

# AMERICAN RADIO

SPRING 1994



James H. Duncan, Jr.



# AMERICAN RADIO

## SPRING 1994 REPORT

(Arbitron Rating Period: 31 March 1994 - 22 June 1994)

Fall  
95 Market Guide

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August 1994

Volume XIX Number I  
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:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. 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.

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Any corrections made by Arbitron to earlier published reports are included if they are received by August 10, 1994.

Work on this edition was completed on August 14, 1994. Mailing will begin on August 25, 1994. If your copy is defective in any way, let me know and I will promptly mail you another copy.

TABLE OF CONTENTS

Page 2 - 5      Station Trading Activity

Page 6 - 9      Definitions, Clarifications and Explanations

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	Stockton
Bakersfield	Grand Rapids	New Orleans	Syracuse
Baltimore	Green Bay	New York	Tallahassee
Baton Rouge	Greensboro-WS	Norfolk	Tampa-St. Pete
Binghamton	Greenville, NC	Oklahoma City	Terre Haute
	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	Visalia-Tulare-Hanford, CA
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		Pueblo	Wilkes-Barre-Scranton
Charlotte	Kansas City	Raleigh	Wilmington, DE
Chattanooga	Knoxville	Reno	Wilmington, NC
Chicago	Lakeland	Richmond	Worcester
Cincinnati	Lancaster	Riverside-San Bern	York
Cleveland	Lansing	Roanoke-Lynchburg	Youngstown
Colorado Springs	Las Vegas	Rochester	
Columbia	Lexington	Rockford	
Columbus, GA	Lincoln	Sacramento	
Columbus, OH	Little Rock	Saginaw-Bay City-Midland	
Corpus Christi	Los Angeles	St. Louis	
Dallas-Ft. Worth	Louisville	Salinas-Monterey-Santa Cruz	
Daven-RI-Moline	Lubbock	Salisbury-OC, MD	
Dayton	Macon	Salt Lake City	
Daytona Beach	Madison	San Antonio	

STATION TRADING ACTIVITY

(13 February 1994 through 14 August 1994)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KXRX-F	Seattle	From Shamrock to Alliance	\$ 11,700,000	(Star)
WDM-F	Columbia, SC	Sold by John Marshall to Radio Equity	13,750,000	(Blackburn)
WCEO	Birmingham	Sold to American General (D)	75,000	
KTDZ	Springfield, MO		35,000	
KUKQ, KUPD-F	Phoenix	From Bob Fish to Sandusky (D)	20,000,000	(Kalil)
KPLS	Anaheim	Sold to Children's Broadcasting	2,900,000	
WWZZ-F	Karns (Knoxville)	Sold to Jacor (D)	1,800,000	(Americom)
KMDL-F/KFTE-F	Lafayette, LA	(D)	1,550,000	
KVFX-F	Manteca (Modesto)	Sold to Community Pacific (D)	1,400,000	(Exline)
KSSK A/F	Honolulu	From NewTex to Wheeling-Pittsburgh	8,300,000 (E)	
KUPU-F (CP)	Honolulu	From NewTex to Wheeling-Pittsburgh	875,000 (E)	
KRZR-F	Hanford (Fresno)	From NewTex to Wheeling-Pittsburgh	1,200,000 (E)	
			<u>10,375,000</u>	
WDAS A/F	Philadelphia	From Unity to Beasley (D)	26,000,000	(Americom)
KCNW (Kns Cty)	KTEK (Houston area)	All sold by Marsh to Children's Broadcasting		
KYCR (Hn-SP)	KAHZ (Ft. Worth)	for \$3,100,000 (Jerry Dennon)		
WDCT (DC area)	WYLO (Milw. area)			
KDLO-F	Watertown, SD	Sold by Midcontinent to Sorenson	600,000	
WVWK-F	Cincinnati	Sold by Secret to Great American (D)	KBPI-F (Denver)+\$3,800,000 (E)	
WCEO	Birmingham	From American General to Crawford	145,000	(John Price)
KJYK, KKLD-F	Tucson	Sold to Apogee	5,300,000	(Kalil)
KUBE-F	Seattle	Sold to new entity including KJR, KLTX-F (D)	17,400,000	
KJR, KLTX-F	Seattle	Sold to new entity including KUBE-F (D)	12,500,000	
WZPL-F	Indianapolis	From Booth to owners of WTPI-F (D)	10,800,000	
WDJX-AF	Louisville	From Amer. Radio Systems to Regent	5,500,000	(Blackburn)
WGLD, WWWB-F	Greensboro	From Franklin to HMW	3,500,000	(Star)
WHTK	Rochester	From Pyramid to Lincoln	500,000	
KCVR, KWIN-F	Lodi (Stockton)	Sold to Silverado (D)	3,300,000	(MVP)
WTMA, WTMZ-F				
WSUY, WSSX-F	Charleston, SC	Sold by Dudley to Wicks (D)	5,750,000	(Americom)
KEXO, KKLY-F	Grand Junction	Sold to owners of KEXO, KKLY-F (D)	525,000	(Media Services)
WXYT	Detroit	From Fritz to Infinity	23,000,000	(Stevens)
WMXD-F	Detroit	From Fritz to Secret (D)	13,000,000	
WBLI-F	Long Island	From Beck-Ross to Liberty		
WHCN-F	Hartford	From Beck-Ross to Liberty		
WSNE-F	Providence	From Beck-Ross to Liberty		
WLRS-F	Louisville	From Beck-Ross to Liberty		
			NA	
			\$ 36,000,000	(Americom)
KTHT-F	Fresno	From Spacecom to NewTex (D)	1,600,000	(Stevens)
WTHH	Baltimore	Sold to Guardian	850,000	
WNFL, WKFX-F	Appleton (Green Bay)	From WinCom to Central States (D)	1,400,000	
WCWA, WIOT-F	Toledo	From Reams to Enterprise	7,000,000	(Blackburn)
WLPR	Richard (Mobile)	Sold to owners of WBHY A/F (D)	180,000	
WDMX	Orlando	From Nationwide to NewCity (D)	500,000	
WMTO-F	Port St. Joe (Panama Cty)		250,000	(Hadden)
KQCR-F	Cedar Rapids	Sold to owner of KRNA-F (D)	2,000,000	
KFH, KXLK-F	Wichita	From Midcontinent to Pourtales (D)	2,250,000	(CEA; Star)
WKDM	New York	Sold by United	6,900,000	(Schutz; Star)
KWSN, KRRD-F	Sioux Falls	Sold to Ray Lamb (KQAD, KLQL-F) (D)	810,000	
WVWS, WUFX-F	Buffalo	From Metroplex to Rich (D)	4,700,000	(Americom)
WSHO-F	Cobleskill (Albany)	Sold to owners of WQBK A/F (semi-D)	550,000	
WTKW-F	Bridgeport (Syracuse)	Sold to owners of WKRL A/F (D)	100,000	
WONO A/F	Fort Wayne	From Price to Inner City	2,300,000	
WIMJ-F	Cincinnati	From Federated to Jacor (D)	9,500,000	
WTOO, WKKO-F	Toledo	From Booth to Fritz	4,000,000 (E)	
WSGW, WIOG-F	Saginaw	From Booth to Fritz	5,000,000 (E)	
			<u>\$ 9,000,000</u>	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WEEL	Boston	Sold by Boston Celtics	\$4,000,000 (E)	
WCKN	Indianapolis	From Secret to owner WTP1/WZPL (D)	575,000	
WCVS-F	Virden (Spring. IL)	Sold to Neuhoff (D)	400,000	
KYOO-F	Ark. City (Wichita)	Sold to Lesso	515,000	
KANR	Nampa (Boise)		200,000	
KAMI	Auburn, CA	Sold by American Media	250,000	
WLNH	Laconia, NH	Sold by Sconnix	47,000	
WVPO, WSBG-F	Stroudsburg (WB/Scranton)	Sold to Nassau	2,200,000	(Blackburn)
KMTW, KKLZ-F	Las Vegas	50% sold to Pourtales	2,020,000	
KJBX	Lubbock	Sold by Sonance	75,000	(Whitley)
WDAR A/F	Florence, SC	Sold to owners of WJMX (D)	435,000	
KYXY-F	San Diego	Sold to SFX (D)	15,000,000 (E)	
KLTO-F	Sparta (Spring. MO)		600,000	
WVMI, WQID-F	Biloxi	Sold to Southern Starr (D)	1,900,000	(Connelly)
WCOL A/F	Portsmouth, NH	From Sunshine to Knight (D)	1,600,000	
WFOX-F	Front Royal, VA	Sold to Benchmark (D)	500,000	
FM CP	Signal Mt. (Chatt)	Sold to Wicks	440,000	(Sailors)
KSRY-F/KSRI-F	San Fran/San Jose	From Viacom to KSOL-F owners (D)	16,000,000	(MVP)
KBBB-F	Shafter (Bakersfield)	Sold to Caballero (KXEM, KSUV) (D)	525,000	(Stevens)
WTVL, WEBB-F	Waterville (Augusta, ME)	Sold to Pilot (D)	550,000	
WFLB	Fayetteville	Sold to Don Curtis	175,000	(Blackburn)
KSTL	St. Louis	Sold to Crawford (D)	525,000	(Force)
KBXX-F	Houston	From Cook Inlet to Clear Channel (D)	21,000,000	
KZOK-F	Seattle	From Crysler Capital to EZ (D)	19,750,000	(Stevens)
WWDJ	New York	From Communicom to Salem		
WZZD	Philadelphia	From Communicom to Salem (D)		
KSLR	San Antonio	From Communicom to Salem		
			\$ 14,000,000	
KMYC, KRFD-F	Marysville (Sacra.)	From Art Hogan to Embarcadero	1,500,000	(MVP)
KRCX	Roseville (Sacramento)	From Fuller-Jeffrey to Embarcadero (D)	3,000,000	(MVP)
WRLX-F	West Palm Beach	Sold to Fairbanks (D)	5,500,000	(Hepburn)
WFXX-F	Jacksonville, NC	Sold to HVS (D)	350,000	(Media Services)
WXQR-F	Jacksonville, NC	Sold to HVS (D)	425,000	(Media Services)
WIBC, WKLR-F	Indianapolis	From Sconnix to Ermis (D)	26,000,000	(Americom)
WKY (1530)	Cincinnati	From Federated to owner of WSAI, WAQZ-F (D)	1,000,000	
KXTP, WAKX-F	Duluth	Sold to KZ10-F owner (D)	800,000	
WXVI	Montgomery	Sold by New South	225,000	
WKMF-F	Tuscola (Flint)	Sold to Faircom (D)	450,000	(Shamrock)
WANS	Anderson, SC	Sold by AmCom	75,000	
KHYL-F	Sacramento	From American Media to Chancellor (D)	15,000,000	
WOCL-F	Orlando	From American Media to Chancellor	27,000,000	
WALK A/F	Long Island	From American Media to Chancellor	37,900,000	
KMEN, KGGI-F	Riverside-SB	From American Media to Chancellor	21,300,000	
KTCJ, KTCZ-F	Minneapolis	From American Media to Chancellor	16,800,000 (E)	
MUBE-AF, WYGY-F	Cincinnati	From American Media to Chancellor (D)	27,000,000 (E)	
			\$150,000,000	(Star)
WECK, WJYE-F	Buffalo	From EBE to Amer. Radio Systems (D)	10,200,000	(Blackburn)
KDJK-F	Oakdale (Fresno)	Sold to Photosphere	2,500,000	
KHEZ-F	Caldwell (Boise)	From Citadel to Sundance (D)	550,000	
WZJX-F	Englewood (Dayton)	Sold to Regent (D)	2,150,000	(MVP)
KFGI-F	Luling (Austin)	Sold to Amaturro (D)	2,500,000	
WYHY-F	Lebanon (Nashville)	From Legacy to SFX (D)	4,000,000	
WCOA, WYRO-F, WKRG A/F	Mobile/Pensacola	Local duopolies	4,460,000	
WBCT-F	Grand Rapids	From Radio Associates to owner WOOD A/F (D)	10,200,000 (E)	(Star; Serafin)
WUSL-F	Philadelphia	From TAK to EZ	33,000,000 (E) (D)	
WTPX-F	Miami	From TAK to EZ	17,000,000 (E)	
			\$50,000,000	
KFGE-F	Lincoln	Sold to owners of KLIN, KEZG (D)	450,000	
WNTA, WKMO-F	Rockford	From Midwest Family to WRRR, WRRX owner (D)	1,650,000	
WKEZ-F	Holland (Grand Rapids)	From Mike Walton to Federated (D)	3,750,000	(Blackburn)
WMKT, WKHO-F	Charlevoix	Sold to MacDonald (D)	1,500,000	(Blackburn; Questcom)
KORD A/F	TriCities, WA		1,300,000	
KHVN, KJMZ-F	Dallas	From Summit to Granum (D)	22,000,000 (E)	
WAOK, WVEE-F	Atlanta	From Summit to Granum	91,300,000 (E)	
WCAO, WXYV-F	Baltimore	From Summit to Granum	16,700,000 (E)	
			\$130,000,000	(Morgan Stanley)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WRKS-F	New York	From Summit to Emmis (D)	\$68,000,000	(Morgan Stanley)
WVLK A/F	Lexington		10,900,000	
WVZN	Orlando	Sold by Paxson to WTRR owner (D)	300,000	(Hadden)
WGUS, WFXG-F	Augusta, GA	Sold by Benchmark	1,520,000	(Bergner)
WJPC A/F	Chicago area	From Johnson to Broadcasting Partners (D)	8,000,000	(Dugan)
WUVE-F	Saginaw		335,000	
KKJY-F	Albuquerque	Sold by Dean	1,750,000	(Blackburn)
WTLB, WRCK-F	Utica	From H & D to the Radio Corporation	1,000,000	(MVP; Blackburn)
KLXX	Duluth	Sold to owners of WKLK A/F (D)	120,000	
KZBE-F	Pleas. Hope (Spring. MO)		780,000	(Chapin)
KIIX, KTCL-F	Ft. Collins, CO		3,950,000	(MVP)
WBZT, WIRK-F	West Palm	From Price to Amer. Radio Systems	22,000,000	(Blackburn)
KZLZ-F	Kearny (Tucson)	Sold to Z-Spanish	750,000	
WNEU-F	Greensboro-WS	Sold to Radio Equity (D)	3,500,000	
WJOC (1490)	Chattanooga		125,000	
WCLY (1550)	Raleigh		240,000	
WJSH (1300)	Terre Haute		95,000	
WGGA (1230)	Gainesville	Sold to Sonny Bloch	100,000	
KALI	Los Angeles	Sold to Way by United	5,750,000	(Schutz; Star)
WBBE, WTKT-F	Georgetown (Lexing, KY)	Sold to Village (D)	2,200,000	
KRLV-F	Las Vegas	Sold to Regent	5,750,000	
WOIC, WNOK-F	Columbia	Sold by HMW to owner of WMFX-F (D)	5,000,000	
KZOK	Seattle	Sold to Salem (D)	500,000	
KZSS, KZRR-F, KLSK-F	Albuquerque	60% sold to River City (D)	3,000,000	
WCSS, WKOL-F	Amsterdam (Albany)	Sold to MEG	400,000	(Kozacko)
WBBW, WBBG-F	Youngstown	From H & D to Connoisseur	8,000,000	
WKOE, WFPG-AF	Atlantic City	From H & D to Connoisseur	6,500,000	
			\$11,500,000	
WVWZ-F	Summerville (Charleston)	Sold to Bill Dudley	2,005,000	
WMOG-AF	Brunswick, GA	Sold to Partech	560,000	(Jorgenson)
WXXO, WFXM-F	Ft. Valley (Macon)	From Woodfin to WPGA owner (D)	700,000	
KKTK, KSTR-F	Grand Junction	Sold by Warner	1,100,000	
KJAZ-F	Alameda (San Fran)		6,000,000	(Stanfield)
KFTH-F	Marion (Memphis)	Sold by Willis	1,650,000	
WCGY-F	Boston	From Curt Gowdy to Amer. Radio Systems (D)	12,500,000	(Stevens)
WKRQ, WCOA	Mobile/Pensacola	Sold to Pourtales (D)	1,500,000	(Kalil)
WRAG, WCKO-F	Carrollton (Tuscaloosa)	Sold to Firststar	890,000	(Snowden)
KNKN	Pueblo	Sold to Guardian	231,000	
WLYV	Fort Wayne		75,000	
KCKI-F	Tulsa	Sold to Great Empire (D)	1,200,000	
KZRC, KXYQ-F	Salem (Portland)	From Van Halen Band to Trumper (D)	5,600,000	(Star)
WHEW-F	Fort Myers	Sold to Renda	4,000,000	(Hadden)
WILZ-F	Lafayette, IN	Sold to Schurz (D)	860,000	
KGGY-F	Dubuque	Sold to owner of WJOO-F (D)	300,000	
WRSF-F	Columbia, NC	From Jones Eastern to Multi-Market	1,060,000	
WHTX-F	Sharpsville (Youngstown)	Sold to Zapis	350,000	
WJMI-F & WTYX-F	Jackson, MS	Opus and Holt swap frequencies	NONE	
WIZF-F	Cincinnati	Sold out of receivership	4,000,000	(Crisler; Foreman)
KAMX A/F	Albuquerque		750,000	(Blackburn)
KXEX	Fresno		212,000	
WFTL	Fort Lauderdale		500,000	
WCRJ	Jacksonville		500,000	
WTKX A/F	Pensacola	From Holt to Southern	950,000	
WZNY-F	Augusta, GA	From Benchmark to WBBQ owner (D)	3,900,000	
KWTD A/F	Springfield, MO	Sold to Meyer (D)	1,880,000	
KYSM A/F	Mankato, MN	Sold to Jim Ingstad	400,000	
WRQN-F	Toledo	From ABS to Fritz (D)	2,300,000	
KONE	Lubbock	Sold by Lotus	700,000	
WVOC	Columbia, SC	Sold to Benchmark	2,500,000	
KRPQ-F	Santa Rosa		2,080,000	(MVP)
WFAV, WKCG-F	Augusta, ME		900,000	
KATH-F, KBOZ A/F	Bozeman, MT	From Citadel to Deschutes (D)		
KDWG, KCTR-F, KKBR-F	Billings	From Citadel to Deschutes (D)		
			\$5,000,000	
WGUS, WFXG-F	Augusta, GA	Sold by Benchmark	1,400,000	(Bergner)
WMOX-AM	Greensboro-WS	From Max to Willis	200,000	
KTYL-F	Tyler, TX		2,550,000	
WQSR-F, WBMD	Baltimore	From Scannix to Amer. Radio Systems	39,000,000	(Americom)



<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
WPOP, WYSR-F	Hartford	From Griffin to Liberty		
WHJJ, WHJY-F	Providence	From Griffin to Liberty		
WTRY, WPYX-F	Albany	From Griffin to Liberty		
			\$17.5 plus 7.3% of Liberty	
KCHJ	Delano (Bakersfield)	Sold to owners of KWAC, KIWI-F (D)	400,000	
KKDJ-F	Fresno	Sold to Henry (D)	1,730,000	(MVP)
KGU	Honolulu	Sold to Pompadur	717,000	(Exline)
WHKW-F	Corydon (Louisville)	Sold to Regent (D)	2,600,000	(Henson)
KFMS A/F	Las Vegas	Sold to Regent (D)	7,750,000	(MVP)
KEEO	Eugene		35,000	
WHDY A/F	Youngstown	From Myron Jones to Connoisseur (D)	6,000,000	(MVP)
KALB, KZMZ-F	Alexandria, LA	Sold to Don Chaney	815,000	(Whitley)
KARS A/F	Belen (Albuquerque)	Sold to Guardian (KKIM) (D)	665,000	
KMND, KNFM-F	Midland, TX		1,600,000	(Whitley)
WESC-AF, WBBO-F, WHYZ	Greenville, SC	Benchmark and George Francis (D)	15,000,000	(Americom)
KACE-F	Inglewood (Los Angeles)	From All Pro to Cox (D)	11,500,000	(MVP)
KQOK-F	Galveston (Houston)	Sold to El Dorado (D)	10,250,000	(Stanfield)
KSLK-F	Auberry (Fresno)	Sold to Lotus	1,500,000	
KOLA-F	San Bernardino	Sold to Anaheim (D)	5,000,000	
KMGX-F	San Fernando	From Buckley to KFOX owner (D)	4,500,000	(Stanfield)
KSFO	San Francisco	Sold to Cap Cities/ABC (D)	9,500,000	
WIVY-F	Jacksonville	From Taylor to Prism (D)	7,000,000	
WKGT-F	Century (Pensacola)		237,500	
WNEX	Macon		175,000	
KOPX-F	El Paso	Sold to KSET-F owner (D)	3,000,000	
WEMI-F	Menasha (Appleton)	Sold to Central States (D)	2,000,000	(Jack Minkow)
KINE-F, KCCN-AF	Honolulu	(D)	5,300,000	(Exline)
WXFX-F	Prattville (Montgomery)	Sold by Paul Downs	1,580,000	
WTMC	Ocala	Sold by Paxson	260,000	
WGCM-F	Gulfport, MS	From Muniz to Dowdy	1,100,000	(Bergner)
KHTX A/F	Riverside-SB	From Henry to Embarcadero (D)	10,000,000	(Stanfield)
KZDG-F	Greeley (Denver)	From Premiere to Shamrock (D)	5,500,000	
WARQ-F	Columbia, SC	Sold to Radio Equity	1,900,000	
WCLZ A/F	Brunswick (Portland)	Sold to MEG	525,000	(Media Services)
WGUL A/F	Tampa	Sold by Carl Marcocci	3,400,000	
KMXR-F	Corpus Christi	Sold to owner of KRYS A/F (D)	1,100,000	
WTPX-F	Miami	From EZ to WXDJ-F owner (D)	21,250,000	
KSXY-F	Fresno	Sold to EBE (D)	1,730,000	
KOXR	Oxnard	Sold by Lotus	350,000	
WSPB, WSRZ-F	Sarasota	From Wilks-Schwartz to D & F	5,550,000	(Blackburn)
KOQQ-F	Bakersfield	Sold to Buckley (D)	1,000,000	
WXRC-F	Hickory, NC		3,050,000	
KZMO-F	Jefferson City, MO	Sold to Brill (D)	425,000	(Bill Cate)
WZAM	Norfolk		217,000	

## 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. 1993 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 1994 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, 1993.

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 1993 gross revenue. This data is extracted from the 1994 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN				SPG 4				12+ TSA		12+ METRO		REVENUE LEVEL
		94	93	93	93	AVG.	1/4/CUME	CUME/CUME	FAL	SPG	RATING	93	93	
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, NR = New Rock, P = Progressive or Alternative
- CL - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- ST - Big Band/Nostalgia/Standards
- 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
- SPRTS - 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 cume. 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 93: 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+ AM: Total persons, 12+, Mon-Fri, Metro, 6A-MID
- 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
- 12+ PMD: 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 93</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 daytime
- 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.
- DUOPOLY REPORT: In the Spring and Fall editions there can be found a section analyzing the impact of duopoly in each market. It shows the stations involved in each duopoly and their group owner ("local" is indicated if there is no group). Next is shown the gross 12+ and 25-54 audience shares. Finally is an estimate of the duopolies share of the market's revenue.

## PRIMARY MARKETS

AKRON  
-----

Arbitron Rank/Pop (12+): 68  
MSA Rank/Pop: 76/673,000  
Cleveland ADI  
Average Person Ratings: 17.9  
Market TSL: 23.50 hours

Stations: 29/7  
Diaries: 1352/415:1/59.0%  
Sample Target: 1340  
% Below Line: 54.0%  
% Not Listed: 14.7%

1993 Revenue: \$13,200,000  
HH Inc.: \$32,643  
Retail \$: 5.3 Bil  
Pop per Station: 93,450  
#1 Biller: WKDD-F \$3,100,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WONE-F (AOR)	76/ 7.6	6.1	---	6.5	6.2	6.7	145/1735	962/17.2	---	16.8	D	WONE-F
2. WQMX-F (C)	70/ 7.0	5.6	---	4.1	3.7	5.6	129/1358	689/12.3	---	9.9	D	WQMX-F
3. WNIR-F (T)	59/ 5.9	7.2	---	6.0	6.3	6.4	76/865	686/12.2	---	16.8	D	WNIR-F
4. WNCX-F (CL AOR)	57/ 5.7	4.4	---	3.9	3.3	4.7	93/1356	824/14.7	---	13.3		WNCX-F
5. WDOK-F (SAC)	55/ 5.5	7.1	---	5.4	6.5	6.0	93/1348	860/15.3	---	14.3		WDOK-F
6. WGAR-F (C)	52/ 5.2	5.4	---	4.3	8.4	5.0	76/1252	819/14.6	---	18.9		WGAR-F
7. WMJI-F (O)	51/ 5.1	6.1	---	6.4	6.3	5.9	87/1414	862/15.4	---	15.2		WMJI-F
WKDD-F (CHR)	51/ 5.1	7.1	---	5.5	6.9	5.9	75/1506	904/16.1	---	17.3	E	WKDD-F
9. WZAK-F (B)	45/ 4.5	3.2	---	2.9	3.1	3.5	55/769	577/10.3	---	7.1		WZAK-F
10. WAKR (FS)	42/ 4.2	4.3	---	5.7	5.0	4.7	45/757	662/11.8	---	14.3	D	WAKR
11. WMMS-F (AOR)	39/ 3.9	3.9	---	4.9	3.4	4.2	57/1078	720/12.8	---	12.1		WMMS-F
12. WLTF-F (AC)	36/ 3.6	2.9	---	3.0	3.7	3.2	52/839	563/10.0	---	11.1		WLTF-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.50% (731 of 855) (SPG 93: 83.17%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		60 ( 2)	60 ( 2)	7.0	12.3		WHLD (REL) 640 AKRON	0.5/1.5/ 18/ 246		
AOR/CLASSIC		184 ( 5)	184 ( 5)	21.5	15.9		WSLR (C) 1350 AKRON	1.1/3.6/ 13/ 292		
COUNTRY	11 ( 1)	138 ( 4)	149 ( 5)	17.4	15.3					
NEWS/TALK	44 ( 2)	59 ( 1)	103 ( 3)	12.0	10.8		WHBC-F (SAC) 94.1 CANTON	1.1/4.6/ 72/1123		
CHR		100 ( 4)	100 ( 4)	11.7	11.5		WHOT-F (CHR) 101.1 YOUNGSTOWN	0.4/1.6/ 7/ 179		
BLACK/URBAN		45 ( 1)	45 ( 1)	5.3	3.6		WNCD-F (AOR) 106.1 NILES	0.5/1.5/ 5/ 83		
SOFT AC/EZ		66 ( 2)	66 ( 2)	7.7	9.0		WQKT-F (C) 104.5 WOOSTER	0.4/1.6/ 38/ 666		
HISPANIC							WQXK-F (C) 105.1 SALEM	1.2/5.0/ 80/1008		
							WRQK-F (AOR) 106.9 CANTON	0.7/4.5/ 43/ 937		
							WTOF-F (REL) 98.1 CANTON	0.4/2.5/ 14/ 350		
OLDIES		51 ( 1)	51 ( 1)	6.0	7.3					
FULL SVC/VARIETY	42 ( 1)		42 ( 1)	4.9	5.8		SEE CLEVELAND FOR MORE ABOUT THE FOLLOWING:			
STANDARDS	22 ( 1)		22 ( 1)	2.6	5.3		WCLV-F 1.0/ 3.4 WRMR 2.2/ 5.8			
RELIG/GOSPEL	5 ( 1)	4 ( 1)	9 ( 2)	1.1	1.1		WENZ-F 2.6/ 7.7 WME 2.1/ 6.5			
CLASSICAL		10 ( 1)	10 ( 1)	1.2	0.5		WKNR 2.3/ 8.5 WZJM-F 1.9/ 8.5			
JAZZ		14 ( 1)	14 ( 1)	1.6	1.7		WNWV-F 1.4/ 4.5			
OTHERS/UNKNOWN							WQAL-F 2.4/11.1			
TOTALS	124 ( 6)	731 (23)	855 (29)							

## AKRON

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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WAKR, WQMX-F, WONE-F (Local)	18.8%	16.2%	51.5%

## RADIO STATIONS

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WAKR , 1590,	5 KW (DA-N)	, Full Service	MBS, \$40.00	(Mc-Guild)	WQMX duop
WHLO , 640,	5 KW/500 W (DA-2),	Religion	ABC, \$15.00	( --- )	Mortenson
WSLR , 1350,	5 KW (DA-1)	, Country	ABC, SMN, \$17.00	(Eastman)	Barnstable
WKDD-F, 96.5,	50 KW @ 440	, CHR/AC	, \$70.00	(Eastman)	Barnstable
WNIR-F, 100.1,	3 KW @ 315	, Talk	CBS, \$42.00	(K & P)	(KENT)
WONE-F, 97.5,	12 KW @ 889	, AOR	, \$54.00	(Mc-Guild)	WQMX duop
WQMX-F, 94.9,	16 KW @ 879	, Country	, \$43.00	(Banner)	(MEDINA)

Other Ranked Stations -- See Canton or Cleveland

Miscellaneous: Akron was not rated in Fall 1993 because of a sampling error. . . WAKR reclassified as Full Service. . .



ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 57/739,900

Stations: 27/27  
Diaries: 1563/473:1/61.2%  
Sample Target: 1550  
% Below Line: 0.0  
% Not Listed: 16.5

1993 Revenue: \$21,600,000  
HH Inc.: \$36,686  
Retail \$: 7.3 Bil  
Pop per Station: 27,404  
#1 Biller: WGNA-AF \$4,100,000

MSA Rank/Pop: 64/880,000

ADI # 52

Average Person Ratings: 16.2

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WGNA-AF (C)	155/13.0	11.6	13.6	10.4	12.4	12.2	268/2744	1633/22.1	22.1	21.1	F	WGNA-AF
2. WFLY-F (CHR)	122/10.2	10.3	10.8	11.0	9.8	10.6	160/2387	1774/24.0	25.7	25.4	D	WFLY-F
3. WGY (FS)	101/ 8.4	9.6	8.9	8.2	8.9	8.8	145/2173	1509/20.4	21.4	19.9	D	WGY
4. WYJB-F (SAC)	85/ 7.1	5.8	6.6	7.4	5.8	6.7	103/1368	997/13.5	13.9	14.4		WYJB-F
5. WPYX-F (AOR)	82/ 6.8	6.9	6.8	7.3	6.7	7.0	159/2416	1516/20.5	18.1	21.2	D	WPYX-F
6. WRVE-F (AC/AOR)	77/ 6.4	4.9	3.6	3.3	3.3	4.6	102/1507	1129/15.3	13.6	13.6		WRVE-F
7. WKLI-F (AC)	71/ 5.9	6.8	7.1	6.6	6.0	6.6	75/1101	973/13.2	16.7	15.8	D	WKLI-F
8. WZRO-F (AOR)	52/ 4.3	3.3	2.5	4.2	3.3	3.6	65/917	741/10.0	6.9	9.5	A	WZRO-F
9. WQBK-F (CL AOR)	43/ 3.6	4.1	4.1	4.4	5.0	4.1	49/1078	871/11.8	14.2	16.5	C	WQBK-F
10. WABY (ST)	38/ 3.2	3.3	2.2	2.0	1.9	2.7	38/423	423/ 5.7	4.5	4.4	A	WABY
11. WTRY-AF (O)	36/ 3.1	2.5	2.0	1.8	2.3	2.4	40/892	819/11.1	9.0	8.1	B	WTRY-AF
12. WQBK (T)	23/ 1.9	2.4	3.2	2.7	3.2	2.6	23/539	539/ 7.3	9.1	7.3	B	WQBK
13. WEQX-F (AOR-NR)	17/ 1.4	1.2	1.9	1.4	3.0	1.5	30/632	367/ 5.0	4.7	5.6	A	WEQX-F
14. WHRL-F (J)	16/ 1.3	1.4	0.7	1.2	1.5	1.2	20/361	295/ 4.0	2.7	2.9		WHRL-F
15. WPTR (T)	14/ 1.2	1.5	1.5	1.4	1.8	1.4	16/552	478/ 6.5	7.9	7.6	A	WPTR
WJKE-F (?)	14/ 1.2	0.8	0.6	0.9	0.6	0.9	16/295	252/ 3.4	2.1	1.3		WJKE-F
17. WXLE-F (AOR-P)	13/ 1.1	1.9	1.7	2.3	2.1	1.8	15/414	362/ 4.9	5.9	6.7	A	WXLE-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 80.12% (802 of 1001) (SPG 93: 76.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>>1	WGNA-AF<	1 WGNA-AF	1 WGNA-AF>	1 WGNA-AF>	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF>	1 WFLY-F	1 WGY >>
2	2 WPYX-F<	2 WFLY-F<	2 WRVE-F	2 WRVE-F	2 WGY >	2 WGY <	2 WGY	2 WFLY-F>	2 WGNA-AF	2 WGNA-F
3	3 WFLY-F	3 WPYX-F<	3 WFLY-F<	3 WFLY-F	3 WYJB-F>	3 WFLY-F	3 WFLY-F<	3 WYJB-F<	3 WKLI-F	3 WFLY-F>
4	4 WZRO-F<	4 WRVE-F	4 WKLI-F	4 WKLI-F	4 WFLY-F	4 WPYX-F	4 WYJB-F	4 WRVE-F<	4 WGY	4
5	5 WRVE-F	5 WKLI-F	5 WPYX-F	5 WPYX-F	5	5 WQBK-F<	5 WPYX-F	5 WPYX-F	5 WRVE-F	5
6	6 WQBK-F	6	6	6	6	6 WYJB-F	6 WRVE-F	6 WKLI-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 WFLY-F	1 WFLY-F	1 WGNA-AF	1 WFLY-F	1 WGNA-AF	1 WPYX-F	1 WPYX-F	1 WGNA-AF	1 WGNA-AF<	1 WGNA-AF>
2 WZRO-F	2 WGNA-AF	2 WFLY-F	2 WGNA-AF	2 WKLI-F	2 WZRO-F	2 WZRO-F<	2 WPYX-F	2 WPYX-F>	2 WRVE-F<
3 WPYX-F	3 WRVE-F	3 WKLI-F	3 WKLI-F	3 WFLY-F	3 WGNA-AF	3 WGNA-AF>	3 WZRO-F	3 WRVE-F	3 WPYX-F>
4 WQBK-F	4 WKLI-F	4 WRVE-F	4 WRVE-F	4 WYJB-F	4 WFLY-F	4 WQBK-F	4 WQBK-F	4 WZRO-F	4 WQBK-F
5 WGNA-AF	5 WPYX-F	5 WPYX-F	5 WPYX-F<	5 WRVE-F	5 WQBK-F	5 WRVE-F	5 WRVE-F	5 WQBK-F<	5 WGY
6	6 WZRO-F	6	6 WYJB-F	6 WPYX-F	6 WKLI-F	6 WFLY-F	6	6 WFLY-F	6 WZRO-F
7	7	7	7	7	7	7	7	7	7

ALBANY-SCHENECTEDY-TROY

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSB	TSB
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME		
AC		158 ( 4)	158 ( 4)	15.8	11.2	WCDA-F (C) 96.3	VOORHEESVILLE	0.9/2.7/	14/ 256
AOR/CLASSIC		207 ( 5)	207 ( 5)	20.7	24.9	WEMX-F (?) 94.5	RAVENA	0.8/4.1/	9/ 372
COUNTRY	3 ( 1)	163 ( 2)	166 ( 3)	16.6	15.3	WHAZ (REL) 1330	TROY	0.4/2.4/	6/ 248
NEWS/TALK	37 ( 2)		37 ( 2)	3.7	6.3	WIZR (ST) 930	JOHNSTOWN	0.4/0.7/	9/ 95
						WROW (SAC) 590	ALBANY	0.3/2.1/	4/ 181
CHR		122 ( 1)	122 ( 1)	12.2	11.3	WSHQ-F (AC) 103.5	COBBLESKILL	0.5/2.4/	12/ 341
BLACK/URBAN						WWCP-F (AC) 96.7	CLIFTON PARK	0.3/3.7/	5/ 295
SOFT AC/EZ	3 ( 1)	85 ( 1)	88 ( 2)	8.8	8.0				
HISPANIC									
OLDIES	9 ( 1)	27 ( 1)	36 ( 2)	3.6	7.4				
FULL SVC/VARIETY	101 ( 1)		101 ( 1)	10.1	10.3				
STANDARDS	43 ( 2)		43 ( 2)	4.3	3.6				
RELIG/GOSPEL	3 ( 1)	1 ( 1)	4 ( 2)	0.4	1.1				
CLASSICAL									
JAZZ		16 ( 1)	16 ( 1)	1.6	1.8				
OTHERS/UNKNOWN		23 ( 2)	23 ( 2)	2.3	0.4				
TOTALS	199 ( 9)	802 (18)	1001 (27)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WPTR, WROW, WFLY-F, WYJB-F (Local)	18.8%	16.5%	22.6%
WQBK, WQBK-F, WSHQ-F (Local, Semi-Duop)	6.0%	6.5%	10.2%
	24.8%	23.0%	32.8%

RADIO STATIONS

WABY , 1400, 1 KW , Standards	UNISTR, \$17.00 (Christal)	Bendat
WGY , 810, 50 KW , Full Service	CBS, \$57.00 (Eastman)	Pennsylvania/Dame
WPTR , 1540, 50 KW (DA-1) , Talk/News	ABC, MBS, \$18.00 (Torbet)	
WQBK , 1300, 5 KW (DA-2) , Talk	NBC, ABC, \$20.00 (Banner)	
WROW , 590, 5 KW/1 KW(DA-2), See WYJB-FM		
WTRY , 980, 5 KW (DA-N) , See WTRY-FM		
WCDA-F, 96.3, 0.2 KW @ 1118 , Country	, \$16.00 ( --- )	(VOORHEES.)
WEQX-F, 102.7, 1.3 KW @ 759 , AOR - New Rock	AP, ABC, \$19.00 ( --- )	(MANCHESTER)
WFLY-F, 92.3, 17 KW @ 850 , CHR	ABC, \$64.00 (Torbet)	
WGNA-F, 107.7, 12 KW @ 981 , Country	UNISTR, \$95.00 (Katz)	Liberty
WRVE-F, 99.5, 15 KW @ 925 , AC/AOR	, \$30.00 (Eastman)	Pennsylvania/Dame
WHRL-F, 103.1, 3 KW @ 325 , Jazz/NAC	MBS, \$17.00 ( --- )	
WKLI-F, 100.9, 6 KW @ 285 , AC	, \$59.00 (Christal)	Bendat
WPYX-F, 106.5, 16 KW @ 909 , AOR	, \$61.00 (Mc-Guild)	Griffin
WQBK-F, 103.9, 6 KW @ 302 , Classic AOR	UNISTR, \$40.00 (Banner)	
WYJB-F, 95.5, 12 KW @ 1023 , Soft AC	ABC, \$42.00 (Torbet)	WFLY duop
WTRY-F, 98.3, 3 KW @ 328 , Oldies	MBS, \$25.00 (Mc-Guild)	(ROTTERDAM)
WXLE-F, 104.5, 5 KW @ 351 , AOR - PROG	, \$16.00 ( --- )	(MECHANIC.)
WZRO-F, 102.3, 4 KW @ 387 , AOR	SMN, \$17.00 (Eastman)	(BALSTON)

Miscellaneous: WGY-F changes to WRVE-F (Feb) and changes format from Oldies to AOR/AC . . . WROW-F changes to WYJB-F (Dec) . . . WSHQ-F (Cobleskill) sold to owners of WQBK A/F (semi-D) for \$550,000 . . . WCSS, WKOL-F (Amsterdam) sold to MEG for \$400,000 (Kozacko) . . . WTRY, WPYX-F sold by Merv Griffin to Liberty. . .

ALBUQUERQUE

Arbitron Rank/Pop (12+): 71/522,100

Stations: 32/29  
Diaries: 1287/406:1/52.4%  
Sample Target: 1300  
% Below Line: 2.5  
% Not Listed: 11.8

1993 Revenue: \$19,700,000  
HH Inc.: \$30,566  
Retail \$: 5.3 Bil  
Pop per Station: 18,003  
#1 Biller: KRST-AF \$3,900,000

MSA Rank/Pop: 79/645,000  
ADI # 51  
Average Person Ratings: 18.0  
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KRST-F (C)	101/10.7	13.9	12.0	11.5	14.6	12.0	139/1764	1258/24.1	28.9	26.5	E	KRST-F
2. KKOB (FS)	87/ 9.2	10.1	13.5	9.4	9.6	10.6	106/1392	1119/21.4	28.5	21.7	D	KKOB
3. KKOB-F (AC)	67/ 7.1	5.2	7.4	7.3	5.7	6.8	87/1454	1110/21.3	23.4	17.2	D	KKOB-F
KKSS-F (CHR)	67/ 7.1	7.8	7.8	7.4	8.2	7.5	98/1392	921/17.6	17.4	19.6	C	KKSS-F
5. KZRR-AF (AOR)	50/ 5.3	5.7	5.1	6.9	6.3	5.8	61/1042	832/15.9	15.3	15.9	D	KZRR-AF
6. KASY-F (C)	48/ 5.1	3.8	4.1	4.1	3.5	4.3	54/813	671/12.9	11.1	10.2	B	KASY-F
7. KHFM-F (CL)	44/ 4.7	2.8	3.7	4.8	4.4	4.0	66/739	515/ 9.9	8.6	9.6	B	KHFM-F
8. KMGA-F (SAC)	43/ 4.6	4.7	4.2	6.2	3.9	4.9	63/1148	790/15.1	12.1	11.4	B	KMGA-F
9. KZKL-F (O)	40/ 4.2	5.7	4.1	3.9	3.6	4.5	43/735	661/12.7	11.5	13.0	C	KZKL-F
10. KKJY-F (EZ)	34/ 3.6	2.7	3.2	3.5	3.4	3.3	39/618	506/ 9.7	10.5	8.8	B	KKJY-F
11. KZRQ-F (AOR)	31/ 3.3	2.5	4.3	4.8	4.1	3.7	56/749	489/ 9.4	9.8	10.9	B	KZRQ-F
12. KLSK-F (CL AOR)	29/ 3.1	3.7	5.6	4.0	4.4	4.1	45/926	633/12.1	13.7	15.9	B	KLSK-F
KIVA (ST)	29/ 3.1	2.8	2.6	2.7	3.0	2.8	30/351	344/ 6.6	5.6	5.8	A	KIVA
14. KIOT-FF (AOR-P)	28/ 3.0	2.3	0.7	0.8	0.7	1.7	37/487	332/ 6.4	2.7	2.9		KIOT-FF
15. KOLT-F (C)	17/ 1.8	1.8	2.2	2.5	2.5	2.1	37/749	454/ 8.7	9.0	10.5	B	KOLT-F
KAMX-F (AC)	17/ 1.8	1.7	2.2	2.3	1.7	2.0	25/676	489/ 9.4	7.7	5.9	A	KAMX-F
17. KTMN-F (AOR)	15/ 1.6	0.3	---	---	0.7	1.0	24/453	270/ 5.2	---	5.6		KTMN-F
18. KALY (SP)	12/ 1.3	1.8	0.5	0.9	1.5	1.1	13/149	146/ 2.8	1.6	2.4		KALY
19. KXKS (SP)	11/ 1.2	2.4	0.9	1.1	3.0	1.4	12/171	166/ 3.2	2.0	3.8	A	KXKS
KKIM (REL)	11/ 1.2	---	---	---	---	1.2	11/94	94/ 1.8	---	---		KKIM

12+ FM SHARE (METRO): 77.98% (648 of 831) (SPG 93: 78.30%)

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 KKOB	1 KKOB <	1 KRST-F>	1 KKSS-F>>	1 KKOB
2	2 KKSS-F	2 KZRR-AF<	2 KZRR-AF<	2 KKOB <	2 KRST-F	2 KRST-F	2 KRST-F	2 KKSS-F	2 KKOB	2 KRST-F>
3	3 KZRR-AF	3 KKOB-F<	3 KKOB-F<	3 KKOB-F<	3 KKOB-F	3 KKOB-F	3 KKOB-F>	3 KKOB-F	3 KHFM-F	3 KKOB-F
4	4 KASY-F	4 KKSS-F<	4 KKOB	4 KZRR-AF	4 KHFM-F	4 KZRR-AF	4 KMGA-F<	4 KKOB <	4 KRST-F<	4 KKJY-F
5	5 KZRQ-F	5 KKOB	5 KASY-F<	5 KMGA-F	5 KKJY-F<	5 KKSS-F	5 KKSS-F	5 KMGA-F<	5 KASY-F	5
6	6	6	6 KMGA-F	6 KASY-F	6 KIVA	6	6	6 KASY-F	6	6
7	7	7	7	KZKL-F	KMGA-F	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 KKSS-F	1 KRST-F>	1 KRST-F	1 KRST-F>	1 KRST-F>	1 KZRQ-F	1 KZRR-AF	1 KZRR-AF	1 KZRR-AF	1 KKOB <
2 KRST-F	2 KKSS-F>	2 KASY	2 KKOB-F	2 KKOB-F	2 KKSS-F	2 KRST-F<	2 KRST-F	2 KKOB <	2 KRST-F<
3 KALY	3 KASY-F	3 KKSS-F	3 KKSS-F	3 KMGA-F	3 KZRR-AF	3 KZRQ-F	3 KASY-F	3 KRST-F>	3 KZRR-AF>
KAMX-F	4 KZRR-AF	4 KZRR-AF	4 KMGA-F	4 KASY-F<	4 KKOB	4 KKSS-F	4 KKSS-F	4 KZRQ-F	4 KZKL-F
KKOB-F	5 KKOB-F	5 KMGA-F	5 KASY-F	5 KKSS-F	5 KKOB-F	5 KASY-F	KLSK-F	5 KASY-F	5 KASY-F
6	6	6	6	6 KZKL-F	6 KRST-F	6 KKOB	KZRR-F	6 KKSS-F	6 KLSK-F
7	7	7	7	7	7	7	7	7	7

ALBUQUERQUE  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		84 ( 2)	84 ( 2)	10.1	8.3	KABQ (SP) 1350	ALBUQUERQUE	0.4/2.9/	4/ 153
AOR/CLASSIC	1 ( 1)	155 ( 7)	156 ( 8)	18.8	19.2	KARS (C) 860	BELEN	0.5/1.4/	5/ 72
COUNTRY	5 ( 2)	167 ( 4)	172 ( 6)	20.7	23.1	KJBO (?) 1050	LOS RANCHOS	0.8/3.6/	8/ 186
NEWS/TALK	7 ( 1)	8 ( 1)	15 ( 2)	1.8	0.6	KQEO (T) 920	ALBUQUERQUE	0.7/3.0/	7/ 162
CHR		67 ( 1)	67 ( 1)	8.1	9.2	KRLL (?) 1580	ALBUQUERQUE	0.8/1.5/	8/ 79
BLACK/URBAN						KRZY (C) 1450	ALBUQUERQUE	0.1/1.6/	1/ 82
SOFT AC/EZ		77 ( 2)	77 ( 2)	9.3	8.1	KUCU-F (T) 107.1	ARMIJO	0.8/2.8/	8/ 175
HISPANIC	27 ( 3)		27 ( 3)	3.2	5.0	KBAC-F (AOR-P) 98.1	LAS VEGAS	0.3/2.5/	9/ 213
OLDIES		46 ( 2)	46 ( 2)	5.5	6.4	KBOM-F (O) 106.7	LOS ALAMOS	0.6/4.0/	24/ 425
FULL SVC/VARIETY	87 ( 1)		87 ( 1)	10.5	10.7				
STANDARDS	29 ( 1)		29 ( 1)	3.5	3.3				
RELIG/GOSPEL	11 ( 1)		11 ( 1)	1.3	0.4				
CLASSICAL		44 ( 1)	44 ( 1)	5.3	4.9				
JAZZ					0.8				
OTHERS/UNKNOWN	16 ( 2)		16 ( 2)	1.9	---				
TOTALS	183 (12)	648 (20)	831 (32)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KKOB A/F, KQEO, KMGA-F (Citadel)	21.6%	20.8%	31.0%
KZRR A/F, KLSK-F (River City)	8.4%	10.9%	15.4%
KRST A/F, KOLT-F (Commonwealth)	12.6%	14.7%	22.9%
KIVA, KZKL A/F, KZRR-F (Territorial)	11.4%	9.5%	9.9%
	54.0%	55.9%	79.2%

RADIO STATIONS  
-----

AM STATIONS  
-----

KABQ, 1350, 5 KW/500 W (DA-2), Hispanic		\$ 14.00 (Lotus)	
KARS, 860, 250 W/188 W, Hispanic		ABC, \$ 15.00 (Lotus)	(BELEN)
KIVA, 1310, 5 KW/500 W (DA-2), Standards		UNISTR, \$ 16.00 (Torbet)	
KJBO, 1050, 1 KW/500 W (DA-1), Oldies		SMN, \$ 15.00 ( --- )	(LOS RANCHOS)
KKOB, 770, 50 KW (DA-2), Full Service		ABC, \$ 60.00 (Banner)	Citadel
KQEO, 920, 1 KW/500 W (DA-N), Talk/News		NBC, CNN, \$ 20.00 (Christal)	Citadel
KXKS, 1190, 10 KW (DAYS), Hispanic		UPI, AP, \$ 18.00 (Caballero)	

FM STATIONS  
-----

KAMX, 107.9, 23 KW @ 4130, AC		ABC, \$ 22.00 (Banner)	
KASY, 103.3, 23 KW @ 4185, Country		\$ 26.00 (Christal)	
KBAC, 98.1, 100 KW @ 1036, AOR		\$ 19.00 ( --- )	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, Classical		\$ 29.00 (CMBS)	
KKJY, 100.3, 23 KW @ 4110, EZ/Soft AC		\$ 23.00 (Torbet)	Dean
KKOB, 93.3, 22 KW @ 4149, AC		\$ 60.00 (Banner)	Citadel
KKSS, 97.3, 100 KW @ 1876, CHR		\$ 29.00 (D & R)	Sungroup (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, Classic AOR		\$ 31.00 (Eastman)	KZRR duop (SANTA FE)
KMGA, 99.5, 23 KW @ 4130, AC		UNISTR, \$ 30.00 (Christal)	Citadel
KOLT, 105.9, 100 KW @ 1935, Country		\$ 23.00 (Katz)	Commonwealth (SANTA FE)
KRST, 92.3, 22 KW @ 4159, Country		\$ 90.00 (Katz)	Commonwealth
KZKL, 101.7, 3 KW @ 105, Oldies		\$ 28.00 (Christal)	Territorial (RIO RANCHO)
KZRR, 105.1, 100 KW @ 1935, AOR		SMN, \$ 19.00 (Torbet)	Territorial (SANTA FE)
KZRR, 94.1, 23 KW @ 4130, AOR		Source, \$ 53.00 (Eastman)	

Miscellaneous: KAMX A/F sold for \$750,000 (Blackburn). . . KZSS, KZRR-F, KLSK-F 60% sold to River City for \$3,000,000 (D). . .  
 KKJY-F sold by Dean for \$1,750,000 (Blackburn). . . KARS A/F (Belen) sold to Guardian (KKIM) (D) for \$665,000. . .

ALLENTOWN-BETHLEHEM  
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Arbitron Rank/Pop (12+): 64/598,400  
MSA Rank/Pop: 83/618,000  
Philadelphia ADI  
Average Person Ratings: 18.1  
Market TSL: 23.75 hours

Stations: 45/16  
Diaries: 1225/488:1/64.4%  
Sample Target: 1210  
% Below Line: 21.1%  
% Not Listed: 9.0%

1993 Revenue: \$17,500,000  
HH Inc.: \$35,969  
Retail \$: 5.3 Bil  
Pop per Station: 37,400  
#1 Biller: WLEV-F \$4,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WZZO-F (AOR)	141/13.0	8.9	11.9	11.9	10.9	11.4	162/2058	1639/27.4	22.6	22.6	E	WZZO-F
2. WAEB-F (CHR)	126/11.6	15.3	11.4	9.3	10.4	11.9	146/2143	1837/30.7	31.3	26.6	D	WAEB-F
3. WLEV-F (AC)	107/ 9.9	10.9	11.8	11.9	11.2	11.1	120/1581	1351/22.6	23.7	25.0	F	WLEV-F
4. WFMZ-F (EZ)	100/ 9.2	8.7	8.3	10.6	9.2	9.2	121/1416	1140/19.1	16.9	18.7	C	WFMZ-F
5. WODE-F (O)	79/ 7.3	8.8	8.4	7.4	6.9	8.0	102/1677	1185/19.8	21.6	19.9	E	WODE-F
6. WAEB (N/T)	69/ 6.4	7.4	4.3	6.1	5.0	6.1	71/900	876/14.6	15.0	16.5	C	WAEB
7. WKAP (ST/FS)	38/ 3.5	2.6	4.3	2.3	4.0	3.2	46/526	450/ 7.5	8.8	6.1	A	WKAP
8. WKXW (C)	29/ 2.7	1.8	2.2	2.6	2.6	2.3	30/356	337/ 5.6	6.0	6.6	B	WKXW
9. WXTU-F (C)	27/ 2.5	3.6	3.1	2.7	2.4	3.0	45/742	450/ 7.5	7.0	8.2		WXTU-F
10. WYSP-F (CL AOR)	26/ 2.4	3.2	3.1	2.6	3.1	2.8	34/769	593/ 9.9	10.9	10.1		WYSP-F
11. WEST (ST)	23/ 2.1	1.9	2.9	2.5	2.1	2.4	23/315	306/ 5.1	5.6	4.8	A	WEST
12.												
13.												
14.												
15.	12+ FM SHARE (METRO):	75.99%	(750 of 987)	(SPG 93: 75.31%)								

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 WZZO-F	1 WZZO-F	1 WFMZ-F	1 WZZO-F<	1 WZZO-F	1 WZZO-F	1 WAEB-F	1 WAEB-F
2 WZZO-F	2 WAEB-F>	2 WAEB-F	2 WAEB-F<	2 WLEV-F<	2 WLEV-F	2 WLEV-F<	2 WLEV-F	2 WAEB-F>	2 WZZO-F>	2 WZZO-F
3	3 WLEV-F>	3 WLEV-F	3 WAEB-F	3 WAEB-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WLEV-F	3 WODE-F	3 WODE-F
4	4 WODE-F	4 WODE-F	4 WODE-F>	4 WODE-F>	4 WODE-F	4 WFMZ-F<	4 WAEB-F	4 WFMZ-F	4 WLEV-F	4 WAEB
5	5 WYSP-F	5	5	5 WFMZ-F	5 WAEB-F	5 WAEB	5 WAEB <	5 WODE-F	5 WFMZ-F	5 WFMZ-F
6	6	6	6	6	6	6	6 WODE-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 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WLEV-F<	1 WZZO-F	1 WZZO-F>>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F>
2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WLEV-F	2 WAEB-F>	2 WAEB-F	2 WAEB-F>	2 WAEB-F	2 WAEB-F>	2 WODE-F<
3 WLEV-F	3 WLEV-F>>	3 WLEV-F	3 WZZO-F	3 WODE-F	3 WYSP-F	3 WYXR-F	3 WYSP-F	3 WLEV-F	3 WLEV-F
4	4	4	4 WODE-F	WZZO-F	4 WLEV-F	4 WLEV-F	4 WLEV-F	WODE-F	4 WAEB-F>
5	5	5	5 WFMZ-F	5 WFMZ-F	5 WODE-F	5 WODE-F	5 WODE-F	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		114 ( 2)	114 ( 2)	11.6	14.7	WGPA (FS) 1100 BETHLEHEM	0.5/2.3/ 5/ 135
AOR/CLASSIC		187 ( 6)	187 ( 6)	18.9	17.1	WHCY-F (C) 106.3 BLAIRSTOWN, NJ	0.4/1.9/ 22/ 313
COUNTRY	29 ( 1)	47 ( 4)	76 ( 5)	7.7	5.6	WJPI (SPRTS) 1230 EASTON	0.4/1.2/ 4/ 83
NEWS/TALK	117 ( 7)	14 ( 2)	131 ( 9)	13.3	12.0	WLSH (EZ) 1410 LANSFORD	0.9/1.4/ 20/ 256
CHR		159 ( 7)	159 ( 7)	16.1	16.1	WRNJ (FS) 1000 HACKETTSTOWN, NJ	0.4/1.6/ 4/ 94
BLACK/URBAN		6 ( 1)	6 ( 1)	0.6	0.5	WRNJ-F (C) 107.1 BELVIDERE, NJ	0.6/2.1/ 9/ 152
SOFT AC/EZ	10 ( 1)	109 ( 3)	119 ( 4)	12.1	10.7	WYNS (O) 1160 LEHIGHTON	1.0/1.8/ 11/ 110
HISPANIC						WAWZ-F (REL) 99.1 ZAREPHATH, NJ	0.4/1.3/ 6/ 117
OLDIES	11 ( 1)	89 ( 2)	100 ( 3)	10.1	9.6	WBYN-F (REL) 107.5 BOYERTOWN	0.7/3.0/ 8/ 210
FULL SVC/VARIETY	9 ( 2)		9 ( 2)	0.9	1.8	WIOV-F (C) 105.1 EPHRATA	0.8/1.4/ 10/ 111
STANDARDS	61 ( 2)		61 ( 2)	6.2	7.9	WKXW-F (T) 101.5 TRENTON	0.4/1.4/ 13/ 293
RELIG/GOSPEL		12 ( 2)	12 ( 2)	1.2	1.4	WNNJ-F (CHR) 103.7 NEWTON, NJ	0.4/1.2/ 8/ 168
CLASSICAL		9 ( 1)	9 ( 1)	0.9	1.5	WPHR-F (AOR) 107.9 TOBYHANNA	0.3/1.4/ 17/ 222
JAZZ		4 ( 1)	4 ( 1)	0.4	0.5	WRFY-F (CHR) 102.5 READING	0.5/3.1/ 22/ 355
OTHERS/UNKNOWN					0.6	WSBG-F (CHR) 93.5 STROUDSBERG	0.5/1.4/ 26/ 383
TOTALS	237 (14)	750 (31)	987 (45)			SEE NEW YORK OR PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:	
						KYW 1.3/5.7	WPAT-F 0.6/1.4
						WABC 1.0/2.0	WJJ2-F 0.4/1.8
						WBEB-F 0.3/1.9	WMMR-F 0.8/3.8
						WFAN 0.6/2.0	WNEW-F 0.5/0.8
						WFLN-F 0.8/2.3	WGLL-F 0.9/1.6
						WIOQ-F 1.1/3.9	WOR 0.9/2.6
							WPLY-F 0.3/1.5
							WJSL-F 0.6/2.0
							WVDB-F 0.9/2.8
							WXRK-F 0.3/1.5
							WYXR-F 0.6/4.0

ALLENTOWN-BETHLEHEM  
 .....

DUOPOLY REPORT	12+	25-54	REVENUE
WAEB-AF, WZZO-F (CRB)	31.0%	31.9%	37.1%

RADIO STATIONS  
 .....

WAEB, 790, 3.8 KW/1 KW (DA-2), News/Talk	CBS, MBS	\$ 34.00 (Katz)	CRB
WEST, 1400, 1 KW, Standards	SMN, NBC	\$ 18.00 (McGuild)	Telemedia
WKAP, 1320, 5 KW/1 KW (DA-2), Standards/FS	AP, UNISTR	\$ 16.00 (D & R)	Holt
WXXW, 1470, 5 KW (DA-N), Country		\$ 23.00 (Eastman)	HGF
WAEB-F, 104.1, 50 KW @ 500, CHR		\$ 45.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ		\$ 50.00 (Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500, AC		\$ 93.00 (McGuild)	Telemedia
WODE-F, 99.9, 50 KW @ 449, Oldies		\$ 70.00 (D & R)	Roth
WZZO-F, 95.1, 30 KW @ 630, AOR		\$ 73.00 (Katz)	CRB

Other Ranked Stations -- See Philadelphia or New York

Miscellaneous: WODE changed to WIPI and format to Sports (Aug 93) . . .

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

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

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\*\*\*\*\* 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	

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ALTOONA

Arbitron Rank/Pop (12+): 233/109,900 Stations: 18/12 1993 Revenue: \$4,400,000  
 MSA Rank/Pop: 258/131,000 Diaries: 555/198:1/60.9% HH Inc.: \$27,215  
 ADI # 89 (w/Johnstown) Sample Target: 610 Retail \$: 1.17 Bil  
 Average Person Ratings: 17.9 % Below Line: 4.1 Pop per Station: 9,158  
 Market TSL: 23.50 hours % Not Listed: 14.7 #1 Biller: WFGY-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WFGY-F (C)	49/24.9	----	24.6	----	18.4	----	201/2126	495/45.0	0.0	35.6	C	WFGY-F
2. WPRR-F (CHR)	22/11.2	----	12.3	----	12.2	----	37/690	360/32.8	0.0	28.3	B	WPRR-F
3. WHPA-F (AC)	19/ 9.6	----	12.3	----	8.2	----	25/300	241/21.9	0.0	23.5	B	WHPA-F
4. WRTA (T)	18/ 9.1	----	11.1	----	6.6	----	19/230	186/16.9	0.0	20.4	A	WRTA
5. WALY-F (O)	14/ 7.1	----	8.8	----	7.7	----	29/376	222/20.2	0.0	22.9	A	WALY-F
6. WFBG (FS)	12/ 6.1	----	1.8	----	5.6	----	12/213	158/14.4	0.0	11.3	A	WFBG
7. WBXQ-F (AOR)	8/ 4.1	----	1.2	----	6.6	----	31/385	165/15.0	0.0	8.2	B	WBXQ-F
8. WKMC (ST)	7/ 3.6	----	4.1	----	5.6	----	8/115	95/ 8.6	0.0	7.9	A	WKMC
9. WVAM (T)	6/ 3.0	----	5.8	----	8.2	----	6/129	105/ 9.6	0.0	14.3	A	WVAM

12+ FM SHARE (METRO): 73.21% (123 of 168) (SPG 93: 72.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WPRR-F<	1 WRTA
2 WFGY-F>	2 WPRR-F>	2 WHPA-F	2 WHPA-F	2 WHPA-F	2 WRTA	2 WRTA	2 WHPA-F	2 WPRR-F>	2 WFGY-F>>	2 WFGY-F>
3	3 WBXQ-F	3 WPRR-F<	3 WHPA-F	3 WHPA-F	3 WHPA-F	3 WHPA-F<	3 WTRA	3 WHPA-F	3 WRTA >	3
4	4 WALY-F	4 WALY-F	4 WPRR-F	4 WPRR-F	4 WFBG	4 WPRR-F	4 WALY-F	4 WALY-F	4	4
5	5 WHPA-F	5	5	5	5	5 WALY-F	5 WPRR-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 WFGY-F	1 WFGY-F	1 WALY-F	1 WFGY-F	1 WFGY-F>	1 WFGY-F	1 WFGY-F	1 WBXQ-F	1 WFGY-F>>	1 WFGY-F>>
2 WPRR-F	2 WPRR-F	2 WPRR-F	2 WHPA-F	2 WHPA-F	2 WBXQ-F	2 WBXQ-F>	2 WFGY-F	2 WBXQ-F	2 WHPA-F
3	3 WBXQ-F	3 WPRR-F	3 WHPA-F	3 WHPA-F	3 WPRR-F	3 WPRR-F	3 WHPA-F	3 WHPA-F	3 WALY-F
4	4	4	4 WPRR-F>	4 WALY-F	4	4 WHPA-F	4 WPRR-F	4 WPRR-F	4 WBXQ-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		19 ( 1)	19 ( 1)	11.3	15.0	WGMR-F (O)	101.1	TYRONE	0.5/2.3/ 17/ 276
AOR/CLASSIC		15 ( 6)	15 ( 6)	8.9	2.0	WJSM-F (REL)	92.7	MARTINSBURG	1.0/1.9/ 3/ 41
COUNTRY		49 ( 1)	49 ( 1)	29.2	36.3	WTRN (FS)	1340	TYRONE	1.0/2.4/ 4/ 37
NEWS/TALK	24 ( 2)		24 ( 2)	14.3	13.2	WAYC-F (AOR)	107.5	BEDFORD	1.0/2.2/ 10/ 93
CHR		22 ( 1)	22 ( 1)	13.1	15.0	WDBA-F (REL)	107.3	DUBOIS	0.5/2.4/ 4/ 82
BLACK/URBAN						WDVE-F (AOR)	102.5	PITTSBURGH	1.0/3.5/ 10/ 194
SOFT AC/EZ					2.0	WLAK-F (CL AOR)	103.5	HUNTINGDON	0.5/3.0/ 5/ 144
HISPANIC						WQKK-F (AOR)	99.1	EBENSBURG	0.5/2.4/ 14/ 242
OLDIES		15 ( 2)	15 ( 2)	8.9	10.4	WQWK-F (AOR)	97.1	UNIVERSITY PARK	0.5/4.7/ 26/ 455
FULL SVC/VARIETY	14 ( 2)		14 ( 2)	8.3	0.6				
STANDARDS	7 ( 1)		7 ( 1)	4.2	5.0				
RELIG/GOSPEL		3 ( 2)	3 ( 2)	1.8	---				
CLASSICAL									
JAZZ					0.6				
OTHERS/UNKNOWN									
TOTALS	45 ( 5)	123 ( 13)	168 ( 18)						

ALTOONA

DUOPOLY REPORT

NONE AS OF AUGUST 1994. . .

RADIO STATIONS

WFBG ,	1290,	5 KW/1 KW (DA-N),	Full Service	UNISTR, \$11.00	(Christal)	
WKMC ,	1370,	5 KW/38 W (DA-1),	Standards	UNISTR CNN, \$11.00	(Roslin)	(ROARING SPG)
WRTA ,	1240,	1 KW	Talk	TALKNT SUN, \$16.00	( --- )	
WVAM ,	1430,	5 KW/1 KW (DA-N),	Talk	CNN MBS, \$12.00	(Torbet)	
WALY-F,	103.9,	3.1 KW @ 984	, Oldies	UNISTR AP, \$16.00	(Katz)	(BELLWOOD)
WBXQ-F,	94.3,	0.4 KW @ 958	, AOR	ABC, \$ HA	(Banner)	(CRESSON)
WFGY-F,	98.1,	30 KW @ 1020	, Country	CBS, \$43.00	(Christal)	O'Leary
WHPA-F,	104.9,	0.3 KW @ 1417	, AC	CNN, \$17.00	(Roslin)	(HOLLIDAYSBURG)
WPRR-F,	100.1,	3 KW @ 954	, CHR	ABC, \$20.00	(Torbet)	

WBXQ-F -- see Johnstown



ANCHORAGE

Arbitron Rank/Pop (12+): 165/196,900  
 MSA Rank/Pop: 174/248,000  
 No ADI  
 Average Person Ratings: 16.5  
 Market TSL: 22.25 hours

Stations: 16/16  
 Diaries: 711/277:1/52.4%  
 Sample Target: 705  
 % Below Line: 0.0  
 % Not Listed: 10.8

1993 Revenue: \$11,600,000  
 HH Inc.: \$47,228  
 Retail \$: 2.9 Bil  
 Pop per Station: 12,306  
 #1 Biller: KASH-F \$1,750,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KBFX-F (AOR-CL)	32/ 9.9	11.9	11.5	10.7	8.5	----	51/575	460/23.4	25.2	23.2	C	KBFX-F
2. KGOT-F (CHR)	29/ 9.0	6.9	8.7	7.3	8.1	----	33/556	473/24.0	18.6	21.6	B	KGOT-F
3. KKRO-F (O-70'S)	27/ 8.3	6.9	7.1	8.0	10.0	----	27/426	413/21.0	19.5	21.7		KKRO-F
4. KWHL-F (AOR)	26/ 8.0	6.6	7.7	7.3	8.1	----	28/429	340/17.3	18.5	17.3	C	KWHL-F
5. KASH-F (C)	24/ 7.4	10.4	8.7	9.0	11.5	----	27/418	397/20.2	17.1	17.4	C	KASH-F
6. KENI (N/T)	23/ 7.1	7.9	5.1	5.7	5.2	----	26/317	223/11.3	14.5	12.9	B	KENI
7. KYMG-F (AC)	23/ 7.1	7.2	6.7	5.7	7.0	----	26/404	353/17.9	14.3	16.6	C	KYMG-F
8. KEAG-F (O)	21/ 6.5	6.0	8.0	6.3	5.9	----	35/453	333/16.9	15.6	17.8	B	KEAG-F
9. KBRJ-F (C)	19/ 5.9	3.8	3.8	3.7	3.3	----	20/361	328/16.7	15.0	13.8		KBRJ-F
10. KLEF (CL)	18/ 5.6	6.0	3.2	4.7	3.0	----	19/213	206/10.5	13.7	9.6		KLEF
11. KNIK-F (J)	13/ 4.0	3.8	4.2	3.7	4.4	----	13/186	178/ 9.0	11.8	9.2		KNIK-F
12. KHAR (ST)	10/ 3.1	1.9	3.5	4.7	3.0	----	16/181	99/ 5.0	4.8	4.2		KHAR
13. KFQD (AC)	9/ 2.8	3.1	4.5	4.3	2.6	----	9/189	170/ 8.6	9.1	10.1		KFQD
14. KBYR (T)	9/ 2.8	3.1	1.9	3.7	1.9	----	14/234	172/ 8.7	8.7	6.9		KBYR
15. KYAK (C)	4/ 1.2	2.5	3.5	4.3	3.7	----	8/216	129/ 6.6	8.1	9.0		KYAK

12+ FM SHARE (METRO): 80.28% (232 of 289) (SPG 93: 78.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KGOT-F>>	1 KBFX-F<	1 KBFX-F	1 KBFX-F	1 KBFX-F	1 KENI	1 KBFX-F	1 KBFX-F	1 KGOT-F<	1 KGOT-F>	1 KKRO-F<
2	2 KWHL-F	2 KKRO-F<	2 KKRO-F	2 KKRO-F<	2 KLEF-F	2 KYMG-F<	2 KENI	2 KWHL-F	2 KWHL-F	2 KENI <
3	3 KKRO-F	3 KWHL-F	3 KENI	3 KYMG-F<	3 KEAG-F	3 KGOT-F	3 KKRO-F	3 KBFX-F	3 KKRO-F	3 KWHL-F<
4	4 KASH-F	4 KASH-F	4 KYMG-F	4 KASH-F	4 KYMG-F	4 KASH-F<	4 KWHL-F<	4 KKRO-F	4	4 KBFX-F
5	KGOT-F	KGOT-F	5 KWHL-F	KENI	5	5 KENI	5 KYMG-F	5 KASH-F	5	5
6	6	KYMG-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 KGOT-F	1 KGOT-F>	1 KGOT-F	1 KGOT-F	1 KYMG-F<	1 KWHL-F	1 KBFX-F	1 KBFX-F	1 KBFX-F	1 KBFX-F
2 KASH-F	2 KASH-F	2 KBFX-F	2 KYMG-F	2 KGOT-F	2 KBFX-F	2 KWHL-F	2 KKRO-F	2 KKRO-F<	2 KENI
KBRJ-F	KBFX-F	KWHL-F	3 KBFX-F	3 KEAG-F	3 KKRO-F	3 KKRO-F>	3 KWHL-F	3 KWHL-F	3 KKRO-F>
KEAG-F	4 KKRO-F	4 KYMG-F	KEAG-F	KASH-F	4	4 KASH-F	4 KASH-F	4 KENI >	4 KWHL-F
KKRO-F	KWHL-F	KASH-F	5 KASH-F	KBFX-F	5	5	5	5 KASH-F	5 KASH-F
6	KYMG-F	6	KBRJ-F	6 KLEF-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA
	--	--	----	-	%		SHARE/RTG/AQH/CUME
AC	9 ( 1)	23 ( 1)	32 ( 2)	11.1	7.6	KKSD (T) 1080 ANCHORAGE	0.6/7.3/ 5/ 210
AOR/CLASSIC		58 ( 2)	58 ( 2)	20.1	21.6		
COUNTRY	4 ( 1)	43 ( 2)	47 ( 3)	16.3	18.0		
NEWS/TALK	34 ( 3)		34 ( 3)	11.8	6.5		
CHR		29 ( 1)	29 ( 1)	10.0	17.6		
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLDIES		48 ( 2)	48 ( 2)	16.6	11.2		
FULL SVC/VARIETY					5.0		
STANDARDS	10 ( 1)		10 ( 1)	3.5	4.0		
RELIG/GOSPEL					0.4		
CLASSICAL		18 ( 1)	18 ( 1)	6.2	3.6		
JAZZ		13 ( 1)	13 ( 1)	4.5	4.7		
OTHERS/UNKNOWN							
TOTALS	57 ( 6)	232 (10)	289 (16)				

ANCHORAGE

DUOPOLY REPORT	12+	25-54	REVENUE
KKSD, KASH-F, KBFX-F (Community Pacific)	17.9%	19.6%	28.0%
KEAG-F, KKRO-F (Tom Ingstad)	14.8%	16.0%	15.3%
	32.7%	35.6%	43.3%

RADIO STATIONS

KBYR	, 700,	10 KW	, Talk	CBS, \$13.00 (IMN)	Northern TV
KENI	, 550,	5 KW (DA -1)	, News/Talk	NBC ABC, \$22.00 (D & R)	
KFOD	, 750,	50 KW	, AC	ABC, \$16.00 (Mc-Guild)	
KHAR	, 590,	5 KW	, Standards	, \$14.00 (Tacher)	
KKSD	, 1080,	10 KW	, Talk	ABC SMN, \$13.00 (MMR)	Community Pacific
KYAK	, 650,	50 KW (DA-1)	, Country	MBS, \$16.00 (Christal)	
KASH-F,	107.5,	100 KW @ -289	, Country	ABC, \$40.00 (MMR)	Community Pacific
KBFX-F,	100.5,	25 KW @ 174	, AOR/Classic	, \$33.00 (D & R)	Community Pacific
KBRJ-F,	104.1,	55 KW @ 62	, Country	, \$19.00 (Tacher)	
KEAG-F,	97.3,	100 KW @ 594	, Oldies	, \$25.00 (Banner)	Tom Ingstad
KGOT-F,	101.3,	26 KW @ -66	, CHR	MBS, \$25.00 (Christal)	
KLEF-F,	98.1,	25 KW @ 30	, Classical	, \$21.00 (CMBS)	
KNIK-F,	105.3,	51 KW @ 256	, Jazz	, \$20.00 ( --- )	Northern TV
KKRO-F,	102.1,	25 KW @ 164	, Oldies (70's)	, \$26.00 (Katz)	Tom Ingstad
KWHL-F,	106.5,	100 KW @ -89	, AOR	, \$31.00 (Mc-Guild)	
KYMG-F,	98.9,	100 KW @ 500	, AC	AP, \$30.00 (Banner)	

Miscellaneous: KPXR-F changes to KKRO-F and format from CHR to Oldies-70's (March). . . For quite a while I have listed KGOT-F as Country when they are really a CHR. . .

ANN ARBOR  
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Arbitron Rank/Pop (12+): 144/249,400  
MSA Rank/Pop: NA  
Detroit ADI  
Average Person Ratings: 15.9  
Market TSL: 20.75 hours

Stations: 28/3  
Diaries: 680/367:1/52.9%  
Sample Target: 680  
% Below Line: 71.2  
% Not Listed: 19.4

1993 Revenue: NA  
HH Inc.: \$41,279  
Retail \$: 2.6 Bil  
Pop per Station: 62,350  
#1 Biller: WIQB-F NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WJR (FS)	41/10.4	9.1	10.8	14.1	14.4	----	54/767	597/23.9	22.4	23.9	WJR
2. WJLB-F (B)	31/ 7.8	4.4	5.2	4.8	2.3	----	31/340	336/13.5	11.2	9.9	WJLB-F
3. WMMW-F (C)	26/ 6.6	7.1	6.4	7.7	7.5	----	29/459	397/15.9	16.1	13.4	WMMW-F
4. WRIF-F (AOR)	19/ 4.8	3.6	1.9	2.4	3.7	----	23/449	400/16.0	12.6	10.3	WRIF-F
5. WIQB-F (AOR)	18/ 4.5	5.2	5.0	4.5	4.6	----	23/500	389/15.6	16.2	17.0	WIQB-F
6. WYCD-F (C)	17/ 4.3	3.6	0.6	0.8	2.0	----	20/268	237/ 9.5	10.2	3.1	WYCD-F
7. WCSX-F (CL AOR)	15/ 3.8	1.9	4.4	4.0	4.3	----	15/405	391/15.7	8.8	15.6	WCSX-F
8. WKQI-F (AC)	14/ 3.5	3.0	4.7	2.7	2.9	----	15/405	376/15.1	13.0	15.1	WKQI-F
CIMX-F (ADR-NR)	14/ 3.5	4.7	4.1	2.7	4.9	----	15/337	329/13.2	10.5	12.6	CIMX-F
WHYT-F (CHR)	14/ 3.5	3.0	5.5	3.5	5.5	----	14/397	375/15.0	15.2	16.5	WHYT-F
11. WOKL-F (O)	13/ 3.3	3.8	4.1	2.7	2.0	----	13/291	260/10.4	10.7	10.2	WOKL-F
12. WAAM (ST/FS)	5/ 1.3	1.6	3.9	1.1	1.7	----	5/165	165/ 6.6	6.7	7.7	WAAM
13.											
14.											
15.											

12+ FM SHARE (METRO): 78.37% (250 of 319) (SPG 93: 78.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMMW-AF	1 WJLB-F	1 WJLB-F	1 WJR	1 WJR	1 WJR >>	1 WJR >>	1 WJR	1 WMMW-AF	1 WJLB-F<	1 WJR
WHYT-F	2 WRIF-F	2 WRIF-F<	2 WMMW-AF>	2 WMMW-AF>	2 WMMW-AF	2 WMMW-AF	2 WJLB-F	2 WJR	2 WYCD-F>	WJLB-F
3 WJLB-F	3 WIQB-F	3 WJR	3 WIQB-F	3 WQRS-F	3 WQRS-F	3 WJLB-F	3 WMMW-AF<	3 WJLB-F	3 WRIF-F	3 WRIF-F
4	4 WYCD-F	WMMW-AF	4 WJLB-F	WOKL-F	4 WOKL-F	4 WKQI-F	4 WIQB-F	4 WRIF-F	WJR	WJZZ-F
5	CIMX-F	5 WIQB-F	WRIF-F	WJLB-F	WJ	WRIF-F	5 WXYT-F	5 WMMW-AF	5 WYCD-F	5
			WOKL-F	WCSX-F				CIMX-F	WHYT-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WJLB-F>	1 WMMW-AF	1 WJLB-F	1 WMMW-AF	1 WRIF-F	1 WRIF-F>	1 WRIF-F	1 WRIF-F>	1 WJR
2 WHYT-F	2 WMMW-AF	2 WJLB-F	2 WMMW-AF>	WJR >>	2 CIMX-F	2 CIMX-F	2 WCSX-F	2 WJR	2 WRIF-F
3 WMMW-AF	3 WIQB-F	WNIC-F	3 WIQB-F	3 WLT1-F	3 WJLB-F	3 WJLB-F	3 WIQB-F	3 WRIF-F	3 WMMW-AF
4	4 WKQI-F	WYCD-F	4 WJR	4 WJLB-F	4	4 WCSX-F	WJLB-F	4 WJLB-F	4 WCSX-F
5	WYCD-F	5	5	WOKL-F	5	5 WIQB-F	5	5 WIQB-F	5 WIQB-F
	WHYT-F					WYCD-F		WYCD-F	WYCD-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME
AC		22 ( 2)	22 ( 2)	6.9	12.0	SEE DETROIT FOR MORE ABOUT THE FOLLOWING:	
AOR/CLASSIC		71 ( 5)	71 ( 5)	22.3	22.3	WDFN	0.3/ 0.8
COUNTRY	1 ( 1)	43 ( 2)	44 ( 3)	13.8	8.4	WJOL-F	2.0/ 8.3
NEWS/TALK	18 ( 2)		18 ( 2)	5.6	1.4	WJZZ-F	1.3/ 5.2
						WQRS-F	2.8/ 6.3
CHR		14 ( 1)	14 ( 1)	4.4	7.3	WLLZ-F	1.3/10.2
BLACK/URBAN		41 ( 2)	41 ( 2)	12.9	9.0	WLT1-F	2.0/ 8.6
SOFT AC/EZ		18 ( 3)	18 ( 3)	5.6	5.1	WMUZ-F	0.5/ 2.6
HISPANIC						WMXD-F	2.5/ 7.5
						WLQR-F (Toledo)	0.5/1.4
OLDIES		20 ( 3)	20 ( 3)	6.3	8.0	WITL-F (Lansing)	0.5/1.6
FULL SVC/VARIETY	46 ( 2)		46 ( 2)	14.4	19.4		
STANDARDS	4 ( 1)		4 ( 1)	1.3	---		
RELIG/GOSPEL		2 ( 1)	2 ( 1)	0.6	3.2		
CLASSICAL		11 ( 1)	11 ( 1)	3.4	3.0		
JAZZ		5 ( 1)	5 ( 1)	1.6	1.4		
OTHERS/UNKNOWN							
TOTALS	69 ( 6)	250 (21)	319 (27)				

ANN ARBOR  
.....

DUOPOLY REPORT  
.....

NONE AS OF JULY 1994. . .

RADIO STATIONS  
.....

WAAM , 1600, 5 KW (DA-2)	, Standards/FS	MBS NBC, \$17.00 (Patt)	
WTKA , 1050, 10 KW/500 W (DA-1)	, Talk/FS	ABC, \$13.00 (Michigan)	Midwest Family
WIOB-F, 102.9, 49 KW @ 500	, ADR	UNISTR, \$57.00 (Christal)	
WQKL-F, 107.1, 3 KW @ 259	, Oldies	, \$24.00 (Michigan)	Midwest Family

Other ranked stations -- see Detroit

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 136/267,600

Stations: 21/13  
Diaries: 723/370:1/67.6%  
Sample Target: 710  
% Below Line: 23.0  
% Not Listed: 12.3

1993 Revenue: \$10,000,000  
HH Inc.: \$35,710  
Retail \$: 3.0 Bil  
Pop per Station: 20,585  
#1 Biller: WAPL-F \$2,500,000

MSA Rank/Pop: 144/330,000

ADI # 65 (w/Green Bay)

Average Person Ratings: 18.2

Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WIXX-F (CHR)	61/12.5	9.6	7.3	7.0	9.5	----	159/2166	883/33.0	28.5	27.0		WIXX-F
2. WAPL-F (AOR)	48/ 9.9	8.8	11.1	13.6	15.2	----	157/1744	713/26.6	23.2	27.0	D	WAPL-F
3. WUSW-F (C)	42/ 8.6	11.2	12.2	9.2	6.9	----	45/619	526/19.7	20.2	17.0	C	WUSW-F
4. WROE-F (SAC)	31/ 6.4	8.1	5.8	6.1	7.5	----	35/478	428/16.0	18.9	14.9	C	WROE-F
WNAM (ST)	31/ 6.4	5.3	6.9	5.5	4.6	----	60/615	352/13.2	12.6	14.0	A	WNAM
WVBO-F (O)	31/ 6.4	5.7	7.1	6.1	6.7	----	43/671	417/15.6	20.7	21.6		WVBO-F
7. WHBY (FS)	30/ 6.2	6.6	6.7	9.9	8.1	----	31/430	369/13.8	16.4	18.0	C	WHBY
8. WOZZ-F (CL AOR)	28/ 5.7	2.0	2.4	3.1	5.5	----	65/1164	522/19.5	17.7	9.9	B	WOZZ-F
9. WGEE (C)	21/ 4.3	1.1	3.1	2.2	2.4	----	35/443	169/ 6.3	4.4	7.5		WGEE
10. WPKR-F (C)	15/ 3.1	3.5	4.2	3.3	3.0	----	68/746	284/10.6	10.9	11.3	B	WPKR-F
WOSH (T)	15/ 3.1	3.5	4.2	3.3	3.0	----	16/286	261/ 9.8	12.6	10.7	B	WOSH
12. WKFX-F (O)	14/ 2.9	2.0	2.4	3.3	1.4	----	39/631	285/10.7	9.0	11.1	A	WKFX-F
13. WRJQ (ST)	13/ 2.7	1.8	0.9	2.4	2.6	----	15/196	116/ 4.3	4.3	3.5	A	WRJQ
14. WMBE (?)	10/ 2.1	0.7	1.1	2.6	1.2	----	20/102	71/ 2.7	2.3	2.2		WMBE
15.												

12+ FM SHARE (METRO): 71.43% (305 of 427) (SPG 93: 70.47%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		2 ( 1)	2 ( 1)	0.5	9.3	WEMI-F (REL)	100.1	NEENAH	1.4/5.5/ 9/ 196
AOR/CLASSIC		76 ( 2)	76 ( 2)	17.8	16.1				
COUNTRY	21 ( 1)	65 ( 3)	86 ( 4)	20.1	22.8	WEZR-F (EZ)	107.5	BRILLION	1.4/3.1/ 16/ 183
NEWS/TALK	15 ( 1)		15 ( 1)	3.5	4.4	WFDL-F (AC)	97.7	LOMIRA	0.4/1.6/ 12/ 134
CHR		61 ( 1)	61 ( 1)	14.3	8.5	WGEE-F (C)	99.7	STURGEON BAY	1.6/4.0/ 71/ 809
BLACK/URBAN						WGN (FS)	720	CHICAGO	0.4/2.4/ 5/ 134
SOFT AC/EZ		44 ( 3)	44 ( 3)	10.3	9.6	WQLN-F (SAC)	98.5	GREEN BAY	1.2/6.8/ 51/ 756
HISPANIC						WTMJ (FS)	620	MILWAUKEE	1.0/4.1/ 13/ 280
OLDIES		45 ( 2)	45 ( 2)	10.5	7.0				
FULL SVC/VARIETY	37 ( 3)		37 ( 3)	8.7	9.1				
STANDARDS	44 ( 2)		44 ( 2)	10.3	9.3				
RELIG/GOSPEL		7 ( 1)	7 ( 1)	1.6	2.8				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	10 ( 1)		10 ( 1)	2.3	1.0				
TOTALS	127 ( 8)	305 ( 13)	427 ( 21)						

APPLETON-OSHKOSH

DUOPOLY REPORT	12+	25-54	REVENUE
WRDE-F, WKFX-F, WNFL (Central States)	9.3%	14.2%	NA
WOZZ-F, WGEE A/F, WIXX-F (Midwest Comm.)	24.1%	22.4%	NA
	33.4%	36.6%	NA

(Revenue shares are not calculable because of massive overlap between Appleton and Green Bay)

RADIO STATIONS

WHBY , 1150, 5 KW (DA-2)	, Full Service	CBS, \$30.00 (Eastman)	Woodward
WMBE , 1530, 250 W (DAYS)	, Polka/Ethnic	, \$11.00 ( --- )	
WNAM , 1280, 5 KW (DA-2)	, Standards	UNISTR ABC, \$13.00 (K & P)	
WOSH , 1490, 1 KW	, Talk	CNN NBC, \$16.00 (Mc-Guild)	Midwest Family
WRJQ , 1570, 1 KW/500 W (DA-N)	, Standards	, \$11.00 ( --- )	
WAPL-F, 105.7, 100 KW @ 1174	, AOR	ABC, \$63.00 (Eastman)	Woodward
WEMI-F, 100.1, 3 KW @ 328	, Religion	UPI, \$10.00 ( --- )	
WFON-F, 107.1, 3 KW @ 298	, Oldies	, \$14.00 (Banner)	Independence (FON DU LAC)
WKFX-F, 104.9, 1.4 KW @ 479	, Oldies	NBC, \$15.00 (Christal)	Central States
WVBO-F, 103.9, 6 KW @ 318	, Oldies	, \$26.00 (Mc-Guild)	
WOZZ-F, 93.5, 50 KW @ 492	, Classic AOR	, \$18.00 (Banner)	Midwest Comm. (NEW LONDON)
WPKR-F, 99.5, 50 KW @ 298	, Country	NBC, \$16.00 ( --- )	(OHRO)
WRDE-F, 94.3, 5.6 KW @ 338	, Soft AC	AP, \$34.00 (Christal)	Central States
WUSW-F, 96.9, 6 KW @ 328	, Country	ABC, \$38.00 (K & P)	

Other ranked stations -- See Green Bay

Miscellaneous: WNFL, WKFX-F (Appleton & Green Bay) sold by WinCom to Central States (D) for \$1,400,000. . .  
 WMGV-F changes to WVBO-F and format from CHR to Oldies (May). . . WEMI-F (Menasha) sold to  
 Central States (D) for \$2,000,000 (Minkow). . .

ASHEVILLE

Arbitron Rank/Pop (12+): 183/169,700  
 MSA Rank/Pop: 193/199,000  
 ADI # Greenville ADI  
 Average Person Ratings: 14.8  
 Market TSL: 19.50 hours

Stations: 15/6  
 Diaries: 653/260:1/56.4%  
 Sample Target: 610  
 % Below Line: 27.5  
 % Not Listed: 26.3

1993 Revenue: \$5,700,000  
 HW Inc.: \$27,693  
 Retail \$: 1.49 Bil  
 Pop per Station: 28,283  
 #1 Biller: WUNC \$2,800,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WUNC (C/FS)	46/18.3	----	24.2	----	20.1	----	55/685	562/33.1	0.0	33.0	D	WUNC
2. WKSF-F (C)	45/17.9	----	11.9	----	12.7	----	106/1274	557/32.8	0.0	29.6	C	WKSF-F
3. WMYI-F (AC)	37/14.7	----	8.3	----	8.6	----	72/832	461/27.2	0.0	21.9		WMYI-F
4. WISE (ST)	12/ 4.8	----	5.1	----	5.2	----	17/235	177/10.4	0.0	7.7	A	WISE
5. WBBO-F (CHR)	10/ 4.0	----	3.6	----	2.2	----	20/456	214/12.6	0.0	7.8		WBBO-F
WESC-F (C)	10/ 4.0	----	14.1	----	13.4	----	44/662	282/16.6	0.0	27.0		WESC-F
7. WFBC-F (D)	9/ 3.6	----	2.5	----	3.7	----	16/420	210/12.4	0.0	8.0		WFBC-F
8. WMIT-F (REL)	6/ 2.4	----	1.8	----	3.0	----	12/325	172/10.1	0.0	8.0	B	WMIT-F
9. WSKY (FS)	5/ 2.0	----	1.8	----	1.1	----	6/142	127/ 7.5	0.0	5.5	A	WSKY

12+ FM SHARE (METRO): 64.83% (120 of 185) (SPG 93: 62.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F	1 WKSF-F>>	1 WKSF-F	1 WMYI-F<	1 WMYI-F<	1 WUNC >>	1 WUNC >>	1 WKSF-F	1 WKSF-F>	1 WKSF-F>	1 WUNC >>
WBBO-F>	2 WMYI-F>	2 WMYI-F>	2 WKSF-F>	2 WKSF-F	2 WMYI-F	2 WMYI-F<	2 WUNC <	2 WMYI-F	2 WUNC	2
3 WMYI-F	3 WBBO-F	3 WUNC	3 WUNC	3 WUNC >	3 WKSF-F>	3 WKSF-F>	3 WMYI-F>	3 WUNC >	3 WMYI-F	3
4	4 WUNC	4	4	4	4	4	4	4	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 WKSF-F	1 WKSF-F>	1 WKSF-F	1 WKSF-F	1 WMYI-F	1 WKSF-F	1 WKSF-F>>	1 WKSF-F	1 WKSF-F	1 WKSF-F
2 WBBO-F	2 WMYI-F>>	2 WMYI-F	WMYI-F>>	2 WKSF-F	2 WBBO-F	2 WMYI-F>	2 WMYI-F	2 WMYI-F>	2 WMYI-F
3 WMYI-F	3	3 WFBC-F	3 WUNC	3 WUNC >	3 WXRC-F	3	3 WUNC	3 WUNC	3 WUNC >
4	4	4 WUNC	4	4	4 WMYI-F	4	4 WESC-F	4	4

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		37 ( 1)	37 ( 1)	20.0	12.2	WFGW (REL) 1010	BLACK MOUNTAIN 0.8/5.1/ 3/ 115
AOR/CLASSIC		7 ( 3)	7 ( 3)	3.8	3.5		
COUNTRY	46 ( 1)	55 ( 2)	101 ( 3)	54.6	47.6	WJMZ-F (B) 107.3	ANDERSON 1.2/2.4/ 4/ 47
NEWS/TALK						WRDQ-F (AOR) 101.1	ANDERSON 0.8/4.2/ 4/ 104
						WSPA-F (SAC) 94.9	SPARTANBURG 1.2/5.2/ 13/ 310
CHR		10 ( 1)	10 ( 1)	5.4	18.8		
BLACK/URBAN		3 ( 1)	3 ( 1)	1.6	1.3	WIMZ-F (AOR) 103.5	KNOXVILLE 0.4/1.9/ 2/ 108
SOFT AC/EZ		3 ( 1)	3 ( 1)	1.6	5.2	WXRC-F (AOR) 95.7	HICKORY 1.6/4.4/ 6/ 104
HISPANIC							
OLDIES		9 ( 1)	9 ( 1)	4.9	3.1		
FULL SVC/VARIETY	5 ( 1)		5 ( 1)	2.7	---		
STANDARDS	12 ( 1)		12 ( 1)	6.5	6.1		
RELIG/GOSPEL	2 ( 1)	6 ( 1)	8 ( 2)	4.3	2.2		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	65 ( 4)	120 (11)	185 (15)				

DUOPOLY REPORT	12+	25-54	REVENUE
WISE, WTZO (Local)	4.8%	2.7%	NA

ASHEVILLE  
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RADIO STATIONS  
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WISE	, 1310,	5 KW/1 KW (DA-N)	, Standards	SMN, \$12.00 ( --- )	
WSKY	, 1230,	1 KW/250 W	, Full Service	CBS, \$10.00 ( --- )	
WWNC	, 570,	5 KW (DA-N)	, Country/FS	UNISTR ABC, \$50.00 (Mc-Guild)	Osborn
WMIT-F,	106.9,	36 KW @ 3090	, Religion	AP, \$16.00 ( --- )	(BLACK MT.)
WKSF-F,	99.9,	48 KW @ 2621	, Country	UNISTR ABC, \$40.00 (Mc-Guild)	Osborn

Other ranked stations -- see Greenville, SC

Miscellaneous: WWNC, WKSF-F sold by Heritage Bdcst to Osborn for \$12,800,000 (E). . . WKSF-F changes from CHR to Country (April). . .

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

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

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\*\*\*\*\* 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	

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ATLANTA

Arbitron Rank/Pop (12+): 12/2,281,900

MSA Rank/Pop: 9/3,260,000  
ADI # 10

Average Person Ratings: 17.4  
Market TSL: 21.50 hours

Stations: 22/21  
Diaries: 2886/ 929:1/51.5%  
Sample Target: 2860  
% Below Line: 0.3  
% Not Listed: 13.1

1993 Revenue: \$120,000,000  
HM Inc.: \$37,649  
Retail \$: 27.5 Bil  
Pop per Station: 127,710  
#1 Biller: WVEE-F \$14,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WVEE-F (B)	486/11.1	12.9	13.5	13.2	13.3	12.7	563/5501	4727/17.6	20.5	21.0	I	WVEE-F
2. WKHX-F (C)	457/10.5	9.2	8.9	7.4	9.6	9.0	525/6281	5302/19.8	19.4	20.0	H	WKHX-F
3. WSB -F (AC)	277/ 6.3	6.4	6.2	5.6	6.5	6.1	303/5235	4578/17.1	18.4	19.2	H	WSB -F
4. WPCN-F (SAC)	268/ 6.1	6.9	7.1	8.1	8.0	7.1	286/5346	4752/17.7	20.7	20.4	I	WPCN-F
5. WSB (FS/T)	256/ 5.9	6.2	5.6	6.7	5.3	6.1	273/4867	4370/16.3	17.6	15.5	I	WSB
6. WNNX-F (AOR-NR)	243/ 5.6	4.3	4.0	4.9	4.1	4.7	257/4156	3742/14.0	13.0	11.7	G	WNNX-F
7. WKLS-F (AOR)	238/ 5.5	5.3	4.8	5.0	4.6	5.2	274/4367	3571/13.3	15.4	14.7	H	WKLS-F
8. WSTR-F (CHR/AC)	229/ 5.2	5.7	7.2	6.3	6.2	6.1	256/5158	4505/16.8	18.0	16.6	H	WSTR-F
9. WYAY-F (C)	209/ 4.8	5.1	4.9	3.9	4.1	4.7	304/4398	3098/11.6	12.8	10.9	G	WYAY-F
10. WALR-F (B/AC)	200/ 4.6	4.8	5.0	5.3	5.9	4.9	237/3686	3095/11.5	12.5	13.0	F	WALR-F
11. WFOX-F (O)	180/ 4.1	3.8	3.8	4.8	4.1	4.1	238/4692	3573/13.3	13.3	13.2	H	WFOX-F
12. WGST (N/T)	164/ 3.8	3.6	3.8	6.5	5.6	4.4	174/3746	3455/12.9	11.3	15.3	I	WGST
13. WZGC-F (CL AOR)	142/ 3.3	3.5	3.5	3.4	4.8	3.4	183/4286	3487/13.0	14.4	15.0	H	WZGC-F
14. WJZF-F (J)	120/ 2.7	2.5	1.0	0.9	1.1	1.8	128/1804	1705/ 6.4	3.3	3.6	C	WJZF-F
15. WAOK (G)	101/ 2.3	2.7	2.4	3.1	1.9	2.6	102/1295	1274/ 4.8	4.4	4.4	C	WAOK
16. WGST-F (T)	80/ 1.8	1.8	0.9	0.4	---	1.2	90/1954	1812/ 6.8	3.7	---	C	WGST-F
17. WCNN (SPRST)	43/ 1.0	1.1	0.9	0.7	0.6	0.9	43/1016	937/ 3.5	4.1	4.4	C	WCNN
18. WQXI (ST)	41/ 0.9	0.8	1.3	1.4	1.4	1.1	42/777	745/ 2.8	2.9	3.5	C	WQXI
19.												
20.												

12+ FM SHARE (METRO): 82.87% (3144 of 3794) (SPG 93: 81.65%)

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

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

ATLANTA  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS				METRO CUME TSA TSA	
						SHARE/RTG/AQH/CUME		SHARE/RTG/AQH/CUME			
AC		277 ( 1)	277 ( 1)	7.3	12.0	WAFS (REL)	920	ATLANTA	0.4/1.9/	17/	523
AOR/CLASSIC		623 ( 3)	623 ( 3)	16.4	10.7	WGKA (CL)	1190	ATLANTA	0.3/1.0/	14/	260
COUNTRY		666 ( 2)	666 ( 2)	17.6	16.7	WIGO (B/O)	1340	ATLANTA	0.3/0.7/	14/	200
NEWS/TALK	207 ( 2)	80 ( 1)	287 ( 3)	7.6	7.0	WVFJ-F (REL)	93.3	MANCHESTER	0.3/1.4/	24/	549
CHR		229 ( 1)	229 ( 1)	6.0	7.0						
BLACK/URBAN	14 ( 1)	686 ( 2)	700 ( 3)	18.5	22.0						
SOFT AC/EZ		268 ( 1)	268 ( 1)	7.1	9.1						
HISPANIC											
OLDIES		180 ( 1)	180 ( 1)	4.7	4.7						
FULL SVC/VARIETY	256 ( 1)		256 ( 1)	6.7	6.0						
STANDARDS	41 ( 1)		41 ( 1)	1.1	1.6						
RELIG/GOSPEL	118 ( 2)	15 ( 1)	133 ( 3)	3.5	3.5						
CLASSICAL	14 ( 1)		14 ( 1)	0.4	---						
JAZZ		120 ( 1)	120 ( 1)	3.2	---						
OTHERS/UNKNOWN											
TOTALS	650 ( 8)	3144 (14)	3794 (22)								

DUOPOLY REPORT	12+	25-54	REVENUE
WSB A/F, WJZF-F (Cox)	14.9%	16.6%	20.1%
WKHX A/F, WYAY-F (Cap Cities/ABC)	15.3%	14.3%	11.1%
	30.2%	30.9%	31.2%

RADIO STATIONS  
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AM STATIONS  
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WAOX, 1380, 5 KW	Gospel	\$ 50.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-N)	Sports	CNN, UNISTR, \$ 33.00	(Banner)	Midwestern (Dickey)
WGKA, 1190, 10 KW (DAYS)	Classical	\$ 35.00	(CMBS)	
WGST, 640, 50 KW/1 KW (DA-2)	News/Talk	ABC, CBS, \$180.00	(Katz)	Jacor
WQXI, 790, 5 KW/1 KW (DA-N)	Standards	UNISTR, TALKNT, \$ 50.00	(CBS)	Jefferson-Pilot
WSB, 750, 50 KW	Full Service/Talk	AP, \$215.00	(Christal)	Cox

FM STATIONS  
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WALR, 104.7, 100 KW @ 981	Black/AC	UNISTR, \$110.00	(Banner)	Midwestern (Dickey)	(ATHENS)
WFOX, 97.1, 97 KW @ 1571	Oldies	\$173.00	(Group W)	Shamrock	(GAINESVILLE)
WGST, 105.7, 50 KW @ 492	See WGST-AM				(CANTOR)
WJZF, 104.1, 60 KW @ 1217	Jazz	CBS, \$ NA	(Christal)	Cox	(LA GRANGE)
WKHX, 101.5, 99 KW @ 968	Country	\$200.00	(Katz)	Cap Cities/ABC	
WKLS, 96.1, 99 KW @ 984	AOR	Source, \$210.00	(Katz)	Great American	
WNNX, 99.7, 100 KW @ 1033	AOR - New Rock	\$148.00	(MMR)	Susquehanna	
WPCH, 94.9, 99 KW @ 983	Soft AC	CBS, \$240.00	(Eastman)	Jacor	
WSB, 98.5, 100 KW @ 918	AC	\$200.00	(Christal)	Cox	
WSTR, 96.1, 100 KW @ 909	CHR/AC	\$170.00	(CBS)	Jefferson-Pilot	
WVEE, 103.3, 100 KW @ 1020	Black	ABC, \$300.00	(Mc-Guild)	Summit	
WYAY, 106.7, 99 KW @ 1401	Country	\$155.00	(Mc-Guild)	Cap Cities/ABC	
WZGC, 92.9, 99 KW @ 909	Classic AOR	\$185.00	(D&R)	Infinity	

Miscellaneous: WAOX, WVEE-F sold by Summit to Granum for \$91,300,000 (E) (Morgan Stanley). . .

ATLANTIC CITY

Arbitron Rank/Pop (12+): 134/278,400  
 MSA Rank/Pop: 143/330,000  
 Philadelphia ADI  
 Average Person Ratings: 16.6  
 Market TSL: 22.50 hours

Stations: 31/18  
 Diaries: 965/288:1/47.6%  
 Sample Target: 900  
 % Below Line: 14.9  
 % Not Listed: 12.7

1993 Revenue: \$7,100,000  
 HH Inc.: \$37,773  
 Retail \$: 3.5 Bil  
 Pop per Station: 15,467  
 #1 Biller: WFPG-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WZXL-F (AOR)	42/ 9.1	9.3	4.9	2.8	2.7	----	56/644	505/18.1	18.9	11.7	B	WZXL-F
2. WBSS-F (CHR/U)	28/ 6.0	6.3	5.5	6.3	7.4	----	36/709	508/18.2	19.3	16.6	B	WBSS-F
3. WMID-F (CL AOR)	26/ 5.6	4.1	4.9	4.4	3.2	----	29/383	364/13.1	12.9	14.9	B	WMID-F
4. WTHH-F (B)	26/ 5.6	5.3	6.4	5.0	5.6	----	27/301	288/10.3	10.7	11.6	A	WTHH-F
5. WKTU-F (O)	25/ 5.4	3.4	1.2	2.2	2.9	----	25/309	295/10.6	----	7.6		WKTU-F
6. WAYV-F (AC)	25/ 5.4	4.7	8.1	8.1	10.1	----	25/441	421/15.1	17.5	22.2	C	WAYV-F
7. WRDR-F (ST)	24/ 5.2	5.1	7.8	7.2	4.8	----	31/429	310/11.1	9.8	13.7	A	WRDR-F
8. WFPG-F (SAC)	23/ 5.0	10.5	13.0	10.0	10.1	----	27/536	488/17.5	22.8	23.4	E	WFPG-F
9. WOND (T)	20/ 4.3	3.9	5.5	3.4	3.5	----	20/271	271/ 9.7	10.4	12.1	A	WOND
10. WMID (ST)	20/ 4.3	3.9	2.9	4.4	3.5	----	20/201	201/ 7.2	7.6	7.7	A	WMID
11. WXTU-F (C)	18/ 3.9	2.2	2.3	4.1	6.1	----	24/240	177/ 6.4	5.9	7.9		WXTU-F
12. WKOE-F (C)	17/ 3.7	2.8	3.5	2.5	2.1	----	17/267	253/ 9.1	7.3	8.0		WKOE-F
13. WMGM-F (AC)	16/ 3.5	2.0	4.6	4.1	3.7	----	16/306	293/10.5	12.1	12.5	A	WMGM-F
14. WCMC (ST)	12/ 2.6	3.2	---	---	---	----	12/148	148/ 5.3	6.0	---		WCMC
15. WMMR-F (AOR)	10/ 2.2	2.6	2.9	2.5	2.9	----	21/345	211/ 7.6	7.7	10.7		WMMR-F
16. WJOC-F (ST)	9/ 1.9	1.6	---	---	---	----	9/122	122/ 4.4	2.8	----		WJOC-F
17. WFNN-F (AC)	9/ 1.9	3.9	---	---	---	----	9/133	124/ 4.5	4.5	----		WFNN-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.65% (342 of 404) (SPG 93: 86.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSS-F>	1 WZXL-F>	1 WZXL-F>	1 WZXL-F	1 WZXL-F	1 WRDR-F	1 WOND	1 WZXL-F>	1 WZXL-F>	1 WZXL-F	1 WOND
2 WZXL-F>>	2 WMID-F>	2 WMID-F	2 WMID-F>	2 WMID-F	2 WMID	2 WZXL-F	2 WMID-F<	2 WMID-F	2 WBSS-F	2 WTHH-F>
3 WAYV-F	3 WAYV-F	3 WAYV-F<	3 WAYV-F	3 WTHH-F	WKTU-F	3 WAYV-F	3 WKTU-F	3 WAYV-F	3 WOND <	3
4 WBSS-F	4 WTHH-F	4 WTHH-F	4 WTHH-F	4 WKTU-F<	4 WOND	4 WBSS-F	4 WTHH-F	4 WTHH-F	4 WTHH-F	4
5 WTHH-F	5 WFPG-F	5 WFPG-F	5 WMGM-F<	5 WAYV-F	5 WTHH-F	5 WMID-F	5 WRDR-F<	5 WFPG-F	5 WFPG-F	5
6 WFPG-F	6	6	6 WKTU-F	6	WXTU-F	6	6 WFPG-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 WBSS-F	1 WBSS-F	1 WAYV-F	1 WTHH-F	1 WTHH-F		1 WZXL-F	1 WZXL-F	1 WZXL-F	1 WZXL-F	1 WZXL-F<
2 WFPG-F	WZXL-F	WZXL-F	WAYV-F	WAYV-F		2 WAYV-F	2 WMID-F>>	WMMR-F	2 WMID-F>>	2 WMID-F>
3 WZXL-F	3 WFPG-F	3 WBSS-F	3 WBSS-F	3 WKTU-F		WMID-F	3 WAYV-F	3	3 WKTU-F	3 WKTU-F
4	WAYV-F	WFPG-F	WZXL-F	WZXL-F		4 WJOC-F	WTHH-F	4	4 WAYV-F	4 WMGM-F
5	5 WTHH-F	WTHH-F	5 WFPG-F	5		5	5	5	5 WMGM-F	WTHH-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA	TSA	
-----	---	---	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----	
AC		54 ( 4)	54 ( 4)	13.4	22.0	WBNJ-F (C)	105.5	CAPE MAY	1.3/2.9/ 7/ 107
AOR/CLASSIC		82 ( 4)	82 ( 4)	20.3	11.0	WDOX-F (?)	93.1	WILDWOOD CREST	0.4/2.5/ 2/ 69
COUNTRY		41 ( 3)	41 ( 3)	10.1	7.0	WSKR-F (SPRTS)	102.7	PETERSBURG	1.1/3.0/ 5/ 90
NEWS/TALK	30 ( 4)	11 ( 2)	41 ( 6)	10.1	11.0	SEE NEW YORK OR PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:			
CHR		37 ( 3)	37 ( 3)	9.2	8.0	KYW	0.4/ 3.1	WQGL-F	0.6/ 2.9
BLACK/URBAN		28 ( 2)	28 ( 2)	6.9	8.0	WABC	0.9/ 1.7	WPLY-F	0.6/ 2.8
SOFT AC/EZ		26 ( 2)	26 ( 2)	6.4	16.2	WBEB-F	0.6/ 4.3	WUSL-F	0.4/ 3.7
HISPANIC						WIOQ-F	1.3/ 6.6	WMOB-F	1.3/ 3.5
OLDIES		28 ( 2)	28 ( 2)	6.9	4.0	WIP	0.9/ 4.5	WYSP-F	0.9/ 4.9
FULL SVC/VARIETY						WMGK-F	0.9/ 2.3		
STANDARDS	32 ( 2)	33 ( 2)	65 ( 4)	16.1	12.2				
RELIG/GOSPEL					1.3				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		2 ( 1)	2 ( 1)		0.5				
TOTALS	62 ( 6)	342 (25)	404 (31)						

ATLANTIC CITY

DUOPOLY REPORT

NONE AS OF JULY 1994. . .

RADIO STATIONS

WCMC	,	1230,	1 KW	,	Standards	SMN,	\$15.00	(D & R)	Ragan Henry	(WILDWOOD)
WMID	,	1340,	1 KW	,	Standards	TALKNT, NBC,	\$16.00	(Banner)		
WOND	,	1400,	1 KW	,	Talk	ABC, CNN,	\$14.00	(Mc-Guild)		(PLEASANTVILLE)
WYV-F,		95.1,	50 KW @ 331	,	AC		\$38.00	(Katz)		
WBSS-F,		97.3,	50 KW @ 466	,	CHR		\$24.00	(D & R)		(MILLVILLE)
WFNN-F,		98.7,	3 KW @ 292	,	AC	SMN,	\$17.00	( --- )		(VILLAS)
WFPG-F,		96.9,	50 KW @ 358	,	Soft AC		\$70.00	(Eastman)	H & D	
WKOE-F,		106.3,	3 KW @ 308	,	Country	SMN,	\$18.00	(Eastman)		(OCEAN CITY)
WKTU-F,		98.3,	3 KW @ 100	,	Oldies		\$16.00	(Christal)	Atlantic Morris	(OCEAN CITY)
WMGM-F,		103.7,	50 KW @ 348	,	AC		\$18.00	(Mc-Guild)		
WMID-F,		99.3,	3.4 KW @ 289	,	Classic AOR		\$23.00	(Banner)		(PLEASANT.)
WRDR-F,		104.9,	10 KW @ 508	,	Standards	AP,	\$19.00	( --- )		(EGG HARBOR)
WTTH-F,		96.1,	2.3 KW @ 371	,	Black	SMN,	\$15.00	( --- )		(MARGATE)
WZXL-F,		100.7,	38 KW @ 331	,	AOR		\$30.00	(D & R)	Ragan Henry	(WILDWOOD)

Other ranked stations -- see Philadelphia

Miscellaneous: WFPG A/F sold by H & D to Connoisseur for \$6,500,000. . . Cape May was combined with Atlantic City as of the Fall 1993 book. . . share data from previous books is not comparable. . . Revenue data is for Atlantic City only. . .

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

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

AUGUSTA

Arbitron Rank/Pop (12+): 114/338,100  
 MSA Rank/Pop: 111/431,000  
 ADI # 111  
 Average Person Ratings: 16.0  
 Market TSL: 21.50 hours

Stations: 25/22  
 Diaries: 907/373:1/51.7%  
 Sample Target: 810  
 % Below Line: 2.0  
 % Not Listed: 13.5

1993 Revenue: \$9,200,000  
 HH Inc.: \$29,121  
 Retail \$: 3.4 Bil  
 Pop per Station: 15,368  
 #1 Biller: WBBQ-AF \$2,700,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WKXC-F (C)	83/15.3	14.2	12.5	13.5	12.2	----	109/1142	848/25.1	25.8	26.8	C	WFXC-F
2. WFXA-F (B)	64/11.8	17.5	18.1	18.5	14.8	----	73/823	741/21.9	27.1	24.8	C	WFXA-F
3. WBBQ-AF (AC/CHR)	60/11.1	15.2	17.2	18.3	19.6	----	78/1227	884/26.1	33.0	37.3	D	WBBQ-AF
4. WGAC (N/T)	32/ 5.9	6.7	5.2	5.5	3.8	----	33/470	424/12.5	15.2	11.8	B	WGAC
5. WZNY-F (AC)	29/ 5.4	4.6	6.3	7.8	9.0	----	36/704	510/15.1	16.1	18.6	C	WZNY-F
6. WTHB (G/B)	26/ 4.8	4.4	2.5	0.6	3.3	----	28/169	165/ 4.9	5.8	3.6	A	WTHB
7. WRXR-F (ADR)	25/ 4.6	4.0	6.1	5.0	6.6	----	31/506	385/11.4	10.9	15.4	B	WRXR-F
8. WKFG-F (C)	24/ 4.4	3.2	3.4	3.0	4.9	----	32/488	412/12.2	12.4	11.4	A	WKFG-F
9. WAEJ-FF (B)	19/ 3.5	---	---	---	---	----	26/411	339/10.0	----	----	----	WAEJ-FF
10. WSLT-F (SAC)	16/ 3.0	6.0	4.2	3.9	4.8	----	20/430	377/11.2	11.8	13.4	A	WSLT-F
WGOR-F (O)	16/ 3.0	3.3	2.7	1.5	1.0	----	17/308	272/ 8.0	9.9	9.3	A	WGOR-F
12. WAKB-F (B)	15/ 2.8	---	0.9	0.6	0.8	----	21/263	190/ 5.6	2.0	3.0	----	WAKB-F
13. WKZK (G)	11/ 2.0	2.3	2.9	4.6	4.3	----	11/140	140/ 4.1	4.1	2.9	A	WKZK
WCHZ-F (ADR-NR)	11/ 2.0	1.1	1.8	---	---	----	12/215	199/ 5.9	3.5	5.2	A	WCHZ-F
15. WAJY-AF (AC)	9/ 1.7	1.1	2.0	---	0.5	----	9/216	204/ 6.0	3.6	3.8	----	WAJY-AF

12+ FM SHARE (METRO): 82.69% (387 of 468) (SPG 93: 85.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFXA-F>>	1 WFXA-F<	1 WKXC-F	1 WKXC-F	1 WKXC-F>	1 WKXC-F>	1 WKXC-F>	1 WKXC-F	1 WKXC-F>	1 WFXA-F>	1 WKXC-F
2 WKXC-F	2 WKXC-F>	2 WFXA-F	2 WFXA-F	2 WFXA-F<	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF<	2 WKXC-F>	2 WFXA-F>>
3 WBBQ-AF	3 WBBQ-AF	3 WBBQ-AF>	3 WBBQ-AF	3 WBBQ-AF	3 WGAC	3 WFXA-F>	3 WGAC	3 WFXA-F>	3 WBBQ-AF>	3
4	4 WRXR-F	4 WZNY-F<	4 WZNY-F	4 WZNY-F	4 WTHB	4 WZNY-F<	4 WFXA-F	4 WZNY-F<	4 WRXR-F	4
5	5 WAEJ-FF	5 WRXR-F	5 WRXR-F	5 WRXR-F	5	5 WGAC	5 WZNY-F	5 WRXR-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-F	1 WFXA-F>>	1 WFXA-F	1 WFXA-F	1 WFXA-F<	1 WKXC-F	1 WKXC-F>	1 WKXC-F	1 WKXC-F>	1 WKXC-F>
2 WBBQ-AF	2 WBBQ-AF<	2 WKXC-F	2 WKXC-F	2 WKXC-F>	2 WBBQ-AF	2 WRXR-F	2 WRXR-F	2 WBBQ-AF	2 WBBQ-AF>
3 WKXC-F	3 WKXC-F>	3 WBBQ-AF	3 WBBQ-AF	3 WZNY-F	WFXA-F	3 WFXA-F	3 WFXA-F	3 WRXR-F	3 WRXR-F
4 WCHZ-F	4 WZNY-F	WZNY-F	4 WZNY-F	4 WBBQ-AF	WRXR-F	4 WBBQ-AF	4	4 WFXA-F	4 WGAC
5	5 WKFG-F	5 WRXR-F	5	5 WGOR-F	5	5 WAEJ-FF	5	5 WGAC	5 WFXA-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC	7 ( 2)	91 ( 3)	98 ( 5)	21.0	27.2	WKBG-F (?)	107.7	MARTINEZ	1.5/4.0/ 10/ 166
ADR/CLASSIC		36 ( 2)	36 ( 2)	7.7	7.0	WKIM (?)	1230	AUGUSTA	0.9/3.2/ 5/ 119
COUNTRY		113 ( 4)	113 ( 4)	24.2	21.0	WKSX-F (O)	92.7	JOHNSTON, SC	0.4/1.3/ 4/ 68
NEWS/TALK	32 ( 1)		32 ( 1)	6.9	6.0	WTHO-F (C)	101.1	THOMSON	0.4/2.1/ 7/ 131
CHR		2 ( 1)	2 ( 1)	0.4	---	WCOS-F (C)	97.5	COLUMBIA	0.7/1.9/ 14/ 176
BLACK/URBAN		103 ( 5)	103 ( 5)	22.1	23.0	WNOK-F (CHR)	104.7	COLUMBIA	0.4/1.4/ 3/ 89
SOFT AC/EZ		16 ( 1)	16 ( 1)	3.4	5.0	WDM-F (B)	101.3	SUMTER	0.9/2.5/ 16/ 214
HISPANIC									
OLDIES		18 ( 2)	18 ( 2)	3.9	3.0				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	26 ( 1)	11 ( 1)	37 ( 2)	7.9	7.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	5 ( 1)	8 ( 1)	13 ( 2)	2.8	0.4				
TOTALS	70 ( 5)	387 (20)	467 (25)						

AUGUSTA

DUOPOLY REPORT	12+	25-54	REVENUE
WRXR-F, CP (Multimarket)	4.6%	5.6%	7.6%
WBBO A/F, WZNY-F (Local)	16.5%	17.1%	46.7%
	21.1%	22.7%	54.3%

RADIO STATIONS

WGAC	, 580,	5 KW/1 KW (DA-N)	, News/Talk	CBS, \$18.00	(D & R)	Beasley
WKZK	, 1600,	500 W (DAYS)	, Gospel	AURN, \$12.00	(Dora)	
WTHB	, 1550,	5 KW/11 W	, Gospel/Black	ABC, \$10.00	(Katz)	Davis
WBBO-F,	104.3,	100 KW @ 1000	, CHR/AC	ABC, \$71.00	(Eastman)	
WCHZ-F,	95.1,	6 KW @ 328	, ADR-NR	, \$13.00	( --- )	(HARLEM)
WFXA-F,	103.1,	3 KW @ 298	, Black	ABC CBS, \$30.00	(Katz)	Davis
WGOR-F,	93.9,	13 KW @ 456	, Oldies	UNISTR CHN, \$12.00	(D & R)	(MARTINEZ)
WKXC-F,	99.5,	23 KW @ 728	, Country	MBS, \$43.00	(Mc-Guild)	GHB (AIKEN, SC)
WRXR-F,	96.3,	15 KW @ 899	, ADR	ABC, \$22.00	(Christal) Multimarket	(AIKEN, SC)
WSLT-F,	98.3,	2.8 KW @ 485	, Soft AC	, \$15.00	(Mc-Guild) GHB	(CLEARWATER, SC)
WTHD-F,	101.7,	3 KW @ 298	, Country	NBC, \$10.00	(Regional)	(THOMSON)
WXFG-F,	102.3,	1.5 KW @ 666	, Country	ABC, \$18.00	(Katz)	
WZNY-F,	105.7,	100 KW @ 1168	, AC	UNISTR AP, \$41.00	(Katz)	WBBO owner (D)

Miscellaneous: WGUS, WFXG-F sold by Benchmark for \$1,400,000 (Bergner). . . WZNY-F sold by Benchmark to WBBO owner (D) for \$3,900,000. . .

AUSTIN

Arbitron Rank/Pop (12+): 55/759,000

Stations: 25/21  
Diaries: 1631/465:1/50.4%  
Sample Target: 1550  
% Below Line: 3.0  
% Not Listed: 14.7

1993 Revenue: \$27,500,000  
HH Inc.: \$32,487  
Retail \$: 7.9 Bil  
Pop per Station: 36,143  
#1 Biller: KASE-F \$6,700,000

MSA Rank/Pop: 62/925,000

ADI # 66

Average Person Ratings: 16.9

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KASE-F (C)	204/15.9	12.8	15.5	11.5	13.5	13.9	228/2400	2050/27.0	28.6	28.0	G	KASE-F
2. KHFI-F (CHR)	130/10.1	11.0	9.1	9.5	9.9	9.9	138/1982	1812/23.9	24.1	24.5	D	KHFI-F
3. KLBJ (N/T)	96/ 7.5	7.8	6.8	6.9	6.7	7.3	102/1373	1221/16.1	17.7	18.9	D	KLBJ
4. KKMJ-F (SAC)	81/ 6.3	6.5	6.4	7.4	6.2	6.7	90/1319	1231/16.2	14.8	16.3	E	KKMJ-F
5. KVET-F (C)	78/ 6.1	6.6	7.2	5.3	4.8	6.3	81/1211	1124/14.8	17.7	15.2	D	KVET-F
6. KLBJ-F (ADR)	76/ 5.9	5.6	6.2	5.7	9.4	5.9	81/1366	1251/16.5	15.7	21.2	D	KLBJ-F
7. KPEZ-F (CL ADR)	59/ 4.6	4.2	4.5	5.8	5.4	4.8	60/1053	1015/13.4	13.2	15.7	C	KPEZ-F
8. KGSR-F (ADR-P)	47/ 3.7	3.5	3.5	4.2	3.7	3.7	47/701	693/ 9.1	8.6	11.4	C	KGSR-F
9. KFGI-F (C)	45/ 3.5	2.6	4.1	2.5	3.2	3.2	48/950	845/11.1	11.6	11.7	B	KFGI-F
10. KEYI-F (AC)	41/ 3.2	3.6	3.7	4.5	4.8	3.8	47/975	898/11.8	12.8	14.0	B	KEYI-F
11. KUTZ-F (ADR)	36/ 2.8	3.7	2.5	4.5	1.7	3.4	51/930	716/ 9.4	7.1	5.6	B	KUTZ-F
12. KHHT-F (C)	29/ 2.3	1.8	2.0	1.5	2.4	1.9	51/986	670/ 8.8	8.6	9.4	B	KHHT-F
13. KNNC-F (ADR-HR)	22/ 1.7	1.7	2.1	2.1	1.8	1.9	24/649	598/ 7.9	7.5	6.8	B	KNNC-F
KVET (C)	22/ 1.7	1.9	1.5	1.3	1.1	1.6	25/459	399/ 5.3	5.0	4.4	B	KVET
15. KKLB-F (SP)	18/ 1.4	1.2	1.4	0.5	2.7	1.1	18/298	298/ 3.9	3.1	3.5	B	KKLB-F

12+ FM SHARE (METRO): 81.70% (893 of 1093) (SPG 93: 83.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F>>	1 KASE-F<	1 KASE-F>	1 KASE-F>>	1 KASE-F>>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KASE-F>>
2 KASE-F>>	2 KHFI-F>	2 KHFI-F>	2 KHFI-F>	2 KKMJ-F	2 KLBJ	2 KVET-F<	2 KLBJ	2 KHFI-F>	2 KASE-F>>	2 KLBJ
3	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KLBJ	3 KKMJ-F	3 KHFI-F	3 KHFI-F<	3 KLBJ <	3	3 KHFI-F
4	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F<	4 KHFI-F	4 KVET-F	4 KLBJ	4 KKMJ-F>	4 KKMJ-F	4	4 KUTZ-F
5	5 KVET-F	5 KKMJ-F	5 KLBJ	5 KVET-F<	5	5 KLBJ-F	5 KLBJ-F	5 KLBJ-F	5	5 KFGI-F
6	6 KUTZ-F	6 KVET-F	6 KVET-F<	6 KPEZ-F<	6	6 KKMJ-F	6 KPEZ-F	6	6	6 KPEZ-F
7	7	7	7 KLBJ-F	7 KGSR-F	7	7	7 KVET-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 KHFI-F	1 KASE-F<	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KASE-F<	1 KASE-F	1 KASE-F>	1 KASE-F>
2 KASE-F	2 KHFI-F>>	2 KHFI-F	2 KHFI-F>	2 KKMJ-F>	2 KASE-F	2 KHFI-F	2 KHFI-F	2 KHFI-F	2 KLBJ
3 KLBJ-F	3 KLBJ-F>	3 KLBJ-F	3 KKMJ-F	3 KHFI-F	3 KLBJ-F	3 KLBJ-F	3 KPEZ-F	3 KLBJ <	3 KVET-F
4 KKMJ-F	4 KPEZ-F	4 KPEZ-F	4 KLBJ-F	4 KEYI-F	4 KUTZ-F	4 KPEZ-F<	4 KLBJ-F	4 KLBJ-F	4 KPEZ-F
5 KNNC-F	5	5 KEYI-F	5 KEYI-F	5 KLBJ-F	5 KVET-F	5 KUTZ-F<	5 KVET-F	5 KPEZ-F	5 KGSR-F
KPEZ-F	6	6 KGSR-F	6 KPEZ-F	6 KFGI-F	6 KPEZ-F	6 KVET-F	6 KUTZ-F	6 KVET-F	6 KHFI-F
7 KHHT-F	7	7 KKMJ-F	7	7	7 KNNC-F	7	7	7	7
KVET-F									

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER	RATED STATIONS	METRO CUME	TSA	TSA
	--	--	-----	-	-	-			SHARE/RTG/AQH/CUME		
AC		41 ( 1)	41 ( 1)	3.8	5.6		KELG (SP)	1440	ELGIN	1.1/1.9/	14/ 146
ADR/CLASSIC		240 ( 5)	240 ( 5)	22.0	22.0		KFON (T)	1490	AUSTIN	0.4/1.4/	5/ 107
COUNTRY	22 ( 1)	311 ( 3)	333 ( 4)	30.5	27.0		K1XL (REL)	970	DEL VALLE	1.0/3.3/	13/ 252
NEWS/TALK	114 ( 4)		114 ( 4)	10.4	9.0		KJCE (O)	1370	ROLLINGWOOD	1.2/2.7/	16/ 214
CHR		130 ( 1)	130 ( 1)	11.9	14.3		KTAE (?)	1260	TAYLOR	0.5/1.3/	8/ 116
BLACK/URBAN							KTXZ (SP)	1560	WEST LAKE	0.5/1.6/	7/ 122
SOFT AC/EZ		81 ( 1)	81 ( 1)	7.4	7.2		KSAH (SP)	720	UNIVERSAL CTY	0.6/1.3/	8/ 106
HISPANIC	29 ( 3)	35 ( 2)	64 ( 5)	5.9	7.1		KTSA (T)	550	SAN ANTONIO	0.4/1.3/	9/ 154
OLDIES	15 ( 1)	45 ( 1)	60 ( 2)	5.5	2.0		KXTN-F (SP)	107.5	SAN ANTONIO	1.3/1.9/	18/ 164
FULL SVC/VARIETY					0.5		WOAI (N/T)	1200	SAN ANTONIO	0.6/3.8/	14/ 388
STANDARDS					1.7						
RELIG/GOSPEL	13 ( 1)		13 ( 1)	1.2	1.3						
CLASSICAL											
JAZZ					2.1						
OTHERS/UNKNOWN	7 ( 1)		7 ( 1)	0.6	---						
TOTALS	200 (11)	893 (14)	1093 (25)								

AUSTIN

DUOPOLY REPORT	12+	25-54	REVENUE
KLBJ A/F, KHHT-F (Local)	15.7%	14.2%	21.3%
KPEZ-F, KHFI-F (Clear Channel)	14.7%	12.4%	15.3%
KKMJ-F, KFGI-F, KJCE (Amaturo)	11.0%	14.0%	13.3%
	41.4%	40.6%	49.9%

RADIO STATIONS

KELG , 1440, 500 W	Hispanic		\$ 15.00	(Caballero)	
KIXL , 970, 1 KW (DA-1)	Religion		\$ 16.00	(Republic)	Signature
KLBJ , 590, 5 KW/1 KW (DA-N)	News/Talk		\$ 60.00	(Eastman)	
KVET , 1300, 5 KW/1 KW (DA-2)	Country		NA	(Katz)	
KASE-F, 100.7, 100 KW @ 1191	Country		\$145.00	(Katz)	
KEYI-F, 103.5, 100 KW @ 1256	AC		\$ 39.00	(Christal)	
KFGI-F, 94.7, 97 KW @ 1256	Oldies	UNISTR,	\$ 33.00	(MHR)	Amaturo (LULING)
KGSR-F, 107.1, 46 KW @ 518	AOR-PROG		\$ 42.00	(Mc-Guild)	Beasley (BASTROP)
KHFI-F, 96.7, 100 KW @ 686	CHR		\$ 54.00	(Christal)	Clear Channel (GEORGETOWN)
KHHT-F, 93.3, 93 KW @ 1948	Country	UNISTR,	\$ 30.00	(Eastman)	KLBJ duop (KILLEEN)
KKLB-F, 92.5, 1.6 KW @ 449	Hispanic		\$ 27.00	(Caballero)	(ELGIN)
KKMJ-F, 95.5, 100 KW @ 1000	Soft AC		\$ 75.00	(MHR)	Amaturo
KLBJ-F, 93.7, 100 KW @ 1050	AOR		\$ 68.00	(Eastman)	
KNNC-F, 107.7, 8 KW @ 538	AOR - New Rock		\$ 25.00	(K&P)	(GEORGETOWN)
KPEZ-F, 102.3, 20 KW @ 686	Classic AOR		\$ 44.00	(Christal)	Clear Channel
KUTZ-F, 98.9, 19 KW @ 1814	AOR	ABC, SMN,	\$ 28.00	(Torbet)	Shamrock (Lynett) (LAMPASAS)
KVET-F, 98.1, 100 KW @ 686	Country	ABC,	\$ 55.00	(Katz)	Spur

Miscellaneous: KFGI-F (Luling) sold to Amaturo for \$2,500,000 (D) . . . KFGI-F (Luling) sold to Amaturo (D) for \$2,500,000. . .



BAKERSFIELD  
-----

Arbitron Rank/Pop (12+): 86/412,600  
MSA Rank/Pop: 86/618,000  
AD1 # 131  
Average Person Ratings: 16.8  
Market TSL: 22.25 hours

Stations: 28/22  
Diaries: 1151/358:1/51.6%  
Sample Target: 1080  
% Below Line: 4.9%  
% Not Listed: 16.3%

1993 Revenue: \$13,300,000  
HH Inc.: \$30,684  
Retail \$: 4.0 Bil  
Pop per Station: 18,727  
#1 Biller: KUZZ-AF \$2,500,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KUZZ-F (C)	94/13.5	15.3	17.2	15.0	13.7	15.3	103/1305	1128/27.4	30.9	28.8	KUZZ-F
2. KKXX-F (CHR)	72/10.4	7.2	9.2	6.3	11.8	8.3	72/1044	1026/24.9	22.1	26.6	KKXX-F
3. KERN (N/T)	58/ 8.4	8.4	6.3	7.1	7.7	7.6	58/601	596/14.5	12.5	15.8	KERN
4. KRAB-F (ADR)	52/ 7.5	5.2	6.2	7.4	5.9	6.6	52/733	724/17.6	14.2	13.3	KRAB-F
5. KGFM-F (SAC)	46/ 6.6	4.6	5.2	4.7	5.2	5.3	46/638	606/14.7	12.2	11.9	KGFM-F
6. KIWI-F (SP)	37/ 5.3	6.0	5.5	5.4	3.3	5.6	38/363	371/ 9.0	8.5	4.9	KIWI-F
7. KERN-F (D)	30/ 4.3	3.8	4.9	4.6	4.6	4.4	31/615	579/14.1	12.8	14.8	KERN-F
8. KLLY-F (AC)	26/ 3.7	4.9	4.1	4.1	3.6	4.2	26/425	420/10.2	11.3	9.1	KLLY-F
9. KSUV-F (SP)	25/ 3.6	3.2	3.3	4.0	3.8	3.5	29/334	318/ 7.7	4.3	6.9	KSUV-F
10. KNZR (N/T)	18/ 2.6	1.5	1.4	1.6	2.4	1.8	19/365	340/ 8.3	6.2	6.5	KNZR
11. KWAC (SP)	15/ 2.2	2.8	1.7	2.8	3.0	2.4	16/193	186/ 4.5	4.1	5.9	KWAC
12. KBOS-F (CHR)	11/ 1.6	1.5	2.5	0.7	1.5	1.6	56/725	145/ 3.5	5.2	4.4	KBOS-F
13. KTIE-F (C)	10/ 1.4	1.2	0.9	1.2	2.0	1.2	10/313	289/ 7.0	5.1	7.4	KTIE-F
KAFY (SP)	10/ 1.4	1.1	0.9	1.5	---	1.2	10/176	172/ 4.2	3.2	---	KAFY
KCHJ (SP)	10/ 1.4	1.7	0.6	0.4	---	1.0	12/282	161/ 3.9	1.7	---	KCHJ

12+ FM SHARE (METRO): 75.22% (437 of 581) (SPG 93: 75.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F>	1 KUZZ-F<	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KERN <	1 KUZZ-F>	1 KERN <	1 KUZZ-F	1 KKXX-F>	1 KNZR <
2 KRAB-F>	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KERN <	2 KUZZ-F>	2 KKXX-F<	2 KUZZ-F>	2 KKXX-F>	2 KUZZ-F	2 KUZZ-F>
3 KUZZ-F	3 KRAB-F<	3 KRAB-F	3 KERN	3 KKXX-F	3 KGFM-F	3 KRAB-F	3 KGFM-F	3 KRAB-F<	3 KRAB-F>	3 KERN
4	4 KIWI-F	4 KERN	4 KGFM-F	4 KGFM-F	4 KERN-F	4 KERN	4 KKXX-F	4 KERN <	4 KNZR	4 KKXX-F
5	5 KGFM-F	5 KRAB-F	5 KRAB-F	5 KRAB-F	5 KLLY-F	5 KGFM-F	5 KRAB-F<	5 KGFM-F	5	5
6	6 KSUV-F	6	6	6	6	6	6 KIWI-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 KKXX-F	1 KKXX-F	1 KUZZ-F	1 KUZZ-F<	1 KUZZ-F	1 KRAB-F	1 KRAB-F	1 KRAB-F	1 KUZZ-F	1 KUZZ-F<
2 KUZZ-F	KUZZ-F>	2 KKXX-F	2 KKXX-F>	2 KKXX-F	2 KKXX-F	2 KUZZ-F<	KUZZ-F	2 KRAB-F<	2 KERN >
3 KRAB-F	3 KRAB-F	3 KIWI-F	3 KLLY-F	3 KLLY-F	3 KUZZ-F	3 KKXX-F>	3 KIWI-F	3 KKXX-F	3 KRAB-F<
4	4 KIWI-F	4 KGFM-F	4 KGFM-F	4 KGFM-F	4	4 KIWI-F	4 KERN	4 KERN	4 KKXX-F
5	5 KSUV-F	5	5 KRAB-F	5 KERN-F	5	5 KGFM-F	5 KGFM-F	5 KIWI-F	5 KGFM-F
6	6	6	6	6	6	6	6 KERN	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		32 ( 2)	32 ( 2)	5.5	4.2	KBID (ST) 1350 BAKERSFIELD	0.6/3.5/ 4/ 143		
AOR/CLASSIC		57 ( 2)	57 ( 2)	9.8	11.2	KCHT-F (AC) 99.3 BAKERSFIELD	0.9/3.0/ 6/ 125		
COUNTRY	8 ( 1)	118 ( 4)	126 ( 5)	21.7	24.8	KCNO-F (C) 102.5 KERNVILLE	1.2/1.6/ 8/ 71		
NEWS/TALK	90 ( 5)		90 ( 5)	15.5	14.8	KCWR (C) 550 BAKERSFIELD	1.2/4.1/ 14/ 224		
CHR		83 ( 2)	83 ( 2)	14.3	16.7	KDNO-F (REL) 98.5 DELANO	0.4/1.6/ 4/ 94		
BLACK/URBAN						KERI (REL) 1180 WASCO	1.0/3.1/ 9/ 159		
SOFT AC/EZ		46 ( 1)	46 ( 1)	7.9	8.3	KGEO (SPRTS) 1230 BAKERSFIELD	0.7/2.9/ 5/ 120		
HISPANIC	35 ( 3)	62 ( 2)	97 ( 5)	16.7	12.0	KVLI-F (ST) 104.5 LAKE ISABELLA	0.4/1.1/ 4/ 64		
OLDIES		33 ( 2)	33 ( 2)	5.7	6.3	KCBS-F (D) 93.1 LOS ANGELES	0.4/0.9/ 3/ 95		
FULL SVC/VARIETY						KFI (T) 640 LOS ANGELES	0.7/2.6/ 15/ 182		
STANDARDS	4 ( 1)	3 ( 1)	7 ( 2)	1.2	0.0	KLOS-F (ADR) 95.5 LOS ANGELES	0.7/0.9/ 19/ 211		
RELIG/GOSPEL	7 ( 1)	3 ( 1)	10 ( 2)	1.7	0.5	KHJ (N) 580 FRESNO	0.6/2.2/ 53/ 489		
CLASSICAL						KTPI-F (C) 103.1 TEHACHAPI	0.9/1.7/ 13/ 163		
JAZZ									
OTHERS/UNKNOWN				0.0	1.2				
TOTALS	144 (10)	437 (18)	581 (28)						

BAKERSFIELD

DUOPOLY REPORT	12+	25-54	REVENUE
KCWR, KUZZ-F, KTIE-F (Buck Owens)	16.1%	15.1%	NA
KRAB-F, KKXX-F (Local)	17.9%	14.8%	NA
KSUV A/F, KKBB-F (Caballero)	3.6%	3.6%	NA
	37.6%	33.5%	NA

RADIO STATIONS

KCWR , 550, 5 KW (DA-2) , Country						
KERN , 1410, 1 KW , News/Talk	TALKNT, ABC, \$ NA	(Katz)	Buck Owens			
KNZR , 1560, 10 KW (DA-2) , News	CBS, CHN, \$ NA	(Christal)	American General			
KWAC , 1490, 1 KW , Hispanic		(D & R)	Buckley			
		(Lotus)				
KCMT-F, 99.3, 6 KW @ 144 , CHR	SMN, \$ NA	( --- )	Dwight Case			
KERN-F, 94.1, 4.5 KW @ 1309 , Oldies		(Christal)	American General			
KGFM-F, 101.5, 4.8 KW @ 1279 , Soft AC/EZ	UNISTR, \$ NA	(Christal)				
KIWI-F, 92.1, 6 KW @ 164 , Hispanic		( --- )				
KKBB-F, 97.7, 3 KW @ 298 , AOR - Classic		(Eastman)	Caballero (SHAFTER)			
KKXX-F, 105.3, 35 KW @ 581 , CHR		(D & R)	KRAB duop (DELANO)			
KLLY-F, 95.3, 13 KW @ 462 , AC	AP, \$ NA	(D & R)	Buckley (OIL DALE)			
KRAB-F, 106.3, 4 KW @ 374 , AOR		(Banner)	(GREENACRE)			
KUZZ-F, 107.9, 5.8 KW @ 1358 , Country		(Katz)	Buck Owens			
KSUV-F, 102.9, 21 KW @ 364 , Hispanic		(Caballero)	Caballero			

Miscellaneous: KKBB-F sold to Caballero (owner of KXEM, KSUV-F) for \$525,000 (D) (Stevens) . . . KMYX-F changes to Hispanic. . . KCHJ (Delano) sold to KWAC, KIWI-F owners (D) for \$400,000. . . KQQQ-F sold to Buckley (D) for \$1,000,000. . .

BALTIMORE  
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Arbitron Rank/Pop (12+): 19/2,036,100  
MSA Rank/Pop: 17/2,460,000  
ADI # 22  
Average Person Ratings: 18.2  
Market TSL: 23.75 hours

Stations: 36/21  
Diaries: 2490/ 818:1/52.5%  
Sample Target: 2500  
% Below Line: 17.2  
% Not Listed: 11.9

1993 Revenue: \$63,500,000  
HH Inc.: \$37,655  
Retail \$: 18.9 Bil  
Pop per Station: 96,957  
#1 Biller: WBAL \$10,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WBAL (N/T)	327/ 8.8	8.5	8.6	10.6	7.8	9.1	341/4676	4371/21.5	19.8	20.0	I	WBAL
2. WPOC-F (C)	277/ 7.5	7.7	9.9	8.9	8.9	8.5	297/3946	3530/17.3	18.4	18.4	H	WPOC-F
3. WXYV-F (B)	248/ 6.7	6.1	5.8	6.0	5.9	6.2	255/3329	3130/15.4	16.0	15.7	G	WXYV-F
4. WERQ-F (B/CHR)	223/ 6.0	5.4	4.5	4.6	5.2	5.1	238/3086	2853/14.0	14.0	14.9	D	WERQ-F
5. WQSR-F (O)	219/ 5.9	6.4	5.7	5.3	5.7	5.8	231/3124	2906/14.3	14.6	14.4	H	WQSR-F
6. WMMX-F (AC)	195/ 5.3	6.7	4.8	3.7	5.4	5.1	199/3323	3186/15.6	14.1	16.3	H	WMMX-F
7. WLIF-F (SAC)	194/ 5.2	6.9	4.2	5.7	5.6	5.5	202/2620	2457/12.1	12.5	14.2	G	WLIF-F
8. WIYY-F (ADR)	164/ 4.4	5.2	5.5	4.5	4.2	4.9	189/3386	2923/14.4	16.1	14.8	G	WIYY-F
9. WHFS-F (ADR-P)	145/ 3.9	3.3	3.2	3.0	2.8	3.4	156/2790	2596/12.7	10.8	8.9	D	WHFS-F
10. WSSF-F (SAC)	135/ 3.6	3.5	3.0	2.3	3.2	3.1	146/2552	2359/11.6	10.7	12.4	D	WSSF-F
11. WCBM (T)	116/ 3.1	3.0	4.4	3.4	4.8	3.5	118/1327	1288/ 6.3	8.5	8.7	D	WCBM
12. WCAQ (G)	112/ 3.0	2.2	2.5	2.3	1.8	2.5	116/1152	1078/ 5.3	5.1	4.8	D	WCAQ
13. WJFK-F (B)	108/ 2.9	3.6	3.7	3.6	2.2	3.5	108/1421	1421/ 7.0	8.0	6.4	D	WJFK-F
14. WPGC-F (B/CHR)	80/ 2.2	1.8	1.7	1.9	2.0	1.9	87/1873	1666/ 8.2	7.4	7.2	D	WPGC-F
15. WJFK (T)	76/ 2.0	1.5	1.0	1.6	1.8	1.5	78/1057	1005/14.9	3.6	3.4	D	WJFK
16. WGRX-F (CL AOR)	72/ 1.9	2.7	2.6	2.4	2.6	2.4	103/2014	1473/ 7.2	9.8	10.5	C	WGRX-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 73.35% (2397 of 3268) (SPG 93: 74.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F>>	1 WIYY-F<	1 WXYV-F	1 WQSR-F<	1 WQSR-F	1 WBAL >	1 WBAL	1 WLIF-F	1 WPOC-F	1 WBAL >	1 WBAL >
2 WXYV-F	2 WXYV-F<	2 WMMX-F	2 WXYV-F<	2 WPOC-F<	2 WQSR-F	2 WPOC-F	2 WPOC-F	2 WXYV-F	2 WERQ-F	2 WPOC-F
3 WIYY-F	3 WERQ-F	3 WQSR-F<	3 WMMX-F	3 WXYV-F<	WPOC-F	3 WQSR-F	3 WBAL	WERQ-F<	3 WXYV-F>	3 WXYV-F
4	4 WHFS-F	4 WPOC-F<	4 WPOC-F	4 WMMX-F	4 WLIF-F>	4 WXYV-F	4 WMMX-F	4 WBAL	4 WPOC-F	4 WERQ-F
5	5 WPOC-F<	5 WERQ-F<	5 WBAL <	5 WBAL <	5 WXYV-F	5 WMMX-F	5 WQSR-F<	5 WMMX-F	5 WHFS-F	5 WMMX-F
6	6 WMMX-F	6 WIYY-F	6 WLIF-F<	6 WLIF-F	6 WCAQ	6 WIYY-F	6 WXYV-F	WQSR-F	6 WIYY-F	6 WCBM
7	7	7 WHFS-F	7 WHFS-F<	7 WERQ-F	7 WCBM	WLIF-F	7 WERQ-F	7 WIYY-F<	7 WPGC-F	7 WQSR-F
8	8	8	8 WERQ-F	WHFS-F	8	8	8	8 WLIF-F	8	8

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

BALTIMORE  
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FORMATS -----	AM --	FM --	TOTAL -----	SPG 93		OTHER RATED STATIONS -----	METRO CUME TSA TSA	
				%	%		SHARE/RTG/AQH/CUME	
AC		252 ( 3)	252 ( 3)	7.7	10.9	WBGR (G) 860 BALTIMORE	1.1/2.1/ 41/ 429	
ADR/CLASSIC		444 ( 5)	444 ( 5)	13.6	13.5	WITH (ST) 1230 BALTIMORE	1.1/2.9/ 40/ 588	
COUNTRY		315 ( 3)	315 ( 3)	9.6	12.0	WOLB (B/T) 1010 BALTIMORE	0.5/0.9/ 20/ 183	
NEWS/TALK	564 ( 4)		564 ( 4)	17.3	17.4	WTTR (FS) 1470 WESTMINSTER	0.4/0.8/ 13/ 172	
CHR		80 ( 1)	80 ( 1)	2.4	9.2	WVIN (G) 1400 BALTIMORE	1.1/3.0/ 40/ 617	
BLACK/URBAN	20 ( 1)	639 ( 5)	659 ( 6)	20.2	11.0	WWLG (?) 1360 BALTIMORE	0.5/1.7/ 18/ 344	
SOFT AC/EZ		348 ( 3)	348 ( 3)	10.6	8.1	WXCX-F (C) 103.7 HAVRE DE GRACE	0.4/1.9/ 38/ 594	
HISPANIC						SEE WASHINGTON FOR MORE ABOUT THE FOLLOWING:		
OLDIES		263 ( 3)	263 ( 3)	8.0	7.3	WARW-F 0.4/1.6 WKYS-F 0.7/3.3		
FULL SVC/VARIETY	36 ( 2)		36 ( 2)	1.1	1.5	WASH-F 0.5/2.4 WMAL 0.6/1.6		
STANDARDS	40 ( 1)		40 ( 1)	1.2	---	WBIG-F 0.8/1.8 WMZO-F 0.7/2.4		
RELIG/GOSPEL	193 ( 3)	56 ( 1)	249 ( 4)	7.6	6.4	WGAY-F 0.5/1.5 WRQX-F 1.0/4.6		
CLASSICAL						WHUR-F 0.9/3.8 WTOP 1.2/4.9		
JAZZ						WJFK-F 0.4/1.6 WWDG-F 1.3/5.5		
OTHERS/UNKNOWN	18 ( 1)		18 ( 1)	0.6	---			
TOTALS	871 (12)	2397 (24)	3268 (36)					

DUOPOLY REPORT -----	12+ -----	25-54 -----	REVENUE -----
WMMX-F, WSSF-F (Capitol)	8.9%	9.4%	16.9%
WVIN A/F, WOLB, WERQ-F (Almic)	10.5% -----	9.9% -----	8.5% -----
	19.4%	19.3%	25.4%

RADIO STATIONS  
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AM STATIONS  
-----

WBAL, 1090, 50 KW (DA-N), News/Talk	CBS, \$ 160.00 (D&R)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1), Gospel	AURN, \$ 30.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1), Gospel	NBC, \$ 41.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2), Talk	ABC, NBC, \$ 47.00 (Katz)	
WITH, 1230, 1 KW, Standards	MBS, \$ 35.00 (Roslin)	Guardian
WVIN, 1400, 1 KW, Gospel	, \$ 28.00 (Torbet)	Radio One

FM STATIONS  
-----

WERQ, 92.3, 37 KW @ 571, Black/CHR	AP, \$ 87.00 (MHR)	Radio One
WGRX, 100.7, 16 KW @ 859, ADR	ABC, \$ 48.00 (MHR)	Shamrock-Lynett (WESTMINSTER)
WYY, 97.9, 14 KW @ 951, ADR	ABC, \$ 136.00 (D&R)	Hearst
WLIF, 101.9, 14 KW @ 961, Soft AC	, \$ 150.00 (Eastman)	Infinity
WPOC, 93.1, 16 KW @ 859, Country	ABC, \$ 165.00 (Mc-Guild)	Nationwide
WQSR, 105.7, 50 KW @ 492, Oldies	, \$ 170.00 (Christal)	Amer. Radio Systems
WRBS, 95.1, 50 KW @ 500, Religion	, \$ 25.00 (---)	
WSSF, 104.3, 50 KW @ 420, Soft AC	, \$ 80.00 (Banner)	Capitol
WVIN, 95.9, 3 KW @ 298, Black	UNISTR, \$ 70.00 (Torbet)	Radio One
WMMX, 106.5, 7.4 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol
WXYV, 102.7, 50 KW @ 400, Black	, \$ 142.00 (Mc-Guild)	Summit

OTHER RANKED STATIONS -- See Washington

Miscellaneous: WITH sold to Guardian for \$850,000 . . . WCAO, WVEE-F sold by Summit to Granum for \$16,700,000 (E) (Morgan Stanley). . . WQSR-F, WBMD sold by Scornix to Amer. Radio Systems for \$39,000,000. . .

BATON ROUGE

Arbitron Rank/Pop (12+): 82/441,100  
 MSA Rank/Pop: 91/549,000  
 ADI # 95  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 19/12  
 Diaries: 1096/402:1/50.0%  
 Sample Target: 1070  
 % Below Line: 11.6  
 % Not Listed: 14.2

1993 Revenue: \$16,500,000  
 HH Inc.: \$33,006  
 Retail \$: 4.6 Bil  
 Pop per Station: 36,758  
 #1 Biller: WYNK-AF \$3,700,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WYNK-F (C)	121/16.7	14.2	15.9	12.0	18.0	14.7	247/2994	1388/31.5	30.3	34.2	E	WYNK-F
2. KQXL-F (B)	84/11.6	11.8	11.6	11.9	12.0	11.7	119/1281	903/20.5	21.8	20.1	C	KQXL-F
3. KRVE-F (AC)	61/ 8.4	5.5	4.3	4.5	6.2	5.7	63/1020	885/20.1	13.6	15.3	C	KRVE-F
WXOK (B)	61/ 8.4	8.6	11.4	10.0	8.9	9.6	68/723	641/14.5	18.2	17.2	B	WXOK
5. WFMF-F (CHR)	40/ 5.5	6.2	4.6	5.5	6.4	5.5	66/1337	834/18.9	18.6	19.7	C	WFMF-F
6. WTGE-F (AOR)	32/ 4.4	5.9	4.7	4.2	4.4	4.8	90/1498	677/15.3	14.1	13.7	B	WTGE-F
7. WGGZ-F (O)	31/ 4.3	3.5	3.9	4.9	3.6	4.2	57/1015	588/13.3	11.9	9.8	C	WGGZ-F
WJBO (N/T)	31/ 4.3	7.3	5.7	7.4	5.9	6.2	38/613	534/12.1	15.3	14.9	C	WJBO
9. WKJN-F (C)	27/ 3.7	6.1	6.0	5.5	5.7	5.3	66/1309	700/15.9	17.8	17.9	D	WKJN-F
10. WCKW-F (CL/AOR)	26/ 3.6	3.5	2.7	2.5	4.3	3.1	97/1423	584/13.2	11.0	12.1	C	WCKW-F
11. WYCT-F (C)	24/ 3.3	2.5	2.3	1.9	0.9	2.5	52/677	428/ 9.7	8.4	2.3	A	WYCT-F
12. KHOM-F (O)	19/ 2.6	1.5	1.1	1.7	1.7	1.7	43/815	280/ 6.3	6.8	6.6	A	KHOM-F
13. WQUE-F (B)	18/ 2.5	2.8	4.6	2.3	3.3	3.1	60/759	312/ 7.1	9.5	8.6	A	WQUE-F
14. WNDC (G)	15/ 2.1	2.1	2.9	2.2	2.4	2.3	15/219	207/ 4.7	4.4	5.1	A	WNDC
15.												

12+ FM SHARE (METRO): 80.80% (501 of 620) (SPG 93: 78.78%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		64 ( 2)	64 ( 2)	10.3	7.1	WOCK-F (REL)	92.7 CLINTON 0.9/1.2/ 14/ 335
AOR/CLASSIC		61 ( 3)	61 ( 3)	9.8	10.0		
COUNTRY		172 ( 3)	172 ( 3)	27.7	28.5	KTGY-F (AC)	99.9 LA*AYETTE 0.4/3.1/ 58/ 925
NEWS/TALK	43 ( 2)		43 ( 2)	6.9	7.7	WRNO-F (AOR)	99.5 NEW ORLEANS 0.4/1.7/ 6/ 184
CHR		40 ( 1)	40 ( 1)	6.5	7.9	WWL (N/T)	870 NEW ORLEANS 1.7/4.0/ 44/ 617
BLACK/URBAN	61 ( 1)	105 ( 3)	166 ( 4)	26.8	28.3	WYLD-F (B)	98.5 NEW ORLEANS 0.4/1.6/ 14/ 273
SOFT AC/EZ					1.0		
HISPANIC							
OLDIES		50 ( 2)	50 ( 2)	8.1	6.1		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL	15 ( 1)	9 ( 1)	24 ( 2)	3.8	3.5		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	119 ( 4)	501 ( 15)	620 ( 19)				

BATON ROUGE

DUOPOLY REPORT	12+	25-54	REVENUE
WXOK, KQXL-F, WYCT-F (Citywide)	23.3%	21.7%	15.4%

RADIO STATIONS

WIBR , 1300, 5 KW/1 KW (DA-2) , Talk	SEN, \$16.00 (Eastman)	
WJBO , 1150, 5 KW (DA-1) , Talk/News	CBS, TALKNT, \$44.00 (Christal)	Jenne
WNDC , 910, 1 KW (DA-1) , Gospel	( --- )	
WXOK , 1460, 5 KW/1 KW (DA-3) , Black	AURN, \$21.00 (Banner)	Citywide
KQXL-F, 106.5, 50 KW @ 298 , Black	AURN, ABC, \$36.00 (Banner)	Citywide (NEW ROADS)
KRVE-F, 96.1, 43 KW @ 449 , AC	, \$30.00 (K & P)	(BRUSLY)
WFME-F, 102.5, 100 KW @ 1260 , CHR	UNISTR, \$50.00 (Christal)	Jenne
WGGZ-F, 98.1, 100 KW @ 1499 , Oldies	UNISTR, \$37.00 (Katz)	
WKJN-F, 103.3, 100 KW @ 1004 , Country	MBS, \$57.00 (Eastman)	(HAMMOND)
WQCK-F, 92.7, 32 KW @ 604 , Religion	, \$16.00 ( --- )	(CLINTON)
WTGE-F, 100.7, 100 KW @ 1499 , AOR	ABC, \$30.00 (Eastman)	
WYCT-F, 94.1, 100 KW @ 981 , Country	, \$18.00 (Banner)	Citywide (KENTWOOD)
WYNK-F, 101.5, 100 KW @ 1499 , Country	ABC, \$90.00 (Torbet)	Narragansett

Other Ranked Stations - See New Orleans

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

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

BINGHAMTON  
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Arbitron Rank/Pop (12+): 152/219,800  
MSA Rank/Pop: 167/264,000  
AD1 # 134  
Average Person Ratings: 16.0  
Market TSL: 21.25 hours

Stations: 15/11  
Diaries: 831/265:1/62.1%  
Sample Target: 770  
% Below Line: 2.8  
% Not Listed: 19.3

1993 Revenue: \$7,300,000  
HH Inc.: \$32,392  
Retail \$: 2.1 Bil  
Pop per Station: 19,982  
#1 Biller: WHWK-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WHWK-F (C)	71/20.2	23.1	20.3	18.9	14.6	----	130/1269	665/30.3	30.8	29.9	C	WHWK-F
2. WNBK (N/T)	39/11.1	11.1	9.3	12.3	11.5	----	40/535	523/23.8	20.2	20.6	B	WNBK
3. WAAL-F (CHR)	37/10.5	12.2	15.5	13.7	17.8	----	59/1174	653/29.7	34.3	35.6	C	WAAL-F
4. WMXW-F (SAC)	31/ 8.8	8.9	11.5	8.9	9.7	----	36/561	527/24.0	20.1	22.6	C	WMXW-F
5. WMRV-AF (AC)	30/ 8.5	7.2	6.4	6.6	7.1	----	31/594	521/23.7	19.0	20.9	B	WMRV-AF
6. WKGB-F (AOR)	27/ 7.7	8.1	10.4	11.1	13.2	----	39/515	394/17.9	19.9	20.1	B	WKGB-F
7. WGRG-F (CHR)	20/ 5.7	5.3	2.1	2.0	2.9	----	20/368	349/15.9	12.9	9.9	A	WGRG-F
8. WINR (ST)	12/ 3.4	6.4	4.3	5.1	5.4	----	15/248	199/ 9.1	11.2	10.0	A	WINR
9. WKOP (C?)	5/ 1.4	---	0.5	1.4	0.9	----	8/130	97/ 4.4	---	2.5		WKOP
10.												

12+ FM SHARE (METRO): 78.52% (223 of 284) (SPG 93: 82.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F>>	1 WHWK-F<	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>>	1 WHWK-F	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F<	1 WHWK-F>
2 WGRG-F>>	2 WAAL-F	2 WAAL-F<	2 WMXW-F	2 WMXW-F	2 WNBK >>	2 WNBK	2 WNBK	2 WAAL-F<	2 WAAL-F>	2 WMRV-F
3	3 WKGB-F>	3 WMXW-F	3 WKGB-F<	3 WKGB-F<	3	3 WMXW-F	3 WMXW-F	3 WMXW-F<	3 WMRV-AF	3 WAAL-F
4	4	4 WKGB-F	4 WAAL-F	4 WAAL-F<	4	4 WAAL-F	4 WMRV-AF	4 WKGB-F<	4 WNBK	4 WNBK
5	5	5 WMRV-AF	5 WMRV-AF	5 WMRV-AF	5	5 WKGB-F<	5 WAAL-F	5 WMRV-AF	5 WKGB-F	5
6	6	6	6	6	6	6 WMRV-AF	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 WAAL-F	1 WHWK-F	1 WHWK-F	1 WHWK-F<	1 WHWK-F	1 WAAL-F	1 WKGB-F	1 WHWK-F	1 WHWK-F>	1 WHWK-F>>
2 WGRG-F	2 WMXW-F	2 WMXW-F	2 WMXW-F>	2 WMXW-F	2 WKGB-F	2 WHWK-F<	2 WKGB-F	2 WKGB-F	2 WKGB-F>
3 WHWK-F	3 WAAL-F	3 WAAL-F	3 WMRV-AF	3 WMRV-AF	3 WGRG-F	3 WAAL-F>>	3 WAAL-F	3 WAAL-F>>	3 WAAL-F
4 WMRV-AF	4 WGRG-F	4 WGRG-F	4 WAAL-F	4 WAAL-F	4 WHWK-F	4	4 WMRV-AF	4	4 WNBK
5 WMXW-F	5 WMRV-AF	5 WMRV-AF	5 WGRG-F	5	5	5	5	5	5 WMXW-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	1 ( 1)	29 ( 1)	30 ( 2)	10.6	9.2	WEBO (C)	1330	OWEGO	0.6/1.7/ 2/ 47
AOR/CLASSIC		30 ( 2)	30 ( 2)	10.6	12.9				
COUNTRY	7 ( 2)	74 ( 2)	81 ( 4)	28.5	25.7	WPCX-F (T)	106.9	AUBURN	0.9/1.6/ 7/ 133
NEWS/TALK	41 ( 2)		41 ( 2)	14.4	11.8	WQNY-F (CL AOR)	103.7	ITHACA	0.9/3.7/ 12/ 184
CHR		59 ( 3)	59 ( 3)	20.8	19.1	WTKO (T)	1470	ITHACA	0.6/1.6/ 4/ 55
BLACK/URBAN						WYYS-F (CHR)	99.9	CORTLAND	0.6/3.5/ 11/ 228
SOFT AC/EZ		31 ( 1)	31 ( 1)	10.9	14.2				
HISPANIC									
OLDIES					2.6				
FULL SVC/VARIETY									
STANDARDS	12 ( 1)		12 ( 1)	4.2	5.3				
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	61 ( 6)	223 ( 9)	284 (15)						

DUOPOLY REPORT	12+	25-54	REVENUE
WMRV A/F, WMXW-F (Enterprise)	17.3%	22.0%	26.3%

BINGHAMTON  
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RADIO STATIONS  
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WINR , 680, 1 KW/500 W (DA-2) , Standards	CBS, \$14.00 (Roslin)	
WNBF , 1290, 5 KW (DA-N) , News/Talk	NBC, \$23.00 (Katz)	Amer. Radio Systems
WAAL-F, 99.1, 7 KW @ 1089 , CHR	ABC, \$39.00 (Eastman)	Regional
WGRG-F, 101.7, 1 KW @ 558 , CHR	, \$14.00 (Eastman)	(OWEGO)
WHWK-F, 98.1, 10 KW @ 961 , Country	, \$46.00 (Katz)	Amer. Radio Systems
WKGB-F, 92.5, 1.3 KW @ 708 , AOR	Source, \$23.00 (D & R)	(SUSQUEHANNA)
WMRV-F, 105.7, 35 KW @ 571 , AC	UNISTR, \$22.00 (Banner)	Enterprise (ENDICOTT)
WMXW-F, 103.3, 0.6 KW @ 1014 , Soft AC	UNISTR, \$34.00 (Banner)	Enterprise (VESTAL)



BIRMINGHAM

Arbitron Rank/Pop (12+): 54/775,300

Stations: 26/20  
Diaries: 1485/522:1/51.2%  
Sample Target: 1395  
% Below Line: 7.2  
% Not Listed: 9.5

1993 Revenue: \$27,000,000  
HH Inc.: \$30,698  
Retail \$: 6.8 Bil  
Pop per Station: 38,765  
#1 Biller: WZZK-AF \$6,800,000

MSA Rank/Pop: 66/865,000  
ADI # 49  
Average Person Ratings: 16.5  
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WZZK-AF (C)	236/18.4	18.7	18.6	17.8	17.7	18.4	331/3757	2525/32.6	33.9	36.7	G	WZZK-AF
2. WENN-F (B)	146/11.4	10.6	10.4	10.9	11.1	10.8	193/2144	1510/19.5	18.8	19.7	D	WENN-F
3. WMJJ-F (AC)	102/ 8.0	9.8	8.1	6.3	6.0	8.1	116/1780	1410/18.2	19.0	17.3	E	WMJJ-F
WERC (N/T)	102/ 8.0	7.1	7.4	7.6	8.4	7.5	108/1104	1066/13.7	15.7	15.5	C	WERC
5. WZRR-F (AOR/CL)	71/ 5.6	7.0	5.9	5.9	6.7	6.1	120/1774	1168/15.1	18.4	17.8	E	WZRR-F
6. WMXQ-F (CHR/AC)	66/ 5.2	4.6	5.7	5.4	5.4	5.2	86/1829	1360/17.5	17.6	17.1		WMXQ-F
7. WATV (B)	61/ 4.8	5.0	4.3	3.4	4.1	4.4	62/684	677/ 8.7	8.4	10.0	A	WATV
8. WTUG-F (B)	59/ 4.6	3.0	2.5	3.4	3.9	3.4	104/1279	763/ 9.8	7.0	8.4		WTUG-F
9. WOOL-F (D)	48/ 3.8	4.6	4.9	5.3	7.7	4.7	96/1297	868/11.2	12.5	19.9	C	WOOL-F
10. WAGG (G)	45/ 3.5	3.9	4.1	4.3	2.2	4.0	45/591	579/ 7.5	7.1	6.2	A	WAGG
11. WBR-F (AOR)	44/ 3.4	1.8	1.8	---	---	2.3	46/605	458/ 5.9	5.8	---		WBR-F
12. WDJC-F (REL)	37/ 2.9	2.8	2.9	2.4	2.2	2.8	54/1092	679/ 8.8	8.5	8.7	B	WDJC-F
13. WAPI (ST)	32/ 2.5	2.5	2.3	3.5	2.6	2.7	33/500	479/ 6.2	6.0	7.4	B	WAPI
14. WJOX (SPRST)	27/ 2.1	1.2	1.7	1.9	1.2	1.7	32/632	518/ 6.7	7.8	6.0	B	WJOX
15. WJLD (B)	22/ 1.7	1.8	1.6	2.4	2.6	1.9	22/409	405/ 5.2	5.1	8.4	A	WJLD

12+ FM SHARE (METRO): 72.86% (843 of 1157) (SPG 93: 73.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F>	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 WENN-F>	1 WENN-F
2 WZZK-AF	WZZK-AF<	2 WENN-F	2 WENN-F<	2 WENN-F<	2 WERC >	2 WERC	2 WERC	2 WENN-F	2 WZZK-AF	2 WZZK-F
3 WTUG-F	3 WZRR-F	3 WMJJ-F	3 WMJJ-F>	3 WMJJ-F>	3 WMJJ-F	3 WENN-F<	3 WMJJ-F<	3 WMJJ-F	3 WTUG-F>	3 WERC <
4	4 WMJJ-F	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WATV	4 WMJJ-F	4 WENN-F>	4 WERC	4 WMJJ-F	4 WMJJ-F
5	5 WBR-F<	5 WMXQ-F	5 WMXQ-F	5 WMXQ-F	5 WENN-F	5 WATV <	5 WMXQ-F	WZRR-F>	5 WERC	5 WZRR-F
6	6 WMXQ-F	6	6 WOOL-F	6 WOOL-F	6 WOOL-F	6 WMXQ-F	6 WZRR-F	6 WMXQ-F	6 WMXQ-F	6 WOOL-F
7	7 WTUG-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 WZZK-AF	1 WENN-F<	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>>	1 WENN-F	1 WZZK-AF<	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>
2 WENN-F	2 WZZK-AF>	2 WENN-F	2 WENN-F	2 WMJJ-F<	2 WBR-F	2 WZRR-F>	2 WZRR-F	2 WZRR-F<	2 WZRR-F
3 WMXQ-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F>	3 WENN-F>	WZRR-F	3 WENN-F	3 WENN-F	3 WENN-F>	3 WENN-F
4 WZRR-F	4 WMXQ-F	4 WMXQ-F	4 WMXQ-F	4 WATV	WZZK-AF	4 WBR-F>	4 WBR-F	4 WBR-F	4 WMJJ-F<
5 WMJJ-F	5 WZRR-F	5 WZRR-F	5 WZRR-F	5 WMXQ-F	5	5	5 WTUG-F	5 WMJJ-F<	5 WERC
6	6 WTUG-F	6	6 WATV	6	6	6	6	6 WERC	6 WOOL-F

BIRMINGHAM

FORMATS	AM	FH	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		112 ( 2)	112 ( 2)	9.7	7.4	WAYE (REL) 1220 BIRMINGHAM	0.5/2.6/	6/	198
AOR/CLASSIC		115 ( 2)	115 ( 2)	9.9	7.6	WCRL (C) 1570 ONEONTA	0.3/0.6/	4/	51
COUNTRY	11 ( 2)	362 ( 5)	373 ( 7)	32.2	30.7	WKLD-F (C) 97.7 ONEONTA	0.3/1.3/	4/	108
NEWS/TALK	137 ( 3)		137 ( 3)	11.8	10.3	WFFN-F (C) 95.3 CORDOVA	0.3/2.1/	4/	184
						WYDE (T) 850 BIRMINGHAM	0.6/2.7/	8/	224
CHR		71 ( 2)	71 ( 2)	6.1	8.4				
BLACK/URBAN	83 ( 2)	205 ( 2)	288 ( 4)	24.9	24.5	WQEN-F (CHR) 103.7 GADSDEN	0.4/2.2/	39/	889
SOFT AC/EZ		8 ( 1)	8 ( 1)	0.7	0.6				
HISPANIC						WHMA-F (C) 100.5 ANNISTON	0.5/3.1/	70/	1114
OLDIES		48 ( 1)	48 ( 1)	4.1	0.0	WQSB-F (C) 105.1 ALBERTVILLE	0.3/0.9/	71/	712
FULL SVC/VARIETY						WRSA-F (SAC) 96.9 DECATUR	0.6/1.9/	37/	534
STANDARDS	32 ( 1)		32 ( 1)	2.8	4.1	WZBQ-F (AC) 102.5 JASPER	0.8/3.7/	36/	724
RELIG/GOSPEL	52 ( 2)	37 ( 1)	89 ( 3)	2.7	5.5				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	315 (10)	843 (16)	1157 (26)						

DUOPOLY REPORT	12+	25-54	REVENUE
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WZZK A/F, WODL-F (NewCity)	22.2%	26.0%	32.2%
WJDX, WZRR-F, WAPI, WMXQ-F (Dick)	15.4%	15.7%	27.1%
	37.6%	41.7%	59.3%

RADIO STATIONS

WAGG , 1320, 5 KW/110 W , Gospel	AURN, \$ 26.00 (D&R)	
WAPI , 1070, 50 KW/5 KW (DA-N), Standards	NBC, \$ 24.00 (Christal)	Dick
WATV , 900, 1 KW/165 W , Black	ABC, \$ 18.00 (Banner)	
WERC , 960, 5 KW (DA-N) , News/Talk	ABC, MBS, \$ 44.00 (Mc-Guild)	Ameron
WJLD , 1400, 1 KW , Black	MBS, SMN, \$ 19.00 (K & P)	
WJDX , 690, 50 KW/500 W , Sports	SEN, \$ 20.00 (Eastman)	Dick
WZZK , 610, 5 KW/1 KW(DA-N), --- See WZZK-FM		
WMXQ-F, 94.5, 98 KW @ 1210 , CHR	ABC, \$ 55.00 (Christal)	Dick
WDJC-F, 93.7, 99 KW @ 1007 , Religion	, \$ 24.00 ( --- )	Crawford
WENN-F, 107.7, 100 KW @ 1036 , Black	AURN, \$ 56.00 (D&R)	
WMJJ-F, 96.5, 100 KW @ 1027 , AC	CBS, \$ 97.00 (Mc-Guild)	Ameron
WODL-F, 106.9, 99 KW @ 994 , Oldies	ABC, \$ 70.00 (Katz)	NewCity
WMBR-F, 105.9, 1.4 KW @ 672 , AOR	MBS, \$ 18.00 ( --- )	(TRUSSVILLE)
WZRR-F, 99.5, 100 KW @ 869 , AOR - Classic	SOURCE, \$100.00 (Eastman)	Dick
WZZK-F, 104.7, 99 KW @ 1299 , Country	, \$157.00 (Katz)	NewCity
WTUG-F, 92.9, 100 KW @ 984 , Black	AURN, \$ 25.00 (Eastman)	(TUSCALOOSA)

Miscellaneous: WCEO sold to American General for \$75,000 . . . WCEO resold by American General to Crawford for \$145,000 (D) . . .  
WAPI-F to WMXQ-F and format from CHR to CHR/AC (April) . . . WZBQ-F changes to WQWC-F and format to Country in August. . . WQWC-F is now owned by Ameron (D) . . .

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 229/113,200  
 MSA Rank/Pop: 252/137,000  
 Peoria ADI  
 Average Person Ratings: 15.8  
 Market TSL: 21.00 hours

Stations: 10/4  
 Diaries: 559/203:1/57.5%  
 Sample Target: 610  
 % Below Line: 16.8  
 % Not Listed: 25.7

1993 Revenue: \$5,200,000  
 HH Inc.: \$37,924  
 Retail \$: 1.4 \$/il  
 Pop per Station: 28,333  
 #1 Biller: WJBC \$2,400,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WJBC (FS)	39/21.8	----	26.9	----	27.3	----	48/496	414/36.6	0.0	42.1	D	WJBC
2. WBWN-F (C)	26/14.5	----	21.5	----	6.4	----	46/456	286/25.3	0.0	32.8	C	WBWN-F
3. WBNO-F (CHR)	24/13.4	----	14.0	----	15.1	----	32/655	453/40.0	0.0	35.6	B	WBNO-F
4. WIHN-F (D)	14/ 7.8	----	5.4	----	9.3	----	16/310	221/19.5	0.0	15.8	B	WIHN-F
WWCT-F (AOR)	14/ 7.8	----	5.9	----	12.8	----	25/352	229/20.2	0.0	17.9		WWCT-F
6. WMXP-F (AC)	6/ 3.4	----	4.3	----	2.9	----	9/416	261/23.1	0.0	19.1		WMXP-F
7.												
8.												
9.												
10.												

12+ FM SHARE (METRO): 66.17% (88 of 133) (SPG 93: 65.16%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME
AC			6 ( 1)	4.5	6.4	WGN (FS)	720 CHICAGO	1.1/7.5/ 10/ 192
AOR/CLASSIC			14 ( 1)	10.5	7.0	WKIO-F (D)	92.5 URBANA	0.6/1.4/ 1/ 43
COUNTRY			26 ( 1)	19.5	28.0	WLS (T)	890 CHICAGO	2.2/7.1/ 9/ 138
NEWS/TALK	4 ( 1)		4 ( 1)	3.0	2.0	WSWT-F (SAC)	106.9 PEORIA	1.7/6.8/ 3/ 131
CHR			24 ( 1)	18.0	22.0			
BLACK/URBAN				0.0	0.6			
SOFT AC/EZ			3 ( 1)	2.3	1.2			
HISPANIC								
OLDIES			15 ( 2)	11.3	NA			
FULL SVC/VARIETY	41 ( 2)		41 ( 2)	30.8	33.0			
STANDARDS								
RELIG/GOSPEL								
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	45 ( 3)		88 ( 7)	133 ( 10)				

BLOOMINGTON, IL

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DUOPOLY REPORT

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NONE AS OF JULY 1994. . .

RADIO STATIONS

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WJBC	,	1230,	1 KW	,	Full Service	ABC, \$48.00	(Mc-Guild)	Bloomington
WBNQ-F,	101.5,	50 KW @ 459	,	CHR	,	\$35.00	(Mc-Guild)	Bloomington
WBWN-F,	104.1,	32 KW @ 299	,	Country	USA, \$26.00	( --- )		Keister (LEROY)
WIHN-F,	96.7,	6 KW @ 299	,	Oldies	,	\$18.00	(Christal)	(NORMAL)

Other ranked stations -- see Peoria

BOISE

Arbitron Rank/Pop (12+): 138/262,300

Stations: 19/18  
Diaries: 760/345:1/59.7%  
Sample Target: 690  
% Below Line: 1.0  
% Not Listed: 13.0

1993 Revenue: \$9,700,000  
MH Inc.: \$32,506  
Retail \$: 2.6 Bil  
Pop per Station: 14,572  
#1 Biller: KCIX-F \$2,000,000

MSA Rank/Pop: 146/326,000  
ADI # 133  
Average Person Ratings: 15.8  
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KJOT-F (ADR)	40/ 9.7	7.1	10.8	8.7	8.2	----	48/619	471/18.0	19.6	16.8	C	KJOT-F
2. KZMG-F (CHR)	37/ 8.9	8.5	7.2	5.7	4.4	----	51/768	573/21.8	21.1	19.2	B	KZMG-F
3. KCIX-F (AC)	36/ 8.7	8.2	10.3	9.3	10.5	----	50/586	479/18.3	21.5	21.3	D	KCIX-F
4. KQFC-F (C)	32/ 7.7	14.9	12.3	12.3	17.2	----	50/676	455/17.3	26.3	22.5	C	KQFC-F
5. KHEZ-F (SAC)	31/ 7.5	5.7	4.4	4.4	3.8	----	46/518	356/13.6	12.3	9.9	A	KHEZ-F
6. KIDO (N/T)	30/ 7.2	5.9	7.2	5.7	6.2	----	35/484	387/14.8	14.2	15.1	B	KIDO
7. KIZN-F (C)	29/ 7.0	8.0	4.6	6.0	5.9	----	47/795	541/20.6	18.8	14.6	B	KIZN-F
8. KLTB-F (D)	28/ 6.8	6.2	7.4	7.9	4.6	----	33/580	416/15.9	15.7	16.2	C	KLTB-F
9. KBOI (FS)	27/ 6.5	8.2	7.2	7.1	6.2	----	34/572	368/14.0	20.1	16.0	B	KBOI
10. KGEM (ST)	13/ 3.1	3.4	3.1	5.4	5.1	----	15/209	163/ 6.2	8.7	7.2	A	KGEM
11. KLCI-F (AOR/CL)	12/ 2.9	1.6	4.1	4.1	3.3	----	16/318	265/10.1	7.4	11.0	A	KLCI-F
12. KQXR-F (AOR)	10/ 2.4	4.1	---	0.8	---	----	11/205	174/ 6.6	10.5	---	A	KQXR-F
KFXD-F (AC)	10/ 2.4	2.1	3.6	4.9	7.4	----	13/289	242/ 9.2	9.3	12.4	A	KFXD-F
14. KFXD (T)	7/ 1.7	---	---	---	---	----	8/135	100/ 3.8	---	---		KFXD
15.												

12+ FM SHARE (METRO): 75.56% (272 of 360) (SPG 93: 78.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZMG-F>>	1 KJOT-F>	1 KJOT-F	1 KCIX-F	1 KJOT-F<	1 KHEZ-F<	1 KBOI <	1 KJOT-F<	1 KJOT-F	1 KZMG-F>	1 KHEZ-F
2	2 KQFC-F	2 KCIX-F	KJOT-F>	2 KCIX-F	2 KBOI <	2 KJOT-F<	2 KIDO	2 KCIX-F	2 KLTB-F	KQFC-F
3	KZMG-F<	3 KQFC-F	3 KLTB-F<	3 KLTB-F	3 KIDO	3 KZMG-F	3 KCIX-F	3 KZMG-F<	3 KCIX-F	KIDO
4	4 KCIX-F>	4 KZMG-F<	4 KQFC-F<	4 KQFC-F	4 KLTB-F	4 KCIX-F	KHEZ	4 KLTB-F<	KIZN-F	4 KIZN-F
5	5 KIZN-F	5 KIZN-F<	5 KIZN-F	5 KIZN-F<	5 KCIX-F	5 KQFC-F	5 KQFC-F	5 KIDO <	5	5
6	6	6 KLTB-F	6 KIDO	6 KIDO	6 KIZN-F	6	6	6 KIZN-F<	6	6
7	7	7	7	7	7	7	7	7 KQFC-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 KZMG-F	1 KZMG-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 KQFC-F	2 KQFC-F	KJOT-F	2 KZMG-F	2 KHEZ-F	2 KQFC-F	2 KQFC-F	2 KCIX-F	2 KCIX-F	2 KLTB-F
3 KIZN-F	KCIX-F	3 KQFC-F	3 KQFC-F<	KLTB-F	KQXR-F	3 KIDO	KIDO	3 KQFC-F	KCIX-F
4	4 KJOT-F	KZMG-F	4 KIZN-F	KQFC-F	KZMG-F	KCIX-F	4 KLCI-F	KIDO	4 KIDO
5	5 KIZN-F	5	5 KLTB-F	KZMG-F	5	5 KLCI-F	KQFC-F	5	5
6	6	6	6	KJOT-F	6	6	KQXR-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	-----	-	%		SHARE/RTG/AQH/CUME		
AC		49 ( 3)	49 ( 3)	13.6	16.2	KBGH (REL) 1060	COLDWELL	1.0/2.2/	5/ 83
ADR/CLASSIC		62 ( 3)	62 ( 3)	17.2	17.4	KCID-F (AC) 107.1	COLDWELL	0.7/1.5/	3/ 40
COUNTRY		61 ( 2)	61 ( 2)	16.9	20.4	KKIC (?) 950	BOISE	1.2/2.2/	5/ 64
NEWS/TALK	37 ( 2)		37 ( 2)	10.3	8.4	KSPD (REL) 790	BOISE	0.5/2.1/	3/ 70
CHR		37 ( 1)	37 ( 1)	10.3	8.4	KJHY-F (J) 101.7	EMMET	1.0/3.2/	5/ 95
BLACK/URBAN									
SOFT AC/EZ		31 ( 1)	31 ( 1)	8.6	6.0				
HISPANIC									
OLDIES		28 ( 1)	28 ( 1)	7.8	9.0				
FULL SVC/VARIETY	27 ( 1)		27 ( 1)	7.5	8.4				
STANDARDS	13 ( 1)		13 ( 1)	3.6	4.0				
RELIG/GOSPEL	6 ( 2)		6 ( 2)	1.7	0.6				
CLASSICAL									
JAZZ		4 ( 1)	4 ( 1)	1.1	2.0				
OTHERS/UNKNOWN	5 ( 1)		5 ( 1)	1.4	---				
TOTALS	88 ( 7)	272 (12)	360 (19)						

BOISE

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DUOPOLY REPORT	12+	25-54	REVENUE
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KIZN-F, KZMG-F (Local)	15.9%	12.7%	11.2%
KIDO, KLTB-F, KHEZ-F (Sundance)	21.5%	20.9%	20.0%
KBOI, KLCI-F, KQFC-F (Pacific Northwest)	17.1%	19.3%	28.3%
	54.5%	52.9%	59.5%

RADIO STATIONS

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KBOI , 670, 50 KW (DA-N) , Full Service	MBS ABC, \$24.00 (Katz)	Pacific NW	
KGEM , 1140, 10 KW (DA-2) , Standards	UNISTR, \$13.00 (MHR)		
KIDO , 630, 5 KW (DA-2) , News/Talk	NBC, \$19.00 (Christal)	Sundance	
KCIX-F, 105.9, 49 KW @ 2699 , AC	AP, \$47.00 (Mc-Guild)		
KFXD-F, 94.9, 49 KW @ 2692 , AC	, \$18.00 ( --- )		(NAMPA)
KHEZ-F, 103.3, 54 KW @ 2588 , Soft AC	NBC, \$16.00 (Christal)	Sundance	(CALDWELL)
KIZN-F, 92.3, 44 KW @ 2499 , Country	, \$19.00 (Banner)	Pacific Telecom	
KJOT-F, 105.1, 53 KW @ 2588 , AOR	, \$33.00 (MHR)		
KLCI-F, 96.9, 44 KW @ 2519 , AOR/Classic	SMN, \$15.00 (K & P)	Pacific NW	(NAMPA)
KLTB-F, 104.3, 52 KW @ 2578 , Oldies	, \$26.00 (Christal)	Sundance	
KQFC-F, 97.9, 47 KW @ 2499 , Country	, \$43.00 (Katz)	Pacific NW	
KQXR-F, 100.3, 100 KW @ 708 , AOR	, \$14.00 (S.R.)		(PAYETTE)
KZMG-F, 93.1, 50 KW @ 2361 , CHR	, \$22.00 (D & R)	Pacific Telecom	(NEW PLYMOUTH)

Miscellaneous: KANR (Nampa) sold for \$200,000. . . KHEZ-F sold by Citadel to Sundance (D) for \$550,000. . .

