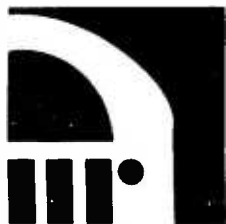


AMERICAN RADIO

Summer 1996 Supplement



AMERICAN RADIO
SUMMER 1996 SUPPLEMENT

Arbitron Rating Period: 27 June-18 September, 1996

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INTRODUCTION

This is the 21st 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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We strongly urge you (especially new subscribers) to read carefully the definition pages that immediately precede the individual market reports. They will help you understand all the information given in the Individual Market Reports. However, if you have any questions, please feel free to call us. We figure that our time and our call back to you are part of the subscription price. Also, I always enjoy talking about **AMERICAN RADIO**, as do my associates in our Cincinnati office.

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

Any corrections made by Arbitron to earlier published reports are included if they were received before November 7, 1996.

Compilation of this edition was completed November 7, 1996. Mailing will begin on or before November 17. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

One final note: **AMERICAN RADIO** is compiled largely by computer, taking data from Arbitron's "r-sale" data tapes. Due to changes in Arbitron's method of rounding its audience estimates, there may be very minor (and insignificant) differences between what is found in a given Arbitron market report and what is found in this volume. Our software, however, follows Arbitron's published rounding procedures to the letter. The software was developed by our Software Thaumaturge (one who causes apparent miracles to occur), Dave Allen.

Thank you for your continued support of my/our efforts.

James H. Duncan, Jr.
Thom Moon

DUNCAN'S AMERICAN RADIO

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York

AKRON

Arbitron Rank: 67 **Pop (12+):** 568,100
MSA Rank: 76
MSA Pop: 682,000
DMA: Cleveland (#13)
Average Person Ratings: 17.1
Market TSL in Hours: 22.50

Stations: 29 / 7
Diaries: 1,851/307:1/55.9%
Sample Target: 1,760
% Below Line: 53.1
% Not Listed: 13.8
Pop per Station: 81,157

Last Year's Revenue: \$14,900,000
Household Income: \$44,349
Retail Dollars: \$6.5 Bil
#1 Biller: WKDD-F \$3,800,000
#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$7,500,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WQMX-F	73 / 7.5	6.5	6.7	7.2	7.6	7.0	849 / 14.9	13.7	14.5		D WQMX-F
2	WONE-F	66 / 6.8	7.1	6.2	5.4	6.4	6.4	946 / 16.6	16.8	16.6		E WONE-F
3	WNIR-F	59 / 6.1	4.9	5.7	5.3	4.9	5.5	637 / 11.2	10.2	10.2		D WNIR-F
4	WKDD-F	58 / 6.0	5.8	5.7	5.4	5.4	5.7	869 / 15.3	14.8	16.6		E WKDD-F
5	WMJI-F	52 / 5.4	6.9	5.2	5.7	4.7	5.8	903 / 15.9	16.5	15.3		WMJI-F
6	WDOK-F	48 / 5.0	5.3	6.7	6.1	4.1	5.8	744 / 13.1	13.8	13.1		WDOK-F
7	WAKR	47 / 4.9	3.2	4.9	4.6	5.5	4.4	635 / 11.2	10.3	12.0		C WAKR
8	WGAR-F	45 / 4.6	4.9	4.3	4.7	5.1	4.6	712 / 12.5	12.0	12.2		WGAR-F
9	WMMS-F	36 / 3.7	3.9	3.8	4.4	4.1	4.0	763 / 13.4	15.7	13.5		WMMS-F
	WNCX-F	36 / 3.7	4.5	4.3	5.1	4.0	4.4	692 / 12.2	13.3	14.0		WNCX-F
11	WKNR	35 / 3.6	3.8	1.9	3.5	3.2	3.2	695 / 12.2	14.2	10.3		WKNR
	WZAK-F	35 / 3.6	3.2	2.9	3.2	4.3	3.2	522 / 9.2	8.3	9.3		WZAK-F
13	WLTF-F	32 / 3.3	2.9	2.7	2.5	2.1	2.9	504 / 8.9	8.9	9.4		WLTF-F
14	WRMR	29 / 3.0	2.3	3.6	3.2	3.2	3.0	367 / 6.5	4.8	5.6		WRMR

12+ FM Share (Metro): 81.65 % (681 of 834) (Summer 95 80.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMMS-F >	1 WONE-F	1 WONE-F	1 WONE-F	1 WONE-F <	1 WNIR-F	1 WQMX-F <	1 WNIR-F <	1 WQMX-F >	1 WKNR <	1 WAKR
2 WZAK-F	2 WKDD-F	2 WQMX-F	2 WQMX-F	2 WQMX-F	2 WMJI-F	2 WNCX-F	2 WONE-F <	2 WONE-F	2 WAKR >	2 WNIR-F
WQMX-F >	WQMX-F	3 WKDD-F	3 WKDD-F	3 WMJI-F <	WAKR <	3 WONE-F <	3 WQMX-F <	3 WKDD-F	3 WZAK-F <	3 WKDD-F
4 WMMS-F	4 WNCX-F <	4 WMJI-F	4 WKDD-F	4 WKDD-F	4 WQMX-F	4 WKDD-F <	4 WKDD-F	4 WMJI-F <	4 WQMX-F <	WQMX-F
5 WNCX-F	5 WMJI-F <	WNCX-F	5 WDOK-F <	5 WDOK-F	5 WMJI-F <	5 WDOK-F	5 WDOK-F	5 WDOK-F <	5 WMMS-F <	5 WONE-F
6 WZAK-F	6 WDOK-F <	6 WDOK-F	6 WNCX-F	7 WNIR-F	6 WNIR-F	6 WGAR-F <	6 WGAR-F <	6 WNIR-F	6 WNIR-F	
						WAKR	7 WMJI-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKDD-F >	1 WKDD-F	1 WQMX-F	1 WKDD-F	1 WQMX-F	1 WMMS-F >	1 WONE-F	1 WONE-F	1 WONE-F >	1 WONE-F
2 WZAK-F	2 WQMX-F	WKDD-F	2 WQMX-F	WKDD-F	2 WENZ-F	2 WMMS-F	2 WNCX-F >	2 WNCX-F	2 WNCX-F
3 WQMX-F	3 WONE-F <	3 WONE-F >	3 WONE-F	3 WDOK-F	3 WZAK-F	3 WNCX-F	3 WMMS-F	3 WQMX-F	3 WQMX-F <
WMMS-F	4 WZAK-F	4 WZAK-F	WDOK-F	4 WMJI-F <	WQMX-F >	4 WQMX-F	4 WQMX-F	4 WMMS-F	4 WMJI-F
WGAR-F	5 WDOK-F	WQAL-F	5 WZAK-F <	5 WONE-F	WONE-F	5 WENZ-F	5 WLTF-F	5 WMJI-F <	5 WNIR-F <
6 WONE-F	WGAR-F	WDOK-F >	6 WMJI-F	WGAR-F			WKNR	6 WKNR	6 WKNR
WZ.M-F >							WKDD-F >		

AKRON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Local WAKR-AM, WONE-FM, WQMX-FM	19.2 %	20.3 %	50.3 %	WHLO REL 640 Akron WTOU BAC 1350 Akron	0.4 / 1.7 1.2 / 2.5		
	19.2 %	20.3 %	50.3 %				

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCLV-F	CL	95.5	Cleveland	1.4	/ 4.1	
WENZ-F	AOR-NR	107.9	Cleveland	2.2	/ 10.8	
WHBC-F	AC	94.1	Canton	0.5	/ 2.9	
WHOT-F	CHR	101.1	Youngstown	0.6	/ 3.2	
WNCD-F	AOR	106.1	Niles	0.5	/ 1.1	
WNWV-F	J	107.3	Elyria	1.2	/ 5.1	
WQAL-F	AC	104.1	Cleveland	2.3	/ 10.6	
WQKT-F	C	104.5	Wooster	0.4	/ 1.9	
WQXK-F	C	105.1	Salem	2.5	/ 5.7	
WRQK-F	AOR	106.9	Canton	1.0	/ 5.8	
WTAM	T	1100	Cleveland	2.7	/ 6.7	
WTOF-F	REL	98.1	Canton	0.5	/ 1.5	
WZJM-F	CHR	92.3	Cleveland Heights	1.3	/ 7.7	

AM Stations

WAKR	1590	5 kw (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX duop
WTOU	1350	5 kw (DA-1)	Black AC	ABC	\$17.00	Eastman	Barnstable

FM Stations

WKDD	96.5	50 kw @ 441	CHR/AC		\$71.00	Eastman	Barnstable
WNIR	100.1	1.95 kw @ 390	Talk	CBS	\$50.00	Banner	Kent
WONE	97.5	12 kw @ 890	AOR		\$67.00	Christal	WQMX duop
WQMX	94.9	16.2 kw @ 878	Country		\$60.00	Christal	

Notes: Other ranked stations -- See Cleveland . . . 9/96 WHLO/WTOF-F sold by Mortenson to Salem (semi-duop with WHK Cleveland) for \$8,000,000

Jim Duncan

Comments: WNIR-F had its best book since Spring 95 . . . WKDD-F broke into the six-share area for the first time in several years . . . WAKR rose to a 4.9 after a horrid 3.2 in the Spring

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 57	Pop (12+): 736,000	Stations: 34 / 33	Last Year's Revenue: \$26,100,000
MSA Rank: 67		Diaries: 2,067/356:1/57.1%	Household Income: \$51,309
MSA Pop: 877,000		Sample Target: 2,030	Retail Dollars: \$8.1 Bil
DMA: 52		% Below Line: 0.5	#1 Biller: WGNA-AF \$5,000,000
Average Person Ratings: 16.1		% Not Listed: 14.4	#1 Billing Portfolio:
Market TSL In Hours: 21.75		Pop per Station: 22,303	SFX duop+ \$9,050,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WGNA-AF	139 / 11.7	13.2	12.9	11.3	9.8	12.3	1507 / 20.5	21.9	19.1	G	WGNA-AF
2	WGY	110 / 9.3	8.3	10.0	9.5	9.2	9.3	1454 / 19.8	20.5	20.7	D	WGY
3	WYJB-F	107 / 9.0	6.9	7.9	8.2	7.2	8.0	1480 / 19.8	18.4	18.4	D	WYJB-F
4	WFLY-F	96 / 8.1	9.5	8.2	9.1	9.0	8.7	1691 / 23.0	25.0	24.9	E	WFLY-F
5	WPYX-F	88 / 7.4	7.5	6.7	6.4	7.6	7.0	1389 / 18.9	18.3	20.5	E	WPYX-F
6	WABY-AF	72 / 6.1	6.2	6.1	5.5	3.7	6.0	846 / 11.5	10.7	5.7	A	WABY-AF
8	WQBK-FF	67 / 5.6	5.5	5.7	6.5	5.0	5.8	1385 / 18.8	16.0	16.2	C	WQBK-FF
7	WRVE-F	67 / 5.6	4.7	5.1	4.6	5.9	5.0	1130 / 15.4	15.5	15.3	D	WRVE-F
9	WKLI-FF	38 / 3.2	2.8	4.0	4.8	5.7	3.7	852 / 11.6	10.4	14.8	D	WKLI-FF
10	WZRQ-F	32 / 2.7	2.7	2.1	2.8	3.1	2.6	755 / 10.3	10.4	9.6	B	WZRQ-F
11	WXLE-F	22 / 1.9	1.9	1.1	1.6	1.1	1.6	437 / 5.9	6.1	4.1		WXLE-F
	WYSR-F	22 / 1.9	1.2	1.3	1.3	1.8	1.4	565 / 7.7	5.8	7.4	A	WYSR-F
13	WQBK	20 / 1.7	1.4	1.9	1.7	2.2	1.7	354 / 4.8	4.6	5.2	A	WQBK
	WHRL-F	20 / 1.7	1.5	1.1	1.8	2.4	1.5	297 / 4.0	3.4	5.1	A	WHRL-F
15	WTRY	19 / 1.6	1.6	1.3	1.3	1.8	1.4	373 / 5.1	4.9	6.2	A	WTRY
16	WROW	17 / 1.4	1.2	1.3	1.7	2.5	1.4	459 / 6.2	5.6	8.4	A	WROW
17	WEQX-F	15 / 1.3	1.5	1.2	1.8	1.8	1.5	483 / 6.6	6.2	6.1	A	WEQX-F

12+ FM Share (Metro): 80.43 % (818 of 1017) (Summer 95 76.50 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLY-F >>	1 WPYX-F <	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WGY	1 WGNA-AF <	1 WGNA-AF	1 WGNA-AF	1 WFLY-F	1 WGY
2 WZRQ-F	2 WGNA-AF <	2 WPYX-F	2 WPYX-F	2 WYJB-F <	2 WGNA-AF	2 WGY <	2 WGY <	2 WYJB-F	2 WGY	2 WGNA-AF
3 WFLY-F >>>	3 WFLY-F	3 WFLY-F <	3 WYJB-F <	3 WPYX-F	3 WYJB-F	3 WQBK-FF	3 WYJB-F	3 WFLY-F	3 WGNA-AF	3 WPYX-F <
4 WQBK-FF	4 WYJB-F	4 WRVE-F	4 WRVE-F	4 WRVE-F	4 WABY-AF >>	4 WYJB-F	4 WPYX-F <	4 WPYX-F	4 WPYX-F <	4 WYJB-F
5 WRVE-F	5 WRVE-F	5 WFLY-F >	5 WFLY-F >			5 WPYX-F	5 WFLY-F <	WGY	5 WYJB-F	
6 WYJB-F	6 WQBK-FF >	6 WQBK-FF				6 WFLY-F	6 WABY-AF	6 WRVE-F	6 WRVE-F	6 WRVE-F
						7 WABY-AF	7 WRVE-F	WABY-AF >	WQBK-FF	

Wom 18-24	Wom 18-34	Wom 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 WFLY-F	1 WFLY-F <	1 WGNA-AF	1 WQBK-FF	1 WPYX-F	1 WPYX-F >	1 WPYX-F	1 WPYX-F
2 WQBK-FF	2 WGNA-AF	2 WGNA-AF <	2 WGNA-AF	2 WYJB-F	WGNA-AF	2 WQBK-FF <	2 WQBK-FF <	2 WGNA-AF	2 WGNA-AF
3 WKLI-FF	3 WPYX-F	3 WRVE-F >	3 WYJB-F	3 WFLY-F	3 WPYX-F >	3 WGNA-AF >	3 WGNA-AF	3 WQBK-FF	3 WYJB-F
	WPYX-F	WRVE-F	4 WPYX-F >	4 WRVE-F	4 WFLY-F	4 WRVE-F	4 WRVE-F	4 WRVE-F <	WRVE-F
	WGNA-AF	5 WYJB-F <	5 WYJB-F	5 WPYX-F	5 WZRQ-F	5 WZRQ-F	5 WQBK-F >>	5 WYJB-F	5 WQBK-FF
6 WYJB-F >	6 WQBK-FF >>	6 WKLI-FF	6 WKLI-FF		6 WYJB-F	WFLY-F		6 WFLY-F	6 WGY
	WKLI-FF					7 WYJB-F >			

Consolidation Report	12+	25-54	Revenue
Arcara	10.0 %	7.2 %	10.2 %
WZRQ-FM, WQBK-FM, WQBK-AM, WQBJ-FM			
Dame	16.6 %	16.0 %	22.4 %
WGY-AM, WHRL-FM, WRVV-FM			
Local	18.5 %	19.8 %	22.8 %
WFLY-FM, WROW-AM, WYJB-FM			
SFX	22.6 %	27.2 %	34.7 %
WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WYSR-FM			
	67.7 %	70.2 %	90.1 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBKK-F	CL 97.7	Amsterdam	0.4 / 1.7
WBUG-F	C 101.1	Ft. Plain	0.4 / 1.3
WCSS	ST 1240	Amsterdam	0.7 / 1.5
WDCC	REL 1540	Albany	0.4 / 1.0
WIZR	ST 900	Johnstown	0.3 / 0.7
WJKE-F	AC 101.3	Stillwater	0.8 / 2.4
WKAJ-AF	O 98.5	Lake George	0.5 / 1.0
WPTR-F	C 95.3	Voorheesville	0.8 / 3.3
WSRD-F	O 104.9	Johnstown	0.4 / 1.1
WZZM-F	C 93.5	Corinth	0.3 / 0.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJIV-F	REL 101.9	Cherry Valley	0.5 / 1.7

ALBANY-SCHENECTADY-TROY

AM Stations

WABY	1400	1 KW	Standards	Westwd, CNN	\$17.00	Christal	Bendat
WGNA	1460	5 kw (DA-N)	See WGNA-F				
WGY	810	50 KW	Full Service	ABC	\$52.00	MMR	Dame
WQBK	1300	5 KW (DA-2)	News/Talk	WW1, ABC, CBS	\$20.00	D & R	
WROW	590	5 KW/1 KW (DA-2)	Talk	CBS	\$20.00	Torbet	WFLY owner (D)
WTRY	980	5 KW (DA-N)	Oldies	Westwd	\$<20.00	Mc-Guild	SFX

FM Stations

WABY	94.5	3 KW @ 328	Standards		\$20.00	Banner		Ravena
WEQX	102.7	1.3 KW @ 2490	AOR-New Rock	AP, ABC	\$<20.00	---		Manchester, VT
WFLY	92.3	17 KW @ 850	CHR	ABC	\$65.00	Torbet		
WGNA	107.7	12 KW @ 984	Country	Westwd	\$98.00	Mc-Guild	SFX	
WHRL	103.1	3 KW @ 325	Jazz	Westwd	\$<20.00	---	Dame, pend.	
WKBE	100.3	1.45 kw @ 1312	See WKLI-F					
WKLI	100.9	6 KW @ 300	AC/CHR		\$59.00	Banner	Bendat	
WPYX	106.5	16 KW @ 902	AOR	ABC	\$66.00	Mc-Guild	SFX	
WQBJ	103.5	50 kw @ 492	See WQBK-F					Cobleskill
WQBK	103.9	6 KW @ 300	AOR	CBS, Westwd	\$40.00	Banner		
WRVE	99.5	15 KW @ 927	AC/AOR	CBS	\$50.00	MMR	Dame	
WXLE	104.5	5 KW @ 351	AOR-Prog		\$<20.00	Christal		Mechanicville
WYJB	95.5	12 KW @ 1023	Soft AC		\$54.00	Torbet	WFLY duop	
WYSR	98.3	3 KW @ 328	Oldies	Westwd	\$<20.00	Mc-Guild	Jarad	Rotterdam
WZRQ	102.3	4.1 KW @ 387	AOR-New Rock	ABC	\$22.00	Eastman		Ballston Spa

Notes: 9/96 WYSR-F sold by Jarad to SFX (D+) for \$1,000,000 . . . 9/96 WZRQ-F sold by D. Arcara to J. Arcara (D) for \$1,000,000 . . . 10/96 WHRL-F sold by Robt. Hill to Dame (D) for \$2,632,000 (Kozacko)

Jim Duncan

Comments: WYJB-F had its best book in more than two years . . . WFLY-F had its worst in over two years . . . FM share broke the 80% level . . . I recently listened to WHRL-F and was impressed

ALBUQUERQUE

Arbitron Rank: 71 Pop (12+): 537,700	Stations: 34 / 31	Last Year's Revenue: \$27,000,000
MSA Rank: 79	Diaries: 1,753/307:1/48.7%	Household Income: \$41,294
MSA Pop: 665,000	Sample Target: 1,700	Retail Dollars: \$6.7 Bil
DMA: 48	% Below Line: 2.3	#1 Biller: KRST-F \$4,800,000
Average Person Ratings: 16.4	% Not Listed: 8.3	#1 Billing Portfolio: Citadel duop+ \$15,900,000
Market TSL In Hours: 22.00	Pop per Station: 17,345	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KRST-F	87 / 9.9	10.8	8.9	10.3	8.3	10.0	1125 / 20.9	22.8	19.7	F	KRST-F
2	KKOB	69 / 7.8	8.3	7.7	8.3	7.5	8.0	917 / 17.1	17.6	18.5	F	KKOB
	KKSS-F	69 / 7.8	6.4	6.4	6.0	7.8	6.7	897 / 16.7	16.7	17.5	C	KKSS-F
4	KKOB-F	AC	54 / 6.1	6.2	4.4	6.7	5.4	982 / 18.3	19.9	18.1	E	KKOB-F
5	KIVA	ST	48 / 5.5	5.0	3.4	4.5	3.6	452 / 8.4	8.2	7.3	A	KIVA
6	KMGA-F	SAC	41 / 4.7	4.9	4.8	5.0	4.6	692 / 12.9	13.3	12.5	D	KMGA-F
7	KHFM-F	CL	38 / 4.3	4.3	4.7	5.0	4.0	567 / 10.6	12.2	10.4	B	KHFM-F
8	KLSK-F	CL AOR	37 / 4.2	2.7	3.3	2.5	2.5	554 / 10.3	10.0	11.3	B	KLSK-F
9	KLVO-F	SP	35 / 4.0	2.8	3.6	2.8	3.8	382 / 7.1	5.2	5.8	A	KLVO-F
10	KIOT-F	AOR-P	33 / 3.7	2.9	4.6	4.4	3.3	630 / 11.7	12.4	9.0	B	KIOT-F
	KZKL-AF	O	33 / 3.7	4.5	4.4	3.7	5.3	547 / 10.2	11.6	13.7	C	KZKL-AF
12	KASY-F	C	32 / 3.6	3.4	4.4	3.9	3.5	625 / 11.6	10.8	10.6	B	KASY-F
	KTEG-F	AOR-NR	32 / 3.6	3.6	5.7	3.8	4.6	703 / 13.1	15.1	15.1	C	KTEG-F
14	KZSS-AF	AOR	29 / 3.3	4.5	4.3	3.2	3.4	612 / 11.4	14.1	11.8	D	KZSS-AF
15	KRZY-F	C	24 / 2.7	2.8	3.8	3.2	1.8	393 / 7.3	6.8	4.9	A	KRZY-F
16	KPEK-F	AOR-P	20 / 2.3	2.9	2.3	3.4	5.7	408 / 7.6	10.9	13.9	C	KPEK-F
17	KRZN-F	J	16 / 1.8	1.9	1.3	1.7	1.9	285 / 5.3	4.4	4.8	A	KRZN-F
	KDNR-F	CHR/B	16 / 1.8	0.8	0.5			278 / 5.2	3.6			KDNR-F
19	KALY	SP	13 / 1.5	0.9	1.2	0.8	1.1	181 / 3.4	1.9	2.2		KALY
20	KTMN-F	AOR-P	10 / 1.1	1.6	1.3	1.1	0.6	180 / 3.5	4.3	4.1	A	KTMN-F
	KXKS	SP	10 / 1.1	0.6	1.1	0.4	0.9	173 / 3.2	1.6	1.9		KXKS
22	KZRO-F	AC/CHR	9 / 1.0	1.0	1.0	2.4	2.7	221 / 4.1	4.5	9.0	B	KZRO-F
	KRZY	SPRTS	9 / 1.0	0.8	1.0	1.2	0.8	162 / 3.0	2.5	3.1		KRZY

12+ FM Share (Metro): 78.69 % (635 of 807) (Summer 95 81.12 %)

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 KKOB	1 KRST-F <	1 KKOB	1 KRST-F	1 KKSS-F >	1 KKOB <
2	KTEG-F >	2 KRST-F <	2 KKOB-F <	2 KKOB-F <	2 KRST-F	2 KKOB >	2 KRST-F	2 KKSS-F	2 KRST-F >	2 KRST-F <
3	KRST-F	3 KLSK-F	3 KKSS-F	3 KLSK-F	3 KKOB	3 KIVA	3 KKOB-F <	3 KKSS-F <	3 KKOB <	3 KMGA-F <
4	KKOB-F	4 KLSK-F	4 KIOT-F	4 KLSK-F	4 KHFM-F	4 KKSS-F	4 KKOB-F <	4 KMGA-F <	4 KTEG-F <	4 KKSS-F
5	KZRR-AF <	5 KMGA-F	KKOB <	5 KIOT-F <	5 KMGA-F <	5 KIVA	5 KIVA	5 KIVA <	5 KKOB-F <	5 KKOB-F <
6	KTEG-F	KKOB	6 KMGA-F	6 KMGA-F	6 KKOB-F <	6 KZRR-AF <	6 KMGA-F	6 KIOT-F <	6 KHFM-F <	6 KHFM-F <
		KIOT-F	7 KKSS-F <		7 KLVO-F	7 KLSK-F		7 KHFM-F	7 KLSK-F	
		8 KZKL-AF <						KKOB <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	KRST-F	1 KRST-F >	1 KRST-F	1 KRST-F >	1 KKSS-F >>	1 KKSS-F <	1 KLSK-F >	1 KLSK-F <	1 KLSK-F
	KKSS-F	2 KKSS-F <	2 KKOB-F	2 KKOB-F >	2 KTEG-F	2 KLSK-F >	2 KZRR-AF	2 KKSS-F	KRST-F
3	KKOB-F	3 KKOB-F >	3 KKSS-F	3 KMGA-F <	KLSK-F	3 KZRR-AF	3 KKSS-F	3 KRST-F	3 KKOB
4	KZKL-AF	4 KMGA-F	4 KMGA-F	4 KKSS-F	4 KALY	4 KTEG-F	4 KRST-F	4 KIOT-F <	4 KIOT-F
5	KMGA-F	5 KASY-F	5 KASY-F	5 KZKL-AF <	KZRR-AF	KKOB-F	KKOB-F	5 KKOB	5 KKOB-F
	KTEG-F	KTEG-F	6 KLSK-F	6 KASY-F >	KZKL-AF >	6 KRST-F	KIOT-F	KZRR-AF <	KZRR-AF >
	KASY-F		KZRR-AF				7 KKOB	7 KKOB-F	
			KTEG-F >	KASY-F >			KTEG-F		

ALBUQUERQUE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Citadel KMGa-FM, KKOB-FM, KKOB-AM, KHTL-AM, KHFN-AM, KHFM-FM, KRST-FM	33.8 %	34.3 %	58.9 %	KABQ SP 1350 Albuquerque	0.3 /	1.3	
Guardian KARS-AM, KLVO-FM, KKIM-AM	4.6 %	4.3 %	1.8 %	KARS SP 860 Belen	0.6 /	1.4	
Simmons KZKL-FM, KZKL-AM, KIVA-AM, KZRQ-FM	10.2 %	6.0 %	9.6 %	KDEF T 1150 Albuquerque	0.5 /	1.2	
Trumper KDZZ-AM, KZSS-AM, KZRR-FM, KTEG-FM, KPEK-FM, KLSK-FM	13.4 %	16.2 %	18.1 %	KEXT-F SP 104.7 Bosque Farm	0.5 /	1.2	
				KHFN T 1050 Los Ranchos de Al	0.5 /	2.0	
				KHTL T 920 Albuquerque	0.6 /	2.5	
				KNKT-F REL 107.1 Armijo	0.8 /	3.1	
	62.0 %	60.8 %	88.4 %	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				KBAC-F AOR-P 98.1 Las Vegas, NM	0.7 /	1.5	
				KBOM-F O 106.7 Los Alamos	0.6 /	3.0	

AM Stations

Station	Power	Language	Service	Notes
KALY	1240 1 kw	Spanish	NA	Katz Hisp. Los Ranchos...
KIVA	1310 5 kw/500 w (DA-N)	Standards	Westwd	\$<20.00 Christal Simmons Corrales
KKOB	770 50 kw (DA-N)	Full Service	ABC	\$64.00 Mc-Guild Citadel
KRZY	1450 1 kw	Sports	1/1, WW1, CBS	NA Katz EXCL
KXKS	1190 10 kw (Days)	Spanish	CNN	NA Caballero
KZKL	1580 5 kw/40 w	See KZKL-F		
KZSS	610 5 kw (DA-N)	See KZRR-F		

FM Stations

Station	Freq	Power	Language	Service	Notes
KASY	103.3	20.5 kw @ 4185	Country	\$27.00	Christal Citadel
KDNR	106.3	100 kw @ 860	CHR/Black	NA	— Los Lunas
KHFM	96.3	20 kw @ 4133	Classical	\$35.00	CMBS Citadel
KIOT	102.5	50 kw @ 371	Oldies	\$24.00	Christal Simmons Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC	\$65.00	Mc-Guild Citadel
KKSS	97.3	100 kw @ 1875	CHR	\$42.00	D&R SunGroup Santa Fe
KLSK	104.1	100 kw @ 1875	Classic AOR	\$21.00	Eastman Trumper Santa Fe
KLVO	97.7	100 kw @ 860	Spanish	\$<20.00	— Guardian Belen
KMGa	99.5	22.5 kw @ 4130	Soft AC	Westwd \$53.00	Christal Citadel
KPEK	100.3	22.5 kw @ 4107	AOR-Prog.	\$29.00	D&R Trumper
KRST	92.3	22 kw @ 4160	Country	\$91.00	Katz Citadel
KRZN	101.3	6 kw @ 328	Jazz	\$<20.00	—
KRZY	105.9	100 kw @ 1936	Country	CBS \$<20.00	Katz EXCL Santa Fe
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock	\$30.00	Banner Trumper
KZKL	101.7	3 kw @ 92	Oldies	\$38.00	Christal Simmons Rio Rancho
KZRQ	105.1	100 kw @ 1936	AC/CHR	\$<20.00	Christal Simmons Santa Fe
KZRR	94.1	22.5 kw @ 4130	AOR	Source \$50.00	Eastman Trumper

Notes: 8/96 KRZN-F (101.3) sold to Simmons for \$850,000 (Baugh) . . . 9/96 KTEG-F changed from 70's Oldies to AOR-Progressive as KPEK-F ("The Peak")

Jim Duncan

Comments: Best book in years for KLSK-F . . . Also best book in at least two years for Standards KIVA . . . KRST-F should gain a share point or more in future books when KRZY-F 105.9 changes to Hispanic after its sale to EXCL . . . With a 4.3 share, KHFM-F continues to be one of the strongest Classical stations in the country

ALLENTOWN-BETHLEHEM

Arbitron Rank: 64	Pop (12+): 598,600	Stations: 44 / 15	Last Year's Revenue: \$19,900,000
MSA Rank: 86		Diarles: 1,256/477:1/60.7%	Household Income: \$49,313
MSA Pop: 615,000		Sample Target: 1,210	Retail Dollars: \$5.0 Bil
DMA: Philadelphia DMA (#4)		% Below Line: 22.9	#1 Biller: WLEV-F \$4,200,000
Average Person Ratings: 16.9		% Not Listed: 11.2	#1 Billing Portfolio: Commodore duop \$9,400,000
Market TSL In Hours: 22.00		Pop per Station: 39,907	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WAEB-F	CHR	134 / 13.3	12.7	11.9	11.2	12.0	12.3	1852 / 30.9	32.3	30.7	E	WAEB-F
2	WODE-F	O	116 / 11.5	9.2	8.2	7.8	7.8	9.2	1605 / 26.8	26.2	21.7	E	WODE-F
3	WZZO-F	AOR	88 / 8.7	9.7	11.3	10.1	10.3	10.0	1272 / 21.3	22.0	23.6	F	WZZO-F
4	WFMZ-F	SAC	71 / 7.0	8.7	10.5	8.7	7.8	8.7	1048 / 17.5	19.5	17.3	D	WFMZ-F
5	WLEV-F	AC	68 / 6.7	9.7	9.0	9.6	11.8	8.7	1166 / 19.5	19.6	25.7	F	WLEV-F
6	WAEB	T	53 / 5.2	4.7	5.4	5.1	3.9	5.1	880 / 14.7	14.8	12.8	C	WAEB
7	WKAP	ST	49 / 4.9	3.5	3.5	4.2	4.6	4.0	482 / 8.1	6.1	6.8	A	WKAP
8	WRNJ-F	C	36 / 3.6	3.9	1.8	2.7	1.9	3.0	472 / 7.9	6.9	6.0	B	WRNJ-F
9	WXTU-F	C	19 / 1.9	2.1	2.1	3.4	3.4	2.4	383 / 6.4	7.2	7.6		WXTU-F
10	WYSP-F	T/C L AOR	18 / 1.8	1.8	2.1	2.0	2.1	1.9	432 / 7.2	7.2	8.3		WYSP-F
11	WMGK-F	O-70S	15 / 1.5	0.8	0.7	1.2	0.5	1.1	266 / 4.4	3.5	2.2		WMGK-F
12	WUSL-F	B	14 / 1.4	1.4	0.6	1.2	1.4	1.1	242 / 4.0	3.7	3.3		WUSL-F
13	WEST	ST	13 / 1.3	1.3	2.1	2.0	2.2	1.7	232 / 3.9	2.6	3.9	A	WEST

12+ FM Share (Metro): 78.15 % (701 of 897) (Summer 95 81.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WAEB-F >>>	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WODE-F <	1 WODE-F >	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WODE-F	1 WLEV-F <
2 WZZO-F >	2 WZZO-F >	2 WZZO-F	2 WZZO-F	2 WAEB-F	2 WFMZ-F	2 WODE-F	2 WODE-F	2 WODE-F	WAEB-F	2 WODE-F
3 WLEV-F >	3 WLEV-F >	3 WODE-F	3 WODE-F	3 WZZO-F	3 WAEB <	3 WZZO-F	3 WZZO-F	3 WZZO-F >	3 WLEV-F	3 WAEB-F
4 WODE-F >	4 WODE-F >>	4 WLEV-F >>	4 WLEV-F >>	4 WLEV-F >	4 WKAP	4 WLEV-F	4 WFMZ-F <	4 WFMZ-F <	4 WZZO-F	4 WZZO-F
				5 WFMZ-F	5 WAEB-F	5 WAEB	5 WLEV-F <	5 WLEV-F >	5 WFMZ-F	
					6 WLEV-F	6 WFMZ-F	6 WAEB >			

Wom 18-24	Wom 18-34	Wom 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 WAEB-F	1 WZZO-F	1 WZZO-F >>	1 WZZO-F >>>	1 WZZO-F >>>	1 WZZO-F >
2 WLEV-F >	2 WLEV-F >	2 WLEV-F >	2 WLEV-F <	2 WODE-F	WAEB-F >>>	2 WAEB-F >	2 WAEB-F >	2 WODE-F <	2 WODE-F
3 WZZO-F >	3 WZZO-F	3 WZZO-F	3 WODE-F >>>	3 WLEV-F >	3 WODE-F	3 WLEV-F >	3 WLEV-F	3 WAEB-F >	3 WAEB-F >
	4 WODE-F >>>	4 WODE-F >>>	4 WZZO-F	4 WFMZ-F >	4 WLEV-F >	4 WYSP-F	4 WYSP-F >	4 WLEV-F >	4 WLEV-F
			WFMZ-F >>>			WODE-F			

ALLENTOWN-BETHLEHEM

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Commodore WZZO-FM, WAEB-FM, WAEB-AM	27.2 %	30.3 %	47.2 %	WEEX	SPRTS	1230	Easton	0.3	0.9	
				WGPA	?	1100	Bethlehem	1.1	2.6	
				WLSH	ST	1410	Lansford	0.5	1.2	
				WRNJ	AC	1510	Hackettstown, NJ	1.0	1.9	
				WTKZ	T	1320	Allentown	0.5	2.0	
				WYNS	O	1160	Lehighton	0.4	1.6	

Other Rated Stations--Outside Market								Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia	1.1	5.5					
WABC	T	770	New York	1.0	4.2					
WBYN-F	REL	107.5	Boyertown, PA	0.6	1.9					
WFAN	SPRTS	660	New York	0.7	2.7					
WFLN-F	CL	95.7	Philadelphia	0.4	2.2					
WGGY-F	C	101.3	Wilkes-Barre	0.3	0.8					
WHCY-F	C	106.3	Blairstown, NJ	0.4	1.3					
WIOQ-F	CHR	102.1	Philadelphia	0.8	4.8					
WIOV-F	C	105.1	Ephrata	0.4	1.4					
WIP	SPRTS	610	Philadelphia	0.4	2.3					
WJJZ-F	J	106.1	Philadelphia	0.3	1.7					
WKRZ-F	CHR	98.5	Wilkes-Barre	0.9	2.6					
WKXW-F	T	101.5	Trenton, NJ	1.2	3.4					
WMMR-F	AOR	93.3	Philadelphia	0.5	2.4					
WUGL-F	O	98.1	Philadelphia	0.4	1.5					
WOR	T	710	New York	1.1	3.0					
WPLJ-F	CHR-NR	95.5	New York	0.3	2.5					
WPLY-F	CHR-NR	100.3	Media	0.5	2.6					
WPST-F	AOR	97.5	Trenton	0.7	3.7					
WRFY-F	CHR	102.5	Reading	0.7	3.4					
WSBG-F	CHR	93.5	Stroudsburg	0.6	2.5					
WWDB-F	T	96.5	Philadelphia	1.0	3.0					
WXRK-F	T/NR	92.3	New York	0.6	1.9					
WYXR-F	AC/CHR	104.5	Philadelphia	0.9	3.5					
WZMT-F	AOR	97.9	Hazleton	0.7	1.5					

AM Stations

WAEB	790	3.8 kw/1 kw (DA-2)	News/Talk	CBS, Westwd	\$30.00	Katz	Commodore
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild	Telemedia
WKAP	1470	5 kw (DA-N)	Standards	ABC	\$<20.00	Katz	HGF

FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$77.00	Katz	Commodore
WFMZ	100.7	11 kw @ 1073	Soft AC		\$53.00	Torbet	Dean
WLEV	96.1	50 kw @ 500	AC		\$90.00	Mc-Guild	Telemedia
WODE	99.9	50 kw @ 449	Oldies	ABC	\$71.00	Eastman	Patterson
WRNJ	107.1	1.2 kw @ 719	Country	ABC	\$<20.00	---	Belvidere, NJ
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Commodore

Notes: 9/96 WEEX changed from Sports to Country (after Summer survey)

Jim Duncan

Comments: Listening levels have dropped 1.3 rating points in the last year . . . WLEV-F continued its sharp decline . . . WODE-F had its best 12+ book ever and jumped to #1 in Adults 25-54 . . . WAEB-F had its highest 12+ share in more than two years . . . Country WRNJ-F is beginning to be a factor in the market

ATLANTA

Arbitron Rank: 12 Pop (12+): 2,843,500
MSA Rank: 9
MSA Pop: 3,450,000
DMA: 10
Average Person Ratings: 16.3
Market TSL In Hours: 21.50

Stations: 23 / 22
Diaries: 3,965/717:1/50.7%
Sample Target: 3,740
% Below Line: 0.4
% Not Listed: 12.3
Pop per Station: 123,630

Last Year's Revenue: \$170,000,000
Household Income: \$51,891
Retail Dollars: \$34.4 Bil
#1 Biller: WVVEE-F \$20,000,000
#1 Billing Portfolio: Jacor duop \$38,700,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WVVEE-F	B 434 / 9.4	8.9	9.6	9.8	10.4	9.4	5531 / 19.5	19.6	19.9	K	WVVEE-F
2	WKHX-F	C 416 / 9.0	8.6	8.7	9.0	9.4	8.8	5592 / 19.7	18.9	19.0	J	WKHX-F
3	WSB	FS/T 406 / 8.7	9.2	8.0	6.9	7.1	8.2	6468 / 22.7	22.0	19.9	J	WSB
4	WPCH-F	SAC 273 / 5.9	5.1	6.0	6.7	5.6	5.9	4523 / 16.9	15.0	14.1	I	WPCH-F
5	WALR-AF	B/AC 266 / 5.7	4.8	5.3	5.3	5.5	5.3	3562 / 12.5	12.2	12.8	H	WALR-AF
6	WSB-F	AC 243 / 5.2	5.1	5.9	5.6	5.1	5.5	4656 / 16.4	16.4	16.2	I	WSB-F
7	WKLS-F	AOR 242 / 5.2	5.0	3.9	4.9	4.4	4.8	4064 / 14.3	12.7	13.6	I	WKLS-F
8	WSTR-F	CHR 240 / 5.2	6.2	6.1	6.1	5.4	5.9	5117 / 18.0	17.8	17.1	I	WSTR-F
9	WNNX-F	AOR-NR 228 / 4.9	5.7	6.2	6.0	6.1	5.7	4114 / 14.5	15.3	16.0	I	WNNX-F
10	WFOX-F	O 222 / 4.8	5.0	4.5	4.2	3.8	4.6	4169 / 14.7	14.1	13.9	I	WFOX-F
11	WHTA-F	B 216 / 4.7	5.4	4.3	3.9	4.5	4.6	3368 / 11.8	11.7	8.4	B	WHTA-F
12	WYAY-F	C 193 / 4.2	3.6	3.0	3.4	4.3	3.5	3205 / 11.3	10.7	11.8	G	WYAY-F
13	WZGC-F	CL AOR 144 / 3.1	3.1	3.3	3.6	3.6	3.3	3580 / 12.6	11.8	12.5	I	WZGC-F
14	WAOK	G 117 / 2.5	1.9	2.1	2.0	2.6	2.1	1325 / 4.7	3.7	4.4	D	WAOK
15	WJZF-F	J 113 / 2.4	2.7	3.3	3.4	2.7	3.0	2332 / 8.2	8.6	7.5	F	WJZF-F
16	WGST-F	T 96 / 2.1	2.5	2.3	2.1	1.8	2.2	1715 / 6.0	6.1	4.8	I	WGST-F
17	WGST	T 95 / 2.0	2.5	2.1	2.1	2.3	2.2	2016 / 7.1	7.0	7.9	I	WGST
18	WCNN	SPRTS 46 / 1.0	0.7	1.0	1.2	1.1	1.0	1128 / 4.0	3.1	3.4	C	WCNN

12+ FM Share (Metro): 82.44 % (3339 of 4050) (Summer 95 84.12 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WVVEE-F <	1 WVVEE-F	1 WVVEE-F	1 WVVEE-F <	1 WKHX-F <	1 WSB >	1 WSB	1 WSB	1 WVVEE-F <	1 WVVEE-F >	1 WVVEE-F
2 WHTA-F >	2 WKLS-F <	2 WKHX-F	2 WKHX-F	2 WVVEE-F	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F <	2 WHTA-F <	2 WKHX-F
3 WNNX-F	3 WNNX-F <	3 WKLS-F <	3 WALR-AF <	3 WALR-AF <	3 WPCH-F	3 WVVEE-F	3 WVVEE-F	3 WSB	3 WSB <	3 WALR-AF
4 WSTR-F	4 WALR-AF	4 WKLS-F <	4 WSB	4 WSB	4 WFOX-F	4 WALR-AF <	4 WPCH-F	4 WPCH-F <	4 WALR-AF <	
5 WKHX-F <	5 WSTR-F	5 WSB <	5 WSB-F <	5 WSB-F <	5 WALR-AF	5 WSTR-F	5 WSB-F	5 WSTR-F	5 WKHX-F	
6 WHTA-F	6 WSB-F <	6 WSB-F	6 WKLS-F <	6 WVVEE-F <	6 WPCH-F <	6 WKLS-F	6 WKLS-F	6 WKLS-F <	6 WNNX-F	
7 WSB-F	7 WSB <	7 WPCH-F <	7 WPCH-F <	7 WSB-F	7 WSB-F	7 WKLS-F <	7 WSTR-F	7 WALR-AF <	7 WKLS-F	
8 WALR-AF	8 WNNX-F <	8 WFOX-F <	8 WFOX-F	8 WFOX-F	8 WFOX-F <	8 WFOX-F <	8 WSB-F	8 WSB-F		
	9 WPCH-F <	9 WSTR-F					9 WNNX-F	9 WNNX-F		
							WHTA-F <	WHTA-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 WVVEE-F >	1 WVVEE-F >	1 WVVEE-F >	1 WVVEE-F	1 WVVEE-F <	1 WVVEE-F <	1 WKLS-F	1 WKLS-F >	1 WKLS-F	1 WSB
2 WSTR-F	2 WSTR-F	2 WSTR-F <	2 WKHX-F	2 WKHX-F <	2 WHTA-F <	2 WNNX-F	2 WNNX-F	2 WVVEE-F	WKLS-F
3 WKHX-F <	3 WKHX-F	3 WSB-F	3 WPCH-F <	3 WPCH-F	3 WNNX-F	3 WVVEE-F	3 WVVEE-F <	3 WSB <	3 WKHX-F <
4 WHTA-F	4 WNNX-F	4 WKHX-F	4 WSB-F <	4 WSB-F	4 WKLS-F	4 WHTA-F	4 WKHX-F <	4 WKHX-F <	4 WALR-AF <
WNNX-F >>	WSB-F	5 WKLS-F <	5 WSTR-F	5 WALR-AF	5 WSTR-F	5 WSTR-F <	5 WSTR-F	5 WNNX-F <	5 WVVEE-F
6 WKLS-F <	6 WPCH-F	6 WALR-AF >	6 WSTR-F <	6 WSTR-F <	6 WKHX-F >	6 WKHX-F >	6 WHTA-F	6 WALR-AF	6 WFOX-F
7 WHTA-F	7 WNNX-F		7 WFOX-F <	7 WFOX-F <			7 WHTA-F	7 WFOX-F	7 WNNX-F
8 WPCH-F <	8 WALR-AF >		8 WSB				8 WSB-F <	8 WZGC-F <	
9 WALR-AF >							9 WZGC-F		

ATLANTA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
ABC/Disney WYAY-FM, WKHX-FM, WKHX-AM	13.2 %	12.9 %	13.8 %	WAZX SP 1550 Smyrna WGKA CL 1190 Atlanta WNIV REL 970 Atlanta	0.4 /	0.6	0.3 / 0.8
Cox, pend. WJZF-FM, WSB-FM, WSB-AM	16.3 %	16.8 %	19.0 %		0.6 /	1.4	
Jacor WPCH-FM, WKLS-FM, WGST-AM	13.1 %	14.1 %	22.8 %				
Westinghouse WZGC-FM, WVEE-FM, WAOK-AM	15.0 %	14.2 %	18.9 %	Other Rated Stations--Outside Market WTSH-F C 107.1 Rockmart	0.4 /	1.3	
	57.6 %	58.0 %	74.5 %				

AM Stations

WALR	1340	1 kw	See WALR-F				
WAOK	1380	5 kw (DA-N)	Gospel	ABC	\$53.00	Infinity	Westinghouse
WCNN	680	50 kw/10 kw (DA-2)	Sports		\$51.00	Christal	Midwestern
WGST	640	50 kw/1 kw (DA-2)	News/Talk	ABC, CBS, AP	\$168.00	Eastman	Jacor
WSB	750	50 kw	Full Service/Talk	AP, CNN	\$230.00	Christal	Cox

FM Stations

WALR	104.7	100 kw @ 983	Black AC		\$145.00	Christal	Midwestern	Athens
WFOX	97.1	100 kw @ 1570	Oldies	Westwd	\$180.00	Group W	Chancellor	Gainesville
WGST	105.7	50 kw @ 492	See WGST-AM					Canton
WHTA	97.5	6.6 kw @ 636	Black		\$60.00	Torbet	Radio One	Fayetteville
WJZF	104.1	60 kw @ 1218	Jazz		\$100.00	Christal	New City	La Grange
WKHX	101.5	100 kw @ 984	Country		\$295.00	Katz	ABC/Disney	
WKLS	96.1	100 kw @ 984	AOR	Sourca	\$200.00	Banner	Jacor	
WNNX	99.7	100 kw @ 1032	AOR-New Rock		\$177.00	MMR	Susquehanna	
WPCH	94.9	100 kw @ 984	Soft AC	CBS	\$244.00	Eastman	Jacor	
WSB	98.5	100 kw @ 1022	AC		\$210.00	Christal	Cox	
WSTR	94.1	100 kw @ 1022	CHR/VAC		\$180.00	CBS	Jefferson-Pilot	Smyrna
WVEE	103.3	100 kw @ 1022	Black		\$325.00	Infinity	Westinghouse	
WYAY	106.7	99 kw @ 1401	Country	ABC	\$105.00	Katz	ABC/Disney	Gainesville
WZGC	92.9	100 kw @ 914	Classic AOR		\$175.00	Infinity	Westinghouse	

Notes: 9/96 WGKA (1190) sold by E. Holley to J. Weber for \$2,000,000 (Sailors) . . . 10/96 WALR (AM) sold to Midwestern for \$586,000

Jim Duncan

Comments: WALR-F had its best 12+ share in two years . . . WKHX-F led in Adults 25-54 . . . WZGC-F had its worst book in the last two years . . . WSB continued its strong trend and is #4 in Adults 25-54 (attributable at least in part to the Atlanta Braves and Summer Olympics) . . . WJZF-F declined for the third book in a row

AUSTIN

Arbitron Rank: 54 **Pop (12+):** 821,600
MSA Rank: 58
MSA Pop: 994,000
DMA: 64
Average Person Ratings: 15.5
Market TSL In Hours: 20.75

Stations: 30 / 24
Diaries: 2,082/395:1/49.5%
Sample Target: 2,030
% Below Line: 4.5
% Not Listed: 16.6
Pop per Station: 34,233

Last Year's Revenue: \$41,000,000
Household Income: \$43,514
Retail Dollars: \$10.0 Bil
#1 Billing: KASE-F \$9,000,000
#1 Billing Portfolio: KVET-AF/KASE-F \$11,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 KASE-F	C	188 / 13.1	12.0	11.8	13.7	13.6	12.7	2082 / 25.3	22.8	26.0		H KASE-F
2 KHFI-F	CHR	114 / 9.0	9.9	9.7	9.1	9.9	9.4	1981 / 24.1	26.5	25.5		F KHFI-F
3 KKMJ-F	SAC	75 / 5.9	7.3	5.6	5.1	7.0	6.0	1332 / 16.2	16.5	15.9		G KKMJ-F
4 KLBJ	N/T	72 / 5.7	5.7	6.4	6.5	5.5	6.1	1108 / 13.5	13.0	14.0		F KLBJ
5 KLBJ-F	AOR	68 / 5.4	5.7	7.2	5.9	6.5	6.0	1164 / 14.2	16.0	16.9		E KLBJ-F
6 KVET-F	C	67 / 5.3	5.5	6.1	6.0	7.6	5.7	1276 / 15.5	15.0	15.6		D KVET-F
7 KEYI-F	O	62 / 4.9	5.6	5.8	6.3	4.0	5.7	1188 / 14.5	14.9	12.2		D KEYI-F
8 KAMX-F	AC/CHR	59 / 4.6	4.3	2.8	3.3	2.6	3.8	1108 / 13.5	13.8	10.0		C KAMX-F
9 KGSR-F	AOR-P	45 / 3.5	3.0	4.0	3.6	3.1	3.5	779 / 9.5	8.7	8.0		D KGSR-F
KROX-F	AOR-NR	45 / 3.5	3.5	3.5	2.8	2.9	3.3	982 / 11.9	12.0	9.8		B KROX-F
11 KPEZ-F	CL AOR	44 / 3.5	3.7	3.9	3.5	3.4	3.6	1082 / 13.2	13.3	11.2		D KPEZ-F
12 KAJZ-F	J	30 / 2.4	3.3	3.0	1.9	1.3	2.6	628 / 7.6	7.5	7.0		B KAJZ-F
KVET	T	30 / 2.4	1.7	2.3	2.7	1.6	2.3	589 / 7.2	6.1	6.0		KVET
14 KJCE	B/O	23 / 1.8	1.6	0.9	1.0	0.8	1.3	267 / 3.3	2.4	2.3		KJCE
15 KUTZ-F	AOR	21 / 1.7	2.4	2.0	2.1	2.6	2.0	699 / 8.5	8.5	9.1		C KUTZ-F
16 KCLB-F	SP	19 / 1.5	1.4	1.0	1.0	1.5	1.2	312 / 3.8	3.1	4.1		KCLB-F

12+ FM Share (Metro): 81.21 % (860 of 1059) (Summer 95 84.82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHFI-F >>	1 KASE-F	1 KASE-F >	1 KASE-F >	1 KASE-F >	1 KASE-F >	1 KASE-F >	1 KASE-F >	1 KASE-F >	1 KASE-F	1 KASE-F >
2 KASE-F >>	2 KHFI-F >	2 KHFI-F	2 KHFI-F	2 KHFI-F <	2 KLBJ <	2 KVET-F <	2 KHFI-F	2 KHFI-F	2 KHFI-F >>	2 KHFI-F
	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KEYI-F <	3 KLBJ-F <	3 KLBJ	3 KKMJ-F	3 KROX-F	
	4 KAMX-F	4 KKMJ-F <	KKMJ-F <	KEYI-F <	4 KKMJ-F <	4 KHFI-F	4 KKMJ-F	4 KLBJ <	4 KKMJ-F >	
	KROX-F >	5 KAMX-F	5 KEYI-F <	5 KLBJ <	5 KVET-F >>	5 KLBJ	5 KLBJ-F <	5 KEYI-F <		
		6 KGSR-F <	6 KGSR-F <	6 KLBJ-F		6 KKMJ-F <	6 KAMX-F <	6 KVET-F <		
		7 KLBJ	7 KGSR-F <			7 KEYI-F				
		KPEZ-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 KHFI-F	1 KASE-F <	1 KASE-F	1 KASE-F	1 KASE-F >	1 KASE-F	1 KASE-F	1 KLBJ-F <	1 KASE-F	1 KASE-F
2 KASE-F >	2 KHFI-F >	2 KHFI-F >	2 KHFI-F >	2 KHFI-F <	2 KHFI-F	2 KLBJ-F	2 KASE-F >	2 KLBJ-F	2 KLBJ-F
3 KROX-F	3 KAMX-F	3 KAMX-F >	3 KKMJ-F	3 KKMJ-F <	3 KLBJ-F	3 KHFI-F	3 KHFI-F <	3 KHFI-F	3 KLBJ
4 KLBJ-F	4 KKMJ-F <	4 KKMJ-F	KAMX-F	4 KEYI-F <	KROX-F >	4 KROX-F >	4 KLBJ	4 KLBJ	4 KPEZ-F
5 KAMX-F	5 KLBJ-F	5 KGSR-F	5 KEYI-F >	5 KAMX-F >	5 KAMX-F	KROX-F <	KPEZ-F <	KPEZ-F	5 KGSR-F <
6 KKMJ-F >	KROX-F >				6 KVET-F	6 KPEZ-F	6 KGSR-F <	6 KGSR-F <	6 KHFI-F <
					KUTZ-F				

AUSTIN

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys. KJCE-AM, KAMX-FM, KKMJ-FM	12.3 %	13.5 %	15.1 %	KELG	SP	1440	Elgin	0.7 /	1.6	
Clear Channel KPEZ-FM, KHFI-FM, KFON-AM, KEYI-FM	18.0 %	18.9 %	22.2 %	KFIT	G	1060	Lockhart	0.4 /	1.2	
LBJ KLBJ-AM, KLBJ-FM, KAJZ-FM	13.5 %	14.6 %	21.0 %	KFON	T	1490	Austin	0.6 /	1.6	
Local - 1 KASE-FM, KVET-AM, KVET-FM	20.8 %	19.6 %	28.3 %	KIKY-F	C	92.1	Hutto	0.4 /	1.7	
Local - 2 KTXZ-AM, KKLB-FM, KELG-AM	3.1 %	3.3 %	1.5 %	KIXL	REL	970	Del Valle	0.8 /	2.7	
Sinclair KROX-FM, KGSR-FM	7.0 %	7.6 %	7.8 %	KNNC-F	AOR-NR	107.7	Georgetown	0.8 /	5.1	
	74.6 %	77.4 %	95.9 %	KTAE	C	1260	Taylor	0.4 /	1.0	
				KTXZ	SP	1560	W. Lake Hills	0.9 /	1.3	
				Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
				KISS-F	AOR	99.5	San Antonio	0.6 /	1.3	
				KKYX	C	680	San Antonio	0.5 /	0.6	
				KSAH	REL	720	Universal City	0.9 /	1.6	
				KSJL-F	U	96.1	San Antonio	0.6 /	1.1	
				KXTN-F	SP	107.5	San Antonio	1.1 /	2.3	
				WOAI	N/T	1200	San Antonio	0.8 /	2.9	

AM Stations

Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format
KJCE	1370	5 kw/5 w (DA-2)	Black Oldies	ABC	NA	MMR	Amer. Radio Sys.	Rollingwood			
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$62.00		Eastman				
KVET	1300	5 kw/1 kw (DA-2)	Talk	ABC	NA	Katz					

FM Stations

Station	Power	Time	Format	Power	Time	Format	Station	Power	Time	Format
KAJZ	93.3	100 kw @ 1949	Jazz	\$28.00			KLBJ			Killeen
KAMX	94.7	100 kw @ 1257	CHR/VAC	\$30.00	Eastman	Amer. Radio Sys.				Luling
KASE	100.7	100 kw @ 1190	Country	\$155.00	Katz					
KEYI	103.5	100 kw @ 1257	Oldies	\$55.00	Christal	Clear Channel				San Marcos
KGSR	107.1	45 kw @ 518	AOR - Prog	\$50.00	Allied	Sinclair				Bastrop
KHFI	96.7	100 kw @ 951	CHR	\$82.00	Clr. Chnl.	Clear Channel				Georgetown
KKLB	92.5	1.6 kw @ 449	Hispanic	\$<20.00	Caballero					Elgin
KKMJ	95.5	100 kw @ 1001	Soft AC	\$84.00	MMR	Amer. Radio Sys.				
KLBJ	93.7	97 kw @ 1050	AOR	\$72.00	Banner					
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Clr. Chnl.	Clear Channel				
KROX	101.5	100 kw @ 981	AOR - NR	\$25.00	Allied	Sinclair				Giddings
KUTZ	98.9	18.5 kw @ 1814	AOR	ABC \$34.00	Allied	Shamrock				Lampasas
KVET	98.1	100 kw @ 686	Country	ABC \$50.00	Katz	KASE				

Notes:

Jim Duncan

Comments: KASE-F just keeps rolling along; an amazing station . . . KAMX-F had its best book ever . . . KVET-F, on the other hand, had its fourth consecutive down book . . . Overall listening levels have been steady over the last year, albeit at relatively low levels . . . KLBJ-F's cume rating is down significantly from a year ago while KROX-F's is up a like amount.

BAKERSFIELD

Arbitron Rank: 86 Pop (12+): 417,200	Stations: 31 / 26	Last Year's Revenue: \$15,200,000
MSA Rank: 84	Diaries: 1,481/282:1/49.6%	Household Income: \$37,665
MSA Pop: 624,000	Sample Target: 1,420	Retail Dollars: \$4.0 Bil
DMA: 132	% Below Line: 5.4	#1 Biller: KUZZ-F \$3,400,000
Average Person Ratings: 15.2	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 16,046	Buck Owens duop \$3,900,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KUZZ-F	79 / 12.4	13.6	12.6	12.5	15.6	12.8	1087 / 26.1	24.7	24.6		E KUZZ-F
2	KKXX-F	58 / 9.1	7.5	9.6	11.8	9.5	9.5	995 / 23.8	19.2	23.9		C KKXX-F
3	KRAB-F	51 / 8.0	7.6	8.1	6.2	6.7	7.5	740 / 17.7	16.8	18.4		C KRAB-F
4	KERN	43 / 6.8	5.2	7.2	7.4	6.4	6.6	483 / 11.6	13.1	13.6		C KERN
5	KERN-F	31 / 4.9	4.6	5.1	5.4	5.4	5.0	566 / 13.6	13.4	13.1		B KERN-F
	KSUV-F	31 / 4.9	3.8	3.1	3.3	2.6	3.8	377 / 9.0	7.1	5.9		B KSUV-F
	KGFM-F	31 / 4.9	5.9	4.9	5.7	3.8	5.4	544 / 13.0	14.4	12.2		B KGFM-F
8	KIWI-F	27 / 4.3	5.5	6.7	3.3	6.3	4.9	311 / 7.5	9.9	8.4		C KIWI-F
	KKBB-F	27 / 4.3	4.2	4.5	3.5	2.6	4.1	436 / 10.5	8.8	7.8		B KKBB-F
10	KLLY-F	21 / 3.3	3.6	4.5	3.6	3.1	3.8	415 / 9.9	9.7	10.7		B KLLY-F
11	KBOS-F	19 / 3.0	1.4	1.2	2.0	1.3	1.9	257 / 6.2	5.2	4.0		KBOS-F
12	KLYD-F	15 / 2.4	1.4	1.5	1.2	1.2	1.6	197 / 4.7	3.5	2.4		KLYD-F
13	KCWR	14 / 2.2	2.5	1.5	2.6	1.5	2.2	167 / 4.0	3.4	3.5		A KCWR
	KNZR	14 / 2.2	2.3	2.5	1.4	3.4	2.1	299 / 7.2	8.4	9.6		KNZR

12+ FM Share (Metro): 79.56 % (436 of 548) (Summer 95 77.84 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKXX-F	1 KRAB-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F >	1 KRAB-F >	1 KUZZ-F <
2 KRAB-F >	2 KKXX-F	2 KKXX-F <	2 KKXX-F	2 KKXX-F	2 KERN >	2 KRAB-F <	2 KERN	2 KKXX-F	2 KUZZ-F	2 KKXX-F
3 KUZZ-F	3 KUZZ-F >	3 KRAB-F >	3 KRAB-F	3 KRAB-F <	3 KERN-F	3 KKXX-F <	3 KKXX-F	3 KRAB-F	KKXX-F >	
	4 KIWI-F <	4 KSUV-F	4 KKBB-F	4 KERN	4 KGFM-F	4 KERN >	4 KRAB-F	4 KERN	4 KBOS-F <	
	5 KSUV-F	KKBB-F <	KERN <	5 KERN-F <	5 KKXX-F	5 KERN-F	5 KGFM-F <	5 KERN-F <	5 KGFM-F <	
	6 KKBB-F	6 KIWI-F <	6 KSUV-F	6 KKBB-F	KLLY-F <	6 KERN-F <	6 KGFM-F <	6 KGFM-F <	6 KERN	
		7 KERN <	7 KERN-F	KSUV-F		7 KKBB-F <	7 KKBB-F <			
		8 KGFM-F	KGFM-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 KUZZ-F >	1 KKXX-F <	1 KKXX-F	1 KUZZ-F	1 KUZZ-F >	1 KRAB-F >	1 KRAB-F >	1 KRAB-F >	1 KRAB-F	1 KUZZ-F
2 KKXX-F	2 KUZZ-F >	2 KUZZ-F	2 KKXX-F	2 KKXX-F	2 KIWI-F	2 KKXX-F	2 KKXX-F >	2 KUZZ-F <	KRAB-F <
3 KGFM-F	3 KSUV-F	3 KSUV-F >	3 KGFM-F	3 KGFM-F	3 KUZZ-F	3 KUZZ-F	3 KKBB-F	3 KKBB-F	3 KERN
4 KBOS-F >	4 KGFM-F	4 KRAB-F	4 KSUV-F	4 KSUV-F	4 KKXX-F	KIWI-F	KUZZ-F	4 KKXX-F <	4 KKBB-F
	5 KIWI-F	KGFM-F	5 KLLY-F >	5 KLLY-F	5 KKBB-F	5 KKBB-F	5 KIWI-F	5 KERN	5 KERN-F <
	KRAB-F		6 KERN-F	6 KERN-F	6 KSUV-F >	KSUV-F >	6 KIWI-F >	6 KIWI-F	6 KKXX-F
							7 KERN-F <	7 KERN-F <	

BAKERSFIELD

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Buck Owens KTIE-FM, KCWR-FM, KUZZ-FM	13.5 %	13.0 %	25.7 %	KBID	ST	1350 Bakersfield	0.9 /	2.5	
Buckley KNZR-AM, KLLY-FM, KKBB-FM	9.8 %	12.0 %	15.5 %	KCHJ	SP	1010 Delano	1.1 /	2.9	
Local KCHJ-AM, KIWI-FM, KWAC-AM	7.0 %	6.6 %	11.2 %	KCNQ-F	C	102.5 Kernville	1.4 /	2.7	
Mondosphere KRAB-FM, KKXX-FM, KHIS-FM, KHIS-AM	18.0 %	17.5 %	18.4 %	KGEO	T	1230 Bakersfield	1.6 /	4.2	
Z-Spanish KSUV-AM, KZBA-FM, KSUV-FM	5.7 %	6.4 %	5.9 %	KHIS-F	REL	96.5 Bakersfield	0.9 /	2.9	
				KMYX-F	SP	103.9 Taft	0.5 /	2.2	
				KTIE-F	C	107.1 Bakersfield	1.1 /	4.5	
				KTRJ	CL	1050 Frazier Park	0.6 /	1.7	
				KVLI-AF	ST	104.5 Lake Isabella	0.9 /	1.9	
				KWAC	SP	1490 Bakersfield	1.6 /	4.8	
				KZBA-F	SP	97.7 Shafter	0.8 /	3.4	
	54.0 %	55.6 %	76.7 %						

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
KFSO-F	O	92.9 Tulare	0.6 /	0.8	
KLOS-F	AOR	95.5 Los Angeles	0.6 /	1.8	
KMJ	N/T	580 Fresno	0.5 /	1.4	
KTPI-F	C	103.1 Tehachapi	0.6 /	1.8	

AM Stations

Station	Power	Time	Genre	Comments	Rate	Agency	Advertiser
KCWR	550	5 kw (DA-2)	Country		\$<20.00	Katz	Buck Owens
KERN	1410	1 kw	News/Talk	Talknt, ABC, Westwd	\$42.00	Christal	American General
KNZR	1560	25 kw/10 kw (DA-N)	News	CBS, CNN	NA	D&R	Buckley

FM Stations

Station	Freq	Power	Genre	Comments	Rate	Agency	Advertiser
KERN	94.1	4.5 kw @ 1310	Oldies	ABC	\$30.00	Christal	American General
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal	
KIWI	92.1	6 kw @ 164	Hispanic		\$28.00	Lotus	
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$22.00	D&R	Buckley
KKXX	105.3	35.4 kw @ 584	CHR	ABC, Westwd	\$29.00	Banner	Mondosphere Delano
KLLY	95.3	12.5 kw @ 463	AC	AP	\$29.00	D&R	Buckley Oildale
KLYD	104.3	6 kw @ 305	Standards	CNN	NA	K&P	Shafter
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Banner	Mondosphere Greenacre
KSUV	102.9	20.5 kw @ 364	Hispanic		\$21.00	Caballero	Z-Spanish
KUZZ	107.9	6 kw @ 1365	Country		\$71.00	Katz	Buck Owens

Notes: 10/96 KHIS-AF sold by Int'l. Church of the Foursquare Gospel to Mondosphere for \$2,650,000 (Sterling)

Jim Duncan

Comments: Listening levels are down 1.4 rating points from Summer 1995 . . . KSUV-F has become the leading Hispanic station in the market

BALTIMORE

Arbitron Rank: 18 **Pop (12+):** 2,056,700
MSA Rank: 18
MSA Pop: 2,480,000
DMA: 65
Average Person Ratings: 18.1
Market TSL In Hours: 23.75

Stations: 43 / 25
Diaries: 3,405/604:1/52.0%
Sample Target: 3,270
% Below Line: 14.8
% Not Listed: 13.1
Pop per Station: 82,268

Last Year's Revenue: \$78,900,000
Household Income: \$50,404
Retail Dollars: \$21.6 Bil
#1 Biller: WBAL \$13,000,000
#1 Billing Portfolio: Amer. Radio Sys. duop+ \$26,200,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WBAL	N/T	306 / 8.2	8.9	6.9	7.9	8.7	8.0	4390 / 21.3	21.6	20.3	I	WBAL
2	WQSR-F	O	247 / 6.7	7.4	6.7	6.1	6.5	6.7	3263 / 15.8	17.1	16.2	I	WQSR-F
3	WPOC-F	C	240 / 6.5	8.5	8.4	9.1	8.2	8.1	3118 / 15.2	17.9	17.3	H	WPOC-F
4	WERQ-F	B/CHR	239 / 6.4	5.8	5.6	5.3	4.8	5.8	3086 / 15.0	14.2	13.6	F	WERQ-F
5	WLIF-F	SAC	224 / 6.0	6.3	6.2	5.9	6.1	6.1	3013 / 14.6	14.4	13.9	H	WLIF-F
6	WWMX-F	AC	206 / 5.5	5.6	6.4	4.7	5.3	5.6	3426 / 16.7	16.6	14.8	H	WWMX-F
7	WXYV-F	B	160 / 4.3	4.4	5.5	5.3	4.8	4.9	2742 / 13.3	13.1	14.4	G	WXYV-F
8	WWIN-F	B/AC	159 / 4.3	3.8	3.3	3.8	3.7	3.8	1760 / 8.6	8.7	8.6	E	WWIN-F
9	WOCT-F	O-70S	157 / 4.2	3.7	2.9	3.4	3.6	3.6	2927 / 14.2	11.7	12.6	F	WOCT-F
10	WHFS-F	AOR	136 / 3.7	4.2	4.0	4.7	4.3	4.1	2794 / 13.6	14.0	13.8		WHFS-F
11	WIYY-F	AOR	135 / 3.6	3.9	4.1	3.6	4.9	3.8	2798 / 13.6	13.0	14.6	G	WIYY-F
12	WCBM	T	114 / 3.1	1.9	2.8	3.0	3.1	2.7	1438 / 7.0	5.9	6.5	D	WCBM
13	WCAO	B/G	108 / 2.9	2.2	2.7	2.8	2.5	2.7	1188 / 5.8	4.9	5.2	C	WCAO
14	WJFK	T/J	62 / 1.7	2.0	1.6	1.9	2.0	1.8	951 / 4.6	4.9	4.8		WJFK
15	WRBS-F	REL	60 / 1.6	1.5	1.6	1.5	1.8	1.6	810 / 3.9	4.2	4.1		WRBS-F

12+ FM Share (Metro): 74.36 % (2401 of 3229) (Summer 95 73.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WERQ-F >>	1 WERQ-F	1 WWMX-F <	1 WQSR-F <	1 WQSR-F	1 WBAL	1 WBAL	1 WLIF-F	1 WBAL	1 WBAL <	1 WBAL <
2 WHFS-F	2 WWMX-F	2 WERQ-F <	2 WWMX-F	2 WWMX-F <	2 WQSR-F	2 WQSR-F >	2 WBAL <	2 WPOC-F <	2 WERQ-F >	2 WERQ-F >
3 WXYV-F	3 WXYV-F <	3 WQSR-F <	3 WPOC-F <	3 WPOC-F	3 WLIF-F	3 WPOC-F	3 WWMX-F <	3 WERQ-F <	3 WWIN-F	
4 WIYY-F >	4 WIYY-F <	4 WPOC-F <	4 WWIN-F <	4 WWIN-F <	4 WPOC-F	4 WWMX-F <	4 WPOC-F <	4 WQSR-F <	4 WXYV-F	
	5 WHFS-F <	5 WOCT-F <	5 WOCT-F	5 WOCT-F	5 WWIN-F	5 WLIF-F <	5 WQSR-F <	5 WWMX-F <	5 WPOC-F <	
	6 WPOC-F <	6 WWIN-F	6 WLIF-F <	6 WLIF-F <	6 WCBM	6 WERQ-F	6 WERQ-F	6 WLIF-F	6 WLIF-F	
	7 WOCT-F >	7 WXYV-F	7 WERQ-F <	7 WBAL	7 WWMX-F	7 WCBM	7 WOCT-F	7 WOCT-F	7 WHFS-F <	
		8 WLIF-F <	8 WBAL	8 WERQ-F		8 WXYV-F	8 WXYV-F <	8 WXYV-F <	8 WCBM <	
		9 WIYY-F <	9 WXYV-F <				9 WIYY-F <			
		10 WHFS-F	10 WIYY-F							
		WBAL >>								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWMX-F <	1 WWMX-F	1 WWMX-F	1 WWMX-F >	1 WWMX-F	1 WERQ-F >	1 WERQ-F	1 WIYY-F <	1 WERQ-F <	1 WBAL <
2 WERQ-F	2 WERQ-F	2 WERQ-F <	2 WLIF-F <	2 WQSR-F <	2 WIYY-F	2 WIYY-F	2 WERQ-F	2 WQSR-F	2 WQSR-F
3 WXYV-F >	3 WXYV-F >	3 WOCT-F <	3 WERQ-F <	3 WLIF-F	3 WHFS-F >	3 WHFS-F	3 WPOC-F	3 WIYY-F <	3 WOCT-F <
4 WHFS-F >	4 WLIF-F <	4 WXYV-F	4 WXYV-F <	4 WPOC-F	4 WXYV-F	4 WPOC-F <	4 WOCT-F	4 WBAL	4 WPOC-F
	5 WPOC-F	5 WLIF-F <	5 WQSR-F	5 WWIN-F	5 WOCT-F <	5 WOCT-F	5 WBAL	5 WBAL	5 WIYY-F <
	6 WHFS-F	6 WPOC-F	6 WPOC-F <	6 WERQ-F <	6 WPOC-F	6 WXYV-F <	6 WHFS-F	6 WPOC-F	6 WWIN-F <
	7 WOCT-F >	7 WWIN-F	7 WOCT-F	7 WOCT-F <	7 WGRX-F	7 WBAL	7 WWMX-F	7 WHFS-F	7 WERQ-F
		8 WOCT-F	8 WXYV-F				8 WXYV-F <	8 WWIN-F <	8 WWMX-F
							9 WJFK	9 WXYV-F <	
								10 WWMX-F	

BALTIMORE

Consolidation Report	12+	25-54	Revenue
American Radio Systems, pend.	17.0 %	21.1 %	33.4 %
WWMX-FM, WOCT-FM, WBMD-AM, WBGR-AM, WQSR-FM			
Radio One	12.2 %	12.6 %	9.6 %
WWIN-FM, WWIN-AM, WOLB-AM, WERQ-FM			
Westinghouse	14.9 %	14.4 %	20.8 %
WXYV-FM, WLIF-FM, WJFK-AM, WCAO-AM			
	44.1 %	48.0 %	63.8 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WANN	C	1190	Annapolis	0.4	/ 0.6	
WBGR	B/G	850	Baltimore	0.6	/ 1.6	
WGRX-F	C	100.7	Westminster	1.3	/ 4.5	
WITH	ST	1230	Baltimore	0.9	/ 3.4	
WNAV	ST	1430	Annapolis	0.4	/ 0.8	
WOLB	B/T	1010	Baltimore	0.5	/ 0.9	
WRNR-F	AOR-P	103.1	Grasonville	0.5	/ 1.5	
WWIN	B/G	1400	Baltimore	0.9	/ 2.5	
WWLG	ST	1360	Baltimore	1.0	/ 2.1	
WXYC-F	C	103.7	Havre de Grace	0.6	/ 1.7	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WARW-F	CL AOR	94.7	Bethesda, MD	0.3	/ 1.6	
WASH-F	AC	97.1	Washington	0.4	/ 2.5	
WBIG-F	O	100.3	Washington	0.8	/ 3.4	
WGAY-F	SAC	99.5	Washington	0.4	/ 2.0	
WGMS-F	CL	103.5	Washington	0.4	/ 1.6	
WHUR-F	B	96.3	Washington	1.6	/ 4.6	
WJFK-F	T/J	106.7	Manassas, VA	0.3	/ 1.3	
WKYS-F	B	93.9	Washington	0.5	/ 3.2	
WMAL	FS/T	630	Washington	0.4	/ 1.1	
WMZQ-F	C	98.7	Washington	0.9	/ 2.7	
WPGC-F	CHRU	95.5	Morningside, MD	1.4	/ 6.5	
WRQX-F	AC/CHR	107.3	Washington	1.1	/ 4.6	
WTEM	SPRTS	570	Bethesda, MD	0.3	/ 0.6	
WTOP	N	1500	Washington	1.1	/ 5.2	
WWDC-F	AOR	1260	Washington	1.0	/ 6.3	
WWZZ-F	CHR	104.1	Waldorf, MD	0.5	/ 2.6	

AM Stations

WBAL	1090	50 kw (DA-N)	News/Talk	CBS	\$165.00	D&R	Hearst
WCAO	600	5 kw (DA-1)	Black Gospel	Westwd	\$40.00	Mc-Guild	Westinghouse
WCBM	680	10 kw/5 kw (DA-2)	Talk	ABC, Westwd	\$50.00	Katz	
WJFK	1300	5 kw (DA-2)	Talk/Jazz	Source. Westwd	NA	Torbet	Westinghouse

FM Stations

WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$95.00	MMR	Radio One
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$110.00	D&R	Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC		\$155.00	—	Westinghouse
WOCT	104.3	50 kw @ 420	Oldies-70's		\$93.00	Katz	Amer. Radio Systems
WPOC	93.1	16 kw @ 860	Country	ABC	\$180.00	Mc-Guild	Nationwide
WQSR	105.7	50 kw @ 492	Oldies		\$185.00	Christal	Amer. Radio Systems Catonsville
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	—	
WWIN	95.9	3 kw @ 300	Black AC	Westwd	\$72.00	Torbet	Radio One
WWMX	106.5	7.4 kw @ 1217	AC		\$183.00	Katz	Amer. Radio Systems
WXYV	102.7	50 kw @ 437	Black		\$139.00	Mc-Guild	Westinghouse

Notes: WHFS-F – See Washington . . . 9/96Capitol sold these stations to American Radio Systems (D+): WOCT-F for \$30,000,000; WWMX-F for \$60,000,000

Jim Duncan

Comments: There was a sharp two-point drop for WPOC-F, its lowest 12+ share in more than two years . . . WERQ now is up in four books in a row . . . WOCT-F had its best 12+ share in more than two years . . . WIYY posted its lowest 12+ share in more than two years

BATON ROUGE

Arbitron Rank: 81	Pop (12+): 453,200	Stations: 23 / 16	Last Year's Revenue: \$18,700,000
MSA Rank:	90	Diaries: 1,127/402:1/49.4%	Household Income: \$44,568
MSA Pop:	565,000	Sample Target: 1,070	Retail Dollars: \$5.4 Bil
DMA:	98	% Below Line: 13.4	#1 Biller: WYNK-AF \$3,800,000
Average Person Ratings:	14.9	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL In Hours:	20.00	Pop per Station: 28,325	Gulfstar duop \$7,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 KQXL-F	B	71 / 10.5	11.9	11.8	10.2	12.3	11.1	894 / 19.7	20.0	21.1	D	KQXL-F
WYNK-F	C	71 / 10.5	11.9	10.6	12.6	10.5	11.4	1001 / 22.1	22.4	23.2	E	WYNK-F
3 WXOK	B	59 / 8.7	8.3	7.6	7.5	8.5	8.0	714 / 15.8	16.2	15.2	C	WXOK
4 KRVE-F	AC	54 / 8.0	6.7	6.7	5.7	5.5	6.8	760 / 16.8	16.6	17.0	C	KRVE-F
5 WGGZ-F	O-70s	53 / 7.8	5.8	7.9	8.5	5.5	7.5	729 / 16.1	15.1	15.4	C	WGGZ-F
6 WTGE-F	C	37 / 5.5	4.8	4.4	5.7	5.8	5.1	606 / 13.4	13.5	17.0	C	WTGE-F
7 KHOM-F	CHR	32 / 4.7	3.0	1.3	1.2	1.1	2.6	684 / 15.1	9.9	7.9	C	KHOM-F
8 WFMF-F	CHR	31 / 4.6	5.1	4.5	5.7	7.4	5.0	809 / 17.8	17.2	20.5	C	WFMF-F
WJBO	N/T	31 / 4.6	5.7	4.4	4.9	4.7	4.9	461 / 10.2	13.5	11.5	O	WJBO
10 WCKW-F	AOR	23 / 3.4	3.0	3.5	2.5	4.7	3.1	576 / 12.7	9.8	13.1	O	WCKW-F
11 WKJN-F	C	22 / 3.3	3.5	3.8	4.0	3.4	3.6	532 / 11.7	11.5	12.5	O	WKJN-F
12 WQUE-F	B	21 / 3.1	2.2	3.2	2.8	2.6	2.8	366 / 8.1	7.3	10.7	A	WQUE-F
13 WNDC	G	15 / 2.2	1.7	1.9	1.5	3.5	1.8	168 / 3.5	4.2	5.0	A	WNOC
14 WQCK-F	REL	14 / 2.1	1.7	1.5	1.2	0.9	1.6	237 / 5.2	4.7	4.6	A	WQCK-F
15 KBRH	B/O	11 / 1.6	1.7	0.9	0.9	0.6	1.3	126 / 2.8	3.5	1.7	A	KBRH
16 WYCT-F	C	10 / 1.5	2.9	2.8	1.8	1.6	2.2	308 / 6.8	9.0	8.2	A	WYCT-F

12+ FM Share (Metro): 77.28 % (449 of 581) (Summer 95 76.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHOM-F	1 KQXL-F >	1 KQXL-F	1 KQXL-F <	1 KQXL-F <	1 WYNK-F >	1 WYNK-F	1 WYNK-F	1 KQXL-F	1 KQXL-F >	1 KQXL-F
2 KQXL-F >	2 WGGZ-F <	2 WGGZ-F	2 WGGZ-F <	2 WYNK-F <	2 KRVE-F <	2 KQXL-F <	2 KRVE-F	2 WYNK-F	2 WXOK >	2 WXOK
3 WXOK	3 WXOK <	WYNK-F	3 WYNK-F	3 WGGZ-F	3 WXOK <	3 WXOK	3 KQXL-F <	3 WGGZ-F <	3 WGGZ-F <	WYNK-F
4 WFMF-F	4 KRVE-F <	4 KRVE-F <	4 KRVE-F	4 KRVE-F	4 WGGZ-F	4 WGGZ-F	4 WJBO <	4 KRVE-F	4 KHOM-F	
	5 WFMF-F	5 WXOK	5 WXOK	5 WXOK >	5 KQXL-F	5 KRVE-F >	5 WGGZ-F <	5 WTGE-F	5 WFMF-F	
	WTGE-F	6 WTGE-F	6 WTGE-F >	6 WTGE-F	WJBO >	6 WXOK	6 WFMF-F			
						7 WTGE-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 KQXL-F >	1 KQXL-F >	1 KQXL-F >	1 KQXL-F	1 KQXL-F	1 WTGE-F	1 WGGZ-F	1 WGGZ-F	1 WGGZ-F	1 WGGZ-F
2 WFMF-F	2 WXOK	2 WXOK	2 WYNK-F <	2 WXOK	WXOK	2 KQXL-F <	2 KQXL-F	2 KQXL-F <	2 KQXL-F
KHOM-F	KRVE-F	KRVE-F	3 KRVE-F <	WYNK-F	3 KRVE-F	3 WCKW-F	3 WCKW-F	3 WYNK-F	WYNK-F >
4 WQUE-F	4 WFMF-F	4 WTGE-F >	4 WXOK >	KRVE-F >	WFMF-F	4 WTGE-F	4 WYNK-F	4 WCKW-F <	4 KRVE-F <
5 WXOK	KHOM-F		5 WTGE-F <	5 WGGZ-F	5 KBRH	5 WFMF-F	5 WJBO	5 WTGE-F <	5 WCKW-F
WYNK-F	6 WTGE-F		6 KHOM-F	WTGE-F >	WCKW-F	WXOK		6 KRVE-F <	WJBO
KRVE-F			WGGZ-F			7 KRVE-F			

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Citywide KQXL-FM, WXOK-AM, WYCT-FM	20.7 %	21.3 %	22.5 %	WIBR	SPRTS	1300	Baton Rouge 0.4 / 2.4
Guaranty WBBU-FM, WGGZ-FM, WTGE-FM	13.3 %	15.1 %	14.4 %	WPFC	REL	1550	Baton Rouge 0.7 / 2.5
Gulfstar WFMF-FM, WJBO-AM, WYNK-AM, WYNK-FM	20.1 %	18.6 %	40.6 %	WYNK	C	1380	Baton Rouge 0.4 / 1.5
	54.1 %	55.0 %	77.5 %	Other Rated Stations—Outside Market			
				KRRQ-F	B	95.5	Lafayette 0.4 / 1.9
				WRNO-F	O-70S	99.5	New Orleans 0.4 / 1.5
				WTKL-F	O	95.7	New Orleans 0.6 / 1.6

BATON ROUGE

AM Stations

KBRH	1260	1 kw/127 w	Black Oldies	NPR	NA	—		
WJBO	1150	5 kw (DA-1)	Talk/News	CBS	\$43.00	Christal	Gulfstar	
WNDC	910	1 kw (DA-1)	Gospel		\$<20.00	—		
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN	\$28.00	Banner	Citywide	

FM Stations

KQXL	106.5	50 kw @ 298	Black	AURN, ABC	\$53.00	Banner	Citywide	New Roads
KRVE	96.1	43 kw @ 449	AC		\$38.00	Katz		Brusly
WFMF	102.5	100 kw @ 1260	CHR	Westwd	\$41.00	Christal	Gulfstar	
WGGZ	98.1	100 kw @ 1499	Oldies-70's	Westwd	\$48.00	Katz	Guaranty	
WKJN	103.3	100 kw @ 1004	Country	Westwd	\$46.00	Eastman		Hammond
WQCK	92.7	32 kw @ 604	Religion		\$16.00	—		Clinton
WTGE	100.7	100 kw @ 1499	Country		\$37.00	Katz	Guaranty	
WYCT	94.1	100 kw @ 981	Country		\$<20.00	Banner	Citywide	Kentwood
WYNK	101.5	100 kw @ 1499	Country	ABC	\$74.00	Torbet	Gulfstar	

Notes: WQUE-F - See New Orleans . . . WBBU-F (Baker) sold to Guaranty (D+) for \$1,750,000 (MVP) . . . 7/96 WTGE-F changed from AOR-New Rock to Country

Jim Duncan

Comments: KRVE-F continues its year-long uptrend . . . KHOM-F is beginning to be a factor in this market . . . There are now four viable Country FM's in Baton Rouge, which is about two too many

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

BIRMINGHAM

Arbltron Rank: 55	Pop (12+): 789,400	Stations: 28 / 22	Last Year's Revenue: \$31,400,000
MSA Rank: 66		Diaries: 1,499/527:1/51.9%	Household Income: \$40,826
MSA Pop: 885,000		Sample Target: 1,400	Retail Dollars: \$8.5 Bil
DMA: 51		% Below Line: 11.1	#1 Biller: WZZK-AF \$7,400,000
Average Person Ratings: 14.9		% Not Listed: 10.1	#1 Billing Portfolio: Cox duop \$9,400,000
Market TSL In Hours: 20.00		Pop per Station: 35,882	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WZZK-F	162 / 13.8	12.6	13.6	13.4	10.3	13.3	2087 / 26.4	25.8	25.9		G	WZZK-F
2	WENN-F	107 / 9.1	10.8	9.7	9.6	11.2	9.8	1418 / 18.0	19.4	18.9		F	WENN-F
3	WZRR-F	83 / 7.1	6.8	6.2	8.1	8.7	7.0	1271 / 16.1	14.6	19.4		F	WZRR-F
4	WERC	81 / 6.9	5.8	8.4	7.1	6.6	7.1	927 / 11.7	11.0	12.0		D	WERC
5	WMJJ-F	72 / 6.1	9.1	5.5	8.1	6.9	7.2	1300 / 16.5	17.8	15.6		E	WMJJ-F
6	WBHJ-F	65 / 5.5						928 / 11.8					WBHJ-F
7	WODL-F	63 / 5.4	6.9	5.7	4.8	6.0	5.7	1155 / 14.6	15.1	13.4		D	WODL-F
8	WMXQ-F	57 / 4.9	4.3	5.3	5.2	4.7	4.9	1222 / 15.5	14.4	13.8		D	WMXQ-F
9	WDJC-F	45 / 3.8	3.3	3.1	2.9	4.0	3.3	804 / 10.2	9.0	10.3		C	WDJC-F
10	WATV	38 / 3.2	3.1	4.1	5.0	3.8	3.9	485 / 6.1	6.6	7.6		B	WATV
11	WRAX-F	37 / 3.2	2.9	3.7	3.0	2.9	3.2	689 / 8.7	7.9	8.3		B	WRAX-F
	WOWC-F	37 / 3.2	2.4	3.4	3.2	3.2	3.0	824 / 10.4	9.8	9.5		B	WOWC-F
13	WAGG	32 / 2.7	4.7	4.7	2.7	3.3	3.7	413 / 5.2	8.6	7.4		B	WAGG
14	WBHK-F	31 / 2.6	1.2	0.9	0.3	0.5	1.3	488 / 6.2	2.8	1.9			WBHK-F
15	WTUG-F	28 / 2.4	3.9	3.4	3.0	3.5	3.2	633 / 8.0	9.2	9.4			WTUG-F
16	WJLD	24 / 2.0	1.8	2.5	1.4	2.4	1.9	408 / 5.2	5.7	5.4		A	WJLD
17	WJOX	16 / 1.4	2.2	2.4	2.5	1.6	2.1	451 / 5.7	5.5	5.7		B	WJOX

12+ FM Share (Metro): 78.79 % (832 of 1056) (Summer 95 74.39 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBHJ-F	1 WZZK-F >	1 WZZK-F	1 WZZK-F	1 WZZK-F >	1 WZZK-F	1 WZZK-F >	1 WZZK-F >	1 WZZK-F >	1 WENN-F	1 WZZK-F >
2 WENN-F >	2 WZRR-F <	2 WZRR-F <	2 WZRR-F	2 WZRR-F	2 WERC	2 WERC	2 WERC	2 WENN-F	2 WZZK-F	2 WENN-F >
3 WENN-F	3 WENN-F	3 WENN-F	3 WMJJ-F <	3 WMJJ-F <	3 WOOD-F	3 WENN-F <	3 WZRR-F <	3 WZRR-F <	3 WBHJ-F >	
4 WMXQ-F <	4 WMJJ-F	4 WENN-F >	4 WENN-F	4 WENN-F	WENN-F	4 WZRR-F	4 WENN-F <	4 WMJJ-F	4 WDJC-F	
5 WMJJ-F	5 WMXQ-F	5 WOOD-F <	5 WOOD-F	5 WOOD-F	5 WMJJ-F <	5 WMJJ-F	5 WMJJ-F	5 WBHJ-F <	5 WZRR-F <	
6 WRAX-F	6 WODL-F	6 WMXQ-F	6 WERC	6 WZRR-F	6 WOOD-F	6 WOOD-F	6 WOOD-F	6 WERC <	6 WERC	
	WBHJ-F >	WBHJ-F		WMXQ-F				7 WOOD-F <		
								8 WMXQ-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 WBHJ-F <	1 WZZK-F	1 WZZK-F	1 WZZK-F	1 WZZK-F	1 WENN-F	1 WZRR-F	1 WZZK-F <	1 WZRR-F	1 WZRR-F <
2 WZZK-F	2 WMJJ-F	2 WMJJ-F >	2 WMJJ-F	2 WMJJ-F >	2 WZRR-F	WZZK-F	2 WZRR-F >	2 WZZK-F	2 WZZK-F >
3 WENN-F	3 WENN-F <	3 WMXQ-F	3 WENN-F >	3 WENN-F	3 WZZK-F	3 WENN-F	3 WENN-F <	3 WENN-F >	3 WENN-F <
4 WMXQ-F	4 WMXQ-F	4 WZRR-F	4 WMXQ-F <	4 WODL-F	4 WRAX-F	4 WRAX-F <	4 WMXQ-F	4 WERC <	4 WERC
5 WMJJ-F	5 WBHJ-F	5 WENN-F >	5 WZRR-F <	5 WZRR-F	5 WTUG-F	5 WMXQ-F	5 WRAX-F	5 WMXQ-F	5 WOOD-F <
	WRAX-F	6 WBHK-F	6 WODL-F	6 WMXQ-F		WBHJ-F	6 WERC	6 WBHJ-F <	6 WMJJ-F
7 WTUG-F >	7 WRAX-F >		7 WBHJ-F					7 WMJJ-F	

BIRMINGHAM

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Cox WODL-FM, WZZK-AM, WZZK-FM	19.8 %	21.0 %	29.9 %	WAPI	N	1070	Birmingham	0.9 / 3.6	
Dick WAPI-AM, WJOX-AM, WMXQ-FM, WZRR-FM	14.3 %	16.9 %	25.2 %	WAYE	REL	1220	Birmingham	0.4 / 2.1	
H&P WBHJ-FM, WBHK-FM	8.1 %	3.7 %	%	WFFN-F	C	95.3	Cordova	0.3 / 1.0	
Local WERC-AM, WMJJ-FM, WOWC-FM	16.2 %	17.5 %	21.6 %	WKLD-F	C	97.7	Oneonta	0.3 / 1.0	
	58.3 %	59.1 %	76.7 %	WURL	REL	760	Moody	0.5 / 1.3	
				WYDE	C	850	Birmingham	0.4 / 1.1	
				WZZK	C	610	Birmingham	0.6 / 1.3	
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				WFMH-F	C	101.1	Cullman	1.0 / 2.0	
				WHMA-F	C	100.5	Anniston	0.3 / 1.6	
				WQEN-F	AC/CHR	103.7	Gadsden	0.9 / 2.6	
				WRSF-F	EZ	96.9	Decatur	0.9 / 1.9	

AM Stations

WAGG	1320	5 kw/110 w	Gospel	AURN	\$24.00	D&R	
WATV	900	1 kw/165 w	Black	ABC	\$22.00	Banner	
WERC	960	5 kw (DA-N)	News/Talk	ABC, Westwd	\$44.00	Eastman	Ameron
WJLD	1400	1 kw	Black	Westwd, ABC	\$<20.00	K&P	
WJOX	690	50 kw/500 w (DA-N)	Sports		\$22.00	Christal	Dick

FM Stations

WBHJ	95.7	100 kw @ 981	Black	NA	Mc-Guild	H&P	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	NA	Mc-Guild	H&P	Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford	Crawford
WENN	107.7	100 kw @ 1237	Black	AURN	\$78.00	D&R	
WMJJ	96.5	100 kw @ 1026	AC		\$84.00	Eastman	Ameron
WMXQ	94.5	100 kw @ 1214	CHR		\$56.00	Christal	Dick
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$53.00	Katz	Cox
WOWC	102.5	83 kw @ 2096	Country		\$34.00	Eastman	Ameron
WRAX	105.9	1.4 kw @ 673	AOR-New Rock	Westwd	\$27.00	---	American General
WZRR	99.5	100 kw @ 870	AOR-Classic		\$100.00	Christal	Dick
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz	Cox

Notes: 9/96 WMXQ-F changed from CHR to AC after the Summer survey

Jim Duncan

Comments: Best book for WZZK-F since Fall 94 . . . WBHJ-F debuted with an impressive 5.5 share . . . WMJJ-F is on a roller coaster (6.1 - 9.1 - 5.5 - 8.1) . . . FM's share of audience rose by 4 share points

BOSTON

Arbitron Rank: 10 Pop (12+): 3,236,600	Stations: 35 / 329	Last Year's Revenue: \$171,000,000
MSA Rank: 7	Diaries: 4,110/787:1/52.1%	Household Income: \$57,977
MSA Pop: 3,810,000	Sample Target: 4,100	Retail Dollars: \$34.1 Bil
DMA: 6	% Below Line: 2.7	#1 Biller: WBCN-F \$19,500,000
Average Person Ratings: 16.8	% Not Listed: 13.8	#1 Billing Portfolio: Westinghouse, pend. \$75,700,000
Market TSL In Hours: 22.50	Pop per Station: 107,887	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WBZ	423 / 7.8	7.9	8.8	8.1	7.3	8.1	7097 / 21.9	21.8	21.0		J	WBZ
2	WJMN-F	359 / 6.6	6.0	5.8	6.9	5.9	6.3	5433 / 16.8	16.5	16.8		H	WJMN-F
3	WRKO	349 / 8.4	6.6	6.7	6.3	6.6	6.5	4302 / 13.3	13.5	12.1		G	WRKO
4	WXKS-F	348 / 6.4	6.9	5.7	5.3	6.1	6.1	7152 / 22.1	21.9	21.9		J	WXKS-F
5	WMJX-F	312 / 5.7	6.0	5.2	5.0	4.5	5.5	4893 / 15.1	14.9	13.5		H	WMJX-F
6	WBCN-F	286 / 5.2	5.0	5.7	4.7	5.7	5.2	5379 / 16.6	16.3	15.9		J	WBCN-F
7	WODS-F	268 / 4.9	4.4	5.0	4.6	4.7	4.7	4942 / 15.3	14.1	15.4		H	WODS-F
8	WCRB-F	221 / 4.1	3.7	4.3	4.6	4.2	4.2	3284 / 10.1	9.9	10.6		F	WCRB-F
9	WBMX-F	220 / 4.0	3.8	4.0	4.2	3.8	4.0	4153 / 12.8	13.0	13.4		I	WBMX-F
10	WZLX-F	213 / 3.9	5.0	4.3	4.1	4.3	4.3	3701 / 11.4	12.6	13.4		I	WZLX-F
11	WEEI	202 / 3.7	4.1	3.4	3.3	4.4	3.6	3582 / 11.1	12.1	13.1		J	WEEI
12	WBOS-F	164 / 3.0	2.9	2.9	2.2	2.5	2.8	3599 / 11.1	10.9	9.6		G	WBOS-F
13	WEGQ-F	152 / 2.8	2.9	2.1	2.5	2.7	2.6	3306 / 10.2	9.6	9.2		F	WEGQ-F
14	WBCS-F	133 / 2.4	1.7	1.6	1.9	2.1	1.9	1670 / 5.2	5.3	5.4		E	WBCS-F
	WXKS	133 / 2.4	2.4	2.1	2.5	2.2	2.3	1597 / 4.9	4.5	4.2		B	WXKS
16	WAAF-F	129 / 2.4	2.6	2.7	2.5	2.6	2.5	2651 / 8.2	8.5	8.1		G	WAAF-F
17	WROR-F	117 / 2.1	2.2	2.3	2.7	2.2	2.3	1781 / 5.5	5.2	5.7			WROR-F
18	WAOZ-F	97 / 1.8	1.9	2.7	3.0	3.1	2.3	1687 / 5.2	6.7	9.6		G	WAOZ-F
19	WILD	82 / 1.5	1.2	1.2	2.2	1.5	1.5	844 / 2.6	2.0	2.4		C	WILD
20	WFNX-F	73 / 1.3	1.3	1.5	1.5	1.7	1.4	1972 / 6.1	5.6	6.7		D	WFNX-F
21	WBNW	53 / 1.0	1.2	0.9	0.8	0.7	1.0	1022 / 3.2	3.3	2.5			WBNW

12+ FM Share (Metro): 71.13 % (3343 of 4700) (Summer 95 70.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMN-F >>	1 WXKS-F	1 WXKS-F	1 WXKS-F <	1 WMJX-F <	1 WBZ	1 WBZ >	1 WXKS-F <	1 WRKO <	1 WBZ	1 WBZ >>
2 WXKS-F >	2 WBCN-F <	2 WBCN-F	2 WZLX-F <	2 WXKS-F <	2 WRKO >	2 WBCN-F	2 WMJX-F <	2 WJMN-F <	2 WJMN-F	2 WJMN-F
3 WJMN-F	3 WMJX-F <	3 WMJX-F	3 WMJX-F	3 WODS-F <	3 WODS-F <	WRKO <	3 WRKO <	3 WXKS-F	3 WMJX-F <	3 WMJX-F <
4 WMJX-F	4 WJMN-F <	4 WBMX-F <	4 WZLX-F <	4 WCRB-F <	4 WXKS-F	4 WMJX-F	4 WJMN-F <	4 WBZ <	4 WEEI	4 WEEI
5 WZLX-F <	5 WZLX-F <	5 WBCN-F <	5 WBMX-F <	5 WMJX-F	5 WMJX-F	5 WODS-F <	5 WBCN-F	5 WBCN-F	5 WXKS-F	5 WXKS-F
6 WBOS-F <	6 WBMX-F	6 WODS-F <	6 WBZ <		6 WJMN-F <	6 WBZ <	6 WMJX-F <	6 WCRB-F	6 WCRB-F	6 WCRB-F
7 WBMX-F <		7 WBOS-F <			7 WODS-F <	7 WODS-F <	7 WBMX-F	7 WODS-F		
					8 WEEI <	WBCN-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 WJMN-F	1 WXKS-F	1 WXKS-F >	1 WXKS-F	1 WMJX-F	1 WBCN-F	1 WBCN-F >	1 WBCN-F <	1 WBCN-F <	1 WZLX-F
2 WXKS-F <	2 WJMN-F	2 WJMN-F <	2 WMJX-F <	2 WXKS-F	2 WXKS-F	2 WXKS-F	2 WZLX-F	2 WZLX-F	2 WBCN-F <
3 WBCN-F	3 WMJX-F	3 WMJX-F <	3 WJMN-F	3 WBMX-F	3 WAAF-F	3 WZLX-F <	3 WEGQ-F	3 WXKS-F	3 WEEI <
4 WMJX-F >>	4 WBCN-F <	4 WBMX-F >	4 WBMX-F	4 WODS-F	4 WJMN-F >	4 WAAF-F	4 WBOS-F <	4 WEEI	4 WBZ <
5 WBMX-F >	5 WBCN-F	5 WBOS-F	5 WODS-F <	5 WJMN-F	5 WZLX-F	5 WJMN-F	5 WXKS-F	5 WBZ	5 WODS-F
6 WBOS-F	6 WEGQ-F	6 WBCN-F	6 WBCN-F	6 WBOS-F <	6 WHJY-F <	6 WBOS-F <	6 WJMN-F	WJMN-F	6 WRKO <
			7 WCRB-F <		7 WMJX-F <	7 WEGQ-F	WAAF-F <	WBOS-F <	

BOSTON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
American Radio Sys.	19.3 %	19.6 %	28.7 %	WBOQ-F CL 104.9 Gloucester	0.4 / 1.4		
WEGQ-FM, WEEI-AM, WBMX-FM, WAAF-FM, WRKO-AM				WCAP T 980 Lowell	0.3 / 1.0		
Evergreen	15.4 %	11.7 %	15.1 %	WCCM T 800 Lawrence	0.4 / 0.6		
WJMN-FM, WXKS-FM, WXKS-AM				WEZE REL 1260 Boston	0.4 / 1.3		
Greater Media	10.2 %	12.1 %	10.1 %	WJDA ST 1300 Quincy	0.6 / 0.9		
WMJX-FM, WMEX-AM, WBCS-FM, WROR-FM				WJIB EZ 740 Cambridge	0.4 / 1.3		
Westinghouse	26.6 %	29.1 %	44.3 %	WPLM-F J 99.1 Plymouth	0.6 / 1.7		
WBCN-FM, WZLX-FM, WODS-FM, WOAZ-FM, WBZ-AM, WBOS-FM				WXRV-F AOR-NR 92.5 Haverhill	0.9 / 3.2		
	71.5 %	72.6 %	98.2 %				

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBRU-F	AOR-NR	95.5	Providence, RI	0.3 / 1.5		
WCTK-F	C	98.1	New Bedford	0.3 / 0.9		
WHEB-F	AOR	100.3	Portsmouth, NH	0.3 / 1.0		
WHJY-F	AOR	94.1	Providence, RI	0.8 / 2.5		
WOKQ-F	C	97.5	Dover, NH	0.3 / 1.1		
WXLO-F	AC	104.5	Fitchburg	0.5 / 1.8		

AM Stations

Station	Freq	Power	Format	Parent	Revenue	Comments
WBNW	590	5 kw (DA-1)	Business News	ABC, WW1, BRN	\$130.00	—
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$310.00	Group W CBS/West.
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$140.00	Eastman Amer. Radio Sys.
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman Amer. Radio Sys.
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz Evergreen Everett

FM Stations

Station	Freq	Power	Format	Parent	Revenue	Comments
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$95.00	D&R Amer. Radio Sys. Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	Infinity Westinghouse
WBCS	96.9	8.8 kw @ 1152	Country		\$90.00	Mc-Guild Greater Media
WBMX	98.5	9 kw @ 1145	AC		\$245.00	Christal Amer. Radio Sys.
WBOS	92.9	8.81 kw @ 1152	AOR-Progressive		\$155.00	MMR Westinghouse Brookline
WCRB	102.5	15 kw @ 925	Classical		\$110.00	CMBS Wallham
WEGQ	93.7	34 kw @ 587	Oldies - 70's		\$96.00	Christal Amer. Radio Sys. Lawrence
WFNX	101.7	1.65 kw @ 449	AOR - New Rock		\$60.00	Allied Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz Evergreen
WMJX	106.7	21.4 kw @ 771	AC		\$190.00	Mc-Guild Greater Media
WOAZ	99.5	32 kw @ 600	Jazz		\$150.00	D&R Westinghouse Lowell
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS Westinghouse
WROR	105.7	8.5 kw @ 1145	AC	NA	Mc-Guild Greater Media Framingham	
WXKS	107.9	20.5 kw @ 771	CHR		\$310.00	Katz Evergreen Medford
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$240.00	Infinity Westinghouse

Notes: 9/96 The WKLB-F calls and Country format moved to 96.9; the former WKLB-F at 105.7 became AC as WROR-F

Jim Duncan

Comments: WMJX-F (the softest AC in town) continues to lead in Adults 25-54 . . . WOAZ-F showed little growth . . . The poor showing by the Red Sox hurt WEEI . . . Finally, there's only one Country station in the market: WBCS-F (which flipped its calls to WKLB-F) . . . WZLX-F registered its lowest share in over two years

BUFFALO-NIAGARA FALLS

Arbltron Rank: 40 Pop (12+): 991,600	Stations: 25 / 22	Last Year's Revenue: \$38,200,000
MSA Rank: 45	Diaries: 2,435/407:1/52.7%	Household Income: \$43,381
MSA Pop: 1,190,000	Sample Target: 2,420	Retail Dollars: \$10.2 Bil
DMA: 39	% Below Line: 1.5	#1 Biller: WBEN \$5,500,000
Average Person Ratings: 16.9	% Not Listed: 9.7	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 45,073	Sinclair TV duop+ \$12,400,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WYRK-F	C	151 / 9.0	9.0	10.1	10.3	9.1	9.6	1948 / 19.6	17.5	17.8		F WYRK-F
2 WBEN	FS/T	148 / 8.8	7.8	8.7	10.0	8.2	8.8	2246 / 22.7	18.5	19.9		G WBEN
3 WGRF-F	AOR/CL	146 / 8.7	7.4	6.8	6.7	7.4	7.4	1917 / 19.3	17.8	16.8		E WGRF-F
4 WKSE-F	CHR	127 / 7.8	7.2	7.0	6.9	7.5	7.2	2328 / 23.5	21.0	22.2		E WKSE-F
5 WJYE-F	SAC	122 / 7.3	9.1	8.3	8.8	6.1	8.4	1674 / 16.9	21.1	14.7		E WJYE-F
6 WHTT-F	O	118 / 7.0	6.8	6.8	6.7	7.0	6.8	2111 / 21.3	19.3	19.0		F WHTT-F
7 WBLK-F	B	109 / 6.5	4.9	6.0	5.8	4.9	5.8	1106 / 11.2	9.7	9.5		D WBLK-F
8 WEDG-F	AOR-NR	105 / 6.3	7.1	5.5	5.1	6.4	6.0	1822 / 18.4	19.7	18.0		D WEDG-F
9 WECK	ST	101 / 6.0	5.2	6.6	5.9	4.9	5.9	1112 / 11.2	10.8	11.3		A WECK
10 WMJQ-F	AC/CHR	100 / 6.0	5.3	5.3	6.1	6.0	5.7	1761 / 17.8	17.5	17.5		E WMJQ-F
11 WGR	T	79 / 4.7	4.7	6.2	4.8	4.4	5.1	1558 / 15.7	15.4	14.6		D WGR
12 WSJZ-F	J	42 / 2.5	4.4	3.3	4.1	4.4	3.6	914 / 9.2	10.6	11.5		C WSJZ-F
13 WNUC-F	C	25 / 1.5	1.4	1.5	1.0	1.5	1.3	827 / 6.3	5.7	6.6		B WNUC-F
14 WUFO	B	24 / 1.4	0.8	0.8	1.1	0.7	1.0	230 / 2.3	1.9	1.8		A WUFO
15 CKEY-F	CHR	18 / 1.1	0.9	1.0	1.4	2.1	1.1	531 / 5.4	4.2	8.2		CKEY-F

12+ FM Share (Metro): 73.24 % (1111 of 1517) (Summer 95 74.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSE-F <	1 WGRF-F <	1 WGRF-F >	1 WGRF-F	1 WGRF-F	1 WBEN	1 WBEN	1 WJYE-F <	1 WYRK-F <	1 WBLK-F	1 WBLK-F
2 WBLK-F	2 WKSE-F	2 WKSE-F <	2 WYRK-F	2 WYRK-F <	2 WYRK-F <	2 WGRF-F <	2 WBEN	2 WGRF-F <	2 WKSE-F <	2 WGR <
3 WEDG-F >>>	3 WEDG-F >	3 WYRK-F	3 WHTT-F <	3 WHTT-F <	3 WECK <	3 WYRK-F	WGRF-F	3 WKSE-F <	3 WGRF-F <	3 WYRK-F
4 WBLK-F <	4 WEDG-F <	4 WMJQ-F <	4 WJYE-F <	4 WJYE-F <	4 WJYE-F <	4 WYRK-F	4 WJYE-F <	4 WYRK-F	4 WYRK-F	4 WBEN >
5 WMJQ-F <	5 WHTT-F <	5 WJYE-F <	5 WMJQ-F	5 WHTT-F <	5 WHTT-F <	5 WHTT-F <	5 WKSE-F <	5 WHTT-F <	5 WEDG-F	
6 WYRK-F >	6 WMJQ-F	6 WKSE-F	6 WKSE-F	6 WGR	6 WKSE-F <	6 WECK <	6 WEDG-F <	WBEN <		
	7 WBLK-F <	7 WEDG-F <	7 WBLK-F	7 WGRF-F	7 WGR <	7 WHTT-F	7 WBEN <	7 WHTT-F	7 WGR <	
	8 WJYE-F >	8 WBLK-F	WEDG-F <	8 WMJQ-F	8 WEDG-F	8 WMJQ-F <	8 WECK <	8 WGR <	9 WMJQ-F	
			9 WBEN			9 WEDG-F	10 WBLK-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 WKSE-F >	1 WKSE-F >	1 WKSE-F	1 WKSE-F <	1 WJYE-F	1 WGRF-F <	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F >
2 WBLK-F <	2 WMJQ-F	2 WMJQ-F	2 WMJQ-F	2 WMJQ-F	2 WEDG-F	2 WEDG-F >	2 WEDG-F	2 WEDG-F	2 WYRK-F
3 WEDG-F	3 WEDG-F <	3 WGRF-F	3 WJYE-F	3 WYRK-F <	3 WKSE-F	3 WBLK-F	3 WYRK-F >	3 WYRK-F <	3 WHTT-F
4 WYRK-F	4 WBLK-F	4 WJYE-F <	4 WYRK-F	4 WHTT-F <	4 WBLK-F >>	WKSE-F <	4 WBLK-F	4 WHTT-F	4 WEDG-F <
5 WMJQ-F	WGRF-F <	5 WEDG-F	5 WHTT-F	5 WKSE-F		5 WYRK-F >>	5 WKSE-F <	5 WBLK-F	5 WBEN
6 WJYE-F	6 WJYE-F	6 WBLK-F	6 WBLK-F <	6 WGRF-F			6 WGR	WKSE-F	6 WGR
7 WGRF-F	7 WYRK-F	7 WYRK-F	7 WGRF-F	7 WBLK-F				7 WBEN	7 WBLK-F
WHTT-F >	8 WHTT-F >		8 WEDG-F >					8 WGR	

BUFFALO-NIAGARA FALLS

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys. WYRK-FM, WSJZ-FM, WJYE-FM, WECK-AM, WBLK-FM	31.3 %	28.9 %	31.7 %
Mercury WHTT-FM, WHTT-AM, WGRF-FM, WEDG-FM	22.0 %	27.3 %	26.7 %
Sinclair TV WWKB-AM, WMJQ-FM, WKSE-FM, WBEN-FM	14.5 %	21.0 %	32.5 %
	67.8 %	77.2 %	90.9 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
CFNY-F	AOR-NR	102.1	Toronto, ONT	0.4	3.0	
WDCX-F	REL	99.5	Buffalo	0.9	3.4	
WHLD	REL	1270	Niagara Falls	0.3	1.6	
WLVL	T	1340	Lockport	0.6	1.6	
WWKB	C	1520	Buffalo	0.9	3.1	
WWWS	B/O	1400	Buffalo	0.9	2.7	
WXRL	C	1300	Lancaster	0.5	2.8	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CHTZ-F	AOR	97.7	St. Catharines, ON	0.9	4.6	
CHUM-F	AC/CHR	104.5	Toronto, ONT	0.4	1.6	
CKFM-F	AC/CHR	99.9	Toronto, ONT	0.3	1.1	

AM Stations

Station	Freq	Power	Format	Advertiser	Comments
WBEN	930	5 kw (DA-N)	Full Service	CBS	\$78.00 D&R Sinclair TV
WECK	1230	1 kw	Standards	Westwd	\$<20.00 Mc-Guild Amer. Radio Sys. Cheektowaga
WGR	550	5 kw (DA-N)	News/Talk	ABC	\$52.00 Katz
WUFO	1080	1 kw (Days)	Black	AURN	NA Williams Amherst

FM Stations

Station	Freq	Power	Format	Advertiser	Comments
CKEY	102.1	52 kw @ 262	CHR	NA	Roslin Ft. Erie, ONT
WBLK	93.7	50 kw @ 400	Black	CBS	\$47.00 Eastman Amer. Radio Sys. Depew
WEDG	103.3	49 kw @ 340	AOR-New Rock	\$51.00	Interep Mercury
WGRF	96.9	24 kw @ 712	AOR-Classic	\$67.00	Interep Mercury
WHTT	104.1	50 kw @ 390	Oldies	\$85.00	MMR Mercury
WJYE	96.1	47 kw @ 505	Soft AC	\$76.00	Christal Amer. Radio Sys.
WKSE	98.5	46 kw @ 420	CHR	\$61.00	D&R Sinclair TV Niagara Falls
WMJQ	102.5	110 kw @ 1340	AC/CHR	\$66.00	D&R Sinclair TV
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00 --- Wethersfield
WSJZ	92.9	91 kw @ 580	Jazz	\$45.00	Eastman Amer. Radio Sys.
WYRK	106.5	50 kw @ 466	Country	\$94.00	Christal Amer. Radio Sys.

