

# AMERICAN RADIO

Summer 1997 Report

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DUNCAN'S AMERICAN RADIO



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## SUMMER 1997 REPORT

Arbitron Rating Period: 26 June - 17 September 1997

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## INTRODUCTION

This is the 22nd year AMERICAN RADIO has been published. We sincerely appreciate your support of our work.

We invite your comments or suggestions at any time. Thom Moon or I can be reached at the following address:

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We strongly urge you (especially new clients and 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 me or Thom Moon. We figure that our time is part of the subscription price. And, we always enjoy talking about AMERICAN RADIO.

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Every effort has been made to make this book as 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 31 October 1997. Station sales through 4 November 1997 are included.

Compilation of this edition was completed 5 November 1997. Mailing will begin on or before 19 November. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

Audience data in AMERICAN RADIO is extracted by our proprietary computer software from Arbitron's "r-sale" data tapes. Due to recent changes in Arbitron's method of rounding 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.

Again, thank you for your continued support of our efforts.

### DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton            Thom Moon  
Jim Nolan                Dave Allen

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# INDIVIDUAL MARKET REPORTS

## Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages carefully. We have made numerous changes and additions to American Radio. Your understanding of the Individual Market Reports will be far greater if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We'll use Akron from Summer 1997 as an example, starting at the top left of the report:

Arbitron Rank:	67	Pop (12+):	571,800
MSA Rank:			77
MSA Pop:			683,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			16.1
Market TSL in Hours:			21.25

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (67 in this case) is Akron's ranking among the 265 Arbitron radio markets.

The MSA (Metropolitan Statistical Area) rank is shown along with the total (0+) estimated population. Where the market is split into two or more MSA's, at least the largest is listed.

The Nielsen TV DMA (Designated Market Area) ranking is found directly below MSA rank. We note those cases in which a radio market is combined with others within a single DMA (such as this instance, in which Akron is part of the Cleveland DMA, which ranks #13).

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the standard survey week, Monday-Sunday, 6 AM-12 Midnight. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 21.25 hours listening to radio over the broadcast week.

Now we'll move to the top center column of information.

Stations:		29 / 6
Diaries	1,814 / 315.1	53.7%
Sample Target:		1,760
% Below Line:		54.8
% Not Listed:		14.7
Pop per Station:		95,300

There are 29 stations listed in the Akron Arbitron market report. Of those 29, 6 are home to the Arbitron metro survey area – listed "above the line." Thus, 23 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information contained in "Diaries" is a bit complex but is all quite important. It gives you a thumbnail sketch of Arbitron's success in sending out and retrieving diaries in the market.

1,814 - the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

315.1 - an approximate "persons per diary" value: in the metro, the average diary represents 315 persons 12+ (generally, the lower the number, the better)

53.7% - this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

Sample Target is the number of usable (in-tab) diaries Arbitron designates for the market – its goal for return. Over the past few years, Arbitron has raised its market sample targets by at least 15% (and, in some cases, by as much as 70%) in response to broadcasters' concerns over unstable results.

The "% Below Line" figure indicates the percentage of total radio listening accumulated by "below the line" stations. This figure, along with the next, "% Not Listed", indicates how much listening in the market is not available to the local commercial stations. This may affect CPM's as well as the effectiveness and salability of local radio. "% Not Listed" reflects listening to stations that did not qualify for listing: distant stations, marginal local stations and public/non-commercial stations.

However, the "% Below Line" figures does not include the listening to home to the market which were placed "below the line" for violating one of Arbitron's policies on "special station activities" (which include on-air mentions of the radio ratings, or any other acknowledgment that the market's radio listening is being surveyed). The audience estimates of such stations are still considered as home to the market, although, in accordance with Arbitron policy, we will note local stations that have been placed "below the line."

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

Next, we move to the top right column:

Last Year's Revenue: \$17,000,000  
 Household Income: \$40,820  
 Retail Dollars: \$6.6 Bil  
 #1 Biller: WKDD-F \$14,000,000  
 #1 Billing Portfolio:  
 WAKR/WONE-F/WQMX-F \$7,900,000

The revenue estimates are based on figures found in the 1997 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Consumer Spendable Income per household. The estimate for Akron is \$40,820

Retail Dollars is the market's estimated Total Retail Sales – in this case, \$6.6 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1996.

The #1 Biller is that station I believe to be the leading biller in the market, along with its estimated 1995 gross revenue. It is extracted from the 1997 edition of Duncan's Radio Market Guide.

The next section is the trended 12+ information

12+ Metro	Format	¼ Share	Win 97	Fall 96	Sum 96	Spg 96	4 Book Avg	12+ Metro Cume / Rating	Spg 97	Sum 96	Revenue Level
1 WQMX-F	C	75 / 8.2	7.5	6.9	6.9	7.5	7.4	946 / 16.5	15.5	14.9	D WQMX-F

All the figures in this section are based upon the standard survey (broadcast) week (Mon-Sun, 6 AM-12 Mid). All audience figures are in hundreds (00); ratings and shares are always percentages.

First is the station's 12+ Broadcast Week ranking, based on its average quarter hour persons figure. Next to the station's calls is a format code. The legend is as follows:

- AC - Adult Contemporary (the new "Modern AC" is abbreviated "AC-NR"; a "Hot" AC is AC/CHR, or CHR/AC)
- AOR - Album Oriented Rock (may have suffixes: NR = New Rock; P = Progressive/Alternative; /CL = high % of Classic AOR)
- B - Black (audience is 75% or more Black) (may have suffixes: /AC = AC; /O = Oldies; /G = Gospel)
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL AOR - Classic Rock, Classic AOR
- CL HITS - Classic Hits/70's Oldies
- CL - Classical
- C - Country
- FS - Full Service
- E - Ethnic (Foreign Language)
- EZ - Easy Listening, Beautiful Music
- G - Gospel
- J - Jazz, New Adult Contemporary
- N - News
- O - Oldies
- REL - Religion, Christian, Christian music
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- SPRTS - Sports
- ST - Standards, Big Bands, Nostalgia
- T - Talk
- U - Urban (75% or more of audience is non-white)
- ? - Other, Unknown

These codes may be joined to best represent a station's individual format. The code that comes first is the one that represents the station's primary programming: FS/C is a Full Service station that also plays some Country music.

Within the numbers, reading from left to right, WQMXFM has 7,500 listeners per average quarter hour in the metro. This gives it an 8.2 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WQMX-FM has 94,600 cume listeners 12+, which give it a 16.5 cume rating. Historical cume ratings follow (prior survey and prior year).

The Revenue Level provides an estimate of revenue of most, but often, not all, stations home to the market. No revenue level is provided for out-of-market stations; for those, look in their home market. For some stations – indeed, entire markets, in some cases – no revenue estimates are possible. Revenue levels are based on the stations' estimated revenues contained in the latest Duncan's Radio Market Guide.

The codes for revenue levels are:

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

Then there's a line by itself:

12 + FM Share (Metro): 74.61% ( 473 of 634 ) ( Summer 96: 81.65% )

These figures indicate how much of the market's listening goes to FM stations. These figures are calculated by adding up the Mon-Sun, 6 AM-12 Mid quarter-hour audience estimates for all the listed stations and dividing into it the total quarter-hour audience estimates for all listed FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report. However, by definition, this amount is small and should not significantly affect the percentage.

Next are the 21 demographic and daypart rankings. We are not allowed to print actual ratings figures, per our agreement with Arbitron. The number of stations listed depends on the size of the market. All of these rankings are based on metro area average quarter-hour persons audience estimates:

Teens:	Persons 12-17, Mon-Sun, 6 AM-12 Mid
18-34:	Adults 18-34, Mon-Sun, 6 AM-12 Mid
18-49:	Adults 18-49, Mon-Sun, 6 AM-12 Mid
25-49:	Adults 25-49, Mon-Sun, 6 AM-12 Mid
25-54:	Adults 25-54, Mon-Sun, 6 AM-12 Mid
35+:	Adults 35+, Mon-Sun, 6 AM-12 Mid
12+ AMD:	Total persons 12+, Mon-Fri, 6-10 AM
12+ MID:	Total persons 12+, Mon-Fri, 10 AM-3 PM
12+ PMD :	Total persons 12+, Mon-Fri, 3-7 PM
12+ EVE:	Total persons 12+, Mon-Fri, 7 PM-12 Mid
Overnight:	Total persons 12+, Mon-Sun, 12 Mid-6 AM
Wom 18-24:	Women 18-24, Mon-Sun, 6 AM-12 Mid
Wom 18-34:	Women 18-34, Mon-Sun, 6 AM-12 Mid
Wom 25-34:	Women 25-34, Mon-Sun, 6 AM-12 Mid
Wom 18-49:	Women 18-49, Mon-Sun, 6 AM-12 Mid
Wom 25-54:	Women 25-54, Mon-Sun, 6 AM-12 Mid
Men 18-24:	Men 18-24, Mon-Sun, 6 AM-12 Mid
Men 18-34:	Men 18-34, Mon-Sun, 6 AM-12 Mid
Men 25-34:	Men 25-34, Mon-Sun, 6 AM-12 Mid
Men 18-49:	Men 18-49, Mon-Sun, 6 AM-12 Mid
Men 25-54:	Men 25-54, Mon-Sun, 6 AM-12 Mid

If a station's call letters are followed by a > symbol, there is a very large difference between that station and the station that follows it in the rankings. A >> means there is a huge difference between the marked station and the next ranked station – around 10 shares or the marked station has twice as much audience as the next one. In a few cases, you'll see a >>>, which means the marked station has triple the audience of (or a lead of 15 shares over) the next ranked station. Conversely, the < symbol indicates the marked station has a very small lead over the next-ranked station -- 10 % or less.

A few stations from inside and outside the metro that have relatively small average quarter-hour audiences are found under "Other Rated Stations." For them, we show only their call letters/band identifier, format, frequency, city of license, metro 12+ total week share and metro 12+ cume rating.

In the Fall and Spring American Radio only, we provide a summary of Format Performance, based on total broadcast week, metro 12+ average quarter-hour audience. The table includes every format in the market and the audience of every station which shows up in the Arbitron market report. Here's an example:

Country	AM	FM	Total	%	Spr 96
	0 (0)	326 (4)	326 (4)	20.4%	21.4%

In this market, there are no AM Country stations, but there are 4 FM Country stations which compiled a total 12+ metro audience of 32,600 in an average quarter-hour. The total audience to Country among listed stations is also 32,600, or 20.4% of all listening to stations listed in the market report. Last year, 21.4% of all listening to listed stations was to Country stations.

Next is the Consolidation Report, which provides summed 12+ and 25-54 audience shares and the share of last year's revenue accountable to consolidated radio operations in the market. Here's an example:

Local	12+	25-54	Revenue
WAKR-AM, WONE-FM, WQMX-FM	18.5%	18.8%	46.5%

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 18.5% of the 12+ total week metro audience and 18.8% of the adults 25-54 total week metro audience, as well as 46.5% of last year's revenue in the market.



In most cases, the consolidated operations presented in this report were in effect during the survey, or were acquisitions announced sometime during the survey period.

The last two sections provide an update on station facilities and happenings in the market. For example, here are sample listings from Akron:

WAKR	1590	5 kw (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX
WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	Eastman	Earnstable

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WAKR, operates on 1590 with 5,000 watts fulltime, with a directional antenna at night. Abbreviations you may find accompanying AM stations' power information are:

DA, Days	Directional daytime-only operation
DA-N	Directional antenna at night only (non-directional days)
DA-1	Same directional pattern day and night
DA-2	Different directional patterns day and night
DA-D	Fulltimer that's directional only during the day (very uncommon)

WAKR has a Talk and Information format we call Full Service.

Next comes the station's network affiliation if it has one. In most casts, we use the same abbreviations as Arbitron:

ABC	ABC (includes former SMN)	Source	Westwood One Source
AP	Associated Press Radio	SRN	Salem Radio Network
AURN	American Urban Radio	Talknt, Tiknt	Westwood One Talknet Radio
BNN	Business News Network	TARN	Talk America Radio Network
CBS	CBS	UBN	United Broadcasting Network
CNN	Westwood One CNN+	UPI	United Press International Radio
CRC	Cadena Radio Centro	USA	USA Radio
JRN	Jones Radio Networks	Westwd, WW1	Westwood One
SBUSA	Sports Byline USA	1-on-1, 1/1	One-on-One Sports Radio

The spot rate is our estimate of each station's average unit rate. The unit rate estimate is what we project is the average rate for all spots run on the station. This estimate usually is derived by taking the station's gross billings and working backwards, with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following spot rate are the station's national sales representative firm (if any), the station's group ownership (if any) and its city of license if it's somewhat removed from the population core of the metro.

The final section is "Notes," in which we attempt to provide a thumbnail sketch of significant changes in the radio market, including:

Call letter changes – both old and new of stations which have changed their identity since the last issue of American Radio, with a date of change, if available.

Major format changes – with indication of their old and new place within our format categories.

Station sales – proposed sales in each market, with price and broker, where possible. In some cases, the price has been estimated by Jim Duncan. Please understand these sales may not necessarily close.

Miscellaneous comments – relevant comments and observations which come to mind as we prepare the book.

In the case of the FM, WKDD here, the only differences occur in the facilities section. For an FM, we present the station's licensed effective radiated power (ERP) and antenna height above average terrain.

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Fall 1996 Arbitron.

We hope you find this edition of American Radio interesting and useful. Let us know what you think and any improvements you'd like to see.

# AKRON

Arbitron Rank: 67 Pop (12+): 571,800	Stations: 29 / 6	Last Year's Revenue: \$17,000,000
MSA Rank: 77	Diaries: 1,814/315/1/53.7%	Household Income: \$40,820
MSA Pop: 683,000	Sample Target: 1,760	Retail Dollars: \$6.6 Bil
DMA: Cleveland (#13)	% Below Line: 54.8	#1 Biller: WKDD-F \$4,300,000
Average Persons Rating: 16.1	% Not Listed: 14.7	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 95,300	WAKR/WONE-F/WQMX-F \$7,900,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WQMX-F	75 / 8.2	7.5	6.9	6.9	7.5	7.4	946 / 16.5	15.5	14.9	D	WQMX-F
2	WONE-F	58 / 6.3	6.4	7.0	6.1	6.8	6.5	852 / 14.9	16.3	16.6	E	WONE-F
3	WNIR-F	55 / 6.0	4.9	5.5	6.3	6.1	5.7	667 / 11.7	10.4	11.2	D	WNIR-F
4	WMJI-F	52 / 5.7	6.4	6.4	8.0	5.4	6.6	893 / 15.6	18.0	15.9		WMJI-F
5	WKDD-F	45 / 4.9	5.4	6.6	5.0	6.0	5.5	832 / 14.6	15.4	15.3	F	WKDD-F
6	WDOK-F	44 / 4.8	5.8	6.0	6.1	5.0	5.7	759 / 13.3	14.9	13.1		WDOK-F
7	WGAR-F	43 / 4.7	3.3	4.1	5.3	4.6	4.4	713 / 12.5	10.1	12.5		WGAR-F
8	WNCX-F	39 / 4.3	4.1	4.7	3.7	3.7	4.2	754 / 13.2	13.9	12.2		WNCX-F
9	WAKR	37 / 4.0	4.5	4.0	4.3	4.9	4.2	715 / 12.5	10.7	12.2	C	WAKR
10	WZAK-F	36 / 3.9	3.6	3.1	3.2	3.6	3.5	577 / 10.1	9.2	9.2		WZAK-F
11	WMMS-F	35 / 3.8	3.3	3.8	3.8	3.7	3.7	673 / 11.8	13.3	13.4		WMMS-F
12	WRMR	32 / 3.5	3.8	4.0	3.4	3.0	3.7	361 / 6.3	6.2	6.5		WRMR

12+ FM Share (Metro): 74.61 % ( 473 of 634 ) ( Summer 96: 81.65 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZAK-F	1 WQMX-F	1 WQMX-F <	1 WONE-F <	1 WONE-F	1 WMJI-F	1 WNCX-F	1 WNIR-F <	1 WQMX-F	1 WKNR	1 WAKR
2 WQMX-F	2 WMMS-F <	2 WONE-F	2 WQMX-F	2 WQMX-F <	WNIR-F	2 WQMX-F	2 WQMX-F	2 WONE-F	WQMX-F <	2 WZAK-F
3 WENZ-F >	3 WKDD-F <	3 WKDD-F <	3 WKDD-F	3 WMJI-F	3 WQMX-F <	WMJI-F	3 WDOK-F <	3 WNIR-F <	3 WAKR <	WONE-F
4 WZJM-F >	4 WONE-F	4 WNCX-F	4 WMJI-F	4 WKDD-F	4 WAKR <	4 WAKR	4 WONE-F <	4 WMJI-F <	4 WONE-F	WQMX-F <
	WNCX-F	5 WMMS-F <	WDOK-F	WDOK-F	5 WDOK-F <	WKDD-F <	5 WMJI-F <	5 WDOK-F <	5 WKDD-F	5 WMJI-F <
	6 WENZ-F <	6 WMJI-F <	WNCX-F	6 WNCX-F <	6 WONE-F	6 WONE-F <	6 WGAR-F	6 WTAM	WZAK-F	
	7 WZAK-F	7 WDOK-F <	7 WGAR-F	7 WGAR-F <	WRMR	7 WNIR-F	7 WKDD-F <	WMMS-F <	7 WMJI-F <	
			WMMS-F <	8 WNIR-F	WGAR-F		8 WGAR-F <	8 WNIR-F <	8 WNIR-F <	
							9 WKDD-F	9 WMMS-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 WQMX-F	1 WKDD-F <	1 WKDD-F	1 WQMX-F	1 WQMX-F	1 WMMS-F >	1 WMMS-F	1 WMMS-F <	1 WONE-F	1 WONE-F >
2 WKDD-F >	2 WQMX-F >>	2 WQMX-F >	2 WKDD-F	2 WDOK-F <	2 WONE-F	2 WONE-F	2 WONE-F	2 WNCX-F <	2 WMJI-F
3 WQAL-F	3 WZAK-F	3 WDOK-F	3 WDOK-F >	3 WKDD-F	WNCX-F	WNCX-F >	WNCX-F >	3 WMMS-F >	WNCX-F
	WZJM-F	4 WNIR-F	4 WMJI-F	4 WMJI-F	4 WQMX-F	4 WQMX-F	4 WQMX-F	4 WQMX-F	4 WMMS-F
	WENZ-F	5 WZAK-F	WZAK-F <	5 WONE-F	5 WENZ-F	5 WENZ-F	5 WENZ-F	5 WMJI-F	5 WNIR-F
6 WZAK-F	WENZ-F	6 WONE-F	6 WONE-F	WGAR-F	6 WZJM-F	6 WZAK-F	6 WKDD-F	6 WNIR-F <	WQMX-F <
	WGAR-F >	7 WZJM-F	WQAL-F	7 WZAK-F	WZAK-F >	7 WZAK-F		7 WZAK-F	7 WTAM <
		WONE-F	WGAR-F	8 WNIR-F					
		WGAR-F		WQAL-F					

Other Rated Stations	Metro Cume Share Rating
WTOU	B/A/C 1350 Akron 1.2 2.7

Other Rated Stations--Outside Market	Metro Cume Share Rating
WCLV-F	CL 95.5 Cleveland 1.0 3.5
WENZ-F	AOR-NR 107.9 Cleveland 3.1 11.2
WHBC-F	AC 94.1 Canton 1.1 3.6
WHK-F	REL 98.1 Canton 0.3 2.1
WHOT-F	CHR 101.1 Youngstown 0.8 3.6
WKNR	SPRTS 1220 Akron 2.6 10.3
WLTF-F	AC 106.5 Cleveland 1.5 7.2
WNWV-F	J 107.3 Elyria 1.9 5.1
WQAL-F	AC/CHR 104.1 Cleveland 2.6 11.9
WQKT-F	C 104.5 Wooster 0.5 2.6
WQXK-F	C 105.1 Salem 2.0 7.1
WRQK-F	AOR 106.9 Canton 0.9 5.6
WSOM	ST 600 Salem 0.3 0.6
WTAM	N/T 1100 Cleveland 3.3 8.0
WZJM-F	CHR 92.3 Cleveland Hts. 2.0 7.9
WZKL-F	O 92.5 Alliance 0.3 1.4

# AKRON

Consolidation Report	12+	25-54	Revenue
Local WAKR-AM, WONE-FM, WQMX-FM	18.5 %	18.8 %	46.5 %
	18.5 %	18.8 %	46.5 %

## AM Stations

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwd, ABC	\$37.00	Christal	WQMX-F
WTOU	1350	5 kw (DA-1)	Black AC	ABC	\$<20.00	Eastman	Barnstable

## FM Stations

WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	Eastman	Barnstable
WNIR	100.1	1.95 kw @ 390	Talk	CBS	\$51.00	Eastman	Kent
WONE	97.5	12 kw @ 890	AOR		\$71.00	Christal	WQMX-F
WQMX	94.9	16.2 kw @ 878	Country		\$63.00	Christal	

Notes: Other ranked stations -- See Cleveland . . . 9/97 WAKR reportedly dropped all music from its programming

Jim Duncan

Comments: Listening levels are off sharply from year-ago levels: -6% . . . As we predicted last book, WNIR-F recovered nicely from its 4.9 then . . . WQMX-F has its highest share in more than two years

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

AC - Adult Contemporary	G - Gospel
AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
B - Black (audience 75%+ Black)	N - News
C - Country	O - 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
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Language)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	? - 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+): 732,700	Stations: 32 / 30	Last Year's Revenue: \$28,000,000
MSA Rank: 68	Diaries: 2,104/348:1/55.0%	Household Income: \$46,196
MSA Pop: 872,000	Sample Target: 2,030	Retail Dollars: \$8.2 Bil
DMA: 52	% Below Line: 0.9	#1 Biller: WGNA-AF \$4,800,000
Average Persons Rating: 16.1	% Not Listed: 13.6	#1 Billing Portfolio: Hicks, Muse (pend.) \$9,250,000
Market TSL In Hours: 21.50	Pop per Station: 24,423	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fail 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									F	WGNA-F
1	WGNA-F	C	122 / 10.3	10.3	10.8	10.7	11.5	10.5	1311 / 17.9	20.4	20.5	F	WGNA-F
2	WFLY-F	CHR	109 / 9.2	9.3	9.5	9.2	8.1	9.3	1920 / 26.2	24.1	23.0	E	WFLY-F
3	WGY	FS	103 / 8.7	9.3	8.8	9.6	9.3	9.1	1417 / 18.3	20.3	19.8	F	WGY
4	WYJB-F	SAC	100 / 8.5	7.8	10.3	10.0	9.0	9.1	1388 / 18.9	18.9	19.8	D	WYJB-F
5	WQBK-FF	AOR-NR	92 / 7.8	7.1	6.9	5.4	5.6	6.8	1491 / 20.4	19.4	18.8	D	WQBK-FF
6	WABY-AF	ST	78 / 6.6	6.0	5.9	7.2	6.1	6.4	844 / 11.5	11.7	11.5	A	WABY-AF
7	WPYX-F	AOR	70 / 5.9	7.0	7.2	7.7	7.4	7.0	1249 / 17.0	19.7	18.9	E	WPYX-F
8	WRVE-F	AC-NR	56 / 4.7	5.3	5.8	5.4	5.6	5.3	1010 / 13.8	14.5	15.4	D	WRVE-F
9	WTRY-F	O	35 / 3.0	3.1	1.9	1.0	1.9	2.2	658 / 9.0	6.7	7.7		WTRY-F
10	WKLI-FF	AC/CHR	32 / 2.7	3.2	2.1	2.3	3.2	2.6	786 / 10.5	10.7	11.6	C	WKLI-FF
11	WXCR-F	CL AOR	30 / 2.5	2.1	2.0	1.4	2.7	2.0	599 / 8.2	6.7	10.3		WXCR-F
	WXLE-F	AOR-P	30 / 2.5	1.2	0.8	1.6	1.9	1.5	828 / 8.6	5.9	5.9		WXLE-F
13	WHRL-F	J	29 / 2.5	1.8	1.4	2.3	1.7	2.0	407 / 5.6	5.1	4.0	A	WHRL-F
14	WEQX-F	AOR-NR	21 / 1.8	1.2	0.9	1.4	1.3	1.3	459 / 6.3	5.7	6.6		WEQX-F
15	WROW	T	17 / 1.4	1.4	1.3	1.5	1.4	1.4	373 / 5.1	5.0	6.2		WROW
	WPTR-F	C	17 / 1.4	1.5	1.7	1.4	0.8	1.5	369 / 5.0	3.7	3.3		WPTR-F
17	WTRY	O	15 / 1.3	1.3	1.7	1.7	1.6	1.5	295 / 4.0	5.5	5.1		WTRY

12+ FM Share (Metro): 83.73 % ( 854 of 1020 ) ( Summer 96: 80.43 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFLY-F >>	1 WQBK-FF <	1 WFLY-F <	1 WYJB-F <	1 WYJB-F <	1 WGY	1 WQBK-FF	1 WYJB-F <	1 WGNA-F <	1 WFLY-F	1 WGY >
2 WQBK-FF >>	2 WFLY-F	2 WQBK-FF <	2 WFLY-F <	2 WGNA-F <	2 WGNA-F	2 WGY	2 WGNA-F	2 WFLY-F <	2 WGY <	2 WGNA-F
	3 WPYX-F	3 WGNA-F <	3 WGNA-F <	3 WFLY-F	3 WABY-AF	3 WGNA-F	3 WFLY-F <	3 WYJB-F	3 WGNA-F >	3 WYJB-F
	4 WGNA-F <	4 WYJB-F	4 WQBK-FF	4 WQBK-FF	4 WYJB-F >	4 WYJB-F	4 WGY	4 WPYX-F <	4 WPYX-F	
	5 WYJB-F >	5 WPYX-F	5 WRVE-F <	5 WRVE-F <	5 WRVE-F <	5 WABY-AF <	5 WABY-AF <	5 WGY	5 WQBK-FF <	
	6 WKLI-FF	6 WRVE-F >	6 WPYX-F >	6 WPYX-F	6 WFLY-F	6 WFLY-F	6 WPYX-F <	6 WQBK-FF	6 WYJB-F	
		7 WGY	7 WGY	7 WGY	7 WTRY-F <	7 WPYX-F	7 WQBK-FF	7 WABY-AF <	7 WABY-AF >	
		WKLI-FF <	8 WTRY-F	8 WTRY-F		8 WRVE-F	8 WRVE-F >	8 WRVE-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 WFLY-F	1 WFLY-F	1 WFLY-F	1 WYJB-F	1 WYJB-F	1 WPYX-F <	1 WQBK-FF	1 WQBK-FF	1 WQBK-FF	1 WQBK-FF
2 WQBK-FF	2 WYJB-F	2 WYJB-F >	2 WFLY-F	2 WFLY-F	2 WQBK-FF >	2 WPYX-F >	2 WPYX-F	2 WPYX-F <	2 WGNA-F <
3 WYJB-F	3 WQBK-FF	3 WGNA-F	3 WGNA-F >	3 WGNA-F	3 WGNA-F	3 WFLY-F	3 WFLY-F >	3 WGNA-F <	3 WPYX-F
4 WGNA-F	4 WGNA-F	WQBK-FF	4 WQBK-FF <	4 WRVE-F >	WFLY-F >	4 WGNA-F >	4 WGNA-F >	4 WFLY-F	4 WFLY-F
5 WKLI-FF	5 WPYX-F <	5 WPYX-F	5 WRVE-F	5 WGY <	5 WXCR-F	5 WRVE-F	5 WRVE-F	5 WRVE-F	5 WRVE-F
	WPYX-F >	6 WKLI-FF	6 WPYX-F	6 WQBK-FF <	WEQX-F	6 WRVE-F	6 WXCR-F	6 WXCR-F	6 WYJB-F
		7 WXLE-F	WKLI-FF	7 WKLI-FF		7 WEQX-F	WKLI-FF	7 WYJB-F	WGY
		WRVE-F >>						8 WTRY-F <	8 WTRY-F <
								9 WTRY-F	9 WXCR-F >

Other Rated Stations	Metro Share	Cume Rating
WBKK-F	CL	97.7 Amsterdam 0.9 2.9
WBUG-F	C	101.1 Fl. Plain 0.5 1.0
WDCD-F	REL	96.7 Clifton Park 0.3 1.5
WGNA	C	1460 Albany 0.2 1.2
WHAZ-AF	REL	1330 Troy 0.3 1.3
WJKE-F	AC	101.3 Stillwater 0.8 3.4
WKAJ	ST	900 Saratoga Spgs. 0.4 1.2
WNYQ-F	AC	105.7 Queensbury 0.4 1.3
WTMM	SPRTS	1300 Rensselaer 0.6 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WENU-F	ST	101.7 Hudson Falls 0.3 0.9
WJIV-F	REL	101.9 Cherry Valley 0.6 1.9

# ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue
<b>Albany</b> WROW-AM, WPTR-FM, WFLY-FM, WYJB-FM	20.5 %	22.2 %	23.4 %
<b>Dame</b> WGY-AM, WHRL-FM, WRVE-FM	15.9 %	15.5 %	23.6 %
<b>Hicks, Muse, pend.</b> WGNA-FM, WGNA-AM, WPYX-FM, WTRY-AM, WTRY-FM	20.7 %	22.7 %	33.0 %
<b>Radio Enterprises/Arcara</b> WXCR-FM, WTMM-AM, WQBJ-FM, WQBK-FM	10.9 %	11.9 %	11.4 %
	<b>68.0 %</b>	<b>72.3 %</b>	<b>91.4 %</b>

## AM Stations

Station	Freq	Power	Format	Network	Rate	Advertiser	Buyer
WABY	1400	1 kw	Standards	Westwd, CNN	\$17.00	Christal	Bendat
WGY	810	50 kw	Full Service	ABC	\$60.00	Katz	Dame
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI	\$20.00	Allied	Albany
WTRY	980	5 kw (DA-N)	Oldies		\$<20.00	Mc-Guild	Hicks, Muse, pend.

## FM Stations

Station	Freq	Power	Format	Network	Rate	Advertiser	Buyer	Location
WABY	94.5	3 kw @ 328	Standards	Westwd	\$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	\$71.00	Allied	Albany	
WGNA	107.7	12 kw @ 984	Country	Westwd	\$102.00	Mc-Guild	Hicks, Muse, pend.	
WHRL	103.1	6 kw @ 325	Jazz	JRN, CBS	\$<20.00	Katz	Dame	
WKBE	100.3	1.45 kw @ 1312	See WKLI-F					Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR		\$45.00	Banner	Bendat	
WPTR	96.3	0.5 kw @ 1119	Classic Country	ABC	\$ NA	Allied	Albany	Voorheesville
WPYX	106.5	16 kw @ 902	AOR	ABC	\$71.00	Mc-Guild	Hicks, Muse, pend.	
WQBJ	103.5	50 kw @ 492	See WQBK-F					Cobieskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS	\$47.00	Eastman	Radio E.t./Arcara	
WRVE	99.5	15 kw @ 927	Modern AC		\$51.00	Katz	Dame	
WTRY	98.3	6 kw @ 328	Oldies		\$ NA	Mc-Guild	Hicks, Muse, pend.	Rotterdam
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Eastman	Radio E.t./Arcara	Ballston Spa
WXLE	104.5	5 kw @ 351	Progressive AOR	ABC	\$<20.00	Christal		Mechanicville
WYJB	95.5	12 kw @ 1023	Soft AC		\$56.00	Allied	Albany	

Notes: 7/97 WQBK (AM) changed from Talk to Sports as WTMM ("The Team") . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WGNA-AM for \$36,000,000; WTRY-AM for \$7,000,000; WPYX-F for \$30,000,000

Jim Duncan

Comments: Listening levels continue to be steady . . . WTRY-F levels off at a 3 share . . . WPYX-F is at its lowest level in over two years

# ALBUQUERQUE

<b>Arbitron Rank:</b> 71	<b>Pop (12+):</b> 546,300	<b>Stations:</b> 35 / 33	<b>Last Year's Revenue:</b> \$30,800,000
<b>MSA Rank:</b> 79		<b>Diaries:</b> 1,805/303/149.9%	<b>Household Income:</b> \$39,273
<b>MSA Pop:</b> 677,000		<b>Sample Target:</b> 1,700	<b>Retail Dollars:</b> \$7.1 Bil
<b>DMA:</b> 48		<b>% Below Line:</b> 1.2	<b>#1 Biller:</b> KRST-F \$5,000,000
<b>Average Persons Rating:</b> 16.5		<b>% Not Listed:</b> 9.5	<b>#1 Billing Portfolio:</b> Citadel \$17,100,000
<b>Market TSL in Hours:</b> 22.25		<b>Pop per Station:</b> 16,555	

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									G	KRST-F
1	KRST-F	C	100 / 11.1	10.3	10.5	10.1	9.9	10.5	1197 / 21.9	22.8	20.9	G	KRST-F
2	KKOB	FS	74 / 8.2	8.5	10.1	9.2	7.8	9.0	1029 / 18.8	18.2	17.1	F	KKOB
3	KKSS-F	CHR	51 / 5.6	8.1	5.8	7.7	7.8	6.8	919 / 16.8	19.0	16.7	D	KKSS-F
4	KZRR-F	AOR	48 / 5.3	5.5	5.8	4.1	3.2	5.2	777 / 14.2	13.1	11.4	D	KZRR-F
5	KHFM-F	CL	45 / 5.0	4.4	4.4	4.4	4.3	4.5	626 / 11.5	10.8	10.6	C	KHFM-F
	KZKL-AF	O	45 / 5.0	4.2	4.0	4.7	3.7	4.5	714 / 13.1	13.2	10.2	C	KZKL-AF
7	KPEK-F	AOR-P	43 / 4.8	4.6	3.7	2.6	2.3	3.9	801 / 14.7	12.8	7.6	B	KPEK-F
8	KMGA-F	SAC	39 / 4.3	4.4	4.7	3.9	4.7	4.3	587 / 10.7	13.1	12.9	D	KMGA-F
9	KIOT-F	CL AOR	37 / 4.1	4.7	4.2	5.1	3.7	4.5	763 / 14.0	15.1	11.7	C	KIOT-F
	KKOB-F	AC	37 / 4.1	4.7	5.2	4.7	6.1	4.7	831 / 15.2	16.7	18.3	E	KKOB-F
11	KTEG-F	AOR-NR	34 / 3.8	3.5	4.6	3.9	3.6	3.9	729 / 13.3	11.8	13.1	C	KTEG-F
12	KYLZ-F	CHR/B	31 / 3.4	1.5	1.1	1.0	1.8	1.8	581 / 10.8	6.6	5.2	A	KYLZ-F
13	KLVO-F	SP	29 / 3.2	2.9	2.2	2.6	4.0	2.7	370 / 6.8	6.7	7.1	B	KLVO-F
	KTBL-F	C	29 / 3.2	5.3	3.5	3.9	3.6	4.0	555 / 10.2	12.3	11.6	B	KTBL-F
15	KLSK-F	CL AOR	28 / 3.1	2.7	2.4	3.0	4.2	2.8	560 / 10.3	10.9	10.3	B	KLSK-F
16	KIVA	ST	27 / 3.0	3.5	4.7	4.8	5.5	4.0	355 / 6.5	6.8	8.4	A	KIVA
17	KRZN-F	J	20 / 2.2	1.7	3.9	2.8	1.8	2.7	335 / 6.1	4.9	5.3	A	KRZN-F
18	KRZY-F	SP	10 / 1.1	1.1	1.2	2.1	2.7	1.4	131 / 2.4	3.7	7.3	A	KRZY-F
	KNKT-F	REL	10 / 1.1	0.5	0.7	0.8	0.8	0.8	187 / 3.4	2.5	3.1	A	KNKT-F
20	KABG-F	O	9 / 1.0	0.8	1.3	1.0	1.1	1.0	251 / 4.6	3.1	3.5	A	KABG-F

12+ FM Share (Metro): 82.13 % ( 671 of 817 ) ( Summer 96: 78.69 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKSS-F >>	1 KZRR-F	1 KRST-F >	1 KRST-F >	1 KRST-F >>	1 KKOB <	1 KRST-F	1 KRST-F <	1 KRST-F >	1 KKSS-F	1 KKOB >
2 KYLZ-F	KRST-F	2 KZRR-F	2 KZRR-F	2 KKOB <	2 KRST-F >	2 KKOB >	2 KKOB >	2 KZKL-AF	2 KTEG-F	2 KKSS-F
KTEG-F >	3 KKSS-F	3 KPEK-F	3 KIOT-F	3 KZKL-AF <	3 KHFM-F	3 KZRR-F	3 KMGA-F <	3 KKSS-F <	3 KKOB <	3 KZRR-F
	4 KPEK-F	4 KIOT-F	KZKL-AF	4 KZRR-F <	4 KZKL-AF	4 KHFM-F <	4 KHFM-F <	4 KKOB <	4 KRST-F <	4 KRST-F >
	5 KIOT-F	KZKL-AF	KPEK-F	5 KIOT-F <	5 KMGA-F <	5 KZKL-AF <	5 KPEK-F <	5 KZRR-F	5 KZRR-F	5 KZRR-F <
	KTEG-F <	KKSS-F	6 KKOB	6 KPEK-F	6 KIVA	6 KKOB-F <	6 KKSS-F	KPEK-F <	6 KYLZ-F	6 KYLZ-F
	7 KYLZ-F	7 KKOB	7 KKOB-F <	7 KKOB-F <	7 KLVO-F	7 KKSS-F	KZKL-AF <	7 KMGA-F <	7 KKOB-F <	7 KKOB-F <
	8 KKOB-F <	8 KLSK-F <	8 KLSK-F	8 KMGA-F		KPEK-F	8 KZRR-F <	8 KIOT-F <	8 KZKL-AF	8 KZKL-AF
		9 KKOB-F <	9 KMGA-F <	KLSK-F			9 KIOT-F	9 KHFM-F <	9 KHFM-F <	9 KHFM-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 KYLZ-F	1 KRST-F	1 KRST-F	1 KRST-F >	1 KRST-F >	1 KKSS-F	1 KZRR-F >	1 KZRR-F >	1 KZRR-F <	1 KRST-F
2 KKSS-F	2 KPEK-F >	2 KPEK-F >	2 KPEK-F >	2 KPEK-F	2 KZRR-F >	2 KKSS-F	2 KIOT-F	2 KRST-F >	2 KZRR-F
3 KTEG-F	3 KKOB-F	3 KKOB-F	3 KZKL-AF	3 KZKL-AF <	3 KTEG-F	3 KIOT-F	3 KRST-F	3 KIOT-F	3 KKOB
4 KPEK-F	KYLZ-F	4 KIOT-F	KKSS-F <	4 KMGA-F <	4 KYLZ-F	4 KTEG-F <	KLSK-F	4 KKOB <	4 KIOT-F
5 KRST-F >>	5 KKOB-F	5 KMGA-F	5 KMGA-F	5 KKOB-F	5 KLSK-F	5 KLSK-F	5 KKSS-F	5 KLSK-F <	5 KZKL-AF
	KTEG-F	KZRR-F	KKOB-F	6 KIOT-F	KRST-F >	KRST-F	KKOB	6 KKSS-F <	6 KLSK-F >
	7 KIOT-F	7 KKSS-F	7 KYLZ-F <	KKOB		7 KTBL-F	KTEG-F	7 KZKL-AF	7 KTBL-F
	KZRR-F	KTEG-F	8 KIOT-F			KYLZ-F	KTBL-F	8 KTEG-F	8 KHFM-F <
			KTEG-F <					KPEK-F <	

Other Rated Stations	Metro Share	Cume Rating
KABQ	SP	1350 Albuquerque 0.4 1.1
KALY	SP	1240 Los Ranchos ... 0.7 1.4
KARS	SP	860 Belen 0.3 1.1
KBFG-F	C	95.5 Santa Fe 0.3 2.2
KDEF	T	1150 Albuquerque 0.4 1.2
KEXT-F	SP	104.7 Los Lunas 0.8 1.4
KEZF-F	SAC	101.3 Albuquerque 0.6 1.9
KHTL	T	920 Albuquerque 0.4 2.7
KNML	SPRIS	1050 Los Ranchos ... 0.7 2.0
KRZY	SP	1450 Albuquerque 0.9 1.8
KXKS	SP	1190 Albuquerque 0.3 1.2
KZSS	T	610 Albuquerque 0.7 2.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KBAC-F	AOR-P	98.1 Las Vegas 0.4 1.0
KBOM-F	O	106.7 Los Alamos 0.8 3.9

# ALBUQUERQUE

Consolidation Report	12+	25-54	Revenue
Am. Genl., pend. KLVO-FM, KARS-AM, KBFG-FM, KYLZ-FM, KKIM-AM, KABG-FM	8.3 %	6.3 %	3.0 %
Citadel KTBL-FM, KRST-FM, KNML-AM, KMGA-FM, KKOB-AM, KKOB-FM, KHTL-AM, KHFM-FM	37.0 %	36.3 %	55.5 %
Simmons KIVA-AM, KRZN-FM, KEZF-FM, KZKL-AF	10.8 %	10.5 %	13.5 %
Trumper KZSS-AM, KPEK-FM, KTEG-FM, KDZZ-AM, KZRR-FM, KLSK-FM	17.7 %	19.1 %	17.2 %
	73.7 %	72.2 %	89.2 %

## AM Stations

Station	Power	Time	Day	Service	Source	Advertiser	Agency	Comments	
KIVA	1310	5 kw/500 w	(DA-N)	Standards	Westwd	\$<20.00	Allied	Simmons	Corrales
KKOB	770	50 kw	(DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel	
KZKL	1580	10 kw	(Days)	See KZKL-F					

## FM Stations

Station	Power	Time	Day	Service	Source	Advertiser	Agency	Comments	
KABG	98.5	100 kw	@ 1781	Oldies		\$ NA	Christal	Am. Genl.	Los Alamos
KEZF	101.3	6 kw	@ 328	Soft AC	Westwd	\$<20.00	Allied	Simmons	
KHFM	96.3	20 kw	@ 4133	Classical		\$40.00	Allied	Citadel	
KIOT	102.5	50 kw	@ 371	Classic AOR		\$ 30.00	Allied	Simmons	Los Lunas
KKOB	93.3	21.5 kw	@ 4150	AC		\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw	@ 1875	CHR		\$44.00	D&R	SunGroup	Santa Fe
KLSK	104.1	100 kw	@ 1875	Classic AOR		\$23.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 kw	@ 860	Hispanic		\$<20.00	---	Am. Genl., pend.	Belen
KMGA	99.5	22.5 kw	@ 4130	Soft AC	Westwd	\$56.00	Chrstal	Citadel	
KPEK	100.3	22.5 kw	@ 4107	Modern AC		\$29.00	Eastman	Trumper	
KRST	92.3	22 kw	@ 4160	Country		\$97.00	Katz	Citadel	
KRZN	105.1	100 kw	@ 1936	Jazz		\$<20.00	Allied	Simmons	Santa Fe
KRZY	105.9	100 kw	@ 1936	Hispanic		\$ NA	---	EXCL	Santa Fe
KTBL	103.3	20.5 kw	@ 4186	Classic Country		\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw	@ 4131	AOR-New Rock		\$31.00	Banner	Trumper	
KYLZ	106.3	100 kw	@ 960	CHR/Black		\$ NA	---	Am. Genl., pend.	Los Lunas
KZKL	101.7	3 kw	@ 92	Oldies		\$40.00	Allied	Simmons	Rio Rancho
KZRR	94.1	22.5 kw	@ 4130	AOR	Source	\$52.00	Eastman	Trumper	

Notes: 8/97 KDNR-F changed calls to KYLZ-F ("Wild 106"); remains Dance CHR (CHR/B) . . . 10/97 KARS/KKIM/KLVO-F/KYLZ-F sold by Guardian to American General (price NA)

Jim Duncan

Comments: KRST-F is at its highest share level in over two years . . . A very weak book for KKSS-F especially considering it is a Summer book -- it's their weakest in more than two years . . . Listening levels as a whole are steady in the market . . . KHFM-F is back at the five-share level . . . KPEK-F had its fourth consecutive up book . . . KKOB-F had its poorest share in many years . . . KYLZ-F is showing good growth

# ALLENTOWN-BETHLEHEM

Arbitron Rank: 65 Pop (12+): 599,900	Stations: 49 / 14	Last Year's Revenue: \$21,100,000
MSA Rank: 87	Diaries: 1,765/340:1/53.9%	Household Income: \$45,705
MSA Pop: 616,000	Sample Target: 1,790	Retail Dollars: \$5.1 Bil
DMA: Philadelphia DMA (#4)	% Below Line: 24.5	#1 Biller: WLEV-F \$4,400,000
Average Persons Rating: 17.3	% Not Listed: 9.5	#1 Billing Portfolio: Capstar \$10,400,000
Market TSL in Hours: 22.75	Pop per Station: 42,850	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fail 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WAEB-F	139 / 13.4	136	126	116	133	12.8	1883 / 31.4	30.2	30.9	F
2	WODE-F	117 / 11.3	100	103	7.9	115	9.9	1607 / 28.8	25.8	26.8	E
3	WZZO-F	94 / 9.0	82	70	9.4	87	8.4	1241 / 20.7	19.1	21.3	F
4	WCTO-F	93 / 8.9	89	81	10.6	67	9.1	1199 / 20.0	17.9	19.5	F
5	WFMZ-F	89 / 8.8	70	85	8.8	70	8.2	1074 / 17.9	17.0	17.5	D
6	WAEB	41 / 3.9	40	53	5.0	52	4.6	689 / 11.1	11.8	14.7	C
7	WKAP	40 / 3.8	52	37	4.1	49	4.2	424 / 7.1	7.6	8.1	A
8	WYSP-F	28 / 2.7	17	17	1.5	18	1.9	567 / 9.5	6.2	7.2	A
9	WRNJ-F	24 / 2.3	2.6	2.6	1.9	3.6	2.4	403 / 8.7	6.5	7.9	A
10	WMGK-F	19 / 1.8	17	15	1.7	1.5	1.7	382 / 6.4	6.5	4.4	A
11	WIOQ-F	17 / 1.8	1.8	1.2	1.0	0.8	1.4	460 / 7.7	6.1	4.8	A
12	WXTU-F	16 / 1.5	1.2	2.4	1.9	1.9	1.8	285 / 4.8	4.6	6.4	A
13	WEST	15 / 1.4	1.9	1.7	2.5	1.3	1.9	186 / 3.1	3.6	3.9	A

12+ FM Share (Metro): 81.41 % ( 762 of 936 ) ( Summer 96: 78.15 % )

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

Consolidation Report	12+	25-54	Revenue
Capstar, pend. WAEB-FM, WAEB-AM, WEEEX-AM, WKAP-AM, WODE-FM, WZZO-FM	41.7 %	44.1 %	67.8 %
Citadel WCTO-FM, WFMZ-FM	17.5 %	17.8 %	30.8 %
	<b>59.2 %</b>	<b>61.9 %</b>	<b>98.6 %</b>



# ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
WEEX	C	1230	Easton	0.3	1.1	KYW	N	1060	Philadelphia	0.7	4.8
WGPA	?	1100	Bethlehem	0.7	1.7	WABC	T	770	New York	1.2	2.9
WLSH	ST	1410	Lansford	0.3	0.9	WAWZ-F	REL	99.1	Zarephath	0.3	1.3
WRNJ	AC	1510	Hackettstown	0.8	1.7	WBEB-F	AC	101.1	Philadelphia	0.4	1.2
WYNS	C	1160	Lehighton	1.2	2.7	WBYN-F	REL	107.5	Boyertown	1.1	2.6
						WCBS	N	880	New York	0.3	1.3
						WFAN	SPRTS	660	New York	0.6	2.4
						WFLN-F	CL	95.7	Philadelphia	0.5	1.7
						WGGY-F	C	101.3	Wilkes Barre	0.3	0.7
						WHCY-F	C	106.3	Blairstown, NJ	0.4	1.6
						WIOV-F	C	105.1	Ephrata	0.3	1.2
						WIP	SPRTS	610	Philadelphia	0.7	2.2
						WJJZ-F	J	106.1	Philadelphia	0.7	2.6
						WKXZ-F	CHR	98.5	Wilkes Barre	0.6	2.8
						WKXW-F	T	101.5	Trenton, NJ	0.5	2.4
						WMGS-F	AC	92.9	Wilkes Barre	0.4	1.4
						WMMR-F	AOR	93.3	Philadelphia	0.5	2.7
						WNNJ-F	AC	103.7	Newron, NJ	0.6	1.7
						WOGL-F	O	98.1	Philadelphia	0.6	2.4
						WOR	T	710	New York	1.0	2.1
						WPLJ-F	CHR-NR	95.5	New York	0.5	1.8
						WPLY-F	CHR-NR	100.3	Media, PA	0.4	2.7
						WPST-F	CHR	97.5	Trenton, NJ	0.9	4.8
						WRFY-F	CHR	102.5	Reading	0.6	3.1
						WSBG-F	CHR	93.5	Stroudsburg	0.4	2.2
						WUJL-F	B	98.9	Philadelphia	0.2	5.2
						WWDB-F	T	96.5	Philadelphia	0.6	2.3
						WXRK-F	T/NR	92.3	New York	0.5	1.8
						WYXR-F	AC/CHR	104.5	Philadelphia	0.5	4.2
						WZMT-F	AOR	97.9	Hazleton	0.3	1.0

## AM Stations

WAEB	790	3.8 kw/1.5 kw (DA-2)	Talk	CBS, Westwd	\$35.00	Katz	Capstar
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild	
WKAP	1470	5 kw (DA-N)	Standards	ABC	\$<20.00	Katz	Capstar, pend.

## FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	Capstar
WCTO	96.1	50 kw @ 500	Country		\$91.00	Mc-Guild	Citadel
WFMZ	100.7	11 kw @ 1073	Soft AC		\$53.00	Allied	Citadel
WODE	99.9	50 kw @ 449	Oldies	ABC	\$71.00	Eastman	Capstar
WRNJ	107.1	1.2 kw @ 719	Country	ABC	\$<20.00	---	Belvidere, NJ
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Capstar

Notes: Other ranked stations -- See Philadelphia . . . 8/97 WLEV-F changed from AC to Country as WCTO-F ("Cat Country 96.1"); reportedly, the WLEV format and calls will shift to WFMZ-F . . . 10/97 WKAP sold to Capstar for \$2,130,000

Jim Duncan

Comments: Listening levels bounded back from their weakness in the Spring . . . WAEB-F has held on to its recent gains . . . WFMZ-F recovered from its poor Spring book

# ATLANTA

Arbitron Rank: 12	Pop (12+): 2,925,700	Stations: 24 / 22	Last Year's Revenue: \$192,200,000
MSA Rank: 9		Diaries: 3,888/752:1/46.3%	Household Income: \$47,295
MSA Pop: 3,560,000		Sample Target: 3,740	Retail Dollars: \$38.0 Bil
DMA: 10		% Below Line: 0.9	#1 Biller: WSB \$22,600,000
Average Persons Rating: 15.5		% Not Listed: 12.5	#1 Billing Portfolio: Jacor \$43,000,000
Market TSL In Hours: 20.50		Pop per Station: 132,986	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WVEE-F	440 / 9.7	107	98	10.4	9.4	10.1	5805 / 19.8	20.2	19.5	K	WVEE-F
2	WSB	406 / 8.9	8.3	90	10.2	8.7	9.1	6721 / 23.0	22.3	22.7	K	WSB
3	WSTR-F	318 / 7.0	7.3	59	5.1	5.2	6.3	6053 / 20.7	19.4	18.0	I	WSTR-F
4	WALR-F	281 / 6.2	5.8	6.0	6.4	5.7	6.1	3919 / 13.4	13.7	12.5	H	WALR-F
5	WKHX-F	277 / 6.1	6.7	8.3	7.4	9.0	7.1	4311 / 14.7	16.4	19.7	J	WKHX-F
6	WPCH-F	266 / 5.9	4.9	5.6	6.2	5.9	5.6	4401 / 15.0	14.3	15.9	J	WPCH-F
7	WSB-F	251 / 5.5	5.1	4.3	4.7	5.2	4.9	4918 / 16.8	16.2	16.4	I	WSB-F
8	WNNX-F	233 / 5.1	4.8	5.0	5.0	4.9	5.0	4148 / 14.2	15.0	14.5	I	WNNX-F
9	WHTA-F	232 / 5.1	5.2	4.9	5.0	4.7	5.1	3692 / 12.6	12.9	11.8	B	WHTA-F
10	WKLS-F	213 / 4.7	4.8	4.5	4.9	5.2	4.7	4042 / 13.8	13.6	14.3	I	WKLS-F
11	WFOF-F	182 / 4.0	4.3	4.2	3.9	4.8	4.1	4162 / 14.2	14.7	14.7	I	WFOF-F
12	WYAY-F	181 / 4.0	3.6	3.4	4.2	4.2	3.8	2879 / 9.8	8.7	11.3	G	WYAY-F
	WZGC-F	181 / 4.0	4.3	4.2	3.4	3.1	4.0	3708 / 12.7	12.9	12.6	H	WZGC-F
14	WJZF-F	145 / 3.2	2.8	2.3	2.6	2.4	2.7	2396 / 8.2	8.7	8.2	F	WJZF-F
15	WAOK	90 / 2.0	2.3	1.5	1.5	2.5	1.8	1171 / 4.0	4.1	4.7	D	WAOK
16	WGST-F	82 / 1.8	2.5	2.9	2.2	2.1	2.4	1404 / 4.8	6.3	6.0	*	WGST-F
17	WGST	60 / 1.3	1.9	1.9	1.7	2.0	1.7	1525 / 5.2	5.6	7.1	I	WGST

12+ FM Share (Metro): 83.64 % ( 3323 of 3973 ) ( Summer 96: 82.44 % )

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

Other Rated Stations	Metro Share	Cume Rating
WCNN	N/T	680 N. Atlanta 0.6 3.0
WNIV	REL	970 Atlanta 0.4 1.4
WQXI	SPRTS	790 Atlanta 0.7 1.7
WYZE	B/G	1480 Atlanta 0.4 0.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WTSH-F	C	107.1 Rockmart 0.4 1.4
WVJF-F	REL	93.3 Manchester 0.6 2.0

# ATLANTA

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b> WDWD-AM, WKHX-FM, WYAY-FM	16.2 %	15.4 %	12.1 %
<b>Cox</b> WJZF-FM, WSB-FM, WSB-AM	17.6 %	18.2 %	21.1 %
<b>Jacor</b> WGST-AM, WKLS-FM, WPCH-FM	11.9 %	12.4 %	22.3 %
<b>Westinghouse</b> WAOK-AM, WVEE-FM, WZGC-FM	15.7 %	15.7 %	16.8 %
	<b>61.4 %</b>	<b>61.7 %</b>	<b>72.3 %</b>

## AM Stations

Station	Power	Time	Genre	Network	Revenue	Advertiser	Agency
WAOK	1380	5 kw (DA-N)	Gospel	ABC	\$53.00	Infinity	Westinghouse
WGST	640	50 kw/1 kw (DA-2)	Talk/News	ABC, CBS, AP	\$175.00	Eastman	Jacor
WSB	750	50 kw	Full Service/Talk	AP, CNN	\$240.00	Christal	Cox

## FM Stations

Station	Power	Time	Genre	Network	Revenue	Advertiser	Agency
WALR	104.7	100 kw @ 983	Black AC		\$165.00	Christal	Midwestern Athens
WFOX	97.1	100 kw @ 1570	Oldies	Westwd	\$200.00	Century	Chancellor Gainesville
WGST	105.7	50 kw @ 492	See WGST-AM			Katz	Canton
WHTA	97.5	6.6 kw @ 636	Black		\$110.00	Allied	Radio One Fayetteville
WJZF	104.1	60 kw @ 1218	Jazz		\$125.00	Christal	Cox La Grange
WKHX	101.5	100 kw @ 984	Country		\$310.00	Katz	ABC/Disney
WKLS	96.1	100 kw @ 984	AOR	Source	\$220.00	Eastman	Jacor
WNNX	99.7	100 kw @ 1032	AOR-New Rock		\$210.00	Allied	Susquehanna
WPCH	94.9	100 kw @ 984	Soft AC	CBS	\$274.00	Eastman	Jacor
WSB	98.5	100 kw @ 1022	AC		\$250.00	Christal	Cox
WSTR	94.1	100 kw @ 1022	CHR		\$220.00	CBS	Jefferson-Pilot Smyrna
WVEE	103.3	100 kw @ 1022	Black		\$355.00	Infinity	Westinghouse
WYAY	106.7	99 kw @ 1401	Country	ABC	\$145.00	Katz	ABC/Disney Gainesville
WZGC	92.9	100 kw @ 914	Classic AOR	Westwd	\$185.00	Infinity	Westinghouse

Notes: \* WGST-F revenue included with WGST . . . 7/97 WKHX (AM) changed calls to WDWD; remains Childrens (Disney) . . . 8/97 WCNN changed from Sports to News/Talk

Jim Duncan

Comments: Listening levels are down 5% versus last year . . .WSTR-F maintained its recent gains . . .WKHX-F continued to decline; it's at its lowest share in many years

# AUSTIN

Arbitron Rank: 51 Pop (12+): 845,700	Stations: 27 / 20	Last Year's Revenue: \$48,300,000
MSA Rank: 55	Diaries: 2,195/385:1/48.6%	Household Income: \$41,015
MSA Pop: 1,040,000	Sample Target: 2,030	Retail Dollars: \$11.3 Bil
DMA: 64	% Below Line: 3.5	#1 Biller: KASE-F \$11,700,000
Average Persons Rating: 15.4	% Not Listed: 18.5	#1 Billing Portfolio: KVET-AF/KASE-F \$16,400,000
Market TSL In Hours: 20.50	Pop per Station: 42,285	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									1	2
1 KASE-F	C	133 / 10.2	11.1	12.2	12.8	13.1	11.6	1805 / 21.3	206	253	I	KASE-F	
2 KHFI-F	CHR	128 / 9.8	8.8	9.5	9.8	9.0	9.5	2217 / 28.2	257	241	F	KHFI-F	
3 KLBJ-F	AOR	84 / 6.4	6.2	5.1	5.3	5.4	5.8	1389 / 16.4	15.2	14.2	F	KLBJ-F	
4 KKMJ-F	SAC	82 / 6.3	6.2	8.5	7.0	5.9	7.0	1376 / 16.3	15.2	16.2	F	KKMJ-F	
5 KVET-F	C	75 / 5.8	5.7	5.7	5.4	5.3	5.6	1247 / 14.7	14.2	15.5	D	KVET-F	
6 KAMX-F	AC-NR	68 / 5.2	4.8	3.8	3.7	4.6	4.4	1478 / 17.5	16.2	13.5	C	KAMX-F	
7 KPEZ-F	CL AOR	66 / 5.1	5.3	5.0	4.3	3.5	4.9	1208 / 14.3	14.1	13.2	C	KPEZ-F	
8 KROX-F	AOR-NR	62 / 4.8	3.6	4.2	2.2	3.5	3.7	1360 / 16.1	13.0	11.9	C	KROX-F	
9 KLBJ	N/T	60 / 4.6	4.7	4.8	5.0	5.7	4.8	1070 / 12.7	11.7	13.5	G	KLBJ	
10 KEYI-F	O	59 / 4.5	5.3	4.4	5.3	4.9	4.9	1185 / 14.0	13.7	14.5	D	KEYI-F	
11 KGSR-F	AOR-P	38 / 2.9	3.9	3.8	3.6	3.5	3.6	707 / 8.4	8.6	9.5	D	KGSR-F	
12 KAJZ-F	J	32 / 2.5	2.4	2.5	3.0	2.4	2.6	574 / 6.8	6.5	7.6	C	KAJZ-F	
13 KJFK-F	T	25 / 1.9	1.3	1.1	2.7	1.7	1.8	410 / 4.8	4.3	8.5	C	KJFK-F	
14 KCLB-F	SP	24 / 1.8	1.6	1.8	1.4	1.5	1.7	379 / 4.5	4.1	3.8	A	KCLB-F	
15 KJCE	B/AC	21 / 1.6	2.0	1.5	1.4	1.8	1.6	347 / 4.1	3.9	3.3	A	KJCE	
16 KELG	SP	19 / 1.5	1.6	0.9	1.1	0.7	1.3	152 / 1.8	2.6	1.6		KELG	
17 KVET	T	18 / 1.4	2.2	2.1	2.4	2.4	2.0	484 / 5.7	7.2	6.6	C	KVET	
18 KIXL	REL	17 / 1.3	0.8	0.8	1.0	0.8	1.0	253 / 3.0	2.5	2.7		KIXL	

12+ FM Share (Metro): 84.46 % ( 897 of 1062 ) ( Summer 96: 81.21 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHFI-F >>	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 KHFI-F >	1 KASE-F <
2 KROX-F >	2 KASE-F	2 KHFI-F	2 KLBJ-F	2 KLBJ-F <	2 KVET-F <	2 KLBJ-F <	2 KHFI-F	2 KHFI-F >	2 KROX-F <	2 KHFI-F >
3 KLBJ-F	3 KLBJ-F	3 KHFI-F	3 KHFI-F <	3 KHFI-F <	3 KLBJ <	3 KVET-F <	3 KKMJ-F	3 KKMJ-F <	3 KASE-F	3 KLBJ-F <
4 KAMX-F	4 KKMJ-F <	4 KKMJ-F	4 KKMJ-F	4 KKMJ-F	4 KEYI-F	4 KHFI-F >	4 KLBJ <	4 KLBJ-F <	4 KKMJ-F <	4 KKMJ-F <
5 KROX-F	5 KAMX-F <	5 KPEZ-F	5 KPEZ-F <	5 KPEZ-F <	5 KKMJ-F	5 KKMJ-F <	5 KLBJ-F	5 KPEZ-F <	5 KAMX-F	5 KLBJ
6 KKMJ-F	6 KPEZ-F	6 KAMX-F	6 KVET-F	6 KVET-F	6 KPEZ-F	6 KLBJ	6 KAMX-F	6 KAMX-F <	6 KPEZ-F <	6 KPEZ-F <
7 KPEZ-F	7 KROX-F	7 KVET-F <	7 KAMX-F <	7 KAMX-F <	7 KLBJ-F	7 KAMX-F	KPEZ-F <	7 KEYI-F <	7 KLBJ-F	
8 KVET-F <	8 KEYI-F <	8 KEYI-F <	8 KEYI-F	8 KHFI-F <	8 KHFI-F <	8 KEYI-F <	8 KROX-F <			
9 KEYI-F	9 KGSR-F	9 KLBJ <				9 KGSR-F	9 KVET-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 KHFI-F <	1 KASE-F	1 KASE-F	1 KASE-F >	1 KHFI-F	1 KLBJ-F	1 KLBJ-F >	1 KLBJ-F	1 KLBJ-F
2 KAMX-F >	2 KASE-F	2 KHFI-F	2 KHFI-F	2 KKMJ-F	2 KLBJ-F	2 KHFI-F	2 KHFI-F	2 KPEZ-F <	2 KPEZ-F
3 KASE-F	3 KAMX-F	3 KAMX-F	3 KKMJ-F	3 KHFI-F	3 KROX-F	3 KROX-F	KROX-F	3 KHFI-F	3 KASE-F
4 KKMJ-F	4 KKMJ-F	4 KKMJ-F	4 KAMX-F >	4 KAMX-F <	4 KASE-F	4 KASE-F	KPEZ-F <	4 KASE-F	KVET-F
KROX-F >	5 KLBJ-F	5 KLBJ-F >>	5 KLBJ-F	5 KEYI-F <	5 KAMX-F	5 KPEZ-F	5 KASE-F	5 KROX-F	5 KHFI-F
6 KELG	6 KROX-F >	6 KEYI-F	6 KEYI-F	6 KLBJ-F	KJFK-F	6 KAMX-F	6 KAMX-F	6 KVET-F	KLBJ
				7 KVET-F <		7 KVET-F	KVET-F >	7 KAMX-F <	7 KGSR-F <
				8 KPEZ-F		8 KJFK-F		8 KLBJ <	8 KROX-F <
								9 KGSR-F <	9 KAMX-F
									KEYI-F <

Other Rated Stations	Metro Share	Cume Rating
KTXZ	SP	1560 W. Lake Hills 0.5 0.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KISS-F	AOR	99.5 San Antonio 0.6 2.4
KLUP	ST	930 San Antonio 0.4 0.7
KSAH	REL	720 Universal City 0.7 1.6
KSJL-F	U	96.1 San Antonio 0.4 1.0
KTSA	T	550 San Antonio 0.4 0.8
KXTN-F	SP	107.5 San Antonio 0.6 1.9
WOAI	N/T	1200 San Antonio 0.4 1.9

# AUSTIN

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM	19.4 %	18.2 %	18.6 %
<b>LBJ-S</b> KGSR-FM, KAJZ-FM, KLBJ-FM, KLBJ-AM, KROX-FM	21.0 %	22.5 %	31.5 %
<b>Local - 1</b> KVET-FM, KASE-FM, KVET-AM	17.4 %	17.4 %	34.0 %
<b>Local - 2</b> KKLB-FM, KELG-AM, KTXZ-AM	3.8 %	4.3 %	1.0 %
<b>Westinghouse, pend.</b> KJCE-AM, KAMX-FM, KKMJ-FM	13.1 %	13.5 %	13.0 %
	<b>74.7 %</b>	<b>75.9 %</b>	<b>98.1 %</b>

## AM Stations

Station	Freq	Power	Day	Format	Network	Revenue	Advertiser	Comments
KJCE	1370	5 kw/0.5 kw	(DA-2)	Black AC	ABC	\$<20.00	Allied	Westinghouse, pend. Rollingwood
KLBJ	590	5 kw/1 kw	(DA-N)	News/Talk	ABC, Westwd	\$78.00	Eastman	LBJ-S
KVET	1300	5 kw/1 kw	(DA-2)	Talk	ABC, CBS	\$20.00	Katz	KASE-F

## FM Stations

Station	Freq	Power	Day	Format	Network	Revenue	Advertiser	Comments
KAJZ	93.3	100 kw @ 1949		Jazz		\$32.00	---	LBJ-S Killeen
KAMX	94.7	100 kw @ 1257		Modern AC		\$45.00	Eastman	Westinghouse, pend. Luling
KASE	100.7	100 kw @ 1190		Country		\$190.00	Katz	KVET-AF
KEYI	103.5	100 kw @ 1257		Oldies		\$63.00	Cir Chnl	Clear Channel San Marcos
KGSR	107.1	46 kw @ 518		Progressive AOR		\$56.00	Mc-Guild	LBJ-S Bastrop
KHFI	96.7	100 kw @ 951		CHR		\$86.00	Cir Chnl	Clear Channel Georgetown
KJFK	98.9	18.5 kw @ 1814		Talk	Westwd	\$<20.00	D&R	Shamrock Lampasas
KKLB	92.5	1.6 kw @ 449		Hispanic		\$<20.00	Caballero	KELG/KTXZ Elgin
KKMJ	95.5	100 kw @ 1001		Soft AC		\$102.00	Allied	Westinghouse, pend.
KLBJ	93.7	97 kw @ 1050		AOR		\$95.00	Banner	
KNNC	107.7	9.1 kw @ 538		See KROX-F			Simmons	Georgetown
KPEZ	102.3	20 kw @ 686		Classic AOR		\$50.00	Cir Chnl	Clear Channel
KROX	101.5	100 kw @ 981		AOR - New Rock		\$45.00	Allied	LBJ-S Giddings
KVET	98.1	100 kw @ 686		Country	ABC	\$50.00	Katz	KASE-F

Notes: 10/97 American Radio Systems sold these stations to Westinghouse: KAMX-F for \$13,000,000; KJCE for \$2,000,000; KJFK-F for \$5,000,000; KKMJ-F for \$42,000,000

Jim Duncan

Comments: KASE-F has its fourth consecutive down book and its lowest share since at least the early 1980's . . . KAMX-F achieved its highest 12+ share ever . . . KLBJ suffered its sixth consecutive decrease

# BAKERSFIELD

Arbitron Rank: 86	Pop (12+): 424,400	Stations: 33 / 29	Last Year's Revenue: \$16,000,000
MSA Rank: 83		Diaries: 1,520/279:1/49.6%	Household Income: \$35,095
MSA Pop: 633,000		Sample Target: 1,420	Retail Dollars: \$4.1 Bil.
DMA: 132		% Below Line: 4.2	#1 Biller: KUZZ-F \$3,500,000
Average Persons Rating: 15.4		% Not Listed: 13.5	#1 Billing Portfolio: Buck Owens \$3,900,000
Market TSL in Hours: 21.00		Pop per Station: 14,634	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	KUZZ-AF	84 / 12.9	14.5	12.7	14.0	12.4	13.5	1015 / 23.9	28.2	26.1	E KUZZ-AF
2	KKXX-F	60 / 9.2	9.7	10.7	10.7	9.1	10.1	1043 / 24.6	28.6	23.8	C KKXX-F
3	KRAB-F	49 / 7.5	8.0	6.2	7.6	8.0	7.3	762 / 18.0	17.7	17.7	C KRAB-F
4	KERN	43 / 6.8	5.1	5.7	6.4	6.8	5.9	566 / 13.3	11.3	11.6	D KERN
5	KERN-F	38 / 5.5	4.3	3.7	4.6	4.9	4.5	560 / 13.2	12.6	13.6	B KERN-F
6	KLLY-F	34 / 5.2	3.6	2.6	3.0	3.3	3.6	531 / 12.5	10.8	9.9	C KLLY-F
	KGFM-F	34 / 5.2	5.3	5.4	5.5	4.9	5.4	532 / 12.5	13.4	13.0	B KGFM-F
8	KIWI-F	29 / 4.4	2.7	4.1	4.3	4.3	3.9	360 / 8.5	5.9	7.5	C KIWI-F
9	KBOS-F	18 / 2.4	2.3	1.5	2.4	3.0	2.2	252 / 5.9	7.2	6.2	KBOS-F
	KSMJ-F	18 / 2.4	4.3	5.4	1.8	0.9	3.5	292 / 6.9	7.9	2.9	KSMJ-F
11	KKBB-F	15 / 2.3	4.0	3.8	2.8	4.3	3.2	270 / 6.4	8.4	10.5	B KKBB-F
12	KNZR	14 / 2.1	2.3	1.6	1.9	2.2	2.0	271 / 6.4	6.7	7.2	A KNZR
	KSUV-F	14 / 2.1	3.4	4.1	2.8	4.9	3.1	231 / 5.4	7.5	9.0	B KSUV-F
14	KAFY	13 / 2.0	1.6	0.6				193 / 4.6	2.3		KAFY
15	KCNQ-F	12 / 1.8	1.3	1.5	2.7	1.4	1.8	117 / 2.8	2.5	2.7	A KCNQ-F
16	KRME-F	10 / 1.5	0.7	0.9	1.0	0.8	1.0	171 / 4.0	2.5	3.4	KRME-F
	KWAC	10 / 1.5	1.6	1.5	1.3	1.6	1.5	142 / 3.3	3.3	4.8	B KWAC
	KCWR-F	10 / 1.5	1.0	1.6	1.8	1.1	1.5	211 / 5.0	4.7	4.5	A KCWR-F
19	KLYD-F	9 / 1.4	3.1	2.6	1.5	2.4	2.1	195 / 4.6	4.6	4.7	KLYD-F
20	KMYX-F	8 / 1.2	1.0	1.0	0.7	0.5	1.0	122 / 2.9	2.1	2.2	KMYX-F

12+ FM Share (Metro): 78.05 % ( 441 of 565 ) ( Summer 96: 79.56 % )

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

Other Rated Stations	Metro Share	Cume Rating
KBID	ST	1350 Bakersfield 0.9 2.4
KCHJ	SP	1010 Delano 0.8 2.6
KERI	REL	1180 Wasco 0.8 2.8
KGEO	?	1230 Bakersfield 0.9 3.7
KHIS	REL	800 Bakersfield 0.5 1.3
KDJ-F	O	985 Delano 0.8 1.7
KTRJ	CL	1050 Frazier Park 0.5 1.2
KVLI-AF	ST	1045 Lk. Isabella 0.9 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KFI	T	640 Los Angeles 0.9 2.4
KMJ	N/T	580 Fresno 0.5 1.4
KTPI-F	C	103.1 Tehachapi 0.5 1.0

# BAKERSFIELD

Consolidation Report	12+	25-54	Revenue
<b>American General</b> KLYD-FM, KERN-FM, KERN-AM, KBID-AM	14.4 %	13.5 %	20.0 %
<b>Buck Owens</b> KUZZ-AF, KCWR-FM	14.4 %	16.4 %	24.2 %
<b>Buckley</b> KNZR-AM, KLLY-FM, KKBB-FM	9.6 %	10.7 %	14.3 %
<b>Local</b> KWAC-AM, KIWI-FM, KCHJ-AM	6.7 %	7.5 %	8.1 %
<b>Mondosphere</b> KKDJ-FM, KRAB-FM, KSMJ-FM, KKXX-FM	19.9 %	17.1 %	21.6 %
<b>Z-Spanish</b> KRME-FM, KSUV-FM, KSUV-AM	3.6 %	3.9 %	5.0 %
	<b>68.5 %</b>	<b>69.1 %</b>	<b>93.2 %</b>

## AM Stations

Call	Power	Time	Daypart	Genre	Network	Revenue	Agency	Advertiser
KAFY	970	1 kw/5 kw	(DA-2)	Hispanic		\$ NA	--	
KERN	1410	1 kw		News/Talk	ABC, Talknt, Westwd	\$43.00	Christal	American General
KGEO	1230	1 kw		Talk	BNN	\$ <20.00	Christal	
KNZR	1560	25 kw/10 kw	(DA-N)	News	CBS, CNN	\$ NA	D&R	Buckley
KUZZ	550	5 kw	(DA-2)	See KUZZ-F				