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

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

BOSTON

Arbitron Rank/Pop (12+): 9/3,191,300  
 MSA Rank/Pop: 7/3,770,000  
 ADI # 6  
 Average Person Ratings: 17.9  
 Market TSL: 23.50 hours

Stations: 33/29  
 Diaries: 3099/1030:1/50.2%  
 Sample Target: 3135  
 % Below Line: 1.5  
 % Not Listed: 13.3

1993 Revenue: \$124,300,000  
 HH Inc.: \$44,207  
 Retail \$: 33.0 Bil  
 Pop per Station: 110,045  
 #1 Biller: WBCN-F \$16,100,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WBZ (N)	456/ 8.0	8.3	7.9	7.3	6.1	7.9	583/9597	7160/22.4	21.4	18.4	I	WBZ
2. WXKS-F (CHR)	370/ 6.5	6.8	6.5	7.7	8.3	6.9	460/9354	7202/22.6	20.7	23.2	I	WXKS-F
3. WRKO (T)	329/ 5.8	4.7	5.7	6.0	6.1	5.6	391/5644	4549/14.3	14.2	15.1	I	WRKO
WJMN-F (CHR)	329/ 5.8	4.7	5.3	5.8	4.0	5.4	444/7789	5277/16.5	16.8	16.5	G	WJMN-F
5. WMJX-F (AC)	301/ 5.3	4.5	6.6	5.3	5.7	5.4	325/5562	4918/15.4	16.0	15.3	I	WMJX-F
6. WBCN-F (AOR)	286/ 5.0	5.3	4.7	4.8	5.2	5.0	380/6299	4519/14.2	14.7	16.4	J	WBCN-F
7. WBMX-F (AC)	269/ 4.7	4.1	4.3	4.6	4.0	4.4	338/5942	4537/14.2	14.9	13.5	H	WBMX-F
8. WOODS-F (O)	264/ 4.6	3.9	4.1	4.6	3.7	4.3	356/6253	4503/14.1	13.2	12.9	H	WOODS-F
9. WZLX-F (CL AOR)	245/ 4.3	4.7	4.4	3.5	3.7	4.2	326/5948	4422/13.9	12.8	12.6	H	WZLX-F
10. WHDH (T)	233/ 4.1	4.1	3.9	3.6	4.4	3.9	271/4195	3476/10.9	10.3	12.1	E	WHDH
11. WBOS-F (AOR-P)	218/ 3.8	3.9	3.7	3.6	3.3	3.8	279/4879	3641/11.4	11.0	10.3	G	WBOS-F
12. WSSH-F (SAC)	201/ 3.5	3.7	4.1	3.8	3.5	3.6	286/4475	3124/ 9.8	10.6	10.5	H	WSSH-F
13. WCRB-F (CL)	174/ 3.0	3.9	3.2	2.1	3.1	3.1	242/4212	2997/ 9.4	8.8	8.8	E	WCRB-F
14. WEEI (SPRPTS)	162/ 2.8	3.2	2.8	2.0	2.0	2.7	208/3891	3005/ 9.4	8.6	7.5	G	WEEI
15. WCLB-F (C)	145/ 2.5	2.2	2.1	2.9	3.5	2.4	229/2933	2009/ 6.3	5.8	9.0	G	WCLB-F
16. WAAF-F (AOR)	144/ 2.5	2.1	1.3	1.9	2.0	2.0	303/4759	2315/ 7.3	5.7	7.5	E	WAAF-F
17. WFNX-F (AOR-NR)	131/ 2.3	2.2	2.1	1.7	1.7	2.1	142/2359	2110/ 6.6	6.9	5.9	C	WFNX-F
18. WXKS (ST)	104/ 1.8	1.5	1.7	1.7	1.7	1.7	105/1357	1316/ 4.1	3.6	4.9	B	WXKS
19. WBOS-F (C)	88/ 1.5	1.7	2.6	2.2	2.1	2.0	177/2843	1640/ 5.1	5.8	5.6	E	WBOS-F
20. WILD (B)	78/ 1.4	2.1	1.7	3.0	2.2	2.1	82/781	730/ 2.3	2.7	3.6	C	WILD
21. WCGY-F (AOR)	63/ 1.1	1.6	1.1	1.5	1.1	1.3	100/2354	1599/ 5.0	5.8	6.0		WCGY-F
22. WPLM-F (AC)	42/ 1.7	0.9	1.3	1.1	2.3	1.0	73/1644	870/ 2.7	4.8	6.2	B	WPLM-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 69.38% (3432 of 4947) (SPG 93: 68.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AOD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJMN-F	1 WXKS-F	1 WXKS-F	1 WBCN-F	1 WOODS-F	1 WBZ	> 1 WBZ	> 1 WMJX-F	1 WXKS-F	1 WBZ	1 WBZ >>
2 WXKS-F>>	2 WBCN-F	2 WBCN-F	2 WBMX-F<	2 WBMX-F<	2 WRKO	> 2 WXKS-F<	2 WBCN-F	2 WBZ	< 2 WJMN-F	2 WRKO <
3	3 WJMN-F	3 WJMN-F<	3 WZLX-F<	3 WBCN-F	3 WHDH	3 WRKO	3 WXKS-F<	3 WJMN-F	3 WRKO	3 WHDH >
4	4 WZLX-F	4 WBMX-F	4 WOODS-F	4 WMJX-F	4 WOODS-F	4 WBMX-F	4 WHDH <	4 WRKO	< 4 WMJX-F<	4 WMJX-F
5	5 WBOS-F	5 WZLX-F	5 WXKS-F	5 WZLX-F	5 WMJX-F	5 WBCN-F	5 WBMX-F<	5 WOODS-F	5 WXKS-F<	5 WOODS-F
6	6 WMJX-F	6 WMJX-F	6 WBOS-F<	6 WXKS-F<	6 WCRB-F	WJMN-F	6 WOODS-F<	6 WHDH	< 6 WBCN-F	6 WJMN-F
7	7 WAAF-F	7 WOODS-F	7 WMJX-F	7 WBZ <	7 WBMX-F	WEEI <	7 WZLX-F<	7 WBCN-F<	7 WAAF-F	7 WBCN-F
8	8 WBMX-F	8 WBOS-F	8	8 WBOS-F	8 WSSH-F	8 WMJX-F	8 WBZ	8 WBMX-F	8 WHDH	8
9	9	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 WXKS-F	1 WXKS-F>	1 WXKS-F	1 WXKS-F	1 WBMX-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F	1 WBCN-F>	1 WBCN-F>
2 WJMN-F	2 WJMN-F	2 WBMX-F	2 WBMX-F	2 WMJX-F<	2 WAAF-F	2 WZLX-F<	2 WZLX-F	2 WZLX-F	2 WZLX-F
3 WMJX-F	3 WMJX-F<	3 WBOS-F	3 WMJX-F	3 WXKS-F	WJMN-F	3 WAAF-F	3 WBOS-F	3 WJMN-F<	3 WBZ <
4 WZLX-F	4 WBMX-F<	4 WJMN-F	4 WJMN-F	4 WOODS-F	4 WXKS-F	4 WJMN-F	4 WAAF-F	4 WBOS-F	4 WOODS-F
5 WBOS-F	5 WBOS-F	5 WMJX-F	5 WOODS-F	5 WBOS-F	5 WFNX-F	5 WBOS-F	5 WFNX-F	5 WAAF-F<	5 WBOS-F
6 WOODS-F	6 WZLX-F	6 WZLX-F	6 WBOS-F	6 WSSH-F<	6 WZLX-F	6 WXKS-F<	6 WXKS-F	6 WFNX-F<	6 WEEI
7 WAAF-F	7 WBCN-F	7 WBCN-F	7 WZLX-F	7 WBZ	7 WBOS-F	7 WFNX-F	7 WJMN-F	7 WOODS-F<	7 WRKO
WBCN-F	8 WSSH-F	8 WCLB-F	8 WSSH-F	8 WZLX-F<	8 WMJX-F	8 WMJX-F	8 WMJX-F	8 WXKS-F<	8
WBMX-F	9	9 WSSH-F	9	9 WJMN-F	WBMX-F	9	9 WEEI	9 WMJX-F	9

BOSTON

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	%		SHARE/RTG/AQH/CUME		
AC		663 ( 5)	663 ( 5)	13.4	11.9	WBOQ-F (CL) 104.9	GLOUCESTER	0.5/1.0/ 33/ 366	
AOR/CLASSIC		1139 ( 8)	1139 ( 8)	23.0	21.0	WESX (FS) 1230	SALEM	0.7/1.1/ 39/ 360	
COUNTRY		250 ( 3)	250 ( 3)	5.1	6.5	WJDA (FS) 1300	QUINCY	0.5/1.0/ 29/ 342	
NEWS/TALK	1180 ( 4)		1180 ( 4)	23.9	22.3	WJIB (EZ) 740	CAMBRIDGE	0.6/1.4/ 36/ 472	
CHR		699 ( 2)	699 ( 2)	14.1	14.2	WLYT-F (AC) 92.5	HAVERHILL	0.6/2.7/ 52/1309	
BLACK/URBAN	76 ( 1)		76 ( 1)	1.6	2.6	WRCA (E) 1330	WALTHAM	0.4/1.0/ 24/ 315	
SOFT AC/EZ	36 ( 1)	211 ( 1)	247 ( 2)	5.0	5.7	WROL (REL) 950	BOSTON	0.4/2.4/ 27/ 865	
HISPANIC						WXLO-F (AC) 104.5	FITCHBURG	0.3/1.9/135/2218	
OLDIES		264 ( 1)	264 ( 1)	5.3	4.3	WBRU-F (AOR) 95.5	PROVIDENCE	0.4/1.4/107/1890	
FULL SVC/VARIETY	68 ( 2)		68 ( 2)	1.4	0.9	WCTK-F (C) 98.1	NEW BEDFORD	0.3/0.8/135/1619	
STANDARDS	104 ( 1)		104 ( 1)	2.1	4.7	WHJY-F (AOR) 94.1	PROVIDENCE	0.6/2.3/248/3540	
RELIG/GOSPEL	25 ( 1)		25 ( 1)	0.5	1.0				
CLASSICAL		205 ( 2)	205 ( 2)	4.1	4.0				
JAZZ									
OTHERS/UNKNOWN	24 ( 1)		24 ( 1)	0.5	0.9				
TOTALS	1515 (11)	3432 (22)	4947 (33)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WRKO, WHDH, WBMX-F, WCGY-F (Amer. Radio Systems)	15.7%	13.8%	22.0%
WBOS-F, WSSH-F (Granum)	7.3%	9.2%	10.0%
WBCN-F, WZLX-F (Infinity)	9.3%	12.5%	19.3%
WMEX, WMJX-F, WBCS-F (Greater Media)	6.8%	7.7%	10.9%
WXKS A/F, WJMN-F (Pyramid)	14.1%	10.2%	16.4%
	53.2%	53.4%	78.6%

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1), News	ABC, \$ 270.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1), Sports	ABC, AP, \$ 130.00 (Katz)	
WHDH, 850, 50 KW (DA-2), News/Talk	TALKNT, CBS, \$ 110.00 (Eastman)	Amer. Radio Systems
WILD, 1090, 5 KW (DAYS), Black	AURN, ABC, \$ 50.00 (Roslin)	
WRKO, 680, 50 KW (DA-2), Talk	MBS, NBC, \$ 190.00 (Eastman)	Amer. Radio Systems
WXKS, 1430, 5 KW/1 KW (DA-N), Standards	UNISTR, \$ 55.00 (Katz)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 741, AOR	\$ 360.00 (Torbet)	Infinity
WCBS, 96.9, 13 KW @ 1010, Country	\$ 130.00 (Mc-Guild)	Greater Media
WBMX, 98.5, 9 KW @ 1145, AC	UNISTR, \$ 240.00 (Eastman)	Amer. Radio Systems
WBOS, 92.9, 9 KW @ 1149, AOR-PROG.	\$ 145.00 (MMR)	Granum
WCGY, 93.7, 50 KW @ 430, AOR	ABC, \$ 54.00 (K & P)	Curt Gowdy
WCLB, 105.7, 9 KW @ 1144, Country	\$ 125.00 (Banner)	Fairbanks
WCRB, 102.5, 15 KW @ 918, Classical	\$ 100.00 (CMBS)	
WFNX, 101.7, 1.7 KW @ 440, AOR - New Rock	\$ 50.00 (D & R)	
WJMN, 94.5, 12 KW @ 1053, CHR	\$ 170.00 (D&R)	Pyramid
WMJX, 106.7, 25 KW @ 718, AC	\$ 250.00 (Mc-Guild)	Greater Media
WODS, 103.3, 16 KW @ 886, Oldies	CBS, \$ 200.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, AC	UNISTR, \$ 45.00 (D&R)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, Soft AC	\$ 190.00 (MMR)	Granum
WXKS, 107.9, 24 KW @ 722, CHR	\$ 288.00 (Katz)	Pyramid
WZLX, 100.7, 20 KW @ 219, Classic AOR	\$ 190.00 (D&R)	Infinity
WAAF -- See Worcester		

Miscellaneous: WEEI sold by Boston Celtics for \$4,000,000 (E) . . . WCGY-F sold by Curt Gowdy to Amer. Radio Systems (D) for \$12,500,000 (Stevens) . . .



BRIDGEPORT

Arbitron Rank/Pop (12+): 104/362,900  
 MSA Rank/Pop: 69/813,000  
 New York ADI  
 Average Person Ratings: 19.6  
 Market TSL: 25.75 hours

Stations: 34/4  
 Diaries: 992/363:1/50.4%  
 Sample Target: 990  
 % Below Line: 60.6  
 % Not Listed: 11.6

1993 Revenue: \$20,600,000  
 HH Inc.: \$53,617  
 Retail \$: 8.6 Bil  
 Pop per Station: 89,925  
 #1 Biller: WEZN-F \$5,100,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WICC (FS)	98/13.9	14.4	13.4	12.9	13.5	----	98/1062	1062/29.5	30.8	29.7	C
2. WEZN-F (SAC)	84/11.9	13.3	11.6	12.6	10.8	----	84/1093	1093/30.4	29.2	26.6	G
3. WEBE-F (AC)	70/ 9.9	10.9	7.9	8.3	8.7	----	70/853	853/23.7	22.3	22.6	F
4. WPLR-F (AOR)	46/ 6.5	5.9	6.4	8.2	8.7	----	46/565	565/15.7	19.0	16.8	
5. WKCI-F (CHR)	43/ 6.1	7.9	6.7	6.9	5.1	----	43/663	663/18.4	22.9	22.0	
6. WFAN (SPRST)	35/ 5.0	4.4	5.8	5.5	4.8	----	35/545	545/15.2	16.5	16.2	
7. WRKS-F (B)	24/ 3.4	2.1	3.7	2.5	1.5	----	24/288	288/ 8.0	7.1	9.0	
8. WCBS (N)	24/ 3.4	3.5	2.8	2.9	3.6	----	24/380	380/10.6	13.9	12.5	
9. WOHT-F (CHR/U)	23/ 3.3	2.6	2.1	1.8	2.1	----	23/341	341/ 9.5	9.6	9.7	
10. WABC (T)	20/ 2.8	1.8	2.2	2.2	2.1	----	20/228	228/ 6.3	6.3	6.6	
11. WRKI-F (AOR)	17/ 2.4	2.7	3.0	2.6	2.0	----	17/312	312/ 8.7	12.2	9.1	D
12. WXYZ-F (C)	14/ 2.0	2.9	2.4	3.4	2.6	----	14/191	191/ 5.3	6.6	5.8	
13.											
14.											
15.											

NOTE: THE BRIDGEPORT METRO AND TSA ARE THE SAME.

12+ FM SHARE (METRO): 65.38% (408 of 624) (SPG 93: 66.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOHT-F	1 WPLR-F<	1 WEVE-F	1 WEBE-F>	1 WEBE-F	1 WICC >	1 WICC >>	1 WEBE-F<	1 WEZN-F	1 WEZN-F>	1 WICC >
2 WEZN-F	2 WKCI-F<	2 WEZN-F	2 WEZN-F>	2 WEZN-F>	2 WEZN-F<	2 WEZN-F	2 WEZN-F	2 WEBE-F	2 WPLR-F<	2 WEZN-F
3 WKCI-F	3 WEZN-F	3 WPLR-F	3 WPLR-F	3 WICC	3 WEBE-F>	3 WFAN	3 WICC	3 WICC	3 WEBE-F>	3 WEBE-F
4 WRKS-F	4 WEBE-F	4 WKCI-F	4 WICC	4 WFAN	4	4 WEBE-F	4 WKCI-F	4 WPLR-F	4 WICC	4
5 WPLR-F	5	5 WICC	5 WFAN	5 WPLR-F	5	5	5	5 WKCI-F	5 WKCI-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 WEZN-F	1 WEZN-F	1 WEBE-F	1 WEBE-F	1 WEBE-F>		1 WPLR-F	1 WPLR-F>>	1 WFAN	1 WPLR-F	1 WFAN >
2 WKCI-F	2 WKCI-F	2 WEZN-F	2 WEZN-F>	2 WEZN-F>		2 WKCI-F	2 WFAN	2 WPLR-F	2 WFAN	2 WEBE-F<
3 WOHT-F	3 WEBE-F>	3 WKCI-F	3 WKCI-F>	3 WICC		3 WRKI-F	3 WKCI-F	3 WEZN-F	3 WEBE-F	3 WEZN-F
4 WRKS-F	4 WPLR-F	4 WPLR-F	4	4 WKCI-F		4 WOHT-F	4 WRKI-F	4 WEBE-F	4 WEZN-F	4 WPLR-F
5	5 WOHT-F	5	5	5		5 WICC	5 WEZN-F	5 WKCI-F	5 WICC	5 WICC
6	6	6	6	6		6 WEFX-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	.	-	-----	SHARE/RTG/AQH/CUME
AC		70 ( 1)	70 ( 1)	11.2	9.7	WUHF 1450 BRIDGEPORT	1.6/3.5/ 11/ 126
AOR/CLASSIC		94 ( 7)	94 ( 7)	15.1	15.9	WFIF 1500 MILFORD	0.4/1.1/ 3/ 38
COUNTRY		17 ( 2)	17 ( 2)	2.7	4.2		
NEWS/TALK	90 ( 4)		90 ( 4)	14.4	14.0	WDRC-F 102.9 HARTFORD	1.3/4.4/ 9/ 160
CHR		80 ( 5)	80 ( 5)	10.4	12.8	WEFX-F 95.9 NORWALK	1.7/6.8/ 12/ 245
BLACK/URBAN		29 ( 2)	29 ( 2)	7.2	4.6	WELI 960 NEW HAVEN	0.4/2.0/ 3/ 71
SOFT AC/EZ		84 ( 1)	84 ( 1)	14.1	13.5	WKHL-F 96.7 STAMFORD	0.8/3.7/ 6/ 134
HISPANIC	11 ( 1)	7 ( 1)	18 ( 2)	1.1	2.9	WKSS-F 95.7 HARTFORD	0.4/2.5/ 3/ 91
OLDIES		17 ( 3)	17 ( 3)	2.7	3.4		
FULL SVC/VARIETY	101 ( 2)		101 ( 2)	16.2	15.9		
STANDARDS	11 ( 2)		11 ( 2)	1.8	2.7		
RELIG/GOSPEL	3 ( 1)		3 ( 1)	0.5	0.5		
CLASSICAL		2 ( 1)	2 ( 1)	0.3	0.4		
JAZZ		8 ( 1)	8 ( 1)	1.3	0.4		
OTHERS/UNKNOWN				0.0	0.0		
TOTALS	216 (10)	408 (24)	624 (34)				

SEE NEW YORK OR NASSAU FOR MORE INFORMATION ABOUT THE FOLLOWING:

WAXQ-F	0.6/ 2.5	WOR	1.6/ 4.6
WBLS-F	0.7/ 2.7	WPLJ-F	0.6/ 2.9
WCBS-F	0.3/ 2.1	WOCD-F	1.1/ 3.7
WDRE-F	0.3/ 1.2	WDEW	0.7/ 1.6
WGSM	0.8/ 1.8	WQXR-F	0.3/ 1.4
WHTZ-F	1.0/ 4.6	WSKQ-F	1.0/ 2.9
WNEW-F	0.4/ 2.2	WXRK-F	1.4/ 5.5
		WYNY-F	0.4/ 3.6

BRIDGEPORT  
.....

DUOPOLY REPORT  
.....

NONE AS OF JULY 1994. . .

RADIO STATIONS  
.....

WFIF	,	1500,	5 KW (DAYS, DA)	,	Religion	,	\$ 12.00 ( --- )		(MILFORD)
WICC	,	600,	1 KW/500 W (DA-2)	,	Full Service	,	\$ 49.00 (Banner)	Fairfield/ML	
WEBE-F	,	107.9,	50 KW @ 384	,	AC	,	\$102.00 (Banner)	Fairfield/ML	(WESTPORT)
WEZN-F	,	99.9,	28 KW @ 669	,	Soft AC	,	\$114.00 (Katz)	NewCity	
WEFX-F	,	95.9,	3 KW @ 298	,	Classic ADR	,	\$ 58.00 (Eastman)		(NORWALK)
WRKI-F	,	95.1,	50 KW @ 469	,	ADR	,	\$ 53.00 (Eastman)	Gary Starr	(BROOKFIELD)

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

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/991,900  
 MSA Rank/Pop: 44/1,190,000  
 ADI # 38  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 hours

Stations: 23/20  
 Diaries: 1881/527:1/55.9%  
 Sample Target: 1850  
 % Below Line: 2.6  
 % Not Listed: 10.2

1993 Revenue: \$31,800,000  
 HH Inc.: \$31,171  
 Retail \$: 9.0 Bil  
 Pop per Station: 49,595  
 #1 Biller: WHTT-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WYRK-F (C)	192/11.5	11.0	9.7	9.7	11.5	10.5	214/2364	2134/21.5	17.3	21.2	E	WYRK-F
2. WKSE-F (CHR)	131/ 7.9	5.9	6.5	5.8	7.7	6.5	137/2429	2220/22.4	21.5	22.5	D	WKSE-F
3. WJYE-F (SAC)	127/ 7.6	9.2	8.2	8.1	7.3	8.3	134/2102	2006/20.2	20.8	18.7	E	WJYE-F
4. WBEN (FS/T)	127/ 7.6	9.7	9.9	10.0	7.1	9.3	136/1999	1804/18.2	23.5	18.8	O	WBEN
5. WGRF-F (ADR/CL)	121/ 7.3	4.7	5.8	6.5	5.8	6.1	148/2357	1939/19.5	16.9	16.8	D	WGRF-F
6. WBLK-F (B)	117/ 7.0	5.1	7.1	6.7	6.2	6.5	121/1135	1092/11.0	12.8	11.7	C	WBLK-F
7. WJFX-F (ADR)	104/ 6.2	5.4	4.9	5.7	5.6	5.6	110/1801	1674/16.9	15.4	13.5	C	WJFX-F
8. WHTT-F (O)	102/ 6.1	6.6	7.0	7.1	8.8	6.7	112/2067	1928/19.4	19.6	21.4	F	WHTT-F
9. WGR (N/T)	101/ 6.1	7.7	7.3	7.2	7.0	7.1	112/2186	1863/18.8	28.1	22.4	E	WGR
10. WECK (ST)	77/ 4.6	3.8	4.2	3.6	5.0	4.1	81/1041	1006/10.1	8.9	9.2	A	WECK
11. WMJQ-F (AC/CHR)	74/ 4.4	4.8	5.2	5.0	4.7	4.9	108/2185	1549/15.6	16.5	18.5	D	WMJQ-F
12. WBUF-F (AC)	47/ 2.8	3.6	3.1	3.9	3.9	3.4	54/1402	1225/12.4	12.1	12.0	C	WBUF-F
13. WAKB (T)	35/ 2.1	1.7	2.0	2.2	1.6	2.0	37/706	646/ 6.5	7.1	6.5	B	WAKB
14. WNUC-F (C)	30/ 1.8	1.7	1.8	2.4	1.2	1.9	53/999	692/ 7.0	5.6	4.8	A	WNUC-F
15. CFNY-F (ADR)	27/ 1.6	2.1	1.3	1.5	1.7	1.6	28/563	525/ 5.3	4.0	4.2		CFNY-F
16. WDCC-F (REL)	22/ 1.3	1.4	1.4	1.8	0.5	1.5	24/417	327/ 3.3	4.0	2.7		WDCC-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.26% (1111 of 1496) (SPG 93: 73.37%)

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

BUFFALO-NIAGARA FALLS

FORMATS	AM	FM	TOTAL	SPG 93		OTHER RATED STATIONS	METRO CUME TSA TSA		
				%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
AC		126 ( 3)	126 ( 3)	8.4	9.6	WHLA (FS) 1270	NIAGARA FALLS	0.4/1.4/ 7/ 152	
AOR/CLASSIC		264 ( 4)	264 ( 4)	17.6	14.6	WLVL (FS) 1340	LOCKPORT	0.5/1.2/ 8/ 122	
COUNTRY	5 ( 1)	222 ( 2)	227 ( 3)	15.1	14.8	WJFD (B) 1080	AMHERST	1.1/2.2/ 19/ 217	
NEWS/TALK	143 ( 3)		143 ( 3)	9.6	9.6	WWWS (T) 1400	BUFFALO	0.4/2.5/ 7/ 246	
						WXRL (C) 1300	LANCASTER	0.3/2.0/ 5/ 248	
CHR		131 ( 1)	131 ( 1)	8.8	8.7				
BLACK/URBAN	19 ( 1)	117 ( 1)	136 ( 2)	9.1	7.8	CKEY-F (AC) 101.1	FT. ERIE, ONT.	0.3/0.8/ 6/ 82	
SOFT AC/EZ		127 ( 1)	127 ( 1)	8.5	8.1	CHTZ-F (AOR) 97.7	ST. CATH., ONT.	0.7/3.5/ 13/ 375	
HISPANIC									
OLDIES		102 ( 1)	102 ( 1)	6.8	11.5				
FULL SVC/VARIETY	141 ( 3)		141 ( 3)	9.4	8.0				
STANDARDS	77 ( 1)		77 ( 1)	5.1	5.9				
RELIG/GOSPEL		22 ( 1)	22 ( 1)	1.5	0.5				
CLASSICAL									
JAZZ									
OTHERS/UNKNOW					0.8				
TOTALS	385 ( 9)	1111 (14)	1496 (23)						

DUOPOLY REPORT	12+	25-54	REVENUE
WYRK-F, WECK, WJYE-F (Amer. Radio Systems)	23.7%	22.3%	22.6%
WHTT A/F, WBUF-F (Pyramid)	8.9%	12.5%	18.2%
WBEN, WKWB, WMJQ-F, WKSE-F (Keymarket)	22.0%	18.1%	26.1%
WGR, WGRF-F, WWWS, WJFX-F (Rich, local)	20.0%	21.5%	25.8%
	74.6%	74.4%	92.7%

RADIO STATIONS

AM STATIONS

WBEN, 930, 5 KW (DA-N), Full Service	CBS, \$ 60.00 (D&R)	Keymarket
WECK, 1230, 1 KW, Standards	NBC, UNISTR, \$ 24.00 (Mc-Guild)	Amer. Radio Systems
WGR, 550, 5 KW (DA-N), News/Talk	ABC, \$ 70.00 (Katz)	
WKWB, 1520, 50 KW (DA-1), Talk	ABC, CNN, \$ 28.00 (Banner)	Keymarket

FM STATIONS

WBLK, 93.7, 50 KW @ 400, Black	CBS, \$ 40.00 (D&R)	
WBUF, 92.9, 91 KW @ 581, AC	\$ 49.00 (Mc-Guild)	Pyramid
WDCX, 99.5, 110 KW @ 640, Religion	\$ 24.00 (---)	Crawford
WGRF, 96.9, 13 KW @ 889, AOR - Classic	\$ 66.00 (Katz)	WGR Owner (D)
WHTT, 104.1, 50 KW @ 390, Oldies	\$ 100.00 (HMR)	Pyramid
WJYE, 96.1, 50 KW @ 479, Soft AC	UNISTR, \$ 75.00 (Mc-Guild)	Amer. Radio Systems
WKSE, 98.5, 46 KW @ 420, CHR	ABC, \$ 54.00 (Banner)	Keymarket
WMJQ, 102.5, 105 KW @ 1338, AC/CHR	\$ 60.00 (D&R)	Keymarket
WNUC, 107.7, 12 KW @ 800, Country	UNISTR, \$ 25.00 (---)	(WETHERSFIELD)
WJFX, 103.3, 49 KW @ 341, AOR	CBS, \$ 50.00 (Katz)	WGR Owner (D)
WYRK, 106.5, 50 KW @ 390, Country	\$ 90.00 (Christal)	Amer. Radio Systems

Miscellaneous: WWWS, WJFX-F sold by Metroplex to Rich (D) for \$4,700,000 (Americom) . . . WECK, WJYE-F sold by EBE to American Radio Systems for \$9,800,000 (D) (Blackburn) . . . WECK, WJYE-F sold by EBE to Amer. Radio Systems (D) for \$10,200,000 (Blackburn) . . .

CANTON

Arbitron Rank/Pop (12+): 115/332,300  
 MSA Rank/Pop: 122/401,000  
 Cleveland ADI  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 32/6  
 Diaries: 870/382:1/57.8%  
 Sample Target: 810  
 % Below Line: 50.3  
 % Not Listed: 14.4

1993 Revenue: \$8,200,000  
 HH Inc.: \$30,382  
 Retail \$: 3.2 Bil  
 Pop per Station: 55,383  
 #1 Biller: WHBC \$2,000,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WQXK-F (C)	79/14.2	15.4	11.2	13.3	12.2	----	125/1232	803/24.2	23.2	19.8	WQXK-F
2. WHBC (FS)	59/10.6	13.0	12.8	13.6	11.2	----	61/747	723/21.8	26.1	25.7	D WHBC
3. WHBC-F (SAC/AC)	57/10.2	11.5	12.1	7.4	9.5	----	69/1064	774/23.3	26.1	22.4	C WHBC-F
4. WZKL-F (D)	45/ 8.1	5.7	7.4	8.4	5.2	----	56/859	582/17.5	14.9	16.6	C WZKL-F
5. WONE-F (AOR)	35/ 6.3	4.1	4.7	6.6	8.0	----	67/765	432/13.0	13.4	11.3	WONE-F
6. WQMX-F (C)	31/ 5.6	3.2	2.1	1.4	2.3	----	52/642	383/11.5	8.2	6.0	WQMX-F
7. WRQK-F (AOR)	26/ 4.7	6.9	7.2	5.4	8.2	----	50/857	483/14.5	18.2	16.7	C WRQK-F
8. WKDD-F (CHR)	15/ 2.7	2.9	3.3	5.0	3.8	----	22/539	343/10.3	8.7	12.6	WKDD-F
9. WNCX-F (CL AOR)	14/ 2.5	3.2	1.6	1.8	1.7	----	25/369	232/ 7.0	9.7	5.5	WNCX-F

12+ FM SHARE (METRO): 79.04% (377 of 477) (SPG 93: 74.34%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		68 ( 4)	68 ( 4)	14.3	5.0	WNPQ-F (SAC) 95.9	NEW PHILADELPHIA 0.4/2.5/ 5/ 137
AOR/CLASSIC		78 ( 4)	78 ( 4)	16.4	16.4	WTOF-F (REL) 98.1	CANTON 1.4/5.1/ 10/ 192
COUNTRY		120 ( 5)	120 ( 5)	25.2	16.0		
NEWS/TALK	22 ( 3)	8 ( 1)	30 ( 4)	6.3	9.4	WHOT-F (CHR) 101.1	YOUNGSTOWN 0.7/2.8/ 13/ 290
CHR		24 ( 3)	24 ( 3)	5.0	6.0	WJER-F (AC) 101.7	DOVER 0.4/1.1/ 20/ 214
BLACK/URBAN		7 ( 1)	7 ( 1)	1.5	2.2	WKBN (N/T) 570	YOUNGSTOWN 0.5/1.6/ 23/ 259
SOFT AC/EZ		10 ( 2)	10 ( 2)	2.1	17.4	WQKT-F (C) 104.5	WOOSTER 0.7/4.4/ 29/ 565
HISPANIC						WSOM (FS) 600	SALEM 1.4/2.6/ 18/ 225
						WTUZ-F (C) 99.9	URICHSVILLE 0.7/2.0/ 38/ 339
OLDIES		52 ( 2)	52 ( 2)	10.9	10.0	SEE CLEVELAND OR AKRON FOR MORE ABOUT THE FOLLOWING:	
FULL SVC/VARIETY	70 ( 3)		70 ( 3)	14.7	16.0	WAKR 0.5/ 1.7	WHMS-F 0.5/ 3.8
STANDARDS	4 ( 1)		4 ( 1)	0.8	2.0	WQOK-F 1.4/ 6.7	WNIR-F 1.4/ 4.0
RELIG/GOSPEL	4 ( 1)	8 ( 1)	12 ( 2)	2.5	0.6	WENZ-F 0.9/ 3.6	WNWV-F 0.4/ 1.8
CLASSICAL						WGAR-F 0.4/ 3.3	WQAL-F 0.9/ 6.4
JAZZ		2 ( 1)	2 ( 1)	0.4	0.0	WHLO 0.7/ 3.2	WRMR 0.7/ 1.4
OTHERS/UNKNOWN						WKNR 2.2/ 6.3	WWME 1.3/ 4.5
TOTALS	100 ( 8)	377 (24)	477 (32)			WLTJ-F 0.7/ 2.3	WZAK-F 1.3/ 4.2
						WMJI-F 1.3/ 5.3	

CANTON  
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DUOPOLY REPORT  
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NONE AS OF JULY 1994. . .

RADIO STATIONS  
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WHBC	,	1480,	5 KW (DA-2)	,	Full Service	ABC, \$49.00	(Christal)
WHBC-F,	94.1,	45 KW @ 515	,	Soft AC	ABC, \$42.00	(Christal)	
WRQK-F,	106.9,	28 KW @ 341	,	AOR	ABC, \$31.00	(Eastman)	
WTOF-F,	98.1,	36 KW @ 574	,	Religion	USA, \$15.00	( --- )	Mortenson
WZKL-F,	92.5,	50 KW @ 500	,	Oldies	, \$36.00	(D & R)	(ALLIANCE)

Other ranked stations -- see Akron, Cleveland or Youngstown

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 202/144,100  
 MSA Rank/Pop: 211/174,000  
 ADI # 82 (w/Waterloo & Dubuque)  
 Average Person Ratings: 16.5  
 Market TSL: 21.50 hours

Stations: 14/10  
 Diaries: 760/190:1/63.8%  
 Sample Target: 730  
 % Below Line: 5.9  
 % Not Listed: 16.4

1993 Revenue: \$8,500,000  
 MH Inc.: \$37,637  
 Retail \$: 1.77 Bil  
 Pop per Station: 14,410  
 #1 Biller: WMT \$2,300,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KHAK-AF (C)	57/23.9	----	18.7	----	17.7	----	106/1294	582/40.4	0.0	35.3	D	KHAK-AF
2. WMT -F (AC)	30/12.6	----	9.2	----	9.6	----	49/682	371/25.7	0.0	21.3	C	WMT -F
3. WMT (FS)	26/10.9	----	17.0	----	14.5	----	83/976	304/21.1	0.0	32.1	D	WMT
4. KQCR-F (CHR)	23/ 9.7	----	10.9	----	8.4	----	40/794	370/25.7	0.0	28.3	B	KQCR-F
KRNA-F (ADR)	23/ 9.7	----	11.8	----	10.8	----	66/900	314/21.8	0.0	24.8	C	KRNA-F
6. KMRY (ST)	11/ 4.6	----	2.2	----	3.6	----	12/126	119/ 8.3	0.0	7.6	A	KMRY
7. KFMW-F (ADR)	9/ 3.8	----	0.9	----	2.0	----	35/551	187/13.0	0.0	11.6		KFMW-F
KKRQ-F (O)	9/ 3.8	----	5.7	----	8.0	----	32/659	232/16.1	0.0	18.9	B	KKRQ-F
9. KCRG (C)	4/ 1.7	----	3.5	----	2.0	----	8/223	121/ 8.4	0.0	11.9	A	KCRG

12+ FM SHARE (METRO): 78.39% (156 of 199) (SPG 93: 70.98%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQCR-F	1 KHAK-AF>	1 KHAK-AF	1 KHAK-AF>	1 KHAK-AF>	1 KHAK-AF	1 KRNA-F	1 KRNA-F	1 KHAK-AF	1 KHAK-AF
2 KHAK-AF	2 KQCR-F	2 WMT -F	2 WMT -F>>	2 WMT -F>>	KFMW-F	2 KHAK-F>	2 KHAK-AF	2 KRNA-F>	2 KRNA-F>
3 WMT -F	3 WMT -F>	3 KQCR-F	3 KQCR-F	3 KQCR-F	3 KQCR-F	3 KFMW-F>	3	3 WMT -F	3 WMT -F
4	4 KRNA-F	4 KRNA-F	4 KRNA-F	4 KRNA-F	KRNA-F	4	4	4 KFMW-F	4 KKRQ-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		30 ( 1)	30 ( 1)	15.1	11.4	KTOF-F (REL)	104.5	CEDAR RAPIDS	0.8/5.3/ 2/ 129
ADR/CLASSIC		32 ( 2)	32 ( 2)	16.1	15.5				
COUNTRY	5 ( 2)	57 ( 2)	62 ( 4)	31.2	22.3	KBOB-F (C)	99.7	MUSCATINE	0.4/5.8/ 40/ 497
NEWS/TALK						KOKZ-F (CHR)	105.7	WATERLOO	1.3/9.2/ 6/ 271
CHR		26 ( 2)	26 ( 2)	13.1	14.5	WHO (FS)	1040	DES MOINES	0.4/3.2/ 19/ 341
BLACK/URBAN									
SOFT AC/EZ									
HISPANIC									
OLDIES		9 ( 1)	9 ( 1)	4.5	6.7				
FULL SVC/VARIETY	27 ( 2)		27 ( 2)	13.6	21.8				
STANDARDS	11 ( 1)		11 ( 1)	5.5	6.7				
RELIG/GOSPEL		2 ( 1)	2 ( 1)	1.0	1.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOW									
TOTALS	43 ( 5)	156 ( 9)	199 (14)						

DUOPOLY REPORT	12+	25-54	REVENUE
KQCR-F, KRNA-F (Local)	19.4%	18.6%	20.0%

CEDAR RAPIDS  
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RADIO STATIONS  
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KCRG , 1600, 5 KW (DA-N) , Country	ABC, \$ 9.00 (K & P)	
KMRY , 1450, 1 KW (DA-1) , Standards	SMN, \$10.00 ( --- )	
WMT , 600, 5 KW (DA-N) , Full Service	MBS CBS, \$39.00 (Katz)	
KHAK-F, 98.1, 100 KW @ 459 , Country	ABC, \$50.00 (Christal)	
KKRQ-F, 100.7, 100 KW @ 531 , Oldies	ABC, \$15.00 (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, \$27.00 (Roslin)	(IOWA CITY)
KTDF-F, 104.5, 100 KW @ 551 , Religion	, \$10.00 ( --- )	
WMT -F, 96.5, 100 KW @ 1771 , AC	CBS MBS, \$33.00 (Katz)	

KFMW-F -- See Waterloo

Miscellaneous: KQCR-F sold to owner of KRNA-F (D) for \$2,000,000. . .



CHARLESTON, SC

Arbitron Rank/Pop (12+): 84/432,800

Stations: 21/21  
Diaries: 1197/362:1/55.3%  
Sample Target: 1035  
% Below Line: 0.0  
% Not Listed: 12.3

1993 Revenue: \$12,300,000  
HH Inc.: \$30,375  
Retail \$: 3.9 Bil  
Pop per Station: 20,610  
#1 Biller: WEZL-F \$2,500,000

MSA Rank/Pop: 93/540,000

ADI # 105

Average Person Ratings: 16.3

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WWZ-F (B)	84/11.9	12.0	14.8	13.9	13.4	13.2	102/1175	927/21.4	20.8	21.9	C	WWZ-F
2. WEZL-F (C)	71/10.1	11.5	8.1	12.6	14.1	10.6	76/1087	980/22.6	20.9	26.5	D	WEZL-F
3. WBUB-F (C)	56/ 7.9	6.8	5.5	8.7	6.1	7.2	84/1142	754/17.4	15.0	17.4	C	WBUB-F
4. WAVF-F (AOR)	55/ 7.8	9.3	7.6	7.3	6.5	8.0	65/930	793/18.3	18.7	17.6	C	WAVF-F
5. WSSX-F (CHR/AC)	43/ 6.1	6.0	5.1	4.7	3.9	5.5	45/785	680/15.7	15.8	15.7	C	WSSX-F
6. WTMA (N/T)	37/ 5.2	6.0	4.8	7.0	7.4	5.8	38/558	539/12.5	12.7	16.1	C	WTMA
7. WXLV-F (O)	33/ 4.7	4.6	3.5	5.3	4.6	4.5	37/738	632/14.6	12.8	15.4	B	WXLV-F
8. WXTC-F (AC)	30/ 4.2	4.2	6.0	4.3	4.8	4.7	42/663	516/11.9	12.2	13.6	B	WXTC-F
9. WYBB-F (CL AOR)	27/ 3.8	4.1	3.9	4.4	3.9	4.1	37/688	575/13.3	13.7	13.6	B	WYBB-F
WMGL-F (B)	27/ 3.8	2.8	3.1	1.8	3.3	2.9	27/431	414/ 9.6	7.2	5.2	A	WMGL-F
11. WZJY (G)	22/ 3.1	2.3	2.9	1.3	1.2	2.4	23/194	172/ 4.0	5.0	1.9	A	WZJY
12. WSUY-F (SAC)	21/ 3.0	3.0	3.9	5.0	4.4	3.7	21/402	402/ 9.3	10.1	11.3	B	WSUY-F
13. WPAL (B)	19/ 2.7	2.1	5.5	2.5	4.8	3.2	20/348	322/ 7.4	9.4	10.4	A	WPAL
WJUK-F (AOR)	19/ 2.7	1.7	1.3	1.9	2.3	1.9	20/344	321/ 7.4	5.8	8.6	A	WJUK-F
WSSP-F (ST)	19/ 2.7	1.7	2.3	2.2	2.1	2.2	19/236	231/ 5.3	6.1	9.1	A	WSSP-F
16. WQ12 (G)	17/ 2.4	2.1	2.2	1.9	2.1	2.2	24/201	116/ 2.7	2.6	2.3	A	WQ12
17. WLOW-F (ST)	15/ 2.1	2.4	1.6	---	---	2.0	43/460	199/ 4.6	3.5	---		WLOW-F
18. WTUA-F (G)	9/ 1.3	1.7	1.5	1.5	1.5	1.5	17/184	99/ 2.3	2.1	2.2		WTUA-F
19.												
20.												

12+ FM SHARE (METRO): 83.04% (514 of 619) (SPG 93: 81.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WWZ-F>>>1	WWZ-F<	1 WWZ-F	1 WEZL-F<	1 WEZL-F	1 WEZL-F>	1 WWZ-F<	1 WEZL-F<	1 WEZL-F<	1 WWZ-F>>	1 WWZ-F
2	2 WAVF-F>	2 WAVF-F<	2 WWZ-F	2 WWZ-F	2 WTMA	2 WEZL-F>	2 WWZ-F	2 WWZ-F	2 WAVF-F	2 WPAL
3	3 WSSX-F	3 WEZL-F	3 WAVF-F>	3 WAVF-F	3 WXLV-F<	3 WAVF-F<	WTMA >	3 WAVF-F<	3 WBUB-F	3 WBUB-F
4	4 WBUB-F	4 WBUB-F	4 WXLV-F	4 WBUB-F	4 WBUB-F	4 WBUB-F	4 WAVF-F	4 WBUB-F	4 WEZL-F<	4 WAVF-F
5	5 WEZL-F	5 WSSX-F	WBUB-F<	5 WXLV-F	5	5 WTMA <	WBUB-F	5 WSSX-F	5 WSSX-F	5 WMGL-F
6	6	6	6 WSSX-F	6 WSSX-F	6	6 WSSX-F	6 WSSX-F	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 WWZ-F	1 WWZ-F>	1 WWZ-F	1 WWZ-F>	1 WWZ-F	1 WBUB-F	1 WAVF-F>	1 WAVF-F	1 WAVF-F	1 WEZL-F<
2 WSSX-F	2 WSSX-F	2 WAVF-F	2 WSSX-F	2 WEZL-F	2 WAVF-F	2 WWZ-F	2 WWZ-F	2 WEZL-F	2 WAVF-F
3 WAVF-F	3 WAVF-F	3 WSSX-F	3 WEZL-F	3 WSSX-F<	3 WWZ-F	3 WBUB-F	3 WEZL-F	3 WBUB-F	3 WTMA
4	4 WXTC-F	4 WXTC-F	4 WAVF-F<	4 WBUB-F	4 WYBB-F	4 WEZL-F	4	4	4 WWZ-F
5	5 WBUB-F	5 WBUB-F	5 WBUB-F<	5 WXTC-F	5	5	5	5 WYBB-F	5 WXLV-F
6	6	6 WEZL-F	6 WXTC-F	6	6	6	6	6 WTMA	6 WXTC-F
7	7	7	7	7	7	7	7	7	7

CHARLESTON, SC  
 .....

FORMATS -----	AM --	FM --	TOTAL -----	SPG 93		OTHER RATED STATIONS -----	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
				% -	% -			
AC		30 ( 1)	30 ( 1)	4.8	NM	WPAL-F (B) 100.9	WALTERBORO	0.7/3.3/ 9/ 201
AOR/CLASSIC		101 ( 3)	101 ( 3)	16.3	12.0	WTMZ (?) 910	N. CHARLESTON	0.7/1.9/ 5/ 82
COUNTRY		127 ( 2)	127 ( 2)	20.5	23.4	WXTC (SPRTS) 1390	CHARLESTON	0.7/3.0/ 5/ 152
NEWS/TALK	42 ( 2)		42 ( 2)	6.8	8.4			
CHR		43 ( 1)	43 ( 1)	6.9	2.4			
BLACK/URBAN	19 ( 1)	116 ( 3)	135 ( 4)	21.8	25.0			
SOFT AC/EZ		21 ( 1)	21 ( 1)	3.4	---			
HISPANIC								
OLDIES		33 ( 1)	33 ( 1)	5.3	5.2			
FULL SVC/VARIETY								
STANDARDS		34 ( 2)	34 ( 2)	5.5	---			
RELIG/GOSPEL	39 ( 2)	9 ( 1)	48 ( 3)	7.8	5.4			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN	5 ( 1)		5 ( 1)	0.8	0.6			
TOTALS	105 ( 6)	514 (15)	619 (21)					

DUOPOLY REPORT -----	12+ -----	25-54 -----	REVENUE -----
WQIZ, WBUB-F, WJUK-F (Local)	13.0%	11.6%	15.4%
WTMA, WTMZ, WSUY-F, WSSX-F (Wicks)	15.0%	16.6%	23.2%
	28.0%	28.2%	38.6%

RADIO STATIONS  
 -----

WPAL , 730, 25 KW/100 W , Black	ABC, AURN, \$18.00 (Roslin)		
WQIZ , 810, 5 KW (DAYS) , Gospel	AURN, \$14.00 (Eastman)		(ST. GEORGE)
WTMA , 1250, 5 KW/1 KW , News/Talk	NBC, ABC, \$27.00 (Katz)	Wicks	
WZJY , 1480, 880 W/40 W , Gospel	CNN, UNISTR, \$15.00 ( --- )		(MT PLEASANT)
WAVF-F, 96.1, 100 KW @ 538 , AOR	, \$44.00 (Christal)		
WBUB-F, 107.5, 100 KW @ 863 , Country	, \$39.00 (Mc-Guild)		(ST GEORGE)
WEZL-F, 103.5, 100 KW @ 659 , Country	MBS, \$60.00 (Banner)	Apollo	
WJUK-F, 104.5, 50 KW @ 656 , AOR	, \$17.00 ( --- )		(MT. PLEASANT)
WMGL-F, 101.7, 7 KW @ 423 , Black	ABC, \$19.00 (D & R)		(RAVENAL)
WNCK-F, 99.7, 100 KW @ 1210 , EZ (?)	, \$15.00 ( --- )		(PORT ROYAL)
WSSX-F, 95.1, 100 KW @ 1000 , CHR/AC	, \$26.00 (Katz)	Wicks	
WSUY-F, 100.5, 18 KW @ 394 , Soft AC	UNISTR, \$23.00 (Katz)	Wicks	
WTUA-F, 105.9, 3 KW @ 328 , Gospel	AURN, \$15.00 ( --- )		(ST.STEPHENS)
WSSP-F, 94.3, 6 KW @ 298 , Standards	NBC, MBS, \$18.00 (Christal)		(BOOSE CREEK)
WWZ-F, 93.3, 50 KW @ 492 , Black	AURN, \$34.00 (D & R)		(SUMMERVILLE)
WXLY-F, 102.5, 100 KW @ 1000 , Oldies	SMN, UNISTR, \$23.00 (Banner)	Bloomington	
WXTC-F, 96.9, 100 KW @ 1768 , AC	, \$27.00 (Mc-Guild)	EBE	
WYBB-F, 98.1, 50 KW @ 500 , Classic AOR	, \$21.00 (Eastman)	Martin	(FOLLY BCH)

Miscellaneous: WTMA, WTMZ, WSUY-F, WSSX-F sold by Dudley to Wicks for \$5,750,000 (D) (Americom) . . . WWZ-F sold to Bill Dudley for \$2,005,000. . .

CHARLESTON, WV

Arbitron Rank/Pop (12+): 155/214,400  
 MSA Rank/Pop: 170/254,000  
 ADI #56 (w/Huntington)  
 Average Person Ratings: 15.2  
 Market TSL: 20.25 hours

Stations: 14/13  
 Diaries: 736/291:1/59.3%  
 Sample Target: 680  
 % Below Line: 0.6  
 % Not Listed: 14.4

1993 Revenue: \$8,200,000  
 HH Inc.: \$28,050  
 Retail \$: 1.95 Bil  
 Pop per Station: 16,492  
 #1 Biller: WQBE-AF \$2,500,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WQBE-F (C)	89/27.3	24.6	24.1	30.2	35.7	----	146/1789	937/43.7	43.1	40.8	D	WQBE-F
2. WVAF-F (AC)	36/11.0	8.0	9.1	10.5	8.0	----	43/703	531/24.8	22.9	19.6	C	WVAF-F
3. WCBS (FS)	30/ 9.2	6.5	7.9	10.2	6.8	----	34/455	389/18.1	17.4	17.3	B	WCBS
WKWS-F (C)	30/ 9.2	14.5	11.9	6.5	3.8	----	66/942	444/20.7	27.4	22.4	B	WKWS-F
5. WVSR-AF (CHR)	25/ 7.7	9.8	9.5	9.3	8.8	----	37/708	506/23.6	20.3	20.2	C	WVSR-AF
6. WKLC-F (AOR)	18/ 5.5	7.1	9.1	7.4	8.8	----	47/784	348/16.2	16.9	18.1	C	WKLC-F
7. WBES-F (SAC)	16/ 4.9	5.0	4.9	3.7	4.7	----	18/235	225/10.5	11.4	8.8	A	WBES-F
8. WQBE (T/SPRTS)	11/ 3.4	1.2	1.5	2.2	2.7	----	13/143	127/ 5.9	6.2	5.2		WQBE
9. WCAW (ST)	8/ 2.5	0.9	0.3	0.3	---	----	9/151	136/ 6.3	4.3	3.0		WCAW
10. WJYP-F (REL)	5/ 1.5	3.0	2.4	2.8	0.6	----	6/193	173/ 8.1	6.8	6.9	A	WJYP-F
11. WCZR (B)	5/ 1.5	---	0.6	---	0.9	----	5/86	86/ 4.0	---	1.9		WCZR
WKAZ-F (C)	4/ 1.2	3.6	4.9	3.7	4.7	----	5/254	159/ 7.4	8.3	13.9	A	WKAZ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.29% (224 of 279) (SPG 93: 87.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVSR-AF	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>>	1 WQBE-F>>
2 WQBE-F	2 WKWS-F	2 WVAF-F	2 WVAF-F	2 WVAF-F	2 WCBS <	2 WVAF-F	2 WCBS <	2 WVAF-F	2 WVSR-AF	2 WKWS-F
3 WKWS-F	WKLC-F	3 WKWS-F	3 WKWS-F>	3 WKWS-F	3 WVAF-F>	3 WVSR-AF	3 WVAF-F	3 WKWS-F	3 WCBS	3 WCBS
4	4 WVSR-AF<	4 WKLC-F	4 WCBS	4 WCBS	4	4 WCBS	4 WKWS-F	4 WVSR-AF	4 WKWS-F	4 WVSR-F
5	5 WVAF-F	5	5 WKLC-F	5 WKLC-F	5	5	5	5 WCBS	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 WKLC-F	1 WVAF-F	1 WVAF-F	1 WQBE-F	1 WQBE-F>>	1 WQBE-F	1 WQBE-F>	1 WKWS-F	1 WQBE-F>>	1 WQBE-F>>
2 WQBE-F	2 WVSR-AF	2 WVSR-AF	2 WVAF-F>>	2 WVAF-F>>	2 WVSR-AF	2 WKWS-F	WQBE-F	2 WKWS-F	2 WCBS <
WVAF-F	WKLC-F	3 WKLC-F	3 WKWS-F	3 WKWS-F	3 WKLC-F	3 WKLC-F>	3 WKLC-F	3 WCBS	3 WKWS-F
4	4 WQBE-F	4 WKWS-F	4 WKLC-F	4	4 WKWS-F	4 WVSR-F	4	4 WKLC-F	4 WVAF-F
5	WKWS-F	5	WVSR-AF	5	5	5	5	5 WVAF-F	5 WKLC-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	
AC		36 ( 1)	36 ( 1)	12.9	11.0	WZZW-F (AOR)	106.3	MILTON	0.6/2.0/ 9/ 141
AOR/CLASSIC		20 ( 2)	20 ( 2)	7.2	10.3				
COUNTRY		123 ( 3)	123 ( 3)	44.1	43.0				
NEWS/TALK	11 ( 1)		11 ( 1)	3.9	0.6				
CHR	1 ( 1)	24 ( 1)	25 ( 2)	9.0	11.0				
BLACK/URBAN	5 ( 1)		5 ( 1)	1.8	---				
SOFT AC/EZ		16 ( 1)	16 ( 1)	5.7	6.0				
HISPANIC									
OLDIES					6.0				
FULL SVC/VARIETY	30 ( 1)		30 ( 1)	10.8	9.0				
STANDARDS	8 ( 1)		8 ( 1)	2.9	---				
RELIG/GOSPEL		5 ( 1)	5 ( 1)	1.8	4.4				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	55 ( 5)	224 ( 9)	279 ( 14)						

CHARLESTON, WV

DUOPOLY REPORT	12+	25-54	REVENUE
WVSR-F, WBES-F (Ardman)	12.6%	8.8%	17.8%
WCAW, WCHS, WKWS-F, WVAF-F (West Virginia Radio)	31.9%	35.4%	33.3%
	44.5%	44.2%	51.1%

RADIO STATIONS

WCHS , 580, 5 KW (DA-N) , Full Service	MBS CBS, \$18.00 (Banner) West Virginia
WQBE , 950, 5 KW/1 KW (DA-N), Talk/Sports	IBN ABC, \$12.00 (Christal) Bristol
WCAW , 680, 50 KW/250 W (DA-N), Standards	CBS, \$12.00 (Banner) West Virginia
WSCW , 1410, 5 KW (DAYS) , Religion	, \$10.00 ( --- ) CLW
WBES-F, 94.5, 9 KW @ 525 , Soft AC	ABC, \$15.00 (K & P) Ardman (DUNBAR)
WKLC-F, 105.1, 3.6 KW @ 1663 , ADR	Source ABC, \$29.00 (D & R) L.M. (ST. ALBANS)
WJYP-F, 100.9, 3 KW @ 298 , Religion	, \$11.00 ( --- ) CLW
WKAZ-F, 107.3, 24 KW @ 676 , Country	UNISTR NBC, \$16.00 (Mc-Guild) (MIAMI)
WKWS-F, 96.1, 45 KW @ 515 , Country	, \$19.00 (Banner) West Virginia
WQBE-F, 97.5, 50 KW @ 500 , Country	ABC, \$57.00 (Christal) Bristol
WVAF-F, 99.9, 50 KW @ 430 , AC	ABC, \$32.00 (Banner) West Virginia
WVSR-F, 102.7, 50 KW @ 403 , CHR	UNISTR, \$30.00 (Katz) Ardman

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

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

CHARLOTTE  
-----

Arbitron Rank/Pop (12+): 38/1,034,800  
MSA Rank/Pop: 43/1,260,000  
ADI # 30  
Average Person Ratings: 16.2  
Market TSL: 21.50 hours

Stations: 26/21  
Diaries: 1677/617:1/49.9%  
Sample Target: 1705  
% Below Line: 3.4  
% Not Listed: 15.0

1993 Revenue: \$40,700,000  
HH Inc.: \$33,681  
Retail \$: 10.1 Bil  
Pop per Station: 49,276  
#1 Biller: WSOC-F \$7,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WSOC-F (C)	188/11.2	11.1	10.9	11.5	10.3	11.2	317/4023	2303/22.3	23.0	23.1	H	WSOC-F
2. WPEG-F (B)	183/10.9	11.4	9.7	11.0	10.7	10.8	235/2443	1706/16.5	15.6	16.1	G	WPEG-F
3. WRFX-F (AOR)	137/ 8.2	7.3	8.3	8.5	7.7	8.1	210/3090	2096/20.3	19.1	19.3	G	WRFX-F
4. WBT (FS/T)	125/ 7.4	7.7	9.5	7.2	8.8	8.0	148/2063	1716/16.6	18.6	16.3	F	WBT
5. WTDR-F (C)	123/ 7.3	6.7	7.0	6.9	9.0	7.0	229/3387	1923/18.6	16.7	18.7	E	WTDR-F
6. WBT -F (AC/CHR)	108/ 6.4	6.6	5.5	5.9	4.8	6.1	181/3211	1990/19.2	17.3	16.4	E	WBT-F
7. WEZC-F (SAC)	83/ 4.9	6.6	4.3	4.7	5.8	5.1	143/2182	1427/13.8	13.4	15.6	E	WEZC-F
8. WEDJ-F (CHR)	82/ 4.9	4.4	3.1	2.6	2.4	3.8	140/2670	1686/16.3	10.9	8.4	D	WEDJ-F
9. WMMG-F (O)	80/ 4.8	5.0	4.5	5.3	5.1	4.9	127/2191	1291/12.5	14.6	13.4	D	WMMG-F
10. WBAV-F (B/AC)	67/ 4.0	2.8	4.7	4.7	4.9	4.1	90/1438	999/ 9.7	13.8	16.8	D	WBAV-F
11. WXRC-F (AOR)	46/ 2.7	2.2	2.0	4.1	2.6	2.8	83/1583	878/ 8.5	8.3	8.0	B	WXRC-F
12. WMXC-F (AC)	45/ 2.7	3.2	3.9	3.7	4.7	3.4	61/1261	913/ 8.8	10.4	11.7	D	WMXC-F
13. WRDX-F (?)	28/ 1.7	0.6	1.0	0.9	1.3	1.1	43/619	415/ 4.0	2.5	4.4	D	WRDX-F
14.												
15.												

12+ FM SHARE (METRO): 86.75% (1238 of 1427) (SPG 93: 85.21%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	
AC		173 ( 3)	173 ( 3)	12.1	12.5	WBAV (B) 1600	CHARLOTTE	0.8/2.9/ 13/ 295
AOR/CLASSIC		189 ( 3)	189 ( 3)	13.2	13.0	WBZK-F (AC) 99.3	CHESTER, SC	0.6/0.9/ 12/ 126
COUNTRY	6 ( 1)	330 ( 3)	336 ( 4)	23.5	23.8	WCGC (C) 1270	BELMONT	0.4/0.9/ 7/ 96
NEWS/TALK						WGSP (G) 1310	CHARLOTTE	0.7/1.9/ 12/ 200
CHR		82 ( 1)	82 ( 1)	5.7	8.4	WHVN (G) 1240	CHARLOTTE	0.5/1.6/ 8/ 168
BLACK/URBAN	13 ( 1)	257 ( 3)	270 ( 4)	18.9	14.1	WIST (?) 1480	CHARLOTTE	0.4/0.8/ 7/ 78
SOFT AC/EZ		83 ( 1)	83 ( 1)	5.8	6.8	WLTC (REL) 1370	GASTONIA	0.4/1.0/ 7/ 102
HISPANIC						WRFX (O) 610	CHARLOTTE	0.7/3.7/ 11/ 402
OLDIES	11 ( 1)	80 ( 1)	91 ( 2)	6.4	6.5	WFMX-F (C) 105.7	STATESVILLE	1.1/4.1/120/1853
FULL SVC/VARIETY	125 ( 1)		125 ( 1)	8.8	10.3	WJMH-F (B) 102.1	REIDSVILLE	0.4/1.4/ 25/ 394
STANDARDS					0.6	WKRR-F (AOR) 92.3	ASHEBORO	0.4/2.5/ 51/ 878
RELIG/GOSPEL	27 ( 3)	26 ( 2)	53 ( 5)	3.7	3.9	WMIT-F (REL) 106.9	BLACK MOUNTAIN	1.2/4.5/ 68/1191
CLASSICAL						WVGL-F (REL) 94.1	LEXINGTON	0.4/0.8/ 20/ 256
JAZZ								
OTHERS/UNKNOWN	7 ( 1)	28 ( 1)	35 ( 2)	2.5	---			
TOTALS	189 ( 8)	1238 ( 18)	1427 ( 26)					

CHARLOTTE  
-----

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WSOC-F, WMXC-F (EZ)	13.9%	12.6%	23.3%
WEZC-F, WTDR-F (Trumper)	12.2%	13.1%	16.2%
WBAV A/F, WPEG-F (Broadcasting Partners)	15.7%	15.2%	15.1%
WRFX-F, WEDJ-F, WRFX (Pyramid)	13.8%	13.7%	16.1%
	-----	-----	-----
	55.6%	54.6%	70.7%

RADIO STATIONS  
-----

WBT, 1110, 50 KW (DA-N)	, Full Service/Talk	CBS, \$ 90.00 (Banner)	Jefferson-Pilot
WBT-F, 107.9, 98 KW @ 1692, AC/CHR		, \$ 70.00 (Banner)	Jefferson-Pilot
WBAV-F, 101.9, 99 KW @ 987, Black AC		ABC, \$ 47.00 (MMR)	Broadcasting Partners
WEDJ-F, 95.1, 100 KW @ 1542, CHR		Source, \$ 42.00 (D & R)	Pyramid
WEZC-F, 102.9, 31 KW @ 1535, Soft AC		ABC, UNISTR, \$ 70.00 (Christal)	Trumper (HICKORY)
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 60.00 (D & R)	EZ
WPEG-F, 97.9, 95 KW @ 1610, Black		CBS, UNISTR, \$ 115.00 (Katz)	Broadcast Partners
WRDX-F, 106.5, 100 KW @ 1004, ??? (Rhythm & Beach)		, \$ 25.00 (Southern)	(SALISBURY)
WRFX-F, 99.7, 100 KW @ 1043, AOR		, \$ 145.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY		, \$ 160.00 (D&R)	EZ
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 90.00 (Christal)	Trumper (STATESVILLE)
WWMG-F, 96.1, 100 KW @ 1738, OLDIES		CBS, \$ 62.00 (Katz)	Dalton (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276, AOR		ABC, \$ 26.00 ( --- )	(HICKORY)
Miscellaneous:	WGIV and WCKZ-F changes to WBAV-F and format to Black AC (Jan) . . . WAQQ-F changes to WEDJ-F (Feb) . . .		
	WXRC-F (Hickory) sold for \$3,050,000. . .		

CHATTANOOGA

Arbitron Rank/Pop (12+): 98/371,600  
 MSA Rank/Pop: 109/435,000  
 ADI # 85  
 Average Person Ratings: 15.7  
 Market TSL: 21.00 hours

Stations: 20/20  
 Diaries: 1107/336:1/50.0%  
 Sample Target: 1095  
 % Below Line: 0.0  
 % Not Listed: 15.5

1993 Revenue: \$13,500,000  
 MH Inc.: \$28,035  
 Retail \$: 3.6 Bil  
 Pop per Station: 18,580  
 #1 Biller: WUSY-F \$4,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WUSY-F (C)	137/23.5	24.2	26.6	26.2	23.9	25.1	284/3157	1433/38.6	40.5	40.9	F WUSY-F
2. WJTT-F (B)	48/ 8.2	9.1	10.3	10.5	10.4	9.5	53/536	443/11.9	12.9	14.4	C WJTT-F
3. WDEF-F (SAC)	46/ 7.9	9.6	8.2	9.2	7.5	8.7	88/111	736/19.8	19.7	20.2	C WDEF-F
4. WLMX-F (AC)	34/ 5.8	5.1	4.7	6.1	5.2	5.4	40/605	538/14.5	12.5	16.7	C WLMX-F
5. WSKZ-F (CL ADR)	32/ 5.5	6.9	5.2	6.1	7.2	5.9	82/1281	608/16.4	17.2	21.1	C WSKZ-F
6. WDOO-F (C)	23/ 4.0	3.9	4.4	3.9	5.8	4.1	32/878	570/15.3	12.9	17.0	B WDOO-F
7. WOGT-F (O)	22/ 3.8	4.2	0.7	---	2.5	2.2	26/440	370/10.0	1.6	6.5	A WOGT-F
8. WFXS-F (ADR)	22/ 3.8	3.9	4.7	2.6	5.0	3.8	31/407	337/ 9.1	11.3	9.6	A WFXS-F
9. WGOW (T)	21/ 3.6	5.2	5.9	4.6	6.1	4.8	22/335	307/ 8.3	12.1	13.5	B WGOW
10. WKXJ-F (CHR)	21/ 3.6	2.0	1.3	1.7	0.9	2.2	31/550	302/ 8.1	5.0	4.6	A WKXJ-F
11. WDOO (ST)	16/ 2.7	2.7	1.5	1.7	1.9	2.2	18/263	222/ 6.0	5.3	5.4	A WDOO
12. WSGC-F (O)	14/ 2.4	1.9	3.7	3.1	2.2	2.8	20/484	329/ 8.9	9.3	9.5	A WSGC-F
13. WNOO (B)	14/ 2.4	2.5	2.2	3.6	1.9	2.7	14/208	208/ 5.6	3.7	5.2	A WNOO
14. WBDX-F (AC/CHR)	9/ 1.5	1.7	1.5	2.2	1.7	1.7	9/270	243/ 6.5	6.8	8.6	A WBDX-F
15. WFLI (REL)	8/ 1.4	0.5	0.8	0.7	0.5	0.9	12/215	119/ 3.2	2.9	3.0	A WFLI

12+ FM SHARE (METRO): 82.93% (408 of 492) (SPG 93: 84.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSY-F<	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>
2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WDEF-F	2 WDEF-F>	2 WDEF-F>	2 WDEF-F<	2 WDEF-F	2 WJTT-F>>	2 WJTT-F>
3 WKXJ-F>	3 WLMX-F<	3 WLMX-F	3 WLMX-F	WJTT-F	3	3 WJTT-F	3 WLMX-F<	3 WJTT-F<	3	3 WLMX-F
4	4 WSKZ-F	4 WSKZ-F	4 WSKZ-F	4 WLMX-F	4	4 WLMX-F	4 WGOW	4 WSKZ-F	4	4 WDEF-F
5	5 WFXS-F	5 WDEF-F	5 WDEF-F	5 WSKZ-F	5	5 WSKZ-F	5 WJTT-F	5 WLMX-F	5	5
6	6	6	6 WOGT-F	6 WOGT-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 WUSY-F	1 WUSY-F>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>
2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WDEF-F	2 WFXS-F	2 WSKZ-F	2 WSKZ-F	2 WSKZ-F>	2 WSKZ-F
3 WKXJ-F	3 WLMX-F	3 WLMX-F	3 WLMX-F<	3 WJTT-F	3 WLMX-F	3 WFXS-F	3 WFXS-F	3 WJTT-F	3 WGOW
4 WLMX-F	4 WKXJ-F	4 WDEF-F	4 WDEF-F>	4 WLMX-F	4 WSKZ-F	4 WJTT-F	4	4 WLMX-F	4 WJTT-F
5	5 WSKZ-F	5 WSKZ-F	5 WOGT-F	5 WOGT-F	5	5 WLMX-F	5	5 WFXS-F	5 WOGT-F
6	6	6	6 WSKZ-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		43 ( 2)	43 ( 2)	8.7	6.4	WDEF (SAC) 1370	CHATTANOOGA	0.9/4.6/	7/ 197
AOR/CLASSIC		54 ( 2)	54 ( 2)	11.0	5.9	WEPG (?) 910	S. PITTSBURGH	1.2/1.2/	7/ 46
COUNTRY	8 ( 1)	160 ( 2)	168 ( 3)	34.1	38.2	WJOC (?) 1490	CHATTANOOGA	0.9/1.1/	5/ 42
NEWS/TALK	21 ( 1)		21 ( 1)	4.3	7.2	WQCH (C) 1590	LAFAYETTE, GA	0.5/1.1/	3/ 41
						WSDQ (C) 1190	DUNLAP	0.9/1.0/	5/ 39
CHR		21 ( 1)	21 ( 1)	4.3	9.5				
BLACK/URBAN	14 ( 1)	48 ( 1)	62 ( 2)	12.6	14.3				
SOFT AC/EZ	5 ( 1)	46 ( 1)	51 ( 2)	10.4	11.7				
HISPANIC									
OLDIES		36 ( 2)	36 ( 2)	7.3	2.6				
FULL SVC/VARIETY									
STANDARDS	16 ( 1)		16 ( 1)	3.3	---				
RELIG/GOSPEL	8 ( 2)		8 ( 2)	1.6	3.5				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	12 ( 2)		12 ( 2)	2.4	0.7				
TOTALS	84 ( 9)	408 (11)	492 (20)						

CHATTANOOGA

DUOPOLY REPORT	12+	25-54	REVENUE
WGOW, WSKZ-F, WOGT-F (Bloomington)	12.9%	16.7%	19.6%

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM		
WDDO, 1310, 5 KW (DA-N)	, Standards	SMN, \$ 15.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/2.5 KW(DA-2)	, Religion	ABC, \$ 14.00 (---)	Benns (LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, Talk	MBS, \$ 20.00 (Christal)	Bloomington
WDDO, 1260, 5 KW (DAYS)	, Black	AURN, \$ 15.00 (Banner)	
WBDX-F, 102.7, .3 KW @ 1374,	AC/CHR	, \$ 15.00 (---)	WFXS duop (TRENTON)
WDEF-F, 92.3, 100 KW @ 1181,	Soft AC	CBS, \$ 40.00 (HMR)	Park
WDDO-F, 96.5, 100 KW @ 1079,	Country	UNISTR, \$ 21.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285,	AOR	, \$ 19.00 (Banner)	(SODDY-DAISY)
WJTT-F, 94.3, 3 KW @ 298,	Black	CBS, \$ 40.00 (D & R)	(REDBANK)
WKKJ-F, 97.3, 16 KW @ 856,	CHR	, \$ 19.00 (Roslin)	(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269,	AC	ABC, \$ 41.00 (Mc-Guild)	Wicks (ROSSVILLE)
WOGT-F, 107.9, 2.9 KW @ 968,	Oldies	, \$ 18.00 (Christal)	Bloomington (EAST RIDGE)
WSGC-F, 101.9, .7 KW @ 702,	Oldies	SMN, \$ 17.00 (Banner)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079,	Classic AOR	, \$ 46.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1191,	Country	NBC, \$ 91.00 (Katz)	Colonial

Miscellaneous: An FM CP at Signal Mountain was sold to Wicks for \$440,000 (Sailors) . . . WJOC (1490) sold for \$125,000. . .



CHICAGO

Arbitron Rank/Pop (12+): 3/6,805,900

Stations: 41/41

1993 Revenue: \$266,800,000

MSA Rank/Pop: 3/8,360,000

Diaries: 4415/1542:1/48.6%

NH Inc.: \$42,135

ADI # 3

Sample Target: 4515

Retail \$: 73.0 Bil

Average Person Ratings: 18.6

% Below Line: 0.0

Pop per Station: 165,998

Market TSL: 24.25 hours

% Not Listed: 10.9

#1 Biller: WGN \$39,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WCCI-F (B)	891/ 7.0	7.1	7.3	8.5	6.9	7.5	901/9975	9790/14.4	13.6	14.7	J	WCCI-F
2. WGN (FS/T)	877/ 6.9	6.2	7.7	6.4	6.7	6.8	1050/12667	10553/15.5	16.6	16.6	K	WGN
3. WBBM-F (CHR)	625/ 4.9	5.4	4.7	4.9	5.7	5.0	634/11469	10997/16.2	16.6	17.9	I	WBBM-F
4. WLS-AF (T)	579/ 4.5	5.2	4.4	3.8	3.6	4.5	697/8846	7311/10.7	10.0	9.1	H	WLS-AF
5. WUSN-F (C)	558/ 4.4	4.4	5.4	4.5	5.7	4.7	578/8538	7991/11.7	12.8	12.2	K	WUSN-F
6. WBBM (N)	529/ 4.2	4.2	3.8	4.4	3.8	4.2	568/11729	10512/15.4	15.0	15.6	J	WBBM
7. WKQX-F (AOR-NR)	480/ 3.8	3.5	3.4	3.3	2.8	3.5	492/9515	9260/13.6	11.5	11.0	H	WKQX-F
8. WLIT-F (SAC)	465/ 3.7	4.0	4.1	3.9	4.0	3.9	471/7737	7607/11.2	12.1	11.5	I	WLIT-F
9. WJMK-F (O)	442/ 3.5	2.6	2.9	4.0	3.5	3.3	473/8971	8364/12.3	11.9	13.1	I	WJMK-F
10. WVAZ-F (B/AC)	427/ 3.4	3.3	3.5	3.4	3.3	3.4	431/6233	6146/ 9.0	8.5	8.3	I	WVAZ-F
11. WLUP-F (AOR/T)	398/ 3.1	3.9	4.0	3.2	2.7	3.6	408/6503	6333/ 9.3	10.5	10.0	J	WLUP-F
12. WOJO-F (SP)	356/ 2.8	1.9	2.2	2.7	1.8	2.4	360/3489	3451/ 5.1	4.1	4.0	G	WOJO-F
13. WVBZ-F (AOR)	337/ 2.7	2.3	3.0	3.0	2.8	2.8	373/6931	6345/ 9.3	9.7	11.0	H	WVBZ-F
14. WCKG-F (CL AOR)	334/ 2.6	2.5	2.9	2.8	3.0	2.7	348/7354	7020/10.3	10.3	11.7	H	WCKG-F
15. WXRT-F (AOR)	334/ 2.6	2.7	2.1	2.7	2.4	2.5	338/5507	5435/ 8.0	7.2	8.0	H	WXRT-F
16. WJJD (ST)	328/ 2.6	2.9	2.5	3.0	3.3	2.8	334/5137	4961/ 7.3	6.6	7.2	F	WJJD
17. WYSY-F (O)	325/ 2.6	1.7	0.9	0.9	0.7	1.5	336/5895	5657/ 8.3	3.5	3.4		WYSY-F
18. WTMX-F (AC)	324/ 2.6	2.4	2.5	2.3	1.5	2.5	329/6552	6336/ 9.3	8.3	6.6	G	WTMX-F
19. WNUA-F (J)	321/ 2.5	3.1	3.3	2.8	3.3	2.9	327/5714	5538/ 8.1	9.0	9.0	I	WNUA-F
20. WMAQ (N/SPRTS)	244/ 1.9	2.6	3.1	2.4	2.9	2.5	280/8820	7891/11.6	12.8	13.7	K	WMAQ
21. WAIT (ST)	234/ 1.8	1.6	0.7	0.9	1.1	1.5	237/1730	1681/ 2.5	2.0	2.2		WAIT
22. WPNT-F (AC)	227/ 1.8	2.5	2.5	1.9	2.4	2.2	240/5604	5496/ 8.1	9.0	8.9	G	WPNT-F
23. WSCR (SPRTS)	208/ 1.6	1.9	2.0	1.8	1.8	1.8	224/2780	2505/ 3.7	4.2	3.9	E	WSCR
24. WCCI (B/O)	146/ 1.2	1.5	1.2	1.1	1.2	1.3	146/2572	2572/ 3.8	4.1	4.0		WCCI
25. WFMT (CL)	145/ 1.1	1.1	0.9	1.0	1.2	1.0	146/2576	2501/ 3.7	4.5	4.4	E	WFMT-F
26. WNIB (CL)	139/ 1.1	1.8	1.8	1.6	1.6	1.6	143/3191	3134/ 4.6	5.2	5.9	E	WNIB-F
27. WMVP (SPRTS)	125/ 1.0	1.0	1.1	1.9	2.0	1.3	137/3056	2746/ 4.0	5.1	6.3	H	WMVP
28. WTAQ (SP)	111/ 0.9	0.6	0.4	0.8	0.6	0.7	112/1365	1355/ 2.0	1.0	1.2		WTAQ
29. WYCA-F (REL)	107/ 0.8	0.7	0.7	0.6	0.8	0.7	107/1411	1394/ 2.0	2.0	1.9		WYCA-F
30. WJPC (B)	103/ 0.8	0.5	0.8	0.7	1.1	0.7	104/1865	1842/ 2.7	2.8	3.4		WJPC

12+ FM SHARE (METRO): 68.72% (7761 of 11294) (SPG 93: 67.90%)

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

CHICAGO

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
AC		551 ( 2)	551 ( 2)	4.9	7.6	WABT-F (AOR) 103.9	DUNDEE	0.3/1.0/ 40/	716
ADR/CLASSIC COUNTRY		2012 ( 8)	2012 ( 8)	17.8	13.5	WBUS-F (CHR) 99.9	KANKAKEE	0.3/2.3/ 59/1895	
NEWS/TALK	1515 ( 5)	170 ( 1)	1685 ( 6)	14.9	15.8	WCCQ-F (C) 98.3	CREST HILL	0.3/0.9/ 45/ 734	
						WILL-F (AOR) 95.1	KENOSHA, WI	0.4/1.6/ 59/1243	
CHR		663 ( 2)	663 ( 2)	5.9	7.1	WIND (SP) 560	CHICAGO	0.7/2.5/ 97/1777	
BLACK/URBAN	345 ( 3)	1420 ( 3)	1765 ( 6)	15.6	16.0	WJPC-F (B) 106.3	LANSING	0.8/3.2/102/2201	
SOFT AC/EZ		465 ( 1)	465 ( 1)	4.1	4.5	WLJE-F (C) 105.5	VALPARAISO, IN	0.4/0.7/ 74/ 652	
HISPANIC	234 ( 3)	356 ( 1)	590 ( 4)	5.2	3.4	WLLI-F (AOR) 96.7	JOLIET	0.3/1.0/ 37/ 700	
						WOPA (SP) 1200	CHICAGO	0.3/1.0/ 36/ 655	
OLDIES		767 ( 2)	767 ( 2)	6.8	3.9	WVON (B) 1450	CHICAGO	0.8/1.0/ 96/ 681	
FULL SVC/VARIETY STANDARDS	877 ( 1)		877 ( 1)	7.8	7.5				
RELIG/GOSPEL	562 ( 2)		562 ( 2)	5.0	4.9				
		107 ( 1)	107 ( 1)	0.9	1.3				
CLASSICAL		284 ( 2)	284 ( 2)	2.5	3.1				
JAZZ		321 ( 1)	321 ( 1)	2.8	3.7				
OTHERS/UNKNOWN				0.0	0.8				
TOTALS	3533 (14)	7761 (27)	11294 (41)						

DUOPOLY REPORT	12+	25-54	REVENUE
WJJD, WJMK-F, WUSN-F (Infinity)	10.5%	10.9%	14.2%
WMVP, WLUP-F, WWBZ-F (Evergreen)	6.8%	7.7%	11.8%
WSCR, WSBC, WXRT-F (Diamond)	4.2%	6.3%	4.7%
WCKG-F, WYSY-F (Cox)	5.2%	7.7%	4.3%
WVAZ-F, WJPC, WJPC-F (Broadcasting Partners)	5.0%	5.7%	5.1%
	31.7%	38.3%	40.1%

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, News	CBS, \$ 265.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, Black Oldies	AURN, \$ NA (Mc-Guild)	Gannett
WGN, 720, 50 KW	, Full Service	ABC, \$ 400.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, Hispanic	, \$ 94.00 (Katz)	Tichenor
WJJD, 1160, 50 KW/4 KW (DA-2)	, Standards	UNISTR, \$ 97.00 (Katz)	Infinity
WLS, 890, 50 KW	, Talk	ABC, \$ 175.00 (Banner)	Cap. Cities/ABC
WMAQ, 670, 50 KW	, News/Sports	NBC, CNN, \$ 210.00 (Group W)	Westinghouse
WMVP, 1000, 50 KW (DA-2)	, Sports	, \$ 90.00 (MMR)	Evergreen
WSCR, 820, 5 KW (DAYS)	, Sports	, \$ 120.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, Hispanic	CBS, CRC, \$ 50.00 (Lotus)	Lotus

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1555, CHR		CBS, \$ 225.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1581, Classic ADR		, \$ 198.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171, Classical/Fine Arts		, \$ 105.00 (D&R)	
WGCI, 107.5, 33 KW @ 600, Black		, \$ 329.00 (Mc-Guild)	Gannett
WJMK, 104.3, 4.0 KW @ 820, Oldies		UNISTR, \$ 295.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 367, Black		, \$ 48.00 ( --- )	Johnson Publ. (LANSING)
WKQX, 101.1, 6 KW @ 1171, ADR - New Rock		Source, \$ 185.00 (D&R)	Emmis
WLIT, 93.9, 4 KW @ 1581, Soft AC		, \$ 238.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528 --- See WLS - AM			
WLUP, 97.9, 6 KW @ 1171, Talk/AOR		, \$ 305.00 (MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1191, Classical		, \$ 125.00 (CMBS)	
WNUA, 95.5, 8 KW @ 1171, Jazz		, \$ 245.00 (D&R)	Pyramid
WOJO, 105.1, 8 KW @ 1174, Hispanic		, \$ 140.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8 KW @ 1171, AC/CHR		, \$ 158.00 (Eastman)	Century
WTHX, 101.9, 4.2 KW @ 1558, AC		, \$ 145.00 (Mc-Guild)	Bonneville
WUSN, 99.5, 6 KW @ 1171, Country		, \$ 355.00 (Torbet)	Infinity
WVAZ, 102.7, 6 KW @ 1171, Black/AC		UPI, \$ 265.00 (Banner)	Broadcasting Partners
WNBZ, 103.5, 4.3 KW @ 1548, ADR		, \$ 168.00 (Eastman)	Evergreen
WXRT, 93.1, 7 KW @ 1309, ADR - P		, \$ 195.00 (CBS)	Diamond
WYSY, 107.9, 23 KW @ 741, AC		, \$ 85.00 ( --- )	Cox (AURORA)

Miscellaneous: WLS A/F ceased simulcasting in June 1994. . . WJPC A/F sold by Johnson Publishing to Broadcasting Partners (D) for \$8,000,000 (Dugan). . .

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,528,500  
 MSA Rank/Pop: 30/1,880,000  
 ADI # 31  
 Average Person Ratings: 16.7  
 Market TSL: 21.75 hours

Stations: 31/24  
 Diaries: 2301/664:1/56.0%  
 Sample Target: 2185  
 % Below Line: 5.1  
 % Not Listed: 10.4

1993 Revenue: \$64,400,000  
 HH Inc.: \$32,844  
 Retail \$: 15.0 Bill  
 Pop per Station: 63,688  
 #1 Bitter: LWL A/A \$16,500,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WLW (T/FS)	327/12.8	11.4	9.7	11.1	11.8	11.3	372/5413	4762/31.2	26.8	33.3	J	WLW
2. WEBN-F (AOR)	218/ 8.6	6.1	6.4	8.0	7.5	7.3	229/3547	3284/21.5	18.3	20.0	G	WEBN-F
3. WUBE-AF (C)	200/ 7.9	10.3	10.5	9.2	10.1	9.5	231/3219	2829/18.5	21.0	20.8	G	WUBE-AF
4. WKRQ-F (CHR)	187/ 7.3	6.0	6.9	6.3	6.6	6.6	205/3902	3498/22.9	21.1	22.8	G	WKRQ-F
5. WGRR-F (O)	174/ 6.8	6.6	6.7	7.2	6.6	6.8	186/2765	2522/16.5	16.9	17.1	G	WGRR-F
6. WIZF-F (B)	136/ 5.3	6.6	5.9	6.9	6.0	6.5	136/1687	1672/10.9	10.3	11.1	O	WIZF-F
7. WCKY (N/T)	132/ 5.2	2.7	2.5	3.0	2.9	3.4	136/2039	1942/12.7	10.4	9.7	E	WCKY
8. WPPT-F (O)	118/ 4.6	1.8	3.6	2.9	3.1	3.2	122/2107	2013/13.2	9.7	9.9	E	WPPT-F
9. WSAI (ST)	111/ 4.4	5.1	5.0	6.5	5.3	5.3	114/1335	1278/ 8.4	10.0	10.3	B	WSAI
10. WRRM-F (AC)	106/ 4.2	5.2	4.1	4.9	4.4	4.6	115/1971	1831/12.0	11.4	12.6	E	WRRM-F
11. WYGY-F (C)	93/ 3.7	3.8	3.1	1.1	2.3	2.9	101/1926	1731/11.3	8.2	8.0	B	WYGY-F
12. WOFX-F (CL AOR)	92/ 3.6	4.2	5.8	6.0	6.7	4.9	106/2296	2063/13.5	18.7	18.9	E	WOFX-F
13. WNK-F (AC)	84/ 3.3	4.0	3.4	4.3	6.0	3.8	88/2044	1929/12.6	11.3	15.7	F	WNK-F
14. WAQZ-F (AOR-NR)	37/ 1.5	1.3	1.3	2.6	1.4	1.7	38/849	835/ 5.5	5.6	5.6		WAQZ-F
15. WAKW-F (REL)	35/ 1.4	1.5	1.3	1.5	1.4	1.4	37/785	707/ 4.6	4.6	3.8		WAKW-F

12+ FM SHARE (METRO): 71.11% (1622 of 2281) (SPG 93: 72.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F	1 WEBN-F	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW	> 1 WLW	1 WLW	> 1 WLW	1 WLW	>> 1 WLW
2 WIZF-F	>> 2 WKRQ-F	2 WLW	2 WKRQ-F	2 WEBN-F	2 WGRR-F	2 WEBN-F	2 WEBN-F	2 WEBN-F	2 WIZF-F	< 2 WUBE-F
3 WEBN-F	3 WIZF-F	3 WUBE-AF	3 WUBE-AF	3 WUBE-AF	3 WUBE-AF	3 WUBE-AF	3 WUBE-AF	3 WKRQ-F	3 WEBN-F	3 WEBN-F
4 WUBE-AF	< 4 WKRQ-F	4 WGRR-F	4 WGRR-F	4 WGRR-F	4 WCKY	< 4 WKRQ-F	4 WGRR-F	4 WGRR-F	4 WKRQ-F	4 WCKY
5 WLW	5 WGRR-F	< 5 WKRQ-F	5 WKRQ-F	5 WKRQ-F	5 WSAI	5 WGRR-F	5 WLWA	< WUBE-AF	5 WUBE-AF	5 WGRR-F
6 WPPT-F	6 WPPT-F	6 WPPT-F	6 WPPT-F	6 WPPT-F	6 WCKY	6 WKRQ-F	6 WCKY	6 WCKY	6 WGRR-F	6 WIZF-F
7 WOFX-F	7 WIZF-F	7 WRRM-F	7 WRRM-F	7 WRRM-F	7 WSAI	7 WSAI	7 WSAI	< 7 WIZF-F	7	7
8 WYGY-F	8	8	8	8	8	8	8 WRRM-F	< 8	8	8
9	9	9	9	9	9	9	9 WPPT-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F	1 WKRQ-F	1 WKRQ-F	1 WUBE-AF	1 WUBE-AF	1 WEBN-F	1 WEBN-F	>> 1 WEBN-F	1 WEBN-F	1 WLW
2 WEBN-F	2 WUBE-AF	< 2 WUBE-AF	2 WKRQ-F	2 WKRQ-F	2 WIZF-F	2 WLW	> 2 WLW	2 WLW	> 2 WEBN-F
3 WIZF-F	3 WEBN-F	< 3 WRRM-F	3 WRRM-F	3 WGRR-F	3 WKRQ-F	3 WKRQ-F	3 WKRQ-F	3 WPPT-F	3 WGRR-F
4 WYGY-F	4 WIZF-F	4 WEBN-F	4 WEBN-F	4 WRRM-F	4 WOFX-F	4 WOFX-F	4 WOFX-F	4 WGRR-F	< 4 WUBE-AF
5 WUBE-AF	5 WRRM-F	5 WIZF-F	5 WGRR-F	5 WNK-F	5 WPPT-F	5 WPPT-F	5 WUBE-AF	5 WOFX-F	5 WPPT-F
6	6 WYGY-F	6 WNK-F	6 WIZF-F	6 WLW	6 WLW	6 WIZF-F	6 WPPT-F	6 WKRQ-F	6 WOFX-F
7	7 WPPT-F	7	7 WNK-F	7 WEBN-F	7	7	7 WCKY	7 WUBE-AF	7 WKRQ-F
8	8	8	8	8 WIZF-F	8	8	8 WYGY-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	..	..	----	-	%		SHARE/RTG/AQH/CUME		
AC		190 ( 2)	190 ( 2)	8.3	11.5	WAQZ (T) 1360 CINCINNATI	0.3/1.1/ 8/ 174		
AOR/CLASSIC		365 ( 4)	365 ( 4)	16.0	18.5	WBND (ST) 1160 FLORENCE, KY	1.0/2.2/ 26/ 334		
COUNTRY	12 ( 2)	362 ( 5)	374 ( 7)	16.4	15.3	WCIN (B) 1480 CINCINNATI	0.8/2.5/ 20/ 384		
NEWS/TALK	141 ( 2)		141 ( 2)	6.2	10.2	WCVG (C) 1320 COVINGTON, KY	0.4/0.6/ 10/ 96		
CHR		198 ( 2)	198 ( 2)	8.7	7.7	WIOK-F (G) 107.5 FALMOUTH, KY	0.3/0.8/ 12/ 195		
BLACK/URBAN		145 ( 2)	165 ( 3)	7.2	8.1	WMOH (T) 1450 HAMILTON	0.4/1.2/ 9/ 198		
SOFT AC/EZ	20 ( 1)	19 ( 1)	19 ( 1)	0.8	3.4	WNKR-F (C) 106.5 WILLIAMSTOWN, KY	0.5/1.2/ 12/ 197		
HISPANIC						WNLT-F (REL) 104.3 HARRISON	0.3/1.3/ 8/ 205		
OLDIES		292 ( 2)	292 ( 2)	12.8	7.3	SEE DAYTON FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY	341 ( 2)		341 ( 2)	14.9	14.0	WGTZ-F 0.4/3.1	WPFB-F 1.3/4.5		
STANDARDS	137 ( 2)		137 ( 2)	6.0	1.9	WHKO-F 1.0/3.9	WROU-F 0.6/1.3		
RELIG/GOSPEL		51 ( 3)	51 ( 3)	2.2	2.0	WLQT-F 0.7/2.0	WTUE-F 0.7/3.3		
CLASSICAL						WPFB 0.6/1.6			
JAZZ									
OTHERS/UNKNOWN	8 ( 1)		8 ( 1)	0.4	---				
TOTALS	659 (10)	1622 (21)	2281 (31)						

CINCINNATI  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WLW, WCKY, WEBN-F, WPPT-F (Jacor)	31.2%	32.6%	40.8%
WJBE A/F, WYGY-F (Chancellor)	11.6%	13.2%	11.3%
WWNK-F, WKRQ-F (Citicasters)	10.6%	11.6%	14.8%
WAQZ, WAQZ-F, WSAI (Local duop, SMA'd to Jacor)	6.2% ----- 59.6%	2.6% ----- 60.0%	2.3% ----- 69.2%

RADIO STATIONS  
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AM STATIONS  
 .....

WCIN, 1480, 5 KW/500 W (DA-2), Black				\$ 20.00 ( --- )	
WSAI, 1530, 50 KW (DA-N), Standards			CBS, NBC,	\$ 54.00 (Mc-Guild)	
WBND, 1160, 5 KW/1 KW (DA-2), Standards			SMN,	\$ 23.00 (Roslin)	(FLORENCE, KY)
WLW, 700, 50 KW, Talk/Full Service			AP, ABC,	\$240.00 (Eastman)	Jacor
WCKY, 550, 5 KW/1KW (DA-2), Talk			ABC, CNN,	\$ NA (Eastman)	Jacor

FM STATIONS  
 .....

WAKW, 93.3, 50 KW @ 500, Religion				\$ NA ( --- )	
WAQZ, 107.1, 3 KW @ 298, AOR - New Rock				\$ 25.00 (K & P)	(MILFORD)
WEBN, 102.7, 17 KW @ 876, AOR				\$165.00 (Eastman)	Jacor
WGRR, 103.5, 20 KW @ 790, Oldies				\$125.00 (Banner)	Dalton (HAMILTON)
WIMJ, 92.5, 16 KW @ 909, Oldies - 70's			CBS,	\$ 59.00 (Mc-Guild)	Jacor
WIZF, 100.9, 1.2 KW @ 466, Black			ABC,	\$ 47.00 (D&R)	(ERLANGER, KY)
WKRQ, 101.9, 16 KW @ 876, CHR			ABC,	\$111.00 (Katz)	Citicasters
WDFX, 94.9, 11 KW @ 1056, Classic AOR				\$ 90.00 (Katz)	Heritage
WRRM, 98.5, 18 KW @ 807, AC				\$ 84.00 (Banner)	Susquehanna
WJBE, 105.1, 11 KW @ 918, Country			ABC,	\$160.00 (Christal)	Chancellor
WWNK, 94.1, 32 KW @ 600, AC				\$103.00 (MHR)	Citicasters
WYGY, 96.5, 20 KW @ 810, Country				\$ 35.00 (Christal)	Chancellor (HAMILTON)

Miscellaneous: 6 counties were added to the metro as of the Fall reports . . . WWNK-F sold by Secret to Great American for KBP1-F in Denver plus \$3,800,000 (D) (E) . . . WIMJ-F sold by Federated to Jacor for \$9,500,000 (D) . . . WCKY (1530) sold by Federated to owners of WSAI, WAQZ-F for \$1,000,000 (D) . . . WJBE A/F, WYGY-F sold by American Media to Chancellor for \$39,600,000 (E) (D) (Star) . . . WIMJ-F changes from Soft AC to 70's Oldies (April) . . . WLWA changes calls to WCKY . . . WSAI calls move to 1530 . . . The old WSAI (1360) now programs Children's Radio. . . WJBE A/F, WYGY-F sold by American Media to Chancellor (D) for \$27,000,000 (E) (Star). . . WIZF-F sold out of receivership for \$4,000,000 (Crisler; Foreman) . . . WIMJ-F changes calls to WPPT-F (May). . .

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,758,200  
 MSA Rank/Pop: 20/1,820,000  
 ADI # 12  
 Average Person Ratings: 18.1  
 Market TSL: 24.00 hours

Stations: 25/21  
 Diaries: 2252/781:1/57.1%  
 Sample Target: 2085  
 % Below Line: 2.2%  
 % Not Listed: 11.0%

1993 Revenue: \$61,600,000  
 HH Inc.: \$33,236  
 Retail \$: 14.3 Bil  
 Pop per Station: 83,724  
 #1 Biller: WMJI-F \$7,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WGAR-F (C)	284/ 8.9	8.3	10.1	9.0	8.8	9.1	364/4637	3308/18.8	18.9	20.0	G	WGAR-F
2. WMJI-F (O)	255/ 8.0	7.5	7.5	8.4	8.4	7.9	323/4918	3651/20.8	19.4	18.0	H	WMJI-F
3. WDOK-F (SAC)	238/ 7.5	7.6	7.7	6.6	7.2	7.4	333/4408	3064/17.4	16.8	15.9	G	WDOK-F
4. WRMR (ST/FS)	221/ 6.9	6.5	6.1	6.5	6.0	6.5	259/2478	1996/11.4	10.6	11.0	C	WRMR
5. WZAK-F (B)	214/ 6.7	6.7	7.4	7.7	7.3	7.1	272/3296	2467/14.0	13.5	14.5	G	WZAK-F
6. WMMS-F (AOR)	213/ 6.7	7.4	5.9	5.3	5.2	6.3	267/4606	3517/20.0	21.2	17.2	H	WMMS-F
7. WLTF-F (AC)	192/ 6.0	6.2	6.5	5.0	5.2	5.9	256/3681	2677/15.2	17.4	16.9	G	WLTF-F
8. WNCX-F (CL AOR)	189/ 5.9	6.9	5.9	4.7	5.3	5.9	285/4584	3137/17.8	17.4	16.5	F	WNCX-F
9. WQAL-F (AC)	164/ 5.1	5.7	5.4	5.2	5.4	5.4	206/4173	3087/17.6	18.5	17.9	F	WQAL-F
10. WWWE (H/T)	139/ 4.4	4.8	4.3	4.4	5.3	4.5	186/2775	1961/11.2	13.0	16.2	E	WWWE
11. WZJM-F (CHR)	133/ 4.2	4.3	4.3	5.2	4.7	4.5	155/3158	2620/14.9	14.1	17.3		WZJM-F
12. WKNR (SPRIS)	127/ 4.0	2.3	2.2	3.6	3.8	3.0	172/2970	2138/12.2	8.5	12.4	C	WKNR
13. WNWV-F (J)	91/ 2.9	2.8	3.8	3.6	2.3	3.3	109/1746	1357/ 7.7	10.0	7.0	C	WNWV-F
14. WENZ-F (CHR)	74/ 2.3	3.3	2.6	3.0	2.7	2.8	122/2418	1588/ 9.0	8.1	9.0	B	WENZ-F
15. WJMO (B/O)	67/ 2.1	1.7	2.1	2.9	1.7	2.2	67/1012	1007/ 5.7	5.5	5.4		WJMO
16. WCLV-F (CL)	52/ 1.6	2.4	3.0	2.0	2.7	2.3	67/1249	992/ 5.6	7.5	6.4	C	WCLV-F
17. WABQ (G)	35/ 1.1	1.4	1.0	1.2	0.6	1.2	35/379	379/ 2.2	1.8	1.6		WABQ
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.81% (2179 of 2837) (SPG 93: 74.22%)

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

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

CLEVELAND  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS				METRO CUME	TSA TSA
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AC		356 ( 2)	356 ( 2)	12.5	11.8	WEOL (FS)	930	ELYRIA		0.8/2.4/	29/ 482
AOR/CLASSIC		432 ( 3)	432 ( 3)	15.2	12.9	WERE (T)	1300	CLEVELAND		0.6/3.5/	20/ 635
COUNTRY		306 ( 3)	306 ( 3)	10.8	9.8	WHK (T)	1420	CLEVELAND		0.7/3.7/	24/ 744
NEWS/TALK	308 ( 4)		308 ( 4)	10.9	13.6	WZLE-F (REL)	104.9	LORAIN		0.3/1.3/	13/ 240
CHR		224 ( 3)	224 ( 3)	7.9	8.7	WKDD-F (CHR)	96.5	AKRON		0.5/4.3/	89/2231
BLACK/URBAN	67 ( 1)	214 ( 1)	281 ( 2)	9.9	9.9	WKY-F (C)	104.9	GENEVA		0.3/1.2/	23/ 367
SOFT AC/EZ		238 ( 1)	238 ( 1)	8.4	8.0	WONE-F (ADR)	97.5	AKRON		0.9/5.0/	185/2785
HISPANIC						WOMX-F (C)	94.9	MEDINA		0.3/2.0/	147/1814
OLDIES	255 ( 1)		255 ( 1)	9.0	9.3						
FULL SVC/VARIETY	27 ( 1)		27 ( 1)	1.0	2.6						
STANDARDS	221 ( 1)		221 ( 1)	7.8	6.7						
RELIG/GOSPEL	35 ( 1)	11 ( 1)	46 ( 2)	1.6	0.6						
CLASSICAL		52 ( 1)	52 ( 1)	1.8	3.0						
JAZZ		91 ( 1)	91 ( 1)	3.2	2.6						
OTHERS/UNKNOWN					0.4						
TOTALS	913 ( 9)	2179 (16)	2837 (25)								

DUOPOLY REPORT	12+	25-54	REVENUE
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WHK, WMJI-F, WMMS-F (OmniAmerica)	15.4%	19.5%	25.6%
WZAK-F, WZJM-F, WJMO (Zapis)	13.0%	11.9%	12.1%
	28.4%	31.4%	37.7%

RADIO STATIONS  
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AM STATIONS  
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WABO, 1540, 1 KW (DAYS)	, Gospel	AURN, \$ 21.00 ( --- )	
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, MBS, \$ 39.00 (Mc-Guild)	Clear Channel
WHK, 1420, 5 KW (DA-N)	, Business News	TALKNT, BRN, \$ 43.00 (Katz)	OmniAmerica
WJMO, 1490, 1 KW	, Black/Oldies	ABC, \$ 27.00 (HMR)	Zapis
WKHR, 1220, 50 KW (DA-N)	, Sports	ABC, CBS, \$ 40.00 (Eastman)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Standards	AP, UNISTR, \$ 39.00 (HMR)	
WWE, 1100, 50 KW	, News/Talk	CBS, ABC, \$ 71.00 (Christal)	Secret

FM STATIONS  
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WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 60.00 (CMBS)	
WDOX, 102.1, 12 KW @ 1004	, Soft AC	, \$152.00 (HMR)	
WENZ, 107.9, 70 KW @ 390	, CHR-New Rock	Source, UNISTR, \$ 58.00 (Torbet)	Ardman
WGAR, 99.5, 50 KW @ 500	, Country	ABC, \$155.00 (D & R)	Nationwide
WZJM, 92.3, 40 KW @ 236	, CHR/Urban	ABC, \$ 50.00 (HMR)	Zapis
WLTF, 106.5, 11 KW @ 1059	, AC	AP, \$161.00 (Christal)	Secret
WMJI, 105.7, 27 KW @ 899	, Oldies	NBC, \$180.00 (Katz)	OmniAmerica
WMMS, 100.7, 34 KW @ 600	, AOR	NBC, Source, \$184.00 (Katz)	OmniAmerica
WNCX, 98.5, 16 KW @ 961	, Classic AOR	ABC, MBS, \$102.00 (Mc-Guild)	Clear Channel
WNWV, 107.3, 50 KW @ 466	, Jazz	CBS, \$ 58.00 (Torbet)	(ELYRIA)
WQAL, 104.1, 11 KW @ 1059	, AC/CHR	UNISTR, \$ 89.00 (Banner)	Fairfield/ML
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$115.00 (D & R)	Zapis

Miscellaneous: WJMO-F changes to WZJM-F (Feb) . . .

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/358,500  
 MSA Rank/Pop: 108/444,000  
 ADI # 98 (w/Pueblo)  
 Average Person Ratings: 15.8  
 Market TSL: 21.00 hours

Stations: 18/16  
 Diaries: 986/364:1/58.0%  
 Sample Target: 1040  
 % Below Line: 4.8  
 % Not Listed: 19.0

1993 Revenue: \$11,600,000  
 HH Inc.: \$31,395  
 Retail \$: 3.7 Bil  
 Pop per Station: 22,406  
 #1 Biller: KKCS-AF \$2,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KKCS-F (C)	60/10.6	10.6	13.0	17.2	17.2	12.9	86/1098	799/22.3	21.9	29.3	D	KKCS-F
2. KKM-F (CHR)	54/ 9.5	9.4	8.5	9.8	9.3	9.3	84/1225	818/22.8	18.5	18.8	B	KKMG-F
3. KVUU-F (AC/CHR)	52/ 9.2	5.0	7.3	3.8	3.8	6.3	61/887	683/19.1	18.5	13.0	B	KVUU-F
4. KKF-F (CL ADR)	46/ 8.1	8.5	8.9	10.5	9.8	9.0	60/954	700/19.5	20.1	20.5	C	KKFM-F
5. KSPZ-F (O)	42/ 7.4	9.4	7.1	7.2	6.2	7.8	59/897	680/19.0	17.9	15.6	C	KSPZ-F
6. KILO-F (ADR)	39/ 6.9	7.1	6.7	6.9	6.2	6.9	65/775	506/14.1	16.1	15.2	B	KILO-F
7. KVOR (N/T)	37/ 6.5	5.7	7.5	5.5	6.2	6.3	40/571	541/15.1	15.0	14.9	B	KVOR
8. KKLI-F (SAC)	32/ 5.6	6.1	5.0	6.0	6.0	5.7	43/766	626/17.5	13.8	14.3	B	KKLI-F
9. KRDO-F (EZ/SAC)	22/ 3.9	4.9	5.2	5.0	5.0	4.8	28/491	362/10.1	10.5	12.3	B	KRDO-F
10. KOA (N/T)	21/ 3.7	4.2	4.1	4.5	3.8	4.1	33/624	412/11.5	14.3	10.5		KOA
11. KBIQ-F (REL)	12/ 2.1	2.6	3.2	2.2	0.7	2.5	13/243	218/ 6.1	7.3	2.6	A	KBIQ-F
12. KIKX-AF (C)	11/ 1.9	3.6	2.3	3.4	5.5	2.6	13/361	319/ 8.9	7.3	11.0		KIKX-AF
13. KCMN (ST)	8/ 1.4	1.4	2.1	2.4	1.4	1.8	8/131	131/ 3.7	2.4	2.7	A	KCMN
14. KHII-F (C)	8/ 1.4	1.0	1.1	1.5	1.2	1.3	8/255	215/ 6.0	6.5	5.6		KHII-F

12+ FM SHARE (METRO): 83.48% (384 of 460) (SPG 93: 84.71%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC ADR/CLASSIC		52 ( 1)	52 ( 1)	11.3	4.6	KGFT-F (REL)	100.7 PUEBLO 0.5/3.0/ 3/ 153
COUNTRY	10 ( 2)	85 ( 2)	85 ( 2)	18.5	18.7	KRDO (C)	1240 COLORADO SPGS 1.2/4.0/ 8/ 155
NEWS/TALK	58 ( 2)	82 ( 4)	92 ( 6)	20.0	22.7	KCCY-F (C)	96.9 PUEBLO 1.1/4.9/ 47/ 559
CHR BLACK/URBAN		54 ( 1)	54 ( 1)	11.7	16.9		
SOFT AC/EZ HISPANIC		54 ( 2)	54 ( 2)	11.7	12.9		
OLDIES FULL SVC/VARIETY		42 ( 1)	42 ( 1)	9.1	7.2		
STANDARDS	8 ( 1)		8 ( 1)	1.7	1.6		
RELIG/GOSPEL		15 ( 2)	15 ( 2)	3.3	2.0		
CLASSICAL					0.4		
JAZZ					0.4		
OTHERS/UNKNOWN					0.4		
TOTALS	76 ( 5)	384 ( 13)	460 ( 18)				

COLORADO SPRINGS

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DUOPOLY REPORT	12+	25-54	REVENUE
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KVOR, KSPZ-F, KTWK, KVUU-F (Pourtales)	23.1%	26.7%	20.4%
KKFM-F, KKMKG-F (Citadel)	17.6%	16.8%	22.4%
	40.7%	43.5%	42.8%

RADIO STATIONS

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KCMN, 1530, 1 KW (DAYS)	, Standards	UNISTR, CNN	, \$ 14.00 (K & P)	
KRDO, 1240, 1 KW (DA-1)	, Country	ABC, MBS	, \$ 12.00 (D & R)	
KTWK, 740, 3.5 KW/1.6 KW(DA-2)	, Talk	CNN, UNISTR	, \$ 15.00 (Katz)	Pourtales
KVOR, 1300, 5 KW/1 KW	, News/Talk	ABC, CBS	, \$ 27.00 (Katz)	Pourtales
KBIQ-F, 96.1, .5 KW @ 2014	, Religion		, \$ 13.00 ( --- )	(FOUNTAIN)
KGFT-F, 100.7, 13 KW @ 2122	, Religion		, \$ 19.00 ( --- )	(PUEBLO)
KIKX-F, 102.7, 100 KW @ 2001	, Country		, \$ 22.00 (Torbet)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2109	, AOR		, \$ 33.00 (Eastman)	Bahakel
KKCS-F, 101.9, 79 KW @ 2178	, Country		, \$ 54.00 (Torbet)	Walton
KKFM-F, 98.1, 71 KW @ 2289	, AOR - Classic		, \$ 40.00 (Christal)	Citadel
KKLI-F, 106.3, 1.6 KW @ 2224	, Soft AC		, \$ 25.00 (D & R)	Tippie (WIDEFIELD)
KKMG-F, 98.9, 70 KW @ 2299	, CHR		, \$ 24.00 (Christal)	Citadel (PUEBLO)
KHII-F, 105.5, .4 KW @ 2293	, Country	ABC	, \$ 17.00 (D & R)	(SECURITY)
KRDO-F, 95.1, 96 KW @ 2011	, EZ/Soft AC	ABC	, \$ 22.00 (D & R)	
KSPZ-F, 92.9, 72 KW @ 2129	, Oldies	UNISTR	, \$ 34.00 (Katz)	Pourtales
KVUU-F, 99.9, 68 KW @ 2001	, AC/CHR		, \$ 26.00 (Katz)	Pourtales (PUEBLO)

KOA -- See Denver

Miscellaneous: KKMKG-F (Pueblo) sold to Citadel for \$913,000 (D). . .



COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/391,100

Stations: 17/15  
Diaries: 1149/340:1/52.8%  
Sample Target: 1105  
% Below Line: 0.6  
% Not Listed: 13.3

1993 Revenue: \$15,400,000  
HM Inc.: \$32,729  
Retail \$: 4.1 Bil  
Pop per Station: 26,073  
#1 Biller: WDM-F \$3,000,000

MSA Rank/Pop: 103/471,000  
ADI # 86  
Average Person Ratings: 16.9  
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WDM-F (B)	113/17.1	16.5	16.7	20.5	20.5	17.7	219/2041	1001/25.6	25.6	24.9	E	WDM-F
2. WCOS-F (C)	81/12.2	12.0	12.6	14.2	13.3	12.8	143/1785	937/24.0	26.0	25.4	D	WCOS-F
3. WNOK-F (CHR)	55/ 8.3	7.9	6.3	7.5	8.7	7.5	82/1299	835/21.4	17.2	22.1	C	WNOK-F
4. WTCB-F (AC)	52/ 7.9	6.7	6.4	7.6	7.5	7.2	75/947	608/15.5	15.5	18.9	D	WTCB-F
5. WFMV-F (G)	39/ 5.9	5.0	3.1	---	---	4.7	48/513	379/ 9.7	7.1	---	A	WFMV-F
8. WSCQ-F (EZ)	37/ 5.6	5.1	8.1	4.4	3.7	5.8	43/549	449/11.5	12.9	9.8	A	WSCQ-F
7. WOMG-F (O)	36/ 5.4	4.7	6.4	5.3	4.6	5.5	43/700	569/14.5	16.3	13.1	C	WOMG-F
8. WARQ-F (AOR)	35/ 5.3	3.5	4.2	5.1	4.1	4.5	41/497	436/11.1	11.1	10.6	B	WARQ-F
WVOC (N/T)	35/ 5.3	7.1	7.0	6.0	7.7	6.4	49/687	513/13.1	17.1	16.1	C	WVOC
10. WMFX-F (CL AOR)	34/ 5.1	6.8	4.0	3.9	5.0	5.0	40/721	609/15.6	11.3	13.6	C	WMFX-F
11. WHKZ-F (C)	33/ 5.0	5.7	5.9	7.9	4.4	6.1	43/514	425/10.9	14.1	15.2	C	WHKZ-F
12. WOIC (B)	10/ 1.5	2.0	2.6	1.9	2.4	2.0	10/145	140/ 3.6	5.2	6.4	A	WOIC
13. WTDH (G)	4/ 0.6	1.7	1.9	3.2	3.4	1.9	5/121	104/ 2.7	7.0	6.8	A	WTDH
14.												
15.												

12+ FM SHARE (METRO): 90.94% (522 of 574) (SPG 93: 83.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDM-F>>	1 WDM-F>	1 WDM-F>	1 WDM-F	1 WDM-F	1 WDM-F<	1 WDM-F	1 WDM-F<	1 WDM-F	1 WDM-F>>	1 WDM-F>>
2 WCOS-F>	2 WNOK-F	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F>	2 WCOS-F>	2 WCOS-F>	2 WCOS-F>	2 WCOS-F
3 WNOK-F	3 WCOS-F<	3 WNOK-F	3 WTCB-F	3 WTCB-F<	3 WSCQ-F	3 WNOK-F<	3 WTCB-F<	3 WNOK-F	3	3 WSCQ-F
4	4 WARQ-F	4 WTCB-F	4 WOMG-F	4 WOMG-F	4 WOMG-F	4 WSCQ-F	4 WNOK-F<	4 WTCB-F	4	4 WFMV-F
5	5 WTCB-F	5 WMFX-F	5 WMFX-F	5 WNOK-F<	5 WTCB-F<	5 WTCB-F	5 WVOC	5 WOMG-F	5	5
6	6 WMFX-F	6	6	6 WNOK-F	6 WVOC	6	6	6	6	6
7	7	7	7	7 WFMV-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 WDM-F	1 WDM-F<	1 WDM-F	1 WDM-F	1 WTCB-F	1 WDM-F	1 WDM-F	1 WARQ-F	1 WDM-F>	1 WDM-F
2 WNOK-F	2 WNOK-F>	2 WNOK-F	2 WNOK-F	2 WDM-F	2 WARQ-F	2 WARQ-F<	2 WCOS-F	2 WCOS-F	2 WCOS-F>
3 WTCB-F	3 WTCB-F>	3 WTCB-F	3 WTCB-F	3 WOMG-F	3 WCOS-F	3 WCOS-F	3 WDM-F	3 WMFX-F<	3 WMFX-F
4	4 WCOS-F	4 WFMV-F	4 WCOS-F	4 WCOS-F<	4 WNOK-F	4 WMFX-F	4 WMFX-F	4 WARQ-F	4 WARQ-F
5	5 WFMV-F	5 WCOS-F	5 WFMV-F	5 WFMV-F	5	5 WNOK-F	5	5 WNOK-F	5 WVOC
6	6	6	6 WOMG-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
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AC		52 ( 1)	52 ( 1)	9.1	9.0	WCOS (C) 1400	COLUMBIA	0.5/2.1/	4/ 118
AOR/CLASSIC		69 ( 2)	69 ( 2)	12.0	10.6	WKWO-F (B) 93.1	BATESBURG	0.5/3.9/	3/ 250
COUNTRY	3 ( 1)	116 ( 3)	119 ( 4)	20.7	20.6				
NEWS/TALK	35 ( 1)		35 ( 1)	6.1	8.9	WKXC-F (C) 99.5	AIKEN	0.3/1.2/	8/ 169
CHR		55 ( 1)	55 ( 1)	9.6	10.1	WSPA-F (SAC) 98.9	SPARTANBURG	0.3/1.0/	3/ 101
BLACK/URBAN	10 ( 1)	116 ( 2)	126 ( 3)	22.0	26.4				
SOFT AC/EZ		39 ( 2)	39 ( 2)	6.8	4.3				
HISPANIC									
OLDIES		36 ( 1)	36 ( 1)	6.3	5.6				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	4 ( 1)	39 ( 1)	43 ( 2)	7.5	3.9				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.7				
TOTALS	52 ( 4)	522 (13)	574 (17)						

COLUMBIA, SC  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WCOS A/F, WHKZ-F, WVOC (Benchmark)	23.0%	23.0%	33.4%
WOIC, WNOK-F, WMFX-F (Local)	14.9%	14.8%	19.5%
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	37.9%	37.8%	52.9%

RADIO STATIONS  
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WOIC, 1230, 1 KW (DA-1)	, Black	, \$ 15.00 (Katz)	HMW
WTGH, 620, 1 KW/125 W (DA-1), Gospel		AURN, \$ 14.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, News/Talk	TALKNT, CNN, \$ 30.00 (Banner)	
WARQ-F, 93.5, 2.8 KW @ 443, AOR		, \$ 24.00 (Banner)	
WCOS-F, 97.5, 100 KW @ 984, Country		ABC, \$ 76.00 (Katz)	Benchmark
WFMV-F, 95.3, 3 KW @ 328, Gospel		, \$ 17.00 ( --- )	(S. CONGAREE)
WHKZ-F, 96.7, 3.3 KW @ 443, Country		, \$ 28.00 (K & P)	Benchmark
WKWQ-F, 93.1, 2.1 KW @ 561, Black/AC		UNISTR, \$ 16.00 (---)	(BATESBURG)
			(ST. ANDREWS)
WMFX-F, 102.3, 3 KW @ 321, AOR/Classic		, \$ 31.00 (D & R)	
WNOK-F, 104.7, 100 KW @ 1000, CHR		ABC, \$ 41.00 (Katz)	HMW
WOMG-F, 103.1, 3 KW @ 298, Oldies		MBS, \$ 30.00 (Torbet)	
WSCO-F, 100.1, 5.9 KW @ 331, EZ		CBS, \$ 22.00 (Eastman)	
WTCB-F, 106.7, 100 KW @ 787, AC		AP, \$ 51.00 (Christal)	Bloomington (ORANGEBURG)
WDM-F, 101.3, 100 KW @ 1322, Black		UNISTR, \$ 70.00 (D & R)	Radio Equity (SUMTER)
Miscellaneous: WOIC, WNOK-F sold by HMW to owner of WMFX-F for \$5,000,000 (0). . . WVOC sold to Benchmark for \$2,500,000. . . WARQ-F sold to Radio Equity for \$1,900,000. . .			

COLUMBUS, GA  
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Arbitron Rank/Pop (12+): 163/207,400  
MSA Rank/Pop: 163/273,000  
AD1 # 121  
Average Person Ratings: 16.1  
Market TSL: 21.50 hours

Stations: 14/13  
Diaries: 768/270:1/48.6%  
Sample Target: 640  
% Below Line: 1.5  
% Not Listed: 10.8

1993 Revenue: \$7,700,000  
HH Inc.: \$25,204  
Retail \$: 1.95 Bil  
Pop per Station: 15,954  
#1 Biller: WSTH-AF \$1,500,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WFXE-F (B)	50/15.0	----	11.7	----	9.9	----	66/812	569/27.4	0.0	25.3	B	WFXE-F
2. WGSY-F (AC)	40/12.0	----	11.7	----	12.7	----	52/693	518/25.0	0.0	28.0	C	WGSY-F
3. WKNF-F (C)	37/11.1	----	9.2	----	-----	----	47/595	387/18.7	0.0	18.7	A	WKNF-F
4. WVRK-F (ADR)	29/ 8.7	----	10.3	----	10.8	----	54/779	347/16.7	0.0	18.3	C	WVRK-F
WAGH-F (B/AC)	29/ 8.7	----	11.4	----	13.6	----	35/604	464/22.4	0.0	22.7	B	WAGH-F
6. WSTH-F (C)	25/ 7.5	----	11.7	----	15.7	----	79/1061	360/17.4	0.0	25.1	C	WSTH-F
7. WOKS (B)	22/ 6.6	----	6.1	----	7.2	----	25/294	243/11.7	0.0	13.4	A	WOKS
8. WCGQ-F (CHR)	21/ 6.3	----	4.7	----	7.8	----	45/734	382/18.4	0.0	18.3	B	WCGQ-F
9. WRCG (T)	20/ 6.0	----	8.9	----	3.3	----	22/314	267/12.9	0.0	16.1	A	WRCG
10. WEAM (G)	8/ 2.4	----	2.5	----	6.0	----	13/145	97/ 4.7	0.0	4.5	A	WEAM
11. WZHT-F (B)	5/ 1.5	----	0.6	----	-----	----	27/381	111/ 5.4	0.0	3.6		WZHT-F
WPXN (O)	5/ 1.5	----	-----	----	0.9	----	6/93	71/ 3.4	0.0	---	A	WPXN
13. WVFJ-F (REL)	4/ 1.2	----	1.1	----	1.2	----	8/240	89/ 4.3	0.0	4.5	A	WVFJ-F
14. WDAK (G)	3/ 0.9	----	1.4	----	-----	----	4/67	60/ 2.9	0.0	4.1	A	WDAK
15.												

12+ FM SHARE (METRO): 80.53% (240 of 298) (SPG 93: 79.27%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		40 ( 1)	40 ( 1)	13.4	13.0	NONE	
ADR/CLASSIC		29 ( 1)	29 ( 1)	9.7	11.2		
COUNTRY		62 ( 2)	62 ( 2)	20.8	24.3		
NEWS/TALK	20 ( 1)		20 ( 1)	6.7	10.0		
CHR		21 ( 1)	21 ( 1)	7.0	5.1		
BLACK/URBAN	22 ( 1)	84 ( 3)	106 ( 4)	35.6	33.0		
SOFT AC/EZ							
HISPANIC							
OLDIES	5 ( 1)		5 ( 1)	1.7	---		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL	11 ( 2)	4 ( 1)	15 ( 3)	5.0	4.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	58 ( 5)	240 ( 9)	298 (14)				

COLUMBUS, GA

DUOPOLY REPORT

NONE AS OF AUGUST 1994. . .

RADIO STATIONS

WEAM	,	1580,	2.3 KW/1 KW (DA-1)	,	Gospel	,	\$ 8.00 ( --- )	
WKKS	,	1340,	1 KW (DA-1)	,	Black/Oldies		AURN, \$ NA (Katz)	Davis
WPNX	,	1460,	5 KW/1 KW (DA-2)	,	Oldies		SMN, \$ 8.00 (Mc-Guild)	
WRGC	,	1420,	5 KW (DA-N)	,	Talk		ABC CBS, \$14.00 (Christal)	McClure
WAGH-F	,	98.3,	6 KW @ 328	,	Black/AC		SMN, \$18.00 (K & P)	(FT. MITCHELL)
WCGQ-F	,	107.3,	100 KW @ 1010	,	CHR		ABC, \$19.00 (Christal)	McClure
WFXE-F	,	104.9,	6 KW @ 289	,	Black		ABC, \$25.00 (Katz)	Davis
WGSY-F	,	100.1,	6 KW @ 328	,	AC		\$30.00 (Torbet)	Woodfin (PHOENIX CITY)
WKCN-F	,	99.3,	50 KW @ 493	,	Country		\$22.00 ( --- )	(LUMPKIN)
WSTH-F	,	106.1,	100 KW @ 981	,	Country		NBC ABC, \$34.00 (Katz)	(ALEX. CITY)
WVFJ-F	,	93.3,	100 KW @ 1250	,	Religion		\$ 9.00 (Regional)	(MANCHESTER)
WVRK-F	,	102.9,	100 KW @ 1519	,	AOR		UNISTR ABC, \$30.00 (Mc-Guild)	

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

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

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,197,200  
 MSA Rank/Pop: 38/1,420,000  
 ADI # 34  
 Average Person Ratings: 15.4  
 Market TSL: 20.50 hours

Stations: 27/24  
 Diaries: 1665/719:1/57.7%  
 Sample Target: 1645  
 % Below Line: 2.2  
 % Not Listed: 15.1

1993 Revenue: \$50,300,000  
 HH Inc.: \$34,830  
 Retail \$: 12.4 Bil  
 Pop per Station: 49,883  
 #1 Biller: WSNY-F \$9,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WNCI-F (CHR)	157/ 8.5	7.4	5.8	7.6	8.8	7.3	187/3255	2594/21.7	18.5	21.0	H	WNCI-F
2. WTVN (FS)	148/ 8.0	9.2	8.6	8.3	9.0	8.5	168/2597	2132/17.8	16.7	18.0	H	WTVN
3. WSNY-F (AC)	143/ 7.8	8.7	8.7	7.9	7.8	8.3	161/2404	2079/17.4	21.4	20.1	H	WSNY-F
WBZX-F (AOR)	143/ 7.8	5.8	5.7	5.2	5.7	6.1	176/2202	1743/14.6	13.6	14.3	E	WBZX-F
5. WCOL-F (C)	114/ 6.2	4.9	4.0	2.9	4.6	4.5	136/2226	1879/15.7	12.1	13.4	D	WCOL-F
6. WLVO-F (AOR)	112/ 6.1	7.6	6.7	6.9	8.3	6.8	128/2229	1860/15.5	16.1	18.3	G	WLVO-F
7. WHOK-F (C)	96/ 5.2	4.8	7.0	5.9	5.2	5.7	161/2227	1530/12.8	13.4	13.7	E	WHOK-F
8. WCKX-F (B)	86/ 4.7	5.7	2.8	3.5	3.2	4.2	86/1073	1063/ 8.9	6.7	8.5	B	WCKX-F
9. WBNS-F (O)	77/ 4.2	3.0	2.3	3.4	3.0	3.2	97/2051	1586/13.2	10.8	13.1	C	WBNS-F
10. WRVF-F (C)	61/ 3.3	4.3	7.0	5.1	5.0	4.9	61/1117	1073/ 9.0	13.5	10.7	E	WRVF-F
11. WVKO (B)	56/ 3.0	3.9	3.2	2.5	3.4	3.2	56/800	800/ 6.7	6.6	5.9	B	WVKO
12. WUCD-F (AOR-NR)	53/ 2.9	2.6	2.2	2.7	2.3	2.6	53/803	792/ 6.6	7.5	8.1	C	WUCD-F
13. WCLT-F (C)	49/ 2.7	2.5	4.1	5.1	2.8	3.6	102/1524	755/ 6.3	6.6	6.3	B	WCLT-F
14. WCEZ-F (SAC)	37/ 2.0	1.7	1.3	1.2	1.7	1.6	42/754	675/ 5.6	4.3	4.5	A	WCEZ-F
15. WAHC-F (CHR)	34/ 1.8	0.5	1.8	1.2	0.6	1.3	38/772	685/ 5.7	4.9	2.7		WAHC-F
16. WBNS (ST)	33/ 1.8	2.4	3.8	3.2	2.3	2.8	34/641	627/ 5.2	11.0	6.3	B	WBNS
17. WCOL (T)	32/ 1.7	1.6	3.1	3.2	2.1	2.4	32/553	553/ 4.6	6.1	6.8	A	WCOL
18. WLW (FS)	27/ 1.5	1.5	1.0	1.3	1.9	1.3	67/1162	564/ 4.7	3.4	6.9		WLW
19. WAKS-F (O)	21/ 1.1	2.4	3.1	2.3	3.2	2.2	23/713	625/ 5.2	9.0	10.2		WAKS-F
20. WMNI (C)	20/ 1.1	1.9	1.9	1.9	1.6	1.7	20/406	400/ 3.3	3.5	3.1	A	WMNI-F

12+ FM SHARE (METRO): 78.76% (1230 of 1562) (SPG 93: 75.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKX-F	1 WBZX-F	1 WNCI-F<	1 WNCI-F<	1 WNCI-F<	1 WTVN >	1 WTVN <	1 WTVN	1 WBZX-F	1 WBZX-F<	1 WTVN
WCOL-F	2 WNCI-F	2 WBZX-F	2 WSNY-F<	2 WSNY-F<	2 WSNY-F	2 WNCI-F	2 WSNY-F<	2 WNCI-F	2 WSNY-F<	2 WBZX-F
WAHC-F<	3 WLVO-F	3 WSNY-F<	3 WLVO-F	3 WLVO-F	3 WNCI-F<	3 WLVO-F<	3 WNCI-F	3 WSNY-F<	3 WCKX-F	3 WCKX-F
4 WBZX-F	4 WSNY-F	4 WLVO-F	4 WBZX-F	4 WTVN	4 WBNS-F	4 WSNY-F	4 WBZX-F	4 WCOL-F	4 WNCI-F	4 WSNY-F
5 WNCI-F	5 WCOL-F	5 WCOL-F	5 WCOL-F	5 WBZX-F<	5 WCOL-F	5 WBZX-F	5 WLVO-F	5 WLVO-F<	5 WCOL-F	5 WNCI-F
6	6 WUCD-F	6 WHOK-F	6 WTVN	6 WCOL-F	6 WHOK-F	6 WHOK-F<	6 WCOL-F	6 WTVN	6 WHOK-F	6 WLVO-F
7	7 WHOK-F	7 WTVN	7 WHOK-F	7 WHOK-F<	7	7 WCOL-F	7 WHOK-F<	7 WHOK-F	7 WTVN	7 WCOL-F
8	8 WCKX-F	8	8	8 WBNS-F	8	8	8 WBNS-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 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F<	1 WBZX-F	1 WBZX-F>	1 WBZX-F	1 WBZX-F	1 WLVO-F>
2 WCOL-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WCKX-F	2 WLVO-F>>	2 WNCI-F	2 WLVO-F>	2 WBZX-F<
WHOK-F	3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WCOL-F>	WLVO-F	3 WNCI-F	3 WCOL-F	3 WNCI-F	3 WTVN
4 WUCD-F	4 WHOK-F	4 WBZX-F	4 WHOK-F	4 WHOK-F	4 WNCI-F	4 WUCD-F	4 WHOK-F	4 WTVN	4 WNCI-F
5 WSNY-F	WBZX-F	5 WHOK-F	5 WCKX-F	5 WTVN	5 WCOL-F	5 WCKX-F	5 WUCD-F	5 WSNY-F	5 WBNS-F<
6 WBZX-F	6 WUCD-F	WLVO-F	6 WBZX-F	6 WCKX-F<	6	6 WTVN	6 WSNY-F	6 WBNS-F	6 WSNY-F
7 WCKX-F	7	7	7	7 WBNS-F	7	7 WSNY-F	7 WCKX-F	7	7
8	8	8	8	8	8	8	8	8	8

COLUMBUS, OH

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		143 ( 1)	143 ( 1)	9.2	9.0	WCLT (FS) 1430 NEWARK	0.5/1.2/ 10/ 148		
AOR/CLASSIC		308 ( 3)	308 ( 3)	19.7	20.1	WLOH (T) 1320 LANCASTER	0.3/1.1/ 6/ 131		
COUNTRY	20 ( 1)	327 ( 5)	347 ( 6)	22.2	18.4	WNKO-F (CHR) 101.7 NEWARK	0.7/1.2/ 12/ 174		
NEWS/TALK	38 ( 2)		38 ( 2)	2.4	----	WRZR-F (?) 103.1 JOHNSTOWN	0.7/2.2/ 17/ 387		
						WSWZ-F (O) 103.5 LANCASTER	0.5/2.3/ 11/ 292		
CHR		203 ( 3)	203 ( 3)	13.0	14.5				
BLACK/URBAN	56 ( 1)	86 ( 1)	142 ( 2)	9.1	7.6	WMRN-F (C) 106.9 MARION	0.4/1.0/ 50/ 609		
SOFT AC/EZ		37 ( 1)	37 ( 1)	2.4	2.3				
HISPANIC						WHIZ-F (SAC) 102.5 ZANESVILLE	0.4/1.0/ 24/ 430		
OLDIES		114 ( 4)	114 ( 4)	7.3	11.9				
FULL SVC/VARIETY	185 ( 3)		185 ( 3)	11.8	12.5				
STANDARDS	33 ( 1)		33 ( 1)	2.1	2.6				
RELIG/GOSPEL					0.9				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		12 ( 1)	12 ( 1)	0.8	---				
TOTALS	332 ( 8)	1230 (19)	1562 (27)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WNCL-F, WCOL A/F (Nationwide)	16.4%	17.0%	22.0%
WLOH, WHOK-F, WRVF-F (OmniAmerica)	8.8%	8.4%	13.9%
	25.2%	25.4%	35.9%

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), Standards	CBS, AP, \$ 26.00 (Banner)	Columbus Dispatch
WCOL, 1230, 1 KW, Talk	, \$ 21.00 (Christal)	Nationwide
WMNI, 920, 1 KW/500 W (DA-2), Country	MBS, NBC, \$ 23.00 (Eastman)	
WRFD, 880, 9 KW (DAYS, DA), Religion	, \$ 19.00 ( --- )	Salem
WTVN, 610, 5 KW (DA-N), Full Service	ABC, \$140.00 (Katz)	Great American
WVCO, 1580, 1 KW/250 W (DA-2), Black	UNISTR, AURN, \$ 28.00 (Mc-Guild)	Saga

FM STATIONS

WAHC, 107.1, 3 KW @ 328, CHR	, \$ NA (Torbet)	(CIRCLEVILLE)
WAKS, 106.7, 6 KW @ 328, 70's - Oldies	ABC, \$ 27.00 (Torbet)	(MARYSVILLE)
WBNS, 97.1, 21 KW @ 781, Oldies	CBS, \$ 44.00 (Banner)	Columbus Dispatch
WBZX, 99.7, 20 KW @ 781, AOR	, \$ 79.00 (Eastman)	
WCEZ, 107.9, 6 KW @ 285, Soft AC	, \$ 19.00 ( --- )	(DELAWARE)
WCKX, 106.3, 6 KW @ 328, Black	AURN, \$ 26.00 ( --- )	(LONDON)
WCLT, 100.3, 50 KW @ 390, Country	MBS, \$ 30.00 ( --- )	(NEWARK)
WCOL, 92.3, 22 KW @ 754, Country	, \$ 75.00 (Christal)	Nationwide
WHOK, 95.5, 50 KW @ 492, Country	AP, \$ 80.00 (D & R)	OmniAmerica (LANCASTER)
WLVG, 96.3, 18 KW @ 751, AOR	, \$150.00 (Katz)	Great American
WNCL, 97.9, 175 KW @ 561, CHR	AP, \$172.00 (MMR)	Nationwide
WRVF, 98.9, 3 KW @ 328, Country	, \$ 70.00 (D & R)	OmniAmerica (U. ARLINGTON)
WRZR, 103.1, 1.6 KW @ 443, Religion	SMN, \$ 19.00 (D & R)	(JOHNSTOWN)
WSNY, 94.7, 22 KW @ 754, AC	, \$180.00 (Mc-Guild)	Saga
WWCD, 101.1, 6 KW @ 328, AOR - New Rock	, \$ 35.00 (D & R)	(GROVE CITY)

Miscellaneous: WWHT-F changes calls to WAKS-F (Feb) . . . WAKS-F changes from CHR simulcast with WAHC-F to Oldies - 70's (April) . . . WCOL-F changed from Oldies to Country (Feb) . . .

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 130/286,800

Stations: 18/18  
Diaries: 853/336:1/46.9%  
Sample Target: 750  
% Below Line: 0.0  
% Not Listed: 17.5

1993 Revenue: \$8,500,000  
HH Inc.: \$28,747  
Retail \$: 2.8 Bil  
Pop per Station: 15,933  
#1 Biller: KRYS-AF \$2,000,000

MSA Rank/Pop: 132/363,000  
ADI # 123  
Average Person Ratings: 17.5  
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KRYS-F (C)	56/11.2	12.1	14.3	16.1	13.1	----	98/1127	824/28.7	28.3	32.2	D	KRYS-F
2. KOUL-F (C)	55/11.0	11.5	12.1	10.6	13.3	----	74/880	655/22.8	26.6	28.1	C	KOUL-F
KZFM-F (CHR)	55/11.0	11.9	12.1	10.4	12.9	----	77/988	769/26.8	28.1	31.1	C	KZFM-F
4. KLTG-F (O)	41/ 8.2	8.0	5.4	7.1	6.3	----	45/548	484/16.9	16.4	14.4	B	KLTG-F
5. KBSO-F (SP)	37/ 7.4	4.7	2.9	2.4	---	----	37/445	445/15.5	12.8	9.4	A	KBSO-F
6. KMXR-F (AC)	30/ 6.0	5.3	4.2	4.3	5.9	----	34/468	385/13.4	12.5	11.0	B	KMXR-F
7. KUNO-AF (SP)	28/ 5.6	5.5	7.0	8.6	7.2	----	51/511	409/14.3	13.0	14.2	B	KUNO-AF
KNCN-F (AOR/CL)	28/ 5.6	8.4	9.6	9.0	7.8	----	31/598	434/15.1	17.2	20.8	C	KNCN-F
9. KRAD-F (AOR)	23/ 4.6	0.6	2.5	1.4	2.7	----	24/327	268/ 9.3	4.7	8.7		KRAD-F
10. KEYS (N/T)	20/ 4.0	4.1	6.0	4.3	3.4	----	26/317	258/ 9.0	9.9	11.2	B	KEYS
11. KMIQ-F (SP)	9/ 1.8	3.9	2.5	4.5	3.0	----	11/281	252/ 8.8	8.4	9.4		KMIQ-F
12. KWVS-F (AOR-P)	8/ 1.6	0.6	2.1	2.0	2.1	----	8/242	164/ 5.7	4.6	5.5		KWVS-F
13. KXCC-F (?)	7/ 1.4	2.5	---	---	---	----	10/149	120/ 4.2	4.6	---	A	KXCC-F
14. KCCT (SP)	6/ 1.2	1.4	2.5	1.0	1.7	----	8/132	102/ 3.6	3.4	4.1	A	KCCT
KCTA (REL)	6/ 1.2	1.6	0.4	0.4	1.1	----	13/193	102/ 3.6	2.9	2.1	A	KCTA

12+ FM SHARE (METRO): 85.51% (354 of 414) (SPG 93: 80.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KZFM-F	1 KRYS-F<	1 KOUL-F	1 KOUL-F	1 KOUL-F	1 KZFM-F<	1 KRYS-F	1 KRYS-F<	1 KZFM-F>	1 KMXR-F
2 KRYS-F	2 KRYS-F<	2 KOUL-F<	KLTG-F<	KRYS-F<	2 KLTG-F	2 KRYS-F<	2 KOUL-F<	2 KOUL-F<	2 KOUL-F	2 KRYS-F
3 KOUL-F	3 KNCN-F<	3 KZFM-F<	3 KRYS-F<	3 KLTG-F	KRYS-F<	3 KOUL-F	3 KLTG-F	3 KZFM-F	3 KRYS-F	3 KOUL-F
4	4 KRAD-F	4 KLTG-F	4 KBSO-F	4 KBSO-F	4 KUNO-AF	4 KUNO-AF	4 KZFM-F	4 KLTG-F	4 KBSO-F	KBSO-F
5	5 KMXR-F	5 KBSO-F	5 KZFM-F	5 KZFM-F	5 KBSO-F	5 KLTG-F	5 KMXR-F	5 KBSO-F	5 KRAD-F	5 KUNO-AF
6	KOUL-F	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 KZFM-F	1 KZFM-F	1 KMXR-F	1 KZFM-F<	1 KRYS-F<	1 KRAD-F	1 KOUL-F<	1 KBSO-F	1 KOUL-F	1 KOUL-F
2 KRYS-F	2 KRYS-F	KZFM-F	2 KRYS-F	2 KMXR-F<	2 KZFM-F	2 KNCN-F	KOUL-F	2 KLTG-F	2 KLTG-F<
3 KNCN-F	3 KMXR-F	3 KRYS-F	3 KMXR-F	3 KLTG-F	3 KNCN-F	KRAD-F<	3 KNCN-F	3 KBSO-F<	3 KRYS-F
4 KRAD-F	4 KNCN-F	4 KLTG-F	4 KLTG-F	KZFM-F	KOUL-F	4 KBSO-F	4 KRYS-F	4 KRYS-F<	4 KBSO-F
5	5 KRAD-F	5	5 KBSO-F	5 KBSO-F	5	KZFM-F	5 KLTG-F	5 KNCN-F	5 KNCN-F
6	6	6	6	6 KOUL-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		30 ( 1)	30 ( 1)	7.2	4.7	KRYS (C)	1360	CORPUS CHRISTI	0.4/2.9/ 8/ 123
AOR/CLASSIC		59 ( 3)	59 ( 3)	14.3	11.2	KSIX (FS)	1230	CORPUS CHRISTI	0.6/3.1/ 5/ 139
COUNTRY	2 ( 1)	111 ( 2)	113 ( 3)	27.3	31.1				
NEWS/TALK	20 ( 1)		20 ( 1)	4.8	7.5				
CHR		55 ( 1)	55 ( 1)	13.3	17.0				
BLACK/URBAN									
SOFT AC/EZ					1.0				
HISPANIC	29 ( 2)	51 ( 3)	80 ( 5)	19.3	17.5				
OLDIES		41 ( 1)	41 ( 1)	9.9	6.3				
FULL SVC/VARIETY	3 ( 1)		3 ( 1)	0.7	---				
STANDARDS									
RELIG/GOSPEL	6 ( 1)		6 ( 1)	1.4	0.5				
CLASSICAL									
JAZZ					2.4				
OTHERS/UNKNOWN		7 ( 1)	7 ( 1)	1.7	0.5				
TOTALS	60 ( 6)	354 ( 12)	414 ( 18)						

CORPUS CHRISTI

DUOPOLY REPORT	12+	25-54	REVENUE
KEYS, KZFM-F, KNGV-F (Local)	15.0%	10.9%	17.6%

RADIO STATIONS

KCCT , 1150, 1 KW/500 W (DA-2) , Hispanic	CRC, \$13.00 (Caballero)	
KCTA , 1030, 50 KW (DAYS) , Religion	, \$12.00 ( --- )	
KDAE , 1590, 1 KW/500 KW (DA-2), Standards	SMN ABC, \$12.00 (Mc-Guild)	(SINTON)
KEYS , 1440, 1 KW (DA-N) , News/Talk	UNISTR CNN, \$17.00 (Banner)	KZFM owner (D)
KUNO , 1400, 1 KW , Hispanic	, \$25.00 (Katz)	Tichenor
KBSO-F, 94.7, 3 KW @ 289 , Hispanic	, \$16.00 (Caballero)	
KLTG-F, 96.5, 100 KW @ 869 , Oldies	, \$22.00 (Mc-Guild)	
KMIO-F, 105.1, 3 KW @ 299 , Hispanic	, \$14.00 (Caballero)	(ROBSTOWN)
KHXR-F, 93.9, 100 KW @ 840 , AC	, \$21.00 ( --- )	
KNCN-F, 101.3, 100 KW @ 361 , AOR/Classic	, \$30.00 (Torbet)	Tippie (SINTON)
KOUL-F, 103.7, 100 KW @ 941 , Country	AP, \$40.00 (Mc-Guild)	
KRAD-F, 105.5, 2 KW @ 354 , AOR	ABC, \$15.00 (Christal)	(PORTLAND)
KRYS-F, 99.1, 100 KW @ 928 , Country	ABC, \$48.00 (Banner)	
KSAB-F, 99.9, 100 KW @ 269 , Hispanic	, \$ NA (Katz Hisp.)	Tichenor (ROBSTOWN)
KWVS-F, 97.5, 100 KW @ 131 , AOR-P	, \$15.00 (D & R)	(KINGSVILLE)
KXCC-F, 102.9, 50 KW @ 371 , ??	SMN, \$14.00 (Mc-Guild)	(ROCKPORT)
KZFM-F, 95.5, 100 KW @ 994 , CHR	, \$33.00 (Banner)	

Miscellaneous: KQTX-F changes to KRAD-F and format to AOR (Feb). . . KMXR-F sold to KRYS A/F owner (D) for \$1,100,000. . .



DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,458,600  
 11 - Dallas  
 MSA Rank/Pop: 34 - Fortworth/4,360,000  
 ADI # 8  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 31/31  
 Diaries: 3077/1124:1/49.1%  
 Sample Target: 3150  
 % Below Line: 0.0  
 % Not Listed: 8.5

1993 Revenue: \$160,600,000  
 HH Inc.: \$37,574  
 Retail \$: 43.0 Bill  
 Pop per Station: 111,567  
 #1 Biller: KVIL-AF \$20,900,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KSCS-F (C)	377/ 6.5	6.4	6.9	5.4	8.0	6.3	416/6560	5641/16.3	18.1	20.4	J	KSCS-F
2. KHKS-F (CHR)	353/ 6.1	4.7	5.9	4.4	4.1	5.3	382/6448	5960/17.2	15.7	12.9	F	KHKS-F
3. WBAP (FS)	343/ 5.9	5.1	5.5	5.9	6.3	5.6	457/7687	5965/17.2	15.1	15.8	J	WBAP
4. KVIL-AF (AC)	316/ 5.5	5.9	5.4	4.5	4.9	5.3	328/4422	4193/12.1	14.9	12.1	K	KVIL-AF
5. KPLX-F (C)	299/ 5.1	4.7	4.6	4.6	5.3	4.8	361/5289	4524/13.1	13.8	15.2	I	KPLX-F
6. KOAI-F (J)	298/ 5.1	4.9	3.5	3.7	3.9	4.3	299/4151	4016/11.6	10.0	9.2	F	KOAI-F
7. KYNG-F (C)	297/ 5.1	4.8	5.1	5.3	3.1	5.1	343/4828	4218/12.2	11.7	9.0	G	KYNG-F
8. KKDA-F (B)	247/ 4.2	3.5	3.4	4.5	3.9	3.9	289/3993	3510/10.1	9.7	11.3	H	KKDA-F
9. KLUV-F (D)	225/ 3.9	3.8	3.3	4.0	3.9	3.8	266/4581	3999/11.6	11.2	14.3	G	KLUV-F
10. KDGE-F (AOR-NR)	214/ 3.7	3.1	2.9	2.8	2.2	3.1	234/4417	4023/11.6	8.9	7.1	D	KDGE-F
11. KRLD (N)	200/ 3.4	4.0	3.0	3.4	3.9	3.5	238/4668	3969/11.5	12.8	13.4	I	KRLD
12. KJMZ-F (B)	200/ 3.4	4.4	3.3	4.8	4.3	3.9	222/4063	3730/10.8	10.5	13.4	G	KJMZ-F
13. KEGL-F (AOR)	185/ 3.2	3.5	3.3	2.7	2.6	3.2	207/4196	3716/10.7	10.2	10.4	E	KEGL-F
14. KRRW-F (D)	184/ 3.2	2.1	1.4	3.1	2.8	2.5	192/3662	3432/ 9.9	5.9	8.8	F	KRRW-F
15. KDMX-F (AC/CHR)	179/ 3.1	3.2	3.4	3.2	4.0	3.2	188/4061	3705/10.7	10.1	11.8	H	KDMX-F
16. KTXQ-F (AOR)	174/ 3.0	3.2	2.9	4.2	4.1	3.4	186/3873	3625/10.5	10.4	12.4	H	KTXQ-F
17. KLTY-F (REL)	172/ 2.9	2.9	2.4	2.1	3.0	2.6	196/3016	2531/ 7.3	7.3	6.8	D	KLTY-F
18. KZPS-F (CL AOR)	171/ 2.9	2.9	3.3	3.8	3.8	3.2	218/4406	3775/10.9	10.1	12.4	G	KZPS-F
19. KSNM-F (C)	131/ 2.2	2.1	2.3	2.8	2.6	2.4	157/2692	2177/ 6.3	6.8	5.6	D	KSNM-F
20. WRR -F (CL)	109/ 1.9	1.9	2.5	2.2	1.9	2.1	116/2286	2128/ 6.2	7.4	6.0	C	WRR -F
21. KLIF (T)	105/ 1.8	2.5	3.0	2.7	2.4	2.5	121/2390	2127/ 6.1	7.4	6.7	H	KLIF
22. KESS (SP)	104/ 1.8	1.7	2.6	1.5	0.9	1.9	106/1131	1093/ 3.2	4.4	2.9	C	KESS
23. KKDA (B/D)	84/ 1.4	1.8	2.4	2.2	2.2	2.0	87/1222	1168/ 3.4	4.4	4.4	A	KKDA
24. KHVN (G)	84/ 1.4	2.4	1.5	1.9	1.8	1.8	85/1327	1297/ 3.8	3.4	4.0	B	KHVN
25. KTCK (T)	71/ 1.2	1.1	2.3	2.4	2.1	1.8	71/1336	1320/ 3.8	4.8	4.4		KTCK
26. KDZR-F (AOR)	70/ 1.2	1.4	1.3	1.6	1.7	1.4	93/1827	1502/ 4.3	4.6	4.4	B	KDZR-F
27.												
28.												
29.												
30.												

12+ FM SHARE (METRD): 78.98% (4217 of 5339) (SPG 93: 75.94%)

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

DALLAS-FT. WORTH

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC	9 ( 1)	486 ( 2)	495 ( 3)	9.3	9.5	KGBS (T) 1190 DALLAS	0.6/1.9/ 34/ 732
AOR/CLASSIC		814 ( 6)	814 ( 6)	15.2	12.7	KICI-F (SP) 107.9 CORSICANA	0.4/1.7/ 37/ 753
COUNTRY		805 ( 3)	805 ( 3)	15.1	20.4	KMRT (SP) 1480 DALLAS	0.8/1.7/ 46/ 594
NEWS/TALK	410 ( 4)		410 ( 4)	7.7	7.2	KRVA (SP) 1600 PLANO	0.7/1.7/ 43/ 586
CHR		353 ( 1)	353 ( 1)	6.6	7.2		
BLACK/URBAN	84 ( 1)	447 ( 2)	531 ( 3)	9.9	11.2		
SOFT AC/EZ					3.0		
HISPANIC	192 ( 3)	25 ( 1)	217 ( 4)	4.1	2.7		
OLDIES		409 ( 2)	409 ( 2)	7.7	4.2		
FULL SVC/VARIETY	343 ( 1)		343 ( 1)	6.4	6.8		
STANDARDS					3.6		
RELIG/GOSPEL	84 ( 1)	172 ( 1)	256 ( 2)	4.8	5.2		
CLASSICAL		109 ( 1)	109 ( 1)	2.0	2.1		
JAZZ		298 ( 1)	298 ( 1)	5.6	4.2		
OTHERS/UNKNOWN							
TOTALS	1122 (11)	4217 (20)	5339 (31)				

DUOPOLY REPORT	12+	25-54	REVENUE
KRRW-F, KTXQ-F (CBS)	6.2%	8.1%	8.2%
KYNG-F, KSNM-F (Alliance)	7.3%	6.7%	6.1%
KESS, KLTJ-F, KICI A/F (HefTel)	5.1%	6.1%	3.7%
KHVN, KJZ-F, KOAI-F, KMRT (Granum)	10.7%	10.6%	6.8%
	29.3%	31.5%	24.8%

RADIO STATIONS

AM STATIONS

KTCK, 1310, 5 KW/2.5 KW (DA-N), Talk	SMN, AP, \$ 44.00	(D & R)	
KESS, 1270, 5 KW (DA-1), Hispanic	\$ 50.00	(Katz Hisp.)	HefTel
KFJZ, 870, 500 W (DAYS), Hispanic	\$ 31.00	(Lotus)	
KGBS, 1190, 50 KW/5 KW (DA-2), Talk	CNN, \$ 30.00	( --- )	
KHVN, 970, 1 KW/280 W, Gospel	UNISTR, ABC, \$ 32.00	(Mc-Guild)	Summit
KKDA, 730, 500 W, Black Oldies	AP, \$ NA	(Christal)	
KLIF, 570, 5 KW, (DA-2), Talk	NBC, CBS, \$140.00	(Eastman)	Susquehanna
KMRT, 1480, 5 KW/1.9 KW (DA-2), Hispanic	\$ 33.00	(Lotus Hisp.)	
KRLD, 1080, 50 KW (DA-N), News	CBS, \$191.00	(CBS)	SFX
KRVA, 1600, 5 KW/1 KW (DA-2), Hispanic	CBS, \$ 30.00	(Caballero)	(PLANO)
KSKY, 660, 10 KW/500 W(DA-N), Religion	\$ 29.00	( --- )	Bdcstg Partners
WBAP, 820, 50 KW, Full Service	ABC, \$254.00	(Banner)	Cap Cities/ABC

FM STATIONS

KDGE, 94.5, 100 KW @ 1896, AOR - New Rock	\$ 62.00	(K & P)	(GAINESVILLE)
KDMX, 102.9, 100 KW @ 1299, AC/CHR	\$175.00	(MMR)	Nationwide
KDZR, 99.1, 100 KW @ 1168, AOR	SMN, \$ 37.00	(Roslin)	(DENTON)
KEGL, 97.1, 100 KW @ 1460, AOR	\$ 90.00	(Christal)	Sandusky
KHKS, 106.1, 100 KW @ 1584, CHR	\$129.00	(D & R)	Gannett (DENTON)
KJZ, 100.3, 89 KW @ 1279, Black	ABC, \$137.00	(Mc-Guild)	Summit
KKDA, 104.5, 98 KW @ 1591, Black	AP, \$180.00	(Christal)	
KLTJ, 94.1, 100 KW @ 1591, Religion (CC)	AP, \$ 80.00	(K & P)	HefTel
KLUV, 98.7, 100 KW @ 1584, Oldies	\$151.00	(Mc-Guild)	TK
KOAI, 107.5, 25 KW @ 1279, Jazz	\$130.00	(MMR)	Granum
KPLX, 99.5, 100 KW @ 1676, Country	AP, \$286.00	(Eastman)	Susquehanna
KRRW, 97.9, 100 KW @ 1610, Oldies (70's)	\$140.00	(CBS)	CBS
KSCS, 96.3, 99 KW @ 1679, Country	\$355.00	(Banner)	Cap Cities/ABC
KSNM, 94.9, 100 KW @ 1509, Country	\$110.00	(Group W)	Alliance
KTXQ, 102.1, 100 KW @ 1420, AOR	CBS, \$210.00	(CBS)	CBS
KVIL, 103.7, 100 KW @ 1571, AC	\$380.00	(Torbet)	Infinity
KYNG, 105.3, 100 KW @ 1558, Country	\$180.00	(Group W)	Alliance
KZPS, 92.5, 96 KW @ 1591, Classic AOR	\$161.00	(D & R)	Bonneville
WRR, 101.1, 98 KW @ 1509, Classical	AP, \$ 75.00	(CMBS)	City of Dallas

Miscellaneous: KAAM changes to KTCK and format from Standards to Talk (Feb) . . . KDNT and KAND-F change calls to KICI A/F (Mar) . . . KHVN, KJZ-F sold by Summit to Granum for \$22,000,000 (E) (D) (Morgan Stanley) . . .

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 129/288,000  
 MSA Rank/Pop: 137/352,000  
 ADI # 84  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 18/15  
 Diaries: 997/289:1/59.5%  
 Sample Target: 920  
 % Below Line: 3.5  
 % Not Listed: 14.2

1993 Revenue: \$10,100,000  
 HH Inc.: \$31,519  
 Retail \$: 3.4 Bil  
 Pop per Station: 19,200  
 #1 Biller: WLLR-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING			Revenue Level	
		93	SPG 93	FAL 92	SPG 92			FAL 93	SPG 93	FAL 93		
1. WLLR-AF (C)	92/19.2	19.7	19.8	14.2	17.3	----	146/1504	879/30.5	31.3	32.1	D	WLLR-F
2. WXLP-F (ADR)	67/14.0	11.2	10.5	10.8	12.8	----	100/1242	738/25.6	23.2	20.0	C	WXLP-F
3. WOC (N/T)	43/ 9.0	7.3	10.7	10.1	7.9	----	46/568	496/17.2	19.1	20.2	B	WOC
4. WPXR-F (CHR)	37/ 7.7	9.0	10.7	11.2	12.8	----	75/1345	709/24.6	25.3	27.1	B	WPXR-F
5. KUUL-F (O)	35/ 7.3	8.8	9.3	8.9	8.6	----	31/1146	562/19.5	19.7	24.1	C	KUUL-F
6. KBOB-F (C)	33/ 6.9	2.1	3.2	3.2	2.3	----	68/966	480/16.7	7.9	6.6		KBOB-F
7. KRVR-F (SAC)	31/ 6.5	10.3	9.5	12.1	8.8	----	38/534	405/14.1	19.3	20.8	C	KRVR-F
8. KMXG-F (AC)	29/ 6.1	6.7	6.1	5.5	5.2	----	54/928	520/18.1	18.9	17.3	B	KMXG-F
9. WMT (FS)	11/ 2.3	1.3	0.7	1.1	1.6	----	23/290	96/ 3.3	3.1	3.0		WMT
10. KFQC (ST)	10/ 2.1	1.1	---	---	---	----	10/109	109/ 3.8	2.8	---		KFQC

12+ FH SHARE (METRO): 80.78% (332 of 411) (SPG 93: 80.27%)

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

FORMATS	AM	FM	TOTAL	SPG 93		OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
				%	%				
AC		29 ( 1)	29 ( 1)	7.1	7.2	KJOC (SPRTS) 1170	DAVENPORT	0.4/2.4/	2/ 88
ADR/CLASSIC		67 ( 1)	67 ( 1)	16.3	16.0	KQCS-F (REL) 93.5	BETTENDORF	1.3/3.4/	7/ 124
COUNTRY	2 ( 1)	125 ( 2)	127 ( 3)	30.9	25.3	WGEN-AF (FS) 104.9	GENESEO, IL	0.6/3.2/	3/ 118
NEWS/TALK	45 ( 2)		45 ( 2)	10.9	13.0	WKEI (ST) 1450	KEWANEE, IL	0.8/2.3/	5/ 94
CHR		37 ( 1)	37 ( 1)	9.0	13.0	WLLR (C) 1230	MOLINE	0.4/3.2/	4/ 102
BLACK/URBAN						WGIL (FS) 1400	GALESBURG, IL	0.4/1.3/	6/ 193
SOFT AC/EZ		31 ( 1)	31 ( 1)	7.5	11.2	WGN (FS) 720	CHICAGO	0.8/5.3/	35/ 559
HISPANIC									
OLDIES		35 ( 1)	35 ( 1)	8.5	11.0				
FULL SVC/VARIETY	18 ( 4)	2 ( 1)	20 ( 5)	4.9	3.0				
STANDARDS	14 ( 2)		14 ( 2)	3.4	0.8				
RELIG/GOSPEL		6 ( 1)	6 ( 1)	1.5	---				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	79 ( 9)	332 ( 9)	411 ( 18)						

DAVENPORT-RI-MOLINE

DUOPOLY REPORT	12+	25-54	REVENUE
WOC, KUUL-F, KHXG-F (Local)	22.4%	23.7%	27.8%
WJOC, WXLP-F, KBOB-F (Connoisseur)	21.3%	26.1%	22.8%
	43.7%	49.8%	50.6%

RADIO STATIONS

KJOC	, 1170,	1 KW (DA-2)	, Sports	CBS, \$11.00	(Banner)	Connoisseur
WKBF	, 1270,	5 KW/5.4KW (DA-N)	, Country	SMN, \$13.00	(Mc-Guild)	Roth
WOC	, 1420,	5 KW (DA-2)	, News/Talk	ABC NBC, \$25.00	(Christal)	
KBOB-F,	99.7,	100 KW @ 895	, Country	, \$17.00	( --- )	Connoisseur (MUSCATINE)
KMXG-F,	96.1,	100 KW @ 981	, AC	UNISTR, \$19.00	(Christal)	WOC owner (D)(CLINTON)
KRVR-F,	106.5,	60 KW @ 210	, Soft AC	, \$31.00	(Katz)	Dudley
KUUL-F,	103.7,	100 KW @ 1191	, Oldies	CBS UNISTR, \$33.00	(Christal)	WOC owner (D)
WLLR-F,	101.3,	50 KW @ 500	, Country	, \$66.00	(Katz)	Sconnix
WPXR-F,	98.9,	39 KW @ 899	, CHR	, \$28.00	(Mc-Guild)	Roth
WXLP-F,	96.9,	50 KW @ 500	, AOR	Source UNISTR, \$43.00	(Banner)	Connoisseur

WGN -- see Chicago

WMT -- see Cedar Rapids

Miscellaneous: KFMH-F changes to KBOB-F and format from AOR to Country (March). . .

DAYTON

Arbitron Rank/Pop (12+): 48/838,400

Stations: 27/22

1993 Revenue: \$22,500,000

MSA Rank/Pop: 56/975,000

Diaries: 1437/583:1/56.7%

HH Inc.: \$33,662

ADI # 53

Sample Target: 1430

Retail \$: 7.9 Bil

Average Person Ratings: 14.9

% Below Line: 8.6%

Pop per Station: 38,109

Market TSL: 20.00 hours

% Not Listed: 13.5%

#1 Biller: WHKO-F \$3,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WHKO-F (C)	170/13.6	13.7	13.1	11.7	10.5	13.0	250/3302	2082/24.8	26.1	23.9	E	WHKO-F
2. WTUE-F (AOR)	111/ 8.9	8.4	7.0	7.8	7.1	8.0	163/2289	1538/18.3	16.9	16.3	E	WTUE-F
3. WMMX-F (AC)	97/ 7.8	7.1	7.0	7.4	8.1	7.3	106/1828	1541/18.4	14.6	15.8	E	WMMX-F
4. WLQT-F (SAC)	92/ 7.4	4.7	5.9	5.7	5.2	5.9	116/1796	1395/16.6	13.5	13.8	D	WLQT-F
5. WHIO (N/T)	84/ 6.7	6.2	6.6	6.4	5.7	6.5	90/1485	1324/15.8	14.6	15.6	D	WHIO
6. WROU-F (B)	80/ 6.4	6.5	7.3	7.1	8.8	6.8	86/973	857/10.2	10.5	12.2	C	WROU-F
7. WGTZ-F (CHR)	67/ 5.4	7.4	7.6	7.1	7.1	6.9	117/2474	1553/18.5	20.6	21.7	D	WGTZ-F
8. WLW (FS/T)	60/ 4.8	3.8	4.1	4.7	6.0	4.4	178/2680	1142/13.6	11.2	16.4		WLW
9. WAZU-F (CL AOR)	43/ 3.4	2.9	2.4	3.7	3.3	3.1	63/1473	974/11.6	9.4	9.7	B	WAZU-F
10. WPFB-F (C)	37/ 3.0	2.6	2.9	2.8	3.6	2.8	64/1125	602/ 7.2	8.0	8.8		WPFB-F
11. WONE (T)	30/ 2.4	1.9	2.3	2.8	2.6	2.4	34/701	599/ 7.1	6.3	6.8	B	WONE
12. WLSN-F (EZ)	29/ 2.3	1.1	1.7	0.9	2.2	1.5	41/548	300/ 3.6	3.3	3.9		WLSN-F
13. WFCJ-F (REL)	24/ 1.9	1.6	1.5	1.9	1.2	1.7	26/686	499/ 6.0	4.2	3.3		WFCJ-F
14. WYHJ-F (C)	19/ 1.5	2.9	4.2	3.0	4.8	2.9	19/563	545/ 6.5	10.0	11.3	C	WYHJ-F
WDIO (B)	19/ 1.5	3.9	2.1	1.1	2.1	2.2	19/364	342/ 4.1	3.5	4.3		WDIO
16. WCLR-F (O)	17/ 1.4	1.0	1.2	2.6	2.2	1.6	41/534	345/ 4.1	3.9	NA		WCLR-F
WIZE (FS)	17/ 1.4	1.0	1.1	1.3	1.1	1.2	20/281	238/ 2.8	1.9	2.7		WIZE
18. WDOL-F (O)	16/ 1.3	2.7	---	---	---	2.0	16/428	379/ 4.5	---	---		WDOL-F
19. WKSW-F (C)	14/ 1.1	1.6	2.7	1.4	1.3	1.7	34/517	296/ 3.5	4.9	2.8		WKSW-F
20.												

12+ FM SHARE (METRO): 77.71% (840 of 1081) (SPG 93: 76.53%)

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

DAYTON  
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FORMATS -----	AM --	FM --	TOTAL -----	SPG 93		OTHER RATED STATIONS -----	METRO CUME TSA TSA	
				%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
AC		103 ( 2)	103 ( 2)	9.5	9.6	WING (N) 1410 DAYTON	0.9/4.8/ 11/ 419	
AOR/CLASSIC		167 ( 4)	167 ( 4)	15.4	13.7	WPFB (ST) 910 MIDDLETOWN	1.0/2.0/ 23/ 314	
COUNTRY		240 ( 4)	240 ( 4)	22.2	20.6	WPTW (FS) 1570 PIQUA	0.6/0.8/ 7/ 64	
NEWS/TALK	125 ( 3)		125 ( 3)	11.6	8.0	WTRJ-F (AC) 96.9 TROY	0.5/1.8/ 9/ 189	
CHR		72 ( 2)	72 ( 2)	6.7	8.9	WKRQ-F (CHR) 101.9 CINCINNATI	0.4/1.3/ 45/1003	
BLACK/URBAN	19 ( 1)	80 ( 1)	99 ( 2)	9.2	12.1	WDFX-F (CL AOR) 94.9 CINCINNATI	0.6/4.2/ 42/ 970	
SOFT AC/EZ		121 ( 2)	121 ( 2)	11.2	9.7	WOXY-F (AOR) 97.7 OXFORD	0.4/1.9/ 10/ 262	
HISPANIC								
OLDIES		33 ( 3)	33 ( 3)	3.1	6.2			
FULL SVC/VARIETY	84 ( 3)		84 ( 3)	7.8	9.9			
STANDARDS	13 ( 1)		13 ( 1)	1.2	---			
RELIG/GOSPEL		24 ( 1)	24 ( 1)	2.2	1.3			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	241 ( 8)	840 (19)	1081 (27)					

DUOPOLY REPORT -----	12+	25-54	REVENUE -----
WONE, WMMX-F, WTUE-F (Amer. Radio Systems)	19.1%	22.7%	32.9%
WLQT-F, WDOL-F (Regent)	8.7%	9.2%	9.3%
	27.8%	31.9%	42.2%

RADIO STATIONS  
-----

WDAO, 1210, 1 KW (DAYS)	, Black	AURN, \$ 19.00 ( --- )	
WHIO, 1290, 5 KW (DA-N)	, News/Talk	AP, SUN, \$ 63.00 (D & R)	Cox
WING, 1410, 5 KW (DA-N)	, News	CBS, CNN, \$ 19.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, Talk	ABC, \$ 26.00 (Eastman)	Amer. Radio Systems
WAZU-F, 102.9, 50 KW @ 492	, Classic AOR	ABC, \$ 23.00 (Katz)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, Oldies	UNISTR, \$ 21.00 (Regional)	(PIQUA)
WDOL-F, 94.5, 6 KW @ 328	, Oldies	, \$ NA ( --- )	Regent (ENGLEWOOD)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 17.00 ( --- )	(MIAMISBURG)
WGTX-F, 92.9, 40 KW @ 551	, CHR	UNISTR, \$ 59.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1059	, Country	, \$ 85.00 (D & R)	Cox
WKSX-F, 101.7, 2 KW @ 397	, Country	ABC, \$ 18.00 ( --- )	(URBANA)
WLQT-F, 99.9, 50 KW @ 500	, Soft AC	, \$ 50.00 (Katz)	Regent
WMMX-F, 107.7, 50 KW @ 420	, AC	, \$ 82.00 (Eastman)	Amer. Radio Systems
WPFB-F, 105.9, 34 KW @ 535	, Country	, \$ 25.00 ( --- )	Braden (MIDDLETOWN)
WROU-F, 92.1, .9 KW @ 597	, Black	, \$ 27.00 (K & P)	(W. CARROLL.)
WTUE-F, 104.7, 50 KW @ 500	, AOR	ABC, \$ 72.00 (Eastman)	Amer. Radio Systems
WYMJ-F, 103.9, 1.2 KW @ 522	, Country	, \$ 36.00 (Torbet)	(BEAVERCREEK)

WLW - See Cincinnati

Miscellaneous: WYMJ-F changed from Oldies to Country (Apr) . . . WZJX-F (Englewood) sold to Regent for \$2,150,000 (D) (MVP) . . . WZJX-F (Englewood) sold to Regent (D) for \$2,150,000 (MVP). . . WZJX-F changes calls to WDOL-F and format from AOR to Oldies (June) . . .

DAYTONA BEACH

Arbitron Rank/Pop (12+): 96/378,200 Stations: 27/9 1993 Revenue: NA  
 MSA Rank/Pop: NA Diaries: 849/445:1/52.5% HH Inc.: \$27,521  
 Orlando ADI Sample Target: 850 Retail \$: 3.4 Bil  
 Average Person Ratings: 16.6 % Below Line: 58.3 Pop per Station: 42,022  
 Market TSL: 22.50 hours % Not Listed: 14.6 #1 Biller: NA NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WMGF-F (SAC)	77/12.2	9.9	12.2	8.7	5.6	----	112/1313	830/21.9	20.1	12.1	WMGF-F
2. WGNE-F (C)	41/ 6.5	7.2	10.0	11.1	7.8	----	41/560	550/14.5	17.3	23.2	WGNE-F
3. WROD (ST)	40/ 6.4	6.7	6.6	9.7	6.5	----	40/449	449/11.9	11.6	11.0	WROD
4. WOCL-F (O)	38/ 6.0	6.4	8.2	7.8	7.6	----	59/980	637/16.8	16.0	16.9	WOCL-F
5. WOMX-F (AC)	34/ 5.4	5.4	4.0	3.0	2.9	----	41/696	540/14.3	13.0	13.8	WOMX-F
6. WJRR-F (AOR)	31/ 4.9	4.6	2.1	0.5	3.1	----	38/582	450/11.9	12.2	9.8	WJRR-F
7. WNDB (N/T)	30/ 4.8	5.7	4.2	5.7	4.3	----	30/366	366/ 9.7	10.6	10.0	WNDB
8. WHTQ-F (CL AOR)	28/ 4.5	4.0	2.7	4.0	9.6	----	42/708	450/11.9	11.3	8.7	WHTQ-F
9. WCFB-F (C)	27/ 4.3	6.1	5.5	3.5	4.0	----	61/858	443/11.7	15.3	14.4	WCFB-F
10. WDIZ-F (AOR)	23/ 3.7	4.1	3.5	4.7	4.9	----	28/577	403/10.7	11.4	11.3	WDIZ-F
11. WJHM-F (B)	22/ 3.5	5.3	6.9	7.0	6.7	----	56/757	383/10.1	11.4	17.3	WJHM-F
12. WKKA-F (C)	20/ 3.2	4.3	4.7	4.7	7.1	----	44/758	355/ 9.4	13.4	12.0	WKKA-F
13. WFKS-F (CHR)	18/ 2.9	2.4	2.7	3.8	3.6	----	27/695	456/12.1	9.6	11.2	WFKS-F
14. WSBB (ST)	18/ 2.9	3.0	2.6	2.3	2.5	----	18/196	196/ 5.2	7.4	7.1	WSBB

12+ FM SHARE (METRO): 75.79% (407 of 537) (SPG 93: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WJRR-F	1 WMGF-F	1 WMGF-F<	1 WMGF-F>	1 WMGF-F>	1 WMGF-F>	1 WMGF-F>	1 WMGF-F>	1 WMGF-F>	1 WROD
2 WGNE-F	2 WOMX-F	2 WOMX-F	2 WOMX-F	2 WOMX-F	2 WROD	2 WJRR-F	2 WNDB	2 WOCL-F	2 WOMX-F	2 WMGF-F
3 WXXL-F	3 WDIZ-F	3 WJRR-F<	3 WHTQ-F	3 WOCL-F<	3 WOCL-F	3 WOCL-F<	3 WROD	3 WROD	3 WJHM-F	3 WDIZ-F
4	4 WGNE-F	4 WHTQ-F	4 WJRR-F	4 WGNE-F<	4 WNDB	4 WROD	4 WGNE-F	4 WGNE-F	4 WGNE-F	4 WCFB-F
5	5 WFKS-F	5 WGNE-F	5 WOCL-F	5 WHTQ-F	5 WGNE-F	5 WGNE-F	5	5	5 WROD	5
6	6 WCFB-F	6 WOCL-F	6 WGNE-F	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 WFKS-F	1 WMGF-F	1 WMGF-F	1 WMGF-F>	1 WMGF-F>	1 WDIZ-F	1 WJRR-F	1 WJRR-F	1 WJRR-F	1 WHTQ-F
2 WCFB-F	2 WOMX-F	2 WOCL-F	2 WOMX-F	2 WOCL-F	2 WJRR-F	2 WDIZ-F>	2 WOMX-F	2 WHTQ-F	2 WJRR-F
3 WHTQ-F	3 WFKS-F	3 WOMX-F	3 WOCL-F>	3 WOMX-F	3 WFKS-F	3 WOMX-F	3 WGNE-F	3 WDIZ-F<	3 WOMX-F
4 WJRR-F	4 WOCL-F	4 WGNE-F	4 WGNE-F	4 WGNE-F	4	4	4	4	4 WMGF-F
5 WOMX-F	5 WCFB-F	5 WCFB-F	5 WFKS-F	5 WCFB-F	5	5	5	5	5 WGNE-F
6 WKKA-F	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		34 ( 1)	34 ( 1)	6.3	9.0	WEDG-F (AOR) 93.1	EDGEWATER 0.5/1.5/ 3/ 57
AOR/CLASSIC		95 ( 6)	95 ( 6)	17.7	10.3	WMFJ (REL) 1450	DAYTONA BEACH 0.3/1.3/ 2/ 51
COUNTRY		95 ( 5)	95 ( 5)	17.7	23.0	WXVQ (T) 1490	DELAND 0.8/1.2/ 5/ 46
NEWS/TALK	35 ( 2)	13 ( 1)	48 ( 3)	8.9	7.0	WFYV-F (AOR) 104.5	JACKSONVILLE 0.5/2.3/ 5/ 99
CHR		28 ( 2)	28 ( 2)	5.2	2.3	WPCV-F (C) 97.5	WINTER HAVEN 0.3/1.3/ 3/ 74
BLACK/URBAN	13 ( 1)	22 ( 1)	35 ( 2)	6.5	9.2	WQIK-F (C) 99.1	JACKSONVILLE 0.8/1.7/ 5/ 95
SOFT AC/EZ HISPANIC		77 ( 1)	77 ( 1)	14.3	14.0	SEE ORLANDO FOR MORE ABOUT THE FOLLOWING:	
OLDIES		38 ( 1)	38 ( 1)	7.1	9.4	WDBO 2.4/4.3	WMMO-F 1.1/3.4
FULL SVC/VARIETY	15 ( 1)		15 ( 1)	2.8	3.0	WHDQ 1.1/1.6	WTKS-F 2.1/7.9
STANDARDS	65 ( 3)		65 ( 3)	12.1	11.0	WLOQ-F 0.8/2.7	WXXL-F 1.6/7.4
RELIG/GOSPEL	2 ( 1)		2 ( 1)	0.4	0.3		
CLASSICAL							
JAZZ		5 ( 1)	5 ( 1)	0.9	2.0		
OTHERS/UNKNOWN					0.7		
TOTALS	130 ( 8)	407 (19)	537 (27)				

DAYTONA BEACH  
 .....

DUOPOLY REPORT  
 .....

NONE AS OF JULY 1994. . .

RADIO STATIONS  
 .....