Notes:

Jim Duncan

Comments: WGRF-F had its best book in 2+ years and is now solidly #1 in Adults 25-54 . . . WSJZ-F had its worst book since it changed to Jazz . . . Not much else going on in the market

CHARLESTON, SC

Arbltron Rank: 87 Pop (12+): 413,700	Stations: 24 / 24	Last Year's Revenue: \$14,400,000
MSA Rank: 96	Diaries: 1,062/390:1/53.9%	Household Income: \$41,152
MSA Pop: 520,000	Sample Target: 1,040	Retail Dollars: \$4.4 Bil
DMA: 108	% Below Line: 0.0	#1 Biller: WEZL-F \$2,700,000
Average Person Ratings: 16.2	% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 17,238	Wicks duop+ \$5,700,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WWWZ-F	B	81 / 12.1	11.7	11.2	11.2	12.6	11.5	986 / 23.8	21.3	22.5		C WWWZ-F
2 WAVF-F	AOR	59 / 8.8	7.5	7.9	9.0	8.9	8.3	730 / 17.6	17.8	19.7		D WAVF-F
3 WEZL-F	C	56 / 8.3	9.2	8.3	8.9	9.8	8.7	762 / 18.4	20.0	19.7		D WEZL-F
4 WSSX-F	CHR	47 / 7.0	6.5	7.0	7.4	4.7	7.0	830 / 20.1	17.9	17.5		C WSSX-F
5 WTMA	N/T	37 / 5.5	4.4	6.0	7.7	7.0	5.9	433 / 10.5	11.1	14.4		C WTMA
6 WXLV-F	O	35 / 5.2	5.4	4.4	4.8	4.8	4.9	594 / 14.3	13.7	12.9		B WXLV-F
7 WBUB-F	C	31 / 4.6	6.0	6.7	5.8	5.1	5.8	485 / 11.7	15.8	13.9		C WBUB-F
8 WSSP-F	ST	30 / 4.5	4.3	3.7	2.9	3.8	3.8	313 / 7.6	7.0	6.9		A WSSP-F
9 WPAL	B	28 / 4.2	3.4	3.7	3.7	2.9	3.7	338 / 8.2	5.4	5.5		A WPAL
10 WMGL-F	B/A/C	27 / 4.0	3.8	4.2	4.1	3.8	4.0	451 / 10.9	8.5	9.7		A WMGL-F
11 WSUY-F	SAC	24 / 3.6	5.6	3.9	5.2	4.4	4.6	389 / 9.4	11.9	10.3		B WSUY-F
12 WYBB-F	CL AOR	20 / 3.0	3.8	4.1	4.4	6.0	3.8	480 / 11.6	10.2	15.1		B WYBB-F
13 WJZK-F	J	18 / 2.7	4.0	2.0	1.4	2.5	2.5	360 / 8.7	10.2	9.9		WJZK-F
14 WWBZ-F	B	16 / 2.4	1.5	2.1	1.9	1.9	2.0	260 / 6.3	4.6	4.5		WWBZ-F
WRFQ-F	O	16 / 2.4	2.3	1.7	0.7	1.5	1.8	446 / 10.8	8.0	4.5		A WRFQ-F
16 WPAL-F	B	14 / 2.1	3.5	2.2	1.8	2.7	2.4	326 / 7.9	8.5	8.0		A WPAL-F

12+ FM Share (Metro): 83.84 % (498 of 594) (Summer 95 84.81 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWWZ-F >>	1 WWWZ-F <	1 WWWZ-F <	1 WAVF-F	1 WEZL-F	1 WEZL-F <	1 WEZL-F	1 WWWZ-F <	1 WWWZ-F	1 WWWZ-F >>	1 WWWZ-F >>
2 WSSX-F	2 WAVF-F	2 WAVF-F	2 WWWZ-F <	WAVF-F	2 WTMA	2 WAVF-F <	2 WAVF-F <	2 WAVF-F	2 WAVF-F	2 WEZL-F <
3 WAVF-F >>	3 WSSX-F >	3 WSSX-F	3 WEZL-F <	3 WWWZ-F <	3 WSSP-F <	3 WWWZ-F >	3 WEZL-F	3 WEZL-F <	3 WSSX-F >	3 WSSX-F >
	4 WEZL-F >	4 WEZL-F	4 WSSX-F <	4 WXLV-F <	4 WXLV-F	4 WTMA <	4 WTMA <	4 WSSX-F		
	5 WMGL-F <	5 WXLV-F	5 WSSX-F	5 WSUY-F	5 WPAL	5 WSSX-F	5 WSSX-F	5 WXLV-F		
		6 WMGL-F	6 WTMA <	6 WTMA	6 WBUB-F	6 WBUB-F	6 WXLV-F	6 WTMA		
			7 WMGL-F <			WXLV-F	7 WSSP-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 WWWZ-F >	1 WWWZ-F	1 WAVF-F	1 WWWZ-F	1 WXLV-F	1 WWWZ-F >	1 WAVF-F	1 WAVF-F >>	1 WAVF-F <	1 WAVF-F
2 WSSX-F	2 WSSX-F	WSSX-F	2 WAVF-F <	WWWZ-F	2 WAVF-F >	2 WWWZ-F >	2 WSSX-F	2 WWWZ-F >	2 WEZL-F
3 WAVF-F >>	WAVF-F >>	3 WWWZ-F >	3 WSSX-F	WEZL-F	3 WSSX-F	3 WSSX-F	3 WYBB-F	3 WEZL-F <	3 WTMA
4 WBUB-F	4 WEZL-F	4 WEZL-F	4 WXLV-F	4 WSUY-F <	4 WEZL-F	4 WEZL-F	WWWZ-F	4 WSSX-F	4 WWWZ-F <
WXLV-F >	5 WSUY-F	5 WSUY-F >	WSUY-F <	5 WAVF-F	5 WBUB-F	5 WYBB-F	5 WEZL-F	5 WTMA	5 WSSX-F <
			6 WEZL-F	WSSX-F >	WPAL-F	6 WMGL-F	6 WRFQ-F		
					WMGL-F >				

Consolidation Report	12+	25-54	Revenue
Dudley WBUB-FM, WJZK-FM, WSSP-FM, WXTA-AM	11.9 %	8.8 %	15.3 %
Jacor, pend. WEZL-FM, WXLV-FM	13.5 %	16.2 %	24.6 %
Wicks WMGL-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM	33.2 %	30.0 %	39.5 %
	58.7 %	54.9 %	79.4 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNST-F	AC/CHR	105.3	Moncks Corner 1.9 / 4.8
WQIZ	REL	810	St. George 1.0 / 2.6
WQSC	SPRIS	1340	Charleston 0.6 / 2.5
WTMZ	N	910	N. Charleston 1.0 / 2.3
WTUA-F	G	106.1	St. Stephen 1.6 / 2.4
WXTA	C	1390	Charleston 0.1 / 0.9
WZJY	REL	1480	Mt. Pleasant 1.9 / 4.2

CHARLESTON, SC

AM Stations

WPAL	730	1 kw/103 w	Black	AURN	\$<20.00	K&P	
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, ABC, CNN	\$34.00	Katz	Wicks

FM Stations

WAVF	96.1	100 kw @ 538	AOR		\$45.00	Christal	
WBUB	107.5	100 kw @ 984	Country		\$39.00	Torbet	Dudley St. George
WEZL	103.5	100 kw @ 661	Country	Westwd	\$57.00	Banner	Jacor, pend.
WHBZ	99.7	100 kw @ 1210	See WWBZ-F				Port Royal
WJZK	96.9	100 kw @ 1770	AC		\$<20.00	Mc-Guild	Dudley
WMGL	101.7	6.5 kw @ 423	Black AC	ABC	\$<20.00	D&R	Wicks Ravenal
WPAL	100.9	25 kw @ 328	Black		NA	K&P	Walterboro
WRFQ	104.5	28 kw @ 656	Oldies		\$17.00	Torbet	Mt. Pleasant
WSSP	94.3	2.9 kw @ 480	Standards	Westwd	\$<20.00		Dudley Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$30.00	Katz	Wicks
WSUY	100.5	17.5 kw @ 394	Soft AC		\$25.00	Mc-Guild	Wicks
WWBZ	98.9	50 kw @ 492	Black		NA	K&P	McClellan
WWWZ	93.3	50 kw @ 492	Black	AURN	\$38.00	D&R	Wicks Summerville
WXYL	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor, pend.
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	Martin Folly Beach

Notes: 9/96 Regent sold these stations to Jacor. WEZL-F for \$14,000,000; WXYL-F for \$5,000,000

Jim Duncan

Comments: WSSX-F is a nice CHR story: it bottomed out in Spring 95 with a 4.4 share but is now regularly in the sevens . . . WBUB-F had its worst book in at least two years but listening did not go to WEZL-F; instead, it went to non-Country stations . . . WTMA recovered somewhat from its Spring book

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

CHARLOTTE

Arbitron Rank: 37	Pop (12+): 1,077,400	Stations: 29 / 25	Last Year's Revenue: \$56,000,000
MSA Rank: 43		Diaries: 2,329/463:1/49.0%	Household Income: \$45,872
MSA Pop: 1,290,000		Sample Target: 2,230	Retail Dollars: \$12.0 Bil
DMA: 28		% Below Line: 4.2	#1 Biller: WSOC-F \$9,000,000
Average Person Ratings: 15.1		% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL In Hours: 20.00		Pop per Station: 43,096	Amer. Radio Sys. duop+ \$22,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WRFX-F	AOR	154 / 9.5	7.2	7.4	7.3	8.3	7.9	2270 / 21.1	18.8	20.5	H WRFX-F
2	WPEG-F	B	163 / 9.4	10.3	11.5	9.0	8.9	10.1	1900 / 17.6	17.3	15.9	G WPEG-F
3	WSOC-F	C	139 / 8.6	8.0	9.4	10.6	9.5	9.1	2097 / 19.5	18.7	22.5	H WSOC-F
4	WNKS-F	CHR	105 / 6.5	5.7	4.6	4.3	5.1	5.3	2021 / 18.8	18.0	16.8	D WNKS-F
5	WTDR-F	C	97 / 6.0	6.3	6.8	5.8	6.0	6.2	1801 / 16.7	15.4	17.0	F WTDR-F
6	WWMG-F	O	96 / 5.9	4.5	4.8	4.1	6.0	4.8	1452 / 13.5	14.5	14.4	F WWMG-F
7	WLYT-F	SAC	95 / 5.9	5.5	5.6	7.4	5.2	6.1	1411 / 13.1	14.1	14.5	E WLYT-F
8	WBT	FS	90 / 5.5	6.8	7.3	5.9	6.4	6.4	1395 / 12.9	13.1	14.6	G WBT
9	WBAV-F	B/AC	67 / 4.1	4.7	4.5	4.4	4.8	4.4	956 / 8.9	9.0	9.7	C WBAV-F
10	WEND-F	AOR-P	64 / 3.9	4.3	3.4	2.3	3.1	3.5	1186 / 11.0	11.8	9.4	B WEND-F
11	WWSN-F	AC	57 / 3.5	4.1	4.6	5.3	5.7	4.4	1506 / 14.0	13.8	16.2	F WWSN-F
12	WSSS-F	O-70s	53 / 3.3	3.2	3.4	4.3	4.2	3.6	1116 / 10.4	11.5	12.2	F WSSS-F
13	WCCJ-F	J	31 / 1.9	1.8	1.4	1.6	0.7	1.7	453 / 4.2	3.4	1.9	A WCCJ-F
14	WNMX-AF	ST	28 / 1.7	3.2	2.8	2.1	2.8	2.5	539 / 5.0	5.7	5.0	A WNMX-AF
15	WMIT-F	REL	26 / 1.6	1.5	1.4	1.1	1.1	1.4	459 / 4.3	4.6	4.5	WMIT-F
16	WFMX-F	C	25 / 1.5	1.6	1.1	1.3	1.4	1.4	526 / 4.9	4.9	5.5	WFMX-F
17	WGSP	REL	22 / 1.4	1.3	0.8		0.8		311 / 2.9	2.1	2.6	WGSP

12+ FM Share (Metro): 87.87 % (1231 of 1401) (Summer 95 89.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPEG-F >	1 WRFX-F	1 WRFX-F >	1 WRFX-F >	1 WRFX-F >	1 WSOC-F	1 WRFX-F >	1 WRFX-F	1 WPEG-F <	1 WPEG-F >	1 WPEG-F <
2 WNKS-F >	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WWMG-F <	2 WBT <	2 WSOC-F	WSOC-F	2 WSOC-F	2 WNKS-F	2 WTDR-F
3 WEND-F >	3 WNKS-F	3 WNKS-F <	3 WSOC-F	3 WSOC-F <	3 WWMG-F <	3 WPEG-F	3 WBT <	WRFX-F	3 WTDR-F	3 WSOC-F
	4 WTDR-F	4 WTDR-F <	WWMG-F	4 WPEG-F	4 WLYT-F	4 WBT	4 WLYT-F <	4 WLYT-F <	4 WRFX-F	
	5 WEND-F	5 WSOC-F <	5 WLYT-F <	5 WLYT-F	5 WRFX-F >	5 WWSN-F <	5 WPEG-F <	5 WNKS-F <	5 WEND-F <	
	6 WBAV-F	6 WWMG-F <	6 WBAV-F	6 WBAV-F	6 WPEG-F <	6 WWMG-F <	6 WWMG-F	6 WTDR-F <	6 WSOC-F	
		7 WLYT-F <	WNKS-F <	WTDR-F <	7 WTDR-F	7 WTDR-F	7 WNKS-F	7 WWMG-F		
		8 WBAV-F	8 WTDR-F <				8 WTDR-F			
			9 WWSN-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 WNKS-F <	1 WNKS-F <	1 WRFX-F	1 WRFX-F <	1 WWMG-F <	1 WPEG-F	1 WRFX-F	1 WRFX-F >>	1 WRFX-F >	1 WRFX-F >>
2 WTDR-F	2 WPEG-F <	2 WPEG-F <	2 WPEG-F <	2 WRFX-F	2 WRFX-F >	2 WPEG-F >	2 WPEG-F	2 WPEG-F >	2 WSOC-F <
3 WPEG-F >	3 WTDR-F <	3 WNKS-F	3 WTDR-F <	3 WSOC-F <	3 WNKS-F	3 WNKS-F <	3 WNKS-F	3 WNKS-F	3 WPEG-F
4 WRFX-F >	4 WRFX-F >	4 WBAV-F <	4 WNKS-F	4 WLYT-F <	4 WEND-F	4 WEND-F >	4 WEND-F	WSOC-F <	WWMG-F
5 WLYT-F	5 WBAV-F <	5 WTDR-F <	5 WWMG-F <	5 WBAV-F	5 WTDR-F	5 WSSS-F	5 WSSS-F	5 WSSS-F <	5 WSSS-F <
	6 WSOC-F	6 WWSN-F	6 WBAV-F	WPEG-F	6 WSOC-F	6 WTDR-F	6 WTDR-F	6 WEND-F	6 WLYT-F
		WSOC-F >	WLYT-F	7 WTDR-F	WSSS-F				WBT <

CHARLOTTE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys. WBAV-AM, WBAV-FM, WFNZ-AM, WPEG-FM, WSOC-FM, WTDR-FM	29.5 %	26.5 %	39.3 %	WBAV	B/O	1600	Charlotte	0.6 / 1.4		
				WBT-F	FS	99.3	Chester, SC	0.6 / 2.7		
Dalton WEND-FM, WWMG-FM	9.8 %	10.9 %	8.2 %	WCGC	T	1270	Belmont	0.6 / 0.9		
				WFNZ	SPRTS	610	Charlotte	0.7 / 2.3		
Jefferson-Pilot WBT-AM, WBT-FM, WWSN-FM	9.6 %	9.3 %	18.8 %	WHVN	REL	1240	Charlotte	0.4 / 1.3		
				WIXE	C	1190	Monroe	0.7 / 0.8		
SFX WLYT-FM, WNKS-FM, WRFX-FM, WSSS-FM	25.2 %	21.3 %	31.1 %	WLTC-AA	REL	1370	Gastonia	0.6 / 1.3		
				WXRC-F	AOR	95.7	Hickory	1.0 / 3.5		
	74.0 %	68.1 %	97.4 %	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
				WKRR-F	AOR	92.3	Asheboro	0.6 / 2.2		
				WWGL-F	REL	94.1	Lexington	0.5 / 1.3		

AM Stations

WBT	1110	50 kw (DA-N)	Full Service	CBS	\$108.00	CBS	Jefferson-Pilot
WGSP	1310	1 kw/65 w	Religion	AURN	NA		GHB
WNMX	1480	5 kw (DA-2)	See WNMX-F				

FM Stations

WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	Amer. Radio Sys.	
WCCJ	92.7	6 kw @ 328	Jazz		NA	—	Davis Harrisburg	
WEND	106.5	100 kw @ 1003	Prog. AOR		\$30.00	Mc-Guild	Dalton Salisbury	
WLYT	102.9	100 kw @ 1535	Soft AC		\$74.00	D&R	SFX Hickory	
WNKS	95.1	100 kw @ 1542	CHR		\$50.00	Eastman	SFX	
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	—		Waxhaw, SC
WPEG	97.9	95 kw @ 1610	Black	CBS, WW1, ABC	\$127.00	Katz	Amer. Radio Sys. Concord	
WRFX	99.7	84 kw @ 1056	AOR		\$158.00	Eastman	SFX Kannapolis	
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R	Amer. Radio Sys.	
WSSS	104.7	100 kw @ 1210	Oldies-70's		\$80.00	Katz	SFX	
WTDR	96.9	100 kw @ 1548	Country		\$90.00	D&R	Amer. Radio Sys. Statesville	
WWMG	96.1	100 kw @ 1745	Oldies	CBS, AP	\$82.00	Mc-Guild	Dalton Shelby	
WWSN	107.9	100 kw @ 1694	AC/CHR		\$90.00	Banner	Jefferson-Pilot	

Notes: WEND-F reclassified as Prog. AOR from (mistakenly) Country in the Spring American Radio . . . 9/96 Evergreen traded WBAV-AM, WFNZ, WNKS-F, WPEG-F and WRFX-F to EZ/American Radio Systems for WIOQ-F/WUSL-F Philadelphia plus \$10,000,000 . . . 9/96 EZ/American Radio System traded WNKS-F, WRFX-F and WSSS-F to SFX for WTDR-F plus \$65,000,000 . . .

Jim Duncan

Comments: Big book for WRFX -- their best since Summer 94 . . . WNKS-F had third consecutive strong book . . . Both Country stations are below their 4-book averages . . . WBT had its worst book in more than two years . . . WWSN-F had its fourth consecutive off book

CHATTANOOGA

Arbitron Rank: 100 Pop (12+): 380,600	Stations: 23 / 22	Last Year's Revenue: \$16,000,000
MSA Rank: 112	Diaries: 1,508/252:1/54.0%	Household Income: \$37,511
MSA Pop: 444,000	Sample Target: 1,430	Retail Dollars: \$4.5 Bil
DMA: 82	% Below Line: 0.5	#1 Biller: WUSY-F \$5,200,000
Average Person Ratings: 16.1	% Not Listed: 14.5	#1 Billing Portfolio: Colonial (WUSY-F) \$5,200,000
Market TSL In Hours: 21.50	Pop per Station: 16,548	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WUSY-F	115 / 18.7	17.5	21.1	22.8	19.5	20.0	1285 / 33.8	31.2	35.7		G	WUSY-F
2	WDEF-F	53 / 8.6	7.3	8.0	10.4	10.4	8.6	776 / 20.4	18.5	21.7		D	WDEF-F
3	WSKZ-F	52 / 8.6	8.9	7.8	7.6	9.9	8.2	780 / 20.5	20.3	21.6		D	WSKZ-F
4	WJTT-F	49 / 8.0	6.8	7.3	7.1	6.9	7.3	414 / 10.9	10.6	10.5		C	WJTT-F
5	WZST-F	32 / 5.2	5.1	4.1	5.0	3.8	4.8	602 / 16.8	16.1	13.1		B	WZST-F
6	WOGT-F	27 / 4.4	4.6	3.4	3.3	3.3	3.9	455 / 12.0	11.4	9.8		B	WOGT-F
7	WLMX-F	25 / 4.1	3.3	4.2	3.3	3.0	3.7	455 / 12.0	11.8	11.5		C	WLMX-F
8	WDOD-F	23 / 3.7	5.1	3.4	4.0	4.3	4.1	522 / 13.7	13.6	14.3		B	WDOD-F
9	WFXS-F	22 / 3.8	2.3	2.7	3.1	2.6	2.9	358 / 9.4	8.2	6.3		A	WFXS-F
10	WNOO	19 / 3.1	4.0	2.9	3.6	3.5	3.4	160 / 4.2	5.0	4.5		A	WNOO
11	WSGC-F	16 / 2.6	2.8	2.0		1.0		195 / 5.1	5.8	4.3		A	WSGC-F
	WXXJ-F	16 / 2.6	2.3	3.1	2.3	3.1	2.6	416 / 10.9	11.1	10.6		A	WXXJ-F
13	WGOW	15 / 2.4	4.6	3.4	2.5	4.0	3.2	273 / 7.2	7.9	7.6		A	WGOW
14	WMPZ-F	13 / 2.1	1.5	1.7	1.5	1.7	1.7	170 / 4.5	4.2	4.1		A	WMPZ-F
15	WDOD	11 / 1.8	3.3	3.1	3.0	2.1	2.8	179 / 4.7	5.8	4.2		A	WDOD
16	WFLI	9 / 1.5	0.8	0.7	0.5	0.8	0.9	116 / 3.0	2.1	3.1		A	WFLI
17	WBDX-F	8 / 1.3	2.3	1.4	2.0	0.8	1.7	155 / 4.1	5.4	3.7		A	WBDX-F

12+ FM Share (Metro): 86.48 % (454 of 525) (Summer 95 85.66 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJTT-F	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >	1 WUSY-F <	1 WUSY-F >
2 WZST-F >	2 WJTT-F	2 WSKZ-F	2 WSKZ-F	2 WSKZ-F <	2 WDEF-F	2 WDEF-F >	2 WDEF-F <	2 WSKZ-F	2 WJTT-F >	2 WJTT-F >
3 WUSY-F	3 WSKZ-F	3 WDEF-F <	3 WDEF-F >	3 WDEF-F >	3 WSKZ-F >	3 WSKZ-F	3 WSKZ-F >	3 WDEF-F <	3 WZST-F	
4 WXXJ-F	4 WZST-F	4 WJTT-F >	4 WJTT-F	4 WJTT-F <	4 WOGT-F <	4 WJTT-F	4 WJTT-F >	4 WJTT-F >	4 WSKZ-F <	
	WDEF-F >>	5 WOGT-F <	5 WOGT-F	5 WOGT-F	5 WJTT-F			5 WZST-F	5 WDEF-F	
		6 WZST-F						6 WOGT-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 WJTT-F	1 WUSY-F >	1 WUSY-F	1 WUSY-F >	1 WUSY-F >	1 WJTT-F	1 WUSY-F >	1 WUSY-F >	1 WUSY-F	1 WUSY-F
WUSY-F	2 WDEF-F	2 WDEF-F >>	2 WDEF-F	2 WDEF-F >	2 WZST-F	2 WSKZ-F	2 WSKZ-F	2 WSKZ-F >	2 WSKZ-F >
3 WZST-F	3 WJTT-F	3 WZST-F	3 WJTT-F <	3 WSKZ-F <	3 WUSY-F	3 WJTT-F	3 WFXS-F	3 WJTT-F	3 WDEF-F <
4 WSKZ-F	4 WZST-F	WSKZ-F	4 WSKZ-F	4 WJTT-F	WSKZ-F >	4 WZST-F	4 WZST-F	4 WFXS-F <	4 WOGT-F <
5 WLMX-F >	5 WSKZ-F	WJTT-F	5 WLMX-F <	5 WLMX-F		5 WFXS-F	WDEF-F	5 WDEF-F	5 WFXS-F
	6 WLMX-F >		6 WZST-F <	6 WOGT-F		6 WDEF-F >			6 WJTT-F
			7 WOGT-F >						

Consolidation Report	12+	25-54	Revenue
Bahakel	14.9 %	13.6 %	19.7 %
WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM			
Bloomington	18.9 %	23.7 %	22.0 %
WFXS-FM, WGOW-AM, WOGT-FM, WSKZ-FM			
Brewer	10.1 %	9.2 %	9.4 %
WJTT-FM, WMPZ-FM			
Wicks	9.3 %	8.4 %	11.6 %
WCVT-AM, WLMX-FM, WZST-FM			
	53.2 %	54.9 %	62.7 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDEF	T	1370	Chattanooga 0.8 / 3.3
WEPG	C	910	S. Pittsburg 0.3 / 1.1
WJOC	REL	1490	Chattanooga 0.3 / 0.9
WQCH	C	1590	Lafayette, GA 0.8 / 1.3
WSDQ	C	1190	Soddy-Daisy 0.5 / 0.7
Other Rated Stations--Outside Market			
WALV-F	AC	95.3	Cleveland 0.5 / 1.3

CHATTANOOGA

AM Stations

WDDO	1310	5 kw (DA-N)	Standards	ABC	\$<20.00	Banner	Bahakel	
WFLI	1070	50 kw/2.5 kw (DA-2)	Religion	ABC	\$14.00	—	Benns	Lookout Mtn.
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Christal	Bloomington	
WNOO	1260	5 kw/25 w (DA-N)	Black	AURN	\$<20.00	Banner		

FM Stations

WBDX	102.7	0.32 kw @ 1375	Religion	SRN	\$<20.00	—		Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$53.00	Eastman	Bahakel	
WDDO	96.5	100 kw @ 1076	Country	Westwd	\$20.00	Banner	Bahakel	
WFXS	102.3	6 kw @ 285	Talk	Westwd, TARN	\$<20.00	Banner	Bloomington	Soddy-Daisy
WJTT	94.3	3 kw @ 300	Black		\$36.00	Mc-Guild	Brewer	Red Bank
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00	Roslin		S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00	Mc-Guild	Wicks	Rossville, GA
WMPZ	93.7	3 kw @ 328	Black/AC	ABC	\$<20.00	Roslin	Brewer	Ringgold, GA
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington	East Ridge
WSGC	101.9	1.3 kw @ 702	Country	ABC	\$17.00	Banner		Ringgold, GA
WSKZ	106.5	100 kw @ 1076	AOR/Classic		\$50.00	Christal	Bloomington	
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$94.00	Katz	Colonial	
WZST	98.1	1 kw @ 794	CHR		\$25.00	—	Wicks	Signal Mtn.

Notes: 9/96 WFXS-F sold by WBDX-F/WNOO to Bloomington (D+) for \$1,140,000 . . . 9/96 WMPZ-F (Ringgold, GA) sold to Brewer (D) for \$960,000 (Sunbelt)

Jim Duncan

Comments: Not much going on here . . . WUSY-F bounced back from its relatively weak Spring performance . . . WFXS-F (Talk) has been beating Talk WGOW so Bloomington bought WFXS; perhaps the new owners will change the FM to a music format and relieve the pressure on WGOW

CHICAGO

Arbitron Rank: 3 Pop (12+): 6,895,700	Stations: 40 / 40	Last Year's Revenue: \$320,000,000
MSA Rank: 3	Diaries: 6,170/1118:1/46.6%	Household Income: \$55,280
MSA Pop: 8,610,000	Sample Target: 5,900	Retail Dollars: \$78.6 Bil
DMA: 3	% Below Line: 0.0	#1 Biller: WGN \$35,800,000
Average Person Ratings: 17.5	% Not Listed: 11.1	#1 Billing Portfolio: Westinghouse duop + \$121,800,000
Market TSL In Hours: 23.00	Pop per Station: 172,392	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WGN	FS/T	819 / 6.8	6.1	6.2	6.0	6.2	6.3	9899 / 14.4	12.7	13.4		K WGN
2 WGCI-F	B	764 / 6.3	5.8	6.1	6.1	6.7	6.1	9247 / 13.4	12.6	13.8		J WGCI-F
3 WBBM-F	CHR	536 / 4.4	3.9	4.0	4.0	4.5	4.1	11143 / 16.2	15.4	15.5		I WBBM-F
4 WVAZ-F	B/AC	522 / 4.3	4.2	4.6	3.9	4.1	4.3	6442 / 9.3	9.3	9.6		I WVAZ-F
5 WJMK-F	O	507 / 4.2	4.1	3.0	3.4	3.4	3.7	9634 / 14.0	12.9	12.6		I WJMK-F
6 WLS	T	490 / 4.1	3.7	3.0	2.6	2.8	3.3	5593 / 8.1	7.7	6.7		H WLS
7 WLIT-F	SAC	481 / 4.0	4.8	4.4	4.2	3.7	4.3	7023 / 10.2	11.7	10.8		I WLIT-F
8 WBBM	N	431 / 3.6	3.6	3.7	3.9	3.7	3.7	9547 / 13.8	14.7	14.8		J WBBM
9 WKQX-F	AOR-NR	427 / 3.5	3.4	3.2	3.1	3.4	3.3	10009 / 14.5	14.5	14.1		I WKQX-F
10 WRCX-F	AOR	412 / 3.4	3.4	3.2	3.3	3.8	3.3	7211 / 10.5	11.6	11.6		I WRCX-F
11 WNJA-F	J	396 / 3.3	3.4	3.6	3.6	3.9	3.5	6488 / 9.4	9.4	10.5		I WNJA-F
12 WTMX-F	AC	368 / 3.0	2.7	2.5	2.4	2.4	2.7	7498 / 10.9	10.0	9.7		I WTMX-F
13 WUSN-F	C	356 / 3.0	3.6	3.6	4.7	4.2	3.7	6220 / 9.0	10.0	11.2		K WUSN-F
14 WCKG-F	CL AOR	339 / 2.8	2.1	2.3	2.0	2.5	2.3	7442 / 10.8	9.5	10.3		I WCKG-F
15 WOJO-F	SP	336 / 2.8	3.1	3.4	3.0	3.4	3.1	3786 / 5.5	5.4	5.6		H WOJO-F
WXRT-F	AOR-P	336 / 2.8	2.8	3.0	2.9	3.1	2.9	5219 / 7.6	7.4	7.5		I WXRT-F
17 WPNT-F	AC/CHR	314 / 2.6	2.2	2.1	1.8	2.2	2.2	6711 / 9.7	8.7	8.9		H WPNT-F
18 WEJM-F	B	277 / 2.3	1.9	1.8	1.9	2.4	2.0	4516 / 6.5	5.2	5.9		E WEJM-F
19 WLUP-F	AOR	269 / 2.2	2.6	2.5	2.8	2.2	2.5	4845 / 7.0	6.9	6.5		J WLUP-F
20 WMAQ	N	256 / 2.1	2.9	2.8	2.9	3.1	2.7	6954 / 10.1	14.6	11.3		J WMAQ
21 WSCR	SPRTS	248 / 2.1	1.6	1.6	2.3	1.1	1.9	2733 / 4.0	3.8	3.0		G WSCR
22 WAIT	ST	244 / 2.0	2.1	3.3	3.1	2.5	2.6	2875 / 3.9	3.8	3.9		O WAIT
23 WYSY-F	O-70's	216 / 1.8	1.7	1.7	1.8	1.9	1.7	4960 / 7.2	6.8	7.8		F WYSY-F
24 WNIB-F	CL	169 / 1.4	1.7	1.5	1.6	1.6	1.6	3439 / 5.0	5.4	5.0		E WNIB-F
25 WKXK-F	C	160 / 1.3	1.3	1.4	1.4	1.1	1.4	2955 / 4.3	4.6	3.3		WKXK-F
26 WGCI	B/O	153 / 1.3	1.4	1.5	1.9	1.4	1.5	2375 / 3.4	3.4	3.3		WGCI
27 WFMT-F	CL	140 / 1.2	1.1	1.4	1.2	1.3	1.2	3140 / 4.6	4.3	4.1		E WFMT-F
28 WJJD	ST	126 / 1.0	1.0	1.2	1.2	1.0	1.1	2430 / 3.5	3.2	2.8		E WJJD
29 WVON	B	118 / 1.0	1.0	1.1	0.7	0.8	1.0	777 / 1.1	1.2	0.7		WVON

12+ FM Share (Metro): 70.28 % (7385 of 10508) (Summer 95 71.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKQX-F <	1 WGCI-F	1 WGCI-F	1 WGCI-F <	1 WGCI-F <	1 WGN >	1 WGN >	1 WGCI-F <	1 WGCI-F	1 WGCI-F	1 WGN >
2 WBBM-F	2 WRCX-F <	2 WVAZ-F	2 WVAZ-F	WVAZ-F	2 WLS <	2 WGCI-F	2 WGN <	2 WBBM-F <	2 WBBM-F	2 WBBM
3 WGCI-F	3 WBBM-F	3 WBBM-F	3 WJMK-F	3 WJMK-F	3 WBBM	3 WBBM	3 WLIT-F	3 WGN <	3 WVAZ-F <	3 WGCI-F <
4 WEJM-F >>	4 WKQX-F <	WJMK-F <	4 WXRT-F	4 WLIT-F	WJMK-F	4 WRCX-F <	4 WLS <	4 WCKG-F <	4 WGN <	4 WLS <
5 WTMX-F	5 WRCX-F <	WLIT-F <	5 WXRT-F <	5 WVAZ-F <	5 WLS	5 WJMK-F	5 WJMK-F	5 WKQX-F	5 WKQX-F	5 WVAZ-F
6 WOJO-F <	6 WTMX-F	6 WCKG-F <	6 WNJA-F <	6 WLIT-F <	6 WLUP-F <	6 WBBM-F <	WLIT-F <	6 WEJM-F	6 WEJM-F	
7 WXRT-F <	7 WLIT-F <	7 WTMX-F <	7 WTMX-F	7 WNJA-F <	7 WMAQ <	7 WTMX-F	7 WKQX-F <	WLS <		
8 WCKG-F <	8 WXRT-F <	8 WNJA-F <	WCKG-F	8 WGCI-F	8 WLIT-F <	8 WNJA-F	8 WVAZ-F			
	WVAZ-F <	9 WCKG-F	9 WRCX-F <		9 WJMK-F <	9 WVAZ-F <	9 WTMX-F <			
10 WPNT-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 WBBM-F <	1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGCI-F	1 WRCX-F	1 WRCX-F >	1 WRCX-F >	1 WRCX-F	1 WCKG-F <
2 WGCI-F >	2 WBBM-F	2 WPNT-F <	2 WVAZ-F <	WVAZ-F <	2 WGCI-F <	2 WBBM-F	2 WCKG-F	2 WGCI-F	2 WJMK-F <
3 WKQX-F <	WTMX-F <	3 WTMX-F <	3 WLIT-F	3 WLIT-F	3 WKQX-F <	WGCI-F <	3 WBBM-F <	3 WCKG-F	3 WRCX-F <
4 WTMX-F	4 WPNT-F	4 WXRT-F <	4 WTMX-F <	4 WJMK-F	4 WBBM-F	4 WKQX-F <	4 WGCI-F <	4 WVAZ-F	4 WSCR <
5 WEJM-F <	5 WLIT-F <	5 WVAZ-F <	5 WPNT-F <	5 WPNT-F <	5 WEJM-F >	5 WCKG-F	5 WXRT-F <	WXRT-F	5 WVAZ-F
6 WPNT-F <	6 WVAZ-F <	6 WLIT-F	6 WJMK-F <	6 WTMX-F	6 WOJO-F	6 WOJO-F <	6 WSCR <	WBBM-F <	WGCI-F <
7 WLIT-F <	7 WOJO-F	7 WOJO-F <	7 WBBM-F	7 WUSN-F <	7 WCKG-F	7 WXRT-F <	7 WKQX-F <	7 WJMK-F	7 WXRT-F <
8 WRCX-F <	WXRT-F <	8 WYSY-F	8 WUSN-F	8 WXRT-F <	8 WVAZ-F	8 WEJM-F <	8 WLUP-F <	WSCR <	8 WNJA-F
9 WOJO-F >	9 WKQX-F		9 WNJA-F		9 WSCR <	9 WOJO-F <	9 WOJO-F <	9 WKQX-F <	9 WLUP-F <
					WTMX-F	10 WTMX-F	10 WLUP-F		

CHICAGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	
Evergreen	18.4 %	21.8 %	23.4 %	WCCQ-F	C	98.3	Crest Hill, IL	0.4 / 1.1
WPNT-FM, WEJM-FM, WLUP-FM, WMVP-AM, WNUA-FM, WRCX-FM, WVAZ-FM, WEJM-AM				WIL-F	AOR	95.1	Kenosha, WI	0.5 / 1.9
Westinghouse	26.0 %	27.5 %	38.2 %	WIND	SP	560	Chicago	0.8 / 2.0
WBBM-FM, WYSY-FM, WCKG-FM, WJJD-AM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM, WXRT-FM, WBBM-AM				WLXX	SP	1200	Chicago	0.5 / 1.4
	44.4 %	49.3 %	61.6 %	WMVP	T/AOR	1000	Chicago	0.3 / 1.9
				WNIZ-F	CL	96.9	Zion, IL	0.0 / 0.2
				WTAQ	SP	1300	La Grange, IL	0.4 / 1.6
				WYCA-F	REL	92.3	Hammond, IN	0.7 / 1.9
				WZCH-F	SP	103.9	Dundee, IL	0.3 / 0.7
				WZSR-F	AC	105.5	Woodstock, IL	0.3 / 0.9

AM Stations

WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	---		Crystal Lake
WBBM	780	50 kw	News	CBS	\$270.00	CBS	Westinghouse	
WGCI	1390	5 kw (DA-2)	Black Oldies	AURN	NA	Mc-Guild	Gannett	
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman	Tribune Co.	
WJJD	1160	50 kw/5 kw (DA-2)	Standards	Westwd, AP	\$75.00	Infinity	Westinghouse	
WLS	890	50 kw	Talk	ABC	\$150.00*	Banner	ABC/Disney	
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$225.00	Group W	Westinghouse	
WSCR	820	5 kw (Days)	Sports		\$110.00	CBS	Westinghouse	
WVON	1450	1 kw (Share time)	Black Talk	Westwd	NA	Roslin		Cicero

FM Stations

WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00	CBS	Westinghouse	
WCKG	105.9	4.1 kw @ 1581	Classic AOR		\$188.00	Infinity	Westinghouse	Elmwood Park
WEJM	106.3	2 kw @ 397	Black	ABC	\$88.00	D&R	Evergreen	Lansing
WFMT	98.7	15.5 kw @ 1174	Classical		\$110.00	MMR		
WGCI	107.5	33 kw @ 603	Black		\$340.00	Mc-Guild	Gannett	
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd	\$265.00	Infinity	Infinity	
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock	Source	\$230.00	D&R	Emmis	
WKXX	94.7	4.4 kw @ 1529	Country	ABC	\$150.00	Banner	ABC/Disney	
WLIT	93.9	4 kw @ 1581	Soft AC		\$325.00	Christal	Viacom	
WLUP	97.9	6 kw @ 1174	AOR		\$340.00	Christal	Evergreen	
WNIB	97.1	8.4 kw @ 1190	Classical		\$125.00	CMBS		
WNUA	95.5	8.3 kw @ 1174	Jazz		\$245.00	Eastman	Evergreen	
WQJO	105.1	8.3 kw @ 1174	Hispanic		\$170.00	Katz Hisp.	Tichenor	Evanston
WPNT	100.3	8.3 kw @ 1174	AC/CHR		\$178.00	Eastman	Evergreen	
WRCX	103.5	4.1 kw @ 1575	AOR		\$190.00	Eastman	Evergreen	
WTMX	101.9	4.2 kw @ 1558	AC		\$200.00	Mc-Guild	Bonneville	Skokie
WUSN	99.5	8.3 kw @ 1174	Country		\$420.00	Infinity	Westinghouse	
WVAZ	102.7	6 kw @ 1174	Black AC	UPI, ABC	\$280.00	Eastman	Evergreen	Oak Park
WXRT	93.1	6.7 kw @ 1308	AOR- Prog.		\$280.00	CBS	Westinghouse	
WYSY	107.9	21 kw @ 761	Oldies - 70's		\$90.00	Katz	Westinghouse	Aurora

Notes: 6/96 WABT-F changed to Spanish as WZCH-F; at the same time, WWJY-F Crown Point, IN changed to WZCO-F, simulcasting WZCH-F . . . 7/96 WJJD changed from Talk to Standards . . . 8/96 WYSY-F sold by Westinghouse to Spanish Broadcasting System (SBS) for \$29,000,000 (MVP) . . . 9/96 WJJD changed from Standards to All Sports, picking up the format of WSCR ("The Score") . . . 9/96 WSCR 820 changed from Sports to "Motivational Talk" concurrent with its sale by Westinghouse to John Douglas for \$7,500,000 (LaRue) . . . 10/96 WLUP-F changed from Talk/AOR to Modern AC after the Summer survey . . . 10/96 WEMG-F (102.3; Crete) Sold to George Flinn for \$2,500,000 . . . 10/96 WAUR (930; Sandwich-Aurora) sold to Children's Radio for \$3,900,000

Jim Duncan

Comments: WGN had its best 12+ share since Winter 95 . . . WNUA-F had its lowest 12+ share since Winter 95 . . . WKXX-F showed no progress with Country although it has managed to seriously wound WUSN-F . . . Sharp one-book drop at WMAQ . . . WLS had its third consecutive up book . . . WEJM-F has been placed in trust by Evergreen, which probably indicates they have not been able to sell it at an acceptable price

CINCINNATI

Arbltron Rank: 25 **Pop (12+):** 1,556,300
MSA Rank: 30
MSA Pop: 1,920,000
DMA: 29
Average Person Ratings: 15.9
Market TSL In Hours: 21.00

Stations: 27 / 20
Diaries: 2,860/544:1/53.6%
Sample Target: 2,860
% Below Line: 5.4
% Not Listed: 13.2
Pop per Station: 77,815

Last Year's Revenue: \$78,700,000
Household Income: \$48,041
Retail Dollars: \$17.9 Bil
#1 Biller: WLW \$18,000,000
#1 Billing Portfolio: Jacor duop+ \$38,700,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WEBN-F	255 / 10.3	9.2	9.0	7.2	8.2	8.9	3555 / 22.8	21.1	21.4		H	WEBN-F
2	WLW	236 / 9.5	11.0	10.3	12.0	11.6	10.7	3786 / 24.3	28.6	28.1		J	WLW
3	WUBE-F	200 / 8.1	8.6	9.9	8.9	9.5	8.9	2760 / 17.7	19.4	18.6		H	WUBE-F
4	WKRR-F	163 / 6.6	5.8	5.1	6.0	5.7	5.9	3567 / 22.9	21.8	19.1		G	WKRR-F
5	WIZF-F	142 / 5.7	5.3	5.4	6.6	5.9	5.8	1617 / 10.4	9.8	11.4		D	WIZF-F
6	WGRR-F	139 / 5.6	5.9	5.5	5.5	5.3	5.6	2266 / 14.6	14.0	12.7		G	WGRR-F
7	WCKY	138 / 5.6	4.8	4.5	5.4	4.6	5.1	1998 / 12.8	11.5	11.7		G	WCKY
8	WRRM-F	130 / 5.3	5.1	5.5	4.6	5.6	5.1	2380 / 15.3	12.7	15.1		G	WRRM-F
9	WSAI	103 / 4.2	4.9	4.6	3.6	4.7	4.3	1083 / 7.0	7.4	7.3		D	WSAI
10	WWNK-F	90 / 3.6	4.3	3.8	4.2	4.2	4.0	2071 / 13.3	14.2	11.9		E	WWNK-F
11	WYGY-F	87 / 3.5	3.4	3.3	3.7	3.4	3.5	1782 / 11.5	11.2	11.4		E	WYGY-F
12	WVAE-F	86 / 3.5	4.4	4.4	5.0	2.9	4.3	1600 / 9.6	10.6	11.8		D	WVAE-F
13	WOFX-F	83 / 3.4	3.2	3.6	4.0	3.1	3.6	1784 / 11.5	13.0	11.9		D	WOFX-F
14	WAQZ-F	56 / 2.3	1.8	2.6	2.2	1.9	2.2	1401 / 9.0	8.6	7.9		C	WAQZ-F
15	WAKW-F	35 / 1.4	2.0	1.2	1.4	1.5	1.5	702 / 4.5	6.0	4.5			WAKW-F
16	WPFB-F	29 / 1.2	0.8	0.8	0.9	1.3	0.9	596 / 3.8	3.9	4.0			WPFB-F
17	WHKO-F	28 / 1.1	1.2	0.9	1.1	1.0	1.1	740 / 4.8	4.5	3.0			WHKO-F
18	WCIN	25 / 1.0	1.1	0.9	0.9	1.4	1.0	297 / 1.9	2.4	3.3		A	WCIN
	WGTZ-F	25 / 1.0	0.9	1.0	0.4	0.8	0.8	738 / 4.7	3.9	3.8			WGTZ-F

12+ FM Share (Metro): 74.64 % (1604 of 2149) (Summer 95 72.55 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKRR-F <	1 WEBN-F >	1 WEBN-F >	1 WEBN-F	1 WEBN-F	1 WLW >	1 WEBN-F <	1 WLW <	1 WEBN-F	1 WLW <	1 WLW
2 WIZF-F <	2 WKRR-F	2 WUBE-F	2 WLW <	2 WLW	2 WCKY <	2 WLW	2 WEBN-F	2 WUBE-F <	2 WEBN-F	2 WEBN-F <
3 WEBN-F >>	3 WUBE-F	3 WLW <	3 WUBE-F	WUBE-F	3 WUBE-F <	3 WUBE-F >	3 WUBE-F <	3 WLW	3 WIZF-F >	3 WCKY
4 WIZF-F	4 WKRR-F	4 WKRR-F <	4 WKRR-F	4 WKRR-F	4 WKRR-F	4 WKRR-F	4 WRRM-F <	4 WKRR-F <	4 WKRR-F	4 WIZF-F
5 WLW <	5 WRRM-F	5 WRRM-F <	5 WRRM-F	5 WRRM-F	5 WSAI	5 WKRR-F <	5 WCKY	5 WIZF-F <	5 WUBE-F <	5 WUBE-F
6 WRRM-F	WYGY-F	7 WIZF-F	7 WIZF-F <	7 WIZF-F	6 WRRM-F	6 WCKY <	WKRR-F	6 WRRM-F <	6 WCKY	
8 WAQZ-F	8 WOFX-F <	8 WOFX-F	8 WOFX-F	8 WOFX-F	8 WIZF-F	8 WSAI	8 WCKY			
9 WOFX-F	9 WYGY-F <			WVAE-F <		WSAI				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKRR-F >	1 WKRR-F >	1 WKRR-F	1 WKRR-F <	1 WUBE-F <	1 WEBN-F >>>	1 WEBN-F >>>	1 WEBN-F >>	1 WEBN-F >	1 WEBN-F
2 WUBE-F <	2 WUBE-F	2 WUBE-F	2 WUBE-F <	2 WRRM-F	2 WKRR-F	2 WLW <	2 WLW >	2 WLW >	2 WLW >
3 WEBN-F	3 WEBN-F	3 WEBN-F	3 WRRM-F	3 WKRR-F <	3 WIZF-F	3 WUBE-F	3 WUBE-F	3 WUBE-F	3 WKRR-F <
WIZF-F	4 WIZF-F	4 WIZF-F	4 WIZF-F <	4 WKRR-F	4 WUBE-F	4 WKRR-F <	4 WYGY-F <	4 WOFX-F <	4 WUBE-F
5 WRRM-F	5 WRRM-F >	5 WRRM-F	5 WKRR-F <	5 WWNK-F <	5 WOFX-F	5 WIZF-F	5 WIZF-F <	5 WKRR-F	5 WOFX-F
6 WAQZ-F	6 WWNK-F <	6 WWNK-F <	6 WEBN-F <	6 WIZF-F <	6 WYGY-F	6 WYGY-F <	6 WKRR-F <	6 WIZF-F	6 WCKY
7 WYGY-F	7 WYGY-F	7 WYGY-F <	7 WWNK-F	7 WVAE-F <	WAQZ-F	7 WOFX-F <	7 WOFX-F	7 WKRR-F <	7 WIZF-F <
WWNK-F	8 WAQZ-F	8 WOFX-F	8 WYGY-F	8 WEBN-F	8 WLW	8 WAQZ-F >	WAQZ-F	8 WCKY <	8 WVAE-F
		9 WKRR-F	9 WVAE-F	9 WYGY-F <				9 WYGY-F	
				10 WLW					

CINCINNATI

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Chancellor WYGY-FM, WUBE-FM, WUBE-AM, WKYN-AM	21.3 %	13.9 %	16.0 %	WCVG	G	1320	Covington, KY	0.5 / 1.0	
				WKYN	SPRTS	1160	Florence, KY	0.5 / 1.9	
Jacor WWNK-FM, WOFX-FM, WLW-AM, WEBN-FM, WCKY-AM	32.4 %	33.0 %	49.2 %	WNLT-F	REL	104.3	Harrison	0.5 / 1.7	
				WSCH-F	C	99.3	Aurora, IN	0.4 / 0.7	
Local, SMA to Jacor WSAI-AM, WAQZ-FM, WAZU-AM	6.5 %	1.9 %	4.6 %						
	60.2 %	48.8 %	69.8 %						

Other Rated Stations—Outside Market							Metro Share	Cume Rating	TSA AQH Cume
WFCJ-F	REL	93.7	Miamisburg	0.4 / 1.6					
WLQT-F	SAC	99.9	Kettering	0.4 / 1.3					
WPFB	ST	105.9	Middletown	0.7 / 1.5					
WTUE-F	AOR	104.7	Dayton	0.5 / 3.0					

AM Stations

WCIN	1480	410 w/47 w	Black		\$<20.00	---	
WCKY	550	5 kw/1 kw (DA-2)	Talk	ABC, WW1, Talknt	\$103.00	Eastman	Jacor
WLW	700	50 kw	Talk/Full Service	ABC, AP	\$260.00	Eastman	Jacor
WSAI	1530	50 kw (DA-N)	Standards	Westwd, CBS	\$52.00	Eastman	

FM Stations

WAKW	93.3	50 kw @ 495	Religion		NA	---	Pillar of Fire	
WAQZ	107.1	3 kw @ 300	AOR-New Rock		\$35.00	K&P		Milford
WEBN	102.7	16.5 kw @ 905	AOR		\$164.00	Eastman	Jacor	
WGRR	103.5	10 kw @ 1037	Oldies		\$130.00	Mc-Guild	Tsunami	Hamilton
WIZF	100.9	1.25 kw @ 508	Black		\$70.00	D&R	Blue Chip	Erlanger, KY
WKRQ	101.9	16.2 kw @ 874	CHR	ABC	\$125.00	Katz		
WOFX	92.5	15.8 kw @ 905	Classic AOR		NA	Eastman	Jacor	
WRRM	98.5	18 kw @ 808	Soft AC		\$101.00	MMR	Susquehanna	
WUBE	105.1	14.5 kw @ 920	Country		\$170.00	Christal	Chancellor	
WVAE	94.9	10.5 kw @ 1056	Jazz		\$72.00	Katz	Heritage	Fairfield
WWNK	94.1	32 kw @ 600	AC	ABC	\$88.00	MMR	Jacor	
WYGY	96.5	19.5 kw @ 810	Country		\$76.00	Christal	Chancellor	Hamilton

Notes: Other ranked stations – See Dayton . . . 8/96 WAOZ (1360) changed calls to WAZU . . . 9/96 WGRR-F sold by Dalton Group to Tsunami for \$31,000,000 (MVP)
 . . . 9/96 WAZU changed from Children's to CNN news/brokered talk

Jim Duncan

Comments: A huge book for WEBN-F – their highest 12+ share in two years or more . . . WLW, on the other hand, had its lowest 12+ share in more than two years . . . Best book in more than three years for WKRQ-F . . . As with most major Country stations, WUBE-F is showing erosion

CLEVELAND

Arbitron Rank: 22 Pop (12+): 1,759,300	Stations: 27 / 22	Last Year's Revenue: \$76,000,000
MSA Rank: 20	Diarles: 3,248/542:1/57.1%	Household Income: \$45,939
MSA Pop: 2,220,000	Sample Target: 3,080	Retail Dollars: \$20.5 Bil
DMA: 13	% Below Line: 3.2	#1 Biller: WMJI-FM \$10,000,000
Average Person Ratings: 17.6	% Not Listed: 10.1	#1 Billing Portfolio: Nationwide duop+ \$24,700,000
Market TSL In Hours: 23.50	Pop per Station: 79,968	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WZAK-F	B	264 / 8.5	7.8	9.0	8.0	8.2	8.3	2710 / 15.4	15.0	15.3		H WZAK-F
2 WGAR-F	C	260 / 8.4	9.3	8.9	7.7	7.6	8.6	3134 / 17.8	18.1	16.3		H WGAR-F
3 WMJI-F	O	240 / 7.7	6.3	7.2	7.4	8.4	7.2	3656 / 20.8	19.4	21.9		I WMJI-F
4 WNCX-F	T/C L AOR	194 / 6.2	5.7	6.6	5.8	6.2	6.1	2842 / 16.2	16.3	17.4		H WNCX-F
5 WDOK-F	SAC	191 / 6.2	5.6	7.5	7.1	7.2	6.6	2698 / 15.3	14.7	17.5		H WDOK-F
6 WRMR	ST	187 / 6.0	6.6	5.7	6.3	5.8	6.2	1936 / 9.8	11.3	9.1		C WRMR
7 WQAL-F	AC	185 / 6.0	5.1	5.0	5.2	5.4	5.3	3330 / 18.9	18.1	17.0		F WQAL-F
8 WKNR	SPRTS	173 / 5.6	5.2	2.7	4.9	4.8	4.6	3558 / 20.2	19.6	15.0		D WKNR
9 WMMS-F	AOR-NR	172 / 5.5	6.0	4.8	5.8	6.2	5.5	2987 / 17.0	16.8	17.0		G WMMS-F
10 WNWV-F	J	157 / 5.1	3.5	3.5	4.0	3.9	4.0	1936 / 11.0	9.5	9.8		D WNWV-F
11 WZJM-F	CHR	146 / 4.7	4.7	4.5	3.2	3.4	4.3	2871 / 16.3	16.2	13.0		D WZJM-F
12 WTAM	N/T	124 / 4.0	4.6	4.9	3.9	3.7	4.3	2068 / 11.8	12.6	10.3		E WTAM
13 WLTF-F	AC	81 / 2.6	4.6	4.7	5.6	4.7	4.4	1961 / 11.1	12.2	14.3		H WLTF-F
14 WCLV-F	CL	75 / 2.4	2.6	3.0	2.6	2.9	2.6	1233 / 7.0	7.3	7.9		D WCLV-F
15 WJMO	B/O	63 / 2.0	1.4	1.8	2.2	1.8	1.9	820 / 4.7	4.3	4.9		B WJMO
16 WENZ-F	AOR-NR	58 / 1.9	2.1	2.1	2.2	3.2	2.1	1707 / 9.7	9.1	10.9		C WENZ-F

12+ FM Share (Metro): 76.61 % (2139 of 2792) (Summer 95 77.90 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZAK-F >>	1 WNCX-F <	1 WZAK-F	1 WNCX-F <	1 WMJI-F	1 WMJI-F <	1 WMJI-F	1 WGAR-F <	1 WZAK-F	1 WKNR	1 WZAK-F >>
2 WZJM-F	2 WZAK-F <	WNCX-F	2 WMJI-F <	2 WNCX-F <	2 WRMR <	2 WNCX-F <	2 WMJI-F <	2 WGAR-F <	2 WZAK-F >	2 WGAR-F
3 WMMS-F >>	3 WMMS-F	3 WQAL-F <	3 WZAK-F <	3 WGAR-F	3 WGAR-F	3 WGAR-F	3 WDOK-F <	3 WMJI-F <	3 WGAR-F	3 WNCX-F
	4 WQAL-F <	4 WGAR-F	4 WQAL-F <	WZAK-F <	4 WDOK-F	4 WDOK-F <	4 WRMR <	4 WQAL-F <	4 WMMS-F <	
	5 WGAR-F <	WMJI-F	5 WGAR-F	5 WQAL-F	5 WKNR	5 WZAK-F	5 WQAL-F <	5 WNCX-F <	5 WZJM-F <	
	6 WZJM-F >	6 WMMS-F	6 WNWV-F <	6 WDOK-F <	6 WNWV-F <	6 WRMR <	6 WZAK-F <	6 WDOK-F	6 WNCX-F	
			7 WDOK-F	7 WNWV-F	7 WTAM	7 WQAL-F	7 WTAM <	WRMR		
						8 WMMS-F	8 WNCX-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 WZJM-F <	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WZAK-F <	1 WMMS-F >	1 WNCX-F	1 WNCX-F >	1 WNCX-F >	1 WNCX-F
2 WZAK-F	2 WQAL-F <	2 WQAL-F	2 WQAL-F	2 WDOK-F	2 WNCX-F	2 WMMS-F >	2 WMMS-F	2 WMMS-F <	2 WMJI-F
3 WQAL-F >	3 WZJM-F	3 WGAR-F <	3 WDOK-F <	WMJI-F <	3 WZAK-F	3 WZAK-F	3 WKNR	3 WMJI-F	3 WKNR
4 WMMS-F	4 WGAR-F	4 WZJM-F <	4 WGAR-F	4 WGAR-F <	4 WGAR-F >	4 WGAR-F	4 WZAK-F <	4 WGAR-F <	4 WGAR-F
WGAR-F >>	5 WMMS-F <	5 WNCX-F	5 WMJI-F <	5 WQAL-F	5 WZJM-F	5 WKNR	5 WGAR-F	5 WKNR <	5 WQAL-F
	6 WNCX-F	6 WDOK-F	6 WZJM-F	6 WNWV-F	6 WENZ-F	6 WQAL-F	WQAL-F	6 WZAK-F	WZAK-F <
		WNWV-F <		7 WNCX-F		7 WMJI-F <	7 WMJI-F	7 WQAL-F	7 WMMS-F <
									8 WNWV-F

CLEVELAND

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel WENZ-FM, WERE-AM, WNCX-FM	8.7 %	11.0 %	12.8 %	WABQ	G	1540 Cleveland	1.2 /	1.9	
Nationwide WGAR-FM, WMJI-FM, WMMS-FM	21.6 %	23.5 %	32.5 %	WELW	?	1330 Willoughby	0.4 /	1.3	
Zapis WJMO-AM, WZAK-FM, WZJM-FM	15.2 %	13.9 %	14.7 %	WEOL	ST	930 Elyria	0.9 /	2.4	
				WERE	N/T	1300 Cleveland	0.6 /	2.4	
				WOBL	C	1320 Oberlin	0.3 /	0.7	
				WZLE-F	REL	104.9 Lorain	0.5 /	1.8	
	45.5 %	48.4 %	60.0 %	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				WKDD-F	CHR/AC	96.5 Akron	0.6 /	4.0	
				WKKY-F	C	104.9 Geneva	0.4 /	0.9	
				WONE-F	AOR	97.5 Akron	1.3 /	4.6	
				WQMX-F	C	94.9 Medina	0.6 /	3.1	
				WZOO-F	AC/CHR	102.5 Edgewood	0.4 /	1.6	

AM Stations

WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Zapis
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$51.00	CBS	
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$50.00	MMR/Espa	
WTAM	1100	50 kw	News/Talk	ABC, AP	\$68.00	Christal	SFX, pend.

FM Stations

WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espan	
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$54.00	Mc-Guild	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Nationwide
WLTF	106.5	11.5 kw @ 1037	AC	AP	\$145.00	Christal	SFX, pend.
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$181.00	Katz	Nationwide
WMMS	100.7	32 kw @ 600	AOR-New Rock	Westwd, Source	\$140.00	Katz	Nationwide
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$146.00	Clear Chann	Clear Channel
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$47.00	Torbet	
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$90.00	Banner	Fairfield/ML
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$146.00	D&R	Zapis
WZJM	92.3	40 kw @ 548	CHR	ABC	\$50.00	D&R	Zapis

Notes: 7/96 WWWE changed calls to WTAM; the station signed on with the WTAM calls in 1923 and used them until 1955 . . . 10/96 Secret sold these stations to SFX: WLTF-F for \$38,000,000; WTAM for \$14,000,000

Jim Duncan

Comments: WKNR enjoyed its best book ever . . . It's an interesting move for WWWE to change calls; I cannot remember the last time a full clear channel did so . . . WLTF-F faded to a 2.6 - its lowest share since the 1970's . . . WZAK-F has become one of the finest Black/Urban stations in the country

COLORADO SPRINGS

Arbitron Rank: 98 Pop (12+): 382,400	Stations: 26 / 17	Last Year's Revenue: \$14,400,000
MSA Rank: 105	Diaries: 1,420/269:1/61.0%	Household Income: \$41,027
MSA Pop: 473,000	Sample Target: 1,360	Retail Dollars: \$4.7 Bil
DMA: 97 (w/Pueblo)	% Below Line: 12.5	#1 Billing: KKCS-AF \$3,400,000
Average Person Ratings: 15.5	% Not Listed: 13.0	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 22,494	Citadel duop+ \$4,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KKMG-F	CHR	67 / 11.3	10.8	8.6	8.4	8.0	9.8	1013 / 26.5	24.8	23.3	C	KKMG-F
2	KKCS-AF	C	56 / 9.5	8.9	9.4	12.2	9.1	10.0	689 / 18.0	17.6	19.6	E	KKCS-AF
3	KKFM-F	AOR/CL	52 / 8.8	9.4	9.4	8.6	8.2	9.1	764 / 20.0	19.4	18.0	D	KKFM-F
4	KILO-F	AOR	47 / 7.9	8.2	7.8	6.1	8.0	7.5	639 / 16.7	15.3	17.0	C	KILO-F
5	KSPZ-F	O	37 / 6.2	6.5	6.2	5.2	6.2	6.0	655 / 17.1	16.5	14.4	C	KSPZ-F
6	KVOR	N/T	35 / 5.9	6.1	4.8	5.9	6.6	5.7	442 / 11.5	12.9	12.9	B	KVOR
7	KKLI-F	SAC	31 / 5.2	6.1	5.9	5.9	4.6	5.8	530 / 13.9	12.9	12.2	C	KKLI-F
8	KCCY-F	C	28 / 4.7	3.5	4.3	2.5	4.6	3.8	462 / 12.1	11.2	9.3	A	KCCY-F
	KVUU-F	AC	28 / 4.7	4.9	3.8	5.9	4.1	4.8	610 / 16.0	14.9	13.6	C	KVUU-F
10	KOA	T/FS	23 / 3.9	4.0	4.0	4.2	4.6	4.0	406 / 10.6	11.2	12.0		KOA
11	KBIQ-F	REL	19 / 3.2	1.2	2.6	1.9	2.5	2.2	318 / 8.3	4.3	5.9		KBIQ-F
	KRDO-F	SAC	19 / 3.2	3.8	3.2	3.5	3.0	3.4	388 / 10.2	9.7	10.1	B	KRDO-F
13	KHII-F	C	11 / 1.9	1.0	1.3	1.0	2.0	1.3	240 / 6.3	4.8	5.1		KHII-F
14	KCMN	ST	10 / 1.7	2.6	2.6	2.2	1.8	2.3	88 / 2.3	3.8	3.0	A	KCMN
15	KROO	N/T	9 / 1.5	1.4	0.8	1.2	1.1	1.2	168 / 4.4	5.2	5.1		KRDO

12+ FM Share (Metro): 82.33 % (424 of 515) (Summer 95 81.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	KKMG-F >>	1	KKFM-F	1	KKFM-F <	1	KKCS-AF	1	KKMG-F <	1	KSPZ-F
2	KILO-F >>	2	KILO-F	2	KKCS-AF <	2	KKCS-AF	2	KKCS-AF <	2	KILO-F
3	KKFM-F	3	KKCS-AF <	3	KKMG-F	3	KSPZ-F	3	KVOR <	3	KVUU-F
4	KKCS-AF >	4	KILO-F >	4	KILO-F	4	KKFM-F <	4	KKLI-F <	4	KKFM-F
5	KCCY-F	5	KSPZ-F	5	KSPZ-F	5	KILO-F <	5	KILO-F	5	KKCS-AF
6	KVUU-F	6	KVUU-F	6	KVUU-F <	6	KKLI-F	6	KSPZ-F	6	KKFM-F
					KVUU-F >	7	KSPZ-F >		KKLI-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	KKMG-F >>	1	KKCS-AF	1	KKMG-F	1	KKFM-F	1	KKFM-F <
2	KCCY-F >>	2	KKMG-F >	2	KKCS-AF >	2	KKMG-F	2	KILO-F >
3	KCCY-F	3	KVUU-F	3	KKLI-F <	3	KKLI-F	3	KKCS-AF
4	KVUU-F	4	KKFM-F	4	KKFM-F	4	KSPZ-F	4	KKCS-AF
5	KKFM-F	5	KILO-F	5	KVUU-F <	5	KKFM-F <	5	KSPZ-F
6	KILO-F	6	KCCY-F	6	KSPZ-F	6	KVUU-F	6	KOA
	KKLI-F >	KKLI-F >							KVUU-F

Consolidation Report	12+	25-54	Revenue
Citadel KKFM-FM, KKLI-FM, KKMG-FM	25.3 %	26.6 %	31.9 %
Local KCBR-AM, KCMN-AM	1.7 %	0.5 %	1.4 %
Salem KBIQ-FM, KGFT-FM, KPRZ-FM	5.9 %	7.4 %	%
Triathlon KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM	17.5 %	17.4 %	26.0 %
	50.4 %	51.9 %	59.3 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGFT-F	REL 100.7	Pueblo	1.4 / 4.0
KPRZ-F	REL 96.1	Fountain	1.4 / 4.7
KTWK	ST 740	Colorado Springs	0.7 / 2.5

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBPI-F	AOR 106.7	Denver	0.7 / 1.1
KDZA-F	O 107.9	Pueblo	0.3 / 2.3
KGHF	ST 1350	Pueblo	1.0 / 1.4
KHOW	T 630	Denver	0.5 / 1.6
KJMN-F	CHR 92.1	Castle Rock	0.5 / 2.6

COLORADO SPRINGS

AM Stations

KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---	
KKCS	1460	1 kw/500 w (DA-N)	See KKCS-F				
KRDO	1240	1 kw	Sports/Talk	ABC, 1-on-1	\$12.00	D&R	
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS, CNN	\$25.00	Katz	Triathlon

FM Stations

KBIQ	102.7	100 kw @ 2000	Religion		\$<20.00	Salem	Salem	Manitou Springs
KHII	105.5	400 kw @ 2228	Country		\$17.00	D&R		Security
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakel	
KKCS	101.9	72 kw @ 2280	Country		\$67.00	Torbet	Walton	
KKFM	98.1	71 kw @ 2290	AOR-Classic		\$52.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$29.00	D&R	Citadel	Widefield
KKMG	98.9	70 kw @ 2300	CHR		\$30.00	Christal	Citadel	Pueblo
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$36.00	Katz	Triathlon	
KVUU	99.9	68 kw @ 2000	AC/CHR		\$30.00	Katz	Triathlon	Pueblo

Notes: KCCY-F – See Pueblo in Duncan's American Radio Spring 1996 . . . Other ranked stations – See Denver . . . KRDO-F reclassified as AC . . . 8/96 The KBIQ-F call letters and format (Religion) moved from 96.1 to 102.7 (the former KIKX-F); 96.1 became KPRZ-F, carrying Religion

Jim Duncan

Comments: Four consecutive up books now for KKMFG-F . . . KCCY-F had its best book ever in Colorado Springs . . . Religion KBIQ-F rose above a three share

COLUMBIA, SC

Arbitron Rank: 88 Pop (12+): 412,300	Stations: 17 / 16	Last Year's Revenue: \$17,300,000
MSA Rank: 101	Diaries: 1,441/286:1/52.1%	Household Income: \$44,151
MSA Pop: 495,000	Sample Target: 1,450	Retail Dollars: \$4.5 bil
DMA: 89	% Below Line: 0.6	#1 Biller: WWDM-F \$3,300,000
Average Person Ratings: 15.1	% Not Listed: 15.9	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 25,769	Benchmark duop+ \$5,900,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WWDM-F	124 / 19.9	20.3	15.8	19.0	20.1	18.7	1014 / 24.6	25.9	27.6	E	WWDM-F
2	WCOS-F	52 / 8.3	10.5	12.1	9.2	9.9	10.0	796 / 19.3	20.9	21.0	E	WCOS-F
3	WNOK-F	44 / 7.1	8.5	7.9	7.3	8.0	7.7	888 / 21.5	22.1	20.5	C	WNOK-F
4	WTCB-F	40 / 6.4	6.6	7.5	7.8	6.8	7.1	635 / 15.4	13.7	15.1	O	WTCB-F
5	WVOC	37 / 5.9	3.9	4.3	6.1	3.9	5.1	550 / 13.3	11.4	12.3	C	WVOC
6	WFMV-F	35 / 5.6	4.2	7.2	5.5	5.6	5.6	438 / 10.6	10.5	9.8	A	WFMV-F
7	WARQ-F	34 / 5.5	4.5	5.5	6.2	7.3	5.4	617 / 15.0	15.1	14.9	B	WARQ-F
8	WMFX-F	33 / 5.3	7.3	6.6	4.8	5.1	6.0	601 / 14.6	15.7	13.6	C	WMFX-F
	WSCQ-F	33 / 5.3	6.0	6.3	6.9	5.7	6.1	432 / 10.5	11.4	11.0	B	WSCQ-F
10	WOMG-F	28 / 4.5	5.1	4.6	3.6	4.2	4.5	604 / 14.6	12.8	12.6	C	WOMG-F
11	WHKZ-F	18 / 2.9	2.8	3.9	3.1	3.9	3.2	429 / 10.4	8.3	11.1	B	WHKZ-F
12	WLXC-F	13 / 2.1	1.9	1.6	1.6	0.3	1.8	220 / 5.3	4.1	2.4		WLXC-F
13	WISW	10 / 1.6	0.9	1.0	0.8	1.4	1.1	259 / 6.3	5.6	5.5		WISW

12+ FM Share (Metro): 87.40 % (458 of 524) (Summer 95 91.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>
2 WARQ-F	2 WNOK-F	2 WNOK-F	2 WTCB-F	2 WTCB-F <	2 WCOS-F <	2 WCOS-F <	2 WVOC	2 WCOS-F <	2 WNOK-F <	2 WVOC
3 WNOK-F >>	3 WARQ-F <	WTCB-F <	3 WCOS-F	3 WCOS-F	3 WSCQ-F	3 WMFX-F <	3 WNOK-F	3 WNOK-F	3 WARQ-F	3 WCOS-F
	4 WMFX-F	4 WCOS-F <	4 WNOK-F	4 WNOK-F	4 WVOC	4 WSCQ-F <	4 WTCB-F	4 WTCB-F	4 WCOS-F	WSCQ-F >
	5 WCOS-F	5 WMFX-F	5 WMFX-F <	5 WFMV-F	5 WTCB-F <	5 WTCB-F	5 WNOK-F	5 WVOC <		
	6 WTCB-F >	6 WARQ-F <	6 WFMV-F	WMFX-F <	6 WFMV-F	6 WFMV-F <	6 WMFX-F <	6 WARQ-F		
		7 WFMV-F	7 WVOC	7 WVOC	7 WOMG-F >	7 WNOK-F	7 WOMG-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 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >
2 WNOK-F	2 WNOK-F	2 WTCB-F	2 WTCB-F	2 WTCB-F	2 WMFX-F	2 WMFX-F	2 WNOK-F	2 WMFX-F >	2 WMFX-F
	WARQ-F >>	3 WTCB-F >	3 WNOK-F	3 WNOK-F	3 WARQ-F >>	3 WARQ-F <	3 WARQ-F	3 WCOS-F	3 WCOS-F <
		4 WCOS-F	4 WCOS-F >	4 WCOS-F <	4 WFMV-F <	4 WCOS-F	4 WNOK-F	4 WNOK-F	4 WNOK-F
		WARQ-F	5 WFMV-F	5 WFMV-F	5 WNOK-F	WNOK-F >>	5 WCOS-F	5 WCOS-F	5 WCOS-F
		6 WFMV-F	6 WVOC	6 WOMG-F	6 WOMG-F			6 WVOC	6 WVOC >
									WARQ-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Benchmark	23.5 %	21.8 %	34.1 %	WCOS	SPRTS	1400	Columbia 1.1 / 4.4
WCOS-AM, WCOS-FM, WHKZ-FM, WSCQ-FM, WVOC-AM				WOIC	O	1230	Columbia 1.0 / 3.4
Bloomington	12.5 %	15.1 %	22.5 %	WTGH	B/G	620	Cayce 1.0 / 2.5
WISW-AM, WOMG-FM, WTCB-FM							
Clear Channel	25.4 %	22.9 %	23.1 %				
WARQ-FM, WWDM-FM							
Local	13.4 %	14.1 %	17.9 %				
WMFX-FM, WNOK-FM, WOIC-AM				WBBQ-F	AC	104.3	Augusta, GA 0.6 / 2.8
	74.8 %	73.9 %	97.6 %				

COLUMBIA, SC

AM Stations

WISW	1320	5 kw/2.5 kw (DA-2)	News	AP	NA	Christal	Bloomington
WVOC	560	5 kw (DA-N)	News/Talk	Westwd, CNN	\$30.00		Benchmark

FM Stations

WARQ	93.5	2.8 kw @ 443	AOR		\$24.00	Banner	Clear Channel	
WCOS	97.5	100 kw @ 983	Country	ABC	\$68.00	Mc-Guild	Benchmark	
WFMV	95.3	3 kw @ 328	Gospel	CNN	\$<20.00	—		S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Mc-Guild	Benchmark	Cayce
WLXC	98.5	6 kw @ 328	Black		NA	K&P		Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic		\$33.00	Katz		St. Andrews
WNOK	104.7	100 kw @ 1004	CHR	ABC	\$42.00	Mc-Guild	WMFX owner	
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Chr stal	Bloomington	
WSCQ	100.1	5.9 kw @ 330	EZ/Standards	CBS	\$22.00	Eastman	Benchmark	W. Columbia
WTCB	106.7	100 kw @ 787	AC		\$59.00	Christal	Bloomington	Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$71.00	Banner	Clear Channel	Sumter

Notes: 9/96 WSCQ-F was sold to Benchmark for \$4,100,000 (Americom)

Jim Duncan

Comments: Market listening levels are down a full rating point versus a year ago . . . WCOS-F had its weakest book in more than two years . . . WWDM-F maintained a steady 12+ share although its cume rating is down three points from last year

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

COLUMBUS, OH

Arbitron Rank: 32	Pop (12+): 1,223,900	Stations: 27 / 26	Last Year's Revenue: \$60,000,000
MSA Rank: 38		Diaries: 2,549/480:1/52.3%	Household Income: \$48,166
MSA Pop: 1,450,000		Sample Target: 2,440	Retail Dollars: \$16.8 Bil
DMA: 34		% Below Line: 1.2	#1 Biller: WSNY-F \$9,400,000
Average Person Ratings: 14.6		% Not Listed: 13.0	#1 Billing Portfolio:
Market TSL in Hours: 19.50		Pop per Station: 47,073	Jacor duop+: \$22,200,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WNCI-F	CHR	202 / 11.3	7.7	7.8	8.9	8.9	3395 / 27.7	22.8	25.0		H	WNCI-F
2	WTVN	FS	149 / 8.3	7.2	9.6	8.1	8.4	2262 / 18.5	15.8	18.0		H	WTVN
3	WSNY-F	AC	131 / 7.3	8.5	6.9	6.4	5.5	2389 / 19.6	19.3	17.4		H	WSNY-F
4	WCOL-F	C	125 / 7.0	8.1	9.3	8.7	7.7	2090 / 17.1	17.2	17.0		G	WCOL-F
5	WLWQ-F	AOR/CL	122 / 6.8	7.0	5.6	5.4	7.0	1911 / 15.6	15.7	16.7		H	WLWQ-F
6	WJZA-F	B	109 / 6.1	5.1	3.2			1215 / 9.9	8.4				WJZA-F
7	WBZX-F	AOR	105 / 5.9	7.1	6.4	7.5	7.8	2002 / 16.4	18.4	18.2		F	WBZX-F
8	WBNS-F	O	96 / 5.4	5.9	4.7	4.2	5.3	1884 / 15.4	15.2	14.2		E	WBNS-F
9	WHOK-F	C	71 / 4.0	3.9	4.9	4.5	4.8	1332 / 10.9	10.9	11.5		D	WHOK-F
10	WCEZ-F	SAC	49 / 2.7	2.5	2.7	2.1	3.3	636 / 5.2	4.9	6.5		B	WCEZ-F
11	WWCD-F	AOR-NR	45 / 2.5	3.0	2.4	3.5	2.6	1142 / 9.3	9.1	8.8		C	WWCD-F
12	WAKS-F	O-70s	40 / 2.2	2.1	2.1	2.3	3.5	1093 / 8.9	7.4	9.1		C	WAKS-F
13	WLDD-F	C	39 / 2.2	2.4	2.7	2.9	2.6	867 / 7.1	8.1	7.1		C	WLDD-F
14	WCXK-F	B	35 / 2.0	1.4	3.0	4.5	4.7	844 / 6.9	5.1	9.3		C	WCXK-F
15	WCLT-F	C	33 / 1.8	1.9	2.3	2.7	2.7	589 / 4.8	4.4	5.7			WCLT-F
16	WVVO	B	26 / 1.5	1.2	1.8	3.2	2.6	458 / 3.7	3.4	5.7		B	WVVO
17	WZJZ-F	J	25 / 1.4	1.7	1.8			472 / 3.9	5.5				WZJZ-F
18	WCOL	T	23 / 1.3	1.5	1.1	1.4	1.3	515 / 4.2	4.3	4.7		B	WCOL
19	WBNS	SPRTS	22 / 1.2	1.4	1.6	2.7	1.3	594 / 4.9	5.0	4.9		B	WBNS
20	WLW	FS/T	21 / 1.2	0.8	1.6	0.9	1.5	520 / 4.2	3.7	5.4			WLW
	WAHC-F	O-70s	21 / 1.2	1.2	1.3	0.8	1.3	571 / 4.7	3.8	4.0			WAHC-F
22	WMNI	C	19 / 1.1	1.6	1.3	1.2	1.5	385 / 3.1	3.9	3.6		A	WMNI

12+ FM Share (Metro): 82.54 % (1286 of 1558) (Summer 95 80.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNCI-F >	1 WNCI-F >	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F >	1 WNCI-F >	1 WTVN
2 WBZX-F	2 WBZX-F	2 WLWQ-F	2 WLWQ-F	2 WLWQ-F <	2 WSNY-F <	2 WNCI-F	2 WSNY-F <	2 WSNY-F <	2 WBZX-F <	2 WJZA-F >
3 WJZA-F	3 WLWQ-F	3 WSNY-F	3 WSNY-F	3 WSNY-F	3 WBNS-F <	3 WLWQ-F	3 WTVN	3 WCOL-F <	3 WJZA-F	
	4 WJZA-F	4 WCOL-F <	4 WCOL-F	4 WCOL-F	4 WNCI-F <	4 WSNY-F	4 WLWQ-F <	4 WLWQ-F <	4 WSNY-F	
	5 WCOL-F <	5 WJZA-F <	5 WJZA-F	5 WBNS-F <	5 WCOL-F <	5 WCOL-F	5 WCOL-F	5 WBZX-F	5 WCOL-F	
	6 WSNY-F >	6 WBZX-F >	6 WBNS-F	6 WJZA-F <	6 WLWQ-F	6 WJZA-F <	6 WBNS-F	WJZA-F <	6 WTVN	
		7 WBNS-F <	7 WTVN <	7 WTVN	7 WCEZ-F	7 WBZX-F	7 WBZX-F <	7 WTVN <		
		8 WTVN <	8 WBZX-F			8 WJZA-F	8 WJZA-F	8 WBNS-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 WNCI-F >	1 WNCI-F >	1 WNCI-F	1 WNCI-F	1 WNCI-F <	1 WBZX-F >	1 WBZX-F	1 WLWQ-F >	1 WLWQ-F	1 WLWQ-F >
2 WJZA-F >	2 WSNY-F <	2 WSNY-F >	2 WSNY-F >	2 WSNY-F >	2 WNCI-F >	2 WLWQ-F	2 WBZX-F	2 WNCI-F	2 WNCI-F >
3 WBZX-F	3 WJZA-F	3 WCOL-F	3 WCOL-F <	3 WCOL-F	3 WLWQ-F	3 WNCI-F >>	WNCI-F >	3 WBZX-F >	3 WTVN
	4 WCOL-F >	4 WJZA-F	4 WJZA-F >	4 WBNS-F <	4 WCOL-F	4 WWCD-F <	4 WWCD-F <	4 WCOL-F	4 WBNS-F
	5 WLWQ-F >>	5 WLWQ-F >	5 WBNS-F <	5 WJZA-F	WHOK-F	5 WTVN	5 WTVN	5 WJZA-F <	5 WCOL-F <
		6 WBZX-F	6 WLWQ-F	6 WLWQ-F <	6 WJZA-F	WJZA-F	6 WJZA-F	6 WTVN	6 WBZX-F <
				7 WHOK-F <	7 WWCD-F	WCOL-F	7 WBNS	7 WWCD-F <	7 WJZA-F <
				8 WTVN >			WCOL-F	8 WSNY-F	8 WSNY-F

COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Jacor	21.3 %	21.1 %	37.0 %	WNKO-F	AC	101.7 Newark	0.4	1.0	
WTVN-AM, WLVQ-FM, WLOH-AM, WLLD-FM, WHOK-FM				WQIO-F	CHR	93.7 Mt. Vernon	0.7	2.5	
Nationwide	19.6 %	19.7 %	24.8 %	WRFD	REL	880 Worthington	0.7	2.1	
WNCI-FM, WCOL-FM, WCOL-AM				WSMZ-F	B	103.1 Johnstown	0.6	2.0	
	40.9 %	40.8 %	61.8 %	WSWZ-F	O	103.5 Lancaster	0.5	2.0	

AM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product	Station
WBNS	1460	5 kw/1 kw (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch
WCOL	1230	1 kw	Talk	AP	\$29.00	MMR	Nationwide
WMNI	920	1 kw/500 w (DA-2)	Country	Westwd	\$25.00	Eastman	
WTVN	610	5 kw (DA-N)	Full Service	ABC	\$149.00	Katz	Jacor
WVVO	1580	1 kw/250 w (DA-2)	Black AC	Westwd, AURN	\$31.00	Mc-Guild	Saga

FM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product	Station
WAHC	107.1	3 kw @ 328	Oldies-70's	NA	Allied		Circleville
WAKS	105.7	2.5 kw @ 512	Oldies-70's	\$35.00	Allied	WAHC Owner	Marysville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$75.00	Banner	Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR		\$94.00	Eastman	
WCEZ	107.9	6 kw @ 285	Soft AC		\$23.00	K&P	Associated
WCKX	106.3	6 kw @ 328	Black	AURN	\$36.00	D&R	London
WCLT	100.3	50 kw @ 388	Country	Westwd	\$30.00	---	Newark
WCOL	92.3	21.9 kw @ 753	Country		\$125.00	MMR	Nationwide
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$70.00	Christal	Jacor
WJZA	107.5	1.9 kw @ 413	Black	NA	---		
WLLD	98.9	0.58 kw @ 753	Country		\$44.00	Christal	Jacor
WLVQ	96.3	18 kw @ 753	AOR		\$157.00	Katz	Jacor
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	MMR	Nationwide
WSNY	94.7	22.3 @ 753	AC		\$175.00	Mc-Guild	Saga
WWCD	101.1	6 kw @ 328	AOR-New Rock		\$39.00	Roslin	Grove City
WZJZ	104.3	3.4 kw @ 435	Jazz	NA	---		Richwood

Notes: WLW -- See Cincinnati . . . 9/96 WCKX-F (106.3; London) sold by Sunrise to Blue Chip for \$3,300,000

Jim Duncan

Comments: Heritage CHR WNCI-F had a superb book and is back into double digits; note that WNCI is ranked #4 in 35+ . . . Black formatted WJZA-F has become a very viable station in only three books . . . WBZX-F has fallen considerably below its four-book average

DALLAS-FT. WORTH

Arbitron Rank: 7	Pop (12+): 3,570,000	Stations: 34 / 34	Last Year's Revenue: \$200,100,000
MSA Rank: 11-Dallas		Diaries: 4,304/829:1/50.0%	Household Income: \$50,405
MSA Pop: 4,510,000		Sample Target: 4,120	Retail Dollars: \$42.4 Bil
DMA: 8		% Below Line: 0.0	#1 Biller: KVIL-F \$26,000,000
Average Person Ratings: 16.6		% Not Listed: 8.8	#1 Billing Portfolio: Westinghouse duop+ \$81,200,000
Market TSL In Hours: 21.75		Pop per Station: 105,000	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KKDA-F	371 / 6.3	5.7	5.4	4.6	5.7	5.5	4028 / 11.3	10.7	11.4		I	KKDA-F
2	KHKS-F	351 / 5.9	6.2	5.7	5.6	5.1	5.8	6301 / 17.6	18.7	16.7		I	KHKS-F
3	WBAP	319 / 5.4	4.9	4.6	4.7	4.9	4.9	4202 / 11.8	12.1	11.7		J	WBAP
4	KSCS-F	288 / 4.9	6.2	5.0	5.5	5.6	5.4	4950 / 13.9	15.3	15.2		J	KSCS-F
5	KYNG-F	283 / 4.8	4.9	3.9	4.8	5.1	4.6	4011 / 11.2	12.1	12.0		I	KYNG-F
6	KVIL-F	278 / 4.7	5.2	5.4	5.6	5.2	5.2	4922 / 13.8	13.8	14.4		K	KVIL-F
7	KRBV-F	271 / 4.6	4.2	4.2	5.0	3.7	4.5	3117 / 8.7	8.8	11.0		G	KRBV-F
8	KRLD	257 / 4.3	4.1	3.7	3.8	3.8	4.0	5305 / 14.9	14.8	13.5		H	KRLD
9	KLUV-F	250 / 4.2	3.4	4.0	3.9	4.6	3.9	4690 / 13.1	12.2	13.0		I	KLUV-F
10	KPLX-F	225 / 3.8	4.3	4.4	3.9	4.1	4.1	3737 / 10.5	11.6	11.4		I	KPLX-F
11	KEGL-F	224 / 3.8	3.8	4.6	3.9	4.4	4.0	4044 / 11.3	11.6	12.6		H	KEGL-F
12	KOAI-F	208 / 3.5	3.4	3.6	4.2	4.2	3.7	3265 / 9.1	9.9	10.4		I	KOAI-F
13	KLTY-F	197 / 3.3	2.9	2.6	2.7	2.8	2.9	2798 / 7.8	7.2	6.3		E	KLTY-F
14	KDMX-F	195 / 3.3	3.9	2.8	2.7	3.0	3.2	4231 / 11.9	11.9	10.0		H	KDMX-F
15	KDGE-F	183 / 3.1	3.2	3.6	3.5	3.2	3.3	4282 / 12.0	12.2	13.2		H	KDGE-F
16	KTXX-F	160 / 2.7	2.7	4.0	3.3	2.8	3.2	3915 / 11.0	10.0	10.9		G	KTXX-F
	WRR-F	160 / 2.7	2.2	2.1	1.8	2.7	2.2	2306 / 6.5	6.6	7.9		D	WRR-F
18	KRRW-F	159 / 2.7	2.2	2.9	2.6	2.2	2.6	3380 / 9.5	8.2	9.3		G	KRRW-F
19	KZPS-F	151 / 2.5	2.6	2.2	2.8	2.4	2.5	3581 / 10.0	9.3	10.9		G	KZPS-F
20	KLIF	135 / 2.3	2.6	2.3	2.5	1.9	2.4	2089 / 5.9	6.8	5.8		H	KLIF
21	KTCK	108 / 1.8	2.3	2.1	2.0	1.1	2.1	1805 / 5.1	5.3	3.9		F	KTCK
22	KESS	107 / 1.8	1.7	1.7	1.1	1.2	1.6	1171 / 3.3	3.6	2.6			KESS
23	KHVN	88 / 1.5	1.2	1.9	1.6	1.6	1.6	1174 / 3.3	2.7	3.3			KHVN
24	KKDA	78 / 1.3	1.0	1.1	1.1	1.6	1.1	954 / 2.7	2.6	3.7			KKDA
25	KHCK-F	76 / 1.3	1.7	1.6	1.1	0.8	1.4	1301 / 3.6	3.8	2.1			KHCK-F
26	KEWS-F	62 / 1.0	1.1	1.7	2.0	2.5	1.5	1967 / 5.5	5.1	6.2			KEWS-F
	KRVA	62 / 1.0	0.8	0.9	1.2	0.5	1.0	612 / 1.7	1.9	1.3			KRVA

12+ FM Share (Metro): 76.41 % (4124 of 5397) (Summer 95 78.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDA-F	1 KKDA-F <	1 KHKS-F <	1 KRBV-F <	1 KVIL-F <	1 WBAP	1 KHKS-F <	1 WBAP	1 KKDA-F <	1 KKDA-F	1 KYNG-F
2 KHKS-F >>	2 KHKS-F	2 KKDA-F <	2 KVIL-F <	2 KLUV-F <	2 KRLD <	2 WBAP <	2 KYNG-F <	2 KHKS-F <	2 KRLD <	2 WBAP <
3 KEGL-F	3 KRBV-F <	3 KRBV-F <	3 KLUV-F <	3 KRBV-F <	3 KVIL-F <	3 KEGL-F <	3 KHKS-F	3 WBAP	3 KRBV-F <	3 KRLD <
4 KRBV-F	4 KYNG-F <	4 KHKS-F <	4 KSCS-F <	4 KSCS-F <	4 KLUV-F <	4 KKDA-F <	KVIL-F <	4 KSCS-F	4 KHKS-F	4 KKDA-F <
5 KYNG-F <	5 KVIL-F <	5 KSCS-F	5 KYNG-F <	5 KSCS-F	5 KSCS-F	5 KSCS-F <	5 KKDA-F <	KYNG-F <	5 KYNG-F <	5 KRBV-F <
6 KDGE-F <	6 KEGL-F	KYNG-F <	6 KHKS-F <	6 KHKS-F <	6 KOAI-F <	6 KVIL-F	6 KLUV-F	6 KLUV-F <	6 KVIL-F	6 KHKS-F
7 KDMX-F	KSCS-F <	7 KKDA-F <	7 KKDA-F	7 WRR-F <	7 KRLD <	KSCS-F <	7 KVIL-F <			
	8 KLUV-F <	8 KDMX-F <	WBAP <	8 KYNG-F <	8 KYNG-F	8 KRLD <	8 KRBV-F <			
	9 KDMX-F	9 KLTY-F <	9 KDMX-F	9 KPLX-F	9 KPLX-F <	9 KPLX-F <	9 KDMX-F			
			KLTY-F <				KOAI-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 KHKS-F	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KVIL-F	1 KKDA-F	1 KEGL-F	1 KEGL-F >	1 KEGL-F	1 WBAP
2 KKDA-F	2 KKDA-F	2 KKDA-F <	2 KVIL-F <	2 KRBV-F	2 KEGL-F	2 KKDA-F >	2 KKDA-F	2 KKDA-F <	2 KEGL-F <
3 KYNG-F >	3 KDMX-F	3 KDMX-F	3 KRBV-F <	KHKS-F	3 KHKS-F	3 KTXX-F <	3 KYNG-F <	3 KYNG-F <	3 KLUV-F <
4 KDGE-F	KRBV-F	KRBV-F	4 KKDA-F <	4 KLUV-F <	KDGE-F	4 KDGE-F <	4 KRBV-F <	4 KZPS-F	4 KZPS-F <
5 KRBV-F <	5 KYNG-F	5 KLTY-F	5 KDMX-F <	5 KDMX-F	5 KYNG-F <	5 KHKS-F <	5 KTCK	KRBV-F <	5 KSCS-F <
6 KDMX-F	6 KDGE-F	6 KSCS-F	6 KYNG-F <	KSCS-F <	6 KTXX-F <	6 KRBV-F	6 KDGE-F <	6 KLUV-F <	6 KYNG-F <
	KLTY-F <	KRRW-F	7 KSCS-F <	7 KLTY-F <	7 KPLX-F	7 KYNG-F	7 KESS <	7 KTXX-F <	7 KRBV-F <
	8 KSCS-F <	8 KVIL-F <	8 KLTY-F <	8 KYNG-F <	8 KRBV-F >		8 KZPS-F <	8 WBAP <	8 KRLD <
	9 KVIL-F	9 KYNG-F <	9 KLUV-F <	9 KKDA-F			KSCS-F	KSCS-F	9 KLIF <
			10 KOAI-F	KOAI-F			10 KLTY-F	10 KHKS-F <	

DALLAS-FT. WORTH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Bonneville KZPS-FM, KDGE-FM	5.6 %	6.0 %	6.5 %	KAAM	ST	620 Plano	0.8 /	2.4	
				KDMM	ST	1150 Highland Park	0.7 /	1.5	
HefTel/Cir. Chnl. KMRT-FM, KESS-AM, KHCK-FM, KICI-FM, KMRT-AM	3.8 %	4.2 %	3.0 %	KMRT-AF	SP	1480 Dallas	0.7 /	1.8	
				KTLR-FF	SP	107.1 Terrell	0.5 /	1.7	
Westinghouse KLVU-FM, KYNG-FM, KOAI-FM, KRBV-FM, KRDL-AM, KTXQ-FM, KVIL-FM, KRRW-FM, KHVN-AM	33.0 %	37.1 %	40.6 %						
	42.4 %	47.3 %	50.1 %						

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	City
KESS	1270	5 kw (DA-2)	Hispanic	\$65.00	Caballero	HefTel/Cir. Chnl.	
KHVN	970	1 kw/270 W	Gospel	ABC, Westwd	\$32.00	Mc-Guild	Westinghouse
KKDA	730	500 w (DA-N)	Black Oldies	AP	NA	Christal	Grand Prairie
KLIF	570	5 kw (DA-2)	Talk	Westwd, ABC	\$148.00	Eastman	Susquehanna
KRLD	1080	50 kw (DA-N)	News	CBS	\$165.00	CBS	Westinghouse
KRVA	1600	5 kw/930 w (DA-2)	Hispanic	CBS	NA	Katz	Cockrell Hill
KTCK	1310	5 kw (DA-2)	Sports	1/1, WW1, ABC	\$70.00	Torbet	Susquehanna
WBAP	820	50 kw	Full Service	ABC	\$270.00	Banner	ABC/Disney

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	City
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00	D&R	Bonneville	Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR	\$164.00	MMR	Nationwide	
KEGL	97.1	100 kw @ 1460	AOR	\$157.00	Christal	Sandusky	
KEWS	94.9	100 kw @ 1510	News	CNN	\$114.00	Infinity	SBS
KHCK	99.1	100 kw @ 1168	Hispanic	NA	Caballero	HefTel/Cir. Chnl.	Denton
KHKS	106.1	100 kw @ 1590	CHR	\$210.00	D&R	Gannett	Denton
KICI	107.9	100 kw @ 843	See KHCK-F				Corsicana
KKDA	104.5	100 kw @ 1590	Black	AP	\$190.00	Christal	
KLTY	94.1	100 kw @ 1590	Religion(CC)	AP	\$85.00	K&P	
KLVU	98.7	100 kw @ 1590	Oldies	\$199.00	Infinity	Westinghouse	
KOAI	107.5	25 kw @ 1657	Jazz	\$205.00	Katz	Westinghouse	
KPLX	99.5	100 kw @ 1678	Country	AP	\$200.00	Eastman	Susquehanna
KRBV	100.3	89 kw @ 1280	Black AC/Oldies	ABC	\$150.00	Mc-Guild	Westinghouse
KRRW	97.9	100 kw @ 1611	Classic AOR	CBS	\$135.00	---	Westinghouse
KSCS	96.3	100 kw @ 1611	Country	\$340.00	Banner	ABC/Disney	
KTXQ	102.1	100 kw @ 1447	AOR	CBS	\$125.00	CBS	Westinghouse
KVIL	103.7	100 kw @ 1570	AC	\$425.00	Interep	Westinghouse	Highland Park
KYNG	105.3	100 kw @ 1560	Country	\$190.00	Infinity	Westinghouse	
KZPS	92.5	100 kw @ 1590	Classic AOR	\$136.00	D&R	Bonneville	
WRR	101.1	100 kw @ 1348	Classical	AP	\$74.00	CMBS	City of Dallas

Notes: 7/96 KTLR-F changed from Country to simulcast of Hispanic KRVA-F . . . 8/96 KTXQ-F/KRRW-F traded by Westinghouse to SFX for WHFS-F Washington, DC . . . 9/96 KRNB-F (105.7; Stephenville) changed from Country to Urban AC . . . 10/96 KEWS-F sold by Infinity (Westinghouse) to Salem

Jim Duncan

Comments: KVIL-F had its lowest 12+ share in over two years but remains (narrowly) #1 in 25-54 . . . WBAP (with help from the Texas Rangers) had its best 12+ share since Fall 1994 . . . KLTY-F always has been an amazing story to me with its contemporary religious format; this rating period, it had a 3.3 share and ranked in the top ten in Adults 25-54

DAYTON

Arbitron Rank: 52	Pop (12+): 824,000	Stations: 26 / 20	Last Year's Revenue: \$28,800,000
MSA Rank: 61		Diaries: 1,549/532:1/56.7%	Household Income: \$46,876
MSA Pop: 958,000		Sample Target: 1,430	Retail Dollars: \$9.1 Bil
DMA: 53		% Below Line: 8.1	#1 Biller: WTUE-F \$4,900,000
Average Person Ratings: 15.1		% Not Listed: 12.6	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 41,200	American Radio Sys. duop+ \$13,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WHKO-F	185 / 14.9	11.1	13.4	14.9	14.9	13.6	2209 / 26.8	24.6	27.3		F WHKO-F
2	WTUE-F	90 / 7.2	6.7	9.8	5.7	8.0	7.4	1214 / 14.7	15.9	19.2		F WTUE-F
3	WMMX-F	89 / 7.2	9.3	9.2	6.9	7.9	8.1	1489 / 17.8	19.5	17.0		F WMMX-F
4	WHIO	84 / 8.8	5.1	7.2	5.3	6.2	6.1	1226 / 14.9	13.4	13.6		E WHIO
5	WGTZ-F	79 / 6.4	7.8	6.0	5.6	6.7	6.4	1607 / 19.5	22.4	20.5		D WGTZ-F
6	WROU-F	76 / 6.1	7.9	6.4	7.3	7.2	6.9	827 / 10.0	12.2	12.9		C WROU-F
7	WLQT-F	62 / 5.0	7.3	6.4	6.4	4.3	6.3	1072 / 13.0	14.7	11.3		D WLQT-F
8	WONE	61 / 4.9	2.7	2.1	3.8	2.5	3.4	650 / 7.9	5.6	6.5		B WONE
9	WLW	56 / 4.5	3.8	3.6	4.5	5.9	4.1	995 / 12.1	12.3	14.3		WLW
10	WXEG-F	51 / 4.1	5.3	5.0	5.4	2.0	4.9	950 / 11.5	13.2	7.6		B WXEG-F
11	WING-F	50 / 4.0	4.1	3.8	2.8	3.8	3.7	1065 / 12.9	12.6	12.2		C WING-F
12	WCLR-F	37 / 3.0	1.4	1.8	1.9	1.5	2.0	681 / 8.0	5.2	5.0		A WCLR-F
13	WDAO	25 / 2.0	1.8	2.6	2.0	1.4	2.1	272 / 3.3	3.8	3.6		A WDAO
14	WBTT-F	19 / 1.5	1.7	1.7	1.5	1.6	1.6	485 / 5.9	5.2	6.4		WBTT-F
15	WPFB-F	17 / 1.4	2.5	1.5	2.2	2.1	1.9	414 / 5.0	6.1	6.8		B WPFB-F
16	WFCJ-F	14 / 1.1	1.6	1.2	0.9	1.8	1.2	353 / 4.3	3.9	4.6		WFCJ-F
	WVAE-F	14 / 1.1	1.5	1.2	0.6	0.8	1.1	217 / 2.6	4.2	4.0		WVAE-F
18	WKSW-F	13 / 1.0	2.4	0.9	1.2	1.5	1.4	286 / 3.2	4.4	3.9		A WKSW-F
	WLSN-F	13 / 1.0	0.8	1.2	1.9	1.5	1.2	298 / 3.6	2.2	3.6		WLSN-F
	WING	12 / 1.0	0.8	0.8	1.0	0.5	0.9	380 / 4.4	4.2	3.2		A WING

12+ FM Share (Metro): 75.76 % (822 of 1085) (Summer 95 78.09 %)

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 WROU-F <
2 WROU-F <	2 WHKO-F >	2 WTUE-F	2 WMMX-F <	2 WMMX-F	2 WHIO >	2 WTUE-F <	2 WHIO	2 WMMX-F <	2 WROU-F <	2 WHKO-F >
3 WXEG-F >	3 WMMX-F <	3 WMMX-F	3 WTUE-F >	3 WTUE-F	3 WONE	3 WHIO <	3 WTUE-F <	3 WTUE-F	3 WGTZ-F	3 WHIO <
4 WGTZ-F <	4 WROU-F <	4 WROU-F <	4 WROU-F <	4 WROU-F <	4 WLQT-F <	4 WMMX-F >	4 WMMX-F	4 WGTZ-F <	4 WLW	4 WGTZ-F
5 WROU-F	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F	5 WGTZ-F <	5 WMMX-F	5 WROU-F	5 WLQT-F <	5 WROU-F <	5 WTUE-F <	
	WXEG-F >	6 WLQT-F	6 WLQT-F <	6 WLQT-F <	WLW	WGTZ-F	6 WONE <	6 WHIO <	6 WMMX-F	
		7 WING-F	7 WING-F	7 WING-F			7 WGTZ-F <	7 WONE		
		WXEG-F >						WLQT-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 WHKO-F <	1 WMMX-F	1 WMMX-F >	1 WHKO-F <	1 WHKO-F	1 WTUE-F	1 WTUE-F >	1 WTUE-F >	1 WHKO-F	1 WHKO-F >
2 WGTZ-F	2 WHKO-F	2 WHKO-F	2 WMMX-F >	2 WMMX-F >	2 WHKO-F >>	2 WHKO-F >	2 WHKO-F	2 WTUE-F >>	2 WTUE-F >
3 WROU-F	3 WGTZ-F	3 WROU-F	3 WROU-F	3 WROU-F	3 WGTZ-F	3 WXEG-F >	3 WXEG-F >	3 WING-F <	3 WLW <
4 WMMX-F	WROU-F	4 WGTZ-F	4 WGTZ-F <	4 WLQT-F <	WXEG-F	4 WGTZ-F	4 WGTZ-F	4 WXEG-F <	4 WING-F <
5 WLQT-F	5 WTUE-F >	WTUE-F >>	5 WLQT-F <	5 WGTZ-F <	WROU-F	5 WROU-F	5 WLW	5 WLW	5 WMMX-F
			6 WTUE-F >>	6 WTUE-F >	6 WING-F >>	WING-F		WGTZ-F	WHIO <
7 WXEG-F >>									7 WXEG-F

DAYTON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
American Radio Systems	25.8 %	27.5 %	47.2 %	WIZE	ST	1340 Springfield	0.8 /	1.7	
WBTT-FM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM				WPFB	ST	910 Middletown	0.7 /	1.6	
Local	7.1 %	7.2 %	6.3 %	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WLSN-FM, WRNB-FM, WROU-FM				WCKY	T	550 Cincinnati	0.5 /	2.4	
	32.9 %	34.7 %	53.5 %	WEBN-F	AOR	102.7 Cincinnati	0.6 /	2.3	
				WYGY-F	C	96.5 Hamilton	0.5 /	3.0	

AM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Station	Freq	Power	Day	Format	Advertiser	Agency
WDAO	1210	1 kw	Days	Black	AURN	\$20.00	---						
WHIO	1290	5 kw	DA-N	News/Talk	AP, Talknt, Westwd	\$50.00	D&R	Cox					
WING	1410	5 kw	DA-N	News	CBS, CNN	\$19.00	Mc-Guild	Great Trails					
WONE	980	5 kw	DA-N	Standards	Westwd, ABC	\$25.00	Eastman	Amer. Radio Sys.					