## FM Stations

Call	Freq	Power	Daypart	Genre	Network	Revenue	Agency	Advertiser	Location
KCNQ	102.5	0.13 kw	@ 1230	Country	ABC	\$ NA	Gillis		Kernville
KCWR	107.1	6 kw	@ 164	Country		\$ NA	Katz	Buck Owens	
KERN	94.1	4.5 kw	@ 1310	CHR	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		\$29.00	Lotus		
KKBB	99.3	1.2 kw	@ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley	
KKXX	105.3	35.4 kw	@ 584	CHR	ABC, Westwd	\$35.00	Banner	Mondosphere	Delano
KLLY	95.3	12.5 kw	@ 463	AC	AP	\$29.00	D&R	Buckley	Oildale
KLYD	104.3	6 kw	2 305	Oldies	CNN, Westwd	\$ NA	K&P	American General	Shafter
KRAB	106.1	25 kw	@ 328	AOR	CBS, Westwd	\$37.00	Banner	Mondosphere	Greenacre
KSMJ	96.5	50 kw	@ 500	Jazz		\$ NA	Banner	Mondosphere	
KSUV	102.9	20.5 kw	@ 364	Hispanic		\$21.00	Caballero	Z-Spanish	
KUZZ	107.9	6 kw	@ 1365	Country		\$75.00	Katz	Buck Owens	

Notes: KBOS-F -- See Fresno . . . 9/97 KERN-F changed from Oldies to CHR; co-owned KLYD-F changed from Standards to Oldies . . . 10/97 KERN-F changed calls to KISV-F ("Kiss 94.1")

Jim Duncan

Comments: KLLY-F grew to its highest share in more than two years . . . KSMJ-F is in a sharp decline

# BALTIMORE

Arbitron Rank: 19 Pop (12+): 2,069,500	Stations: 40 / 20	Last Year's Revenue: \$87,700,000
MSA Rank: 18	Diaries: 3,306/626: 1/49.6%	Household Income: \$47,705
MSA Pop: 2,500,000	Sample Target: 3,270	Retail Dollars: \$22.7 Bil
DMA: 65	% Below Line: 18.2	#1 Biller: WBAL \$13,400,000
Average Persons Rating: 17.5	% Not Listed: 11.7	#1 Billing Portfolio: Westinghouse, pend. \$44,520,000
Market TSL in Hours: 23.00	Pop per Station: 103,475	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share										
1	WBAL	N/T	342 / 9.4	7.5	8.5	7.3	8.2	8.2	4644 / 22.4	19.6	21.3	I	WBAL
2	WERO-F	B/CHR	332 / 9.2	10.0	8.0	7.7	6.4	8.7	3728 / 18.0	18.8	15.0	G	WERO-F
3	WQSR-F	O	247 / 6.8	6.2	6.0	6.5	6.7	6.4	3258 / 15.7	16.3	15.8	I	WQSR-F
4	WPOC-F	C	232 / 6.4	6.4	7.6	6.5	6.5	6.7	3151 / 15.2	15.4	15.2	I	WPOC-F
5	WWMX-F	AC	201 / 5.5	5.9	6.6	6.1	5.5	6.0	3619 / 17.5	19.2	16.7	I	WWMX-F
6	WLIF-F	SAC	192 / 5.3	4.7	5.6	6.4	6.0	5.5	2575 / 12.4	12.5	14.6	H	WLIF-F
7	WIYY-F	AOR	141 / 3.9	4.1	4.0	3.1	3.6	3.8	2544 / 12.3	13.0	13.6	G	WIYY-F
8	WXV-F	CHR	138 / 3.8	3.3	3.5	3.8	4.3	3.6	2817 / 13.6	12.2	13.3	G	WXV-F
9	WHFS-F	AOR-NR	134 / 3.7	3.8	3.3	4.2	3.7	3.7	2735 / 13.2	13.9	13.6		WHFS-F
10	WWIN-F	B/AC	130 / 3.6	3.8	3.6	3.2	4.3	3.5	1942 / 9.4	8.9	8.6	E	WWIN-F
11	WOCT-F	CL HITS	122 / 3.4	3.7	2.6	3.1	4.2	3.2	2386 / 11.5	13.3	14.2	G	WOCT-F
12	WCAO	B/G	80 / 2.2	2.7	2.5	2.9	2.9	2.6	1054 / 5.1	5.3	5.8	C	WCAO
13	WCBM	T	76 / 2.1	2.5	2.5	2.1	3.1	2.3	1246 / 6.0	6.0	7.0	D	WCBM
15	WJFK	T/J	58 / 1.6	1.8	1.6	1.8	1.7	1.7	1017 / 4.9	5.2	4.6		WJFK
14	WHUR-F	B	58 / 1.6	1.2	1.4	1.4	1.6	1.4	981 / 4.7	4.3	4.6		WHUR-F
16	WRBS-F	REL	56 / 1.5	1.6	1.9	1.9	1.6	1.7	881 / 4.3	4.4	3.9		WRBS-F
17	WGRX-F	C	54 / 1.5	1.0	1.3	1.4	1.3	1.3	1066 / 5.2	5.0	4.5	C	WGRX-F

12+ FM Share (Metro). 77.22 % ( 2471 of 3200 ) ( Summer 96: 74.36 % )

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



# BALTIMORE

Consolidation Report	12+	25-54	Revenue
<b>Radio One</b>	14.5 %	14.7 %	12.3 %
WERQ-FM, WOLB-AM, WWIN-FM, WWIN-AM			
<b>Westinghouse, pend.</b>	29.1 %	32.4 %	50.8 %
WBGR-AM, WBMD-AM, WCAO-AM, WJFK-AM, WLIF-FM, WOCT-FM, WQSR-FM, WWMX-FM, WXYV-FM			
	43.6 %	47.1 %	63.1 %

Other Rated Stations				Metro Share	Cume Rating
WBGR	B/G	860	Baltimore	0.5	1.6
WOLB	B/T	1010	Baltimore	1.0	1.9
WRNR-F	AOR-P	103.1	Grasonville	0.6	1.9
WWIN	B/G	1400	Baltimore	0.7	2.4
WWLG	ST	1350	Baltimore	1.0	2.5

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WARW-F	CL AOR	94.7	Bethesda, MD	0.4	1.8
WASH-F	AC	97.1	Washington	0.8	3.5
WBIG-F	O	100.3	Washington	1.4	4.8
WFRE-F	C	99.9	Frederick, MD	0.3	1.2
WGAY-F	SAC	99.5	Washington	0.8	2.3
WGMS-F	CL	103.5	Washington	0.3	1.4
WJFK-F	T/J	106.7	Manassas, VA	0.4	1.4
WJZW-F	J	105.9	Woodbridge, VA	0.3	0.5
WKYS-F	B	93.9	Washington	0.7	4.6
WMAL	FS/T	630	Washington	0.4	1.4
WMZQ-F	C	98.7	Washington	0.8	3.6
WPGC-F	B/CHR	95.5	Morningside	1.4	7.4
WRQX-F	AC/CHR	107.3	Washington	1.4	5.2
WTOP	N	1500	Washington	1.1	4.6
WWDC-F	AOR	101.1	Washington	1.2	6.0
WWMD-F	EZ	104.7	Hagerstown, MD	0.4	1.3
WWVZ-F	CHR	103.9	Braddock Hts, MD	0.1	0.2
WWZZ-F	CHR	104.1	Waldorf, MD	0.7	4.0

### AM Stations

Station	Freq	Power	Format	Ownership
WBAL	1090	50 kw (DA-N)	News/Talk	CBS \$170.00 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 Infinity Westinghouse
WWIN	1400	1 kw	Black Gospel	\$28.00 Allied Radio One

### FM Stations

Station	Freq	Power	Format	Ownership
WERQ	92.3	37 kw @ 570	Black/CHR	AP \$125.00 Allied Radio One
WGRX	100.7	15.8 kw @ 861	Country	ABC \$44.00 Allied Shamrock Westminster
WIYY	97.9	13.5 kw @ 946	AOR	ABC \$115.00 D&R Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC	\$177.00 --- Westinghouse
WOCT	104.3	50 kw @ 420	Classic Hits	\$101.00 Christal Westinghouse pend
WPOC	93.1	16 kw @ 860	Country	\$210.00 Mc-Guild Nationwide
WQSR	105.7	50 kw @ 492	Oldies	\$215.00 Christal Westinghouse, pend. Catonsville
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC \$25.00 ---
WWIN	95.9	3 kw @ 300	Black AC	Westwd \$72.00 Allied Radio One
WWMX	106.5	7.4 kw @ 1217	AC	\$205.00 Katz Westinghouse, pend
WXYV	102.7	50 kw @ 437	CHR	Westwd Source \$125.00 CBS Westinghouse

Notes: Other ranked stations -- See Washington, DC . . . 6/97 WXYV-F changed from Black to CHR after the Spring survey . . . 10/97 American Radio Systems sold these stations to Westinghouse: WBGR for \$4,000,000; WBMD for \$5,000,000; WOCT-F for \$34,000,000; WQSR-F for \$86,000,000; WWMX-F for \$91,000,000. This puts Westinghouse one AM over the FCC limits (and about 10 percentage points over the DoJ's 40% revenue guideline)

Jim Duncan

Comments: WBAL had a good baseball book . . . Listening levels are down by about 4% versus a year ago . . . WERQ-F finally had a down book after seven consecutive gains

# BATON ROUGE

Arbitron Rank: 81 Pop (12+): 457,900	Stations: 26 / 20	Last Year's Revenue: \$20,600,000
MSA Rank: 90	Diaries: 1,735/264:1/50.2%	Household Income: \$40,422
MSA Pop: 572,000	Sample Target: 1,590	Retail Dollars: \$5.8 Bil.
DMA: 98	% Below Line: 11.8	#1 Biller: WYNK-AF \$4,200,000
Average Persons Rating: 15.5	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 22,895	Capstar \$9,400,000

12+ Metro	Format	Summer 97 1/4 Share	Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level
1	WYNK-F	C	72 / 10.2	8.4	10.4	10.5	9.9	1112 / 24.3	20.6	22.1	F
2	WEMX-F	B	53 / 7.5	8.3	7.4	0.9	1.5	723 / 15.8	16.8	6.8	A
3	WXOK	B	47 / 8.8	5.9	6.5	8.2	8.7	533 / 11.8	12.0	15.8	C
4	WDGL-F	CL HITS	45 / 8.3	5.8	7.0	6.3	7.8	734 / 18.0	18.1	16.1	E
5	KRVE-F	AC	43 / 8.1	4.5	6.6	6.7	8.0	726 / 15.9	13.4	16.8	D
6	WJBO	N/T	39 / 5.5	5.6	6.2	6.2	4.6	577 / 12.6	15.8	10.2	D
7	WXCT-F	C	38 / 5.4	4.5	3.9	5.6	5.5	642 / 14.0	10.8	13.4	C
8	KTBT-F	B	37 / 5.2	4.7	0.8			595 / 13.0	12.4		KTBT-F
9	KHOM-F	CHR	33 / 4.7	3.2	4.7	5.5	4.7	644 / 14.1	14.0	15.1	KHOM-F
10	WLSS-F	CHR	28 / 4.0	4.5	4.3	5.5	4.6	679 / 14.8	16.3	17.8	C
	KQXL-F	B/AC	28 / 4.0	5.9	7.2	10.3	10.5	559 / 12.2	15.5	19.7	E
12	WKJN-F	C	25 / 3.5	3.7	2.8	2.7	3.3	588 / 12.4	11.6	11.7	D
13	WCKW-F	CL AOR	23 / 3.2	5.0	3.4	4.6	3.4	548 / 12.0	12.8	12.7	WCKW-F
14	WTGE-F	AOR-NR	19 / 2.7	1.1	1.2			407 / 8.9	3.1		WTGE-F
15	WQUE-F	B	15 / 2.1	0.8	2.4	2.6	3.1	318 / 6.9	5.6	8.1	WQUE-F
16	WNDC	G	14 / 2.0	2.3	2.4	2.2	2.2	183 / 3.8	4.4	3.5	WNDC
17	WQCK-F	REL	11 / 1.8	2.3	1.6	1.3	2.1	213 / 4.6	6.0	5.2	WQCK-F
18	WIBR	SPRTS	10 / 1.4	1.7	1.1		0.4	190 / 4.2	3.6	2.4	WIBR

12+ FM Share (Metro): 78.05 % ( 480 of 615 ) ( Summer 96: 77.28 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHOM-F <	1 WEMX-F >	1 WYNK-F <	1 WYNK-F <	1 WYNK-F	1 WYNK-F	1 WYNK-F >	1 WYNK-F	1 WYNK-F	1 WEMX-F >	1 WEMX-F
2 WEMX-F >	2 WLSS-F	2 WDGL-F <	2 WDGL-F	2 WDGL-F	2 WXOK	2 WXOK	2 WJBO <	2 WEMX-F <	2 KTBT-F	2 WYNK-F
3 KTBT-F >>	WDGL-F	3 WEMX-F	3 KRVE-F	3 KRVE-F <	3 WJBO	3 WCKW-F	3 KRVE-F <	3 KRVE-F <	3 KHOM-F <	3 KQXL-F
4 WYNK-F	4 KRVE-F <	4 WEMX-F <	4 WXOK	4 KRVE-F	4 KRVE-F	WDGL-F	4 WDGL-F <	4 WDGL-F <	4 KQXL-F <	WJBO
KTBT-F <	5 WXCT-F	5 WXOK <	5 WXCT-F	5 WDGL-F	5 WDGL-F	WEMX-F <	5 WXOK	5 WJBO <	5 KRVE-F	KHOM-F
6 WXCT-F <	6 KTBT-F	6 WXCT-F	WEMX-F	6 WXCT-F	6 WXCT-F	6 WXCT-F <	6 WEMX-F <	6 WXCT-F <	6 WYNK-F	
7 KHOM-F <	7 WLSS-F	7 KTBT-F <	7 KTBT-F <	7 KQXL-F	7 KQXL-F	7 WJBO	7 WXCT-F	7 KTBT-F <	7 WJBO <	
8 KRVE-F <	WXOK <	8 KQXL-F	8 KQXL-F	WKJN-F >	8 KRVE-F	8 WKJN-F	8 KHOM-F <	8 WXOK <		
9 KQXL-F <	9 WCKW-F <	WJBO				KTBT-F <	9 WLSS-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 WEMX-F	1 WEMX-F	1 WLSS-F	1 KRVE-F <	1 KRVE-F	1 WEMX-F >>	1 WEMX-F	1 WEMX-F <	1 WDGL-F	1 WDGL-F
2 KTBT-F	2 WLSS-F <	WEMX-F	2 WYNK-F	WYNK-F	2 WLSS-F	2 WDGL-F	2 WDGL-F >	2 WEMX-F <	2 WYNK-F
3 KHOM-F	3 KHOM-F <	3 KRVE-F	3 WEMX-F	3 WXOK	WDGL-F	3 WCKW-F	3 WCKW-F	3 WYNK-F	3 WEMX-F <
WLSS-F	4 KRVE-F	KHOM-F	4 KTBT-F <	4 WXCT-F <	WTGE-F	4 WLSS-F	4 WLSS-F	4 WCKW-F	4 WXCT-F
5 WXCT-F	KTBT-F	5 KTBT-F	5 WXCT-F <	5 WEMX-F <	5 WCKW-F	WTGE-F	KTBT-F	5 WXCT-F	WCKW-F <
KRVE-F	6 WYNK-F	WDGL-F	6 WLSS-F	6 KQXL-F	WXCT-F >	6 WYNK-F	WYNK-F	6 WJBO	6 WJBO
WYNK-F	WXCT-F	WYNK-F	KHOM-F <	KTBT-F		7 KTBT-F	WTGE-F	WTGE-F	WXOK
8 WTGE-F	8 WDGL-F	WXCT-F	8 WXOK	WDGL-F		WXCT-F	8 WXCT-F	KTBT-F	8 KRVE-F
WQUE-F >	9 KQXL-F		9 KQXL-F	9 KHOM-F			WJBO	KQXL-F	KQXL-F
			WDGL-F					WXOK	KTBT-F >

Other Rated Stations	Metro Share	Cume Rating
KBRH	B/O	1260 Baton Rouge 0.4 1.6
KKAY-F	O	104.9 Donaldsonville 0.4 1.5
KKAY	REL	1590 White Castle 0.7 0.7
WPFC	REL	1550 Baton Rouge 1.1 2.9
WYNK	C	1380 Baton Rouge 0.4 1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WHMD-F	C	107.1 Hammond 0.4 0.7
WWL	N/T	870 New Orleans 0.8 3.9
WYLD-F	B/AC	98.5 New Orleans 0.6 2.3

# BATON ROUGE

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	26.2 %	25.8 %	45.6 %
KRVE-FM, WBIU-AM, WJBO-AM, WLSS-FM, WYNK-FM, WYNK-AM			
<b>Citywide</b>	23.0 %	22.2 %	31.8 %
KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM			
<b>Guaranty</b>	11.7 %	14.9 %	19.9 %
WDGL-FM, WGGZ-FM, WXCT-FM			
	<b>60.9 %</b>	<b>62.9 %</b>	<b>97.3 %</b>

## AM Stations

Station	Power	Time	Format	Revenue	Company	Market
WIBR	1300	5 kw/1 kw (DA-N)	Sports	\$ NA	Eastman	Citywide
WJBO	1150	5 kw (DA-1)	News/Talk	CBS, Westwd. Source \$43.00	Sentry	Capstar
WNDC	910	1 kw (DA-1)	Gospel	\$<20.00	---	---
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN, ABC \$26.00	Mc-Guild	Citywide

## FM Stations

Station	Freq	Power	Format	Revenue	Company	Market	Notes
KQXL	106.5	50 kw @ 298	Black AC	ABC, CBS, Westwd \$56.00	Mc-Guild	Citywide	New Roads
KRVE	96.1	43 kw @ 449	AC	\$38.00	Katz	Capstar	Brusly
KTBT	93.7	97 kw @ 997	Black	\$ NA	Allied	Powell	New Iberia
WDGL	98.1	100 kw @ 1499	Classic Hits	Westwd \$57.00	Katz	Guaranty	---
WEMX	94.1	100 kw @ 981	Black	CBS, ABC \$<20.00	Mc-Guild	Citywide	Kentwood
WKJN	103.3	100 kw @ 1004	Country	Westwd \$43.00	Eastman	Citywide	Hammond
WLSS	102.5	100 kw @ 1260	CHR	\$40.00	---	Capstar	---
WQCK	92.7	32 kw @ 604	Religion	\$16.00	---	---	Clinton
WTGE	107.3	4.6 kw @ 374	New Rock	Westwd \$ NA	---	Guaranty	Baker
WXCT	100.7	100 kw @ 1499	Country	\$37.00	Katz	Guaranty	---
WYNK	101.5	100 kw @ 1499	Country	ABC \$77.00	Sentry	Capstar	---

Notes: Other ranked stations -- See New Orleans . . . 6/97 WGGZ-F changed calls to WTGE-F; remains New Rock . . . 8/97 WBIU (1210) changed from Religion to Sports

Jim Duncan

Comments: WYNK-F recovered from its poor Spring book as did KRVE-F . . . New Black stations KTBT-F and WEMX-F have held on to their gains . . . KQXL-F has had five consecutive down books

# BIRMINGHAM

**Arbitron Rank:** 55 **Pop (12+):** 792,600  
**MSA Rank:** 65  
**MSA Pop:** 887,000  
**DMA:** 51  
**Average Persons Rating:** 15.1  
**Market TSL In Hours:** 20.25

**Stations:** 28 / 23  
**Diaries:** 1,450/547:1/49.2%  
**Sample Target:** 1,400  
**% Below Line:** 4.4  
**% Not Listed:** 10.6  
**Pop per Station:** 34,461

**Last Year's Revenue:** \$35,700,000  
**Household Income:** \$37,911  
**Retail Dollars:** \$9.1 Bil  
**#1 Biller:** WZZK-AF \$7,370,000  
**#1 Billing Portfolio:** Dick \$11,950,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WZZK-F	147 / 12.3	119	116	119	138	119	2007 / 25.3	25	26	4 H WZZK-F
2	WBHJ-F	99 / 8.3	85	77	74	55	80	1249 / 15.8	16	4	11.8 A WBHJ-F
3	WODL-F	77 / 6.5	3.8	5.7	4.8	5.4	5.2	1223 / 15.4	12.6	14.6	D WODL-F
4	WYSF-F	72 / 6.0	4.7	6.1	4.6	4.9	5.4	1219 / 15.4	14.3	15.5	D WYSF-F
5	WBHK-F	66 / 5.6	7.1	6.3	6.6	2.6	6.4	903 / 11.4	14.1	6.2	B WBHK-F
	WENN-F	66 / 5.5	6.1	5.4	6.6	9.1	5.9	1062 / 13.4	14.8	18.0	F WENN-F
7	WZRR-F	AOR/CL 65 / 5.4	6.1	7.1	7.6	7.1	6.6	1200 / 15.1	15.6	16.1	F WZRR-F
	WERC	N/T 65 / 5.4	4.9	5.7	6.5	6.9	5.6	887 / 11.2	10.9	11.7	E WERC
9	WMJJ-F	AC 61 / 5.1	8.2	6.9	6.9	6.1	6.8	1186 / 15.0	16.2	16.5	F WMJJ-F
10	WAGG	B/G 47 / 3.9	4.4	3.4	3.5	2.7	3.8	596 / 7.5	8.7	5.2	A WAGG
11	WRAX-F	AOR-NR 42 / 3.5	4.5	3.9	3.3	3.2	3.8	724 / 9.1	9.6	8.7	B WRAX-F
12	WDJC-F	REL 36 / 3.0	2.7	3.1	2.9	3.8	2.9	658 / 8.3	7.0	10.2	C WDJC-F
13	WOWC-F	C 32 / 2.7	3.8	3.5	2.9	3.2	3.2	794 / 10.0	11.7	10.4	C WOWC-F
14	WATV	B 30 / 2.5	2.9	3.1	3.1	3.2	2.9	349 / 4.4	6.3	6.1	B WATV
15	WJOX	SPRTS 24 / 2.0	1.7	2.2	3.1	1.4	2.3	477 / 6.0	4.7	5.7	B WJOX

12+ FM Share (Metro): 79.46 % ( 847 of 1066 ) ( Summer 96: 78.79 % )

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 WBHJ-F >	1 WZZK-F >
2	WENN-F	2 WZZK-F	2 WBHJ-F	2 WYSF-F <	2 WODL-F <	2 WODL-F	2 WERC <	2 WBHJ-F	2 WZZK-F	2 WBHK-F
3	WZRR-F	3 WBHK-F <	3 WODL-F <	3 WYSF-F	3 WERC	3 WMJJ-F	3 WODL-F <	3 WODL-F <	3 WENN-F <	3 WBHJ-F >
4	WENN-F <	4 WZRR-F	4 WBHK-F	4 WBHK-F	4 WYSF-F	4 WBHK-F	4 WMJJ-F	4 WYSF-F <	4 WDJC-F	
5	WRAX-F <	5 WYSF-F	5 WZRR-F	5 WZRR-F	5 WBHK-F	5 WERC <	5 WBHJ-F	5 WZRR-F <	5 WYSF-F	
6	WMJJ-F	6 WMJJ-F	6 WMJJ-F	6 WMJJ-F	6 WMJJ-F	6 WBHJ-F <	6 WYSF-F	6 WMJJ-F	6 WBHK-F <	
	WBHK-F	7 WODL-F	7 WBHJ-F	7 WBHJ-F	7 WAGG	7 WYSF-F <	7 WZRR-F	7 WBHK-F <	7 WZRR-F	
		8 WENN-F	8 WENN-F	8 WENN-F	8 WENN-F	8 WZRR-F	8 WAGG <	8 WENN-F	8 WERC <	
		9 WRAX-F				9 WENN-F	9 WBHK-F <	9 WERC	9 WRAX-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 WBHJ-F >	1 WBHJ-F	1 WZRR-F	1 WBHJ-F <	1 WZZK-F
2	WENN-F	2 WZZK-F	2 WMJJ-F >	2 WBHK-F	2 WRAX-F >	2 WZZK-F <	2 WZZK-F <	2 WZZK-F <	2 WZRR-F
3	WBHK-F	3 WMJJ-F	3 WBHK-F	3 WODL-F	3 WZZK-F	3 WZRR-F >	3 WBHJ-F >>	3 WZRR-F	3 WODL-F <
	WOWC-F	4 WENN-F	4 WBHJ-F	4 WBHK-F <	4 WBHK-F	4 WRAX-F	4 WENN-F	4 WODL-F <	4 WYSF-F <
	WZZK-F	5 WBHK-F	5 WENN-F	5 WYSF-F	5 WENN-F	5 WENN-F	5 WYSF-F	5 WYSF-F	5 WBHJ-F
	WZRR-F	6 WZRR-F	6 WRAX-F	6 WODL-F <	6 WENN-F	6 WYSF-F	6 WMJJ-F	6 WBHK-F	6 WBHK-F <
		7 WRAX-F	7 WQEN-F	7 WENN-F <	7 WAGG <		7 WQEN-F	7 WENN-F <	7 WERC <
			8 WZRR-F	8 WZRR-F	8 WZRR-F			8 WRAX-F	8 WENN-F
			9 WYSF-F					9 WMJJ-F	9 WDJC-F

Other Rated Stations	Metro Share	Cume Rating
WAPI	N 1070 Birmingham	0.5 3.2
WAYE	REL 1220 Birmingham	0.5 1.9
WFFN-F	C 95.3 Cordova	0.5 1.6
WFMH-F	C 101.1 Cullman	1.8 3.7
WJLD	B 1400 Fairfield	1.8 3.7
WKLD-F	C 97.7 Oneonta	0.3 1.7
WPYK	C 1010 Dora	0.6 0.8
WZZK	ST 610 Birmingham	1.0 2.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WHMA-F	C 100.5 Anniston	0.8 1.8
WQEN-F	AC/CHR 103.7 Gadsden	1.7 3.8
WRS-A-F	EZ 96.9 Decatur	1.0 2.3
WTUG-F	B 92.9 Tuscaloosa	0.7 3.1
WWXQ-F	CHR/B 92.5 Trnity	0.3 0.7

# BIRMINGHAM

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WERC-AM, WMJJ-FM, WOWC-FM	13.2 %	12.9 %	24.1 %
<b>Cox</b> WAGG-AM, WBHJ-FM, WBHK-FM, WODL-FM, WZZK-FM, WZZK-AM	37.5 %	38.1 %	32.2 %
<b>Dick</b> WAPI-AM, WENN-FM, WJOX-AM, WYSF-FM, WZRR-FM	19.4 %	21.6 %	33.5 %
	<b>70.1 %</b>	<b>72.6 %</b>	<b>89.8 %</b>

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer
WAGG	1320	5 kw/110 w	Black Gospel	AURN	\$24.00	D&R Cox
WAPI	1070	50 kw/5 kw (DA-N)	News	AP	\$21.00	Chrystal Dick
WATV	900	1 kw/165 w	Black	ABC	\$22.00	Banner
WERC	960	5 kw (DA-N)	News/Talk	ABC, Westwd	\$59.00	Eastman Capstar
WJLD	1400	1 kw	Black	Westwd, ABC	\$<20.00	Unirep
WJOX	690	50 kw/500 w (DA-N)	Sports		\$22.00	Chrystal Dick
WZZK	610	5 kw/1 kw (DA-N)	Standards		\$ NA	Katz Cox

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Location
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild Cox	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Mc-Guild Cox	Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford Crawford	
WENN	107.7	100 kw @ 1237	Black	AURN	\$94.00	D&R Dick	
WMJJ	96.5	100 kw @ 1026	AC		\$87.00	Eastman Capstar	
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz Cox	
WOWC	102.5	83 kw @ 2096	Country		\$34.00	Eastman Capstar	Jasper
WRAX	105.9	1.4 kw @ 673	AOR-New Rock	Westwd	\$27.00	Chrystal American General	Trussville
WYSF	94.5	100 kw @ 1214	Soft AC		\$ 56.00	Chrystal Dick	
WZRR	99.5	100 kw @ 870	AOR-Classic		\$90.00	Chrystal Dick	
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz Cox	

Notes: 8/97 WZZK (AM) changed from simulcasting WZZK-F to Standards . . . 9/97 Cox purchased FM CP (97.3; Class A; Homewood) for \$5,500,000

Jim Duncan

Comments: Listening levels are up a little bit . . . WERC recovered somewhat from its very weak Spring book . . . Great showing for WODL-F . . . WBHK-F appears to have peaked with its Spring book . . . WZRR-F has its lowest share in many years; the same is true of WMJJ-F

# BOSTON

Arbitron Rank: 10	Pop (12+): 3,264,900	Stations: 38 / 32	Last Year's Revenue: \$194,000,000
MSA Rank: 7		Diaries: 4,281/763:1/50.3%	Household income: \$54,044
MSA Pop: 3,850,000		Sample Target: 4,100	Retail Dollars: \$34.7 Bil.
DMA: 6		% Below Line: 2.4	#1 Biller: WBZ \$22,500,000
Average Persons Rating: 16.6		% Not Listed: 14.6	#1 Billing Portfolio: Westinghouse, pend. \$123,800,000
Market TSL in Hours: 22.00		Pop per Station: 102,028	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									K	WBZ
1	WBZ	N/T	456 / 8.4	7.7	8.1	8.1	7.8	8.1	7021 / 21.5	22.4	21.9	K	WBZ
2	WXKS-F	CHR/AC	357 / 6.6	6.2	6.0	5.7	6.4	6.1	7289 / 22.3	20.5	22.1	J	WXKS-F
3	WJMN-F	CHR	332 / 6.1	6.3	5.8	6.7	6.6	6.2	5427 / 16.6	16.8	16.8	I	WJMN-F
4	WMJX-F	AC	307 / 5.7	5.4	5.7	5.3	5.7	5.5	5156 / 15.8	14.9	15.1	I	WMJX-F
5	WRKO	T	296 / 5.5	5.8	6.2	6.0	6.4	5.9	3667 / 11.2	11.9	13.3	I	WRKO
6	WBCN-F	AOR	281 / 5.2	5.8	4.8	4.9	5.2	5.2	5748 / 17.6	17.3	16.6	J	WBCN-F
7	WODS-F	O	240 / 4.4	4.9	4.8	4.6	4.9	4.7	4539 / 13.9	15.2	15.3	I	WODS-F
8	WCRB-F	CL	214 / 4.0	4.4	5.1	4.9	4.1	4.6	3672 / 11.2	11.1	10.1	F	WCRB-F
9	WBMX-F	AC	208 / 3.8	4.2	3.9	3.8	4.0	3.9	4383 / 13.4	13.8	12.8	I	WBMX-F
10	WROR-F	AC	205 / 3.8	3.2	3.0	3.0	2.1	3.2	3101 / 9.5	9.4	5.5	D	WROR-F
11	WKLB-F	C	183 / 3.4	3.5	3.1	2.8	2.4	3.2	2479 / 7.6	3.5	5.2	F	WKLB-F
12	WEEI	SPRTS	180 / 3.3	3.6	4.1	3.8	3.7	3.7	3478 / 10.7	11.0	11.1	K	WEEI
13	WZLX-F	CL AOR	166 / 3.1	3.4	3.5	3.9	3.9	3.5	3324 / 10.2	11.5	11.4	J	WZLX-F
14	WAAF-F	AOR-NR	159 / 2.9	2.9	2.9	2.8	2.4	2.9	2915 / 8.9	8.8	8.2	G	WAAF-F
15	WBOS-F	AOR-P	157 / 2.9	2.7	3.2	2.9	3.0	2.9	3806 / 11.7	10.6	11.1	H	WBOS-F
	WEGQ-F	CL HITS	157 / 2.9	2.7	2.0	2.5	2.8	2.5	3426 / 10.5	10.1	10.2	G	WEGQ-F
17	WXKS	ST	129 / 2.4	1.7	2.4	1.8	2.4	2.1	1517 / 4.6	3.8	4.9	B	WXKS
18	WSJZ-F	J	78 / 1.4	1.8	2.0	1.6	1.8	1.7	1538 / 4.7	5.1	5.2	F	WSJZ-F
19	WILD	B	77 / 1.4	1.1	1.2	1.1	1.5	1.2	823 / 2.5	2.1	2.6	C	WILD
20	WFNX-F	AOR-NR	68 / 1.3	1.5	1.7	1.2	1.3	1.4	2052 / 6.3	5.4	6.1	D	WFNX-F

12+ FM Share (Metro): 72.10 % ( 3329 of 4617 ) ( Summer 96: 71.13 % )

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 WXKS-F	1 WBZ >	1 WBZ >	1 WXKS-F	1 WRKO	1 WBZ >	1 WBZ >>
2 WXKS-F >	2 WBCN-F <	2 WBCN-F	2 WMJX-F <	2 WMJX-F	2 WRKO	2 WBCN-F	2 WMJX-F	2 WXKS-F <	2 WJMN-F	2 WRKO
3 WBCN-F	3 WJMN-F >	WJMN-F	3 WBCN-F	3 WODS-F <	3 WODS-F	3 WXKS-F	3 WJMN-F <	3 WJMN-F <	3 WMJX-F	
4 WBMX-F <	4 WMJX-F	4 WMJX-F	4 WJMN-F <	4 WBCN-F <	4 WCRB-F <	4 WRKO <	4 WBZ <	4 WBZ	4 WXKS-F <	
5 WAAF-F <	5 WBMX-F	5 WBMX-F <	5 WROR-F <	5 WROR-F <	5 WMJX-F <	5 WROR-F	5 WRKO <	5 WMJX-F	5 WEEI <	
6 WMJX-F	6 WZLX-F	6 WZLX-F	6 WODS-F	6 WBZ <	6 WROR-F	6 WMJX-F <	6 WODS-F	6 WODS-F <	6 WCRB-F	
7 WBOS-F	WBOS-F <	WZLX-F <	7 WBMX-F	7 WEEI <	7 WJMN-F <	7 WBCN-F	7 WBCN-F <	7 WBCN-F <	7 WBCN-F	
8 WEGQ-F	8 WEGQ-F <	8 WROR-F	WJMN-F <	8 WKLB-F	8 WEEI <	WROR-F	8 WCRB-F <	8 WCRB-F <		
	9 WODS-F <	WBOS-F <	9 WZLX-F <		9 WBMX-F	WBMX-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 WXKS-F	1 WBCN-F <	1 WBCN-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F
2 WXKS-F	2 WJMN-F	2 WMJX-F	2 WMJX-F	2 WMJX-F >	2 WAAF-F	2 WAAF-F <	2 WAAF-F <	2 WJMN-F <	2 WEEI <
3 WBCN-F <	3 WMJX-F <	WBMX-F	3 WJMN-F <	3 WODS-F	3 WJMN-F	3 WJMN-F	3 WJMN-F	3 WZLX-F <	3 WZLX-F
4 WMJX-F	4 WBMX-F	4 WJMN-F	4 WBMX-F >	WBMX-F <	4 WXKS-F >	4 WXKS-F >	4 WEGQ-F <	4 WXKS-F <	4 WBZ <
5 WBMX-F <	5 WBCN-F	5 WBOS-F <	5 WODS-F <	5 WROR-F	5 WBMX-F	5 WEGQ-F <	5 WBOS-F <	5 WAAF-F <	5 WODS-F <
6 WBOS-F	6 WBOS-F >	6 WBCN-F	6 WBCN-F	6 WJMN-F <	6 WEGQ-F	6 WBMX-F	6 WXKS-F	6 WEEI <	6 WROR-F <
7 WAAF-F	7 WEGQ-F	7 WEGQ-F	WBOS-F <	7 WBZ	7 WBOS-F <	7 WEEI <	7 WEGQ-F	7 WEGQ-F	7 WEGQ-F <
		8 WROR-F	8 WEGQ-F	WCRB-F <	8 WZLX-F	8 WZLX-F	8 WZLX-F <	8 WBOS-F <	8 WBOS-F
							9 WBMX-F <		WJMN-F <

Other Rated Stations	Metro Share	Cume Rating
WBOQ-F	CL 104.9	Gloucester 0.3 1.2
WCAV-F	C 97.7	Brockton 0.5 0.9
WCCM	T 800	Lawrence 0.3 1.1
WESX	ST 1230	Salem 0.4 0.9
WEZE	REL 590	Boston 0.5 1.3
WJIB	EZ 740	Cambridge 0.4 1.1
WPLM-F	J 99.1	Plymouth 0.5 1.9
WRCA	E 1330	Waltham 0.4 0.7
WROL	REL 950	Boston 0.4 1.6
WXRV-F	AOR-NR 92.5	Haverhill 0.7 3.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCTK-F	C 98.1	New Bedford 0.3 1.1
WHJY-F	AOR 94.1	Providence 0.4 2.5
WNNW	SP 1110	Salem, NH 0.5 0.6
WOKQ-F	C 97.5	Portsmouth, NH 0.4 1.4
WSNE-F	AC 93.3	Taunton 0.4 1.3
WXLO-F	AC 104.5	Fitchburg 0.4 2.5

# BOSTON

Consolidation Report	12+	25-54	Revenue
Chancellor WXKS-AM, WXKS-FM, WJMN-FM	15.1 %	12.3 %	14.5 %
Greater Media WKLB-FM, WSJZ-FM, WROR-FM, WMJX-FM, WBOS-FM	17.2 %	21.3 %	16.6 %
Westinghouse, pend. WEGQ-FM, WAAF-FM, WEEI-AM, WZLX-FM, WODS-FM, WRKO-AM, WBZ-AM, WBMX-FM, WBCN-FM, WNFT-AM	39.5 %	38.3 %	63.8 %
	71.8 %	71.9 %	94.9 %

## AM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$327.00	Group W	Westinghouse	
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$215.00	Eastman	Westinghouse, pend.	
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P		
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman	Westinghouse, pend.	
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz	Chancellor	Everett

## FM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	Westinghouse, pend.	Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	CBS	Westinghouse	
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal	Westinghouse, pend.	
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Allied	Greater Media	Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied	Charles River	Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	Westinghouse, pend.	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	Chancellor	
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media	
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media	
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
WSJZ	96.9	9 kw @ 1152	Jazz		\$150.00	Mc-Guild	Greater Media	
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor	Medford
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	Westinghouse	

Notes: 8/97 WKLB-F & WOAZ-F exchanged facilities: WKLB-F moved to 99.5; WOAZ-F moved to 96.9; WOAZ-F changed calls to WSJZ-F ... 8/97 WPZE (1260) changed from Religion to Childrens (Disney) ... 8/97 WNRB (1510) sold by Communicom to 1-on-1 Sports for \$8,000,000 ... 10/97 American Radio Systems sold these stations to Westinghouse: WRKO for \$37,000,000; WEEI for \$24,000,000; WNFT for \$6,000,000; WAAF-F for \$34,000,000; WBMX-F for \$75,000,000; WEGQ-F for \$35,000,000; the purchase puts Westinghouse 1 AM and 1 FM over the FCC's market limits (and about 24 percentage points over the DoJ's revenue guideline)

Jim Duncan

Comments: Listening levels are down slightly ... WRKO has its lowest share in more than two years ... Smooth Jazz just doesn't seem to do well in Boston ... WXKS-F recorded its third straight gain

# BUFFALO-NIAGARA FALLS

Arbitron Rank: 40 Pop (12+): 984,900	Stations: 23 / 22	Last Year's Revenue: \$42,300,000
MSA Rank: 46	Diaries: 2,591/380:1/56.7%	Household Income: \$39,700
MSA Pop: 1,180,000	Sample Target: 2,420	Retail Dollars: \$10.5 Bil
DMA: 39	% Below Line: 0.7	#1 Biller: WBEN \$6,700,000
Average Persons Rating: 17.0	% Not Listed: 10.3	#1 Billing Portfolio: Sinclair TV \$16,300,000
Market TSL In Hours: 22.50	Pop per Station: 44,768	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WGRF-F	149 / 8.9	96	65	63	87	78	1790 / 18.2	174	193	F	WGRF-F
2	WBEN	145 / 8.7	74	95	114	88	92	2258 / 22.9	190	227	G	WBEN
3	WYRK-F	135 / 8.1	73	89	74	90	79	1598 / 18.2	152	196	F	WYRK-F
4	WJYE-F	131 / 7.8	83	84	78	73	81	1800 / 18.3	203	169	F	WJYE-F
5	WHTT-F	128 / 7.5	67	70	70	70	71	1983 / 20.1	194	213	F	WHTT-F
6	WBLK-F	124 / 7.4	84	65	68	65	73	1308 / 13.3	142	112	D	WBLK-F
7	WECK	109 / 8.5	59	65	61	60	63	1110 / 11.3	109	112	A	WECK
8	WKSE-F	105 / 6.3	70	76	74	76	71	2110 / 21.4	227	235	F	WKSE-F
9	WLCE-F	98 / 5.9	51	33	25	25	42	2055 / 20.9	196	92	C	WLCE-F
10	WMJQ-F	77 / 4.8	58	70	58	60	58	1469 / 14.9	160	178	E	WMJQ-F
11	WGR	76 / 4.5	57	60	53	47	54	1477 / 15.0	175	157	C	WGR
12	WEDG-F	70 / 4.2	47	52	60	63	50	1428 / 14.5	157	184	E	WEDG-F
13	WDCX-F	24 / 1.4	13	10	11	09	12	310 / 3.1	34	34		WDCX-F
14	WNUC-F	23 / 1.4	15	12	17	15	14	608 / 6.2	59	63	B	WNUC-F
15	WWWS	21 / 1.3	16	10	11	09	13	287 / 2.8	27	27		WWWS

12+ FM Share (Metro): 73.25 % ( 1098 of 1499 ) ( Summer 96 73.24 % )

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

Other Rated Stations	Metro Share	Cume Rating
CFNY-F	AOR-NR 102.1	Toronto, ON 0.8 3.7
CKEY-F	CHR 101.1	Fl. Erie, ON 0.6 3.1
WHTT	G 1120	Buffalo 0.6 1.3
WLVL	T 1340	Lockport 0.5 1.1
WUFO	B 1080	Amherst 0.7 1.6
WWKB	C 1520	Buffalo 0.8 2.9
WXRL	C 1300	Lancaster 0.4 2.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CHTZ-F	AOR 97.7	St. Catharines, ON 0.7 3.6



# BUFFALO-NIAGARA FALLS

Consolidation Report	12+	25-54	Revenue
<b>Bcstg. Ptnrs./VS&amp;A</b>	21.2 %	28.5 %	27.2 %
WEDG-FM, WGRF-FM, WHTT-FM, WHTT-AM			
<b>Sinclair TV</b>	26.2 %	22.2 %	38.5 %
WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM			
<b>Westinghouse, pend.</b>	35.7 %	33.1 %	30.4 %
WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM			
	83.1 %	83.8 %	96.1 %

## AM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Station	City
WBEN	930	5 kw (DA-N)	Full Service/Talk	CBS	\$100.00	D&R	Sinclair TV	
WECK	1230	1 kw	Standards	Westwd	\$<20.00	Chrstal	Westinghouse, pend.	Cheektowaga
WGR	550	5 kw (DA-N)	Talk	ABC	\$49.00	Katz	Sinclair TV	
WWWS	1400	1 kw	Black Oldies		\$ NA	Katz	Sinclair TV	

## FM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Station	City
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Eastman	Westinghouse, pend.	Depew
WDCX	99.5	110 kw @ 640	Religion		\$ NA	---	Crawford	
WEDG	103.3	49 kw @ 340	AOR-New Rock		\$64.00	Interep	BP/VS&A	
WGRF	96.9	24 kw @ 712	AOR-Classic		\$79.00	Interep	BP/VS&A	
WHTT	104.1	50 kw @ 390	Oldies		\$85.00	Allied	BP/VS&A	
WJYE	96.1	47 kw @ 505	Soft AC		\$84.00	Chrstal	Westinghouse, pend.	
WKSE	98.5	46 kw @ 420	CHR		\$77.00	D&R	Sinclair TV	Niagara Falls
WLCE	92.9	91 kw @ 580	AC-New Rock	CBS	\$45.00	Chrstal	Westinghouse, pend.	
WMJQ	102.5	110 kw @ 1340	AC:CHR		\$70.00	D&R	Sinclair TV	
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	---		Wethersfield
WYRK	106.5	50 kw @ 466	Country		\$90.00	Chrstal	Westinghouse, pend.	

Notes: 10/97 American Radio Systems sold these stations to Westinghouse: WBLK-F for \$17,000,000; WECK for \$2,000,000; WJYE-F for \$29,000,000; WLCE-F for \$11,000,000; WYRK-F for \$25,000,000

Jim Duncan

Comments: Listening levels are steady . . . WLCE-F continues its growth pattern with the facility's highest share in many years . . . WHTT-F posted its highest share in more than two years . . . WECK has more audience share and less revenue share than any other station in the country

# CHARLESTON, SC

Arbitron Rank: 91	Pop (12+): 409,200	Stations: 25 / 23	Last Year's Revenue: \$15,300,000
MSA Rank: 98		Diaries: 1,113/368:1/53.7%	Household Income: \$38,460
MSA Pop: 513,000		Sample Target: 1,040	Retail Dollars: \$4.6 Bil.
DMA: 108		% Below Line: 1.0	#1 Biller: WEZL-F \$2,800,000
Average Persons Rating: 16.8		% Not Listed: 11.5	#1 Billing Portfolio: Wicks \$6,340,000
Market TSL In Hours: 22.25		Pop per Station: 17,791	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WWWZ-F	B	79 / 11.5	119	109	11.5	12.1	11.5	918 / 22.4	207	238	C
2	WEZL-F	C	61 / 8.9	7.5	99	78	8.3	8.5	784 / 19.2	180	184	D
3	WAVF-F	AOR	44 / 8.4	4.2	57	6.4	8.8	5.7	768 / 18.8	139	17.6	D
4	WXLY-F	O	41 / 8.0	5.2	52	6.4	5.2	5.7	620 / 15.2	152	143	B
5	WBUB-F	C	39 / 5.7	5.2	50	60	4.5	5.5	597 / 14.6	13.7	11.7	C
	WSSX-F	CHR/AC	39 / 5.7	7.2	5.0	5.7	7.0	5.9	889 / 21.7	199	20.1	C
7	WRFQ-F	CL HITS	32 / 4.7	5.9	30	3.1	2.4	4.2	580 / 14.2	16.3	10.8	A
8	WTMA	N/T	28 / 4.1	3.6	63	5.7	5.5	4.9	386 / 9.4	10.0	10.5	C
9	WSUY-F	SAC	27 / 3.9	4.7	4.6	4.6	3.6	4.5	438 / 10.7	11.7	9.4	C
	WPAL	B	27 / 3.9	1.9	30	3.2	4.2	3.0	290 / 7.1	5.0	8.2	A
	WYBB-F	CL AOR	27 / 3.9	7.2	30	3.5	3.0	4.4	496 / 12.1	14.2	11.6	B
12	WJZK-F	J	24 / 3.5	3.3	3.2	4.6	2.5	3.6	294 / 7.2	7.3	8.7	A
13	WSSP-F	ST	22 / 3.2	3.2	4.7	2.9	4.5	3.5	269 / 6.6	7.1	7.6	A
14	WMGL-F	B/AC	21 / 3.1	2.3	4.3	4.3	4.0	3.5	343 / 8.4	8.4	10.9	A
15	WNST-F	AC/CHR	19 / 2.8	2.6	1.7	1.4	1.9	2.1	444 / 10.8	8.8	4.8	A
16	WPAL-F	B	15 / 2.2	3.0	2.5	2.0	2.1	2.4	345 / 8.4	9.7	7.9	A
17	WQIZ	REL	14 / 2.0	2.2	1.3	1.5	1.0	1.8	98 / 2.4	2.3	2.6	A
	WHBZ-F	B	14 / 2.0	1.3	2.3	1.1	2.3	1.7	227 / 5.5	4.4	6.3	A

12+ FM Share (Metro): 85.50 % ( 519 of 607 ) ( Summer 96: 83.84 % )

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	WEZL-F	1	WWWZ-F <	1	WWWZ-F >>	
2	WPAL-F	2	WAVF-F	2	WEZL-F	2	WXLY-F	2	WWWZ-F >	2	WEZL-F	
		3	WSSX-F >	3	WAVF-F	3	WAVF-F	3	WAVF-F <	3	WAVF-F	
		4	WEZL-F	4	WSSX-F	4	WRFQ-F	4	WTMA <	4	WSSX-F <	
		5	WBUB-F	5	WRFQ-F <	5	WXLY-F <	5	WRFQ-F <	5	WXLY-F	
		6	WSUY-F	6	WBUB-F <	6	WSSX-F	6	WBUB-F <	6	WBUB-F <	
		7	WRFQ-F	7	WXLY-F <	7	WBUB-F	7	WXLY-F	7	WSSX-F	
		8	WNST-F	8	WYBB-F	8	WYBB-F	8	WYBB-F	8	WYBB-F	
		9	WSUY-F <	9	WSUY-F <	9	WJZK-F	9	WSSX-F <	9	WSSX-F	
							WPAL <		8	WSUY-F <	8	WSUY-F
							WRFQ-F		9	WMGL-F	9	WRFQ-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	WWWZ-F <	1	WWWZ-F >>	1	WWWZ-F	
2	WSSX-F	2	WSSX-F	2	WEZL-F	2	WAVF-F >>	2	WAVF-F	
3	WAVF-F	3	WAVF-F	3	WSSX-F <	3	WSUY-F	3	WWWZ-F	
4	WBUB-F	4	WEZL-F >	4	WAVF-F	4	WRFQ-F	4	WRFQ-F	
	WXLY-F	5	WBUB-F	5	WSUY-F <	5	WXLY-F <	5	WEZL-F	
6	WEZL-F >	6	WSUY-F	6	WBUB-F >	6	WBUB-F >	6	WSSX-F	
		7	WNST-F	7	WSUY-F	7	WNST-F	7	WNST-F	
		8	WRFQ-F	8	WRFQ-F	8	WSUY-F	8	WBUB-F	
			WMGL-F <		WBUB-F				8	WXLY-F >
									9	WXLY-F

Other Rated Stations	Metro Share	Cume Rating
WQNT	T	1450 Charleston 0.6 1.7
WQSC	SPRIS	1340 Charleston 0.9 3.1
WTUA-F	G	106.1 St. Stephen 1.2 2.4
WZJY	REL	1480 Mt. Pleasant 1.3 3.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCOS-F	C	97.5 Columbia 0.4 1.6
WVDM-F	B	101.3 Sumter 0.6 2.0

# CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue
<b>Jacor, pend.</b> WEZL-FM, WSSP-FM, WSUY-FM, WXLV-FM	22.0 %	21.3 %	32.7 %
<b>LM</b> WNST-FM, WYBB-FM	6.7 %	8.1 %	3.5 %
<b>Wicks</b> WBUB-FM, WJZK-FM, WMGL-FM, WSSX-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-AM	33.6 %	33.1 %	46.3 %
	<b>62.3 %</b>	<b>62.5 %</b>	<b>82.5 %</b>

## AM Stations

Station	Power	Time	Genre	Company	Advertiser	Agency	Location
WPAL	730	1 kw/103 w	Black	AURN	\$<20.00	Unirep	
WQIZ	810	5 kw (Days)	Religion	AURN	\$ NA	Eastman	St. George
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$36.00	Katz	Wicks

## FM Stations

Station	Power	Time	Genre	Company	Advertiser	Agency	Location
WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal	
WBUB	107.5	100 kw @ 984	Country		\$39.00	Allied	Wicks
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Banner	Jacor
WHBZ	99.7	100 kw @ 1210	See WWBZ				Port Royal
WJZK	96.9	100 kw @ 1770	Jazz		\$<20.00	Mc-Guild	Wicks
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Wicks
WNST	105.3	13.5 kw @ 446	AC/CHR		\$ NA	---	LM
WPAL	100.9	25 kw @ 228	Black		\$ NA	Unirep	Walterboro
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Allied	Jacor, pend.
WSSP	94.3	3 kw @ 480	Standards	Westwd	\$<20.00	---	Dudley
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Katz	Wicks
WSUY	100.5	18 kw @ 394	Soft AC		\$28.00	Mc-Guild	Jacor, pend.
WWBZ	98.9	50 kw @ 492	Black		\$ NA	K&P	WHBZ
WWWZ	93.3	50 kw @ 492	Black	AURN	\$44.00	D&R	Wicks
WXLV	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM

Notes: 8/97 WSUY-F sold by Dudley to Regent for \$2,500,000 . . . 8/97 WRFQ-F sold to Regent for \$1,350,000 . . . 8/97 Regent sold WRFQ-F/WSUY-F to Jacor for \$3,850,000; also, Jacor's sale of WEZL-F/WXLV-F to Regent was cancelled

Jim Duncan

Comments: WAVF-F recovered from its terrible Spring book . . . WYBB-F's strong Spring book was not confirmed by the Summer Arbitron

# CHARLOTTE

Arbitron Rank: 37	Pop (12+): 1,097,400	Stations: 28 / 22	Last Year's Revenue: \$70,000,000
MSA Rank: 43		Diaries: 2,347/468:1/47.1%	Household Income: \$42,669
MSA Pop: 1,340,000		Sample Target: 2,230	Retail Dollars: \$12.8 Bil.
DMA: 28		% Below Line: 4.7	#1 Biller: WRFX-F \$9,750,000
Average Persons Rating: 15.2		% Not Listed: 15.5	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 49,882	Westinghouse, pend. \$26,200,000

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									H	Level
1	WPEG-F	B	187 / 10.0	109	100	93	94	10.1	2060 / 18.8	17.9	17.6	H	WPEG-F
2	WSOC-F	C	127 / 7.6	86	92	8.8	8.6	8.6	1942 / 17.7	17.9	19.5	H	WSOC-F
3	WRFX-F	AOR	117 / 7.0	68	8.1	8.0	9.5	7.5	1914 / 17.4	18.0	21.1	H	WRFX-F
4	WWMG-F	O	103 / 6.2	4.9	5.5	5.5	5.9	5.5	1622 / 14.8	13.2	13.5	F	WWMG-F
5	WBAV-F	B/A/C	94 / 5.6	4.3	4.7	4.3	4.1	4.7	1194 / 10.9	8.8	8.9	C	WBAV-F
	WLYT-F	SAC	94 / 5.6	7.1	5.8	6.3	5.9	6.2	1496 / 13.6	15.3	13.1	G	WLYT-F
7	WKKT-F	C	88 / 5.3	5.1	5.0	7.0	6.0	5.6	1810 / 14.7	14.1	16.7	F	WKKT-F
8	WNKS-F	CHR	85 / 5.1	4.6	5.0	5.0	6.5	4.9	1809 / 16.5	15.1	18.8	D	WNKS-F
9	WBT	FS	83 / 5.0	5.7	5.1	5.5	5.5	5.3	1393 / 12.7	13.2	12.9	H	WBT
10	WSSS-F	CL HITS	78 / 4.6	4.2	4.7	4.1	3.3	4.4	1333 / 12.1	11.4	10.4	E	WSSS-F
11	WLNK-F	AC-NR	69 / 4.1	3.9	4.1	3.4	3.5	3.9	1334 / 12.2	12.4	14.0	E	WLNK-F
12	WEND-F	AOR-P	65 / 3.9	3.7	4.3	4.3	3.9	4.1	1228 / 11.2	10.7	11.0	D	WEND-F
13	WNMX-F	ST	34 / 2.0	2.4	2.6	2.8	1.6	2.5	543 / 4.9	4.9	5.0	A	WNMX-F
	WXRC-F	AOR	34 / 2.0	1.6	0.8	1.5	1.0	1.5	855 / 6.0	5.9	4.9	A	WXRC-F
15	WCCJ-F	J	27 / 1.6	2.1	1.9	1.7	1.9	1.8	463 / 4.2	4.8	4.2	A	WCCJ-F

12+ FM Share (Metro): 90.35 % ( 1273 of 1409 ) ( Summer 96: 87.87 % )

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

Other Rated Stations	Metro Share	Cume Rating		
WBT-F	FS	99.3 Chester, SC	0.9	2.9
WFNZ	SPRIS	610 Charlotte	0.7	2.6
WGIV	B/O	1600 Charlotte	0.7	1.5
WGSP	REL	1310 Charlotte	0.4	1.1
WIXE	C	1190 Monroe	0.4	0.5
WLTC	REL	1370 Gastonia	0.7	1.2
WILT	N/T	1480 Charlotte	0.3	0.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WFMX-F	C	105.7 Statesville	1.3	4.4
WJMH-F	B	102.1 Reidsville	0.4	1.4
WKRR-F	AOR/CL	92.3 Asheboro	0.4	2.2
WKSI-F	AC-NR	98.7 Greensboro	0.5	1.5
WMIT-F	REL	106.9 Black Mtn.	1.3	4.2
WTPT-F	AOR-NR	93.3 Forest City	0.8	2.7

# CHARLOTTE

Consolidation Report	12+	25-54	Revenue
<b>Dalton</b> WEND-FM, WWMG-FM	10.1 %	11.4 %	9.7 %
<b>Hicks, Muse, pend.</b> WKKT-FM, WLYT-FM, WRFX-FM	17.9 %	20.8 %	32.3 %
<b>Jefferson-Pilot</b> WBT-FM, WBT-AM, WLNK-FM	10.0 %	9.9 %	18.4 %
<b>Westinghouse, pend.</b> WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	34.3 %	32.0 %	37.4 %
	<b>72.3 %</b>	<b>74.1 %</b>	<b>97.8 %</b>

## AM Stations

Station	Freq	Power	Service	Company	Revenue	Advertiser	Notes
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	Jefferson-Pilot	
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd. 1/1	\$ NA	Eastman	Westinghouse, pend.
WGIV	1600	1 kw (DA-N)	Black Oldies	ABC	\$ NA	---	Westinghouse, pend.

## FM Stations

Station	Freq	Power	Service	Company	Revenue	Advertiser	Notes
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	Westinghouse, pend.
WBT	99.3	7.6 kw @ 604	See WBT				Chester, SC
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis Harrisburg
WEND	106.5	100 kw @ 1003	Prog. AOR		\$53.00	Mc-Guild	Dalton Salisbury
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R	Hicks, Muse, pend. Statesville
WLNK	107.9	100 kw @ 1694	AC-New Rock		\$80.00	Banner	Jefferson-Pilot
WLYT	102.9	31 kw @ 1535	Soft AC		\$100.00	D&R	Hicks, Muse, pend. Hickory
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Eastman	Westinghouse, pend.
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin	GHB Waxhaw, SC
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd. ABC	\$155.00	Katz	Westinghouse, pend. Concord
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	Hicks, Muse, pend. Kannapolis
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R	Westinghouse, pend.
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz	Westinghouse, pend.
WWMG	96.1	100 kw @ 1745	Oldies	CBS, AP	\$90.00	Mc-Guild	Dalton Shelby
WXRC	95.7	100 kw @ 1020	Prog. AOR	ABC	\$ NA	---	Hickory

Notes: 8/97 WTDR-F changed calls to WKKT-F ("Cat Country"); remains Country . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WKKT-F for \$41,000,000; WLYT-F for \$39,000,000; WRFX-F for \$59,000,000 . . . 10/97 American Radio Systems sold these stations to Westinghouse: WGIV/WBAV-F for \$25,000,000; WFNZ for \$2,000,000; WNKS-F for \$20,000,000; WPEG-F for \$65,000,000; WSOC-F for \$80,000,000; WSSS-F for \$18,000,000 . . . 10/97 WGIV changed from Black Oldies to Black Gospel (after the Summer survey) . . . 1/97 WXRC-F changed from Progressive AOR to AOR (after the Summer survey)

Jim Duncan

Comments: Listening levels are steady versus a year ago . . . WSOC-F has its lowest share in more than two years . . . A big increase boosted WBAV-F to its highest level in over two years . . . "Thunder" decided to become the "Cat" . . . WLYT-F backed off from its big Spring book . . . WBT is at its lowest levels ever . . . FM's share rises above 90%

# CHATTANOOGA

Arbitron Rank: 100 Pop (12+):	384,400	Stations:	23 / 22	Last Year's Revenue:	\$17,700,000
MSA Rank:	112	Diaries:	1,393/276:1/49.5%	Household Income:	\$35,475
MSA Pop:	448,000	Sample Target:	1,430	Retail Dollars:	\$4.8 Bil.
DMA:	82	% Below Line:	0.5	#1 Biller:	WUSY-F \$5,425,000
Average Persons Rating:	16.0	% Not Listed:	15.3	#1 Billing Portfolio:	Colonial (WUSY-F) \$5,425,000
Market TSL In Hours:	21.00	Pop per Station:	17,473		

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WUSY-F	C	124 / 20.2	23.0	20.2	20.1	18.7	20.9	1399 / 36.4	33.6	33.8	G WUSY-F
2	WDEF-F	SAC	49 / 8.0	7.7	9.6	6.5	8.6	7.9	712 / 18.5	18.1	20.4	D WDEF-F
3	WJTT-F	B	43 / 7.0	5.4	7.5	6.4	8.0	6.6	383 / 10.0	9.3	10.9	C WJTT-F
4	WSKZ-F	AOR/CL	38 / 6.2	7.0	8.8	7.7	8.5	7.4	708 / 18.4	19.3	20.5	D WSKZ-F
5	WDOD-F	AC-NR	37 / 6.0	6.1	3.1	3.2	3.7	4.6	624 / 16.2	14.4	13.7	B WDOD-F
6	WOGT-F	O	32 / 5.2	5.1	4.2	4.5	4.4	4.8	551 / 14.3	12.4	12.0	B WOGT-F
7	WKXJ-F	CHR	29 / 4.7	4.9	4.9	4.7	2.6	4.8	495 / 12.9	13.4	10.9	A WKXJ-F
8	WLMX-F	AC	25 / 4.1	3.4	3.8	4.8	4.1	4.0	483 / 12.0	9.5	12.0	C WLMX-F
9	WGOW-F	T	21 / 3.4	4.1	4.2	3.7	3.6	3.9	334 / 8.7	8.5	9.4	A WGOW-F
	WDOD	ST	21 / 3.4	3.9	2.4	3.0	1.8	3.2	253 / 6.6	6.3	4.7	A WDOD
11	WNOO	B	20 / 3.3	3.1	2.8	2.8	3.1	3.0	140 / 3.6	3.9	4.2	A WNOO
12	WZST-F	CHR	18 / 2.8	2.7	4.6	4.7	5.2	3.7	402 / 10.5	11.9	15.8	B WZST-F
13	WBDX-F	REL	14 / 2.3	1.9	1.8	2.5	1.3	2.1	217 / 5.6	4.6	4.1	A WBDX-F
	WGOW	T	14 / 2.3	2.2	2.9	3.7	2.4	2.8	243 / 6.3	5.8	7.2	A WGOW
15	WMPZ-F	B/A/C	11 / 1.8	1.9	1.8	1.3	2.1	1.7	144 / 3.7	4.0	4.5	A WMPZ-F
16	WSGC-F	CHR	8 / 1.0	0.9	0.7	0.8	2.6	0.8	137 / 3.6	2.8	5.1	A WSGC-F

12+ FM Share (Metro): 85.99 % ( 448 of 521 ) ( Summer 96: 86.48 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKXJ-F	1 WUSY-F	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F	1 WUSY-F >
2 WJTT-F	2 WDOD-F	2 WSKZ-F	2 WSKZ-F	2 WDEF-F	2 WDEF-F >	2 WDEF-F >	2 WDEF-F >	2 WDEF-F	2 WJTT-F >	2 WDEF-F <
3 WUSY-F	3 WJTT-F	3 WSKZ-F	3 WDEF-F	3 WSKZ-F	3 WOGT-F	3 WJTT-F	3 WSKZ-F	3 WSKZ-F <	3 WKXJ-F >	3 WJTT-F >
4 WZST-F >>	4 WKXJ-F <	4 WJTT-F	4 WDOD-F <	4 WDOD-F	4 WSKZ-F	4 WJTT-F	4 WJTT-F <	4 WJTT-F <	4 WSKZ-F	4 WSKZ-F
	5 WSKZ-F	5 WDEF-F	5 WJTT-F	5 WJTT-F <	5 WOOD <	5 WSKZ-F <	5 WOGT-F <	5 WDOD-F <	5 WDEF-F <	5 WDEF-F <
	6 WDEF-F	6 WOGT-F	6 WOGT-F <	6 WOGT-F	6 WNOO	6 WOGT-F	6 WGOW	6 WOGT-F	6 WDOD-F	6 WDOD-F
		7 WKXJ-F	7 WGOW-F	7 WGOW-F	7 WJTT-F	7 WDOD-F <	7 WJTT-F	7 WKXJ-F	7 WJTT-F	7 WJTT-F
		8 WLMX-F	8 WLMX-F			8 WGOW-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 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F >	1 WUSY-F >	1 WDOD-F	1 WOOD-F	1 WOOD-F	1 WUSY-F >	1 WUSY-F >>
2 WJTT-F >	2 WJTT-F >	2 WJTT-F	2 WDEF-F <	2 WDEF-F >	2 WZST-F	2 WUSY-F >	2 WUSY-F >	2 WDOD-F	2 WSKZ-F <
3 WKXJ-F >	3 WKXJ-F	3 WDEF-F	3 WJTT-F >	3 WJTT-F	3 WUSY-F	3 WSKZ-F	3 WSKZ-F	3 WSKZ-F >	3 WOOD-F
4 WDOD-F	4 WDEF-F	4 WLMX-F	4 WSKZ-F	4 WSKZ-F	4 WKXJ-F	4 WKXJ-F	4 WGOW-F	4 WGOW-F <	4 WGOW-F
	4 WLMX-F >	4 WSKZ-F	4 WLMX-F	4 WLMX-F <	5 WJTT-F >	5 WJTT-F	5 WJTT-F >	5 WJTT-F	5 WOGT-F
	6 WSKZ-F	6 WKXJ-F	6 WDOD-F	6 WOGT-F		6 WGOW-F		6 WOGT-F	6 WJTT-F
		6 WDOD-F >>	6 WOGT-F			6 WZST-F >			7 WDEF-F
			6 WKXJ-F >						

Other Rated Stations	Metro Share	Cume Rating
WDEF	T 1370 Chattanooga	0.7 2.3
WEPG	O 910 S. Pittsburg	0.7 1.0
WFLI	REL 1070 Lookout Mountain	0.7 2.6
WJOC	REL 1490 Chattanooga	0.7 1.5
WQCH	C 1590 Lafayette, GA	0.3 0.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WQMT-F	C 98.9 Chatsworth, GA	0.5 1.2

Consolidation Report	12+	25-54	Revenue
<b>Bahakel</b>	18.1 %	15.9 %	19.9 %
WDEF-FM, WDEF-AM, WDOD-FM, WOOD-AM			
<b>Bloomington</b>	17.1 %	22.5 %	24.2 %
WGOW-FM, WGOW-AM, WOGT-FM, WSKZ-FM			
<b>Brewer</b>	8.8 %	9.4 %	8.9 %
WJTT-FM, WMPZ-FM			
<b>Wicks</b>	6.7 %	6.2 %	11.2 %
WCVT-AM, WLMX-FM, WZST-FM			
<b>Other</b>	50.7 %	54.0 %	64.2 %

# CHATTANOOGA

## AM Stations

WDOD	1310	5 kw (DA-N)	Standards	ABC	\$<20.00	Banner	Bahakel
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$25.00	Christal	Bloomington
WNOO	1260	5 kw/0.025 kw (DA-N)	Black	AURN	\$<20.00	Banner	

## FM Stations

WBDX	102.7	0.32 kw @ 1375	Cont. Christian	SRN	\$<20.00	---		Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel	
WDOD	96.5	100 kw @ 1076	Modern AC	Westwd	\$20.00	Banner	Bahakel	
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	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	Jazz	ABC	\$<20.00	Mc-Guild	Brewer	Ringgold, GA
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington	East Ridge
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington	
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Colonial	
WZST	98.1	1 kw @ 794	CHR		\$25.00	---	Wicks	Signal Mtn

Notes: 9/97 WSGC-F changed from CHR to Modern AC (AC-NR) as "U-102" . . . 10/97 WZST-F changed from CHR to Country

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

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

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

A - Less than \$500,000	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	

# CHICAGO

Arbitron Rank: 3 Pop (12+): 6,953,200	Stations: 42 / 42	Last Year's Revenue: \$337,600,000
MSA Rank: 3	Diaries: 5,847/1189:1/45.9%	Household Income: \$55,280
MSA Pop: 8,680,000	Sample Target: 5,900	Retail Dollars: \$82.1 Bil.
DMA: 3	% Below Line: 0.0	#1 Biller: WGN \$38,300,000
Average Persons Rating: 17.4	% Not Listed: 10.6	#1 Billing Portfolio: Westinghouse \$113,500,000
Market TSL in Hours: 22.75	Pop per Station: 165,552	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WGCI-F	849 / 7.0	5.6	5.5	6.5	6.3	6.2	9515 / 13.7	12.2	13.4	K WGCI-F
2	WGN	678 / 5.8	5.9	6.2	6.6	6.8	6.1	8240 / 11.9	12.7	14.4	K WGN
3	WBBM-F	606 / 5.0	4.5	4.8	4.7	4.4	4.8	12282 / 17.7	16.2	16.2	I WBBM-F
4	WVAZ-F	587 / 4.7	4.2	4.5	3.9	4.3	4.3	6834 / 9.8	9.3	9.3	J WVAZ-F
5	WLIT-F	538 / 4.5	4.8	5.1	4.2	4.0	4.6	8048 / 11.6	12.5	10.2	J WLIT-F
6	WNUA-F	521 / 4.3	3.9	3.5	3.5	3.3	3.8	7838 / 11.3	9.9	9.4	I WNUA-F
7	WJMK-F	470 / 3.9	4.0	3.3	3.4	4.2	3.6	10002 / 14.4	12.7	14.0	J WJMK-F
8	WUSN-F	469 / 3.9	3.4	3.7	3.0	3.0	3.5	6694 / 9.6	8.9	9.0	K WUSN-F
9	WBBM	464 / 3.8	4.2	4.1	3.5	3.6	3.9	10043 / 14.4	14.0	13.8	J WBBM
10	WLS	456 / 3.8	4.1	4.0	3.3	4.1	3.8	5344 / 7.7	8.3	8.1	G WLS
11	WKQX-F	411 / 3.4	3.3	2.8	3.1	3.5	3.2	8930 / 12.8	13.9	14.5	I WKQX-F
12	WXCD-F	402 / 3.3	1.5	1.2	1.4	1.3	1.9	7194 / 10.3	5.0	4.3	E WXCD-F
13	WRCX-F	355 / 2.9	3.2	3.3	3.2	3.4	3.2	6608 / 9.5	10.0	10.5	I WRCX-F
14	WTMX-F	311 / 2.6	2.7	2.2	2.6	3.0	2.5	7116 / 10.2	10.7	10.9	I WTMX-F
15	WXRT-F	298 / 2.5	2.9	2.9	2.8	2.8	2.8	4894 / 7.0	7.6	7.6	I WXRT-F
16	WCKG-F	272 / 2.3	2.8	2.6	2.6	2.8	2.6	5876 / 8.5	9.7	10.8	H WCKG-F
17	WAIT	271 / 2.2	2.2	2.6	2.6	2.0	2.4	2638 / 3.8	3.5	3.9	D WAIT
18	WMAQ	280 / 2.2	1.8	2.2	2.7	2.1	2.2	6590 / 9.5	9.3	10.1	J WMAQ
19	WOJO-F	242 / 2.0	2.9	2.7	3.2	2.8	2.7	3214 / 4.6	6.0	5.5	I WOJO-F
20	WSCR	229 / 1.9	1.6	2.9	2.5	2.1	2.2	3111 / 4.5	4.1	4.0	H WSCR
21	WLUP-F	221 / 1.8	2.0	2.1	2.1	2.2	2.0	5809 / 8.4	9.8	7.0	J WLUP-F
22	WPNT-F	215 / 1.8	2.1	2.0	2.2	2.6	2.0	5864 / 8.4	8.1	9.7	H WPNT-F
23	WLEY-F	206 / 1.7	1.0	1.9	1.3	1.8	1.5	2828 / 4.1	5.2	7.2	I WLEY-F
24	WMVP	170 / 1.4	1.4	1.1	1.0	0.3	1.2	3317 / 4.8	7.5	1.9	H WMVP
25	WNIB-F	167 / 1.4	1.7	1.6	1.6	1.4	1.6	3537 / 5.1	4.8	5.0	E WNIB-F
26	WFMT-F	157 / 1.3	1.5	1.4	1.6	1.2	1.5	2922 / 4.2	4.3	4.6	E WFMT-F
27	WGCI	145 / 1.2	1.4	1.2	1.1	1.3	1.2	2079 / 3.0	3.3	3.4	- WGCI