WNDB , 1150, 1 KW (DA-N) , News/Talk	CBS ABC, \$22.00 (Torbet) Root	
WPUL , 1590, 1 KW (DAYS) , Black	AURN SMN, \$12.00 (K & P)	
WROD , 1340, 1 KW , Standards	UNISTR ABC, \$21.00 (Regional)	
WSBB , 1230, 1 KW , Standards	MBS, \$13.00 ( --- )	(NEW SMYRNA)
WFKS-F, 99.9, 100 KW @ 1200 , CHR	ABC, \$25.00 ( --- ) Osborn	(PALATKA)
WGNE-F, 98.1, 50 KW @ 348 , Country	, \$43.00 (Banner) So. Starr	(TITUSVILLE)

Other ranked stations -- See Orlando

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

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

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\*\*\*\*\* 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	

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DENVER

Arbitron Rank/Pop (12+): 24/1,636,500

Stations: 27/27  
Diaries: 2317/706:1/55.7%  
Sample Target: 2240  
% Below Line: 0.0  
% Not Listed: 10.9

1993 Revenue: \$80,400,000  
HH Inc.: 3538615  
Retail \$: 20.0 Bil  
Pop per Station: 60,611  
#1 Biller: KOA \$18,000,000

MSA Rank/Pop: 26/2,130,000  
ADI # 21  
Average Person Ratings: 17.0  
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KYGO-F (C)	270/ 9.7	9.9	9.7	10.6	11.0	10.0	310/4015	3295/20.1	19.9	22.4	I	KYGO-F
2. KOA (N/T)	246/ 8.8	7.3	8.7	9.4	10.2	8.6	330/5689	4282/26.2	25.5	27.9	J	KOA
3. KRFX-F (CL AOR)	198/ 7.1	7.3	7.4	6.3	6.5	7.0	236/3625	2935/17.9	18.3	17.6	E	KRFX-F
4. KOSI-F (SAC)	171/ 6.2	6.9	7.3	7.1	5.4	6.9	195/3302	2824/17.3	17.8	16.1	G	KOSI-F
5. KBCO-F (AOR-P)	155/ 5.6	4.9	5.0	5.1	5.1	5.2	165/2368	2124/13.0	13.2	11.8	H	KBCO-F
6. KXKL-AF (O)	136/ 4.9	5.7	5.9	5.3	5.5	5.5	170/3323	2671/16.3	18.5	16.4	G	KXKL-AF
7. KQKS-F (CHR)	136/ 4.9	5.1	4.2	4.7	4.9	4.7	163/3012	2512/15.3	14.1	13.5	D	KQKS-F
8. KBPI-F (AOR)	129/ 4.6	2.1	1.9	1.8	2.3	2.6	149/2423	1993/12.2	7.6	9.1	F	KBPI-F
9. KWMX-AF (CHR/AC)	127/ 4.6	5.5	3.9	3.3	3.7	4.3	137/3019	2740/16.7	13.5	13.4	D	KWMX-AF
10. KHIH-F (J)	118/ 4.1	3.7	2.6	2.8	3.2	3.3	127/1832	1629/10.0	7.5	10.5	E	KHIH-F
11. KMJI-F (O)	111/ 4.0	3.6	4.3	3.1	3.5	3.8	125/2287	2008/12.3	12.3	12.3	F	KMJI-F
12. KALC-F (AC)	103/ 3.7	4.1	3.8	4.5	4.4	4.0	126/2260	1889/11.5	11.6	14.4		KALC-F
13. KEZW (ST)	85/ 3.1	2.7	2.4	2.0	2.4	2.6	89/950	885/ 5.4	4.4	5.1		KEZW
14. KVOO-F (CL)	77/ 2.8	3.0	2.5	2.8	1.7	2.8	97/1449	1188/ 7.3	7.3	6.1	C	KVOO-F
15. KZDG-F (C)	70/ 2.5	2.4	2.7	3.0	2.1	2.7	91/1891	1411/ 8.6	7.5	7.0	C	KZDG-F
16. KTCL-F (AOR-NR)	58/ 2.1	3.1	3.0	1.4	1.3	2.4	79/1482	1113/ 6.8	7.1	4.5		KTCL-F
17. KYBG-AF (SPRTS)	54/ 2.0	1.7	2.0	2.2	2.9	2.0	61/1062	910/ 5.6	6.8	6.3		KYBG-AF
18. KYGO (C)	52/ 1.9	2.8	1.9	2.1	2.9	2.2	65/1016	729/ 4.5	5.3	6.2		KYGO
19. KTLK (T)	45/ 1.6	1.3	1.6	1.5	2.2	1.5	49/1278	1053/ 6.4	4.1	4.9	B	KTLK
20. KHOW (SAC)	44/ 1.6	1.9	1.4	0.6	0.5	1.4	55/1142	910/ 5.6	4.3	3.1		KHOW

12+ FM SHARE (METRO): 75.04% (1858 of 2476) (SPG 93: 71.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KRFX-F<	1 KFRX-F<	1 KRFX-F	1 KYGO-F	1 KOA	1 KYGO-F	1 KOA <	1 KYGO-F>	1 KOA >	1 KOA
2 KBPI-F	2 KYGO-F	2 KYGO-F	KYGO-F	2 KRFX-F	2 KYGO-F	2 KRFX-F	2 KYGO-F	2 KOA <	2 KQKS-F	2 KYGO-F>
3	3 KBCO-F	3 KBCO-F	3 KBCO-F	3 KOA <	3 KOSI-F	3 KOA	3 KRFX-F	3 KRFX-F<	3 KBPI-F	3 KOSI-F
4	4 KBPI-F	4 KOA	4 KOA	4 KBCO-F	4 KXKL-AF	4 KOSI-F	4 KOSI-F<	4 KBCO-F	KYGO-F	4 KRFX-F
5	5 KALC-F<	5 KOSI-F	5 KOSI-F	5 KOSI-F	5 KEZW <	5 KBCO-F	5 KBCO-F	5 KOSI-F<	5 KALC-F<	5 KBCO-F<
6	6 KQKS-F	6 KBPI-F	KXKL-AF	6 KXKL-AF	6 KHIH-F	6 KWMX-AF<	6 KXKL-AF	6 KQKS-F	6 KOSI-F<	6 KXKL-F
7	7 KWMX-AF	KXKL-AF	7 KMJI-F<	7 KHIH-F	7	7 KXKL-AF	7 KWMX-AF<	7 KBPI-F<	7 KRFX-F	KHIH-F<
8	8	8	8 KHIH-F	KMJI-F	8	8	8 KHIH-F	8 KWMX-AF	8	8 KEZW
9	9	9	9	9	9	9	9	KXKL-AF	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 KQKS-F	1 KYGO-F	1 KBCO-F	1 KYGO-F	1 KYGO-F>	1 KBPI-F	1 KRFX-F	1 KRFX-F	1 KRFX-F	1 KRFX-F<
2 KOSI-F	2 KRFX-F<	2 KRFX-F	2 KOSI-F	2 KOSI-F>	2 KALC-F	2 KBPI-F	2 KOA	2 KOA	2 KOA
KRFX-F	3 KWMX-AF	KWMX-AF	3 KWMX-AF	3 KWMX-AF<	3 KQKS-F	3 KBCO-F<	KBCO-F	3 KBCO-F	3 KBCO-F
4 KALC-F	KBCO-F	KXKL-AF	4 KBCO-F<	4 KXKL-AF<	4 KRFX-F	4 KYGO-F	KYGO-F	4 KBPI-F	4 KYGO-F
KWMX-AF	5 KOSI-F<	5 KOSI-F	5 KRFX-F<	5 KBCO-F	5 KBCO-F	5 KOA	5 KBPI-F	5 KYGO-F>	5 KXKL-AF
6 KTCL-F	6 KQKS-F	6 KMJI-F	6 KXKL-AF	6 KMJI-F<	6 KYGO-F	6 KALC-F	6 KMJI-F	6 KMJI-F	6 KBPI-F
7 KBPI-F	7 KALC-F	7 KHIH-F	7 KMJI-F	7 KHIH-F	7 KJME	7 KQKS-F	7 KTCL-F	KXKL-AF	7 KHIH-F
8 KBCO-F	8	8 KQKS-F	8	KRFX-F	8	8	8 KALC-F	8	8

DENVER

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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS				METRO CUME TSA TSA		
						SHARE/RTG/AQH/CUME						
AC		103 ( 1)	103 ( 1)	4.2	NM	KCUV (SP)	1150	ENGLEWOOD	0.7/1.0/	19/	173	
AOR/CLASSIC		540 ( 4)	540 ( 4)	21.8	24.5	KDKO (B)	1510	LITTLETON	0.8/1.9/	23/	321	
COUNTRY	52 ( 1)	340 ( 2)	392 ( 3)	15.8	15.7	KNUS (T)	710	DENVER	1.1/3.7/	32/	656	
NEWS/TALK	368 ( 4)	9 ( 1)	377 ( 5)	15.2	16.5	KJME (SP)	1390	DENVER	0.8/1.5/	21/	240	
CHR	5 ( 1)	258 ( 2)	263 ( 3)	10.6	NM							
BLACK/URBAN	23 ( 1)		23 ( 1)	0.9	1.3							
SOFT AC/EZ	44 ( 1)	171 ( 1)	215 ( 2)	8.7	10.2							
HISPANIC	40 ( 2)		40 ( 2)	1.6	1.4							
OLDIES	6 ( 1)	241 ( 2)	247 ( 3)	10.0	6.3							
FULL SVC/VARIETY												
STANDARDS	85 ( 1)		85 ( 1)	3.4	5.2							
RELIG/GOSPEL												
CLASSICAL		77 ( 1)	77 ( 1)	3.1	1.9							
JAZZ		115 ( 1)	115 ( 1)	4.6	3.3							
OTHERS/UNKNOWN												
TOTALS	623 (12)	1858 (15)	2481 (27)									

DUOPOLY REPORT	12+	25-54	REVENUE
KYGO A/F, KVMX A/F (Jefferson-Pilot)	16.2%	16.4%	16.3%
KLTT, KLZ (Crawford)	NA	NA	< 2.0%
KDA, KTLK, KRFX-F, KBPI-F (Jacor)	22.1%	22.2%	29.4%
KMJI-F, KALC-F (Secret)	7.7%	7.8%	11.4%
KBCO A/F, KHOW, KHII-F (Noble)	11.3%	14.5%	13.7%
	57.3%	60.9%	71.2%

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, Hispanic	CBS, \$ 27.00 (Katz Hisp.)	
KDKO, 1510, 10 KW/5 KW (DA-2)	, Black	, \$ 29.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, Standards	SMN, \$ 36.00 (Banner)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, Soft AC	MBS, NBC, \$ NA (MMR)	Noble
KLZ, 560, 5 KW (DA-1)	, Religion	SMN, UNISTR, \$ 31.00 (Mc-Guild)	Crawford
KNUS, 710, 5 KW (DA-1)	, News/Talk	CNN, BRN, \$ 33.00 (---)	
KOA, 850, 50 KW	, Talk/News	ABC, \$ 21.00 (Eastman)	Jacor
KTLK, 760, 5 KW/1 KW	, Talk	, \$ 36.00 (Christal)	Jacor
KYBG, 1090, 50 KW/500 W	, Sports	NBC, AP, \$ 45.00 (Torbet)	Century
KYGO, 950, 5 KW (DA-N)	, Country	AP, \$ NA (CBS)	Jefferson-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, ADR		ABC, \$ 59.00 (Eastman)	Jacor
KBCO, 97.3, 100 KW @ 1542, ADR - Prog.		, \$ 178.00 (MMR)	Noble (BOULDER)
KALC, 105.9, 99 KW @ 1469, AC		Source, \$ 130.00 (Banner)	Secret
KHII, 95.7, 100 KW @ 1607, Jazz		MBS, \$ 71.00 (MMR)	Noble
KMJI, 100.3, 100 KW @ 1151, Oldies - 70's		, \$ 126.00 (Christal)	Secret
KOSI, 101.1, 100 KW @ 1624, Soft AC		, \$ 165.00 (Banner)	Tribune Co.
KQKS, 104.3, 58 KW @ 1214, CHR		, \$ 61.00 (Torbet)	Western Cities (LONGMONT)
KRFX, 103.5, 100 KW @ 1050, Classic ADR		, \$ 125.00 (Eastman)	Jacor
KRKS, 94.7, 100 KW @ 1214, Religion		, \$ 45.00 (---)	Salem (BOULDER)
KTCL, 93.3, 100 KW @ 1328, ADR - New Rock		, \$ 53.00 (Mc-Guild)	University (FT COLLINS)
KVOD, 99.5, 100 KW @ 279, Classical		, \$ 70.00 (CMBS)	Henry
KVMX, 107.5, 91 KW @ 1197, CHR/AC		ABC, \$ 77.00 (CBS)	Jefferson-Pilot
KXXL, 105.1, 100 KW @ 1168, Oldies		, \$ 157.00 (Katz)	Shamrock
KYGO, 98.5, 100 KW @ 718, Country		, \$ 240.00 (CBS)	Jefferson-Pilot
KZDG, 92.5, 57 KW @ 1237, Country		, \$ 48.00 (Torbet)	Premiere (GREELEY)

Miscellaneous: KRZN changes to KTLK (Dec) . . . KBPI-F sold by Great American to Secret for WNK-F in Cincinnati less \$3,800,000 (D) (E) . . . KMJI-F changes to Oldies - 70's (May) . . . KBPI-F changes to KALC-F and format from ADR to AC (May) . . . KAZY-F changes calls to KBPI-F (May) . . . KZDG-F (Greeley) sold by Premiere to Shamrock (D) for \$5,500,000. . .

DES MOINES

Arbitron Rank/Pop (12+): 113/339,900  
 MSA Rank/Pop: 118/412,000  
 ADI # 70  
 Average Person Ratings: 17.3  
 Market TSL: 22.50 hours

Stations: 15/14  
 Diaries: 891/381:1/58.0%  
 Sample Target: 910  
 % Below Line: 0.3  
 % Not Listed: 10.2

1993 Revenue: \$15,700,000  
 HH Inc.: \$37,142  
 Retail \$: 4.4 Bil  
 Pop per Station: 24,279  
 #1 Biller: WHO \$3,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KJJY-F (C)	94/16.0	15.7	15.9	20.7	20.1	17.1	132/1397	990/29.1	27.5	33.0	E	KJJY-F
2. WHO (FS)	90/15.3	16.1	13.9	14.9	13.0	15.1	216/2660	969/28.5	29.8	25.2	E	WHO
3. KGGG-F (ADR)	73/12.4	13.9	14.0	11.8	13.9	13.0	116/1603	872/25.7	25.3	27.2	D	KGGG-F
4. KSTZ-F (CHR/AC)	44/ 7.5	7.7	10.4	8.3	9.8	8.5	97/1699	816/24.0	25.5	26.7	C	KSTZ-F
5. KLYF-F (AC)	43/ 7.3	6.9	9.1	6.8	8.1	7.5	94/1338	675/19.9	18.7	18.1	C	KLYF-F
6. KIOA-F (O)	39/ 6.6	5.4	5.9	6.2	3.6	6.0	73/1166	597/17.6	16.3	13.9		KIOA-F
7. KRNT (ST)	38/ 6.5	6.2	3.9	3.7	5.1	5.1	43/499	292/ 8.6	9.5	11.0	A	KRNT
8. KFVG-F (ADR-P)	27/ 4.6	3.8	7.4	5.0	5.2	5.2	40/489	311/ 9.1	12.9	10.1	B	KFVG-F
9. KHKI-F (C)	22/ 3.7	2.6	---	---	---	3.2	40/536	335/ 9.9	---	---		KHKI-F
10. KRUU-F (C)	18/ 3.1	3.4	1.3	0.4	---	2.1	43/499	292/ 8.6	5.2	---	A	KRUU-F
KMXD-F (EZ)	18/ 3.1	3.8	2.6	2.7	2.4	3.1	19/278	239/ 7.0	5.9	7.1	A	KMXD-F
12. KIOA (O)	8/ 1.4	1.8	0.6	1.7	1.3	1.4	13/404	219/ 6.4	5.5	5.2		KIOA
KEZT-F (SAC)	8/ 1.4	2.0	1.1	1.9	3.3	1.6	27/485	242/ 7.1	8.2	9.8	A	KEZT-F

12+ FM SHARE (METRO): 73.62% (388 of 527) (SPG 93: 75.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGG-F	1 KGGG-F>	1 KJJY-F<	1 KJJY-F	1 KJJY-F	1 WHO >	1 WHO	1 WHO	1 KJJY-F	1 KJJY-F<	1 WHO
2 KSTZ-F	2 KJJY-F>	2 KGGG-F>	2 KGGG-F<	2 WHO <	2 KJJY-F>	2 KJJY-F>	2 KJJY-F	2 KGGG-F	2 KSTZ-F	2 KJJY-F
3 KJJY-F	3 KSTZ-F>	3 KLYF-F	3 KIOA-F	3 KGGG-F<	3 KRNT	3 KGGG-F	3 KGGG-F>	3 WHO >	3 KGGG-F<	3 KGGG-F>
4	4 KFVG-F	4 WOH <	4 WHO	4 KIOA-F<	4 KIOA-F<	4 KLYF-F<	4 KLYF-F	4 KIOA-F	4 WHO	4
5	5 KLYF-F	5 KIOA-F<	5 KLYF-F	5 KLYF-F	5 KLYF-F	5 KRNT	5 KRNT	5 KLYF-F	5	5
6	6 WHO	6 KSTZ-F	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 KGGG-F	1 KGGG-F<	1 KGGG-F	1 KJJY-F>	1 KJJY-F>	1 KGGG-F	1 KGGG-F>>	1 KGGG-F	1 KGGG-F>	1 WHO <
2 KJJY-F	2 KJJY-F	2 KJJY-F	2 KGGG-F	2 KLYF-F>	2 KJJY-F	2 KJJY-F	2 WHO	2 WHO <	2 KGGG-F
3 KSTZ-F	3 KSTZ-F>	3 KSTZ-F	3 KLYF-F	3 KSTZ-F	3 KSTZ-F	3 WHO	3 KFVG-F	3 KJJY-F	3 KIOA-F
4 KFVG-F	4 KFVG-F	4 KFVG-F	4 KSTZ-F>	4 WHO	4 KHKI-F	4 KSTZ-F	4 KJJY-F	4 KIOA-F>	4 KJJY-F
5	5 KLYF-F	5 KLYF-F	5 KIOA-F	5 KIOA-F<	5 KFVG-F	5 KFVG-F	5	5 KLYF-F	5
6	6	6	6	6 KGGG-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		43 ( 1)	43 ( 1)	8.2	9.3	KWKY (REL) 1150 DES MOINES	0.5/3.2/	4/	127
ADR/CLASSIC		100 ( 2)	100 ( 2)	19.0	22.2				
COUNTRY		134 ( 3)	134 ( 3)	25.4	23.0	KCCQ-F (CHR) 107.1 AMES	0.3/1.5/	6/	225
NEWS/TALK									
CHR		46 ( 2)	46 ( 2)	8.7	11.2				
BLACK/URBAN									
SOFT AC/EZ		26 ( 2)	26 ( 2)	4.9	6.4				
HISPANIC									
OLDIES	8 ( 1)	39 ( 1)	47 ( 2)	8.9	5.6				
FULL SVC/VARIETY	90 ( 1)		90 ( 1)	17.1	14.9				
STANDARDS	38 ( 1)		38 ( 1)	7.2	5.8				
RELIG/GOSPEL	3 ( 1)		3 ( 1)	0.6	1.7				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	139 ( 4)	388 (11)	527 (15)						

DES MOINES

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KRNT, KSTZ-F, K10A A/F (Saga)	22.0%	20.7%	20.6%
KGGO-F, KDMI, KHKI-F (Amer. Radio Systems)	16.1%	15.9%	19.7%
	38.1%	36.6%	40.3%

RADIO STATIONS

K10A, 940, 10 KW/5 KW (DA-2), SEE K10A-F			
KRNT, 1350, 5 KW (DA-N), Standards	CBS, UNISTR	\$ 22.00 (Katz)	Saga
KWKY, 1150, 1 KW (DA-1), Religion	USA, MBS	\$ 15.00 ( --- )	
WHO, 1040, 50 KW, Full Service	ABC, MBS	\$ 75.00 (Christal)	Palmer
KDMI, 1460, 5 KW (DA-1), Religion		\$ 15.00 ( --- )	Amer. Radio Systems
KEZT-F, 104.1, 100 KW @ 1010, Soft AC		\$ 16.00 (D&R)	(AMES)
KFMG-F, 103.3, 100 KW @ 745, ADR - Prog.		\$ 22.00 ( --- )	(PELLA)
KGGO-F, 94.9, 100 KW @ 1066, ADR	Source	\$ 70.00 (Eastman)	Amer. Radio Systems
KHKI-F, 97.3, 115 KW @ 454, Country		\$ 30.00 (Eastman)	Amer. Radio Systems
K10A-F, 93.3, 100 KW @ 1063, Oldies	ABC	\$ 31.00 (Katz)	Saga
KJJY-F, 92.5, 41 KW @ 1453, Country		\$ 77.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1699, AC		\$ 44.00 (Christal)	Palmer
KMKD-F, 106.3, 6 KW @ 328, EZ/Soft AC		\$ 16.00 ( --- )	(ANKENY)
KRWJ-F, 98.3, 13 KW @ 469, Country		\$ 18.00 (Katz)	J. Ingstad (BOONE)
KSTZ-F, 102.5, 100 KW @ 1260, CHR/AC		\$ 45.00 (Katz)	Saga

DETROIT

Arbitron Rank/Pop (12+): 6/3,643,100

Stations: 32/29

1993 Revenue: \$135,400,000

MSA Rank/Pop: 5/4,810,000

Diaries: 3361/1084:1/52.0%

HH Inc.: \$37,523

ADI # 9

Sample Target: 3330

Retail \$: 40.0 Bil

Average Person Ratings: 17.9

% Below Line: 1.0%

Pop per Station: 125,625

Market TSL: 23.25 hours

% Not Listed: 9.3%

#1 Biller: WJR \$18,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WJR (FS)	554/ 8.5	7.8	9.3	8.6	9.3	8.6	744/9840	7170/19.7	20.8	21.6	J	WJR
2. WJLB-F (B)	448/ 6.9	6.3	6.8	6.4	6.3	6.6	488/5991	5410/14.8	16.3	15.2	H	WJLB-F
3. WKQI-F (AC)	348/ 5.3	4.7	4.2	4.4	4.4	4.7	369/6623	6112/16.8	15.3	15.1	I	WKQI-F
4. WWWW-AF (C)	334/ 5.1	4.8	5.2	6.5	8.2	5.4	372/5336	4732/13.0	14.4	16.9	I	WWW-AF
5. WJJ (N)	322/ 4.9	5.8	4.5	4.6	4.3	5.0	341/6676	6252/17.2	18.7	16.0	I	WJJ
6. WMXD-F (B/AC)	313/ 4.8	4.2	5.2	4.9	4.7	4.8	323/3862	3659/10.0	11.5	11.3	E	WMXD-F
7. WYCD-F (C)	305/ 4.7	5.2	4.1	2.9	1.2	4.2	325/4796	4457/12.2	10.3	5.2	D	WYCD-F
8. WXYT (T)	283/ 4.3	5.1	4.9	5.1	4.3	4.9	294/3563	3355/ 9.2	10.6	10.4	H	WXYT
9. WHYT-F (CHR)	259/ 4.0	5.0	5.5	5.1	5.7	4.9	278/6456	5824/16.0	18.0	19.1	I	WHYT-F
10. WOMC-F (O)	257/ 3.9	3.5	3.2	3.5	4.1	3.3	265/4677	4395/12.1	11.5	13.3	I	WOMC-F
11. WNIC-F (AC)	251/ 3.8	4.0	3.9	3.4	3.8	3.8	259/4841	4473/12.3	12.2	10.9	H	WNIC-F
12. WRIF-F (AOR)	242/ 3.7	3.1	3.2	2.3	3.2	3.1	288/5446	4438/12.2	11.1	10.8	F	WRIF-F
13. WCSX-F (CL AOR)	238/ 3.6	4.1	3.7	3.9	4.5	3.8	270/5283	4698/12.9	12.2	12.2	G	WCSX-F
14. WLT1-F (SAC)	222/ 3.4	3.8	4.3	2.8	4.0	3.6	236/4072	3789/10.4	12.4	12.5	G	WLT1-F
15. WJZZ-F (J)	210/ 3.2	3.0	3.8	4.1	3.2	3.5	218/3469	3276/ 9.0	9.7	8.2	F	WJZZ-F
16. WJOI-F (AC)	209/ 3.2	4.1	3.2	4.0	4.3	3.6	220/3907	3556/ 9.8	9.9	11.3	G	WJOI-F
17. CIMX-F (AOR-NR)	167/ 2.6	2.1	2.1	1.6	1.9	2.1	201/3638	2915/ 8.0	6.6	6.6	G	CIMX-F
18. WLLZ-F (AOR)	147/ 2.2	2.0	2.2	2.2	1.8	2.2	159/4486	4041/11.1	11.0	10.8	G	WLLZ-F
19. WDZR-F (AOR)	133/ 2.0	2.2	1.8	2.7	2.2	2.2	139/2679	2535/ 7.0	5.8	7.7	C	WDZR-F
20. CKWV (ST)	124/ 1.9	1.8	2.3	1.6	1.9	1.9	134/1495	1364/ 3.7	4.0	3.3	C	CKWV
21. WORS-F (CL)	113/ 1.7	2.0	2.8	2.4	1.8	2.2	125/2360	2172/ 6.0	6.4	4.7	E	WORS-F
22. CKLW-F (O)	73/ 1.1	1.2	0.9	1.4	1.2	1.2	83/2213	1906/ 5.2	3.8	4.2	C	CKLW-F
23. WNUZ-F (REL)	70/ 1.1	0.9	0.9	1.0	1.0	1.0	75/1326	1180/ 3.2	3.2	2.9	C	WNUZ-F
24. WQBH (G)	66/ 1.0	0.9	1.1	1.4	0.8	1.1	66/639	636/ 1.7	3.1	2.1	C	WQBH
25.												

12+ FM SHARE (METRO): 74.97% (4438 of 5920) (SPG 93: 73.44%)

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 WJLB-F	1 WKQI-F	1 WKQI-F	1 WJR	> 1 WJR	> 1 WJR	1 WJLB-F	1 WJLB-F	1 WJR
2 WJLB-F	>> 2 WRIF-F	2 WKQI-F	2 WJLB-F	2 WMXD-F	2 WJJ	2 WKQI-F	< 2 WXYT	2 WJR	2 WJR	2 WJJ
3 WKQI-F	3 WKQI-F	3 WMXD-F	3 WMXD-F	3 WJLB-F	3 WWWW-AF	< 3 WJJ	3 WKQI-F	3 WYCD-F	3 WHYT-F	3 WMXD-F
4 WYCD-F	4 WRIF-F	4 WCSX-F	4 WCSX-F	4 WCSX-F	4 WXYT	4 WWWW-AF	4 WJLB-F	4 WWWW-AF	4 WMXD-F	4 WJLB-F
5 CIMX-F	5 WYCD-F	5 WNIC-F	5 WNIC-F	5 WOMC-F	5 WOMC-F	5 WJLB-F	5 WWWW-AF	5 WKQI-F	5 WJZZ-F	5 WWWW-F
6 WCSX-F	6 WCSX-F	6 WOMC-F	6 WNIC-F	6 WMXD-F	6 WMXD-F	6 WNIC-F	6 WMXD-F	6 WMXD-F	6 WYCD-F	6 WKQI-F
7 WHYT-F	7 WNIC-F	7 WYCD-F	7 WWWW-AF	7 WWWW-AF	7 WJOI-F	7 WXYT	7 WLT1-F	7 WHYT-F	7 WWWW-AF	7 WJZZ-F
8 WMXD-F	8 WWWW-AF	8 WWWW-AF	8 WWWW-AF	8 WYCD-F	8 WKQI-F	8 WYCD-F	8 WYCD-F	8 WOMC-F	8 WNIC-F	8
9		9 WOMC-F	9 WRIF-F	9 WJR	9	9	9	9	9 WOMC-F	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 WKQI-F	1 WNIC-F	1 WRIF-F	1 WRIF-F	1 WRIF-F	1 WRIF-F	1 WCSX-F
2 WKQI-F	2 WKQI-F	2 WKQI-F	2 WJLB-F	2 WMXD-F	2 WJLB-F	2 WJLB-F	2 WCSX-F	2 WCSX-F	2 WRIF-F
3 WHYT-F	3 WYCD-F	3 WYCD-F	3 WMXD-F	3 WKQI-F	3 WDZR-F	3 WDZR-F	3 WJLB-F	3 WJLB-F	3 WJR
4 WYCD-F	4 WMXD-F	4 WNIC-F	4 WNIC-F	4 WJLB-F	4 WYCD-F	4 CIMX-F	4 CIMX-F	4 WKQI-F	4 WXYT
5 CIMX-F	5 WHYT-F	5 WMXD-F	5 WYCD-F	5 WLT1-F	5 WJZZ-F	5 WCSX-F	5 WYCD-F	5 WYCD-F	5 WOMC-F
6 WMXD-F	6 WNIC-F	6 WRIF-F	6 WLT1-F	6 WYCD-F	6 WHYT-F	6 WYCD-F	6 WLLZ-F	6 WJZZ-F	6 WKQI-F
7 WLT1-F	7 CIMX-F	7 WLT1-F	7 WWWW-AF	7 WWWW-AF	7 WKQI-F	7 WLLZ-F	7 WXYT	7 WOMC-F	7 WJLB-F
8 WRIF-F	8 WLT1-F	8	8 WOMC-F	8 WOMC-F	8 WMXD-F	8 WHYT-F	8 WOMC-F	8 WJR	8 WWWW-AF
9	9 WRIF-F	9	9	9	9 CIMX-F	9 WKQI-F	9 WJJ	9 WXYT	9
10	10	10	10	10	10	10	10	10	10

DETROIT

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		622 ( 3)	622 ( 3)	10.5	5.5	WCHB (G) 1200 TAYLOR	0.7/1.8/ 48/ 670
AOR/CLASSIC		926 ( 5)	926 ( 5)	15.6	14.9	WGPR-F (G/B) 107.5 DETROIT	0.8/3.4/ 50/1277
COUNTRY	18 ( 1)	666 ( 4)	684 ( 5)	11.6	9.3	WHND (O) 560 MONROE	0.4/1.3/ 28/ 498
NEWS/TALK	605 ( 2)		605 ( 2)	10.2	9.4	WMTG (B/O) 1310 DEARBORN	0.6/1.7/ 43/ 658
CHR		259 ( 1)	259 ( 1)	4.4	6.3	WITL-F (C) 100.7 LANSING	0.3/0.6/174/1726
BLACK/URBAN	40 ( 1)	761 ( 2)	801 ( 3)	13.5	14.3	WKKO-F (C) 99.9 TOLEDO	0.4/0.5/110/1239
SOFT AC/EZ		431 ( 2)	431 ( 2)	7.3	9.1	WTWR-F (AC) 98.3 MONROE	0.4/1.0/ 34/ 788
HISPANIC							
OLDIES	27 ( 1)	330 ( 2)	357 ( 3)	6.0	6.1		
FULL SVC/VARIETY	554 ( 1)		554 ( 1)	9.4	10.5		
STANDARDS	124 ( 1)		124 ( 1)	2.1	2.1		
RELIG/GOSPEL	114 ( 2)	120 ( 2)	234 ( 4)	4.0	2.3		
CLASSICAL		113 ( 1)	113 ( 1)	1.9	1.9		
JAZZ		210 ( 1)	210 ( 1)	3.5	3.4		
OTHERS/UNKNOW							
TOTALS	1482 ( 9)	4438 (23)	5920 (32)				

DUOPOLY REPORT	12+	25-54	REVENUE
WHND, WCSX-F, WRIF-F (Greater Media)	7.7%	10.5%	8.9%
WKQI-F, WMTG, WNIC-F (Broadcasting Partners)	9.7%	12.5%	15.1%
WJLB-F, WMXD-F (Secret)	11.7%	12.2%	9.5%
	29.1%	35.2%	33.5%

RADIO STATIONS

AM STATIONS

WCHB, 1200, 25 KW/700 W (DA-2), Gospel	AURN, \$ 29.00 ( --- )	
WHND, 560, 500 W (DAYS), Oldies	UNISTR, \$ 28.00 (Mc-Guild)	Greater Media (MONROE)
WJR, 760, 50 KW, Full Service/Talk	ABC, \$ 286.00 (Katz)	Cap Cities/ABC
WMKM, 1440, 1 KW, Black	, \$ 33.00 ( --- )	
WMTG, 1310, 5 KW (DA-2), Black Oldies	SMN, \$ 36.00 (Mc-Guild)	Broadcasting Partners
WQBH, 1400, 1 KW, Gospel	, \$ 40.00 (Patt)	
WWJ, 950, 5 KW (DA-N), News	CBS, \$ 176.00 (CBS)	CBS
WWW, 1130, 50 KW/10 KW(DA-2), Sports	, \$ NA (Eastman)	Shamrock
WXYT, 1270, 5 KW (DA-N), Talk	CNN, MBS, \$ 150.00 (D & R)	Infinity
CKWW, 580, 500 W, Standards	, \$ 58.00 ( --- )	CHUM (WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945, Classic AOR	UNISTR, \$ 160.00 (Mc-Guild)	Greater Media
WDZR, 102.7, 50 KW @ 500, AOR	SMN, NBC, \$ 48.00 (D & R)	Ragan Henry (MT. CLEMONS)
WGPR, 107.5, 50 KW @ 361, Gospel	AURN, \$ 43.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787, CHR	ABC, \$ 140.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489, Black	, \$ 190.00 (MMR)	Secret
WJOL, 97.1, 12 KW @ 889, Soft AC/EZ	, \$ 142.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725, Jazz	MBS, \$ 115.00 (Torbet)	Bell
WKQI, 95.5, 100 KW @ 430, AC	, \$ 261.00 (Banner)	Broadcasting Partners
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 152.00 (Group W)	Westinghouse
WLTI, 93.1, 27 KW @ 669, Soft AC	, \$ 149.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466, Religion	, \$ 48.00 ( --- )	Crawford
WMXD, 92.3, 50 KW @ 459, Black/AC	, \$ 85.00 (D & R)	Secret
WNIC, 100.3, 32 KW @ 600, AC	, \$ 176.00 (Mc-Guild)	Broadcasting Partners
WOMC, 104.3, 190 KW @ 361, Oldies	UNISTR, \$ 220.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, Classical	, \$ 94.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 879, AOR	, \$ 125.00 (Banner)	Greater Media
WWW, 106.7, 61 KW @ 508, Country	UNISTR, \$ 260.00 (Eastman)	Shamrock
WYCD, 99.5, 21 KW @ 754, Country	ABC, NBC, \$ 120.00 (Group W)	Alliance
CIMX, 88.7, 100 KW @ 577, AOR - New Rock	, \$ NA ( --- )	CHUM (WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, Oldies	, \$ NA ( --- )	CHUM (WINDSOR, ONT)

Miscellaneous: WXYT sold by Fritz to Infinity for \$23,000,000 (Stevens) . . . WMXD-F sold by Fritz to Secret for \$13,000,000 (D) . . . WWW changes to WDFN and format from Country to Sports (June) . . .

DULUTH

Arbitron Rank/Pop (12+): 207/133,300

Stations: 13/11  
Diaries: 757/176:1/67.1%  
Sample Target: 705  
% Below Line: 0.8  
% Not Listed: 20.8

1993 Revenue: \$4,800,000  
HH Inc.: \$26,648  
Retail \$: 2.0 Bil  
Pop per Station: 12,118  
#1 Biller: WAVC-F \$1,000,000

MSA Rank/Pop: 177/238,000  
ADI # 125  
Average Person Ratings: 17.7  
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WAVC-F (C)	47/19.9	----	18.4	----	14.3	----	77/773	517/38.8	0.0	32.2	C	WAVC-F
2. KDAL (FS)	30/12.7	----	13.5	----	15.2	----	40/522	342/25.7	0.0	27.3	B	KDAL
3. KDAL-F (AC/O)	28/11.9	----	14.8	----	11.5	----	33/516	369/27.7	0.0	29.1	B	KDAL-F
4. KQDS-F (AOR)	25/10.6	----	10.3	----	7.4	----	45/598	324/24.3	0.0	24.3	B	KQDS-F
5. KZIO-F (CHR)	17/ 7.2	----	8.1	----	10.6	----	21/449	355/26.6	0.0	22.9	B	KZIO-F
6. WDSM (C)	10/ 4.2	----	4.0	----	3.7	----	11/206	148/11.1	0.0	12.2	A	WDSM
7. KXTP (ST)	8/ 3.4	----	4.5	----	5.5	----	10/162	135/10.1	0.0	11.6	A	KXTP
8. WEBC (T)	7/ 3.0	----	6.3	----	5.1	----	14/263	188/14.1	0.0	19.1	A	WEBC
WAKX-F (O?)	7/ 3.0	----	2.7	----	4.6	----	24/372	200/15.0	0.0	13.8	A	WAKX-F
10. KLXK-F (CL AOR?)	4/ 1.7	----	-----	----	-----	----	4/98	76/ 5.7	0.0	0.0	A	KLXK-F

12+ FM SHARE (METRO): 70.59% (132 of 187) (SPG 93: 65.00%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		28 ( 1)	28 ( 1)	15.0	NM	KUSZ-F (C)	99.9 VIRGINIA D.8/4.2/ 34/ 403
AOR/CLASSIC		36 ( 3)	36 ( 3)	19.3	15.0		
COUNTRY	10 ( 1)	49 ( 2)	59 ( 3)	31.6	27.0	WEGZ-F (?)	105.9 WASHBURN 0.4/3.3/ 20/ 239
NEWS/TALK	7 ( 1)		7 ( 1)	3.7	8.0	WKLF-F (O)	96.5 CLOQUET 0.4/4.5/ 9/ 179
CHR		17 ( 1)	17 ( 1)	9.1	10.0		
BLACK/URBAN					18.0		
SOFT AC/EZ							
HISPANIC							
OLDIES		1 ( 1)	1 ( 1)	0.5	3.2		
FULL SVC/VARIETY	30 ( 1)		30 ( 1)	16.0	16.1		
STANDARDS	8 ( 1)		8 ( 1)	4.3	5.3		
RELIG/GOSPEL							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		1 ( 1)	1 ( 1)	0.5	---		
TOTALS	55 ( 4)	132 (19)	187 (13)				

DULUTH

DUOPOLY REPORT	12+	25-54	REVENUE
WDSM, KZIO-F, KXTP, WAKX-F (Local)	17.8%	11.4%	29.6%
KLXX, WCLK A/F (Local)	0.4%	0.8%	< 1.0%
	18.2%	12.2%	30.3%

RADIO STATIONS

KDAL , 610, 5 KW (DA-N)	Full Service	CBS, \$25.00 (Katz)	Shockley
KXTP , 970, 1 KW/27 W	Standards	UNISTR ABC, \$10.00 (K & P)	WDSM owner (D)
WDSM , 710, 10 KW/5 KW (DA-N)	Country	NBC, \$10.00 (Torbet)	
WEBC , 560, 5 KW (DA-N)	Talk	TALKNT ABC, \$15.00 (Christal)	Brill
KDAL-F, 95.7, 100 KW @ 804	AC/Oldies	\$22.00 (Katz)	Shockley
KLXX-F, 101.7, 1.6 KW @ 446	Classic AOR (?)	\$ NA ( --- )	
KQDS-F, 94.9, 100 KW @ 699	AOR	ABC, \$20.00 (K & P)	
KZIO-F, 102.5, 100 KW @ 600	CHR	ABC, \$22.00 (Torbet)	WDSM owner (D)
WAKX-F, 98.9, 100 KW @ 600	Oldies (?)	\$12.00 (K & P)	WDSM owner (D)
WAVC-F, 105.1, 100 KW @ 790	Country	\$30.00 (Christal)	Brill

Miscellaneous: KLXX sold to owners of WCLK A/F (D) for \$120,000. . .

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

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

\*\*\*\*\* 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	



EL PASO

Arbitron Rank/Pop (12+): 77/505,100

Stations: 22/17  
Diaries: 1037/487:1/51.1%  
Sample Target: 1070  
% Below Line: 2.9  
% Not Listed: 10.9

1993 Revenue: \$14,300,000  
HH Inc.: \$25,969  
Retail \$: 4.4 Bil  
Pop per Station: 29,711  
#1 Biller: KHEY-AF \$3,200,000

MSA Rank/Pop: 80/644,000  
ADI # 100  
Average Person Ratings: 17.8  
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Level	
1. KPRR-F (CHR)	123/13.7	12.8	12.5	10.6	13.4	12.4	135/1759	1605/31.8	28.3	29.6	C	KPRR-F
2. KBNA-AF (SP)	102/11.4	11.7	14.7	11.9	10.9	12.4	114/1372	1219/24.1	25.4	21.9	C	KBNA-AF
3. KTSM-F (SAC/EZ)	88/ 9.8	8.9	7.7	6.3	7.2	8.2	108/1324	1107/21.9	19.9	19.8	B	KTSM-F
KHEY-F (C)	88/ 9.8	8.3	9.0	9.8	11.6	9.2	98/1214	1053/20.8	22.5	26.0	E	KHEY-F
5. KLAQ-F (ADR)	84/ 9.4	12.0	11.0	12.5	13.2	11.2	102/1537	1340/26.5	27.9	26.8	D	KLAQ-F
6. KINT-AF (SP)	50/ 5.5	4.0	7.0	6.6	4.3	5.8	56/944	807/16.0	13.7	11.8		KINT-AF
7. KTSM (N/T)	47/ 5.2	3.4	3.0	6.1	5.9	4.4	47/592	559/11.1	6.8	11.2	B	KTSM
8. KOFX-F (O)	46/ 5.1	3.2	5.7	3.1	4.4	4.4	48/825	765/15.1	13.9	15.1	B	KOFX-F
9. KAMZ-F (CL ADR)	40/ 4.5	4.9	4.0	4.0	4.3	4.4	48/934	804/15.9	16.0	18.0	B	KAMZ-F
10. KSET-F (C)	31/ 3.5	5.3	3.9	4.1	2.9	4.2	33/585	555/11.0	12.7	12.5	B	KSET-F
11. XHH -F (SP)	29/ 3.2	3.0	1.9	2.7	2.4	2.7	33/569	470/ 9.3	6.3	6.5	A	XHH -F
12. KR0D (O/T)	14/ 1.6	1.9	1.6	2.0	2.4	1.8	14/317	258/ 5.1	5.8	8.6	A	KR0D
KHEY (C)	14/ 1.6	0.9	1.0	0.7	1.8	1.1	14/250	225/ 4.5	4.1	5.3		KHEY
14. KAMA (SP)	13/ 1.4	2.3	2.9	3.5	2.1	2.5	15/336	244/ 4.8	7.8	8.1	C	KAMA

12+ FM SHARE (METRO): 85.86% (686 of 799) (SPG 93: 81.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F<	1 KPRR-F<	1 KBNA-AF<	1 KTSM-F<	1 KBNA-AF	1 KBNA-AF<	1 KTSM-F<	1 KPRR-F	1 KPRR-F>>	1 KBNA-F
2 KLAQ-F>	2 KPRR-F	2 KBNA-AF<	2 KTSM-F	2 KBNA-AF	2 KTSM-F	2 KHEY-F<	2 KHEY-F	2 KTSM-F<	2 KLAQ-F	2 KPRR-F
3	3 KHEY-F<	3 KLAQ-F<	3 KHEY-F<	3 KHEY-F<	3 KHEY-F<	3 KLAQ-F	3 KPRR-F<	3 KHEY-F<	3 KTSM-F	3 KTSM-F
4	4 KBNA-AF	4 KHEY-F<	4 KLAQ-F	4 KLAQ-F	4 KTSM-F>	KPRR-F	4 KBNA-AF	4 KLAQ-F	4 KBNA-AF<	4 KHEY-F
5	5 KTSM-F	5 KTSM-F	5 KPRR-F	5 KPRR-F	5	5 KTSM-F	5 KTSM-F	5 KBNA-AF	5 KHEY-F	5 KLAQ-F
6	6 KAMZ-F	6	6 KOFX-F	6	6	6	6 KLAQ-F	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 KPRR-F	1 KPRR-F	1 KTSM-F	1 KTSM-F<	1 KTSM-F	1 KPRR-F	1 KLAQ-F>	1 KLAQ-F	1 KLAQ-F	1 KLAQ-F
2 KLAQ-F	2 KTSM-F	2 KBNA-AF	2 KPRR-F<	2 KBNA-AF	2 KLAQ-F	2 KPRR-F	2 KAMZ-F	2 KPRR-F<	2 KBNA-AF<
3 KHEY-F	3 KHEY-F	3 KHEY-F	3 KBNA-AF	3 KHEY-F	3 KHEY-F	3 KAMZ-F	3 KBNA-AF	3 KBNA-AF<	3 KHEY-F
4 KBNA-AF	4 KBNA-AF	4 KOFX-F	4 KHEY-F	4 KPRR-F	4 KBNA-AF	4 KBNA-AF	4 KHEY-F	4 KHEY-F	4 KTSM-F
5	5 KLAQ-F	KPRR-F	5 KOFX-F	5 KOFX-F<	5 KAMZ-F	KHEY-F	KTSM-F	5 KAMZ-F	5 KAMZ-F
6	6	6 KLAQ-F	6 KLAQ-F	6 KINT-AF	KSET-F	6	6	6 KTSM-F	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC					4.1	KELP (REL) 1590 EL PASO	0.4/2.5/	5/	129
AOR/CLASSIC		124 ( 2)	124 ( 2)	15.5	17.2				
COUNTRY	14 ( 1)	119 ( 2)	133 ( 3)	16.6	17.9	XEFV (SP) 1000 JUAREZ	0.3/2.9/	3/	148
NEWS/TALK	47 ( 1)		47 ( 1)	5.9	6.5	XHEM-F (SP) 103.5 JUAREZ	0.6/2.5/	5/	126
CHR		123 ( 1)	123 ( 1)	15.4	14.8	XHIM-F (SP) 105.1 JUAREZ	0.3/2.4/	3/	124
BLACK/URBAN						XHNZ-F (SP) 107.5 JUAREZ	0.3/1.7/	3/	102
SOFT AC/EZ		88 ( 1)	88 ( 1)	11.0	7.9	XHPX-F (SP) 98.3 JUAREZ	1.3/4.8/	12/	243
HISPANIC	34 ( 4)	186 ( 7)	220 (11)	27.5	26.3				
OLDIES	14 ( 1)	46 ( 1)	60 ( 2)	7.5	4.8				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	4 ( 1)		4 ( 1)	0.5	0.5				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	113 ( 8)	686 (14)	799 (22)						

EL PASO

DUOPOLY REPORT	12+	25-54	REVENUE
KHEY A/F, KPRR-F (Ragan Henry)	25.1%	20.0%	30.1%

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	Hispanic		\$ 27.00 (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/Talk	SMN,	\$ 15.00 (D & R)	D & F
KSVE,	1150,	5 KW/380 W (DA-2),	Hispanic		\$ 16.00 (Caballero)	
KTSM,	1380,	5 KW/500 W	, News/Talk	TALKNT, CBS,	\$ 24.00 (Christal)	
KVIV,	1340,	1 KW	, Hispanic	CRC,	\$ 17.00 (Lotus)	
KAMZ-F,	93.1,	100 KW @ 1420	, Classic AOR		\$ 28.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	, Hispanic		\$ 45.00 (Katz Hisp)	Tichenor
KHEY-F,	96.3,	100 KW @ 1391	, Country	ABC, SMN,	\$ 73.00 (Katz)	Ragan Henry
KINT-F,	93.9,	100 KW @ 1210	, Hispanic		\$ 28.00 ( --- )	
KLAQ-F,	95.5,	100 KW @ 1391	, AOR	Source,	\$ 55.00 (D & R)	D & F
KOFX-F,	92.3,	100 KW @ 1860	, Oldies	UNISTR,	\$ 32.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1191	, CHR		\$ 35.00 (D & R)	
KSET-F,	94.7,	61 KW @ 981	, Country		\$ 28.00 (D & R)	
KTSM-F,	99.9,	100 KW @ 1820	, EZ/Soft AC		\$ 23.00 (Christal)	
XHH -F,	100.7,	100 KW @ 249	, Hispanic		\$ 20.00 (Caballero)	(JUAREZ)

Miscellaneous: KINT-F changes to KSVE-F and format from AC to Hispanic (March) . . . KAMZ-F reclassified as Classic AOR . . . KINT and KSVE exchanged call letters again (June). . . KOFX-F sold to KSET owner (D) for \$3,000,000. . .

ERIE  
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Arbitron Rank/Pop (12+): 149/229,000  
MSA Rank/Pop: 159/278,000  
AD1 # 143  
Average Person Ratings: 15.2  
Market TSL: 20.00 hours

Stations: 12/12  
Diaries: 762/301:1/56.1%  
Sample Target: 680  
% Below Line: 0.0  
% Not Listed: 19.8

1993 Revenue: \$6,400,000  
MH Inc.: \$30,981  
Retail \$: 2.1 Bill  
Pop per Station: 19,083  
#1 Biller: WKKC-F \$1,400,000

12+ METRO	1/4/SHARE	FAL SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING			Revenue Level	
		93	93	92	92			FAL 93	SPG 93			
1. WRKT-F (AOR)	57/16.4	12.3	12.6	12.0	15.6	----	68/689	605/26.4	24.0	27.0	C	WRKT-F
2. WJET-F (CHR)	49/14.1	13.5	15.1	14.3	12.0	----	53/908	811/35.4	32.9	37.8	C	WJET-F
3. WXTA-F (C)	41/11.8	13.2	12.1	13.2	11.7	----	47/557	500/21.8	19.7	19.2	C	WXTA-F
4. WKKC-F (AC)	28/ 8.0	8.5	13.7	13.2	12.3	----	33/630	481/21.0	24.0	29.8	C	WKKC-F
5. WFGO-F (O)	27/ 7.8	12.3	-----	-----	-----	----	36/651	480/21.0	21.0	24.1	A	WFGO-F
6. WRTS-F (AC)	21/ 6.0	7.9	8.1	13.2	14.2	----	31/782	561/24.5	23.4	26.2		WRTS-F
WRIE (ST)	21/ 6.0	1.2	0.8	-----	1.1	----	21/265	261/11.4	5.3	3.8		WRIE
8. WLKK (T)	14/ 4.0	5.9	3.8	5.7	6.7	----	14/224	224/ 9.8	12.9	11.8	A	WLKK
9. WZPR-F (C)	9/ 2.6	1.2	2.7	2.0	1.1	----	74/655	150/ 6.6	4.8	5.6		WZPR-F
10. WFLP (T)	7/ 2.0	1.2	-----	1.4	-----	----	7/167	155/ 6.8	3.1	---		WFLP
11. WEY2 (?)	3/ 0.9	5.0	8.6	7.2	8.4	----	3/54	54/ 2.4	10.5	13.8	A	WEYZ
12. WCTL-F (REL)	2/ 0.6	0.9	1.3	1.4	0.6	----	11/148	74/ 3.2	3.3	4.6		WCTL-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.87% (234 of 279) (SPG 93: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-F>>	1 WRKT-F>	1 WRKT-F>>	1 WRKT-F>>	1 WXTA-F	1 WRKT-F<	1 WRKT-F>	1 WRKT-F	1 WRKT-F	1 WXTA-F
2	2 WJET-F>>	2 WJET-F>	2 WJET-F<	2 WXTA-F<	2 WKKC-F<	2 WJET-F>	2 WXTA-F<	2 WJET-F	2 WJET-F>	2 WLKK
3	3 WXTA-F	3 WXTA-F	3 WKKC-F<	3 WJET-F	3 WRIE <	3 WXTA-F	3 WJET-F	3 WXTA-F	3 WXTA-F	3 WRIE
4	4 WRTS-F	4 WFGO-F	4 WXTA-F<	4 WKKC-F	4 WFGO-F	4 WKKC-F	4 WFGO-F	4 WFGO-F	4 WRTS-F	4 WFGO-F
5	5	WKKC-F	5 WFGO-F	5 WFGO-F	5	5	WKKC-F	WKKC-F	WKKC-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 WRKT-F	1 WJET-F>>	1 WJET-F>	1 WRKT-F	1 WRKT-F>>	1 WRKT-F	1 WRKT-F>>	1 WRKT-F>>
2 WFGO-F	2 WRKT-F<	2 WJET-F	2 WRKT-F	2 WRKT-F	2 WJET-F	2 WJET-F>	2 WJET-F	2 WXTA-F	2 WXTA-F<
WRKT-F	3 WRTS-F	WRTS-F	3 WFGO-F	3 WFGO-F<	3 WXTA-F	3 WXTA-F	3 WKKC-F	3 WKKC-F	3 WKKC-F
WRTS-F	4 WXTA-F	4 WXTA-F	WRTS-F	4 WRTS-F	4	4	4	4 WJET-F	4 WFGO-F
5	5 WFGO-F	5	5 WXTA-F	WKKC-F	5	5	5	5 WFGO-F	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		49 ( 2)	49 ( 2)	17.6	28.0	NONE	
AOR/CLASSIC		57 ( 1)	57 ( 1)	20.4	16.0		
COUNTRY		50 ( 2)	50 ( 2)	17.9	18.1		
NEWS/TALK	21 ( 2)		21 ( 2)	7.5	5.2		
CHR		49 ( 1)	49 ( 1)	17.6	18.4		
BLACK/URBAN					2.0		
SOFT AC/EZ							
HISPANIC							
OLDIES		27 ( 1)	27 ( 1)	9.7	1.0		
FULL SVC/VARIETY							
STANDARDS	21 ( 1)		21 ( 1)	7.5	11.2		
RELIG/GOSPEL		2 ( 1)	2 ( 1)	0.7	2.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN	3 ( 1)		3 ( 1)	1.1			
TOTALS	45 ( 4)	234 ( 8)	279 (12)				

ERIE  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WRKT-F, WRTS-F (Local)	22.4%	29.1%	30.5%
WEYZ, WFLP (Local)	2.9%	1.1%	4.0%
	-----	-----	-----
	25.3%	30.2%	34.5%

RADIO STATIONS  
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WEYZ , 1530, 1 KW	, Standards	ABC, \$14.00 (Katz)	WPSE owner (D)
WLKK , 1400, 1 KW	, Talk	MBS NBC, \$12.00 ( --- )	
WRIE , 1260, 5 KW (DA-2)	, Stand./Sports	SHN, \$10.00 (Christal)	K & K
WCTL-F, 106.3, 3.4 KW @ 430	, Religion	IBN, \$ 8.00 ( --- )	(UNION CITY)
WFGO-F, 94.7, 1.1 KW @ 538	, Oldies	, \$22.00 (Banner)	
WJET-F, 102.3, 1.7 KW @ 613	, CHR	, \$31.00 (Banner)	Myron Jones
WRTS-F, 103.7, 50 KW @ 500	, AC	ABC, \$21.00 (Katz)	WRKT owner (D)
WRKT-F, 100.9, 6 KW @ 262	, AOR	, \$31.00 (Eastman)	(NORTH EAST)
WXKC-F, 99.9, 50 KW @ 492	, AC	, \$35.00 (Christal)	
WXTA-F, 97.9, 10 KW @ 505	, Country	UNISTR, \$28.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 587	, Country	ABC, \$14.00 ( --- )	(MEADVILLE)

Miscellaneous: WMXE changes calls to WRTS-F (January) . . .

EUGENE

Arbitron Rank/Pop (12+): 145/246,500

Stations: 15/15  
Diaries: 770/319:1/58.9%  
Sample Target: 795  
% Below Line: 0.0  
% Not Listed: 26.7

1993 Revenue: \$8,400,000  
HH Inc.: \$28,076  
Retail \$: 2.6 Bil  
Pop per Station: 16,367  
#1 Biller: KUGN-F \$1,600,000

MSA Rank/Pop: 155/294,000  
ADI # 124  
Average Person Ratings: 16.2  
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KUGN-F (C)	51/12.8	15.4	12.2	18.8	17.2	----	71/650	543/22.1	26.4	21.3	C	KUGN-F
2. KKNU-F (C)	40/10.1	10.4	8.9	8.1	5.5	----	43/577	496/20.2	21.8	19.2	B	KKNU-F
3. KMGE-F (AC)	34/ 8.6	8.3	10.7	12.6	14.1	----	37/759	540/22.0	24.2	24.0	C	KMGE-F
4. KDUK-F (CHR)	28/ 7.1	7.8	6.9	3.7	6.1	----	48/948	461/18.8	18.9	17.8	B	KDUK-F
5. KPNW (FS)	26/ 6.5	5.8	7.6	8.4	4.7	----	44/619	388/15.8	16.7	14.9		KPNW
6. KODZ-F (O)	24/ 6.0	5.1	6.9	4.8	5.0	----	40/852	505/20.6	17.1	17.7		KODZ-F
7. KZZK-AF (AOR)	22/ 5.6	4.5	4.3	5.3	5.0	----	22/326	278/11.3	9.7	7.9	A	KZZK-AF
8. KZEL-F (CL AOR)	19/ 4.8	7.3	8.1	6.2	5.8	----	42/855	431/17.6	15.8	17.7	B	KXEL-F
9. KUGN (N/T)	18/ 4.5	3.8	5.3	7.0	7.8	----	18/361	307/12.5	11.6	14.9		KUGN
10. KKXO (ST)	17/ 4.3	3.0	3.6	2.5	3.0	----	17/206	206/ 8.4	6.9	7.1		KKXO

12+ FM SHARE (METRO): 74.57% (217 of 291) (SPG 93: 71.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDUK-F>>	1 KKNU-F	1 KUGN-F	1 KUGN-F>	1 KUGN-F	1 KUGN-F>	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KDUK-F	1 KPNW
2 KKNU-F>>	2 KZZK-AF	2 KKNU-F	2 KMGE-F	2 KMGE-F	2 KPNW <	2 KPNW >	2 KKNU-F	2 KKNU-F	2 KKNU-F	2 KUGN-F<
3	3 KUGN-F	KMGE-F>	3 KKNU-F	3 KKNU-F	3 KMGE-F<	3 KMGE-F	3 KPNW	3 KMGE-F	3 KMGE-F	3 KZZK-F>
4	4 KDUK-F	4 KZZK-AF	4 KODZ-F	4 KODZ-F>	4 KODZ-F	4 KKNU-F	4 KMGE-F	4 KODZ-F	4 KUGN-F	4
5	KMGE-F<	5 KODZ-F	5	5	5 KKXO	5	5	5 KDUK-F	5	5
6	6 KZEL-F	KZEL-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 KKNU-F	1 KUGN-F>	1 KUGN-F	1 KUGN-F>	1 KUGN-F>	1 KKNU-F	1 KZZK-AF	1 KZZK-AF	1 KKNU-F	1 KKNU-F
2 KDUK-F	2 KKNU-F	2 KKNU-F	2 KMGE-F	2 KMGE-F>	2 KDUK-F	KKNU-F>	2 KKNU-F	2 KZZK-AF	2 KODZ-F
KMGE-F	3 KMGE-F	3 KZEL-F	3 KDUK-F	3 KKNU-F	KZZK-AF	3 KDUK-F	3 KMGE-F	3 KMGE-F	KUGN-F
KUGN-F	4 KZEL-F	KMGE-F	4 KDUK-F	4 KODZ-F	4	4 KMGE-F	4	KUGN-F	4 KZZK-AF
KZZK-AF	KZZK-AF	5	5 KODZ-F	5	5	KZEL-F	5	5 KZEL-F	KMGE-F
6	KDUK-F	6	6	6	6	6	6	6	6 KPNW

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		34 ( 1)	34 ( 1)	11.7	13.3	KCST (?) 1250	FLORENCE	0.5/1-1/	2/ 26
AOR/CLASSIC	1 ( 1)	40 ( 2)	41 ( 3)	14.1	10.1	KDBS (O) 840	EUGENE	0.5/3.6/	2/ 88
COUNTRY	5 ( 1)	91 ( 2)	96 ( 3)	33.0	30.0	KNND (C) 1400	COTTAGE GROVE	1.3/2.0/	5/ 50
NEWS/TALK	18 ( 1)		18 ( 1)	6.2	----	KDRE (REL) 1050	SPRINGFIELD	0.8/3.1/	6/ 117
CHR		28 ( 1)	28 ( 1)	9.6	9.0				
BLACK/URBAN									
SOFT AC/EZ									
HISPANIC									
OLDIES	2 ( 1)	24 ( 1)	26 ( 2)	8.9	9.0				
FULL SVC/VARIETY	26 ( 1)		26 ( 1)	8.9	16.2				
STANDARDS	17 ( 1)		17 ( 1)	5.8	4.4				
RELIG/GOSPEL	3 ( 1)		3 ( 1)	1.0	3.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	2 ( 1)		2 ( 1)	0.7	2.0				
TOTALS	74 ( 8)	217 ( 7)	291 ( 15)						

EUGENE  
 .....

DUOPOLY REPORT	12+	25-54	REVENUE
.....	.....	.....	.....
KXXO, KEED, KGNU-F, KMGE-F (Local)	23.0%	20.6%	22.9%

RADIO STATIONS  
 .....

KDUK , 1280, 5 KW/1 KW (DA-N) , Sports	SEN, \$ 9.00 (Mc-Guild)	Pacific Telecom
KKXO , 1450, 1 KW , Standards	UNISTR, \$11.00 (MHR)	KMGE owner (D)
KNNB , 1400, 1 KW , Country	AP MBS, \$10.00 ( --- )	(COTTAGE GROVE)
KPNW , 1120, 50 KW (DA-1) , Full Service	ABC, \$18.00 (Katz)	McCoy
KUGN , 590, 5 KW/1 KW , News/Talk	CNN CBS, \$23.00 (Eastman)	
KDUK-F, 104.7, 63 KW @ 2325 , CHR	, \$21.00 (Mc-Guild)	Pacific Telecom (FLORENCE)
KGNU-F, 93.1, 100 KW @ 984 , Country	, \$30.00 (MHR)	KMGE owner (D)
KMGE-F, 94.5, 100 KW @ 1299 , AC	, \$34.00 (MHR)	
KOZ2-F, 99.1, 100 KW @ 1630 , Oldies	, \$20.00 (Katz)	McCoy
KUGN-F, 97.9, 100 KW @ 1010 , Country	UNISTR MBS, \$40.00 (Eastman)	
KZEL-F, 96.1, 100 KW @ 1092 , Classic AOR	Source NBC, \$24.00 (Christal)	
KZZK-F, 95.3, 0.6 KW @ 1207 , AOR	SMN, \$15.00 ( --- )	(CRESWELL)

Miscellaneous: KPNW-F changes to KOZ2-F and format to Oldies (April). . . KEED sold for \$35,000. . .

EVANSVILLE  
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Arbitron Rank/Pop (12+): 148/233,600      Stations: 13/12      1993 Revenue: \$10,700,000  
 MSA Rank/Pop: 157/284,000      Diaries: 685/341:1/58.7%      HH Inc.: \$30,278  
 ADI # 94      Sample Target: 700      Retail \$: 2.4 Bil  
 Average Person Ratings: 15.6      % Below Line: 4.1      Pop per Station: 19,467  
 Market TSL: 20.75 hours      % Not Listed: 14.5      #1 Biller: WIKY-F      \$2,600,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WIKY-F (FS)	67/18.4	16.0	16.3	16.4	18.3	----	83/1086	785/33.6	31.7	31.9	D	WIKY-F
2. WKDQ-F (C)	54/14.8	14.3	15.0	8.9	6.7	----	122/1654	689/29.5	27.6	28.8	C	WKDQ-F
3. WYNG-F (C)	51/14.0	16.8	14.5	15.0	17.5	----	78/885	568/24.3	27.0	27.9	D	WYNG-F
4. WSTO-F (CHR)	38/10.4	12.4	10.6	11.5	11.1	----	87/1520	672/28.8	29.4	27.8	C	WSTO-F
5. WJPS-AF (O)	27/ 7.4	4.4	6.5	5.8	4.3	----	42/515	351/15.0	15.7	12.4	B	WJPS-AF
6. WGBF-F (AOR)	24/ 6.6	5.5	7.2	6.6	7.3	----	35/487	331/14.2	11.9	15.1	C	WGBF-F
7. WBKR-F (C)	15/ 4.1	6.9	5.9	6.3	8.9	----	119/1469	331/14.2	19.1	18.4	C	WBKR-F
8. WWOK (ST)	12/ 3.3	3.3	5.2	3.5	5.4	----	14/207	176/ 7.5	8.0	8.5	A	WWOK
9. WGAB (T)	9/ 2.5	1.7	2.3	5.2	0.8	----	10/167	154/ 6.6	3.6	4.0	A	WGAB
10. WRBT-F (CL AOR)	6/ 1.6	1.9	3.1	2.9	4.9	----	39/491	208/ 8.9	7.6	10.4	A	WRBT-F
WSON (ST)	6/ 1.6	0.6	0.8	1.4	0.8	----	7/112	94/ 4.0	3.6	2.5		WSON

12+ FM SHARE (METRO): 88.46% (276 of 312) (SPG 93: 89.85%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC					NM	WVHI (REL) 1330	EVANSVILLE 0.8/1.8/ 3/ 44
AOR/CLASSIC		30 ( 2)	30 ( 2)	9.6	12.4		
COUNTRY		120 ( 3)	120 ( 3)	38.5	NM		
NEWS/TALK	9 ( 1)		9 ( 1)	2.9	3.0		
CHR		38 ( 1)	38 ( 1)	12.2	12.4		
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLDIES	6 ( 1)	21 ( 1)	27 ( 2)	8.7	7.2		
FULL SVC/VARIETY		67 ( 1)	67 ( 1)	21.5	18.2		
STANDARDS	18 ( 2)		18 ( 2)	5.8	7.0		
RELIG/GOSPEL	3 ( 1)		3 ( 1)	1.0	0.5		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	36 ( 5)	276 ( 8)	312 ( 13)				

DUOPOLY REPORT

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NONE AS OF AUGUST 1994. . .

EVANSVILLE  
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RADIO STATIONS  
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WGAB , 1180, 670 W (DAYS) , Talk	UNISTR MBS, \$13.00 ( --- )	(NEWBURGH)
WWOK , 1280, 5 KW/1 KW (DA-N) , Standards	UNISTR CNN, \$15.00 (Banner)	
WGBF-F, 103.1, 3.2 KW @ 453 , AOR	UNISTR Source, \$30.00 (Banner)	(HENDERSON, KY)
WIKY-F, 104.1, 39 KW @ 571 , Full Service	MBS, \$57.00 (Katz)	South Central
WJPS-F, 106.1, 6 KW @ 328 , Oldies	UNISTR, \$18.00 (Katz)	(NEWBURGH)
WKDQ-F, 99.5, 100 KW @ 476 , Country	ABC, \$44.00 (Christal)	Bristol (HENDERSON)
WRBT-F, 94.9, 50 KW @ 420 , Classic AOR	, \$15.00 ( --- )	(MT. CARMEL, IL)
WSTO-F, 96.1, 100 KW @ 1000 , CHR	ABC, \$40.00 (Katz)	(OWENSBORO)
WYNG-F, 105.3, 50 KW @ 390 , Country	CBS, \$51.00 (Eastman)	Pinnacle
WBKR-F, 92.5, 100 KW @ 1096 , Country	, \$34.00 (Banner)	Brill (OWENSBORO)

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

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

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\*\*\*\*\* 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	

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FARGO

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Arbitron Rank/Pop (12+): 212/130,900

Stations: 12/11  
Diaries: 664/197:1/63.9%  
Sample Target: 610  
% Below Line: 1.3  
% Not Listed: 10.1

1993 Revenue: \$7,800,000  
HH Inc.: \$31,835  
Retail \$: 1.7 Bil  
Pop per Station: 11,900  
#1 Biller: KFGO \$1,700,000

MSA Rank/Pop: 220/160,000  
ADI # 108  
Average Person Ratings: 18.1  
Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KFGO (C/FS)	41/17.3	----	12.0	----	11.8	----	79/790	329/25.1	0.0	27.8	C	KFGO
2. KFGO-F (C)	39/16.5	----	15.5	----	12.2	----	67/827	420/32.1	0.0	32.7	C	KFGO-F
3. KVOX-F (C)	27/11.4	----	9.2	----	10.1	----	46/642	378/28.9	0.0	25.2	B	KVOX-F
4. KPFX-F (CL AOR)	24/10.1	----	6.8	----	-----	----	36/452	287/21.9	0.0	16.5	A	KPFX-F
5. WDAY (N/T)	20/ 8.4	----	9.2	----	10.1	----	43/713	299/22.8	0.0	24.6	C	WDAY
6. KLTA-F (AC)	19/ 8.0	----	8.8	----	11.3	----	33/504	276/21.1	0.0	24.2	B	KLTA-F
7. KQWB-F (AOR)	13/ 5.5	----	10.0	----	10.9	----	17/332	234/17.9	0.0	22.7	B	KQWB-F
8. KSSZ-F (CHR)	11/ 4.6	----	-----	----	-----	----	17/325	245/18.7	0.0	0.0	A	KSSZ-F
9. WDAY-F (AC)	10/ 4.2	----	8.0	----	10.1	----	19/456	238/18.2	0.0	28.9	B	WDAY-F
10. KKDL-F (O)	5/ 2.1	----	3.2	----	2.8	----	11/256	117/ 8.9	0.0	12.3		KKDL-F

12+ FM SHARE (METRO): 69.48% (148 of 213) (SPG 93: 71.10%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME
AC		29 ( 2)	29 ( 2)	13.6	10.1	KVOX (ST) 1280	MOORHEAD, MN 0.4/6.2/ 3/ 133
AOR/CLASSIC		37 ( 2)	37 ( 2)	17.4	19.3		
COUNTRY	41 ( 1)	66 ( 2)	107 ( 3)	50.2	42.7	KJJK (ST) 1090	FERGUS FALLS, MN 1.3/1.7/ 9/ 84
NEWS/TALK	20 ( 1)		20 ( 1)	9.4	-----		
CHR		11 ( 1)	11 ( 1)	5.2	9.2		
BLACK/URBAN							
SOFT AC/EZ							
HISPANIC							
OLDIES		5 ( 1)	5 ( 1)	2.3	3.7		
FULL SVC/VARIETY					10.6		
STANDARDS	4 ( 2)		4 ( 2)	1.9	4.6		
RELIG/GOSPEL							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	65 ( 4)	148 ( 8)	213 (12)				

FARGO

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DUOPOLY REPORT

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NONE AS OF AUGUST 1994. . .

RADIO STATIONS

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KFGO	,	790,	5 KW (DA-N)	,	Country/FS		CBS, \$36.00	(CBS)	
WDAY	,	970,	5 KW (DA-N)	,	Talk		MBS NBC, \$24.00	(Katz)	Forum
KFGO-F,		101.9,	100 KW @ 866	,	Country			\$30.00	(CBS)
KKDL-F,		95.1,	100 KW @ 276	,	Oldies			\$12.00	( --- ) (DETROIT LAKES)
KLTA-F,		105.1,	100 KW @ 649	,	AC			\$20.00	(Christal) T. Ingstad (BRECKENRIDGE)
KPFX-F,		107.9,	100 KW @ 649	,	Classic AOR			\$21.00	(Christal)
KQWB-F,		98.7,	100 KW @ 581	,	AOR		UNISTR, \$19.00	(D & R)	Brill
KSSZ-F,		92.7,	25 KW @ 328	,	CHR			\$12.00	( --- ) (KINDRED)
KVOX-F,		99.9,	100 KW @ 380	,	Country		ABC, \$20.00	(Torbet)	
WDAY-F,		93.7,	100 KW @ 1141	,	AC			\$20.00	(Katz) Forum

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 123/317,200  
 MSA Rank/Pop: 156/287,000  
 Raleigh ADI  
 Average Person Ratings: 16.3  
 Market TSL: 22.00 hours

Stations: 21/13  
 Diaries: 934/340:1/50.8%  
 Sample Target: 875  
 % Below Line: 11.2  
 % Not Listed: 11.3

1993 Revenue: \$9,000,000  
 HH Inc.: \$27,525  
 Retail \$: 2.1 Bil  
 Pop per Station: 24,400  
 #1 Biller: WKML-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WZFX-F (B)	106/20.5	22.8	19.7	24.7	20.2	----	152/1611	997/31.4	33.0	30.8	D	WZFX-F
2. WKML-F (C)	97/18.8	22.6	20.7	20.9	16.9	----	158/1690	891/28.1	33.5	29.7	C	WKML-F
3. WQSM-F (AC)	54/10.5	5.5	7.5	7.4	10.0	----	74/944	660/20.8	17.2	17.9	C	WQSM-F
4. WFNC (N/T)	35/ 6.8	5.3	7.7	4.5	4.5	----	41/438	356/11.2	10.0	11.3	B	WFNC
5. WAZZ-F (O)	28/ 5.4	5.5	3.3	4.7	4.9	----	43/721	461/14.5	13.3	12.9	B	WAZZ-F
6. WRDQ-F (AOR)	20/ 3.9	5.5	6.3	5.1	7.7	----	26/391	295/ 9.3	11.4	12.4	C	WRDQ-F
7. WSTS-F (G)	17/ 3.3	1.7	3.0	2.0	2.6	----	20/232	156/ 4.9	4.4	6.4	A	WSTS-F
8. WRAL-F (AC)	14/ 2.7	2.3	2.8	2.0	2.9	----	34/513	319/10.1	10.2	12.1		WRAL-F
9. WFMO (G)	14/ 2.7	1.9	1.8	1.2	2.8	----	14/121	85/ 2.7	2.2	2.0	A	WFMO
10. WIDU (G)	13/ 2.5	5.7	4.7	4.3	3.7	----	13/186	174/ 5.5	8.1	7.9	A	WIDU

12+ FM SHARE (METRO): 83.19% (381 of 458) (SPG 93: 83.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F>>>1	WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F<	1 WKML-F>	1 WKML-F<	1 WKML-F	1 WZFX-F<	1 WZFX-F>>	1 WZFX-F>
2	2 WKML-F>	2 WKML-F>	2 WKML-F>	2 WKML-F>	2 WZFX-F	2 WZFX-F>	2 WZFX-F	2 WKML-F>	2 WKML-F>>	2 WKML-F
3	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F>	3 WFNC	3 WQSM-F	3 WQSM-F	3 WQSM-F>	3 WQSM-F	3
4	4 WRDQ-F	4 WAZZ-F	4 WAZZ-F	4 WAZZ-F	4 WQSM-F	WFNC >	4 WFNC	4 WAZZ-F	4 WAZZ-F	4
5	5	5 WRDQ-F	5	5 WFNC	5 WAZZ-F	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 WZFX-F	1 WZFX-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F	1 WZFX-F
2 WKML-F	2 WQSM-F<	2 WQSM-F	2 WKML-F	WKML-F	2 WKML-F	2 WKML-F>	2 WKML-F	2 WKML-F>>	2 WKML-F>
3 WQSM-F	3 WKML-F>>	3 WKML-F	3 WQSM-F>>	3 WQSM-F>>	3 WRDQ-F	3 WRDQ-F	3 WQSM-F	3 WQSM-F	3 WQSM-F
4	4	4	4	4	4 WSTS-F	4 WQSM-F	4 WRDQ-F	4 WRDQ-F	4 WAZZ-F
5	5	5	5	5	5	5	5	5 WAZZ-F	WFNC

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		68 ( 2)	68 ( 2)	14.8	12.0	WAGR (C) 1340	LUMBERTON 0.2/0.4/ 1/ 12		
AOR/CLASSIC		28 ( 3)	28 ( 3)	6.1	8.4	WJSK-F (C) 102.3	LUMBERTON 0.2/2.0/ 2/ 69		
COUNTRY	1 ( 1)	105 ( 4)	106 ( 5)	23.1	25.1	WFLB (REL) 1490	FAYETTEVILLE 1.2/3.0/ 6/ 102		
NEWS/TALK	35 ( 1)		35 ( 1)	7.6	9.0	WKKE (REL) 1080	ST. PAULS 1.6/1.5/ 8/ 48		
CHR		13 ( 1)	13 ( 1)	2.8	6.2	WIOZ-F (EZ) 106.9	SOUTHERN PINES 1.6/4.8/ 38/ 384		
BLACK/URBAN		106 ( 1)	106 ( 1)	23.1	24.9	SEE RALEIGH FOR MORE ABOUT THE FOLLOWING:			
SOFT AC/EZ		8 ( 1)	8 ( 1)	1.7	3.0	WDQF-F 2.5/9.4	WRDU-F 0.4/2.6		
HISPANIC						WKIX-F 0.6/2.4	WTRG-F 1.6/5.3		
OLDIES		36 ( 2)	36 ( 2)	7.9	1.0	WQDR-F 0.8/7.3	WZU-F 1.2/5.2		
FULL SVC/VARIETY STANDARDS									
RELIG/GOSPEL	41 ( 4)	17 ( 1)	58 ( 5)	12.7	11.0				
CLASSICAL									
JAZZ					1.0				
OTHERS/UNKNOWN					1.1				
TOTALS	77 ( 6)	381 ( 15)	458 ( 21)						

DUOPOLY REPORT	12+	25-54	REVENUE
WKML-F, WQSM, WEBX-F (Beasley)	18.8%	18.4%	32.7%

FAYETTEVILLE, NC

RADIO STATIONS

WFMO , 860, 1 KW (DAYS) , Gospel	UNISTR, \$10.00 (TN)	(FAIRMONT)
WFNC , 640, 10 KW/1 KW , News/Talk	CBS, \$20.00 (Katz)	Cape Fear
WIDU , 1600, 1 KW/25 W , Gospel	, \$13.00 (D & R)	
WAZZ-F, 96.5, 80 KW @ 794 , Oldies	, \$23.00 ( --- )	Curtis (LAURINBURG)
WKML-F, 95.7, 100 KW @ 1053 , Country	ABC, \$64.00 (Mc-Guild)	Beasley (LUMBERTON)
WQSM-F, 98.1, 100 KW @ 830 , AC	, \$40.00 (Katz)	Cape Fear
WRCC-F, 103.5, 48 KW @ 443 , AOR	, \$34.00 ( --- )	(DUNN)
WSTS-F, 100.9, 3 KW @ 298 , Gospel	UNISTR, \$12.00 (Southern)	(FAIRMONT)
WZFX-F, 99.1, 100 KW @ 981 , Black	ABC, \$47.00 ( --- )	Atlantic (WHITEVILLE)
WZNS-F, 92.9, 100 KW @ 1800 , Classic AOR	, \$20.00 ( --- )	Beasley (DILLON)

Other Ranked Stations -- See Raleigh

FLINT

Arbitron Rank/Pop (12+): 110/347,700  
 MSA Rank/Pop: 112/429,000  
 ADI # 57 (w/Saginaw)  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 25/11  
 Diaries: 909/383:1/49.2%  
 Sample Target: 900  
 % Below Line: 32.0  
 % Not Listed: 13.7

1993 Revenue: \$10,200,000  
 HH Inc.: \$35,282  
 Retail \$: 3.6 Bil  
 Pop per Station: 31,609  
 #1 Biller: WCRZ-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WCRZ-F (AC)	85/15.1	13.6	13.4	12.8	15.4	----	93/1177	1004/28.9	26.8	28.7	E	WCRZ-F
2. WDZZ-F (B)	64/11.4	12.1	11.8	12.6	16.4	----	66/772	748/21.5	24.8	21.8	C	WDZZ-F
3. WWCK-F (CHR)	56/10.0	8.1	10.7	8.7	8.6	----	72/1165	940/27.0	21.9	25.7	D	WWCK-F
4. WKCO-F (C)	35/ 6.2	7.4	5.2	7.2	5.6	----	49/831	543/15.6	16.6	16.1		WKCO-F
WDFD (ST)	35/ 6.2	9.4	8.0	4.8	6.6	----	41/400	365/10.5	14.0	12.0	B	WDFD
6. WJR (FS)	34/ 6.0	4.7	6.9	6.7	6.1	----	67/783	493/14.2	13.1	17.1		WJR
7. WHNN-F (O)	32/ 5.7	4.7	5.6	6.1	5.8	----	51/830	563/16.2	15.3	16.4		WHNN-F
8. WOVE-F (B)	27/ 4.8	3.0	2.7	1.7	0.7	----	27/318	318/ 9.1	7.8	6.6	A	WOVE-F
9. WIOG-F (AC/CHR)	21/ 3.7	4.4	3.4	4.3	6.3	----	33/875	574/16.5	16.7	16.7		WIOG-F
10. WCSX-F (CL AOR)	14/ 2.5	0.3	0.8	1.3	1.2	----	19/193	122/ 3.5	2.9	4.4		WCSX-F
WKMF-F (C)	14/ 2.5	3.2	4.1	4.8	1.8	----	26/373	220/ 6.3	8.6	8.8	B	WKMF-F
12. WFLT (REL)	12/ 2.1	2.2	1.7	2.0	1.8	----	12/170	170/ 4.9	3.6	4.0	A	WFLT
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.82% (392 of 485) (SPG 93: 77.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDZZ-F>>	1 WCRZ-F<	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WDZZ-F>	1 WCRZ-F
2 WWCK-F>	2 WWCK-F>	2 WWCK-F	2 WWCK-F	2 WWCK-F<	2 WDFD	2 WWCK-F	2 WWCK-F>	2 WDZZ-F<	2 WCRZ-F	2 WDZZ-F
3	3 WDZZ-F	3 WDZZ-F>	3 WDZZ-F	3 WDZZ-F	3 WHNN-F	3 WDZZ-F	3 WDZZ-F	3 WWCK-F>	3 WWCK-F	3 WOVE-F>
4	4 WKCO-F	4 WKCO-F	4 WOVE-F	4 WHNN-F	4 WJR	4 WJR	4 WDFD	4 WKCO-F	4 WKCO-F	4 WWCK-F
5	5 WIOG-F	5 WOVE-F	5 WHNN-F	5 WOVE-F	5 WDZZ-F	5 WDFD	5 WKCO-F	5	5	5 WDFD
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 WWCK-F	1 WWCK-F<	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WWCK-F	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F	1 WCRZ-F>
2 WDZZ-F	2 WCRZ-F	2 WWCK-F	2 WDZZ-F<	2 WDZZ-F	2 WDZZ-F	2 WWCK-F>	2 WWCK-F	2 WWCK-F>	2 WWCK-F
3 WCRZ-F	3 WDZZ-F>	3 WDZZ-F	3 WWCK-F>>	3 WWCK-F	3 WKCO-F	3 WKCO-F	3 WJR	3 WJR	3 WJR
4 WKCO-F	4 WIOG-F	4 WIOG-F	4 WOVE-F	4 WHNN-F	4	4 WDZZ-F	4 WIOG-F	4 WDZZ-F	4 WHNN-F<
5	5 WKCO-F	5	5 WIOG-F	5 WJR	5	5 WIOG-F	5	5 WOVE-F	5 WOVE-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC			108 ( 3)	22.3	16.9	WFNT (T) 1470	0.4/3.0/ 3/ 141
AOR/CLASSIC			45 ( 6)	9.3	6.4	WTAC (REL) 600	0.5/2.1/ 3/ 85
COUNTRY			49 ( 2)	10.1	13.2	WTRX (?) 1330	0.4/1.9/ 3/ 73
NEWS/TALK	17 ( 3)		17 ( 3)	3.5	1.6	WVGZ-F (AOR) 103.1 LAPEER	0.9/3.7/ 10/ 284
CHR			56 ( 1)	11.5	16.3	SEE FLINT OR DETROIT FOR MORE ABOUT THE FOLLOWING:	
BLACK/URBAN			100 ( 3)	20.6	19.1	WUVE-F 1.6/5.3	WRIF-F 2.0/4.9
SOFT AC/EZ			2 ( 1)	0.4	---	WJ01-F 0.4/2.3	WTLZ-F 1.6/7.5
HISPANIC						WKQZ-F 0.4/2.1	WJW 0.5/3.0
OLDIES		32 ( 1)	32 ( 1)	6.6	6.4	WLLZ-F 0.7/1.8	WXYT 0.4/1.5
FULL SVC/VARIETY	34 ( 1)		34 ( 1)	7.0	8.0	WFMK-F (Lansing) 0.4/1.1	
STANDARDS	35 ( 1)		35 ( 1)	7.2	9.5		
RELIG/GOSPEL	5 ( 2)		5 ( 2)	1.0	2.5		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN	2 ( 1)		2 ( 1)	0.4	---		
TOTALS	93 ( 8)	392 ( 17)	485 ( 25)				

FLINT

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DUOPOLY REPORT	12+	25-54	REVENUE
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WKMF-F, WCRZ-F, WFNT (Faircom)	18.0%	21.7%	41.2%

RADIO STATIONS

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WFDF , 910, 5 KW/1 KW (DA-N) , Standards	CBS, \$16.00 (Torbet)	Connoisseur
WFLT , 1420, 500 W/144 W , Gospel	MBS, \$10.00 (P/W)	
WFNT , 1470, 5 KW/1 KW (DA-N) , News/Talk	ABC, \$15.00 (Katz)	Faircom
WCRZ-F, 107.9, 50 KW @ 331 , AC	, \$84.00 (Katz)	Faircom
WDZZ-F, 92.7, 3 KW @ 256 , Black	, \$44.00 (Torbet)	Connoisseur
WKMF-F, 101.7, 3 KW @ 328 , Country	, \$21.00 (Katz)	Faircom (TUSCOLA)
WOWE-F, 98.9, 3 KW @ 328 , Black	ABC SMN, \$16.00 ( --- )	(VASSAR)
WWCK-F, 105.5, 25 KW @ 328 , CHR	NBC, \$60.00 (Christal)	

Other ranked stations -- see Saginaw or Detroit

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 120/323,000  
 MSA Rank/Pop: NA  
 ADI # West Palm Beach  
 Average Person Ratings: 16.0  
 Market TSL: 21.75 hours

Stations: 21/11  
 Diaries: 803/402:1/54.0%  
 Sample Target: 750  
 % Below Line: 29.2  
 % Not Listed: 15.8

1993 Revenue: NA  
 HH Inc.: \$31,863  
 Retail \$: 3.0 Bil  
 Pop per Station: 29,364  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WHLG-F (EZ)	55/10.6	12.5	13.1	12.3	14.1	----	55/508	502/15.5	16.1	17.1	WHLG-F
2. WGYL-F (SAC)	45/ 8.7	8.3	8.1	7.7	7.2	----	45/449	436/13.5	14.8	14.5	WGYL-F
WAVV-F (C)	45/ 8.7	8.1	8.8	8.1	7.4	----	45/571	549/17.0	14.7	14.0	WAVV-F
4. WOVV-F (CHR)	39/ 7.5	12.7	7.9	7.2	7.8	----	43/674	617/19.1	23.4	21.0	WOVV-F
5. WZZR-F (AOR)	38/ 7.3	9.2	11.3	7.7	8.9	----	39/546	528/16.3	15.9	18.3	WZZR-F
6. WKGR-F (CL AOR)	37/ 7.1	6.4	5.2	7.4	6.1	----	39/516	503/15.6	18.1	19.2	WKGR-F
7. WFLM-F (B/AC)	36/ 6.9	0.9	---	---	---	----	37/329	326/10.1	1.7	----	WFLM-F
8. WIRK-F (C)	28/ 5.4	4.0	3.8	4.0	4.3	----	30/384	319/ 9.9	9.7	9.9	WIRK-F
9. WOOL-F (O)	26/ 5.0	4.9	4.2	5.1	5.2	----	26/427	396/12.3	12.6	10.4	WOOL-F
10. WRMF-F (AC)	14/ 2.7	1.7	3.3	1.5	2.4	----	14/199	184/ 5.7	6.2	8.7	WRMF-F
11. WAKE (ST)	12/ 2.3	1.6	2.3	1.8	2.2	----	12/113	113/ 3.5	4.6	5.2	WAKE
12. WTTB (T)	11/ 2.1	2.3	1.2	1.5	1.3	----	11/97	97/ 3.0	5.4	3.6	WTTB
WRLX-F (EZ)	11/ 2.1	0.5	2.1	0.6	---	----	11/87	85/ 2.6	1.4	2.8	WRLX-F
14. WJNX (N/T)	10/ 1.9	1.7	1.0	1.5	---	----	10/141	140/ 4.3	5.4	3.8	WJNX
15.											

12+ FM SHARE (METRO): 90.37% (394 of 436) (SPG 93: 87.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WZZR-F<	1 WKGR-F<	1 WKGR-F<	1 WKGR-F	1 WHLG-F	1 WHLG-F	1 WZZR-F	1 WHLG-F	1 WFLM-F	1 WAVV-F
2 WZZR-F>	2 WKGR-F	2 WZZR-F<	2 WZZR-F<	2 WFLM-F<	2 WGYL-F>	2 WGYL-F	2 WHLG-F	WKGR-F	2 WOVV-F	2 WOVV-F
3 WOVV-F	3 WAVV-F	3 WAVV-F<	3 WFLM-F	3 WZZR-F	3 WAVV-F	WAVV-F	WGYL-F	3 WOVV-F<	3 WAVV-F	3 WHLG-F
4	4 WAVV-F	4 WOVV-F<	4 WOOL-F	4 WOOL-F	4 WOOL-F	4 WOVV-F	4 WAVV-F	4 WAVV-F<	WGYL-F	4 WTTB
5	5 WFLM-F	5 WFLM-F	WOVV-F<	5 WAVV-F	5	5	WKGR-F	5 WGYL-F	WKGR-F	5
6	6	6	6 WAVV-F	WOVV-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 WOVV-F	1 WZZR-F	1 WZZR-F	1 WOOL-F<	1 WOOL-F<	1 WAVV-F	1 WKGR-F	1 WKGR-F	1 WKGR-F<	1 WKGR-F
2 WAVV-F	2 WOVV-F>	2 WFLM-F	2 WOVV-F	2 WFLM-F	2 WZZR-F	2 WZZR-F>	2 WZZR-F	2 WZZR-F	2 WZZR-F>
WZZR-F	3 WAVV-F	WOVV-F	WAVV-F	3 WAVV-F	3 WKGR-F	3 WAVV-F<	3 WOVV-F	3 WAVV-F<	3 WFLM-F
WKGR-F	4 WKGR-F	WRMF-F	4 WFLM-F	4 WIRK-F	4	4 WOVV-F	4	4 WFLM-F	4 WOVV-F
5	WFLM-F	5 WOOL-F	5 WZZR-F	WOVV-F	5	5 WFLM-F	5	WOVV-F	5 WAVV-F
			WKGR-F						

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	3 ( 1)	14 ( 1)	17 ( 2)	3.9	6.2	WIRA (AC) 1400	0.6/2.7/ 3/ 87		
AOR/CLASSIC		75 ( 2)	75 ( 2)	17.2	20.0	WPSL (T) 1590	0.8/2.9/ 4/ 95		
COUNTRY		73 ( 2)	73 ( 2)	16.7	15.2				
NEWS/TALK	25 ( 3)	2 ( 1)	27 ( 4)	6.2	4.0	WEAT-F (SAC) 104.3	1.9/7.5/ 16/ 287		
CHR		42 ( 2)	42 ( 2)	9.6	9.4	WOLL-F (O) 94.3	1.0/3.3/ 5/ 114		
BLACK/URBAN		36 ( 1)	36 ( 1)	8.3	----	WSWN (G) 900	0.4/1.3/ 2/ 48		
SOFT AC/EZ		121 ( 4)	121 ( 4)	27.8	32.0	WAOA-F (CHR) 107.1	0.6/2.6/ 3/ 86		
HISPANIC						WTKS-F (T) 104.1	0.4/1.4/ 2/ 46		
OLDIES		31 ( 2)	31 ( 2)	7.1	6.4				
FULL SVC/VARIETY				0.0	2.3				
STANDARDS	12 ( 1)		12 ( 1)	2.8	3.0				
RELIG/GOSPEL	2 ( 1)		2 ( 1)	0.5	2.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	42 ( 6)	394 ( 15)	436 ( 21)						

FORT PIERCE, FL

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DUOPOLY REPORT

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NONE AS OF JULY 1994. . .

RADIO STATIONS

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WAXE	,	1370,	1 KW/85 W	,	Standards	,	\$11.00	( --- )		(VERO BEACH)
WTRA	,	1400,	1 KW	,	AC		UNISTR NBC,	\$10.00	(Mc-Guild)	Ardman
WJNX	,	1330,	5.4 KW/1.1 KW (DA-N)	,	News/Talk		AP CBS,	\$ NA	(Banner)	Fairbanks
WSTU	,	1450,	1 KW	,	Full Service		ABC,	\$12.00	( --- )	(STUART)
WTTB	,	1490,	1 KW	,	Talk		TALKNT CBS,	\$14.00	(Christal)	Sandab (VERO BEACH)
WAVV-F	,	101.7,	6 KW @ 348	,	Country		ABC,	\$28.00	(Roslin)	(VERO BEACH)
WGYL-F	,	93.7,	50 KW @ 479	,	Soft AC		,	\$30.00	( --- )	Sandab (VERO BEACH)
WHLG-F	,	102.3,	3 KW @ 285	,	EZ		AP,	\$35.00	( --- )	(STUART)
WQOL-F	,	103.7,	50 KW @ 476	,	Oldies		UNISTR CNN,	\$21.00	( --- )	(VERO BEACH)
WZZR-F	,	92.7,	50 KW @ 482	,	AOR		,	\$41.00	(Katz)	CRB (STUART)
WFLM-F	,	104.7,	6 KW @ 328	,	Black/AC		,	\$NA	( --- )	(WHITE CITY)

Other ranked stations -- see West Palm Beach



FORT WAYNE  
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Arbitron Rank/Pop (12+): 93/380,900  
MSA Rank/Pop: 92/375,000  
ADI # 101  
Average Person Ratings: 16.9  
Market TSL: 22.50 hours

Stations: 21/18  
Diaries: 1066/357:1/59.2%  
Sample Target: 990  
% Below Line: 3.1  
% Not Listed: 15.9

1993 Revenue: \$12,400,000  
MH Inc.: \$33,562  
Retail \$: 3.2 Bil  
Pop per Station: 21,161  
#1 Biller: WAJI-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WAJI-F (AC)	72/11.2	10.4	9.3	11.3	10.7	----	98/1180	853/22.4	24.6	21.4	D	WAJI-F
2. WBYR-F (CL AOR)	63/ 9.8	7.8	7.5	7.4	5.9	----	93/1314	796/20.9	19.1	18.7	C	WBYR-F
3. WBTU-F (C)	48/ 7.5	9.5	10.3	11.5	7.6	----	121/1487	663/17.4	20.8	21.2	D	WBTU-F
4. WMEE-F (CHR)	45/ 7.0	9.3	8.5	12.5	11.1	----	96/1863	977/25.6	28.9	30.3	D	WMEE-F
5. WOWO (FS)	43/ 6.7	7.8	7.1	5.6	5.9	----	75/1113	656/17.2	21.5	19.8	C	WOWO
6. WDJB-F (CHR)	40/ 6.2	6.0	5.0	5.2	5.5	----	47/773	651/17.1	17.3	18.5	A	WDJB-F
7. WXKE-F (AOR)	38/ 5.9	5.9	6.0	7.6	9.8	----	55/558	480/12.6	12.8	14.3	C	WXKE-F
8. WQHK-F (C)	36/ 5.6	3.8	---	---	---	----	40/545	493/12.9	9.9	---	---	WQHK-F
9. WLDE-F (O)	36/ 5.6	2.9	4.4	4.4	5.0	----	36/583	564/14.8	9.8	13.6	---	WLDE-F
10. WGL (N/T)	28/ 4.4	3.6	4.8	5.6	5.7	----	30/480	407/10.7	13.1	12.4	A	WGL
11. WQHK (C)	15/ 2.3	2.4	4.4	5.8	3.6	----	17/292	267/ 7.0	6.5	9.8	A	WQHK
12. WMRI-F (EZ)	15/ 2.3	3.3	4.4	2.4	2.3	----	42/509	244/ 6.4	6.2	8.3	---	WMRI-F
13. WGL -F (N/T)	14/ 2.2	1.1	1.2	---	---	----	15/307	258/ 6.8	6.5	5.8	---	WGL -F
14. WJFX-F (B)	14/ 2.2	1.3	4.2	6.0	5.9	----	14/151	151/ 4.0	3.6	8.7	---	WJFX-F
15. WFWI-F (O)	12/ 1.9	3.4	4.0	---	---	----	18/361	294/ 7.7	7.1	10.0	A	WFWI-F

12+ FM SHARE (METRO): 83.18% (450 of 541) (SPG 93: 80.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJB-F>	1 WBYR-F	1 WAJI-F<	1 WAJI-F<	1 WAJI-F<	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WBYR-F<	1 WAJI-F
2 WMEE-F>>	2 WXKE-F<	2 WBYR-F>	2 WBYR-F>>	2 WBYR-F>>	WOWO	2 WOWO	2 WBYR-F	WBYR-F	2 WAJI-F<	2 WOWO
3	3 WAJI-F<	3 WXKE-F	3 WXKE-F	3 WBTU-F	3 WBTU-F	3 WBYR-F	3 WGL	3 WBTU-F	3 WDJB-F	3 WBYR-F
4	4 WMEE-F	4 WMEE-F	4 WBTU-F	4 WLDE-F	4 WGL	4 WBTU-F<	4 WXKE-F	4 WMEE-F	4 WMEE-F<	4 WBTU-F
5	5 WDJB-F	5 WQHK-F<	5 WLDE-F	WXKE-F	5 WLDE-F	5 WMEE-F	5 WMEE-F<	5 WDJB-F	5 WBTU-F	5 WQHK-F
6	6	6 WBTU-F	WQHK-F	6 WQHK-F	6	6	6 WBTU-F	WXKE-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 WMEE-F	1 WAJI-F>	1 WAJI-F	1 WAJI-F>	1 WAJI-F>	1 WXKE-F	1 WBYR-F<	1 WBYR-F	1 WBYR-F	1 WBYR-F>
2 WDJB-F	2 WBYR-F	WBYR-F	2 WMEE-F	2 WBYR-F	2 WMEE-F	2 WXKE-F>>	2 WXKE-F	2 WXKE-F	2 WAJI-F
3 WQHK-F	3 WMEE-F<	3	3 WBYR-F<	3 WBTU-F	3 WBYR-F	3 WMEE-F	3 WAJI-F	3 WAJI-F>	3 WQHK-F>
4	4 WDJB-F	4	4 WBTU-F	4 WLDE-F	4	4 WAJI-F	4	4 WMEE-F	4 WLDE-F
5	5 WBTU-F	5	WQHK-F	WQHK-F	5	5 WQHK-F	5	5 WLDE-F	5 WBTU-F
6	6 WQHK-F	6	6 WDJB-F	6 WMEE-F	6	6	6	6 WQHK-F	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		74 ( 2)	74 ( 2)	13.7	15.8	WQHK-F (?)	96.3	CHURUBUSCO	1.2/2.7/ 10/ 145
AOR/CLASSIC		101 ( 2)	101 ( 2)	18.7	16.5	WNUY-F (AC)	100.1	BLUFFTON	0.3/1.1/ 3/ 60
COUNTRY	15 ( 1)	84 ( 2)	99 ( 3)	22.0	17.5	WOWO-F (FS)	103.1	HUNTINGTON	0.8/3.8/ 8/ 179
NEWS/TALK	28 ( 1)	14 ( 1)	42 ( 2)	7.8	7.1	WZBD-F (?)	92.7	BERNE	0.3/0.9/ 2/ 39
CHR		85 ( 2)	85 ( 2)	15.7	16.1	WGN (FS)	720	CHICAGO	0.3/1.4/ 8/ 113
BLACK/URBAN		14 ( 1)	14 ( 1)	2.6	5.0	WLW (FS)	700	CINCINNATI	0.5/2.6/ 17/ 246
SOFT AC/EZ		15 ( 1)	15 ( 1)	2.8	5.2				
HISPANIC									
OLDIES		48 ( 2)	48 ( 2)	8.9	5.2				
FULL SVC/VARIETY	48 ( 3)	5 ( 1)	53 ( 4)	9.8	11.6				
STANDARDS									
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		10 ( 2)	10 ( 2)	1.8	---				
TOTALS	91 ( 5)	450 (16)	541 (21)						

FORT WAYNE  
.....

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WAJI-F, WLDE-F (Sarkes Tarzian)	16.8%	21.8%	21.8%
WGL A/F, WKOH-F (Local)	7.8%	6.2%	2.8%
WQHK A/F, WMEE-F (Federated)	15.9%	12.0%	19.4%
	40.5%	40.0%	44.0%

RADIO STATIONS  
.....

WFCV , 1090, 1 KW (DAYS)	, Religion	, \$12.00 ( --- )	Bott
WGL , 1250, 2.5 KW/1.4 KW (DA-2)	, News/Talk	TALKNT CNN, \$17.00 ( --- )	
WOWO , 1190, 50 KW (DA-1)	, Full Service	CBS, \$35.00 (Katz)	Price
WQHK , 1380, 5 KW (DA-2)	, Country	SMN ABC, \$ NA (Christal)	Federated
WAJI-F, 95.1, 39 KW @ 679	, AC	, \$53.00 (Katz)	Sarkes-Tarzian
WBTU-F, 93.3, 50 KW @ 492	, Country	UNISTR MBS, \$44.00 (Eastman)	(KENDALVILLE)
WBVR-F, 98.9, 50 KW @ 453	, Classic ADR	, \$32.00 (Eastman)	(VAN WERT, OH)
WDJB-F, 106.3, 3 KW @ 426	, CHR	, \$19.00 (Banner)	(COLUMBIA CITY)
WFWI-F, 92.3, 3.8 KW @ 403	, Oldies - 70's	, \$15.00 (Torbet)	
WGL -F, 94.1, 6 KW @ 328	, SEE WGL AM		(ROANOKE)
WJFX-F, 107.9, 2.5 KW @ 358	, Black	ABC, \$15.00 (MMR)	(NEW HAVEN)
WJLT-F, 101.7, 3 KW @ 328	, Oldies	, \$17.00 (Katz)	Sarkes-Tarzian
WMEE-F, 97.3, 26 KW @ 689	, CHR	ABC, \$45.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 298	, SEE WOWO AM		(HUNTINGTON)
WQHK-F, 105.1, 14 KW @ 449	, Country	, \$21.00 (Christal)	Federated (DECATUR)
WXKE-F, 103.9, 3 KW @ 249	, ADR	Source, \$29.00 (D & R)	
WMRI-F, 106.9, 50 KW @ 500	, EZ/Soft AC	, \$15.00 ( --- )	(MARION)

CKLW -- see Detroit

Miscellaneous: WOWO A/F sold by Price to Inner City for \$2,300,000. . . WLYV sold for \$75,000. . . WFWI-F changes from AC to Oldies/70's (March). . . WJLT-F changes calls to WLDE-F (May). . .

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

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

FRESNO

Arbitron Rank/Pop (12+): 66/580,000

Stations: 30/27  
Diaries: 1348/430:1/50.5%  
Sample Target: 1275  
% Below Line: 1.6  
% Not Listed: 15.0

1993 Revenue: \$22,700,000  
HH Inc.: \$28,600  
Retail \$: 4.9 Bil  
Pop per Station: 21,482  
#1 Biller: KMJ \$5,000,000

MSA Rank/Pop: 68/753,000

AD1 # 56

Average Person Ratings: 16.3

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KMJ (N/T)	115/12.1	13.1	15.2	11.4	12.5	13.0	194/1911	1192/20.6	24.9	24.3	G	KMJ
2. KBOS-F (CHR)	93/ 9.8	10.0	10.6	7.3	6.3	9.4	163/2190	1221/21.1	20.9	17.6	C	KBOS-F
3. KSKS-F (C)	59/ 6.2	6.6	7.8	6.1	6.9	6.7	135/1739	841/14.5	18.9	15.9	D	KSKS-F
4. KNAX-F (C)	58/ 6.1	5.5	5.4	7.3	7.0	6.1	74/1098	704/12.1	14.1	15.6	E	KNAX-F
5. KOQO-AF (SP)	57/ 6.0	3.0	2.3	5.5	5.9	4.2	67/879	613/10.6	6.7	16.8	B	KOQO-AF
6. KRZR-F (AOR)	48/ 5.1	7.6	4.3	4.7	5.1	5.4	79/1023	668/11.5	12.3	11.3	B	KRZR-F
7. KJFX-F (CL AOR)	42/ 4.4	4.3	3.7	4.3	6.1	4.2	63/1040	691/11.9	10.8	11.5	C	KJFX-F
8. KFSD-F (O)	40/ 4.2	4.6	3.6	6.9	3.7	4.8	83/1531	814/14.0	12.6	12.6	D	KFSD-F
9. KJOI-F (SAC)	32/ 3.4	3.1	2.9	3.5	3.6	3.2	68/1114	547/ 9.4	8.9	9.4	B	KJOI-F
10. KSXY-F (AC)	30/ 3.2	2.4	2.6	1.9	1.9	2.5	46/848	624/10.8	8.2	8.4	A	KSXY-F
11. KTHT-F (CHR/AC)	29/ 3.1	3.5	5.1	4.2	4.5	4.0	35/849	632/10.9	12.2	13.6	B	KTHT-F
12. KFRE (C)	26/ 2.7	2.8	3.0	4.5	2.3	3.3	55/666	342/ 5.9	6.5	5.5		KFRE
13. KSLK-F (SAC)	25/ 2.6	3.0	2.1	1.6	2.0	2.3	35/446	274/ 4.7	3.8	5.1	A	KSLK-F
14. KZFO-F (SP)	22/ 2.3	1.7	0.7	2.3	3.2	1.8	27/337	240/ 4.1	2.7	6.5		KZFO-F
15. KGST (SP)	21/ 2.2	2.1	2.0	2.8	2.6	2.3	22/326	288/ 5.0	4.3	6.3	C	KGST
16. KKDJ-F (AOR)	14/ 1.5	2.6	2.8	2.5	2.4	2.4	20/447	303/ 5.2	8.4	6.7	B	KKDJ-F
17. KEZL-F (J)	13/ 1.4	2.7	4.3	2.7	2.3	2.8	16/361	295/ 5.1	6.6	5.6	B	KEZL-F
18. KYNO (O)	12/ 1.3	0.9	0.9	0.5	0.8	0.9	14/287	260/ 4.5	4.2	4.5		KYNO
19. KMPH-F (N)	10/ 1.1	1.4	1.3	0.6	0.9	1.1	21/434	260/ 4.5	4.1	3.6		KMPH-F
KJWL-F (-)	10/ 1.1	---	---	---	---	---	10/88	72/ 1.2	---	---		KJWL-F

12+ FH SHARE (METRO): 74.32% (599 of 806) (SPG 93: 73.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>>1	KOQO-AF	1 KMJ	1 KMJ	1 KMJ	1 KMJ >>	1 KMJ >>	1 KMJ >>	1 KBOS-F	1 KBOS-F>>	1 KMJ >>
2	KBOS-F	KOQO-AF<	2 KOQO-AF	2 KOQO-AF<	2 KNAX-F	2 KBOS-F	2 KNAX-F<	2 KMJ	2 KMJ >	2 KSKS-F
3	3 KRZR-F	3 KBOS-F	3 KSKS-F<	3 KSKS-F	3 KSKS-F<	3 KNAX-F	3 KBOS-F<	3 KSKS-F<	3 KRZR-F	3 KBOS-F
4	4 KMJ	4 KSKS-F<	4 KJFX-F	4 KJFX-F<	4 KFSD-F	4 KOQO-AF<	4 KSKS-F	4 KNAX-F	KTHT-F<	4 KOQO-F
5	5 KSKS-F<	5 KRZR-F<	5 KBOS-F	5 KNAX-F	5 KJOI-F	5 KSKS-F	5 KRZR-F	5 KOQO-AF	5 KSKS-F<	KFRE
6	6 KJFX-F	6 KJFX-F	KRZR-F<	6 KBOS-F<	6 KFRE	6 KRZR-F	6 KOQO-AF	6 KJFX-F<	6 KOQO-AF	KFSD-F
7	7	7	7 KFSD-F	7 KRZR-F	7	7	7	7 KFSD-F	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 KBOS-F	1 KBOS-F	1 KOQO-AF	1 KBOS-F<	1 KOQO-AF	1 KRZR-F	1 KRZR-F<	1 KMJ	1 KMJ >	1 KMJ >
2 KNAX-F	2 KOQO-AF	2 KSKS-F	2 KOQO-AF	2 KSKS-F	2 KBOS-F	2 KMJ	2 KRZR-F	2 KRZR-F	2 KJFX-F
KOQO-AF	3 KSKS-F>	3 KBOS-F	3 KSKS-F>	3 KNAX-F<	3 KZFO-F	3 KOQO-AF	3 KOQO-AF	3 KJFX-F	3 KRZR-F
KSKS-F	4 KSXY-F	4 KJFX-F	4 KNAX-F<	4 KFSD-F	4 KMJ	4 KJFX-F	4 KJFX-F	4 KOQO-AF	4 KOQO-AF<
KSXY-F	5 KNAX-F	KRZR-F	5 KFSD-F	KBOS-F	KOQO-AF	5 KBOS-F	5 KBOS-F	5 KBOS-F	5 KSKS-F
6	KRZR-F	KSXY-F	6	6 KMJ	6	6	6	6	6 KNAX-F
7	7	7	7	7	7	7	7	7	7

FRESNO  
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FORMATS -----	AM --	FM --	TOTAL -----	%	SPG 93 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
						-----	-----	-----	-----	-----
AC		36 ( 2)	36 ( 2)	4.5	2.6	KEYQ (ST) 980	FRESNO	0.8/2.4/	8/ 142	
AOR/CLASSIC		104 ( 3)	104 ( 3)	12.9	15.4	KFCL-F (CL) 104.1	WOODLAKE	0.4/2.8/	12/ 287	
COUNTRY	26 ( 1)	117 ( 2)	143 ( 3)	17.7	20.7	KIRV (REL) 1510	FRESNO	0.4/0.5/	4/ 46	
NEWS/TALK	123 ( 3)	10 ( 1)	133 ( 4)	16.5	16.4	KKTR (T) 1340	FRESNO	0.5/1.6/	5/ 100	
						KRDU (REL) 1130	DINUBA	0.4/1.5/	5/ 148	
CHR		122 ( 2)	122 ( 2)	15.1	17.2					
BLACK/URBAN						KCIV-F (REL) 99.9	MT. BULLION	0.6/2.3/	16/ 215	
SOFT AC/EZ		57 ( 2)	57 ( 2)	7.1	6.3	KNBR (T) 680	SAN FRANCISCO	0.3/1.7/	14/ 231	
HISPANIC	30 ( 2)	90 ( 4)	120 ( 6)	14.9	9.8	KSEQ-F (AC) 97.1	VISALIA	0.6/2.7/	39/ 691	
OLDIES	12 ( 1)	40 ( 1)	52 ( 2)	6.5	5.9					
FULL SVC/VARIETY										
STANDARDS	8 ( 1)		8 ( 1)	1.0	0.0					
RELIG/GOSPEL	8 ( 2)	6 ( 1)	14 ( 3)	1.7	1.6					
CLASSICAL		4 ( 1)	4 ( 1)	0.5	1.4					
JAZZ		13 ( 1)	13 ( 1)	1.6	2.6					
OTHERS/UNKNOWN										
TOTALS	207 (10)	599 (20)	806 (30)							

DUOPOLY REPORT	12+	25-54	REVENUE
KFSO A/F, KEZL-F (Americom)	5.6%	8.1%	13.0%
KTHT-F, KRZR-F (Wheeling-Pittsburgh)	8.2%	8.8%	7.5%
	13.8%	16.9%	20.5%

RADIO STATIONS  
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AM STATIONS  
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KEYQ, 980, 500 W/48 W	, Standards	SMN, \$15.00 (Mc-Guild)	Americom
KFRE, 940, 50 KW (DA-2)	, Country	ABC, UNISTR, \$ NA (D&R)	EBE
KGST, 1600, 5 KW (DA-N)	, Hispanic	, \$29.00 (Lotus)	Lotus
KMJ, 580, 5 KW	, News/Talk	TALKNT, NBC, \$90.00 (Katz)	Henry
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, Hispanic	, \$17.00 (SBS)	
KYNO, 1300, 5 KW/1 KW (DA-N)	, Oldies	SMN CNN, \$16.00 (CBS)	Brown

FM STATIONS  
-----

KBOS, 94.9, 17 KW @ 850	, CHR	ABC, \$35.00 (Eastman)	(TULARE)
XEZL, 96.7, 25 KW @ 298	, Jazz	, \$26.00 (Mc-Guild)	Americom (FOWLER)
KFCL, 104.1, 17 KW @ 853	, Classical	, \$23.00 (CMBS)	(WOODLAKE)
KFSO, 92.9, 19 KW @ 820	, Oldies	, \$50.00 (Mc-Guild)	Americom (VISALIA)
KJFX, 95.7, 50 KW @ 321	, Classic AOR	, \$45.00 (CBS)	Brown
KJDI, 98.9, 19 KW @ 820	, Soft AC	, \$28.00 (MMR)	(DINUBA)
KKDJ, 105.9, 2.4 KW @ 1958	, AOR - Prog.	, \$30.00 (D&R)	
KMPH, 107.5, 21 KW @ 643	, News	CBS, AP, \$20.00 (Eastman)	Pappas (HANFORD)
KNAX, 97.9, 48 KW @ 289	, Country	ABC, \$78.00 (D&R)	EBE
KOQD, 101.9, 2.3 KW @ 1948	, Hispanic	CRC, CNN, \$22.00 (Caballero)	Dwight Case
KRZR, 103.7, 50 KW @ 500	, AOR	, \$29.00 (Christal)	Wheel-Pitts (HANFORD)
KSXS, 93.7, 68 KW @ 1909	, Country	, \$48.00 (Katz)	Henry
KSLK, 105.1, 0.6 KW @ 1903	, EZ/Soft AC	, \$18.00 (K & P)	(AUBERRY)
KSXY, 101.1, 4.7 KW @ 1076	, AC	, \$26.00 (Torbet)	
KTAA, 94.3, 3 KW @ 328	, Hispanic	, \$19.00 ( - - )	(KERMAN)
KTHT, 102.7, 50 KW @ 500	, CHR/AC	, \$29.00 (Christal)	Wheel-Pitts.
KZMO, 92.1, 25 KW @ 1050	, Hispanic	, \$24.00 (Katz Hisp)	(MADERA)

Miscellaneous: KRZR-F (Hanford) sold by New Tex to Wheeling-Pittsburgh for \$1,200,000 (E) . . .  
 KTHT-F sold by SpaceCom to Wheeling-Pittsburgh for \$1,600,000 (D) (Stevens) . . .  
 KDJK-F sold to Photosphere for \$2,500,000 (cncl'd). . . KDJK-F (Oakdale) sold to Photosphere  
 for \$2,500,000 (canceled). . . KXEX sold for \$212,000. . . KXMX-F changed calls to  
 KZFO-F (June, after book) . . . KSLK-F (Auberry) sold to Lotus for \$1,500,000. . . KKDJ-F sold  
 to Henry (D) for \$1,730,000 (MVP). . . KSXY-F sold to EBE (D) for \$1,730,000. . . KKDJ-F changes  
 from AOR to Oldies in July--after the book. . .

GAINESVILLE-OCALA

Arbitron Rank/Pop (12+): 111/346,100

Stations: 32/16  
Diaries: 842/411:1/49.5%  
Sample Target: 800  
% Below Line: 19.1  
% Not Listed: 17.0

1993 Revenue: \$9,200,000  
HH Inc.: \$23,355  
Retail \$: 3.5 Bil  
Pop per Station: 21,631  
#1 Biller: WTKK-F \$2,100,000

MSA Rank/Pop: 201-409,000 - Gainesville  
186-409,000 - Ocala  
ADI # 164

Average Person Ratings: 16.6  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WTKK-F (AC)	55/ 9.6	7.1	10.5	11.4	9.0	----	86/1129	770/22.2	18.3	21.8	D	WTKK-F
WRUF-F (AOR)	55/ 9.6	5.4	7.0	7.1	6.4	----	77/969	686/19.8	17.5	17.3	C	WRUF-F
3. WOGK-F (C)	49/ 8.5	6.3	4.9	4.9	6.2	----	54/941	630/18.2	15.5	18.4		WOGK-F
4. WTRS-F (C)	43/ 7.5	13.0	9.5	8.6	10.8	----	71/937	563/16.3	19.0	18.2	C	WTRS-F
5. WFEZ-F (SAC)	26/ 4.5	3.7	0.2	---	---	----	26/285	251/ 7.3	6.7	1.3		WFEZ-F
6. WJHM-F (B)	25/ 4.3	4.5	4.4	7.7	4.9	----	27/433	332/ 9.6	10.9	10.2		WJHM-F
WMFQ-F (EZ)	25/ 4.3	5.9	6.1	4.3	5.3	----	39/435	302/ 8.7	13.0	10.8		WMFQ-F
8. WYGC-F (C)	21/ 3.7	3.5	4.2	4.7	4.4	----	22/308	278/ 8.0	8.1	8.4		WYGC-F
9. WYKS-F (CHR)	20/ 3.5	3.3	3.2	4.3	2.9	----	20/379	361/10.4	10.7	11.0		WYKS-F
10 WMOP (C)	18/ 3.1	1.5	1.6	2.8	3.1	----	18/176	176/ 5.1	3.7	4.5		WMOP
WRZN (ST)	18/ 3.1	4.1	2.3	2.4	2.4	----	42/425	229/ 6.6	4.2	3.8		WRZN

12+ FM SHARE (METRO): 84.91% (405 of 477) (SPG 93: 85.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WRUF-F>	1 WRUF-F<	1 WTKK-F	1 WTKK-F	1 WOGK-F<	1 WTKK-F	1 WTKK-F	1 WTKK-F<	1 WFEZ-F	1 WFEZ-F>>
2 WOGK-F	2 WTKK-F>	2 WTKK-F>	2 WRUF-F	2 WRUF-F	2 WTRS-F<	2 WRUF-F	2 WRUF-F	2 WRUF-F<	2 WRUF-F<	2 WRUF-F
3	3 WFEZ-F	3 WOGK-F	3 WOGK-F>	3 WOGK-F	3 WTKK-F	3 WTRS-F	3 WTRS-F	3 WOGK-F>	3 WOGK-F	3 WTRS-F
4	4 WOGK-F	4 WFEZ-F<	4 WFEZ-F	4 WTRS-F	4 WMFQ-F	4 WOGK-F	4 WOGK-F	4 WTRS-F	4	4 WOGK-F
5	5 WTRS-F	5 WTRS-F	WTRS-F	5 WFEZ-F	5	5	5	5 WMFQ-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 WFEZ-F	1 WTKK-F	1 WTKK-F	1 WTKK-F>	1 WTKK-F>>	1 WRUF-F	1 WRUF-F>>	1 WRUF-F	1 WRUF-F>>	1 WRUF-F>
WTKK-F	2 WRUF-F<	2 WRUF-F	2 WOGK-F	2 WOGK-F	2 WYKS-F	2 WTKK-F>	2 WTKK-F	2 WTKK-F	2 WOGK-F
WRUF-F	3 WFEZ-F	3 WFEZ-F	3 WRUF-F	3 WRUF-F	3 WTKK-F	3 WTRS-F	3 WFEZ-F	3 WOGK-F	WTKK-F
4	4 WOGK-F	4	4 WFEZ-F	4 WTRS-F	4	4 WOGK-F	WTRS-F	4 WTRS-F	4 WTRS-F
5	5 WYKS-F	5	5 WYGC-F	5 WYGC-F	5	5	5	5 WFEZ-F	5 WFEZ-F

FORMATS	AM	FM	TOTAL	%	SPG 93	METRO CUME	TSA	TSA	
	--	--	----	-	%	SHARE/RTG/AQH/CUME			
AC		57 ( 2)	57 ( 2)	11.9	14.0	WLUS (ST)	980	GAINESVILLE	1.4/2.3/ 10/ 102
AOR/CLASSIC		72 ( 4)	72 ( 4)	15.1	14.0	WOCAL (T)	1370	OCALA	1.9/3.2/ 11/ 120
COUNTRY	18 ( 1)	125 ( 7)	143 ( 8)	30.0	26.0	WRRX-F (CL AOR)	97.7	MICANOPY	1.6/6.5/ 10/ 256
NEWS/TALK	20 ( 2)	3 ( 1)	23 ( 3)	4.8	3.0	WRUF (T)	850	GAINESVILLE	1.6/5.7/ 10/ 247
CHR		35 ( 4)	35 ( 4)	7.3	11.0	WWGO-F (O)	95.5	SILVER SPRINGS	1.7/6.5/ 13/ 257
BLACK/URBAN		25 ( 1)	25 ( 1)	5.2	8.3	WWLO (B/G)	1430	GAINESVILLE	1.4/2.7/ 8/ 102
SOFT AC/EZ		61 ( 3)	61 ( 3)	12.8	11.4	WYOC-F (O)	104.9	HIGH SPRINGS	0.5/2.4/ 4/ 139
HISPANIC						SEE JACKSONVILLE OR ORLANDO FOR MORE ABOUT THE FOLLOWING:			
OLDIES		24 ( 3)	24 ( 3)	5.0	5.1	WAPE-F	0.3/1.3	WMGF-F	1.7/5.1
FULL SVC/VARIETY						WCFB-F	0.5/2.5	WMFQ-F	1.0/5.0
STANDARDS	26 ( 2)		26 ( 2)	5.5	5.0	WFKS-F	1.7/8.1	WOCL-F	1.9/5.4
RELIG/GOSPEL	8 ( 1)		8 ( 1)	1.7	---	WFYV-F	0.7/1.1	WOMX-F	0.3/1.6
CLASSICAL						WHTQ-F	0.7/3.7	WQIK-F	0.3/1.9
JAZZ									
OTHERS/UNKNOWN		6 ( 1)	6 ( 1)	1.3	4.0				
TOTALS	72 ( 6)	405 ( 26)	477 ( 32)						

GAINESVILLE-OCALA

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WTRS A/F, WYGC-F (Asterisk)	11.2%	11.5%	NA

RADIO STATIONS

WLUS , 980, 5 KW/166 W , Standards								
WMOP , 900, 3 KW/20 W , Country								
WOCA , 1370, 5 KW (DAYS) , Talk								
WRUF , 850, 5 KW (DA-N) , News/Talk								
WWLO , 1430, 2.5 KW (DAYS) , Black/Gospel								
WRZN , 720, 10 KW/250 W , Standards								
WFEZ-F, 101.3, 3.5 KW @ 433 , Soft AC								
WTKF-F, 98.5, 100 KW @ 1322 , AC								
WMFQ-F, 92.9, 50 KW @ 476 , EZ								
WQK-F, 93.7, 100 KW @ 1348 , Country								
WRRX-F, 97.7, 3 KW @ 305 , AOR-Classic								
WRUF-F, 103.7, 100 KW @ 768 , AOR								
WTRS-F, 102.3, 50 KW @ 489 , Country								
WVGO-F, 95.5, 3 KW @ 328 , Oldies								
WYGC-F, 100.9, 3 KW @ 298 , Country								
WYKS-F, 105.5, 3 KW @ 266 , CHR								

Other ranked stations -- see Orlando

Miscellaneous: WMMZ-F changes to WQK-F and format from CHR to Country (March). . .WGGA (1230) sold to Sonny Bloch for \$100,000. . .  
WTMC sold by Paxson for \$260,000. . .

GRAND RAPIDS

Arbitron Rank/Pop (12+): 67/577,200

Stations: 22/19  
Diaries: 1561/370:1/57.7%  
Sample Target: 1330  
% Below Line: 7.5  
% Not Listed: 16.5

1993 Revenue: \$24,700,000  
HH Inc.: \$35,546  
Retail \$: 6.2 Bil  
Pop per Station: 30,379  
#1 Biller: WLHT-F \$4,100,000

MSA Rank/Pop: 55/722,000  
ADI # 37 (w/Kalamazoo)  
Average Person Ratings: 16.1  
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WBCT-F (C)	96/10.3	8.9	10.5	7.8	7.6	9.4	230/2681	1103/19.1	18.4	15.3	E	WBCT-F
2. WOOD-F (SAC)	77/ 8.3	9.2	6.1	7.0	7.5	7.7	152/2122	1124/19.5	16.4	19.1	D	WOOD-F
3. WKLO-F (AOR)	76/ 8.2	8.3	6.8	8.6	9.5	8.0	129/2049	1159/20.1	17.8	19.9	E	WKLO-F
WLAV-F (CL AOR)	76/ 8.2	6.3	4.7	4.5	4.7	5.9	128/1603	986/17.1	14.2	15.4	C	WLAV-F
5. WLHT-F (AC)	65/ 7.0	6.3	7.5	7.7	10.0	7.1	73/1029	852/14.8	15.8	19.5	F	WLHT-F
6. WOOD (FS/T)	63/ 6.8	7.5	7.9	7.6	6.0	7.5	65/1061	958/16.6	18.2	17.9	D	WOOD
7. WSNX-F (CHR)	45/ 4.8	3.4	4.8	4.1	4.3	4.3	101/1727	974/16.9	14.8	13.6		WSNX-F
8. WODJ-F (O)	44/ 4.7	4.7	5.2	4.0	4.7	4.7	75/1300	793/13.7	18.1	14.0	D	WODJ-F
9. WGRD-AF (CHR)	41/ 4.4	5.7	5.5	5.0	6.4	5.2	54/1589	1063/18.4	16.6	19.9	C	WGRD-AF
10. WCUZ-F (C)	39/ 4.2	5.3	6.2	7.9	7.3	5.9	64/1233	744/12.9	16.6	20.6	E	WCUZ-F
11. WKEZ-F (EZ)	32/ 3.4	4.2	3.4	2.7	2.4	3.4	46/587	368/ 6.4	6.1	5.1	B	WKEZ-F
12. WMUS-F (C)	22/ 2.4	2.9	2.6	3.8	3.4	2.9	78/1059	458/ 7.9	6.9	10.0		WMUS-F
13. WKWM (B)	19/ 2.0	2.5	1.5	0.5	1.6	1.6	19/155	146/ 2.5	1.6	2.1	A	WKWM
14. WCUZ (C)	18/ 1.9	1.2	1.0	2.1	1.7	1.6	18/370	346/ 6.0	4.6	7.7		WCUZ
15. WFGR-F (CL)	17/ 1.8	2.6	2.2	2.3	2.2	2.2	17/354	333/ 5.8	6.6	6.5	A	WFGR-F
16. WJQK-F (REL)	15/ 1.6	1.5	2.4	1.6	1.8	1.8	23/390	327/ 5.7	6.2	4.3		WJQK-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.46% (664 of 777) (SPG 93: 86.55%)

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

GRAND RAPIDS  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	----	-	%	-----	SHARE/RTG/AQH/CUME		
AC		70 ( 2)	70 ( 2)	9.0	12.2	WFUR-F (REL) 102.9	GRAND RAPIDS	1.0/4.5/ 18/	386
ADR/CLASSIC		155 ( 3)	155 ( 3)	19.9	16.6	WGHN-F (AC) 92.1	GRAND HAVEN	0.5/1.6/ 6/	145
COUNTRY	18 ( 1)	157 ( 3)	175 ( 4)	22.5	23.6	WHTC (FS) 1450	HOLLAND	1.3/2.3/ 14/	181
NEWS/TALK						WQFN-F (REL) 100.5	WALKER	0.3/2.3/ 3/	142
CHR	1 ( 1)	85 ( 2)	86 ( 3)	11.1	12.5	WMRR-F (ADR) 101.7	MUSKEGON	0.3/1.3/ 28/	454
BLACK/URBAN	19 ( 1)		19 ( 1)	2.4	1.8				
SOFT AC/EZ		109 ( 2)	109 ( 2)	14.0	12.2				
HISPANIC									
OLDIES		44 ( 1)	44 ( 1)	5.7	6.8				
FULL SVC/VARIETY	75 ( 2)		75 ( 2)	9.7	8.0				
STANDARDS									
RELIG/GOSPEL		27 ( 3)	27 ( 3)	3.5	3.8				
CLASSICAL		17 ( 1)	17 ( 1)	2.2	2.5				
JAZZ									
OTHERS/UNKNOWN									
TOTALS	113 ( 5)	664 (17)	777 (22)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WLHT-F, WGRD A/F (Liggett)	11.4%	13.3%	24.3%
WKLO-F, WLAV A/F (Bloomington)	16.4%	20.1%	18.0%
WCUZ A/F, WKEZ-F (Federated)	9.5%	6.2%	17.6%
WOOD A/F, WBCT-F (Local)	25.4%	26.1%	30.0%
WFUR A/F, WQFN-F (Kuiper)	1.3%	0.9%	< 2.0%
	-----	-----	-----
	64.0%	66.6%	90.4%

RADIO STATIONS  
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WCUZ , 1230, 1 KW , SEE WCUZ-FM							
WKWM , 1140, 5 KW (DAYS, DA), Black			AURN, \$17.00 (Patt)				
WLAV , 1340, 1 KW , ADR - New Rock			\$15.00 (MMR)			Bloomington	
WOOD , 1300, 5 KW (DA-N) , Full Service/Talk			MBS, NBC, \$48.00 (Katz)				
WBCT-F, 93.7, 320 KW @ 781 , Country			ABC, \$60.00 (D&R)			WOOD owners (D)	
WCUZ-F, 101.3, 50 KW @ 420 , Country			ABC, \$80.00 (Christal)			Federated	
WFGR-F, 98.7, 2.8 KW @ 492 , Classical			\$26.00 (CMBS)				
WFUR-F, 102.9, 50 KW @ 500 , Religion			\$17.00 ( - - - )			Kuiper	
WGRD-F, 97.9, 13 KW @ 590 , CHR			\$44.00 (D&R)			Regional	
WJQK-F, 99.3, 4.7 KW @ 371 , Religion			ABC, \$18.00 (Mich.)			(ZEEELAND)	
WKEZ-F, 96.1, 50 KW @ 492 , EZ/Soft AC			CBS, \$25.00 (Patt)			Federated (HOLLAND)	
WKLO-F, 94.5, 50 KW @ 500 , ADR			ABC, \$71.00 (Banner)			Bloomington (HOLLAND)	
WLAV-F, 96.9, 50 KW @ 500 , Classic ADR			Source, \$39.00 (MMR)			Bloomington	
WLHT-F, 95.7, 40 KW @ 551 , AC			\$90.00 (Eastman)			Liggett	
WOOD-F, 107.3, 50 KW @ 492 , Oldies			UNISTR, \$57.00 (Katz)			Goodrich (GREENVILLE)	
WOOD-F, 105.7, 265 KW @ 810 , Soft AC			\$55.00 (Katz)				
WMUS-F, 106.9, 50 KW @ 479 , Country			\$35.00 (Banner)			(MUSKEGON)	
WSNX-F, 104.5, 50 KW @ 360 , CHR			\$31.00 (Katz)			Goodrich (MUSKEGON)	

Miscellaneous: WLAV-F changes to Classic ADR (Feb) . . . WBCT-F sold by Radio Associates to WOOD A/F owners for \$10,200,000 (E) (D) (Starr; Serafin) . . . WKEZ-F sold by Mike Walton to Federated for \$3,750,000 (D) (Blackburn) . . . WBCT-F sold by Radio Associates to WOOD A/F owner (D) for \$10,200,000 (Star; Serafin) . . . WKEZ-F (Holland) sold by Mike Walton to Federated (D) for \$3,750,000 (Blackburn) . . .



GREEN BAY  
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Arbitron Rank/Pop (12+): 185/165,600  
MSA Rank/Pop: 189/204,000  
ADI # 65 (w/Appleton)  
Average Person Ratings: 17.7  
Market TSL: 23.50 hours

Stations: 14/8  
Diaries: 620/267:1/59.5%  
Sample Target: 610  
% Below Line: 27.6  
% Not Listed: 13.0

1993 Revenue: \$8,700,000  
HH Inc.: \$35,599  
Retail \$: 2.2 Bil  
Pop per Station: 20,700  
#1 Biller: WIXX-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WIXX-F (CHR)	51/17.4	----	17.4	----	17.8	----	167/2162	676/40.8	0.0	44.7	D	WIXX-F
2. WQLH-F (AC)	43/14.7	----	10.5	----	14.7	----	55/816	473/28.6	0.0	24.2	C	WQLH-F
3. WAPL-F (AOR)	35/11.9	----	13.6	----	12.3	----	152/1614	453/27.4	0.0	29.3		WAPL-F
4. WGEE-F (C)	26/ 8.9	----	2.4	----	2.4	----	94/988	315/19.0	0.0	13.1	C	WGEE-F
5. WOZZ-F (CL AOR)	19/ 6.5	----	3.5	----	1.7	----	63/1120	342/20.7	0.0	9.9		WOZZ-F
6. WDUZ (FS)	15/ 5.1	----	6.3	----	4.8	----	15/334	266/16.1	0.0	19.7	B	WDUZ
7. WNAM (ST)	13/ 4.4	----	4.2	----	4.1	----	54/581	156/ 9.4	0.0	7.3		WNAM
8. WKFX-F (D)	11/ 3.8	----	3.5	----	3.1	----	40/641	239/14.4	0.0	11.6		WKFX-F
WJLW-F (C)	11/ 3.8	----	6.6	----	10.3	----	22/361	195/11.8	0.0	18.1	B	WJLW-F
WGEE (C)	11/ 3.8	----	10.1	----	7.2	----	32/454	241/14.6	0.0	17.8		WGEE
11. WNFL (T)	10/ 3.4	----	5.2	----	5.8	----	16/309	255/15.4	0.0	16.2	B	WNFL
12. WEZR-F (EZ)	7/ 2.4	----	1.4	----	-----	----	15/183	100/ 6.0	0.0	5.0		WEZR-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.78% (206 of 255) (SPG 93: 73.90%)

TEEN'S	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 WQLH-F<	1 WQLH-F	1 WQLH-F>	1 WIXX-F<	1 WQLH-F	1 WIXX-F	1 WIXX-F>	1 WIXX-F
2	2 WIXX-F>	2 WAPL-F	2 WIXX-F	2 WIXX-F	2 WDUZ	2 WQLH-F	2 WIXX-F	2 WAPL-F<	2 WAPL-F>	2 WQLH-F
3	3 WQLH-F	WQLH-F>	3 WAPL-F>	3 WAPL-F>	WIXX-F	3 WAPL-F	3 WAPL-F>	3 WQLH-F>	3 WQLH-F	3 WDUZ
4	4 WOZZ-F	4 WGEE-F	4 WGEE-F	4 WGEE-F	4 WGEE-F	4 WGEE-F	4 WOZZ-F	4 WDUZ	4 WDUZ	4 WGEE
5	5 WGEE-F	5	5 WOZZ-F	5	WNAM	5 WGEE	5	WGEE-F	WGEE-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 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 WQLH-F>	2 WQLH-F	2 WQLH-F>>	2 WIXX-F>>	2 WIXX-F	2 WIXX-F	2 WOZZ-F	2 WQLH-F	2 WQLH-F
3	3 WAPL-F	3 WGEE-F	3 WQLH-F	3 WGEE-F>	3 WQLH-F	WOZZ-F	3 WIXX-F	3 WIXX-F<	3 WOZZ-F
4	4 WGEE-F	WAPL-F	4 WAPL-F	4 WAPL-F	4	4 WQLH-F	WQLH-F	4 WOZZ-F	4 WIXX-F
5	5	5	5	5	5	5	5	5	5 WGEE-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		43 ( 1)	43 ( 1)	16.9	0.0	WAUN-F (ST)	92.7	KEWAUNEE	0.7/1.8/ 2/ 60
AOR/CLASSIC		54 ( 2)	54 ( 2)	21.2	19.7	WBDK-F (C)	96.7	ALGOMA	0.3/1.9/ 5/ 128
COUNTRY	11 ( 1)	38 ( 3)	49 ( 4)	19.2	19.3				
NEWS/TALK	10 ( 1)		10 ( 1)	3.9	6.0				
CHR		51 ( 1)	51 ( 1)	20.0	22.9				
BLACK/URBAN									
SOFT AC/EZ		7 ( 1)	7 ( 1)	2.7	14.1				
HISPANIC									
DLIES		11 ( 1)	11 ( 1)	4.3	5.2				
FULL SVC/VARIETY	15 ( 1)		15 ( 1)	5.9	7.2				
STANDARDS	13 ( 1)	2 ( 1)	15 ( 2)	5.9	4.8				
RELIG/GOSPEL					0.4				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.4				
TOTALS	49 ( 4)	206 (10)	255 (14)						

GREEN BAY  
 .....

DUOPOLY REPORT	12+	25-54	REVENUE
.....	.....	.....	.....
WGEE, WIXX-F, WGEE-F (Midwest Comm.)	30.1%	28.3%	43.7%

RADIO STATIONS  
 .....

WOUZ , 1400, 1 KW	Full Service	MBS ABC, \$16.00	(Mc-Guild)	
WGEE , 1360, 5 KW (DA-N)	Country	ABC, \$ NA	(Banner)	Midwest Comm.
WNFL , 1440, 5 KW/500 W (DA-2)	Talk	CBS ABC, \$15.00	(Christal)	Central States
WEZR-F, 107.5, 6 KW @ 328	EZ		( --- )	(BRILLION)
WGEE-F, 99.7, 46 KW @ 512	Country		(Banner)	(STURGEON BAY)
WIXX-F, 101.1, 100 KW @ 1079	CHR		(Banner)	Midwest Comm.
WJLW-F, 95.9, 25 KW @ 272	Country	MBS, \$17.00	(K & P)	(DE PERE)
WQLH-F, 98.5, 100 KW @ 500	AC	ABC, \$35.00	(Mc-Guild)	

Other ranked stations -- see Appleton-Oshkosh

Miscellaneous: WHET-F changes to WGEE-F and format from CHR to Country (Aug. 1993). . . WNFL, WKFX-F sold by WinCom to Central States (D) for \$1,400,000. . . WQLH-F reclassified as AC. . .

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 43/925,600  
 MSA Rank/Pop: 47/970,000  
 ADI # 48  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 30/23  
 Diaries: 1768/524:1/53.9%  
 Sample Target: 1720  
 % Below Line: 6.3  
 % Not Listed: 13.3

1993 Revenue: \$25,600,000  
 HH Inc.: \$31,062  
 Retail \$: 7.9 Bil  
 Pop per Station: 40,243  
 #1 Biller: WTQR-F \$6,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WTQR-F (C)	230/15.1	13.5	16.2	19.1	16.4	16.0	358/4486	2769/29.9	29.7	30.5	G	WTQR-F
2. WJMH-F (B)	114/ 7.5	6.9	7.4	5.9	6.4	6.9	149/2379	1538/16.6	16.1	16.7	C	WJMH-F
3. WKRR-F (AOR)	108/ 7.1	7.1	9.1	8.9	8.6	8.1	146/2235	1628/17.6	17.5	19.1	E	WKRR-F
4. WQMG-F (B)	93/ 6.1	5.3	5.1	5.9	5.2	5.6	109/1629	1209/13.1	12.3	12.8	C	WQMG-F
5. WKZL-F (AC/CHR)	86/ 5.6	5.3	6.5	5.7	6.4	5.8	103/1979	1552/16.8	14.1	17.6	C	WKZL-F
6. WPCM-F (C)	85/ 5.6	4.6	5.0	2.4	2.4	4.4	140/1878	1064/11.5	9.9	6.9		WPCM-F
7. WSJS (FS/T)	80/ 5.2	6.7	5.2	5.4	4.9	5.6	85/1079	1006/10.9	11.9	11.6	D	WSJS
8. WMAG-F (AC)	70/ 4.6	5.7	4.0	2.8	5.3	4.3	85/1335	946/10.2	10.3	12.4	D	WMAG-F
9. WKSI-F (CHR)	61/ 4.0	3.1	2.4	3.8	2.8	3.3	72/1673	1227/13.3	9.4	11.8	C	WKSI-F
10. WMOX-F (O)	58/ 3.8	3.5	2.7	5.5	3.1	3.9	92/1763	1096/11.6	11.0	10.1	C	WMOX-F
WNEU-F (C)	58/ 3.8	3.6	3.9	3.2	3.5	3.6	97/1587	1050/11.3	11.2	9.5	B	WNEU-F
12. WMMB-F (SAC)	43/ 2.8	3.6	4.8	4.6	4.0	4.0	64/1013	729/ 7.9	9.6	9.4	D	WMMB-F
13. WFMX-F (C)	31/ 2.0	2.8	1.4	2.2	2.8	2.1	81/1331	627/ 6.8	6.1	8.6		WFMX-F
14. WMGL-F (REL)	27/ 1.8	1.2	1.4	2.5	1.7	1.7	46/643	352/ 3.8	3.1	5.4		WMGL-F
15.												

12+ FM SHARE (METRO): 88.40% (1151 of 1302) (SPG 93: 86.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>>	1 WKRR-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 WTQR-F	2 WTQR-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS >	2 WSJS <	2 WKRR-F	2 WJMH-F	2 WTQR-F<	WJMH-F
3 WJMH-F	3 WJMH-F	3 WQMG-F	3 WQMG-F	3 WQMG-F	3 WMOX-F	3 WKZL-F	3 WMAG-F<	3 WKRR-F	3 WQMG-F	3 WQMG-F
4 WQMG-F	4 WQMG-F	4 WQMG-F<	4 WKZL-F	4 WKZL-F<	WPCM-F	4 WKRR-F	4 WJMH-F<	4 WPCM-F<	4 WKRR-F	4 WSJS
5 WJMH-F	5 WKSI-F	5 WKZL-F	5 WJMH-F<	5 WJMH-F<	5 WMAG-F	5 WJMH-F<	5 WSJS <	5 WQMG-F	5 WKSI-F	5
6 WKZL-F	6 WPCM-F	6 WPCM-F	6 WPCM-F	6 WPCM-F	6 WKZL-F	6 WPCM-F	6 WKZL-F<	6	6	6
7	7	7	7	7 WMOX-F<	7	7	7 WPCM-F	7	7	7
8	8	8	8	8 WMAG-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 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WKRR-F	1 WKRR-F>	1 WKRR-F	1 WKRR-F<	1 WTQR-F>
2 WJMH-F	2 WKZL-F<	2 WQMG-F	2 WKZL-F	2 WQMG-F<	2 WJMH-F	2 WJMH-F<	2 WTQR-F	2 WTQR-F>	2 WKRR-F>
3 WKZL-F	3 WJMH-F<	3 WKZL-F	3 WMAG-F<	3 WMAG-F	3 WKSI-F	3 WTQR-F	3 WQMG-F	3 WJMH-F	3 WPCM-F
4 WNEU-F	4 WQMG-F	4 WJMH-F	4 WQMG-F<	4 WKZL-F	4 WTQR-F	4 WQMG-F<	4 WJMH-F	4 WPCM-F	4 WMOX-F<
5 WMAG-F	5 WMAG-F<	5 WKRR-F	5 WJMH-F	5 WJMH-F	5 WQMG-F	5 WKSI-F	5 WKSI-F	5 WQMG-F	5 WJMH-F
6 WKSI-F	6 WKRR-F<	6 WMAG-F	6 WKRR-F	6 WPCM-F	6	6 WPCM-F	6 WKZL-F	6 WPCM-F	6 WQMG-F
7	7 WKSI-F	7 WPCM-F	7 WPCM-F	7 WKRR-F	7	7	7	7	7 WKZL-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		156 ( 2)	156 ( 2)	12.0	7.4	WAAA (B) 980	WINSTON-SALEM 0.9/2.5/ 14/ 228
AOR/CLASSIC		118 ( 3)	118 ( 3)	9.1	12.2	WFAZ-F (?) 98.3	THOMASVILLE 0.5/1.7/ 8/ 165
COUNTRY			411 ( 5)	31.6	29.4	WGLD (ST) 1320	GREENSBORO 0.9/2.4/ 14/ 219
NEWS/TALK	9 ( 1)		9 ( 1)	0.7	0.8	WGOS (?) 1070	HIGH POINT 0.3/0.5/ 5/ 47
						WHPE-F (REL) 95.5	HIGH POINT 1.0/4.1/ 22/ 579
CHR		83 ( 2)	83 ( 2)	6.4	10.8	WKEW (T) 1400	GREENSBORO 0.6/2.2/ 9/ 202
BLACK/URBAN	15 ( 2)	207 ( 2)	222 ( 4)	17.1	17.1	WMFR (ST) 1230	HIGH POINT 0.9/2.0/ 15/ 193
SOFT AC/EZ		43 ( 1)	43 ( 1)	3.3	5.1	WMOX (O) 1340	WINSTON-SALEM 0.1/0.3/ 1/ 26
HISPANIC						WPET (REL) 950	GREENSBORO 0.9/1.4/ 14/ 128
						WQMG (B) 1510	GREENSBORO 1.4/1.4/ 21/ 125
OLDIES	1 ( 1)	78 ( 2)	79 ( 3)	6.1	3.6	WDCG-F (CHR) 105.1	DURHAM 1.4/5.1/ 57/1034
FULL SVC/VARIETY	80 ( 1)		80 ( 1)	6.1	5.7	WMIT-F (REL) 106.9	BLACK MT. 0.4/0.7/ 13/ 243
STANDARDS	27 ( 2)		27 ( 2)	2.1	2.0	WRDX-F (O) 106.5	SALISBURY 1.3/3.3/ 35/ 519
RELIG/GOSPEL	14 ( 1)	48 ( 3)	62 ( 4)	4.8	5.3	WROV-F (AOR) 96.3	MARTINSVILLE, VA 0.3/2.0/ 26/ 585
CLASSICAL						WSOC-F (C) 103.7	CHARLOTTE 0.5/2.0/ 54/ 980
JAZZ						WZZU-F (AOR) 93.9	BURLINGTON 0.3/2.6/ 37/ 748
OTHERS/UNKNOWN	5 ( 1)	7 ( 1)	12 ( 2)	0.9	---		
TOTALS	151 ( 9)	1151 (21)	1302 (30)				

GREENSBORO-WINSTON SALEM

DUOPOLY REPORT	12+	25-54	REVENUE
WMQX-F, WJMH-F (Max)	11.4%	11.7%	12.1%
WKRR-F, WKZL-F (Dick)	12.7%	14.4%	21.5%
WMFR, WMAG-F, WWB-F (HMW)	8.3%	8.7%	20.7%
WSJS, WTQR-F, WNEU-F (Radio Equity)	24.1%	22.6%	39.5%
	56.5%	57.4%	93.8%

RADIO STATIONS

WAAA, 980, 1 KW/69 W	Black	AURN, \$ 17.00 ( --- )	
WMFR, 1230, 1 KW	Standards	ABC, AP, \$ 25.00 (Christal)	HMW
WSJS, 600, 5 KW (DA-2)	Full Service/Talk	MBS, NBC, \$ 53.00 (Mc-Guild)	Radio Equity
WHPE-F, 95.5, 100 KW @ 440	Religion	\$ 17.00 ( --- )	
WJMH-F, 102.1, 100 KW @ 1204	Black	\$ 45.00 (D & R)	Max (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1289	AOR	\$ 95.00 (Katz)	Dick (ASHEBORO)
WKSJ-F, 98.7, 100 KW @ 718	CHR	\$ 30.00 (Eastman)	Bahakel
WKZL-F, 107.5, 100 KW @ 994	AC/CHR	\$ 52.00 (Katz)	Dick
WMAG-F, 99.5, 100 KW @ 1499	AC	\$ 58.00 (Christal)	HMW
WMQX-F, 93.1, 100 KW @ 1099	Oldies	\$ 40.00 (MMR)	Max
WNEU-F, 94.5, 100 KW @ 981	Country	UNISTR, \$ 33.00 (Christal)	HMW (EDEN)
WPCM-F, 101.1, 100 KW @ 1191	Country	MBS, \$ 40.00 (Mc-Guild)	(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 1233	Black	CBS, ABC, \$ 36.00 (Banner)	
WTQR-F, 104.1, 100 KW @ 1420	Country	\$ 154.00 (Mc-Guild)	Radio Equity
WWGL-F, 94.1, 100 KW @ 485	Religion	CNN, \$ 18.00 (TN)	(LEXINGTON)
WWB-F, 100.3, 100 KW @ 1046	Soft AC	UNISTR, \$ 51.00 (MMR)	

Miscellaneous: WGLD, WWB-F sold by Franklin to HMW for \$3,500,000 (Star) . . . WNEU-F sold to Radio Equity (D) for \$3,500,000. . . WMQX-AM sold by Max to Willis for \$200,000. . .

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

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

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/451,600  
 MSA Rank/Pop: NA  
 ADI # 101  
 Average Person Ratings: 17.1  
 Market TSL: 23.00 hours

Stations: 31/21  
 Diaries: 1023/441:1/50.0%  
 Sample Target: 1035  
 % Below Line: 12.3  
 % Not Listed: 12.8

1993 Revenue: NA  
 HH Inc.: \$27,690  
 Retail \$: 3.7 Bil  
 Pop per Station: 21,505  
 #1 Biller: WRNS-AF NA

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WRNS-AF (C)	165/21.4	20.2	21.5	21.1	22.1	21.1	223/2091	1539/34.1	33.5	32.7	WRNS-AF
2. WIKS-F (B)	118/15.2	17.5	15.1	17.1	16.4	16.2	148/1767	1148/25.4	24.1	26.3	WIKS-F
3. WSFL-F (AOR)	64/ 8.3	7.2	6.5	4.3	4.2	6.6	73/926	765/16.9	15.0	13.1	WSFL-F
4. WDLX-F (AC/CHR)	43/ 5.6	4.2	3.3	3.9	5.2	4.3	57/909	649/14.4	14.0	16.9	WDLX-F
5. WKOO-F (O)	40/ 5.2	3.9	3.8	4.0	3.7	4.2	54/627	472/10.5	7.8	9.6	WKOO-F
6. WRDU-F (AOR)	33/ 4.3	2.7	3.2	3.0	2.7	3.3	60/806	402/ 8.9	8.6	6.0	WRDU-F
7. WRHT-F (CHR)	32/ 4.1	4.2	3.0	4.3	3.0	3.9	32/663	644/14.3	9.6	11.3	WRHT-F
8. WNCT-F (EZ/SAC)	24/ 3.1	2.2	4.3	6.8	4.5	4.1	40/647	365/ 8.1	8.8	10.5	WNCT-F
9. WTND-F (C)	15/ 1.9	3.8	2.6	1.7	1.4	2.5	18/357	329/ 7.3	8.4	6.3	WTND-F
10. WXQR-F (AOR)	13/ 1.7	1.4	1.2	1.8	2.2	1.5	13/198	198/ 4.4	5.2	7.1	WXQR-F

12+ FM SHARE (METRO): 92.15% (622 of 675) (SPG 93: 93.23%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		57 ( 3)	57 ( 3)	8.4	5.1	WELS (C) 1010 KINSTON	1.3/2.7/ 10/ 121
AOR/CLASSIC		110 ( 3)	110 ( 3)	16.3	11.1	WJCV (REL) 1290 JACKSONVILLE	1.2/1.2/ 9/ 52
COUNTRY	12 ( 2)	192 ( 4)	206 ( 6)	30.5	28.7	WJNC (FS) 1240 JACKSONVILLE	0.8/2.0/ 6/ 89
NEWS/TALK	5 ( 1)	5 ( 1)	10 ( 2)	1.5	0.7	WKQT-F (AC) 103.3 NEWPORT	1.0/4.9/ 8/ 233
CHR		32 ( 1)	32 ( 1)	4.7	9.9	WMBL (FS) 740 MOREHEAD CTY	0.5/1.6/ 4/ 93
BLACK/URBAN		135 ( 4)	135 ( 4)	20.0	22.6	WNBR-F (?) 94.1 ORIENTAL	0.9/2.2/ 7/ 101
SOFT AC/EZ		24 ( 1)	24 ( 1)	3.6	5.4	WNOS (ST) 1450 NEW BERN	0.5/1.2/ 4/ 54
HISPANIC						WRQR-F (O) 94.3 FARMVILLE	0.4/2.0/ 4/ 107
OLDIES		52 ( 3)	52 ( 3)	7.7	7.9	WRRF (T) 930 WASHINGTON	0.6/2.2/ 6/ 112
FULL SVC/VARIETY	10 ( 2)		10 ( 2)	1.5	2.8	WTKF-F (T) 107.3 ATLANTIC	0.6/2.5/ 5/ 121
STANDARDS	4 ( 1)		4 ( 1)	0.6	1.0	WTOW (G) 1320 WASHINGTON	0.6/0.8/ 5/ 38
RELIG/GOSPEL	22 ( 3)		22 ( 3)	3.3	3.3	WMNX-F (B) 97.3 WILMINGTON	0.4/2.5/ 7/ 212
CLASSICAL						WZFX-F (B) 99.1 WHITEVILLE	0.4/1.9/ 34/ 446
JAZZ						WZXS-F (?) 103.9 TOPSAIL	1.0/1.7/ 15/ 109
OTHERS/UNKNOWN		15 ( 2)	15 ( 2)	2.2	1.5	SEE RALEIGH FOR MORE ABOUT THE FOLLOWING:	
TOTALS	53 ( 9)	622 (22)	675 (31)			WFXX-F 1.4/5.1 WRAL-F 0.8/1.3	
						WGTM 1.0/1.9 WTRG-F 1.2/4.1	
						WKTC-F 1.3/5.9	
						WQDR-F 0.5/2.5	

GREENVILLE, NC  
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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WIKS-F, WTND-F (Taylor)	17.1%	14.5%	NA
WKOO-F, WKJA-F (Winfas)	5.2%	7.3%	NA
WCZI-F, WKQT-F (Local)	1.0%	1.6%	NA
	-----	-----	-----
	23.3%	23.4%	NA

RADIO STATIONS  
-----

WJNC, 1240, 1 KW	, Full Service	NBC, MBS, \$	NA ( --- )	(JACKSON.)
WELS, 1010, 1 KW/500 W (DA-N),	Country	NBC, \$	NA (DORA)	(KINSTON)
WDLX-F, 93.3, 100 KW @ 1781,	CHR/AC	ABC, \$	NA (Banner)	(WASHINGTON)
WIKS-F, 101.9, 100 KW @ 981,	Black	UNISTR, ABC, \$	NA (D & R)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 977,	Oldies	MBS, \$	NA (D & R)	Winfas (JACKSON.)
WKQT-F, 103.3, 100 KW @ 594,	AC	ABC, \$	NA (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699,	SAC/EZ	ABC, \$	NA (MMR)	Park (GREENVILLE)
WRHT-F, 96.3, 50 KW @ 472,	CHR	CNN, \$	NA ( --- )	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499,	Country	ABC, UNISTR, \$	NA (Mc-Guild)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915,	ADR	UNISTR, \$	NA (Eastman)	(NEW BERN)
WTND-F, 99.5, 17 KW @ 843,	Country	UNISTR, \$	NA (D & R)	Taylor (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298,	ADR	ABC, \$	NA (TN)	(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 61/681,800

Stations: 30/23  
Diaries: 1573/433:1/50.8%  
Sample Target: 1460  
% Below Line: 4.5  
% Not Listed: 13.3

1993 Revenue: \$22,400,000  
HH Inc.: \$29,881  
Retail \$: 7.0 Bil  
Pop per Station: 29,643  
#1 Biller: WSSL-AF \$4,800,000

MSA Rank/Pop: 67/860,000

ADI # 35 (w/Asheville)

Average Person Ratings: 16.8

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WSSL-AF (C)	201/17.4	18.1	16.6	19.2	18.4	17.8	325/3625	2192/32.2	32.6	32.5	F	WSSL-AF
2. WROQ-F (AOR)	110/ 9.6	7.2	12.5	7.0	8.0	9.1	159/1965	1157/17.0	23.4	17.4	D	WROQ-F
3. WESC-F (C)	107/ 9.3	12.4	10.3	11.0	12.3	10.8	196/2867	1645/24.1	25.2	23.6	E	WESC-F
4. WMYI-F (AC)	95/ 8.3	9.1	9.3	8.7	9.9	8.9	202/2778	1433/21.0	19.9	21.9	F	WMYI-F
5. WJMZ-F (B)	85/ 7.4	6.3	4.4	1.2	1.1	4.8	109/1271	825/12.1	9.3	5.2	A	WJMZ-F
6. WSPA-F (SAC)	74/ 6.5	6.5	7.2	5.6	4.8	6.5	106/1578	886/13.0	13.6	15.4	C	WSPA-F
7. WFBC-F (O)	67/ 5.8	4.4	4.8	4.4	4.1	4.9	114/2041	1147/16.8	15.6	15.9	D	WFBC-F
8. WLWZ-F (B)	50/ 4.3	2.9	3.1	7.4	6.2	4.4	58/279	608/ 8.9	9.8	11.6	C	WLWZ-F
9. WFBC (N/T)	34/ 3.0	2.9	1.7	3.3	4.1	2.7	35/494	465/ 6.8	4.4	7.0	B	WFBC
WBBO-F (CHR)	34/ 3.0	2.6	2.6	3.6	3.3	3.0	65/1174	629/ 9.2	10.0	9.8	B	WBBO-F
11. WMUU-F (EZ)	22/ 1.9	3.5	2.7	2.4	2.9	2.6	34/615	400/ 5.9	6.3	6.2	A	WMUU-F
12. WSPA (FS)	16/ 1.4	1.6	1.3	1.9	1.9	1.6	16/257	237/ 3.5	3.6	3.6	A	WSPA
13.												
14.												
15.												

12+ FM SHARE (METRO): 91.46% (910 of 995) (SPG 93: 88.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMZ-F	1 WROQ-F<	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-F
2 WSSL-AF>	2 WSSL-AF>	2 WROQ-F	2 WROQ-F	2 WROQ-F	2 WESC-F	2 WESC-F<	2 WESC-F	2 WESC-F	2 WJMZ-F>	2 WESC-F
3	3 WJMZ-F	3 WMYI-F>	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WMYI-F>	3 WMYI-F	3 WMYI-F	3 WESC-F<	3 WJMZ-F
4	4 WMYI-F>	4 WJMZ-F	4 WESC-F	4 WESC-F	4 WSPA-F	4 WROQ-F	4 WSPA-F	4 WROQ-F<	4 WROQ-F>	4 WROQ-F
5	5 WBBO-F	5 WESC-F	5 WSPA-F<	5 WFBC-F	5 WFBC-F	5 WSPA-F	5 WROQ-F	5 WSPA-F<	5	5
6	6	6 WFBC-F	6 WFBC-F<	6 WSPA-F	6	6 WJMZ-F	6	6 WJMZ-F	6	6
7	7	7 WSPA-F	7 WJMZ-F	7 WJMZ-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 WSSL-AF	1 WSSL-AF>	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF>	1 WROQ-F	1 WROQ-F>	1 WROQ-F	1 WROQ-F	1 WROQ-F<
2 WROQ-F	2 WROQ-F<	2 WROQ-F	2 WMYI-F>	2 WMYI-F>	2 WJMZ-F	2 WSSL-AF	2 WSSL-AF	2 WSSL-AF>	2 WSSL-AF>
3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WROQ-F	3 WSPA-F	3 WBBO-F	3 WJMZ-F>	3 WJMZ-F	3 WMYI-F<	3 WESC-F
4 WJMZ-F	4 WJMZ-F	4 WJMZ-F	4 WJMZ-F<	4 WESC-F<	4 WSSL-AF	4	4 WESC-F	4 WESC-F	4 WMYI-F<
5 WBBO-F	5 WBBO-F	5	5 WSPA-F	5 WFBC-F	5 WMYI-F	5	5 WMYI-F	5 WJMZ-F	5 WFBC-F
6	6	6	6 WFBC-F<	6 WROQ-F	6	6	6	6 WFBC-F	6 WJMZ-F
7	7	7	7 WESC-F	7 WJMZ-F	7	7	7	7	7 WSPA-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		100 ( 2)	100 ( 2)	10.1	11.5	WAGI-F (REL) 105.3	GAFFNEY 0.3/1.2/ 14/ 264
AOR/CLASSIC		110 ( 1)	110 ( 1)	11.1	9.7	WANS (FS) 1280	ANDERSON 0.1/0.4/ 1/ 29
COUNTRY	6 ( 2)	328 ( 4)	334 ( 6)	33.6	37.4	WRIX-F (C) 103.1	HONEA PATH 0.9/2.4/ 12/ 219
NEWS/TALK	43 ( 2)		43 ( 2)	4.3	5.5	WASC (B) 1530	SPARTANBURG 0.3/1.2/ 4/ 82
						WESC (C) 660	GREENVILLE 0.4/2.1/ 10/ 234
CHR		44 ( 2)	44 ( 2)	4.4	5.4	WMUU (REL) 1260	GREENVILLE 0.1/0.9/ 1/ 64
BLACK/URBAN	4 ( 1)	147 ( 5)	151 ( 6)	15.2	12.1	WORD (N/T) 910	SPARTANBURG 0.8/3.0/ 10/ 207
SOFT AC/EZ		96 ( 2)	96 ( 2)	9.6	9.4	WPJM (G) 800	GREER 0.9/2.6/ 13/ 208
HISPANIC						WYJR (REL) 1400	SPARTANBURG 0.3/0.7/ 4/ 48
OLDIES		73 ( 2)	73 ( 2)	7.3	4.8	WMTI-F (REL) 106.9	BLACK MOUNTAIN 0.7/2.4/ 26/ 663
FULL SVC/VARIETY	17 ( 2)		17 ( 2)	1.7	2.3	WKSF-F (C) 99.9	ASHEVILLE 1.0/4.7/108/1626
STANDARDS							
RELIG/GOSPEL	15 ( 3)	12 ( 2)	27 ( 5)	2.7	1.2	WBAV-F (B) 101.9	GASTONIA 0.4/1.6/ 13/ 235
CLASSICAL						WBT -F (AC) 107.9	CHARLOTTE 0.4/2.9/ 8/ 295
JAZZ						WEDJ-F (CHR) 95.1	CHARLOTTE 0.9/2.8/ 15/ 305
OTHERS/UNKNOWN					0.7	WFOX-F (O) 97.1	GAINESVILLE GA 0.5/1.2/ 16/ 255
						WPEG-F (B) 97.9	CONCORD 0.6/2.2/ 15/ 235
TOTALS	85 (10)	910 (20)	995 (30)				

GREENVILLE-SPARTANBURG

DUOPOLY REPORT	12+	25-54	REVENUE
WSSL A/F, WMY1-F (SFX)	25.7%	28.7%	40.2%
WLWZ A/F, WJMZ-F (HMW)	10.6%	9.8%	8.9%
	36.3%	38.5%	49.1%

RADIO STATIONS

WESC , 660, 50 KW (DAYS, DA),	SEE WEBC-FM				
WFBC , 1330, 5 KW (DA-N)	News/Talk	NBC, MBS, \$ 20.00	(Katz)	Multimedia	
WHYZ , 1070, 50 KW/1.5 KW (DA-1),	Black	\$ 19.00	(K & P)	AmCom	
WORD , 910, 3.6 KW/1 KW(DA-2),	Talk	NBC, MBS, \$ NA	(Katz)	Multimedia	
WPJM , 800, 1 KW/438 W	Gospel	ABC, \$ 15.00	(Keystone)		(GREER)
WSPA , 950, 5 KW (DA-N)	Full Service	CBS, \$ 16.00	(Christal)		
WBBO-F, 93.3, 93 KW @ 2030	CHR	\$ 25.00	(Torbet)	AmCom	(FOREST CITY)
WESC-F, 92.5, 100 KW @ 2001	Country	ABC, \$ 88.00	(Banner)		
WFBC-F, 93.7, 100 KW @ 1850	Oldies	ABC, \$ 53.00	(Katz)	Multimedia	
WJMZ-F, 107.3, 100 KW @ 1010	Black/CHR	\$ 36.00	(Eastman)	HMW	(ANDERSON)
WLWZ-F, 103.9, 6 KW @ 328	Black	AURN, \$ 31.00	(D & R)	HMW	(EASLEY)
WMUU-F, 94.5, 100 KW @ 1200	EZ	AP, \$ 19.00	( --- )		
WMI-F, 102.5, 20 KW @ 1778	AC	\$ 96.00	(Eastman)	SFX	(HENDERSON.)
WRIX-F, 103.1, 6 KW @ 328	Country	ABC, \$ 15.00	( --- )		(HONEY)
WROO-F, 101.1, 100 KW @ 987	ADR	ABC, \$ 67.00	(Banner)	ABS	(ANDERSON)
WSPA-F, 98.9, 100 KW @ 1909	Soft AC	\$ 42.00	(Christal)		
WSSL-F, 100.5, 100 KW @ 1240	Country	MBS, UNISTR, \$111.00	(Mc-Guild)	SFX	(GREY COURT)

Miscellaneous: WESC A/F, WBBO-F, WHYZ formed a new duopoly owned by Benchmark and George Francis (D) for \$15,000,000 (Americom)...



HARRISBURG  
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Arbitron Rank/Pop (12+): 74/510,900  
MSA Rank/Pop: 87/607,000  
ADI #44 (w/York & Lancaster)  
Average Person Ratings: 16.9  
Market TSL: 22.25 hours

Stations: 30/18  
Diaries: 1267/403:1/62.5%  
Sample Target: 1120  
% Below Line: 12.4  
% Not Listed: 12.0

1993 Revenue: \$15,600,000  
HH Inc.: \$36,617  
Retail \$: 6.0 Bil  
Pop per Station: 28,383  
#1 Biller: WNNK-F \$4,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WNNK-F (CHR)	119/13.8	14.6	13.8	13.6	12.2	14.0	163/2239	1643/32.2	28.7	31.2	F	WNNK-F
2. WRVV-F (AC/AOR)	78/ 9.0	8.4	6.9	8.6	8.5	8.2	133/1755	960/18.8	19.0	18.8	D	WRVV-F
3. WRKZ-F (C)	75/ 8.7	7.6	10.4	7.7	7.1	8.6	194/2234	944/18.5	17.8	16.1	E	WRKZ-F
4. WTPA-F (AOR)	73/ 8.4	7.6	7.7	9.0	8.1	8.2	117/1598	949/18.6	17.3	17.1	D	WTPA-F
WHP (FS)	73/ 8.4	10.0	9.3	7.4	9.8	8.8	109/1376	929/18.2	20.9	18.5	C	WHP
6. WKWL-F (O)	62/ 7.2	5.8	6.5	6.4	5.5	6.5	106/1582	894/17.5	15.9	15.3	D	WKWL-F
7. WROZ-F (SAC)	39/ 4.5	3.1	4.1	3.8	3.8	3.9	134/2113	670/13.1	10.6	10.5		WROZ-F
WHYL (ST)	39/ 4.5	4.7	3.2	5.0	5.5	4.3	52/622	432/ 8.5	7.6	8.1	A	WHYL
9. WCTX-F (EZ)	32/ 3.7	1.2	1.5	---	0.3	1.6	50/571	312/ 6.1	3.1	1.2		WCTX-F
10. WHYL-F (C)	26/ 3.0	3.6	2.4	3.0	2.8	3.0	28/349	296/ 5.8	5.8	7.8	D	WHYL-F
11. WTCY (B)	17/ 2.0	2.6	0.8	0.8	0.1	1.6	17/210	199/ 3.9	1.6	1.4		WTCY
12. WHTF-F (AOR)	13/ 1.5	1.8	2.0	2.1	2.1	1.9	73/1191	393/ 7.7	6.8	8.2		WHTF-F
13. WCMB (T)	12/ 1.4	1.4	0.8	1.0	0.8	1.2	14/268	204/ 4.0	3.9	4.6		WCMB
WIMX-F (AC)	12/ 1.4	2.3	1.8	3.6	2.7	2.3	16/601	486/ 9.5	7.2	9.8	B	WIMX-F
WLBR (FS)	12/ 1.4	2.7	2.6	2.9	3.1	2.4	13/318	296/ 5.8	7.3	6.5	A	WLBR

12+ FM SHARE (METRO): 78.16% (594 of 760) (SPG 93: 74.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>>1	WNNK-F	1 WNNK-F	1 WRVV-F<	1 WRVV-F<	1 WHP	1 WNNK-F	1 WRVV-F<	1 WNNK-F>	1 WNNK-F	1 WRKZ-F
2	2 WTPA-F	2 WRVV-F<	2 WNNK-F<	2 WNNK-F<	2 WRKZ-F	2 WHP	2 WNNK-F<	2 WTPA-F	2 WTPA-F<	2 WNNK-F
3	3 WRVV-F>>	3 WTPA-F>	3 WTPA-F>	3 WTPA-F>	3 WKWL-F<	3 WTPA-F	3 WHP >	WRVV-F<	3 WRKZ-F>	3 WTPA-F
4	4 WRKZ-F	4 WKWL-F	4 WKWL-F	4 WNNK-F	4 WNNK-F	4 WRVV-F<	4 WRKZ-F<	4 WRKZ-F>	4 WKWL-F<	4 WHP
5	5	5	5 WRKZ-F	5 WRKZ-F	5 WHYL	5 WRKZ-F	5 WTPA-F<	5 WKWL-F	5 WRVV-F	5 WRVV-F
6	6	6	6	6	6	6 WKWL-F	6 WKWL-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 WNNK-F	1 WNNK-F	1 WRVV-F	1 WNNK-F>	1 WNNK-F	1 WTPA-F	1 WTPA-F>>	1 WTPA-F	1 WTPA-F>	1 WTPA-F
2 WRVV-F	2 WRVV-F>>	2 WNNK-F	2 WRVV-F>>	2 WRVV-F>	2 WNNK-F	2 WNNK-F>	2 WNNK-F	2 WRVV-F	2 WRVV-F
3 WTPA-F	3 WTPA-F	3 WTPA-F	3 WKWL-F<	3 WKWL-F	3 WRVV-F	3 WRKZ-F	3 WRKZ-F	3 WNNK-F	3 WKWL-F
4	4 WROZ-F	4 WROZ-F	4 WPTA-F<	4 WROZ-F	4 WRKZ-F	4 WRVV-F	4 WHP	4 WKWL-F<	4 WNNK-F
5	5	5 WRKZ-F	5 WROZ-F	5 WRKZ-F	5 WHTF-F	5	5 WRVV-F	5 WRKZ-F	5 WRKZ-F<
6	6	6	6 WTPA-F	6	6	6	6	6	6 WHP
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----
AC		110 ( 6)	110 ( 6)	12.8	15.2	WADV (REL) 940	LEBANON	0.3/1.1/ 8/ 110
AOR/CLASSIC		86 ( 2)	86 ( 2)	11.3	12.7	WKBO (T) 1230	HARRISBURG	0.7/3.2/ 6/ 172
COUNTRY		112 ( 4)	112 ( 4)	14.7	12.9	WQIC-F (CHR) 100.1	LEBANON	0.6/2.6/ 6/ 157
NEWS/TALK	18 ( 2)		18 ( 2)	2.4	0.7	WQLV-F (AC) 98.9	MILLERSBURG	0.6/2.0/ 6/ 114
						WWII (REL) 720	SHIREMANSTOWN	0.5/1.7/ 7/ 178
CHR		138 ( 5)	138 ( 5)	18.2	18.0			
BLACK/URBAN	17 ( 1)		17 ( 1)	2.2	---	WIKZ-F (AC) 95.1	CHAMBERSBURG	0.5/1.4/ 4/ 72
SOFT AC/EZ		76 ( 3)	76 ( 3)	10.0	7.8	WRFY-F (CHR) 102.5	READING	0.3/1.5/ 40/ 543
HISPANIC						WVMD-F (EZ) 104.7	HAGERSTOWN	0.6/1.1/ 17/ 258
OLDIES		62 ( 1)	62 ( 1)	8.2	6.9	SEE LANCASTER OR YORK FOR MORE ABOUT THESE STATIONS:		
FULL SVC/VARIETY	85 ( 2)		85 ( 2)	11.2	16.3	WARM-F 0.7/4.0	WLAN-F 0.6/4.6	
STANDARDS	39 ( 1)		39 ( 1)	5.1	6.5	WDAC-F 1.2/4.8	WQXA-F 0.6/4.7	
RELIG/GOSPEL	7 ( 2)	10 ( 1)	17 ( 3)	2.2	2.1	WGTY-F 0.8/3.0	WYCR-F 0.7/4.1	
CLASSICAL						WIOV-F 0.5/2.8		
JAZZ								
OTHERS/UNKNOWN					1.0			
TOTALS	166 ( 8)	594 ( 22)	760 ( 30)					

HARRISBURG  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WHP, WRVV-F, WKBO (Pennsylvania)	18.1%	19.2%	30.1%

RADIO STATIONS  
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WCMB , 1460, 5 KW (DA-N) ,	Talk	CBS, IBN, \$ 16.00	(Mc-Guild)	
WTCY , 1400, 1 KW ,	Black	SMN, ABC, \$ 15.00	(Christal)	Calendar
WHP , 580, 5 KW (DA-N) ,	Full Service	ABC, CNN, \$ 33.00	(MMR)	Pennsylvania
WHYL , 960, 5 KW/22 W (DA-1),	Standards	UNISTR, \$ 17.00	( --- )	(CARLISLE)
WLBR , 1270, 5 KW/1 KW (DA-2),	Full Service	ABC, \$ 15.00	(K & P)	(LEBANON)
WCTX-F, 92.1, 3.3 KW @ 230 ,	EZ/Standards	ABC, \$ 15.00	( --- )	(PALMYRA)
WHYL-F, 102.3, 3 KW @ 328 ,	Country	CNN, \$ 24.00	( --- )	(CARLISLE)
WIMX-F, 99.3, 6 KW @ 328 ,	AC	UNISTR, \$ 27.00	(Mc-Guild)	
WNNK-F, 104.1, 23 KW @ 725 ,	CHR	AP, \$103.00	(Christal)	Calendar
WRKZ-F, 106.7, 14 KW @ 928 ,	Country	ABC, \$ 78.00	(Torbet)	Telemidia (HERSHEY)
WRVV-F, 97.3, 17 KW @ 840 ,	AC/AOR	, \$ 61.00	(MMR)	Pennsylvania
WTPA-F, 93.5, 1.3 KW @ 718 ,	AOR	, \$ 54.00	(Banner)	(MECHANIC.)
WKWL-F, 94.9, 25 KW @ 699 ,	Oldies	UNISTR, \$ 51.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

Miscellaneous: WCTX-F reclassified as EZ/Standards. . .

HARTFORD

Arbitron Rank/Pop (12+): 42/970,200

Stations: 27/15  
Diaries: 1858/521:1/54.8%  
Sample Target: 1770  
% Below Line: 19.4  
% Not Listed: 18.6

1993 Revenue: \$37,900,000  
HH Inc.: \$45,367  
Retail \$: 10.3 Bil  
Pop per Station: 64,547  
#1 Biller: WTIC \$6,800,000

MSA Rank/Pop: 46/1,120,000  
ADI # 24 (w/New Haven)  
Average Person Ratings: 17.0  
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WTIC (FS)	177/10.7	13.6	12.3	11.8	12.5	12.1	224/3377	2383/24.6	26.1	27.0	G	WTIC
2. WRCH-F (SAC)	149/ 9.0	8.2	8.6	8.2	7.0	8.5	225/2914	1783/18.4	18.4	16.8	F	WRCH-F
3. WYFZ-F (C)	117/ 7.1	5.7	7.2	7.8	7.5	7.0	238/2881	1466/15.1	16.7	15.4	F	WYFZ-F
4. WTIC-F (CHR)	102/ 6.2	6.7	5.1	7.6	5.9	6.4	177/3939	2116/21.9	22.1	22.4	E	WTIC-F
5. WKSS-F (CHR)	96/ 5.8	7.5	6.4	6.2	6.2	6.5	174/3851	1914/19.8	20.8	20.5	D	WKSS-F
6. WDRC-F (D)	83/ 5.0	4.7	5.2	4.7	4.7	5.2	189/2974	1318/13.6	15.3	15.0	E	WDRC-F
7. WHCN-F (AOR)	82/ 5.0	5.3	5.5	4.9	6.4	5.2	127/2414	1410/14.6	15.7	15.0	F	WHCN-F
8. WCCC-AF (AOR)	81/ 5.0	4.6	5.9	5.2	4.6	5.2	135/2573	1514/15.6	15.7	14.8	E	WCCC-AF
9. WDRC (ST)	68/ 4.1	4.3	4.0	3.1	3.3	3.9	75/1056	896/ 9.3	8.4	7.0	B	WDRC
10. WZMX-F (AC)	67/ 4.1	4.5	4.9	4.9	4.7	4.6	110/2336	1372/14.2	17.3	16.4	E	WZMX-F
11. WYSR-F (AC)	47/ 2.9	2.9	3.9	3.7	3.3	3.4	71/1648	984/10.2	11.2	11.0	C	WYSR-F
12. WAQY-F (AOR)	44/ 2.7	2.1	3.1	2.5	3.8	2.6	149/2672	1112/11.5	12.0	12.2		WAQY-F
13. WPLR-F (AOR)	36/ 2.2	1.5	2.0	1.7	2.0	1.9	152/2492	809/ 8.4	7.5	8.0		WPLR-F
14. WPOP (N/T)	35/ 2.1	2.4	3.0	2.4	3.3	2.5	36/791	728/ 7.5	7.9	8.9	C	WPOP
15. WFAN (SPRTS)	33/ 2.0	2.1	1.6	1.7	1.4	1.9	106/1897	675/ 7.0	6.0	5.2		WFAN

12+ FM SHARE (METRO): 72.86% (977 of 1341) (SPG 93: 71.89%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
AC		132 ( 4)	132 ( 4)	9.8	9.7	WLAT (SP) 1230	MANCHESTER 0.9/1.5/ 14/ 146
AOR/CLASSIC	1 ( 1)	255 ( 6)	256 ( 7)	19.1	21.0	WNEZ (T) 910	NEW BRITAIN 0.5/3.3/ 12/ 353
COUNTRY		142 ( 2)	142 ( 2)	10.6	10.3	WRYM (SP) 840	NEW BRITAIN 0.7/1.7/ 11/ 179
NEWS/TALK	84 ( 4)		84 ( 4)	6.3	6.3	WKCI-F (CHR) 101.3	NEW HAVEN 1.1/6.5/109/2370
CHR		216 ( 3)	216 ( 3)	16.1	16.3	WMMW (ST) 1470	MERIDEN 0.5/1.4/ 21/ 241
BLACK/URBAN						WAAF-F (AOR) 107.3	WORCESTER 0.5/2.9/ 71/1129
SOFT AC/EZ		149 ( 1)	149 ( 1)	11.1	9.2	WHYN-F (AC) 93.1	SPRINGFIELD 0.5/3.0/102/1459
HISPANIC	25 ( 2)		25 ( 2)	1.9	0.7	WMAS-F (AC) 94.7	SPRINGFIELD 0.6/2.5/ 78/1196
OLDIES		83 ( 1)	83 ( 1)	6.2	5.7	WOR (T) 710	NEW YORK 0.4/0.7/ 24/ 397
FULL SVC/VARIETY	177 ( 1)		177 ( 1)	13.2	16.3	WPXK-F (C) 97.9	ENFIELD 1.5/3.5/116/1367
STANDARDS	77 ( 2)		77 ( 2)	5.7	4.0	WVRX-F (AOR/CL)103.7	WESTERLY, RI 0.3/1.7/ 69/1000
RELIG/GOSPEL					0.6		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	364 (10)	977 (17)	1341 (27)				

HARTFORD  
-----

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WZMX-F, WNEZ, WRCH-F (Amer. Radio Systems)	13.6%	14.4%	20.8%

RADIO STATIONS  
-----

WDRC, 1300, 5 KW (DA-N)	, Standards	CNN, UNISTR	, \$ 25.00 (Mc-Guild)	Buckley	
WLAT, 1230, 1 KW	, Hispanic	CRC	, \$ 22.00 ( --- )		(MANCHESTER)
WNEZ, 910, 5 KW (DA-N)	, Talk	CNN	, \$ 20.00 (Eastman)	Amer. Radio Systems	
WPOP, 1410, 5 KW (DA-2)	, News/Talk	ABC	, \$ 32.00 (D & R)	Griffin	
WTIC, 1080, 50 KW (DA-N)	, Full Service	CBS	, \$ 137.00 (Group W)	Chase	
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC	, \$ 81.00 (Torbet)		
WDRC-C, 102.9, 20 KW @ 810, Oldies			, \$ 93.00 (Mc-Guild)	Buckley	
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC	, \$ 94.00 (Christal)	Liberty	
WKSS-F, 95.7, 17 KW @ 879, CHR		AP	, \$ 73.00 (HMR)	Precision	
WRCH-F, 100.5, 8 KW @ 1250, Soft AC			, \$ 100.00 (Eastman)	Amer. Radio Systems	
WTIC-F, 96.5, 20 KW @ 810, CHR			, \$ 77.00 (Group W)	Chase	
WVYZ-F, 92.5, 18 KW @ 859, Country		UNISTR	, \$ 96.00 (Banner)		(WATERBURY)
WYSR-F, 104.1, 18 KW @ 836, AC/CHR			, \$ 50.00 (D&R)	Griffin	
WZMX-F, 93.7, 21 KW @ 781, AC			, \$ 82.00 (Katz)	Amer. Radio Systems	

Miscellaneous: WHCN-F sold by Beck-Ross to Liberty for \$ \_\_\_\_\_ (Americom) . . . WPOP, WYSR-F sold by Merv Griffin to Liberty. . .

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

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
AC	210 ( 3)	210 ( 3)	19.0	19.6	KAIH-F (REL) 95.5	HONOLULU	0.9/3.5/ 11/ 258
AOR/CLASSIC	148 ( 3)	148 ( 3)	13.4	4.9	KIKI (O) 990	HONOLULU	0.8/2.0/ 10/ 145
COUNTRY	77 ( 3)	77 ( 3)	6.9	8.7	KJPN (E) 940	MAIPAHU	0.8/2.3/ 9/ 164
NEWS/TALK	5 ( 1)	183 ( 2)	188 ( 3)	17.0	KZOO (E) 1210	HONOLULU	1.3/2.5/ 15/ 184
BLACK/URBAN	17 ( 1)	87 ( 1)	104 ( 2)	9.4	8.7		
HISPANIC	11 ( 1)	11 ( 1)	1.0	2.3	2.3		
OLDIES	97 ( 1)	97 ( 1)	8.8	11.1	11.1		
FULL SVC/VARIETY	15 ( 1)	11 ( 1)	2.3	2.8	2.8		
RELIG/GOSPEL	15 ( 1)	11 ( 1)	2.3	2.8	2.8		
CLASSICAL	58 ( 4)	189 ( 2)	247 ( 6)	22.3	16.0		
JAZZ	58 ( 4)	189 ( 2)	247 ( 6)	22.3	16.0		
OTHERS/UNKNOWN	58 ( 4)	189 ( 2)	247 ( 6)	22.3	16.0		
TOTALS	280 ( 12)	828 ( 12)	1108 ( 24)	16.0			
DUOPPLY REPORT	12+	25.54	REVENUE	-----			
KSSK A/F, KUPN-F (Wheeling-Pittsburgh)	17.8%	20.4%	31.9%	-----			
KCCN A/F, KINE-F (Local)	19.1%	17.7%	12.0%	-----			
KIKI A/F, KWH, KLV-F (Henry)	19.4%	19.7%	13.9%	-----			
	56.3%	58.8%	57.8%	-----			

RADIO STATIONS

KCCN	1420	5 KM	Ethnic	NA	(\$17.00)	(Banner)	
KJPN	940	10 KM	Ethnic	HB5	(\$32.00)	(K & P)	(MAIPAHU)
KGU	760	10 KM	News/Talk	TALKNT, CBS	(\$32.00)	(K & P)	(MAIPAHU)
KHNR	650	10 KM	News/Talk	CNN	(\$20.00)	( --- )	
KWHN	850	10 KM	News/Talk	NBC, ABC	NA	( --- )	
KIKI	990	5 KM	Oldies	UNISTR	(\$18.00)	(Christal)	Henry
KSSK	590	7.5 KM	Full Service		(\$65.00)	(Eastman)	Henry
KULA	1460	5 KM	Standards		(\$17.00)	(Katz)	Wheeling-Pitts.
KZOO	1210	1 KM	Ethnic		(\$16.00)	( --- )	
KAIM-F	95.5	100 KM @ -23	Religion	USA	(\$15.00)	( --- )	Billy Graham
KCCN-F	100.3	100 KM @ 1965	Ethnic		(\$48.00)	(Banner)	
KDEO-F	102.7	61 KM @ 1893	AOR		(\$27.00)	(K & P)	(MAIPAHU)
KGZ-F	107.9	100 KM @ 1965	AC		(\$20.00)	( --- )	(AIEA)
KKLV-F	98.5	100 KM @ 1073	Classic AOR	ABC, NBC	(\$23.00)	( --- )	Henry
KIKI-F	93.9	100 KM @ -144	CHR		(\$50.00)	(Christal)	Henry
KINE-F	105.1	100 KM @ 1948	Ethnic		(\$22.00)	(MNR)	KCCN owners
KPOL-F	97.5	80 KM @ 46	New Rock		(\$30.00)	(Katz)	
KMO-F	93.1	54 KM @ -118	CHR		(\$45.00)	(Katz)	
KRR-F	96.3	75 KM @ 2139	AC		(\$32.00)	(Katz)	(KAILUA)
KSSK-F	92.3	100 KM @ 1948	AC		(\$74.00)	(Eastman)	Wheeling-Pitts.
KWU-F	94.7	100 KM @ 79	EZ/Soft AC		(\$41.00)	(Banner)	

Miscellaneous:

KIKI and KWHN swap frequencies in March . . . KIKI goes to 990 and KWHN goes to 850 . . .  
 KMH-F changes calls to KLV-F in March and format from News/Talk to Classic AOR . . .  
 KSSK A/F sold by NexTex to Wheeling-Pittsburgh for \$8,300,000 (E) . . . FM CP sold by  
 NexTex to Wheeling-Pittsburgh for \$875,000 (E) . . . KDEO-AH changes to KJPN and format from  
 Country to Ethnic (May) . . . KINE-F, KCCN A/F (D) sold for \$5,300,000 (Exitine) . . . KGU sold  
 to Popadur for \$17,000 (Exitine) . . . KGZ-F changes to jazz in July--after the Spring book . . .