FM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Station	Freq	Power	Day	Format	Advertiser	Agency
WBTT	94.5	6 kw	@ 328	CHR/Black	NA	---	Amer. Radio Sys.					Englewood	
WCLR	95.7	50 kw	@ 476	Oldies	Westwd	\$22.00	Regional						Piqua
WFCJ	93.7	50 kw	@ 492	Religion	USA	\$17.00	---						Miamisburg
WGTZ	92.9	39.8 kw	@ 551	CHR	Westwd	\$53.00	Mc-Guild	Great Trails					Eaton
WHKO	99.1	50 kw	@ 1066	Country		\$83.00	D&R	Cox					
WING	102.9	50 kw	@ 492	Oldies-70's	ABC	\$23.00	Mc-Guild	Osborn					Springfield
WKSX	101.7	3.2 kw	@ 407	Country		\$18.00	---						Urbana
WLQT	99.9	50 kw	@ 500	Soft AC		\$54.00	Katz	Amer. Radio Sys.					
WMMX	107.7	50 kw	@ 420	AC		\$87.00	Eastman	Amer. Radio Sys.					
WPFB	105.9	33.9 kw	@ 593	Country	ABC	NA	---	Braden					Middletown
WROU	92.1	890 w	@ 597	Black	ABC	\$44.00	MMR						W. Carrollton
WTUE	104.7	50 kw	@ 500	AOR	ABC	\$84.00	Eastman	Amer. Radio Sys.					
WXEG	103.9	1.15 kw	@ 522	AOR-New Rock		\$34.00	Eastman						Beavercreek
WZLR	95.3	6 kw	@ 321	See WCLR-F									Xenia

Notes: WLW - See Cincinnati . . . 7/96 WDOL-F changed from Oldies to "Rhythmic CHR" as WBTT-F ("The Beat 94.5")

Jim Duncan

Comments: All American Radio Systems' stations are below their four-book average except WONE, which had its best book in many years . . . WHKO-F has had a 14.9 for 3 of its last five books . . . WCLR-F had its best book ever with a 3 share - due undoubtedly to its new status as the market's only local Oldies operation

DENVER-BOULDER

Arbitron Rank: 23 Pop (12+): 1,733,500
MSA Rank: 26
MSA Pop: 2,270,000
DMA: 18
Average Person Ratings: 15.9
Market TSL in Hours: 21.00

Stations: 29 / 29
Diaries: 2,982/581:1/52.6%
Sample Target: 2,930
% Below Line: 0.0
% Not Listed: 12.5
Pop per Station: 59,776

Last Year's Revenue: \$105,500,000
Household Income: \$48,764
Retail Dollars: \$23.8 Bil
#1 Biller: KOA \$19,000,000
#1 Billing Portfolio: Jacor duop+ \$48,700,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 KOA	TFS	245 / 8.9	8.7	6.9	9.0	9.6	8.4	4355 / 25.1	23.4	24.9		J	KOA
KYGO-F	C	245 / 8.9	8.7	8.6	8.8	9.7	8.8	3148 / 18.2	18.4	20.1		J	KYGO-F
3 KRFX-F	CL AOR	162 / 5.9	4.7	6.3	5.1	5.7	5.5	2136 / 12.3	12.9	15.9		I	KRFX-F
4 KOSI-F	SAC	156 / 5.7	5.6	5.7	6.1	5.5	5.7	2860 / 15.3	15.1	13.7		H	KOSI-F
5 KBPI-F	AOR-NR	146 / 5.3	5.6	4.2	3.2	4.7	4.6	2162 / 12.5	13.0	13.2		G	KBPI-F
6 KKHK-F	CL AOR	135 / 4.9	4.2	0.9				2416 / 13.9	11.4				KKHK-F
7 KXKL-F	O	129 / 4.7	4.0	5.2	4.6	5.5	4.6	2531 / 14.6	13.8	16.8		G	KXKL-F
8 KBCO-F	AOR	120 / 4.4	3.6	4.2	4.2	3.2	4.1	2285 / 13.2	12.5	12.3		G	KBCO-F
9 KALC-F	AC/CHR	117 / 4.2	4.7	4.8	4.1	3.9	4.4	2603 / 15.0	14.6	14.2		E	KALC-F
10 KHIH-F	J	109 / 4.0	3.6	4.9	3.8	3.0	4.1	1942 / 11.2	9.6	8.6		E	KHIH-F
11 KXPK-F	AOR-P	100 / 3.6	4.0	3.6	4.2	5.2	3.8	2253 / 13.0	12.2	15.6		E	KXPK-F
12 KQKS-F	CHR	82 / 3.0	3.6	5.1	4.7	3.7	4.1	1842 / 10.6	10.5	12.1		O	KQKS-F
13 KEZW	ST	79 / 2.9	2.7	2.4	2.5	2.4	2.6	949 / 5.5	5.7	4.9		C	KEZW
14 KHOW	T	78 / 2.8	2.9	2.7	2.5	2.3	2.7	1606 / 9.3	8.5	7.4		E	KHOW
15 KJMN-F	CHR	70 / 2.5	2.6	2.1	1.9	1.7	2.3	1294 / 7.5	7.4	5.8		F	KJMN-F
16 KVOD-F	CL	67 / 2.4	2.6	3.3	2.9	2.7	2.8	1027 / 5.9	7.1	6.8		D	KVOD-F
17 KIMN-F	O-70S	64 / 2.3	3.3	4.0	3.7	4.0	3.3	1570 / 9.1	10.2	12.1		F	KIMN-F
18 KHHT-F	AC/CHR	57 / 2.1	2.7	3.2	3.1	3.6	2.8	1673 / 9.6	10.6	11.9		E	KHHT-F
19 KTLK	T	52 / 1.9	1.6	2.2	2.8	3.5	2.1	1319 / 7.6	6.2	9.5		C	KTLK
20 KTCL-F	AOR-NR	41 / 1.5	1.1	0.7	1.1	1.5	1.1	939 / 5.4	5.2	6.1		C	KTCL-F
21 KMXA	SP	40 / 1.5	0.8					451 / 2.6	1.5				KMXA
22 KYGO	C	32 / 1.2	1.4	1.6	1.4	1.6	1.4	431 / 2.5	4.6	3.1			KYGO
23 KKFN	SPRTS	30 / 1.1	1.8	1.1	0.7	0.5	1.2	839 / 4.8	8.1	1.7			KKFN

12+ FM Share (Metro): 74.90 % (1808 of 2414) (Summer 95 74.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBPI-F	1 KYGO-F <	1 KYGO-F <	1 KYGO-F	1 KYGO-F	1 KOA >	1 KYGO-F <	1 KOA <	1 KYGO-F	1 KOA >	1 KOA <
2 KQKS-F >	2 KRFX-F	2 KRFX-F	2 KRFX-F	2 KRFX-F <	2 KYGO-F	2 KOA <	2 KYGO-F	2 KOA	2 KYGO-F	2 KYGO-F
3 KJMN-F	KBPI-F <	3 KKHK-F	3 KKHK-F <	3 KOA	3 KXKL-F <	3 KRFX-F	3 KOSI-F	3 KBPI-F <	KBPI-F	3 KHOW
KALC-F	4 KALC-F	4 KBCO-F <	4 KOA <	4 KOSI-F <	4 KOSI-F	4 KALC-F <	KRFX-F	4 KRFX-F <	4 KQKS-F	4 KBPI-F >
5 KKHK-F <	5 KOA	5 KBCO-F <	5 KKHK-F	5 KHHT-F <	5 KOSI-F	5 KOSI-F	5 KKHK-F	5 KOSI-F	5 KOSI-F	5 KOSI-F
6 KBCO-F <	KOSI-F <	6 KOSI-F <	6 KXKL-F <	6 KEZW <	6 KXKL-F <	6 KXKL-F <	6 KBCO-F <	6 KXKL-F <	6 KJMN-F <	6 KJMN-F <
7 KXPK-F <	7 KBPI-F <	7 KXKL-F <	7 KBCO-F	7 KRFX-F <	7 KBPI-F	7 KBPI-F	7 KBPI-F <	7 KBCO-F <	7 KBCO-F <	7 KBCO-F <
8 KOSI-F	8 KALC-F	8 KHIH-F	8 KHHT-F <	8 KHOW	KKHK-F	8 KHHT-F <	8 KHHT-F <	8 KHHT-F <	8 KHHT-F <	8 KHHT-F <
	9 KXKL-F	KXPK-F	9 KXPK-F			9 KXKL-F	9 KXKL-F	9 KXKL-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 KALC-F	1 KYGO-F <	1 KYGO-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 KALC-F	2 KALC-F	2 KOSI-F	2 KOSI-F >	2 KALC-F	2 KBPI-F >	2 KYGO-F	2 KOA <	2 KOA
3 KQKS-F	3 KOSI-F	3 KOSI-F <	3 KBCO-F	3 KKHK-F <	KRFX-F >	3 KYGO-F	3 KBPI-F <	3 KYGO-F	3 KYGO-F
4 KBPI-F	4 KKHK-F <	4 KKHK-F	KKHK-F	4 KXKL-F <	4 KXPK-F	4 KKHK-F <	4 KKHK-F <	KBPI-F	4 KKHK-F
5 KKHK-F	5 KBCO-F	5 KBCO-F	KALC-F	5 KBCO-F <	KJMN-F	5 KXPK-F <	5 KBCO-F <	5 KKHK-F	5 KXKL-F <
KYGO-F	6 KXPK-F	6 KXPK-F	6 KXKL-F <	6 KHHT-F	6 KQKS-F	6 KALC-F <	6 KXPK-F <	6 KBCO-F <	6 KBCO-F
KJMN-F	7 KHHT-F <	7 KIMN-F <	7 KHHT-F	7 KALC-F	KKHK-F	7 KBCO-F	7 KOA	7 KXPK-F	7 KXPK-F <
8 KHHT-F	8 KJMN-F	8 KRFX-F	8 KXPK-F	8 KXPK-F	8 KYGO-F	8 KALC-F	8 KALC-F	8 KXKL-F <	8 KOSI-F <
KBCO-F	KQKS-F	KHHT-F	9 KHHT-F	9 KIMN-F				9 KOSI-F <	9 KBPI-F <
	10 KBPI-F							10 KALC-F	10 KHHT-F >

DENVER-BOULDER

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Chancellor KVOD-FM, KXKL-AM, KXKL-FM, KALC-FM, KIMN-FM	13.6 %	14.2 %	16.5 %	KCUV	SP	1150 Englewood	0.3 / 1.2		
				KDKO	B	1510 Littleton	0.4 / 1.3		
Crawford KLTT-AM, KLZ-AM	0.3 %	0.4 %	1.0 %	KLZ	REL	560 Denver	0.3 / 0.9		
				KNUS	T	710 Denver	0.4 / 2.2		
Jacor KOA-AM, KBCO-AM, KBCO-FM, KBPI-FM, KHOW-AM, KRFX-FM, KTLK-AM, KHIH-FM	33.2 %	32.9 %	46.2 %	KRKS-F	REL	94.7 Boulder	0.3 / 1.9		
				KRKS	REL	990 Denver	0.4 / 1.4		
Jefferson-Pilot KKFN-AM, KHHT-FM, KQKS-FM, KYGO-AM, KYGO-FM	16.3 %	15.9 %	19.3 %						
Tribune Co. KOSI-FM, KEZW-AM, KKHK-FM	13.5 %	13.5 %	10.3 %						
	76.9 %	77.0 %	93.3 %						

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	City
KEZW	1430	5 kw (DA-N)	Standards	ABC	\$35.00	Banner	Tribune Co. Aurora
KHOW	630	5 kw (DA-2)	News/Talk	Westwd, ABC, TARN	\$49.00	MMR	Jacor
KKFN	950	5 kw (DA-1)	Sports	AP, ABC, CBS	NA	CBS	Jefferson-Pilot
KMXA	1090	50 kw/500 W (DA-2)	Hispanic		\$40.00	Lotus	EXCL Aurora
KOA	850	50 kw	Talk/News	ABC	\$265.00	Eastman	Jacor
KTLK	760	50 kw/1 kw (DA-2)	Talk	ABC	\$40.00	Eastman	Jacor
KYGO	1600	5 kw (DA-2)	Country	CBS	NA	CBS	Jefferson-Pilot Lakewood

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	City
KALC	105.9	100 kw @ 1470	AC/CHR		\$100.00	Christal	Chancellor
KBCO	97.3	100 kw @ 1541	AOR-Prog	Westwd	\$110.00	MMR	Jacor Boulder
KBPI	106.7	100 kw @ 987	AOR		\$124.00	Eastman	Jacor
KHHT	107.5	100 kw @ 1198	AC/CHR		\$84.00	CBS	Jefferson-Pilot Lakewood
KHIH	95.7	100 kw @ 1608	Jazz		\$85.00	MMR	Jacor
KIMN	100.3	100 kw @ 1152	Oldies-70's		\$91.00	Christal	Chancellor
KJMN	92.1	30 kw @ 527	CHR	ABC	\$35.00	D&R	EXCL Castle Rock
KKHK	99.5	100 kw @ 1624	Classic AOR		\$70.00	Banner	Tribune Co.
KOSI	101.1	100 kw @ 1624	Soft AC		\$155.00	Banner	Tribune Co.
KQKS	104.3	58 kw @ 1204	CHR		\$68.00	Torbet	Jefferson-Pilot Longmont
KRFX	103.5	100 kw @ 1045	Classic AOR		\$178.00	---	Jacor
KTCL	93.3	100 kw @ 1129	AOR-New Rock		\$50.00	Mc-Guild	Tsunami Ft. Collins
KVOD	92.5	57 kw @ 1237	Classical		\$50.00	CMBS	Chancellor Greeley
KXXL	104.1	100 kw @ 1169	Didies		\$145.00	Sentry	Chancellor
KXPK	96.5	100 kw @ 1739	AOR-Prog		\$79.00	Katz	Evergreen
KYGO	98.5	100 kw @ 1821	Country		\$240.00	CBS	Jefferson-Pilot

Notes: 9/96 KQKS-F sold by Western Cities to Jefferson-Pilot (D+) for \$16,000,000 (Blackburn)

Jim Duncan

Comments: Total listening is down 1.1 rating points versus the year-ago level . . . KKHK-F is having a strong impact with a 4.9 share . . . KQKS-F had its worst book in over two years . . . Look for CHR KJMN-F to change to Hispanic Contemporary; that should help KQKS-F some . . . KHIH-F is showing steady cume rating growth

DES MOINES

Arbitron Rank: 89 Pop (12+): 410,400	Stations: 18 / 18	Last Year's Revenue: \$20,100,000
MSA Rank: 118	Diaries: 1,073/382:1/57.9%	Household Income: \$50,002
MSA Pop: 421,000	Sample Target: 1,030	Retail Dollars: \$5.1 Bil
DMA: 72	% Below Line: 0.0	#1 Biller: WHO \$4,700,000
Average Person Ratings: 14.1	% Not Listed: 11.9	#1 Billing Portfolio: Jacor combo \$6,700,000
Market TSL In Hours: 18.75	Pop per Station: 22,800	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WHO	FS	84 / 14.5	10.7	13.2	13.9	13.0	13.1	1070 / 26.1	24.3	26.8		F	WHO
2 KJJY-F	C	66 / 11.4	11.4	12.4	12.5	10.1	11.9	1001 / 24.4	20.3	23.9		E	KJJY-F
3 KGGO-F	AOR	53 / 9.2	9.6	11.9	11.6	14.9	10.6	858 / 20.9	21.8	29.2		E	KGGO-F
4 KIOA-AF	O	48 / 8.3	5.8	9.1	6.1	5.8	7.3	896 / 21.8	19.1	21.3		C	KIOA-AF
5 KKDM-F	AOR-NR	44 / 7.6	10.9	7.5	7.5	1.2	8.4	846 / 20.6	22.1	2.9		A	KKDM-F
6 KRNT	ST	39 / 6.7	4.9	4.1	4.4	5.5	5.0	434 / 10.6	10.0	10.6		A	KRNT
7 KSTZ-F	AC/CHR	33 / 5.7	7.5	6.5	6.9	8.4	6.7	778 / 19.0	22.1	23.6		C	KSTZ-F
8 KLYF-F	AC	31 / 5.4	7.9	5.5	5.7	6.7	6.1	590 / 14.4	14.9	16.2		D	KLYF-F
9 KAZR-F	AOR	27 / 4.7	4.1	2.8	3.4	4.5	3.7	554 / 13.5	11.1	11.0		B	KAZR-F
10 KHKI-F	C	23 / 4.0	2.8	3.3	3.8	4.8	3.5	451 / 11.0	10.6	11.5		A	KHKI-F
11 KRKQ-F	CL AOR	18 / 3.1	5.0	3.1	2.3	4.3	3.4	434 / 10.6	12.2	10.6		B	KRKQ-F
12 KMXD-F	SAC	15 / 2.6	3.6	2.9	3.1	1.9	3.1	269 / 6.6	7.1	5.2		A	KMXD-F
13 KEZT-F	EZ/SAC	9 / 1.6	1.6	1.8	1.5	1.9	1.6	240 / 5.9	5.4	5.0		A	KEZT-F

12+ FM Share (Metro): 73.28 % (373 of 509) (Summer 95 76.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKDM-F >>	1 KGGO-F	1 KGGO-F	1 KGGO-F <	1 KJJY-F <	1 WHO >>	1 WHO >	1 WHO >	1 WHO <	1 KKDM-F <	1 KGGO-F
2 KAZR-F	2 KKDM-F <	2 KJJY-F	2 KJJY-F <	2 WHO <	2 KIOA-AF	2 KJJY-F	2 KJJY-F	2 KJJY-F	2 WHO	WHO
KGGO-F >>	3 KJJY-F	3 KIOA-AF <	3 KIOA-AF <	3 KIOA-AF <	KRNT <	3 KGGO-F <	3 KGGO-F <	3 KGGO-F <	3 KGGO-F <	KJJY-F >
4 KSTZ-F >	4 WHO <	4 WHO >	4 WHO >	4 KGGO-F >	4 KJJY-F >>	4 KRNT	4 KIOA-AF	4 KIOA-AF <	4 KJJY-F	
5 KAZR-F <	5 KSTZ-F <	5 KSTZ-F <	5 KSTZ-F <	5 KLYF-F <	5 KLYF-F	5 KIOA-AF	5 KRNT	5 KKDM-F	5 KAZR-F <	
6 KHKI-F <	6 KKDM-F	6 KLYF-F >	6 KLYF-F >	6 KSTZ-F >		6 KLYF-F	6 KKDM-F <	6 KSTZ-F <	6 KIOA-AF	
7 KLYF-F	7 KLYF-F					7 KKDM-F	7 KSTZ-F	7 KLYF-F	7 KSTZ-F	
						KSTZ-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 KKDM-F >	1 KJJY-F	1 KJJY-F	1 KJJY-F	1 KJJY-F	1 KKDM-F	1 KGGO-F >	1 KGGO-F >	1 KGGO-F	1 WHO
2 KJJY-F	2 KSTZ-F <	2 KSTZ-F	2 KGGO-F	2 KLYF-F <	2 KGGO-F >	2 KKDM-F	2 KJJY-F	2 WHO	2 KIOA-AF
3 KSTZ-F	3 KGGO-F <	3 KGGO-F	KSTZ-F	3 KGGO-F <	3 KAZR-F	3 KAZR-F <	3 KKDM-F	3 KIOA-AF	3 KGGO-F <
KHKI-F	4 KKDM-F	4 KLYF-F	4 KLYF-F	4 KSTZ-F <	KSTZ-F	4 KSTZ-F	4 KAZR-F	4 KJJY-F <	4 KJJY-F >
5 KGGO-F >	KLYF-F	5 KHKI-F >>	5 KIOA-AF <	5 KIOA-AF	5 KRKQ-F >>	5 KJJY-F	KSTZ-F	5 KKDM-F	5 KAZR-F >
	6 KHKI-F >>		6 KKDM-F <	6 WHO		6 KRKQ-F >	6 WHO	6 KAZR-F	
			7 KHKI-F >	7 KHKI-F >					

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	
Barnstable KJJY-FM, KKSQ-AM, KRKQ-FM	14.5 %	16.5 %	21.9 %	KASI KCCQ-F	T CHR	1430 107.1	Ames Ames	0.7 / 1.7 1.0 / 4.1
Community Pacific KDMI-AM, KGGO-FM, KHKI-FM	13.2 %	15.4 %	19.4 %	KWKY KZZQ-F	REL REL	1150 99.5	Des Moines Winterset	0.7 / 2.6 0.9 / 2.7
Saga KAZR-FM, KEZT-FM, KIOA-AM, KIOA-FM, KRNT-AM, KSTZ-FM	27.0 %	26.3 %	22.4 %					
	54.7 %	58.2 %	63.7 %					

DES MOINES

AM Stations

KIOA	940	10 kw/5 kw (DA-2)	See KIOA-FM				
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tlknt	\$78.00	Christal	Jacor, pend.

FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
KEZT	104.1	100 kw @ 1010	Soft AC		\$<20.00	D&R	Saga, pend.	Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Comm. Pacific	
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	Comm. Pacific	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$32.00	Katz	Saga	
KJJY	92.5	41 kw @ 541	Country		\$70.00	Mc-Guild	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	AOR-New Rock	Westwd	\$29.00			
KLYF	100.3	100 kw @ 1700	AC		\$47.00	Christal	Jacor, pend.	
KMXD	106.3	6 kw @ 328	Soft AC		\$<20.00	—		Ankeny
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	Mc-Guild	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	CHR/AC		\$43.00	Katz	Saga	

Notes: 7/96 KFMG-F changed from Prog. AOR to AOR as KAZR-F ("Lazer 103.3") . . . 9/96 KEZT-F (Ames) sold by Bunce to Saga (D++) for \$3,200,000 . . . 10/96 Palmer sold these stations to Jacor: WHO for \$22,500,000; KLYF-F for \$11,000,000 (Kali)

Jim Duncan

Comments: WHO had its best 12+ book since Fall 1994 . . . It's a choppy ride for KIOA-AF . . . KKDM-F returned to reality after a 10.9 spike in the Spring . . . KGGO-F, besieged by format competitors, continued its decline . . . KRNT had its highest ratings in more than two years

DETROIT

Arbltron Rank: 6 **Pop (12+):** 3,652,100
MSA Rank: 6
MSA Pop: 4,830,000
DMA: 9
Average Person Ratings: 17.3
Market TSL In Hours: 22.75

Stations: 30 / 30
Diaries: 4,681/780:1/50.5%
Sample Target: 4,360
% Below Line: 0.0
% Not Listed: 9.6
Pop per Station: 121,737

Last Year's Revenue: \$166,800,000
Household Income: \$53,166
Retail Dollars: \$48.4 Bil
#1 Biller: WJR \$18,200,000
#1 Billing Portfolio: Westinghouse duop+ \$53,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level		
1	WJLB-F	B	660 / 10.5	10.3	9.7	10.2	10.3	10.2	6633 / 18.2	17.5	17.6		I	WJLB-F
2	WOMC-F	O	390 / 6.2	6.0	4.9	4.0	4.0	5.3	6662 / 18.2	17.2	13.9		I	WOMC-F
3	WJR	FS	389 / 6.2	6.8	7.6	7.4	7.9	7.0	6038 / 16.5	19.8	18.6		J	WJR
4	WKQI-F	AC	366 / 5.8	3.9	4.0	3.9	4.1	4.4	6297 / 17.2	16.5	15.1		I	WKQI-F
5	WNIC-F	AC	346 / 5.5	5.4	5.3	5.6	4.9	5.5	5428 / 14.9	14.7	13.5		I	WNIC-F
6	WWJ	N	339 / 5.4	5.0	4.8	6.2	5.2	5.3	6510 / 17.8	17.2	18.1		I	WWJ
7	WRIF-F	AOR	305 / 4.8	5.1	4.6	4.2	4.5	4.7	5115 / 14.0	15.2	13.6		H	WRIF-F
8	WMXD-F	B/A/C	276 / 4.4	3.7	4.4	5.6	4.3	4.5	3750 / 10.3	9.8	11.3		H	WMXD-F
9	WWWWW-F	C	243 / 3.9	4.7	3.9	5.0	4.9	4.4	3899 / 10.7	11.4	12.1		H	WWWWW-F
10	WXYT	T	240 / 3.8	3.7	3.8	3.9	3.8	3.8	3085 / 8.4	7.1	8.4		H	WXYT
11	WYCD-F	C	225 / 3.6	3.8	3.8	3.9	4.5	3.8	3689 / 10.1	10.9	11.9		I	WYCD-F
12	WCSX-F	CL AOR	206 / 3.3	2.7	3.2	3.2	3.0	3.1	3636 / 10.0	9.3	10.9		G	WCSX-F
13	WCHB-F	B	182 / 2.9	2.9	3.4	2.6	2.9	2.9	3044 / 8.3	8.1	8.8		F	WCHB-F
14	WHYT-F	CHR	176 / 2.8	2.7	3.1	2.2	2.7	2.7	4917 / 13.5	13.4	12.2		G	WHYT-F
15	WVMV-F	J	163 / 2.6	3.1	3.1	2.0	2.0	2.7	2853 / 7.8	8.6	11.0			WVMV-F
16	WDRQ-F	AC/CHR	148 / 2.3	3.2	3.6	4.0	3.7	3.3	3167 / 8.7	10.4	10.0			WDRQ-F
17	CKWW	ST	133 / 2.1	2.2	2.3	2.0	2.0	2.2	1754 / 4.8	4.6	4.3			CKWW
18	CIMX-F	AOR-NR	123 / 1.9	1.8	1.6	1.4	1.7	1.7	3564 / 9.8	9.2	8.2			CIMX-F
19	WQRS-F	CL	117 / 1.9	2.1	2.4	2.2	2.0	2.2	2076 / 5.7	6.3	5.5		E	WQRS-F
20	WDZR-F	AOR	111 / 1.8	1.5	1.4	1.3	1.7	1.5	2398 / 6.6	6.2	6.4		D	WDZR-F
21	WYST-F	O-70s	109 / 1.7	2.6	2.3	2.5	3.1	2.3	3296 / 9.0	9.6	10.6		G	WYST-F
22	WQBH	G	74 / 1.2	1.1	1.4	1.3	1.1	1.2	1102 / 3.0	2.4	2.5			WQBH
23	WCHB	B/G	65 / 1.0	0.8	0.5	0.7	0.7	0.7	653 / 1.8	1.7	2.3			WCHB
24	WDFN	SPRTS	62 / 1.0	0.9	0.8	1.0	0.7	0.9	1222 / 3.3	3.2	2.4			WDFN
	CIDR-F	AOR-P	62 / 1.0	1.4	1.4	1.2	0.8	1.2	1798 / 4.9	6.0	3.5			CIDR-F
26	WGPR-F	G	60 / 1.0	1.0	0.9	1.3	0.9	1.0	1549 / 4.2	3.1	4.3			WGPR-F

12+ FM Share (Metro): 76.83 % (4383 of 5705) (Summer 95 75.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJLB-F >>>	1 WJLB-F >	1 WJLB-F >	1 WJLB-F	1 WJLB-F	1 WJR	1 WJLB-F <	1 WJLB-F	1 WJLB-F >	1 WJLB-F >>	1 WJLB-F
2 WHYT-F	2 WRIF-F <	2 WKQI-F	2 WKQI-F	2 WOMC-F <	2 WOMC-F <	2 WJR <	2 WOMC-F	2 WKQI-F	2 WMXD-F <	2 WWJ
3 CIMX-F	3 WKQI-F >	3 WRIF-F	3 WRIF-F <	3 WKQI-F <	3 WWJ	3 WRIF-F <	3 WKQI-F <	3 WOMC-F	3 WMC-F <	3 WJR
	WKQI-F >	4 WHYT-F	4 WNIC-F <	4 WNIC-F <	4 WNIC-F <	4 WWJ	4 WNIC-F <	4 WNIC-F	4 WJR <	4 WMXD-F >
		5 WNIC-F <	5 WOMC-F	5 WOMC-F	5 WRIF-F	5 WXYT	5 WOMC-F	5 WXYT	5 WKQI-F <	5 WKQI-F <
		6 WMXD-F <	6 WMXD-F <	6 WMXD-F <	6 WMXD-F	6 WWWW-F <	6 WNIC-F	6 WJR	6 WJR	6 WCHB-F
		7 WCSX-F <	7 WCSX-F	7 WCSX-F	7 WCSX-F	7 WMXD-F <	7 WKQI-F >	7 WWJ <	7 WMXD-F <	7 WOMC-F <
		8 WYCD-F <			8 WWWW-F <	8 WJLB-F	8 WMXD-F <	8 WYCD-F <	8 CIMX-F	
		9 WDZR-F					9 WRIF-F	9 WWWW-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 WKQI-F <	1 WJLB-F	1 WNIC-F <	1 WJLB-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F	1 WRIF-F
2 WKQI-F	2 WKQI-F >>	2 WJLB-F >	2 WKQI-F	2 WJLB-F	2 WRIF-F >	2 WJLB-F >>	2 WJLB-F >	2 WJLB-F	2 WOMC-F <
3 WHYT-F >>	3 WNIC-F	3 WNIC-F	3 WNIC-F	WKQI-F >	3 CIMX-F <	3 WDZR-F <	3 WDZR-F <	3 WCSX-F	3 WCSX-F
4 WYCD-F	4 WHYT-F	4 WMXD-F	4 WMXD-F	4 WOMC-F	4 WKQI-F	4 WCSX-F <	4 WCSX-F >	4 WOMC-F	WJLB-F >
	5 WMXD-F <	5 WYCD-F	5 WOMC-F	WMXD-F >	5 WCSX-F <	5 WKQI-F	5 WKQI-F <	5 WKQI-F	5 WWJ <
	6 WYCD-F <	WDRQ-F	6 WYCD-F <	6 WYCD-F	6 WDZR-F	6 CIMX-F <	6 WHYT-F	6 WCHB-F <	6 WJR <
	7 WDRQ-F		7 WDRQ-F	7 WDRQ-F <	7 WHYT-F	7 WHYT-F		7 WDZR-F <	7 WKQI-F <
				8 WWWW-F <					8 WCHB-F <
									9 WWWW-F <

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Evergreen WMXD-FM, WJLB-FM, WNIC-FM, WKQI-FM, WDOZ-AM	26.2 %	27.8 %	28.5 %	CKLW	N/T	800 Windsor, ONT	0.3 / 1.6		
Greater Media WQRS-FM, WRIF-FM, WLLZ-AM, WCSX-FM	10.0 %	11.9 %	11.3 %	WHMI-F	O-70S	93.5 Howell	0.4 / 0.8		
Westinghouse WYST-FM, WYCD-FM, WWJ-AM, WVMV-FM, WXYT-AM, WOMC-FM	23.3 %	23.1 %	32.1 %	WMUZ-F	REL	103.5 Detroit	0.9 / 3.5		
	59.5 %	62.8 %	71.9 %	WSAQ-F	C	107.1 Pt. Huron	0.5 / 0.8		

AM Stations

CKWW	580	500 w (DA-1)	Standards	Westwd	\$55.00	Roslin	CHUM, Ltd.	Windsor, ONT
WCHB	1200	25 kw/700 w (DA-2)	Black Talk	AURN, WW1	NA	Torbet	Bell	Taylor
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00	Katz	Chancellor	
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00	Katz	ABC/Disney	
WQBH	1400	1 kw	Gospel		\$23.00	Patt		
WWJ	950	5 kw (DA-N)	News	CBS	\$200.00	CBS	Westinghouse	
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$146.00	Infinity	Westinghouse	

FM Stations

CIDR	93.9	100 kw @ 699	AOR-Prog.		\$77.00	Roslin	CHUM, Ltd.	Windsor, ONT
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00	Roslin	CHUM, Ltd.	Windsor, ONT
WCHB	105.9	20 kw @ 724	Black		\$110.00	Torbet	Bell	
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$140.00	Mc-Guild	Greater Media	Birmingham
WDRQ	93.1	26.5 kw @ 668	AC/CHR			Christal	Viacom	
WDZR	102.7	50 kw @ 500	AOR	ABC, Westwd	\$21.00	D&R	Syncom	Mt. Clemens
WGPR	107.5	50 kw @ 375	Gospel		\$43.00	---		
WHYT	96.3	20 kw @ 786	CHR	ABC	\$110.00	Katz	ABC/Disney	
WJLB	97.9	50 kw @ 490	Black		\$240.00	Sentry	Evergreen, pend.	
WKQI	95.5	100 kw @ 426	AC		\$229.00	Eastman	Evergreen	
WMXD	92.3	22 kw @ 459	Black AC		\$150.00	MMR	Evergreen, pend.	
WNIC	100.3	32 kw @ 600	AC		\$215.00	Eastman	Evergreen	Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$190.00	Infinity	Westinghouse	
WQRS	105.1	20 kw @ 784	Classical		\$90.00	CMBS	Greater Media, pend.	
WRIF	101.1	27 kw @ 880	AOR		\$180.00	Mc-Guild	Greater Media	
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$100.00	Group W	Westinghouse	
WWWW	106.7	61 kw @ 510	Country	Westwd	\$160.00	Shamrock	Chancellor	
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source	\$190.00	Group W	Westinghouse	
WYST	97.1	15 kw @ 890	Oldies-70's		\$130.00	CBS	Westinghouse	

Notes: 8/96 WLTI-F changed from Soft AC to AC/CHR (rhythmic CHR) as WDRQ-F . . . 8/96 WJZZ-F changed from Jazz to Black as WCHB-F

Jim Duncan

Comments: WJR had its worst book in memory (the sorry Detroit Tigers didn't help) . . . WOMC-F enjoyed its best 12+ share in its history . . . Some (but not all) of WOMC's success can be attributed to AM Drive personality Dick Puritan's joining the station . . . WKQI-F had a very strong report (about two share points above its four-book average) . . . WYST-F is fading away with its 70's Oldies format . . . Both Country stations were down

EL PASO

Arbltron Rank: 70 Pop (12+): 540,600	Stations: 31 / 27	Last Year's Revenue: \$16,200,000
MSA Rank: 77	Diaries: 1,117/484:1/49.5%	Household Income: \$33,589
MSA Pop: 687,000	Sample Target: 1,070	Retail Dollars: \$5.2 Bil
DMA: 99	% Below Line: 2.2	#1 Biller: KBNA-AF \$2,700,000
Average Person Ratings: 16.7	% Not Listed: 7.6	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 20,022	Clear Channel duop \$4,100,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KBNA-AF	142 / 15.7	13.9	14.8	14.3	13.6	14.7	1595 / 29.5	28.3	28.5		D KBNA-AF
2	KPRR-F	129 / 14.3	15.2	14.4	14.3	13.6	14.5	1885 / 34.9	36.3	35.5		C KPRR-F
3	KLAQ-F	105 / 11.6	11.1	11.8	11.2	9.3	11.4	1377 / 25.5	25.9	23.7		D KLAQ-F
4	KTSM-F	68 / 7.5	7.2	8.5	7.2	8.6	7.6	958 / 17.7	20.3	22.4		C KTSM-F
5	KOFX-F	55 / 6.1	6.0	5.4	5.4	5.7	5.7	877 / 16.2	16.6	15.2		C KOFX-F
6	KSII-F	53 / 5.9	6.9	6.2	4.5	3.4	5.9	1035 / 19.2	21.0	12.8		B KSII-F
7	KHEY-F	41 / 4.5	5.4	5.5	7.7	8.4	5.8	676 / 12.5	15.6	20.0		D KHEY-F
8	KINT-F	35 / 3.9	5.0	5.2	5.6	5.9	4.9	758 / 14.0	16.2	14.1		C KINT-F
9	KTSM	31 / 3.4	2.5	2.6	3.0	2.9	2.9	404 / 7.5	5.5	6.4		B KTSM
10	KROD	22 / 2.4	1.5	1.7	2.9	1.0	2.1	340 / 6.3	5.5	5.0		A KROD
11	XHH-F	20 / 2.2	1.5	1.6	2.4	1.8	1.9	355 / 6.6	7.6	6.9		XHH-F
12	KSET-F	16 / 1.8	1.9	1.8	2.5	2.7	2.0	267 / 4.9	7.2	9.7		C KSET-F
13	XHNZ-F	13 / 1.4	0.8	0.6	0.7	0.7	0.9	196 / 3.6	3.4	3.3		XHNZ-F
14	KVIV	11 / 1.2	0.3	0.6		0.8		122 / 2.2	1.4	1.1		KVIV
15	KAMA	10 / 1.1	1.3	1.1	1.6	5.1	1.3	177 / 3.3	4.8	5.1		B KAMA
	XHEM-F	10 / 1.1	0.6	1.0	0.3		0.7	235 / 4.3	4.3			XHEM-F

12+ FM Share (Metro): 84.77% (707 of 834) (Summer 95 86.15%)

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 KBNA-AF <	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF >	1 KBNA-AF >	1 KBNA-AF >	1 KPRR-F	1 KPRR-F >>	1 KPRR-F >
2 KLAQ-F >	2 KPRR-F >	2 KLAQ-F	2 KLAQ-F	2 KLAQ-F	2 KTSM-F >	2 KLAQ-F <	2 KPRR-F <	2 KLAQ-F	2 KLAQ-F >	2 KLAQ-F >
3 KBNA-AF >	3 KPRR-F >	3 KPRR-F >	3 KPRR-F	3 KPRR-F	3 KOFX-F	3 KPRR-F >	3 KLAQ-F	3 KBNA-AF	3 KBNA-AF	3 KBNA-AF
4 KSII-F >	4 KTSM-F <	4 KOFX-F <	4 KOFX-F <	4 KOFX-F	4 KTSM	4 KTSM-F	KTSM-F >	4 KTSM-F	4 KOFX-F >	4 KOFX-F >
5 KHEY-F <	5 KOFX-F <	5 KTSM-F	KTSM-F	KTSM-F		5 KROD	5 KSII-F <	5 KSII-F <	5 KSII-F	5 KSII-F
6 KTSM-F <	6 KSII-F	6 KSII-F	6 KSII-F	6 KSII-F			6 KOFX-F	6 KOFX-F <		7 KHEY-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 KPRR-F	1 KPRR-F	1 KPRR-F <	1 KBNA-AF	1 KBNA-AF >	1 KLAQ-F >	1 KLAQ-F >>	1 KLAQ-F >>	1 KLAQ-F >	1 KBNA-AF <
2 KLAQ-F >	2 KLAQ-F <	2 KBNA-AF	2 KPRR-F	2 KTSM-F <	2 KPRR-F >>	2 KPRR-F	2 KBNA-AF	2 KBNA-AF >	2 KLAQ-F >
3 KSII-F	3 KBNA-AF	3 KLAQ-F	3 KTSM-F <	3 KPRR-F >	3 KSII-F	3 KBNA-AF >	3 KPRR-F	3 KPRR-F	3 KOFX-F
4 KBNA-AF	4 KSII-F >	4 KSII-F >	4 KLAQ-F	4 KOFX-F <	KTSM-F	4 KOFX-F	4 KOFX-F	4 KOFX-F	4 KPRR-F
5 KHEY-F >	5 KTSM-F	5 KTSM-F >>	5 KSII-F <	5 KLAQ-F <	KBNA-AF >>	5 KHEY-F	5 KHEY-F >	5 KSII-F	5 KSII-F
	6 KHEY-F		6 KOFX-F <	6 KSII-F					
			7 KHEY-F						

EL PASO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel	18.8 %	14.7 %	24.8 %	KELP	REL	1590 El Paso	0.4 / 1.9		
KHEY-AM, KHEY-FM, KPRR-FM				KFNA	T	1060 El Paso	0.6 / 1.1		
HefTel/Cir. Chnl.	16.8 %	18.5 %	20.4 %	KROL-F	REL	99.5 Las Cruces, NM	0.4 / 1.4		
KAMA-AM, KBNA-AM, KBNA-FM				KSVE	SP	1150 El Paso	0.6 / 1.9		
Local	7.9 %	10.3 %	12.9 %	XEJ	SP	970 Juarez, MX	0.4 / 1.4		
KOFX-FM, KSET-FM				XEWG	SP	1240 Juarez, MX	0.9 / 2.0		
New Wave	19.9 %	20.8 %	17.8 %	XHGU-F	SP	105.9 Juarez, MX	0.4 / 2.0		
KLAQ-FM, KROD-AM, KSII-FM				XHIM-F	SP	105.1 Juarez, MX	1.0 / 3.2		
	63.4 %	64.2 %	75.9 %	XHTO-F	SP	104.3 Juarez, MX	0.7 / 3.0		
				XROK	SP	800 Juarez, MX	0.4 / 1.4		

Other Rated Stations—Outside Market						Metro Share	Cume Rating	TSA AQH Cume
KMVR-F	AC	104.9	Mesilla Park, NM	0.3 / 0.8				
XEFV	SP	1000	Juarez, MX	0.7 / 2.4				
XEWR	SP	1110	Juarez, MX	0.3 / 1.4				
XHPX-F	SP	98.3	Juarez, MX	0.9 / 4.7				

AM Stations

Station	Power	Frequency	Daypart	Genre	Notes	Value	Owner	Market
KAMA	750	10 kw/1 kw (DA-2)		Hispanic		<\$20.00	Katz Hisp.	HefTel/Cir. Chnl
KBNA	920	1 kw/500 w (DA-N)		See KBNA-F				
KROD	600	5 kw (DA-N)		Talk	1-on-1, CBS	<\$20.00	Banner	New Wave
KTSM	1380	5 kw/500 w		News/Talk	Talknt, ABC, WW1	\$20.00	Christal	
KVIV	1340	1 kw		Hispanic		\$17.00	Lotus	

FM Stations

Station	Power	Frequency	Daypart	Genre	Notes	Value	Owner	Market
KBNA	97.5	100 kw @ 1088		Hispanic		\$55.00	Katz Hisp.	HefTel/Cir. Chnl.
KHEY	96.3	100 kw @ 1388		Country		\$57.00	D&R	Clear Channel
KINT	93.9	100 kw @ 1420		Hispanic		\$30.00	Caballero	
KLAQ	95.5	100 kw @ 1388		AOR		\$50.00	Banner	New Wave
KOFX	92.3	100 kw @ 1860		Oldies	Westwd	\$28.00	Katz	KSET owner
KPRR	102.1	100 kw @ 1190		CHR		\$44.00	Cir Chnl	Clear Channel
KSET	94.7	100 kw @ 1194		Country		\$26.00	Katz	
KSII	93.1	100 kw @ 1420		AC		\$22.00	Banner	New Wave
KTSM	99.9	100 kw @ 1820		Soft AC		\$32.00	Christal	
XHEM	103.5	6 kw @ ?		Hispanic		NA	—	Juarez
XHH	100.7	100 kw @ 249		Hispanic		\$22.00	Caballero	Juarez
XHNZ	107.5	100 kw @ ?		Hispanic		NA	—	Juarez

Notes: Facilities of Mexican stations are not verified – use with caution

Jim Duncan

Comments: KBNA-AM had an all-time high 15.7 share . . . KHEY-F continued its sharp decline and fell into four-share territory . . . This is becoming a three-major-station market

FRESNO

Arbitron Rank: 65 Pop (12+): 593,800	Stations: 34 / 30	Last Year's Revenue: \$25,500,000
MSA Rank: 68	Diaries: 1,735/342:1/49.3%	Household Income: \$35,477
MSA Pop: 871,000	Sample Target: 1,670	Retail Dollars: \$6.0 Bll
DMA: 56	% Below Line: 1.7	#1 Biller: KMJ \$5,600,000
Average Person Ratings: 15.9	% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 19,793	Amer. Radio Sys. duop+ \$10,625,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KBOS-F	CHR	98 / 10.4	9.8	8.6	9.7	8.6	9.6	1419 / 23.9	23.7	20.9	D	KBOS-F
2	KMJ	N/T	91 / 9.6	9.5	11.1	10.6	10.2	10.2	963 / 16.2	16.7	18.5	G	KMJ
3	KJWL-F	ST	60 / 6.4	7.5	5.9	5.3	5.3	6.2	599 / 10.1	10.7	9.3	B	KJWL-F
4	KFSO-AF	O	51 / 5.4	4.4	4.3	4.5	4.7	4.6	891 / 15.0	14.6	13.7	D	KFSO-AF
5	KSKS-F	C	50 / 5.3	3.5	4.1	5.2	5.2	4.5	752 / 12.7	11.9	13.2	D	KSKS-F
6	KTHT-F	CHR	49 / 5.2	3.8	4.6	3.0	3.3	4.1	883 / 14.9	13.4	13.4	C	KTHT-F
7	KLBN-F	SP	46 / 4.9	7.4	7.0	3.7	0.7	5.7	518 / 8.7	11.6	3.3	B	KLBN-F
	KRZR-F	AOR	46 / 4.9	4.9	5.0	4.0	4.7	4.7	705 / 11.9	13.1	12.5	C	KRZR-F
9	KJOI-F	SAC	41 / 4.3	3.7	3.6	3.8	2.9	3.9	661 / 11.1	10.1	9.1	C	KJOI-F
10	KFRR-F	AOR-NR	33 / 3.5	3.0	3.4	2.3	3.4	3.0	617 / 10.4	9.4	10.3	B	KFRR-F
	KOQO-AF	SP	33 / 3.5	3.6	3.3	4.8	3.9	3.8	491 / 8.3	10.1	9.6	C	KOQO-AF
12	KNAX-F	C	32 / 3.4	2.6	3.9	4.1	4.2	3.5	537 / 9.0	8.8	10.3	D	KNAX-F
13	KEZL-F	J	28 / 3.0	4.2	3.6	3.1	2.5	3.5	386 / 6.5	6.8	6.7	C	KEZL-F
14	KKDJ-F	SP	27 / 2.9	2.3	2.2	2.4	2.1	2.4	383 / 6.5	6.7	8.3	A	KKDJ-F
15	KRBT-F	C	18 / 1.9	1.2	0.9	2.1	3.0	1.5	316 / 5.3	4.6	7.7		KRBT-F
16	KJFX-F	CL AOR	17 / 1.8	3.4	3.8	3.0	2.5	3.0	457 / 7.7	9.3	9.6	C	KJFX-F
17	KQEQ	SP	16 / 1.7	1.4	1.8	1.5	1.6	1.6	341 / 5.7	3.7	3.5	A	KQEQ
18	KMPH-F	N	14 / 1.5	1.2	1.1	1.1	1.9	1.2	349 / 5.9	5.5	6.3	A	KMPH-F

12+ FM Share (Metro): 79.74 % (665 of 834) (Summer 95 75.40 %)

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 KBOS-F >	1 KFSO-AF <	1 KFSO-AF <	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F	1 KBOS-F >>	1 KMJ
2 KRZR-F >	2 KTHT-F	2 KTHT-F <	2 KTHT-F <	2 KMJ <	2 KJWL-F >	2 KBOS-F	2 KBOS-F	2 KMJ	2 KMJ	2 KBOS-F >>
	KLBN-F	3 KFSO-AF <	3 KBOS-F <	3 KTHT-F <	3 KFSO-AF	3 KFSO-AF	3 KJWL-F	3 KJWL-F <	3 KRZR-F <	
4 KRZR-F	4 KLBN-F <	4 KMJ <	4 KBOS-F	4 KSKS-F <	4 KJWL-F <	4 KTHT-F <	4 KSKS-F <	4 KLBN-F	4 KLBN-F	
5 KFRR-F	5 KRZR-F <	5 KJOI-F	5 KJOI-F	5 KJOI-F	5 KRZR-F	5 KFSO-AF	5 KTHT-F <	5 KFRR-F <	5 KFRR-F <	
6 KSKS-F <	6 KSKS-F <	KSKS-F	6 KJOI-F	6 KJOI-F	6 KLBN-F <	6 KSKS-F <	6 KFSO-AF <	6 KJOI-F <	6 KJOI-F <	
7 KOQO-AF	7 KMJ <	7 KRZR-F <			7 KTHT-F <	7 KJOI-F	7 KJOI-F <	7 KOQO-AF <	7 KOQO-AF <	
	8 KJOI-F	KLBN-F			8 KSKS-F	8 KRZR-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 KBOS-F >>	1 KBOS-F >	1 KTHT-F	1 KBOS-F >	1 KTHT-F	1 KBOS-F >>	1 KBOS-F	1 KRZR-F	1 KBOS-F	1 KMJ >
2 KLBN-F >	2 KTHT-F	2 KBOS-F	2 KTHT-F	2 KBOS-F	2 KOQO-AF	2 KRZR-F >	2 KBOS-F	2 KMJ	2 KFSO-AF
3 KRZR-F	KLBN-F >	3 KLBN-F	3 KFSO-AF	3 KFSO-AF	KRZR-F	3 KLBN-F	3 KMJ	KRZR-F	3 KRZR-F <
4 KTHT-F	4 KSKS-F	4 KJOI-F	KLBN-F	KJOI-F	4 KLBN-F	KFRR-F <	KFRR-F	4 KFSO-AF	4 KSKS-F
KFRR-F	5 KFRR-F	5 KEZL-F	KJOI-F	5 KSKS-F	KOQO-F	5 KTHT-F	5 KSKS-F	5 KTHT-F	5 KJOI-F <
6 KOQO-AF	KJOI-F	KSKS-F	6 KSKS-F	6 KEZL-F <	6 KTHT-F	KOQO-AF	6 KLBN-F	KOQO-AF	6 KBOS-F
KSKS-F >		7 KFRR-F	7 KEZL-F	7 KNAX-F	7 KFRR-F >	7 KMJ	KTHT-F	KLBN-F	KTHT-F
		KKOJ-F	KNAX-F	8 KLBN-F			KKOJ-F		KJOI-F <

FRESNO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys. KKDJ-FM, KMJ-AM, KNAX-FM, KRBT-FM, KSKS-FM	23.1 %	24.2 %	41.7 %	KBIF	REL	900 Fresno	0.4 / 1.6		
				KFIG	SP	1430 Fresno	1.2 / 3.6		
Americom KEZL-FM, KFOS-FM, KTHT-FM	13.4 %	18.4 %	16.8 %	KFRE	N/T	940 Fresno	0.8 / 2.9		
				KGST	SP	1600 Fresno	1.0 / 3.4		
Mondosphere KFRR-FM, KJFX-FM, KYNO-AM	6.0 %	7.1 %	7.0 %	KKTR	T	1340 Fresno	0.5 / 1.7		
				KRDU	REL	1130 Dinuba	0.5 / 1.6		
Patterson KBOS-FM, KKTR-AM, KRZR-FM	15.8 %	11.5 %	14.8 %	KTAA-F	SP	94.3 Kerman	1.0 / 2.3		
				KXEX	SP	1550 Fresno	0.5 / 2.4		
				KYNO	SPRTS	1300 Fresno	0.7 / 2.2		
				KZFO-F	SP	92.1 Madera	0.5 / 2.3		
	58.4 %	61.3 %	80.3 %						

Other Rated Stations--Outside Market						Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL	99.9	Mt. Bullion			0.6 / 1.6		
KJUG-AF	C	106.7	Tulare			0.4 / 1.2		
KSEQ-F	AC	97.1	Visalia			0.6 / 2.6		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Comments
KEYQ	980	500 w/48 w	See KFOS-F			
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$91.00 Katz	Amer. Radio Sys.
KOQO	790	5 kw/2.5 kw (DA-2)	See KOQO-F			Clovis
KQEQ	1220	250 w/67 w	Black AC		\$18.00 K&P	Fowler

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Comments
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$51.00 Eastman	Patterson Tulare
KEZL	96.7	25 kw @ 328	Jazz		\$30.00 Mc-Guild	Americom Fowler
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$24.00 --	Mondosphere Woodlake
KFOS	92.9	17.5 kw @ 853	Oldies		\$51.00 Mc-Guild	Americom Visalia
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$33.00 CBS	Mondosphere
KJOI	98.9	19 kw @ 820	Soft AC		\$29.00 MMR	Dinuba
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$25.00 --	
KKDJ	105.9	2.4 kw @ 1960	Hispanic		NA D&R	Amer. Radio Sys.
KLBN	105.1	0.57 kw @ 1969	Hispanic		CBS \$22.00	Lotus Lotus Auberry
KMPH	107.5	20.5 kw @ 783	News	CBS, AP	\$20.00 Eastman	Pappas Hanford
KNAX	97.9	2.1 kw @ 1988	Country		\$49.00 D&R	Amer. Radio Sys.
KOQO	101.9	2.3 kw @ 1948	Hispanic	CNN	\$27.00 Katz Hisp.	Silverado
KRBT	101.1	10 kw @ 1076	Country		\$26.00 D&R	Amer. Radio Sys.
KRZR	103.7	50 kw @ 500	AOR		\$37.00 Eastman	Patterson Hanford
KSKS	93.7	68 kw @ 1912	Country		\$49.00 Katz	Amer. Radio Sys.
KTHT	102.7	50 kw @ 500	CHR/AC	ABC	\$28.00 Banner	Americom

Notes: 7/96 KKDJ-F changed from 70's Oldies to Hispanic

Jim Duncan

Comments: KTHT-F registered its highest 12+ share in more than two years . . . FM share of audience is at its highest level ever . . . KLBN-F dropped off by 2-1/2 share points . . . KFOS-F moved into #1 in 25-54's . . . KMJ still out of double digits

GRAND RAPIDS

Arbitron Rank: 66	Pop (12+): 586,600	Stations: 28 / 22	Last Year's Revenue: \$30,000,000
MSA Rank: 55		Diaries: 1,675/350:1/58.8%	Household Income: \$52,199
MSA Pop: 739,000		Sample Target: 1,740	Retail Dollars: \$7.1 Bil
DMA: 38 (w/Kalamazoo)		% Below Line: 10.4	#1 Biller: WLHT-F \$4,800,000
Average Person Ratings: 15.1		% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 26,664	Clear Channel duop+ \$12,500,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WBCT-F	90 / 10.2	10.2	8.8	10.1	9.3	9.8	1106 / 18.9	19.1	20.4		F WBCT-F
2	WGRD-F	68 / 7.7	6.5	6.8	5.5	4.6	6.6	1129 / 19.2	18.7	16.3		D WGRD-F
3	WOOD	66 / 7.5	6.9	7.4	6.8	6.5	7.1	908 / 15.4	15.6	15.6		D WOOD
	WOOD-F	SAC	66 / 7.5	7.7	7.5	7.3	9.0	7.5	1152 / 19.6	20.2	22.6	E WOOD-F
5	WLAV-F	CL AOR	65 / 7.3	7.0	7.8	8.3	7.9	7.6	850 / 14.5	14.5	17.0	D WLAV-F
6	WSNX-F	CHR	53 / 6.0	6.1	5.2	5.9	5.6	5.8	988 / 16.8	19.2	19.1	C WSNX-F
7	WLHT-F	AC	47 / 5.3	6.6	6.4	6.4	6.5	6.2	828 / 14.1	13.8	14.2	F WLHT-F
8	WKLO-F	AOR	46 / 5.2	5.0	3.8	5.7	8.9	4.9	780 / 13.3	14.7	19.9	F WKLO-F
9	WODJ-F	O	43 / 4.9	4.5	4.5	4.7	4.4	4.6	851 / 14.5	14.3	14.3	C WODJ-F
10	WCUZ-F	C	40 / 4.5	3.5	4.6	3.4	3.4	4.0	622 / 10.6	10.9	10.5	C WCUZ-F
11	WJQK-F	REL	22 / 2.5	2.7	2.8	1.6	2.2	2.4	430 / 7.3	6.1	5.9	A WJQK-F
12	WMUS-F	C	21 / 2.4	2.4	2.8	2.8	1.9	2.6	374 / 6.4	6.5	6.6	WMUS-F
13	WFUR-F	REL	18 / 2.0	1.6	1.7	1.9	1.4	1.8	338 / 5.8	4.7	6.5	A WFUR-F
14	WFGR-F	CL	17 / 1.9	1.9	2.7	2.4	1.3	2.2	344 / 5.9	6.6	5.3	A WFGR-F
15	WMJH	ST	16 / 1.8	0.4					139 / 2.4	1.6		WMJH
16	WAKX-F	AC/CHR	15 / 1.7	1.8	1.3	1.2	0.6	1.5	476 / 8.1	7.6	3.2	A WAKX-F
17	WKWM	B	13 / 1.5	1.8	1.4	3.2	2.1	2.0	101 / 1.7	2.5	3.1	A WKWM
18	WQFN-F	EZ	12 / 1.4	2.1	1.7	1.2	1.1	1.6	199 / 3.4	4.5	3.1	A WQFN-F

12+ FM Share (Metro): 84.58 % (647 of 765) (Summer 95 84.70 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WSNX-F >>	1 WGRD-F	1 WBCT-F	1 WBCT-F	1 WBCT-F	1 WOOD <	1 WGRD-F	1 WOOD <	1 WBCT-F	1 WBCT-F >	1 WBCT-F <
2 WGRD-F	2 WBCT-F	2 WLAV-F <	2 WLAV-F	2 WLAV-F	2 WBCT-F	2 WOOD <	2 WOOD-F <	2 WOOD-F <	2 WSNX-F <	2 WKLO-F <
3 WKLO-F >	3 WKLO-F <	3 WGRD-F >	3 WLHT-F	3 WLHT-F <	3 WOOD-F	3 WBCT-F	3 WBCT-F	3 WLAV-F	3 WKLO-F <	3 WOOD
	4 WLAV-F	4 WLHT-F	4 WGRD-F	4 WOOD-F	4 WODJ-F <	4 WLHT-F	4 WLAV-F	4 WOOD	4 WLAV-F	
	5 WSNX-F <	WOOD-F <	5 WODJ-F	5 WGRD-F	5 WLHT-F <	WOOD-F <	5 WGRD-F	5 WGRD-F <	5 WGRD-F	
	6 WOOD-F	6 WKLO-F	WOOD-F <	WOOD <	6 WLAV-F <	6 WLAV-F	6 WSNX-F	6 WSNX-F		
	7 WOOD >		7 WOOD	7 WODJ-F >	7 WCUZ-F >	7 WKLO-F	7 WODJ-F <	7 WLHT-F		
						8 WCUZ-F		WODJ-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 WGRD-F	1 WBCT-F	1 WLAV-F	1 WBCT-F	1 WLHT-F <	1 WGRD-F <	1 WGRD-F	1 WGRD-F <	1 WLAV-F <	1 WBCT-F <
	WSNX-F	2 WGRD-F	2 WBCT-F	2 WLHT-F	2 WKLO-F	2 WKLO-F <	2 WBCT-F	2 WBCT-F <	2 WLAV-F
3 WBCT-F	WOOD-F <	WOOD-F	WOOD-F	3 WOOD-F	3 WLAV-F >	3 WBCT-F	3 WKLO-F <	3 WGRD-F	3 WOOD <
4 WOOD-F >	4 WSNX-F >	WLHT-F	4 WGRD-F	4 WLAV-F	4 WSNX-F	4 WLAV-F >	4 WOOD <	4 WKLO-F	4 WGRD-F
5 WKLO-F	5 WLAV-F	5 WGRD-F	WSNX-F	5 WODJ-F >	5 WBCT-F >	5 WOOD >	5 WLAV-F >	5 WOOD >	5 WODJ-F <
	6 WLHT-F	6 WJQK-F	WLAV-F					6 WODJ-F	6 WKLO-F
		WSNX-F	7 WODJ-F >						WOOD-F
									8 WLHT-F >

GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro	Cume	TSA
				Share	Rating	AQH	Share	Rating	AQH Cume
Bloomington WKLQ-FM, WBBL-AM, WLAV-FM	12.5 %	14.1 %	21.0 %	WCUZ	T	1230	Grand Rapids	0.7 / 2.8	
Clear Channel WAKX-FM, WOOD-FM, WOOD-AM, WCUZ-FM, WCUZ-AM, WBCT-FM	32.1 %	32.2 %	41.7 %	WGHN-AF	AC	92.1	Grand Haven	0.7 / 1.3	
Goodrich WODJ-FM, WKWM-AM, WSNX-FM	12.4 %	11.8 %	11.6 %	WHTC	T	1450	Holland	1.0 / 2.0	
Kulper WQFN-FM, WFUR-FM, WFUR-AM	3.4 %	2.1 %	1.0 %	WMFN	SPRTS	640	Zeeland	0.5 / 1.6	
Patterson WGRD-AM, WLHT-FM, WGRD-FM	13.0 %	14.9 %	22.7 %	WYGR	ST	1530	Wyoming	0.3 / 0.7	
	73.4 %	75.2 %	98.0 %	Other Rated Stations—Outside Market					
				WEVS-F	O	92.7	Saugatuck	0.7 / 1.1	
				WMHG-F	B	107.9	Muskegon	0.5 / 1.6	
				WMRR-F	AOR	101.7	Muskegon Hts.	0.6 / 2.5	
				WTCM-F	C	103.5	Traverse City	0.3 / 0.8	

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station	Product
WKWM	1140	5 kw (Days, DA)	Black	AURN	\$<20.00	Patt	Goodrich	Kentwood
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	NA	---		Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	WW1, Tlknl, CBS	\$47.00	Katz	Clear Channel	

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station	Product
WAKX	96.1	50 kw @ 492	CHR	ABC	\$<20.00	Chrystal	Federated	Holland
WBCT	93.7	320 kw @ 780	Country		\$85.00	Clear Chann	Clear Channel	
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Clear Chann	Clear Channel	
WFGH	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied		
WFUR	102.9	50 kw @ 492	Religion		\$<20.00	---	Kuiper	
WGRD	97.9	13 kw @ 590	AOR-New Rock		\$51.00	Eastman	Patterson	
WJQK	99.3	4.7 kw @ 371	Religion	ABC	\$<20.00	Mich.		Zeeland
WKLQ	94.5	50 kw @ 500	AOR	ABC	\$73.00	Banner	Bloomington	Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC	\$57.00	---	Bloomington	
WLHT	95.7	40 kw @ 554	AC	ABC	\$87.00	Eastman	Patterson	
WODJ	107.3	50 kw @ 492	Oldies		\$44.00	D&R	Goodrich	Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$62.00	Clear Chann	Clear Channel	
WQFN	100.5	3 kw @ 328	Easy List/Jazz		NA	---	Kuiper	Walker

Notes: 10/96 WAKX-F sold by Pathfinder to Clear Channel for \$4,100,000

Jim Duncan

Comments: Listening levels are down a full rating point in the last year . . . WGRD continues its ascendancy with its highest 12+ share in many years

GREENSBORO-WINSTON SALEM

Arbitron Rank: 42	Pop (12+): 956,300	Stations: 34 / 22	Last Year's Revenue: \$31,600,000
MSA Rank: 47		Diaries: 2,367/404:1/54.9%	Household Income: \$41,965
MSA Pop: 1,130,000		Sample Target: 2,250	Retail Dollars: \$10.9 Bil
DMA: 47		% Below Line: 9.3	#1 Biller: WTQR-F \$7,500,000
Average Person Ratings: 15.3		% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 43,468	Clear Channel duop \$12,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WTQR-F	168 / 11.5	11.3	11.7	12.7	12.8	11.8	2402 / 25.1	23.4	23.7		H	WTQR-F
2	WJMH-F	99 / 6.8	8.6	6.4	5.4	5.8	6.8	1475 / 15.4	17.5	15.2		D	WJMH-F
3	WMAG-F	98 / 6.7	6.1	7.2	7.0	5.8	6.8	1334 / 13.9	14.0	13.0		E	WMAG-F
4	WKZL-F	CHR/AC	91 / 6.2	6.8	7.2	6.6	6.4	1492 / 15.6	16.9	17.0		E	WKZL-F
5	WQMG-F	B	81 / 5.5	6.1	4.7	4.1	5.0	1187 / 12.4	13.5	12.1		C	WQMG-F
6	WMQX-F	O	80 / 5.5	5.5	5.1	5.6	5.7	1534 / 16.0	13.9	13.5		C	WMQX-F
7	WKRR-F	AOR/CL	77 / 5.3	4.0	4.4	4.7	4.6	1386 / 14.5	11.4	11.5		D	WKRR-F
8	WSJS	FS/T	64 / 4.4	4.5	4.3	3.9	4.8	929 / 9.7	10.3	10.0		D	WSJS
9	WHSL-F	C	61 / 4.2	4.4	4.5	2.7	1.8	1160 / 12.1	11.9	5.4		B	WHSL-F
10	WXRA-F	AOR	60 / 4.1	3.5	5.1	4.5	3.9	1137 / 11.9	12.3	12.3		C	WXRA-F
11	WKSI-F	C	44 / 3.0	3.4	3.7	4.6	7.1	972 / 10.2	8.8	14.8		C	WKSI-F
12	WPCM-F	C	41 / 2.8	2.1	1.6	2.5	3.1	723 / 7.6	6.7	8.7		C	WPCM-F
13	WEND-F	AOR-NR	37 / 2.5	3.0	2.8	2.6	1.4	783 / 8.2	7.9	6.0			WEND-F
14	WFMX-F	C	24 / 1.6	1.8	1.0	2.5	1.9	507 / 5.3	5.5	6.5			WFMX-F
15	WQMG	G	23 / 1.6	1.3	0.9	2.5	1.3	189 / 2.0	2.5	1.9		A	WQMG
16	WDCG-F	CHR	21 / 1.4	1.3	1.9	1.4	1.1	468 / 4.9	5.1	4.4			WDCG-F
17	WAAA	B	17 / 1.2	1.2	1.3	0.6	1.1	236 / 2.5	2.4	1.9			WAAA
18	WMFR	T/FS	15 / 1.0	1.3	1.2	1.2	1.1	208 / 2.2	2.5	2.6		A	WMFR
	WWGL-F	REL	15 / 1.0	1.4	1.7	1.3	2.1	469 / 4.9	3.8	5.1			WWGL-F

12+ FM Share (Metro): 87.10 % (1053 of 1209) (Summer 95 85.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMH-F >>	1 WJMH-F <	1 WTQR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F >	1 WTQR-F >	1 WTQR-F >	1 WTQR-F >	1 WJMH-F <	1 WTQR-F >
2 WEND-F	2 WTQR-F	2 WKZL-F <	2 WKZL-F	2 WMAG-F <	2 WMQX-F <	2 WKZL-F	2 WMAG-F	2 WJMH-F <	2 WTQR-F	2 WQMG-F <
3 WQMG-F	3 WXRA-F <	3 WMAG-F <	WMAG-F	3 WKZL-F <	3 WMAG-F	3 WMAG-F <	3 WMQX-F <	3 WMAG-F <	3 WQMG-F >	3 WJMH-F
	4 WKZL-F <	4 WKRR-F <	4 WKRR-F	4 WKRR-F	4 WSJS	4 WSJS	4 WKZL-F	4 WKZL-F <	4 WXRA-F	
	5 WKRR-F <	5 WJMH-F <	5 WQMG-F <	5 WMQX-F <	5 WKZL-F	5 WKRR-F	5 WJMH-F <	5 WKRR-F <	5 WMAG-F	
	6 WMAG-F <	6 WQMG-F	6 WMQX-F	6 WQMG-F		6 WMQX-F <	6 WSJS <	6 WMQX-F		
	7 WQMG-F	7 WXRA-F <	7 WJMH-F <	7 WJMH-F		7 WJMH-F <	7 WKRR-F	7 WQMG-F		
		8 WMQX-F <		WHSL-F >		8 WQMG-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 WJMH-F	1 WJMH-F	1 WMAG-F <	1 WMAG-F	1 WMAG-F	1 WXRA-F	1 WXRA-F	1 WKRR-F <	1 WKRR-F <	1 WTQR-F <
2 WKZL-F	2 WTQR-F	2 WJMH-F	2 WKZL-F	2 WTQR-F	2 WJMH-F	2 WKRR-F <	2 WXRA-F	2 WTQR-F	2 WKRR-F >
	WTQR-F	3 WMAG-F <	WTQR-F	3 WKZL-F >	3 WEND-F >	3 WTQR-F	WTQR-F	3 WXRA-F	3 WMQX-F
4 WQMG-F	4 WKZL-F	4 WKZL-F <	4 WJMH-F	4 WMQX-F <	4 WKRR-F	4 WJMH-F	4 WKZL-F	4 WKZL-F	WKZL-F <
5 WXRA-F	5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WJMH-F <	5 WKZL-F	5 WKZL-F	5 WJMH-F	5 WQMG-F	5 WQMG-F
	6 WKRR-F <	6 WKRR-F	6 WHSL-F	6 WQMG-F <	WTQR-F	6 WEND-F <	6 WHSL-F	6 WJMH-F	6 WXRA-F <
	7 WHSL-F <	7 WHSL-F	7 WMQX-F	7 WHSL-F		7 WQMG-F	WQMG-F	7 WMQX-F	7 WMAG-F
							8 WMAG-F >		

GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel WSJS-AM, WTQR-FM, WXRA-FM	20.0 %	17.8 %	38.0 %	WBAG	?	1150 Burlington	0.4 /	0.9	
Dick WKRR-FM, WKZL-FM	11.5 %	15.4 %	20.3 %	WFAZ-F	REL	98.3 Thomasville	0.4 /	1.6	
Max WJMH-FM, WMQX-FM, WQMG-AM, WQMG-FM	19.4 %	18.7 %	17.7 %	WKEW	T	1400 Greensboro	0.6 /	1.9	
SFX WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	11.9 %	14.1 %	13.8 %	WKXR	C	1260 Asheboro	0.4 /	1.2	
	62.8 %	66.0 %	89.8 %	WPOL	REL	1340 Winston-Salem	0.3 /	1.0	
				WTNC	G	790 Thomasville	0.3 /	0.6	
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				WBRF-F	C	98.1 Galax, VA	0.5 /	1.8	
				WLYT-F	SAC	102.9 Hickory	0.3 /	1.6	
				WPAQ	C	740 Mt. Airy	0.4 /	0.8	
				WPEG-F	B	97.9 Concord	0.3 /	1.8	
				WQOK-F	B	97.5 S. Boston, VA	0.6 /	2.4	
				WROV-F	AOR	96.3 Martinsville, VA	0.3 /	1.2	
				WRSN-F	AC	93.9 Burlington	0.6 /	2.8	
				WSOC-F	C	103.7 Charlotte	0.3 /	1.6	
				WSSS-F	O	104.7 Charlotte	0.3 /	1.6	

AM Stations

WAAA	980	1 kw/69 w	Black	AURN	\$16.00	---		
WMFR	1230	1 kw	Talk/Full Svc.	ABC, AP	\$18.00	Christal	SFX	
WQMG	1510	1 kw (Days)	Gospel	AURN	NA	Banner	Max	
WSJS	600	5 kw (DA-2)	FS/Talk	WW1, Tiknt, ABC	\$54.00	Mc-Guild	Clear Channel	

FM Stations

WHSL	100.3	100 kw @ 1035	Country		\$35.00	MMR	SFX	
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Max	Reidsville
WKRR	92.3	100 kw @ 1288	AOR/Classic		\$65.00	Katz	Dick	Asheboro
WKSj	98.7	100 kw @ 1035	Country		\$40.00	Eastman	Bahakel	
WKZL	107.5	100 kw @ 994	AC/CHR		\$78.00	Katz	Dick	
WMAG	99.5	100 kw @ 1500	AC		\$73.00	Christal	SFX	
WMQX	93.1	100 kw @ 1099	Oldies		\$47.00	D&R	Max	
WPCM	101.1	100 kw @ 1190	Country	Westwd	\$34.00	Mc-Guild	Curtis	Burlington
WQMG	97.1	100 kw @ 1234	Black	CBS, ABC	\$35.00	Banner	Max	
WTQR	104.1	100 kw @ 1420	Country		\$150.00	Clr Chnt	Clear Channel	
WWGL	94.1	100 kw @ 1014	Religion	CNN	\$17.00	TN		Lexington
WXRA	94.5	100 kw @ 982	AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel	Eden

Notes: WEND-F -- See Charlotte . . . 10/96 WQMG-F changed from Black to Black AC (after the Summer survey) . . . WFAZ-F (98.3; Thomasville) sold to GHB for \$925,000

Jim Duncan

Comments: Listening levels are down by almost one rating point in the last year . . . WTQR-F is one Country station which is holding strong -- despite their being four competitors in the format . . . WKRR-F had its highest 12+ share since Fall 1994

GREENVILLE-NEW BERN

Arbltron Rank: 80	Pop (12+): 455,300	Stations: 33 / 23	Last Year's Revenue: \$13,000,000
MSA Rank: 282 - Greenville; 237 - Jksnvl		Diaries: 1,058/430:1/54.0%	Household Income: \$34,884
MSA Pop: 407,000		Sample Target: 1,040	Retail Dollars: \$3.7 Bil
DMA: 104		% Below Line: 10.8	#1 Billing: WRNS-AF \$3,400,000
Average Person Ratings: 14.8		% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL In Hours: 20.00		Pop per Station: 19,796	Beasley duop+ \$4,800,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WRNS-AF	145 / 21.6	19.3	21.1	19.8	15.2	20.4	1486 / 32.6	28.8	30.6		E WRNS-AF
2	WIKS-F	93 / 13.8	13.3	15.4	16.0	16.0	14.6	1002 / 22.0	21.8	25.6		D WIKS-F
3	WSFL-F	48 / 7.1	6.9	7.5	9.9	9.8	7.9	718 / 15.8	16.1	19.8		C WSFL-F
4	WRHT-FF	38 / 5.6	5.2	5.5	4.3	5.3	5.2	684 / 15.0	15.1	16.0		C WRHT-FF
5	WXNR-F	31 / 4.6	4.4	0.7		1.7		491 / 10.8	10.6	8.2		WXNR-F
6	WERO-F	29 / 4.3	3.9	4.8	4.5	4.2	4.4	514 / 11.3	11.5	14.4		C WERO-F
7	WNCT-F	24 / 3.6	4.4	3.0	4.3	3.8	3.8	399 / 8.8	11.2	11.8		B WNCT-F
8	WKO0-FF	22 / 3.3	4.6	2.9	4.9	3.9	3.9	398 / 8.7	11.5	10.0		C WKO0-FF
9	WMGV-F	20 / 3.0	1.0	2.7	1.8	1.9	2.1	363 / 8.0	4.0	7.4		WMGV-F
10	WTRG-F	17 / 2.5	2.2	2.7	2.2	0.8	2.4	295 / 6.6	6.7	5.3		WTRG-F
11	WQSL-F	16 / 2.4	2.7	2.8	1.2	1.2	2.3	364 / 8.0	7.8	3.7		WQSL-F
12	WXQR-F	15 / 2.2	1.9	1.8	2.2	1.9	2.0	257 / 5.6	4.9	5.7		WXQR-F

12+ FM Share (Metro): 94.82 % (568 of 599) (Summer 95 91.04 %)

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 WRNS-AF
2 WRNS-AF	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 WIKS-F >>
3 WQSL-F	3 WSFL-F	3 WSFL-F >	3 WSFL-F <	3 WSFL-F <	3 WKO0-FF <	3 WSFL-F >>	3 WSFL-F <	3 WRHT-FF	3 WRHT-FF	
4 WXNR-F	4 WRHT-FF	4 WERO-F	4 WERO-F	4 WERO-F	4 WNCT-F		4 WRHT-FF <	4 WSFL-F	4 WQSL-F	
5 WRHT-FF	5 WXNR-F <	5 WRHT-FF	5 WRHT-FF	5 WRHT-FF			5 WXNR-F	5 WERO-F		
6 WERO-F >	6 WERO-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 WRNS-AF	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF	1 WRNS-AF	1 WSFL-F <	1 WRNS-AF <	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >>
WIKS-F	2 WIKS-F >	2 WIKS-F >	2 WIKS-F >>	2 WIKS-F >>	2 WIKS-F	2 WIKS-F	2 WERO-F	2 WSFL-F <	2 WIKS-F <
3 WRHT-FF >	3 WRHT-FF >	3 WRHT-FF >	3 WRHT-FF >	3 WRHT-FF	3 WXNR-F	WSFL-F >	3 WSFL-F	3 WIKS-F >	3 WSFL-F
4 WSFL-F	4 WXNR-F	4 WMGV-F	4 WMGV-F	4 WKO0-FF <	4 WRNS-AF >>	4 WXNR-F	WIKS-F >	4 WERO-F	4 WERO-F >>
WXNR-F	5 WMGV-F	WERO-F	5 WNCT-F		5 WRHT-FF	5 WERO-F >	5 WXNR-F >	WXNR-F >	
	WSFL-F				6 WXQR-F			6 WRHT-FF	

GREENVILLE-NEW BERN

Consolidation Report	12+	25-54	Revenue
Beasley WSFL-FM, WNCT-FM, WNCT-AM, WMGV-FM, WIKS-FM, WXNR-FM	32.1 %	31.9 %	36.9 %
HVS WQSL-FM, WXQR-FM	4.6 %	3.5 %	4.6 %
Local - 1 WKJA-FM, WKOO-FM	3.3 %	4.6 %	7.7 %
Local - 2 WRHT-FM, WCBZ-FM	5.6 %	5.4 %	9.2 %
Pinnacle WDLX-AM, WRNS-FM, WRNS-AM, WERO-FM	27.0 %	29.9 %	30.8 %
	72.7 %	75.5 %	89.2 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCZI-F	T	98.3	Washington	0.4 /	1.9	
WDLX	T	930	Washington	1.2 /	2.1	
WELS	B	1010	Kinston	0.6 /	1.8	
WGPM-F	AC	94.3	Farmville	0.6 /	2.1	
WJNC	T	1240	Jacksonville	1.2 /	2.1	
WNBR-FF	AOR	94.1	New Bern	0.9 /	3.5	
WOOW	G	1340	Greenville	0.6 /	2.0	
WTKF-F	T	107.3	Atlantic	1.3 /	3.5	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFXK-F	B	104.3	Tarboro	1.5 /	4.8	
WGNI-F	AC	102.7	Wilmington	1.2 /	1.6	
WGTM	REL	590	Wilson	0.7 /	2.1	
WKTC-F	C	96.9	Goldsboro	1.0 /	4.5	
WQDR-F	C	94.7	Raleigh	0.4 /	1.9	
WRAL-F	AC	101.5	Raleigh	0.4 /	3.1	
WRDU-F	AOR	106.1	Wilson	1.3 /	5.5	
WZFX-F	B	99.1	Whiteville	0.6 /	1.7	
WZXS-F	ST	103.9	Topsail Beach	1.0 /	2.4	

FM Stations

Station	Freq	Pwr	Notes	City
WCBZ	103.7	100 kw @ 981	See WRHT-F	Williamston
WERO	93.3	100 kw @ 1780	Classic AOR	Washington
WIKS	101.9	100 kw @ 983	Black	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F	Belhaven
WKOO	98.7	100 kw @ 978	Oldies	Jacksonville
WMGV	103.3	100 kw @ 593	AC	Newport
WNCT	107.9	100 kw @ 1700	Oldies	Greenville
WQSL	92.3	23 kw @ 725	AC/CHR	Jacksonville
WRHT	96.3	100 kw @ 492	CHR	Morehead City
WRNS	95.1	100 kw @ 1500	Country	Kinston
WSFL	106.5	100 kw @ 915	AOR	New Bern
WXNR	99.5	16.5 kw @ 843	AOR-New Rock	Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic	Jacksonville

Notes: WTRG-F - See Raleigh

Jim Duncan

Comments: The new Beasley acquisitions, WXNR-F and WMGV-F, show improvement after format changes made by the previous owner . . . WRNS-AF is back into the twenties

GREENVILLE-SPARTANBURG

Arbltron Rank: 89 Pop (12+): 704,100	Stations: 30 / 23	Last Year's Revenue: \$26,700,000
MSA Rank: 64	Diaries: 2,049/344:1/51.5%	Household Income: \$40,490
MSA Pop: 888,000	Sample Target: 1,910	Retail Dollars: \$8.3 Bil
DMA: 35 (w/Asheville)	% Below Line: 5.4	#1 Biller: WSSL-AF \$5,900,000
Average Person Ratings: 15.2	% Not Listed: 14.5	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 30,613	SFX duop + \$14,900,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WSSL-F	113 / 10.6	12.3	14.5	11.4	14.3	12.2	1651 / 23.5	25.1	29.7		G	WSSL-F
2	WJMZ-F	109 / 10.2	10.7	9.5	10.7	9.5	10.3	1123 / 15.9	15.8	14.8		D	WJMZ-F
3	WROQ-F	108 / 10.1	8.9	9.2	8.5	10.5	9.2	1352 / 18.2	18.8	21.3		F	WROQ-F
4	WESC-F	94 / 8.8	9.2	9.9	11.1	7.1	9.7	1366 / 19.4	19.8	18.4		E	WESC-F
5	WFBC-F	81 / 7.6	6.8	5.2	4.7	5.4	6.1	1376 / 18.5	19.0	13.5		B	WFBC-F
6	WMIY-F	71 / 6.6	7.4	8.1	8.3	7.5	7.6	1243 / 17.7	19.0	20.2		F	WMIY-F
7	WSPA-F	56 / 5.2	7.2	7.0	6.6	6.7	6.5	959 / 13.6	15.0	16.5		C	WSPA-F
8	WMUU-F	44 / 4.1	1.9	1.7	3.6	2.6	2.8	479 / 6.8	5.4	6.3		B	WMUU-F
9	WFBC-AA	42 / 3.9	3.7	3.6	3.9	2.9	3.8	531 / 7.5	7.6	7.1		B	WFBC-AA
10	WOLI-F	34 / 3.2	1.8	2.8	3.3	3.7	2.8	505 / 7.2	6.9	9.0		B	WOLI-F
11	WPJM	20 / 1.9	1.6	1.2	1.1	1.2	1.4	201 / 2.9	2.5	2.7			WPJM
12	WFNQ-F	17 / 1.6	1.7	2.5	1.7	1.6	1.9	439 / 6.2	6.6	7.2		C	WFNQ-F
13	WPEG-F	15 / 1.4	1.1	1.7	1.2	0.6	1.4	268 / 3.8	4.0	3.2			WPEG-F
	WPEK-F	15 / 1.4	0.7	0.9	0.5	0.4	0.9	363 / 5.2	3.4	1.8			WPEK-F

12+ FM Share (Metro): 89.70 % (819 of 913) (Summer 95 90.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFBC-F >	1 WROQ-F <	1 WROQ-F	1 WROQ-F	1 WROQ-F	1 WSSL-F	1 WROQ-F	1 WROQ-F <	1 WSSL-F <	1 WJMZ-F >	1 WJMZ-F >
2 WJMZ-F >>	2 WJMZ-F	2 WJMZ-F	2 WSSL-F <	2 WSSL-F	2 WESC-F >	2 WSSL-F	2 WSSL-F <	2 WROQ-F <	2 WFBC-F	2 WFBC-F
3 WFBC-F	3 WSSL-F	3 WJMZ-F	3 WJMZ-F	3 WJMZ-F	3 WROQ-F <	3 WESC-F <	3 WESC-F	3 WESC-F <	3 WSSL-F	3 WESC-F
4 WSSL-F >	4 WMIY-F	4 WMIY-F	4 WESC-F <	4 WESC-F <	4 WMIY-F <	4 WMIY-F <	4 WJMZ-F <	4 WJMZ-F <	4 WROQ-F	4 WMIY-F
5 WMIY-F <	5 WFBC-F <	5 WESC-F	5 WMIY-F >	5 WSPA-F <	5 WJMZ-F >	5 WFBC-AA <	5 WFBC-F	5 WESC-F >		
6 WESC-F >	6 WESC-F >	6 WSPA-F	6 WSPA-F	6 WMUU-F	6 WFBC-F <	6 WMIY-F	6 WMIY-F			
		7 WOLI-F			7 WSPA-F >		7 WSPA-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 WJMZ-F	1 WJMZ-F	1 WJMZ-F	1 WJMZ-F	1 WSSL-F <	1 WFBC-F	1 WROQ-F >	1 WROQ-F >	1 WROQ-F >>	1 WROQ-F >>
WFBC-F	2 WFBC-F	2 WSSL-F	2 WSSL-F <	2 WMIY-F <	2 WROQ-F	2 WJMZ-F >	2 WJMZ-F >	2 WJMZ-F	2 WSSL-F
3 WSSL-F >	WSSL-F >	3 WROQ-F	3 WMIY-F	3 WJMZ-F	WJMZ-F >>	3 WFBC-F	3 WESC-F	3 WSSL-F	3 WESC-F <
4 WMIY-F	4 WMIY-F	4 WFBC-F	4 WFBC-F	4 WESC-F	4 WSSL-F	4 WESC-F <	4 WSSL-F	4 WESC-F	4 WJMZ-F >
5 WROQ-F >	WROQ-F >	WMIY-F	5 WESC-F	5 WSPA-F	5 WFNQ-F	5 WSSL-F	5 WMIY-F	5 WFBC-F	5 WFBC-AA <
6 WSPA-F	6 WSPA-F	6 WROQ-F	6 WROQ-F	6 WROQ-F <	WESC-F	6 WMIY-F >>	6 WFBC-F >>	6 WMIY-F	6 WMIY-F
7 WESC-F >	7 WESC-F >>	7 WSPA-F	7 WSPA-F	7 WFBC-F					

GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Benchmark WESC-AM, WESC-FM, WFNQ-FM, WJMZ-FM	21.2 %	20.2 %	27.7 %	WAGI-F C 105.3 Gaffney WAIM T 1230 Anderson	0.4 / 1.5 0.4 / 0.8		
Local WOLI-FM, WOLT-FM	3.2 %	4.8 %	1.9 %	WCCP-F CL AOR 104.9 Clemson WESC C 660 Greenville	0.5 / 1.7 0.6 / 1.5		
SFX WGVL-AM, WMYI-FM, WROQ-FM, WSSL-FM	27.8 %	33.6 %	55.8 %	WGVL T 1440 Greenville WRIX-F C 103.1 Honea Path	0.5 / 1.5 0.9 / 2.3		
Sinclair TV, semi-duop WFBC-AM, WFBC-FM, WORD-AM	11.5 %	8.1 %	5.1 %	WRIX REL 1030 Homeland WSPA FS 950 Spartanburg	0.4 / 1.4 1.2 / 3.2		
	63.6 %	66.7 %	90.5 %				

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAV-F B/AC 101.9 Gastonia, NC	0.7 / 2.0		
WFOX-F O 97.1 Gainesville, GA	0.5 / 1.8		
WKSF-F C 99.9 Asheville, NC	0.4 / 2.4		
WMIT-F REL 106.9 Black Mtn., NC	1.3 / 3.1		
WNKS-F CHR 95.1 Charlotte, NC	0.7 / 4.4		
WWMG-F O 96.1 Shelby, NC	0.4 / 2.6		

AM Stations

Station	Power	Time	Format	Advertiser
WFBC	1330	5 kw (DA-N)	News/Talk	CBS \$15.00 Katz Sinclair TV
WORD	910	3.6 kw/950 w (DA-2)	See WFBC	
WPJM	800	1 kw/438 w	Gospel	ABC \$15.00 Keystone Greer
WSPA	950	5 kw (DA-N)	Talk	CBS \$17.00 Allied

FM Stations

Station	Power	Time	Format	Advertiser
WESC	92.5	100 kw @ 2000	Country	ABC \$77.00 Banner Benchmark
WFBC	93.7	100 kw @ 1850	CHR	CBS \$40.00 Katz Sinclair
WFNQ	93.3	93 kw @ 2030	Country	ABC \$22.00 Banner Benchmark Forest City, NC
WJMZ	107.3	100 kw @ 1010	Black	ABC \$59.00 MMR Benchmark Anderson
WMUU	94.5	100 kw @ 1200	EZ/Standards	ABC \$24.00 ---
WMYI	102.5	20 kw @ 1782	AC	\$91.00 Eastman SFX Hendersonville, NC
WOLI	103.9	6 kw @ 328	Oldies	ABC \$21.00 Allied Eastley
WOLT	103.3	2.7 kw @ 495	See WOLI-F	Greer
WPEK	98.1	100 kw @ 1004	AC	CNN NA --- Seneca
WROQ	101.1	100 kw @ 986	AOR	ABC \$88.00 Banner SFX Anderson
WSPA	98.9	100 kw @ 1910	Soft AC	\$43.00 Allied
WSSL	100.5	100 kw @ 1240	Country	Westwd \$105.00 Mc-Guild SFX Gray Court

Notes: WPEG-F - See Charlotte . . . 7/96 WXWZ-F changed calls to WOLT-F; format remains Oldies . . . 9/96 WFNQ-F changed from Country to AOR, identifying itself as "The Planet"

Jim Duncan

Comments: Both Country stations showed declines . . . WFBC-F had its best 12+ book in many years but has yet to make a major impact in 25-54's . . . WMUU-F had its best book in memory . . . SFX has over 50% revenue share

HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 75 Pop (12+): 518,600	Stations: 34 / 20	Last Year's Revenue: \$19,000,000
MSA Rank: 85	Diaries: 1,846/281:1/63.0%	Household Income: \$49,238
MSA Pop: 614,000	Sample Target: 1,650	Retail Dollars: \$6.0 Bil
DMA: 44 (w/Lanc., York)	% Below Line: 19.7	#1 Biller: WNNK-F \$6,500,000
Average Person Ratings: 16.4	% Not Listed: 11.7	#1 Billing Portfolio: Patterson combo \$6,900,000
Market TSL In Hours: 21.50	Pop per Station: 24,695	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WNNK-F	CHR	89 / 10.5	12.3	13.0	10.5	10.2	11.6	1340 / 25.8	27.2	26.0		G	WNNK-F
2 WHP	FS	71 / 8.4	8.4	10.0	9.7	8.1	9.1	952 / 18.4	17.8	17.6		D	WHP
3 WRKZ-F	C	68 / 7.8	9.6	7.0	9.7	8.1	8.5	905 / 17.5	16.5	16.5		E	WRKZ-F
4 WRVV-F	AC/AOR	61 / 7.2	7.1	8.9	7.8	8.5	7.7	896 / 17.3	15.9	17.5		E	WRVV-F
5 WTPA-F	AOR	60 / 7.1	5.9	7.8	8.5	7.6	7.3	828 / 16.0	15.1	16.9		D	WTPA-F
6 WWKL-F	O	51 / 6.0	4.3	4.3	5.5	6.1	5.0	783 / 15.1	14.2	15.0		D	WWKL-F
7 WQXA-F	AOR-NR	42 / 4.9	3.6	3.7	2.7	3.9	3.7	723 / 13.9	13.2	11.8			WQXA-F
8 WROZ-F	SAC	33 / 3.9	3.1	3.5	3.2	3.9	3.4	512 / 9.9	11.1	10.5			WROZ-F
9 WNCE-F	EZ/ST	32 / 3.8	2.1	3.7	2.6	3.4	3.0	402 / 7.7	5.7	6.5		A	WNCE-F
WHYL	ST	32 / 3.8	3.8	2.6	3.3	3.3	3.4	411 / 7.9	7.4	7.2		A	WHYL
11 WEGK-F	CL AOR	24 / 2.8	2.3	1.7	1.5	1.6	2.1	437 / 8.4	7.6	6.5			WEGK-F
WYMJ-F	AC	24 / 2.8	3.5	3.6	3.4	2.4	3.3	438 / 8.4	10.0	6.4		B	WYMJ-F
13 WHYL-F	C	20 / 2.4	2.9	3.4	2.2	2.1	2.7	340 / 6.6	6.6	6.5		A	WHYL-F
14 WLBR	FS	17 / 2.0	1.7	2.0	1.9	2.2	1.9	244 / 4.7	4.8	5.8		A	WLBR
WTCY	B	17 / 2.0	1.9	1.8	2.1	2.7	2.0	192 / 3.7	3.2	4.1		A	WTCY
16 WLAN-F	CHR	16 / 1.9	0.9	0.9	0.9	0.8	1.2	389 / 7.5	4.0	3.8			WLAN-F
17 WDAC-F	REL	14 / 1.6	1.5	1.0	1.6	2.1	1.4	198 / 3.8	4.3	5.7			WDAC-F
WCMB	T	14 / 1.6	1.7	1.1	1.6	1.3	1.5	232 / 4.5	4.4	5.0		A	WCMB

12+ FM Share (Metro): 77.73 % (583 of 750) (Summer 95 77.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNNK-F >>	1 WTPA-F	1 WNNK-F	1 WNNK-F <	1 WNNK-F <	1 WHP	1 WNNK-F	1 WHP	1 WNNK-F	1 WNNK-F	1 WNNK-F
2 WQXA-F >	2 WNNK-F	2 WTPA-F <	2 WRVV-F	2 WRVV-F	2 WRKZ-F	2 WHP	2 WNNK-F	2 WHP	2 WRVV-F <	2 WRKZ-F <
3 WLAN-F	3 WQXA-F	3 WRVV-F >	3 WTPA-F	3 WRKZ-F <	3 WNNK-F <	3 WTPA-F <	3 WRVV-F <	3 WTPA-F <	3 WQXA-F <	3 WTPA-F
4 WWKL-F	4 WRVV-F	4 WRKZ-F	4 WRKZ-F	4 WTPA-F	4 WWKL-F	4 WRKZ-F <	4 WRKZ-F	4 WRVV-F <	4 WTPA-F <	WHP
	5 WRKZ-F >	5 WQXA-F	5 WWKL-F <	5 WWKL-F	5 WRVV-F	5 WRVV-F	5 WTPA-F	5 WRKZ-F	5 WRKZ-F <	5 WRKZ-F <
		6 WWKL-F	6 WHP	6 WHP	6 WHYL <	6 WWKL-F	6 WWKL-F	6 WWKL-F <	6 WWKL-F	6 WWKL-F
		7 WHP	7 WQXA-F		7 WNCE-F	WQXA-F >		7 WQXA-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 WNNK-F >>	1 WNNK-F >>	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WQXA-F	1 WTPA-F >	1 WTPA-F >>	1 WTPA-F >	1 WTPA-F
2 WTPA-F	2 WTPA-F <	2 WTPA-F	2 WRVV-F	2 WRVV-F	2 WTPA-F >>	2 WQXA-F >	2 WRVV-F	2 WRVV-F	2 WRVV-F
WRVV-F	3 WRVV-F	WRKZ-F	3 WRKZ-F <	3 WRKZ-F	3 WLAN-F	3 WRVV-F	WQXA-F	3 WQXA-F	3 WRKZ-F <
4 WQXA-F	4 WRKZ-F	4 WRVV-F >	4 WWKL-F	WWKL-F >		4 WNNK-F	4 WNNK-F	4 WRKZ-F	4 WHP
	5 WQXA-F	5 WROZ-F	5 WTPA-F	5 WROZ-F <		5 WRKZ-F	5 WRKZ-F	5 WHP	5 WWKL-F
	6 WROZ-F	WQXA-F		6 WTPA-F			6 WHP	WNNK-F	WNNK-F <
									7 WQXA-F

HARRISBURG-LEBANON-CARLISLE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Barnstable WCMB-AM, WWKL-FM, WYMJ-FM	10.4 %	13.1 %	14.8 %	WADV REL 940 Lebanon WIOO AC 1000 Carlisle	0.4 / 0.8 0.5 / 1.6		
Dame WHP-AM, WKBO-AM, WRVV-FM	16.3 %	16.9 %	22.1 %	WKBO N 1230 Harrisburg WQIC-F CHR 100.1 Lebanon	0.7 / 2.2 0.4 / 1.9		
Local WNCE-FM, WTPA-FM	10.9 %	9.6 %	17.8 %	WQLV-F SAC 98.9 Millersburg WWII REL 720 Shiremanstown WYGL-F C 100.5 Selinsgrove	0.7 / 1.1 0.4 / 2.0 0.4 / 1.7		
	37.6 %	39.6 %	54.7 %				

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WARM-F SAC 103.3 York	0.9 / 4.2		
WGTY-F C 107.7 Gettysburg	0.6 / 3.0		
WIKZ-F AC/CHR 95.1 Chambersburg	0.4 / 1.0		
WIOV-F C 105.1 Ephrata	0.6 / 2.7		
WJUN-F C 92.5 Mexico	0.4 / 0.8		
WQKX-F CHR 94.1 Sunbury	0.6 / 1.7		
WRFY-F CHR 102.5 Reading	0.4 / 1.1		
WWMD-F EZ 104.7 Hagerstown, MD	0.4 / 1.2		
WYCR-F CHR 98.5 Hanover	0.5 / 4.4		

AM Stations

Station	Power	Frequency	Service	Owner	Notes
WCMB	1460	5 kw (DA-N)	Talk	CBS, Westwd	Barnstable
WHP	580	5 kw (DA-N)	Full Service	CNN, ABC, Talknt	Dame
WHYL	960	5 kw/22 w (DA-1)	Standards	Westwd	Carlisle
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	Lebanon
WTCY	1400	1 kw	Black AC	ABC	Mc-Guild Patterson

FM Stations

Station	Power	Frequency	Service	Owner	Notes
WHYL	102.3	3 kw @ 328	Country	CNN	Carlisle
WNCE	99.3	3.3 kw @ 300	EZ/Standards	ABC	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP	Patterson
WRKZ	106.7	14 kw @ 928	Country	ABC	Hershey
WRVV	97.3	17 kw @ 840	AC/AOR	\$65.00	Dame
WTPA	93.5	1.25 kw @ 719	AOR	\$64.00	Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies	\$50.00	Barnstable
WYMJ	94.9	25 kw @ 700	AC	\$22.00	Barnstable

Notes: Other ranked stations - See York or Lancaster . . . 10/96 WCMB/WWKL-F/WYMJ-F sold by Barnstable to Dame for \$11,000,000

Jim Duncan

Comments: WQXA-F (from York) is showing some growth in this market . . . WWKL-F bounced back nicely from a weak Spring book

HARTFORD

Arbitron Rank: 41	Pop (12+): 962,700	Stations: 28 / 17	Last Year's Revenue: \$46,900,000
MSA Rank: 48		Diaries: 2,333/413:1/52.2%	Household Income: \$58,144
MSA Pop: 1,120,000		Sample Target: 2,320	Retail Dollars: \$11.1 Bil
DMA: 26 (w/New Haven)		% Below Line: 16.3	#1 Biller: WTIC \$7,700,000
Average Person Ratings: 15.9		% Not Listed: 18.4	#1 Billing Portfolio:
Market TSL In Hours: 21.50		Pop per Station: 56,629	Amer. Radio Sys. duop+ \$23,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WRCH-F	149 / 9.7	10.3	10.1	9.3	9.8	9.9	1829 / 19.0	20.6	21.5		G	WRCH-F
2	WTIC	142 / 9.3	11.8	12.5	12.3	11.4	11.5	2183 / 22.7	27.2	24.7		H	WTIC
3	WTIC-F	119 / 7.8	5.8	5.8	5.6	6.0	6.2	2176 / 22.6	21.5	23.0		F	WTIC-F
4	WVYZ-F	118 / 7.7	7.9	8.6	7.7	6.9	8.0	1547 / 16.1	15.8	15.8		G	WVYZ-F
5	WKSS-F	102 / 6.7	6.4	6.3	6.4	7.2	6.4	1983 / 20.6	21.0	21.6		F	WKSS-F
6	WDRQ-F	100 / 6.5	5.0	5.5	4.7	5.7	5.4	1678 / 17.4	14.3	15.8		F	WDRQ-F
7	WMRQ-F	AOR-NR	82 / 5.3	5.7	5.1	5.6	5.3	1477 / 15.3	16.4	15.1		C	WMRQ-F
8	WZMX-F	O-70s	79 / 5.2	5.3	6.1	6.3	5.7	1477 / 15.3	16.0	17.3		G	WZMX-F
9	WHCN-F	AOR	75 / 4.9	3.7	4.0	5.6	3.9	1137 / 11.8	13.4	11.4		E	WHCN-F
10	WDRQ	ST	51 / 3.3	5.0	4.4	4.6	5.0	656 / 6.8	9.1	9.3		C	WDRQ
11	WCCC-AF	AOR	38 / 2.5	2.4	1.7	1.9	2.0	980 / 10.2	9.9	8.2		D	WCCC-AF
12	WPKK-F	C	20 / 1.3	1.2	0.5	1.2	0.9	301 / 3.1	3.3	3.2			WPKK-F
	WFAN	SPRTS	20 / 1.3	1.8	1.8	1.9	1.6	430 / 4.5	5.8	5.7			WFAN
	WAQY-F	CL AOR	20 / 1.3	2.1	1.8	1.9	1.9	654 / 6.8	8.2	7.7			WAQY-F

12+ FM Share (Metro): 76.58 % (958 of 1251) (Summer 95 73.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WMRQ-F <	1 WKSS-F <	1 WTIC-F	1 WRCH-F <	1 WRCH-F	1 WTIC	1 WTIC >	1 WRCH-F	1 WRCH-F	1 WMRQ-F	1 WTIC >
2 WKSS-F >>	2 WTIC-F	2 WRCH-F <	2 WTIC-F	2 WTIC-F <	2 WRCH-F	2 WRCH-F	2 WTIC-F	2 WTIC-F <	2 WKSS-F	2 WRCH-F
3 WTIC-F >	3 WMRQ-F	3 WKSS-F <	3 WDRQ-F	3 WVYZ-F <	3 WDRQ-F	3 WVYZ-F <	3 WTIC <	3 WTIC <	WRCH-F <	3 WKSS-F
4 WRCH-F <	4 WZMX-F <	WVYZ-F <	4 WDRQ-F	WVYZ-F >	4 WTIC-F	4 WVYZ-F <	4 WVYZ-F <	4 WVYZ-F <	4 WTIC	WVYZ-F
5 WZMX-F <	5 WVYZ-F <	5 WZMX-F	5 WZMX-F	5 WTIC-F <	5 WZMX-F <	5 WDRQ-F	5 WDRQ-F	5 WDRQ-F <	5 WTIC-F <	5 WTIC-F <
6 WHCN-F	6 WDRQ-F	6 WKSS-F <	6 WKSS-F <	6 WDRQ	6 WKSS-F	6 WKSS-F	6 WKSS-F	6 WKSS-F	6 WVYZ-F	6 WVYZ-F
7 WVYZ-F	WHCN-F	7 WHCN-F	7 WHCN-F	7 WDRQ-F	7 WDRQ-F	7 WHCN-F	7 WMRQ-F	7 WMRQ-F		
	8 WMRQ-F >	8 WTIC	8 WTIC	8 WDRQ						

Wom 18-24	Wom 18-34	Wom 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 WTIC-F <	1 WRCH-F	1 WRCH-F	1 WRCH-F	1 WMRQ-F	1 WMRQ-F	1 WMRQ-F <	1 WHCN-F <	1 WZMX-F <
2 WTIC-F >	2 WKSS-F <	WTIC-F	WTIC-F	2 WTIC-F	2 WHCN-F >	2 WHCN-F	2 WZMX-F <	2 WZMX-F <	2 WVYZ-F <
3 WMRQ-F	3 WRCH-F >	3 WKSS-F >	3 WKSS-F >	3 WVYZ-F <	3 WTIC-F	3 WKSS-F	3 WVYZ-F <	3 WMRQ-F	3 WDRQ-F <
4 WRCH-F >	4 WZMX-F	4 WZMX-F <	4 WDRQ-F <	4 WDRQ-F <	WKSS-F	4 WZMX-F <	4 WKSS-F <	4 WVYZ-F <	4 WHCN-F
5 WZMX-F >	5 WMRQ-F <	5 WVYZ-F >>	5 WVYZ-F	5 WKSS-F >	5 WCCC-AF >	5 WTIC-F	5 WHCN-F <	5 WDRQ-F <	5 WRCH-F
	6 WVYZ-F >	6 WZMX-F >	6 WZMX-F		6 WZMX-F >	WCCC-AF	6 WCCC-AF	6 WTIC-F	6 WTIC
						7 WVYZ-F >>	7 WTIC-F >	7 WKSS-F <	7 WMRQ-F <
								8 WCCC-AF	8 WTIC-F

HARTFORD

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys. WZMX-FM, WTIC-FM, WTIC-AM, WRCH-FM, WNEZ-AM	32.3 %	32.4 %	50.3 %	WKND	B	1480 Windsor	0.7 / 1.2		
SFX WPOP-AM, WMRQ-FM, WKSS-FM, WHCN-FM	18.0 %	16.8 %	22.6 %	WLAT	SP	1230 Manchester	1.0 / 1.7		
				WMRD	?	1150 Middletown	0.4 / 1.1		
				WNEZ	N	910 New Britain	0.3 / 1.6		
				WPOP	T	1410 Hartford	1.1 / 4.1		
	50.3 %	49.2 %	72.9 %	WRYM	SP	840 New Britain	0.8 / 1.1		

Other Rated Stations—Outside Market							Metro Share	Cume Rating	TSA AQH Cume
WAAF-F	AOR-NR	107.3	Worcester, MA				0.4 / 1.8		
WCBS	N	880	New York				0.5 / 2.4		
WKCI-F	CHR	101.3	New Haven				1.1 / 5.3		
WMAS-F	AC	94.7	Springfield, MA				0.8 / 3.6		
WMMW	ST	1470	Meriden				0.4 / 1.5		
WPLR-F	AOR	99.1	New Haven				1.1 / 4.4		
WWRX-F	CL AOR	103.7	Westerly, RI				0.3 / 1.7		

AM Stations

WCCC	1290	0.49 kw (Days)	See WCCC-F						W. Hartford
WDRC	1360	5 KW (DA-N)	Standards	Westwd, CNN	\$30.00	Mc-Guild	Buckley		
WTIC	1080	50 KW (DA-N)	Full Service	CBS	\$135.00	Group W	Amer. Radio Systems		

FM Stations

WCCC	106.9	23.2 kw @ 725	AOR	Westwd, ABC	\$44.00	Torbet			
WDRC	102.9	19.5 kw @ 810	Oldies		\$90.00	Mc-Guild	Buckley		
WHCN	105.9	16 kw @ 867	AOR	ABC	\$71.00	Mc-Guild	SFX		
WKSS	95.7	16.5 kw @ 879	CHR	AP	\$88.00	MMR	SFX		
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$57.00	D&R	SFX		
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$125.00	Katz	Amer. Radio Sys.		New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$83.00	Group W	Amer. Radio Sys.		
WZMX	93.7	17 kw @ 850	Oldies-70's		\$97.00	Katz	Amer. Radio Sys.		

Notes: 8/96 WNEZ was sold by American Radio Systems to Mega for \$750,000 . . . 9/96 WHCN-F changed from AOR to Classic AOR . . . 10/96 WWYZ-F sold by P. Gilmore to SFX (D+) for \$25,250,000 (Media Svcs.)

Jim Duncan

Comments: WRCH-F is #1 (12+) for (I believe) the first time ever . . . WTIC fell out of double-digit shares for (I believe) the first time ever . . . WTIC-F had its best 12+ share in several years . . . WZMX-F has had three straight down books . . . WDRC (AM) was a full share point below its four-book average this time

HONOLULU

Arbitron Rank: 58	Pop (12+): 732,300	Stations: 26 / 26	Last Year's Revenue: \$21,500,000
MSA Rank:	65	Diaries: 2,086/351:1/059.3%	Household Income: \$59,973
MSA Pop:	882,000	Sample Target: 1,960	Retail Dollars: \$9.7 Bill
DMA:	70	% Below Line: 0.0	#1 Biller: KSSK-F \$3,400,000
Average Person Ratings:	15.5	% Not Listed: 5.2	#1 Billing Portfolio:
Market TSL In Hours:	21.25	Pop per Station: 28,165	Patterson duop+ \$10,450,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KSSK-F	AC	137 / 12.1	10.4	12.3	11.9	9.9	11.7	1844 / 26.6	26.9	25.3	E	KSSK-F
2	KIKI-F	CHR	131 / 11.5	12.2	11.0	10.4	12.4	11.3	1860 / 25.4	26.2	25.3	D	KIKI-F
3	KSSK	FS	96 / 8.5	8.2	7.5	7.9	9.1	8.0	1079 / 14.7	14.5	14.8	E	KSSK
4	KRTR-AF	AC	91 / 8.0	8.1	6.6	5.2	6.3	5.2	1448 / 19.8	19.6	16.4	C	KRTR-AF
5	KCCN-F	E	89 / 7.8	7.1	7.5	4.6	5.9	6.8	1355 / 18.5	16.5	21.5	D	KCCN-F
6	KQMQ-AF	CHR	81 / 7.1	8.4	7.0	6.8	7.4	7.3	1820 / 24.9	25.4	23.7	C	KQMQ-AF
7	KUMU-F	EZ	70 / 6.2	7.5	6.1	5.3	3.9	6.3	885 / 12.1	12.7	9.7	C	KUMU-F
8	KINE-F	E	61 / 5.4	6.3	6.3	4.6	5.9	5.6	932 / 12.7	12.9	12.9	B	KINE-F
9	KKLV-F	CL AOR	53 / 4.7	4.4	4.9	5.3	6.3	4.8	946 / 12.9	11.9	12.7	B	KKLV-F
10	KPOI-F	AOR-NR	42 / 3.7	2.7	3.4	3.4	3.0	3.3	716 / 9.8	8.7	9.3	B	KPOI-F
11	KUCD-F	J	34 / 3.0	2.1	2.3	2.8	3.1	2.5	477 / 6.5	5.7	6.2	A	KUCD-F
12	KHVH	N/T	33 / 2.9	3.7	3.7	3.1	3.3	3.4	404 / 5.5	6.9	6.2	B	KHVH
13	KUMU	ST	31 / 2.7	1.4	2.3	2.4	2.8	2.2	398 / 5.4	4.1	4.6	A	KUMU
14	KDEO-F	AOR	27 / 2.4	2.4	2.4	2.9	2.6	2.5	472 / 6.5	5.9	6.9	B	KDEO-F
15	KAIM-F	REL	17 / 1.5	2.1	1.2	0.8	0.9	1.4	252 / 3.4	4.4	3.4		KAIM-F
	KCCN	E	17 / 1.5	2.0	2.3	2.7	1.5	2.1	406 / 5.5	5.6	4.6	A	KCCN
17	KGU	T	16 / 1.4	1.0	1.3	1.7	1.1	1.4	328 / 4.5	4.3	4.8	A	KGU

12+ FM Share (Metro): 77.79 % (837 of 1076) (Summer 95 76.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIKI-F >>	1 KIKI-F >	1 KSSK-F	1 KSSK-F >	1 KSSK-F >	1 KSSK-F	1 KSSK-F	1 KSSK-F >	1 KIKI-F	1 KIKI-F >	1 KSSK-F
2 KQMQ-AF >	2 KCCN-F	2 KIKI-F	2 KRTR-AF <	2 KRTR-AF	2 KSSK	2 KSSK	2 KIKI-F <	2 KSSK-F	2 KRTR-AF	2 KIKI-F
	3 KQMQ-AF <	3 KRTR-AF	3 KRTR-F	3 KSSK <	3 KUMU-F	3 KIKI-F >	3 KCCN-F <	3 KRTR-AF <	3 KQMQ-AF <	3 KRTR-AF <
	4 KSSK-F	4 KCCN-F	4 KIKI-F <	4 KIKI-F	4 KRTR-AF	4 KQMQ-AF <	4 KRTR-AF <	4 KCCN-F	4 KCCN-F >	4 KCCN-F >
	KRTR-AF	5 KQMQ-AF	5 KSSK <	5 KKLTV-F	5 KINE-F	5 KRTR-AF <	5 KSSK <	5 KQMQ-AF <	5 KSSK-F	5 KSSK-F
	6 KKLTV-F	6 KSSK	6 KKLTV-F <	6 KQMQ-AF	6 KCCN-F	6 KCCN-F <	6 KQMQ-AF	6 KSSK		
	7 KPOI-F >	7 KKLTV-F	7 KQMQ-AF	KCCN-F <		7 KUMU-F	KUMU-F	7 KUMU-F		
		8 KINE-F	KCCN-F	8 KINE-F						
			9 KINE-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 KIKI-F >>	1 KIKI-F	1 KIKI-F	1 KSSK-F	1 KSSK-F >	1 KIKI-F	1 KIKI-F	1 KKLTV-F <	1 KIKI-F	1 KSSK-F
2 KCCN-F	2 KQMQ-AF <	KSSK-F	2 KIKI-F	2 KRTR-AF	2 KCCN-F >	2 KCCN-F	2 KIKI-F	2 KCCN-F	2 KKLTV-F
3 KQMQ-AF	3 KRTR-AF	KQMQ-AF	KRTR-AF	3 KQMQ-AF	3 KQMQ-AF	3 KKLTV-F	3 KPOI-F	KSSK-F <	3 KSSK
KRTR-AF	KSSK-F	4 KRTR-AF >	4 KQMQ-AF	KSSK <	KPOI-F <	4 KPOI-F <	4 KCCN-F	4 KKLTV-F	4 KRTR-AF <
5 KSSK-F >>	5 KCCN-F >	5 KCCN-F	5 KCCN-F <	KIKI-F	5 KQMQ-F	5 KRTR-AF	5 KRTR-AF	5 KRTR-AF	5 KCCN-F <
		6 KKLTV-F	6 KSSK >	6 KQMQ-F >	6 KSSK-F	KSSK-F <	KSSK-F >	6 KPOI-F <	6 KIKI-F
		7 KINE-F >		7 KCCN-F	7 KRTR-AF	7 KQMQ-AF		7 KSSK <	KINE-F
								8 KINE-F	

Consolidation Report	12+	25-54	Revenue
Caribou KPOI-FM, KQMQ-AM, KQMQ-FM	10.9 %	10.7 %	9.8 %
Local KCCN-AM, KCCN-FM, KINE-FM	14.7 %	13.9 %	16.3 %
Patterson KHVH-AM, KIKI-FM, KKLTV-FM, KSSK-AM, KSSK-FM, KUCD-FM	42.7 %	46.2 %	48.6 %
	68.3 %	70.9 %	74.7 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAIM	REL	870 Honolulu	0.4 / 1.3
KGMZ-FF	AOR	107.9 Aiea	1.1 / 2.7
KHNR	N	650 Honolulu	1.1 / 5.7
KLHT	REL	1040 Honolulu	0.5 / 1.9
KNDI	E	1270 Honolulu	0.5 / 1.3
KZOO	E	1210 Honolulu	0.6 / 1.9

HONOLULU

AM Stations

KCCN	1420	5 kw	Ethnic (Hawaiian)		NA	Banner	
KGU	760	10 kw	News/Talk	CBS, WW1, TARN	<\$20.00	---	
KHVV	830	10 kw	News/Talk	ABC	\$25.00	Christal	Patterson
KQMQ	690	10 kw	See KQMQ-F				
KSSK	590	7.5 kw	Full Service		\$60.00	Eastman	Patterson
KULA	1460	5 kw	See KRTR-F				
KUMU	1500	10 kw	Standards	Westwd	NA	Banner	

FM Stations

KAIM	95.5	100 kw @ -24	Religion	USA	\$16.00	---	Billy Graham
KCCN	100.3	100 kw @ 1965	Ethnic-Cont. Haw'n		\$57.00	Banner	
KDEO	102.7	61 kw @ 1893	AOR		\$24.00	K&P	Waipahu
KGMZ	107.9	100 kw @ 1965	AOR (simul. KAOI-F)		\$18.00	---	Visionary Aiea
KIKI	93.9	100 kw @ -144	CHR		\$44.00	Christal	Patterson
KINE	105.1	100 kw @ 1965	Ethnic-Cont. Haw'n		\$30.00	Banner	KCCN owners
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	---	Patterson
KPOI	97.5	83 kw @ 46	New Rock		\$28.00	Katz	Caribou
KQMQ	93.1	54 kw @ -119	CHR		\$41.00	Katz	Caribou
KRTR	96.3	75 kw @ 2140	AC		\$37.00	Mc-Guild	Kailua
KSSK	92.3	100 kw @ 1950	AC		\$71.00	Eastman	Patterson Waipahu
KUCD	101.9	100 kw @ 1965	Jazz		\$25.00	---	Patterson Pearl City
KUMU	94.7	100 kw @ 78	EZ/Soft AC		<\$20.00	Banner	

Notes: 9/96 KPOI-F sold by Chuck Cotton to Caribou (Kent Nichols) for \$2,125,000 (Kaili) . . . 9/96 KQMQ-AF sold to Caribou (D) for \$4,000,000 (Kaili)

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

HOUSTON-GALVESTON

Arbitron Rank: 9 Pop (12+): 3,348,800
MSA Rank: 8
MSA Pop: 4,170,000
DMA: 11
Average Person Ratings: 16.8
Market TSL In Hours: 22.25

Stations: 35 / 35
Diaries: 4,134/810:1/49.0%
Sample Target: 4,030
% Below Line: 0.0
% Not Listed: 13.5
Pop per Station: 95,680

Last Year's Revenue: \$180,500,000
Household Income: \$48,280
Retail Dollars: \$38.5 Bil
#1 Biller: KILT-AF \$17,100,000
#1 Billing Portfolio: Westinghouse duop+ \$26,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 KBXX-F	B/U	395 / 7.0	7.5	7.2	6.7	7.1	7.1	5296 / 15.8	16.9	16.5		H	KBXX-F
2 KILT-F	C	330 / 5.9	4.6	5.6	6.2	5.8	5.6	4876 / 14.6	13.3	16.9		J	KILT-F
3 KODA-F	SAC	307 / 5.4	6.2	7.5	6.0	6.8	6.3	5231 / 15.6	15.1	17.7		J	KODA-F
4 KRBE-F	CHR	303 / 5.4	4.5	4.2	4.6	4.3	4.7	6005 / 17.9	16.5	16.1		H	KRBE-F
KMJQ-F	B/AC	303 / 5.4	6.0	5.2	5.7	5.1	5.6	3656 / 10.9	11.4	13.4		H	KMJQ-F
6 KHM-F	AC/CHR	300 / 5.3	4.9	4.6	4.5	4.9	4.8	5362 / 16.0	15.2	14.7		I	KHM-F
7 KKBO-AF	C	282 / 4.6	5.3	5.4	5.2	4.4	5.1	4317 / 12.9	13.0	13.4		J	KKBO-AF
8 KQUE-F	ST	232 / 4.1	5.1	5.0	5.6	4.9	4.9	2562 / 7.7	8.4	8.8		F	KQUE-F
9 KLTN-FF	SP	216 / 3.8	3.1	2.7	3.4	3.2	3.3	2411 / 7.2	6.3	6.2		E	KLTN-FF
10 KLOL-F	AOR	212 / 3.8	3.3	3.4	3.5	3.2	3.5	3601 / 10.8	11.3	11.1		I	KLOL-F
11 KTRH	N	211 / 3.7	4.6	4.9	4.3	4.4	4.4	4708 / 14.1	15.5	15.9		I	KTRH
12 KKRW-F	CL AOR	210 / 3.7	3.3	3.5	2.4	3.4	3.2	4008 / 12.0	11.2	11.6		H	KKRW-F
13 KIKK-F	C	205 / 3.6	3.5	3.3	3.1	3.4	3.4	4327 / 12.9	13.0	13.4		H	KIKK-F
14 KLDE-F	O	203 / 3.6	4.3	4.0	4.1	4.1	4.0	3889 / 11.6	13.2	13.1		I	KLDE-F
15 KTBF-F	AOR-NR	197 / 3.5	3.1	2.8	3.1	2.7	3.1	3530 / 10.5	10.5	10.7		F	KTBF-F
16 KPRC	T	175 / 3.1	3.3	2.8	3.0	3.9	3.1	2161 / 6.5	7.9	10.3		G	KPRC
17 KQK-F	SP	150 / 2.7	3.2	2.5	2.3	2.2	2.7	2613 / 7.8	7.8	6.5		F	KQK-F
18 KHYS-FF	J	91 / 1.6	1.8	1.8	2.1	2.3	1.8	1756 / 5.2	5.2	7.6		F	KHYS-FF
19 KLAT	SP	82 / 1.5	1.3	1.7	1.3	1.4	1.4	1219 / 3.6	3.1	3.9		D	KLAT
20 KILT	SPRTS	73 / 1.3	1.0	0.7	0.8	0.7	1.0	1618 / 4.8	4.5	2.6			KILT
21 KSEV	T	67 / 1.2	1.0	0.9	0.8	1.0	1.0	1610 / 4.8	4.4	4.8		C	KSEV
22 KXTJ-F	SP	62 / 1.1	1.2	1.2	1.6	1.5	1.3	1456 / 4.3	4.8	5.1		D	KXTJ-F

12+ FM Share (Metro): 83.10 % (4053 of 4877) (Summer 95 80.82 %)

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 KHM-F	1 KHM-F <	1 KHM-F <	1 KILT-F <	1 KILT-F	1 KODA-F	1 KBXX-F	1 KBXX-F	1 KBXX-F
2 KRBE-F	2 KHM-F <	2 KMJQ-F <	2 KMJQ-F <	2 KMJQ-F <	2 KQUE-F	2 KTRH <	2 KHM-F <	2 KILT-F <	2 KMJQ-F	2 KTRH <
3 KTBF-F >>	3 KRBE-F	3 KBXX-F <	3 KODA-F	3 KODA-F <	3 KODA-F <	3 KHM-F <	3 KBXX-F <	3 KODA-F <	3 KRBE-F	3 KMJQ-F <
	4 KLTN-FF <	4 KODA-F	4 KILT-F <	4 KILT-F	4 KTRH <	4 KLTN-FF <	4 KILT-F <	4 KRBE-F <	4 KTBF-F	4 KRBE-F <
	5 KLOL-F <	KRBE-F <	5 KKBO-AF <	5 KKBO-AF	5 KMJQ-F <	5 KBXX-F <	5 KPRC <	5 KHM-F <	5 KILT-F <	5 KILT-F
	6 KTBF-F	6 KILT-F <	6 KKRW-F <	6 KKRW-F <	6 KLDE-F <	6 KLOL-F <	6 KKBO-AF <	6 KMJQ-F <	6 KODA-F <	
	KMJQ-F <	7 KKBO-AF <	7 KRBE-F <	7 KLDE-F <	7 KPRC <	7 KRBE-F	7 KMJQ-F <	7 KKBO-AF	7 KHM-F <	
	8 KODA-F <	8 KKRW-F	8 KLDE-F	8 KRBE-F <	8 KKBO-AF	KKBO-AF <	8 KQUE-F <	8 KQUE-F <		
	9 KKRW-F	KLTN-FF <	KLTN-FF	9 KLTN-FF <		9 KMJQ-F <	9 KRBE-F	9 KLTN-FF <		
			10 KLOL-F	10 KLOL-F		10 KODA-F	10 KKRW-F	10 KLDE-F		
								KKRW-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 KBXX-F >	1 KHM-F	1 KHM-F >	1 KHM-F	1 KHM-F <	1 KBXX-F >	1 KLOL-F <	1 KKRW-F <	1 KLOL-F	1 KKRW-F <
2 KRBE-F	2 KBXX-F <	2 KRBE-F <	2 KODA-F	2 KODA-F	2 KLOL-F <	2 KBXX-F	2 KLOL-F <	2 KKRW-F	2 KLOL-F
3 KHM-F	3 KRBE-F	3 KODA-F	3 KMJQ-F <	3 KMJQ-F <	3 KRBE-F	3 KLTN-FF <	3 KLTN-FF	3 KBXX-F <	3 KLTN-FF <
4 KODA-F	4 KODA-F	4 KBXX-F <	4 KILT-F <	4 KILT-F	4 KTBF-F	4 KKRW-F <	4 KHM-F	4 KLTN-FF <	4 KMJQ-F
5 KMJQ-F	5 KKBO-AF <	5 KKBO-AF <	5 KKBO-AF	5 KKBO-AF	5 KLTN-FF >	5 KRBE-F <	KTBF-F	5 KRBE-F <	5 KPRC <
6 KILT-F <	6 KMJQ-F	6 KMJQ-F	KRBE-F <	6 KRBE-F <	6 KIKK-F <	6 KTBF-F	6 KRBE-F <	6 KMJQ-F <	6 KLDE-F <
7 KQK-F <	7 KILT-F	7 KLTN-FF <	7 KBXX-F >	7 KLDE-F	7 KMJQ-F	7 KHM-F	7 KMJQ-F	7 KHM-F <	7 KILT-F <
8 KKBO-AF <		8 KILT-F <			KHM-F	8 KMJQ-F	8 KBXX-F	8 KTBF-F	8 KHM-F <
9 KIKK-F		9 KTBF-F						8 KTBF-F	8 KHM-F <
									9 KTRH <