12+ FM Share (Metro): 71.95 % ( 7705 of 10709 ) ( Summer 96: 70.28 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBBM-F	1 WGCI-F >	1 WGCI-F	1 WGCI-F <	1 WGCI-F	1 WGN >	1 WGN >	1 WGCI-F <	1 WGCI-F >	1 WGCI-F >	1 WGN >
2 WGCI-F >	2 WBBM-F <	2 WVAZ-F	2 WVAZ-F	WVAZ-F	2 WNUA-F <	2 WBBM	2 WLIT-F	2 WBBM-F <	2 WBBM-F	2 WBBM <
3 WKQX-F >>	3 WRCX-F <	3 WBBM-F <	3 WXCD-F <	3 WNUA-F	3 WBBM <	3 WGCI-F	3 WNUA-F <	3 WLIT-F <	3 WVAZ-F	3 WGCI-F <
	4 WKQX-F	4 WXCD-F <	4 WNUA-F <	WLIT-F <	4 WLIT-F <	4 WRCX-F	4 WGN <	4 WVAZ-F <	4 WKQX-F	4 WLS
	5 WVAZ-F <	5 WLIT-F <	5 WLIT-F	5 WJMK-F <	5 WLS <	5 WVAZ-F	5 WLS <	5 WNUA-F <	5 WNUA-F	WVAZ-F
	6 WTMX-F	6 WNUA-F <	6 WJMK-F <	6 WXCD-F	6 WJMK-F <	WLS <	6 WBBM-F <	6 WGN <	6 WGN	6 WBBM-F
	7 WXCD-F	7 WRCX-F <	7 WXRT-F	7 WUSN-F <	7 WVAZ-F <	7 WLIT-F <	7 WXCD-F <	7 WUSN-F		
		8 WKQX-F <		8 WXRT-F	8 WUSN-F	8 WUSN-F <	8 WJMK-F	WXCD-F <		
							WUSN-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WGCI-F >	1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGCI-F <	1 WGCI-F	1 WRCX-F <	1 WRCX-F	1 WXCD-F <	1 WXCD-F
2 WBBM-F	2 WBBM-F	2 WVAZ-F	2 WVAZ-F	2 WVAZ-F	2 WRCX-F <	2 WGCI-F >	2 WGCI-F	2 WGCI-F <	2 WNUA-F <
3 WKQX-F >	3 WVAZ-F <	3 WTMX-F <	3 WLIT-F	3 WLIT-F	3 WKQX-F	3 WKQX-F <	3 WCKG-F	3 WRCX-F	3 WVAZ-F
4 WTMX-F	4 WTMX-F <	4 WLIT-F <	4 WBBM-F	4 WJMK-F <	4 WBBM-F >	4 WBBM-F	4 WXCD-F	4 WCKG-F	WCKG-F <
5 WVAZ-F	5 WKQX-F	5 WBBM-F <	5 WTMX-F <	5 WNUA-F <	5 WLEY-F	5 WCKG-F	5 WKQX-F	WVAZ-F <	5 WRCX-F
6 WUSN-F	6 WLIT-F	6 WXRT-F	6 WJMK-F <	6 WUSN-F	WLUP-F	WXCD-F	WXRT-F <	6 WNUA-F	WGCI-F <
		7 WNUA-F	7 WUSN-F	7 WTMX-F <	7 WVAZ-F	7 WVAZ-F	7 WBBM-F <	WXRT-F <	7 WXRT-F <
		WPNT-F	WNUA-F	8 WBBM-F		WLUP-F <	8 WSCR <	8 WBBM-F	8 WJMK-F
							9 WTMX-F <	WKQX-F	WSCR



# CHICAGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>Bonneville</b> WTMX-FM, WPNT-FM, WLUP-FM	6.2 %	7.9 %	11.1 %	WCCQ-F	C	98.3	Crest Hill	0.4	1.2
				WEJM	BL	95.0	Chicago	0.7	2.6
				WIL-F	AOR	95.1	Kenosha	0.4	1.9
<b>Chancellor</b> WMVP-AM, WVAZ-FM, WRCX-FM, WNUA-FM, WGCI-AM, WGCI-FM	21.5 %	24.6 %	26.6 %	WIND	SP	56.0	Chicago	0.6	2.0
				WLXX	SP	120.0	Chicago	0.7	1.2
				WNVR	E	103.0	Vernon Hills	0.3	0.6
<b>Heftel</b> WLXX-AM, WIND-AM, WOJO-FM	3.3 %	3.6 %	4.6 %	WRZA-FF	SP	99.9	Kankakee	0.5	1.3
				WTAQ	SP	130.0	La Grange	0.5	1.1
				WVON	B	145.0	Cicero	0.7	0.9
<b>Westinghouse</b> WJMK-FM, WBBM-FM, WXRT-FM, WSCR-AM, WCKG-FM, WUSN-FM, WBBM-AM, WMAQ-AM	25.5 %	26.3 %	33.6 %	WXLC-F	AC	102.3	Waukegan	0.5	1.9
				WYBA-F	B/G	106.3	Lansing	0.5	2.1
				WYCA-F	REL	92.3	Hammond, IN	0.6	1.8
				WZSR-F	AC	105.5	Woodstock	0.6	1.4
	<b>56.5 %</b>	<b>62.4 %</b>	<b>75.9 %</b>						

## AM Stations

WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	--	WZSR-F	Crystal Lake
WBBM	780	50 kw	News	CBS	\$250.00	CBS	Westinghouse	
WGCI	1390	5 kw (DA-2)	Black Oldies	AURN		Mc-Guild	Chancellor	
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman	Tribune Co	
WLS	890	50 kw	Talk	ABC	\$130.00	Katz	A3C/Disney	
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$230.00	Group W	Westinghouse	
WMVP	1000	50 kw (DA-2)	Talk	SBUSA, ABC	\$100.00	Christal	Chancellor	
WSCR	1160	50 kw/5 kw (DA-2)	Sports		\$125.00	CBS	Westinghouse	

## FM Stations

WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00	CBS	Westinghouse	
WCKG	105.9	4.1 kw @ 1581	Classic AOR	Source	\$188.00	CBS	Westinghouse	Elmwood Park
WFMT	98.7	15.5 kw @ 1174	Classical		\$110.00	--		
WGCI	107.5	33 kw @ 603	Black		\$350.00	Mc-Guild	Chancellor	
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd	\$325.00	Infinity	Westinghouse	
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock	Source	\$230.00	D&R	Emmis	
WLEY	107.9	21 kw @ 761	Hispanic			Caballero	SBS	Aurora
WLIT	93.9	4 kw @ 1581	Soft AC		\$325.00	Christal	Chancellor	
WLUP	97.9	6 kw @ 1174	New Rock		\$340.00	Sentry	Bonneville	
WNIB	97.1	8.4 kw @ 1190	Classical		\$125.00	Allied		
WNUA	95.5	8.3 kw @ 1174	Jazz		\$255.00	Eastman	Chancellor	
WOJO	105.1	8.3 kw @ 1174	Hispanic		\$175.00	Katz Hisp.	Heftel	Evanston
WPNT	100.3	8.3 kw @ 1174	AC/CHR		\$178.00	Sentry	Bonneville	
WRCX	103.5	4.1 kw @ 1575	AOR		\$225.00	Eastman	Chancellor	
WTMX	101.9	4.2 kw @ 1558	AC		\$190.00	Sentry	Bonneville	Skokie
WUSN	99.5	8.3 kw @ 1174	Country		\$340.00	CBS	Westinghouse	
WVAZ	102.7	6 kw @ 1174	Black AC	UPI, ABC	\$280.00	Eastman	Chancellor	Oak Park
WXCD	94.7	4.4 kw @ 1529	Classic AOR	ABC	\$150.00	Katz	AEC/Disney	
WXRT	93.1	6.7 kw @ 1308	Progressive AOR		\$270.00	CBS	Westinghouse	

Notes: \* WGCI billings included with WGCI-F ... 8/97 WEJM (950) sold by Douglas to 1-on-1 Sports for \$10,000,000 ... 9/97 WEJM changed from Black to 1-on-1 Sports as WIDB ... 10/97 WPNT-F changed from AC/CHR to AC as "Windy 100.3"

Jim Duncan

Comments: Listening levels are steady ... WGCI-F jumped ahead of WGN and had its highest share in over two years ... WXCD-F showed good growth, doubling its prior share ... WLUP-F is at record low levels

# CINCINNATI

Arbltron Rank: 25 Pop (12+): 1,569,100  
 MSA Rank: 31  
 MSA Pop: 1,930,000  
 DMA: 29  
 Average Persons Rating: 15.5  
 Market TSL in Hours: 20.25

Stations: 30 / 24  
 Darles: 3,105/505:1/52.7%  
 Sample Target: 2,860  
 % Below Line: 3.9  
 % Not Listed: 11.7  
 Pop per Station: 65,379

Last Year's Revenue: \$90,200,000  
 Household Income: \$43,877  
 Retail Dollars: \$19.0 Bil  
 #1 Biller: WLW \$19,500,000  
 #1 Billing Portfolio: Jacor \$43,900,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Wln 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WUBE-F	241 / 9.9	8.6	9.6	9.9	8.1	9.5	3037 / 19.4	18.6	17.7	I WUBE-F
2	WLW	231 / 9.5	9.5	10.3	9.3	9.5	9.7	3808 / 24.3	18.6	24.3	J WLW
3	WEBN-F	191 / 7.9	7.9	8.9	9.4	10.3	8.5	3056 / 19.5	18.3	22.8	H WEBN-F
4	WKRO-F	172 / 7.1	7.0	6.3	6.5	6.6	6.7	3422 / 21.8	23.4	22.9	H WKRO-F
5	WIZF-F	150 / 6.2	5.8	5.0	6.2	5.7	5.8	2061 / 13.1	12.1	10.4	F WIZF-F
6	WRRM-F	139 / 5.7	5.7	6.0	4.6	5.3	5.5	2224 / 14.2	15.2	15.3	G WRRM-F
7	WGRR-F	137 / 5.6	6.6	5.9	6.2	5.6	6.1	2251 / 14.3	15.4	14.6	G WGRR-F
8	WOFX-F	128 / 5.3	4.2	3.8	4.2	3.4	4.4	2636 / 16.8	15.9	11.5	D WOFX-F
9	WKRC	109 / 4.5	4.1	5.0	5.2	5.6	4.7	1732 / 11.0	11.4	12.8	G WKRC
10	WWNK-F	105 / 4.3	3.6	3.8	3.5	3.6	3.8	1834 / 11.7	12.4	13.3	F WWNK-F
11	WSAI	92 / 3.8	3.9	4.3	4.1	4.2	4.0	1152 / 7.3	7.0	7.0	D WSAI
12	WYGY-F	84 / 3.5	3.3	3.0	4.1	3.5	3.5	1813 / 11.6	10.5	11.5	E WYGY-F
13	WVAE-F	81 / 3.3	3.4	3.9	3.9	3.5	3.6	1152 / 7.3	9.2	9.6	E WVAE-F
14	WAQZ-F	50 / 2.1	2.3	2.0	1.9	2.3	2.1	1429 / 9.1	9.6	9.0	C WAQZ-F
15	WAKW-F	28 / 1.2	2.1	1.6	1.4	1.4	1.6	725 / 4.8	6.0	4.5	WAKW-F

12+ FM Share (Metro): 77.19 % ( 1655 of 2144 ) ( Summer 96: 74.64 % )

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

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

Other Rated Stations	Metro Share	Cume Rating
WAXZ-F	C	97.7 Georgetown, OH 0.5 0.8
WBOB	SPRTS	1160 Florence, KY 0.7 2.6
WCIN	B	1480 Cincinnati 0.7 1.9
WCVG	G	1320 Covington, KY 0.5 1.0
WIOK-F	REL	107.5 Falmouth, KY 0.5 1.0
WMMA-F	O	97.3 Lebanon 0.5 1.4
WNKR-F	C	106.5 Williamstown, KY 0.3 0.8
WNLT-F	REL	104.3 Harrison 0.5 2.1
WNOP	J	740 Newport, KY 0.4 0.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFCJ-F	REL	93.7 Miamisburg, OH 0.3 1.4
WGTZ-F	CHR	92.9 Eaton, OH 0.8 4.1
WHKO-F	C	99.1 Dayton 1.2 4.2
WPFB-F	C	105.9 Middletown, OH 0.7 3.1
WROU-F	B	92.1 W. Carrollton, OH 0.4 1.3
WTUE-F	AOR	104.7 Dayton 0.5 2.5

# CINCINNATI

Consolidation Report	12+	25-54	Revenue
<b>Chancellor</b> WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM	14.1 %	16.1 %	15.2 %
<b>Jacor</b> WLW-AM, WWNK-FM, WOFX-FM, WKRC-AM, WEBN-FM	31.5 %	32.6 %	48.7 %
<b>Local, SMA to Jacor</b> WAQZ-FM, WSAI-AM, WAZU-AM	5.9 %	2.2 %	4.8 %
<b>Susquehanna</b> WRRM-FM, WVAE-FM	9.0 %	11.2 %	10.1 %
<b>Westinghouse, pend.</b> WKRQ-FM, WGRR-FM, WMMA-FM	13.2 %	13.9 %	15.4 %
	<b>73.7 %</b>	<b>76.0 %</b>	<b>94.2 %</b>

## AM Stations

Station	Freq	Power	Format	Company	Revenue	Agency	Advertiser
WKRC	550	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$103.00	Eastman	Jacor
WLW	700	50 kw	Full Service/Talk	ABC, AP	\$260.00	Eastman	Jacor
WSAI	1530	50 kw (DA-N)	Standards	CBS, Westwd	\$55.00	Eastman	

## FM Stations

Station	Freq	Power	Format	Company	Revenue	Agency	Advertiser
WAKW	93.3	50 kw @ 495	Religion		\$ NA	---	Pillar of Fire
WAQZ	107.1	3 kw @ 300	AOR-New Rock		\$ 35.00	K&P	WSAI, Milford
WEBN	102.7	16.5 kw @ 905	AOR		\$169.00	Eastman	Jacor
WGRR	103.5	10 kw @ 1037	Oldies		\$130.00	Mc-Guild	Westinghouse, pend, Hamilton
WIZF	100.9	1.25 kw @ 508	Black		\$78.00	D&R	Blue Chip, Erlanger, KY
WKRQ	101.9	16.2 kw @ 874	CHR	ABC	\$150.00	Katz	Westinghouse, pend.
WOFX	92.5	15.8 kw @ 905	Classic AOR		\$80.00	Eastman	Jacor
WRRM	98.5	18 kw @ 808	Soft AC		\$109.00	Allied	Susquehanna
WUBE	105.1	14.5 kw @ 920	Country		\$180.00	Chrstal	Chancellor
WVAE	94.9	10.5 kw @ 1056	Jazz		\$ 72.00	Katz	Susquehanna, Fairfield
WWNK	94.1	32 kw @ 600	AC	ABC	\$ 88.00	Allied	Jacor
WYGY	96.5	19.5 kw @ 810	Country		\$74.00	Christal	Chancellor, Hamilton

Notes: 9/97 WWNK-F changed from AC to Hot AC (AC/CHR) as WVMX-F ("Mix 94.1") immediately after the Summer survey's end . . . 10/97 American Radio Systems sold these stations to Westinghouse: WKRQ-F for \$56,000,000; WGRR-F for \$52,000,000; WMMA-F for \$4,000,000

Jim Duncan

Comments: Listening levels are down slightly . . . WOFX-F had its highest share in many years; the same is true for WKRQ-F

# CLEVELAND

Arbitron Rank: 22 Pop (12+): 1,760,000	Stations: 26 / 21	Last Year's Revenue: \$80,100,000
MSA Rank: 21	Diaries: 3,145/560:1/54.7%	Household Income: \$42,542
MSA Pop: 2,220,000	Sample Target: 3,080	Retail Dollars: \$21.3 Bil.
DMA: 13	% Below Line: 2.8	#1 Biller: WMJI-FM \$9,425,000
Average Persons Rating: 16.8	% Not Listed: 10.8	#1 Billing Portfolio: Jacor (pend.) \$37,460,000
Market TSL in Hours: 22.25	Pop per Station: 83,810	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WGAR-F	270 / 9.1	8.3	7.5	8.7	8.4	8.4	3041 / 17.3	16.7	17.8	H	WGAR-F
2	WZAK-F	257 / 8.7	8.0	8.2	9.0	8.5	8.5	2823 / 18.0	15.0	15.4	H	WZAK-F
3	WMJI-F	237 / 8.0	8.7	8.8	7.8	7.7	8.3	3847 / 21.9	22.5	20.8	H	WMJI-F
4	WNCX-F	198 / 6.7	5.6	6.2	6.4	6.2	6.2	3191 / 18.1	16.8	16.2	H	WNCX-F
5	WRMR	183 / 6.2	5.5	5.4	7.1	6.0	6.0	1746 / 9.9	9.7	9.8	D	WRMR
6	WQAL-F	182 / 6.2	5.6	5.8	4.8	6.0	5.6	3107 / 17.7	17.1	18.9	G	WQAL-F
7	WDOK-F	169 / 5.7	6.8	6.5	5.7	6.2	6.2	2809 / 18.0	16.9	15.3	H	WDOK-F
8	WZJM-F	153 / 5.2	5.0	5.6	4.4	4.7	5.0	3324 / 18.9	17.8	16.3	D	WZJM-F
9	WMMS-F	141 / 4.8	4.5	4.8	5.4	5.5	4.9	2450 / 13.9	13.9	17.0	G	WMMS-F
10	WKNR	139 / 4.7	5.0	2.7	4.2	5.6	4.2	2937 / 18.7	18.3	20.2	D	WKNR
11	WTAM	138 / 4.7	4.5	5.3	4.7	4.0	4.8	2113 / 12.0	11.3	11.8	E	WTAM
12	WLTF-F	128 / 4.3	4.1	4.4	3.7	2.6	4.1	2100 / 11.9	12.2	11.1	H	WLTF-F
13	WNWV-F	105 / 3.8	3.9	3.6	3.9	5.1	3.7	1661 / 9.4	10.1	11.0	D	WNWV-F
14	WCLV-F	63 / 2.1	2.3	3.3	3.0	2.4	2.7	1049 / 8.0	6.1	7.0	D	WCLV-F
15	WENZ-F	51 / 1.7	2.1	1.6	2.3	1.9	1.9	1502 / 8.5	9.1	9.7	D	WENZ-F
	WJMO	51 / 1.7	1.8	1.6	2.1	2.0	1.8	910 / 5.2	4.8	4.7	B	WJMO
17	WABQ	34 / 1.2	1.7	1.7	1.1	1.2	1.4	412 / 2.3	2.5	1.9		WABQ

12+ FM Share (Metro): 77.39 % ( 2040 of 2636 ) ( Summer 96: 76.61 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZJM-F <	1 WZAK-F	1 WNCX-F <	1 WNCX-F <	1 WMJI-F <	1 WGAR-F <	1 WMJI-F	1 WGAR-F	1 WGAR-F	1 WKNR	1 WZAK-F >
2 WZAK-F >>	2 WNCX-F	2 WZAK-F	2 WQAL-F <	2 WGAR-F <	2 WMJI-F <	2 WNCX-F	2 WMJI-F	2 WZAK-F	2 WZAK-F	2 WGAR-F <
	3 WMMS-F <	3 WQAL-F <	3 WGAR-F	3 WNCX-F <	3 WRMR	3 WGAR-F	WZAK-F <	3 WMJI-F <	3 WZJM-F	3 WTAM <
	4 WQAL-F	4 WGAR-F <	WZAK-F <	4 WZAK-F	4 WDOK-F	4 WZAK-F	4 WQAL-F	4 WRMR <	4 WGAR-F <	4 WMJI-F
	5 WZJM-F >	5 WMJI-F	5 WMJI-F >	WQAL-F >	5 WTAM <	5 WDOK-F	5 WRMR <	5 WQAL-F <	5 WMMS-F	
	6 WGAR-F >	6 WMMS-F	6 WLTF-F <	6 WLTF-F <	6 WKNR <	6 WRMR <	6 WDOK-F <	6 WDOK-F <	6 WNCX-F <	6 WNCX-F <
		7 WZJM-F <	7 WMMS-F	7 WDOK-F <	7 WZAK-F	7 WQAL-F	7 WNCX-F <	7 WNCX-F	7 WMJI-F	
		8 WLTF-F	8 WDOK-F <	8 WMMS-F		8 WTAM	8 WLTF-F <	WTAM <		
							9 WTAM <	9 WZJM-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 WZAK-F	1 WZAK-F	1 WQAL-F <	1 WZAK-F <	1 WZAK-F <	1 WNCX-F <	1 WNCX-F	1 WNCX-F	1 WNCX-F >	1 WNCX-F
2 WZJM-F >	2 WQAL-F	2 WZAK-F >	2 WQAL-F	2 WQAL-F <	2 WMMS-F	2 WMMS-F >	2 WMMS-F >	2 WMMS-F	2 WMJI-F
3 WQAL-F >	3 WZJM-F	3 WGAR-F	3 WGAR-F	3 WGAR-F	3 WZAK-F >	3 WZAK-F	3 WGAR-F	3 WMJI-F	3 WMMS-F <
4 WMMS-F	4 WGAR-F >	4 WZJM-F	4 WZJM-F <	4 WMJI-F	4 WZJM-F	4 WGAR-F	WQAL-F <	4 WGAR-F <	4 WGAR-F <
	5 WNCX-F <	5 WNCX-F	5 WMJI-F <	5 WLTF-F	WMJI-F	5 WZJM-F <	5 WZAK-F	5 WZAK-F <	5 WKNR
6 WDOK-F	6 WMMS-F <	WLTF-F	6 WLTF-F	6 WDOK-F >	WGAR-F >>	6 WMJI-F <	6 WKNR <	6 WKNR <	6 WQAL-F <
	7 WLTF-F <	7 WDOK-F <	7 WDOK-F	7 WZJM-F <		7 WQAL-F <	7 WZJM-F	7 WQAL-F	7 WZAK-F <
	8 WDOK-F		8 WNCX-F	8 WNCX-F		8 WKNR		8 WTAM	8 WTAM

Other Rated Stations	Metro Share	Cume Rating
WEOL ST 930 Elyria	0.8	2.6
WERE N/T 1300 Cleveland	0.3	2.0
WMIH REL 1260 Cleveland	0.3	0.9
WZLE-F REL 104.9 Lorain	0.4	1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKDD-F CHR/AC 96.5 Akron	0.8	4.0
WKKY-F C 104.7 Geneva	0.3	1.6
WONE-F AOR 97.5 Akron	1.0	4.8
WQMX-F C 94.9 Medina	0.4	2.2
WTDU B/AC 1350 Akron	0.3	0.8

# CLEVELAND

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WENZ-FM, WERE-AM, WNCX-FM	8.7 %	11.0 %	12.8 %
<b>Jacor, pend.</b> WGAR-FM, WKNR-AM, WLTF-FM, WMJI-FM, WMMS-FM, WTAM-AM	35.6 %	39.1 %	45.5 %
<b>Zapis</b> WJMO-AM, WZAK-FM, WZJM-FM	15.6 %	14.3 %	15.8 %
	<b>59.9 %</b>	<b>64.4 %</b>	<b>74.1 %</b>

## AM Stations

Station	Freq	Power	Day	Genre	Source	Rate	Agency	Advertiser
WABQ	1540	1 kw	Days	Black Gospel	AURN	\$22.00	---	Linn
WERE	1300	5 kw	(DA-1)	News/Talk	CNN, Westwd	\$ NA	Clear Chnl	Clear Channel
WJMO	1490	1 kw		Black Oldies	ABC	\$32.00	D&R	Zapis
WKNR	1220	50 kw	(DA-1)	Sports	ABC, CBS	\$55.00	CBS	Jacor, pend.
WRMR	850	10 kw/5 kw	(DA-2)	Standards	CNN	\$45.00	MMR/Espnl	Media One
WTAM	1100	50 kw		News/Talk	ABC, AP	\$70.00	Christal	Jacor

## FM Stations

Station	Freq	Power	Day	Genre	Source	Rate	Agency	Advertiser
WCLV	95.5	31 kw @ 620		Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005		Soft AC		\$149.00	MMR/Espnl	Media One
WENZ	107.9	16 kw @ 892		AOR-New Rock	Source, Westwd	\$50.00	Clr Chnl	Clear Channel
WGAR	99.5	50 kw @ 500		Country		\$159.00	Mc-Guild	Jacor, pend.
WLTF	106.5	11.5 kw @ 1037		AC	AP	\$145.00	Christal	Jacor
WMJI	105.7	16 kw @ 1129		Oldies	Westwd	\$188.00	Mc-Guild	Jacor, pend.
WMMS	100.7	32 kw @ 500		AOR-New Rock	Westwd, Source	\$120.00	Katz	Jacor, pend.
WNCX	98.5	16 kw @ 961		Classic AOR	ABC, Westwd	\$153.00	Clr Chnl	Clear Channel
WNWV	107.3	50 kw @ 466		Jazz	CBS	\$51.00	Allied	Elyna
WQAL	104.1	11 kw @ 1060		AC/CHR	Westwd	\$115.00	Banner	Fairfield/ML
WZAK	93.1	27.5 kw @ 623		Black	ABC	\$170.00	D&R	Zapis
WZJM	92.3	40 kw @ 548		CHR	ABC	\$53.00	D&R	Zapis

Notes: 8/97 Controlling interest in WJMO/WZAK-F sold to Zapis for \$735,000 . . . 8/97 WKNR sold by Cablevision to Jacor for \$8,400,000 (Star) . . . 10/97 WLTF-F changed calls to WMXV-F ("Mix 106.5") . . . 10/97 Nationwide sold these stations to Jacor: WGAR-F for \$ \_\_\_\_\_; WMJI-F for \$ \_\_\_\_\_; WMMS-F for \$ \_\_\_\_\_ (Stevens)

Jim Duncan

Comments: Listening levels are down by about 5% . . . WGAR-F is number one 12+ for the first time since Spimg 96 . . . WKNR had a pretty good baseball book, but not as good as in 1996 (4.7 vs. 5.6)

# COLORADO SPRINGS

Arbitron Rank: 95 Pop (12+): 392,300	Stations: 28 / 18	Last Year's Revenue: \$16,300,000
MSA Rank: 104	Diaries: 1,361/288:1/55.1%	Household Income: \$37,305
MSA Pop: 487,000	Sample Target: 1,360	Retail Dollars: \$4.7 Bil
DMA: 97 (w/Pueblo)	% Below Line: 18.9	#1 Biller: KKCS-AF \$3,600,000
Average Persons Rating: 16.4	% Not Listed: 11.3	#1 Billing Portfolio: Citidel \$5,400,000
Market TSL In Hours: 22.25	Pop per Station: 21,794	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									C	D
1	KKMG-F	70	10.9	10.3	10.2	11.3	11.3	10.7	1077 / 27.5	256	26.5	C	KKMG-F
2	KKFM-F	63	9.8	9.0	10.0	8.4	8.8	9.3	760 / 19.4	199	20.0	D	KKFM-F
3	KKCS-F	52	8.1	8.2	8.4	8.2	9.3	8.2	652 / 16.6	170	18.0	E	KKCS-F
4	KCCY-F	48	7.4	5.3	6.4	6.9	4.7	6.5	709 / 18.1	136	12.1	B	KCCY-F
5	KILO-F	43	6.7	7.4	6.2	5.2	7.9	6.4	571 / 14.6	189	16.7	C	KILO-F
6	KSPZ-F	40	6.2	4.8	4.9	5.2	6.2	5.3	628 / 16.0	155	17.1	C	KSPZ-F
7	KOA	34	5.3	4.8	3.3	3.7	3.9	4.3	515 / 13.1	11.9	10.6		KOA
	KVUU-F	34	5.3	5.1	5.4	4.4	4.7	5.0	700 / 17.8	16.0	16.0	C	KVUU-F
9	KKLI-F	27	4.2	6.4	4.3	6.0	5.2	5.2	417 / 10.6	13.1	13.9	C	KKLI-F
10	KSKX-F	25	3.9	4.5	4.4	3.7	1.9	4.1	385 / 9.8	9.5	6.3	A	KSKX-F
	KVOR	25	3.9	4.2	5.1	5.5	5.9	4.7	415 / 10.6	11.4	11.5	C	KVOR
12	KRDO-F	18	2.8	3.5	4.4	4.8	3.2	3.9	375 / 9.6	10.8	10.2	B	KRDO-F
13	KQKS-F	13	2.0	1.0					182 / 4.8	2.4			KQKS-F
14	KBIQ-F	12	1.9	1.9	2.6	2.3	3.2	2.2	189 / 4.8	6.4	8.3		KBIQ-F
15	KGFT-F	11	1.7	1.4	1.3	1.1	1.4	1.4	210 / 5.4	4.3	4.0		KGFT-F
16	KCMN	9	1.4	1.9	1.6	1.8	1.7	1.7	90 / 2.3	3.3	2.3	A	KCMN
17	KRDO	7	1.1	1.0	1.3	1.1	1.5	1.1	178 / 4.5	4.6	4.4	A	KRDO

12+ FM Share (Metro): 83.92 % ( 480 of 572 ) ( Summer 96: 72.33 % )

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	KKMG-F	1	KKMG-F <	1	KKMG-F >	1	KKMG-F
2	KILO-F >>	2	KKFM-F	2	KKCS-F <	2	KKFM-F	2	KKFM-F	2	KKFM-F	2	KKFM-F
3		3	KILO-F	3	KKCS-F <	3	KKCS-F	3	KKCS-F	3	KKCS-F <	3	KILO-F <
4		4	KKCS-F	4	KCCY-F	4	KCCY-F <	4	KCCY-F	4	KCCY-F	4	KOA
5		5	KCCY-F <	5	KILO-F	5	KSPZ-F	5	KCCY-F	5	KILO-F	5	KCCY-F
6		6	KVUU-F >	6	KVUU-F <	6	KVUU-F <	6	KSPZ-F	6	KVUU-F <	6	KVUU-F <
7		7	KSPZ-F	7	KSPZ-F	7	KILO-F	7	KVOR <	7	KVUU-F <	7	KKCS-F <
8		8	KKLI-F	8	KKLI-F <	8	KKLI-F	8	KOA	8	KVOR <	8	KSPZ-F
9		9	KSKX-F		KOA <			9	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	KKMG-F >	1	KKMG-F	1	KILO-F	1	KKFM-F >	1	KKFM-F >			
2	KCCY-F >	2	KKFM-F	2	KCCY-F <	2	KKFM-F	2	KILO-F <	2	KKCS-F			
3	KKFM-F	3	KVUU-F	3	KKCS-F	3	KKMG-F	3	KSKX-F	3	KKCS-F			
4	KVUU-F >	4	KCCY-F <	4	KVUU-F >	4	KVUU-F	4	KKCS-F	4	KKMG-F			
5	KSPZ-F	5	KKCS-F >	5	KCCY-F	5	KCCY-F	5	KKMG-F	5	KCCY-F			
6	KILO-F	6	KRDO-F	6	KRDO-F	6	KVUU-F	6	KCCY-F	6	KSPZ-F			
7	KQKS-F >>	7	KKLI-F	7	KKLI-F >	7	KVUU-F	7	KOA	7	KOA <			
8		8	KBIQ-F	8	KBIQ-F >	8	KRDO-F	8	KVUU-F	8	KCCY-F			
9													8	KSKX-F <

Other Rated Stations	Metro Share	Cume Rating
KCBR	REL 1040	Monument 0.3 1.0
KKCS	T 1460	Colorado Springs 0.6 2.4
KPRZ-F	REL 96.1	Fountain 0.5 3.0
KTWK	ST 740	Colorado Springs 0.8 3.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KDZA-F	O 107.9	Pueblo 0.6 3.6
KHOW	T 630	Denver 0.9 2.2
KRFX-F	CL AOR 103.5	Denver 0.5 0.7
KVOD-F	CL 92.5	Greeley 0.5 1.0
KXPK-F	AOR-P 96.5	Evergreen 0.5 2.2
KYGO-F	C 98.5	Denver 0.3 2.0
KYZX-F	C 104.5	Pueblo 0.9 1.8

# COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue
<b>Citadel</b> KKFM-FM, KKLI-FM, KKMG-FM	24.9 %	24.9 %	33.1 %
<b>Local</b> KCBR-AM, KCMN-AM	1.7 %	0.9 %	1.5 %
<b>Triathlon</b> KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM	16.2 %	16.6 %	24.2 %
	<b>42.8 %</b>	<b>42.4 %</b>	<b>58.8 %</b>

## AM Stations

Station	Freq	Power	Format	Comments	Revenue	Advertiser	Agency
KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---	
KRDO	1240	1 kw	Sports	ABC, 1-on-1	\$12.00	D&R	
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS, CNN	\$30.00	Katz	Triathlon

## FM Stations

Station	Freq	Power	Format	Comments	Revenue	Advertiser	Agency	Market
KBIQ	102.7	100 kw @ 2000	Religion		\$<20.00	Salem	Salem	Manitou Springs
KGFT	100.7	78 kw @ 2217	Religion		\$ NA	Salem	Salem	Pueblo
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahaxel	
KKCS	101.9	72 kw @ 2280	Country		\$75.00	Katz	Walton	
KKFM	98.1	71 kw @ 2290	AOR-Classic		\$56.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$30.00	D&R	Citadel	Widefield
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Christal	Citadel	Pueblo
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R		Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Triathlon	
KVUU	99.9	68 kw @ 2000	AC		\$30.00	Katz	Triathlon	Pueblo

Notes: Other ranked stations -- See Denver or in the Spring 1997 American Radio, Pueblo

Jim Duncan

Comments: Listening levels are up somewhat . . . KCCY-F (out of Pueblo) had its highest share ever in the Springs . . . KVOR experienced its fifth consecutive down book; it appears to have been hurt by KOA

# COLUMBIA, SC

Arbitron Rank: 88 Pop (12+): 415,800	Stations: 21 / 18	Last Year's Revenue: \$21,800,000
MSA Rank: 101	Diaries: 1,398/297:1/47.7%	Household Income: \$39,991
MSA Pop: 500,000	Sample Target: 1,450	Retail Dollars: \$4.6 Bil.
DMA: 89	% Below Line: 1.8	#1 Biller: WWDM-F \$4,200,000
Average Persons Rating: 15.9	% Not Listed: 14.2	#1 Billing Portfolio: Capstar \$9,425,000
Market TSL in Hours: 21.00	Pop per Station: 23,100	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WWDM-F	88 / 13.3	16.6	17.8	18.2	19.9	16.5	955 / 23.0	24.3	24.6	F WWDM-F
2	WCOS-F	73 / 11.1	9.3	9.8	11.1	8.3	10.3	835 / 20.1	20.3	19.3	E WCOS-F
3	WNOK-F	60 / 9.1	8.2	7.3	8.2	7.1	8.2	962 / 23.1	23.2	21.5	D WNOK-F
4	WFMV-F	47 / 7.1	6.1	6.4	5.2	5.6	6.2	525 / 12.6	12.6	10.6	B WFMV-F
5	WMFX-F	AOR/CL 46 / 7.0	7.7	6.3	6.1	5.3	6.8	645 / 15.5	16.3	14.6	C WMFX-F
6	WSCQ-F	ST/EZ 35 / 5.3	5.0	6.0	5.2	5.3	5.4	393 / 9.5	10.1	10.5	B WSCQ-F
7	WVOC	N/T 33 / 5.0	4.1	5.4	5.3	5.9	4.9	558 / 13.4	11.6	13.3	C WVOC
8	WOMG-F	O 32 / 4.8	5.5	4.8	5.3	4.5	5.1	591 / 14.2	15.9	14.6	B WOMG-F
9	WTCB-F	AC 30 / 4.5	7.2	7.4	6.5	6.4	6.4	563 / 13.5	17.0	15.4	E WTCB-F
10	WARQ-F	AOR-NR 27 / 4.1	6.3	5.3	5.0	5.5	5.2	560 / 13.5	15.2	15.0	B WARQ-F
11	WHKZ-F	C 21 / 3.2	1.6	2.0	2.4	2.9	2.3	393 / 9.4	7.5	10.4	B WHKZ-F
12	WLXC-F	B 19 / 2.9	1.9	1.0	1.2	2.1	1.7	283 / 6.8	4.9	5.3	A WLXC-F
13	WOIC	B/O 15 / 2.3	1.9	2.2	1.8	1.0	2.0	140 / 3.4	3.7	3.4	A WOIC
14	WTGH	B/G 8 / 1.2	0.9	0.6	1.4	1.0	1.0	103 / 2.5	2.8	2.5	A WTGH
15	WISW	N 7 / 1.1	1.0	1.3	1.1	1.6	1.1	225 / 5.4	5.7	6.3	A WISW

12+ FM Share (Metro): 87.28 % ( 494 of 566 ) ( Summer 96: 87.40 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WWDM-F	1 WCOS-F	1 WWDM-F	1 WWDM-F <	1 WWDM-F <	1 WWDM-F >	1 WWDM-F >>
2 WNOK-F >	2 WNOK-F	2 WNOK-F	2 WNOK-F <	2 WCOS-F	2 WSCQ-F <	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WFMV-F
3 WCOS-F	3 WMFX-F	3 WMFX-F <	3 WCOS-F	3 WNOK-F <	3 WWDM-F	3 WMFX-F <	3 WNOK-F	3 WNOK-F	3 WFMV-F <	3 WVOC
	4 WCOS-F	4 WCOS-F	4 WMFX-F	4 WFMV-F <	4 WOMG-F <	4 WSCQ-F <	4 WVOC	4 WMFX-F >	4 WNOK-F >	4 WNOK-F
	5 WFMV-F	5 WFMV-F	5 WFMV-F	5 WMFX-F	5 WFMV-F <	5 WNOK-F	5 WMFX-F	5 WVOC	5 WFMV-F	
	WARQ-F >	6 WOMG-F	6 WOMG-F	6 WOMG-F	6 WVOC	6 WFMV-F >	6 WOMG-F	6 WOMG-F		
		WTCB-F <	7 WVOC <	7 WVOC	7 WNOK-F		7 WFMV-F	WTCB-F		
		8 WARQ-F	8 WTCB-F		WTCB-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 WMFX-F	1 WMFX-F >	1 WMFX-F	1 WMFX-F
2 WNOK-F >>	2 WNOK-F >	2 WNOK-F	2 WNOK-F >	2 WNOK-F <	2 WMFX-F	2 WWDM-F >	2 WWDM-F	2 WWDM-F >	2 WCOS-F
3 WTCB-F	3 WFMV-F	3 WFMV-F >	3 WFMV-F	3 WFMV-F <	3 WNOK-F	3 WARQ-F	3 WCOS-F	3 WCOS-F	WWDM-F
4 WMFX-F	4 WCOS-F	4 WCOS-F >	4 WCOS-F	4 WCOS-F >	4 WARQ-F >	4 WNOK-F	WARQ-F	4 WNOK-F <	4 WVOC
5 WCOS-F	5 WTCB-F	5 WVOC	5 WTCB-F >	5 WOMG-F	5 WCOS-F >	5 WCOS-F >	5 WVOC	5 WARQ-F	5 WOMG-F
			6 WOMG-F	6 WTCB-F >			6 WNOK-F	6 WVOC	6 WNOK-F <
							WFMV-F	7 WOMG-F	7 WARQ-F <

Other Rated Stations	Metro Share	Cume Rating
WCOS	SPRTS 1400	Columbia 0.9 3.3
WDXZ-F	C 106.3	Newberry 0.6 1.9
WQXL	REL 1470	Columbia 0.5 0.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBAV-F	B/A/C 101.9	Charlotte 0.5 1.7

Consolidation Report	12+	25-54	Revenue
Bloomington	10.4 %	12.5 %	19.5 %
WISW-AM, WOMG-FM, WTCB-FM			
Capstar	34.6 %	30.9 %	42.4 %
WCOS-FM, WCOS-AM, WHKZ-FM, WNOK-FM, WSCQ-FM, WVOC-AM			
Clear Channel	26.7 %	25.9 %	32.2 %
WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM			
	71.7 %	69.3 %	94.1 %



# COLUMBIA, SC

## AM Stations

WCOS	1400	1 kw	Sports	CNN	\$<20.00	Allied	Capstar	
WISW	1320	5 kw/2.5 kw (DA-N)	News	AP	\$ NA	Chnstal	Bloomington	
WOIC	1230	1 kw	Black Oldies	AURN. ABC	\$<20.00	Katz	Clear Channel	
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	---	Capstar	

## FM Stations

WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Clr Chnl	Clear Channel	
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Mc-Guild	Capstar	
WFMV	95.3	3 kw @ 328	Gospel	Westwd	\$21.00	D&R		S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Mc-Guild	Capstar	Cayce
WLXC	98.5	6 kw @ 328	Black		\$ NA	K&P		Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic AOR		\$37.00	Katz	Clear Channel	St. Andrews
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00	Mc-Guild	Capstar	
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington	
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	---	Capstar	W. Columbia
WTCB	106.7	100 kw @ 787	AC		\$62.00	Christal	Bloomington	Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Banner	Clear Channel	Sumter

### Notes:

Jim Duncan

Comments: WWDM-F had its fifth consecutive down book, and is at its lowest share in many (at least 10) years . . . WNOK-F had its highest share in more than two years . . . WTCB-F and WARQ-F both fell sharply

## FORMAT CODES

AC - Adult Contemporary	G - Gospel
AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
B - Black (audience 75%+ Black)	N - News
C - Country	O - 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
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Language)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	? - 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+): 1,237,600  
**MSA Rank:** 38  
**MSA Pop:** 1,460,000  
**DMA:** 34  
**Average Persons Rating:** 14.9  
**Market TSL In Hours:** 20.00

**Stations:** 27 / 26  
**Diaries:** 2,579/480:1/51.8%  
**Sample Target:** 2,440  
**% Below Line:** 0.9  
**% Not Listed:** 13.1  
**Pop per Station:** 47,600

**Last Year's Revenue:** \$63,500,000  
**Household Income:** \$44,677  
**Retail Dollars:** \$18.1 Bil.  
**#1 Biller:** WSNY-F \$9,400,000  
**#1 Billing Portfolio:** Jacor (pend.) \$39,250,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WNCI-F	CHR	166 / 10.1	8.8	9.5	9.0	11.3	9.4	3312 / 26.8	26.1	27.7	H	WNCI-F
2	WCOL-F	C	164 / 8.9	10.0	9.7	8.0	7.0	9.2	2224 / 18.0	17.0	17.1	H	WCOL-F
3	WSNY-F	AC	135 / 7.3	8.1	8.2	7.9	7.3	7.9	2294 / 18.5	20.0	19.6	H	WSNY-F
4	WTVN	FS/T	122 / 6.6	6.9	7.3	7.9	8.3	7.2	1952 / 15.8	16.2	18.5	H	WTVN
5	WLWQ-F	AOR/CL	110 / 6.0	5.7	5.4	5.2	6.8	5.6	1901 / 15.4	13.7	15.6	H	WLWQ-F
6	WBNS-F	O	101 / 5.5	5.2	4.4	5.3	5.4	5.1	1927 / 15.8	13.6	15.4	F	WBNS-F
7	WBZX-F	AOR	100 / 5.4	5.3	4.3	5.4	5.9	5.1	2040 / 16.5	15.2	16.4	G	WBZX-F
8	WHOK-FF	C	93 / 5.1	4.9	5.0	5.5	6.2	5.1	1651 / 13.3			D	WHOK-FF
9	WJZA-F	B/AC	91 / 5.0	5.0	5.4	5.1	6.1	5.1	1180 / 9.5	9.9	9.9	A	WJZA-F
10	WZAZ-F	AOR-P	69 / 3.8	3.6	3.1	1.8	2.2	3.1	1484 / 12.0	10.6	7.1		WZAZ-F
11	WCKX-F	B	52 / 2.8	1.9	2.2	2.4	2.0	2.3	949 / 7.7	6.9	6.9	C	WCKX-F
	WMNI	ST	52 / 2.8	3.2	2.6	1.1	1.1	2.4	700 / 5.7	6.2	3.1	A	WMNI
13	WCLT-F	C	45 / 2.4	2.6	2.0	1.8	1.8	2.2	625 / 5.0	5.2	4.8	B	WCLT-F
14	WVVO	B/AC	36 / 2.0	2.2	1.5	1.3	1.5	1.7	400 / 3.2	3.7	3.7	B	WVVO
15	WWCD-F	AOR-NR	33 / 1.8	2.2	2.2	3.1	2.5	2.3	1114 / 9.0	8.2	9.3	C	WWCD-F
16	WBNS	SPRTS	32 / 1.7	1.7	1.5	2.7	1.2	1.9	715 / 5.8	5.1	4.9	C	WBNS
17	WZJZ-F	J	30 / 1.8	1.9	1.6	1.5	1.4	1.7	517 / 4.2	4.1	3.9		WZJZ-F
18	WAZU-F	AOR-NR	25 / 1.4	1.7	1.3	1.0	1.2	1.3	492 / 4.0	4.1	4.7		WAZU-F
19	WSMZ-F	B	19 / 1.0	1.2	1.1	1.0	0.6	1.1	388 / 3.1	2.9	2.0		WSMZ-F
20	WLYR-F	SAC	18 / 1.0	1.5	2.0	3.0	2.7	1.9	429 / 3.5	4.2	5.2	B	WLYR-F

12+ FM Share (Metro): 81.98 % ( 1310 of 1598 ) ( Summer 96: 82.54 % )

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 WCOL-F <	1 WNCI-F	1 WNCI-F >	1 WCOL-F
2 WJZA-F	2 WBZX-F	2 WCOL-F	2 WCOL-F	2 WCOL-F	2 WCOL-F	2 WNCI-F <	2 WNCI-F <	2 WCOL-F	2 WJZA-F <	2 WJZA-F
WCKX-F	3 WCOL-F	3 WSNY-F <	3 WSNY-F <	3 WSNY-F <	3 WBNS-F <	3 WCOL-F <	3 WSNY-F <	3 WSNY-F <	3 WSNY-F <	3 WNCI-F
4 WLWQ-F	4 WLWQ-F	4 WLWQ-F >	4 WLWQ-F >	4 WLWQ-F	4 WSNY-F	4 WBZX-F	4 WTVN	4 WLWQ-F	4 WCOL-F	4 WTVN <
5 WSNY-F	5 WBZX-F >	5 WBZX-F <	5 WBNS-F	5 WBNS-F	5 WNCI-F	5 WSNY-F	5 WLWQ-F <	5 WHOK-FF <	5 WBZX-F	5 WCKX-F
6 WZAZ-F	6 WJZA-F <	6 WTVN <	6 WTVN	6 WHOK-FF <	6 WLWQ-F >	6 WBNS-F <	6 WBNS-F	6 WBNS-F	6 WBNS-F <	6 WBNS-F <
7 WJZA-F	7 WBNS-F <	7 WBNS-F <	7 WJZA-F	7 WLWQ-F <	7 WLWQ-F <	7 WHOK-FF <	7 WHOK-FF	7 WJZA-F	7 WLWQ-F <	7 WLWQ-F <
8 WZAZ-F	8 WZAZ-F	8 WJZA-F <	8 WBZX-F <	8 WMNI <	8 WBNS-F	8 WBNS-F	8 WJZA-F	8 WBZX-F <	8 WCKX-F <	8 WCKX-F <
		WTVN <	9 WHOK-FF	9 WHOK-FF	9 WJZA-F		WBZX-F	9 WZAZ-F <	9 WZAZ-F	9 WZAZ-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 WBZX-F <	1 WLWQ-F	1 WLWQ-F
2 WSNY-F	2 WSNY-F <	2 WCOL-F <	2 WSNY-F	2 WSNY-F <	2 WLWQ-F	2 WLWQ-F	2 WLWQ-F >	2 WBZX-F	2 WCOL-F
3 WCOL-F	3 WCOL-F >	3 WSNY-F >	3 WCOL-F >	3 WCOL-F >	3 WNCI-F <	3 WNCI-F	3 WNCI-F >	3 WCOL-F	3 WTVN
4 WZAZ-F	4 WZAZ-F <	4 WJZA-F <	4 WJZA-F >	4 WJZA-F <	4 WCOL-F	4 WCOL-F <	4 WCOL-F <	WNCI-F >	WNCI-F
WBZX-F	5 WJZA-F <	5 WZAZ-F	5 WHOK-FF <	5 WBNS-F	5 WCKX-F	5 WZAZ-F >	5 WZAZ-F	5 WTVN	5 WBZX-F <
6 WCKX-F	6 WBZX-F	6 WLWQ-F	6 WBNS-F <	6 WHOK-FF <	WZAZ-F	6 WJZA-F	6 WBNS	6 WBNS-F	6 WBNS-F
WHOK-FF	7 WHOK-FF <	WBZX-F >	7 WZAZ-F <	7 WTVN	7 WJZA-F	WWCD-F	WHOK-FF	WZAZ-F	7 WHOK-FF
	8 WCKX-F		8 WBZX-F		8 WAZU-F >	WBNS <		8 WSNY-F <	8 WBNS
	WLWQ-F							9 WHOK-FF <	9 WSNY-F <

Other Rated Stations	Metro Share	Cume Rating
WFII	T	1230 Columbus 0.9 3.4
WNKO-F	AC	101.7 Newark 0.8 1.8
WQIO-F	CHR	93.7 Mt. Vernon 0.7 2.8
WRFD	REL	880 Worthington 0.7 2.0
WSWZ-F	O	103.5 Lancaster 0.7 2.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WLW	FS/T	700 Cincinnati 0.9 3.0

# COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue
Blue Chip WCKX-FM, WJZA-FM	7.8 %	6.5 %	2.2 %
Jacor, pend. WAZU-FM, WCOL-FM, WFII-AM, WHOK-FM, WHQK-FM, WLOH-AM, WLVO-FM, WNCI-FM, WTVN-AM, WZAZ-FM	42.7 %	45.2 %	61.8 %
Local WSWZ-FM, WZJZ-FM	2.3 %	2.4 %	0.6 %
	52.8 %	54.1 %	64.6 %

## AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency
WBNS	1460	5 kw/1 kw (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch
WMNI	920	1 kw/500 w (DA-2)	Standards	Westwd	\$25.00	Sentry	WBZX-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	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	Network	Rate	Advertiser	Agency
WAZU	107.1	3 kw @ 328	AOR-New Rock		\$ NA	Katz	Jacor Circleville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$80.00	Christal	Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR		\$97.00	Sentry	WMNI
WCKX	106.3	6 kw @ 328	Black	AURN	\$36.00	D&R	Blue Chip London
WCLT	100.3	50 kw @ 388	Country	Westwd	\$30.00	---	Newark
WCOL	92.3	21.9 kw @ 753	Country		\$140.00	Allied	Jacor pend.
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$60.00	Christal	Jacor Lancaster
WHQK	105.7	2.5 kw @ 512	See WHOK-F				Marysville
WJZA	107.5	1.9 kw @ 413	Black		\$ NA	---	Blue Chip
WLVO	96.3	18 kw @ 753	AOR/Classic AOR		\$165.00	Katz	Jacor
WLYR	107.9	6 kw @ 285	Soft AC		\$23.00	---	Associated Delaware
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Mc-Guild	Jacor, pend.
WSMZ	103.1	1.6 kw @ 443	Black	ABC	\$ NA	---	Johnstown
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
WZAZ	98.9	0.58 kw @ 753	Prog. AOR		\$44.00	Katz	Jacor Upper Arlington
WZJZ	104.3	3.4 kw @ 435	Jazz		\$ NA	---	WSWZ-F Richwood

Notes: No historic cumc ratings are available for WHOK-F . . . 9/97 WSWZ-F changed from Oldies to simulcasting Jazz WZJZ-F . . . 10/97 Nationwide sold these stations to Jacor: WCOL-F for \$ \_\_\_\_\_; WFII for \$ \_\_\_\_\_; WNCI-F for \$ \_\_\_\_\_; the purchase puts Jacor 2 FMs over the FCC market limits (and more than 20 percentage points over the DoJ revenue guideline)

Jim Duncan

Comments: Listening levels are steady (but at a low level) . . . WTVN had its fourth straight down book

# DALLAS-FT. WORTH

Arbitron Rank: 7 Pop (12+): 3,621,500	Stations: 34 / 33	Last Year's Revenue: \$218,000,000
MSA Rank: 11-Dallas 33-Ft. Worth	Diaries: 4,208/861:1/47.0%	Household Income: \$46,261
MSA Pop: 4,590,000	Sample Target: 4,120	Retail Dollars: \$46 0 Bil.
DMA: 8	% Below Line: 0.4	#1 Biller: KVIL-F \$29,800,000
Average Persons Rating: 16.5	% Not Listed: 9.3	#1 Billing Portfolio: Westinghouse \$83,900,000
Market TSL in Hours: 21.75	Pop per Station: 109,742	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KHKS-F	CHR	435 / 7.3	70	68	61	59	6.8	7827 / 21.8	203	176	I KHKS-F
2	KKDA-F	B	405 / 6.8	71	67	62	63	6.7	4731 / 13.1	126	113	I KKDA-F
3	KSCS-F	C	340 / 5.7	57	58	49	49	5.5	5298 / 14.8	148	139	J KSCS-F
4	KVIL-F	AC/FS	312 / 5.2	53	60	60	47	5.6	4924 / 13.6	14.4	138	K KVIL-F
5	KDMX-F	AC/CHR	281 / 4.4	41	35	37	33	3.9	4822 / 13.3	136	119	H KDMX-F
6	WBAP	FS/T	246 / 4.1	43	44	49	54	4.4	3870 / 10.7	11.1	118	J WBAP
7	KRLD	N	236 / 4.0	36	43	40	43	4.0	5174 / 14.3	12.7	149	I KRLD
8	KLUV-F	O	230 / 3.9	42	36	36	42	3.8	4712 / 13.0	12.1	131	I KLUV-F
9	KYNG-F	C	225 / 3.8	33	34	38	48	3.6	3675 / 10.1	9.5	112	I KYNG-F
10	KPLX-F	C	202 / 3.4	41	32	40	38	3.7	3439 / 9.5	9.7	105	I KPLX-F
11	KEGL-F	AOR	198 / 3.3	38	43	40	38	3.8	3448 / 9.5	12.5	113	H KEGL-F
12	KZPS-F	CL AOR	187 / 3.1	38	20	30	25	3.0	3966 / 11.0	10.7	100	G KZPS-F
13	KLTY-F	REL	182 / 3.0	27	32	25	33	2.9	2866 / 7.9	6.8	78	F KLTY-F
14	KDGE-F	AOR-NR	178 / 3.0	30	25	25	3.1	2.7	4009 / 11.1	11.7	120	G KDGE-F
15	KOAI-F	J	175 / 2.9	31	35	37	35	3.3	2833 / 7.8	8.4	91	I KOAI-F
16	KRBV-F	B/AC	163 / 2.7	28	2.5	36	46	2.9	2442 / 6.7	6.8	87	H KRBV-F
17	WRR-F	CL	160 / 2.7	28	2.9	28	2.7	2.8	2640 / 7.3	7.3	6.5	D WRR-F
18	KBFB-F	SAC	144 / 2.4	17	2.3	2.1	2.7	2.1	2584 / 7.1	6.8	9.5	KBFB-F
19	KTXQ-F	AOR	137 / 2.3	2.9	2.8	2.7	2.7	2.7	3761 / 10.4	10.8	110	G KTXQ-F
20	KTCK	SPRTS	125 / 2.1	1.7	2.0	2.4	1.8	2.1	1889 / 5.2	4.5	5.1	D KTCK
21	KAAM	ST	117 / 2.0	1.6	1.5	1.1	0.8	1.5	1360 / 3.8	3.2	2.4	KAAM
22	KLIF	T	113 / 1.9	1.4	2.2	2.4	2.3	2.0	2048 / 5.7	4.9	5.9	H KLIF
23	KKZN-F	AOR-P	107 / 1.8	1.6	0.9				2298 / 6.3	5.2		KKZN-F
24	KRVA-FF	SP	103 / 1.7	1.3	0.8	0.5	0.5	1.1	1315 / 3.6	2.8	1.7	KRVA-FF
25	KESS	SP	91 / 1.5	1.5	2.0	2.2	1.8	1.8	1213 / 3.3	3.3	3.3	F KESS
26	KRNB-F	B/AC	68 / 1.1	1.1	1.6	1.2		1.3	1380 / 3.8	3.7		KRNB-F
27	KHCK-F	SP	64 / 1.1	1.1	1.0	1.3	0.8	1.1	820 / 2.3	2.6	2.4	KHCK-F
28	KRVA	SP	63 / 1.1	0.5	1.1	0.8	1.0	0.9	854 / 2.4	1.8	1.7	KRVA

12+ FM Share (Metro): 79.38 % ( 4301 of 5418 ) ( Summer 96: 76.41 % )

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

# DALLAS-FT. WORTH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating
<b>Chancellor, pend.</b> KTXQ-FM, KDGE-FM, KZPS-FM, KBFB-FM, KHKS-FM	18.1 %	17.6 %	16.9 %	KHVN	G	970 Ft Worth	0.9	2.4
<b>Hefel</b> KICI-FM, KMRT-AF, KHCK-FM, KESS-AM	3.3 %	3.6 %	4.4 %	KKDA	B/O	730 Grand Prairie	0.9	2.2
<b>Jacor, pend.</b> KEGL-FM, KDMX-FM	7.7 %	8.7 %	7.0 %	KMRT-AF	SP	1480 Dallas	0.4	1.8
<b>KKDA</b> KKDA-AM, KRNB-FM, KKDA-FM	8.8 %	6.9 %	5.4 %	<b>Other Rated Stations--Outside Market</b>			Metro Share	Cume Rating
<b>Susquehanna</b> KPLX-FM, KTCK-AM, KLIF-AM, KKZN-FM	9.2 %	11.1 %	9.8 %	KICI-F	SP	107.9 Corsicana	0.4	1.1
<b>Westinghouse</b> KOOO-AM, KOAI-FM, KRBV-FM, KRLD-AM, KHVN-AM, KVIL-FM, KYNG-FM, KLUV-FM	23.4 %	24.8 %	38.5 %					
	<b>70.5 %</b>	<b>72.7 %</b>	<b>82.0 %</b>					

## AM Stations

Call	Freq	Power	Time	Format	Revenue	Comments	Location
KAAM	620	5 kw/4.5 kw	(DA-2)	Standards	\$ NA	---	Plano
KESS	1270	5 kw	(DA-2)	Hispanic	\$65.00	Katz Hisp	Hefel
KLIF	570	5 kw	(DA-2)	Talk	Westwtd, ABC \$148.00	Mc-Guild	Susquehanna
KRLD	1080	50 kw	(DA-N)	News	CBS \$175.00	CBS	Westinghouse
KRVA	1600	5 kw/0.93 kw	(DA-2)	Hispanic	\$ NA	El Dorado	El Dorado Cockrell Hill
KTCK	1310	5 kw	(DA-2)	Sports	1/1. WW1, ABC \$60.00	Interep	Susquehanna
WBAP	820	50 kw		Full Service/Talk	ABC \$270.00	Katz	ABC/Disney

## FM Stations

Call	Freq	Power	Time	Format	Revenue	Comments	Location
KBFB	97.9	100 kw	@ 161'	Soft AC	\$114.00	Allied	Chancellor, pend.
KDGE	94.5	100 kw	@ 1896	AOR-New Rock	\$140.00	D&R	Chancellor Gainesville
KDMX	102.9	100 kw	@ 1348	AC/CHR	\$140.00	Allied	Jacor, pend.
KEGL	97.1	100 kw	@ 1460	AOR	\$169.00	Christal	Jacor, pend.
KHCK	99.1	100 kw	@ 1168	Hispanic	\$80.00	Caballero	Hefel Denton
KHKS	106.1	100 kw	@ 1590	CHR	\$240.00	D&R	Chancellor Denton
KKDA	104.5	100 kw	@ 1590	Black	AP \$200.00	Chrstal	
KKZN	93.3	50 kw	@ 436	Prog AOR	\$ NA	Eastman	Susquehanna Haltom City
KLTY	94.1	100 kw	@ 1590	Cont Christian	AP \$85.00	K&P	
KLUV	98.7	100 kw	@ 1590	Oldies	\$221.00	Infinity	Westinghouse
KOAI	107.5	25 kw	@ 1657	Jazz	\$190.00	Infinity	Westinghouse
KPLX	99.5	100 kw	@ 1678	Country	AP \$200.00	Mc-Guild	Susquehanna
KRBV	100.3	89 kw	@ 1280	Black AC/Oldies	ABC \$177.00	Infinity	Westinghouse
KRNB	105.7	100 kw	@ 1672	Black AC	\$ NA	Christal	KKDA Stephenville
KRVA	106.9	3 kw	@ 328	Hispanic		El Dorado	El Dorado McKinney
KSCS	96.3	100 kw	@ 1611	Country	\$300.00	Banner	ABC/Disney
KTLR	107.1	4.3 kw	@ 396	See KRVA-F			Terrell
KTXQ	102.1	100 kw	@ 1447	AOR	\$130.00	CBS	Chancellor, pend.
KVIL	103.7	100 kw	@ 1570	AC/Full Service	\$485.00	Interep	Westinghouse Highland Park
KYNG	105.3	100 kw	@ 1560	Country	Westwtd \$260.00	CBS	Westinghouse
KZPS	92.5	100 kw	@ 1590	Classic AOR	\$115.00	Sentry	Chancellor
WRR	101.1	100 kw	@ 1348	Classical	AP \$74.00	Allied	City of Dallas

Notes: 9/97 SFX sold these stations to Chancellor (Hicks, Muse): KBFB-F for \$51,000,000; KTXQ-F for \$59,000,000 . . . 10/97 Nationwide sold these stations to Jacor: KDMX-F for \$\_\_\_\_\_; KEGL-F for \$\_\_\_\_\_

Jim Duncan

Comments: KHKS-F had its fourth consecutive up book . . . Listening levels are steady . . . New station KKZN-F continued to grow . . . WBAP was down for the fourth straight survey . . . KOAI-F continued to decline . . . KAAM has had four consecutive up books

# DAYTON

Arbitron Rank: 54 Pop (12+): 823,500  
 MSA Rank: 61  
 MSA Pop: 953,000  
 DMA: 53  
 Average Persons Rating: 16.0  
 Market TSL in Hours: 21.00

Stations: 27 / 20  
 Diaries: 1,869/441/1/54.0%  
 Sample Target: 1,770  
 % Below Line: 8.3  
 % Not Listed: 13.2  
 Pop per Station: 41,175

Last Year's Revenue: \$29,800,000  
 Household Income: \$43,342  
 Retail Dollars: \$9.7 Bil.  
 #1 Biller: WTUE-F \$4,500,000  
 #1 Billing Portfolio: Jacor \$13,290,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WHKO-F	174 / 13.2	12.8	11.3	12.1	14.9	12.4	2263 / 27.5	28.1	26.8	E	WHKO-F
2	WMMX-F	117 / 8.9	9.1	8.6	7.3	7.2	8.5	1558 / 18.9	19.1	17.8	F	WMMX-F
3	WTUE-F	92 / 7.0	7.0	6.3	6.9	7.2	6.8	1318 / 16.0	15.3	14.7	F	WTUE-F
4	WLQT-F	77 / 5.9	7.0	6.7	4.9	5.0	6.1	1243 / 15.1	14.9	13.0	D	WLQT-F
5	WHIO	70 / 5.3	5.8	6.3	6.1	6.8	5.9	1159 / 14.1	13.7	14.9	E	WHIO
6	WGTZ-F	69 / 5.2	5.6	4.6	6.2	6.4	5.4	1431 / 17.4	18.7	19.5	D	WGTZ-F
7	WROU-F	67 / 5.1	5.0	7.6	4.8	6.1	5.6	846 / 10.3	10.5	10.0	D	WROU-F
8	WLW	59 / 4.5	4.2	3.8	4.1	4.5	4.1	1018 / 12.4	11.8	12.1		WLW
9	WING-F	56 / 4.3	4.7	4.2	5.0	4.0	4.5	1105 / 13.4	12.7	12.9	C	WING-F
10	WCLR-FF	52 / 4.0	4.0	2.9	2.4	3.0	3.3	923 / 11.2	9.9	8.0	A	WCLR-FF
	WONE	52 / 4.0	3.3	3.5	4.1	4.9	3.7	681 / 8.3	5.4	7.9	B	WONE
12	WBTT-F	44 / 3.3	3.4	4.2	4.9	1.5	4.0	893 / 10.8	10.3	5.9	A	WBTT-F
13	WXEG-F	43 / 3.3	3.9	3.5	3.8	4.1	3.6	898 / 10.9	12.2	11.5	C	WXEG-F
14	WDAO	24 / 1.8	1.2	1.7	2.2	2.0	1.7	260 / 3.2	2.8	3.3	A	WDAO
	WPFB-F	24 / 1.8	1.5	1.3	1.8	1.4	1.6	389 / 4.7	4.7	5.0		WPFB-F
16	WFCJ-F	22 / 1.7	2.1	1.6	1.8	1.1	1.8	435 / 5.3	5.9	4.3		WFCJ-F
	WKSJ-F	22 / 1.7	1.3	1.7	1.4	1.0	1.5	311 / 3.8	3.4	3.2	A	WKSJ-F

12+ FM Share (Metro): 79.84 % ( 911 of 1141 ) ( Summer 96: 75.76 % )

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 WHKO-F >>
2 WBTT-F <	2 WMMX-F <	2 WMMX-F	2 WMMX-F >	2 WMMX-F >	2 WHIO <	2 WMMX-F	2 WMMX-F >	2 WMMX-F	2 WLW	2 WHIO
3 WROU-F >	3 WHKO-F >	3 WTUE-F >	3 WTUE-F >	3 WTUE-F	3 WMMX-F	3 WTUE-F	3 WLQT-F	3 WTUE-F <	3 WROU-F	3 WTUE-F
	4 WGTZ-F <	4 WING-F <	4 WING-F <	4 WLQT-F	4 WLQT-F	4 WHIO <	WTUE-F	4 WLQT-F	4 WGTZ-F <	4 WLQT-F
	5 WROU-F	5 WLQT-F <	5 WLQT-F	5 WING-F <	WONE <	5 WING-F	5 WHIO	5 WGTZ-F <	5 WTUE-F	
	6 WING-F <	6 WGTZ-F <	6 WCLR-FF <	6 WCLR-FF	6 WLW <	6 WLQT-F	6 WGTZ-F <	6 WROU-F	6 WBTT-F <	
	7 WXEG-F <	7 WROU-F	7 WROU-F <	7 WROU-F <	7 WCLR-FF	7 WONE <	7 WROU-F <	7 WCLR-FF <	7 WHIO <	
		8 WCLR-FF <	8 WGTZ-F <	8 WLW <		8 WGTZ-F	8 WLW	8 WHIO <	8 WMMX-F <	
		9 WXEG-F					WONE	9 WBTT-F <	9 WXEG-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 WMMX-F	1 WMMX-F >	1 WMMX-F >	1 WMMX-F	1 WHKO-F <	1 WTUE-F >	1 WTUE-F >>	1 WTUE-F >	1 WTUE-F	1 WHKO-F <
2 WGTZ-F >	2 WHKO-F	2 WHKO-F >	2 WHKO-F >	2 WMMX-F >	2 WBTT-F	2 WHKO-F <	2 WHKO-F	2 WHKO-F	2 WTUE-F
3 WXEG-F	3 WGTZ-F	3 WLQT-F	3 WLQT-F	3 WLQT-F >	3 WROU-F	3 WING-F	3 WING-F >	3 WING-F >	3 WING-F
4 WBTT-F	4 WLQT-F	4 WGTZ-F	4 WGTZ-F >	4 WCLR-FF	4 WING-F	4 WROU-F	4 WMMX-F	4 WMMX-F	4 WMMX-F
5 WHKO-F	5 WROU-F <	WROU-F	5 WROU-F	5 WGTZ-F	WXEG-F	5 WXEG-F <	WROU-F	5 WLW <	5 WLW
	WROU-F	6 WXEG-F	6 WTUE-F	6 WCLR-FF	WROU-F	6 WGTZ-F	6 WMMX-F	6 WXEG-F	6 WROU-F
	WTUE-F	WTUE-F	WTUE-F	7 WTUE-F		WGTZ-F	7 WGTZ-F	7 WXEG-F <	7 WROU-F <
	8 WBTT-F >>					WBTT-F >			

Other Rated Stations	Metro Share	Cume Rating
WING	N/T	1410 Dayton 0.6 3.6
WIZE	ST	1340 Springfield 0.8 1.8
WRNB-F	B/A/C	96.9 Troy 0.5 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WGRR-F	O	103.5 Hamilton 0.5 1.9
WKRC	T	550 Cincinnati 0.5 1.4
WLSN-F	J	106.5 Greenville 0.7 2.8
WOFX-F	CL AOR	92.5 Cincinnati 0.5 2.3
WVAE-F	J	94.9 Fairfield 0.9 3.2
WYGY-F	C	96.5 Hamilton 0.8 3.1

# DAYTON

Consolidation Report	12+	25-54	Revenue
Giddens, pend. WCLR-FM. WZLR-FM	4.0 %	5.5 %	1.2 %
Jacor WBTT-FM. WLQT-FM. WMMX-FM. WONE-AM. WTUE-FM. WXEG-FM	32.4 %	33.4 %	44.6 %
Local WLSN-FM. WRNB-FM. WROU-FM	6.3 %	5.7 %	8.0 %
Regent WGTZ-FM. WING-FM. WING-AM	10.1 %	10.0 %	14.4 %
	<b>52.9 %</b>	<b>54.6 %</b>	<b>68.2 %</b>

## AM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Buyer
WDAO	1210	1 kw	(Days)	Black	AURN	\$20.00	---
WHIO	1290	5 kw	(DA-N)	News/Talk	AP, Westwd	\$63.00	D&R Cox
WONE	980	5 kw	(DA-N)	Standards	ABC	\$25.00	Eastman Jacor

## FM Stations

Station	Freq	Power	Day	Format	Advertiser	Agency	Buyer	Location
WBTT	94.5	6 kw	@ 328	CHR/Black	\$ < 20.00	---	Jacor	Englewood
WCLR	95.7	50 kw	@ 476	Oldies	Westwd	\$20.00	Regional	Giddens pend 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	Regent Eaton
WHKO	99.1	50 kw	@ 1066	Country		\$83.00	D&R	Cox
WING	102.9	50 kw	@ 492	Classic AOR	ABC	\$36.00	Mc-Guild	Regent Springfield
WKSX	101.7	3.2 kw	@ 407	Country		\$18.00	---	Urbana
WLQT	99.9	50 kw	@ 500	Soft AC		\$54.00	Katz	Jacor
WMMX	107.7	50 kw	@ 420	AC		\$90.00	Eastman	Jacor
WPFB	105.9	33.9 kw	@ 593	Country	ABC	\$ NA	---	Braden Middletown
WROU	92.1	0.89 kw	@ 597	Black	ABC	\$50.00	Allied	WRNB-F/WLSN-F W Carrollton
WTUE	104.7	50 kw	@ 500	AOR	ABC	\$78.00	Eastman	Jacor
WXEG	103.9	1.15 kw	@ 522	AOR-New Rock		\$34.00	Eastman	Jacor Beavercreek
WZLR	95.3	6 kw	@ 321	See WCLR-F				Giddens, pend. Xenia

Notes: 9/97 WPTW/WCLR-F sold to Charles Giddens for \$1,750,000; WZLR-F sold to Giddens for \$3,750,000; according to the M Street Journal, Giddens will LMA the stations to Cox (WHIO/WHKO-F)

Jim Duncan

Comments: WBTT-F fades with its third consecutive down book . . . Listening levels are up by 6% versus a year ago . . . WHKO-F should be the leading biller in Dayton but never has been

# DENVER-BOULDER

Arbltron Rank: 23 Pop (12+): 1,756,100  
 MSA Rank: 26  
 MSA Pop: 2,300,000  
 DMA: 18  
 Average Persons Rating: 16.2  
 Market TSL in Hours: 21.50

Stations: 28 / 28  
 Diaries: 3,073/571:1/52.6%  
 Sample Target: 2,930  
 % Below Line: 0.0  
 % Not Listed: 12.3  
 Pop per Station: 62,718

Last Year's Revenue: \$115,200,000  
 Household Income: \$46,330  
 Retail Dollars: \$24.0 Bil.  
 #1 Biller: KOA \$20,400,000  
 #1 Billing Portfolio: Jacor \$50,900,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1 KOA	T/FS	223 / 7.8	86	70	77	89	7.8	3802 / 21.7	22 5	25 1	K KOA
KYGO-F	C	223 / 7.8	79	105	100	89	9.1	2790 / 15.9	16 6	18 2	I KYGO-F
3 KOSI-F	SAC	188 / 6.6	69	63	58	57	6.4	2760 / 15.7	16 0	15 3	H KOSI-F
4 KQKS-F	CHR	186 / 8.5	62	46	2.2	2.1	4.9	2509 / 14.3	13 8	10 6	E KQKS-F
5 KRFX-F	CL AOR	156 / 5.5	5.1	50	41	59	4.9	2582 / 14.7	14 3	12 3	I KRFX-F
6 KXKL-F	O	154 / 5.4	4.2	49	4.5	4.7	4.8	2746 / 15.6	14 8	14 6	H KXKL-F
7 KALC-F	AC/CHR	143 / 5.0	4.8	58	4.6	4.2	5.1	3070 / 17.5	16 5	15 0	G KALC-F
8 KBCO-F	AOR-P	142 / 5.0	4.5	42	4.5	4.4	4.5	2713 / 15.5	13 3	13 2	G KBCO-F
9 KHOW	T	112 / 3.9	40	43	33	28	3.9	1653 / 9.4	9 8	9 3	E KHOW
10 KHIH-F	J	110 / 3.9	3.8	3.5	50	40	4.0	1841 / 10.5	10 4	11 2	E KHIH-F
KKHK-F	CL AOR	110 / 3.9	4.6	5.4	4.7	4.9	4.6	2103 / 12.0	12 7	13 9	D KHKH-F
12 KIMN-F	AC	101 / 3.5	2.7	2.5	2.4	2.3	2.8	1915 / 10.9	9 0	9 1	F KIMN-F
13 KBPI-F	AOR-NR	100 / 3.5	4.3	3.7	3.6	5.3	3.8	1988 / 11.3	12 4	12 5	G KBPI-F
14 KEZW	ST	89 / 3.1	3.8	3.2	3.1	2.9	3.3	1028 / 5.9	6 6	5 5	B KEZW
15 KXPK-F	AOR-P	87 / 3.1	3.1	3.3	2.5	3.6	3.0	2201 / 12.5	12 1	13 0	G KXPK-F
16 KTCL-F	AOR-NR	66 / 2.3	1.3	1.6	1.1	1.5	1.6	1520 / 8.7	6 2	5 4	C KTCL-F
17 KVOO-F	CL	56 / 2.0	1.8	2.8	3.1	2.4	2.4	968 / 5.5	5 3	5 9	O KVOO-F
18 KYGO	C	45 / 1.6	1.4	1.4	2.1	1.2	1.6	817 / 3.5	4 0	2 5	* KYGO
19 KCKK-F	C	44 / 1.5	2.0	1.7	2.9	3.0	2.0	843 / 4.8	6 4	10 6	KCKK-F
20 KKFN	SPRTS	34 / 1.2	1.6	1.3	1.3	1.1	1.4	893 / 3.9	7 7	4 8	B KKFN
21 KTLK	T	28 / 1.0	1.1	0.9	0.8	1.9	0.9	887 / 5.1	5 2	7 6	C KTLK