HONOLULU

Station	12+ FM SHARE (METRO)	74.66% (B28 of 1109)	(SPG 93: 67.65%)
1 KXII-F	1 KXII-F	1 KXII-F	1 KXII-F
2 KXII-F	2 KXII-F	2 KXII-F	2 KXII-F
3 KXII-F	3 KXII-F	3 KXII-F	3 KXII-F
4 KXII-F	4 KXII-F	4 KXII-F	4 KXII-F
5 KXII-F	5 KXII-F	5 KXII-F	5 KXII-F
6 KXII-F	6 KXII-F	6 KXII-F	6 KXII-F
7 KXII-F	7 KXII-F	7 KXII-F	7 KXII-F
8 KXII-F	8 KXII-F	8 KXII-F	8 KXII-F

Station	12+ FM SHARE (METRO)	74.66% (B28 of 1109)	(SPG 93: 67.65%)
1 KXII-F	1 KXII-F	1 KXII-F	1 KXII-F
2 KXII-F	2 KXII-F	2 KXII-F	2 KXII-F
3 KXII-F	3 KXII-F	3 KXII-F	3 KXII-F
4 KXII-F	4 KXII-F	4 KXII-F	4 KXII-F
5 KXII-F	5 KXII-F	5 KXII-F	5 KXII-F
6 KXII-F	6 KXII-F	6 KXII-F	6 KXII-F
7 KXII-F	7 KXII-F	7 KXII-F	7 KXII-F
8 KXII-F	8 KXII-F	8 KXII-F	8 KXII-F

Station	12+ FM SHARE (METRO)	74.66% (B28 of 1109)	(SPG 93: 67.65%)
1. KXII-F (AC)	113/ 9.6	12.2	113/169%
2. KXII-F (E)	113/ 9.6	8.3	113/143%
3. KXII-F (E)	106/ 8.8	8.4	106/110%
4. KXII-F (E)	97/ 8.2	8.5	97/113%
5. KXII-F (E)	97/ 8.2	7.2	97/170%
6. KXII-F (E)	92/ 7.8	8.3	92/150%
7. KXII-F (E)	89/ 7.5	2.7	89/105%
8. KXII-F (E)	76/ 6.6	4.9	76/102%
9. KXII-F (E)	66/ 5.6	6.1	66/118%
10. KXII-F (E)	38/ 3.2	4.2	38/76%
11. KXII-F (E)	38/ 3.2	2.6	38/52%
12. KXII-F (E)	33/ 2.8	2.3	33/64%
13. KXII-F (E)	25/ 2.1	2.5	25/54%
14. KXII-F (E)	22/ 1.9	2.7	22/56%
15. KXII-F (E)	21/ 1.8	3.2	21/49%
16. KXII-F (E)	17/ 1.4	1.6	17/45%

Station	12+ FM SHARE (METRO)	74.66% (B28 of 1109)	(SPG 93: 67.65%)
1. KXII-F (AC)	113/ 9.6	12.2	113/169%
2. KXII-F (E)	113/ 9.6	8.3	113/143%
3. KXII-F (E)	106/ 8.8	8.4	106/110%
4. KXII-F (E)	97/ 8.2	8.5	97/113%
5. KXII-F (E)	97/ 8.2	7.2	97/170%
6. KXII-F (E)	92/ 7.8	8.3	92/150%
7. KXII-F (E)	89/ 7.5	2.7	89/105%
8. KXII-F (E)	76/ 6.6	4.9	76/102%
9. KXII-F (E)	66/ 5.6	6.1	66/118%
10. KXII-F (E)	38/ 3.2	4.2	38/76%
11. KXII-F (E)	38/ 3.2	2.6	38/52%
12. KXII-F (E)	33/ 2.8	2.3	33/64%
13. KXII-F (E)	25/ 2.1	2.5	25/54%
14. KXII-F (E)	22/ 1.9	2.7	22/56%
15. KXII-F (E)	21/ 1.8	3.2	21/49%
16. KXII-F (E)	17/ 1.4	1.6	17/45%

Arbitron Rank/Pop (12+): 59/727,800  
 Stations: 26/24  
 Databases: 1309/556:1/54.9%  
 Sample Target: 1325  
 % Below Line: 0.0  
 % Not Listed: 6.0  
 Average Person Ratings: 16.2  
 Market TSL: 21.75 hours  
 NO ADI  
 MSA Rank/Pop: 65/879,000  
 HH Inc.: \$4,154  
 Retail \$: 9.5 Bill  
 Pop per station: 30,325  
 #1 Biller: KSSK \$3,200,000  
 1993 Revenue: \$20,200,000

HOUSTON

Arbitron Rank/Pop (12+): 10/3,184,200  
 MSA Rank/Pop: 8/3,980,000  
 ADI # 11  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 33/33  
 Diaries: 3157/1009:1/47.7%  
 Sample Target: 3085  
 % Below Line: 0.0  
 % Not Listed: 13.7

1993 Revenue: \$143,300,000  
 HH Inc.: \$36,812  
 Retail \$: 32.6 Bil  
 Pop per Station: 96,491  
 #1 Biller: KILT-AF \$16,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KILT-F (C)	362/ 6.2	7.2	6.3	7.1	7.7	6.7	377/5916	5462/17.2	18.7	19.2	J	KILT-F
2. KQUE-F (ST/EZ)	327/ 5.6	4.9	5.3	4.8	4.0	5.2	336/2833	2700/ 8.5	9.0	8.4	E	KQUE-F
3. KODA-F (SAC)	318/ 5.5	5.4	5.4	4.9	4.1	5.3	329/5023	4736/14.9	14.0	12.1	H	KODA-F
4. KKBO-AF (C)	306/ 5.2	4.8	5.6	4.5	4.6	5.0	332/4726	4394/13.8	12.1	11.6	F	KKBO-AF
5. KBXX-F (CHR/U)	277/ 4.8	5.2	4.7	4.6	5.3	4.8	313/5125	4805/14.1	13.7	13.5	G	KBXX-F
6. KIKK-F (C)	275/ 4.7	5.5	4.7	6.0	6.2	5.2	292/5332	4823/15.1	15.5	17.1	I	KIKK-F
7. KRBE-F (CHR)	255/ 4.4	4.2	4.9	5.2	3.8	4.7	273/5356	4980/15.6	15.0	14.4	G	KRBE-F
8. KMJO-F (B)	253/ 4.4	5.3	4.6	4.6	4.5	4.7	273/4660	4146/13.0	14.2	14.4	I	KMJO-F
9. KRTH (N/T)	244/ 4.2	4.8	4.6	4.1	4.6	4.4	277/6120	5458/17.1	17.4	15.7	I	KRTH
10. KHM-F (AC/CHR)	238/ 4.1	4.4	4.5	5.2	4.5	4.6	248/4683	4460/14.0	14.8	13.5	I	KHM-F
11. KLDE-F (O)	233/ 4.0	3.1	4.2	3.8	3.4	3.8	251/4447	4065/12.8	12.4	11.2	H	KLDE-F
12. KKRW-F (O)	226/ 3.9	2.8	1.9	2.7	2.7	2.8	241/4330	4157/13.1	8.3	9.8	G	KKRW-F
13. KPRC (T)	218/ 3.8	4.4	4.3	3.7	3.4	4.1	222/3462	3335/10.5	11.2	9.3	H	KPRC
14. KLOL-F (AOR)	214/ 3.7	3.8	3.2	3.8	4.7	3.6	237/4241	3838/12.1	11.6	13.3	H	KLOL-F
15. KHYS-F (B)	182/ 3.1	3.8	3.9	3.3	2.8	3.5	232/3115	2602/ 8.2	8.6	7.6	SEE KMJO	KHYS-F
16. KLTN-F (SP)	174/ 3.0	2.2	1.4	1.7	1.4	2.1	178/1947	1877/ 5.9	3.6	3.4	C	KLTN-F
17. KZFX-F (CL AOR)	136/ 2.3	2.6	3.2	2.9	3.3	2.8	156/3265	2972/ 9.3	10.3	10.7	G	KZFX-F
18. KKZR-F (AOR)	115/ 2.0	2.2	1.8	1.8	2.2	2.0	145/2335	1935/ 6.1	5.4	6.4	C	KKZR-F
19. KQOK-F (SP)	106/ 1.8	1.3	2.0	2.0	2.4	1.8	114/1916	1881/ 5.9	5.5	5.8	E	KQOK-F
20. KXTJ-F (SP)	85/ 1.5	1.1	1.0	0.7	---	1.1	85/1605	1584/ 5.0	2.7	---		KXTJ-F
21. KSEV (SP)	81/ 1.4	1.3	1.5	2.3	2.6	1.6	87/1678	1580/ 5.0	5.6	6.7	C	KSEV
22. KLAT (SP)	69/ 1.2	0.9	1.0	1.7	1.6	1.2	69/1112	1112/ 3.5	2.6	4.6	E	KLAT
23. KCOH (B)	65/ 1.1	0.8	1.5	0.7	0.9	1.0	65/902	902/ 2.8	2.8	2.5		KCOH
24.												
25.												

12+ FM SHARE (METRO): 81.99% (4111 of 5014) (SPG 93: 77.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KBXX-F	1 KODA-F<	1 KODA-F<	1 KODA-F<	1 KQUE-F>	1 KILT-F	1 KQUE-F	1 KILT-F<	1 KBXX-F	1 KIKK-F
2 KMJO-F	2 KRBE-F<	2 KILT-F	2 KILT-F<	2 KILT-F	2 KODA-F<	2 KLOL-F<	2 KODA-F<	2 KKBO-AF	2 KMJO-F	KTRH
3 KRBE-F	3 KLOL-F	3 KKBO-AF	3 KKRW-F	3 KKRW-F	3 KILT-F<	3 KODA-F	3 KILT-F	KODA-F	3 KTRH	3 KILT-F
4	4 KKBO-AF<	4 KKRW-F	4 KKBO-AF	4 KKBO-AF<	4 KTRH	4 KTRH	4 KKBO-AF<	4 KBXX-F	4 KPRC	4 KBXX-F
5	5 KMJO-F	5 KHM-F<	5 KHM-F	5 KLDE-F<	5 KLDE-F	5 KQUE-F<	5 KPRC	KQUE-F<	5 KRBE-F	5 KMJO-F
6	6 KLTN-F<	6 KLOL-F	6 KLOL-F	6 KHM-F	KPRC	6 KKBO-AF	6 KIKK-F	6 KRBE-F<	6 KHYS-F	6 KHYS-F
7	7 KHM-F<	7 KBXX-F	7 KLDE-F	7 KLOL-F	7 KIKK-F	7 KHM-F	7 KHM-F<	7 KIKK-F	7	7 KLOL-F
8	8 KKRW-F	8 KRBE-F	8 KHYS-F	8	8	8	KIKK-F	8 KKRW-F	8 KMJO-F	8
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 KBXX-F	1 KBXX-F<	1 KKBO-AF	1 KODA-F	1 KODA-F	1 KBXX-F	1 KLOL-F>	1 KLOL-F	1 KLOL-F	1 KLOL-F
2 KRBE-F	2 KKBO-AF<	2 KHM-F	2 KILT-F	2 KILT-F<	2 KRBE-F	2 KRBE-F<	2 KKRW-F	2 KKRW-F	2 KKRW-F
3 KMJO-F	3 KHM-F	3 KKRW-F	KHM-F	3 KHM-F	3 KKZR-F	3 KBXX-F	3 KKBO-AF	3 KKBO-AF	3 KILT-F
4 KILT-F	4 KMJO-F<	4 KLTN-F	4 KKBO-AF	4 KKBO-AF<	4 KLOL-F	4 KKZR-F<	4 KLTN-F	KILT-F	4 KKBO-AF
5 KLTN-F	5 KLTN-F	5 KILT-F	5 KKRW-F<	5 KLDE-F	5 KMJO-F	5 KMJO-F	5 KILT-F	5 KRBE-F	5 KLOE-F
6 KHM-F	KRBE-F<	6 KODA-F	6 KBXX-F	6 KKRW-F	6 KIKK-F	6 KKBO-AF<	6 KKZR-F	6 KBXX-F<	KPRC
KIKK-F	7 KKRW-F<	7 KBXX-F	KMJO-F	7 KHYS-F	7	7 KLTN-F<	KMJO-F	7 KIKK-F	7 KIKK-F
KKBO-AF	8 KILT-F	8	8	8	8	8 KKRW-F	KRBE-F	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	HOUSTON				SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	AM	FM	TOTAL	%					
AC		238 ( 1)	238 ( 1)	4.7	8.1	KEYH (SP) 850 HOUSTON	0.7/1.6/ 38/ 382		
ADR/CLASSIC		465 ( 3)	465 ( 3)	9.3	11.6	KIKK (C) 650 PASADENA	0.3/1.0/ 15/ 189		
COUNTRY	63 ( 3)	936 ( 3)	999 ( 6)	19.9	21.9	KILT (C) 610 HOUSTON	0.7/1.7/ 47/ 308		
NEWS/TALK	543 ( 3)		543 ( 3)	10.8	9.0	KMPQ-AF (SP) 104.9 ROSENBERG	0.4/0.6/ 15/ 187		
CHR		532 ( 2)	532 ( 2)	10.6	10.2	KRTS-F (CL) 92.1 SEABROOK	0.6/2.1/ 51/ 431		
BLACK/URBAN	84 ( 2)	435 ( 2)	519 ( 4)	10.4	9.7	KWJ (G) 1360 BAYTOWN	0.8/1.8/ 49/ 278		
SOFT AC/EZ		318 ( 1)	318 ( 1)	6.9	4.6	KXYZ (SP) 1320 HOUSTON	0.7/3.3/ 66/ 441		
HISPANIC	169 ( 4)	368 ( 4)	537 ( 8)	10.7	13.6	KYOK (B) 1590 HOUSTON	0.3/1.6/ 25/ 159		
OLDIES		459 ( 2)	459 ( 2)	9.2	3.9				
FULL SVC/VARIETY									
STANDARDS		327 ( 1)	327 ( 1)	6.5	4.5				
RELIG/GOSPEL	44 ( 1)		44 ( 1)	0.9	1.2				
CLASSICAL		33 ( 1)	33 ( 1)	0.7	1.1				
JAZZ									
OTHERS/UNKNOWN									
TOTALS	903 (13)	4111 (20)	5014 (33)						

DUOPOLY REPORT	12+	25-54	REVENUE
KILT A/F, KIKK A/F (Westinghouse)	11.9%	11.0%	20.6%
KPRC, KSEV (Local)	5.2%	5.1%	5.8%
KHYS-F, KBXX-F (Clear Channel)	7.9%	6.9%	5.7%
	25.0%	23.0%	32.1%

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW/55W	, Black	UNISTR, AURN, \$ 40.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, Hispanic	, \$ 40.00 (Lotus)	
KIKK, 650, 250 W (DAYS)	, Country Oldies	, \$ NA (Torbet)	Westinghouse
KILT, 610, 5 KW (DA-2)	, Country Oldies	UNISTR, \$ NA (Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, Hispanic	, \$ 70.00 (Katz Hisp.)	Tichenor
KLVL, 1480, 1 KW/500 W (DA-N)	, Hispanic	, \$ 35.00 (Lotus)	
KPRC, 950, 5 KW (DA-N)	, Talk	CNN, ABC, \$ 140.00 ( --- )	
KSEV, 700, 15 KW/1 KW (DA-2)	, Talk	NBC, ABC, \$ 40.00 (Katz)	KPRC owner (TOMBALL)
KTRH, 740, 50 KW (DA-1)	, News	CBS, MBS, \$ 235.00 (CBS)	Evergreen
KXYZ, 1320, 5 KW (DA-N)	, Hispanic	, \$ 53.00 (Caballero)	Infinity

FM STATIONS

KBXX, 97.9, 100 KW @ 1919	CHR/Urban	, \$ 145.00 (Banner)	Clear Channel
KHMX, 96.5, 97 KW @ 1919	AC/CHR	, \$ 210.00 (D&R)	Nationwide
KHYS, 98.5, 100 KW @ 417	Black	UNISTR, CBS, \$ 120.00 (Mc-Guild)	Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919	Country	, \$ 275.00 (Torbet)	Westinghouse
KILT, 100.3, 100 KW @ 1919	Country	UNISTR, \$ 340.00 (Group W)	Westinghouse
KKBQ, 92.9, 97 KW @ 1919	Country	, \$ 130.00 (Mc-Guild)	Gannett
KKRW, 93.7, 100 KW @ 1719	Rock Oldies	CBS, \$ 141.00 (CBS)	CBS
KKZR, 106.9, 100 KW @ 1125	AOR	ABC, SMN, \$ 51.00 (Banner)	Ragan Henry (CONROE)
KLDE, 94.5, 95 KW @ 1919	Oldies	UNISTR, \$ 192.00 (D & R)	Entercom
KLLO, 101.1, 95 KW @ 1919	AOR	Source, \$ 190.00 (CBS)	Evergreen
KLTN, 93.3, 100 KW @ 1919	Hispanic	, \$ 54.00 (Katz Hisp.)	(PORT ARTHUR)
KMJQ, 102.1, 100 KW @ 1719	Black	, \$ 170.00 (Mc-Guild)	Noble
KODA, 99.1, 95 KW @ 1919	Soft AC	, \$ 205.00 (MHR)	SFX
KQKQ, 106.5, 100 KW @ 699	Hispanic	, \$ 63.00 (Caballero)	(GALVESTON)
KQUE, 102.9, 100 KW @ 971	Standards	ABC, \$ 95.00 (Banner)	
KRBE, 104.1, 100 KW @ 1909	CHR	, \$ 150.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604	Classical	, \$ 60.00 (CMBS)	(SEABROOK)
KXTJ, 107.9, 100 KW @ 1807	Hispanic	, \$ 4.00 ( --- )	(BEAUMONT)
KZFX, 107.5, 95 KW @ 1971	Classic ADR	, \$ 165.00 (Katz)	Shamrock

Miscellaneous: KBXX-F sold by Cook Inlet to Clear Channel for \$21,000,000 (D) . . . KQKQ-F (Galveston) sold to El Dorado (D) for \$10,250,000 (Stanfield). . .



HUNTINGTON, WV  
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Arbitron Rank/Pop (12+): 137/266,000  
MSA Rank/Pop: 148/315,000  
ADI # 55 (w/Charleston)  
Average Person Ratings: 13.8  
Market TSL: 18.75 hours

Stations: 19/16  
Diaries: 975/273:1/59.9%  
Sample Target: 865  
% Below Line: 7.6  
% Not Listed: 15.8

1993 Revenue: \$6,500,000  
HH Inc.: \$24,262  
Retail \$: 2.1 Bil  
Pop per Station: 16,625  
#1 Biller: WTCR-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WTCR-F (C)	97/26.4	29.6	26.8	30.5	29.7	----	121/1781	1231/46.3	48.6	44.1	E	WTCR-F
2. WKEE-F (CHR/AC)	52/14.1	15.2	17.2	13.8	14.7	----	60/1159	774/29.1	28.2	32.8	C	WKEE-F
3. WXVK-F (C)	21/ 5.7	3.3	3.0	3.5	4.5	----	24/402	343/12.9	11.9	10.1	A	WXVK-F
4. WRVC-F (D)	20/ 5.4	8.7	7.8	8.3	7.5	----	42/839	476/17.9	18.2	19.6	C	WRVC-F
5. WEMM-F (REL)	19/ 5.2	3.8	5.1	3.3	4.7	----	25/517	301/11.3	7.8	10.7	B	WEMM-F
6. WLGC-F (C)	16/ 4.3	3.3	5.3	3.3	2.5	----	29/567	293/11.0	11.1	12.4	A	WLGC-F
7. WKLC-F (AOR)	15/ 4.1	3.8	5.3	5.3	3.5	----	27/604	305/11.5	9.1	12.3		WKLC-F
8. WKEE (ST)	14/ 3.8	2.7	2.0	2.3	0.7	----	16/184	154/ 5.8	7.3	5.1	A	WKEE
9. WZZW-F (AOR)	10/ 2.7	4.1	0.8	1.8	2.0	----	13/208	182/ 6.8	6.7	6.4	A	WZZW-F
10. WTKZ (T)	9/ 2.4	0.8	2.3	2.0	2.7	----	10/161	150/ 5.6	5.1	5.0		WTKZ
WPAY-F (C)	9/ 2.4	1.9	2.5	2.3	3.5	----	69/889	230/ 8.6	8.6	9.2		WPAY-F

12+ FM SHARE (METRO): 88.06% (273 of 310) (SPG 93: 91.79%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		9 ( 2)	9 ( 2)	2.9	11.0	WCM1 (?)	1340	ASHLAND, KY	0.5/3.0/ 4/ 28
AOR/CLASSIC		25 ( 2)	25 ( 2)	8.1	6.1	WCM1-F (AC)	92.7	ASHLAND, KY	1.9/2.8/ 9/ 33
COUNTRY	12 ( 3)	147 ( 5)	159 ( 8)	51.3	48.0	WGOH (C)	1370	GRAYSON, KY	1.4/3.3/ 11/ 72
NEWS/TALK	9 ( 1)		9 ( 1)	2.9	3.0	WIRO (C)	1230	IRONTON, OH	0.5/2.6/ 4/ 26
CHR		52 ( 1)	52 ( 1)	16.8	20.0	WMLV-F (EZ)	107.1	IRONTON, OH	0.8/2.6/ 4/ 27
BLACK/URBAN						WTCR (C)	1420	KENOVA	1.4/5.0/ 9/ 92
SOFT AC/EZ		3 ( 1)	3 ( 1)	1.0	4.1	WUGO-F (AC)	102.3	GRAYSON, KY	0.5/2.2/ 6/ 38
HISPANIC						WQBE-F (C)	97.5	CHARLESTON	1.1/3.4/ 79/ 350
OLDIES		20 ( 1)	20 ( 1)	6.5	2.3				
FULL SVC/VARIETY									
STANDARDS	14 ( 1)		14 ( 1)	4.5	---				
RELIG/GOSPEL		19 ( 1)	19 ( 1)	6.1	6.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	2 ( 1)		2 ( 1)	0.6	0.2				
TOTALS	37 (16)	273 (13)	310 (19)						

DUOPOLY REPORT	12+	25-54	REVENUE
WKEE A/F, WXVK-F (Adventure)	23.6%	23.0%	31.5%

HUNTINGTON, WV

RADIO STATIONS

WKEE	,	800,	5 KW/185 W (DA-2)	,	Standards	UNISTR CNN, \$12.00 (D & R)	Adventure
WTCR	,	1420,	5 KW/500 W (DA-2)	,	Country	ABC, \$ NA (Katz)	CRB
WTKZ	,	930,	5 KW/1 KW (DA-N)	,	News/Talk	IBN NBC, \$11.00 (Banner)	
WCMI-F,		92.7,	6 KW @ 298	,	AOR/Classic	, \$11.00 ( --- )	(ASHLAND)
WEMM-F,		107.9,	50 KW @ 500	,	Religion	, \$17.00 ( --- )	Mortenson
WKEE-F,		100.5,	53 KW @ 561	,	CHR/AC	ABC, \$45.00 (D & R)	Adventure
WLGC-F,		105.7,	12 KW @ 479	,	Country	, \$13.00 (D & R)	(GREENUP, KY)
WMLV-F,		107.1,	3 KW @ 125	,	EZ/Soft AC	, \$10.00 ( --- )	(IRONTON, OH)
WTCR-F,		103.3,	50 KW @ 493	,	Country	ABC, \$70.00 (Katz)	CRB
WRVC-F,		93.7,	100 KW @ 741	,	Oldies	NBC, \$32.00 (Banner)	
WXVK-F,		97.1,	3 KW @ 472	,	Country	, \$16.00 ( --- )	Adventure (COAL GROVE, OH)
WZZW-F,		106.3,	0.5 KW @ 1092	,	AOR	UNISTR, \$17.00 ( --- )	(MILTON)

WKLC-F -- see Charleston

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

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

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/352,900  
 MSA Rank/Pop: 149/360,000  
 ADI # 81 (w/Decatur)  
 Average Person Ratings: 16.0  
 Market TSL: 21.00 hours

Stations: 20/16  
 Diaries: 1027/344:1/52.8%  
 Sample Target: 920  
 % Below Line: 9.8  
 % Not Listed: 16.7

1993 Revenue: \$10,800,000  
 MH Inc.: \$35,581  
 Retail \$: 3.2 Bil  
 Pop per Station: 22,056  
 #1 Biller: WDRM-F \$4,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WDRM-AF (C)	140/24.9	22.0	25.2	25.8	26.9	24.5	212/2606	1501/42.5	37.1	39.1	F	WDRM-AF
2. WZYP-F (CHR)	73/13.0	11.0	9.1	9.9	10.2	10.8	115/1876	1051/29.8	26.3	23.5	C	WZYP-F
3. WAHR-F (AC)	46/ 8.2	8.3	8.3	7.8	7.1	8.2	57/775	628/17.8	18.5	16.2	C	WAHR-F
4. WRSA-F (SAC)	36/ 6.4	9.2	10.2	9.6	6.7	8.9	37/641	544/15.4	17.8	14.6	B	WRSA-F
5. WENN-F (B)	29/ 5.2	4.4	3.8	4.0	3.8	4.4	35/486	353/10.0	10.0	9.0		WENN-F
6. WTAK-F (ADR)	24/ 4.3	5.5	4.1	3.3	1.1	4.3	32/532	393/11.1	10.3	3.7	B	WTAK-F
7. WEUP (B)	21/ 3.7	3.5	4.1	3.1	4.9	3.6	21/306	306/ 8.7	8.8	10.7		WEUP
8. WKDF-F (ADR)	20/ 3.6	4.1	3.4	3.8	4.7	3.7	37/641	341/ 9.7	7.7	8.7		WKDF-F
9. WVNN (T)	19/ 3.4	4.1	3.1	3.1	3.3	3.4	26/458	340/ 9.6	8.7	7.7	A	WVNN
10. WHVK-F (C)	12/ 2.1	3.7	3.1	2.1	2.9	2.8	25/585	345/ 9.8	8.5	10.3	B	WHVK-F
11. WOLT-F (AC/D)	11/ 2.0	1.4	2.6	1.4	1.1	1.9	57/759	227/ 6.4	7.8	7.5	C	WOLT-F
12. WAZK-F (ADR)	11/ 2.0	2.0	2.8	3.3	2.7	2.5	13/246	205/ 5.8	7.3	7.7	A	WAZK-F
13. WNDA-F (REL)	9/ 1.6	1.8	1.4	0.5	2.2	1.3	9/183	175/ 5.0	4.8	9.2	A	WNDA-F
14.												
15.												

12+ FM SHARE (METRO): 88.70% (416 of 469) (SPG 93: 80.04%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>>	1 WZYP-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>>
2 WENN-F	2 WZYP-F>	2 WZYP-F	2 WZYP-F>	2 WZYP-F	2 WDRM-AF	2 WZYP-F	2 WTAK-F	2 WZYP-F>	2 WZYP-F>
3 WDRM-AF	3 WENN-F>	3 WAHR-F	3 WAHR-F	3 WAHR-F>	3 WKDF-F	3 WKDF-F<	3 WAHR-F	3 WTAK-F	3 WAHR-F
4 WEUP	4 WEUP	4 WENN-F	4 WENN-F	4 WRSA-F	4	4 WTAK-F	4 WKDF-F	4 WAHR-F	4 WTAK-F
5	5 WAHR-F	5 WEUP	5 WEUP	5 WENN-F	5	5	5 WZYP-F	5 WKDF-F	5 WVNN

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		56 ( 2)	56 ( 2)	11.9	11.3	WBXR (O) 1140 HAZEL GREEN	0.7/1.1/	5/	52
ADR/CLASSIC		55 ( 3)	55 ( 3)	11.7	12.0	WDJL (7) 1000 HUNTSVILLE	0.5/2.8/	3/	99
COUNTRY	2 ( 1)	154 ( 3)	156 ( 4)	33.3	37.5	WEUP-F (B) 92.1 MINOR HILL	0.2/1.6/	7/	122
NEWS/TALK	19 ( 1)		19 ( 1)	4.1	4.0	WLOR (G) 1550 HUNTSVILLE	0.7/1.9/	4/	66
CHR		73 ( 1)	73 ( 1)	15.6	13.1	WKXI-F (C) 103.1 MOULTON	0.7/1.0/	5/	65
BLACK/URBAN	21 ( 1)	32 ( 3)	53 ( 4)	11.3	10.6	WZBQ-F (B) 102.5 JASPER	0.4/1.0/	4/	93
SOFT AC/EZ		36 ( 1)	36 ( 1)	7.7	8.2				
HISPANIC									
OLDIES	4 ( 1)		4 ( 1)	0.9	----				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	4 ( 1)	9 ( 1)	13 ( 2)	2.8	2.7				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	3 ( 1)		3 ( 1)	0.6	0.7				
TOTALS	53 ( 6)	416 (14)	469 (20)						

HUNTSVILLE

DUOPOLY REPORT	12+	25-54	REVENUE
WVNN, WZYP-F, WHVK-F (Athens)	18.5%	17.1%	24.8%

RADIO STATIONS

WBHP, 1230, 1 KW, Country/FS	ABC, \$ NA (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), Black	AURN, \$ 16.00 (---)	
WLOR, 1550, 50 KW/500 W (DA-N), Gospel	, \$ 12.00 (---)	
WDJL, 1000, 10 KW (DAYS), ??	, \$ NA (Regional)	
WVNN, 770, 10 KW/250 W (DA-N), Talk	ABC, BRN, \$ 15.00 (Christal)	Athens (ATHENS)
WAHR-F, 99.1, 100 KW @ 984, AC	NBC, \$ 31.00 (Torbet)	
WAZK-F, 92.5, 3 KW @ 423, AOR	SMN, \$ 18.00 (---)	(TRINITY)
WDRM-F, 102.1, 100 KW @ 981, Country	, \$ 80.00 (Katz)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 984, Country	ABC, \$ 20.00 (Christal)	Athens (TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 112, Religion	, \$ 12.00 (---)	
WQLT-F, 107.3, 100 KW @ 1000, AC/Oldies	ABC, \$ 16.00 (K & P)	(FLORENCE)
WRSB-F, 96.9, 100 KW @ 830, Soft AC/EZ	CBS, \$ 25.00 (---)	(DECATUR)
WTAK-F, 106.1, 6 KW @ 328, AOR	, \$ 22.00 (Regional)	(HARTSELLE)
WZYP-F, 104.3, 100 KW @ 1115, CHR	ABC, \$ 46.00 (Christal)	Athens (ATHENS)

WENN-F - See Birmingham

WKDF-F - See Nashville

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,070,700  
 MSA Rank/Pop: 36/1,320,000  
 ADI # 27  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 26/24  
 Diaries: 2199/487:1/56.2%  
 Sample Target: 2145  
 % Below Line: 1.2  
 % Not Listed: 8.9

1993 Revenue: \$49,300,000  
 HH Inc.: \$34,965  
 Retail \$: 12.0 Bil  
 Pop per Station: 44,613  
 #1 Biller: WFBO-F \$11,100,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WFMS-F (C)	245/14.0	14.4	14.9	15.1	16.2	14.6	318/3763	2624/24.5	25.5	28.0	H	WFMS-F
2. WFBO-F (ADR)	216/12.3	12.3	11.2	11.0	12.0	11.7	410/5480	2736/25.6	26.2	25.8	I	WFBO-F
3. WIBC (T/N)	156/ 8.9	9.9	10.7	10.4	11.0	10.0	185/2882	2272/21.2	23.3	25.1	G	WIBC
4. WENS-F (AC)	135/ 7.7	7.9	6.4	7.2	8.0	7.3	174/2652	2021/18.9	19.7	18.6	G	WENS-F
5. WTLC-F (B)	107/ 6.1	5.5	5.9	5.7	4.2	5.8	121/1384	1324/12.4	11.9	11.2	D	WTLC-F
6. WZPL-F (CHR)	104/ 5.9	6.4	6.1	6.2	5.2	6.2	157/3247	2042/19.1	18.1	17.8	E	WZPL-F
7. WKLR-F (O)	97/ 5.5	4.4	5.2	5.1	6.2	5.1	141/2619	1653/15.4	15.6	17.9	E	WKLR-F
8. WTPI-F (SAC)	94/ 5.4	7.1	7.4	7.1	5.8	6.8	111/1654	1324/12.4	15.3	13.1	E	WTPI-F
9. WRZX-F (AOR)	79/ 4.5	4.1	3.8	3.2	4.9	3.9	131/2093	1250/11.7	8.3	9.8	C	WRZX-F
10. WHHH-F (U/CHR)	62/ 3.5	4.0	4.3	5.8	6.1	4.4	62/1285	1184/11.1	11.6	13.7	C	WHHH-F
11. WGRL-F (C)	55/ 3.1	3.8	3.2	2.9	---	3.3	63/1442	1037/ 9.7	8.2	---	B	WGRL-F
12. WTTS-F (AOR-P)	38/ 2.2	1.8	1.7	1.5	1.5	1.8	57/1137	691/ 6.5	5.5	6.4		WTTS-F
13. WXTZ-F (EZ)	31/ 1.8	1.6	1.0	0.9	1.1	1.3	38/480	438/ 3.1	2.5	2.5		WXTZ-F
WNDE (T)	31/ 1.8	1.6	1.4	0.9	1.4	1.4	37/975	823/ 7.7	7.4	6.5	B	WNDE
15. WTLC (B/G)	29/ 1.7	1.9	2.2	1.8	1.2	1.9	29/411	411/ 3.8	4.0	3.1	A	WTLC
16. WQFE-F (SAC)	27/ 1.5	1.3	1.2	1.5	1.2	1.4	28/332	313/ 2.9	3.0	2.6		WQFE-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.33% (1362 of 1596) (SPG 93: 82.58%)

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

INDIANAPOLIS

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		147 ( 2)	147 ( 2)	9.2	9.3	WCBK-F (C) 102.3	MARTINSVILLE 0.4/1.7/ 7/ 136
AOR/CLASSIC		333 ( 3)	333 ( 3)	20.9	20.1	WCKN (C) 1430	INDIANAPOLIS 0.6/1.9/ 10/ 223
COUNTRY	10 ( 1)	326 ( 5)	336 ( 6)	21.1	19.9	WGGR-F (C) 106.7	GREENWOOD 0.3/1.5/ 6/ 161
NEWS/TALK	187 ( 2)		187 ( 2)	11.7	13.5	WPZZ-F (G) 95.9	FRANKLIN 0.5/2.2/ 8/ 247
CHR		104 ( 1)	104 ( 1)	6.5	5.7	WSYW (CL) 810	INDIANAPOLIS 0.1/0.3/ 1/ 30
BLACK/URBAN	29 ( 1)	169 ( 2)	198 ( 3)	12.4	12.6	WSYW-F (CL) 107.1	DANVILLE 0.7/2.1/ 16/ 287
SOFT AC/EZ		152 ( 3)	152 ( 3)	9.5	8.9	WXIR-F (REL) 98.3	PLAINFIELD 0.7/2.8/ 13/ 332
HISPANIC						WXXP-F (AC) 97.9	ANDERSON 0.7/2.1/ 24/ 446
OLDIES		97 ( 1)	97 ( 1)	6.1	6.8	WKKG-F (C) 101.5	COLUMBUS 0.7/2.4/100/1334
FULL SVC/VARIETY	7 ( 1)		7 ( 1)	0.4	0.4	WLW (FS) 700	CINCINNATI 0.4/1.3/ 29/ 524
STANDARDS							
RELIG/GOSPEL		21 ( 2)	21 ( 2)	1.3	2.3		
CLASSICAL	1 ( 1)	13 ( 1)	14 ( 2)	0.9	0.5		
JAZZ							
OTHERS/UNKNOWN							
TOTALS	234 ( 6)	1362 (20)	1596 (26)				

DUOPOLY REPORT	12+	25-54	REVENUE
WNDE, WFBQ-F, WRZK-F (Secret)	18.6%	21.7%	26.7%
WFMS-F, WGRL-F (Susquehanna)	17.1%	17.7%	18.7%
WENS-F, WIBC, WKLR-F (Emmis)	22.1%	24.0%	28.4%
WCKN, WTPI-F, WZPL-F (Local)	11.9%	10.8%	14.4%
	69.7%	74.2%	88.2%

RADIO STATIONS

AM STATIONS

WCKN, 1400, 5 KW (DA-N)	, Talk	ABC, \$ 17.00 (D & R)	
WIBC, 1070, 50 KW/10 KW (DA-2)	, Talk	TALKNT, NBC, \$ 124.00 (Christal)	Emmis
WNDE, 1260, 5 KW (DA-N)	, Talk	UNISTR, MBS, \$ 25.00 (Katz)	Secret
WTLC, 1310, 5 KW/1 KW (DA-2)	, Black/Gospel	CBS, \$ 21.00 (D&R)	Panache

FM STATIONS

WENS-F 97.1, 23 KW @ 738, AC		, \$ 131.00 (Mc-Guild)	Emmis
WFBQ-F, 94.7, 52 KW @ 850, AOR		Source, \$ 260.00 (Katz)	Secret
WFMS-F, 95.5, 13 KW @ 991, Country		, \$ 189.00 (MMR)	Susquehanna
WGRL-F, 104.5, 40 KW @ 492, Country		, \$ 51.00 (MMR)	Susquehanna
WHHH-F, 96.3, 0.6 KW @ 705, CHR/Urban		, \$ 45.00 ( --- )	
WKLR-F, 93.1, 13 KW @ 1023, Oldies		, \$ 74.00 (Christal)	Emmis
WRZX-F, 103.3, 18 KW @ 850, AOR		ABC, \$ 54.00 (Banner)	Secret
WSYW-F, 107.1, 88 W @ 604, Classical		, \$ 20.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, Black		CBS, \$ 60.00 (D&R)	Panache
WTPI-F, 107.9, 22 KW @ 761, Soft AC		, \$ 81.00 (D&R)	
WTTS-F, 92.3, 37 KW @ 1089, Prog. Rock		, \$ 33.00 (Banner)	Sarkes-Tarzian (BLOOMINGTON)
WXTZ-F, 93.9, 2.8 KW @ 492, EZ		, \$ 21.00 ( --- )	(NOBLESVILLE)
WZPL-F, 99.5, 13 KW @ 991, CHR		AP, \$ 74.00 (D&R)	WTPI owner

Miscellaneous: WZPL-F sold by Booth to owners of WTPI-F for \$10,800,000 (D) . . . WIBC, WKLR-F sold by Scconnix to Emmis for \$26,000,000 (Americom) . . . WCKN sold by Secret to owners of WTPI-F, WZPL-F for \$575,000 (D) . . .

JACKSON

Arbitron Rank/Pop (12+): 116/331,600  
 MSA Rank/Pop: 119/410,000  
 ADI # 87  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 20/19  
 Diaries: 938/354:1/50.3%  
 Sample Target: 920  
 % Below Line: 0.7  
 % Not Listed: 20.7

1993 Revenue: \$12,300,000  
 MH Inc.: \$30,857  
 Retail \$: 3.3 Bil  
 Pop per Station: 17,423  
 #1 Biller: WMSI-F \$3,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WMSI-F (C)	93/16.4	16.8	17.2	14.4	16.2	16.2	198/2283	1046/31.5	30.9	31.4	E	WMSI-F
2. WJDX-F (AC/CHR)	65/11.5	11.2	6.7	6.9	7.9	9.1	106/1321	710/21.4	19.7	20.9	C	WJDX-F
3. WJMI-F (B)	61/10.8	10.1	11.9	12.0	11.4	11.2	138/1595	763/23.0	22.9	22.5	C	WJMI-F
4. WSTZ-F (ADR)	48/ 8.5	8.3	8.1	7.6	6.1	8.1	62/766	502/15.1	16.3	15.1	C	WSTZ-F
5. WKXI-F (B)	29/ 5.1	8.1	10.0	8.1	10.3	7.8	53/967	543/16.4	21.1	22.3	C	WKXI-F
6. WJNT (T)	22/ 3.9	2.0	2.2	3.6	2.4	2.9	23/288	267/ 8.1	7.1	5.5		WJNT
WIIN-F (B)	22/ 3.9	0.7	0.7	0.8	1.8	1.5	46/851	419/12.6	6.8	6.3		WIIN-F
8. WKTF-F (C)	21/ 3.7	3.1	2.6	2.7	2.6	3.0	35/835	364/11.0	9.0	10.5		WKTF-F
9. WTYX-F (O)	19/ 3.4	2.6	4.3	4.7	5.2	3.8	38/737	396/11.9	12.6	16.5	C	WTYX-F
10. WOAD (G/B)	18/ 3.2	7.9	7.6	7.3	6.3	6.5	18/349	349/10.5	14.6	12.3		WOAD
11. WLIN-F (SAC)	13/ 2.3	3.1	4.1	2.5	2.8	3.0	13/299	270/ 8.1	11.2	8.5		WLIN-F
12. WSLI (T)	7/ 1.2	1.1	0.6	1.2	1.5	1.0	7/199	178/ 5.4	6.2	6.1		WSLI
13. WMGO (G)	6/ 1.1	2.0	---	2.2	1.7	1.3	6/40	40/ 1.2	---	2.8		WMGO

12+ FM SHARE (METRO): 87.53% (393 of 449) (SPG 93: 82.37%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		65 ( 1)	65 ( 1)	14.5	10.0	WJNT-F (REL) 93.5	CLINTON 0.9/4.2/ 5/ 178
ADR/CLASSIC		48 ( 1)	48 ( 1)	10.7	7.7	WJXN-F (REL) 92.9	UTICA 1.4/3.8/ 22/ 270
COUNTRY		114 ( 2)	114 ( 2)	25.3	23.7	WKXI (B) 1300	JACKSON 0.2/3.2/ 1/ 111
NEWS/TALK	29 ( 2)		29 ( 2)	6.5	4.9	WRJM-F (REL) 97.7	BRANDON 0.9/3.0/ 8/ 189
						WTWZ (REL) 1120	CLINTON 0.4/1.3/ 2/ 47
CHR					3.2		
BLACK/URBAN	1 ( 1)	112 ( 3)	113 ( 4)	25.2	30.2	WQST-F (REL) 92.5	FOREST 0.7/3.0/ 10/ 245
SOFT AC/EZ		13 ( 1)	13 ( 1)	2.9	3.5		
HISPANIC							
OLDIES		19 ( 1)	19 ( 1)	4.2	6.5		
FULL SVC/VARIETY							
STANDARDS					2.1		
RELIG/GOSPEL	26 ( 3)	22 ( 5)	48 ( 8)	10.7	8.4		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	56 ( 6)	393 ( 14)	449 ( 20)				

JACKSON

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DUOPOLY REPORT	12+	25-54	REVENUE
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WMSI-F, WJDS, WKTF-F (SFX)	20.1%	20.5%	27.6%
WKXI A/F, WTYX-F (Opus)	8.7%	10.6%	17.1%
	-----	-----	-----
	28.8%	31.1%	44.7%

RADIO STATIONS

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WJNT , 1180, 50 KW/500W (DA-2),	Talk	CBS, ABC, \$15.00	(Mc-Guild)	
WKXI , 1300, 5 KW/1 KW	Black	UNISTR, AURN, \$ NA	(Banner)	Opus
W0AD , 1400, 1 KW	Gospel/Black	NBC, \$19.00	(D & R)	Holt
WZRK , 1590, 5 KW/1 KW	Black Oldies	, \$13.00	(D & R)	Lewis
WHJT-F, 93.5, 3 KW @ 298	Religion	, \$12.00	( --- )	(CLINTON)
WIIN-F, 98.7, 100 KW @ 945	Black	, \$18.00	(Katz)	(VICKSBURG)
WJDX-F, 96.3, 100 KW @ 1410	AC/CHR	, \$30.00	( --- )	Spur
WJMI-F, 99.7, 100 KW @ 1059	Black	ABC, \$45.00	(D & R)	Holt
WKTF-F, 95.5, 100 KW @ 1059	Country	UNISTR, \$23.00	(D & R)	SFX
WKXI-F, 107.5, 10D KW @ 951	Black	, \$29.00	(Banner)	Opus (MAGEE)
WLIN-F, 101.7, 6 KW @ 298	Soft AC	UNISTR, \$17.00	(Eastman)	(GLUCKSTADT)
WMSI-F, 102.9, 100 KW @ 1801	Country	ABC, \$79.00	(Mc-Guild)	SFX
WSTZ-F, 106.7, 100 KW @ 1063	AOR	, \$34.00	(D & R)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1115	Oldies	ABC, \$31.00	(Banner)	Opus

Miscellaneous: WJMI-F and WTYX-F swapped frequencies. . .



JACKSONVILLE

DUPLICATE REPORT	12+	25-54
REVENUE	16.0%	24.3%
WPE, WYV-F (OmniAmerica)	10.0%	11.2%
WKV, WKQ-F, WPD (Prism)	11.2%	11.6%
WZS, WZNZ, WAI-F, WRD-F (Paxson)	11.4%	12.7%
WYB-F, WKS-F (Osborn)	1.8%	1.4%
	39.2%	41.8%
	-----	52.5%

RADIO STATIONS

WCGL	1360	5 KM (DAYS)	Gospel	AURN, \$ 17.00	(K & P)	
WZS	930	5 KM (DA-N)	News/Talk	CBS, SEN, \$ 16.00	(Banner)	Paxson
WKV	600	5 KM (DA-N)	News/Talk	ABC, CNN, \$ 32.00	(Mc-Guild)	Paxson
WVE	1280	5 KM/132 W	Gospel	CBS, \$ 15.00	(K & P)	
WZAZ	1400	1 KM	Black			
WAI-F	93.3	50 KM @ 462	Classic AOR	\$ 26.00	(Banner)	Paxson (CALLAHAN)
WPE-F	95.1	100 KM @ 459	CHR	\$ 77.00	(D & R)	OmniAmerica
WJZ-F	96.1	100 KM @ 830	Soft AC	\$ 84.00	(Katz)	Renda
WYV-F	104.5	100 KM @ 1014	AOR	\$ 81.00	(D & R)	OmniAmerica
WJX-F	101.5	100 KM @ 1463	Black	\$ 43.00	(Christal)	Taylor (BRUNSWICK, GA)
WIV-F	102.9	98 KM @ 1014	AC	\$ 58.00	(MHR)	
WBT-F	92.7	6 KM @ 298	Black	\$ 23.00	(K & P)	
WKQ-F	96.9	100 KM @ 1014	Oldies	\$ 55.00	(Mc-Guild)	Paxson
WKI-F	99.1	100 KM @ 1014	Country	\$ 113.00	(Eastman)	Jacor
WRD-F	107.3	100 KM @ 705	Country	\$ 60.00	(Banner)	Paxson
Miscellaneous:						
WCRJ sold for \$500,000						
WIV-F sold by Taylor to Prism						
Classic AOR to AOR (P) in July--after the Spring book.						
WCRJ sold for \$7,000,000						
WAI-F changes from						

FORMATS	AM	FM	TOTAL	SPG 93	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
AC	58 (1)	147 (3)	147 (3)	5.3	14.7	0.8/1.8/ 6/ 150	0.5/1.5/ 6/ 150
AOR/CLASSIC	19 (1)	273 (2)	273 (2)	24.9	24.2	0.5/3.3/ 6/ 277	0.5/3.3/ 6/ 277
COUNTRY	76 (3)	273 (2)	273 (2)	6.9	7.2	0.8/3.2/ 10/ 265	0.5/1.7/ 7/ 136
NEWS/TALK	19 (1)	124 (3)	122 (2)	11.1	9.8	0.6/1.5/ 6/ 151	0.5/1.7/ 7/ 136
CHR	122 (2)	143 (4)	122 (2)	13.1	17.2	0.6/1.5/ 6/ 151	0.5/1.7/ 7/ 136
BLACK/URBAN	105 (1)	105 (1)	105 (1)	9.6	10.5	0.5/1.7/ 7/ 136	0.5/1.7/ 7/ 136
SOFT AC/EZ	68 (4)	6 (1)	74 (5)	6.8	3.3	0.5/1.7/ 7/ 136	0.5/1.7/ 7/ 136
RELIG/GOSPEL	6 (1)	6 (1)	6 (1)	0.5	---	0.5/1.7/ 7/ 136	0.5/1.7/ 7/ 136
CLASSICAL	---	---	---	---	---	0.5/1.7/ 7/ 136	0.5/1.7/ 7/ 136
JAZZ	---	---	---	---	---	0.5/1.7/ 7/ 136	0.5/1.7/ 7/ 136
OTHERS/UNKNOWN	---	---	---	---	---	0.5/1.7/ 7/ 136	0.5/1.7/ 7/ 136
TOTALS	179 (10)	916 (15)	1095 (25)	6 (1)	0.5	---	---

MON 18-24	TUE 18-24	WED 18-24	THUR 18-24	FRI 18-24	SAT 18-24	SUN 18-24	SPG 93
1 WPE-F	1 WPE-F	1 WPE-F	1 WPE-F	1 WPE-F	1 WPE-F	1 WPE-F	1 WPE-F
2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F
3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F
4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F
5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F
6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F
7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F
8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WQIK-F
2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F	2 WJX-F
3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F	3 WROO-F
4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WQIK-F
5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F	5 WJBT-F
6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F	6 WJX-F
7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F	7 WIVY-F
8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F	8 WJX-F

12+ METRO	1/4/SHARE	MIN	FAL	SUM	SPG	4 BOOK	12+ TSA	1/4/CUME	12+ METRO
166/12.5	12.4	10.7	11.2	11.6	11.7	207/24.6	1827/22.3	21.0	21.8
107/ 8.1	8.1	7.9	6.8	7.6	7.7	117/15.28	1352/16.5	16.8	16.4
105/ 7.9	7.9	7.7	6.8	7.0	7.6	115/15.67	1406/17.2	16.5	18.8
105/ 7.9	7.9	7.2	8.1	7.6	7.7	117/19.32	1713/21.0	22.8	22.5
67/ 5.0	4.8	5.9	5.7	5.2	5.4	71/12.42	1118/13.7	13.9	12.8
60/ 4.5	2.1	2.5	2.4	3.5	2.9	60/8.26	816/10.0	8.5	10.1
58/ 4.4	4.9	4.3	4.5	4.7	4.5	61/10.62	977/11.9	13.5	14.0
58/ 4.4	5.5	6.8	5.0	5.0	5.5	60/7.94	729/ 8.9	13.3	11.6
56/ 4.2	7.1	8.0	10.6	7.8	7.5	66/10.69	943/11.5	15.0	14.6
39/ 2.9	2.6	1.7	3.0	1.2	2.6	39/3.63	363/ 4.4	3.2	2.3
33/ 2.5	3.6	3.8	2.9	3.1	3.2	46/7.76	794/ 9.7	12.5	11.8
19/ 1.4	1.1	1.2	2.4	1.3	1.5	19/3.49	349/ 4.3	3.7	2.8
17/ 1.3	1.2	2.0	1.8	1.5	1.6	17/3.07	307/ 3.8	3.8	3.0
17/ 1.3	0.9	0.6	0.7	0.4	0.9	21/5.05	336/ 4.1	3.3	2.3

Arbitron Rank/Pop (12+): 50/817,600  
 Stations: 25/22  
 DATES: 1678/487:1/51.1%  
 Sample Target: 1560  
 % Below Line: 2.4  
 % Not Listed: 17.5  
 #1 Billed: WQIK-F \$7,164  
 Retail \$: 9.1 BIL  
 HH Inc.: \$30,486  
 1993 Revenue: \$26,800,000

JACKSONVILLE

12+ METRO	RATING	FAL	SPG	Revenue	Level
12+ METRO	RATING	FAL	SPG	Revenue	Level

Market ISL: 21.75 hours  
 Average Person Ratings: 16.2  
 ADI # 54  
 MSA Rank/Pop: 58/973,000  
 Sample Target: 1560  
 % Below Line: 2.4  
 % Not Listed: 17.5  
 #1 Billed: WQIK-F \$7,164  
 Retail \$: 9.1 BIL  
 HH Inc.: \$30,486  
 1993 Revenue: \$26,800,000

JOHNSON CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/380,700  
 HSA Rank/Pop: 105/444,000  
 ADI # 90  
 Average Person Ratings: 16.4  
 Market TSL: 22.00 hours

Stations: 20/17  
 Diaries: 915/416:1/58.8%  
 Sample Target: 860  
 % Below Line: 7.2  
 % Not Listed: 12.5

1993 Revenue: \$10,400,000  
 HH Inc.: \$25,474  
 Retail \$: 3.2 Bil  
 Pop per Station: 22,394  
 #1 Biller: WXBQ-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WXBQ-F (C)	203/32.4	29.6	28.5	27.6	28.2	----	262/2829	1966/51.6	47.8	44.7	D	WXBQ-F
2. WTFM-F (AC)	80/12.8	11.5	12.6	14.3	13.6	----	95/1372	1043/27.4	25.0	25.7	D	WTFM-F
3. WQUT-F (CHR/AOR)	67/10.7	9.8	13.2	13.5	15.7	----	102/1379	950/25.0	27.0	28.9	C	WQUT-F
4. WJCV (N/T)	30/ 4.8	5.3	4.0	3.2	4.5	----	33/507	449/11.8	11.2	9.9	A	WJCV
5. WKOS-F (O)	22/ 3.5	3.1	2.9	4.1	3.8	----	22/418	414/10.9	9.2	7.5	A	WKOS-F
6. WIMZ-F (AOR)	19/ 3.0	3.3	3.1	2.9	3.5	----	44/692	327/ 8.6	7.0	8.3		WIMZ-F
WKPT (EZ)	19/ 3.0	3.4	2.1	1.9	4.8	----	19/334	334/ 8.8	7.2	6.7	A	WKPT
WIVK-F (C)	19/ 3.0	2.7	1.9	3.1	1.6	----	75/715	124/ 3.3	6.3	5.5		WIVK-F
9. WUSJ-F (C)	18/ 2.9	4.1	4.5	4.1	2.2	----	18/329	326/ 8.6	10.5	13.8	A	WUSJ-F
10. WETB (G)	13/ 2.1	2.1	1.1	1.4	1.2	----	21/202	173/ 4.5	3.4	3.8	A	WETB
11. WGOE (C)	10/ 1.6	0.3	0.5	---	0.3	----	10/190	158/ 4.2	3.3	2.5		WGOE
12. WMEV-F (C)	9/ 1.4	2.7	2.3	2.7	1.0	----	44/493	181/ 4.8	4.6	4.8	A	WMEV-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.66% (453 of 548) (SPG 93: 85.19%)

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	2 WQUT-F>	2 WTFM-F<	2 WTFM-F	2 WTFM-F	2 WTFM-F>>	2 WTFM-F>	2 WTFM-F>	2 WTFM-F	2 WQUT-F<	2
3	3 WTFM-F>>	3 WQUT-F>	3 WQUT-F>	3 WQUT-F>	3	3 WQUT-F>	3 WQUT-F	3 WQUT-F>	3 WTFM-F>	3
4	4 WIMZ-F	4	4	4 WKOS-F	4	4 WJCV	4 WJCV	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 WXBQ-F	1 WXBQ-F>	1 WXBQ-F	1 WXBQ-F>>	1 WXBQ-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>>	1 WXBQ-F>>
2 WQUT-F	2 WTFM-F	2 WTFM-F	2 WTFM-F>	2 WTFM-F>>	WXBQ-F	2 WQUT-F>>	2 WQUT-F	2 WQUT-F>	2 WQUT-F
3 WTFM-F	WQUT-F>	3 WQUT-F	3 WQUT-F	3 WQUT-F	3 WIVK-F	3	3 WJCV	3 WTFM-F	3 WTFM-F
4	4	4	4	4	4 WIMZ-F	4	WIMZ-F	4 WIMZ-F	4 WJCV
5	5	5	5	5	5 WTFM-F	5	5	5 WJCV	5 WKOS-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		89 ( 3)	89 ( 3)	16.2	15.1	WBEJ (C) 1240	ELIZABETHTON 0.8/2.4/ 5/ 91		
AOR/CLASSIC		19 ( 1)	19 ( 1)	3.5	5.1	WIKQ-F (AC) 94.9	GREENVILLE 0.8/4.4/ 12/ 288		
COUNTRY	20 ( 3)	249 ( 4)	269 ( 7)	49.1	47.2	WOPI (EZ) 1490	BRISTOL, VA 0.6/1.8/ 4/ 69		
NEWS/TALK	30 ( 1)		30 ( 1)	5.5	----	WRGS (FS) 1370	ROGERSVILLE 0.3/1.6/ 2/ 69		
CHR		67 ( 1)	67 ( 1)	12.2	15.1	WXBQ (C) 980	BRISTOL, VA 0.8/5.4/ 5/ 219		
BLACK/URBAN						WXIS-F (AC) 103.9	ERWIN 0.6/1.9/ 4/ 89		
SOFT AC/EZ	23 ( 2)		23 ( 2)	4.2	2.4	WZAP (REL) 690	BRISTOL, VA 1.1/3.7/ 8/ 155		
HISPANIC						WMIT-F (REL) 106.9	BLACK MOUNTAIN 1.1/4.3/ 11/ 271		
OLDIES		22 ( 1)	22 ( 1)	4.0	3.3				
FULL SVC/VARIETY	2 ( 1)		2 ( 1)	0.4	5.0				
STANDARDS									
RELIG/GOSPEL	20 ( 2)	7 ( 1)	27 ( 3)	4.9	6.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.7				
TOTALS	95 ( 9)	453 (11)	548 (20)						

JOHNSON CITY-KINGSPORT

DUOPOLY REPORT	12+	25-54	REVENUE
WJCV, WQUT-F, WKIN, WKOS-F (Bloomington)	19.0%	20.0%	24.6%
WKPT, WITH, WTFM-F (Home News)	12.8%	14.7%	26.0%
	31.8%	34.7%	50.6%

RADIO STATIONS

WETB , 1420, 5 KW/72 W	Gospel	CBS , \$10.00	( --- )	
WJCV , 910, 5 KW/1 KW (DA-N)	News/Talk	MBS, \$20.00	(Katz)	Bloomington
WKPT , 1400, 1 KW	EZ/Soft AC	ABC, \$13.00	(Eastman)	Home News
WKOS-F, 104.9, 1.4 KW @ 479	Oldies	UNISTR, \$14.00	(Katz)	Bloomington
WMEV-F, 93.9, 100 KW @ 1460	Country	NBC, \$12.00	(Regional)	(MARION)
WQUT-F, 101.5, 100 KW @ 1499	CHR/AOR	UNISTR, \$45.00	(Katz)	Bloomington
WTFM-F, 98.5, 100 KW @ 1260	AC	ABC, \$48.00	(Eastman)	Home News
WUSJ-F, 99.3, 0.4 KW @ 2148	Country	NBC, \$18.00	(D & R)	(ELIZABETHTON)
WXBQ-F, 96.9, 67 KW @ 2240	Country	ABC, \$60.00	(Christal)	Bristol

Other Ranked Stations - See Knoxville

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

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



JOHNSTOWN

Arbitron Rank/Pop (12+): 164/201,200 Stations: 23/12  
 DATES: 667/302:1/69.7% HH Inc.: \$24,355  
 Sample Target: 680 Retail \$: 1.64 Bill  
 % Below Line: 25.6 Pop per Station: 16,767  
 % Not Listed: 18.1 #1 Biller: NA \$0  
 Average Person Ratings: 15.9 Market TSL: 21.75 hours

12+ METRO		12+ FM SHARE (METRO): 91.98% (241 of 262) (SPG 93: 86.32%)		TEENS		15.		16.		13.	
FAL	SPG	FAL	SPG	FAL	SPG	FAL	SPG	FAL	SPG	FAL	SPG
1. WKYE-F (AC)	39/12.2	10.6	8.5	10.0	8.9	---	---	---	---	---	---
2. WMTZ-F (C)	36/11.3	12.1	9.3	8.7	10.3	---	---	---	---	---	---
3. WGLU-F (CHR)	29/9.1	9.5	12.8	11.5	---	---	---	---	---	---	---
4. WFGY-F (C)	26/8.1	6.9	10.1	6.9	---	---	---	---	---	---	---
5. WYSN-F (ST)	26/7.5	9.5	5.8	10.9	8.0	---	---	---	---	---	---
6. WOKK-F (AOR/CL)	17/5.3	5.5	1.6	2.2	1.7	---	---	---	---	---	---
7. WDEE-F (AOR)	10/3.1	3.8	4.7	4.7	6.6	---	---	---	---	---	---
8. WJAC (FS)	8/2.5	6.6	6.0	5.0	6.9	---	---	---	---	---	---
9. WRRB-F (C)	8/2.5	1.7	4.1	1.9	1.3	---	---	---	---	---	---
10. WNTJ (T)	7/2.2	2.6	0.8	1.9	2.6	---	---	---	---	---	---
WRRK-F (CL AOR)	7/2.2	0.9	0.8	1.6	1.1	---	---	---	---	---	---
WALY-F (O/AC)	7/2.2	---	---	---	---	---	---	---	---	---	---
WRRK-F	7/3.7	74/3.7	---	---	8/113	10/109	---	---	---	---	---
WNTJ	6.1	77/3.8	---	---	77/7.7	---	---	---	---	---	---
WJAC	13.9	216/10.7	---	---	10/242	---	---	---	---	---	---
WDEE-F	14.0	184/9.1	---	---	28/346	---	---	---	---	---	---
WOKK-F	12.2	279/13.9	---	---	21/315	---	---	---	---	---	---
WYSN-F	16.2	314/15.6	---	---	24/321	---	---	---	---	---	---
WFGY-F	18.1	339/16.8	---	---	92/1026	---	---	---	---	---	---
WGLU-F	24.2	469/23.3	---	---	30/535	---	---	---	---	---	---
WMTZ-F	22.1	413/20.5	---	---	41/555	---	---	---	---	---	---
WKYE-F	22.6	466/23.2	---	---	54/698	---	---	---	---	---	---
12+ METRO	FAL	SPG	12+ TSA	Book	Avg.	12+ TSA	12+ METRO	FAL	SPG	Revenue	Level

FORMATS	AM	FM	TOTAL	SPG 93	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
AC	46 (3)	46 (3)	17.6	13.0	105.7	0.9/4.2/3/	102
AOR/CLASSIC	46 (6)	46 (6)	17.6	13.0	93.3	1.9/4.1/5/	82
COUNTRY	6 (1)	73 (4)	79 (5)	30.2	990	1.9/6.8/6/	143
NEWS/TALK	7 (1)	7 (1)	2.7	0.9	97.7	1.6/5.3/5/	107
CHR	37 (3)	37 (3)	14.1	16.0	94.3	1.9/5.7/15/	190
BLACK/URBAN	37 (3)	37 (3)	14.1	16.0	94.3	1.9/5.7/15/	190
SOFT AC/EZ	4 (1)	4 (1)	1.5	0.3	93.7	1.6/8.1/14/	274
HISPANIC	4 (1)	4 (1)	1.5	0.3	93.7	1.6/8.1/14/	274
CLASSICAL	8 (1)	11 (2)	4.2	14.3	96.1	0.9/1.7/8/	60
RELIG/GOSPEL	26 (1)	26 (1)	9.2	7.0	94.5	1.3/3.8/8/	184
TOTALS	241 (20)	241 (20)	262 (23)				

STATIONS	SPG 93	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
WKYE-F	5	5	5	5
WGLU-F	4	4	4	4
WMTZ-F	3	3	3	3
WOKK-F	2	2	2	2
WDEE-F	2	2	2	2
WJAC	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1	1	1	1
WYMN-F	1	1	1	1
WRRB-F	1	1	1	1
WNTJ	1	1	1	1
WYMN-F	1	1	1	1
WRRK-F	1	1	1	1
WALY-F	1	1	1	1
WRRB-F	1	1	1	1
WJAC	1	1	1	1
WDEE-F	1	1	1	1
WOKK-F	1			

KALAMAZOO

Arbitron Rank/Pop (12+): 169/188,300

Stations: 18/11  
Diaries: 733/257:1/56.3%  
Sample Target: 680  
% Below Line: 23.6  
% Not Listed: 19.9

1993 Revenue: \$8,900,000  
HH Inc.: \$34,490  
Retail \$: 2.1 Bil  
Pop per Station: 17,118  
#1 Biller: WRKR-F \$1,700,000

HSA Rank/Pop: NA/227,000  
ADI #37 (w/Grand Rapids)  
Average Person Ratings: 16.0  
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 93	SPG 93	4 Book Avg-	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WBCT-F (C)	36/12.0	11.8	14.7	9.2	1.7	----	112/1157	424/22.5	20.9	20.0	WBCT-F
2. WQLR-F (AC)	32/10.6	10.5	5.4	6.3	6.1	----	36/524	437/23.2	20.1	15.4	C WQLR-F
3. WRKR-F (ADR)	29/ 9.6	8.4	11.0	7.7	10.2	----	64/837	430/22.8	21.8	24.2	C WRKR-F
WKFR-F (CHR)	29/ 9.6	10.8	10.0	9.5	13.2	----	48/911	563/29.9	28.7	26.3	C WKFR-F
5. WFAT-F (O)	25/ 8.3	4.4	5.7	8.8	2.7	----	31/458	400/21.2	13.1	16.1	B WFAT-F
6. WKZO (N/T)	19/ 6.3	6.4	7.0	7.4	9.8	----	32/646	372/19.8	18.9	22.0	B WKZO
7. WOOD-F (SAC)	18/ 6.0	8.1	6.0	6.0	10.5	----	46/678	383/19.3	19.7	18.6	C WOOD-F
8. WKMI (T)	14/ 4.7	3.7	3.0	2.1	1.7	----	19/269	198/10.5	12.7	9.7	B WKMI
WNWN-F (C)	14/ 4.7	4.1	6.4	9.2	10.2	----	55/670	260/13.8	13.4	13.8	C WNWN-F
10. WKLO-F (ADR)	7/ 2.3	3.4	3.7	3.2	3.1	----	21/448	189/10.0	9.2	10.1	C WKLO-F

12+ FM SHARE (METRO): 82.58% (199 of 241) (SPG 93: 84.52%)

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 WRKR-F<	1 WRKR-F	1 WBCT-F	1 WQLR-F<	1 WQLR-F<	1 WBCT-F	1 WKFR-F>	1 WQLR-F
2	2 WKFR-F<	2 WQLR-F<	2 WQLR-F<	2 WQLR-F<	2 WKZO	2 WBCT-F	2 WBCT-F	2 WQLR-F	2 WQLR-F	2 WRKR-F
3	3 WBCT-F	3 WBCT-F	3 WFAT-F	3 WFAT-F	3 WRKR-F	3 WRKR-F	3 WRKR-F	3 WRKR-F<	3 WBCT-F	3 WNWN-F
4	4 WQLR-F	4 WKFR-F<	4 WBCT-F	4 WBCT-F	4 WKZO	4 WBCT-F<	4 WKMI <	4 WKFR-F	4 WRKR-F	4
5	5	5 WFAT-F	5	5	5	5 WFAT-F	5 WFAT-F<	5 WFAT-F	5 WKZO	5
6	6	6	6	6	6	6 WKFR-F	6 WKFR-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 WKFR-F	1 WKFR-F	1 WRKR-F	1 WQLR-F	1 WQLR-F>	1 WBCT-F	1 WRKR-F>	1 WRKR-F	1 WRKR-F	1 WRKR-F
2 WQLR-F	2 WRKR-F	2 WKFR-F	2 WKFR-F	2 WBCT-F<	2 WKFR-F	2 WBCT-F>	2 WQLR-F	2 WBCT-F	2 WFAT-F>
WBCT-F	3 WQLR-F	3 WQLR-F	3 WBCT-F	3 WRKR-F	3 WKLO-F	3 WQLR-F	3	WFAT-F>	3 WQLR-F
4	4 WBCT-F>	4 WBCT-F	4 WRKR-F>	WFAT-F	4	WKFR-F	4	4 WQLR-F	4 WBCT-F
5	5	5	5	WKFR-F	5	WKLO-F	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME		
AC	1 ( 1)	33 ( 2)	34 ( 3)	14.1	7.1	WHEZ (ST) 1560	1.7/1.8/	5/	33
AOR/CLASSIC		36 ( 2)	36 ( 2)	14.9	19.7	WQSN (SPRTS) 1470	0.3/2.4/	2/	54
COUNTRY		50 ( 2)	50 ( 2)	20.7	26.8	WQXC (AC) 980	0.3/0.7/	1/	40
NEWS/TALK	34 ( 3)		34 ( 3)	14.1	12.6	WQXC-F (AC) 100.9	0.3/1.8/	1/	34
CHR		32 ( 2)	32 ( 2)	13.3	14.2	WBCK (FS) 930	0.7/2.0/	6/	114
BLACK/URBAN						WGRD-F (CHR) 97.9	1.0/9.2/	6/	316
SOFT AC/EZ		22 ( 2)	22 ( 2)	9.1	8.4	WKEZ-F (SAC) 96.1	1.3/2.5/	7/	96
HISPANIC						WIBM-F (O) 94.1	0.3/3.8/	4/	140
OLDIES		26 ( 2)	26 ( 2)	10.8	8.4				
FULL SVC/VARIETY	2 ( 1)		2 ( 1)	0.8	0.8				
STANDARDS	5 ( 1)		5 ( 1)	2.1	0.8				
RELIG/GOSPEL					1.3				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	42 ( 6)	199 (12)	241 (18)						

KALAMAZOO  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WKMI, WKFR-F, WRKR-F (Local)	23.9%	23.2%	43.0%
WHEZ, WNNW-F, WFAT-F (Local, semi-duopoly)	14.7%	17.9%	22.5%
	38.6%	41.1%	65.5%

RADIO STATIONS  
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WKMI , 1360, 5 KW/1 KW (DA-2) , Talk	ABC, \$17.00 (Katz)	WKFR owner (D)
WKPR , 1420, 1 KW (DAYS) , Religion	, \$10.00 ( - - - )	Kuiper
WKZO , 590, 5 KW (DA-N) , News/Talk	MBS CBS, \$24.00 (D & R)	Radio Assoc.
WOSN , 1470, 800 W/1 KW , Sports	SEN, \$10.00 (Banner)	
WFAT-F, 96.5, 3 KW @ 216 , Oldies	UNISTR, \$21.00 (Christal)	WNNW owner
WKFR-F, 103.3, 50 KW @ 483 , CHR	UNISTR, \$37.00 (Katz)	(BATTLE CREEK)
WNNW-F, 98.5, 50 KW @ 469 , Country	ABC, \$30.00 (Christal)	(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600 , AC	, \$41.00 (Banner)	
WRKR-F, 107.7, 50 KW @ 500 , ADR	, \$36.00 (Katz)	WKFR owner (D)

Other ranked stations -- see Grand Rapids



KANSAS CITY

Arbitron Rank/Pop (12+): 30/1,338,000

Stations: 28/27  
Diaries: 2072/646:1/53.6%  
Sample Target: 2030  
% Below Line: 0.6  
% Not Listed: 8.6

1993 Revenue: \$43,600,000  
HH Inc.: \$36,743  
Retail \$: 15.0 Bil  
Pop per Station: 49,555  
#1 Biller: KFKF-F \$7,000,000

MSA Rank/Pop: 28/1,650,000  
AD1 # 28  
Average Person Ratings: 16.4  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WDAF (C/FS)	216/ 9.8	10.7	8.3	10.5	11.2	9.8	315/4253	2929/21.9	17.2	24.0	F	WDAF
2. KFKF-F (C)	182/ 8.3	8.4	8.1	8.7	11.0	8.4	212/2874	2447/18.3	16.7	20.9	H	KFKF-F
3. KPRS-F (B)	156/ 7.1	8.8	7.8	8.3	9.0	8.0	185/1902	1611/12.0	13.6	11.2	D	KPRS-F
4. KBEQ-F (C)	137/ 6.2	5.1	6.4	4.4	5.4	5.5	188/2742	2073/15.5	16.1	15.6	C	KBEQ-F
5. KLTH-F (SAC)	130/ 5.9	6.7	7.4	4.8	4.7	6.2	157/2549	2074/15.5	17.4	11.8	D	KLTH-F
6. KCMO-F (O)	113/ 5.1	4.2	4.6	4.8	3.8	4.7	158/2802	2009/15.0	13.3	12.3	D	KCMO-F
7. KMXV-F (CHR/AC)	103/ 4.7	3.2	2.5	3.4	3.7	3.5	125/2401	1921/14.4	10.6	11.8	D	KMXV-F
8. KCFX-F (CL AOR)	100/ 4.5	5.3	7.3	5.1	4.1	5.6	146/2559	1989/14.9	23.7	13.4	E	KCFX-F
9. KMBZ (N/T)	100/ 4.5	5.3	4.9	4.4	4.1	4.8	112/1941	1684/12.6	15.1	12.7	G	KMBZ
10. KUDL-F (AC)	98/ 4.5	4.9	4.5	4.2	3.9	4.5	112/2268	1965/14.7	17.1	13.9	D	KUDL-F
11. KYYS-F (AOR)	95/ 4.3	5.2	4.4	5.4	3.8	4.8	133/2390	1808/13.5	14.1	13.1	F	KYYS-F
12. KQRC-F (AOR)	83/ 3.8	4.7	4.5	6.5	6.4	4.9	131/2150	1530/11.4	12.9	15.0	D	KQRC-F
13. KCMO (N/T)	81/ 3.7	3.5	4.0	4.3	3.5	3.9	104/1577	1210/ 9.0	11.6	10.5	D	KCMO
14. KISF-F (CHR)	80/ 3.6	3.4	2.8	4.3	3.9	3.5	105/2239	1807/13.5	12.2	11.2	C	KISF-F
15. KXTR-F (CL)	73/ 3.3	3.2	3.4	2.2	2.3	3.0	86/1325	1052/ 7.9	7.9	6.9	B	KXTR-F
16. KFEZ (BB)	49/ 2.2	1.0	1.6	2.2	1.8	1.8	50/668	630/ 4.7	4.3	4.5	A	KFEZ
17. KPRT (G)	47/ 2.1	1.8	1.3	1.4	2.2	1.7	47/559	553/ 4.1	2.8	4.1	A	KPRT
18. KKCF-F (C)	37/ 1.7	1.8	2.1	1.4	1.4	1.8	45/1312	1023/ 7.6	7.4	6.3	C	KKCF-F
19. WHB -AF (T)	27/ 1.9	0.5	0.4	1.5	2.2	1.1	66/938	395/ 3.0	2.9	6.8		WHB -AF
20. KNHN (N)	22/ 1.0	1.0	1.5	0.6	0.9	1.0	22/453	453/ 3.4	4.9	3.6	A	KNHN

12+ FM SHARE (METRO): 70.40% (1415 of 2010) (SPG 93: 70.44%)

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

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

KANSAS CITY  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA TSA		
							SHARE/RTG/AQH/CUME		
AC		98 ( 1)	98 ( 1)	4.9	8.7	KBEA (FS) 1480	MISSION, KS	0.7/1.7/	16/ 222
AOR/CLASSIC		291 ( 4)	291 ( 4)	14.5	15.6	KBEO (C) 1030	BLUE SPRING, MO	0.8/1.4/	18/ 188
COUNTRY	234 ( 2)	356 ( 3)	590 ( 5)	29.4	26.3	KCCV (REL) 760	OVERLAND, KS	0.5/1.7/	15/ 309
NEWS/TALK	230 ( 5)	8 ( 1)	238 ( 6)	11.8	9.2	KCCV-F (REL) 92.3	OLATHE, KS	0.3/1.6/	7/ 237
						KCNW (REL) 1380	FAIRWAY, KS	0.4/1.1/	8/ 148
CHR		183 ( 2)	183 ( 2)	9.1	10.9	KCTE (SPRTS) 1510	INDEPENDENCE, MO	0.4/1.3/	8/ 185
BLACK/URBAN		156 ( 1)	156 ( 1)	7.8	9.8				
SOFT AC/EZ		130 ( 1)	130 ( 1)	6.5	5.1	KLZR-F (AOR) 105.9	LAWRENCE, KS	0.6/2.6/	29/ 633
HISPANIC									
OLDIES		113 ( 1)	113 ( 1)	5.6	6.1				
FULL SVC/VARIETY	16 ( 1)		16 ( 1)	0.8	---				
STANDARDS	49 ( 1)		49 ( 1)	2.4	2.4				
RELIG/GOSPEL	66 ( 3)	7 ( 1)	83 ( 4)	4.1	3.8				
CLASSICAL		73 ( 1)	73 ( 1)	3.6	2.6				
JAZZ									
OTHERS/UNKNOWN									
TOTALS	595 (12)	1415 (16)	2010 (28)						

DUOPOLY REPORT	12+	25-54	REVENUE
KMBZ, KLTH-F, KCMO A/F (Bonnevillle)	19.2%	21.0%	22.2%
KUDL-F, KMXV-F (Apollo)	9.2%	11.6%	13.1%
	28.4%	32.6%	35.3%

RADIO STATIONS  
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AM STATIONS  
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KCCV, 760, 6 KW (DAYS)	, Religion	ABC, \$ 17.00 ( --- )	Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS, MBS, \$ 47.00 (Mc-Guild)	Bonneville
KFEZ, 1190, 5 KW/250 W (DA-N)	, Standards	AP, \$ 18.00 ( --- )	
KCTA, 1510, 10 KW (DAYS)	, Sports	ABC, SMN, \$ 16.00 ( --- )	(INDEPENDENCE)
KMBZ, 980, 5 KW (DA-2)	, News/Talk	ABC, \$ 70.00 (D&R)	Bonneville
KHNN, 1340, 1 KW	, News	UNISTR, CMN, \$ 21.00 ( --- )	
KPRT, 1590, 1 KW/47 W	, Gospel	MBS, \$ 20.00 (Eastman)	
WDAF, 610, 5 KW	, Country/FS	ABC, \$ 90.00 (Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Farm	AP, \$ NA (MMR)	

FM STATIONS  
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KBEO, 104.3, 99 KW @ 987	, Country	ABC, \$ 45.00 (Torbet)	Noble
KCFX, 101.1, 97 KW @ 1056	, Classic AOR	UNISTR, \$ 77.00 (Christal)	Heritage
KCMO, 94.9, 100 KW @ 1056	, Oldies	, \$ 49.00 (Mc-Guild)	Bonneville
KFKF, 94.1, 100 KW @ 994	, Country	, \$154.00 (D&R)	Scornix
KISF, 107.3, 100 KW @ 1184	, CHR	, \$ 35.00 (Banner)	(LEXINGTON)
KKCJ, 106.5, 100 KW @ 981	, Country	ABC, SMN, \$ 35.00 (D&R)	(LIBERTY)
KLTH, 99.7, 100 KW @ 987	, Soft AC	UNISTR, \$ 55.00 (D&R)	Bonneville
KMXV, 93.3, 100 KW @ 1066	, CHR	, \$ 54.00 (MMR)	Apollo
KPRS, 103.3, 100 KW @ 994	, Black	ABC, AURN, \$ 48.00 (Eastman)	
KQRC, 98.9, 100 KW @ 1056	, AOR	, \$ 53.00 (Christal)	Journal Co (LEAVENWORTH)
KUDL, 98.1, 100 KW @ 508	, AC	AP, \$ 51.00 (MMR)	Apollo
KXTR, 96.5, 99 KW @ 984	, Classical	UNISTR, \$ 42.00 (CMBS)	
KYYS, 102.1, 100 KW @ 1000	, AOR	Source, \$100.00 (Katz)	Great American

Miscellaneous: KJLA changes from Standards to Sports (May) . . . KMXV-F changes from AC to CHR (March) . . .  
KJLA changed to KCTE (April) . . .

KNOXVILLE

Arbitron Rank/Pop (12+): 78/517,300

Stations: 22/21  
Diaries: 1435/361:1/51.5%  
Sample Target: 1290  
% Below Line: 0.4  
% Not Listed: 10.0

1993 Revenue: \$16,900,000  
HH Inc.: \$29,074  
Retail \$: 5.9 Bil  
Pop per Station: 24,657  
#1 Biller: WIVK-AF \$6,200,000

MSA Rank/Pop: 88/609,000  
ADI # 62  
Average Person Ratings: 16.3  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WIVK-F (C)	260/30.9	21.9	25.8	26.9	32.7	26.4	469/4438	2430/46.9	47.9	51.7	G	WIVK-F
2. WIMZ-F (AOR)	72/ 8.6	9.1	9.3	9.2	9.0	9.1	134/1765	951/18.4	19.9	17.7	C	WIMZ-F
3. WMYU-F (AC)	71/ 8.4	7.3	6.7	9.1	7.3	7.9	89/1482	1049/20.3	19.4	18.7	E	WMYU-F
4. WOKI-F (C)	69/ 8.2	8.9	8.1	8.4	7.3	8.4	175/2465	974/18.8	18.5	19.1	C	WOKI-F
5. WEZK-AF (SAC)	63/ 7.5	9.8	11.1	9.3	9.5	9.6	116/1589	956/18.5	24.6	20.7	D	WEZK-AF
6. WIVK (N/T)	43/ 5.1	5.7	4.5	4.9	4.9	5.1	49/676	577/11.1	10.8	11.2	B	WIVK
7. WNST-F (CHR)	40/ 4.8	5.1	5.4	5.2	6.6	5.1	40/883	810/15.6	15.1	15.0		WNST-F
8. WQBB-AF (ST)	28/ 3.3	5.5	5.5	4.2	5.1	4.6	32/479	392/ 7.6	10.1	8.0	A	WQBB-AF
9. WJBZ-F (REL)	24/ 2.9	2.3	1.2	1.2	2.1	1.9	26/348	326/ 6.3	4.5	5.2		WJBZ-F
10. WXST-F (O)	14/ 1.7	0.6	1.4	1.5	1.2	1.3	14/273	224/ 4.3	4.8	2.7		WXST-F
11. WNOX-F (J)	14/ 1.7	0.8	0.8	0.3	0.4	0.9	21/237	174/ 3.4	2.5	1.6		WNOX-F
12. WKGN (B)	12/ 1.4	2.3	3.0	2.0	0.5	2.2	12/132	132/ 2.5	4.2	1.5	A	WKGN
14. WKNF-F (CHR)	12/ 1.4	1.2	---	---	---	1.3	12/276	272/ 5.3	---	---		WKNF-F

12+ FM SHARE (METRO): 89.84% (681 of 758) (SPG 93: 91.41%)

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

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		71 ( 1)	71 ( 1)	9.4	8.2	WDLY-F (C)	105.5	GATLINBURG	0.7/2.3/ 9/ 182
AOR/CLASSIC		72 ( 1)	72 ( 1)	9.5	10.0	WGAP (C)	1400	MARYVILLE	0.8/2.8/ 7/ 147
COUNTRY	10 ( 2)	342 ( 4)	352 ( 6)	46.4	46.9	WGAP-F (C)	95.7	MARYVILLE	0.8/3.3/ 7/ 174
NEWS/TALK	43 ( 1)		43 ( 1)	5.7	5.5	WKXV (REL)	900	KNOXVILLE	0.4/1.1/ 3/ 78
CHR		52 ( 2)	52 ( 2)	6.9	7.4	WRJZ (REL)	620	KNOXVILLE	0.8/3.7/ 8/ 202
BLACK/URBAN	12 ( 1)		12 ( 1)	1.6	0.5	WYSH (C)	1380	CLINTON	0.4/0.8/ 3/ 58
SOFT AC/EZ	1 ( 1)	62 ( 1)	63 ( 2)	8.3	10.7	WDRZ-F (REL)	103.1	ETOWAH	0.4/1.4/ 4/ 117
HISPANIC									
OLDIES		14 ( 1)	14 ( 1)	1.8	1.3				
FULL SVC/VARIETY									
STANDARDS	1 ( 1)	27 ( 1)	28 ( 2)	3.7	5.7				
RELIG/GOSPEL	10 ( 2)	27 ( 2)	37 ( 4)	4.9	3.3				
CLASSICAL									
JAZZ		14 ( 1)	14 ( 1)	1.8	---				
OTHERS/UNKNOWN					0.4				
TOTALS	77 ( 8)	681 ( 14)	758 ( 22)						

KNOXVILLE

DUOPOLY REPORT	12+	25-54	REVENUE
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WEZK A/F, WIMZ-F (South Central)	16.1%	19.6%	25.4%
WMYU-F, WWSY-F (Jacor)	13.2%	14.3%	20.9%
	-----	-----	-----
	29.3%	33.9%	46.3%

RADIO STATIONS

WIVK , 990, 10 KW (DA-1)	News/Talk	ABC, BRN, \$ 30.00	(Katz)	Dick
WKGN , 1340, 1 KW	Black	, \$ 19.00	( --- )	
WEZK-F, 97.5, 100 KW @ 1138	Soft AC	UNISTR, \$ 60.00	(D & R)	South Central
WIMZ-F, 103.5, 100 KW @ 1722	AOR	Source, \$ 42.00	(D & R)	South Central
WIVK-F, 107.7, 91 KW @ 2053	Country	ABC, \$146.00	(Katz)	Dick
WJBZ-F, 96.3, 1.2 KW @ 479	Religion	, \$ 13.00	( --- )	(SEYMOUR)
WMYU-F, 102.1, 15 KW @ 1978	AC	UNISTR, CNN, \$ 67.00	(Eastman)	Jacor
WKMI-F, 100.3, 100 KW @ 2001	Country	ABC, CBS, \$ 40.00	(D & R)	(OAK RIDGE)
WQBB-F, 104.5, 2 KW @ 394	Standards	UNISTR, CNN, \$ 17.00	(Roslin)	
WWZZ-F, 93.1, 2.4 KW @ 512	CHR	, \$ 20.00	(D & R)	Jacor (KARNS)

Miscellaneous: WWZZ-F (Karns) sold to Jacor for \$1,800,000 (D) (Americom) . . . WKMI-F changes to CHR (Apr) . . . WWZZ-F changes to WWSY-F (May). . . WEZK-AM changes to WZEZ (April). . .

LAKELAND  
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Arbitron Rank/Pop (12+): 107/358,300

Stations: 34/9  
Diaries: 893/401:1/50.0%  
Sample Target: 810  
% Below Line: 47.4  
% Not Listed: 16.0

1993 Revenue: \$6,800,000  
HH Inc.: \$25,769  
Retail \$: 3.5 Bil  
Pop per Station: 39,811  
#1 Biller: WPCV-F \$3,600,000

MSA Rank/Pop: 115/429,000  
Tampa ADI  
Average Person Ratings: 16.8  
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WPCV-F (C)	125/20.8	17.5	21.2	21.6	18.4	----	150/1330	1122/31.3	30.7	35.9	E	WPCV-F
2. WEZY-F (SAC)	53/ 8.8	11.1	9.2	12.6	10.7	----	61/667	594/16.6	19.1	14.8	C	WEZY-F
3. WFLZ-F (CHR)	45/ 7.5	5.3	7.3	5.9	6.9	----	48/718	604/16.9	17.6	17.0		WFLZ-F
4. WOMX-F (AC)	21/ 3.5	1.7	3.2	1.6	2.5	----	21/315	315/ 8.8	6.4	7.1		WOMX-F
WHPT-F (AOR)	21/ 3.5	1.5	3.2	3.3	5.1	----	23/324	281/ 7.8	5.1	9.2		WHPT-F
6. WWRM-F (SAC)	20/ 3.3	5.0	1.5	0.5	1.8	----	20/348	329/ 9.2	9.0	3.7		WWRM-F
7. WRBQ-F (C)	17/ 2.8	3.4	2.6	1.6	2.7	----	17/322	302/ 8.4	8.2	8.6		WRBQ-F
8. WJHM-F (B)	16/ 2.7	2.7	3.1	2.1	3.5	----	16/187	187/ 5.2	6.5	5.8		WJHM-F
9. WQNN (ST)	15/ 2.5	4.6	3.4	3.7	2.4	----	15/193	188/ 5.2	6.7	7.0	A	WQNN
10. WLKF (T)	13/ 2.2	4.1	3.2	1.6	3.1	----	13/210	210/ 5.9	7.3	7.1	B	WLKF

12+ FM SHARE (METRO): 87.13% (440 of 505) (SPG 93: 83.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WFLZ-F	2 WEZY-F
3	3 WHPT-F	3 WHPT-F	3 WOMX-F	3 WOMX-F	3	3 WFLZ-F	3 WFLZ-F	WFLZ-F	3 WEZY-F	3 WQYK-F
4	WOMX-F	4 WOMX-F	4 WHPT-F	4 WWRM-F	4	4	4	4	4	4 WFLZ-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 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	WXTB-F	2 WDIZ-F	2 WDIZ-F	2 WHPT-F	2 WHPT-F
3 WOMX-F	3	3 WOMX-F	3	3 WWRM-F	3	3 WHPT-F	3 WOMX-F	3 WDIZ-F	3 WOMX-F
4	4	4	4	4	4	4 WOMX-F	4 WHPT-F	WOMX-F	4
5	5	5	5	5	5	WXTB-F	5	WFLZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		28 ( 3)	28 ( 3)	5.5	9.0	WHNR (FS) 1360	CYPRESS GARDENS 0.7/2.4/ 5/ 91		
AOR/CLASSIC		66 ( 6)	66 ( 6)	13.1	11.1	WIPC (T) 1280	LAKE WALES 0.3/2.0/ 2/ 70		
COUNTRY		166 ( 5)	166 ( 5)	32.9	30.3	WTWB (REL) 1570	AUBURNDALE 0.5/2.0/ 3/ 73		
NEWS/TALK	38 ( 5)	2 ( 1)	40 ( 6)	7.9	7.0	WWAB (B) 1330	LAKELAND 0.5/2.3/ 4/ 87		
						WWBF (FS) 1130	BARTOW 0.3/1.7/ 2/ 60		
CHR		56 ( 2)	56 ( 2)	11.1	10.0	SEE TAMPA OR ORLANDO FOR MORE ABOUT THE FOLLOWING:			
BLACK/URBAN	3 ( 1)	16 ( 1)	19 ( 2)	3.8	6.0	WCFB-F 0.3/1.6	WJRR-F 1.3/4.6	WSUN 2.2/3.9	
SOFT AC/EZ		86 ( 4)	86 ( 4)	17.0	15.0	WCOF-F 1.7/4.5	WMGF-F 1.5/4.1	WTKS-F 0.3/3.8	
HISPANIC						WDIZ-F 2.2/5.5	WMMD-F 0.5/2.1	WUSA-F 0.7/3.8	
OLDIES		20 ( 2)	20 ( 2)	4.0	3.0	WDUV-F 0.7/1.6	WMTX-F 0.5/2.8	WKKA-F 1.5/5.2	
FULL SVC/VARIETY	6 ( 2)		6 ( 2)	1.2	0.3	WFLA 0.7/2.0	WOCL-F 1.7/6.6	WXTB-F 2.2/6.2	
STANDARDS	15 ( 1)		15 ( 1)	3.2	5.0	WFNS 1.0/1.8	WQYK-F 2.2/7.3	WXXL-F 1.8/7.3	
RELIG/GOSPEL	3 ( 1)		3 ( 1)	0.6	0.9	WHTQ-F 1.3/5.0			
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	65 (10)	440 (22)	505 (34)						

LAKELAND  
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DUOPOLY REPORT  
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NONE AS OF JULY 1994. . .

RADIO STATIONS  
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WLKF	,	1430,	5 KW/1 KW (DA-2)	,	Talk	TALKNT ABC,	\$ 17.00 (Banner)	Root
WONH	,	1230,	1 KW	,	Standards		\$ 15.00 (D & R)	Hall
WEZY-F,	94.1,	100 KW @	430	,	Soft AC/EZ		\$ 45.00 (Banner)	Paxson
WPCV-F,	97.5,	100 KW @	1016	,	Country	NBC,	\$ 85.00 (D & R)	Hall

Other ranked stations -- See Orlando or Tampa

LANCASTER

Arbitron Rank/Pop (12+): 101/364,800  
 MSA Rank/Pop: 104/446,000  
 ADI # 44 (w/Harrisburg & York)  
 Average Person Ratings: 16.3  
 Market TSL: 21.75 hours

Stations: 29/5  
 Diaries: 847/431:1/62.9%  
 Sample Target: 810  
 % Below Line: 46.3  
 % Not Listed: 17.1

1993 Revenue: \$7,500,000  
 HH Inc.: \$37,837  
 Retail \$: 3.8 Bil  
 Pop per Station: 72,960  
 #1 Biller: WIOV-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WIOV-F (C)	62/10.4	11.4	8.5	9.8	10.0	----	71/975	781/21.4	21.7	19.7	D	WIOV-F
WROZ-F (SAC)	62/10.4	8.7	7.8	8.1	7.4	----	106/1514	833/22.8	18.4	18.0	D	WROZ-F
3. WLAN-F (CHR)	42/ 7.0	5.1	5.7	6.0	5.8	----	51/1211	939/25.7	19.4	20.7	C	WLAN-F
4. WRKZ-F (C)	42/ 7.0	6.1	8.5	5.0	6.3	----	103/806	521/14.3	11.3	17.1		WRKZ-F
5. WDAC-F (REL)	41/ 6.9	8.9	8.0	5.9	8.0	----	58/787	520/14.3	20.3	15.1	D	WDAC-F
WARM-F (AC)	41/ 6.9	10.8	9.1	12.8	10.2	----	111/1488	683/18.7	18.5	18.2		WARM-F
7. WHTF-F (ADR)	31/ 5.2	4.2	5.7	4.1	6.5	----	59/864	411/11.3	10.7	12.3		WHTF-F
8. WRVV-F (AC/AOR)	25/ 4.2	4.5	4.9	7.1	2.6	----	53/806	410/11.2	12.9	12.3		WRVV-F
9. WRFY-F (CHR)	19/ 3.2	1.1	1.1	2.1	1.5	----	23/374	301/ 8.3	4.9	4.7		WRFY-F
10. WKLF-F (O)	18/ 3.0	2.5	1.6	2.2	3.9	----	45/820	333/ 9.1	7.0	6.9		WKLF-F

12+ FM SHARE (METRO): 91.09% (450 of 494) (SPG 93: 91.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F>>	1 WHTF-F<	1 WROZ-F<	1 WIOV-F	1 WIOV-F	1 WROZ-F	1 WIOV-F	1 WIOV-F<	1 WROZ-F	1 WLAN-F	1 WIOV-F
2	2 WLAN-F<	2 WIOV-F	2 WARM-F	2 WROZ-F	WIOV-F	2 WROZ-F	2 WROZ-F>	2 WIOV-F	2 WROZ-F	2 WDAC-F
3	3 WROZ-F<	3 WARM-F<	3 WRKZ-F<	3 WARM-F<	3 WARM-F	3 WRKZ-F<	3 WARM-F<	3 WDAC-F	3 WDAC-F	3 WCTX-F
4	4 WIOV-F	4 WRKZ-F	4 WROZ-F	4 WRKZ-F	4 WDAC-F	4 WDAC-F	4 WRKZ-F	4 WLAN-F	4 WRKZ-F	4 WHTF-F
5	5	5 WLAN-F<	5 WHTF-F	5 WDAC-F<	5 WRKZ-F	5 WARM-F<	5	5 WRKZ-F	5	5
6	6	6 WHTF-F	6	6 WHTF-F	6	6 WLAN-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 WROZ-F	1 WROZ-F	1 WIOV-F	1 WROZ-F>	1 WROZ-F	1 WTPA-F	1 WHTF-F>>	1 WHTF-F	1 WHTF-F<	1 WRKZ-F<
2 WLAN-F	2 WLAN-F	2 WLAN-F	2 WARM-F	2 WARM-F	2 WIOV-F	2 WTPA-F	2 WRKZ-F	2 WIOV-F<	2 WIOV-F<
3	3 WIOV-F	3 WRFY-F	3 WIOV-F	3 WDAC-F	3 WLAN-F	3 WIOV-F	3 WIOV-F	3 WRKZ-F	3 WHTF-F>
4	4 WRFY-F	4 WROZ-F	4 WLAN-F	4 WIOV-F>	4 WHTF-F	4 WLAN-F	4 WLAN-F	4 WRVV-F	4 WRVV-F
5	5 WDAC-F	5	5 WDAC-F	5 WLAN-F	5 WRFY-F	5 WRKZ-F	5 WTPA-F	5 WLAN-F	5 WARM-F
6	6	6	6	6 WRKZ-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		71 ( 3)	71 ( 3)	14.4	18.7	WLPA (T) 1490 LANCASTER	1.8/5.9/ 11/ 223
ADR/CLASSIC		50 ( 3)	50 ( 3)	10.1	11.9		
COUNTRY		108 ( 4)	108 ( 4)	21.9	21.7	WBYN-F (REL) 107.5 BOYERTOWN	0.3/1.6/ 2/ 66
NEWS/TALK	14 ( 2)	3 ( 1)	17 ( 3)	3.4	4.5	WXCX-F (C) 103.7 HAVRE DE GRCE MD	0.3/1.6/ 3/ 72
CHR		74 ( 4)	74 ( 4)	15.0	11.7	SEE HARRISBURG OR YORK FOR MORE ABOUT THE FOLLOWING:	
BLACK/URBAN		3 ( 1)	3 ( 1)	0.6	---	WADV 0.5/1.2 WQXA-F 0.8/4.7	
SOFT AC/EZ		78 ( 3)	78 ( 3)	15.8	12.5	WCTX-F 2.0/4.1 WSBA 0.8/7.0	
HISPANIC						WHP 2.9/6.3 WTPA-F 2.2/5.8	
OLDIES		20 ( 2)	20 ( 2)	4.0	3.9	WHYL 0.8/1.9 WYCR-F 1.3/8.7	
FULL SVC/VARIETY	22 ( 2)		22 ( 2)	4.5	2.7	WNNK-F 0.8/3.0	
STANDARDS	5 ( 1)		5 ( 1)	1.0	2.5		
RELIG/GOSPEL	3 ( 1)	43 ( 2)	46 ( 3)	9.3	10.0	SEE PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:	
CLASSICAL						WBEB-F 0.7/2.6 WJSL-F 0.5/2.2	
JAZZ						WIP 0.5/2.0 WJDB-F 0.5/1.5	
OTHERS/UNKNOWN						WMMR-F 1.0/2.1 WXTU-F 0.3/1.2	
TOTALS	44 ( 6)	450 (23)	494 (29)			WJGL-F 0.3/1.9	

LANCASTER  
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DUOPOLY REPORT  
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NONE AS OF AUGUST 1994. . .

RADIO STATIONS  
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WLAN	,	1390,	5 KW/1 KW (DA-2)	,	??		CBS,	\$10.00 (D & R)	
WLPA	,	1490,	1 KW	,	Talk		MBS CNN,	\$11.00 (D & R)	
WNZT	,	1580,	500 W (DAYS)	,	News/Talk		,	\$10.00 (Smith)	(COLUMBIA)
WDAC-F	,	94.5,	19 KW @ 810	,	Religion		,	\$50.00 (Savalli)	WDAC Inc.
WIOV-F	,	105.1,	50 KW @ 500	,	Country		ABC,	\$74.00 (Banner)	Brill (EPHRATA)
WLAN-F	,	96.9,	50 KW @ 500	,	CHR		CBS,	\$39.00 (D & R)	
WROZ-F	,	101.3,	7 KW @ 1289	,	Soft AC/EZ		,	\$61.00 (D & R)	Hall

Other ranked stations -- See Harrisburg and York



LANSING

Arbitron Rank/Pop (12+): 103/363,800

Stations: 18/14  
Diaries: 1008/361:1/55.7%  
Sample Target: 990  
% Below Line: 4.5  
% Not Listed: 20.1

1993 Revenue: \$13,100,000  
HH Inc.: \$35,986  
Retail \$: 3.8 Bil  
Pop per Station: 25,986  
#1 Biller: WITL-AF \$3,500,000

MSA Rank/Pop: 106/443,000  
ADI # 104  
Average Person Ratings: 16.6  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WITL-AF (C)	99/16.5	15.8	16.6	17.5	15.6	16.6	228/2206	1140/31.3	27.8	29.8	E	WITL-AF
2. WVIC-F (CHR)	55/ 9.1	7.1	9.0	8.0	11.5	8.3	85/1568	983/27.0	25.9	28.7	C	WVIC-F
3. WFMK-F (AC)	52/ 8.6	6.4	7.1	7.4	9.7	7.4	80/1156	707/19.4	17.9	18.3	D	WFMK-F
4. WJXQ-F (ADR)	52/ 8.6	9.6	6.9	8.0	8.1	8.3	122/1632	799/22.0	17.2	22.1	C	WJXQ-F
5. WQHH-F (B)	30/ 5.0	5.5	5.2	6.1	4.9	5.5	31/453	396/10.9	14.9	10.9	A	WQHH-F
WJIM-F (SAC)	30/ 5.0	6.2	5.5	6.9	6.0	5.9	46/685	548/15.1	16.5	14.3	B	WJIM-F
7. WILS-F (C)	27/ 4.5	4.6	3.1	3.6	4.5	4.0	32/511	450/12.4	10.7	10.8	B	WILS-F
8. WMDX-F (ADR-NR)	26/ 4.3	3.3	3.1	4.1	2.9	3.7	30/487	460/12.6	9.5	7.1	A	WMDX-F
9. WMMQ-F (CL ADR)	25/ 4.1	2.6	3.6	2.9	4.9	3.3	26/453	398/10.9	11.8	15.0	A	WMMQ-F
10. WIBM-F (O)	24/ 4.0	5.5	5.0	6.3	3.1	5.2	52/1124	591/16.2	14.1	14.8	C	WIBM-F
11. WJR (FS)	20/ 3.3	5.0	5.0	3.4	3.7	4.2	62/954	369/10.1	12.8	12.0		WJR
12. WJIM (T)	18/ 3.0	4.5	4.0	1.9	4.0	3.4	20/343	309/ 8.5	9.8	9.0	A	WJIM
13. WILS (ST)	12/ 2.0	1.5	0.5	---	---	1.3	12/197	164/ 4.5	1.2	---		WILS
14.												
15.												

12+ FM SHARE (METRO): 87.14% (420 of 482) (SPG 93: 88.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 WVIC-F	1 WJXQ-F	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WVIC-F	1 WVIC-F
2 WQHH-F	2 WVIC-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F	2 WFMK-F	2 WJXQ-F	2 WFMK-F	2 WVIC-F	2 WITL-AF	2 WITL-F
3 WFMK-F	3 WFMK-F	3 WFMK-F	3 WFMK-F	3 WFMK-F	3 WJIM-F	3 WFMK-F	3 WVIC-F	3 WFMK-F	3 WJXQ-F	3 WJXQ-F
4 WITL-AF	4 WVIC-F	4 WVIC-F	4 WVIC-F	4 WVIC-F	4 WIBM-F	4 WVIC-F	4 WJXQ-F	4 WQHH-F	4 WQHH-F	4 WQHH-F
5 WMDX-F	5 WMMQ-F	5 WMMQ-F	5 WIBM-F	5 WIBM-F	5 WJIM-F	5 WJIM-F	5 WQHH-F	5 WFMK-F	5 WFMK-F	5 WFMK-F
6 WIBM-F	6 WIBM-F	6 WIBM-F	6 WMMQ-F	6 WMMQ-F	6 WMMQ-F	6 WMMQ-F	6 WMMQ-F	6 WMMQ-F	6 WMMQ-F	6 WMMQ-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 WFMK-F	1 WFMK-F	1 WITL-AF	1 WFMK-F	1 WITL-AF	1 WJXQ-F	1 WJXQ-F	1 WJXQ-F	1 WJXQ-F	1 WITL-AF
2 WVIC-F	2 WITL-AF	2 WJXQ-F	2 WITL-AF	2 WFMK-F	2 WVIC-F	2 WVIC-F	2 WMMQ-F	2 WITL-AF	2 WJXQ-F
3 WMDX-F	3 WVIC-F	3 WQHH-F	3 WVIC-F	3 WVIC-F	3 WMDX-F	3 WMMQ-F	3 WVIC-F	3 WMMQ-F	3 WMMQ-F
4 WITL-AF	4 WJXQ-F	4 WVIC-F	4 WJXQ-F	4 WJXQ-F	4 WMDX-F	4 WITL-AF	4 WVIC-F	4 WVIC-F	4 WFMK-F
5 WMDX-F	5 WMDX-F	5 WMDX-F	5 WIBM-F	5 WIBM-F	5 WITL-AF	5 WITL-AF	5 WFMK-F	5 WFMK-F	5 WILS-F
6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WIBM-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME		
AC		52 ( 1)	52 ( 1)	10.9	11.9	WVFN (T/SPRTS) 730	EAST LANSING	0.8/2.5/ 10/	53
AOR/CLASSIC		103 ( 3)	103 ( 3)	21.4	19.4				
COUNTRY	7 ( 1)	122 ( 3)	129 ( 4)	26.8	24.6	WBCT-F (C) 93.7	GRAND RAPIDS	0.5/2.4/ 33/	237
NEWS/TALK	23 ( 2)		23 ( 2)	4.8	5.5	WIOG-F (CHR/AC) 102.5	BAY CITY	0.3/2.5/ 11/	86
CHR		57 ( 2)	57 ( 2)	11.8	15.0	WODJ-F (O) 107.3	GREENVILLE	0.3/2.3/ 25/	141
BLACK/URBAN		30 ( 1)	30 ( 1)	6.2	6.5				
SOFT AC/EZ		30 ( 1)	30 ( 1)	6.2	7.9				
HISPANIC									
OLDIES		26 ( 2)	26 ( 2)	5.4	3.8				
FULL SVC/VARIETY	20 ( 1)		20 ( 1)	4.1	5.3				
STANDARDS	12 ( 1)		12 ( 1)	2.5	---				
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	62 ( 5)	420 (15)	482 (18)						

LANING

DUOPOLY REPORT	12+	25-54	REVENUE
WFMK-F, WJIM A/F (Liggett)	16.6%	17.7%	25.2%
WVIC-F, WMMQ-F, WVFN (Goodrich)	14.0%	13.1%	18.5%
WIBM A/F, WJXQ-F (Local)	12.6%	16.3%	21.4%
	43.2%	47.1%	65.1%

RADIO STATIONS

WJIM	1240	1 KW	Talk	NBC	\$14.00	(Eastman)	Liggett
WFMK-F	99.1	28 KW @ 600	AC		\$47.00	(Eastman)	Liggett
WIBM-F	94.1	40 KW @ 551	Oldies		\$28.00	(D & R)	WJXQ owner (JACKSON)
WILS-F	101.7	3.3 KW @ 289	Country		\$21.00	(D & R)	MacDonald
WITL-F	100.7	27 KW @ 643	Country	ABC	\$76.00	(Banner)	
WJIM-F	97.5	28 KW @ 440	Soft AC		\$27.00	(Eastman)	Liggett
WJXQ-F	106.1	50 KW @ 489	AOR	ABC	\$40.00	(D & R)	(JACKSON)
WMMQ-F	92.7	1.5 KW @ 466	Classic AOR	NBC, Source	\$24.00	(Katz)	Goodrich (CHARLOTTE)
WQHH-F	96.5	3 KW @ 328	Black		\$18.00	( --- )	(DEWITT)
WVIC-F	94.9	49 KW @ 500	CHR	UNISTR	\$44.00	(Katz)	Goodrich
WDX-F	92.1	4 KW @ 400	New Rock		\$19.00	( --- )	(ST. JOHNS)

WJR - See Detroit

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

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

LAS VEGAS

Arbitron Rank/Pop (12+): 58/731,300  
 MSA Rank/Pop: 54/875,000  
 ADI # 77  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 21/21  
 Diaries: 1743/420:1/55.0%  
 Sample Target: 1510  
 % Below Line: 0.0  
 % Not Listed: 12.0

1993 Revenue: \$27,000,000  
 MH Inc.: \$30,810  
 Retail \$: 7.2 Bil  
 Pop per Station: 34,824  
 #1 Biller: KFMS-AF \$3,300,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KJUL-F (ST/EZ)	107/ 8.8	8.3	8.3	7.8	6.0	8.3	114/1205	1079/14.8	12.1	10.5	B	KJUL-F
2. KLUC-F (CHR)	106/ 8.7	7.8	9.6	8.6	8.4	8.7	109/1683	1636/22.4	21.9	23.2	D	KLUC-F
3. KWNR-F (C)	75/ 6.1	9.3	6.8	9.2	6.5	7.9	76/1056	1041/14.2	14.1	14.4	D	KWNR-F
4. KMZQ-F (AC)	72/ 5.9	7.4	6.9	4.6	6.8	6.2	72/1124	1117/15.3	15.8	17.3	D	KMZQ-F
5. KRLV-F (SAC)	69/ 5.6	5.6	5.3	4.5	5.0	5.3	70/1132	1117/15.3	12.7	13.6	C	KRLV-F
KEDG-F (AOR)	69/ 5.6	4.1	6.1	5.6	3.5	5.4	69/1049	1018/13.9	15.1	9.7	C	KEDG-F
7. KFMS-F (C)	68/ 5.6	5.6	6.0	7.4	7.8	6.2	68/905	885/12.1	13.6	14.0	E	KFMS-F
8. KOMP-F (AOR)	66/ 5.4	6.2	4.8	3.5	5.0	5.0	66/884	884/12.1	10.3	13.5	D	KOMP-F
KXTZ-F (U/AC)	66/ 5.4	5.2	3.5	4.1	5.8	4.6	68/1089	1037/14.2	9.1	11.8	C	KXTZ-F
10. KKLZ-F (CL AOR)	54/ 4.4	4.1	3.2	4.0	4.8	3.9	56/955	933/12.8	10.5	12.2	D	KKLZ-F
11. KDOWN (T)	51/ 4.2	3.4	4.7	4.0	5.1	4.1	51/668	639/ 8.7	8.2	10.3	B	KDOWN
12. KFBI-F (AOR)	49/ 4.0	3.9	4.2	2.9	5.0	3.8	51/988	957/13.1	9.9	15.3	C	KFBI-F
13. KRR1-F (O)	38/ 3.1	2.0	2.2	3.6	3.7	2.7	38/696	685/ 9.4	6.7	9.3	B	KRR1-F
14. KEYV-F (C)	32/ 2.8	3.7	4.2	2.1	1.8	3.2	45/647	589/ 8.1	9.1	5.8	A	KEYV-F
15. KDOL (SP)	29/ 2.4	1.9	1.0	1.5	1.6	1.7	29/250	250/ 3.4	1.5	3.0	A	KDOL
KXPT-F (AC/AOR)	29/ 2.4	2.1	1.7	3.4	1.9	2.4	30/514	459/ 6.3	6.3	6.4	C	KXPT-F
17. KNUU (N/T)	24/ 2.0	1.6	1.3	1.5	2.0	1.6	24/396	396/ 5.4	5.7	7.7	A	KNUU
18. KRBO-F (?)	23/ 1.9	0.3	0.4	---	---	0.9	23/397	373/ 5.1	2.0	---	C	KRBO-F
19. KORK (ST)	21/ 1.7	2.2	1.7	3.5	1.6	2.3	21/250	250/ 3.4	3.6	5.3	B	KORK
20. KLAJ (SP)	16/ 1.3	1.0	0.6	1.1	0.9	1.0	16/225	225/ 3.1	1.8	2.0		KLAJ

12+ FM SHARE (METRO): 86.05% (925 of 1075) (SPG 93: 84.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F>>>1	KLUC-F<	1 KLUC-F	1 KWNR-F<	1 KWNR-F	1 KJUL-F>>	1 KFBI-F	1 KJUL-F	1 KLUC-F	1 KLUC-F>	1 KDOWN
2	2 KEDG-F<	2 KOMP-F<	2 KMZQ-F	KMZQ-F	2 KFMS-F<	2 KFMS-F<	2 KLUC-F	2 KJUL-F	2 KJUL-F	2 KOMP-F
3	3 KOMP-F>	3 KWNR-F	3 KKLZ-F<	3 KRLV-F<	3 KDOWN-F	3 KLUX-F	3 KMZQ-F	3 KEDG-F<	3 KRLV-F	3 KXTZ-F
4	4 KWNR-F<	KEDG-F	4 KOMP-F	4 KFMS-F	KRLV-F	4 KWNR-F	4 KWNR-F<	4 KMZQ-F<	KOMP-F	4 KJUL-F
5	5 KKLZ-F	5 KMZQ-F<	KLUC-F	5 KLUC-F<	5	5 KRLV-F<	5 KEDG-F	5 KWNR-F	5 KXTZ-F	KLUC-F
6	KMZQ-F	6 KKLZ-F	6 KRLV-F<	6 KKLZ-F	6	6 KFMS-F	6 KFMS-F	6	6 KEDG-F	6
7	7	7 KXTZ-F	7 KXTZ-F	KOMP-F	7	7	7	7	7	7
8	8	8	8	KXTZ-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 KLUC-F	1 KLUC-F	1 KMZQ-F	1 KWNR-F<	1 KRLV-F<	1 KEDG-F	1 KOMP-F<	1 KOMP-F	1 KOMP-F	1 KOMP-F<
2 KEDG-F	2 KWNR-F<	2 KWNR-F	2 KLUC-F<	2 KMZQ-F	2 KLUC-F	2 KEDG-F	2 KLUC-F	2 KLUC-F	2 KJUL-F
3 KOMP-F	3 KEDG-F>	3 KEDG-F	3 KMZQ-F	3 KWNR-F	KOMP-F	3 KLUC-F	3 KKLZ-F	KEDG-F<	KFMS-F<
KWNR-F	KMZQ-F	KKLZ-F	4 KRLV-F	4 KXTZ-F	4 KXTZ-F	4 KKLZ-F<	4 KEDG-F	4 KKLZ-F	4 KFBI-F<
KWYV-F	5 KOMP-F	KLUC-F	5 KXTZ-F	5 KRMS-F	5 KFBI-F	5 KFBI-F	KFBI-F	5 KFBI-F	5 KWNR-F
6	6 KKLZ-F	KRLV-F	6 KEDG-F	KLUC-F	6	6	6 KMZQ-F	6 KFMS-F	6 KLUC-F
7	KRLV-F	7 KOMP-F	7	7	7	7	KWNR-F	KXTZ-F	KMZQ-F
	KXTZ-F								

LAS VEGAS

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		167 ( 3)	167 ( 3)	15.5	10.3	KVEG (SPRTS) 840	N. LAS VEGAS 0.7/2.3/ 9/ 165
AOR/CLASSIC		238 ( 4)	238 ( 4)	22.1	22.0		
COUNTRY		177 ( 3)	177 ( 3)	16.5	19.8		
NEWS/TALK	84 ( 3)		84 ( 3)	7.8	10.4		
CHR		106 ( 1)	106 ( 1)	9.9	9.9		
BLACK/URBAN							
SOFT AC/EZ		69 ( 1)	69 ( 1)	6.4	8.1		
HISPANIC	45 ( 2)		45 ( 2)	4.2	1.9		
OLDIES		38 ( 1)	38 ( 1)	3.5	4.3		
FULL SVC/VARIETY							
STANDARDS	21 ( 1)	107 ( 1)	128 ( 2)	11.9	8.9		
RELIG/GOSPEL							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		23 ( 1)	23 ( 1)	2.1	---		
TOTALS	150 ( 6)	925 (15)	1075 (21)				

DUOPOLY REPORT	12+	25-54	REVENUE
KENO, KOMP-F, KORK, KXPT-F (Lotus)	9.5%	9.8%	16.1%
KFMS A/F, KEYV-F	8.4%	9.3%	13.7%
	17.9%	19.1%	29.8%

RADIO STATIONS

AM STATIONS

KDOL, 1280, 5 KW/500 W	Hispanic	\$16.00	(Lotus)
KDWN, 720, 50 KW (DA-N)	Talk	\$22.00	(Roslin)
KENO, 1460, 5 KW/1 KW (DA-2)	News	UNISTR, \$13.00	(Christal) Lotus
KNUJ, 970, 5 KW/500 W (DA-2)	News/Talk	CBS, \$17.00	( --- )
KORK, 920, 5 KW/500 W (DA-2)	Standards	ABC, \$15.00	(Christal) Lotus

FM STATIONS

KEDG, 103.5, 100 KW @ 1210	New Rock	\$33.00	(Torbet)
KEYV, 93.1, 25 KW @ 3726	Country	\$22.00	(Katz) KFMS owner
KFB1, 107.5, 25 KW @ 3677	AOR/Classic	\$43.00	(Mc-Guild) Americom (PAHRUMP)
KFMS, 101.9, 100 KW @ 1181	Country	\$71.00	(Katz)
KJUL, 104.3, 25 KW @ 3726	Standards/EZ	UNISTR, CNN, \$22.00	(K & P)
KKLZ, 96.3, 100 KW @ 1174	Classic AOR	\$45.00	(D & R) Pourtales
KLUC, 98.5, 100 KW @ 1181	CHR	AP, \$64.00	(Mc-Guild) Nationwide
KMZQ, 100.5, 100 KW @ 1105	AC	\$54.00	(Eastman) Commonwealth (HENDERSON)
KOMP, 92.3, 100 KW @ 1519	AOR	\$42.00	(Christal) Lotus
KRLV, 106.5, 100 KW @ 1155	Soft AC	\$40.00	( --- )
KRR1, 105.5, 3.7 KW @ 1476	Oldies	NBC, \$21.00	( --- ) (BOULDER CITY)
KWNR, 95.5, 100 KW @ 1161	Country	UNISTR, \$44.00	(Banner) (HENDERSON)
KXPT, 97.1, 100 KW @ 1919	AC/AOR	\$28.00	(Christal) Lotus
KXTZ, 94.1, 100 KW @ 1210	Urban/AC	\$34.00	(D & R) Parker (HENDERSON)

Miscellaneous: KMTW, KKLZ-F 50% sold to Pourtales for \$2,020,000 . . . KRLV-F sold to Regent for \$5,750,000. . .  
 KFMS A/F sold to Regent (D) for \$7,750,000 (MVP). . .

LEXINGTON

Arbitron Rank/Pop (12+): 124/309,900  
 MSA Rank/Pop: 114/432,000  
 ADI # 72  
 Average Person Ratings: 15.6  
 Market TSL: 21.00 hours

Stations: 17/14  
 Diaries: 991/365:1/52.0%  
 Sample Target: 970  
 % Below Line: 2.3  
 % Not Listed: 12.6

1993 Revenue: \$14,200,000  
 HH Inc.: \$31,780  
 Retail \$: 3.8 Bil  
 Pop per Station: 25,871  
 #1 Biller: WVLC-F \$3,400,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WVLC-F (C)	130/23.0	22.8	19.2	22.7	21.9	----	246/2876	1401/38.7	37.1	35.3	E	WVLC-F
2. WKQQ-F (AOR)	77/13.7	12.1	12.8	13.5	14.7	----	118/1638	995/27.5	26.2	27.9	E	WKQQ-F
3. WMXL-F (AC)	52/ 9.2	7.4	9.9	7.7	9.3	----	82/1531	876/24.2	22.9	27.6	D	WMXL-F
4. WCKU-F (B)	40/ 7.1	7.2	10.1	9.0	9.1	----	48/782	606/16.7	15.6	18.6	B	WCKU-F
5. WVLC (FS)	36/ 6.4	8.0	7.0	9.0	6.4	----	38/601	530/14.6	18.7	16.4	C	WVLC
6. WMYC-F (C)	35/ 6.2	5.7	5.9	2.1	2.9	----	55/1150	721/19.9	15.6	16.2	A	WMYC-F
7. WGKS-F (AC)	31/ 5.5	5.7	5.9	5.4	6.4	----	46/910	545/15.0	18.0	18.0	B	WGKS-F
8. WTKT-F (D)	21/ 3.7	6.4	4.4	5.4	5.8	----	24/599	424/11.7	16.6	15.5	B	WTKT-F
9. WLXG (T)	17/ 3.0	2.7	4.0	3.5	1.7	----	21/310	251/ 6.9	9.6	11.1	A	WLXG
10. WCGW (G)	16/ 2.8	1.2	1.8	1.3	0.8	----	19/199	159/ 4.4	2.3	3.9	A	WCGW
11. WBBE (ST)	10/ 1.8	1.6	1.3	1.5	0.4	----	11/153	150/ 4.1	3.6	3.0	A	WBBE
12. WJMM-F (REL)	9/ 1.6	2.7	1.8	0.6	0.4	----	9/300	260/ 7.2	6.7	6.1	A	WJMM-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.74% (403 of 493) (SPG 93: 80.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVLC-F	1 WVLC-F	1 WVLC-F>	1 WVLC-F>>	1 WVLC-F>>	1 WVLC-F>	1 WVLC-F>>	1 WVLC-F>>	1 WVLC-F>	1 WVLC-F<	1 WVLC-F>
2 WCKU-F	2 WKQQ-F>>	2 WKQQ-F>	2 WKQQ-F	2 WKQQ-F	2 WVLC >	2 WKQQ-F<	2 WKQQ-F	2 WKQQ-F>	2 WKQQ-F	2 WKQQ-F
3 WKQQ-F	3 WMXL-F	3 WMXL-F>	3 WMXL-F>	3 WMXL-F>	3 WMXL-F>	3 WVLC <	3 WMXL-F>	3 WMXL-F	3 WCKU-F>	3 WCKU-F
4 WMYC-F	4 WCKU-F	4 WCKU-F	4 WCKU-F	4 WCKU-F	4	4 WMXL-F	4 WLXG	4 WMYC-F	4 WMXL-F	4 WVLC-F
5	WVLC-F	5 WGKS-F	WGKS-F	5 WGKS-F	5	5	5 WGKS-F	5 WCKU-F	5	5
		WVLC-F		WVLC-F			WVLC-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 WVLC-F	1 WVLC-F>>	1 WVLC-F	1 WVLC-F>>	1 WVLC-F>>	1 WKQQ-F	1 WKQQ-F>	1 WKQQ-F	1 WKQQ-F<	1 WVLC-F<
2 WKQQ-F	2 WKQQ-F	2 WMXL-F	2 WMXL-F<	2 WMXL-F>	2 WVLC-F	2 WVLC-F>>	2 WVLC-F	2 WVLC-F>>	2 WKQQ-F>>
3 WCKU-F	3 WMXL-F	3 WKQQ-F	3 WKQQ-F>	3 WKQQ-F	3 WMYC-F	3 WMXL-F	3 WMXL-F	3 WMXL-F	3 WMXL-F>
4	WMXL-F	4 WCKU-F	4 WCKU-F<	4 WCKU-F	4 WMXL-F	WVLC-F	4 WMYC-F	4 WMYC-F	4 WLXG
5		5	5 WGKS-F	5 WGKS-F	5	5	5	5	5 WMYC-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	
AC		83 ( 2)	83 ( 2)	16.8	11.3	WMCQ-F (D)	101.7 RICHMOND	0.5/2.5/ 3/ 97
AOR/CLASSIC		77 ( 1)	77 ( 1)	15.6	15.0	WNVL (C)	1250 NICHOLASVILLE	0.5/1.5/ 3/ 55
COUNTRY	3 ( 1)	174 ( 3)	177 ( 4)	35.9	29.0			
NEWS/TALK	17 ( 1)		17 ( 1)	3.4	5.0	WHAS (FS)	840 LOUISVILLE	1.1/3.9/ 37/ 644
CHR		40 ( 1)	40 ( 1)	8.1	12.0	WLW (FS)	700 CINCINNATI	0.4/1.9/ 12/ 279
BLACK/URBAN					7.0	WSKV-F (C)	104.9 STANTON	0.9/0.9/ 14/ 143
SOFT AC/EZ								
HISPANIC								
OLDIES		24 ( 3)	24 ( 3)	4.9	5.0			
FULL SVC/VARIETY	44 ( 3)		44 ( 3)	8.9	12.0			
STANDARDS	10 ( 1)		10 ( 1)	2.0	2.0			
RELIG/GOSPEL	16 ( 1)	9 ( 1)	25 ( 2)	5.1	4.0			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	90 ( 7)	403 (10)	493 (17)					

LEXINGTON  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WLAP, WMLX-F, WMYC-F (Trumper)	15.4%	17.7%	21.1%
WKQQ-F, WBBE, WTKT-F (Village)	19.2%	18.9%	27.1%
	34.6%	36.6%	48.2%

RADIO STATIONS  
-----

WBBE , 1580, 10 KW/44 W , Standards	SMN, \$12.00 (Eastman)	Village	
WCGW , 770, 1 KW (DAYS) , Gospel	, \$11.00 ( --- )		(NICHOLAS.)
WLAP , 630, 5 KW/1 KW (DA-2) , News/Talk	UNISTR BRN, \$12.00 (D & R)	Trumper	
WLXG , 1300, 2.5 KW/1 KW (DA-N) , Talk	NBC ABC, \$14.00 (Banner)		
WVLC , 590, 5 KW/1 KW (DA-2) , Full Service	ABC, \$38.00 (Katz)		
WCKU-F, 102.5, 2 KW @ 400 , Black	UNISTR, ABC, \$26.00 (Torbet)		(NICHOLASVILLE)
WGKS-F, 96.9, 41 KW @ 548 , AC	UNISTR, \$25.00 (Banner)	L.M.	(PARIS)
WJMM-F, 106.3, 3 KW @ 298 , Religion	USA, \$15.00 ( --- )	Mortenson	(VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 561 , AOR	, \$61.00 (Christal)	Village	
WMLX-F, 94.5, 100 KW @ 640 , AC	, \$54.00 (D & R)	Trumper	
WTKT-F, 103.3, 6 KW @ 298 , Oldies	, \$21.00 (Eastman)	Village	(GEORGETOWN)
WVLC-F, 92.9, 100 KW @ 850 , Country	, \$75.00 (Katz)		
WMYC-F, 100.1, 32 KW @ 492 , Country	, \$20.00 (D & R)	Trumper	(WINCHESTER)

Miscellaneous: WVLC A/F sold for \$10,900,000. . . WBBE, WTKT-F (Georgetown) sold to Village for \$2,200,000 (D). . .

LINCOLN  
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Arbitron Rank/Pop (12+): 173/185,100  
MSA Rank/Pop: 185/223,000  
ADI # 99  
Average Person Ratings: 16.2  
Market TSL: 21.25 hours

Stations: 19/11  
Diaries: 686/270:1/62.6%  
Sample Target: 705  
% Below Line: 12.7  
% Not Listed: 16.3

1993 Revenue: \$9,400,000  
HH Inc.: \$34,863  
Retail \$: 1.93 Bil  
Pop per Station: 16,827  
#1 Biller: KFOR \$2,050,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KFRX-F (CHR)	30/10.0	9.1	6.7	7.7	11.7	----	39/535	453/24.5	25.0	22.4	B	KFRX-F
2. KZKX-F (C)	28/ 9.3	13.4	15.8	10.5	14.8	----	46/732	505/27.3	24.0	31.4	C	KZKX-F
3. KFOR (FS)	25/ 8.3	10.4	12.1	10.9	10.7	----	25/426	377/20.4	22.6	23.5	D	KFOR
KEZG-F (SAC)	25/ 8.3	5.5	3.7	8.3	4.5	----	27/325	270/14.6	12.9	11.7	B	KEZG-F
5. KTGL-F (AOR/CL)	23/ 7.7	5.5	9.4	8.9	6.2	----	36/526	365/19.7	16.6	17.3	C	KTGL-F
6. KIBZ-F (AOR)	20/ 6.7	8.8	7.4	5.1	5.2	----	21/261	238/12.9	14.0	14.9	A	KIBZ-F
7. KKNB-F (AOR-NR)	15/ 5.0	2.6	5.1	3.8	3.1	----	18/307	272/14.7	13.1	13.6	A	KKNB-F
8. KYNN-F (C)	13/ 4.3	3.3	3.4	4.2	3.1	----	42/531	261/14.1	12.0	11.6	B	KYNN-F
9. KLIN (T)	12/ 4.0	5.9	6.7	5.4	5.9	----	12/232	232/12.5	20.6	15.7	B	KLIN
KFGE-F (C)	12/ 4.0	3.3	4.7	2.6	3.8	----	12/289	289/15.6	13.0	12.5	A	KFGE-F
KMEM (ST)	12/ 4.0	5.2	---	---	---	----	13/180	153/ 8.3	9.0	----	A	KMEM
12. KLDZ-F (O)	11/ 3.7	2.9	3.4	3.5	3.8	----	19/367	270/14.6	11.0	14.5	B	KLDZ-F
13. KFAB (FS)	7/ 2.3	3.3	2.0	3.5	3.8	----	30/454	167/ 9.0	15.5	10.5	A	KFAB
14.												
15.												

12+ FM SHARE (METRO): 76.49% (192 of 251) (SPG 93: 73.83%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME
AC		6 ( 1)	6 ( 1)	2.4	2.3	KJSK (REL) 900 COLUMBUS	0.3/2.0/ 4/ 83
AOR/CLASSIC		60 ( 4)	60 ( 4)	23.9	21.0		
COUNTRY	2 ( 1)	53 ( 3)	55 ( 4)	21.9	30.0	SEE OMAHA FOR MORE ABOUT THE FOLLOWING:	
NEWS/TALK	12 ( 1)		12 ( 1)	4.8	8.0	KEFM-F 2.0/9.7 KQKQ-F 1.7/10.6	
CHR		35 ( 2)	35 ( 2)	13.9	14.4	KEZO-F 0.7/6.4 WOW 0.7/ 3.8	
BLACK/URBAN						KGOR-F 0.7/4.4	
SOFT AC/EZ		25 ( 1)	25 ( 1)	10.0	4.2		
HISPANIC							
OLDIES		13 ( 2)	13 ( 2)	5.2	4.2		
FULL SVC/VARIETY	32 ( 2)		32 ( 2)	12.7	16.4		
STANDARDS	12 ( 1)		12 ( 1)	4.8	---		
RELIG/GOSPEL	1 ( 1)		1 ( 1)	0.4	---		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	59 ( 6)	192 ( 13)	251 ( 19)				

LINCOLN  
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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KZKX-F, KTGL-F (Pourtales)	17.0%	22.7%	30.9%
KHAT, KIBZ-F, KKNB-F (Local)	11.7%	8.6%	8.9%
KLIN, KEZG-F, KFGE-F (Local)	16.3%	19.0%	18.3%
	45.0%	50.3%	58.1%

RADIO STATIONS  
-----

KFOR , 1240, 1 KW	, Full Service	ABC, \$40.00 (Katz)	May
KLIN , 1400, 1 KW	, Talk	CNN CBS, \$19.00 ( --- )	
KMEM , 1480, 5 KW/1 KW (DA-2), Standards		UNISTR, \$15.00 (Banner)	Ray Lamb
KEZG-F, 107.3, 100 KW @ 548	, Soft AC/EZ	UNISTR CBS, \$18.00 ( --- )	KLIN owner (D)
KFGE-F, 105.3, 3 KW @ 328	, Country	, \$13.00 ( --- )	KLIN owner (D)
KFRX-F, 102.7, 100 KW @ 430	, CHR	, \$24.00 (Katz)	May
KIBZ-F, 106.3, 3 KW @ 213	, ADR	, \$20.00 (Roslin)	KKNB owner (D)
KKNB-F, 104.1, 31 KW @ 613	, ADR-NR	, \$14.00 (Roslin)	(CRETE)
KLDZ-F, 95.1, 50 KW @ 286	, Oldies	ABC, \$16.00 (Christal)	
KTGL-F, 92.9, 100 KW @ 810	, ADR - Classic	, \$26.00 (Christal)	Pourtales (BEATRICE)
KYNN-F, 101.9, 100 KW @ 1132	, Country	, \$22.00 (Banner)	Midwest Comm.
KZKX-F, 96.9, 100 KW @ 581	, Country	, \$47.00 (Christal)	Pourtales (SEWARD)

KFAB -- see Omaha

Miscellaneous: KFGE-F sold to owners of KLIN, KEZG-F (D) for \$450,000. . .



LITTLE ROCK

Arbitron Rank/Pop (12+): 83/440,000  
 MSA Rank/Pop: 94/535,000  
 ADI # 58  
 Average Person Ratings: 14.8  
 Market TSL: 20.00 hours

Stations: 23/21  
 Diaries: 1248/353:1/52.9%  
 Sample Target: 1185  
 % Below Line: 1.2  
 % Not Listed: 10.5

1993 Revenue: \$15,100,000  
 HH Inc.: \$31,626  
 Retail \$: 4.5 Bil  
 Pop per Station: 20,952  
 #1 Biller: KSSN-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KSSN-F (C)	110/16.9	19.9	14.6	17.4	17.2	17.2	192/2824	1414/32.1	34.3	32.8	F	KSSN-F
2. KIPR-F (B)	74/11.4	9.9	9.8	11.0	11.8	10.5	127/1307	706/16.0	15.6	15.7	C	KIPR-F
3. KDDK-F (C)	52/ 8.0	7.2	7.8	7.4	10.5	7.6	86/1432	834/19.0	20.0	21.0	C	KDDK-F
KARN (N/T)	52/ 8.0	9.2	7.7	9.2	7.5	8.5	56/805	682/15.5	18.2	17.2	C	KARN
5. KURB-F (AC)	48/ 7.4	7.1	6.8	6.9	6.6	7.1	79/1637	867/19.7	18.9	18.7	C	KURB-F
6. KMJX-F (AOR)	35/ 5.4	6.0	6.6	7.3	6.6	6.3	62/960	627/14.3	15.3	15.0	D	KMJX-F
7. KOLL-F (O)	29/ 4.5	5.0	5.6	4.4	4.2	4.9	61/1213	555/12.6	15.6	13.8	B	KOLL-F
KKYK-F (AOR)	29/ 4.5	3.1	5.0	4.4	3.9	4.3	52/1062	566/12.9	13.4	12.7	B	KKYK-F
9. KHLT-F (AC)	26/ 4.0	3.4	4.8	4.5	4.8	4.2	55/1067	517/11.8	12.6	13.0	B	KHLT-F
10. KHVX-F (C)	25/ 3.8	3.6	1.5	1.0	1.4	2.5	31/471	369/ 8.4	7.0	3.8	A	KHVX-F
11. KYFX-F (J/AC)	16/ 2.5	1.1	0.9	1.2	0.7	1.4	16/262	252/ 5.7	4.8	2.0		KYFX-F
12. KMZX-F (B)	13/ 2.0	0.9	2.3	2.8	1.7	2.0	15/204	155/ 3.5	5.0	5.4		KMZX-F
13. KEZQ-F (SAC)	11/ 1.7	2.8	3.8	2.6	3.9	2.7	18/416	255/ 5.8	9.6	10.7	B	KEZQ-F
14. KITA (REL)	10/ 1.5	1.3	1.4	1.2	1.3	1.4	10/167	167/ 3.8	4.8	3.7		KITA
15. KLPO-F (CL AOR)	9/ 1.4	0.9	2.0	1.8	0.6	1.5	9/207	202/ 4.6	4.9	1.0		KLPO-F

12+ FM SHARE (METRO): 84.88% (494 of 582) (SPG 93: 85.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	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 KIPR-F<	2 KIPR-F	2 KARN >	2 KIPR-F<	2 KARN	2 KIPR-F	2 KSSN-F>	2 KITA
KKYK-F	3 KMJX-F	3 KURB-F	3 KURB-F<	3 KDDK-F	3 KDDK-F	3 KARN	3 KIPR-F<	3 KDDK-F	3 KDDK-F	3 KSSN-F
4	KURB-F	4 KDDK-F	4 KDDK-F	KURB-F	4 KIPR-F	4 KURB-F<	4 KDDK-F	4 KURB-F	KURB-F	KARN
5	5 KDDK-F<	5 KMJX-F	5 KMJX-F	5 KARN	KOLL-F	5 KDDK-F	5 KURB-F	5 KMJX-F	5 KMJX-F	5
6	6 KKYK-F	6	6	6 KOLL-F	6	6	6	6	6	6
7	7	7	7	KMJX-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 KIPR-F	1 KIPR-F>	1 KIPR-F	1 KSSN-F	1 KSSN-F>	1 KIPR-F	1 KMJX-F	1 KMJX-F	1 KSSN-F>	1 KSSN-F>
2 KSSN-F	2 KSSN-F<	2 KDDK-F	2 KIPR-F	2 KURB-F<	2 KMJX-F	2 KIPR-F	2 KKYK-F	2 KMJX-F	2 KARN
KURB-F	3 KURB-F	KSSN-F	3 KURB-F	3 KIPR-F<	KURB-F	KKYK-F	KSSN-F	3 KIPR-F	3 KMJX-F>
4 KDDK-F	4 KDDK-F>	4 KURB-F	4 KDDK-F	4 KDDK-F	4 KSSN-F	4 KURB-F	4 KARN	4 KARN	4 KIPR-F
KMJX-F	5	5 KKYK-F	5 KHLT-F	5 KHLT-F	KDDK-F	5 KDDK-F	5 KIPR-F	5 KDDK-F	KOLL-F
6	6	KHVX-F	6	6	6	6 KARN	6	6	6 KDDK-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	
AC		74 ( 2)	74 ( 2)	12.7	13.5	KCON (ST) 1230	CONWAY	0.8/0.9/ 5/ 40
AOR/CLASSIC		73 ( 3)	73 ( 3)	12.5	7.5	KGHT (C) 880	SHERIDAN	1.2/2.0/ 10/ 157
COUNTRY	8 ( 1)	190 ( 4)	198 ( 5)	34.0	31.2	KLGR (G) 1150	N. LITTLE ROCK	1.2/3.9/ 8/ 171
NEWS/TALK	52 ( 1)		52 ( 1)	8.9	9.9	KQUS-F (C) 97.5	HOT SPRINGS	0.5/1.5/ 24/ 553
CHR		3 ( 1)	3 ( 1)	0.5	4.4	KSYP (?) 1010	LITTLE ROCK	0.8/3.9/ 11/ 251
BLACK/URBAN		87 ( 2)	87 ( 2)	14.9	15.3	KYTN-F (REL) 107.9	WRIGHTSVILLE	0.9/5.0/ 11/ 244
SOFT AC/EZ		16 ( 2)	16 ( 2)	2.7	4.4	KFFB-F (E2) 106.1	FAIRFIELD	0.8/1.4/ 21/ 200
HISPANIC						KLAZ-F (CHR) 105.9	HOT SPRINGS	0.5/1.8/ 26/ 433
OLDIES		29 ( 1)	29 ( 1)	5.0	4.7			
FULL SVC/VARIETY								
STANDARDS	5 ( 1)		5 ( 1)	0.9	1.8			
RELIG/GOSPEL	18 ( 2)	6 ( 1)	24 ( 3)	4.1	6.0			
CLASSICAL								
JAZZ		16 ( 1)	16 ( 1)	2.7	0.8			
OTHERS/UNKNOWN	5 ( 1)		5 ( 1)	0.9	0.6			
TOTALS	88 ( 6)	494 ( 17)	582 ( 23)					

LITTLE ROCK  
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DUOPOLY REPORT	12+	25-54	REVENUE
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KSYG, KHLT-F, KKYK-F (Signal)	9.3%	10.6%	10.5%
KURB A/F, KEZO-F (GHB)	9.1%	9.1%	11.4%
KSSN-F, KHVK-F (Southern Skies)	20.7%	21.6%	29.1%
	-----	-----	-----
	39.1%	41.3%	51.0%

RADIO STATIONS  
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KARN, 920, 5 KW (DA-2) , News/Talk	CBS , \$ 31.00 (Katz)		
KAAY, 1090, 50 KW (DA-1) , Religion	, \$ 17.00 ( --- )	Beasley	
KSYG, 1010, 10 KW/5 KW (DA-N) , News	IBN, NBC , \$ 16.00 (Christal)	Signal	(SHERIDAN)
KGHT, 880, 50 KW/1 KW (DA-N) , Country	SMN , \$ 15.00 ( --- )		
KLRG, 1150, 5 KW/1 KW (DA-N) , Gospel	MBS , \$ 14.00 (K & P)		
KDOK-F, 100.3, 44 KW @ 1368, Country	, \$ 46.00 (Mc-Guild)		(JACKSONVILLE)
KEZO-F, 102.9, 50 KW @ 492, Soft AC	, \$ 23.00 (D & R)	GHB	(SHERIDAN)
KHLT-F, 94.1, 100 KW @ 771, AC	, \$ 30.00 (Christal)	Signal	(PINE BLUFF)
KIPR-F, 92.3, 100 KW @ 938, Black	ABC , \$ 32.00 (Katz)		
KKYK-F, 103.7, 100 KW @ 1509, AOR/CHR	, \$ 23.00 (Banner)	Signal	(CABOT)
KLPQ-F, 102.5, 3 KW @ 328, AOR/Classic	, \$ 16.00 ( --- )		
KMJX-F, 105.1, 79 KW @ 1053, AOR	ABC , \$ 50.00 (D & R)		(CONWAY)
KMVK-F, 106.7, 16 KW @ 866, Country	, \$ 20.00 (Katz)	South. Skies	(BENTON)
KMZK-F, 106.3, 3 KW @ 289, Black	SMN , \$ 16.00 (K & P)	Willis	(LONOKE)
KOLL-F, 94.9, 96 KW @ 1843, Oldies	UNISTR, \$ 29.00 ( --- )	So. Starr	(MAUMELLE)
KSSN-F, 95.7, 92 KW @ 1663, Country	ABC , \$ 95.00 (Katz)	South. Skies	
KURB-F, 98.5, 99 KW @ 879, AC	, \$ 34.00 (D & R)	GHB	
KYFX-F, 99.5, 3 KW @ 312, Jazz	, \$ 15.00 ( --- )		

Miscellaneous: KBIS changed to KSYG (April). . .

LOS ANGELES  
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Arbitron Rank/Pop (12+): 2/9,705,900

Stations: 46/43  
Diaries: 5916/1641:1/51.9%  
Sample Target: 5570  
% Below Line: 1.4  
% Not Listed: 10.6

1993 Revenue: \$418,700,000  
HM Inc.: \$36,869  
Retail \$: 97.4 Bil  
Pop per Station: 225,719  
#1 Biller: KABC \$29,800,000

MSA Rank/Pop: 2/12,600,000

ADI # 2

Average Person Ratings: 17.6

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KLAX-F (SP)	1042/ 6.1	5.6	7.0	6.6	5.7	6.3	1087/11176	10491/10.8	11.5	10.0	J	KLAX-F
2. KPWR-F (CHR/U)	867/ 5.1	4.7	4.4	4.7	5.1	4.7	983/18090	15656/16.1	15.5	17.8	J	KPWR-F
3. KROQ-F (AOR-NR)	804/ 4.7	3.8	4.2	3.9	4.3	4.2	963/13912	11534/11.9	12.4	11.6	J	KROQ-F
4. KOST-F (AC)	716/ 4.2	4.7	4.4	4.7	5.1	4.5	862/17854	14906/15.4	15.3	16.3	K	KOST-F
5. KIIS-F (CHR)	662/ 3.9	3.7	4.2	3.8	4.0	3.9	806/18566	15779/16.3	16.4	16.8	K	KIIS-F
6. KFI (T)	648/ 3.8	4.5	4.3	4.1	4.5	4.2	1037/14366	9690/10.0	10.7	10.7	J	KFI
7. KLVE-F (SP)	627/ 3.7	3.2	2.5	2.9	3.5	3.1	696/8636	7731/ 8.0	7.2	7.2	J	KLVE-F
8. KKBT-F (B)	616/ 3.6	3.3	3.4	3.3	3.1	3.4	731/10178	8282/ 8.5	8.7	8.3	J	KKBT-F
9. KABC (T)	602/ 3.5	3.8	3.0	3.5	3.7	3.5	662/10035	8873/ 9.1	8.3	9.9	K	KABC
10. KRTH-F (O)	551/ 3.2	3.5	3.4	3.3	3.9	3.4	699/14628	11548/11.9	12.2	12.8	K	KRTH-F
11. KCBS-F (O)	515/ 3.0	3.2	2.8	1.6	1.7	2.7	688/11596	8875/ 9.1	9.4	6.7	H	KCBS-F
12. KBIG-F (AC)	493/ 2.9	3.4	3.2	3.2	3.2	3.2	607/12773	10421/10.7	9.0	10.6	K	KBIG-F
13. KZLA-F (C)	488/ 2.9	2.3	2.5	2.1	2.2	2.5	553/7513	6506/ 6.7	5.9	5.5	I	KZLA-F
14. KFVB (N)	483/ 2.8	3.0	2.7	2.6	3.2	2.8	513/12458	11570/11.9	12.9	14.4	K	KFVB
15. KLOS-F (AOR)	481/ 2.8	2.7	2.8	3.6	3.9	3.0	700/13552	9761/10.1	10.3	12.0	K	KLOS-F
16. KLSX-F (CL AOR)	479/ 2.8	2.9	3.5	3.2	3.6	3.1	570/10676	8927/ 9.2	11.3	11.0	K	KLSX-F
17. KYSR-F (AC/CHR)	471/ 2.8	2.5	2.3	3.1	3.0	2.7	514/9922	8987/ 9.3	8.6	9.7	I	KYSR-F
18. KNX (N)	447/ 2.6	2.6	2.6	2.3	2.2	2.5	562/12376	9463/ 9.7	11.4	10.0	K	KNX
19. KTNU (SP)	372/ 2.2	2.9	2.9	2.5	2.1	2.6	428/4900	4270/ 4.4	5.2	4.5	K	KTNU
20. KTWV-F (J)	347/ 2.0	1.8	1.9	2.5	2.2	2.1	411/7564	6331/ 6.5	6.5	7.7	I	KTWV-F
21. KXEZ-F (SAC)	302/ 1.8	1.8	2.2	1.4	1.0	1.8	345/6815	6034/ 6.2	7.4	5.1	H	KXEZ-F
22. KKKO-F (CL)	288/ 1.7	1.9	2.1	1.9	1.4	1.9	321/6417	5637/ 5.8	6.4	5.2	G	KKKO-F
23. KKJH (SP)	288/ 1.7	2.0	1.7	1.5	1.6	1.7	295/4642	4456/ 4.6	4.3	4.4	E	KKJH
24. KLAC (ST)	282/ 1.7	1.0	0.7	0.7	0.6	1.0	310/4287	3735/ 3.8	2.5	2.8	K	KLAC
25. KJQI-AA (ST)	222/ 1.3	0.9	1.2	1.1	1.0	1.1	302/3452	2757/ 2.8	3.0	2.4	C	KJQI-AA
26. KXED (SP)	220/ 1.3	1.4	1.4	1.1	1.1	1.3	223/2480	2449/ 2.5	2.6	1.9		KXED
27. KRLA (O)	207/ 1.2	1.1	0.8	1.0	0.9	1.0	238/3969	3652/ 3.8	2.9	2.9	C	KRLA
28. KWKH (SP)	193/ 1.1	1.1	1.3	1.4	1.5	1.2	196/3365	3269/ 3.4	3.5	3.6	G	KWKH
29. KACD-F (AOR)	163/ 1.0	0.5	0.6	1.2	1.0	0.8	164/2320	2294/ 2.4	2.0	2.8		KACD-F
30. KLIT-F (AOR-P)	141/ 0.8	0.9	1.0	1.2	0.9	1.0	167/4183	3593/ 3.7	3.5	4.0	F	KLIT-F
31. KNAC-F (AOR)	135/ 0.8	0.8	0.7	0.7	0.9	0.8	140/3138	2958/ 3.0	2.8	3.2		KNAC-F
32. KMOA-F (SP)	122/ 0.7	1.2	1.1	---	---	1.0	129/2341	2242/ 2.3	2.2	---		KMOA-F
33. XTRA (SPRST)	116/ 0.7	0.7	0.8	0.6	0.6	0.7	195/3962	2732/ 2.8	2.3	2.6		XTRA
KMPC (T)	116/ 0.7	0.5	0.7	0.7	0.9	0.7	136/3874	3234/ 3.3	3.5	3.5		KMPC

12+ FM SHARE (METRO): 71.54% (10912 of 15253) (SPG 93: 71.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>>	1 KLAX-F<	1 KLAX-F>	1 KLAX-F	1 KLAX-F	1 KABC <	1 KLAX-F	1 KFI	1 KLAX-F	1 KPWR-F	1 KABC >
2 KROQ-F	2 KROQ-F	2 KROQ-F	2 KCBS-F	2 KLVE-F<	2 KFI	2 KLSX-F	2 KLAX-F	2 KPWR-F	2 KROQ-F	2 KNX
3 KLAX-F	3 KPWR-F>	3 KPWR-F	2 KLVE-F<	KOST-F	3 KFVB	3 KIIS-F	3 KOST-F	3 KROQ-F<	3 KLAX-F	3 KFVB
4 KIIS-F	4 KIIS-F<	4 KOST-F	4 KROQ-F	4 KCBS-F	4 KNX	KABC	4 KROQ-F	4 KOST-F	4 KKBT-F	4 KLAX-F<
5 KIIS-F	5 KVLE-F	5 KLVE-F	5 KOST-F	5 KROQ-F	5 KOST-F	5 KPWR-F	5 KBIG-F	5 KIIS-F	5 KABC	5 KFI
6	6 KKBT-F	KIIS-F	6 KLOS-F	6 KRTH-F	6 KRTH-F	6 KFVB <	6 KPWR-F	6 KKBT-F	6 KOST-F	6 KKBT-F
7	7 KLOS-F	7 KCBS-F	7 KLSX-F	KLOS-F	7 KLAX-F	7 KLOS-F	7 KRTH-F	7 KRTH-F	7 KIIS-F	7 KLVE-F
8	KLSX-F	8 KLOS-F	8 KRTH-F	8 KFI	KZLA-F	KLVE-F	8 KCBS-F	8 KYSR-F	8 KLVE-F	8 KPWR-F
9	9 KOST-F	KKBT-F	9 KYSR-F	9 KLSX-F	9 KBIG-F	9 KROQ-F	9 KYSR-F	9 KCBS-F	9 KABC	9 KOST-F
10	10 KYSR-F	10 KLSX-F	10 KIIS-F	10 KZLA-F	10 KNX	10 KLVE-F	10 KBIG-F	10 KFI	10 KFI	10 KLSX-F
11	11	11	11	11	11	KFI	11	11	11	11
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KLAX-F	1 KLAX-F>	1 KLVE-F	1 KLAX-F	1 KLAX-F<	1 KPWR-F	1 KROQ-F	1 KROQ-F	1 KLAX-F<	1 KLSX-F	
2 KPWR-F	2 KLVE-F<	2 KLAX-F	2 KOST-F<	2 KLVE-F<	2 KLAX-F	2 KPWR-F<	2 KLOS-F	2 KROQ-F	2 KCBS-F<	
3 KROQ-F	3 KROQ-F	3 KROQ-F	3 KLVE-F<	3 KOST-F	3 KROQ-F	3 KLAX-F	3 KLSX-F	3 KLAX-F<	3 KLAX-F<	
4 KIIS-F	4 KPWR-F	4 KYSR-F	4 KBIG-F<	4 KBIG-F	4 KIIS-F	4 KLSX-F<	4 KLAX-F	4 KPWR-F<	4 KLOS-F<	
5 KKBT-F	5 KIIS-F	5 KBIG-F	5 KIIS-F<	5 KRTH-F	5 KKBT-F	5 KLOS-F	5 KPWR-F	5 KCBS-F	5 KROQ-F	
6 KOST-F	6 KOST-F<	6 KOST-F	6 KYSR-F	6 KYXR-F	6 KTNU	6 KIIS-F<	6 KCBS-F	6 KLOS-F	6 KFI	
7 KBIG-F	7 KYSR-F	7 KIIS-F	7 KROQ-F	KZLA-F	7 KYSR-F	7 KKBT-F	7 KLVE-F	7 KIIS-F	7 KOST-F	
8 KYSR-F	8 KKBT-F	8 KKBT-F	8 KKBT-F	8 KIIS-F	8 KLSX-F	8 KLVE-F	8 KIIS-F	8 KKBT-F	8 KIIS-F	
9 KLVE-F	9 KBIG-F	9 KTNU	KPWR-F	9 KFI	9 KLOS-F	9 KCBS-F	9 KKBT-F	9 KOST-F	9 KLVE-F	
10	10	10 KCBS-F	10 KRTH-F	10 KTNU	10 KOST-F	10 KOST-F	10 KTNU	10 KLVE-F	10 KZLA-F	

LOS ANGELES  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	-----	-----	-----
AC		1680 ( 3)	1680 ( 3)	11.0	9.2	KACE-F (B/AC) 103.9	INGLEWOOD	0.4/2.0/	61/1957
AOR/CLASSIC		1899 ( 4)	1899 ( 4)	12.5	14.0	KEZY-F (CHR) 95.9	ANAHEIM	0.5/2.1/	94/2167
COUNTRY		640 ( 3)	640 ( 3)	4.2	3.8	KFSG-F (REL) 96.3	LOS ANGELES	0.4/1.4/	68/1496
NEWS/TALK	2412 ( 6)		2412 ( 6)	15.8	17.2	KGFJ (B/O) 1230	LOS ANGELES	0.4/1.2/	64/1126
						KGRB (ST) 900	WEST COVINA	0.5/1.1/	84/1111
CHR		1669 ( 4)	1669 ( 4)	10.9	11.2	KIKF-F (C) 94.3	GARDEN GROVE	0.6/1.5/	98/1472
BLACK/URBAN	62 ( 1)	778 ( 3)	840 ( 4)	5.5	6.0	KJLH-F (B) 102.3	COMPTON	0.6/3.1/104/	3119
SOFT AC/EZ		443 ( 2)	443 ( 2)	2.9	6.9	KKLA-F (REL) 99.5	LOS ANGELES	0.5/2.0/	95/2259
HISPANIC	1073 ( 4)	1791 ( 3)	2864 ( 7)	18.8	17.9				
OLDIES	207 ( 1)	1066 ( 2)	1273 ( 3)	8.3	7.2	KFRG-F (C) 95.1	SAN BERNARDINO	0.3/1.4/286/	4408
FULL SVC/VARIETY						KGGI-F (CHR) 99.1	RIVERSIDE	0.4/2.1/274/	5881
STANDARDS	587 ( 4)		587 ( 4)	3.8	1.0				
RELIG/GOSPEL		148 ( 2)	148 ( 2)	1.0	0.5				
CLASSICAL		288 ( 1)	288 ( 1)	1.9	1.8				
JAZZ		510 ( 3)	510 ( 3)	3.3	2.5				
OTHERS/UNKNOWN				0.0	0.9				
TOTALS	4341 (16)	10912 (30)	15253 (46)						

DUOPOLY REPORT	12+	25-54	REVENUE
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KRTH-F, KRQQ-F (Infinity)	7.9%	8.0%	9.5%
KXEZ-F, KYSR-F (Viacom)	4.6%	5.1%	4.6%
KKHJ, KWIZ (Lieberman)	1.7%	1.9%	1.2%
KABC, KLOS-F, KMPC (Cap Cities/ABC)	7.0%	6.8%	14.6%
	21.2%	21.8%	29.9%

RADIO STATIONS  
-----

AM STATIONS  
-----

KABC, 790, 5 KW (DA-N), Talk	ABC, \$ 350.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2), Hispanic	, \$ 70.00 (Katz Hisp.)	United
KFI, 640, 50 KW, Talk	MBS, \$ 270.00 (Christal)	Cox
KFWB, 980, 5 KW, News	CNN, ABC, \$ 330.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW, Black Oldies	MBS, AURN, \$ 70.00 (Roslin)	
KGRB, 900, 500 W/85 W (DA-1), Standards	ABC, \$ 75.00 ( --- )	
KJQI, 1260, 5 KW (DA-2), Standards	, \$ 95.00 (CMBS)	Mt. Wilson
KKHJ, 930, 5 KW (DA-N), Hispanic	, \$ 104.00 (Katz Hisp.)	Lieberman
KLAC, 570, 5 KW (DA-N), Standards	ABC, \$ 100.00 (Eastman)	Shamrock
KMPC, 710, 50 KW/10 KW (DA-N), Talk	, \$ 160.00 (Banner)	Cap Cities/ABC
KNX, 1070, 50 KW, News	CBS, \$ 320.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2), Oldies	, \$ 75.00 (MMR)	Greater Media
KTNO, 1020, 50 KW (DA-2), Hispanic	, \$ 195.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N), Hispanic	, \$ 155.00 (Lotus)	Lotus
KXED, 1540, 50 KW/10 KW (DA-2), Hispanic	, \$ NA (SBS)	SBS

LOS ANGELES

RADIO STATIONS (Cont.)

FM STATIONS

KACE, 103.9,	1.7 KW @ 371,	Black AC	UNISTR, AP,	\$ 80.00 (K & P)	All Pro
KACD, 103.1,	3 KW @ 266,	AOR	CBS, ABC,	\$ 100.00 (K & P)	
KBIG, 104.3,	105 KW @ 2890,	AC		\$ 420.00 (CBS)	Bonneville
KCBS, 93.1,	29 KW @ 3496,	Oldies	CBS,	\$ 290.00 (CBS)	CBS
KFSG, 96.3,	54 KW @ 479,	Religion	AP,	\$ NA (---)	
KIIS, 102.7,	8 KW @ 2959,	CHR		\$ 470.00 (Mc-Guild)	Gannett
KJLH, 102.3,	2.3 KW @ 338,	Black		\$ 95.00 (Roslin)	
KKBT, 92.3,	43 KW @ 2909,	Black		\$ 320.00 (MMR)	Evergreen
KKGO, 105.1,	18 KW @ 2886,	Classical	AP,	\$ 190.00 (CMBS)	Mt. Wilson
KKLA, 99.5,	30 KW @ 669,	Religion		\$ NA (---)	
KLAX, 97.9,	50 KW @ 390,	Hispanic		\$ 340.00 (SBS)	SBS
KLIT, 101.9,	2.5 KW @ 2831,	AOR-P		\$ 95.00 (Banner)	Golden West
KLOS, 95.5,	61 KW @ 3129,	AOR	ABC,	\$ 495.00 (Katz)	Cap Cities/ABC
KLSX, 97.1,	21 KW @ 3001,	Classic AOR		\$ 440.00 (MMR)	Greater Media
KLVE, 107.5,	30 KW @ 2998,	Hispanic		\$ 250.00 (Caballero)	HefTel
KMAX, 107.1,	3 KW @ 43,	Ethnic		\$ 75.00 (---)	Douglas
KMOA, 98.3,	2.3 KW @ 328,	Hispanic		\$ 70.00 (Caballero)	El Dorado
KNAC, 105.5,	1 KW @ 469,	AOR	ABC,	\$ 90.00 (---)	Keymarket
KOST, 103.5,	13 KW @ 3100,	AC		\$ 560.00 (Christal)	Cox
KPWR, 105.9,	72 KW @ 771,	CHR/Urban		\$ 400.00 (D & R)	Emmis
KROQ, 106.7,	6 KW @ 1387,	New Rock		\$ 380.00 (Torbet)	Infinity
KRTH, 101.1,	51 KW @ 3129,	Oldies	UNISTR,	\$ 510.00 (Banner)	Infinity
KTWV, 94.7,	55 KW @ 2831,	Jazz		\$ 350.00 (Group W)	Westinghouse
KXEZ, 100.3,	5 KW @ 3004,	Soft AC/EZ		\$ 240.00 (Torbet)	Viacom
KYSR, 98.7,	75 KW @ 1181,	AC/CHR		\$ 290.00 (Torbet)	Viacom
KZLA, 93.9,	19 KW @ 3136,	Country		\$ 340.00 (Eastman)	Shamrock

Miscellaneous: KMPC changes from Sports to Talk . . . KALI sold to United to Way for \$5,750,000 (Schutz; Star) . . .  
 KAJZ/KBJZ-F changed to KACD/KBCD-F and format from Jazz to AOR (May) . . . KLIT-F changed from  
 Soft AC to Progressive AOR (June) . . . KACE-F (Inglewood) sold by All Pro to Cox (D) for \$11,500,000  
 (MVP) . . . KMGX-F (San Fernando) sold by Buckley to KFOX-F owner (D) for \$4,500,000 (Stanford) . . .

LOUISVILLE  
-----

Arbitron Rank/Pop (12+): 52/810,900  
MSA Rank/Pop: 57/969,000  
ADI # 47  
Average Person Ratings: 15.8  
Market TSL: 21.00 hours

Stations: 19/19  
Diaries: 1558/520:1/56.4%  
Sample Target: 1520  
% Below Line: 0.0  
% Not Listed: 13.1

1993 Revenue: \$30,300,000  
HH Inc.: \$31,670  
Retail \$: 8.2 Bil  
Pop per Station: 42,679  
#1 Biller: WAMZ-F \$7,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WAMZ-F (C)	217/17.0	16.7	19.1	17.3	18.0	17.5	336/3663	2497/30.8	31.4	31.3	H	WAMZ-F
2. WHAS (FS)	167/13.1	17.9	11.9	14.5	13.2	14.4	206/3052	2344/28.9	29.4	28.4	G	WHAS
3. WDJX-F (CHR)	96/ 7.5	8.6	7.0	7.6	9.9	7.7	130/2172	1681/20.7	20.7	22.8	D	WDJX-F
4. WVEZ-F (SAC)	83/ 6.5	4.9	5.8	5.0	5.5	5.6	89/1582	1379/17.0	13.0	12.6	D	WVEZ-F
5. WGZB-F (B)	78/ 6.1	6.0	6.0	7.4	6.9	6.4	85/1012	932/11.5	11.1	11.2	C	WGZB-F
6. WRKA-F (O)	77/ 6.0	4.1	5.1	5.6	5.9	5.2	78/1214	1170/14.4	14.6	17.2	D	WRKA-F
7. WTFX-F (AOR)	72/ 5.6	4.9	5.5	5.2	---	5.3	112/1718	1059/13.1	13.3	---	A	WTFX-F
8. WQMF-F (CL AOR)	62/ 4.8	5.3	5.5	5.8	8.8	5.4	74/1573	1198/14.8	17.5	19.5	E	WQMF-F
9. WAVG (ST)	58/ 4.5	4.3	4.8	3.9	3.4	4.4	60/769	663/ 8.2	9.5	8.1	B	WAVG
10. WLRS-F (AC)	52/ 4.1	4.2	3.1	3.7	4.2	3.8	53/1134	1116/13.8	10.1	12.2	C	WLRS-F
11. WHKW-F (C)	35/ 2.7	2.4	3.2	3.0	3.1	2.8	35/700	693/ 8.5	10.0	9.1	B	WHKW-F
12. WKJK-F (AC)	29/ 2.3	1.5	---	---	---	1.9	47/579	405/ 5.0	4.5	---		WKJK-F
13. WQNF-F (AOR-P)	20/ 1.6	1.0	0.8	---	---	1.1	20/425	385/ 4.7	3.9	---		WQNF-F
14. WLSY-F (B/AC)	18/ 1.4	1.5	2.7	1.7	1.7	1.8	21/364	347/ 4.3	4.4	3.9	A	WLSY-F
15. WLOU (B)	12/ 0.9	1.7	0.8	1.7	1.7	1.3	12/315	315/ 3.9	3.2	5.5		WLOU
16. WKY (T)	11/ 0.9	1.4	2.5	1.9	3.0	1.7	11/347	317/ 3.9	5.8	7.2	A	WKY
WLLV (G)	11/ 0.9	1.8	0.5	1.1	0.9	1.1	11/175	175/ 2.2	2.0	2.2		WLLV
18.												
19.												
20.												

12+ FM SHARE (METRO): 75.44% (839 of 1112) (SPG 93: 72.70%)

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

LOUISVILLE  
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FORMATS -----	AM --	FM --	TOTAL -----	SPG 93		OTHER RATED STATIONS			METRO CUME TSA TSA	
				%	%				SHARE/RTG/AQH/CUME	
AC		81 ( 2)	81 ( 2)	7.3	NM	WDJX	1080	LOUISVILLE	0.6/0.7/	8/ 69
AOR/CLASSIC		154 ( 3)	154 ( 3)	13.8	9.9	WTMT	620	LOUISVILLE	0.5/2.2/	6/ 183
COUNTRY	6 ( 1)	252 ( 2)	258 ( 3)	23.2	25.5					
NEWS/TALK	11 ( 1)		11 ( 1)	1.0	3.4					
CHR	8 ( 1)	96 ( 1)	104 ( 2)	9.4	11.3					
BLACK/URBAN	12 ( 1)	96 ( 2)	108 ( 3)	9.7	9.6					
SOFT AC/EZ		83 ( 1)	83 ( 1)	7.5	6.2					
HISPANIC										
OLDIES		77 ( 1)	77 ( 1)	6.9	NM					
FULL SVC/VARIETY	167 ( 1)		167 ( 1)	15.0	14.8					
STANDARDS	58 ( 1)		58 ( 1)	5.2	4.2					
RELIG/GOSPEL	11 ( 1)		11 ( 1)	1.0	1.8					
CLASSICAL										
JAZZ										
OTHERS/UNKNOWN										
TOTALS	273 ( 7)	839 (12)	1112 (19)							

DUOPOLY REPORT -----	12+	25-54	REVENUE -----
WHAS, WAMZ-F, WKJK-F (Clear Channel, Snowden)	32.4%	32.2%	46.5%
WKY, WVEZ-F, WTFX-F (Prism)	13.0%	12.6%	9.2%
WAVG, WXVW (Local)	4.5%	0.7%	2.4%
	49.9%	45.5%	58.1%

RADIO STATIONS  
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WAVG , 970, 5 KW (DA-N) , Standards	SMN, CBS, \$ 20.00 (D&R)	
WHAS , 840, 50 KW , Full Service	ABC, \$105.00 (Christal)	Clear Channel
WLDF , 1350, 5 KW/500 W (DA-N), Black	AURN, \$ 15.00 ( --- )	Johnson Prod.
WKY , 790, 5 KW/1 KW (DA-2) , Talk	NBC, \$ 23.00 (Mc-Guild)	Prism
WAMZ-F, 97.5, 100 KW @ 500 , Country	, \$160.00 (Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 715 , CHR	AP, \$ 51.00 (Eastman)	Regent
WGZB-F, 96.5, 3 KW @ 295 , Black	, \$ 32.00 (Mc-Guild)	(CORYDON)
WHKW-F, 103.9, 1.4 KW @ 489 , Country	, \$ 23.00 (Eastman)	
WLRS-F, 102.3, 3 KW @ 285 , AC	UNISTR, \$ 40.00 (Torbet)	Liberty
WLSY-F, 101.7, 1.9 KW @ 413 , Black AC	, \$ 19.00 (Mc-Guild)	(JEFFERSON.)
WQMF-F, 95.7, 34 KW @ 580 , Classic ADR	, \$ 77.00 (Katz)	
WQNF-F, 105.9, 3 KW @ 328 , AOR-P	, \$ NA (Katz)	WQMF owner (VALLEY ST.)
WRKA-F, 103.1, 6 KW @ 312 , Oldies	, \$ 52.00 (Banner)	Franklin
WTFX-F, 100.5, 38 KW @ 567 , AOR	, \$ 32.00 (Mc-Guild)	Prism
WVEZ-F, 106.9, 25 KW @ 669 , Soft AC	, \$ 58.00 (Mc-Guild)	Prism
WKJK-F, 98.9, 50 KW @ 361 , AC	SMN, ABC, \$ NA (Christal)	Snowden/Clear Ch. (SALEM, IN)

Miscellaneous: WDJX A/F sold by American Radio Systems to Regent for \$5,500,000 (Blackburn) . . . WLRS-F sold by Beck-Ross to Liberty for \$ \_\_\_\_\_ (Americom) . . . WHKW-F (Corydon) sold to Regent (D) for \$2,600,000 (Henson) . . .

LUBBOCK

Arbitron Rank/Pop (12+): 172/186,500  
 MSA Rank/Pop: 180/230,000  
 ADI # 149  
 Average Person Ratings: 15.7  
 Market TSL: 21.25 hours

Stations: 14/14  
 Diaries: 755/247:1/49.2%  
 Sample Target: 705  
 % Below Line: 0.0  
 % Not Listed: 16.1

1993 Revenue: \$6,800,000  
 HH Inc.: \$27,351  
 Retail \$: 2.4 Bil  
 Pop per Station: 13,321  
 #1 Biller: KLLL-AF \$2,200,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KLLL-F (C)	73/25.0	25.5	27.7	28.7	29.8	----	121/1285	754/40.4	42.5	44.1	D KLLL-F
2. KFMX-F (AOR)	36/12.3	11.4	12.9	9.0	12.0	----	46/569	412/22.1	22.9	23.3	C KFMX-F
3. KKCL-F (O)	31/10.6	11.1	9.7	8.6	7.4	----	42/551	413/22.1	23.8	23.7	B KKCL-F
4. KZII-F (CHR)	29/ 9.9	13.4	13.2	10.4	11.7	----	49/780	492/26.4	30.5	27.8	B KZII-F
5. KXTQ-F (SP)	19/ 6.5	2.9	3.8	2.5	0.3	----	41/482	231/12.4	7.1	8.4	A KXTQ-F
6. KRLB-F (AC)	13/ 4.5	4.6	4.1	6.5	10.0	----	19/488	387/20.8	14.9	19.9	A KRLB-F
7. KONE-F (C)	11/ 3.8	3.9	6.3	4.7	2.3	----	23/411	260/13.9	15.7	16.8	B KONE-F
8. KJAK-F (REL)	8/ 2.7	2.3	1.3	0.7	1.6	----	9/147	118/ 6.3	6.5	5.9	A KJAK-F
9. KRFE (ST)	7/ 2.4	---	---	---	---	----	8/77	56/ 3.0	0.3	0.2	KRFE
KFYO (FS)	7/ 2.4	4.9	3.5	4.3	3.9	----	13/244	166/ 8.9	15.9	10.7	A KFYO
11. KMMX-F (AC)	4/ 1.4	2.6	1.3	0.7	1.0	----	4/180	156/ 8.4	9.2	7.1	A KMMX-F
12. KKAM (T)	3/ 1.0	2.0	1.3	2.5	1.0	----	4/91	82/ 4.4	4.0	3.6	A KKAM
13.											
14.											
15.											

12+ FM SHARE (METRO): 92.24% (226 of 245) (SPG 93: 91.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>	1 KLLL-F>>
2 KLLL-F>>	2 KFMX-F>	2 KFMX-F>	2 KFMX-F>	2 KFMX-F>	2 KKCL-F>>	2 KFMX-F>	2 KKCL-F>	2 KFMX-F>	2 KZII-F<	2 KFMX-F>
3	3 KZII-F	3 KZII-F	3 KKCL-F	3 KKCL-F>	3	3 KKCL-F	3 KFMX-F	3 KZII-F>	3 KFMX-F	3 KRLB-F
4	4 KXTQ-F	4 KKCL-F	4 KXTQ-F	4 KXTQ-F	4	4 KZII-F	4 KKCL-F	4 KXTQ-F	4	4
5	5	5 KXTQ-F	5 KZII-F	5 KZII-F	5	5 KXTQ-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 KLLL-F	1 KLLL-F>>	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F	1 KFMX-F	1 KFMX-F	1 KFMX-F	1 KFMX-F
2 KZII-F	2 KFMX-F	2 KFMX-F	2 KZII-F	2 KKCL-F	2 KFMX-F	2 KKCL-F>>	2 KLLL-F	2 KZII-F>>	2 KFMX-F
3 KRLB-F	3 KFMX-F	KZII-F	3 KFMX-F	3 KZII-F	3 KZII-F	3 KZII-F	3 KXTQ-F	3 KKCL-F	3 KKCL-F
4	4 KRLB-F	4	4 KRLB-F	4 KFMX-F	4	4 KXTQ-F	4 KZII-F	4 KXTQ-F	4 KXTQ-F
5	5 KXQT-F	5	KXTQ-F	5 KXTQ-F	5	5	5	KZII-F	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		17 ( 2)	17 ( 2)	6.9	6.0	KEJS-F (SP)	106.5	LUBBOCK	0.7/2.4/ 3/ 90
AOR/CLASSIC		36 ( 1)	36 ( 1)	14.7	14.1	KLFB (SP)	1420	LUBBOCK	0.7/2.2/ 2/ 45
COUNTRY		84 ( 2)	84 ( 2)	34.3	40.0				
NEWS/TALK	3 ( 1)		3 ( 1)	1.2	----				
CHR		29 ( 1)	29 ( 1)	11.8	14.4				
BLACK/URBAN									
SOFT AC/EZ									
HISPANIC	2 ( 1)	21 ( 2)	23 ( 3)	9.4	9.0				
OLDIES		31 ( 1)	31 ( 1)	12.7	11.0				
FULL SVC/VARIETY	7 ( 1)		7 ( 1)	2.9	4.0				
STANDARDS	7 ( 1)		7 ( 1)	2.9	0.3				
RELIG/GOSPEL		8 ( 1)	8 ( 1)	3.3	1.3				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	19 ( 4)	226 (10)	245 (14)						

DUOPOLY REPORT	12+	25-54	REVENUE
KFMX A/F, KRLB-F (Sonance)	16.8%	19.8%	22.8%



LUBBOCK

RADIO STATIONS

KFYO	,	790,	5 KW/1 KW (DA-2),	Full Service		CBS, \$14.00	(Torbet)	Seaton
KKAM	,	1340,	1 KW	Talk		SUN UNISTR, \$11.00	(Katz)	Sonance
KLLL	,	1590,	1 KW --	See KLLL-FM				
KXTQ	,	950,	5 KW/500 W (DA-2),	Hispanic			\$ NA	(Caballero)
KEJS-F	,	106.5,	34 KW @ 587	Hispanic		CBS, \$10.00	( --- )	
KFMX-F	,	94.5,	100 KW @ 817	AOR		ABC, \$26.00	(Katz)	Sonance
KJAK-F	,	92.7,	100 KW @ 584	Religion		\$ 9.00	( --- )	(SLATON)
KKCL-F	,	98.1,	50 KW @ 295	Oldies		NBC, \$19.00	(Christal)	Amer. General (LORENZO)
KLLL-F	,	96.3,	100 KW @ 817	Country		MBS, \$55.00	(Eastman)	Pinnacle
KHMX-F	,	104.7,	100 KW @ 915	AC		\$10.00	( --- )	Dowdy (LAMESA)
KONE-F	,	101.1,	100 KW @ 751	Country		UNISTR, \$16.00	( --- )	
KRLB-F	,	99.5,	100 KW @ 859	AC		ABC, \$18.00	(Katz)	Sonance
KXTQ-F	,	93.7,	100 KW @ 741	Hispanic		\$12.00	(Caballero)	
KZII-F	,	102.5,	100 KW @ 817	CHR		\$25.00	(Torbet)	Seaton

Miscellaneous: KJBX sold by Sonance for \$75,000 (Whitley). . . KJBX changes to KRFE and format to Standards (May). . .  
 KONE sold by Lotus for \$700,000. . .

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

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

MACON  
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Arbitron Rank/Pop (12+): 147/237,700  
MSA Rank/Pop: 153/294,000  
ADI # 120  
Average Person Ratings: 17.2  
Market TSL: 22.50 hours

Stations: 21/19  
Diaries: 888/268:1/47.9%  
Sample Target: 795  
% Below Line: 1.2  
% Not Listed: 12.5

1993 Revenue: \$8,900,000  
HH Inc.: \$29,581  
Retail \$: 2.5 Bil  
Pop per Station: 12,510  
#1 Biller: WDEN-AF \$2,900,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WDEN-F (C)	84/20.5	17.6	22.2	19.6	20.4	----	137/1363	756/31.8	30.5	34.2	D	WDEN-F
2. WPEZ-F (AC)	43/10.5	7.5	9.0	11.7	7.5	----	57/744	468/19.7	13.8	19.5	C	WPEZ-F
3. WQBZ-F (ADR)	28/ 6.8	5.9	8.8	9.1	10.2	----	37/539	338/14.2	12.4	16.5	B	WQBZ-F
WIBB-F (B)	28/ 6.8	1.1	3.4	3.1	4.0	----	43/533	343/14.4	9.7	12.4		WIBB-F
5. WPGA-F (B)	27/ 6.6	10.2	8.8	9.1	10.2	----	35/482	397/16.7	15.9	17.4	B	WPGA-F
6. WAYS-F (O)	26/ 6.4	7.8	6.1	6.8	7.8	----	62/864	422/17.8	22.3	21.5	B	WAYS-F
7. WDDO (G)	23/ 5.6	6.4	7.8	9.1	8.6	----	25/265	240/10.1	11.1	11.4	A	WDDO
8. WMAZ (N/T)	22/ 5.4	3.5	3.4	3.1	4.0	----	27/451	336/14.1	9.7	12.4	B	WMAZ
9. WFXM-F (B)	19/ 4.6	7.2	7.1	8.9	8.1	----	26/459	330/13.9	17.2	15.7	B	WFXM-F
WMGB-F (CHR)	19/ 4.6	1.9	---	---	---	----	25/411	261/11.0	6.8	----	A	WMGB-F
11. WMKS-F (C)	9/ 2.2	5.9	2.4	4.4	---	----	12/249	199/ 8.4	14.7	9.4	A	WMKS-F
12. WXXO (G)	4/ 1.0	4.5	2.2	---	1.6	----	7/89	59/ 2.5	4.5	2.8	A	WXXO
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.96% (297 of 358) (SPG 93: 84.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBB-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	1 WDEN-F
2 WFXM-F	2 WQBZ-F	2 WPEZ-F	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WPEZ-F>	2 WIBB-F<	2 WIBB-F
3 WDEN-F	3 WIBB-F	3 WQBZ-F	3 WAYS-F	3 WAYS-F<	3 WAYS-F	3 WPGA-F	3 WMAZ-F	3 WQBZ-F	3 WFXM-F	3 WFXM-F
WMGB-F	4 WPGA-F	4 WIBB-F	WPGA-F<	4 WPGA-F	WMAZ-F	4 WAYS-F	4 WQBZ-F	WIBB-F	4 WPGA-F	4 WPGA-F
5 WPGA-F	5 WMGB-F	WPGA-F	5 WQBZ-F	5 WQBZ-F	5 WDDO	5 WDDO	5 WAYS-F	5 WPGA-F	5 WMGB-F	5
6	6	6 WAYS-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 WMGB-F	1 WPEZ-F	1 WDEN-F	1 WPEZ-F<	1 WDEN-F	1 WQBZ-F	1 WQBZ-F	1 WDEN-F	1 WDEN-F	1 WDEN-F>>
2 WPEZ-F	WDEN-F	WPGA-F	2 WDEN-F>	2 WPEZ-F>	2 WIBB-F	2 WDEN-F>	WQBZ-F	2 WQBZ-F>	2 WQBZ-F
WFXM-F	3 WPGA-F	3 WDEN-F	3 WAYS-F	3 WAYS-F	3 WDEN-F	3 WIBB-F>	3 WFXM-F	3 WIBB-F	3 WPEZ-F
WIBB-F	4 WMGB-F	4	4 WPGA-F	4 WPGA-F	4	4 WFXM-F	4	WPGA-F	4 WPGA-F
5	WIBB-F	5	WIBB-F	5 WDDO	5	WPGA-F	5	5 WPEZ-F	5 WAYS-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		43 ( 1)	43 ( 1)	12.0	10.3	WBML (REL) 900	MACON	0.5/1.8/	2/ 60
ADR/CLASSIC		30 ( 2)	30 ( 2)	8.4	10.0	WCOP (REL) 1350	WARNER ROBINS	1.0/3.0/	4/ 75
COUNTRY	3 ( 1)	96 ( 3)	99 ( 4)	27.7	30.4	WDEN (C) 1500	MACON	0.7/2.6/	5/ 70
NEWS/TALK	25 ( 2)		25 ( 2)	7.0	4.0	WNEX (T) 1400	MACON	0.7/1.9/	3/ 56
CHR		19 ( 1)	19 ( 1)	5.3	4.0	WQXM-F (?) 107.1	GORDON	1.0/4.0/	6/ 142
BLACK/URBAN		76 ( 4)	76 ( 4)	21.2	21.0	WRCC-F (C) 101.7	WARNER ROBINS	0.7/4.2/	6/ 121
SOFT AC/EZ						WVIQ-F (CL ADR) 96.5	GRAY	0.5/2.1/	2/ 60
HISPANIC						WVEE-F (B) 103.3	ATLANTA	0.5/2.4/	11/ 236
OLDIES		26 ( 1)	26 ( 1)	7.3	7.0	WVFJ-F (REL) 93.3	MANCHESTER	0.7/2.9/	5/ 148
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	33 ( 4)	3 ( 1)	36 ( 5)	10.1	12.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		4 ( 1)	4 ( 1)	1.1	1.3				
TOTALS	61 ( 7)	297 (14)	358 (21)						

MACON  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WDDO, WPEZ-F, WMGB-F (Local)	20.7%	22.1%	19.8%
WIBB, WQBZ-F, WIBB-F (Taylor)	13.6%	11.9%	8.9%
WPGA A/F, WKKO, WFXM-F (Local)	12.2%	12.4%	14.3%
	46.5%	46.4%	43.0%

RADIO STATIONS  
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WDDO , 1240, 1 KW	, Gospel	MBS, \$13.00 (Christal)	WPEZ owner (D)
WMAZ , 940, 50 KW/10 KW (DA-2)	, News/Talk	MBS ABC, \$16.00 (Katz)	Multimedia
WKKO , 1150, 1 KW (DAYS)	, Gospel	, \$11.00 ( --- )	WPGA owner(D) (FORT VALLEY)
WAYS-F, 99.1, 100 KW @ 663	, Oldies	MBS ABC, \$31.00 (Katz)	Multimedia
WDEN-F, 105.3, 100 KW @ 659	, Country	NBC, \$63.00 (Mc-Guild)	Magic
WFXM-F, 100.1, 3 KW @ 298	, Black	AURN, \$19.00 (Torbet)	WPGA owner (D) (FORSYTH)
WMGB-F, 93.7, 30 KW @ 646	, CHR	, \$12.00 ( --- )	WPEZ owner (D) (JEFFERSON)
WMKS-F, 92.3, 3 KW @ 328	, Country	, \$15.00 ( --- )	
WNEX-F, 107.1, 2.3 KW @ 541	, Standards	ABC, \$10.00 ( --- )	(GORDON)
WPEZ-F, 107.9, 100 KW @ 689	, AC	UNISTR, \$38.00 (Christal)	
WPGA-F, 100.9, 2.3 KW @ 354	, Black	ABC, \$21.00 ( --- )	(PERRY)
WQBZ-F, 106.3, 50 KW @ 493	, ADR	UNISTR, \$24.00 (Banner)	Taylor Bdcst. (FORT VALLEY)
WRCC-F, 101.7, 2.5 KW @ 351	, Country	, \$14.00 (Dora)	Timm (WARNER-ROBINS)
WVYV-F, 97.9, 11 KW @ 500	, AC	, \$11.00 (Banner)	Taylor Bdcst. (FORT VALLEY)

Miscellaneous: WKKO, WFXM-F (Ft. Valley) sold by Woodfin to WPGA owner (D) for \$700,000. . . WVYV-F changes to WIBB-F and format from CHR to Black (April). . . WNEX-F changes to WQXM-F (May). . . WNEX sold for \$175,000. . .

MADISON

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Arbitron Rank/Pop (12+): 121/321,500  
 MSA Rank/Pop: 124/384,000  
 ADI # 91  
 Average Person Ratings: 17.7  
 Market TSL: 21.00 hours

Stations: 19/17  
 Diaries: 1042/309:1/65.5%  
 Sample Target: 990  
 % Below Line: 1.3  
 % Not Listed: 18.8

1993 Revenue: \$16,400,000  
 HH Inc.: \$37,799  
 Retail \$: 3.8 Bil  
 Pop per Station: 18,912  
 #1 Biller: WIBA-F \$3,400,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WIBA-F (AOR)	58/11.1	8.6	9.6	8.4	10.6	9.4	99/1444	799/24.9	23.1	26.4	E	WIBA-F
2. WQOM-AF (C)	47/ 9.0	9.4	8.9	12.7	7.6	10.0	63/923	690/21.5	18.7	19.6	D	WQOM-AF
WZEE-F (CHR)	47/ 9.0	12.2	9.2	10.3	12.7	10.2	114/1891	958/29.8	25.3	34.6	C	WZEE-F
4. WMGN-F (AC)	38/ 7.3	7.0	6.3	4.7	6.8	6.3	53/763	530/16.5	15.0	15.3	C	WMGN-F
5. WOLX-F (O)	35/ 6.7	6.0	5.7	9.9	8.7	7.1	87/1455	681/21.2	19.7	23.7	D	WOLX-F
6. WIBA (FS)	33/ 6.3	6.2	5.0	5.6	8.3	5.8	33/562	477/14.8	14.9	18.3	C	WIBA
7. WMAD-F (AOR)	28/ 5.4	4.4	5.0	4.5	---	4.8	35/481	420/13.1	14.2	---	A	WMAD-F
8. WJJO-F (AOR/AC)	27/ 5.2	5.2	5.0	6.0	5.1	5.4	44/848	530/16.5	16.4	17.0	B	WJJO-F
9. WTDY (T)	23/ 4.4	4.6	6.5	5.0	4.9	5.1	25/391	365/11.4	13.0	12.5	B	WTDY
10. WYZM-F (C)	21/ 4.0	3.8	3.3	1.9	1.5	3.3	31/550	351/10.9	7.4	5.5	A	WYZM-F
11. WTSO (C/FS)	20/ 3.8	3.2	5.0	3.2	3.0	3.8	31/491	307/ 9.5	21.0	8.8	B	WTSO
12. WSJY-F (EZ)	15/ 2.9	3.0	2.8	2.4	2.7	2.8	36/524	206/ 6.4	6.4	7.2	A	WSJY-F
13. WMLI-F (AC)	11/ 2.1	2.6	2.8	3.6	5.7	2.8	18/406	293/ 9.1	11.4	13.7	B	WMLI-F
14. WMMH-F (AC)	6/ 1.2	1.6	2.4	1.7	1.9	1.7	11/228	188/ 5.8	5.6	7.3	A	WMMH-F
15.												