HOUSTON-GALVESTON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel KMJQ-FM, KPRC-AM, KSEV-AM, KBXX-FM	16.7 %	14.3 %	14.2 %	KCOH	B	1430 Houston	0.8 /	2.1	
				KEYH	SP	850 Houston	0.7 /	1.4	
El Dorado KEYH-AM, KOND-FM, KQQK-FM, KXTJ-FM	5.1 %	4.4 %	3.8 %	KFCC	E	1270 Bay City	0.3 /	0.6	
				KIKK	C	650 Pasadena	0.2 /	0.6	
HefTel/Cir. Chnl. KMPQ-AM, KLTD-FM, KLTN-FM, KLAT-AM	5.3 %	6.4 %	3.4 %	KKHT-F	REL	106.9 Conroe	0.5 /	1.2	
				KOND-F	SP	97.1 Cleveland	0.6 /	2.1	
Nationwide KTBJ-FM, KHM-FM	8.8 %	9.8 %	8.3 %	KRTS-F	CL	92.1 Seabrook	0.4 /	2.1	
				KWWJ	B/G	1360 Baytown	0.7 /	1.4	
SFX KODA-FM, KNUZ-AM, KQUE-FM, KKRW-FM	13.2 %	13.3 %	16.2 %	KXYZ	SP	1320 Houston	0.4 /	1.4	
				KYOK	G	1590 Houston	0.5 /	1.5	
Westinghouse KXYZ-AM, KIKK-AM, KIKK-FM, KILT-AM, KILT-FM	11.4 %	10.6 %	15.8 %						
	60.6 %	58.8 %	61.7 %						

AM Stations

Station	Power	Time	Genre	Revenue	Buyer	Agency	Advertiser
KILT	610	5 kw (DA-2)	Sports		NA	Group W	Westinghouse
KKBQ	790	5 kw (DA-2)	See KKBQ-F				
KLAT	1010	5 kw (DA-2)	Hispanic	\$71.00	Katz		HefTel/Cir. Chnl.
KPRC	950	5 kw (DA-N)	Talk	\$110.00	---		Clear Channel
KSEV	700	15 kw/1 kw (DA-2)	Talk	\$40.00	Katz		Clear Channel
KTRH	740	50 kw (DA-2)	News	\$240.00	Christal		Evergreen

FM Stations

Station	Freq	Power	Time	Genre	Revenue	Buyer	Agency	Advertiser
KBXX	97.9	100 kw @ 1920		CHR/Urban	\$164.00	Banner		Clear Channel
KHM-FM	96.5	100 kw @ 1920		AC/CHR	\$200.00	Banner		Nationwide
KHYS	98.5	100 kw @ 1952		Jazz	\$105.00	Mc-Guild		Pt. Arthur
KIKK	95.7	100 kw @ 1920		Country	\$168.00	Group W		Westinghouse
KILT	100.3	100 kw @ 1920		Country	\$330.00	Group W		Westinghouse
KJOJ	106.9	100 kw @ 994		See KHYS-F				
KKBQ	92.5	100 kw @ 1920		Country	\$305.00	Mc-Guild		Gannett
KKRW	93.7	100 kw @ 1720		Classic AOR	CBS \$154.00	CBS		SFX
KLDE	94.5	100 kw @ 1920		Oldies	Westwd \$195.00	D&R		Entercom
KLOL	101.1	100 kw @ 1920		AOR	Source \$212.00	Christal		Evergreen
KLTN	93.3	100 kw @ 1952		Hispanic	\$75.00	Katz Hisp.		HefTel/Cir. Chnl.
KLTO	104.9	2.55 kw @ 350		See KLTN-F				Pt. Arthur
KMJQ	102.1	100 kw @ 1720		Black	\$175.00	Cir Chnl		Clear Channel
KODA	99.1	100 kw @ 1920		Soft AC	\$340.00	MMR		SFX
KQQK	106.5	100 kw @ 1322		Hispanic	\$70.00	El Dorado		El Dorado
KQUE	102.9	100 kw @ 984		Standards	ABC \$100.00	MMR		SFX
KRBE	104.1	100 kw @ 1920		CHR	\$175.00	Eastman		Susquehanna
KTBJ-FM	107.5	98 kw @ 1973		AOR-New Rock	\$125.00	Century		Nationwide
KXTJ	107.9	100 kw @ 1807		Hispanic	\$65.00	El Dorado		El Dorado

Notes: 8/96 KLV (1480; Pasadena) sold to El Dorado for \$1,000,000

Jim Duncan

Comments: KBXX-F continued its impressive run . . . Country listening is fairly steady in this market . . . KODA-F had its poorest book in more than two years . . . KLTN-F joined the top 10 (12+) for the first time . . . KTRH has fallen below a four share for the first time in many years . . . KTBJ-F shows slow growth

HUNTSVILLE

Arbltron Rank: 114	Pop (12+): 355,600	Stations: 21 / 18	Last Year's Revenue: \$12,300,000
MSA Rank: 148		Diaries: 942/377:1/56.7%	Household Income: \$48,355
MSA Pop: 404,000		Sample Target: 920	Retail Dollars: \$3.9 Bil
DMA: 86 (w/Decatur)		% Below Line: 6.6	#1 Biller: WDRM-F \$5,300,000
Average Person Ratings: 15		% Not Listed: 13.3	#1 Billing Portfolio: WDRM-F \$5,300,000
Market TSL In Hours: 20.00		Pop per Station: 19,756	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WDRM-AF	108 / 20.3	25.6	24.9	21.1	23.2	23.0	1263 / 35.5	40.6	39.1	G	WDRM-AF
2	WZYP-F	62 / 11.6	12.2	10.0	9.4	10.0	10.8	888 / 25.0	25.0	27.6	D	WZYP-F
3	WRS-A-F	55 / 10.3	7.3	6.7	9.2	5.9	8.4	503 / 14.2	13.4	12.9	C	WRS-A-F
4	WAHR-F	44 / 8.3	9.6	10.5	10.9	8.2	9.8	716 / 20.1	17.9	15.9	C	WAHR-F
5	WTAK-F	42 / 7.9	7.9	7.4	5.2	6.6	7.1	631 / 17.7	15.4	13.2	C	WTAK-F
6	WENN-F	19 / 3.6	2.5	2.0	3.7	4.2	2.9	328 / 9.2	6.8	9.8		WENN-F
7	WVNN	18 / 3.4	1.8	4.2	3.9	2.9	3.3	333 / 9.4	5.3	8.0	B	WVNN
8	WWXQ-FF	17 / 3.2	2.7	2.9	3.7	1.9	3.1	381 / 10.7	10.3	8.3	A	WWXQ-FF
9	WEUP-F	14 / 2.6	1.8	1.8	1.7	2.5	2.0	266 / 7.5	5.0	6.4	A	WEUP-F
	WKDF-F	14 / 2.6	3.4	2.5	2.4	2.1	2.7	308 / 8.7	9.0	8.0		WKDF-F
11	WEUP	13 / 2.4	2.1	2.5	2.6	2.9	2.4	179 / 5.0	4.6	7.1	B	WEUP
	WLOR	13 / 2.4	2.1	2.5	1.3	2.7	2.1	116 / 3.3	2.4	3.3		WLOR

12+ FM Share (Metro): 86.15 % (398 of 462) (Summer 95 85.84 %)

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-AF >
2 WDRM-AF	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WAHR-F <	2 WRS-A-F >	2 WZYP-F <	2 WZYP-F	2 WZYP-F <	2 WZYP-F	2 WAHR-F
3 WENN-F	3 WTAK-F >	3 WTAK-F	WTAK-F <	3 WZYP-F	3 WAHR-F >	3 WRS-A-F <	3 WAHR-F	3 WRS-A-F	3 WENN-F	3 WTAK-F
WEUP-F >	4 WAHR-F	4 WAHR-F >>	4 WAHR-F >>	WTAK-F >>	4 WZYP-F	4 WTAK-F <	4 WRS-A-F	4 WAHR-F <	4 WRS-A-F >	4 WRS-A-F >
	5 WWXQ-FF		5 WWXQ-FF >			5 WAHR-F >>	5 WTAK-F	5 WTAK-F >>	5 WTAK-F	
	6 WENN-F						6 WVNN >			

Wom 18-24	Wom 18-34	Wom 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 WTAK-F <	1 WTAK-F <	1 WDRM-AF <	1 WDRM-AF
2 WENN-F	2 WZYP-F >	2 WAHR-F	2 WZYP-F <	2 WAHR-F	2 WKDF-F	2 WDRM-AF	2 WDRM-F	2 WTAK-F	2 WTAK-F
WDRM-AF >	3 WWXQ-FF	3 WZYP-F	3 WAHR-F >	3 WZYP-F >	WTAK-F	3 WZYP-F >>	3 WZYP-F >>	3 WZYP-F >>	3 WZYP-F >
4 WEUP-F >>	4 WAHR-F	WWXQ-FF	4 WWXQ-FF <	4 WWXQ-FF <	4 WENN-F	4 WKDF-F >		4 WAHR-F <	4 WAHR-F >
	5 WTAK-F	5 WTAK-F	5 WTAK-F >	5 WTAK-F >	WDRM-AF >>			5 WKDF-F	
	6 WWXQ-F	6 WWXQ-F							

Consolidation Report	12+	25-54	Revenue
Athens	16.5 %	15.4 %	21.0 %
WPZM-FM, WJMP-AM, WVNN-AM, WZYP-FM			
	16.5 %	15.4 %	21.0 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBXR	G	1140	Hazel Green 0.6 / 2.2
WDJL	ST	1000	Huntsville 1.7 / 3.3
WNDA-F	REL	95.1	Huntsville 1.7 / 5.5
WPZM-F	C	93.3	Tullahoma, TN 1.5 / 7.5
WQLT-F	AC	107.3	Florence 1.3 / 6.7
WTKI	T	1450	Huntsville 0.9 / 3.1

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WODL-F	O	106.9	Birmingham 0.4 / 1.1

HUNTSVILLE

AM Stations

WBHP	1230	1 kw	See WDRM-F						
WEUP	1600	5 kw/500 w (DA-N)	Black	AURN	\$<20.00	—			
WLOR	1550	50 kw/500 w (DA-2)	Gospel		\$12.00	—			
WVNN	770	10 kw/250 w (DA-N)	Talk	ABC, BRN	\$15.00	Christal	Athens		Athens

FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$37.00	Torbet			
WDRM	102.1	100 kw @ 981	Country		\$82.00	Mc-Guild			Decatur
WEUP	92.1	1.2 kw @ 460	Black		AN	—			Minor Hill, TN
WRSA	96.9	100 kw @ 830	Soft AC/EZ	CBS	\$27.00	—			Decatur
WTAK	106.1	6 kw @ 328	AOR	ABC	\$26.00	Eastman			Hartselle
WWXQ	92.5	3 kw @ 423	AC/CHR	ABC	\$20.00	Eastman			Trinity
WXQW	94.1	0.41kw @ 1155	See WWXQ-F						Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$47.00	Christal	Athens		Athens

Notes: WENN-F -- See Birmingham; WKDF-F -- See Nashville

Jim Duncan

Comments: WDRM-F recorded its weakest book in many years but still is above the 20-share level . . . WRSA-F had its best book in several years

INDIANAPOLIS

Arbltron Rank: 36	Pop (12+): 1,108,500	Stations: 25 / 24
MSA Rank: 35		Last Year's Revenue: \$62,000,000
MSA Pop: 1,480,000		Household Income: \$50,111
DMA: 25		Retail Dollars: \$15.0 Bil
Average Person Ratings: 14.8		#1 Biller: WFBQ-F \$14,000,000
Market TSL In Hours: 19.75		#1 Billing Portfolio: Emmis duop \$18,500,000
		Diaries: 2,832/391:1/51.8%
		Sample Target: 2,810
		% Below Line: 1.0
		% Not Listed: 8.6
		Pop per Station: 46,188

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WFBQ-F	AOR/T	191 / 11.7	11.3	10.9	14.0	13.5	12.0	2933 / 26.5	25.4	27.2	I WFBQ-F
2	WFMS-F	C	175 / 10.7	12.6	13.4	10.8	13.0	11.9	2383 / 21.5	22.8	23.7	I WFMS-F
3	WIBC	FS/T	140 / 8.6	8.2	9.7	8.5	6.9	8.7	2063 / 18.6	19.4	16.6	H WIBC
4	WNAP-F	O-70s	106 / 6.5	6.4	4.9	4.0	3.8	5.4	1945 / 17.6	17.9	13.9	G WNAP-F
5	WRZX-F	AOR-NR	105 / 6.4	4.5	5.3	4.1	4.9	5.1	1596 / 14.4	13.4	11.6	E WRZX-F
6	WENS-F	AC	95 / 5.8	6.1	5.8	6.5	5.9	6.0	1716 / 15.5	16.9	15.6	G WENS-F
7	WGRL-F	C	84 / 5.1	6.1	5.7	6.1	5.4	5.8	1425 / 12.9	14.1	13.1	D WGRL-F
8	WHHH-F	U/CHR	82 / 5.0	4.0	4.6	4.3	4.8	4.5	1310 / 11.8	12.2	12.1	C WHHH-F
9	WTLC-F	B	79 / 4.8	4.4	4.1	5.2	6.3	4.6	1096 / 9.9	9.5	3.9	E WTLC-F
10	WZPL-F	CHR	76 / 4.6	4.3	4.2	4.5	5.1	4.4	1874 / 16.9	16.0	16.5	D WZPL-F
11	WTPI-F	SAC	72 / 4.4	6.7	6.6	5.8	5.6	5.9	1175 / 10.6	13.0	12.3	F WTPI-F
12	WMYS	ST	54 / 3.3	3.5	3.5	4.0	3.0	3.6	681 / 6.1	6.7	5.0	A WMYS
13	WTTS-F	AOR	43 / 2.6	2.5	2.2	1.9	1.7	2.3	798 / 7.2	7.3	5.1	WTTS-F
14	WQFE-F	O	33 / 2.0	1.3	1.1	1.2	0.9	1.4	629 / 5.7	4.4	3.2	WQFE-F
15	WGGR-F	B/AC	24 / 1.5	1.3	1.9	0.9	1.1	1.4	391 / 3.5	3.9	4.4	A WGGR-F
16	WGLD-F	B/O	21 / 1.3	1.2	1.1	1.4	1.2	1.3	369 / 3.3	3.0	3.1	A WGLD-F
17	WNDE	SPRTS	21 / 1.3	1.1	1.8	1.9	1.1	1.5	556 / 5.0	4.9	4.7	A WNDE
18	WTLC	B/G	19 / 1.2	1.1	1.3	2.4	2.0	1.5	257 / 2.3	2.1	3.9	WTLC
19	WXIR-F	REL	17 / 1.0	0.9	1.4	1.2	1.0	1.1	375 / 3.4	3.6	3.3	WXIR-F

12+ FM Share (Metro): 80.31 % (1048 of 1305) (Summer 95 83.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WHHH-F	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F	1 WFMS-F <	1 WFBQ-F >	1 WFMS-F <	1 WFMS-F <	1 WRZX-F	1 WIBC
2 WRZX-F	2 WRZX-F >	2 WFMS-F <	2 WFMS-F	2 WFMS-F >	2 WIBC >	2 WFMS-F	2 WFBQ-F <	2 WFBQ-F	2 WHHH-F >	2 WFBQ-F
3 WZPL-F >	3 WENS-F <	3 WNAP-F	3 WNAP-F	3 WNAP-F	3 WFBQ-F >	3 WIBC >	3 WIBC	3 WIBC	3 WFMS-F <	3 WRZX-F
	4 WNAP-F <	4 WRZX-F <	4 WENS-F	4 WENS-F <	4 WTPI-F <	4 WENS-F <	4 WNAP-F <	WRZX-F <	4 WTLC-F <	4 WHHH-F <
	5 WZPL-F <	5 WENS-F	5 WIBC <	5 WIBC	5 WMYS	5 WNAP-F	5 WENS-F	5 WNAP-F <	5 WGRL-F	5 WFMS-F
	6 WHHH-F <	6 WZPL-F	6 WRZX-F <	6 WGRL-F <	WNAP-F	6 WTPI-F <	6 WRZX-F	6 WENS-F	WNAP-F	
	7 WFMS-F	WGRL-F <	7 WGRL-F <	7 WRZX-F <		7 WTLC-F	7 WGRL-F	7 WZPL-F <	WFBQ-F <	
		8 WTLC-F <					8 WGRL-F <	8 WZPL-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 WRZX-F	1 WENS-F	1 WENS-F <	1 WFMS-F <	1 WFMS-F >	1 WRZX-F	1 WFBQ-F >	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >>
2 WZPL-F <	2 WZPL-F <	2 WFMS-F	2 WENS-F	2 WENS-F	2 WFBQ-F	2 WRZX-F >	2 WRZX-F >>	2 WNAP-F <	2 WFMS-F
3 WENS-F	3 WFMS-F <	3 WFBQ-F <	3 WFBQ-F	3 WFBQ-F	3 WHHH-F <	3 WNAP-F	3 WTTS-F	3 WRZX-F >	3 WRZX-F <
4 WHHH-F	4 WFBQ-F	4 WZPL-F	4 WZPL-F <	4 WTPI-F <	4 WNAP-F >	4 WHHH-F	WNAP-F <	4 WFMS-F	4 WIBC >
5 WFBQ-F	5 WHHH-F <	5 WNAP-F <	5 WNAP-F <	5 WGRL-F	5 WTLC-F	5 WTLC-F <	5 WZPL-F	5 WIBC	
6 WTLC-F	6 WRZX-F <	6 WGRL-F	6 WGRL-F	WNAP-F	6 WGRL-F >>	6 WZPL-F <	WFMS-F		
7 WGRL-F	7 WTLC-F	WTPI-F	7 WHHH-F <	7 WIBC <					
		WTLC-F <	8 WTPI-F	8 WZPL-F					
		9 WHHH-F	WTLC-F						

INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro	Cume	TSA
							Share	Rating	AQH Cume
Emmis WENS-FM, WNAP-FM, WIBC-AM	20.9 %	21.2 %	29.6 %	WBRI	REL	1500 Indianapolis	0.4 /	1.2	
				WNTS	REL	1590 Beech Grove	0.4 /	1.3	
Local WHHH-FM, WGGR-FM	6.5 %	4.3 %	3.0 %	WSYW-F	CL	107.1 Danville	0.7 /	2.5	
MyStar WTPI-FM, WMYS-AM, WZPL-FM	12.3 %	9.5 %	11.5 %	WXLW	REL	950 Indianapolis	0.5 /	1.7	
SFX, pend. WFBQ-FM, WNDE-AM, WRZX-FM	19.4 %	22.0 %	28.6 %	WXXP-F	AC	97.9 Anderson	0.5 /	1.4	
Susquehanna WFMS-FM, WGRL-FM	15.8 %	16.8 %	21.6 %	Other Rated Stations—Outside Market			Metro	Cume	TSA
							Share	Rating	AQH Cume
	74.9 %	73.8 %	94.3 %	WKKG-F	C	101.5 Columbus	1.0 /	3.0	

AM Stations

Station	Freq	Power	Class	Service	Source	Agency	Program
WIBC	1070	50 kw/10 kw (DA-2)		Talk/Full Svc	ABC, AP	\$110.00	Christal Emmis
WMYS	1430	5 kw (DA-N)		Standards	CNN	\$21.00	D&R MyStar
WNDE	1260	5 kw (DA-N)		Sports	Westwd	\$20.00	Katz SFX, pend.
WTLC	1310	5 kw/1 kw (DA-N)		Black Gospel	CBS	\$20.00	D&R Panache

FM Stations

Station	Freq	Power	Class	Service	Source	Agency	Program	Location
WENS	97.1	23 kw @ 739		AC		\$137.00	Christal Emmis	Shelbyville
WFBQ	94.7	47 kw @ 892		AOR/Talk	Source	\$258.00	Katz SFX, pend.	
WFMS	95.5	13 kw @ 990		Country		\$190.00	MMR Susquehanna	
WGGR	106.7	3 kw @ 328		Black AC	ABC	—	WHHH owner	Greenwood
WGLD	93.9	2.8 kw @ 492		Black Oldies	ABC	\$20.00	D&R	Noblesville
WGRL	104.5	50 kw @ 492		Country		\$61.00	MMR Susquehanna	
WHHH	96.3	0.64 kw @ 715		CHR/Urban		\$50.00	Banner	
WNAP	93.1	12.5 kw @ 1022		70's Oldies		\$75.00	Christal Emmis	
WQFE	101.9	2.5 kw @ 253		Oldies	ABC	NA	Unirep	Brownsburg
WRZX	103.3	18 kw @ 850		AOR-New Rock	ABC	\$68.00	Banner SFX, pend.	
WTLC	105.7	50 kw @ 450		Black	CBS	\$60.00	D&R Panache	
WTPI	107.9	21.9 kw @ 762		Soft AC		\$84.00	D&R MyStar	
WTTS	92.3	37 kw @ 1090		Prog. Rock	CBS	\$33.00	Roslin Sarkes Tarzian	Bloomington
WXIR	98.3	3 kw @ 300		Religion		NA	---	Plainfield
WZPL	99.5	12.6 kw @ 990		CHR	AP	\$59.00	D&R MyStar	Greenfield

Notes: 10/96 Secret sold these stations to SFX (D): WFBQ-F for \$88,000,000; WNDE for \$2,000,000; WRZX-F for \$20,000,000 . . . 10/96 Sale of WGLD-F by Weiss to Panache reportedly cancelled; WGLD changed from Black Oldies to Jazz

Jim Duncan

Comments: WRZX-F has its best book in over two years . . . Both Country stations are down sharply from the Spring . . . WTPI-F has its worst book in the last few years . . . With a 5.0 share, WHHH-F is one of the highest-rated Class A FM stations in any major market . . . WNAP-F continues to gain strength

JACKSON, MS

Arbltron Rank: 118 Pop (12+): 337,400	Stations: 23 / 22	Last Year's Revenue: \$14,200,000
MSA Rank: 120	Diaries: 993/340:1/55.7%	Household Income: \$43,105
MSA Pop: 417,000	Sample Target: 920	Retail Dollars: \$3.9 Bil
DMA: 91	% Below Line: 0.8	#1 Billing: WMSI-F \$4,500,000
Average Person Ratings: 15.5	% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 15,336	SFX duop+ \$9,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WJMI-F	B	73 / 13.9	15.7	14.5	15.7	15.9	15.0	851 / 25.2	27.8	25.2	C
2	WMSI-F	C	66 / 12.6	11.1	11.2	12.0	12.3	11.7	831 / 24.6	25.1	24.7	F
3	WKXI-F	B/AC	43 / 8.2	8.0	7.6	8.7	6.6	8.1	688 / 19.8	18.4	17.9	B
4	WTYX-F	O	31 / 5.9	3.3	4.1	4.4	4.2	4.4	510 / 15.1	12.3	12.9	C
5	WJDX-F	AC/CHR	30 / 5.7	7.9	6.0	5.4	6.8	6.3	543 / 16.1	18.1	15.5	C
6	WSTZ-F	AOR	29 / 5.5	8.4	5.2	4.8	9.0	6.0	477 / 14.1	15.9	16.0	C
7	WOAD	B/G	28 / 5.3	4.0	3.3	4.6	3.1	4.3	379 / 11.2	8.9	8.2	A
8	WJNT	NT	24 / 4.6	3.7	5.6	3.7	3.3	4.4	279 / 8.3	8.8	6.9	B
9	WJKK-F	C	17 / 3.2	2.6	2.1	2.8	0.9	2.7	265 / 7.8	7.5	6.6	A
10	WLIN-F	.AC	16 / 3.1	3.3	3.3	2.8	2.9	3.1	304 / 8.0	9.8	7.1	A
11	WKTF-F	C	14 / 2.7	2.6	3.5	2.8	3.1	2.9	383 / 10.8	8.8	10.4	C
12	WVIV-F	ST	10 / 1.9	2.6	3.7	2.0	2.0	2.5	140 / 4.1	5.6	4.7	A
13	WMGO	G	8 / 1.5	2.0	0.8	0.9	2.6	1.3	88 / 2.6	2.5	3.3	A
	WHJT-F	REL	8 / 1.5	1.3	1.4	1.3	0.9	1.4	163 / 4.8	4.9	4.1	WHJT-F

12+ FM Share (Metro): 82.49 % (358 of 434) (Summer 95 83.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F >>	1 WMSI-F >	1 WMSI-F	1 WJMI-F	1 WJMI-F >>	1 WJMI-F
2 WKXI-F <	2 WKXI-F <	2 WMSI-F <	2 WKXI-F <	2 WKXI-F <	2 WOAD <	2 WJMI-F <	2 WJMI-F >	2 WMSI-F >	2 WKXI-F >	2 WKXI-F >
3 WSTZ-F	3 WJMI-F	3 WKXI-F	3 WJMI-F <	3 WJMI-F <	3 WJNT	3 WKXI-F >>	3 WJNT	3 WKXI-F	3 WSTZ-F <	3 WMSI-F >>
4 WMSI-F <	4 WTYX-F <	4 WTYX-F	4 WTYX-F	4 WTYX-F	4 WKXI-F	4 WTYX-F	4 WKXI-F	4 WSTZ-F	4 WJDX-F	4 WJDX-F
5 WTYX-F <	5 WSTZ-F <	5 WSTZ-F	5 WSTZ-F	5 WSTZ-F		WSTZ-F	WJDX-F	WJDX-F <	WMSI-F <	WMSI-F <
6 WJDX-F >	6 WJDX-F >	6 WJDX-F >	6 WJDX-F	6 WJDX-F		WJDX-F <	6 WTYX-F	6 WTYX-F	6 WOAD >	6 WOAD >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F	1 WJMI-F	1 WMSI-F	1 WJMI-F >>	1 WJMI-F	1 WSTZ-F <	1 WJMI-F	1 WMSI-F
2 WJDX-F >	2 WKXI-F >	2 WMSI-F <	2 WKXI-F	2 WKXI-F	2 WSTZ-F >>	2 WSTZ-F >	2 WJMI-F >	2 WSTZ-F	2 WSTZ-F
3 WKXI-F >>	3 WJDX-F	3 WTYX-F	3 WJDX-F	3 WJDX-F	3 WKXI-F	3 WKXI-F	3 WKXI-F	3 WMSI-F <	3 WTYX-F
	4 WTYX-F	WMSI-F >>	WMSI-F >	WJMI-F		WMSI-F	WTYX-F	4 WTYX-F <	WJMI-F
	WMSI-F >		5 WTYX-F	5 WTYX-F	5 WTYX-F	WMSI-F >>	WMSI-F >>	5 WKXI-F >	5 WKXI-F
			6 WLIN-F	6 WLIN-F	6 WJDX-F			6 WJDX-F	6 WJNT

Consolidation Report	12+	25-54	Revenue
Capstar	28.4 %	23.9 %	16.9 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM			
New South	6.3 %	7.5 %	5.6 %
WIIIN-AM, WJKK-FM, WLIN-FM			
SFX	27.8 %	29.3 %	63.4 %
WJDS-AM, WJDX-FM, WKTF-FM, WMSI-FM, WSTZ-FM, WZRFX-AM			
	62.5 %	60.7 %	85.9 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBKJ-F	C	105.1	Kosciusko 1.1 / 4.2
WJDS	SPRTS	620	Jackson 0.4 / 3.1
WJXN-F	REL	92.9	Utica 1.1 / 2.9
WKXI	B/AC	1400	Jackson 1.0 / 2.6
WRJH-F	REL	97.7	Brandon 1.0 / 2.7
WSLI	T	930	Jackson 0.8 / 3.8
WZRFX	B/G	1590	Jackson 1.0 / 2.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJNS-F	REL	92.1	Yazoo City 0.8 / 1.3

JACKSON, MS

AM Stations

WJNT	1180	50 kw/500 w (DA-N)	Talk	ABC, CBS, Westwd	\$21.00	---		Pearl
WMGO	1370	1 kw/28 w	Black/Gospel	Westwd	NA	Bunchez		Canton
WOAD	1300	5 kw/1 kw	Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Capstar	

FM Stations

WHJT	93.5	3 kw @ 298	Religion	USA, SRN	\$12.00	Salem		Clinton
WJDX	96.3	100 kw @ 1410	AC/CHR		\$35.00	Mc-Guild	SFX	
WJKK	98.7	100 kw @ 945	Country		\$<20.00	Eastman	New South	Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$46.00	D&R	Capstar	
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Mc-Guild	SFX	
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Banner	Capstar	Magee
WLIN	101.7	6 kw @ 298	Soft AC		\$<20.00	Eastman	New South	Gluckstadt
WMSI	102.9	100 kw @ 1801	Country	ABC	\$82.00	Mc-Guild	SFX	
WSTZ	106.7	100 kw @ 1063	AOR		\$37.00	D&R	SFX	Vicksburg
WTYX	94.7	100 kw @ 1115	Oldies	ABC	\$30.00	Christal		
WVIV	93.9	6 kw @ 282	Standards	ABC	\$<20.00	---		Pearl

Notes: 9/96 WKXI-AF/WOAD/WJMI-F were sold by Chrysler Credit to Benchmark for \$15,000,000 (Stevens)

JACKSONVILLE

Arbitron Rank: 53 Pop (12+): 823,900	Stations: 25 / 24	Last Year's Revenue: \$35,500,000
MSA Rank: 57	Diaries: 2,067/399:1/53.3%	Household Income: \$42,718
MSA Pop: 985,000	Sample Target: 2,040	Retail Dollars: \$9.1 Bil
DMA: 55	% Below Line: 0.6	#1 Biller: WQIK-F \$5,800,000
Average Person Ratings: 15.2	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 34,329	SFX duop+ \$15,100,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WQIK-F	119 / 9.5	10.0	9.3	9.8	10.4	9.6	1762 / 21.4	20.8	22.1		G WQIK-F
2	WFYV-F	105 / 8.4	8.0	7.6	8.9	9.8	8.2	1306 / 15.9	16.9	18.7		F WFYV-F
3	WEJZ-F	100 / 8.0	6.2	6.1	6.9	7.3	6.8	1398 / 17.0	16.1	18.2		F WEJZ-F
4	WAPE-F	92 / 7.4	7.2	7.5	6.9	6.2	7.2	1854 / 22.5	20.8	19.3		E WAPE-F
5	WOKV	79 / 6.3	4.2	4.6	5.0	4.6	5.0	912 / 11.1	9.6	9.9		C WOKV
6	WROO-F	72 / 5.8	6.3	7.3	5.6	6.5	6.2	1197 / 14.5	15.6	15.0		E WROO-F
7	WJBT-F	69 / 5.5	5.0	5.9	4.8	5.7	5.3	902 / 10.9	11.0	11.0		C WJBT-F
8	WSOL-F	56 / 4.5	6.1	5.8	6.8	6.1	5.8	818 / 9.9	11.5	14.2		C WSOL-F
9	WKQL-F	54 / 4.3	4.5	5.9	4.9	5.2	4.9	1083 / 13.1	13.9	15.3		D WKQL-F
10	WIVY-F	53 / 4.2	5.0	4.0	3.8	3.4	4.3	1132 / 13.7	14.2	11.8		D WIVY-F
11	WPLA-F	42 / 3.4	5.1	5.2	5.4	3.1	4.8	747 / 9.1	10.2	8.5		B WPLA-F
12	WWRR-F	37 / 3.0	2.6	2.8	0.5	0.5	2.2	643 / 7.8	8.0	1.7		WWRR-F
13	WFSJ-F	32 / 2.6	3.0	3.0	2.8	3.6	2.8	591 / 7.2	8.2	7.4		B WFSJ-F
14	WZAZ	30 / 2.4	1.0	0.7	0.7	1.7	1.2	341 / 4.1	2.2	3.7		WZAZ
15	WPDQ	22 / 1.8	1.8	1.0	0.9	2.5	1.4	331 / 4.0	4.3	4.4		A WPDQ
16	WNZS	20 / 1.6	1.5	1.5	2.3	1.2	1.7	359 / 4.4	4.5	4.0		WNZS
17	WSVE	18 / 1.4	1.5	1.6	2.2	2.5	1.7	275 / 3.3	3.2	4.6		WSVE
18	WCGL	13 / 1.0	0.8	1.7	2.2	0.9	1.4	245 / 3.0	2.6	3.2		WCGL

12+ FM Share (Metro): 79.92 % (852 of 1066) (Summer 95 81.82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJBT-F	1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WQIK-F <	1 WQIK-F <	1 WOKV	1 WQIK-F	1 WJBT-F >	1 WQIK-F >
2 WAPE-F <	2 WAPE-F	2 WQIK-F <	2 WEJZ-F >	2 WQIK-F <	2 WOKV <	2 WFYV-F	2 WEJZ-F <	2 WAPE-F <	2 WQIK-F	2 WJBT-F
3 WPLA-F	3 WJBT-F	3 WAPE-F <	3 WQIK-F	3 WEJZ-F	3 WEJZ-F >	3 WEJZ-F	3 WFYV-F <	3 WEJZ-F <	3 WAPE-F	3 WROO-F <
4 WROO-F	4 WQIK-F	4 WEJZ-F	4 WAPE-F	4 WAPE-F <	4 WKQL-F <	4 WAPE-F	4 WQIK-F	4 WFYV-F	4 WEJZ-F <	4 WEJZ-F
WQIK-F >	5 WEJZ-F	5 WROO-F <	5 WIVY-F	5 WOKV	5 WFYV-F	5 WROO-F	5 WAPE-F	5 WOKV	5 WFYV-F <	
	WROO-F <	6 WJBT-F <	WROO-F	WROO-F <		6 WKQL-F <	6 WROO-F	6 WJBT-F <	6 WSOL-F <	
	7 WPLA-F <	7 WIVY-F <	7 WOKV >	7 WIVY-F <		7 WOKV <		7 WROO-F	7 WROO-F	
	8 WSOL-F <	8 WSOL-F <	8 WSOL-F >	8 WSOL-F <				8 WKQL-F <		
	9 WIVY-F	9 WOKV	9 WKQL-F <	9 WKQL-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 WAPE-F <	1 WAPE-F	1 WAPE-F <	1 WEJZ-F <	1 WEJZ-F	1 WFYV-F <	1 WFYV-F >	1 WFYV-F >>	1 WFYV-F >	1 WFYV-F >
2 WJBT-F >>	2 WJBT-F	2 WEJZ-F <	2 WAPE-F	2 WQIK-F	2 WJBT-F	2 WJBT-F	2 WAPE-F	2 WQIK-F	2 WQIK-F <
3 WPLA-F	3 WEJZ-F	3 WIVY-F	3 WQIK-F <	3 WAPE-F <	3 WPLA-F	3 WAPE-F	3 WSOL-F	3 WOKV	3 WOKV
4 WQIK-F	4 WFYV-F	4 WFYV-F <	4 WIVY-F	4 WIVY-F	WQIK-F	WQIK-F	WROO-F	4 WAPE-F	4 WEJZ-F <
5 WFYV-F	WIVY-F <	5 WROO-F	5 WROO-F <	5 WKQL-F <	5 WAPE-F >>	5 WPLA-F	5 WJBT-F	5 WJBT-F	5 WWRR-F
WEJZ-F	6 WQIK-F <	WQIK-F	6 WFYV-F <	6 WROO-F <		6 WROO-F <	6 WIVY-F	WROO-F <	WROO-F <
	7 WROO-F	7 WSOL-F	7 WJBT-F <	7 WSOL-F		7 WSOL-F	WWRR-F	7 WEJZ-F <	7 WAPE-F
	8 WSOL-F	WJBT-F >	8 WSOL-F	8 WFYV-F >			WQIK-F	8 WWRR-F	
			WKQL-F >						

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Jacor	22.8 %	21.4 %	25.9 %	WJGR T 1320 Jacksonville	0.9 /	2.2	
WSOL-FM, WQIK-FM, WJGR-AM, WJBT-FM, WZAZ-AM				WOBS B 1530 Jacksonville	0.8 /	0.8	
Paxson	11.2 %	9.8 %	15.1 %	WROS REL 1050 Jacksonville	0.5 /	1.8	
WNZS-AM, WZNZ-AM, WROO-FM, WPLA-FM				WSOS-F AC 94.1 St. Augustine	0.6 /	1.3	
Renda	11.6 %	14.2 %	11.3 %	WXQL-F B/AC 105.7 Baldwin	0.5 /	1.9	
WFKS-FM, WEJZ-FM, WWRR-FM				WZNZ N 1460 Jacksonville	0.4 /	2.0	
SFX	32.4 %	35.9 %	42.5 %				
WAPE-FM, WPDQ-AM, WOKV-AM, WKQL-FM, WIVY-FM, WFYV-FM				Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
	78.0 %	81.2 %	94.8 %	WFKS-F CHR 99.9 Palatka	0.6 /	3.2	

JACKSONVILLE

AM Stations

WCGL	1360	5 kw (Days)	Gospel	AURN	\$<20.00	K&P	
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1	\$<20.00	Banner	Paxson
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	ABC	\$36.00	Mc-Guild	SFX
WSVE	1280	5 kw/133 w	Gospel	AURN, Westwd	\$<20.00	Republic	
WZAZ	1400	1 kw	Black Oldies	ABC	\$15.00	Eastman	Jacor

FM Stations

WAPE	95.1	100 kw @ 984	CHR		\$76.00	Christal	SFX	
WEJZ	96.1	100 kw @ 984	Soft AC		\$85.00	Katz	Renda	
WFSJ	97.9	50 kw @ 482	Jazz		NA	Banner	Paxson	St. Augustine
WFYV	104.5	100 kw @ 1014	AOR		\$83.00	Christal	SFX	
WIVY	102.9	100 kw @ 1014	AC		\$53.00	MMR	SFX	
WJBT	92.7	6 kw @ 300	Black	CBS	\$33.00	Roslin	Jacor	Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$56.00	Mc-Guild	SFX	
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$35.00	Banner	Paxson	Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$119.00	Eastman	Jacor	
WROO	107.3	100 kw @ 705	Country		\$64.00	Banner	Paxson	
WSOL	101.5	100 kw @ 1463	Black AC		\$48.00	Eastman	Jacor	Brunswick, GA
WWRR	100.7	36 kw @ 1463	Classsic AOR		NA	---	Renda	

Notes: 9/96 WPVJ-F sold by InterMart to Paxson . . . 9/96 WPVJ-F began operation with a Talk format as "Real Radio" . . . 10/96 WPVJ-F changed calls to WTLK-F

Jim Duncan

Comments: WOKV has its best ratings in many years . . . WEJZ-F has its highest 12+ share since early 1995 . . . WSOL-F is down sharply from the Spring

KANSAS CITY

Arbitron Rank: 26 Pop (12+): 1,349,300
MSA Rank: 29
MSA Pop: 1,670,000
DMA: 32
Average Person Ratings: 15.7
Market TSL In Hours: 20.75

Stations: 26 / 25
Diaries: 2,650/509:1/53.0%
Sample Target: 2,660
% Below Line: 0.9
% Not Listed: 9.0
Pop per Station: 53,972

Last Year's Revenue: \$53,000,000
Household Income: \$50,024
Retail Dollars: \$17.2 Bil
#1 Biller: KCFX-F \$7,800,000
#1 Billing Portfolio: Jacor pending duop \$15,900,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KPRS-F	B	150 / 7.1	7.9	7.9	7.6	7.6	7.6	1731 / 12.8	12.6	12.4	E	KPRS-F
2	KCFX-F	CL AOR	148 / 7.0	7.1	6.2	7.5	6.3	6.9	2806 / 20.8	19.7	19.2	H	KCFX-F
3	WDAF	C/FS	145 / 6.9	8.4	7.8	8.4	6.8	7.9	1764 / 13.1	14.4	14.3	F	WDAF
4	KMBZ	N/T	135 / 6.4	5.2	4.9	6.0	4.9	5.6	2270 / 16.8	15.7	14.6	E	KMBZ
5	KQRC-F	AOR	128 / 6.1	6.2	5.6	5.2	5.2	5.8	2068 / 15.3	15.5	13.0	E	KQRC-F
6	KFKF-F	C	125 / 5.9	7.7	7.5	7.2	8.4	7.1	2188 / 16.2	17.0	18.5	H	KFKF-F
7	KCIY-F	J	118 / 5.6	3.3	4.1	5.2	6.2	4.6	1697 / 12.6	9.8	12.8	C	KCIY-F
8	KCMO-F	O	114 / 5.4	4.5	4.9	4.8	5.4	4.9	2070 / 15.3	14.3	14.9	E	KCMO-F
9	KMXV-F	CHR	112 / 5.3	5.1	4.6	4.0	4.3	4.7	2375 / 17.6	17.4	12.9	E	KMXV-F
10	KBEQ-F	C	111 / 5.3	6.3	5.9	6.9	5.8	6.1	1917 / 14.2	16.1	15.7	F	KBEQ-F
11	KUDL-F	AC	102 / 4.8	3.5	4.0	3.8	4.8	4.0	1728 / 12.8	11.5	14.4	E	KUDL-F
12	KYYS-F	AOR	96 / 4.5	4.5	4.8	4.5	3.9	4.6	1736 / 12.9	13.1	12.2	F	KYYS-F
13	KCMO	T	88 / 4.2	3.8	4.1	3.6	3.6	3.9	1567 / 11.6	9.5	9.7	C	KCMO
14	KXTR-F	CL	71 / 3.4	3.1	3.3	2.6	3.2	3.1	1243 / 9.2	7.4	7.2	C	KXTR-F
15	KLTH-F	SAC	66 / 3.1	5.0	5.6	4.0	4.6	4.4	1461 / 10.8	12.4	13.3	E	KLTH-F
16	KISF-F	CHR	45 / 2.1	2.6	2.5	2.6	2.3	2.5	1308 / 9.7	11.2	9.9	C	KISF-F
17	KFEZ	ST	41 / 1.9	1.8	1.9	1.8	2.4	1.9	549 / 4.1	4.2	4.6	B	KFEZ
18	KPRT	G	26 / 1.2	1.7	2.1	1.3	1.4	1.6	414 / 3.1	3.7	2.9		KPRT

12+ FM Share (Metro): 74.67 % (1427 of 1911) (Summer 95 75.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPRS-F	1 KQRC-F	1 KCFX-F	1 KCFX-F >	1 KCFX-F	1 WDAF	1 WDAF >	1 KCFX-F <	1 KPRS-F	1 KPRS-F	1 KPRS-F
KMXV-F	2 KCFX-F <	2 KPRS-F <	2 KPRS-F <	2 KPRS-F <	2 KMBZ	2 KFKF-F <	2 KMBZ	KCFX-F	KMBZ >	2 WDAF
3 KQRC-F >	3 KPRS-F	3 KQRC-F	3 KYYS-F	3 KCIY-F	3 KCIY-F <	3 KQRC-F <	3 KPRS-F <	3 KFKF-F <	3 KQRC-F	3 KBEQ-F
	4 KMXV-F	4 KYYS-F <	4 KCIY-F	KYYS-F <	4 KCMO-F	4 KPRS-F <	4 KCMO	4 KQRC-F <	4 KCFX-F <	KQRC-F <
	5 KYYS-F	5 KFKF-F <	KFKF-F <	5 KCMO-F <	5 KCMO <	5 KBEQ-F <	KUDL-F	5 KCIY-F	5 KBEQ-F <	
	6 KBEQ-F <	6 KBEQ-F <	6 KUDL-F <	6 KFKF-F <	6 KUDL-F	6 KCFX-F <	KFKF-F <	KCMO-F <	6 KMXV-F <	
	7 KFKF-F >	7 KMXV-F <	7 KQRC-F <	7 KUDL-F <	KFKF-F <	7 KMBZ	7 KCIY-F	7 KBEQ-F	7 KCIY-F	
		8 KCIY-F	8 KCMO-F <	8 KQRC-F <	8 KCFX-F	KYYS-F <	KCMO-F <	KMXV-F <		
		KUDL-F	9 KBEQ-F <	9 KBEQ-F		9 KCMO-F	9 WDAF <	9 WDAF <		
							10 KQRC-F	10 KUDL-F <		
								11 KMBZ <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPRS-F	1 KPRS-F	1 KPRS-F <	1 KPRS-F <	1 KUDL-F <	1 KQRC-F >>	1 KQRC-F	1 KQRC-F <	1 KCFX-F	1 KCFX-F
2 KBEQ-F	2 KMXV-F	2 KMXV-F <	2 KCFX-F	2 KCFX-F	2 KBEQ-F <	2 KCFX-F	2 KCFX-F	2 KYYS-F <	2 KYYS-F
3 KBEQ-F	3 KFKF-F	3 KCFX-F	KUDL-F <	3 KFKF-F <	3 KCFX-F	3 KYYS-F >	KYYS-F >	3 KQRC-F	3 KCIY-F
4 KFKF-F	KQRC-F <	4 KFKF-F	4 KMXV-F	4 KPRS-F <	4 KMXV-F	4 KBEQ-F <	4 KPRS-F	4 KPRS-F <	4 KPRS-F <
KQRC-F	5 KCFX-F	KQRC-F >	KFKF-F >	5 KCMO-F <	5 KYYS-F	5 KPRS-F	5 KMBZ	5 KBEQ-F <	5 KMBZ
6 KISF-F	6 KBEQ-F	6 KYYS-F	6 KBEQ-F	6 KMXV-F	6 KPRS-F	6 KMXV-F	6 KBEQ-F <	6 KCIY-F <	KQRC-F <
7 KLTH-F	7 KUDL-F	7 KUDL-F	KQRC-F <	7 KCIY-F	7 KFKF-F	7 KMBZ	7 KMXV-F	7 KMBZ	7 KCMO-F <
KUDL-F >		KBEQ-F	8 KCMO-F					8 KFKF-F	8 KBEQ-F

KANSAS CITY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys., pend. KOWW-AM, KFKF-FM, KBEQ-FM	11.7 %	12.1 %	20.0 %	KCCV-F	REL	92.3	Olathe, KS	0.7 / 3.0	
				KCCV	REL	760	Overland Park, KS	0.6 / 1.5	
Bonneville KMBZ-AM, KLTH-FM, KCMO-FM, KCMO-AM	19.1 %	18.9 %	21.1 %	KCTE	SPRTS	1510	Independence, MO	0.7 / 1.6	
				KMZU-F	C	100.7	Carrollton, MO	0.3 / 1.0	
Heritage, pend. KXTR-FM, KCFX-FM, KCIY-FM, KCAZ-AM	16.0 %	18.9 %	19.2 %	KNHN	N	1340	Kansas City, KS	0.5 / 2.3	
				KOWW	C	1030	Blue Spring, MO	0.5 / 1.4	
Jacor, pend. WDAF-AM, KYYS-FM, KUDL-FM, KMXV-FM	21.5 %	21.7 %	29.8 %	WHB	C	710	Kansas City	0.6 / 2.3	
	68.3 %	71.6 %	90.1 %	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				KLZR-F	AOR-NR	105.9	Lawrence, KS	0.9 / 3.4	

AM Stations

Station	Power	Time	Format	Network	Rate	Agency	Notes
KCMO	810	50 kw/5 kw (DA-N)	Talk/News	CBS, WW1, ABC	\$40.00	Sentry	Bonneville
KFEZ	1190	5 kw/250 w (DA-N)	Standards	AP	\$20.00	Direct	
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$65.00	Sentry	Bonneville
KPRT	1590	1 kw/47 w	Gospel	CNN, AURN	\$20.00	Eastman	
WDAF	610	5 kw	Cntry/Full Svc	ABC	\$87.00	Katz	Jacor
WHB	710	10 kw/5 kw (DA-2)	Country	Westwd	NA	Mc-Guild	KMZU owner

FM Stations

Station	Frequency	Power	Format	Network	Rate	Agency	Notes
KBEQ	104.3	100 kw @ 987	Country	ABC	\$80.00	Torbet	Amer. Radio Sys.
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$115.00	Christal	Heritage Harrisonville, MO
KCIY	106.5	100 kw @ 981	Jazz		\$55.00	Christal	Heritage Liberty
KCMO	94.9	100 kw @ 1057	Oldies		\$67.00	CBS	Bonneville
KFKF	94.1	100 kw @ 995	Country		\$138.00	Eastman	Amer. Radio Sys.
KISF	107.3	100 kw @ 1184	AOR-NR		\$30.00	Torbet	SynCom Lexington, MO
KLTH	99.7	100 kw @ 1010	Soft AC		\$64.00	CBS	Bonneville
KMXV	93.3	100 kw @ 1056	CHR		\$61.00	MMR	Jacor
KPRS	103.3	100 kw @ 995	Black	AURN, ABC	\$72.00	Eastman	
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$69.00	Christal	Journal Co. Leavenworth, KS
KUDL	98.1	100 kw @ 995	AC	AP	\$70.00	MMR	Regent
KXTR	96.5	100 kw @ 984	Classical		\$47.00	Torbet	Heritage, pend.
KYYS	102.1	100 kw @ 1000	AOR		\$84.00	Katz	Jacor

Notes: KISF-F reclassified as AOR-New Rock (from CHR) . . . 9/96 KCAZ (1480)/KXTR-F sold by Ingram to Heritage (D+) for \$9,700,000 . . . 9/96 KFEZ sold to KNHN for \$1,300,000 . . . 10/96 Regent sold these stations to Jacor (D+): KMXV-F for \$13,000,000; KUDL-F for \$17,000,000

Jim Duncan

Comments: Who says an independent (non-group-owned) station can't do well in today's climate? Look at KPRS-F for proof to the contrary . . . KFKF-F is down sharply as is KBEQ-F . . . KLTH-F had its worst showing in more than three years

KNOXVILLE

Arbitron Rank: 69 Pop (12+): 547,400	Stations: 21 / 21	Last Year's Revenue: \$21,500,000
MSA Rank: 81	Diaries: 1,781/307:1/56.0%	Household Income: \$39,260
MSA Pop: 644,000	Sample Target: 1,690	Retail Dollars: \$7.5 Bil
DMA: 62	% Below Line: 0.0	#1 Biller: WIVK-F \$8,000,000
Average Person Ratings: 15.5	% Not Listed: 12.6	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 26,067	Dick duop \$9,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WIVK-F	183 / 21.5	24.5	24.2	24.7	23.7	23.7	2304 / 42.1	42.3	41.7	H	WIVK-F
2	WJXB-F	85 / 10.0	8.3	10.4	9.7	9.4	9.6	1209 / 22.1	19.1	22.8	E	WJXB-F
3	WMYU-F	78 / 9.2	8.6	4.8	5.1	5.6	6.9	1129 / 20.6	18.4	16.0	C	WMYU-F
4	WIMZ-F	AOR/CL 76 / 8.9	9.0	10.0	10.0	10.3	9.5	1083 / 19.8	20.5	20.4	D	WIMZ-F
5	WWST-F	CHR 68 / 8.0	7.7	7.2	6.0	6.2	7.2	1064 / 19.4	19.2	17.1	B	WWST-F
6	WOKI-F	C 53 / 6.2	5.4	5.1	7.6	7.2	6.1	833 / 15.2	15.0	18.3	C	WOKI-F
7	WQBB-F	ST 40 / 4.7	3.8	4.5	4.4	4.7	4.4	511 / 9.3	8.7	9.8	B	WQBB-F
8	WIVK	N/T 39 / 4.6	5.3	4.5	5.0	4.8	4.9	549 / 10.0	11.5	12.3	C	WIVK
9	WJBZ-F	REL 21 / 2.5	2.3	2.4	3.1	1.9	2.6	394 / 7.2	6.3	4.8	A	WJBZ-F
10	WGAP-F	C 14 / 1.6	1.8	1.2	0.8	1.5	1.4	243 / 4.4	4.9	4.6	A	WGAP-F
	WNFZ-F	AOR-NR 14 / 1.6	2.1	3.5	2.0	2.5	2.3	362 / 6.6	6.8	8.5	A	WNFZ-F
12	WDLY-F	C 12 / 1.4	1.1	1.3	1.6	1.4	1.4	143 / 2.6	2.9	2.9	A	WDLY-F
13	WRJZ	REL 10 / 1.2	1.2	1.1	1.2	1.5	1.2	183 / 3.3	3.1	3.0	A	WRJZ
14	WKGN	B 9 / 1.1	1.3	1.8	0.7	0.9	1.2	132 / 2.4	2.7	2.0	A	WKGN
	WNOX-F	B/AC 9 / 1.1	2.8	1.5	1.3	1.2	1.7	183 / 3.3	5.5	3.0	A	WNOX-F
	WXST-F	O 9 / 1.1	1.5	1.6	1.2	1.7	1.3	238 / 4.3	4.3	5.4	A	WXST-F

12+ FM Share (Metro): 89.77 % (667 of 743) (Summer 95 88.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WWST-F >>	1 WIMZ-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F >	1 WIVK-F >	1 WIVK-F	1 WIVK-F >>
2	WIVK-F	WIVK-F >	2 WIMZ-F <	2 WJXB-F <	2 WMYU-F	2 WMYU-F <	2 WJXB-F	2 WJXB-F	2 WMYU-F	2 WWST-F >
3	WOKI-F >	3 WOKI-F <	3 WJXB-F	3 WMYU-F <	WJXB-F	3 WJXB-F >	3 WIMZ-F	3 WMYU-F <	WJXB-F <	3 WIMZ-F
		4 WWST-F	4 WMYU-F	4 WIMZ-F >	4 WQBB-F <	4 WMYU-F <	4 WIMZ-F	4 WIMZ-F	4 WIMZ-F	4 WMYU-F
		WJXB-F >	5 WWST-F	5 WWST-F <	5 WWST-F	5 WIVK	5 WWST-F	5 WIVK <	5 WWST-F >	WOKI-F
			6 WOKI-F >>	6 WOKI-F >>	WOKI-F >	6 WIMZ-F >	6 WOKI-F <	6 WWST-F	6 WOKI-F >	6 WJXB-F >
							7 WIVK >	7 WOKI-F <		
								8 WQBB-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	WIVK-F	1 WJXB-F	1 WJXB-F	1 WIVK-F <	1 WIVK-F	1 WIMZ-F	1 WIMZ-F	1 WIMZ-F	1 WIVK-F <
2	WWST-F	WIVK-F	2 WIVK-F	2 WJXB-F >	2 WJXB-F	2 WIVK-F >	2 WIVK-F >	2 WIVK-F	2 WIMZ-F >>
	WOKI-F	3 WWST-F	3 WWST-F	3 WMYU-F	3 WMYU-F >	3 WOKI-F	3 WOKI-F >	3 WMYU-F	3 WMYU-F >
4	WJXB-F >	4 WOKI-F	4 WIMZ-F	4 WWST-F	4 WWST-F <	4 WOKI-F	4 WWST-F >	4 WMYU-F	4 WOKI-F
5	WIMZ-F >>	5 WIMZ-F	5 WOKI-F	5 WOKI-F <	5 WIMZ-F	5 WJXB-F >>	5 WMYU-F	5 WJXB-F	WJXB-F
		6 WMYU-F >>	6 WMYU-F >>	6 WIMZ-F >>	6 WOKI-F >>		WJXB-F	6 WWST-F >	6 WIVK

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Dick WIVK-AM, WIVK-FM, WUTK-AM, WXVO-FM	26.8 %	24.5 %	44.7 %	WGAP WIMZ	0.6 / 1.8	1400 / 1.8	Maryville / Knoxville
Heritage WMYU-FM, WWST-FM	17.2 %	19.1 %	12.5 %	WLIL-F WUTK	0.5 / 1.3	1240 / 1.3	Lenoir / Knoxville
Local WNFZ-FM, WOKI-FM	7.8 %	7.5 %	10.2 %	WYSH	0.6 / 2.2	93.5 / 2.2	Clinton
South Central WIMZ-AM, WIMZ-FM, WJXB-FM	19.4 %	24.5 %	29.3 %		0.7 / 2.6	850 / 2.6	
	71.2 %	75.6 %	96.7 %		0.4 / 0.6	1380 / 0.6	

KNOXVILLE

AM Stations

WIVK	990	10 kw (DA-N)	News/Talk	ABC, BRN, Westwd	\$37.00	Katz	Dick
WKGN	1340	1 kw	Black	AURN	\$19.00	---	
WRJZ	620	5 kw (DA-N)	Religion	USA	NA	Salem	

FM Stations

WDLY	105.5	530 w @ 1056	Country	CBS	NA	---		Gallinburg
WGAP	95.7	3 kw @ 328	Country	AP, ABC	NA	Regional		Maryville
WIMZ	103.5	100 kw @ 1722	AOR/Classic		\$70.00	D&R	South Central	
WIVK	107.7	91 kw @ 2054	Country	ABC	\$156.00	Katz	Dick	
WJBZ	96.3	2.9 kw @ 479	Religion		<\$20.00	---		Seymour
WJXB	97.5	100 kw @ 1298	AC		NA	D&R	South Central	
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Heritage	
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		NA	Torbet	WOKI	Oak Ridge
WNOX	99.1	6 kw @ 325	Black		NA	---		Loudon
WOKI	100.3	100 kw @ 2000	Country	ABC, CBS	\$44.00	Torbet		Oak Ridge
WQBB	104.5	2.8 kw @ 486	Standards	CNN	<\$20.00	Roslin		
WWST	93.1	2.4 kw @ 512	CHR	AP	\$20.00	Eastman	Heritage	Karns
WXST	105.3	6 kw @ 328	Oldies	ABC	NA	---		Loudon

Notes:

Jim Duncan

Comments: WIVK-F had its lowest share in more than two years, but it's still above 20% . . . WMYU-F continued its nice recovery since its change to Oldies

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

LANSING

Arbitron Rank: 112	Pop (12+): 358,200	Stations: 20 / 14	Last Year's Revenue: \$14,800,000
MSA Rank: 114		Diaries: 951/377:1/52.5%	Household Income: \$50,379
MSA Pop: 437,000		Sample Target: 990	Retail Dollars: \$4.5 Bil
DMA: 106		% Below Line: 6.4	#1 Biller: WITL-AF \$4,000,000
Average Person Ratings: 15.3		% Not Listed: 21.9	#1 Billing Portfolio:
Market TSL In Hours: 20.45		Pop per Station: 25,586	Liggett duop+ \$7,700,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WITL-F	C	72 / 13.2	13.1	15.2	13.1	14.5	13.6	907 / 25.3	26.1	26.9	F	WITL-F
2	WFMK-F	AC	54 / 9.9	12.9	11.8	11.0	10.4	11.4	816 / 22.8	25.7	20.6	F	WFMK-F
3	WJIM-F	O	45 / 8.2	9.1	6.8	8.5	5.2	8.2	704 / 19.7	22.1	14.5	C	WJIM-F
4	WVIC-F	AOR-NR	39 / 7.1	6.1	5.9	7.4	7.2	6.6	628 / 17.5	19.2	18.9	C	WVIC-F
5	WJXQ-F	AOR	30 / 5.5	4.7	5.7	5.3	7.7	5.3	625 / 14.7	16.7	20.2	D	WJXQ-F
6	WHZZ-F	CHR	29 / 5.3	6.1	5.0	3.4	4.0	5.0	553 / 15.4	19.6	14.3	A	WHZZ-F
7	WILS	ST	26 / 4.8	3.1	2.6	2.5	2.7	3.2	292 / 8.1	5.7	6.0	A	WILS
8	WBHR-F	C	23 / 4.2	4.0	4.6	4.0	4.0	4.2	406 / 11.3	9.8	14.1	C	WBHR-F
9	WQHH-F	B	20 / 3.7	3.5	5.4	3.2	6.2	3.9	275 / 7.7	8.1	11.8	A	WQHH-F
	WJIM	T	20 / 3.7	4.4	3.0	4.2	1.8	3.8	277 / 7.7	9.1	6.7	A	WJIM
11	WMMQ-F	CL AOR	18 / 3.3	2.8	3.0	3.2	6.2	3.1	348 / 9.7	10.9	12.6	A	WMMQ-F
12	WJR	FS	14 / 2.6	4.0	2.4	3.6	3.0	3.1	260 / 7.0	10.0	9.0		WJR
13	WVWX-F	AOR	11 / 2.0	3.0	3.9	3.4	4.5	3.1	385 / 10.8	14.6	15.6	B	WVWX-F

12+ FM Share (Metro): 84.78 % (362 of 427) (Summer 95 87.76 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1	WVIC-F	1 WVIC-F	1 WFMK-F <	1 WFMK-F	1 WITL-F <	1 WITL-F	1 WITL-F >	1 WITL-F	1 WVIC-F	1 WFMK-F <
	WQHH-F	2 WFMK-F	2 WITL-F	2 WITL-F	2 WFMK-F	2 WJIM-F >	2 WFMK-F	2 WJIM-F <	2 WFMK-F	2 WITL-F >>
3	WHZZ-F	3 WITL-F	3 WJIM-F	3 WJIM-F	3 WJIM-F >	3 WFMK-F <	3 WJIM-F	3 WFMK-F	3 WITL-F	
	WBHR-F	4 WHZZ-F	WVIC-F	4 WJXQ-F	4 WJXQ-F	4 WILS >	4 WJXQ-F	4 WJIM	4 WVIC-F	4 WJIM-F
5	WFMK-F	WJXQ-F >	5 WJXQ-F	5 WVIC-F	5 WVIC-F		5 WVIC-F	5 WVIC-F	5 WHZZ-F <	5 WQHH-F <
	WITL-F >>	6 WMMQ-F	6 WHZZ-F >	6 WHZZ-F				6 WHZZ-F <	6 WILS <	6 WHZZ-F
								7 WJXQ-F	7 WJXQ-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	WHZZ-F	1 WFMK-F >	1 WFMK-F	1 WFMK-F <	1 WVIC-F >>	1 WVIC-F >>	1 WVIC-F >	1 WVIC-F	1 WJIM-F
2	WFMK-F	2 WITL-F	2 WITL-F >	2 WITL-F >	2 WITL-F	2 WJXQ-F	2 WJXQ-F	2 WJXQ-F	WITL-F
3	WITL-F	3 WHZZ-F >	3 WHZZ-F	3 WJIM-F	3 WJXQ-F	3 WITL-F	3 WFMK-F	3 WITL-F <	3 WJXQ-F
4	WJXQ-F >>	4 WJXQ-F >	4 WMMQ-F	4 WJIM-F >	4 WQHH-F	4 WMMQ-F	4 WITL-F	4 WJIM-F	4 WFMK-F
			5 WJXQ-F	5 WJXQ-F	5 WVIC-F >	5 WVIC-F >		5 WFMK-F	WVIC-F >
			WVIC-F >			WMMQ-F >		6 WMMQ-F	

Consolidation Report	12+	25-54	Revenue
62nd Street	11.7 %	12.3 %	27.7 %
WVWX-FM, WBHR-FM, WJXQ-FM			
Liggett	30.7 %	30.4 %	52.0 %
WFMK-FM, WITL-AM, WITL-FM, WVFN-AM, WVIC-FM			
	42.4 %	42.8 %	79.7 %

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume
WVFN	SPRIS	730	E. Lansing	0.5 / 1.6	
WVLA	O	1180	Dimondale	0.4 / 1.4	
Other Rated Stations—Outside Market				Metro Cume Share Rating	TSA AQH Cume
WBCT-F	C	93.7	Grand Rapids	0.9 / 1.8	
WCEN-F	C	94.5	ML Pleasant	0.9 / 1.8	

LANSING

AM Stations

WILS	1320	5 kw/1 kw (DA-N)	Standards	ABC	NA	D&R	MacDonald
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman	Liggett

FM Stations

WBHR	94.1	40 kw @ 551	Country		\$25.00	D&R	62nd St., pend.	Jackson
WFMK	99.1	28 kw @ 600	AC		\$55.00	Eastman	Liggett	
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald	
WITL	100.7	26.5 kw @ 643	Country	ABC	\$80.00	Banner	Liggett	
WJIM	97.5	28 kw @ 440	Oldies		\$34.00	Eastman	Liggett	
WJXQ	106.1	50 kw @ 489	AOR		\$48.00	D&R	62nd St., pend.	Jackson
WMMQ	92.7	1.5 kw @ 466	Classic AOR	Source, WW1, CBS	<\$20.00	Eastman	Goodrich	Charlotte
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Mich.		DeWitt
WVIC	94.9	49 kw @ 500	AOR-New Rock		\$28.00	Banner	Liggett	
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	---	62nd St.	St. Johns

Notes: WJR – See Detroit . . . 10/96 WBHR-F/WJXQ-F sold by Regional (Patten) to 62nd Street

Jim Duncan

Comments: WFMK-F slid out of double figures for the first time since Spring 95 . . . WILS recorded its best book in many years

LAS VEGAS

Arbltron Rank: 48	Pop (12+): 847,700	Stations: 23 / 23	Last Year's Revenue: \$38,000,000
MSA Rank: 46		Diarles: 1,876/452:1/52.2%	Household Income: \$45,953
MSA Pop: 1,170,000		Sample Target: 1,980	Retail Dollars: \$12.0 Bil
DMA: 66		% Below Line: 0.0	#1 Biller: KWNR-F \$4,300,000
Average Person Ratings: 16		% Not Listed: 13.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50		Pop per Station: 36,857	Amer. Radio Sys. duop+ \$10,920,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level		
1	KJUL-F	136 / 10.0	9.3	7.9	10.0	8.9	9.3	1339 / 15.8	15.3	14.1		D	KJUL-F	
2	KLUC-F	111 / 8.2	7.1	5.3	7.6	6.2	7.0	1571 / 18.5	20.3	19.0		E	KLUC-F	
3	KSNE-F	90 / 6.6	8.3	8.9	7.6	7.8	7.8	1355 / 16.0	17.0	15.7		E	KSNE-F	
4	KFMS-F	84 / 6.2	5.2	5.1	5.2	4.8	5.4	1045 / 12.3	11.6	11.1		D	KFMS-F	
5	KWNR-F	83 / 6.1	6.7	6.7	5.8	7.0	6.3	1284 / 15.1	15.2	14.8		F	KWNR-F	
6	KMZQ-F	82 / 6.0	5.6	6.5	6.1	5.2	6.1	1166 / 13.8	14.5	13.6		E	KMZQ-F	
7	KMXB-F	AC/CHR	77 / 5.7	4.6	4.7	4.8	3.9	4.9	1516 / 17.9	16.0	12.2		C	KMXB-F
8	KEDG-F	AOR-NR	68 / 5.0	7.0	7.3	6.4	6.4	1069 / 12.6	16.1	13.8		D	KEDG-F	
9	KKLZ-F	CL AOR	55 / 4.0	4.1	3.7	3.8	3.7	3.9	982 / 11.6	11.1	11.8		D	KKLZ-F
	KXTE-F	AOR-P	55 / 4.0	3.4	3.7	4.0	3.9	3.8	1022 / 12.1	11.5	11.8		D	KXTE-F
11	KOMP-F	AOR	53 / 3.9	4.4	5.1	4.3	5.8	4.4	725 / 8.6	10.3	13.2		D	KOMP-F
12	KQOL-F	O	49 / 3.6	4.7	4.7	4.8	5.1	4.5	1024 / 12.1	12.1	12.6		B	KQOL-F
13	KBGO-F	O	44 / 3.2	1.4	1.4	1.8	2.3	2.0	786 / 9.3	5.8	8.0			KBGO-F
14	KDWN	T	30 / 2.2	3.4	2.2	2.6	3.0	2.6	523 / 6.2	7.2	8.9		B	KDWN
15	KXPT-F	AOR-P	29 / 2.1	2.4	2.5	2.3	1.8	2.3	596 / 7.0	7.2	5.8		C	KXPT-F
	KLSQ	SP	29 / 2.1	1.8	2.0	2.5	2.1	2.1	313 / 3.7	2.9	2.4		A	KLSQ

12+ FM Share (Metro): 87.85 % (1034 of 1177) (Summer 95 85.13 %)

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 KMZQ-F <	1 KMZQ-F <	1 KWNR-F <	1 KJUL-F >>	1 KJUL-F <	1 KJUL-F	1 KLUC-F	1 KLUC-F	1 KLUC-F <
2 KEDG-F	2 KMXB-F <	2 KLUC-F <	2 KWNR-F <	2 KMZQ-F	2 KSNE-F <	2 KXTE-F	2 KMZQ-F <	KJUL-F >	2 KJUL-F >	2 KJUL-F
3 KMXB-F >>	3 KEDG-F <	3 KWNR-F <	3 KSNE-F <	KSNE-F	3 KFMS-F <	3 KFMS-F	3 KSNE-F <	3 KMXB-F <	3 KMXB-F	3 KVEG <
	4 KMZQ-F	4 KMXB-F <	4 KKLZ-F	4 KFMS-F <	4 KWNR-F	4 KWNR-F <	4 KLUC-F	4 KMZQ-F <	4 KEDG-F <	4 KMXB-F <
	5 KOMP-F	5 KSNE-F <	KMXB-F	5 KMXB-F <	5 KSNE-F <	5 KSNE-F <	5 KFMS-F <	5 KSNE-F <	5 KSNE-F	
	KXTE-F >	6 KEDG-F <	6 KOMP-F <	6 KKLZ-F <	6 KMZQ-F	6 KMZQ-F	6 KWNR-F <	6 KEDG-F		
		7 KKLZ-F <		7 KOMP-F <	7 KLUC-F	7 KLUC-F	7 KMXB-F <	KWNR-F		
				8 KLUC-F			8 KEDG-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 KLUC-F >	1 KMZQ-F <	1 KMZQ-F	1 KMZQ-F	1 KSNE-F <	1 KLUC-F	1 KLUC-F	1 KOMP-F <	1 KKLZ-F <	1 KKLZ-F <
2 KMXB-F	2 KMXB-F	2 KMXB-F	2 KSNE-F	2 KMZQ-F	KXTE-F >	2 KXTE-F	2 KEDG-F	2 KOMP-F <	2 KOMP-F
3 KEDG-F	3 KLUC-F	3 KSNE-F <	3 KWNR-F <	3 KWNR-F <	3 KEDG-F >	KOMP-F <	3 KLUC-F <	3 KXTE-F <	3 KWNR-F <
	KMZQ-F	4 KEDG-F <	4 KWNR-F <	4 KMXB-F <	4 KOMP-F	4 KEDG-F	4 KMXB-F	4 KLUC-F <	4 KEDG-F
5 KXTE-F	5 KSNE-F	5 KEDG-F	5 KLUC-F	5 KMXB-F	5 KKLZ-F	5 KMXB-F	5 KXTE-F <	5 KEDG-F	KXTE-F <
KWNR-F	KWNR-F	6 KFMS-F	6 KFMS-F >	6 KLUC-F <	KMZQ-F	6 KKLZ-F >	6 KKLZ-F >	6 KMXB-F	6 KMXB-F <
7 KSNE-F	7 KFMS-F >	7 KXPT-F		7 KQOL-F	KMXB-F >>		7 KMZQ-F	KWNR-F	7 KMZQ-F <
KFMS-F		KLUC-F							8 KLUC-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
American Radio Sys. KLUC-FM, KMXB-FM, KMZQ-FM, KXTE-FM, KVEG-AM, KXNO-AM	25.2 %	23.5 %	28.7 %	KDOL SP 1280 Henderson	1.1 / 3.0		
Jacor KFMS-FM, KSNE-FM, KWNR-FM	18.9 %	21.1 %	28.4 %	KENO SPRTS 1460 Las Vegas	1.1 / 2.9		
Lotus KENO-AM, KOMP-FM, KORK-AM, KXPT-FM	8.4 %	10.4 %	12.2 %	KLAV T 1230 Las Vegas	0.4 / 1.8		
				KNUU N 970 Las Vegas	1.0 / 4.1		
				KORK ST 920 Las Vegas	1.3 / 3.7		
				KRBO-F O 105.1 Las Vegas	1.3 / 5.2		
				KVEG T 840 N. Las Vegas	1.3 / 3.4		
	52.5 %	55.0 %	69.3 %				

LAS VEGAS

AM Stations

KDWN	720	50 kw (DA-N)	Talk	AP	\$23.00	Roslin		
KLSQ	870	5 kw/500 w (DA-N)	Hispanic	CRC	\$20.00	---	Hefel/Cr. Chnl.	Laughlin

FM Stations

KBGO	93.1	24 kw @3743	Oldies		\$24.00	Katz		
KEDG	103.5	100 kw @ 1158	AOR-New Rock		\$53.00	Torbet		
KFMS	101.9	100 kw @ 1180	Country		\$59.00	Katz	Jacor, pend.	
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd, CNN	\$48.00	---		N. Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR		\$52.00	Sentry	Max	
KLUC	98.5	100 kw @ 1180	CHR	AP	\$65.00	Mc-Guild	Amer. Radio Sys.	
KMXB	94.1	100 kw @ 1210	AC/CHR		NA	Torbet	Amer. Radio Sys.	Henderson
KMZQ	100.5	100 kw @ 1104	AC		\$68.00	Eastman	Amer. Radio Sys.	Henderson
KOMP	92.3	100 kw @ 1520	AOR		\$57.00	Christal	Lotus	
KQOL	105.5	3.7 kw @ 1588	Oldies	Westwd	\$33.00	MMR	Amer. Gen'l.	Boulder City
KSNE	106.5	100 kw @ 1155	Soft AC		\$68.00	---	Jacor, pend.	
KWNR	95.5	100 kw @ 1160	Country		\$75.00	D&R	Jacor, pend.	Henderson
KXPT	97.1	100 kw @ 1919	AOR-Prog.		\$31.00	Christal	Lotus	
KXTE	107.5	25 kw @ 3678	AOR-Prog.		NA	Eastman	Amer. Radio Sys.	Pahrump

Notes: 7/96 KJMZ-F changed from CHR/Urban to AC/CHR as KMXB-F . . . 8/96 KFBI-F changed from AOR to Progressive AOR as KXTE-F . . . 8/96 KKDD sold by Regent for \$600,000 . . . 10/96 Regent sold these stations to Jacor: KFMS-F for \$13,000,000; KSNE-F for \$19,000,000; KWNR-F for \$23,000,000

Jim Duncan

Comments: KSNE-F slipped to its worst 12+ share in over two years . . . KMXB-F showed a nice increase with AC/CHR and managed to hurt KLUC-F . . . KEDG-F showed a sharp decline . . . Two Oldies stations (KBGO-F and KQOL-F) divide up 7 share points

LITTLE ROCK

Arbitron Rank: 82 Pop (12+): 446,800	Stations: 24 / 23	Last Year's Revenue: \$17,000,000
MSA Rank: 93	Diaries: 1,571/284:1/55.3%	Household Income: \$41,843
MSA Pop: 543,000	Sample Target: 1,550	Retail Dollars: \$5.5 Bil
DMA: 58	% Below Line: 1.5	#1 Biller: KSSN-F \$3,900,000
Average Person Ratings: 15.0	% Not Listed: 10.0	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 19,426	Triathlon duop+ \$5,100,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KSSN-F	71 / 10.6	12.8	14.7	12.2	13.1	12.6	1032 / 23.1	25.1	25.4		E	KSSN-F
2	KIPR-F	64 / 9.6	9.3	8.5	9.8	8.3	9.3	676 / 15.1	15.1	15.5		C	KIPR-F
3	KMJX-F	58 / 8.7	9.1	9.1	7.8	6.7	8.7	803 / 18.0	18.1	15.1		D	KMJX-F
4	KURB-F	56 / 8.4	10.4	9.0	10.1	9.3	9.5	902 / 20.2	22.6	22.3		D	KURB-F
5	KARN-AF	44 / 6.6	6.2	6.6	7.1	7.5	6.6	670 / 15.0	12.2	16.8		C	KARN-AF
6	KDDK-F	42 / 6.3	6.2	6.0	6.3	5.8	6.2	753 / 16.9	15.7	15.3		C	KDDK-F
7	KVLO-F	35 / 5.2	3.6	4.0	2.6	2.9	3.9	510 / 11.4	9.7	7.2		B	KVLO-F
8	KKPT-F	34 / 5.1	5.4	4.0	5.7	4.4	5.0	692 / 15.5	12.9	12.5		B	KKPT-F
9	KYFX-F	30 / 4.5	3.4	4.6	4.6	4.4	4.3	385 / 8.6	7.3	8.5		A	KYFX-F
10	KOLL-F	28 / 4.2	4.0	5.0	4.6	4.5	4.4	517 / 11.6	12.1	10.4		B	KOLL-F
11	KMVK-F	19 / 2.8	3.2	3.2	2.9	6.0	3.0	400 / 9.0	7.4	11.2		A	KMVK-F
12	KEZQ	18 / 2.7	2.2	1.6	0.5		1.8	176 / 3.9	4.2				KEZQ
13	KDRE-F	16 / 2.4	2.6	2.6	2.6	2.8	2.6	329 / 7.4	7.4	6.3		A	KDRE-F
	KSYG-F	16 / 2.4	1.9	2.2	1.8	1.2	2.1	267 / 6.6	7.0	5.1		A	KSYG-F
	KESR-F	16 / 2.4			0.9	1.5		362 / 8.1		5.1			KESR-F
16	KYTN-F	15 / 2.2	1.7	1.5	2.3	1.6	1.9	278 / 6.2	6.7	5.4		A	KYTN-F

12+ FM Share (Metro): 85.74 % (517 of 603) (Summer 95 84.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KIPR-F >>	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KMJX-F <	1 KSSN-F	1 KSSN-F <	1 KSSN-F	1 KSSN-F	1 KIPR-F >>	1 KIPR-F
2 KDDK-F >	2 KIPR-F	2 KURB-F <	2 KURB-F	2 KSSN-F <	2 KARN-AF >	2 KMJX-F	2 KURB-F <	2 KMJX-F	2 KSSN-F	2 KSSN-F >
	3 KURB-F >	3 KIPR-F	KSSN-F <	3 KURB-F <	3 KVLO-F	3 KURB-F	3 KMJX-F	3 KURB-F	3 KURB-F	3 KURB-F
	4 KSSN-F >	4 KSSN-F >	4 KIPR-F	4 KIPR-F	4 KDDK-F <	4 KARN-AF <	4 KARN-AF <	4 KIPR-F <	4 KDDK-F <	4 KDDK-F <
		5 KKPT-F	5 KKPT-F	5 KKPT-F	5 KURB-F	5 KIPR-F >	5 KIPR-F <	5 KDDK-F <	5 KMJX-F	
		6 KYFX-F <	6 KYFX-F	6 KOLL-F <	KOLL-F		6 KVLO-F	6 KARN-AF <		
		7 KOLL-F	7 KYFX-F	7 KYFX-F				7 KKPT-F		
		8 KVLO-F	8 KVLO-F	KVLO-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 KURB-F >	1 KIPR-F	1 KIPR-F	1 KURB-F	1 KURB-F <	1 KMJX-F >	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F >
2 KIPR-F >	2 KURB-F	2 KMJX-F	2 KIPR-F	2 KSSN-F	2 KIPR-F	2 KIPR-F >	2 KIPR-F >	2 KSSN-F	2 KSSN-F
3 KMJX-F	3 KMJX-F	KSSN-F	3 KSSN-F	3 KIPR-F	KSSN-F >	3 KURB-F	3 KURB-F	KIPR-F	KIPR-F
4 KSSN-F >	4 KSSN-F	4 KURB-F	4 KMJX-F	4 KVLO-F	4 KURB-F >	4 KSSN-F	KKPT-F	4 KKPT-F <	4 KKPT-F <
	5 KYFX-F	5 KYFX-F	5 KDDK-F	KMJX-F		KKPT-F >	5 KYFX-F >	5 KURB-F <	5 KARN-AF <
	6 KDDK-F	6 KKPT-F	KKPT-F <	KKPT-F				6 KARN-AF	6 KOLL-F <

Consolidation Report	12+	25-54	Revenue
Clear Channel	15.0 %	15.3 %	22.4 %
KDDK-FM, KMJX-FM			
GHB	16.3 %	15.6 %	17.6 %
KEZQ-AM, KURB-FM, KVLO-FM			
Signal	7.5 %	10.6 %	5.9 %
KKPT-FM, KSYG-FM			
Snider	6.4 %	4.8 %	10.0 %
KARN-AM, KARN-FM, KBBL-FM, KPAL-AM			
Triathlon	17.6 %	18.8 %	30.0 %
KMVK-FM, KOLL-FM, KSSN-FM			
	62.8 %	64.9 %	85.9 %

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume
KAAY	REL	1090	Little Rock	0.4 / 1.8	
KGHT	REL	880	Sheridan	1.2 / 3.0	
KJTA	G	1440	Little Rock	1.2 / 3.1	
KJBN	REL	1050	Little Rock	0.4 / 0.9	
KLRG	B/G	1150	N. Little Rock	0.7 / 3.3	
KMZ-F	B	106.3	Lonoke	0.7 / 2.3	
Other Rated Stations—Outside Market				Metro Cume Share Rating	TSA AQH Cume
KLAZ-F	CHR	105.9	Hot Springs	1.5 / 7.4	

LITTLE ROCK

AM Stations

KARN	920	5 kw (DA-N)	News/Talk	CBS	\$37.00	Katz		
KEZQ	1250	2 kw/1.2 kw (DA-N)	Standards	ABC	NA	D&R	GHB	

FM Stations

KARN	101.7	6 kw @ 328	See KARN					Humnoke
KDDK	100.3	44.2 kw @ 1369	Country	ABC	\$42.00	Mc-Guild	Clear Channel	Jacksonville
KDRE	101.1	6 kw @ 328	AOR-New Rock		\$<20.00	—	Flinn	N. Little Rock
KESR	102.1	4.1 kw @ 387	CHR		NA	Banner		Sherwood
KIPR	92.3	100 kw @ 938	Black	ABC	\$42.00	Banner		Pine Bluff
KKPT	94.1	100 kw @ 1602	Oldies-70's		\$33.00	Christal	Signal	
KMJX	105.1	81 kw @ 1054	AOR	ABC	\$48.00	Mc-Guild	Clear Channel	Conway
KMVK	106.7	16 kw @ 866	Country		\$<20.00	Katz	Triathlon	Benton
KOLL	94.9	100 kw @ 1844	Oldies	ABC	\$30.00	D&R	Triathlon	Maumelle
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Katz	Triathlon	
KSYG	103.7	100 kw @ 1663	News/Talk		NA	Christal		
KURB	98.5	100 kw @ 1285	CHR/AC		\$54.00	D&R	GHB	
KVLO	102.9	50 kw @ 492	Soft AC		\$<20.00	D&R	GHB	Sheridan
KYFX	99.5	3 kw @ 312	Jazz	CNN	\$25.00	Eastman		
KYTN	107.7	50 kw @ 312	Black Gospel		NA	—		Wrightsville

Notes: 8/96 KLPQ-F changed calls to KESR-F; remains CHR . . . 9/96 KARN-F sold to Snider

Jim Duncan

Comments: As is the case with many Country stations, KSSN-F had its lowest 12+ share in over two years . . . KMJX-F is now #2 in adults 25-54 . . . KESR-F debuted with a 2.4 share . . . KVLO-F had its best book in more than two years

LOS ANGELES

Arbitron Rank: 3 **Pop (12+):** 9,687,300
MSA Rank: 2
MSA Pop: 12,500,000
DMA: 2
Average Person Ratings: 17.4
Market TSL in Hours: 23.00

Stations: 50 / 48
Diarles: 7,387/1311:1/48.3%
Sample Target: 6,840
% Below Line: 1.3
% Not Listed: 9.3
Pop per Station: 201,819

Last Year's Revenue: \$476,200,000
Household Income: \$50,423
Retail Dollars: \$98.2 Bil
#1 Biller: KIIS-AF \$28,500,000
#1 Billing Portfolio: Westinghouse duop++ \$134,900,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KLVE-F	1188 / 7.1	7.2	7.1	6.9	4.8	7.1	12034 / 12.4	13.1	9.1	K	KLVE-F
2	KKBT-F	839 / 5.0	5.0	4.2	4.0	4.2	4.5	10137 / 10.5	11.2	10.1	K	KKBT-F
3	KPWR-F	838 / 5.0	5.4	5.0	5.5	5.3	5.2	15048 / 15.5	16.7	15.9	K	KPWR-F
4	KFI	673 / 4.0	4.0	4.3	4.8	3.9	4.3	9453 / 9.8	10.2	10.5	K	KFI
5	KRTH-F	632 / 3.8	3.8	3.6	3.5	3.9	3.7	13183 / 13.6	13.1	13.4	K	KRTH-F
6	KTWV-F	585 / 3.5	3.5	3.7	3.2	2.9	3.5	8430 / 8.7	8.9	8.6	J	KTWV-F
7	KIIS-F	572 / 3.4	3.6	3.7	3.5	4.1	3.6	14069 / 14.5	14.4	16.1	K	KIIS-F
8	KLAX-F	566 / 3.4	3.3	3.2	3.2	3.3	3.3	7482 / 7.7	8.1	8.3	K	KLAX-F
9	KABC	552 / 3.3	3.1	3.0	2.9	3.2	3.1	8141 / 8.4	8.5	8.2	K	KABC
10	KOST-F	538 / 3.2	3.2	3.9	3.6	3.2	3.5	11746 / 12.1	12.4	12.7	K	KOST-F
11	KROQ-F	523 / 3.1	3.3	3.8	3.6	4.5	3.5	11624 / 12.0	11.3	13.2	K	KROQ-F
12	KBIG-F	483 / 2.9	3.0	3.1	2.9	3.2	3.0	9622 / 9.9	11.4	11.2	K	KBIG-F
13	KTNQ	464 / 2.8	1.8	1.4	1.6	1.3	1.9	4513 / 4.7	4.3	3.3	H	KTNQ
14	KYSR-F	431 / 2.6	2.9	2.9	2.8	2.2	2.8	9213 / 9.5	8.9	8.4	J	KYSR-F
15	KLOS-F	420 / 2.5	2.7	2.6	2.4	2.9	2.5	8655 / 8.9	9.3	10.1	K	KLOS-F
16	KLAC	398 / 2.4	2.7	2.9	1.9	2.1	2.5	5099 / 5.3	6.6	4.8	E	KLAC
17	KCBS-F	385 / 2.3	2.4	2.3	2.4	2.7	2.4	7980 / 8.2	7.9	8.7	J	KCBS-F
18	KBUE-F	363 / 2.2	1.6	1.8	1.6	1.3	1.8	5758 / 5.9	4.4	3.9	C	KBUE-F
19	KNX	360 / 2.1	2.1	2.8	2.7	3.0	2.4	9470 / 9.8	9.9	11.0	K	KNX
20	KZLA-F	351 / 2.1	2.0	2.0	1.6	2.3	1.9	5514 / 5.7	5.3	5.4	I	KZLA-F
21	KFWB	320 / 1.9	2.2	2.1	2.4	2.4	2.2	8569 / 8.8	9.7	11.5	K	KFWB
22	KLSX-F	286 / 1.7	2.1	2.0	1.9	2.3	1.9	5191 / 5.4	6.4	8.0	J	KLSX-F
23	KKHJ	268 / 1.6	1.4	1.8	3.1	2.8	2.0	3448 / 3.6	4.2	5.4	F	KKHJ
24	KWKW	265 / 1.6	1.2	1.3	1.5	1.2	1.4	2768 / 2.9	3.8	3.1	G	KWKW
25	KIBB-F	263 / 1.6	1.6	1.8	2.0	1.7	1.7	4628 / 4.8	5.8	6.3	K	KIBB-F
26	KKGO-F	249 / 1.5	1.6	1.8	1.8	1.9	1.7	5422 / 5.6	6.0	6.2	H	KKGO-F
27	KLYY-F	226 / 1.3	1.2					5745 / 5.9	3.7			KLYY-F
28	KJLH-F	225 / 1.3	1.1	1.1	0.9	0.7	1.1	3522 / 3.6	3.5	2.7	C	KJLH-F
29	KSCA-F	202 / 1.2	1.4	1.2	1.1	1.4	1.2	3965 / 4.1	3.8	4.5	F	KSCA-F
30	KRLA	197 / 1.2	1.4	1.2	1.4	1.7	1.3	3778 / 3.9	4.0	4.6	D	KRLA
31	KACE-F	180 / 1.1	1.0	1.0	1.1	0.9	1.0	2806 / 2.9	2.7	2.9	D	KACE-F

12+ FM Share (Metro): 73.07 % (11169 of 15285) (Summer 95 71.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KPWR-F >	1 KLVE-F	1 KLVE-F >	1 KLVE-F >>	1 KLVE-F >	1 KFI	1 KLVE-F >	1 KLVE-F	1 KLVE-F <	1 KPWR-F <	1 KABC >
2 KKBT-F >	2 KKBT-F	2 KKBT-F	2 KKBT-F <	2 KRTH-F <	2 KABC <	2 KKBT-F <	2 KFI >	2 KKBT-F <	2 KLVE-F <	2 KLVE-F
3 KIIS-F	3 KPWR-F	3 KPWR-F	3 KRTH-F	3 KTWV-F <	3 KLVE-F <	3 KLSX-F <	3 KKBT-F	3 KPWR-F	3 KKBT-F <	3 KKBT-F <
4 KROQ-F	4 KROQ-F	4 KLAX-F <	4 KTWV-F	4 KKBT-F <	4 KTWV-F <	4 KFI <	4 KRTH-F	4 KRTH-F <	4 KABC	4 KPWR-F <
	KLAX-F <	5 KRTH-F <	5 KLAX-F <	5 KFI <	5 KRTH-F	5 KABC <	5 KPWR-F <	5 KTWV-F <	5 KROQ-F	5 KTWV-F <
	6 KIIS-F	6 KIIS-F	6 KTNQ <	6 KLAX-F	6 KLAC	6 KPWR-F	6 KTWV-F <	6 KIIS-F	6 KOST-F	6 KNX
	7 KYSR-F <	7 KROQ-F <	7 KLOS-F <	7 KTNQ <	7 KNX <	7 KRTH-F <	7 KBIG-F <	7 KOST-F <	7 KTNQ <	7 KTWV-F <
	8 KLOS-F <	8 KYSR-F <	8 KCBS-F	8 KOST-F	8 KOST-F <	8 KIIS-F <	8 KOST-F	8 KOST-F	8 KTWV-F <	8 KTWV-F <
	9 KTNQ <	9 KTNQ <	9 KYSR-F <	9 KCBS-F <	9 KFWB	9 KLAX-F <	9 KLAX-F <	9 KLAX-F	9 KLAX-F	9 KLAX-F
	10 KBIG-F <			10 KBIG-F <						10 KIIS-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 KKBT-F <	1 KLVE-F >	1 KLVE-F >>	1 KLVE-F >	1 KLVE-F >>	1 KPWR-F >	1 KLVE-F	1 KLVE-F	1 KLVE-F	1 KLVE-F >
2 KPWR-F	2 KKBT-F	2 KYSR-F <	2 KKBT-F	2 KRTH-F <	2 KKBT-F >	2 KPWR-F	2 KLOS-F	2 KKBT-F <	2 KLOS-F
3 KLVE-F	3 KPWR-F	3 KKBT-F	3 KYSR-F	3 KOST-F <	3 KROQ-F	3 KKBT-F	3 KTNQ <	3 KPWR-F <	3 KCBS-F <
4 KROQ-F	4 KYSR-F <	4 KLAX-F	4 KOST-F <	4 KKBT-F	4 KIIS-F <	4 KLOS-F <	4 KKBT-F	4 KLOS-F	4 KTNQ <
5 KIIS-F <	5 KLAX-F <	5 KIIS-F <	5 KLAX-F	5 KBIG-F	5 KLVE-F	5 KROQ-F	5 KLAX-F <	5 KTNQ	5 KRTH-F
6 KOST-F <	6 KIIS-F <	6 KBIG-F	6 KBIG-F	6 KYSR-F	6 KLAX-F	6 KLAX-F <	6 KROQ-F	6 KROQ-F	6 KFI <
7 KBIG-F <	7 KROQ-F <	7 KPWR-F	7 KPWR-F	7 KTWV-F <	7 KLOS-F	7 KTNQ <	7 KLSX-F <	7 KLAX-F <	7 KTWV-F <
8 KYSR-F	8 KBIG-F	8 KROQ-F <	8 KIIS-F <	8 KLAX-F	8 KRTH-F	8 KIIS-F	8 KPWR-F <	8 KRTH-F	8 KKBT-F <
	KLAX-F >	9 KTNQ <	9 KRTH-F	9 KIIS-F <			9 KTWV-F	9 KTWV-F	9 KLAX-F <
		10 KOST-F		10 KFI				10 KTWV-F	10 KLSX-F <

LOS ANGELES

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
ABC/Disney KMPC-AM, KLOS-FM, KABC-AM	6.5 %	5.9 %	11.9 %	KACD-FF	U	103.1	Santa Monica	0.8 / 2.5	
Astor KIKF-FM, KYKF-FM	0.5 %	0.7 %	0.4 %	KEZY-F	AC/CHR	95.9	Anaheim	0.3 / 1.6	
Cox KFI-AM, KACE-FM, KOST-FM	8.3 %	8.5 %	10.1 %	KFSG-F	REL	96.3	Los Angeles	0.3 / 1.5	
Lieberman KBUE-FM, KKHJ-AM, KWIZ-AM, KWIZ-FM	3.8 %	4.2 %	1.4 %	KGMX-F	AC	106.3	Lancaster	0.3 / 0.7	
Viacom KYSR-FM, KIBB-FM	4.2 %	5.0 %	5.6 %	KIEV	T	870	Glendale	0.6 / 1.6	
Westinghouse KFWB-AM, KRTH-FM, KROQ-FM, KNX-AM, KCBS-FM, KTWV-FM	16.7 %	17.5 %	28.3 %	KIKF-FF	C	94.3	Anaheim	0.5 / 1.7	
	40.0 %	41.6 %	57.7 %	KKLA-F	REL	99.5	Los Angeles	0.6 / 1.9	
				KMPC	T	710	Los Angeles	0.7 / 3.8	
				KRRA	SP	900	W. Covina	0.7 / 1.4	
				KRTO-F	SP	98.3	W. Covina	0.4 / 1.5	
				KVAR-F	SP	97.5	San Bernardino	0.6 / 2.4	
				KWVE-F	REL	107.9	San Clemente	0.5 / 1.4	
				KXMG	SP	1540	Los Angeles	0.8 / 1.8	
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				KGGI-F	CHRJU	99.1	Riverside	0.4 / 2.7	
				XTRA	SPRTS	690	Tijuana	0.9 / 2.7	

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$320.00	Katz ABC/Disney
KFI	640	50 kw	Talk	Westwd	\$340.00	Christal Cox
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W Westinghouse
KKHJ	930	5 kw (DA-N)	Hispanic		\$140.00	-- Liberman
KLAC	570	5 kw (DA-N)	Standards		\$100.00	Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$300.00	CBS Westinghouse
KRLA	1110	50 kw/20 kw (DA-2)	Oldies		\$75.00	MMR Greater Media
KTNQ	1020	50 kw (DA-2)	Hispanic	CRC	\$130.00	Caballero Heftel/Clr. Chnl.
KWKW	1330	5 kw (DA-N)	Hispanic	CBS	\$155.00	Lotus Lotus

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KACE	103.9	1.65 kw @ 390	Black AC	Westwd, AP	\$80.00	K&P Cox
KBIG	104.3	105 kw @ 2890	AC		\$400.00	Sentry Bonneville
KBUE	105.5	1.35 kw @ 407	Hispanic		\$90.00	-- Liberman
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$300.00	CBS Westinghouse
KIBB	100.3	5.3 kw @ 3004	Black AC	Westwd	na	Banner Viacom
KIIS	102.7	8 kw @ 2960	CHR		\$450.00	Mc-Guid Jacor, pend.
KJLH	102.3	2.25 kw @ 338	Black		\$75.00	K&P Compton
KKBT	92.3	43 kw @ 2910	Black		\$375.00	MMR Evergreen
KKGO	105.1	18 kw @ 2887	Classical	AP	\$175.00	CMBS Mt. Wilson
KLAX	97.9	50 kw @ 390	Hispanic		\$260.00	Katz Hisp. SBS
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$400.00	Katz ABC/Disney
KLSX	97.1	21 kw @ 3002	Talk		\$270.00	MMR Greater Media
KLVE	107.5	29.5 kw @ 2998	Hispanic		\$340.00	Caballero Heftel/Clr. Chnl.
KLYY	107.1	3 kw @ -44	New Rock		NA	-- Odyssey Arcadia
KOST	103.5	12.5 kw @ 3100	AC		\$420.00	Christal Cox
KPWR	105.9	25 kw @ 3035	CHR/Urban		\$400.00	D&R Emmis
KROQ	106.7	5.6 kw @ 1387	New Rock		\$475.00	Infinity Westinghouse
KRTH	101.1	51.3 kw @ 3130	Oldies		\$460.00	Infinity Westinghouse
KSCA	101.9	4.8 kw @ 2831	AOR-Prog.		\$85.00	Torbet Glendale
KTWV	94.7	58 kw @ 2831	Jazz		\$300.00	Group W Westinghouse
KYSR	98.7	75 kw @ 1180	AC/CHR		\$275.00	Banner Viacom
KZLA	93.9	18.5 kw @ 3136	Country		\$240.00	Sentry Chancellor

LOS ANGELES

Notes: 7/96 KMAX-F changed calls to KLYY-F; it remains New Rock . . . 7/96 KACD-F/KBCD-F changed from Jazz to Urban ("Groove 103.1") . . . 7/96 KXEZ-F changed from Soft AC to Black AC as KIBB-F . . . 9/96 KIIS-AF sold by Gannett to Jacor for \$205,000,000 (est.) . . . 10/96 KVAR-F sold by Embarcadero to EXCL . . . 10/96 KWIZ-F sold by Odyssey to Liberman (D+) for \$11,200,000

Jim Duncan

Comments: Rumors say KSCA-F, with its 1.2 share, will be sold for around \$120,000,000 (about 22 times gross revenue) . . . KKBT-F held onto its recent gains while KPWR-F registered its lowest 12+ share in more than two years . . . KBUE-F is becoming a strong contender in the Hispanic arena but KLVE-F remains dominant . . . KROQ-F has been hurt by KLYY-F (formerly KMAX-F)

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

LOUISVILLE

Arbltron Rank: 49	Pop (12+): 845,900	Stations: 24 / 24	Last Year's Revenue: \$35,800,000
MSA Rank: 56		Diaries: 1,566/540:1/54.4%	Household Income: \$42,625
MSA Pop: 987,000		Sample Target: 1,520	Retail Dollars: \$9.2 Bil
DMA: 50		% Below Line: 0.0	#1 Biller: WHAS \$7,500,000
Average Person Ratings: 15.2		% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 35,246	Clear Channel duop+ \$17,150,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WAMZ-F	C	191 / 14.9	12.8	12.7	14.0	15.9	13.6	2368 / 28.0	25.5	27.1		H	WAMZ-F
2 WHAS	FS	151 / 11.8	14.0	16.5	13.5	12.3	13.9	2261 / 26.6	30.0	24.4		H	WHAS
3 WDJK-F	CHR	85 / 6.6	7.0	6.5	6.1	7.1	6.5	1765 / 20.7	21.3	19.8		D	WDJK-F
4 WGZB-F	B	83 / 6.5	6.6	5.3	5.9	6.1	6.1	978 / 11.6	12.7	10.9		C	WGZB-F
5 WVEZ-F	SAC	67 / 5.2	4.9	6.3	6.0	5.3	5.6	1172 / 13.9	12.5	15.2		D	WVEZ-F
6 WQMF-F	CL AOR	65 / 5.1	4.8	4.0	4.6	5.2	4.6	1218 / 14.4	13.2	15.7		E	WQMF-F
7 WTFX-F	AOR	61 / 4.8	6.4	6.1	6.2	5.9	5.9	1231 / 14.6	16.0	14.1		C	WTFX-F
8 WSJW-F	J	56 / 4.3	4.0	2.7	3.0	3.7	3.5	744 / 8.8	9.1	10.3			WSJW-F
	WSFR-F	O-70S	55 / 4.3	3.7	4.1	4.1	3.7	882 / 10.4	9.8	9.9			WSFR-F
10 WAVG	ST	52 / 4.1	3.2	3.7	4.1	4.2	3.8	718 / 8.5	8.1	8.3		B	WAVG
11 WRKA-F	O	48 / 3.7	3.6	3.8	3.9	3.9	3.8	1026 / 12.1	11.5	13.8		E	WRKA-F
12 WLRN-F	AC	46 / 3.6	2.4	2.7	2.5	4.2	2.8	762 / 8.9	7.5	10.9		C	WLRN-F
13 WKJK-F	C	29 / 2.3	2.3	2.5	3.1	2.4	2.6	664 / 7.8	6.8	6.7		A	WKJK-F
14 WXNU-F	AOR-NR	24 / 1.9	2.4	2.1	1.2	1.1	1.9	528 / 6.2	7.4	4.1		A	WXNU-F
15 WRVI-F	AC	22 / 1.7	1.3	1.0				372 / 4.4	4.6				WRVI-F
16 WMJM-F	BIAC	18 / 1.2	1.9	1.4	1.6	1.8	1.5	255 / 3.0	3.3	4.6		A	WMJM-F
17 WLLV	G	14 / 1.1	2.3	1.6	1.5	0.5	1.6	240 / 2.8	3.9	2.1		A	WLLV
18 WTHQ-F	C	13 / 1.0	0.5	0.4				119 / 1.4	1.2				WTHQ-F

12+ FM Share (Metro): 76.24 % (860 of 1128) (Summer 95 76.97 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WGZB-F >	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >	1 WHAS	1 WHAS	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F	1 WAMZ-F
2 WDJK-F	2 WDJK-F <	2 WDJK-F	2 WHAS	2 WHAS >	2 WAMZ-F >>	2 WAMZ-F >>	2 WHAS >	2 WHAS	2 WGZB-F <	2 WHAS
3 WAMZ-F >>	3 WGZB-F	3 WQMF-F	3 WQMF-F <	3 WQMF-F <	3 WAVG <	3 WTFX-F <	3 WDJK-F	3 WDJK-F	3 WDJK-F	3 WGZB-F >
	WTFX-F <	WHAS <	4 WSFR-F <	4 WSFR-F <	4 WVEZ-F	4 WQMF-F <	4 WVEZ-F <	4 WGZB-F	4 WHAS >	
	5 WQMF-F >	5 WGZB-F <	5 WDJK-F	5 WVEZ-F <	5 WSJW-F <	5 WGZB-F	5 WAVG <	5 WVEZ-F <	5 WQMF-F	
		6 WTFX-F <	6 WVEZ-F <	6 WDJK-F <	6 WRKA-F			6 WQMF-F <	WVEZ-F	
		7 WSFR-F	7 WRKA-F <	7 WRKA-F <						
			8 WGZB-F <	8 WSJW-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 WGZB-F	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >>		1 WTFX-F	1 WQMF-F <	1 WQMF-F	1 WAMZ-F <	1 WAMZ-F
WDJK-F	2 WDJK-F <	2 WDJK-F	2 WDJK-F	2 WVEZ-F <		2 WDJK-F	2 WTFX-F <	2 WAMZ-F	2 WQMF-F	2 WHAS
3 WAMZ-F >	3 WGZB-F >	3 WGZB-F	3 WGZB-F	3 WHAS		3 WAMZ-F	3 WAMZ-F	3 WTFX-F	3 WTFX-F <	3 WQMF-F >
4 WLRN-F	4 WLRN-F >	4 WLRN-F	4 WVEZ-F	WSJW-F		4 WGZB-F >	4 WDJK-F	4 WDJK-F	4 WHAS	4 WSFR-F <
WTFX-F >>	5 WTFX-F <	5 WVEZ-F	5 WLRN-F	5 WDJK-F <		5 WQMF-F	5 WGZB-F >	5 WHAS	5 WDJK-F	5 WTFX-F
	6 WVEZ-F <	WSJW-F	6 WSFR-F <	6 WSFR-F		6 WXNU-F >>	6 WHAS	WSFR-F	6 WGZB-F	6 WDJK-F <
	7 WQMF-F	7 WQMF-F	7 WHAS <	WRKA-F			WSFR-F		WSFR-F >	
			8 WSJW-F							
			WRKA-F							

LOUISVILLE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Blue Chip WGZB-FM, WMJM-FM	7.7 %	6.6 %	5.9 %	WFIA REL 900 Louisville WHKW C 1080 Louisville	0.5 / 1.8 0.7 / 2.4		
Clear Channel WAMZ-FM, WHAS-AM, WTFX-FM, WWKY-AM	32.4 %	30.2 %	47.9 %	WLOU REL 1350 Louisville WTMT C 620 Louisville WWKY T 790 Louisville	0.8 / 3.1 0.6 / 1.7 0.9 / 3.6		
Cox WRKA-FM, WRVI-FM, WXNU-FM	7.3 %	9.1 %	9.6 %	WXVW ST 1450 Jeffersonville, IN	0.5 / 1.4		
Jacor, pend. WDJX-FM, WFIA-AM, WSFR-FM, WVEZ-FM	18.6 %	18.0 %	19.0 %				
Local WXVW-AM, WAVG-AM	4.6 %	1.0 %	1.7 %				
	68.6 %	64.9 %	84.1 %				

AM Stations

Station	Power	Format	Service	Advertiser	Agency	Product
WAVG	970 5 kw (DA-2)	Standards	ABC, CBS	\$20.00	D&R	
WHAS	850 50 kw	Full Service	ABC	\$115.00	Christal	Clear Channel
WLLV	1240 1 kw	Black Gospel		NA	K&P	Mortenson

FM Stations

Station	Power	Format	Service	Advertiser	Agency	Product	Location
WAMZ	97.5 100 kw @ 673	Country		\$155.00	Christal	Clear Channel	
WDJX	99.7 24 kw @ 715	CHR		\$52.00	Eastman	Jacor, pend.	
WGZB	96.5 3 kw @ 328	Black		\$38.00	Mc-Guild	Blue Chip	Corydon, IN
WKJK	98.9 50 kw @ 492	Country	ABC	\$24.00	Christal	Snowden	Salem, IN
WLRS	102.3 3 kw @ 285	AC		\$36.00	Eastman		
WMJM	101.3 1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild	Blue Chip	Jeffersontown
WQMF	95.7 28.5 kw @ 643	Classic AOR		\$70.00	Katz		Jeffersonville, IN
WRKA	103.1 6 kw @ 312	Oldies	ABC	\$60.00	Banner	Cox	
WRVI	94.7 3 kw @ 328	AC		NA	---	Cox	New Albany, IN
WSFR	107.7 31 kw @ 568	Oldies-70's		\$26.00	Eastman	Jacor, pend.	Corydon, IN
WSJW	103.9 1.35 kw @ 490	Jazz		\$25.00	Eastman		
WTFX	100.5 37.4 kw @ 554	AOR	Source	\$53.00	Mc-Guild	Clear Channel	
WTHQ	101.7 6 kw @ 328	Country		NA	Regional		Shelbyville
WVEZ	106.9 24.5 kw @ 670	Soft AC		\$63.00	Mc-Guild	Jacor, pend.	
WXNU	105.9 3 kw @ 328	AOR-New Rock	Westwd	\$<20.00	Katz	Cox	Valley Station

Notes: 9/96 WLLV sold to Mortenson for \$650,000 . . . 10/96 Regent sold the following to Jacor (D): WFIA for \$1,000,000; WDJX-F for \$11,000,000; WSFR-F for \$5,000,000; WVEZ-F for \$14,000,000

Jim Duncan

Comments: WHAS recorded its lowest share in more than two years . . . WAMZ-F bounced back into middle double figures

MADISON

Arbitron Rank: 120 Pop (12+): 331,800	Stations: 20 / 17	Last Year's Revenue: \$18,700,000
MSA Rank: 124	Diaries: 1,396/238:1/60.7%	Household Income: \$52,249
MSA Pop: 396,000	Sample Target: 1,300	Retail Dollars: \$4.7 Bil
DMA: 83	% Below Line: 1.7	#1 Biller: WIBA-F \$3,000,000
Average Person Ratings: 16.2	% Not Listed: 16.9	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 19,518	Point/Midcontinent duop+ \$8,650,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WZEE-F	CHR	54 / 10.0	9.0	10.0	9.1	10.5	9.5	983 / 29.6	30.0	28.0	D	WZEE-F
2 WWQM-F	C	44 / 8.2	7.5	6.6	6.9	7.3	7.3	551 / 16.6	16.4	19.0	D	WWQM-F
3 WIBA-F	AOR	39 / 7.2	8.4	7.3	7.1	6.4	7.5	700 / 21.1	21.5	20.9	E	WIBA-F
4 WIBA	FS	37 / 6.9	6.7	5.5	5.9	4.9	6.2	588 / 17.1	16.4	15.0	C	WIBA
5 WOLX-F	O	35 / 6.5	4.8	6.6	6.5	6.6	6.1	750 / 22.6	20.6	24.0	D	WOLX-F
6 WMAD-F	AOR-NR	33 / 6.1	7.1	6.0	5.0	5.1	6.1	862 / 20.0	20.4	17.5	B	WMAD-F
WMGN-F	AC	33 / 6.1	8.4	7.2	6.9	8.1	7.1	540 / 16.3	17.0	17.4	D	WMGN-F
8 WJJO-F	AOR/CL	29 / 5.4	4.4	3.0	3.4	4.5	4.0	599 / 18.0	13.3	16.7	C	WJJO-F
9 WTDY	T	25 / 4.8	4.8	4.9	4.2	4.3	4.6	357 / 10.8	10.0	10.5	B	WTDY
10 WMMM-F	AOR	24 / 4.5	3.2	3.6	3.8	2.8	3.8	366 / 11.0	10.4	9.4	B	WMMM-F
11 WYZM-F	C	19 / 3.5	4.0	5.5	4.6	5.2	4.4	343 / 10.3	11.4	11.6	B	WYZM-F
12 WMAD	ST	18 / 3.3	1.7	3.0	2.2	1.3	2.6	150 / 4.5	2.8	3.4	A	WMAD
13 WMLI-F	SAC	13 / 2.4	2.3	3.6	2.2	2.6	2.6	333 / 10.0	10.9	9.7	A	WMLI-F

12+ FM Share (Metro): 75.22 % (337 of 448) (Summer 95 82.02 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZEE-F >>	1 WZEE-F	1 WZEE-F	1 WMGN-F <	1 WOLX-F	1 WIBA	1 WIBA	1 WZEE-F <	1 WZEE-F	1 WZEE-F >	1 WOLX-F
2 WMAD-F >>	2 WMAD-F	2 WIBA-F	2 WIBA-F <	WMGN-F <	2 WOLX-F <	2 WIBA-F <	2 WWQM-F <	2 WWQM-F	2 WMAD-F <	2 WIBA
	3 WIBA-F <	3 WMAD-F <	3 WOLX-F	3 WIBA-F <	3 WWQM-F	3 WZEE-F <	3 WIBA-F	3 WIBA-F <	3 WOLX-F	WZEE-F
	4 WJJO-F <	4 WMGN-F <	WZEE-F	4 WZEE-F <	4 WMGN-F <	4 WWQM-F	4 WTDY <	4 WOLX-F	4 WIBA	
	5 WWQM-F >	5 WWQM-F <	5 WJJO-F	5 WWQM-F	5 WIBA-F	5 WMGN-F	5 WMGN-F <	WMAD-F <	5 WWQM-F <	
		6 WOLX-F	WMMM-F <	6 WJJO-F	WTDY <	6 WOLX-F <	6 WJJO-F <	6 WJJO-F	6 WJJO-F <	
		WJJO-F	7 WWQM-F	WMMM-F	7 WMAD	7 WMAD-F <	WMGN-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 WZEE-F >	1 WZEE-F >	1 WZEE-F	1 WZEE-F	1 WMGN-F	1 WMAD-F	1 WMAD-F <	1 WJJO-F	1 WIBA-F	1 WIBA-F
2 WMAD-F	2 WMAD-F	2 WMGN-F	2 WMGN-F >	2 WZEE-F	2 WWQM-F	2 WZEE-F <	WZEE-F	2 WJJO-F <	2 WOLX-F <
3 WIBA-F >	3 WIBA-F	3 WIBA-F	3 WWQM-F <	3 WOLX-F	3 WZEE-F	3 WJJO-F	3 WMAD-F	3 WMAD-F	3 WJJO-F
4 WYZM-F >	4 WMGN-F	WWQM-F	4 WOLX-F	WWQM-F	4 WIBA-F	4 WWQM-F	4 WHIT	4 WZEE-F <	4 WMLI-F
5 WMMM-F	5 WWQM-F >	5 WJJO-F	WIBA-F	5 WMMM-F	WJJO-F >	5 WIBA-F	5 WMMM-F	5 WWQM-F	WWQM-F
WWQM-F >>	6 WMMM-F		6 WMAD-F	6 WIBA-F	6 WYZM-F >	6 WYZM-F	WWQM-F	6 WOLX-F <	
	WJJO-F		WMMM-F >			7 WHIT	WMGN-F	7 WMMM-F	
							WIBA-F		

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Midwest Family WJJO-FM, WMGN-FM, WTDY-AM	16.1 %	19.6 %	22.9 %	WHIT SPRTS 1550 Middleton	2.0 /	2.7	
Point/Midcontinent WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTOS-AM, WZEE-FM	34.5 %	30.1 %	46.2 %	WIBU C 1240 Poynette	1.5 /	2.7	
Woodward WMMM-FM, WOLX-FM, WYZM-FM	14.5 %	18.7 %	16.6 %	WSJY-F EZ 107.3 Ft. Atkinson	1.3 /	4.8	
				WTOS C/T 1070 Madison	1.9 /	7.8	
	65.1 %	68.3 %	85.7 %	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				WGN FS/T 720 Chicago	0.4 /	2.1	
				WJVL-F C 99.9 Janesville	0.6 /	2.4	

MADISON

AM Stations

WIBA	1310	5 kw/5.4 kw (DA-N)	Full Service	CBS	\$37.00	Katz	Point	
WMAD	1190	1 kw (DA, Days)	Standards	BRN, Westwd	NA	Katz	Point	Sun Prairie
WTDY	1480	5 kw (DA-2)	Talk	ABC, Westwd	\$20.00	Mc-Guild	Midwest Family	

FM Stations

WIBA	101.5	12 kw @ 1017	AOR		\$60.00	Katz	Point	
WJJO	94.1	50 kw @ 492	Classic AOR		\$24.00	D&R	Midwest Family	Watertown
WMAD	92.1	1.8 kw @ 400	AOR-New Rock		\$24.00	Katz	Point	Sun Prairie
WMGN	98.1	38 kw @ 581	AC		\$51.00	Mc-Guild	Midwest Family	
WMLI	96.3	5 kw @ 672	Soft AC	Westwd	\$<20.00	Banner	Midcontinent	Sauk City
WMMM	105.5	2 kw @ 573	AOR		\$<20.00	Eastman	Woodward	Verona
WOLX	94.9	37 kw @ 1299	Oldies		\$50.00	Christal	Woodward	Baraboo
WWQM	106.3	4.5 kw @ 380	Country		\$50.00	Christal	Enterprise	Middleton
WYZM	105.1	6 kw @ 243	Country		\$<20.00	Eastman	Woodward	Waunakee
WZEE	104.1	9.4 kw @ 1118	CHR		\$49.00	Banner	Midcontinent	