12+ FM Share (Metro): 76.01 % ( 1898 of 2497 ) ( Summer 96: 74.90 % )

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

Other Rated Stations	Metro Share	Cume Rating
KDKO	B 1510	Littleton 0.4 1.6
KJMN-F	SP 92.1	Castle Rock 0.7 2.0
KLZ	REL 560	Denver 0.3 0.7
KMXA	SP 1090	Aurora 0.9 1.4
KNUS	T 710	Denver 0.4 1.6
KRKS-F	REL 94.7	Boulder 0.4 2.0
KRRF	T 1280	Denver 0.4 2.0



# DENVER-BOULDER

Consolidation Report	12+	25-54	Revenue
<b>Chancellor</b> KXPK-FM, KXKL-FM, KVOD-FM, KRRF-AM, KALC-FM, KIMN-FM	19.4 %	21.2 %	22.6 %
<b>Jacor</b> KBCO-AM, KTLK-AM, KRFX-FM, KOA-AM, KBCO-FM, KBPI-FM, KHOW-AM, KHHI-FM	30.6 %	31.5 %	44.2 %
<b>Jefferson-Pilot</b> KCKK-FM, KQKS-FM, KYGO-AM, KYGO-FM	17.4 %	14.5 %	17.7 %
<b>Tribune Co.</b> KEZW-AM, KOSI-FM, KKHK-FM	13.6 %	13.5 %	10.6 %
	<b>81.0 %</b>	<b>80.7 %</b>	<b>95.1 %</b>

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	City
KEZW	1430	5 kw (DA-N)	Standards	ABC	\$35.00	Banner	Tribune Co. Aurora
KHOW	630	5 kw (DA-2)	Talk	Westwd, ABC, TARN	\$64.00	Allied	Jacor
KKFN	950	5 kw (DA-1)	Sports	AP, ABC, CBS	\$ NA	CBS	Jefferson-Pilot
KOA	850	50 kw	Talk/Full Service	ABC	\$288.00	Eastman	Jacor
KTLK	760	50 kw/1 kw (DA-2)	Talk	ABC	\$ 40.00	Eastman	Jacor Thornton
KYGO	1600	5 kw (DA-2)	Classic Country	CBS	\$ NA	CBS	Jefferson-Pilot Lakewood

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	City
KALC	105.9	100 kw @ 1470	AC/CHR		\$115.00	Christal	Chancellor
KBCO	97.3	100 kw @ 1541	Progressive AOR	Westwd	\$125.00	Allied	Jacor Boulder
KBPI	106.7	100 kw @ 987	AOR-New Rock		\$121.00	Eastman	Jacor
KCKK	104.3	58 kw @ 1204	Classic Country	Westwd	\$68.00	CBS	Jefferson-Pilot Longmont
KHHI	95.7	100 kw @ 1608	Jazz		\$80.00	Allied	Jacor
KIMN	100.3	100 kw @ 1152	AC		\$115.00	Christal	Chancellor
KKHK	99.5	100 kw @ 1624	Classic AOR		\$100.00	Katz	Tribune Co
KOSI	101.1	100 kw @ 1624	Soft AC		\$166.00	Banner	Tribune Co
KQKS	107.5	100 kw @ 1198	CHR	Source, Westwd	\$75.00	CBS	Jefferson-Pilot Lakewood
KRFX	103.5	100 kw @ 1045	Classic AOR		\$184.00	---	Jacor
KTCL	93.3	100 kw @ 1129	AOR-New Rock		\$50.00	Mc-Guild	Tsunami Ft. Collins
KVOD	92.5	57 kw @ 1237	Classical		\$60.00	Allied	Chancellor Greeley
KXKL	104.1	100 kw @ 1169	Oldies		\$158.00	Sentry	Chancellor
KXPK	96.5	100 kw @ 1739	Progressive AOR		\$106.00	Mc-Guild	Chancellor Evergreen
KYGO	98.5	100 kw @ 1821	Country		\$265.00	CBS	Jefferson-Pilot

Notes: \* KYGO billings are included with KYGO-F

Jim Duncan

Comments: Listening levels are up slightly... KOA's baseball book was 1.1 share points lower than in Summer 1996

# DES MOINES

Arbitron Rank: 88	Pop (12+): 415,800	Stations: 18 / 17	Last Year's Revenue: \$22,600,000
MSA Rank: 118		Diaries: 1,577/264:1/57.5%	Household Income: \$46,392
MSA Pop: 427,000		Sample Target: 1,520	Retail Dollars: \$5.7 Bil.
DMA: 72		% Below Line: 0.5	#1 Biller: WHO \$7,200,000
Average Persons Rating: 14.8		% Not Listed: 11.2	#1 Billing Portfolio: Jacor \$9,100,000
Market TSL In Hours: 20.00		Pop per Station: 24,459	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									H	W
1	WHO	FS	75 / 12.1	10.1	11.9	12.6	14.5	11.7	915 / 22.0	26.0	26.1	H	WHO
2	KSTZ-F	AC/CHR	55 / 8.9	7.2	7.3	5.9	5.7	7.3	999 / 24.0	23.7	19.0	C	KSTZ-F
3	KJJY-F	C	52 / 8.4	8.7	10.2	12.1	11.4	9.9	801 / 19.3	18.9	20.7	E	KJJY-F
4	KRKQ-F	CL AOR	47 / 7.6	5.3	4.2	4.1	3.1	5.3	721 / 17.3	16.3	10.6	B	KRKQ-F
5	KGGO-F	AOR	46 / 7.5	4.8	7.0	7.1	9.2	6.6	719 / 17.3	14.8	20.9	E	KGGO-F
6	KIOA-F	O	44 / 7.1	7.5	6.8	6.4	7.4	7.0	798 / 19.2	19.1	21.8	D	KIOA-F
7	KAZR-F	AOR	38 / 6.2	4.7	5.3	5.2	4.7	5.3	682 / 16.4	13.0	13.5	B	KAZR-F
8	KLYF-F	AC	35 / 5.7	6.3	8.2	6.6	5.4	6.7	543 / 13.1	15.2	14.4	C	KLYF-F
9	KKDM-F	AOR-NR	34 / 5.5	5.1	6.0	5.4	7.6	5.5	605 / 14.5	15.4	20.6	C	KKDM-F
10	KHKI-F	C	32 / 5.2	10.4	4.2	4.8	4.0	6.1	536 / 12.9	16.5	11.0	B	KHKI-F
11	KRNT	ST	23 / 3.7	4.7	4.9	6.2	6.7	4.9	355 / 8.5	10.2	10.6	A	KRNT
12	KLTI-F	SAC	20 / 3.2	4.3	2.8	1.7	1.6	3.0	409 / 9.8	12.8	5.9	A	KLTI-F
13	KMXD-F	EZ	18 / 2.8	2.6	3.1	3.3	2.6	2.9	218 / 5.2	6.6	6.8	A	KMXD-F

12+ FM Share (Metro): 80.11 % ( 439 of 548 ) ( Summer 96: 73.28 % )

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 KSTZ-F <	1 KGGO-F <	1 KRKQ-F <	1 WHO >	1 WHO >	1 WHO <	1 KSTZ-F <	1 WHO	1 WHO >
2 KAZR-F	KSTZ-F	2 KGGO-F <	2 KSTZ-F	2 KGGO-F	2 KIOA-F <	2 KRKQ-F <	2 KSTZ-F	2 KJJY-F <	2 KKDM-F <	2 KSTZ-F
KSTZ-F >>	3 KAZR-F	3 KRKQ-F <	KRKQ-F	KSTZ-F	3 KJJY-F >	3 KJJY-F <	3 KGGO-F	3 WHO	3 KSTZ-F <	KHKI-F <
4 KRKQ-F	4 KIOA-F	4 KIOA-F	KIOA-F	4 KRKQ-F <	4 KSTZ-F <	KJJY-F	4 KGGO-F <	4 KJJY-F <	4 KJJY-F <	
5 KLYF-F	KAZR-F <	5 KLYF-F	5 KLYF-F	5 KRNT	5 KGGO-F <	5 KRKQ-F <	5 KRKQ-F	5 KRKQ-F	5 KAZR-F	5 KAZR-F
KJJY-F	6 KJJY-F <	6 WHO <	KJJY-F <	6 KLYF-F <	6 KIOA-F	6 KIOA-F <	6 KIOA-F <	6 KIOA-F <	6 KIOA-F <	6 KIOA-F
KKDM-F	7 KLYF-F	7 KJJY-F <	7 WHO	7 KSTZ-F <	7 KAZR-F <	7 KLYF-F	7 KAZR-F <	7 KAZR-F <	7 KAZR-F <	7 KRKQ-F <
		8 KHKI-F	KAZR-F >		8 KLYF-F	8 KAZR-F <	8 KAZR-F <	8 KAZR-F <	8 KGGO-F <	8 KHKI-F
						9 KKDM-F	9 KKDM-F	9 KKDM-F	9 KHKI-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 KSTZ-F	1 KSTZ-F >	1 KSTZ-F >	1 KSTZ-F >	1 KSTZ-F	1 KAZR-F >	1 KGGO-F	1 KGGO-F	1 KGGO-F <	1 KGGO-F
2 KJJY-F >	2 KJJY-F	2 KLYF-F >	2 KJJY-F	2 KIOA-F	2 KKDM-F	2 KAZR-F	2 KAZR-F	2 KRKQ-F	2 KRKQ-F >
3 KKDM-F	3 KGGO-F	3 KGGO-F	3 KLYF-F <	3 KLYF-F	KGGO-F	3 KRKQ-F >	3 KRKQ-F >	3 KAZR-F >	3 KAZR-F <
KGGO-F	4 KHKI-F	4 KHKI-F	4 KIOA-F <	KJJY-F >	KRKQ-F	4 KSTZ-F	4 KSTZ-F	4 KIOA-F <	4 WHO
5 KHKI-F	5 KLYF-F	KRKQ-F	5 KHKI-F	5 KHKI-F	5 KSTZ-F >>	5 KKDM-F	5 KLYF-F	5 KSTZ-F <	KIOA-F >
KRKQ-F	KRKQ-F	KJJY-F	6 KGGO-F	6 KRKQ-F <		6 KLYF-F		6 WHO	6 KLYF-F
KAZR-F	7 KAZR-F >	KAZR-F	KRKQ-F						KHKI-F
	KKDM-F >								KSTZ-F
									KJJY-F >

Other Rated Stations				Metro Share	Cume Rating
KCCQ-F	CHR	107.1	Ames	1.1	5.1
KJJC-F	SPRIS	106.9	Osceola	1.0	2.2
KXTK	T	94.0	Des Moines	1.3	4.1
KZZQ-F	REL	99.5	Winterset	1.1	2.4

  

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KWMT	C	54.0	Fl Dodge	0.5	1.2

Consolidation Report	12+	25-54	Revenue
<b>Barnstable</b> KJJY-FM, KKSO-AM, KRKQ-FM	18.6 %	21.3 %	16.5 %
<b>Capstar</b> KDMI-AM, KGGO-FM, KHKI-FM	12.7 %	16.4 %	17.1 %
<b>Saga</b> KAZR-FM, KIOA-FM, KLTI-FM, KRNT-AM, KSTZ-FM, KXTK-AM	30.4 %	31.6 %	22.4 %
	61.7 %	69.3 %	56.0 %

# DES MOINES

## AM Stations

KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
KXTK	940	10 kw/5 kw (DA-2)	Talk	ABC	\$ NA	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tiknt	\$110.00	Christal	Jacor

## FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Capstar	
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	Capstar	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	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	---		
KLTI	104.1	100 kw @ 1010	Soft AC		\$<20.00	Katz	Saga	Ames
KLYF	100.3	100 kw @ 1700	AC		\$47.00	Christal	Jacor	
KMXD	106.3	6 kw @ 328	Easy Listening		\$<20.00	---		Ankeny
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	Mc-Guild	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	AC/CHR		\$46.00	Katz	Saga	

Notes:

Jim Duncan

Comments: KHKI-F's Spring performance was not confirmed by the Summer and the station fell back to its normal level; its Spring book is one of the largest ratings "wobbles" I've ever seen . . . Stations hurt in the Spring recovered this time, WHO and KGGO-F in particular

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

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

# DETROIT

Arbitron Rank: 6 Pop (12+): 3,679,000	Stations: 32 / 31	Last Year's Revenue: \$180,000,000
MSA Rank: 6	Diarles: 4,606/799:1/51.2%	Household Income: \$46,760
MSA Pop: 4,870,000	Sample Target: 4,360	Retail Dollars: \$43.9 Bil.
DMA: 9	% Below Line: 0.3	#1 Biller: WJR \$17,100,000
Average Persons Rating: 17	% Not Listed: 10.3	#1 Billing Portfolio: Westinghouse \$61,000,000
Market TSL In Hours: 22 50	Pop per Station: 118,677	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fail 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WJLB-F	494 / 7.9	81	79	91	10.5	8.2	6274 / 17.1	171	18.2	J	WJLB-F
2	WNIC-AF	417 / 6.7	7.2	6.8	6.4	5.5	6.8	5770 / 15.7	170	14.9		WNIC-AF
	WJR	417 / 6.7	5.9	6.2	7.4	6.2	6.5	6419 / 17.4	198	16.5	J	WJR
4	WOMC-F	372 / 5.9	5.8	5.9	6.1	6.2	5.9	6192 / 18.8	175	18.2	J	WOMC-F
5	WWJ	308 / 4.9	5.3	5.6	5.4	5.4	5.3	6482 / 17.6	186	17.8	J	WWJ
6	WRIF-F	280 / 4.5	4.2	4.7	4.5	4.8	4.5	4566 / 12.4	136	14.0	I	WRIF-F
7	WKQI-F	279 / 4.5	4.7	4.6	4.4	5.8	4.5	5989 / 18.3	173	17.2	I	WKQI-F
8	WCHB-F	252 / 4.0	3.6	3.2	2.6	2.9	3.4	4106 / 11.2	102	8.3	E	WCHB-F
9	WMXD-F	242 / 3.9	4.3	3.7	3.8	4.4	3.9	3464 / 9.4	103	10.3	H	WMXD-F
10	WVMV-F	222 / 3.5	3.2	3.3	4.0	2.6	3.5	3389 / 9.2	88	7.8	E	WVMV-F
11	WWWW-F	218 / 3.5	3.6	3.9	4.0	3.9	3.7	3511 / 9.5	102	10.7	H	WWWW-F
12	WPLT-F	217 / 3.5	2.5	2.5	2.1	2.8	2.6	5071 / 13.8	123	13.5	G	WPLT-F
13	WCSX-F	213 / 3.4	3.1	3.1	2.9	3.3	3.1	4023 / 10.9	103	10.0	H	WCSX-F
14	WDRQ-F	212 / 3.4	3.8	3.0	2.7	2.3	3.2	4545 / 12.4	136	8.7	H	WDRQ-F
15	WYCD-F	207 / 3.3	3.5	3.7	3.7	3.6	3.6	3336 / 9.1	101	10.1	I	WYCD-F
16	CKWW	179 / 2.9	2.4	2.5	2.3	2.1	2.5	1811 / 4.9	51	4.8		CKWW
17	WXYT	162 / 2.6	3.1	3.3	3.2	3.8	3.0	2734 / 7.4	76	8.4	H	WXYT
18	WQRS-F	149 / 2.4	2.9	2.9	2.6	1.9	2.7	2335 / 6.3	80	5.7	D	WQRS-F
19	CIMX-F	104 / 1.7	1.8	1.4	1.8	1.9	1.7	2886 / 7.8	82	9.8		CIMX-F
20	WQBH	97 / 1.5	1.5	1.4	1.6	1.2	1.5	1158 / 3.1	2.8	3.0		WQBH
21	WWBR-F	95 / 1.5	1.7	1.9	1.8	1.5	1.7	2073 / 5.6	6.4	6.6	D	WWBR-F
22	WKRK-F	88 / 1.4	1.1	1.2	1.5	1.7	1.3	2322 / 6.3	6.8	9.0	F	WKRK-F
23	WDFN	85 / 1.4	1.3	1.3	1.5	1.0	1.4	1510 / 4.1	3.8	3.3	C	WDFN
24	CIDR-F	89 / 1.1	1.2	1.2	1.0	1.0	1.1	1933 / 5.3	5.7	4.9		CIDR-F
25	WMUZ-F	81 / 1.0	1.0	0.9	0.9	0.9	0.9	1352 / 3.7	3.8	3.5		WMUZ-F

12+ FM Share (Metro): 76.21 % ( 4284 of 5621 ) ( Summer 96: 76.83 % )

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 WNIC-AF <	1 WNIC-AF	1 WJR	1 WRIF-F <	1 WNIC-AF	1 WJLB-F	1 WJLB-F >	1 WJLB-F
2 WCHB-F >	2 WRIF-F	2 WNIC-AF	2 WJLB-F	2 WOMC-F <	2 WOMC-F <	2 WJR <	2 WJLB-F <	2 WNIC-AF <	2 WCHB-F	2 WWJ
3 WKQI-F >	3 WKQI-F <	3 WRIF-F	3 WOMC-F <	3 WJLB-F	3 WNIC-AF <	3 WWJ <	3 WOMC-F	3 WJR	3 WJR	3 WCHB-F <
4 WPLT-F <	4 WKQI-F <	4 WRIF-F <	4 WRIF-F <	4 WWJ >	4 WOMC-F	4 WJR	4 WOMC-F	4 WJLB-F	4 WNIC-AF	4 WOMC-F
5 WCHB-F <	5 WOMC-F	5 WKQI-F <	5 WMXD-F <	5 WMXD-F <	5 WNIC-AF <	5 WKQI-F <	5 WKQI-F	5 WKQI-F	5 WMXD-F	
6 WDRQ-F	6 WCSX-F <	6 WCSX-F <	6 WKQI-F <	6 CKWW <	6 WJLB-F >	6 WRIF-F	6 WWJ <	6 WDRQ-F	6 WDRQ-F	
7 WNIC-AF	7 WPLT-F <	7 WMXD-F	7 WCSX-F		7 WKQI-F	7 WVMV-F <	7 WCHB-F	7 WKQI-F	7 WKQI-F <	
	8 WMXD-F		8 WJR <			8 WWJ <				
	WDRQ-F <		9 WVMV-F <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJLB-F >	1 WJLB-F	1 WJLB-F <	1 WNIC-AF	1 WNIC-AF >	1 WJLB-F <	1 WRIF-F >	1 WRIF-F >>	1 WRIF-F >	1 WRIF-F
2 WDRQ-F	2 WKQI-F	2 WKQI-F	2 WJLB-F	2 WJLB-F	2 WRIF-F <	2 WJLB-F <	2 WCHB-F <	2 WJLB-F <	2 WOMC-F <
3 WKQI-F	3 WPLT-F	3 WPLT-F <	3 WKQI-F	3 WOMC-F <	3 WCHB-F >	3 WCHB-F	3 WDRQ-F <	3 WCSX-F	3 WCSX-F
4 WPLT-F <	4 WNIC-AF	4 WNIC-AF >	4 WOMC-F <	4 WKQI-F <	4 WDRQ-F <	4 WDRQ-F <	4 WPLT-F	4 WOMC-F <	4 WJLB-F <
5 WCHB-F	5 WDRQ-F	5 WDRQ-F	5 WMXD-F <	5 WMXD-F >	5 WPLT-F	5 WPLT-F	WJLB-F <	5 WCHB-F	5 WJR
6 WNIC-AF	6 WCHB-F	6 WRIF-F	6 WPLT-F <	6 WPLT-F	6 CIMX-F <	6 WCSX-F <	6 WCSX-F <	6 WPLT-F <	6 WWJ
	7 WRIF-F <		7 WDRQ-F	7 WVMV-F <	7 WKRK-F	7 WKRK-F <	7 WWBR-F	7 WDRQ-F <	7 WVMV-F <
						8 WWBR-F <		8 WDRQ-F <	8 WMXD-F
									WDFN <

# DETROIT

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>ABC/Disney</b> WPLT-FM, WDRQ-FM, WJR-AM	13.6 %	11.2 %	17.5 %	CKLW	N/T	800	Windsor, ON	0.4	2.0
<b>Chancellor</b> WMXD-FM, WWWW-FM, WNIC-FM, WKQI-FM, WJLB-FM, WDOZ-AM, WDFN-AM	27.9 %	33.9 %	31.4 %	WCHB	B/G	1200	Taylor	0.7	1.3
<b>Greater Media</b> WCSX-FM, WQRS-FM, WRIF-FM	10.3 %	12.6 %	11.5 %	WGPR-F	G	107.5	Detroit	0.8	4.0
<b>Westinghouse</b> WKRK-FM, WYCD-FM, WVMV-FM, WWJ-AM, WXYT-AM, WOMC-FM	21.6 %	21.7 %	33.9 %	WPHM	T	1380	Port Huron	0.3	0.9
	73.4 %	79.4 %	94.3 %	WSAQ-F	C	107.1	Port Huron	0.4	0.8
				Other Rated Stations--Outside Market				Metro Share	Cume Rating
				WITL-F	C	100.7	Lansing	0.3	0.7

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Station	City
CKWW	580	500 w (DA-1)	Standards	Westwd	\$50.00	D&R	CHUM, Ltd Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd. ABC	\$25.00	Katz	Chancellor
WDOZ	1310	5 kw (DA-2)	See WNIC-F				Dearborn
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	\$210.00	CBS	Westinghouse
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$154.00	Infinity	Westinghouse

## FM Stations

Station	Power	Time	Format	Advertiser	Agency	Station	City
CIDR	93.9	100 kw @ 599	Progressive AOR		\$77.00	D&R	CHUM, Ltd. Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00	D&R	CHUM, Ltd Windsor, ON
WCHB	105.9	20 kw @ 724	Black		\$80.00	Allied	Bell
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$150.00	Mc-Guild	Greater Media Birmingham
WDRQ	93.1	26.5 kw @ 668	AC/CHR		\$130.00	Christal	ABC/Disney
WJLB	97.9	50 kw @ 490	Black		\$240.00	Sentry	Chancellor
WKQI	95.5	100 kw @ 426	AC		\$184.00	Eastman	Chancellor
WKRK	97.1	15 kw @ 890	AOR-New Rock		\$100.00	CBS	Westinghouse
WMUZ	103.5	50 kw @ 465	Religion		\$ NA	Crawford	Crawford
WMXD	92.3	22 kw @ 459	Black AC		\$140.00	Allied	Chancellor
WNIC	100.3	32 kw @ 600	AC		\$215.00	Eastman	Chancellor Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$221.00	Infinity	Westinghouse
WPLT	96.3	20 kw @ 786	CHR-New Rock	AB	\$100.00	Banner	ABC/Disney
WQRS	105.1	20 kw @ 784	Classical		\$90.00	Allied	Greater Media
WRIF	101.1	27 kw @ 880	AOR		\$180.00	Mc-Guild	Greater Media
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$90.00	Group W	Westinghouse
WWBR	102.7	50 kw @ 500	AOR	ABC, Westwd	\$55.00	D&R	Syncom Mt Clemens
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

Notes: 10/97 WDOZ (1310) dropped simulcast of WNIC-F to become AC as WYUR

Jim Duncan

Comments: Listening levels are down slightly versus last year . . . WJR recovered from its weak Spring book . . . WCHB-F climbed to a four share and has hurt WJLB-F . . . WXYT continued its sharp decline . . . WPLT-F is showing very good growth . . . Country stations continued to fade

# EL PASO

**Arbitron Rank:** 69 **Pop (12+):** 553,700  
**MSA Rank:** 76  
**MSA Pop:** 708,000  
**DMA:** 99  
**Average Persons Rating:** 17.4  
**Market TSL In Hours:** 22.75

**Stations:** 31 / 28  
**Diaries:** 1,150/481:1/48.0%  
**Sample Target:** 1,070  
**% Below Line:** 4.1  
**% Not Listed:** 8.7  
**Pop per Station:** 19.775

**Last Year's Revenue:** \$17,000,000  
**Household Income:** \$29,366  
**Retail Dollars:** \$5.5 Bil.  
**#1 Biller:** KBNA-AF \$3,300,000  
**#1 Billing Portfolio:**  
 Clear Channel & New Wave \$3,700,000 ea

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Wln 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	KLAQ-F	AOR	137 / 14.2	9.1	9.1	9.5	11.6	10.5	1493 / 27.0	25.4	25.5	D	KLAQ-F
2	KPRR-F	CHR	133 / 13.8	15.6	15.4	14.8	14.3	14.9	1926 / 34.8	35.2	34.9	D	KPRR-F
3	KBNA-AF	SP	130 / 13.5	14.7	17.9	14.5	15.7	15.1	1583 / 28.6	27.8	29.5	E	KBNA-AF
4	KTSM-F	SAC	87 / 8.9	7.0	7.2	8.6	7.5	7.4	985 / 17.8	16.9	17.7	C	KTSM-F
5	KSII-F	AC	82 / 8.4	7.2	5.5	6.3	5.9	6.4	1082 / 19.5	21.5	19.2	B	KSII-F
6	KOFX-F	O	48 / 4.8	5.8	6.4	6.1	6.1	5.8	931 / 18.8	16.2	16.2	B	KOFX-F
7	KTSM	N/T	44 / 4.8	3.6	4.2	4.6	3.4	4.2	452 / 8.2	7.3	8.5	C	KTSM
8	KHEY-F	C	42 / 4.3	6.4	5.4	6.7	4.5	5.7	885 / 12.4	13.7	12.5	C	KHEY-F
9	KINT-F	SP	34 / 3.5	3.8	3.8	4.0	3.9	3.8	572 / 10.3	12.0	14.0	C	KINT-F
10	XHH-F	SP	32 / 3.3	2.7	2.2	3.0	2.2	2.8	535 / 8.7	9.9	6.6		XHH-F
11	XEWR	SP	24 / 2.5	1.3	0.7	0.3	0.3	1.2	299 / 5.4	3.9	1.4		XEWR
12	KSET-F	C	22 / 2.3	2.2	2.4	1.9	1.8	2.2	482 / 8.3	9.3	4.9	B	KSET-F
13	KROD	T	11 / 1.1	1.4	1.0	1.5	2.4	1.3	312 / 5.6	4.8	6.3	A	KROD

12+ FM Share (Metro): 83.22 % ( 734 of 882 ) ( Summer 96: 84.77 % )

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 KLAQ-F	1 KLAQ-F	1 KLAQ-F <	1 KBNA-AF >>	1 KBNA-AF <	1 KBNA-AF <	1 KLAQ-F <	1 KPRR-F	1 KLAQ-F
2 KLAQ-F >>	2 KPRR-F >	2 KBNA-AF <	2 KBNA-AF >	2 KBNA-AF >	2 KLAQ-F	2 KLAQ-F	2 KLAQ-F	2 KPRR-F >	2 KLAQ-F >	2 KBNA-AF
3 KSII-F >>	3 KSII-F	3 KPRR-F >	3 KPRR-F	3 KPRR-F	3 KPRR-F	3 KPRR-F >	3 KPRR-F >	3 KBNA-AF	3 KBNA-AF >	3 KPRR-F <
	KBNA-AF	4 KTSM-F <	4 KTSM-F	4 KTSM-F	4 KTSM <	4 KSII-F <	4 KTSM-F	4 KTSM-F	4 KSII-F <	4 KTSM
	5 KTSM-F >	5 KSII-F	5 KSII-F <	5 KSII-F <	5 KOFX-F <	5 KTSM-F	5 KTSM <	5 KSII-F	5 KTSM-F	5 KSII-F
		6 KOFX-F	6 KOFX-F >	6 KOFX-F >	6 KPRR-F	6 KOFX-F <	6 KSII-F	6 KOFX-F	6 XEWR	6 KHEY-F <
					7 KHEY-F	7 KHEY-F <	7 KOFX-F	7 KHEY-F		8 KTSM >
						8 KTSM				

Wom 18-24	Wom 18-34	Wom 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 KLAQ-F	1 KBNA-AF <	1 KBNA-AF >	1 KLAQ-F	1 KLAQ-F >>	1 KLAQ-F >>	1 KLAQ-F >>	1 KLAQ-F >>
2 KLAQ-F	2 KLAQ-F	2 KBNA-AF	2 KPRR-F	2 KPRR-F	2 KPRR-F >>	2 KPRR-F >>	2 KPRR-F >	2 KBNA-AF	2 KBNA-AF >
3 KSII-F	3 KSII-F	KSII-F <	3 KLAQ-F	3 KLAQ-F	3 KBNA-AF	3 KBNA-AF	3 KTSM-F	3 KPRR-F >	3 KPRR-F <
4 KTSM-F	4 KBNA-AF	4 KPRR-F <	4 KSII-F <	KTSM-F <	4 KSII-F	4 KSII-F	4 KBNA-AF	4 KTSM-F	4 KTSM-F
5 KBNA-AF	5 KTSM-F >	5 KTSM-F >>	5 KTSM-F >	5 KSII-F		KTSM-F	5 KSII-F	5 KSII-F	5 KOFX-F
			6 KOFX-F	6 KOFX-F		6 KTSM >		KOFX-F	6 KTSM
									KSII-F

Other Rated Stations	Metro Share	Cume Rating
KAMA	SP	750 El Paso 0.5 1.9
KELP	REL	1590 El Paso 0.6 2.3
KHEY	C	690 El Paso 0.4 1.6
KROL-F	REL	99.5 Las Cruces, NM 0.6 1.3
KSVÉ	SP	1150 El Paso 0.6 2.0
KVIV	SP	1340 El Paso 0.4 1.2
XEJ	SP	90 Cd. Juarez 0.5 2.1
XEP	SP	1300 Cd. Juarez 0.4 1.6
XEWG	SP	1240 Cd. Juarez 0.4 1.3
XHEM-F	SP	103.5 Cd. Juarez 0.4 2.4
XHGU-F	SP	105.9 Cd. Juarez 0.8 3.4
XHIM-F	SP	100.7 Cd. Juarez 0.4 1.5
XHNZ-F	SP	107.5 Cd. Juarez 0.6 3.8
XHTO-F	SP	104.3 Cd. Juarez 0.8 3.9
XROK	SP	800 Cd. Juarez 1.0 3.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
XEFV	SP	1000 Cd. Juarez 1.0 2.6
XHPX-F	SP	98.3 Cd. Juarez 0.5 3.7

# EL PASO

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KHEY-FM, KHEY-AM, KPRR-FM	18.5 %	14.3 %	21.8 %
<b>HefTel</b> KAMA-AM, KBNA-FM, KBNA-AM	13.9 %	15.2 %	21.5 %
<b>Local</b> KOFX-FM, KSET-FM	7.1 %	9.5 %	13.6 %
<b>New Wave</b> KLAQ-FM, KROD-AM, KSII-FM	21.7 %	24.3 %	21.8 %
	<b>61.2 %</b>	<b>63.3 %</b>	<b>78.7 %</b>

## AM Stations

KBNA	920	1 kw/500 w (DA-N)	See KBNA-F				
KROD	600	5 kw (DA-N)	Talk	1-on-1, CBS	\$<20.00	Eastman	New Wave
KTSM	1380	5 kw/500 w	News/Talk	Talknt, ABC, Westwd	\$25.00	Christal	Galloway
KVIV	1340	1 kw	Hispanic		\$17.00	Lotus	

## FM Stations

KBNA	97.5	100 kw @ 1088	Hispanic		\$64.00	Katz Hisp.	HefTel
KHEY	96.3	100 kw @ 1388	Country	ABC	\$52.00	Clr Chnl	Clear Channel
KINT	93.9	100 kw @ 1420	Hispanic		\$31.00	Caballero	
KLAQ	95.5	100 kw @ 1388	AOR		\$55.00	Eastman	New Wave
KOFX	92.3	100 kw @ 1860	Oldies	Westwd	\$33.00	Katz	KSET-F
KPRR	102.1	100 kw @ 1190	CHR		\$50.00	Clr Chnl	Clear Channel
KSET	94.7	100 kw @ 1194	Country		\$26.00	Katz	KOFX-F
KSII	93.1	100 kw @ 1420	AC		\$22.00	Eastman	New Wave
KTSM	99.9	100 kw @ 1820	Soft AC		\$35.00	Christal	Galloway
XHH	100.7	100 kw @ 249	Hispanic		\$22.00	Caballero	

Cd. Juarez

Notes: 10/97 KHEY (AM) reportedly will change from Country to Sports in November

Jim Duncan

Comments: This is the biggest 12+ share for KLAQ-F since the early 1980's ... KHEY-F had its lowest share in many years

# FRESNO

Arbitron Rank: 64	Pop (12+): 604,400	Stations: 28 / 26	Last Year's Revenue: \$27,500,000
MSA Rank: 67		Diaries: 1,753/345:1/49.6%	Household Income: \$32,725
MSA Pop: 888,000		Sample Target: 1,670	Retail Dollars: \$6.4 Bil.
DMA: 56		% Below Line: 1.3	#1 Biller: KMJ \$5,700,000
Average Persons Rating: 16.1		% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL In Hours: 22.00		Pop per Station: 23,246	Westinghouse, pend \$12,280,000

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share										
1	KMJ	N/T	87 / 8.9	86	116	13.3	96	10.6	994 / 18.4	16.4	16.2	G	KMJ
2	KBOS-F	CHR	82 / 8.4	85	82	8.9	10.4	8.5	1239 / 20.5	21.0	23.9	D	KBOS-F
3	KSKS-F	C	84 / 8.8	46	49	4.0	5.3	5.0	742 / 12.3	11.9	12.7	D	KSKS-F
4	KFSO-F	O	54 / 5.5	3.7	3.9	4.9	5.2	4.5	781 / 12.8	11.7	15.0	D	KFSO-F
	KVSR-F	AC-NR	54 / 5.5	6.3	5.6	4.5	1.9	5.5	1051 / 17.4	16.3	5.3	B	KVSR-F
6	KJWL-F	ST	51 / 5.2	4.4	6.1	5.7	6.4	5.4	530 / 8.8	9.7	10.1	B	KJWL-F
7	KNAX-F	C	45 / 4.8	4.0	3.2	3.4	3.4	3.8	539 / 8.9	10.9	9.0	C	KNAX-F
8	KRZR-F	AOR	44 / 4.5	4.8	5.2	3.5	4.9	4.5	875 / 11.2	10.9	11.9	C	KRZR-F
9	KJFX-F	CL AOR	39 / 4.0	4.0	2.6	2.7	1.8	3.3	648 / 10.7	10.3	7.7	C	KJFX-F
10	KLBN-F	SP	38 / 3.9	6.0	5.2	5.3	4.9	5.1	524 / 8.7	11.4	8.7	C	KLBN-F
11	KJOI-F	SAC	34 / 3.5	3.5	3.9	3.6	4.3	3.6	581 / 9.8	10.9	11.1	C	KJOI-F
12	KTHT-F	AC/CHR	33 / 3.4	4.0	4.5	3.0	5.2	3.7	663 / 11.0	11.9	14.9	C	KTHT-F
13	KFRR-F	AOR-NR	30 / 3.1	2.6	2.9	2.8	3.5	2.8	592 / 9.8	10.1	10.4	C	KFRR-F
14	KOQO-F	SP	29 / 3.0	3.6	3.5	3.4	2.9	3.4	474 / 7.8	10.7	8.3	C	KOQO-F
	KRNC-F	SP	29 / 3.0	3.2	1.7	2.5	2.9	2.6	432 / 7.2	7.2	6.5	A	KRNC-F
16	KEZL-F	J	27 / 2.8	3.2	3.3	2.6	3.0	3.0	414 / 6.8	8.7	6.5	C	KEZL-F
17	KZFO-F	SP	18 / 1.6	1.8	1.1	0.8	0.5	1.3	204 / 3.4	4.5	2.3		KZFO-F
18	KGST	SP	15 / 1.5	1.4	1.2	1.8	1.0	1.5	199 / 3.3	3.1	3.4		KGST
19	KMPH-F	N	13 / 1.3	1.0	1.0	1.5	1.5	1.2	317 / 5.2	4.5	5.9		KMPH-F
20	KQEQ	B	12 / 1.2	1.1	1.3	1.6	1.7	1.3	189 / 3.1	3.2	5.7	A	KQEQ
	KYNO	SPRTS	12 / 1.2	0.7	0.5	0.7	0.7	0.8	230 / 3.8	2.7	2.2	A	KYNO
22	KFRE	N/T	11 / 1.1	1.1	1.2	0.9	0.8	1.1	188 / 3.3	2.6	2.9		KFRE

12+ FM Share (Metro): 81.66 % ( 690 of 845 ) ( Summer 96: 79.74 % )

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 KSKS-F	1 KSKS-F	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F	1 KBOS-F >	1 KBOS-F >
2 KVSR-F	2 KRZR-F <	2 KSKS-F	2 KJFX-F <	2 KMJ	2 KJWL-F >	2 KBOS-F	2 KSKS-F <	2 KSKS-F <	2 KMJ	2 KMJ >
	3 KVSR-F	3 KVSR-F	3 KVSR-F	3 KJFX-F <	3 KFSO-F <	3 KFSO-F <	3 KBOS-F <	3 KVSR-F <		KRZR-F
	4 KSKS-F <	4 KRZR-F <	4 KFSO-F <	4 KFSO-F <	4 KSKS-F	4 KSKS-F <	4 KJWL-F <	4 KMJ	4 KSKS-F	KRZR-F
	5 KLBN-F	5 KJFX-F <	5 KMJ <	5 KVSR-F	5 KNAX-F <	5 KVSR-F	5 KFSO-F <	5 KFSO-F <	5 KRNC-F <	
	6 KOQO-F	6 KFSO-F	6 KRZR-F <	6 KBOS-F	6 KJFX-F	6 KNAX-F <	6 KVSR-F	6 KJWL-F <	6 KFRR-F	
		7 KLBN-F	7 KBOS-F <	KNAX-F <	7 KJOI-F <	7 KJFX-F <	7 KNAX-F	7 KRZR-F	KVSR-F	
		8 KTHT-F <	8 KNAX-F <	8 KRZR-F		8 KJWL-F	8 KTHT-F <	8 KNAX-F <		
		9 KMJ <		9 KEZL-F <		9 KRZR-F	9 KLBN-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 KSKS-F >	1 KSKS-F	1 KSKS-F	1 KBOS-F	1 KRZR-F	1 KRZR-F >	1 KRZR-F <	1 KJFX-F
2 KVSR-F >	2 KVSR-F <	2 KNAX-F	2 KBOS-F <	2 KFSO-F	2 KRZR-F >	2 KBOS-F >	2 KBOS-F	2 KJFX-F <	2 KMJ
3 KTHT-F >	3 KSKS-F	3 KVSR-F	3 KVSR-F <	3 KMJ	3 KLBN-F	3 KFRR-F	3 KVSR-F	3 KBOS-F	3 KSKS-F
4 KSKS-F	4 KTHT-F <	KLBN-F	4 KTHT-F <	KTHT-F	4 KFRR-F	KVSR-F	4 KFRR-F	4 KVSR-F	KRZR-F
	KRNC-F	5 KLBN-F <	5 KRNC-F	5 KFSO-F	KVSR-F	5 KLBN-F	5 KJFX-F	5 KSKS-F	5 KVSR-F
	KLBN-F	6 KRNC-F	6 KNAX-F <	6 KVSR-F <	KRNC-F	6 KOQO-F	6 KSKS-F	6 KMJ	6 KBOS-F
		KNAX-F	7 KRNC-F	7 KJOI-F <		7 KSKS-F	7 KSKS-F	7 KFRR-F	7 KFSO-F <
		8 KOQO-F	8 KOQO-F	8 KRNC-F		KJFX-F	8 KOQO-F	8 KLBN-F	8 KEZL-F
						KFSO-F	KZFO-F	9 KFSO-F	

Other Rated Stations	Metro Share	Cume Rating
KCBL	SPRTS	1340 Fresno 0.5 2.2
KFIG	SP	1430 Fresno 0.7 2.3
KXEX	SP	1550 Fresno 0.6 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KNBR	SPRTS/FS	680 San Francisco 0.5 1.4
KSEQ-F	CHR	97.1 Visalia 0.8 3.6



# FRESNO

Consolidation Report	12+	25-54	Revenue
<b>Americom</b> KEZL-FM, KFSO-FM, KTHT-FM	11.7 %	13.8 %	17.0 %
<b>Capstar</b> KCBL-AM, KJOI-FM, KBOS-FM, KRDU-AM, KRZR-FM	16.9 %	13.8 %	20.0 %
<b>Mondosphere</b> KFRR-FM, KJFX-FM, KYNO-AM	8.3 %	10.6 %	11.6 %
<b>Westinghouse, pend.</b> KNAX-FM, KVSF-FM, KSKS-FM, KRNC-FM, KOQO-FM, KMJ-AM, KOQO-AM	31.6 %	31.5 %	44.7 %
	<b>68.5 %</b>	<b>69.7 %</b>	<b>93.3 %</b>

## AM Stations

Station	Power	Time	Genre	Network	Revenue	Advertiser	Agency	Comments
KFIG	1430	5 kw (DA-1)	Hispanic		\$<20.00	---	Lieberman	
KFRE	940	50 kw (DA-2)	News/Talk	Westwd, TARN	\$ NA	---	Pappas	
KGST	1600	5 kw (DA-N)	Hispanic		\$<20.00	Lotus	Lotus	
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$102.00	Katz	Westinghouse, pend.	
KOEQ	1220	250 w/67 w	Black AC		\$18.00	Unirep		Fowler
KYNO	1300	5 kw/1 kw (DA-N)	Sports	ABC, USA	\$<20.00	CBS	Mondosphere	

## FM Stations

Station	Power	Time	Genre	Network	Revenue	Advertiser	Agency	Comments
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$60.00	Eastman	Capstar	Tulare
KEZL	96.7	25 kw @ 328	Jazz		\$30.00	Mc-Guild	Americom	Fowler
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$28.00	---	Mondosphere	Woodlake
KFSO	92.9	17.5 kw @ 853	Oldies		\$55.00	Mc-Guild	Americom	Visalia
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$39.00	CBS	Mondosphere	
KJOI	98.9	19 kw @ 820	Soft AC		\$29.00	Eastman	Capstar	Dinuba
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$25.00	---		
KLBN	105.1	0.57 kw @ 1969	Hispanic	CBS	\$24.00	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		\$39.00	D&R	Westinghouse, pend	
KOQO	101.9	2.3 kw @ 1948	Hispanic	CNN	\$35.00	Katz Hisp	Westinghouse, pend.	
KRNC	105.9	2.4 kw @ 1960	Hispanic		\$ NA	Katz Hisp.	Westinghouse, pend.	
KRZR	103.7	50 kw @ 500	AOR		\$37.00	Eastman	Capstar	Hanford
KSKS	93.7	68 kw @ 1912	Country		\$53.00	Katz	Westinghouse, pend	
KTHT	102.7	50 kw @ 500	AC/CHR	ABC	\$30.00	Mc-Guild	Americom	
KVSR	101.1	10 kw @ 1076	AC-New Rock		\$21.00	Katz	Westinghouse, pend	
KZFO	92.1	25 kw @ 312	Hispanic		\$ NA	Caballero	Z-Soanish	Madera

Notes: \* KGST revenue included with KLBN-F . . . 8/97 KKDJ-F changed calls to KRNC-F; remains Hispanic . . . 9/97 KDNO-F changed calls to KKDJ-F; remains Hispanic . . . 10/97 American Radio Systems sold these stations to Westinghouse: KMJ for \$39,000,000; KNAX-F for \$8,000,000; KOQO-AM for \$9,000,000, KRNC-F for \$8,000,000; KSKS-F for \$15,000,000; KVSR-F for \$10,000,000

Jim Duncan

Comments: Listening levels are steady . . . KMJ may have found a new lower level with two consecutive books in the eights . . . KSKS-F jumped to its highest share in more than two years . . . FM's share of audience climbed above 80% . . . All Hispanic stations save KGST are down from their Spring levels

# GRAND RAPIDS

**Arbitron Rank:** 66 **Pop (12+):** 596,600  
**MSA Rank:** 57  
**MSA Pop:** 750,000  
**DMA:** 38 (w/Kalamazoo)  
**Average Persons Rating:** 15.3  
**Market TSL in Hours:** 20.25

**Stations:** 27 / 26  
**Diaries:** 1,900/314:1/58.2%  
**Sample Target:** 1,740  
**% Below Line:** 2.2  
**% Not Listed:** 12.8  
**Pop per Station:** 22,946

**Last Year's Revenue:** \$30,600,000  
**Household Income:** \$48,501  
**Retail Dollars:** \$7.9 Bil.  
**#1 Biller:** WBCT-F \$5,400,000  
**#1 Billing Portfolio:** Clear Channel \$11,780,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WLAV-F	90 / 9.8	11.6	8.3	7.5	7.3	9.3	1089 / 18.3	19.8	18.9	E WLAV-F
2	WBCT-F	72 / 7.9	7.0	8.3	6.5	10.2	7.4	904 / 15.2	15.7	18.9	G WBCT-F
3	WGRD-F	69 / 7.5	5.9	6.3	6.9	7.7	6.7	1158 / 19.4	16.8	19.2	D WGRD-F
4	WSNX-F	68 / 7.4	7.2	6.0	5.4	6.0	6.5	1220 / 20.4	19.9	16.8	C WSNX-F
5	WOOD	67 / 7.3	7.3	6.8	7.9	7.5	7.3	919 / 15.4	15.2	15.4	D WOOD
6	WLHT-F	49 / 5.4	5.4	6.4	5.6	5.3	5.7	817 / 13.7	13.6	14.1	F WLHT-F
7	WOOD-F	46 / 5.0	6.3	7.0	7.5	7.5	6.5	989 / 16.8	17.6	19.6	E WOOD-F
8	WODJ-F	38 / 4.2	4.0	4.3	4.2	4.9	4.2	773 / 13.0	13.0	14.5	C WODJ-F
9	WQFN-F	35 / 3.8	2.2	1.8	1.5	1.4	2.3	522 / 8.8	6.0	3.4	A WQFN-F
10	WKLO-F	33 / 3.8	4.3	4.0	5.0	5.2	4.2	814 / 13.8	14.4	13.3	D WKLO-F
11	WMJH	30 / 3.3	3.2	2.3	2.0	1.8	2.7	248 / 4.2	4.1	2.4	A WMJH
12	WCUZ-F	26 / 2.8	3.8	4.7	4.8	4.5	4.0	571 / 9.6	10.9	10.6	C WCUZ-F
	WJQK-F	26 / 2.8	2.9	2.7	2.4	2.5	2.7	511 / 8.6	7.1	7.3	WJQK-F
14	WVTI-F	25 / 2.7	3.2	2.8	1.7	1.7	2.6	723 / 12.1	10.3	8.1	A WVTI-F
15	WFGR-F	23 / 2.5	1.7	2.9	2.8	1.9	2.5	441 / 7.4	6.6	5.9	A WFGR-F
16	WKWM	22 / 2.4	1.1	1.4	2.0	1.5	1.7	124 / 2.1	2.0	1.7	A WKWM
17	WMUS-F	20 / 2.2	2.1	1.9	2.8	2.4	2.2	357 / 6.0	6.7	6.4	WMUS-F
18	WFUR-F	16 / 1.7	1.1	2.0	1.4	2.0	1.6	297 / 5.0	4.9	5.8	WFUR-F

12+ FM Share (Metro): 80.68 % ( 643 of 797 ) ( Summer 96: 84.58 % )

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 WLAV-F >	1 WLAV-F >	1 WLAV-F >	1 WOOD	1 WGRD-F	1 WOOD	1 WLAV-F	1 WSNX-F <	1 WSNX-F
2 WGRD-F >	2 WLAV-F >	2 WGRD-F <	2 WBCT-F	2 WBCT-F	2 WBCT-F <	2 WLAV-F <	2 WLAV-F	2 WSNX-F <	2 WLAV-F >	2 WOOD <
3 WBCT-F	3 WBCT-F >	3 WGRD-F <	3 WLHT-F	3 WLHT-F	3 WLAV-F	3 WOOD <	3 WBCT-F	3 WBCT-F	3 WBCT-F <	3 WBCT-F
4 WSNX-F	4 WLHT-F <	4 WLHT-F <	WOOD <	WOOD <	4 WLHT-F <	4 WBCT-F >	4 WGRD-F	4 WGRD-F	4 WOOD-F <	WGRD-F
5 WKLO-F	5 WSNX-F <	5 WOOD	5 WGRD-F	5 WGRD-F	5 WMJH <	5 WLHT-F <	5 WOOD-F <	5 WOOD-F <	5 WGRD-F	5 WGRD-F
6 WVTI-F	6 WOOD-F	6 WOOD-F	6 WOOD-F	6 WOOD-F	6 WODJ-F <	6 WKLO-F <	6 WSNX-F	6 WLHT-F <	6 WLHT-F <	WODJ-F
	WOOD-F	7 WSNX-F	7 WODJ-F	7 WQFN-F <	7 WSNX-F	7 WOOD-F	7 WOOD-F	7 WOOD	7 WKLO-F	7 WKLO-F
	8 WKLO-F	8 WQFN-F <	8 WSNX-F <	8 WOOD-F	8 WOOD-F	8 WQFN-F	8 WODJ-F <	8 WODJ-F <	8 WLHT-F <	8 WLHT-F <
		9 WJQK-F	9 WQFN-F				9 WQFN-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 WBCT-F	1 WBCT-F	1 WBCT-F	1 WGRD-F >	1 WGRD-F	1 WLAV-F	1 WLAV-F >	1 WLAV-F >>
	WSNX-F	2 WLAV-F <	2 WLHT-F	2 WLHT-F	2 WLAV-F	2 WLAV-F >>	2 WGRD-F >>	2 WGRD-F >	2 WOOD <
3 WLAV-F	3 WLAV-F	3 WVTI-F	3 WOOD-F <	3 WOOD-F	3 WBCT-F	3 WKLO-F >	3 WOOD <	3 WOOD <	3 WGRD-F >
4 WOOD-F	4 WSNX-F <	4 WGRD-F	4 WLAV-F	4 WLAV-F	WKLO-F	4 WBCT-F	4 WKLO-F >	4 WBCT-F	4 WBCT-F
5 WLHT-F	5 WOOD-F <	WLHT-F	WSNX-F	5 WSNX-F	5 WSNX-F >	WSNX-F <	5 WSNX-F	5 WSNX-F	5 WKLO-F >
6 WBCT-F	6 WLHT-F	6 WOOD-F	6 WGRD-F >	6 WOOD <	6 WOOD >	6 WOOD >	6 WJQK-F	6 WSNX-F	6 WODJ-F <
	WVTI-F >>	7 WSNX-F	7 WVTI-F	7 WODJ-F <				7 WJQK-F	7 WJQK-F
								WODJ-F	WLHT-F
									WQFN-F

Other Rated Stations	Metro Share	Cume Rating
WBBL	SPRTS	1340 Grand Rapids 0.7 2.1
WGHN-AF	AC	92.1 Grand Haven 0.4 1.6
WHTC	T	1450 Holland 0.9 1.9
WMFN	SPRTS	640 Zeeland 0.8 3.3
WMRR-F	AOR	101.7 Muskegon Hts. 0.4 2.0
WRCV	C	1410 Grand Rapids 0.7 1.1
WTKG	T	1230 Grand Rapids 0.4 2.3
WWJO	REL	1260 Zeeland 0.3 1.0

# GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue
Bloomington WBBL-AM, WKLO-FM, WLAV-FM	14.1 %	17.6 %	20.9 %
Capstar WRCV-AM, WQFN-FM, WLHT-FM, WGRD-FM	17.4 %	19.1 %	22.0 %
Clear Channel WVTI-FM, WOOD-FM, WOOD-AM, WCUZ-FM, WBCT-FM, WTKG-AM	26.1 %	28.4 %	38.5 %
Goodrich WKWM-AM, WODJ-FM, WSNX-FM	14.0 %	12.2 %	12.1 %
Local WMFN-AM, WMJH-AM	4.1 %	1.5 %	0.5 %
	<b>75.6 %</b>	<b>78.8 %</b>	<b>94.0 %</b>

## AM Stations

Station	Power	Day	Genre	Ad Rate	Daypart	Advertiser	Market
WKWM	1140	5 kw (Days, DA)	Black	AURN \$<20.00	D&R	Goodrich	Kentwood
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS \$ NA	---		Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd \$52.00	Clr Chnl	Clear Channel	
WTKG	1230	1 kw	Talk	ABC, Westwd, UBN \$ NA	Clr Chnl	Clear Channel	

## FM Stations

Station	Freq	Power	Genre	Ad Rate	Daypart	Advertiser	Market
WBCT	93.7	320 kw @ 780	Country	\$110.00	Clr Chnl	Clear Channel	
WCUZ	101.3	50 kw @ 420	Country	\$40.00	Clr Chnl	Clear Channel	
WFGR	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	\$54.00	Eastman	Capstar	
WJQK	99.3	4.7 kw @ 371	Religion	ABC \$<20.00	Salem		Zeeland
WKLO	94.5	50 kw @ 500	AOR-New Rock	ABC \$60.00	Banner	Bloomington	Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC \$77.00	---	Bloomington	
WLHT	95.7	40 kw @ 554	AC	ABC \$87.00	Eastman	Capstar	
WODJ	107.3	50 kw @ 492	Oldies	\$40.00	D&R	Goodrich	Greenville
WOOD	105.7	265 kw @ 810	Soft AC	\$65.00	Clr Chnl	Clear Channel	
WQFN	100.5	3 kw @ 328	Soft AC	\$ NA	---	Capstar	Walker
WSNX	104.5	32 kw @ 620	CHR	\$38.00	D&R	Goodrich	Muskegon
WVTI	96.1	50 kw @ 492	AC/CHR	\$<20.00	Clr Chnl	Clear Channel	Holland

Notes: 10/97 WKLO-F changed back to AOR from New Rock

Jim Duncan

Comments: WLAV-F faded somewhat from its big Spring book . . . WSNX-F climbed to its highest share level in many years . . . WOOD-F slipped to its lowest share since the 1980's

# GREENSBORO-WINSTON SALEM

Arbitron Rank: 77	Pop (12+): 970,300	Stations: 30 / 22	Last Year's Revenue: \$34,500,000
MSA Rank: 47		Diaries: 2,324/418:1/54.6%	Household Income: \$38,477
MSA Pop: 1,150,000		Sample Target: 2,250	Retail Dollars: \$11.9 Bil.
DMA: 47		% Below Line: 8.8	#1 Biller: WTQR-F \$7,800,000
Average Persons Rating: 15.7		% Not Listed: 17.1	#1 Billing Portfolio:
Market TSL in Hours: 20.75		Pop per Station: 44,105	Clear Channel \$12,400,000

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									H	D
1 WTQR-F	C	145	9.5	107	120	106	115	10.7	2011 / 20.7	22.4	25.1	H	WTQR-F
2 WJMH-F	B	141	9.3	82	79	66	68	8.0	1837 / 18.9	15.7	15.4	D	WJMH-F
3 WQMG-F	B/AC	108	7.0	55	70	82	55	6.9	1240 / 12.8	11.3	12.4	C	WQMG-F
4 WMAG-F	AC	97	8.4	59	61	58	67	6.0	1334 / 13.7	14.7	13.9	F	WMAG-F
5 WMQX-F	O	84	5.5	55	56	57	55	5.6	1408 / 14.5	16.0	16.0	D	WMQX-F
6 WHSL-F	C	80	5.3	48	49	51	42	5.0	1214 / 12.5	12.7	12.1	C	WHSL-F
7 WKRR-F	AOR/CL	75	4.9	55	59	50	53	5.3	1282 / 13.0	13.8	14.5	E	WKRR-F
WKZL-F	AC/CHR	75	4.9	62	49	54	62	5.4	1542 / 15.9	17.0	15.6	F	WKZL-F
9 WKSI-F	AC-NR	64	4.2	48	26	1.9	3.0	3.4	1448 / 14.9	15.0	10.2	C	WKSI-F
10 WSJS	FS/T	61	4.0	31	47	4.7	4.4	4.1	881 / 9.1	9.2	9.7	E	WSJS
11 WXRA-F	AOR	48	3.2	30	37	2.9	4.1	3.2	861 / 8.9	11.1	11.9	C	WXRA-F
12 WEND-F	AOR-NR	44	2.9	1.8	2.5	2.8	2.5	2.5	823 / 8.5	8.0	8.2		WEND-F
WPCM-F	C	44	2.9	2.9	2.2	2.5	2.8	2.6	756 / 7.8	7.3	7.6	C	WPCM-F
14 WFMX-F	C	26	1.7	1.1	1.4	2.0	1.6	1.6	603 / 6.2	5.1	5.3		WFMX-F
15 WDCG-F	CHR	23	1.5	1.6	1.3	1.6	1.4	1.5	482 / 4.8	6.3	4.9		WDCG-F
16 WIST-F	ST	21	1.4	0.9	0.4	0.6	0.4	0.8	252 / 2.8	1.9	1.6		WIST-F
17 WWGL-F	REL	18	1.2	1.5	1.6	1.6	1.0	1.5	464 / 4.8	3.9	4.9		WWGL-F

12+ FM Share (Metro): 89.77 % ( 1132 of 1261 ) ( Summer 96: 87.10 % )

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 WJMH-F	1 WQMG-F <	1 WTQR-F <	1 WTQR-F	1 WTQR-F >	1 WTQR-F	1 WTQR-F <	1 WJMH-F >	1 WJMH-F >
2 WKSI-F	2 WTQR-F	2 WTQR-F <	2 WTQR-F	2 WQMG-F	2 WMQX-F <	2 WKRR-F <	2 WJMH-F <	2 WJMH-F	2 WQMG-F >	2 WQMG-F
3 WXRA-F	WKSI-F <	3 WQMG-F <	3 WKRR-F <	3 WMAG-F	3 WMAG-F <	3 WJMH-F <	3 WMAG-F	3 WMAG-F	3 WHSL-F <	3 WTQR-F
4 WKRR-F <	4 WKRR-F <	4 WMAG-F <	WMQX-F	4 WQMG-F	4 WMAG-F <	4 WMQX-F	4 WMQX-F	WQMG-F	4 WTQR-F	4 WSJS
5 WKZL-F <	5 WKZL-F <	5 WKZL-F <	5 WKRR-F <	5 WSJS	5 WSJS	5 WSJS	5 WQMG-F <	5 WMQX-F <	5 WKSI-F	5 WKRR-F
6 WQMG-F	6 WMAG-F	6 WJMH-F <	6 WKZL-F <	6 WHSL-F <	6 WKZL-F <	6 WHSL-F <	6 WKZL-F <	6 WKZL-F <	6 WMAG-F <	
WXRA-F <	7 WHSL-F <	7 WMQX-F	7 WJMH-F	7 WKRR-F <	7 WQMG-F	7 WSJS <	7 WKRR-F <	7 WKZL-F <	7 WKZL-F <	
8 WHSL-F <	8 WMQX-F <	8 WHSL-F >	8 WHSL-F >	8 WKZL-F	WMQX-F <	8 WKZL-F <	8 WKSI-F <	8 WKRR-F <	8 WKRR-F <	
9 WEND-F	9 WKSI-F				9 WHSL-F >	9 WKRR-F	9 WHSL-F >	9 WXRA-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 WJMH-F	1 WTQR-F	1 WTQR-F	1 WJMH-F >	1 WJMH-F	1 WKRR-F	1 WKRR-F	1 WKRR-F >
2 WHSL-F	2 WHSL-F	2 WKZL-F <	2 WJMH-F	2 WMAG-F <	2 WEND-F <	2 WKRR-F	WJMH-F >	2 WJMH-F >	2 WQMG-F
WKSI-F >	WKZL-F <	3 WMAG-F	WMAG-F <	3 WQMG-F	3 WKSI-F	3 WEND-F	3 WQMG-F	3 WTQR-F	WMQX-F <
4 WKZL-F	4 WKSI-F	WQMG-F <	4 WQMG-F	4 WMQX-F <	4 WXRA-F	4 WKSI-F	4 WTQR-F	WQMG-F	4 WTQR-F
WTQR-F	WTQR-F	5 WTQR-F	5 WKZL-F	5 WKZL-F	WKRR-F	WXRA-F <	WXRA-F	5 WEND-F	5 WJMH-F <
6 WXRA-F	WQMG-F	6 WHSL-F	WHSL-F	6 WJMH-F <	6 WTQR-F >>	6 WTQR-F	WEND-F	WKZL-F	6 WKZL-F
WQMG-F >	7 WMAG-F	7 WKSI-F	7 WMQX-F <	7 WHSL-F >	7 WQMG-F	7 WQMG-F	7 WKZL-F	7 WKSI-F	7 WMAG-F
			8 WKSI-F >					WMQX-F	WHSL-F

Other Rated Stations	Metro Share	Cume Rating
WAAA	B	980 Winston Salem 0.9 1.9
WBAG	?	1150 Burlington 0.3 0.8
WKEW	T	1400 Greensboro 0.4 0.8
WKXR	C	1260 Asheboro 0.3 0.6
WMFR	T/FS	1230 High Point 0.7 1.7
WPET	REL	950 Greensboro 0.4 1.2
WPOL	REL	1340 Winston Salem 0.5 0.9
WQMG	G	1510 Greensboro 0.9 1.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBRF-F	C	98.1 Galax, VA 0.5 1.9
WLYT-F	SAC	102.9 Hickory 0.5 0.9
WNKS-F	CHR	95.1 Charlotte 0.3 1.4
WPEG-F	B	97.9 Concord 0.3 1.4
WQOK-F	B	97.5 S Boston, VA 1.0 3.1

# GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WSJS-AM, WTQR-FM, WXRA-FM	16.7 %	13.8 %	35.9 %
<b>Dick</b> WKRR-FM, WKZL-FM	9.8 %	13.6 %	20.9 %
<b>Hicks, Muse, pend.</b> WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	12.4 %	13.5 %	18.3 %
<b>Max</b> WJMH-FM, WMQX-FM, WQMG-AM, WQMG-FM	22.7 %	23.4 %	18.6 %
	<b>61.6 %</b>	<b>64.3 %</b>	<b>93.7 %</b>

## AM Stations

Station	Power	Daypart	Format	Network	Rate	Advertiser	Agency	Market
WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	\$24.00	D&R	Hicks, Muse, pend	High Point
WQMG	1510	1 kw (Days)	Gospel		\$ NA	Christal	Max	
WSJS	600	5 kw (DA-2)	Full Svc/Talk	Westwd, Tiknt, ABC	\$60.00	Mc-Guild	Clear Channel	

## FM Stations

Station	Power	Daypart	Format	Network	Rate	Advertiser	Agency	Market
WHSL	100.3	100 kw @ 1035	Country		\$35.00	Allied	Hicks, Muse, pend	
WIST	98.3	1.7 kw @ 420	Standards	ABC	\$ NA	---	GHB	Thomasville
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Max	Reidsville
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR		\$65.00	Katz	Dick	Asheboro
WKSI	98.7	100 kw @ 1035	Modern AC		\$40.00	Eastman	Bahakel	
WKZL	107.5	100 kw @ 994	AC/CHR		\$80.00	Katz	Dick	
WMAG	99.5	100 kw @ 1500	AC		\$78.00	D&R	Hicks, Muse, pend.	
WMQX	93.1	100 kw @ 1099	Oldies		\$50.00	D&R	Max	
WPCM	101.1	100 kw @ 1190	Country	Westwd	\$34.00	Mc-Guild	Curtis	Burlington
WQMG	97.1	100 kw @ 1234	Black AC		\$35.00	Christal	Max	
WTQR	104.1	100 kw @ 1420	Country		\$172.00	Clr Chnl	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; WDCG-F -- See Raleigh . . . 10/97 WETR (830; Eden) returned to the air as All-News (AP) WXII . . . 10/97 SFX sold these stations to the Hicks, Muse interests: WHSL-F for \$12,000,000; WMAG-F for \$28,000,000; WMFR for \$3,000,000; WTCK for \$2,000,000

Jim Duncan

Comments: WTQR-F fell below a ten share for the first time since, at the latest, the early 1970's

# GREENVILLE-NEW BERN

Arbitron Rank: 80 Pop (12+): 460,700	Stations: 45 / 28	Last Year's Revenue: \$17,300,000
MSA Rank: 281 - Greenville, 238 - Jacksonville	Diaries: 1,651/279:1/52.6%	Household Income: \$34,500
MSA Pop: 412,000	Sample Target: 1,530	Retail Dollars: \$3.9 Bil.
DMA: 104	% Below Line: 13.5	#1 Biller: WRNS-AF \$3,850,000
Average Persons Rating: 15.3	% Not Listed: 11.0	#1 Billing Portfolio: Beasley \$6,800,000
Market TSL in Hours: 20.50	Pop per Station: 16,454	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WRNS-AF	C	116 / 16.5	16.7	17.7	17.9	21.6	17.2	1377 / 29.9	27.6	32.6	E	WRNS-AF
2	WIKS-F	B	92 / 13.1	15.0	11.8	14.0	13.8	13.5	1018 / 22.1	23.5	22.0	D	WIKS-F
3	WSFL-F	AOR	49 / 7.0	8.3	5.9	6.2	7.1	6.8	705 / 15.3	15.1	15.8	D	WSFL-F
4	WXNR-F	AOR-NR	35 / 5.0	4.7	3.5	2.2	4.6	3.8	540 / 11.7	12.1	10.8		WXNR-F
5	WRHT-FF	CHR	34 / 4.8	5.0	6.3	5.1	5.6	5.3	703 / 15.2	13.7	15.0	C	WRHT-FF
6	WERO-F	CL HITS	28 / 4.0	3.7	5.0	4.6	4.3	4.3	488 / 10.8	11.2	11.3	C	WERO-F
7	WNCT-F	O	25 / 3.6	4.0	5.5	4.7	3.6	4.4	275 / 10.3	9.9	8.8	C	WNCT-F
9	WKO0-FF	O	23 / 3.3	3.1	3.7	3.7	3.3	3.4	324 / 7.0	9.0	8.7	C	WKO0-FF
8	WMGV-F	AC/CHR	23 / 3.3	3.6	3.5	3.7	3.0	3.5	401 / 8.7	9.5	8.0		WMGV-F
10	WELS-F	B/G	15 / 2.1	1.7	2.2	1.5	1.9	1.9	218 / 4.7	3.9			WELS-F
	WRDU-F	AOR	15 / 2.1	1.7	1.0	1.0	1.3	1.5	221 / 4.8	4.6	5.5		WRDU-F
	WQSL-F	CHR	15 / 2.1	1.3	1.4	1.9	2.4	1.7	329 / 7.2	5.6	8.0		WQSL-F

12+ FM Share (Metro): 91.85 % ( 575 of 626 ) ( Summer 96: 94.82 % )

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

Other Rated Stations		Metro Share	Cume Rating
WANG-F	C	105.1	Havelock 1.1 2.7
WCZL-F	T	98.3	Washington 0.6 1.9
WDLX	T	93.0	Washington 0.6 2.2
WELS	G	101.0	Kinston 1.0 2.2
WJCV	REL	129.0	Jacksonville 0.6 0.8
WJNC	T	124.0	Jacksonville 0.7 2.0
WMBL	ST	74.0	Morehead City 1.0 1.0
WNBR-F	C	94.1	Oriental 0.9 1.9
WNOS	ST	145.0	New Bern 0.6 1.1
WOOV	G	134.0	Greenville 1.0 1.9
WTKF-F	T	107.3	Atlantic 0.7 1.9
WTOW	B	132.0	Washington 0.4 0.6
WXQR-F	AOR	105.5	Jacksonville 1.3 4.6
WZBR-F	C	97.7	Kinston 0.4 1.5

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WDRP-F	REL	98.9	Williamston 0.4 0.9
WEQQ-FF	AC/CHR	95.5	Pinelops 0.6 1.9
WFXX-F	B	104.3	Tarboro 1.7 5.6
WGTM	B/G	59.0	Wilson 1.1 1.7
WKIX-F	C	96.1	Raleigh 0.4 1.6
WKTC-F	C	96.9	Goldsboro 1.4 6.2
WKXB-F	C	99.9	Burgaw 0.4 1.3
WMNX-F	B	97.3	Wilmington 0.4 1.8
WQDR-F	C	94.7	Raleigh 0.4 2.6
WQOK-F	B	97.5	S. Boston, VA 0.4 1.6
WRAL-F	AC	101.5	Raleigh 0.4 4.2
WRSV-F	B	92.1	Rocky Mount 0.4 1.8
WTRG-F	O	100.7	Rocky Mount 1.9 5.2
WZFX-F	B	99.1	Whiteville 0.6 2.8
WZXS-F	ST	103.9	Topsail Beach 0.7 1.9

# GREENVILLE-NEW BERN

Consolidation Report	12+	25-54	Revenue
<b>Beasley</b> WMGV-FM, WXNR-FM, WSFL-FM, WNCT-FM, WIKS-FM, WNCT-AM	33.2 %	32.8 %	39.3 %
<b>Cumulus</b> WXQR-FM, WQSL-FM	3.4 %	2.9 %	4.1 %
<b>Local</b> WRHT-FM, WCBZ-FM	4.8 %	3.4 %	8.7 %
<b>Pinnacle</b> WKJA-FM, WKOO-FM, WANG-FM, WERO-FM, WRNS-FM, WRNS-AM, WDLX-AM	25.5 %	29.0 %	34.7 %
	<b>66.9 %</b>	<b>68.1 %</b>	<b>86.8 %</b>

## AM Stations

WRNS	960	5 kw/1 kw (DA-N)	See WRNS-F	Kinston
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## FM Stations

Station	Freq	Power	Format	Service	Rate	Advertiser	Agency	City
WANG	105.1	18.5 kw @ 384	Country	ABC	\$ NA	Katz	Pinnacle	Havelock
WCBZ	103.7	100 kw @ 981	See WRHT-F					Williamston
WELS	102.9	3 kw @ 328	Black Gospel	ABC	\$ NA	---		Kinston
WERO	93.3	100 kw @ 1780	Classic Hits	Westwd	\$36.00	Katz	Pinnacle	Washington
WIKS	101.9	100 kw @ 983	Black	ABC, Westwd	\$55.00	D&R	Beasley	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F					Bethaven
WKOO	98.7	100 kw @ 978	Oldies	ABC	\$25.00	D&R	Pinnacle	Jacksonville
WMGV	103.3	100 kw @ 593	AC/CHR	Westwd	\$<20.00	D&R	Beasley	Newport
WNCT	107.9	100 kw @ 1700	Oldies	ABC	\$30.00	D&R	Beasley	Greenville
WQSL	92.3	23 kw @ 725	AC/CHR		\$19.00	Banner	Cumulus	Jacksonville
WRHT	96.3	100 kw @ 492	CHR		\$35.00	---		Morehead City
WRNS	95.1	100 kw @ 1500	Country	ABC	\$74.00	Mc-Guild	Pinnacle	Kinston
WSFL	106.5	100 kw @ 915	AOR	Westwd	\$47.00	D&R	Beasley	New Bern
WTKF	107.3	7 kw @ 607	Talk	Westwd, Talknt	\$16.00	TN		Atlantic
WXNR	99.5	16.5 kw @ 843	AOR-New Rock	Westwd	\$17.00	D&R	Beasley	Gnfton
WXQR	105.5	19 kw @ 794	AOR/Classic		\$<20.00	Banner	Cumulus	Jacksonville

Notes: Other ranked stations -- See Raleigh-Durham . . . 10/97 WLAS (910; Jacksonville) sold for \$17,127

Jim Duncan

Comments: WRNS-AF had its fifth consecutive down book and is five shares below its year-ago level

# GREENVILLE-SPARTANBURG

Arbitron Rank: 59	Pop (12+): 709,200	Stations: 29 / 22	Last Year's Revenue: \$28,000,000
MSA Rank: 64		Diaries: 2,025/350:1/51.5%	Household Income: \$36,755
MSA Pop: 900,000		Sample Target: 1,910	Retail Dollars: \$8.9 Bil
DMA: 35 (w/Asheville)		% Below Line: 5.3	#1 Biller: WSSL-AF \$5,700,000
Average Persons Rating: 14.8		% Not Listed: 13.1	#1 Billing Portfolio: Hicks. Muse (pend) \$22,510,000
Market TSL in Hours: 19.75		Pop per Station: 32,236	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WSSL-F	115 / 10.9	11.0	12.1	11.7	10.6	11.4	1749 / 24.7	22.8	23.5	G	WSSL-F	
2	WJMZ-F	104 / 9.9	12.5	9.2	10.3	10.2	10.5	1194 / 16.8	16.2	15.9	E	WJMZ-F	
3	WESC-F	86 / 8.2	8.4	9.2	10.1	8.8	9.0	1435 / 20.2	17.6	19.4	E	WESC-F	
	WROQ-F	AOR	86 / 8.2	8.8	8.4	7.2	10.1	8.1	1318 / 18.6	16.8	19.2	F	WROQ-F
5	WFBC-F	CHR	85 / 8.1	6.5	5.5	5.3	7.6	6.3	1473 / 20.8	18.4	19.5	C	WFBC-F
6	WSPA-F	SAC	70 / 6.6	4.9	8.0	6.9	5.2	6.6	896 / 12.6	13.0	13.6	D	WSPA-F
7	WMYI-F	AC	62 / 5.9	7.2	7.4	6.2	6.6	6.7	1100 / 15.5	18.5	17.7	F	WMYI-F
8	WTPT-F	AOR	54 / 5.1	5.1	4.5	6.1	1.6	5.2	991 / 14.0	12.4	6.2	A	WTPT-F
9	WOLI-F	O	42 / 4.0	2.7	2.5	3.1	3.2	3.1	663 / 9.3	7.8	7.2	A	WOLI-F
10	WORD-AA	N/T	33 / 3.1	3.2	3.2	3.6	3.9	3.3	479 / 6.8	7.1	7.5	B	WORD-AA
11	WMUU-F	EZ/ST	30 / 2.8	2.5	2.3	2.9	4.1	2.6	340 / 4.8	5.9	6.8	A	WMUU-F
12	WPJM	B/G	21 / 2.0	1.1	1.9	0.9	1.9	1.5	213 / 3.0	2.6	2.9		WPJM

12+ FM Share (Metro) 89.40 % ( 818 of 915 ) ( Summer 96. 89.70 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WFBC-F	1 WJMZ-F <	1 WROQ-F	1 WROQ-F	1 WSSL-F <	1 WSSL-F	1 WROQ-F <	1 WSSL-F <	1 WSSL-F	1 WJMZ-F >	1 WJMZ-F >
2 WJMZ-F >>	2 WFBC-F <	2 WJMZ-F	2 WJMZ-F	2 WROQ-F <	2 WESC-F	2 WSSL-F	2 WSPA-F	2 WFBC-F <	2 WFBC-F <	2 WSSL-F <
3 WTPT-F >>	3 WROQ-F <	WSSL-F	WSSL-F	3 WJMZ-F	3 WSPA-F	3 WJMZ-F <	3 WESC-F <	3 WROQ-F <	3 WSSL-F >	3 WFBC-F
4 WSSL-F <	4 WFBC-F	4 WSPA-F	4 WSPA-F	4 WSPA-F <	4 WROQ-F	4 WESC-F	4 WFBC-F <	4 WJMZ-F <	4 WTPT-F <	4 WTPT-F
5 WTPT-F >	5 WMYI-F	5 WMYI-F	5 WMYI-F	5 WESC-F <	5 WJMZ-F <	5 WFBC-F	5 WROQ-F <	5 WESC-F	5 WESC-F >	5 WESC-F >
6 WMYI-F	WSPA-F <	6 WESC-F <	6 WMYI-F	6 WMYI-F	6 WMYI-F <	WSPA-F <	6 WJMZ-F	6 WSPA-F <	6 WROQ-F	
7 WTPT-F	7 WTPT-F	7 WFBC-F	7 WOLI-F	7 WOLI-F	7 WOLI-F	7 WMYI-F >	7 WMYI-F	7 WMYI-F		
8 WESC-F	WOLI-F	8 WFBC-F	8 WFBC-F	8 WFBC-F	8 WORD-AA	8 WORD-AA	8 WORD-AA	8 WTPT-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 WFBC-F >	1 WFBC-F <	1 WJMZ-F >	1 WSSL-F <	1 WSSL-F	1 WROQ-F >	1 WROQ-F	1 WJMZ-F	1 WROQ-F >	1 WROQ-F
2 WSSL-F	2 WJMZ-F	2 WMYI-F <	2 WFBC-F <	2 WJMZ-F	2 WFBC-F	2 WTPT-F <	2 WTPT-F	2 WJMZ-F <	2 WSSL-F <
3 WJMZ-F	3 WSSL-F	3 WSPA-F	3 WJMZ-F <	WMYI-F <	WTPT-F	3 WJMZ-F	WSSL-F	3 WSSL-F <	3 WJMZ-F
4 WTPT-F	4 WMYI-F	WFBC-F	4 WMYI-F <	4 WSPA-F	4 WJMZ-F >	4 WSSL-F	WROQ-F >	4 WTPT-F	4 WESC-F
5 WPEG-F	5 WROQ-F	5 WROQ-F	5 WSPA-F	5 WESC-F <	5 WSSL-F >	5 WFBC-F >	5 WESC-F	5 WESC-F <	5 WTPT-F <
WMYI-F	WSPA-F <	WSSL-F >	6 WROQ-F	6 WFBC-F	6 WESC-F >	6 WESC-F >	WFBC-F >>	6 WOLI-F	6 WOLI-F
WROQ-F	7 WTPT-F >	7 WESC-F	7 WESC-F	WROQ-F				7 WSPA-F	7 WSPA-F
								8 WOLI-F	

Other Rated Stations	Metro Share	Cume Rating
WAGI-F	C	105.3 Gaffney 0.4 1.5
WESC	C	660 Greenville 1.0 2.7
WGV	G	1440 Greenville 0.4 0.8
WHYZ	B/A/C	1070 Sans Souci 0.5 1.0
WPEK-F	T	98.1 Seneca, SC 1.3 4.3
WRIX-F	C	103.1 Honea Path 1.0 2.6
WRIX	REL	1020 Homeland Park 1.1 1.3
WSPA	FS	950 Spartanburg 1.0 2.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBAV-F	B/A/C	101.9 Gastonia, NC 0.4 1.6
WFOX-F	O	97.1 Gainesville, GA 0.4 1.6
WKSF-F	C	99.9 Asheville, NC 0.4 2.6
WLNK-F	AC-NR	107.9 Charlotte, NC 0.6 2.3
WMIT-F	REL	106.9 Black Mtn., NC 0.5 2.0
WPEG-F	B	97.9 Concord, NC 1.9 5.0
WWMG-F	O	96.1 Shelby, NC 1.2 3.1



# GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue
Hicks, Muse, pend. WESC-FM, WESC-AM, WGPL-AM, WJMZ-FM, WMYI-FM, WROQ-FM, WSSL-FM, WTPT-FM	49.6 %	52.4 %	80.4 %
Local (LMA to Sinclair TV) WOLI-FM, WOLT-FM	3.9 %	5.9 %	1.4 %
Sinclair TV WFBC-FM, WORD-AM, WYRD-AM	11.2 %	8.7 %	6.3 %
	<b>64.8 %</b>	<b>67.0 %</b>	<b>88.1 %</b>

## AM Stations

Station	Freq	Power	Format	Network	Revenue	Company	Market
WORD	910	3.6 kw/890 w (DA-2)	News/Talk	CBS	\$19.00	Allied	Spananburg
WPJM	800	1 kw/0.44 kw	Black Gospel	ABC	\$ NA	Keystone	Greer
WSPA	950	5 kw (DA-N)	Full Service	CBS	\$17.00	Allied	
WYRD	1330	5 kw (DA-N)	See WORD				Greenville

## FM Stations

Station	Freq	Power	Format	Network	Revenue	Company	Market
WESC	92.5	100 kw @ 2000	Country	ABC	\$77.00	Banner	Hicks, Muse, pend.
WFBC	93.7	100 kw @ 1850	CHR	CBS	\$40.00	Katz	Sinclair TV
WJMZ	107.3	100 kw @ 1010	Black	ABC	\$59.00	Katz	Capstar
WMUU	94.5	100 kw @ 1200	EZ/Standards	UPI	\$24.00	---	Anderson
WMYI	102.5	20 kw @ 1782	AC		\$97.00	Mc-Guild	Hicks, Muse, pend.
WOLI	103.9	6 kw @ 328	Oldies	ABC	\$21.00	Allied	Eastley
WOLT	103.3	2.7 kw @ 495	See WOLI-F				Greer
WROQ	101.1	100 kw @ 985	AOR	ABC	\$100.00	Banner	Hicks, Muse, pend.
WSPA	98.9	100 kw @ 1910	Soft AC		\$44.00	Allied	Anderson
WSSL	100.5	100 kw @ 1240	Country	Westwd	\$109.00	Mc-Guild	Hicks, Muse, pend.
WTPT	93.3	93 kw @ 2030	AOR	ABC	\$22.00	Banner	Hicks, Muse, pend.