12+ FM SHARE (METRO): 79.20% (335 of 423) (SPG 93: 77.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>>1	WIBA-F	1 WIBA-F>	1 WIBA-F	1 WIBA-F	1 WIBA	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WZEE-F<	1 WTDY
2	2 WZEE-F	2 WZEE-F<	2 WMGN-F	2 WMGN-F	2 WQOM-AF<	2 WZEE-F	2 WQOM-AF<	2 WZEE-F<	2 WIBA	2 WZEE-F
3	3 WMAD-F	3 WMGN-F	3 WOLX-F	3 WOLX-F	3 WOLX-F	3 WQOM-AF	3 WMGN-F	3 WQOM-AF<	3 WQOM-AF	WIBA-F
4	4 WQOM-AF	4 WOLX-F	4 WJJO-F	4 WQOM-AF	4 WMGN-F	4 WIBA	4 WTDY	4 WMGN-F<	4 WIBA-F	4
5	5 WJJO-F	5 WQOM-AF	5 WQOM-AF	5 WJJO-F	5	WMGN-F	WZEE-F	5 WOLX-F	5 WMAD-F	5
6	6 WMGN-F	6 WJJO-F<	6	6	6	6	6	6	6	6
7	7	7 WMAD-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F	1 WZEE-F>	1 WMGN-F	1 WZEE-F	1 WMGN-F>	1 WIBA-F	1 WIBA-F>>	1 WIBA-F	1 WIBA-F>>	1 WIBA-F>
2 WQOM-AF	2 WMGN-F>	2 WIBA-F	2 WMGN-F>	2 WOLX-F<	2 WMAD-F	2 WMAD-F>	2 WJJO-F	2 WMAD-F	2 WOLX-F<
WYZM-F	3 WQOM-AF	WJJO-F	3 WQOM-AF	3 WQOM-AF<	WZEE-F	3 WQOM-AF	3 WMAD-F	3 WOLX-F	3 WJJO-F
4 WIBA-F	WIBA-F	WZEE-F	4 WIBA-F	4 WZEE-F	4 WQOM-AF	4 WJJO-F	4 WQOM-AF	4 WQOM-AF	4 WMGN-F
WMAD-F	5 WYZM-F	5 WQOM-AF	WOLX-F	5 WJJO-F	5	WZEE-F	5	WJJO-F	5 WQOM-AF
6	6 WMAD-F	6	6 WJJO-F	6 WIBA-F	6	6	6	6	6 WMAD-F
	WJJO-F								

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		44 ( 2)	44 ( 2)	10.4	8.3	WIBU (ST) 1240	1.0/3.2/ 9/ 204		
AOR/CLASSIC	2 ( 1)	113 ( 3)	115 ( 4)	27.2	21.4	WMAD (AOR) 1190	0.4/1.5/ 5/ 65		
COUNTRY	21 ( 2)	70 ( 3)	91 ( 5)	21.5	15.2				
NEWS/TALK	23 ( 1)		23 ( 1)	5.4	7.6	WGN (FS/T) 720	0.8/2.9/ 24/ 272		
CHR		47 ( 1)	47 ( 1)	11.1	15.4	WJVL-F (C) 99.9	0.6/2.1/ 53/ 612		
BLACK/URBAN									
SOFT AC/EZ		26 ( 2)	26 ( 2)	6.1	10.1				
HISPANIC									
OLDIES		35 ( 1)	35 ( 1)	8.3	10.6				
FULL SVC/VARIETY	37 ( 2)		37 ( 2)	8.7	10.1				
STANDARDS	5 ( 1)		5 ( 1)	1.2	1.4				
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	88 ( 7)	335 (12)	423 (19)						

MADISON

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DUOPOLY REPORT	12+	25-54	REVENUE
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WTDY, WMGN-F, WJJO-F (Midwest Family)	16.9%	23.3%	18.4%
WIBA A/F, WMAD A/F (Double L)	23.2%	22.0%	32.0%
WMM-F, WYZM-F (Woodward)	5.2%	5.7%	4.1%
	-----	-----	-----
	45.3%	51.0%	54.5%

RADIO STATIONS

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WIBA , 1310, 5 KW (DA-2) , Full Service	CBS, \$38.00 (Katz)	Double L
WTDY , 1480, 5 KW (DA-2) , Talk	ABC, NBC, \$21.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2), Country/FS	ABC, \$24.00 (Banner)	Midcontinent
WIBA-F, 101.5, 12 KW @ 1017 , AOR	, \$72.00 (Katz)	Double L
WJJO-F, 94.1, 50 KW @ 492 , AOR/AC	, \$24.00 (D & R)	(WATERTOWN)
WMAD-F, 92.1, 1.8 KW @ 400 , AOR	, \$21.00 (Katz)	Double L (SUN PRARIE)
WMGN-F, 98.1, 38 KW @ 581 , AC	, \$44.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 5 KW @ 672 , Soft AC	UNISTR, \$19.00 (Mc-Guild)	(SAUK CITY)
WMM-F, 105.5, 4.4 KW @ 384 , AC	, \$18.00 (K & P)	Woodward (VERONA)
WOLX-F, 94.9, 37 KW @ 1299 , Oldies	, \$50.00 (Christal)	Shockley (BARABOO)
WSJY-F, 107.3, 26 KW @ 676 , EZ	ABC, \$17.00 ( --- )	Goetz (FORT ATKINSON)
WYZM-F, 105.1, 6 KW @ 243 , Country	, \$19.00 (K & P)	Woodward (WAUNAKEE)
WQOM-F, 106.3, 4.5 KW @ 380 , Country	ABC, \$54.00 (Christal)	Enterprise (MIDDLETON)
WZEE-F, 104.1, 9.4 KW @ 1118 , CHR	, \$45.00 (Banner)	Midcontinent

MANCHESTER

Arbitron Rank/Pop (12+): 179/171,800  
 MSA Rank/Pop: 133/271,000 (w/Nashua)  
 Boston ADI  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 28/7  
 Diaries: 628/261:1/56.1%  
 Sample Target: 610  
 % Below Line: 38.9  
 % Not Listed: 18.0

1993 Revenue: \$6,800,000  
 HH Inc.: \$45,490  
 Retail \$: 3.0 Bil  
 Pop per Station: 23,400  
 #1 Biller: WZID-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WZID-F (AC/SAC)	54/19.1	21.0	18.2	19.6	13.0	----	112/1206	562/34.3	33.2	34.7	E	WZID-F
2. WGIR-F (ADR)	36/12.7	7.9	10.5	7.9	9.9	----	67/1041	435/26.6	23.9	27.6	D	WGIR-F
3. WOKQ-F (C)	21/ 7.4	9.0	7.7	7.1	8.6	----	49/660	254/15.5	18.6	17.2		WOKQ-F
4. WFEA (ST)	16/ 5.7	4.8	5.6	4.6	5.6	----	25/293	163/10.0	10.0	12.7	A	WFEA
5. WGIR (N/T)	9/ 3.2	3.4	3.7	4.6	6.5	----	18/450	243/14.8	13.7	13.5	C	WGIR
WJMN-F (CHR)	9/ 3.2	3.1	4.0	2.9	3.4	----	23/454	235/14.3	15.1	15.1		WJMN-F
7. WAAF-F (ADR)	8/ 2.8	4.5	3.1	2.9	2.7	----	20/349	175/10.7	8.5	11.6		WAAF-F
WSSH-F (SAC)	8/ 2.8	2.4	5.2	4.6	5.1	----	28/548	157/ 9.6	11.5	14.2		WSSH-F
9. WCGY-F (ADR)	7/ 2.5	1.4	1.2	1.1	1.7	----	25/344	98/ 6.0	7.5	8.3		WCGY-F
WXKS-F (CHR)	7/ 2.5	3.4	4.3	2.1	1.7	----	22/445	185/11.3	12.5	16.5		WXKS-F
WBZ (N)	7/ 2.5	0.3	1.2	0.7	2.4	----	17/427	131/ 8.0	7.1	7.9		WBZ

12+ FM SHARE (METRO): 81.47% (189 of 232) (SPG 93: 84.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMN-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 WZID-F>>
2 WKXS-F	2 WZID-F>>	2 WGIR-F>>	2 WGIR-F>>	2 WGIR-F>>	2 WFEA	2 WGIR-F>	2 WGIR-F>>	2 WGIR-F>>	2 WGIR-F	2
3 WGIR-F	3	3	3	3	3 WOKQ-F	3 WFEA	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3
4 WZID-F	4	4	4	4	4 WGIR-F	4 WOKQ-F	4 WOKQ-F	4 WFEA	4 WBCN-F<	4
5 WAAF-F	5	5	5	5	5 WGIR	5	5	5	5 WJMN-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 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 WGIR-F>>
2 WKXS-F	2 WGIR-F>>	2 WGIR-F	2 WGIR-F>	2 WGIR-F>		2 WZID-F	2 WZID-F>	2 WZID-F	2 WZID-F>>	2 WZID-F>>
3 WJMN-F	3	3 WCGY-F	3	3 WOKQ-F>		3 WOKQ-F	3 WOKQ-F	3 WBCN-F	3	3
4	4	4 WOKQ-F	4	4		4	4 WAAF-F	4	4	4
5	5	5	5	5		5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		9 ( 4)	9 ( 4)	3.9	6.2	WDER (REL) 1320	0.4/1.8/ 7/ 69
ACR/CLASSIC		62 ( 6)	62 ( 6)	26.7	24.0	WJYY-F (AC) 105.5	1.1/2.8/ 11/ 216
COUNTRY		27 ( 2)	27 ( 2)	11.7	11.1	WNNH-F (O) 99.1	1.1/3.8/ 13/ 256
NEWS/TALK	26 ( 5)		26 ( 5)	11.2	9.0	WHOB-F (CHR) 106.3	1.1/8.4/ 15/ 383
CHR		19 ( 3)	19 ( 3)	8.2	10.4	WNHI-F (?) 93.3	0.4/1.3/ 1/ 48
BLACK/URBAN						WXLO-F (AC) 104.5	0.4/6.0/ 10/ 246
SOFT AC/EZ		62 ( 2)	62 ( 2)	26.7	27.0		
HISPANIC						SEE BOSTON FOR MORE ABOUT THESE STATIONS:	
OLDIES		8 ( 2)	8 ( 2)	3.4	5.2	WBCN-F 2.1/10.5	WCRB-F 0.4/ 4.1
FULL SVC/VARIETY						WBOS-F 2.1/ 5.6	WEEI 0.4/ 2.3
STANDARDS	16 ( 1)		16 ( 1)	6.9	6.2	WBXH-F 0.7/ 5.5	WHDH 1.4/ 4.4
RELIG/GOSPEL	1 ( 1)		1 ( 1)	0.4	0.3	WBOS-F 1.1/ 6.4	WLYT-F 1.1/ 6.5
CLASSICAL		1 ( 1)	1 ( 1)	0.4	1.0		WODS-F 1.8/11.2
JAZZ							WRKO 1.8/ 5.9
OTHERS/UNKNOWN		1 ( 1)	1 ( 1)	0.4	---		WZLX-F 0.7/ 4.0
TOTALS	43 ( 7)	189 (21)	232 (28)				

MANCHESTER  
.....

DUOPOLY REPORT  
.....

NONE AS OF JULY 1994. . .

RADIO STATIONS  
.....

WFEA	,	1370,	5 KW (DA-2)	,	Standards	TALKNT CBS, \$17.00	(Mc-Guild)	Saga
WGIR	,	610,	5 KW/1 KW (DA-2)	,	News/Talk	ABC, \$30.00	(Banner)	Knight Quality
WGIR-F,	101.1,	14 KW @ 951	,	AOR		\$48.00	(Banner)	Knight Quality
WNNH-F,	99.1,	1.3 KW @ 711	,	Oldies		\$16.00	(D & R)	(HENNIKER)
WZID-F,	95.7,	15 KW @ 925	,	Soft AC/AC		\$73.00	(Mc-Guild)	Saga
WHOB-F,	106.3,	3 KW @ 328	,	CHR		\$25.00	(Torbet)	(NASHUA)

Other ranked stations -- See Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 70/540,200  
 MSA Rank/Pop: 76/700,000  
 ADI # 114  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 24/20  
 Diaries: 1216/444:1/43.9%  
 Sample Target: 1250  
 % Below Line: 3.8  
 % Not Listed: 12.0

1993 Revenue: \$13,200,000  
 HH Inc.: \$20,380  
 Retail \$: 4.1 Bil  
 Pop per Station: 27,010  
 #1 Biller: KTEX-F \$2,300,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KBFM-F (CHR)	118/12.7	12.6	12.9	11.0	11.9	12.3	131/1912	1783/33.0	32.6	27.9	C	KBFM-F
2. KGBT (SP)	112/12.0	9.3	9.0	8.6	9.6	9.7	122/1148	1052/19.5	19.1	20.1	C	KGBT
3. KIWW-F (SP)	98/10.5	12.4	13.5	10.6	9.7	11.8	111/1779	1606/29.7	33.3	26.7	C	KIWW-F
4. KTEX-F (C)	83/ 8.9	9.0	10.5	11.9	12.7	10.1	88/1318	1250/23.1	25.2	24.5	D	KTEX-F
5. KVLY-F (D)	66/ 7.1	8.0	8.3	8.6	6.7	8.0	69/1088	1030/19.1	21.9	15.0	C	KVLY-F
6. KTJN-FF (SP)	55/ 5.9	5.0	6.0	5.0	5.9	5.5	59/1000	900/16.7	17.4	15.7	B	KTJN-FF
7. KKPS-F (SP)	49/ 5.3	5.1	5.9	6.7	3.8	5.8	50/1038	974/18.0	15.1	14.8	A	KKPS-F
8. KFRQ-F (C)	30/ 3.2	5.0	5.4	8.4	6.6	5.5	32/840	774/14.3	17.2	19.9	C	KFRQ-F
9. KQXX-F (SP)	27/ 2.9	3.7	3.0	3.5	3.9	3.3	28/460	446/ 8.3	6.7	9.4	B	KQXX-F
10. KURV (T)	26/ 2.8	2.8	3.7	3.1	2.3	3.1	31/360	334/ 6.2	8.3	5.9	B	KURV
11. KBOR (SP)	24/ 2.6	2.8	0.7	1.6	1.9	1.9	24/341	341/ 6.3	3.4	5.9		KBOR
12. KVJY (EZ)	23/ 2.5	1.8	2.1	1.7	2.0	2.0	23/188	187/ 3.5	4.5	4.3	A	KVJY
13. KSOX-AF (C)	19/ 2.0	2.2	2.5	---	0.9	1.7	28/452	404/ 7.5	8.1	4.2	A	KSOX-AF
14. KRGE (REL)	16/ 1.7	2.0	0.9	1.8	1.6	1.6	16/199	196/ 3.6	2.3	4.1		KRGE
15.												

12+ FM SHARE (METRO): 71.39% (584 of 818) (SPG 93: 77.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KBFM-F>>>1	KBFM-F	1 KIWW-F<	1 KIWW-F	1 KIWW-F	1 KGBT >	1 KGBT	1 KIWW-F<	1 KGBT	1 KBFM-F>>	1 KBFM-F
2	2 KIWW-F	2 KBFM-F	2 KVLY-F	2 KGBT <	2 KTEX-F	2 KBFM-F<	2 KGBT <	2 KBFM-F	2 KTJN-FF	2 KGBT
3	3 KVLY-F	3 KVLY-F	3 KGBT <	3 KVLY-F	3 KIWW-F>	3 KIWW-F	3 KTEX-F<	3 KTEX-F<	3 KIWW-F	3 KVLY-F
4	4 KKPS-F<	4 KTEX-F	4 KTEX-F	4 KTEX-F	4 KVLY-F	4 KTEX-F	4 KBFM-F	4 KIWW-F	4 KTEX-F<	4
5	5 KTEX-F	5 KGBT	5 KBFM-F	5 KBFM-F	5	5 KVLY-F	5 KVLY-F	5 KVLY-F	5 KVLY-F<	5
6	6 KTJN-FF	6	6	6	6	6	6	6	6 KKPS-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 KBFM-F	1 KBFM-F	1 KVLY-F	1 KIWW-F	1 KIWW-F<	1 KBFM-F	1 KBFM-F<	1 KIWW-F	1 KIWW-F	1 KIWW-F>
2 KIWW-F	2 KVLY-F	2 KIWW-F	KBFM-F<	2 KVLY-F	2 KKPS-F	2 KIWW-F	2 KVLY-F	2 KBFM-F>	2 KGBT
KTEX-F	3 KIWW-F	3 KBFM-F	3 KVLY-F<	3 KGBT	3 KIWW-F	3 KKPS-F	3 KBFM-F	3 KGBT	3 KVLY-F
4 KTJN-FF	4 KTEX-F	4 KKPS-F	4 KTEX-F>	4 KTEX-F	4 KTEX-F	4 KVLY-F	KGBT	4 KVLY-F<	4 KTEX-F
5 KVLY-F	5 KTJN-FF	KGBT	5 KGBT	5 KBFM-F	5 KTJN-FF	5 KTJN-FF	5 KTJN-FF	5 KTEX-F	5 KBFM-F
6 KFRQ-F	6	KTEX-F	6	6	6	6	KKPS-F	6 KKPS-F	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC						KIRT (SP) 1580	MISSION	1.4/2.8/	14/ 180
AOR/CLASSIC		6 ( 1)	6 ( 1)	0.7	2.3	KUBR (SP) 1210	SAN JUAN	1.1/2.4/	10/ 129
COUNTRY	2 ( 1)	130 ( 3)	132 ( 4)	16.1	23.2	KVPA-F (AOR) 101.1	PORT ISABEL	0.6/3.0/	6/ 163
NEWS/TALK	26 ( 1)		26 ( 1)	3.2	2.6	XERT (SP) 1170	REYNOSA	0.9/1.7/	8/ 98
CHR		118 ( 1)	118 ( 1)	14.4	13.5	XAAA-F (SP) 93.1	REYNOSA	0.5/2.2/	5/ 124
BLACK/URBAN						XHNA-F (SP) 105.9	MATAMOROS	0.5/1.1/	5/ 58
SOFT AC/EZ	23 ( 1)		23 ( 1)	2.8	2.3	XRYS-F (SP) 90.1	REYNOSA	1.5/5.6/	14/ 301
HISPANIC	167 ( 5)	264 ( 9)	431 (14)	52.7	46.7	XVTH-F (SP) 107.1	MATAMOROS	1.2/5.0/	12/ 287
OLDIES		66 ( 1)	66 ( 1)	8.1	7.6				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	16 ( 1)		16 ( 1)	2.0					
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	234 ( 9)	584 (15)	818 (24)						



MCALLEN-BROWNSVILLE

DUOPOLY REPORT	12+	25-54	REVENUE
KBOR, KTJN-F, KTJX-F (Local)	8.5%	6.7%	6.1%
KFRQ-F, KKPS-F (Signature)	8.5%	8.3%	12.1%
	17.0%	15.0%	18.2%

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), Hispanic		\$ 15.00 (Caballero)	
KGBT, 1530, 50 KW/10 KW (DA-N), Hispanic		\$ 40.00 (Katz)	Tichenor
KRGE, 1290, 5 KW (DA-1), Religion		\$ 12.00 (---)	
KURV, 710, 1 KW/0.9 KW(DA-2), Talk	ABC, CBS,	\$ 17.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1), EZ	ABC,	\$ 16.00 (Christal)	Tate
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC,	\$ 38.00 (D & R)	Calendar
KFRQ-F, 94.5, 100 KW @ 1158, Country		\$ 31.00 (Torbet)	Signature
K1W-F, 96.1, 100 KW @ 449, Hispanic		\$ 40.00 (Katz Hisp)	Tichenor
KKPS-F, 99.5, 100 KW @ 1036, Hispanic		\$ 19.00 (---)	Signature
KQXX-F, 98.5, 100 KW @ 1319, Hispanic		\$ 22.00 (Lotus)	
KSOX-F, 102.1, 18 KW @ 758, Country		\$ 16.00 (---)	
KTEX-F, 100.3, 100 KW @ 449, Country		\$ 51.00 (Christal)	Tate
KTJN-F, 106.3, 0.5 KW @ 633, Hispanic		\$ 21.00 (Caballero)	
KTJX-F, 105.5, 3 KW @ 285: SEE KTJN-F			
KVLY-F, 107.9, 100 KW @ 718, Oldies		\$ 26.00 (Torbet)	Tippie

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 97/372,300  
 MSA Rank/Pop: NA  
 Orlando ADI  
 Average Person Ratings: 16.2  
 Market TSL: 22.00 hours

Stations: 25/8  
 Diaries: 960/388:1/59.8%  
 Sample Target: 935  
 % Below Line: 51.6  
 % Not Listed: 15.6

1993 Revenue: NA  
 HH Inc.: \$34,308  
 Retail \$: 3.2 Bil  
 Pop per Station: 46,538  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WMMB (ST/FS)	81/ 8.5	11.7	10.1	8.5	10.0	----	51/471	471/12.7	14.9	15.0	WMMB
2. WHTQ-F (CL AOR)	43/ 7.1	6.1	5.6	7.1	7.8	----	65/1061	640/17.2	16.5	16.4	WHTQ-F
WWKA-F (C)	43/ 7.1	6.6	8.0	11.3	7.8	----	66/972	625/16.8	15.7	18.2	WWKA-F
4. WJRR-F (AOR)	41/ 6.8	6.5	3.4	2.5	3.9	----	74/1062	610/16.4	18.7	12.9	WJRR-F
5. WAOA-F (CHR)	34/ 5.6	7.1	6.0	4.8	4.8	----	34/587	582/15.6	21.4	15.5	WAOA-F
6. WHKR-F (C)	30/ 5.0	7.0	6.3	4.1	5.0	----	30/434	418/11.2	12.1	11.5	WHKR-F
WLRQ-F (SAC)	30/ 5.0	5.3	6.1	8.2	7.3	----	30/401	401/10.8	14.6	16.4	WLRQ-F
8. WDIZ-F (AOR)	28/ 4.6	3.9	4.3	2.8	3.0	----	52/898	493/13.2	10.5	13.3	WDIZ-F
9. WTKS-F (T/AOR)	27/ 4.5	2.4	3.4	0.7	1.8	----	39/734	436/11.7	8.5	8.3	WTKS-F
WOMX-F (AC)	27/ 4.5	4.7	3.1	3.4	2.3	----	60/1046	518/13.9	15.5	12.5	WOMX-F
11. WGGD-F (O)	22/ 3.6	1.9	3.2	3.7	5.0	----	22/337	337/ 9.1	8.3	8.8	WGGD-F
12. WTAI (T)	21/ 3.5	2.1	3.6	3.9	3.9	----	21/193	193/ 5.2	5.1	4.8	WTAI
13.											
14.											
15.											

12+ FM SHARE (METRO): 81.73% (416 of 509) (SPG 93: 79.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAOA-F>	1 WJRR-F	1 WHTQ-F<	1 WHTQ-F	1 WHTQ-F	1 WMMB >>	1 WMMB <	1 WMMB <	1 WHTQ-F	1 WJHM-F<	1 WHTQ-F
2 WJHM-F>>	2 WHTQ-F	2 WJRR-F>	2 WJRR-F	2 WJRR-F<	2 WWKA-F>	2 WJRR-F>	2 WHTQ-F	2 WWKA-F	2 WTKS-F<	2 WDBO
3	3 WDIZ-F>	3 WWKA-F<	3 WWKA-F	3 WWKA-F	3 WHKR-F<	3 WWKA-F	3 WWKA-F	3 WJRR-F	3 WWKA-F	3 WJHM-F
4	4 WWKA-F	4 WDIZ-F	4 WLRQ-F<	4 WLRQ-F	4 WOMX-F	4 WHTQ-F	4 WTAI <	4 WTKS-F<	4 WMMB	4 WWKA-F
5	5 WAOA-F	5 WLRQ-F<	5 WTKS-F	5	5	5 WAOA-F	5 WJRR-F<	5 WHKR-F<	5 WAOA-F	5 WHL
6	6 WLRQ-F	6 WAOA-F	6	6	6	6	6 WLRQ-F	6 WLRQ-F	6 WHKR-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 WAOA-F	1 WAOA-F	1 WHTQ-F	1 WAOA-F	1 WWKA-F	1 WDIZ-F	1 WJRR-F	1 WHTQ-F	1 WJRR-F<	1 WHTQ-F
2 WJRR-F	2 WJRR-F	2 WLRQ-F	2 WHTQ-F	2 WLRQ-F	2 WJRR-F	2 WHTQ-F	2 WJRR-F	2 WHTQ-F	2 WJRR-F
3 WDIZ-F	3 WHTQ-F	3 WJRR-F	3 WOMX-F	3 WHTQ-F	3 WWKA-F	3 WDIZ-F>	3 WDIZ-F	3 WDIZ-F	3 WTKS-F
4	4 WHKR-F	4 WWKA-F	4 WWKA-F	4 WOMX-F	4 WCFB-F	4 WWKA-F	4 WTKS-F	4 WTKS-F	4 WWKA-F
5	5 WLRQ-F	5	5 WLRQ-F	5	5	5 WTKS-F	5 WWKA-F	5 WWKA-F	5 WDIZ-F
6	6	6	6	6	6	6	6 WLRQ-F	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		27 ( 1)	27 ( 1)	5.3	NM	WMEL (FS)	920	MELBOURNE	1.2/3.1/ 7/ 118
AOR/CLASSIC		123 ( 5)	123 ( 5)	24.2	12.4	WVHL (T)	1350	COCOA	0.5/2.3/ 3/ 92
COUNTRY		87 ( 4)	87 ( 4)	17.1	19.1	WGYL-F (SAC)	93.7	VERO BEACH	1.8/4.3/ 11/ 160
NEWS/TALK	24 ( 2)	27 ( 1)	51 ( 3)	10.0	8.3	WKGR-F (CL AOR)	98.7	FT. PIERCE	1.2/4.1/ 7/ 167
CHR		38 ( 2)	38 ( 2)	7.5	8.1	WOOL-F (O)	103.7	VERO BEACH	0.7/4.4/ 4/ 165
BLACK/URBAN		16 ( 1)	16 ( 1)	3.1	7.5	WGNE-F (C)	98.1	TITUSVILLE	1.2/5.0/ 47/ 717
SOFT AC/EZ		56 ( 3)	56 ( 3)	11.0	6.3				
HISPANIC									
OLDIES		42 ( 3)	42 ( 3)	8.3	8.1				
FULL SVC/VARIETY	18 ( 2)		18 ( 2)	3.5	1.6	WCFB-F	1.2/3.5	WMMO-F	0.7/1.9
STANDARDS	51 ( 1)		51 ( 1)	10.0	12.0	WDBO	1.8/3.9	WOCL-F	2.7/8.6
RELIG/GOSPEL						WJHM-F	2.7/7.5	WXXL-F	0.7/4.5
						WGMF-F	2.5/8.3		
CLASSICAL									
JAZZ					0.4				
OTHERS/UNKNOWN					0.6				
TOTALS	93 ( 5)	416 (20)	509 (25)						

SEE ORLANDO FOR MORE ABOUT THE FOLLOWING:

MELBOURNE-TITUSVILLE-COCOA

DUOPOLY REPORT

NONE AS OF JULY 1994. . .

RADIO STATIONS

WMEL	,	920	,	5 KW/1 KW (DA-2)	,	Standards/FS		SUN	,	\$ NA		(K & P)
WMMB	,	1240	,	1 KW	,	Standards		ABC MBS	,	\$ NA		(Torbet)
WTAI	,	1560	,	5 KW (DAYS)	,	Talk		CBS ABC	,	\$ NA		(Torbet)
WADA-F	,	107.1	,	100 KW @ 485	,	CHR			,	\$ NA		(Torbet)
WGGD-F	,	102.3	,	3 KW @ 203	,	Oldies			,	\$ NA		(Torbet)
WHKR-F	,	102.7	,	50 KW @ 493	,	Country			,	\$ NA		(K & P)
WLRQ-F	,	99.3	,	50 KW @ 493	,	Soft AC			,	\$ NA		(Eastman)

(ROCKLEDGE)

Other rated stations -- see Orlando or Daytona Beach

\*\*\*\*\* 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	

MEMPHIS

Arbitron Rank/Pop (12+): 44/915,300

Stations: 24/23  
Diaries: 1480/618:1/50.2%  
Sample Target: 1485  
% Below Line: 0.6  
% Not Listed: 9.2

1993 Revenue: \$31,100,000  
HH Inc.: \$31,379  
Retail \$: 8.0 Bil  
Pop per Station: 39,796  
#1 Biller: WGKX-F \$7,100,000

MSA Rank/Pop: 50/1,040,000  
ADI # 42  
Average Person Ratings: 16.9  
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WHRK-F (B)	189/12.2	12.6	12.7	11.6	11.3	12.3	227/2656	2202/24.1	23.4	24.4	E	WHRK-F
2. WGKX-F (C)	125/ 8.1	8.4	9.8	9.4	9.5	8.9	162/2452	1805/19.7	21.9	21.4	H	WGKX-F
3. KJMS-F (B)	120/ 7.7	6.5	8.5	7.9	7.4	7.7	127/2084	1888/20.6	18.9	20.2	D	KJMS-F
4. WDIA (B)	119/ 7.7	6.9	9.4	8.4	9.5	8.1	129/1781	1515/16.6	17.2	20.5	D	WDIA
5. WEGR-F (AOR)	117/ 7.5	7.4	9.1	8.9	8.8	8.2	174/2186	1495/16.3	18.0	17.7	F	WEGR-F
6. WMC -F (CHR/AC)	102/ 6.6	7.3	6.6	7.4	8.5	7.0	125/2099	1587/17.3	17.7	19.1	E	WMC -F
7. WRVR-F (AC)	94/ 6.1	6.9	6.8	6.2	6.6	6.5	121/1974	1399/15.3	16.4	15.3	E	WRVR-F
8. WMC (W/T)	89/ 5.7	6.8	5.6	6.4	4.7	6.1	101/1488	1310/14.3	13.4	11.3	D	WMC
9. WLOK (G)	78/ 5.0	4.9	4.3	5.9	4.9	5.0	78/1002	1002/10.9	11.2	11.1	D	WLOK
10. WOGY-F (C)	70/ 4.5	4.9	4.9	4.1	5.4	4.6	77/1194	1092/11.9	11.9	12.1	B	WOGY-F
11. WYKL-F (O)	62/ 4.0	3.6	2.5	3.0	2.5	3.3	108/1695	1165/12.7	10.4	10.9	D	WYKL-F
12. WRXQ-F (AOR-P)	54/ 3.5	2.1	---	---	---	2.8	56/678	670/ 7.3	----	----		WRXQ-F
13. KFTH-F (G/B)	32/ 2.1	2.1	2.6	1.5	2.2	2.1	32/712	712/ 7.8	8.7	7.8		KFTH-F
14. WBBP (REL)	27/ 1.7	1.3	0.8	1.2	1.7	1.3	28/364	357/ 3.9	3.2	3.7		WBBP
15. WCRV (REL)	25/ 1.6	1.6	1.7	1.4	1.4	1.6	37/595	454/ 5.0	5.6	4.7		WCRV
16. WPLX (ST)	24/ 1.5	1.7	1.1	0.8	2.0	1.3	29/209	198/ 2.2	1.6	2.1		WPLX
17. WJCE (B/O)	23/ 1.5	1.8	0.5	0.2	0.2	1.0	25/412	387/ 4.2	1.8	0.8		WJCE
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.22% (988 of 1407) (SPG 93: 69.73%)

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

MEMPHIS

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	ME:RO CUME	TSA TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----
AC		94 ( 1)	94 ( 1)	6.7	7.3	KHLS-F (C) 96.3	BLYTHEVILLE, AR	0.5/1.6/ 9/ 185
AOR/CLASSIC		171 ( 2)	171 ( 2)	12.2	9.7	WAVN (REL) 1240	SOUTHAVEN, MS	0.4/0.9/ 6/ 84
COUNTRY		218 ( 5)	218 ( 5)	15.5	18.0	WKRA-F (C) 92.7	HOLLY SPGS, MS	0.5/1.0/ 7/ 124
NEWS/TALK	89 ( 1)		89 ( 1)	6.3	5.7	WMP5 (REL) 1380	MILLINGTON	0.3/1.3/ 5/ 121
CHR		102 ( 1)	102 ( 1)	7.2	9.3	WREC (ST) 600	MEMPHIS	1.0/4.8/ 25/ 571
BLACK/URBAN	142 ( 2)	309 ( 2)	451 ( 4)	24.9	33.9	WXSS (G) 1030	MEMPHIS	0.5/1.3/ 9/ 123
SOFT AC/EZ						KFIN-F (C) 107.9	JONESBORO, AR	0.6/1.4/109/1027
HISPANIC								
OLDIES		62 ( 1)	62 ( 1)	4.4	2.7			
FULL SVC/VARIETY								
STANDARDS	39 ( 2)		39 ( 2)	2.8	4.3			
RELIG/GOSPEL	149 ( 6)	32 ( 1)	181 ( 7)	12.9	9.2			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN								
TOTALS	419 (11)	988 (15)	1407 (24)					

DUOPOLY REPORT	12+	25-54	REVENUE
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WRVR-F, WOGY-F, WJCE (Keymarket)	12.1%	14.6%	15.5%
WGKX-F, WYKL-F (Barnstable)	12.1%	13.4%	26.8%
WREC, WEGR-F, WRXQ-F (Radio Equity)	12.0%	12.2%	15.9%
WHBO, WNZW, KFTH-F (Local)	2.1%	2.9%	2.9%
	38.3%	43.1%	61.1%

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), Gospel	UNISTR, \$ 16.00 (D&R)	Rivers	
WBBP, 1480, 5 KW/100 W (DA-N), Religion	, \$ 14.00 ( --- )		
WCRV, 640, 50 KW/500 W (DA-2), Religion	, \$ 17.00 ( --- )	Bott	(COLLIERVILLE)
WDIA, 1070, 50 KW/5 KW (DA-2), Black	CBS, \$ 43.00 (Mc-Guild)	Ragan Henry	
WJCE, 680, 10 KW/5 KW (DA-2), Black Oldies	SMN, ABC, \$ 19.00 (MMR)	Keymarket	
WLOK, 1340, 1 KW (DA-1), Gospel	NBC, AURN, \$ 29.00 (K & P)		
WMC, 790, 5 KW (DA-N), News/Talk	ABC, NBC, \$ 41.00 (Banner)		
WPLX, 1170, 1 KW (DAYS), Standards	CNN, UNISTR, \$ 19.00 ( --- )	Radio Equity	(GERMANTOWN)
WREC, 600, 5 KW (DA-N), Standards	CBS, AP, \$ 30.00 (McGuild)		
KFTH-F, 107.1, 3 KW @ 328, Gospel/Black	SMN, AURN, \$ 17.00 ( --- )	Willis	(MARION)
KJMS-F, 101.1, 100 KW @ 449, Black	NBC, CBS, \$ 39.00 (K & P)	Rivers	
WEGR-F, 102.7, 100 KW @ 899, AOR	UNISTR, \$ 95.00 (Mc-Guild)	Radio Equity	
WGKX-F, 105.9, 100 KW @ 994, Country	, \$ 158.00 (Katz)	Barnstable	
WHRK-F, 97.1, 100 KW @ 531, Black	NBC, \$ 76.00 (Mc-Guild)	Ragan Henry	
WMC -F, 99.7, 290 KW @ 909, CHR/AC	Source, \$ 90.00 (Banner)		
WOGY-F, 94.1, 50 KW @ 472, Country	UNISTR, \$ 39.00 (MMR)	Keymarket	(GERMANTOWN)
WRVR-F, 104.5, 100 KW @ 751, AC	, \$ 97.00 (MMR)	Keymarket	
WRXQ-F, 95.7, 6 KW @ 328, AOR-P	, \$ NA (Mc-Guild)	Radio Equity	(OLIVE BRANCH)
WYKL-F, 98.1, 100 KW @ 1240, Oldies	ABC, \$ 46.00 (Katz)	Barnstable	

Miscellaneous: KFTH-F (Marion) sold by Willis for \$1,650,000. . .

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,823,900  
 MSA Rank/Pop: 10/3,370,000  
 ADI # 15  
 Average Person Ratings: 19.7  
 Market TSL: 26.00 hours

Stations: 37/33  
 Diaries: 3618/781:1/46.6%  
 Sample Target: 3605  
 % Below Line: 2.4  
 % Not Listed: 7.3

1993 Revenue: \$119,000,000  
 HH Inc.: \$29,286  
 Retail \$: 32.2 Bil  
 Pop per Station: 85,573  
 #1 Biller: WIOD \$10,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WEDR-F (B)	414/ 7.4	6.9	7.1	6.6	7.9	7.0	463/4774	4162/14.7	14.8	15.9	H	WEDR-F
2. WLYF-F (SAC/EZ)	339/ 6.1	6.3	6.2	5.4	5.9	6.0	377/4579	4030/14.3	14.5	14.0	G	WLYF-F
3. WRTO-F (SP)	310/ 5.6	5.0	4.9	4.7	4.0	5.1	313/2857	2782/ 9.9	8.8	8.7	E	WRTO-F
4. WPOW-F (CHR)	274/ 4.9	5.9	5.3	4.7	5.1	5.2	295/5385	4752/16.8	16.5	17.0	H	WPOW-F
5. WKIS-F (C)	266/ 4.8	3.8	4.5	3.8	3.1	4.2	289/3491	2988/10.6	11.0	9.7	G	WKIS-F
6. WAQI (SP)	262/ 4.7	4.3	4.9	5.4	4.8	4.8	266/2097	2050/ 7.3	7.0	7.4	E	WAQI
7. WFCL-F (AC)	226/ 4.1	4.1	4.2	3.9	4.1	4.1	236/4622	4199/14.9	14.7	14.3	H	WFCL-F
8. WXDJ-F (SP)	222/ 4.0	4.7	4.8	4.4	3.9	4.5	223/2891	2860/10.1	9.5	9.6	G	WXDJ-F
9. WHQT-F (B/CHR)	214/ 3.8	4.7	5.6	3.9	4.6	4.5	238/3938	3473/12.3	15.0	14.8	G	WHQT-F
10. WHYI-F (AC/CHR)	213/ 3.8	4.5	5.0	4.1	4.4	4.4	230/4697	4035/14.3	16.4	15.6	H	WHYI-F
11. WIOD (N/T)	203/ 3.6	3.0	3.8	3.0	3.3	3.4	223/2761	2364/ 8.4	11.0	9.3	I	WIOD
12. WSHE-F (AOR)	185/ 3.3	2.9	3.5	3.0	3.9	3.2	222/3855	3165/11.2	10.7	12.1	F	WSHE-F
13. WMXJ-F (O)	159/ 2.9	3.0	2.6	2.8	2.3	2.8	181/3404	2907/10.3	9.4	9.1	G	WMXJ-F
14. WCMQ (SP)	154/ 2.8	1.6	1.6	3.0	2.0	2.3	156/1297	1280/ 4.5	3.1	4.0		WCMQ
15. WTMI-F (CL)	152/ 2.7	3.1	2.6	3.1	2.1	2.9	186/2742	2289/ 8.1	7.1	6.8	E	WTMI-F
16. WZTA-F (CL AOR)	137/ 2.5	2.8	2.8	2.6	2.6	2.7	165/3499	2932/10.4	10.2	10.0	G	WZTA-F
WTPX-F (AC)	137/ 2.5	1.8	2.0	2.9	2.9	2.3	148/2471	2209/ 7.8	6.4	9.3	F	WTPX-F
18. WLVE-F (J)	132/ 2.4	2.9	2.7	2.7	2.7	2.7	153/2551	2192/ 7.8	8.4	8.4	G	WLVE-F
19. WINZ (N/T)	125/ 2.2	1.8	2.2	2.1	2.3	2.1	140/2639	2291/ 8.1	7.4	8.4	E	WINZ
20. WQBA (SP)	110/ 2.0	1.7	1.4	1.9	2.8	1.8	110/1203	1164/ 4.1	3.9	6.3	G	WQBA
21. WQAM (SPRTS)	104/ 1.9	1.8	1.5	1.7	1.9	1.7	121/2004	1721/ 6.1	6.3	5.6	C	WQAM
22. WAXY-F (O)	100/ 1.8	1.7	1.4	1.6	1.2	1.6	113/2624	2208/ 7.8	6.1	6.7	C	WAXY-F
23. WSUA (SP)	95/ 1.7	0.9	0.9	1.0	0.5	1.1	95/668	668/ 2.4	1.6	1.1		WSUA
24. WQBA-F (SP)	94/ 1.7	1.9	1.4	1.3	1.8	1.6	108/2066	1835/ 6.5	4.5	6.0	G	WQBA-F
25. WCMQ-F (SP)	69/ 1.2	2.1	1.9	2.1	2.0	1.8	69/1199	1191/ 4.2	5.1	5.5	F	WCMQ-F
26. WRBD (B/G)	66/ 1.2	0.7	0.8	0.5	0.4	0.8	70/767	711/ 2.5	2.0	1.4		WRBD
27.												
28.												
29.												
30												

12+ FM SHARE (METRO): 72.05% (3724 of 5168) (SPG 93: 71.94%)

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 WRTO-F	1 WLYF-F	1 WEDR-F	1 WEDR-F>	1 WEDR-F>
2 WPOW-F>>	2 WPOW-F>	2 WPOW-F	2 WRTO-F	2 WRTO-F	2 WAQI	2 WCMQ-F	2 WRTO-F	2 WLYF-F	2 WPOW-F	2 WLYF-F
3	3 WSHE-F	3 WFCL-F	3 WFCL-F<	3 WFCL-F<	3 WRTO-F	3 WAQI	3 WIOD	3 WPOW-F	3 WHQT-F	3 WKIS-F
4	4 WHYI-F<	4 WHYI-F	4 WXDJ-F	4 WKIS-F	4 WKIS-F	4 WLYF-F	4 WKIS-F	4 WFCL-F	4 WAQI	4 WHQT-F
5	5 WHQT-F<	WRTO-F<	5 WKIS-F<	WXDJ-F	5 WEDR-F<	5 WKIS-F	5 WAQI <	WHYI-F	5 WLYF-F	5 WAQI-F
6	6 WFCL-F	6 WSHE-F	6 WPOW-F<	6 WLYF-F	6 WCMQ	6 WIOD	6 WEDR-F	WKIS-F	6 WQBA	6 WFTL
7	7 WKIS-F<	WXDJ-F<	7 WHYI-F<	7 WHYI-F	WIOD-F	7 WZTA-F	7 WFCL-F	WXDJ-F	WXDJ-F	7 WQBA
8	8 WXDJ-F	8 WHQT-F	8 WHQT-F	8 WHQT-F	8 WTMI-F	8 WPOW-F	8 WPOW-F	8 WSHE-F	8	8
9	9 WZTA-F	9	9	9 WPOW-F	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 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WRTO-F	1 WEDR-F	1 WEDR-F<	1 WPOW-F	1 WEDR-F	1 WEDR-F
2 WPOW-F	2 WPOW-F	2 WHQT-F	2 WFCL-F	2 WEDR-F<	2 WPOW-F	2 WPOW-F	2 WSHE-F	2 WSHE-F<	2 WIOD-F<
3 WHYI-F	3 WHQT-F<	3 WRTO-F	3 WHQT-F	3 WFCL-F	3 WSHE-F	3 WRTO-F>	3 WEDR-F	3 WPOW-F	3 WSHE-F
4 WFCL-F	4 WHYI-F<	4 WHYI-F	WHYI-F	4 WLYF-F	4 WHQT-F	4 WZTA-F	4 WKIS-F	4 WIOD <	4 WKIS-F
5 WSHE-F	5 WFCL-F	5 WFCL-F	WPOW-F<	5 WHQT-F	5 WFCL-F	5 WKIS-F<	WZTA-F	5 WZTA-F	WRTO-F
6 WXDJ-F	6 WXDJ-F	6 WXDJ-F	6 WRTO-F	6 WXDJ-F	6 WHYI-F	6 WIOD	6 WIOD	6 WKIS-F	WZTA-F
WHQT-F	7 WRTO-F<	7 WLYF-F	7 WXDJ-F	7 WHYI-F	7 WZTA-F	7 WHYI-F	7 WHYI-F	7 WXDJ-F	7 WXDJ-F
8	8 WSHE-F	8 WKIS-F	8 WKIS-F	WKIS-F	8	8 WFCL-F<	WXDJ-F	8	8 WPOW-F
9	9	WSHE-F	9	9	9	9 WHQT-F	9	9	9

MIAMI-FT. LAUDERDALE

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		618 ( 4)	618 ( 4)	12.0	10.0	WAVS (EZ) 1170 DAVIE	1.0/2.7/ 59/ 832		
AOR/CLASSIC		322 ( 2)	322 ( 2)	6.2	7.0	WEXY (?) 1520 MILTON MANOR	0.4/1.0/ 24/ 306		
COUNTRY		266 ( 1)	266 ( 1)	5.1	3.4	WFTL (T) 1400 FT. LAUDERDALE	0.8/2.4/ 46/ 782		
NEWS/TALK	527 ( 6)		527 ( 6)	10.2	10.1	WKAT (?) 1360 N. MIAMI	0.8/1.9/ 46/ 540		
						WMRZ (ST) 790 S. MIAMI	0.6/2.4/ 34/ 798		
CHR		274 ( 1)	274 ( 1)	5.3	5.5	WRFM (SP) 830 HIALEAH	0.5/0.8/ 28/ 238		
BLACK/URBAN	66 ( 1)	628 ( 2)	694 ( 3)	13.4	14.0	WWFE (SP) 670 MIAMI	0.8/2.5/ 51/ 742		
SOFT AC/EZ	57 ( 1)	378 ( 2)	435 ( 3)	8.4	10.9				
HISPANIC	693 ( 6)	695 ( 4)	1388 (10)	26.9	24.9	WEAT-F (SAC) 104.3 WEST PALM	0.7/3.0/132/2304		
						WJNO (N/T) 1230 WEST PALM	0.6/1.6/103/1455		
OLDIES		259 ( 2)	259 ( 2)	5.0	3.8	WRMF-F (AC) 97.9 WEST PALM	0.8/3.0/163/2471		
FULL SVC/VARIETY						WSBR (T) 740 BOCA RATON	0.3/1.3/ 30/ 577		
STANDARDS	31 ( 1)		31 ( 1)	0.6	1.5				
RELIG/GOSPEL					1.5				
CLASSICAL		152 ( 1)	152 ( 1)	2.9	2.3				
JAZZ		132 ( 1)	132 ( 1)	2.6	2.9				
OTHERS/UNKNOWN	70 ( 2)		70 ( 2)	1.4	1.5				
TOTALS	1444 (17)	3724 (20)	5168 (37)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WIOD, WFLC-F, WHQT-F (Cox)	11.5%	12.8%	18.8%
WAQI, WRTO-F, WQBA A/F (Heftel)	14.0%	11.9%	14.2%
WHYI-F, WAKY-F (Clear Channel)	5.6%	7.0%	7.3%
WMRZ, WLYF-F, WMXJ-F (Jefferson-Pilot)	9.6%	9.0%	12.0%
WSUA, WKAT (Local)	2.6%	2.6%	< 2.0%
WINZ, WZTA-F, WLVE-F (Paxson)	7.1%	8.0%	12.3%
WWFE, WRHC (Local)	0.8%	0.5%	< 2.0%
	51.2%	51.8%	65.7%

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, Hispanic	, \$ 71.00	(Caballero)	Heftel
WAVS, 1170, 5 KW/250 W (DA-N)	, EZ	, \$ 44.00	( --- )	
WCMQ, 1210, 25 KW/2.5 KW (DA-2)	, Hispanic	, \$ 55.00	(SBS)	SBS
WFTL, 1400, 1 KW	, Talk	UNISTR, CNN, \$ 38.00	( --- )	
WINZ, 940, 50 KW/25 KW (DA-N)	, News/Talk	CBS, CNN, \$ 71.00	(Katz)	Paxson
WIOD, 610, 10 KW (DA-2)	, News/Talk	MBS, \$149.00	(Christal)	Cox
WMRZ, 790, 25 KW (DA-2)	, Standards	, \$ 44.00	(Banner)	Jefferson-Pilot
WQAM, 560, 5 KW/1 KW	, Sports	UNISTR, NBC, \$ 45.00	(D&R)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW (DA-2)	, Hispanic	, \$100.00	(Katz Hisp.)	Heftel
WRBD, 1470, 5 KW/2.5 KW (DA-1)	, Black/Gospel	AURN, \$ 35.00	( --- )	Rivers
WSUA, 1260, 5 KW	, Hispanic	, \$ 38.00	(Lotus)	WKAT owner
WWFE, 670, 50 KW/1 KW (DA-2)	, Hispanic	UPI, \$ 44.00	( --- )	WRHC owner

MIAMI-FT. LAUDERDALE  
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RADIO STATIONS (Cont.)  
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FM STATIONS  
 .....

WAXY,	105.9,	100 KW @	1023	,	Oldies	,	\$ 78.00	(Mc-Guild)	Clear Channel
WCMO,	92.3,	31 KW @	617	,	Hispanic	,	\$ 65.00	(SBS)	SBS
WEDR,	99.1,	100 KW @	918	,	Black	CBS,	\$165.00	(Mc-Guild)	Rivers
WFLL,	97.3,	100 KW @	800	,	AC	,	\$170.00	(Christal)	Cox
WHQT,	105.1,	100 KW @	1007	,	Black/CHR	,	\$130.00	(MHR)	Cox
WHYI,	100.7,	100 KW @	928	,	AC/CHR	,	\$168.00	(Mc-Guild)	Clear Channel
WKIS,	99.9,	100 KW @	984	,	Country	UNISTR,	\$150.00	(D&R)	Sunshine Wireless
WLVE,	93.9,	100 KW @	1007	,	Jazz	,	\$172.00	(Katz)	Paxson
WLYF,	101.5,	100 KW @	810	,	Soft AC	,	\$176.00	(Banner)	Jefferson-Pilot
WMXJ,	102.7,	100 KW @	1007	,	Oldies	,	\$149.00	(Eastman)	Jefferson-Pilot
WPOW,	96.5,	100 KW @	1007	,	CHR	SOURCE,	\$170.00	(D&R)	Beasley
WQBA,	107.5,	95 KW @	1007	,	Hispanic	,	\$100.00	(Katz Hisp.)	Heftel
WRTO,	98.3,	100 KW @	1407	,	Hispanic	,	\$ 91.00	(Lotus)	Heftel (GOULDS)
WSHE,	103.5,	100 KW @	1007	,	AOR	,	\$ 99.00	(Torbet)	TK
WTMI,	93.1,	96 KW @	1007	,	Classical	,	\$102.00	(CMBS)	Marlin
WTPX,	106.7,	100 KW @	984	,	AC	,	\$106.00	(D&R)	EZ
WXDJ,	95.7,	100 KW @	980	,	Hispanic	,	\$129.00	( --- )	
WZTA,	94.9,	100 KW @	1007	,	Classic AOR	,	\$125.00	(Katz)	Paxson

Miscellaneous: WTPX-F sold by Tak to EZ for \$17,000,000 (E) . . . WFTL sold for \$500,000 . . . WTPX-F sold by TAK to EZ for \$17,000,000 (E) . . . WTPX-F sold by EZ to WXDJ-F owner (D) for \$21,250,000. . .



MILWAUKEE

Arbitron Rank/Pop (12+): 28/1,342,000  
 MSA Rank/Pop: 35/1,470,000  
 ADI # 29  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 27/24  
 Diaries: 2166/620:1/56.5%  
 Sample Target: 2045  
 % Below Line: 1.3  
 % Not Listed: 9.7

1993 Revenue: \$46,300,000  
 HH Inc.: \$37,485  
 Retail \$: 12.8 Bil  
 Pop per Station: 55,917  
 #1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WTMJ (FS)	245/10.7	8.0	8.2	8.5	9.4	8.9	274/3943	3330/24.8	26.5	24.9	H	WTMJ
2. WMIL-F (C)	198/ 8.6	9.4	10.8	7.7	8.2	9.1	256/3002	2370/17.7	20.4	17.2	F	WMIL-F
3. WKLH-F (CL AOR)	167/ 7.3	6.6	7.0	6.6	7.5	6.9	183/2713	2324/17.3	18.4	17.7	G	WKLH-F
4. WKTI-F (AC/CHR)	159/ 6.9	6.8	5.3	5.5	5.2	6.1	180/3107	2789/20.8	19.9	18.2	G	WKTI-F
5. WLZR-F (AOR)	154/ 6.7	6.2	5.9	5.8	5.3	6.2	185/2531	2074/15.5	14.9	15.4	E	WLZR-F
6. WLUM-F (CHR)	118/ 5.1	5.7	5.3	7.5	7.6	5.9	124/2688	2498/18.6	17.1	18.8	E	WLUM-F
7. WISN (N/T)	116/ 5.0	6.7	5.1	7.1	6.4	6.0	132/1785	1555/11.6	12.6	14.5	D	WISN
8. WKKV-F (B)	106/ 4.6	3.9	2.8	3.7	4.1	3.8	109/1607	1520/11.3	8.9	9.3	C	WKKV-F
9. WZTR-F (O)	103/ 4.5	3.9	4.6	4.4	3.7	4.4	130/2259	1893/14.1	14.4	11.7	C	WZTR-F
10. WOKY (ST/FS)	97/ 4.2	4.5	4.7	6.1	5.7	4.9	103/1391	1260/ 9.4	11.0	12.1	D	WOKY
11. WEZW-F (SAC)	96/ 4.2	3.6	3.7	4.1	4.6	3.9	110/1570	1374/10.2	11.0	10.3	C	WEZW-F
12. WMYX-F (AC)	85/ 3.7	3.8	4.6	4.1	4.3	4.1	101/1739	1511/11.3	13.7	13.1	E	WMYX-F
13. WOQM-F (AOR)	73/ 3.2	3.2	4.0	3.1	2.8	3.4	93/2102	1736/12.9	14.0	13.2	C	WOQM-F
14. WLTO-F (AC)	65/ 2.8	3.5	2.6	3.2	4.0	3.0	71/1230	1081/ 8.1	9.7	11.0	D	WLTO-F
15. WMCS (B)	46/ 2.0	1.7	2.0	1.4	2.0	1.8	46/628	628/ 4.7	5.4	4.7		WMCS
16. WFMR-F (CL)	44/ 1.9	3.0	3.1	2.5	2.0	2.6	45/803	794/ 5.9	7.0	6.6	B	WFMR-F
17. WTKM-F (E/?)	40/ 1.7	1.0	0.8	0.7	1.2	1.1	54/499	387/ 2.9	1.9	2.9		WTKM-F
17. WNOV (B/G)	40/ 1.7	1.9	1.1	2.2	1.8	1.7	40/616	616/ 4.6	3.7	3.6		WNOV

12+ FM SHARE (METRO): 70.52% (1464 of 2076) (SPG 93: 67.86%)

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

MILWAUKEE  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS				METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----				SHARE/RTG/AQH/CUME		
AC		316 ( 4)	316 ( 4)	15.2	10.5	WBKV	(FS)	1470	WEST BEND	0.4/0.9/	9/	117
AOR/CLASSIC		402 ( 4)	402 ( 4)	19.4	17.7	WBWI-F	(C)	92.5	WEST BEND	0.8/2.7/	30/	622
COUNTRY		217 ( 2)	217 ( 2)	10.5	9.6	WEMP	(O)	1250	MILWAUKEE	0.6/2.6/	18/	388
NEWS/TALK	125 ( 2)		125 ( 2)	6.0	7.1	WHKQ-F	(EZ)	92.1	RACINE	1.0/2.9/	27/	429
						WRJN	(FS)	1400	RACINE	1.0/2.0/	25/	294
CHR		118 ( 1)	118 ( 1)	5.7	8.4	WZXA-F	(AC)	104.7	STURTEVANT	0.3/1.1/	10/	202
BLACK/URBAN	46 ( 1)	106 ( 1)	152 ( 2)	7.3	6.7							
SOFT AC/EZ		118 ( 2)	118 ( 2)	5.7	10.1	WIII-F	(AOR)	95.1	KENOSHA	0.3/1.9/	26/	542
HISPANIC						WBBM	(N)	780	CHICAGO	0.4/2.5/	15/	517
OLDIES	14 ( 1)	103 ( 1)	117 ( 2)	5.6	5.0	WGN	(FS/T)	720	CHICAGO	0.6/2.2/	30/	566
FULL SVC/VARIETY	290 ( 4)		290 ( 4)	14.0	13.1							
STANDARDS	97 ( 1)		97 ( 1)	4.7	6.3							
RELIG/GOSPEL	40 ( 1)		40 ( 1)	1.9	2.0							
CLASSICAL		44 ( 1)	44 ( 1)	2.1	2.2							
JAZZ												
OTHERS/UNKNOWN		40 ( 1)	40 ( 1)	1.9	1.3							
TOTALS	612 (10)	1464 (17)	2076 (27)									

DUOPOLY REPORT	12+	25-54	REVENUE
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WEMP, WMYX-F, WEZW-F (Heritage)	8.5%	10.8%	11.9%
WKLH-F, WLZR-AF (Saga)	14.0%	17.8%	19.2%
	22.5%	28.6%	31.1%

RADIO STATIONS  
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AM STATIONS  
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WEMP, 1250, 5 KW (DA-2)	, Oldies	UNISTR, CBS, \$	NA (Eastman)	Heritage
WISH, 1130, 50 KW/10 KW (DA-N)	, Talk	ABC, MBS, \$	61.00 (Katz)	Hearst
WMCS, 1290, 5 KW (DA-2)	, Black	UNISTR, CBS, \$	27.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS)	, Black/Gospel	AURN, \$	21.00 ( --- )	
WOKY, 920, 5 KW/1 KW (DA-2)	, Standards/FS	MBS, CNN, \$	55.00 (MMR)	Sundance
WTMJ, 620, 5 KW (DA-N)	, Full Service	TALKNT, CBS, \$	121.00 (Christal)	Journal Co.

FM STATIONS  
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WEZW, 103.7, 20 KW @ 840, Soft AC	ABC, MBS, \$	46.00 (Banner)	Heritage
WFMR, 98.3, 6 KW @ 328, Classical	NBC, \$	35.00 (CMBS)	(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500, Urban	UNISTR, \$	37.00 (Torbet)	(RACINE)
WKLH, 96.5, 20 KW @ 810, Classic AOR	, \$	142.00 (Mc-Guild)	Saga
WTKI, 94.5, 16 KW @ 909, AC/CHR	ABC, \$	130.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 912, AC	ABC, \$	59.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 489, CHR/Urban	Source, \$	75.00 (Banner)	All Pro
WLZR, 102.9, 50 KW @ 430, AOR	ABC, \$	81.00 (Eastman)	Saga
WMIL, 106.1, 13 KW @ 974, Country	, \$	114.00 (MMR)	Sundance
WMYX, 99.1, 50 KW @ 449, AC	CBS, \$	92.00 (Eastman)	Heritage
WOFM, 93.3, 13 KW @ 991, AOR	ABC, \$	40.00 (MMR)	Shamrock-Lynette
WZTR, 95.7, 34 KW @ 610, Oldies	, \$	50.00 (Banner)	Shockley

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,120,500 Stations: 21/21 1993 Revenue: \$87,500,000  
 MSA Rank/Pop: 12/2,700,000 Diaries: 2487/ 853:1/61.4% HH Inc.: \$39,282  
 ADI # 13 Sample Target: 2470 Retail \$: 23.5 Bil  
 Average Person Ratings: 17.7 % Below Line: 0 Pop per Station: 100,976  
 Market TSL: 23.25 Hours % Not Listed: 17.5 #1 Biller: WCCO \$23,700,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WCCO (FS)	485/12.9	12.7	13.4	15.2	15.9	13.6	695/9529	6731/31.7	31.3	35.8	K WCCO
2. KQRS-AF (ADR)	396/10.5	12.2	9.7	10.0	9.8	10.6	468/6718	5742/27.1	25.6	27.3	I KQRS-AF
3. KSTP-F (AC)	290/ 7.7	6.9	6.8	7.1	6.2	7.1	325/5665	4894/23.1	20.8	21.6	H KSTP-F
4. KDWB-F (CHR)	256/ 6.8	7.2	6.9	7.3	6.8	7.1	299/5808	4870/23.0	20.5	22.3	G KDWB-F
5. WLTE-F (SAC)	239/ 6.4	7.1	7.2	6.7	7.2	6.9	288/4677	4005/18.9	20.3	19.4	H WLTE-F
6. KEEY-F (C)	208/ 5.5	5.8	6.7	6.9	9.2	6.2	258/3901	3077/14.5	19.7	22.7	I KEEY-F
7. KEGE-F (AOR-NR)	198/ 5.3	4.2	3.6	5.6	5.8	4.7	226/3989	3494/16.5	11.2	14.0	G KEGE-F
8. KQQL-F (O)	195/ 5.2	4.5	6.2	4.5	4.6	5.1	232/4329	3597/17.0	17.3	17.2	E KQQL-F
9. KSTP (N/T)	191/ 5.1	4.7	5.4	4.3	5.2	4.9	209/2916	2682/12.6	13.6	13.0	E KSTP
10. WBOB-F (C)	154/ 4.1	5.4	4.3	3.9	1.5	4.4	200/3747	2883/13.6	12.8	6.3	B WBOB-F
11. KTCZ-AF (AOR-P)	153/ 4.1	4.2	4.4	6.0	5.8	4.7	162/2804	2612/12.3	13.0	14.4	F KTCZ-AF
12. KJJO-AF (C)	132/ 3.5	1.8	1.9	2.6	2.8	2.5	161/2314	1872/ 8.8	9.1	10.4	C KJJO-AF
13. KLBB (ST)	73/ 1.9	1.9	1.9	1.6	2.1	1.8	73/1171	1142/ 5.4	4.5	4.6	B KLBB
14. KFAN (SPRST)	58/ 1.5	1.6	2.3	1.3	0.9	1.7	60/1202	1130/ 5.3	9.9	5.3	C KFAN

12+ FM SHARE (METRO): 72.40% (2243 of 3098) (SPG 93: 70.44%)

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

MINNEAPOLIS-ST. PAUL

FORMATS	AM	FM	TOTAL	SPG 93		OTHER RATED STATIONS	METRO CUME	
				%	%		SHARE/RTG/AQH/CUME	TSA
AC		290 ( 1)	290 ( 1)	9.4	7.3	KCFE-F (?) 105.7	EDEN PRAIRIE	0.5/2.2/ 17/ 470
AOR/CLASSIC	8 ( 2)	739 ( 3)	747 ( 5)	24.1	25.0	KREV-F (?) 105.1	LAKEVILLE	0.5/1.9/ 23/ 488
COUNTRY	7 ( 1)	487 ( 3)	494 ( 4)	15.9	16.5	WIMN (?) 1220	STILLWATER	0.5/1.2/ 18/ 261
NEWS/TALK	264 ( 3)		264 ( 3)	8.5	7.2	WUTC (T) 1280	MINNEAPOLIS	0.4/2.3/ 15/ 494
CHR		256 ( 1)	256 ( 1)	8.3	8.0			
BLACK/URBAN								
SOFT AC/EZ		239 ( 1)	239 ( 1)	7.7	8.4			
HISPANIC								
OLOIES		195 ( 1)	195 ( 1)	6.3	5.4			
FULL SVC/VARIETY	485 ( 1)		485 ( 1)	15.7	18.6			
STANDARDS	73 ( 3)		73 ( 1)	2.4	2.4			
RELIG/GOSPEL								
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN	18 ( 1)	37 ( 2)	55 ( 3)	1.8	---			
TOTALS	855 ( 9)	2243 (12)	3098 (21)					

DUOPOLY REPORT	12+	25-54	REVENUE
KQQL-F, WBOB-F (Colfax)	9.3%	11.5%	6.9%
KQRS-AF, KEGE-F (Cap Cities/ABC)	15.8%	17.4%	17.4%
KYCR-F, WUTC (Children's Radio)	0.4%	0.4%	< 1.0%
	25.5%	29.3%	24.6%

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), Sports	MBS, \$ 40.00 (Christal)	Shamrock
KLBB, 1400, 1 KW, Standards	UNISTR, ABC, \$ 29.00 ( --- )	
KSTP, 1500, 50 KW (DA-N), Talk	TALKNT, ABC, \$ 74.00 (Mc-Guild)	Hubbard
WCCO, 830, 50 KW, Full Service	UNISTR, CBS, \$ 310.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), Country	, \$ 27.00 ( --- )	

FM STATIONS

KDWB, 101.3, 100 KW @ 1033, CHR	, \$ 149.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033, Country	, \$ 241.00 (Christal)	Shamrock
KJJD, 104.1, 100 KW @ 1069, Country	ABC, \$ 55.00 (MMR)	Park
KQQL, 107.9, 97 KW @ 1089, Oldies	, \$ 127.00 (D&R)	Colfax
KQRS, 92.5, 100 KW @ 1033, Classic AOR	ABC, \$ 255.00 (Katz)	Cap Cities/ABC
KEGE, 93.7, 100 KW @ 820, AOR-NR	Source, \$ 96.00 (D&R)	Cap Cities/ABC
KSTP, 94.5, 100 KW @ 1220, AC	, \$ 178.00 (Mc-Guild)	Hubbard
KTCZ, 97.1, 100 KW @ 1033, Prog. AOR	, \$ 100.00 (MMR)	Chancellor
WBOB, 100.3, 100 KW @ 922, Country	, \$ 60.00 (D & R)	Colfax
WLTE, 102.9, 100 KW @ 1033, Soft AC	, \$ 198.00 (CBS)	CBS

Miscellaneous: KRXX-F changes calls to KEGE-F (March) and format to AOR-New Rock . . . KTCJ, KTCZ-F sold by American Media to Chancellor for \$16,800,000 (E) . . .

MOBILE

Arbitron Rank/Pop (12+): 90/405,300

Stations: 22/14  
Diaries: 1056/384:1/51.0%  
Sample Target: 990  
% Below Line: 15.6  
% Not Listed: 11.4

1993 Revenue: \$11,700,000  
HH Inc.: \$26,898  
Retail \$: 3.7 Bil  
Pop per Station: 28,950  
#1 Biller: WKSJ-AF \$3,500,000

MSA Rank/Pop: 99/497,000

ADI # 63 (w/Pensacola)

Average Person Ratings: 17.1

Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WBLX-F (B)	106/15.3	9.8	10.9	13.1	14.3	12.3	181/1702	887/21.9	21.5	22.5	D	WBLX-F
2. WKSJ-F (C)	92/13.3	15.8	10.4	13.4	16.0	13.2	108/1543	1190/29.4	28.6	29.8	E	WKSJ-F
3. WDLT-F (B/AC)	47/ 6.8	3.1	0.9	0.4	1.2	2.8	52/565	452/11.2	4.6	5.5		WDLT-F
WURO-F (O)	47/ 6.8	5.6	5.4	7.3	5.7	6.3	87/1227	649/16.0	13.1	13.0		WURO-F
5. WGCX-F (AOR)	42/ 6.1	7.7	4.6	8.0	4.5	6.6	64/1111	576/14.2	13.3	13.3	B	WGCX-F
WABB-F (CHR)	42/ 6.1	6.6	6.3	7.4	8.1	6.6	91/1545	802/19.8	17.6	19.2	C	WABB-F
7. WKRG (N/T)	38/ 5.5	8.1	7.5	7.3	4.5	7.1	38/490	482/11.9	14.5	10.9	C	WKRG
8. WKRG-F (AC)	34/ 4.9	5.6	5.1	4.9	6.6	5.1	70/1246	606/15.0	14.9	18.1	B	WKRG-F
WXBM-F (C)	34/ 4.9	5.0	4.7	3.9	3.1	4.6	129/1415	434/10.7	11.3	9.5		WXBM-F
10. WAVH-F (O)	33/ 4.8	4.1	5.8	5.8	4.2	5.1	75/1281	591/14.6	15.3	13.1	C	WAVH-F
11. WGOK (B)	24/ 3.5	4.6	5.7	3.8	5.7	4.4	24/348	348/ 8.6	10.9	9.7	A	WGOK
12. WZBA-F (C)	15/ 2.2	1.1	0.9	1.9	1.2	1.5	20/257	182/ 4.5	5.2	2.1		WZBA-F
13. WZEW-F (AOR-P)	13/ 1.9	4.4	3.4	3.9	4.0	3.4	14/343	322/ 7.9	9.4	10.6	B	WZEW-F
14.												
15.												

12+ FM SHARE (METRO): 88.27% (542 of 614) (SPG 93: 84.17%)

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 WBLX-F<	1 WKSJ-F<	1 WKSJ-F>	1 WKSJ-F>	1 WKSJ-F	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>
2 WABB-F>>	2 WGCX-F<	2 WKSJ-F<	2 WKSJ-F	2 WBLX-F>	2 WKRG-F<	2 WBLX-F>>	2 WBLX-F	2 WKSJ-F>	2 WDLT-F	2 WURO-F
3	3 WURO-F	3 WURO-F	3 WURO-F	3 WURO-F	3 WBLX-F<	3 WGCX-F	3 WKRG-F	3 WURO-F	3 WABB-F<	3 WZBA-F
4	4 WKSJ-F	4 WGCX-F	4 WGCX-F	4 WDLT-F	4 WDLT-F	4 WURO-F<	4 WGCX-F	4 WGCX-F<	4 WKSJ-F	4 WKSJ-F
5	5 WABB-F	5 WDLT-F	5 WDLR-F	5 WGCX-F	5 WAVH-F	5 WABB-F	5	5 WABB-F	5	5 WDLT-F
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 WBLX-F	1 WBLX-F>>	1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WKSJ-F>
2 WABB-F	2 WURO-F	2 WKRG-F	2 WKRG-F	2 WKRG-F	2 WGCX-F	2 WGCX-F	2 WKSJ-F	2 WKSJ-F>	2 WBLX-F
3 WGCX-F	3 WKRG-F	3 WDLT-F	3 WURO-F	3 WKSJ-F	3 WABB-F	3 WURO-F<	3 WGOX-F	3 WGCX-F<	3 WURO-F<
4 WURO-F	4 WKSJ-F	4 WGCX-F	4 WKSJ-F	4 WDLT-F	4 WURO-F	4 WKSJ-F>	4 WURO-F	4 WURO-F>	4 WGCX-F>
5 WKRG-F	5 WGCX-F	5 WABB-F	5 WDLT-F	5 WURO-F	5	5 WABB-F	5	5 WDLT-F	5 WDLT-F
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	-		SHARE/RTG/AQH/CUME		
AC		34 ( 1)	34 ( 1)	5.5	8.8	WABF (ST) 1220 FAIRHOPE	0.4/1.7/ 3/ 69		
AOR/CLASSIC		55 ( 2)	55 ( 2)	9.0	9.7	WHEP (?) 1310 FOLEY	0.6/1.7/ 4/ 75		
COUNTRY		148 ( 5)	148 ( 5)	24.1	24.7	WNXP-F (T) 105.5 BAY MINETTE	0.4/1.4/ 3/ 60		
NEWS/TALK	41 ( 2)	3 ( 1)	44 ( 3)	7.2	5.2				
CHR		42 ( 1)	42 ( 1)	6.8	16.0	WKNN-F (C) 99.1 PASCAGOULA, MS	0.4/2.9/ 51/ 631		
BLACK/URBAN	24 ( 1)	153 ( 2)	177 ( 3)	28.8	22.8	WMEZ-F (SAC) 94.1 PENSACOLA	1.0/4.1/ 32/ 592		
SOFT AC/EZ		7 ( 1)	7 ( 1)	1.1	1.8	WMJY-F (?) 93.7 BILOXI	0.4/2.0/ 10/ 245		
HISPANIC						WOSM-F (REL) 103.1 OCEAN SPGS, MS	1.0/2.8/ 15/ 249		
						WOWW-F (C) 107.3 PENSACOLA	0.6/3.2/ 43/ 680		
						WWL (N/T) 870 NEW ORLEANS	0.4/1.4/ 10/ 185		
OLDIES		80 ( 2)	80 ( 2)	13.0	4.8				
FULL SVC/VARIETY									
STANDARDS	3 ( 1)		3 ( 1)	0.5	0.8				
RELIG/GOSPEL		7 ( 1)	7 ( 1)	1.1	3.7				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	4 ( 1)	3 ( 1)	7 ( 2)	1.1	1.7				
TOTALS	72 ( 5)	542 (17)	614 (22)						

MOBILE  
.....

DUOPOLY REPORT  
.....

WKSJ-F, WAVH-F, WCOA, WKRG  
(Pourtales)

WKRG-F, WJLQ-F  
(Local)

WBLX A/F and WXBM-F  
(Calendar)

WLPR, WBHY A/F  
(Local)

WKWA, WDLT-F, WKOR-F  
(Local)

NOTE: The above are the duopolies in the Mobile/Pensacola market. Percentages are not included because the overlap between the two markets make share calculations misleading. It is safe to say that the two markets are heavily duopolized.

RADIO STATIONS  
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WABB	,	1480,	5 KW (DA-N)	,	Talk	NBC, ABC,	\$11.00	(Christal)	
WBLX	,	660,	22 KW/0.9KW (DA-2)	,	Black		\$13.00	( --- )	Calendar
WGOK	,	900,	1 KW/500 W (DA-2)	,	Black	AURN,	\$16.00	(Roslin)	
WKRG	,	710,	1 KW/500 W (DA-N)	,	News/Talk	CBS, MBS,	\$28.00	(Katz)	
WLVV	,	1410,	5 KW (DA-N)	,	Gospel		\$15.00	( --- )	
WMOB	,	1360,	5 KW (DAYS)	,	Religion		\$11.00	( --- )	
WABB-F,		97.5,	100 KW @ 1348	,	CHR	ABC,	\$38.00	(Christal)	
WAVH-F,		96.1,	100 KW @ 1342	,	Oldies	UNISTR,	\$40.00	(Banner)	Pourtales
WBLX-F,		92.9,	100 KW @ 1555	,	Black	UNISTR, ABC,	\$51.00	(D & R)	Calendar
WDLT-F,		98.3,	40 KW @ 298	,	Black AC	UNISTR, \$ NA		(Torbet)	(CHICKASAW)
WGCX-F,		104.1,	100 KW @ 1555	,	AOR	UNISTR, ABC,	\$32.00	(Eastman)	(ATMDRE)
WKRG-F,		99.9,	100 KW @ 1755	,	AC	MBS,	\$30.00	(Katz)	
WKSJ-F,		94.9,	100 KW @ 410	,	Country	ABC,	\$75.00	(Banner)	Pourtales
WZBA-F,		104.9,	33 KW @ 600	,	Country	\$ NA		( --- )	(MOSS POINT)
WZEW-F,		92.1,	14 KW @ 449	,	Prog. AOR	CNN,	\$20.00	(Torbet)	

OTHER RANKED STATIONS - See Pensacola

Miscellaneous: WLPR (Prichard) sold to owners of WBHY A/F for \$180,000 (D) . . . WCOA, WWRD-F, WKRG A/F sold for \$4,460,000 (D) . . . WCOA, WWRD-F, WKRG A/F sold for \$4,460,000 (D) . . . WKRG and WCOA in Pensacola sold to Pourtales for \$1,500,000 (D) (Kalil) . . .

MODESTO

Arbitron Rank/Pop (12+): 119/325,500  
 MSA Rank/Pop: 120/414,000  
 Sacramento ADI  
 Average Person Ratings: 15.9  
 Market TSL: 21.50 hours

Stations: 26/14  
 Diaries: 728/447:1/49.5%  
 Sample Target: 730  
 % Below Line: 16.2  
 % Not Listed: 17.7

1993 Revenue: \$11,600,000  
 MH Inc.: \$31,858  
 Retail \$: 2.9 Bil  
 Pop per Station: 23,250  
 #1 Biller: KATM-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KATM-F (C)	96/18.5	14.7	14.3	8.3	4.5	---	203/2271	927/28.5	25.7	24.6	D	KATM-F
2. KOSO-F (AC)	35/ 6.7	5.6	4.6	5.7	4.3	---	69/1033	413/12.7	14.1	14.1	C	KOSO-F
3. KHOP-F (AOR)	33/ 6.4	6.9	4.0	5.9	8.4	---	87/1502	538/16.5	17.5	14.6	C	KHOP-F
4. KJSN-F (AC)	29/ 5.6	7.8	5.4	7.1	4.5	---	36/489	410/12.6	12.6	12.0	C	KJSN-F
5. KHTN-F (CHR)	27/ 5.2	5.8	4.6	4.3	4.5	---	58/879	436/13.4	14.3	13.1	A	KHTN-F
KBEE (ST)	27/ 5.2	4.1	2.0	3.6	0.9	---	49/544	284/ 8.7	8.8	5.3	A	KBEE
7. KMIX-F (C)	25/ 4.8	5.4	6.3	6.7	11.5	---	29/547	436/13.4	14.5	14.9	C	KMIX-F
8. KDJK-F (AOR)	22/ 4.2	2.8	5.2	5.5	5.2	---	33/671	324/10.0	9.5	10.8	B	KDJK-F
9. KNBR (T)	19/ 3.7	5.2	4.6	3.2	3.8	---	71/961	241/ 7.4	13.1	9.7		KNBR
10. KVFX-F (AOR/CL)	12/ 2.3	1.1	2.2	3.4	3.6	---	26/450	173/ 5.3	6.3	7.0		KVFX-F
KFIE-F (SP)	12/ 2.3	2.6	0.6	0.4	---	---	28/382	187/ 5.7	4.7	3.2	A	KFIE-F
12. KLOC (SP)	10/ 1.9	3.2	5.6	6.1	5.2	---	10/233	182/ 5.6	6.0	7.1	B	KLOC
13. KNTD-F (SP)	9/ 1.7	---	1.4	1.8	1.8	---	21/187	57/ 1.8	---	4.1		KNTD-F
KABX-F (D)	9/ 1.7	0.9	3.0	2.8	3.8	---	27/439	202/ 6.2	4.9	7.7		KABX-F
KCBS (N)	9/ 1.7	2.6	2.0	2.0	3.2	---	34/707	230/ 7.1	9.9	8.6		KCBS
16. KFIV (T)	8/ 1.5	1.1	2.2	2.0	0.9	---	14/201	93/ 2.9	3.7	3.5		KFIV
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.75% (332 of 427) (SPG 93: 69.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHTN-F>>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>	1 KATM-F>>
2 KATM-F>	2 KHOP-F	2 KOSO-F	2 KOSO-F	2 KOSO-F	2 KBEE >	2 KOSO-F	2 KJSN-F	2 KOSO-F	2 KHOP-F>	2 KHOP-F
3 KHOP-F	3 KJSN-F	3 KHOP-F<	3 KJSN-F	3 KJSN-F	3 KOSO-F	3 KBEE	KOSO-F	3 KHOP-F	3 KHTN-F	KCIV-F
4	4 KOSO-F	4 KJSN-F	4 KHOP-F>	4 KHOP-F>	4 KMIX-F	4 KJSN-F	4 KBEE <	4 KJSN-F	4 KOSO-F	4 KCBS
5	5 KDJK-F	5 KDJK-F	5 KDJK-F	5 KDJK-F	5 KJSN-F	5 KHTN-F	5 KHOP-F	5 KMIX-F	5	5
6	6	6	6	KMIX-F	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 KATM-F	1 KATM-F>>	1 KATM-F	1 KATM-F>	1 KATM-F>	1 KATM-F	1 KATM-F>>	1 KATM-F	1 KATM-F>>	1 KATM-F>>
2 KHOP-F	2 KJSN-F<	2 KJSN-F	2 KOSO-F	2 KOSO-F	2 KDJK-F	2 KDJK-F	2 KHOP-F	2 KHOP-F<	2 KHOP-F
KOSO-F	3 KOSO-F	3 KOSO-F	3 KJSN-F>	3 KJSN-F>	3 KVFX-F	3 KHOP-F	3 KDJK-F	3 KDJK-F	3 KDJK-F
4 KHTN-F	4 KHOP-F>	4 KHOP-F	4 KHOP-F	4	KHTN-F	4 KVFX-F	4 KJSN-F	4 KOSO-F	4 KOSO-F
KJSN-F	5	5 KFIE-F	5 KMIX-F	5	5	5 KHTN-F	5	KVFX-F	KJSN-F
6	6	6	6	6	6	6	6	6	6

MODESTO  
-----

FORMATS -----	AM --	FM --	TOTAL -----	SPG 93		OTHER RATED STATIONS				METRO CUME TSA SHARE/RTG/AQH/CUME	
				% -	% -						
AC		64 ( 2)	64 ( 2)	15.0	5.4	KMIX (C)	1390	TURLOCK	1.0/2.2/ 7/ 142		
ADR/CLASSIC		67 ( 3)	67 ( 3)	15.6	9.0	KTRB (SP)	860	MODESTO	1.0/3.0/ 14/ 202		
COUNTRY	5 ( 1)	125 ( 3)	130 ( 4)	30.4	32.0						
NEWS/TALK	43 ( 5)		43 ( 5)	10.1	14.0	KEXX-F (O)	100.9	TRACY	1.2/5.2/ 17/ 403		
CHR		34 ( 2)	34 ( 2)	8.0	13.0	KFBK (N/T)	1530	SACRAMENTO	0.4/2.0/ 19/ 356		
BLACK/URBAN					0.4	KSTN-F (SP)	107.3	STOCKTON	0.4/2.0/ 13/ 304		
SOFT AC/EZ					8.8	KCIV-F (REL)	99.9	MT. BULLION	0.8/3.9/ 13/ 185		
HISPANIC	20 ( 3)	23 ( 3)	43 ( 6)	10.1	10.4	KLBS (SP)	1330	LOS BANOS	1.0/1.4/ 5/ 52		
OLDIES		17 ( 2)	17 ( 2)	4.0	4.0	KMEL-F (CHR)	106.1	SAN FRANCISCO	1.3/3.6/ 22/ 458		
FULL SVC/VARIETY						KMJ (N/T)	580	FRESNO	1.0/3.2/ 22/ 299		
STANDARDS	27 ( 1)		27 ( 1)	6.3	1.1	KUBB-F (C)	96.3	MARIPOSA	0.8/3.6/ 31/ 446		
RELIG/GOSPEL		4 ( 1)	4 ( 1)	0.9	1.1						
CLASSICAL											
JAZZ											
OTHERS/UNKNOWN					2.1						
TOTALS	95 (10)	332 (16)	427 (26)								

DUOPOLY REPORT -----	12+ -----	25-54 -----	REVENUE -----
KBEE, KATH-F, KHOP-F (Citadel)	30.1%	28.6%	35.8%
KVFX-F, KJSN-F, KFIV (Community Pacific)	9.4%	11.6%	16.4%
	39.5%	40.2%	52.2%

RADIO STATIONS  
-----

KBEE , 970, 1 KW (DA-2)	, Standards	ABC, \$15.00 (Christal)	Citadel	
KFIV , 1360, 5 KW/1 KW (DA-2)	, News/Talk	CNN ABC, \$12.00 (MMR)	Comm. Pacific	
KLOC , 920, 500 W/2.5 KW (DA-2)	, Hispanic	, \$17.00 (Lotus Hisp.)		(CERES)
KTRB , 860, 50 KW/10 KW (DA-2)	, Hispanic	NBC, \$14.00 (Banner)		
KABX-F, 97.5, 50 KW @ 489	, Oldies	SMN, \$15.00 (Christal)		(MERCED)
KATH-F, 103.3, 50 KW @ 500	, Country	ABC, \$66.00 (Christal)	Citadel	
KDJK-F, 95.1, 30 KW @ 633	, AOR	, \$24.00 (Eastman)		(OAKDALE)
KHOP-F, 104.1, 50 KW @ 500	, AOR	, \$33.00 (Christal)	Citadel	
KHTN-F, 104.7, 50 KW @ 469	, CHR	, \$25.00 (K & P)		(LOS BANOS)
KJSN-F, 102.3, 6 KW @ 298	, AC	, \$30.00 (MMR)	Comm. Pacific	
KMIX-F, 98.3, 2 KW @ 390	, Country	MBS, \$36.00 (D & R)	Radio Assoc.	(TURLOCK)
KOSO-F, 93.1, 3 KW @ 1791	, AC/CHR	AP, \$32.00 (Katz)		(PATERSON)
KUBB-F, 96.3, 2 KW @ 2112	, Country	UNISTR, \$18.00 (Mc-Guild)	Buckley	(MARIPOSA)
KVFX-F, 96.7, 3 KW @ 328	, AOR/Classic	UNISTR, \$18.00 (D & R)	Comm. Pacific	(MANTECA)
KFIE-F, 106.3, 2.5 KW @ 495	, Hispanic	, \$14.00 ( --- )		(MERCED)

KCBS -- see San Francisco

KSGO -- see Stockton

Miscellaneous: KVFX-F (Montana) sold to Community Pacific (D) for \$1,400,000 (Exline). . .



MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 47/862,300  
 MSA Rank/Pop: NA  
 New York ADI  
 Average Person Ratings: 19.7  
 Market TSL: 25.75 hours

Stations: 41/9  
 Diaries: 1108/778:1/57.5%  
 Sample Target: 1050  
 % Below Line: 66.4%  
 % Not Listed: 8.7%

1993 Revenue: NA  
 HH Inc.: \$48,012  
 Retail \$: 9.2 Bil  
 Pop per Station: 95,811  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WABC (T)	97/ 5.7	4.9	5.4	4.0	3.3	----	97/999	999/11.6	11.8	11.4	WABC
2. WJLK-FF (AC)	82/ 4.9	2.7	3.7	4.1	4.7	----	82/1052	1052/12.2	10.5	10.6	WJLK-FF
3. WOR (T)	76/ 4.5	5.6	2.8	4.2	5.3	----	76/857	857/ 9.9	11.5	8.4	WOR
4. WADB-F (E2)	75/ 4.4	5.0	5.7	6.6	5.2	----	75/770	770/ 8.9	9.0	10.6	WADB-F
5. WXRK-F (CL AOR)	73/ 4.3	5.8	6.0	6.6	6.3	----	73/1332	1332/15.4	15.0	16.7	WXRK-F
WPLJ-F (CHR)	73/ 4.3	5.6	4.4	3.8	3.6	----	73/1581	1581/18.3	19.7	16.7	WPLJ-F
7. WOBM-F (AC)	69/ 4.1	3.3	5.7	4.8	5.8	----	69/940	940/10.9	12.3	13.1	WOBM-F
8. WYNY-F (C)	68/ 4.0	4.1	2.3	3.3	3.5	----	68/746	746/ 8.7	10.7	6.0	WYNY-F
9. WFAN (SPRSTS)	65/ 3.8	3.9	3.3	4.3	3.8	----	65/1121	1121/13.0	13.7	10.0	WFAN
WNEW-F (AOR)	65/ 3.8	5.0	3.5	2.7	5.0	----	65/1000	1000/11.6	12.8	11.6	WNEW-F
WXXW-F (T)	65/ 3.8	3.8	3.4	4.6	3.0	----	65/1245	1245/14.4	13.2	13.2	WXXW-F
12. WOBM (ST)	48/ 2.8	2.3	1.5	1.3	1.2	----	48/419	419/ 4.9	5.3	5.0	WOBM
WCBS-F (O)	48/ 2.8	1.7	2.0	1.6	3.3	----	48/633	633/ 7.3	5.4	7.2	WCBS-F
WPAT-F (E2)	48/ 2.8	1.8	4.7	3.5	3.6	----	48/656	656/ 7.6	8.1	9.8	WPAT-F
15. WJRZ-F (CHR/AC)	43/ 2.5	2.4	2.3	3.2	1.6	----	43/770	770/ 8.9	5.3	5.0	WJRZ-F
16. WHTG-F (AOR-NR)	39/ 2.3	2.0	2.4	2.2	1.3	----	39/573	573/ 6.6	6.1	6.7	WHTG-F
17.											
18.											
19.											
20.											

NOTE: This market's metro and TSA are the same.

12+ FM SHARE (METRO): 77.53% (1204 of 1553) (SPG 93: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>	1 WPLJ-F	1 WPLJ-F	1 WJLK-F<	1 WJLK-F	1 WABC	1 WXRK-F	1 WABC >	1 WABC >	1 WHTZ-F	1 WOBM-F
2 WQHT-F	2 WXRK-F	WXRK-F	2 WPLJ-F	2 WPLJ-F	2 WADB-F	2 WOR >	2 WJLK-F	2 WPLJ-F	2 WABC	2 WFAN
3	3 WNEW-F	3 WNEW-F<	WXRK-F	WXRK-F	WOR	3 WOBM-F<	3 WADB-F<	3 WJLK-F	WFAN	3 WOR
4	4 WAXO-F	4 WJLK-F	4 WNEW-F	4 WNEW-F<	4 WJLK-F	4 WADB-F	4 WOBM-F	4 WNEW-F	4 WPLJ-F	WABC
5	5 WHTG-F	5 WZVU-F	5 WZVU-F	5 WFAN	5 WOBM-F	WFAN	WNEW-F	5 WXXW-F	5 WHTG-F	5 WYNY-F
6	6	6	6	WOBM-F	6	6 WJLK-F	6	WYNY-F	6 WJLK-F	6
				WZVU-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 WNEW-F	1 WPLJ-F>>	1 WPLJ-F	1 WPLJ-F	1 WJLK-F		1 WXRK-F	1 WXRK-F>	1 WFAN	1 WXRK-F	1 WFAN
2 WPLJ-F	2 WNEW-F<	2 WXRK-F	2 WJLK-F	2 WPLJ-F<		2 WAXO-F	2 WFAN	2 WXRK-F	2 WNEW-F<	2 WNEW-F
3 WQHT-F	3 WHTG-F	WHTG-F	3 WOBM-F	3 WOBM-F>		WXXW-F	3 WAXO-F	3 WAXO-F	3 WFAN	3 WXRK-F
4 WAXO-F	4 WJLK-F	WYNY-F	4 WJRZ-F	4 WXRK-F<		4 WPLJ-F	WNEW-F	4 WNEW-F	4 WAXO-F	4 WCBS-F
5 WJRZ-F	WJLK-F	5	5 WNEW-F	5 WXXV-F		WYSP-F	5 WPLJ-F	5 WHTG-F	5 WPLJ-F	5 WZVU-F
WHTZ-F	WYNY-F	6	WXRK-F	6		6	6 WHTG-F	6 WABC	6	6

MONMOUTH-OCEAN

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/ADH/CUME		
AC		196 ( 6)	196 ( 6)	12.6	16.0	WJLK (C) 1310 ASBURY PARK	0.7/1.3		
AOR/CLASSIC		250 ( 6)	250 ( 6)	16.1	16.2				
COUNTRY	12 ( 1)	68 ( 1)	80 ( 2)	5.2	4.7	SEE NEW YORK FOR MORE INFORMATION ABOUT THE FOLLOWING:			
NEWS/TALK	277 ( 5)	65 ( 1)	342 ( 6)	22.0	21.5	WAXQ 2.6/ 8.5 WMXV-F 1.8/6.8 WQXR-F 0.8/3.7			
CHR		206 ( 5)	206 ( 5)	13.3	14.8	WBLS-F 0.5/ 2.6 WPAT 0.4/1.8 WRKS-F 1.5/4.3			
BLACK/URBAN		33 ( 2)	33 ( 2)	2.1	2.2	WCBS 2.0/10.5 WQCD-F 1.9/5.9 WSKQ-F 0.9/1.2			
SOFT AC/EZ	6 ( 1)	165 ( 4)	171 ( 5)	11.0	15.7	WHTZ-F 2.6/11.0 WQEW 0.4/1.0			
HISPANIC		15 ( 1)	15 ( 1)	1.0	0.0	WINS 0.3/ 2.6 WQHT-F 1.9/7.1			
OLDIES		109 ( 3)	109 ( 3)	7.0	3.1	WLTW-F 2.1/ 8.3			
FULL SVC/VARIETY				0.0	0.0	SEE PHILADELPHIA OR ATLANTIC CITY FOR MORE			
STANDARDS	54 ( 2)	41 ( 1)	95 ( 3)	6.1	NM	INFORMATION ABOUT THE FOLLOWING:			
RELIG/GOSPEL				0.0	0.0	WMMR-F 1.2/4.7 WAYV-F 0.9/2.6			
CLASSICAL		13 ( 1)	13 ( 1)	0.8	1.9	WOGL-F 0.4/2.3 WFPG-F 0.5/1.9			
JAZZ		33 ( 1)	33 ( 1)	2.1	1.9	WPST-F 0.8/4.8 WMGM-F 0.5/1.0			
OTHERS/UNKNOWN				0.0	0.0	WYSP-F 0.5/2.3 WRDR-F 2.4/3.5			
TOTALS	349 ( 9)	1204 (32)	1553 (41)						

DUOPOLY REPORT

NONE AS OF JULY 1994. . .

RADIO STATIONS

WJLK , 1310, 2.5 KW/1 KW (DA-D), Country	UNISTR, \$ NA	(Katz)	D & F	(ASBURY PARK)
WOBM , 1160, 5 KW/9 KW (DA-2), Standards	UNISTR, \$ NA	(Katz)		(LAKEWOOD)
WADB-F, 95.9, 4 KW @ 239 , SAC/EZ	UPI, \$ NA	( --- )		(PT. PLEAS.)
WHTG-F, 106.3, 3 KW @ 232 , AOR-New Rock	, \$ NA	(Banner)		(EATONTOWN)
WJLK-F, 94.3, 3 KW @ 328 , AC	UNISTR, \$ NA	(Katz)	D & F	(ASBURY PARK)
WJRZ-F, 100.1, 1.6 KW @ 449 , CHR/AC	, \$ NA	(D&R)		(MANAHAWK)
WOBM-F, 92.7, 1.4 KW @ 485 , AC	, \$ NA	(Katz)		(TOMS RIVER)
WZVU-F, 107.1, 2.3 KW @ 371 , Oldies	, \$ NA	(Katz)	K & K	(LONG BRANCH)

WKXW-F -- See Trenton in "Small Market Edition"

Other Ranked Stations - See New York

Other ranked stations -- see New York

MONTGOMERY

Arbitron Rank/Pop (12+): 143/250,000  
 MSA Rank/Pop: 150/305,000  
 ADI # 110  
 Average Person Ratings: 17.6  
 Market TSL: 23.75 hours

Stations: 16/14  
 Diaries: 907/276:1/53.3%  
 Sample Target: 805  
 % Below Line: 1.1  
 % Not Listed: 15.4

1993 Revenue: \$9,800,000  
 HH Inc.: \$30,553  
 Retail \$: 2.4 Bill  
 Pop per Station: 17,857  
 #1 Biller: WLWI-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WLWI-F (C)	100/22.7	19.5	17.9	23.1	20.8	----	145/1565	888/35.5	36.8	33.7	E	WLWI-F
2. WZHT-F (B)	80/18.1	17.9	21.0	22.0	22.7	----	140/1208	639/25.6	28.6	31.3	C	WZHT-F
3. WAFX-F (AOR)	30/ 6.8	9.4	8.4	6.0	7.3	----	43/571	390/15.6	15.4	14.6	C	WAFX-F
4. WMXS-F (AC)	29/ 6.6	2.6	4.3	3.9	4.9	----	48/825	442/17.7	11.8	13.7		WMXS-F
5. WMCZ-F (B)	27/ 6.1	8.7	1.7	0.9	---	----	28/423	396/15.8	15.3	5.3	A	WMCZ-F
6. WACV (T)	19/ 4.3	4.2	5.7	3.0	3.3	----	26/318	272/10.9	10.0	11.9	A	WACV
7. WXVI (B/G)	18/ 4.1	4.2	4.8	5.3	4.4	----	20/249	222/ 8.9	8.1	10.9	A	WXVI
8. WHHY-F (CHR)	17/ 3.9	6.4	7.2	6.9	9.8	----	36/761	387/15.5	20.7	21.0	C	WHHY-F
9. WAPZ (G)	16/ 3.6	2.4	2.6	1.9	2.3	----	16/82	82/ 3.3	3.6	3.5	A	WAPZ
10. WLNE-F (SAC)	13/ 2.9	4.0	5.5	2.3	3.0	----	13/264	253/10.1	9.5	11.9	A	WLNE-F
11. WBAM-F (O)	10/ 2.3	4.9	3.3	2.5	2.8	----	16/524	221/ 8.8	14.4	10.3	B	WBAM-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.38% (311 of 373) (SPG 93: 80.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F	1 WLWI-F<	1 WLWI-F	1 WLWI-F>	1 WLWI-F>>	1 WLWI-F>>	1 WLWI-F>>	1 WLWI-F>	1 WZHT-F>>	1 WZHT-F
2 WLWI-F>>	2 WLWI-F>	2 WZHT-F>>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WLWI-F>>	2 WAPZ
3	3 WAFX-F<	3 WAFX-F<	3 WAFX-F<	3 WMXS-F	3 WMXS-F	3 WMXS-F	3 WACV	3 WAFX-F	3	3 WLWI-F
4	4 WMCZ-F	4 WMCZ-F<	4 WMXS-F<	4 WAFX-F	4 WACV	4 WAFX-F	4 WMXS-F	4 WMXS-F	4	4 WMCZ-F
5	5	5 WMXS-F	5 WMCZ-F	5 WMCZ-F	5 WXVI	5 WMCZ-F	5 WAFX-F	5 WMCZ-F	5	5 WMXS-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 WZHT-F	1 WZHT-F>	1 WZHT-F	1 WLWI-F	1 WLWI-F>	1 WLWI-F	1 WZHT-F<	1 WZHT-F	1 WLWI-F<	1 WLWI-F
2 WLWI-F	2 WLWI-F	2 WLWI-F	WZHT-F>	2 WZHT-F	2 WZHT-F	2 WLWI-F>	2 WLWI-F	2 WZHT-F>	2 WZHT-F>
3 WMCZ-F	3 WMCZ-F>	3 WMCZ-F	3 WMXS-F<	3 WMXS-F	3 WAFX-F	3 WAFX-F>>	WAFX-F	3 WAFX-F>	3 WAFX-F>
4	4 WAFX-F	4	4 WMCZ-F>	4 WMCZ-F	4	4	4 WMCZ-F	4 WMCZ-F	4 WMCZ-F
5	5 WMXS-F	5	5	5 WLNE-F	5	5	5	5	5 WMXS-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	5 ( 1)	29 ( 1)	34 ( 2)	9.1	5.0	WHHY (CHR) 1440	MONTGOMERY	0.5/4.0/	2/ 121
AOR/CLASSIC		30 ( 1)	30 ( 1)	8.0	10.0	WLWI (ST) 740	MONTGOMERY	0.5/5.4/	3/ 179
COUNTRY		100 ( 1)	100 ( 1)	26.8	23.0	WSYA (AC) 950	MONTGOMERY	1.1/2.8/	5/ 85
NEWS/TALK	19 ( 1)		19 ( 1)	5.0	7.0				
CHR	2 ( 1)	17 ( 1)	19 ( 2)	5.1	10.0	WSFU-F (B) 94.1	UNION SPGS	0.7/1.2/	3/ 30
BLACK/URBAN	18 ( 1)	112 ( 4)	130 ( 5)	34.9	30.3	WTUG-F (B) 92.9	TUSCALOOSA	0.5/1.7/	6/ 119
SOFT AC/EZ		13 ( 1)	13 ( 1)	3.5	6.3				
HISPANIC									
OLDIES		10 ( 1)	10 ( 1)	2.7	4.0				
FULL SVC/VARIETY									
STANDARDS	2 ( 1)		2 ( 1)	0.5	3.0				
RELIG/GOSPEL	16 ( 1)		16 ( 1)	4.3	3.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNO									
TOTALS	62 ( 6)	311 (10)	373 (16)						

MONTGOMERY

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WLWI A/F, WSYA, WMSX-F (Colonial)	30.9%	30.8%	43.4%
WZHT-F, WMCZ-F (New South)	24.2%	22.1%	15.3%
	-----	-----	-----
	55.1%	52.9%	57.7%

RADIO STATIONS

WACV , 1170, 10 KW/1 KW (DA-2) , Talk	SUN CBS, \$12.00 (Banner)		
WAPZ , 1250, 5 KW (DAYS) , Gospel	AURN, \$11.00 ( --- )		(WETUMPKA)
WLWI , 740, 50 KW/184 W (DA-1), Standards	UNISTR MBS, \$10.00 (Katz)	Colonial	
WXVI , 1600, 5 KW/1 KW (DA-2) , Black	ABC, \$11.00 (Mc-Guild)		
WBAM-F, 98.9, 100 KW @ 731 , Oldies	UNISTR, \$16.00 (Christal)		
WHYY-F, 101.9, 100 KW @ 708 , CHR	ABC, \$33.00 (Mc-Guild)		
WLNE-F, 96.1, 0.9 KW @ 820 , Soft AC	USA, \$15.00 (Banner)		
WLWI-F, 92.3, 100 KW @ 1096 , Country	MBS, \$78.00 (Katz)	Colonial	
WMCZ-F, 97.1, 3 KW @ 328 , Black	SMN, \$18.00 (Mc-Guild)	NewSouth	(MILLBROOK)
WMSX-F, 103.3, 100 KW @ 1096 , AC	UNISTR, \$21.00 (Torbet)	Colonial	
WXFX-F, 95.1, 50 KW @ 735 , AOR	, \$24.00 (Torbet)		(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1801 , Black	ABC, \$35.00 (Mc-Guild)	New South	(TROY)

Miscellaneous: WSYA-F changes to WMSX-F (Feb). . . WXFX-F (Prattville) sold by Paul Downs for \$1,580,000. . .

NASHVILLE

Arbitron Rank/Pop (12+): 46/864,000  
 MSA Rank/Pop: 51/1,040,000  
 ADI # 33  
 Average Person Ratings: 16.1  
 Market TSL: 21.50 hours

Stations: 25/22  
 Diaries: 1453/595:1/48.8%  
 Sample Target: 1430  
 % Below Line: 2.9  
 % Not Listed: 9.6

1993 Revenue: \$37,200,000  
 HH Inc.: \$34,418  
 Retail \$: 10.0 Bil  
 Pop per Station: 39,273  
 #1 Biller: WSIX-F \$6,400,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WSIX-F (C)	258/18.6	14.7	18.4	13.9	15.6	16.4	339/3501	2638/30.5	31.4	28.5	G	WSIX-F
2. WSM -F (C)	147/10.6	14.0	11.3	12.7	13.0	12.2	225/3207	2048/23.7	27.0	26.9	G	WSM -F
3. WQQK-F (B)	120/ 8.6	8.2	7.3	8.9	7.3	8.3	131/1378	1208/14.0	12.9	13.2	D	WQQK-F
4. WGFX-F (CL AOR)	87/ 6.3	4.4	3.8	3.6	4.6	4.5	127/2144	1555/18.0	12.9	15.3	C	WGFX-F
5. WYHY-F (CHR)	84/ 6.0	7.9	5.4	5.7	5.2	6.3	158/3045	1746/20.2	17.0	19.1	E	WYHY-F
6. WJXA-F (SAC)	79/ 5.7	4.9	5.3	4.7	4.4	5.2	101/1557	1182/13.7	12.7	11.7		WJXA-F
7. WKDF-F (AOR)	78/ 5.6	6.0	5.8	6.8	8.1	6.1	186/2481	1150/13.3	13.5	19.0	F	WKDF-F
8. WLAC-F (AC)	73/ 5.3	5.5	5.9	6.1	5.5	5.7	101/1930	1355/15.7	17.0	16.4	D	WLAC-F
9. WRMX-F (O)	53/ 3.8	3.4	2.8	4.7	4.7	3.7	78/1256	861/10.0	11.0	12.1	C	WRMX-F
10. WLAC (N/T)	51/ 3.7	4.4	3.6	3.9	3.5	3.9	52/829	766/ 8.9	10.0	8.6	D	WLAC
11. WSM (C/FS)	31/ 2.2	3.0	3.3	2.4	3.1	2.7	55/1118	641/ 7.4	8.8	7.9	C	WSM
12. WAMB-AF (ST)	31/ 2.2	1.3	0.7	1.4	1.2	1.4	32/374	340/ 3.9	2.9	3.3		WAMB-AF
13. WBVR-F (C)	30/ 2.2	2.0	2.0	1.3	1.7	1.9	153/1912	626/ 7.2	6.9	7.4		WBVR-F
14. WVOL (B)	29/ 2.1	1.6	2.7	2.4	1.7	2.2	29/421	421/ 4.9	5.7	4.7		WVOL
15. WRLT-F (AOR-NR)	28/ 2.0	2.3	3.5	3.2	1.8	2.8	32/611	553/ 6.4	5.7	5.6	C	WRLT-F
16. WWTN-F (T)	23/ 1.7	1.5	1.8	1.2	0.9	1.6	30/488	366/ 4.2	6.1	3.4		WWTN-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 86.95% (1093 of 1257) (SPG 93: 84.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F<	1 WSIX-F>	1 WSIX-F>>	1 WSIX-F>>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>>	1 WSIX-F>>	1 WSIX-F>	1 WQQK-F>	1 WSIX-F
2 WQQK-F>>	2 WQQK-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<	2 WJXA-F
3	3 WKDF-F<	3 WQQK-F<	3 WGFX-F	3 WGFX-F	3 WJXA-F	3 WQQK-F	3 WLAC <	3 WQQK-F	3 WSM -F	3 WSM -F
4	4 WGFX-F	4 WGFX-F	4 WQQK-F>	4 WQQK-F	4 WLAC-F	4 WKDF-F	4 WGFX-F<	4 WGFX-F	4 WYHY-F>	4 WQQK-F
5	5 WYHY-F	5 WKDF-F	5 WLAC-F<	5 WJXA-F<	5 WLAC	5 WGEX-F	5 WJXA-F	5 WKDF-F	5	5 WKDF-F
6	6 WSM -F	6 WYHY-F	6 WKDF-F	6 WLAC-F	6	WYHY-F	6 WKDF-F	6 WYHY-F	6	6
7	7	7	7	7 WKDF-F	7	7	WQQK-F<	7	7	7
8	8	8	8	8	8	8	8 WLAC-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 WQQK-F	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WKDF-F	1 WSIX-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>
WSIX-F	2 WQQK-F	2 WQQK-F	2 WSM -F<	2 WSM -F	2 WSIX-F	2 WKDF-F>	2 WGFX-F	2 WGFX-F<	2 WGFX-F
3 WYHY-F	3 WSM -F	3 WSM -F	3 WQQK-F>	3 WQQK-F<	WYHY-F	3 WGFX-F	3 WKDF-F	3 WKDF-F>	3 WSM -F
4 WSM -F	4 WGFX-F	4 WGFX-F	4 WLAC-F	4 WJXA-F	4 WQQK-F	4 WQQK-F	4 WQQK-F	4 WQQK-F	4 WKDF-F<
5	WYHY-F	5 WKDF-F	5 WGFX-F	5 WLAC-F	5 WRMX-F	WYHY-F	WSM -F	WNS -F	5 WLAC
6	6 WKDF-F	6 WYHY-F	6 WJXA-F<	6 WGFX-F	6	6	6 WWTN-F	6 WYHY-F	6
7	7 WLAC-F	7	7 WYHY-F	7	7	7	7 WLAC-F	7	7
							WYHY-F		

NASHVILLE

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AGH/CUME		
AC		78 ( 2)	78 ( 2)	6.2	6.3	WKDA (T) 1240 NASHVILLE	0.4/3.2/	6/	279
ADR/CLASSIC		196 ( 4)	196 ( 4)	15.6	16.9	WMDB (B) 880 NASHVILLE	1.0/2.9/	15/	268
COUNTRY	31 ( 1)	451 ( 5)	482 ( 6)	38.3	39.7	WQOM (REL) 1300 NASHVILLE	0.4/1.1/	6/	100
NEWS/TALK	57 ( 2)	23 ( 1)	80 ( 3)	6.4	5.6	WQZQ-F (E2) 102.5 DICKSON	0.4/1.6/	5/	151
						WRLG-F (ADR) 94.1 SMYRNA	0.2/1.2/	3/	100
CHR		84 ( 1)	84 ( 1)	6.7	5.9	WYCO-F (C) 102.9 SHELBYVILLE	0.8/4.9/	23/	635
BLACK/URBAN	43 ( 2)	120 ( 1)	163 ( 3)	13.0	12.4				
SOFT AC/EZ		84 ( 2)	84 ( 2)	6.7	5.0	WCVO-F (AC) 107.9 FT. CAMPBELL, KY	0.4/1.3/	16/	405
HISPANIC						WHVK-F (C) 93.3 TULLAHOMA	0.4/1.0/	36/	375
OLDIES		53 ( 1)	53 ( 1)	4.2	5.9				
FULL SVC/VARIETY									
STANDARDS	27 ( 1)	4 ( 1)	31 ( 2)	2.5	1.4				
RELIG/GOSPEL	6 ( 1)		6 ( 1)	0.5	0.7				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	164 ( 7)	1093 ( 18)	1257 ( 25)						

DUOPOLY REPORT	12+	25-54	REVENUE
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WJXA-F, WRMX-F (South Central)	9.5%	10.2%	12.4%
WKDA, WKDF-F, WGFX-F (Dick)	12.3%	14.3%	17.2%
WAMB, WHNK, WAMB-F (Local)	2.2%	0.7%	< 2.0%
WSIX A/F, WYHY-F (SFX)	24.6%	24.0%	26.3%
	48.6%	49.2%	56.4%

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), Standards	MBS, \$ 19.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), Talk/News/Relig	CBS, \$ 51.00 (Banner)	Keymarket
WMDB, 880, 2.5 KW (DAYS,DA), Black	, \$ 19.00 (---)	
WSM, 650, 50 KW, Country/FS	NBC, \$ 43.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), Black	SMN, \$ 25.00 (MMR)	

FM STATIONS

WGFX, 104.5, 49 KW @ 1312, Classic ADR	Source, \$ 42.00 (Katz)	Dick
WKDF, 103.3, 100 KW @ 1233, ADR	ABC, \$ 100.00 (Katz)	Dick
WLAC, 105.9, 100 KW @ 1233, AC	, \$ 60.00 (Banner)	Fairmont
WQZQ, 92.1, 3 KW @ 462, Black	, \$ 46.00 (Torbet)	(HENDERSON.)
WRLT, 100.1, 0.2 KW @ 1181, New Rock	, \$ 30.00 (Dora)	(FRANKLIN)
WRMX, 96.3, 100 KW @ 810, Oldies	, \$ 43.00 (---)	So. Central (MURFREES.)
WSIX, 97.9, 100 KW @ 1138, Country	ABC, \$ 150.00 (Mc-Guild)	SFX
WSM, 95.5, 100 KW @ 1279, Country	, \$ 132.00 (Christal)	Gaylord
WWTN, 99.7, 100 KW @ 1296, Talk	MBS, CBS, \$ 23.00 (Mc-Guild)	(MANCHESTER)
WYCO, 102.9, 100 KW @ 810, Country	, \$ 22.00 (K & P)	Cromwell (SHELBYVILLE)
WYHY, 107.5, 58 KW @ 1233, CHR	, \$ 85.00 (Eastman)	SFX (LEBANON)
WJXA, 92.9, 100 KW @ 1053, Soft AC	, \$ 75.00 (D & R)	So. Central
WBVR, 101.1, 47 KW @ 1289, Country	ABC, \$ 47.00 (---)	Keymarket (RUSSELLVILLE, KY)

Miscellaneous: WYHY-F sold by Legacy to SFX for \$4,000,000 (D) . . . WZEE-F changes to WJXA-F (May) . . .

NASSAU-SUFFOLK  
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Arbitron Rank/Pop (12+): 14/2,249,400  
MSA Rank/Pop: 13/2,670,000  
New York AD1  
Average Person Ratings: 18.2  
Market TSL: 23.75 hours

Stations: 41/13  
Diaries: 2427/927:1/54.8%  
Sample Target: 2500  
% Below Line: NA  
% Not Listed: NA

1993 Revenue: \$33,200,000  
HH Inc.: \$55,732  
Retail \$: 27.5 Bil  
Pop per Station: NA  
#1 Biller: WALK-AF \$7,700,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WALK-F (AC)	271/ 6.6	6.5	5.1	5.6	5.7	6.0	271/3437	3437/15.3	12.8	13.2	H	WALK-F
2. WBLI-F (AC/CHR)	155/ 3.8	3.5	3.9	4.7	4.1	4.0	155/2715	2715/12.1	11.1	12.0	G	WBLI-F
3. WBAB-F (AOR)	142/ 3.5	4.1	5.1	5.4	4.8	4.5	142/2645	2645/11.8	14.0	13.2	G	WBAB-F
4. WHLI (ST)	131/ 3.2	2.9	4.0	2.6	2.7	3.2	131/1031	1031/ 4.6	4.1	4.1	B	WHLI
5. WKJY-F (AC)	123/ 3.0	3.7	3.9	2.8	2.6	3.4	123/1661	1661/ 7.3	8.8	7.5	E	WKJY-F
6. WBZO-F (O)	106/ 2.6	1.6	1.4	1.6	0.8	1.8	106/1418	1418/ 6.3	4.7	2.5		WBZO-F
7. WDRE-F (AOR-NR)	93/ 2.3	1.7	2.1	2.1	1.6	2.1	93/1638	1638/ 7.3	6.1	5.9	D	WDRE-F
8. WYNY-F (C)	87/ 2.1	3.1	2.9	2.5	3.1	2.7	87/1454	1454/ 6.5	8.1	7.1		WYNY-F
9. WGSN (ST)	58/ 1.4	1.8	2.0	1.5	1.6	1.7	58/649	649/ 2.9	3.1	3.2	B	WGSN
10. WMJC-F (SAC)	50/ 1.2	1.6	2.2	1.9	2.0	1.7	50/1000	1000/ 4.4	5.4	5.6	C	WMJC-F
11. WRCN-F (AOR)	47/ 1.1	0.9	1.2	0.7	0.9	1.0	47/867	867/ 3.9	3.7	3.2	C	WRCN-F
12. WLNG-F (O)	16/ 0.4	0.5	---	0.3	0.5	0.3	16/269	269/ 1.2	---	1.6		WLNG-F
13. WLIX (REL)	14/ 0.3	---	---	0.3	---	0.2	14/198	198/ 0.9	---	---		WLIX
14.												
15.												

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 WDRE-F	1 WBAB-F>	1 WALK-F	1 WALK-F>	1 WALK-F>	1 WALK-F>	1 WALK-F>	1 WALK-F>	1 WALK-F>	1 WALK-F	1 WALK-F>
2 WALK-F	2 WALK-F	2 WBAB-F	2 WBAB-F<	2 WBLI-F	2 WHLI	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WBLI-F<	2 WBLI-F
3 WBLI-F	3 WDRE-F	3 WBLI-F>	3 WBLI-F	3 WBAB-F	3 WBZO-F	3 WBAB-F	3 WBAB-F	3 WBAB-F	3 WBAB-F	3 WDRE-F
4 WBAB-F	4 WBLI-F	4 WKJY-F	4 WKJY-F	4 WBZO-F<	4 WBLI-F	4 WKJY-F	4 WKJY-F	4 WKJY-F	4 WBAB-F	4 WKJY-F
5 WKJY-F	5 WKJY-F	5 WDRE-F	5 WBZO-F	5 WKJY-F	5 WKJY-F	5 WBZO-F	5 WHLI	5 WDRE-F	5 WKJY-F	5 WBAB-F
6	6	6 WBZO-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 WBLI-F	1 WBLI-F	1 WBLI-F	1 WALK-F	1 WALK-F		1 WBAB-F	1 WBAB-F>	1 WBAB-F	1 WBAB-F	1 WALK-F
2 WALK-F	2 WALK-F	2 WALK-F	2 WBLI-F>	2 WBLI-F>		2 WALK-F	2 WDRE-F>	2 WDRE-F	2 WALK-F>	WBAB-F>
3 WDRE-F	3 WKJY-F<	3 WBAB-F	3 WKJY-F>	3 WKJY-F		WDRE-F	3 WALK-F	3 WRCN-F	3 WDRE-F	3 WBZO-F
4 WKJY-F	4 WBAB-F	4 WKJY-F	4 WBAB-F	4 WBZO-F		4 WBLI-F	4 WRCN-F	4 WALK-F	4 WBZO-F	4 WKJY-F
5	5 WDRE-F	5 WRCN-F	5 WBZO-F	5 WBAB-F		5	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WDRE-F
6	6 WRCN-F	6	6	6		6	6	6	6	6

OTHER RATED STATIONS  
-----  
SEE NEW YORK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

STATION	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
WABC	4.1/ 9.6										
WAXO-F	1.9/ 6.2										
WBLS	1.2/ 5.8										
WCBS	3.9/16.2										
WCBS-F	4.8/13.2										
WFAN	4.1/13.0										
WHTZ-F	5.4/20.2										
WINS	2.5/12.4										
WLIB	0.3/ 0.7										
WLTW-F	2.7/ 7.9										
WMXV-F	2.7/ 8.3										
WNEW-F	1.6/ 7.6										
WOR	3.2/ 8.1										
WPAT-F	1.5/ 5.9										
WPLJ-F	3.1/13.9										
WQCD-F	2.5/ 7.0										
WQEW	0.9/ 2.5										
WQHT-F	2.6/10.0										
WQXR-F	1.7/ 5.1										
WRKS-F	1.7/ 7.0										
WSKO-F	0.9/ 2.0										
WXRK-F	3.9/12.9										

WEZN-F 0.8/ 5.4 - SEE BRIDGEPORT  
WKHL-F 0.5/ 1.5 - SEE STAMFORD  
WKCI-F 0.4/ 1.7 - SEE NEW HAVEN  
WKSS-F 0.5/ 1.6 - SEE HARTFORD  
WPLR-F 0.5/ 1.9 - SEE NEW HAVEN  
WVYZ-F 0.3/ 1.0 - SEE HARTFORD

NASSAU-SUFFOLK  
 .....

DUOPOLY REPORT	12+	25-54	REVENUE
WBAB-F, WBLI-F (Liberty)	7.3%	9.7%	38.0%

RADIO STATIONS  
 .....

WGSM , 740,	25 KW (DAYS, DA) ,	Standards	UNISTR, \$ 41.00 (MMR)	Gary Starr
WHLI , 1100,	10 KW (DAYS, DA) ,	Standards	, \$ 41.00 (Katz)	Barnstable
WALK-F, 97.5,	39 KW @ 554	, AC	, \$180.00 (D&R)	Chancellor
WBAB-F, 102.3,	3 KW @ 269	, AOR	, \$150.00 (MMR)	Liberty
WBAZ-F, 101.7,	5.5 KW @ 341	, Soft AC	UNISTR, CNM, \$ 35.00 (Eastman)	
WBLI-F, 106.1,	25 KW @ 492	, CHR/AC	, \$160.00 (Katz)	Liberty
WBZO-F, 103.1,	3 KW @ 285	, Oldies	, \$ 40.00 ( - - - )	
WDRE-F, 92.7,	1 KW @ 522	, New Rock	, \$ 65.00 (Roslin)	Jarad
WKJY-F, 98.3,	3 KW @ 328	, AC	, \$ 85.00 (Katz)	Barnstable
WMJC-F, 94.3,	3 KW @ 298	, Soft AC	, \$ 47.00 (MMR)	Gary Starr
WRCN-F, 103.9,	1.5 KW @ 466	, AOR	, \$ 36.00 (Mc-Guild)	

Other Stations - See New York

Miscellaneous: WBLI-F sold by Beck Ross to Liberty for \$ \_\_\_\_\_ (Americom) . . . WALK A/F sold by American Media to Chancellor for \$37,900,000 (0) . . .

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

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

\*\*\*\*\* 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	



NEW HAVEN

Arbitron Rank/Pop (12+): 92/385,200  
 MSA Rank/Pop: 88/527,000  
 ADI # 24 (w/Hartford)  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 31/7  
 Diaries: 960/403:1/49.4%  
 Sample Target: 990  
 % Below Line: 52.3  
 % Not Listed: 16.3

1993 Revenue: \$13,500,000  
 HH Inc.: \$42,352  
 Retail \$: 4.9 Bil  
 Pop per Station: 55,329  
 #1 Biller: WPLR-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WPLR-F (AOR)	60/ 9.1	10.8	9.1	9.6	9.2	----	135/1907	855/22.1	21.1	23.7	G	WPLR-F
2. WKCI-F (CHR)	55/ 8.4	7.3	8.2	7.1	8.1	----	114/2044	877/22.6	24.4	25.4	F	WKCI-F
3. WYFZ-F (C)	44/ 6.7	3.3	5.4	5.6	5.2	----	101/1101	466/12.0	8.3	13.9		WYFZ-F
4. WELI (FS)	43/ 6.5	9.2	7.0	10.7	8.0	----	48/754	676/17.5	19.3	16.1	D	WELI
5. WEZN-F (SAC)	42/ 6.4	7.8	7.3	8.3	5.4	----	149/2068	596/15.4	17.1	16.6		WEZN-F
6. WDRG-F (O)	37/ 5.6	5.2	2.8	4.3	3.4	----	68/1095	548/14.1	12.0	10.5		WDRG-F
7. WFAN (SPRTS)	34/ 5.2	4.6	5.8	4.9	5.8	----	84/1377	509/13.1	11.0	13.4		WFAN
8. WEBC-F (AC)	26/ 4.0	4.8	2.8	3.4	3.1	----	97/1287	351/ 9.1	11.6	9.7		WEBC-F
9. WYBC-F (J/V)	20/ 3.0	4.3	3.3	2.6	2.3	----	20/391	350/ 9.0	9.3	7.8	A	WYBC-F
10. WKSS-F (CHR)	19/ 2.9	3.8	5.7	4.3	4.0	----	60/1216	537/13.9	15.1	19.5		WKSS-F
11. WZMX-F (AC)	17/ 2.6	1.4	1.5	1.9	3.7	----	33/727	372/ 9.6	6.8	8.5		WZMX-F
12. WCBS (N)	17/ 2.6	3.7	2.5	2.9	2.6	----	48/1007	417/10.8	9.4	10.8		WCBS
13. WNNC (B)	16/ 2.4	2.5	3.9	3.4	2.6	----	17/292	266/ 6.9	6.4	6.9	B	WNNC
14.												
15.												

12+ FM SHARE (METRO): 69.33% (382 of 551) (SPG 93: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID.	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F	1 WPLR-F	1 WPLR-F	1 WPLR-F>	1 WPLR-F>	1 WELI	1 WELI	1 WPLR-F	1 WPLR-F>	1 WKCI-F	1 WELI >>
2 WKSS-F>	2 WKCI-F>>	2 WKCI-F>	2 WKCI-F	2 WDRG-F	2 WYFZ-F	2 WFAN <	2 WDRG-F	2 WKCI-F<	2 WPLR-F>	2 WPLR-F
3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WDRG-F<	3 WKCI-F<	3 WDRG-F	3 WPLR-F	3 WEZN-F	3 WYFZ-F<	3 WEZN-F	3 WEZN-F
4	4	4 WDRG-F<	4 WEZN-F	4 WEZN-F<	4 WEZN-F	4 WKCI-F	4 WYFZ-F<	4 WEZN-F	4 WZMX-F	4 WYFZ-F
5	5	5 WYFZ-F	5 WFAN	5 WEBC-F	5 WFAN	5	5 WKCI-F	5 WDRG-F	5 WELI-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 WKCI-F	1 WKCI-F	1 WPLR-F	1 WKCI-F	1 WEZN-F	1 WKCI-F	1 WPLR-F>>	1 WPLR-F	1 WPLR-F>	1 WPLR-F>
2 WEZN-F	2 WPLR-F>	2 WKCI-F	2 WEZN-F<	2 WDRG-F<	2 WPLR-F	2 WKCI-F>	2 WFAN	2 WKCI-F	2 WFAN
3 WPLR-F	3 WEZN-F>	3 WYBC-F	3 WPLR-F	3 WEBC-F	3 WYFZ-F	3	3 WKCI-F	3 WFAN	3 WDRG-F
4 WKSS-F	4 WYBC-F	4 WEZN-F	4 WYBC-F	4 WKCI-F	4	4	4	4 WDRG-F	4 WKCI-F
5	5	5	5	5 WPLR-F	5	5	5	5 WYFZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		53 ( 4)	53 ( 4)	9.6	8.0	WMMW (ST) 1470	MERIDEN 0.9/1.1/ 15/ 165
AOR/CLASSIC		83 ( 4)	83 ( 4)	15.1	15.0	WXCT (SP) 1220	HAMDEN 1.1/1.4/ 7/ 53
COUNTRY		44 ( 1)	44 ( 1)	8.0	6.4	SEE HARTFORD, BRIDGEPORT, NASSAU-SUFFOLK, OR NEW YORK FOR MORE ABOUT THE FOLLOWING:	
NEWS/TALK	68 ( 4)		68 ( 4)	12.3	13.3	WCCC-F 1.2/4.3	WYSR-F 1.2/6.2
CHR		87 ( 4)	87 ( 4)	15.8	18.3	WFIF 0.5/1.9	WABC 1.8/4.8
BLACK/URBAN	16 ( 1)	4 ( 1)	20 ( 2)	3.6	6.0	WHCN-F 1.8/7.3	WALK-F 0.3/2.0
SOFT AC/EZ		54 ( 2)	54 ( 2)	9.8	11.2	WRCH-F 1.8/5.6	WGSM 0.8/1.4
HISPANIC	7 ( 1)		7 ( 1)	1.3	0.3	WTIC 1.5/5.6	WICC 1.2/4.3
OLDIES		37 ( 1)	37 ( 1)	6.7	3.3	WTIC-F 0.6/6.4	
FULL SVC/VARIETY	61 ( 3)		61 ( 3)	11.1	12.1		WOR 0.8/2.6
STANDARDS	14 ( 3)		14 ( 3)	2.5	0.8		WQEW 0.5/1.1
RELIG/GOSPEL	3 ( 1)		3 ( 1)	0.5	2.0		WOHT-F 1.4/4.0
CLASSICAL							WRKI-F 0.5/4.0
JAZZ		20 ( 1)	20 ( 1)	3.6	4.0		WRKS-F 0.6/2.0
OTHERS/UNKNOWN							
TOTALS	169 (13)	382 (18)	551 (31)				

NEW HAVEN  
-----

DUOPOLY REPORT -----	12+ -----	25-54 -----	REVENUE -----
WAVZ, WELI, WKCI-F (Clear Channel)	14.9%	9.1%	45.9%

RADIO STATIONS  
-----

WELI , 960, 5 KW (DA-N) , Full Service	ABC CBS, \$ 47.00 (Mc-Guild)	Clear Channel
WNHC , 1340, 1 KW , Black	, \$ 20.00 (D & R)	
WKCI-F, 101.3, 10 KW @ 1069 , CHR	, \$ 96.00 (Mc-Guild)	Clear Channel
WPLR-F, 99.1, 14 KW @ 951 , AOR	, \$120.00 (Eastman)	Southern Starr
WYBC-F, 94.3, 1.7 KW @ 325 , Jazz/Urban	SMN, \$ 20.00 (K & P)	

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

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/1,024,400

Stations: 24/24  
Diaries: 1880/545:1/50.4%  
Sample Target: 1900  
% Below Line: 0.0  
% Not Listed: 10.6

1993 Revenue: \$34,400,000  
HH Inc.: \$29,798  
Retail \$: 11.2 Bil  
Pop per Station: 42,683  
#1 Biller: WWL \$8,200,000

MSA Rank/Pop: 41/1,310,000  
ADI # 40  
Average Person Ratings: 17.3  
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WQUE-F (B)	220/12.4	11.5	12.2	12.2	10.3	12.1	288/2971	2211/21.6	24.6	23.3	E	WQUE-F
2. WYLD-F (B)	162/ 9.1	7.6	9.1	8.7	9.1	8.6	175/2192	1909/18.6	20.0	20.8	D	WYLD-F
3. WNOE-AF (C)	159/ 9.0	8.2	9.6	9.6	10.6	9.1	207/2687	1935/18.9	18.7	17.9	F	WNOE-AF
4. WWL (N/T)	149/ 8.4	8.2	10.1	9.5	10.6	9.1	206/2749	1965/19.2	21.2	21.1	H	WWL
5. WEZB-F (CHR)	105/ 5.9	6.9	6.7	6.4	7.1	6.5	148/2675	2048/20.0	20.4	21.9	E	WEZB-F
6. WLTS-F (AC)	100/ 5.6	5.5	4.4	4.8	4.3	5.1	111/1725	1451/14.2	13.0	12.1	D	WLTS-F
7. WRNO-F (AOR)	85/ 4.8	3.5	2.9	4.2	3.3	3.9	98/1737	1348/13.2	10.3	11.3	C	WRNO-F
8. WTKL-F (O)	79/ 4.5	3.3	3.3	3.3	1.7	3.6	92/1204	1048/10.2	8.1	8.1	C	WTKL-F
9. WLMG-F (SAC)	76/ 4.3	6.4	7.3	5.0	6.7	5.8	91/1772	1507/14.7	16.1	15.5	F	WLMG-F
10. KMEZ-F (B/AC)	68/ 3.8	5.2	4.5	3.9	5.7	4.4	70/1010	994/ 9.7	12.3	12.8	C	KMEZ-F
11. WCKW-F (CL AOR)	66/ 3.7	2.8	2.6	2.8	2.5	3.0	127/1837	1088/10.6	8.0	9.9	C	WCKW-F
12. WBYU (ST)	63/ 3.6	3.7	3.5	3.0	2.4	3.5	63/707	665/ 6.5	6.0	5.6	B	WBYU
13. WYLD (G)	62/ 3.5	3.5	3.4	2.8	2.2	3.3	78/922	779/ 7.6	7.6	6.2	B	WYLD
14. KHOM-F (O)	35/ 2.0	2.6	1.4	1.7	1.9	1.9	71/1320	727/ 7.1	6.2	6.5	B	KHOM-F
15. WZRH-F (AOR-NR)	27/ 1.5	1.8	1.4	1.7	1.6	1.6	33/663	560/ 5.5	5.1	5.4	A	WZRH-F
16. KGTR-F (C)	24/ 1.4	1.4	1.0	2.2	2.4	1.5	30/603	527/ 5.1	4.6	8.2	B	KGTR-F
17. WBOK (G)	21/ 1.2	2.6	2.8	3.9	3.0	2.6	24/428	404/ 3.9	6.8	7.3	B	WBOK
18. WTIK (ST)	21/ 1.2	1.3	0.8	1.3	0.6	1.2	22/444	356/ 3.5	2.9	3.6	B	WTIK
19. WSMB (T)	19/ 1.1	1.7	1.0	1.0	1.3	1.2	22/436	346/ 3.4	3.5	4.8	A	WSMB
20.												

12+ FM SHARE (METRO): 76.26% (1208 of 1584) (SPG 93: 75.46%)

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

NEW ORLEANS  
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FORMATS -----	AM --	FM --	TOTAL -----	%	SPG 93		OTHER RATED STATIONS			METRO CUME TSA TSA	
					%	%	-----			SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
AC		100 ( 1)	100 ( 1)	6.3	6.8	KCIL-F (C)	107.5	HOUMA	0.4/1.1/ 75/ 907		
AOR/CLASSIC		178 ( 3)	178 ( 3)	11.2	8.3	KGLA (SP)	1540	GREINA	0.8/1.1/ 14/ 114		
COUNTRY	5 ( 1)	185 ( 3)	190 ( 4)	12.0	11.9	WADU (SP)	830	NORCO	0.6/1.0/ 10/ 128		
NEWS/TALK	168 ( 2)		168 ( 2)	10.6	14.0	WQUE (B)	1280	NEW ORLEANS	0.6/2.7/ 11/ 296		
CHR		105 ( 1)	105 ( 1)	6.6	8.4						
BLACK/URBAN	11 ( 1)	450 ( 3)	461 ( 4)	29.1	28.6						
SOFT AC/EZ		76 ( 1)	76 ( 1)	4.8	7.6						
HISPANIC	24 ( 2)		24 ( 2)	1.5	---						
OLDIES		114 ( 2)	114 ( 2)	7.2	6.0						
FULL SVC/VARIETY											
STANDARDS	85 ( 2)		85 ( 2)	5.4	2.7						
RELIG/GOSPEL	83 ( 2)		83 ( 2)	5.2	5.8						
CLASSICAL											
JAZZ											
OTHERS/UNKNOWN											
TOTALS	376 (10)	1208 (14)	1584 (24)								

DUOPOLY REPORT	12+	25-54	REVENUE
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WQUE A/F, WYLD A/F (Clear Channel)	25.6%	24.6%	14.8%
WLTS-F, WTKL-F (Muniz)	10.1%	12.8%	9.6%
WNOE A/F, KGTR-F (Radio Equity)	10.4%	10.0%	15.7%
	-----	-----	-----
	46.1%	47.4%	40.1%

RADIO STATIONS  
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AM STATIONS  
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WBOK, 1230, 1 KW	, Gospel	UNISTR, AURN, \$ 22.00 ( --- )	Willis
WBYU, 1450, 1 KW	, Standards	SMN, \$ 32.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	-- SEE WNOE-FM		
WQUE, 1280, 5 KW (DA-1)	-- SEE WQUE-FM		
WSMB, 1350, 5 KW (DA-2)	, Talk	ABC, \$ 21.00 (Katz)	
WTIX, 690, 10 KW/5 KW (DA-2)	, Standards	NBC, MBS, \$ 22.00 (---)	GHB (Buck)
WWL, 870, 50 KW	, News/Talk	ABC, \$ 155.00 (Katz)	Keymarket
WYLD, 940, 10 KW/500 W (DA-2)	, Gospel	ABC, \$ 19.00 (D&R)	Clear Channel

FM STATIONS  
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KGTR, 106.7, 100 KW @ 981, Country		\$ 29.00 (Mc-Guild)	Radio Equity (PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1945, Oldies	UNISTR, NBC, \$ 27.00 (Torbet)		(HOUMA)
KMEZ, 102.9, 5 KW @ 604, Black AC	SMN, \$ 39.00 (Katz)		(BELLE CHASE)
WCKW, 92.3, 100 KW @ 1945, Classic AOR	\$ 46.00 (Banner)		(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR	\$ 87.00 (MHR)		EZ
WLHG, 101.9, 100 KW @ 830, Soft AC	\$ 91.00 (Katz)		Keymarket
WLTS, 105.3, 100 KW @ 902, AC	CBS, \$ 59.00 (Banner)		Muniz
WNOE, 101.1, 100 KW @ 1003, Country	SMN, MBS, \$ 107.00 (Mc-Guild)		Radio Equity
WQUE, 93.3, 93 KW @ 459, Black	\$ 79.00 (D&R)		Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR/Classic	Source, UNISTR, \$ 40.00 (Christal)		Galloway
WTKL, 95.7, 100 KW @ 984, Oldies	\$ 39.00 (Banner)		Muniz
WYLD, 98.5, 100 KW @ 361, Black	ABC, \$ 54.00 (D&R)		Clear Channel
WZRH, 106.1, 50 KW @ 492, New Rock	\$ 17.00 ( --- )		(PICAYNE)

NEW YORK

Arbitron Rank/Pop (12+): 1/14,033,500

Stations: 43/42  
Diaries: 8913/1575:1/53.0%  
Sample Target: 8465  
% Below Line: 0.5  
% Not Listed: 11.9

1993 Revenue: \$351,500,000  
HH Inc.: \$41,700  
Retail \$:110.2 Bil  
Pop per Station: 334,143  
#1 Biller: WFAN \$35,000,000

MSA Rank/Pop: 1/15,500,000  
ADI # 1  
Average Person Ratings: 18.9  
Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WLTW-F (SAC)	1316/ 5.0	4.7	4.8	4.3	5.2	4.7	1331/19497	19153/13.6	13.0	14.7	K	WLTW-F
2. WCBS-F (O)	1203/ 4.5	4.6	4.5	3.9	4.8	4.4	1239/19085	18263/13.0	12.1	12.6	K	WCBS-F
3. WOHT-F (CHR/U)	1165/ 4.4	4.1	3.8	3.6	3.6	4.0	1215/20959	19772/14.1	12.9	12.5	I	WOHT-F
4. WHTZ-F (CHR)	1098/ 4.1	4.0	4.5	4.7	3.8	4.3	1144/24222	23329/16.6	16.4	16.2	J	WHTZ-F
5. WRKS-F (B)	1082/ 4.1	4.3	5.8	5.7	5.8	5.0	1143/20826	19880/14.2	14.4	15.2	J	WRKS-F
6. WPLJ-F (CHR)	1057/ 4.0	3.4	3.9	4.0	4.0	3.8	1135/20978	19467/13.9	13.7	15.5	I	WPLJ-F
7. WINS (N)	1056/ 4.0	4.3	3.9	3.4	3.4	3.9	1065/24143	23771/16.9	16.2	15.6	K	WINS
8. WBLS-F (B)	1001/ 3.8	4.2	4.0	4.1	4.7	4.0	1017/17169	16701/11.9	11.9	12.2	I	WBLS-F
9. WABC (T)	975/ 3.7	4.2	4.6	4.5	4.8	4.3	1153/15778	13498/ 9.6	10.2	12.0	I	WABC
10. WQCD-F (J)	966/ 3.6	3.6	3.6	3.0	2.8	3.5	1013/14457	13815/ 9.8	8.6	7.7	I	WQCD-F
11. WMXV-F (AC)	935/ 3.5	3.6	2.8	2.8	3.4	3.2	947/16932	16611/11.8	9.6	11.5	J	WMXV-F
12. WXRK-F (CL AOR)	919/ 3.5	4.0	3.6	4.1	4.1	3.8	1002/18623	17054/12.2	12.8	12.7	K	WXRK-F
13. WOR (T)	901/ 3.4	3.1	3.6	3.9	3.5	3.5	1011/12803	11365/ 8.1	9.4	8.4	J	WOR
14. WSKQ-F (SP)	828/ 3.1	3.1	3.0	2.3	2.1	2.9	844/8806	8588/ 6.1	5.0	4.6	H	WSKQ-F
15. WCBS (N)	827/ 3.1	3.6	2.9	3.6	3.0	3.3	944/21482	18898/13.5	12.9	13.5	K	WCBS
16. WFAN (SPRTS)	814/ 3.1	2.7	3.1	3.1	2.8	3.0	982/18270	15055/10.7	10.5	10.0	K	WFAN
17. WPAT-F (EZ/SAC)	789/ 3.0	2.6	3.3	3.3	2.7	3.1	820/11601	10895/ 7.8	8.5	8.2	H	WPAT-F
18. WQXR-F (CL)	624/ 2.3	2.2	1.8	1.1	1.5	1.9	644/9379	9019/ 6.4	5.3	4.8	G	WQXR-F
19. WNEW-F (AOR)	612/ 2.3	2.2	3.0	3.0	2.8	2.6	656/13092	12071/ 8.6	9.4	9.6	J	WNEW-F
20. WYNY-F (C)	534/ 2.0	2.1	2.3	2.3	2.1	2.2	582/9016	8275/ 5.9	6.2	5.8	I	WYNY-F
21. WAXQ-F (AOR-NR)	528/ 2.0	1.6	1.5	1.5	1.2	1.7	573/9488	8722/ 6.2	5.6	4.9		WAXQ-F
22. WADO (SP)	473/ 1.8	1.7	1.4	2.0	1.6	1.7	473/4851	4848/ 3.5	2.7	3.3	F	WADO
23. WQEW (BB)	459/ 1.7	1.6	1.6	1.7	1.5	1.7	479/5222	4940/ 3.5	3.1	3.3		WQEW
24. WLIB (B/T)	299/ 1.1	1.3	1.0	1.1	1.4	1.1	301/3554	3514/ 2.5	2.0	2.5		WLIB
25. WALK-F (AC)	288/ 1.1	1.0	0.8	1.0	0.9	1.0	294/4195	3952/ 2.8	2.3	2.3		WALK-F
26. WFME-F (REL)	237/ 0.9	0.6	0.7	0.8	0.8	0.8	242/2569	2448/ 1.7	1.6	2.0		WFME-F
27. WSKQ (SP)	225/ 0.8	1.1	0.6	0.7	1.0	0.8	225/2462	2459/ 1.8	1.0	2.2		WSKQ
28. WDRE-F (AOR)	211/ 0.8	0.5	0.7	0.8	0.7	0.7	222/4606	4356/ 3.1	2.8	2.7		WDRE-F
29. WNKV-F (E/V)	177/ 0.7	0.7	0.6	0.9	0.5	0.7	177/3123	3117/ 2.2	2.0	2.2		WNKV-F
30. WWRL (G)	173/ 0.7	0.6	0.5	0.6	0.6	0.6	173/1845	1845/ 1.3	1.5	1.5		WWRL

12+ FM SHARE (METRO): 70.31% (16469 of 23424) (SPG 93: 68.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOHT-F>	1 WPLJ-F	1 WPLJ-F<	1 WLTW-F<	1 WCBS-F<	1 WCBS-F	1 WINS	1 WLTW-F	1 WLTW-F>	1 WOHT-F	1 WOR
2 WHTZ-F>	2 WHTZ-F	2 WLTW-F	2 WCBS-F	2 WLTW-F	2 WINS <	2 WXRK-F>	2 WCBS-F	2 WCBS-F<	2 WHTZ-F	2 WINS <
3 WRKS-F	WOHT-F<	3 WXRK-F	3 WXRK-F<	3 WQCD-F	2 WLTW-F<	3 WOR	3 WABC	3 WABC	3 WRKS-F<	3 WBLS-F
4	4 WRKS-F	4 WCBS-F	4 WPLJ-F<	4 WXRK-F	4 WOR <	4 WCBS	4 WPLJ-F	4 WPLJ-F	4 WBLS-F	4 WQCD-F
5	5 WBLS-F<	5 WHTZ-F	5 WQCD-F	5 WPLJ-F	5 WABC	5 WFAN <	5 WMXV-F	5 WHTZ-F	5 WQCD-F	5 WABC
6	6 WXRK-F	6 WRKS-F	6 WBLS-F	6 WBLS-F	6 WCBS	6 WOHT-F	6 WQCD-F	6 WOHT-F	6 WABC	6 WCBS
7	7 WLTW-F	7 WBLS-F	7 WMXV-F	7 WMXV-F	7 WPAT-F	7 WPLJ-F	7 WPAT-F	7 WMXV-F	7 WLTW-F	7 WFAN
8	8 WMXV-F	8 WMXV-F	8 WSKQ-F	8 WSKQ-F	8 WQCD-F	8 WCBS-F	8 WRKS-F	8 WRKS-F	8 WFAN	8 WCBS-F
9	9 WAXQ-F	9 WOHT-F	9 WNEW-F	9 WFAN	9 WFAN	9 WHTZ-F	9 WBLS-F	9 WQCD-F	9 WMXV-F	9 WLTW-F<
10	10 WNEW-F	10 WQCD-F	10 WRKS-F	10 WRKS-F	10 WQXR-F	10 WLTW-F	10 WHTZ-F	10	10 WOR	10 WOHT-F
11	WSKQ-F	11	11	11	11	11	11	11	11	WSKQ-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 WOHT-F	1 WPLJ-F	1 WPLJ-F	1 WPLJ-F<	1 WLTW-F>	1 WOHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F>	1 WXRK-F<
2 WRKS-F	2 WRKS-F	2 WBLS-F	2 WLTW-F	2 WMXV-F<	2 WHTZ-F	2 WOHT-F	2 WNEW-F	2 WCBS-F<	2 WCBS-F
3 WHTZ-F	3 WHTZ-F<	3 WLTW-F	3 WMXV-F<	3 WCBS-F<	3 WRKS-F	3 WHTZ-F	3 WAXQ-F	3 WFAN	3 WFAN
4 WPLJ-F	4 WBLS-F	4 WRKS-F	4 WBLS-F	4 WPLJ-F	4 WAXQ-F	4 WAXQ-F	4 WPLJ-F	4 WPLJ-F	4 WQCD-F
5 WBLS-F	5 WOHT-F	5 WMXV-F	5 WRKS-F	5 WBLS-F	5 WXRK-F	5 WPLJ-F<	5 WFAN	5 WQCD-F	5 WLTW-F
6 WMXV-F	6 WLTW-F<	6 WHTZ-F	6 WHTZ-F	6 WQCD-F	6 WPLJ-F	6 WRKS-F	6 WQCD-F	6 WHTZ-F	6 WNEW-F
7 WSKQ-F	7 WMXV-F	7 WOHT-F	7 WOHT-F	7 WRKS-F	7 WMXV-F	7 WNEW-F	7 WBLS-F	7 WLTW-F	7 WPLJ-F
8 WLTW-F	8 WSKQ-F	8 WSKQ-F	8 WCBS-F	8 WSKQ-F	8 WBLS-F	8 WBLS-F	8 WSKQ-F	8 WSKQ-F	8 WBLS-F
9 WAXQ-F	9 WXRK-F	9 WQCD-F	9 WSKQ-F	9 WHTZ-F	9 WFAN	9 WFAN	9 WHTZ-F	9 WAXQ-F	9 WSKQ-F
10	10 WNEW-F	10 WNEW-F	10 WQCD-F	10 WINS	10	10	10 WLTW-F	10 WHTZ-F	10 WABC
11	11	11	11	11	11	11	11 WRKS-F	WRKS-F	11

NEW YORK  
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FORMATS	AM	FM	TOTAL	SPG 93		OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
				%	%		
AC		1513 ( 4)	1513 ( 4)	6.5	5.7	WBAB-F (AOR) 102.3	BABYLON 0.6/2.1/154/2961
AOR/CLASSIC		2495 ( 6)	2495 ( 6)	10.7	9.7	WBRR (N) 1130	NEW YORK 0.4/2.2/113/3397
COUNTRY		534 ( 1)	534 ( 1)	2.3	2.3	WBLI-F (AC/CHR) 106.1	PATCHOGUE 0.6/2.1/162/2967
NEWS/TALK	4676 ( 6)	146 ( 1)	4822 ( 7)	20.6	20.3	WBZO-F (O) 103.1	BAY SHORE 0.4/1.1/111/1586
CHR		3320 ( 3)	3320 ( 3)	14.2	13.4	WDHA-F (AOR) 92.7	GARDEN CITY 0.3/1.4/ 87/2103
BLACK/URBAN	299 ( 1)	2083 ( 2)	2382 ( 3)	10.2	13.6	WEVD (ST/E) 1050	NEW YORK 0.3/2.1/ 78/3112
SOFT AC/EZ	130 ( 1)	2233 ( 3)	2363 ( 4)	10.1	11.0	WHLI (ST) 1100	HEMPSTEAD 0.6/1.0/174/1466
HISPANIC	865 ( 3)	828 ( 1)	1693 ( 4)	7.2	6.5	WHUD-F (EZ) 100.7	PEEKSKILL 0.5/1.5/223/3350
OLDIES		1313 ( 2)	1313 ( 2)	5.6	5.3	WKDH (SP) 1380	NEW YORK 0.6/1.3/167/1885
FULL SVC/VARIETY				0.0	0.0	WKJY-F (AC) 98.3	HEMPSTEAD 0.5/1.3/129/1866
STANDARDS	628 ( 2)		628 ( 2)	2.7	2.7	WPAT (EZ) 930	PATERSON 0.5/1.7/130/2477
RELIG/GOSPEL	283 ( 2)		283 ( 2)	1.2	2.3	WWRV (REL/V) 1330	NEW YORK 0.4/D.6/111/ 892
CLASSICAL		624 ( 1)	624 ( 1)	2.7	3.1	WKKW-F (T) 101.5	TRENTON 0.5/2.1/225/4391
JAZZ		966 ( 1)	966 ( 1)	1.4	3.1		
OTHERS/UNKNOWN	74 ( 1)	177 ( 1)	251 ( 2)	1.1	0.4		
TOTALS	6955 (16)	16469 (27)	23424 (43)				

DUOPOLY REPORT

	12+	25-54	REVENUE
WFAN, WZRC, WXRK-F (Infinity)	6.6%	8.5%	16.9%
WQHT-F, WRKS-F (Emmis)	8.5%	5.8%	8.7%
	15.1%	14.3%	25.6%

RADIO STATIONS

AM STATIONS

WABC, 770,	50 KW	, Talk	ABC, \$275.00	(Banner)	Cap Cities/ABC
WADO, 1280,	5 KW (DA-1)	, Hispanic	, \$101.00	(Katz Hisp)	Heftel
WBRR, 1130,	50 KW (DA-N)	, Business News	, \$150.00	( --- )	Bloomburg
WCBS, 880,	50 KW	, News	ABC, CNN, \$390.00	(CBS)	CBS
WFAN, 660,	50 KW	, Sports	UNISTR, NBC, \$369.00	(Eastman)	Infinity
WEVD, 1050,	50 KW (DA-1)	, Standards/Ethnic	, \$ 82.00	(Groskin)	Forward
WINS, 1010,	50 KW (DA-1)	, News	CNN ABC, \$415.00	(Group W)	Westinghouse
WKDM, 1380,	5 KW (DA-1)	, Hispanic	CBS, \$ 80.00	(Katz Hisp)	
WLIB, 1190,	10 KW (DAYS, DA)	, Black News/Talk	AURN, \$ 94.00	(Mc-Guild)	Inner City
WMCA, 570,	5 KW (DA-1)	, Religion	, \$ NA	( --- )	Salem
WOR, 710,	50 KW (DA-1)	, Talk	ABC NBC, \$320.00	(Mc-Guild)	Buckley
WPAT, 930,	5 KW (DA-2)	, SEE WPAT-FM			
WQEW, 1560,	50 KW (DA-2)	, Standards	, \$100.00	(MMR)	New York Times
WSKQ, 620,	5 KW (DA-2)	, Hispanic	, \$130.00	(SBS)	SBS
WWRL, 1600,	5 KW (DA-2)	, Gospel	MBS AURN, \$ 50.00	( --- )	Unity
WWDJ, 970,	5 KW (DA-2)	, Religion	, \$ 54.00	( --- )	Salem
WWRV, 1330,	5 KW (DA-1)	, Religion/Various	, \$ NA	( --- )	
WZRC, 1480,	5 KW (DA-2)	, Ethnic/Brokered	, \$ NA	( --- )	Infinity
WAXQ, 104.3,	7.8 KW @ 1220	, AOR	UNISTR, \$160.00	( --- )	GAF
WBLS, 107.5,	5.4 KW @ 1223	, Black AC	ABC, \$301.00	(Mc-Guild)	Inner City
WCBS, 101.1,	6.8 KW @ 1325	, Oldies	CBS, \$505.00	(CBS)	CBS
WFME, 94.7,	37 KW @ 571	, Religion	, \$ NA	( --- )	Family
WHTZ, 100.3,	7.8 KW @ 1220	, CHR	, \$325.00	(Christal)	Shamrock
WHUD, 100.7,	50 KW @ 500	, EZ/Soft AC	AP, \$105.00	(Katz)	(PEEKSKILL)
WLTW, 106.7,	7.8 KW @ 1223	, Soft AC	, \$500.00	(Katz)	Viacom
WMXV, 105.1,	7.8 KW @ 1223	, AC	, \$414.00	(Mc-Guild)	Bonneville
WNEW, 102.7,	7.8 KW @ 1223	, AOR	UNISTR, \$380.00	(Group W)	Westinghouse
WNWK, 105.9,	2.4 KW @ 722	, Variety/Ethnic	, \$ NA	( --- )	(NEWARK)
WPAT, 93.1,	5.4 KW @ 1420	, EZ/Soft AC	, \$246.00	(MMR)	Park
WPLJ, 95.5,	6.7 KW @ 1345	, CHR/AC	ABC, \$285.00	(Katz)	Cap Cities/ABC
WQCD, 101.9,	5.3 KW @ 1420	, Jazz	, \$320.00	(Christal)	Tribune Co.
WQHT, 97.1,	6.7 KW @ 1338	, CHR/Urban	, \$310.00	(MMR)	Emmis
WQXR, 96.3,	7.8 KW @ 1223	, Classical	UNISTR, \$205.00	(MMR)	New York Times
WRKS, 98.7,	7.8 KW @ 1220	, Black	Source, UNISTR, \$380.00	(MMR)	Summit
WSKQ, 97.9,	7.8 KW @ 1223	, Hispanic	, \$130.00	(SBS)	SBS
WXRK, 92.3,	7.6 KW @ 1220	, Classic AOR	ABC, \$475.00	(Torbet)	Infinity
WYNY, 103.5,	6.7 KW @ 1391	, Country	NBC, MBS, \$258.00	(D&R)	Broadcasting Partners

Miscellaneous: WKDM sold by United for \$6,900,000 (Schutz; Star) . . . WWDJ sold by Communicom to Salem for \$ . . . WRKS-F sold by Summit to Emmis for \$68,000,000 (D) (Morgan Stanley) . . .

NORFOLK  
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Arbitron Rank/Pop (12+): 33/1,198,300  
MSA Rank/Pop: 32/1,530,000  
AD1 # 39  
Average Person Ratings: 16.1  
Market TSL: 21.25 hours

Stations: 28/26  
Diaries: 1737/690:1/55.3%  
Sample Target: 1670  
% Below Line: 1.2  
% Not Listed: 13.1

1993 Revenue: \$35,400,000  
HH Inc.: \$32,775  
Retail \$: 12.5 Bil  
Pop per Station: 46,088  
#1 Biller: WNOR-F \$4,500,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WOWI-F (B)	192/10.0	10.1	9.5	10.4	9.5	10.0	216/2789	2467/20.6	19.6	20.8	F	WOWI-F
2. WCMS-AF (C)	156/ 8.1	7.2	8.0	6.7	7.0	7.5	181/2220	1891/15.8	15.5	15.5	D	WCMS-AF
3. WGH-F (C)	153/ 7.9	6.9	7.9	6.8	4.3	7.4	185/2415	2098/17.5	15.4	11.5	E	WGH-F
4. WNOR-AF (AOR)	137/ 7.2	6.6	6.7	6.9	7.5	6.9	145/2023	1961/16.4	16.0	19.8	F	WNOR-AF
5. WFOG-F (SAC)	125/ 6.5	5.2	6.0	6.3	7.4	6.0	135/1651	1420/11.9	14.9	15.2	D	WFOG-F
6. WNVZ-F (CHR)	99/ 5.1	5.4	4.3	5.3	4.9	5.0	108/2182	2038/17.0	16.6	16.6	C	WNVZ-F
7. WMYK-F (B)	89/ 4.6	2.6	3.6	3.4	4.6	3.6	99/1708	1542/12.9	12.3	12.8		WMYK-F
8. WWDE-F (AC)	86/ 4.5	5.1	5.8	5.3	5.4	5.2	102/1514	1376/11.5	13.9	14.6	E	WWDE-F
9. WNIS (N/T)	65/ 3.4	4.9	4.1	3.8	4.2	4.1	70/1059	961/ 8.0	9.9	9.8	D	WNIS
10. WKOC-F (AOR-P)	58/ 3.0	3.8	4.7	4.7	3.2	4.1	74/1125	971/ 8.1	9.8	8.5	C	WKOC-F
11. WAFX-F (CL AOR)	55/ 2.9	4.4	2.6	3.0	4.4	3.2	73/1592	1224/10.2	10.0	14.4	C	WAFX-F
12. WJQI-F (AC)	55/ 2.9	2.5	4.8	3.9	3.9	3.5	56/834	787/ 6.6	11.7	11.4	C	WJQI-F
13. WROX-F (AOR-NR)	53/ 2.8	2.9	1.6	2.6	2.2	2.5	58/914	860/ 7.2	4.4	7.0		WROX-F
14. WLTY-F (O)	49/ 2.5	3.7	3.0	3.4	3.9	3.2	54/1078	973/ 8.1	9.8	10.4	C	WLTY-F
15. WSVY-F (B)	45/ 2.3	2.6	1.5	1.6	1.8	2.0	49/922	842/ 7.0	4.9	5.0		WSVY-F
16. WTAR (T)	40/ 2.1	2.4	3.2	2.7	1.8	2.6	45/898	814/ 6.8	8.5	7.2	B	WTAR
17. WXEZ-F (E2)	38/ 2.0	1.6	1.6	1.4	1.5	1.7	61/729	514/ 4.3	4.0	2.7		WXEZ-F
18. WPCE (G)	32/ 1.7	2.3	2.0	2.0	2.5	2.0	33/450	446/ 3.7	4.8	5.0		WPCE
19. WMXN-F (AC)	32/ 1.7	3.0	2.6	3.6	4.6	4.7	38/1114	1014/ 8.5	10.4	12.1	C	WMXN-F
20. WSVY (G/B)	30/ 1.6	1.6	1.8	1.9	1.1	1.7	30/450	440/ 3.7	3.0	2.9		WSVY

12+ FM SHARE (METRO): 86.00% (1438 of 1672) (SPG 93: 85.69%)

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

NORFOLK  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		173 ( 3)	173 ( 3)	10.3	11.2	WGH (SPRTS) 1310	NEWPORT NEWS	0.8/2.6/	17/ 337
AOR/CLASSIC	1 ( 1)	302 ( 4)	303 ( 5)	18.1	17.1	WKGM (REL) 940	SMITHFIELD	0.4/1.1/	9/ 167
COUNTRY	7 ( 1)	302 ( 2)	309 ( 3)	18.5	12.7	WPMH (REL) 1010	PORTSMOUTH	0.5/1.0/	10/ 125
NEWS/TALK	120 ( 3)		120 ( 3)	7.2	7.5	WTJZ (G) 1270	NEWPORT NEWS	1.4/2.0/	26/ 238
CHR		111 ( 2)	111 ( 2)	6.6	6.4	WOCK-F (O) 96.5	WILLIAMSBURG	0.6/1.5/	37/ 700
BLACK/URBAN		326 ( 3)	326 ( 3)	19.5	21.7	WRVQ-F (CHR) 94.5	RICHMOND	0.6/1.5/	62/1124
SOFT AC/EZ		163 ( 2)	163 ( 2)	9.7	4.4				
HISPANIC									
OLDIES		61 ( 2)	61 ( 2)	3.6	5.0				
FULL SVC/VARIETY					0.4				
STANDARDS									
RELIG/GOSPEL	106 ( 5)		106 ( 5)	6.3	3.6				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	234 (10)	1438 (18)	1672 (28)						

DUOPOLY REPORT	12+	25-54	REVENUE
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WNOR A/F, WAFX-F (Saga)	10.1%	11.6%	16.7%
WFOG-F, WJQI A/F (Sunshine Wireless)	9.4%	11.2%	12.1%
WVDE-F, WNVZ-F (Max)	9.6%	8.9%	15.3%
WTAR, WKOC-F, WLTY-F (Benchmark)	7.6%	10.3%	11.6%
	36.7%	42.0%	55.7%

RADIO STATIONS  
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AM STATIONS  
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WNIS , 850, 50 KW/2.5 KW(DA-2),	News/Talk	NBC, ABC, \$ 48.00 (MMR)	Sinclair
WPCE , 1400, 1 KW/250 W	Gospel	UNISTR, AURN, \$ 24.00 (Mc-Guild)	Willis
WSVY , 1350, 5 KW (DA-2)	Gospel/Black	AURN, ABC, \$ 24.00 (Mc-Guild)	Ragan Henry
WTAR , 790, 5 KW (DA-1)	Talk	NBC, CNN, \$ 30.00 (Katz)	Benchmark

FM STATIONS  
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WAFX , 106.9, 100 KW @ 938	Classic AOR	\$ 43.00 (CBS)	Saga
WCMS , 100.5, 50 KW @ 499	Country	ABC, \$ 75.00 (MMR)	
WFOG , 92.9, 50 KW @ 479	EZ/Soft AC	UNISTR, \$ 65.00 (Banner)	Sunshine Wireless
WGH , 97.3, 74 KW @ 394	Country	\$ 75.00 (Eastman)	Susquehanna
WJQI , 94.9, 50 KW @ 500	AC	UNISTR, \$ 42.00 (D&R)	Sunshine Wireless
WKOC , 93.7, 100 KW @ 997	Prog. Rock	\$ 40.00 (Katz)	Benchmark (ELIZABETH CITY, NC)
WLTY , 95.7, 40 KW @ 879	Oldies	\$ 58.00 (Katz)	Benchmark
WMXN , 105.3, 50 KW @ 500	AC	\$ 48.00 (Banner)	ML
WMYK , 92.1, 3.7 KW @ 420	Black	\$ 22.00 (Torbet)	Willis (MOYOCK, NC)
WNOR , 98.7, 46 KW @ 518	AOR	\$ 97.00 (Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 479	CHR	\$ 45.00 (Christal)	Max
WDWI , 102.9, 50 KW @ 469	Black	AURN, \$ 82.00 (Mc-Guild)	Ragan Henry
WROX , 96.1, 50 KW @ 482	New Rock	\$ 30.00 (MMR)	Sinclair (CAPE CHARLES)
WSVY , 107.7, 3 KW @ 328	Black	AURN, ABC, \$ 20.00 (Mc-Guild)	Ragan Henry (WINDSOR)
WVDE , 101.3, 50 KW @ 500	AC	CBS, \$ 86.00 (Christal)	Max
WXEZ , 94.1, 50 KW @ 500	EZ/Soft AC	\$ 23.00 ( --- )	Eure

Miscellaneous: WZAM (1110) sold for \$217,000. . .



OKLAHOMA CITY  
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Arbitron Rank/Pop (12+): 51/811,400  
MSA Rank/Pop: 53/987,000  
ADI # 45  
Average Person Ratings: 15.5  
Market TSL: 21.00 hours

Stations: 20/20  
Diaries: 1422/571:1/51.7%  
Sample Target: 1440  
% Below Line: 0.0  
% Not Listed: 12.6

1993 Revenue: \$26,200,000  
HH Inc.: \$28,448  
Retail \$: 7.7 Bil  
Pop per Station: 40,570  
#1 Biller: KXXY-AF \$6,500,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KXXY-AF (C)	174/13.9	14.1	15.5	15.4	16.4	14.7	214/2838	2080/25.6	27.7	28.8	G	KXXY-AF
2. KJYO-F (CHR)	111/ 8.8	8.8	7.9	9.1	8.0	8.7	134/2258	1835/22.6	20.8	23.1	D	KJYO-F
3. KMGL-F (AC)	92/ 7.3	5.8	4.9	5.3	6.5	5.8	111/1816	1352/16.7	12.0	13.5	D	KMGL-F
4. KEBC-F (C)	88/ 7.0	6.8	10.2	10.5	8.5	8.6	125/2289	1618/19.9	21.5	22.6	D	KEBC-F
KOMA-F (O)	88/ 7.0	4.5	3.9	2.6	2.2	4.5	102/1560	1152/14.2	9.2	8.2	C	KOMA-F
6. KRKO-F (CL AOR)	84/ 6.7	7.3	7.1	8.3	6.9	7.4	105/1608	1215/15.0	15.6	17.2	D	KRKO-F
7. KTOK (N/T)	83/ 6.6	8.4	8.9	9.4	7.8	8.3	100/1610	1365/16.8	18.6	16.2	D	KTOK
8. KATT-F (AOR)	76/ 6.0	6.9	6.7	7.7	7.4	6.8	107/2003	1193/14.7	15.3	18.7	D	KATT-F
9. KVSP (B)	74/ 5.9	5.5	4.5	6.1	5.8	5.5	74/570	565/ 7.0	7.8	7.8	B	KVSP
10. KYIS-F (AC/CHR)	52/ 4.1	4.5	4.5	3.1	4.6	4.1	64/1555	1195/14.7	13.4	14.9	B	KYIS-F
KTST-F (C)	52/ 4.1	3.9	3.7	2.7	3.4	3.6	70/1198	828/10.2	10.0	11.1		KTST-F
12. KNTL-F (REL)	40/ 3.2	2.5	2.9	2.2	3.1	2.7	41/625	578/ 7.1	7.2	6.4		KNTL-F
13. KOMA (O)	17/ 1.4	1.4	1.5	1.2	1.2	1.4	23/491	362/ 4.5	6.2	4.0		KOMA
KTNT-F (J)	17/ 1.4	2.4	1.7	1.4	2.8	1.7	17/425	425/ 5.2	5.1	5.6	B	KTNT-F
WKY (T)	17/ 1.4	3.5	3.6	3.4	4.4	3.0	24/663	542/ 6.7	7.1	10.1	B	WKY

12+ FM SHARE (METRO): 79.27% (872 of 1100) (SPG 93: 76.88%)

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 KJYO-F	1 KJYO-F
2 KVSP >>	2 KATT-F<	2 KRKO-F	2 KRKO-F	2 KOMA-F	2 KOMA-F<	2 KRKO-F<	2 KTOK <	2 KJYO-F	2 KVSP	2 KXXY-F
3	3 KJYO-F<	3 KJYO-F<	3 KMGL-F	3 KRKO-F<	3 KTOK	3 KJYO-F	3 KMGL-F	3 KTOK	3 KXXY-AF	3 KEBC-F
4	4 KRKO-F	4 KMGL-F<	4 KOMA-F	4 KMGL-F	4 KEBC-F<	4 KEBC-F<	4 KOMA-F	4 KMGL-F	4 KEBC-F	4 KOMA-F
5	5 KVSP	5 KATT-F	5 KEBC-F<	5 KEBC-F<	5 KMGL-F	5 KMGL-F<	5 KEBC-F<	5 KATT-F	5 KOMA-F	5 KNTL-F
6	6 KMGL-F	6 KEBC-F	6 KJYO-F<	6 KJYO-F<	6	6 KOMA-F	6 KJYO-F	KOMA-F	6	6 KTOK
7	7	7	7 KATT-F	7 KATT-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 KJYO-F	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF	1 KATT-F	1 KATT-F<	1 KRKO-F	1 KRKO-F	1 KXXY-AF<
2 KEBC-F	2 KJYO-F<	2 KYIS-F	2 KMGL-F	2 KMGL-F>	2 KVSP	2 KRKO-F	2 KXXY-AF	2 KXXY-AF	2 KRKO-F>
KMGL-F	3 KVSP	3 KVSP	3 KJYO-F	3 KOMA-F<	3 KJYO-F	3 KXXY-AF	3 KATT-F	3 KATT-F>	3 KOMA-F>
4 KXXY-AF	4 KYIS-F	4 KJYO-F	4 KVSP <	4 KYIS-F	4 KXXY-AF	4 KJYO-F>	4 KJYO-F	4 KJYO-F	4 KATT-F
5 KYIS-F	5 KMGL-F	5 KMGL-F	5 KYIS-F	5 KJYO-F<	5 KRKO-F	5 KTST-F<	KTST-F	5 KOMA-F	5 KEBC-F
KNTL-F	6 KATT-F	KRKO-F	6 KEBC-F	6 KVSP	KTST-F	6 KVSP	6 KMGL-F	KEBC-F	KTOK
7 KATT-F	7 KEBC-F	KATT-F	7	7	7	7	7	7	7
8 KRKO-F	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		144 ( 2)	144 ( 2)	13.1	12.2	KBYE (REL) 890	OKLA. CTY	0.4/0.9/	6/ 108
AOR/CLASSIC		160 ( 2)	160 ( 2)	14.5	15.7	KQCV (REL) 800	OKLA. CTY	0.8/2.8/	14/ 300
COUNTRY	2 ( 1)	312 ( 3)	314 ( 4)	28.5	28.0	KTUV (REL) 1220	MIDWEST CTY	0.4/1.5/	5/ 121
NEWS/TALK	115 ( 3)		115 ( 3)	10.5	9.0	WWLS (SPRTS) 640	MOORE	1.2/3.9/	17/ 448
CHR		111 ( 1)	111 ( 1)	10.1	8.7				
BLACK/URBAN	74 ( 1)		74 ( 1)	6.7	6.4				
SOFT AC/EZ					4.9				
HISPANIC									
OLDIES	17 ( 1)	88 ( 1)	105 ( 2)	9.5	7.4				
FULL SVC/VARIETY									
STANDARDS									
RELIG/GOSPEL	20 ( 3)	40 ( 1)	63 ( 4)	5.7	4.6				
CLASSICAL									
JAZZ		17 ( 1)	17 ( 1)	1.5	3.1				
OTHERS/UNKNOWN									
TOTALS	228 ( 9)	872 (11)	1100 (20)						

OKLAHOMA CITY

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DUOPOLY REPORT	12+	25-54	REVENUE
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KTDK, KJYO-F, KEBC-F (Clear Channel)	22.4%	17.5%	26.7%
KXXY A/F, KTST-F (Radio Equity)	18.0%	19.5%	30.5%
	40.4%	37.0%	57.2%

RADIO STATIONS

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KOMA , 1520, 50 KW (DA-N) , Oldies	CBS, \$ NA ( --- )	Diamond
KQCV , 800, 250 W (DAYS) , Religion	, \$ 14.00 ( --- )	Bott
KTDK , 1000, 5 KW (DA-2) , News/Talk	MBS, ABC, \$ 56.00 (Christal)	Clear Channel
KVSP , 1140, 1 KW (DAYS) , Black	, \$ 18.00 ( --- )	
WKY , 930, 5 KW (DA-N) , Talk/Fam	, \$ 22.00 (Torbet)	Gaylord
WWLS , 640, 1 KW (DA-N) , Sports	CBS, \$ 19.00 (Mc-Guild)	(MOORE)

FM STATIONS

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KATT , 100.5, 97 KW @ 1191 , AOR	Source, \$ 57.00 (Banner)	Surrey
KEBC , 94.7, 100 KW @ 1387 , Country	ABC, \$ 60.00 (Banner)	Clear Channel
KJYO , 102.7, 98 KW @ 899 , CHR	, \$ 53.00 (Christal)	Clear Channel
KMGL , 104.1, 99 KW @ 1361 , AC	, \$ 65.00 (Eastman)	Renda
KNTL , 104.9, 3.3 KW @ 298 , Religion	, \$ 18.00 ( --- )	CBN (BETHANY)
KOMA , 92.5, 100 KW @ 899 , Oldies	CBS, \$ 41.00 ( --- )	Wilks-Schwartz
KTST , 101.9, 98 KW @ 1387 , Country	, \$ 38.00 (D&R)	Radio Equity
KRXD , 107.7, 99 KW @ 991 , Classic AOR	, \$ 80.00 ( --- )	Diamond
KTNT , 97.7, 3 KW @ 298 , Jazz	, \$ 30.00 ( --- )	(EDMOND)
KXXY , 96.1, 98 KW @ 1171 , Country	, \$144.00 (Mc-Guild)	Radio Equity
KYIS , 98.9, 100 KW @ 1099 , CHR/AC	AP, \$ 31.00 (D&R)	

Miscellaneous: WKY changes from EZ to Talk/Fam . . .

OMAHA

Arbitron Rank/Pop (12+): 72/518,000

Stations: 18/16  
Diaries: 1183/483:1/60.8%  
Sample Target: 1130  
% Below Line: 0.7  
% Not Listed: 12.2

1993 Revenue: \$23,700,000  
HH Inc.: \$35,980  
Retail \$: 6.0 Bil  
Pop per Station: 32,375  
#1 Biller: WOW -AF \$5,000,000

MSA Rank/Pop: 77/662,000

ADI # 73

Average Person Ratings: 16.0

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KQKQ-F (CHR)	96/11.6	11.7	11.1	11.3	11.8	11.4	130/2290	1546/29.8	30.4	31.0	E	KQKQ-F
2. KEZO-F (AOR)	83/10.0	6.7	6.8	9.4	10.2	8.2	110/1651	1175/22.7	17.4	21.6	E	KEZO-F
3. KFAB (FS/T)	69/ 8.3	10.4	11.6	10.5	10.0	10.2	117/1854	1126/21.7	34.9	24.7	F	KFAB
4. WOW -F (C)	60/ 7.2	9.6	9.5	9.0	10.8	8.8	92/1169	764/14.7	17.4	18.4	G	WOW -F
5. KGOR-F (O)	58/ 7.0	6.6	7.5	6.5	8.3	6.9	81/1430	1009/19.5	18.4	21.2	D	KGOR-F
6. KEFM-F (AC)	55/ 6.6	7.7	7.8	6.6	7.8	7.2	97/1514	946/18.3	21.7	22.0	D	KEFM-F
7. KXKT-F (C)	53/ 6.4	5.6	5.1	5.3	3.6	5.6	67/871	641/12.4	10.8	10.1	B	KXKT-F
8. KKAR (N/T)	49/ 5.9	5.2	4.3	4.2	3.4	4.9	54/826	744/14.4	13.5	11.5	C	KKAR
9. KESY-F (SAC)	47/ 5.7	6.4	7.4	6.7	7.4	6.6	56/862	685/13.2	15.4	18.2	C	KESY-F
10. KRRK-F (AOR)	41/ 4.9	3.3	3.3	5.3	3.0	4.5	43/617	582/11.2	11.1	9.2	B	KRRK-F
11. KKCD-F (CL AOR)	30/ 3.6	4.1	4.0	2.5	2.8	3.6	33/677	636/12.3	12.3	10.8	B	KKCD-F
12. WOW (C)	30/ 3.6	3.6	3.5	4.7	4.6	3.9	72/951	409/ 7.9	9.6	10.2		WOW
13. KYNN-F (C)	20/ 2.4	3.2	2.0	1.9	1.2	2.4	86/1116	385/ 7.4	6.2	5.9		KYNN-F
15. KOIL (ST)	20/ 2.4	4.3	3.0	---	---	3.2	30/382	310/ 6.0	7.7	---		KOIL

12+ FM SHARE (METRO): 76.27% (556 of 729) (SPG 93: 75.90%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		55 ( 1)	55 ( 1)	7.5	8.8	KCRO (REL) 660	0.6/1.6/ 8/ 130
AOR/CLASSIC		157 ( 4)	157 ( 4)	21.5	18.5	KOTD-F (FS) 106.9	0.8/2.8/ 7/ 167
COUNTRY	30 ( 1)	136 ( 4)	166 ( 5)	22.8	23.0		
NEWS/TALK	49 ( 1)		49 ( 1)	6.7	3.9	KKNB-F (AOR) 104.1	0.4/0.9/ 21/ 361
CHR		96 ( 1)	96 ( 1)	13.2	13.4	KZXX-F (C) 96.9	0.4/2.2/ 60/1029
BLACK/URBAN						CRETE	
SOFT AC/EZ		47 ( 1)	47 ( 1)	6.4	8.8	SEWARD	
HISPANIC							
OLDIES		58 ( 1)	58 ( 1)	8.0	9.5		
FULL SVC/VARIETY	69 ( 1)	7 ( 1)	76 ( 2)	10.4	13.2		
STANDARDS	20 ( 1)		20 ( 1)	2.7	---		
RELIG/GOSPEL	5 ( 1)		5 ( 1)	0.7	1.0		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	173 ( 5)	556 (13)	729 (18)				

OMAHA

DUOPOLY REPORT	12+	25-54	REVENUE
KKAR, KOKQ-F, KOIL (Mitchell)	19.9%	17.1%	17.3%

RADIO STATIONS

KFAB, 1110, 50 KW (DA-2)	, Full Service	NBC, \$ 71.00 (Christal)	Henry
KKAR, 1290, 5 KW (DA-N)	, News/Talk	CNN, MBS, \$ 25.00 (Katz)	
KOIL, 1180, 5 KW/1 KW	, Standards	CBS, \$ 20.00 (Katz)	KKAR, KOKQ owner
WOW, 590, 5 KW	, Country	ABC, \$ NA (Torbet)	Great Empire
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 52.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1086, Soft AC		ABC, \$ 35.00 (D & R)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 72.00 (Torbet)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, Oldies		UNISTR, \$ 55.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, Classic AOR		, \$ 24.00 (Eastman)	
KOKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 65.00 (Katz)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, Country		, \$ 25.00 (---)	(ATLANTIC, IA)
WOW -F, 94.1, 100 KW @ 1184, Country		ABC, \$ 105.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

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

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

\*\*\*\*\* 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	

ORLANDO

Arbitron Rank/Pop (12+): 41/988,800  
 MSA Rank/Pop: 39/1,370,000  
 ADI # 23  
 Average Person Ratings: 17.4  
 Market TSL: 22.75 hours

Stations: 25/22  
 Diaries: 1699/582:1/55.3%  
 Sample Target: 1640  
 % Below Line: 1.7  
 % Not Listed: 9.2

1993 Revenue: \$49,500,000  
 HH Inc.: \$31,267  
 Retail \$: 13.6 Bil  
 Pop per Station: 44,945  
 #1 Biller: WKKA-F \$7,400,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WOMX-F (AC)	155/ 9.0	6.8	7.0	6.7	7.3	7.4	250/3773	2248/22.7	20.0	20.0	F	WOMX-F
2. WJHM-F (B)	154/ 9.0	9.0	9.4	9.9	10.0	9.3	244/2990	1766/17.9	17.0	18.4	E	WJHM-F
3. WKKA-F (C)	140/ 8.2	8.7	7.5	9.3	8.6	8.4	242/3327	1757/17.8	17.0	18.4	H	WKKA-F
4. WMGF-F (SAC)	129/ 7.5	8.3	6.8	6.3	7.1	7.2	269/3558	1787/18.1	17.1	15.9	E	WMGF-F
5. WXXL-F (CHR)	119/ 6.9	7.0	7.4	6.7	7.0	7.0	152/2913	1989/20.1	19.8	19.0	E	WXXL-F
6. WDBO (FS)	113/ 6.6	8.2	8.0	9.4	8.0	8.1	154/2073	1526/15.4	15.5	17.4	E	WDBO
7. WOCL-F (O)	88/ 5.1	5.2	6.1	5.9	5.3	5.6	173/3149	1609/16.3	15.8	13.3	G	WOCL-F
8. WJRR-F (AOR)	81/ 4.7	5.6	6.1	5.0	4.3	5.4	170/2808	1448/14.6	17.5	14.5	C	WJRR-F
9. WMMO-F (AOR/AC)	75/ 4.4	3.2	3.7	5.0	5.9	4.1	99/1266	937/ 9.5	11.3	12.8	E	WMMO-F
10. WDIZ-F (AOR)	67/ 3.9	4.9	4.4	4.2	5.4	4.4	139/2394	1128/11.4	15.0	14.2	F	WDIZ-F
11. WLOQ-F (J)	66/ 3.8	2.9	4.6	5.3	4.0	4.2	74/1124	964/ 9.7	11.7	9.8	C	WLOQ-F
12. WTKS-F (T/AOR)	66/ 3.8	3.5	2.4	2.1	2.8	3.0	116/2168	1137/11.5	9.8	7.2	C	WTKS-F
13. WHTQ-F (CL AOR)	59/ 3.4	3.5	3.1	2.5	3.5	3.1	153/2442	917/ 9.3	13.8	13.8	D	WHTQ-F
14. WCFB-F (C)	56/ 3.3	3.1	2.5	2.9	3.9	3.0	130/2027	979/ 9.9	8.3	8.9	C	WCFB-F
15. WHOO (ST)	44/ 2.6	1.4	1.3	0.3	0.6	1.4	56/518	412/ 4.2	2.6	2.1		WHOO
16. WVNZ (N)	22/ 1.3	0.7	0.6	0.6	0.6	0.8	24/456	379/ 3.8	3.6	3.3		WVNZ
17. WTLN-F (REL)	21/ 1.2	1.8	2.5	2.1	1.4	1.9	24/583	481/ 4.9	5.4	4.6		WTLN-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.14% (1305 of 1551) (SPG 93: 87.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WJHM-F	1 WOMX-F	1 WOMX-F>	1 WOMX-F	1 WDBO <	1 WKKA-F	1 WOMX-F	1 WOMX-F<	1 WJHM-F>	1 WJHM-F
2 WXXL-F>>	2 WOMX-F<	2 WJHM-F	2 WMGF-F	2 WMGF-F	2 WMGF-F	2 WOMX-F	2 WMGF-F<	2 WJHM-F	2 WOMX-F<	2 WDBO <
3	3 WXXL-F	3 WMGF-F	3 WJHM-F<	3 WKKA-F	WKKA-F	3 WJRR-F<	3 WKKA-F<	3 WKKA-F	3 WXXL-F<	3 WKKA-F
4	4 WJRR-F>	4 WXXL-F	4 WMMO-F	4 WJHM-F<	4 WOMX-F<	4 WDBO	4 WDBO	4 WMGF-F	4 WMGF-F	4 WJRR-F
5	5 WDIZ-F<	5 WJRR-F<	WKKA-F	5 WOCL-F<	5 WOCL-F	5 WJHM-F	5 WJHM-F	5 WXXL-F<	5 WDBO	5 WDIZ-F
6	6 WKKA-F	6 WMMO-F<	6 WOCL-F	6 WMMO-F	6	6 WMGF-F	6 WMMO-F<	6 WDBO	6 WOCL-F	6 WOCL-F
7	7 WHTQ-F	7 WKKA-F	7 WHTQ-F	7 WDBO	7	WXXL-F	7 WXXL-F<	7 WOCL-F	7 WKKA-F	7
8	8	8	8	8	8	8	8	8	8	8
9	9	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 WJHM-F	1 WOMX-F<	1 WOMX-F	1 WOMX-F>	1 WOMX-F	1 WJRR-F	1 WJRR-F>	1 WOMX-F	1 WOMX-F<	1 WOMX-F
2 WXXL-F	2 WJHM-F<	2 WJHM-F	2 WMGF-F<	2 WMGF-F	2 WXXL-F	2 WXXL-F	2 WJRR-F	2 WJRR-F<	2 WDBO <
3 WDIZ-F	3 WXXL-F>	WXXL-F	3 WJHM-F	3 WKKA-F	3 WJHM-F	WJHM-F<	3 WJHM-F	3 WJHM-F	3 WMMO-F
4 WJRR-F	4 WKKA-F	4 WKKA-F	4 WXXL-F	4 WOCL-F<	4 WDIZ-F	4 WDIZ-F<	4 WKKA-F	4 WDIZ-F	4 WJHM-F
5 WOMX-F	5 WJRR-F	5 WMGF-F	5 WOCL-F<	5 WJHM-F	5	5 WOMX-F	5 WDIZ-F	5 WMMO-F	5 WKKA-F<
6	6 WHTQ-F	6 WHTQ-F	6 WKKA-F	6 WXXL-F	6	6 WKKA-F	6	6 WMGF-F<	6 WMGF-F<
7	7	7	7 WMMO-F<	7 WMMO-F	7	7 WTKS-F	7	7 WXXL-F	7 WTKS-F
8	8	8	8 WCFB-F	8	8	8	8	8	8

ORLANDO

FORMATS	AM	FM	TOTAL	SPG 93		OTHER RATED STATIONS	METRO CUME		TSA TSA	
				%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME		
AC		155 ( 1)	155 ( 1)	10.0	8.2	WGTO (?) 540	PINE HILLS	0.9/2.9/	21/	406
AOR/CLASSIC		282 ( 4)	282 ( 4)	18.2	21.5	WHBS (SP) 1270	EATONVILLE	0.8/1.9/	16/	208
COUNTRY		215 ( 4)	215 ( 4)	13.9	16.1	WOKB (?) 1600	WINTER GARDEN	0.5/1.2/	10/	153
NEWS/TALK	22 ( 1)	66 ( 1)	88 ( 2)	5.7	3.8	WONQ (SP) 1030	OVIEDO	0.8/1.7/	13/	186
						WRMQ (SP) 1140	ORLANDO	1.3/1.1/	25/	139
CHR		119 ( 1)	119 ( 1)	7.7	7.9					
BLACK/URBAN		154 ( 1)	154 ( 1)	9.9	11.2	WGNE-F (C) 98.1	TITUSVILLE	0.4/2.8/	55/	1044
SOFT AC/EZ		139 ( 2)	139 ( 2)	9.0	8.8					
HISPANIC	49 ( 3)		49 ( 3)	3.2	1.7	WEZY-F (SAC) 94.1	LAKELAND	0.6/1.5/	67/	747
						WPCV-F (C) 97.5	WINTER HAVEN	0.7/4.3/	143/	1679
OLDIES		88 ( 1)	88 ( 1)	5.7	5.9					
FULL SVC/VARIETY	113 ( 1)		113 ( 1)	7.3	9.0					
STANDARDS	44 ( 1)		44 ( 1)	2.8	---					
RELIG/GOSPEL		21 ( 1)	21 ( 1)	1.4	1.6					
CLASSICAL										
JAZZ		66 ( 1)	66 ( 1)	4.3	4.5					
OTHERS/UNKNOWN	18 ( 2)		18 ( 2)	1.2	---					
TOTALS	246 ( 8)	1305 (17)	1551 (25)							

DUOPOLY REPORT	12+	25-54	REVENUE
WDBO, WOMX, WKKA-F, WCFB-F (New City, pending)	18.1%	17.1%	25.5%
WWNZ, WJRR-F, WMGF-F (Paxson)	13.5%	13.5%	13.0%
WWZN, WTRR (Local)	NA	NA	NA
	31.6%	30.6%	38.5%

RADIO STATIONS

WDBO	580,	5 KW (DA-N)	Full Service	ABC,	\$ 76.00	(Katz)	NewCity
WQOO	990,	50 KW/5 KW (DA-2)	Standards		\$ 20.00	(Torbet)	TK
WWNZ	740,	50 KW (DA-2)	News/Talk	CBS, AP,	\$ 30.00	(Banner)	Paxson
WCFB-F,	94.5,	100 KW @ 1200	Country		\$ 45.00	(Katz)	NewCity (DAYTONA BCH)
WQIZ-F,	100.3,	100 KW @ 1187	AOR	ABC,	\$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1597	Classic AOR	Source,	\$ 68.00	(Torbet)	TK
WJHM-F,	101.9,	28 KW @ 1584	Black		\$ 70.00	(D&R)	Beasley (DAYTONA BCH)
WJRR-F,	101.1,	100 KW @ 1597	AOR		\$ 55.00	(Banner)	Paxson (COCOA)
WLOQ-F,	103.1,	2.7 KW @ 351	Jazz		\$ 53.00	(Eastman)	
WMGF-F,	107.7,	100 KW @ 1584	Soft AC		\$ 98.00	(Banner)	Paxson
WMMO-F,	98.9,	38 KW @ 492	AOR/AC		\$ 88.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1581	Oldies	AP,	\$131.00	(Christal)	Chancellor (DE LAND)
WOMX-F,	105.1,	100 KW @ 1309	AC		\$105.00	(Mc-Guild)	Nationwide
WTKS-F,	104.1,	100 KW @ 1597	News/Talk/AOR	AP,	\$ 40.00	(Mc-Guild)	Press (COCOA BEACH)
WTLN-F,	95.3,	6 KW @ 315	Religion	USA,	\$ 18.00	( --- )	(APOPKA)
WKKA-F,	92.3,	100 KW @ 1338	Country		\$161.00	(Katz)	NewCity
WXXL-F,	106.7,	100 KW @ 387	CHR	AP,	\$ 68.00	(MMR)	Taylor (LEESBURG)

WCFB-F - See Daytona Beach

Miscellaneous: WOMX AM sold by Nationwide to NewCity for \$500,000 (D) . . . WOCL-F sold by American Media to Chancellor for \$32,200,000 (D) (Star) . . . WOCL-F sold by American Media to Chancellor for \$27,000,000 (E) . . . WWZN sold by Paxson to WTRR owner for \$300,000 (D) (Hadden) . . .