Notes: WGN – See Chicago . . . 9/96 Point sold WMAD to Northwestern College for \$85,000

Jim Duncan

Comments: FM share has declined sharply in the last year . . . WZEE-F has led in 12+ for over two years . . . WOLX-F regained strength after a very weak Spring book . . . WMGN-F had its weakest book in about two years . . . WJJO-F had its best book in over two years; same for WMAD

MCALLEN-BROWNSVILLE

Arbitron Rank: 63 Pop (12+): 611,500	Stations: 25 / 18	Last Year's Revenue: \$14,800,000
MSA Rank: McAllen - 104; Brnsv. - 155	Diaries: 1,695/361:1/45.7%	Household Income: \$26,519
MSA Pop: 795,000	Sample Target: 1,640	Retail Dollars: \$5.9 Bil
DMA: 107	% Below Line: 8.8	#1 Billing: KIWW-F \$1,900,000
Average Person Ratings: 16.7	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 33,972	Hefel/Clr. Chnl. (Tichenor) duop \$4,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KBFM-F	127 / 12.4	12.2	12.3	12.8	12.6	12.4	2090 / 34.2	31.6	31.9		C	KBFM-F
2	KGBT	122 / 12.0	13.7	11.0	10.9	8.3	11.9	1358 / 22.2	23.0	14.2		C	KGBT
3	KIWW-F	115 / 11.3	9.7	12.4	11.0	11.5	11.1	1947 / 31.8	29.1	31.6		C	KIWW-F
4	KFRQ-F	80 / 7.8	7.6	4.4	5.8	7.0	6.4	1097 / 17.9	16.5	15.8		C	KFRQ-F
5	KTEX-F	75 / 7.3	7.7	8.7	7.6	10.5	7.8	1011 / 16.5	17.8	21.7		C	KTEX-F
6	KKPS-F	74 / 7.3	9.3	7.0	7.1	6.2	7.7	1309 / 21.4	26.4	21.7		C	KKPS-F
7	KVLY-F	69 / 6.8	7.6	5.4	5.3	4.8	6.3	1077 / 17.6	16.0	14.9		C	KVLY-F
8	KTJN-FF	34 / 3.3	4.7	5.4	4.7	3.8	4.5	832 / 13.6	15.6	14.2		C	KTJN-FF
	XAAA-F	34 / 3.3	2.5	3.5	3.3	1.6	3.2	546 / 8.9	7.6	6.7			XAAA-F
10	KRGE	22 / 2.2	2.0	2.6	1.8	1.5	2.2	255 / 4.2	3.4	3.7		A	KRGE
	KURV	22 / 2.2	1.4	2.3	1.9	2.2	1.9	324 / 5.3	3.6	5.2		B	KURV
11	KQXX-F	18 / 1.8	1.9	4.9	3.9	4.3	3.1	434 / 7.1	8.2	10.2		B	KQXX-F
12	KIRT	17 / 1.7	1.7	2.2	2.1	1.4	1.9	297 / 4.9	5.4	3.8		A	KIRT
13	XVTH-F	16 / 1.6	1.2	1.5	1.5	1.2	1.4	338 / 5.5	5.5	4.0			XVTH-F
14	KBOR	15 / 1.5	0.7	1.6	2.3	1.6	1.5	252 / 4.1	2.7	3.2		A	KBOR
	XMLS-F	15 / 1.5	0.6					255 / 4.2	2.9				XMLS-F
	KSOX-F	15 / 1.5	1.2	1.2	1.1	2.4	1.2	408 / 6.7	4.9	6.5		A	KSOX-F

12+ FM Share (Metro): 76.48 % (696 of 910) (Summer 95 77.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	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 KIWW-F	2 KFRQ-F	2 KBFM-F <	2 KVLY-F <	2 KVLY-F <	2 KIWW-F >	2 KBFM-F <	2 KGBT	2 KBFM-F >	2 KIWW-F	2 KGBT
3 KFRQ-F <	3 KIWW-F	3 KFRQ-F <	3 KKPS-F <	3 KGBT <	3 KTEX-F	3 KIWW-F >	3 KBFM-F	3 KIWW-F <	3 KFRQ-F	3 KFRQ-F
4 KTJN-FF >	4 KKPS-F	4 KKPS-F <	4 KFRQ-F <	4 KKPS-F <	4 KVLY-F <	4 KTEX-F <	4 KFRQ-F <	4 KFRQ-F	4 KGBT	4 KGBT
	5 KVLY-F	5 KVLY-F	5 KBFM-F <	5 KFRQ-F <	5 KKPS-F	5 KVLY-F <	5 KTEX-F <	5 KVLY-F	5 KTEX-F <	5 KTEX-F <
	6 KTEX-F >	6 KTEX-F	6 KGBT	6 KBFM-F <	6 KFRQ-F >	6 KKPS-F <	6 KVLY-F <	6 KTEX-F <	6 KKPS-F <	6 KKPS-F <
		7 KGBT >	7 KTEX-F >	7 KTEX-F >>		7 KFRQ-F >>	7 KKPS-F >>	7 KKPS-F >	7 KTJN-FF <	

Wom 18-24	Wom 18-34	Wom 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 KIWW-F	1 KBFM-F <	1 KIWW-F	1 KFRQ-F	1 KFRQ-F >	1 KFRQ-F >	1 KFRQ-F >	1 KFRQ-F <
2 KIWW-F	2 KIWW-F	2 KBFM-F <	2 KIWW-F	2 KGBT <	2 KBFM-F	2 KBFM-F	2 KIWW-F	2 KIWW-F	2 KIWW-F >
	XAAA-F	3 KKPS-F	3 KKPS-F	3 KVLY-F	3 KTEX-F	3 KIWW-F	3 KBFM-F	3 KTEX-F	3 KTEX-F
4 KKPS-F	KVLY-F >	KVLY-F >>	KVLY-F	4 KKPS-F <	4 KKPS-F	KTEX-F	KVLY-F	KBFM-F <	KVLY-F
	5 XAAA-F		5 KGBT	5 KBFM-F	5 KIWW-F >>	5 KKPS-F	5 KKPS-F	5 KKPS-F	5 KKPS-F
6 KFRQ-F	6 KFRQ-F		6 KTEX-F	6 KTEX-F >		6 KVLY-F >>	KTEX-F >>	6 KVLY-F >	6 KGBT <
	KTEX-F							7 KBFM-F >>	

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Calendar	20.1 %	16.6 %	24.3 %	KUBR SP 1210 San Juan	0.6 / 1.3		
KBFM-FM, KTEX-FM, KVJY-AM				KVJY T 840 Pharr	0.4 / 2.1		
Hefel/Clr. Chnl.	25.1 %	25.4 %	29.7 %	KVPA-F AOR 101.1 Pt. Isabel	0.5 / 1.9		
KGBT-AM, KIWW-FM, KQXX-FM							
Local	4.8 %	4.1 %	9.5 %				
KBOR-AM, KTJN-FM, KTJX-FM							
Sunburst	21.9 %	28.3 %	24.3 %				
KFRQ-FM, KKPS-FM, KVLY-FM							
	71.9 %	74.4 %	87.8 %	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				XEEW-F SP 97.7 Matamoros, MX	0.4 / 2.2		
				XEMS SP 1490 Matamoros, MX	0.6 / 1.3		
				XHNA-F SP 105.9 Matamoros, MX	0.7 / 2.4		
				XRYS-F SP 90.1 Reynosa, MX	0.8 / 3.2		

MCALLEN-BROWNSVILLE

AM Stations

KBOR	1600	1 kw (DA-1)	Hispanic		\$<20.00	Caballero		
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic		\$38.00	Katz	Heffel/Cir. Chnl.	
KIRT	1580	1 kw/300 w	Hispanic		NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion		\$<20.00	--		Westlaco
KURV	710	1 kw/900 w (DA-2)	Talk	CBS, SBUSA	\$<20.00	--		Edinburg

FM Stations

KBFM	104.1	100 kw @ 998	CHR	ABC	\$42.00	D&R	Calendar	
KFRQ	94.5	100 kw @ 1158	AOR	ABC	\$33.00	Torbet	Sunburst	
KIWW	96.1	100 kw @ 987	Hispanic		\$40.00	Katz Hisp.	Heffel/Cir. Chnl.	
KKPS	99.5	100 kw @ 1037	Hispanic		\$33.00	--	Sunburst	
KQXX	98.5	100 kw @ 997	Hispanic		\$23.00	Lotus	Heffel/Cir. Chnl.	
KSOX	102.1	18 kw @ 758	Oldies		\$<20.00	--		Raymondville
KTEX	100.3	100 kw @ 1125	Country	ABC	\$48.00	Christal	Calendar	
KTJN	106.3	500 w @ 633	Hispanic		\$30.00	Caballero		Mercedes
KTJX	105.5	3 kw @ 285	See KTJN-F					Mission
KVLY	107.9	100 kw @ 719	AC		\$32.00	Torbet	Sunburst	

Notes:

MEMPHIS

Arbitron Rank: 52 Pop (12+): 931,800	Stations: 25 / 24	Last Year's Revenue: \$39,200,000
MSA Rank: 52	Diaries: 1,541/605:1/50.9%	Household Income: \$41,691
MSA Pop: 1,080,000	Sample Target: 1,490	Retail Dollars: \$9.9 Billion
DMA: 42	% Below Line: 0.5	#1 Biller: WGKX-FM \$6,300,000
Average Person Ratings: 16	% Not Listed: 9.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 38,825	Clear Channel duop+ \$15,550,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WHRK-F	B	191 / 12.8	12.8	14.3	12.1	11.6	13.0	2146 / 23.0	24.7	23.8	G	WHRK-F
2 WDIA	B	130 / 8.7	8.0	9.0	6.8	9.3	8.1	1671 / 17.9	16.8	18.0	D	WDIA
3 WRVR-F	AC	112 / 7.5	7.7	7.4	7.1	5.6	7.4	1514 / 16.3	17.9	14.7	F	WRVR-F
4 KJMS-F	B	105 / 7.0	6.1	6.9	5.8	6.3	6.5	1813 / 19.5	17.7	17.9	C	KJMS-F
5 WEGR-F	AOR	100 / 6.7	6.9	5.2	6.7	6.4	6.4	1445 / 15.5	14.8	15.3	F	WEGR-F
6 WLOK	G	99 / 6.6	4.3	5.4	5.0	4.7	5.3	1147 / 12.3	10.8	11.1	C	WLOK
7 WMC-F	CHR/AC	95 / 6.4	6.9	6.7	5.8	5.8	6.5	1621 / 17.4	19.2	15.1	E	WMC-F
8 WGKX-F	C	86 / 5.8	7.1	7.4	7.5	7.5	6.9	1486 / 15.9	17.8	17.8	G	WGKX-F
9 WMC	N/T	67 / 4.5	4.8	4.4	6.3	5.0	5.0	1005 / 10.8	10.3	12.4	D	WMC
10 WOGY-F	C	51 / 3.4	3.9	4.1	5.6	3.9	4.3	925 / 9.9	11.0	12.0	C	WOGY-F
11 WSRR-F	O-70s	48 / 3.2	3.1	2.9	2.7	3.9	3.0	1094 / 11.7	10.8	11.1	D	WSRR-F
12 WRXQ-F	AOR-NR	46 / 3.1	3.1	3.0	2.8	2.7	3.0	886 / 9.5	11.0	9.2	B	WRXQ-F
13 WMFS-F	AOR	42 / 2.8	2.9	2.1	2.4	3.0	2.6	609 / 6.5	7.1	7.7	A	WMFS-F
14 WCRV	REL	35 / 2.3	2.0	1.5	1.7	1.6	1.9	552 / 5.9	5.4	4.6	A	WCRV
16 WJCE	B/O	35 / 2.3	2.1	3.0	2.6	2.9	2.5	613 / 6.6	5.9	8.0	B	WJCE
17 WREC	T	19 / 1.3	1.0	1.5	1.5	1.2	1.3	517 / 5.6	4.7	5.1	B	WREC
17 WPLX	ST	15 / 1.0	1.4	2.0	1.4	1.0	1.5	182 / 2.0	1.8	2.2	A	WPLX

12+ FM Share (Metro): 67.38 % (909 of 1349) (Summer 95 66.81 %)

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 WHRK-F	1 WHRK-F	1 WJCE <	1 WHRK-F <	1 WRVR-F <	1 WHRK-F >	1 WHRK-F >>	1 WHRK-F >>
2 KJMS-F >	2 WEGR-F	2 WEGR-F	2 WEGR-F	2 WRVR-F <	2 WRVR-F <	2 WEGR-F	2 WHRK-F	2 WRVR-F <	2 KJMS-F >	2 WDIA <
3 WRXQ-F >	3 KJMS-F	3 WMC-F <	3 WRVR-F <	3 WDIA <	3 WLOK	3 WLOK <	3 WMC	3 WMC-F <	3 WDIA	3 KJMS-F
4 WMC-F	4 WDIA <	4 WDIA <	4 WEGR-F	4 WEGR-F <	4 WGKX-F <	4 WDIA	4 WMC-F <	4 KJMS-F <	4 WLOK	
5 WMFS-F	5 KJMS-F <	5 WMC-F	5 WMC-F	5 WMC-F	5 WMC >	5 WGKX-F	5 KJMS-F <	5 WDIA	5 WMC-F <	
6 WDIA	6 WRVR-F >	6 KJMS-F	6 KJMS-F	6 KJMS-F		6 WRVR-F <	6 WDIA <	6 WEGR-F <	6 WRVR-F <	
				7 WGKX-F		7 WMC-F	7 WEGR-F <	7 WLOK <	7 WEGR-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 WHRK-F >	1 WHRK-F >>	1 WHRK-F >>	1 WHRK-F >	1 WHRK-F <	1 WHRK-F >	1 WHRK-F	1 WEGR-F	1 WHRK-F <	1 WEGR-F
2 WMC-F	2 WMC-F	2 WDIA <	2 WRVR-F <	2 WRVR-F <	2 WRXQ-F <	2 WEGR-F >	2 WHRK-F >	2 WEGR-F >	2 WHRK-F
3 KJMS-F >	3 KJMS-F	3 WMC-F	3 WMC-F	3 WDIA >	3 WEGR-F	3 KJMS-F	3 KJMS-F	3 KJMS-F	3 KJMS-F <
4 WEGR-F	4 WDIA	WRVR-F	WDIA >	4 WMC-F	4 KJMS-F	4 WMFS-F >	4 WMFS-F	4 WMC-F	4 WRVR-F <
WOGY-F	WEGR-F	5 KJMS-F	5 KJMS-F <	5 WLOK	5 WMFS-F	5 WRXQ-F <	5 WMC-F	5 WDIA	5 WMC-F
6 WMFS-F >>	6 WRVR-F	WSRR-F	6 WLOK	6 WSRR-F <	6 WGKX-F >	6 WMC-F	6 WOGY-F >	WMFS-F <	6 WDIA <
		WEGR-F <		7 WGKX-F <				7 WGKX-F <	

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Cume Share Rating	TSA AQH Cume
Barnstable WGKX-FM, WSRR-FM	9.0 %	11.0 %	21.2 %	KHLS-F C 96.1 Blytheville, AR	0.3 / 0.7	
Clear Channel KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM	39.6 %	38.3 %	39.7 %	WBBP REL 1480 Memphis	0.9 / 3.0	
Filnn KMZN-FM, WHBQ-AM, WNWZ-AM	1.4 %	0.7 %	2.0 %	WHBQ SPRTS 560 Memphis	0.5 / 2.5	
Sinclair TV WJCE-AM, WOGY-FM, WRVR-FM	13.2 %	16.9 %	17.1 %	WKRA-F B/O 92.7 Holly Springs, MS	0.7 / 1.4	
				WNWZ ST 1430 Germantown	0.9 / 2.5	
				WSFZ SPRTS 1030 Memphis	0.3 / 1.4	
				WVIM-F REL 95.3 Coldwater, MS	0.7 / 1.2	
	63.2 %	66.8 %	80.0 %			
				Other Rated Stations--Outside Market	Metro Cume Share Rating	TSA AQH Cume
				KFIN-F C 107.9 Jonesboro, AR	0.5 / 1.8	

MEMPHIS

AM Stations

WCRV	640	50 kw/480 w (DA-N)	Religion		\$<20.00	---	Bott	Collierville
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC	\$48.00	Mc-Guild	Clear Channel	
WJCE	680	10 kw/5 kw (DA-N)	Black Oldies	ABC	\$25.00	MMR	Sinclair TV	
WLOK	1340	1 kw	Gospel	AURN, Westwd	\$30.00	K&P		
WMC	790	5 kw (DA-N)	News/Talk	ABC, CBS	\$53.00	Mc-Guild	Raycom	
WPLX	1170	1 kw (Days)	Standards	CNN, Westwd	\$19.00	---		Germanatown
WREC	600	5 kw (DA-2)	Talk	CBS, AP, Westwd	\$<20.00	Banner	Clear Channel	

FM Stations

KJMS	101.1	100 kw @ 450	Black	CBS, ABC	\$40.00	K&P	Clear Channel	
WEGR	102.7	100 kw @ 900	AOR	Westwd, ABC	\$92.00	Banner	Clear Channel	
WGKX	105.9	100 kw @ 984	Country		\$111.00	D&R	Barnstable	
WHRK	97.1	100 kw @ 531	Black	Westwd	\$95.00	Mc-Guild	Clear Channel	
WMC	99.7	300 kw @ 908	CHR/JAC	Source	\$78.00	Mc-Guild	Raycom	
WMFS	92.9	6 kw @ 328	AOR		\$21.00	---		Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	MMR	Sinclair TV	Germanatown
WRVR	104.5	100 kw @ 750	AC		\$88.00	MMR	Sinclair TV	
WRXQ	95.7	6 kw @ 328	AOR-New Rock		\$24.00	Banner	Clear Channel	Olive Branch, MS
WSRR	98.1	100 kw @ 768	Oldies-70's	ABC	\$49.00	D&R	Barnstable	Millington

Notes:

Jim Duncan

Comments: The overall listening level is down by more than one rating point in the last year . . . WLOK recorded its highest share in more than two years . . . WGKX-F had its lowest share in many years . . . WRVR-F is steady in the sevens

MIAMI-FT. LAUDERDALE

Arbitron Rank: 11 Pop (12+): 2,936,100	Stations: 35 / 32	Last Year's Revenue: \$141,000,000
MSA Rank: 24-Mia./39-Ft. L.	Diaries: 4,775/615:1/46.8%	Household Income: \$41,232
MSA Pop: 3,470,000	Sample Target: 4,710	Retail Dollars: \$38.4 Bil
DMA: 16	% Below Line: 1.8	#1 Biller: NA
Average Person Ratings: 19.0	% Not Listed: 8.1	#1 Billing Portfolio:
Market TSL In Hours: 25.25	Pop per Station: 91,753	Paxson duop+ \$31,300,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WEDR-F	B	332 / 5.9	5.7	6.0	6.2	5.8	6.0	4014 / 13.7	13.5	14.2		H	WEDR-F
2 WAMR-F	SP	312 / 5.6	4.6	5.2	4.7	1.4	5.0	2993 / 10.2	9.9	5.2			WAMR-F
3 WLYF-F	SAC	299 / 5.4	5.4	5.1	5.3	5.1	5.3	3849 / 13.1	13.2	13.0		H	WLYF-F
4 WHQT-F	B	294 / 5.3	4.3	5.1	5.4	5.1	5.0	4085 / 13.9	11.7	14.2		H	WHQT-F
5 WPOW-F	CHR	275 / 4.9	5.6	5.2	4.3	5.1	5.0	5270 / 17.9	17.3	17.8		H	WPOW-F
6 WAQI	SP	263 / 4.7	4.0	4.5	4.0	4.4	4.3	2025 / 6.9	7.2	7.1		G	WAQI
7 WRMA-F	SP	241 / 4.3	5.4	4.8	6.3	5.4	5.2	3065 / 10.4	11.5	12.0		G	WRMA-F
8 WZTA-F	AOR	218 / 3.9	3.7	3.3	3.2	3.3	3.5	3063 / 10.4	10.1	10.3		G	WZTA-F
9 WMXJ-F	O	217 / 3.9	3.3	3.9	3.1	3.9	3.6	3308 / 11.3	11.0	12.0		G	WMXJ-F
10 WHYI-F	CHR/AC	214 / 3.8	4.0	3.6	3.5	3.9	3.7	4357 / 14.8	13.3	14.8		H	WHYI-F
11 WKIS-F	C	199 / 3.6	3.3	3.6	3.3	3.2	3.4	2712 / 9.2	8.5	8.6		H	WKIS-F
12 WIOD	N/T	190 / 3.4	2.6	3.4	3.4	3.3	3.2	2522 / 8.6	7.1	8.6		H	WIOD
13 WXDJ-F	SP	168 / 3.0	3.2	3.0	4.1	3.8	3.3	2643 / 9.0	9.1	10.1		G	WXDJ-F
14 WLVE-F	J	167 / 3.0	3.5	3.3	2.8	3.0	3.1	2716 / 9.3	9.1	8.7		G	WLVE-F
15 WFLC-F	AC	152 / 2.7	3.4	3.3	3.6	3.6	3.3	3034 / 10.3	11.0	11.8		H	WFLC-F
16 WTMI-F	CL	150 / 2.7	3.1	3.2	3.1	2.6	3.0	1992 / 6.8	8.1	8.0		F	WTMI-F
17 WPLL-F	AOR-P	142 / 2.5	2.1	1.6	2.0	1.9	2.1	2899 / 9.9	8.3	8.5			WPLL-F
18 WBGG-F	O-70s	137 / 2.5	2.3	2.2	2.6	2.1	2.4	2427 / 8.3	8.3	8.6		D	WBGG-F
19 WQAM	SPRTS	129 / 2.3	1.7	1.8	1.4	1.8	1.8	1908 / 6.5	5.1	6.1		D	WQAM
20 WQBA	SP	126 / 2.3	2.2	2.6	2.5	2.7	2.4	1316 / 4.5	4.5	5.5			WQBA
21 WCMQ-F	SP	124 / 2.2	2.1	1.4	1.6	1.6	1.8	1583 / 5.4	5.8	6.0			WCMQ-F
22 WCMQ	SP	114 / 2.0	2.7	2.8	2.9	2.9	2.6	1317 / 4.5	5.0	4.6			WCMQ
23 WINZ	N/T	85 / 1.5	1.7	1.9	2.1	2.4	1.8	1925 / 6.6	6.9	9.4		F	WINZ
24 WRTO-F	SP	78 / 1.4	1.5	1.4	1.4	3.1	1.4	1928 / 6.8	5.9	7.5			WRTO-F
25 WSUA	SP	71 / 1.3	1.7	1.7	1.0	1.5	1.4	687 / 2.3	2.6	2.8		B	WSUA
26 WFTL	T	64 / 1.1	1.0	0.7	1.0	0.6	1.0	724 / 2.5	2.2	2.0		B	WFTL
27 WMBM	GB	60 / 1.1	1.3	1.0	1.7	1.1	1.3	573 / 2.0	2.4	1.9			WMBM

12+ FM Share (Metro): 73.84 % (3791 of 5134) (Summer 95 72.47 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPOW-F >>	1 WZTA-F	1 WEDR-F <	1 WEDR-F <	1 WEDR-F <	1 WAQI <	1 WAMR-F >	1 WLYF-F	1 WLYF-F <	1 WAQI <	1 WEDR-F
2 WEDR-F >>	WEDR-F <	2 WHQT-F	2 WHQT-F <	2 WHQT-F <	2 WLYF-F	2 WHQT-F	2 WIOD <	2 WEDR-F	2 WEDR-F <	2 WHQT-F
3 WPOW-F <	3 WZTA-F <	3 WAMR-F	3 WAMR-F	3 WAMR-F	WAMR-F	3 WEDR-F <	3 WAQI <	WPOW-F <	3 WPOW-F	3 WFTL <
4 WHQT-F	4 WAMR-F <	4 WHYI-F <	4 WLYF-F	4 WLYF-F	4 WMXJ-F <	4 WAQI <	4 WAMR-F <	4 WHQT-F	4 WHQT-F	4 WAQI <
5 WHYI-F	5 WPOW-F <	5 WZTA-F <	5 WRMA-F <	5 WRMA-F <	5 WRMA-F	5 WBGG-F <	5 WHQT-F	5 WHYI-F	5 WRMA-F >	5 WPOW-F
6 WPLL-F <	6 WHYI-F	6 WLYF-F <	6 WMXJ-F	6 WMXJ-F	6 WLYF-F <	WEDR-F <	WZTA-F			
7 WAMR-F <	7 WRMA-F <	7 WRMA-F	WHYI-F <	WHYI-F <		7 WPOW-F <	7 WAMR-F			
8 WXDJ-F	WLYF-F		8 WZTA-F	8 WZTA-F		8 WMXJ-F <	WKIS-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 WHQT-F <	1 WHQT-F	1 WHYI-F <	1 WHQT-F <	1 WHQT-F <	1 WZTA-F <	1 WZTA-F	1 WZTA-F <	1 WEDR-F <	1 WEDR-F <
2 WEDR-F <	2 WHYI-F <	2 WHQT-F	2 WEDR-F	2 WLYF-F <	2 WPOW-F	2 WEDR-F <	2 WEDR-F	2 WZTA-F	2 WIOD <
3 WPOW-F >	3 WEDR-F <	3 WLYF-F <	3 WHYI-F	3 WEDR-F <	3 WEDR-F	3 WPOW-F >	3 WIOD	3 WIOD <	3 WAMR-F <
4 WHYI-F	4 WPOW-F	4 WEDR-F	4 WAMR-F <	4 WRMA-F <	4 WHQT-F >	4 WIOD	WAMR-F <	4 WHQT-F <	4 WZTA-F <
5 WPLL-F	5 WZTA-F	WZTA-F <	5 WRMA-F <	WAMR-F <	5 WXDJ-F <	5 WHQT-F <	5 WPOW-F	5 WPOW-F <	5 WHQT-F
WZTA-F	6 WRMA-F <	6 WPOW-F	6 WPOW-F <	6 WHYI-F	6 WPLL-F	6 WPLL-F	6 WPLL-F <	6 WAMR-F <	6 WBGG-F
WXDJ-F <	7 WPLL-F	7 WRMA-F <	7 WLYF-F	7 WMXJ-F	WFLC-F <	WXDJ-F <	7 WXDJ-F	7 WBGG-F	7 WMXJ-F
8 WFLC-F	WFLC-F <	8 WAMR-F			8 WAMR-F				WXDJ-F <

MIAMI-FT. LAUDERDALE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Clear Channel WBGG-FM, WHYI-FM	6.3 %	8.3 %	7.2 %	WAVS E 1170 Davie	0.9 /	2.2	
Cox WHQT-FM, WFLC-FM	8.0 %	9.9 %	10.7 %	WAXY T 790 Miami	0.9 /	3.0	
HefTel/Cir. Chnl. WRTO-FM, WQBA-FM, WQBA-AM, WAMR-FM, WAQI-AM	14.0 %	10.6 %	16.4 %	WKAT REL 1360 N. Miami	0.7 /	1.6	
Jefferson-Pilot WAXY-AM, WMXJ-FM, WLYF-FM	10.2 %	10.1 %	9.9 %	WRBD B 1470 Pompano Beach	0.7 /	1.5	
Local WRHC-AM, WWFE-AM	0.0 %	0.0 %	1.0 %	WVCG E 1080 Coral Gables	0.5 /	1.4	
Paxson WZTA-FM, WPLL-FM, WLVE-FM, WIOD-AM, WINZ-AM, WFTL-AM	15.4 %	16.9 %	22.2 %	Other Rated Stations--Outside Market			
SBS WXDJ-FM, WRMA-FM	7.3 %	8.6 %	8.0 %	WEAT-F SAC 104.3 W. Palm Beach	0.5 /	2.1	
				WJNO N/T 1230 W. Palm Beach	0.5 /	1.5	
				WRMF-F AC 97.9 Palm Beach	0.8 /	2.6	
	61.2 %	64.5 %	75.4 %				

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Station	Agency	Product
WAQI	710	50 kw (DA-2)	Hispanic	\$80.00	Caballero	HefTel/Cir. Chnl.			
WCMQ	1210	25 kw/2.5 kw (DA-2)	Hispanic	\$55.00	SBS	SBS			
WFTL	1400	1 kw	Talk	Westwd, CNN \$38.00	Direct	Paxson			
WINZ	940	50 kw/25 kw (DA-N)	News/Talk	CBS, CNN \$73.00	Katz	Paxson			
WIOD	610	10 kw (DA-2)	News/Talk	Westwd \$154.00	Christal	Paxson			
WMBM	1490	1 kw	Gospel	NA ---					Miami Beach
WQAM	560	5 kw/1 kw	Sports	Westwd \$47.00	D&R	Beasley			
WQBA	1140	50 kw/25 kw (DA-N)	Hispanic	\$100.00	Katz Hisp.	HefTel/Cir. Chnl.			
WSUA	1260	5 kw (DA-2)	Hispanic	\$41.00	---	El Dorado			

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Station	Agency	Product
WAMR	107.5	96 kw @ 1006	Hispanic	\$80.00	Caballero	HefTel/Cir. Chnl.			
WBGG	105.9	100 kw @ 1024	Oldies-70's	\$69.00	Clear Chann	Clear Channel			
WCMQ	92.3	31 kw @ 618	Hispanic	\$65.00	SBS	SBS			Hialeah
WEDR	99.1	100 kw @ 919	Black	CBS \$155.00	Mc-Guild	Evergreen			
WFLC	97.3	100 kw @ 1006	AC	\$177.00	Christal	Cox			
WHQT	105.1	100 kw @ 1006	Black AC	\$150.00	Christal	Cox			Coral Gables
WHYI	100.7	100 kw @ 1006	AC/CHR	\$172.00	Clear Chann	Clear Channel			
WKIS	99.9	100 kw @ 984	Country	Westwd \$147.00	D&R	Beasley			Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz	\$140.00	Katz	Paxson			
WLYF	101.5	100 kw @ 810	Soft AC	\$164.00	CBS	Jefferson-Pilot			
WMXJ	102.7	100 kw @ 1006	Oldies	\$133.00	CBS	Jefferson-Pilot			
WPLL	103.5	100 kw @ 1006	Prog. AOR	NA	Allied	Paxson			
WPOW	96.5	100 kw @ 1006	CHR	Source \$174.00	D&R	Beasley			
WRMA	106.7	100 kw @ 984	Spanish AC	\$129.00	---	SBS			
WRTO	98.3	100 kw @ 1407	Hispanic	\$60.00	Lotus	HefTel/Cir. Chnl.			Goulds
WTMI	93.1	100 kw @ 1006	Classical	\$115.00	CMBS	Tanger			
WXDJ	95.7	46 kw @ 531	Hispanic	\$126.00	---	SBS			Homestead
WZTA	94.9	100 kw @ 1006	AOR	\$110.00	Katz	Paxson			

Notes: 9/96 WRMA-F/WXDJ-F sold by R. Oasis to Spanish Broadcasting System for \$110,000,000 . . . 10/96 WRBD (1470; Pompano Beach) sold by Rivers for \$1,500,000 . . . 10/96 WACC (830; Hialeah) sold for \$2,550,000

Jim Duncan

Comments: SBS paid \$110,000,000 for WXDJ-F/WRMA-F; both stations had down books and are well below their four-book averages . . . WZTA-F was up for the third consecutive book . . . WPLL-F had its best book since Fall 94 . . . WQAM had its highest 12+ share in more than two years . . . WAMR-F resumed its climb after a pause during the Spring

MILWAUKEE-RACINE

Arbitron Rank: 28 Pop (12+): 1,339,700	Stations: 28 / 25	Last Year's Revenue: \$55,700,000
MSA Rank: 36	Diaries: 2,770/484:1/57.6%	Household Income: \$51,651
MSA Pop: 1,460,000	Sample Target: 2,670	Retail Dollars: \$14.5 Bil
DMA: 31	% Below Line: 1.9	#1 Biller: WTMJ \$9,900,000
Average Person Ratings: 16.8	% Not Listed: 9.3	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 49,619	Journal Co. combo \$13,500,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WTMJ	FS	237 / 10.5	9.4	9.2	9.1	8.1	9.5	3700 / 27.6	22.6	23.4	H	WTMJ
2	WMIL-F	C	203 / 9.0	9.8	8.4	7.7	7.4	8.7	2584 / 19.3	18.4	16.9	G	WMIL-F
3	WKLH-F	CL AOR	170 / 7.6	6.9	6.4	6.5	6.5	6.9	2354 / 17.6	18.1	16.5	G	WKLH-F
4	WKTI-F	AC	144 / 6.4	6.5	7.2	6.2	6.6	6.6	2517 / 18.8	20.1	19.7	H	WKTI-F
5	WOKY	ST	137 / 6.1	5.9	4.5	6.6	6.5	5.8	1615 / 12.1	10.3	10.8	D	WOKY
6	WKKV-F	B	135 / 6.0	6.1	7.5	6.7	7.3	6.6	1657 / 12.4	13.1	14.4	D	WKKV-F
	WLZR-F	AOR	135 / 6.0	6.6	5.4	5.9	7.0	6.0	2283 / 17.0	16.9	16.1	E	WLZR-F
8	WISN	T	113 / 5.0	4.6	4.2	4.8	5.4	4.7	1692 / 12.6	12.8	12.8	E	WISN
9	WMYX-F	AC	99 / 4.4	4.3	4.5	4.1	3.7	4.3	1842 / 13.7	14.4	11.5	E	WMYX-F
10	WZTR-F	O	92 / 4.1	4.0	4.6	4.2	4.7	4.2	1918 / 14.3	14.0	14.3	D	WZTR-F
11	WLUM-F	AOR-NR	89 / 4.0	4.0	4.0	3.9	4.9	4.0	1819 / 13.6	14.8	15.7	D	WLUM-F
12	WJZI-F	J	69 / 3.1	2.0	1.5	1.3	1.9	2.0	1064 / 7.9	7.5	10.2	D	WJZI-F
13	WLTO-F	SAC	62 / 2.8	3.4	3.1	2.8	2.1	3.0	1195 / 8.9	9.8	7.9	E	WLTO-F
14	WNOV	B/G	45 / 2.0	2.5	1.7	1.7	2.6	2.0	680 / 5.1	4.8	5.5	A	WNOV
	WAMG-F	SAC	45 / 2.0	2.7	2.5	2.7	3.2	2.5	1027 / 7.7	7.9	9.6	D	WAMG-F
16	WFMR-F	CL	42 / 1.9	2.1	2.4	2.7	1.7	2.3	782 / 5.8	6.6	4.9	C	WFMR-F
17	WMCS	B	36 / 1.6	1.3	2.8	2.7	2.6	2.1	667 / 5.0	4.3	5.2	A	WMCS
18	WEZY-F	EZ	30 / 1.3	1.2	1.3	1.0	1.4	1.2	360 / 2.7	2.5	3.4		WEZY-F
20	WBWI-F	C	22 / 1.0	0.9	0.7	1.0	0.8	0.9	428 / 3.2	3.1	3.3		WBWI-F

12+ FM Share (Metro): 68.00 % (1379 of 2028) (Summer 95 67.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKKV-F >>	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WKLH-F	1 WTMJ >	1 WTMJ	1 WMIL-F <	1 WISN <	1 WTMJ	1 WTMJ
2 WLUM-F	2 WKTI-F <	2 WMIL-F <	2 WMIL-F <	2 WMIL-F	2 WOKY	2 WMIL-F <	2 WTMJ	2 WMIL-F <	2 WKKV-F >	2 WKKV-F <
WLZR-F >	3 WKKV-F <	3 WKTI-F	3 WKTI-F	3 WKTI-F	3 WMIL-F	3 WKLH-F <	WKLH-F	3 WTMJ <	3 WMIL-F	3 WMIL-F >
4 WMIL-F <	4 WLZR-F	4 WLZR-F	4 WLZR-F	4 WTMJ	4 WKLH-F <	4 WLZR-F	4 WISN <	4 WKLH-F	4 WKLH-F	4 WKTI-F
5 WKLH-F	5 WKKV-F	5 WMYX-F <	5 WMYX-F <	5 WLZR-F	5 WISN	5 WKTI-F	5 WOKY <	5 WKTI-F	5 WLZR-F <	5 WMYX-F <
6 WLUM-F	6 WMYX-F	6 WTMJ <	6 WMYX-F <	6 WMYX-F <	6 WZTR-F	6 WOKY	6 WKTI-F <	6 WKKV-F	6 WKTI-F	6 WKLH-F
7 WMYX-F >>	7 WTMJ <	7 WKKV-F	WZTR-F	WZTR-F			7 WLZR-F	7 WLZR-F <		
	8 WLUM-F		8 WISN	8 WISN			8 WOKY			
			WKKV-F	WKKV-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 WKKV-F <	1 WKTI-F <	1 WKTI-F	1 WKTI-F	1 WMIL-F >	1 WLZR-F >>	1 WLZR-F >>	1 WLZR-F >	1 WKLH-F	1 WKLH-F >
2 WKTI-F >	2 WKKV-F	2 WKKV-F <	2 WMIL-F	WKTI-F	2 WKKV-F	2 WKLH-F >	2 WKLH-F >	2 WLZR-F	2 WLZR-F <
3 WMYX-F	3 WMIL-F	3 WMIL-F >	3 WKKV-F	3 WKLH-F <	WKLH-F <	3 WMIL-F <	3 WMIL-F	3 WMIL-F	3 WTMJ
WMIL-F	4 WMYX-F	4 WKLH-F	4 WMYX-F <	4 WMYX-F <	4 WLUM-F <	4 WLUM-F <	WKTI-F	4 WTMJ	WMIL-F
5 WLZR-F	5 WKLH-F	WMYX-F	5 WKLH-F >	5 WKKV-F	5 WMIL-F >>	5 WKKV-F	5 WLUM-F	5 WISN <	5 WISN
6 WLUM-F >>	WLZR-F <	6 WLZR-F <	6 WTMJ <	6 WTMJ <		6 WKTI-F >	6 WKKV-F	6 WKTI-F <	6 WZTR-F <
	7 WLUM-F >	7 WLUM-F >	7 WLTO-F <	7 WLTO-F <			7 WISN <	WLUM-F	7 WKTI-F <
			8 WZTR-F <	8 WZTR-F <					
			9 WJZI-F	9 WJZI-F					

MILWAUKEE-RACINE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Heritage WMYX-FM, WEMP-AM, WAMG-FM	7.2 %	8.6 %	10.8 %	WAIK	SPRTS	1510	Waukesha	0.8 / 2.0		
				WEMP	O	1250	Milwaukee	0.8 / 3.3		
Local WFMR-FM, WFMI-FM	2.4 %	1.6 %	2.0 %	WFMI-F	J	106.9	Brookfield	0.5 / 2.2		
				WRJN	T	1400	Racine	0.8 / 1.4		
Saga WLZR-FM, WLZR-AM, WKLH-FM	13.6 %	17.1 %	17.2 %	WTKM-F	C	104.9	Hartford	0.6 / 2.0		
				WZXA-F	AC/CHR	104.7	Sturtevant	0.4 / 1.3		
	23.3 %	27.3 %	30.0 %	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
				WGN	FS/T	720	Chicago	0.7 / 2.5		
				WIL-F	AOR	95.1	Kenosha	0.8 / 2.3		
				WIND	SP	560	Chicago	0.4 / 1.1		

AM Stations

WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, Westwd	\$52.00	Katz	Hearst	
WMCS	1290	5 kw (DA-2)	Black	ABC	\$26.00	Banner	All Pro	
WNOV	860	250 w/5 w	Black/Gospel	AURN	\$22.00	—		
WOKY	920	5 kw/1 kw (DA-2)	Standards/FS	CNN	\$55.00	MMR	Chancellor	
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	CBS, Talknt	\$139.00	Christal	Journal Co.	

FM Stations

WAMG	103.7	19.5 kw @ 840	Soft AC	Westwd	\$50.00	Sentry	Heritage	Wauwatosa
WBWI	92.5	17.5 kw @ 540	Country	AP	NA	—		West Bend
WEZY	92.1	2.7 kw @ 492	EZ		NA	Christal		Racine
WFMR	98.3	6 kw @ 292	Classical		\$39.00	CMBS		Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	NA	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Urban	Westwd	\$60.00	Torbet	Clear Channel	Racine
WKLH	96.5	20 kw @ 807	Classic AOR		\$118.00	Mc-Guild	Saga	
WKTJ	94.5	15.5 kw @ 911	AC/CHR	ABC	\$146.00	Christal	Journal Co.	
WLTQ	97.3	15.5 kw @ 911	AC	ABC	\$64.00	Katz	Hearst	
WLUM	102.1	20 kw @ 761	AOR-New Rock	Source	\$60.00	Banner	All Pro	
WLZR	102.9	50 kw @ 436	AOR	ABC	\$80.00	Eastman	Saga	
WMIL	106.1	13.1 kw @ 976	Country		\$125.00	MMR	Chancellor	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$75.00	Sentry	Heritage	
WZTR	95.7	34 kw @ 610	Oldies		\$59.00	Banner	Shockley	

Notes: 9/96 Cofax sold these stations to Chancellor: WMIL-F for \$9,000,000; WOKY for \$43,000,000

Jim Duncan

Comments: WTMJ enjoyed its best book in several years and is back into double digits (12+) . . . WKLH-F is above a 7 share for the first time over two years . . . WJZI-F (formerly WQFM) is impressive with its new "Smooth Jazz" format

MINNEAPOLIS-ST. PAUL

Arbitron Rank: 16 Pop (12+): 2,202,400	Stations: 24 / 24	Last Year's Revenue: \$105,000,000
MSA Rank: 12	Diarles: 3,549/621:1/57.9%	Household Income: \$55,637
MSA Pop: 2,740,000	Sample Target: 3,440	Retail Dollars: \$28.4 Bil
DMA: 14	% Below Line: 0.0	#1 Biller: KQRS-AF \$18,200,000
Average Person Ratings: 16.7	% Not Listed: 17.9	#1 Billing Portfolio: Chancellor duop+ \$36,300,000
Market TSL In Hours: 21.75	Pop per Station: 91,767	

12+ Metro	Format	Summer 96		Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
		1/4	Share										
1	KQRS-AF	442	12.0	11.6	10.5	10.8	12.8	11.2	6155 / 27.9	27.3	28.9	J	KQRS-AF
2	WCCO	421	11.4	10.5	13.3	13.1	11.9	12.1	6056 / 27.5	26.6	28.1	J	WCCO
3	KDWB-F	276	7.5	8.0	7.8	7.0	6.4	7.6	5037 / 22.9	23.4	21.7	H	KDWB-F
4	KEGE-AF	247	6.7	5.8	5.3	5.4	5.7	5.8	4365 / 19.8	17.3	17.7	H	KEGE-AF
5	KSTP-F	213	5.8	6.1	5.3	5.9	6.6	5.8	4398 / 20.0	21.9	21.1	H	KSTP-F
6	KEEY-F	210	5.7	6.1	5.5	6.8	6.3	6.0	3426 / 15.6	16.2	17.8	G	KEEY-F
7	WBOB-F	194	5.3	4.7	5.4	6.3	6.4	5.4	3317 / 15.1	15.1	16.2	G	WBOB-F
8	KQQL-F	181	5.2	5.2	4.1	3.8	4.8	4.6	3933 / 17.9	18.1	16.4	H	KQQL-F
9	KSTP	182	4.9	5.1	5.5	5.2	3.8	5.2	2480 / 11.3	11.1	10.4	E	KSTP
10	WLTE-F	179	4.9	6.2	6.4	6.3	6.3	5.9	3145 / 14.3	16.3	19.3	H	WLTE-F
11	KTCZ-F	139	3.8	4.6	4.0	3.1	3.4	3.9	2924 / 13.3	12.7	11.3	G	KTCZ-F
12	KMJZ-F	110	3.0	3.0	2.7	2.3	2.1	2.7	1847 / 8.4	9.3	7.5	D	KMJZ-F
13	KLBB-AA	65	1.8	2.0	1.9	2.3	1.4	2.0	1206 / 5.5	5.3	4.3	C	KLBB-AA
14	KFAN	57	1.5	1.6	1.5	2.3	1.5	1.7	1203 / 5.5	6.1	5.5	E	KFAN
15	KREV-F	50	1.4	1.8	1.5	2.2	1.5	1.7	1100 / 5.0	4.8	4.6	C	KREV-F

12+ FM Share (Metro): 75.36 % (2282 of 3028) (Summer 95 79.82 %)

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 KQRS-AF	1 KQRS-AF >	1 KQRS-AF <	1 WCCO <	1 WCCO >
2 KEGE-AF >>	2 KEGE-AF <	2 KDWB-F <	2 KSTP-F	2 KSTP-F <	2 KQRS-AF	2 WCCO >>	2 KSTP <	2 WCCO	2 KEGE-AF <	2 KEGE-AF
3 KDWB-F	3 KSTP-F	3 KQQL-F <	3 KQQL-F <	3 KQQL-F <	3 KQQL-F <	3 KDWB-F	3 KSTP-F <	3 KDWB-F	3 KDWB-F	3 KQRS-AF
4 KSTP-F >	KEGE-AF	4 KDWB-F <	4 WCCO <	4 KSTP	4 KSTP-F	4 WCCO <	KEGE-AF <	4 KQRS-AF >		
5 KEEY-F	5 KEEY-F	5 KEEY-F <	5 KEEY-F <	5 WLTE-F	5 WLTE-F	5 KEEY-F <	5 KEGE-AF	5 KSTP <		
6 WBOB-F <	KQQL-F <	6 KTCZ-F <	6 KDWB-F <	6 KEEY-F <	6 WBOB-F <	6 WBOB-F <	WLTE-F <	6 KEEY-F <		
7 KTCZ-F >	7 WBOB-F <	7 WCCO <	7 WLTE-F	7 WBOB-F	7 KQQL-F <	7 KDWB-F <	7 KQQL-F <	7 KQQL-F <		
	8 KTCZ-F <	8 KEGE-AF	WBOB-F		8 WLTE-F <	8 KEEY-F <	8 KSTP-F <	8 KSTP-F <		
	9 WLTE-F	WBOB-F <	KTCZ-F <		9 KEGE-AF >	9 WBOB-F	9 WBOB-F <	9 WBOB-F <		
		10 WLTE-F <	10 KSTP <							

Wom 18-24	Wom 18-34	Wom 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 KDWB-F	1 KQRS-AF	1 KSTP-F <	1 KSTP-F <	1 KEGE-AF	1 KQRS-AF >	1 KQRS-AF >>	1 KQRS-AF >>	1 KQRS-AF >>
2 KSTP-F <	2 KQRS-AF <	2 KDWB-F	2 KDWB-F <	2 KQRS-AF	2 KQRS-AF	2 KEGE-AF >>	2 KEGE-AF >	2 KEGE-AF >	2 WCCO
3 KEGE-AF	3 KSTP-F >	3 KSTP-F >	3 KQRS-AF >	3 KDWB-F <	3 KDWB-F >>	3 KDWB-F >	3 KSTP-F <	3 KTCZ-F <	3 KSTP <
4 KQRS-AF	4 KEGE-AF <	4 KEEY-F	4 WBOB-F <	4 KQQL-F <		4 KSTP-F <	4 KFAN <	4 WCCO <	4 KEGE-AF
WBOB-F	5 WBOB-F <	5 WBOB-F	5 WLTE-F <	5 WLTE-F <		5 KEEY-F <	5 KTCZ-F <	5 KSTP <	KTCZ-F <
6 KEEY-F	6 KEEY-F >	6 KEGE-AF <	6 KEEY-F	6 KEEY-F		6 KTCZ-F	6 KDWB-F <	6 KDWB-F <	6 KQQL-F
7 WLTE-F	7 WLTE-F	7 KTCZ-F	KQQL-F	7 WBOB-F			KEEY-F		7 KEEY-F
	KTCZ-F		8 KEGE-AF	8 WCCO					

MINNEAPOLIS-ST. PAUL

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
ABC/Disney KQRS-FM, KQRS-AM, KEGE-FM	18.7 %	22.6 %	24.0 %	KCFE-F AOR-NR 105.7 Eden Prairie	0.4	1.8	
Chancellor, pend. WBOB-FM, KTCZ-FM, KTCJ-AM, KQQL-FM, KFAN-AM, KEEY-FM, KDWB-FM	29.0 %	31.9 %	34.6 %	KTCJ AOR-P 690 Minneapolis	0.0	0.2	
Local WREV-FM, WLOL-AM, KREV-FM, KLBB-AM	3.1 %	1.6 %	2.4 %	WIXK-AF C 107.1 New Richmond, WI	0.6	2.0	
				WMNN N 1330 Minneapolis	0.3	1.8	
	50.8 %	56.2 %	61.0 %				

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Location
KEGE	980	5 kw (DA-1)	See KEGE-F				
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ABC	\$50.00	Christal	Chancellor
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	---	
KQRS	1440	5 kw/0.5 kw (DA-2)	See KQRS-F				Golden Valley
KSTP	1500	50 kw (DA-N)	Talk		\$74.00	Christal	Hubbard
WCCO	830	50 kw	Full Service	CBS	\$268.00	CBS	Westinghouse
WLOL	1470	5 kw (DA-2)	See KLBB				KLBB/KREV owner Brooklyn Park

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Location
KDWB	101.3	100 kw @ 1035	CHR		\$139.00	Banner	Chancellor
KEEY	102.1	100 kw @ 1035	Country		\$140.00	Christal	Chancellor
KEGE	93.7	100 kw @ 1035	AOR-New Rock		\$140.00	Katz	ABC/Disney
KMJZ	104.1	100 kw @ 1070	Jazz	ABC	\$80.00	Eastman	Nationwide
KQQL	107.9	100 kw @ 1090	Oldies		\$144.00	O&R	Chancellor, pend.
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$300.00	Katz	ABC/Disney
KREV	105.1	2.6 kw @ 499	AOR		\$40.00	MMR	Lakeville
KSTP	94.5	100 kw @ 1220	AC		\$75.00	Christal	Hubbard
KTCZ	97.1	100 kw @ 1035	AOR-Prog.		\$111.00	Banner	Chancellor
WBOB	100.3	100 kw @ 922	Country		\$110.00	O&R	Chancellor, pend.
WLTE	102.9	100 kw @ 1035	Soft AC		\$118.00	CBS	Westinghouse
WREV	105.3	25 kw @ 299	See KREV				KLBB/KREV owner Cambridge

Notes: 8/96 ABC/Disney sold KEGE to Salem for \$_____ . . . 9/96 Colfax sold the following to Chancellor (D+): KQQL-F for \$49,000,000; WBOB-F for \$37,000,000 (est.)

Jim Duncan

Comments: KEGE-F had its best book in over a year . . . WLTE-F had its worst showing in more than two years . . . All other stations are fairly steady

MOBILE

Arbitron Rank: 84	Pop (12+): 425,200	Stations: 27 / 18	Last Year's Revenue: \$22,600,000
MSA Rank: 98		Diaries: 1,054/403:1/49.9%	Household Income: \$36,187
MSA Pop: NA		Sample Target: 990	Retail Dollars: \$4.3 Bil (w/Pensacola)
DMA: 61 (w/Pensacola)		% Below Line: 17.4	#1 Billing: WBLX-F \$3,000,000
Average Person Ratings: 16.3		% Not Listed: 12.1	#1 Billing Portfolio: NA
Market TSL In Hours: 22.00		Pop per Station: 23,622	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WKSJ-AF	C	76 / 11.0	11.0	9.4	10.5	12.6	10.5	944 / 22.2	22.3	24.3	D	WKSJ-AF
2	WBLX-F	B	55 / 7.9	6.8	8.3	12.5	13.6	8.9	699 / 16.4	17.1	22.1	E	WBLX-F
	WDLT-F	BIAC	55 / 7.9	5.9	5.6	4.6	5.1	6.0	500 / 11.8	10.7	10.4		WDLT-F
	WYDK-F	B	55 / 7.9	7.6	7.8	5.3	1.3	7.2	674 / 15.9	14.4	6.0	A	WYDK-F
5	WABB-F	CHR	48 / 6.9	6.2	6.4	5.9	6.1	6.4	816 / 19.2	19.8	20.3	C	WABB-F
6	WAVH-F	O	32 / 4.6	4.8	4.5	3.7	4.3	4.4	457 / 10.7	8.3	10.3	C	WAVH-F
	WGOK	B	32 / 4.6	6.1	6.6	6.3	7.1	5.9	322 / 7.6	8.4	9.4	B	WGOK
8	WNTM	N/T	30 / 4.3	5.4	4.8	5.3	4.8	5.0	345 / 8.1	10.4	10.6	C	WNTM
9	WDWG-F	C	28 / 4.0	4.0	4.3	3.3	4.2	3.9	455 / 10.7	11.7	11.0	C	WDWG-F
	WMXC-F	AC	28 / 4.0	4.4	5.4	5.2	3.0	4.8	560 / 13.2	12.9	10.0		WMXC-F
	WWRO-F	O-70s	28 / 4.0	4.5	5.4	5.7	4.8	4.9	525 / 12.3	14.1	16.2	C	WWRO-F
12	WOWW-F	AOR-NR	23 / 3.3	2.5	4.0	2.0	3.5	3.0	343 / 8.1	5.9	8.0		WOWW-F
13	WXBM-F	C	18 / 2.6	3.1	2.2	3.1	2.2	2.8	338 / 7.9	9.3	8.1	E	WXBM-F
14	WRKH-F	CL AOR	17 / 2.6	3.4	2.4	2.6	4.3	2.7	303 / 7.1	8.9	11.1		WRKH-F
	WTKX-F	AOR	17 / 2.5	1.2	0.5				283 / 6.7	4.5			WTKX-F
16	WMEZ-F	SAC	14 / 2.0	1.4	2.7	2.7	1.9	2.2	254 / 6.0	5.2	5.2	C	WMEZ-F

12+ FM Share (Metro): 86.04 % (524 of 609) (Summer 95 82.64 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYOK-F >>	1 WABB-F <	1 WKSJ-AF <	1 WDLT-F	1 WKSJ-AF	1 WKSJ-AF <	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF	1 WYOK-F	1 WYOK-F <
2 WBLX-F	2 WBLX-F	2 WABB-F	WKSJ-AF	2 WDLT-F >	2 WKSJ-F >	2 WDLT-F	2 WABB-F <	2 WYOK-F <	2 WBLX-F <	2 WKSJ-AF >
3 WABB-F	WYOK-F >	WDLT-F	3 WBLX-F <	3 WAVH-F	3 WDLT-F	3 WBLX-F <	3 WBLX-F <	3 WBLX-F <	3 WDLT-F >	
WOWW-F >	4 WKSJ-AF <	WBLX-F	4 WWRO-F <	WBLX-F <	4 WGOK	4 WABB-F	4 WYOK-F	4 WABB-F <	4 WKSJ-AF <	
	5 WWRO-F	5 WYOK-F	5 WABB-F <	5 WABB-F <	WNTM	5 WNTM	5 WDLT-F	5 WDLT-F	5 WABB-F	
	6 WDLT-F <	6 WWRO-F <	6 WMXC-F <	6 WWRO-F <	6 WAVH-F	WYOK-F <	6 WDLT-F <		WGOK	
	7 WTKX-F	7 WMXC-F	7 WYOK-F	7 WMXC-F			7 WAVH-F		7 WDWG-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 WABB-F	1 WABB-F <	1 WBLX-F	1 WABB-F <	1 WKSJ-AF	1 WBLX-F	1 WYOK-F	1 WTKX-F	1 WKSJ-AF	1 WDLT-F <
2 WYOK-F	2 WBLX-F	2 WABB-F	2 WKSJ-AF <	2 WDLT-F	2 WABB-F	WTKX-F	2 WYOK-F	WWRO-F <	2 WKSJ-AF <
3 WBLX-F >>	3 WYOK-F	3 WKSJ-AF	3 WBLX-F <	3 WABB-F	WYOK-F	3 WWRO-F	3 WWRO-F >	3 WDLT-F <	3 WWRO-F
4 WKSJ-AF	4 WKSJ-AF <	WDLT-F	4 WDLT-F	WBLX-F	4 WKSJ-AF	WBLX-F	4 WABB-F	4 WTKX-F	4 WAVH-F
WDLT-F >	5 WDLT-F >	5 WWRO-F >	5 WYOK-F	5 WAVH-F <	5 WTKX-F	WABB-F >	WRKH-F	WYOK-F	WRKH-F
		6 WMXC-F	6 WMXC-F	6 WMXC-F <	WOWW-F >	6 WKSJ-AF	WDWG-F	WBLX-F <	WDWG-F
		WYOK-F >		7 WGOK <		WOWW-F		7 WRKH-F	

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Ken Johnson	25.8 %	28.1 %	%	WABB T 1480 Mobile	0.4 / 1.6		
WDWG-FM, WKSJ-AF, WMXC-FM, WNTM-AM, WRKH-FM				WABF ST 1220 Fairhope	0.4 / 1.2		
Local	0.0 %	0.0 %	%	WGCC-F AOR 92.1 Fairhope	0.9 / 2.8		
WBHY-AM, WBHY-FM, WLPR-AM				WHEP T 1310 Foley	0.4 / 1.2		
	25.8 %	28.1 %	%	WLVV ST 1410 Mobile	1.0 / 1.4		
				WNXP-F SPRTS 105.5 Bay Minette	1.3 / 3.9		

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKNN-F	C	99.1 Pascagoula	0.6 / 3.6
WMJY-F	AC	93.7 Biloxi, MS	0.4 / 2.9
WOSM-F	REL	103.1 Ocean Springs, M	1.3 / 2.7
WWL	N/T	870 New Orleans	0.7 / 1.7

MOBILE

AM Stations

WGOK	900	1 kw/381 w (DA-2)	Black	AURN	\$20.00	Allied	
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd	\$31.00	Banner	K. Johnson

FM Stations

WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal	
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$<20.00	Mc-Guild	Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Katz	Calendar
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$<20.00	Torbet	Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Banner	K. Johnson Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$53.00	Banner	K. Johnson
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Banner	K. Johnson
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Banner	K. Johnson
WYOK	104.9	33 kw @ 600	Black		\$<20.00	Torbet	Moss Point

Notes: Other ranked stations – See Pensacola in Spring 96 American Radio . . . Last year's revenue includes Pensacola

Jim Duncan

Comments: WYOK-F has become a strong entity in Mobile, hurting WBLX-F badly . . . WWRO-F faded to its poorest showing in Mobile in over two years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 78 Pop (12+): 478,400
 MSA Rank: 27-Sal.-Mont./178-Sta. Cruz
 MSA Pop: 619,000
 DMA: 122
 Average Person Ratings: 15.7
 Market TSL In Hours: 21.50

Stations: 35 / 22
 Diaries: 1,730/277:1/49.5%
 Sample Target: 1,650
 % Below Line: 26.6
 % Not Listed: 14.1
 Pop per Station: 21,745

Last Year's Revenue: \$13,600,000
 Household Income: \$47,893
 Retail Dollars: \$4.8 Bil
 #1 Biller: KWAV-F \$2,000,000
 #1 Billing Portfolio: Buckley combo \$2,300,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level		
1	KDON-F	CHR	56 / 7.4	7.3	4.0	5.1	4.9	6.0	885 / 18.5	18.0	17.6		C	KDON-F
2	KGO	T	54 / 7.2	7.9	7.9	8.1	6.0	7.8	730 / 15.3	15.1	14.3			KGO
3	KWAV-F	AC	48 / 6.5	3.7	4.7	3.2	4.9	4.5	698 / 14.6	10.9	12.9		D	KWAV-F
4	KBAY-F	SAC	34 / 4.5	2.3	3.9	2.2	3.4	3.2	488 / 10.2	6.7	7.2			KBAY-F
5	KTOM-AF	C	30 / 4.0	6.2	4.7	6.1	5.4	5.2	584 / 11.8	13.6	13.9		C	KTOM-AF
	KOCN-F	O	30 / 4.0	4.9	5.4	6.7	4.0	5.3	620 / 13.0	13.8	9.0		C	KOCN-F
7	KRAY-F	SP	29 / 3.9	2.4	2.5	2.5	2.2	2.8	325 / 6.8	5.4	6.0		B*	KRAY-F
8	KMBY-F	AOR	26 / 3.5	3.0	3.0	1.9	1.8	2.8	444 / 9.3	8.7	5.5		A	KMBY-F
9	KBOQ-F	CL	25 / 3.3	3.7	3.4	4.3	3.6	3.7	416 / 6.7	8.3	9.7		B	KBOQ-F
10	KSCO	T	24 / 3.2	2.1	2.7	2.0	2.4	2.5	363 / 7.6	6.2	6.0		A	KSCO
11	KRQC-F	O-70s	23 / 3.1	2.6	2.8	3.2	4.3	2.9	406 / 8.5	8.1	10.7		B	KRQC-F
12	KPIG-F	AOR-P	22 / 2.9	3.2	3.2	2.8	4.1	3.0	312 / 6.5	6.9	7.9		C	KPIG-F
	KIDD	ST	22 / 2.9	4.1	3.0	3.0	2.8	3.3	292 / 6.1	5.8	5.2		A	KIDD
14	KLOK-F	SP	20 / 2.7	4.4	4.7	5.1	4.9	4.2	281 / 5.9	8.5	3.4		A	KLOK-F
15	KUFX-F	CL AOR	19 / 2.5	2.4	1.8	2.7	3.8	2.4	410 / 8.6	8.2	11.6			KUFX-F
16	KNBR	SPRTS	18 / 2.4	2.6	2.1	2.7	2.2	2.4	305 / 6.4	6.6	5.8			KNBR
17	KXDC-F	J	15 / 2.0	3.2	1.9	2.8	1.1	2.5	239 / 5.0	5.6	3.7		A	KXDC-F
	KLFA-F	SP	15 / 2.0	1.4	2.7	1.1	1.9	1.8	198 / 4.2	4.0	4.7		C^	KLFA-F
	KTGE	SP	15 / 2.0	1.8	2.7	2.9	2.5	2.4	239 / 5.0	3.7	5.6		--	KTGE

12+ FM Share (Metro): 71.25 % (461 of 647) (Summer 95 72.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDON-F >>>	1 KDON-F >	1 KWAV-F	1 KWAV-F >	1 KWAV-F >	1 KGO >	1 KGO	1 KWAV-F <	1 KDON-F <	1 KDON-F >	1 KGO >>>
	2 KWAV-F	2 KDON-F	2 KPIG-F <	2 KOCN-F	2 KWAV-F	2 KWAV-F <	2 KGO	2 KWAV-F	2 KGO >	
	3 KRAY-F <	3 KOCN-F <	3 KOCN-F	KPIG-F <	3 KIDD	3 KDON-F >	3 KDON-F	3 KBAY-F <	3 KWAV-F <	
	4 KMBY-F <	4 KMBY-F	4 KRAY-F	4 KGO	KBAY-F <	4 KRQC-F <	4 KRAY-F	4 KTOM-AF <	4 KBAY-F <	
	5 KRQC-F	KRAY-F <	KUFX-F	5 KRAY-F <	5 KOCN-F		KSCO <	5 KOCN-F <	5 KBOQ-F	
	6 KUFX-F <	6 KRQC-F <	KGO <		KSCO <		6 KOCN-F	6 KTOM-F <		
	7 KBAY-F	7 KBAY-F <			7 KBOQ-F		KBAY-F <	7 KGO <		
					KPIG-F <			8 KMBY-F		
					9 KTOM-AF					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KWAV-F	1 KWAV-F	1 KWAV-F >	1 KWAV-F >	1 KWAV-F >	1 KDON-F >	1 KRQC-F	1 KRQC-F	1 KRQC-F	1 KPIG-F
KOON-F >	2 KDON-F >	2 KDON-F	2 KDON-F	2 KOCN-F	2 KRAY-F	KDON-F <	2 KUFX-F	2 KPIG-F <	2 KGO <
3 KMBY-F	3 KMBY-F	KMPG	3 KOCN-F <	3 KDON-F	KRQC-F	3 KRAY-F	KRAY-F	3 KDON-F <	3 KRQC-F
KBAY-F >	4 KBAY-F	KRAY-F >	4 KBAY-F	KRAY-F	4 KMBY-F >>	4 KMBY-F	4 KMBY-F	4 KMBY-F <	4 KUFX-F <
5 KOCN-F	5 KRAY-F		5 KRAY-F	5 KTOM-AF		5 KUFX-F	KSJO-F	5 KUFX-F	5 KWAV-F
KVRG-F				KBAY-F		KSJO-F >		KGO	KNBR
KRQC-F >								KRAY-F	

MONTEREY-SALINAS-SANTA CRUZ

Consolidation Report	12+	25-54	Revenue
Henry KRQC-FM, KDON-FM	10.5 %	7.0 %	13.2 %
Local KAXT-FM, KPIG-FM, KXDC-FM	6.1 %	8.9 %	14.0 %
	16.6 %	15.8 %	27.2 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KAXT-F	C	93.5	Hollister	1.2	4.0	
KCTY	SP	980	Salinas	1.3	3.6	
KJMY-F	SAC	103.9	Seaside	0.4	1.0	
KKMC	REL	880	Gonzales	0.7	2.4	
KRKC-F	AC	102.1	King City	0.7	1.5	
KVRG-F	SP	107.1	Seaside	1.7	3.6	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBGG-F	O-70S	98.1	San Francisco	0.4	0.7	
KCBS	N/T	740	San Francisco	1.5	6.3	
KLOK	SP	1170	San Jose	1.2	2.6	
KMPG	SP	1520	Hollister	0.9	1.2	
KOME-F	AOR	98.5	San Jose	1.7	5.3	
KSFO	T	560	San Francisco	0.9	2.2	
KSJO-F	AOR	92.3	San Jose	1.5	4.2	
KZOL-FF	SP	99.1	Santa Cruz	1.9	5.3	

AM Stations

KIDO	630	1 kw (DA-2)	Standards	CNN	\$<20.00	D&R
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	K&P
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic		\$<20.00	Caballero
KTOM	1380	5 kw (DA-2)	See KTOM-F			

FM Stations

KAXT	93.5	110 w @ 2260	Country	\$20.00	MMR	KXDC owner	Hollister
KBOQ	95.5	1.7 kw @ 630	Classical	\$30.00	Allied		Carmel
KDON	102.5	18.5 kw @ 2270	CHR	\$39.00	Christal	Henry	
KLFA	93.9	5.4 kw @ 702	Hispanic	\$<20.00	Caballero		King City
KLOK	99.5	30 kw @ 640	Hispanic	\$<20.00	Caballero	EXCL	Greenfield
KMBY	104.3	6 kw @ 328	AOR	\$<20.00	Mc-Guild		Gonzales
KDCN	105.1	1.8 kw @ 600	Oldies	Westwd \$31.00	Torbet		Pacific Grove
KPIG	107.5	2.85 kw @ 335	Prog. AOR	\$27.00	MMR	KXDC owner	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic	\$<20.00	Lotus		
KRQC	92.7	6.9 kw @ 620	Oldies-70's	\$21.00	Christal	Henry	Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC \$51.00	Katz	Magic	
KWAV	96.9	18 kw @ 2450	AC	AP \$47.00	D&R	Buckley	
KXDC	101.7	2.4 kw @ 528	Jazz	\$<20.00	--		Carmel

Notes: * Billing in combination with KCTY . . . ^ Billing in combination with KTGE . . . 8/96 KIEZ (540) sold for \$217,000 . . . 9/96 KSOL-F/KZOL-F (ex-KYLZ-F) changed from Urban AC to Spanish language near the end of the survey period

Jim Duncan

Comments: Listening levels are down more than a full rating point versus a year ago . . . KDON solidified its position as a seven-share station . . . KWAV-F is now two share points above its four-book average . . . KTOM-AF and KOCN-F both are down sharply . . . This remains one of the least consolidated markets

NASHVILLE

Arbitron Rank: 44	Pop (12+): 911,900	Stations: 26 / 26	Last Year's Revenue: \$46,800,000
MSA Rank: 50		Diaries: 1,446/631:1/50.2%	Household Income: \$46,775
MSA Pop: 1,100,000		Sample Target: 1,430	Retail Dollars: \$12.1 Bil
DMA: 33		% Below Line: 0.0	#1 Biller: WSIX-F \$11,100,000
Average Person Ratings: 15.7		% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL In Hours: 21.25		Pop per Station: 33,774	SFX duop \$13,400,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	WSIX-F	211 / 14.8	16.4	14.9	15.3	14.9	15.4	2468 / 27.1	28.8	29.3	I	WSIX-F
2	WSM-F	120 / 8.4	9.8	10.0	9.4	10.0	9.4	1815 / 19.9	21.0	22.2	H	WSM-F
3	WQOK-F	114 / 8.0	6.8	6.8	7.4	6.0	7.2	1212 / 13.3	11.6	13.4	D	WQOK-F
4	WRVW-F	103 / 7.2	7.7	5.4	5.9	7.0	6.5	1744 / 19.1	18.6	19.8	D	WRVW-F
5	WKDF-F	90 / 6.3	6.3	6.3	5.6	6.0	6.1	1314 / 14.4	15.7	16.9	F	WKDF-F
6	WGFX-F	87 / 6.1	5.6	7.0	5.3	7.0	6.0	1389 / 15.2	15.6	18.7	E	WGFX-F
7	WJXA-F	80 / 5.6	5.1	6.6	4.3	5.5	5.4	1139 / 12.5	11.8	13.8	E	WJXA-F
8	WLAC-F	61 / 4.3	3.8	3.9	5.2	4.1	4.3	939 / 10.3	11.1	12.7	D	WLAC-F
9	WRMX-F	59 / 4.1	3.9	3.8	3.4	3.5	3.8	1100 / 12.1	11.5	14.2	O	WRMX-F
10	WSM	58 / 4.1	3.7	3.8	4.2	2.6	3.9	726 / 8.0	7.9	7.0	O	WSM
11	WWTN-F	52 / 3.6	3.3	3.4	2.9	2.4	3.3	965 / 10.6	8.8	8.1	B	WWTN-F
12	WJCE-F	49 / 3.4	2.8	2.7	3.2	3.3	3.1	711 / 7.8	6.5	7.0		WJCE-F
13	WLAC	44 / 3.1	3.6	4.0	3.4	3.2	3.5	747 / 8.2	8.9	8.5	D	WLAC
14	WVWL	32 / 2.2	1.1	1.4	1.7	2.2	1.6	332 / 3.6	2.5	5.1		WVWL

12+ FM Share (Metro): 86.90 % (1095 of 1260) (Summer 95 85.62 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQOK-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 WQOK-F >	1 WSIX-F >
2 WSIX-F	2 WRVW-F	2 WRVW-F <	2 WGFX-F <	2 WSM-F	2 WSM-F >	2 WSM-F	2 WRVW-F	2 WSM-F <	2 WSIX-F <	2 WSM-F
3 WKDF-F <	3 WKDF-F	3 WGFX-F	3 WSM-F	3 WGFX-F <	3 WSM	3 WRVW-F <	3 WGFX-F <	3 WQOK-F	3 WSM-F	3 WSM-F
4 WRVW-F >	4 WQOK-F <	4 WSM-F <	WRVW-F	4 WRVW-F <	4 WJXA-F <	4 WKDF-F <	4 WSM-F	4 WRVW-F <	4 WKDF-F	4 WKDF-F
5 WGFX-F	5 WKDF-F <	5 WKDF-F <	5 WQOK-F <	5 WJXA-F	5 WRMX-F	5 WGFX-F <	WJXA-F	5 WKDF-F <	5 WRVW-F	5 WRVW-F
6 WSM-F	6 WQOK-F	6 WQOK-F	6 WJXA-F <	6 WLAC-F <	6 WGFX-F	6 WQOK-F	6 WKDF-F <	6 WJXA-F	6 WJCE-F	6 WJCE-F
7 WJXA-F <	7 WJXA-F <	7 WJXA-F <	7 WLAC-F <	7 WQOK-F <	7 WQOK-F	7 WSM <	7 WSM <	7 WLAC-F	7 WLAC-F	7 WLAC-F
8 WLAC-F	8 WLAC-F	8 WLAC-F	8 WKDF-F <	8 WRMX-F			8 WLAC-F <	9 WWTN-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 WRVW-F <	1 WSIX-F	1 WSIX-F <	1 WSIX-F >	1 WSIX-F >	1 WKDF-F >>	1 WKDF-F <	1 WSIX-F >	1 WSIX-F	1 WSIX-F >
2 WSIX-F	WRVW-F >	2 WRVW-F >	2 WRVW-F	2 WSM-F <	2 WSIX-F	2 WSIX-F >	2 WRVW-F <	2 WKDF-F <	2 WGFX-F
3 WQOK-F >	3 WQOK-F	3 WLAC-F <	3 WSM-F	3 WJXA-F <	3 WGFX-F	3 WRVW-F <	3 WWTN-F <	3 WGFX-F >	3 WWTN-F <
4 WKDF-F	4 WGFX-F	4 WSM-F	4 WGFX-F	4 WRVW-F	WRVW-F	4 WGFX-F	4 WGFX-F <	4 WQOK-F <	4 WSM-F
5 WJCE-F >	WKDF-F <	WGFX-F	WJXA-F <	5 WLAC-F	WQOK-F	5 WQOK-F	5 WQOK-F	5 WRVW-F <	5 WKDF-F <
6 WSM-F <	6 WJXA-F	6 WLAC-F	6 WLAC-F	6 WGFX-F	6 WSM-F >	6 WWTN-F	6 WKDF-F	6 WSM-F	6 WRMX-F
7 WLAC-F	7 WKDF-F	WQOK-F >	7 WQOK-F <		7 WSM-F	7 WJXA-F	WWTN-F >	WQOK-F	8 WRVW-F
	WJXA-F	WQOK-F							

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Dick WGFX-FM, WKDF-FM	12.4 %	12.5 %	15.6 %	WAMB-AF ST 1160 Nashville	0.8 /	2.4	
Gaylord WSM-AM, WSM-FM, WWTN-FM	16.1 %	15.1 %	21.8 %	WANT-F C 98.9 Lebanon	0.4 /	1.3	
SFX WRVW-FM, WSIX-FM	22.0 %	23.4 %	28.6 %	WBOZ-F G 104.9 Woodbury	0.3 /	1.0	
Sinclair TV WJCE-FM, WLAC-AM, WLAC-FM	10.8 %	12.1 %	10.7 %	WKDA T 1240 Nashville	0.3 /	2.3	
South Central WJXA-FM, WRMX-FM	9.7 %	12.0 %	12.8 %	WMD B 880 Nashville	1.0 /	2.7	
				WMMU-F C 102.9 Shelbyville	0.6 /	3.8	
				WQZQ-F CL AOR 102.5 Dickson	0.5 /	2.4	
				WRLG-F AOR-NR 94.1 Smyrna	1.1 /	4.9	
				WRLT-F AOR-P 100.1 Franklin	1.3 /	5.0	
				WVRY-F G 105.1 Waverly	0.5 /	0.7	
	71.0 %	75.1 %	89.5 %				

NASHVILLE

AM Stations

WLAC	1510	50 kw (DA-N)	Talk/Relig	CBS	\$49.00	Banner	Sinclair TV
WSM	650	50 kw	Country/FS	Westwd	\$48.00	Christal	Gaylord
WVOL	1470	5 kw/1kw (DA-2)	Black	ABC	\$24.00	MMR	

FM Stations

WGFX	104.5	49 kw @ 1312	Oldies - 70's	Source	\$60.00	Katz	Dick	
WJCE	101.1	47 kw @ 1289	Black AC	ABC	\$47.00	—	Sinclair TV	Russelville, KY
WJXA	92.9	100 kw @ 1053	Soft AC		\$72.00	Eastman	South Central	
WKDF	103.3	100 kw @ 1233	AOR	ABC	\$85.00	Katz	Dick	
WLAC	105.9	100 kw @ 1233	AC		\$63.00	Banner	Sinclair TV	
WQQK	92.1	3 kw @ 463	Black		\$49.00	MMR		Hendersonville
WRMX	96.3	100 kw @ 826	Oldies		\$52.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$58.00	Mc-Guild	SFX	Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$190.00	Mc-Guild	SFX	
WSM	95.5	100 kw @ 1286	Country		\$139.00	Christal	Gaylord	
WWTN	99.7	100 kw @ 1296	Talk	Westwd	\$27.00	Mc-Guild	Gaylord	Manchester

Notes:

Jim Duncan

Comments: WSIX-F is expanding its lead over WSM-F . . . WQQK-F had its highest 12+ share in over two years . . . WKDF-F had its third consecutive 6.3 . . . WWTN-F is showing steady growth

NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 14 Pop (12+): 2,253,200
MSA Rank: 14
MSA Pop: 2,670,000
DMA: New York (#1)
Average Person Ratings: 17.5
Market TSL in Hours: 23.00

Stations: 41 / 16
Diaries: 3,300/683:1/49.8%
Sample Target: 3,270
% Below Line: NA
% Not Listed: NA
Pop per Station: 132,541

Last Year's Revenue: \$36,500,000
Household Income: \$80,109
Retail Dollars: \$29.6 Bil
#1 Biller: WALK-AF \$11,400,000
#1 Billing Portfolio: Chancellor duop+ \$24,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WKTU-F	CHR/U	276 / 7.0	7.4	4.0	2.7	2.5	5.3	4603 / 20.4	19.7	6.9		WKTU-F
2 WALK-F	AC	244 / 6.2	6.7	7.3	6.5	6.3	6.7	2992 / 13.3	15.1	14.6		I WALK-F
3 WBLI-F	AC/CHR	130 / 3.3	3.3	3.4	3.7	4.1	3.4	2468 / 11.0	10.1	11.2		G WBLI-F
4 WBAB-FF	AOR	125 / 3.2	3.3	3.1	2.7	3.7	3.1	2334 / 10.4	11.1	12.1		G WBAB-FF
5 WKJY-F	AC	110 / 2.8	2.4	3.2	2.9	3.4	2.8	1501 / 6.7	6.9	8.7		F WKJY-F
6 WHLI	ST	107 / 2.7	2.7	3.6	3.1	3.5	3.0	918 / 4.1	3.3	4.0		C WHLI
7 WBZO-F	O	104 / 2.6	3.0	2.3	2.9	2.8	2.7	1763 / 7.8	8.5	7.8		D WBZO-F
8 WMJC-F	C	72 / 1.8	1.3	0.4	0.2	0.4	0.9	782 / 3.5	3.1	2.2		WMJC-F
9 WLIR-FF	NR/AC	53 / 1.3	1.1	1.0	0.9	1.0	1.1	1458 / 6.5	5.2	6.1		E WLIR-FF
10 WLUX	ST	52 / 1.3	0.9	0.7				685 / 3.0	2.3			WLUX
11 WRCN-F	AOR	42 / 1.1	1.1	1.6	1.4	2.1	1.3	650 / 2.9	3.7	6.0		D WRCN-F
12 WBAZ-F	SAC	14 / 0.4	0.4	0.6	0.7		0.5	321 / 1.4	1.4			WBAZ-F
13 WLNG-AF	O	12 / 0.3		0.4	0.5			172 / 0.8				WLNG-AF

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 WKTU-F >>>	1 WKTU-F >>	1 WKTU-F	1 WKTU-F	1 WALK-F >	1 WALK-F >	1 WALK-F >	1 WKTU-F <	1 WKTU-F	1 WKTU-F >>	1 WALK-F
2 WBAB-FF	2 WALK-F <	2 WALK-F	2 WALK-F	2 WBAB-FF	2 WHLI	2 WKTU-F >	2 WALK-F >	2 WALK-F >	2 WALK-F >	2 WKTU-F
3 WBLI-F <	3 WBAB-FF	3 WBAB-FF	3 WBAB-FF	3 WBLI-F	3 WKTU-F	3 WBLI-F <	3 WKJY-F <	3 WBLI-F <	3 WBLI-F <	3 WBLI-F <
4 WALK-F	4 WBLI-F	4 WBLI-F	4 WBLI-F	4 WKJY-F	WBZO-F	4 WBAB-FF <	4 WBLI-F <	4 WBAB-FF	4 WBAB-FF	4 WBAB-FF
5 WKJY-F <	5 WKJY-F	5 WKJY-F	5 WKJY-F	5 WBZO-F	5 WBLI-F	5 WKJY-F	5 WBAB-FF	5 WKJY-F <	5 WKJY-F <	5 WKJY-F <
6 WLIR-FF		6 WBZO-F	6 WBZO-F	6 WKJY-F	WBZO-F	6 WKJY-F	6 WBZO-F	6 WBZO-F	6 WBZO-F	6 WBZO-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 WKTU-F >>	1 WKTU-F >>	1 WKTU-F >	1 WKTU-F	1 WALK-F	1 WKTU-F >>	1 WKTU-F >	1 WKTU-F <	1 WKTU-F	1 WBAB-FF <
2 WALK-F >>	2 WALK-F <	2 WBLI-F	2 WALK-F >	2 WKTU-F	2 WLIR-FF >	2 WBAB-FF >	2 WBAB-FF >>	2 WBAB-FF >	2 WKTU-F
3 WBLI-F	3 WBLI-F <	WKJY-F >	3 WBLI-F	3 WBLI-F	WBAB-FF	3 WLIR-FF	3 WLIR-FF	3 WALK-F >	3 WALK-F >
4 WBAB-FF	4 WKJY-F	4 WALK-F	4 WKJY-F	4 WKJY-F >	4 WRCN-F	4 WBLI-F	4 WBLI-F <	4 WLIR-FF	4 WBZO-F
5 WKJY-F	5 WBAB-FF >	WBAB-FF >	5 WBAB-FF	5 WBAB-FF	WBLI-F	5 WRCN-F	5 WALK-F	WBLI-F	
			6 WBZO-F	6 WBZO-F		WALK-F >			

NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue
Barnstable WRCN-FM, WMJC-FM, WGSM-AM, WKJY-FM, WHLI-AM	8.4 %	7.8 %	22.2 %
Chancellor WHFM-FM, WGBB-AM, WBLI-FM, WBAB-FM, WALK-FM, WALK-AM	12.7 %	16.4 %	65.4 %
	21.1 %	24.2 %	87.6 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	3.7	/ 10.4	
WAXQ-F	CL AOR	104.3	New York	2.4	/ 7.7	
WBL5-F	B	107.5	New York	2.0	/ 4.1	
WCBS	N	880	New York	4.0	/ 15.2	
WCBS-F	O	101.1	New York	4.6	/ 12.6	
WEZN-F	SAC	99.9	Bridgeport, CT	0.8	/ 4.5	
WFAN	SPRTS	660	New York	3.8	/ 12.2	
WHTZ-F	CHR	100.3	Newark, NJ	3.6	/ 16.2	
WINS	N	1010	New York	2.2	/ 13.3	
WLTW-F	SAC	106.7	New York	2.4	/ 8.5	
WMXV-F	AC	105.1	New York	1.8	/ 7.1	
WNEW-F	AOR	102.7	New York	1.8	/ 6.1	
WOR	T	710	New York	4.4	/ 9.6	
WPAT-F	SP	93.1	Paterson, NJ	0.7	/ 1.9	
WPLJ-F	CHR-NR	95.5	New York	2.8	/ 12.0	
WPLR-F	AOR	99.1	New Haven, CT	0.3	/ 1.4	
WQCD-F	J	101.9	New York	2.0	/ 7.5	
WQEW	ST	1560	New York	1.4	/ 3.7	
WQHT-F	CHR/U	97.1	New York	2.7	/ 8.1	
WQXR-F	CL	96.3	New York	2.0	/ 5.3	
WRKS-F	B/AC	98.7	New York	1.4	/ 4.5	
WSKQ-F	SP	97.9	New York	0.8	/ 2.2	
WWRL	G	1600	New York	0.3	/ 0.6	
WWYZ-F	C	92.5	Waterbury, CT	0.4	/ 1.2	
WXRK-F	T/NR	92.3	New York	3.9	/ 12.7	

AM Stations

WHLI	1100	10 kw (Days, DA)	Standards	\$38.00	D&R	Barnstable	Hempstead
WLUX	540	250 w/204 w	Standards	ABC	NA	---	Islip

FM Stations

WALK	97.5	39 kw @ 554	AC	\$210.00	Katz	Chancellor	Patchogue
WBAZ	101.7	5.5 kw @ 341	SAC	Westwd, CNN	\$50.00	Eastman	Southold
WBLI	106.1	48.5 kw @ 499	AC/CHR	\$140.00	Mc-Guild	Chancellor	Patchogue
WBZO	103.1	3 kw @ 285	Oldies	\$57.00	D&R		Bay Shore
WKJY	98.3	3 kw @ 328	AC	\$90.00	Interep	Barnstable	Hempstead
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	NA	Eastman	Evergreen
WLNG	92.1	5.3 kw @ 347	Oldies	Westwd	NA	---	Sag Harbor
WMJC	94.3	3 kw @ 300	Country	NA	Katz	Barnstable	Smithtown
WRCN	103.9	1.52 kw @ 466	AOR	\$52.00	Mc-Guild	Barnstable	Riverhead

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

Jim Duncan

Comments: WMJC-F continues to show growth as a Country station (the old WYNY-F used to earn two to three share points on Long Island) . . . It surprises me to see WKTU-F perform so well on the Island

NEW ORLEANS

Arbitron Rank: 38	Pop (12+): 1,025,100	Stations: 26 / 25	Last Year's Revenue: \$40,600,000
MSA Rank: 41		Diaries: 2,950/347:1/51.4%	Household Income: \$40,636
MSA Pop: 1,310,000		Sample Target: 2,810	Retail Dollars: \$12. Bil
DMA: 41		% Below Line: 0.4	#1 Biller: WWL/WSMB \$8,600,000
Average Person Ratings: 17.2		% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL In Hours: 23.00		Pop per Station: 41,004	Clear Channel duop+ \$14,300,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WQUE-F	232 / 13.1	13.2	12.4	13.8	14.2	13.1	2374 / 23.2	24.2	24.4		G	WQUE-F
2	WWL	162 / 9.2	6.4	8.3	8.8	6.3	8.2	2000 / 19.5	16.1	17.4		H	WWL
3	WYLD-F	141 / 8.0	7.5	7.3	7.2	8.7	7.5	1972 / 19.2	18.4	19.2		E	WYLD-F
4	WNOE-F	113 / 6.4	7.4	8.5	7.8	7.9	7.5	1494 / 14.6	17.3	18.1		F	WNOE-F
5	KHOM-F	91 / 5.1	5.0	4.1	2.4	2.1	4.2	1760 / 17.2	9.0	8.1			KHOM-F
6	WLMG-F	85 / 4.8	4.8	5.3	4.9	4.3	5.0	1257 / 12.3	14.0	13.0		D	WLMG-F
7	WTKL-F	84 / 4.8	5.0	5.5	4.7	5.6	5.0	1133 / 11.1	11.9	13.2		D	WTKL-F
	WRNO-F	84 / 4.8	5.3	4.8	4.8	4.9	4.9	1403 / 13.7	15.1	14.8		E	WRNO-F
9	WEZB-F	83 / 4.7	3.6	4.5	4.7	4.4	4.4	1672 / 16.3	14.5	16.8		D	WEZB-F
10	KMEZ-F	71 / 4.0	4.8	3.9	4.8	5.2	4.4	1063 / 10.4	11.4	11.2		C	KMEZ-F
11	WLTS-F	67 / 3.8	4.3	4.0	3.6	4.7	3.9	1114 / 10.9	12.4	12.9		D	WLTS-F
12	WCKW-F	62 / 3.5	3.4	4.5	2.4	3.0	3.4	1152 / 11.2	11.0	9.5		C	WCKW-F
13	WYLD	56 / 3.2	3.6	2.5	3.2	2.9	3.1	703 / 6.9	7.5	6.6			WYLD
14	WBYU	55 / 3.1	2.9	2.7	2.3	3.4	2.8	498 / 4.9	5.6	6.4		B	WBYU
15	KLJZ-F	48 / 2.7	3.0	3.2	3.3	4.4	3.1	819 / 8.0	8.3	11.4		B	KLJZ-F
16	WZRH-F	38 / 2.1	2.0	2.1	2.1	2.0	2.1	753 / 7.3	7.1	7.7		B	WZRH-F
17	WBOK	29 / 1.6	2.7	1.6	2.9	1.8	2.2	440 / 4.3	4.5	4.6		A	WBOK
18	WSMB	21 / 1.2	0.9	0.9	1.7	1.2	1.2	419 / 4.1	3.2	4.8			WSMB

12+ FM Share (Metro): 76.68 % (1213 of 1582) (Summer 95 79.89 %)

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 WQUE-F >
2 KHOM-F >>	2 WYLD-F <	2 WYLD-F >	2 WQUE-F	2 WQUE-F	2 WNOE-F <	2 WQUE-F >	2 WQUE-F >	2 WWL <	2 WYLD-F >	2 WYLD-F >
	3 WEZB-F	3 WRNO-F	3 WRNO-F <	3 WWL <	3 WYLD-F	3 WNOE-F <	3 WYLD-F	3 WYLD-F <	3 KHOM-F	3 WWL >
	KHOM-F <	4 WEZB-F <	4 WWL	4 WRNO-F	WTKL-F	4 WYLD-F	WNOE-F <	4 WNOE-F <	4 KMEZ-F <	
5 WRNO-F <	5 WNOE-F <	5 WTKL-F <	5 WTKL-F <	5 WLMG-F	5 WCKW-F <	5 WLMG-F	5 KHOM-F <	5 WWL		
6 WCKW-F	6 WWL <	6 WLTS-F	6 WNOE-F <	6 KMEZ-F <	6 WRNO-F	6 WRNO-F <	6 WRNO-F <	6 WRNO-F <		
7 WNOE-F <	7 KHOM-F <	WNOE-F <	7 WLTS-F	7 WBYU <		7 WEZB-F	7 WEZB-F <	7 WEZB-F <		
8 WLTS-F	8 WLTS-F	8 WEZB-F <	KMEZ-F <			WTKL-F <	8 WLMG-F			
	WCKW-F <	9 WLMG-F <	9 WLMG-F <			9 WLTS-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 WQUE-F >>	1 WQUE-F >>	1 WQUE-F	1 WQUE-F	1 WYLD-F	1 WQUE-F >>	1 WQUE-F >>	1 WQUE-F	1 WQUE-F >	1 WWL
2 KHOM-F >	2 WYLD-F <	2 WYLD-F	2 WYLD-F >	2 WQUE-F	2 WCKW-F	2 WYLD-F	2 WRNO-F	2 WRNO-F <	WRNO-F <
3 WNOE-F	3 KHOM-F	3 WLTS-F	3 WLTS-F <	3 WLTS-F	WEZB-F	WRNO-F <	3 WYLD-F	3 WYLD-F	3 WYLD-F <
4 WEZB-F	4 WEZB-F	4 WEZB-F	4 WNOE-F <	4 WLMG-F	4 WYLD-F	4 WCKW-F	4 WCKW-F >	4 WCKW-F	4 WQUE-F
WYLD-F >>	5 WNOE-F <	5 KHOM-F	5 KHOM-F	WTKL-F	KHOM-F >	5 WEZB-F	5 WEZB-F <	WWL	5 WCKW-F <
	6 WLTS-F >	6 WLMG-F	6 WEZB-F <	WNOE-F	6 KHOM-F <	6 WZRH-F	6 WZRH-F	6 WEZB-F	6 WTKL-F
		WNOE-F	7 KMEZ-F	7 KMEZ-F	7 WZRH-F	7 KHOM-F	7 KHOM-F		7 WNOE-F <
		8 WRNO-F	WTKL-F	8 WYLD		8 WWL >			
			WLMG-F						

NEW ORLEANS

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel KLJZ-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	33.7 %	32.3 %	35.2 %	KKNO	REL	750	Gretna	0.5 / 0.8	
				WCKW	G	1010	Garyville	0.5 / 0.7	
Heritage WBYU-AM, WEZB-FM, WRNO-FM	12.6 %	12.2 %	16.7 %	WGSO	N	990	New Orleans	0.5 / 2.2	
				WODT	SPRTS	1280	New Orleans	0.3 / 1.6	
Muniz WLTS-FM, WTKL-FM	8.6 %	11.6 %	12.6 %	WTIX	T	690	New Orleans	0.9 / 2.4	
				WYLA-FF	C	94.7	Lacombe	0.4 / 1.1	
Sinclair TV KMEZ-FM, WLMG-FM, WSMB-AM, WWL-AM	19.2 %	19.1 %	28.8 %	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
	74.1 %	75.2 %	93.3 %	WFMF-F	CHR	102.5	Baton Rouge	0.4 / 1.8	

AM Stations

Station	Time	Power	Genre	Advertiser	Rate	Agency	Product
WBOK	1230	1 kw	Gospel	Westwd, AURN	\$23.00	---	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	---	Heritage
WSMB	1350	5 kw (DA-N)	Talk	CBS	\$21.00	Allied	Sinclair TV
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$140.00	Allied	Sinclair TV
WYLD	940	10 kw/500 w (DA-2)	Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Genre	Advertiser	Rate	Agency	Product
KHOM	104.1	100 kw @ 1946	CHR	Westwd	\$26.00	Torbet	Houma
KLJZ	106.7	100 kw @ 983	Jazz		\$38.00	Mc-Guild	Clear Channel
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Sinclair TV
WCKW	92.3	100 kw @ 1946	Classic AOR		\$42.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR		\$70.00	MMR	Heritage
WLMG	101.9	100 kw @ 984	Soft AC		\$70.00	Allied	Sinclair TV
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	Mc-Guild	Muniz
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Mc-Guild	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$98.00	D&R	Clear Channel
WRNO	99.5	100 kw @ 1004	Oldies-70's	Source	\$72.00	MMR	Heritage
WTKL	95.7	100 kw @ 984	Oldies	ABC	\$55.00	Mc-Guild	Muniz
WYLD	98.5	100 kw @ 902	Black AC	ABC, USA	\$66.00	D&R	Clear Channel
WZRH	106.1	50 kw @ 492	New Rock		\$27.00	---	Picayune

Notes: WYLD reclassified as Gospel (from Black) . . . 9/96 KLJZ-F changed from Jazz to AOR-New Rock as KKND-F ("The End")

Jim Duncan

Comments: Best book in more than two years for WWL . . . Country WNOE-F is down significantly . . . KHOM-F maintained its 5 share while WEZB-F climbed above its four-book average . . . WQUE-F kept rolling along with a 13 share

NEW YORK

Arbltron Rank: 1 Pop (12+): 14,114,700	Stations: 46 / 45	Last Year's Revenue: \$428,000,000
MSA Rank: 1	Diaries: 10,595/1332:1/46.9%	Household Income: \$59,412
MSA Pop: 15,700,000	Sample Target: 8,450	Retail Dollars: \$119.3 Bil
DMA: 1	% Below Line: 0.6	#1 Biller: WFAN \$35,100,000
Average Person Ratings: 18.5	% Not Listed: 12.2	#1 Billing Portfolio: Westinghouse duop+ \$161,200,000
Market TSL In Hours: 24.50	Pop per Station: 313,660	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WKU-F	1768 / 6.8	6.7	3.4	1.9	2.4	4.7	25539 / 18.1	18.1	5.8		I	WKU-F
2	WQHT-F	1649 / 6.3	5.8	5.4	6.1	6.6	5.9	18645 / 13.2	13.5	13.9		K	WQHT-F
3	WCBS-F	1274 / 4.9	5.0	4.9	4.9	4.8	4.9	18275 / 12.9	13.1	12.9		K	WCBS-F
4	WLTW-F	1169 / 4.6	5.1	5.4	4.6	4.7	4.9	17831 / 12.6	13.5	12.2		K	WLTW-F
5	WSKQ-F	1109 / 4.2	3.6	4.4	5.5	4.7	4.4	11261 / 8.0	7.4	7.8		I	WSKQ-F
6	WRKS-F	1051 / 4.0	4.7	5.1	4.9	6.1	4.7	14494 / 10.3	11.5	13.9		K	WRKS-F
7	WINS	958 / 3.7	3.6	3.8	3.5	3.5	3.6	21778 / 15.4	15.7	15.3		K	WINS
8	WOR	896 / 3.4	3.8	2.8	2.8	2.8	3.2	11848 / 8.4	8.7	7.3		J	WOR
9	WXRK-F	891 / 3.4	3.0	2.9	3.6	3.1	3.2	15205 / 10.8	10.1	10.3		K	WXRK-F
10	WABC	867 / 3.3	3.4	3.6	4.5	3.6	3.7	13919 / 9.9	8.7	9.8		K	WABC
11	WCBS	841 / 3.2	3.1	3.7	3.7	3.3	3.4	18836 / 13.3	12.8	13.0		K	WCBS
12	WPAT-F	831 / 3.2	2.8	3.3	2.3	2.3	2.9	8114 / 5.7	5.8	7.1		I	WPAT-F
	WBLS-F	831 / 3.2	2.9	2.8	2.9	3.2	2.9	12118 / 8.6	8.3	9.3		I	WBLS-F
14	WQCD-F	787 / 3.0	2.9	3.5	3.1	3.5	3.1	12073 / 8.6	8.9	9.3		J	WQCD-F
15	WPLJ-F	766 / 2.9	3.4	3.4	4.1	3.7	3.5	14946 / 10.6	11.8	13.2		K	WPLJ-F
16	WHTZ-F	707 / 2.7	2.8	3.1	3.8	4.2	3.1	17676 / 12.5	12.9	16.2		J	WHTZ-F
17	WFAN	704 / 2.7	2.3	2.6	2.9	2.3	2.6	12373 / 8.8	8.5	8.1		K	WFAN
18	WMXV-F	636 / 2.4	2.4	3.1	3.0	2.9	2.7	13290 / 9.4	9.5	10.2		J	WMXV-F
19	WQXR-F	553 / 2.1	2.8	2.8	2.6	2.6	2.6	9140 / 6.6	6.9	6.4		H	WQXR-F
20	WQEW	538 / 2.1	1.9	2.2	2.0	2.0	2.0	5778 / 4.1	4.2	4.0		E	WQEW
21	WAXQ-F	534 / 2.0	1.7	1.8	1.9	2.0	1.9	10693 / 7.6	5.9	6.8		H	WAXQ-F
22	WNEW-F	451 / 1.7	1.9	1.7	1.7	1.9	1.8	9084 / 6.4	7.1	8.0		J	WNEW-F
23	WADO	407 / 1.6	1.9	2.0	2.3	1.3	1.9	4130 / 2.9	3.6	2.5		H	WADO
24	WLIB	278 / 1.1	1.0	1.2	1.2	1.0	1.1	3148 / 2.2	2.0	2.0		E	WLIB
25	WALK-F	270 / 1.0	1.1	1.1	1.1	1.0	1.1	3430 / 2.4	2.8	2.5			WALK-F
26	WWRL	176 / 0.7	0.5	0.8	0.6	0.8	0.6	1857 / 1.3	1.7	1.7			WWRL
27	WHUD-F	170 / 0.7	0.5	0.4	0.4	0.6	0.5	2228 / 1.6	1.4	1.4			WHUD-F

12+ FM Share (Metro): 70.34 % (14727 of 20936) (Summer 95 74.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WQHT-F >>	1 WKU-F	1 WKU-F	1 WKU-F >	1 WKU-F	1 WCBS-F	1 WXRK-F	1 WKU-F	1 WKU-F	1 WQHT-F	1 WQHT-F
2 WKU-F >	2 WQHT-F >	2 WQHT-F	2 WRKS-F <	2 WCBS-F	2 WOR <	2 WINS	2 WLTW-F	2 WQHT-F >	2 WKU-F	2 WINS <
3 WHTZ-F	3 WXRK-F	3 WSKQ-F <	3 WCBS-F <	3 WRKS-F <	3 WINS <	3 WCBS	WCBS-F <	3 WLTW-F <	3 WRKS-F	3 WRKS-F
4 WPLJ-F <	4 WRKS-F <	4 WLTW-F <	4 WLTW-F <	4 WLTW-F <	WLTW-F <	4 WQHT-F <	4 WQHT-F	4 WOR	4 WBLS-F	4 WOR <
5 WSKQ-F <	5 WXRK-F <	5 WSKQ-F <	5 WSKQ-F <	5 WSKQ-F <	5 WABC <	5 WSKQ-F <	5 WABC	WCBS-F	WSKQ-F <	5 WCBS
6 WHTZ-F <	6 WLTW-F <	6 WXRK-F <	6 WPLJ-F <	6 WCBS	6 WOR <	6 WSKQ-F <	6 WRKS-F <	6 WRKS-F <	6 WABC <	WKTU-F
7 WPAT-F <	WCBS-F <	7 WPLJ-F <	7 WQCD-F	7 WKU-F <	7 WRKS-F <	7 WPLJ-F				
8 WRKS-F	8 WPLJ-F	8 WQHT-F	WXRK-F <	8 WCBS-F <	8 WLTW-F <					
		WQCD-F <	9 WBLS-F							
		10 WBLS-F <	WPAT-F <							
		11 WPAT-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 WKU-F	1 WKU-F >	1 WKU-F >	1 WKU-F >	1 WKU-F	1 WQHT-F >	1 WQHT-F <	1 WKU-F	1 WKU-F <	1 WCBS-F <
2 WQHT-F >>	2 WQHT-F >	2 WPLJ-F <	2 WRKS-F <	2 WRKS-F <	2 WKU-F	2 WKU-F	2 WXRK-F <	2 WXRK-F <	2 WKU-F <
3 WHTZ-F >	3 WPLJ-F	3 WPAT-F	3 WQHT-F <	3 WLTW-F <	3 WHTZ-F <	3 WXRK-F >	3 WQHT-F >	3 WQHT-F	3 WXRK-F <
4 WMXV-F <	4 WPAT-F	4 WRKS-F	4 WLTW-F <	4 WSKQ-F <	4 WXRK-F	4 WSKQ-F <	4 WPLJ-F	4 WFAN <	4 WFAN
5 WLTW-F <	WRKS-F <	5 WQHT-F	5 WSKQ-F	5 WCBS-F	5 WSKQ-F >	5 WHTZ-F <	5 WFAN <	5 WCBS-F	5 WSKQ-F <
6 WSKQ-F <	6 WSKQ-F <	WSKQ-F <	6 WPLJ-F <	6 WPAT-F <	6 WAXQ-F <	6 WPLJ-F <	6 WAXQ-F <	6 WSKQ-F	6 WQHT-F
7 WRKS-F	7 WHTZ-F	7 WLTW-F <	7 WPAT-F <	7 WBLS-F	7 WPAT-F <	7 WAXQ-F <	7 WSKQ-F <	7 WSKQ-F <	WQCD-F <
WPLJ-F <	WLTW-F	8 WBLS-F	8 WBLS-F <	WPLJ-F <	8 WMXV-F	8 WFAN	8 WBLS-F <	8 WLTW-F <	8 WLTW-F <
9 WXRK-F		9 WCBS-F	9 WQCD-F						9 WPLJ-F <

NEW YORK

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Emmis WQHT-FM, WRKS-FM	10.3 %	9.1 %	9.7 %	WBAB-F	AOR	102.3	Babylon, NY	0.5 / 1.9	
Hefel/Clr. Chnl. WPAT-AM, WADO-AM	1.6 %	1.1 %	2.3 %	WBBR	N	1130	New York	0.4 / 2.5	
SBS WPAT-FM, WSKQ-FM, WXLX-AM	7.7 %	9.3 %	5.6 %	WBLI-F	AC/CHR	106.1	Patchogue, NY	0.5 / 1.9	
Viacom WLTW-FM, WAXQ-FM	6.5 %	7.9 %	7.8 %	WBZO-F	O	103.1	Bay Shore, NY	0.4 / 1.5	
Westinghouse WFAN-AM, WZRC-AM, WXRK-FM, WINS-AM, WCBS-FM, WCBS-AM, WNEW-FM	19.6 %	20.8 %	37.7 %	WFAS-F	AC	103.9	White Plains, NY	0.3 / 1.0	
	45.7 %	48.2 %	63.1 %	WFME-F	REL	94.7	Newark, NJ	0.5 / 1.6	
				WHLI	ST	1100	Hempstead, NY	0.5 / 0.9	
				WJUX-F	ST	99.7	Monticello, NY	0.3 / 0.6	
				WKJY-F	AC	98.3	Hempstead, NY	0.5 / 1.4	
				WLIR-F	AOR-NR	92.7	Garden City, NY	0.4 / 1.9	
				WMCA	REL	570	New York, NY	0.4 / 1.0	
				WMJC-F	C	94.3	Smithtown, NY	0.3 / 0.7	
				WMTR	ST	1250	Morristown, NJ	0.4 / 0.9	
				WNWK-F	E	105.9	Newark, NJ	0.5 / 1.9	
				WXLX	SP	620	Newark, NJ	0.3 / 0.9	

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WKXW-F	T	101.5	Trenton, NJ	0.6 / 2.7	

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WABC	770	50 kw	Talk	ABC	\$345.00	Banner ABC/Disney
WADO	1280	5 kw (DA-1)	Hispanic		\$140.00	Katz Hisp Heflat
WCBS	880	50 kw	News	CBS	\$394.00	CBS Westinghouse
WFAN	660	50 kw	Sports	Westwd, CBS	\$385.00	Infinity Westinghouse
WINS	1010	50 kw (DA-2)	News	CNN, ABC	\$434.00	Group W Westinghouse
WLIB	1190	10 kw (Days, DA)	Black News/Talk	AURN	\$75.00	Mc-Guild Inner City
WOR	710	50 kw (DA-1)	Talk	ABC, Westwd	\$305.00	Mc-Guild Buckley
WQEW	1560	50 kw (DA-2)	Standards		\$90.00	MMR New York Times
WWRL	1600	5 kw (DA-2)	Black Gospel	AURN	NA	--- Unity

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WALK	97.5	39 kw @ 554	AC		\$210.00	Katz Chancellor Patchogue
WAXQ	104.3	7.8 kw @ 1223	Classic AOR	Westwd	\$150.00	Katz Viacom
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC	\$270.00	Mc-Guild Inner City
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	\$500.00	CBS Westinghouse
WHTZ	100.3	6 kw @ 1362	CHR		\$340.00	--- Chancellor Newark, NJ
WHUD	100.7	50 kw @ 500	AC	AP, ABC	NA	Katz Peekskill, NY
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	\$210.00	Eastman Evergreen Lake Success, NY
WLTW	106.7	6 kw @ 1362	Soft AC		\$510.00	Katz Viacom
WMXV	105.1	6 kw @ 1362	AC		\$374.00	Sentry Bonneville
WNEW	102.7	7.8 kw @ 1223	AOR	Westwd	\$320.00	Group W Westinghouse
WPAT	93.1	5.4 kw @ 1420	Hispanic AC		\$210.00	Katz SBS Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335	CHR-NR	ABC	\$415.00	Katz ABC/Disney
WQCD	101.9	6 kw @ 1362	Jazz		\$340.00	Christal Tribune Co.
WQHT	97.1	6.7 kw @ 1339	CHR/Urban		\$370.00	MMR Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd	\$190.00	CMBS New York Times
WRKS	98.7	6 kw @ 1362	Black/AC	Source, Westwd	\$404.00	D&R Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic		\$240.00	SBS SBS
WXRK	92.3	6 kw @ 1362	Talk/NR	ABC	\$471.00	Infinity Infinity

Notes: 7/96 WFAS-AF (White Plains) sold by Commodore to Capstar for \$_____ . . . 7/96 WAXQ-F changed from AOR to Classic AOR . . .