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WGPL for <\$1,000,000; WESC-AM for \$26,000,000; WMYI-F for \$38,000,000; WROQ-F for \$37,000,000; WSSL-F for \$45,000,000; WTPT-F for \$10,000,000

Jim Duncan

Comments: WSSL-F regained 12+ leadership . . . Listening levels are down slightly . . . WFBC-F had its best book in several years . . . WOLI-F has risen to a four share for the first time

# HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 73 Pop (12+): 520,600	Stations: 31 / 20	Last Year's Revenue: \$21,700,000
MSA Rank: 85	Diaries: 1,623/321:1/54.5%	Household Income: \$45,749
MSA Pop: 617,000	Sample Target: 1,650	Retail Dollars: \$6.2 Bl.
DMA: 44 (w/Lanc., York)	% Below Line: 18.8	#1 Biller: WNNK-F \$6,350,000
Average Persons Rating: 16.9	% Not Listed: 12.2	#1 Billing Portfolio: Dame \$8,400,000
Market TSL in Hours: 22.25	Pop per Station: 26,030	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1 WNNK-F	CHR	92 / 10.5	11.1	11.4	11.2	10.5	11.0	1284 / 24.7	24.8	25.8	G	WNNK-F
2 WHP	FS	87 / 9.9	8.0	8.9	10.9	8.4	9.4	910 / 17.5	16.9	18.4	O	WHP
3 WRVV-F	AC/AOR	59 / 6.7	7.8	7.7	6.8	7.2	7.3	842 / 16.2	18.1	17.3	E	WRVV-F
4 WRKZ-F	C	57 / 6.5	8.0	9.0	10.4	7.8	8.5	751 / 14.4	16.9	17.5	E	WRKZ-F
5 WRBT-F	C	50 / 5.7	6.6	4.7	4.2	2.8	5.3	692 / 13.3	14.0	8.4	B	WRBT-F
WWKL-F	O	50 / 5.7	5.6	4.8	4.5	6.0	5.1	811 / 15.6	14.7	15.1	C	WWKL-F
7 WTPA-F	AOR	49 / 5.6	4.8	5.6	6.3	7.1	5.6	696 / 13.4	12.6	16.0	O	WTPA-F
8 WQXA-F	AOR-NR	46 / 5.2	4.9	4.2	4.3	4.9	4.7	807 / 15.5	14.3	13.9		WQXA-F
9 WROZ-F	SAC	37 / 4.2	4.4	3.3	2.5	3.9	3.6	525 / 10.1	11.0	9.9		WROZ-F
10 WHYL-F	C	29 / 3.3	2.3	2.0	2.6	2.4	2.5	342 / 6.6	5.9	6.6	B	WHYL-F
WNCE-F	EZ/ST	29 / 3.3	2.1	2.6	3.3	3.8	2.8	343 / 6.6	5.5	7.7	A	WNCE-F
12 WHYL	ST	28 / 3.2	2.8	3.2	2.7	3.8	3.0	368 / 7.1	6.2	7.9	A	WHYL
13 WLAN-F	CHR	23 / 2.6	2.4	1.9	1.4	1.9	2.1	488 / 9.4	9.0	7.5		WLAN-F
14 WEGK-F	CL AOR	18 / 2.0	2.1	2.9	2.0	2.8	2.3	369 / 7.1	7.2	8.4		WEGK-F
15 WLBR	FS	16 / 1.8	1.7	2.6	2.1	2.0	2.1	260 / 5.0	4.1	4.7	A	WLBR
16 WARM-F	SAC	14 / 1.6	1.6	1.2	2.3	0.9	1.7	243 / 4.7	5.2	4.2		WARM-F
17 WTCY	B/AC	13 / 1.5	2.0	2.8	1.9	2.0	2.0	111 / 2.1	3.0	3.7	A	WTCY
WCMB	T	13 / 1.5	1.2	1.3	1.3	1.6	1.3	196 / 3.8	3.1	4.5	A	WCMB
19 WDAC-F	REL	11 / 1.2	1.5	1.5	1.9	1.6	1.5	183 / 3.5	3.7	3.8		WDAC-F
20 WKBO	ST	10 / 1.1	0.4	1.1	0.7	0.7	0.8	154 / 3.0	1.9	2.2	A	WKBO

12+ FM Share (Metro) 77.36 % ( 598 of 773 ) ( Summer 96: 77.73 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WNNK-F	1 WNNK-F >	1 WNNK-F	1 WNNK-F <	1 WNNK-F	1 WHP >	1 WHP <	1 WHP	1 WNNK-F >	1 WQXA-F <	1 WHP <
2 WQXA-F >>	2 WTPA-F <	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WWKL-F <	2 WNNK-F >	2 WNNK-F	2 WHP	2 WHP	2 WNNK-F
3 WQXA-F	3 WTPA-F	3 WTPA-F	3 WTPA-F	3 WRBT-F <	3 WRKZ-F <	3 WQXA-F	3 WRVV-F <	3 WRVV-F <	3 WTPA-F <	3 WTPA-F <
4 WRBT-F	4 WRBT-F	4 WRBT-F	4 WRBT-F	4 WTPA-F <	4 WNNK-F <	4 WRVV-F <	4 WRBT-F <	4 WTPA-F	4 WNNK-F >	4 WRKZ-F
WRVV-F >	5 WQXA-F	5 WRKZ-F	5 WWKL-F	5 WRVV-F	5 WRKZ-F	5 WRKZ-F	5 WRKZ-F	5 WWKL-F	5 WRVV-F <	5 WRVV-F <
6 WLAN-F <	6 WRKZ-F	WWKL-F	6 WRKZ-F	6 WNCE-F <	6 WTPA-F <	6 WWKL-F	6 WRBT-F <	6 WRBT-F <	6 WRKZ-F	6 WRKZ-F
7 WRKZ-F <	7 WWKL-F	7 WROZ-F <	7 WHP <	7 WRBT-F <	7 WWKL-F <	7 WTPA-F <	7 WRKZ-F	7 WRKZ-F	7 WWKL-F <	7 WWKL-F <
	8 WQXA-F	8 WROZ-F	8 WQXA-F <	8 WROZ-F	8 WHYL <	8 WRBT-F	8 WHYL <	8 WROZ-F	8 WRBT-F	8 WRBT-F
		9 WHP	9 WQXA-F				9 WROZ-F	9 WQXA-F	9 WROZ-F	9 WROZ-F
								WHYL-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 WRVV-F <	1 WRVV-F
2 WQXA-F	2 WRBT-F >	2 WRBT-F	2 WRBT-F >	2 WRBT-F	2 WNNK-F	2 WQXA-F >	2 WQXA-F	2 WTPA-F	2 WTPA-F >
WLAN-F >	3 WROZ-F	3 WRVV-F	3 WRVV-F <	3 WROZ-F	3 WTPA-F	3 WNNK-F	WRVV-F >	3 WQXA-F	3 WNNK-F
4 WRBT-F	WQXA-F	4 WROZ-F >	4 WROZ-F	WRVV-F	4 WRKZ-F	WRVV-F	4 WRKZ-F	WNNK-F >	WWKL-F
5 WTPA-F >	WLAN-F	5 WTPA-F	5 WRKZ-F	WWKL-F <	5 WRVV-F >	5 WRKZ-F >	WNNK-F >	5 WRKZ-F <	5 WQXA-F <
	WRVV-F		6 WWKL-F	6 WRKZ-F >	6 WLAN-F	6 WRBT-F	6 WRBT-F	6 WWKL-F	6 WHP <
			7 WQXA-F	7 WHP	WEGK-F >>	WLAN-F	WLAN-F	7 WHP	7 WRBT-F <
			WTPA-F <					WRBT-F	8 WRKZ-F

Other Rated Stations	Metro Share	Cume Rating
WADY	REL 940 Lebanon	0.5 0.9
WIOO	AC 1000 Carlisle	0.5 1.9
WQIC-F	CHR 1001 Lebanon	0.6 1.8
WQLV-F	SAC 98.9 Millersburg	0.8 1.5
WYGL-F	C 1005 Elizabeth	0.5 1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAYZ-F	C 101.5 Waynesboro	0.5 0.7
WGTY-F	C 107.7 Gettysburg	0.3 2.0
WIOV-F	C 105.1 Ephrata	0.3 2.2
WQKX-F	CHR 94.1 Sunbury	0.3 1.4
WYCR-F	CHR 98.5 Hanover	0.6 5.6

# HARRISBURG-LEBANON-CARLISLE

Consolidation Report	12+	25-54	Revenue
Dame WCMB-AM, WHP-AM, WKBO-AM, WRBT-FM, WRVV-FM, WWKL-FM	30.6 %	33.7 %	38.7 %
Local WNCE-FM, WTPA-FM	8.9 %	8.8 %	15.6 %
	39.5 %	42.5 %	54.3 %

## AM Stations

Station	Power	Time	Format	Network	Rate	Advertiser	Agency	Market
WCMB	1460	5 kw (DA-N)	Talk	CBS, Westwd	\$<20.00	D&R	Dame	
WHP	580	5 kw (DA-N)	Full Service	CNN, ABC, Talknt	\$44.00	Katz	Dame	
WHYL	960	5 kw/22 w (DA-1)	Standards	Westwd	\$<20.00	---		Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Dame	
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P		Lebanon
WTCY	1400	1 kw	Black AC	ABC	\$<20.00	Eastman	Capstar	

## FM Stations

Station	Frequency	Power	Format	Network	Rate	Advertiser	Agency	Market
WHYL	102.3	3 kw @ 328	Country	CNN	\$<20.00	---		Carlisle
WNCE	92.1	3.3 kw @ 300	EZ List./Standards	ABC	\$15.00	Banner	WTPA	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP	\$129.00	Eastman	Capstar	
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Dame	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel	Hershey
WRVV	97.3	17 kw @ 840	Modern AC		\$65.00	Katz	Dame	
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Sentry		Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies		\$43.00	Christal	Dame	

Notes: Other ranked stations -- See York, or in the Spring 1997 American Radio, Lancaster

Jim Duncan

Comments: Overall listening levels are up slightly . . . WRKZ-F has faded to its lowest share in many years . . . WRVV-F slipped its lowest share in more than two years

# HARTFORD

Arbitron Rank: 42 Pop (12+): 962,000	Stations: 26 / 15	Last Year's Revenue: \$51,200,000
MSA Rank: 48	Diaries: 2,336/412; 1/44.5%	Household Income: \$53,115
MSA Pop: 1,110,000	Sample Target: 2,320	Retail Dollars: \$10.7 Bil
DMA: 26 (w/New Haven)	% Below Line: 8.7	#1 Biller: WRCH-F \$8,000,000
Average Persons Rating: 16.2	% Not Listed: 17.8	#1 Billing Portfolio: Westinghouse, pend. \$26,300,000
Market TSL in Hours: 21.50	Pop per Station: 64,133	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									H	WTIC
1	WTIC	FS	186 / 12.0	114	125	121	93	120	2360 / 24.5	23.6	227	H	WTIC
2	WRCH-F	SAC	174 / 11.2	122	128	125	97	122	2009 / 20.9	22.3	190	H	WRCH-F
3	WWYZ-F	C	132 / 8.5	75	80	74	77	78	1469 / 15.3	14.0	161	G	WWYZ-F
4	WTIC-F	AC/CHR	98 / 6.3	64	77	68	78	6.8	2181 / 22.5	23.1	226	F	WTIC-F
5	WDRC	ST	89 / 5.7	49	47	42	33	49	942 / 9.8	8.7	68	B	WDRC
6	WKSS-F	CHR	88 / 5.7	64	60	57	67	59	1955 / 20.3	21.5	206	F	WKSS-F
7	WDRC-F	O	85 / 5.6	55	58	54	65	55	1599 / 16.6	15.7	174	F	WDRC-F
8	WMRQ-F	AOR-NR	81 / 5.2	39	48	62	53	5.0	1426 / 14.8	14.2	153	D	WMRQ-F
9	WZMX-F	CL HITS	64 / 4.1	3.8	3.8	3.8	5.2	3.9	1234 / 12.8	13.0	153	G	WZMX-F
10	WCCC-AF	AOR	54 / 3.5	31	26	30	25	31	1103 / 11.5	10.5	102	D	WCCC-AF
11	WNEZ	B	39 / 2.5	18	0.4		0.3		499 / 5.2	4.4	1.6		WNEZ
12	WAQY-F	CL AOR	33 / 2.1	24	24	14	13	2.1	706 / 7.3	6.9	68		WAQY-F
13	WHCN-F	CL AOR	31 / 2.0	2.9	3.1	3.8	4.9	2.9	994 / 10.3	10.9	118	E	WHCN-F

12+ FM Share (Metro): 70.79 % ( 904 of 1277 ) ( Summer 96: 76.58 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSS-F	1 WMRQ-F	1 WRCH-F	1 WRCH-F	1 WRCH-F	1 WTIC	1 WTIC >	1 WRCH-F	1 WRCH-F	1 WTIC	1 WTIC >>
2 WMRQ-F	2 WTIC-F	2 WTIC-F <	2 WTIC-F	2 WTIC-F <	2 WRCH-F >	2 WRCH-F	2 WTIC	2 WTIC <	2 WMRQ-F <	
3 WNEZ	WKSS-F	3 WWYZ-F	3 WWYZ-F <	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F >	3 WWYZ-F >	3 WKSS-F	
4 WTIC-F >	4 WRCH-F <	4 WMRQ-F <	4 WZMX-F	4 WTIC <	4 WDRC	4 WTIC-F <	4 WDRC	4 WTIC-F <	4 WWYZ-F <	
	5 WCCC-AF	5 WKSS-F	5 WKSS-F	5 WDRC-F <	5 WDRC-F >	5 WDRC	WTIC-F <	5 WMRQ-F <	5 WRCH-F	
	WWYZ-F	6 WZMX-F	WTIC <	6 WZMX-F		6 WCCC-AF >	6 WKSS-F <	6 WDRC-F <	6 WDRC-F <	
	7 WZMX-F >	7 WTIC <	7 WMRQ-F	7 WKSS-F		7 WZMX-F <	7 WMRQ-F <	7 WKSS-F	7 WNEZ	
		8 WCCC-AF <	8 WDRC-F	8 WMRQ-F		8 WDRC-F	8 WDRC-F >	8 WZMX-F <	WTIC-F	
		9 WDRC-F >				WKSS-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 WKSS-F	1 WKSS-F	1 WTIC-F	1 WRCH-F	1 WRCH-F >	1 WMRQ-F	1 WMRQ-F >	1 WMRQ-F	1 WMRQ-F <	1 WTIC <
2 WRCH-F	2 WTIC-F	2 WKSS-F	2 WTIC-F	2 WTIC-F	2 WWYZ-F <	2 WCCC-AF <	2 WZMX-F	2 WWYZ-F	2 WDRC-F
3 WMRQ-F >	WRCH-F >	3 WRCH-F	3 WKSS-F	3 WWYZ-F <	3 WCCC-AF >	3 WWYZ-F	3 WTIC-F <	3 WCCC-AF <	WRCH-F
4 WTIC-F	4 WMRQ-F	4 WZMX-F	4 WWYZ-F	4 WKSS-F	4 WHCN-F	4 WTIC-F	4 WCCC-AF	4 WZMX-F <	WWYZ-F
	5 WZMX-F	5 WMRQ-F >	5 WZMX-F <	5 WDRC-F	WKSS-F	5 WZMX-F <	5 WWYZ-F	5 WRCH-F	WZMX-F
6 WWYZ-F >	6 WWYZ-F	6 WMRQ-F <	WTIC	7 WKSS-F	6 WTIC-F	6 WKSS-F	6 WKSS-F	WTIC-F	6 WMRQ-F
	7 WNEZ	7 WDRC-F <	7 WZMX-F >		WPLR-F	7 WHCN-F	WFAN	WTIC	7 WTIC-F
	WCCC-AF <	8 WTIC >			WAQY-F				8 WCCC-AF

Other Rated Stations		Metro Cume Share Rating			
WLAT	SP	1230	Manchester	0.7	2.0
WPOP	T	1410	Hartford	0.6	2.4

Other Rated Stations--Outside Market				Metro Cume Share Rating	
WAAF-F	AOR-NR	107.3	Worcester, MA	0.4	1.4
WCBS	N	880	New York	0.5	2.1
WFAN	SPRTS	660	New York	1.5	4.5
WILI-F	CHR	98.3	Wilimantic	0.4	0.9
WKCI-F	CHR	101.3	Hamden	0.8	5.5
WMAS-F	AC	94.7	Springfield, MA	0.5	2.3
WOR	T	710	New York	0.5	1.2
WPKX-F	C	97.9	Enfield	0.8	2.9
WPLR-F	AOR	99.1	New Haven	1.4	5.7

# HARTFORD

Consolidation Report	12+	25-54	Revenue
<b>Buckley</b> WDRC-FM, WDRC-AM, WSNG-AM	12.4 %	9.7 %	10.5 %
<b>Hicks, Muse, pend.</b> WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	22.0 %	22.8 %	33.4 %
<b>Mega</b> WLAT-AM, WNEZ-AM	3.2 %	2.9 %	1.0 %
<b>Westinghouse, pend.</b> WRCH-FM, WTIC-FM, WTIC-AM, WZMX-FM	33.6 %	34.6 %	51.4 %
	<b>71.2 %</b>	<b>70.0 %</b>	<b>96.3 %</b>

## AM Stations

Station	Freq	Power	Service	Network	Advertiser	Agency	Product	City
WCCC	1290	0.5 kw (Days)	See WCCC-F					
WDRC	1360	5 kw (DA-N)	Standards	Westwd	\$30.00	Mc-Guild	Buckley	
WLAT	1230	1 kw	Hispanic		\$22.00	---	Mega	Manchester
WNEZ	910	5 kw (DA-2)	Black		\$ NA	---	Mega	New Britain
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00	Group W	Westinghouse, pend	

## FM Stations

Station	Freq	Power	Service	Network	Advertiser	Agency	Product	City
WCCC	106.9	23.2 kw @ 725	AOR	Westwd, ABC	\$44.00	Allied		
WDRC	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00	Mc-Guild	Buckley	
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00	D&R	Hicks, Muse, pend.	
WKSS	95.7	16.5 kw @ 879	CHR	AP	\$92.00	Allied	Hicks, Muse, pend	
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$66.00	D&R	Hicks, Muse	
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00	Katz	Westinghouse, pend.	New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00	Group W	Westinghouse, pend.	
WWYZ	92.5	17 kw @ 879	Country	Westwd	\$102.00	Banner	Hicks, Muse, pend	Waterbury
WZMX	93.7	17 kw @ 850	Classic Hits		\$97.00	Katz	Westinghouse, pend.	

Notes: Other ranked stations - See Springfield, MA . . . 9/97 SFX sold these stations to Hicks, Muse interests: WHCN-F for \$21,000,000; WKSS-F for \$28,000,000; WMRQ-F for \$17,000,000; WPOP for \$4,000,000; WWYZ-F for \$36,000,000 . . . 10/97 American Radio Systems sold these stations to Westinghouse: WRCH-F for \$73,000,000; WTIC for \$42,000,000; WTIC-F for \$27,000,000; WZMX-F for \$22,000,000

Jim Duncan

Comments: WMRQ-F rebounded from its recent decline . . . WTIC is up significantly from its year-ago levels . . . WCCC-F continues to grow

# HONOLULU

Arbitron Rank: 58 Pop (12+): 732,500  
 MSA Rank: 66  
 MSA Pop: 884,000  
 DMA: 70  
 Average Persons Rating: 15.8  
 Market TSL in Hours: 21.75

Stations: 24 / 24  
 Diaries: 2,012/364:1/57.3%  
 Sample Target: 1,960  
 % Below Line: 0.0  
 % Not Listed: 6.2  
 Pop per Station: 30,521

Last Year's Revenue: \$22,000,000  
 Household Income: \$59,677  
 Retail Dollars: \$9.5 Bil  
 #1 Biller: KSSK-F \$3,400,000  
 #1 Billing Portfolio: Capstar \$11,420,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1 KIKI-F	CHR	141 / 12.1	9.8	11.2	13.1	11.5	11.6	1832 / 25.0	24.8	25.4	D	KIKI-F
2 KSSK-F	AC	114 / 9.8	11.0	11.6	10.3	12.1	10.7	1817 / 24.8	24.7	26.6	E	KSSK-F
3 KCCN-F	E	106 / 9.1	8.1	7.6	7.0	7.8	8.0	1407 / 19.2	17.5	18.5	D	KCCN-F
4 KQMQ-AF	CHR	100 / 8.8	5.5	7.4	6.9	7.1	7.1	1750 / 23.9	21.4	24.9	C	KQMQ-AF
5 KINE-F	E	94 / 8.1	7.5	4.8	6.1	5.4	6.6	1078 / 14.7	14.3	12.7	B	KINE-F
6 KRTR-F	AC	89 / 5.9	7.2	9.4	8.1	7.9	7.7	1141 / 15.6	17.2	19.8	C	KRTR-F
7 KSSK	FS	86 / 5.7	7.0	8.8	8.3	8.5	7.4	741 / 10.1	13.0	14.7	E	KSSK
8 KGMZ-F	O	82 / 5.3	5.5	3.2	0.5	0.9	3.6	935 / 12.8	14.0	2.7		KGMZ-F
9 KUMU-F	EZ/SAC	57 / 4.9	5.9	6.3	5.7	6.2	5.7	875 / 9.2	11.0	12.1	C	KUMU-F
10 KPOI-F	AOR-NR	55 / 4.7	4.3	3.0	3.7	3.7	3.9	968 / 13.2	12.2	9.8	B	KPOI-F
11 KHVH	N/T	49 / 4.2	4.0	3.9	4.1	2.9	4.1	523 / 7.1	7.1	5.5	B	KHVH
12 KKL-V-F	CL AOR	39 / 3.4	3.3	2.4	4.0	4.7	3.3	889 / 9.4	10.0	12.9	B	KKL-V-F
13 KUCD-F	J	21 / 1.8	2.0	2.4	1.5	3.0	1.9	430 / 5.9	5.6	6.5	B	KUCD-F
14 KHNR	N	18 / 1.6	1.3	1.0	1.3	1.1	1.3	402 / 5.5	5.7	5.7	A	KHNR
15 KUMU	ST	16 / 1.4	2.4	2.0	2.2	2.7	2.0	288 / 3.9	4.3	5.4	A	KUMU
KCCN	E	16 / 1.4	1.1	1.7	2.6	1.5	1.7	395 / 5.4	4.0	5.5	A	KCCN
KHUL-F	B/O	16 / 1.4	1.9	2.2	2.3	2.4	1.9	342 / 4.7	4.6	6.5	B	KHUL-F

12+ FM Share (Metro): 81.18 % ( 884 of 1089 ) ( Summer 96: 77.79 % )

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 KIKI-F	1 KSSK-F	1 KSSK-F	1 KSSK-F <	1 KSSK-F	1 KIKI-F	1 KIKI-F	1 KIKI-F >	1 KIKI-F <
2 KQMQ-AF >>	2 KCCN-F	2 KCCN-F <	2 KIKI-F <	2 KINE-F	2 KINE-F	2 KIKI-F	2 KCCN-F <	2 KQMQ-AF	2 KQMQ-AF <	2 KQMQ-F <
	3 KQMQ-AF	3 KSSK-F <	3 KQMQ-AF	3 KIKI-F <	3 KSSK	3 KSSK <	3 KSSK-F <	3 KCCN-F	3 KCCN-F >	3 KSSK-F >
	4 KPOI-F <	4 KQMQ-AF	KCCN-F <	4 KCCN-F <	4 KGMZ-F <	4 KCCN-F	4 KINE-F <	4 KCCN-F <	4 KPOI-F <	
	5 KSSK-F >	5 KINE-F	5 KINE-F	5 KQMQ-AF <	5 KUMU-F <	5 KINE-F <	5 KQMQ-AF	5 KINE-F >	5 KRTR-F <	
		6 KRTR-F	6 KGMZ-F <	6 KRTR-F	6 KRTR-F <	6 KQMQ-AF <	6 KUMU-F <	6 KRTR-F <	6 KHVH <	
		7 KPOI-F <	7 KRTR-F	KGMZ-F >	7 KHVH	7 KRTR-F	7 KGMZ-F <	7 KGMZ-F	7 KINE-F	
		8 KGMZ-F		8 KSSK <	8 KCCN-F	8 KRTR-F	KPOI-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 KQMQ-AF	1 KIKI-F	1 KSSK-F >	1 KIKI-F	1 KIKI-F	1 KIKI-F	1 KIKI-F	1 KSSK-F <
2 KQMQ-AF	2 KQMQ-AF	KIKI-F	2 KSSK-F	2 KRTR-F <	2 KCCN-F >	2 KCCN-F	2 KPOI-F	2 KCCN-F	2 KINE-F
3 KCCN-F >	3 KCCN-F	3 KCCN-F	3 KQMQ-AF <	3 KIKI-F <	3 KQMQ-AF	3 KQMQ-AF	3 KCCN-F	3 KSSK-F <	3 KIKI-F
4 KPOI-F >	4 KSSK-F	KSSK-F >	4 KCCN-F	4 KINE-F	4 KPOI-F >	KPOI-F	KSSK-F	4 KQMQ-AF	KGMZ-F <
	5 KPOI-F	5 KRTR-F	5 KRTR-F	KCCN-F <		5 KSSK-F	5 KKL-V-F <	5 KINE-F <	5 KKL-V-F <
		KPOI-F >	6 KINE-F	6 KQMQ-AF			6 KQMQ-AF >	6 KPOI-F <	6 KCCN-F <
				7 KGMZ-F				7 KKL-V-F	7 KQMQ-AF <
				KSSK				8 KGMZ-F >	8 KPOI-F

Other Rated Stations	Metro Share	Cume Rating		
KAIM-F	REL 95.5	Honolulu	1.3	4.2
KGU	SPRTS 760	Honolulu	0.7	2.8
KLHT	REL 1040	Honolulu	0.6	1.8
KNDI	E 1270	Honolulu	0.9	1.9
KZOO	E 1210	Honolulu	0.8	2.5

Consolidation Report	12+	25-54	Revenue
Capstar	37.0 %	36.3 %	51.9 %
KIKI-AM, KUCD-FM, KSSK-AM, KSSK-FM, KKL-V-FM, KIKI-FM, KHVH-AM			
Caribou	14.7 %	14.7 %	12.2 %
KHUL-FM, KPOI-FM, KQMQ-AF			
Chagal	2.2 %	2.1 %	%
KHNR-AM, KGU-AM			
KHWY, Inc.	18.6 %	18.3 %	17.1 %
KCCN-FM, KCCN-AM, KINE-FM			
KRTR	11.2 %	15.4 %	8.4 %
KULA-AM, KRTR-FM, KGMZ-FM			
<b>Total</b>	<b>83.7 %</b>	<b>86.8 %</b>	<b>89.6 %</b>

# HONOLULU

## AM Stations

KCCN	1420	5 kw	Ethnic (Hawaiian)		\$ NA	Banner	KHWY, Inc.
KHNR	650	10 kw	News	CNN	\$ NA	---	Chagal
KHVH	830	10 kw	News/Talk	ABC	\$25.00	Christal	Capstar
KQMQ	690	10 kw	See KQMQ-F				
KSSK	590	7.5 kw	Full Service		\$62.00	Eastman	Capstar
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Katz	

## FM Stations

KAIM	95.5	100 kw @ -24	Religion	USA	\$16.00	---		
KCCN	100.3	100 kw @ 1965	Ethnic-Cont. Haw'n		\$60.00	Banner	KHWY, Inc.	
KGMZ	107.9	100 kw @ 1965	Oldies		\$18.00	---	KRTR-F	Aiea
KHUL	102.7	61 kw @ 1893	Urban Oldies		\$24.00	---	Car bou	Waipahu
KIKI	93.9	100 kw @ -144	CHR		\$54.00	Christal	Capstar	
KINE	105.1	100 kw @ 1965	Ethnic-Cont. Haw'n		\$30.00	Banner	KHWY, Inc.	
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	---	Capstar	
KPOI	97.5	83 kw @ 46	New Rock		\$28.00	Katz	Caribou	
KQMQ	93.1	54 kw @ -119	CHR		\$38.00	Allied	Caribou	
KRTR	96.3	75 kw @ 2140	AC		\$40.00	Mc-Guild	KGMZ-F	Kailua
KSSK	92.3	100 kw @ 1950	AC		\$72.00	Eastman	Capstar	Waipahu
KUCD	101.9	100 kw @ 1965	Jazz		\$25.00	---	Capstar	Pearl City
KUMU	94.7	100 kw @ 78	EZ List./Soft AC		\$37.00	Katz		

Notes: 9/97 KUCD-F changed from Jazz to Modern AC as "Star 101.9" . . . 10/97 KBLZ-F (104.3; Kaneohe) changed calls to KXME-F; debuted with a CHR format; the station is sister to KRTR-F/KGMZ-F

Jim Duncan

Comments: KSSK continues its sharp decline and is at its lowest level in over 30 years . . . Market listening levels are steady . . . KINE-F is at its highest share level in over three years . . . FM's share of audience is over 80% for the first time . . . KQMQ-F is at its highest share in several years

# HOUSTON-GALVESTON

**Arbitron Rank:** 9 Pop (12+): 3,393,100  
**MSA Rank:** 8  
**MSA Pop:** 4,250,000  
**DMA:** 11  
**Average Persons Rating:** 16.4  
**Market TSL In Hours:** 21.50

**Stations:** 33 / 33  
**Diarles:** 4,307/788:1/46.5%  
**Sample Target:** 4,030  
**% Below Line:** 0.0  
**% Not Listed:** 15.7  
**Pop per Station:** 102,821

**Last Year's Revenue:** \$199,000,000  
**Household Income:** \$45,437  
**Retail Dollars:** \$40.6 Bil  
**#1 Biller:** KKQB-AF \$18,130,000  
**#1 Billing Portfolio:**  
 Hicks, Muse (Chancellor) \$85,960,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Wln 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KODA-F	405 / 7.3	7.1	6.7	5.8	5.4	6.7	5781 / 17.0	17.4	15.6	J	KODA-F
2	KBXX-F	401 / 7.2	6.5	8.1	7.7	7.0	7.4	6674 / 18.7	15.3	15.8	I	KBXX-F
3	KRBE-F	381 / 6.5	6.4	6.6	5.8	5.4	6.3	7505 / 22.1	22.5	17.9	I	KRBE-F
4	KILT-F	327 / 5.9	5.1	4.6	4.5	5.9	5.0	4462 / 13.1	14.1	14.6	J	KILT-F
5	KMJQ-F	305 / 5.5	5.7	5.5	5.3	5.4	5.5	4252 / 12.5	11.4	10.9	H	KMJQ-F
6	KKBQ-F	241 / 4.3	4.3	4.5	4.6	4.5	4.5	3962 / 11.7	13.6	12.9	J	KKBQ-F
7	KHMX-F	215 / 3.9	4.3	5.4	5.9	5.3	4.9	4960 / 14.6	14.5	16.0	I	KHMX-F
	KLOL-F	215 / 3.9	3.2	3.3	3.6	3.8	3.5	3983 / 11.7	10.2	10.8	I	KLOL-F
9	KLDE-F	214 / 3.9	4.2	4.4	3.9	3.6	4.1	4297 / 12.7	13.0	11.6	I	KLDE-F
10	KTRH	213 / 3.8	4.5	4.0	4.6	3.7	4.2	4715 / 13.9	17.3	14.1	I	KTRH
11	KTBF-F	189 / 3.4	3.3	3.1	3.7	3.5	3.4	3512 / 10.3	10.5	10.5	G	KTBF-F
12	KKPN-F	168 / 3.0	3.0	4.7	5.2	4.1	4.0	4088 / 12.0	11.5	7.7		KKPN-F
13	KKRW-F	162 / 2.9	2.4	3.1	3.4	3.7	3.0	3400 / 10.0	9.4	12.0	H	KKRW-F
14	KPRC	132 / 2.4	2.8	2.8	3.8	3.1	3.0	1939 / 5.7	6.3	6.5	G	KPRC
15	KIKK-F	125 / 2.3	2.3	3.4	3.1	3.6	2.8	2761 / 8.1	9.0	12.9	H	KIKK-F
16	KQQK-F	121 / 2.2	2.4	2.7	2.5	2.7	2.4	2456 / 7.2	7.4	7.8	F	KQQK-F
17	KHYS-F	117 / 2.1	1.9	2.1	1.4	1.6	1.9	2862 / 8.4	8.4	5.2	E	KHYS-F
18	KXTJ-F	112 / 2.0	1.6	1.2	1.0	1.1	1.5	1800 / 5.3	5.0	4.3	D	KXTJ-F
19	KLTN-F	109 / 2.0	2.7	3.0	3.2	3.8	2.7	1806 / 5.3	6.2	7.2	G	KLTN-F
20	KQUE	100 / 1.8	1.9					1127 / 3.3	3.2			KQUE
21	KILT	98 / 1.8	1.4	0.9	0.9	1.3	1.3	2001 / 5.9	5.4	4.8	D	KILT
22	KLAT	61 / 1.1	1.7	1.6	1.0	1.5	1.3	1063 / 3.1	4.1	3.6	D	KLAT
23	KSEV	60 / 1.1	0.8	1.1	1.0	1.2	1.0	1369 / 4.0	3.8	4.8	D	KSEV
24	KRTS-F	53 / 1.0	0.6	0.8	0.8	0.4	0.8	1011 / 3.0	2.6	2.1		KRTS-F

12+ FM Share (Metro): 83.14 % ( 3886 of 4674 ) ( Summer 96: 83.10 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KBXX-F >	1 KRBE-F <	1 KODA-F <	1 KODA-F	1 KODA-F >	1 KODA-F	1 KILT-F <	1 KODA-F >	1 KODA-F <	1 KBXX-F	1 KMJQ-F
2 KRBE-F >>	2 KRBE-F	2 KODA-F <	2 KRBE-F <	2 KILT-F <	2 KILT-F	2 KTRH <	2 KILT-F <	2 KBXX-F	2 KMJQ-F <	2 KTRH
3 KTBF-F <	3 KLOL-F <	3 KBXX-F <	3 KMJQ-F <	3 KMJQ-F <	3 KTRH <	3 KODA-F <	3 KBXX-F	3 KRBE-F	3 KRBE-F	3 KBXX-F
4 KHYS-F	4 KHMX-F	4 KMJQ-F <	4 KILT-F <	4 KRBE-F <	4 KMJQ-F <	4 KRBE-F	KRBE-F	4 KILT-F	4 KODA-F	4 KODA-F
	KTBF-F <	5 KILT-F	5 KHMX-F	5 KHMX-F	5 KLDE-F >	5 KLOL-F	5 KMJQ-F <	5 KMJQ-F <	5 KTBF-F <	
6 KKBQ-F <	6 KHMX-F <	6 KLOL-F <	6 KLOL-F <	6 KLOL-F	6 KKRW-F	6 KBXX-F <	6 KKBQ-F <	6 KKBQ-F <	6 KILT-F	
7 KMJQ-F <	7 KLOL-F <	7 KBXX-F <	7 KBXX-F <	7 KLDE-F <	7 KKBQ-F	7 KMJQ-F	7 KHMX-F	7 KHMX-F <	7 KKBQ-F	
8 KODA-F <	8 KKBQ-F	8 KKBQ-F	8 KKBQ-F <	8 KKBQ-F <	8 KPRC <	8 KKBQ-F	8 KLDE-F	8 KLDE-F <		
9 KILT-F	9 KTBF-F <	9 KLDE-F	9 KBXX-F	9 KRBE-F <	9 KRBE-F <	9 KLDE-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 KRBE-F <	1 KODA-F	1 KODA-F	1 KODA-F >	1 KBXX-F >	1 KBXX-F <	1 KLOL-F	1 KLOL-F <	1 KLOL-F
2 KRBE-F >>	2 KBXX-F	2 KRBE-F <	2 KRBE-F	2 KMJQ-F <	2 KRBE-F	2 KLOL-F	2 KTBF-F	2 KBXX-F	2 KILT-F <
3 KMJQ-F	3 KODA-F	3 KKBQ-F <	3 KMJQ-F <	3 KILT-F	3 KLOL-F <	3 KRBE-F <	KRBE-F <	3 KRBE-F	3 KODA-F <
KKBQ-F <	4 KKBQ-F	4 KHMX-F	4 KILT-F	4 KRBE-F <	4 KTBF-F	4 KTBF-F	4 KHMX-F	4 KMJQ-F <	4 KRBE-F <
5 KTBF-F	5 KHMX-F	5 KMJQ-F <	5 KBXX-F <	5 KHMX-F <	5 KILT-F	5 KHMX-F <	5 KBXX-F	5 KILT-F	5 KKRW-F
KODA-F <	KMJQ-F	6 KBXX-F	6 KKBQ-F <	6 KKBQ-F	KMJQ-F	6 KILT-F <	6 KILT-F	6 KTBF-F <	6 KBXX-F
7 KILT-F	7 KILT-F	7 KILT-F <	7 KHMX-F	7 KLDE-F	7 KKBQ-F <	7 KMJQ-F	7 KMJQ-F <	7 KHMX-F <	7 KMJQ-F <
8 KKP-N-F <	8 KKP-N-F	8 KKP-N-F	8 KKP-N-F	8 KBXX-F <	8 KKP-N-F	8 KKP-N-F	8 KHYS-F	8 KODA-F	8 KLDE-F <
9 KTBF-F		9 KLOE-F					KKP-N-F <	9 KKRW-F	9 KHMX-F

Other Rated Stations			Metro Cume Share Rating	
KCOH	B	1430	Houston	0.5 1.7
KEYH	SP	850	Houston	0.6 1.8
KRTX-F	SP	100.7	Winnie	0.8 2.4
KWWJ	B/G	1360	Baytown	0.7 1.6
KYOK	G	1590	Houston	0.5 1.6



# HOUSTON-GALVESTON

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KSEV-AM, KPRC-AM, KMJQ-FM, KBXX-FM	16.2 %	13.3 %	16.3 %
<b>El Dorado</b> KEYH-AM, KXTJ-FM, KQKQ-FM, KLVJ-AM	4.8 %	4.6 %	3.7 %
<b>Heftel</b> KLTN-FM, KRTX-AF, KLTO-FM, KLAT-AM	3.9 %	4.5 %	4.7 %
<b>Hicks, Muse (Chancellor), pend</b> KKBQ-FM, KTRH-AM, KLOL-FM, KQUE-AM, KLDE-FM, KODA-FM, KKBQ-AM, KKPN-FM, KKRW-FM	30.9 %	32.4 %	43.2 %
<b>Nationwide</b> KTBZ-FM, KHMJ-FM	7.3 %	8.2 %	9.6 %
<b>Westinghouse</b> KXYZ-AM, KILT-FM, KIKK-AF, KILT-AM	10.0 %	10.2 %	14.4 %
	<b>73.1 %</b>	<b>73.2 %</b>	<b>91.9 %</b>

## AM Stations

Station	Freq	Power	Day	Genre	Revenue	Group	Company	Other
KILT	610	5 kw	DA-2	Sports	\$ NA	Group W	Westinghouse	
KLAT	1010	5 kw	DA-2	Hispanic	\$66.00	Kalz Hisp.	Heftel	
KPRC	950	5 kw	DA-N	Talk	ABC, WW1, Talknt	\$100.00	Katz	Clear Channel
KQUE	1230	1 kw		Standards	ABC	\$ NA	Allied	Hicks, Muse, pend.
KSEV	700	15 kw/1 kw	DA-2	Talk	WW1, ABC, Talknt	\$50.00	Katz	Clear Channel
KTRH	740	50 kw	DA-2	News	CBS, Westwd	\$265.00	Christal	Chancellor

## FM Stations

Station	Freq	Power	Day	Genre	Revenue	Group	Company	Other
KBXX	97.9	100 kw	@ 1920	CHR/Black	\$210.00	Clr Chnl	Clear Channel	
KHMJ	96.5	100 kw	@ 1920	AC/CHR	\$240.00	Mc-Guild	Nationwide	
KHYS	98.5	100 kw	@ 1952	CHR/Urban	\$75.00	Clr Chnl		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				Freeport
KKBQ	92.5	100 kw	@ 1920	Country	\$341.00	Mc-Guild	Chancellor	Pasadena
KKPN	102.9	100 kw	@ 984	AC-New Rock	\$95.00	Allied	Hicks, Muse, pend.	
KKRW	93.7	100 kw	@ 1720	Classic AOR	\$160.00	Allied	Hicks, Muse, pend.	
KLDE	94.5	100 kw	@ 1920	Oldies	Westwd	\$195.00	D&R	Chancellor
KLOL	101.1	100 kw	@ 1920	AOR	Source	\$212.00	Christal	Chancellor
KLTN	93.3	100 kw	@ 1952	Hispanic	\$135.00	Kalz Hisp.	Heftel	Pt. Arthur
KLTO	104.9	2.55 kw	@ 350	See KLTN-F				Rosenberg
KMJQ	102.1	100 kw	@ 1720	Black AC	\$220.00	Clr Chnl	Clear Channel	
KODA	99.1	100 kw	@ 1920	Soft AC	\$355.00	Allied	Hicks, Muse, pend.	
KQKQ	106.5	100 kw	@ 1322	Hispanic	\$80.00	El Dorado	El Dorado	Galveston
KRBE	104.1	100 kw	@ 1920	CHR	\$204.00	Eastman	Susquehanna	
KRTS	92.1	33 kw	@ 604	Classical	\$ NA	Allied		Seabrook
KTBZ	107.5	98 kw	@ 1973	AOR-New Rock	\$140.00	Mc-Guild	Nationwide	
KXTJ	107.9	100 kw	@ 1807	Hispanic	\$68.00	El Dorado	El Dorado	Beaumont

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests (Chancellor): KQUE for \$4,000,000; KKPN-F for \$47,000,000; KKRW-F for \$58,000,000; KODA-F for \$138,000,000; the purchase puts Hicks, Muse 1 FM over the market limits (and slightly above the DoJ's revenue guideline)

Jim Duncan

Comments: KODA-F had its fourth straight up book . . . Listening levels are down 2.4% from last year . . . KHMJ-F continued to decline . . . Major Hispanic stations (except for KXTJ-F) all fell back from their Spring shares

# HUNTSVILLE

Arbitron Rank: 115 Pop (12+): 358,000	Stations: 25 / 19	Last Year's Revenue: \$13,200,000
MSA Rank: 147-Hunt; 250-Dec.	Diaries: 962/372:1/57.4%	Household Income: \$43,616
MSA Pop: 433,000	Sample Target: 920	Retail Dollars: \$4.3 Bil.
DMA: 86 (w/Decatur)	% Below Line: 10.5	#1 Biller: WDRM-AF \$5,600,000
Average Persons Rating: 14.8	% Not Listed: 12.9	#1 Billing Portfolio: Capstar \$7,200,000
Market TSL in Hours: 19.75	Pop per Station: 18,842	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WDRM-F	C	105 / 19.8	21.6	19.3	15.8	19.7	19.1	1222 / 34.1	33.4	35.5	G
2	WZYP-F	CHR	66 / 12.5	11.7	14.2	13.5	11.6	13.0	1055 / 29.5	28.6	25.0	D
3	WRSA-F	SAC	44 / 8.3	6.3	7.5	6.2	10.3	7.1	532 / 14.9	12.6	14.2	B
4	WAHR-F	AC	43 / 8.1	8.3	8.2	12.7	8.3	9.3	646 / 18.0	18.9	20.1	C
5	WTAK-F	AOR	35 / 6.6	8.1	5.5	7.3	7.9	6.9	500 / 14.0	16.2	17.7	C
6	WVNN	T	23 / 4.3	3.2	3.8	3.7	3.4	3.8	321 / 9.0	8.1	9.4	B
7	WENN-F	B	19 / 3.6	4.0	4.7	1.9	3.6	3.6	325 / 9.1	10.4	9.2	B
8	WWXQ-F	CHR/B	17 / 3.2	2.3	2.5	1.7	3.2	2.4	364 / 10.2	10.2	10.7	A
9	WKDF-F	AOR-NR	15 / 2.8	3.6	2.0	3.3	2.6	2.9	307 / 8.6	9.3	8.7	A
	WEUP-F	B	15 / 2.8	3.1	3.6	3.8	2.6	3.3	255 / 7.1	7.3	7.5	A
11	WEUP	B	13 / 2.5	2.2	2.2	3.5	2.4	2.6	181 / 5.1	5.1	5.0	B
	WLOR	G	13 / 2.5	2.2	2.7	1.7	2.4	2.3	122 / 3.4	2.6	3.3	B
13	WQLT-F	AC	10 / 1.9	0.9	1.3	1.9	1.3	1.5	198 / 5.5	5.3	6.7	A
14	WPZM-F	C	9 / 1.7	1.3	1.5	2.3	1.5	1.7	254 / 7.1	6.5	7.5	A

12+ FM Share (Metro): 86.12 % ( 397 of 461 ) ( Summer 96: 86.15 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZYP-F >>	1 WDRM-F	1 WDRM-F	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >>
2 WDRM-F >	WZYP-F >	2 WZYP-F >	2 WZYP-F >	2 WZYP-F	2 WRSA-F	2 WZYP-F >	2 WZYP-F >	2 WZYP-F >	2 WZYP-F	2 WZYP-F
3 WKDF-F >	3 WTAK-F >	3 WTAK-F <	3 WAHR-F <	3 WAHR-F	3 WAHR-F	3 WAHR-F <	3 WAHR-F <	3 WRSA-F	3 WRSA-F	3 WRSA-F
	4 WAHR-F <	4 WAHR-F >>	4 WTAK-F >>	4 WTAK-F >>	4 WZYP-F	4 WTAK-F	4 WVNN <	WAHR-F	4 WENN-F	4 WENN-F
	5 WENN-F	5 WENN-F	5 WVNN <	5 WVNN >	5 WVNN >	WRSA-F >>	WRSA-F >>	5 WTAK-F >	5 WAHR-F >	5 WAHR-F >
	6 WWXQ-F	6 WWXQ-F	6 WRSA-F <	6 WTAK-F	6 WTAK-F		6 WTAK-F >>	6 WWXQ-F		
			7 WWXQ-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 WZYP-F >	1 WZYP-F	1 WDRM-F	1 WDRM-F	1 WDRM-F >	1 WDRM-F >	1 WDRM-F	1 WTAK-F	1 WDRM-F <	1 WDRM-F
2 WENN-F >>	2 WDRM-F >	WZYP-F >	2 WZYP-F	2 WAHR-F <	2 WTAK-F	WTAK-F	2 WDRM-F	2 WTAK-F	2 WTAK-F
3 WEUP-F >>	3 WAHR-F >	3 WAHR-F >>	3 WAHR-F >>	3 WZYP-F >>	WZYP-F	3 WZYP-F >>	3 WZYP-F >>	3 WZYP-F >>	3 WZYP-F >
	4 WWXQ-F	4 WKDF-F	4 WWXQ-F	4 WWXQ-F	4 WENN-F >>	4 WENN-F	4 WAHR-F	4 WAHR-F	4 WAHR-F >
	WENN-F	WWXQ-F	5 WENN-F	5 WRSA-F	5 WEUP-F		5 WENN-F	5 WENN-F	5 WVNN >>
								WVNN	

Other Rated Stations	Metro Share	Cume Rating
WAVD	AOR 1400 Decatur	0.4 0.8
WDJL	ST 1000 Huntsville	1.3 2.3
WNDA-F	REL 95.1 Huntsville	1.3 5.2
WRJL-F	G 99.9 Eva	1.1 4.0
WTKI	T 1450 Huntsville	0.4 2.4
WUMP	SPRTS 730 Madison	0.8 2.9

Consolidation Report	12+	25-54	Revenue
Athens	19.3 %	19.2 %	21.6 %
WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM			
Capstar	29.4 %	32.6 %	54.5 %
WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM			
	48.7 %	51.8 %	76.1 %

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFMH-F	C 101.1 Cullman	0.4 1.5
WOWC-F	C 102.5 Jasper	0.4 1.1
WVNA-F	CLAOR 100.3 Tusculumbia	0.6 2.3

# HUNTSVILLE

## AM Stations

WEUP	1600	5 kw/0.5 kw (DA-N)	Black	AURN	\$<20.00	---		
WLOR	1550	50 kw/0.5 kw (DA-N)	Gospel		\$ NA	---		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	ABC, BNN	\$17.00	Christal	Athens	Athens

## FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Allied		
WDRM	102.1	100 kw @ 981	Country		\$115.00	Mc-Guild	Capstar	Decatur
WEUP	92.1	1.2 kw @ 460	Black		\$<20.00	---		Minor Hill TN
WIDA	95.1	50 kw @ 110	Religion	SRN	\$ NA	---		
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WQLT	107.3	93 kw @ 1017	AC	ABC	\$ NA	---		Florence
WRJL	99.9	6 kw @ 328	Gospel		\$ NA	---		Eva
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	---		Decatur
WTAK	106.1	6 kw @ 328	AOR	ABC	\$30.00	Sentry	Capstar	Hartselle
WWXQ	92.5	3.1 kw @ 423	AC/CHR	ABC	\$<20.00	Sentry	Capstar	Tnny
WXQW	94.1	0.41 kw @ 1155	See WWXQ-F					Mendianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Christal	Athens	Athens

Notes: WENN-F -- See Birmingham; WKDF-F -- See Nashville . . . 10/97 WTAK-F changed from AOR to Classic AOR . . . 10/97 WWXQ-F/WXQW-F changed from Dance CHR to Oldies

## FORMAT CODES

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

# INDIANAPOLIS

Arbitron Rank: 36 Pop (12+): 1,124,000  
 MSA Rank: 35  
 MSA Pop: 1,500,000  
 DMA: 25  
 Average Persons Rating: 15.2  
 Market TSL In Hours: 20.25

Stations: 27 / 25  
 Diaries: 3,029/371:1/52.4%  
 Sample Target: 2,810  
 % Below Line: 1.5  
 % Not Listed: 7.6  
 Pop per Station: 44,960

Last Year's Revenue: \$65,600,000  
 Household Income: \$45,665  
 Retail Dollars: \$16.1 Bil.  
 #1 Biller: WFBO-F \$14,600,000  
 #1 Billing Portfolio: Emmis \$21,850,000

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4 Share	Share									Level	Station
1	WFMS-F	C	235 / 13.8	12.5	11.9	11.0	10.7	12.3	2566 / 22.8	23.3	21.5	I	WFMS-F
2	WFBO-F	AOR/T	185 / 10.8	10.7	12.1	12.7	11.7	11.6	2938 / 26.1	26.2	26.5	I	WFBO-F
3	WIBC	FS/T	137 / 8.0	8.3	9.1	9.0	8.6	8.6	2007 / 17.9	18.3	18.6	H	WIBC
4	WGLD-F	O	110 / 6.4						1442 / 12.8				WGLD-F
5	WZPL-F	CHR/AC	84 / 4.9	4.7	4.4	4.7	4.6	4.7	1963 / 17.5	17.3	16.9	D	WZPL-F
	WNAP-F	CL HITS	84 / 4.9	5.1	4.2	4.7	6.5	4.7	1750 / 15.6	16.9	17.6	E	WNAP-F
	WTPI-F	SAC	84 / 4.9	6.3	5.6	6.0	4.4	5.7	1359 / 12.1	13.6	10.6	F	WTPI-F
8	WTLC-F	B	83 / 4.9	5.6	5.1	5.1	4.8	5.2	1135 / 10.1	11.1	9.9	E	WTLC-F
9	WENS-F	AC	80 / 4.7	5.9	5.4	5.8	5.8	5.4	1775 / 15.8	17.4	15.5	G	WENS-F
	WHHH-F	CHR/B	80 / 4.7	5.7	6.4	4.6	5.0	5.3	1371 / 12.2	14.4	11.8	D	WHHH-F
11	WRZX-F	AOR-NR	75 / 4.4	4.1	4.2	4.7	6.4	4.3	1815 / 14.4	11.9	14.4	E	WRZX-F
12	WMYS	ST	72 / 4.2	3.3	4.0	3.4	3.3	3.7	782 / 7.0	6.0	6.1	A	WMYS
13	WTTS-F	AOR-P	44 / 2.8	2.1	2.1	2.3	2.6	2.3	886 / 7.9	7.3	7.2		WTTS-F
14	WGGR-F	B/AC	42 / 2.5	1.6	1.5	1.7	1.5	1.8	588 / 5.1	4.7	3.5	A	WGGR-F
15	WGRL-F	C	39 / 2.3	5.7	5.6	6.2	5.1	4.9	775 / 6.9	13.6	12.9	E	WGRL-F
16	WXIR-F	REL	22 / 1.3	1.8	1.2	1.1	1.0	1.3	416 / 3.7	4.6	3.4		WXIR-F
17	WNDE	SPRTS	20 / 1.2	1.4	1.2	1.6	1.3	1.3	523 / 4.7	5.3	5.0	B	WNDE

12+ FM Share (Metro): 83.34 % ( 1316 of 1579 ) ( Summer 96: 80.31 % )

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

Other Rated Stations	Metro Share	Cume Rating
WBRI	REL 1500 Indianapolis	0.4 1.1
WCBK-F	C 102.3 Martinsville	0.4 0.8
WNTS	REL 1590 Beech Grove	0.4 1.0
WPZZ-F	REL 95.9 Franklin	0.4 1.3
WQFE-F	O 101.9 Brownsburg	0.8 3.1
WSYW-F	CL 107.1 Danville	0.9 2.3
WTLC	B/G/O 1310 Indianapolis	0.8 2.2
WXLW	REL 950 Indianapolis	0.4 1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKKG-F	C 101.5 Columbus, IN	1.0 3.2
WXXP-F	AC 97.9 Anderson	0.5 2.0

# INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue
<b>Emmis</b> WIBC-AM, WTLC-AM, WTLC-FM, WNAP-FM, WENS-FM	23.3 %	22.6 %	33.3 %
<b>Hicks, Muse, pend.</b> WFBQ-FM, WRZX-FM, WNDE-AM	16.4 %	18.8 %	28.7 %
<b>Local</b> WIRE-FM, WHHH-FM, WGGR-FM	7.2 %	5.4 %	3.8 %
<b>MyStar</b> WZPL-FM, WTPI-FM, WMYS-AM	14.0 %	9.7 %	11.4 %
<b>Susquehanna</b> WGRL-FM, WGLD-FM, WFMS-FM	22.5 %	25.2 %	21.2 %
	<b>83.4 %</b>	<b>81.7 %</b>	<b>98.4 %</b>

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal	Emmis
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$20.00	Mc-Guild	Hicks, Muse, pend

## FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis Shelbyville
WFBQ	94.7	47 kw @ 892	AOR/Talk	Source	\$260.00	Mc-Guild	Hicks, Muse, pend.
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna
WGGR	106.7	3 kw @ 328	Black AC	ABC	\$ NA	---	WHHH-F Greenwood
WGLD	104.5	50 kw @ 492	Oldies		\$70.00	Mc-Guild	Susquehanna
WGRL	93.9	2.8 kw @ 492	Country		\$20.00	Mc-Guild	Susquehanna Noblesville
WHHH	96.3	0.64 kw @ 715	CHR/Black		\$55.00	Banner	WGGR-F
WNAP	93.1	12.5 kw @ 1022	Classic Hits		\$80.00	Christal	Emmis
WRZX	103.3	18 kw @ 850	AOR-New Rock	ABC	\$77.00	Banner	Hicks, Muse, pend.
WTLC	105.7	50 kw @ 450	Black	CBS	\$62.00	Mc-Guild	Emmis
WTPI	107.9	21.9 kw @ 762	Soft AC		\$95.00	D&R	MyStar
WTTS	92.3	37 kw @ 1090	Progressive AOR	CBS	\$33.00	---	Sarkes Tarzian Bloomington
WXIR	98.3	3 kw @ 300	Religion		\$ NA	---	WBRI Planfield
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$55.00	D&R	MyStar Greenfield

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WNDE for \$3,000,000; WFBQ-F for \$118,000,000; WRZX-F for \$30,000,000

Jim Duncan

Comments: WFMS-F opened up a large lead over WFBQ-F . . . WFMS-F helped itself by taking their second Country outlet (WGRL-F) and moving it to a Class A; the 104.5 facility was then available for an Oldies format, which had an outstanding debut – a very smart move on Susquehanna's part and a very effective use of a Class A facility . . . The moves hurt both WENS-F and WTPI-F . . . WENS-F fell to its lowest share since 1981

# JACKSON, MS

Arbitron Rank: 118 Pop (12+): 341,000	Stations: 23 / 23	Last Year's Revenue: \$15,200,000
MSA Rank: 120	Diaries: 917/372.1/49.3%	Household Income: \$38,344
MSA Pop: 421,000	Sample Target: 920	Retail Dollars: \$4.3 Bil.
DMA: 91	% Below Line: 0.0	#1 Biller: WMSI-F \$4,400,000
Average Persons Rating: 15.6	% Not Listed: 20.0	#1 Billing Portfolio: Capstar \$12,050,000
Market TSL in Hours: 20.75	Pop per Station: 14,826	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WJMI-F	B	79 / 14.9	16.6	16.4	13.9	13.9	15.4	875 / 25.7	31.8	25.2	D	WJMI-F
2	WMSI-F	C	56 / 10.5	14.0	9.7	10.8	12.6	11.3	799 / 23.4	25.6	24.6	F	WMSI-F
3	WYOY-F	CHR	38 / 7.2	4.4	5.8	3.3	3.1	5.2	658 / 19.3	14.6	9.0	A	WYOY-F
4	WKXI-F	BIAC	34 / 6.4	6.9	9.7	7.2	8.2	7.5	563 / 16.5	19.5	19.8	B	WKXI-F
5	WSTZ-F	AOR	31 / 5.8	5.6	4.9	4.3	5.5	5.2	408 / 12.0	14.4	14.1	D	WSTZ-F
6	WJNT	N/T	24 / 4.5	2.5	3.8	4.0	4.6	3.7	273 / 8.0	6.5	8.3	B	WJNT
7	WJDX-F	AC/CHR	23 / 4.3	4.9	5.6	6.9	5.7	5.4	553 / 16.2	16.8	15.1	C	WJDX-F
8	WVIV-F	ST	18 / 3.4	3.8	4.3	3.8	1.9	3.8	198 / 5.8	7.5	4.1	A	WVIV-F
9	WTYX-F	CL HITS	17 / 3.2	3.6	4.0	4.6	5.9	3.8	371 / 10.9	12.0	15.1	C	WTYX-F
	WOAD	B/G	17 / 3.2	4.8	3.1	2.2	5.3	3.3	307 / 9.0	11.8	11.2	A	WOAD
	WJKK-F	SAC	17 / 3.2	2.1	2.3	3.4	3.2	2.7	295 / 8.6	7.2	7.8	A	WJKK-F
12	WZRX	B/G	16 / 3.0	3.6	3.1	4.1	1.0	3.5	159 / 4.7	5.6	2.9	A	WZRX
13	WKTF-F	C	12 / 2.3	2.5	2.0	2.7	2.7	2.4	345 / 10.1	7.5	10.8	C	WKTF-F
14	WMGO	G	11 / 2.1	2.6	1.6	2.2	1.5	2.1	122 / 3.6	3.2	2.6	A	WMGO

12+ FM Share (Metro): 80.24 % ( 341 of 425 ) ( Summer 96: 82.49 % )

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 WJMI-F	1 WMSI-F	1 WMSI-F >>	1 WMSI-F	1 WJMI-F	1 WJMI-F	1 WJMI-F >>	1 WJMI-F <
2 WYOY-F >>	2 WYOY-F	2 WMSI-F <	WMSI-F <	2 WJMI-F <	2 WKXI-F <	2 WJMI-F	2 WMSI-F <	2 WMSI-F	2 WKXI-F	2 WMSI-F >
	3 WSTZ-F	3 WYOY-F <	3 WKXI-F <	3 WKXI-F	3 WJNT <	3 WKXI-F	3 WJNT	3 WYOY-F	3 WYOY-F <	3 WKXI-F >
	WMSI-F >	4 WKXI-F	4 WYOY-F	WSTZ-F <	4 WVIV-F	4 WSTZ-F	4 WYOY-F	4 WSTZ-F	4 WMSI-F >	
	5 WKXI-F	5 WSTZ-F	WSTZ-F	5 WYOY-F	5 WZRX <	5 WYOY-F	5 WSTZ-F <	5 WJDX-F <	5 WSTZ-F >	
	6 WTYX-F	6 WJDX-F	6 WJDX-F	6 WJDX-F <	6 WJDX-F <	6 WJDX-F	6 WJDX-F	6 WKXI-F		
	WJDX-F >	7 WTYX-F	7 WTYX-F	7 WTYX-F	7 WOAD	7 WKXI-F	7 WJNT			
		8 WJKK-F <	8 WJKK-F	8 WJKK-F		8 WJKK-F <				
			WZRX	9 WZRX						

Wom 18-24	Wom 18-34	Wom 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 WSTZ-F >
2 WYOY-F	2 WYOY-F <	2 WYOY-F	2 WYOY-F <	2 WYOY-F <	2 WKXI-F	2 WSTZ-F >	2 WJMI-F >	2 WSTZ-F	2 WKXI-F
3 WMSI-F >>	3 WMSI-F >	3 WMSI-F >	3 WMSI-F	3 WJDX-F	WYOY-F >	3 WYOY-F >	3 WYOY-F	3 WKXI-F	WMSI-F
	4 WKXI-F	4 WKXI-F	4 WKXI-F	WJMI-F	4 WJDX-F	4 WKXI-F	4 WJNT	4 WMSI-F	WJMI-F
	5 WJDX-F	WTYX-F	WJDX-F >	5 WKXI-F	WJNT	WJNT	5 WKXI-F	5 WJNT	5 WJNT
	6 WTYX-F	WJDX-F	6 WSTZ-F	6 WJKK-F	WSTZ-F	WMSI-F	WTYX-F	6 WYOY-F	6 WTYX-F
	WSTZ-F >			WTYX-F	WMSI-F >>		WJKK-F	7 WTYX-F	7 WJKK-F
				8 WSTZ-F			WMSI-F >>	8 WJKK-F	
				WZRX					

Other Rated Stations		Metro Share	Cume Rating
WBKJ-F	C	105.1	Kosciusko 0.4 2.5
WHJT-F	REL	93.5	Clinton 0.6 2.7
WIIN	O	780	Ridgeland 0.8 1.0
WJDS	SPRTS	620	Jackson 0.8 2.9
WJXN-F	REL	92.9	Ulica 0.6 2.9
WKXI	B/G	1300	Jackson 0.9 4.1
WRJH-F	REL	97.7	Brandon 0.8 2.3
WSLI	T	930	Jackson 0.6 2.3
WYJS-F	REL	105.9	Picoms 0.8 2.3

# JACKSON, MS

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WJDS-AM, WJDX-FM, WJMI-FM, WKXI-FM, WKXI-AM, WMSI-FM, WOAD-AM, WSTZ-FM, WZRZ-AM	49.8 %	47.7 %	79.2 %
<b>New South</b> WIIN-AM, WJKK-FM, WYOY-FM	11.2 %	12.6 %	5.9 %
	<b>60.9 %</b>	<b>60.3 %</b>	<b>85.1 %</b>

## AM Stations

Station	Power	Time	Format	Company	Revenue	Notes	Market
WJNT	1180	50 kw/500 w (DA-N)	Talk	ABC, CBS, Westwd	\$21.00	---	Pearl
WMGO	1370	1 kw/28 w	Gospel	Westwd	\$ NA	Bunchez	Canton
WOAD	1300	5 kw/1 kw	Black Gospel	AURN ABC, Westwd	\$<20.00	Banner	Capstar
WZRZ	1590	5 kw/1 kw (DA-N)	Black Gospel		\$<20.00	D&R	Capstar

## FM Stations

Station	Power	Time	Format	Company	Revenue	Notes	Market
WJDX	96.3	100 kw @ 1410	AC/CHR		\$40.00	Mc-Guild	Capstar
WJKK	98.7	100 kw @ 945	Soft AC	ABC	\$<20.00	Interep	New South Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$55.00	D&R	Capstar
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Mc-Guild	Capstar
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Banner	Capstar Magee
WMSI	102.9	100 kw @ 1801	Country	ABC	\$85.00	Mc-Guild	Capstar
WSTZ	106.7	100 kw @ 1063	AOR		\$50.00	D&R	Capstar Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal	
WVIV	93.9	5 kw @ 282	Standards	ABC	\$<20.00	---	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	Interep	New South Gluckstadt

Notes: 10/97 WJXN-F (92.9; Utica) sold to George Flinn for \$800,000

Jim Duncan

Comments: WMSI-F slipped back after a strong Spring performance . . . WYOY-F has its highest 12+ share in many years (possibly, ever)