OXNARD-VENTURA  
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Arbitron Rank/Pop (12+): 117/331,100  
MSA Rank/Pop: 75/704,000  
Los Angeles ADI  
Average Person Ratings: 17.1  
Market TSL: 23.00 hours

Stations: 34/12  
Diaries: 766/461:1/50.5%  
Sample Target: 800  
% Below Line: 41.7  
% Not Listed: 13.2

1993 Revenue: \$8,500,000  
HH Inc.: \$47,574  
Retail \$: 6.0 Bill  
Pop per Station: 29,442  
#1 Biller: NA NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KHAY-F (C)	50/ 8.3	9.7	10.5	8.4	8.1	----	80/1038	616/17.4	18.2	18.7	KHAY-F
2. KXLM-F (SP)	41/ 6.8	6.7	7.3	4.6	3.4	----	44/471	423/12.0	10.6	9.9	KXLM-F
3. KCAQ-F (CHR)	40/ 6.6	7.2	8.7	7.9	5.8	----	51/988	717/20.3	18.0	22.7	KCAQ-F
4. KBBY-F (AC)	35/ 5.8	2.7	6.1	5.1	5.3	----	38/641	527/14.9	9.3	13.6	KBBY-F
5. KRTH-F (O)	26/ 4.3	3.6	2.8	3.3	2.9	----	52/928	449/12.7	12.5	15.3	KRTH-F
6. KLOS-F (AOR)	25/ 4.1	4.5	3.7	7.5	5.6	----	44/888	429/12.1	14.2	14.7	KLOS-F
7. KPWR-F (CHR/U)	22/ 3.6	2.3	1.6	1.3	1.5	----	30/601	424/12.0	8.5	8.3	KPWR-F
8. KFI (T)	20/ 3.3	4.7	2.4	4.0	3.1	----	55/736	361/10.2	10.4	7.7	KFI
9. KXBS-F (AOR)	19/ 3.1	2.2	2.3	2.2	1.4	----	25/314	281/ 8.0	8.1	8.3	KXBS-F
10. KKZZ (ST)	18/ 3.0	4.5	1.7	1.6	1.4	----	18/242	223/ 6.3	7.7	4.2	KKZZ
11. KGBT-F (B)	18/ 3.0	1.4	0.9	2.4	2.4	----	23/432	301/ 8.5	5.4	5.2	KGBT-F
12. KBIG-F (AC)	17/ 2.8	2.9	2.3	3.1	2.5	----	28/697	346/ 9.8	9.2	7.8	KBIG-F
KNX (N)	17/ 2.8	3.6	3.5	2.9	3.1	----	38/1072	358/10.1	12.0	12.3	KNX
KVEN (N/T)	17/ 2.8	3.4	2.3	2.9	3.4	----	19/354	307/ 8.7	10.4	8.1	KVEN
15. KRUZ-F (E2/SAC)	16/ 2.6	2.9	4.2	4.4	6.5	----	39/581	230/ 6.5	12.5	15.3	KRUZ-F

12+ FM SHARE (METRO): 80.00% (420 of 525) (SPG 93: 80.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F	1 KXLM-F	1 KXLM-F<	1 KHAY-F	1 KHAY-F	1 KHAY-F>	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KCAQ-F<	1 KCAQ-F
2 KPWR-F	2 KCAQ-F>	2 KHAY-F<	2 KXLM-F	2 KXLM-F	2 KBBY-F	2 KXLM-F	2 KBBY-F	2 KXLM-F<	2 KXLM-F>	KVEN
3 KXLM-F	3 KLOS-F<	3 KCAQ-F	3 KLOS-F<	3 KBBY-F	3 KFI	3 KCAQ-F	3 KCAQ-F	3 KCAQ-F	3 KGBT-F	3 KXLM-F
4	4 KGBT-F	4 KBBY-F<	4 KBBY-F	4 KLOS-F	KRTH-F	4 KLOS-F<	4 KFI	4 KBBY-F	4 KPWR-F	4 KHAY-F
5	5 KHAY-F	5 KLOS-F	KCAQ-F	5 KCAQ-F	5 KNX	5 KBBY-F	5 KRTH-F	5 KLOS-F	5 KVEN	5
6	6 KPWR-F	6	6	6	6	6	6 KXLM-F	6	KHAY-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 KBBY-F	1 KXLM-F<	1 KCAQ-F	1 KBBY-F	1 KRTH-F	1 KCAQ-F	1 KXLM-F	1 KXLM-F	1 KLOS-F<	1 KLOS-F
KXLM-F	2 KCAQ-F	KXLM-F	KCAQ-F<	2 KHAY-F	2 KXLM-F	2 KCAQ-F	KLOS-F	2 KXLM-F	2 KHAY-F<
KGBT-F	3 KGBT-F	3 KHAY-F	3 KHAY-F	3 KBBY-F	4 KGBT-F	3 KLOS-F	3 KCAQ-F	3 KHAY-F	3 KXLM-F
4 KCAQ-F	4 KBBY-F	KGBT-F	KXLM-F	KCAQ-F	4	4 KPWR-F	4 KPWR-F	4 KCAQ-F	4 KXBS-F
5	5 KHAY-F	5	5 KBIG-F	5 KXLM-F	5	5 KHAY-F	5	5 KXBS-F	5 KBBY-F
6	6	6	6	KBIG-F	6	KXBS-F	6	KCBS-F	KCBS-F

OXNARD-VENTURA  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSB	TSB
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		55 ( 3)	55 ( 3)	10.5	12.2	KDAR-F (REL) 98.3	OXNARD	1.5/4.8/	14/ 248
AOR/CLASSIC		79 ( 6)	79 ( 6)	15.0	11.4	KELF-F (SP) 95.9	CAMARILLO	1.7/4.8/	12/ 210
COUNTRY		50 ( 1)	50 ( 1)	9.5	12.0	KOXR (SP) 910	OXNARD	1.8/3.5/	11/ 137
NEWS/TALK	64 ( 6)		64 ( 6)	12.2	11.0	KTND-F (?) 105.5	OJAI	2.1/7.1/	13/ 250
						KTRO (SP) 1520	PORT HUENEME	1.7/4.6/	18/ 255
CHR		62 ( 2)	62 ( 2)	11.8	12.2				
BLACK/URBAN		18 ( 1)	18 ( 1)	3.4	1.0	KCOR-F (AOR) 94.5	ELLWOOD	0.7/1.6/	12/ 289
SOFT AC/EZ		21 ( 2)	21 ( 2)	4.0	6.0	KTYD-F (AOR) 99.9	SANTA BARBARA	2.0/7.9/	32/ 638
HISPANIC	23 ( 3)	58 ( 3)	81 ( 6)	15.4	19.0				
OLDIES		41 ( 2)	41 ( 2)	7.8	9.2	SEE LOS ANGELES FOR MORE INFORMATION ABOUT THE FOLLOWING:			
FULL SVC/VARIETY				0.0	0.0	KABC	0.3/ 2.8	KOST-F	0.5/ 3.2
STANDARDS	18 ( 1)		18 ( 1)	3.4	2.0	KCBS-F	2.5/ 8.9	KROQ-F	1.0/ 4.5
RELIG/GOSPEL		9 ( 1)	9 ( 1)	1.7	0.8	KKGO-F	0.8/ 2.3	KTNQ	0.3/ 1.8
CLASSICAL		5 ( 1)	5 ( 1)	1.0	1.0	KLX-F	2.1/ 8.4	KTWV-F	1.5/ 6.6
JAZZ		9 ( 1)	9 ( 1)	1.7	2.4	KLVE-F	1.2/ 3.1	KXE2-F	0.8/ 2.9
OTHERS/UNKNOWN		13 ( 1)	13 ( 1)	2.5	0.0	KMPC	0.5/ 4.2	XTRA	0.8/ 2.9
TOTALS	105 (10)	420 (24)	525 (34)						

DUOPOLY REPORT	12+	25-54	REVENUE
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KBBY-F, KTND-F (Local)	7.9%	8.9%	NA

RADIO STATIONS  
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KKZZ	, 1400,	1 KW	, Standards	, \$17.00	(Mc-Guild)		(S. PAULA)
KOXR	, 910,	5 KW/1 KW (DA-2),	Hispanic	, \$15.00	(Lotus)		
KTRO	, 1520,	10 KW/1 KW (DA-2),	Hispanic	, \$16.00	(Katz Hisp.)		
KVEN	, 1450,	1 KW	News/Talk	TALKNT ABC,	\$24.00	(Radio Time)	
KBBY-F,	95.1,	13 KW @ 876	, AC	UNISTR,	\$27.00	(Katz)	
KCAD-F,	104.7,	3 KW @ 1581	, CHR	, \$36.00	(Mc-Guild)		
KDAR-F,	98.3,	0.8 KW @ 886	, Religion	, \$12.00	( --- )	Salem	
KELF-F,	95.9,	0.4 KW @ 718	, Hispanic	, \$16.00	(Katz Hisp)		(CAMARILLO)
KHAY-F,	100.7,	39 KW @ 1204	, Country	, \$45.00	(Radio Time)		
KKUR-F,	105.5,	3 KW @ 1260	, Soft AC	UNISTR,	\$15.00	(Banner)	KBBY owner (D) (OJAI)
KXBS-F,	96.7,	0.1 KW @ 1499	, AOR	, \$20.00	( --- )		(S. PAULA)
KXLM-F,	102.9,	5.5 KW @ 112	, Hispanic	, \$25.00	( --- )		
KRUZ-F,	103.3,	105 KW @ 2978	, Soft AC	, \$47.00	(Katz)		(SANTA BARBARA)

Other ranked stations -- see Los Angeles

Miscellaneous: KKUR-F changes to KTND-F (March). . . KOXR sold by Lotus for \$350,000. . .



PENSACOLA  
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Arbitron Rank/Pop (12+): 126/300,300  
MSA Rank/Pop: 131/365,000  
ADI # 63 (w/Mobile)  
Average Person Ratings: 16.3  
Market TSL: 22.00 hours

Stations: 17/8  
Diaries: 807/372:1/51.2%  
Sample Target: 760  
% Below Line: 33.9  
% Not Listed: 16.6

1993 Revenue: \$8,100,000  
HH Inc.: \$27,102  
Retail \$: 3.1 Bil  
Pop per Station: 37,538  
#1 Biller: WXBW-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WXBW-F (C)	83/17.0	15.0	15.4	12.8	16.5	----	122/1303	858/28.6	28.1	26.5	D	WXBW-F
2. WBLX-F (B)	52/10.6	9.8	6.7	7.6	8.0	----	89/899	497/16.6	16.3	14.2		WBLX-F
3. WCOA (FS/T)	37/ 7.6	6.3	5.2	6.7	6.7	----	39/405	390/13.0	15.5	12.1	B	WCOA
4. WWRO-F (O)	31/ 6.3	7.2	4.1	7.1	3.5	----	51/719	439/14.6	13.4	10.3		WWRO-F
WOWW-F (C)	31/ 6.3	6.3	6.3	9.5	10.4	----	53/769	475/15.8	18.6	17.0	C	WOWW-F
6. WAVH-F (O)	30/ 6.1	5.9	5.6	5.9	3.9	----	45/761	503/16.7	16.4	15.9		WAVH-F
7. WABB-F (CHR)	29/ 5.9	4.3	6.3	4.0	3.0	----	53/891	511/17.0	14.8	15.3		WABB-F
8. WMEZ-F (SAC)	23/ 4.7	5.9	9.5	8.8	7.4	----	30/588	398/13.3	16.5	16.6	C	WMEZ-F
9. WKRG-F (AC)	22/ 4.5	6.1	6.9	5.0	6.1	----	35/635	408/13.6	14.7	18.4		WKRG-F
10. WTKX-F (AOR)	21/ 4.3	5.2	5.2	4.6	4.6	----	23/490	404/13.5	13.6	15.3	B	WTKX-F
11. WGCV-F (AOR)	14/ 2.9	3.7	3.9	5.0	5.2	----	33/665	325/10.8	13.0	12.1		WGCV-F
WRNE (B)	14/ 2.9	2.4	3.3	2.9	3.3	----	14/119	119/ 4.0	4.6	5.3	A	WRNE
13. WWSF-F (CHR)	9/ 1.8	1.5	0.9	0.8	1.3	----	22/376	205/ 6.8	8.4	8.6		WWSF-F
14.												
15.												

12+ FH SHARE (METRO): 87.00% (355 of 408) (SPG 93: 88.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F	1 WXBW-F	1 WXBW-F	1 WXBW-F	1 WXBW-F>	1 WXBW-F>	1 WXBW-F>	1 WXBW-F	1 WXBW-F>>	1 WBLX-F	1 WBLX-F
2 WBLX-F	2 WBLX-F	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WCOA	2 WBLX-F	2 WCOA >	2 WBLX-F	2 WXBW-F>	2 WXBW-F>
3 WXBW-F>	3 WTKX-F	3 WWRO-F	3 WWRO-F	3 WWRO-F	3 WAVH-F	3 WCOA	3 WOWW-F<	3 WWRO-F<	3 WABB-F>	3 WMEZ-F
4	4 WWRO-F	4 WOWW-F	4 WOWW-F<	4 WOWW-F<	4 WMEZ-F<	4 WOWW-F	4 WAVH-F<	4 WABB-F	4 WTKX-F	4 WCOA
5	5 WABB-F	5	5 WKRG-F	5 WAVH-F	5 WBLX-F	5	5 WWRO-F	5 WOWW-F	5 WWRO-F	5
6	6 WOWW-F	6	6	6 WKRG-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 WXBW-F	1 WXBW-F<	1 WWRO-F	1 WXBW-F	1 WXBW-F	1 WXBW-F	1 WXBW-F	1 WTKX-F	1 WXBW-F>	1 WXBW-F>
2 WBLX-F	2 WBLX-F>	WBLX-F	2 WBLX-F>	2 WBLX-F>	WBLX-F	2 WTKX-F<	2 WXBW-F	2 WBLX-F	2 WWRO-F
3 WABB-F	3 WWRO-F	3 WXBW-F	3 WWRO-F	3 WWRO-F<	3 WTKX-F	3 WBLX-F>	3 WOWW-F	3 WTKX-F	3 WTKX-F
4	4 WOWW-F	4 WOWW-F	4 WKRG-F	4 WMEZ-F	WABB-F	4 WABB-F	4	4 WWRO-F	4 WOWW-F
5	5 WKRG-F	5	5 WOWW-F	5 WKRG-F	5	5 WOWW-F	5	5 WCOA	5 WCOA

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
AC		22 ( 1)	22 ( 1)	5.4	NM	WVTJ (REL) 610 PENSACOLA	0.4/1.4/ 2/ 47
AOR/CLASSIC		39 ( 3)	39 ( 3)	9.6	12.4		
COUNTRY		118 ( 3)	118 ( 3)	28.9	26.3	WKSJ-F (C) 94.9 MOBILE	0.8/4.7/ 38/ 540
NEWS/TALK					1.5	WKSM-F (AOR) 99.5 FORT WALTON	0.8/4.2/ 24/ 374
CHR		38 ( 2)	38 ( 2)	9.3	8.3	WNCV-F (SAC) 100.7 NICEVILLE	0.4/1.2/ 25/ 280
BLACK/URBAN	14 ( 1)	52 ( 1)	66 ( 2)	16.2	12.0		
SOFT AC/EZ		25 ( 2)	25 ( 2)	6.1	5.0		
HISPANIC							
OLDIES		61 ( 2)	61 ( 2)	15.0	7.0		
FULL SVC/VARIETY	37 ( 1)		37 ( 1)	9.1	6.0		
STANDARDS					3.0		
RELIG/GOSPEL	2 ( 1)		2 ( 1)	0.5	0.7		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	53 ( 3)	355 (14)	408 (17)				

PENSACOLA  
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DUOPOLY REPORT  
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SEE MOBILE

RADIO STATIONS  
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WCOA , 1370, 5 KW (DA-2) , Full Service	NBC MBS, \$20.00 (Katz)	
WRNE , 980, 2.5 KW/1 KW (DA-2), Black	AURN SMN, \$12.00 (Roslin)	(GULF BREEZE)
WJLQ-F, 100.7, 100 KW @ 1555 , Oldies	ABC, \$20.00 (Katz)	
WMEZ-F, 94.1, 100 KW @ 1328 , Soft AC	ABC, \$30.00 (Torbet)	
WDWW-F, 107.3, 100 KW @ 469 , Country	UNISTR, \$32.00 (Mc-Guild)	SunGroup
WTKX-F, 101.5, 100 KW @ 400 , AOR	, \$23.00 (D & R)	Southern
WXBM-F, 102.7, 100 KW @ 1328 , Country	MBS, \$55.00 (Katz)	Calendar

Other ranked stations -- see Mobile

Miscellaneous: WCOA, WRRO-F, WKRQ A/F sold for \$4,460,000 (D). . . WCOA and WKRQ in Mobile sold to Pourtales for \$1,500,000 (D) (Kalil). . . WTKX A/F sold by Holt to Southern for \$950,000. . . WJLQ-F changes from Black to Oldies (April). . . WJLQ-F changes to WRRO-F (April). . . WKGJ-F (Century) sold for \$237,500. . .

PEORIA  
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Arbitron Rank/Pop (12+): 131/282,400

Stations: 19/12  
Diaries: 827/341:1/61.8%  
Sample Target: 770  
% Below Line: 4.9  
% Not Listed: 16.1

1993 Revenue: \$9,200,000  
HH Inc.: \$33,488  
Retail \$: 3.1 Bil  
Pop per Station: 23,533  
#1 Biller: WWCT-F \$1,800,000

MSA Rank/Pop: 139/343,000  
ADI # 106(W/BLOOMINGTON)  
Average Person Ratings: 15.8  
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WXCL-F (C)	74/16.6	16.4	15.0	18.0	11.7	----	79/891	787/27.9	28.1	26.2	C	WXCL-F
2. WWCT-F (AOR)	64/14.3	12.6	16.9	12.7	11.7	----	85/1017	665/23.5	20.8	25.9	C	WWCT-F
3. WSWT-F (SAC)	46/10.3	10.4	9.3	10.6	9.7	----	53/716	552/19.5	22.1	19.4	C	WSWT-F
4. WMXP-F (AC/CHR)	36/ 8.1	8.3	8.0	10.3	11.7	----	54/1177	710/25.1	24.7	26.2	C	WMXP-F
5. WMBD (FS)	29/ 6.5	6.4	8.2	6.7	9.9	----	30/496	459/16.3	17.0	19.1	C	WMBD
6. WGLO-F (AC)	25/ 5.6	5.8	9.1	7.5	8.7	----	28/662	508/18.0	20.2	22.9	B	WGLO-F
WTAZ-F (T)	25/ 5.6	5.3	3.9	4.6	4.6	----	27/348	271/ 9.6	11.5	10.2	B	WTAZ-F
8. WFYR-F (CHR)	15/ 3.4	2.1	---	---	---	----	21/355	283/10.0	6.6	----	A	WFYR-F
9. WBGE-F (B)	14/ 3.1	4.3	3.9	---	---	----	16/161	152/ 5.4	4.6	4.1	A	WBGE-F
10. WIRL (FS)	12/ 2.7	2.3	4.3	3.1	4.1	----	16/373	289/10.2	9.8	12.6	A	WIRL
11. WOAM (ST)	9/ 2.0	0.9	2.3	2.4	3.2	----	9/152	152/ 5.4	4.2	6.2		WOAM
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.80% (303 of 375) (SPG 93: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXCL-F	1 WWCT-F>>	1 WMXP-F>	1 WWCT-F<	1 WXCL-F<	1 WXCL-F>	1 WXCL-F	1 WWCT-F<	1 WXCL-F	1 WXCL-F<	1 WMBD
2 WWCT-F	2 WMXP-F	2 WXCL-F>	2 WXCL-F>	2 WWCT-F>	2 WSWT-F	2 WWCT-F>	2 WXCL-F	2 WWCT-F>	2 WWCT-F>	2 WXCL-F
3 WMXP-F	3 WXCL-F	3 WMXP-F<	3 WSWT-F<	3 WSWT-F	3 WMBD	3 WMBD <	3 WSWT-F	3 WSWT-F	3 WMXP-F	3 WMXP-F
4 WFYR-F	4 WSWT-F	4 WSWT-F	4 WMXP-F	4 WMXP-F	4 WGLO-F	4 WSWT-F	4 WTAZ-F	4 WMXP-F	4 WMXP-F	4 WXCL-F
5	5	5	5	5 WGLO-F	5	5	5 WMXP-F	5 WGLO-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 WMXP-F	1 WMXP-F	1 WMXP-F	1 WXCL-F	1 WXCL-F>	1 WWCT-F	1 WWCT-F>>>	1 WWCT-F	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F	2 WWCT-F>	2 WWCT-F	2 WMXP-F<	2 WSWT-F	2 WXCL-F	2 WXCL-F	2 WTAZ-F	2 WXCL-F>	2 WXCL-F
3 WSWT-F	3 WXCL-F	3 WXCL-F	3 WSWT-F	3 WMXP-F	3 WBGE-F	3 WTAZ-F	3 WMXP-F	3 WTAZ-F	3 WTAZ-F
4 WXCL-F	4 WSWT-F	4 WSWT-F	4 WMXP-F	4 WMXP-F	4 WFYR-F	4 WMXP-F	4 WXCL-F	4 WSWT-F	4
5	5	5	5	5 WGLO-F	5	5	5	5 WMXP-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		61 ( 2)	61 ( 2)	16.3	11.0	WPEO-F (REL) 1020 PEORIA	0.9/2.5/ 9/ 117		
AOR/CLASSIC		64 ( 1)	64 ( 1)	17.1	19.0				
COUNTRY		76 ( 2)	76 ( 2)	20.3	21.0	WAAG-F (C) 94.9 GALESBURG	0.4/2.2/ 19/ 239		
NEWS/TALK	10 ( 3)	25 ( 1)	35 ( 4)	9.3	10.3	WBBM (N) 780 CHICAGO	0.4/1.6/ 6/ 138		
CHR		17 ( 2)	17 ( 2)	4.5	10.1	WBNG-F (CHR) 101.5 BLOOMINGTON	0.4/7.0/ 32/ 776		
BLACK/URBAN		14 ( 1)	14 ( 1)	3.7	4.3	WGN (FS) 720 CHICAGO	0.7/3.3/ 16/ 350		
SOFT AC/EZ		46 ( 1)	46 ( 1)	12.3	12.1	WJBC (FS) 1230 BLOOMINGTON	1.1/2.5/ 49/ 511		
HISPANIC						WLS (T) 890 CHICAGO	1.3/3.4/ 19/ 257		
						WMAQ (N) 670 CHICAGO	0.4/1.5/ 7/ 163		
OLDIES									
FULL SVC/VARIETY	49 ( 4)		49 ( 4)	13.1	12.0				
STANDARDS	9 ( 1)		9 ( 1)	2.4	0.0				
RELIG/GOSPEL	4 ( 1)		4 ( 1)	1.1	2.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	72 ( 9)	303 (10)	375 (19)						

PEORIA  
 .....

DUOPOLY REPORT  
 .....

NONE AS OF JULY 1994. . .

RADIO STATIONS  
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WIRL	,	1290,	5 KW (DA-2)	,	Full Service	.ABC MBS, \$15.00	(Christal)	Comm. Service
WMBD	,	1470,	5 KW (DA-2)	,	Full Service	CBS, \$28.00	(Katz)	Midwest TV
WPEO	,	1020,	1 KW (DAYS)	,	Religion	USA, \$10.00	( --- )	
WOAM	,	1350,	1 KW	,	Standards	, \$10.00	(Banner)	Kelly
WBGE-F	,	92.3,	6 KW @ 544	,	Black	SMN, \$12.00	(K & P)	
WFYR-F	,	97.3,	24 KW @ 338	,	CHR	, \$12.00	( --- )	(ELMWOOD)
WGLO-F	,	95.5,	7 KW @ 620	,	AC	, \$24.00	(D & R)	Cromwell (PEKIN)
WMXP-F	,	93.3,	41 KW @ 551	,	AC	, \$28.00	(Katz)	Midwest TV
WQEZ-F	,	94.3,	6 KW @ 298	,	EZ	, \$10.00	(K & P)	(CHILLICOTHE)
WSWT-F	,	106.9,	50 KW @ 479	,	Soft AC	, \$37.00	(Christal)	Comm. Service
WTAZ-F	,	102.3,	6 KW @ 298	,	Talk	TALKNT ABC, \$16.00	(K & P)	(MORTON)
WWCT-F	,	105.7,	36 KW @ 571	,	AOR	, \$45.00	(Christal)	
WXCL-F	,	104.9,	3 KW @ 328	,	Country	UNISTR, \$48.00	(Banner)	Kelly (PEKIN)

WGN, WLS - See Chicago

Miscellaneous: WKZL-F changed to WMXP-F and format from CHR to AC (April). . . WXCL changed to WOAM and format from Country to Standards (March) . . .

PHILADELPHIA  
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Arbitron Rank/Pop (12+): 5/4,101,700

Stations: 32/22  
Diaries: 3594/1141:1/51.4%  
Sample Target: 3540  
% Below Line: 5.5  
% Not Listed: 10.8

1993 Revenue: \$148,900,000  
HH Inc.: \$40,712  
Retail \$: 41.4 Bil  
Pop per Station: 186,441  
#1 Biller: KYW \$20,000,000

HSA Rank/Pop: 4/5,010,000

AD1 # 4

Average Person Ratings: 19.0

Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		Revenue Level		
								CUME/CUME RATING	FAL 93 SPG 93			
1. KYW (N)	576/ 7.4	10.0	6.9	7.0	7.1	7.8	622/13479	12152/29.6	28.6	29.8	K	KYW
2. WMMR-F (AOR)	512/ 6.6	5.7	6.0	6.7	6.6	6.3	637/9812	7290/17.8	17.5	17.9	I	WMMR-F
3. WPEN (ST/FS)	479/ 6.1	5.5	5.2	4.1	4.4	5.2	510/4417	4126/10.1	9.6	9.0	G	WPEN
4. WQDB-F (T)	474/ 6.1	5.6	5.4	5.7	5.0	5.7	559/6061	4825/11.8	12.8	12.2	G	WQDB-F
5. WYSP-F (CL AOR)	434/ 5.6	5.3	5.6	5.8	5.8	5.6	579/10053	7015/17.1	20.4	18.6	J	WYSP-F
6. WOGL-F (O)	394/ 5.0	5.3	5.1	4.2	4.4	4.9	481/7996	6436/15.7	15.3	14.4	I	WOGL-F
7. WBEB-F (SAC/AC)	381/ 4.9	4.5	3.3	3.1	4.0	4.0	437/7045	5904/14.4	11.6	12.3	G	WBEB-F
8. WJSL-F (B)	380/ 4.9	4.7	5.0	4.7	4.7	4.8	481/6799	5103/12.4	13.4	13.6	H	WJSL-F
9. WXTU-F (C)	358/ 4.6	4.0	4.4	4.7	5.1	4.4	504/6693	4671/11.4	11.4	11.7	H	WXTU-F
10. WIOQ-F (CHR)	334/ 4.3	4.3	5.2	6.0	5.7	5.0	422/8261	6100/14.9	16.7	18.4	H	WIOQ-F
11. WPLY-F (CHR)	311/ 4.0	2.6	2.3	2.7	2.6	2.9	364/7048	5894/14.4	9.6	11.0	E	WPLY-F
12. WMGK-F (O)	285/ 3.6	3.4	3.3	3.5	4.1	3.5	319/5657	4757/11.6	11.4	11.7	H	WMGK-F
13. WIP (SPRST)	259/ 3.3	3.6	4.6	3.3	2.8	3.7	302/4498	3751/ 9.1	12.4	9.0	H	WIP
14. WDAS-F (B)	258/ 3.3	4.2	4.0	4.7	3.6	4.1	319/4298	3489/ 8.5	9.6	9.2	F	WDAS-F
15. WYXR-F (AC)	257/ 3.3	3.5	4.1	4.5	5.0	3.9	325/7086	5491/13.4	15.0	18.7	H	WYXR-F
16. WIBF-F (AOR-NR)	215/ 2.8	2.4	2.6	3.1	2.0	2.7	227/4137	3902/ 9.5	7.7	6.2	C	WIBF-F
17. WJZ2-F (J)	184/ 2.4	2.6	3.0	2.8	2.8	2.7	223/3530	2744/ 6.7	8.7	9.1	G	WJZ2-F
18. WFLN-F (CL)	172/ 2.2	3.3	2.7	2.4	2.4	2.7	213/3288	2579/ 6.3	9.0	7.2	F	WFLN-F
19. WPST-F (CHR)	132/ 1.7	1.4	1.2	1.1	1.0	1.4	205/4299	2952/ 7.2	5.8	5.0		WPST-F
20. WGMP (SPRST)	85/ 1.1	0.6	1.4	1.8	1.7	1.2	96/3231	2862/ 7.0	7.6	9.2		WGMP
21. WHAT (B/T)	81/ 1.0	1.1	0.8	0.8	1.4	0.9	82/874	854/ 2.1	2.2	2.8		WHAT
22. WDAS (G/B)	75/ 1.0	1.2	1.3	0.8	1.3	1.1	75/1280	1251/ 3.0	2.9	3.3		WDAS
23.												
24.												
25.												

12+ FM SHARE (METRO): 76.89% (5357 of 6967) (SPG 93: 75.86%)

TEENS											
18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT		
1 WIOQ-F>	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW <	1 KYW	1 WMMR-F	1 WMMR-F	1 WJSL-F	1 WQDB-F	
2 WJSL-F<	2 WYSP-F	2 WYSP-F>	2 WYSP-F	2 WYSP-F<	2 WPEN	2 WYSP-F>	2 WPEN	2 WQDB-F	2 WIOQ-F	2 KYW >>	
3 WPLY-F>	3 WJSL-F	3 WOGL-F<	3 WOGL-F	3 WOGL-F	3 WQDB-F	3 WPEN	3 WPEN	3 WBEB-F<	3 WPEN	3 WQDB-F	
4	4 WPLY-F	4 WJSL-F	4 WBEB-F	4 KYW <	4 WOGL-F	4 WMMR-F	4 WQDB-F<	4 WBEB-F<	4 WMMR-F	4 WMMR-F	
5	5 WIBF-F	5 WBEB-F	5 WMGK-F<	5 WBEB-F	5 WXTU-F<	5 WQDB-F	5 WOGL-F	5 KYW	5 KYW	5 WXTU-F	
6	6 WIOQ-F	6 WPLY-F<	6 KYW	6 WMGK-F<	6 WBEB-F	6 WXTU-F	6 WYSP-F	6 WOGL-F<	6 WDAS-F<	6 WDAS-F	
7	7 WBEB-F	7 WMGK-F<	7 WDAS-F<	7 WXTU-F	7 WMMR-F	7 WJSL-F	7 KYW	7 WJSL-F<	7 WYXR-F<	7 WPEN	
8	8	8 WDAS-F	8 WJSL-F	8 WDAS-F	8	8 WIP	8 WMGK-F	8 WXTU-F	8 WPLY-F	8 WOGL-F	
9	9	9	9	9	9	9	9	9	9	9	
-----											
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54							
1 WPLY-F	1 WPLY-F<	1 WBEB-F	1 WBEB-F	1 WBEB-F	1 WYSP-F	1 WMMR-F<	1 WMMR-F	1 WMMR-F<	1 WMMR-F	1 WMMR-F	
2 WJSL-F	2 WJSL-F<	2 WMMR-F	2 WMMR-F	2 WOGL-F	2 WMMR-F	2 WYSP-F>>	2 WYSP-F	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>	
3 WIOQ-F	3 WMMR-F	3 WJSL-F	3 WMGK-F	3 WMGK-F	3 WIBF-F	3 WJSL-F<	3 WIP	3 WIP	3 WIP	3 WOGL-F<	
4 WMMR-F	4 WBEB-F	4 WPLY-F	4 WJSL-F<	4 WMMR-F	4 WJSL-F	4 WIBF-F	4 WJSL-F	4 WOGL-F	4 WIP	4 WIP	
5 WIBF-F	5 WIOQ-F	5 WDAS-F	5 WPLY-F<	5 WXTU-F<	5 WIOQ-F	5 WIP	5 WIBF-F	5 WJSL-F	5 KYW	5 WXTU-F	
6 WBEB-F	6 WIBF-F<	6 WIOQ-F	6 WOGL-F	6 WDAS-F	6 WPLY-F	6 WPLY-F	6 WYXR-F	6 WYXR-F	6 WYXR-F	6 WXTU-F	
7	7 WYXR-F	7 WYSP-F	7 WYXR-F	7 KYW <	7 WDAS-F	7 WIOQ-F	7 KYW	7 WIBF-F	7 WJSL-F<	7 WJSL-F<	
8	8 WYSP-F	8 WMGK-F	8 WXTU-F	8 WYXR-F	8	8	8	8 WDAS-F	8 WQDB-F	8 WQDB-F	
9	9	9 WYXR-F	9	9	9	9	9	9	9	9 WDAS-F	

PHILADELPHIA  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME TSA TSA		
							SHARE/RTG/AQH/CUME		
AC		566 ( 3)	566 ( 3)	8.1	11.2	WPGR (O) 1540	PHILADELPHIA	0.4/0.5/ 31/ 224	
AOR/CLASSIC		1187 ( 4)	1187 ( 4)	17.0	16.1				
COUNTRY		358 ( 1)	358 ( 1)	5.1	5.9	WFMZ-F (EZ) 100.7	ALLENTOWN	0.7/1.7/186/2298	
NEWS/TALK	945 ( 4)	533 ( 2)	1478 ( 6)	21.2	18.0	WJBR-F (AC) 99.5	WILMINGTON	0.3/1.6/125/1922	
						WKXW-F (T) 101.5	TRENTON	0.8/3.1/146/2791	
CHR		838 ( 5)	838 ( 5)	12.0	11.1	WODE-F (O) 99.9	EASTON	0.3/0.8/129/2097	
BLACK/URBAN	156 ( 2)	638 ( 2)	794 ( 4)	11.4	11.0	WRDR-F (ST) 104.9	EGG HARBOR	0.4/1.1/ 97/1158	
SOFT AC/EZ		433 ( 2)	433 ( 2)	6.2	5.6	WRFY-F (CHR) 102.5	READING	0.3/1.2/174/2353	
HISPANIC						WSTW-F (AC/CHR) 93.7	WILMINGTON	0.5/3.4/140/2968	
						WZZO-F (AOR) 95.1	BETHLEHEM	0.3/0.9/196/2533	
OLDIES	30 ( 1)	420 ( 2)	450 ( 3)	6.5	7.5				
FULL SVC/VARIETY						WABC (T) 770	NEW YORK	0.3/1.2/108/1448	
STANDARDS	479 ( 1)	28 ( 1)	507 ( 2)	7.3	4.9				
RELIG/GOSPEL					1.9				
CLASSICAL		172 ( 1)	172 ( 1)	2.5	2.7				
JAZZ		184 ( 1)	184 ( 1)	2.6	4.3				
OTHERS/UNKNOWN									
TOTALS	1610 ( 8)	5357 (24)	6967 (32)						

DUOPOLY REPORT	12+	25-54	REVENUE
WJJZ-F, WYXR-F (Pyramid)	5.7%	7.4%	9.9%
WTEL, WXTU-F, WDAS-AF (Beasley)	8.9%	10.4%	9.2%
WIOQ-F, WJSL-F (EZ)	9.2%	7.2%	10.7%
WZZD, WPHY (Salem)	NA	NA	< 2.0%
	23.8%	25.0%	30.2%

RADIO STATIONS  
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AM STATIONS  
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KYW, 1060, 50 KW (DA-1), News	NBC, AP, \$ 305.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2), Gospel/Black	AURN, \$ NA (Mc-Guild)	Beasley
WHAT, 1340, 1 KW, Black Talk	\$ 34.00 ( --- )	
WIP, 610, 5 KW (DA-1), Sports	MBS, \$ 142.00 (Katz)	Infinity
WGMP, 1210, 50 KW, Sports	CBS, MBS, \$ NA (CBS)	CBS
WPEN, 950, 5 KW (DA-N), Standards/FS	UNISTR, \$ 134.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA), Oldies	\$ 28.00 ( --- )	
WPHY, 560, 5 KW (DA-2), Religion	\$ 30.00 ( --- )	Salem
WZZD, 990, 50 KW/10 KW (DA-2), Religion	\$ 32.00 ( --- )	Salem
WTEL, 860, 10 KW/500 W (DA-2), Hispanic	\$ 35.00 (Katz Hisp.)	Beasley

FM STATIONS  
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WBEB, 101.1, 14 KW @ 941, AC	\$ 144.00 (Mc-Guild)	
WDAS, 105.3, 17 KW @ 872, Black/AC	\$ 134.00 (Mc-Guild)	Beasley
WFLN, 95.7, 50 KW @ 500, Classical	\$ 125.00 (CMBS)	Marlin
WIBF, 103.9, 0.3 KW @ 1000, New Rock	\$ 63.00 (Groskin)	Jarad (JENKINTOWN)
WIOQ, 102.1, 27 KW @ 649, CHR	\$ 153.00 (Banner)	EZ
WJJZ, 106.1, 23 KW @ 741, Jazz	ABC, \$ 139.00 (Eastman)	Pyramid
WMGK, 102.9, 8.5 KW @ 1181, Oldies (70's)	\$ 159.00 (MMR)	Greater Media
WMMR, 93.3, 18 KW @ 827, AOR	UNISTR, \$ 250.00 (Group W)	Westinghouse
WOGL, 98.1, 13 KW @ 1000, Oldies	CBS, \$ 253.00 (CBS)	CBS
WPLY, 100.3, 35 KW @ 600, CHR	\$ 120.00 (Katz)	
WJSL, 98.9, 18 KW @ 830, Black	\$ 164.00 (Katz)	EZ
WVDB, 96.5, 17 KW @ 866, Talk	ABC, \$ 140.00 (Banner)	Panache
WXTU, 92.5, 16 KW @ 899, Country	UNISTR, MBS, \$ 180.00 (D&R)	Beasley
WYSP, 94.1, 16 KW @ 899, Classic AOR	ABC, \$ 340.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC/CHR	\$ 190.00 (Katz)	Pyramid

Miscellaneous: WOGL changes to WGMP and from Oldies and from Oldies to Sports (March) . . . WDAS A/F sold by Unity to Beasley for \$26,000,000 (D) (Americom) . . . WZZD sold by Communicom to Salem for \$ (D) . . . WJSL-F sold by Tak to EZ for \$33,000,000 (E) (D) . . . WJSL-F sold by TAK to EZ for \$33,000,000 (E) (D) . . .

PHOENIX

Arbitron Rank/Pop (12+): 21/1,880,800  
 MSA Rank/Pop: 18/2,430,000  
 ADI # 20  
 Average Person Ratings: 16.9  
 Market TSL: 22.50 hours

Stations: 27/26  
 Diaries: 2300/ 817:1/52.7%  
 Sample Target: 2315  
 % Below Line: 0.4  
 % Not Listed: 15.2  
 1993 Revenue: \$73,400,000  
 HH Inc.: \$30,821  
 Retail \$: 22.1 Bil  
 Pop per Station: 72,308  
 #1 Biller: KNIX-AF \$11,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KNIX-F (C)	253/ 8.0	10.1	9.1	7.5	10.5	8.7	346/4461	3711/19.7	21.7	24.2	I	KNIX-F
2. KMLE-F (C)	228/ 7.2	7.4	7.5	6.8	6.7	7.2	257/3294	2844/15.1	16.8	15.5	G	KMLE-F
3. KTAR (N/T)	222/ 7.0	6.4	7.5	6.3	9.3	6.8	243/4372	4045/21.5	21.2	29.6	H	KTAR
4. KFYI (T)	184/ 5.8	5.7	5.2	6.9	6.0	5.9	191/2130	1987/10.6	11.8	12.9	E	KFYI
5. KUPD-F (AOR)	172/ 5.4	6.2	5.3	4.9	4.7	5.5	212/2752	2410/12.8	14.2	12.7	G	KUPD-F
6. KOY (ST/FS)	168/ 5.3	5.6	6.1	5.4	4.8	5.6	174/2016	1873/10.0	11.9	9.6	C	KOY
7. KKFR-F (CHR)	166/ 5.2	5.9	6.7	4.5	4.8	5.6	187/3421	3159/16.8	13.7	14.0	D	KKFR-F
8. KVRV-F (AC)	142/ 4.5	4.2	4.3	4.1	3.7	4.3	148/2592	2497/13.3	13.0	12.6	E	KVRV-F
9. KKLT-F (SAC)	130/ 4.1	3.8	4.6	5.4	4.7	4.5	139/2068	1901/10.1	11.2	11.3	F	KKLT-F
10. KSLX-F (CL AOR)	128/ 4.0	2.2	2.4	3.6	2.8	3.1	140/2601	2395/12.7	8.7	11.0	F	KSLX-F
11. KDKB-F (AOR)	122/ 3.8	4.9	4.9	4.4	2.6	4.5	134/2501	2328/12.4	12.5	11.4	F	KDKB-F
12. KESZ-F (AC)	116/ 3.7	4.0	3.5	4.3	3.6	3.9	128/2031	1869/ 9.9	8.6	9.9	E	KESZ-F
13. KOOL-F (O)	103/ 3.2	2.9	2.8	2.9	2.4	3.0	113/2289	2173/11.6	10.0	8.9	E	KOOL-F
14. KPSN-F (O)	100/ 3.1	3.0	2.5	3.0	4.4	2.9	106/1530	1434/ 7.6	7.9	10.9	E	KPSN-F
15. KZON-F (AOR-P)	88/ 2.8	2.2	3.4	3.0	3.3	2.9	88/1369	1326/ 7.1	7.4	6.8	D	KZON-F
16. KEDJ-F (AOR-NR)	82/ 2.6	2.2	2.9	2.4	2.1	2.5	82/1184	1171/ 6.2	7.9	5.6	B	KEDJ-F
17. KYOT-F (J)	41/ 1.3	1.5	0.9	2.9	2.3	1.7	41/852	833/ 4.4	4.5	11.7	D	KYOT-F
18. KMJK-F (B/AC)	39/ 1.2	0.7	---	0.4	0.4	0.6	39/637	628/ 3.3	---	1.5		KMJK-F
19. KZRX-F (AOR)	37/ 1.2	1.4	1.5	1.5	1.6	1.4	45/967	818/ 4.4	4.2	5.3	B	KZRX-F
20. KYOT (B)	36/ 1.1	0.6	0.8	0.6	0.8	0.8	36/486	486/ 2.6	1.9	1.7		KYOT
21. KOOL (O)	31/ 1.0	0.9	1.6	1.4	0.8	1.2	34/561	531/ 2.8	4.6	3.0		KOOL
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 72.30% (1947 of 2693) (SPG 93: 70.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>>	1 KUPD-F>	1 KMLE-F	1 KMLE-F<	1 KMLE-F<	1 KTAR	1 KNIX-F<	1 KFYI	1 KNIX-F<	1 KTAR	1 KTAR
2	2 KMLE-F	2 KUPD-F<	2 KNIX-F	2 KNIX-F	2 KOY <	2 KTAR	2 KNIX-F	2 KMLE-F	2 KKFR-F	2 KNIX-F<
3	3 KNIX-F	3 KNIX-F	3 KUPD-F	3 KUPD-F<	3 KNIX-F<	3 KMLE-F	3 KMLE-F	3 KTAR	3 KMLE-F	3 KMLE-F
4	4 KDKB-F<	4 KVRV-F	4 KSLX-F<	4 KSLX-F	4 KFYI	4 KUPD-F	4 KOY <	4 KUPD-F<	4 KNIX-F<	4 KOY <
5	5 KVRV-F	5 KSLX-F	5 KDKB-F	5 KVRV-F	5 KMLE-F	5 KKFR-F	5 KVRV-F<	5 KKFR-F<	5 KUPD-F	5 KUPD-F
6	6 KSLX-F<	6 KDKB-F	6 KVRV-F	6 KDKB-F<	6 KKLT-F	6 KESZ-F	6 KTAR	6 KFYI	6 KOY <	6 KFYI
7	7 KKFR-F	7 KESZ-F	7 KESZ-F	7 KTAR	7	7 KOY	7 KUPD-F<	7 KOY	7 KSLX-F	7 KSLX-F
8	8	8	8	8 KESZ-F	8	8	8 KKLT-F	8	8	8 KVRV-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 KVRV-F	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KUPD-F	1 KUPD-F>	1 KUPD-F	1 KUPD-F>	1 KUPD-F
2 KMLE-F	2 KVRV-F	2 KVRV-F	2 KNIX-F<	2 KNIX-F	2 KMLE-F	2 KDKB-F	2 KDKB-F	2 KSLX-F<	2 KSLX-F<
3 KNIX-F	3 KNIX-F	3 KNIX-F	3 KVRV-F	3 KVRV-F	3 KKFR-F	3 KSLX-F	3 KSLX-F	3 KDKB-F<	3 KTAR <
4 KUPD-F	4 KUPD-F	4 KESZ-F	4 KESZ-F>	4 KESZ-F	4 KEDJ-F	4 KNIX-F<	4 KNIX-F	4 KMLE-F	4 KDKB-F<
5 KKFR-F	5 KESZ-F	5 KKLT-F	5 KKLT-F	5 KKLT-F>	5 KSLX-F	5 KMLE-F	5 KEDJ-F	5 KNIX-F	5 KNIX-F
6 KEDJ-F	6 KKFR-F	6 KUPD-F	6 KUPD-F	6 KPSN-F<	6 KDKB-F	6 KEDJ-F	6	6 KTAR	6 KMLE-F
7 KESZ-F	7 KEDJ-F	7 KDKB-F	7	7 KOOL-F	7	7 KKFR-F	7	7 KFYI	7 KFYI
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

PHOENIX  
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FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS			METRO CUME TSA TSA	
						SHARE	RTG/AQH	CUME	SHARE	RTG/AQH
AC		258 ( 2)	258 ( 2)	9.6	8.4	KGME (T)	1360	GLENDALE	0.8/2.6/	27/ 497
AOR/CLASSIC	15 ( 1)	629 ( 6)	644 ( 7)	23.9	19.6	KPHX (SP)	1480	PHOENIX	0.6/1.5/	20/ 278
COUNTRY		481 ( 2)	481 ( 2)	17.9	20.6	KSUN (SP)	1400	PHOENIX	0.4/1.2/	13/ 228
NEWS/TALK	433 ( 3)		433 ( 3)	16.1	18.0	KUKQ (AOR)	1060	TEMPE	0.5/1.5/	17/ 322
						KVVA (SP)	860	PHOENIX	0.5/1.1/	17/ 202
CHR		166 ( 1)	166 ( 1)	6.2	8.2					
BLACK/URBAN	36 ( 1)	39 ( 1)	75 ( 2)	2.8	1.5	KSAZ (?)	580	TUCSON	0.4/0.9/	19/ 237
SOFT AC/EZ		130 ( 1)	130 ( 1)	4.8	6.0					
HISPANIC	50 ( 3)		50 ( 3)	1.9	1.7					
OLDIES	31 ( 1)	203 ( 2)	234 ( 3)	8.7	8.8					
FULL SVC/VARIETY										
STANDARDS	168 ( 1)		168 ( 1)	6.2	6.2					
RELIG/GOSPEL					0.6					
CLASSICAL										
JAZZ		41 ( 1)	41 ( 1)	1.5	---					
OTHERS/UNKNOWN	13 ( 1)		13 ( 1)	0.5	0.6					
TOTALS	746 (11)	1947 (16)	2693 (27)							

DUOPOLY REPORT	12+	25-54	REVENUE
KOY, KZON-F, KYOT A/F (Sundance)	10.5%	8.8%	8.9%
KUKQ, KUPD-F, KDKB-F (Sandusky)	9.7%	12.2%	13.2%
	20.2%	21.0%	22.1%

RADIO STATIONS  
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AM STATIONS  
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KCWB , 1580, 50 KW (DA-N)	Country	SMN, \$ 35.00	(Katz)	Buck Owens
KFYI , 910, 5 KW (DA-N)	Talk	CBS, \$ 65.00	(D&R)	Broadcast Group
KOOL , 960, 5 KW (DA-N)	SEE KOOL-FM			
KDY , 550, 5 KW/1 KW	Standards/FS	UNISTR, CNN, \$ 54.00	(Christal)	Sundance
KSUN , 1400, 1 KW	Hispanic		(Caballero)	
KTAR , 620, 5 KW (DA-N)	News/Talk	ABC, CBS, \$184.00	(CBS)	Pulitzer
KUKQ , 1060, 5 KW/1 KW (DA-2)	AOR		(Banner)	Sandusky
KVVA , 860, 1 KW (DA-N)	Hispanic		(Lotus)	
KYOT , 1230, 1 KW	Black	SMN, AP, \$ 24.00	(MMR)	Sundance

FM STATIONS  
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KDKB , 93.3, 100 KW @ 1538	AOR	\$ 92.00	(Torbet)	Sandusky
KEDJ , 106.3, 3 KW @ 325	New Rock	NBC, \$ 44.00	( --- )	(SUN CITY)
KESZ , 99.9, 100 KW @ 1670	AC	\$ 77.00	(Banner)	
KKFR , 92.3, 100 KW @ 1647	CHR/Urban	\$ 61.00	(D&R)	Broadcast Group
KKLT , 98.7, 115 KW @ 1679	Soft AC	\$100.00	(CBS)	Pulitzer
KMLE , 107.9, 100 KW @ 1000	Country	\$164.00	(Mc-Guild)	Shamrock
KNIX , 102.5, 98 KW @ 1620	Country	\$259.00	(Katz)	Buck Owens
KOOL , 94.5, 100 KW @ 1653	Oldies	\$ 87.00	(D&R)	Compass
KSLX , 100.7, 100 KW @ 1840	Classic AOR	\$ 97.00	(Eastman)	Greater Media
KPSN , 96.9, 100 KW @ 1558	Oldies	\$ 70.00	(CBS)	Bonneville
KTWC , 103.5, 62 KW @ 2428	AC/Oldies	\$ 55.00	(CBS)	
KUPD , 97.9, 100 KW @ 1620	AOR	\$147.00	(Banner)	Sandusky
KVRY , 104.7, 100 KW @ 1548	AC	\$ 81.00	(Mc-Guild)	Nationwide
KYOT , 95.5, 96 KW @ 1571	Jazz	\$ 66.00	(Christal)	Sundance
KZON , 101.5, 100 KW @ 1738	Prog. AOR	AP, \$ 60.00	(MMR)	Sundance
KZRX , 100.3, 90 KW @ 2047	AOR	UNISTR, ABC, \$ 35.00	(Roslin)	(GLOBE)

Miscellaneous: KUKQ, KUPD-F sold by Bob Fish to Sandusky for \$20,000,000 (D) (Kalil) . . . KYOT-F changes from AOR to Jazz (Mar) . . .



PITTSBURGH

Arbitron Rank/Pop (12+): 20/2,023,800  
 MSA Rank/Pop: 19/2,380,000  
 ADI # 17  
 Average Person Ratings: 17.7  
 Market TSL: 23.25 hours

Stations: 30/30  
 Diaries: 2217/ 913:1/60.4%  
 Sample Target: 2235  
 % Below Line: 0.0  
 % Not Listed: 12.4

1993 Revenue: \$59,100,000  
 HH Inc.: \$30,623  
 Retail \$: 18.9 Bil  
 Pop per Station: 67,460  
 #1 Biller: KDKA \$10,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KDKA (N/T)	551/15.4	14.4	12.9	13.7	15.0	14.1	606/7265	6339/31.3	28.1	34.5	I	KDKA
2. WOVE-F (AOR)	383/10.7	8.9	9.2	11.2	9.9	10.0	461/5363	4187/20.7	20.6	23.2	H	WOVE-F
3. WBZZ-F (CHR)	243/ 6.8	7.7	5.9	6.2	7.2	6.7	284/5072	4182/20.7	17.2	21.4	F	WBZZ-F
4. WWSW-AF (O)	236/ 6.6	5.7	8.0	6.6	7.0	6.7	274/4684	3825/18.9	20.2	21.0	G	WWSW-AF
5. WDSY-F (C)	204/ 5.7	4.7	5.3	5.0	5.7	5.1	220/2886	2474/12.2	13.4	11.7	F	WDSY-F
6. WSHH-F (SAC)	176/ 4.9	5.5	5.6	5.1	5.4	5.3	195/2910	2518/12.4	13.6	13.8	E	WSHH-F
7. WVTY-F (AC)	163/ 4.6	4.9	4.4	5.5	5.4	4.9	185/3146	2945/14.6	14.7	15.4	F	WVTY-F
8. WAMO-F (B)	158/ 4.4	5.0	4.1	6.0	5.8	4.9	173/2037	1820/ 9.0	9.7	13.0	D	WAMO-F
9. WLTJ-F (SAC)	134/ 3.7	4.5	4.2	4.4	4.4	4.2	153/2623	2268/11.2	13.5	11.1	D	WLTJ-F
10. WJAS (ST)	131/ 3.7	4.5	4.2	4.4	4.4	4.2	131/2014	1998/ 9.9	8.8	9.0	B	WJAS
11. WRRK-F (CL AOR)	126/ 3.5	3.1	2.7	2.8	2.3	3.0	152/2885	2537/12.5	10.4	11.1	D	WRRK-F
12. WTAE (N/T)	119/ 3.3	4.6	5.4	5.0	3.7	4.6	121/2315	2270/11.2	14.0	11.0	F	WTAE
13. WXRBF-F (C)	99/ 2.8	2.4	2.8	2.3	1.6	2.6	128/1858	1395/ 6.9	7.0	4.0	B	WXRBF-F
14. WOKB-F (C)	65/ 1.8	1.9	2.5	2.2	1.9	2.1	86/1650	1347/ 6.7	7.5	6.7	C	WOKB-F
15. WWSW-F (AOR)	61/ 1.7	1.5	1.0	0.8	0.8	1.3	89/1435	1132/ 5.6	4.0	4.2		WWSW-F
16. KQV (N)	47/ 1.3	1.5	1.6	1.5	1.1	1.5	49/1125	1112/ 5.5	6.0	4.9	C	KQV
17. WORD-F (REL)	40/ 1.1	1.4	0.8	1.3	1.1	1.2	47/879	753/ 3.7	3.4	3.2		WORD-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.25% (2141 of 3137) (SPG 93: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	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 KDKA < 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 WWSW-AF> 3 WSHH-F 3 WBZZ-F 3 WWSW-AF 3 WBZZ-F 3 WBZZ-F< 3 WDSY-F 3 WDSY-F										
4 4 WRRK-F 4 KDKA < 4 WDSY-F 4 WVTY-F< 4 WDSY-F 4 WWSW-AF 4 WWSW-AF 4 WWSW-AF< 4 WAMO-F 4 WAMO-F										
5 5 WVTY-F 5 WVTY-F< 5 WVTY-F 5 WDSY-F 5 WJAS 5 WDSY-F< 5 WBZZ-F< 5 WDSY-F 5 WWSW-AF 5 WWSW-F										
6 6 WDSY-F< 6 WDSY-F 6 WBZZ-F 6 WBZZ-F 6 6 WSHH-F 6 WSHH-F 6 WSHH-F 6 WSHH-F 6 WDSY-F 6 WSHH-F										
7 7 WXRBF-F 7 WAMO-F< 7 WRRK-F 7 WRRK-F 7 7 WVTY-F 7 WVTY-F 7 WVTY-F 7 WVTY-F 7 7										
8 8 8 WRRK-F 8 8 8 8 8 8 8 8 8 8 8										
9 9 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 WOVE-F 1 WOVE-F> 1 WOVE-F 1 WOVE-F< 1 WWSW-AF 1 WOVE-F 1 WOVE-F>>>1 WOVE-F 1 WOVE-F>>>1 WOVE-F>									
2 WBZZ-F 2 WBZZ-F< 2 WAMO-F 2 WBZZ-F 2 KDKA 2 WBZZ-F 2 WRRK-F 2 WRRK-F 2 KDKA 2 KDKA									
3 WAMO-F 3 WAMO-F 3 WVTY-F 3 WAMO-F< 3 WDSY-F< 3 WAMO-F 3 WBZZ-F 3 KDKA 3 WRRK-F 3 WWSW-AF									
4 WDSY-F 4 WVTY-F 4 WBZZ-F 4 WWSW-AF< 4 WBZZ-F< 4 WWSW-AF 4 WWSW-AF 4 WWSW-AF 4 WRRK-F< 4 WRRK-F<									
5 WVTY-F 5 WDSY-F 5 WVTY-F 5 WVTY-F 5 WVTY-F 5 WXRBF-F 5 5 WDSY-F 5 WDSY-F 5 WDSY-F 5 WDSY-F									
6 WXRBF-F 6 WXRBF-F 6 WRRK-F 6 WDSY-F 6 WSHH-F< 6 WSP-F 6 6 WWSW-AF 6 WWSW-AF 6 WDSY-F 6 WVTY-F									
7 7 WRRK-F 7 7 7 WLTJ-F 7 WAMO-F 7 7 7 WXRBF-F 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									

PITTSBURGH

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		179 ( 2)	179 ( 2)	5.7	7.3	WASP (T) 1130	BROWNSVILLE	0.3/0.5/	14/ 128
AOR/CLASSIC		570 ( 3)	570 ( 3)	18.2	13.8	WASP-F (C) 94.9	OLIVER	0.9/1.6/	43/ 531
COUNTRY	17 ( 1)	414 ( 5)	431 ( 6)	13.7	11.8	WBVP (FS) 1230	BEAVER FALLS	0.4/1.2/	14/ 248
NEWS/TALK	729 ( 4)		729 ( 4)	23.2	22.5	WCVI (FS) 1340	CONNELLSVILLE	0.3/0.6/	11/ 120
						WEEP (C) 1080	PITTSBURGH	0.5/1.4/	18/ 324
CHR		243 ( 1)	243 ( 1)	7.7	8.1	WELA-F (C) 104.3	E. LIVERPOOL, OH	0.3/0.8/	31/ 444
BLACK/URBAN		158 ( 1)	158 ( 1)	5.0	6.7	WESA-F (AC) 98.3	CHARLERSVI	0.4/1.7/	16/ 342
SOFT AC/EZ		310 ( 2)	310 ( 2)	9.9	11.0	WHJB (FS) 620	GREENSBURG	0.3/1.6/	14/ 374
HISPANIC						WJPA-AF (D) 95.3	WASHINGTON	0.8/1.6/	28/ 362
OLDIES	37 ( 2)	227 ( 2)	266 ( 4)	8.5	8.6	WMBA (FS) 1460	AMBRIDGE	0.3/0.7/	12/ 139
FULL SVC/VARIETY	82 ( 5)		82 ( 5)	2.6	3.3	WMBS (FS) 590	UNIONTOWN	0.9/2.1/	33/ 460
STANDARDS	131 ( 1)		131 ( 1)	4.2	4.9				
RELIG/GOSPEL		40 ( 1)	40 ( 1)	1.3	1.5				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	-----	-----	-----						
TOTALS	996 (13)	2141 (17)	3137 (30)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WEEP, WDSY-F, WXR-B-F (Entercom)	9.0%	10.0%	8.8%
WLTJ-F, WRRK-F (Frischling)	7.2%	9.8%	7.4%
WBZZ-F, WQKB-F (EZ)	8.6%	7.8%	9.8%
	24.8%	27.6%	26.0%

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, News/Talk	NBC, \$182.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, News	CBS, CNN, \$ 38.00	(Torbet)	
WEEP, 1080, 50 KW (DAYS, DA)	, Country	SMN, \$ NA	(D&R)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Standards	UNISTR, CNN, \$ 27.00	(Eastman)	
WMBS, 590, 1 KW (DA-N)	, Full Service	CBS, \$ 24.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ 29.00	( --- )	Salem
WTAE, 1250, 5 KW (DA-N)	, Talk/News	ABC, MBS, \$ 74.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			

FM STATIONS

WBZZ, 93.7, 41 KW @ 551	, CHR	, \$101.00	(Banner)	EZ	
WDSY, 107.9, 50 KW @ 500	, Country	UNISTR, \$ 90.00	(D&R)	Entercom	
WDVE, 102.5, 55 KW @ 820	, AOR	Source, \$178.00	(Christal)	Secret	
WLTJ, 92.9, 47 KW @ 889	, Soft AC	, \$ 61.00	(MMR)	Frischling	
WORD, 101.5, 48 KW @ 506	, Religion	, \$ 38.00	( --- )	Salem	
WQKB, 100.7, 17 KW @ 850	, Country	ABC, \$ 45.00	(Banner)	EZ	(N. KENSINGTON)
WRRK, 96.9, 45 KW @ 531	, Classic AOR	, \$ 50.00	(MMR)	Frischling	(BRADDOCK)
WSSH, 99.7, 11 KW @ 928	, Soft AC	UNISTR, UPI, \$ 83.00	(Eastman)	Renda	
WVTY, 96.1, 50 KW @ 500	, AC	, \$ 81.00	(Katz)	Hearst	
WWSK, 106.7, 47 KW @ 518	, AOR	UNISTR, \$ 28.00	(Dome)		(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$165.00	(Mc-Guild)	Shamrock	
WXR-B, 104.7, 50 KW @ 500	, Country	, \$ 43.00	(D&R)	Entercom	
WAMO, 105.9, 72 KW @ 430	, Black	AURN, \$ 54.00	(D&R)	Sheridan	

PORTLAND, ME

Arbitron Rank/Pop (12+): 162/205,100  
 MSA Rank/Pop: 173/245,000  
 ADI # 75  
 Average Person Ratings: 16.5  
 Market TSL: 22.00 hours

Stations: 21/19  
 Diaries: 656/313:1/56.4%  
 Sample Target: 620  
 % Below Line: 1.2  
 % Not Listed: 13.9

1993 Revenue: \$10,900,000  
 HH Inc.: \$36,552  
 Retail \$: 3.6 Bil  
 Pop per Station: 10,795  
 #1 Biller: WPOR-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WPOR-F (C)	52/15.4	16.8	14.6	17.5	11.0	----	140/1426	614/29.9	25.1	28.3	D	WPOR-F
2. WBLM-F (AOR)	44/13.0	12.1	17.3	13.1	17.3	----	103/1662	586/26.6	29.3	31.9	D	WBLM-F
3. WGAN (T/FS)	30/ 8.9	9.0	8.3	10.1	8.5	----	42/588	396/19.3	19.3	17.2	C	WGAN
4. WMGX-F (CL AOR)	27/ 8.0	8.7	7.7	8.6	9.7	----	50/842	403/19.6	21.8	20.8	C	WMGX-F
5. WCSO-F (AC)	20/ 5.9	6.8	7.7	7.1	7.2	----	40/715	335/16.3	18.3	17.8	B	WCSO-F
6. WHOM-F (SAC)	17/ 5.0	5.3	3.3	3.6	6.0	----	68/1143	277/13.5	13.2	13.6	C	WHOM-F
7. WLAM (ST)	16/ 4.7	3.4	2.4	2.7	2.2	----	29/311	139/ 6.8	7.6	5.9	A	WLAM
8. WYNZ-F (D)	14/ 4.1	1.6	3.0	3.9	6.3	----	25/404	263/12.8	9.6	8.5	A	WYNZ-F
WKZS-F (AC)	14/ 4.1	3.7	4.5	2.1	4.7	----	26/723	324/15.8	13.3	16.3	A	WKZS-F
10. WZAN (T)	11/ 3.3	0.6	3.3	2.1	---	----	14/185	136/ 6.6	3.4	4.8		WZAN
11. WZPK-F (CHR)	8/ 2.4	2.5	1.5	---	0.6	----	29/770	206/10.0	7.3	7.1	A	WZPK-F
12. WKRH-F (?)	7/ 2.1	---	0.6	1.5	1.3	----	20/365	115/ 5.6	---	3.6		WKRH-F
13. WPKM-F (CL)	6/ 1.8	1.9	2.1	1.2	0.6	----	6/151	129/ 6.3	6.2	5.7	A	WPKM-F
14. WHYR-F (CHR)	5/ 1.5	2.5	1.8	1.5	1.9	----	10/257	161/ 7.8	6.9	6.3	A	WHYR-F
WCLZ-F (AOR-P)	5/ 1.5	2.2	2.7	2.4	1.6	----	19/455	139/ 6.8	8.2	6.6	A	WCLZ-F

12+ FM SHARE (METRO): 78.69% (229 of 291) (SPG 93: 82.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F>	1 WBLM-F	1 WPOR-F	1 WPOR-F	1 WPOR-F<	1 WPOR-F>	1 WPOR-F<	1 WPOR-F	1 WPOR-F	1 WGAN
2 WZPK-F>	2 WPOR-F>	2 WPOR-F	2 WBLM-F	2 WMGX-F	2 WGAN >	2 WBLM-F	2 WGLM-F	2 WBLM-F	2 WBLM-F	2 WPOR-F>>
3 WPOR-F	3 WMGX-F	3 WMGX-F	3 WMGX-F	3 WBLM-F>	3 WLAM-F	3 WGAN >	3 WGAN	3 WMGX-F	3 WGAN	3 WCLZ-F
4 WHYR-F	4 WCSO-F	4 WCSO-F>	4 WCSO-F	4 WCSO-F	4 WCSO-F	4 WMGX-F	4 WMGX-F	4 WGAN	4 WMGX-F	4 WBLM-F
5	5	5 WGAN	5 WGAN	5 WGAN	5 WMGX-F	5 WCSO-F	5 WCSO-F	5 WCSO-F	5 WLAM-F	5
6	6	6 WKZS-F	6 WYNZ-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 WBLM-F	1 WBLM-F	1 WMGX-F	1 WMGX-F<	1 WMGX-F	1 WBLM-F	1 WBLM-F>>	1 WPOR-F	1 WBLM-F>	1 WPOR-F
2 WKZS-F	2 WMGX-F	2 WCSO-F	2 WBLM-F	2 WPOR-F	2	2 WPOR-F>	2 WBLM-F	2 WPOR-F>>	2 WBLM-F>
3 WPOR-F	3 WCSO-F	3 WBLM-F	3 WPOR-F<	3 WCSO-F	3	3 WMGX-F	3 WMGX-F	3 WGAN	3 WMGX-F
4	4 WPOR-F	4 WHOM-F	4 WCSO-F	4 WBLM-F	4	4 WZAN	4 WCSO-F	4 WMGX-F	4 WGAN
5	5 WKZS-F	5 WPOR-F	5 WZKS-F	5 WHOM-F	5	5	5 WKRH-F	5 WZAN	5 WCSO-F
6	6	6	6	6 WKZS-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
	--	--	----	.	-	-	-----	SHARE/RTG/AQH/CUME	
AC		34 ( 2)	34 ( 2)	11.7	5.2		WSTG-F (AOR-P) 94.3	BIDDLEFORD	1.2/5.4/ 16/ 190
AOR/CLASSIC		84 ( 6)	84 ( 6)	28.9	31.0		WLPZ (T) 1440	WESTBROOK	0.9/3.9/ 3/ 81
COUNTRY		54 ( 2)	54 ( 2)	18.6	18.0		WTHT-F (O) 107.5	LEWISTON	0.6/5.0/ 15/ 223
NEWS/TALK	46 ( 4)		46 ( 4)	15.8	NM		WXGL-F (AOR-P) 93.9	LEWISTON	0.6/2.6/ 24/ 455
CHR		13 ( 2)	13 ( 2)	4.5	13.0		WBZ (N) 1030	BOSTON	0.6/3.9/ 14/ 294
BLACK/URBAN							WTOS-F (CL AOR) 105.1	S. KOWHEGAN	0.6/3.2/ 35/ 595
SOFT AC/EZ		17 ( 1)	17 ( 1)	5.8	4.0				
HISPANIC									
OLDIES		14 ( 1)	14 ( 1)	4.8	6.3				
FULL SVC/VARIETY									
STANDARDS	16 ( 1)		16 ( 1)	5.5	6.6				
RELIG/GOSPEL									
CLASSICAL		6 ( 1)	6 ( 1)	2.1	2.4				
JAZZ									
OTHERS/UNKNOWN		7 ( 1)	7 ( 1)	2.4	0.7				
TOTALS	62 ( 5)	229 (16)	291 (21)						

PORTLAND, ME

DUOPOLY REPORT	12+	25-54	REVENUE
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WGAN, WMGX-F, WZAN, WYNZ-F (Saga)	24.3%	27.5%	30.3%
WBLM-F, WSTG-F (Fuller-Jeffrey)	14.2%	13.5%	24.8%
	38.5%	41.0%	55.1

RADIO STATIONS

WGAN , 560, 5 KW (DA-1)	, Talk/FS	TALKNT, CBS, \$28.00 (Katz)	Saga	
WLAM , 870, 10 KW/1 KW (DA-2)	, Standards	SMN, ABC, \$12.00 (D & R)		(GORHAM)
WPOR , 1490, 1 KW -- SEE WPOR-F				
WZAN , 970, 5 KW	, Talk	MBS, NBC, \$11.00 (Katz)	Saga	
WBLM-F, 102.9, 100 KW @ 1460	, AOR	, \$55.00 (Mc-Guild)	Fuller-Jeffrey	
WCLZ-F, 98.9, 50 KW @ 400	, AOR-P	, \$15.00 (Christal)		
WCSO-F, 97.9, 16 KW @ 889	, AC	, \$21.00 (Banner)	Atlantic-Morris	
WHOM-F, 94.9, 48 KW @ 3759	, Soft AC	, \$44.00 (Christal)	Barnstable	(MT. WASHINGTON)
WHYR-F, 95.9, 3 KW @ 298	, CHR	, \$14.00 (Roslin)		(SACO)
WKZS-F, 99.9, 50 KW @ 493	, AC	, \$21.00 (D & R)		(AUBURN)
WMGX-F, 93.1, 50 KW @ 443	, Classic AOR	, \$47.00 (Katz)	Saga	(SCARBOROUGH)
WPKM-F, 106.3, 3 KW @ 298	, Classical	, \$17.00 (CMBS)		
WPOR-F, 101.9, 50 KW @ 500	, Country	ABC, \$63.00 (Mc-Guild)		
WTHT-F, 107.5, 40 KW @ 1460	, Country	UNISTR, \$15.00 (Banner)	Beacon	(LEWISTON)
WXGL-F, 93.9, 28 KW @ 640	, AOR-P	, \$12.00 (Mc-Guild)	Fuller-Jeffrey	(LEWISTON)
WYNZ-F, 100.9, 4.5 KW @ 226	, Oldies	UNISTR, \$15.00 (Katz)	Saga	(WESTBROOK)
WZPK-F, 103.7, 23 KW @ 3874	, CHR	ABC, \$11.00 (Mc-Guild)		(BERLIN)

Miscellaneous: WCLZ A/F (Brunswick) sold to MEG for \$525,000 (Media Services) . . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 26/1,511,600  
 MSA Rank/Pop: 29/1,640,000  
 ADI # 26  
 Average Person Ratings: 15.4  
 Market TSL: 20.50 hours

Stations: 27/27  
 Diaries: 1990/760:1/57.8%  
 Sample Target: 2055  
 % Below Line: 0.0  
 % Not Listed: 11.9

1993 Revenue: \$57,500,000  
 HH Inc.: \$32,021  
 Retail #: 15.0 Bill  
 Pop per Station: 55,985  
 #1 Biller: KUPL-AF \$7,400,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KWJJ-AF (C)	185/ 7.9	8.6	6.7	8.8	6.4	8.0	209/3451	2953/19.5	17.2	17.5	D	KWJJ-AF
2. KUPL-F (C)	181/ 7.8	6.8	7.3	8.3	8.1	7.6	209/3127	2603/17.2	16.4	17.8	H	KUPL-F
3. KKRZ-F (CHR)	168/ 7.2	7.6	7.6	7.5	6.6	7.5	181/3473	3229/21.4	20.0	20.5	F	KKRZ-F
4. KXL (N/T)	164/ 7.0	7.9	8.5	7.2	8.2	7.7	181/2536	2256/14.9	17.9	17.4	G	KXL
KUFO-F (AOR)	164/ 7.0	6.0	6.2	9.0	6.9	7.1	188/3058	2620/17.3	14.5	16.6	F	KUFO-F
6. KGON-F (CL AOR)	143/ 6.1	4.6	5.4	5.2	4.8	5.3	158/2539	2228/14.7	15.0	14.0	D	KGON-F
7. KKCW-F (AC)	141/ 6.1	5.6	6.1	6.4	6.8	6.1	146/2314	2155/14.3	15.0	16.0	G	KKCW-F
8. KEX (FS)	137/ 5.9	6.2	7.7	4.4	5.6	6.1	148/2586	2390/15.8	19.0	18.8	G	KEX
KKSN-F (O)	137/ 5.9	5.7	4.1	5.2	4.3	5.2	103/1180	2255/14.9	13.1	13.8	F	KKSN-F
10. KINK-AF (AOR-P)	116/ 4.9	6.5	5.6	5.0	5.7	5.5	128/1975	1802/11.9	13.8	14.7	G	KINK-AF
11. KKSJ (ST)	103/ 4.4	3.7	2.3	2.9	3.2	3.3	103/1180	1127/ 7.5	7.3	7.1	C	KKSJ
12. KXYQ-F (CHR/AC)	77/ 3.3	3.9	4.6	2.9	4.1	3.7	99/2090	1736/11.5	13.2	12.4	C	KXYQ-F
13. KKJZ-F (J)	66/ 2.8	1.5	1.4	1.7	0.9	1.9	71/1150	1059/ 7.0	4.3	4.2		KKJZ-F
14. KXL -F (SAC)	63/ 2.7	2.7	2.6	3.5	3.2	2.9	66/1592	1518/10.0	8.9	9.0	D	KXL -F
15. KBBT (AOR-NR)	37/ 1.6	1.5	1.3	1.3	1.2	1.4	37/593	593/ 3.9	3.5	3.6		KBBT
16. KMUZ-F (E2)	35/ 1.5	1.1	1.5	0.9	0.9	1.3	35/394	369/ 2.4	3.4	2.6		KMUZ-F
17. KPQQ-F (REL)	31/ 1.3	1.2	1.8	1.0	1.2	1.3	37/659	576/ 3.8	4.7	4.7		KPQQ-F
18. KFXX (SPRTS)	29/ 1.2	1.1	1.4	1.1	1.1	1.2	32/531	483/ 3.2	4.1	3.8	B	KFXX
19.												
20.												

12+ FM SHARE (METRO): 72.87% (1496 of 2053) (SPG 93: 70.31%)

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

PORTLAND, OR  
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FORMATS -----	AM --	FM --	TOTAL -----	%	SPG 93 %	OTHER RATED STATIONS -----	METRO CUME TSA TSA		
							SHARE/RTG/AQH/CUME		
AC		141 ( 1)	141 ( 1)	6.9	9.9	KBMS (B) 1480 VANCOUVER, WA	0.5/1.0/	12/ 155	
AOR/CLASSIC	40 ( 2)	420 ( 3)	460 ( 5)	22.4	22.5	KDBX-F (REL) 107.5 BANKS	0.6/1.7/	16/ 267	
COUNTRY	33 ( 2)	345 ( 2)	378 ( 4)	18.4	18.6	KPDQ (REL) 800 PORTLAND	0.3/1.1/	7/ 172	
NEWS/TALK	193 ( 3)		193 ( 2)	9.4	11.4	KSLM (FS) 1390 SALEM	0.5/1.0/	13/ 181	
CHR	2 ( 1)	245 ( 2)	247 ( 3)	12.0	11.3	KUPL (C) 1330 PORTLAND	0.5/2.0/	16/ 372	
BLACK/URBAN	12 ( 1)		12 ( 1)	0.6	0.6	KWIP (SP) 880 DALLAS	0.8/1.5/	29/ 247	
SOFT AC/EZ		98 ( 2)	98 ( 2)	4.8	3.8	KXYQ (CHR/AC) 1010 MILWAUKEE	0.1/0.5/	2/ 77	
HISPANIC	19 ( 1)		19 ( 1)	0.9	---				
OLDIES		137 ( 1)	137 ( 1)	6.7	5.0				
FULL SVC/VARIETY	148 ( 2)		148 ( 2)	7.2	6.5				
STANDARDS	103 ( 1)		103 ( 1)	5.0	3.7				
RELIG/GOSPEL	7 ( 1)	44 ( 2)	51 ( 3)	2.5	5.3				
CLASSICAL									
JAZZ		66 ( 1)	66 ( 1)	3.2	---				
OTHERS/UNKNOWN									
TOTALS	557 (13)	1496 (14)	2053 (27)						

DUOPOLY REPORT -----	12+	25-54	REVENUE -----
KUPL A/F, KKJZ-F (Baycom)	11.1%	11.8%	14.1%
KKCW-F, KXYQ A/F (Trumper)	9.5%	12.0%	15.3%
	20.6%	23.8%	29.4%

RADIO STATIONS  
-----

AM STATIONS  
-----

KBBT, 970, 5 KW (DA-1)	, New AOR	, \$ 30.00 (Eastman)	Henry
KEX, 1190, 50 KW (DA-1)	, Full Service	ABC, \$ 136.00 (Katz)	Citicasters
KFXN, 1520, 50 KW/10 KW (DA-1)	, Sports	CNN, \$ 32.00 (CBS)	Apogee
KINK, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, Standards	UNISTR, NBC, \$ 37.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-FM		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-FM		
KXL, 750, 50 KW/20 KW (DA-1)	, News/Talk	CBS, \$ 98.00 (Mc-Guild)	Alexander

FM STATIONS  
-----

KDBX, 107.5, 4.1 KW @ 397, Religion	, \$ NA ( --- )	(BANKS)
KGON, 92.3, 100 KW @ 1266, Classic AOR	, \$ 81.00 (CBS)	Apogee
KINK, 101.9, 100 KW @ 1673, Prog. AOR	, \$ 147.00 (MHR)	Nogales
KKJZ, 106.7, 100 KW @ 879, Jazz	ABC, Source, \$ 54.00 ( --- )	BayCom (LAKE OSWEGO)
KKCW, 103.3, 95 KW @ 1653, AC	, \$ 148.00 (D&R)	Trumper
KKRZ, 100.3, 95 KW @ 1433, CHR	, \$ 85.00 (Katz)	Citicasters
KKSN, 97.1, 100 KW @ 1000, Oldies	UNISTR, \$ 90.00 (Christal)	Heritage
KMUZ, 94.7, 3.7 KW @ 850, EZ	, \$ 27.00 ( --- )	(CAMAS, WA)
KPDQ, 93.7, 100 KW @ 941, Religion	, \$ 23.00 ( --- )	Salem
KUFD, 101.1, 100 KW @ 1640, AOR	, \$ 94.00 (Eastman)	Henry
KUPL, 98.5, 100 KW @ 1105, Country	AP, \$ 165.00 (Banner)	BayCom
KWJJ, 99.5, 52 KW @ 1266, Country	UNISTR, ABC, \$ 70.00 (D&R)	Park
KXL, 95.5, 100 KW @ 991, Soft AC	, \$ 65.00 (Mc-Guild)	Alexander
KXYQ, 105.1, 100 KW @ 1840, CHR/AC	ABC, \$ 38.00 (Torbet)	Van Halen (SALEM)

Miscellaneous: KKBK-F changes to KKJZ-F and format to Jazz (Mar) . . . KZRC, KXYQ-F (Salem) sold by Van Halen Band to Trumper (D) for \$5,600,000 (Star). . . KZRC changes calls to KXYQ (March). . .

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 112/342,100  
 MSA Rank/Pop: 128/370,000  
 Boston ADI  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 36/11  
 Diaries: 865/399:1/59.3%  
 Sample Target: 790  
 % Below Line: 39.0  
 % Not Listed: 15.5

1993 Revenue: \$8,200,000  
 HM Inc.: \$43,270  
 Retail \$: 4.0 Bil  
 Pop per Station: 31,382  
 #1 Biller: WOKQ-F \$3,100,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WHEB-F (AOR)	75/13.1	7.7	8.6	10.4	7.9	----	82/866	797/23.1	20.0	18.4	C	WHEB-F
2. WOKQ-F (C)	71/12.4	14.3	12.9	13.9	13.1	----	94/1089	876/25.4	27.1	25.4	E	WOKQ-F
3. WERZ-F (CHR)	38/ 6.6	6.0	5.3	6.7	7.6	----	38/653	619/17.9	17.0	20.0	C	WERZ-F
4. WSSH-F (SAC)	22/ 3.8	3.7	4.5	3.5	4.8	----	23/349	329/ 9.5	10.0	13.9		WSSH-F
5. WBZ (N)	21/ 3.7	3.3	3.3	3.5	3.1	----	26/427	343/ 9.9	11.2	10.6		WBZ
6. WCQL-F (O)	18/ 3.1	3.3	2.2	3.7	2.7	----	19/380	329/ 9.5	9.1	8.0	A	WCQL-F
WGIR-F (AOR)	18/ 3.1	2.3	1.5	2.5	1.8	----	18/359	359/10.4	9.1	8.7		WGIR-F
8. WMYF (ST)	17/ 3.0	3.0	2.7	3.7	1.6	----	17/88	88/ 2.5	3.7	4.3	A	WMYF
9. WHOM-F (SAC)	15/ 2.6	3.2	2.5	3.4	2.4	----	33/585	283/ 8.2	7.5	6.7		WHOM-F
WZID-F (SAC)	15/ 2.6	3.7	2.7	2.7	3.1	----	15/291	281/ 8.1	8.9	7.7		WZID-F
WJMN-F (CHR)	15/ 2.6	1.4	1.8	1.2	1.6	----	15/299	293/ 8.5	7.4	10.0		WJMN-F
WTSN (N/T)	15/ 2.6	3.9	4.5	3.2	2.7	----	15/264	258/ 7.5	9.1	11.4	B	WTSN

13.  
14.  
15.

12+ FM SHARE (METRO): 83.50% (405 of 485) (SPG 93: 81.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F>>>	1 WHEB-F>>>	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 WBZ >
2 WOKQ-F	2 WERZ-F>>	2 WOKQ-F>	2 WOKQ-F>>	2 WOKQ-F>>>	2 WBZ	2 WHEB-F>>>	2 WOKQ-F>	2 WOKQ-F>	2 WBZ <	2 WTSN
WAAF-F	3 WOKQ-F	3 WERZ-F>	3 WERZ-F	3 WERZ-F	3 WSSH-F	3 WERZ-F	3 WERZ-F	3 WERZ-F	3 WERZ-F<	WHEB-F>
WXS-F	4 WGIR-F	4	4 WSSH-F	4 WSSH-F	4 WMYF	4 WBZ	4 WSSH-F	4 WGIR-F<	4 WJMN-F	4 WOKQ-F
5	5	5	5 WCQL-F	5 WCQL-F	5	5 WTSN	5	5 WCQL-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 WERZ-F	1 WHEB-F	1 WHEB-F	1 WERZ-F<	1 WOKQ-F	1 WHEB-F	1 WHEB-F>>>	1 WHEB-F	1 WHEB-F>>>	1 WHEB-F>
2 WHEB-F	2 WERZ-F>>	2 WOKQ-F	2 WHEB-F<	2 WERZ-F	2 WGIR-F	2	2 WBCN-F	2 WOKQ-F>>>	2 WOKQ-F>>>
3	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F>	3 WHEB-F	3 WOKQ-F	3	3	3	3
4	4 WLYT-F	4	4 WSSH-F	4 WSSH-F	4	4	4	4	4
5	5	5	5 WLYT-F	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		32 ( 5)	32 ( 5)	6.6	6.0	WCDQ-F (AOR) 92.1	SANFORD 1.0/3.3/ 7/ 183		
AOR/CLASSIC		145 (10)	145 (10)	29.9	24.0	WHEM-F (AC) 96.7	ROCHESTER 1.6/4.7/ 9/ 162		
COUNTRY		84 ( 5)	84 ( 5)	17.3	18.0	WXBB-F (C) 105.3	XITTERY, ME 0.7/3.7/ 4/ 151		
NEWS/TALK	63 ( 6)		63 ( 6)	13.0	10.0	WZEA-F (AC) 102.1	HAMPTON 0.9/3.1/ 5/ 121		
						WZNN (T) 930	ROCHESTER 0.5/2.7/ 3/ 108		
CHR		66 ( 4)	66 ( 4)	13.6	15.0				
BLACK/URBAN						WBLM-F (AOR) 102.9	PORTLAND, ME 1.2/6.2/ 17/ 381		
SOFT AC/EZ		52 ( 3)	52 ( 3)	10.7	11.4	WHOB-F (CHR) 106.3	NASHUA 0.3/2.4/ 2/ 83		
HISPANIC						WLYT-F (AC) 92.5	HAVERHILL, MA 1.7/7.4/ 10/ 275		
						WPOR-F (C) 101.9	PORTLAND, ME 0.5/0.9/ 23/ 260		
OLDIES		26 ( 2)	26 ( 2)	5.4	7.0	WZPK-F (CHR) 103.7	BERLIN 0.5/3.4/ 11/ 311		
FULL SVC/VARIETY					5.3				
STANDARDS	17 ( 1)		17 ( 1)	3.5	3.1				
RELIG/GOSPEL						SEE BOSTON FOR MORE ABOUT THE FOLLOWING STATIONS:			
CLASSICAL					1.1	WAAF-F 1.6/4.7	WCGY-F 1.4/5.7	WOODS-F 1.4/ 6.8	
JAZZ						WBCN-F 2.1/6.8	WCLB-F 0.7/2.1	WRKO 1.4/ 5.8	
OTHERS/UNKNOWN						WBCS-F 0.3/2.2	WEEI 1.0/3.4	WXS-F 1.9/11.3	
						WBX-F 0.9/3.2	WFHX-F 0.7/1.6	WZLX-F 0.7/ 5.2	
						WBOS-F 0.3/2.7	WHDH 1.7/4.5		
TOTALS	80 ( 7)	405 (29)	485 (36)						

PORTSMOUTH-DOVER-ROCHESTER, NH

DUOPOLY REPORT	12+	25-54	REVENUE
WMYF, WERZ-F, WZNN, WWEM-F (Precision)	11.7%	8.7%	27.4%
WOKQ-F, WXBB-F (Fuller-Jeffrey)	13.1%	14.2%	41.5%
WHEB-F, WCQL-AF (Knight)	16.2%	19.9%	25.5%
	41.0%	42.8%	94.4%

RADIO STATIONS

WMYF, 1540, 5 KW (DAYS), Standards							
WTSN, 1270, 5 KW (DA-2), News/Talk			TALKNT ABC, \$20.00	(Mc-Guild)	Precision	(EXETER)	
WCDO-F, 92.1, 1.2 KW @ 525, AOR			\$13.00	(---)		(SANFORD, ME)	
WCQL-F, 95.3, 6 KW @ 466, Oldies			\$18.00	(Katz)	Sunshine	(YORK, ME)	
WERZ-F, 107.1, 5 KW @ 351, CHR			\$40.00	(Mc-Guild)	Precision	(EXETER)	
WHEB-F, 100.3, 50 KW @ 459, AOR			\$42.00	(Banner)	Knight		
WOKQ-F, 97.5, 50 KW @ 493, Country			\$66.00	(Mc-Guild)	Fuller-Jeffrey		
WWEM-F, 96.7, 3 KW @ 298, AC			\$16.00	(MMR)	Precision		
WXBB-F, 105.3, 2 KW @ 371, Country			\$12.00	(Katz)	Fuller-Jeffrey	(KITTERY)	

Other ranked stations -- see Boston or Portland

Miscellaneous: WCQL A/F sold by Sunshine to Knight (D) for \$1,600,000. . .

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

* 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	

\*\*\*\*\* 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	



PROVIDENCE  
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Arbitron Rank/Pop (12+): 32/1,278,400  
MSA Rank/Pop: 60/922,000  
AD1 # 43  
Average Person Ratings: 18.6  
Market TSL: 24.50 hours

Stations: 41/22  
Diaries: 1810/706:1/53.7%  
Sample Target: 1760  
% Below Line: 17.1%  
% Not Listed: 9.4%

1993 Revenue: \$26,900,000  
HH Inc.: \$33,353  
Retail \$: 6.9 Bil  
Pop per Station: 58,109  
#1 Biller: WHJY-F \$4,100,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WHJY-F (ADR)	210/ 8.8	8.0	8.6	8.0	7.8	8.4	241/3166	2702/21.1	20.7	20.2	F	WHJY-F
2. WWLI-F (SAC)	201/ 8.5	7.2	7.6	8.0	7.5	7.8	209/2504	2317/18.1	17.2	15.8	E	WWLI-F
3. WPRO-F (CHR)	176/ 7.4	9.7	8.7	7.9	7.7	8.4	185/3230	2974/23.3	25.6	26.0	E	WPRO-F
4. WSNE-F (AC)	126/ 5.3	4.3	5.4	4.9	5.3	5.0	131/1860	1759/13.8	15.6	14.9	F	WSNE-F
5. WCTK-F (C)	122/ 5.1	3.9	4.0	3.3	5.0	4.1	134/1524	1284/10.0	9.7	9.6		WCTK-F
6. WWBB-F (O)	114/ 4.8	6.0	6.0	4.9	5.1	5.4	125/2112	1892/14.8	15.9	15.0	E	WWBB-F
7. WWKX-F (CHR)	112/ 4.7	4.1	4.6	3.5	3.5	4.2	113/1823	1765/13.8	13.7	11.8		WWKX-F
WWRX-F (CL AOR)	112/ 4.7	4.7	4.8	4.5	4.1	4.7	178/2943	2088/16.3	16.0	13.9		WWRX-F
9. WLKW (ST/EZ)	105/ 4.4	2.1	3.0	2.9	2.1	4.0	107/1029	1007/ 7.9	7.4	6.2		WLKW
10. WHJJ (N/T)	103/ 4.3	5.2	4.8	5.6	5.2	5.0	103/1331	1328/10.4	10.2	12.1	D	WHJJ
11. WPRO (T)	103/ 4.3	4.7	4.4	5.7	5.3	4.8	103/1836	1833/14.3	13.2	15.5	D	WPRO
12. WBRU-F (ADR-NR)	83/ 3.5	3.3	4.0	3.7	2.6	3.6	96/1657	1387/10.8	11.9	10.9		WBRU-F
13. WOTB-F (J)	29/ 1.6	1.2	1.2	0.9	0.8	1.2	39/529	495/ 3.9	3.6	3.0		WOTB-F
14.												
15.												

12+ FM SHARE (METRO): 76.95% (1656 of 2152) (SPG 93: 74.09%)

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

PROVIDENCE

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		180 ( 5)	180 ( 5)	8.4	7.1	WALE (T) 990	PROVIDENCE	0.3/1.7/	8/ 214
AOR/CLASSIC		513 ( 7)	513 ( 7)	23.8	21.3	WARV (REL) 1590	WARWICK	0.6/1.8/	16/ 236
COUNTRY	23 ( 1)	161 ( 3)	184 ( 4)	8.6	7.2	WBSM (T) 1420	NEW BEDFORD, MA	1.2/2.4/	29/ 340
NEWS/TALK	328 ( 9)		328 ( 9)	15.2	17.4	WFHN-F (CHR) 107.1	FAIRHAVEN, MA	1.3/4.1/	33/ 702
CHR		378 ( 5)	378 ( 5)	17.6	17.1	WHIM (C) 1110	E. PROVIDENCE	1.0/2.8/	23/ 361
BLACK/URBAN						WHTB (E) 1400	FALL RIVER, MA	0.3/0.7/	6/ 86
SOFT AC/EZ		210 ( 2)	210 ( 2)	9.8	8.3	WSAR (T) 1480	FALL RIVER	0.5/2.0/	12/ 251
HISPANIC						WNBH (FS) 1360	NEW BEDFORD	0.4/1.5/	12/ 217
						WNRI (FS) 1380	WOONSOCKET	0.4/1.2/	10/ 150
OLDIES		143 ( 2)	143 ( 2)	6.6	7.2	WCIB-F (AC) 101.9	FALMOUTH, MA	0.3/2.1/	18/ 526
FULL SVC/VARIETY	19 ( 2)		19 ( 2)	0.9	3.3	WFAN (SPRTS)660	NEW YORK	0.4/1.7/	24/ 436
STANDARDS	105 ( 1)		105 ( 1)	4.9	6.7	WQRC-F (E2) 99.9	BARNSTABLE	0.4/0.8/	71/ 728
RELIG/GOSPEL	15 ( 1)		15 ( 1)	0.7	0.7				
CLASSICAL		32 ( 1)	32 ( 1)	1.5	0.9	SEE BOSTON FOR MORE ABOUT THESE STATIONS:			
JAZZ		39 ( 1)	39 ( 1)	1.8	0.9	WAAF-F 1.3/4.5	WCLB-F 1.0/2.1	WPLM-F 0.8/4.0	
OTHERS/UNKNOWN	6 ( 1)		6 ( 1)	0.3	1.9	WBCN-F 1.2/4.3	WCRB-F 1.3/3.7	WRKO 0.5/1.8	
TOTALS	496 (15)	1656 (26)	2152 (41)			WBCS-F 0.7/2.2	WEEI 0.7/2.4	WKKS-F 0.9/4.7	
						WBMX-F 0.8/3.6	WJMN-F 1.6/7.9	WZLX-F 1.2/3.6	
						WBOS-F 0.8/3.4	WMJX-F 0.3/1.4		
						WBZ 1.5/5.0	WODS-F 1.2/3.9		

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WLKW, WWLI-F, WPRO A/F (Telemedia)	26.6%	21.3%	32.9%

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N), Country	CHN, \$ 20.00 ( --- )	Bear	
WHJJ, 920, 5 KW (DA-N), News/Talk	NBC, \$ 57.00 (Katz)	Griffin	
WLKW, 790, 5 KW (DA-2), EZ/Standards	, \$ 21.00 (Torbet)	Telemedia	
WPRO, 630, 5 KW (DA-N), Talk/News	ABC, \$ 51.00 (Mc-Guild)	Telemedia	
WBRU-F, 95.5, 20 KW @ 440, New AOR	Source, \$ 38.00 (MMR)		
WCTK-F, 98.1, 47 KW @ 508, Country	, \$ 43.00 (D & R)	Hall	(NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 30.00 (Christal)	H & D	(FAIRHAVEN)
WHJY-F, 94.1, 50 KW @ 440, AOR	Source, \$ 87.00 (Katz)	Griffin	
WOTB-F, 100.3, 6 KW @ 302, Jazz	AP, ABC, \$ 26.00 ( --- )		(MIDDLETOWN)
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 72.00 (Mc-Guild)	Telemedia	
WSNE-F, 93.3, 30 KW @ 620, AC	, \$ 83.00 (Eastman)	Liberty	(TAUNTON, MA)
WWBB-F, 101.5, 14 KW @ 951, Oldies	, \$ 73.00 (MMR)	Radio Equity	
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNISTR, \$ 32.00 (Christal)		(WOONSOCKET)
WWLI-F, 105.1, 50 KW @ 500, Soft AC	, \$ 79.00 (Torbet)	Telemedia	
WWRX-F, 103.7, 50 KW @ 500, Classic AOR	CNN, \$ 40.00 (D & R)		(WESTERLY)

Other Ranked Stations - See Boston or New Bedford

Miscellaneous: WSNE-F sold by Beck Ross to Liberty for \$ \_\_\_\_\_ (Americom) . . . WHJJ, WHJY-F sold by Merv Griffin to Liberty (D) . . .

PUEBLO

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Arbitron Rank/Pop (12+): 236/103,600

Stations: 18/9  
 Diaries: 586/177:1/55.3%  
 Sample Target: 610  
 % Below Line: 35.6  
 % Not Listed: 15.8

1993 Revenue: \$ NA  
 HH Inc.: \$25,189  
 Retail \$: 0.9 Bil  
 Pop per Station: 11,511  
 #1 Biller: KCCY-F

MSA Rank/Pop: NA  
 ADI # Colorado Springs  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KCCY-F (C)	36/20.3	----	23.2	----	18.8	----	52/611	317/30.6	0.0	39.2	KCCY-F
2. KKM-F (CHR)	18/10.2	----	11.6	----	10.6	----	83/1176	268/25.9	0.0	23.5	KKMG-F
3. KDZA-F (O)	14/ 7.9	----	5.5	----	5.9	----	19/299	199/19.2	0.0	16.3	KDZA-F
4. KGHF (ST)	10/ 5.6	----	4.4	----	6.5	----	12/136	122/11.8	0.0	12.0	KGHF
5. KRMX (SP)	10/ 5.6	----	4.4	----	5.9	----	13/105	81/ 7.8	0.0	7.0	KRMX
KKFM-F (CL AOR)	10/ 5.6	----	3.9	----	1.8	----	61/950	112/10.8	0.0	10.2	KKFM-F
7. KILO-F (AOR)	9/ 5.1	----	5.5	----	2.9	----	65/777	176/17.0	0.0	12.3	KILO-F
KCSJ (T)	9/ 5.1	----	5.5	----	7.6	----	14/183	145/14.0	0.0	17.7	KCSJ
9.											
10.											

12+ FM SHARE (METRO): 75.83% (113 of 149) (SPG 93: 76.47%)

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 KKM-F<	1 KCCY-F>>
2	2 KKM-F>	2 KKM-F<	2 KDZA-F	2 KDZA-F>	2 KGHF	2 KKM-F	2 KFEL	2 KKM-F<	2 KCCY-F>	2
3	3 KILO-F	3 KDZA-F	3 KKM-F	3 KKM-F	3 KDZA-F	3 KCSJ	3 KCSJ	3 KDZA-F	3 KILO-F	3
4	4 KKM-F	4 KKM-F	4 KKM-F	4 KKM-F	KRMX	4 KDZA-F	4 KKM-F	4 KILO-F	4 KCSJ	4
5	5	5	5	5	5	5 KGHF	5	5	KDZA-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 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F>	1 KCCY-F>>	1 KKM-F	1 KILO-F	1 KCCY-F	1 KCCY-F	1 KCCY-F>
KKMG-F	2 KKM-F>>	2 KKM-F	2 KKM-F>	2 KDZA-F	2 KKM-F	KKFM-F	KILO-F	2 KKM-F	2 KDZA-F
3	3	3 KDZA-F	3 KDZA-F	KRMX-F	KCCY-F	KKM-F	KKFM-F	3 KDZA-F>	KKFM-F>
4	4	4	KRMX-F	4	KILO-F	KCCY-F	4 KKM-F	4 KILO-F	4 KILO-F
5	5	5	5	5	5	5	5	KKMG-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		8 ( 2)	8 ( 2)	5.4	2.6	KFEL (REL) 970 PUEBLO	0.6/3.3/ 1/ 62
AOR/CLASSIC		19 ( 2)	19 ( 2)	12.8	11.1	KKPC (T) 1230 PUEBLO	0.6/3.0/ 1/ 31
COUNTRY		39 ( 3)	39 ( 3)	26.2	30.1	KNKN-F (C) 107.1 PUEBLO	1.1/1.6/ 2/ 20
NEWS/TALK	15 ( 3)		15 ( 3)	10.1	9.8	KYZX-F (AC) 104.5 PUEBLO	1.7/8.4/ 3/ 101
CHR		18 ( 1)	18 ( 1)	12.1	14.4	SEE COLORADO SPGS OR DENVER FOR MORE ABOUT THE FOLLOWING:	
BLACK/URBAN						KKCS-F 0.6/6.7	KRDO-F 3.4/8.8
SOFT AC/EZ		11 ( 2)	11 ( 2)	7.4	7.2	KKLI-F 2.8/9.9	KSPZ-F 2.3/7.6
HISPANIC	10 ( 1)		10 ( 1)	6.7	5.2	KOA 2.8/7.1	KVUU-F 2.8/13.1
OLDIES		18 ( 2)	18 ( 2)	12.1	10.5		
FULL SVC/VARIETY							
STANDARDS	10 ( 1)		10 ( 1)	6.7	1.3		
RELIG/GOSPEL	1 ( 1)		1 ( 1)	0.7	---		
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	36 ( 6)	113 ( 12)	149 ( 18)				

DUOPOLY REPORT	12+	25-54	REVENUE
KCCY-F, KGHF, KDZA-F (McCoy)	33.8%	34.1%	NA

PUEBLO  
-----

RADIO STATIONS  
-----

KCSJ	,	590,	1 KW (DA-2)	,	Talk	MBS CBS,	\$14.00 (Eastman)	
KGHF	,	1350,	5 KW/1 KW (DA-N)	,	Standards	MBS NBC,	\$13.00 (Eastman)	McCoy
KRMX	,	690,	250 W/24 W	,	Hispanic	,	\$13.00 ( --- )	
KCCY-F	,	96.9,	100 KW @ 318	,	Country	ABC,	\$26.00 (Mc-Guild)	McCoy
KDZA-F	,	107.9,	100 KW @ 239	,	Oldies	NBC,	\$16.00 (Eastman)	McCoy
KYZK-F	,	104.5,	50 KW @ 344	,	AC	,	\$10.00 ( --- )	

Other ranked stations -- See Colorado Springs

Miscellaneous: KNKN sold to Guardian for \$231,000. . .

RALEIGH  
-----

Arbitron Rank/Pop (12+): 53/786,000  
MSA Rank/Pop: 61/922,000  
ADI # 32  
Average Person Ratings: 15.2  
Market TSL: 20.00 hours

Stations: 28/23  
Diaries: 1741/451:1/58.1%  
Sample Target: 1575  
% Below Line: 4.4  
% Not Listed: 21.2

1993 Revenue: \$30,600,000  
HH Inc.: \$35,493  
Retail \$: 8.2 Bil  
Pop per Station: 34,173  
#1 Biller: WRDU-F \$4,750,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WOOK-F (B)	91/ 7.6	9.5	7.0	9.4	10.7	8.4	151/2048	1211/15.4	14.6	17.3	E	WOOK-F
2. WPTF (FS/T)	85/ 7.1	8.2	7.5	8.5	7.0	7.8	119/1594	1191/15.2	18.9	16.9	E	WPTF
3. WDCG-F (CHR)	84/ 7.1	8.2	6.5	6.5	6.9	7.1	150/2514	1550/19.7	20.5	21.6	D	WDCG-F
4. WRAL-F (AC)	82/ 6.9	7.6	7.3	7.9	8.9	7.4	187/2918	1682/21.4	19.2	23.7	F	WRAL-F
5. WQDR-F (C)	80/ 6.7	9.3	11.6	10.6	6.2	9.6	158/2580	1241/15.8	23.3	14.0	E	WQDR-F
6. WRDU-F (AOR)	72/ 6.0	4.8	5.4	6.9	8.0	5.8	126/1862	1156/14.7	15.3	17.8	F	WRDU-F
WTRG-F (O)	72/ 6.0	5.8	7.2	6.1	5.5	6.3	134/2084	1156/14.7	16.8	15.0	D	WTRG-F
8. WKIX-F (C)	61/ 5.1	2.5	2.8	3.1	2.4	3.4	89/1725	1041/13.2	11.5	10.5	A	WKIX-F
9. WZZU-F (CL AOR)	59/ 5.0	3.4	2.6	3.7	3.6	3.7	82/1735	1127/14.3	14.3	12.7	C	WZZU-F
10. WFXC-F (B)	51/ 4.3	3.1	3.4	5.7	4.7	4.1	104/1369	784/10.0	7.9	9.7	C	WFXC-F
11. WNND-F (J)	37/ 3.1	2.1	2.0	1.3	3.1	2.1	39/626	593/ 7.5	7.3	8.6	C	WNND-F
12. WKTC-F (C)	25/ 2.1	1.4	2.5	0.9	0.8	1.7	86/1182	434/ 5.5	6.3	4.4		WKTC-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.13% (761 of 938) (SPG 93: 80.31%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		82 ( 1)	82 ( 1)	8.7	11.1	WBZB (REL) 1090	SELMA 0.3/0.6/ 4/ 50
AOR/CLASSIC		139 ( 3)	139 ( 3)	14.8	15.0	WCLY (G) 1550	RALEIGH 0.9/2.3/ 11/ 179
COUNTRY	9 ( 2)	185 ( 4)	194 ( 6)	20.7	11.1	WDNC (ST) 620	DURHAM 0.8/3.9/ 12/ 373
NEWS/TALK						WDUR (B) 1490	DURHAM 0.4/0.9/ 5/ 69
						WLLE (G/B) 570	RALEIGH 1.3/3.6/ 18/ 290
CHR		84 ( 1)	84 ( 1)	9.0	8.6	WMPH (C) 1270	SMITHFIELD 0.4/1.0/ 5/ 78
BLACK/URBAN	5 ( 1)	162 ( 5)	167 ( 6)	17.8	25.5	WPJL (REL) 1240	RALEIGH 0.3/1.7/ 4/ 137
SOFT AC/EZ					3.0	WSRC (G) 1410	DURHAM 0.9/2.4/ 18/ 244
HISPANIC						WYLT (ST) 850	RALEIGH 1.5/4.2/ 22/ 386
						WYRN (C) 1480	LOUISBURG 0.3/0.8/ 4/ 118
OLDIES		72 ( 1)	72 ( 1)	7.7	6.8		
FULL SVC/VARIETY	85 ( 1)		85 ( 1)	9.1	8.8	WGTM (G) 590	WILSON 0.4/1.0/ 18/ 189
STANDARDS	27 ( 2)		27 ( 2)	2.9	3.2		
RELIG/GOSPEL	51 ( 6)		51 ( 6)	5.4	2.9	WJMH-F (B) 102.1	REIDSVILLE 1.3/5.5/ 41/ 883
						WKRR-F (AOR) 92.3	ASHEBORO 0.7/3.5/ 17/ 510
CLASSICAL		37 ( 1)	37 ( 1)	3.9	3.8	WPCM-F (C) 101.1	BURLINGTON 1.6/5.7/102/1326
JAZZ						WQMG-F (B) 97.1	GREENSBORO 0.4/3.0/ 29/ 527
OTHERS/UNKNOWN							
TOTALS	177 (12)	761 (16)	938 (28)				

RALEIGH  
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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WZZU-F, WDCG-F (Prism)	12.1%	12.7%	13.1%
WRDU-F, WTRG-F (HMW)	12.0%	16.1%	24.7%
	24.1%	28.8%	37.8%

RADIO STATIONS  
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WDNC, 620, 5 KW/1 KW (DA-2), Standards	NBC, CNN, \$ 19.00 (Torbet)	
WYLT, 850, 10 KW/5 KW (DA-2), EZ/Standards	UNISTR, MBS, \$ 15.00 (CBS)	Alchemy
WLLE, 570, 500 W/55 W, Gospel/Black	AURN, \$ 16.00 ( --- )	
WPTF, 680, 50 KW (DA-N), Full Service	ABC, CNN, \$ 79.00 (Mc-Guild)	Curtis
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 54.00 (Torbet)	Prism
WFXC-F, 107.1, 2.6 KW @ 505, Black	SMN, \$ 30.00 (Eastman)	Pinnacle
WKIX-F, 96.1, 100 KW @ 984, Country	UNISTR, \$ 40.00 (CBS)	Alchemy
WKTC-F, 96.9, 100 KW @ 607, Country	, \$ 25.00 (D & R)	Curtis (GOLDSBORO)
WNND-F, 103.9, 8 KW @ 577, Jazz	, \$ 28.00 (Banner)	(FUQUAY)
WDQR-F, 94.7, 99 KW @ 1128, Country	UNISTR, \$ 98.00 (Mc-Guild)	Curtis
WQOK-F, 97.5, 100 KW @ 981, Black	ABC, \$ 65.00 (D & R)	Ragan Henry (S. BOSTON)
WRAL-F, 101.5, 97 KW @ 1886, AC	, \$ 100.00 (Katz)	Capitol
WRDU-F, 106.1, 100 KW @ 1348, AOR	Source, \$ 103.00 (MMR)	HMW
WTRG-F, 100.7, 100 KW @ 1968, Oldies	ABC, CBS, \$ 72.00 (D & R)	HMW (ROCKY MOUNT)
WZZU-F, 93.9, 100 KW @ 1269, Classic AOR	ABC, \$ 37.00 (Christal)	Prism (BURLINGTON)

Miscellaneous: WCLY (1550) sold for \$240,000. . .

RENO  
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Arbitron Rank/Pop (12+): 141/261,400  
MSA Rank/Pop: 164/270,000  
ADI # 116  
Average Person Ratings: 16.9  
Market TSL: 22.50 hours

Stations: 19/19  
Diaries: 769/340:1/53.3%  
Sample Target: 690  
% Below Line: 0.0  
% Not Listed: 12.9

1993 Revenue: \$10,300,000  
HH Inc.: \$33,366  
Retail \$: 3.1 Bil  
Pop per Station: 13,758  
#1 Biller: KBUL-F \$1,700,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL		SPG		Revenue Level
		93	93	92	92			93	93	93	93			
1. KBUL-F (C)	56/12.7	10.8	10.3	12.4	8.3	----	81/851	569/21.8	22.8	23.2			C	KBUL-F
2. KKOH (N/T)	39/ 8.8	4.6	1.8	1.7	3.2	----	50/598	484/18.5	10.9	6.0				KKOH
3. KWNZ-F (CMR)	36/ 8.1	6.1	8.8	8.5	10.8	----	50/742	566/21.7	19.3	22.6			C	KWNZ-F
4. KOZZ-F (CL AOR)	36/ 8.1	6.7	9.4	9.6	8.9	----	62/721	459/17.6	18.8	20.2			C	KOZZ-F
5. KRNW-F (AOR-P)	29/ 6.6	3.7	4.8	3.9	4.6	----	35/271	239/ 9.1	7.6	6.5				KRNW-F
6. KRNO-F (AC)	24/ 5.4	6.1	9.4	9.1	6.0	----	38/442	349/13.4	14.2	20.6			C	KRNO-F
7. KRZQ-F (AOR-NR)	22/ 5.0	3.9	4.2	3.9	3.9	----	34/451	298/11.4	13.7	9.7			A	KRZQ-F
8. KNEV-F (SAC)	21/ 4.8	4.6	6.4	4.6	7.3	----	30/427	304/11.6	14.2	12.2			B	KNEV-F
9. KHIT-F (C)	19/ 4.3	5.6	3.7	3.0	2.8	----	45/537	265/10.1	10.5	9.4			B	KHIT-F
10. KODS-F (O)	16/ 3.6	5.6	5.7	5.2	6.7	----	33/513	351/13.4	15.7	13.9			C	KODS-F
11. KZAK-F (AOR)	15/ 3.4	4.1	3.3	4.8	6.2	----	19/321	234/ 9.0	10.4	8.4			A	KZAK-F
12. KSRN-F (ST/EZ)	15/ 3.4	5.4	---	---	---	----	15/166	162/ 6.2	8.2	---			A	KSRN-F
13. K1ZS-F (CL AOR/T)	13/ 2.9	2.4	1.3	1.3	1.1	----	15/238	172/ 6.6	6.0	5.0			A	K1ZS-F
14. KCBN (ST)	13/ 2.9	4.3	4.8	5.0	0.7	----	14/197	171/ 6.5	7.3	7.8			A	KCBN
15. KNDE-F (AC)	10/ 2.3	2.4	0.9	2.8	2.3	----	14/183	154/ 5.9	6.7	4.2			A	KNDE-F
16. KPLY (SPRST)	8/ 1.8	1.3	1.1	0.4	1.6	----	8/133	123/ 4.7	5.0	5.1				KPLY
17. KQLO (O)	8/ 1.8	1.5	1.3	1.1	1.1	----	8/118	80/ 3.1	4.4	5.2				KQLO

12+ FM SHARE (METRO): 81.04% (312 of 385) (SPG 93: 76.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KBUL-F	1 KBUL-F	1 KBUL-F	1 KBUL-F	1 KKOH <	1 KBUL-F>	1 KBUL-F	1 KBUL-F>	1 KWNZ-F<	1 KKOH >>>
2	2 KOZZ-F<	2 KOZZ-F	2 KOZZ-F<	2 KOZZ-F	2 KBUL-F>	2 KKOH <	2 KKOH	2 KWNZ-F	2 KRZQ-F	2
3	3 KWNZ-F	3 KRNW-F	3 KRNW-F>	KRNW-F>	3 KRNW-F<	3 KOZZ-F>	3 KOZZ-F	3 KRNW-F	KKOH	3
4	4 KRZQ-F	4 KWNZ-F	4 KNEV-F	4 KRNO-F	4 KRNO-F<	4 KWNZ-F	4 KRNW-F<	4 KRZQ-F	4 KBUL-F	4
5	5 KNEV-F	5 KRZQ-F	KRNO-F	5 KKOH	5 KOZZ-F	5 KRNO-F	5 KRNO-F	KOZZ-F	5 KRNW-F	5
6	KRNW-F	KNEV-F	6	KNEV-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 KWNZ-F	1 KBUL-F	1 KBUL-F	1 KBUL-F>	1 KBUL-F>	1 KWNZ-F	1 KOZZ-F>	1 KOZZ-F	1 KOZZ-F>	1 KOZZ-F<
2 KBUL-F	2 KNEV-F<	KNEV-F	2 KNEV-F<	2 KNEV-F	2 KOZZ-F	2 KRZQ-F<	2 KRZQ-F	2 KBUL-F	2 KRNW-F<
3 KRZQ-F	3 KWNZ-F>	3 KRNO-F	3 KWNZ-F	3 KRNO-F	3 KNDE-F	3 KBUL-F	3 KBUL-F	KRNW-F>	3 KBUL-F>
4	4 KRNO-F	4 KOZZ-F	4 KRNO-F	4 KWNZ-F	4	4 KWNZ-F	KRNW-F	4 KRZQ-F	4 KKOH
5	KRZQ-F	KRNW-F	5 KRNW-F	KRNW-F	5	5 KRNW-F	5 KZAK-F	5	KRZQ-F
6	6	KWNZ-F	6 KOZZ-F	6	6	6 KZAK-F	6	6	6

RENO  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		34 ( 2)	34 ( 2)	8.8	10.6	KPTL (ST) 1300			0.5/1.6/ 3/ 71
AOR/CLASSIC		115 ( 5)	115 ( 5)	29.9	24.4	KXEQ (SP) 1340	CARSON CITY		0.7/1.9/ 3/ 53
COUNTRY		75 ( 2)	75 ( 2)	19.5	19.2		RENO		
NEWS/TALK	47 ( 2)		47 ( 2)	12.2	14.8				
CHR		36 ( 1)	36 ( 1)	9.4	9.9				
BLACK/URBAN		21 ( 1)	21 ( 1)	5.5	7.2				
SOFT AC/EZ	5 ( 2)		5 ( 2)	1.3	---				
HISPANIC		16 ( 1)	16 ( 1)	6.2	6.4				
OLDIES	8 ( 1)		8 ( 1)	2.1	2.1				
FULL SVC/VARIETY	13 ( 1)	15 ( 1)	28 ( 2)	7.3	5.4				
STANDARDS									
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					2.0				
TOTALS	73 ( 6)	312 (13)	385 (19)						

DUOPOLY REPORT	12+	25-54	REVENUE
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KOZZ A/F, KHIT A/F (Lotus)	12.4%	14.3%	21.4%
KKOH, KBUL-F, KNEV-F (Citadel)	26.3%	25.0%	25.2%
KPLY, KZAK-F, XNDE-F (Local)	7.5%	7.3%	5.4%
	46.2%	46.6%	52.1%

RADIO STATIONS  
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KCBN , 1230, 1 KW	, Standards	UNISTR, \$13.00 (Torbet)	
KPLY , 1270, 5 KW (DA-1)	, Sports	NBC MBS, \$10.00 (Eastman)	KZAK owner (D) (SPARKS)
KOLO , 920, 5 KW/1 KW (DA-N)	, Oldies	SMN, \$11.00 (D & R)	Pacific Telecom
KKOH , 780, 50 KW (DA-1)	, News/Talk	TALKNT CBS, \$33.00 (Christal)	Citadel
KBUL-F, 98.1, 76 KW @ 2273	, Country	, \$42.00 (Christal)	Citadel (CARSON CITY)
KHIT-F, 104.5, 25 KW @ 2929	, Country	, \$18.00 (D & R)	Lotus
KIZS-F, 94.7, 88 KW @ 2073	, Classic AOR/Talk	UNISTR, \$14.00 (Mc-Guild)	Crown (CARSON CITY)
XNDE-F, 100.9, 6 KW @ 203	, AC	, \$17.00 (Eastman)	KZAK owner (D) (SPARKS)
KNEV-F, 95.5, 60 KW @ 2270	, Soft AC	ABC, \$20.00 (Christal)	Citadel
KOOS-F, 103.7, 6.3 KW @ 2985	, Oldies	, \$28.00 ( --- )	Americom (CARNELIAN)
KOZZ-F, 105.7, 75 KW @ 2178	, Classic AOR	Source, \$39.00 (D & R)	Lotus
KRNV-F, 101.7, 1.3 KW @ 426	, AOR-P	, \$16.00 (Katz)	
KRNO-F, 106.9, 37 KW @ 2988	, AC	, \$33.00 (Torbet)	Roth
KRZO-F, 96.5, 4 KW @ 2965	, AOR-NR	, \$16.00 (MMR)	(TANOE CITY)
KSRN-F, 92.1, 4.1 KW @ 390	, Standards/EZ	, \$18.00 ( --- )	(SPARKS)
KWNZ-F, 97.3, 87 KW @ 2112	, CHR	, \$30.00 (D & R)	Pacific Telecom (CARSON CITY)
KZAK-F, 100.1, 1.7 KW @ 2955	, AOR	, \$15.00 (Eastman)	(INCLINE VILLAGE)

Miscellaneous: Citadel purchased the assets of KOH (630) and moved it to 780 which was formerly KROW. . . KTHX-F changes to KRNV-F (June). . .



RICHMOND

Arbitron Rank/Pop (12+): 56/752,800  
 MSA Rank/Pop: 63/904,000  
 ADI # 60  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 22/21  
 Diaries: 1676/449:1/55.8%  
 Sample Target: 1510  
 % Below Line: 0.5  
 % Not Listed: 8.9

1993 Revenue: \$31,400,000  
 HH Inc.: \$35,164  
 Retail \$: 8.4 Bil  
 Pop per Station: 35,848  
 #1 Biller: WKHK-F \$5,500,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WRVA (FS)	148/12.0	11.2	12.1	13.0	10.4	12.1	157/1987	1832/24.3	24.1	21.4	F	WRVA
2. WKHK-F (C)	140/11.4	11.0	9.8	9.1	10.8	10.3	150/1896	1675/22.3	20.2	20.7	G	WKHK-F
3. WCDX-F (B)	128/10.4	11.3	13.0	11.0	10.9	11.4	130/1371	1294/17.2	19.0	20.1	E	WCDX-F
4. WPLZ-F (B)	101/ 8.2	8.1	7.7	7.4	7.8	7.9	111/1418	1272/16.9	16.2	16.8	C	WPLZ-F
5. WTVR-F (SAC)	84/ 6.8	7.0	6.1	5.3	6.9	6.3	95/1371	1247/16.6	14.4	14.9	C	WTVR-F
6. WRVQ-F (CHR)	77/ 6.3	7.0	7.5	6.1	8.3	6.7	90/1902	1604/21.3	22.6	22.3	E	WRVQ-F
7. WRXL-F (ADR)	76/ 6.2	6.6	6.4	7.2	7.1	6.6	84/1340	1227/16.3	16.4	15.6	E	WRXL-F
8. WMXB-F (AC)	75/ 6.1	6.4	5.8	8.2	7.5	6.6	82/1399	1231/16.4	18.6	19.0	F	WMXB-F
9. WVGO-F (AOR-P)	55/ 4.5	4.1	4.8	5.1	4.1	4.6	58/888	800/10.6	12.7	11.4	D	WVGO-F
10. WDCK-F (O)	40/ 3.2	3.8	3.0	4.6	4.2	3.7	58/1046	849/11.3	11.6	16.1	D	WDCK-F
11. WTVR (ST)	27/ 2.2	2.0	2.2	2.3	1.6	2.2	27/403	397/ 5.3	3.9	3.4	A	WTVR
12. WK1K-F (C)	26/ 2.1	2.1	2.4	2.5	1.9	2.3	47/817	549/ 7.3	7.4	5.1	B	WK1K-F
WSDJ-F (B)	26/ 2.1	0.4	0.9	0.5	0.3	1.0	28/414	366/ 4.9	2.4	1.7		WSDJ-F
14. WGCV (G/B)	23/ 1.9	0.5	1.0	1.6	1.0	1.3	24/187	184/ 2.4	1.4	1.6		WGCV
15.												

12+ FM SHARE (METRO): 75.29% (844 of 1121) (SPG 93: 79.71%)

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

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	-	-	-----	SHARE/RTG/AQH/CUME		
AC		75 ( 1)	75 ( 1)	6.7	8.7		WDYL-F (REL) 92.1	CHESTER	0.8/3.7/	10/ 306
AOR/CLASSIC		137 ( 3)	137 ( 3)	12.2	14.3		WFTH (G) 1590	RICHMOND	1.2/2.6/	15/ 197
COUNTRY	18 ( 1)	166 ( 2)	184 ( 3)	16.4	15.5		WLEE (T) 1320	RICHMOND	1.0/2.5/	12/ 190
NEWS/TALK	24 ( 2)		24 ( 2)	2.1	1.8		WREJ (REL) 1540	RICHMOND	1.5/3.1/	18/ 234
CHR		77 ( 1)	77 ( 1)	6.9	9.3		WRVH (SPRTS) 910	RICHMOND	1.0/3.9/	12/ 310
BLACK/URBAN		255 ( 3)	255 ( 3)	22.7	20.9		WSTK (ST) 1290	COLONIAL HEIGHTS	0.3/1.2/	4/ 90
SOFT AC/EZ		84 ( 1)	84 ( 1)	7.5	7.8		WXGI (C) 950	RICHMOND	1.5/3.1/	18/ 240
HISPANIC							WAFX-F (CL ADR) 106.9	SUFFOLK	0.5/2.7/	7/ 250
OLDIES		40 ( 1)	40 ( 1)	3.6	4.7					
FULL SVC/VARIETY	148 ( 1)		148 ( 1)	13.2	11.7					
STANDARDS	31 ( 2)		31 ( 2)	2.8	1.8					
RELIG/GOSPEL	56 ( 3)	10 ( 1)	66 ( 4)	5.9	3.5					
CLASSICAL										
JAZZ										
OTHERS/UNKNOWN										
TOTALS	277 ( 9)	844 ( 13)	1121 ( 22)							

RICHMOND  
-----

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WRVA, WRVQ-F, WRVH, WRXL-F (Clear Channel)	25.5%	19.6%	33.4%
WKIK-F, WKHK-F (ABS)	13.4%	14.7%	20.1%
WVGO-F, WDCX-F (Benchmark)	7.7%	11.3%	13.4%
WGCV, WCDX-F, WPLZ-F (Sinclair)	20.5%	20.0%	16.6%
	-----	-----	-----
	67.1%	65.6%	83.5%

RADIO STATIONS  
-----

WFTH, 1590, 5 KW (DAYS)	, Gospel	AURN, \$ 15.00 ( --- )	
WGCV, 1240, 1 KW	, Gospel/Black	UNISTR, \$ 15.00 (Mc-Guild)	Sinclair
WLEE, 1320, 5 KW (DAYS)	, Talk/News	NBC, ABC, \$ 17.00 ( --- )	
WREJ, 1540, 10 KW (DAYS, DA)	, Religion	, \$ 16.00 ( --- )	
WRVA, 1140, 50 KW (DA-1)	, Full Service	CBS, \$ 89.00 (Mc-Guild)	Clear Channel
WRVH, 910, 5 KW/1.5 KW(DA-N)	, Sports	MBS, CBS, \$ 21.00 (Katz)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, Standards	ABC, \$ 20.00 (Katz)	Park
WXGI, 950, 5 KW/50 W	, Country	NBC, \$ 16.00 ( --- )	
WCDX-F, 92.7, 2.4 KW @ 367	, Black	, \$ 68.00 (MMR)	Sinclair (MECHANICSVILLE)
WDCX-F, 96.5, 50 KW @ 558	, Oldies	UNISTR, \$ 50.00 (Christal)	Benchmark (WILLIAMSBURG)
WDYL-F, 92.1, 3 KW @ 298	, Religion	CNN, \$ 24.00 ( --- )	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449	, Country	UNISTR, \$ 135.00 (Banner)	ABS (COLONIAL HTS)
WKIK-F, 104.7, 100 KW @ 980	, Country	, \$ 40.00 (Banner)	ABS (CREWE)
WMBX-F, 103.7, 20 KW @ 840	, AC	AP, \$ 100.00 (Eastman)	Liberty
WPLZ-F, 99.3, 3 KW @ 328	, Black	ABC, UNISTR, \$ 40.00 (MMR)	Sinclair
WRVQ-F, 94.5, 200 KW @ 351	, CHR	ABC, \$ 70.00 (Mc-Guild)	Clear Channel
WRXL-F, 102.1, 20 KW @ 790	, AOR	, \$ 67.00 (Katz)	Clear Channel
WSOJ-F, 100.3, 4.7 KW @ 371	, Black	, \$ 17.00 ( --- )	(PETERSBURG)
WTVR-F, 98.1, 50 KW @ 807	, EZ/Soft AC	ABC, \$ 47.00 (Katz)	Park
WVGO-F, 106.5, 8 KW @ 1233	, Prog. AOR	, \$ 55.00 (Christal)	Benchmark

Miscellaneous: WSVV-F changed to WSOJ-F (April) . . .

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 27/1,348,400  
 MSA Rank/Pop: 10/2,990,000  
 Los Angeles ADI  
 Average Person Ratings: 16.8  
 Market TSL: 22.50 hours

Stations: 46/14  
 Diaries: 1679/792:1/51.8%  
 Sample Target: 1635  
 % Below Line: 53.4  
 % Not Listed: 11.2

1993 Revenue: \$19,600,000  
 HH Inc.: \$35,202  
 Retail \$: 19.6 Bil  
 Pop per Station: 94,979  
 #1 Biller: KFRG-F \$7,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KFRG-F (C)	165/ 7.4	6.5	8.3	8.1	9.1	7.6	231/2992	2204/16.6	17.4	21.4	H	KFRG-F
2. KFI (T)	159/ 7.1	7.0	7.4	7.6	8.2	7.3	242/2873	2025/15.2	15.8	16.1		KFI
3. KGGI-F (CHR)	143/ 6.4	6.4	6.8	6.6	7.9	6.6	207/3664	2524/19.0	20.1	20.6	F	KGGI-F
4. KOLA-F (O)	97/ 4.3	5.2	3.5	4.1	3.7	4.3	128/2371	1759/13.2	11.8	11.4	B	KOLA-F
5. KIIS-F (CHR)	88/ 3.9	3.8	4.5	4.4	3.4	4.2	122/2342	1540/11.6	13.9	13.5		KIIS-F
6. KROQ-F (ADR-NR)	85/ 3.8	3.4	3.6	2.3	2.5	3.3	130/1811	1235/ 9.3	8.6	7.5		KROQ-F
KCBS-F (O)	85/ 3.8	5.1	3.4	1.8	1.5	3.5	137/1958	1125/ 8.5	9.9	5.3		KCBS-F
8. KLOS-F (ADR)	79/ 3.5	4.0	4.2	4.6	3.7	4.1	152/2447	1526/11.5	12.2	12.8		KLOS-F
9. KHTX-F (O)	74/ 3.3	2.7	4.1	4.2	3.2	3.6	115/1943	1375/10.3	8.6	9.4	C	KHTX-F
10. KOST-F (AC)	73/ 3.3	4.1	3.6	4.1	5.4	3.8	130/2518	1555/11.7	11.7	15.5		KOST-F
11. KCAL-F (ADR)	72/ 3.2	3.8	4.4	4.5	3.8	4.0	95/1647	1085/ 8.2	11.0	10.2	E	KCAL-F
12. KBIG-F (AC)	60/ 2.7	2.4	1.6	2.1	2.1	2.2	86/1548	1098/ 8.3	6.0	7.4		KBIG-F
13. KWRP-F (EZ/SAC)	58/ 2.6	2.2	2.9	3.0	2.8	2.7	59/444	424/ 3.2	4.4	3.7	B	KWRP-F
14. KRTH-F (O)	56/ 2.5	3.0	2.8	2.6	2.0	2.7	83/1867	1253/ 9.4	10.0	9.6		KRTH-F
15. KCAL (SP)	51/ 2.3	1.7	1.3	1.4	1.8	1.7	51/646	646/ 4.9	2.5	4.6		KCAL
16. KDIF (SP)	44/ 2.0	1.4	0.9	1.0	1.9	1.3	44/729	729/ 5.5	2.3	5.6		KDIF
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.94% (1525 of 1982) (SPG 93: 79.62%)

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 KFI	1 KFI	1 KFI	1 KFRG-F	1 KGGI-F>	1 KFI >
2	2 KFRG-F	2 KGGI-F	2 KFI <	2 KFI	2 KFRG-F>	2 KLOS-F	2 KFRG-F>	2 KGGI-F<	2 KROQ-F	2 KGGI-F
3	3 KLOS-F	3 KCBS-F	3 KCBS-F	3 KCBS-F	3 KOLA-F	3 KFRG-F	3 KOLA-F	3 KFI >	3 KFRG-F	3 KFRG-F
4	KROQ-F<	4 KFI <	4 KOLA-F	4 KOLA-F	4 KWRP-F	4 KGGI-F	4 KGGI-F	4 KOST-F	4 KKBT-F	4 KROQ-F
5	5 KIIS-F	5 KLOS-F	KGGI-F	KGGI-F	5	5 KIIS-F	5 KCBS-F	5 KCBS-F<	5	5 KKBT-F
6	6	6 KIIS-F	6 KLOS-F	6	6	6 KOLA-F	6	6 KOLA-F	6	6 KNX
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 KGGI-F	1 KGGI-F>	1 KGGI-F	1 KGGI-F<	1 KFRG-F	1 KROQ-F	1 KLOS-F	1 KCBS-F	1 KFRG-F	1 KFRG-F
2 KROQ-F	2 KFRG-F	2 KFRG-F	2 KFRG-F	2 KGGI-F<	2 KIIS-F	2 KROQ-F	2 KCAL-F	2 KFI <	2 KFI
3 KIIS-F	3 KIIS-F	3 KBIG-F	3 KOST-F<	3 KOST-F<	3 KLOS-F	KCAL-F<	KLOS-F	3 KLOS-F<	3 KCBS-F
4	4 KBIG-F<	4 KHTX-F	4 KHTX-F<	4 KHTX-F	KGGI-F	4 KCBS-F	4 KFRG-F	4 KCBS-F	4 KLOS-F
5	5 KHTX-F	5	5 KIIS-F	5 KOLA-F	5	5 KGGI-F	5 KFI	5 KCAL-F	5 KCAL-F
6	6	6	6 KOLA-F	6	6	6 KFRG-F	6	6	6
7	7	7	7	7	7	KIIS-F	7	7	7

RIVERSIDE-SAN BERNARDINO

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		158 ( 4)	158 ( 4)	8.0	9.3	KAEV-F (B) 103.9	LAKE ARROWHEAD	0.8/2.8/	19/ 419
ADR/CLASSIC		266 ( 4)	266 ( 4)	13.4	13.2	KATY-F (AC) 101.3	IDYLLWILD	0.4/1.0/	10/ 163
COUNTRY		208 ( 3)	208 ( 3)	10.5	13.5	KCKC (T) 1350	SAN BERNARDINO	0.6/2.0/	13/ 264
NEWS/TALK	264 ( 7)		264 ( 7)	13.3	14.9	KOOJ-F (C) 92.7	RIVERSIDE	0.8/3.2/	18/ 494
CHR		276 ( 3)	276 ( 3)	13.9	14.4	KWRM (SP) 1370	CORONA	0.4/1.2/	9/ 177
BLACK/URBAN		61 ( 2)	61 ( 2)	3.1	3.4	KKRS-F (?) 105.7	HEMET	0.9/1.7/	19/ 220
SOFT AC/EZ		88 ( 3)	88 ( 3)	4.4	4.9	KNSE (SP) 1510	ONTARIO	0.3/1.5/	11/ 291
HISPANIC	124 ( 5)	65 ( 2)	189 ( 7)	9.5	8.6	KWVE-F (REL) 107.9	SAN CLEMENTE	0.5/1.9/	16/ 325
OLDIES	8 ( 1)	312 ( 4)	320 ( 5)	16.1	11.7	SEE LOS ANGELES FOR MORE INFORMATION ABOUT THE FOLLOWING:			
FULL SVC/VARIETY				0.0	2.7	KABC 1.0/3.9	KKLA-F 0.3/1.3	KMPC	0.4/1.9
STANDARDS	61 ( 3)		61 ( 3)	3.1	0.4	KFWB 0.5/2.7	KLAC 0.7/1.9	KNX	1.7/6.8
RELIG/GOSPEL		19 ( 2)	19 ( 2)	1.0	1.1	KOJY 1.6/2.4	KLAX-F 0.9/3.2	KPWR-F	2.0/8.5
CLASSICAL		25 ( 1)	25 ( 1)	1.3	1.1	KJQY 0.5/1.0	KLIT-F 0.6/2.4	KRLA	0.4/1.1
JAZZ		28 ( 1)	28 ( 1)	1.4	1.6	KKBT-F 1.9/6.6	KLSX-F 1.3/4.9	KTND	0.6/1.9
OTHERS/UNKNOWN		19 ( 1)	19 ( 1)	1.0	0.5	KKGO-F 1.1/3.4	KLVE-F 2.0/4.2	KTWV-F	1.3/4.2
TOTALS	457 (16)	1525 (30)	1982 (46)			XTRA 0.5/1.9	KXEZ-F 0.7/2.5	KYSR-F	0.7/2.2
								KZLA-F	1.2/3.3

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KODJ-F, KFRG-F (Amaturo)	8.2%	9.4%	38.3%
KCAL-F, KOLA-F (Anaheim)	7.5%	9.1%	20.9%
	15.7%	18.5%	59.2%

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), Hispanic	, \$ 33.00 (Lotus)	Nogales
KDIF, 1440, 1 KW, Hispanic	, \$ 23.00 (Katz Hisp.)	
KHTX, 590, 1 KW (DA-2), Standards	UNISTR, \$ 25.00 (Eastman)	Henry
KAEV-F, 103.9, 0.2 KW @ 1752, Urban	, \$ 27.00 (D&R)	All Pro
KCAL-F, 96.7, 1.8 KW @ 377, ADR	, \$ 77.00 (Torbet)	Anaheim
KFRG-F, 95.1, 50 KW @ 321, Country	, \$ 160.00 (MMR)	Amaturo
KGGI-F, 99.1, 2.6 KW @ 1843, CHR	ABC, \$ 95.00 (Mc-Guild)	Chancellor
KHTX-F, 97.5, 72 KW @ 1571, Oldies	, \$ 51.00 (Eastman)	Henry
KOLA-F, 99.9, 31 KW @ 1630, Oldies	ABC, \$ 44.00 (Torbet)	Anaheim
KOOJ-F, 92.7, 3 KW @ 298, Country	ABC, \$ 31.00 (MMR)	Amaturo
KWRP-F, 96.1, 60 <u>u</u> @ 1502, EZ/Soft AC	USA, \$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

Miscellaneous: KRSD changed to KHTX (Feb) . . . KMEN, KGGI-F sold by American Media to Chancellor for \$32,200,000 (Star) . . . KHYE-F changed to KKRS-F (April) . . . KMEN changed to Oldies/Sports (June) . . . KMEN, KGGI-F sold by American Media to Chancellor for \$21,300,000 (E) . . . KOLA-F resold to Anaheim (D) for \$5,000,000 . . . KHTX A/F sold by Buckley to Embarcadero (D) for \$10,000,000 (Stanfield) . . .

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 99/371,500

Stations: 21/19  
Diaries: 879/423:1/58.0%  
Sample Target: 850  
% Below Line: 2.7  
% Not Listed: 16.8

1993 Revenue: \$13,100,000  
HH Inc.: \$29,600  
Retail \$: 4.0 Bil  
Pop Per Station: 19,553  
#1 Biller: WYYD-F \$3,100,000

MSA Rank/Pop: 181 - Roanoke  
194 - Lynchburg 425,000  
ADI # 67

Average Person Ratings: 16.1  
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WYYD-F (C)	112/18.8	18.0	18.9	16.2	18.8	----	162/1597	1041/28.0	30.6	27.9	E	WYYD-F
2. WXLK-F (CHR)	58/ 9.7	11.1	10.3	9.3	14.0	----	120/2163	1074/28.9	26.9	27.0	O	WXLK-F
3. WROV-F (AOR)	51/ 8.5	9.4	12.0	10.0	8.6	----	105/1454	578/15.6	15.4	19.3	D	WROV-F
4. WPVR-F (SAC)	41/ 6.9	7.8	10.1	9.5	8.3	----	71/1082	569/15.3	18.1	18.4	C	WPVR-F
5. WFIR (T/N)	39/ 6.5	4.2	6.0	5.1	4.6	----	40/547	470/12.7	10.9	11.8	B	WFIR
6. WJXX-FF (B)	37/ 6.2	3.9	1.5	4.2	5.3	----	43/479	383/10.3	5.9	5.1	A	WJXX-FF
7. WJLM-F (C)	35/ 5.9	6.1	3.5	6.3	6.0	----	44/595	470/12.7	12.1	9.4	A	WJLM-F
WSLQ-F (AC)	35/ 5.9	8.0	6.5	8.3	4.7	----	78/1349	578/15.6	16.4	18.5	C	WSLQ-F
9. WSLC (C/FS)	25/ 4.2	3.1	2.7	4.1	3.9	----	29/397	322/ 8.7	6.8	5.6	A	WSLC
10. WROJ-FF (O)	22/ 3.6	4.2	6.0	3.6	0.8	----	25/495	371/10.0	6.1	7.7		WROJ-FF
11. WLVA (T)	8/ 1.3	2.3	0.5	1.4	---	----	8/173	170/ 4.6	4.1	2.0	A	WLVA
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 82.70% (411 of 497) (SPG 93: 85.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WXLK-F>	1 WXLK-F<	1 WYYD-F	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F>	1 WYYD-F	1 WXLK-F
2 WJXX-FF	2 WROV-F	2 WROV-F<	2 WROV-F	2 WROV-F	2 WPVR-F	2 WXLK-F	2 WFIR-F<	2 WXLK-F	2 WXLK-F	2 WYYD-F
3 WYYD-F	3 WYYD-F>	3 WXLK-F>	3 WSLQ-F	3 WSLQ-F<	3 WSLC	3 WROV-F	3 WXLK-F	3 WROV-F	3 WJXX-FF	3 WFIR-F
4 WJMH-F	4 WJLM-F>	4 WSLQ-F	4 WXLK-F	4 WPVR-F	4 WSLQ-F	4 WJXX-FF	4 WROV-F<	4 WJLM-F	4 WROV-F	4 WPVR-F
5	5 WJXX-FF	5 WJXX-FF	WPVR-F	5 WXLK-F	5	WSLQ-F	5 WPVR-F	5 WSLQ-F	5 WPVR-F	5
6	6	WJLM-F	6 WJXX-FF	6 WJXX-FF	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 WXLK-F	1 WXLK-F>	1 WYYD-F	1 WYYD-F	1 WYYD-F>>	1 WJLM-F	1 WROV-F<	1 WYYD-F	1 WROV-F<	1 WYYD-F>
2 WROV-F	2 WYYD-F<	2 WROV-F	2 WXLK-F>	2 WPVR-F<	WXLK-F	2 WYYD-F>	2 WROV-F	2 WYYD-F>	2 WROV-F>
3 WSLQ-F	3 WROV-F>	3 WJXX-FF	3 WJXX-FF	3 WXLK-F	3 WROV-F	3 WJLM-F<	3 WRDJ-FF	3 WROJ-FF	3 WROJ-FF
4	4 WJXX-FF	WJLM-F	WSLQ-F	WJXX-FF	4	4 WXLK-F	4	4 WXLK-F	4 WSLQ-F
5	5 WJLM-F	WXLK-F	5 WROV-F	WSLQ-F	5	5	5	5 WJLM-F	5 WPVR-F
	WSLQ-F	WPVR-F							

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME	TSA TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME	-----
AC		35 ( 1)	35 ( 1)	7.0	8.0		WGOL-F (O) 97.9 LYNCHBURG	0.3/2.9/ 3/ 140	
AOR/CLASSIC		51 ( 1)	51 ( 1)	10.3	14.4		WKDE-F (C) 105.5 ALTAVISTA	0.3/2.4/ 2/ 110	
COUNTRY	25 ( 1)	149 ( 3)	174 ( 4)	35.0	30.2		WRIS (REL) 1410 ROANOKE	0.3/1.9/ 3/ 86	
NEWS/TALK	47 ( 2)		47 ( 2)	9.5	0.6		WROV (O) 1240 ROANOKE	0.8/4.6/ 5/ 181	
CHR		58 ( 1)	58 ( 1)	11.7	13.0		WTOY (B) 1480 SALEM	0.8/2.8/ 7/ 133	
BLACK/URBAN	5 ( 1)	53 ( 4)	58 ( 5)	11.7	12.0		WWWR (REL) 910 ROANOKE	0.3/1.3/ 2/ 48	
SOFT AC/EZ		41 ( 1)	41 ( 1)	8.2	12.2		WJMH-F (B) 102.1 REIDSVILLE	1.3/4.7/ 32/ 553	
HISPANIC							WQOK-F (B) 97.5 S. BOSTON	1.3/1.5/ 38/ 431	
OLDIES	5 ( 1)	24 ( 3)	29 ( 4)	5.8	2.8				
FULL SVC/VARIETY					8.2				
STANDARDS									
RELIG/GOSPEL	4 ( 2)		4 ( 2)	0.8	---				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	86 ( 7)	411 (14)	497 (21)						

ROANOKE-LYNCHBURG

DUOPOLY REPORT	12+	25-54	REVENUE
WXLK-F, WLYK-F (Coleman)	9.7%	7.0%	15.3%
WXYU, WJXX-F, WLDJ-F (Bruce Houston)	6.2%	6.9%	NA
	15.9%	13.9%	NA

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), Talk/News	CBS, \$ 19.00 (Torbet)	Gibbons	(LYNCHBURG)
WLVA, 590, 1 KW, Talk	SMN, \$ 10.00 (Roslin)		
WSLC, 610, 5 KW/1 KW (DA-2), Country/FS	NBC, \$ 15.00 (Katz)	Mel Wheeler	
WGOL-F, 98.3, 0.6 KW @ 1925, Oldies	UNISTR, \$ 16.00 (Torbet)		(LYNCHBURG)
WJXX-F, 101.7, 3.4 KW @ 289, Black	UNISTR, ABC, \$ 13.00 (K & P)	Houston	(LYNCHBURG)
WJLM-F, 93.5, 6 KW @ 98, Country	MBS, UNISTR, \$ 22.00 (Torbet)		(SALEM)
WLDJ-F, 102.7, 22 KW @ 745, Oldies	, \$ 14.00 ( --- )	Houston	(LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1981, Soft AC	, \$ 31.00 (Torbet)	Gibbons	
WROV-F, 96.3, 14 KW @ 2076, AOR	ABC, \$ 52.00 (Christal)	Atlantic	(MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1991, AC	ABC, \$ 40.00 (Katz)	Mel Wheeler	
WRDJ-F, 105.3, 3 KW @ 75, Oldies	, \$ 11.00 ( --- )		
WXLK-F, 92.3, 93 KW @ 2050, CHR	UNISTR, \$ 50.00 (Mc-Guild)	Coleman	
WYVD-F, 107.9, 21 KW @ 1768, Country	MBS, \$ 72.00 (Mc-Guild)	Winfas	(AMHERST)

Miscellaneous: WJJS-F changes to WJXX-F (April). . . WFWD-F changes to WJJS-F (May). . .

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

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

ROCHESTER

Arbitron Rank/Pop (12+): 45/888,100  
 MSA Rank/Pop: 48/1,070,000  
 ADI # 69  
 Average Person Ratings: 15.9  
 Market TSL: 21.00 hours

Stations: 23/18  
 Diaries: 1842/482:1/61.8%  
 Sample Target: 1680  
 % Below Line: 2.9  
 % Not Listed: 17.2

1993 Revenue: \$23,900,000  
 HH Inc.: \$36,619  
 Retail \$: 8.4 Bil  
 Pop per Station: 49,339  
 #1 Biller: WCMF-F \$5,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WBEE-F (C)	161/11.4	14.1	13.4	12.0	12.1	12.7	183/2304	2033/22.9	22.1	22.8	E	WBEE-F
2. WCMF-F (AOR)	158/11.2	11.6	10.9	12.9	16.0	11.7	198/2686	2194/24.7	25.3	30.7	G	WCMF-F
3. WHAM (FS)	152/10.8	11.6	12.8	13.0	13.1	12.1	162/2353	2130/24.0	25.5	27.5	E	WHAM
4. WPXY-F (CHR)	120/ 8.5	8.4	9.0	8.8	8.6	8.7	126/2242	2104/23.7	25.9	24.8	D	WPXY-F
5. WRMM-F (SAC)	105/ 7.5	6.9	6.6	6.6	7.5	6.9	109/1871	1747/19.7	17.4	18.3	D	WRMM-F
6. WKLY-F (D)	86/ 6.1	4.6	4.2	6.0	5.2	5.2	95/1706	1599/18.0	15.0	16.0	C	WKLY-F
7. WVOR-F (AC)	69/ 4.9	6.6	5.9	6.6	6.2	6.0	77/1408	1305/14.7	17.5	17.1	D	WVOR-F
8. WDKX-F (B)	65/ 4.6	4.8	5.6	5.6	5.9	5.2	65/718	715/ 8.1	10.2	10.1	B	WDKX-F
9. WMAX-F (AOR-P)	55/ 3.9	2.8	2.7	2.3	2.1	2.9	55/794	794/ 8.9	7.6	7.3	B	WMAX-F
10. WBBF (ST)	50/ 3.6	3.1	4.7	4.4	3.1	4.0	51/684	674/ 7.6	8.1	8.8	A	WBBF
11. WRQI-F (CL AOR)	40/ 2.8	1.9	3.3	2.3	2.8	2.6	50/1095	950/10.7	9.2	10.2	B	WRQI-F
12. WJZR-F (J)	18/ 1.3	1.4	1.4	0.8	0.6	1.2	18/334	330/ 3.7	3.7	2.1	A	WJZR-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 80.87% (943 of 1166) (SPG 93: 79.79%)

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 WHAM <	1 WPXY-F<	1 WBEE-F
2	2 WPXY-F	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WHAM	2 WBEE-F	2 WBEE-F<	2 WHAM <	2 WHAM >>
3	3 WBEE-F>	3 WPXY-F	3 WRMM-F<	3 WRMM-F	3 WRMM-F	3 WBEE-F>	3 WHAM <	3 WCMF-F<	3 WBEE-F	3 WDKX-F
4	4 WMAX-F<	4 WRMM-F	4 WKLY-F<	4 WHAM <	4 WKLY-F>	4 WRMM-F<	4 WRMM-F	4 WPXY-F	4 WCMF-F<	4 WRMM-F
5	5 WRQI-F	5 WKLY-F	5 WHAM	5 WKLY-F	5	5 WPXY-F	5 WKLY-F	5 WRMM-F	5 WDKX-F	5 WCMF-F
6	6 WRMM-F	6 WHAM <	6 WVOR-F	6 WVOR-F	6	6 WVOR-F	6 WPXY-F	6 WKLY-F	6 WRMM-F	6 WPXY-F
7	7	7 WVOR-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 WPXY-F	1 WPXY-F<	1 WCMF-F	1 WBEE-F	1 WBEE-F	1 WCMF-F	1 WCMF-F>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F
2 WBEE-F	2 WCMF-F<	2 WBEE-F	2 WPXY-F<	2 WRMM-F	2 WPXY-F	2 WRQI-F	2 WRQI-F	2 WBEE-F	2 WHAM
3 WCMF-F	3 WBEE-F>	3 WPXY-F	3 WCMF-F<	3 WVOR-F<	3 WDKX-F	3 WPXY-F	3 WBEE-F	3 WHAM	3 WBEE-F
4 WRMM-F	4 WRMM-F	4 WVOR-F	4 WRMM-F	4 WKLY-F	4 WMAX-F	4 WMAX-F	4 WMAX-F	4 WMAX-F<	4 WKLY-F
5 WDKX-F	5 WVOR-F	5 WRMM-F	5 WVOR-F	5 WCMF-F	5 WRQI-F	5 WBEE-F	5 WHAM	5 WKLY-F	5 WRMM-F
6 WMAX-F	6 WMAX-F	6 WMAX-F	6 WKLY-F	6 WPXY-F	6 WBEE-F	6	6 WPXY-F	6 WRQI-F	6 WRQI-F
7	7 WDKX-F	7 WDKX-F	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		74 ( 2)	74 ( 2)	6.3	7.7	WBTA (?)	1490	BATAVIA	0.7/1.5/ 10/ 145
AOR/CLASSIC	3 ( 1)	267 ( 5)	270 ( 6)	23.2	24.7	WCMF (AOR)	990	ROCHESTER	0.2/1.5/ 3/ 135
COUNTRY		175 ( 2)	175 ( 2)	15.0	15.0	WDCZ-F (REL)	102.7	WEBSTER	0.6/1.7/ 8/ 154
NEWS/TALK	8 ( 1)		8 ( 1)	0.7	----	WEZO-F (EZ)	93.3	AVON	0.8/1.8/ 11/ 179
CHR		128 ( 2)	128 ( 2)	11.0	10.1	WHTK (T)	1280	ROCHESTER	0.6/3.1/ 8/ 279
BLACK/URBAN		65 ( 1)	65 ( 1)	5.6	6.8	WZXF-F (REL)	99.7	PALMYRA	0.4/2.1/ 6/ 192
SOFT AC/EZ		116 ( 2)	116 ( 2)	9.9	8.6	WGRF-F (AOR)	96.9	BUFFALO	0.6/1.3/ 14/ 205
HISPANIC						WKSE-F (CHR)	98.5	NIAGRA FALLS	0.6/1.3/ 8/ 126
OLDIES		86 ( 1)	86 ( 1)	7.4	6.0	WMJQ-F (AC)	102.5	BUFFALO	0.4/2.0/ 9/ 270
FULL SVC/VARIETY	152 ( 1)		152 ( 1)	13.0	15.2	WNUC-F (C)	107.7	WEATHERSFIELD	1.0/2.2/ 31/ 390
STANDARDS	50 ( 1)		50 ( 1)	4.3	4.2	CFMX-F (AOR)	103.1	COBOURG, ONT	0.4/1.5/ 5/ 129
RELIG/GOSPEL		14 ( 2)	14 ( 2)	1.2	0.7				
CLASSICAL									
JAZZ		18 ( 1)	18 ( 1)	1.5	0.7				
OTHERS/UNKNOWN	10 ( 1)		10 ( 1)	0.9	0.4				
TOTALS	223 ( 5)	943 (18)	1166 (23)						

ROCHESTER

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WCMF A/F, WRMM A/F (Amer. Radio Systems)	18.9%	21.7%	29.7%
WBBF, WBEE-F, WKLX-F (Heritage)	21.1%	20.2%	24.7%
WHAM, WHTK, WVOR-F, WEZO-F (Lincoln)	17.1%	16.5%	25.5%
	57.1%	58.4%	79.9%

RADIO STATIONS

WBBF, 95.0, 1 KW (DA-2)	, Standards	UNISTR, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, Full Service	TALKNT, CBS, \$ 74.00 (Mc-Guild)	Lincoln
WHTK, 1280, 5 KW (DA-N)	, Talk	UNISTR, \$ 12.00 (Mc-Guild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	Country	UNISTR, \$ 82.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	, \$ 120.00 (Torbet)	Amer. Radio Syst.
WDKX-F, 103.9, 0.8 KW @ 541,	Black	, \$ 28.00 ( --- )	
WEZO-F, 93.3, 2.1 KW @ 380,	EZ	, \$ 18.00 (Mc-Guild)	Lincoln (AVON)
WJZR-F, 105.9, 3 KW @ 180,	Jazz	AP, \$ 20.00 ( --- )	
WKLX-F, 98.9, 37 KW @ 564,	Oldies	, \$ 49.00 (Katz)	Heritage
WMAX-F, 106.7, 3.5 KW @ 266,	Prog. AOR	, \$ 21.00 (Eastman)	(IRONDUQUOIT)
WPXY-F, 97.9, 50 KW @ 400,	CHR	, \$ 63.00 (Christal)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	Soft AC	, \$ 60.00 (Torbet)	Amer. Radio Syst.
WRQI-F, 95.1, 50 KW @ 492,	Classic AOR	, \$ 29.00 (D&R)	(S. BRISTOL)
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 65.00 (Mc-Guild)	Lincoln

Miscellaneous: WPXY-AM sold by Pyramid to Lincoln for \$500,000 (D) . . . WPXY-AM changes to WHTK and format from CHR to Talk (Nov) . . .



ROCKFORD  
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Arbitron Rank/Pop (12+): 146/240,400  
MSA Rank/Pop: 140/292,000  
ADI # 136  
Average Person Ratings: 15.1  
Market TSL: 20.25 hours

Stations: 17/8  
Diaries: 700/343:1/58.7%  
Sample Target: 680  
% Below Line: 20.0  
% Not Listed: 17.0

1993 Revenue: \$7,000,000  
HM Inc.: \$36,220  
Retail \$: 2.6 Bil  
Pop per Station: 30,050  
#1 Biller: WZOK-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WXRX-F (ADR)	61/16.8	13.5	15.6	14.8	16.7	----	102/1017	640/26.6	26.1	28.6	C WXRX-F
2. WZOK-F (CHR)	36/ 9.9	9.3	12.8	11.9	14.2	----	62/1371	756/31.4	31.0	33.0	C WZOK-F
3. WRWC-F (AC)	33/ 9.1	8.3	7.4	6.7	7.1	----	46/640	462/19.2	20.5	16.4	C WRWC-F
4. WROK (FS)	27/ 7.4	8.3	10.5	11.4	10.7	----	27/499	463/19.3	21.6	24.2	C WROK
5. WRRR (ST)	23/ 6.3	4.2	3.1	4.1	4.6	----	27/277	248/10.3	7.6	7.5	A WRRR
WKMQ-F (O)	23/ 6.3	5.1	6.9	7.5	8.2	----	35/758	493/20.5	17.7	21.5	B WKMQ-F
7. WXXQ-F (C)	21/ 5.8	5.6	4.9	4.1	1.4	----	35/647	331/13.8	11.3	12.4	A WXXQ-F
8. WGN (FS)	20/ 5.5	5.6	3.8	4.1	6.8	----	60/690	237/ 9.9	13.9	10.9	WGN
9. WLS (T)	13/ 3.6	2.0	1.3	2.6	0.8	----	29/350	115/ 4.8	7.0	4.5	WLS
10. WSJY-F (EZ)	11/ 3.0	2.0	1.5	2.1	2.5	----	18/311	160/ 6.7	7.0	6.5	WSJY-F
11. WJVL-F (C)	9/ 2.5	2.2	1.8	3.6	2.2	----	42/552	173/ 7.2	8.4	7.2	WJVL-F
12.											
13.											
14.											
15.											

12+ FM SHARE (METRO): 71.19% (215 of 302) (SPG 93: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AM	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1 WZOK-F>>	1 WXRX-F>>	1 WXRX-F>>	1 WXRX-F>>	1 WXRX-F>>	1 WROK	1 WXRX-F	1 WXRX-F	1 WXRX-F>	1 WXRX-F>	1 WXRX-F
2	2 WZOK-F	2 WZOK-F<	2 WZOK-F	2 WRWC-F<	2 WRRR	2 WROK	2 WROK	2 WRWC-F	2 WZOK-F<	2 WRRR
3	3 WRWC-F	3 WRWC-F	WRWC-F	3 WZOK-F	3 WGN	3 WZOK-F	3 WZOK-F	3 WZOK-F	3 WRWC-F	3 WGN
4	4 WXXQ-F	4 WKMQ-F	4 WKMQ-F	4 WKMQ-F	4 WKMQ-F	4 WRWC-F<	4 WRWC-F<	4 WRRR	4 WKMQ-F	WROK
5	5	5	5	5	5	5 WGN	5 WGN	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 WXRX-F	1 WXRX-F	1 WZOK-F<	1 WZOK-F<	1 WXRX-F	1 WXRX-F>>>	1 WXRX-F	1 WXRX-F>>	1 WXRX-F>>
2 WRWC-F	WZOK-F	2 WZOK-F	2 WXRX-F<	2 WXRX-F	2 WRWC-F	2	2 WXXQ-F	2	2 WXXQ-F
WXRX-F	3 WRWC-F>	3 WRWC-F	3 WRWC-F>	3 WRWC-F	WZOK-F	3	3 WZOK-F	3	3 WRWC-F
4	4 WXXQ-F	4	4 WKMQ-F	4 WKMQ-F	4	4	4	4	4 WKMQ-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		33 ( 1)	33 ( 1)	10.9	9.0	WQFL-F (REL) 100.9	ROCKFORD	1.4/5.2/	8/ 220
ADR/CLASSIC		61 ( 1)	61 ( 1)	20.2	20.0				
COUNTRY		37 ( 3)	37 ( 3)	12.3	9.0	WDEK-F (C) 92.5	DEKALB	1.9/9.3/	34/ 571
NEWS/TALK	17 ( 2)		17 ( 2)	5.6	7.4	WEKZ-F (EZ) 93.7	MONROE, WI	0.5/1.5/	4/ 110
CHR		39 ( 2)	39 ( 2)	12.9	16.1	WGCI-F (B) 107.5	CHICAGO	1.1/2.0/	4/ 49
BLACK/URBAN		4 ( 1)	4 ( 1)	1.3	3.0	WMAQ (N) 670	CHICAGO	1.1/6.6/	11/ 283
SOFT AC/EZ		13 ( 2)	13 ( 2)	4.3	2.0	WZEE-F (CHR) 104.1	MADISON	0.8/6.0/	25/ 470
HISPANIC				0.0	0.0				
OLDIES		23 ( 1)	23 ( 1)	7.6	8.4				
FULL SVC/VARIETY	47 ( 2)		47 ( 2)	15.6	17.4				
STANDARDS	23 ( 1)		23 ( 1)	7.6	4.0				
RELIG/GOSPEL		5 ( 1)	5 ( 1)	1.7	5.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	87 ( 5)	215 (12)	302 (17)						

ROCKFORD  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WRRR, WRRX-F, WNTA, WKMQ-F (Airwaves)	29.4%	32.8%	32.9%

RADIO STATIONS  
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WNTA , 1150, 1 KW/60 KW (DA-1), News/Talk	MBS CNN, \$11.00 (Christal)	Airplay	
WROK , 1440, 5 KW/500 W (DA-D), Full Service	TALKNT ABC, \$30.00 (Mc-Guild)	Airplay	
WRRR , 1330, 1 KW/ 91 W (DA-1), Standards	SMN, \$12.00 (Katz)	Airplay	
WKMQ-F, 95.3, 1.3 KW @ 512 , Oldies	, \$21.00 (Christal)	Airplay	(WINNEBAGO)
WQFL-F, 100.9, 3 KW @ 298 , Religion	UPI, \$11.00 ( --- )		
WRWC-F, 103.1, 1.2 KW @ 525 , AC	UNISTR, \$32.00 (K & P)	Salter	(ROCKTON)
WRRX-F, 104.9, 4 KW @ 400 , AOR - Classic	Source, \$35.00 (Katz)	Airplay	(BELVIDERE)
WXXQ-F, 98.5, 50 KW @ 400 , Country	, \$16.00 (Eastman)		(FREEPORT)
WZOK-F, 97.5, 50 KW @ 430 , CHR/AOR	, \$40.00 (Christal)		

WGN - See Chicago

WSJY, WJVL - See Madison

Miscellaneous: WNTA, WKMQ-F sold by Midwest Family to Airplay (D) for \$1,650,000. . .

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,100  
 MSA Rank/Pop: 33/1,640,000  
 ADI # 19  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 29/23  
 Diaries: 1961/683:1/52.2%  
 Sample Target: 1925  
 % Below Line: 4.5  
 % Not Listed: 15.7

1993 Revenue: \$61,400,000  
 HH Inc.: \$35,506  
 Retail \$: 13.4 Bil  
 Pop per Station: 58,265  
 #1 Biller: KFBK \$11,700,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KFBK (N/T)	262/11.8	13.3	12.6	11.8	12.9	12.4	340/4155	3176/23.7	24.4	24.0	I	KFBK
2. KSFM-F (CHR)	187/ 8.4	7.2	7.7	9.4	9.6	8.2	233/3378	2393/17.9	16.3	21.3	G	KSFM-F
3. KNCI-F (C)	142/ 6.4	6.0	7.6	6.3	6.0	6.6	172/2550	1855/13.8	18.0	15.8	D	KNCI-F
4. KGBY-F (AC)	126/ 5.7	6.6	4.4	5.7	5.2	5.6	147/2357	2009/15.0	14.6	15.0	G	KGBY-F
5. KSEG-F (CL AOR)	111/ 5.0	5.3	4.6	5.6	6.0	5.1	160/2663	1840/13.7	12.8	15.4	G	KSEG-F
6. KXOA-F (O)	100/ 4.5	3.1	3.9	4.0	3.2	3.9	118/2319	1833/13.7	13.2	12.0	G	KXOA-F
7. KYMX-F (AC)	98/ 4.4	5.0	4.7	4.2	5.6	4.6	118/2092	1737/13.0	12.8	13.4	E	KYMX-F
8. KRXQ-F (AOR)	88/ 4.0	4.0	4.4	5.3	5.2	4.4	101/1845	1485/11.1	11.8	12.5	F	KRXQ-F
9. KRAK-F (C)	87/ 3.9	4.6	4.3	3.8	4.2	4.2	120/2150	1557/11.6	12.9	13.8	H	KRAK-F
KCTC (ST)	87/ 3.9	3.6	2.8	2.6	2.1	3.2	104/1237	1015/ 7.6	6.4	6.0	B	KCTC
11. KWOD-F (AOR-NR)	86/ 3.9	4.5	3.3	3.6	2.5	3.8	107/2064	1419/10.6	9.1	8.8	C	KWOD-F
12. KHYL-F (O)	84/ 3.8	4.9	5.4	4.5	3.3	4.7	133/2843	1951/14.6	16.7	12.8	E	KHYL-F
13. KOPT-F (AOR-P)	78/ 3.5	1.8	2.6	2.9	2.7	2.7	85/1197	1002/ 7.5	5.4	8.4	C	KOPT-F
14. KSSJ-F (-)	42/ 1.9	1.5	0.5	0.4	0.7	1.1	48/880	736/ 5.5	4.1	4.7		KSSJ-F
15. KSTE (T)	35/ 1.6	2.1	2.2	1.6	1.0	1.9	41/865	716/ 5.3	6.7	2.5	B	KSTE
16. KSMJ (O)	31/ 1.4	0.7	1.0	1.3	1.4	1.1	32/592	571/ 4.3	4.1	4.7		KSMJ
17. KNBR (T)	30/ 1.4	1.1	2.2	1.6	0.8	1.6	100/1651	561/ 4.2	5.3	4.5		KNBR
18. KGO (T)	29/ 1.3	1.7	1.6	1.3	1.5	1.5	61/1144	496/ 3.7	6.0	4.8		KGO
19. KFIA (REL)	23/ 1.0	0.6	0.7	0.6	0.7	0.7	29/629	503/ 3.8	3.1	2.0		KFIA
20. KSAC (SPRTS)	23/ 1.0	0.7	1.2	0.7	0.6	0.9	23/478	449/ 3.4	3.9	1.9		KSAC
21. KZSA-F (SP)	22/ 1.0	1.7	1.5	0.3	0.8	1.1	27/205	163/ 1.2	1.3	0.9		KZSA-F

24. 12+ FM SHARE (METRO): 70.26% (1316 of 1873) (SPG 93: 68.55%)

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

DUOPOLY REPORT	12+	25-54	REVENUE
KXOA-AF, KOPT-F (Brown)	8.8%	13.0%	10.6%
KRAK-F, KNCI-F, KHTK (EZ)	10.8%	11.1%	18.4%
KSEG-F, KRXQ-F (Great American)	9.0%	11.4%	15.8%
KFBK, KGBY-F, KHYL-F (Chancellor)	21.3%	20.3%	32.6%
KRCX, KMYC, KRFD-F (Embarcadero)	0.0%	0.0%	NA
	50.0%	55.8%	77.4%

SACRAMENTO  
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FORMATS -----					SPG 93		OTHER RATED STATIONS			METRO CUME	TSA TSA
	AM	FM	TOTAL	%	%				SHARE/RTG/AOH/CUME		
-----	--	--	-----	-	-	-----			-----	-----	
AC		141 ( 2)	141 ( 2)	7.5	10.1	KHTK (T)	1140	SACRAMENTO	0.5/1.7/	19/ 400	
ADR/CLASSIC		383 ( 6)	383 ( 6)	20.4	18.5	KQBR-F (J)	104.3	DAVIS	0.8/2.5/	25/ 427	
COUNTRY		229 ( 2)	229 ( 2)	12.2	16.2	KRLT-F (AC)	93.9	S. LAKE TAHOE	0.7/1.4/	22/ 261	
NEWS/TALK	399 ( 7)		399 ( 7)	21.3	19.9	KXOA (O)	1470	SACRAMENTO	0.8/2.8/	19/ 430	
CHR		200 ( 2)	200 ( 2)	10.7	14.7	KHOP-F (ADR)	104.1	MODESTO	0.5/1.6/	83/1557	
BLACK/URBAN											
SOFT AC/EZ		98 ( 1)	98 ( 1)	5.2	8.9	KCBS (N)	740	SAN FRANCISCO	0.4/2.3/	47/1145	
HISPANIC		22 ( 1)	22 ( 1)	1.2	1.8	KITS-F (ADR)	105.3	SAN FRANCISCO	0.4/1.4/	17/ 450	
						KMEL-F (CHR)	106.1	SAN FRANCISCO	0.6/1.9/	39/ 910	
OLDIES	48 ( 2)	184 ( 2)	232 ( 4)	12.4	6.5						
FULL SVC/VARIETY					1.0						
STANDARDS	87 ( 1)		87 ( 1)	4.6	NA						
RELIG/GOSPEL	23 ( 1)	42 ( 1)	65 ( 2)	3.5	1.6						
CLASSICAL											
JAZZ		17 ( 1)	17 ( 1)	0.9	0.0						
OTHERS/UNKNOWN											
TOTALS	557 (11)	1316 (18)	1873 (29)								

RADIO STATIONS  
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AM STATIONS  
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KCTC	, 1320,	5 KW (DA-2)	, EZ/Standards	UNISTR, \$ 30.00	(Christal)	Tribune Co.	
KFBK	, 1530,	50 KW (DA-2)	, News/Talk	ABC, AP, \$206.00	(Group W)	Chancellor	
KHTK	, 1140,	50 KW (DA-2)	, Talk	\$ NA	(Katz)	EZ	
KRCX	, 1110,	5 KW/500 W (DA-2)	, Hispanic	CNN, CBS, \$ 37.00	(Caballero)	Embarcadero	
KSAC	, 1240,	1 KW	, Sports	NBC, CBS, \$ 23.00	(K & P)	Secret	
KSMJ	, 1380,	5 KW (DA-2)	, Oldies	SMN, \$ NA	(MMR)	Fuller Jeffrey	(RANCHO CORDOVA)
KSTE	, 650,	25 KW/1 KW (DA-2)	, Talk	ABC, MBS, \$ 26.00	(Torbet)	Brown	
KXOA	, 1470,	5 KW/1 KW (DA-2)	, Oldies	\$ 21.00	(CBS)		

FM STATIONS  
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KGBY	, 92.5,	50 KW @ 449	, AC	\$128.00	(Group W)	Chancellor	
KHYL	, 101.1,	36 KW @ 567	, Oldies	\$ 77.00	(Eastman)	Chancellor	(AUBURN)
KRAK	, 98.5,	50 KW @ 500	, Country	\$ 65.00	(Mc-Guild)	EZ	
KQBR	, 104.3,	3 KW @ 462	, Jazz	\$ 30.00	(Katz)		(DAVIS)
KQPT	, 100.5,	115 KW @ 380	, Prog. ADR	Source, \$ 51.00	(CBS)	Brown	
KNCI	, 105.1,	50 KW @ 500	, Country	\$181.00	(Katz)	EZ	
KRXQ	, 93.7,	25 KW @ 298	, ADR	\$ 97.00	(Torbet)	Citicasters	(ROSEVILLE)
KSEG	, 96.9,	50 KW @ 500	, Classic ADR	\$124.00	(Christal)	Citicasters	
KSFM	, 102.5,	50 KW @ 500	, CHR	ABC, \$118.00	(MMR)	Secret	
KSSJ	, 101.9,	25 KW @ 476	, Religion	\$ 20.00	( --- )		(SHINGLE SPG)
KWOD	, 106.5,	50 KW @ 500	, New Rock	CBS, ABC, \$ 47.00	(D&R)		
KXOA	, 107.9,	50 KW @ 403	, Oldies (70's)	\$110.00	(CBS)	Brown	
KYMX	, 96.1,	50 KW @ 476	, Soft AC	\$ 81.00	(Christal)	Tribune Co.	
KZSA	, 92.1,	1.4 KW @ 472	, Hispanic	\$ 24.00	( --- )		(PLACERVILLE)

Miscellaneous: KRAK-AM changes to KHTK and format from Country to Talk (Feb) . . . KFIA-F changes to KSSJ-F (Oct) . . .  
 KRAK-F (105.1) changes to KNCI-F and the former KNCI-F (98.5) changes to KRAK-F (March) . . . KAH1-AM (Auburn)  
 sold by American Media for \$250,000 . . . KHYL-F sold by American Media to Chancellor for \$13,600,000 (D)  
 (Star) . . . KMYC, KRFD-F (Marysville) sold by Art Hogan to Embarcadero for \$1,500,000 (MVP) . . . KRCX (Roseville)  
 sold by Fuller-Jeffrey to Embarcadero for \$3,000,000 (D) (MVP) . . . KXOA-F changes to 70's Oldies (Apr) . . .  
 KHYL-F sold by American Media to Chancellor (D) for \$15,000,000 (E) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 118/326,700  
 MSA Rank/Pop: 121/400,000  
 ADI # 57 (w/Flint)  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 23/16  
 Diaries: 912/358:1/53.3%  
 Sample Target: 945  
 % Below Line: 5.6  
 % Not Listed: 12.1

1993 Revenue: \$12,000,000  
 HH Inc.: \$31,495  
 Retail \$: 3.4 Bil  
 Pop per Station: 20,418  
 #1 Biller: WKQZ-F \$2,500,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WKQZ-F (C)	75/12.6	11.3	12.5	12.2	11.7	12.2	141/2057	896/27.4	26.7	24.7	D	WKQZ-F
2. WSGW (N/T)	54/ 9.1	11.5	12.4	13.1	11.9	11.5	66/840	671/20.5	22.6	22.4	C	WSGW
3. WIOG-F (CHR/AC)	50/ 8.4	7.9	7.4	8.2	9.6	8.0	110/2121	772/23.6	21.5	25.0	C	WIOG-F
4. WHNN-F (O)	49/ 8.2	10.4	9.6	9.5	8.3	9.4	139/2066	743/22.7	22.6	22.6	D	WHNN-F
5. WKQZ-F (AOR/CL)	48/ 8.1	4.9	6.1	7.7	6.9	6.7	90/1183	525/16.1	15.1	14.2	C	WKQZ-F
6. WGER-F (SAC)	42/ 7.1	6.2	6.1	7.7	4.5	6.8	44/694	631/19.3	15.1	14.7	B	WGER-F
7. WTCF-F (CHR)	31/ 5.2	4.4	4.1	5.2	6.5	4.7	38/767	611/18.7	14.5	16.5	A	WTCF-F
8. WTLZ-F (B)	28/ 4.7	5.1	5.4	5.4	7.1	5.2	36/559	311/ 9.5	9.3	12.4	B	WTLZ-F
9. WIXC-F (C)	28/ 4.7	4.8	5.0	2.9	4.3	4.4	39/577	466/14.3	14.4	11.0	A	WIXC-F
10. WCEN-F (C)	25/ 4.2	4.0	3.3	1.6	3.8	3.3	102/1077	389/11.9	9.9	9.2		WCEN-F
11. WSAM (ST)	23/ 3.9	2.6	3.1	2.0	2.1	2.9	23/318	304/ 9.3	7.9	7.9	A	WSAM
12. WKNX (ST)	15/ 2.5	3.5	3.7	2.0	2.8	2.9	18/217	140/ 4.3	4.8	5.2	A	WKNX
13. WBTZ-FF (AOR)	13/ 2.1	2.4	2.4	2.3	3.1	2.3	38/612	248/ 7.6	7.1	9.5		WBTZ-FF
14.												
15.												

12+ FM SHARE (METRO): 77.59% (405 of 522) (SPG 93: 77.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>	1 WKQZ-F	1 WKQZ-F<	1 WKQZ-F	1 WKQZ-F	1 WSGW <	1 WKQZ-F<	1 WKQZ-F>	1 WKQZ-F	1 WSGW <	1 WSGW
2 WTLZ-F	2 WKQZ-F>	2 WKQZ-F<	2 WHNN-F	2 WHNN-F<	2 WKQZ-F	2 WSGW	2 WIOG-F	2 WSGW	2 WKQZ-F	2 WGER-F
3 WKQZ-F	3 WIOG-F	3 WIOG-F	3 WIOG-F<	3 WIOG-F	3 WHNN-F	3 WHNN-F<	3 WKQZ-F<	3 WIOG-F<	3 WTCF-F<	3 WSAM
4	4 WTCF-F<	4 WHNN-F	4 WKQZ-F	4 WKQZ-F	4 WGER-F	4 WIOG-F	4 WHNN-F<	4 WKQZ-F	4 WKQZ-F	4 WHNN-F
5	5 WCEN-F	5 WGER-F	5 WGER-F	5 WGER-F	5 WIOG-F	5 WKQZ-F	5 WGER-F	5 WHNN-F	5 WIOG-F	5 WIOG-F
6	6	6	6	6	6	6	6 WSGW	6 WGER-F	6 WTLZ-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 WTCF-F	1 WIOG-F	1 WKQZ-F	1 WIOG-F<	1 WKQZ-F<	1 WKQZ-F	1 WKQZ-F>	1 WKQZ-F	1 WKQZ-F>	1 WKQZ-F<
2 WIOG-F	2 WKQZ-F	2 WIOG-F	2 WKQZ-F	2 WIOG-F	2 WBTZ-FF	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F<	2 WHNN-F<
3 WKQZ-F	3 WTCF-F	3 WKQZ-F	3 WGER-F	3 WGER-F	3 WTCF-F	3 WCEN-F	3 WCEN-F	3 WHNN-F>	3 WKQZ-F>
4 WGER-F	4 WKQZ-F	4 WIXC-F	4 WHNN-F	4 WHNN-F	4 WKQZ-F	4 WBTZ-FF	4 WHNN-F	4 WHNN-F	4 WSGW
5 WIXC-F	5 WIXC-F	5 WTCF-F	5 WIXC-F	5 WIXC-F	5	5 WHNN-F	5 WSGW	5 WSGW	5 WIOG-F
6 WKQZ-F	6	6 WCEN-F	6	6	6	6	6	6	6
7 WTLZ-F	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		55 ( 3)	55 ( 3)	10.5	0.4	WMAX (N/T) 1440	BAY CITY 0.8/2.8/ 5/ 95
AOR/CLASSIC		61 ( 3)	61 ( 3)	11.7	11.3	WMPX (FS) 1490	MIDLAND 0.5/1.6/ 3/ 74
COUNTRY		128 ( 3)	128 ( 3)	24.5	24.5		
NEWS/TALK	59 ( 2)		59 ( 2)	11.3	NM	WUPS-F (AC) 98.5	HOUGHTON LAKE 0.5/2.1/ 13/ 260
CHR		33 ( 2)	33 ( 2)	6.3	19.1	SEE DETROIT OR FLINT FOR MORE ABOUT THE FOLLOWING:	
BLACK/URBAN		37 ( 3)	37 ( 3)	7.1	9.4	WCRZ-F 0.3/3.3	WOWE-F 0.8/3.0
SOFT AC/EZ		42 ( 1)	42 ( 1)	8.0	5.1	WDZZ-F 0.7/2.9	WVCK-F 0.3/3.6
HISPANIC						WFDF 1.9/4.9	
OLDIES		49 ( 1)	49 ( 1)	9.4	11.7	WJR 1.0/4.7	
FULL SVC/VARIETY	9 ( 2)		9 ( 2)	1.7	NM		
STANDARDS	49 ( 3)		49 ( 3)	9.4	4.9		
RELIG/GOSPEL							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN							
TOTALS	117 ( 7)	405 ( 16)	522 ( 23)				

SAGINAW-BAY CITY-MIDLAND

DUOPOLY REPORT

NONE AS OF JULY 1994. . .

RADIO STATIONS

WKNX, 1210,	10 KW (DAYS)	, Standards	AP, \$ 13.00 (Patt)	Bell	
WMAX, 1440,	5 KW/2.5 KW (DA-2)	, News/Talk	, \$ 14.00 (Michigan)		
WSAM, 1400,	1 KW (DA-2)	, Standards	ABC, \$ 14.00 ( --- )	MacDonald	
WSGW, 790,	5 KW/1 KW (DA-2)	, News/Talk	NBC, CBS, \$ 40.00 (Katz)	Fritz	
WBTZ-F, 100.9,	2.6 KW @ 500,	AOR (Simulcast w/WUVE)	, \$ NA (Banner)		(PINCONNING)
WCEN-F, 94.5,	100 KW @ 981,	Country	UNISTR, MBS, \$ 20.00 (Patt)		(MT. PLEASANT)
WGER-F, 106.3,	2 KW @ 380,	Soft AC	MBS, \$ 29.00 (Katz)		
WHNN-F, 96.1,	100 KW @ 1020,	Oldies	UNISTR, \$ 60.00 (Eastman)	Liggett	
WIOG-F, 102.5,	86 KW @ 800,	CHR/AC	Source, ABC, \$ 44.00 (Katz)	Fritz	
WIXC-F, 97.3,	3 KW @ 328,	Country	, \$ 21.00 (D & R)	Midwest Family	(ESSEXVILLE)
WKCO-F, 96.1,	50 KW @ 493,	Country	ABC, \$ 63.00 ( --- )	MacDonald	
WKQZ-F, 93.3,	38 KW @ 554,	AOR/Classic	UNISTR, ABC, \$ 28.00 (Banner)		
WTCF-F, 100.5,	3 KW @ 328,	CHR	CNN, \$ 16.00 (K & P)		(CARROLLTON)
WTLZ-F, 107.1,	4.9 KW @ 397,	BLACK	AURN, \$ 22.00 (Roslin)	Taylor	
WUVE-F, 104.5,	2.9 KW @ 413,	AOR	UNISTR, ABC, \$ 15.00 (Banner)		

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WUVE-F sold for \$335,000. . .