Jim Duncan

Comments: WKTU-F is not a one-book wonder as it improved slightly over its Spring book . . . WQHT-F recovered to rise above its four-book average . . . WRKS-F had its lowest share since it changed to Black AC in Fall 94 . . . FM's share of listening is down 4 percentage points from a year ago . . . WHTZ-F had its lowest 12+ share in many years as it is hurt by WKTU-F

NORFOLK-VIRGINIA BEACH

Arbltron Rank: 33	Pop (12+): 1,210,900	Stations: 26 / 26	Last Year's Revenue: \$43,000,000
MSA Rank: 32		Diaries: 1,756/690:1/57.0%	Household Income: \$43,121
MSA Pop: 1,560,000		Sample Target: 1,670	Retail Dollars: \$14.7 Bil
DMA: 40		% Below Line: 0.0	#1 Biller: WOWI-F \$5,000,000
Average Person Ratings: 15.8		% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours: 20.75		Pop per Station: 46,573	Max duop+ \$10,600,000

12+ Metro	Format	Summer 96		Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WOWI-F	264	13.8	11.4	12.0	10.8	10.7	12.0	2524 / 20.8	20.9	19.3		F	WOWI-F
2	WCMS-AF	172	9.0	5.8	7.2	7.6	7.5	7.4	2007 / 16.6	13.3	15.0		E	WCMS-AF
3	WGH-F	126	6.6	6.7	6.9	5.5	5.4	6.4	2028 / 16.7	15.7	14.6		F	WGH-F
4	WFOG-AF	103	5.4	6.3	7.0	4.4	4.2	5.8	1680 / 13.9	14.1	11.5		D	WFOG-AF
5	WPTE-F	102	5.3	4.6	2.9	2.7	2.7	3.9	1531 / 12.6	11.7	8.7		C	WPTE-F
6	WWDE-F	93	4.9	5.6	5.4	5.3	5.0	5.3	1592 / 13.1	14.5	13.3		F	WWDE-F
7	WNOR-AF	90	4.7	5.7	5.7	6.6	7.0	5.7	1494 / 12.3	13.3	15.7		F	WNOR-AF
8	WAFX-F	88	4.6	4.8	4.2	4.1	4.5	4.4	1435 / 11.8	13.7	12.8		D	WAFX-F
9	WNVZ-F	85	4.4	5.6	5.7	4.7	5.1	5.1	2022 / 16.7	17.8	17.9		D	WNVZ-F
10	WJCD-F	81	4.2	4.1	4.3	6.5	7.5	4.8	1273 / 10.5	10.0	12.4		C	WJCD-F
11	WROX-F	76	4.0	4.7	5.0	3.7	4.0	4.3	1335 / 11.0	12.3	12.7		C	WROX-F
12	WXEZ-F	60	3.1	2.7	2.0	2.6	1.6	2.6	779 / 6.4	5.4	3.7		A	WXEZ-F
13	WLTY-F	57	3.0	3.7	2.5	3.4	4.8	3.1	1174 / 9.7	11.5	11.8		D	WLTY-F
14	WKOC-F	56	2.9	2.5	2.8	3.7	3.5	3.0	1074 / 8.9	10.2	10.3		D	WKOC-F
15	WSVY-F	52	2.7	3.7	3.4	3.5	2.8	3.3	760 / 6.3	8.4	6.4		B	WSVY-F
16	WNIS	46	2.4	2.4	3.2	3.0	3.2	2.8	806 / 6.7	7.5	7.6		D	WNIS
17	WPCE	45	2.4	2.4	2.8	2.6	2.0	2.6	595 / 4.9	4.7	4.2		A	WPCE
18	WMYK-F	36	1.9	1.8	1.5	1.5	2.0	1.7	983 / 8.1	6.7	8.4		B	WMYK-F
19	WTAR	23	1.2	1.2	1.4	1.6	1.2	1.4	637 / 5.3	4.6	4.4		B	WTAR

12+ FM Share (Metro): 89.86 % (1533 of 1706) (Summer 95 88.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WOWI-F >>	1 WOWI-F >>	1 WOWI-F >	1 WOWI-F	1 WOWI-F	1 WCMS-AF >	1 WOWI-F	1 WOWI-F	1 WOWI-F >	1 WOWI-F >>>	1 WOWI-F >
2 WNVZ-F	2 WNOR-AF <	2 WCMS-AF <	2 WCMS-AF	2 WCMS-AF	2 WFOG-AF	2 WCMS-AF >	2 WCMS-AF >	2 WCMS-AF	2 WNVZ-F	2 WNVZ-F
3 WROX-F >>	3 WPTE-F <	3 WGH-F <	3 WGH-F <	3 WGH-F <	3 WGH-F	3 WGH-F	3 WGH-F	3 WGH-F	3 WCMS-AF <	3 WCMS-AF
	4 WGH-F	4 WPTE-F	4 WPTE-F <	4 WPTE-F <	4 WWDE-F <	WNOR-AF <	4 WPTE-F <	4 WPTE-F <	4 WGH-F	
	5 WNVZ-F <	5 WNOR-AF <	5 WAFX-F <	5 WWDE-F <	5 WJCD-F	5 WWDE-F <	5 WFOG-AF	5 WFOG-AF	5 WSVY-F <	
	6 WKOC-F <	6 WAFX-F <	6 WWDE-F	6 WAFX-F	WXEZ-F	6 WKOC-F <	6 WWDE-F <	6 WAFX-F <	6 WROX-F <	
	7 WROX-F <	7 WWDE-F	7 WNOR-AF <	7 WJCD-F <	7 WOWI-F	7 WFOG-AF	7 WAFX-F		7 WJCO-F	
	8 WCMS-AF		8 WJCD-F	8 WNOR-AF <		WPTE-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOWI-F >	1 WOWI-F >>	1 WOWI-F >	1 WOWI-F >	1 WOWI-F	1 WOWI-F >>	1 WOWI-F >	1 WOWI-F	1 WOWI-F >	1 WOWI-F
2 WNVZ-F >>	2 WPTE-F <	2 WPTE-F	2 WWDE-F <	2 WCMS-AF <	2 WNOR-AF >	2 WNOR-AF >	2 WNOR-AF >	2 WNOR-AF <	2 WCMS-AF
3 WPTE-F	3 WNVZ-F	3 WGH-F >	3 WPTE-F <	3 WWDE-F	3 WROX-F	3 WKOC-F	3 WKOC-F	3 WCMS-AF	3 WAFX-F <
4 WROX-F	4 WGH-F >	4 WWDE-F	4 WGH-F <	4 WFOG-AF <	4 WGH-F	4 WGH-F	4 WCMS-AF	4 WAFX-F <	4 WNOR-AF
5 WFOG-AF	5 WWDE-F <	5 WCMS-AF	5 WFOG-AF <	5 WPTE-F <	5 WKOC-F	WROX-F <	WPTE-F <	5 WGH-F	5 WGH-F <
WGH-F	6 WAFX-F	WAFX-F	6 WCMS-F	6 WGH-F	6 WPTE-F	6 WPTE-F <	6 WGH-F	6 WPTE-F	6 WPTE-F
	WFOG-AF	7 WFOG-AF	7 WNVZ-F	7 WJCD-F	WNVZ-F	7 WCMS-AF	7 WROX-F	7 WROX-F	7 WJCO-F <
		WNVZ-F					WAFX-F	WKOC-F >	

NORFOLK-VIRGINIA BEACH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel WOWI-FM, WMYK-FM, WJCD-FM, WGPL-AM, WSVY-FM	23.5 %	22.8 %	17.0 %	WGH	SPRTS	1310 Newport News	0.7 /	3.1	
				WGPL	B/G	1350 Portsmouth	0.9 /	3.4	
Max WFOG-FM, WWDE-FM, WNVZ-FM, WPTE-FM	19.9 %	20.6 %	24.6 %	WKGM	REL	940 Smithfield	0.5 /	1.3	
				WTJZ	REL	1270 Newport News	0.6 /	1.9	
Saga WNOR-FM, WAFX-FM, WNOR-AM	9.3 %	11.4 %	17.4 %						
Sinclair WTAR-AM, WROX-FM, WNIS-AM, WKOC-FM	10.5 %	9.0 %	17.4 %						
Susquehanna WGH-AM, WLTY-FM, WGH-FM	10.3 %	12.0 %	14.4 %						
	73.6 %	75.8 %	90.8 %						

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station
WCMS	1050	5 kw/360 w	See WCMS-F			
WFOG	1600	5 kw/27 w	See WFOG-F			
WNIS	850	50 kw/25 kw (DA-2)	News/Talk	CBS, Westwd	\$47.00	MMR Sinclair
WNOR	1230	626 w	See WNOR-F			
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00	Mc-Guild Wiltis
WTAR	790	5 kw (DA-1)	Talk	Westwd, SBUSA	\$28.00	Katz Sinclair

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station
WAFX	106.9	100 kw @ 984	Classic AOR	\$53.00	CBS	Saga
WCMS	100.5	50 kw @ 500	Country	ABC	\$76.00	D&R
WFOG	92.9	50 kw @ 484	Soft AC	\$63.00	Banner	Max Suffolk
WGH	97.3	74 kw @ 400	Country	\$83.00	Eastman	Susquehanna
WJCD	105.3	50 kw @ 500	Jazz	\$55.00	D&R	Clear Channel
WKOC	93.7	100 kw @ 935	Prog. AOR	\$47.00	Katz	Sinclair Elizabeth City, NC
WLTY	95.7	40 kw @ 880	Oldies	\$54.00	Katz	Susquehanna
WMYK	92.1	14.5 kw @ 430	CHR/Urban	\$21.00	Torbet	Clear Channel Moyock, NC
WNOR	98.7	46 kw @ 520	AOR	\$96.00	Mc-Guild	Saga
WNVZ	104.5	50 kw @ 479	CHR	\$49.00	Christal	Max
WOWI	102.9	50 kw @ 472	Black	AURN	\$89.00	Mc-Guild Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR	\$43.00	Banner	Max
WROX	96.1	23 kw @ 722	New Rock	\$43.00	MMR	Sinclair Cape Charles
WSVY	107.7	5.2 kw @ 351	Black	AURN, ABC, WW1	\$33.00	Mc-Guild Clear Channel Windsor
WWDE	101.3	50 kw @ 500	AC	\$84.00	Christal	Max
WXEZ	94.1	40 kw @ 531	EZ/Soft AC	\$22.00	--	Eure Yorktown

Notes: 8/96 WMYK-F changed from Black to Urban CHR . . . 9/96 WKOC-F changed from AOR to Progressive AOR as "The Coast"

Jim Duncan

Comments: WOWI-F recorded its highest share in over two years . . . WJCD-F seems to be settling into the low-four-share area . . . WCMS posted a three-share gain after an abnormally low Spring book . . . WPTE-F continues to show growth

OKLAHOMA CITY

Arbitron Rank: 51 Pop (12+): 836,200	Stations: 20 / 20	Last Year's Revenue: \$30,800,000
MSA Rank: 54	Diaries: 1,524/549:1/52.3%	Household Income: \$39,843
MSA Pop: 1,030,000	Sample Target: 1,440	Retail Dollars: \$9.7 Bil
DMA: 43	% Below Line: 0.0	#1 Biller: KXXY-AF \$5,500,000
Average Person Ratings: 15.0	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 41,810	Clear Channel duop+ \$14,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KXXY-F	129 / 10.3	8.9	8.5	12.1	10.8	10.0	1839 / 22.0	22.4	22.9		G	KXXY-F
2	KJYO-F	106 / 8.5	10.3	9.4	9.7	10.1	9.5	1954 / 23.4	25.4	26.6		D	KJYO-F
3	KMGL-F	95 / 7.6	5.3	6.7	6.2	6.4	6.4	1430 / 17.1	13.7	15.5		E	KMGL-F
4	KOMA-F	92 / 7.4	7.4	7.4	7.6	7.2	7.4	1338 / 16.0	16.0	14.4		E	KOMA-F
5	KATT-F	90 / 7.2	9.6	10.3	8.4	8.9	8.9	1350 / 16.1	19.1	18.4		E	KATT-F
6	KTST-F	82 / 6.6	5.5	4.2	6.1	5.8	5.6	1444 / 17.3	15.7	12.6		C	KTST-F
7	KNRX-F	80 / 6.4	5.7	5.5	5.0	5.8	5.6	1398 / 16.7	16.4	15.8			KNRX-F
8	KVSP	79 / 6.3	5.1	5.2	5.0	5.6	5.4	656 / 7.8	6.3	8.2		B	KVSP
9	KTOK	73 / 5.8	6.4	6.1	6.0	7.1	6.1	1197 / 14.3	14.3	16.9		E	KTOK
10	KRXO-F	71 / 5.7	6.5	5.6	6.8	5.9	6.1	1295 / 15.5	16.1	15.8		E	KRXO-F
11	KTNT-F	60 / 4.8	2.6	3.9	3.9	3.4	3.8	686 / 8.2	7.4	7.6		B	KTNT-F
12	KYIS-F	46 / 3.7	3.9	4.3	3.3	2.8	3.8	967 / 11.6	12.6	11.3		C	KYIS-F
13	WKY	34 / 2.7	1.6	2.0	2.3	2.2	2.1	569 / 6.8	4.6	7.3		B	WKY
14	KOMA	20 / 1.6	1.9	1.6	1.9	1.7	1.7	399 / 4.8	5.0	4.8			KOMA
15	WWLS	15 / 1.2	1.4	1.7	1.3	0.8	1.4	318 / 3.8	4.4	3.0			WWLS
16	KNTL-F	12 / 1.0	2.0	3.1	2.0	2.0	2.0	338 / 4.0	5.3	5.8		B	KNTL-F

12+ FM Share (Metro): 77.54 % (863 of 1113) (Summer 95 78.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KJYO-F	1 KATT-F	1 KATT-F <	1 KMGL-F <	1 KXXY-F	1 KXXY-F	1 KXXY-F >	1 KXXY-F	1 KXXY-F	1 KJYO-F	1 KJYO-F
2 KVSP >	2 KJYO-F	2 KMGL-F <	2 KXXY-F	2 KMGL-F <	2 KOMA-F	2 KATT-F <	2 KMGL-F	2 KMGL-F <	2 KVSP	2 KXXY-F >
3 KNRX-F >	3 KNRX-F <	3 KJYO-F <	KRXO-F <	3 KOMA-F <	3 KTOK	3 KOMA-F	KOMA-F	3 KJYO-F <	3 KNRX-F <	3 KMGL-F
	4 KMGL-F	4 KXXY-F <	4 KATT-F <	4 KRXO-F <	4 KTNT-F	4 KMGL-F <	4 KJYO-F <	4 KNRX-F <	4 KMGL-F	
	5 KTST-F	5 KTST-F	5 KOMA-F <	5 KATT-F	KMGL-F <	5 KJYO-F <	5 KATT-F <	5 KTST-F <	5 KTNT-F <	
	6 KXXY-F <	KRXO-F <	6 KJYO-F <	6 KTST-F <	6 KRXO-F	6 KTOK	6 KTOK <	6 KOMA-F <	6 KXXY-F <	
	7 KVSP <	7 KNRX-F <	7 KTST-F <	7 KJYO-F <	7 KTST-F	KRXO-F <	7 KTST-F	7 KATT-F		
	8 KRXO-F	8 KOMA-F <	8 KVSP	8 KVSP <		8 KTST-F	KNRX-F			
	9 KVSP			9 KTNT-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 KMGL-F	1 KJYO-F <	1 KJYO-F	1 KMGL-F	1 KXXY-F <	1 KNRX-F	1 KATT-F >>	1 KATT-F >>	1 KATT-F	1 KATT-F
2 KTST-F	2 KMGL-F	2 KMGL-F	2 KJYO-F <	2 KMGL-F >	2 KATT-F	2 KNRX-F	2 KRXO-F	2 KRXO-F	2 KRXO-F
KJYO-F	3 KTST-F	3 KVSP	3 KXXY-F <	3 KJYO-F >	3 KJYO-F >>	3 KJYO-F	3 KNRX-F	3 KNRX-F	3 KOMA-F
4 KNRX-F	4 KVSP	KTST-F	4 KTST-F	4 KTST-F <	4 KTST-F	4 KRXO-F >	4 KJYO-F	4 KOMA-F	4 KTNT-F
5 KATT-F >	5 KNRX-F	5 KXXY-F	5 KVSP	5 KVSP	KRXO-F	5 KMGL-F <	5 KMGL-F	KJYO-F <	5 KXXY-F
6 KYIS-F	6 KXXY-F	6 KNRX-F >	6 KOMA-F	6 KOMA-F >	KXXY-F	6 KTST-F	6 KYIS-F	6 KTNT-F	6 KNRX-F <
KVSP	7 KATT-F >	7 KNRX-F				KXXY-F	KTST-F	7 KXXY-F	7 KTST-F
							KXXY-F	KTST-F	

OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Caribou KATT-FM, KTNT-FM, KYIS-FM	15.7 %	17.9 %	16.9 %	KEBC	C	1340 Oklahoma City	0.3	1.9	
Clear Channel KEBC-AM, KJYO-FM, KNRX-FM, KTOK-AM, KTST-FM, KXXY-FM	37.9 %	32.4 %	47.4 %	KNOR	ST	1400 Norman	0.6	2.0	
Diamond KOMA-AM, KOMA-FM, KRXO-FM	14.7 %	18.1 %	22.4 %	KQCV	REL	800 Oklahoma city	0.9	2.8	
				KTLV	REL	1220 Midwest City	0.6	1.1	
	68.3 %	68.3 %	86.7 %						

AM Stations

KOMA	1520	50 kw (DA-N)	Oldies	CBS	NA	---	Diamond	
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$57.00	Christal	Clear Channel	
KVSP	1140	1 kw (Days)	Black	AURN	\$25.00	---		
WKY	930	5 kw (DA-N)	Talk/Farm		\$30.00	---	Gaylord	
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$19.00	---		Moore

FM Stations

KATT	100.5	100 kw @ 1191	AOR	Source	\$57.00	Banner	Caribou	
KJYO	102.7	100 kw @ 985	CHR		\$55.00	Christal	Clear Channel	
KMGL	104.1	100 kw @ 1362	AC		\$68.00	Eastman	Renda	
KNRX	94.7	100 kw @ 1389	New Rock		NA	Interep	Clear Channel	
KNTL	104.9	3 kw @ 300	Religion		\$20.00	---	Bott	Bethany
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$67.00	---	Diamond	
KRXO	107.7	100 kw @ 990	Classic AOR		\$74.00	---	Diamond	
KTNT	97.7	6 kw @ 315	Jazz		\$32.00	---	Caribou	Edmond
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel	
KXXY	95.1	100 kw @ 1171	Country		\$115.00	Banner	Clear Channel	
KYIS	98.9	100 kw @ 1100	AC/CHR	AP	\$29.00	D&R	Caribou	

Notes: 8/96 KEBC-F changed calls to KNRX-F; remains AOR-New Rock; KXXY changed calls to KEBC; remains Traditional Country

Jim Duncan

Comments: KJYO-F had its lowest 12+ share since Fall 94 . . . KTNT enjoys its best book ever after suffering through a terrible Spring book . . . Both Country FM's show improving trends . . . KATT-F is down sharply . . . KVSP-AM continues to be a nice story

OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72 Pop (12+): 520,100	Stations: 21 / 20	Last Year's Revenue: \$28,500,000
MSA Rank: 78	Diaries: 1,184/439:1/60.6%	Household Income: \$47,901
MSA Pop: 670,000	Sample Target: 1,130	Retail Dollars: \$7.3 Bil
DMA: 75	% Below Line: 0.5	#1 Biller: WOW-AF \$5,000,000
Average Person Ratings: 15.6	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 26,005	Triathlon (pending) duop+ \$9,400,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 KXKT-F	C	81 / 10.0	9.0	8.7	8.6	7.1	9.1	975 / 18.7	18.6	16.3		C	KXKT-F
2 KEZO-F	AOR	72 / 8.9	7.2	8.2	7.1	8.1	7.8	1015 / 19.5	16.0	17.4		E	KEZO-F
3 KGOR-F	O	64 / 7.9	8.0	8.3	8.0	8.7	8.0	953 / 18.3	17.3	18.6		E	KGOR-F
4 KQKQ-F	CHR	59 / 7.3	8.7	7.9	5.8	8.3	7.4	1238 / 23.8	25.5	24.0		E	KQKQ-F
5 KFAB	FS/T	52 / 6.4	8.0	9.8	11.1	7.2	8.8	912 / 17.5	20.7	21.5		F	KFAB
6 KEFM-F	AC	49 / 6.0	6.5	7.8	5.7	6.8	6.5	879 / 16.9	16.6	20.6		D	KEFM-F
7 WOW-F	C	45 / 5.5	5.8	7.7	10.1	7.6	7.3	663 / 12.7	12.0	14.4		F	WOW-F
8 KGDE-F	AOR-NR	41 / 5.1	3.9	3.6	3.4	4.8	4.0	827 / 15.9	13.9	13.6		B	KGDE-F
9 KKCD-F	CL AOR	38 / 4.7	6.5	5.2	4.4	5.2	5.2	641 / 12.3	14.5	13.4		C	KKCD-F
10 KKAR	N/T	36 / 4.4	4.7	4.7	3.7	4.6	4.4	567 / 10.9	12.1	11.6		C	KKAR
11 WOW	C	27 / 3.3	2.4	3.0	4.4	4.1	3.3	314 / 6.0	4.3	7.2			WOW
12 KOIL	B	27 / 3.3	1.5	0.7	1.2	1.4	1.7	200 / 3.8	2.7	4.0			KBBX
13 KESY-F	ST	25 / 3.1	3.1	3.5	4.1	2.5	3.4	351 / 6.7	7.5	6.6		A	KOIL
14 KRRK-F	SAC	23 / 2.8	3.1	3.3	4.5	5.9	3.4	401 / 7.7	9.9	13.7		C	KESY-F
15 KOSJ-F	AOR	22 / 2.7	2.4	2.3	1.3	2.9	2.2	660 / 12.7	10.8	10.5			KRRK-F
16 KOTD-F	J	20 / 2.5	3.1	2.0	3.6	0.4	2.8	277 / 5.3	6.1	1.9		A	KOSJ-F
17 KOSR	ST	13 / 1.6	2.2	1.2	1.3	1.5	1.6	205 / 3.9	4.6	3.2		A	KOTD-F
	SPRTS	11 / 1.4	0.6	0.9	0.6	0.5	0.9	129 / 2.5	2.0	1.8			KOSR

12+ FM Share (Metro): 73.30 % (527 of 719) (Summer 95 76.23 %)

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 KXKT-F <	1 KGOR-F <	1 KEZO-F <	1 KXKT-F <	1 KXKT-F <	1 KXKT-F	1 KEFM-F
2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KEZO-F	2 KFAB	2 KXKT-F <	2 KEZO-F	2 KEZO-F	2 KQKQ-F	KFAB <
KGDE-F >>	3 KQKQ-F	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 KXKT-F	3 KFAB	3 KQKQ-F	3 KQKQ-F	3 KEZO-F	3 KQKQ-F <
	4 KGDE-F	4 KEFM-F <	4 KEFM-F	4 KEFM-F	4 WOW-F	4 KGOR-F	4 KKAR <	4 KGOR-F	4 KGDE-F <	4 WOW-F <
	5 KKCD-F	5 KQKQ-F	5 KKCD-F	5 KKCD-F	KKAR	5 KEFM-F <	5 KQKQ-F <	5 KGDE-F <	5 KEFM-F	5 KXKT-F
	6 KRRK-F <	6 KKCD-F		6 WOW-F	KEFM-F	6 WOW-F <	6 KFAB	6 KFAB		
	7 KEFM-F	7 KGDE-F				7 KQKQ-F	7 WOW-F <	8 KEFM-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 KQKQ-F >	1 KXKT-F	1 KXKT-F	1 KXKT-F >	1 KXKT-F	1 KGDE-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >	1 KEZO-F >
2 KXKT-F	2 KEZO-F <	2 KEFM-F >	2 KEFM-F	2 KEFM-F <	KEZO-F	2 KXKT-F	2 KXKT-F	2 KXKT-F <	2 KGOR-F <
3 KEZO-F	3 KQKQ-F >	3 KKCD-F	3 KQKQ-F	3 KGOR-F	3 KQKQ-F >	KGDE-F	3 KOSR >	3 KGOR-F	3 KXKT-F
4 KRRK-F	4 KRRK-F <	KRRK-F	KEZO-F <	4 KEZO-F	4 KKCD-F	4 KQKQ-F <	4 KKCD-F	4 KKCD-F	4 KKCD-F <
KGDE-F	5 KEFM-F	KQKQ-F	5 KGOR-F	5 KKCD-F <	5 KXKT-F	5 KKCD-F >	KGDE-F	5 KGDE-F	5 KEFM-F
KEFM-F >>	KGDE-F		6 KKCD-F	6 KQKQ-F <	6 KRRK-F	6 KOSR	6 KQKQ-F	6 KQKQ-F	6 WOW-F
	7 KKCD-F		7 KRRK-F	7 WOW-F	KKAR >			KBBX	KFAB <
									KBBX

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Journal Co. KEZO-FM, KKCD-FM, KOSR-AM	15.0 %	19.4 %	16.4 %	KCRO REL 660 Omaha	0.7 / 1.7		
Local KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM	19.9 %	11.7 %	19.9 %	KOTD ST 1020 Plattsouth	0.5 / 0.8		
Triathlon KFAB-AM, KGOR-FM, KRRK-FM, KXKT-FM	27.0 %	28.6 %	33.0 %				
	61.9 %	59.6 %	69.3 %	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				KMA N/T 960 Shenandoah, IA	0.5 / 1.0		

OMAHA-COUNCIL BLUFFS

AM Stations

KBBX	1420	1 kw/330 w (DA-2)	Black	ABC	\$<20.00	D&R	BCR	
KFAB	1110	50 kw (DA-N)	Full Service	Westwd	\$72.00	Christal	Triathlon, pend.	
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, ABC, Westwd	\$28.00	Katz		
KOIL	1180	5 kw/1 kw (DA-2)	Standards	Westwd	\$20.00	Katz	KKAR/KQKQ owner	Bellevue
KOSR	1490	1 kw	Sports		NA	Eastman	Journal Co.	
WOW	590	5 kw	Country	ABC	NA	Torbet	Great Empire	

FM Stations

KEFM	96.1	100 kw @1411	AC		\$50.00	Mc-Guild		
KESY	104.5	100 kw @ 1086	Soft AC	ABC	\$43.00	D&R	BCR	
KEZO	92.3	100 kw @ 1212	AOR		\$70.00	Torbet	Journal Co.	
KGDE	101.9	100 kw @ 1132	AOR-New Rock		\$25.00	Katz	KKAR/KQKQ owner	Lincoln
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$58.00	Christal	Triathlon, pend.	
KKCD	105.9	50 kw @ 479	Classic AOR		\$30.00	Eastman	Journal Co.	
KOSJ	97.7	100 kw @ 981	Jazz	Westwd	\$25.00	---		Nebraska City
KOTD	106.9	6 kw @ 328	Standards	ABC	\$<20.00	---		Plattsmouth
KQKQ	98.5	100 kw @ 1175	CHR		\$64.00	Katz		Council Bluffs
KRRK	93.3	3.6 kw @ 427	AOR		\$27.00	K&P	Triathlon	Bennington
KXKT	103.7	100 kw @ 1247	Country		\$51.00	Banner	Triathlon	Atlantic, IA
WOW	94.1	100 kw @ 1184	Country	ABC	\$95.00	Torbet	Great Empire	

Notes: 10/96 KFAB/KGOR-F sold by American Radio Systems to Triathlon (D+) for \$39,000,000 (MVP)

Jim Duncan

Comments: KXKT-F is into double figures for the first time ever . . . KFAB faded to a 6.4 - its lowest 12+ share since Spring 1995 . . . KBBX had its highest share as a Black station . . . KESY-F has had four straight down books and is at its lowest share in many years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

ORLANDO

Arbitron Rank: 39 Pop (12+): 1,017,100
MSA Rank: 40
MSA Pop: 1,430,000
DMA: 22 w/Daytona, Melbourne
Average Person Ratings: 15.8
Market TSL In Hours: 21.00

Stations: 28 / 25
Diaries: 2,271/448:1/50.8%
Sample Target: 2,150
% Below Line: 2.1
% Not Listed: 10.5
Pop per Station: 40,684

Last Year's Revenue: \$62,600,000
Household Income: \$45,523
Retail Dollars: \$15.0 Bil
#1 Biller: WWKA-F \$7,100,000
#1 Billing Portfolio: Chancellor duop+ \$23,200,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WJHM-F	149 / 9.3	6.5	6.4	6.4	7.6	7.1	1926 / 18.9	15.7	15.1		G	WJHM-F
2	WWKA-F	128 / 8.0	7.9	8.7	9.7	8.2	8.6	1586 / 15.6	17.7	16.5		H	WWKA-F
3	WXXL-F	107 / 6.7	7.0	6.8	6.7	5.8	6.8	2080 / 20.4	22.4	20.1		F	WXXL-F
4	WMGF-F	106 / 6.6	6.8	8.1	6.6	8.6	7.0	1647 / 16.2	16.0	18.0		G	WMGF-F
5	WDBD	102 / 6.3	5.6	6.2	5.6	6.7	6.0	1332 / 13.1	13.7	14.4		F	WDBO
6	WDMX-F	89 / 5.5	7.2	7.5	7.6	8.4	7.0	1899 / 18.7	19.3	21.2		H	WDMX-F
7	WOCL-F	87 / 5.4	3.7	5.8	5.6	5.4	5.1	1551 / 15.3	13.0	15.3		G	WOCL-F
8	WHTQ-F	CL ADR 82 / 5.1	4.0	3.2	3.6	3.4	4.0	1023 / 10.1	10.2	9.9		D	WHTQ-F
9	WTKS-F	T 81 / 5.0	6.2	5.8	5.9	4.6	5.7	1488 / 14.6	14.4	14.0		E	WTKS-F
10	WJRR-F	AOR 73 / 4.5	5.2	4.5	5.0	4.5	4.8	1326 / 13.0	15.6	15.9		E	WJRR-F
	WCFB-F	AC/U 73 / 4.5	3.9	4.1	4.1	3.8	4.2	1032 / 10.2	9.4	9.4		C	WCFB-F
12	WLOQ-F	J 54 / 3.4	6.1	4.7	3.2	3.2	4.3	986 / 9.7	11.0	8.7		E	WLOQ-F
	WMMO-F	AOR/JAC 54 / 3.4	3.8	3.9	3.4	4.6	3.6	942 / 9.3	9.8	10.6		F	WMMO-F
14	WDIZ-F	CHR/JAC 52 / 3.2	4.4	4.1	3.2	4.0	3.7	1434 / 14.1	13.2	13.2		D	WDIZ-F
15	WHOO	ST 46 / 2.9	3.1	3.2	3.6	2.2	3.2	592 / 5.8	5.9	4.5		B	WHOO
16	WONQ	SP 26 / 1.6	0.8	0.7	1.3	1.1	1.1	334 / 3.3	2.4	2.1			WONQ
17	WTLN-F	REL 22 / 1.4	1.4	1.2	1.2	1.3	1.3	387 / 3.8	4.1	4.2		A	WTLN-F

12+ FM Share (Metro): 81.02 % (1063 of 1312) (Summer 95 84.53 %)

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 WJHM-F	1 WHTQ-F <	1 WMGF-F <	1 WDBO	1 WDBO	1 WWKA-F	1 WJHM-F	1 WJHM-F >>	1 WJHM-F
2 WXXL-F >	2 WXXL-F >	2 WXXL-F <	2 WOMX-F <	2 WWKA-F <	2 WWKA-F <	2 WWKA-F <	2 WMGF-F <	2 WWKA-F	2 WXXL-F <	2 WXXL-F
3 WJRR-F >	3 WOMX-F	3 WHTQ-F <	3 WJHM-F <	3 WHTQ-F <	3 WMGF-F <	3 WTKS-F	3 WDBO <	3 WXXL-F <	3 WMGF-F	3 WWKA-F
4 WWKA-F	WHTQ-F <	4 WOMX-F <	4 WWKA-F <	4 WOMX-F <	4 WOCL-F >	4 WOMX-F	4 WJHM-F	4 WMGF-F <	4 WWKA-F	
	5 WJRR-F	5 WWKA-F	5 WMGF-F <	5 WJHM-F <	5 WHOO	WXXL-F <	5 WXXL-F <	5 WTKS-F <	WCFB-F <	
	6 WTKS-F	6 WMGF-F	6 WTKS-F <	6 WOCL-F <		6 WJHM-F <	6 WOCL-F <	6 WHTQ-F <	6 WJRR-F	
	7 WDIZ-F	WCFB-F <	7 WXXL-F <	7 WTKS-F <		7 WMGF-F	7 WOMX-F	7 WDBO <		
	WWKA-F <	8 WTKS-F <	8 WOCL-F	8 WXXL-F <		8 WJRR-F <	WHTQ-F	8 WOCL-F		
	9 WCFB-F	9 WJRR-F <	WCFB-F <	9 WCFB-F <				WOMX-F		
			10 WMMO-F	10 WMMO-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 WXXL-F	1 WJHM-F <	1 WJHM-F	1 WJHM-F <	1 WMGF-F	1 WJHM-F	1 WHTQ-F <	1 WHTQ-F >	1 WHTQ-F	1 WHTQ-F
2 WJHM-F >>	2 WXXL-F >	WOMX-F	2 WXXL-F	2 WOMX-F <	2 WJRR-F >	2 WJRR-F <	2 WJRR-F <	2 WJRR-F <	2 WTKS-F
3 WCFB-F	3 WOMX-F	3 WXXL-F	3 WMGF-F <	3 WWKA-F <	3 WXXL-F	3 WJHM-F	3 WTKS-F	3 WJHM-F <	3 WJRR-F
4 WDIZ-F	4 WWKA-F <	4 WMGF-F	4 WOMX-F	4 WJHM-F	4 WHTQ-F	4 WXXL-F <	4 WXXL-F	4 WTKS-F	WWKA-F
WWKA-F	5 WMGF-F	5 WWKA-F	5 WWKA-F	5 WOCL-F <	5 WOMX-F	5 WTKS-F	5 WJHM-F	5 WOMX-F	5 WJHM-F
6 WOMX-F >	6 WDIZ-F	WMMO-F	6 WCFB-F	6 WXXL-F	WDIZ-F >	6 WOMX-F	6 WOMX-F	WXXL-F <	WOCL-F
	WCFB-F	7 WDIZ-F	7 WOCL-F			7 WDIZ-F	WMMO-F	7 WWKA-F <	WMMO-F <
		WLOQ-F					WCFB-F	8 WCFB-F <	

ORLANDO

Consolidation Report	12+	25-54	Revenue
Chancellor WOMX-FM, WXXL-FM, WJHM-FM, WOCL-FM	26.9 %	25.6 %	37.1 %
Cox WDBO-AM, WWKA-FM, WMMO-FM, WHOO-AM, WCFB-FM, WHTQ-FM	30.2 %	30.5 %	31.8 %
Paxson WDIZ-FM, WWNZ-AM, WTKS-FM, WQTM-AM, WMGF-FM, WJRR-FM	21.0 %	23.1 %	27.6 %
	78.1 %	79.2 %	96.5 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WFIV	SP	1080	Kissimmee	0.4	/	1.1
WOKB	E	1600	Winter Garden	0.7	/	2.0
WPRD	SP	1440	Winter Park	0.4	/	0.8
WQTM	SPRTS	540	Pine Hills	1.0	/	3.8
WRLZ	REL	1270	Eatonville	0.6	/	1.2
WRMQ	SP	1140	Orlando	0.4	/	1.2
WTRR	T	1400	Sanford	0.4	/	0.6
WWNZ	N	740	Orlando	0.7	/	4.2

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WGNE-F	C	98.1	Titusville	0.6	/	4.0
WKRO-F	AOR-NR	93.1	Edgewater	0.4	/	2.3
WPCV-F	C	97.5	Winter Haven	1.1	/	3.9

AM Stations

WOBO	580	5 kw (DA-N)	Full Service	ABC	\$79.00	Katz	Cox
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00	Eastman	Cox
WONQ	1030	10 kw/500 w (DA-2)	Spanish	UPI, CNN	\$<20.00	Caballero	

FM Stations

WCFB	94.5	100 kw @ 1470	Urban AC		\$47.00	Katz	Cox	Daytona Beach
WDIZ	100.3	100 kw @ 1188	AC	ABC	\$54.00	MMR	Paxson	
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$62.00	Eastman	Cox	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	D&R	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$74.00	Banner	Paxson	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$59.00	Eastman		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC		\$104.00	Banner	Paxson	Mt. Dora
WMMO	98.9	38 kw @ 440	AOR/AC		\$78.00	Eastman	Cox	
WOCL	105.9	100 kw @ 1585	AC		\$132.00	Christal	Chancellor	Deland
WOMX	105.1	100 kw @ 1598	AC		\$140.00	Christal	Chancellor	
WTKS	104.1	100 kw @ 1598	News/Talk	AP	\$70.00	Mc-Guild	Paxson	Cocoa Beach
WTLN	95.3	6 kw @ 315	Religion	USA	\$<20.00	Salem		Apopka
WWKA	92.3	100 kw @ 1341	Country		\$140.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR		\$97.00	MMR	Chancellor	Leesburg

Notes:

Jim Duncan

Comments: WJHM-F leads 12+ for the first time since Fall 1994 . . . WCFB-F had its highest share in more than two years . . . WLOQ-F's 6.1 in the Spring book proved to be an anomaly . . . WOMX-F is in a sharp decline . . . WOCL-F bounced back from a poor showing in Spring

PHILADELPHIA

Arbitron Rank: 5	Pop (12+): 4,067,000	Stations: 32 / 24	Last Year's Revenue: \$186,000,000
MSA Rank: 4		Diaries: 4,802/847:1/48.8%	Household Income: \$54,160
MSA Pop: 4,960,000		Sample Target: 4,630	Retail Dollars: \$45.1 Bil
DMA: 4		% Below Line: 4.4	#1 Biller: KYW \$26,000,000
Average Person Ratings: 17.9		% Not Listed: 11.2	#1 Billing Portfolio: Westinghouse duop+ \$88,700,000
Market TSL In Hours: 23.50		Pop per Station: 169,458	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KYW	533 / 7.3	7.2	9.1	8.2	7.4	8.0	12544 / 30.8	30.7	29.0	K	KYW
2	WUSL-F	452 / 6.2	6.8	5.9	6.1	6.4	6.2	5458 / 13.4	14.0	14.2	I	WUSL-F
3	WOGL-F	426 / 5.9	5.4	4.4	5.0	5.2	5.2	6361 / 15.6	15.5	14.1	I	WOGL-F
4	WBEB-F	401 / 5.5	5.7	5.6	5.5	4.4	5.6	5798 / 14.3	16.0	12.4	I	WBEB-F
5	WYSP-F	T/CL AOR 381 / 5.2	5.1	4.6	5.1	5.0	5.0	6333 / 15.6	15.6	16.5	K	WYSP-F
6	WDAS-F	B/AC 371 / 5.1	5.5	4.9	5.3	5.6	5.2	4293 / 10.6	10.6	11.0	I	WDAS-F
7	WWDB-F	T 368 / 5.1	4.4	5.9	4.7	4.9	5.0	4749 / 11.7	10.7	10.8	H	WWDB-F
8	WMGK-F	O-70'S 344 / 4.7	4.6	3.8	3.1	3.8	4.1	5395 / 13.3	13.2	11.3	H	WMGK-F
9	WIOQ-F	CHR 330 / 4.5	4.3	4.8	4.3	4.1	4.5	6667 / 16.4	15.6	14.6	G	WIOQ-F
10	WPEN	ST 314 / 4.3	4.8	4.7	5.7	4.8	4.9	3220 / 7.9	7.8	8.3	G	WPEN
11	WXTU-F	C 307 / 4.2	3.8	4.7	5.3	4.7	4.5	3793 / 9.3	9.8	10.5	H	WXTU-F
12	WJZ-F	J 305 / 4.2	3.2	3.8	3.5	3.6	3.7	4058 / 10.0	9.9	9.6	G	WJZ-F
13	WYXR-F	AC/CHR 265 / 3.6	3.9	3.9	3.7	4.0	3.8	5680 / 14.0	12.8	12.9	H	WYXR-F
14	WMMR-F	AOR 258 / 3.5	4.5	3.4	3.9	4.5	3.8	5059 / 12.4	14.3	14.2	I	WMMR-F
15	WPLY-F	CHR-NR 221 / 3.0	3.1	3.3	3.7	4.0	3.3	5191 / 12.8	14.1	15.1	G	WPLY-F
16	WFLN-F	CL 208 / 2.9	3.1	2.7	2.5	2.3	2.8	3068 / 7.5	7.9	6.4	F	WFLN-F
17	WIP	SPRTS 207 / 2.8	3.7	3.7	3.2	2.9	3.4	3528 / 8.7	11.4	9.3	I	WIP
18	WDRE-F	AOR-NR 131 / 1.8	2.1	1.5	1.3	1.3	1.7	3253 / 8.0	9.1	6.2	E	WDRE-F
19	WHAT	B/T 96 / 1.3	0.7	1.1	1.5	1.0	1.2	828 / 2.0	1.9	2.4	B	WHAT

12+ FM Share (Metro): 70.34 % (14727 of 20936) (Summer 95 76.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WUSL-F >	1 WYSP-F <	1 WYSP-F	1 WDAS-F <	1 WDAS-F <	1 KYW	1 KYW	1 WBEB-F	1 WUSL-F <	1 WUSL-F >	1 KYW
2 WIOQ-F >	2 WUSL-F	2 WMGK-F	2 WMGK-F <	2 WOGL-F <	2 WOGL-F	2 WYSP-F >>	2 WOGL-F <	2 WOGL-F <	2 WDAS-F <	2 WWDB-F
3 WPLY-F >	3 WIOQ-F	WUSL-F <	3 WYSP-F <	3 WBEB-F <	3 WWDB-F <	3 WPEN	3 WWDB-F <	3 WBEB-F <	3 WIOQ-F	3 WUSL-F >
4 WPST-F <	4 WMGK-F <	4 WDAS-F <	4 WBEB-F	4 WMGK-F	4 WPEN	WWDB-F <	4 WMGK-F	4 WMGK-F <	4 WWDB-F <	
5 WDRE-F >	5 WBEB-F <	5 WBEB-F	5 WOGL-F <	WYSP-F	5 WBEB-F <	5 WOGL-F	5 WUSL-F <	5 KYW <	5 KYW <	
	6 WPLY-F <	6 WIOQ-F <	6 WMMR-F <	6 WJZ-F <	6 WJZ-F <	WUSL-F	6 WDAS-F <	6 WIOQ-F <	6 WJZ-F <	
	7 WOAS-F <	7 WMMR-F <	7 WUSL-F <	7 KYW <	7 WDAS-F <	WBEB-F <	7 WYSP-F <	7 WDAS-F <	7 WOGL-F	
	8 WYXR-F <	8 WYXR-F <	8 WJZ-F	8 WMMR-F <	8 WXTU-F	8 WXTU-F	8 WXTU-F	8 WXTU-F		
	9 WMMR-F	9 WOGL-F <		9 WUSL-F <	9 WFLN-F <	WDAS-F <	WPEN	WJZ-F <		
		10 WJZ-F		10 WXTU-F <	10 WMGK-F		WJZ-F	KYW <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WUSL-F	1 WUSL-F	1 WBEB-F	1 WBEB-F	1 WBEB-F	1 WYSP-F	1 WYSP-F >	1 WYSP-F >	1 WYSP-F >	1 WYSP-F
2 WIOQ-F	2 WIOQ-F <	2 WDAS-F <	2 WYXR-F <	2 WOGL-F <	2 WUSL-F	2 WUSL-F >	2 WUSL-F	2 WMGK-F <	2 WMGK-F <
3 WYXR-F	3 WYXR-F <	3 WYXR-F <	3 WDAS-F <	3 WDAS-F	3 WIOQ-F	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WMMR-F <
4 WPLY-F	4 WBEB-F <	4 WIOQ-F <	4 WUSL-F	4 WYXR-F	4 WPLY-F <	4 WIOQ-F <	4 WMGK-F <	4 WUSL-F <	4 WIP <
5 WMGK-F <	5 WDAS-F	5 WUSL-F	5 WIOQ-F <	5 WMGK-F <	5 WDRE-F >	5 WMGK-F	5 WIP	5 WDAS-F	5 WOAS-F <
6 WYSP-F <	6 WMGK-F <	6 WMGK-F	6 WMGK-F <	6 WJZ-F	6 WDAS-F <	6 WPLY-F <	6 WDAS-F <	6 WIP	6 KYW <
7 WBEB-F >	7 WPLY-F	7 WPLY-F	7 WOGL-F >	7 WUSL-F <	7 WMGK-F	7 WDAS-F <	7 WXTU-F <	7 WJZ-F <	7 WOGL-F
	8 WYSP-F	8 WXTU-F <		8 WXTU-F <	WMMR-F	8 WDRE-F <	8 WIOQ-F	8 WIOQ-F	WJZ-F
		9 WYSP-F		9 KYW <		9 WIP		KYW <	
		10 WJZ-F		10 WIOQ-F				10 WXTU-F	

PHILADELPHIA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Evergreen, pend. WYXR-FM, WUSL-FM, WJJZ-FM, WIOQ-FM, WFLN-FM, WDAS-FM, WDAS-AM	27.4 %	28.2 %	26.3 %	WDAS	G/B	1480 Philadelphia	0.9 /	2.8	
Salem WZZD-AM, WFIL-AM	0.4 %	0.3 %	1.0 %	WFIL	REL	560 Philadelphia	0.4 /	1.2	
Westinghouse WYSP-FM, WPTS-AM, WOGL-FM, WMMR-FM, WIP-AM, KYW-AM	25.6 %	27.8 %	47.7 %	WNAP	REL	1110 Norristown, PA	0.5 /	1.1	
	53.4 %	56.3 %	75.0 %	WPTS	T	1210 Philadelphia	0.9 /	4.4	
				WWJZ	ST	640 Mt. Holly, NJ	0.3 /	0.7	
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				WFMZ-F	SAC	100.7 Allentown	0.4 /	1.2	
				WJBR-F	AC	99.5 Wilmington, DE	0.7 /	2.6	
				WKXW-F	O	101.5 Trenton, NJ	0.6 /	2.9	
				WOR	T	710 New York	0.3 /	1.1	
				WPST-F	CHR	97.5 Trenton, NJ	1.2 /	7.3	
				WRDR-F	ST	104.9 Egg Harbor, NJ	0.5 /	1.6	
				WSTW-F	CHR	93.7 Wilmington, DE	0.3 /	2.3	
				WZZO-F	AOR	95.1 Bethlehem, PA	0.4 /	0.7	

AM Stations

KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$380.00	Group W	Westinghouse
WHAT	1340	1 kw	Black Talk	NA	—		
WIP	610	5 kw (DA-1)	Sports	Westwd	\$150.00	Interop	Westinghouse
WPEN	950	5 kw (DA-N)	Stds/Full Svc.	Westwd	\$107.00	MMR	Greater Media

FM Stations

WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC		\$217.00	D&R	Evergreen
WDRE	103.9	0.34 kw @ 1000	New Rock		\$75.00	Eastman	Jarad Jenkintown
WFLN	95.7	50 kw @ 502	Classical		\$135.00	CMBS	Evergreen
WIOQ	102.1	27 kw @ 670	CHR		\$159.00	Banner	Evergreen
WJJZ	106.1	22.5 kw @ 740	Jazz		\$157.00	Katz	Evergreen
WMGK	102.9	8.5 kw @ 1180	Oldies-70's		\$160.00	MMR	Greater Media
WMMR	93.3	18 kw @ 827	AOR	Westwd	\$265.00	Group W	Westinghouse
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$268.00	CBS	Westinghouse
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$148.00	Torbet	Media
WUSL	98.9	18 kw @ 830	Black		\$202.00	Banner	Evergreen
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	Banner	Mercury
WXTU	92.5	15.5 kw @ 900	Country	Westwd	\$195.00	D&R	Beasley
WYSP	94.1	16 kw @ 900	Talk/Clas. AOR	Source, Westwd	\$370.00	Interop	Westinghouse
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz	Evergreen

Notes: WDRE-F cited for "special station activity" but not placed below the line . . . 8/96 WIBF-F changed calls to WDRE-F; remains New Rock . . . 8/96 WFLN-F was sold by Secret to Evergreen (D+) for \$37,700,000 (Star) . . . 8/96 WGMP changed from Sports to Talk as WPTS . . . 9/96 EZ/American Radio Systems traded WIOQ-F/WUSL-F to Evergreen (D++) for Evergreen's Charlotte, NC properties less \$10,000,000 (Star) . . . 9/96 Beasley sold WDAS-AM to Evergreen (D++) for \$103,000,000 (Star) . . . 9/96 WPTS changed calls to WPHT; remains Talk

Jim Duncan

Comments: WOGL-F had its highest share in over two years . . . the same was true for WJJZ-F . . . WMGK-F had its third straight up book and is at its highest share in many years . . . WIP's 12+ share is its lowest in more than two years

PHOENIX

Arbltron Rank: 20 Pop (12+): 1,997,400	Stations: 35 / 33	Last Year's Revenue: \$95,500,000
MSA Rank: 17	Diaries: 3,063/652:1/51.7%	Household Income: \$41,881
MSA Pop: 2,600,000	Sample Target: 3,030	Retail Dollars: \$25.5 Bil
DMA: 17	% Below Line: 0.8	#1 Biller: KNIX-F \$11,000,000
Average Person Ratings: 16.0	% Not Listed: 11.4	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 58,747	Chancellor duop++ \$24,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KMLE-F	242 / 7.6	6.7	6.6	5.8	6.2	6.7	3275 / 16.4	16.3	14.6		I	KMLE-F
2	KTAR	225 / 7.1	6.2	7.6	8.0	8.2	7.2	3616 / 18.1	19.3	18.4		I	KTAR
3	KNIX-F	194 / 6.1	6.6	7.6	5.7	7.4	6.5	3041 / 15.2	16.5	16.4		I	KNIX-F
4	KOOL-AF	183 / 5.7	5.3	4.6	4.1	3.9	4.9	2790 / 14.0	15.5	12.3		G	KOOL-AF
5	KKFR-F	181 / 5.7	6.4	7.1	7.0	6.4	6.5	3023 / 15.1	18.0	17.6		F	KKFR-F
6	KOY	177 / 5.5	4.5	5.6	5.8	5.5	5.4	2096 / 10.5	9.3	10.1		D	KOY
7	KFYI	158 / 5.0	6.1	4.7	6.2	5.7	5.5	1922 / 9.6	10.5	10.2		G	KFYI
8	KKLT-F	137 / 4.3	3.4	3.7	3.5	3.9	3.7	2168 / 10.9	9.4	10.1		G	KKLT-F
9	KEDJ-FF	127 / 4.0	3.9	2.8	2.7	2.5	3.3	2311 / 11.6	12.3	9.2		C	KEDJ-FF
10	KZZP-F	124 / 3.9	3.5	2.6	2.5	2.3	3.1	2818 / 14.1	12.5	9.4		F	KZZP-F
11	KZON-F	120 / 3.8	2.9	3.3	2.7	2.6	3.2	2099 / 10.5	9.6	7.0		E	KZON-F
12	KYOT-F	117 / 3.7	5.1	4.5	4.1	2.5	4.3	1796 / 9.0	9.1	6.8		D	KYOT-F
12	KUPD-F	112 / 3.5	4.5	4.8	5.0	6.4	4.4	2053 / 10.3	10.9	13.6		H	KUPD-F
	KESZ-F	112 / 3.5	2.8	3.3	3.2	3.8	3.2	2085 / 10.4	8.8	10.6		G	KESZ-F
14	KDKB-F	110 / 3.4	4.1	3.5	3.3	3.4	3.6	1967 / 9.8	10.6	12.0		G	KDKB-F
15	KSLX-F	102 / 3.2	3.6	2.9	3.8	4.5	3.4	2077 / 10.4	10.0	13.5		G	KSLX-F
16	KHTC-F	73 / 2.3	2.0	2.2	2.5	2.5	2.2	1611 / 8.1	6.4	7.9		E	KHTC-F
17	KBZR-FF	46 / 1.4	0.9	0.8	0.8	0.8	1.0	1224 / 6.1	4.7	3.8			KBZR-FF
18	KOAZ-F	44 / 1.4	0.9	1.0	2.1	1.3	1.4	789 / 4.0	2.3	3.0			KOAZ-F
19	KBUQ-F	31 / 1.0						663 / 3.3					KBUQ-F
	KVVA	31 / 1.0	0.6	1.0	1.0	0.6	0.9	420 / 2.1	1.4	1.7			KVVA

12+ FM Share (Metro): 74.20 % (2097 of 2826) (Summer 95 71.39 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKFR-F >>	1 KKFR-F <	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KTAR	1 KTAR	1 KMLE-F	1 KMLE-F	1 KKFR-F	1 KTAR
2 KEDJ-FF	2 KMLE-F <	2 KOOL-AF <	2 KOOL-AF <	2 KOOL-AF	2 KOY	2 KMLE-F	2 KFYI <	2 KTAR <	2 KMLE-F	2 KFYI
3 KMLE-F	3 KEDJ-FF	3 KKFR-F	3 KNIX-F	3 KNIX-F	3 KOOL-AF <	3 KNIX-F	3 KOOL-AF <	3 KKFR-F <	3 KTAR	3 KNIX-F
4 KUPD-F >	4 KZZP-F <	KNIX-F	4 KDKB-F	4 KDKB-F <	4 KNIX-F <	4 KEDJ-FF <	4 KNIX-F <	4 KNIX-F <	4 KNIX-F <	KKFR-F <
	5 KUPD-F <	5 KZON-F <	5 KSLX-F <	5 KKLT-F <	5 KMLE-F <	5 KDKB-F <	5 KTAR <	5 KOOL-AF <	5 KFYI	
	6 KZON-F >	6 KZZP-F <	6 KZON-F	6 KYOT-F <	6 KFYI <	6 KOY	6 KOY	6 KFYI <	6 KEDJ-FF <	
		7 KDKB-F <	KKFR-F <	7 KTAR	7 KYOT-F <	KESZ-F <	7 KKFR-F <	7 KZZP-F	7 KOY <	
				KKFR-F <		8 KOOL-AF <	8 KKLT-F	8 KZZP-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 KKFR-F	1 KKFR-F	1 KKFR-F	1 KMLE-F	1 KMLE-F	1 KEDJ-FF	1 KEDJ-FF <	1 KEDJ-FF <	1 KDKB-F <	1 KMLE-F <
2 KZZP-F	2 KZZP-F <	2 KZZP-F <	2 KKFR-F <	2 KNIX-F <	KUPD-F	2 KUPD-F	2 KMLE-F	2 KMLE-F <	2 KOOL-AF <
3 KEDJ-FF <	3 KMLE-F <	3 KMLE-F	3 KNIX-F <	3 KOOL-AF	3 KKFR-F	3 KMLE-F >	KUPD-F >	3 KUPD-F <	3 KDKB-F
4 KMLE-F <	4 KZON-F	4 KZON-F <	4 KOOL-AF	4 KKFR-F <	4 KMLE-F	4 KKFR-F <	4 KDKB-F	4 KOOL-AF <	4 KNIX-F <
5 KZON-F >	5 KEDJ-FF	5 KKLT-F	5 KZZP-F	5 KESZ-F	KZON-F	5 KDKB-F <	5 KZZP-F <	5 KEDJ-FF <	5 KYOT-F <
	6 KKLT-F	6 KNIX-F	6 KESZ-F <	KKLT-F	6 KSLX-F	6 KZZP-F	6 KFYI	6 KZON-F	6 KTAR
	7 KNIX-F	7 KZON-F	7 KZON-F	7 KZZP-F	7 KZZP-F	KZON-F <	KNIX-F <	KSLX-F	KFYI <
									8 KUPD-F <

PHOENIX

Consolidation Report	12+	25-54	Revenue
Chancellor KISO-AM, KMLE-FM, KOY-AM, KOOL-FM, KYOT-FM, KZON-FM	26.6 %	26.2 %	25.1 %
Local KESZ-FM, KTWC-FM	3.5 %	4.3 %	6.1 %
Pultzer KTAR-AM, KKLt-FM, KVVA-AM	12.4 %	10.1 %	16.7 %
Sandusky KDKB-FM, KUKQ-AM, KUPD-FM	6.9 %	3.5 %	14.4 %
	49.4 %	44.1 %	62.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KASA	SP	1540	Phoenix	0.5	/ 0.7	
KCWW	C	1580	Tempe	0.4	/ 1.6	
KGME	SPRTS	1360	Glendale	0.9	/ 2.4	
KISO	B/AC	1230	Phoenix	0.5	/ 1.3	
KMJk-F	B	106.9	Buckeye	0.3	/ 1.9	
KPHX	SP	1480	Phoenix	0.4	/ 1.3	
KSUN	SP	1400	Phoenix	0.4	/ 1.0	
KVVA-F	SP	107.1	Apache Junction	0.4	/ 0.8	
KXAM	T	1310	Mesa	0.9	/ 1.5	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KAHM-F	EZ	102.1	Prescott	0.3	/ 1.6	
KLVA-F	SP	105.5	Casa Grande	0.5	/ 2.0	

AM Stations

Station	Power	Time	Format	Company	Value	Group	Notes
KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	\$77.00	D&R	Broadcast Group
KOOL	960	5 kw (DA-N)	See KOOL-F				
KOY	550	5 kw/1 kw	Standards/FS	Westwd, CNN	\$55.00	D&R	Chancellor
KTAR	620	5 kw (DA-N)	News/Talk	ABC, CBS	\$174.00	CBS	Pulitzer
KVVA	860	1 kw (DA-N)	Hispanic		\$30.00	Lotus	Pulitzer

FM Stations

Station	Power	Time	Format	Company	Value	Group	Notes
KBUQ	105.9	8.2 kw @ 571	Country	NA	MMR	New Century	Paradise Valley
KBZR	103.9	1.4 kw @ 1345	CHR	NA	Roslin		Coolidge
KDKB	93.3	100 kw @ 1540	AOR		\$109.00	Torbet	Sandusky
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$49.00	MMR	New Century
KESZ	99.9	100 kw @ 1702	AC	AP	\$78.00	CBS	Sun City
KHOT	100.3	See KEDJ-F					Globe
KHTC	96.9	100 kw @ 1560	Oldies-70's		\$73.00	CBS	Bonneville
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$82.00	D&R	Broadcast Group
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Pulitzer
KMLE	107.9	100 kw @ 1736	Country		\$183.00	Mc-Guild	Chancellor
KNIX	102.5	100 kw @ 1620	Country		\$180.00	Katz	Buck Owens
KOAZ	103.5	62 kw @ 2428	Jazz		\$35.00	CBS	KESZ-F owner
KOOL	94.5	100 kw @ 1655	Oldies		\$101.00	Christal	Chancellor
KRIM	104.3	100 kw @ 1023	See KBZR-F				Payson
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Jacor
KUPD	97.9	100 kw @ 1620	AOR		\$151.00	Banner	Sandusky
KYOT	96.5	100 kw @ 1570	Jazz		\$66.00	MMR	Chancellor
KZON	101.5	100 kw @ 1740	Prog. AOR	ABC	\$70.00	D&R	Chancellor
KZZP	104.7	100 kw @ 1550	AC/CHR		\$80.00	Mc-Guild	Nationwide

Notes: KZZP-F reclassified as AC/CHR . . . 8/96 Colfax sold these stations to Chancellor (D++): KISO for \$1,500,000; KOOL-F for \$45,000,000; KOY for \$9,000,000; KYOT-F for \$30,000,000; KZON-F for \$26,000,000 (all est.) . . . 8/96 KUKQ (1060) changed from AOR to Sports . . . 10/96 KOOL changed from Oldies to Religion as KPXQ . . . 10/96 KVVA changed calls to KMVP

Jim Duncan

Comments: KMLE is putting some distances between it and KNIX-F; in Winter 1995, there was a two-share-point gap, but KNIX quickly recovered . . . KKFR-F seems to be fading as KZZP-F regains strength . . . KUPD-F is suffering through four straight down books . . . KZON-F had its best book in many years

PITTSBURGH

Arbitron Rank: 19	Pop (12+): 2,036,900	Stations: 31 / 29	Last Year's Revenue: \$69,000,000
MSA Rank: 19		Diaries: 3,462/588:1/59.7%	Household Income: \$41,060
MSA Pop: 2,400,000		Sample Target: 3,300	Retail Dollars: \$21.2 Bil
DMA: 19		% Below Line: 1.0	#1 Biller: WDVE-F \$12,300,000
Average Person Ratings: 17.0		% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL in Hours: 22.75		Pop per Station: 70,238	SFX duop+ \$19,500,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KDKA	441 / 12.7	12.8	14.4	12.5	12.7	13.1	5437 / 26.7	26.7	26.4		I	KDKA
2	WDVE-F	329 / 9.5	9.2	8.6	8.4	11.0	8.9	4532 / 22.3	20.3	22.0		I	WDVE-F
3	WDSY-AF	286 / 8.2	7.8	7.3	8.3	6.9	7.9	3221 / 15.8	15.8	15.2		G	WDSY-AF
4	WWSW-AF	238 / 6.9	6.5	5.7	6.7	7.0	6.4	3814 / 18.7	17.6	17.9		G	WWSW-AF
5	WBZZ-F	210 / 6.1	6.7	6.2	6.4	6.4	6.3	4284 / 21.0	21.7	21.8		G	WBZZ-F
6	WXDX-F	200 / 5.8	2.8	1.9	1.7	2.3	3.0	2967 / 14.6	10.3	7.7		B	WXDX-F
7	WSHH-F	169 / 4.9	4.1	4.9	5.1	4.2	4.7	2581 / 12.7	12.6	12.3		E	WSHH-F
8	WJJI-F	139 / 4.0	3.0	4.1	3.4	2.1	3.6	1896 / 9.3	10.6	7.1		C	WJJI-F
9	WVTY-F	136 / 3.9	4.2	4.4	4.0	4.7	4.1	2838 / 13.9	13.8	13.7		G	WVTY-F
10	WTAE	135 / 3.9	3.8	3.9	3.6	4.1	3.8	2430 / 11.9	12.1	10.7		G	WTAE
11	WJAS	134 / 3.9	3.8	4.0	4.3	4.0	4.0	1690 / 8.3	8.6	7.7		C	WJAS
12	WZPT-F	116 / 3.3	3.6	2.7	2.8	3.5	3.1	2369 / 11.6	11.6	11.9		D	WZPT-F
13	WLTJ-F	107 / 3.1	3.6	3.7	4.4	3.5	3.7	2150 / 10.6	10.7	11.9		D	WLTJ-F
14	WRRK-F	102 / 2.9	2.7	2.2	3.0	2.7	2.7	2274 / 11.2	10.0	11.1		C	WRRK-F
15	WAMO-F	96 / 2.8	3.4	4.9	5.4	5.4	4.1	1463 / 7.2	7.6	10.9		E	WAMO-F
16	KQV	39 / 1.1	1.3	1.4	1.3	1.6	1.3	978 / 4.8	4.2	5.1		C	KQV
17	WASP-F	34 / 1.0	1.0	1.4	0.9	0.8	1.1	490 / 2.4	2.2	1.9			WASP-F

12+ FM Share (Metro): 72.60 % (2249 of 3098) (Summer 95 71.62 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBZZ-F <	1 WDVE-F >	1 WDVE-F	1 WDVE-F >	1 WDVE-F >	1 KDKA >>	1 KDKA >	1 KDKA <	1 WDVE-F	1 KDKA >	1 KDKA >>>
2 WXDX-F >	2 WXDX-F	2 WDSY-AF	2 WDSY-AF <	2 WDSY-AF <	2 WDSY-AF <	2 WDVE-F	2 WDVE-F	2 WDSY-AF	2 WXDX-F <	3 WDVE-F
3 WAMO-F >	3 WBZZ-F <	3 WWSW-AF	3 WWSW-AF	3 WWSW-AF	3 WWSW-AF >	3 WDSY-AF	3 WDSY-AF	KDKA	3 WDVE-F	
	4 WDSY-AF >	WXDX-F <	4 WBZZ-F	4 WBZZ-F	4 WSHH-F	4 WWSW-AF <	4 WWSW-AF	4 WWSW-AF <	4 WDSY-AF <	
	5 WZPT-F	5 WWSW-AF >	5 WZPT-F <	5 KDKA <	WJAS <	5 WBZZ-F	5 WBZZ-F	5 WXDX-F	5 WBZZ-F	5 WBZZ-F
		6 WVTY-F <	WVTY-F	6 WJJI-F <	6 WDVE-F <	6 WXDX-F <	6 WSHH-F	WBZZ-F	6 WSHH-F <	6 WSHH-F <
		7 WZPT-F <	7 WJJI-F <	7 WVTY-F <	7 WTAE <	7 WRRK-F	7 WXDX-F <	7 WSHH-F	7 WWSW-AF <	7 WWSW-AF <
			8 KDKA <	8 WZPT-F <					8 WJJI-F <	8 WJJI-F <
			9 WXDX-F						9 WAMO-F	9 WAMO-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 WBZZ-F	1 WBZZ-F	1 WBZZ-F	1 WBZZ-F	1 WWSW-AF <	1 WXDX-F	1 WDVE-F >	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>
2 WXDX-F >	2 WDVE-F	WDVE-F	2 WDSY-AF <	2 WDSY-AF <	2 WDVE-F >>	2 WXDX-F >>	2 WXDX-F	2 WXDX-F	2 WDSY-AF
3 WDSY-AF <	3 WDSY-AF	3 WDSY-AF	3 WWSW-AF	3 WBZZ-F	3 WAMO-F	3 WDSY-AF >	3 WDSY-AF >	3 WDSY-AF >	3 WWSW-AF
4 WSHH-F >	4 WXDX-F	4 WVTY-F <	4 WDVE-F <	4 WVTY-F	4 WDSY-AF	4 WRRK-F <	4 WRRK-F	4 WWSW-AF <	4 KDKA
5 WAMO-F	5 WZPT-F <	5 WZPT-F	5 WVTY-F <	WDVE-F	WBZZ-F >	5 WAMO-F <	WZPT-F	5 KDKA	5 WJJI-F
	WDVE-F	6 WVTY-F	6 WLTJ-F <	6 WSHH-F		6 WZPT-F <		6 WJJI-F <	WXDX-F
7 WZPT-F	7 WSHH-F	7 WXDX-F	7 WZPT-F	7 WZPT-F		7 WBZZ-F		7 WRRK-F <	7 WRRK-F <
	8 WLTJ-F	8 WWSW-AF	8 WXDX-F	WLTJ-F					
				WJJI-F					

PITTSBURGH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys., pend. WZPT-FM, WBZZ-FM	9.4 %	11.6 %	12.4 %	WAMO	B/T	860	Pittsburgh	0.3 / 1.1	
Frischling WRRK-FM, WLTJ-FM	6.0 %	8.0 %	5.9 %	WBUT	AC	1050	Butler	0.3 / 0.9	
SFX, pending WXDX-FM, WJJJ-FM, WDVE-FM, WDSY-FM, WDSY-AM	27.5 %	33.3 %	27.9 %	WBVP	T	1230	Beaver Falls	0.4 / 0.8	
Sheridan, semi-duop WSSZ-FM, WAMO-AM, WAMO-FM	3.1 %	2.6 %	4.3 %	WESA-F	CHR	98.3	Charleroi	0.4 / 1.9	
				WIXZ	C	1360	McKeesport	0.3 / 1.3	
				WJPA-F	O	95.3	Washington	0.6 / 1.3	
				WJPA	O	1450	Washington	0.1 / 0.5	
				WLER-F	AC	97.7	Butler	0.3 / 0.6	
				WMBS	FS	590	Uniontown	0.7 / 1.6	
				WORD-F	REL	101.5	Pittsburgh	0.8 / 3.0	
	46.1 %	55.5 %	50.5 %						

Other Rated Stations--Outside Market							Metro Share	Cume Rating	TSA AQH Cume
WQXK-F	C	105.1	Salem, OH				0.5 / 0.9		
WRKY-F	C	103.5	Steubenville, OH				0.5 / 1.8		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$170.00	Group W	Westinghouse
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$37.00	--	
WDSY	1080	50 kw (DA, Days)	See WDSY-F				
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$30.00	Torbet	Renda
WTAE	1250	5 kw (DA-N)	Talk	ABC, Westwd	\$84.00	Katz	Hearst
WWSW	970	5 kw (DA-2)	See WWSW-F				

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station
WAMO	106.7	47 kw @ 518	Black	AURN	\$70.00	D&R	Sheridan Beaver Falls
WASP	94.9	0.2 kw @ 1240	Country		<20.00	Dome	Oliver
WBZZ	93.7	41 kw @ 547	CHR		\$140.00	Banner	Amer. Radio Sys.
WDSY	107.9	50 kw @ 500	Country	Westwd	\$105.00	Eastman	SFX
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal	SFX
WJJJ	104.7	19 kw @ 794	Jazz		NA	Eastman	SFX
WLTJ	92.9	47 kw @ 894	Soft AC		\$60.00	K&P	Frischling
WRRK	96.9	45 kw @ 530	Classic AOR		\$64.00	MMR	Frischling Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC	UPI	\$86.00	Torbet	Renda
WWTY	96.1	44 kw @ 522	AC		\$115.00	Katz	Hearst
WWSW	94.5	50 kw @ 810	Oldies	Westwd	\$153.00	Sentry	Chancellor
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$50.00	Christal	SFX
WZPT	100.7	17 kw @ 850	Oldies-70's		\$62.00	Banner	Amer. Radio Sys. New Kensington

Notes: 7/96 WNRQ-F changed from AOR-New Rock to Jazz as WJJJ-F . . . 10/96 These stations were sold by Secret to SFX: WDSY-F for \$42,000,000; WDVE-F for \$68,000,000; WJJJ-F for \$10,000,000; WXDX-F for \$18,000,000

Jim Duncan

Comments: WXDX-F is the biggest story in Pittsburgh: it gained three share points to a 5.8 . . . WAMO-F is down now for three consecutive books . . . The swap which gave WXDX the in-town former WAMO-F facility is a major factor in both trends . . . WLTJ-F is down for its third straight book . . . Other stations are relatively stable

PORTLAND, OR

Arbitron Rank: 24 Pop (12+): 1,598,900	Stations: 33 / 29	Last Year's Revenue: \$72,400,000
MSA Rank: 27	Diaries: 2,735/585:1/55.8%	Household Income: \$46,183
MSA Pop: 1,740,000	Sample Target: 2,690	Retail Dollars: \$18.0 Bil
DMA: 24	% Below Line: 2.0	#1 Biller: KKCW-F \$7,300,000
Average Person Ratings: 14.8	% Not Listed: 13.1	#1 Billing Portfolio: Jacor duop \$18,300,000
Market TSL In Hours: 19.75	Pop per Station: 55,134	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KKRZ-F	CHR	182 / 7.7	7.3	6.1	5.8	7.0	6.7	3150 / 19.7	21.5	19.5	G	KKRZ-F
2	KWJJ-F	C	171 / 7.2	6.1	6.8	7.1	8.0	6.8	2688 / 16.8	16.5	18.1	G	KWJJ-F
3	KKCW-F	AC	167 / 7.1	6.1	7.1	5.6	6.4	6.5	2128 / 13.3	13.4	14.1	H	KKCW-F
4	KUPL-F	C	147 / 6.2	6.0	6.2	5.9	6.1	6.1	2334 / 14.6	13.8	14.0	G	KUPL-F
5	KXL	NT	140 / 5.9	6.3	7.1	7.1	6.5	6.6	2255 / 14.1	14.2	14.8	G	KXL
6	KKSN-F	O	135 / 5.7	6.1	4.1	4.9	5.4	5.2	2486 / 15.5	17.0	17.3	G	KKSN-F
7	KUFO-F	AOR	129 / 5.4	5.1	5.5	4.6	5.7	5.1	2204 / 13.8	13.1	13.4	G	KUFO-F
8	KNRK-F	AOR-NR	121 / 5.1	4.4	3.8	4.5	3.6	4.5	2115 / 13.2	12.8	11.2	C	KNRK-F
9	KGON-F	AOR/CL	111 / 4.7	5.2	5.3	4.1	5.1	4.8	2337 / 14.6	13.7	13.6	G	KGON-F
10	KEX	FS	86 / 3.6	5.8	5.8	6.0	4.4	5.3	1650 / 10.3	15.1	11.1	G	KEX
11	KKRH-F	CL AOR	82 / 3.5	3.1	3.4	3.9	4.5	3.5	1831 / 11.5	11.3	11.4	C	KKRH-F
12	KINK-F	AOR-P	72 / 3.0	4.0	4.4	4.6	4.4	4.0	1227 / 7.7	9.3	9.5	G	KINK-F
13	KKJZ-F	J	70 / 3.0	3.7	3.7	4.0	3.8	3.6	1168 / 7.3	9.3	8.5	D	KKJZ-F
14	KKSN	ST	86 / 2.8	4.3	4.2	4.2	3.8	3.9	1125 / 7.0	7.9	7.3	C	KKSN
15	KOTK	T	52 / 2.2	1.6	1.9	1.6	1.1	1.8	921 / 5.8	5.3	3.6	A	KOTK
16	KXL-F	O-70s	50 / 2.1	1.9	1.8	1.9	2.5	1.9	1299 / 8.1	7.9	8.7	D	KXL-F
17	KWJJ	C	40 / 1.7	1.4	1.1	0.8	1.1	1.3	625 / 3.9	3.8	3.0		KWJJ
18	KPDQ-F	REL	37 / 1.6	1.2	1.3	1.3	1.6	1.4	723 / 4.5	3.9	4.5		KPDQ-F
	KOBX-AF	AOR-P	37 / 1.6	0.7	0.8	0.6	0.8	0.9	1074 / 6.7	2.5	3.2		KOBX-AF
20	KFXX	SPRTS	30 / 1.3	1.1	1.6	1.2	1.2	1.3	658 / 4.1	3.7	3.4	C	KFXX

12+ FM Share (Metro): 75.40 % (1551 of 2057) (Summer 95 75.28 %)

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 KKCW-F <	1 KKCW-F	1 KKCW-F	1 KXL <	1 KXL <	1 KWJJ-F <	1 KKRZ-F	1 KKRZ-F	1 KEX
2 KNRK-F >>	2 KKRZ-F	2 KKRZ-F <	2 KGON-F <	2 KKSN-F <	2 KKCW-F	2 KKCW-F	2 KKRZ-F <	KKCW-F <	2 KNRK-F	2 KKRZ-F
3 KUFO-F	3 KNRK-F <	3 KUFO-F <	3 KKS-F <	3 KWJJ-F <	3 KKS-F	3 KKRZ-F <	3 KKCW-F <	3 KWJJ-F	3 KWJJ-F	3 KWJJ-F <
4 KWJJ-F >	4 KWJJ-F	4 KWJJ-F <	4 KUPL-F <	4 KUPL-F <	4 KWJJ-F <	4 KGON-F	4 KXL <	4 KUPL-F <	4 KUFO-F	4 KNRK-F
	5 KUPL-F <	5 KGON-F <	5 KWJJ-F <	5 KGON-F	5 KUPL-F	5 KWJJ-F <	5 KUPL-F <	5 KKS-F		
	6 KGON-F	6 KUPL-F <	6 KKRZ-F	6 KKRZ-F	6 KEX	6 KUPL-F	6 KKS-F	6 KUFO-F		
	7 KKCW-F	7 KKS-F	KUFO-F	KUFO-F	7 KKS <	7 KEX	7 KUFO-F	7 KNRK-F <		
		8 KNRK-F			8 KINK-F <	8 KKS-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 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 KWJJ-F <	2 KWJJ-F	2 KWJJ-F <	2 KKRZ-F >	2 KKSN-F <	2 KNRK-F <	2 KGON-F <	2 KGON-F >	2 KGON-F >	2 KUFO-F <
3 KNRK-F <	3 KNRK-F <	3 KUPL-F	3 KWJJ-F <	3 KWJJ-F <	3 KKRZ-F <	3 KNRK-F <	3 KUPL-F	3 KUPL-F <	3 KKS-F
4 KKCW-F	4 KKCW-F <	4 KNRK-F <	4 KKS-F <	4 KKRZ-F	4 KWJJ-F >>	4 KKRZ-F	KNRK-F	4 KWJJ-F <	KUPL-F <
5 KXL-F >	5 KUPL-F	5 KKCW-F	5 KUPL-F	5 KUPL-F	5 KUPL-F	5 KWJJ-F <	5 KKRZ-F	5 KNRK-F	5 KWJJ-F <
6 KUFO-F	6 KUFO-F	6 KUFO-F >	6 KNRK-F <	6 KINK-F <	KGON-F	6 KUPL-F	6 KKRH-F	6 KKRZ-F	6 KKCW-F <
	KUPL-F	7 KKS-F	7 KINK-F <	7 KKJZ-F			7 KWJJ-F	KKRH-F <	7 KKRH-F <
								8 KKS-F <	8 KXL
								9 KKCW-F	

PORTLAND, OR

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys. KUPL-FM, KUFO-FM, KKJZ-FM, KDBX-FM, KBBT-AM	16.2 %	17.3 %	21.0 %
Entercom KNRK-FM, KGON-FM, KFXX-AM	11.1 %	12.2 %	12.1 %
Heritage KKSJ-FM, KKSJ-AM, KKRH-FM	12.0 %	12.5 %	10.8 %
Jacor KKRZ-FM, KKCW-FM, KEX-AM	18.4 %	17.5 %	25.4 %
	57.7 %	59.5 %	69.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KKEY	T	1150	Portland	0.6	/ 1.4	
KMUZ-AA	SP	940	Woodburn, OR	0.8	/ 1.3	
KPDQ	REL	800	Portland, OR	0.3	/ 1.7	
KUIK	T	1360	Hillsboro, OR	0.5	/ 1.5	
KVAN	T	1550	Vancouver, WA	0.4	/ 1.5	
KWIP	SP	880	Dallas, OR	0.5	/ 1.0	
KYKN	T	1430	Salem, OR	0.5	/ 0.9	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDUK-F	CHR	104.7	Florence, OR	0.3	/ 1.1	
KRKT-F	C	99.9	Albany, OR	0.7	/ 1.5	
KSKD-F	REL	107.1	Sweet Home, OR	0.6	/ 1.4	
KXPC-F	C	103.7	Lebanon, OR	0.3	/ 0.7	

AM Stations

Station	Freq	Power	Time	Service	Advertiser	Agency	Comments
KBBT	970	5 kw	(DA-N)	See KDBX-F			
KEX	1190	50 kw	(DA-N)	Full Service	ABC	\$96.00 Katz	Jacor
KFXX	1520	50 kw/10 kw	(DA-2)	Sports	ABC, CBS, WW1	\$38.00 D&R	Entercom Oregon City
KKSJ	910	5 kw	(DA-2)	Standards	Westwd	\$38.00 Christal	Heritage Vancouver, WA
KOTK	620	5 kw	(DA-N)	Talk	ABC, AP, WW1	\$27.00 Allied	EXCL, pend.
KWJJ	1080	50 kw/10 kw	(DA-2)	Country		NA Banner	Fisher
KXL	750	50 kw/20 kw	(DA-2)	News/Talk	CBS	\$94.00 Mc-Guild	Alexander

FM Stations

Station	Freq	Power	Time	Service	Advertiser	Agency	Comments
KDBX	107.5	6.3 kw @ 1332		AOR-New Rock	ABC	NA Katz	Amer. Radio Sys. Banks, OR
KGON	92.3	100 kw @ 1268		Classic AOR		\$116.00 CBS	Entercom
KINK	101.9	100 kw @ 1674		Prog. AOR		\$106.00 MMR	EXCL, pend.
KKCW	103.3	100 kw @ 1674		AC		\$144.00 Katz	Jacor Beaverton
KKJZ	106.7	100 kw @ 880		Jazz		\$75.00 Katz	Amer. Radio Sys. Lake Oswego
KKRH	105.1	100 kw @ 1840		Classic AOR		\$63.00 Christal	Heritage Salem
KKRZ	100.3	100 kw @ 1434		CHR		\$100.00 Katz	Jacor
KKSJ	97.1	100 kw @ 1268		Oldies	Westwd	\$100.00 Christal	Heritage
KNRK	94.7	3.7 kw @ 850		AOR-New Rock		\$55.00 CBS	Entercom Camas, WA
KPDQ	93.7	100 kw @ 1268		Religion		\$23.00 Salem	Salem
KUFO	101.1	100 kw @ 1640		AOR		\$120.00 Katz	Amer. Radio Sys.
KUPL	98.5	100 kw @ 1106		Country	AP	\$126.00 Katz	Amer. Radio Sys.
KWJJ	99.5	52 kw @ 1268		Country		\$122.00 Banner	Fisher
KXL	95.5	100 kw @ 990		Oldies-70's		\$61.00 Mc-Guild	Alexander

Notes: 6/96 KDBX-F began simulcast of KBBT-A . . . 10/96 KOTK/KINK-F sold by Embarcadero to EXCL

Jim Duncan

Comments: KKRZ-F remains #1 (12+) for the second straight book . . . KXL posted its lowest share in over two years . . . KNRK-F recorded its highest 12+ share ever . . . KINK-F, on the other hand, had its lowest share in my memory . . . KEX fell way off to a 3.8

PROVIDENCE

Arbitron Rank: 31 Pop (12+): 1,263,700	Stations: 40 / 21	Last Year's Revenue: \$33,300,000
MSA Rank: 63	Diaries: 1,875/674:1/56.7%	Household Income: \$46,486
MSA Pop: 906,000	Sample Target: 1,760	Retail Dollars: \$7.1 Bil
DMA: 46	% Below Line: 16.0	#1 Biller: WHJY-F \$5,500,000
Average Person Ratings: 16.9	% Not Listed: 10.0	#1 Billing Portfolio: Telemedia duop \$12,200,000
Market TSL In Hours: 23.00	Pop per Station: 60,176	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WWLI-F	SAC	195 / 9.1	9.7	7.6	7.3	7.5	8.4	2194 / 17.4	19.8	16.7		F WWLI-F
2 WHJY-F	AOR	175 / 8.2	6.5	6.6	7.7	8.5	7.2	2167 / 17.1	17.2	19.6		G WHJY-F
3 WPRO-F	CHR	144 / 6.7	6.5	7.2	7.5	6.3	7.0	2767 / 21.9	22.1	22.0		E WPRO-F
4 WPRO	T	113 / 5.3	4.4	4.5	5.1	5.3	4.8	1649 / 13.0	12.0	12.2		O WPRO
5 WSNE-F	AC	111 / 5.2	4.4	4.5	5.3	4.4	4.8	1876 / 14.8	13.7	14.3		D WSNE-F
6 WWBB-F	O	110 / 5.1	5.2	5.6	6.2	4.5	5.5	2090 / 16.5	16.1	15.0		E WWBB-F
7 WLKW	ST	103 / 4.8	5.3	4.9	5.1	6.0	5.0	1205 / 9.5	9.7	9.4		C WLKW
8 WCTK-F	C	97 / 4.5	5.4	5.5	5.3	3.8	5.2	1098 / 8.7	9.7	9.7		C WCTK-F
9 WWRX-F	CL AOR	90 / 4.2	4.1	3.6	3.3	3.4	3.8	1744 / 13.8	15.0	13.3		E WWRX-F
10 WWXX-F	CHR	88 / 4.1	4.3	3.6	4.8	4.3	4.2	1607 / 12.7	12.4	11.9		C WWXX-F
11 WHJJ	NT	86 / 4.0	4.0	4.4	4.6	3.5	4.3	1122 / 8.9	8.7	7.9		C WHJJ
12 WDGE-FF	AOR-NR	67 / 3.1	3.0	2.4	2.9	2.6	2.9	1375 / 10.9	10.8	9.0		B WDGE-FF
13 WBRU-F	AOR-NR	62 / 2.9	3.1	2.8	2.6	3.3	2.8	1421 / 11.2	11.4	11.7		C WBRU-F
14 WFHN-F	CHR	56 / 2.6	1.7	1.5	1.4	1.2	1.8	730 / 5.8	4.6	4.2		WFHN-F

12+ FM Share (Metro): 76.66 % (1468 of 1915) (Summer 95 66.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWXX-F >	1 WHJY-F >	1 WHJY-F >	1 WHJY-F >	1 WHJY-F	1 WWLI-F >	1 WHJY-F <	1 WWLI-F	1 WWLI-F <	1 WWLI-F	1 WHJY-F <
2 WPRO-F	2 WPRO-F >	2 WPRO-F <	2 WWLI-F <	2 WWLI-F	2 WLKW <	2 WWLI-F	2 WHJY-F	2 WHJY-F	2 WPRO <	2 WBZ <
3 WDGE-FF	3 WWLI-F	3 WWLI-F	3 WPRO-F	3 WPRO-F	3 WPRO	3 WPRO-F <	3 WPRO-F	3 WPRO-F	3 WWXX-F	3 WPRO
4 WSNE-F <	4 WSNE-F	4 WSNE-F	4 WSNE-F	4 WWBB-F <	4 WHJJ <	4 WPRO	WSNE-F	4 WWBB-F <	4 WPRO-F <	4 WWLI-F
5 WDGE-FF	5 WWRX-F <	5 WWBB-F <	5 WSNE-F	5 WSNE-F	5 WWBB-F <	5 WWRX-F <	5 WLKW	5 WHJJ <	5 WHJY-F	
6 WWXX-F	6 WWBB-F	6 WWRX-F	6 WWRX-F	6 WWRX-F	6 WCTK-F	6 WSNE-F	6 WWBB-F <	6 WSNE-F <	6 WWBB-F <	
7 WWRX-F <	7 WWXX-F	7 WCTK-F				7 WWBB-F	7 WPRO <	7 WWXX-F <	7 WDGE-FF <	
8 WBRU-F	8 WDGE-FF						8 WCTK-F <	8 WCTK-F <	8 WCTK-F <	
							9 WHJJ <	9 WLKW <	9 WSNE-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 WPRO-F	1 WPRO-F	1 WPRO-F	1 WWLI-F <	1 WWLI-F	1 WHJY-F <	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>
WWLI-F	2 WWLI-F	2 WWLI-F <	2 WPRO-F	2 WPRO-F	2 WWXX-F	2 WDGE-FF	2 WDGE-FF <	2 WWRX-F >	2 WWRX-F >
3 WBRU-F	3 WSNE-F	3 WSNE-F	3 WSNE-F	3 WSNE-F	WDGE-FF	3 WWRX-F	3 WWRX-F	3 WDGE-FF	3 WWBB-F
WWXX-F	4 WHJY-F	4 WHJY-F	4 WWBB-F	4 WWBB-F >	4 WWRX-F	4 WPRO-F <	WPRO-F >	WPRO-F	4 WPRO-F
5 WDGE-FF	5 WWXX-F <	5 WWBB-F <	5 WHJY-F	5 WHJY-F >	5 WPRO-F	5 WWXX-F		5 WSNE-F <	WWLI-F <
WHJY-F	6 WFHN-F	6 WFHN-F	6 WWXX-F <		6 WBRU-F	6 WBRU-F <		6 WWLI-F <	6 WPRO <
WFHN-F	7 WJMN-F	7 WWXX-F	7 WFHN-F <		7 WSNE-F	7 WSNE-F <		7 WWXX-F <	7 WSNE-F <
	WBRU-F	WJMN-F	8 WBRU-F			8 WAAF-F <		8 WWBB-F <	

PROVIDENCE

Consolidation Report	12+	25-54	Revenue
Clear Channel WWRX-FM, WWBB-FM	9.3 %	12.9 %	19.5 %
SFX WSNE-FM, WHJY-FM, WHJJ-AM	17.4 %	20.1 %	30.6 %
Telemedia WWLI-FM, WPRO-FM, WPRO-AM, WLKW-AM	25.9 %	22.4 %	36.6 %
	52.6 %	55.4 %	86.7 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBSM	T	1420	New Bedford, MA	1.1	1.9	
WJFD-F	E	97.3	Fairhaven, MA	0.8	1.8	
WNRI	T	1380	Woonsocket	0.6	1.0	
WPMZ	SP	1110	E. Providence	0.7	1.4	
WRCP	E	1290	Providence	0.3	0.9	
WSAR	T	1480	Fall River, MA	0.6	1.3	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAAF-F	AOR-NR	107.3	Worcester, MA	1.5	4.5	
WBCN-F	AOR	104.1	Boston	0.7	3.8	
WBMX-F	AC	98.5	Boston	0.4	3.3	
WBOS-F	AOR-P	92.9	Brookline, MA	1.0	4.1	
WBZ	N/T	1030	Boston	1.3	4.9	
WCBS	N	880	New York	0.4	1.7	
WCIB-F	CL AOR	101.9	Hyannis, MA	0.6	1.6	
WCRB-F	CL	102.5	Waltham, MA	2.0	5.0	
WEEI	SPRTS	850	Boston	1.0	2.5	
WFAN	SPRTS	660	New York	0.4	1.7	
WJMN-F	CHR	94.5	Boston	2.1	9.0	
WMJX-F	AC	106.7	Boston	0.7	1.8	
WODS-F	O	103.3	Boston	0.7	4.0	
WPLM-F	J	99.1	Plymouth, MA	0.8	3.0	
WQRC-F	SAC	99.9	Barnstable, MA	0.3	0.8	
WRKO	T	680	Boston	0.4	1.3	
WROR-F	AC	105.7	Framingham, MA	0.5	1.2	
WXKS-F	CHR	107.9	Medford, MA	0.5	3.0	
WZLX-F	CL AOR	100.7	Boston	0.7	2.9	

AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$47.00	Katz	SFX
WLKW	790	5 kw (DA-N)	EZ/Standards	ABC	\$38.00	Torbet	Telemedia
WPRO	630	5 kw (DA-N)	Talk/News	ABC, SBUSA, 1/1	\$77.00	Mc-Guild	Telemedia

FM Stations

WBRU	95.5	20 kw @ 440	New Rock	\$40.00	—		
WCTK	98.1	47 kw @ 510	Country	\$52.00	D&R	Hall	New Bedford
WDGE	99.7	2.3 kw @ 535	New Rock	NA	Katz		Wakefield
WDGF	100.3	3.9 kw @ 236	See WDGE-F				Middletown
WFHN	107.1	2.4 kw @ 348	CHR	NA	Mc-Guild		Fairhaven, MA
WHJY	94.1	50 kw @ 440	AOR	\$97.00	D&R	SFX	
WPRO	92.3	39 kw @ 551	CHR	\$77.00	Mc-Guild	Telemedia	
WSNE	93.3	29.8 kw @ 619	AC	ABC	\$69.00	Group W	SFX
WWBB	101.5	13.5 kw @ 950	Oldies	\$79.00	Banner	Clear Channel	
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$41.00	Christal	Back Bay
WWLI	105.1	50 kw @ 500	Soft AC	\$85.00	Torbet	Telemedia	Woonsocket
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$61.00	Banner	Clear Channel
							Westerly

Notes:

Jim Duncan

Comments: WHJY-F recovered some ground it lost but WWLI-F leads the market (12+) for the third consecutive rating period . . . WWBB-F had its third consecutive down book

RALEIGH-DURHAM

Arbitron Rank: 50 Pop (12+): 843,600	Stations: 30 / 23	Last Year's Revenue: \$39,400,000
MSA Rank: 59	Diarles: 2,124/397:1/57.7%	Household Income: \$48,811
MSA Pop: 986,000	Sample Target: 2,060	Retail Dollars: \$9.8 Bil
DMA: 30	% Below Line: 4.6	#1 Biller: WRAL-F \$6,200,000
Average Person Ratings: 15.5	% Not Listed: 20.0	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 36,678	SFX duop+ \$15,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WDCG-F	CHR	109 / 8.3	8.8	9.3	6.8	8.8	8.3	2180 / 25.8	24.7	22.4		F	WDCG-F
2 WQOK-F	B	106 / 8.1	8.5	7.7	7.5	7.7	7.9	1307 / 15.5	16.4	14.8		E	WQOK-F
3 WRAL-F	AC	96 / 7.4	6.6	7.4	6.0	6.8	6.9	1898 / 22.5	19.2	18.5		G	WRAL-F
4 WTRG-F	O	89 / 8.8	7.7	5.5	6.6	5.9	6.6	1555 / 18.4	16.8	16.0		E	WTRG-F
5 WKIX-F	C	87 / 6.7	6.7	5.8	6.1	5.9	6.3	1335 / 15.8	17.5	15.6		D	WKIX-F
6 WPTF	FS/T	81 / 6.2	6.9	6.3	7.8	7.1	6.8	1121 / 13.3	13.6	14.3		F	WPTF
7 WRDU-F	AOR	78 / 6.0	4.3	5.6	6.0	5.7	5.5	1484 / 17.6	14.8	16.0		F	WRDU-F
8 WQDR-F	C	77 / 5.9	6.4	5.9	7.4	6.4	6.4	1275 / 15.1	15.5	15.5		F	WQDR-F
9 WFXC-FF	B/AC	67 / 5.1	5.4	5.8	6.8	6.0	5.8	960 / 11.4	12.6	10.9		D	WFXC-FF
10 WRSN-F	AC	61 / 4.7	3.8	4.0	4.6	3.8	4.3	1248 / 14.8	13.7	13.8			WRSN-F
11 WTCO-F	J	30 / 2.3	1.4	1.4	2.0	2.1	1.8	536 / 6.4	4.9	6.3		B	WTCO-F
12 WJMH-F	B	21 / 1.6	1.6	1.3	1.1	1.4	1.4	505 / 6.0	5.4	5.4			WJMH-F
13 WKTC-F	C	17 / 1.3	1.8	1.3	1.3	2.0	1.4	461 / 5.5	5.4	5.6			WKTC-F
14 WLLE	B	16 / 1.2	1.0	1.3	1.3	1.7	1.2	206 / 2.4	2.6	3.1			WLLE

12+ FM Share (Metro): 84.40 % (882 of 1045) (Summer 95 82.52 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WDCG-F	1 WDCG-F	1 WDCG-F <	1 WRAL-F <	1 WTRG-F <	1 WPTF	1 WDCG-F	1 WTRG-F <	1 WQOK-F <	1 WQOK-F >	1 WQOK-F
WQOK-F >>	2 WQOK-F	2 WQOK-F <	2 WDCG-F <	2 WRAL-F	2 WTRG-F	2 WRAL-F <	2 WPTF <	2 WDCG-F <	2 WDCG-F	2 WPTF
3 WKIX-F >	3 WRDU-F <	3 WRAL-F <	3 WTRG-F <	3 WDCG-F <	3 WRAL-F	3 WPTF	3 WDCG-F	3 WRAL-F	3 WFXC-FF	3 WKIX-F
	4 WKIX-F <	4 WRDU-F	4 WRDU-F <	4 WRDU-F <	4 WQDR-F	4 WQOK-F	WRAL-F <	WTRG-F	WQDR-F	
	5 WRAL-F	5 WTRG-F <	5 WQOK-F	5 WQOK-F <	5 WKIX-F <	5 WKIX-F <	5 WKIX-F <	5 WRDU-F <	WKIX-F <	
	6 WQDR-F <	6 WKIX-F <	6 WFXC-FF <	6 WFXC-FF <	6 WFXC-FF	6 WRSN-F <	6 WQOK-F <	6 WKIX-F	6 WRAL-F	
	7 WRSN-F <	7 WQDR-F <	7 WQDR-F <	7 WQDR-F <		7 WQDR-F <	7 WRDU-F	7 WQDR-F <	7 WRDU-F	
	8 WFXC-FF >	8 WRSN-F <	8 WRSN-F <	8 WKIX-F		8 WTRG-F <	8 WQDR-F <	8 WPTF <		
		9 WFXC-FF	9 WKIX-F	WRSN-F		9 WRDU-F	9 WRSN-F	9 WRSN-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 WQOK-F	1 WDCG-F	1 WDCG-F >	1 WDCG-F	1 WRAL-F <	1 WKIX-F	1 WRDU-F	1 WRDU-F >	1 WRDU-F	1 WRDU-F
2 WDCG-F >	2 WQOK-F >	2 WRAL-F	WQOK-F <	2 WTRG-F <	WDCG-F	2 WDCG-F <	2 WQOK-F	2 WRSN-F	2 WRSN-F <
3 WRAL-F >	3 WRAL-F >	WQOK-F	3 WRAL-F	3 WDCG-F	3 WRDU-F >	3 WKIX-F	3 WDCG-F <	3 WDCG-F <	3 WTRG-F
4 WKIX-F	4 WKIX-F	4 WFXC-FF <	4 WTRG-F	4 WQOK-F	4 WQOK-F	4 WQOK-F	4 WKIX-F	4 WKIX-F <	4 WQDR-F
5 WRSN-F	5 WQDR-F	5 WKIX-F	5 WFXC-FF <	5 WFXC-FF	WRSN-F	5 WRSN-F	5 WRSN-F	5 WQDR-F <	5 WPTF <
WQDR-F	WFXC-FF <	6 WTRG-F	6 WQDR-F	6 WKIX-F <	WQDR-F	6 WQDR-F	6 WFXC-FF	6 WQOK-F <	6 WRAL-F
	7 WRDU-F <	WRDU-F	WKIX-F	7 WQDR-F	7 WRAL-F	7 WRAL-F	7 WRAL-F	7 WRAL-F <	WFXC-FF
	8 WTRG-F <	8 WQDR-F	8 WRDU-F	8 WRDU-F >		WFXC-FF	WQDR-F	8 WTRG-F	WDCG-F <
								WFXC-FF	9 WKIX-F
									WQOK-F

RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Clear Channel WQOK-FM, WTCB-FM	10.4 %	9.4 %	11.2 %	WAUG	B/O	750	New Hope	0.8 / 1.3		
				WBZB	C	1090	Selma	0.6 / 0.5		
Curtis WKIX-FM, WKTC-FM, WPTF-AM, WQDR-FM	20.1 %	17.6 %	27.2 %	WCLY	REL	1550	Raleigh	0.7 / 1.6		
				WDNC	SPRTS	620	Durham	0.8 / 3.4		
SFX WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	25.8 %	29.1 %	38.1 %	WMPM	C	1270	Smithfield	0.4 / 0.6		
				WRBZ	T	850	Raleigh	0.9 / 3.8		
				WSRC	B/G	1410	Durham	0.7 / 1.6		
	56.3 %	56.0 %	76.5 %	WYRN-AF	C	102.5	Louisburg	0.6 / 1.5		

Other Rated Stations--Outside Market								Metro Share	Cume Rating	TSA AQH Cume
WKRR-F	AOR	92.3	Asheboro	0.4 / 2.8						
WMAG-F	AC	99.5	High Point	0.5 / 2.5						
WMQX-F	O	93.1	Winston-Salem	0.4 / 1.3						
WPCM-F	C	101.1	Burlington	0.8 / 4.7						
WQMG-F	B	97.1	Greensboro	0.5 / 3.6						
WRCQ-F	AOR	103.5	Dunn	0.4 / 2.3						

AM Stations

WLLE	570	500 w/52 w	Black	AURN	NA	---	
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS	\$76.00	Mc-Guild	Curtis

FM Stations

WDCG	105.1	100 kw @ 1040	CHR	ABC	\$80.00	Torbet	SFX	
WKIX	96.1	100 kw @ 985	Country	Westwd	\$59.00	Mc-Guild	Curtis	
WKTC	96.9	100 kw @ 984	Country		\$26.00	D&R	Curtis	Goldsboro
WQDR	94.7	100 kw @ 1680	Country	Westwd	\$83.00	Mc-Guild	Curtis	
WQOK	97.5	100 kw @ 981	Black	ABC	\$67.00	D&R	Clear Channel	S. Boston, VA
WRAL	101.5	100 kw @ 1821	AC		\$104.00	Katz	Capitol	
WRDU	106.1	100 kw @ 1350	AOR	Source	\$88.00	MMR	SFX	Wilson
WRSN	93.9	100 kw @ 1270	AC		NA	Torbet	SFX	Burlington
WTCB	103.9	7.9 kw @ 577	Jazz		\$29.00	Eastman	Clear Channel	Fuquay-Varina
WTRG	100.7	100 kw @ 1968	Oldies	ABC, CBS	\$73.00	MMR	SFX	Rocky Mount

Notes: 8/96 WZZU-F changed from Classic AOR to AC as WRSN-F ("Sunny 93.9") . . . 9/96 WCLY sold to Mortenson for \$350,000 . . . 10/96 WTCB-F changed from Jazz to Classic AOR as WZZU-F after Summer survey

RICHMOND

Arbitron Rank: 56 Pop (12+): 775,000	Stations: 25 / 23	Last Year's Revenue: \$35,000,000
MSA Rank: 62	Diaries: 2,175/356:1/56.8%	Household Income: \$45,708
MSA Pop: 930,000	Sample Target: 1,980	Retail Dollars: \$9.5 Bil
DMA: 54	% Below Line: 0.7	#1 Biller: WKHK-F \$5,200,000
Average Person Ratings: 15.9	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 33,696	SFX duop+ \$14,500,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WKHK-F	C	138 / 11.1	13.9	12.9	13.3	11.7	12.8	1797 / 23.2	24.7	22.6	G	WKHK-F
2 WCDX-F	B	119 / 9.7	10.3	11.0	9.9	10.9	10.2	1290 / 16.6	18.1	19.5	F	WCDX-F
3 WTVR-F	SAC	108 / 8.8	9.7	10.8	9.6	8.4	9.7	1494 / 19.3	21.7	20.3	D	WTVR-F
4 WRVA	FS	106 / 8.6	8.5	9.1	8.6	8.2	8.7	1444 / 18.6	19.2	17.8	F	WRVA
5 WSMJ-F	J	76 / 6.2						999 / 12.9				WSMJ-F
6 WRVQ-F	CHR	74 / 6.0	6.2	4.5	5.4	7.1	5.5	1459 / 18.8	19.2	20.9	D	WRVQ-F
7 WRXL-F	AOR	60 / 4.9	5.1	5.2	5.8	6.3	5.3	1083 / 14.0	13.4	15.5	E	WRXL-F
8 WPLZ-F	BJAC	56 / 4.6	6.7	6.5	5.2	4.9	5.7	945 / 12.2	14.4	15.6	C	WPLZ-F
9 WMXB-F	AC	53 / 4.3	5.9	5.1	5.5	5.8	5.2	994 / 12.8	16.1	15.9	F	WMXB-F
10 WBZU-F	AOR-NR	52 / 4.2	4.2	3.5	4.0	2.7	4.0	927 / 12.0	12.8	10.5	C	WBZU-F
11 WLEE-F	O-70s	36 / 2.9	2.9	2.9	3.3	4.6	3.0	835 / 10.8	11.8	13.8	C	WLEE-F
12 WTVR	ST	26 / 2.1	1.7	2.0	1.7	2.0	1.9	395 / 5.1	3.6	5.3	A	WTVR
13 WVGO-F	O	22 / 1.8	3.1	3.0	3.3	4.2	2.8	468 / 6.0	10.3	10.7	D	WVGO-F
WSOJ-F	B	22 / 1.8	2.9	3.1	3.3	3.2	2.8	384 / 5.0	7.5	7.9	B	WSOJ-F
15 WGCV	B/G	21 / 1.7	0.9	0.8	1.2	1.7	1.2	221 / 2.9	1.5	3.5		WGCV
16 WXGI	C	17 / 1.4	1.1	1.6	2.0	1.3	1.5	211 / 2.7	3.2	3.4	A	WXGI
17 WFTH	REL	16 / 1.3	1.1	1.4	0.4	1.7	1.0	157 / 2.0	2.3	3.1		WFTH
18 WRVH	SPRTS	13 / 1.1	1.1	1.8	0.8	0.9	1.2	283 / 3.7	4.0	3.3		WRVH
19 WREJ	REL	12 / 1.0	1.2	2.3	1.6	1.1	1.5	166 / 2.1	2.2	3.0	A	WREJ

12+ FM Share (Metro): 77.77 % (829 of 1066) (Summer 95 79.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WCDX-F >>	1 WCDX-F >	1 WKHK-F <	1 WKHK-F	1 WKHK-F	1 WRVA	1 WRVA	1 WTVR-F <	1 WKHK-F	1 WCDX-F >	1 WCDX-F
2 WBZU-F	2 WKHK-F <	2 WCDX-F	2 WCDX-F <	2 WTVR-F	2 WKHK-F <	2 WKHK-F	2 WCDX-F	2 WCDX-F	2 WKHK-F	2 WRVA >
WRVQ-F	3 WRVQ-F	3 WTVR-F	3 WTVR-F <	3 WCDX-F <	3 WTVR-F >	3 WTVR-F	3 WRVA	3 WTVR-F	3 WSMJ-F <	3 WKHK-F >>
4 WPLZ-F	4 WRXL-F	4 WSMJ-F <	4 WSMJ-F >	4 WSMJ-F >	4 WSMJ-F >	4 WCDX-F >	4 WCDX-F <	4 WSMJ-F <	4 WRVA	
	5 WBZU-F	5 WRVQ-F <	5 WRVQ-F <	5 WRVQ-F <	5 WRVQ-F <	5 WRXL-F <	5 WRVQ-F <	5 WRVA <	5 WRVQ-F	
	6 WTVR-F <	6 WRXL-F	6 WRXL-F <	6 WMXB-F <	6 WMXB-F <	6 WSMJ-F <	6 WRVQ-F	6 WRVQ-F	6 WPLZ-F	
	7 WSMJ-F	7 WMXB-F	7 WMXB-F	7 WRXL-F <	7 WRXL-F <	7 WRXL-F	7 WRXL-F <	7 WRXL-F <		
	WMXB-F <			8 WRVA			8 WBZU-F			
	9 WPLZ-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 WCDX-F >	1 WCDX-F >	1 WCDX-F >	1 WCDX-F <	1 WTVR-F <	1 WCDX-F >	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WKHK-F >
2 WRVQ-F >	2 WKHK-F	2 WKHK-F	2 WKHK-F	2 WKHK-F	2 WRXL-F	2 WRXL-F	2 WKHK-F	2 WCDX-F <	2 WSMJ-F
3 WRXL-F	3 WTVR-F <	3 WTVR-F	WTVR-F >	3 WCDX-F	WRVQ-F	3 WRVQ-F <	WRXL-F	3 WRXL-F	WRXL-F <
WTVR-F	4 WRVQ-F	4 WMXB-F	4 WSMJ-F <	4 WSMJ-F >	4 WBZU-F >	4 WKHK-F	4 WRVQ-F	4 WBZU-F <	4 WCDX-F <
WKHK-F	5 WMXB-F	WSMJ-F	5 WRVQ-F	5 WRVQ-F	5 WKHK-F >	WBZU-F >	WBZU-F	5 WSMJ-F <	5 WRVA <
6 WMXB-F	6 WPLZ-F <	WRVQ-F	6 WMXB-F	WMXB-F <		6 WSMJ-F	6 WSMJ-F	6 WRVQ-F	6 WLEE-F <
WBZU-F	7 WSMJ-F <	7 WPLZ-F >	7 WPLZ-F	7 WPLZ-F >				7 WLEE-F	7 WTVR-F <
	8 WRXL-F								8 WBZU-F

RICHMOND

Consolidation Report	12+	25-54	Revenue
Clear Channel	31.5 %	27.5 %	41.0 %
WRVA-AM, WRVH-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM			
SFX	24.3 %	27.7 %	41.3 %
WBZU-FM, WKHK-FM, WLEE-FM, WMXB-FM, WVGO-FM			
Sinclair	22.2 %	22.8 %	17.2 %
WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM			
	78.0 %	78.1 %	99.5 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCLM	B/O	1450	Highland Springs	0.7	1.1	
WDYL-F	REL	820	Chester	0.6	1.6	
WLEE	N	1320	Richmond	0.7	2.2	
WSTK	ST	1290	Colonial Heights	0.7	1.3	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAFX-F	CL AOR	106.9	Suffolk	0.3	1.9	
WKOC-F	AOR	93.7	Elizabeth City, NC	0.3	0.9	

AM Stations

Station	Freq	Power	Format	Other	Notes
WFTH	1590	5 kw (Days)	Gospel	AURN	\$15.00 ---
WGCV	1240	1 kw	Gospel	Westwd	\$15.00 Mc-Guild Sinclair Petersburg
WREJ	1540	10 kw (Days, DA)	Religion		\$<20.00 ---
WRVA	1140	50 kw (DA-1)	Full Service	ABC, CBS	\$74.00 Mc-Guild Clear Channel
WRVH	910	5 kw/1.5 kw (DA-1)	Sports	Westwd, CBS	\$21.00 Katz Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	ABC	\$<20.00 Katz Clear Channel
WXGI	950	5 kw/57 w	Country	Westwd	\$<20.00 ---

FM Stations

Station	Freq	Power	Format	Other	Notes
WBZU	106.5	7.6 kw @ 1234	AOR-New Rock		\$41.00 --- SFX
WCDX	92.1	4.5 kw @ 771	Black		\$72.00 MMR Sinclair Mechanicsville
WKHK	95.3	17.5 kw @ 394	Country		\$98.00 Banner SFX Colonial Heights
WLEE	96.5	50 kw @ 492	Oldies-70's		\$49.00 Christal SFX Williamsburg
WMXB	103.7	20 kw @ 840	AC	AP, ABC	\$81.00 Mc-Guild SFX
WPLZ	99.3	6 kw @ 328	Black/AC	Westwd, ABC	\$46.00 MMR Sinclair Petersburg
WRVQ	94.5	200 kw @ 350	CHR	ABC	\$70.00 Katz Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$77.00 Katz Clear Channel
WSMJ	101.1	2 kw @ 404	Jazz	NA	Allied Sinclair, pend.
WSOJ	100.3	4.7 kw @ 371	Black		\$22.00 --- Petersburg
WTVR	98.1	50 kw @ 840	Soft AC		\$63.00 Katz Clear Channel
WVGO	104.7	100 kw @ 981	Oldies	NA	Christal SFX Crewe

Notes: 8/96 ABS sold these stations to SFX: WBZU-F for \$5,500,000; WKHK-F for \$17,500,000; WLEE-F for \$5,800,000; WVGO-F for \$8,700,000 . . . 8/96 The WBZU-F calls and AOR-New Rock format switched from 104.7 to 106.5; at the same time, WVGO-F moved from 106.5 to 104.7 and changed from Prog. AOR to Oldies . . . 9/96 WSTK (1290, Colonial Heights) sold by Fletcher to Sheridan for \$550,000 (Blackburn)

Jim Duncan

Comments: WKHK-F is way below its four-book average but still remains #1 in 12+ . . . WSMJ-F debuts at a 6.2 with "Smooth Jazz"; this, of course, adds another viable station to the market . . . WRXL-F has its fourth consecutive down book . . . SFX properties WMXB and WVGO both took significant hits this rating period

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 27 Pop (12+): 1,343,200	Stations: 48 / 14	Last Year's Revenue: \$23,400,000
MSA Rank: 10	Diaries: 2,562/524:1/49.2%	Household Income: \$43,578
MSA Pop: 3,030,000	Sample Target: 2,420	Retail Dollars: \$21.9 Bil
DMA: Los Angeles	% Below Line: 54.8	#1 Biller: KFRG-F \$5,300,000
Average Person Ratings: 16.4	% Not Listed: 11.4	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 95,943	Anaheim duop \$7,100,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 KFRG-F	C	248 / 11.3	8.9	9.3	9.5	10.1	9.8	2759 / 20.5	19.1	18.9		G KFRG-F
2 KFI	T	147 / 6.7	8.7	7.9	9.4	6.9	8.2	1923 / 14.3	16.2	14.4		KFI
3 KGGI-F	CHR	135 / 6.1	5.5	5.8	6.1	5.8	5.9	2427 / 18.1	17.8	18.3		F KGGI-F
4 KOLA-F	O	111 / 5.0	4.9	5.4	3.9	4.1	4.8	1970 / 14.7	14.6	12.9		D KOLA-F
5 KKBT-F	B	108 / 4.9	4.1	4.2	3.6	3.5	4.2	1186 / 8.8	8.6	7.1		KKBT-F
6 KVAR-F	SP	107 / 4.9	3.8	5.5	4.6	4.3	4.7	1113 / 8.3	7.2	7.3		C KVAR-F
7 KOST-F	AC/SAC	68 / 3.1	3.7	3.8	3.4	3.2	3.5	1298 / 9.7	11.3	10.9		KOST-F
8 KLOS-F	AOR	59 / 2.7	3.8	3.3	3.5	4.2	3.3	1317 / 9.8	11.0	12.0		KLOS-F
9 KCBS-F	CL AOR	58 / 2.6	3.2	3.0	2.3	3.0	2.8	1091 / 8.1	9.6	8.5		KCBS-F
10 KRTH-F	O	56 / 2.5	2.9	2.2	2.6	1.9	2.6	1055 / 7.9	9.2	8.0		KRTH-F
11 KPWR-F	U/CHR	54 / 2.5	2.2	2.1	2.2	2.0	2.2	981 / 7.3	7.6	7.2		KPWR-F
12 KTWW-F	J	53 / 2.4	2.4	2.1	1.7	1.9	2.2	752 / 5.6	5.1	5.5		KTWW-F
13 KIIS-F	CHR	46 / 2.1	2.4	2.9	2.3	3.6	2.4	1330 / 9.9	11.3	12.7		KIIS-F
14 KCAL-F	AOR	44 / 2.0	2.4	2.2	2.4	3.6	2.2	1060 / 7.9	7.3	9.1		F KCAL-F
15 KLAC	ST	43 / 2.0	1.2	1.2	1.4	1.1	1.4	466 / 3.5	2.8	3.1		KLAC
16 KWRP-F	EZ	40 / 1.8	2.0	2.1	2.1	2.4	2.0	419 / 3.1	2.8	3.9		B KWRP-F

12+ FM Share (Metro): 78.34 % (1476 of 1884) (Summer 95 81.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGGI-F >	1 KVAR-F <	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >>	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >>	1 KGGI-F	1 KFRG-F >
2 KPWR-F <	2 KFRG-F	2 KVAR-F <	2 KVAR-F <	2 KFI <	2 KFI >	2 KFI >	2 KFI >	2 KGGI-F <	2 KFRG-F	2 KFI
3 KKBT-F >	3 KGGI-F <	3 KFI <	3 KFI	3 KVAR-F <	3 KOLA-F >	3 KKBT-F	3 KGGI-F <	3 KFI	3 KVAR-F <	3 KKBT-F <
4 KKBT-F	4 KGGI-F <	4 KOLA-F	4 KOLA-F	4 KOLA-F		4 KGGI-F <	4 KOLA-F	4 KOLA-F <	4 KFI	4 KGGI-F
5 KFI	5 KKBT-F <	5 KKBT-F <	5 KKBT-F <	5 KKBT-F		5 KVAR-F <	5 KKBT-F <	5 KKBT-F	5 KKBT-F <	5 KOLA-F
	6 KOLA-F	6 KCBS-F <	6 KCBS-F <	6 KCBS-F <		6 KLOS-F	6 KVAR-F	6 KVAR-F >	6 KOLA-F	6 KTTW-F
	7 KLOS-F	7 KCBS-F	7 KGGI-F <	7 KGGI-F					7 KOST-F	
		8 KOST-F <	8 KLOS-F	KOST-F <						
		9 KLOS-F	KOST-F	9 KLOS-F <						
				10 KRTH-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 KGGI-F >>	1 KGGI-F	1 KVAR-F <	1 KFRG-F >	1 KFRG-F >>	1 KKBT-F <	1 KVAR-F	1 KVAR-F	1 KFRG-F >	1 KFRG-F >
2 KPWR-F	KVAR-F <	2 KFRG-F	2 KGGI-F	2 KOLA-F	2 KGGI-F	KFRG-F	2 KFRG-F	2 KFI	2 KFI
	KVAR-F	3 KFRG-F	3 KOST-F	3 KVAR-F <	3 KPWR-F	3 KFI	3 KFI	3 KVAR-F	3 KVAR-F
	KKBT-F	4 KKBT-F <	4 KKBT-F	4 KOLA-F <	4 KFRG-F	4 KKBT-F	4 KLOS-F	4 KKBT-F <	4 KCBS-F <
5 KFRG-F	5 KOST-F >	KGGI-F >	5 KKBT-F <	5 KKBT-F	5 KOLA-F	5 KLOS-F <	5 KCBS-F	5 KCBS-F <	5 KCLA-F <
6 KCXX-F	6 KLVE-F		6 KOST-F >	KOST-F	6 KROQ-F	6 KGGI-F	6 KROQ-F	6 KOLA-F <	6 KLOS-F
				7 KRTH-F <	KFI >	7 KROQ-F <	KKBT-F	7 KLOS-F	
				8 KFI					

RIVERSIDE-SAN BERNARDINO

Consolidation Report	12+	25-54	Revenue
Amaturo KOOJ-FM, KFRG-FM	12.8 %	13.7 %	24.8 %
Anaheim KOLA-FM, KCAL-FM	7.0 %	8.1 %	30.3 %
EXCL, pending KVAR-FM, KSZZ-AM, KCAL-AM	6.9 %	7.8 %	15.0 %
Local KXSB-FM, KXRS-FM	0.8 %	0.6 %	2.0 %
	27.5 %	30.2 %	72.1 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KATY-F	AC	101.3	Idyllwild	0.8	2.1	
KBHR-F	AOR-NR	93.3	Big Bear	0.5	0.7	
KCAL	SP	1410	Redlands	1.3	3.4	
KCXX-F	AOR-P	103.9	Lake Arrowhead	1.3	6.2	
KDIF	SP	1440	Riverside	0.9	1.8	
KOOJ-F	C	92.7	Riverside	1.5	5.1	
KSZZ	SP	590	San Bernardino	0.6	1.7	
KXRS-F	SP	105.7	Hemet	0.8	2.1	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KABC	T	790	Los Angeles	1.5	2.6	
KBIG-F	AC	104.3	Los Angeles	1.7	7.0	
KBUE-F	SP	105.5	Long Beach	0.4	0.8	
KFWB	N	980	Los Angeles	0.6	2.5	
KIBB-F	B/AC	100.3	Los Angeles	0.4	1.8	
KKGO-F	CL	105.1	Los Angeles	1.2	3.1	
KKHJ	SP	930	Los Angeles	0.3	0.8	
KKLA-AF	REL	1240	San Bernardino	1.0	2.5	
KLAX-F	SP	97.9	Long Beach	0.5	1.5	
KLSX-F	T	97.1	Los Angeles	0.6	2.4	
KLVE-F	SP	107.5	Los Angeles	1.7	4.4	
KLYY-F	AOR-NR	107.1	Arcadia	0.7	3.2	
KMPC	T	710	Los Angeles	0.3	1.5	
KNX	N	1070	Los Angeles	1.7	7.0	
KRLA	O	1110	Pasadena	0.7	1.7	
KROQ-F	AOR-NR	106.7	Pasadena	1.7	6.6	
KTNQ	SP	1020	Los Angeles	0.5	1.3	
KWVE-F	REL	107.9	San Clemente	0.5	1.2	
KYSR-F	AC/CHR	98.7	Los Angeles	0.7	2.6	
KZLA-F	C	93.9	Los Angeles	1.1	3.5	
XTRA	SPRTS	690	Tijuana	0.5	1.3	

AM Stations

KCAL	1410	5 kw/4 kw (DA-N)	Hispanic	\$33.00	Caballero	EXCL	Redlands
KDIF	1440	1 kw	Hispanic	\$23.00	Katz	Hisp.	
KSZZ	590	1 kw (DA-2)	Hispanic	\$25.00	Caballero	EXCL	

FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$89.00	Banner	Anaheim	Redlands
KFRG	95.1	50 kw @ 490	Country	\$140.00	Allied	Amaturo	
KGGI	99.1	2.5 kw @ 1844	CHR	\$102.00	Mc-Guild	Chancellor	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$69.00	Banner	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Easy Listening	USA \$35.00	K&P		San Jacinto

Notes: Other ranked stations – See Los Angeles . . . 10/96 KCAL/KSZZ/KVAR-F were sold by Embarcadero to EXCL

Jim Duncan

Comments: KFRG-F is back into double digits . . . Nothing else of great interest happened in the market

ROCHESTER, NY

Arbitron Rank: 45 Pop (12+): 900,700	Stations: 27 / 20	Last Year's Revenue: \$29,800,000
MSA Rank: 49	Diaries: 2,309/390:1/58.6%	Household Income: \$51,091
MSA Pop: 1,090,000	Sample Target: 2,200	Retail Dollars: \$9.9 Bil
DMA: 73	% Below Line: 4.9	#1 Biller: WCMF-F \$6,000,000
Average Person Ratings: 16.0	% Not Listed: 16.3	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 45,035	Amer. Radio Sys. duop+ \$12,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WHAM	FS	163 / 11.3	10.6	11.6	10.6	10.6	11.0	2023 / 22.5	21.4	23.9		F	WHAM
2 WBEE-F	C	150 / 10.4	9.8	10.3	11.1	10.5	10.4	1844 / 20.5	19.0	21.3		F	WBEE-F
3 WPXY-F	CHR	118 / 8.2	8.8	7.0	8.1	7.7	8.0	2105 / 23.4	23.8	22.4		E	WPXY-F
4 WCMF-F	AOR	108 / 7.6	8.5	7.4	9.0	9.0	8.1	1858 / 20.8	19.2	21.8		G	WCMF-F
5 WRMM-F	SAC	89 / 6.2	7.8	7.1	8.6	7.3	7.4	1689 / 18.8	21.6	19.6		E	WRMM-F
6 WNVE-F	C	87 / 6.0	6.3	5.8	5.4	6.8	5.9	1569 / 17.4	17.9	15.8		C	WNVE-F
7 WDKX-F	B	73 / 5.1	5.7	5.8	6.0	6.1	5.6	783 / 8.7	10.1	9.7		C	WDKX-F
8 WKX-F	O	69 / 4.8	4.7	5.1	5.6	5.6	5.0	1503 / 16.7	16.1	16.6		D	WKX-F
9 WVOR-F	AC	67 / 4.6	5.2	5.9	5.0	5.1	5.2	1271 / 14.1	15.8	15.0		C	WVOR-F
10 WBBF	ST	53 / 3.7	3.3	3.6	3.4	3.7	3.5	730 / 8.1	6.5	7.0		A	WBBF
11 WMAX-FF	AOR-P	47 / 3.3	2.9	2.2	2.1	2.6	2.6	890 / 9.9	8.5	6.9		C	WMAX-FF
12 WHRR-F	CL AOR	45 / 3.1	2.7	3.4	2.3	1.9	2.9	881 / 9.8	10.0	6.3		A	WHRR-F
13 WHTK	T	18 / 1.2	0.8	0.6	1.2	0.9	1.0	368 / 4.1	3.8	3.5			WHTK

12+ FM Share (Metro): 77.13 % (931 of 1207) (Summer 95 80.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPXY-F <	1 WPXY-F <	1 WCMF-F <	1 WBEE-F <	1 WBEE-F	1 WHAM >	1 WHAM	1 WHAM <	1 WHAM <	1 WNVE-F	1 WBEE-F <
2 WNVE-F >	2 WCMF-F <	2 WBEE-F	2 WCMF-F	2 WCMF-F	2 WBEE-F >	2 WCMF-F <	2 WBEE-F	2 WBEE-F	2 WHAM	2 WHAM >
3 WDKX-F >	3 WNVE-F	WPXY-F >	3 WPXY-F	3 WHAM <	3 WRMM-F	3 WBEE-F >	3 WPXY-F <	3 WPXY-F	3 WPXY-F	3 WDKX-F
4 WBEE-F >	4 WNVE-F	4 WHAM	4 WPXY-F	4 WPXY-F	4 WBBF <	4 WPXY-F	4 WRMM-F <	4 WRMM-F <	4 WDKX-F	WPXY-F
5 WDKX-F <	5 WHAM <	5 WVOR-F	5 WRMM-F	5 WRMM-F	5 WKX-F	5 WRMM-F	5 WCMF-F	5 WNVE-F	5 WBEE-F <	
6 WMAX-FF	6 WDKX-F <	WRMM-F	6 WVOR-F <	6 WVOR-F <	6 WVOR-F <	6 WNVE-F <	6 WVOR-F <	6 WCMF-F	6 WCMF-F	
7 WRMM-F <	7 WRMM-F	7 WKX-F <	7 WKX-F	7 WKX-F	7 WVOR-F	7 WVOR-F	7 WNVE-F <	7 WKX-F	7 WKX-F	
	WVOR-F <	8 WMAX-FF	8 WDKX-F				8 WKX-F			
	9 WKX-F <	WDKX-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 WPXY-F	1 WPXY-F	1 WPXY-F	1 WPXY-F	1 WBEE-F <	1 WNVE-F >	1 WCMF-F <	1 WCMF-F >	1 WCMF-F	1 WCMF-F
2 WDKX-F >	2 WBEE-F >	2 WBEE-F	2 WBEE-F >	2 WPXY-F	2 WCMF-F	2 WNVE-F >	2 WNVE-F	2 WNVE-F	2 WHAM <
3 WNVE-F	3 WDKX-F	3 WRMM-F	3 WRMM-F <	3 WRMM-F	3 WPXY-F >>	3 WPXY-F <	3 WBEE-F	3 WBEE-F <	3 WBEE-F >
	WBEE-F >	WRMM-F	4 WVOR-F >	4 WVOR-F <	4 WBEE-F	4 WBEE-F	WMAX-FF	4 WHAM	4 WNVE-F <
5 WCMF-F	5 WCMF-F	5 WCMF-F	5 WDKX-F	5 WKX-F <	5 WKX-F	5 WMAX-FF <	5 WPXY-F	5 WPXY-F	5 WKX-F
6 WMAX-FF >	WVOR-F	6 WDKX-F	6 WCMF-F <	6 WDKX-F <	6 WHRR-F	6 WHRR-F	6 WHAM	6 WHRR-F	6 WMAX-FF <
	7 WNVE-F	7 WKX-F	7 WKX-F	7 WHAM			7 WHRR-F >	7 WMAX-FF	7 WHRR-F <
	8 WMAX-FF		8 WCMF-F >						

ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys. WCMF-FM, WHTK-AM, WPXY-FM, WRMM-FM	23.1 %	26.5 %	42.3 %	WBTA	ST	1490	Batavia	0.6 / 1.4		
Entity 1 WNVE-FM, WHAM-AM, WVOR-FM	21.9 %	19.4 %	24.2 %	WCMF	SPRTS	990	Rochester	0.8 / 2.6		
Heritage, pend. WBBF-AM, WBEE-FM, WHRR-FM, WKLY-FM	22.0 %	22.7 %	25.0 %	WJZR-F	J	105.9	Rochester	0.8 / 3.1		
	22.0 %	22.7 %	25.0 %	WRCD-F	J	107.3	Honeoye Falls	0.3 / 1.8		
	22.0 %	22.7 %	25.0 %	WWWG	REL	1460	Rochester	0.5 / 1.3		
	22.0 %	22.7 %	25.0 %	WZXV-F	REL	99.7	Palmyra	0.6 / 2.4		
	67.0 %	68.6 %	91.5 %	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
				CFMX-F	CL	103.1	Coburg, ONT	0.6 / 2.2		
				WGRF-F	AOR/CL	96.9	Buffalo	0.5 / 1.6		
				WKSE-F	CHR	98.5	Niagara Falls	0.3 / 1.3		
				WMJQ-F	AC	102.5	Buffalo	1.1 / 2.7		
				WNUC-F	C	107.7	Wethersfield	0.8 / 3.0		
				WYLF	ST	850	Penn Yan	1.1 / 1.7		
				WYRK-F	C	106.5	Buffalo	0.4 / 1.5		

AM Stations

WBBF	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Heritage	
WHAM	1180	50 kw	Full Service	Talknt, CBS, ABC	\$75.00	Mc-Guild	Amer. Radio Sys.	
WHTK	1280	5 kw (DA-N)	Talk	WW1, CNN, CBS	NA	Mc-Guild	Amer. Radio Sys.	