# JACKSONVILLE

Arbitron Rank: 53	Pop (12+): 834,600	Stations: 28 / 26	Last Year's Revenue: \$36,500,000
MSA Rank: 58		Diaries: 1,981/421.1/44 4%	Household Income: \$39,492
MSA Pop: 1,000,000		Sample Target: 2,040	Retail Dollars: \$9 7 Bit
DMA: 55		% Below Line: 1.4	#1 Biller: WQIK-F \$5,800,000
Average Persons Rating: 15.8		% Not Listed: 14.6	#1 Billing Portfolio: Hicks, Muse (pend.) \$15,940,000
Market TSL in Hours: 20.00		Pop per Station: 32,100	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro		Spg 97	Sum 96	Revenue Level	
		1/4	Share						Cume / Rtg.	96			95	Level
1	WQIK-F	C	121 / 9.2	86	93	85	95	89	1602 / 19.2	196	214	G	WQIK-F	
2	WFYV-F	AOR	114 / 8.7	86	79	80	84	83	1337 / 16.0	179	159	G	WFYV-F	
3	WAPE-F	CHR	103 / 7.8	81	82	68	74	77	1924 / 23.1	231	225	F	WAPE-F	
4	WEJZ-F	SAC	89 / 6.8	73	70	66	80	69	1337 / 16.0	162	170	E	WEJZ-F	
5	WKQL-F	O	79 / 6.0	62	53	64	43	60	1360 / 16.3	157	131	D	WKQL-F	
6	WJBT-F	B	75 / 5.7	64	58	68	55	62	997 / 12.0	124	109	C	WJBT-F	
7	WROO-F	C	73 / 5.5	69	70	55	58	62	1111 / 13.3	155	145	D	WROO-F	
8	WSOL-F	B/AC	64 / 4.9	60	57	43	45	52	954 / 11.4	96	99	D	WSOL-F	
9	WPLA-F	AOR-NR	59 / 4.5	52	41	40	34	44	915 / 11.0	127	91	C	WPLA-F	
10	WOKV	N/T	55 / 4.2	35	40	59	63	44	801 / 9.6	95	111	C	WOKV	
11	WFSJ-F	J	47 / 3.6	35	26	26	26	31	729 / 8.7	85	72	B	WFSJ-F	
12	WIVY-F	AC	46 / 3.5	36	37	42	42	37	1021 / 12.2	110	137	D	WIVY-F	
13	WZAZ	B/G	41 / 3.1	18	27	22	24	25	530 / 6.3	43	41	A	WZAZ	
14	WWRR-F	CL HITS	36 / 2.7	25	23	30	30	26	553 / 6.6	89	78	A	WWRR-F	
15	WNZS	SPRTS	15 / 1.1	08	12	16	16	12	366 / 4.4	31	44	B	WNZS	
16	WBWL	SPRTS	14 / 1.1	07	07	08	00	08	319 / 3.8	24	40	A	WBWL	

12+ FM Share (Metro): 85.51 % ( 962 of 1125 ) ( Summer 96: 79.92 % )

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 WFYV-F	1 WQIK-F	1 WQIK-F <	1 WJBT-F	1 WSOL-F
2 WAPE-F >	2 WAPE-F	2 WAPE-F	2 WAPE-F <	2 WQIK-F	2 WKQL-F <	2 WQIK-F >	2 WFYV-F <	2 WAPE-F <	2 WAPE-F <	2 WJBT-F <
3 WPLA-F	3 WJBT-F	3 WQIK-F	3 WQIK-F <	3 WAPE-F <	3 WEJZ-F >	3 WAPE-F <	3 WAPE-F <	3 WFYV-F	3 WEJZ-F <	3 WAPE-F
4 WPLA-F	4 WEJZ-F	4 WEJZ-F	4 WEJZ-F	4 WEJZ-F	4 WOKV <	4 WKQL-F <	4 WEJZ-F <	4 WEJZ-F <	4 WSOL-F	
5 WQIK-F	5 WROO-F <	5 WROO-F <	5 WROO-F <	5 WKQL-F	5 WFYV-F <	5 WEJZ-F	5 WOKV	5 WJBT-F <	5 WPLA-F	
6 WROO-F	6 WJBT-F <	6 WKQL-F <	6 WROO-F	6 WROO-F	6 WFSJ-F <	6 WROO-F <	6 WKQL-F <	6 WROO-F <	6 WQIK-F <	
7 WSOL-F <	7 WSOL-F <	7 WSOL-F	7 WSOL-F	7 WSOL-F	7 WSOL-F	7 WSOL-F	7 WKQL-F <	7 WROO-F <	7 WKQL-F <	
8 WEJZ-F <	8 WPLA-F <	8 WIVY-F <	8 WIVY-F <	8 WIVY-F <	8 WROO-F	8 WJBT-F	8 WJBT-F	8 WSOL-F <	8 WFYV-F <	
		9 WWRR-F	9 WWRR-F	9 WWRR-F				9 WPLA-F	9 WROO-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 WAPE-F	1 WEJZ-F	1 WPLA-F >	1 WFYV-F >	1 WFYV-F >>	1 WFYV-F >>	1 WFYV-F >>
2 WJBT-F >	2 WFYV-F	2 WFYV-F >	2 WEJZ-F	2 WAPE-F <	2 WFYV-F	2 WPLA-F	2 WPLA-F	2 WPLA-F <	2 WQIK-F
3 WEJZ-F	WJBT-F	3 WEJZ-F	3 WQIK-F	3 WQIK-F	WJBT-F >	3 WJBT-F	3 WJBT-F	3 WQIK-F	3 WKQL-F
4 WQIK-F	4 WEJZ-F >	WIVY-F	4 WFYV-F <	4 WFYV-F	4 WQIK-F	4 WQIK-F <	4 WAPE-F <	4 WAPE-F <	4 WAPE-F <
5 WPLA-F	5 WIVY-F	5 WROO-F	5 WJBT-F	5 WKQL-F <	5 WROO-F	5 WAPE-F <	5 WQIK-F	5 WROO-F <	5 WWRR-F <
	WSOL-F	WSOL-F	WSOL-F <	6 WIVY-F	6 WAPE-F	6 WROO-F >	6 WROO-F >	6 WKQL-F <	6 WROO-F <
	WQIK-F	7 WJBT-F	7 WIVY-F	7 WROO-F <	WSOL-F			7 WJBT-F	7 WPLA-F
	8 WROO-F >		8 WROO-F	8 WSOL-F				8 WWRR-F	WOKV
								WSOL-F	

Other Rated Stations	Metro Share	Cume Rating
WCGL	REL 1360	Jacksonville 1.0 2.4
WJGR	T 1320	Jacksonville 0.5 2.3
WJQR-F	C 105.5	St. Augustine Bch. 0.8 1.2
WJXR-F	C 92.1	Maccleenny 0.5 1.3
WROS	REL 1050	Jacksonville 0.4 0.7
WSOS-F	AC/CHR 94.1	St. Augustine 0.5 1.7
WSVE	REL 1280	Jacksonville 0.6 1.4
WTLK-F	T 106.5	Ponte Verde 0.6 2.5
WVOJ	T 970	Jacksonville 0.4 0.8
WXCL-F	B/AC 105.7	Baldwin 0.6 2.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFKS-F	CHR 99.9	Palatka 1.0 4.3
WOGK-F	C 93.7	Ocala 0.4 1.3



# JACKSONVILLE

Consolidation Report	12+	25-54	Revenue
Clear Channel	24.7 %	26.5 %	16.8 %
WNZS-AM, WTLK-FM, WROO-FM, WFSJ-FM, WPLA-FM, WZNZ-AM			
Hicks, Muse, pend.	32.4 %	38.0 %	43.7 %
WKQL-FM, WAPE-FM, WIVY-FM, WFYV-FM, WBWL-AM, WBWL-AM, WOKV-AM			
Jacor	23.4 %	20.7 %	25.5 %
WJGR-AM, WJBT-FM, WQIK-FM, WSOL-FM, WZAZ-AM			
	80.5 %	85.2 %	86.0 %

## AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Comments
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1	\$<20.00	Katz	Clear Channel
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS	\$53.00	Mc-Guild	Hicks, Muse, pend
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman	Jacor

## FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Comments
WAPE	95.1	100 kw @ 984	CHR		\$82.00	D&R	Hicks, Muse, pend
WEJZ	96.1	100 kw @ 984	Soft AC		\$80.00	Katz	Renda
WFSJ	97.9	50 kw @ 482	Jazz		\$22.00	Banner	Clear Channel St Augustine
WFYV	104.5	100 kw @ 1014	AOR		\$115.00	Christal	Hicks, Muse, pend
WIVY	102.9	100 kw @ 1014	AC		\$56.00	Allied	Hicks, Muse, pend
WJBT	92.7	6 kw @ 300	Black		\$39.00	Roslin	Jacor Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Mc-Guild	Hicks, Muse, pend
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$40.00	Katz	Clear Channel Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman	Jacor
WROO	107.3	100 kw @ 705	Country		\$90.00	Katz	Clear Channel
WSOL	101.5	100 kw @ 1463	Black AC	ABC	\$48.00	Eastman	Jacor Brunswick, GA
WTLK	106.5	6 kw @ 328	Talk	Westwd	\$ NA	Katz	Clear Channel Ponte Verde
WWRR	100.7	36 kw @ 1463	Classic Hits		\$ NA	---	Renda

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WBWL for \$1,000,000; WOKV for \$5,000,000; WAPE-F for \$30,000,000; WFYV-F for \$36,000,000; WIVY-F for \$28,000,000; WKQL-F for \$23,000,000 . . . 10/97 WIVY-F changed calls to WMXQ-F ("Mix 103"); remains AC

Jim Duncan

Comments: Listening levels are up slightly . . . Most stations are fairly steady

# KANSAS CITY

Arbitron Rank: 27	Pop (12+): 1,362,600	Stations: 27 / 27	Last Year's Revenue: \$65,000,000
MSA Rank: 29		Diaries: 2,857/477:1/52.8%	Household Income: \$45,022
MSA Pop: 1,690,000		Sample Target: 2,660	Retail Dollars: \$18 0 Bil
DMA: 32		% Below Line: 0 0	#1 Biller: KCFX-F \$9,400,000
Average Persons Rating: 15.7		% Not Listed: 8 5	#1 Billing Portfolio:
Market TSL in Hours: 20 75		Pop per Station: 50,467	Entercom \$21,020,000

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share										
1	KPRS-F	B	183 / 8.6	80	79	84	71	82	1752 / 12.9	130	128	F	KPRS-F
2	KMXV-F	CHR	175 / 8.2	83	65	52	53	70	3110 / 22.8	223	176	E	KMXV-F
3	WDAF	C/FS	139 / 6.5	66	75	73	69	70	1571 / 11.5	126	131	G	WDAF
4	KCMO-F	O	138 / 6.5	63	57	50	54	59	2324 / 17.1	166	153	E	KCMO-F
5	KCFX-F	CL AOR	135 / 6.3	61	54	72	70	6.3	2670 / 19.6	176	20.8	H	KCFX-F
6	KFKF-F	C	130 / 6.1	70	73	7.6	5.9	70	1995 / 14.6	174	162	G	KFKF-F
	KMBZ	NT	130 / 6.1	58	55	52	64	56	1829 / 13.4	161	168	F	KMBZ
8	KBEQ-F	C	127 / 6.0	62	64	55	53	60	1818 / 13.3	153	142	G	KBEQ-F
9	KQRC-F	AOR	108 / 5.1	53	62	66	61	5.8	1787 / 13.1	138	153	E	KQRC-F
10	KCIY-F	J	97 / 4.5	38	46	43	56	4.3	1345 / 9.9	105	126	D	KCIY-F
11	KUDL-F	AC	96 / 4.5	33	36	38	48	3.8	1754 / 12.9	123	128	F	KUDL-F
12	KLTH-F	SAC	78 / 3.7	42	42	43	31	4.1	1489 / 10.9	110	108	D	KLTH-F
13	KCMO	T	72 / 3.4	43	38	43	42	4.0	1302 / 9.6	109	116	C	KCMO
14	KXTR-F	CL	65 / 3.0	26	33	29	34	3.0	1086 / 8.0	75	92	C	KXTR-F
15	KYYS-F	AOR	63 / 3.0	34	39	42	45	3.6	1255 / 9.2	106	129	F	KYYS-F
16	KCCX-F	AOR-NR	35 / 1.6	21	23	23	21	2.1	1230 / 9.0	98	97	C	KCCX-F
17	KFEZ	ST	31 / 1.5	12	06	18	19	1.3	407 / 3.0	32	41	A	KFEZ
18	KPRT	G	26 / 1.2	14	20	16	12	1.5	388 / 2.8	31	31	A	KPRT
19	KCTE	SPRTS	21 / 1.0	08	06	12	07	0.9	280 / 2.1	19	16		KCTE
	KLZR-F	AOR-NR	21 / 1.0	10	07	09	09	0.9	605 / 4.4	41	34		KLZR-F

12+ FM Share (Metro): 75.93 % ( 1483 of 1953 ) ( Summer 96: 74.67 % )

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

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

Other Rated Stations		Metro Cume Share' Rating			
KCCV-F	REL	92.3	Olathe, KS	0.5	2.3
KCCV	REL	760	Overland Park	0.7	1.6
KCHZ-F	CHR	95.7	Ottawa, KS	0.8	5.1
KEXS	REL	1090	Excelsior Spgs	0.3	0.6
KPHN	NT	1190	Kansas City	0.8	3.0
WHB-AF	C/FARM	710	Kansas City	0.7	2.2

# KANSAS CITY

Consolidation Report	12+	25-54	Revenue
<b>Entercom</b>	30.7 %	30.0 %	32.3 %
KLTH-FM, KUDL-FM, WDAF-AM, KMBZ-AM, KCMO-AM, KCIY-FM			
<b>Local</b>	2.3 %	6.4 %	1.2 %
KFEZ-AM, KPHN-AM			
<b>Sinclair TV</b>	18.9 %	21.4 %	26.7 %
KCIY-FM, KCFX-FM, KQRC-FM, KCAZ-AM, KXTR-FM			
<b>Westinghouse, pend.</b>	25.9 %	28.0 %	30.3 %
KFKF-FM, KBEO-FM, KOWW-AM, KYYS-FM, KMXV-FM			
	77.8 %	87.8 %	90.5 %

## AM Stations

Call	Freq	Power	Time	Format	Comments	Revenue	Agency	Company	Location
KCMO	810	50 kw/5 kw	(DA-N)	Talk	CBS, WWI, ABC	\$40.00	Sentry	Entercom	
KCTE	1510	10 kw	(DA, Days)	Sports	1-on-1	\$16.00	Allied		Independence
KFEZ	1340	1 kw		Standards		\$20.00	---	KPHN	
KMBZ	980	5 kw	(DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom	
KPRT	1590	1 kw/0.047 kw		Gospel	CNN, AURN	\$20.00	Eastman		
WDAF	610	5 kw		Country/Full Svc	ABC	\$89.00	Katz	Entercom	
WHB	710	10 kw/5 kw	(DA-2)	Country/Farm	Westwd	\$ NA	Mc-Guid	KMZU-F	

## FM Stations

Call	Freq	Power	Time	Format	Comments	Revenue	Agency	Company	Location
KBEO	104.3	100 kw @ 987		Country	ABC	\$104.00	Eastman	Westinghouse, pend.	
KCCX	107.3	100 kw @ 1184		AOR-New Rock		\$35.00	Allied		Lexington, MO
KCFX	101.1	97 kw @ 994		Classic AOR	Westwa	\$147.00	Christal	Sinclair TV	Harrisonville, MO
KCIY	106.5	100 kw @ 961		Jazz		\$57.00	Christal	Sinclair TV	Liberty
KCMO	94.9	100 kw @ 1057		Oldies		\$70.00	Sentry	Entercom	
KFKF	94.1	100 kw @ 995		Country		\$140.00	Eastman	Westinghouse, pend.	
KLTH	99.7	100 kw @ 1010		Soft AC		\$67.00	Sentry	Entercom	
KLZR	105.9	100 kw @ 770		AOR-New Rock	AP	\$ NA	---		Lawrence, KS
KMXV	93.3	100 kw @ 1056		CHR		\$71.00	Allied	Westinghouse, pend.	
KMZU	100.7	100 kw @ 564		See WHB-F					Carrollton, MO
KPRS	103.3	100 kw @ 995		Blact	AURN, ABC	\$79.00	Interep		
KQRC	98.9	100 kw @ 1057		AOR	ABC	\$77.00	Christal	Sinclair TV	Leavenworth, KS
KUDL	98.1	100 kw @ 995		AC	AP	\$70.00	Allied	Entercom	
KXTR	96.5	100 kw @ 984		Classical		\$51.00	Christal	Sinclair TV	
KYYS	102.1	100 kw @ 1000		AOR		\$87.00	Katz	Westinghouse, pend.	

Notes: 9/97 WHB (710) and KCMO (810) swapped facilities . . . 10/97 KYYS-F changed from AOR to Modern AC (AC-NR) as KOZN-F ("The Zone") . . . 10/97 KLTH-F changed from Soft AC to AOR as "The New 99.7, KY", picking up the programming formerly heard on KYYS 102.1

Jim Duncan

Comments: Robert Ingram, the former owner of KXTR-FM, died in October. Mr. Ingram pumped millions of dollars into KXTR over the years, believing the culture of Kansas City needed a commercial fine arts station. He was a very independent man, perhaps even abrasive. We locked horns a couple times over the years. However, I had great respect for him and I appreciate what he tried to accomplish with KXTR. I mourn his passing . . . KMXV-F held on to its recent gains . . . KYYS-F had its fourth consecutive down book and slumped to its lowest level in many years

# KNOXVILLE

Arbitron Rank: 68 Pop (12+): 556,700	Stations: 21 / 20	Last Year's Revenue: \$23,500,000
MSA Rank: 81	Diaries: 1,827/305:1/54.0%	Household Income: \$35,806
MSA Pop: 656,000	Sample Target: 1,690	Retail Dollars: \$8.4 Bil.
DMA: 62	% Below Line: 0.4	#1 Biller: WIVK-F \$8,300,000
Average Persons Rating: 15.2	% Not Listed: 11.3	#1 Billing Portfolio: Dick \$10,200,000
Market TSL in Hours: 20 25	Pop per Station: 27,835	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									H	D
1	WIVK-F	C	190 / 22.4	24 2	20 1	19 8	21 5	21 6	2230 / 40.1	40 9	42 1	H	WIVK-F
2	WIMZ-F	AOR/CL	94 / 11.1	11 2	10 1	11 1	8 9	10 9	1229 / 22.1	22 2	19 8	D	WIMZ-F
3	WJXB-F	AC	92 / 10.9	11 7	11 2	11 0	10 0	11 2	1159 / 20.8	22 2	22 1	E	WJXB-F
4	WWST-F	CHR	76 / 9.0	8 5	6 5	7 5	8 0	7 9	1209 / 21.7	21 9	19 4	C	WWST-F
5	WMYU-F	O	56 / 6.6	7 3	6 9	10 0	9 2	7 7	995 / 17.9	17 0	20 6	C	WMYU-F
6	WQBB-F	ST	39 / 4.6	4 1	4 9	3 6	4 7	4 3	502 / 9.0	7 7	9 3	A	WQBB-F
7	WOKI-F	C	36 / 4.2	4 2	4 5	4 7	6 2	4 4	686 / 12.3	12 7	15 2	D	WOKI-F
8	WNOX	N/T	32 / 3.8	3 5	5 5	5 5	4 6	4 6	523 / 9.4	9 2	10 0	C	WNOX
9	WJBZ-F	REL	24 / 2.8	2 5	3 7	3 1	2 5	3 0	459 / 8.2	6 0	7 2		WJBZ-F
10	WNOX-F	N/T	18 / 2.1	1 2	1 8	1 6	1 1	1 7	301 / 5.4	4 8	3 3	A	WNOX-F
	WNFZ-F	AOR-NR	18 / 2.1	1 7	1 9	2 4	1 6	2 0	396 / 7.1	6 2	6 6	A	WNFZ-F
12	WKGX	B	13 / 1.5	1 2	1 4	1 4	1 1	1 4	124 / 2.2	19 0	2 4	A	WKGX
13	WXST-F	O	10 / 1.2	1 0	1 2	0 7	1 1	1 0	198 / 3.5	3 5	4 3	A	WXST-F
	WGAP-F	C	10 / 1.2	1 3	1 7	1 0	1 6	1 3	219 / 3.9	3 8	4 4		WGAP-F
15	WDLY-F	C	9 / 1.1	0 8	1 1	0 5	1 4	0 9	128 / 2.3	2 3	2 6		WDLY-F

12+ FM Share (Metro): 89.76 % ( 675 of 752 ) ( Summer 96: 89.77 % )

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

Other Rated Stations				Metro Share	Cume Rating
WGAP	C	1400	Maryville	0.5	1.6
WIMZ	SPRTS	1240	Knoxville	0.7	1.5
WJXB	N	850	Knoxville	0.9	2.7
WKXV	REL	900	Knoxville	0.7	1.2
WRJZ	REL	620	Knoxville	0.9	3.0
Other Rated Stations--Outside Market				Metro Share	Cume Rating
WDRZ-F	CHR	1031	Etowah	0.4	1.7

Consolidation Report	12+	25-54	Revenue
Dick	38.6 %	39.8 %	44.8 %
WJXB-FM, WNOX-FM, WNOX-AM, WJXB-FM			
Journal Co.	15.6 %	15.4 %	12.3 %
WJXB-FM, WWST-FM			
Local	6.3 %	6.1 %	10.1 %
WNFZ-FM, WOKI-FM			
South Central	22.7 %	27.4 %	28.3 %
WIMZ-FM, WIMZ-AM, WJXB-FM			
	83.3 %	88.7 %	95.5 %

# KNOXVILLE

## AM Stations

WOL	850	50 kw (DA, Days)	News	AP	\$ NA	...	Dick	
WVGN	1340	1 kw	Black	AURN	\$19.00	...		
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westw	\$40.00	Katz	Dick	
WRJZ	620	5 kw (DA-N)	Religion	USA	\$ NA	Salem	Moffitt	

## FM Stations

WDLY	105.5	0.53 kw @ 1056	Country	CBS	\$ NA	...		Gatlinburg
WGAP	95.7	3 kw @ 328	Country	AP, ABC	\$ NA	Regional		Maryville
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	Eastman	South Central	
WVJK	107.7	51 kw @ 2054	Country	ABC	\$170.00	Katz	Dick	
WJBZ	96.3	2.9 kw @ 479	Religion		<\$20.00	...		Seymour
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman	South Central	
WMYU	102.1	15.1 kw @ 1979	Oldies	Westw, AP	<\$20.00	Eastman	Journal Co.	Sevierville
WVNZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Allied	WOKI	Oak Ridge
WNOX	99.1	6 kw @ 325	News/Talk			...	Dick	Loudon
WOKI	100.3	100 kw @ 2000	Country	ABC, CBS	\$44.00	Allied	WVNZ-F	Oak Ridge
WQBB	104.5	2.8 kw @ 485	Standards	CNN	<\$20.00	Roslin		
WVST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman	Journal Co.	Karns
WXST	105.3	6 kw @ 328	Oldies	ABC	\$ NA	...		Loudon

Notes: WOKI-F is LMA'd by Dick's WVK-F . . . 8/97 WVK (AM) changed its calls back to WNOX

Jim Duncan

Comments: Overall listening levels still are in decline . . . WVST-F is at its highest share level ever

# LANSING

Arbitron Rank: 113 Pop (12+): 360,400	Stations: 20 / 14	Last Year's Revenue: \$15,700,000
MSA Rank: 115	Diaries: 1,093/330.1/52 7%	Household Income: \$44,558
MSA Pop: 439,000	Sample Target: 990	Retail Dollars: \$4.7 Bil.
DMA: 106	% Below Line: 5.9	#1 Biller: WITL-AF \$3,850,000
Average Persons Rating: 15.5	% Not Listed: 19.5	#1 Billing Portfolio: Liggett \$10,850,000
Market TSL in Hours: 20.75	Pop per Station: 25,743	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WITL-F	C	73 / 13.1	14.7	15.3	16.6	13.2	14.9	900 / 25.0	26.0	25.3	E	WITL-F
2	WFMK-F	AC	55 / 9.8	13.6	12.6	11.7	9.9	11.9	753 / 20.9	25.2	22.8	E	WFMK-F
3	WMMQ-F	CL AOR	52 / 9.3	7.2	2.2	4.3	3.3	5.7	772 / 21.4	19.1	9.7	A	WMMQ-F
4	WJIM-F	O	45 / 8.0	6.3	7.8	6.1	8.2	7.1	832 / 23.1	17.4	19.7	C	WJIM-F
5	WHZZ-F	CHR	40 / 7.2	7.5	6.3	5.8	5.3	6.7	792 / 22.0	20.0	15.4	A	WHZZ-F
6	WJXQ-F	AOR	30 / 5.4	2.9	4.3	5.4	5.5	4.5	496 / 13.7	12.5	14.7	D	WJXQ-F
7	WILS	ST	23 / 4.1	3.8	4.7	4.0	4.8	4.2	207 / 5.7	6.6	8.1	A	WILS
	WJIM	T	23 / 4.1	3.6	5.1	3.6	3.7	4.1	306 / 8.5	8.9	7.7	B	WJIM
9	WXIK-F	C	22 / 3.9	4.6	4.7	3.8	4.2	4.3	347 / 9.6	11.1	11.3	B	WXIK-F
	WVWX-F	AOR-NR	22 / 3.9	2.7	2.5	2.3	2.0	2.9	513 / 14.2	11.3	10.8	A	WVWX-F
11	WQHH-F	B	17 / 3.0	3.6	4.5	4.7	3.7	4.0	307 / 8.5	10.1	7.7	A	WQHH-F
12	WJR	FS	14 / 2.5	3.1	2.2	2.5	2.6	2.6	322 / 8.9	9.5	7.0		WJR

12+ FM Share (Metro): 84.67 % ( 381 of 450 ) ( Summer 96: 84.78 % )

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

Other Rated Stations	Metro Share	Cume Rating
WVFN	SPRTS 730 E Lansing	0.5 3.3
WVIC-F	REL 92.7 Charlotte	1.1 2.9
WVLA	O 1180 Dimondale	1.1 1.7

Consolidation Report	12+	25-54	Revenue
62nd Street	13.2 %	10.4 %	22.4 %
WJXQ-FM, WVWX-FM, WXIK-FM			
Liggett	44.8 %	52.0 %	69.1 %
WFMK-FM, WITL-FM, WITL-AM, WJIM-FM, WJIM-AM, WMMQ-FM, WVFN-AM			
	58.0 %	62.4 %	91.5 %

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBCT-F	C 93.7 Grand Rapids	0.7 2.3
WIOG-F	AC/CHR 102.5 Bay City	0.7 2.6
WODJ-F	O 107.3 Greenville	0.7 2.7

# LANSING

## AM Stations

WILS	1320	5 kw/1 kw (DA-2)	Standards	ABC	\$ NA	D&R	MacDonald
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman	Liggett

## FM Stations

WFMK	99.1	28 kw @ 600	AC		\$75.00	Eastman	Liggett	
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald	
WITL	100.7	26.5 kw @ 643	Country	ABC	\$84.00	Eastman	Liggett	
WJIM	97.5	45 kw @ 512	Oldies		\$41.00	Eastman	Liggett	
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	Katz	62nd St	Jackson
WMMQ	94.9	49 kw @ 500	Classic AOR		\$28.00	Eastman	Liggett	
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Mich.	WXLA	DeWitt
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	---	62nd St.	St. Johns
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz	62nd St.	Jackson

Notes: WJR -- See Detroit . . . 10/97 WVIC-F (92.7) reported off the air

Jim Duncan

Comments: WFMK-F fell back from its huge Spring book . . . WMMQ-F (now on a Class B facility); continues to grow rapidly

### FORMAT CODES

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

# LAS VEGAS

Arbitron Rank: 45 Pop (12+): 905,500	Stations: 22 / 22	Last Year's Revenue: \$44,700,000
MSA Rank: 45	Diaries: 2,136/424:1/51.4%	Household Income: \$41,615
MSA Pop: 1,260,000	Sample Target: 1,980	Retail Dollars: \$13.3 Bil.
DMA: 66	% Below Line: 0.0	#1 Biller: KSNE-F \$5,000,000
Average Persons Rating: 15.5	% Not Listed: 14.8	#1 Billing Portfolio: Jacor \$12,580,000
Market TSL in Hours: 20.50	Pop per Station: 41,159	

12+ Metro	Format	Summer 97 1/4 Share	Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level		
1	KLUC-F	CHR	136 / 9.7	7.9	8.2	9.3	8.2	8.8	2032 / 22.4	20.1	18.5	E	KLUC-F
2	KJUL-F	ST	120 / 8.6	8.8	8.0	7.0	10.0	8.1	1247 / 13.8	14.0	15.8	D	KJUL-F
3	KMXB-F	AC/CHR	90 / 6.4	5.7	5.6	4.9	5.7	5.7	1634 / 18.0	16.9	17.9	C	KMXB-F
4	KWNR-F	C	89 / 6.3	6.0	5.7	5.5	6.1	5.9	1258 / 13.9	13.3	15.1	F	KWNR-F
5	KSNE-F	SAC	86 / 6.1	7.9	6.2	6.9	6.6	6.8	1343 / 14.8	18.0	16.0	G	KSNE-F
6	KMZQ-F	AC	85 / 6.1	5.3	6.1	5.7	6.0	5.8	1232 / 13.6	14.6	13.8	F	KMZQ-F
7	KXTE-F	AOR-NR	73 / 5.2	5.1	4.6	4.4	4.0	4.8	1186 / 13.1	14.5	12.1	D	KXTE-F
8	KKLZ-F	CL AOR	70 / 5.0	5.5	5.0	4.2	4.0	4.9	1135 / 12.5	14.1	11.6	E	KKLZ-F
9	KFMS-F	C	57 / 4.1	3.9	5.1	4.7	6.2	4.4	970 / 10.7	9.2	12.3	D	KFMS-F
10	KBGO-F	O	50 / 3.6	3.5	3.1	4.1	3.2	3.6	950 / 10.5	10.2	9.3	B	KBGO-F
11	KQOL-F	O	49 / 3.5	3.4	4.8	4.7	3.6	4.1	978 / 10.8	9.6	12.1	C	KQOL-F
12	KEDG-F	AOR-NR	48 / 3.4	4.1	3.6	5.0	5.0	4.0	1107 / 12.2	13.4	12.6	E	KEDG-F
13	KOMP-F	AOR	45 / 3.2	3.2	3.2	4.6	3.9	3.6	797 / 8.8	9.7	8.6	E	KOMP-F
14	KLSQ	SP	44 / 3.1	2.9	3.4	1.9	2.1	2.8	441 / 4.9	4.3	3.7	B	KLSQ
15	KXNT	T	42 / 3.0	4.5	2.9	1.6	1.3	3.0	552 / 6.1	7.6	3.4	A	KXNT
16	KXPT-F	AOR-P	34 / 2.4	2.4	2.5	2.3	2.1	2.4	679 / 7.5	8.4	7.0	D	KXPT-F

12+ FM Share (Metro): 87.62 % ( 1047 of 1195 ) ( Summer 96: 87.85 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KLUC-F >>	1 KLUC-F	1 KLUC-F	1 KMZQ-F <	1 KMZQ-F <	1 KJUL-F >	1 KXTE-F	1 KLUC-F <	1 KLUC-F	1 KLUC-F >>	1 KLUC-F >
2 KMXB-F >>	2 KMXB-F	2 KMXB-F <	2 KLUC-F <	2 KWNR-F	2 KSNE-F <	2 KJUL-F	2 KJUL-F <	2 KJUL-F <	2 KJUL-F	2 KJUL-F
3 KXTE-F	3 KXTE-F	3 KMZQ-F <	3 KWNR-F <	3 KLUC-F <	3 KWNR-F	3 KLUC-F <	3 KMZQ-F <	3 KMXB-F <	3 KMXB-F <	3 KWNR-F <
4 KEDG-F	4 KKLZ-F <	4 KKLZ-F <	4 KKLZ-F <	4 KMZQ-F	4 KWNR-F <	4 KSNE-F <	4 KWNR-F <	4 KSNE-F	4 KSNE-F	
5 KMZQ-F <	5 KXTE-F <	5 KMXB-F	5 KSNE-F <	5 KFMS-F <	5 KSNE-F <	5 KMXB-F <	5 KMZQ-F	5 KKLZ-F	5 KKLZ-F	
6 KKLZ-F <	6 KWNR-F	6 KSNE-F	6 KMXB-F	6 KXNT	6 KMZQ-F	6 KWNR-F	6 KSNE-F <	KEDG-F <	KEDG-F <	
7 KOMP-F	7 KSNE-F	7 KXTE-F	7 KXTE-F	7 KQOL-F <	7 KMXB-F	7 KKLZ-F	7 KKLZ-F	7 KXTE-F <	7 KXTE-F <	
	8 KEDG-F <	8 KOMP-F <	8 KBGO-F <	8 KBGO-F	8 KKLZ-F	8 KXTE-F	8 KBGO-F <	8 KWNR-F <	8 KWNR-F <	
	9 KOMP-F	9 KFMS-F <	9 KFMS-F	KOMP-F <	KLUC-F	KFMS-F	KFMS-F <	9 KFMS-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 KLUC-F <	1 KMXB-F	1 KLUC-F <	1 KMZQ-F	1 KLUC-F	1 KXTE-F	1 KXTE-F	1 KXTE-F <	1 KKLZ-F <
2 KMXB-F >>	2 KMXB-F >	KLUC-F	2 KMZQ-F	2 KSNE-F	2 KXTE-F >	2 KLUC-F	2 KOMP-F	2 KLUC-F <	2 KWNR-F
3 KXTE-F	3 KMZQ-F >	3 KMZQ-F >	3 KMXB-F	3 KLUC-F	3 KEDG-F	3 KOMP-F <	3 KKLZ-F	3 KKLZ-F >	3 KXTE-F
4 KMZQ-F	4 KEDG-F <	4 KXPT-F	4 KSNE-F >	4 KWNR-F <	KMXB-F >	4 KEDG-F	4 KMXB-F	4 KMXB-F <	4 KOMP-F
KEDG-F	5 KSNE-F <	KWNR-F	5 KWNR-F	5 KMXB-F	5 KKLZ-F	KMXB-F	KEDG-F	5 KOMP-F	5 KLUC-F <
6 KKLZ-F	6 KXTE-F <	KSNE-F	6 KKLZ-F	6 KFMS-F	6 KLSQ	6 KKLZ-F >	6 KLUC-F	KWNR-F	6 KBGO-F
	7 KKLZ-F	7 KEDG-F	7 KFMS-F	7 KQOL-F <		7 KLSQ <	7 KWNR-F	7 KEDG-F	KMXB-F
	KWNR-F <			8 KKLZ-F			8 KLSQ	8 KBGO-F <	8 KMZQ-F
								9 KMZQ-F	
								KLSQ	

Other Rated Stations		Metro Share	Cume Rating
KBAD	SPRTS	920 Las Vegas	0.4 1.6
KDOL	SP	1280 Henderson	0.8 2.1
KDWN	T	720 Las Vegas	1.5 4.4
KENO	SPRTS	1460 Las Vegas	0.7 3.5
KNUU	N	970 Las Vegas	1.1 3.5
KVBC-F	N/T	1051 Las Vegas	1.1 4.8



# LAS VEGAS

Consolidation Report	12+	25-54	Revenue
Centennial KQOL-FM, KJUL-FM	12.1 %	6.5 %	9.6 %
Jacor KBGO-FM, KFMS-FM, KWNR-FM, KSNE-FM	20.1 %	24.0 %	28.1 %
Lotus KXPT-FM, KOMP-FM, KBAD-AM, KENO-AM	6.7 %	9.2 %	13.0 %
Westinghouse, pend. KXTE-FM, KMXB-FM, KLUC-FM, KXNO-AM, KXNT-AM, KMZQ-FM	31.6 %	29.7 %	26.7 %
	70.4 %	69.4 %	77.4 %

## AM Stations

Station	Freq	Power	Format	AP	Value	Company	Notes
KDWN	720	50 kw (DA-N)	Talk	AP	\$ 23.00	Roslin	
KENO	1460	10 kw/0.625 kw (DA-2)	Sports	1-on-1, CBS	\$ NA	Lotus	Lotus
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic	CRC	\$25.00	---	Hefel Laughlin
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC	\$27.00	Eastman	Westinghouse, pend

## FM Stations

Station	Freq	Power	Format	AP	Value	Company	Notes
KBGO	93.1	24 kw @ 3743	Oldies		\$ 24.00	Katz	Jacor
KEDG	103.5	100 kw @ 1158	AOR-New Rock		\$55.00	Allied	
KFMS	101.9	100 kw @ 1180	Country		\$55.00	Katz	Jacor
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd, CNN	\$ 48.00	---	Centennial N Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR		\$60.00	Sentry	Apogee
KLUC	98.5	100 kw @ 1180	CHR		\$67.00	Eastman	Westinghouse, pend.
KMXB	94.1	100 kw @ 1210	AC/CHR		\$44.00	Allied	Westinghouse, pend. Henderson
KMZQ	100.5	100 kw @ 1104	AC		\$80.00	Eastman	Westinghouse, pend Henderson
KOMP	92.3	100 kw @ 1520	AOR		\$62.00	Christal	Lotus
KQOL	105.5	3.7 kw @ 1588	Oldies	Westwd	\$38.00	Allied	Centennial Boulder City
KSNE	106.5	100 kw @ 1155	Soft AC		\$92.00	---	Jacor
KVBC	105.1	50 kw @ 36	News	CNN	\$ NA	---	
KWNR	95.5	100 kw @ 1160	Country		\$88.00	D&R	Jacor Henderson
KXPT	97.1	100 kw @ 1919	Prog. AOR		\$40.00	Christal	Lotus
KXTE	107.5	25 kw @ 3678	AOR-New Rock		\$50.00	Eastman	Westinghouse, pend Pahrump

Notes: 9/97 KXNO changed from Travel Information to All-Sports as KSFN ("The Fan") . . . 10/97 American Radio Systems sold these stations to Westinghouse: KLUC-F for \$26,000,000; KMXB-F for \$25,000,000; KMZQ-F for \$31,000,000; KXNO/KXNT for \$6,000,000; KXTE-F for \$13,000,000

Jim Duncan

Comments: Listening levels are falling moderately . . . KLUC-F posted its highest shares in over two years; the same is true of KMXB-F . . . KSNE-F is at its lowest share in more than two years . . . KXTE-F has had five straight up books . . . KXNT fell sharply and broke its string of gains

# LITTLE ROCK

Arbitron Rank: 82 Pop (12+): 452,600	Stations: 25 / 23	Last Year's Revenue: \$18,500,000
MSA Rank: 93	Diaries: 1,547/293: 1/51.4%	Household Income: \$40,651
MSA Pop: 550,000	Sample Target: 1,550	Retail Dollars: \$6.0 Bil.
DMA: 58	% Below Line: 2.0	#1 Biller: KSSN-F \$3,500,000
Average Persons Rating: 14.6	% Not Listed: 9.8	#1 Billing Portfolio: Clear Channel \$8,920,000
Market TSL in Hours: 19.75	Pop per Station: 19,678	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KSSN-F	82 / 12.4	96	12.9	11.7	10.6	11.6	1036 / 22.9	24.4	23.1	E	KSSN-F
2	KIPR-F	67 / 10.1	99	10.3	9.9	9.6	10.1	702 / 15.5	15.1	15.1	D	KIPR-F
3	KMJX-F	65 / 9.8	11.2	7.4	10.6	8.7	9.7	888 / 19.6	19.1	18.0	D	KMJX-F
4	KURB-F	52 / 7.8	7.7	7.4	7.9	8.4	7.7	944 / 20.9	21.1	20.2	D	KURB-F
5	KKPT-F	37 / 5.6	5.5	3.8	5.6	5.1	5.1	687 / 15.2	14.2	15.5	C	KKPT-F
6	KDDK-F	30 / 4.5	4.8	3.8	4.4	6.3	4.4	520 / 11.5	11.3	16.9	C	KDDK-F
7	KYFX-F	27 / 4.1	5.0	3.8	5.0	4.5	4.5	417 / 9.2	9.3	8.6	A	KYFX-F
8	KSYG-F	26 / 3.9	2.6	2.6	3.2	2.4	3.1	369 / 8.2	7.8	6.0	A	KSYG-F
	KOLL-F	26 / 3.9	4.5	3.7	3.8	4.2	4.0	491 / 10.8	11.6	11.6	B	KOLL-F
	KESR-F	26 / 3.9	3.5	4.3	3.5	2.4	3.8	596 / 13.2	12.8	8.1		KESR-F
11	KARN-AF	N/T	24 / 3.6	5.1	7.5	6.1	6.6	489 / 10.8	12.8	15.0	D	KARN-AF
12	KVLO-F	SAC	23 / 3.5	3.5	4.1	3.6	5.2	473 / 10.4	10.7	11.4	B	KVLO-F
14	KMVK-F	C	18 / 2.7	2.9	4.3	2.6	2.8	400 / 8.8	7.6	9.0	A	KMVK-F
15	KDRE-F	CHR	17 / 2.6	2.3	3.1	1.8	2.4	510 / 11.3	8.8	7.4	A	KDRE-F
16	KITA	G	13 / 2.0	2.3	2.1	1.4	1.2	170 / 3.8	3.8	3.1	A	KITA
17	KYTN-F	REL	12 / 1.8	2.2	1.8	2.3	2.2	251 / 5.6	6.0	6.2	A	KYTN-F
18	KGHT	REL	10 / 1.5	0.9	1.5	1.8	1.2	109 / 2.4	2.3	3.0		KGHT
	KEZO	ST	10 / 1.5	1.5	1.5	1.7	2.7	152 / 3.4	2.7	3.9		KEZO

12+ FM Share (Metro): 89.13 % ( 533 of 598 ) ( Summer 96: 85.74 % )

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 KESR-F	2 KIPR-F	2 KIPR-F	2 KSSN-F <	2 KSSN-F	2 KURB-F <	2 KMJX-F	2 KMJX-F <	2 KMJX-F <	2 KSSN-F <	2 KSSN-F
3 KDRE-F >	3 KURB-F >	KURB-F <	3 KURB-F <	3 KURB-F	3 KARN-AF <	3 KIPR-F	3 KURB-F	3 KIPR-F	3 KMJX-F >	3 KARN-AF
4 KSSN-F <	4 KSSN-F	4 KKPT-F	4 KKPT-F	4 KKPT-F	4 KMJX-F	4 KURB-F >	4 KIPR-F	4 KURB-F >	4 KESR-F <	KDRE-F
5 KKPT-F	5 KKPT-F >	5 KIPR-F >	5 KIPR-F >	5 KIPR-F >	KIPR-F	5 KARN-AF <	5 KKPT-F <	5 KKPT-F	5 KKPT-F	5 KKPT-F
6 KESR-F	6 KDDK-F <	6 KYFX-F <	6 KYFX-F <	6 KYFX-F <	KOLL-F <	6 KDDK-F	6 KSYG-F	6 KSYG-F <	6 KYFX-F <	6 KYFX-F <
	7 KYFX-F	7 KDDK-F	7 KDDK-F	7 KDDK-F	7 KKPT-F <	7 KSYG-F <	7 KDDK-F	7 KOLL-F	7 KDRE-F	7 KDRE-F
	8 KSYG-F <	8 KSYG-F <	KOLL-F	8 KDDK-F <	8 KDDK-F <	8 KKPT-F <	8 KVLO-F <	8 KDDK-F <	KURB-F	KURB-F
							9 KOLL-F <	9 KYFX-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 KIPR-F	1 KURB-F	1 KURB-F >	1 KURB-F	1 KURB-F	1 KMJX-F	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F >
2 KURB-F >	2 KIPR-F >	2 KMJX-F	2 KIPR-F <	2 KSSN-F	2 KIPR-F >	2 KIPR-F >	2 KKPT-F	2 KKPT-F <	2 KKPT-F <
3 KESR-F	3 KMJX-F	KIPR-F	3 KSSN-F	3 KIPR-F	3 KURB-F	3 KKPT-F	3 KIPR-F >	3 KSSN-F <	3 KSSN-F >
4 KMJX-F	KSSN-F	KSSN-F >	4 KMJX-F	4 KMJX-F <	4 KSSN-F	4 KURB-F	4 KSYG-F	4 KIPR-F >	4 KIPR-F
KSSN-F >	5 KESR-F	5 KKPT-F	5 KYFX-F <	5 KYFX-F <	KMVK-F >	5 KSSN-F	KSSN-F	5 KDDK-F	5 KSYG-F
6 KDDK-F	6 KYFX-F	KYFX-F	6 KKPT-F <	6 KKPT-F				KURB-F <	KOLL-F
KDRE-F >>			7 KESR-F <	7 KVLO-F				7 KSYG-F >	7 KDDK-F
				KDDK-F					

Other Rated Stations	Metro Share	Cume Rating
KHUG-F	C	96.5 England 0.8 2.2
KLRG	B/G	1150 N. Little Rock 0.9 2.7
KMZX-F	CHR/B	106.3 Lonoke 0.5 1.8
KRNN	N	1380 N. Little Rock 0.9 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KFFB-F	ST	106.1 Fairfield Bay 0.6 0.8
KLAZ-F	CHR	105.9 Hot Springs 1.4 6.3

# LITTLE ROCK

Consolidation Report	12+	25-54	Revenue
Citadel KRNN-AM, KVLO-FM, KESR-FM, KEZO-AM, KIPR-FM, KURB-FM, KARN-AF, KRNN-FM, KYTN-FM	33.1 %	28.8 %	41.5 %
Clear Channel KSSN-FM, KMKV-FM, KMJX-FM, KDDK-FM, KOLL-FM	33.3 %	36.1 %	48.2 %
Signal KSYG-FM KKPT-FM	9.5 %	12.9 %	7.3 %
	75.9 %	77.8 %	97.0 %

## AM Stations

Station	Freq	Power	Format	Network	Advertiser	Agency
KARH	920	5 kw (DA-N)	News/Talk	CBS	\$40.00	Katz Citadel
KITA	1440	5 kw/0.24 kw (DA-N)	Gospel		\$ NA	---

## FM Stations

Station	Freq	Power	Format	Network	Advertiser	Agency	Location
KARN	102.5	3 kw @ 328	See KARN				Cabot
KDDK	106.3	44.2 kw @ 1369	Country	ABC	\$42.00	Clr Chnl	Clear Channel Jacksonville
KDRE	101.1	6 kw @ 328	CHR		\$<20.00	---	Flinn N Little Rock
KESR	102.1	4.1 kw @ 387	CHR		\$<20.00	Banner	Citadel Sherwood
KIPR	92.3	100 kw @ 938	Black	ABC	\$42.00	Banner	Citadel Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR		\$30.00	Mc-Guild	Signal
KMJX	105.1	81 kw @ 1054	AOR	ABC	\$52.00	Clr Chnl	Clear Channel Conway
KMKV	106.7	16 kw @ 866	Country		\$<20.00	Katz	Clear Channel Benton
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$30.00	Katz	Clear Channel Maumelle
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Katz	Clear Channel
KSYG	103.7	100 kw @ 1663	News/Talk		\$<20.00	Chrstal	Signal
KURB	98.5	100 kw @ 1285	AC:CHR		\$71.00	D&R	Citadel
KVLO	102.9	50 kw @ 432	Soft AC		\$<20.00	D&R	Citadel Sheridan
KYFX	99.5	3 kw @ 312	Black AC	CN:1	\$21.00	Eastman	
KYTN	107.7	50 kw @ 312	Black Gospel		\$ NA	---	Citadel Wrightsville

Notes: 10/97 The KDDK-F calls and format moved to the former KMKV-F (106.7); the 106.3 changed to CHR as KQLR-F ("Q-100")

Jim Duncan

Comments: KSSN-F returned to its usual 12+ leadership position . . . Listening levels are down slightly . . . KARN-AF continues its sharp decline

# LOS ANGELES

Arbitron Rank: 2	Pop (12+): 9,741,200	Stations: 46 / 45	Last Year's Revenue: \$529,000,000
MSA Rank: 2		Diaries: 7,348/1326:1/51.6%	Household Income: \$44,898
MSA Pop: 12,700,000		Sample Target: 6,840	Retail Dollars: \$100.4 Bil.
DMA: 2		% Below Line: 0.6	#1 Biller: KRTH-F \$30,200,000
Average Persons Rating: 17.4		% Not Listed: 11.4	#1 Billing Portfolio: Westinghouse \$168,100,000
Market TSL In Hours: 23.00		Pop per Station: 216,471	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	KLVE-F	1009 / 8.0	6.6	6.0	6.9	7.1	6.4	11866 / 12.2	13.3	12.4	K KLVE-F
2	KPWR-F	785 / 4.6	4.3	4.6	4.6	5.0	4.5	15692 / 16.1	15.8	15.5	K KPWR-F
3	KSCA-F	770 / 4.5	4.4	3.5	1.1	1.2	3.4	9147 / 9.4	9.0	4.1	F KSCA-F
4	KFI	701 / 4.1	3.7	4.3	4.3	4.0	4.1	9128 / 9.4	9.7	9.8	K KFI
5	KKBT-F	681 / 4.0	4.5	5.5	4.9	5.0	4.7	10840 / 11.1	11.3	10.5	K KKBT-F
6	KRTH-F	680 / 4.0	3.9	3.3	3.7	3.8	3.7	14026 / 14.4	14.7	13.6	K KRTH-F
7	KOST-F	660 / 3.9	3.6	3.2	3.9	3.2	3.6	13126 / 13.5	12.2	12.1	K KOST-F
8	KIIS-F	657 / 3.9	3.8	3.2	3.1	3.4	3.5	15788 / 16.2	15.6	14.5	K KIIS-F
9	KROQ-F	618 / 3.6	3.8	3.4	2.9	3.1	3.4	11310 / 11.6	11.5	12.0	K KROQ-F
10	KTWV-F	607 / 3.6	3.4	3.8	3.6	3.5	3.6	9163 / 9.4	8.8	8.7	K KTWV-F
11	KABC	521 / 3.1	2.8	3.0	3.2	3.3	3.0	7978 / 8.2	8.0	8.4	K KABC
12	KLAC	443 / 2.8	2.2	2.4	2.2	2.4	2.4	6020 / 6.2	5.9	5.3	E KLAC
13	KBIG-F	439 / 2.8	2.4	2.7	2.5	2.9	2.5	10065 / 10.3	9.8	9.9	K KBIG-F
14	KYSR-F	432 / 2.5	2.8	2.1	2.3	2.6	2.4	10350 / 10.6	10.7	9.5	K KYSR-F
	KZLA-F	432 / 2.5	2.5	2.1	2.9	2.1	2.5	5882 / 6.0	6.1	5.7	I KZLA-F
16	KLAX-F	398 / 2.3	2.6	3.2	4.0	3.4	3.0	6875 / 7.1	7.6	7.7	J KLAX-F
17	KNX	372 / 2.2	2.0	2.4	2.5	2.1	2.3	9128 / 9.4	9.0	9.8	K KNX
18	KTNQ	340 / 2.0	2.5	2.1	2.1	2.8	2.2	4141 / 4.3	4.6	4.7	G KTNQ
19	KLSX-F	337 / 2.0	2.0	1.9	2.5	1.7	2.1	5484 / 5.6	6.0	5.4	I KLSX-F
20	KLOS-F	334 / 2.0	2.2	2.3	2.0	2.5	2.1	7563 / 7.8	7.8	8.9	K KLOS-F
21	KCBS-F	323 / 1.9	2.6	2.8	1.9	2.3	2.3	8160 / 8.4	8.6	8.2	K KCBS-F
22	KFWB	297 / 1.8	2.0	2.1	1.9	1.9	1.9	8611 / 8.8	9.2	8.8	K KFWB
23	KIBB-F	290 / 1.7	1.6	1.8	1.2	1.6	1.6	7046 / 7.2	7.2	4.8	H KIBB-F
24	KBUE-F	252 / 1.5	2.0	2.1	1.7	2.2	1.8	5322 / 5.5	5.8	5.9	E KBUE-F
25	KKGO-F	250 / 1.5	1.5	1.6	2.1	1.5	1.7	5354 / 5.5	5.4	5.6	H KKGO-F
26	KSSE-F	236 / 1.4	0.8	0.4	0.5	0.6	0.8	4091 / 4.2	2.5	2.4	K KSSE-F
27	KXMG	226 / 1.3	0.9	1.1	1.0	0.8	1.1	2298 / 2.4	2.5	1.8	D KXMG
28	KACE-F	219 / 1.3	1.0	0.7	0.8	0.8	0.9	3289 / 3.4	2.3	2.9	O KACE-F
29	KLYY-F	214 / 1.3	1.0	1.0	1.2	1.3	1.1	5735 / 5.9	5.3	5.9	B KLYY-F
30	KRLA	199 / 1.2	0.9	1.0	1.3	1.2	1.1	3647 / 3.7	3.0	3.9	D KRLA
31	KJLH-F	165 / 1.0	1.3	1.7	1.2	1.3	1.3	3095 / 3.2	3.6	3.6	C KJLH-F

12+ FM Share (Metro): 74.91 % ( 11249 of 15016 ) ( Summer 96: 73.07 % )

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 KSCA-F <	1 KLVE-F <	1 KLVE-F	1 KPWR-F >	1 KABC
2 KIIS-F	2 KSCA-F <	2 KSCA-F	2 KSCA-F	2 KSCA-F	2 KRTH-F <	2 KLVE-F	2 KFI	2 KPWR-F <	2 KKBT-F <	2 KOST-F <
3 KROQ-F	3 KPWR-F	3 KKBT-F <	3 KOST-F	3 KOST-F <	3 KTWV-F <	3 KLSX-F <	3 KRTH-F <	3 KKBT-F <	3 KLVE-F <	3 KPWR-F <
KKBT-F >>	KKBT-F	4 KOST-F <	4 KTWV-F <	4 KRTH-F	4 KABC <	4 KFI	4 KSCA-F	4 KIIS-F <	4 KOST-F <	4 KLVE-F
	5 KROQ-F	5 KPWR-F <	5 KRTH-F <	KTWV-F	5 KLVE-F <	5 KKBT-F <	KOST-F <	5 KRTH-F <	5 KROQ-F <	5 KKBT-F <
	6 KIIS-F <	6 KROQ-F <	6 KKBT-F <	6 KFI <	6 KLAC <	6 KROQ-F <	6 KTWV-F <	6 KOST-F	6 KABC <	6 KSCA-F <
	7 KYSR-F	7 KNS-F	7 KIIS-F	7 KBIG-F	7 KOST-F	7 KRTH-F <	7 KPWR-F <	7 KTWV-F	7 KIIS-F	
	8 KOST-F <	8 KYSR-F	KYSR-F <	KKBT-F	8 KNX	8 KIIS-F <	8 KIIS-F <			
		KRTH-F		KNS-F <		9 KABC <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPWR-F	1 KLVE-F >	1 KLVE-F >	1 KLVE-F >	1 KLVE-F >	1 KPWR-F	1 KSCA-F <	1 KSCA-F	1 KSCA-F	1 KSCA-F
2 KLVE-F <	2 KKBT-F <	2 KYSR-F	2 KSCA-F	2 KOST-F <	2 KKBT-F	2 KPWR-F <	2 KLVE-F	2 KLVE-F <	2 KLVE-F
3 KKBT-F <	3 KYSR-F	3 KSCA-F <	KOST-F	3 KTWV-F <	3 KSCA-F <	3 KKBT-F	3 KKBT-F <	3 KKBT-F <	3 KLSX-F <
4 KROQ-F	4 KBIG-F	4 KYSR-F <	4 KYSR-F <	4 KSCA-F <	4 KROQ-F	4 KLVE-F <	4 KROQ-F	4 KPWR-F	4 KRTH-F
5 KIIS-F <	5 KSCA-F	5 KKBT-F <	5 KKBT-F <	5 KBIG-F	5 KIIS-F	5 KROQ-F	5 KLSX-F	5 KROQ-F <	5 KLOS-F <
6 KSCA-F	KPWR-F	6 KROQ-F	6 KBIG-F <	KRTH-F	6 KLVE-F <	6 KIIS-F	6 KPWR-F <	6 KLSX-F <	6 KTWV-F
7 KOST-F	7 KIIS-F <	7 KIIS-F <	7 KIIS-F <	7 KFI	7 KSSE-F	7 KLSX-F	7 KTNQ <	7 KIIS-F <	KROQ-F
8 KSSE-F	8 KBIG-F <	8 KOST-F	8 KROQ-F <	KYSR-F			8 KIIS-F	8 KLOS-F <	KOST-F <
KYSR-F	9 KOST-F		9 KTWV-F <				9 KLOS-F <		

# LOS ANGELES

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating
<b>ABC/Disney</b> KLOS-FM, KTZN-AM, KABC-AM	5.8 %	5.3 %	11.3 %	KACD-FF	U	103.1 Santa Monica	0.7	3.0
<b>Chancellor</b> KBIG-FM, KIBB-FM, KKBT-FM, KLAC-AM, KYSR-FM	13.4 %	12.1 %	15.8 %	KAZN	E	1300 Pasadena	0.3	0.8
<b>Cox</b> KACE-FM, KFI-AM, KRTO-FM, KOST-FM	9.3 %	9.8 %	10.8 %	KFSG-F	REL	96.3 Lcs Angeles	0.5	1.6
<b>Heftel</b> KTNQ-AM, KSCA-FM, KLVE-FM	12.5 %	15.0 %	6.8 %	KIEV	T	870 Glendale	0.6	1.8
<b>Liberman</b> KKHJ-AM, KBUE-FM, KBUA-FM, KWIZ-FM	2.3 %	2.4 %	1.7 %	KIKF-F	C	94.3 Garden Grove	0.4	1.1
<b>Westinghouse</b> KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KFVB-AM, KCBS-FM, KTWW-FM, KLSX-FM	20.3 %	20.9 %	31.8 %	KKHJ	SP	930 Lcs Angeles	0.8	2.3
	<b>63.6 %</b>	<b>65.5 %</b>	<b>78.2 %</b>	KKLA-F	REL	99.5 Los Angeles	0.5	1.7
				KTZN	T	710 Los Angeles	0.7	3.5
				KWKW	SP	1330 Los Angeles	0.9	1.9
				KWVE-F	REL	107.9 San Clemente	0.6	1.9
				<b>Other Rated Stations--Outside Market</b>			<b>Metro Share</b>	<b>Cume Rating</b>
				XTRA	SPRTS	690 Tijuana, MX	0.6	2.3

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00	Katz ABC/Disney
KFI	640	50 kw	Talk		\$410.00	Christal Cox
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W Westinghouse
KLAC	570	5 kw (DA-N)	Standards		\$59.00	Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$310.00	CBS Westinghouse
KRLA	1110	50 kw/20 kw (DA-2)	Oldies		\$50.00	Allied Westinghouse
KTNQ	1020	50 kw (DA-2)	Hispanic		\$130.00	Katz Hisp. Heftel
KXMG	1540	50 kw/10 kw (DA-2)	Hispanic		\$70.00	Caballero 1-on-1

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
KACE	103.9	1.65 kw @ 390		Black Oldies	\$ 80.00	Christal Cox	Inglewood
KBIG	104.3	105 kw @ 2890		AC	\$400.00	Sentry Chancellor	
KBUA	94.3	3 kw @ 85		See KBUE-F			San Fernando
KBUE	105.5	1.35 kw @ 407		Hispanic	\$85.00	---	Liberman Long Beach
KCBS	93.1	28.5 kw @ 3498		Classic AOR	CBS \$375.00	CBS	Westinghouse
KIBB	100.3	5.3 kw @ 3004		Black AC	Westwd \$190.00	Banner	Chancellor
KIIS	102.7	8 kw @ 2960		CHR	\$490.00	Mc-Guid	Jacor
KJLH	102.3	2.25 kw @ 338		Black	\$70.00	K&P	Compton
KKBT	92.3	43 kw @ 2910		Black	\$440.00	Allied	Chancellor
KKGO	105.1	18 kw @ 2887		Classical	AP \$185.00	Allied	ML Wilson
KLAX	97.9	50 kw @ 390		Hispanic	\$305.00	Caballero	SBS
KLOS	95.5	63 kw @ 3130		AOR	ABC \$420.00	Katz	ABC/Disney
KLSX	97.1	21 kw @ 3002		Talk	\$270.00	Allied	Westinghouse
KLVE	107.5	29.5 kw @ 2998		Hispanic	\$350.00	Katz Hisp.	Heftel
KLYY	107.1	3 kw @ -44		New Rock	\$70.00	---	Odyssey Arcadia
KOST	103.5	12.5 kw @ 3100		AC	\$400.00	Christal	Cox
KPWR	105.9	25 kw @ 3035		Urban/CHR	\$400.00	D&R	Emmis
KROQ	106.7	5.6 kw @ 1387		New Rock	\$475.00	Infinity	Westinghouse Pasadena
KRTH	101.1	51.3 kw @ 3130		Oldies	\$545.00	CBS	Westinghouse
KRTO	98.3	0.65 kw @ 971		See KACE-F			Cox W. Covina
KSCA	101.9	4.8 kw @ 2831		Hispanic	\$190.00	Katz Hisp.	Heftel Glendale
KSSE	97.5	72 kw @ 1827		Hispanic CHR	NA	Caballero	EXCL San Bernardino
KTWW	94.7	58 kw @ 2831		Jazz	\$415.00	Group W	Westinghouse
KYSR	98.7	75 kw @ 1180		AC/CHR	\$390.00	Banner	Chancellor
KZLA	93.9	18.5 kw @ 3136		Country	\$260.00	Sentry	Bonneville

Notes: \* KKBT-F was cited for "Special Station Activities" -- "Extemporaneous Comments" ... 8/97 KTZN (710) changed from Talk to Children's (Radio Disney) ... 9/97 KXMG changed from Hispanic to 1-on-1 Sports as KCTD

Jim Duncan

Comments: Listening levels are steady ... KSCA-F continues to grow ... KLAX-F continued its sharp decline, as it's being hurt by KSCA-F

# LOUISVILLE

Arbitron Rank: 50 Pop (12+): 851,400	Stations: 28 / 27	Last Year's Revenue: \$34,600,000
MSA Rank: 59	Diaries: 1,577/540:1/52.3%	Household Income: \$39,881
MSA Pop: 995,000	Sample Target: 1,520	Retail Dollars: \$9.7 Bil
DMA: 50	% Below Line: 0.6	#1 Biller: WHAS \$8,400,000
Average Persons Rating: 15.1	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 31,533	Clear Channel \$20,100,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Wln 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WAMZ-F	179 / 13.9	13.9	15.4	15.2	14.9	14.6	2221 / 28.1	26.6	28.0	G WAMZ-F
2	WHAS	150 / 11.8	12.1	14.4	16.5	11.8	13.7	2240 / 28.3	26.5	26.6	H WHAS
3	WGZB-F	80 / 7.0	8.1	8.0	7.7	6.5	7.7	1090 / 12.8	13.4	11.6	C WGZB-F
4	WDJX-F	84 / 6.5	7.5	7.3	6.6	6.6	7.0	1734 / 20.4	20.3	20.7	E WDJX-F
5	WVEZ-F	82 / 6.4	6.0	5.4	3.8	5.2	5.4	1220 / 14.3	14.5	13.9	E WVEZ-F
6	WTFX-F	85 / 5.0	5.8	5.4	5.0	4.8	5.3	1338 / 15.7	15.2	14.4	E WTFX-F
7	WRKA-F	61 / 4.7	4.9	3.7	5.0	3.7	4.6	1212 / 14.2	12.6	12.1	D WRKA-F
8	WLRS-F	57 / 4.4	2.3	2.1	1.7	3.6	2.6	813 / 10.7	7.8	8.9	B WLRS-F
9	WQMF-F	53 / 4.1	4.7	3.2	2.7	5.1	3.7	1095 / 12.9	12.6	14.4	D WQMF-F
10	WSFR-F	52 / 4.0	4.4	4.1	5.0	4.3	4.4	940 / 11.0	11.7	10.4	C WSFR-F
11	WHKW-F	37 / 2.9	2.4	2.8	2.3	2.3	2.6	796 / 9.3	7.0	7.8	A WHKW-F
12	WSJW-F	36 / 2.8	2.9	3.1	3.0	4.3	2.9	594 / 7.0	6.6	8.8	B WSJW-F
13	WMJM-F	30 / 2.3	2.4	1.4	1.6	1.2	1.9	481 / 5.4	4.6	3.0	A WMJM-F
14	WAVG	26 / 2.0	3.3	3.4	3.8	4.1	3.1	415 / 4.9	7.0	8.5	B WAVG
15	WKJK	25 / 1.9	0.4	1.2	0.9	0.7	1.1	358 / 4.2	1.6	2.4	WKJK
16	WWKY	23 / 1.8	1.3	1.8	1.5	0.9	1.6	398 / 4.7	5.1	3.6	A WWKY
17	WLOU	21 / 1.6	0.9	0.8	0.6	0.8	1.0	194 / 2.3	2.6	3.1	WLOU
18	WXLN-F	14 / 1.1	0.8	0.7	0.6		0.8	231 / 2.7	2.7		WXLN-F

12+ FM Share (Metro): 75.98 % ( 873 of 1149 ) ( Summer 96: 76.24 % )

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 WGZB-F	1 WHAS
2 WDJX-F	2 WGZB-F <	2 WDJX-F	2 WVEZ-F <	2 WHAS	2 WAMZ-F >	2 WAMZ-F >	2 WHAS	2 WHAS >	2 WAMZ-F	2 WAMZ-F <
3 WTFX-F	3 WDJX-F <	WGZB-F <	3 WHAS	3 WVEZ-F	3 WVEZ-F	3 WTFX-F	3 WVEZ-F	3 WDJX-F <	3 WHAS	3 WGZB-F >
4 WAMZ-F	4 WLRS-F	4 WHAS	4 WDJX-F <	4 WRKA-F <	4 WRKA-F >	4 WGZB-F <	4 WDJX-F	4 WVEZ-F <	4 WDJX-F <	4 WDJX-F <
	5 WTFX-F >	WVEZ-F	5 WSFR-F <	5 WDJX-F <	5 WSFR-F <	5 WVEZ-F <	5 WGZB-F <	5 WDJX-F <	5 WDJX-F <	5 WTFX-F <
	6 WQMF-F	6 WSFR-F <	6 WRKA-F <	6 WSFR-F <	6 WSJW-F	6 WDJX-F	6 WRKA-F <	6 WRKA-F <	6 WVEZ-F	6 WVEZ-F
		7 WTFX-F <	7 WQMF-F	7 WQMF-F		7 WQMF-F	7 WLRS-F	7 WLRS-F <	7 WLRS-F	7 WLRS-F
		8 WQMF-F <	8 WTFX-F <	8 WTFX-F <			8 WQMF-F <	8 WSFR-F	8 WSFR-F	8 WSFR-F
		9 WRKA-F <	9 WGZB-F	9 WGZB-F				9 WTFX-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 WDJX-F <	1 WDJX-F	1 WAMZ-F	1 WAMZ-F <	1 WGZB-F >	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F
2 WAMZ-F	2 WAMZ-F <	2 WAMZ-F	2 WVEZ-F	2 WVEZ-F >	2 WLRS-F	2 WLRS-F	2 WLRS-F <	2 WHAS	2 WHAS
3 WDJX-F	3 WGZB-F >	3 WGZB-F	3 WDJX-F <	3 WDJX-F <	3 WTFX-F >	3 WTFX-F	3 WTFX-F	3 WQMF-F	3 WQMF-F
4 WLRS-F >	4 WLRS-F <	4 WVEZ-F	4 WGZB-F >	4 WRKA-F <	4 WDJX-F	4 WGZB-F	WQMF-F >	4 WTFX-F	4 WSFR-F <
5 WTFX-F	5 WTFX-F <	5 WTFX-F	5 WRKA-F <	5 WHAS <	5 WAMZ-F	5 WQMF-F	5 WDJX-F	5 WLRS-F	5 WTFX-F
	WSFR-F	6 WVEZ-F	6 WHKW-F	6 WSFR-F	6 WQMF-F >>	6 WDJX-F >	6 WHAS >	6 WGZB-F	6 WRKA-F
		WSFR-F	WSFR-F	7 WHAS				7 WSFR-F	7 WDJX-F <
								8 WDJX-F <	8 WLRS-F
								9 WRKA-F >	

Other Rated Stations	Metro Share	Cume Rating
WCND C 940 Shelbyville	0.1	0.1
WFIA REL 900 Louisville	0.4	1.7
WLKY N 970 Louisville	0.5	3.1
WLLV G 1240 Louisville	0.6	1.4
WMPI-F C 105.3 Scottsburg, IN	0.6	1.5
WRVI-F CL HITS 94.7 New Albany, IN	0.9	5.1
WTHG-F C 101.7 Shelbyville	0.5	1.7
WTMT SPRTS 620 Louisville	0.8	2.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WASE-F O 103.5 Radcliffe	0.6	1.5

# LOUISVILLE

Consolidation Report	12+	25-54	Revenue
<b>Blue Chip</b> WMJM-FM, WGZB-FM	9.3 %	7.4 %	5.0 %
<b>Clear Channel</b> WTFX-FM, WWKY-AM, WQMF-FM, WAMZ-FM, WKJK-AM, WHAS-AM	38.3 %	36.4 %	57.3 %
<b>Cox</b> WHTE-FM, WRKA-FM, WRVI-FM	5.6 %	8.2 %	7.1 %
<b>Jacor</b> WFIA-AM, WSFR-FM, WDJX-FM, WVEZ-FM, WLRN-FM	21.7 %	24.4 %	24.4 %
	<b>74.8 %</b>	<b>76.4 %</b>	<b>93.8 %</b>

## AM Stations

Call	Freq	Power	Format	Daypart	Station	Advertiser	Agency	City
WAVG	1450	1 kw	Standards		ABC	\$20.00	D&R	Jeffersonville, IN
WFIA	900	1 kw/0.16 kw	Religion		USA	\$ NA	---	Jacor
WHAS	840	50 kw	Full Service		ABC	\$132.00	Cir Chnl	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Classic Country		ABC	\$ NA	Cir Chnl	Clear Channel
WLOU	1350	2.2 kw/0.5 kw (DA-N)	Black Gospel		AURN	\$ NA	---	Mortenson
WWKY	790	5 kw/1 kw (DA-2)	Talk		CBS, Westwd	\$<20.00	Mc-Guild	Clear Channel

## FM Stations

Call	Freq	Power	Format	Daypart	Station	Advertiser	Agency	City
WAMZ	97.5	100 kw @ 673	Country			\$155.00	Christal	Clear Channel
WDJX	99.7	24 kw @ 715	CHR			\$60.00	Eastman	Jacor
WGZB	96.5	3 kw @ 328	Black			\$45.00	Mc-Guild	Blue Chip Corydon, IN
WHKW	98.9	50 kw @ 492	Country			\$24.00	Cir Chnl	Snowden Salem, IN
WLRN	102.3	3 kw @ 285	Prog. AOR			\$30.00	Eastman	Jacor
WMJM	101.3	1.9 kw @ 415	Black AC		ABC	\$<20.00	Mc-Guild	Blue Chip Jeffersonville, IN
WQMF	95.7	28.5 kw @ 643	Classic AOR			\$60.00	Katz	Clear Channel Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies		ABC	\$60.00	Christal	Cox
WSFR	107.7	31 kw @ 568	Classic Hits			\$31.00	Eastman	Jacor Corydon, IN
WSJW	103.9	1.35 kw @ 490	Jazz			\$25.00	Eastman	
WTFX	100.5	37.4 kw @ 554	AOR		Source	\$55.00	Mc-Guild	Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC			\$68.00	Eastman	Jacor
WXML	105.7	3 kw @ 328	See WXLN-F					Eminence
WXLN	105.1	0.74 kw @ 551	Religion		USA		Salem	WXML-F Shepherdsville

Notes: 8/97 WXVW picked up the WAVG calls; remains Standards . . . 9/97 The WRVI-F calls and Classic Hits format moved from 94.7 to 105.9; the 94.7 became Black Oldies as WLSY-F

Jim Duncan

Comments: Listening levels are steady . . . WHAS posted its lowest share in at least three years . . . WVEZ-F has now recovered, recording its third consecutive up book and its highest share in more than two years . . . WLRN-F had its highest share in over two years . . . WAVG's shift from 970 to 1450 didn't help the format, which had already suffered three down books

# MADISON

Arbitron Rank: 121 Pop (12+):	337,100	Stations:	20 / 16	Last Year's Revenue:	\$20,400,000
MSA Rank:	124	Diaries:	1,306/258:1/58.5%	Household Income:	\$51,597
MSA Pop:	404,000	Sample Target:	1,300	Retail Dollars:	\$5.1 Bl.
DMA:	83	% Below Line:	2.3	#1 Biller:	WIBA-F \$3,100,000
Average Persons Rating:	15.6	% Not Listed:	19.8	#1 Billing Portfolio:	
Market TSL in Hours:	20.50	Pop per Station:	21,069	Capstar	\$9,600,000