ST. LOUIS  
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Arbitron Rank/Pop (12+): 18/2,080,300  
MSA Rank/Pop: 16/2,555,000  
ADI # 18  
Average Person Ratings: 17.3  
Market TSL: 22.75 hours

Stations: 26/26  
Diaries: 2573/809:1/56.0%  
Sample Target: 2550  
% Below Line: 0.0%  
% Not Listed: 8.4%

1993 Revenue: \$72,800,000  
HH Inc.: \$36,465  
Retail \$: 22.0 Bil  
Pop per Station: 80,012  
#1 Biller: KMOX \$18,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KMOX (T/FS)	530/14.7	16.5	13.0	17.2	16.4	15.4	593/7298	6534/31.4	30.9	35.5	J	KMOX
2. WIL -F (C)	318/ 8.8	8.7	11.0	8.7	8.4	9.3	377/4594	3921/18.8	19.8	18.5	H	WIL -F
3. KMJM-F (B)	274/ 7.6	7.4	6.9	7.2	7.1	7.3	280/2528	2395/11.5	12.5	11.4	G	KMJM-F
4. KEZK-F (SAC)	247/ 6.9	7.0	6.8	8.1	6.4	7.2	283/4197	3726/17.9	16.9	19.5	G	KEZK-F
5. KSHE-F (AOR)	242/ 6.7	6.5	7.8	7.0	7.9	7.0	311/4140	3364/16.2	17.9	17.5	H	KSHE-F
6. KYKY-F (AC)	192/ 5.3	6.4	5.1	4.6	5.9	5.4	206/3701	3408/16.4	15.0	16.3	H	KYKY-F
7. WKBO-F (CHR)	164/ 4.6	4.4	4.5	4.1	4.9	4.4	168/3117	2988/14.4	15.9	17.5	D	WKBO-F
8. KSD -F (CL AOR)	156/ 4.3	4.3	4.7	4.5	4.4	4.5	173/3186	2909/14.0	14.8	14.7	G	KSD -F
9. WKXX-F (C)	154/ 4.3	3.3	3.0	2.2	2.4	3.2	169/2533	2169/10.4	7.5	7.7	D	WKXX-F
10. KIHT-F (O)	133/ 3.7	1.1	2.3	1.3	1.4	2.1	144/2422	2315/11.1	7.6	5.8		KIHT-F
11. KLOU-F (O)	128/ 3.6	2.9	3.5	3.5	4.4	3.4	145/2974	2682/12.9	11.1	14.9	E	KLOU-F
12. KPNT-F (AOR-NR)	104/ 2.9	2.1	2.3	3.1	3.0	2.6	112/1882	1727/ 8.3	8.7	9.4	C	KPNT-F
13. WRTH (ST)	97/ 2.7	2.5	2.7	2.8	3.2	2.7	98/1224	1204/ 5.8	6.2	8.0	C	WRTH
14. KFUD-F (CL)	79/ 2.2	2.8	2.4	3.2	2.7	2.7	82/1545	1447/ 7.0	7.6	8.5	C	KFUD-F
15. KXOK (B)	72/ 2.0	1.8	2.1	2.3	2.0	2.1	74/1107	1060/ 5.1	5.4	6.0	B	KXOK
16. WFXB-F (AOR-P)	67/ 1.9	1.8	1.4	1.2	1.0	1.6	67/1096	1054/ 5.1	5.0	4.8		WFXB-F
17. WIBV (T)	55/ 1.5	1.7	1.7	2.2	2.0	1.8	58/1045	1000/ 4.8	5.6	5.9		WIBV
18. WCBW-F (REL)	45/ 1.2	1.0	1.2	1.0	1.1	1.1	45/785	771/ 3.7	3.4	3.4		WCBW-F
19. KNJ2-F (J)	44/ 1.2	0.9	0.7	0.8	1.1	0.9	45/849	825/ 4.0	2.8	4.0		KNJ2-F
20. KATZ (B/G)	43/ 1.2	1.4	2.2	1.2	1.8	1.5	43/761	761/ 3.7	4.0	3.9	B	KATZ

12+ FM SHARE (METRO): 71.10% (2347 of 3301) (SPG 93: 69.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KMJM-F	1 KSHE-F<	1 KSHE-F	1 KMOX	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX >	1 KMOX >>>
2 WKBO-F>>	2 KMJM-F	2 WIL -F	WIL -F	2 WIL -F	2 WIL -F	2 WIL -F	2 WIL -F	2 WIL -F	2 KMJM-F>	2 KMJM-F<
3	3 WIL -F	KMJM-F	3 KEZK-F	3 KEZK-F	3 KEZK-F>	3 KMJM-F	3 KSHE-F	3 KMJM-F<	3 WIL -F	3 WIL -F
4	4 WKBO-F	4 KEZK-F<	4 KSHE-F	4 KYKY-F<	4 KLOU-F	4 KSHE-F	4 KEZK-F	4 KEZK-F<	4 KSHE-F<	4 KSHE-F
5	KYKY-F<	5 KMOX	5 KYKY-F<	5 KSHE-F	5 WRTH	5 KEZK-F	5 KMJM-F<	5 KSHE-F	5 WKBO-F<	5 KFUD-F
6	6 KPNT-F	6 KYKY-F	6 KMJM-F	6 KMJM-F	6 KYKY-F	KYKY-F	6 KYKY-F	6 KYKY-F	6 KEZK-F	6
7	7 KSD -F	7 KSD -F	7 KSD -F	7 KSD -F	7	7 KSD -F	7 KSD -F	7 KSD -F	7 KSD -F<	7
8	8	8	8	8	8	8	8	8 WKBO-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F>	1 KMJM-F	1 KEZK-F<	1 KEZK-F	1 KSHE-F	1 KSHE-F>>	1 KSHE-F	1 KSHE-F	1 KMOX
2 WKBO-F	2 KYKY-F	2 KYKY-F	2 KMJM-F	2 WIL -F	2 KMJM-F	2 KPNT-F	2 KPNT-F	2 KMOX	2 KSHE-F
3 KSHE-F	3 WIL -F	3 WIL -F	3 KYKY-F	3 KYKY-F	3 WIL -F	3 WIL -F<	3 KMOX	3 WIL -F	3 WIL -F<
KYKY-F	4 KEZK-F	4 WKXX-F	4 WIL -F>	4 KMJM-F	4 KPNT-F	4 KMJM-F	KSD -F	4 KSD -F	4 KSD -F
5 KEZK-F	WKBO-F<	5 KEZK-F	5 KIHT-F	5 KMOX	5 WKXX-F	5 KSD -F	5 WIL -F	5 KMJM-F	5 KEZK-F<
6 KPNT-F	6 KSHE-F	KIHT-F	6 KSHE-F	6 KIHT-F<	6 WKBO-F	6 WKBO-F	6 KIHT-F	6 KPNT-F	6 KIHT-F
7	7 WKXX-F	7 KSHE-F	7 WKBO-F<	7 KLOU-F	7	7 WKXX-F	KMJM-F	7 WKXX-F	7 KLOU-F
8	8 KIHT-F	WKBO-F	8 WKXX-F	8	8	8 KMDX	8	8	8

ST. LOUIS

FORMATS	AM	FM	TOTAL	SPG 93		OTHER RATED STATIONS	METRO CUME TSA TSA	
				%	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
AC		192 ( 1)	192 ( 1)	5.8	6.4	KFNS (SPRTS) 590	WOOD RIVER, IL	0.5/2.3/ 20/ 490
AOR/CLASSIC		569 ( 4)	569 ( 4)	17.2	17.8	KIRL (REL) 1460	ST. CHARLES	0.7/1.6/ 25/ 341
COUNTRY		472 ( 2)	472 ( 2)	14.3	11.7	KSD (T) 550	ST. LOUIS	0.6/3.9/ 23/ 901
NEWS/TALK	660 ( 5)		660 ( 5)	20.0	18.5	KSIV (REL) 1320	CLAYTON	0.6/1.8/ 21/ 388
CHR		164 ( 1)	164 ( 1)	5.0	5.4	WEW (ST) 770	ST. LOUIS	1.0/2.5/ 38/ 538
BLACK/URBAN	115 ( 2)	274 ( 1)	389 ( 3)	11.8	12.4	WGNU (T) 920	GRANITE CITY, IL	1.0/2.3/ 35/ 479
SOFT AC/EZ		247 ( 1)	247 ( 1)	7.5	7.3			
HISPANIC								
OLDIES		261 ( 2)	261 ( 2)	7.9	6.3			
FULL SVC/VARIETY				0.0	3.0			
STANDARDS	134 ( 2)		134 ( 2)	4.1	4.4			
RELIG/GOSPEL	45 ( 2)	45 ( 1)	90 ( 3)	2.7	2.4			
CLASSICAL		79 ( 1)	79 ( 1)	2.4	2.9			
JAZZ		44 ( 1)	44 ( 1)	1.3	1.2			
OTHERS/UNKNOWN								
TOTALS	954 (11)	2347 (15)	3301 (26)					

DUOPOLY REPORT	12+	25-54	REVENUE
WKXX-F, WKBO-AF (Zimmer)	8.9%	7.7%	6.6%
KATZ, KNJZ-F, KMJM-F (Noble)	10.0%	9.6%	8.1%
KYKY-F, KSD-AF (EZ)	10.2%	13.7%	17.6%
WIL-F, KIHT-F, WRTH (Heritage)	15.2%	15.2%	13.0%
KXOK, KSTL (Crawford)	2.0%	3.0%	< 2.0%
	46.3%	49.2%	46.6%

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, Black	ABC, SMN, \$ 39.00 (K & P)	Noble
KFNS, 590, 1 KW (DA-2)	, Sports	, \$ 27.00 (D & R)	Compass
KMOX, 1120, 50 KW	, Talk/Full Service	CBS, \$ 284.00 (CBS)	CBS
KSD, 550, 5 KW (DA-N)	, SEE KSD-FM		
KSIV, 1320, 5 KW/360 W	, Religion	, \$ 20.00 (---)	Bott
KXOK, 630, 5 KW (DA-2)	, Black	, \$ 26.00 (MMR)	Crawford
WESL, 1490, 700 W/1 KW (DA-1)	, Gospel	UNISTR, AURN, \$ 22.00 (K & P)	
WEW, 770, 1 KW (DAYS)	, Standards	CHN, \$ 27.00 (Roslin)	
WIBV, 1260, 5 KW (DA-2)	, Talk	TALKNT, MBS, \$ 30.00 (---)	
WRTH, 1430, 5 KW (DA-2)	, Standards	UNISTR, ABC, \$ 38.00 (Eastman)	Heritage

FM STATIONS

KNJZ, 100.3, 50 KW @ 489, Jazz	ABC, \$ 36.00 (K & P)	Noble
KEZK, 102.5, 100 KW @ 1027, Soft AC	UNISTR, \$ 126.00 (D & R)	Compass
KFUO, 99.1, 100 KW @ 1027, Classical	NBC, \$ 48.00 (CMBS)	Lutheran Synod
KLOU, 103.3, 100 KW @ 918, Oldies	CBS, \$ 88.00 (CBS)	CBS
KMJM, 107.7, 100 KW @ 1027, Black	, \$ 127.00 (Mc-Guild)	Noble
KPNT, 105.7, 100 KW @ 1374, New AOR	, \$ 53.00 (Torbet)	River City (ST. GENEVIEVE)
KIHT, 96.3, 100 KW @ 551, Oldies (70's)	, \$ 50.00 (Banner)	Heritage
KSD, 93.7, 100 KW @ 859, Classic AOR	, \$ 135.00 (Mc-Guild)	EZ
KSHE, 94.7, 100 KW @ 1027, AOR	, \$ 187.00 (D & R)	Emmis
KXOK, 97.1, 100 KW @ 561, Black/AC	UNISTR, \$ 41.00 (MMR)	Frischling
KYKY, 98.1, 90 KW @ 1027, AC	, \$ 170.00 (Katz)	EZ
WCBW, 104.9, 8 KW @ 574, Religion	, \$ 22.00 (---)	Universal (COLUMBIA)
WFXB, 101.1, 44 KW @ 525, Prog. AOR	, \$ 40.00 (Torbet)	River City
WIL, 92.3, 100 KW @ 984, Country	ABC, \$ 170.00 (Eastman)	Heritage
WKBO, 104.1, 39 KW @ 551, CHR	, \$ 73.00 (MMR)	Zimmer (JERSEYVILLE, IL)
WKXX, 106.5, 90 KW @ 1027, Country	, \$ 69.00 (Banner)	Zimmer

Miscellaneous: KSTL sold to Crawford for \$525,000 (D) (Force) . . . KATZ-F changes to KNJZ-F and format from Black to Jazz (May) . . . KRJY-F changed to 70's Oldies (Mar) . . . KRJY-F changed to KIHT-F (Apr) . . .



SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 79/496,900  
 MSA Rank/Pop: 127/612,000 (Monterey)  
 178/612,000 (Santa Cruz)  
 ADI # 113  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 32/20  
 Diaries: 1313/378:1/52.1%  
 Sample Target: 1265  
 % Below Line: 37.1  
 % Not Listed: 8.5

1993 Revenue: \$12,400,000  
 HH Inc.: \$38,300  
 Retail \$: 4.8 Bil  
 Pop per Station: 24,845  
 #1 Biller: KTOM-AF \$2,150,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KTOM-AF (C)	74/ 9.1	6.1	6.8	7.3	7.6	7.3	79/998	911/18.3	14.8	15.3	C	KTOM-AF
2. KGO (T/N)	68/ 8.4	7.9	7.3	6.5	6.6	7.5	70/877	829/16.7	14.1	15.7		KGO
3. KWAV-F (AC)	55/ 6.8	7.3	5.7	4.2	6.4	6.0	55/709	700/14.1	13.9	14.0	B	KWAV-F
4. KDON-F (CHR)	51/ 6.3	5.1	7.1	4.4	6.4	5.7	54/999	951/19.1	18.6	20.2	B	KDON-F
5. KUFX-F (CL ADR)	37/ 4.6	3.2	4.2	3.3	4.1	3.8	38/569	538/10.8	9.4	13.1		KUFX-F
6. KBAY-F (EZ)	36/ 4.4	5.0	5.1	4.3	3.7	4.7	43/537	493/ 9.9	10.0	8.0		KBAY-F
7. KBOO-F (CL)	26/ 3.2	4.2	---	---	---	3.7	27/283	374/ 7.5	---	---		KBOO-F
KTGE (SP)	26/ 3.2	2.8	3.9	3.8	3.6	3.4	26/340	340/ 6.8	5.7	7.3	C	KTGE
9. KOCH-F (AC)	25/ 3.1	2.9	3.5	2.2	3.3	2.9	25/412	412/ 8.3	8.7	7.1	A	KOCH-F
10. KRQC-F (ADR)	24/ 3.0	3.2	2.8	2.7	4.4	2.9	25/480	466/ 9.4	6.7	10.5	A	KRQC-F
KNBR (T)	24/ 3.0	2.3	2.1	3.7	3.1	2.8	27/418	383/ 7.7	6.9	8.4		KNBR
12. KKL-F-AF (SP)	23/ 2.8	4.7	4.4	4.8	4.6	4.2	23/329	324/ 6.5	7.0	4.0	A	KKL-F-AF
13. KLFA-F (SP)	21/ 2.6	1.7	2.4	2.4	1.3	2.3	21/212	212/ 4.3	4.6	3.1		KLFA-F
KPIG-F (ADR-P)	21/ 2.6	2.3	2.4	3.6	2.1	2.7	21/285	271/ 5.5	5.9	6.4	B	KPIG-F
15. KMXZ-F (AC)	20/ 2.5	4.5	2.8	4.8	3.6	3.7	21/529	477/ 9.6	9.3	11.1	B	KMXZ-F
16. KRAY-F (SP)	18/ 2.2	2.9	2.7	3.3	2.2	2.8	18/307	305/ 6.1	6.8	6.7	C	KRAY-F
KYLZ-FF (B)	18/ 2.2	2.4	2.4	2.2	0.7	2.3	18/436	418/ 8.4	8.0	5.4		KYLZ-FF
18. KXDC-F (J)	17/ 2.1	1.4	2.7	3.0	3.6	2.3	17/243	243/ 4.9	5.8	7.8	A	KXDC-F
19. KCTY (SP)	15/ 1.8	1.5	0.6	2.1	1.4	1.5	15/183	183/ 3.7	2.5	4.2		KCTY
20. KSCO (T)	14/ 1.7	1.0	2.3	2.3	2.8	1.8	14/267	264/ 5.3	6.2	7.0		KSCO

12+ FM SHARE (METRO): 72.08% (483 of 670) (SPG 93: 70.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KWAV-F>	1 KTOM-AF<	1 KTOM-AF	1 KTOM-AF	1 KGO	1 KGO <	1 KTOM-AF	1 KTOM-AF>	1 KGO	1 KGO >>
2 KMXZ-F	2 KDON-F	2 KWAV-F>	2 KWAV-F	2 KWAV-F	2 KTOM-AF>	2 KTOM-AF	2 KGO <	2 KDON-F	2 KDON-F	2 KDON-F>
4 KYLZ-FF	KTOM-AF	3 KUFX-F	3 KUFX-F	3 KUFX-F	3 KBAY-F	3 KWAV-F>	3 KWAV-F	3 KWAV-F<	3 KTOM-AF	3 KCBS
4	4 KUFX-F	4 KDON-F	4 KGO	4 KGO	4 KWAV-F	4 KDON-F	4 KUFX-F	4 KGO	4 KWAV-F<	KNBR
5	5 KRQC-F	5 KGO	5 KTGE	5 KPIG-F	5 KBOO-F	5 KBAY-F	5 KBAY-F	5 KUFX-F	5 KBOO-F	KTOM-F
6	6 KTGE	6	6	KTGE	KNBR	6	6	6	6 KMXZ-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 KDON-F	1 KWAV-F	1 KWAV-F	1 KWAV-F	1 KWAV-F<	1 KDON-F	1 KTOM-AF	1 KTOM-AF	1 KTOM-AF	1 KTOM-AF
2 KWAV-F	2 KDON-F	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF>	2 KMXZ-F	KWAV-F	KWAV-F	2 KWAV-F	2 KWAV-F
3 KRAY-F	3 KTOM-AF	3 KDON-F	3 KDON-F	3 KUFX-F	KRQC-F	KRQC-F	3 KUFX-F	KUFX-F	KGO
KMXZ-F	4 KKL-F-AF	KKL-F-AF	KUFX-F	4 KOCH-F	4 KTOM-AF	4 KDON-F	KRQC-F	4 KGO	KUFX-F
KLFA-F	KLFA-F	KUFX-F	5 KOCH-F	KGO	KWAV-F	5 KUFX-F	KTGE	KRQC-F	5 KPIG-F
6	KUFX-F	6	6	6	6	6	6 KGO	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

SALINAS-MONTEREY-SANTA CRUZ

FORMATS					SPG 93		OTHER RATED STATIONS			METRO CUME TSA TSA		
	AM	FM	TOTAL	%	%				SHARE/RTG/AQH/CUME			
AC		100 ( 3)	100 ( 3)	14.9	8.7	KKMC (REL)	880	GONZALES	0.5/2.4/	4/	120	
ADP/CLASSIC		102 ( 7)	102 ( 7)	15.2	13.5	KLUE-F (AOR)	106.3	SOLEDAD	0.4/1.2/	4/	61	
COUNTRY	11 ( 1)	63 ( 1)	74 ( 2)	11.0	11.6	KVRG-F (SP)	107.1	SEASIDE	0.6/3.7/	5/	197	
NEWS/TALK	118 ( 4)		118 ( 4)	17.6	17.5							
CHR		51 ( 1)	51 ( 1)	7.6	12.0	KBLX-F (J/B)	102.9	BERKELEY	0.5/0.9/	4/	47	
BLACK/URBAN		18 ( 2)	18 ( 2)	2.7	---	KCBS (N)	740	SAN FRANCISCO	1.5/7.6/	14/	413	
SOFT AC/EZ		36 ( 1)	36 ( 1)	5.4	9.2	KFOG-F (AOR)	104.5	SAN FRANCISCO	0.6/1.3/	5/	69	
HISPANIC	54 ( 4)	66 ( 4)	120 ( 8)	17.9	10.8	KLOK (SP)	1170	SAN JOSE	1.5/2.7/	14/	156	
						KOME-F (AOR)	98.5	SAN JOSE	1.0/2.4/	8/	135	
						KSJO-F (AOR)	92.3	SAN JOSE	0.5/3.8/	6/	225	
OLDIES					1.0							
FULL SVC/VARIETY												
STANDARDS					3.1							
RELIG/GOSPEL	4 ( 1)		4 ( 1)	0.6	3.1							
CLASSICAL		26 ( 1)	26 ( 1)	3.9	5.3							
JAZZ		21 ( 2)	21 ( 2)	3.1	4.3							
OTHERS/UNKNOWN												
TOTALS	187 (10)	483 (22)	670 (32)									

DUOPOLY REPORT	12+	25-54	REVENUE
KDON-F, KRQC-F (Henry)	9.3%	6.9%	15.3%

RADIO STATIONS

KCTY , 980, 1 KW/247W (DA-1),	Hispanic	CBS, \$14.00	(Lotus)	
KIEZ , 540, 10 KW/500 W	Hispanic	SMN, \$13.00	( --- )	
KSCO , 1080, 10 KW/5 KW (DA-2),	Talk	TALKNT, CNN, \$17.00	( --- )	
KTGE , 1570, 5 KW/500W (DA-1),	Hispanic	, \$14.00	(Caballero)	
KTOM , 1380, 5 KW (DA-2)	: See KTOM-FM			
KBOQ-F, 95.5, 1.7 KW @ 630	, Classical	, \$ NA	( --- )	
KDON-F, 102.5, 19 KW @ 2270	, CHR	, \$40.00	(Christal)	Henry
KKLF-F, 104.3, 6 KW @ 328	, Hispanic	, \$16.00	( --- )	
KMBY-F, 107.1, 1.9 KW @ 604	, AOR	, \$28.00	(Banner)	
KMXZ-F, 93.5, 0.9 KW @ 1519	, CHR	UNISTR, \$16.00	(Eastman)	(HOLLISTER)
KOCH-F, 104.9, 1.9 KW @ 600	, AC	UNISTR, MBS, \$22.00	(Torbet)	
KPIG-F, 107.5, 2.9 KW @ 335	, Prog. AOR	, \$17.00	(Banner)	(FREEDOM)
KLFA-F, 93.9, 5.4 KW @ 702	, Hispanic	, \$15.00	(Caballero)	(KING CITY)
KRAY-F, 103.5, 1.2 KW @ 515	, Hispanic	CBS, \$16.00	(Lotus)	
KRQC-F, 92.7, 7 KW @ 620	, AOR	, \$18.00	( --- )	Henry
KTOM-F, 100.7, 0.9 KW @ 2421	, Country	ABC, \$50.00	(Katz)	Magic
KHAV-F, 96.9, 18 KW @ 2450	, AC	AP, \$42.00	(D&R)	Buckley
KXDC-F, 101.7 0.8 KW @ 590	, Jazz	, \$20.00	( --- )	

Other Ranked Stations - See San Jose or San Francisco

Miscellaneous: KVOQ-F picks up KBOQ-F calls and uses classical format (Feb) . . . KMBY A/F was silent as of May . . . KMBY-F changes to KVRG-F and format to Hispanic (June) . . . KIEZ now simulcasts with KKLF-F and programs Hispanic. . .

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 153/219,000

Stations: 29/25  
Diaries: 854/256:1/58.4%  
Sample Target: 740  
% Below Line: 4.5  
% Not Listed: 22.2

1993 Revenue: NA  
HH Inc.: \$30,666  
Retail \$: 2.5 Bil  
Pop per Station: 8,760  
#1 Biller: NA

MSA Rank/Pop: NA  
ADI NA  
Average Person Ratings: 19.1  
Market TSL: 25.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WWFG-F (C)	45/10.7	8.0	----	----	----	----	63/716	508/23.2	21.9	----	WWFG-F
2. WOCQ-F (B)	37/ 8.8	8.7	7.9	----	7.9	----	44/492	401/18.3	19.4	20.2	WOCQ-F
3. WZBH-F (AOR)	32/ 7.6	6.7	10.1	----	8.2	----	40/579	366/16.7	14.9	18.9	WZBH-F
4. WQHQ-F (AC)	29/ 6.9	9.0	5.9	----	10.2	----	33/446	371/16.9	16.9	16.1	WQHQ-F
5. WICO-F (C)	17/ 4.1	6.0	6.8	----	5.6	----	19/312	255/11.6	12.9	17.9	WICO-F
6. WLFX-F (-)	15/ 3.6	----	----	----	----	----	19/245	199/ 9.1	----	----	WLFX-F
7. WSBY-F (O)	14/ 3.3	4.2	4.5	----	5.1	----	15/236	201/ 9.2	9.7	14.8	WSBY-F
8. WGMD-F (SAC)	13/ 3.1	3.7	6.2	----	6.2	----	14/164	152/ 6.9	6.4	10.1	WGMD-F
WRKE-F (CHR)	13/ 3.1	2.0	2.8	----	2.8	----	13/209	197/ 9.0	8.2	11.7	WRKE-F
10. WOLC-F (REL)	9/ 2.1	4.0	1.7	----	2.8	----	13/203	145/ 6.6	6.9	8.2	WOLC-F
WXJN-F (O)	9/ 2.1	3.5	4.5	----	----	----	9/145	135/ 6.2	6.9	9.1	WXJN-F
12. WJDY (G)	8/ 1.9	1.7	0.8	----	2.5	----	9/128	123/ 5.6	5.5	7.0	WJDY
WKHI-F (CHR)	8/ 1.9	3.2	4.2	----	4.8	----	9/214	186/ 8.5	10.9	16.5	WKHI-F
14.											
15.											

12+ FM SHARE (METRO): 88.65% (289 of 326) (SPG 93: 92.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOCQ-F>	1 WZBH-F	1 WWFG-F<	1 WWFG-F	1 WWFG-F>	1 WWFG-F>	1 WWFG-F	1 WWFG-F	1 WWFG-F	1 WOCQ-F>	1 WQHQ-F
2 WRKE-F	2 WWFG-F	2 WZBH-F<	2 WOCQ-F<	2 WOCQ-F<	2 WOCQ-F	2 WOCQ-F	2 WZBH-F	2 WOCQ-F	2 WWFG-F	2 WOCQ-F
WKHI-F	3 WOCQ-F	3 WOCQ-F>	3 WZBH-F	3 WQHQ-F	3 WQHQ-F	3 WQHQ-F<	3 WOCQ-F	3 WZBH-F<	3 WQHQ-F	3 WWFG-F
4	4 WQHQ-F	4 WQHQ-F	4 WQHQ-F>	4 WZBH-F	4 WGMD-F	4 WZBH-F	4 WQHQ-F	4 WQHQ-F	4 WZBH-F	4 WRXS-F
5	5	5 WLFX-F	5	5	5 WICO-F	5 WICO-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 WOCQ-F	1 WQHQ-F	1 WQHQ-F	1 WWFG-F<	1 WWFG-F<	1 WZBH-F	1 WZBH-F>	1 WZBH-F	1 WZBH-F	1 WWFG-F
WWFG-F	2 WWFG-F	2 WWFG-F	2 WQHQ-F	2 WQHQ-F	2 WLFX-F	2 WWFG-F<	2 WWFG-F	2 WWFG-F<	2 WZBH-F
3 WQHQ-F	3 WZBH-F	3 WZBH-F	3 WOCQ-F>	3 WOCQ-F	3 WWFG-F	3 WOCQ-F	3 WOCQ-F	3 WOCQ-F>	3 WOCQ-F>
WZBH-F	4 WOCQ-F>	4	4 WZBH-F	4 WZBH-F	4 WOCQ-F	4 WLFX-F	4	4 WLFX-F	4 WQHQ-F
5	5	5	5	5	5	5	5	5 WICO-F	5 WICO-F
									5 WSBY-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	..	..	....	%	%		SHARE/RTG/AOH/CUME		
AC		43 ( 4)	43 ( 4)	13.2	13.0	WAFL-F (AC) 97.7	MILFORD, DE	1.4/3.8/	40/ 340
AOR/CLASSIC		51 ( 3)	51 ( 3)	15.6	14.4	WDNO-F (AC) 95.3	LAUREL, DE	1.0/2.1/	4/ 54
COUNTRY		73 ( 4)	73 ( 4)	22.4	24.0	WDSD-F (C) 94.7	DOVER	1.7/4.8/	52/ 574
NEWS/TALK	10 ( 2)		10 ( 2)	3.1	----	WECY-AF (SAC) 98.3	SEAFORD, DE	0.7/4.6/	3/ 102
						WICO (T) 1320	SALISBURY, MD	1.7/3.7/	7/ 81
CHR		21 ( 2)	21 ( 2)	6.4	11.0	WLWV-F (O) 105.5	SALISBURY, MD	1.4/6.4/	6/ 150
BLACK/URBAN		37 ( 1)	37 ( 1)	11.3	13.2	WMYJ-F (AC) 106.5	POCONOKE, MD	1.0/1.9/	8/ 75
SOFT AC/EZ	1 ( 1)	15 ( 2)	16 ( 3)	4.9	12.0	WRXS-F (?) 106.9	OCEAN CITY, MD	1.4/2.7/	6/ 60
HISPANIC						WSSR (ST) 900	GEORGETOWN, MD	1.7/3.9/	8/ 102
						WTGM (T) 960	SALISBURY	0.7/4.1/	3/ 90
OLDIES		29 ( 3)	29 ( 3)	8.9	6.4	WXPZ-F (REL) 101.3	MILFORD	1.2/2.9/	11/ 139
FULL SVC/VARIETY						WCAO (G) 600	BALTIMORE	1.9/3.1/	11/ 127
STANDARDS	10 ( 2)		10 ( 2)	3.1	3.2	WCMC (BB) 1230	WILDWOOD, NJ	0.7/1.5/	3/ 33
RELIG/GOSPEL	16 ( 2)	14 ( 2)	30 ( 4)	9.2	2.4	WVES-F (C) 99.3	ACCOMAC, VA	1.0/2.0/	10/ 124
CLASSICAL						WZXL-F (AOR) 100.7	WILDWOOD, NJ	1.0/2.7/	14/ 171
JAZZ									
OTHERS/UNKNOWN		6 ( 1)	6 ( 1)	1.8	1.2				
TOTALS	37 ( 7)	289 (22)	326 (29)						

SALISBURY-OC, MD  
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DUOPOLY REPORT -----	12+ -----	25-54 -----	REVENUE -----
WICO A/F, WXJN-F (Prettyman)	7.9%	7.8%	NA
WTGM, WQHQ-F, WLVW-F (HVS)	9.0%	11.8%	NA
WWFG-F, WKHI-F, WETT (Benchmark)	12.6% -----	11.7% -----	NA -----
	29.5%	31.3%	NA

RADIO STATIONS  
 -----

WICO , 1320, 1 KW (DAYS)	, Talk	ABC, \$10.00 ( --- )	Prettyman	
WJDY , 1470, 5 KW/500 W (DA-N)	, Black/Gospel	CBS, \$10.00 ( --- )		
WDSB-F, 94.7, 50 KW @ 361	, Country	UNISTR, \$48.00 (Torbet)	Benchmark	(DOVER)
WGMD-F, 92.7, 3 KW @ 298	, EZ/Soft AC	, \$15.00 ( --- )		(RENOBOTH)
WICO-F, 94.3, 3 KW @ 298	, Country	, \$30.00 ( --- )	Prettyman	
WKHI-F, 95.9, 6 KW @ 298	, CHR	, \$24.00 ( --- )	Benchmark	(BETHANY BCH)
WLVW-F, 105.5, 2 KW @ 384	, Oldies	SMN, \$15.00 (Banner)	HVS	
WOCO-F, 103.9, 3 KW @ 328	, Black	UNISTR ABC, \$22.00 (K & P)		(BERLIN, MD)
WOLC-F, 102.5, 50 KW @ 500	, Religion	USA, \$10.00 ( --- )		(PRINCESS ANNE)
WQHQ-F, 104.7, 33 KW @ 610	, AC	MBS, \$28.00 (Banner)	HVS	
WRKE-F, 101.7, 3 KW @ 298	, CHR	NBC, \$11.00 (Roslin)		(OCEAN VIEW)
WSBY-F, 98.9, 6 KW @ 328	, Oldies	CBS, \$21.00 ( --- )		
WWFG-F, 99.9, 50 KW @ 321	, Country	, \$30.00 ( --- )	Benchmark	
WXJN-F, 105.9, 6 KW @ 328	, Oldies	, \$13.00 ( --- )	Prettyman	(LEWES)
WXPZ-F, 101.3, 3 KW @ 328	, Religion	USA, \$10.00 ( --- )		(MILFORD)
WZBH-F, 93.5, 11 KW @ 485	, AOR	, \$23.00 (Roslin)	Great Scott	(GEORGETOWN)
WLFX-F, 97.1, 2 KW @ 374	, AOR	, \$14.00 (K & P)		(OCEAN PINES)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,099,000  
 MSA Rank/Pop: 45/1,160,000  
 ADI # 41  
 Average Person Ratings: 14.3  
 Market TSL: 19.00 hours

Stations: 28/28  
 Diaries: 1822/603:1/59.7%  
 Sample Target: 1795  
 % Below Line: 0.0%  
 % Not Listed: 10.0%

1993 Revenue: \$33,300,000  
 HH Inc.: \$34,583  
 Retail \$: 8.7 Bil  
 Pop per Station: 39,250  
 #1 Biller: KKAT-F \$5,000,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
								CUME/CUME RATING	FAL 93	SPG 93		
1. KSFI-F (SAC)	164/10.5	10.5	11.1	10.2	9.8	10.6	184/2993	2628/23.9	26.6	24.1	E	KSFI-F
2. KSOP-AF (C)	143/9.2	9.3	10.5	9.6	8.3	9.7	180/2574	2018/18.4	21.8	18.7	D	KSOP-AF
3. KKAT-F (C)	129/8.2	8.5	9.5	9.6	11.9	9.0	152/2320	1946/17.7	21.6	24.4	G	KKAT-F
4. KSL (FS/T)	93/5.9	6.2	6.7	5.3	5.5	6.0	113/2486	2061/18.8	23.2	20.4	F	KSL
5. KXRK-F (AOR-NR)	90/5.7	3.7	3.3	3.2	4.2	4.0	93/1181	1153/10.5	9.1	8.6		KXRK-F
6. KLZX-AF (CL AOR)	75/4.8	4.0	4.8	6.1	5.1	4.9	87/1866	1622/14.8	14.0	14.2	E	KLZX-AF
7. KISN-F (CHR/AC)	74/4.7	4.5	4.2	4.9	5.7	4.6	91/1958	1602/14.6	14.0	16.5	D	KISN-F
8. KRSP-F (O)	73/4.7	2.8	2.1	3.6	2.0	3.3	82/1538	1326/12.1	9.8	9.9		KRSP-F
9. KUTQ-F (CHR)	63/4.0	3.7	4.8	4.9	4.9	4.4	69/1847	1628/14.8	16.3	15.6	C	KUTQ-F
10. KBER-F (AOR)	63/4.0	6.1	5.1	4.6	6.6	5.0	68/1403	1257/11.4	13.4	15.0	C	KBER-F
11. KZHT-F (CHR)	59/3.8	4.5	3.3	2.9	2.6	3.6	62/1196	1138/10.4	12.1	9.3		KZHT-F
12. KODJ-F (O)	54/3.4	2.7	3.2	2.6	3.5	3.0	63/1187	996/9.1	10.3	10.3	C	KODJ-F
13. KALL (T/FS)	52/3.3	3.1	3.6	2.9	3.0	3.2	52/797	773/7.0	8.9	8.6	C	KALL
14. KDYL (ST)	41/2.6	3.6	4.4	2.0	2.8	3.2	42/584	567/5.2	8.2	5.7		KDYL
15. KBZN-F (J)	35/2.2	2.6	2.9	1.5	1.5	2.3	37/773	699/6.4	8.0	5.9		KBZN-F
16. KISN (T/SPRTS)	35/2.2	1.8	1.4	0.5	1.0	1.5	41/1212	1067/9.7	5.5	5.1		KISN
17. KVRI-F (AC)	33/2.1	4.1	2.9	3.1	2.6	3.1	38/1145	1056/9.6	9.9	8.8	C	KVRI-F
18. KUJJ-F (C)	23/1.5	0.6	0.3	0.7	---	0.8	24/420	378/3.4	2.1	---		KUJJ-F
19. KMXB-F (AC)	20/1.3	1.9	1.5	2.1	2.3	1.7	22/589	562/5.1	4.9	7.4		KMXB-F
20.												

12+ FM SHARE (METRO): 80.35% (1133 of 1410) (SPG 93: 80.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZHT-F<	1 KXRK-F<	1 KSFI-F<	1 KSFI-F	1 KSFI-F<	1 KSFI-F	1 KSFI-F	1 KSFI-F	1 KSFI-F	1 KKAT-F	1 KSFI-F
2 KUTQ-F>	2 KKAT-F<	2 KKAT-F<	2 KSOP-AF	2 KSOP-AF	2 KSL	2 KSL	2 KSOP-AF	2 KKAT-F	2 KSFI-F<	2 KSOP-F
3	3 KSOP-AF	3 KSOP-AF	3 KKAT-F	3 KKAT-F	3 KSOP-AF>	KSOP-AF	3 KKAT-F>	KSOP-AF>	3 KXRK-F	3 KSL
4	4 KSFI-F	4 KXRK-F	4 KRSP-F<	4 KRSP-F<	4 KKAT-F	4 KKAT-F	4 KALL	4 KXRK-F	4 KUTQ-F	4 KKAT-F
5	5 KISN-F	5 KISN-F<	5 KLZX-AF	5 KLZX-AF	5 KDYL	5 KISN-F<	5 KSL	5 KSL <	5 KZHT-F	5 KDYL
6	6 KRSP-F<	6 KRSP-F<	KISN-F	KISN-F	KLZX-AF	6 KLZX-AF	KXRK-F	6 KRSP-F	6	6
7	7 KLZX-AF	7 KLZX-AF	7	7 KODJ-F<	7	7 KZRK-F	7 KRSP-F	7 KISN-F	7	7
8	8	8	8	8 KSL	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 KXRK-F	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KSFI-F>	1 KXRK-F	1 KSOP-AF<	1 KSOP-AF	1 KSOP-AF<	1 KKAT-F
2 KKAT-F	2 KKAT-F<	2 KISN-F	2 KISN-F	2 KSOP-AF	2 KSOP-AF	2 KXRK-F<	2 KKAT-F	2 KKAT-F	KSOP-AF
3 KISN-F	3 KXRK-F	3 KKAT-F	3 KKAT-F	3 KISN-F	3 KBER-F	3 KKAT-F	3 KLZX-AF	3 KLZX-AF	3 KSFI-F
KSFI-F	4 KUTQ-F<	4 KSOP-AF	4 KSOP-AF	4 KKAT-F	4 KKAT-F	4 KLZX-AF	KXRK-F	4 KXRK-F	4 KLZX-AF
5 KUTQ-F	5 KSOP-AF	5 KXRK-F	5 KXRK-F	5 KODJ-F	5 KLZX-AF	5 KBER-F	5 KRSP-F	5 KRSP-F	5 KRSP-F
6 KSOP-AF	6 KRSP-F	6 KUTQ-F	6 KRSP-F	6 KVRI-F	6	6 KRSP-F	6 KSFI-F	6 KSFI-F	6 KSL
KRSP-F	7	7 KRSP-F	7 KODJ-F	7	7	7	7	7	7 KISN
KZHT-F			KUTQ-F						

SALT LAKE CITY  
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FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		53 ( 2)	53 ( 2)	3.8	8.0	KCNR (T) 1320	SALT LAKE CITY	1.1/2.7/	17/ 298
AOR/CLASSIC	1 ( 1)	239 ( 4)	240 ( 5)	17.0	21.5	KFAM (EZ) 700	N. SALT LAKE	0.9/2.9/	15/ 371
COUNTRY	4 ( 1)	302 ( 4)	306 ( 5)	21.7	22.1	KOVO (?) 960	PROVO	0.4/1.1/	7/ 116
NEWS/TALK	117 ( 4)		117 ( 4)	8.3	2.4	KRGQ-F (C) 107.9	ROY	0.7/1.5/	16/ 230
CHR		196 ( 3)	196 ( 3)	13.9	14.5	KTCK (T) 630	SALT LAKE CITY	0.8/1.2/	13/ 131
BLACK/URBAN						KSOS-F (O) 106.9	BRIGHAM	1.1/3.8/	28/ 531
SOFT AC/EZ	14 ( 1)	164 ( 1)	178 ( 2)	12.6	11.7	KUMT-F (AOR-P) 105.7	CENTERVILLE	0.8/3.0/	13/ 379
HISPANIC									
OLDIES		144 ( 3)	144 ( 3)	10.2	3.9				
FULL SVC/VARIETY	93 ( 1)		93 ( 1)	6.6	9.3				
STANDARDS	41 ( 1)		41 ( 1)	2.9	3.1				
RELIG/GOSPEL					1.6				
CLASSICAL									
JAZZ		35 ( 1)	35 ( 1)	2.5	1.7				
OTHERS/UNKNOWN	7 ( 1)		7 ( 1)	0.5	---				
TOTALS	277 (10)	1133 (18)	1410 (28)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KKAT-F, KALL, KOOJ-F (Apollo)	14.9%	16.7%	21.6%
KDYL, KSFI-F, KRSP-F (Simmons)	17.8%	18.6%	13.0%
KBBX, KMXB-F, KUMT-F (Ragan Henry)	2.1%	2.8%	2.5%
	34.8%	38.1%	37.1%

RADIO STATIONS  
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AM STATIONS  
-----

KALL, 910, 5 KW/1KW (DA-N)	, Talk/Full Service	MBS, \$ 32.00	(Eastman)	Apollo
KDYL, 1280, 5 KW/500W (DA-N)	, Standards	CNN, \$ 27.00	(CBS)	Simmons
KFAM, 700, 50 KW/1 KW	, EZ	, \$ 22.00	( --- )	
KISN, 570, 5 KW (DA-1)	, Talk/Sports	AP, \$ 23.00	(Mc-Guild)	
KSL, 1160, 50 KW	, Full Service	CBS, ABC, \$ 88.00	(CBS)	Bonneville
KTCK, 630, 1 KW/500 W (DA-2)	, Talk	ABC, NBC, \$ 21.00	(K & P)	

FM STATIONS  
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KBER, 101.1, 25 KW @ 3739	, AOR	ABC, \$ 42.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3739	, Jazz	, \$ 30.00	(Eastman)	(OGDEN)
KISN, 97.1, 30 KW @ 3651	, CHR/AC	, \$ 55.00	(Mc-Guild)	
KKAT, 101.9, 26 KW @ 3739	, Country	, \$120.00	(Katz)	Apollo (OGDEN)
KLZX, 93.3, 26 KW @ 3739	, Classic AOR	ABC, \$ 67.00	(Christal)	Citadel
KMXB, 107.5, 45 KW @ 2850	, AC	, \$ 30.00	(Eastman)	Ragan Henry (OREM)
KOOJ, 94.1, 40 KW @ 3060	, Oldies	SMN, MBS, \$ 36.00	(Katz)	Apollo
KUJJ, 106.5, 8 KW @ 2709	, Simulcast w/KRGQ-F	, \$ NA	( --- )	(SPANISH FORK)
KRGQ, 107.9, 67 KW @ 2378	, Country	MBS, USA, UNISTR, \$ 26.00	( --- )	(ROY)
KRSP, 103.5, 28 KW @ 3628	, Oldies	CBS, \$ 34.00	(CBS)	Simmons
KSFI, 100.3, 26 KW @ 3739	, Soft AC/EZ	, \$ 74.00	(CBS)	Simmons
KSOP, 104.3, 25 KW @ 3638	, Country	, \$ 59.00	(MMR)	
KSOS, 106.9, 68 KW @ 2368	, Oldies	, \$ 22.00	( --- )	(BRIGHAM)
KUMT, 105.7, 7 KW @ 3660	, Prog. AOR	, \$ 29.00	(Eastman)	Ragan Henry (CENTERVILLE)
KUTQ, 99.5, 40 KW @ 2952	, CHR	NBC, Source, \$ 32.00	(K & P)	(BOUNTIFUL)
KVRI, 98.7, 40 KW @ 2929	, AC	, \$ 35.00	(Christal)	John Price
KXRK, 96.1, 55 KW @ 2631	, New AOR	UNISTR, ABC, \$ 31.00	(D & R)	(PROVO)
KZHT, 94.9, 48 KW @ 2798	, CHR	, \$ 30.00	(Torbet)	(PROVO)

Miscellaneous: KQOL-F changes to KUJJ-F (March) . . . KRSP-F changed from AOR to Oldies (Feb) . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,135,300  
 MSA Rank/Pop: 37/1,420,000  
 ADI # 36  
 Average Person Ratings: 18.0  
 Market TSL: 23.50 hours

Stations: 31/29  
 Diaries: 1919/592:1/52.0%  
 Sample Target: 1900  
 % Below Line: 0.6  
 % Not Listed: 8.6

1993 Revenue: \$46,900,000  
 HH Inc.: \$29,154  
 Retail \$: 11.4 Bil  
 Pop per Station: 39,148  
 #1 Biller: KXTN-AF \$7,100,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KXTN-AF (SP)	174/ 8.5	7.8	9.0	9.9	10.6	8.8	220/2604	2094/18.4	18.7	20.2	G	KXTN-AF
2. KCYY-F (C)	166/ 8.1	7.5	6.9	8.5	8.4	7.8	187/2477	2126/18.7	20.2	20.8	G	KCYY-F
3. KTFM-F (CHR)	139/ 6.8	9.4	9.3	9.4	8.6	8.7	146/2627	2459/21.7	22.5	25.7	E	KTFM-F
4. KISS-F (AOR)	137/ 6.7	6.6	6.3	7.2	6.3	6.7	149/2103	1829/16.1	15.7	16.4	D	KISS-F
5. KQXT-F (SAC)	126/ 6.2	6.8	8.5	7.1	7.3	7.2	134/1696	1580/13.9	19.2	15.3	F	KQXT-F
6. KAJA-F (C)	115/ 5.6	5.6	6.4	7.4	6.5	6.3	137/2099	1795/15.8	17.6	18.2	E	KAJA-F
7. KSJL-F (U/CHR)	109/ 5.3	4.0	2.6	1.9	2.7	3.5	110/1288	1185/10.4	5.4	6.0	B	KSJL-F
8. KZEP-F (CL AOR)	99/ 4.9	4.6	4.0	3.2	4.6	4.2	111/1599	1480/13.0	12.9	12.5	E	KZEP-F
9. KSMG-F (O)	95/ 4.7	4.9	3.1	2.8	2.5	3.9	101/1678	1539/13.6	10.3	10.8	D	KSMG-F
10. KTSA (T/H)	86/ 4.2	5.1	5.0	4.3	3.6	4.7	116/1596	1228/10.8	11.2	9.6	D	KTSA
11. KONO-AF (O)	80/ 3.9	3.5	4.1	3.5	4.0	3.8	98/1627	1328/11.7	11.8	14.7	C	KONO-AF
12. WOAI (N/T)	73/ 3.6	4.7	3.5	3.5	4.0	3.8	107/1958	1406/12.4	11.7	13.4	G	WOAI
13. KDIL-F (C)	71/ 3.5	3.4	3.0	3.4	2.0	3.3	98/1282	1045/ 9.2	7.9	5.3	C	KDIL-F
14. KLUP (ST)	67/ 3.3	3.1	2.3	3.7	2.8	3.1	75/809	690/ 6.1	4.9	6.6	A	KLUP
15. KKYX (C)	48/ 2.4	3.0	2.7	2.7	2.9	2.7	102/1137	594/ 5.2	5.4	6.4	B	KKYX
16. KRIO-F (SP)	41/ 2.0	3.0	2.6	3.1	2.5	2.7	43/962	895/ 7.9	7.7	8.1	C	KRIO-F
17. KROM-F (SP)	37/ 1.8	2.2	2.3	1.6	1.2	2.0	38/704	680/ 6.0	4.1	3.3	A	KROM-F
KCOR (SP)	37/ 1.8	1.9	2.6	1.8	2.6	2.0	40/456	440/ 3.9	4.3	4.6	C	KCOR
19. KSLR (REL)	28/ 1.4	0.5	1.4	1.2	1.3	1.1	36/598	514/ 4.5	3.7	3.8		KSLR
KEDA (SP)	28/ 1.4	1.0	0.6	1.2	0.7	1.1	36/315	293/ 2.6	1.8	2.2		KEDA

12+ FM SHARE (METRO): 73.85% (1375 of 1862) (SPG 93: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KISS-F>	1 KXTN-AF<	1 KXTN-AF<	1 KXTN-AF	1 KXTN-AF	1 KCYY-F	1 KCYY-F	1 KXTN-AF<	1 KSJL-F<	1 KXTN-F
2 KSJL-F	2 KCYY-F	2 KCYY-F	2 KCYY-F	KCYY-F>	2 KCYY-F	2 KXTN-AF<	2 KQXT-F<	2 KCYY-F	2 KXTN-AF<	KLUP-F<
3 KISS-F	KTFM-F	KISS-F	3 KZEP-F<	3 KSMG-F<	3 KTSA	3 KISS-F	3 KXTN-AF<	3 KISS-F	3 KTFM-F	3 KTSA
4	4 KXTN-AF	4 KZEP-F<	4 KSMG-F<	4 KZEP-F<	4 KQXT-F<	4 KTFM-F<	4 KTSA	4 KTFM-F	4 KISS-F	KCYY-F
5	5 KZEP-F<	5 KQXT-F<	5 KISS-F<	5 KQXT-F<	5 WOAI <	5 KQXT-F	5 KSMG-F<	5 KQXT-F	5 KCYY-F	5 KQXT-F
6	6 KQXT-F<	6 KTFM-F<	6 KQXT-F	6 KISS-F	6 KLUP	6 KAJA-F	6 KISS-F<	6 KZEP-F<	6 KAJA-F	6 KISS-F
7	7 KSJL-F<	7 KSMG-F	7 KAJA-F<	7 KAJA-F	KONO-AF	7 KSMG-F<	7 KAJA-F	7 KAJA-F	7 KQXT-F	KDIL-F
8	8 KDIL-F<	8 KAJA-F	8 KTFM-F<	8	8	8 WOAI	8	8	8	8
9	9 KAJA-F	9	9 KSJL-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 KTFM-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KISS-F	1 KISS-F>	1 KISS-F	1 KISS-F	1 KISS-F<
2 KCYY-F	2 KTFM-F<	2 KQXT-F	2 KXTN-AF<	2 KXTN-AF	2 KDIL-F	2 KZEP-F	2 KZEP-F	2 KZEP-F	2 KZEP-F<
3 KXTN-AF	3 KQXT-F	3 KXTN-AF	3 KQXT-F<	3 KQXT-F	3 KZEP-F	3 KSJL-F	3 KSJL-F	3 KXTN-AF	3 KXTN-AF
KQXT-F	4 KXTN-AF<	4 KAJA-F	4 KTFM-F	4 KSMG-F<	4 KSJL-F	4 KXTN-AF<	4 KSMG-F	4 KSJL-F<	4 KSMG-F
5 KISS-F	5 KAJA-F	5 KTFM-F	5 KAJA-F	5 KAJA-F	KTFM-F	5 KDIL-F	KXTN-AF	5 KSMG-F	5 KCYY-F
6 KDIL-F	6 KDIL-F	6 KSMG-F	6 KSMG-F	6 KTFM-F	6 KAJA-F	6 KTFM-F	6 KTFM-F	6 KCYY-F	6 KTSA <
7 KAJA-F	KISS-F<	7 KSJL-F	7	7	KXTN-AF	7 KSMG-F	7 KCYY-F	7 KONO-AF	7 KSJL-F<
8	8 KSJL-F	8	8	8	8	8	8	8	8 KONO-AF

SAN ANTONIO

FDRMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME		
AC		6 ( 1)	6 ( 1)	0.3	1.3		KCHL (G) 1480 SAN ANTONIO	0.9/1.5/	18/	168
ADR/CLASSIC		236 ( 2)	236 ( 2)	12.7	12.3		KDRY (REL) 1100 ALAMO HEIGHTS	0.8/1.8/	17/	226
COUNTRY	55 ( 2)	358 ( 4)	413 ( 6)	22.2	22.4		KENS (T) 1160 SAN ANTONIO	0.6/2.0/	13/	243
NEWS/TALK	179 ( 4)		179 ( 4)	9.6	8.3		KGNB (ST) 1420 NEW BRAUNFELS	0.5/1.2/	12/	173
							KSAH (SP) 720 UNIVERSAL CITY	1.1/2.3/	28/	332
CHR		139 ( 1)	139 ( 1)	7.5	9.4		KWED (C) 1580 SEQUIN	0.3/1.1/	7/	121
BLACK/URBAN		109 ( 1)	109 ( 1)	5.9	2.9		K2XS (T) 760 SAN ANTONIO	0.3/2.3/	12/	352
SOFT AC/EZ		126 ( 1)	126 ( 1)	6.8	8.0					
HISPANIC	91 ( 4)	249 ( 3)	340 ( 7)	18.3	20.8		KASE-F (C) 100.7 AUSTIN	0.3/1.2/	30/	501
							KEYI-F (AC) 103.5 AUSTIN	0.3/1.3/	17/	308
OLDIES	23 ( 1)	152 ( 2)	175 ( 3)	9.4	7.1					
FULL SVC/VARIETY										
STANDARDS	77 ( 2)		77 ( 2)	4.1	3.8					
RELIG/GOSPEL	62 ( 3)		62 ( 3)	3.3	3.2					
CLASSICAL										
JAZZ										
OTHERS/UNKNOWN					0.5					
TOTALS	487 (16)	1375 (15)	1862 (31)							

DUOPOLY REPORT	12+	25-54	REVENUE
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WOAI, K2XS, KAJA-F, KOXT-F (Clear Channel)	15.7%	18.8%	28.6%
KLUP, KISS-F, KSMG-F (Rusk)	14.7%	14.6%	10.3%
KCOR, KROM-F, KXTN A/F (Tichenor)	12.1%	12.6%	19.6%
KONO A/F, KRIO-F (John Barger)	5.9%	7.1%	5.3%
	48.4%	53.1%	63.8%

RADIO STATIONS

AM STATIONS

KCOR, 1350, 5 KW (DA-N), Hispanic			\$ 43.00 (Katz)	Tichenor
KEDA, 1540, 5 KW/1 KW (DA-N), Hispanic			\$ 26.00 (Caballero)	
KENS, 1160, 10 KW/1 KW, Talk/Variety			\$ 21.00 ( --- )	KENS-TV
KKYX, 680, 50 KW/10 KW (DA-N), Country		ABC	\$ 45.00 (Katz)	NewCity
KLUP, 930, 5 KW/1 KW (DA-N), Standards			\$ 29.00 (CBS)	Rusk
KONO, 860, 5 KW/1 KW (DA-N) -- See KONO-FM				
KSLR, 630, 5 KW, Religion		USA	\$ 20.00 ( --- )	Salem
KTSA, 550, 5 KW (DA-N), Talk/News	TALKNT,	ABC	\$ 54.00 (Banner)	
WOAI, 1200, 50 KW, News/Talk		CBS	\$ 115.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 984, Country			\$ 84.00 (Christal)	Clear Channel
KCYX, 100.3, 100 KW @ 984, Country			\$ 146.00 (Katz)	NewCity
KDIL, 106.7, 100 KW @ 1017, Country			\$ 37.00 ( --- )	
KISS, 99.5, 100 KW @ 1112, ADR			\$ 59.00 (CBS)	Rusk
KONO, 101.1, 100 KW @ 649, Oldies	UNISTR,	NBC	\$ 41.00 (MMR)	Barger (FREDICKSBURG)
KOXT, 101.9, 100 KW @ 669, Soft AC			\$ 95.00 (Christal)	Clear Channel
KRIO, 94.1, 22 KW @ 695, Hispanic			\$ 33.00 ( --- )	Barger (FLORESVILLE)
KROM, 92.9, 100 KW @ 1017, Hispanic			\$ 36.00 (Katz)	Tichenor
KSJL, 96.1, 100 KW @ 597, Urban	NBC,	SMN	\$ 34.00 (Eastman)	Inner City
KSMG, 105.3, 100 KW @ 1250, Oldies			\$ 58.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 669, CHR			\$ 79.00 (Banner)	
KXTN, 107.5, 100 KW @ 1469, Hispanic			\$ 163.00 (Mc-Guild)	Tichenor
KZEP, 104.5, 100 KW @ 659, Classic ADR			\$ 73.00 (Christal)	Lotus

Miscellaneous: KZEP-AM changes to KHBL (March) . . . KSLR sold by Communicom to Salem for \$ \_\_\_\_\_ . . .



SAN DIEGO  
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Arbitron Rank/Pop (12+): 15/2,213,500  
MSA Rank/Pop: 14/2,680,000  
ADI # 25  
Average Person Ratings: 16.5  
Market TSL: 22.00 hours

Stations: 39/31  
Diaries: 2463/ 899:1/54.6%  
Sample Target: 2210  
% Below Line: 7.2  
% Not Listed: 10.9

1993 Revenue: \$86,600,000  
HH Inc.: \$41,672  
Retail \$: 21.3 Bil  
Pop per Station: 71,403  
#1 Biller: KSON AF \$10,100,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KSON-AF (C)	264/ 7.2	7.9	6.5	7.7	7.7	7.3	264/3383	3383/15.3	15.3	15.5	I	KSON-AF
2. KKLO-F (CHR)	218/ 6.0	6.8	6.4	6.1	5.7	6.3	218/4223	4223/19.1	20.6	17.6	G	KKLO-F
3. KHTZ-F (CHR)	203/ 5.6	5.8	4.6	6.1	4.0	5.5	203/3022	3022/13.7	14.6	14.6	D	KHTZ-F
4. KSDO (N/T)	200/ 5.5	5.2	7.1	5.4	6.1	5.8	200/2666	2666/12.0	13.9	12.6	G	KSDO
5. KJQY-F (SAC)	166/ 4.6	5.4	4.5	3.7	4.2	4.6	166/2177	2177/ 9.8	12.3	11.4	F	KJQY-F
6. XTRA-F (AOR-NR)	139/ 3.8	3.5	4.4	4.1	4.6	4.0	139/2880	2880/13.0	13.6	13.4	H	XTRA-F
7. KFMB (FS)	138/ 3.8	2.9	3.6	4.4	5.1	3.7	138/2535	2535/11.5	11.2	11.5	H	KFMB
8. KYXY-F (AC)	137/ 3.8	5.0	4.6	4.7	4.2	4.5	137/2938	2938/13.3	14.0	13.3	G	KYXY-F
9. KFI (T)	122/ 3.3	2.7	2.9	3.1	2.7	3.0	122/1703	1703/ 7.7	7.0	7.3		KFI
10. KIFM-F (J)	121/ 3.3	3.0	4.0	4.0	3.3	3.6	121/2135	2135/ 9.6	9.5	9.6	F	KIFM-F
11. KGB -F (AOR-CL)	120/ 3.3	4.3	4.4	4.4	4.1	4.1	120/2589	2589/11.7	13.2	13.4	G	KGB -F
12. KBZS-F (O)	119/ 3.3	4.0	3.8	3.6	3.4	3.7	119/2395	2395/10.8	11.6	10.8	D	KBZS-F
13. KIOZ-F (AOR)	118/ 3.2	3.2	2.9	2.5	3.2	3.0	118/1656	1656/ 7.5	6.6	7.1	D	KIOZ-F
14. KFSD-F (CL)	116/ 3.2	3.5	3.7	3.5	2.7	3.5	116/1635	1635/ 7.4	10.0	7.1	D	KFSD-F
15. KPOP (ST)	113/ 3.1	3.1	3.2	3.6	3.7	3.3	113/1318	1318/ 6.0	6.8	6.4	C	KPOP
16. XHRM-F (AOR-P)	111/ 3.0	2.9	2.8	2.7	3.0	2.9	111/2487	2487/11.2	11.4	10.2	C	XHRM-F
17. KCLX-F (CL AOR)	93/ 2.5	2.0	2.3	2.4	2.8	2.3	93/1906	1906/ 8.6	8.6	9.4	D	KCLX-F
18. XHKY-F (SP)	86/ 2.4	0.9	0.9	1.6	0.7	1.5	86/1007	1007/ 4.5	1.7	2.3		XHKY-F
19. KCBQ-F (O)	81/ 2.2	2.4	2.0	1.2	1.6	2.0	81/1590	1590/ 7.2	8.0	6.3	E	KCBQ-F
20. XTRA (SPRST)	70/ 1.9	2.4	2.3	1.5	1.7	2.0	70/1302	1302/ 5.9	7.6	5.5	E	XTRA
21. KFMB-F (AC)	69/ 1.9	1.7	2.3	2.6	3.6	2.1	69/2141	2141/ 9.7	10.2	12.1	G	KFMB-F
22.												
23.												
24.												
25.												

NOTE: SAN DIEGO'S METRO AND TSA ARE THE SAME.

12+ FH SHARE (METRO): 71.33% (2319 of 3251) (SPG 93: 68.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XHTZ-F>	1 KKLO-F<	1 KKLO-F	1 KSON-AF<	1 KSON-AF	1 KSDO	1 KKLO-F>	1 KSDO >	1 KSON-AF	1 XHTZ-F>	1 KKLO-F
2 KKLO-F<	2 XHTZ-F	2 KSON-AF	2 KKLO-F>	2 KKLO-F>	2 KSON-AF	2 KSDO	2 KSON-AF	2 XHTZ-F	2 KFMB <	2 KSDO
3 KSON-F	3 XTRA-F	3 XHTZ-F	3 KGB -F	3 KJQY-F	3 KFMB <	3 KSON-AF	3 KJQY-F	3 KKLO-F	3 KSON-AF	3 KFI <
4	4 KIOZ-F<	4 XTRA-F	4 XHTZ-F<	4 KIFM-F	4 KJQY-F	4 KFMB	4 KFI	4 KJQY-F	4 KKLO-F	4 KFMB <
5	5 XHRM-F	5 KGB -F	5 KIFM-F<	5 KGB -F	5 KPOP	5 XHTZ-F	5 KKLO-F	5 XTRA-F	5 KYXY-F	5 XHTZ-F<
6	6 KSON-AF	6 KIOZ-F	6 KJQY-F	6 XHTZ-F	6 KFSD-F	6 KJQY-F	6 XHTZ-F	6 KYXY-F	6 XTRA-F	6 KIFM-F<
7	7 KGB -F	7 KJQY-F	7 KCLX-F	7 KBZS-F	7 KFI	7 KGB -F	7 KYXY-F	7 KIOZ-F	7 XHRM-F	7 KSON-F
8	8	8	8	8	8	8	8	8 KSDO	8 KFSD-F	8
9	9	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 KKLO-F	1 KKLO-F<	1 KKLO-F	1 KKLO-F	1 KKLO-F	1 KIOZ-F	1 KIOZ-F	1 KGB -F	1 XTRA-F	1 KSON-AF	
2 XHTZ-F	2 XHTZ-F>	2 XHTZ-F	2 KSON-AF	2 KSON-AF	2 XHRM-F	2 XTRA-F	2 KCLX-F	2 KIOZ-F<	2 KGB -F	
3 KYXY-F	3 KSON-AF<	3 KYXY-F	3 XHTZ-F	3 KJQY-F	3 XTRA-F	3 KKLO-F	3 KKLO-F	3 KGB -F	3 KCLX-F	
4 KSON-AF	4 KYXY-F	4 XTRA-F	4 KJQY-F	4 KYXY-F	4 XHTZ-F	4 XHTZ-F<	4 XTRA-F	4 KSON-AF	4 KIFM-F	
5 KJQY-F	5 XTRA-F	5 KSON-AF	5 KYXY-F>	5 XHTZ-F	5 KKLO-F	5 XHRM-F<	5 KSON-AF	5 KKLO-F	5 XTRA-F	
6 XHRM-F	6 XHRM-F<	6 KFMB-F	6 KBZS-F	6 KBZS-F	6 KGB -F	6 KGB -F	6 KIOZ-F	6 XHTZ-F<	6 KKLO-F<	
7	7 KJQY-F	7 KJQY-F	7 XTRA-F	7 KIFM-F	7	7 KSON-AF	7 XHTZ-F	7 KCLX-F	7 KSDO	
8	8	8 XHRM-F	8	8	8	8	8	8	8	

SAN DIEGO

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	ISA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		206 ( 2)	206 ( 2)	6.3	8.8	KCBQ (O) 1170	SAN DIEGO	0.8/3.1/	30/ 686
AOR/CLASSIC		613 ( 7)	613 ( 7)	18.9	17.9	KCEO (N/T) 1000	VISTA	1.1/4.0/	39/ 880
COUNTRY	20 ( 1)	296 ( 2)	316 ( 3)	9.7	9.9	KKOS-F (AOR) 95.9	CARLSBAD	0.5/1.6/	17/ 351
NEWS/TALK	499 ( 6)		499 ( 6)	15.3	13.5	KOGO (T) 600	SAN DIEGO	0.6/2.6/	22/ 575
						KOWF-F (C) 92.1	ESCONDIDO	1.4/3.2/	52/ 717
CHR		421 ( 2)	421 ( 2)	12.9	11.2	KPRZ (REL) 1210	SAN MARCOS	0.5/2.1/	17/ 461
BLACK/URBAN		21 ( 1)	21 ( 1)	0.6	3.4	KSPA (ST) 1450	ESCONDIDO	0.7/1.6/	26/ 352
SOFT AC/EZ		166 ( 1)	166 ( 1)	5.1	5.4	KURS (SP) 1040	SAN DIEGO	0.9/2.3/	34/ 514
HISPANIC	87 ( 3)	144 ( 4)	231 ( 7)	7.1	5.3	XEMO (SP) 860	TIJUANA	1.0/2.9/	37/ 647
						XLTN-F (SP) 104.5	TIJUANA	0.8/3.1/	31/ 689
OLDIES	30 ( 1)	200 ( 2)	230 ( 3)	7.1	7.1				
FULL SVC/VARIETY	138 ( 1)		138 ( 1)	4.2	6.1	XPRS (SP) 109.0	TIJUANA	0.4/1.3/	16/ 291
STANDARDS	139 ( 2)		139 ( 2)	4.3	4.1	KWVE-F (REL) 107.9	SAN CLEMENTE	0.5/1.6/	17/ 346
RELIG/GOSPEL	17 ( 1)	17 ( 1)	34 ( 2)	1.0	0.8				
CLASSICAL		116 ( 1)	116 ( 1)	3.6	3.0	SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING:			
JAZZ		121 ( 1)	121 ( 1)	3.7	3.7	KKBT-F 0.6/1.1	KLVE-F 0.3/0.7		
OTHERS/UNKNOWN				0.0	0.0	KLAX-F 0.4/0.7	KNX 1.3/4.5		
TOTALS	930 (15)	2321 (24)	3251 (39)			KLOS-F 0.4/2.4			

DUOPOLY REPORT	12+	25-54	REVENUE
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KGMG, K10Z-F, KKLQ-F, KOGO (Local)	9.8%	9.8%	10.1%
KJQY-F, KYXY-F (SFX)	8.4%	9.1%	11.8%
	18.2%	18.9%	21.9%

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2)	SEE KCBQ-FM			
KCEO, 1000, 2.5 KW/250 W (DA-2)	Business News	BRN, \$ 32.00	( ... )	
KFMB, 780, 5 KW (DA-N)	Full Service	CBS, \$128.00	(Mc-Guild)	Midwest TV
KPOP, 1360, 5 KW/1 KW	Standards	UNISTR, NBC, \$ 43.00	(CBS)	Brown
KPRZ, 1210, 20 KW/5 KW (DA-2)	Religion	\$ 25.00	( ... )	Salem (SAN MARCOS)
KSDO, 1130, 10 KW (DA-2)	News/Talk	ABC, \$127.00	(Group W)	Gannett
KURS, 1040, 350 W/40 W	Hispanic	\$ 30.00	(Caballero)	
XTRA, 690, 50 KW (DA-2)	Sports	MBS, \$ 65.00	(MMR)	Noble (TIJUANA)

FM STATIONS

KBZS, 94.9, 22 KW @ 702	Oldies	\$ 70.00	(Banner)	Anaheim
KCBQ, 105.3, 29 KW @ 620	Oldies	\$ 75.00	(D&R)	Compass
KCLX, 102.9, 32 KW @ 561	Classic AOR	ABC, \$ 60.00	(Group W)	Gannett
KFMB, 100.7, 30 KW @ 620	AC/CHR	\$100.00	(Mc-Guild)	Midwest TV
KFSD, 94.1, 100 KW @ 640	Classical	\$ 82.00	(D&R)	Lotus
KGB, 101.5, 50 KW @ 500	AOR/Classic	\$142.00	(CBS)	Brown
KIFM, 98.1, 28 KW @ 640	Jazz	\$103.00	(CBS)	
K10Z, 102.1, 10 KW @ 980	AOR	\$ 55.00	(Torbet)	KKLQ owner (OCEANSIDE)
KJOY, 103.7, 36 KW @ 581	Soft AC	\$110.00	(MMR)	SFX
KKLQ, 106.5, 50 KW @ 440	CHR	AP, MBS, \$161.00	(Christal)	
KSON, 97.3, 50 KW @ 440	Country	\$240.00	(Banner)	Jefferson-Pilot
KYXY, 96.5, 41 KW @ 541	AC	\$131.00	(D&R)	SFX
XHKY, 99.3, 25 KW @ 328	Hispanic	\$ 38.00	(Katz Hisp.)	(TIJUANA)
XHRM, 92.5, 100 KW @ ?	AOR-P	ABC, \$ 48.00	(Banner)	(TIJUANA)
XHTZ, 90.3, 100 KW @ 994	CHR	\$ 60.00	(Torbet)	(TIJUANA)
XLTN, 104.5, 60 KW @ 994	Hispanic	\$ 40.00	(Katz Hisp.)	(TIJUANA)
XTRA, 91.1, 100 KW @ 686	New AOR	\$160.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KKLQ-AM changes to KOGO (Jan) . . . KOGO changes to Talk . . . KYXY-F sold to SFX for \$15,000,000 (E) . . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,304,600 Stations: 50/47 1993 Revenue: \$174,000,000  
 MSA Rank/Pop: 27-(SF); 21-(OAKLAND): Diaries: 5655/938:1/52.4% HH Inc.: \$43,052  
 5,020,000 Sample Target: 3900 Retail \$: 43.8 Billion  
 ADI # 5 % Below Line: 1.4 Pop per Station: 112,864  
 Average Person Ratings: 16.4 % Not Listed: 12.0 #1 Biller: KGO \$25,600,000  
 Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KGO (T/N)	681/ 7.8	7.8	7.4	7.8	7.6	7.7	804/10738	8915/16.8	18.5	17.4	K	KGO
2. KNBR (T/FS)	467/ 5.4	4.2	4.6	6.6	6.1	5.2	608/9759	7611/14.3	12.8	14.8	J	KNBR
3. KCBS (N)	438/ 5.0	5.6	5.7	5.1	4.4	5.4	501/10073	8561/16.1	17.5	15.9	J	KCBS
4. KMEL-F (CHR/U)	368/ 4.2	4.7	4.3	4.7	4.4	4.5	410/7759	6835/12.9	12.7	13.8	I	KMEL-F
5. KYLD-FF (CHR/U)	357/ 4.1	4.5	4.7	4.7	4.1	4.5	392/7803	7038/13.3	13.1	12.4		KYLD-FF
6. KOIT-AF (SAC)	348/ 4.0	4.3	3.5	3.0	3.4	3.7	356/6938	6657/12.5	10.2	10.8	H	KOIT-AF
7. KIOI-F (AC)	306/ 3.5	3.5	3.1	3.6	3.7	3.4	314/6079	5793/10.9	11.1	12.7	I	KIOI-F
8. KBLX-F (J/U)	277/ 3.2	3.5	2.8	2.7	3.0	3.1	284/4500	4394/ 8.3	7.8	7.8	G	KBLX-F
9. KABL (ST)	266/ 3.1	2.8	2.1	0.6	0.4	2.2	267/2788	2758/ 5.2	4.5	1.0		KABL
10. KKS-F (J)	251/ 2.9	3.2	3.2	2.4	3.0	2.9	252/3936	3795/ 7.2	8.1	7.7	H	KKS-F
11. KITS-F (AOR-NR)	229/ 2.6	2.6	2.9	2.7	2.7	2.7	240/5284	4956/ 9.3	7.7	8.6	H	KITS-F
12. KFRC-F (O)	218/ 2.5	1.7	2.0	1.7	1.7	2.0	230/4277	4078/ 7.7	7.9	6.7	H	KFRC-F
13. KP1X-AF (N)	213/ 2.5	2.1	2.8	2.2	1.5	2.4	217/3447	3358/ 6.3	6.4	4.9		KP1X-AF
14. KSAN-F (C)	212/ 2.4	3.4	3.1	4.0	3.5	3.2	224/4328	4103/ 7.7	8.2	8.3	I	KSAN-F
15. KRQR-F (CL AOR)	205/ 2.4	2.0	2.6	2.7	2.8	2.4	219/4853	4535/ 8.5	7.8	8.1	G	KRQR-F
16. KBAY-F (E2)	198/ 2.3	2.3	2.0	1.4	2.1	2.0	245/2988	2383/ 4.5	3.9	4.6		KBAY-F
17. KSJO-F (AOR)	194/ 2.2	2.1	2.4	1.9	2.2	2.2	207/3428	3122/ 5.9	5.8	6.3		KSJO-F
18. KFOG-F (AOR-P)	189/ 2.2	2.0	2.3	2.2	2.4	2.2	196/3690	3557/ 6.7	6.8	6.6	F	KFOG-F
19. KDCC-AF (CL)	174/ 2.0	2.3	2.6	2.7	2.1	2.4	175/3501	3429/ 6.5	7.3	6.9	E	KDCC-AF
20. KLOK (SP)	143/ 1.6	1.6	1.4	1.3	1.5	1.5	146/1732	1486/ 2.8	2.2	2.5		KLOK
21. KABL-F (O)	138/ 1.6	1.4	1.7	1.6	1.8	1.6	153/3642	3362/ 6.3	7.3	6.1		KABL-F
22. KFRC (O)	123/ 1.4	1.1	0.8	2.7	4.2	1.5	138/3435	3050/ 5.7	4.1	8.9	H	KFRC
23. KOFY (SP)	112/ 1.3	1.4	1.1	0.9	1.3	1.2	117/1465	1359/ 2.6	1.9	2.3	C	KOFY
24. KHOT-F (CHR)	104/ 1.2	1.4	1.6	1.1	1.4	1.3	104/2458	2454/ 4.6	4.6	4.9		KHOT-F
25. KOME-F (AOR)	101/ 1.2	1.0	1.3	1.2	1.0	1.2	113/2558	2378/ 4.5	4.2	4.5		KOME-F
26. KSOL-F (B/AC)	98/ 1.1	1.0	0.9	0.8	0.7	1.0	98/2895	2823/ 5.3	4.6	3.1		KSOL-F
27. KYCY-F (C)	95/ 1.1	1.7	1.8	1.6	1.2	1.6	97/1926	1858/ 3.5	6.8	5.1		KYCY-F
28. KJAZ-F (J)	92/ 1.1	1.2	0.9	0.8	0.9	1.0	98/1557	1509/ 2.8	2.9	---	C	KJAZ-F
29. KRTY-F (C)	89/ 1.0	1.1	1.0	1.0	1.0	1.0	91/1597	1487/ 2.8	2.6	2.9		KRTY-F
30. KSFO (T)	85/ 1.0	1.0	1.0	1.3	1.2	1.1	90/2221	2018/ 3.8	4.0	4.0		KSFO

12+ FM SHARE (METRO): 65.42% (5001 of 7644) (SPG 93: 64.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYLD-FF<	1 KMEL-F<	1 KGO	1 KGO	1 KGO	1 KGO	> 1 KGO	1 KGO	1 KGO	> 1 KGO	1 KGO >>
2 KMEL-F>>	2 KYLD-FF	2 KMEL-F	2 KNBR	2 KNBR	2 KCBS	> 2 KCBS	> 2 KNBR	2 KNBR	2 KMEL-F	2 KCBS >
3	3 KITS-F	3 KIOI-F	3 KIOI-F	3 KOIT-AF	3 KNBR	> 3 KNBR	3 KOIT-AF	3 KMEL-F	3 KYLD-FF	3 KBLX-F
4	4 KIOI-F	4 KYLD-FF	4 KBLX-F	4 KIOI-F	4 KABL	4 KIOI-F	4 KCBS	4 KYLD-FF	4 KNBR	4 KOIT-F
5	5 KSJO-F	5 KNBR	5 KOIT-AF	5 KBLX-F	5 KOIT-AF	5 KYLD-FF<	5 KIOI-F	5 KCBS	5 KOIT-AF	5 KSJO-F
6	6 KRQR-F	6 KBLX-F	6 KKS-F	6 KKS-F	6 KKS-F	6 KOIT-AF	6 KMEL-F	6 KOIT-AF	6 KBLX-F	6 KYLD-F
7	7 KBLX-F	7 KOIT-AF	7 KFOG-F	7 KCBS	7 KP1X-AF	KMEL-F	7 KABL-F	7 KIOI-F	7 KP1X-AF	7 KFRC-F
8	8 KFOG-F	8 KITS-F	8 KFRC-F	8 KFRC-F	8 KBAY-F	8 KSJO-F	8 KBLX-F	8 KITS-F	8 KIOI-F	8
9	9 KOIT-AF	9 KKS-F	9 KCBS	KFRC-F	9 KBLX-F	KBLX-F	9 KYLD-FF	9 KABL-F	9 KCBS	9
10	10 KGO	10	KITS-F	10 KRQR-F	10 KFRC-F	10	10	10 KBLX-F	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 KMEL-F	1 KMEL-F<	1 KIOI-F	1 KIOI-F	1 KGO	1 KYLD-FF	1 KYLD-FF	1 KSJO-F	1 KNBR	1 KNBR
2 KYLD-FF	2 KIOI-F	2 KFOG-F	2 KOIT-AF<	2 KOIT-AF	2 KMEL-F	2 KMEL-F	2 KITS-F	2 KGO	< 2 KGO >
3 KIOI-F	3 KYLD-FF	3 KMEL-F	3 KMEL-F	3 KIOI-F	3 KITS-F	3 KITS-F	3 KIOI-F	3 KYLD-FF	3 KCBS
4 KITS-F	4 KITS-F	4 KITS-F	4 KGO	4 KFRC-F	4 KSJO-F	KSJO-F>	4 KBLX-F	4 KSJO-F	KBLX-F
5 KBLX-F	5 KFOG-F	5 KOIT-AF	5 KBLX-F	5 KBLX-F	5 KRQR-F	5 KIOI-F	5 KNBR	KMEL-F	KKS-F
KHOT-F	6 KOIT-AF	6 KABL-F	6 KYLD-FF	6 KKS-F	6 KNBR	KNBR <	6 KMEL-F	6 KITS-F	6 KSJO-F
KRQR-F	7 KRQR-F	7 KYLD-FF	7 KFRC-F	7 KFOG-F	7 KHQT-F	7 KBLX-F	7 KGO	7 KRQR-F	7 KFOG-F
8	8 KSAN-F	8 KSAN-F	8 KITS-F	8 KMEL-F	8	KRQR-F	KLOK	8 KBLX-F	8 KRQR-F
9	KBLX-F	9 KRQR-F	KKS-F	9 KCBS	9	9 KOME-F	9 KFOG-F	9 KFOG-F	9 KIOI-F
10	10 KSJO-F	10	10 KFOG-F	10 KSAN-F	10	KLOK	10 KOME-F	KKS-F	KOIT-AF

SAN FRANCISCO  
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FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	ISA TSA
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AC		516 ( 5)	516 ( 5)	6.8	9.2	KARA-F (O) 105.7	SANTA CLARA	0.7/2.3/ 65/1353
AOR/CLASSIC		1083 ( 8)	1083 ( 8)	14.2	15.0	KBRG-F (SP) 104.9	FREMONT	0.7/1.7/ 58/ 916
COUNTRY	66 ( 1)	482 ( 5)	548 ( 6)	7.2	7.3	KDIA (B) 1310	OAKLAND	0.8/2.0/ 75/1114
NEWS/TALK	1671 ( 4)		1671 ( 4)	21.9	22.0	KEZR-F (AC/CHR) 106.5	SAN JOSE	0.9/3.0/ 80/1614
CHR		869 ( 5)	869 ( 5)	11.4	6.6	KFAX (REL) 1100	SAN FRANCISCO	0.7/1.6/ 61/ 888
BLACK/URBAN	73 ( 1)	98 ( 1)	171 ( 2)	2.2	5.6	KIQI (SP) 1010	SAN FRANCISCO	0.6/1.5/ 53/ 850
SOFT AC/EZ	28 ( 1)	518 ( 2)	546 ( 3)	7.1	8.8	KKIQ-F (AC) 101.7	LIVERMORE	0.4/1.3/ 40/ 786
HISPANIC	308 ( 3)	57 ( 1)	365 ( 4)	4.8	4.5	KNEW (C) 910	OAKLAND	0.8/2.2/ 73/1219
OLDIES	123 ( 1)	418 ( 3)	541 ( 4)	7.1	3.3	KRPD-F (C) 104.9	ROHNERT PARK	0.7/1.2/ 59/ 697
FULL SVC/VARIETY						KUFX-F (CL AOR) 94.5	GILROY	0.9/3.9/119/2717
STANDARDS	266 ( 1)		266 ( 1)	3.5	4.8	KUIC-F (AC) 95.3	VACAVILLE	0.7/1.2/ 61/ 735
RELIG/GOSPEL	61 ( 1)		61 ( 1)	0.8	0.6	KXFX-F (CL AOR) 101.7	SANTA ROSA	0.4/1.2/ 34/ 665
CLASSICAL	47 ( 2)	340 ( 2)	387 ( 4)	5.1	4.1	KZST-F (AC) 100.1	SANTA ROSA	0.5/1.3/ 42/ 705
JAZZ		620 ( 3)	620 ( 3)	8.1	8.2	KATH-F (C) 103.3	MODESTO	0.3/1.0/222/2935
OTHERS/UNKNOWN						KHOP-F (AOR) 104.1	MODESTO	0.6/1.7/152/2654
						KSFM-F (CHR) 102.5	WOODLAND	0.5/1.6/237/3475
TOTALS	2643 (15)	5001 (35)	7644 (50)					

DUOPOLY REPORT	12+	25-54	REVENUE
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KNEW, KSAN-F, KABL-AF (Shamrock)	7.9%	6.0%	9.4%
KMEL-F, KIOI-F (Evergreen)	7.7%	7.0%	13.2%
KDFC-AF, KKSF-F (Brown)	4.9%	5.6%	6.2%
KFRC-AF, KYCY-F (Alliance)	5.0%	6.3%	5.6%
KYLD-F, KYLZ-F, KSOL-F (Local)	5.2%	3.7%	4.0%
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	30.7%	28.6%	38.4%

RADIO STATIONS  
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AM STATIONS  
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KABL, 960, 5 KW (DA-1)	, Standards	, \$ NA (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, News	CBS, \$ 304.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, Black	, \$ 35.00 (K & P)	
KEST, 1450, 1 KW	, Ethnic	, \$ 38.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, Religion	, \$ 41.00 (---)	Salem
KFRC, 610, 5 KW	: SEE KFRC-FM		
KGO, 810, 50 KW	, Talk/News	ABC, \$ 453.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, Hispanic	, \$ 44.00 (Caballero)	
KNBR, 680, 50 KW	, Talk/Full Service	ABC, \$ 320.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, Country	, \$ NA (Mc-Guild)	Shamrock
KOFY, 1050, 50 KW/10 KW (DA-2)	, Hispanic	, \$ 54.00 (Lotus)	
KSFO, 560, 5 KW (DA-N)	, Talk/Sports	CNN, MBS, \$ 78.00 (MMR)	

SAN FRANCISCO

RADIO STATIONS (Cont.)

FM STATIONS

KABL, 98.1,	100 KW @ 941,	Oldies	,	\$ 95.00 (Christal)	Shamrock	
KBLX, 102.9,	7 KW @ 1289,	Jazz/Urban	,	\$ 172.00 (D & R)	Inner City	
KBRG, 104.9,	3 KW @ 298,	Hispanic	CRC,	\$ 68.00 (Katz Hisp.)		(FREMONT)
KDFC, 102.1,	33 KW @ 1050,	Classical	,	\$ 85.00 (CMBS)	Brown	
KFOG, 104.5,	8 KW @ 1450,	Prog. AOR	Source,	\$ 142.00 (Eastman)	Susquehanna	
KFRC, 99.7,	40 KW @ 1299,	Oldies	UNISTR, MBS,	\$ 163.00 (Katz)	Alliance	
KIOI, 101.3,	125 KW @ 1161,	AC/CHR	,	\$ 242.00 (Banner)	Evergreen	
KITS, 105.3,	15 KW @ 1200,	New AOR	,	\$ 171.00 (D & R)	Entercom	
KJAZ, 92.7,	2 KW @ 400,	Jazz	,	\$ 40.00 (K & P)		(ALAMEDA)
KPIX, 95.7,	7 KW @ 1289,	Talk	,	\$ 83.00 (D & R)	Westinghouse	
KKSF, 103.7,	8 KW @ 1469,	Jazz	,	\$ 180.00 (CBS)	Brown	
KMEL, 106.1,	69 KW @ 1289,	CHR/Urban	,	\$ 248.00 (Christal)	Evergreen	
KOIT, 96.5,	33 KW @ 1410,	Soft AC	,	\$ 201.00 (Katz)	Bonneville	
KRQR, 97.3,	82 KW @ 1099,	Classic AOR	CBS,	\$ 144.00 (CBS)	CBS	
KSAN, 94.9,	30 KW @ 1210,	Country	,	\$ 269.00 (Mc-Guild)	Shamrock	
KYLD, 107.7,	9 KW @ 1161,	Urban/CHR	AP,	\$ 152.00 (MMR)		
KSOL, 98.9,	6 KW @ 1355,	AC/Urban	,	\$ 73.00 (Katz)	KYLD owner	
KYA, 93.3,	50 KW @ 494,	Country	UNISTR,	\$ 90.00 (MMR)		

Other Ranked Stations - See San Jose

Miscellaneous: KSRY-F, KSRI-F sold by Viacom to KSOL owners for \$16,000,000 (D) (MVP) . . .  
 KSOL-F changes to KYLD-F (May) . . . KSRY-F changes to KSOL-F and format  
 from AC to Urban/AC (May) . . . KABL-F changed from AC to Oldies (Feb) . . .  
 KYA-F changed from Oldies to Country (March) . . . KJAZ-F (Alameda) sold for  
 \$6,000,000. . . KYA-F changes to KYCY-F (April) . . . KSRI-F changes to  
 KYLZ-F (May). . . KKHI A/F changes to KPIX A/F and format from Classical  
 to News/Talk/Jazz (June). . . KSFO sold to Cap Cities/ABC (D) for \$9,500,000. . .

SAN JOSE  
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Arbitron Rank/Pop (12+): 31/1,282,100  
MSA Rank/Pop: 31/1,550,000  
San Francisco ADI  
Average Person Ratings: 16.1  
Market TSL: 21.50 hours

Stations: 44/16  
Diaries: 1998/642:1/50.2%  
Sample Target: 2000  
% Below Line: NA  
% Not Listed: NA

1993 Revenue: \$30,900,000  
HH Inc.: \$50,296  
Retail \$: 13.8 Bil  
Pop per Station: 80,131  
#1 Biller: KSJO-F \$5,000,000

12+ METRO	1/4/SHARE	WIN				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING			Revenue Level		
		94	FAL 93	SUM 93	SPG 93			FAL 93	SPG 93				
1. KBAY-F (EZ/SAC)	130/ 6.3	7.3	5.9	5.4	6.9	6.2	233/2761	1615/12.6	10.4	13.7	E	KBAY-F	
2. KSJO-F (AOR)	111/ 5.4	5.6	5.7	4.9	4.4	5.4	183/2955	1729/13.5	14.7	12.9	G	KSJO-F	
3. KLOK (SP)	101/ 4.9	3.7	4.3	3.5	3.4	4.1	147/1484	828/ 6.5	5.7	5.3	D	KLOK	
4. KHQT-F (CHR)	84/ 4.1	5.3	5.5	4.1	5.0	4.8	104/2458	1822/14.2	14.5	16.2	E	KHQT-F	
5. KRTY-F (C)	81/ 3.9	5.3	3.9	3.9	3.9	3.8	91/1570	1185/ 9.2	9.2	10.2	D	KRTY-F	
6. KEZR-F (AC)	69/ 3.3	3.3	3.2	3.8	3.6	3.4	75/1513	1013/10.2	10.2	11.7	F	KEZR-F	
7. KOME-F (AOR-P)	57/ 2.8	2.2	2.5	2.3	2.1	2.5	98/2313	1327/10.4	9.4	9.9	F	KOME-F	
8. KARA-F (D)	54/ 2.6	2.0	2.3	3.6	2.3	2.6	59/1191	980/ 7.6	8.0	7.5	E	KARA-F	
9. KUFX-F (CL AOR)	50/ 2.4	2.8	3.7	2.2	3.3	2.8	110/2375	1302/10.2	12.3	12.3	D	KUFX-F	
10. KDFC-AF (CL)	40/ 1.9	1.9	2.2	1.4	1.7	1.9	102/1945	804/ 6.3	5.7	6.0		KDFC-AF	
11. KNTA (SP)	16/ 0.8	---	0.5	---	0.5	NA	16/266	222/ 1.7	1.2	1.4		KNTA	
KKSJ (?)	16/ 0.8	---	---	---	---	NA	16/201	196/ 1.5	----	----		KKSJ	
13. KSJX (?)	14/ 0.7	0.4	---	0.4	0.5	0.4	17/325	278/ 2.2	----	1.9		KSJX	
14. KLIV (N/T)	12/ 0.6	0.5	0.8	0.9	0.8	0.7	13/426	382/ 3.0	2.9	3.3		KLIV	
KAZA (SP)	12/ 0.6	1.2	0.9	0.5	0.6	0.8	18/310	220/ 1.7	2.1	1.7		KAZA	

NOTE: San Jose is a portion of the San Francisco metro. Only stations home to the San Jose metro are included in the rankers.

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 KSJO-F	1 KSJO-F	1 KBAY-F>>	1 KSJO-F<	1 KBAY-F>	1 KBAY-F	1 KHQT-F	1 KBAY-F
2	2 KLOK	2 KLOK	2 KLOK	KLOK <	2 KRTY-F	2 KBAY-F	2 KSJO-F	2 KSJO-F	2 KSJO-F	2 KSJO-F
3	3 KEZR-F	3 KEZR-F<	3 KBAY-F	3 KBAY-F	KLOK	3 KLOK	3 KLOK	3 KHQT-F	3 KBAY-F	KLOK
4	4 KOME-F<	4 KRTY-F<	4 KRTY-F	4 KRTY-F	4 KARA-F	4 KRTY-F	4 KEZR-F	4 KEZR-F	4 KLOK	4 KDFC-F
5	5 KRTY-F<	5 KBAY-F	KEZR-F	5 KEZR-F	5 KDFC-AF	5 KEZR-F<	5 KRTY-F	KLOK	5 KOME-F	KOME-F
6	6 KHQT-F	6	6	KUFX-F	6	6 KHQT-F	6	6	6 KDFC-AF	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 KHQT-F	1 KEZR-F	1 KLOK	1 KLOK <	1 KBAY-F	1 KSJO-F	1 KSJO-F>	1 KSJO-F	1 KSJO-F>	1 KSJO-F>
2 KEZR-F	2 KSJO-F<	2 KEZR-F	2 KBAY-F<	2 KLOK	2 KHQT-F	2 KLOK	2 KLOK	2 KLOK	2 KLOK
3 KSJO-F	3 KLOK	3 KSJO-F	3 KEZR-F	3 KARA-F	3 KLOK	KOME-F>	KOME-F	3 KOME-F	3 KUFX-F
4 KRTY-F	4 KRTY-F	4 KRTY-F	4 KRTY-F	4 KEZR-F	4 KRTY-F	4 KHQT-F	4 KEZR-F	4 KRTY-F	4 KRTY-F
5	5 KHQT-F	5 KBAY-F	KSJO-F	5 KRTY-F	5 KEZR-F	5 KRTY-F	KRTY-F	5 KUFX-F	5 KOME-F
6	6	6	6 KARA-F	6	KRTY-F	KEZR-F	6 KUFX-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KDON-F (CHR)	102.5 SALINAS	0.6/2.6/	84/ 707

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABL	1.2/ 2.7	KGO	8.7/18.8	KPIX-F	1.3/ 4.3
KABL-F	0.8/ 4.1	KTOI-F	2.6/10.1	KRQR-F	0.3/ 3.4
KBLX-F	1.8/ 5.8	KIQI	0.4/ 1.2	KSAN-F	1.6/ 6.4
KBRG-F	1.4/ 3.3	KITS-F	2.3/ 7.9	KSFO	0.7/ 2.8
KCBS	3.7/14.2	KKSF-F	2.3/ 6.3	KSOL-F	0.3/ 2.4
KFAX	0.8/ 2.4	KMEL-F	1.5/ 6.7	KYCY-F	1.2/ 3.6
KFOG-F	1.3/ 3.5	KNBR	5.2/13.5	KYLD-F	3.6/10.3
KFRC	1.0/ 4.8	KOFY	0.7/ 1.6	KYLZ-F	0.6/ 3.3
KFRC-F	2.1/ 7.3	KOIT-AF	3.0/ 9.0		

DUOPOLY REPORT	12+	25-54	REVENUE
KLIV, KARA-F, KRTY-F (Kieve)	7.1%	8.1%	19.4%

SAN JOSE  
 .....

RADIO STATIONS  
 .....

KAZA,	1290,	5 KW (DAYS, DA)	,	Hispanic	CRC,	\$ 29.00 (Caballero)	
KLIV,	1590,	5 KW	,	News	CNN,	\$ NA (MMR)	Empire
KLOK,	1170,	50 KW/5 KW (DA-2)	,	Hispanic	CRC,	\$ 70.00 (Katz Hisp.)	
KNTA,	1430,	1 KW/2.5 KW (DA-2)	,	Hispanic	,	\$ 36.00 (Lotus)	
KARA-F,	105.7,	50 KW @ 500	,	Oldies	,	\$ 80.00 (MMR)	Empire
KBAY-F,	100.3,	15 KW @ 2578	,	Soft AC	,	\$ 85.00 (MMR)	
KEZR-F,	106.5,	50 KW @ 430	,	AC/CHR	,	\$100.00 (Christal)	
KHDT-F,	97.7,	1.7 KW @ 449	,	CHR	,	\$ 68.00 (D&R)	Anaheim (LOS ALTOS)
KOME-F,	98.5,	13 KW @ 879	,	AOR-P	,	\$ 90.00 (Torbet)	Infinity
KRTY-F,	95.3,	0.9 KW @ 859	,	Country	,	\$ 62.00 (MMR)	Empire (LOS GATOS)
KSJO-F,	92.3,	50 KW @ 466	,	AOR	ABC,	\$121.00 (Mc-Guild)	Bay Com
KUFX-F,	94.5,	1.2 KW @ 2535	,	Classic AOR	,	\$ 60.00 (D&R)	(GILROY)
KSRI-F,	99.1,	1.1 KW @ 2611	,	AC	,	\$ NA (Katz)	Viacom (SANTA CRUZ)

Miscellaneous: KEEN changes calls to KKSJ (April). . .

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

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

SANTA ROSA

Arbitron Rank/Pop (12+): 109/348,300  
 MSA Rank/Pop: NA  
 San Francisco ADI  
 Average Person Ratings: 15.4  
 Market TSL: 20.25 hours

Stations: 32/10  
 Diaries: 700/498:1/54.6%  
 Sample Target: 660  
 % Below Line: 47.5  
 % Not Listed: 14.4

1993 Revenue: NA  
 HH Inc.: \$40,461  
 Retail \$: 3.4 Bil  
 Pop per Station: 34,830  
 #1 Biller: KZST-F NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KRQP-F (C)	58/10.8	4.9	9.7	7.7	7.6	----	58/635	635/18.2	13.3	17.1	KRQP-F
2. KGO (T)	47/ 8.8	8.5	7.2	9.5	9.5	----	47/598	598/17.2	22.2	18.1	KGO
3. KZST-F (AC)	41/ 7.7	9.0	11.3	10.5	10.6	----	41/663	663/19.0	22.3	23.9	KZST-F
KNBR (T/FS)	41/ 7.7	4.7	7.2	5.2	3.6	----	41/614	614/17.6	14.7	18.8	KNBR
5. KXFX-F (AOR)	26/ 4.9	5.1	10.0	7.4	11.2	----	26/571	571/16.4	19.0	22.6	KXFX-F
6. KCBS (W)	25/ 4.7	4.1	4.9	4.5	3.8	----	25/491	491/14.1	17.7	15.2	KCBS
KABL (ST)	25/ 4.7	5.0	0.2	0.9	0.7	----	25/281	281/ 8.1	8.8	1.5	KABL
8. KSRO (N/T)	22/ 4.1	4.0	3.5	3.6	2.7	----	22/350	350/10.0	9.4	9.6	KSRO
9. KMEL-F (CHR)	18/ 3.4	3.4	2.3	2.7	3.6	----	18/373	373/10.7	8.3	7.5	KMEL-F
10. KMGF-F (O)	15/ 2.8	4.3	3.9	3.2	4.0	----	15/365	365/10.5	13.2	13.9	KMGF-F
11. KRSH-F (?)	14/ 2.6	---	---	---	---	----	14/221	221/ 6.3	----	----	KRSH-F
12. KLCQ-F (CHR)	13/ 2.4	3.1	3.1	4.9	3.6	----	13/331	331/ 9.5	10.5	12.3	KLCQ-F
13.											
14.											
15.											

NOTE: The Santa Rosa TSA and MSA are the same.

12+ FM SHARE (METRO): 53.71% (246 of 458) (SPG 93: 61.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F	1 KRQP-F	1 KRQP-F	1 KRQP-F	1 KRQP-F	1 KGO >	1 KRQP-F	1 KNBR	1 KRQP-F	1 KRQP-F	1 KGO >>
2 KRQP-F	2 KXFX-F	2 KZST-F	2 KZST-F	2 KZST-F	2 KNGR	2 KGO <	2 KZST-F	2 KGO >	2 KZST-F	2 KCBS <
KXFX-F	3 KZST-F	3 KNBR	KNBR	3 KNBR	3 KABL <	3 KZST-F	3 KRQP-F	3 KGO	3 KNBR	3 KZST-F
4	4 KMEL-F	4 KXFX-F	4 KGO	4 KRQP-F	4 KRQP-F	4 KCBS	4 KZST-F	4 KNBR	4 KMEL-F	4 KRQP-F
5	5	5 KGO	5 KXFX-F	5 KXFX-F	KZST-F	5 KSRO	5	5 KXFX-F	5 KZST-F	5
6	6	6	6	6	KCBS	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 KRQP-F	1 KRQP-F	1 KRQP-F	1 KRQP-F	1 KZST-F	1 KRQP-F	1 KRQP-F	1 KRQP-F	1 KRQP-F	1 KNBR <
2 KZST-F	2 KZST-F	2 KXFX-F	2 KZST-F	2 KRQP-F	2 KLCQ-F	2 KXFX-F	2 KNBR-F	2 KNBR >	2 KRQP-F
3 KXFX-F	3 KXFX-F	KZST-F	3 KXFX-F	3 KGO >	KZST-F	KNBR >	3 KXFX-F	3 KXFX-F	3 KGO
4	4 KOFY-F	4 KOFY-F	KGO	4	KMEL-F	4	4 KRQR-F	4 KZST-F	4 KRSH-F
5	5 KMEL-F	5	5	5	5	5	5 KRRS-F	5 KRSH-F	5 KXFX-F
6	6	6	6	6	6	6	KGO	KGO	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA
AC		41 ( 1)	41 ( 1)	9.0	17.0	KHXX (REL)	1150	3/ 40
AOR/CLASSIC		54 ( 4)	54 ( 4)	11.8	19.4	KRRS (SP)	1460	8/ 97
COUNTRY	9 ( 1)	58 ( 1)	67 ( 2)	14.6	14.0	KTOB (?)	1490	4/ 79
NEWS/TALK	139 ( 5)		139 ( 5)	30.3	26.0			
CHR		35 ( 3)	35 ( 3)	7.6	3.0			
BLACK/URBAN					0.3			
SOFT AC/EZ		7 ( 1)	7 ( 1)	1.5	2.4	KABL-F	0.6/4.3	KPIX-AF 0.9/4.2
HISPANIC	20 ( 3)		20 ( 3)	4.3	3.0	KBLX-F	0.4/1.6	KITS-F 1.7/5.5
OLDIES	9 ( 1)	21 ( 3)	30 ( 4)	6.6	6.4	KFAX	0.4/1.4	KKSF-F 1.9/4.5
FULL SVC/VARIETY						KFOG-F	1.1/3.5	KNEW 1.7/3.7
STANDARDS	25 ( 1)		25 ( 1)	5.5	4.0	KFRC	1.7/4.9	KOFY 1.9/2.7
RELIG/GOSPEL	5 ( 2)		5 ( 2)	1.1	0.9	KFRC-F	0.6/2.4	KDIT-F 1.3/4.4
CLASSICAL	1 ( 1)	4 ( 1)	5 ( 2)	1.1	2.4			
JAZZ		12 ( 2)	12 ( 2)	2.6	1.4			
OTHERS/UNKNOWN	4 ( 1)	14 ( 1)	18 ( 2)	3.9	0.0			
TOTALS	212 (15)	246 (17)	458 (32)					

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KPIX-AF	0.9/4.2
KRQR-F	2.4/9.6
KSFO	0.7/2.9
KYLD-F	0.7/3.5



SANTA ROSA

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DUOPOLY REPORT	12+	25-54	REVENUE
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KSRO, KLCQ, KXFX-F (Fuller-Jeffrey)	11.4%	9.7%	NA

RADIO STATIONS

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KSRO , 1350, 5 KW (DA-2) , News/Talk	TALKNT NBC, \$19.00 (Eastman)	Fuller-Jeffrey	
KMGF-F, 97.7, 2.1 KW @ 1122 , Oldies	UNISTR, \$22.00 (Katz)	Liggett	(MONTE RIO)
KRPO-F, 104.9, 0.3 KW @ 915 , Country	, \$38.00 (Christal)		(ROHNERT)
KLCQ-F, 92.9, 2.3 KW @ 1948 , CHR	, \$19.00 (Eastman)	Fuller-Jeffrey	(HEALDSBURG)
KXFX-F, 101.7, 19 KW @ 384 , AOR	, \$46.00 (Eastman)	Fuller-Jeffrey	
KZST-F, 100.1, 6 KW @ 239 , AC	UNISTR, \$60.00 (Mc-Guild)		
KRSH-F, 98.7, 0.3 KW @ 1378 , ??	, \$16.00 ( --- )		(MIDDLETOWN)

Other ranked stations -- See San Francisco

Miscellaneous: KRPO-F sold for \$2,080,000 (MVP). . . KVVV-F changes to KLCQ-F (March) . . .

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 80/461,500  
 MSA Rank/Pop: 95/523,000  
 ADI # 153  
 Average Person Ratings: 16.8  
 Market TSL: 22.75 hours

Stations: 26/8  
 Diaries: 844/547:1/56.4%  
 Sample Target: 880  
 % Below Line: 45.7  
 % Not Listed: 19.3

1993 Revenue: \$7,000,000  
 HH Inc.: \$28,433  
 Retail \$: 5.3 Bil  
 Pop per Station: 57,688  
 #1 Biller: WDUV-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WDUV-F (EZ)	136/17.6	15.6	18.9	18.7	18.3	----	143/1520	1333/28.9	26.6	31.7	WDUV-F
2. WHPT-F (AOR)	72/ 9.3	7.7	7.9	7.7	9.3	----	81/870	758/16.4	14.6	16.3	WHPT-F
3. WCTQ-F (C)	39/ 5.0	5.9	5.0	5.1	3.3	----	40/485	451/ 9.8	10.4	10.0	WCTQ-F
4. WSRZ-F (O)	35/ 4.5	2.1	5.9	4.6	3.2	----	35/547	547/11.9	8.0	10.8	WSRZ-F
5. WFLA (N/T)	34/ 4.4	4.2	5.2	4.8	4.6	----	36/497	443/ 9.6	8.8	11.3	WFLA
WFLZ-F (CHR)	34/ 4.4	4.6	4.1	4.8	5.0	----	44/849	642/13.9	11.6	12.5	WFLZ-F
7. WISP-F (SAC)	30/ 3.9	3.9	2.8	2.3	1.1	----	30/382	382/ 8.3	8.5	8.5	WISP-F
8. WWRM-F (SAC)	29/ 3.7	3.8	2.8	4.8	3.3	----	32/591	500/10.8	10.1	8.1	WWRM-F
9. WRBQ-F (C)	27/ 3.5	5.3	2.3	0.9	0.8	----	27/414	414/ 9.0	10.6	5.8	WRBQ-F
WCOF-F (O)	27/ 3.5	2.1	4.7	10.0	9.0	----	27/323	323/ 7.0	6.7	12.1	WCOF-F

12+ FM SHARE (METRO): 81.12% (507 of 625) (SPG 93: 79.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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 WDUV-F>
2	2 WFLZ-F	2 WFLZ-F	2 WCOF-F	2 WSRZ-F	2	2 WHPT-F	2 WHPT-F	2 WHPT-F>	2 WFLZ-F	2 WFLA
3	3 WCOF-F	WCOF-F	3 WSRZ-F	3 WCOF-F	3	3 WISP-F	3 WFLA	3 WCTQ-F	3 WXTB-F>	4 WMTX-F
4	4 WRBQ-F	WSRZ-F	WCTQ-F<	WCTQ-F	4	WCTQ-F	4 WSRZ-F	4 WFLZ-F<	4	4 WWRM-F
5	5 WXTB-F	5 WCTQ-F	5 WISP-F	5 WISP-F	5	5 WFLA	5 WISP-F	5 WSRZ-F	5	5
6	6	WRBQ-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 WHPT-F	1 WHPT-F	1 WFLZ-F	1 WHPT-F	1 WISP-F	1 WHPT-F	1 WHPT-F>>	1 WHPT-F	1 WHPT-F>>	1 WHPT-F>>
2 WRBQ-F	2 WFLZ-F>	2 WISP-F	2 WISP-F	2 WHPT-F	2 WFLZ-F	2 WXTB-F	2 WCOF-F	2 WCOF-F	2 WSRZ-F<
3 WSRZ-F	3 WISP-F	WHPT-F	3 WFLZ-F	3 WCTQ-F	3 WRBQ-F	3 WCOF-F	3 WXTB-F	3 WSRZ-F	3 WCOF-F
WFLZ-F	WRBQ-F	4 WCOF-F	4 WSRZ-F	4 WDUV-F	4 WXTB-F	4 WFLZ-F	4 WCTQ-F	WCTQ-F	4 WFLA
5	5 WSRZ-F	5	WRBQ-F	5	5	5 WRBQ-F	5 WFLZ-F	5	5 WCTQ-F
6	6	6	6	6	6	6	WRBQ-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		28 ( 2)	28 ( 2)	4.5	7.2	WAMR (T) 1320	1.3/3.4/ 10/ 181	
AOR/CLASSIC		93 ( 3)	93 ( 3)	14.9	16.5	WBRD (T) 1420	0.6/2.4/ 5/ 110	
COUNTRY		80 ( 4)	80 ( 4)	12.8	12.7	WKXY (?) 930	1.0/3.9/ 8/ 188	
NEWS/TALK	60 ( 4)		60 ( 4)	9.6	8.8	WSPB (CL) 1450	1.0/3.3/ 8/ 173	
CHR		34 ( 1)	34 ( 1)	5.4	8.5	WEEJ-F (O) 100.1	1.3/2.5/ 12/ 175	
BLACK/URBAN	4 ( 1)		4 ( 1)	0.6	---	WIKX-F (C) 92.9	0.4/2.7/ 44/ 431	
SOFT AC/EZ		195 ( 3)	195 ( 3)	31.2	26.4	WINK-F (AC/CHR) 96.9	1.6/6.2/ 30/ 569	
HISPANIC						WKII (ST) 1070	2.3/3.6/ 39/ 374	
OLDIES		77 ( 4)	77 ( 4)	12.3	8.3	WRXX-F (AOR) 96.1	0.5/2.0/ 26/ 246	
FULL SVC/VARIETY						SEE TAMPA FOR MORE ABOUT THE FOLLOWING:		
STANDARDS	38 ( 2)		38 ( 2)	6.1	8.0	WGUL 2.6/3.4	WSUN 1.4/4.4	
RELIG/GOSPEL						WMTX-F 2.1/7.1	WXTB-F 2.2/6.7	
CLASSICAL	8 ( 1)		8 ( 1)	1.3	2.1	WQYK-F 1.4/4.6	WYUU-F 0.6/3.9	
JAZZ						WRBQ 0.5/1.4		
OTHERS/UNKNOWN	8 ( 1)		8 ( 1)	1.3	1.5			
TOTALS	118 ( 9)	507 (17)	625 (26)					

SARASOTA-BRADENTON

DUOPOLY REPORT	12+	25-54	REVENUE
WSRZ-F, WSPB, WVFE-F (Wilks-Schwartz)	5.5%	7.8%	NA

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2) , Standards	UNISTR NBC, \$13.00 ( --- ) Asterisk (VENICE)
WBRD , 1420, 2.5 KW/1 KW (DA-2) , Talk	TALKNT ABC, \$14.00 (Christal)
WSPB , 1450, 1 KW , Classical	, \$15.00 (CMBS) Wilks-Schwartz
WCTO-F, 92.1, 6 KW @ 285 , Country	NBC ABC, \$30.00 ( --- ) Asterisk (VENICE)
WUV-F, 103.3, 100 KW @ 581 , EZ	HBS, \$80.00 (Christal)
WISF-F, 98.7, 3 KW @ 328 , Soft AC	CNN, \$27.00 ( --- ) (HOLMES BCH)
WSRZ-F, 106.3, 3.6 KW @ 259 , Oldies	, \$32.00 (Eastman) Wilks-Schwartz

WINK-F -- See Fort Myers in "Small Market Edition"

Other ranked stations -- See Tampa

Miscellaneous: WSPB, WSRZ-F sold by Wilks-Schwartz to D & F for \$5,500,000 (Blackburn). . .

SAVANNAH  
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Arbitron Rank/Pop (12+): 154/218,800  
MHA Rank/Pop: 165/270,000  
AD1 # 102  
Average Person Ratings: 16.0  
Market TSL: 21.25 hours

Stations: 21/16  
Diaries: 653/335:1/50.1%  
Sample Target: 640  
% Below Line: 8.5  
% Not Listed: 8.5

1993 Revenue: \$9,900,000  
HH Inc.: \$27,946  
Retail \$: 2.3 Bil  
Pop per Station: 13,675  
#1 Biller: WCHY-AF \$1,900,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WL VH-F (B)	42/12.0	14.1	10.2	11.6	-----	-----	55/703	455/20.8	23.4	17.7	B WL VH-F
2. WCHY-F (C)	39/11.1	9.0	9.9	11.9	13.1	-----	78/1106	437/20.0	19.7	24.1	C WCHY-F
3. WJCL-F (C)	36/10.3	9.3	13.5	8.8	10.1	-----	86/1086	478/21.8	22.1	28.0	C WJCL-F
WEAS-F (B)	36/10.3	10.9	11.9	10.2	15.5	-----	68/769	420/19.2	21.0	20.8	B WEAS-F
5. WIXV-F (AOR)	28/ 8.0	6.9	8.3	5.9	5.4	-----	69/770	268/12.2	15.5	18.6	C WIXV-F
6. WSO K (B)	27/ 7.7	6.9	6.4	6.5	8.6	-----	28/297	274/12.5	13.2	11.8	A WSO K
7. WAEV-F (AC)	23/ 6.6	5.3	5.0	4.5	6.0	-----	50/779	377/17.2	14.9	14.1	C WAEV-F
8. WLOW-F (ST)	15/ 4.3	5.3	3.0	4.8	6.3	-----	38/442	187/ 8.5	7.4	5.1	A WLOW-F
WGCO-F (D)	15/ 4.3	2.4	2.2	2.8	4.8	-----	32/584	262/12.0	7.7	10.8	B WGCO-F
WBMO (T)	15/ 4.3	6.1	4.1	4.5	3.6	-----	24/320	194/ 8.9	12.2	12.3	A WBMO
11. WZAT-F (CHR)	12/ 3.4	2.1	3.9	6.2	7.1	-----	36/724	289/13.2	11.9	14.2	B WZAT-F
12. WYK2-F (SAC)	8/ 2.3	2.1	0.8	2.8	1.5	-----	15/241	130/ 5.9	7.1	6.4	B WYK2-F
13. WRHQ-F (AOR/AC)	7/ 2.0	1.6	2.2	2.3	0.9	-----	7/155	108/ 4.9	5.6	6.7	A WRHQ-F
14.											
15.											

12+ FM SHARE (METRO): 85.67% (275 of 321) (SPG 93: 84.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WEAS-F>	1 WEAS-F	1 WL VH-F	1 WL VH-F	1 WL VH-F	1 WCHY-F	1 WCHY-F<	1 WCHY-F<	1 WL VH-F<	1 WEAS-F	1 WSO K >
2 WJCL-F	WIXV-F	2 WIXV-F<	2 WIXV-F<	2 WCHY-F<	2 WSO K <	2 WL VH-F	2 WIXV-F	2 WJCL-F<	2 WL VH-F	2 WL VH-F
3 WL VH-F>	WL VH-F	3 WEAS-F<	3 WJCL-F<	3 WJCL-F<	3 WL VH-F	WSO K	3 WL VH-F	3 WCHY-F	3 WJCL-F>	WEAS-F
4	4 WJCL-F<	4 WJCL-F	4 WCHY-F	4 WIXV-F	4 WJCL-F<	4 WIXV-F<	4 WBMO	4 WEAS-F	4	4
5	5 WAEV-F	5 WCHY-F	5 WEAS-F	5 WEAS-F	5 WLOW-F	5 WJCL-F	5 WJCL-F	5 WAEV-F	5	5
6	6	6 WAEV-F	6 WAEV-F	6 WAEV-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 WEAS-F	1 WEAS-F	1 WCHY-F	1 WL VH-F	1 WL VH-F<	1 WIXV-F	1 WIXV-F>	1 WIXV-F	1 WIXV-F	1 WIXV-F
2 WJCL-F	2 WAEV-F	2 WAEV-F	2 WEAS-F<	2 WCHY-F	2 WEAS-F	2 WL VH-F	2 WJCL-F	2 WL VH-F>	2 WL VH-F
WL VH-F	WJCL-F	WEAS-F	3 WAEV-F<	3 WAEV-F	3 WL VH-F	3 WEAS-F	WL VH-F	3 WCHY-F	3 WJCL-F<
WAEV-F	WL VH-F	WJCL-F	4 WJCL-F	WAEV-F	WZAT-F	4 WJCL-F	4 WBMO	WJCL-F	4 WCHY-F>
5	5 WCHY-F	WL VH-F	5 WCHY-F	WJCL-F	5	5 WAEV-F	5	5 WEAS-F	5 WEAS-F
6	6	6	6	6	6	WZAT-F	6	6	6 WGCO-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		25 ( 2)	25 ( 2)	7.8	7.0	WCHY (C)	1290 SAVANNAH	0.6/2.7/	2/ 71
AOR/CLASSIC		38 ( 3)	38 ( 3)	11.8	11.0	WFXH-F (AOR/CL)	106.1 HILTON HEAD, SC	0.9/4.4/	19/ 299
COUNTRY	2 ( 1)	75 ( 2)	77 ( 3)	24.0	28.1	WHHR-F (T)	106.9 BLUFFTON, SC	0.6/1.9/	2/ 92
NEWS/TALK	15 ( 1)	2 ( 1)	17 ( 2)	5.3	5.0	WIZA (G)	1450 SAVANNAH	0.6/3.0/	2/ 66
						WQQT-F (O)	103.9 SPRINGFIELD	0.6/1.6/	2/ 36
CHR		12 ( 1)	12 ( 1)	3.7	4.4				
BLACK/URBAN	27 ( 1)	83 ( 4)	110 ( 5)	34.3	27.0	WRJX-F (B)	101.5 BRUNSWICK	0.9/2.1/	10/ 229
SOFT AC/EZ		8 ( 1)	8 ( 1)	2.5	---	WIJY-F (AC)	107.9 HILTON HEAD, SC	0.6/1.3/	4/ 101
HISPANIC						WSKX-F (B)	92.3 HINESVILLE	0.6/3.7/	6/ 211
OLDIES		17 ( 2)	17 ( 2)	5.3	5.0				
FULL SVC/VARIETY		15 ( 1)	15 ( 1)	4.7	4.1				
STANDARDS									
RELIG/GOSPEL	2 ( 1)		2 ( 1)	0.6	NM				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	46 ( 4)	275 (17)	321 (21)						

SAVANNAH  
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DUOPOLY REPORT	12+	25-54	REVENUE
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WSOK, WAEV-F, WLVH-F (Opus)	26.3%	25.6%	22.7%

RADIO STATIONS  
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WBMQ , 630, 5 KW (DA-N) , Talk	CBS, \$15.00 (Katz)	McCormick
WCHY , 1290, 5 KW (DA-N) , News/Sports	ABC, \$11.00 (Christal)	Roth
WSOK , 1230, 1 KW , Black	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, \$47.00 (Christal)	Roth
WEAS-F, 93.1, 100 KW @ 308 , Black	ABC, \$24.00 (D & R)	
WGCO-F, 98.3, 100 KW @ 981 , Oldies	CNN, \$17.00 (Eastman)	(MIDWAY)
WIXV-F, 95.5, 100 KW @ 856 , AOR	, \$30.00 (Katz)	McCormick
WJCL-F, 96.5, 100 KW @ 1161 , Country	UNISTR NBC, \$34.00 (D & R)	Lewis
WLOW-F, 106.9, 50 KW @ 443 , Standards	MBS, \$15.00 (K & P)	(BLUFFTON, SC)
WLVH-F, 101.1, 50 KW @ 476 , Black	UNISTR, \$23.00 (Banner)	Opus (HARDEEVILLE, SC)
WRHQ-F, 105.3, 11 KW @ 485 , AOR/AC	, \$12.00 (K & P)	(RICHMOND HILL)
WYKZ-F, 98.7, 100 KW @ 708 , Soft AC	, \$17.00 (Eastman)	DeDominicis (BEAUFORT)
WZAT-F, 102.1, 100 KW @ 1322 , CHR	ABC, \$21.00 (K & P)	
WFXH-F, 106.1, 11 KW @ 794 , AOR/Classic	, \$15.00 ( --- )	Adventure (HILTON HEAD)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,623,500  
 MSA Rank/Pop: 23 - Seattle  
 B1 - Tacoma 3,200,000  
 ADI # 14  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 30/29  
 Diaries: 2543/1032:1/56.5%  
 Sample Target: 2500  
 % Below Line: 0.5  
 % Not Listed: 8.5

1993 Revenue: \$100,100,000  
 HH Inc.: \$36,438  
 Retail \$: 28.2 Bil  
 Pop per Station: 90,466  
 #1 Biller: KIRO-AF \$16,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KMPS-AF (C)	377/ 8.6	7.3	8.9	7.8	8.4	8.2	397/5213	4874/18.6	16.7	17.4	I	KMPS-AF
2. KBSG-AF (O)	289/ 6.6	6.7	6.6	5.9	6.0	6.5	312/5371	5019/19.1	17.2	16.9	H	KBSG-AF
3. KVI (T)	279/ 6.4	4.6	5.4	6.1	4.5	5.6	298/2877	2689/10.2	10.5	9.7	F	KVI
4. KIRO (N/T)	265/ 6.1	6.0	7.0	7.5	7.7	6.7	282/5327	5080/19.4	22.7	22.7	J	KIRO
5. KUBE-F (CHR)	239/ 5.5	6.2	5.9	6.2	6.1	6.0	257/4394	4034/15.4	15.9	16.9	G	KUBE-F
6. KRPM-F (C)	208/ 4.8	4.2	4.2	4.0	3.7	4.3	225/3197	2972/11.3	10.6	9.4	F	KRPM-F
7. KISW-F (AOR)	205/ 4.7	3.9	4.1	2.7	3.6	3.9	212/3118	2901/11.1	10.4	10.7	F	KISW-F
8. KING-F (CL)	185/ 4.2	4.4	3.8	3.5	2.9	4.0	202/2670	2467/ 9.4	11.7	9.1	E	KING-F
9. KNDD-F (AOR-NR)	179/ 4.1	3.6	3.6	3.7	3.5	3.8	190/3623	3479/13.3	11.2	9.1	G	KNDD-F
10. KPLZ-F (CHR)	178/ 4.1	4.4	2.6	3.1	3.1	3.6	191/3921	3489/13.3	11.1	13.5	G	KPLZ-F
11. KIXI (ST)	171/ 3.9	4.3	3.9	5.7	4.3	4.5	177/2298	2148/ 8.2	8.5	8.5	C	KIXI
12. KOMO (FS)	167/ 3.8	4.2	4.3	3.3	4.9	3.9	182/3612	3150/12.0	15.1	12.8	G	KOMO
13. KLSY-F (AC)	153/ 3.5	4.5	4.7	5.6	5.1	4.6	164/2991	2806/10.7	11.8	15.1	G	KLSY-F
14. KZOK-F (CL AOR)	150/ 3.4	3.5	4.3	4.4	4.0	3.9	156/3307	3092/11.8	12.2	13.7	G	KZOK-F
15. KJR -F (O)	134/ 3.1	2.5	2.0	2.1	2.3	2.4	141/2497	2346/ 8.9	6.8	6.9	C	KJT -F
16. KMTT-F (AOR-P)	125/ 2.9	3.0	2.9	3.1	2.4	3.0	130/2044	1957/ 7.5	7.5	7.3	E	KMTT-F
17. KRWM-F (SAC)	120/ 2.7	2.7	2.0	2.4	2.4	2.5	123/1777	1712/ 6.5	6.2	7.7	D	KRWM-F
18. KXRX-F (AOR)	119/ 2.7	2.6	3.0	3.2	2.5	2.9	124/2750	2361/ 9.0	9.4	9.6	F	KXRX-F
19. KEZX-F (J)	98/ 2.2	2.9	2.6	1.8	2.6	2.4	103/1079	1055/ 4.0	5.0	5.7	C	KEZX-F
20. KJR (SPRTS)	95/ 2.2	2.6	1.6	1.9	2.9	2.1	98/2382	2290/ 8.7	7.5	11.7	D	KJR
21. KCMS-F (REL)	60/ 1.4	1.3	1.4	1.4	2.0	1.4	62/1289	1190/ 4.5	4.3	5.4		KCMS-F
22. KING (T/N)	51/ 1.2	1.9	1.7	1.9	1.9	1.7	54/1188	1114/ 4.2	5.3	7.0	C	KING
23. KIRO-F (T)	38/ 0.9	0.9	0.8	1.0	0.9	0.9	44/1144	1039/ 4.0	4.1	4.7		KIRO-F
24.												
25.												

12+ FM SHARE (METRO): 72.07% (2881 of 3997) (SPG 93: 68.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F>>	1 KISW-F	1 KMPS-AF	1 KMPS-AF<	1 KMPS-AF	1 KIRO <	1 KIRO	1 KMPS-AF	1 KMPS-AF	1 KUBE-F	1 KVI
2 KMPS-F<	2 KMPS-AF<	2 KBSG-AF	2 KBSG-AF>	2 KBSG-AF>	2 KVI <	2 KMPS-AF	2 KVI	2 KBSG-AF<	2 KIRO	2 KIRO >
3 KNDD-F	3 KNDD-F	3 KISW-F	3 KVI	3 KVI	3 KBSG-AF<	3 KOMO <	3 KBSG-AF	3 KVI	3 KMPS-AF	3 KMPS-F<
4 KPLZ-F	4 KUBE-F<	4 KRPM-F<	4 KZOK-AF	4 KRPM-F	4 KMPS-AF	4 KBSG-AF	4 KISW-F<	4 KUBE-F<	KVI	4 KBSG-F<
5	5 KRPM-F	5 KVI	5 KRPM-F	KZOK-AF	5 KIXI <	KVI	5 KRPM-F	5 KIRO	5 KLSY-F	5 KOMO
6	6 KPLZ-F	6 KNDD-F<	6 KMTT-F<	6 KISW-F<	6 KING-F<	6 KUBE-F	6 KIRO <	6 KRPM-F	6 KING-F<	6 KUBE-F
7	7 KXRX-F<	7 KZOK-AF	7 KISW-F	7 KMTT-F<	7 KOMO	7 KRPM-F	7 KIXI	7 KNDD-F<	7 KBSG-AF	7 KRPM-F
8	8 KZOK-F	8	8	8 KIRO	8	KISW-F	8 KING-F	8 KISW-F	8 KNDD-F	8 KLSY-F
9	9	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 KUBE-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KISW-F	1 KISW-F>	1 KISW-F	1 KISW-F	1 KVI <
2 KPLZ-F	2 KPLZ-F	2 KPLZ-F	2 KBSG-AF	2 KBSG-AF>	2 KUBE-F	2 KNDD-F	2 KZOK-AF	2 KMPS-AF	2 KBSG-AF<
3 KNDD-F	KUBE-F	3 KMTT-F	3 KPLZ-F	3 KRWM-F<	3 KMPS-AF	3 KMPS-AF	3 KXRX-F	3 KVI	3 KMPS-AF
4 KLSY-F	4 KNDD-F	4 KRPM-F	4 KLSY-F<	4 KPLZ-F	4 KNDD-F	4 KXRX-F<	4 KNDD-F	4 KZOK-AF	4 KISW-F<
5 KJR -F	5 KJR -F<	5 KNDD-F	5 KUBE-F<	5 KRPM-F	5 KRPM-F	5 KRPM-F<	5 KRPM-F	KBSG-AF	5 KZOK-AF
6	6 KLSY-F	KBSG-AF	6 KRPM-F<	6 KLSY-F	6 KVI	6 KZOK-AF	6 KMPS-AF	6 KXRX-F<	6 KIRO
7	7 KRPM-F	7	7 KJR -F	7 KJR -F	7	7	7	7 KNDD-F	7 KXRX-F
8	8 KBSG-AF	8	8 KRWM-F	KMTT-F	8	8	8	8	8 KRPM-F

SEATTLE-TACOMA

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME		
AC		175 ( 2)	175 ( 2)	4.3	6.0	KCIS (REL) 630	0.7/2.3/ 36/	642	
AOR/CLASSIC		778 ( 5)	778 ( 5)	19.5	17.9	KGNW (REL) 820	0.4/1.9/ 23/	550	
COUNTRY	17 ( 1)	592 ( 3)	609 ( 4)	15.2	13.4	KRIZ (B) 1420	0.4/0.8/ 17/	211	
NEWS/TALK	690 ( 4)	38 ( 1)	728 ( 5)	18.2	19.9	KXXO-F (AC) 96.1	0.5/1.8/ 58/	855	
CHR		417 ( 2)	417 ( 2)	10.4	10.3	KMNT-F (C) 102.9	0.5/1.3/ 40/	614	
BLACK/URBAN	16 ( 1)		16 ( 1)	0.4	---	CENTRALIA			
SOFT AC/EZ		120 ( 1)	120 ( 1)	3.0	8.7				
HISPANIC									
OLDIES	5 ( 1)	418 ( 2)	423 ( 3)	10.6	6.6				
FULL SVC/VARIETY	167 ( 1)		167 ( 1)	4.2	5.4				
STANDARDS	171 ( 1)		171 ( 1)	4.3	4.8				
RELIG/GOSPEL	50 ( 2)	60 ( 1)	110 ( 3)	2.8	3.7				
CLASSICAL		185 ( 1)	185 ( 1)	4.6	3.2				
JAZZ		98 ( 1)	98 ( 1)	2.5	---				
OTHERS/UNKNOWN									
TOTALS	1116 (11)	2881 (19)	3997 (30)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KBSG A/F, KNDD-F (Viacom)	10.7%	12.1%	13.2%
KOMO, KVI, KPLZ-F (Fisher)	14.3%	12.2%	15.2%
KMPS A/F, KZOK-F (EZ)	12.0%	14.7%	16.5%
KJR, KJR-F, KUBE-F (Local)	10.8%	8.3%	10.3%
	47.8%	47.3%	55.2%

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, Religion	, \$ 26.00 (---)	
KCIS, 630, 5 KW/2.7 KW (DA-2)	, Religion	UPI, \$ 36.00 (---)	
KING, 1090, 50 KW (DA-2)	, Talk/News	ABC, CHN, \$ 50.00 (MMR)	
KIRO, 710, 50 KW (DA-N)	, News/Talk	CBS, \$ 280.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, Standards	UNISTR, \$ 51.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, Sports/Talk	TALKNT, NBC, \$ 50.00 (CBS)	KUBE owner (D)
KOMO, 1000, 50 KW (DA-N)	, Full Service	ABC, \$ 100.00 (Katz)	Fisher
KVI, 570, 5 KW	, Talk	MBS, \$ 84.00 (Banner)	Fisher

FM STATIONS

KBSG, 97.3, 55 KW @ 2890	Oldies	, \$ 175.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718	Religion	UPI, \$ 43.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109	Soft Jazz	ABC, \$ 50.00 (D & R)	Park
KING, 98.1, 58 KW @ 2342	Classical	, \$ 88.00 (MMR)	
KIRO, 100.7, 100 KW @ 731	Talk	CBS, \$ NA (Torbet)	Bonneville
KISW, 99.9, 100 KW @ 1148	AOR	, \$ 86.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 58 KW @ 2342	AC	AP, ABC, \$ 140.00 (Christal)	Sandusky
KJR, 95.7, 100 KW @ 1181	Oldies - 70's	, \$ 57.00 (CBS)	KUBE owner (D)
KMPS, 94.1, 98 KW @ 1168	Country	AP, \$ 241.00 (Eastman)	EZ
KMTT, 103.7, 58 KW @ 2342	Prog. AOR	ABC, \$ 71.00 (D & R)	Entercom
KNDD, 107.7, 100 KW @ 1194	New AOR	, \$ 118.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200	CHR	, \$ 104.00 (Banner)	Fisher
KRPM, 106.1, 58 KW @ 2342	Country	UNISTR, \$ 91.00 (Christal)	Heritage
KRWM, 106.9, 100 KW @ 820	Soft AC	, \$ 60.00 (CBS)	Brown
KUBE, 93.3, 100 KW @ 1289	CHR	, \$ 150.00 (MMR)	
KXRX, 96.5, 100 KW @ 1220	Country	, \$ 87.00 (Katz)	Alliance
KZOK, 102.5, 100 KW @ 1171	Classic AOR	, \$ 136.00 (Eastman)	EZ

Miscellaneous: KXRX-F sold by Shamrock to Alliance for \$11,700,000 (Star) . . . KUBE-F, KJR and KLTX formed a new entity; KUBE-F was sold by Cook Inlet for \$17,400,000 and KJR, KLTX-F was sold by Ackerly for \$12,500,000 (D) . . . KZOK-F sold by Crysler Capital to EZ for \$19,750,000 (D) (Stevens) . . . KLTX-F changes to KJR-F . . . KZOK-AM (1590) sold to Salem (D) for \$500,000 . . . KEZX-F reclassified as Soft Jazz . . . KXRX-F changes from AOR to Country (July--after book) . . .

SHREVEPORT

Arbitron Rank/Pop (12+): 125/303,700  
 MSA Rank/Pop: 125/378,000  
 ADI # 71  
 Average Person Ratings: 15.0  
 Market TSL: 20.25 hours

Stations: 14/14  
 Diaries: 1077/282:1/53.4%  
 Sample Target: 935  
 % Below Line: 0.0  
 % Not Listed: 9.6

1993 Revenue: \$9,900,000  
 HH Inc.: \$27,817  
 Retail \$: 3.1 Bil  
 Pop per Station: 21,693  
 #1 Biller: KRMD-AF \$2,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KRMD-AF (C)	95/20.9	21.5	20.0	20.6	21.8	20.8	137/1637	1049/34.5	33.3	34.6	D	KRMD-AF
2. KMJJ-F (B)	89/19.5	15.6	17.7	18.3	16.3	17.8	129/1236	809/26.6	26.1	23.9	B	KMJJ-F
3. KVKI-F (AC)	43/ 9.4	6.5	7.0	6.8	6.7	7.4	64/898	608/20.0	17.4	17.9	B	KVKI-F
4. KDKS-F (B)	37/ 8.1	5.3	5.8	6.8	5.7	6.5	40/548	506/16.7	14.7	13.2	A	KDKS-F
5. KEEL (FS)	30/ 6.6	7.7	6.6	7.6	5.7	7.1	37/556	421/13.9	15.9	14.7	B	KEEL
6. KOKA (G)	25/ 5.5	7.5	6.4	6.0	5.4	6.4	25/296	287/ 9.5	12.6	11.1	A	KOKA
7. KITT-F (AC)	23/ 5.0	5.3	4.9	4.9	3.4	5.0	37/817	460/15.1	15.2	14.5	C	KITT-F
8. KWKH-F (C)	21/ 4.6	5.5	4.9	5.5	6.5	5.1	43/951	432/14.2	12.8	13.8	C	KWKH-F
9. KTUX-F (CHR)	14/ 3.1	3.2	3.3	3.6	4.6	3.3	24/577	338/11.1	12.9	13.3	B	KTUX-F
10. KLKL-F (O)	13/ 2.9	4.7	3.1	2.6	1.9	3.3	15/277	244/ 8.0	8.9	8.6	A	KLKL-F
11. KTAL-F (AOR)	12/ 2.6	3.2	2.9	5.5	5.4	3.6	52/785	278/ 9.2	11.0	11.4	B	KTAL-F
12. KWKH (C)	8/ 1.8	2.6	6.4	2.6	4.2	3.4	18/316	189/ 6.2	10.4	7.7	B	KWKH
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.50% (344 of 412) (SPG 93: 80.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	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>	KRMD-AF>	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F>	2 KMJJ-F<	2 KMJJ-F>	2 KRMD-AF	2 KRMD-F
3 KDKS-F	3 KVKI-F	3 KVKI-F	3 KDKS-F	3 KVKI-F<	3 KEEL	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KDKS-F>	KDKS-F
4	4 KDKS-F	4 KDKS-F	KVKI-F	4 KDKS-F	4 KVKI-F	4 KOKA	4 KEEL	4 KDKS-F	4	4
5	5	5	5	5	5 KWKH-F	5 KDKS-F	5	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 KRMD-AF	1 KRMD-AF>>	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KMJJ-F	1 KMJJ-F>>	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F
2 KMJJ-F	2 KMJJ-F<	2 KVKI-F	2 KMJJ-F	2 KMJJ-F	2 KRMD-AF	2 KRMD-AF>	2 KRMD-AF	2 KRMD-AF>	KRMD-AF>>
3 KDKS-F	3 KVKI-F	3 KDKS-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KTAL-F	3 KDKS-F	3 KVKI-F	3 KDKS-F
	4 KDKS-F	KMJJ-F	4 KDKS-F	4 KDKS-F	4 KTAL-F	KVKI-F	KTUX-F	4 KDKS-F	4 KVKI-F
5	5	5 KOKA	5	5	5	5	5	5 KITT-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		66 ( 2)	66 ( 2)	16.0	11.4	KFLO (REL) 1300 SHREVEPORT	0.4/2.0/ 3/ 25		
AOR/CLASSIC		12 ( 1)	12 ( 1)	2.9	6.0				
COUNTRY NEWS/TALK	11 ( 2)	113 ( 2)	124 ( 4)	30.1	37.1				
CHR		14 ( 1)	14 ( 1)	3.4	5.2				
BLACK/URBAN		126 ( 2)	126 ( 2)	30.6	30.8				
SOFT AC/EZ									
HISPANIC									
OLDIES		13 ( 1)	13 ( 1)	3.2	2.2				
FULL SVC/VARIETY	30 ( 1)		30 ( 1)	7.3	6.5				
STANDARDS									
RELIG/GOSPEL	27 ( 2)		27 ( 2)	6.6	NM				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	68 ( 5)	344 ( 9)	412 (14)						



SHREVEPORT

DUOPOLY REPORT	12+	25-54	REVENUE
KVKI-F, KEEL, KITT-F (Local)	21.0%	21.7%	24.2%
KOKA, KDKS-F, KFLO, KLKL-F (Local)	16.9%	20.6%	10.7%
	37.9%	42.3%	34.9%

RADIO STATIONS

KEEL , 710, 50 KW/10 KW(DA-2),	FS/Standards	UNISTR, ABC, \$21.00	(Katz)
KOKA , 980, 5 KW/80 W (DA-1),	Gospel	NBC, AURN, \$19.00	(K & P)
KWKH , 1130, 50 KW (DA-N)	SEE KWKH-FM		
KDKS-F, 103.7, 6 KW @ 328	Black	SMN, \$19.00	(K & P)
KITT-F, 93.7, 100 KW @ 1010	AC	ABC, \$31.00	(Katz)
KLKL-F, 92.1, 3.3 KW @ 298	Oldies	, \$22.00	(D & R)
KMJJ-F, 99.7, 50 KW @ 462	Black	AURN, \$27.00	(Mc-Guild)
KRMD-F, 101.1, 100 KW @ 1118	Country	, \$60.00	(Eastman)
KTAL-F, 98.1, 100 KW @ 1361	AOR	, \$24.00	(Banner)
KTUX-F, 98.9, 100 KW @ 718	CHR	, \$25.00	(Banner)
KVKI-F, 96.5, 100 KW @ 797	AC	, \$33.00	(Mc-Guild)
KWKH-F, 94.5, 100 KW @ 321	Country	MBS, \$45.00	(Christal)

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

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

\*\*\*\*\* 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	

SIOUX FALLS  
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Arbitron Rank/Pop (12+): 215/127,300	Stations: 17/11	1993 Revenue: \$6,800,000
MSA Rank/Pop: 237/146,000	Diaries: 650/196:1/65.0%	HH Inc.: \$37,459
ADJ # 107 (w/Mitchell)	Sample Target: 610	Retail \$: 1.72 Bil
Average Person Ratings: 16.6	% Below Line: 8.1	Pop per Station: 11,573
Market TSL: 22.00 hours	% Not Listed: 19.4	#1 Biller: KTWB and KELO: \$ 1,200,000 ea

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KTWB-F (C)	32/15.2	----	18.8	----	16.7	----	61/575	339/26.6	0.0	31.0	C	KTWB-F
2. KRRO-F (AOR)	24/11.4	----	12.0	----	7.1	----	29/375	287/22.5	0.0	22.4	B	KRRO-F
KELO-F (SAC)	24/11.4	----	8.7	----	7.1	----	34/509	289/22.7	0.0	21.6	C	KELO-F
4. KELO (FS)	18/ 8.5	----	9.6	----	8.1	----	25/332	246/19.3	0.0	19.4	C	KELO
5. KPAT-F (C)	16/ 7.6	----	8.7	----	15.2	----	19/258	183/14.4	0.0	25.6	B	KPAT-F
6. KKLS-F (O)	12/ 5.7	----	7.7	----	5.2	----	27/417	221/17.4	0.0	21.4	B	KKLS-F
7. KSOO (T)	11/ 5.2	----	7.2	----	7.1	----	17/254	168/13.2	0.0	17.6	A	KSOO
8. KXRB (C)	8/ 3.8	----	5.3	----	8.1	----	19/249	97/ 7.6	0.0	11.9	B	KXRB
9. KXCK-F (CHR)	8/ 3.8	----	-----	----	-----	----	15/281	134/10.5	0.0	-----	A	KXCK-F
10. KWSN (T)	4/ 1.9	----	2.9	----	3.3	----	6/140	95/ 7.5	0.0	9.7	A	KWSN

12+ FM SHARE (METRO): 72.94% (124 of 170) (SPG 93: 68.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KXCK-F	1 KRRO-F	1 KTWB-F	1 KTWB-F	1 KTWB-F	1 KELO	1 KTWB-F	1 KELO-F<	1 KTWB-F<	1 KTWB-F	1 KKLS-F
2 KTWB-F	2 KTWB-F>	2 KRRO-F	2 KELO-F	2 KELO-F	2 KELO-F<	2 KELO >	2 KTWB-F>	2 KRRO-F	2 KSOO-F<	2 KRRO-F
3 KPAT-F	3 KELO-F	3 KELO-F>	3 KRRO-F>	3 KRRO-F	3 KTWB-F	3 KRRO-F<	3 KRRO-F	3 KELO-F	3 KRRO-F	3
4	4 KPAT-F	4 KELO	4 KELO	4 KELO	4 KSOO	4 KELO-F	4 KELO	4 KPAT-F<	4 KKLS-F	4
5	5	KPAT-F	5 KPAT-F	5 KPAT-F	5	5	5	5 KELO	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 KTWB-F	1 KTWB-F	1 KELO-F	1 KTWB-F<	1 KELO-F	1 KRRO-F	1 KRRO-F>>	1 KRRO-F	1 KRRO-F>	1 KTWB-F<
2 KRRO-F	2 KELO-F>	2 KTWB-F	2 KELO-F>	2 KTWB-F	2	2 KTWB-F>>	2 KTWB-F	2 KTWB-F>	2 KRRO-F>>
3	3 KRRO-F	3	3 KELO	3 KELO	3	3	3 KPAT-F	3 KELO-F>	3 KELO-F
4	4 KPAT-F	4	4 KPAT-F	4 KPAT-F	4	4	4	4	4 KKLS-F
5	5 KKLS-F	5	5 KRRO-F	5 KKLS-F	5	5	5	5	KPAT-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AOH/CUME	
AC					8.9	KIKN-F (C)	100.5 SALEM	1.4/6.7/ 50/ 508
AOR/CLASSIC		24 ( 1)	24 ( 1)	6.5	14.0	KOAD (FS)	800 LIVERNE, NM	0.5/2.0/ 8/ 107
COUNTRY	12 ( 3)	52 ( 4)	64 ( 7)	37.6	31.8			
NEWS/TALK	15 ( 2)		15 ( 2)	8.8	3.4	KGLI-F (CHR)	95.5 SIOUX CITY, IA	0.5/2.9/ 12/ 309
CHR		9 ( 2)	9 ( 2)	5.3	10.1	KISD-F (O)	98.7 PIPESTONE, MN	1.4/2.4/ 8/ 118
BLACK/URBAN						KIWA (C)	1550 SHELDON, IA	1.4/1.6/ 6/ 69
SOFT AC/EZ		24 ( 1)	24 ( 1)	14.1	10.1	KIWA-F (C)	105.3 SHELDON, IA	0.5/1.5/ 4/ 76
HISPANIC						WMAX (C/FS)	570 YANKTON, SD	0.5/4.9/ 25/ 403
OLDIES		15 ( 2)	15 ( 2)	8.8	----			
FULL SVC/VARIETY	19 ( 2)		19 ( 2)	11.2	20.1			
STANDARDS								
RELIG/GOSPEL					1.1			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN					0.6			
TOTALS	46 ( 7)	124 ( 10)	170 ( 17)					

DUOPOLY REPORT	12+	25-54	REVENUE
KWSN, KRRO-F, KOAD, KLQL-F (Ray Lamb)	13.8%	12.2%	16.2%

SIOUX FALLS  
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RADIO STATIONS  
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KELO	,	1320,	14 KW/5 KW (DA-2)	,	AC/Full Service	AP,	\$26.00 (Banner)	Midcontinent
KSOO	,	1140,	10 KW/5 KW (DA-N)	,	Talk	ABC,	\$18.00 (Christal)	T. Ingstad
KWSN	,	1230,	1 KW	,	Talk	UNISTR CBS,	\$ 9.00 (Katz)	Ray Lamb
KXRB	,	1000,	10 KW (DAYS, DA)	,	Country	MBS,	\$14.00 (Mc-Guild)	So. Minn
KELO-F	,	92.5,	100 KW @ 1850	,	Soft AC	AP,	\$21.00 (Banner)	Midcontinent
KKLS-F	,	104.7,	100 KW @ 741	,	Oldies	MBS,	\$16.00 (Mc-Guild)	So. Minn
KPAT-F	,	97.3,	60 KW @ 220	,	Country	ABC,	\$19.00 (Christal)	T. Ingstad
KRRO-F	,	103.7,	50 KW @ 187	,	AOR	UNISTR,	\$20.00 (Katz)	Ray Lamb
KTWB-F	,	101.9,	34 KW @ 577	,	Country	,	\$27.00 (Banner)	
KKCK-F	,	99.7,	100 KW @ 958	,	CHR	,	\$12.00 (Katz)	(MARSHALL, MN)

Miscellaneous: KWSN, KARO-F sold to Ray Lamb (D) for \$810,000. . . KPAT-F changes from CHR to Country (Aug. 93). . .

SOUTH BEND

Arbitron Rank/Pop (12+): 162/208,600

Stations: 20/13  
Diaries: 651/320:1/54.2%  
Sample Target: 680  
% Below Line: 10.3  
% Not Listed: 17.2

1993 Revenue: \$9,800,000  
HH Inc.: \$31,465  
Retail \$: 2.2 Bil  
Pop per Station: 16,046  
#1 Biller: WNSN-F \$1,800,000

MSA Rank/Pop: 171/253,000  
ADI # 83  
Average Person Ratings: 16.7  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WNDU-F (CHR)	43/12.4	----	11.9	----	14.2	----	95/167B	601/28.8	0.0	30.5	C	WNDU-F
2. WNSN-F (AC)	39/11.2	----	9.1	----	7.3	----	94/1374	524/25.1	0.0	23.6	C	WNSN-F
3. WSBT (FS)	33/ 9.5	----	9.1	----	10.3	----	48/684	467/22.4	0.0	22.1	C	WSBT
4. WAOR-F (AOR)	28/ 8.0	----	12.7	----	10.6	----	58/794	384/18.4	0.0	24.3	C	WAOR-F
5. WGTC-F (C)	26/ 7.5	----	8.6	----	12.8	----	57/90B	341/16.3	0.0	17.3	C	WGTC-F
6. WLTA-F (SAC)	22/ 6.3	----	6.9	----	9.5	----	50/937	349/16.7	0.0	19.8	B	WLTA-F
7. WRBR-F (O)	18/ 5.2	----	6.6	----	5.3	----	33/697	320/15.3	0.0	16.6	B	WRBR-F
8. WNZE-F (C)	17/ 4.9	----	3.6	----	----	----	64/865	272/13.0	0.0	9.7		WNZE-F
9. WZOW-F (O)	11/ 3.2	----	----	----	1.1	----	67/620	182/ 8.7	0.0	0.0		WZOW-F
WFRN-F (REL)	11/ 3.2	----	1.4	----	2.0	----	51/856	164/ 7.9	0.0	6.7		WFRN-F
11. WUBU-F (B)	6/ 1.7	----	3.3	----	----	----	8/151	104/ 5.0	0.0	5.5		WUBU-F
WSMK-F (B)	6/ 1.7	----	1.9	----	3.4	----	16/241	109/ 5.2	0.0	6.1		WSMK-F

12+ FM SHARE (METRO): 82.99% (239 of 288) (SPG 93: 82.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F>>>1	WNDU-F	1 WNDU-F<	1 WNSN-F	1 WNSN-F	1 WSBT	1 WSBT	1 WNSN-F	1 WNDU-F	1 WNDU-F>>	1 WNSN-F>
2	2 WAOR-F>	2 WNSN-F<	2 WGTC-F	2 WGTC-F	2 WNSN-F>	2 WNDU-F<	2 WSBT <	2 WNSN-F<	2 WAOR-F	2 WNDU-F
3	3 WNSN-F	3 WAOR-F	3 WAOR-F	3 WAOR-F<	3 WLTA-F<	3 WNSN-F>	3 WNDU-F	3 WAOR-F	3 WSBT	3 WGTC-F
4	4 WGTC-F	4 WGTC-F>	4 WNDU-F	4 WNDU-F	4 WGTC-F	4 WAOR-F<	4 WGTC-F	4 WAOR-F<	4 WNSN-F	4 WSBT
5	5 WZOW-F	5 WLTA-F	5 WRBR-F	5 WRBR-F	5 WRBR-F	5 WGTC-F	5 WLTA-F	5 WSBT	5	5
6	6	6 WRBR-F	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 WNDU-F	1 WNDU-F<	1 WNSN-F	1 WNSN-F	1 WNSN-F>	1 WAOR-F	1 WAOR-F	1 WNDU-F	1 WAOR-F	1 WAOR-F<
2 WNSN-F	2 WNSN-F>	2 WNDU-F	2 WNDU-F	2 WGTC-F	WNDU-F	WNDU-F>	WAOR-F	2 WNDU-F>	2 WNSN-F
3 WLTA-F	3 WGTC-F	3 WAOR-F	3 WGTC-F	3 WNDU-F	3 WZOW-F	3 WZOW-F>	3 WZOW-F	3 WZOW-F	3 WGTC-F
4 WBTU-F	4 WAOR-F	4 WGTC-F	4 WLTA-F	4 WLTA-F	4	4 WGTC-F	4 WGTC-F	4 WNSN-F	4 WNDU-F
5	5 WLTA-F	5	5 WAOR-F	5 WRBR-F	5	5	5	5 WGTC-F	5 WRBR-F
6	6	6	6	6	6	6	6	6	6 WZOW-F

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	U ME	TSA	TSA
AC			39 ( 1)	13.5	10.4	WHME-F (REL)	103.1 SOUTH BEND	0.9/4.7/ 15/ 282			
AOR/CLASSIC			28 ( 1)	9.7	15.0	WIWO (?)	1580 SOUTH BEND	0.6/3.7/ 2/ 96			
COUNTRY			47 ( 3)	16.3	15.2	WNDU (O)	1490 SOUTH BEND	1.1/5.3/ 5/ 124			
NEWS/TALK	5 ( 2)		5 ( 2)	1.7	3.0						
CHR			43 ( 1)	14.9	16.1	WBBM (N)	780 CHICAGO	0.9/3.6/ 7/ 274			
BLACK/URBAN			12 ( 2)	4.2	6.0	WBTU-F (C)	93.3 KENDALLSVILLE	1.1/1.9/ 45/ 507			
SOFT AC/EZ			27 ( 2)	9.4	11.1	WGN (FS)	720 CHICAGO	1.4/5.5/ 31/ 507			
HISPANIC			27 ( 2)	9.4	11.1	WLS (T)	890 CHICAGO	0.6/3.1/ 34/ 371			
OLDIES	4 ( 1)	29 ( 2)	33 ( 3)	11.5	8.0	WSMK-F (B)	99.1 BUCHANAN, MI	1.7/5.2/ 16/ 241			
FULL SVC/VARIETY	38 ( 2)		38 ( 2)	13.2	13.0	WYEZ-F (E2)	96.9 BREMEN	1.4/3.5/ 12/ 223			
STANDARDS					0.9						
RELIG/GOSPEL		14 ( 2)	14 ( 2)	4.9	2.2						
CLASSICAL											
JAZZ											
OTHERS/UNKNOWN	2 ( 1)		2 ( 1)	0.7	0.0						
TOTALS	49 ( 6)	239 (14)	288 (20)								

SOUTH BEND  
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DUOPOLY REPORT  
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NONE AS OF JULY 1994. . .

RADIO STATIONS  
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WNDU	,	1490,	1 KW	,	Oldies	ABC,	\$12.00	(Mc-Guild)	Notre Dame
WSBT	,	960,	5 KW (DA-N)	,	Full Service	CBS,	\$25.00	(Katz)	Schurz
WAOR-F,		95.3,	3 KW @ 298	,	AOR		\$30.00	(Eastman)	
WFRN-F,		104.7,	50 KW @ 459	,	Religion	MBS,	\$16.00	( --- )	(NILES)
WGTC-F,		102.3,	2 KW @ 397	,	Country	ABC,	\$28.00	(Banner)	(ELKHART)
WLTA-F,		100.7,	15 KW @ 909	,	Soft AC		\$24.00	(MMR)	(NEW CARLISLE)
WNDU-F,		92.9,	13 KW @ 879	,	CHR		\$35.00	(Mc-Guild)	Federated (ELKHART)
WNSH-F,		101.5,	13 KW @ 971	,	AC	UNISTR,	\$42.00	(Katz)	Schurz
WNZE-F,		94.3,	12 KW @ 492	,	Country	UNISTR,	\$16.00	(Katz)	(PLYMOUTH)
WRBR-F,		103.9,	3 KW @ 328	,	Oldies		\$18.00	(MMR)	
WJBU-F,		106.3,	3 KW @ 292	,	Black	SMN,	\$12.00	(Banner)	
WZOW-F,		97.7,	3 KW @ 367	,	Oldies		\$11.00	( --- )	(GOSHEN)
WSMK-F,		99.1,	3 KW @ 328	,	Black		\$11.00	(Patt)	(BUCHANAN, MI)

Miscellaneous: WRBR-F sold by Booth for \$660,000. . .

SPOKANE  
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Arbitron Rank/Pop (12+): 95/378,800  
MSA Rank/Pop: 126/384,000  
ADI # 80  
Average Person Ratings: 16.1  
Market TSL: 21.75 hours

Stations: 18/18  
Diaries: 948/400:1/57.5%  
Sample Target: 955  
% Below Line: 0.0  
% Not Listed: 13.5

1993 Revenue: \$12,000,000  
HH Inc.: \$28,834  
Retail \$: 3.6 Bil  
Pop per Station: 21,044  
#1 Biller: KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KKZX-F (CL ADR)	66/10.8	8.6	8.1	6.3	6.4	8.5	80/982	752/19.9	17.4	16.1	C	KDRK-F
2. KZZU-F (CHR)	56/ 9.2	9.6	11.3	10.0	8.9	10.0	73/1063	870/23.0	23.6	21.1	C	KZZU-F
3. KDRK-F (C)	54/ 8.9	12.1	9.4	13.9	11.3	11.1	95/1259	781/20.6	19.5	21.1	D	KKZX-F
4. KISC-F (AC)	49/ 8.0	7.1	7.6	8.2	11.5	7.7	64/970	741/19.6	19.0	19.6	C	KEYF-AF
KEYF-F (O)	49/ 8.0	7.6	6.2	9.3	8.0	7.8	65/1090	788/20.8	16.6	17.4	C	KISC-F
6. KEZE-F (ADR)	38/ 6.2	6.9	7.4	5.8	7.7	6.6	46/654	522/13.8	13.9	14.9	C	KEZE-F
7. KXLY-F (SAC)	31/ 5.1	5.2	4.5	4.2	5.7	4.8	50/704	521/13.8	11.9	13.8	B	KXLY-F
8. KCDA-F (C)	28/ 4.6	3.0	2.9	2.8	2.1	3.6	28/333	302/ 8.0	6.5	6.5	A	KCDA-F
9. KAQQ (ST)	27/ 4.4	4.2	4.7	5.6	4.5	4.7	38/423	302/ 8.0	9.0	7.7	A	KAQQ
10. KJRB (T)	23/ 3.8	5.5	3.9	4.7	4.0	4.5	28/359	286/ 7.6	8.5	8.8	B	KJRB
11. KNFR-F (C)	22/ 3.6	5.7	5.1	3.9	3.8	4.6	33/669	498/13.1	10.7	10.4	A	KNFR-F
12. KXLY (N/T)	21/ 3.4	3.4	5.4	5.3	5.6	4.4	23/421	373/ 9.8	14.9	15.0	B	KXLY
13. KKCH-F (C)	19/ 3.1	2.2	1.7	0.7	1.7	1.9	20/420	344/ 9.1	4.9	3.4	A	KKCH-F
KGA (C)	19/ 3.1	3.4	3.2	2.8	3.7	3.1	24/368	243/ 6.4	9.6	7.9	A	KGA
15. KTSL-F (REL)	9/ 1.5	1.3	2.7	1.6	1.4	1.8	11/197	165/ 4.4	3.9	4.0	A	KTSL-F
KNJY-F (SAC)	9/ 1.5	1.5	1.9	1.1	0.3	1.5	10/169	159/ 4.2	5.5	1.7	A	KNJY-F

12+ FM SHARE (METRO): 81.59% (430 of 527) (SPG 93: 79.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>>1	KKZX-F<	1 KKZX-F>	1 KKZX-F>	1 KKZX-F>	1 KEYF-F	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KZZU-F	1 KISC-F
2	2 KEZE-F<	2 KDRK-F<	2 KEYF-F>	2 KEYF-F>	2 KISC-F<	2 KDRK-F	2 KDRK-F<	2 KDRK-F<	2 KKZX-F<	2 KDRK-F
3	3 KDRK-F<	3 KEYF-F<	3 KISC-F	3 KISC-F	3 KKZX-F	3 KISC-F	3 KEYF-F	3 KZZU-F<	3 KISC-F>	3 KKZX-F
4	4 KZZU-F>	4 KISC-F	4 KDRK-F	4 KDRK-F	4 KAQQ-F	4 KZZU-F<	4 KZZU-F	4 KEYF-F	4 KDRK-F	4 KEZE-F
5	5 KISC-F	KZZU-F	5 KEZE-F	5 KEZE-F	5 KCDA-F	5 KEYF-F	5 KISC-F	5 KEZE-F	5 KEZE-F	5 KNJY-F
6	6	6 KEZE-F	6	6 KZZU-F	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 KZZU-F	1 KZZU-F<	1 KDRK-F	1 KISC-F	1 KISC-F>	1 KZZU-F	1 KKZX-F<	1 KEZE-F	1 KKZX-F>	1 KKZX-F>
2 KEZE-F	2 KDRK-F	2 KISC-F	2 KKZX-F<	2 KEYF-F	KDRK-F	2 KEZE-F	2 KDRK-F	2 KEZE-F<	2 KEYF-F
3 KDRK-F	3 KKZX-F	KKZX-F	3 KZZU-F<	3 KDRK-F	3 KEZE-F	3 KDRK-F	KZZU-F	3 KDRK-F	3 KEZE-F
KKZX-F	4 KEZE-F	KZZU-F	4 KDRK-F<	4 KKZX-F	4 KXLY-F	4 KZZU-F>	4 KISC-F	4 KEYF-F	4 KDRK-F
5	KISC-F	5 KEZE-F	5 KEYF-F	5 KZZU-F	5 KKZX-F	5	KJRB	5 KZZU-F	5 KISC-F
6	6	6	6	6	6	6	KNFR-F	6	6
							KZZU-F		

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		49 ( 1)	49 ( 1)	9.3	13.1	KTRW (SPRTS) 970	SPOKANE	0.5/1.5/	4/ 63
AOR/CLASSIC		104 ( 2)	104 ( 2)	19.7	16.1	KVNI (FS) 1080	COEUR D' ALENE	0.7/1.7/	5/ 80
COUNTRY	19 ( 1)	123 ( 4)	142 ( 5)	26.9	30.0				
NEWS/TALK	47 ( 3)		47 ( 3)	8.9	11.0				
CHR		56 ( 1)	56 ( 1)	10.6	10.1				
BLACK/URBAN									
SOFT AC/EZ		40 ( 2)	40 ( 2)	7.6	7.0				
HISPANIC									
OLDIES		49 ( 1)	49 ( 1)	9.3	9.1				
FULL SVC/VARIETY	4 ( 1)		4 ( 1)	0.8	---				
STANDARDS	27 ( 1)		27 ( 1)	5.1	5.1				
RELIG/GOSPEL		9 ( 1)	9 ( 1)	1.7	2.0				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.9				
TOTALS	97 ( 6)	430 (12)	527 (18)						

SPOKANE

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DUOPOLY REPORT	12+	25-54	REVENUE
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KGA, KDRK-F, KEZE-F (Citadel)	18.2%	16.9%	33.3%
KAQQ, KHDL, KISC-F, KNFR-F (Silverado)	16.0%	15.0%	20.0%
KEYF A/F, KUDY, KKZX-F (Pourtales)	18.8%	26.1%	19.2%
	53.0%	58.0%	72.5%

RADIO STATIONS

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KAQQ , 590, 5 KW	Standards	UNISTR, CNN, \$15.00 (MMR)	Silverado
KGA , 1510, 50 KW (DA-N)	Country	ABC, \$17.00 (Eastman)	Citadel
KJRB , 790, 5 KW (DA-N)	Talk	UNISTR, NBC, \$16.00 (Katz)	Citadel
KXLY , 920, 5 KW	News/Talk	CBS, MBS, \$24.00 (Torbet)	Morgan Murphy
KCDA-F, 103.1, 2.4 KW @ 1886	Country	SMN, \$16.00 (MMR)	(COEUR D'ALENE)
KDRK-F, 93.7, 56 KW @ 2378	Country	, \$51.00 (Eastman)	Citadel
KEYF-F, 101.1, 100 KW @ 843	Oldies	, \$30.00 (Mc-Guild)	Pourtales (CHENEY)
KEZE-F, 105.7, 100 KW @ 1909	AOR	, \$33.00 (Katz)	Citadel
KISC-F, 98.1, 94 KW @ 2030	AC	, \$42.00 (MMR)	Silverado
KKCH-F, 94.5, 100 KW @ 1883	Country	NBC, \$15.00 (Eastman)	(HAYDON)
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$26.00 ( - - )	Pourtales
KNFR-F, 96.1, 56 KW @ 2378	Country	UNISTR, \$22.00 (MMR)	Silverado (OPPORTUNITY)
KNJY-F, 103.9, 5.5 KW @ 298	EZ/Soft AC	, \$15.00 (MMR)	
KTSL-F, 101.9, 12 KW @ 476	Religion	AP, \$14.00 ( - - )	(MEDICAL LAKE)
KXLY-F, 99.9, 37 KW @ 2998	Soft AC/EZ	, \$25.00 (Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2079	CHR	, \$32.00 (Christal)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 76/506,000  
 MSA Rank/Pop: 85/606,000  
 ADI # 97  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 27/14  
 Diaries: 1286/393:1/54.2%  
 Sample Target: 1275  
 % Below Line: 24.9  
 % Not Listed: 16.0

1993 Revenue: \$12,000,000  
 HH Inc.: \$35,351  
 Retail \$: 4.4 Bil  
 Pop per Station: 36,143  
 #1 Biller: WAQY-AF \$2,900,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WAQY-AF (AOR)	89/10.4	8.5	8.7	11.8	9.8	9.9	94/1352	1251/24.7	23.4	26.5	D	WAQY-AF
2. WPKX-F (C)	83/ 9.7	9.9	12.3	10.5	9.9	10.6	90/1021	961/19.0	20.6	19.8	D	WPKX-F
3. WHYN-F (AC)	78/ 9.1	8.0	7.3	9.1	7.5	8.4	89/1144	972/19.2	19.1	21.3	D	WHYN-F
4. WHYN (FS)	74/ 8.7	10.0	6.3	8.3	8.4	8.3	74/968	961/19.0	16.5	19.8	C	WHYN
5. WMAS-F (AC)	67/ 7.8	7.5	6.2	8.7	7.8	7.6	69/943	886/17.5	16.3	18.2	C	WMAS-F
6. WAAF-F (AOR)	46/ 5.4	2.4	4.4	3.0	4.4	3.8	47/644	546/10.8	11.7	12.9		WAAF-F
7. WTIC-F (CHR)	45/ 5.3	6.8	6.4	5.4	6.6	6.0	46/1058	1012/20.0	19.1	19.6		WTIC-F
8. WMAS (ST)	32/ 3.7	4.3	6.1	4.7	4.7	4.7	32/318	318/ 6.3	8.0	7.6	B	WMAS
WNNZ (N/T)	32/ 3.7	3.2	2.7	1.9	2.2	2.9	32/407	402/ 7.9	8.2	5.7	B	WNNZ
10. WRCH-F (SAC)	25/ 2.9	3.1	4.4	3.4	3.5	3.5	25/490	456/ 9.0	9.5	8.3		WRCH-F

12+ FM SHARE (METRO): 75.17% (539 of 717) (SPG 93: 77.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-AF>	1 WAQY-AF>	1 WAQY-AF	1 WAQY-AF<	1 WHYN <	1 WHYN	1 WAQY-AF	1 WPKX-F	1 WTIC-F	1 WPKX-F>
2 WAAF-F	2 WAAF-F<	2 WHYN-F	2 WHYN-F<	2 WPKX-F<	2 WPKX-F	2 WAQY-AF<	2 WPKS-F<	2 WAQY-AF	2 WAAF-F	2 WAQY-F
3	3 WHYN-F	3 WMAS-F	3 WPKX-F	3 WHYN-F	3 WHYN-F	3 WHYN-F<	3 WHYN-F	3 WHYN-F<	3 WAQY-AF<	3 WHYN
4	4 WMAS-F	4 WPKX-F	4 WMAS-F>	4 WMAS-F	4 WPKX-F	4 WPKX-F	4 WHYN	4 WHYN	4 WPKX-F	4 WMAS-F
5	5 WPKX-F<	5 WAAF-F	5 WHYN	5 WHYN	5 WMAS	5 WMAS-F	5 WMAS-F	5 WAAF-F<	5 WPKX-F	5
6	6 WTIC-F	6	6	6	6 WNNZ	6	6	6 WMAS-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 WAQY-AF	1 WAQY-AF<	1 WHYN-F	1 WHYN-F<	1 WHYN-F	1 WAAF-F	1 WAQY-AF	1 WAQY-AF	1 WAQY-AF>	1 WAQY-AF
2 WMAS-F	2 WHYN-F	2 WAQY-AF	2 WMAS-F<	2 WMAS-F	2 WAQY-AF	2 WAAF-F>>	2 WAAF-F	2 WAAF-F<	2 WPKX-F>
WTIC-F	3 WMAS-F	3 WAQY-AF	3 WPKX-F	3 WPKX-F	3 WCCC-F	3 WCCC-F	3 WPKX-F	3 WPKX-F	3 WHYN-F
4 WHYN-F	4 WTIC-F	4 WPKX-F	4 WPKX-F	4 WAQY-AF>	4 WTIC-F	4 WPKX-F	4 WHYN-F	4 WHYN-F	4 WHYN
5 WAAF-F	5 WPKX-F	5 WTIC-F	5 WTIC-F	5 WHYN	5	5 WHYN-F	5 WMAS-F	5 WMAS-F	5 WMAS-F
6	6	6	6	6	6	6	6 WCCC-F	6 WCCC-F	6 WAAF-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		149 ( 3)	149 ( 3)	20.8	NM	WACE (REL) 730	CHICOPEE 0.5/1.8/ 4/ 92		
AOR/CLASSIC	2 ( 1)	179 ( 6)	181 ( 7)	25.2	24.2	WHMP (FS) 1400	NORTHAMPTON 1.3/3.8/ 11/ 197		
COUNTRY		93 ( 2)	93 ( 2)	13.0	13.9	WHMP-F (CHR) 99.3	NORTHAMPTON 1.6/8.3/ 18/ 537		
NEWS/TALK	39 ( 3)		39 ( 3)	5.4	2.7	WRNX-F (AOR-P) 100.9	AMHERST 1.3/3.7/ 13/ 232		
CHR		74 ( 3)	74 ( 3)	10.3	12.7	WSPR (?) 1270	SPRINGFIELD 0.6/1.5/ 5/ 75		
BLACK/URBAN						WTTT (T) 1430	AMHERST 0.5/1.7/ 4/ 89		
SOFT AC/EZ		25 ( 1)	25 ( 1)	3.5	NM	WFAN (SPRTS) 660	NEW YORK 0.4/0.8/ 3/ 54		
HISPANIC						WRSI-F (AOR) 95.3	GREENFIELD 0.6/1.2/ 12/ 160		
OLDIES		19 ( 1)	19 ( 1)	2.6	2.3	SEE HARTFORD FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY	92 ( 3)		92 ( 3)	12.8	11.3	WCCC-F 2.8/10.0	WKSS-F 1.8/11.3		
STANDARDS	36 ( 2)		36 ( 2)	5.0	5.7	WDRC 0.5/ 1.2	WTIC 0.8/ 3.5		
RELIG/GOSPEL	4 ( 1)		4 ( 1)	0.6	0.7	WDRC-F 2.2/ 8.2	WYZ-F 1.2/ 4.0		
CLASSICAL						WMCN-F 0.7/ 4.1	WYSR-F 0.5/ 3.4		
JAZZ									
OTHERS/UNKNOWN	5 ( 1)		5 ( 1)	0.7	---				
TOTALS	178 (11)	539 (16)	717 (27)						

DUOPOLY REPORT	12+	25-54	REVENUE
WHMP A/F, WPKX-F (Multimarket)	12.6%	13.6%	NA



SPRINGFIELD, MA

RADIO STATIONS

WHMP, 1400, 1 KW	, Full Service/EZ	NBC	, \$ 14.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, Full Service	ABC	, \$ 35.00 (Mc-Guild)	Radio Equity
WMAS, 1450, 1 KW	, Standards	MBS, SMN	, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/15 KW (DA-2)	, Talk/News	CBS, ABC	, \$ 19.00 ( --- )	
WAOY-F, 102.1, 17 KW @ 780,	AOR/Classic		, \$ 70.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321,	CHR		, \$ 17.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000,	AC		, \$ 54.00 (Mc-Guild)	Radio Equity
WMAS-F, 94.7, 50 KW @ 194,	AC		, \$ 42.00 (Banner)	Lappin
WPXX-F, 97.9, 2.2 KW @ 528,	Country		, \$ 51.00 (D & R)	Multimarket (ENFIELD)
WRNX-F, 100.9, 6 KW @ -105,	Prog. AOR	CNN	, \$ 20.00 (Torbet)	(AMHERST)

Other Ranked Stations -- See Boston or Hartford

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

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

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 151/233,800  
 MSA Rank/Pop: 160/279,000  
 ADI # 78  
 Average Person Ratings: 15.0  
 Market TSL: 19.75 hours

Stations: 15/14  
 Diaries: 786/297:1/62.7%  
 Sample Target: 680  
 % Below Line: 0.6  
 % Not Listed: 12.9

1993 Revenue: \$10,500,000  
 HH Inc.: \$28,320  
 Retail \$: 2.6 Bil  
 Pop per Station: 16,700  
 #1 Biller: KTTS-AF \$3,600,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KTTS-F (C)	71/20.3	----	18.2	----	17.1	----	136/1525	784/33.5	0.0	32.9	E	KTTS-F
2. KGMV-F (CHR)	45/12.9	----	6.8	----	7.5	----	68/828	537/23.0	0.0	16.1		KGMV-F
3. KTXR-F (SAC)	27/ 7.7	----	7.1	----	9.0	----	52/896	426/18.2	0.0	17.9		KTXR-F
4. KOSP-F (O)	26/ 7.4	----	13.6	----	-----	----	40/725	430/18.4	0.0	27.3		KOSP-F
5. KGBX-F (C)	27/ 7.1	----	4.8	----	9.0	----	35/582	433/18.5	0.0	15.9		KGBX-F
6. KXUS-F (AOR)	24/ 6.9	----	11.1	----	16.5	----	41/658	421/18.0	0.0	19.6	C	KXUS-F
7. KWTO (T)	17/ 4.9	----	5.7	----	2.8	----	24/434	282/12.1	0.0	14.1		KWTO
8. KWTO-F (AC)	15/ 4.3	----	5.1	----	9.3	----	24/608	347/14.8	0.0	17.5		KWTO-F
KZBE-F (CL AOR)	15/ 4.3	----	4.3	----	-----	----	24/373	284/12.1	0.0	7.9		KZBE-F
10. KADI-F (REL)	13/ 3.7	----	2.6	----	3.4	----	14/231	194/ 8.3	0.0	9.1		KADI-F
11. KTTS (C)	11/ 3.1	----	2.8	----	8.7	----	13/256	198/ 8.5	0.0	9.1		KTTS
12. KLTO-F (C)	7/ 2.0	----	2.3	----	3.1	----	10/261	152/ 6.5	0.0	7.0		KLTO-F
13. KTOZ-F (AOR-NR)	4/ 1.1	----	3.4	----	0.6	----	6/180	152/ 6.5	0.0	7.6		KTOZ-F
14.												
15.												

12+ FM SHARE (METRO): 89.84% (274 of 305) (SPG 93: 89.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGMV-F>	1 KGMV-F>	1 KGMV-F<	1 KTTS-F>	1 KTTS-F>	1 KTTS-F>>	1 KTTS-F>>	1 KTTS-F>	1 KTTS-F>	1 KGMV-F	1 KTTS-F>>
2 KXUS-F	2 KXUS-F>	2 KTTS-F>	2 KGMV-F	2 KGMV-F<	2 KTXR-F	2 KGMV-F	2 KGMV-F>	2 KGMV-F>	2 KTTS-F	2
3 KGBX-F	3 KTTS-F	3 KXUS-F<	3 KGBX-F	3 KOSP-F	3 KOSP-F>	3 KGBX-F<	3 KWTO	3 KXUS-F<	3 KTXR-F<	3
KTTS-F	4 KZBE-F	4 KGBX-F	4 KOSP-F	4 KGBX-F	4	4 KOSP-F	4 KOSP-F<	4 KOSP-F	4 KXUS-F	4
5	5 KGBX-F	5 KOSP-F	5 KXUS-F	5 KTXR-F	5	5 KTXR-F	5 KTXR-F	5 KTXR-F	5	5
6	6 KWTO-F	6	6	6 KXUS-F	6	6	KGBX-F<	KGBX-F	6	6
7	7	7	7	7	7	7	7 KXUS-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 KGMV-F	1 KGMV-F>>	1 KGMV-F	1 KGMV-F	1 KTTS-F	1 KGMV-F	1 KXUS-F<	1 KXUS-F	1 KTTS-F<	1 KTTS-F>
2 KXUS-F	2 KTTS-F	2 KGBX-F	2 KTTS-F	2 KGMV-F	2 KXUS-F	2 KGMV-F>	2 KGMV-F	2 KXUS-F	2 KXUS-F>
3 KTTS-F	KGBX-F<	3 KTTS-F	3 KOSP-F	3 KOSP-F<	3 KUTO-F	3 KZBE-F	KZBE-F	3 KGMV-F	3 KZBE-F
4	4 KADI-F	4	KGBX-F>	4 KGBX-F	4	4 KWTO-F	4	4 KZBE-F	KOSP-F
5	5 KXUS-F	5	5 KADI-F	5 KTXR-F	5	5 KTTS-F	5	5 KWTO-F	KGMV-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AOH/CUME
AC		15 ( 1)	15 ( 1)	4.9	8.0	KTOZ (ST) 1060	SPRINGFIELD 0.9/2.8/ 3/ 70
AOR/CLASSIC		43 ( 3)	43 ( 3)	14.1	21.2		
COUNTRY	11 ( 1)	103 ( 3)	114 ( 4)	37.4	32.0	KELE-F (?) 106.7	MT. VERNON 0.6/3.6/ 4/ 121
NEWS/TALK	17 ( 1)		17 ( 1)	5.6	6.4		
CHR		45 ( 1)	45 ( 1)	14.8	6.0		
BLACK/URBAN		27 ( 1)	27 ( 1)	8.9	8.0		
SOFT AC/EZ							
HISPANIC							
OLDIES		26 ( 1)	26 ( 1)	8.5	15.4		
FULL SVC/VARIETY	3 ( 1)		3 ( 1)	1.0	0.6		
STANDARDS		13 ( 1)	13 ( 1)	4.3	3.0		
RELIG/GOSPEL							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		2 ( 1)	2 ( 1)	0.7	---		
TOTALS	31 ( 3)	274 (12)	305 (15)				

SPRINGFIELD, MO

DUOPOLY REPORT	12+	25-54	REVENUE
KTXR-F, KWTO A/F (Meyer)	19.6%	17.0%	NA
KGMV A/F, KGBX-F (Sunburst)	20.0%	19.9%	NA
	39.6%	36.9%	NA

RADIO STATIONS

KTTS , 1260, 5 KW (DA-N) , Country	ABC, \$ NA (Torbet)	Great Empire
KWTO , 560, 5 KW (DA-N) , Talk	MBS ABC, \$15.00 (Banner)	Meyer
KADI-F, 99.5, 6 KW @ 328 , Religion	USA, \$11.00 ( --- )	(REPUBLIC)
KGBX-F, 105.9, 38 KW @ 558 , Country	, \$25.00 (Katz)	Sunburst (NIXA)
KGMV-F, 100.5, 33 KW @ 600 , CHR	, \$24.00 (Katz)	Sunburst (AURORA)
KLTO-F, 96.5, 50 KW @ 493 , Country	, \$12.00 (K & P)	(SPARTA)
KOSP-F, 105.1, 39 KW @ 493 , Oldies	, \$21.00 ( --- )	Midwest Family (WILLARD)
KTOZ-F, 104.7, 35 KW @ 581 , AOR-NR	, \$10.00 ( --- )	(MARSHFIELD)
KTTS-F, 94.7, 100 KW @ 1102 , Country	ABC, \$70.00 (Torbet)	Great Empire
KTXR-F, 101.3, 100 KW @ 1151 , EZ/Soft AC	NBC, \$22.00 (Mc-Guild)	Meyer
KWTO-F, 98.7, 100 KW @ 551 , AC	ABC, \$17.00 (Banner)	Meyer
KXUS-F, 97.3, 100 KW @ 581 , AOR	, \$25.00 (Roslin)	
KZBE-F, 95.5, 50 KW @ 493 , Classic AOR	, \$16.00 ( --- )	(PLEASANT HOPE)

Miscellaneous: Webster county added to Metro. . . KKHT-F changes to KWTO-F and format from CHR to AC (Feb). . .  
 KGMV-F reclassified as CHR. . . KTOZ-F sold for \$280,000. . . KTOZ sold for \$35,000. . .  
 KLTO-F (Sparta) sold for \$600,000. . . KZBE-F (Pleasant Hope) sold for \$780,000 (Chapin). . .  
 KWTO A/F sold to Meyer (D) for \$1,880,000. . .