FM Stations

WBEE	92.5	50 kw @ 500	Country	Westwd	\$84.00	Katz	Heritage	
WCMF	96.5	50 kw @ 450	AOR		\$117.00	Christal	Amer. Radio Sys.	
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Torbet		
WHRR	93.3	4 kw @ 390	AOR		\$<20.00	Mc-Guild	Heritage	Avon
WKLY	98.9	37 kw @ 554	Oldies		\$52.00	Katz	Heritage	
WMAX	106.7	3.5 kw @ 266	Prog. AOR	NA		Torbet		Ironduquoit
WMHX	102.3	3.4 kw @ 282	See WMAX-F					Canandaigua
WNVE	95.1	9.5 kw @ 994	AOR-NR		\$39.00	D&R	Lerner	S. Bristol
WPXY	97.9	50 kw @ 400	CHR		\$62.00	Eastman	Amer. Radio Sys.	
WRMM	101.3	27 kw @ 640	Soft AC		\$68.00	Torbet	Amer. Radio Sys.	
WVOR	100.5	50 kw @ 480	AC		\$43.00	Mc-Guild	Amer. Radio Sys.	

Notes: 9/96 WHRR-F sold by Livingston to Heritage (D+) for \$2,000,000

Jim Duncan

Comments: WRMM-F had its worst book in over two years . . . WCMF-F resumed its downward trend . . . WMAX-F had its best book in over two years . . . Because of a Justice department ruling, American Radio Systems must divest WHAM, WVOR-F and WCMF (AM) and terminate its JSA with WNVE-F

SACRAMENTO

Arbltron Rank: 29 Pop (12+): 1,337,200	Stations: 31 / 25	Last Year's Revenue: \$67,400,000
MSA Rank: 34	Diaries: 2,675/500:1/54.6%	Household Income: \$45,667
MSA Pop: 1,640,000	Sample Target: 2,520	Retail Dollars: \$13.9 Bil
DMA: 21 (w/Stockton, Modesto)	% Below Line: 3.9	#1 Biller: KFBK \$10,500,000
Average Person Ratings: 15.0	% Not Listed: 15.7	#1 Billing Portfolio: Chancellor duop+ \$23,700,000
Market TSL In Hours: 20.00	Pop per Station: 53,488	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KFBK	190 / 9.5	8.5	10.4	9.9	9.9	9.6	2573 / 19.2	18.9	20.2		I	KFBK
2	KSFM-F	188 / 9.4	8.4	8.5	8.2	8.4	8.6	2590 / 19.4	20.1	19.4		G	KSFM-F
3	KNCI-F	130 / 6.5	5.9	6.0	6.1	7.3	6.1	1580 / 11.8	13.9	14.8		F	KNCI-F
4	KHYL-F	105 / 5.2	5.5	5.1	4.9	5.0	5.2	2082 / 15.6	16.6	16.2		F	KHYL-F
5	KGBY-F	101 / 5.0	5.1	5.8	5.9	5.7	5.5	1825 / 13.6	15.1	16.2		G	KGBY-F
6	KYMX-F	97 / 4.8	4.3	4.3	4.7	3.8	4.5	1660 / 12.4	12.0	12.2		E	KYMX-F
7	KRXQ-F	95 / 4.7	5.8	4.8	3.0	4.8	4.6	1895 / 12.7	12.2	12.3		E	KRXQ-F
8	KXOA-F	87 / 4.3	5.2	3.6	4.2	3.7	4.3	1939 / 14.5	13.8	13.4		F	KXOA-F
9	KCTC	86 / 4.3	4.0	2.8	3.5	3.5	3.6	1044 / 7.8	7.8	7.6		B	KCTC
10	KSTE	74 / 3.7	3.5	3.2	3.9	4.1	3.6	1225 / 9.2	8.2	10.2		C	KSTE
11	KWOD-F	70 / 3.5	3.8	4.4	4.4	5.2	4.0	1640 / 12.3	12.9	13.9		E	KWOD-F
12	KQPT-F	68 / 3.4	2.6	4.1	3.7	2.1	3.4	1460 / 10.9	8.8	6.0		D	KQPT-F
13	KSEG-F	67 / 3.3	4.0	3.6	4.0	4.4	3.7	1312 / 9.8	11.6	12.3		G	KSEG-F
14	KRAK-F	65 / 3.2	3.2	2.5	3.0	3.6	3.0	1168 / 8.7	10.9	9.7		F	KRAK-F
15	KSSJ-F	52 / 2.6	2.7	2.7	2.7	2.1	2.7	819 / 6.1	6.4	5.6		B	KSSJ-F
16	KHTK	29 / 1.4	1.9	2.8	2.2	2.0	2.1	579 / 4.3	6.1	5.0		C	KHTK
17	KGO	26 / 1.3	0.9	1.4	0.9	1.6	1.1	489 / 3.7	3.1	4.4			KGO

12+ FM Share (Metro): 69.50 % (1178 of 1695) (Summer 95 70.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KSFM-F >>>	1 KSFM-F >	1 KSFM-F >	1 KSFM-F <	1 KNCI-F <	1 KFBK >>	1 KFBK >	1 KFBK >	1 KSFM-F	1 KSFM-F >	1 KSFM-F >
2 KWOD-F >	2 KRXQ-F >	2 KNCI-F <	2 KNCI-F <	2 KFBK <	2 KHYL-F	2 KSFM-F	2 KSFM-F >	2 KFBK <	2 KRXQ-F >	2 KFBK >
3 KRXQ-F >	3 KNCI-F <	3 KGBY-F <	3 KGBY-F	3 KSFM-F <	KCTC	3 KNCI-F	3 KGBY-F	3 KNCI-F	3 KNCI-F <	
	4 KGBY-F <	4 KRXQ-F <	4 KHYL-F	4 KGBY-F	4 KNCI-F	4 KGBY-F	KNCI-F <	4 KGBY-F	4 KSTE <	
	5 KWOD-F <	5 KXOA-F <	KXOA-F <	KHYL-F <	5 KSTE <	5 KXOA-F <	5 KHYL-F <	KHYL-F <	5 KYMX-F <	
	6 KQPT-F	6 KHYL-F <	6 KFBK	6 KXOA-F	6 KYMX-F	6 KSTE <	6 KYMX-F	6 KYMX-F	6 KCTC <	
	7 KYMX-F	7 KFBK <	7 KQPT-F <	7 KYMX-F	7 KGBY-F <	7 KHYL-F <			7 KHYL-F <	
	KXOA-F <	8 KQPT-F <	8 KYMX-F <		8 KXOA-F	8 KYMX-F			8 KWOD-F	
	9 KSEG-F >		9 KRXQ-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 KSFM-F >>>	1 KSFM-F >	1 KSFM-F	1 KSFM-F <	1 KGBY-F	1 KSFM-F	1 KSFM-F <	1 KRXQ-F	1 KRXQ-F	1 KFBK
2 KNCI-F <	2 KGBY-F	2 KGBY-F	2 KGBY-F	2 KNCI-F	2 KRXQ-F >>	2 KRXQ-F >	2 KSFM-F >	KSFM-F	2 KXOA-F
3 KWOD-F	3 KNCI-F	3 KYMX-F <	3 KNCI-F	3 KYMX-F <	3 KWOD-F	3 KWOD-F <	3 KSEG-F	3 KFBK <	3 KRXQ-F <
4 KGBY-F	4 KYMX-F <	4 KQPT-F <	4 KYMX-F	4 KSFM-F	4 KSEG-F	4 KSEG-F	KWOD-F <	4 KXOA-F <	4 KHYL-F <
KRXQ-F >	5 KQPT-F	5 KNCI-F >	5 KHYL-F	5 KHYL-F	5 KQPT-F	5 KQPT-F <	5 KXOA-F <	5 KSEG-F	5 KSFM-F
6 KRAK-F	6 KRXQ-F <	6 KXOA-F <	6 KQPT-F <	6 KFBK <	6 KNCI-F	6 KXOA-F	6 KFBK <	6 KNCI-F	KSEG-F <
KXOA-F	7 KXOA-F	7 KRAK-F	7 KXOA-F			KNCI-F	7 KQPT-F <		7 KNCI-F
	KWOD-F <								
	9 KRAK-F >								

SACRAMENTO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys.	31.2 %	28.5 %	36.2 %	KFIA	REL	710	Carmichael	0.5	/ 2.4	
KCTC-AM, KXOA-AM, KSFM-FM, KRAK-FM, KNCI-FM, KMJI-AM, KHTK-AM, KYMX-FM				KMJI	SPRTS	1380	Sacramento	0.8	/ 2.7	
Chancellor	23.4 %	23.5 %	35.2 %	KQBR-F	J	104.9	Davis	0.8	/ 2.3	
KHYL-FM, KGBY-FM, KFBK-AM, KSTE-AM				KRCX	SP	1110	Roseville	0.4	/ 1.0	
Entercom, pend.	12.3 %	15.1 %	19.9 %	KRLT-F	CL AOR	93.9	S. Lake Tahoe	0.6	/ 1.1	
KXOA-FM, KSEG-FM, KRXQ-FM				KSQR	SP	1240	Sacramento	0.3	/ 0.9	
EXCL	1.1 %	0.8 %	2.2 %	KSXX-F	SP	99.9	Marysville	0.7	/ 2.5	
KMYC-AM, KSXX-FM, KRCX-AM				KXOA	O	1470	Sacramento	0.8	/ 2.7	
	68.0 %	68.0 %	93.5 %	KZSA-F	SP	92.1	Placerville	0.5	/ 1.9	

Other Rated Stations--Outside Market								Metro Share	Cume Rating	TSA AQH Cume
KCBS	N/T	740	San Francisco	0.4	/	1.6				
KKOH	N/T	780	Reno	0.3	/	0.6				
KNBR	SPRTS	680	San Francisco	0.7	/	3.0				
KSFO	T	560	San Francisco	0.8	/	1.6				
KTRB	SP	860	Modesto	0.4	/	0.9				

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Comments
KCTC	1320	5 kw (DA-2)	Standards	Westwd. ABC	\$33.00	MMR	Amer. Radio Sys.
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor
KHTK	1140	50 kw (DA-2)	Talk	CBS	\$25.00	Katz	Amer. Radio Sys.
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Talknt, Westwd	\$35.00	Torbet	Chancellor Rancho Cordova

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Comments
KGBY	92.5	50 kw @ 450	AC		\$135.00	Sentry	Chancellor
KHYL	101.1	36.3 kw @ 577	Oldies		\$97.00	Group W	Chancellor Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$125.00	Katz	Amer. Radio Sys.
KQPT	100.5	115 kw @ 328	AOR-Progressive		\$60.00	CBS	Amer. Radio Sys.
KRAK	98.5	50 kw @ 495	Country		\$82.00	Katz	Amer. Radio Sys.
KRXQ	93.7	25 kw @ 328	AOR		\$90.00	Christal	Entercom, pend. Roseville
KSEG	96.9	50 kw @ 500	Classic AOR		\$120.00	Christal	Entercom, pend.
KSFM	102.5	50 kw @ 500	CHR	ABC	\$140.00	MMR	Amer. Radio Sys. Woodland
KSSJ	101.9	4.1 kw @ 827	Jazz		NA	Eastman	Amer. Radio Sys. Shingle Springs
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R	
KXOA	107.9	50 kw @ 404	Oldies-70's		\$100.00	CBS	Entercom, pend.
KYMX	96.1	50 kw @ 476	Soft AC		\$82.00	MMR	Amer. Radio Sys.

Notes: KGO -- See San Francisco . . . 10/96 KMYC/KRCX/KSXX-F sold by Embarcadero to EXCL (D) . . . 10/96 KRXQ-F/KSEG-F sold by Jacor to Entercom (D) for \$45,000,000 . . . 10/96 KXOA-F sold by American Radio Systems to Entercom (D+) for \$27,500,000

Jim Duncan

Comments: Market listening levels are down significantly (1.4 rating points) in the last year . . . KSFM-F turns in its best performance in more than two years . . . KWOD-F has not had an up book in more than a year . . . KQPT-F experienced a good cume rating increase, but AQH share has been choppy . . . KYMX-F had its

SAGINAW-BAY CITY

Arbitron Rank: 123 Pop (12+): 327,700	Stations: 26 / 18	Last Year's Revenue: \$13,700,000
MSA Rank: 85	Diaries: 971/337:1/55.1%	Household Income: \$43,865
MSA Pop: 614,000	Sample Target: 950	Retail Dollars: \$4.2 Bil
DMA: 60 (w/Flint)	% Below Line: 6.0	#1 Biller: WKQZ-F \$3,000,000
Average Person Ratings: 16.8	% Not Listed: 13.0	#1 Billing Portfolio: Fritz duop \$4,700,000
Market TSL In Hours: 22.50	Pop per Station: 18,206	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WKQZ-F	C	67 / 12.1	10.5	10.1	12.5	9.8	11.3	818 / 25.0	23.7	23.5		E WKQZ-F
2 WKQZ-F	AOR	50 / 9.1	8.6	10.6	9.1	7.0	9.3	581 / 17.7	18.7	18.6		C WKQZ-F
3 WHNN-F	O	46 / 8.3	8.6	10.6	8.4	8.1	9.0	778 / 23.7	21.2	18.8		D WHNN-F
4 WIOG-F	AC/CHR	41 / 7.4	8.2	7.3	7.1	7.8	7.5	631 / 19.3	21.2	20.8		C WIOG-F
5 WSGW	FS/T	37 / 6.7	11.1	10.4	9.8	11.0	9.5	568 / 17.3	21.3	20.8		D WSGW
6 WTCF-F	CHR	31 / 5.6	4.9	5.6	5.7	6.3	5.4	581 / 17.7	17.4	18.5		B WTCF-F
7 WTLZ-F	B	30 / 5.4	5.1	5.6	5.0	7.4	5.3	339 / 10.4	10.1	11.5		B WTLZ-F
8 WSAM	ST	29 / 5.3	4.7	4.2	4.3	3.2	4.6	328 / 10.0	10.1	7.4		A WSAM
9 WGER-F	SAC	27 / 4.9	5.1	3.1	5.7	4.2	4.7	431 / 13.1	12.4	12.8		B WGER-F
WCEN-F	C	27 / 4.9	6.4	4.7	4.1	5.3	5.0	447 / 13.6	12.6	11.6		C WCEN-F
11 WKNX	ST	17 / 3.1	2.3	1.6	3.2	1.5	2.5	197 / 6.0	6.3	5.2		A WKNX
12 WMJA-F	O	12 / 2.2	2.0	1.7	2.7	2.1	2.2	152 / 4.6	5.4	7.4		A WMJA-F
13 WMAX	SPRTS	11 / 2.0	1.2	0.7	1.6	1.3	1.4	173 / 5.3	4.9	3.9		WMAX

12+ FM Share (Metro): 78.54 % (377 of 480) (Summer 95 75.00 %)

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 WKQZ-F	1 WSGW	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F
2 WTLZ-F >	2 WKQZ-F >	2 WKQZ-F	2 WKQZ-F	2 WHNN-F	2 WSGW	2 WKQZ-F	2 WKQZ-F	2 WHNN-F <	2 WTLZ-F	2 WSGW
3 WKQZ-F	3 WTCF-F	3 WIOG-F <	3 WIOG-F <	WKQZ-F	WHNN-F	3 WKQZ-F <	WIOG-F	3 WKQZ-F	3 WTCF-F <	3 WTCF-F
4 WTLZ-F <	4 WHNN-F >	4 WHNN-F >	4 WHNN-F >	4 WIOG-F >>	4 WSAM	4 WHNN-F <	4 WHNN-F >	4 WIOG-F <	4 WKQZ-F	4 WKQZ-F
5 WIOG-F	5 WTCF-F	5 WCEN-F <	5 WCEN-F <	5 WCEN-F	5 WIOG-F <	5 WIOG-F >	5 WSGW <	5 WSAM <	5 WGER-F	5 WGER-F
6 WCEN-F	6 WCEN-F <	6 WTCF-F	6 WTCF-F	6 WGER-F	6 WGER-F	6 WCEN-F	6 WSAM	6 WTCF-F <	6 WHNN-F	6 WHNN-F
7 WHNN-F >>	7 WTLZ-F >							7 WTLZ-F		
								WCEN-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WTLZ-F	1 WIOG-F	1 WIOG-F	1 WIOG-F	1 WIOG-F <	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >	1 WKQZ-F >	1 WKQZ-F
2 WCEN-F	2 WTLZ-F	2 WKQZ-F	2 WHNN-F	2 WHNN-F	2 WTCF-F	2 WKQZ-F >	2 WKQZ-F >>	2 WKQZ-F >>	2 WKQZ-F
WTCF-F	WKQZ-F	3 WTLZ-F	WKQZ-F >	WKQZ-F >	3 WTLZ-F	3 WTCF-F >	3 WTCF-F	3 WHNN-F <	3 WHNN-F >
WKQZ-F	4 WKQZ-F	WKQZ-F	4 WTLZ-F	4 WGER-F	4 WKQZ-F >>	4 WCEN-F	WCEN-F >	4 WTCF-F <	4 WIOG-F >
WIOG-F >	WTCF-F	5 WTCF-F	WCEN-F <	5 WCEN-F		WTLZ-F >>		5 WIOG-F	
	6 WHNN-F >	WHNN-F	6 WTCF-F	WTLZ-F					

Consolidation Report	12+	25-54	Revenue
62nd Street	12.8 %	17.3 %	9.9 %
WKQZ-FM, WMJA-FM, WMJK-FM			
Fritz	19.0 %	18.6 %	33.6 %
WGER-FM, WIOG-FM, WSGW-AM			
	31.8 %	35.9 %	43.5 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WIXC-F	C	97.3	Essexville 1.8 / 8.8
WMJK-F	AOR/CL	100.9	Pinconning 1.5 / 3.7
WMPX-AF	ST	1490	Midland 0.7 / 2.9

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCRZ-F	AC	107.9	Flint 0.5 / 2.6
WJR	FS	760	Detroit 1.3 / 5.0
WOWE-F	B	98.9	Vassar 1.8 / 3.9
WTCM-F	C	103.5	Traverse City 0.4 / 1.1

SAGINAW-BAY CITY

AM Stations

WKNX	1210	10 kw (Days, DA)	Standards	USA, AP	\$<20.00	Patt	Bell
WMAX	1440	5 kw/2.5 kw (DA-2)	News/Talk	1 On 1, CBS	\$14.00	Patt	
WSAM	1400	1 kw	Standards	Westwd, CNN, ABC	\$<20.00	--	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	News/Talk	CBS	\$44.00	Katz	Fritz

FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Mich.		Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$28.00	Katz	Fritz	
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$56.00	Eastman	Liggett	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$42.00	Katz	Fritz	
WKCQ	96.1	50 kw @ 493	Country	ABC	\$65.00	--	MacDonald	
WKQZ	93.3	38 kw @ 554	AOR	Westwd, ABC	\$33.00	Banner		
WMJA	104.5	2.9 kw @ 413	AOR/Classic	ABC	\$<20.00	Banner		
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	K&P		Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Taylor	

Notes:

Jim Duncan

Comments: WKCQ-F again leads in 12+ . . . WSGW slid badly to its worst book in several years . . . WSAM had its best book ever as a Standards station

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

ST. LOUIS

Arbitron Rank: 17 Pop (12+): 2,083,800	Stations: 30 / 30	Last Year's Revenue: \$90,000,000
MSA Rank: 16	Diaries: 3,451/604:1/55.7%	Household Income: \$49,169
MSA Pop: 2,550,000	Sample Target: 3,340	Retail Dollars: \$24.4 Bil
DMA: 20	% Below Line: 0.0	#1 Biller: KMOX \$19,000,000
Average Person Ratings: 16.7	% Not Listed: 8.9	#1 Billing Portfolio: Westinghouse combo \$22,700,000
Market TSL In Hours: 22.00	Pop per Station: 69,460	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 KMOX	N/T	459 / 13.2	13.1	14.1	14.4	14.2	13.7	6148 / 29.5	30.4	29.2		J	KMOX
2 WIL-F	C	277 / 7.9	7.8	8.3	9.3	8.8	8.3	3747 / 18.0	17.4	18.3		H	WIL-F
3 KMJM-F	B	219 / 6.3	7.1	6.8	7.5	7.1	6.9	2330 / 11.2	11.4	12.1		G	KMJM-F
4 KSHE-F	AOR	208 / 6.0	5.7	5.6	6.4	6.3	5.9	3026 / 14.5	16.4	16.5		H	KSHE-F
5 KYKY-F	AC	205 / 5.9	5.6	4.4	5.3	5.6	5.3	3706 / 17.8	15.7	16.6		H	KYKY-F
6 KEZK-F	SAC	200 / 5.7	6.9	7.3	7.0	7.0	6.7	3138 / 15.1	16.2	16.9		H	KEZK-F
7 KPNT-F	AOR-NR	154 / 4.4	5.7	4.4	4.8	4.8	4.8	2721 / 13.1	15.3	13.7		E	KPNT-F
8 WKBQ-F	CHR	137 / 3.9	3.9	4.6	4.1	4.6	4.1	2956 / 14.2	15.0	16.0		E	WKBQ-F
9 KLOU-F	O	128 / 3.7	4.7	3.9	4.0	3.5	4.1	2635 / 12.6	13.8	13.1		E	KLOU-F
10 KSD-F	CL AOR	122 / 3.5	3.3	2.7	3.4	2.9	3.2	2587 / 12.4	12.7	13.9		G	KSD-F
11 KXOK-F	B	106 / 3.0	2.1	2.3	3.1	3.2	2.6	1522 / 7.3	6.4	7.5		C	KXOK-F
12 WKXX-F	C	103 / 3.0	3.1	3.9	4.2	3.6	3.5	1884 / 9.0	9.8	10.6		E	WKXX-F
13 KIHT-F	O-70S	102 / 2.9	3.3	3.4	2.9	3.6	3.1	2242 / 10.8	12.0	12.6		F	KIHT-F
14 WIBV	T	98 / 2.8	2.7	1.5	1.0	1.2	2.0	1279 / 6.1	7.1	4.1		B	WIBV
	WRTH	98 / 2.8	2.9	3.0	1.9	2.2	2.7	1304 / 6.3	6.0	4.8		C	WRTH
16 WVRV-F	AOR-P	92 / 2.6	2.1	1.6	1.5	1.7	2.0	1931 / 9.3	8.3	5.6		C	WVRV-F
	KFUO-F	92 / 2.6	2.2	3.5	2.7	2.4	2.8	1691 / 8.1	7.9	7.2		C	KFUO-F
18 KSD	N/T	63 / 1.8	1.1	1.3	1.5	1.5	1.4	1223 / 5.9	4.6	7.0		D	KSD
	KATZ-F	63 / 1.8	1.1	1.6	1.0	1.0	1.4	1048 / 5.0	3.7	3.0		B	KATZ-F
20 WCBW-F	REL	58 / 1.7	1.2	1.3	1.3	1.2	1.4	944 / 4.6	3.4	3.5			WCBW-F
21 KATZ	B	44 / 1.3	1.1	1.4	1.5	1.7	1.3	487 / 2.3	2.1	4.3		C	KATZ
22 WEW	ST	34 / 1.0	1.8	1.8	1.2	0.5	1.4	436 / 2.1	2.5	1.9		B	WEW

12+ FM Share (Metro): 71.39 % (2266 of 3174) (Summer 95 73.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMJM-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KSHE-F <	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX	1 KMOX >>	1 KMOX >>
2 KPNT-F	2 KMJM-F	2 KYKY-F <	2 KYKY-F	2 KYKY-F <	2 WIL-F	2 WIL-F	2 WIL-F <	2 WIL-F <	2 KMJM-F >	2 KMJM-F >
3 WKBQ-F >	3 KPNT-F <	3 KMJM-F	3 WIL-F <	3 KMOX <	3 KEZK-F	3 KYKY-F	3 KEZK-F <	3 KSHE-F	3 KSHE-F <	3 KSHE-F <
	4 KYKY-F	4 WIL-F	4 KMOX <	4 WIL-F <	4 KYKY-F	4 WKBQ-F <	4 KSHE-F	4 KYKY-F <	4 WIL-F <	4 WIL-F <
	5 WKBQ-F <	5 KEZK-F <	5 KEZK-F <	5 KEZK-F	KLOU-F <	5 KMJM-F <	KYKY-F	5 KMJM-F <	5 KPNT-F	5 KPNT-F
	6 WIL-F	6 KMOX <	6 KSD-F <	6 KSD-F	6 WRTH	6 KEZK-F	6 KMJM-F	6 KEZK-F <	6 KEZK-F <	6 KEZK-F <
	7 KSD-F	7 KSD-F <	7 KMJM-F	KMJM-F <	WIBV	7 WIBV	7 KPNT-F	7 KPNT-F	7 WKBQ-F	7 WKBQ-F
	8 WVRV-F	8 KPNT-F		8 KLOU-F		8 KSHE-F			KXOK-F	KXOK-F
	9 KEZK-F	9 WKBQ-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 KMJM-F >	1 KYKY-F <	1 KYKY-F	1 KYKY-F	1 KEZK-F	1 KPNT-F	1 KSHE-F >	1 KSHE-F >>	1 KSHE-F >	1 KSHE-F
2 KYKY-F >	2 KMJM-F >	2 KSHE-F	2 KEZK-F <	KYKY-F >	2 KMJM-F	2 KPNT-F	2 KSD-F	2 KMOX <	2 KMOX
3 KPNT-F	3 KEZK-F <	3 KMJM-F <	3 KMJM-F >	3 WIL-F	3 WKBQ-F <	3 KMJM-F	3 WIL-F <	3 WIL-F	3 WIL-F
4 WKBQ-F <	4 KSHE-F <	4 KEZK-F	4 WIL-F	KMJM-F	4 KSHE-F >	4 WIL-F	4 KPNT-F	4 KSD-F	4 KSD-F
5 WIL-F <	5 WKBQ-F	5 WKBQ-F	5 KSHE-F <	5 KXOK-F	5 WIL-F >	5 KSD-F <	5 KPNT-F	5 KLOU-F <	5 KLOU-F <
6 WKXX-F	6 WIL-F <	6 KSD-F	6 KXOK-F <	KSHE-F		6 WKBQ-F >	WVRV-F <	6 KMJM-F	6 KYKY-F
	7 KPNT-F	WIL-F <	7 WKBQ-F	7 KMOX			7 KMJM-F <	7 WKBQ-F <	7 KIHT-F <
	8 WVRV-F <	8 WVRV-F		KLOU-F			8 KMOX	8 KYKY-F <	
		9 KPNT-F <							

ST. LOUIS

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys., pend. KEZK-FM, KFNS-AM, KSD-AM, KSD-FM, KYKY-FM	17.8 %	23.4 %	27.9 %	KFNS	SPRTS	590	Wood River, IL	0.9 /	3.0	
				KIRL	J	1460	St. Charles, MO	0.4 /	1.1	
Crawford KSTL-AM, KJSL-AM	0.8 %	0.7 %	1.0 %	KJSL	REL	630	St. Louis	0.3 /	1.1	
				KSIV	REL	1320	Clayton, MO	0.3 /	1.5	
Heritage WRTH-AM, WIL-FM, KIHT-FM	13.6 %	12.2 %	8.9 %	KSTL	REL	690	St. Louis	0.4 /	1.1	
				WESL	B/AC	1490	E. St. Louis, IL	0.5 /	1.1	
Jacor KATZ-AM, KATZ-FM, KMJM-FM	9.4 %	8.5 %	8.8 %	WGNU	T	920	Granite City, IL	0.3 /	1.5	
Sinclair TV KPNT-FM, WVRV-FM	7.0 %	7.4 %	5.5 %							
Zimmer WKKX-FM, WKBQ-AM, WKBQ-FM	6.9 %	6.4 %	6.9 %							
	55.5 %	58.7 %	59.0 %							

AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Product	City
KATZ	1600	5 kw (DA-N)	Black/Oldies	ABC, AURN	\$38.00	Mc-Guild	Jacor	
KMOX	1120	50 kw	Talk/Full Svc.	CBS	\$295.00	CBS	Westinghouse	
KSD	550	5 kw (DA-N)	Talk	CNN, ABC	\$32.00	Katz	Amer. Radio Sys.	
WEW	770	1 kw (Days)	Standards	CNN	\$27.00	Roslin		
WIBV	1260	5 kw (DA-2)	Talk	WW1, Tiknt, ABC	\$30.00	---		Belleville, IL
WRTH	1430	5 kw (DA-2)	Standards	ABC, Westwd	\$36.00	Christal	Heritage	

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Product	City
KEZK	102.5	100 kw @ 1026	Soft AC	Westwd	\$165.00	D&R	Amer. Radio Sys.	
KFUO	99.1	100 kw @ 1026	Classical	Westwd	\$56.00	CMBS		
KIHT	96.3	80 kw @ 1026	Oldies-70's		\$76.00	Christal	Heritage	
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	CBS	Westinghouse	
KMJM	107.7	100 kw @ 1026	Black		\$140.00	Mc-Guild	Jacor	
KPNT	105.7	100 kw @ 1375	AOR-New Rock		\$75.00	MMR	Sinclair TV	Ste. Genevieve
KSD	93.7	100 kw @ 860	Classic AOR		\$115.00	Katz	Amer. Radio Sys.	
KSHE	94.7	100 kw @ 1026	AOR		\$170.00	D&R	Emmis	Crestwood
KXOK	97.1	100 kw @ 560	Black AC	ABC	\$50.00	Roslin	Frischling	Florissant
KYKY	98.1	90 kw @ 1026	AC		\$180.00	Katz	Amer. Radio Sys.	
WCBW	104.9	8 kw @ 574	Religion		\$22.00	Salem	Universal	Columbia, IL
WIL	92.3	100 kw @ 984	Country	ABC	\$160.00	Eastman	Heritage	
WKBQ	104.1	39 kw @ 550	CHR		\$71.00	---	Zimmer	Jerseyville, IL
WKKX	106.5	90 kw @ 1026	Country		\$73.00	Banner	Zimmer	Granite City, IL
WVRV	101.1	44 kw @ 525	AOR-Prog.		\$45.00	MMR	Sinclair TV	E. St. Louis, IL

Notes:

Jim Duncan

Comments: WIBV shows only modest growth since some KMOX personalities defected to it . . . WVRV-F had its best book in over two years . . . KEZK-F is down sharply and had its worst 12+ share in several years . . . Despite the Cardinals' success, KMOX is a share point below last Summer's level

SALT LAKE CITY

Arbitron Rank: 35 Pop (12+): 1,158,600	Stations: 31 / 31	Last Year's Revenue: \$48,000,000
MSA Rank: 44	Diarles: 2,382/486:1/55.0%	Household Income: \$45,907
MSA Pop: 1,530,000	Sample Target: 2,350	Retail Dollars: \$11.9 Bil
DMA: 36	% Below Line: 0.0	#1 Biller: KSFI-F \$6,400,000
Average Person Ratings: 14.1	% Not Listed: 7.6	#1 Billing Portfolio: Simmons duop \$10,500,000
Market TSL In Hours: 19.00	Pop per Station: 37,374	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KSFI-F	SAC	134 / 8.2	9.0	9.0	9.1	9.4	8.8	2604 / 21.6	23.4	23.6	G KSFI-F
2	KODJ-F	O	110 / 6.7	5.2	4.9	4.1	4.5	5.2	2038 / 17.8	13.8	13.5	C KODJ-F
3	KRSP-F	O-70s	98 / 6.0	5.6	6.7	6.2	7.2	6.1	2074 / 17.9	15.7	18.5	E KRSP-F
4	KSL	FS	94 / 5.7	6.0	6.1	6.9	5.5	6.2	2019 / 17.4	17.6	18.5	G KSL
5	KISN-F	CHR/AC	87 / 5.3	5.3	5.0	4.9	5.9	5.1	2106 / 18.2	17.9	17.9	D KISN-F
6	KUBL-F	C	84 / 5.1	5.6	5.9	5.7	3.4	5.6	1414 / 12.2	14.5	11.2	C KUBL-F
	KDYL-AA	ST	84 / 5.1	3.7	2.9	3.0	3.4	3.7	983 / 8.5	7.5	6.6	A KDYL-AA
8	KSOP-AF	C	81 / 4.9	5.6	5.6	5.3	6.0	5.3	1550 / 13.4	13.8	17.2	E KSOP-AF
9	KBEE-F	AC	78 / 4.8	4.7	5.5	4.6	5.5	4.9	1980 / 17.1	16.4	15.7	D KBEE-F
10	KKAT-F	C	73 / 4.5	5.1	5.1	6.5	6.6	5.3	1470 / 12.7	14.4	17.5	F KKAT-F
11	KBER-F	AOR	66 / 4.0	5.3	3.8	4.3	4.4	4.4	1404 / 12.1	12.0	14.0	D KBER-F
12	KALL	T	64 / 3.9	2.6	3.4	4.5	2.7	3.6	914 / 7.9	6.8	7.8	D KALL
13	KUTQ-F	CHR	56 / 3.4	3.8	3.7	3.6	4.6	3.6	1401 / 12.1	14.0	15.9	B KUTQ-F
14	KENZ-F	AOR-NR	53 / 3.2	3.6	2.9	0.9	0.7	2.7	1102 / 9.5	8.7	3.4	C KENZ-F
	KZHT-F	CHR	53 / 3.2	3.7	2.6	2.8	3.8	3.1	1242 / 10.7	9.8	10.0	C KZHT-F
16	KXRK-F	AOR-NR	50 / 3.1	3.1	3.0	4.1	4.0	3.3	1254 / 10.8	9.8	10.8	D KXRK-F
17	KBZN-F	J	34 / 2.1	2.6	2.7	2.6	2.7	2.5	790 / 6.8	6.8	7.3	C KBZN-F
18	KRGO-F	AOR	31 / 1.9	0.5	1.0	1.4	1.5	1.2	539 / 4.6	2.2	3.4	C KRGO-F
19	KUMT-F	AOR-P	27 / 1.6	2.8	2.6	1.7	1.6	2.2	655 / 5.7	6.4	4.4	C KUMT-F
20	KQMB-F	AC	23 / 1.4	1.1	0.9				632 / 5.5	4.2		C KQMB-F
21	KISN	SPRTS	22 / 1.3	2.3	2.2	2.3	1.6	2.0	588 / 4.9	9.1	5.3	C KISN
	KFAM	EZ	22 / 1.3	0.8	1.2	0.5	0.6	1.0	207 / 1.8	2.1	2.1	C KFAM
23	KLZX-F	CL AOR	20 / 1.2	0.4	0.9	1.2	1.2	0.9	479 / 4.1	1.9	3.6	C KLZX-F

12+ FM Share (Metro): 77.26 % (1169 of 1513) (Summer 95 82.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZHT-F	1 KRSP-F	1 KSFI-F <	1 KSFI-F <	1 KSFI-F <	1 KSFI-F <	1 KSL <	1 KSFI-F >	1 KSFI-F	1 KODJ-F	1 KODJ-F
2 KUTQ-F	KBEE-F <	2 KRSP-F	2 KODJ-F	2 KODJ-F	2 KSL	2 KSFI-F	2 KODJ-F <	2 KRSP-F <	2 KZHT-F <	2 KRSP-F <
	3 KISN-F <	3 KODJ-F	KRSP-F	3 KRSP-F	KDYL-AA <	3 KISN-F <	3 KRSP-F	3 KODJ-F	3 KUBL-F <	3 KSFI-F <
	4 KUBL-F <	4 KUBL-F <	4 KUBL-F	4 KUBL-F	4 KODJ-F >	4 KODJ-F	KALL	4 KSL <	4 KISN-F <	4 KUBL-F <
	5 KSFI-F <	5 KISN-F <	5 KISN-F	5 KISN-F <	5 KALL <	5 KDYL-AA <	5 KDYL-AA <	5 KISN-F <	5 KBER-F <	
	6 KBER-F	6 KBEE-F	6 KKAT-F	6 KSL	6 KSOP-AF	6 KSOP-AF <	6 KBEE-F <	6 KUBL-F	6 KBEE-F	
	KENZ-F	7 KKAT-F				7 KRSP-F <	7 KISN-F <		KSFI-F <	
						8 KSOP-F	8 KUBL-F <		8 KUTQ-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 KBEE-F	1 KSFI-F <	1 KSFI-F	1 KSFI-F >	1 KSFI-F	1 KBER-F <	1 KRSP-F	1 KRSP-F >	1 KRSP-F >	1 KRSP-F
2 KSFI-F	2 KBEE-F <	2 KUBL-F <	2 KODJ-F <	2 KODJ-F	2 KXRK-F <	2 KBER-F >	2 KBER-F >	2 KBER-F <	2 KODJ-F
	KISN-F	3 KISN-F <	3 KISN-F	3 KISN-F <	3 KRSP-F	3 KENZ-F	3 KUMT-F	3 KODJ-F <	3 KSFI-F
4 KENZ-F	4 KUBL-F >	4 KBEE-F	4 KBEE-F <	4 KUBL-F	4 KUTQ-F	KXRK-F	KENZ-F <	4 KKAT-F <	4 KKAT-F <
	KZHT-F	5 KENZ-F <	5 KKAT-F	5 KUBL-F	5 KBEE-F	5 KBEE-F	5 KBEE-F <	5 KUBL-F <	5 KUBL-F
6 KUTQ-F	6 KKAT-F <	6 KSOP-AF	6 KRSP-F	6 KRSP-F	6 KISN-F	KUTQ-F		6 KSFI-F	KSL <
	KUBL-F	7 KSOP-AF <	7 KRGO-F	KSOP-AF	KUBL-F				7 KALL
8 KXRK-F	8 KZHT-F	KENZ-F		8 KSL	KBEE-F				

SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Citadel KCNR-AM, KBER-FM, KUBL-FM	9.5 %	9.8 %	7.9 %	KANN	REL	1120 Ogden	0.4 /	1.0	
				KBKK-F	C	106.5 Spanish Fork	0.9 /	2.9	
Jacor, pend. KALL-AM, KKAT-FM, KODJ-FM, KUTQ-FM, KZHT-FM	21.7 %	21.5 %	20.8 %	KCNR	T	860 Salt Lake city	0.4 /	1.5	
				KFNZ	SPRTS	1320 Salt Lake City	1.0 /	2.9	
Simmons KDYL-AM, KRSP-FM, KSFI-FM	19.0 %	19.3 %	21.9 %	KLO	ST	1430 Ogden	1.1 /	2.0	
				KSVN	SP	730 Ogden	0.4 /	0.8	
Trumper KISN-AM, KISN-FM, KUMT-FM	8.2 %	9.8 %	11.7 %						
	58.3 %	60.3 %	62.3 %						

AM Stations

Station	Power	Time	Service	Company	Rate	Advertiser	Agency
KALL	910	5 kw/1 kw (DA-2)	Talk/Full Service	Westwd, ABC	\$47.00	Eastman	Jacor, pend.
KDYL	1280	10 kw/600 w (DA-2)	Standards	CNN, WW1, ABC	\$27.00	CBS	Simmons
KFAM	700	50 kw/1 kw (DA-2)	EZ		\$22.00	---	
KISN	570	5 kw (DA-1)	Sports	SBUSA. 1 On 1	\$28.00	Christal	Trumper
KSL	1160	50 kw	Full Service	CBS	\$84.00	Sentry	Bonneville
KSOP	1370	5 kw/500 w (DA-N)	See KSOP-F				S. Salt Lake City

FM Stations

Station	Power	Time	Service	Company	Rate	Advertiser	Agency
KBEE	98.7	40 kw @ 2933	AC		\$58.00	Mc-Guild	John Price
KBER	101.1	26.3 kw @ 3740	AOR	ABC	\$49.00	Mc-Guild	Citadel
KBZN	97.9	26.3 kw @ 3740	Jazz		\$39.00	Eastman	Ogden
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Torbet	Orem
KISN	97.1	30 kw @ 3652	CHR/AC		\$57.00	Christal	Trumper
KKAT	101.9	26.3 kw @ 3740	Country		\$86.00	Katz	Jacor, pend.
KLZX	106.9	68 kw @ 2369	Classic AOR	Westwd	\$20.00	Moore	Brigham
KODJ	94.1	40 kw @ 3063	Oldies	ABC, Westwd	\$40.00	Katz	Jacor, pend.
KQMB	102.7	47 kw @ 2699	AC	Westwd	NA	MMR	Midvale
KRGO	107.9	67 kw @ 2377	AOR	Westwd	\$21.00	---	Roy
KRSP	103.5	27.5 kw @ 3630	Oldies-70's		\$64.00	Allied	Simmons
KSFI	100.3	26.3 kw @ 3740	Soft AC		\$109.00	CBS	Simmons
KSOP	104.3	25.1 kw @ 3640	Country		\$62.00	MMR	
KUBL	93.3	26.3 kw @ 3740	Country	ABC	\$55.00	Mc-Guild	Citadel
KUMT	105.7	7.3 kw @ 3661	Prog. AOR		\$33.00	Christal	Trumper
KUTQ	99.5	40 kw @ 2953	CHR	Westwd, Source	\$33.00	K&P	Jacor, pend.
KXRK	96.1	55 kw @ 2630	AOR-New Rock		\$43.00	D&R	Provo
KZHT	94.9	48 kw @ 2799	CHR		\$32.00	Torbet	Jacor, pend.

Notes: 8/96 KUTQ-F/KZHT-F sold to Regent (D+) for \$11,000,000 (Media Services) . . . 10/96 Regent sold these stations to Jacor: KALL for \$4,000,000; KKAT-F for \$18,000,000; KODJ-F for \$9,000,000; KUTQ-F for \$8,000,000; KZHT-F for \$7,000,000

Jim Duncan

Comments: Overall listening levels are down by a full rating point in the last year . . . Oldies KODJ-F is rolling with three straight up books and an all-time record 6.7 share . . . KSOP-F fell to its lowest levels in several years; the same is true for KKAT-F as KUBL-F and the decline in listening to Country hurt all three stations

SAN ANTONIO

Arbitron Rank: 34 Pop (12+): 1,183,200	Stations: 32 / 28	Last Year's Revenue: \$57,600,000
MSA Rank: 37	Diaries: 2,697/439:1/45.0%	Household Income: \$38,091
MSA Pop: 1,480,000	Sample Target: 2,490	Retail Dollars: \$13.0 Bil
DMA: 37	% Below Line: 2.2	#1 Biller: KXTN-AF \$7,600,000
Average Person Ratings: 17.0	% Not Listed: 9.0	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 42,257	Clear Channel duop \$14,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 KTFM-F	CHR	174 / 8.7	9.4	9.2	9.6	9.9	9.2	2777 / 23.5	23.0	24.5		F	KTFM-F
2 KXTN-AF	SP	163 / 8.1	7.4	9.8	10.2	10.0	8.9	2088 / 17.5	15.2	19.0		H	KXTN-AF
3 KISS-F	AOR	127 / 8.3	7.3	6.0	6.7	6.6	6.6	2119 / 17.9	19.4	17.7		G	KISS-F
4 KQXT-F	SAC	112 / 5.6	4.2	5.6	5.4	6.5	5.2	1560 / 13.2	11.8	15.1		G	KQXT-F
5 KCYY-F	C	108 / 5.3	6.5	7.0	7.1	6.0	6.5	1880 / 15.7	16.7	15.1		G	KCYY-F
KAJA-F	C	106 / 5.3	5.8	5.2	6.3	5.6	5.6	1820 / 15.4	17.5	15.2		F	KAJA-F
7 KONO-AF	O	105 / 5.2	5.0	4.4	4.0	4.1	4.7	1708 / 14.4	13.4	12.7		C	KONO-AF
8 KSMG-F	O	99 / 4.9	6.3	5.6	4.0	4.0	5.2	1980 / 16.7	17.3	12.9		E	KSMG-F
9 KZEP-F	CL AOR	94 / 4.7	3.8	4.4	4.2	4.1	4.3	1303 / 11.0	11.6	12.7		E	KZEP-F
KTSA	T	94 / 4.7	4.5	4.3	4.7	3.8	4.5	1265 / 10.7	9.4	9.6		E	KTSA
11 KROM-F	SP	89 / 4.4	2.8	3.2	3.0	2.5	3.4	878 / 7.4	6.3	6.0		B	KROM-F
12 WOAI	NT	84 / 4.2	3.7	3.9	4.1	5.2	4.0	1471 / 12.4	11.9	12.9		G	WOAI
13 KSJL-F	U	79 / 3.9	4.4	4.9	3.6	4.6	4.2	1036 / 8.8	8.3	8.3		C	KSJL-F
14 KCJZ-F	J	67 / 3.3	2.6	3.4	3.9	3.7	3.3	918 / 7.8	7.6	8.5		C	KCJZ-F
15 KLUP	ST	54 / 2.7	3.4	2.3	2.6	3.0	2.7	630 / 5.3	5.8	5.5		B	KLUP
16 KCOR	SP	45 / 2.2	2.4	1.6	2.1	1.6	2.1	538 / 4.5	5.3	3.4		C	KCOR
17 KKYX	C	38 / 1.9	1.8	2.3	2.6	2.2	2.2	598 / 5.1	4.5	5.1		B	KKYX
18 KRIO-F	SP	36 / 1.7	2.8	1.9	2.3	2.6	2.2	853 / 7.2	8.0	9.3		C	KRIO-F
19 KSAH	SP	31 / 1.5	1.1	1.0	0.6	1.3	1.1	352 / 3.0	2.8	2.1			KSAH
20 KEDA	SP	21 / 1.0	0.7	1.8	1.1	0.9	1.1	258 / 2.2	1.9	1.7			KEDA

12+ FM Share (Metro): 75.37 % (1377 of 1827) (Summer 95 76.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KTFM-F >>>	1 KTFM-F >	1 KXTN-AF <	1 KXTN-AF <	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF	1 KTSA <	1 KTFM-F	1 KTFM-F >	1 KTFM-F >
2 KISS-F	KISS-F	2 KTFM-F <	2 KZEP-F	2 KZEP-F <	2 KTSA <	2 KTFM-F <	2 KXTN-AF	2 KXTN-AF	2 KXTN-AF	2 KXTN-AF
3 KSJL-F >	3 KXTN-AF <	3 KISS-F	3 KISS-F <	3 KONO-AF <	3 KONO-AF <	3 KISS-F	KQXT-F <	3 KISS-F	3 KISS-F <	
	4 KZEP-F <	4 KZEP-F <	4 KSMG-F	4 KSMG-F <	4 KQXT-F <	4 WOAI	4 KTFM-F	4 KQXT-F <	4 KSJL-F	
	5 KSMG-F	5 KSMG-F <	KTFM-F <	5 KAJA-F <	5 WOAI	5 KCYY-F <	5 KISS-F <	5 KONO-AF <	5 KROM-F	
	6 KAJA-F	6 KAJA-F	6 KAJA-F	6 KQXT-F <	6 KCYY-F <	6 KAJA-F <	6 KONO-AF	6 KCYY-F		
	7 KCYY-F <	7 KCYY-F	7 KONO-AF	7 KISS-F	7 KSMG-F	KSMG-F <	KZEP-F			
	8 KROM-F <	KQXT-F <	KQXT-F <	KTFM-F <		8 KAJA-F <	KAJA-F			
	9 KQXT-F >	9 KONO-AF	9 KCYY-F	9 KCYY-F		9 KCYY-F	KZEP-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KTFM-F >	1 KTFM-F >	1 KTFM-F	1 KTFM-F <	1 KXTN-AF	1 KISS-F	1 KISS-F >	1 KISS-F	1 KISS-F	1 KZEP-F <
2 KISS-F	2 KSMG-F	2 KSMG-F	2 KXTN-AF	2 KQXT-F <	2 KTFM-F >>	2 KTFM-F	2 KZEP-F >	2 KZEP-F	2 KXTN-AF
3 KCYY-F	3 KXTN-AF	3 KAJA-F	3 KSMG-F	3 KSMG-F <	3 KAJA-F	3 KZEP-F	3 KXTN-AF <	3 KXTN-AF <	KISS-F >
	KXTN-AF	4 KCYY-F	4 KXTN-AF	4 KQXT-F	4 KROM-F	4 KXTN-AF >	4 KTFM-F >	4 KTFM-F >	4 KCJZ-F
5 KQXT-F	KAJA-F	5 KCYY-F	KAJA-F <	5 KTFM-F <	5 KSJL-F	5 KAJA-F	5 KCJZ-F <	5 KCJZ-F	KONO-AF
KSMG-F	6 KISS-F	KZEP-F	6 KCYY-F	6 KONO-AF <	KXTN-AF			KONO-AF <	
7 KSJL-F	7 KROM-F	7 KROM-F	7 KONO-AF	7 KCYY-F >	7 KQXT-F				
KROM-F	KQXT-F	KQXT-F <			KZEP-F				
	9 KZEP-F	9 KISS-F >			KSMG-F				

SAN ANTONIO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel KTKR-AM, KQXT-FM, KAJA-FM, WOAI-AM	15.7 %	19.6 %	25.3 %	KCHL	B/G	1480	San Antonio	0.6 / 1.3	
Cox KCJZ-FM, KCYY-FM, KKYX-AM	10.5 %	11.8 %	14.6 %	KENS	N	1160	San Antonio	0.4 / 2.0	
HefTel/Clear Channel KCOR-AM, KXTN-FM, KXTN-AM, KROM-FM	14.7 %	14.7 %	16.5 %	KSLR	REL	630	San Antonio	0.5 / 2.0	
John Barger KONO-AM, KONO-FM, KRIO-FM	6.9 %	8.6 %	5.2 %	KTKR	SPRTS	760	San Antonio	0.6 / 2.4	
Rusk KSMG-FM, KLUP-AM, KISS-FM	13.9 %	12.9 %	15.6 %	KWED	C	1580	Seguin	0.4 / 1.2	
	61.7 %	67.6 %	77.2 %	KZDC	AOR	1250	San Antonio	0.4 / 1.2	
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				KAMX-F	AC	94.7	Austin	0.8 / 4.6	
				KASE-F	C	100.7	Austin	0.3 / 0.8	
				KEYI-F	O	103.5	San Marcos	0.4 / 1.7	
				KROX-F	AOR-NR	101.5	Giddings	0.6 / 2.9	

AM Stations

KCOR	1350	5 kw (DA-N)	Hispanic		\$32.00	Katz	Hisp.	HefTel/Ctr. Chnl.	
KEDA	1540	5 kw/1 kw (DA-2)	Hispanic		\$26.00	Caballero		Davila	
KKYX	680	50 kw/10 kw (DA-N)	Country	Westwd	\$41.00	Katz		Cox	
KLUP	930	5 kw/1 kw (DA-N)	Standards		\$24.00	CBS		Rusk	
KONO	860	5 kw/900 w (DA-N)	See KONO-F						
KSAH	720	10 kw/1 kw (DA-2)	Hispanic		NA	Caballero			Universal City
KTSA	550	5 kw (DA-N)	Talk/News	ABC, Westwd	\$61.00	Banner			
KXTN	1310	5 kw/280 w (DA-1)	See KXTN-F						
WOAI	1200	50 kw	News/Talk	CBS, ABC	\$81.00	Christal		Clear Channel	

FM Stations

KAJA	97.3	100 kw @ 984	Country		\$85.00	Christal		Clear Channel	
KCJZ	106.7	100 kw @ 1016	Jazz		\$45.00	Katz		Cox	Terrell Hills
KCYY	100.3	100 kw @ 984	Country		\$129.00	Katz		Cox	
KISS	99.5	100 kw @ 1111	AOR		\$91.00	CBS		Rusk	
KONO	101.1	100 kw @ 1371	Oldies		\$42.00	mnr		Barger	Fredericksburg
KQXT	101.9	100 kw @ 672	Soft AC		\$100.00	Clr Chnl		Clear Channel	
KRIO	94.1	22 kw @ 696	Hispanic		\$34.00	---		Barger	Floresville
KROM	92.9	100 kw @ 11016	Hispanic		\$34.00	Katz	Hisp.	HefTel/Ctr. Chnl.	
KSJL	96.1	100 kw @ 597	Urban	ABC	\$35.00	Eastman		Inner City	
KSMG	105.3	100 kw @ 1250	AC		\$57.00	CBS		Rusk	Seguin
KTFM	102.7	100 kw @ 672	CHR		\$81.00	Banner			
KXTN	107.5	100 kw @ 1470	Hispanic		\$155.00	Katz	Hisp.	HefTel/Ctr. Chnl.	
KZEP	104.5	100 kw @ 660	Classic AOR		\$71.00	D&R		Lotus	

Notes: KSMG-F reclassified as Adult Contemporary (from Oldies)

Jim Duncan

Comments: KCYY-F suffered a sharp decline and had its worst book in several years . . . KTFM-F remains #1; another example of a very successful non-group station . . . KROM-F had its best book ever

SAN DIEGO

Arbitron Rank: 63 Pop (12+): 2,212,900	Stations: 42 / 35	Last Year's Revenue: \$104,900,000
MSA Rank: 13	Diaries: 3,639/608:1/49.5%	Household Income: \$46,356
MSA Pop: 2,690,000	Sample Target: 3,270	Retail Dollars: \$22.8 Bil.
DMA: 27	% Below Line: 6.2	#1 Biller: KSON-AF \$10,500,000
Average Person Ratings: 15.7	% Not Listed: 10.1	#1 Billing Portfolio: Jeff-Pilot duop+ \$21,700,000
Market TSL In Hours: 21.00	Pop per Station: 63,226	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KYXY-F	235 / 6.8	6.4	6.4	6.8	7.6	6.6	3454 / 15.6	16.5	16.8		H	KYXY-F
2	XHTZ-F	214 / 6.2	6.6	6.8	6.7	6.8	6.6	3350 / 15.1	16.0	15.7		F	XHTZ-F
3	KFMB	211 / 6.1	5.6	3.6	3.5	4.2	4.7	3360 / 15.2	15.3	11.1		G	KFMB
4	KSON-F	208 / 6.0	6.8	6.9	7.5	6.0	6.8	2546 / 11.5	12.7	12.5		I	KSON-F
5	KSDO	158 / 4.6	4.1	4.8	4.2	4.5	4.4	2111 / 9.5	9.6	9.8		G	KSDO
6	KBZT-F	153 / 4.4	4.3	3.6	3.5	4.5	4.0	3125 / 14.1	14.2	13.5		F	KBZT-F
7	XTRA-F	145 / 4.2	3.6	4.8	4.4	3.6	4.2	2965 / 13.4	13.4	13.3		G	XTRA-F
8	KFMB-F	142 / 4.1	4.4	4.6	3.2	3.3	4.1	2923 / 13.2	13.9	11.7		E	KFMB-F
9	KFSD-F	127 / 3.7	3.4	3.6	3.3	3.2	3.5	1789 / 8.1	7.9	8.1		E	KFSD-F
10	KKLQ-F	113 / 3.3	4.1	4.6	4.1	5.4	4.0	2474 / 11.2	14.1	15.0		H	KKLQ-F
11	KIOZ-F	110 / 3.2	3.6	2.7	2.5	3.0	3.0	1956 / 8.8	9.6	7.4		F	KIOZ-F
12	KFI	103 / 3.0	3.0	3.0	2.5	2.4	2.9	1644 / 7.4	7.0	5.9			KFI
13	KGB-F	97 / 2.8	2.8	2.8	3.9	3.4	3.1	2090 / 9.4	9.8	11.2		G	KGB-F
14	KIFM-F	92 / 2.7	3.2	3.3	3.2	3.2	3.1	1670 / 7.5	8.8	8.9		G	KIFM-F
15	KPLN-F	80 / 2.3	1.7	1.3	2.2	1.9	1.9	1706 / 7.7	6.1	7.3		E	KPLN-F
16	KPOP	76 / 2.2	2.8	3.2	2.2	2.7	2.6	982 / 4.4	5.3	5.9		C	KPOP
	XTRA	76 / 2.2	1.9	2.1	2.3	2.6	2.1	1662 / 7.5	5.8	6.6		H	XTRA
18	XHKY-F	69 / 2.0	1.5	1.9	2.6	1.4	2.0	1128 / 5.1	4.2	4.2		C	XHKY-F
19	XHRM-F	62 / 1.8	2.4	2.4	2.6	3.2	2.3	1773 / 8.0	9.7	11.4		D	XHRM-F
20	KKBH-F	60 / 1.7	1.9	1.5	1.7	2.2	1.7	1570 / 7.1	6.5	8.5		O	KKBH-F
21	KOGO	55 / 1.6	1.9	2.0	2.4	1.9	2.0	873 / 3.9	4.7	4.9		C	KOGO
22	KHTS-F	52 / 1.5	0.7	0.5				1272 / 5.7	4.1				KHTS-F
23	XLTN-F	45 / 1.3	0.8	0.7	1.0	0.8	1.0	707 / 3.2	3.0	2.7			XLTN-F
24	XTIM-F	44 / 1.3	1.0	0.9	0.8		1.0	626 / 2.8	2.5				XTIM-F
25	KUPR-F	38 / 1.1	1.1	1.1	1.2	0.9	1.1	930 / 4.2	4.5	2.1			KUPR-F
26	KXST-F	36 / 1.0	1.1	1.2	1.3	1.8	1.2	943 / 4.3	4.8	6.4			KXST-F
27	KSPA	35 / 1.0	1.1	1.2	0.8	1.4	1.0	459 / 2.1	2.4	2.7			KSPA
28	XEMO	34 / 1.0	0.7	0.8	0.9	0.4	0.8	602 / 2.7	1.9	2.3			XEMO

12+ FM Share (Metro): 71.40 % (2227 of 3119) (Summer 95 72.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 XHTZ-F >>	1 XHTZ-F >	1 KYXY-F <	1 KYXY-F	1 KYXY-F	1 KFMB	1 KKLQ-F <	1 KYXY-F <	1 KSON-F <	1 XHTZ-F <	1 KYXY-F
2 XTRA-F >	2 KFMB-F <	2 KSON-F <	2 KSON-F	2 KSON-F	2 KSDO	2 KYXY-F <	2 KSON-F <	2 KFMB	2 KFMB >	2 XHTZ-F >
3 KKLQ-F	3 XTRA-F <	3 XHTZ-F	3 KBZT-F <	3 KBZT-F <	KYXY-F	3 XTRA-F <	3 KSDO	XHTZ-F <	3 KYXY-F >	3 KFMB
KBZT-F	4 KSON-F	4 KFMB-F <	4 KFMB <	4 KFMB	4 KFSD-F <	4 KSON-F	4 XHTZ-F <	4 KYXY-F	4 XTRA-F <	
5 KIOZ-F <	5 XTRA-F	5 KFMB-F <	5 KFMB-F <	5 KFMB-F	5 KSON-F	KSDO <	5 KFMB <	5 KBZT-F <	5 KBZT-F	
6 KYXY-F >	6 KBZT-F <	6 KGB-F <	6 KIOZ-F	6 KIOZ-F	6 KBZT-F	6 KFMB	6 KFMB-F <	6 KFMB-F		
	7 KIOZ-F	7 KIOZ-F <	KGB-F <			7 XHTZ-F	7 KFI			
		8 XHTZ-F <	8 XHTZ-F			8 KIOZ-F	8 KBZT-F <			
		9 XTRA-F <	KKLQ-F <							
		10 KKLQ-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 XHTZ-F >	1 XHTZ-F <	1 KYXY-F	1 KYXY-F	1 KYXY-F		1 XHTZ-F	1 XHTZ-F	1 KIOZ-F	1 XTRA-F <	1 KGB-F <
2 KFMB-F	KFMB-F	2 KFMB-F	2 KSON-F	2 KSON-F		2 XTRA-F >	2 XTRA-F	2 XHTZ-F	2 XHTZ-F	2 KIOZ-F <
KSON-F	3 KYXY-F <	3 KSON-F	3 KFMB-F	3 KBZT-F <		3 KSON-F <	3 KIOZ-F >	3 XTRA-F	3 KIOZ-F <	3 KFMB <
4 KYXY-F <	4 KSON-F	4 KKLQ-F	4 XHTZ-F <	4 KFMB-F		4 KFMB-F	4 KSON-F	4 XTRA <	4 KGB-F	4 XTRA <
5 KKLQ-F	5 KKLQ-F >	5 XHTZ-F	5 KKLQ-F	5 KKLQ-F <		KHTS-F	KFMB-F	5 KGB-F	5 KSON-F <	5 KSON-F <
6 XTRA-F <	6 XHRM-F <	6 KKBH-F	KBZT-F >	6 KFMB		6 KIOZ-F	6 KFMB-F <	6 KFMB-F <	6 XTRA <	6 XTRA-F <
7 XHRM-F	7 XTRA-F <			7 KFMB-F		7 XHRM-F	7 XTRA <	7 KSON-F	7 KFMB <	7 KBZT-F <
8 KHTS-F				XHTZ-F					8 KFMB-F	8 KSDO <
									KYXY-F	9 KYXY-F <
										10 XHTZ-F <

SAN DIEGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Jacor XTRA-AM, KHTS-FM, XTRA-FM	7.9 %	7.4 %	13.3 %	KCBQ T 1170 San Diego	0.3	0.9	
Jefferson-Pilot KSON-FM, KSON-AM, KIFM-FM, KBZT-FM	13.1 %	15.5 %	20.7 %	KCEO T 1000 Vista	0.6	2.5	
Nationwide KGB-FM, KPOP-AM, KFSD-FM, KUPR-FM	9.8 %	8.1 %	11.6 %	KOWF-F C 92.1 Escondido	0.8	2.7	
Par KXST-FM, KOGO-AM, KKLQ-FM, KIOZ-FM, KCBQ-AM	9.4 %	11.1 %	13.0 %	KPRZ REL 1210 San Marcos	0.5	1.6	
SFX KPLN-FM, KYXY-FM	9.1 %	10.6 %	10.0 %	KSYY-F AOR-NR 107.1 Fallbrook	0.4	1.1	
	49.3 %	52.7 %	68.6 %	KURS SP 1040 San Diego	0.6	1.5	
				XEXX SP 1420 Tijuana	0.4	0.8	
				XHFG-F SP 107.3 Tijuana	0.4	1.2	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KKBT-F B 92.3 Los Angeles	0.5	1.9	
KLVE-F SP 107.5 Los Angeles	0.4	0.8	
KNX N 1070 Los Angeles	0.9	3.8	
KWVE-F REL 107.9 San Clemente	0.4	1.0	
XKAM SP 950 Tijuana	0.4	0.7	
XPRS SP 1090 Rosarito, MX	0.5	1.2	

AM Stations

Station	Power	Frequency	Service	Owner	Other	Location
KFMB	760	5 kw/50 kw (DA-N)	Full Service	CBS	\$133.00	Mc-Guild, Midwest TV
KOGO	600	5 kw (DA-1)	Talk	CNN	\$38.00	Katz, Par
KPOP	1360	5 kw/1 kw	Standards	Westwd	\$44.00	CBS, Nationwide
KSDO	1130	10 kw (DA-2)	News/Talk	ABC	\$149.00	Group W, Jacor
KSPA	1450	1 kw	Standards	Westwd	NA	---, Astor, Escondido
XEMO	860	5 kw	Hispanic	na		Caballero, Tijuana
XTRA	690	50 kw (DA-2)	Sports	ABC, CBS	\$125.00	MMR, Jacor, Tijuana

FM Stations

Station	Power	Frequency	Service	Owner	Other	Location
KBZT	94.9	22 kw @ 702	Oldies	\$105.00	Banner	Jefferson-Pilot
KFMB	100.7	30kw @ 620	AC/CHR	\$83.00	Mc-Guild	Midwest TV
KFSD	94.1	100 kw @ 640	Classical	\$100.00	MMR	Nationwide
KGB	101.5	50 kw @ 500	Classic AOR	\$144.00	CBS	Brown
KHTS	93.3	1.8 kw @ 1886	CHR	NA	---	Jacor, El Cajon
KIFM	98.1	28 kw @ 640	Jazz	\$138.00	CBS	Jefferson-Pilot
KIOZ	105.3	29 kw @ 620	AOR	\$94.00	Katz	Par
KKBH	102.9	32 kw @ 617	Oldies - 70s	ABC	\$70.00	Group W, Jacor
KKLQ	106.5	50 kw @ 440	CHR/JAC	\$176.00	Katz	Par
KPLN	103.7	36 kw @ 578	AOR/JAC	\$65.00	D&R	SFX
KSON	97.3	50 kw @ 440	Country	\$230.00	Banner	Jefferson-Pilot
KUPR	95.7	7.2 kw @ 597	AOR	NA	---	Nationwide, Carlsbad
KXST	102.1	9.5 kw @ 980	AC	\$77.00	Katz	Par, Oceanside
KYXY	96.5	41 kw @ 540	AC	\$145.00	D&R	SFX
XHKY	99.3	25 kw @ 328	Hispanic	\$40.00	Katz Hisp.	Tijuana
XHRM	92.5	50 kw @ 650	AOR-Prog.	ABC	\$58.00	Century, Tijuana
XHTZ	90.3	93 kw @ 840	CHR	\$101.00	Eastman	Tijuana
XLTN	104.5	57 kw @ 721	Hispanic	NA	Katz Hisp.	Tijuana
XTIM	91.7	25 kw @ 460	Hispanic	NA	---	Tijuana
XTRA	91.1	100 kw @ 791	New Rock	\$136.00	MMR	Jacor, Tijuana

Notes: 7/96 KMKX-F changed calls to KPLN-F ("The Planet") . . . 7/96 KBAX-F changed calls to KSYY-F . . . 8/96 KCEO/KUPR-F were sold to Nationwide (D+) for \$32,000,000 . . . 9/96 Gannett sold these stations to Jacor: KSDO for \$15,000,000; KKBH-F for \$20,000,000 (MVP; Stevens) . . . 10/96 Par sold these stations to Jacor (D+): KCBQ for \$1,200,000; KIOZ-F for \$25,700,000; KKLQ-F for \$41,000,000; KOGO for \$4,100,000 (Kalil) . . . 10/96 Nationwide traded KPOP/KGB-F to Jacor (D+) for KOPA/KSLX-F Phoenix (Stevens)

Jim Duncan

Comments: KFMB (AM) had its best book in years . . . Ranked #13 in 12+, KGB-F nevertheless is #1 now in Men 25-54 . . . KFSD-F had its best book since Winter 95 . . . KIFM-F experienced its worst book in many years

SAN FRANCISCO

Arbitron Rank: 4	Pop (12+): 5,367,400	Stations: 51 / 49	Last Year's Revenue: \$198,000,000
MSA Rank: 28 (SF)/21 (Oakland)		Diaries: 7,005/766:1/53.1%	Household Income: \$56,762
MSA Pop: 5,050,000		Sample Target: 5,100	Retail Dollars: \$44.8 Bil
DMA: 5		% Below Line: 0.8	#1 Biller: KGO \$27,800,000
Average Person Ratings: 15.4		% Not Listed: 14.7	#1 Billing Portfolio: Evergreen duop+ \$40,000,000
Market TSL In Hours: 20.75		Pop per Station: 109,539	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 KGO	T	547 / 6.6	6.8	6.8	8.0	6.7	7.0	8322 / 15.5	14.8	15.2		K KGO
2 KCBS	N/T	394 / 4.8	4.8	4.8	5.3	5.1	4.9	8611 / 16.0	16.4	16.5		J KCBS
3 KMEL-F	CHR/U	356 / 4.3	4.2	4.1	4.1	4.6	4.2	6636 / 12.4	12.9	13.2		I KMEL-F
4 KFRC-AF	O	351 / 4.2	3.8	3.5	3.5	4.0	3.8	6293 / 11.7	10.9	11.8		I KFRC-AF
KYLO-F	U/CHR	351 / 4.2	3.8	3.7	3.6	3.6	3.8	6985 / 13.0	12.8	12.6		H KYLO-F
6 KOIT-AF	SAC	316 / 3.8	3.4	4.0	4.3	4.2	3.9	6566 / 10.4	11.1	12.2		I KOIT-AF
7 KNBR	SPRTS	295 / 3.6	4.5	3.6	3.9	4.1	3.9	5389 / 10.0	11.1	11.4		K KNBR
8 KKSF-F	J	291 / 3.5	3.9	3.5	2.8	3.3	3.4	4253 / 7.9	8.7	7.5		I KKSF-F
9 KIOI-F	AC	269 / 3.2	3.7	3.3	3.5	3.5	3.4	5500 / 10.2	11.5	10.5		I KIOI-F
10 KFOG-FF	AOR-P	268 / 3.2	3.7	2.9	2.5	4.0	3.1	4678 / 8.7	9.8	8.1		H KFOG-FF
11 KSFO	T	230 / 2.8	2.2	1.8	1.8	1.1	2.2	2743 / 5.1	4.2	3.0		C KSFO
12 KDFC-F	CL	225 / 2.7	2.7	2.8	2.9	2.1	2.8	3742 / 7.0	7.3	6.6		E KDFC-F
13 KBLX-F	J	223 / 2.7	2.8	3.0	2.6	2.6	2.8	3532 / 6.6	7.2	6.9		H KBLX-F
14 KSAN-F	C	203 / 2.4	1.7	1.9	2.2	2.4	2.1	3125 / 5.8	5.5	6.4		G KSAN-F
15 KITS-F	AOR-NR	196 / 2.4	2.5	2.8	2.8	3.0	2.6	4787 / 8.9	9.1	10.0		H KITS-F
16 KLLC-F	AC/CHR	186 / 2.2	1.3	1.6	1.3	1.6	1.6	4299 / 8.0	6.1	6.3		G KLLC-F
17 KSJO-F	AOR	180 / 2.2	1.6	2.0	2.0	2.0	1.9	3063 / 5.7	5.3	6.0		K KSJO-F
18 KGGG-F	O-70s	170 / 2.1	2.1	2.0	2.1	2.4	2.1	3832 / 7.1	7.6	6.6		E KGGG-F
19 KABL	ST	164 / 2.0	1.9	2.3	2.6	2.5	2.2	2256 / 4.2	4.7	5.1		D KABL
20 KOME-F	AOR	158 / 1.9	1.7	2.1	2.2	2.0	2.0	3631 / 6.8	7.0	7.2		KOME-F
21 KBAY-F	SAC	143 / 1.7	1.9	1.7	1.5	1.8	1.7	2685 / 5.0	5.3	4.2		KBAY-F
22 KSOL-FF	SP	128 / 1.5	2.1	2.1	1.7	1.8	1.8	2719 / 5.1	7.0	5.9		D KSOL-FF
23 KLOK	SP	123 / 1.5	2.0	1.6	2.0	1.2	1.8	1539 / 2.9	3.1	2.6		KLOK
24 KPIX-AF	N	118 / 1.4	1.4	1.0	1.5	2.1	1.3	2522 / 4.7	4.5	5.6		F KPIX-AF
25 KYCY-F	C	117 / 1.4	1.4	1.7	1.9	1.5	1.6	2290 / 4.3	4.0	4.1		E KYCY-F
26 KEZR-F	AC/CHR	116 / 1.4	1.4	1.5	1.0	0.9	1.3	2283 / 4.3	4.4	3.4		KEZR-F
27 KBRG-F	SP	90 / 1.1	0.8	0.8	0.6	0.5	0.8	1400 / 2.6	2.0	1.4		KBRG-F
28 KNEW	C	85 / 1.0	0.8	0.6	0.8	0.4	0.8	1349 / 2.5	2.5	1.9		KNEW

12+ FM Share (Metro): 67.87 % (4800 of 7072) (Summer 95 68.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KYLD-F	1 KMEL-F <	1 KFOG-FF <	1 KFOG-FF	1 KFRC-AF <	1 KGO	1 KGO	1 KGO	1 KGO	1 KMEL-F <	1 KGO >
2 KMEL-F >>	2 KYLD-F	2 KMEL-F <	2 KFRC-AF	2 KGO <	2 KCBS	2 KCBS >	2 KNBR <	2 KCBS <	2 KGO <	2 KCBS
3 KOME-F	3 KITS-F <	3 KIOI-F	KGO <	3 KFOG-FF <	3 KFRC-AF	3 KNBR <	3 KFRC-AF	3 KFRC-AF	3 KYLD-F >	3 KYLD-F
4 KITS-F	4 KSJO-F	KYLD-F	4 KKSF-F <	4 KKSF-F <	4 KNBR	4 KFRC-AF	4 KOIT-AF <	KMEL-F <	4 KOIT-AF <	
	KIOI-F	KOIT-AF	5 KOIT-AF <	5 KOIT-AF	KKSF-F <	KYLD-F <	5 KCBS	5 KYLD-F <	5 KIOI-F <	
	6 KLLC-F	KFRC-AF <	6 KIOI-F <	6 KIOI-F <	6 KSFO	6 KIOI-F <	KFOG-FF <	6 KOIT-AF <	6 KKSF-F <	
	KOIT-AF	7 KGO	7 KFRC-F <	7 KNBR <	7 KDFC-F <	7 KOIT-AF	7 KKSF-F <	7 KFOG-FF	7 KDFC-F <	
		KKSF-F	8 KNBR <	8 KCBS	8 KOIT-AF	KSFO <	8 KMEL-F <	KSFO <	8 KFRC-AF <	
			9 KBLX-F <	KBLX-F		9 KFOG-FF <	9 KIOI-F <	9 KKSF-F <	9 KCBS	

Wom 18-24	Wom 18-34	Wom 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 KFRC-AF <	1 KYLD-F	1 KYLD-F <	1 KSJO-F	1 KFOG-FF <	1 KGO <
2 KYLD-F >	2 KIOI-F	2 KOIT-AF <	2 KOIT-AF <	2 KOIT-AF <	2 KMEL-F >	2 KSJO-F	2 KITS-F <	2 KNBR <	2 KFOG-FF
3 KIOI-F	3 KYLD-F	3 KFOG-FF	3 KFRC-AF <	3 KIOI-F	3 KSJO-F	3 KMEL-F <	3 KNBR <	3 KYLD-F <	KNBR
4 KITS-F	4 KOIT-AF <	KLLC-F <	4 KMEL-F <	4 KKSF-F <	4 KOME-F	4 KITS-F	4 KFOG-FF	4 KSJO-F	4 KFRC-AF <
5 KLLC-F	5 KLLC-F <	5 KMEL-F	5 KKSF-F <	5 KGO <	KITS-F >	5 KOME-F	5 KLLC-F <	KMEL-F <	5 KKSF-F <
6 KOIT-AF	6 KITS-F <	6 KSOL-FF <	6 KFOG-FF	6 KBLX-F <	6 KOIT-AF	6 KNBR <	6 KYLD-F <	6 KGO	6 KCBS
7 KOME-F <	7 KFOG-FF	7 KKSF-F <	7 KBLX-F	7 KFOG-FF	KLLC-F <	7 KLLC-F <	7 KOME-F <	7 KFRC-AF	
8 KBRG-F	8 KSOL-FF <	8 KYCY-F	KYLD-F <			8 KFOG-FF <	8 KOIT-AF <	8 KKSF-F <	
	9 KFOG-F <	KFRC-AF <				9 KOIT-AF <		9 KITS-F <	

SAN FRANCISCO

Consolidation Report	12+	25-54	Revenue
ABC/Disney KSF-D-AM, KGO-AM	9.4 %	7.0 %	14.8 %
Chancellor KABL-AM, KBGG-FM, KNEW-AM, KSAN-FM	7.5 %	7.3 %	5.0 %
Evergreen, pend. KYLD-FM, KDFC-AM, KDFC-FM, KKSJ-FM, KMEL-FM, KIOI-FM	17.9 %	15.4 %	24.1 %
Local KOFY-AM, KDIA-AM	1.2 %	1.1 %	1.0 %
Susquehanna KFFG-FM, KFOG-FM, KNBR-AM	6.8 %	8.5 %	15.6 %
Tichenor KSOL-FM, KZOL-FM	1.5 %	1.9 %	1.3 %
Westinghouse KYCY-FM, KCBS-AM, KFRC-AF, KLLC-FM, KOMA-FM, KPIX-AF	15.9 %	16.1 %	21.7 %
	60.3 %	57.3 %	83.5 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KARA-F	O	105.7	San Jose	0.8 /	2.6	
KDIA	B/O	1310	Oakland	0.7 /	1.5	
KFAX	REL	1100	San Francisco	0.5 /	1.5	
KIOI	SP	1010	San Francisco	0.7 /	1.6	
KJZY-F	J	93.7	Sebastopol	0.4 /	0.9	
KKHI-F	CL	100.7	San Rafael	0.6 /	2.1	
KKSJ	ST	1370	San Jose	0.7 /	1.5	
KOFY	SP	1050	San Mateo	0.6 /	1.9	
KRPQ-F	C	104.9	Rohnert Park	0.4 /	1.1	
KRTY-F	C	95.3	Los Gatos	0.8 /	2.2	
KUFX-F	CL AOR	94.5	Gilroy	0.7 /	3.2	
KUIC-F	AC	95.3	Vacaville	0.5 /	1.0	
KVTO	E	1400	Berkeley	0.4 /	1.3	
KZSF-FF	SP	92.7	Alameda	0.5 /	1.3	
KZST-F	AC	100.1	Santa Rosa	0.4 /	0.9	
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KATM-F	C	103.3	Modesto	0.4 /	1.0	
KSFM-F	CHR	102.5	Woodland	0.4 /	1.9	

AM Stations

Station	Power	Time	Format	Company	Other	Notes
KABL	960	5 kw (DA-1)	Standards	Westwd	\$75.00	Century Chancellor
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$340.00	CBS Westinghouse
KFRC	610	5 kw (DA-N)	See KFRC-F			
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	Banner ABC/Disney
KLOK	1170	50 kw/5 kw (DA-2)	Spanish	CRC	\$74.00	Caballero EXCL San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$325.00	Eastman Susquehanna
KNEW	910	5 kw (DA-N)	Country		\$50.00	Century Chancellor
KOIT	1260	5 kw/1 kw	See KOIT-F			
KPIX	1550	10 kw (DA-2)	See KPIX-F			
KSFO	560	5 kw (DA-N)	Talk	ABC	\$80.00	Banner ABC/Disney

FM Stations

Station	Power	Time	Format	Company	Other	Notes
KBGG	98.1	100 kw @ 960	70's Oldies		\$100.00	Century Chancellor
KBLX	102.9	7 kw @ 1290	Jazz/Urban		\$175.00	D&R Inner City Berkeley
KBRG	104.9	3 kw @ 300	Hispanic	CRC	NA	Caballero EXCL Fremont
KDFC	102.1	33 kw @ 1047	Classical		\$105.00	Mc-Guild Evergreen, pend.
KFOG	104.5	7.9 kw @ 1450	AOR-Prog.		\$190.00	Eastman Susquehanna
KFRC	99.7	40 kw @ 1299	Oldies		\$215.00	Group W Westinghouse
KIOI	101.3	125 kw @ 1162	AC/CHR		\$249.00	Christal Evergreen
KITS	105.3	15 kw @ 1200	AOR-New Rock		\$185.00	D&R Entercom
KKSJ	103.7	7.8 kw @ 1470	Jazz		\$220.00	Mc-Guild Evergreen, pend.
KLLC	97.3	82 kw @ 1014	AC/CHR	CBs	\$140.00	CBS Westinghouse
KMEL	106.1	69 kw @ 1290	CHR/Urban		\$238.00	Christal Evergreen
KOIT	96.5	33 kw @ 1410	Soft AC		\$235.00	Katz Bonneville
KPIX	95.7	6.9 kw @ 1290	News/Talk	CNN, WW1, AP	\$90.00	Group W Westinghouse
KSAN	94.9	30 kw @ 1210	Country		\$160.00	Century Chancellor
KSOL	98.9	6 kw @ 1355	Hispanic		NA	MMR Tichenor
KYCY	93.3	50 kw @ 492	Country	Westwd	\$92.00	Infinity Westinghouse
KYLD	107.7	8.9 kw @ 1161	Urban/CHR	AP	\$150.00	Katz Evergreen San Mateo

Notes: Other ranked stations: See San Jose . . . 7/96 KRQR-F changed from Classic Rock to Modern AC (AC/CHR) with the calls KLLC-F ("Alice") . . . 8/96 KSOL-F changed from Black AC to Hispanic, keeping the KSOL calls while simulcast partner KYLD-F became KZOL-F . . . 9/96 KDFC-AF/KKSJ-F sold by Brown to Evergreen for \$115,000,000 (Star) . . . 9/96 KPIX-AF changed from News/Talk to Talk

Jim Duncan

Comments: KGO had its lowest 12+ share in many years but is still, by far, the highest-rated station . . . KFRC-AF had its best book in two years . . . The gap between KMEL-F and KYLD-F is the closest it has ever been . . . KSFO shows a strong growth trend . . . Hispanic KSOL-FF debuts with a 1.5

SAN JOSE

Arbltron Rank: 30	Pop (12+): 1,317,700	Stations: 44 / 16	Last Year's Revenue: \$37,200,000
MSA Rank: 31		Diaries: 2,755/478:1/51.2%	Household Income: \$66,118
MSA Pop: 1,590,000		Sample Target: 2,620	Retail Dollars: \$15.2 Bil
DMA: San Francisco (#5)		% Below Line: NA	#1 Blller: KSJO-F \$7,000,000
Average Person Ratings: 14.9		% Not Listed: NA	#1 Billing Portfolio: Amer. Radio Sys. duop+ \$14,000,000
Market TSL in Hours: 20.00		Pop per Station: 82,356	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KBAY-F	SAC	106 / 5.4	5.0	5.4	4.6	5.2	5.1	1879 / 12.7	12.5	10.2	F	KBAY-F
2	KEZR-F	AC/CHR	103 / 5.3	4.9	5.1	3.8	3.1	4.8	1854 / 14.1	13.7	10.8	E	KEZR-F
3	KSJO-F	AOR	98 / 5.0	3.7	4.7	4.2	4.7	4.4	1539 / 11.7	10.5	13.0	G	KSJO-F
4	KOME-F	AOR-NR	89 / 4.5	4.4	5.1	4.7	4.9	4.7	1864 / 14.1	15.2	15.6	G	KOME-F
5	KLOK	SP	70 / 3.6	3.9	4.4	4.6	3.6	4.1	873 / 6.6	5.8	5.8	F	KLOK
6	KRTY-F	C	62 / 3.2	2.8	2.9	3.5	4.0	3.1	1087 / 8.3	7.8	8.1	E	KRTY-F
7	KARA-F	O	59 / 3.0	2.1	3.0	3.4	3.4	2.9	1070 / 8.1	7.8	8.7	O	KARA-F
8	KFOG-FF	AOR-P	49 / 2.5	3.8	2.7	2.2	4.8	2.8	970 / 7.4	10.2	5.0		KFOG-FF
9	KKSJ	ST	45 / 2.3	3.3	2.3	2.3	2.5	2.5	544 / 4.1	4.7	3.3	C	KKSJ
10	KUFX-F	CL AOR	43 / 2.2	1.9	1.7	1.6	2.7	1.8	1122 / 8.5	7.8	9.5	D	KUFX-F
11	KSJX	E	17 / 0.9	0.5	0.8	0.6	0.6	0.7	332 / 2.5	1.5	1.6		KSJX
12	KNTA	SP	11 / 0.6	0.7	1.4	0.7	0.4	0.9	273 / 2.1	2.0	1.3	A	KNTA
	KLIV	N	11 / 0.6	0.6	0.5	1.1	0.6	0.7	330 / 2.5	2.6	3.1	A	KLIV
14	KAZA	SP	10 / 0.5	0.2	0.6	1.1	0.5	0.6	143 / 1.1	0.9	1.8	A	KAZA

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 KOME-F >>	1 KSJO-F	1 KEZR-F <	1 KEZR-F	1 KEZR-F	1 KBAY-F >	1 KSJO-F <	1 KEZR-F <	1 KEZR-F	1 KOME-F >	1 KBAY-F
2 KEZR-F	2 KEZR-F <	2 KSJO-F	2 KSJO-F	2 KSJO-F	2 KKSJ <	2 KOME-F	2 KBAY-F <	2 KBAY-F	2 KBAY-F	2 KSJO-F
3 KSJO-F	3 KOME-F >	3 KOME-F	3 KBAY-F <	3 KBAY-F	3 KARA-F	3 KBAY-F	3 KSJO-F >	3 KSJO-F	3 KEZR-F <	3 KLOK
KLOK	4 KLOK	4 KLOK	4 KLOK	4 KARA-F <	4 KEZR-F	4 KEZR-F <	4 KRTY-F <	4 KOME-F	4 KLOK <	4 KOME-F
	5 KRTY-F	5 KBAY-F	5 KARA-F <	5 KLOK <	5 KRTY-F	5 KLOK	5 KOME-F <	5 KRTY-F <	5 KSJO-F	
		6 KFOG-FF	6 KFOG-FF	6 KRTY-F <			KARA-F	6 KARA-F <		
		7 KARA-F	KOME-F <	7 KOME-F <						
		8 KRTY-F	8 KRTY-F <	8 KFOG-FF						
			9 KUFX-F	9 KUFX-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 KOME-F	1 KEZR-F >	1 KEZR-F >	1 KEZR-F >	1 KEZR-F	1 KSJO-F	1 KSJO-F	1 KSJO-F >	1 KSJO-F >	1 KSJO-F >
KEZR-F	2 KSJO-F	2 KRTY-F	2 KLOK	2 KBAY-F	2 KOME-F >>	2 KOME-F >	2 KOME-F	2 KOME-F >	2 KEZR-F
3 KLOK	KOME-F <	3 KSJO-F	KBAY-F	3 KARA-F <	3 KLOK	3 KEZR-F	3 KEZR-F >	3 KEZR-F <	KOME-F
4 KSJO-F >	4 KRTY-F	4 KLOK	4 KARA-F <	4 KRTY-F	KEZR-F >>	4 KLOK	4 KUFX-F	4 KUFX-F	KFOG-FF <
	KLOK >	KBAY-F	5 KRTY-F <	5 KLOK		5 KUFX-F	KLOK	KLOK	5 KUFX-F
		6 KOME-F	6 KOME-F				6 KARA-F	KFOG-FF	6 KLOK
			7 KSJO-F						7 KBAY-F
									8 KARA-F

SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys., pend. KUFX-FM, KSJO-FM, KKSJ-AM, KBAY-FM	14.9 %	13.8 %	37.6 %	KOFY	SP	1050	San Mateo	0.5	1.7	
Empire KRTY-FM, KLIV-AM, KARA-FM	6.8 %	8.7 %	18.8 %							
	21.7 %	22.5 %	56.4 %	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
				KABL	ST	960	San Francisco	0.7	1.8	
				KBGG-F	O-7DS	98.1	San Francisco	1.4	5.0	
				KBLX-F	J	102.9	Berkeley	1.1	3.5	
				KBRG-F	SP	104.9	Fremont	2.7	5.1	
				KCBS	N/T	740	San Francisco	3.2	12.3	
				KDFC-F	CL	102.1	San Francisco	2.3	6.1	
				KDON-F	CHR	102.5	Salinas	0.6	2.9	
				KFAX	REL	1100	San Francisco	0.9	2.2	
				KFRC-AF	O	99.7	San Francisco	3.0	9.2	
				KGO	T	810	San Francisco	6.3	15.2	
				KIOI-F	AC	101.3	San Francisco	2.7	8.8	
				KITS-F	AOR-NR	105.1	San Francisco	1.2	5.9	
				KKSF-F	J	103.7	San Francisco	2.2	6.2	
				KLLC-F	AC/CHR	97.3	San Francisco	1.1	4.8	
				KMEL-F	CHR/U	106.1	San Francisco	2.3	8.8	
				KNBR	SPRTS	680	San Francisco	3.3	8.5	
				KNEW	C	910	Oakland	0.8	1.5	
				KOIT-AF	SAC	96.5	San Francisco	2.8	9.1	
				KPIX-AF	N	95.7	San Francisco	1.0	3.4	
				KSAN-F	C	94.9	San Francisco	1.1	4.3	
				KSFO	T	560	San Francisco	2.3	3.9	
				KSOL-F	SP	98.9	San Francisco	1.3	4.6	
				KYCY-F	C	93.3	San Francisco	1.0	3.8	
				KYLD-F	B	107.7	San Mateo	5.1	13.6	

AM Stations

KAZA	1290	5 kw/88 w (DA-2)	Hispanic		\$18.00	Katz	Hisp.		Gilroy
KKSJ	1370	5 kw (DA-2)	Standards	UPI	\$40.00	MMR	Amer. Radio Sys.		
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	MMR	Empire		
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic	CRC	\$74.00	Caballero	EXCL		
KNTA	1430	1 kw (DA-1)	Hispanic	CBS	\$18.00	Lotus			Santa Clara
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic		NA	—			

FM Stations

KARA	105.7	50 kw @ 500	Oldies		\$78.00	MMR	Empire		Santa Clara
KBAY	100.3	14.5 kw @ 2580	Soft AC	UPI	\$86.00	MMR	Amer. Radio Sys.		
KEZR	106.5	50 kw @ 430	AC/CHR		\$84.00	Christal			
KOME	98.5	13 kw @ 880	AOR-New Rock		\$110.00	Infinity	Westinghouse		
KRTY	95.3	900 W @ 860	Country		\$83.00	MMR	Empire		Los Gatos
KSJO	92.3	50 kw @ 466	AOR		\$130.00	Mc-Guild	Amer. Radio Sys.		
KUFX	94.5	1.2 kw @ 2536	Classic AOR	ABC	\$63.00	Mc-Guild	Amer. Radio Sys.		Gilroy

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankers . . . 9/96
KKSJ/KBAY-F sold by United to American Radio Systems (D+) for \$31,000,000 (MVP)

Jim Duncan

Comments: KSJO-F recovered from its poor Spring book . . . No other significant changes

SEATTLE-TACOMA

Arbitron Rank: 13 Pop (12+): 2,698,900	Stations: 31 / 31	Last Year's Revenue: \$123,000,000
MSA Rank: 22-Seattle; 80-Tacoma	Diaries: 3,742/721:1/54.9%	Household Income: \$51,539
MSA Pop: 3,310,000	Sample Target: 3,690	Retail Dollars: \$32.2 Bil
DMA: 12	% Below Line: 0.0	#1 Biller: KIRO-AF \$18,000,000
Average Person Ratings: 15.5	% Not Listed: 12.4	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 87,061	Entercom duop+ \$28,600,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 KIRO	N/T	319 / 7.8	7.1	5.6	8.8	6.3	7.3	5737 / 21.3	20.7	17.8		I	KIRO
2 KMPS-AF	C	251 / 6.0	5.4	4.6	4.3	4.7	5.1	3683 / 13.6	13.3	13.2		I	KMPS-AF
3 KUBE-F	CHR	250 / 8.0	5.7	6.6	6.1	6.0	6.1	4444 / 16.5	16.6	16.5		G	KUBE-F
4 KBSG-AF	O	232 / 5.5	5.0	5.9	5.4	5.5	5.5	4333 / 16.1	15.7	15.3		I	KBSG-AF
5 KVI	T	196 / 4.7	5.5	5.0	5.3	4.9	5.1	2170 / 8.0	9.6	9.3		G	KVI
6 KIXI	ST	178 / 4.3	3.6	5.7	4.3	4.5	4.5	2300 / 8.5	8.5	9.0		D	KIXI
6 KNDD-F	AOR-NR	178 / 4.3	4.3	5.1	4.5	4.6	4.5	3365 / 12.5	13.0	13.9		G	KNDD-F
8 KING-F	CL	171 / 4.1	3.8	4.0	4.3	3.7	4.1	2554 / 9.5	9.5	8.7		E	KING-F
9 KMTT-F	AOR-P	167 / 4.0	3.1	3.3	3.0	3.5	3.3	2456 / 9.1	7.5	8.2		G	KMTT-F
10 KLSY-F	AC	166 / 4.0	3.7	3.4	3.7	4.2	3.7	3050 / 11.3	11.1	11.3		G	KLSY-F
11 KZOK-F	CL AOR	159 / 3.8	4.2	4.4	4.2	5.4	4.1	2966 / 11.0	11.0	12.4		H	KZOK-F
12 KPLZ-F	CHR/AC	151 / 3.6	4.7	4.0	4.0	4.0	4.1	3722 / 13.8	14.4	13.4		G	KPLZ-F
13 KISW-F	AOR	147 / 3.5	4.1	3.4	3.6	4.0	3.7	2410 / 8.9	9.2	8.7		G	KISW-F
14 KJR-F	O-70s	146 / 3.5	3.6	4.7	4.1	3.8	4.0	2874 / 10.6	12.0	11.1		G	KJR-F
15 KYCW-F	C	143 / 3.4	4.6	3.4	3.0	3.2	3.6	2001 / 7.4	9.0	7.7		F	KYCWF-F
16 KOMO	FS	128 / 3.1	3.9	4.3	3.7	2.6	3.7	3012 / 11.2	11.7	10.0		F	KOMO
17 KBKS-F	B/AC	125 / 3.0	1.7	2.1	3.6	3.0	2.6	2384 / 8.8	6.1	8.5			KBKS-F
18 KWJZ-F	J	120 / 2.9	2.3	2.5	2.2	2.7	2.5	1850 / 6.1	5.0	5.3		D	KWJZ-F
19 KIRO-F	T	87 / 2.1	2.1	2.1	1.5	2.3	1.9	1832 / 6.8	5.7	5.8			KIRO-F
20 KRWM-F	SAC	85 / 2.0	2.7	2.2	2.9	3.1	2.5	1669 / 6.2	7.3	8.2		E	KRWM-F
21 KJR	SPRYS	78 / 1.8	2.9	2.4	1.8	1.5	2.2	1515 / 5.6	11.6	4.8		D	KJR
22 KCMS-F	REL	66 / 1.6	1.4	1.9	1.6	1.6	1.6	1145 / 4.2	4.5	4.5			KCMS-F

12+ FM Share (Metro): 72.31 % (2653 of 3669) (Summer 95 74.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KUBE-F >>	1 KNDD-F <	1 KBSG-AF <	1 KMTT-F	1 KIRO	1 KIRO >	1 KIRO	1 KVI <	1 KIRO	1 KIRO >	1 KIRO <
2 KNDD-F >>	2 KUBE-F	2 KUBE-F <	KIRO	KBSG-AF <	2 KIXI <	2 KMPS-AF	2 KMPS-AF	2 KUBE-F <	2 KUBE-F	2 KLSY-F
3 KISW-F <	3 KMTT-F <	KBSG-AF	3 KMPS-AF <	3 KBSG-AF	3 KVI <	3 KVI <	3 KBSG-AF	3 KBSG-AF <	3 KNDD-F	KOMO
4 KPLZ-F	4 KIRO <	4 KZOK-F <	4 KMTT-F	KVI <	4 KUBE-F	4 KUBE-F	4 KUBE-F	4 KMPS-AF	4 KLSY-F <	4 KMPS-AF
5 KMPS-AF <	5 KZOK-F	5 KMPS-AF <	5 KZOK-F	5 KMPS-AF <	5 KBSG-AF	5 KBSG-AF	KDX <	5 KVI <	5 KING-F	
6 KZOK-F <	KMPS-AF <	6 KJR-F	6 KJR-F <	6 KING-F	6 KOMO <	6 KMTT-F	6 KNDD-F <	6 KMPS-AF <		
7 KJR-F <	7 KISW-F	7 KPLZ-F <	7 KVI <	7 KOMO	7 KIXI <	7 KIRO	7 KMTT-F <	7 KMTT-F <		
8 KMTT-F <	KPLZ-F	8 KUBE-F	8 KLSY-F <	8 KWJZ-F <		KING-F <	8 KLSY-F			
9 KBKS-F	KNDD-F	KLSY-F <	9 KPLZ-F <			9 KNDD-F <	KING-F <			
KYCWF	KJR-F <					10 KPLZ-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KUBE-F	1 KPLZ-F	1 KPLZ-F >	1 KPLZ-F	1 KBSG-AF <	1 KNDD-F	1 KISW-F <	1 KISW-F	1 KISW-F	1 KIRO <
2 KPLZ-F	2 KUBE-F	2 KMTT-F <	2 KUBE-F <	2 KMPS-AF <	2 KISW-F	2 KNDD-F >	2 KZOK-F	2 KZOK-F	2 KZOK-F
3 KNDD-F	3 KNDD-F	3 KUBE-F <	3 KLSY-F <	3 KPLZ-F <	3 KUBE-F >>	3 KUBE-F	3 KNDD-F	3 KIRO <	3 KBSG-AF
KLSY-F	4 KMPS-AF <	4 KJR-F <	4 KMPS-AF <	4 KLSY-F <	4 KBKS-F	4 KZOK-F	4 KMPS-AF	4 KNDD-F	KMTT-F <
5 KMPS-AF <	5 KBKS-F <	5 KMPS-AF	5 KBSG-AF <	5 KMTT-F <	KPLZ-F <	5 KMPS-AF <	KUBE-F <	KBSG-AF <	5 KISW-F
6 KBKS-F	6 KYCW-F	KBKS-F <	6 KMTT-F <	6 KIRO	6 KBSG-AF	6 KJR-F <	6 KMTT-F	6 KMTT-F <	6 KMPS-AF <
KYCWF	KMTT-F <	7 KNDD-F <	7 KBKS-F	7 KUBE-F <	7 KBSG-AF <	7 KIRO	7 KIRO	7 KJR-F <	7 KVI <
8 KRWM-F	8 KJR-F <	8 KYCW-F	KBKS-F		8 KMTT-F	8 KMTT-F	8 KJR-F	8 KUBE-F <	8 KJR-F
	9 KLSY-F >				9 KJR <	9 KJR	9 KYCW-F <	9 KMPS-AF	
							KVI	KVI	

SEATTLE-TACOMA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Amer. Radio Sys., pend. KMPS-AM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM, KBKS-FM	16.2 %	18.1 %	22.6 %	KCIS	REL	630 Edmonds	0.5 /	1.8	
Bonneville KIRO-AM, KIRO-FM, KNWX-AM	10.7 %	9.9 %	15.2 %	KGY	AC	1240 Olympia	0.4 /	0.9	
Entercom KNDD-FM, KBSG-AM, KBSG-FM, KISW-FM, KMTT-FM	17.3 %	19.3 %	23.3 %	KNWX	N	770 Seattle	1.0 /	4.6	
Fisher KPLZ-FM, KVI-AM, KOMO-AM	11.4 %	10.9 %	13.7 %	KRIZ-AA	B	1420 Renton	0.5 /	0.9	
J. Douglas, semi-duop KKMO-AM, KBLV-AM	0.0 %	0.0 %	0.0 %	KXXO-F	AC	96.1 Olympia	0.6 /	1.6	
New Century KJR-AM, KJR-FM, KUBE-FM	11.3 %	10.6 %	11.9 %						
Sandusky KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM	13.2 %	11.3 %	11.5 %						
	80.1 %	80.1 %	98.2 %						

AM Stations

Station	Power	Format	Notes	Advertiser	Agency	Station	Advertiser	Agency
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F					
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$284.00	Sentry	Bonneville	
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$60.00	Christal	Sandusky	
KJR	950	5 kw (DA-N)	Sports	WW1, ABC, SBUSA	\$51.00	---	New Century	
KMPS	1300	5 kw (DA-N)	See KMPS-F					
KNWX	770	50 kw/5 kw (DA-2)	News	AP	NA	Sentry	Bonneville	
KOMO	1000	50 kw (DA-N)	Full Service	ABC	\$77.00	Banner	Fisher	
KVI	570	5 kw	Talk	ABC	\$114.00	Banner	Fisher	

FM Stations

Station	Power	Format	Notes	Advertiser	Agency	Station	Advertiser	Agency
KBKS	106.1	58 kw @ 2343	AC/Urban	AP	\$92.00	Eastman	Amer. Radio Sys.	Tacoma
KBSG	97.3	55 kw @ 2393	Oldies		\$200.00	Katz	Entercom	Tacoma
KCMS	105.3	115 kw @ 722	Religion	UPI	\$44.00	Radio Spot		Edmonds
KING	98.1	58 kw @ 2343	Classical		\$99.00	Sentry		
KIRO	100.7	100 kw @ 736	Talk	CBS	NA	Sentry	Bonneville	
KISW	99.9	100 kw @ 1148	AOR		\$109.00	Mc-Guild	Entercom	
KJR	95.7	100 kw @ 1180	Oldies-70's		\$110.00	MMR	New Century	
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal	Sandusky	Bellevue
KMPS	94.1	58 kw @ 2343	Country	AP	\$195.00	Eastman	Amer. Radio Sys.	
KMTT	103.7	58 kw @ 2343	AOR-Prog.		\$90.00	D&R	Entercom	Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock		\$140.00	Katz	Entercom	
KPLZ	101.5	100 kw @ 1200	CHR/AC		\$107.00	Banner	Fisher	
KRWM	106.9	100 kw @ 819	Soft AC		\$77.00	CBS	Sandusky	Bremerton
KUBE	93.3	100 kw @ 1290	CHR		\$140.00	MMR	New Century	
KWJZ	98.9	100 kw @ 1110	Jazz	ABC	\$65.00	D&R	Sandusky	
KYCW	96.5	100 kw @ 1223	Country	ABC	\$84.00	Infinity	Amer. Radio Sys.	
KZOK	102.5	100 kw @ 1194	Classic AOR		\$145.00	Eastman	Amer. Radio Sys.	