12+ Metro	Format	Summer 97 1/4 Share	Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level		
1	WJJO-F	AOR	60 / 11.4	8.1	5.3	3.8	5.4	7.2	687 / 20.4	19.8	18.0	C	WJJO-F
2	WZEE-F	CHR	54 / 10.3	11.1	12.3	10.6	10.0	11.1	999 / 29.6	29.8	29.6	D	WZEE-F
3	WOLX-F	O	35 / 6.7	6.7	5.1	6.5	6.5	6.2	754 / 22.4	18.2	22.6	D	WOLX-F
4	WIBA-F	AOR	33 / 6.3	7.3	8.4	6.1	7.2	7.0	637 / 18.9	18.4	21.1	E	WIBA-F
5	WWQM-F	C	32 / 6.1	8.5	7.8	6.1	8.2	7.1	528 / 15.7	16.4	16.6	D	WWQM-F
6	WMGN-F	AC	31 / 5.9	6.5	7.4	7.6	6.1	6.8	525 / 15.6	14.7	16.3	D	WMGN-F
7	WIBA	FS/T	30 / 5.7	6.7	6.2	6.3	6.9	6.2	565 / 16.8	16.2	17.1	C	WIBA
8	WMAD-F	AOR-NR	25 / 4.8	5.4	4.7	6.7	6.1	5.4	621 / 18.4	18.9	20.0	B	WMAD-F
9	WMMM-F	AOR-P	24 / 4.6	4.4	3.9	3.0	4.5	4.0	363 / 10.8	10.9	11.0	B	WMMM-F
10	WTSO	T	19 / 3.6	2.6	2.9	2.1	1.9	2.8	337 / 10.0	7.5	7.8	C	WTSO
11	WYZM-F	C	16 / 3.0	3.4	2.9	3.2	3.5	3.1	393 / 11.7	10.4	10.3	B	WYZM-F
12	WTDY	T	14 / 2.7	4.6	3.3	4.2	4.6	3.7	292 / 8.7	9.4	10.8	B	WTDY
13	WMLI-F	SAC	12 / 2.3	2.0	1.9	2.3	2.4	2.1	261 / 7.7	8.7	10.0	A	WMLI-F
14	WHIT	SPRTS	10 / 1.9	1.8	3.1	2.5	2.0	2.3	142 / 4.2	3.1	2.7	A	WHIT
	WSJY-F	EZ	10 / 1.9	1.6	1.8	2.7	1.3	2.0	168 / 5.0	4.3	4.8		WSJY-F

12+ FM Share (Metro) 80.57% ( 340 of 422 ) ( Summer 96: 75.22% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WZEE-F >>	1 WJJO-F >	1 WJJO-F	1 WJJO-F >	1 WJJO-F	1 WIBA <	1 WZEE-F <	1 WJJO-F >	1 WJJO-F	1 WJJO-F	1 WWQM-F
2 WMAD-F >>	2 WZEE-F >	2 WZEE-F	2 WZEE-F <	2 WMGN-F	2 WOLX-F	2 WJJO-F	2 WZEE-F	2 WZEE-F >	2 WZEE-F	2 WIBA
3 WMAD-F	3 WIBA-F	3 WIBA-F	3 WIBA-F	WZEE-F <	3 WWQM-F <	3 WIBA	3 WIBA-F <	3 WOLX-F <	3 WIBA <	WJJO-F
4 WIBA-F	4 WMGN-F <	WMGN-F	4 WOLX-F	4 WMGN-F	4 WIBA-F <	4 WMGN-F <	4 WMGN-F <	4 WWQM-F <	4 WMAD-F	WZEE-F
5 WMMM-F	5 WOLX-F <	5 WOLX-F	WIBA-F	5 WTSO <	5 WWQM-F <	5 WOLX-F <	5 WIBA-F <	5 WIBA-F <	5 WIBA-F	5 WOLX-F
6 WMGN-F	6 WMMM-F <	6 WMMM-F	6 WMMM-F <	6 WIBA-F <	6 WOLX-F <	6 WWQM-F <	6 WMGN-F	6 WMGN-F	6 WWQM-F <	6 WMAD-F
	7 WMAD-F	7 WWQM-F >	7 WWQM-F	7 WZEE-F	7 WMGN-F	7 WMMM-F	7 WMMM-F	7 WMMM-F <	7 WOLX-F	
	8 WWQM-F >		8 WIBA	8 WTDY	8 WTDY	8 WMMM-F	8 WTSO	8 WMAD-F <	8 WMGN-F	
						9 WMAD-F >	9 WMAD-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 WZEE-F <	1 WJJO-F >>	1 WJJO-F >>	1 WJJO-F >>	1 WJJO-F >>	1 WJJO-F >
2 WMAD-F >	2 WJJO-F	2 WJJO-F	2 WMGN-F <	2 WMGN-F >	2 WZEE-F	2 WIBA-F <	2 WIBA-F	2 WIBA-F >	2 WIBA-F
3 WJJO-F >	3 WMAD-F	3 WMGN-F	3 WJJO-F	3 WOLX-F <	3 WIBA-F	3 WZEE-F	3 WHIT	3 WZEE-F	3 WOLX-F
4 WOLX-F	4 WMMM-F	4 WMMM-F >	4 WOLX-F	4 WJJO-F	WMAD-F	4 WMAD-F >	4 WZEE-F	4 WOLX-F	4 WMGN-F
5 WIBA-F	5 WMGN-F	5 WIBA-F	5 WIBA-F	WWQM-F		5 WMMM-F	WMAD-F	WMMM-F <	WMMM-F
WMMM-F >	6 WIBA-F	WMAD-F	WMAD-F	6 WMMM-F <		WWQM-F	6 WMMM-F	6 WMAD-F	6 WZEE-F
	7 WOLX-F >	WWQM-F >	WMMM-F	7 WIBA-F		WHIT >	WWQM-F >	7 WHIT	WHIT
			8 WWQM-F					WMGN-F	8 WIBA

Other Rated Stations		Metro Share	Cume Rating
WIEU	C 1240 Poyette	10	2.1
Other Rated Stations--Outside Market		Metro Share	Cume Rating
WGN	FS/T 720 Chicago	0.4	1.9
WJVL-F	C 99.9 Janesville, WI	1.0	2.7
WIMJ	FS 620 Milwaukee	0.4	2.2
WYKY-F	AC 1005 Columbus	0.6	1.3

Consolidation Report	12+	25-54	Revenue
Capstar	33.0 %	28.5 %	47.1 %
WIBA-FM, WIBA-AM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM			
Midwest Family	28.0 %	32.0 %	35.1 %
WHIT-AM, WJJO-FM, WMGN-FM, WTDY-AM, WWQM-FM			
Woodward	14.3 %	17.0 %	17.2 %
WMMM-FM, WOLX-FM, WYZM-FM			
	75.3 %	77.5 %	99.4 %



# MADISON

## AM Stations

WHIT	1550	5 kw (Days)	Sports	ABC, 1-on-1	\$<20.00	Katz	Midwest Family
WIBA	1310	5 kw/5.4 kw (DA-N)	Full Service/Talk	CBS	\$39.00	Katz	Capstar
WTDY	1480	5 kw (DA-2)	Talk	ABC, Westwd	\$24.00	Mc-Guild	Midwest Family
WTSO	1070	10 kw/5 kw (DA-2)	Standards	ABC, Westwd	\$20.00	Banner	Capstar

## FM Stations

WIBA	101.5	12 kw @ 1017	AOR		\$64.00	Katz	Capstar	
WJJO	94.1	50 kw @ 492	AOR		\$31.00	D&R	Midwest Family	Walmartown
WMAD	92.1	1.8 kw @ 400	AOR-New Rock		\$24.00	Katz	Capstar	Sun Prairie
WMGN	98.1	38 kw @ 581	AC		\$53.00	Mc-Guild	Midwest Family	
WMLI	96.3	5 kw @ 672	Soft AC	Westwd	\$<20.00	Banner	Capstar	Sauk City
WMMM	105.5	2 kw @ 573	Prog AOR		\$<20.00	Mc-Guild	Woodward	Verona
WOLX	94.9	37 kw @ 1299	Oldies		\$50.00	Mc-Guild	Woodward	Baraboo
WSJY	107.3	26 kw @ 674	Easy Listening	ABC	\$<20.00	---	Goetz	Ft Atkinson
WVQM	106.3	4.5 kw @ 380	Country		\$52.00	Mc-Guild	Midwest Family	Middleton
WYZM	105.1	6 kw @ 243	Country		\$<20.00	---	Woodward	Waunakee
WZEE	104.1	9.4 kw @ 1118	CHR		\$53.00	Katz	Capstar	

Notes: 9/97 WMJB-F (105.9; Evansville/Janesville) sold by Seehafer for \$1,500,000

Jim Duncan

Comments: WJJO-F had a wonderful book and leads the market for the first time ever (also the station's highest share ever) . . . Most other major stations saw their 12+ shares drop from Spring levels

### FORMAT CODES

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

# MCALLEN-BROWNSVILLE

Arbitron Rank: 63 Pop (12+): 633,900	Stations: 28 / 20	Last Year's Revenue: \$16,000,000
MSA Rank: McAllen - 102, Brnsv. - 154	Diaries: 1,709/371:1/44 9%	Household Income: \$22,954
MSA Pop: 831,000	Sample Target: 1,640	Retail Dollars: \$6 1 Bil
DMA: 107	% Below Line: 7.2	#1 Biller: KIWV-F \$2,400,000
Average Persons Rating: 16.4	% Not Listed: 12.3	#1 Billing Portfolio:
Market TSL in Hours: 22 00	Pop per Station: 31,695	Heffel \$4,800,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KGBT-AF	153 / 14.7	14.4	16.7	15.7	13.8	15.4	1801 / 28.4	26.0	22.2	C	KGBT-AF
2	KBFM-F	146 / 14.0	13.0	11.6	12.3	12.4	12.7	2086 / 32.9	31.9	34.2	C	KBFM-F
3	KIWW-F	105 / 10.1	9.1	9.7	8.5	11.3	9.3	1785 / 28.2	27.7	31.8	D	KIWW-F
4	KVLY-F	76 / 7.3	8.5	6.9	5.7	6.8	7.1	1058 / 16.7	17.7	17.6	C	KVLY-F
5	KTEX-F	75 / 7.2	6.3	5.8	7.4	7.3	6.7	1028 / 16.2	17.2	16.5	C	KTEX-F
	KKPS-F	75 / 7.2	7.7	6.5	7.0	7.3	7.1	1640 / 25.9	25.1	21.4	C	KKPS-F
7	KTJN-FF	53 / 5.1	5.4	3.8	3.8	3.3	4.5	829 / 13.1	13.5	13.6	C	KTJN-FF
8	KFRQ-F	44 / 4.2	5.6	6.7	5.3	7.8	5.5	747 / 11.8	15.1	17.9	C	KFRQ-F
9	XAAA-F	28 / 2.7	3.2	3.7	4.0	3.3	3.4	451 / 7.1	7.8	8.9		XAAA-F
10	KURV	17 / 1.6	2.6	2.5	2.4	2.2	2.3	305 / 4.8	5.5	5.6	B	KURV
	KRGE	17 / 1.6	1.8	2.3	1.4	2.2	1.8	262 / 4.1	3.6	4.2		KRGE
12	KSOX-F	16 / 1.5	2.3	1.9	2.2	1.5	2.0	331 / 5.2	7.2	6.7		KSOX-F
13	KVJY	15 / 1.4	1.6	0.5	0.4	0.4	1.0	137 / 2.2	3.4	2.1	A	KVJY
	KIRT	15 / 1.4	1.7	1.7	2.4	1.7	1.8	269 / 4.2	3.6	4.9	A	KIRT
15	XVTH-F	14 / 1.3	1.7	1.4	1.2	1.6	1.4	374 / 5.9	5.1	5.5		XVTH-F
16	KUBR	13 / 1.2	0.5	0.6	0.9	0.6	0.8	127 / 2.0	1.4	1.3		KUBR
17	KBOR	10 / 1.0	0.7	1.4	1.2	1.5	1.0	295 / 4.7	2.1	4.1	A	KBOR

12+ FM Share (Metro): 81.84 % ( 748 of 914 ) ( Summer 96: 76.48 % )

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 KBFM-F <	1 KGBT-AF <	1 KGBT-AF	1 KGBT-AF >>	1 KGBT-AF >	1 KGBT-AF	1 KGBT-AF >	1 KBFM-F >>	1 KBFM-F >
2 KKPS-F	2 KVLY-F <	2 KIWW-F <	2 KIWW-F	2 KIWW-F	2 KIWW-F	2 KBFM-F	2 KBFM-F <	2 KBFM-F	2 KIWW-F	2 KGBT-AF <
	KTJN-FF	3 KIWW-F <	3 KGBT-AF <	3 KVLY-F	3 KVLY-F	3 KIWW-F	3 KIWW-F	3 KIWW-F	3 KGBT-AF	3 KTEX-F
4 KIWW-F >	4 KGBT-AF <	4 KVLY-F	4 KBFM-F <	4 KKPS-F <	4 KVLY-F	4 KTEX-F	4 KVLY-F	4 KVLY-F <	4 KKPS-F	4 KIWW-F >
	5 KKPS-F	5 KKPS-F <	5 KKPS-F <	5 KBFM-F <	5 KBFM-F <	5 KVLY-F <	5 KTEX-F	5 KKPS-F <	5 KTJN-FF <	
	6 KTEX-F <	6 KTEX-F >	6 KTEX-F >	6 KTEX-F >	6 KKPS-F >	6 KKPS-F >	6 KKPS-F >	6 KTEX-F >	6 KVLY-F	
	7 KFRQ-F		7 KFRQ-F				7 KTJN-FF	7 KTJN-FF <	7 KTEX-F <	
							8 KFRQ-F >	8 KFRQ-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 KBFM-F >>	1 KBFM-F >	1 KVLY-F <	1 KBFM-F	1 KGBT-AF	1 KBFM-F >	1 KFRQ-F <	1 KFRQ-F	1 KIWW-F <	1 KGBT-AF
2 KKPS-F	2 KVLY-F	2 KGBT-AF <	2 KVLY-F	2 KVLY-F <	2 KFRQ-F	2 KBFM-F >	2 KGBT-AF	2 KGBT-AF	2 KIWW-F >
3 KTEX-F	3 KIWW-F	3 KBFM-F <	3 KIWW-F <	3 KIWW-F	3 KTJN-FF >	3 KGBT-AF	3 KIWW-F	3 KBFM-F <	3 KKPS-F <
4 KIWW-F	5 KKPS-F	4 KIWW-F	4 KGBT-AF	4 KBFM-F	4 KTEX-F	KIWW-F	KVLY-F	4 KFRQ-F	4 KVLY-F
	KTJN-FF	5 KGBT-AF	5 KKPS-F <	5 KTEX-F <	KIWW-F	5 KKPS-F	5 KKPS-F	5 KKPS-F <	5 KFRQ-F
	KVLY-F >	6 KTEX-F >	6 KTEX-F >	6 KKPS-F >	KKPS-F	KVLY-F <	6 KTEX-F	6 KVLY-F	6 KTEX-F
		7 KTJN-FF				7 KTEX-F	7 KBFM-F	7 KTEX-F	7 KBFM-F

Other Rated Stations	Metro Share	Cume Rating		
KESO-F	AOR-P	92.7 S. Padre Island	0.4	2.0
XERT	SP	1170 Reynosa	0.6	1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
XEMS	SP	1490 Matamoros, MX	0.4	1.2
XEO	SP	970 Matamoros, MX	0.4	0.8
XHNA-F	SP	105.9 Matamoros, MX	0.4	2.8
XHRR-F	SP	102.5 Reynosa, MX	0.5	2.2
XMLS-F	SP	91.3 Matamoros, MX	0.9	3.1
XRYS-F	SP	90.1 Reynosa, MX	0.7	3.2

# MCALLEN-BROWNSVILLE

Consolidation Report	12+	25-54	Revenue
<b>Calendar</b> KBFM-FM KTEX-FM KVJY-AM	22.6 %	16.1 %	20.8 %
<b>Hefitel</b> KGBT-AF, KIWW-FM	24.8 %	26.9 %	30.0 %
<b>Local</b> KBOR-AM, KTJN-FM, KTJX-FM	6.0 %	5.2 %	10.0 %
<b>Sunburst</b> KFRQ-FM, KKPS-FM, KVLV-FM	18.7 %	24.3 %	25.0 %
	<b>72.1 %</b>	<b>72.5 %</b>	<b>85.8 %</b>

## AM Stations

Station	Freq	Power	Daypart	Demographic	Revenue	Advertiser	Agency	City
KBOR	1600	1 kw	(DA-1)	Hispanic	\$<20.00	Caballero	KTJN/KTJX	
KGBT	1530	50 kw/10 kw	(DA-N)	Hispanic	\$38.00	Katz	Hefitel	
KIRT	1580	1 kw/0.3 kw		Hispanic	\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw	(DA-N)	Religion	\$<20.00	...		Weslaco
KUBR	1210	10 kw/1 kw	(DA-2)	Hispanic	\$ NA	...		San Juan
KURV	710	1 kw/900 w	(DA-2)	Talk	\$<20.00	CBS, SBUSA Westw		Edinburg
KVJY	840	5 kw/1 kw	(DA-2)	Standards	ABC \$<20.00	Chrstal	Calendar	Pharr

## FM Stations

Station	Freq	Power	Daypart	Demographic	Revenue	Advertiser	Agency	City
KBFM	104.1	100 kw	@ 998	CHR	ABC \$42.00	D&R	Calendar	
KFRQ	94.5	100 kw	@ 1158	AOR	ABC \$33.00	Allied	Sunburst	
KGBT	98.5	100 kw	@ 997	See KGBT				
KIWW	96.1	100 kw	@ 987	Hispanic	\$50.00	Katz Hisp.	Hefitel	
KKPS	99.5	100 kw	@ 1037	Hispanic	\$31.00	...	Sunburst	
KSOX	102.1	18 kw	@ 758	Oldies	ABC \$<20.00	...		Raymondville
KTEX	100.3	100 kw	@ 1125	Country	ABC \$42.00	Christal	Calendar	
KTJN	106.3	500 w	@ 633	Hispanic	\$33.00	Caballero	KBOR	Mercedes
KTJX	105.5	3 kw	@ 285	See KTJN-F			KBOR	Mission
KVLV	107.9	100 kw	@ 719	AC	\$35.00	Allied	Sunburst	Edinburg

### Notes:

Jim Duncan

Comments: KBFM-F is at its highest level in more than three years . . . KTEX-F is back to year-ago levels

# MEMPHIS

Arbitron Rank: 43 Pop (12+): 943,800	Stations: 27 / 25	Last Year's Revenue: \$43,000,000
MSA Rank: 52	Diaries: 1,554/607;1/47.2%	Household Income: \$37,678
MSA Pop: 1,100,000	Sample Target: 1,490	Retail Dollars: \$10.6 Bil.
DMA: 42	% Below Line: 0.7	#1 Biller: WRVR-F \$6,400,000
Average Persons Rating: 15.8	% Not Listed: 9.5	#1 Billing Portfolio:
Market TSL In Hours: 20 75	Pop per Station: 37,752	Clear Channel \$16,650,000

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro		Spg 97	Sum 96	Revenue Level	
		1/4	Share						Cume	/ Rtg.			G	W
1	WHRK-F	B	145 / 9.7	118	128	126	128	11.7	2130 / 22.6	238	244	G	WHRK-F	
2	KJMS-F	B	110 / 7.4	68	87	58	70	7.2	1663 / 17.6	183	195	C	KJMS-F	
3	WRVR-F	AC	105 / 7.0	84	79	7.1	7.5	7.6	1523 / 16.1	173	163	G	WRVR-F	
4	WDIA	B	103 / 6.9	88	5.7	6.9	8.7	7.1	1203 / 12.7	15.3	17.9	D	WDIA	
	KXHT-F	B	103 / 6.9	42	0.5	1.3		3.2	1334 / 14.1	9.2			KXHT-F	
6	WEGR-F	AOR	96 / 6.4	5.1	5.8	5.0	6.7	5.6	1341 / 14.2	12.1	15.5	G	WEGR-F	
7	WLOK	G	94 / 6.3	5.9	6.6	4.4	6.6	5.8	1091 / 11.6	11.6	12.3	C	WLOK	
8	WMC-F	CHR/AC	89 / 6.0	6.0	7.8	8.2	6.4	7.0	1631 / 16.2	17.4	17.4	F	WMC-F	
9	WSRR-F	CL HITS	78 / 5.2	3.8	2.8	3.7	3.2	3.9	1361 / 14.4	10.8	11.7	D	WSRR-F	
	WGKX-F	C	78 / 5.2	5.5	6.1	6.5	5.8	5.8	1466 / 15.5	14.8	15.9	G	WGKX-F	
11	WOGY-F	C	68 / 4.4	4.2	4.8	3.9	3.4	4.3	1073 / 11.4	12.6	9.9	C	WOGY-F	
12	WPLX	ST	38 / 2.4	2.7	2.3	1.4	1.0	2.2	331 / 3.5	3.2	2.0		WPLX	
13	WMC	N/T	35 / 2.3	3.1	3.2	4.0	4.5	3.2	691 / 7.3	9.2	10.8	D	WMC	
14	WRXQ-F	AOR-NR	34 / 2.3	1.9	2.2	2.6	3.1	2.3	804 / 8.5	7.5	9.5	C	WRXQ-F	
15	WREC	T	29 / 1.9	1.3	1.4	1.7	1.3	1.6	647 / 6.9	5.9	5.6	A	WREC	
16	WMFS-F	AOR	27 / 1.8	2.4	2.0	1.7	2.8	2.0	620 / 6.6	6.9	6.5	B	WMFS-F	
17	WJCE	B/O	24 / 1.6	1.6	1.6	2.4	2.3	1.8	445 / 4.7	4.8	6.6	A	WJCE	
18	WCRV	REL	21 / 1.4	1.7	1.9	1.9	2.3	1.7	372 / 3.9	4.6	5.9		WCRV	
19	KWAM	REL	17 / 1.1	0.6	0.7				336 / 3.6	1.8			KWAM	

12+ FM Share (Metro): 71.26 % ( 962 of 1350 ) ( Summer 96: 68.41 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KXHT-F <	1 WHRK-F >	1 WHRK-F	1 KJMS-F <	1 KJMS-F <	1 WDIA <	1 WHRK-F <	1 WRVR-F <	1 WHRK-F	1 KXHT-F	1 KJMS-F
2 WHRK-F >>	2 WEGR-F <	2 KJMS-F <	2 WEGR-F <	2 WRVR-F	2 WRVR-F	2 WEGR-F <	2 WHRK-F	2 KXHT-F <	2 WHRK-F	2 WHRK-F <
3 KJMS-F <	3 WEGR-F	3 WHRK-F	3 WHRK-F	3 WEGR-F <	3 WLOK	3 WMC-F <	3 KJMS-F <	3 KJMS-F	3 KJMS-F >	3 KXHT-F >
4 KXHT-F <	4 WMC-F <	4 WSRR-F	4 WHRK-F	4 WHRK-F	4 WGKX-F	4 WLOK <	4 WEGR-F <	4 WRVR-F <	4 WRVR-F	4 WRVR-F
5 WMC-F	5 WRVR-F <	5 WRVR-F <	5 WMC-F <	5 WMC-F <	5 KJMS-F	5 WDIA <	5 WSRR-F <	5 WEGR-F <	5 WSRR-F <	5 WSRR-F <
6 WSRR-F	6 WSRR-F	6 WMC-F	6 WSRR-F	6 WSRR-F	6 WEGR-F <	6 WRVR-F	6 WMC-F <	6 WSRR-F	6 WLOK <	6 WLOK <
7 WOGY-F <	7 KXHT-F <	7 WDIA	7 WDIA	7 WDIA	7 WSRR-F <	7 WGKX-F	7 WGKX-F	7 WMC-F <	7 WDIA <	7 WDIA <
	8 WDIA <	8 WOGY-F <	8 WLOK	8 WLOK		8 KJMS-F <	8 WDIA <	8 WLOK <	8 WOGY-F <	8 WOGY-F <
	9 WOGY-F <	9 WLOK	9 WLOK	9 WOGY-F		9 WOGY-F	9 KXHT-F <	9 WGKX-F		
								WDIA		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KXHT-F <	1 WHRK-F >	1 WHRK-F	1 WHRK-F <	1 WMC-F <	1 KXHT-F	1 WEGR-F	1 WEGR-F	1 WEGR-F >	1 WEGR-F
2 WHRK-F >>	2 WMC-F	2 WMC-F	2 KJMS-F	2 KJMS-F <	2 WHRK-F >	2 WHRK-F	2 WSRR-F >	2 WHRK-F <	2 WSRR-F
3 KJMS-F	KJMS-F	3 KJMS-F >>	3 WMC-F	3 WRVR-F <	3 WEGR-F	3 WSRR-F <	3 WHRK-F <	3 WSRR-F	3 KJMS-F <
4 WMC-F	4 KXHT-F >	4 WSRR-F	4 WRVR-F	4 WHRK-F	4 WMFS-F	4 KXHT-F	4 WMC-F	4 KJMS-F	4 WHRK-F <
5 WOGY-F	5 WOGY-F	5 WGKX-F	5 WDIA <	5 WDIA	5 KJMS-F	5 WMFS-F <	5 KJMS-F	5 WRVR-F	5 WRVR-F
6 WEGR-F	6 WEGR-F	KWAM	6 WLOK	6 WLOK	WRXQ-F >	6 KJMS-F	6 WMFS-F	6 KXHT-F <	6 WOGY-F <
	7 KWAM	WOGY-F	7 KXHT-F <	7 WSRR-F		7 WMC-F >	7 WOGY-F	7 WOGY-F	7 WDIA
			8 WOGY-F <	8 WGKX-F				8 WMFS-F <	8 WMC-F
									WGKX-F

Other Rated Stations	Metro Share	Cume Rating
KHLS-F	C	96.3 Blytheville, AR 0.6 1.0
WAVN	REL	1240 Southaven, MS 0.5 0.9
WBBP	REL	1480 Memphis 0.9 3.1
WHBQ	SPRTS	560 Memphis 0.5 2.5
WKBL-F	C	93.5 Covington 0.4 0.8
WKRA-F	B/O	92. Holly Spgs., MS 0.3 1.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KFIN-F	C	107.9 Jonesboro, AR 0.3 1.0
KIYS-F	CHR	101.9 Jonesboro, AR 0.4 1.2

# MEMPHIS

Consolidation Report	12+	25-54	Revenue
<b>Barnstable</b>	10.4 %	12.4 %	19.3 %
WGKX-FM, WSRR-FM			
<b>Clear Channel</b>	35.7 %	38.0 %	38.5 %
WHRK-FM, KWAM-AM, WRXQ-FM, WDIA-AM, WEGR-FM, WREC-AM, KJMS-FM			
<b>Flinn</b>	7.4 %	2.9 %	2.0 %
WOWW-AM, WJOI-FM, WHBQ-AM, KXHT-FM			
<b>Sinclair TV</b>	13.0 %	15.7 %	19.8 %
WOGY-FM, WRVR-FM, WJCE-AM			
	<b>66.5 %</b>	<b>69.0 %</b>	<b>79.6 %</b>

## AM Stations

Call	Freq	Power	Day	Genre	Net	Rate	Agency	Market	
KWAM	990	10 kw	Days, DA	Black Gospel	Westwd	\$ NA	Clr Chnl	Clear Channel	
WCRV	640	50 kw/480 w	(DA-N)	Religion		\$<20.00	---	Eott	Collierville
WDIA	1070	50 kw/5 kw	(DA-2)	Black	ABC	\$48.00	Clr Chnl	Clear Channel	
WJCE	680	10 kw/5 kw	(DA-N)	Black Oldies	ABC	\$20.00	Allied	Sinclair TV	
WLOK	1340	1 kw		Gospel		\$33.00	Unirep		
WMC	790	5 kw	(DA-N)	News/Talk	ABC	\$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	Clr Chnl	Clear Channel	

## FM Stations

Call	Freq	Power	Genre	Net	Rate	Agency	Market	
KJMS	101.1	100 kw @ 450	Black	CBS, ABC	\$45.00	Clr Chnl	Clear Channel	
KXHT	107.1	3 kw @ 328	Black		\$17.00	Williams	Flinn	Marion, AR
WEGR	102.7	100 kw @ 900	AOR	Westwd, ABC	\$98.00	Clr Chnl	Clear Channel	
WGKX	105.9	100 kw @ 984	Country		\$115.00	Katz	Barnstable	
WHRK	97.1	100 kw @ 531	Black	Westwd	\$105.00	Clr Chnl	Clear Channel	
WMC	99.7	300 kw @ 908	CHR/AC	Source	\$82.00	Mc-Guild	Raycom	
WMFS	92.9	6 kw @ 328	AOR		\$21.00	---		Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	Allied	Sinclair TV	Germanatown
WRVR	104.5	100 kw @ 750	AC		\$125.00	Allied	Sinclair TV	
WRXQ	95.7	6 kw @ 328	AOR-New Rock		\$24.00	Clr Chnl	Clear Channel	Olive Branch, MS
WSRR	98.1	100 kw @ 768	Classic Hits		\$54.00	Katz	Barnstable	Millington

Notes: 6/97 KANG-F changed calls to KXHT-F ("Hot 107.1"); remains Black . . . 8/97 WJOI-F (107.5; Germanatown) changed to CHR ("Kiss 107.5")

Jim Duncan

Comments: WHRK-F is being hurt by newcomer KXHT-F, and fell to its lowest share since 1984 . . . Listening levels are trending downward . . . WSRR-F showed a strong increase

# MIAMI-FT. LAUDERDALE

Arbitron Rank: 11 Pop (12+): 2,984,300  
 MSA Rank: 24-Mia.; 39-Ft. L.  
 MSA Pop: 3,510,000  
 DMA: 16  
 Average Persons Rating: 19.5  
 Market TSL in Hours: 26.00

Stations: 38 / 35  
 Diaries: 4,791/623:1/45.6%  
 Sample Target: 4,710  
 % Below Line: 2.8  
 % Not Listed: 8.8  
 Pop per Station: 85,266

Last Year's Revenue: \$174,500,000  
 Household Income: \$34,743  
 Retail Dollars: \$40.5 Bil.  
 #1 Biller: WAMR-F \$12,700,000  
 #1 Billing Portfolio:  
 Clear Channel \$48,140,000

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									H	Level
1	WPOW-F	CHR	353 / 6.1	5.3	5.1	5.7	4.9	5.5	5644 / 18.9	18.3	17.9	H	WPOW-F
2	WEDR-F	B	310 / 5.3	4.9	5.4	5.5	5.9	5.3	4487 / 15.0	13.7	13.7	I	WEDR-F
3	WHQT-F	B/AC	303 / 5.2	5.2	4.8	4.8	5.3	5.0	4138 / 13.9	13.6	13.9	H	WHQT-F
4	WLYF-F	SAC	292 / 5.0	4.8	4.8	4.4	5.4	4.8	4246 / 14.2	12.0	13.1	H	WLYF-F
5	WAMR-F	SP	277 / 4.8	4.6	5.4	4.4	5.6	4.8	2995 / 10.0	10.1	10.2	I	WAMR-F
6	WAQI	SP	258 / 4.4	4.3	3.9	3.9	4.7	4.1	1936 / 6.5	7.0	6.9	G	WAQI
7	WKIS-F	C	223 / 3.8	4.2	3.8	3.1	3.6	3.7	2875 / 9.6	9.8	9.2	H	WKIS-F
8	WRMA-F	SP	213 / 3.7	4.0	3.7	4.5	4.3	4.0	2762 / 9.3	10.4	10.4	H	WRMA-F
9	WHYI-F	CHR/AC	210 / 3.6	3.3	3.9	3.5	3.8	3.6	4310 / 14.4	12.8	14.8	H	WHYI-F
	WMXJ-F	O	210 / 3.6	3.1	3.1	3.5	3.9	3.3	3337 / 11.2	9.5	11.3	H	WMXJ-F
11	WXDJ-F	SP	207 / 3.6	3.3	3.1	4.4	3.0	3.6	2837 / 9.5	9.2	9.0	H	WXDJ-F
12	WLVE-F	J	197 / 3.4	4.0	3.7	3.1	3.0	3.5	2967 / 9.9	10.3	9.3	H	WLVE-F
13	WZTA-F	AOR	193 / 3.3	3.5	3.6	3.3	3.9	3.4	2937 / 9.8	9.5	10.4	H	WZTA-F
14	WFLC-F	AC	181 / 3.1	3.8	3.1	2.8	2.7	3.2	3478 / 11.7	13.1	10.3	H	WFLC-F
15	WTMI-F	CL	160 / 2.8	3.1	2.5	2.7	2.7	2.8	2117 / 7.1	8.4	6.8	F	WTMI-F
16	WBGJ-F	CL AOR	157 / 2.7	2.6	2.8	2.4	2.5	2.6	3023 / 10.1	10.0	8.3	D	WBGJ-F
17	WQBA	SP	145 / 2.5	2.0	2.7	2.5	2.3	2.4	1424 / 4.8	4.5	4.5	E	WQBA
18	WQAM	SPRTS	141 / 2.4	1.4	1.6	1.8	2.3	1.8	2150 / 7.2	5.1	6.5	G	WQAM
19	WPLL-F	AOR-P	135 / 2.3	2.1	2.2	2.0	2.5	2.2	2975 / 10.0	9.2	9.9	F	WPLL-F
20	WCMQ-F	SP	125 / 2.2	2.2	3.1	2.8	2.2	2.6	1559 / 5.2	5.3	5.4	F	WCMQ-F
21	WCMQ	SP	124 / 2.1	2.4	2.1	2.0	2.0	2.2	1262 / 4.2	4.4	4.5	F	WCMQ
22	WINZ	N/T	106 / 1.8	2.1	2.2	2.0	1.5	2.0	2045 / 6.9	7.8	6.6	F	WINZ
23	WJNA	ST	100 / 1.7	1.8	2.1	0.3		1.5	1076 / 3.6	3.7			WJNA
24	WRTO-F	SP	91 / 1.6	1.9	1.9	1.5	1.4	1.7	1819 / 6.1	7.5	6.6	F	WRTO-F
25	WIOD	N/T	82 / 1.4	2.2	2.4	3.3	3.4	2.3	1360 / 4.6	7.3	8.6	H	WIOD
26	WSUA	SP	79 / 1.4	1.5	1.4	1.7	1.3	1.5	700 / 2.3	2.6	2.3	B	WSUA
27	WAVS	E	74 / 1.3	0.9	1.0	1.2	0.9	1.1	713 / 2.4	2.3	2.2		WAVS

12+ FM Share (Metro): 73.62 % ( 3898 of 5295 ) ( Summer 96: 73.84 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPOW-F >>	1 WPOW-F	1 WHQT-F <	1 WHQT-F	1 WHQT-F	1 WAQI <	1 WAMR-F	1 WLYF-F	1 WPOW-F	1 WPOW-F	1 WEDR-F <
2 WEDR-F >>	2 WEDR-F	2 WPOW-F <	2 WEDR-F <	2 WEDR-F	2 WLYF-F	2 WHQT-F <	2 WPOW-F	2 WLYF-F <	2 WAQI	2 WAQI
	3 WHYI-F	3 WEDR-F	3 WHYI-F <	WAMR-F <	3 WAMR-F	3 WBGJ-F <	3 WHQT-F <	3 WEDR-F <	3 WHQT-F <	WPOW-F
	WZTA-F <	4 WHYI-F <	4 WAMR-F	4 WXDJ-F <	4 WMXJ-F <	4 WAQI <	4 WAMR-F <	4 WHQT-F	4 WEDR-F >	4 WHQT-F
	5 WHQT-F >	5 WZTA-F <	WPOW-F	5 WHYI-F <	5 WHQT-F	5 WPOW-F	5 WKIS-F	5 WKIS-F <	5 WCMQ	
	6 WAMR-F <	6 WAMR-F	6 WXDJ-F <	6 WPOW-F	WLVE-F	WLYF-F <	WRMA-F	6 WHYI-F <	6 WLYF-F <	
	7 WXDJ-F	7 WFLC-F <	7 WFLC-F <	WLYF-F <	WRMA-F	7 WEDR-F <	WEDR-F <	7 WAQI	7 WQAM	
	WFLC-F	8 WXDJ-F <	8 WBGJ-F <	8 WKIS-F	8 WTMI-F	8 WQBA <	8 WMXJ-F <	8 WZTA-F <	8 WLVE-F	
	WBGJ-F	9 WBGJ-F <	9 WLVE-F	WLVE-F <	WKIS-F	9 WAQI <	9 WAMR-F <			
	WPLL-F		WZTA-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 WPOW-F	1 WPOW-F <	1 WHYI-F	1 WHQT-F	1 WHQT-F	1 WPOW-F	1 WPOW-F <	1 WZTA-F	1 WZTA-F <	1 WBGJ-F <
2 WEDR-F >	2 WEDR-F <	2 WHQT-F	2 WEDR-F	2 WLYF-F <	2 WZTA-F <	2 WZTA-F	2 WPOW-F	2 WPOW-F	2 WZTA-F <
3 WHQT-F	3 WHYI-F <	3 WEDR-F <	3 WPOW-F <	3 WEDR-F	3 WEDR-F >>	3 WEDR-F	3 WHYI-F	3 WEDR-F <	3 WHQT-F <
	WHYI-F >	4 WHQT-F >	4 WPOW-F	4 WHYI-F	4 WXDJ-F <	4 WHQT-F	4 WBGJ-F <	4 WBGJ-F	4 WAMR-F
	5 WAMR-F	5 WXDJ-F	5 WAMR-F <	5 WAMR-F <	5 WPLL-F	5 WHQT-F <	5 WEDR-F	5 WHQT-F	5 WEDR-F <
	WFLC-F <	6 WLYF-F <	WLYF-F <	6 WLYF-F <	WHYI-F	6 WBGJ-F	6 WHQT-F <	6 WAMR-F	6 WKIS-F
	7 WPLL-F	7 WXDJ-F <	7 WKIS-F <	7 WXDJ-F <	WHYI-F	7 WPLL-F <	7 WFLC-F	7 WFLC-F	7 WFLC-F
	8 WFLC-F	8 WAMR-F <	8 WFLC-F <	8 WLVE-F <	WRTO-F	7 WPLL-F <	7 WFLC-F	WHYI-F <	WFLC-F
		9 WFLC-F <	9 WLVE-F <	9 WPOW-F	WBGJ-F >	8 WFLC-F <	WPLL-F <	8 WFLC-F <	8 WFLC-F <
								9 WXDJ-F <	9 WXDJ-F <

# MIAMI-FT. LAUDERDALE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
<b>Beasley</b> WQAM-AM, WKIS-FM, WPOW-FM	12.3 %	11.3 %	13.4 %	WACC	SP	830	Hialeah	0.8	1.6
<b>Clear Channel</b> WHYI-FM, WPLL-FM, WZTA-FM, WIOD-AM, WINZ-AM, WLVE-FM, WFTL-AM, WBGG-FM	19.3 %	23.7 %	27.6 %	WAXY	T	790	S Miami	0.3	2.2
<b>Cox</b> WFLC-FM, WHQT-FM	8.3 %	11.0 %	9.5 %	WEXY	G	1520	Wilton Manors	0.4	0.7
<b>Heftel</b> WQBA-AM, WAMR-FM, WRTO-FM, WAQI-AM	13.3 %	9.9 %	15.1 %	WFTL	T	1400	Fl. Lauderdale	0.8	2.5
<b>Jefferson-Pilot</b> WLYF-FM, WAXY-AM, WMXJ-FM	8.9 %	9.0 %	9.9 %	WJNO	N/T	1040	Boynton Beach	0.6	1.9
<b>Local</b> WRHC-AM WWFE-AM	0.3 %	0.3 %	1.0 %	WKAT	SP	1360	Miami Beach	0.3	1.2
<b>SBS</b> WCMQ-FM WRMA-FM, WSKP-FM, WXDJ-FM	9.5 %	12.1 %	14.4 %	WMBM	G/B	1490	Miami Beach	0.9	1.9
	71.9 %	77.3 %	90.9 %	WVCG	E	1080	Coral Gables	0.6	1.9
				WWFE	SP	670	Miami	0.3	1.1
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	
				WEAT-F	SAC	104.3	W Palm Beach	0.5	2.4
				WRMF-F	AC	97.9	Palm Beach	0.6	2.7

## AM Stations

Station	Freq	Power	Daypart	Demographic	Revenue	Advertiser	Agency
WAQI	710	50 kw	(DA-2)	Hispanic	\$82.00	Katz Hisp.	Heftel
WAJS	1170	5 kw/250 w	(DA-N)	Ethnic	\$ NA	---	Davie
WCMQ	1210	25 kw/2.5 kw	(DA-2)	Hispanic (News)	\$65.00	SBS	1-on-1
WINZ	940	50 kw	(DA-N)	News/Talk	ABC, CNN	\$73.00	Eastman
WIOD	610	10 kw	(DA-2)	News/Talk	Westwd	\$156.00	Katz
WQAM	560	5 kw/1 kw		Sports	Westwd	\$80.00	D&R
WQBA	1140	50 kw/10 kw	(DA-N)	Hispanic		\$67.00	Katz Hisp.
WSUA	1260	5 kw	(DA-2)	Hispanic		\$41.00	---

## FM Stations

Station	Freq	Power	Daypart	Demographic	Revenue	Advertiser	Agency
WAMR	107.5	96 kw	@ 1005	Hispanic	\$190.00	Katz Hisp.	Heftel
WBGG	105.9	100 kw	@ 1024	Classic AOR	\$84.00	Clr Chnl	Clear Channel
WCMQ	92.3	31 kw	@ 618	Hispanic	\$69.00	SBS	SBS
WEDR	99.1	100 kw	@ 919	Black	CBS	\$185.00	Sentry
WFLC	97.3	100 kw	@ 1005	AC		\$177.00	Christal
WHQT	105.1	100 kw	@ 1006	Black AC		\$150.00	Christal
WHYI	100.7	100 kw	@ 1005	CHR/AC		\$176.00	Clr Chnl
WKIS	99.9	100 kw	@ 984	Country	Westwd	\$158.00	D&R
WLVE	93.9	100 kw	@ 1006	Jazz		\$148.00	Eastman
WLYF	101.5	100 kw	@ 810	Soft AC		\$170.00	CBS
WMXJ	102.7	100 kw	@ 1006	Oldies		\$168.00	CBS
WPLL	103.5	100 kw	@ 1006	Prog AOR		\$85.00	Eastman
WPOW	96.5	100 kw	@ 1006	CHR	Source	\$180.00	D&R
WRMA	106.7	100 kw	@ 984	Hispanic AC		\$165.00	---
WRTO	98.3	100 kw	@ 1407	Hispanic		\$75.00	Katz Hisp.
WTMI	93.1	100 kw	@ 1006	Classical		\$95.00	Allied
WXDJ	95.7	45 kw	@ 531	Hispanic		\$135.00	---
WZTA	94.9	100 kw	@ 1006	AOR		\$163.00	Katz

Notes: WJNA -- See West Palm Beach

Jim Duncan

Comments: WPOW-F had its highest share in more than two years . . . Listening levels are up slightly in the short term . . . Most stations were relatively steady compared to the last rating period

# MILWAUKEE-RACINE

Arbitron Rank: 29 Pop (12+): 1,342,500	Stations: 34 / 28	Last Year's Revenue: \$58,500,000
MSA Rank: 37	Diaries: 2,908/462:1/55.3%	Household Income: \$48,059
MSA Pop: 1,460,000	Sample Target: 2,670	Retail Dollars: \$15.0 Bil.
DMA: 31	% Below Line: 2.1	#1 Biller: WTMJ \$10,600,000
Average Persons Rating: 16.8	% Not Listed: 9.2	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 47,946	Journal Co. \$14,200,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WTMJ	236 / 10.4	8.9	9.3	10.5	10.5	9.8	3657 / 27.2	24.2	27.6	H	WTMJ
2	WMIL-F	185 / 8.2	7.7	7.6	8.0	9.0	7.9	2340 / 17.4	17.5	19.3	G	WMIL-F
3	WKLF-F	181 / 7.1	6.9	6.8	6.7	7.6	6.9	2320 / 17.3	18.0	17.6	H	WKLF-F
4	WKKV-F	154 / 6.8	6.1	7.4	7.4	6.0	6.9	1910 / 14.2	13.4	12.4	D	WKKV-F
5	WLZR-F	134 / 5.9	7.0	6.9	6.8	6.0	6.7	2229 / 16.6	16.5	17.0	F	WLZR-F
6	WOKY	129 / 5.7	5.6	5.6	5.7	6.1	5.7	1472 / 11.0	10.7	12.1	D	WOKY
7	WKTI-F	126 / 5.6	6.0	5.6	5.5	6.4	5.7	2790 / 20.8	19.9	18.8	H	WKTI-F
8	WXPT-F	97 / 4.3	1.7	1.2	0.8	0.5	2.0	1928 / 14.4	6.4	2.2		WXPT-F
9	WISN	95 / 4.2	5.0	5.7	5.3	5.0	5.1	1522 / 11.3	12.8	12.6	D	WISN
10	WMYX-F	87 / 3.8	5.2	5.4	5.4	4.4	5.0	2217 / 16.5	17.3	13.7	D	WMYX-F
11	WZTR-F	85 / 3.8	4.7	4.0	4.1	4.1	4.1	1751 / 13.0	15.3	14.3	D	WZTR-F
12	WLTO-F	80 / 3.5	4.1	3.9	3.1	2.8	3.7	1273 / 9.5	10.7	8.9	D	WLTO-F
13	WJZI-F	77 / 3.4	2.7	2.7	2.7	3.1	2.9	999 / 7.4	8.5	7.9	C	WJZI-F
14	WLUM-F	74 / 3.3	3.2	3.8	3.7	4.0	3.5	1941 / 14.5	12.9	13.6	D	WLUM-F
15	WAMG-F	58 / 2.5	1.6	2.2	2.4	2.0	2.2	1110 / 8.3	7.2	7.7	D	WAMG-F
16	WFMR-F	48 / 2.0	2.3	1.8	1.9	1.9	2.0	870 / 6.5	6.0	5.8	C	WFMR-F
17	WMCS	38 / 1.7	1.9	1.8	1.9	1.6	1.8	595 / 4.4	4.4	5.0		WMCS
18	WNOV	29 / 1.3	1.4	1.5	2.1	2.0	1.6	537 / 4.0	4.4	5.1		WNOV
19	WEZY-F	24 / 1.1	1.9	1.6	1.5	1.3	1.5	440 / 3.3	3.7	2.7		WEZY-F

12+ FM Share (Metro): 70.87 % ( 1455 of 2053 ) ( Summer 96: 68.00 % )

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 WKLF-F	1 WKLF-F >	1 WKLF-F >	1 WTMJ >	1 WTMJ	1 WTMJ <	1 WTMJ	1 WTMJ <	1 WTMJ >
2 WLUM-F >	2 WKKV-F	2 WLZR-F <	2 WKTI-F <	2 WMIL-F <	2 WOKY <	2 WLZR-F <	2 WMIL-F <	2 WISN <	2 WKKV-F >	2 WKKV-F >
3 WXPT-F <	3 WXPT-F <	3 WKKV-F <	3 WLZR-F <	3 WTMJ <	3 WMIL-F	3 WKLF-F <	3 WKLF-F	3 WKKV-F <	3 WMIL-F	3 WMIL-F
4 WLZR-F	4 WKTI-F	4 WKTI-F	4 WMIL-F	4 WKTI-F <	4 WKLF-F	4 WMIL-F	4 WOKY	4 WMIL-F	4 WLTO-F	
	5 WKLF-F <	WMIL-F	5 WTMJ <	5 WLZR-F	5 WISN	5 WKTI-F >	5 WKTI-F <	5 WKLF-F	5 WLZR-F <	
	6 WMIL-F	6 WXPT-F <	6 WKKV-F	6 WKKV-F <	6 WJZI-F <	6 WOKY <	6 WISN <	6 WKTI-F <	6 WXPT-F <	
	7 WLUM-F <	7 WTMJ	7 WXPT-F <	7 WZTR-F <	7 WZTR-F <	7 WKKV-F	7 WLZR-F	7 WOKY <	7 WLUM-F <	
	8 WMYX-F >	8 WMYX-F	8 WJZI-F <	8 WJZI-F <	8 WLTO-F		8 WKKV-F <	8 WXPT-F <	8 WMYX-F	
			9 WMYX-F <	9 WMYX-F <			9 WXPT-F <	9 WLZR-F	9 WKLF-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 WKKV-F	1 WKTI-F	1 WKTI-F	1 WKTI-F	1 WLZR-F >>	1 WLZR-F >>	1 WLZR-F >	1 WKLF-F	1 WKLF-F >
2 WXPT-F <	2 WKTI-F <	2 WKKV-F	2 WKKV-F	2 WMIL-F	2 WKKV-F	2 WKLF-F	2 WKLF-F >	2 WLZR-F >	2 WLZR-F
3 WMIL-F <	3 WXPT-F	3 WXPT-F	3 WMIL-F	3 WKLF-F <	3 WLUM-F	3 WXPT-F <	3 WXPT-F	3 WTMJ <	WTMJ
4 WKTI-F	4 WMIL-F <	4 WKLF-F	4 WMYX-F	4 WMYX-F	WXPT-F	4 WKKV-F	4 WKKV-F <	4 WMIL-F <	4 WMIL-F
5 WLUM-F	5 WMYX-F	5 WLZR-F	5 WKLF-F <	5 WLTO-F <	5 WMIL-F	5 WMIL-F <	5 WKTI-F	5 WKKV-F <	5 WISN
WMYX-F >>	6 WLZR-F	WMYX-F	6 WXPT-F	6 WKKV-F <	6 WKTI-F	6 WLUM-F <	WMIL-F	6 WXPT-F	WZTR-F
	WKLF-F	7 WMIL-F >	7 WLTO-F	7 WTMJ	WKLF-F >	7 WKTI-F >	7 WTMJ	7 WKTI-F <	7 WJZI-F <
			8 WLZR-F	8 WJZI-F			8 WLUM-F	8 WLUM-F <	8 WKKV-F <
			WJZI-F <	WZTR-F <					9 WXPT-F

Other Rated Stations		Metro Share	Cume Rating
WAUK	SPRTS 1510 Waukesha	0.6	1.7
WBWI-F	C 92.5 W. Bend	0.6	2.5
WEMP	O 1250 Milwaukee	0.6	2.1
WEXT-F	C 104.7 Sturtevant	0.8	2.1
WGLB	G 1560 Pt. Washington	0.4	0.6
WRJN	T 1400 Racine	0.3	1.1
WTKM-AF	C 104.9 Hartford	0.8	1.7

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WBBM	N 780 Chicago	0.3	1.8
WGN	FS/T 720 Chicago	0.5	2.2
WIL-F	AOR 95.1 Kenosha	0.5	1.7
WIND	SP 560 Chicago	0.3	0.5
WNIB-F	CL 97.1 Chicago	0.4	0.8
WNIZ-F	CL 96.9 Zion, IL	0.1	0.4



# MILWAUKEE-RACINE

Consolidation Report	12+	25-54	Revenue
<b>All-Pro/Shamrock JOA</b> WLUM-FM, WJZI-FM, WMCS-AM	8.4 %	9.4 %	7.4 %
<b>Bliss, semi-duop</b> WBKV-AM, WBWI-FM, WRJN-AM, WEZY-FM	2.0 %	8.8 %	%
<b>Clear Channel</b> WOKY-AM, WMIL-FM, WZTR-FM, WKKV-FM	24.5 %	19.1 %	23.6 %
<b>Saga</b> WLZR-FM, WJYI-AM, WFMR-FM, WXPT-FM, WKLH-FM	19.3 %	24.1 %	21.5 %
<b>Sinclair TV</b> WAMG-FM, WMYX-FM, WEMP-AM	6.9 %	8.4 %	8.4 %
	<b>61.1 %</b>	<b>69.8 %</b>	<b>60.9 %</b>

## AM Stations

Station	Power	Time	Format	Company	Price	Buyer	Seller	Notes
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, Westwd	\$60.00	Katz	Hicks, Muse, pend	
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Banner	All Pro	Greenfield
WNOV	860	250 w/5 w	Black/Gospel	AURN	\$22.00	---		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN	\$51.00	Allied	Clear Channel	
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	CBS, Talknt	\$139.00	Chrstal	Journal Co.	

## FM Stations

Station	Freq	Power	Format	Company	Price	Buyer	Seller	Notes
WAMG	103.7	19.5 kw @ 840	AC/CHR	Westwd	\$52.00	Sentry	Sinclair TV	Wauwatosa
WEZY	92.1	2.7 kw @ 492	Easy Listening		\$ NA	Christal	WRJN	Racine
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Mc-Guild	Saga	Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Clr Chnl	Clear Channel	Racine
WKLH	96.5	20 kw @ 807	Classic AOR		\$150.00	Mc-Guild	Saga	
WKTI	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Co	
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC	\$66.00	Katz	Hicks, Muse, pend.	
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		\$135.00	Allied	Clear Channel	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	Sentry	Sinclair TV	
WTKM	104.9	5.8 kw @ 300	Classic Country		\$ NA	---		Hartford
WXPT	106.9	6 kw @ 328	Modern AC		\$ NA	Mc-Guild	Saga	Brookfield
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clear Channel	

Notes: 8/97 Joint Operating Agreement set up by All-Pro (WMCS/WLUM-F) and Shamrock (WJZI-F) . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WISN for \$10,000,000; WLTQ-F for \$19,000,000

Jim Duncan

Comments: WXPT-F is showing good growth, and WMYX-F had its lowest share in two years . . . Besides these events, not much is happening in the market

# MINNEAPOLIS-ST. PAUL

Arbitron Rank: 16 Pop (12+): 2,227,400  
 MSA Rank: 12  
 MSA Pop: 2,770,000  
 DMA: 14  
 Average Persons Rating: 16.9  
 Market TSL in Hours: 22.00

Stations: 23 / 22  
 Diaries: 3,443/647:1/55.4%  
 Sample Target: 3,440  
 % Below Line: 0.5  
 % Not Listed: 17.5  
 Pop per Station: 101,245

Last Year's Revenue: \$112,400,000  
 Household Income: \$53,125  
 Retail Dollars: \$29.8 Bil.  
 #1 Biller: KQRS-AF \$20,200,000  
 #1 Billing Portfolio: Chancellor \$39,300,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WCCO	FS	435 / 11.6	11.5	13.0	12.3	11.4	12.1	6086 / 27.3	27.4	27.5	J WCCO
2	KQRS-F	CL AOR	396 / 10.5	10.4	11.3	11.9	11.9	11.0	5895 / 26.5	26.0	27.9	J KQRS-F
3	KDWB-F	CHR	305 / 8.1	6.9	6.4	7.5	7.5	7.2	5576 / 25.0	22.6	22.9	H KDWB-F
4	KEEY-F	C	281 / 7.5	6.9	6.4	5.6	5.7	6.6	3885 / 17.4	15.9	15.6	G KEEY-F
5	WLTE-F	SAC	245 / 6.5	6.7	6.8	6.1	4.9	6.5	3920 / 17.8	16.9	14.3	H WLTE-F
6	KSTP-F	AC	231 / 6.1	5.2	5.4	5.3	5.8	5.5	5304 / 23.8	20.2	20.0	H KSTP-F
7	KQQL-F	O	199 / 5.3	5.0	5.4	5.1	5.2	5.2	3841 / 17.2	16.9	17.9	G KQQL-F
8	KTCZ-F	AOR-P	170 / 4.5	4.4	3.6	3.8	3.8	4.1	3376 / 15.2	13.6	13.3	G KTCZ-F
9	KEGE-F	AOR-NR	168 / 4.5	4.6	5.6	6.0	6.7	5.2	3608 / 16.2	16.0	19.8	H KEGE-F
	KSTP	N/T	168 / 4.5	5.0	5.2	5.4	4.9	5.0	2496 / 11.2	10.7	11.3	E KSTP
11	WRQC-F	AOR	116 / 3.1	4.5	4.3	5.0	5.3	4.2	2405 / 10.8	14.4	15.1	E WRQC-F
12	KMJZ-F	J	110 / 2.9	3.1	2.4	2.4	3.0	2.7	1940 / 8.7	8.9	8.4	D KMJZ-F
13	KLBB-AA	ST	71 / 1.9	2.5	2.7	2.3	1.8	2.3	1120 / 5.0	5.3	5.5	C KLBB-AA
14	KXXP-F	AOR	52 / 1.4	1.9	1.6	1.4	1.8	1.6	1075 / 4.8	5.6	5.0	C KXXP-F
15	KFAN	SPRTS	51 / 1.4	1.8	1.8	2.1	1.5	1.8	1073 / 4.8	6.0	5.5	E KFAN

12+ FM Share (Metro): 75.41 % ( 2343 of 3107 ) ( Summer 96: 75.36 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDWB-F >>	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >>	1 KQRS-F	1 KQRS-F <	1 WCCO <	1 KDWB-F <	1 WCCO >
2 KEGE-F >>	2 KDWB-F <	2 KSTP-F	2 KSTP-F	2 KSTP-F <	2 KQRS-F <	2 WCCO >>	2 WLTE-F <	2 KDWB-F	2 WCCO	2 KDWB-F
	3 KSTP-F	KDWB-F <	3 KEEY-F <	3 KEEY-F <	3 WLTE-F <	3 KEEY-F <	3 WCCO <	3 KEEY-F <	3 KEGE-F	3 KQRS-F
	4 KEEY-F <	4 KEEY-F	4 KTCZ-F <	4 WLTE-F <	4 KQQL-F <	4 KDWB-F	4 KEEY-F	4 KQRS-F	4 KEEY-F <	
	5 KEGE-F	5 KTCZ-F <	5 KDWB-F	5 WCCO <	5 KEEY-F	5 WLTE-F	5 KDWB-F	5 WLTE-F <	5 KSTP-F	
	6 WRQC-F <	6 WLTE-F	WLTE-F <	6 KQQL-F <	6 KSTP	6 WRQC-F <	6 KSTP-F <	6 KSTP-F	6 KQRS-F <	
	7 KTCZ-F	7 KQQL-F	7 KQQL-F	7 KTCZ-F <	7 KSTP-F <	7 KSTP-F	7 KSTP <	7 KQQL-F <	7 WLTE-F	
			8 WCCO	8 KDWB-F	8 KMJZ-F <		8 KQQL-F <	8 KSTP <	8 KQQL-F	
				9 KSTP			9 KTCZ-F >	9 KTCZ-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 KDWB-F >>	1 KDWB-F	1 KSTP-F	1 KDWB-F	1 WLTE-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>
2 KEGE-F	2 KSTP-F <	KQRS-F	2 KSTP-F <	2 KSTP-F <	2 KEGE-F >	2 WRQC-F	2 WRQC-F >	2 KEEY-F <	2 KSTP
3 KEEY-F	3 KQRS-F	3 KDWB-F >	3 KQRS-F <	3 KQRS-F	3 KDWB-F	3 KEGE-F	3 KSTP <	3 WRQC-F <	WCCO <
4 KSTP-F	4 KEEY-F	4 KTCZ-F <	4 WLTE-F	4 KDWB-F <	4 KEEY-F <	4 KSTP-F <	4 KSTP-F	4 KTCZ-F <	4 KEEY-F <
5 KQRS-F <	5 WLTE-F <	5 KEEY-F <	5 KEEY-F	5 KEEY-F	5 KSTP-F	5 KEEY-F	5 KEEY-F <	5 KSTP-F <	5 KQQL-F <
6 WLTE-F >>	6 KTCZ-F <	6 WLTE-F >>	6 KTCZ-F <	6 KQQL-F <	6 WRQC-F	6 KTCZ-F	6 KTCZ-F <	6 KSTP <	6 KTCZ-F <
	7 KEGE-F >>		7 KQQL-F	7 WCCO <		KXXP-F <	7 KEGE-F <	7 KQQL-F <	7 WRQC-F
				8 KTCZ-F		8 KDWB-F <	8 KXXP-F	8 WCCO <	8 KSTP-F >
						9 KSTP >		9 KEGE-F <	

Consolidation Report	12+	25-54	Revenue
ABC/Disney	16.9 %	18.5 %	26.5 %
KDIZ-AM, KEGE-FM, KQRS-FM, KXXP-FM, KXXR-FM, KXXU-FM			
Chancellor	22.4 %	24.8 %	35.0 %
KDWB-FM, KFAN-AM, KQQL-FM, KTCJ-AM, KTCZ-FM, WRQC-FM			
Local	1.9 %	4.7 %	1.0 %
KLBB-AM, WL0L-AM			
	41.2 %	48.0 %	62.5 %

Other Rated Stations	Metro Share	Cume Rating
KSGS	B/O 950	St. Louis Park 0.6 08
KXXR-F	AOR 105.7	Eden Prairie 0.5 16
WEZU	ST 1220	St. Cloud 0.4 11
WIXK-AF	C 107.1	New Richmond 0.9 2.2
Other Rated Stations--Outside Market	Metro Share	Cume Rating
WWJO-F	C 98.1	St. Cloud 0.5 1.4

# MINNEAPOLIS-ST. PAUL

## AM Stations

KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ABC	\$60.00	Chrstal	Chancellor	
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	---		
KSTP	1500	50 kw (DA-N)	News/Talk	ABC	\$74.00	Chrstal	Hubbarg	
WCCO	830	50 kw	Full Service	CBS	\$275.00	CBS	Westinghouse	
WLQL	1470	5 kw (DA-2)	See KLBB					Brooklyn Park

## FM Stations

KDWB	101.3	100 kw @ 1035	CHR		\$158.00	Katz	Chancellor	
KEEY	102.1	100 kw @ 1035	Country		\$150.00	Christal	Chancellor	
KEGE	93.7	100 kw @ 1035	AOR-New Rock	ABC	\$160.00	Katz	ABC/Disney	
KMJZ	104.1	100 kw @ 1070	Jazz	ABC	\$75.00	Eastman	Nationwide	
KQQL	107.9	100 kw @ 1090	Oldies		\$155.00	Katz	Chancellor	
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$340.00	Katz	ABC/Disney	
KSTP	94.5	100 kw @ 1220	AC		\$160.00	Chrstal	Hubbard	
KTCZ	97.1	100 kw @ 1035	Progressive AOR		\$145.00	Katz	Chancellor	
KXXP	105.1	2.6 kw @ 499	AOR		\$50.00	Katz	ABC/Disney	Lakeville
KXXR	105.7	6 kw @ 239	See KXXP-F					Eden Prairie
KXXU	105.3	25 kw @ 299	See KXXP-F					Cambridge
WLTE	102.9	100 kw @ 1035	Soft AC		\$160.00	CBS	Westinghouse	
WRQC	100.3	100 @ 922	AOR		\$ NA	D&R	Chancellor	

Notes: 8/97 WBOB-F changed calls to WRQC-F; remains AOR . . . 10/97 KEGE-F changed from New Rock to Progressive AOR; the New Rock format moved to KXXP-F/KXXR-F/KXXU-F . . . 10/97 Nationwide sold KSGS/KMJZ-F to Jacor for \$\_\_\_\_\_

# MOBILE

Arbitron Rank: 84	Pop (12+): 430,500	Stations: 28 / 20	Last Year's Revenue: \$14,300,000
MSA Rank: 97		Diaries: 1,017/423:1/48.9%	Household Income: \$34,919
MSA Pop: 527,000		Sample Target: 990	Retail Dollars: \$5.0 Bil.
DMA: 61 (w/Pensacola)		% Below Line: 14.9	#1 Biller: WKSJ-AF \$3,400,000
Average Persons Rating: 16.7		% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL in Hours: 22.25		Pop per Station: 21,525	Clear Channel \$6,520,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fail 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1 WYOK-F	B	76 / 10.6	6.4	8.2	10.5	7.9	8.9	724 / 16.8	15.8	15.9	B	WYOK-F
2 WKSJ-F	C	74 / 10.3	9.6	8.5	8.9	10.8	9.3	950 / 22.1	18.7	22.2	E	WKSJ-F
3 WBLX-F	B	55 / 7.7	5.7	7.2	6.9	7.9	6.9	781 / 18.1	18.5	16.4	E	WBLX-F
4 WDLT-F	B/AC	46 / 6.4	6.9	6.5	5.7	7.9	6.4	456 / 10.6	11.4	11.8	B	WDLT-F
5 WAVH-F	O	41 / 5.7	5.1	2.7	3.6	4.6	4.3	498 / 11.6	11.1	10.7	C	WAVH-F
6 WABB-F	CHR	39 / 5.4	7.3	7.1	7.5	6.9	6.8	873 / 20.3	21.3	19.2	C	WABB-F
7 WMXC-F	AC	33 / 4.6	4.3	5.1	4.5	4.0	4.6	663 / 15.4	13.8	13.2	B	WMXC-F
8 WNTM	N/T	31 / 4.3	4.3	5.1	5.1	4.3	4.7	398 / 9.2	10.4	8.1	C	WNTM
9 WXB-F	C	28 / 3.9	2.7	3.6	2.9	2.6	3.3	413 / 9.6	7.5	7.9		WXB-F
10 WGOK	B/G	26 / 3.6	6.7	4.8	5.1	4.6	5.1	294 / 6.8	8.8	7.6	A	WGOK
WDLT-F	C	26 / 3.6	2.9	2.9	3.5	4.0	3.2	471 / 10.9	7.8	10.7	C	WDLT-F
12 WRKH-F	CL AOR	23 / 3.2	3.4	3.5	4.5	2.5	3.7	384 / 8.9	9.1	7.1	A	WRKH-F
13 WWRO-F	CL HITS	22 / 3.1	4.1	3.6	3.8	4.0	3.6	470 / 10.9	11.4	12.3		WWRO-F
14 WMEZ-F	SAC	18 / 2.5	2.3	2.3	1.8	2.0	2.2	262 / 6.1	7.9	6.0	C	WMEZ-F
15 WTKX-F	AOR	16 / 2.2	5.0	4.5	3.3	2.5	3.8	385 / 8.9	12.4	6.7		WTKX-F

12+ FM Share (Metro): 85.16 % ( 545 of 640 ) ( Summer 96: 86.04 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WYOK-F >>	1 WYOK-F	1 WYOK-F <	1 WDLT-F <	1 WKSJ-F	1 WKSJ-F >	1 WKSJ-F >	1 WKSJ-F	1 WYOK-F	1 WYOK-F >>	1 WYOK-F <
2 WABB-F >>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WDLT-F <	2 WAVH-F <	2 WYOK-F	2 WYOK-F	2 WKSJ-F	2 WBLX-F >>	2 WKSJ-F >>
WBLX-F >>	3 WABB-F >	3 WKSJ-F <	3 WKSJ-F <	3 WBLX-F	3 WDLT-F	3 WDLT-F <	3 WAVH-F <	3 WBLX-F	3 WKSJ-F <	3 WABB-F
	4 WKSJ-F	4 WDLT-F	4 WYOK-F	4 WAVH-F <	4 WNTM	4 WBLX-F <	4 WBLX-F <	4 WAVH-F	4 WMXC-F	
	5 WDLT-F	5 WABB-F	5 WMXC-F <	5 WYOK-F <	5 WBLX-F	5 WABB-F <	5 WDLT-F	5 WDLT-F <	5 WDLT-F	
	6 WMXC-F	6 WMXC-F	6 WAVH-F	6 WBLX-F	6 WMXC-F <	6 WNTM	6 WNTM	6 WABB-F	6 WABB-F >	
	7 WRKH-F	7 WAVH-F <	7 WABB-F <	7 WRKH-F	7 WGOK	7 WAVH-F	7 WABB-F <	7 WNTM <		
	8 WDWG-F	8 WRKH-F <	8 WRKH-F <	8 WABB-F		8 WXB-F <	8 WMXC-F	8 WMXC-F <		
		9 WWRO-F	9 WWRO-F >	9 WWRO-F >			9 WXB-F	9 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 WYOK-F	1 WYOK-F >	1 WYOK-F	1 WYOK-F	1 WDLT-F <	1 WYOK-F	1 WBLX-F	1 WBLX-F	1 WYOK-F	1 WKSJ-F
2 WABB-F >>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WDLT-F	2 WBLX-F >	2 WYOK-F >	2 WABB-F	2 WBLX-F	2 WBLX-F
3 WBLX-F	3 WABB-F >	3 WDLT-F	3 WDLT-F	3 WABB-F <	3 WTKX-F	3 WABB-F	3 WYOK-F	3 WKSJ-F <	3 WRKH-F
WXB-F >	4 WKSJ-F	4 WABB-F	4 WBLX-F	4 WYOK-F <	4 WABB-F	4 WRKH-F	4 WRKH-F	4 WRKH-F <	4 WAVH-F
5 WKSJ-F >>	5 WDLT-F	5 WKSJ-F	5 WKSJ-F	5 WMXC-F <	5 WKSJ-F >	5 WTKX-F	5 WKSJ-F	5 WWRO-F <	5 WDLT-F <
	6 WXB-F	6 WDWG-F	6 WMXC-F	6 WAVH-F	6 WRKH-F	6 WKSJ-F	6 WWRO-F	6 WAVH-F <	6 WWRO-F
		7 WMXC-F	7 WAVH-F	7 WABB-F	7 WDWG-F >>	7 WWRO-F	7 WMXC-F >>	7 WMXC-F <	7 WMXC-F
		8 WGOK	8 WMEZ-F <			8 WMXC-F >		8 WABB-F	8 WYOK-F

Other Rated Stations	Metro Share	Cume Rating
WABB	7	1480 Mobile 0.7 2.6
WABF	ST	1220 Fairhope 1.3 1.8
WHEP	T	1310 Foley 0.8 1.1
WHXT-F	C	1021 Citronelle 1.4 1.8
WKSJ	C	1270 Pritchard 0.4 1.9
WLTV	ST	1410 Mobile 0.7 2.6
WMOB	REL	1360 Mobile 1.0 1.3
WNXP-F	SPRTS	1055 Bay Minette 0.8 2.6
WZEW-F	AOR-P	921 Fairhope 1.7 4.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKNN-F	C	99.1 Pascagoula 0.7 3.7
WMJY-F	AC	93.7 Biloxi 0.7 3.1
WWL	N/T	870 New Orleans 0.4 1.5
WYCL-F	O	107.3 Pensacola 1.4 6.4

# MOBILE

Consolidation Report	12+	25-54	Revenue
Calendar WBLX-FM, WDLT-FM, WHOZ-AM	23.5 %	28.4 %	27.4 %
Clear Channel WDWG-FM, WKSJ-FM, WKSJ-AM, WMXC-FM, WNTM-AM, WRKH-FM	26.4 %	26.1 %	45.6 %
Local WAVH-FM, WZEW-FM	7.4 %	9.7 %	7.5 %
	57.3 %	64.2 %	80.5 %

## AM Stations

WGOK	900	1 kw/381 w (DA-2)	Black Gospel	AURN	\$20.00	Allied	
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd	\$31.00	Sentry	Clear Channel

## FM Stations

WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Chrstal	
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$35.00	Mc-Guild	WZEW-F Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Kalz	Calendar
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$25.00	Allied	Calendar Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Sentry	Clear Channel Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$57.00	Sentry	Clear Channel
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Clr Chnl	Clear Channel
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Clr Chnl	Clear Channel
WYOK	104.9	33 kw @ 600	Black	AURN, Westwd, ABC	\$<20.00	Allied	WGOK Moss Point, MS

Notes: 7/97 WGCX-F sold to WAVH-F for \$\_\_\_\_\_ . . . 7/97 WGCX-F changed from AOR to Progressive AOR as WZEW-F

Jim Duncan

Comments: WYOK-F's star has not dimmed yet; it bounced back after two weak books . . . WAVH-F continues its nice recovery

# MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 78 Pop (12+): 484,900	Stations: 40 / 23	Last Year's Revenue: \$14,000,000
MSA Rank: 136-Sal.-Mont.; 177-Sta. Cruz	Diaries: 1,771/274:1/50.6%	Household Income: \$47,893
MSA Pop: 599,000	Sample Target: 1,650	Retail Dollars: \$5.0 Bil.
DMA: 122	% Below Line: 26.9	#1 Biller: KTOM-AF \$1,900,000
Average Persons Rating: 16.1	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 21,083	Clear Channel \$5,150,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KDON-F	CHR	62 / 7.9	7.1	7.6	7.3	7.4	7.5	988 / 20.4	18.0	18.5	C
2	KTOM-F	C	51 / 6.5	6.0	5.8	4.7	3.6	5.8	570 / 11.8	12.8	11.8	C
3	KGO	T	50 / 8.4	6.4	6.7	5.4	7.2	6.2	788 / 16.3	14.3	15.3	
4	KOCN-F	O	42 / 5.4	4.4	5.4	4.5	4.0	4.9	598 / 12.3	12.0	13.0	C
5	KBOQ-F	CL	35 / 4.5	3.1	4.2	4.9	3.3	4.2	501 / 10.3	8.6	8.7	B
6	KZOL-FF	SP	27 / 3.5	3.2	3.4	4.3	1.9	3.6	357 / 7.4	6.5	5.3	
7	KCDU-F	AC-NR	26 / 3.3	3.4	2.1	1.0	1.2	2.5	585 / 12.1	9.5	4.0	
	KWAV-F	AC	26 / 3.3	4.9	4.8	4.3	6.5	4.3	532 / 11.0	12.0	14.6	C
	KRAY-F	SP	26 / 3.3	3.2	2.5	3.8	3.9	3.2	411 / 8.5	7.4	6.8	B*
	KIDD	ST	26 / 3.3	3.7	4.4	3.3	2.9	3.7	274 / 5.7	5.9	6.1	A
11	KPIG-F	AOR-P	25 / 3.2	4.0	2.7	3.1	2.9	3.2	323 / 6.7	7.8	6.5	C
12	KNBR	SPRTS/FS	24 / 3.1	1.9	1.7	2.4	2.4	2.3	380 / 7.8	6.9	6.4	
13	KBAY-F	SAC	23 / 2.9	2.4	3.3	2.9	4.5	2.9	412 / 8.5	7.9	10.2	
14	KRQC-F	CL HITS	20 / 2.6	2.6	3.0	2.3	3.1	2.6	373 / 7.7	8.3	8.5	B
15	KLOK-F	SP	19 / 2.4	3.2	3.1	2.8	2.7	2.9	284 / 5.9	6.2	5.9	B
16	KTGE	SP	18 / 2.3	2.9	1.8	2.6	2.0	2.4	226 / 4.7	5.6	5.0	B*
17	KSCO	T	17 / 2.2	3.2	2.5	3.1	3.2	2.8	300 / 6.2	8.2	7.6	B
	KMBY-F	AOR	17 / 2.2	2.7	1.7	2.6	3.5	2.3	402 / 8.3	7.9	9.3	A