STOCKTON

Arbitron Rank/Pop (12+): 89/409,800  
 MSA Rank/Pop: 96/517,000  
 ADI # (w/Sacramento)  
 Average Person Ratings: 15.1  
 Market TSL: 20.25 hours

Stations: 35/9  
 Diaries: 838/489:1/49.5%  
 Sample Target: 860  
 % Below Line: 51.5  
 % Not Listed: 23.5

1993 Revenue: \$7,500,000  
 HH Inc.: \$32,460  
 Retail \$: 3.5 Bil  
 Pop per Station: 45,533  
 #1 Biller: KWIN-F

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KATM-F (C)	59/ 9.6	11.9	9.0	7.6	5.4	----	65/964	858/20.9	20.0	15.6	KATM-F
2. KWIN-F (CHR)	57/ 9.2	7.1	8.5	8.2	9.1	----	57/787	787/19.2	22.2	18.6	KWIN-F
3. KHOP-F (AOR)	41/ 6.6	6.3	5.2	5.5	5.4	----	43/825	749/18.2	17.5	14.5	KHOP-F
4. KNBR (T)	35/ 5.7	4.7	6.7	3.7	4.6	----	43/643	488/11.9	12.2	11.9	KNBR
5. KOSO-F (AC)	28/ 4.5	4.4	4.3	5.0	3.4	----	28/525	525/12.8	11.9	12.3	KOSO-F
6. KCVR (SP)	22/ 3.6	2.5	4.5	2.5	3.1	----	22/273	273/ 6.7	3.5	6.1	KCVR
7. KFMR-F (C)	19/ 3.1	3.8	5.2	7.4	6.2	----	20/335	319/ 7.8	9.4	12.0	KFMR-F
8. KCBS (N)	18/ 2.9	3.1	4.3	3.2	2.0	----	20/402	363/ 8.9	11.7	9.9	KCBS
9. KBEE (ST)	17/ 2.8	2.7	0.8	---	---	----	18/188	170/ 4.1	4.9	1.9	KBEE
10. KMEL-F (CHR)	15/ 2.4	2.7	2.3	3.5	2.8	----	15/326	326/ 8.0	9.2	8.9	KMEL-F

12+ FM SHARE (METRO): 67.16% (317 of 472) (SPG 93: 60.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWIN-F>>	1 KWIN-F<	1 KATM-F<	1 KATM-F	1 KATM-F>	1 KATM-F	1 KATM-F	1 KATM-F	1 KWIN-F	1 KATM-F	1 KGO
2 KHOP-F	2 KHOP-F	2 KWIN-F	2 KHOP-F	2 KNBR	2 KNBR >	2 KWIN-F	2 KATM-F <	2 KATM-F	2 KWIN-F	2 KWIN-F
3	3 KATM-F>	3 KHOP-F>	3 KNBR	3 KHOP-F>	3 KCBS	3 KNBR	3 KWIN-F	3 KHOP-F	3 KHOP-F	3 KHOP-F
4	4 KCVR	4 KNBR	4 KWIN-F	4 KWIN-F	4 KBEE	4 KOSO-F	4	4 KNBR	4 KOSO-F	4 KOSO-F
5	KOSO-F	5 KOSO-F	5	5 KOSO-F	5 KFMR-F	5 KHOP-F	5	5 KOSO-F	KCVR	5
6	6	KCVR	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 KWIN-F	1 KATM-F<	1 KATM-F	1 KATM-F	1 KATM-F>	1 KWIN-F	1 KHOP-F>	1 KHOP-F	1 KHOP-F>	1 KNBR <
2 KATM-F	2 KWIN-F>	2 KCVR	2 KWIN-F>	2 KOSO-F>	2 KHOP-F	2 KWIN-F>	2 KNBR	2 KNBR <	2 KHOP-F
3 KOSO-F	3 KCVR	KWIN-F	3 KOSO-F	3 KCVR	3 KOSO-F	3 KNBR >	3 KWIN-F	3 KWIN-F	3 KATM-F>
4	KOSO-F	4	4 KCVR	KWIN-F	KCNR-F	4	4 KATM-F	4 KATM-F	4 KWIN-F
5	5 KHOP-F	5	5	5	KSTN-F	5	KTRB	5	5 KFMR-F
6	6	6	6	6	KWOD-F	6	6	6	6
7	7	7	7	7	KMEL-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		33 ( 2)	33 ( 2)	7.0	5.2	KEXX-F (O) 100.9 TRACY	1.5/5.5/ 10/ 245
ADR/CLASSIC		71 ( 6)	71 ( 6)	15.0	4.0	KJAX (N/T) 1280 STOCKTON	1.0/2.3/ 6/ 93
COUNTRY		87 ( 4)	87 ( 4)	18.4	23.0	KJOY-F (SAC) 99.3 STOCKTON	1.8/5.5/ 12/ 257
NEWS/TALK	84 ( 7)		84 ( 7)	17.8	19.0	KSTN (CHR) 1420 STOCKTON	1.3/5.5/ 8/ 225
CHR	8 ( 1)	87 ( 4)	95 ( 5)	20.1	25.0	KSTN-F (SP) 107.3 STOCKTON	1.8/5.6/ 11/ 231
BLACK/URBAN						KWG (O) 1230 STOCKTON	1.8/4.6/ 11/ 190
SOFT AC/EZ		14 ( 2)	14 ( 2)	3.0	7.0	SEE SACRAMENTO OR MODESTO FOR MORE INFORMATION ABOUT THE FOLLOWING:	
HISPANIC	31 ( 2)	11 ( 1)	42 ( 3)	8.9	9.0		
OLDIES	15 ( 2)	10 ( 2)	25 ( 4)	5.3	4.2	KDJK-F 1.0/ 4.3	KSEG-F 0.5/ 1.4
FULL SVC/VARIETY						KFBK 1.6/ 3.6	KSFH-F 1.0/ 4.4
STANDARDS	17 ( 1)		17 ( 1)	3.6	4.0	KFIV 0.6/ 1.9	KSSJ-F 0.6/ 1.7
RELIG/GOSPEL		4 ( 1)	4 ( 1)	0.8	0.0	KNCL-F 0.6/ 2.2	KTRB 1.5/ 2.2
CLASSICAL						KRAK-F 0.8/ 3.1	KVFX-F 1.6/ 5.4
JAZZ							KWOD-F 1.1/ 5.3
OTHERS/UNKNOWN					1.0	SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THESE STATIONS:	
TOTALS	155 (13)	317 (22)	472 (35)			KFRC 0.6/ 2.2	KOIT-F 0.5/ 1.4
						KFRC-F 0.2/ 1.7	KRQR-F 0.6/ 1.7
						KGO 1.3/ 4.7	KYLD-F 1.5/ 3.9
						KKIQ-F 0.8/ 2.5	
						KMJ (FRESNO) 0.5/ 1.6	

STOCKTON  
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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KCVR, KWG, KEXX-F, KWIN-F (Silverado)	16.1%	13.9%	NA

RADIO STATIONS  
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KCVR , 1570,	5 KW/500 W (DA-2) ,	Hispanic			
KJAX , 1280,	1 KW (DA-N)	News/Talk			
KSTN , 1420,	5 KW/1 KW (DA-N)	CHR	TALKNT MBS, \$ 9.00 (Christal)		Silverado (LODI)
KWG , 1230,	1 KW	Oldies	ABC, \$10.00 ( --- )		
			UNISTR, \$13.00 (Katz)		Silverado
KFMR-F, 100.1,	6 KW @ 285	Country		\$26.00 (Eastman)	
KJOY-F, 99.3,	3 KW @ 331	Soft AC		\$19.00 (Christal)	
KSTN-F, 107.3,	8 KW @ 1610	Hispanic		ABC, \$16.00 ( --- )	
KEXX-F, 100.9,	6 KW @ 328	Oldies	UNISTR, \$30.00 (Katz)		Silverado (TRACY)
KWIN-F, 97.7,	3 KW @ 298	CHR		\$21.00 (MHR)	Silverado (LODI)

Other ranked stations -- See Sacramento, Modesto or San Francisco

Miscellaneous: KCVR, KWIN-F (Lodi) sold to Silverado (D) for \$3,300,000 (MVP) . . .

SYRACUSE

Arbitron Rank/Pop (12+): 69/550,300  
 MSA Rank/Pop: 71/751,000  
 ADI # 68  
 Average Person Ratings: 17.2  
 Market TSL: 22.25 hours

Stations: 25/18  
 Diaries: 1292/426:1/56.4%  
 Sample Target: 1330  
 % Below Line: 4.3  
 % Not Listed: 16.5

1993 Revenue: \$17,600,000  
 HM Inc.: \$33,677  
 Retail \$: 5.6 Bil  
 Pop per Station: 30,572  
 #1 Biller: WYYY-F \$4,400,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WSYR (FS)	119/12.6	13.3	11.9	10.6	10.5	12.1	127/1590	1440/26.2	24.1	24.2	E	WSYR
2. WNTQ-F (CHR)	108/11.4	10.2	9.0	10.9	11.6	10.4	132/2079	1576/28.6	26.4	30.6	D	WNTQ-F
3. WAQX-F (ADR)	104/11.0	12.0	10.8	10.9	12.1	11.2	120/1765	1509/27.4	24.5	23.5	D	WAQX-F
4. WYYY-F (AC)	95/10.0	10.1	9.9	10.3	10.5	10.1	122/1966	1538/27.9	24.9	27.6	F	WYYY-F
5. WFBL (ST)	68/ 7.2	3.9	3.5	7.1	4.4	5.4	72/662	570/10.4	6.5	9.3	A	WFBL
6. WBBS-F (C)	58/ 6.1	6.3	6.5	7.2	4.2	6.5	77/1155	839/15.2	14.1	10.6	C	WBBS-F
7. WSEN-F (O)	47/ 5.0	5.0	4.3	4.5	3.7	4.7	61/1056	880/16.0	14.1	13.1	C	WSEN-F
8. WKRL-F (ADR)	38/ 4.0	4.0	2.7	3.7	2.6	3.6	48/666	575/10.4	7.1	9.9	B	WKRL-F
9. WHEN-F (C)	30/ 3.2	3.9	3.7	3.0	2.7	3.5	39/621	494/ 9.0	7.9	7.8	B	WHEN-F
10. WHEN (FS)	27/ 2.8	2.9	3.0	2.8	2.3	2.9	32/614	553/10.0	11.2	10.3		WHEN
11. WTKW-F (CL ADR)	15/ 1.6	1.9	1.6	1.9	3.1	1.8	19/515	457/ 8.3	5.0	5.3	A	WTKW-F
12. WSCP-F (C)	12/ 1.3	1.6	2.4	0.7	2.0	1.5	15/152	121/ 2.2	2.5	2.3		WSCP-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 71.34% (565 of 792) (SPG 93: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F	1 WAQX-F	1 WAQX-F<	1 WYYY-F<	1 WSYR >	1 WSYR >	1 WYYY-F<	1 WAQX-F<	1 WSYR <	1 WSYR >>
2	2 WNTQ-F>	2 WYYY-F<	2 WYYY-F>	2 WAQX-F>	2 WFBL	2 WNTQ-F	2 WSYR <	2 WNTQ-F<	2 WNTQ-F	2 WAQX-F
3	3 WYYY-F	3 WNTQ-F>	3 WNTQ-F	3 WNTQ-F	3 WYYY-F>	3 WYYY-F<	3 WAQX-F	3 WYYY-F	3 WAQX-F>	3 WNTQ-F
4	4 WKRL-F	4 WBBS-F	4 WBBS-F	4 WSYR	4	4 WAQX-F>	4 WNTQ-F	4 WSYR	4 WKRL-F	4 WYYY-F
5	5 WBBS-F	5 WSYR <	5 WSYR	5 WBBS-F	5	5 WBBS-F	5 WFBL	5 WFBL	5 WYYY-F	5
6	6	6 WSEN-F	6 WSEN-F	6 WSEN-F	6	6 WFBL	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 WNTQ-F	1 WNTQ-F>	1 WYYY-F	1 WYYY-F<	1 WYYY-F>>	1 WKRL-F	1 WAQX-F>>	1 WAQX-F	1 WAQX-F>>	1 WAQX-F>>
2 WAQX-F	2 WYYY-F	2 WNTQ-F	2 WNTQ-F>	2 WNTQ-F	2 WNTQ-F	2 WKRL-F<	2 WKRL-F	2 WNTQ-F<	2 WYYY-F<
3 WYYY-F	3 WAQX-F>>	3 WAQX-F	3 WAQX-F>	3 WSEN-F	3 WAQX-F	3 WNTQ-F>	3 WNTQ-F	3 WYYY-F	3 WSYR >
4 WKRL-F	4	4 WBBS-F	4 WBBS-F	4 WBBS-F<	4 WBBS-F	4	4 WSYR	4 WSYR	4 WBBS-F
5 WSEN-F	5	5 WSEN-F	5 WSEN-F	5 WAQX-F	5 WOUR-F	5	5 WTKW-F	5 WBBS-F	5 WNTQ-F
6	6	6	6	6 WSYR	6	6	6 WYYY-F	6	6 WSEN-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		104 ( 2)	104 ( 2)	13.1	13.5	WGES-F (AC) 1055	0.9/1.9/ 9/ 118
ADR/CLASSIC		177 ( 6)	177 ( 6)	22.3	19.8	WMCR-F (FS) 106.3	0.3/1.1/ 8/ 114
COUNTRY	9 ( 1)	113 ( 5)	122 ( 6)	15.4	19.7	WDR (C) 1260	0.9/3.2/ 10/ 197
NEWS/TALK					2.6	WOLF (B) 1490	0.3/1.5/ 3/ 83
CHR		113 ( 2)	113 ( 2)	14.3	14.7	WPCX-F (C) 106.9	0.6/2.7/ 32/ 443
BLACK/URBAN	3 ( 1)		3 ( 1)	0.4	2.3	WFRG-F (C) 104.3	0.7/3.1/ 49/ 513
SOFT AC/EZ		5 ( 1)	5 ( 1)	0.6	3.6	WKLL-F (ADR) 94.9	0.3/1.6/ 13/ 248
HISPANIC						WLZW-F (SAC) 98.7	0.5/2.8/ 27/ 386
OLDIES		51 ( 2)	51 ( 2)	6.4	4.8	WOODZ-F (O) 96.1	0.4/0.8/ 11/ 143
FULL SVC/VARTETY	147 ( 3)	2 ( 1)	149 ( 4)	18.8	12.8	WOUR-F (ADR) 96.9	1.3/4.5/ 27/ 468
STANDARDS	68 ( 1)		68 ( 1)	8.6	5.3	WRCK-F (CHR) 107.3	0.5/2.7/ 13/ 310
RELIG/GOSPEL						WRQI-F (ADR) 95.1	0.5/1.8/ 12/ 302
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN					0.4		
TOTALS	227 ( 6)	565 ( 19)	792 ( 25)				

SYRACUSE  
-----

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WTKW-F, WKRL A/F (Local)	5.6%	5.4%	4.9%
WSYR, WYYY-F, WBBS-F (NewCity)	28.7%	32.0%	50.6%
	34.3%	37.4%	55.5%

RADIO STATIONS  
-----

WFBL, 1050, 2.5 KW/19 W	, Standards	UNISTR, CNN, \$ NA ( --- )	Crawford
WHEN, 620, 5 Kw/1 KW (DA-N)	, Full Service	ABC, CBS, \$ 20.00 (MMR)	Park
WDR, 1260, 5 Kw (DA-N)	, Country	ABC, UNISTR, \$ 16.00 (Mc-Guild)	Osborn
WOLF, 1490, 1 KW	, Black	AURN, \$ 15.00 ( --- )	
WSYR, 570, 5 KW (DA-2)	, Full Service	NBC, MBS, \$ 70.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC, \$ 71.00 (Banner)	Pilot (MANLIUS)
WBBS-F, 104.7, 50 KW @ 493, Country		, \$ 47.00 (Katz)	NewCity (FULTON)
WHEN-F, 107.9, 50 KW @ 500, Country		ABC, CBS, \$ 28.00 (MMR)	Park
WKRL-F, 100.9, 6 KW @ 164, AOR		ABC, \$ 23.00 (Eastman)	WTKW owner
WMHR-F, 102.9, 20 KW @ 781, Religion		, \$ NA ( --- )	
WNTO-F, 93.1, 97 KW @ 659, CHR		, \$ 65.00 (Mc-Guild)	Osborn
WPCX-F, 106.9, 14 KW @ 469, Country		SMN, \$ 19.00 (Market 4)	Great Scott (AUBURN)
WSCP-F, 101.7, 2.5 KW @ 364, Country (?)		UNISTR, \$ 17.00 ( --- )	(PULASKI)
WSEN-F, 92.1, 25 KW @ 298, Oldies		CBS, UNISTR, \$ 34.00 (D & R)	Buckley (BALDWINS.)
WTKW-F, 99.5, 2.9 KW @ 338, Classic AOR		AP, \$ 21.00 ( --- )	(BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649, AC		, \$ 92.00 (Katz)	NewCity

Miscellaneous: WTKW-F (Bridgeport) sold to owners of WKRL A/F for \$100,000 (D) . . .

TALLAHASSEE

Arbitron Rank/Pop (12+): 172/187,500  
 MSA Rank/Pop: 172/249,000  
 ADI # 115  
 Average Person Ratings: 15.3  
 Market TSL: 20.25 hours

Stations: 14/12  
 Diaries: 528/355:1/48.4%  
 Sample Target: 610  
 % Below Line: 0.7  
 % Not Listed: 22.0

1993 Revenue: \$7,500,000  
 HH Inc.: \$27,469  
 Retail \$: 2.2 Bil  
 Pop per Station: 15,625  
 #1 Biller: WTNT-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WTNT-F (C)	43/15.0	----	11.8	----	11.7	----	93/1208	495/26.4	0.0	25.6	C	WTNT-F
2. WHBX-F (B)	38/13.3	----	13.5	----	12.5	----	86/664	386/20.6	0.0	20.1	B	WHBX-F
3. WGLF-F (AOR)	26/ 9.1	----	6.9	----	12.5	----	50/704	381/20.3	0.0	19.7	C	WGLF-F
WSNI-F (O)	26/ 9.1	----	9.4	----	5.1	----	39/604	417/22.2	0.0	18.4	C	WSNI-F
5. WRZK-F (AOR)	18/ 6.3	----	8.7	----	2.9	----	20/316	272/14.5	0.0	15.0	A	WRZK-F
WBZE-F (AC)	18/ 6.3	----	4.2	----	3.7	----	24/463	367/19.6	0.0	16.2	B	WBZE-F
7. WMLO-F (SAC)	13/ 4.5	----	3.8	----	5.5	----	20/294	198/10.6	0.0	10.2	A	WMLO-F
8. WHKX-F (C)	12/ 4.2	----	5.9	----	5.9	----	25/533	267/14.2	0.0	15.1	B	WHKX-F
9. WUMX-F (CHR/AC)	11/ 3.8	----	4.5	----	5.9	----	12/422	350/18.7	0.0	19.4	B	WUMX-F
10. WXS-R (AC)	10/ 3.5	----	6.3	----	6.6	----	15/407	272/14.5	0.0	23.4	A	WXS-R

12+ FM SHARE (METRO): 97.30% (217 of 223) (SPG 93: 98.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHKX-F	1 WHBX-F>	1 WHBX-F<	1 WTNT-F	1 WTNT-F	1 WTNT-F>	1 WTNT-F	1 WTNT-F<	1 WHBX-F<	1 WHBX-F>	1 WBZE-F
2 WHBX-F	2 WGLF-F	2 WTNT-F<	2 WSNI-F<	2 WSNI-F	2 WSNI-F>	2 WHBX-F	2 WGLF-F<	2 WTNT-F<	2 WTNT-F>	2 WHBX-F
WRZK-F	3 WTNT-F	3 WGLF-F<	3 WHBX-F<	3 WHBX-F<	3 WMLO-F	3 WSNI-F>	3 WHBX-F<	3 WGLF-F	3 WGLF-F	3 WTNT-F
4 WTNT-F	4 WRZK-F	4 WSNI-F>	4 WGLF-F	4 WGLF-F	4 WHBX-F	4	4 WSNI-F	4 WSNI-F	4	4
WXS-R-F	5 WBZE-F	5 WBZE-F	5 WBZE-F	5 WBZE-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 WHBX-F	1 WHBX-F>	1 WHBX-F	1 WHBX-F	1 WSNI-F	1 WGLF-F	1 WGLF-F>	1 WGLF-F	1 WGLF-F>	1 WGLF-F<
2 WXS-R-F	2 WTNT-F	2 WBZE-F	2 WTNT-F	WTNT-F	2 WHBX-F	2 WHBX-F	2 WRZK-F	2 WTNT-F	2 WTNT-F
3 WRZK-F	3 WBZE-F	WTNT-F	3 WSNI-F	WHBX-F<	3	3 WRZK-F>	3 WHBX-F	3 WHBX-F<	3 WSNI-F<
4 WTNT-F	WXS-R-F	4 WSNI-F	4 WBZE-F	4 WBZE-F>	4	4 WTNT-F	4	4 WRZK-F	4 WRZK-F
5	5 WSNI-F	5	5	5	5	5	5	5 WSNI-F	5 WHBX-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		30 ( 3)	30 ( 3)	13.5	11.4	WNLS (T) 1270 TALLAHASSEE	0.7/6.2/ 6/ 157
AOR/CLASSIC		44 ( 2)	44 ( 2)	19.7	21.0	WTAL (T) 1450 TALLAHASSEE	1.4/4.1/ 7/ 126
COUNTRY		55 ( 2)	55 ( 2)	24.7	24.0		
NEWS/TALK	6 ( 2)		6 ( 2)	2.7	0.9	WGWD-F (AC) 93.3 GRETHA	0.3/1.8/ 2/ 106
CHR		10 ( 1)	10 ( 1)	4.5	8.2	WMGR-F (?) 97.3 BAINBRIDGE, GA	0.3/3.0/ 14/ 321
BLACK/URBAN		38 ( 1)	38 ( 1)	17.0	18.0		
SOFT AC/EZ		13 ( 1)	13 ( 1)	5.8	5.0		
HISPANIC							
OLDIES		26 ( 1)	26 ( 1)	11.7	12.3		
FULL SVC/VARIETY							
STANDARDS							
RELIG/GOSPEL							
CLASSICAL							
JAZZ							
OTHERS/UNKNOWN		1 ( 1)	1 ( 1)	0.4	---		
TOTALS	6 ( 2)	217 (12)	223 (14)				



TALLAHASSEE  
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DUOPOLY REPORT	12+	25-54	REVENUE
WHT, WBZE-F, WHBX-F (HVS)	19.6%	20.4%	21.6%
WWS, WXS-F, WSN-F (Southern)	12.6%	14.5%	21.0%
WMFL, WJPH, WMLO-F (Partech)	4.5%	4.2%	< 3.0%
	36.7%	39.1%	45.1%

RADIO STATIONS  
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WBZE-F, 98.9, 100 KW @ 390, AC	UNISTR, \$19.00 (Katz)	HVS	
WGLF-F, 104.1, 100 KW @ 440, AOR	\$27.00 (Banner)	Timm	
WHBX-F, 96.1, 37 KW @ 479, Black	UNISTR SMN, \$21.00 (Katz)	HVS	
WHKX-F, 99.9, 50 KW @ 493, Country	UNISTR, \$16.00 (---)		(LAFAYETTE)
WMLO-F, 104.9, 47 KW @ 505, Soft AC	\$15.00 (Eastman)	Partech	(HAVANA)
WRZK-F, 106.1, 3 KW @ 328, AOR	\$14.00 (---)		
WSNI-F, 107.1, 61 KW @ 823, Oldies	\$24.00 (---)	Southern	(THOMASVILLE, GA)
WTNT-F, 94.9, 100 KW @ 840, Country	ABC, \$42.00 (Christal)	Park	
WUMX-F, 103.1, 50 KW @ 295, AC	\$18.00 (HMR)	Dolcom	
WXS-F, 101.5, 50 KW @ 200, CHR	\$13.00 (Mc-Guild)	Southern	(QUINCY)

Miscellaneous: WHKX-F (Lafayette) sold for \$1,175,000 (Media Services). . . WWS (Quincy) sold for \$75,000. . .  
 WMLO-F (Havana) sold to Partech for \$1,650,000 (D) (Jorgenson). . . Arbitron fell significantly short  
 of its sample target for this market. . .

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

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

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\*\*\*\*\* 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	

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TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,869,400  
 MSA Rank/Pop: 22/2,180,000  
 ADI # 16  
 Average Person Ratings: 17.5  
 Market TSL: 23.75 hours

Stations: 26/23  
 Diaries: 2166/863:1/55.3%  
 Sample Target: 2085  
 % Below Line: 5.8  
 % Not Listed: 12.0

1993 Revenue: \$64,000,000  
 HH Inc.: \$27,110  
 Retail \$: 19.6 Bil  
 Pop per Station: 81,278  
 #1 Biller: WQYK-AF \$12,400,000

12+ METRO	1/4/SHARE	WIN				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING			Revenue Level	
		94	FAL 93	SUM 93	SPG 93			FAL 93	SPG 93			
1. WQYK-F (C)	304/ 9.3	9.7	10.5	10.2	11.3	9.9	337/4035	3480/18.6	21.4	20.2	I	WQYK-F
2. WXTB-F (AOR)	247/ 7.6	7.6	7.4	6.3	5.5	7.2	289/3262	2626/14.0	12.8	12.1	F	WXTB-F
3. WFLA (N/T)	208/ 6.4	5.5	6.5	6.3	7.7	6.2	250/3152	2554/13.7	13.1	14.4	F	WFLA
4. WFLZ-F (CHR)	207/ 6.3	6.0	6.1	6.7	7.6	6.3	306/4873	3268/17.5	16.8	19.3	F	WFLZ-F
5. WRBQ-F (C)	200/ 6.1	7.1	6.8	4.9	4.5	6.2	244/3337	2579/13.8	17.9	13.6	D	WRBQ-F
6. WMTX-AF (AC)	196/ 6.0	6.1	5.8	6.8	6.7	6.2	218/3356	2900/15.5	15.5	15.7	H	WMTX-AF
7. WWRM-F (SAC)	194/ 5.9	5.8	5.3	6.0	7.9	5.8	248/4052	3078/16.5	12.5	18.1	G	WWRM-F
8. WGUL-AF (ST)	187/ 5.7	5.8	6.2	6.5	5.3	6.1	209/1969	1791/ 9.6	9.2	9.6	C	WGUL-AF
9. WCOF-F (O)	174/ 5.3	5.8	4.7	1.0	---	4.2	208/3144	2652/14.2	15.2	14.8	F	WCOF-F
10. WHPT-F (AOR-P)	162/ 4.9	4.0	3.9	3.8	3.2	4.2	267/3335	2117/11.3	9.7	9.4	F	WHPT-F
11. WDUV-F (EZ)	154/ 4.7	4.7	4.5	6.2	5.1	5.0	301/3278	1640/ 8.8	10.8	11.4	E	WDUV-F
12. WUSA-F (AC)	136/ 4.2	5.3	5.7	5.6	5.1	5.2	144/2502	2250/12.0	13.2	13.5	G	WUSA-F
13. WYUU-F (O)	129/ 3.9	4.5	3.0	3.4	4.1	3.7	137/2376	2130/11.4	9.6	11.0	E	WYUU-F
14. WSUN (T)	94/ 2.9	2.0	1.4	1.6	1.7	2.0	114/1518	1158/ 6.2	4.3	4.2	C	WSUN
15. WRBQ (B)	55/ 1.7	1.5	2.6	1.8	1.6	1.9	36/745	644/ 3.4	4.7	3.5		WRBQ
16. WTMP (B)	53/ 1.6	1.4	1.0	0.7	0.7	1.2	56/639	567/ 3.0	2.8	2.1		WTMP
17. WLWU-F (ST)	39/ 1.2	1.5	1.6	1.4	1.6	1.4	39/537	537/ 2.9	3.3	3.5		WLWU-F
18. WFNS (SPRTS)	38/ 1.2	0.8	0.7	0.9	0.5	0.9	44/631	544/ 2.9	3.0	2.0		WFNS
19.												
20.												

12+ FM SHARE (METRO): 79.67% (2297 of 2883) (SPG 93: 79.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFLZ-F>	1 WXTB-F	1 WXTB-F	1 WXTB-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 WFLZ-F	2 WQYK-F<	2 WQYK-F	2 WXTB-F	2 WFLA <	2 WFLA <	2 WXTB-F<	2 WXTB-F	2 WXTB-F>	2 WXTB-F
3 WRBQ-F	3 WHPT-F<	3 WMTX-AF	3 WMTX-AF<	3 WHPT-F<	3 WGUL-AF	3 WMTX-AF	3 WMTX-AF<	3 WRBQ-F<	3 WQYK-F	3 WDUV-F<
4	4 WMTX-AF<	4 WCOF-F<	4 WHPT-F<	4 WMTX-AF<	4 WWRM-F	4 WXTB-F	4 WFLA <	4 WFLZ-F<	4 WRBQ-F	4 WHPT-F
5	5 WQYK-F	5 WHPT-F	5 WCOF-F>	5 WCOF-F	5 WDUV-F	5 WWRM-F	5 WCOF-F<	5 WMTX-AF	5 WGUL-AF<	5 WQYK-F
6	6 WCOF-F	6 WFLZ-F	6 WRBQ-F<	6 WRBQ-F	6 WRBQ-F	6 WRBQ-F<	6 WWRM-F<	6 WWRM-F	6 WDUV-F	6 WWRM-F<
7	7 WRBQ-F	7 WRBQ-F	7 WUSA-F	7 WUSA-F	7	7 WGUL-AF	7 WGUL-AF	7 WGUL-AF	7 WHPT-F	7 WMTX-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 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WMTX-AF	1 WQYK-F<		1 WXTB-F	1 WXTB-F>	1 WXTB-F	1 WXTB-F>	1 WHPT-F<
2 WMTX-AF	2 WMTX-AF	WMTX-AF	2 WFLZ-F	2 WMTX-AF		2 WQYK-F	2 WHPT-F	2 WHPT-F	2 WHPT-F	2 WXTB-F<
3 WRBQ-F	3 WXTB-F	3 WXTB-F	3 WQYK-F	3 WUSA-F		WFLZ-F	3 WQYK-F	3 WQYK-F	3 WQYK-F	3 WQYK-F
4 WXTB-F	4 WRBQ-F	4 WHPT-F	4 WUSA-F	4 WWRM-F		4 WRBQ-F	4 WCOF-F<	4 WCOF-F	4 WCOF-F	4 WCOF-F
5 WCOF-F	5 WQYK-F<	5 WQYK-F	WXTB-F<	5 WCOF-F<		5 WSUN-F	5 WFLZ-F	5 WFLZ-F	5 WSUN-F	5 WSUN-F
6	6 WHPT-F	6 WUSA-F	6 WCOF-F<	6 WRBQ-F<		WCOF-F	6 WSUN-F	6 WSUN-F	6 WMTX-AF	WFLA <
7	WCOF-F	7	7 WRBQ-F	7 WXTB-F		7	7 WMTX-AF	7 WMTX-AF	7 WRBQ-F	7 WMTX-AF<
8	8	8	8	8		8	8	8	8	8 WRBQ-F

TAMPA-ST. PETERSBURG

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSR	TSR
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME		
AC	5 ( 1)	327 ( 2)	332 ( 3)	11.5	13.7	WHNZ (N) 570	PINELLAS PARK	0.9/3.3/	31/ 685
AOR/CLASSIC		409 ( 2)	409 ( 2)	14.2	13.6	WLVU (ST) 1470	DUNEDIN	0.1/0.6/	4/ 105
COUNTRY	18 ( 1)	518 ( 3)	536 ( 4)	18.6	19.5	WQYK (C) 1010	SEFFNER	0.5/3.0/	22/ 639
NEWS/TALK	370 ( 4)		370 ( 4)	12.8	12.1	WRXB (B) 1590	ST. PETE. BCH	0.6/1.4/	22/ 285
CHR		207 ( 1)	207 ( 1)	7.2	8.7	WEZY-F (SAC) 94.1	LAKELAND	0.6/2.0/	86/1081
BLACK/URBAN			127 ( 3)	4.4	2.6	WPCV-F (C) 97.5	WINTER HAVEN	0.4/1.5/	160/1646
SOFT AC/EZ	127 ( 3)	369 ( 3)	369 ( 3)	12.8	15.4				
HISPANIC					0.9				
OLDIES		303 ( 2)	303 ( 2)	10.5	4.7				
FULL SVC/VARIETY									
STANDARDS	66 ( 2)	164 ( 2)	230 ( 4)	8.0	7.9				
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					1.0				
TOTALS	586 (11)	2297 (15)	2883 (26)						

DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WSUN, WWRM-F, WCOF-F (Cox)	14.1%	17.3%	15.5%
WRBQ A/F, WMTX A/F (Clear Channel)	13.8%	16.7%	15.9%
WHNZ, WHPT-F, WEZY-F (Paxson)	6.4%	8.6%	7.6%
	34.3%	42.6%	39.0%

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2), Country Oldies	ABC, \$ NA (Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2), Talk	ABC, \$ 92.00 (Eastman)	Jacor
WFNS, 910, 5 KW (DA-2), Sports	AP, CBS, \$ 33.00 ( --- )	
WGUL, 860, 2 KW/1.5KW (DA-2), ??	UNISTR, \$ NA (K & P)	
WHNZ, 570, 5 KW (DA-2), Talk	CBS, CNN, \$ 38.00 (Banner)	Paxson
WMTX, 1040, 5 KW (DAYS), SEE WMTX-F		
WQYK, 1010, 50 KW/5 KW (DA-2), SEE WQYK-F		
WRBQ, 1380, 5 KW (DA-2), Black	SMN, \$ NA (Christal)	Clear Channel
WSUN, 620, 10 KW (DA-N), Talk	, \$ 35.00 (D & R)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2), Black	AURN, UNISTR, \$ 32.00 (Roslin)	

FM STATIONS

WCOF, 107.3, 100 KW @ 620, Oldies (70's)	, \$ 74.00 (D & R)	Cox
WFLZ, 93.3, 100 KW @ 1358, CHR	ABC, \$ 84.00 (Eastman)	Jacor
WGUL, 105.5, 6 KW @ 285, Standards	UNISTR, \$ 40.00 (K & P)	Marcocci (NEW PORT RICHEY)
WLVU, 106.3, 3.3 KW @ 298, Standards	AP, \$ 30.00 (---)	(HOLIDAY)
WMTX, 95.7, 100 KW @ 607, AC	, \$ 168.00 (MMR)	Clear Channel
WQYK, 99.5, 100 KW @ 551, Country	, \$ 243.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, Country	ABC, \$ 77.00 (Christal)	Clear Channel
WUSA, 100.7, 100 KW @ 600, AC	, \$ 157.00 (Mc-Guild)	Gannett
WWRM, 94.9, 100 KW @ 1289, Soft AC	, \$ 161.00 (D & R)	Cox
WXTB, 97.9, 100 KW @ 600, AOR	ABC, \$ 100.00 (Banner)	Great American
WYUU, 92.5, 50 KW @ 400, Oldies	, \$ 81.00 (D & R)	Entercom
WHPT, 102.5, 100 KW @ 1666, Prog. AOR	, \$ 94.00 (Banner)	Paxson (SARASOTA)
WOUV, 103.3, 100 KW @ 581, EZ	MBS, \$ 80.00 (Christal)	(BRADENTON)

Miscellaneous: Jacor's deal to acquire WGUL-AM was canceled. . . WDAE changes to Country Oldies (Apr) . . .  
 WGUL A/F sold by Carl Marcocci for \$3,400,000. . .

TERRE HAUTE  
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Arbitron Rank/Pop (12+): 183/169,700  
MSA Rank/Pop: 233/148,000  
ADI # NA  
Average Person Ratings: 15.1  
Market TSL: 20.50

Stations: 14/12  
Diaries: 681/249:1/59.1%  
Sample Target: 610  
% Below Line: 1.2  
% Not Listed: 22.7

1993 Revenue: \$ NA  
HH Inc.: \$27,931  
Retail \$: 2.1 Bil  
Pop per Station: 14,142  
#1 Biller: WTHI-F \$ NA

12+ METRO	1/4/SHARE	FAL 93	SUM 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WTHI-F (C)	81/31.6	----	31.4	----	34.7	----	121/1348	849/50.0	0.0	49.8	WTHI-F
2. WZZQ-F (AOR)	34/13.3	----	11.4	----	14.7	----	44/696	407/24.0	0.0	26.2	WZZQ-F
3. WMGI-F (AC)	23/ 9.0	----	14.0	----	12.1	----	33/667	438/25.8	0.0	28.2	WMGI-F
4. WLEZ-F (EZ)	11/ 4.3	----	0.4	----	----	----	14/240	179/10.5	0.0	2.6	WLEZ-F
5. WACF-F (C)	9/ 3.5	----	3.8	----	0.4	----	16/317	172/10.1	0.0	10.7	WACF-F
WBOW (FS)	9/ 3.5	----	3.8	----	3.8	----	9/186	163/ 9.6	0.0	11.3	WBOW
WSDM-F (O)	9/ 3.5	----	6.1	----	1.5	----	14/228	132/ 7.8	0.0	9.9	WSDM-F
8. WAXI-F (ST)	6/ 2.3	----	2.3	----	2.3	----	7/129	98/ 5.8	0.0	5.9	WAXI-F
9.											
10.											

12+ FM SHARE (METRO): 91.41% (181 of 198) (SPG 93: NA )

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHI-F>>	1 WTHI-F>	1 WTHI-F>	1 WTHI-F>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>
2 WZZQ-F	2 WZZQ-F>>	2 WZZQ-F>	2 WZZQ-F>	2 WZZQ-F>	2 WZZQ-F>	2 WMGI-F<	2 WZZQ-F>	2 WZZQ-F>	2 WZZQ-F>	2
3 WMGI-F>	3 WMGI-F>	3 WMGI-F>	3 WMGI-F>	3 WMGI-F>	3	3 WZZQ-F>	3 WMGI-F>	3 WMGI-F>	3 WMGI-F>	3
4	4	4	4	4	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 WTHI-F	1 WTHI-F>>	1 WTHI-F	1 WTHI-F>>	1 WTHI-F>>	1 WZZQ-F	1 WZZQ-F<	1 WZZQ-F	1 WZZQ-F<	1 WTHI-F
2 WZZQ-F	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>	2 WTHI-F	2 WTHI-F>>	2 WTHI-F	2 WTHI-F>>	2 WZZQ-F>>
3	3 WZZQ-F	3 WCBH-F	3 WZZQ-F>	3 WZZQ-F>	3	3	3	3	3 WMGI-F
4	4	4 WZZQ-F	4	4	4	4	4	4	4 WSDM-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME		
AC		28 ( 2)	28 ( 2)	14.1	0.0	WCBH-F (AC)	104.3	CASEY, IL	2.0/6.6/ 16/ 337
AOR/CLASSIC		35 ( 2)	35 ( 2)	17.7	0.0	WJSH (ST)	1300	TERRE HAUTE	0.4/2.9/ 1/ 50
COUNTRY		90 ( 2)	90 ( 2)	45.5	0.0	WPRS (?)	1440	PARIS	2.0/3.9/ 5/ 119
NEWS/TALK	2 ( 1)		2 ( 1)	1.0	0.0	WTHI (T)	1480	TERRE HAUTE	0.8/5.1/ 2/ 96
CHR		2 ( 1)	2 ( 1)	1.0	0.0	WAZY-F (CHR)	96.5	LAFAYETTE	0.8/1.9/ 3/ 81
BLACK/URBAN						WFBQ-F (AOR)	94.7	INDIANAPOLIS	0.4/2.6/ 7/ 121
SOFT AC/EZ		11 ( 1)	11 ( 1)	5.6	0.0				
HISPANIC									
OLDIES		9 ( 1)	9 ( 1)	4.5	0.0				
FULL SVC/VARIETY	9 ( 1)		9 ( 1)	4.5	0.0				
STANDARDS	1 ( 1)	6 ( 1)	7 ( 2)	3.5	0.0				
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN	5 ( 1)		5 ( 1)	2.5					
TOTALS	17 ( 4)	181 (10)	198 (14)						

DUOPOLY REPORT	12+	25-54	REVENUE
WBOW, WBFX, WZZQ-F (Contemp. Media)	16.8%	17.7%	NA

TERRE HAUTE  
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RADIO STATIONS  
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WBOW , 640 , 250 W , Full Service	UNISTR ABC, \$ NA (Christal) Contemp. Media
WACF-F, 98.5, 50 KW @ 500 , Country	ABC, \$ NA ( --- ) (PARIS)
WAXI-F, 104.9, 1.2 KW @ 440 , Standards	SMN NBC, \$ NA (Regional) (ROCKVILLE)
WLEZ-F, 102.7, 50 KW @ 500 , EZ	ABC, \$ NA (Regional)
WMGI-F, 100.7, 50 KW @ 500 , AC	CBS, \$ NA (Eastman)
WSDM-F, 97.7, 6 KW @ 298 , Oldies	SMN, \$ NA (Regional) (BRAZIL)
WTHI-F, 99.9, 50 KW @ 490 , Country	MBS, \$ NA (Katz)
WZZQ-F, 107.5, 28 KW @ 669 , AOR	UNISTR ABC, \$ NA (Christal) Contemp. Media

Miscellaneous: WPRS, WACF-F (Paris) sold for \$675,000. . . WJSH (1300) sold for \$95,000. . .

TOLEDO

Arbitron Rank/Pop (12+): 74/510,900  
 MSA Rank/Pop: 82/624,000  
 ADI # 64  
 Average Person Ratings: 16.1  
 Market TSL: 21.25 hours

Stations: 24/16  
 Diaries: 1478/346:1/54.9%  
 Sample Target: 1460  
 % Below Line: 10.6  
 % Not Listed: 14.8

1993 Revenue: \$16,200,000  
 HH Inc.: \$31,209  
 Retail \$: 5.1 Bil  
 Pop per Station: 31,931  
 #1 Biller: WKKO-AF \$3,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WKKO-F (C)	94/11.5	10.9	10.0	12.0	10.1	11.1	145/1762	1181/23.1	21.6	19.3	E	WKKO-F
2. WVKF-F (CHR)	91/11.1	10.5	10.9	12.3	11.0	11.2	121/2178	1469/28.8	24.3	26.6	D	WVKF-F
3. WIOT-F (AOR)	66/ 8.0	8.5	8.3	9.5	9.0	8.6	119/1736	1051/20.6	21.0	22.8	D	WIOT-F
4. WLQR-F (SAC)	62/ 7.6	6.5	5.7	7.3	6.5	6.8	100/1351	864/16.9	14.3	14.9	C	WLQR-F
5. WSPD (FS)	57/ 7.0	8.5	7.8	7.2	7.1	7.6	69/916	768/15.0	18.6	17.5	C	WSPD
WWM-F (AC)	57/ 7.0	7.6	8.5	7.6	7.3	7.7	62/966	779/15.2	18.7	18.1	D	WWM-F
7. WKKR-F (CL AOR)	49/ 6.0	5.5	4.0	6.2	7.5	5.4	79/1229	792/15.5	13.3	17.3	B	WKKR-F
8. WJR (FS)	37/ 4.5	3.4	3.7	4.1	5.3	3.9	76/1271	606/11.9	13.1	13.7		WJR
9. WRQN-F (O)	34/ 4.1	4.4	6.0	3.8	5.5	4.6	41/930	636/12.4	15.5	16.6	C	WRQN-F
10. WWM (N)	24/ 2.9	2.7	2.6	3.1	3.5	2.8	24/293	293/ 5.7	5.2	6.4	A	WWM
11. WCWA (ST)	17/ 2.1	2.5	2.1	0.9	---	1.9	18/366	327/ 6.4	6.8	---	A	WCWA
12. WJZE-F (J)	14/ 1.7	1.0	---	---	---	1.4	14/150	144/ 2.8	---	---		WJZE-F
CIMX-F (AOR)	14/ 1.7	1.2	0.4	0.8	0.9	1.0	19/357	271/ 5.3	2.7	3.9		CIMX-F
WYHK-F (C)	14/ 1.7	1.3	2.8	1.1	0.6	1.7	20/430	317/ 6.2	6.9	3.1		WYHK-F

12+ FM SHARE (METRO): 76.97% (538 of 699) (SPG 93: 76.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WVKF-F>>	1 WVKF-F	1 WVKF-F	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WVKF-F<	1 WKKO-F<	1 WKKO-F<	1 WVKF-F	1 WKKO-F
2	2 WIOT-F>	2 WIOT-F<	2 WVKF-F	2 WWM-F	2 WSPD	2 WKKO-F>	2 WSPD	2 WVKF-F	2 WIOT-F<	2 WVKF-F
3	3 WKKR-F<	3 WKKO-F	3 WWM-F	3 WVKF-F<	3 WLQR-F<	3 WSPD	3 WVKF-F<	3 WIOT-F<	3 WKKO-F>	3 WSPD
4	4 WKKO-F	4 WKKR-F	4 WKKR-F	4 WKKR-F<	4 WWM-F	4 WWM-F	4 WLQR-F<	4 WLQR-F	4	4 WIOT-F
5	5 WLQR-F	5 WWM-F	5 WIOT-F	5 WLQR-F<	5 WJR	WIOT-F<	5 WWM-F	5 WWM-F	5	5 WLQR-F
6	6	6 WLQR-F	6	6 WIOT-F	6 WRQN-F	6 WLQR-F	6 WIOT-F	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 WVKF-F	1 WVKF-F>>	1 WVKF-F	1 WVKF-F>	1 WKKO-F	1 WIOT-F	1 WIOT-F>>	1 WIOT-F	1 WIOT-F	1 WKKR-F<
2 WIOT-F	2 WLQR-F<	2 WLQR-F	2 WKKO-F	2 WVKF-F<	2 WVKF-F	2 WKKR-F<	2 WKKR-F	2 WKKR-F>	2 WIOT-F
3 WKKO-F	3 WKKR-F	3 WKKO-F	3 WWM-F<	3 WWM-F	3 WKKR-F	3 WVKF-F	3 WKKO-F	3 WKKO-F	3 WKKO-F
4 WLQR-F	4 WIOT-F	4	4 WLQR-F>	4 WLQR-F>	4 CIMX-F	4 WKKO-F	4 WVKF-F	4 WVKF-F	4 WWM-F
5	5 WWM-F	5	5 WIOT-F	5 WRQN-F	5	5	5	5 WWM-F<	5 WSPD
6	6 WKKR-F	6	6 WKKR-F	6	6	6	6	6 WSPD	6

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		68 ( 2)	68 ( 2)	9.7	10.3	WMTR-F (O) 96.1	ARCHBOLD 0.4/1.6/ 6/ 142
AOR/CLASSIC		139 ( 5)	139 ( 5)	19.9	21.1	WTOO (C) 1560	TOLEDO 1.1/4.6/ 10/ 291
COUNTRY	9 ( 1)	111 ( 3)	120 ( 4)	17.2	17.0	WTWR-F (AC) 98.3	MONROE, MI 1.3/8.2/ 27/ 720
NEWS/TALK	24 ( 1)		24 ( 1)	3.4	4.1	WVOI (B) 1520	TOLEDO 1.2/3.1/ 10/ 163
CHR		91 ( 1)	91 ( 1)	13.0	14.1	WIQB-F (AOR) 102.9	ANN ARBOR 0.6/3.1/ 10/ 299
BLACK/URBAN	10 ( 1)	12 ( 1)	22 ( 2)	3.1	2.7	WJLB-F (B) 97.9	DETROIT 1.5/3.9/ 15/ 246
SOFT AC/EZ		62 ( 1)	62 ( 1)	8.9	7.6	WQTE-F (C) 95.3	ADRIAN, MI 0.4/0.9/ 22/ 226
HISPANIC						WRIF-F (AOR) 101.1	DETROIT 0.6/3.6/ 23/ 464
OLDIES		41 ( 3)	41 ( 3)	5.9	7.8	CKLW-F (O) 93.9	WINDSOR, ONT. 0.5/2.7/ 13/ 349
FULL SVC/VARIETY	94 ( 2)		94 ( 2)	13.4	14.6	CKW (ST) 580	WINDSOR, ONT. 0.9/2.0/ 14/ 142
STANDARDS	24 ( 2)		24 ( 2)	3.4	0.7		
RELIG/GOSPEL							
CLASSICAL							
JAZZ		14 ( 1)	14 ( 1)	2.0	---		
OTHERS/UNKNOWN							
TOTALS	161 ( 7)	538 ( 17)	699 ( 24)				

TOLEDO

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DUOPOLY REPORT	12+	25-54	REVENUE
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WTOD, WKKO-F, WRQN-F (Fritz)	16.7%	19.3%	26.5%

RADIO STATIONS

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WCWA , 1230, 1 KW , Standards	MBS, CBS, \$13.00 (Eastman)	Enterprise	
WSPD , 1370, 5 KW (DA-N) , Full Service	NBC, \$36.00 (Christal)		
WTOD , 1560, 5 KW (DAYS, DA), Country	ABC, \$ NA (Katz)	Fritz	
WVOI , 1520, 1 KW (DA-2) , Black	UNISTR, AURN, \$17.00 (Regional)		
WWMW , 1470, 1 KW (DA-2) , News	SMN, \$14.00 (Banner)	Midwestern	
WHMQ-F, 107.7, 3 KW @ 328 , Country	, \$15.00 ( --- )		(N. BALTIMORE)
WIOT-F, 104.7, 50 KW @ 541 , AOR	Source, \$63.00 (Eastman)	Enterprise	
WJZE-F, 97.3, 1.2 KW @ 531 , Jazz	ABC, \$ NA (K & P)		(OAK HARBOR)
WLOR-F, 101.5, 19 KW @ 810 , Soft AC	, \$40.00 (Christal)		
WKKO-F, 99.9, 50 KW @ 500 , Country	ABC, \$67.00 (Katz)	Fritz	
WRQN-F, 93.5, 4.1 KW @ 397 , Oldies	UNISTR, \$32.00 (Katz)	ABS	(BOWLING GREEN)
WTWR-F, 98.3, 1.4 KW @ 466 , AC	AP, \$16.00 (Patt)		(MONROE, MI)
WVKS-F, 92.5, 50 KW @ 479 , CHR	, \$54.00 (Mc-Guild)	Noble	
WWMW-F, 105.5, 2.7 KW @ 344 , AC	, \$51.00 (Banner)	Midwestern	(SYLVANIA)
WXKR-F, 94.5, 30 KW @ 630 , Classic AOR	ABC, \$20.00 (MMR)		(PORT CLINTON)
WYHK-F, 95.7, 1.8 KW @ 433 , Country	, \$17.00 (Katz)		(GIBSONBURG)

Other Ranked Stations - See Detroit

Miscellaneous: WCWA, WIOT-F sold by Reams to Enterprise for \$7,000,000 (Blackburn) . . . WTOD, WKKO-F sold by Booth to Fritz for \$4,000,000 (E) . . . WRQN-F sold by ABS to Fritz for \$2,300,000 (D) . . .

TOPEKA

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Arbitron Rank/Pop (12+): 178/176,900  
 MSA Rank/Pop: 215/166,000  
 ADI # 137  
 Average Person Ratings: 15.7  
 Market TSL: 21.00 hours

Stations: 24/12  
 Diaries: 647/273:1/64.2%  
 Sample Target: 610  
 % Below Line: 19.4  
 % Not Listed: 16.5

1993 Revenue: \$5,900,000  
 HH Inc.: \$34,247  
 Retail \$: 1.62 Bil  
 Pop per Station: 14,742  
 #1 Biller: KMAJ-F \$1,400,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KMAJ-F (AC)	42/15.1	----	19.1	----	14.1	----	52/724	494/27.9	0.0	30.6	C	KMAJ-F
2. WIBW-F (C)	40/14.4	----	10.1	----	13.4	----	87/1072	459/25.9	0.0	23.2	B	WIBW-F
3. KTPK-F (C)	32/11.5	----	14.8	----	14.5	----	53/713	422/23.9	0.0	26.1	C	KTPK-F
4. WIBW (FS/T)	19/ 6.8	----	7.7	----	5.9	----	55/512	285/16.1	0.0	15.9	C	WIBW
5. KDVV-F (AOR)	18/ 6.5	----	5.4	----	8.3	----	28/538	274/15.5	0.0	14.3	B	KDVV-F
6. KPRS-F (B)	9/ 3.2	----	3.0	----	2.8	----	14/183	113/ 6.4	0.0	7.2		KPRS-F
7. KQRC-F (AOR)	8/ 2.9	----	4.7	----	2.8	----	20/307	134/ 7.6	0.0	8.4		KQRC-F
8. KCFX-F (CL AOR)	7/ 2.5	----	1.0	----	1.0	----	19/259	91/ 5.1	0.0	4.0		KCFX-F
WDAF (C/FS)	7/ 2.5	----	5.0	----	1.4	----	29/474	131/ 7.4	0.0	11.3		WDAF
10. KMAJ (T)	6/ 2.2	----	4.4	----	2.8	----	7/174	162/ 9.2	0.0	10.6	A	KMAJ
12. KTOP (ST)	6/ 2.2	----	2.0	----	2.4	----	6/123	123/ 7.0	0.0	5.7	A	KTOP

12+ FM SHARE (METRO): 82.33% (191 of 232) (SPG 93: 77.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBW-F	1 WIBW-F<	1 KMAJ-F>	1 KMAJ-F	1 KMAJ-F	1 KTPK-F<	1 KMAJ-F	1 KMAJ-F	1 KMAJ-F<	1 WIBW-F<	1 KMAJ-F
3 KMAJ-F>	2 KMAJ-F<	2 WIBW-F	2 WIBW-F	2 WIBW-F	2 KMAJ-F	2 WIBW-F	2 WIBW-F<	2 WIBW-F	2 KMAJ-F<	2 WIBW
4	3 KDVV-F>	3 KDVV-F<	3 KDVV-F	3 KTPK-F	3 WIBW-F	3 KTPK-F>	3 KTPK-F>	3 KTPK-F>	3 WIBW >	3
5	4 KCFX-F	4 KTPK-F	4 KTPK-F	4 KDVV-F	4 WIBW	4 WIBW	4 KDVV-F	4 KDVV-F	4 KTPK-F	4
	5	5	5	5	5	5 KDVV-F	5 WIBW	5	KPRS-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 KMAJ-F	1 WIBW-F<	1 WIBW-F	1 KMAJ-F>	1 KMAJ-F	1 KMAJ-F	1 KDVV-F>	1 KDVV-F	1 KMAJ-F<	1 KMAJ-F<
2	2 KMAJ-F>>	2 KMAJ-F	2 WIBW-F	2 KTPK-F<	2 KMKF-F	2 KMAJ-F	2 WIBW-F	2 KDVV-F	2 KDVV-F
3	3 KDVV-F	3 KDVV-F	3 KTPK-F>>	3 WIBW-F>>	3	3 WIBW-F	3 KCFX-F	3 WIBW-F	3 WIBW-F>
4	4 KCFX-F	KCFX-F	4 KDVV-F	4	4	4	4	4	4
5	KPRS-F	KPRS-F	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		43 ( 2)	43 ( 2)	18.5	22.3	KLZR-F (AOR) 105.9	LAWRENCE 0.7/5.0/ 17/ 343
AOR/CLASSIC		42 ( 6)	42 ( 6)	18.1	16.4	KMKF-F (AOR) 101.5	MANHATTAN 1.4/6.0/ 27/ 427
COUNTRY	7 ( 1)	77 ( 4)	84 ( 5)	36.2	33.5	KWIC-F (?) 99.3	TOPEKA 1.8/5.0/ 5/ 88
NEWS/TALK	8 ( 2)		8 ( 2)	3.4	6.3	KZOC-F (C) 92.9	OSAGE CITY 1.1/1.9/ 7/ 101
						WREN (REL) 1250	TOPEKA 0.4/2.7/ 2/ 51
CHR		6 ( 2)	6 ( 2)	2.6	1.9		
BLACK/URBAN		9 ( 1)	9 ( 1)	3.9	3.3	KNZA-F (C) 103.9	HIAWATHA 0.7/1.4/ 19/ 152
SOFT AC/EZ		4 ( 1)	4 ( 1)	1.7	1.5		
HISPANIC							
						SEE KANSAS CITY FOR MORE ABOUT THE FOLLOWING:	
OLDIES		5 ( 1)	5 ( 1)	2.2	3.7	KBQF-F 0.7/ 3.7	KMXV-F 1.4/ 5.9
FULL SVC/VARIETY	19 ( 1)		19 ( 1)	8.2	8.6	KCMO-F 1.8/10.6	KUDL-F 0.4/ 3.5
STANDARDS	6 ( 1)		6 ( 1)	2.6	2.2	KLTH-F 1.4/ 4.8	KYYS-F 1.1/ 6.3
RELIG/GOSPEL	1 ( 1)		1 ( 1)	0.4	---	KMBZ 0.7/ 1.4	
CLASSICAL					0.4		
JAZZ							
OTHERS/UNKNOWN		5 ( 1)	5 ( 1)	2.2	---		
TOTALS	41 ( 6)	191 (18)	232 (24)				



TOPEKA

DUOPOLY REPORT

NONE AS OF AUGUST 1994. . .

RADIO STATIONS

KMAJ	,	1440,	5 KW/1 KW (DA-2)	,	Talk		NBC MBS, \$14.00 (Torbet)	
KTOP	,	1490,	1 KW	,	Standards		UNISTR MBS, \$11.00 (Banner)	UNO
WIBW	,	580,	5 KW	,	Full Service/Talk		CBS MBS, \$23.00 (Katz)	Stauffer
KDVV-F	,	100.3,	100 KW @ 259	,	Classic AOR		UNISTR, \$22.00 (Banner)	UNO
KMAJ-F	,	107.7,	100 KW @ 1214	,	AC		NBC, \$34.00 (Torbet)	
KTPK-F	,	106.9,	100 KW @ 1210	,	Country		ABC, \$31.00 (Torbet)	
WIBW-F	,	97.3,	100 KW @ 1220	,	Country		SMN, \$25.00 (Katz)	Stauffer
KWIC-F	,	99.3,	6 KW @ 291	,	???		ABC, \$10.00 ( --- )	

Other ranked stations -- see Kansas City

Miscellaneous: KTPK-F sold for \$1,650,000. . .

TUCSON

Arbitron Rank/Pop (12+): 65/591,400  
 MSA Rank/Pop: 74/715,000  
 ADI # 79  
 Average Person Ratings: 16.0  
 Market TSL: 22.00 hours

Stations: 25/22  
 Diaries: 1180/501:1/54.9%  
 Sample Target: 1185  
 % Below Line: 4.3  
 % Not Listed: 15.2

1993 Revenue: \$19,300,000  
 HH Inc.: \$25,418  
 Retail \$: 5.6 Bil  
 Pop per Station: 26,882  
 #1 Biller: KCUB/KIIM-F \$4,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KIIM-F (C)	137/14.4	17.7	19.1	20.1	19.2	17.8	158/1700	1468/24.8	32.5	32.3	F	KIIM-F
2. KKLD-F (AC)	102/10.7	10.7	9.2	10.6	8.1	10.3	120/1357	1231/20.8	20.1	18.5	D	KKLD-F
3. KLPX-F (AOR)	100/10.5	10.5	8.0	8.0	9.3	9.3	106/1268	1159/19.6	20.4	18.3	D	KLPX-F
4. KRQQ-F (CHR)	74/ 7.8	6.4	6.7	7.0	7.4	7.0	83/1597	1360/23.0	20.0	23.7	D	KRQQ-F
5. KNST (N/T)	59/ 6.2	6.9	8.2	6.5	5.7	7.0	67/935	852/14.4	17.3	13.0	D	KNST
6. KWFH-F (O)	55/ 5.8	5.7	7.0	7.9	6.3	6.6	70/1458	1184/20.0	19.7	18.7	D	KWFH-F
7. KZLZ-F (SP)	32/ 3.4	2.3	1.1	0.5	---	1.8	32/268	268/ 4.5	2.2	---		KZLZ-F
8. KGVY (ST)	31/ 3.3	5.1	6.0	3.7	5.5	4.5	41/304	256/ 4.3	6.0	6.1		KGVY
9. KKHG-F (AOR)	27/ 2.8	---	---	---	---	2.8	27/423	423/ 7.2	---	---		KKHG-F
10. KJYK (CHR)	24/ 2.5	2.8	3.0	3.2	2.7	2.9	24/433	433/ 3.7	6.5	8.0		KJYK
11. KCEE (ST)	22/ 2.3	0.8	0.2	0.1	0.1	0.9	22/305	305/ 5.2	2.1	1.3		KCEE
12. KOHT-F (SP)	21/ 2.2	1.0	2.5	2.2	2.4	2.0	21/277	277/ 4.7	5.6	5.9		KOHT-F
KCUB-AF (C)	21/ 2.2	3.6	2.9	1.7	2.4	2.6	34/447	321/ 5.4	8.3	4.9		KCUB-AF
14. KTZR (SP)	16/ 1.7	1.5	2.1	1.4	1.8	1.7	16/229	229/ 3.9	3.1	4.1		KTZR
15. KXEW (SP)	14/ 1.5	1.4	1.7	1.4	2.7	1.5	15/275	266/ 4.5	3.9	4.4		KXEW
16. KQTL (SP)	13/ 1.4	1.6	1.2	2.0	1.5	1.6	13/209	184/ 3.1	2.9	2.7		KQTL
KEKO-F (AOR-P)	13/ 1.4	1.6	1.7	1.7	1.7	1.6	13/323	323/ 5.5	7.2	5.4		KEKO-F
18. KTKT (SPRTS/T)	12/ 1.3	0.5	0.5	1.2	0.7	0.9	12/333	324/ 5.5	3.5	2.4		KTKT
19. KTUC (T)	12/ 1.3	0.9	2.2	1.5	1.1	1.5	12/298	293/ 5.0	6.5	5.0		KTUC
20.												

12+ FM SHARE (METRO): 71.43% (575 of 805) (SPG 93: 67.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>	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 KJYK	2 KIIM-F	2 KLPX-F	2 KKLD-F	2 KKLD-F>	2 KKLD-F	2 KKLD-F<	2 KKLD-F<	2 KKLD-F	2 KKLD-F	2 KLPX-F
KLPX-F	3 KRQQ-F	3 KKLD-F>	3 KLPX-F	3 KLPX-F	3 KNST	3 KLPX-F>	3 KLPX-F<	KLPX-F>	3 KRQQ-F	3 KKLD-F
4 KIIM-F	4 KKLD-F>	4 KRQQ-F	4 KWFH-F	4 KWFH-F	4 KWFH-F	4 KRQQ-F	4 KNST >	4 KRQQ-F	4 KLPX-F>	4 KNST
5	5 KZLZ-F	5 KWFH-F	5 KRQQ-F	5 KNST	5 KGVY	5 KNST <	5 KRQQ-F	5 KWFH-F	5	KTKT
6	6	6	6	6 KRQQ-F	6	6 KWFH-F	6	6	6	6 KCEE

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F	1 KIIM-F	1 KIIM-F	1 KKLD-F<	1 KIIM-F	1 KLPX-F	1 KLPX-F>	1 KLPX-F	1 KLPX-F	1 KIIM-F
2 KLPX-F	KRQQ-F<	2 KKLD-F	2 KIIM-F>	KKLD-F>>	2 KIIM-F	2 KIIM-F>	2 KIIM-F	2 KIIM-F>	2 KLPX-F<
3 KKLD-F	3 KKLD-F<	3 KLPX-F	3 KLPX-F<	3 KLPX-F<	3 KRQQ-F	3 KRQQ-F	KKHG-F	3 KWFH-F	3 KWFH-F
4 KIIM-F	4 KLPX-F>	4 KRQQ-F	4 KRQQ-F	4 KWFH-F<	4 KZLZ-F	4 KZLZ-F	4 KKLD-F	4 KRQQ-F	4 KKLD-F
5	5	5	5 KWFH-F	5 KNST	5	5 KKHG-F	KWFH-F	5 KKLD-F	5 KNST
6	6	6	6	6	6	6	KZLZ-F	6	6 KKHG-F
									KRQQ-F

TUCSON  
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FORMATS -----			TOTAL -----	SPG 93		OTHER RATED STATIONS -----	METRO CUME TSA TSA	
	AM --	FM --		% -	% -		SHARE/RTG/AQH/CUME	
AC		102 ( 1)	102 ( 1)	12.7	9.4	KCDI-F (?) 97.5	ORO VALLEY	0.3/2.4/ 5/ 182
AOR/CLASSIC		145 ( 4)	145 ( 4)	18.0	14.7	KSAZ (?) 580	TUCSON	0.5/1.8/ 14/ 191
COUNTRY	19 ( 1)	143 ( 3)	162 ( 4)	20.1	25.1	KVOI (REL) 690	TUCSON	0.3/1.5/ 3/ 90
NEWS/TALK	83 ( 3)		83 ( 3)	10.3	8.8			
CHR	24 ( 1)	74 ( 1)	98 ( 2)	12.2	11.7	KNIX-F (C) 102.5	PHOENIX	0.4/1.3/ 50/ 435
BLACK/URBAN						KUPD-F (AOR) 97.9	TEMPE	0.5/3.1/ 22/ 251
SOFT AC/EZ					1.9			
HISPANIC	43 ( 3)	53 ( 2)	96 ( 5)	11.9	9.7			
OLDIES		55 ( 1)	55 ( 1)	6.8	7.5			
FULL SVC/VARIETY								
STANDARDS	53 ( 2)		53 ( 2)	6.6	9.8			
RELIG/GOSPEL	3 ( 1)		3 ( 1)	0.4	1.4			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN	5 ( 1)	3 ( 1)	8 ( 2)	1.0	---			
TOTALS	230 (12)	575 (13)	805 (25)					

DUOPOLY REPORT -----	12+	25-54	REVENUE -----
KTKT, KLPX-F, KEKO-F (Lotus)	13.2%	13.2%	13.7%
KNST, KCEE, KROQ-F, KWFM-F (Prism)	22.1%	22.3%	34.7%
	35.3%	35.5%	48.4%

RADIO STATIONS  
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AM STATIONS  
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KCEE, 940, 5 KW/1 KW (DA-2), Standards	UNISTR, \$ 15.00 ( --- )	Prism	
KCUB, 1290, 1 KW, Country	SMN, \$ NA (Katz)		
KGVY, 1080, 1 KW (DAYS), Standards	AP, \$ 20.00 (K & P)	(GREEN VALLEY)	
KJYK, 1490, 1 KW (DA-1), CHR	, \$ 15.00 (MMR)	Apogee	
KNST, 790, 5 KW/500 W (DA-2), News/Talk	ABC, MBS, \$ 42.00 (Banner)	Prism	
KOTL, 1210, 10 KW/1 KW (DA-2), Hispanic	, \$ 17.00 (Caballero)		(SAHURRITO)
KTKT, 990, 10 KW/1 KW (DA-N), Sports/Talk	SEN, \$ 14.00 (Christal)	Lotus	
KTUC, 1400, 1 KW, Talk	CBS, NBC, \$ 19.00 (Roslin)		
KTZR, 1450, 1 KW, Hispanic	, \$ 14.00 (SBS)		
KXEW, 1600, 1 KW (DA-2), Hispanic	CRC, \$ 16.00 (Lotus)		

FM STATIONS  
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KEKO, 92.1, 50 KW @ 493, Prog. AOR	, \$ 16.00 (Christal)	Lotus	(GREEN VALLEY)
KIIM, 99.5, 93 KW @ 2037, Country	, \$ 97.00 (Katz)		
KKHG, 104.1, 3 KW @ 24, AOR	, \$ 16.00 (MMR)		
KKLD, 94.9, 100 KW @ 1952, AC	ABC, \$ 47.00 (MMR)	Apogee	
KLPX, 96.1, 100 KW @ 1952, AOR	, \$ 53.00 (Christal)	Lotus	
KOHT, 98.3, 3 KW @ 203, Hispanic	CRC, CBS, \$ 17.00 (Lotus)		(MARANA)
KCDI, 97.5, 3 KW @ -115, Classic AOR	SMN, \$ 16.00 ( --- )		(ORO VALLEY)
KROQ, 93.7, 91 KW @ 2030, CHR	, \$ 52.00 (Banner)	Prism	
KWFM, 92.9, 90 KW @ 2037, Oldies	CBS, \$ 57.00 (Banner)	Prism	
KZLZ, 105.3, 50 KW @ 492, Hispanic	, \$ NA (Katz Hisp)		(KEARNY)

Miscellaneous: KRKN-F changes to KCDI-F (Feb) . . . KWFM-AM changes back to KCEE (Feb) . . . KJYK, KKLD-F sold to Apogee for \$5,300,000 (Kalil) . . . KZLZ-F (Kearny) sold to Z-Spanish for \$750,000. . .

TULSA  
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Arbitron Rank/Pop (12+): 63/633,300  
 MSA Rank/Pop: 72/738,000  
 ADI # 59  
 Average Person Ratings: 15.3  
 Market TSL: 20.50 hours

Stations: 21/21  
 Diaries: 1317/481:1/54.1%  
 Sample Target: 1290  
 % Below Line: 0.0  
 % Not Listed: 11.2

1993 Revenue: \$23,100,000  
 HH Inc.: \$27,891  
 Retail \$: 5.4 Bil  
 Pop per Station: 30,167  
 #1 Biller: KWEN-F \$4,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KWEN-F (C)	130/13.4	14.1	12.7	14.7	16.2	13.7	182/2489	1665/26.3	25.5	29.2	F	KWEN-F
2. KRMG (FS)	111/11.5	10.3	10.0	10.0	12.9	10.5	124/1804	1481/23.4	21.1	24.0	E	KRMG
3. KBEZ-F (SAC)	78/ 8.0	7.1	7.0	9.5	6.4	7.9	115/1574	1079/17.0	15.9	14.3	C	KBEZ-F
4. KMOD-F (AOR)	76/ 7.8	7.8	8.2	5.8	6.9	7.4	116/1606	955/15.1	20.5	15.0	D	KMOD-F
5. KHTT-F (CHR)	69/ 7.1	6.4	5.0	5.0	3.5	5.9	96/1602	1165/18.4	14.2	12.1	C	KHTT-F
6. KRAV-F (AC)	53/ 5.5	4.5	5.2	5.2	4.5	5.1	69/1098	852/13.5	11.3	14.7	C	KRAV-F
7. KVOO-F (C)	52/ 5.4	4.1	5.1	4.9	4.3	4.9	68/1034	704/11.1	11.4	11.4		KVOO-F
8. KMYZ-F (CHR)	51/ 5.3	5.5	6.5	6.7	7.0	6.0	85/1658	1082/17.1	19.6	17.9	D	KMYZ-F
9. KVOO (C)	39/ 4.0	4.6	5.3	4.5	5.3	4.6	71/870	478/ 7.5	9.2	10.8	E	KVOO
10. KCK1-F (C)	36/ 3.7	3.5	2.1	3.2	3.0	3.1	56/855	539/ 8.5	8.1	8.7	B	KCK1-F
11. KOLL-F (O)	34/ 3.5	4.0	4.8	4.3	4.3	4.2	60/1252	838/13.2	14.2	12.5	C	KOLL-F
12. KCHA-F (CL)	20/ 2.1	2.2	2.4	2.0	2.0	2.2	26/482	386/ 6.1	5.4	5.3	B	KCHA-F
13. KTHK-F (CL AOR)	19/ 2.0	2.5	1.8	3.0	3.7	2.3	31/686	492/ 7.8	7.7	10.3	B	KTHK-F
14. KTFX-F (C)	18/ 1.9	2.5	3.2	3.0	2.7	2.7	30/841	470/ 7.4	9.2	9.0	B	KTFX-F
KGTO (ST)	18/ 1.9	2.9	3.9	2.6	2.3	2.8	20/294	264/ 4.2	4.8	4.0	A	KGTO
KTOW-F (B)	18/ 1.9	3.2	2.0	1.8	2.5	2.2	19/303	286/ 4.5	5.2	5.6	A	KTOW-F

12+ FM SHARE (METRO): 78.37% (674 of 860) (SPG 93: 76.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTT-F>>	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KRMG	1 KRMG	1 KWEN-F<	1 KWEN-F	1 KWEN-F<	1 KRMG
2 KMYZ-F	2 KMOD-F	2 KMOD-F	2 KMOD-F<	2 KMOD-F<	2 KWEN-F	2 KWEN-F>	2 KRMG	2 KRMG	2 KHTT-F	2 KWEN-F>
3 KWEN-F	3 KMYZ-F	3 KBEZ-F	3 KBEZ-F	3 KBEZ-F<	3 KBEZ-F>	3 KMOD-F	3 KBEZ-F	3 KBEZ-F	3 KMYZ-F	3 KVOO
4	4 KRAV-F>	4 KRMG-F<	4 KRMG-F	4 KRMG	4 KVOO-F	4 KBEZ-F	4 KMOD-F	4 KHTT-F	4 KBEZ-F	4 KBEZ-F
5	5 KHTT-F	5 KRAV-F	5 KRAV-F	5 KRAV-F	5 KVOO	5 KHTT-F	5 KRAV-F	KMOD-F	5 KMOD-F	5 KAKC
6	6	6 KMYZ-F	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 KMYZ-F	1 KWEN-F>	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KMYZ-F	1 KMOD-F>	1 KMOD-F	1 KMOD-F	1 KMOD-F
2 KHTT-F	2 KRAV-F	2 KRAV-F	2 KRAV-F	2 KBEZ-F	2 KMOD-F	2 KMYZ-F	2 KRMG-F	2 KWEN-F	2 KWEN-F
3 KWEN-F	3 KMYZ-F	3 KBEZ-F	KBEZ-F	3 KRAV-F	3 KCK1-F	3 KRMG	KWEN-F	3 KRMG	3 KRMG-F
4 KCK1-F	4 KBEZ-F	4 KMOD-F	4 KHTT-F	4 KRMG	4 KRMG	KWEN-F>	4 KBEZ-F	4 KBEZ-F	4 KBEZ-F
KTOW-F	KHTT-F	KCK1-F	5 KMYZ-F	5 KOLL-F	KWEN-F	5 KHTT-F	KHTT-F	5 KVOO-F	5 KVOO-F
6	6	6	6	6	6	6	KTHK-F	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
AC		62 ( 2)	62 ( 2)	7.2	5.1	KAKC (O) 1300	TULSA	0.7/1.7/	7/ 112
AOR/CLASSIC		95 ( 2)	95 ( 2)	11.0	7.8	KCFO (REL) 970	TULSA	0.6/2.4/	6/ 167
COUNTRY	39 ( 1)	236 ( 4)	275 ( 5)	32.0	40.2	KXOJ-F (REL) 100.9	SAPULPA	1.1/5.3/	11/ 389
NEWS/TALK	5 ( 1)		5 ( 1)	0.6	----	KHJM-F (AC) 100.3	TAFT	0.9/1.8/	18/ 218
CHR		120 ( 2)	120 ( 2)	14.0	10.7	KQLL (T) 1430	TULSA	0.5/2.3/	5/ 154
BLACK/URBAN		18 ( 1)	18 ( 1)	2.1	2.8				
SOFT AC/EZ		78 ( 1)	78 ( 1)	9.1	7.2				
HISPANIC									
OLDIES	7 ( 1)	34 ( 1)	41 ( 2)	4.8	7.5				
FULL SVC/VARIETY	111 ( 1)		111 ( 1)	12.9	14.6				
STANDARDS	18 ( 1)		18 ( 1)	2.1	---				
RELIG/GOSPEL	6 ( 1)	11 ( 1)	17 ( 2)	2.0	1.9				
CLASSICAL		20 ( 1)	20 ( 1)	2.3	2.2				
JAZZ									
OTHERS/UNKNOWN									
TOTALS	186 ( 6)	674 ( 15)	860 ( 21)						

TULSA

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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
KBEZ-F, KHTT-F (Renda)	15.1%	13.6%	12.1%
KVOD A/F, KCKI-F (Great Empire)	13.1%	11.6%	17.1%
	28.2%	25.2%	29.2%

RADIO STATIONS

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KCFO, 970, 2.5 KW/1 KW (DA-2), Religion		\$ 13.00 (---)	Salem
KGTO, 1050, 1 KW (DAYS), Standards	CNN	\$ 16.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), FS	TALKNT, ABC	\$ 61.00 (Katz)	NewCity
KVOD, 1170, 50 KW (DA-N), Country	ABC	\$ NA (D & R)	Great Empire
KBEZ-F, 92.9, 100 KW @ 1319, Soft AC/EZ		\$ 44.00 (Eastman)	Renda
KCKI-F, 99.5, 100 KW @ 981, Country		\$ 20.00 (---)	Swanson (HENRYETTA)
KCMA-F, 92.1, 27 KW @ 656, Classical		\$ 21.00 (CMBS)	(BROKEN ARROW)
KHTT-F, 106.9, 100 KW @ 1010, CHR		\$ 31.00 (Eastman)	Renda
KMOD-F, 97.5, 96 KW @ 1328, AOR		\$ 65.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1128, CHR	ABC	\$ 52.00 (Banner)	Shamrock-Lynette (PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, Oldies	MBS, ABC	\$ 32.00 (Banner)	Federated (OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISTR	\$ 36.00 (Torbet)	
KTFX-F, 103.3, 100 KW @ 1279, Country		\$ 23.00 (---)	
KTHK-F, 94.1, 18 KW @ 817, Classic AOR		\$ 21.00 (Banner)	(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, Black		\$ 18.00 (---)	(SAND SPRINGS)
KVOD-F, 98.5, 100 KW @ 1227, Country	ABC	\$ 76.00 (D & R)	Great Empire
KWEN-F, 95.5, 96 KW @ 1328, Country		\$ 97.00 (Katz)	NewCity
KXOJ-F, 100.9, 2 KW @ 361, Religion		\$ 14.00 (Keystone)	(SAPULPA)

Miscellaneous: KCKI-F sold to Great Empire (D) for \$1,200,000. . .

UTICA-ROME  
-----

Arbitron Rank/Pop (12+): 139/262,200  
MSA Rank/Pop: 147/315,000  
ADI # 160  
Average Person Ratings: 17.7  
Market TSL: 23.75 hours

Stations: 21/14  
Diaries: 747/351:1/59.0%  
Sample Target: 730  
% Below Line: 7.1  
% Not Listed: 12.3

1993 Revenue: \$7,300,000  
HH Inc.: \$29,389  
Retail \$: 2.2 Bil  
Pop per Station: 18,728  
#1 Biller: WFRG-F \$1,200,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. WFRG-F (C)	74/15.9	14.5	12.9	13.5	11.5	----	101/958	698/26.6	27.0	21.7	C
2. WLZW-F (SAC)	73/15.7	14.7	14.0	10.3	8.8	----	75/916	836/31.9	28.0	26.4	B
3. WOUR-F (AOR)	60/12.9	9.9	8.2	10.0	13.5	----	78/852	649/24.8	24.3	23.2	C
4. WRCK-F (CHR)	34/ 7.3	7.4	9.1	7.8	11.5	----	40/809	634/24.2	21.8	22.6	B
5. WKLL-F (AOR)	31/ 6.7	4.4	7.8	6.4	3.4	----	42/664	472/18.0	16.6	19.7	B
WIBX (T/N)	31/ 6.7	9.2	8.4	7.5	7.7	----	33/508	463/17.7	22.2	19.5	B
7. WJTO (ST)	18/ 3.9	4.4	2.2	1.6	3.6	----	18/126	117/ 4.5	4.6	4.8	A
8. WKDY-F (C)	16/ 3.4	6.0	4.9	1.6	---	----	21/460	342/13.0	13.7	13.2	A
9. WNTQ-F (CHR)	10/ 2.2	0.5	0.7	1.1	1.1	----	25/354	176/ 6.7	3.7	4.7	
10. WOOZ-F (O)	9/ 1.9	0.9	---	---	---	----	17/256	185/ 7.1	5.5	---	
11. WSYR (FS)	8/ 1.7	2.1	0.7	0.9	1.8	----	19/282	127/ 4.8	6.6	3.6	
12. WTLB (ST)	7/ 1.5	0.9	1.6	1.8	1.1	----	8/183	162/ 6.2	4.6	6.6	
WLFH (C)	7/ 1.5	1.8	1.8	0.9	1.4	----	7/102	83/ 3.2	3.8	4.0	A
14. WUUU-F (O)	6/ 1.3	1.1	2.7	5.0	6.3	----	9/100	83/ 3.2	8.5	9.4	B

12+ FM SHARE (METRO): 81.33% (331 of 407) (SPG 93: 79.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F<	1 WLZW-F<	1 WLZW-F	1 WFRG-F	1 WFRG-F	1 WLZW-F	1 WLZW-F	1 WOUR-F	1 WFRG-F
2 WKLL-F>	2 WLZW-F	2 WLZW-F	2 WOUR-F<	2 WFRG-F<	2 WLZW-F>	2 WLZW-F	2 WFRG-F	2 WOUR-F	2 WLZW-F	2 WFRG-F>
3 WLZW-F	3 WKLL-F	3 WFRG-F>	3 WFRG-F>	3 WOUR-F>	3 WIBX >	3 WOUR-F	3 WOUR-F>	3 WFRG-F>	3 WRCK-F	3 WIBX
4	4 WFRG-F	4 WKLL-F	4 WRCK-F	4 WRCK-F	4 WJTO	4 WIBX	4 WIBX	4 WRCK-F	4 WFRG-F	4
5	5 WRCK-F	5 WRCK-F	5 WKLL-F	5 WKLL-F	5 WOUR-F	5	5 WKLL-F	5 WKLL-F	5 WKLL-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 WOUR-F	1 WLZW-F	1 WLZW-F	1 WLZW-F>>	1 WLZW-F>>	1 WOUR-F	1 WOUR-F>>	1 WOUR-F	1 WOUR-F>>	1 WOUR-F
2 WLZW-F	2 WOUR-F>>	2 WOUR-F	2 WFRG-F<	2 WFRG-F>	2 WKLL-F	2 WKLL-F>>	2 WFRG-F	2 WFRG-F	2 WFRG-F>
3 WKLL-F	3 WFRG-F	3 WFRG-F	3 WOUR-F	3 WOUR-F	3	3 WFRG-F	3 WKLL-F	3 WKLL-F>	3 WLZW-F
4 WFRG-F	4 WRCK-F	4 WRCK-F	4 WRCK-F	4 WRCK-F	4	4 WLZW-F	4	4 WLZW-F	4 WKLL-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	2 ( 1)	13 ( 3)	15 ( 4)	3.7	1.0	WBRV-F (C)	101.3	BOONVILLE	0.6/1.7/ 6/ 86
AOR/CLASSIC		91 ( 2)	91 ( 2)	22.4	24.4	WOWB-F (AC)	105.3	LITTLE FALLS	1.1/4.7/ 5/ 127
COUNTRY	7 ( 1)	95 ( 4)	102 ( 5)	25.1	25.0				
NEWS/TALK	31 ( 1)		31 ( 1)	7.6	10.0	WGY (FS)	810	SCHENECTADY	0.6/2.6/ 11/ 241
CHR		44 ( 2)	44 ( 2)	10.8	11.2	WMCN-AF (AC)	106.3	ONEIDA	1.3/2.9/ 9/ 127
BLACK/URBAN						WTKW-F (C)	99.5	BRIDGEPORT	0.4/1.5/ 5/ 110
SOFT AC/EZ		73 ( 1)	73 ( 1)	17.9	16.0	WYYY-F (AC)	94.5	SYRACUSE	0.9/2.7/ 7/ 176
HISPANIC									
OLDIES	7 ( 1)	15 ( 2)	22 ( 3)	5.4	5.0				
FULL SVC/VARIETY	11 ( 2)		11 ( 2)	2.7	0.7				
STANDARDS	18 ( 1)		18 ( 1)	4.4	5.0				
RELIG/GOSPEL					1.2				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN					0.7				
TOTALS	76 ( 7)	331 ( 14)	407 ( 21)						

DUOPOLY REPORT	12+	25-54	REVENUE
WUUU-F, WKDY-F (Local)	4.7%	5.4%	12.1%

UTICA-ROME  
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RADIO STATIONS  
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WIBX , 950, 5 KW (DA-1) , Talk/News	MBS CBS, \$21.00 (Mc-Guild)	Black River
WLFH , 1230, 1 KW , Country	SMN, \$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 W , Standards	UNISTR CNN, \$14.00 ( --- )	Bendat
WFRG-F, 104.3, 100 KW @ 497 , Country	SMN, \$31.00 (Katz)	O'Leary
WKDY-F, 102.5, 27 KW @ 649 , Country	UNISTR, \$19.00 ( --- )	WUUU owner (D)
WKLL-F, 94.9, 50 KW @ 276 , AOR	, \$15.00 (D & R)	(FRANKFORT)
WLZW-F, 98.7, 25 KW @ 659 , Soft AC	UNISTR CBS, \$24.00 (Torbet)	Black River
WOUR-F, 96.9, 19 KW @ 790 , AOR	, \$28.00 ( --- )	Bendat
WRCK-F, 107.3, 50 KW @ 500 , CHR	ABC, \$22.00 (Christal)	H & D
WUUU-F, 93.5, 6 KW @ 239 , Oldies	UNISTR, \$13.00 (Eastman)	(REMSEN)

Miscellaneous: WTLB, WRCK-F sold by H & D to the Radio Corporation for \$1,000,000 (MVP; Blackburn). . .

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

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

VISALIA-TULARE-HANFORD, CA

Arbitron Rank/Pop (12+): 111/351,300  
 MSA Rank/Pop: NA  
 Average Person Ratings: 16.9  
 Market TSL: 22.75 hours

Stations: 27/8  
 Diaries: 893/393:1/50.9%  
 Sample Target: 830  
 % Below Line: 52.9  
 % Not Listed: 24.4

1993 Revenue: \$ NA  
 HH Inc.: \$29,147  
 Retail \$: 2.3 Bil  
 Pop per Station: 43,913  
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level
1. KBOS-F (CHR)	60/10.1	----	----	----	----	----	60/807	807/23.0	----	----	KBOS-F
2. KJUG-AF (C)	56/ 9.4	----	----	----	----	----	56/665	665/18.7	----	----	KJUG-AF
3. KMJ (N/T)	51/ 8.6	----	----	----	----	----	51/488	488/13.9	----	----	KMJ
4. KFSD-F (O)	36/ 6.1	----	----	----	----	----	36/595	595/16.9	----	----	KFSD-F
5. KSEQ-F (AC)	34/ 5.7	----	----	----	----	----	34/513	513/14.6	----	----	KSEQ-F
6. KJOI-F (SAC)	30/ 5.0	----	----	----	----	----	30/433	433/12.3	----	----	KJOI-F
7. KSKS-F (C)	27/ 4.5	----	----	----	----	----	27/418	418/11.9	----	----	KSKS-F
8. KRZR-F (AOR)	23/ 3.9	----	----	----	----	----	23/235	235/ 6.7	----	----	KRZR-F
KIOO-F (AC)	23/ 3.9	----	----	----	----	----	23/292	292/ 8.3	----	----	KIOO-F
KFRE (C)	23/ 3.9	----	----	----	----	----	23/235	235/ 6.7	----	----	KFRE

NOTE: THIS IS THE FIRST TIME THIS MARKET IS A STANDARD ARBITRON MARKET.

THE TSA AND METRO ARE THE SAME.

12+ FM SHARE (METRO): 78.89% (355 of 450) (SPG 93: NA )

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KBOS-F	1 KJUG-AF	1 KJUG-AF	1 KJUG-AF	1 KMJ	> 1 KMJ	< 1 KMJ	< 1 KBOS-F	1 KBOS-F>>	1 KJOP
2	KJUG-AF	2 KBOS-F	2 KFSD-F	2 KFSD-F	2 KJUG-AF	2 KBOS-F>	2 KJUG-AF>	2 KJUG-AF	2 KFSD-F<	2 KMJ
3	3 KRZR-F	3 KSEQ-F	3 KMJ	3 KMJ	3 KFSD-F<	3 KJUG-AF	3 KJOI-F<	3 KMJ	3 KSEQ-F	3 KJUG-F
4	4 KIOO-F	KFSD-F	4 KJOI-F	4 KJOI-F<	4 KFRE	4 KSEQ-F	4 KBOS-F<	4 KFSD-F	4 KJUG-F	4 KFSD-F
5	5 KSEQ-F	5	5	5 KBOS-F<	5	KFSD-F	5 KIOO-F	5 KSEQ-F	5	KEYX
6	6	6	6	6 KSEQ-F	6	6	KSEQ-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 KBOS-F	1 KJUG-AF>	1 KJUG-AF	1 KJUG-AF	1 KJUG-AF	1 KBOS-F	1 KRZR-F	1 KRZR-F	1 KBOS-F<	1 KMJ
2 KJUG-AF	2 KBOS-F>	2 KBOS-F	2 KSEQ-F	2 KJOI-F<	2 KIOO-F	2 KBOS-F	2 KIOO-F	2 KMJ	2 KJUG-AF
KSEQ-F	3 KSKS-F	3 KFSD-F	KJOI-F	3 KFSD-F	KJUG-AF	3 KIOO-F	3 KJOI-F	3 KIOO-F	3 KIOO-F
4	KSEQ-F	KJOI-F	4 KFSD-F	4 KSEQ-F	KSEQ-F	4 KJUG-AF	4	KJUG-AF	KFSD-F
5	KJOI-F	5	5 KBOS-F	5 KBOS-F	5 KRZR-F	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		60 ( 3)	60 ( 3)	13.2		KEYX (FS) 1400 VISALIA	0.5/1.9/ 3/ 65		
AOR/CLASSIC		38 ( 3)	38 ( 3)	8.4		KGEN (SP) 1370 TULARE	0.3/1.4/ 2/ 50		
COUNTRY	27 ( 3)	95 ( 4)	122 ( 7)	26.9		KJOP (SP) 1240 LEMOORE	0.8/2.4/ 5/ 86		
NEWS/TALK	51 ( 1)	9 ( 1)	60 ( 2)	13.2		KOJJ-F (U/B) 100.5 E. PORTERVILLE	2.0/5.9/ 12/ 207		
CHR		62 ( 2)	62 ( 2)	13.7		SEE FRESNO FOR MORE ABOUT THE FOLLOWING:	SEE BAKERSFIELD FOR MORE ABOUT THE FOLLOWING:		
BLACK/URBAN		12 ( 1)	12 ( 1)	2.6		KFCL-F 1.2/3.6 KNAX-F 1.2/6.4	KCHJ 1.2/4.5		
SOFT AC/EZ		33 ( 2)	33 ( 2)	7.3		KJFX-F 2.0/5.9 KSLK-F 0.5/0.7	KCWR 0.2/1.5		
HISPANIC	14 ( 3)	6 ( 1)	20 ( 4)	4.4		KKDJ-F 0.5/3.4 KSXY-F 0.5/2.6	KUZZ-F 1.2/5.1		
OLDIES		36 ( 1)	36 ( 1)	7.9		KMPH-F 1.5/4.9 KTHT-F 0.3/3.4			
FULL SVC/VARIETY	3 ( 1)		3 ( 1)	0.7					
STANDARDS									
RELIG/GOSPEL									
CLASSICAL		7 ( 1)	7 ( 1)	1.5					
JAZZ									
OTHERS/UNKNOWN									
TOTALS	95 ( 8)	358 (19)	453 (27)						



VISALIA-TULARE-HANFORD, CA  
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DUOPOLY REPORT  
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NONE AS OF AUGUST 1994. . .

RADIO STATIONS  
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K100-F, 99.7, 24 KW @ 689	, AC	AP, \$ NA	(Radio Time)	(PORTERVILLE)
KJUG-F, 106.7, 1.2 KW @ 2552	, Country	SMN, \$ NA	(Western)	(TULARE)
KOJJ-F, 100.5, 3.1 KW @ 466	, Urban	UNISTR, \$ NA	( - - - )	(N. PORTER)
KSEo-F, 97.1, 24 KW @ 777	, AC	, \$24.00	(Mc-Guild) Buckley	(VISALIA)

Other Ranked Stations -- See Fresno

WASHINGTON

Arbitron Rank/Pop (12+): 8/3,451,000  
 MSA Rank/Pop: 5/4,450,000  
 ADI # 7  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 36/32  
 Diaries: 3268/1056:1/53.0%  
 Sample Target: 3085  
 % Below Line: 2.1  
 % Not Listed: 14.7

1993 Revenue: \$164,100,000  
 HH Inc.: \$48,100  
 Retail \$: 38.9 Bil  
 Pop per Station: 107,844  
 #1 Biller: WMZQ-AF \$15,800,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WPGC-F (CHR/U)	582/ 9.8	9.1	10.1	10.7	9.4	9.9	650/8232	7082/20.5	19.7	21.2	I	WPGC-F
2. WMZQ-AF (C)	306/ 5.2	6.2	5.9	6.6	7.2	6.0	381/5773	4601/13.3	13.6	15.5	J	WMZQ-AF
3. WRQX-F (AC/CHR)	304/ 5.1	4.3	5.1	4.1	5.0	4.7	336/5904	4994/14.5	14.5	13.7	I	WRQX-F
4. WMMJ-F (B/AC)	289/ 4.9	3.7	4.1	4.0	4.2	4.2	291/3126	3050/ 8.8	7.5	8.4	G	WMMJ-F
5. WMAL (FS/T)	272/ 4.6	4.8	4.8	4.0	4.0	4.6	318/4543	4058/11.8	12.0	11.1	H	WMAL
6. WJFK-F (CL AOR)	271/ 4.6	4.4	4.5	3.5	4.2	4.3	297/4286	3699/10.7	10.6	11.2	I	WJFK-F
7. WHUR-F (B/AC)	265/ 4.5	4.7	4.5	3.9	3.6	4.4	285/4709	4351/12.6	13.2	12.2	F	WHUR-F
8. WKYS-F (B)	245/ 4.1	4.0	4.4	4.9	4.7	4.4	269/5076	4551/13.2	12.6	13.4	I	WKYS-F
9. WGAY-F (SAC)	222/ 3.8	5.2	4.4	3.7	4.7	4.3	246/4283	3872/11.2	11.7	12.4	H	WGAY-F
10. WTOP (N)	220/ 3.7	3.4	2.5	3.8	3.5	3.4	253/5826	5102/14.8	12.5	14.2	I	WTOP
11. WBIG-F (O)	211/ 3.6	2.7	4.2	3.7	2.4	3.6	262/4647	3875/11.2	11.0	7.7	C	WBIG-F
12. WADC-F (AOR)	209/ 3.5	2.6	3.1	3.3	3.9	3.1	285/5634	4401/12.8	11.9	12.9	H	WADC-F
13. WASH-F (AC)	204/ 3.4	3.7	2.4	3.1	2.7	3.2	234/4207	3599/10.4	11.0	10.7	H	WASH-F
14. WHFS-F (AOR-P)	197/ 3.3	3.7	3.7	2.7	2.6	3.4	269/5126	3763/10.9	9.0	8.4	F	WHFS-F
15. WGMS-F (CL)	183/ 3.1	4.0	3.1	2.3	3.2	3.1	203/3299	3032/ 8.8	8.1	7.7	G	WGMS-F
16. WARW-F (O)	149/ 2.5	2.0	2.2	2.0	2.2	2.2	168/3550	2963/ 8.6	8.1	9.5	G	WARW-F
17. WOL (B/T)	114/ 1.9	2.5	1.0	2.0	1.2	1.9	114/923	923/ 2.7	2.3	2.5	O	WOL
18. WCXR-F (CL AOR)	95/ 1.6	1.9	1.9	2.5	2.6	2.0	118/3636	3089/ 9.0	8.4	9.2	H	WCXR-F
19. WXTR-F (O)	79/ 1.3	2.0	2.2	2.5	3.4	2.0	105/2954	2438/ 7.1	8.5	12.7	H	WXTR-F
20. WWRC (T)	72/ 1.2	1.3	1.1	1.1	1.6	1.2	77/1639	1476/ 4.3	4.3	4.6		WWRC
21. WYCB (G)	71/ 1.2	1.1	1.4	1.7	1.8	1.4	71/907	899/ 2.6	2.6	3.1		WYCB
22. WADC (ST)	68/ 1.1	0.8	1.6	1.3	1.2	1.2	70/860	843/ 2.4	3.0	2.4		WADC
23. WAVA-F (REL)	63/ 1.1	1.2	0.9	1.0	0.9	1.1	69/1484	1242/ 3.6	3.5	3.1		WAVA-F
24.												
25.												

12+ FM SHARE (METRO): 81.34% (4105 of 5047) (SPG 93: 82.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WMAL	1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F>>	1 WHUR-F
2	2 WRQX-F	2 WRQX-F	2 WRQX-F<	2 WMMJ-F	2 WMMJ-F<	2 WTOP <	2 WRQX-F	2 WJFK-F	2 WMMJ-F	2 WMMJ-F
3	3 WADC-F<	3 WJFK-F	3 WHUR-F<	3 WRQX-F<	3 WMZQ-AF	3 WMAL	3 WMAL <	3 WRQX-F	3 WHUR-F	3 WPGC-F
4	4 WJFK-F	4 WHUR-F	4 WMMJ-F	4 WHUR-F<	4 WGAY-F<	4 WRQX-F	4 WMZQ-AF	4 WMZQ-AF	4 WKYS-F	4 WMAL
5	5 WHFS-F	5 WMZQ-AF<	5 WJFK-F<	5 WMZQ-AF	5 WTOP	5 WJFK-F	5 WJFK-F	5 WMMJ-F	5 WHFS-F	5 WMZQ-F
6	6 WKYS-F	6 WKYS-F<	6 WMZQ-AF	6 WJFK-F	6 WBIG-F	6 WMZQ-AF	6 WMMJ-F	6 WMAL <	6 WTOP <	6 WTOP
7	7 WHUR-F	7 WMMJ-F<	7 WKYS-F	7 WBIG-F	7 WGMS-F	7 WKYS-F	7 WGAY-F	7 WGAY-F	7 WASH-F	7 WKYS-F
8	8 WASH-F<	8 WADC-F	8 WMZQ-AF	8 WGAY-F	8 WHUR-F	8 WMMJ-F	8 WASH-F	8 WBIG-F	8 WMZQ-AF	8 WGAY-F
9	9 WMZQ-AF	9	9 WARW-F	9 WADC-F	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 WPGC-F<	1 WPGC-F	1 WPGC-F>	1 WPGC-F	1 WPGC-F<	1 WJFK-F<
2 WRQX-F	2 WRQX-F>	2 WPGC-F	2 WRQX-F	2 WHUR-F	2 WJFK-F	2 WJFK-F<	2 WADC-F	2 WJFK-F>	2 WPGC-F>
3 WKYS-F	3 WHUR-F<	3 WHUR-F	3 WHUR-F	3 WRQX-F	3 WADC-F	3 WADC-F>	3 WJFK-F	3 WADC-F	3 WADC-F<
4 WMZQ-AF	4 WKYS-F	4 WMMJ-F	4 WMZQ-AF	4 WMZQ-AF<	4 WKYS-F	4 WHFS-F<	4 WRQX-F	4 WHFS-F<	4 WMMJ-F
5 WHFS-F	5 WMZQ-AF<	5 WHFS-F	5 WMMJ-F	5 WMMJ-F	5 WHFS-F	5 WRQX-F	5 WHFS-F	5 WKYS-F	5 WMZQ-AF
6 WJFK-F	6 WHFS-F	6 WASH-F	6 WKYS-F	6 WGAY-F	6 WYYY-F	6 WKYS-F	6 WHUR-F	6 WRQX-F	6 WARW-F<
7 WHUR-F	7 WASH-F<	7 WKYS-F	7 WASH-F	7 WASH-F	7	7 WASH-F	7 WARW-F	7 WARW-F	7 WRQX-F
8	8 WADC-F	8 WMZQ-AF	8 WGAY-F	8 WBIG-F	8	8	8 WASH-F	8 WMMJ-F	8
9	9	9	9	9	9	9	9 WKYS-F	9	9

WASHINGTON

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
AC		526 ( 3)	526 ( 3)	10.4	11.6	WAFY-F (AC) 103.1	MIDDLETOWN, MD 0.3/0.6/ 20/ 237
AOR/CLASSIC		829 ( 5)	829 ( 5)	16.4	17.3	WFMD (FS) 930	FREDERICK 0.3/1.1/ 20/ 436
COUNTRY	7 ( 1)	414 ( 4)	421 ( 5)	8.3	9.7	WFRE-F (C) 99.9	FREDERICK 0.8/2.3/ 93/1372
NEWS/TALK	344 ( 4)		344 ( 4)	6.8	7.2	WILC (SP) 900	LAUREL, MD 0.7/1.5/ 40/ 509
CHR		582 ( 1)	582 ( 1)	11.5	11.0	WJFK (T) 1300	BALTIMORE 0.1/0.3/ 27/ 504
BLACK/URBAN	114 ( 1)	799 ( 3)	913 ( 4)	18.1	16.0	WMDO (SP) 1540	WHEATON, MD 0.3/1.0/ 19/ 366
SOFT AC/EZ		241 ( 2)	241 ( 2)	4.8	6.2	WRCY-F (C) 107.7	WARRENTOWN, MD 0.6/1.8/ 68/1062
HISPANIC	58 ( 2)		58 ( 2)	1.5	---	WTEM (SPRTS)570	BETHESOA 0.8/4.1/ 55/1559
OLDIES		458 ( 4)	458 ( 4)	9.1	6.8	WBQB-F (O/AC) 101.5	FREDERICKSBURG 0.3/1.3/ 48/ 846
FULL SVC/VARIETY	290 ( 2)		290 ( 2)	5.7	4.7	WFLS-F (C) 93.3	FREDERICKSBURG 0.5/1.6/ 97/1267
STANDARDS	68 ( 1)		68 ( 1)	1.3	1.4	WMMD-F (EZ) 104.7	HAGERSTOWN 0.3/0.8/ 46/ 507
RELIG/GOSPEL	71 ( 1)	63 ( 1)	134 ( 2)	2.7	3.9	WIYY-F (AOR) 97.9	BALTIMORE 1.0/4.3/129/2702
CLASSICAL		183 ( 1)	183 ( 1)	3.6	3.8		
JAZZ							
OTHERS/UNKNOWN					0.4		
TOTALS	952 (12)	4105 (24)	5047 (36)				

DUOPOLY REPORT	12+	25-54	REVENUE
WTEM, WGMS-F, WBIG-F (Colfax)	7.5%	7.7%	9.5%
WPGC A/F, WJFK-F (Infinity)	14.4%	12.5%	16.5%
WHFS-F, WXTR-F (Liberty)	4.6%	5.2%	7.6%
WCPT, WCXR-F, WMZO A/F (Viacom)	6.8%	7.5%	14.4%
	33.3%	32.9%	48.0%

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	Business News	\$ 38.00	(Group W)	Viacom
WFAX, 1220, 5 KW/500 W	Religion	\$ 25.00	( --- )	
WMAL, 630, 5 KW (DA-2)	Full Service/Talk	ABC, \$160.00	(Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	Hispanic	\$ 36.00	(Katz Hisp.)	
WOL, 1450, 1 KW	Black Talk	UNISTR, \$ 64.00	(Mc-Guild)	Almic
WTEM, 570, 5 KW/1 KW (DA-2)	Sports	CBS, \$ 80.00	(Katz)	Colfax
WTOP, 1500, 50 KW (DA-2)	News	CBS, AP, \$175.00	(CBS)	Evergreen
WWDG, 1260, 5 KW (DA-2)	Standards	UNISTR, \$ 50.00	(Christal)	
WWRC, 980, 5 KW (DA-N)	Talk	NBC, \$ 50.00	(MMR)	Greater Media
WYCB, 1340, 1 KW	Gospel	AURN, \$ 40.00	( --- )	

FM STATIONS

WARW, 94.7, 23 KW @ 741	Oldies (70's)	\$138.00	(CBS)	CBS
WASH, 97.1, 26 KW @ 686	AC	\$175.00	(MMR)	Evergreen
WAVA, 105.1, 50 KW @ 500	Religion	UNISTR, \$ 70.00	( --- )	Salem
WBIG, 100.3, 36 KW @ 574	Oldies	ABC, \$140.00	(Eastman)	Colfax
WCXR, 105.9, 28 KW @ 649	Classic AOR	\$168.00	(Group W)	Viacom
WGAY, 99.5, 21 KW @ 771	Soft AC	\$173.00	(MMR)	Greater Media
WGMS, 103.5, 46 KW @ 508	Classical	MBS, \$165.00	(Katz)	Colfax
WHFS, 99.1, 50 KW @ 459	Prog. AOR	AP, \$ 94.00	(Banner)	Liberty (ANNAPOLIS)
WHUR, 96.3, 24 KW @ 669	Black/AC	\$105.00	(D&R)	Howard Univ.
WJFK, 106.7, 22 KW @ 745	CL. AOR/Talk	Source, ABC, \$215.00	(Torbet)	Infinity
WKYS, 93.9, 24 KW @ 705	Black	\$210.00	(D&R)	Albimar
WMHJ, 102.3, 3 KW @ 479	Black AC	ABC, MBS, \$145.00	(Mc-Guild)	Almic
WMZO, 98.7, 50 KW @ 489	Country	\$305.00	(Christal)	Viacom
WPGC, 95.5, 50 KW @ 500	CHR/Urban	\$280.00	(Banner)	Infinity
WRQX, 107.3, 36 KW @ 590	AC/CHR	ABC, \$203.00	(Katz)	Cap Cities/ABC
WMDC, 101.1, 23 KW @ 761	AOR	UNISTR, \$174.00	(Christal)	
WXTR, 104.1, 22 KW @ 764	Oldies	\$163.00	(Mc-Guild)	Liberty (WALDORF)

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 220/121,100

Stations: 15/9  
Diaries: 638/190:1/64.2%  
Sample Target: 610  
% Below Line: 10.4  
% Not Listed: 21.9

1993 Revenue: \$4,500,000  
HH Inc.: \$29,531  
Retail \$: 1.2 Bil  
Pop per Station: 13,456  
#1 Biller: NA

MSA Rank/Pop: 266/124,000  
ADI # 82 (w/Cedar Rapids & Dubuque)  
Average Person Ratings: 15.1  
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KCCV-F (C)	28/15.3	----	----	----	----	----	35/419	273/22.5	0.0	0.0		KCCV-F
2. KOEL-F (C)	27/14.8	----	23.0	----	21.1	----	84/901	334/27.6	0.0	36.6	C	KOEL-F
3. KFMW-F (AOR)	23/12.6	----	11.2	----	15.3	----	46/650	312/25.8	0.0	27.2	C	KFMW-F
4. KOKZ-F (CHR)	20/10.9	----	9.6	----	8.4	----	27/565	344/28.4	0.0	25.2	B	KOKZ-F
5. KWLO (FS)	15/ 8.2	----	5.9	----	7.9	----	18/262	229/18.9	0.0	15.7	A	KWLO
6. WMT (FS)	6/ 3.3	----	4.8	----	3.7	----	31/475	119/ 9.8	0.0	11.6		WMT
7. WHO (FS)	5/ 2.7	----	4.3	----	3.7	----	29/466	107/ 8.8	0.0	10.0		WHO
KWAY-F (AC)	5/ 2.7	----	5.3	----	6.3	----	6/161	139/11.5	0.0	12.7	A	KWAY-F
9. KXEL (C)	3/ 1.6	----	2.7	----	2.1	----	6/130	80/ 6.6	0.0	8.1	A	KXEL
10.												

12+ FM SHARE (METRO): 77.62% (111 of 143) (SPG 93: 71.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F>>	1 KFMW-F	1 KFMW-F	1 KFMW-F	1 KFMW-F	1 KOEL-F>	1 KOEL-F	1 KCCV-F<	1 KFMW-F<	1 KFMW-F	1 KFMW-F
2 KCCV-F>	2 KCCV-F>	2 KCCV-F	2 KCCV-F<	KCCV-F	2 KCCV-F	2 KCCV-F	2 KOEL-F	2 KOEL-F<	KCCV-F<	KWAY-F
3	3 KOKZ-F	3 KOKZ-F<	3 KOEL-F<	KOEL-F>	KWLO	3 KFMW-F	3 KCCV-F	3 KOEL-F	3 KCCV-F	3 KCCV-F
4	4 KOEL-F	4 KOEL-F	4 KOKZ-F	4 KOKZ-F<	4	4 KOKZ-F<	4 KOKZ-F	4 KOKZ-F	4 KOKZ-F	4
5	5	5	5 KWLO	5 KWLO	5	5 KFMW-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 KCCV-F	1 KCCV-F	1 KFMW-F	1 KCCV-F	1 KCCV-F	1 KFMW-F	1 KFMW-F>>	1 KFMW-F	1 KFMW-F>>	1 KFMW-F>
2 KFMW-F	2 KFMW-F	KCCV-F	2 KOEL-F	KOEL-F>	2 KCCV-F	2 KCCV-F>	2 KCCV-F	2 KCCV-F	2 KCCV-F
KOKZ-F	3 KOEL-F	KOEL-F	KOKZ-F	3 KFMW-F	KOKZ-F	3 KOKZ-F>	3 KOKZ-F	KOKZ-F	KOEL-F
4	4 KOKZ-F>	4	KFMW-F	KOKZ-F	4	4	KWLO	4 KOEL-F	4 KWLO
5	5	5	5	5 KWLO	5	5	5	5 KWLO	KOKZ-F

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AGH/CUME	TSA	TSA
AC		9 ( 3)	9 ( 3)	6.3	14.5	KCFI (C) 1250	0.5/3.6/	1/	48
AOR/CLASSIC		23 ( 1)	23 ( 1)	16.1	2.1	KGCI-F (AC) 97.7	1.1/3.0/	2/	73
COUNTRY	4 ( 2)	55 ( 2)	59 ( 4)	41.3	35.2	KOEL (FS) 950	1.1/3.1/	30/	355
NEWS/TALK						OELWEIN			
CHR		23 ( 2)	23 ( 2)	16.1	15.9	SEE CEDAR RAPIDS FOR MORE ABOUT THE FOLLOWING:			
BLACK/URBAN						KKRQ-F 0.5/ 5.7			
SOFT AC/EZ					7.6	KQCR-F 1.6/11.1			
HISPANIC						WMT -F 1.1/ 3.2			
OLDIES		1 ( 1)	1 ( 1)	0.7	2.8				
FULL SVC/VARIETY	28 ( 4)		28 ( 4)	19.6	22.1				
STANDARDS									
RELIG/GOSPEL									
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	32 ( 6)	111 ( 9)	143 ( 15)						

DUOPOLY REPORT

NONE AS OF JUNE 1994. . .

WATERLOO-CEDAR FALLS

RADIO STATIONS

KWLO , 1330, 5 KW (DA-2) , FS/Oldies	TALKNT NBC, \$15.00 (Katz)	Park	
KXEL , 1540, 50 KW (DA-N) , Country	SMN ABC, \$ 8.00 (Eastman)	Bahakel	
KFMW-F, 107.9, 100 KW @ 1804 , AOR	UNISTR, \$28.00 (Katz)	Park	
KKCV-F, 98.5, 25 KW @ 328 , Country	, \$16.00 ( --- )		(CEDAR FALLS)
KOEL-F, 92.3, 100 KW @ 371 , Country	ABC, \$34.00 (Banner)	Independence	(OELWEIN)
KOKZ-F, 105.7, 100 KW @ 1322 , CHR	, \$17.00 (Eastman)	Bahakel	
KWAY-F, 99.3, 3 KW @ 180 , AC/Oldies	CNN, \$12.00 (Pates)		(WAVERLY)

WHO -- See Des Moines

WMT -- See Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/829,300  
 MSA Rank/Pop: 59/957,000  
 ADI # 46  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 36/16  
 Diaries: 1546/536:1/58.2%  
 Sample Target: 1440  
 % Below Line: 30.1  
 % Not Listed: 14.2

1993 Revenue: \$28,500,000  
 HH Inc.: \$33,414  
 Retail \$: 10.9 Bil  
 Pop per Station: 51,831  
 #1 Biller: WRMF-F \$7,900,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WRMF-F (AC)	120/ 8.5	8.8	7.7	8.4	12.9	8.4	176/2502	1622/19.6	16.3	22.8	H	WRMF-F
2. WRLX-F (EZ)	106/ 7.5	7.3	6.1	6.0	7.0	6.7	123/1346	1128/13.6	11.7	10.9	C	WRLX-F
3. WIRK-F (C)	103/ 7.3	7.9	9.2	7.0	7.7	7.9	141/1663	1111/13.4	15.7	15.3	F	WIRK-F
4. WEAT-F (SAC)	94/ 6.7	7.2	7.4	8.2	6.9	7.4	141/2341	1435/17.3	16.9	17.4	G	WEAT-F
5. WJNO (N/T)	70/ 5.0	5.6	6.3	5.8	5.6	5.7	103/1483	997/12.0	13.5	13.0	G	WJNO
6. WKGR-F (CL ADR)	66/ 4.7	5.6	5.0	5.3	5.2	5.2	99/1764	1136/13.7	12.7	15.6	G	WKGR-F
7. WOVV-F (CHR)	56/ 4.0	4.5	4.1	4.2	2.7	4.2	93/1793	1175/14.2	12.2	13.2	D	WOVV-F
8. WOLL-F (O)	48/ 3.4	2.5	4.3	3.3	3.1	3.4	55/969	813/ 9.8	10.8	10.2	C	WOLL-F
9. WEDR-F (B)	48/ 3.4	2.6	3.0	2.0	2.5	2.8	155/1878	600/ 7.2	7.0	6.2		WEDR-F
10. WLYF-F (SAC)	39/ 2.8	1.7	2.6	1.8	1.7	2.2	229/2670	532/ 6.4	6.2	5.4		WLYF-F
11. WDBF (ST)	35/ 2.5	1.7	1.9	2.6	2.3	2.2	36/487	442/ 5.3	3.6	3.9	A	WDBF
12. WSHE-F (ADR)	34/ 2.4	1.9	1.2	2.3	1.4	2.0	130/2184	678/ 8.2	6.6	5.4		WSHE-F
13. WZTA-F (CL ADR)	29/ 2.1	2.0	1.6	2.3	0.9	2.0	112/2156	567/ 6.8	7.3	5.9		WZTA-F
WZZR-F (ADR)	29/ 2.1	3.4	1.5	2.4	1.8	1.9	63/976	497/ 6.0	5.1	4.3		WZZR-F
15. WBZT (N/T)	28/ 2.0	2.5	2.3	2.3	1.8	2.3	31/459	384/ 4.6	6.1	5.5	A	WBZT

12+ FM SHARE (METRO): 79.21% (960 of 1212) (SPG 93: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WRMF-F>	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRLX-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-F	1 WRLX-F>
2	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WIRK-F>	2 WEAT-F	2 WJNO <	2 WRLX-F<	2 WIRK-F	2 WOVV-F	2 WEDR-F>
3	3 WEDR-F	3 WKGR-F	3 WKGR-F	3 WKGR-F<	3 WFMF-F<	3 WIRK-F	3 WIRK-F	3 WRLX-F	3 WRLX-F	3 WEAT-F
4	4 WKGR-F	4 WEAT-F	4 WEAT-F	4 WEAT-F	4 WJNO <	4 WRLX-F<	4 WEAT-F	4 WEAT-F	4 WEDR-F	4 WEDR-F
5	5 WOVV-F	5 WEDR-F	5 WOLL-F	5 WOLL-F	5 WIRK-F	5 WEAT-F	5 WKGR-F	5 WKGR-F<	5 WKGR-F	5 WOLL-F
6	6 WEAT-F	6	6	6	6	6	6 WJNO	6 WJNO	6 WIRK-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 WIRK-F	1 WRMF-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WEDR-F	1 WRMF-F<	1 WRMF-F	1 WKGR-F	1 WIRK-F
2 WOVV-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WEAT-F	2 WOVV-F	2 WKGR-F	2 WIRK-F	2 WIRK-F	2 WKGR-F
3 WRMF-F	3 WEAT-F<	3 WEAT-F	3 WEAT-F>	3 WIRK-F>	3 WSHE-F	3 WIRK-F	3 WKGR-F	3 WRMF-F	3 WRMF-F>
4 WEDR-F	4 WEDR-F	4 WEDR-F	4 WEDR-F	4 WOLL-F	4 WKGR-F	4 WSHE-F	4 WZZR-F	4 WSHE-F	4 WZTA-F<
5 WHQT-F	5 WOVV-F	5 WOVV-F	5 WOLL-F	5 WEDR-F	5	5 WEDR-F	5 WSHE-F	5 WZTA-F	5 WSHE-F
6 WKIS-F	6	6	6 WKGR-F	6 WKGR-F	6	6 WZZR-F	6	6	6 WEAT-F
7	7	7	7	7	7	7 WOVV-F	7	7	7 WJNO

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--					SHARE/RTG/AQH/CUME		
AC		137 ( 3)	137 ( 3)	11.3	16.8	WEAT (EZ) 850	WEST PALM	0.1/0.8/	2/ 152
AOR/CLASSIC		158 ( 4)	158 ( 4)	13.0	8.4	WPBR (T) 1340	PALM BEACH	0.6/2.4/	8/ 203
COUNTRY		124 ( 2)	124 ( 2)	10.2	10.6	WPOM (G) 1600	RIVIERA BCH	1.3/2.5/	18/ 207
NEWS/TALK	174 ( 8)		174 ( 8)	14.4	13.3	WSBR (T) 740	BOCA RATON	0.7/2.6/	27/ 513
CHR		90 ( 3)	90 ( 3)	7.4	7.9	WSWN (G) 900	BELLE GLADE	0.6/1.2/	13/ 196
BLACK/URBAN	15 ( 1)	70 ( 2)	85 ( 3)	7.0	8.9	WYFX (B) 1040	BOYNTON BCH	1.1/3.1/	21/ 508
SOFT AC/EZ	1 ( 1)	239 ( 3)	240 ( 4)	19.8	21.1	SEE MIAMI FOR MORE ABOUT THE FOLLOWING:			
HISPANIC		14 ( 1)	14 ( 1)	1.2	0.8	WAXY-F 0.7/4.9	WKIS-F 1.5/5.8	WQBA-F 1.0/2.6	
OLDIES		84 ( 3)	84 ( 3)	6.9	5.2	WFLC-F 0.6/4.5	WLVE-F 1.2/4.0	WTMI-F 1.9/5.3	
FULL SVC/VARIETY						WHQT-F 1.6/5.6	WMXJ-F 1.8/5.8	WTPX-F 0.6/3.2	
STANDARDS	35 ( 1)		35 ( 1)	2.9	3.1	WHYI-F 1.1/7.8	WPOW-F 1.3/7.5	WNNN 0.4/2.1	
RELIG/GOSPEL	27 ( 2)		27 ( 2)	2.2	---	WINZ 0.9/3.9	WQAM 1.0/3.1		
CLASSICAL		27 ( 1)	27 ( 1)	2.2	1.6	WTOO 1.8/4.2			
JAZZ		17 ( 1)	17 ( 1)	1.4	1.6				
OTHERS/UNKNOWN					1.1				
TOTALS	252 (13)	960 (23)	1212 (36)						

WEST PALM BEACH  
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DUOPOLY REPORT	12+	25-54	REVENUE
-----	-----	-----	-----
WJNO, WRMF-F, WRLX-F (Fairbanks)	21.0%	16.9%	43.2%

RADIO STATIONS  
 -----

WBZT, 1290, 5 KW (DA-N) , Talk	ABC, SUN, \$ 20.00 (D&R)	Amer. Radio Systems
WDBF, 1420, 5 KW/500 W (DA-2) , Standards	CBS, \$ 16.00 ( --- )	
WEAT, 850, 5 KW/1 KW (DA-2) , E2	, \$ 18.00 (MMR)	Taylor
WJNO, 1230, 1 KW , News/Talk	CBS, AP, \$ 72.00 ( --- )	Fairbanks
WPOH, 1600, 5 KW/2.5 W (DA-2), Gospel	, \$ 17.00 (Roslin)	
WYFX, 1040, 25 KW/1 KW (DA-2) , Black/Oldies	AURN, \$ 21.00 (K & P)	
WEAT-F, 104.3, 100 KW @ 1273, Soft AC	, \$ 85.00 (MMR)	Taylor
WIRK-F, 107.9, 100 KW @ 341, Country	ABC, \$ 103.00 (D&R)	Amer. Radio Systems
WKGR-F, 98.7, 100 KW @ 1381, Classic AOR	UPI, \$ 74.00 (Christal)	Amaturo (FORT PIERCE)
WOLL-F, 94.3, 6 KW @ 328, Oldies	, \$ 40.00 (Katz)	Lappin
WQV-F, 95.5, 100 KW @ 981, CHR	Source, \$ 62.00 (Mc-Guild)	Ardman (FORT PIERCE)
WRLX-F, 92.1, 7 KW @ 500, E2	, \$ 35.00 (Banner)	Fairbanks
WRMF-F, 97.9, 100 KW @ 1348, AC	, \$ 176.00 ( --- )	Fairbanks

Other Ranked Stations - See Miami

Miscellaneous: WRLX-F sold to Fairbanks for \$5,500,000 (D) (Hepburn) . . . WBZT, WIRK-F sold by Price to Amer. Radio Systems for \$22,000,000 (Blackburn). . .

WHEELING  
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Arbitron Rank/Pop (12+): 209/132,600  
MSA Rank/Pop: 221/156,000  
ADI # 142 (w/Steubenville)  
Average Person Ratings: 16.6  
Market TSL: 22.25 hours

Stations: 16/12  
Diaries: 670/198:1/67.4%  
Sample Target: 640  
% Below Line: 4.5  
% Not Listed: 11.8

1993 Revenue: \$5,700,000  
HH Inc.: \$24,650  
Retail \$: 1.18 Bil  
Pop per Station: 11,050  
#1 Biller: WOVK-F \$ NA

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WOVK-F (C)	48/21.8	----	20.6	----	20.0	----	69/790	499/37.6	0.0	37.6		WOVK-F
2. WKWK-F (AC)	30/13.6	----	12.9	----	12.3	----	49/551	316/23.8	0.0	26.3		WKWK-F
3. WVA (C/FS)	22/10.0	----	12.0	----	9.1	----	37/501	266/20.1	0.0	23.0		WVA
4. WOMP-F (CHR)	20/ 9.1	----	10.5	----	11.8	----	40/632	327/24.7	0.0	29.0		WOMP-F
5. WOMP (N/T)	15/ 6.8	----	5.3	----	4.5	----	15/174	174/13.1	0.0	14.2		WOMP
6. WEGW-F (AOR/CL)	13/ 5.9	----	7.2	----	12.7	----	32/459	226/17.0	0.0	16.4		WEGW-F
7. WEEL-F (O)	12/ 5.5	----	4.3	----	5.0	----	15/231	180/13.6	0.0	11.2		WEEL-F
8. WBBD (ST)	12/ 5.5	----	4.3	----	3.6	----	13/149	130/ 9.8	0.0	6.7		WBBD
9. WHLX-F (EZ)	9/ 4.1	----	5.3	----	4.1	----	9/203	142/10.7	0.0	11.5		WHLX-F
10.												

12+ FM SHARE (METRO): 72.68% (141 of 194) (SPG 93: 73.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	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 WKWK-F<	1 WOVK-F>
2 WOVK-F>	2 WKWK-F<	2 WKWK-F>	2 WKWK-F>	2 WKWK-F>	2 WVA <	2 WVA	2 WKWK-F	2 WKWK-F	2 WOVK-F	2
3 WKWK-F>	3 WEGW-F	3 WOMP-F	3 WEEL-F<	3 WEEL-F	3 WKWK-F	3 WKWK-F>	3 WVA <	3 WVA <	3 WOMP-F>	3
4	4 WOMP-F	WEGW-F	4 WEGW-F	4 WEGW-F	4 WOMP	4 WOMP-F	4 WOMP	4 WOMP-F	4	4
5	5	5 WEEL-F	5 WOMP-F	5 WOMP-F	5 WBBD	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>
WOVK-F	2 WKWK-F>	2 WKWK-F	WOVK-F>>	2 WKWK-F>>	WOMP-F	2 WEGW-F>>	2 WEGW-F	2 WEGW-F	2 WEEL-F<
WKWK-F	3 WOMP-F>	3 WKWK-F	3 WOMP-F>	3	3	3 WOMP-F	3	3 WEEL-F	3 WEGW-F
4	4 WEGW-F	4	4	4	4	WCDK-F	4	4 WKWK-F	4 WKWK-F
5	5	5	5	5	5	5	5	5 WOMP-F	5

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC		30 ( 1)	30 ( 1)	15.5	15.9	WBNV-F (O) 93.5	BARNSVILLE, OH	0.5/2.3/	6/ 86
AOR/CLASSIC		15 ( 2)	15 ( 2)	7.7	9.8	WKWK (SPRTS)1400	WHEELING	0.5/2.9/	1/ 43
COUNTRY	22 ( 1)	48 ( 1)	70 ( 2)	36.1	36.4	WRKP-F (REL) 96.5	MOUNSVILLE	0.5/1.5/	1/ 38
NEWS/TALK	19 ( 3)		19 ( 3)	9.8	6.6				
CHR		21 ( 2)	21 ( 2)	10.8	12.9	KDKA (N/T) 1020	PITTSBURGH	0.4/4.2/	10/ 158
BLACK/URBAN						WBZZ-F (CHR) 93.7	PITTSBURGH	0.5/1.7/	3/ 160
SOFT AC/EZ		9 ( 1)	9 ( 1)	4.6	6.1	WDCX-F (FS) 106.3	CADIZ, OH	1.8/6.8/	9/ 216
HISPANIC						WDVE-F (ADR) 102.5	PITTSBURGH	0.9/3.5/	11/ 286
OLDIES		13 ( 2)	13 ( 2)	6.7	6.6				
FULL SVC/VARIETY		4 ( 1)	4 ( 1)	2.1	---				
STANDARDS	12 ( 1)		12 ( 1)	6.2	4.9				
RELIG/GOSPEL		1 ( 1)	1 ( 1)	0.5	0.5				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN									
TOTALS	53 ( 5)	141 (11)	194 (16)						

DUOPOLY REPORT  
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NONE AS OF AUGUST 1994. . .



WHEELING  
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RADIO STATIONS  
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WBBD , 1600, 5 KW/33 W	, Standards	UNISTR, \$11.00 (Christal)	Burbach
WOMP , 1290, 1 KW/33 W	, News/Talk	CNN ABC, \$16.00 (Regional)	Associated
WVA , 1170, 50 KW (DA-N)	, Country/FS	NBC, \$22.00 (Mc-Guild)	Osborn
WEEL-F, 95.7, 1.7 KW @ 626	, Oldies	SMN, \$11.00 ( --- )	(SHADYSIDE)
WEGW-F, 107.5, 16 KW @ 879	, Classic AOR	, \$17.00 (Christal)	Burbach
WHLX-F, 105.5, 6 KW @ 312	, EZ/Soft AC	MBS, \$11.00 ( --- )	(BETHLEHEM)
WKWK-F, 97.3, 50 KW @ 420	, AC	ABC MBS, \$23.00 (Christal)	Comm. Service
WOMP-F, 100.5, 48 KW @ 500	, CHR	, \$25.00 (Regional)	Associated (BELLAIRE)
WOVK-F, 98.7, 50 KW @ 390	, Country	, \$33.00 (Mc-Guild)	Osborn

WICHITA  
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Arbitron Rank/Pop (12+): 88/410,500  
MSA Rank/Pop: 101/481,000  
ADJ # 61  
Average Person Ratings: 16.3  
Market TSL: 21.75 hours

Stations: 19/19  
Diaries: 1019/403:1/58.6%  
Sample Target: 1005  
% Below Line: 0.0  
% Not Listed: 9.1

1993 Revenue: \$17,300,000  
HH Inc.: \$34,742  
Retail \$: 4.3 Bil  
Pop per Station: 21,605  
#1 Biller: KFDI-AF \$5,600,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. KZSN-F (C)	80/12.0	10.2	12.5	11.1	14.5	11.5	106/1293	914/22.3	25.1	23.1	D	KZSN-F
2. KFDI-F (C)	68/10.2	12.0	11.9	9.1	11.8	10.8	86/1129	816/19.9	22.0	23.6	G	KFDI-F
3. KRBD-F (CHR)	63/ 9.4	12.3	11.3	10.4	8.8	10.9	73/1294	1086/26.5	25.4	24.2	C	KRBD-F
4. KRZZ-F (CL AOR)	51/ 7.6	5.9	4.4	6.8	5.9	6.2	56/662	532/13.0	13.4	14.8	C	KRZZ-F
5. KICT-F (AOR)	49/ 7.3	7.4	7.5	7.1	8.3	7.3	84/960	575/14.0	14.8	17.1	C	KICT-F
6. KEYN-F (O)	47/ 7.0	5.9	5.0	5.3	3.7	5.8	61/846	637/15.5	13.3	10.3	B	KEYN-F
7. KRBB-F (AC)	44/ 6.6	4.9	6.3	6.4	9.1	6.1	62/805	591/14.4	16.1	15.7	C	KRBB-F
8. KOE2-F (SAC)	37/ 5.5	3.7	3.5	5.3	4.8	4.4	49/692	441/10.7	8.5	10.6	A	KOE2-F
KFDI (C)	37/ 5.5	6.6	5.7	6.4	5.9	6.1	59/688	433/10.5	11.6	14.9		KFDI
10. KXLK-F (AC)	33/ 4.9	6.1	3.6	5.4	4.9	5.0	41/603	455/11.1	10.8	14.1	B	KXLK-F
11. KNSS (N/T)	29/ 4.3	4.8	6.9	4.5	4.8	5.1	31/509	473/11.5	14.3	13.4	C	KNSS
12. KYOQ-F (C)	20/ 3.0	3.0	3.9	3.1	1.9	3.3	39/746	446/10.9	10.6	7.5	A	KYOQ-F
13. KTLI-F (REL)	14/ 2.1	2.5	1.8	2.6	3.0	2.3	17/203	178/ 4.3	5.8	5.5	A	KTLI-F
14. KFH (T)	11/ 1.6	1.8	1.8	1.0	1.9	1.6	20/326	251/ 6.1	6.1	5.4	A	KFH
15.												

12+ FM SHARE (METRO): 84.87% (516 of 608) (SPG 93: 83.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRBD-F>>>1 KICT-F<	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KFDI-F<	1 KZSN-F	1 KZSN-F	1 KRBD-F>	1 KFDI-F	1 KFDI-F
2 KICT-F	2 KRZZ-F<	2 KRZZ-F	2 KRZZ-F	2 KZSN-F	2 KZSN-F	2 KFDI-F	2 KRBD-F	2 KICT-F<	2 KRBB-F	2 KRBB-F
3 KZSN-F	3 KRBD-F<	3 KICT-F<	3 KEYN-F	3 KEYN-F	3 KFDI	3 KRZZ-F	3 KFDI-F	3 KRZZ-F	3 KZSN-F	3 KEYN-F
4	4 KZSN-F>	4 KRBD-F	4 KRBB-F	4 KFDI <	4 KRBD-F<	4 KNSS <	4 KRZZ-F	4 KZSN-F	4 KEYN-F	4 KEYN-F
5	5 KRBB-F	5 KEYN-F<	5 KFDI-F	5 KFDI-F	5 KOE2-F	5 KRBB-F	5 KRBB-F	5 KEYN-F	5 KFDI-F	5 KFH
6	6	6 KRBB-F	6 KXLK-F	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 KRBD-F	1 KRBD-F	1 KZSN-F	1 KZSN-F>	1 KZSN-F>	1 KICT-F	1 KICT-F	1 KRZZ-F	1 KRZZ-F	1 KRZZ-F
2 KICT-F	2 KZSN-F>	2 KRBB-F	2 KRBD-F<	2 KRBB-F	2 KRBD-F	2 KRZZ-F>	2 KICT-F	2 KICT-F<	2 KZSN-F
3 KZSN-F	3 KRBB-F	3 KRBD-F	3 KRBB-F	3 KEYN-F	3 KRZZ-F	3 KRBD-F<	3 KZSN-F	3 KZSN-F	3 KEYN-F
4	4 KICT-F	4 KXLK-F	4 KEYN-F	4 KXLK-F	4 KZSN-F	4 KZSN-F>	4 KFDI-F	4 KRBD-F	4 KFDI-F
5	5 KXLK-F	5	5 KXLK-F	5 KRBD-F	5	5 KFDI-F	5	5 KEYN-F	5 KICT-F
6	6	6	6	6 KFDI-F	6	6	6	6 KFDI-F	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME	-----	-----
AC		77 ( 2)	77 ( 2)	12.7	18.7		KDLE-F (?) 93.9	ANDOVER	0.9/3.7/	8/ 180
AOR/CLASSIC		100 ( 2)	100 ( 2)	16.4	15.5		KLLS-F (C) 104.5	AUGUSTA	0.6/2.5/	5/ 106
COUNTRY	42 ( 2)	172 ( 4)	214 ( 6)	35.2	37.5		KQAM (ST) 1410	WICHITA	0.7/3.1/	7/ 151
NEWS/TALK	40 ( 2)		40 ( 2)	6.6	5.2		KSGI (REL) 900	WICHITA	0.7/3.0/	7/ 193
CHR		63 ( 1)	63 ( 1)	10.4	9.6		KZSN (C) 1480	WICHITA	0.7/3.0/	5/ 151
BLACK/URBAN										
SOFT AC/EZ		37 ( 1)	37 ( 1)	6.1	5.2					
HISPANIC										
OLDIES		47 ( 1)	47 ( 1)	7.7	7.3					
FULL SVC/VARIETY										
STANDARDS	5 ( 1)		5 ( 1)	0.8	---					
RELIG/GOSPEL	5 ( 1)	14 ( 1)	19 ( 2)	3.1	0.9					
CLASSICAL										
JAZZ										
OTHERS/UNKNOWN		6 ( 1)	6 ( 1)	1.0	---					
TOTALS	92 ( 6)	516 (13)	608 (19)							

WICHITA  
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DUOPOLY REPORT	12+	25-54	REVENUE
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KFDI A/F, KICT-F (Great Empire)	23.0%	15.1%	38.2%
KNSS, KKRD-F, KRZZ-F (Prism)	21.3%	21.3%	21.4%
KFH, KXLK-F, KOAM, KEYN-F (Pourtales)	14.2%	18.6%	10.2%
	58.5%	55.0%	69.8%

RADIO STATIONS  
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KFDI, 1070, 10 KW/1 KW (DA-N), Country/FS	ABC, \$ 55.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), Talk	CBS, AP, \$ 16.00 (Banner)	Pourtales
KNSS, 1240, 1 KW, News/Talk	NBC, CNN, \$ 31.00 (D & R)	Prism
KOAM, 1410, 5 KW/1 KW (DA-2), Standards	SMN, \$ 14.00 (Eastman)	Pourtales
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM		
KEYN-F, 103.7, 100 KW @ 859, Oldies		Pourtales
KFDI-F, 101.3, 100 KW @ 1138, Country	ABC, \$ 85.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 898, AOR	ABC, \$ 27.00 (Mc-Guild)	Great Empire
KKRD-F, 107.3, 100 KW @ 859, CHR		Prism
KLLS-F, 104.5, 46 KW @ 512, Country (??)	MBS, \$ 17.00 ( --- )	(AUGUSTA)
KOEZ-F, 92.3, 100 KW @ 640, EZ/Soft AC	UNISTR, \$ 23.00 ( --- )	(NEWTON)
KRBB-F, 97.9, 100 KW @ 987, AC		
KRZZ-F, 96.3, 50 KW @ 493, Classic AOR		
KTLL-F, 99.1, 100 KW @ 617, Religion	USA, \$ 16.00 ( --- )	Prism (DERBY)
KXLK-F, 105.3, 100 KW @ 987, AC	AP, \$ 28.00 (Banner)	Pourtales (HAYSVILLE)
KYQQ-F, 106.5, 100 KW @ 1115, Country		Lesso (ARKANSAS CITY)
KZSN-F, 102.1, 100 KW @ 1033, Country	SMN, \$ 65.00 (Katz)	So. Skies (HUTCHINSON)

Miscellaneous: KFH, KXLK-F sold by Midcontinent to Pourtales for \$2,250,000 (D) (CEA/Star) . . . KYQQ-F (Arkansas City) sold to Lesso for \$515,000 . . .

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

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

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\*\*\*\*\* 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	

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WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/634,700

Stations: 39/29  
Diaries: 1311/484:1/64.7%  
Sample Target: 1265  
% Below Line: 7.5  
% Not Listed: 13.4

1993 Revenue: \$17,800,000  
HH Inc.: \$28,087  
Retail \$: 5.4 Bil  
Pop per Station: 21,886  
#1 Biller: WKRZ-F \$5,100,000

MSA Rank/Pop: 78/639,000

AD1 # 50

Average Person Ratings: 18.2

Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WKRZ-F (CHR)	137/11.9	13.9	12.6	14.9	13.4	13.3	165/2563	2072/32.6	31.3	35.3	G	WKRZ-F
2. WGGY-F (C)	115/10.0	8.3	7.2	8.0	6.3	8.4	151/1634	1271/20.0	16.9	14.8	B	WGGY-F
3. WMGS-F (AC)	109/ 9.5	8.5	6.6	8.0	5.7	8.2	115/1358	1237/19.5	14.4	14.2	C	WMGS-F
4. WEZX-F (AOR)	72/ 6.3	6.1	7.4	6.2	8.7	6.5	75/974	866/13.6	14.3	18.2	D	WEZX-F
5. WARM (FS)	57/ 4.9	4.5	3.9	4.3	4.6	4.4	61/784	729/11.5	13.3	12.6	C	WARM
6. WZMT-F (AOR)	53/ 4.6	3.1	1.4	2.2	1.6	3.9	60/688	621/ 9.8	5.1	5.9		WZMT-F
7. WILK-AA (T)	47/ 4.0	4.6	4.3	2.4	4.4	3.8	48/764	689/10.9	11.9	11.7	B	WILK-AA
8. WBHT-F (CHR)	35/ 3.0	2.4	3.3	1.9	2.0	2.7	39/824	724/11.4	10.5	7.8	A	WBHT-F
9. WEJL (ST/FS)	38/ 3.3	2.5	3.6	2.8	3.3	3.1	38/463	463/ 7.3	8.1	7.4	A	WEJL
10. WDL5-F (C)	32/ 2.8	3.1	3.0	3.3	3.1	3.1	34/439	405/ 6.4	7.3	8.3	B	WDL5-F
11. WNAK (ST/FS)	31/ 2.7	3.2	5.4	4.4	2.7	3.9	31/307	307/ 4.8	8.9	6.1	B	WNAK
12. WSGD-F (O)	24/ 2.1	1.4	2.2	2.4	2.4	2.0	31/465	336/ 5.3	5.5	5.6	B	WSGD-F
13. WQEQ-F (AC)	18/ 1.6	1.2	1.0	1.8	0.8	1.4	24/308	224/ 3.5	3.1	3.4		WQEQ-F
14. WHLM-F (AC)	18/ 1.6	1.2	1.8	2.0	1.8	1.7	30/447	257/ 4.0	4.9	4.8		WHLM-F
15. WSBG-F (CHR)	17/ 1.5	2.4	1.8	1.7	2.1	1.9	18/295	285/ 4.5	4.9	5.3		WSBG-F
16. WSKS-F (CHR)	17/ 1.5	0.8	1.3	1.5	1.9	1.3	17/561	561/ 8.8	8.8	10.4		WSKS-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.86% (777 of 998) (SPG 93: 74.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WMGS-F	1 WGGY-F	1 WKRZ-F>	1 WMGS-F<	1 WKRZ-F<	1 WKRZ-F	1 WARM
2 WBHT-F	2 WEZX-F	2 WMGS-F	WMGS-F	2 WKRZ-F<	2 WMGS-F	2 WMGS-F<	2 WKRZ-F	2 WGGY-F	2 WGGY-F>	2 WGGY-F
3 WGGY-F	3 WMGS-F<	3 WGGY-F<	3 WGGY-F	3 WGGY-F	3 WARM	3 WGGY-F	3 WGGY-F	3 WMGS-F>	3 WZMT-F<	3 WEZX-F
4	4 WZMT-F<	4 WEZX-F>	4 WEZX-F>	4 WEZX-F>	4 WKRZ-F	4 WARM	4 WILK-AA	4 WEZX-F	4 WARM <	4 WMGS-F
5	5 WGGY-F	5 WZMT-F	5 WZMT-F	5 WZMT-F	5 WILK-AA	5 WEZX-F	WEZX-F	5 WZMT-F	5 WMGS-F	5 WZMT-F
6	6	6	6	6	6	6	6	6	6 WEZX-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 WKRZ-F>>	1 WKRZ-F>	1 WMGS-F	1 WKRZ-F>	1 WMGS-F<	1 WZMT-F	1 WEZX-F	1 WEZX-F	1 WEZX-F	1 WGGY-F<
2 WEZX-F	2 WMGS-F>	2 WKRZ-F	2 WMGS-F	2 WKRZ-F	2 WEZX-F	WZMT-F>	2 WZMT-F	2 WZMT-F<	2 WEZX-F
3 WBHT-F	3 WEZX-F<	3 WEZX-F	3 WGGY-F>	3 WGGY-F>	3 WKRZ-F	3 WKRZ-F	3 WKRZ-F	3 WKRZ-F<	3 WMGS-F
4 WGGY-F	4 WGGY-F>	4 WGGY-F	4 WEZX-F	4 WEZX-F>	4 WGGY-F	4 WGGY-F	4 WGGY-F	4 WGGY-F	4 WKRZ-F<
5	5	5	5	5	5	5 WMGS-F	5 WMGS-F	5 WMGS-F	5 WZMT-F

WILKES BARRE-SCRANTON

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS				METRO CUME TSA TSA	
						SHARE/RTG/AQH/CUME		SHARE/RTG/AQH/CUME			
AC		161 ( 5)	161 ( 5)	16.1	10.8	WARD (T)	1550	PITTSTON	0.4/2.7/	5/ 173	
AOR/CLASSIC		159 ( 6)	159 ( 6)	15.9	14.5	WAZL (FS)	1490	HAZELTON	0.3/1.7/	7/ 134	
COUNTRY	7 ( 1)	172 ( 5)	179 ( 6)	17.9	12.7	WCNR (C)	930	BLOOMSBURG	0.6/1.7/	8/ 151	
NEWS/TALK	60 ( 4)		60 ( 4)	6.0	7.2	WICK (EZ)	1400	SCRANTON	1.0/2.5/	11/ 160	
CHR		210 ( 5)	210 ( 5)	21.0	23.1	WKAB-F (AC)	103.5	BERWICK	0.5/1.4/	6/ 119	
BLACK/URBAN						WKQV-F (CL AOR)	95.7	OLYPHANT	0.5/1.9/	6/ 118	
SOFT AC/EZ	11 ( 1)	22 ( 2)	33 ( 3)	3.3	5.7	WMXH (FS)	750	OLYPHANT	0.8/1.1/	9/ 79	
HISPANIC						WPMR-F (AOR)	107.9	TOBYHANNA	1.0/2.2/	16/ 176	
OLDIES		47 ( 3)	47 ( 3)	4.7	9.0	WVPO (FS)	840	STROUDSBERG	0.3/1.2/	4/ 79	
FULL SVC/VARIETY	74 ( 4)		74 ( 4)	7.4	7.1	WMDL-F (SAC)	104.9	SCRANTON	1.0/2.5/	12/ 187	
STANDARDS	69 ( 2)		69 ( 2)	6.9	10.0	WYMK-F (?)	107.7	TONKHANNOCK	0.5/1.5/	8/ 141	
RELIG/GOSPEL						WYOS-F (O)	92.1	NANTICOKE	0.9/4.0/	10/ 257	
CLASSICAL						WILQ-F (C)	105.1	WILIAMSPORT	0.3/1.5/	36/ 371	
JAZZ						SEE ALLENTOWN, NEW YORK OR PHILADELPHIA					
OTHERS/UNKNOWN		6 ( 1)	6 ( 1)	0.6	---	FOR MORE ABOUT THE FOLLOWING:					
TOTALS	221 (12)	777 (27)	998 (39)			WABC	0.7/1.4	WDE-F	1.1/2.7		
						WAEB-F	0.3/2.2	WXTU-F	0.4/1.4		
						WFMZ-F	0.9/2.0	WYSP-F	0.6/1.4		
						WHCY-F	1.4/2.6	WZZO-F	0.8/2.8		
						WLEV-F	0.9/2.5				

DUOPOLY REPORT	12+	25-54	REVENUE
WILK, WGBI, WKRZ-F, WGGY-F (Keymarket)	25.9%	27.5%	37.4%
WAZL, WZMT, WKAB-F (Local)	5.4%	6.2%	3.9%
WICK, WYCK, WMDL-F (Local)	2.0%	2.0%	< 2.0%
	33.3%	35.7%	42.2%

RADIO STATIONS

WARM , 590, 5 KW (DA-2)	, Full Service	CBS, NBC, \$ 34.00	(Mc-Guild)	Susquehanna
WBAX , 1240, 1 KW	, Standards	SMN, \$ 14.00	(Roslin)	
WEJL , 630, 500 W/32 W	, Standards/FS	UNISTR, ABC, \$ 20.00	(Christal)	Shamrock-Lynett
WILK , 980, 5 KW/1 KW (DA-2)	, Talk/News	CNN, ABC, \$ 22.00	(Katz)	Keymarket
WICK , 1400, 1 KW	, EZ	ABC, \$ 13.00	(Roslin)	
WNAK , 730, 1 KW (DAYS)	, Standards/FS	NBC, \$ 23.00	(K & P)	
WBHT-F, 97.1, 0.25 KW @ 1102	, CHR	, \$ 22.00	(Mc-Guild)	(MOUNTAIN TOP)
WDLS-F, 93.7, 0.75 KW @ 679	, Country	CBS, \$ 21.00	(D&R)	(DALLAS)
WEZX-F, 106.9, 0.8 KW @ 1266	, AOR	ABC, \$ 47.00	(Christal)	Shamrock-Lynett
WGGY-F, 101.3, 7 KW @ 1109	, Country	, \$ 25.00	(Katz)	Keymarket
WHLM-F, 106.5, 36 KW @ 577	, AC	UNISTR, \$ 17.00	(Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 8.7 KW @ 1171	, CHR	, \$100.00	( - - - )	Keymarket
WMGS-F, 92.9, 5.3 KW @ 1384	, AC	, \$ 42.00	(Mc-Guild)	Susquehanna
WQEQ-F, 103.1, 1.5 KW @ 679	, AC	USA, \$ 15.00	( - - - )	(FREELAND)
WSBG-F, 93.5, 3 KW @ 781	, CHR	AP, \$ 14.00	(Market 4)	Nassau (STROUDSBERG)
WSGD-F, 94.3, 1.1 KW @ 771	, Oldies	, \$ 20.00	(Eastman)	(CARBONDALE)
WSKS-F, 102.3, 3 KW @ 72	, CHR	, \$ 13.00	( - - - )	(PITTSTON)
WMDL-F, 104.9, 0.27 KW @ 1092	, Soft AC	ABC, \$ 12.00	(Roslin)	
WZMT-F, 97.9, 20 KW @ 728	, AOR	UNISTR, \$ 17.00	(K & P)	(HAZLETON)
WYOS-F, 92.1, 0.28 KW @ 1056	, Oldies	, \$ 18.00	(Roslin)	(NANTICOKE)

Miscellaneous: WWSH-F changes to WZMT-F and format from SAC to AOR (Feb) . . . WVPO, WSBG-F (Stroudsberg) sold to Nassau for \$2,200,000 (Blackburn) . . .

WILMINGTON, DE

Arbitron Rank/Pop (12+): 78/499,900  
 MSA Rank/Pop: 92/536,000  
 Philadelphia ADJ  
 Average Person Ratings: 16.7  
 Market TSL: 21.75 hours

Stations: 34/15  
 Diaries: 1062/471:1/48.2%  
 Sample Target: 1095  
 % Below Line: 58.9  
 % Not Listed: 11.6

1993 Revenue: \$10,400,000  
 HH Inc.: \$39,507  
 Retail \$: 4.7 Bil  
 Pop per Station: 99,980  
 #1 Biller: WJBR-AF \$3,800,000

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO			Revenue Level	
		93	SPG 93	FAL 92	SPG 92			CUME/CUME RATING	FAL 93	SPG 93		
1. WSTW-F (AC/CHR)	86/10.3	11.9	9.8	8.9	8.7	----	95/1446	1354/27.1	24.3	25.2	E	WSTW-F
2. WJBR-F (AC)	82/ 9.8	11.4	8.9	8.9	10.0	----	87/1165	1059/21.2	22.3	21.4	E	WJBR-F
3. WILM (N/T)	42/ 5.0	4.2	5.8	4.2	3.8	----	42/689	685/13.7	9.5	11.9	C	WILM
WYSP-F (CL AOR)	42/ 5.0	4.5	5.8	7.7	7.5	----	44/930	885/17.7	16.9	17.3		WYSP-F
5. WMMR-F (AOR)	36/ 4.3	6.0	5.1	4.4	5.9	----	36/784	750/15.0	14.3	16.8		WMMR-F
WPLY-F (CHR)	36/ 4.3	0.9	1.5	1.2	0.9	----	36/767	733/14.7	6.3	6.7		WPLY-F
7. WXTU-F (C)	34/ 4.1	2.8	4.3	3.7	2.2	----	34/485	480/ 9.6	10.1	10.8		WXTU-F
8. WJSL-F (B)	33/ 4.0	3.6	4.5	3.5	6.0	----	39/703	575/11.5	9.7	12.0		WJSL-F
9. WIOQ-F (CHR)	32/ 3.8	5.2	4.3	5.0	3.8	----	36/794	672/13.4	12.0	15.2		WIOQ-F
10. WXCX-F (C)	31/ 3.7	5.8	2.9	2.6	1.9	----	31/303	303/ 6.1	7.6	5.3		WXCX-F
11. WDEL (FS/T)	30/ 3.6	4.2	4.0	6.2	4.3	----	33/638	613/12.3	13.7	14.1	C	WDEL
12. WDSD-F (C)	27/ 3.2	3.4	3.7	2.3	2.6	----	65/846	476/ 9.5	8.9	9.8		WDSD-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 83.60% (617 of 738) (SPG 93: 82.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WSTW-F>	1 WSTW-F	1 WSTW-F<	1 WJBR-F	1 WJBR-F	1 WSTW-F	1 WJBR-F<	1 WSTW-F<	1 WSTW-F	1 WJBR-F
2 WPLY-F	2 WYSP-F<	2 WJBR-F>	2 WJBR-F>	WSTW-F>	2 WILM	2 WJBR-F	2 WSTW-F>>	2 WJBR-F>	2 WIYY-F	2 WJSL-F
3 WJBR-F	3 WJBR-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WSTW-F	3 WYSP-F	3 WILM	3 WMMR-F	3 WJBR-F	3 WDEL
WJSL-F	4 WMMR-F<	4 WMMR-F	4 WMMR-F	4 WMMR-F	4 WDEL	4 WILM	WMMR-F<	4 WILM	WIOQ-F	4 WDAS-F
5 WSTW-F	5 WJSL-F	5 WPLY-F	5	5	5	5 WDEL	5 WYSP-F	5	5 WDEL	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 WJSL-F	1 WSTW-F>	1 WSTW-F	1 WJBR-F<	1 WJBR-F	1 WMMR-F	1 WYSP-F	1 WYSP-F	1 WSTW-F	1 WSTW-F
WSTW-F	2 WJBR-F>	2 WJBR-F	2 WSTW-F>>	2 WSTW-F>>	2 WJSL-F	2 WSTW-F<	2 WSTW-F	WYSP-F	WYSP-F>
3 WPLY-F	3 WJSL-F	3 WMMR-F	3	3	WYSP-F	3 WMMR-F	3 WMMR-F	3 WMMR-F>	3 WJBR-F
4 WIOQ-F	4 WPLY-F	4 WYSP-F	4	4	WSTW-F	4 WIYY-F	WJSL-F	4 WPLY-F	WMMR-F
5	5	5	5	5	5 WIYY-F	5	5 WIYY-F	WJBR-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 93 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
AC	2 ( 1)	96 ( 3)	98 ( 4)	13.3	13.0	WJBR (AC) 1290 WILMINGTON	0.2/2.2/ 2/ 109		
AOR/CLASSIC		142 ( 5)	142 ( 5)	19.2	17.1	WJIC (T) 1510 SALEM, NJ	0.5/1.0/ 4/ 51		
COUNTRY		62 ( 3)	62 ( 3)	8.4	14.0				
NEWS/TALK	71 ( 4)	21 ( 1)	92 ( 5)	12.5	13.0	WBSS-F (B) 97.3 MILLVILLE, NJ	0.4/2.0/ 19/ 332		
CHR		154 ( 3)	154 ( 3)	20.9	18.0	WSNJ-F (FS) 107.7 BRIDGETON, NJ	0.4/1.5/ 3/ 91		
BLACK/URBAN		59 ( 3)	59 ( 3)	8.0	8.0	WVCH (REL) 740 CHESTER, PA	0.4/1.3/ 3/ 64		
SOFT AC/EZ		21 ( 3)	21 ( 3)	2.8	2.1	SEE PHILADELPHIA OR BALTIMORE FOR MORE ABOUT THE FOLLOWING:			
HISPANIC						KYW 1.2/6.0	WIYY-F 2.5/6.9	WPOC-F 0.5/2.0	
OLDIES		28 ( 2)	28 ( 2)	3.8	5.0	WBEB-F 1.7/6.7	WJ2-F 2.2/5.5	WQSR-F 0.7/2.0	
FULL SVC/VARIETY	30 ( 1)	3 ( 1)	33 ( 2)	4.5	5.3	WDAS-F 2.8/7.6	WLIF-F 0.5/1.1	WSSF-F 0.4/2.0	
STANDARDS	15 ( 1)		15 ( 1)	2.0	2.0	WFLN-F 1.6/4.2	WMGK-F 0.7/5.2	WJBR-F 2.5/6.1	
RELIG/GOSPEL	3 ( 1)		3 ( 1)	0.4	---	WIBF-F 1.1/3.1	WQGL-F 2.6/9.2	WYXR-F 1.0/6.3	
CLASSICAL		13 ( 1)	13 ( 1)	1.8	1.2	WIP 1.8/5.5	WPN 1.8/3.4		
JAZZ		18 ( 1)	18 ( 1)	2.4	2.0				
OTHERS/UNKNOWN									
TOTALS	121 ( 8)	617 (26)	738 (34)						

WILMINGTON, DE

DUOPOLY REPORT

NONE AS OF JULY 1994. . .

RADIO STATIONS

WDEL	,	1150,	5 KW (DA-2)	,	Full Service/Talk	AP CNN,	\$35.00 (Eastman)	
WILM	,	1450,	1 KW	,	News/Talk	MBS CBS,	\$37.00 (Savalli)	
WJBR-F,		99.5,	50 KW @ 500	,	AC	UNISTR AP,	\$87.00 (Katz)	CRB
WSTW-F,		93.7,	50 KW @ 491	,	AC/CHR		\$80.00 (Eastman)	

Other ranked stations -- see Philadelphia or Baltimore

WILMINGTON, NC

Arbitron Rank/Pop (12+): 195/157,300  
 MSA Rank/Pop: 205/185,000  
 ADI # 144  
 Average Person Ratings: 14.7  
 Market TSL: 19.75 hours

Stations: 16/11  
 Diaries: 683/230:1/54.5%  
 Sample Target: 610  
 % Below Line: 14.2  
 % Not Listed: 14.7

1993 Revenue: \$5,100,000  
 HH Inc.: \$29,308  
 Retail \$: 1.78 Bil  
 Pop per Station: 14,300  
 #1 Biller: WWQQ-F \$1,500,000

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		Revenue Level		
		93	93	92	92			93	93			
1. WMNX-F (B)	35/15.1	----	14.8	----	4.8	----	44/472	311/19.8	0.0	23.9	B	WMNX-F
2. WWQQ-F (C)	30/12.9	----	18.6	----	21.5	----	37/476	377/24.0	0.0	30.1	C	WWQQ-F
3. WGNI-F (AC)	28/12.1	----	10.2	----	10.1	----	34/496	368/23.4	0.0	23.1	C	WGNI-F
4. WSFM-F (AOR)	19/ 8.2	----	7.6	----	9.6	----	19/335	306/19.5	0.0	17.5	B	WSFM-F
5. WKXB-F (C)	18/ 7.8	----	5.1	----	6.6	----	30/404	244/15.5	0.0	16.0	A	WKXB-F
6. WKOO-F (O)	15/ 6.5	----	5.9	----	5.7	----	19/281	211/13.4	0.0	14.1	A	WKOO-F
7. WAAV (T)	13/ 5.6	----	5.5	----	6.1	----	16/215	182/11.6	0.0	12.1	A	WAAV
8. WZFX-F (B)	7/ 3.0	----	3.0	----	9.6	----	23/346	154/ 9.8	0.0	8.7		WZFX-F
9. WWIL (REL)	6/ 2.6	----	----	----	----	----	6/55	55/ 3.5	0.0	0.0		WWIL
WCCA-F (O)	6/ 2.6	----	1.3	----	2.2	----	6/80	80/ 5.1	0.0	5.0		WCCA-F
11. WJYR-F (ST)	5/ 2.2	----	0.4	----	----	----	5/52	46/ 2.9	0.0	1.9		WJYR-F
WJOY-F (?)	5/ 2.2	----	----	----	----	----	5/108	105/ 6.7	0.0	0.0		WJOY-F
13. WLTT-F (C)	4/ 1.7	----	3.0	----	1.3	----	6/107	79/ 5.0	0.0	7.8		WLTT-F
14.												
15.												

12+ FM SHARE (METRO): 89.90% (178 of 198) (SPG 93: 89.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMNX-F>>	1 WMNX-F>	1 WGNI-F<	1 WGNI-F>	1 WGNI-F>	1 WWQQ-F	1 WGNI-F	1 WWQQ-F<	1 WMNX-F	1 WMNX-F>	1 WGNI-F
2 WKXB-F>>	2 WSFM-F<	2 WMNX-F>	2 WMNX-F	2 WWQQ-F	2 WGNI-F	2 WMNX-F<	2 WGNI-F<	2 WWQQ-F<	2 WSFM-F	2 WZFX-F
3	3 WGNI-F	3 WSFM-F	WWQQ-F	3 WMNX-F	3 WAAV	3 WWQQ-F>	3 WMNX-F	3 WGNI-F	3 WWQQ-F	3 WMNX-F
4	4 WWQQ-F	WWQQ-F	4 WSFM-F	4 WSFM-F	WKOO-F	4 WSFM-F<	4 WAAV	4 WSFM-F	4 WGNI-F	WAAV
5	5	5	5	WKOO-F	5	5 WAAV	5 WSFM-F	5 WKXB-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 WGNI-F
2	2 WGNI-F>	2 WMNX-F	WMNX-F>	2 WMNX-F	2	2 WMNX-F	2 WMNX-F	2 WGNI-F	WSFM-F
3	3 WWQQ-F	3 WWQQ-F	3 WWQQ-F>	WWQQ-F	3	3 WWQQ-F	3 WGNI-F	WWQQ-F	3 WWQQ-F
4	4 WKXB-F	4	4 WKXB-F	4 WKOO-F	4	4 WGNI-F	WWQQ-F	4 WMNX-F	4 WKOO-F
5	WSFM-F	5	5	5 WKXB-F	5	5	5	5 WKOO-F	WMNX-F
6	6	6	6	6	6	6	6	6	6 WAAV

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
AC		28 ( 1)	28 ( 1)	14.1	12.3		WMFD (ST) 630 WILMINGTON	0.4/4.0/	1/ 63
AOR/CLASSIC		19 ( 1)	19 ( 1)	9.6	12.3				
COUNTRY		52 ( 3)	52 ( 3)	26.3	33.0		WYAV-F (CHR) 104.1 CONWAY, SC	0.9/3.4/	3/ 71
NEWS/TALK	13 ( 1)		13 ( 1)	6.6	7.0		WZXS-F (EZ?) 103.9 TOPSAIL	1.7/4.4/	8/ 94
CHR		2 ( 1)	2 ( 1)	1.0	1.0				
BLACK/URBAN		42 ( 2)	42 ( 2)	21.2	23.0				
SOFT AC/EZ		4 ( 1)	4 ( 1)	2.0	2.0				
HISPANIC									
OLDIES		21 ( 2)	21 ( 2)	10.6	7.1				
FULL SVC/VARIETY									
STANDARDS	1 ( 1)	5 ( 1)	6 ( 2)	3.0	3.0				
RELIG/GOSPEL	6 ( 1)		6 ( 1)	3.0	---				
CLASSICAL									
JAZZ									
OTHERS/UNKNOWN		5 ( 1)	5 ( 1)	2.5	---				
TOTALS	20 ( 3)	178 ( 13)	198 ( 16)						



WILMINGTON, NC

DUOPOLY REPORT	12+	25-54	REVENUE
WGNI-F, WMNX-F (Cape Fear)	27.2%	29.3%	37.3%
WKXB-F, WSFM-F (Local)	16.0%	15.4%	22.9%
WAAV, WENC (Local)	5.6%	5.4%	8.5%
	48.8%	50.1%	68.7%

RADIO STATIONS

WAAV , 980, 5 KW (OA-N) , Talk	NBC, \$15.00 (Katz)	WENC owner (D)	(LELAND)
WWIL , 1490, 1 KW , Religion	USA, \$10.00 ( --- )		
WCCA-F, 106.3, 6 KW @ 305 , Oldies	, \$10.00 ( --- )		(SHALOTTE)
WGNI-F, 102.7, 100 KW @ 981 , AC	, \$31.00 (Katz)	Cape Fear	
WKXB-F, 99.9, 100 KW @ 518 , Country	MBS, \$15.00 (Christal)	WSFM owner (D)	(BURGAW)
WLTT-F, 103.7, 25 KW @ 328 , Country	, \$12.00 ( --- )		(SHALOTTE)
WMNX-F, 97.3, 100 KW @ 561 , Black	, \$19.00 (Banner)	Cape Fear	
WSFM-F, 107.5, 50 KW @ 485 , AOR	, \$22.00 (Mc-Guild)	WKXB owner (D)	(SOUTHPORT)
WUOY-F, 104.5, 4.5 KW @ 377 , ??	, \$10.00 ( --- )		
WQQD-F, 101.3, 40 KW @ 544 , Country	ABC, \$27.00 ( --- )	HVS	

WKOO-F -- See Greenville, NC

WZFX-F -- See Fayetteville

WJYR-F -- See Myrtle Beach

WORCESTER

Arbitron Rank/Pop (12+): 100/370,400

Stations: 31/6  
Diaries: 796/462:1/51.0%  
Sample Target: 820  
% Below Line: 52.4  
% Not Listed: 12.4

1993 Revenue: \$10,800,000  
HH Inc.: \$39,750  
Retail \$: 4.4 Bil  
Pop per Station: 61,267  
#1 Biller: WXLO-F \$3,200,000

MSA Rank/Pop: 73/423,000  
Boston ADI  
Average Person Ratings: 18.4  
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WSRF-F (SAC)	80/11.8	12.2	11.5	13.1	11.6	----	93/1216	945/25.7	29.0	29.1	E	WSRF-F
2. WXLO-F (AC)	67/ 9.9	8.7	12.2	10.6	9.4	----	103/1243	796/21.7	21.7	26.1	E	WXLO-F
3. WAAF-F (AOR)	66/ 9.7	6.9	7.0	6.5	9.7	----	105/1404	752/20.5	18.6	19.1		WAAF-F
4. WTAG (FS/T)	65/ 9.6	9.0	9.9	7.9	7.7	----	74/988	858/23.3	21.4	22.3	D	WTAG
5. WBCS-F (C)	35/ 5.2	3.8	1.2	2.1	2.0	----	52/565	408/11.1	9.7	5.4		WBCS-F
6. WZLX-F (CL AOR)	27/ 4.0	3.8	3.1	2.4	4.2	----	40/668	391/10.6	12.2	11.3		WZLX-F
7. WCLB-F (C)	26/ 3.8	4.1	3.9	0.6	0.5	----	54/512	275/ 7.5	9.3	10.1		WCLB-F
8. WBMX-F (AC)	24/ 3.5	1.7	3.3	3.3	3.6	----	34/569	408/11.1	9.3	10.3		WBMX-F
9. WJMN-F (CHR)	23/ 3.4	5.0	5.2	3.6	6.8	----	34/736	461/12.5	16.5	18.5		WJMN-F
WOODS-F (O)	23/ 3.4	4.0	3.3	4.8	4.5	----	38/587	343/ 9.3	11.1	12.7		WOODS-F

12+ FM SHARE (METRO): 79.80% (474 of 594) (SPG 93: 79.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMN-F>	1 WAAF-F>	1 WAAF-F<	1 WXLO-F	1 WXLO-F	1 WSRF-F	1 WTAG	1 WSRF-F	1 WXLO-F<	1 WAAF-F	1 WSRF-F
2 WAAF-F	2 WXLO-F<	2 WXLO-F	2 WSRF-F	2 WSRF-F>	2 WSRF-F>	2 WSRF-F	2 WXLO-F	2 WAAF-F<	2 WSRF-F	2 WXLO-F
3 WXS-F	3 WSRF-F>	3 WSRF-F>	3 WAAF-F	3 WAAF-F	3 WXLO-F>	3 WXLO-F	3 WTAG <	3 WSRF-F>	3 WTAG >	3 WTAG
4	4 WZLX-F	4	4 WBCS-F	4 WTAG	4 WBCS-F	4 WAAF-F	4 WAAF-F	4 WBCS-F	4 WXLO-F	4 WAAF-F
5	5	5	5 WBOS-F	5 WBCS-F	5	5	5	5 WTAG	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 WAAF-F	1 WXLO-F>	1 WXLO-F	1 WXLO-F>	1 WXLO-F	1 WAAF-F	1 WAAF-F>>	1 WAAF-F	1 WAAF-F>>	1 WAAF-F
2 WXLO-F	2 WSRF-F<	2 WSRF-F	2 WSRF-F>	2 WSRF-F>>	2 WZLX-F	2 WSRF-F	2 WSRF-F	2 WXLO-F	2 WXLO-F<
3 WJMN-F	3 WAAF-F	3 WBOS-F	3 WAAF-F	3 WBCS-F	3 WXLO-F	3 WZLX-F	3 WXLO-F	3 WSRF-F<	3 WSRF-F
4 WBMX-F	4 WJMN-F	4 WAAF-F	4 WBMX-F	4 WBOS-F	4	4 WXLO-F	4 WBMX-F	4 WZLX-F	4 WTAG
WSRF-F	WBOS-F	WZLX-F	5	5 WTAG	5	5	5	5	WCLB-F

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	METRO CUME	TSA
-----	--	--	-----	-	-	-----	SHARE/RTG/AQH/CUME	-----
AC		94 ( 3)	94 ( 3)	15.8	18.1	WORC (ST) 1310	1.3/3.5/ 10/	149
AOR/CLASSIC		136 ( 8)	136 ( 8)	22.9	17.3	WQVR-F (C) 100.1	1.9/5.4/ 18/	291
COUNTRY		74 ( 3)	74 ( 3)	12.5	9.1	WVNE (REL) 760	0.7/1.4/ 10/	74
NEWS/TALK	41 ( 5)		41 ( 5)	6.9	5.0			
CHR		42 ( 4)	42 ( 4)	7.1	12.0	WVEI (SPRTS) 1440	0.9/3.8/ 6/	182
BLACK/URBAN						WGIR-F (AOR) 100.1	0.3/2.4/ 5/	249
SOFT AC/EZ		88 ( 3)	88 ( 3)	14.8	15.0			
HISPANIC						SEE BOSTON, PROVIDENCE OR HARTFORD FOR MORE INFORMATION ABOUT THE FOLLOWING:		
OLDIES		23 ( 1)	23 ( 1)	3.9	5.0	WBCN-F 1.9/ 7.2	0.4/ 2.0	WVKX-F 0.3/ 2.5
FULL SVC/VARIETY	65 ( 1)		65 ( 1)	10.9	14.0	WBOS-F 2.9/ 9.7	0.4/ 3.0	WWLI-F 0.3/ 1.6
STANDARDS	9 ( 1)		9 ( 1)	1.5	2.1	WBRU-F 0.4/ 1.9	0.4/ 3.6	WVRX-F 0.3/ 2.0
RELIG/GOSPEL	5 ( 1)		5 ( 1)	0.9	0.8	WBZ 2.1/10.5	0.6/ 3.0	WXS-F 1.9/ 9.5
CLASSICAL		17 ( 1)	17 ( 1)	2.9	3.0	WCRB-F 2.5/ 7.0	1.5/ 3.8	
JAZZ						WEEI 1.2/ 5.0	0.9/ 3.6	
OTHERS/UNKNOWN								
TOTALS	120 ( 8)	474 (23)	594 (31)					

WORCESTER

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DUOPOLY REPORT

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NONE AS OF JULY 1994. . .

RADIO STATIONS

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WORC	,	1310,	5 KW/1 KW (DA-2)	,	Standards		CNN, \$15.00 (D & R)	
WTAG	,	580,	5 KW (DA-2)	,	Talk/Full Svc	TALKNT CBS,	\$47.00 (Banner)	Knight
WAAF-F,	107.3,	19 KW @ 822		,	AOR	UNISTR,	\$83.00 (D & R)	Zapis
WQVR-F,	100.1,	3 KW @ 295		,	Country	AP,	\$32.00 (Torbet)	(SOUTHBRIDGE)
WSRS-F,	96.1,	17 KW @ 863		,	Soft AC	,	\$80.00 (Banner)	Knight
WXLO-F,	104.5,	37 KW @ 564		,	AC	AP,	\$85.00 (Mc-Guild)	Deer River (FITCHBURG)

Other ranked stations -- see Boston

YORK

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Arbitron Rank/Pop (12+): 102/364,500

MSA Rank/Pop: 136/435,000  
 ADI #44 (w/Harrisburg & Lancaster)  
 Average Person Ratings: 17.0  
 Market TSL: 23.00 hours

Stations: 32/10  
 Diaries: 1090/334:1/69.4%  
 Sample Target: 1055  
 % Below Line: 41.1  
 % Not Listed: 14.2

1993 Revenue: \$12,800,000  
 HH Inc.: \$37,533  
 Retail \$: 3.5 Bill  
 Pop per Station: 36,450  
 #1 Biller: WARM-F \$4,200,000

12+ METRO	1/4/SHARE	WIN 94	FAL 93	SUM 93	SPG 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WGTY-F (C)	72/11.6	8.9	9.3	10.4	10.6	10.1	79/871	687/18.8	18.9	18.1	D	WGTY-F
WARM-F (AC)	72/11.6	13.4	10.7	9.9	10.4	11.4	122/1729	829/22.7	22.7	23.2	F	WARM-F
3. WYCR-F (CHR)	43/ 6.9	5.6	6.6	6.4	7.8	6.4	60/1322	792/21.7	20.9	22.6	C	WYCR-F
4. WRK2-F (C)	39/ 6.3	6.7	7.4	7.2	8.1	6.9	168/2075	514/14.1	13.6	17.4		WRK2-F
5. WSBA (FS)	31/ 5.0	7.9	4.3	7.5	4.1	6.2	38/696	554/15.2	14.5	14.2	D	WSBA
6. WROZ-F (SAC)	30/ 4.8	5.3	5.0	6.6	6.0	5.4	134/2093	532/14.6	13.2	15.5		WROZ-F
7. WHTF-F (AOR)	28/ 4.5	3.4	4.2	4.8	4.1	4.2	73/1191	389/10.7	11.8	9.8	C	WHTF-F
8. WRVV-F (AC)	24/ 3.9	2.7	2.9	3.6	2.6	3.3	130/1730	329/ 9.0	10.0	9.9		WRVV-F
9. WTPA-F (AOR)	21/ 3.4	3.5	5.4	2.8	2.9	3.8	111/1577	414/11.4	10.7	9.3		WTPA-F
10. WGRX-F (CL AOR)	20/ 3.2	1.7	3.7	2.7	4.4	2.8	22/384	324/ 8.9	12.1	12.8		WGRX-F
11. WKWL-F (O)	18/ 2.9	2.1	1.6	3.4	2.4	2.5	104/1565	328/ 9.0	6.7	7.9		WKWL-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.05% (448 of 533) (SPG 93: 87.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WGTY-F	1 WARM-F	1 WARM-F	1 WARM-F<	1 WARM-F	1 WARM-F	1 WARM-F>	1 WGTY-F<	1 WYCR-F<	1 WARM-F
2	WHTF-F<	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>	2 WGET >	2 WGTY-F	2 WARM-F>	2 WGTY-F>	2 WGTY-F
3	3 WYCR-F	3 WYCR-F<	3 WROZ-F	3 WRK2-F	3 WRK2-F	3 WSBA	3 WRK2-F	3 WYCR-F	3 WARM-F>	3 WRK2-F
4	4 WARM-F	4 WHTF-F	WRVV-F	4 WROZ-F	4 WSBA	4 WRK2-F	4 WHTF-F	4 WRK2-F	4 WSBA	4 WHFS-F
5	5 WTPA-F	5	5 WRK2-F	5 WRVV-F<	5	5 WYCR-F	5 WROZ-F<	5 WROZ-F	5 WHTF-F	5
6	6	6	WHTF-F	6 WHTF-F	6	6	6 WYCR-F	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 WYCR-F	1 WGTY-F<	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WHTF-F	1 WHTF-F>	1 WHTF-F	1 WHTF-F	1 WGTY-F>
2 WGTY-F	2 WARM-F	WGTY-F	2 WGTY-F>	2 WGTY-F>	WYCR-F	2 WGTY-F	2 WGTY-F	WGTY-F<	2 WARM-F
3 WARM-F	3 WYCR-F	3 WROZ-F	3 WROZ-F	3 WRK2-F	3 WARM-F	WYCR-F<	3 WTPA-F	3 WARM-F>	3 WRK2-F
WLAN-F	4 WROZ-F	4 WRK2-F	4 WYCR-F	WROZ-F	WIIY-F	4 WTPA-F	4 WYCR-F	4 WTPA-F	4 WRK2-F
WROZ-F	5	5	5	5	5	5	5	5 WYCR-F	5
6	6	6	6	6	6	6	6	6 WYCR-F	6

FORMATS	AM	FM	TOTAL	%	SPG 93	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA	
-----	--	--	-----	-	-	-	-----	SHARE/RTG/AQH/CUME			
AC		107 ( 4)	107 ( 4)	20.1	19.7	WGET (FS)	1320	GETTYSBURG	0.8/3.0/	5/ 115	
AOR/CLASSIC		81 ( 5)	81 ( 5)	15.2	15.5	WHVR (ST)	1280	HANOVER	1.3/4.7/	8/ 173	
COUNTRY	8 ( 1)	120 ( 5)	128 ( 6)	24.0	23.6	WQX (C)	1350	YORK	1.3/4.1/	9/ 160	
NEWS/TALK	10 ( 2)		10 ( 2)	1.9	0.9	WQXA (O)	1250	YORK	0.3/1.9/	2/ 81	
						WQXA-F (AC/CHR)	105.7	YORK	1.4/7.2/	21/ 673	
CHR		59 ( 3)	59 ( 3)	11.1	11.8						
BLACK/URBAN						WFRE-F (C)	99.9	FREDERICK, MD	0.5/2.9/	3/ 135	
SOFT AC/EZ		51 ( 4)	51 ( 4)	9.6	11.6	WMD-F (E2)	104.7	HAGERSTOWN	2.1/5.2/	17/ 258	
HISPANIC											
OLDIES	2 ( 1)	18 ( 1)	20 ( 2)	3.8	3.9	SEE LANCASTER OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:		SEE BALTIMORE FOR MORE ABOUT THE FOLLOWING:			
FULL SVC/VARIETY	50 ( 3)		50 ( 3)	9.4	10.2	WCMB	0.3/1.1	WHYL	1.1/3.0	WBAL	1.3/4.3
STANDARDS	15 ( 2)		15 ( 2)	2.8	0.5	WIMX-F	0.3/1.8	WTOV-F	0.5/2.7	WHFS-F	0.6/1.0
RELIG/GOSPEL		12 ( 1)	12 ( 1)	2.3	2.5	WCTX-F	0.6/1.5	WLAN-F	1.0/4.9	WIIY-F	1.3/4.2
						WDAC-F	1.9/4.8	WNNK-F	1.6/8.1	WLIF-F	0.6/1.7
CLASSICAL						WHP	2.3/5.9			WPOC-F	0.5/3.4
JAZZ											
OTHERS/UNKNOWN											
TOTALS	85 ( 9)	448 (23)	533 (32)								

YORK

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DUOPOLY REPORT

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NONE AS OF AUGUST 1994. . .

RADIO STATIONS

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WGET, 1320,	1 KW/500 W (DA-2), Full Service TALKNT,	MBS,	\$ 15.00 (Banner)	(GETTYSBURG)
WHVR, 1280,	5 KW/500 W (DA-2), Standards	NBC,	\$ 13.00 (D & R)	
WOYK, 1350,	5 KW/1 KW (DA-1), Country Oldies	MBS,	\$ 12.00 (Mc-Guild)	
WSBA, 910,	5 KW/1 KW (DA-2), Full Service	,	\$ 49.00 (Eastman)	Susquehanna
WARM-F, 103.3,	6.4 KW @ 1305, AC	,	\$ 90.00 (Eastman)	Susquehanna
WGTY-F, 107.7,	16 KW @ 850, Country	MBS,	\$ 54.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7,	1.4 KW @ 699, AOR	Source,	\$ 30.00 (Mc-Guild)	(STARVIEW)
WQXA-F, 105.7,	25 KW @ 705, AC/CHR	,	\$ 22.00 (D & R)	
WYCR-F, 98.5,	11 KW @ 928, CHR	,	\$ 32.00 (D & R)	

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

YOUNGSTOWN

Arbitron Rank/Pop (12+): 87/411,400  
 MSA Rank/Pop: 89/489,000  
 ADI # 92  
 Average Person Ratings: 18.1  
 Market TSL: 24.00 hours

Stations: 23/16  
 Diaries: 1016/405:1/58.6%  
 Sample Target: 940  
 % Below Line: 5.8  
 % Not Listed: 13.8

1993 Revenue: \$12,300,000  
 HH Inc.: \$27,932  
 Retail \$: 4.0 Bil  
 Pop per Station: 25,713  
 #1 Biller: WOXX-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 93	SPG 93	FAL 92	SPG 92	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	SPG 93	Revenue Level	
1. WOXX-F (C)	103/13.8	12.9	14.8	13.3	14.5	---	179/1736	1021/24.8	25.0	25.0	E	WOXX-F
2. WKBN (N/T)	90/12.1	12.6	13.0	12.7	12.4	---	121/1128	776/18.9	23.1	21.6	C	WKBN
3. WHOT-F (CHR)	73/ 9.8	11.4	10.8	9.2	8.0	---	103/1867	1183/28.8	28.8	28.0	D	WHOT-F
4. WKBN-F (SAC/AC)	63/ 8.5	7.5	9.0	9.7	8.3	---	83/1063	793/19.3	19.4	21.2	C	WKBN-F
5. WNCN-F (AOR)	60/ 8.1	6.4	6.6	6.9	7.2	---	68/872	758/18.4	18.3	17.3	B	WNCN-F
7. WBBG-F (O)	60/ 8.1	7.9	8.0	6.6	9.3	---	88/1242	764/18.6	18.7	22.5	D	WBBG-F
7. WRBP-F (B)	36/ 4.8	4.4	---	---	---	---	37/398	361/ 8.8	7.7	---	A	WRBP-F
8. WYFM-F (AC)	33/ 4.5	3.8	4.3	5.9	4.6	---	58/920	557/13.5	16.7	16.4	B	WYFM-F
9. WHOT (ST)	27/ 3.6	2.1	2.1	3.2	3.0	---	34/385	295/ 7.2	6.8	6.8	A	WHOT
10. WSCM (ST)	20/ 2.7	2.5	3.2	3.6	1.7	---	25/357	250/ 6.1	6.1	7.7	A	WSCM
11. WBBW (T)	14/ 1.9	2.1	1.4	2.7	2.6	---	15/345	313/ 7.6	8.8	9.4	B	WBBW
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.04% (481 of 641) (SPG 93: 69.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WNCN-F<	1 WOXX-F<	1 WOXX-F	1 WOXX-F	1 WKBN >	1 WKBN	1 WKBN <	1 WOXX-F<	1 WOXX-F	1 WOXX-F>
2	2 WBBG-F<	2 WBBG-F<	2 WBBG-F<	2 WBBG-F	2 WOXX-F	2 WOXX-F<	2 WKBN	2 WKBN	2 WHOT-F<	2 WBBG-F>
3	3 WHOT-F>>	3 WBBG-F<	3 WKBN-F<	3 WKBN-F	3 WBBG-F<	3 WHOT-F	3 WKBN-F	3 WHOT-F<	3 WNCN-F	3 WNCN-F
4	4	4 WHOT-F<	4 WNCN-F>	4 WNCN-F	4 WKBN-F>	4 WKBN-F<	4 WBBG-F	4 WNCN-F<	4 WKBN >	4 WKBN
5	5	5 WKBN-F	5 WYFM-F	5 WHOT-F	5	5 WBBG-F	5 WHOT-F<	5 WKBN-F	5 WRBP-F	5 WHOT-F
6	6	6	6	6	6	6	6 WNCN-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 WOXX-F	1 WOXX-F	1 WOXX-F<	1 WKBN-F	1 WNCN-F	1 WNCN-F>	1 WOXX-F	1 WNCN-F	1 WOXX-F
2 WOXX-F	2 WHOT-F	2 WNCN-F	2 WKBN-F	2 WOXX-F<	2 WHOT-F	2 WOXX-F>	2 WNCN-F	2 WOXX-F	2 WNCN-F
3	3 WNCN-F	3 WHOT-F	WHOT-F	3 WBBG-F	3 WOXX-F	3 WHOT-F	3 WHOT-F	3 WBBG-F>	3 WBBG-F>
4	4 WKBN-F>	4 WKBN-F	4 WBBG-F	4 WHOT-F	4 WENZ-F	4 WENZ-F	4	4 WHOT-F	4 WKBN-F
5	5	5	5 WNCN-F<	5 WRBP-F<	5	5	5	5 WKBN-F	5 WHOT-F
6	6	6	6 WYFM-F	6 WYFM-F	6	6	6	6	6 WKBN

FORMATS	AM	FM	TOTAL	%	SPG 93	OTHER RATED STATIONS	WRKU-F METRO CUME SHARE/RTG/AGH/CUME	TSA TSA
AC		41 ( 2)	41 ( 2)	6.4	5.0	WFNE (?) 1540	0.1/3.0/ 1/ 125	
AOR/CLASSIC		79 ( 4)	79 ( 4)	12.3	14.0	WGFT (REL) 1500	0.7/1.8/ 5/ 76	
COUNTRY		106 ( 2)	106 ( 2)	16.5	17.3	WPIC (FS) 790	0.4/2.0/ 18/ 255	
NEWS/TALK	104 ( 2)	3 ( 1)	107 ( 3)	16.7	17.4	WRKU-F (AOR) 95.1	0.9/5.8/ 40/ 597	
CHR		87 ( 2)	87 ( 2)	13.6	13.2	WNZ-F (C) 103.9	0.4/1.2/ 11/ 119	
BLACK/URBAN		36 ( 1)	36 ( 1)	5.6	3.1	SEE CLEVELAND OR CANTON FOR MORE ABOUT THE FOLLOWING:		
SOFT AC/EZ		63 ( 1)	63 ( 1)	9.8	10.4	WENZ-F 1.9/5.7	WONE-F 0.8/2.5	
HISPANIC						WNCX-F 0.8/2.9	WTOF-F 0.4/1.8	
OLDIES		65 ( 2)	65 ( 2)	10.1	9.9	WNIR-F 0.4/1.7	WZKL-F 0.7/1.9	
FULL SVC/VARIETY	3 ( 1)		3 ( 1)	0.5	1.1	WNKS-F (BEAVER FALLS, PA) 0.8/3.0		
STANDARDS	47 ( 2)		47 ( 2)	7.3	6.8			
RELIG/GOSPEL	5 ( 1)	3 ( 1)	8 ( 2)	1.2	1.6			
CLASSICAL								
JAZZ								
OTHERS/UNKNOWN	1 ( 1)		1 ( 1)	0.2	---			
TOTALS	160 ( 7)	481 (16)	641 (23)					

YOUNGSTOWN  
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DUOPOLY REPORT  
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NONE AS OF AUGUST 1994. . .

RADIO STATIONS  
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WBBW	,	1240,	1 KW (DA-1)	,	Talk		CNN, \$17.00	(Christal)	H & D
WGFT	,	1500,	500 W (DAYS)	,	Religion		\$11.00	( --- )	
WHOT	,	1390,	5 KW (DA-2)	,	Standards		UNISTR CNN, \$13.00	(Christal)	Myron Jones
WKBN	,	570,	5 KW (DA-N)	,	Talk/News		CBS, \$45.00	(Katz)	
WSOM	,	600,	1 KW/45 W	,	Standards		\$14.00	(Banner)	Lincoln (SALEM)
WBBG-F	,	93.3,	50 KW @ 279	,	Oldies		\$49.00	(Christal)	H & D
WHOT-F	,	101.1,	25 KW @ 695	,	CHR		\$46.00	(Christal)	Myron Jones
WKBN-F	,	98.9,	4.5 KW @ 1371	,	Soft AC		CBS UNISTR, \$38.00	(Katz)	
WNCD-F	,	106.1,	3 KW @ 328	,	AOR		\$25.00	(Torbet)	(NILES)
WQXK-F	,	105.1,	88 KW @ 430	,	Country		UNISTR, \$76.00	(Banner)	Lincoln (SALEM)
WRBP-F	,	101.9,	3 KW @ 328	,	Black		ABC SMN, \$16.00	(Eastman)	(HUBBARD)
WRKU-F	,	95.1,	19 KW @ 804	,	AOR		UNISTR, \$15.00	( --- )	(GROVE CITY)
WYFM-F	,	102.9,	26 KW @ 459	,	AC		ABC, \$22.00	(Eastman)	Regional (SHARON)

Other Ranked Stations - See Cleveland

Miscellaneous: WBBW, WBBG-F sold by H & D to Connoisseur for \$5,000,000. . . WHTX-F (Sharpsville) sold to Zapis for \$350,000. . . WHOT A/F sold by Myron Jones to Connoisseur (D) for \$6,000,000 (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	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	*
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* 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		*

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