Notes: 9/96 KKMO (1360; Tacoma) sold by Jim Blaine to John Douglas (semi-D) for \$900,000

Jim Duncan

Comments: KMPS-F had its best book since Fall 1994 . . . KRWM-F fell to a two-year low . . . KMTT-F cracked the four-share level for its best performance in over two years . . . KBKS-F shows growth with its Urban/AC format

SHREVEPORT

Arbitron Rank: 126 Pop (12+): 306,300	Stations: 13 / 13	Last Year's Revenue: \$11,400,000
MSA Rank: 126	Diaries: 1,017/301:1/49.0%	Household Income: \$37,316
MSA Pop: 381,000	Sample Target: 940	Retail Dollars: \$3.6 Bil
DMA: 76	% Below Line: 0.0	#1 Biller: KRMD-AF \$3,500,000
Average Person Ratings: 15.7	% Not Listed: 8.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 23,562	KEEL/KITT-F/KWKH-AF/KVKI-F \$5,900,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KRMD-F	74 / 15.4	15.9	14.2	10.3	14.8	13.9	791 / 25.8	27.3	28.7		E	KRMD-F
2	KMJJ-F	73 / 15.2	14.4	18.2	19.0	15.6	16.7	741 / 24.2	25.0	27.3		C	KMJJ-F
3	KVKI-F	56 / 11.6	11.2	10.4	11.4	9.0	11.2	667 / 21.8	23.2	20.6		C	KVKI-F
4	KDKS-F	47 / 9.8	11.4	6.4	9.9	7.1	9.4	597 / 19.5	20.0	17.3		B	KDKS-F
5	KWKH-F	35 / 7.3	4.9	4.2	3.7	5.8	5.0	528 / 17.2	12.9	13.0		C	KWKH-F
6	KITT-F	29 / 6.0	5.6	7.4	5.8	5.6	6.2	435 / 14.2	11.3	15.5		B	KITT-F
	KEEL	29 / 6.0	5.8	6.2	6.5	4.3	6.1	339 / 11.1	10.9	10.0		B	KEEL
8	KOKA	25 / 5.2	4.5	7.4	7.8	7.4	6.2	257 / 8.4	9.0	12.0		A	KOKA
9	KTUX-F	AOR-NR	23 / 4.8	4.7	5.2	3.7	4.5	318 / 10.4	8.7	11.4		B	KTUX-F
10	KTAL-F	AOR	18 / 3.7	5.2	4.8	4.5	5.6	342 / 11.1	10.4	13.8		B	KTAL-F
11	KWKH	C	14 / 2.9	1.5	3.6	3.2	4.9	191 / 6.2	4.6	8.3		B	KWKH
12	KLKL-F	O	13 / 2.7	3.4	3.0	4.5	3.4	291 / 9.5	8.8	10.6		A	KLKL-F

12+ FM Share (Metro): 83.64 % (368 of 440) (Summer 95 80.63 %)

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 KMJJ-F <	1 KRMD-F <	1 KRMD-F >	1 KRMD-F >	1 KRMD-F >	1 KVKI-F <	1 KRMD-F <	1 KMJJ-F >>	1 KMJJ-F >
2 KWKH-F >>	2 KVKI-F	2 KRMD-F <	2 KVKI-F	2 KVKI-F	2 KVKI-F	2 KVKI-F	2 KRMD-F	2 KMJJ-F	2 KRMD-F <	2 KWKH-F
	KRMD-F	3 KVKI-F	3 KMJJ-F	3 KMJJ-F	3 KEEL	3 KMJJ-F <	3 KMJJ-F	3 KVKI-F	3 KDKS-F	KRMD-F
	4 KDKS-F	4 KDKS-F >	4 KDKS-F >	KDKS-F >	4 KMJJ-F	4 KDKS-F	KEEL	4 KDKS-F	4 KWKH-F <	KDKS-F
	KTUX-F >				KDKS-F <	5 KOKA	5 KDKS-F	5 KWKH-F	5 KOKA	
					6 KOKA					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMJJ-F >	1 KMJJ-F >	1 KVKI-F	1 KVKI-F	1 KVKI-F	1 KTUX-F	1 KMJJ-F	1 KRMD-F	1 KMJJ-F	1 KRMD-F >
2 KVKI-F	2 KVKI-F	2 KMJJ-F	2 KRMD-F <	2 KRMD-F >	KMJJ-F >>	2 KTUX-F >	2 KMJJ-F	2 KRMD-F <	2 KDKS-F <
3 KRMD-F	3 KRMD-F	KDKS-F	3 KMJJ-F	3 KMJJ-F <	3 KTAL-F	3 KRMD-F	3 KWKH-F	3 KTUX-F	3 KMJJ-F <
4 KDKS-F >	KDKS-F >>	4 KRMD-F >>	4 KDKS-F >	4 KDKS-F >	KDKS-F >>	4 KTAL-F	KTAL-F	4 KDKS-F <	4 KTAL-F
				5 KITT-F		5 KWKH-F	5 KTUX-F	5 KTAL-F	5 KEEL <
						KDKS-F >	KDKS-F		6 KWKH-F
									KVKI-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Local - 1 KEEL-AM, KITT-FM, KVKI-FM, KWKH-AM, KWKH-FM	33.9 %	33.3 %	38.6 %	KRMD	C	1340	Shreveport 0.8 / 2.2
Local - 2 KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM	17.7 %	20.5 %	10.3 %				
	51.6 %	53.8 %	48.9 %				

SHREVEPORT

AM Stations

KEEL	710	50 kw/5 KW (DA-2)	Talk/FS	CNN	\$24.00	Katz	KVKI-F owner
KOKA	980	5 kw/80 w	Gospel	AURN, WW1	\$20.00	K&P	KDKS-F owner
KWKH	1130	50 kw (DA-N)	Country	Westwd	NA	Christal	KVKI-F owner

FM Stations

KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	K&P	Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, WW1	\$30.00	Katz	KVKI-F owner
KLKL	92.1	3.3 kw @ 298	Oldies	ABC	\$<20.00	K&P	KDKS-F owner Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd	\$34.00	Mc-Guild	SunGroup
KRMD	101.1	100 kw @ 1118	Country		\$70.00	Eastman	Benchmark
KTAL	98.1	100 kw @ 1361	AOR		\$25.00	Banner	Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00	Banner	Carthage, TX
KVKI	96.5	100 kw @ 797	AC		\$36.00	K&P	
KWKH	94.5	100 kw @ 1296	CHR	Westwd	\$44.00	Christal	KVKI-F owner

Notes: 7/96 KWKH-F changed from Country to CHR

Jim Duncan

Comments: KWKH-F jumped nicely with its new CHR format

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	N - News	*
* B - Black (audience 75%+ Black)	O - Oldies	*
* C - Country	O-70S - 70's Oldies	*
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia	*
* EZ - Easy Listening, Beautiful Music	T - Talk	*
* FS - Full Service	U - Urban (majority of audience is non-white)	*
* G - Gospel	? - Others or Unknown	*

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

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

SPOKANE

Arbltron Rank: 92	Pop (12+): 407,300	Stations: 20 / 20	Last Year's Revenue: \$13,700,000
MSA Rank: 123		Diaries: 902/452:1/50.6%	Household Income: \$38,703
MSA Pop: 404,000		Sample Target: 960	Retail Dollars: \$4.1 Bil
DMA: 74		% Below Line: 0.0	#1 Biller: KDRK-F \$2,500,000
Average Person Ratings: 15.1		% Not Listed: 11.2	#1 Billing Portfolio: Triathlon duop+ \$6,000,000
Market TSL In Hours: 20.50		Pop per Station: 20,365	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KKZX-F	AOR/CL	56 / 9.1	7.7	11.0	7.4	7.9	8.8	733 / 18.0	15.8	15.4	C	KKZX-F
2	KDRK-F	C	52 / 8.4	8.0	8.5	11.2	9.0	9.0	771 / 18.9	18.9	19.3	C	KDRK-F
3	KEYF-AF	O	43 / 7.0	6.4	6.5	6.4	9.7	6.6	772 / 19.0	17.2	22.5	C	KEYF-AF
4	KXLY-F	SAC	40 / 8.5	6.2	7.1	5.9	6.2	6.4	838 / 16.7	16.9	14.9	B	KXLY-F
5	KZZU-F	CHR	39 / 6.3	9.5	7.1	8.3	8.4	7.8	734 / 18.0	19.2	19.2	C	KZZU-F
6	KNFR-F	C	38 / 6.2	6.8	7.1	4.5	6.6	6.1	551 / 13.5	15.5	14.0	B	KNFR-F
7	KAEP-F	AOR-NR	36 / 5.8	4.7	3.7	3.8	4.4	4.5	590 / 14.5	11.9	9.3	C	KAEP-F
8	KISC-F	AC	35 / 5.7	7.4	7.3	6.9	5.7	6.8	647 / 16.9	16.7	13.3	C	KISC-F
9	KXLY	N/T	34 / 5.5	7.1	4.8	6.6	5.1	6.0	494 / 12.1	16.9	11.4	B	KXLY
	KGA	N/T	34 / 5.5	5.0	4.9	4.8	5.1	5.1	355 / 8.7	10.9	10.4	B	KGA
11	KCDA-F	C	32 / 5.2	3.6	3.4	4.3	4.8	4.1	363 / 8.9	6.0	8.5	A	KCDA-F
12	KAQQ	ST	28 / 4.5	5.2	5.7	3.8	6.4	4.8	312 / 7.7	9.3	9.0	A	KAQQ
13	KHTQ-F	CHR	21 / 3.4	2.3	1.9	3.8	1.6	2.8	402 / 9.9	8.3	5.4	A	KHTQ-F
	KNJY-F	AOR	21 / 3.4	4.2	4.5	3.4	3.9	3.9	379 / 9.3	9.5	8.6	A	KNJY-F
15	KEZE-F	CL AOR	11 / 1.8	1.2	0.6				198 / 4.9	3.7			KEZE-F

12+ FM Share (Metro): 79.52 % (435 of 547) (Summer 95 77.09 %)

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 KEYF-AF <	1 KKZX-F	1 KKZX-F >	1 KKZX-F <	1 KXLY	1 KZZU-F
2	KDRK-F	2 KAEP-F	2 KDRK-F	2 KDRK-F <	2 KXLY <	2 KDRK-F	2 KDRK-F <	2 KDRK-F	2 KZZU-F <	KGA
3	KHTQ-F	3 KNFR-F <	3 KNFR-F	3 KEYF-AF <	3 KEYF-AF	3 KXLY-F <	3 KGA <	3 KXLY-F <	3 KEYF-AF <	3 KDRK-F <
4	KZZU-F <	KAEP-F	4 KNFR-F <	4 KNFR-F <	4 KAQQ <	4 KEYF-AF <	4 KEYF-AF <	4 KZZU-F <	4 KAEP-F	
5	KDRK-F	5 KEYF-AF <	5 KXLY-F <	5 KISC-F	5 KDRK-F <	5 KNFR-F	5 KGA <	5 KXLY-F	5 KKZX-F <	
6	KNJY-F	6 KISC-F <	6 KISC-F <	KXLY-F	6 KCDA-F	6 KISC-F	6 KNFR-F	6 KNFR-F	6 KISC-F <	
7	KISC-F	7 KXLY-F <	7 KAEP-F >	7 KAEP-F	KKZX-F	KCDA-F <	7 KAEP-F	7 KAEP-F	7 KEYF-AF <	
8	KHTQ-F >	8 KZZU-F			KGA					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	KHTQ-F	1 KAEP-F	1 KAEP-F	1 KDRK-F	1 KXLY-F <	1 KAEP-F	1 KKZX-F >	1 KKZX-F >>	1 KKZX-F >>
	KZZU-F >	2 KDRK-F <	2 KDRK-F	2 KXLY-F <	2 KISC-F	KZZU-F	2 KAEP-F	2 KNFR-F	2 KDRK-F <
3	KDRK-F	3 KNFR-F	KNFR-F	3 KISC-F	KDRK-F	KNJY-F >	3 KNJY-F	KAEP-F	3 KEYF-AF
	KNFR-F	4 KZZU-F	4 KISC-F	KNFR-F	4 KKZX-F <	4 KDRK-F	KNFR-F	4 KNJY-F	KAEP-F <
	KAEP-F	5 KISC-F	5 KKZX-F >	KAEP-F	5 KEYF-AF	KNFR-F	5 KZZU-F	KEZE-F	5 KNFR-F
6	KNJY-F >	6 KHTQ-F	6 KXLY-F	6 KKZX-F	6 KNFR-F	KKZX-F >>	6 KDRK-F	6 KDRK-F	6 KNJY-F
	7 KKZX-F	KZZU-F	7 KEYF-AF	7 KAEP-F >		7 KEZE-F >	KZZU-F	KZZU-F <	KCDA-F
	8 KNJY-F		KZZU-F						KAEP-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Citadel	21.0 %	22.3 %	32.1 %	KJRB T 790 Spokane	1.3 /	4.8	
KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM				KSPO-F REL 106.5 Dishman	0.6 /	2.0	
Morgan Murphy	19.3 %	16.7 %	15.3 %	KTRW SPRTS 970 Spokane	1.0 /	3.5	
KTRW-AM, KXLY-AM, KXLY-FM, KZZU-FM				KTSL-F REL 101.9 Medical Lake	1.3 /	3.6	
Triathlon	38.2 %	45.7 %	43.8 %				
KAQQ-AM, KEYF-AF, KISC-FM, KISC-FM, KKZX-FM, KNFR-FM							
	78.5 %	84.7 %	91.2 %				

SPOKANE

AM Stations

KAQQ	590	5 kw	Standards	Westwd. CNN	\$<20.00	MMR	Triathlon	
KEYF	1050	5 kw/335 w	See KEYF-F					Dishman
KGA	1510	50 kw (DA-N)	Talk	ABC	\$20.00	Mc-Guild	Citadel	
KXLY	920	5 kw	News/Talk	CBS, ABC	\$22.00	Eastman	Morgan Murphy	

FM Stations

KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$28.00	Mc-Guild	Citadel	
KCDA	103.1	2.4 kw @ 1886	Country	ABC	\$<20.00	MMR		Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380	Country		\$55.00	Mc-Guild	Citadel	
KEYF	101.1	100 kw @ 1965	Oldies		\$38.00	Mc-Guild	Triathlon	Cheney
KEZE	96.9	9.8 kw @ 531	AOR/Classic	ABC	NA	MMR		
KHTQ	94.5	100 kw @ 1883	CHR	ABC	\$<20.00	Moore		Hayden, ID
KISC	98.1	94 kw @ 2031	AC		\$44.00	MMR	Triathlon	
KKZX	98.9	100 kw @ 1614	Classic AOR		\$41.00	Mc-Guild	Triathlon	
KNFR	96.1	56 kw @ 2380	Country		\$22.00	MMR	Triathlon	Opportunity
KNJY	103.9	5.5 kw @ 303	AOR-New Rock	ABC	\$<20.00	MMR		
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Torbet	Morgan Murphy	
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Christal	Morgan Murphy	

Notes:

Jim Duncan

Comments: KZZU-F is way off from its Spring showing . . . Good AOR book in the market: KKZX-F is back in the #1 position and KAEP-F has its highest share since it was KEZE-F . . . KXLY and KGA tied in the Talk format, just as they did a year ago

SPRINGFIELD, MA

Arbitron Rank: 76 Pop (12+): 495,600	Stations: 29 / 13	Last Year's Revenue: \$15,800,000
MSA Rank: 89	Diaries: 1,756/282:1/53.4%	Household Income: \$45,499
MSA Pop: 598,000	Sample Target: 1,670	Retail Dollars: \$4.6 Bil
DMA: 65	% Below Line: 28.4	#1 Biller: WAQY-F \$3,400,000
Average Person Ratings: 15.9	% Not Listed: 17.1	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 38,123	Clear Channel combo \$4,100,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WPKX-F	78 / 9.9	10.5	9.6	10.1	9.3	10.0	903 / 18.2	19.7	17.8		D	WPKX-F
2	WAQY-F	71 / 9.0	8.4	7.9	8.1	10.4	8.3	985 / 19.9	20.5	25.9		E	WAQY-F
3	WHYN-F	64 / 8.1	7.7	6.7	8.4	7.4	7.7	861 / 17.4	19.1	19.1		D	WHYN-F
4	WMAS-F	56 / 7.1	9.6	9.5	7.2	7.6	8.4	888 / 17.9	20.4	19.0		D	WMAS-F
5	WHYN	53 / 6.7	6.4	6.9	7.4	5.9	6.9	773 / 15.6	15.6	14.1		C	WHYN
6	WTIC-F	42 / 5.3	5.0	4.8	4.5	4.5	4.9	875 / 17.7	18.1	17.7			WTIC-F
7	WMAS	38 / 4.8	4.7	4.8	4.2	5.7	4.6	396 / 8.0	7.8	8.5		B	WMAS
8	WAAF-F	AOR-NR	35 / 4.4	3.8	4.4	3.8	3.9	541 / 10.9	10.5	11.4			WAAF-F
9	WDRC-F	O	27 / 3.4	3.4	2.8	2.8	2.2	527 / 10.6	9.5	7.3			WDRC-F
10	WRCH-F	SAC	24 / 3.0	2.6	2.4	2.8	2.3	383 / 7.7	7.3	6.9			WRCH-F
11	WKSS-F	CHR	19 / 2.4	3.1	2.6	3.0	2.3	575 / 11.6	12.3	11.9			WKSS-F
13	WMRQ-F	AOR-NR	17 / 2.2	2.6	2.1	1.6	2.2	446 / 9.0	8.7	8.0			WMRQ-F
12	WRNX-F	AOR-P	17 / 2.2	1.4	2.4	1.4	1.9	277 / 5.6	3.9	6.2			WRNX-F
14	WHMP-F	AOR-NR	16 / 2.0	1.4	1.6	1.7	2.4	436 / 8.0	7.4	9.4			WHMP-F
15	WNNZ	T	15 / 1.9	2.0	2.2	3.5	1.9	314 / 6.3	6.9	7.0		B	WNNZ

12+ FM Share (Metro): 77.95 % (509 of 653) (Summer 95 78.69 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight	
1	WTIC-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WPKX-F <	1 WHYN-F <	1 WPKX-F	1 WPKX-F	1 WAQY-F <	1 WPKX-F >
2	WAAF-F	2 WPKX-F <	2 WPKX-F	2 WPKX-F <	2 WHYN-F	2 WPKX-F <	2 WHYN-F <	2 WAQY-F	2 WAQY-F	2 WMAS-F	2 WMAS-F <
		3 WAAF-F <	WHYN-F	3 WHYN-F	3 WHYN-F	3 WMAS <	3 WHYN <	3 WAQY-F	3 WMAS-F	3 WPKX-F	3 WAQY-F
		4 WTIC-F	4 WMAS-F	4 WMAS-F >	4 WMAS-F >	4 WHYN-F <	4 WAQY-F	4 WMAS-F	WHYN-F	4 WTIC-F	WHYN-F
		WHYN-F <	5 WTIC-F	5 WHYN <	5 WHYN	5 WAQY-F	5 WMAS-F	5 WHYN	5 WTIC-F	WHYN	
		6 WMAS-F >>	6 WAAF-F >			6 WMAS-F	6 WMAS	6 WTIC-F <	WAAF-F		
								7 WMAS			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1	WTIC-F	1 WMAS-F	1 WMAS-F <	1 WMAS-F	1 WMAS-F <	1 WAAF-F >	1 WAQY-F	1 WAQY-F >	1 WAQY-F >>	1 WAQY-F >>
2	WMAS-F	2 WPKX-F	2 WPKX-F >	2 WHYN-F <	2 WHYN-F	2 WAQY-F >	2 WAAF-F >	2 WPKX-F	2 WAAF-F <	2 WPKX-F
3	WHYN-F	3 WTIC-F	3 WHYN-F	3 WPKX-F	WPKX-F >	3 WTIC-F >	3 WHYN-F	3 WHYN-F	3 WPKX-F	3 WHYN-F >
	WKSS-F	4 WHYN-F >	4 WTIC-F >	4 WTIC-F >	4 WTIC-F <	4 WPKX-F	WPKX-F	4 WAAF-F >	WHYN-F >	4 WHYN <
5	WAAF-F	5 WKSS-F	5 WAQY-F	5 WAQY-F >	5 WAQY-F	WHYN-F	5 WTIC-F >	5 WRNX-F		5 WDRC-F
	WPKX-F	6 WAAF-F								6 WRNX-F
7	WHMP-F	WAQY-F								

Consolidation Report	12+	25-54	Revenue
SFX WHMP-AM, WHMP-FM, WPKX-FM	12.9 %	12.7 %	19.0 %
	12.9 %	12.7 %	19.0 %

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WACM SP 1490 W. Springfield	0.5 /	1.0	
WHMP T 1400 Northampton	1.0 /	3.5	
WSPR SP 1270 Springfield	0.9 /	2.0	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBZ N/T 1030 Boston	0.5 /	1.5	
WCCC-F AOR 106.9 Hartford, CT	1.8 /	7.3	
WDRC ST 1360 Hartford, CT	0.4 /	0.7	
WFAN SPRTS 660 New York	0.4 /	1.9	
WHCN-F AOR 105.9 Hartford, CT	1.0 /	4.4	
WPVQ-F C 93.9 Tumers Falls, MA	0.9 /	1.8	
WSRS-F AC 96.1 Worcester, MA	0.5 /	3.2	
WTIC FS 1080 Hartford, CT	1.0 /	4.0	
WWYZ-F C 92.5 Waterbury, CT	0.6 /	2.5	
WZMX-F O-70S 93.7 Hartford, CT	0.6 /	3.9	

SPRINGFIELD, MA

AM Stations

WHYN	560	5 kw/1 kw (DA-2)	Full Service	ABC, CNN	\$39.00	Banner	Clear Channel
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz	

FM Stations

WAQY	102.1	17 kw @ 780	AOR/Classic		\$73.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	CHR		\$33.00	D&R	SFX	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Banner	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$43.00	Mc-Guild	Lappin	
WPKX	97.9	2.2 kw @ 528	Country		\$62.00	D&R	SFX	Enfield, CT
WRNX	100.9	1.35 kw @ 692	Prog. AOR	CNN	\$20.00	--		Amherst

Notes: Other ranked stations -- See Hartford, Boston or in the Spring 1996 Duncan's American Radio, Worcester

SYRACUSE

Arbitron Rank: 68 Pop (12+): 551,600	Stations: 31 / 23	Last Year's Revenue: \$19,700,000
MSA Rank: 71	Diaries: 1,835/301:1/54.9%	Household Income: \$47,365
MSA Pop: 753,000	Sample Target: 1,740	Retail Dollars: \$6.1 Bil
DMA: 69	% Below Line: 6.6	#1 Biller: WYYY-F \$4,900,000
Average Person Ratings: 15.9	% Not Listed: 14.6	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 22,983	Cox duop+ \$10,575,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WBBS-F	84 / 9.6	7.8	10.3	7.4	8.3	8.8	869 / 17.6	16.9	17.3		C	WBBS-F
2	WNTQ-F	81 / 9.2	10.9	10.4	13.0	10.3	10.9	1601 / 29.0	31.8	26.6		E	WNTQ-F
3	WSYR	78 / 8.9	8.4	12.3	11.3	9.8	10.2	1086 / 19.7	20.4	20.6		E	WSYR
4	WSEN-F	68 / 7.8	6.8	6.2	5.0	5.0	6.4	1006 / 18.2	19.4	15.8		C	WSEN-F
5	WYYY-F	60 / 6.8	9.7	7.1	9.5	8.2	8.3	1195 / 21.7	22.8	21.6		F	WYYY-F
6	WAQX-F	57 / 6.5	6.6	4.6	6.3	9.0	6.0	1106 / 20.0	16.8	22.4		E	WAQX-F
7	WTKW-FF	45 / 5.1	5.5	3.4	4.2	3.2	4.6	658 / 11.9	11.8	9.2		A	WTKW-FF
8	WKRL-F	42 / 4.8	4.9	3.7	4.2	4.2	4.4	739 / 13.4	11.1	9.5		B	WKRL-F
9	WFBL	39 / 4.4	3.8	4.7	4.1	4.2	4.3	497 / 9.0	8.2	8.5		A	WFBL
10	WRDS-F	38 / 4.3	2.4	2.9	1.9	1.8	2.9	288 / 5.2	4.0	3.5		A	WRDS-F
11	WWHT-F	22 / 2.5	2.8	3.1	2.4	3.8	2.7	465 / 8.4	7.1	8.7			WWHT-F
12	WHEN	16 / 1.8	1.8	1.8	2.3	2.9	1.9	307 / 5.6	7.4	9.1		A	WHEN
13	WNVE-F	15 / 1.7	1.5	1.2	1.2	1.6	1.4	275 / 5.0	5.6	4.5			WNVE-F
14	WNSS	14 / 1.6	0.3	0.3		0.7		356 / 6.5	1.6	2.8			WNSS
15	WFRG-F	13 / 1.5	1.7	1.7	1.9	1.8	1.7	250 / 4.5	4.2	4.5			WFRG-F
16	WXCD-F	11 / 1.3	1.1					155 / 2.8	2.0				WXCD-F
17	WTLA	9 / 1.0	1.4	1.6	1.5	1.6	1.4	205 / 3.7	4.8	3.7			WTLA

12+ FM Share (Metro): 77.44 % (580 of 749) (Summer 95 75.80 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNTQ-F <	1 WNTQ-F	1 WNTQ-F <	1 WBBS-F <	1 WBBS-F <	1 WSYR	1 WSYR	1 WSYR	1 WNTQ-F <	1 WNTQ-F	1 WSYR >
2 WKRL-F >	2 WAQX-F <	2 WBBS-F	2 WNTQ-F <	2 WSEN-F	2 WSEN-F	2 WAQX-F <	2 WNTQ-F	2 WBBS-F	WBBS-F	2 WBBS-F
3 WWHT-F >>	3 WBBS-F	3 WAQX-F <	3 WYYY-F <	3 WYYY-F <	3 WBBS-F	3 WNTQ-F <	WSEN-F <	3 WSEN-F	3 WKRL-F	3 WKRL-F
	4 WKRL-F	4 WYYY-F	4 WSEN-F <	4 WNTQ-F	4 WFBL	4 WBBS-F	4 WBBS-F	4 WYYY-F <	4 WRDS-F <	4 WNTQ-F >
	5 WYYY-F <	5 WSEN-F <	5 WAQX-F <	5 WAQX-F <	5 WYYY-F	5 WYYY-F <	5 WYYY-F	5 WAQX-F	5 WYYY-F	5 WYYY-F >
	6 WTKW-FF	6 WTKW-FF	6 WTKW-FF >	6 WTKW-FF	6 WNTQ-F	6 WSEN-F	6 WAQX-F <	6 WSYR <	6 WSYR	
		7 WKRL-F		7 WSYR			7 WTKW-FF	7 WKRL-F	WSEN-F	
		WRDS-F		8 WRDS-F >			8 WFBL			

Wom 18-24	Wom 18-34	Wom 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 WNTQ-F	1 WNTQ-F >	1 WNTQ-F <	1 WNTQ-F	1 WAQX-F	1 WAQX-F >	1 WAQX-F	1 WAQX-F <
2 WBBS-F	2 WBBS-F	2 WYYY-F <	2 WBBS-F	2 WSEN-F <	WKRL-F	2 WKRL-F	2 WTKW-FF <	2 WBBS-F	2 WBBS-F
3 WKRL-F >	3 WYYY-F	3 WBBS-F >	WYYY-F	3 WYYY-F	3 WAQX-F	3 WNTQ-F <	3 WKRL-F	3 WTKW-FF <	3 WTKW-FF <
4 WRDS-F	4 WRDS-F	4 WRDS-F	4 WSEN-F	4 WBBS-F >	4 WWHT-F	4 WBBS-F	4 WBBS-F >	4 WNTQ-F <	4 WSEN-F
5 WYYY-F	5 WKRL-F	WTKW-FF	5 WRDS-F	5 WRDS-F <	5 WBBS-F	5 WTKW-FF >	5 WNTQ-F	5 WKRL-F	5 WYYY-F
WNVE-F	WTKW-FF	6 WAQX-F >>	6 WTKW-FF	6 WTKW-FF	WNVE-F >		6 WYYY-F	6 WSEN-F	6 WSYR <
WWHT-F >	WAQX-F			7 WSYR			WHEN	7 WYYY-F	

SYRACUSE

Consolidation Report	12+	25-54	Revenue
Cox WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM	29.6 %	29.1 %	53.7 %
Pilot WAQX-FM, WNSS-AM, WNTQ-FM, WXCD-FM	18.6 %	19.4 %	32.5 %
Radio Corp. WKRL-FM, WTKV-FM, WTKW-FM, WTLA-AM	10.9 %	11.4 %	5.1 %
	59.1 %	59.9 %	91.3 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WDCW	REL	1390	Syracuse	0.5	/	1.7
WMCR-AF	AC	1600	Oneida	0.3	/	1.2
WPCX-F	C	106.9	Auburn	0.7	/	3.3
WSCP-F	C	101.7	Pulaski	0.8	/	1.7
WSGO	ST	1440	Oswego	0.5	/	1.0
WZZZ	ST	1300	Oswego	0.3	/	0.9

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WIII-F	AOR-P	99.9	Cortland	0.3	/	1.5
WKLL-F	AOR-NR	94.9	Frankfort	0.6	/	1.6
WLZW-F	AC	98.7	Utica	0.5	/	3.1
WODZ-F	O	96.1	Rome	0.6	/	1.8
WOUR-F	AOR	96.9	Utica	0.7	/	3.8
WSKS-F	CHR	102.5	Rome	0.8	/	3.7

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WFBL	1050	2.5 kw/19 w (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1/1, WW1	\$22.00	Eastman	Cox
WNSS	1260	5 kw (DA-N)	News	CBS, AP	\$16.00	Banner	Pilot
WSYR	570	5 kw (DA-2)	Full Service	Westwd, AP	\$63.00	Katz	Cox
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	Banner	Pilot
WBBS	104.7	50 kw @ 492	Country		\$49.00	Katz	Cox
WKRL	100.9	6 kw @ 165	AOR-NR	ABC	\$25.00	Allied	Radio Corp.
WNTQ	93.1	97 kw @ 660	CHR		\$70.00	Banner	Pilot
WRDS	102.1	6 kw @ 220	Black AC	ABC	NA	---	
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$33.00	Mc-Guild	Buckley
WTKV	105.5	1.8 kw @ 416	See WTKW-F				
WTKW	99.5	5.7 kw @ 338	Classic AOR	ABC, AP	\$21.00	Allied	Radio Corp.
WWHT	107.9	50 kw @ 500	CHR	ABC	NA	Eastman	Cox
WXCD	105.9	4 kw @ 200	SAC		NA	---	Pilot
WYYY	94.5	100 kw @ 650	AC		\$90.00	Katz	Cox

Notes: Other ranked stations – See Rochester or, in the Spring American Radio, Utica-Rome . . . 8/96 WXCD-F sold to Pilot for \$2,000,000 . . . 8/96 WXCD-F changed from Jazz to Soft AC (as "Lite 105.9") . . . 9/96 WSIV/WVOA-F sold by Forus to Cram for \$900,000

Jim Duncan

Comments: WBBS-F is the 12+ leader for the first time . . . WSYR had its worst 12+ share in many years; the same can be said of WYYY-F . . . WSEN-F had its best book in at least two years . . . WRDS-F had its best book ever

TAMPA-ST. PETERSBURG

Arbitron Rank: 21	Pop (12+): 1,885,200	Stations: 28 / 27	Last Year's Revenue: \$78,500,000
MSA Rank: 23		Diaries: 3,190/591:1/51.9%	Household income: \$37,992
MSA Pop: 2,200,000		Sample Target: 3,080	Retail Dollars: \$22.7 Bil
DMA: 15		% Below Line: 0.3	#1 Biller: WQYK-AF \$12,000,000
Average Person Ratings: 16.9		% Not Listed: 12.2	#1 Billing Portfolio: Jacor duop+ \$29,200,000
Market TSL In Hours: 22.50		Pop per Station: 67,329	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WFLZ-F	263 / 8.2	8.4	7.5	7.8	8.0	8.0	4433 / 23.5	20.9	20.9		G	WFLZ-F
2	WQYK-F	245 / 7.7	7.3	5.9	7.9	7.4	7.2	3120 / 16.5	16.1	17.0		I	WQYK-F
3	WFLA	220 / 6.9	6.5	6.8	4.7	5.1	6.2	2353 / 12.6	13.5	11.9		G	WFLA
4	WUV-F	206 / 6.5	6.6	6.7	5.6	4.5	6.3	2056 / 10.9	12.2	9.5		E	WUV-F
5	WWRM-F	190 / 6.0	4.3	5.1	5.5	5.9	5.2	2666 / 14.1	13.4	14.8		G	WWRM-F
6	WXTB-F	175 / 5.5	5.3	5.0	5.9	6.4	5.4	2361 / 12.5	12.8	13.0		H	WXTB-F
7	WRBQ-F	165 / 5.2	5.7	6.0	6.2	5.8	5.8	2676 / 14.2	13.8	14.4		G	WRBQ-F
8	WGUL-AF	150 / 4.7	6.0	5.7	5.1	4.8	5.4	1358 / 7.2	7.5	6.4		C	WGUL-AF
10	WMTX-AF	144 / 4.5	6.4	6.0	6.0	6.1	5.7	2702 / 14.3	14.7	15.0		H	WMTX-AF
9	WSJT-F	144 / 4.5	3.3	3.5	3.9	3.5	3.8	1769 / 9.4	7.7	7.2		B	WSJT-F
11	WYUU-F	135 / 4.2	4.0	3.9	3.5	5.2	3.9	2255 / 12.0	11.6	12.9		E	WYUU-F
12	WUSA-F	134 / 4.2	4.1	3.7	4.9	4.2	4.2	2193 / 11.6	10.5	11.0		G	WUSA-F
13	WCOF-F	127 / 4.0	3.3	3.4	3.0	3.2	3.4	2036 / 10.8	10.5	10.1		E	WCOF-F
14	WHPT-F	120 / 3.8	3.3	4.5	4.0	3.5	3.9	2037 / 10.8	10.0	10.4		G	WHPT-F
15	WTBT-F	64 / 2.0	2.2	1.9	2.4	1.5	2.1	926 / 4.9	5.2	3.4		B	WTBT-F
17	WLVU-F	52 / 1.6	1.5	2.5	2.5	1.7	2.0	563 / 3.0	3.0	3.4		B	WLVU-F
18	WSUN	42 / 1.3	1.3	1.0	1.4	2.3	1.3	855 / 4.5	4.2	5.3		D	WSUN
	WRBQ	42 / 1.3	1.6	1.3	1.3	1.5	1.4	677 / 3.6	4.0	3.1		B	WRBQ
20	WTMP	33 / 1.0	1.7	1.2	1.4	2.1	1.3	493 / 2.6	3.8	3.5		B	WTMP
21	WHNZ	32 / 1.0	0.9	1.0	0.9	1.3	0.9	795 / 4.2	3.9	4.3			WHNZ
22	WQYK	31 / 1.0	0.9	0.9	0.4	0.7	0.8	601 / 3.2	3.0	2.2			WQYK

12+ FM Share (Metro): 79.55 % (2229 of 2802) (Summer 95 79.59 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLZ-F >>	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WQYK-F <	1 WUV-F <	1 WQYK-F	1 WFLA <	1 WFLZ-F <	1 WFLZ-F >	1 WFLA
2 WXTB-F >>>	2 WXTB-F >	2 WXTB-F	2 WCOF-F <	2 WFLZ-F <	2 WFLA <	WFLZ-F <	2 WQYK-F	2 WQYK-F	2 WXTB-F <	2 WFLZ-F
	3 WRBQ-F <	3 WQYK-F <	3 WHPT-F <	3 WWRM-F <	3 WQYK-F	3 WFLA	3 WWRM-F <	3 WWRM-F <	3 WFLA	WXTB-F
	4 WHPT-F <	4 WHPT-F	4 WQYK-F <	4 WUSA-F <	4 WGUL-AF <	4 WWRM-F	4 WUV-F <	4 WUV-F	4 WUV-F	
	5 WMTX-AF <	WRBQ-F <	5 WXTB-F	5 WRBQ-F	5 WWRM-F	5 WUV-F <	5 WFLZ-F	WFLA <	5 WWRM-F <	
	6 WUSA-F <	6 WCOF-F <	WWRM-F <	WSJT-F <	6 WSJT-F <	6 WRBQ-F	6 WRBQ-F <	6 WXTB-F	6 WQYK-F <	
	7 WCOF-F	7 WMTX-AF <	7 WSJT-F	7 WCOF-F	7 WYUU-F	WGUL-AF <	7 WXTB-F <	7 WRBQ-F <	7 WYUU-F <	
	8 WQYK-F	8 WUSA-F <	WUSA-F <	WHPT-F <		8 WUSA-F				
		9 WWRM-F	9 WRBQ-F <	9 WYUU-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 WWRM-F	1 WWRM-F	1 WFLZ-F	1 WXTB-F	1 WXTB-F >	1 WXTB-F <	1 WXTB-F
2 WMTX-AF	2 WUSA-F <	2 WUSA-F	WFLZ-F <	2 WQYK-F <	2 WXTB-F >>	2 WFLZ-F >>	2 WFLZ-F >	2 WFLZ-F >	2 WFLZ-F <
3 WXTB-F	3 WMTX-AF <	3 WRBQ-F <	3 WUSA-F <	3 WUSA-F	3 WMTX-AF	3 WHPT-F	3 WHPT-F <	3 WHPT-F <	3 WSJT-F <
4 WRBQ-F	4 WRBQ-F	4 WCOF-F <	4 WMTX-AF <	4 WRBQ-F	4 WRBQ-F	4 WCOF-F <	4 WCOF-F >	4 WCOF-F	4 WHPT-F <
5 WUSA-F	5 WXTB-F <	5 WHPT-F	5 WMTX-F <	5 WMTX-AF	WQYK-F	5 WRBQ-F	5 WRBQ-F <	5 WQYK-F	5 WCOF-F <
6 WWRM-F	6 WWRM-F <	WMTX-AF	6 WRBQ-F <	WFLZ-F	6 WTBT-F >	6 WQYK-F	6 WTBT-F <	WSJT-F	6 WFLA <
7 WQYK-F	7 WHPT-F	7 WWRM-F <	7 WQYK-F	7 WYUU-F <		WTBT-F	7 WQYK-F <	7 WFLA <	7 WQYK-F <
	WCOF-F <	8 WQYK-F <	8 WCOF-F <	8 WCOF-F <			8 WTBT-F <	8 WTBT-F <	8 WYUU-F
	9 WQYK-F >>	9 WXTB-F >>	9 WHPT-F	9 WSJT-F <					9 WRBQ-F <
				10 WHPT-F >>					

TAMPA-ST. PETERSBURG

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel WMTX-FM, WRBQ-AM, WRBQ-FM, WMTX-AM	11.0 %	13.6 %	18.3 %	WFNS	T	910 Plant City	0.8 /	2.3	
Cox WSUN-AM, WCOF-FM, WWRM-FM	11.3 %	15.1 %	13.1 %	WRMD	SP	680 St. Petersburg	0.4 /	0.8	
Entercom, semi-duop WISP-FM, WYUU-FM	4.2 %	6.0 %	4.9 %	WRXB	8	1590 St. Pete Beach	0.7 /	1.4	
Jacor, pend. WFLA-AM, WDUV-FM, WUSA-FM, WFLZ-FM, WTBT-FM, WXTB-FM, WDAE-AM	33.3 %	29.0 %	37.2 %	WZTM	SPRTS	820 Largo	0.5 /	2.4	
Paxson, pend. WHNZ-AM, WHPT-FM, WSJT-FM, WZTM-AM, WKES-FM	9.8 %	13.7 %	10.2 %	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
	69.7 %	77.4 %	83.7 %	WPCV-F	C	97.5 Lakeland	0.3 /	1.7	

AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Buyer	Phone
WFLA	970	5 kw (DA-2)		Talk	ABC	\$102.00	Eastman	Jacor
WGUL	860	2 kw/1.5 kw (DA-2)		Standards	UPI	\$51.00	Allied	Dunedin
WHNZ	570	5 kw (DA-2)		Talk	CBS, AP	\$41.00	Katz	Paxson
WMTX	1040	3.6 kw/420 w (DA-N)		See WMTX-F				Pinellas Park
WQYK	1010	50 kw/5 kw (DA-2)		Talk	Westwd, CNN	NA	Katz	Westinghouse
WRBQ	1380	5 kw (DA-N)		Black	ABC	\$36.00	Clr Chnl	Clear Channel
WSUN	620	10 kw (DA-N)		Sports		\$48.00	Christal	Cox
WTMP	1150	5 kw/2.5 kw(DA-2)		Black	AURN, Westwd	\$34.00	Roslin	

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Buyer	Phone
WCOF	107.3	100 kw @ 620		Oldies-70's		\$77.00	Christal	Cox
WDUV	103.3	100 kw @ 1358		EZ	Westwd	\$82.00	Eastman	Jacor
WFLZ	93.3	100 kw @ 1358		CHR	ABC	\$108.00	Eastman	Jacor
WGUL	96.1	4.1 kw @ 394		See WGUL				Dade City
WHPT	102.5	100 kw @ 1663		Prog. AOR		\$136.00	Banner	Paxson
WLUV	106.3	3.3 kw @ 300		Standards	AP	\$35.00	---	Holiday
WMTX	95.7	100 kw @ 606		AC		\$161.00	MMR	Clear Channel
WQYK	99.5	100 kw @ 550		Country		\$195.00	Katz	Westinghouse
WRBQ	104.7	100 kw @ 555		Country	ABC	\$111.00	Clr Chnl	Clear Channel
WSJT	94.1	100 kw @ 1493		Jazz		\$70.00	Katz	Paxson
WTBT	105.5	6 kw @ 255		Classic AOR	ABC	\$60.00	---	Jacor
WUSA	100.7	100 kw @ 1358		AC/CHR		\$145.00	Mc-Guild	Jacor
WWRM	94.9	100 kw @ 1290		Soft AC		\$110.00	Christal	Cox
WXTB	97.9	100 kw @ 1345		AOR	ABC	\$131.00	Banner	Jacor
WYUU	92.5	50 kw @ 488		Oldies		\$82.00	D&R	Entercom

Notes: 9/96 WSUN changed from Sports to Standards; WFNS changed from Sports to Black Oldies . . . 9/96 WKES-F (101.5) was sold by Moody to Paxson (D+) for \$35,300,000 (Media Svcs.) . . . 9/96 Gannett sold these stations to Jacor (D+): WDAE for \$4,000,000; WUSA-F for \$28,000,000 . . . 10/96 WRXB (1590) sold to Acker for \$409,000

Jim Duncan

Comments: WFLZ-F is the 12+ leader for the third straight book and also (unusual for a CHR these days) #2 with Adults 25-54 . . . WSJT-F had its best book ever in the Tampa market . . . WMTX-F had its worst 12+ share in more than two years . . . WWRM-F recovered from its weak Spring book

TOLEDO

Arbitron Rank: 75 Pop (12+): 502,900	Stations: 26 / 19	Last Year's Revenue: \$18,800,000
MSA Rank: 85	Diarles: 1,990/253:1/55.1%	Household Income: \$42,199
MSA Pop: 614,000	Sample Target: 1,910	Retail Dollars: \$6.4 Bil
DMA: 65	% Below Line: 7.6	#1 Biller: WKKO-AF \$4,200,000
Average Person Ratings: 16.1	% Not Listed: 13.2	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 26,468	Jacor duop+ \$8,800,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WKKO-F	C	106 / 13.1	14.2	11.7	11.2	10.4	12.5	1243 / 24.7	23.5	21.8		F	WKKO-F
2 WKKS-F	CHR	90 / 11.1	11.5	10.2	12.9	10.1	11.4	1317 / 26.2	26.4	28.0		D	WKKS-F
3 WIOT-F	AOR	65 / 8.0	6.9	6.2	6.3	7.7	6.9	1084 / 21.6	17.0	17.7		D	WIOT-F
4 WRVF-F	AC	81 / 7.5	7.9	8.8	9.4	6.7	8.4	886 / 17.6	19.7	16.8		C	WRVF-F
5 WSPD	FS	50 / 6.2	6.2	7.1	5.2	5.6	6.2	674 / 13.4	13.0	12.9		C	WSPD
6 WRQN-F	O	47 / 5.8	4.5	4.5	5.2	5.6	5.0	803 / 16.0	14.3	15.3		C	WRQN-F
7 WBUZ-F	AOR	43 / 5.3	5.2	5.8	5.0	4.8	5.3	789 / 15.7	14.9	12.4		B	WBUZ-F
8 WWWW-F	AC	39 / 4.8	5.3	5.1	5.6	7.2	5.2	699 / 13.9	14.0	16.6		D	WWW-M-F
9 WIMX-F	B/AC	33 / 4.1	4.2	1.9	1.4	1.6	2.9	384 / 7.6	7.6	6.1		A	WIMX-F
10 WJR	FS	27 / 3.3	3.3	3.6	4.0	3.5	3.6	493 / 9.8	9.5	9.8			WJR
11 WCWA	ST	24 / 3.0	2.7	2.2	3.1	2.8	2.8	337 / 6.7	6.7	6.8		A	WCWA
12 WVOI	B/G	19 / 2.3	1.4	0.9	0.9	1.6	1.4	162 / 3.2	2.5	3.8		A	WVOI
13 WXKR-F	CL AOR	14 / 1.7	1.7	3.1	2.6	3.7	2.3	355 / 7.1	8.8	10.7		C	WXKR-F
14 WTWR-F	CHR	10 / 1.2	1.0	1.0	0.7	1.4	1.0	320 / 6.4	5.8	8.7			WTWR-F
WLQR	B	10 / 1.2	1.4	2.5	3.0	3.1	2.0	250 / 6.0	4.0	5.8		A	WLQR

12+ FM Share (Metro): 78.63 % (552 of 702) (Summer 95 77.92 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKKS-F >>	1 WKKS-F	1 WKKS-F <	1 WKKO-F	1 WKKO-F >	1 WKKO-F >	1 WKKO-F	1 WKKO-F	1 WKKO-F <	1 WKKO-F <	1 WKKO-F >>
2 WBUZ-F	2 WIOT-F	2 WKKO-F	2 WIOT-F <	2 WIOT-F	2 WSPD	2 WKKS-F	2 WKKS-F	2 WKKS-F	2 WKKS-F <	2 WIMX-F
3 WIMX-F	3 WKKO-F <	3 WIOT-F >	3 WKKS-F	WKKS-F	3 WRVF-F	3 WSPD	3 WRVF-F	3 WIOT-F <	3 WBUZ-F <	3 WKKS-F <
4 WKKO-F	4 WBUZ-F >	4 WRVF-F	4 WRVF-F	4 WRVF-F	4 WRQN-F	4 WIOT-F	4 WIOT-F <	4 WRVF-F	4 WIOT-F	4 WSPD <
5 WRVF-F	5 WBUZ-F <	5 WRQN-F	5 WRQN-F	5 WRQN-F <	5 WWWW-F <	5 WRVF-F	5 WSPD	5 WRQN-F		
6 WIMX-F	6 WRQN-F	6 WWWW-F	6 WWWW-F >	6 WWWW-F >	6 WKKS-F <	6 WBUZ-F	6 WRQN-F	6 WBUZ-F		
7 WWWW-F	7 WWWW-F	7 WBUZ-F >			7 WJR	WWW-M-F <	7 WWWW-F			
						8 WRQN-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 WKKS-F >>>	1 WKKS-F >>	1 WKKS-F >	1 WKKS-F >	1 WKKO-F <	1 WBUZ-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WKKO-F <
2 WRVF-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WKKS-F	WIOT-F >	2 WBUZ-F	2 WKKO-F	2 WKKO-F	2 WIOT-F >
WKKO-F >	3 WRVF-F	3 WIOT-F >	3 WRVF-F	3 WRVF-F	3 WKKS-F	3 WKKO-F >	WBUZ-F >>	3 WBUZ-F	3 WRQN-F
4 WWWW-F	4 WIOT-F	4 WRVF-F	4 WWWW-F	4 WWWW-F	4 WKKO-F	4 WKKS-F >>	4 WKKS-F >	4 WKKS-F	WBUZ-F <
WRQN-F	5 WBUZ-F	WIMX-F >	5 WRQN-F	5 WRQN-F >	5 WIMX-F			5 WRQN-F	5 WKKS-F
WBUZ-F	WIMX-F	6 WWWW-F	6 WIOT-F	6 WIOT-F	6 CIMX-F >			6 WSPD	6 WSPD
7 WIOT-F	7 WWWW-F							7 WRVF-F	7 WRVF-F

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Fritz WTOD-AM, WRQN-FM, WKKO-FM, WIMX-FM	23.9 %	26.7 %	27.6 %	WFOB T 1430 Fostoria, OH	0.5 / 1.2		
Jacor WKKS-FM, WSPD-AM, WRVF-FM, WIOT-FM, WCWA-AM	35.8 %	23.9 %	46.8 %	WHMQ-F C 107.7 N. Baltimore, OH	0.4 / 1.7		
				WJZE-F J 97.3 Oak Harbor	0.9 / 3.4		
				WMTR-F O 96.1 Archbold	1.0 / 1.9		
	59.7 %	50.6 %	74.4 %	WTOD C 1560 Toledo	0.9 / 2.5		

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CIMX-F AOR-NR 88.7 Windsor, ONT	1.0 / 5.3		
CKWW ST 580 Windsor, ONT	1.1 / 3.0		
WJLB-F B 97.9 Detroit	1.0 / 4.4		
WKXA-F AC 100.5 Findlay, OH	0.4 / 1.7		
WQTE-F C 95.3 Adrian, MI	0.4 / 1.4		
WRIF-F AOR 101.1 Detroit	0.5 / 1.9		

TOLEDO

AM Stations

WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Black	ABC	\$<20.00	D&R	Midwestern
WSPD	1370	5 kw (DA-N)	Full Service	CBS	\$36.00	Mc-Guild	Jacor
WVOI	1520	1 kw (DA-2)	Black	AURN, Westwd	\$17.00	Regional	

FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Torbel		Della
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz	Fritz	Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$58.00	Eastman	Jacor	
WKKO	99.9	50 kw @ 500	Country	ABC	\$75.00	Katz	Fritz	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$33.00	Katz	Fritz	Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$46.00	Mc-Guild	Jacor	
WTWR	98.3	1.4 kw @ 466	CHR	AP	\$16.00	Patt		Monroe, MI
WVKS	92.5	50 kw @ 480	CHR		\$52.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC		\$50.00	D&R	Midwestern	Sylvania
WXKR	94.5	30 kw @ 630	AOR-New Rock	ABC	\$29.00	Banner		Port Clinton

Notes: 9/96 WJZE-F changed from Jazz to Classic AOR (after Summer survey) . . . 10/96 WHMQ (107.7; N. Baltimore-Findlay) sold by Bulmer to Burbach for \$1,020,000

Jim Duncan

Comments: WIMX-F is showing strength . . . WWWM-F is at its lowest share level in many years . . . WIOT-F had its best book in two years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

TUCSON

Arbitron Rank: 62 Pop (12+): 628,100	Stations: 25 / 22	Last Year's Revenue: \$23,700,000
MSA Rank: 73	Diarles: 1,220/515:1/55.4%	Household Income: \$33,715
MSA Pop: 758,000	Sample Target: 1,190	Retail Dollars: \$7.0 Bil
DMA: 80	% Below Line: 3.5	#1 Biller: KIIM-F \$4,900,000
Average Person Ratings: 16.2	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 28,550	SFX duop \$6,800,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level		
1	KIIM-F	133 / 13.1	11.5	13.6	16.2	11.6	13.6	1550 / 24.7	21.9	25.4		G	KIIM-F	
2	KRQQ-F	96 / 9.5	7.4	6.8	8.5	7.7	8.0	1519 / 24.2	22.2	21.8		D	KRQQ-F	
3	KMXZ-F	88 / 8.7	9.7	7.4	11.4	10.6	9.3	1266 / 20.2	20.6	24.3		E	KMXZ-F	
4	KLPX-F	67 / 6.6	6.5	6.3	6.7	8.1	6.5	1104 / 17.6	16.2	17.4		D	KLPX-F	
5	KHYT-F	64 / 6.3	6.1	8.4	0.8	0.8	5.4	917 / 14.6	13.8	0.9			KHYT-F	
6	KNST	63 / 6.2	5.8	6.2	4.7	5.8	5.7	830 / 13.2	11.3	11.5		D	KNST	
7	KOHT-F	56 / 5.5	5.0	6.8	4.0	4.2	5.3	669 / 10.7	10.7	9.1			KOHT-F	
8	KWFM-F	46 / 4.5	5.5	4.8	5.4	7.2	5.1	892 / 14.2	15.5	18.8		D	KWFM-F	
9	KCEE	38 / 3.7	3.4	3.1	4.0	3.4	3.6	510 / 8.1	6.6	6.2			KCEE	
	KKHG-F	AOR/CL	38 / 3.7	4.7	4.9	5.1	5.5	797 / 12.7	11.3	14.2		C	KKHG-F	
11	KFMA-F	AOR-NR	37 / 3.6	3.6	2.5	2.2	1.5	3.0	569 / 9.1	10.4	6.9			KFMA-F
12	KTZR	SP	26 / 2.6	2.6	1.3	1.2	2.0	1.9	215 / 3.4	4.1	4.3			KTZR
13	KZLZ-F	SP	20 / 2.0	2.1	2.1	2.5	3.1	2.2	231 / 3.7	3.1	4.1		C	KZLZ-F
14	KGvy	ST	18 / 1.8	2.9	2.4	2.8	1.7	2.5	144 / 2.3	3.6	2.4			KGvy
15	KTUC	T	14 / 1.4	1.7	2.0	2.5	1.8	1.9	305 / 4.8	6.7	5.0			KTUC
16	KXEw	SP	11 / 1.1	1.5	1.0	1.6	1.5	1.3	218 / 3.6	3.1	3.7			KXEw

12+ FM Share (Metro): 76.70 % (675 of 880) (Summer 95 73.50 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRQQ-F	1 KIIM-F <	1 KIIM-F	1 KIIM-F >	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KIIM-F >	1 KRQQ-F	1 KIIM-F
2 KOHT-F >>	2 KRQQ-F <	2 KRQQ-F	2 KHYT-F	2 KMXZ-F	2 KNST	2 KMXZ-F	2 KMXZ-F <	2 KRQQ-F <	2 KIIM-F	KRQQ-F
	3 KLPX-F	3 KLPX-F <	KMXZ-F <	3 KHYT-F <	3 KMXZ-F	3 KRQQ-F	3 KNST <	3 KMXZ-F	3 KOHT-F >	3 KOHT-F
	4 KMXZ-F	4 KMXZ-F <	4 KRQQ-F <	4 KRQQ-F <	4 KWFM-F <	4 KLPX-F <	4 KRQQ-F	4 KHYT-F <	4 KMXZ-F	KNST
	5 KHYT-F <	5 KHYT-F >	5 KLPX-F >	5 KLPX-F	5 KCEE <	5 KHYT-F	5 KLPX-F <	5 KLPX-F <		KLPX-F
	6 KFMA-F	6 KKHG-F	6 KKHG-F	6 KWFM-F	6 KHYT-F	KNST	6 KHYT-F	6 KNST <	6 KFMA-F	
			7 KWFM-F	7 KKHG-F	7 KRQQ-F	7 KWFM-F	7 KWFM-F	7 KOHT-F >		
				KNST						

Wom 18-24	Wom 18-34	Wom 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 KMXZ-F <	1 KMXZ-F	1 KIIM-F	1 KIIM-F	1 KRQQ-F	1 KLPX-F	1 KLPX-F	1 KLPX-F	1 KLPX-F <
2 KIIM-F	2 KIIM-F	2 KIIM-F >	2 KMXZ-F	2 KMXZ-F >	2 KIIM-F	2 KRQQ-F <	2 KFMA-F	2 KIIM-F	2 KIIM-F <
3 KMXZ-F	3 KRQQ-F >	3 KRQQ-F <	3 KRQQ-F >	3 KRQQ-F	KLPX-F >>	3 KIIM-F	3 KHYT-F <	3 KRQQ-F <	3 KHYT-F >
	KOHT-F >	4 KHYT-F	4 KHYT-F	4 KHYT-F >	4 KOHT-F	4 KFMA-F >	4 KIIM-F	4 KHYT-F >	4 KNST <
5 KLPX-F	5 KLPX-F	5 KLPX-F >		5 KWFM-F	5 KFMA-F	5 KHYT-F >	5 KRQQ-F >>	5 KFMA-F	5 KRQQ-F <
	KHYT-F	6 KOHT-F >		6 KLPX-F	KKHG-F	6 KKHG-F	6 KKHG-F	6 KKHG-F <	6 KMXZ-F
7 KFMA-F						KOHT-F		7 KMXZ-F	KKHG-F
								KNST	

TUCSON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Journal Co. KFFN-AM, KKHG-FM, KMXZ-FM	12.9 %	16.4 %	22.8 %	KCDI-F	C	97.5	Oro Valley	0.8 / 2.5	
Local KCUB-AM, KHYT-FM, KIIM-FM	20.3 %	23.3 %	22.4 %	KCUB	C	1290	Tucson	0.9 / 3.3	
Lotus KFMA-FM, KLPX-FM, KTKT-AM	11.1 %	12.4 %	14.8 %	KFFN	SPRTS	1490	Tucson	0.5 / 1.1	
SFX KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM	23.9 %	21.1 %	28.7 %	KGMS-F	REL	97.1	Green Valley	0.7 / 2.9	
				KSAZ	ST	580	Marana	0.6 / 2.3	
				KTKT	T	990	Tucson	0.9 / 3.8	
				KVOI	REL	690	Tucson	0.5 / 1.8	
	68.2 %	73.2 %	88.7 %	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
				KHOT-F	AOR-NR	100.3	Globe	0.4 / 1.8	
				KYOT-F	J	95.5	Phoenix	1.1 / 1.9	

AM Stations

KCEE	940	1 kw/250 w (DA-2)	Standards	Westwd	\$20.00	---	SFX	
KGvy	1080	1 kw (Days)	Standards	AP	\$20.00	K&P		Green Valley
KNST	790	5 kw/500 w (DA-1)	News/Talk	ABC, Westwd	\$44.00	Banner	SFX	
KTUC	1400	1 kw	Talk	CBS, Westwd, Talknt	\$<20.00	Roslin		
KTZR	1450	1 kw	Hispanic		\$<20.00	Caballero		
KXEW	1600	1 kw (DA-N)	Hispanic	CRC	\$<20.00	Lotus		

FM Stations

KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus	Green Valley
KHYT	107.5	15 kw @ 3527	70's Oldies		NA	Katz	KIIM owner	
KIIM	99.5	93 kw @ 2036	Country		\$93.00	Katz		
KKHG	104.1	3 kw @ 102	AOR/Classic		\$37.00	CBS	Journal Co.	
KLPX	96.1	100 kw @ 1952	AOR	UPI	\$62.00	Christal	Lotus	
KMXZ	94.9	100 kw @ 1952	AC	ABC	\$70.00	Eastman	Journal Co.	
KOHT	98.3	3 kw @ 202	Hispanic		\$22.00	Lotus		Marana
KRQQ	93.7	94 kw @ 2032	CHR		\$55.00	Banner	SFX	
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	D&R	SFX	

Notes: 9/96 KMRR (1330) sold for \$110,000

Jim Duncan

Comments: KRQQ-F had its best book in several years . . . KHYT-F has become a strong entity this year . . . KWFM-F faded to a 4.5 for its worst showing since Winter 95

TULSA

Arbltron Rank: 60 Pop (12+): 641,600	Stations: 24 / 24	Last Year's Revenue: \$28,700,000
MSA Rank: 72	Diaries: 1,386/460:1/54.1%	Household Income: \$38,132
MSA Pop: 751,000	Sample Target: 1,290	Retail Dollars: \$7.4 Bil
DMA: 59	% Below Line: 0.0	#1 Biller: KWEN-F \$5,000,000
Average Person Ratings: 15.7	% Not Listed: 8.1	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 26,733	Cox duop+ \$11,300,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	KWEN-F	C	113 / 11.2	9.4	12.0	14.2	11.5	11.7	1513 / 23.6	23.5	28.2	G	KWEN-F
2	KRMG	FS	99 / 9.8	9.8	8.7	9.0	8.7	9.3	1204 / 18.8	19.7	18.0	E	KRMG
3	KMYZ-F	AOR-NR	79 / 7.8	6.9	7.8	6.4	6.1	7.2	1105 / 17.2	17.2	14.7	C	KMYZ-F
4	KMOD-F	AOR	64 / 6.3	6.2	5.7	6.9	6.7	6.3	879 / 13.7	14.0	13.1	E	KMOD-F
5	KHTT-F	CHR	61 / 6.0	3.8	4.1	4.8	7.5	4.7	1112 / 17.3	14.3	17.1	C	KHTT-F
6	KQLL-F	O	58 / 5.7	5.4	4.3	4.2	3.0	4.9	956 / 14.9	14.3	11.6	C	KQLL-F
7	KBEZ-F	SAC	54 / 5.3	6.6	6.4	6.7	8.4	6.3	843 / 13.1	15.9	18.9	D	KBEZ-F
8	KJSR-F	O-70s	52 / 5.2	6.2	6.6	6.7	5.1	6.2	1049 / 16.4	19.2	14.8	B	KJSR-F
9	KVOO-F	C	45 / 4.5	4.5	5.7	4.5	5.5	4.8	618 / 9.6	10.0	12.4	E	KVOO-F
10	KJMM-F	B	40 / 4.0	2.8	3.2	2.9	2.8	3.2	418 / 6.5	5.3	6.1	A	KJMM-F
11	KOAS-F	J	39 / 3.9	4.3	3.5	4.9	1.9	4.1	550 / 8.6	8.0	6.6	A	KOAS-F
12	KVOO	C	37 / 3.7	4.7	3.2	3.9	4.7	3.9	501 / 7.8	8.7	9.4	-	KVOO
13	KXOJ-F	REL	35 / 3.5	3.5	3.7	2.7	3.2	3.3	543 / 8.5	7.9	8.7	-	KXOJ-F
14	KCKI-F	C	33 / 3.3	3.3	2.8	2.5	2.6	3.0	640 / 10.0	10.1	9.9	B	KCKI-F
15	KGTO	ST	31 / 3.1	2.4	3.7	2.4	3.8	2.9	249 / 3.9	4.5	4.7	A	KGTO
16	KRAV-F	AC	30 / 3.0	2.8	4.0	3.1	4.1	3.2	631 / 9.8	10.5	12.5	C	KRAV-F
17	KCFM-F	CL	24 / 2.4	2.9	1.3	0.9	1.3	1.9	354 / 5.5	8.7	5.9	-	KCFM-F
18	KQLL	SPRTS	16 / 1.6	1.3	1.1	0.5		1.1	198 / 3.1	2.9		-	KQLL

12+ FM Share (Metro): 79.42 % (737 of 928) (Summer 95 79.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KMYZ-F >>	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F >	1 KRMG >	1 KRMG <	1 KWEN-F	1 KWEN-F	1 KMYZ-F >	1 KMYZ-F
2 KHTT-F >	2 KMYZ-F <	2 KMOD-F	2 KMOD-F	2 KMOD-F	2 KWEN-F	2 KWEN-F >	2 KRMG >	2 KMYZ-F	2 KRMG	KWEN-F
3 KJMM-F	3 KHTT-F <	3 KMYZ-F	3 KJSR-F	3 KQLL-F <	3 KQLL-F <	3 KMOD-F	3 KMYZ-F <	3 KRMG	3 KHTT-F	3 KJMM-F
KWEN-F >>	4 KMOD-F >	4 KJSR-F <	4 KQLL-F <	4 KRMG <	4 KBEZ-F	4 KMYZ-F <	4 KQLL-F	4 KMOD-F <	4 KWEN-F <	KRMG
	5 KJSR-F	5 KHTT-F	5 KRMG <	5 KJSR-F	5 KVOO <	5 KQLL-F <	KMOD-F <	5 KBEZ-F <	5 KJMM-F <	
	6 KXOJ-F	6 KRMG <	6 KBEZ-F <	6 KBEZ-F	6 KVOO-F <	6 KVOO <	6 KBEZ-F <	6 KJSR-F <	6 KMOD-F	
		7 KQLL-F	7 KOAS-F <	7 KOAS-F	7 KGTO <		7 KJSR-F <	7 KHTT-F <	7 KBEZ-F <	
			8 KMYZ-F				8 KHTT-F	8 KQLL-F	8 KQLL-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 KHTT-F	1 KWEN-F	1 KWEN-F >	1 KWEN-F >>	1 KWEN-F >	1 KMYZ-F >	1 KMYZ-F <	1 KMOD-F	1 KMOD-F	1 KMOD-F <
2 KWEN-F	2 KHTT-F >	2 KHTT-F	2 KHTT-F	2 KBEZ-F	2 KHTT-F >	2 KMOD-F	2 KWEN-F	2 KWEN-F <	2 KWEN-F
KMYZ-F >	3 KMYZ-F	KRAV-F	3 KQLL-F	KQLL-F	3 KMOD-F	3 KWEN-F <	3 KMYZ-F	3 KMYZ-F <	3 KJSR-F
4 KJMM-F >	4 KXOJ-F	4 KCKI-F	KOAS-F	KOAS-F	4 KWEN-F >	4 KHTT-F	KJSR-F >	4 KJSR-F	4 KRMG <
5 KMOD-F	KRAV-F	5 KXOJ-F	5 KBEZ-F	5 KRAV-F <	5 KJMM-F	5 KJSR-F >	5 KHTT-F	5 KRMG	5 KQLL-F
KXOJ-F >	KMOD-F	KOAS-F	KMOD-F <	6 KRMG <	KJSR-F	6 KRMG	KXOJ-F	6 KHTT-F	6 KMYZ-F
	7 KCKI-F	KMOD-F	7 KRAV-F <	7 KMOD-F				7 KQLL-F	
			8 KMYZ-F <						

TULSA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Clear Channel KQLL-AM, KOAS-FM, KMOD-FM, KAKC-AM, KQLL-FM	17.9 %	24.6 %	18.1 %	KAKC	SPRTS	1300 Tulsa	0.4 /	1.7	
				KCFO	REL	970 Tulsa	0.4 /	1.8	
Cox KGTO-AM, KWEN-FM, KRMG-AM, KJSR-FM, KRAV-FM	32.3 %	32.6 %	39.4 %	KHJM-F	REL	100.3 Taft	0.6 /	2.0	
				KTFX-F	C	102.3 Sand Springs	0.4 /	1.9	
Great Empire KVOO-FM, KVOO-AM, KCKI-FM	11.5 %	9.1 %	15.3 %						
Renda KHTT-FM, KBEZ-FM	11.3 %	10.7 %	15.7 %						
Shamrock KCFM-FM, KMYZ-FM	10.2 %	7.0 %	6.3 %						
	83.2 %	84.0 %	94.8 %						

AM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KGTO	1050	1 kw/22 w	Standards	CNN, Westwd	\$<20.00	Torbet	Cox, pend.
KQLL	1430	5 kw (DA-2)	Sports	Westwd, ABC, CBS	NA	Banner	Clear Channel
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$63.00	Katz	Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	NA	D&R	Great Empire

FM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KBEZ	92.9	100 kw @ 1318	Soft AC		\$53.00	Eastman	Renda
KCFM	94.1	18 kw @ 817	Classical		NA	Banner	Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$<20.00	D&R	Great Empire
KHTT	106.9	100 kw @ 1010	CHR		\$38.00	Eastman	Renda
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC	\$<20.00	K&P	Bixby
KJSR	103.3	100 kw @ 1280	Oldies-70's		\$45.00	---	Cox
KMOD	97.5	100 kw @ 1327	AOR		\$64.00	Christal	Clear Channel
KMYZ	104.5	70 kw @ 1130	AOR-New Rock	ABC	\$44.00	Banner	Shamrock
KOAS	92.1	27 kw @ 656	Jazz		\$32.00	Banner	Clear Channel
KQLL	106.1	100 kw @ 1322	Oldies		\$37.00	Banner	Clear Channel
KRAV	96.5	100 kw @ 1327	AC		\$30.00	Torbet	Cox, pend.
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Great Empire
KWEN	95.5	100 kw @ 1327	Country		\$98.00	Katz	Cox
KXOJ	100.9	5 kw @ 361	Religion		\$<20.00	Salem	Sapulpa

Notes: *Included in KVOO-F . . . 9/96 KGTO/KRAV-F sold by George Kravis to Cox (D+) for \$5,500,000 (Star)

Jim Duncan

Comments: KWEN-F again is the 12+ leader after a poor book in the Spring rating period . . . KQLL-F had its fourth consecutive up book . . . KBEZ-F had its worst book in several years

WASHINGTON, DC

Arbitron Rank: 8	Pop (12+): 3,512,500	Stations: 32 / 30	Last Year's Revenue: \$193,800,000
MSA Rank: 5		Diaries: 4,334/810:1/50.4%	Household Income: \$67,192
MSA Pop: 4,550,000		Sample Target: 4,030	Retail Dollars: \$46.6 Bil
DMA: 7		% Below Line: 1.4	#1 Biller: WPGC-F \$20,500,000
Average Person Ratings: 16.8		% Not Listed: 16.2	#1 Billing Portfolio: Westinghouse duop+ \$42,900,000
Market TSL In Hours: 22.00		Pop per Station: 117,083	

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WPGC-F	B/CHR	358 / 6.1	5.6	6.5	7.2	7.3	6.3	6246 / 17.8	17.4	17.7	K	WPGC-F
2	WMZQ-F	C	314 / 5.3	6.4	5.3	5.6	5.4	5.7	4337 / 12.3	13.8	12.5	J	WMZQ-F
3	WBIG-F	O	311 / 5.3	4.9	4.4	4.4	3.9	4.7	4992 / 14.2	13.8	13.2	H	WBIG-F
4	WASH-F	AC	304 / 5.1	5.1	4.8	5.0	5.1	5.0	5029 / 14.3	14.5	13.3	I	WASH-F
5	WHUR-F	B	294 / 5.0	5.8	5.4	5.2	5.7	5.3	4467 / 12.7	14.2	13.8	H	WHUR-F
6	WMMJ-F	B/AC	266 / 4.5	4.6	4.9	4.0	3.4	4.5	3394 / 9.7	10.4	7.3	H	WMMJ-F
7	WKYS-F	B	249 / 4.2	4.8	4.1	3.6	4.1	4.2	4684 / 13.3	14.6	12.2	G	WKYS-F
8	WRQX-F	AC/CHR	247 / 4.2	4.6	4.5	4.5	4.7	4.4	5218 / 14.9	14.7	12.8	I	WRQX-F
10	WJZW-F	J	235 / 4.0	3.4	3.2	3.3	3.3	3.5	3336 / 9.5	8.5	9.0	H	WJZW-F
9	WGMS-F	CL	235 / 4.0	4.1	4.5	3.7	3.6	4.1	3368 / 9.6	9.2	8.3	H	WGMS-F
	WMAL	FS/T	235 / 4.0	4.2	4.0	4.6	4.1	4.2	3483 / 9.9	10.5	11.0	I	WMAL
12	WWDC-F	AOR	230 / 3.9	3.5	3.7	3.8	3.7	3.7	5069 / 14.4	14.0	14.1	H	WWDC-F
13	WJFK-F	T/J	221 / 3.7	3.3	3.7	4.2	4.1	3.7	2942 / 8.4	8.4	9.9	J	WJFK-F
14	WHFS-F	AOR-NR	194 / 3.3	2.9	3.6	3.4	3.8	3.3	4733 / 13.5	13.1	12.7	H	WHFS-F
15	WTOP	N	180 / 3.0	3.0	3.2	2.5	3.0	2.9	4529 / 12.9	13.2	12.3	I	WTOP
16	WGAY-F	SAC	164 / 2.8	1.9	2.6	2.5	3.4	2.4	3285 / 9.4	7.3	10.4	H	WGAY-F
17	WARW-F	CL AOR	145 / 2.5	2.3	2.5	2.1	2.3	2.3	2998 / 8.5	9.7	8.9	G	WARW-F
18	WWZZ-F	CHR	142 / 2.4	1.3	1.0	1.2	1.2	1.5	3389 / 9.6	5.2	5.1	D	WWZZ-F
19	WWRC	T	79 / 1.3	2.0	1.9	1.8	2.0	1.7	1474 / 4.2	5.2	5.2	D	WWRC
20	WFRE-F	C	67 / 1.1	1.1	1.3	0.7	1.2	1.0	871 / 2.5	2.7	2.4		WFRE-F
21	WYCB	G	63 / 1.1	1.4	1.5	1.8	1.4	1.4	860 / 2.4	3.1	2.8		WYCB
22	WWDC	ST	59 / 1.0	0.9	0.6	0.8	1.3	0.8	788 / 2.3	2.1	2.8		WWDC

12+ FM Share (Metro): 83.55 % (4138 of 4953) (Summer 95 80.95 %)

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 WHUR-F	1 WBIG-F <	1 WBIG-F <	1 WJFK-F	1 WBIG-F <	1 WPGC-F <	1 WPGC-F <	1 WHUR-F
2 WKYS-F >	2 WWDC-F <	2 WHUR-F	2 WBIG-F <	2 WHUR-F	2 WMZQ-F <	2 WMAL	2 WMZQ-F <	2 WBIG-F <	2 WASH-F <	2 WMMJ-F
3 WHFS-F	3 WKYS-F <	WASH-F <	3 WMMJ-F <	3 WMMJ-F <	3 WMAL	WPGC-F	3 WASH-F <	3 WMZQ-F	3 WMMJ-F <	3 WPGC-F
4 WWDC-F	4 WRQX-F	4 WRQX-F <	4 WASH-F <	4 WMZQ-F	4 WGMS-F <	WHUR-F <	4 WPGC-F	4 WJFK-F <	4 WHUR-F <	
5 WWZZ-F >	WASH-F <	5 WBIG-F <	5 WRQX-F <	WASH-F <	5 WMMJ-F <	5 WMZQ-F <	5 WRQX-F	5 WASH-F <	5 WKYS-F	
6 WJFK-F <	6 WMMJ-F <	6 WMZQ-F	6 WJZW-F <	6 WHUR-F	6 WBIG-F <	WMAL	6 WRQX-F	6 WHFS-F	6 WJZW-F	
7 WHFS-F	7 WJFK-F <	WPGC-F <	7 WRQX-F <	WJZW-F	7 WRQX-F <	WGMS-F	7 WKYS-F <	7 WJZW-F		
8 WHUR-F	8 WMZQ-F <	8 WJZW-F <	8 WPGC-F <	8 WTOP <	8 WTOP	8 WWDC-F	8 WWDC-F	8 WWDC-F		
	9 WWDC-F <	9 WJFK-F	9 WJFK-F	9 WASH-F	WASH-F	WHUR-F <	9 WGMS-F <			
	10 WJZW-F <					10 WMMJ-F	10 WJZW-F <			
	11 WKYS-F					WKYS-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPGC-F	1 WPGC-F	1 WRQX-F	1 WASH-F <	1 WMMJ-F <	1 WPGC-F	1 WJFK-F <	1 WJFK-F >	1 WJFK-F	1 WJFK-F
2 WASH-F <	2 WASH-F <	2 WPGC-F	2 WHUR-F <	2 WHUR-F <	2 WKYS-F	2 WPGC-F	2 WPGC-F	2 WPGC-F	2 WBIG-F <
3 WKYS-F	3 WRQX-F	WASH-F <	3 WRQX-F <	3 WASH-F <	WWDC-F <	3 WHFS-F <	3 WHFS-F <	3 WWDC-F	3 WJZW-F <
4 WRQX-F <	4 WKYS-F <	4 WMMJ-F <	4 WPGC-F <	4 WBIG-F <	4 WHFS-F	4 WWDC-F	4 WWDC-F <	4 WJZW-F <	4 WMZQ-F <
5 WWZZ-F >	5 WHUR-F <	5 WWDC-F	5 WMMJ-F	5 WRQX-F	5 WJFK-F >	5 WKYS-F >	5 WRQX-F <	5 WBIG-F <	5 WHUR-F
6 WHUR-F	6 WWDC-F	WHUR-F	6 WBIG-F <	6 WMZQ-F <	6 WARW-F <	6 WRQX-F <	6 WHUR-F	6 WHFS-F <	6 WPGC-F <
7 WHFS-F	7 WMMJ-F	7 WMZQ-F <	7 WMZQ-F	7 WPGC-F	7 WASH-F	7 WASH-F <	7 WKYS-F	7 WMZQ-F <	7 WARW-F <
8 WWDC-F <	8 WWZZ-F	8 WKYS-F <	8 WKYS-F <	8 WJZW-F	WWZZ-F >	8 WARW-F <	WASH-F	8 WHUR-F	8 WMMJ-F
9 WMZQ-F >	WMZQ-F <	9 WJFK-F <	9 WWDC-F					WARW-F <	WWDC-F
	10 WHFS-F >	10 WARW-F	WJZW-F					10 WKYS-F	WASH-F <

WASHINGTON, DC

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Bonneville WWZZ-FM, WWVZ-FM	2.5 %	1.9 %	1.5 %	WAVA-F REL 105.1 Arlington, VA	0.9 /	3.5	
Chancellor, pend. WGMS-FM, WTEM-AM, WBIG-FM	10.2 %	10.7 %	10.2 %	WFMD FS 930 Frederick, MD	0.3 /	1.2	
Evergreen WASH-FM, WGAY-FM, WTDP-AM, WWRC-AM	12.2 %	11.9 %	17.8 %	WILC SP 900 Laurel, MD	0.9 /	1.9	
Radio One WMMJ-FM, WOL-AM, WKYS-FM	9.5 %	9.1 %	8.6 %	WMDO SP 1540 Wheaton, MD	0.5 /	1.3	
Viacom WBZS-AM, WJZW-FM, WMZQ-AM, WMZQ-FM	9.3 %	10.6 %	13.5 %	WOL B/T 1450 Washington	0.8 /	1.7	
Westinghouse WPGC-FM, WARW-FM, WJFK-FM, WPGC-AM	12.3 %	12.6 %	22.1 %	WRCY-F C 107.7 Warrenton, VA	0.3 /	1.6	
	56.0 %	56.9 %	73.7 %	WTEM SPRTS 570 Bethesda, MD	0.9 /	4.0	
				WWVZ-F CHR 103.9 Frederick, MD	0.1 /	0.6	
				Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
				WFLS-F C 93.3 Fredericksburg, VA	0.8 /	2.2	
				WYY-F AOR 97.9 Baltimore	0.6 /	4.2	

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WMAL	630	5 kw (DA-2)	Full Svc/Talk	ABC	\$180.00	Katz ABC/Disney
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$180.00	Banner Evergreen
WWDC	1260	5 kw (DA-2)	Standards	Westwd	\$50.00	Christal
WWRC	980	50 kw/5 kw (DA-2)	Talk	WW1, CBS, SRN	\$54.00	MMR Evergreen
WYCB	1340	1 kw	Gospel	AURN	\$40.00	---

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
WARW	94.7	21 kw @ 771	Classic AOR	\$118.00	CBS	Westinghouse
WASH	97.1	26 kw @ 686	AC	\$240.00	Banner	Evergreen
WBIG	100.3	36 kw @ 574	Oldies	\$160.00	Eastman	Chancellor
WFRE	99.9	7.9 kw @ 1165	Country	NA	---	Gibbons Frederick, MD
WGAY	99.5	22 kw @ 751	Soft AC	\$160.00	Interp	Evergreen
WGMS	103.5	44 kw @ 518	Classical	Westwd	\$195.00	Eastman Chancellor
WHFS	99.1	50 kw @ 460	AOR-Prog.	AP	\$180.00	Mc-Guild SFX Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC	\$52.00	D&R Howard Univ.
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd	\$285.00	Infinity Westinghouse Manassas
WJZW	105.9	28 kw @ 648	Jazz	\$178.00	Christal	Viacom Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black	\$140.00	Mc-Guild	Radio One
WMMJ	102.3	2.9 kw @ 480	Black AC	\$150.00	Mc-Guild	Radio One Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country	\$320.00	Christal	Viacom
WPGC	95.5	50 kw @ 500	CHR/Urban	\$340.00	Infinity	Westinghouse Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC	\$280.00	Katz ABC/Disney
WWDC	101.1	22.5 kw @ 760	AOR	\$179.00	Christal	
WWZZ	104.1	22 kw @ 764	CHR	NA	Sentry	Bonneville Waldorf

Notes: 7/96 WXTR-F/WXVR-F simulcast pair changed calls to WWZZ-F and WWVZ-F, respectively; format remains CHR . . . 8/96 Colfax sold these stations to Chancellor (D): WTEM-A for \$8,000,000; WBIG-F for \$55,000,000; WGMS-F for \$49,000,000

Jim Duncan

Comments: WPGC-F is back in its familiar #1 position (12+) after a one-book absence . . . For the first time, WBIG-F leads in Adults 25-54 . . . WWZZ-F (formerly WXTR-F) showed some strength in its new CHR format . . . WJZW-F climbed back to a 4.0 share . . . It is hard to believe that the news station in DC, WTOP, ranks 15th in 12+

WEST PALM BEACH

Arbitron Rank: 47 Pop (12+): 850,200	Stations: 40 / 17	Last Year's Revenue: \$33,700,000
MSA Rank: 60	Diaries: 2,278/373:1/57.3%	Household Income: \$46,376
MSA Pop: 974,000	Sample Target: 2,130	Retail Dollars: \$11.5 Bil
DMA: 45	% Below Line: 30.8	#1 Biller: WRMF-F \$7,000,000
Average Person Ratings: 16.1	% Not Listed: 10.1	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 50,012	American Radio Sys. duop+ \$17,400,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wi 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1	WRMF-F	112 / 8.2	7.7	7.8	7.7	7.7	7.8	1394 / 16.4	15.9	17.3		G	WRMF-F
2	WRLX-F	100 / 7.3	6.9	6.2	5.2	7.2	6.4	1207 / 14.2	13.6	12.8		D	WRLX-F
3	WEAT-F	99 / 7.2	7.2	7.2	9.3	6.4	7.7	1426 / 16.8	16.1	18.6		F	WEAT-F
4	WIRK-F	76 / 5.5	6.6	5.9	8.1	7.6	6.5	1191 / 14.0	13.8	15.8		G	WIRK-F
5	WPBZ-F	65 / 4.7	4.9	4.0	3.5	3.0	4.3	1057 / 12.4	13.6	9.8		B	WPBZ-F
6	WJNO	N/T	60 / 4.4	4.7	4.8	6.4	5.1	914 / 10.7	10.4	12.0		E	WJNO
7	WKGR-F	CL AOR	56 / 4.1	4.0	3.8	4.4	4.3	977 / 11.5	11.9	12.2		F	WKGR-F
8	WJBW-F	ST	45 / 3.3	3.8	4.0	2.6	3.4	648 / 7.6	8.6	5.3		B	WJBW-F
9	WEDR-F	B	41 / 3.0	3.3	3.6	3.3	2.9	655 / 7.7	7.3	7.6			WEDR-F
	WCLB-F	C	41 / 3.0	2.2	2.2	2.9	3.1	721 / 8.5	8.1	12.6		C	WCLB-F
11	WDBF	ST	36 / 2.6	1.7	2.3	2.3	3.1	403 / 4.7	4.0	5.3			WDBF
12	WTMI-F	CL	34 / 2.5	2.0	2.1	2.2	1.2	484 / 5.7	5.2	4.2			WTMI-F
13	WBZT	T	33 / 2.4	3.4	2.1	2.0	2.3	494 / 5.8	7.3	6.1		C	WBZT

12+ FM Share (Metro): 67.38 % (909 of 1349) (Summer 95 79.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPBZ-F >	1 WPBZ-F <	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRLX-F	1 WEAT-F	1 WRMF-F	1 WRMF-F	1 WPBZ-F	1 WJNO
2 WPOW-F >	2 WRMF-F	2 WEAT-F	2 WEAT-F	2 WEAT-F	2 WRMF-F <	WRMF-F >	2 WRLX-F <	2 WEAT-F <	2 WRLX-F	2 WIRK-F <
3 WEDR-F >	3 WKGR-F <	3 WKGR-F	3 WKGR-F	3 WKGR-F	3 WEAT-F	3 WIRK-F <	3 WEAT-F	3 WRLX-F	WEAT-F <	3 WEAT-F
	4 WEAT-F	WPBZ-F	4 WIRK-F	4 WIRK-F	4 WJNO <	4 WRLX-F	4 WIRK-F	4 WPBZ-F	4 WIRK-F	4 WRLX-F
	5 WEDR-F	5 WIRK-F >	5 WPBZ-F >	5 WPBZ-F	5 WIRK-F	5 WJNO	5 WKGR-F <	5 WIRK-F	5 WEDR-F <	
	WIRK-F				6 WJBW-F	6 WBGG-F	6 WPBZ-F <	WJNO	6 WRMF-F	WPOW-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 WPBZ-F	1 WRMF-F >	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WPBZ-F >	1 WPBZ-F	1 WKGR-F	1 WKGR-F	1 WKGR-F <
2 WRMF-F >	2 WPBZ-F <	2 WEAT-F >	2 WEAT-F >	2 WEAT-F >	2 WEDR-F >>	2 WKGR-F >	2 WPBZ-F	2 WRMF-F <	2 WRMF-F >
3 WPOW-F	3 WEAT-F	3 WIRK-F	3 WIRK-F	3 WIRK-F >	3 WPOW-F	3 WRMF-F <	3 WRMF-F	3 WPBZ-F >	3 WEAT-F
	4 WIRK-F >	WPBZ-F	4 WPBZ-F >	4 WKGR-F	WZTA-F	4 WZTA-F	4 WZTA-F	4 WEAT-F	WPBZ-F <
5 WIRK-F		5 WKGR-F			WEAT-F >	5 WEDR-F <		WIRK-F	5 WIRK-F
6 WEDR-F						6 WEAT-F			
WHY-F >									

WEST PALM BEACH

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	27.1 %	29.2 %	51.6 %
WOLL-FM, WKGR-FM, WPBZ-FM, WBZT-AM, WEAT-AM, WEAT-FM, WIRK-FM			
Fairbanks	24.1 %	22.1 %	44.2 %
WCLB-FM, WJNO-AM, WRLX-FM, WRMF-FM, WYFX-AM			
	51.3 %	51.4 %	95.8 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WEAT	N	850	W. Palm Beach	1.5	/	6.4
WOLL-F	O	94.3	Riviera Beach	1.7	/	6.0
WPOM	B	1600	Riviera Beach	1.0	/	2.8
WSBR	T	740	Boca Raton	0.5	/	2.2
WSWN	B	900	Belle Glade	0.4	/	0.9
WYFX	B	1040	Boynton Beach	1.2	/	3.3

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAMR-F	SP	107.5	Miami	0.7	/	1.7
WAQI	SP	710	Miami	0.6	/	0.6
WBGG-F	O-70S	105.9	Ft. Lauderdale	1.8	/	6.5
WFCL-F	AC	97.3	Miami	0.6	/	2.8
WHQT-F	B	105.1	Coral Gables	1.2	/	5.0
WHYI-F	CHR/AC	100.7	Ft. Lauderdale	1.4	/	6.4
WINZ	N	940	Miami	0.5	/	2.5
WIOD	N/T	610	Miami	1.4	/	3.8
WKIS-F	C	99.9	Boca Raton	1.2	/	5.6
WLVE-F	J	93.9	Miami Beach	2.0	/	5.8
WLYF-F	SAC	101.5	Miami	1.3	/	3.9
WMXJ-F	O	102.7	Pompano Beach	1.9	/	6.0
WPLL-F	AOR-P	103.5	Ft. Lauderdale	1.5	/	6.3
WPOW-F	CHR	96.5	Miami	2.1	/	8.1
WQAM	SPRTS	560	Miami	1.1	/	3.2
WRBD	B	1470	Pompano Beach	0.5	/	1.4
WRMA-F	SP	106.7	Ft. Lauderdale	1.1	/	2.5
WRTO-F	SP	98.3	Goulds	0.6	/	2.2
WWNN	T	980	Pompano Beach	0.6	/	1.5
WZTA-F	AOR	94.9	Miami Beach	1.8	/	5.6
WZZR-F	AOR	92.7	Stuart	1.2	/	4.1

AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$26.00	Katz	Amer. Radio Sys.	
WDBF	1420	5 kw/500 w (DA-2)	Standards	CBS	\$20.00	—		Delray Beach
WJNO	1230	1 kw	News/Talk	CNN, ABC	\$73.00	Torbet	Fairbanks	

FM Stations

WCLB	95.5	100 kw @ 982	Country		\$47.00	Mc-Guild	Fairbanks	Fl. Pierce
WEAT	104.3	100 kw @ 1273	AC		\$89.00	MMR	Amer. Radio Sys.	
WIRK	107.9	100 kw @ 340	Country	ABC	\$119.00	Katz	Amer. Radio Sys.	
WJBW	99.5	6 kw @ 308	Standards		\$25.00	—		Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR	UPI	\$79.00	Katz	Amer. Radio Sys.	Fl. Pierce
WPBZ	103.1	50 kw @ 482	AOR	ABC	\$30.00	Christal	Amer. Radio Sys.	Indiantown
WRLX	92.1	7 kw @ 499	Easy List.		\$52.00	Torbet	Fairbanks	
WRMF	97.9	100 kw @ 1350	AC		\$140.00	Blair (?)	Fairbanks	

Notes: Other ranked stations – See Miami . . . 9/96 WYFX (Boynton Beach; 1040) sold to Fairbanks for \$2,250,000

Jim Duncan

Comments: Listening levels are down by 1.5 rating points versus one year ago – a serious decline . . . WIRK-F had its worst book in many years . . . WRMF-F had its highest 12+ share since Fall 94 . . . WEAT-F is steady with three 7.2's in a row . . . WJNO recorded its lowest share in many years

WICHITA

Arbitron Rank: 91	Pop (12+): 410,000	Stations: 21 / 21	Last Year's Revenue: \$19,000,000
MSA Rank: 102		Diaries: 1,075/381:1/59.1%	Household Income: \$45,073
MSA Pop: 478,000		Sample Target: 1,010	Retail Dollars: \$5.3 Bil
DMA: 63		% Below Line: 0.0	#1 Biller: KFDD-AF \$5,100,000
Average Person Ratings: 15.1		% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL In Hours: 20.00		Pop per Station: 19,524	Triathlon duop+ \$6,800,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	WI 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1	KFDI-F	66 / 10.6	10.5	12.7	9.1	10.3	10.7	906 / 22.1	23.1	21.6		D KFDI-F
2	KZSN-F	57 / 9.2	10.2	8.8	9.8	9.2	9.5	773 / 18.9	20.1	19.4		D KZSN-F
	KICT-F	57 / 9.2	5.9	7.0	7.5	6.0	7.4	672 / 16.4	14.1	14.2		C KICT-F
4	KKRD-F	42 / 8.8	6.6	5.5	7.7	7.0	6.7	902 / 22.0	21.2	20.5		D KKRD-F
5	KRBB-F	40 / 6.4	5.9	5.5	6.0	6.3	6.0	637 / 15.5	14.0	14.2		C KRBB-F
6	KDGS-F	39 / 6.3	4.5	5.5	4.6	4.6	5.2	488 / 11.4	9.8	10.3		A KDGS-F
	KRZZ-F	39 / 6.3	6.4	6.3	6.6	7.0	6.4	612 / 14.9	15.1	16.0		C KRZZ-F
8	KEYN-F	33 / 5.3	7.7	5.8	4.3	4.9	5.8	664 / 16.2	18.4	13.6		C KEYN-F
9	KOEZ-F	28 / 4.5	2.7	3.4	4.2	3.6	3.7	374 / 9.1	8.2	9.0		B KOEZ-F
10	KXLK-F	25 / 4.0	3.1	4.1	3.2	4.0	3.6	485 / 11.8	10.2	12.0		B KXLK-F
11	KYQQ-F	23 / 3.7	3.4	2.9	3.1	3.8	3.3	380 / 9.3	9.9	10.4		A KYQQ-F
12	KFDI	22 / 3.5	6.3	5.7	6.0	5.7	5.4	310 / 7.6	11.0	10.3		C KFDI
13	KNSS	21 / 3.4	4.4	4.8	2.2	4.1	3.7	323 / 7.9	10.6	10.2		C KNSS
14	KLLS-F	17 / 2.7	3.0	4.5	2.6	2.9	3.2	422 / 10.3	9.0	10.1		A KLLS-F
15	KTLI-F	14 / 2.3	3.1	3.2	3.2	4.6	3.0	280 / 6.8	7.5	8.8		A KTLI-F
16	KFH	13 / 2.1	2.5	2.8	2.6	1.9	2.5	270 / 6.6	7.1	5.1		A KFH
17	KSPG-F	12 / 1.9	0.9	1.2	2.2	0.5	1.6	232 / 5.7	5.8	3.0		KSPG-F

12+ FM Share (Metro): 87.65 % (497 of 567) (Summer 95 83.66 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKRD-F	1 KICT-F >>	1 KICT-F	1 KICT-F <	1 KZSN-F	1 KFDI-F >	1 KFDI-F >	1 KZSN-F <	1 KZSN-F <	1 KDGS-F <	1 KFDI-F >>
	KDGS-F >	2 KKRD-F	2 KZSN-F	2 KRZZ-F	2 KZSN-F	2 KZSN-F	2 KICT-F	2 KFDI-F	2 KFDI-F	2 KDGS-F
3	KICT-F >	KRZZ-F	3 KRZZ-F <	KRBB-F <	KRBB-F <	3 KEYN-F <	3 KICT-F <	KICT-F	3 KRZZ-F	KICT-F
4	KYQQ-F	4 KZSN-F	4 KRBB-F	4 KZSN-F	4 KFDI-F	4 KRBB-F	4 KRBB-F	4 KKRD-F <	KICT-F	
		5 KDGS-F	5 KKRD-F	5 KFDI-F <	KICT-F	KOEZ-F	5 KKRD-F	5 KKRD-F	5 KRZZ-F <	5 KKRD-F
		6 KRBB-F <	6 KFDI-F	6 KEYN-F <	6 KEYN-F	6 KFDI <	6 KFDI	KRZZ-F <	6 KDGS-F	KZSN-F
		7 KYQQ-F	7 KDGS-F <	7 KKRD-F	7 KKRD-F	7 KNSS <	KRZZ-F	7 KNSS <	7 KEYN-F	KRBB-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 KKRD-F	1 KICT-F	1 KICT-F >	1 KZSN-F <	1 KZSN-F	1 KICT-F >>	1 KICT-F >	1 KICT-F	1 KICT-F	1 KRZZ-F
	KZSN-F	2 KKRD-F <	2 KRBB-F	2 KRBB-F	2 KRZZ-F	2 KRZZ-F >	2 KRZZ-F >>	2 KRZZ-F >	2 KICT-F >
	KICT-F >	3 KZSN-F <	3 KKRD-F	3 KFDI-F	3 KDGS-F	3 KFDI-F	3 KKRD-F	3 KFDI-F <	3 KEYN-F
4	KYQQ-F	4 KRBB-F	KDGS-F	KICT-F >	4 KDGS-F	KZSN-F	4 KKRD-F	KFDI-F	4 KZSN-F
		5 KXLK-F	5 KZSN-F	5 KXLK-F	KEYN-F <	KFDI-F	KDGS-F	5 KLLS-F	5 KDGS-F <
		6 KYQQ-F	6 KXLK-F	KEYN-F <	6 KKRD-F <	6 KKRD-F >	6 KZSN-F	KYQQ-F	6 KKRD-F
			7 KDGS-F	7 KXLK-F	7 KXLK-F				7 KRBB-F
			KFDI-F	KICT-F					

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
Great Emprle KFDI-FM, KFDI-AM, KICT-FM	23.3 %	19.0 %	32.1 %	KANR-F	N	92.7 Sumner	0.8 / 2.3
Lesso KYQQ-FM, KLLS-FM	6.4 %	7.1 %	2.7 %	KJRG	REL	950 Newton	0.5 / 1.3
Local KSPG-FM, KDGS-FM	8.1 %	7.9 %	%	KOAM	T	1410 Wichita	1.5 / 3.5
SFX KKRD-FM, KRZZ-FM, KNSS-AM	16.5 %	16.6 %	24.7 %	KZSN	C	1480 Wichita	0.3 / 0.8
Triathlon KZSN-AM, KXLK-FM, KRBB-FM, KOAM-AM, KFH-AM, KZSN-FM	23.5 %	27.7 %	35.8 %				
	77.8 %	78.2 %	95.3 %				

WICHITA

AM Stations

KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Torbet	Great Empire
KFH	1330	5 kw (DA-N)	Talk	CBS, WW1, ABC	\$<20.00	Eastman	Triathlon
KNSS	1240	1 kw	News/Talk	WW1, CNN, Talknt	\$27.00	D&R	SFX

FM Stations

KDGS	93.9	25 kw @ 328	Black	NA	—		Andover
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS	\$27.00	Eastman	Triathlon
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Torbet	Great Empire
KICT	95.1	100 kw @ 897	AOR	ABC	\$31.00	Allied	Great Empire
KKRD	107.3	100 kw @ 860	CHR		\$31.00	D&R	SFX
KLLS	104.5	46 kw @ 515	AC	Westwd	\$<20.00	—	Augusta
KOEZ	92.3	100 kw @ 640	EZ/Soft AC	Westwd	\$24.00	—	Newton
KRBB	97.9	100 kw @ 993	AC		\$40.00	Christal	Triathlon
KRZZ	96.3	50 kw @ 492	Classical AOR		\$38.00	D&R	SFX
KSPG	98.7	50 kw @ 492	Country	NA	Allied	KDGS owner	Clearwater
KTLI	99.1	100 kw @ 515	Religion	USA	\$<20.00	Salem	El Dorado
KXLK	105.3	100 kw @ 993	AC	AP	\$27.00	Eastman	Triathlon
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	—	Lesso
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Triathlon

Notes:

Jim Duncan

Comments: FM's share of audience is up sharply . . . KICT-F has its best 12+ share in several years . . . KFDI (AM) has its lowest share in many years . . . KDGS-F posted its best book ever

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* 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 (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

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

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

WILKES BARRE-SCRANTON

Arbltron Rank: 61 Pop (12+): 638,700	Stations: 38 / 29	Last Year's Revenue: \$20,800,000
MSA Rank: 82	Diaries: 1,286/497:1/58.2%	Household Income: \$39,570
MSA Pop: 634,000	Sample Target: 1,270	Retail Dollars: \$5.5 Bil
DMA: 49	% Below Line: 7.7	#1 Biller: WKRZ-F \$4,400,000
Average Person Ratings: 16.4	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 21,290	Sinclair TV duop \$7,400,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level
1 WKRZ-FF	CHR	134 / 12.8	12.2	12.1	11.9	11.4	12.3	2072 / 32.4	32.3	31.8		F WKRZ-FF
2 WGGY-F	C	108 / 10.1	7.7	8.4	8.6	7.7	8.7	1288 / 20.2	19.9	19.1		D WGGY-F
3 WMGS-F	AC	93 / 8.9	9.7	9.6	8.0	8.8	9.0	1287 / 19.8	18.9	18.9		D WMGS-F
4 WEZX-F	AOR	54 / 5.2	5.4	6.6	4.4	7.4	5.4	731 / 11.4	12.0	13.6		C WEZX-F
5 WBHT-F	CHR	50 / 4.8	4.8	3.2	3.5	4.2	4.1	937 / 14.7	16.2	13.4		B WBHT-F
6 WARM	FS	47 / 4.5	3.6	3.9	5.1	3.6	4.3	664 / 10.4	8.7	11.5		C WARM
7 WEJL-AA	ST	44 / 4.2	4.3	4.0	1.8	2.7	3.6	507 / 7.9	8.7	9.1		A WEJL-AA
WILK	T	44 / 4.2	3.5	3.6	4.2	3.6	3.9	540 / 8.5	8.0	9.9		WILK
9 WNAK	ST/FS	38 / 3.6	3.0	5.3	3.8	4.1	3.9	344 / 5.4	4.6	5.9		B WNAK
10 WWSH-FF	SAC	34 / 3.3	2.5	2.0	3.1	3.5	2.7	525 / 8.2	9.0	6.6		A WWSH-FF
11 WSGD-FF	O	29 / 2.8	1.8	2.4	1.9	1.8	2.2	571 / 8.9	5.8	4.9		A WSGD-FF
12 WSBG-F	CHR	28 / 2.7	2.3	1.6	2.3	1.3	2.2	399 / 6.2	6.3	4.5		A WSBG-F
13 WQFM-F	O	24 / 2.3	1.8	2.5	1.7	2.6	2.1	388 / 6.2	6.5	6.1		B WQFM-F
14 WHLM-F	AC/CHR	17 / 1.6	1.8	1.6	1.3	1.2	1.6	304 / 4.8	5.1	4.3		WHLM-F

12+ FM Share (Metro): 80.65 % (721 of 894) (Summer 95 77.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBHT-F	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WGGY-F <	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF <	1 WKRZ-FF <
2 WKRZ-FF >	2 WEZX-F	2 WGGY-F	2 WGGY-F <	2 WGGY-F <	2 WMGS-F	2 WGGY-F <	2 WMGS-F <	2 WGGY-F	2 WGGY-F >	2 WEZX-F
3 WGGY-F >	3 WBHT-F <	3 WMGS-F	3 WMGS-F	3 WMGS-F >	3 WKRZ-FF	3 WMGS-F >	3 WGGY-F	3 WMGS-F >	3 WBHT-F <	3 WZMT-F
	4 WGGY-F	4 WEZX-F	4 WEZX-F	4 WEZX-F	4 WEJL-AA <	4 WARM	4 WILK >	4 WBHT-F	4 WMGS-F	4 WARM <
	5 WMGS-F	5 WZMT-F <	5 WZMT-F >	5 WZMT-F	5 WARM <	5 WEZX-F		5 WEZX-F	5 WZMT-F	
	6 WZMT-F	6 WBHT-F		6 WILK						

Wom 18-24	Wom 18-34	Wom 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-FF >>	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF >	1 WKRZ-FF	1 WEZX-F	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF
2 WBHT-F	2 WGGY-F	2 WEZX-F >	2 WMGS-F <	2 WMGS-F	2 WKRZ-FF	2 WEZX-F	2 WZMT-F >	2 WZMT-F <	2 WGGY-F
3 WGGY-F	WMGS-F <	3 WGGY-F	3 WGGY-F >	3 WGGY-F >	3 WBHT-F	3 WZMT-F <	3 WEZX-F	3 WEZX-F	3 WZMT-F
WMGS-F >>	4 WEZX-F	WMGS-F >>	4 WBHT-F	4 WEZX-F	4 WQFM-F	4 WBHT-F	4 WBHT-F	WGGY-F >	4 WMGS-F
	5 WBHT-F >>	5 WBHT-F	WEZX-F >	5 WWSH-FF	5 WSBG-F	5 WQFM-F	WQFM-F	5 WMGS-F	5 WEZX-F
		WSBG-F			6 WGGY-F >	6 WGGY-F	6 WGGY-F >		6 WSGD-FF >

WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
Local - 1 WICK-AM, WYCK-AM, WWDL-FM	1.9 %	1.5 %	%	WAZL	T	1490	Hazleton	0.7 / 1.9	
Local - 2 WDLS-FM, WSGD-FM	2.8 %	4.5 %	%	WC DL	ST	1440	Carbondale	0.5 / 1.0	
Shamrock WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM	11.7 %	9.8 %	14.4 %	WG BI-AA	T	910	Scranton	0.4 / 1.2	
Sinclair TV WWFH-FM, WILP-AM, WG BI-AM, WGGY-FM, WILK-AM, WKRZ-FM	27.9 %	29.7 %	35.6 %	WH CY-F	C	106.3	Blairstown, NJ	0.8 / 2.1	
	44.3 %	45.6 %	50.0 %	WICK	EZ	1400	Scranton	1.1 / 1.7	
				WK AB-F	O	103.5	Berwick	1.3 / 3.5	
				WX XP-F	C	95.9	Benton	0.9 / 2.2	
				W MXH	ST	750	Olyphant	0.5 / 1.5	
				W WDL-F	SAC	104.9	Scranton	0.8 / 2.5	
				W ZMT-F	AOR	97.9	Hazleton	3.6 / 9.7	

Other Rated Stations--Outside Market							Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	0.5 / 1.3					
WAEB-F	CHR	104.1	Allentown	0.8 / 2.8					
WFMZ-F	SAC	100.7	Allentown	1.1 / 1.7					
WLEV-F	AC	96.1	Easton	1.2 / 3.3					
WNNJ-F	AC	103.7	Newton, NJ	0.4 / 1.5					
WODE-F	O	99.9	Easton	1.0 / 3.3					
WRNJ-F	C	107.1	Belvidere, NJ	1.3 / 3.4					
WYSP-F	T/C L AOR	94.1	Philadelphia	0.6 / 1.4					
WZZO-F	AOR	95.1	Bethlehem	0.9 / 3.3					

AM Stations

Station	Power	Frequency	Service	Westwd, Tiknt	Price	Advertiser	Agency	Market
WARM	590	5 kw (DA-2)	Full Service		\$33.00	Eastman	Susquehanna	
WBAX	1240	1 kw	See WEJL					Wilkes-Barre
WEJL	630	500 w/32 w	Standards/FS	ABC, Westwd	\$<20.00	Christal	Shamrock	
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$25.00	Katz	Sinclair TV	
WNAK	730	1 kw/12 W	Standards/FS	Westwd	\$24.00	K&P		Nanticoke

FM Stations

Station	Power	Frequency	Service	Westwd	Price	Advertiser	Agency	Market
WBHT	97.1	250 W @ 1102	CHR		\$27.00	Eastman		Mountaintop
WDLS	93.7	1.5 kw @ 697	See WSGD-F					Dallas
WEZX	106.9	190 W @ 1267	AOR/Classic	ABC, Westwd	\$44.00	Christal	Shamrock	
WGGY	101.3	7 kw @ 1110	Country		\$53.00	Katz	Sinclair TV	
WHLM	106.5	36 kw @ 579	AC	Westwd	\$17.00	Banner		Bloomsburg
WKRF	107.9	5.3 kw @ 335	See WKRZ-F					Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$80.00	Katz	Sinclair TV	
WMGS	92.9	5.3 kw @ 1383	AC		\$55.00	Eastman	Susquehanna	
WQFM	92.1	760 w @ 663	Oldies	Westwd	NA	Christal	Shamrock	Nanticoke
WSBG	93.5	3 kw @ 781	CHR	AP	\$<20.00	Market 4	Nassau	Stroudsburg
WSGD	94.3	1.1 kw @ 771	Oldies		\$<20.00	Roslin		Carbondale
WWFH	103.1	1.4 kw @ 679	See WWSH-F					Freeland
WWSH	102.3	3 kw @ 72	Soft AC		\$<20.00			

Notes: 8/96 WAZL/WZMT-F sold to Telemedia for \$3,500,000 . . . 8/96 WILP/WWFH-F (Hazleton) sold to Sinclair TV for \$575,000

Jim Duncan

Comments: WGGY-F rose into double digits for the first time . . . WKRZ-F remained strong with its highest share in over two years . . . FM's share of audience broke above 80%

YORK

Arbltron Rank: 103 Pop (12+): 374,000
 MSA Rank: 134
 MSA Pop: 442,000
 DMA: 44 (w/Harris., Lanc.)
 Average Person Ratings: 16.7
 Market TSL In Hours: 22.00

Stations: 35 / 10
 Diaries: 1,464/255:1/65.8%
 Sample Target: 1,380
 % Below Line: 42.1
 % Not Listed: 11.0
 Pop per Station: 37,400

Last Year's Revenue: \$14,200,000
 Household Income: \$50,186
 Retail Dollars: \$3.8 Bil
 #1 Biller: WARM-F \$4,600,000
 #1 Billing Portfolio:
 Susquehanna combo \$7,000,000

12+ Metro	Format	Summer 96 1/4 Share	Sp 96	Wl 96	Fa 95	Su 95	4-Book Avg	12+ Metro Cume / Rtg.	Sp 96	Su 95	12+ TSA AQH / Cume	Revenue Level	
1 WARM-F	AC	74 / 11.8	10.8	12.0	9.7	10.1	11.1	914 / 24.4	20.4	21.7		F	WARM-F
2 WGTY-F	C	62 / 9.9	9.7	9.9	12.4	10.9	10.5	666 / 17.8	18.5	20.1		D	WGTY-F
3 WSBA	FS	36 / 5.7	4.4	5.3	5.7	4.0	5.3	488 / 13.3	13.3	12.9		D	WSBA
4 WYCR-F	CHR	34 / 5.4	5.1	4.9	5.4	6.0	5.2	750 / 20.0	19.1	21.1		C	WYCR-F
WRKZ-F	C	34 / 5.4	7.8	8.4	8.3	5.8	7.5	533 / 14.2	15.7	12.9			WRKZ-F
6 WQXA-F	AOR-NR	31 / 4.9	5.1	3.4	3.8	3.8	4.3	571 / 15.3	15.1	12.2		B	WQXA-F
WROZ-F	SAC	31 / 4.9	4.3	4.4	6.4	4.5	5.0	486 / 13.0	11.6	13.0			WROZ-F
8 WEGK-F	CL AOR	28 / 4.5	3.2	3.1	2.2	3.5	3.2	540 / 14.4	11.2	10.2		C	WEGK-F
9 WTPA-F	AOR	24 / 3.8	3.5	3.4	2.9	3.6	3.4	379 / 10.1	10.5	10.3			WTPA-F
10 WRVV-F	AC/CHR	22 / 3.5	3.3	3.7	2.2	4.1	3.2	342 / 9.1	9.0	9.9			WRVV-F
11 WLAN-F	CHR	17 / 2.7	1.7	1.5	0.8	0.5	1.7	296 / 7.9	7.2	3.2			WLAN-F
12 WWKL-F	O	13 / 2.1	2.5	2.9	2.4	3.0	2.5	317 / 8.5	6.6	10.1			WWKL-F
WNNK-F	CHR	13 / 2.1	3.0	2.3	1.8	2.8	2.3	261 / 7.0	9.0	8.1			WNNK-F
WHP	FS	13 / 2.1	2.1	2.8	2.4	2.1	2.3	223 / 6.0*	5.9	5.3			WHP

12+ FM Share (Metro): 83.12 % (463 of 557) (Summer 95 86.62 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYCR-F	1 WYCR-F <	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F <	1 WGTY-F <
2 WQXA-F	2 WQXA-F	2 WGTY-F	2 WGTY-F >	2 WGTY-F >	2 WGTY-F >	2 WGTY-F	2 WGTY-F >	2 WGTY-F >	2 WGTY-F	2 WRKZ-F
3 WLAN-F >	WARM-F <	3 WEGK-F	3 WRKZ-F	3 WROZ-F <	3 WSBA	3 WSBA	3 WRKZ-F <	3 WRKZ-F <	3 WSBA <	
	4 WEGK-F	4 WRKZ-F	WEGK-F <	4 WRKZ-F <	4 WRKZ-F <	WQXA-F	4 WSBA	4 WROZ-F <	4 WYCR-F	
	WGTY-F <	WYCR-F <	5 WTPA-F	5 WEGK-F <	5 WROZ-F >	5 WRKZ-F	WROZ-F <	5 WYCR-F <	5 WLAN-F	
	6 WTPA-F	6 WTPA-F <	WRVV-F	6 WTPA-F	WRVV-F			WQXA-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 WARM-F	1 WARM-F	1 WGTY-F	1 WARM-F >	1 WARM-F	1 WEGK-F	1 WQXA-F	1 WTPA-F	1 WEGK-F	1 WGTY-F <
WYCR-F >	2 WYCR-F	2 WARM-F >	2 WGTY-F >	2 WGTY-F >	WYCR-F	2 WEGK-F	2 WQXA-F	2 WTPA-F	2 WARM-F <
3 WQXA-F	3 WGTY-F	3 WYCR-F	3 WYCR-F	3 WROZ-F	WSBA	3 WTPA-F	3 WEGK-F	3 WRKZ-F	3 WRKZ-F
WRKZ-F >	4 WROZ-F	WROZ-F	4 WROZ-F	4 WYCR-F >	WQXA-F	4 WRKZ-F	WRKZ-F	WRVV-F	WTPA-F <
	5 WEGK-F	5 WTPA-F	5 WRKZ-F		5 WOYK	WLAN-F	5 WGTY-F	WQXA-F	5 WEGK-F
					WLAN-F >			WGTY-F	WRVV-F <
								WARM-F >	

YORK

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGK-FM, WROZ-FM	9.4 %	12.0 %	%
Telemedia WRKZ-FM, WQXA-AM, WQXA-FM	11.4 %	4.8 %	%
	20.8 %	16.6 %	%

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WGET	T	1320	Gettysburg	0.8	2.5	
WHVR	ST	1280	Hanover	1.4	4.6	
WOYK	C	1350	York	1.1	3.0	
WQXA	ST	1250	York	1.1	3.1	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBAL	N/T	1090	Baltimore	1.4	3.5	
WDAC-F	REL	94.5	Lancaster	1.6	4.0	
WERQ-F	B/CHR	92.3	Baltimore	0.3	1.8	
WFRE-F	C	99.9	Frederick, MD	0.5	2.6	
WGRX-F	C	100.7	Westminster, MD	1.0	5.0	
WHYL	ST	960	Carlisle	1.3	2.5	
WIOV-F	C	105.1	Ephrata	1.3	4.3	
WIYY-F	AOR	97.9	Baltimore	0.8	2.9	
WLJF-F	SAC	101.9	Baltimore	0.6	2.9	
WNCE-F	EZ/ST	92.1	Palmyra	1.3	2.7	
WOCT-F	O-70S	104.3	Baltimore	0.6	2.3	
WPOC-F	C	93.1	Baltimore	1.4	4.1	
WQSR-F	O	105.7	Catonsville, MD	0.6	1.5	
WWMD-F	EZ	104.7	Hagerstown, MD	1.8	6.5	
WWMX-F	AC	106.5	Baltimore	0.3	1.5	
WXYV-F	B	102.7	Baltimore	0.3	1.6	
WYMJ-F	AC	94.9	Harrisburg	0.3	2.0	

AM Stations

WSBA	910	5 kw/1 kw (DA-2)	Full Service	\$48.00	Eastman	Susquehanna
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FM Stations

WARM	103.3	6.4 kw @ 1305	AC	\$86.00	Eastman	Susquehanna
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source \$31.00	D&R	Hall Starview
WGTY	107.7	16 kw @ 850	Country	Westwrd \$58.00	Banner	Gettysburg
WQXA	105.7	25 kw @ 705	AOR-New Rock	\$27.00	Mc-Guild	Telemedia
WYCR	98.5	10.5 kw @ 928	CHR	\$35.00	Allied	

Notes: Other ranked stations -- See Harrisburg or Lancaster . . . No revenue shares are available for the Consolidation report due to overlap with Harrisburg and Lancaster

Jim Duncan

Comments: WGTY-F seems to have steadied in the nine-share range . . . WEGK-F (the old WHTF) is showing good growth in Classic Rock . . . all other stations are fairly steady



DUNCAN'S AMERICAN RADIO

New coverage map atlas from Duncan's finds major market FM station count up 25% in five years

Average top 100 market now has 13.2 FM signals

Industry pundits who pronounced the FM band "full" five years ago were wrong. New research just completed by noted facilities expert J. T. Anderton reveals that the number of signals in the top 100 markets has increased by 269 since publication of the first edition of *The Facilities of American Radio* in 1989, a significant 25% jump. A complete revision of Anderton's book, once again being published by Duncan's American Radio, includes a coverage map for each FM station in the top 100 markets.

"After months of research at the FCC, and checking with countless other sources, we ended up producing maps for 1,332 stations for the new book. That's up from 1,063 stations we had maps for in the original book," said Anderton, who added, "Back in 1989 and 1990, most of the 'experts' were saying that what was on-the-air then was all we'd ever see. Our research tells a different story. Not only have additional 80-90 drop-ins been completed, but as radio has boomed since 1992, entrepreneurs have found increasingly clever ways to bring new signals into existing markets."



A sample map from the new facilities atlas: Coverage for WMMO Orlando, a 38-kw drop-in signal.

Anderton's research also finds the average number of FM stations per market up significantly since 1990. The average major market now has 13.2 stations, up from the 10.8 station-per-market average five years ago.



Another sample map: WYSY's Class B move-in signal from the WMAQ-AM tower in Bloomingdale, IL.

The just-published 1997 edition of *The Facilities of American Radio* also reveals more than 500 changes at existing FM stations in the top 100 markets - many of which have made previously marginal stations into competitive players.

THE MOVE-IN/DROP-IN CAPITALS: 16 MARKETS GROW BY FIVE OR MORE SIGNALS

Sixteen major markets have seen an influx of five or more new FM signals since 1990. Five of the 15 have grown by six additional signals: Albany-Schenectady-Troy, Albuquerque, Chattanooga, Little Rock and Louisville. Eleven markets grew by five signals: Bakersfield, Columbus, Dayton, Fresno, Houston, Indianapolis, Knoxville, Nashville, Nassau-Suffolk, Omaha and Rochester.

Markets new to this edition include: Colorado Springs, Daytona Beach, Des Moines, Ft. Myers-Naples, Lafayette (LA), Melbourne-Titusville and Ft. Wayne.

Duncan's announces new FM coverage atlas, (continued).



Each market includes a coverage map for each viable signal, a tech data table and Anderton's overview of changes in that market in the last five years. Features include:

- ✓ 70 and 60 dBu contours (city-grade and 1 mil) for each station
- ✓ Transmitter street addresses (available from no other source except the FCC)
- ✓ Power (ERP) and height above average terrain (in feet and meters)
- ✓ Height of tower structure above ground (available nowhere else except the FCC)
- ✓ Geographic coordinates
- ✓ FCC coverage Classification (C, C1, B, C3, etc.)
- ✓ Same scale throughout the book, allowing instant coverage comparisons of stations within a market and in other markets
- ✓ Directional patterns (essential for assessing comparative coverage)
- ✓ Data for each station thoroughly researched at the FCC specifically for this book



Coverage for KLAX, which moved from a Long Beach tower site to the west side of Los Angeles, thereby becoming a major LA operation.



The atlas shows simulcast facilities together. Here, WBAB and WHFM on Long Island.

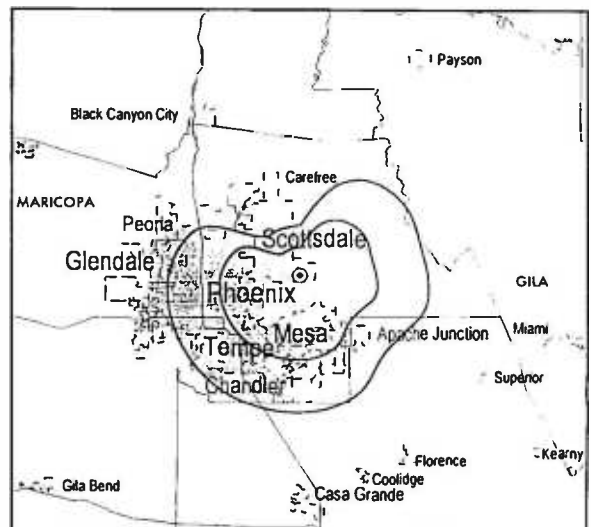
Facilities atlas users can quickly determine the number of signals which comprise the FM band infrastructure in each market, and determine the relative coverage of each signal.

More Information: J.T. Anderton at Duncan's American Radio (513) 731-1800

The Facilities of American Radio is available from Duncan's American Radio for \$335 per copy (Box 8446, Cincinnati, OH 45208-0446, (513) 731-1800 or fax at (513) 731-1835).

"Our research and perspective are the heart and soul of this book. Our research assures the user of getting the correct map for a station," said Anderton, who cautions, "Often, what's listed on the FCC database and what is actually on the air are very different." Anderton has followed radio facility developments closely for many years, and maintains the largest library of coverage maps anywhere outside of the FCC.

This atlas follows the "market-by-market" presentation format pioneered by the Duncan publications in the 1970s and now widely imitated. The book aims to present those FM signals which have significant coverage or ratings impact in the Arbitron metro market.



Coverage for KBUQ Phoenix, a recent C3 drop-in.

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