12+ FM Share (Metro): 74.82 % ( 514 of 687 ) ( Summer 96: 71.25 % )

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 KTOM-F	1 KTOM-F	1 KTOM-F	1 KGO	1 KGO	1 KGO <	1 KDON-F	1 KDON-F >>	1 KGO
	2 KTOM-F	2 KDON-F	2 KOCN-F <	2 KOCN-F	2 KOCN-F	2 KDON-F	2 KTOM-F	2 KTOM-F <	2 KGO <	2 KDON-F
	3 KCDU-F	3 KOCN-F	3 KPIG-F	3 KPIG-F <	3 KTOM-F <	3 KTOM-F	3 KOCN-F	3 KOCN-F	3 KTOM-F	3 KTOM-F
	KRAY-F	4 KCDU-F	4 KDON-F <	4 KGO <	4 KIDD	4 KOCN-F	4 KDON-F <	4 KZOL-FF <	4 KBOQ-F	
	5 KZOL-FF	KZOL-FF	5 KGO	5 KDON-F	KBOQ-F	5 KBOQ-F	5 KBOQ-F	5 KBOQ-F <	5 KOCN-F <	
	6 KLOK-F	KPIG-F <	6 KZOL-FF	6 KNBR <	6 KPIG-F	KWAV-F		6 KCDU-F	6 KLFA-F <	
	KLFA-F	7 KRAY-F <		7 KZOL-FF				KGO <	7 KRAY-F <	
	KWAV-F			KWAV-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 KTOM-F	1 KTOM-F	1 KTOM-F	1 KTOM-F	1 KTOM-F <	1 KDON-F >>	1 KDON-F >	1 KCDU-F	1 KDON-F	1 KNBR <
	KRAY-F	2 KDON-F	2 KDON-F <	2 KOCN-F >	2 KLOK-F	2 KLOK-F	KSJO-F	2 KTOM-F <	2 KPIG-F <
	3 KCDU-F	3 KRAY-F	3 KOCN-F <	3 KWAV-F <	KTOM-F	KCDU-F	3 KDON-F	3 KRQC-F <	3 KGO
	KDON-F >	4 KWAV-F	4 KZOL-FF	4 KWAV-F	4 KCDU-F	KTOM-F	KOME-F	4 KPIG-F <	KTOM-F <
	5 KWAV-F >	5 KCDU-F	KBAY-F	5 KCDU-F	KTGE >	5 KSJO-F	5 KNBR	5 KNBR	5 KRQC-F <
		6 KZOL-FF	6 KRAY-F	KZOL-FF			KROC-F	KGO <	6 KOCN-F
		KLFA-F >	KLFA-F	KBAY-F			KMBY-F	7 KLOK-F	
				KRAY-F			KTOM-F	KOCN-F <	
				KPIG-F			KLOK-F		

Other Rated Stations	Metro Share	Cume Rating
KISE-F	CHR	103.9 Seaside 1.8 3.4
KKMC	REL	880 Gonzales 0.4 1.3
KLFA-F	SP	93.9 King City 1.8 3.6
KLUE-F	AC	106.3 Soledad 0.5 1.4
KLXM-F	SP	97.9 Salinas 0.6 1.7
KTOM	C	1380 Salinas 0.4 1.5
KVRG-F	SP	107.1 Seaside 1.3 3.9
KXDC-F	J	101.7 Carmel 1.8 4.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KCBS	N/T	740 San Francisco 1.9 8.0
KDFC-F	CL	102.1 San Francisco 0.4 0.6
KLLC-F	AC-NR	97.3 San Francisco 0.4 1.6
KLOK	SP	1170 San Jose 0.5 1.8
KMEL-F	CHRU	106.1 San Francisco 0.5 1.8
KMPG	SP	1520 Hollister 0.5 1.2
KOME-F	AOR	98.5 San Jose 1.7 5.1
KSFO	T	560 San Francisco 0.8 1.5
KSJO-F	AOR	92.3 San Jose 1.5 4.1
KUFX-F	CL AOR	94.5 Gilroy 1.9 7.4
KYLD-F	U/CHR	94.9 San Francisco 0.5 2.1
KZSJ	SP	1120 San Martin 0.4 1.1

# MONTEREY-SALINAS-SANTA CRUZ

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KDON-AF, KOCN-FM, KRQC-FM, KTOM-FM, KTOM-AM	22.8 %	21.6 %	36.8 %
<b>EXCL</b> KLOK-FM, KVRG-FM, KVRG-AM	3.7 %	3.7 %	4.6 %
<b>Local</b> KCTY-AM, KLXM-FM, KRAY-FM	3.9 %	3.7 %	6.8 %
<b>New Wave, pend.</b> KCDU-FM, KMBY-FM, KPIG-FM, KXDC-FM	10.5 %	12.8 %	14.4 %
	<b>40.9 %</b>	<b>41.8 %</b>	<b>62.6 %</b>

## AM Stations

KIDD	630	1 kw (DA-2)	Standards	CNN	\$<20.00	D&R	Buckley
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	---	
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic		\$<20.00	Katz Hisp	

## FM Stations

KBOQ	95.5	1.7 kw @ 630	Classical		\$30.00	Allied		Carmel
KCDU	93.5	0.11 kw @ 2296	AC-New Rock		\$ NA	Allied	New Wave	Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$40.00	Chnstal	Clear Channel	
KLFA	93.9	5.4 kw @ 702	Hispanic		\$<20.00	Caballero	KTGE	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	New Wave, pend.	Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd	\$31.00	Clr Chnl	Clear Channel	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Prog AOR		\$27.00	Allied	New Wave	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic		\$<20.00	Lotus		
KRQC	92.7	6.9 kw @ 620	Classic Hits		\$21.00	Chrstal	Clear Channel	Marna
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz	Clear Channel	
KVRG	107.1	1.85 kw @ 587	Hispanic		\$ NA	Caballero	EXCL	Seaside
KWAV	96.9	18 kw @ 2450	AC	AP	\$47.00	D&R	Buckley	
KXDC	101.7	2.4 kw @ 528	Jazz		\$<20.00	Mc-Guild	New Wave	Carmel

Notes: \* Billings combined with KCTY . . . ^ Billings combined with KLFA-F . . . Other ranked stations -- See San Francisco or San Jose . . . 8/97 KIEZ (540) returned to the air with a Black format . . . 8/97 KTOM changed from a simulcast of Country KTOM-F to Sports . . . 9/97 KMBY-F sold to New Wave for \$1,850,000 . . . 9/97 KHIP-F (CP) sold to New Wave for \$35,000 (Jorgenson)

# NASHVILLE

Arbitron Rank: 44 Pop (12+): 934,000  
 MSA Rank: 49  
 MSA Pop: 1,140,000  
 DMA: 33  
 Average Persons Rating: 15.0  
 Market TSL In Hours: 20.25

Stations: 26 / 26  
 Diaries: 1,490/627:1/49.1%  
 Sample Target: 1,430  
 % Below Line: 0.0  
 % Not Listed: 12.8  
 Pop per Station: 35,923

Last Year's Revenue: \$52,800,000  
 Household Income: \$44,921  
 Retail Dollars: \$12.5 Bil.  
 #1 Biller: WSIX-F \$12,200,000  
 #1 Billing Portfolio: Hicks, Muse, pend. \$21,500,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WSIX-F	176 / 12.5	13.8	15.6	11.9	14.8	13.5	2255 / 24.1	26.3	27.1	I	WSIX-F
2	WQOK-F	142 / 10.1	7.2	8.4	6.4	8.0	8.0	1331 / 14.2	14.4	13.3	D	WQOK-F
3	WGFX-F	112 / 8.0	7.6	4.6	6.3	6.1	6.6	1741 / 18.6	18.4	15.2	F	WGFX-F
4	WSM-F	100 / 7.1	6.1	9.2	9.7	8.4	8.0	1667 / 16.8	17.3	19.9	H	WSM-F
5	WKDF-F	94 / 6.7	5.0	4.8	4.7	6.3	5.3	1512 / 16.2	15.1	14.4	E	WKDF-F
6	WRVW-F	85 / 6.0	7.6	4.9	6.4	7.2	6.2	1594 / 17.1	20.0	19.1	D	WRVW-F
7	WRMX-F	79 / 5.8	4.3	4.5	4.2	4.1	4.7	1560 / 16.9	13.8	12.1	D	WRMX-F
8	WSM	57 / 4.1	2.8	3.7	4.4	4.1	3.7	776 / 8.3	7.9	8.0	D	WSM
9	WWTN-F	53 / 3.8	3.7	4.2	4.5	3.6	4.0	1015 / 10.9	11.1	10.6	C	WWTN-F
10	WJXA-F	52 / 3.7	4.6	4.6	5.7	5.6	4.7	946 / 10.1	11.9	12.5	E	WJXA-F
11	WLAC	43 / 3.1	3.8	3.9	3.3	3.1	3.5	764 / 8.2	10.0	8.2	D	WLAC
12	WLAC-F	40 / 2.8	4.0	3.7	3.8	4.3	3.6	1011 / 10.8	11.1	10.3	F	WLAC-F
13	WJZC-F	33 / 2.3	3.9	3.9	2.9	3.4	3.3	715 / 7.7	8.8	7.8		WJZC-F
14	WQZQ-F	32 / 2.3	2.7	2.0	0.8	0.5	1.9	847 / 9.1	8.9	2.4		WQZQ-F
15	WVOL	23 / 1.8	1.7	2.0	0.9	2.2	1.6	379 / 4.1	3.6	3.6		WVOL
16	WRLT-F	20 / 1.4	1.0	1.6	2.2	1.3	1.6	410 / 4.4	4.1	5.0		WRLT-F
17	WMDB	15 / 1.1	0.8	0.4	1.2	1.0	0.9	209 / 2.2	1.5	2.7		WMDB
18	WZPC-F	14 / 1.0	1.0	0.8	1.0	0.6	0.9	415 / 4.4	4.9	3.8		WZPC-F

12+ FM Share (Metro): 86.69 % ( 1062 of 1225 ) ( Summer 96: 86.90 % )

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

Other Rated Stations				Metro Share	Cume Rating
WAMB	ST	1160	Donelson	0.8	2.2
WANT-AF	C	98.9	Lebanon	0.9	1.6
WENO	REL	760	Nashville	0.6	0.8
WRLG-F	AOR-NR	94.1	Smyrna	0.6	3.9



# NASHVILLE

Consolidation Report	12+	25-54	Revenue
<b>Cromwell</b> WQZQ-FM, WZPC-FM	3.3 %	2.7 %	1.0 %
<b>Dick</b> WGFX-FM, WKDF-FM	14.7 %	16.5 %	15.7 %
<b>Gaylord</b> WWTN-FM, WSM-AM, WSM-FM	15.0 %	13.2 %	21.4 %
<b>Hicks, Muse, pend.</b> WJZC-FM, WLAC-FM, WLAC-AM, WRVW-FM, WSIX-FM	26.7 %	29.5 %	40.7 %
<b>Local</b> WRLG-FM, WDBL-FM	0.6 %	0.7 %	%
<b>South Central</b> WJXA-FM, WRMX-FM	9.3 %	10.5 %	12.7 %
	<b>69.6 %</b>	<b>73.1 %</b>	<b>91.5 %</b>

## AM Stations

Station	Power	Time	Format	Source	Price	Buyer	Seller	Notes
WLAC	1510	50 kw (DA-N)	Talk/Relig	CBS	\$45.00	Banner	Hicks, Muse, pend.	
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	---		
WSM	650	50 kw	Country/Full Svc.	Westwd	\$48.00	Chrystal	Gaylord	
WVOL	1470	5 kw/1 kw (DA-2)	Black Oldies	ABC	\$ NA	Allied	Dickey	Berry Hill

## FM Stations

Station	Power	Time	Format	Source	Price	Buyer	Seller	Notes
WGFX	104.5	49 kw @ 1312	Classic AOR	Source	\$84.00	Katz	Dick	
WJXA	92.9	100 kw @ 1053	Soft AC		\$79.00	Eastman	South Central	
WJZC	101.1	47 kw @ 1289	Jazz	JRN	\$47.00	Banner	Hicks, Muse, pend.	Russelville, KY
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$83.00	Katz	Dick	
WLAC	105.9	100 kw @ 1233	AC		\$80.00	Banner	Hicks, Muse, pend.	
WQKQ	92.1	3 kw @ 463	Black		\$62.00	Allied	Dickey	Hendersonville
WQZQ	102.5	100 kw @ 856	CHR/Black	ABC	\$ NA	Regional	Cromwell	Dickson
WRLT	100.1	0.2 kw @ 1181	Prog. AOR		\$31.00	Roslin		Franklin
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Mc-Guild	Hicks, Muse, pend.	Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	Hicks, Muse, pend.	
WSM	95.5	100 kw @ 1286	Country		\$160.00	Christal	Gaylord	
WWTN	99.7	100 kw @ 1296	Talk	Westwd	\$33.00	Christal	Gaylord	Manchester
WZPC	102.9	100 kw @ 820	Country		\$ NA	---	Cromwell	Shelbyville

Notes: 9/97 SFX sold these stations to Hicks, Muse: WSIX-F for \$98,000,000; WRVW-F for \$23,000,000 . . . 9/97 WLAC-AM/WJZC-F sold by Sinclair TV to SFX (Hicks, Muse) for \$35,000,000 . . . 9/97 WRLG-F/WYYB-F changed from New Rock to simulcast of WRLT-F

Jim Duncan

Comments: Note that WSIX-F sold for nearly \$100 million; who would have thought there would be a station that valuable in market #44? . . . WQKQ reached double figures in 12+ share for the first time . . . WGFX-F had its highest share in more than two years . . . WSM-F recovered somewhat from its weak Spring book . . . Listening levels are down 4.5% from a year ago

# NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 15 Pop (12+): 2,247,200	Stations: 43 / 15	Last Year's Revenue: \$38,000,000
MSA Rank: 14	Diaries: 3,333/674:1/49.7%	Household income: \$71,266
MSA Pop: 2,660,000	Sample Target: 3,270	Retail Dollars: \$30.1 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$13,000,000
Average Persons Rating: 17.6	% Not Listed: NA	#1 Billing Portfolio:
Market TSL in Hours: 23.25	Pop per Station: 149,813	Chancellor \$24,000,000

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									I	WALK-F
1	WALK-F AC	230 / 5.8	6.2	6.1	6.1	6.2	6.1	2858 / 12.7	13.5	13.3	I	WALK-F	
2	WBLI-F AC/CHR	148 / 3.7	4.4	3.9	3.3	3.3	3.8	2616 / 11.6	12.3	11.0	G	WBLI-F	
3	WBAB-FF AOR	129 / 3.3	2.6	2.9	2.9	3.2	2.9	2303 / 10.2	9.4	10.4	G	WBAB-FF	
4	WKJY-F AC	124 / 3.1	2.3	2.7	2.4	2.8	2.6	1652 / 7.3	6.3	6.7	G	WKJY-F	
5	WHLI ST	110 / 2.8	3.0	3.8	3.7	2.7	3.3	915 / 4.1	4.6	4.1	C	WHLI	
6	WBZO-F O	90 / 2.3	3.2	2.9	3.2	2.6	2.9	1545 / 6.9	9.0	7.8	E	WBZO-F	
7	WMJC-AF C	76 / 1.9	1.6	1.5	2.0	1.8	1.8	933 / 4.2	4.5	3.5		WMJC-AF	
8	WLIR-FF AC-NR	67 / 1.7	1.7	1.1	1.1	1.3	1.4	1826 / 8.1	7.5	6.5		WLIR-FF	
9	WLUX ST	41 / 1.0	1.0	1.1	1.2	1.3	1.1	451 / 2.0	2.2	3.0	A	WLUX	
10	WRCN-F AOR	29 / 0.7	1.2	0.9	0.8	1.1	0.9	500 / 2.2	2.5	2.9	C	WRCN-F	
11	WLNG-F O	12 / 0.3			0.3	0.3		242 / 1.1		0.8		WLNG-F	

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBLI-F >>	1 WBLI-F <	1 WALK-F	1 WALK-F	1 WALK-F >	1 WALK-F >	1 WALK-F >>	1 WALK-F >	1 WALK-F	1 WBLI-F	1 WALK-F >>
2 WLIR-FF	2 WBAB-FF	2 WBAB-FF <	2 WBAB-FF	2 WBAB-FF	2 WHLI	2 WBAB-FF	2 WKJY-F	2 WBLI-F	2 WALK-F	
	3 WKJY-F	3 WBLI-F	3 WBLI-F	3 WBLI-F	3 WBZO-F	3 WBLI-F	WBLI-F	3 WKJY-F	3 WLIR-FF	
	4 WLIR-FF	4 WKJY-F	4 WKJY-F	4 WKJY-F	4 WKJY-F	WKJY-F	4 WBAB-FF >	WBAB-FF >	4 WBAB-FF	
	5 WALK-F	5 WLIR-FF <	5 WBZO-F <	5 WBZO-F >	5 WBLI-F <	5 WHLI	5 WHLI <	5 WMJC-AF		
	6 WMJC-AF	6 WBZO-F	6 WLIR-FF	6 WMJC-AF <	6 WBAB-FF		6 WBZO-F			
				7 WLIR-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 WBLI-F >	1 WBLI-F	1 WKJY-F <	1 WALK-F >	1 WALK-F >	1 WBLI-F	1 WBAB-FF >	1 WBAB-FF >	1 WBAB-FF	1 WBAB-FF
2 WKJY-F	2 WKJY-F	2 WBLI-F >	2 WBLI-F <	2 WKJY-F <	2 WBAB-FF >>	2 WBLI-F <	2 WLIR-FF	2 WALK-F	2 WALK-F >
3 WALK-F	3 WALK-F	3 WALK-F <	3 WKJY-F	3 WBLI-F <	3 WRCN-F	3 WLIR-FF >	3 WBLI-F	3 WBLI-F	3 WBLI-F
4 WBAB-FF	4 WBAB-FF	4 WBAB-FF	4 WBAB-FF	4 WBZO-F	WMJC-AF	4 WRCN-F	4 WKJY-F	4 WLIR-FF	4 WLIR-FF <
5 WLIR-FF	5 WLIR-FF	5 WLIR-FF	5 WBZO-F	5 WBAB-FF		WKJY-F	WRCN-F <	5 WKJY-F	5 WBZO-F
			6 WLIR-FF			WMJC-AF			6 WKJY-F <
									7 WMJC-AF

## NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market			Metro Share	Cume Rating
<b>Barnstable</b>	10.8 %	18.9 %	29.3 %	WABC	T	770 New York	2.7	8.8
WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM				WAXQ-F	CL AOR	104.3 New York	2.1	7.7
<b>Chancellor</b>	12.8 %	24.2 %	63.2 %	WBBR	BIZ N	1130 New York	0.3	1.7
WALK-FM, WBAB-FM, WBLI-FM, WGGB-AM, WHFM-FM				WBLS-F	B/AC	107.5 New York	1.4	4.6
<b>Jarad</b>	1.7 %	2.1 %	7.4 %	WCBS	N	880 New York	3.8	15.0
WDRE-FM, WLIR-FM				WCBS-F	O	101.1 New York	3.9	11.9
	25.3 %	45.2 %	99.9 %	WEZN-F	SAC	99.9 Bridgeport	0.8	4.1
				WFAN	SPRTS	660 New York	3.7	11.9
				WHTZ-F	CHR	100.3 Newark, NJ	5.2	20.4
				WINS	N	1010 New York	2.4	12.7
				WKCI-F	CHR	101.3 Hamden, CT	0.3	2.0
				WLTW-F	SAC	106.7 New York	4.3	9.7
				WNEW-F	AOR	102.7 New York	2.0	7.6
				WNSR-F	AC-NR	105.1 New York	1.6	6.3
				WOR	T	710 New York	3.0	7.6
				WPAT-F	SP	93.1 Paterson, NJ	1.2	2.3
				WPLJ-F	CHR	95.5 New York	3.0	12.4
				WPLR-F	AOR	99.1 New Haven	0.3	1.5
				WQCD-F	J	101.9 New York	3.1	7.5
				WQEW	ST	1560 New York	0.8	2.7
				WQHT-F	J/CHR	97.1 New York	3.2	8.8
				WQXR-F	CL	96.3 New York	2.1	4.8
				WRKS-F	B/AC	98.7 New York	1.4	5.0
				WRTN-F	B/AC	93.5 New Rochelle	0.3	1.0
				WSKQ-F	SP	97.9 Newark, NJ	1.6	3.0
				WWVY-F	C	107.1 Bnarliff Manor	0.5	1.4
				WXRK-F	T/NR	92.3 New York	5.3	15.7

### AM Stations

WGSM	740	25 kw/C.043 kw (DA-2)	See WMJC-F				
WHLI	1100	10 kw (Days, DA)	Standards		\$35.00	D&R	Barnstable Hempstead
WLIM	1580	10 kw/0.5 kw (DA-N)	Standards	ABC	\$ NA	K&P	Patchogue
WLUX	540	250 w/204 w	Standards	ABC	\$ NA	--	Islip

### FM Stations

WALK	97.5	39 kw @ 554	AC		\$228.00	Katz	Chancellor	Patchogue
WBAB	102.3	3 kw @ 268	AOR	ABC	\$115.00	Mc-Guild	Chancellor	Babylon
WBAZ	101.7	5.5 kw @ 341	Soft AC	Westwd. CNN	\$ NA	Eastman		Southold
WBLI	106.1	48.5 kw @ 499	AC/CHR		\$110.00	Mc-Guild	Chancellor	Patchogue
WBZO	103.1	3 kw @ 285	Oldies		\$57.00	D&R	Barnstable	Bay Shore
WDRE	98.5	6 kw @ 282	See WLIR-F					Westhampton
WHFM	95.3	5 kw @ 400	See WBAB-F					Southampton
WKJY	98.3	3 kw @ 328	AC		\$110.00	Interep	Barnstable	Hempstead
WLIR	92.1	1 kw @ 521	Prog. AOR		\$60.00	Roslin	Jarad	Garden City
WLNG	92.1	5.3 kw @ 350	Oldies	Westwd	NA	---		Sag Harbor
WMJC	94.3	3 kw @ 300	Country		\$ NA	Katz	Barnstable	Smithtown
WRCN	103.9	1.52 kw @ 466	AOR		\$46.00	Mc-Guild	Barnstable	Riverhead

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here

Jim Duncan

Comments: WALK-F has its lowest share in more than three years . . . WBLI-F slipped back from a very strong Spring showing

# NEW ORLEANS

Arbitron Rank: 39	Pop (12+): 1,030,800	Stations: 26 / 24	Last Year's Revenue: \$46,500,000
MSA Rank: 41		Diaries: 2,902/355:1/46.7%	Household Income: \$35,025
MSA Pop: 1,320,000		Sample Target: 2,810	Retail Dollars: \$13.0 Bil.
DMA: 41		% Below Line: 0.9	#1 Biller: WWL/WSMB \$9,500,000
Average Persons Rating: 16.5		% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours: 21.75		Pop per Station: 42,950	Clear Channel \$17,500,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WQUE-F	228 / 13.4	13.2	13.0	12.1	13.1	12.9	2335 / 22.6	23.2	23.2	G	WQUE-F
2	WYLD-F	189 / 10.0	7.7	8.7	9.4	8.0	8.9	1995 / 19.4	17.2	19.2	E	WYLD-F
3	WWL	122 / 7.2	8.5	8.6	9.8	9.2	8.5	1950 / 18.9	18.5	19.5	H	WWL
4	WNOE-F	102 / 6.0	7.7	7.5	7.3	6.4	7.1	1590 / 15.4	17.5	14.6	G	WNOE-F
5	WTKL-F	90 / 5.3	4.1	6.0	4.9	4.8	5.1	1281 / 12.4	11.2	11.1	E	WTKL-F
6	WLMG-F	89 / 5.2	5.1	5.1	5.5	4.8	5.2	1362 / 13.2	13.6	12.3	F	WLMG-F
7	WEZB-F	80 / 4.7	4.0	2.9	3.3	4.7	3.7	1738 / 16.9	14.8	16.3	C	WEZB-F
8	WLTS-F	75 / 4.4	5.2	3.7	4.2	3.8	4.4	1254 / 12.2	11.6	10.9	D	WLTS-F
9	WRNO-F	74 / 4.4	3.6	3.4	4.2	4.8	3.9	1284 / 12.5	11.9	13.7	F	WRNO-F
10	KHOM-F	71 / 4.2	4.2	5.3	4.1	5.1	4.4	1465 / 14.2	14.2	17.2	C	KHOM-F
11	WYLD	87 / 4.0	3.4	4.1	3.8	3.2	3.8	824 / 8.0	8.2	6.9	*	WYLD
12	KMEZ-F	63 / 3.7	4.8	3.4	5.0	4.0	4.2	1071 / 10.4	9.9	10.4	A	KMEZ-F
13	WCKW-F	59 / 3.5	2.7	2.9	3.7	3.5	3.2	1091 / 10.6	10.1	11.2	C	WCKW-F
14	KKND-F	58 / 3.4	3.8	3.8	2.3	2.7	3.3	1120 / 10.9	11.3	8.0	B	KKND-F
15	WBOK	38 / 2.2	2.5	1.7	1.7	1.6	2.0	432 / 4.2	4.7	4.3	A	WBOK
16	WBYU	38 / 2.1	2.6	2.7	2.2	3.1	2.4	502 / 4.9	4.6	4.9	B	WBYU

12+ FM Share (Metro): 79.37 % ( 1200 of 1512 ) ( Summer 96: 76.68 % )

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

Other Rated Stations		Metro Share	Cume Rating
WGSO	N	990	New Orleans 0.5 2.1
WODT	B	1280	New Orleans 0.8 1.9
WSMB	T	1350	New Orleans 0.8 3.4
WTIX-F	O	94.3	Galliano 0.5 2.1
WTIX	T	690	New Orleans 0.8 2.6
WYLA-FF	C	94.7	Lacombe 0.5 1.4
WZRH-F	C	106.1	Picayune 0.6 2.8

Other Rated Stations--Outside Market		Metro Share	Cume Rating
KLRZ-F	CL AOR	100.3	LaRose 0.4 1.3
WLSS-F	CHR	102.5	Baton Rouge 0.5 2.3

# NEW ORLEANS

Consolidation Report	12+	25-54	Revenue
Clear Channel WNOE-FM, WYLD-FM, WYLD-AM, WODT-AM, KHOM-FM, KKND-FM, WQUE-FM	41.8 %	37.8 %	37.6 %
Sinclair TV, pend. WLMG-FM, WLTS-FM, WEZB-FM, WBYU-AM, KMEZ-FM, WRNO-FM, WSMB-AM, WTKL-FM, WWL-AM	37.8 %	40.4 %	55.6 %
	<b>79.6 %</b>	<b>78.2 %</b>	<b>93.2 %</b>

## AM Stations

Station	Power	Format	Company	Revenue	Notes	Parent
WBOK	1230 1 kw	Gospel	Westwd, AURN	\$23.00	---	Willis
WBYU	1450 1 kw	Standards	ABC	\$30.00	---	Sinclair TV, pend.
WWL	870 50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Sinclair TV
WYLD	940 10 kw/500 w (DA-2)	Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

## FM Stations

Station	Power	Format	Company	Revenue	Notes	Parent
KHOM	104.1 100 kw @ 1946	CHR	Westwd	\$40.00	Allied	Clear Channel Houma
KKND	106.7 100 kw @ 983	Prog. AOR		\$30.00	Clr Chnl	Clear Channel Pt. Sulphur
KMEZ	102.9 4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Sinclair TV Belle Chasse
WCKW	92.3 100 kw @ 1946	Classic AOR		\$44.00	Chrstal	Laplace
WEZB	97.1 100 kw @ 984	AC/CHR		\$65.00	Katz	Sinclair TV
WLMG	101.9 100 kw @ 984	Soft AC		\$85.00	Allied	Sinclair TV
WLTS	105.3 100 kw @ 902	AC	ABC	\$64.00	Mc-Guid	Muniz Slidell
WNOE	101.1 100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel
WQUE	93.3 100 kw @ 984	Black		\$112.00	D&R	Clear Channel
WRNO	99.5 100 kw @ 1004	Classic Hits	Source	\$87.00	---	Sinclair TV
WTKL	95.7 100 kw @ 984	Oldies	ABC	\$62.00	Mc-Guid	Muniz
WYLD	98.5 100 kw @ 902	Black AC	ABC, USA	\$85.00	D&R	Clear Channel

Notes: \* WYLD revenue included with WYLD-F... WODT reclassified from Sports to Black based on market visit (station is all Blues)... 10/97 Muniz sold these stations to Sinclair TV: WLTS-F for \$\_\_\_\_\_ ; WTKL-F for \$\_\_\_\_\_ (\$29,000,000 total); the purchase puts Sinclair TV 1 FM station over the FCC's market limits (and about 16 percentage points over the DoJ revenue guideline)

Jim Duncan

Comments: WYLD-F is back in double figures for the first time in several years... Listening levels are down 4% compared to last year... WNOE-F had its lowest share in more than two years

# NORFOLK-VIRGINIA BEACH

Arbitron Rank: 33	Pop (12+): 1,220,300	Stations: 26 / 26	Last Year's Revenue: \$42,500,000
MSA Rank: 32		Diaries: 1,730/705 1/53.9%	Household Income: \$40,280
MSA Pop: 1,570,000		Sample Target: 1,670	Retail Dollars: \$14.4 Bil.
DMA: 40		% Below Line: 0.0	#1 Biller: WOWI-F \$5,200,000
Average Persons Rating: 16.3		% Not Listed: 12.0	#1 Billing Portfolio: Max \$9,890,000
Market TSL in Hours: 21.75		Pop per Station: 46,935	

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									Level	Level
1	WOWI-F	B	237 / 11.9	11.5	10.4	12.5	13.8	11.6	2727 / 22.3	22.2	20.8	G	WOWI-F
2	WGH-F	C	145 / 7.3	6.4	9.2	5.8	6.6	7.2	1756 / 14.4	15.7	16.7	E	WGH-F
3	WCMS-AF	C	138 / 6.9	6.1	6.1	6.0	9.0	6.3	1793 / 14.7	13.4	16.6	E	WCMS-AF
4	WNOR-F	AOR	132 / 6.6	6.7	5.8	4.9	4.7	6.0	1707 / 14.0	14.4	12.3	F	WNOR-F
5	WWDE-F	AC	115 / 5.8	5.2	4.8	4.5	4.9	5.1	1763 / 14.4	14.2	13.1	F	WWDE-F
6	WNVZ-F	CHR	105 / 5.3	4.4	4.4	5.3	4.4	4.8	2036 / 16.7	16.0	16.7	D	WNVZ-F
7	WPTE-F	AC/CHR	102 / 5.1	4.7	3.5	4.7	5.3	4.5	1737 / 14.2	13.0	12.6	C	WPTE-F
8	WJCD-F	J/U	91 / 4.6	5.2	4.6	5.8	4.2	5.0	1259 / 10.3	9.8	10.5	E	WJCD-F
9	WVCL-F	O	82 / 4.1	3.9	5.0	3.8	3.0	4.2	1487 / 12.2	12.2	9.7	C	WVCL-F
10	WAFX-F	CL AOR	79 / 4.0	3.5	3.9	3.5	4.6	3.7	1308 / 10.7	10.2	11.8	D	WAFX-F
11	WFOG-F	SAC	78 / 3.9	5.6	4.8	5.6	5.3	5.0	1356 / 11.1	13.0	13.9	D	WFOG-F
12	WXEZ-F	SAC	66 / 3.3	3.5	2.9	4.0	3.1	3.4	725 / 5.9	6.6	6.4	C	WXEZ-F
13	WROX-F	AOR-NR	63 / 3.2	3.9	3.6	3.0	4.0	3.4	1384 / 11.3	11.4	11.0	C	WROX-F
14	WSVY-F	B	61 / 3.1	3.5	3.5	3.1	2.7	3.3	870 / 7.1	7.6	6.3	B	WSVY-F
15	WNIS	N/T	58 / 2.9	3.0	3.8	3.5	2.4	3.3	1013 / 8.3	7.0	6.7	D	WNIS
16	WPCE	G	42 / 2.1	1.1	2.5	2.2	2.4	2.0	562 / 4.6	3.5	4.9		WPCE

12+ FM Share (Metro): 89.45 % ( 1568 of 1753 ) ( Summer 96: 89.86 % )

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 WGH-F <	1 WGH-F	1 WCMS-AF	1 WOWI-F <	1 WOWI-F	1 WOWI-F >	1 WOWI-F >>	1 WOWI-F >>
2 WNVZ-F >	2 WNOR-F	2 WGH-F	2 WOWI-F	2 WOWI-F	2 WJCD-F <	2 WNOR-F	2 WGH-F <	2 WGH-F <	2 WGH-F	2 WGH-F >
3 WGH-F	3 WNOR-F	3 WGH-F	3 WWDE-F	3 WWDE-F	3 WWDE-F	3 WGH-F	3 WCMS-AF	3 WNOR-F <	3 WNVZ-F <	3 WJCD-F
4 WNVZ-F <	4 WWDE-F <	4 WNOR-F <	4 WCMS-AF <	4 WGH-F <	4 WCMS-AF <	4 WCMS-AF	4 WNOR-F <	4 WCMS-AF <	4 WSVY-F <	4 WNVZ-F
5 WPTE-F >	5 WPTE-F	5 WPTE-F <	5 WNOR-F <	5 WVCL-F	5 WWDE-F	5 WWDE-F	5 WNVZ-F	5 WNVZ-F	5 WNOR-F <	5 WNOR-F <
6 WWDE-F <	6 WNVZ-F <	6 WAFX-F	6 WPTE-F <	6 WFOG-F <	6 WPTE-F <	6 WNIS <	6 WPTE-F	6 WPTE-F	6 WJCD-F <	6 WJCD-F <
7 WROX-F <	7 WAFX-F <	7 WCMS-AF <	7 WJCD-F <	7 WXEZ-F	7 WVCL-F <	7 WNVZ-F <	7 WNVZ-F <	7 WWDE-F	7 WROX-F <	7 WROX-F <
8 WAFX-F <	8 WCMS-AF	8 WVCL-F	8 WVCL-F <	8 WAFX-F	8 WAFX-F <	8 WPTE-F	8 WAFX-F	8 WAFX-F	8 WCMS-AF	8 WCMS-AF
		WJCD-F	WJCD-F	9 WAFX-F			9 WJCD-F	9 WJCD-F	9 WPTE-F	9 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 WWDE-F <	1 WOWI-F	1 WNOR-F	1 WNOR-F >	1 WNOR-F	1 WNOR-F <
2 WNVZ-F <	2 WGH-F	2 WGH-F >	2 WWDE-F <	2 WOWI-F <	2 WNOR-F >	2 WOWI-F >>	2 WOWI-F	2 WOWI-F	2 WGH-F
3 WPTE-F	3 WPTE-F <	3 WWDE-F	3 WGH-F >	3 WGH-F >	3 WGH-F >	3 WGH-F	3 WGH-F <	3 WGH-F	3 WCMS-AF <
4 WGH-F	4 WNVZ-F <	4 WPTE-F	4 WPTE-F	4 WVCL-F <	4 WROX-F	WNVZ-F	4 WAFX-F	4 WAFX-F	4 WAFX-F <
5 WNOR-F	5 WWDE-F	5 WNVZ-F	5 WNVZ-F	5 WPTE-F	5 WGH-F	WROX-F <	5 WPTE-F <	5 WPTE-F <	5 WOWI-F
6 WCMS-AF	6 WCMS-AF	6 WCMS-AF	6 WCMS-AF	6 WCMS-AF <	6 WAFX-F <	6 WAFX-F <	6 WROX-F	6 WCMS-AF <	6 WJCD-F <
	WNOR-F >	WNOR-F >	7 WFOG-F	7 WJCD-F <	7 WPTE-F >	7 WGH	7 WGH	7 WNVZ-F	7 WPTE-F
			WVCL-F	8 WNVZ-F				8 WROX-F	8 WVCL-F
			9 WSVY-F	WFOG-F <				8 WJCD-F	9 WWDE-F
									WGH

Other Rated Stations		Metro Share	Cume Rating
WGH	SPRIS	1310	Newport News 1.6 3.8
WGPL	B/G	1350	Portsmouth 1.0 3.2
WKOC-F	AOR-P	93.7	Elizabeth City, NC 1.9 7.5
WPMH	REL	1010	Portsmouth 0.6 2.4
WSVY-F	B	92.1	Moyock, NC 1.4 6.7
WTAR	T	850	Norfolk 1.1 4.2
WXGM-F	AC	99.1	Gloucester 0.6 1.3

# NORFOLK-VIRGINIA BEACH

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WOWI-FM, WSVY-FM, WSVV-FM, WJCD-FM	21.0 %	19.9 %	21.1 %
<b>Max</b> WPTE-FM, WWDE-FM, WNVZ-FM, WFOG-FM	20.1 %	21.2 %	23.3 %
<b>Saga</b> WAFX-FM, WNOR-AF	10.6 %	11.7 %	17.6 %
<b>Sinclair</b> WNIS-AM, WKOC-FM, WROX-FM, WTAR-AM	9.0 %	7.7 %	14.1 %
<b>Sinclair TV</b> WGH-AM, WGH-FM, WVCL-FM	13.0 %	17.5 %	13.1 %
	<b>73.7 %</b>	<b>78.0 %</b>	<b>89.2 %</b>

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
WCMS	1050	5 kw/360 w	See WCMS-F			
WGH	1310	5 kw (DA-N)	Sports	\$24.00	Eastman	Sinclair TV
WNIS	790	5 kw (DA-1)	News/Talk	Westwd SBUSA	\$27.00	Allied Sinclair
WPCE	1400	1 kw	Religion	AURN Westwd	\$24.00	Mc-Guild Willis
WTAR	850	50 kw/25 kw (DA-2)	Talk	CBS, Westwd	\$53.00	Allied Sinclair

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Location
WAFX	106.9	100 kw @ 584	Classic AOR	\$61.00	CBS	Saga	
WCMS	100.5	50 kw @ 500	Country	ABC	\$82.00	D&R	
WFOG	92.9	50 kw @ 484	Soft AC	\$58.00	Banner	Max	Suffolk
WGH	97.3	74 kw @ 400	Country	\$83.00	Eastman	Sinclair TV	
WJCD	105.3	50 kw @ 500	Jazz/Urban	\$62.00	D&R	Clear Channel	
WKOC	93.7	100 kw @ 935	Prog ACR	\$45.00	Katz	Sinclair	Elizabeth City, NC
WNOR	98.7	46 kw @ 520	AOR	\$98.00	Mc-Guild	Saga	
WNVZ	104.5	50 kw @ 479	CHR	\$49.00	Christal	Max	
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00	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	Allied	Sinclair	Cape Charles
WSVY	107.7	5.2 kw @ 351	Black	AURN, ABC, Westwd	\$33.00	Mc-Guild	Clear Channel Windsor
WVCL	95.7	40 kw @ 880	Oldies	\$54.00	Katz	Sinclair TV	
WWDE	101.3	50 kw @ 500	AC	\$92.00	Christal	Max	
WXEZ	94.1	40 kw @ 531	Soft AC	\$29.00	---	Eure	Yorktown

Notes: 7/97 WTAR and WNIS exchanged facilities: WTAR is now at 850; WNIS, 790 . . . 8/97 WFOG (AM) changed from simulcasting WFOG-F to Bloomberg Business News as WVBV

Jim Duncan

Comments: Listening levels have risen slightly . . . WWDE-F had its third consecutive up book

# OKLAHOMA CITY

Arbitron Rank: 52 Pop (12+): 844,500	Stations: 20 / 20	Last Year's Revenue: \$35,100,000
MSA Rank: 54	Diaries: 1,469/575;1/51.6%	Household Income: \$36,505
MSA Pop: 1,030,000	Sample Target: 1,440	Retail Dollars: \$9.9 Bil
DMA: 43	% Below Line: 0.0	#1 Biller: KXXY-F \$6,100,000
Average Persons Rating: 14.6	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL in Hours: 19.50	Pop per Station: 42,225	Clear Channel \$16,600,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KXXY-F	C	187 / 13.6	12.7	15.0	13.9	10.3	13.8	2115 / 25.0	23.3	22.0	G KXXY-F
2	KJYO-F	CHR	128 / 10.2	9.2	9.4	7.2	8.5	9.0	2186 / 25.9	26.1	23.4	E KJYO-F
3	KOMA-F	O	103 / 8.4	7.8	9.7	6.8	7.4	8.2	1475 / 17.5	15.2	16.1	E KOMA-F
4	KTST-F	C	100 / 8.1	6.8	7.1	6.9	6.6	7.2	1540 / 18.2	16.5	17.3	C KTST-F
5	KTOK	N/T	85 / 6.9	7.1	5.9	6.4	5.8	6.6	1272 / 15.1	16.0	14.3	E KTOK
6	KATT-F	AOR	80 / 6.5	8.4	6.2	5.7	7.2	6.7	1282 / 14.9	16.4	16.1	E KATT-F
7	KMGL-F	AC	77 / 6.2	7.8	5.9	7.6	7.6	6.9	1348 / 15.9	17.2	17.1	E KMGL-F
8	KRXO-F	CL AOR	62 / 5.0	4.8	6.0	6.1	5.7	5.5	1190 / 14.1	15.4	15.5	E KRXO-F
9	KVSP	B	54 / 4.4	5.2	5.3	5.4	6.3	5.1	569 / 6.7	8.0	7.8	B KVSP
10	KYIS-F	AC-NR	50 / 4.1	4.7	3.0	3.0	3.7	3.7	1280 / 15.2	14.4	11.6	C KYIS-F
11	KNRX-F	AOR-NR	47 / 3.8	4.0	4.0	4.7	6.4	4.1	1000 / 11.8	12.9	16.7	D KNRX-F
12	KTNT-F	J	39 / 3.2	3.4	3.2	3.6	4.8	3.3	593 / 7.0	8.2	8.2	C KTNT-F
13	KOMA	O	27 / 2.2	2.1	1.6	1.5	1.6	1.8	511 / 6.1	4.6	4.8	- KOMA

12+ FM Share (Metro): 78.73 % ( 866 of 1100 ) ( Summer 96: 77.54 % )

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

Other Rated Stations		Metro Cume		Share Rating	
KABC	SPRIS	1340	Oklahoma City	1.1	2.9
KIRC-F	C	105.9	Seminole	0.5	1.2
KNTL-F	REL	104.9	Bethany	0.7	3.0
KQCV	REL	800	Oklahoma City	1.1	3.4
KTLV	REL	1220	Midwest City	0.6	1.2
WKY	REL	930	Oklahoma City	1.4	5.1
WWLS	SPRIS	640	Moore	1.4	4.8



# OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue
<b>Caribou</b>	13.8 %	14.0 %	16.5 %
KATT-FM, KTNT-FM, KYIS-FM			
<b>Clear Channel</b>	43.7 %	38.9 %	47.2 %
KEBC-AM, KJYO-FM, KNRX-FM, KTOK-AM, KTST-FM, KXXY-FM			
<b>Diamond</b>	13.4 %	18.0 %	20.7 %
KOMA-AM, KOMA-FM, KRXO-FM			
	<b>70.9 %</b>	<b>70.9 %</b>	<b>84.4 %</b>

## AM Stations

Station	Power	Day	Genre	Source	Rate	Agency	Advertiser
KEBC	1340	1 kw	Sports		\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	---	Diamond
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal	Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN	\$25.00	---	
WKY	930	5 kw (DA-N)	Cont. Christian		\$30.00	---	
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$21.00	---	Moore

## FM Stations

Station	Freq	Power	Genre	Source	Rate	Agency	Advertiser
KATT	100.5	100 kw @ 1191	AOR	Source	\$71.00	Banner	Caribou
KJYO	102.7	100 kw @ 985	CHR		\$66.00	Christal	Clear Channel
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman	Renda
KNRX	94.7	100 kw @ 1389	New Rock		\$54.00	Interep	Clear Channel
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	---	Diamond
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	---	Diamond
KTNT	97.7	6 kw @ 315	Jazz		\$37.00	---	Caribou
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel
KXXY	96.1	100 kw @ 1171	Country		\$125.00	Banner	Clear Channel
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$32.00	D&R	Caribou

Notes: \* KOMA revenue included with KOMA-F . . . 10/97 KNOR (1400; Norman) sold for \$300,000

Jim Duncan

Comments: KVSP had its fourth straight down book; this station has done a great job but may be fading

# OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72 Pop (12+): 526,600	Stations: 22 / 20	Last Year's Revenue: \$30,800,000
MSA Rank: 78	Diaries: 1,170/450:1/57.9%	Household Income: \$49,667
MSA Pop: 679,000	Sample Target: 1,130	Retail Dollars: \$7.7 Bil.
DMA: 75	% Below Line: 0.8	#1 Biller: WOW-AF \$4,300,000
Average Persons Rating: 16.3	% Not Listed: 12.7	#1 Billing Portfolio: Triathlon \$10,750,000
Market TSL In Hours: 21.75	Pop per Station: 26,330	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4 Share	Share									D	E
1 KXKT-F	C	74 / 8.8	7.9	10.2	9.3	10.0	9.0	972 / 18.5	17.0	18.7	D	KXKT-F	
2 KEZO-F	AOR	72 / 8.4	8.2	8.6	8.2	8.9	8.3	929 / 17.6	19.1	19.5	E	KEZO-F	
3 KGOR-F	O	68 / 7.9	8.0	6.5	6.5	7.9	7.2	1078 / 20.5	20.8	18.3	E	KGOR-F	
4 KQKQ-F	CHR	64 / 7.4	6.4	7.4	8.0	7.3	7.3	1133 / 21.5	22.8	23.8	D	KQKQ-F	
5 KKCD-F	CL AOR	59 / 6.9	8.1	5.7	4.8	4.7	6.4	778 / 14.8	16.5	12.3	C	KKCD-F	
	KFAB	59 / 6.9	7.9	6.5	7.8	6.4	7.3	910 / 17.3	17.3	17.5	F	KFAB	
7 WOW-F	C	55 / 8.4	6.4	6.8	7.0	5.5	6.6	734 / 13.9	12.6	12.7	F	WOW-F	
8 KEFM-F	AC	50 / 5.8	6.1	6.1	6.6	6.0	6.2	884 / 18.8	17.0	16.9	D	KEFM-F	
9 KESY-F	SAC	38 / 4.4	4.5	4.2	4.0	2.8	4.3	486 / 9.2	10.6	7.7	C	KESY-F	
10 KKAR	N/T	37 / 4.3	4.0	2.9	6.6	4.4	4.5	680 / 12.5	10.7	10.9	C	KKAR	
11 KOIL	ST	34 / 4.0	3.2	3.1	3.3	3.1	3.4	421 / 8.0	7.6	6.7	A	KOIL	
12 KGDE-F	AOR-NR	33 / 3.8	4.2	4.6	3.8	5.1	4.1	655 / 12.4	13.9	15.9	C	KGDE-F	
13 KTNP-F	AC/CHR	24 / 2.8	2.6	2.5	4.4	2.7	3.1	580 / 11.0	10.2	12.7	B	KTNP-F	
14 WOW	C	21 / 2.4	2.5	4.3	2.6	3.3	3.0	318 / 8.0	6.2	6.0	*	WOW	
15 KOSJ-F	J	18 / 2.1	3.0	4.0	1.6	2.5	2.7	308 / 5.8	6.6	5.3	A	KOSJ-F	
16 KOSR	SPRST	11 / 1.3	1.8	0.8	1.9	1.4	1.4	200 / 3.8	3.2	2.5		KOSR	
17 KOTD-F	ST	10 / 1.2	1.2	1.2	1.4	1.6	1.2	144 / 2.7	3.4	3.9	A	KOTD-F	

12+ FM Share (Metro): 75.77 % ( 569 of 751 ) ( Summer 96: 73.30 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KQKQ-F	1 KEZO-F >	1 KEZO-F	1 KEZO-F	1 KEZO-F <	1 KFAB <	1 KFAB <	1 KEZO-F	1 KGOR-F <	1 KXKT-F <	1 KQKQ-F
2 KGDE-F >>	2 KXKT-F <	2 KXKT-F	2 KXKT-F <	2 KXKT-F <	2 KGOR-F	2 KEZO-F	2 KGOR-F <	2 KXKT-F <	2 KQKQ-F <	KFAB
	3 KQKQ-F	3 KKCD-F	3 KKCD-F	3 KGOR-F <	3 WOW-F	3 KXKT-F <	3 KXKT-F	3 KEZO-F <	3 KKCD-F <	3 KEFM-F
	4 KKCD-F	4 KGOR-F <	4 KGOR-F	4 KKCD-F	4 KXKT-F <	4 KQKQ-F	4 KKCD-F <	4 KKCD-F	4 KGDE-F	WOW-F
	5 KGDE-F <	5 KQKQ-F	5 KEFM-F	5 KEFM-F	5 KKCD-F <	5 WDW-F	5 KEFM-F	5 KQKQ-F	5 KEFM-F <	KXKT-F
	6 KEFM-F <	6 KEFM-F >	6 KQKQ-F <	6 WOW-F <	6 KOIL <	6 KKCD-F <	6 KQKQ-F <	6 WOW-F <	6 KGOR-F	
	7 KTNP-F	7 WOW-F	7 KESY-F	7 KQKQ-F <	7 KKAR <	7 KGOR-F	7 WOW-F <	7 KEFM-F	7 KESY-F <	
		KESY-F	8 WOW-F	8 KESY-F >		8 KEFM-F	8 KKAR <	8 KFAB <	8 WOW-F	
							9 KFAB	9 KGDE-F <	KEZO-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 KQKQ-F	1 KEZO-F	1 KXKT-F	1 KXKT-F <	1 KEZO-F >	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >	1 KEZO-F
2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KEFM-F <	2 KEFM-F	2 KQKQ-F	2 KXKT-F	2 KXKT-F	2 KKCD-F	2 KKCD-F
3 KGOR-F	3 KEZO-F	3 KQKQ-F	3 KQKQ-F <	3 KGOR-F	3 KKCD-F	3 KKCD-F	3 KKCD-F	3 KXKT-F	3 KGOR-F
4 KGDE-F	4 KEFM-F	4 KKCD-F	4 KGOR-F >	4 KESY-F <	KXKT-F	4 KQKQ-F <	4 KGDE-F	4 KGOR-F	4 KXKT-F
5 KEFM-F >	5 KKCD-F	KEFM-F	5 KKCD-F	5 KKCD-F	5 WOW-F	5 KGDE-F	5 KEFM-F	5 WOW-F <	5 WOW-F
	KTNP-F	KTNP-F >>	KESY-F <	KQKQ-F	KGDE-F	6 KTNP-F	KQKQ-F	6 KQKQ-F >	6 KKAR <
	7 KGDE-F		7 KEZO-F	7 KEZO-F			7 KTNP-F >	7 KQKQ-F <	7 KQKQ-F <
				8 WOW-F <				8 KEFM-F	8 KEFM-F

Other Rated Stations		Metro Cume Share Rating		
KBBX	B/O	1420	Omaha	0.7 1.7
KCRO	REL	660	Omaha	0.6 1.4
KOTD	ST	1020	Plattsmouth	0.7 2.1

Consolidation Report		12+	25-54	Revenue
Journal Co., pend.		23.8 %	31.1 %	23.9 %
KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSJ-FM, KOSR-AM				
Local		19.5 %	12.1 %	18.1 %
KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM				
Triathlon		26.2 %	27.0 %	34.9 %
KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM				

Other Rated Stations--Outside Market		Metro Cume Share Rating		
KMA	FS	960	Shenandoah, IA	0.3 1.0
KZKX-F	C	96.9	Seward	0.5 1.7

# OMAHA-COUNCIL BLUFFS

## AM Stations

KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$ 72.00	Christal	Triathlon	
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd	\$35.00	Sentry		
KOIL	1180	5 kw/1 kw (DA-2)	Standards	Westwd	\$ 20.00	Sentry	KKAR/KQKQ	Bellevue
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Great Empire	

## FM Stations

KEFM	96.1	100 kw @1411	AC		\$57.00	Mc-Guild		
KESY	104.5	100 kw @ 1086	Soft AC	ABC	\$40.00	D&R	Journal Co., pend	
KEZO	92.3	100 kw @ 1212	AOR		\$70.00	Allied	Journal Co.	
KGDE	101.9	100 kw @ 1132	AOR-New Rock		\$30.00	Sentry	KKAR/KQKQ	Lincoln
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	Triathlon	
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Co.	
KOSJ	97.7	100 kw @ 981	Jazz		\$31.00	Eastman	Journal Co.	Nebraska City
KQKQ	98.5	100 kw @ 1175	CHR		\$ 64.00	Sentry	KKAR/KOIL	Council Bluffs
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Triathlon	Bennington
KXKT	103.7	100 kw @ 1014	Country		\$63.00	Katz	Triathlon	Glenwood, IA
WOW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Great Empire	

Notes: \* WOW revenue included with WOW-F . . . 9/97 KBBX/KESY-F sold by BCR to Journal Co. for \$5,475,000 (Kalil; Wm. Rice)

Jim Duncan

Comments: Listening levels actually are increasing slightly in Omaha . . . KKAR continued to recover

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

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

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

A - Less than \$500,000	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: 38	Pop (12+): 1,042,800	Stations: 26 / 23	Last Year's Revenue: \$70,700,000
MSA Rank: 40		Diaries: 2,217/470 1/49.8%	Household Income: \$41,926
MSA Pop: 1,450,000		Sample Target: 2,150	Retail Dollars: \$16.1 Bill
DMA: 22 w/Daytona, Melbourne		% Below Line: 1.9	#1 Biller: WWKA-F \$8,000,000
Average Persons Rating: 15.6		% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours: 21.00		Pop per Station: 45,339	Chancellor \$24,400,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WWKA-F	143 / 8.8	81	100	102	80	93	1742 / 16.7	161	156	H WWKA-F
2	WJHM-F	122 / 7.5	82	69	69	93	74	1700 / 16.3	179	189	F WJHM-F
3	WXXL-F	113 / 6.9	69	77	75	67	73	2270 / 21.8	223	204	G WXXL-F
	WMGF-F	SAC	113 / 6.9	55	67	68	65	1638 / 15.7	148	162	G WMGF-F
5	WTKS-F	T	95 / 5.8	64	53	58	58	1428 / 13.7	157	146	G WTKS-F
6	WDBO	FS	88 / 5.4	51	65	76	63	1390 / 13.3	130	131	F WDBO
7	WOCL-F	O	85 / 5.2	44	51	54	54	1580 / 15.2	148	153	G WOCL-F
8	WOMX-F	AC	83 / 5.1	72	58	53	55	1940 / 18.6	197	187	H WOMX-F
9	WMMO-F	AOR/AC	79 / 4.8	41	39	33	34	1206 / 11.6	105	93	F WMMO-F
10	WSHE-F	CHR/AC	73 / 4.5	42	31	30	32	1534 / 14.7	148	141	D WSHE-F
11	WHTQ-F	CL AOR	65 / 4.0	44	35	35	51	1113 / 10.7	117	101	E WHTQ-F
12	WJRR-F	AOR	64 / 3.9	41	42	43	45	1336 / 12.8	124	130	F WJRR-F
13	WLOQ-F	J	62 / 3.8	39	42	40	34	983 / 9.4	93	97	E WLOQ-F
14	WCFB-F	B/AC	53 / 3.3	36	35	49	45	861 / 8.3	80	102	D WCFB-F
15	WHOO	ST	50 / 3.1	43	32	26	29	592 / 5.7	67	58	A WHOO

12+ FM Share (Metro): 82.84 % ( 1197 of 1445 ) ( Summer 96: 81.02 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WJHM-F >>	1 WXXL-F	1 WWKA-F <	1 WTKS-F	1 WWKA-F <	1 WWKA-F <	1 WTKS-F <	1 WWKA-F	1 WWKA-F	1 WJHM-F	1 WWKA-F <
2 WXXL-F >>	2 WJHM-F <	2 WXXL-F <	WMMO-F <	2 WTKS-F <	2 WDBO <	2 WWKA-F <	2 WDBO <	2 WTKS-F <	2 WXXL-F >	2 WJHM-F
3 WJRR-F >>	3 WWKA-F <	3 WTKS-F <	3 WWKA-F <	3 WMMO-F <	3 WMGF-F	3 WDBO	3 WMGF-F	3 WJHM-F <	3 WMGF-F <	WMGF-F
	WSHE-F <	4 WJHM-F	4 WOMX-F <	4 WOMX-F <	4 WOCL-F >	4 WMGF-F <	4 WJHM-F <	4 WXXL-F <	4 WWKA-F <	4 WXXL-F
5 WTKS-F	WMMO-F <	5 WXXL-F <	5 WMGF-F <	5 WHOO <	5 WJHM-F <	5 WMMO-F <	5 WMGF-F	5 WJRR-F <	5 WTKS-F	5 WJRR-F <
6 WOMX-F	6 WOMX-F <	6 WMGF-F <	6 WOCL-F <	6 WLOQ-F	6 WOMX-F <	6 WXXL-F	6 WMMO-F <	6 WTKS-F	6 WTKS-F	6 WTKS-F
	WJRR-F	7 WSHE-F	7 WOCL-F <	7 WXXL-F	WMMO-F <	7 WOCL-F <	7 WSHE-F <	7 WOCL-F <	7 WOCL-F <	7 WOCL-F <
8 WMMO-F	8 WMGF-F <	8 WSHE-F <	8 WTKS-F <	8 WHTQ-F	8 WTKS-F	8 WXXL-F	8 WTKS-F <	8 WOMX-F <	8 WTKS-F <	8 WTKS-F <
	9 WHTQ-F <	9 WHTQ-F	WSHE-F		9 WMMO-F	9 WOCL-F <	9 WSHE-F	9 WSHE-F	9 WOMX-F	9 WOMX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJHM-F	1 WXXL-F	1 WXXL-F	1 WXXL-F	1 WOMX-F <	1 WJRR-F	1 WJRR-F <	1 WTKS-F >	1 WTKS-F	1 WTKS-F
2 WXXL-F >	2 WJHM-F	2 WOMX-F <	2 WOMX-F <	2 WWKA-F <	2 WJHM-F	2 WTKS-F <	2 WJRR-F	2 WWKA-F <	2 WMMO-F
3 WWKA-F	3 WOMX-F <	3 WSHE-F >	3 WWKA-F <	3 WMGF-F	3 WWKA-F	3 WWKA-F	3 WWKA-F	3 WMMO-F <	3 WHTQ-F
4 WSHE-F	4 WSHE-F	4 WTKS-F	4 WJHM-F	4 WXXL-F	4 WSHE-F	4 WXXL-F	4 WXXL-F	4 WHTQ-F	4 WWKA-F
5 WOMX-F	5 WWKA-F	5 WMGF-F	5 WMGF-F	5 WOCL-F	5 WXXL-F	5 WSHE-F <	5 WMMO-F <	5 WJRR-F	5 WOCL-F
6 WMGF-F	6 WMGF-F	6 WJHM-F	6 WSHE-F <	6 WMMO-F <	6 WJHM-F >	6 WSHE-F	6 WSHE-F	6 WSHE-F <	6 WJRR-F <
7 WCFB-F >	7 WTKS-F	7 WWKA-F	7 WJHM-F <	7 WJHM-F	7 WMMO-F <	7 WMMO-F <	7 WOMX-F <	7 WXXL-F	7 WDBO
	8 WMMO-F	8 WMMO-F	8 WOCL-F <	8 WSHE-F <	8 WHTQ-F	8 WHTQ-F	8 WHTQ-F	8 WJHM-F	8 WXXL-F
	WCFB-F >	9 WCFB-F	9 WCFB-F	9 WCFB-F <				WJHM-F >	WSHE-F <

Other Rated Stations	Metro Share	Cume Rating
WCKB	E 1600	Winter Garden 1.1 1.9
WONC	SP 1030	Oviedo 1.4 2.7
WPRD	SP 144C	Winter Park 0.8 1.4
WQTM	SPRIS 540	Pine Hills 1.5 4.9
WRLZ	SP 127C	Eatonville 0.4 0.9
WRMG	SP 1140	Orlando 0.7 1.2
WTLN-F	REL 953	Apopka 1.0 2.9
WWN2	N 740	Orlando 0.9 1.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WGHE-F	C 98.1	Titusville 0.4 3.2
WKRO-F	AOR-NR 931	Edgewater 0.6 2.6
WPCV-F	C 97.5	Lakeland 0.9 3.8

# ORLANDO

Consolidation Report	12+	25-54	Revenue
Chancellor WCCL-FM, WXXL-FM, WOMX-FM, WJHM-FM	24.7 %	24.1 %	34.5 %
Clear Channel WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM	23.4 %	25.8 %	27.1 %
Cox WHTQ-FM, WCFB-FM, WHOC-AM, WZKD-AM, WWKA-FM, WDBO-AM, WMMO-FM	29.4 %	28.9 %	31.5 %
	77.5 %	78.8 %	93.1 %

## AM Stations

Station	Freq	Power	Service	Advertiser	Agency	Buyer	Location
WDBO	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
WCNQ	1030	10 kw 500 w (DA-2)	Spanish	UPI, CNN	\$<20.00	Caballero	
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS	\$20.00	Banner	Clear Channel Pine Hills
WWNZ	740	50 kw (DA-2)	News	CBS	\$23.00	---	Clear Channel

## FM Stations

Station	Freq	Power	Service	Advertiser	Agency	Buyer	Location
WCFB	94.5	100 kw @ 1470	Black AC	\$53.00	Katz	Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR	\$64.00	Eastman	Cox	
WJHM	101.9	28 kw @ 1585	Black	\$55.00	Sentry	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR	\$50.00	Allied	Clear Channel	Cocoa
WLCC	103.1	14 kw @ 440	Jazz	\$64.00	Eastman		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC	\$132.00	Allied	Clear Channel	Mt Dora
WMMO	98.9	38 kw @ 440	AOR/AC	\$81.00	Eastman	Cox	
WOCL	105.9	100 kw @ 1585	Oldies	\$144.00	Christal	Chancellor	Deland
WOMX	105.1	100 kw @ 1598	AC	\$155.00	Christal	Chancellor	
WSHE	100.3	100 kw @ 1188	CHR/AC	ABC \$54.00	Allied	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	AP, Westwd \$105.00	Mc-Guild	Clear Channel	Cocoa Beach
WWKA	92.3	100 kw @ 1341	Country	\$160.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR	\$110.00	Sentry	Chancellor	Leesburg

Notes:

# PHILADELPHIA

Arbitron Rank: 5	Pop (12+): 4,065,300	Stations: 33 / 26	Last Year's Revenue: \$204,300,000
MSA Rank: 4		Diaries: 4,908/828:1/47.8%	Household Income: \$50,137
MSA Pop: 4,950,000		Sample Target: 4,630	Retail Dollars: \$45.9 Bil.
DMA: 4		% Below Line: 4.3	#1 Biller: KYW \$26,600,000
Average Persons Rating: 17.9		% Not Listed: 10.7	#1 Billing Portfolio: Westinghouse \$77,100,000
Market TSL In Hours: 23.50		Pop per Station: 156,358	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KYW	N	462 / 6.3	63	7.1	7.3	7.3	68	11439 / 28.1	28	308	K KYW
2	WBEB-F	AC	418 / 5.7	60	6.2	5.7	5.5	5.9	6105 / 15.0	15	14.3	I WBEB-F
3	WDAS-F	B/AC	402 / 5.5	49	5.4	5.1	5.1	5.2	3953 / 8.7	9.7	10.6	I WDAS-F
4	WOGL-F	O	397 / 5.4	55	4.5	5.0	5.9	5.1	6807 / 16.7	15.7	15.6	I WOGL-F
5	WYSP-F	T/CL AOR	385 / 5.3	63	5.5	4.8	5.2	5.5	7318 / 18.0	17.2	15.6	K WYSP-F
6	WPEN	ST	345 / 4.7	40	5.0	4.5	4.3	4.6	3479 / 8.6	7.8	7.9	F WPEN
7	WWDB-F	T	342 / 4.7	50	5.3	4.9	5.1	5.0	4970 / 12.2	12.1	11.7	H WWDB-F
8	WUSL-F	B	333 / 4.6	50	6.2	6.4	6.2	5.5	5296 / 13.0	13.6	13.4	I WUSL-F
9	WMGK-F	CL HITS	328 / 4.5	44	4.1	4.7	4.7	4.4	6154 / 15.1	14.5	13.3	H WMGK-F
10	WJZ-F	J	309 / 4.2	39	4.1	4.3	4.2	4.1	4134 / 10.2	10.1	10.0	G WJZ-F
11	WXTU-F	C	308 / 4.2	40	4.4	3.9	4.2	4.1	4138 / 10.2	9.3	9.3	I WXTU-F
12	WPHI-F	B	303 / 4.2	39	2.7	1.9	1.8	3.2	4510 / 11.1	11.1	8.0	D WPHI-F
13	WIOQ-F	CHR	301 / 4.1	36	4.5	4.8	4.5	4.3	6656 / 16.4	14.6	17.5	G WIOQ-F
14	WMMR-F	AOR	283 / 3.9	45	3.5	3.7	3.5	3.9	5267 / 13.0	13.7	12.4	I WMMR-F
15	WIP	SPRTS	268 / 3.7	3.4	3.7	3.6	2.8	3.6	4316 / 10.6	11.8	8.7	I WIP
16	WYXR-F	AC/CHR	265 / 3.6	3.5	2.6	3.5	3.6	3.3	5795 / 14.3	13.0	14.0	H WYXR-F
17	WPLY-F	CHR-NR	240 / 3.3	2.7	2.8	2.6	3.0	2.8	5529 / 13.6	12.2	12.8	G WPLY-F
18	WFLN-F	CL	178 / 2.4	2.6	3.2	3.2	2.9	2.9	2609 / 8.4	7.5	7.5	E WFLN-F
19	WPST-F	CHR	113 / 1.5	1.2	1.4	1.4	1.2	1.4	3459 / 8.5	7.2	7.3	F WPST-F
20	WDAS	G/B	71 / 1.0	1.2	1.1	0.8	0.9	1.0	991 / 2.4	2.9	2.8	C WDAS

12+ FM Share (Metro): 78.46 % ( 5108 of 6510 ) ( Summer 96: 70.34 % )

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

Other Rated Stations	Metro Share	Cume Rating
WHAT	B/T	1340 Philadelphia 0.9 1.9
WNAP	REL	1110 Norristown 0.4 0.7
WPHT	T	1210 Philadelphia 0.8 4.8
WTEL	SP	860 Philadelphia 0.4 0.8
WURD	REL	900 Philadelphia 0.4 0.9
WWJZ	ST	640 Mt. Holly, NJ 0.4 1.0
WZZD	REL	990 Philadelphia 0.3 1.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCHR-F	REL	94.5 Trenton, NJ 0.3 1.1
WFMZ-F	SAC	100.7 Allentown 0.5 1.6
WJBR-F	AC	99.5 Wilmington, DE 0.4 1.8
WKXW-F	O	101.5 Trenton, NJ 0.8 3.4
WRDR-F	ST	104.9 Egg Harbor, NJ 0.4 1.4
WSTW-F	CHR	93.7 Wilmington, DE 0.3 2.7

# PHILADELPHIA

Consolidation Report	12+	25-54	Revenue
<b>Beasley</b> WXTU-FM, WWDB-FM, WTEL-AM	9.3 %	7.7 %	10.4 %
<b>Chancellor</b> WDAS-FM, WDAS-AM, WIOQ-FM, WJJZ-FM, WUSL-FM, WYXR-FM	23.0 %	26.2 %	24.5 %
<b>Greater Media</b> WMMR-FM, WPEN-AM, WMGK-FM, WFLN-FM	15.5 %	14.9 %	15.4 %
<b>Westinghouse</b> WPHT-AM, KYW-AM, WIP-AM, WYSP-FM, WOGL-FM	21.5 %	22.2 %	37.7 %
	<b>69.3 %</b>	<b>71.0 %</b>	<b>88.0 %</b>

## AM Stations

Station	Power	Time	Format	Network	Rate	Advertiser	Agency
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$420.00	Group W	Westinghouse
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN	\$50.00	D&R	Chancellor
WIP	610	5 kw (DA-1)	Sports	Westwd	\$170.00	Interop	Westinghouse
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Allied	Greater Media
WPHT	1210	50 kw	Talk	CBS	\$75.00	CBS	Westinghouse

## FM Stations

Station	Frequency	Power	Format	Network	Rate	Advertiser	Agency
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	D&R	Chancellor
WFLN	95.7	50 kw @ 502	Classical		\$115.00	Allied	Greater Media
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Banner	Chancellor
WJJZ	106.1	22.5 kw @ 740	Jazz		\$120.00	Chrntal	Chancellor
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Allied	Greater Media
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Allied	Greater Media
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS	Westinghouse
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild	Radio One Jenkintown Media
WPLY	100.3	35 kw @ 500	CHR-New Rock		\$165.00	Allied	
WUSL	98.9	18 kw @ 830	Black		\$210.00	Katz	Chancellor
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	D&R	Beasley
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R	Beasley
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interop	Westinghouse
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz	Chancellor

Notes: WPST-F - See Trenton in the American Radio 1997 Small Market Edition . . . 9/97 WFLN-F, after 50 years in the format, dropped Classical for AC/CHR as WXXM-F (\*Max 95.7\*)

Jim Duncan

Comments: Listening levels are steady . . . KYW is back in its normal leadership of 12+ as WYSP-F falls off . . . It is nice to see an independently owned station such as WBEB-F do so well . . . WUSL-F is in a sharp decline, largely caused by the success of WPHI-F . . . WPHI-F has had four consecutive up books and is at record high levels

# PHOENIX

Arbitron Rank: 18 Pop (12+): 2,074,000	Stations: 35 / 34	Last Year's Revenue: \$106,300,000
MSA Rank: 16	Diaries: 3,135/662:1/51.0%	Household Income: \$38,029
MSA Pop: 2,700,000	Sample Target: 3,030	Retail Dollars: \$27.0 Bil.
DMA: 17	% Below Line: 0.6	#1 Biller: KCWW/KNIX \$12,100,000
Average Persons Rating: 16.2	% Not Listed: 13.7	#1 Billing Portfolio: Chancellor \$28,500,000
Market TSL In Hours: 21.75	Pop per Station: 61,000	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fail 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KMLE-F	199 / 5.9	6.0	6.3	6.1	7.6	6.1	3212 / 15.5	15.6	16.4	I	KMLE-F
2	KNIX-F	198 / 5.9	7.0	6.8	5.7	6.1	6.3	3011 / 14.5	14.9	15.2	I	KNIX-F
	KKFR-F	198 / 5.9	4.9	4.7	5.6	5.7	5.3	3143 / 15.2	14.5	15.1	G	KKFR-F
4	KTAR	190 / 5.8	5.5	6.3	7.1	7.1	6.1	3062 / 14.8	16.6	18.1	I	KTAR
5	KOOL-F	181 / 5.4	6.0	4.8	5.4	5.5	5.4	3088 / 14.9	16.2	14.0	G	KOOL-F
6	KFYI	169 / 5.0	5.5	5.4	5.4	5.0	5.3	2302 / 11.1	9.9	9.6	G	KFYI
7	KOY	168 / 5.0	5.1	5.0	5.9	5.5	5.2	1850 / 8.9	9.9	10.5	D	KOY
8	KZZP-F	149 / 4.4	4.5	3.4	3.6	3.9	4.0	3201 / 15.4	14.8	14.1	F	KZZP-F
9	KESZ-F	142 / 4.2	3.8	4.2	4.2	3.5	4.1	2573 / 12.4	10.6	10.4	G	KESZ-F
10	KUPD-F	140 / 4.2	4.7	5.1	4.6	3.5	4.6	2009 / 9.7	10.0	10.3	H	KUPD-F
11	KYOT-F	131 / 3.9	3.1	3.3	3.2	3.7	3.4	2053 / 9.9	9.0	9.0	E	KYOT-F
12	KDKB-F	129 / 3.8	3.1	3.5	3.6	3.4	3.5	2036 / 9.8	9.0	9.8	G	KDKB-F
13	KZON-F	127 / 3.8	3.7	3.0	3.2	3.8	3.4	2361 / 11.4	10.9	10.5	F	KZON-F
14	KEDJ-FF	114 / 3.4	3.6	4.0	3.3	4.0	3.6	2464 / 11.9	12.7	11.6	E	KEDJ-FF
15	KPTY-F	107 / 3.2	2.6	2.9	1.3	1.5	2.5	1958 / 9.4	8.3	6.1	B	KPTY-F
16	KSLX-AF	90 / 2.7	3.2	2.6	3.3	3.2	2.9	1936 / 9.3	9.5	10.4	G	KSLX-AF
17	KKLT-F	89 / 2.6	2.9	2.8	3.0	4.3	2.8	1744 / 8.4	8.5	10.9	G	KKLT-F
18	KGLO-F	70 / 2.1	1.7	1.9	2.5	2.3	2.0	1512 / 7.3	6.5	8.1	E	KGLO-F
19	KWCY-F	47 / 1.4	1.9	1.3	1.5	1.4	1.5	1076 / 5.2	5.2	4.0		KWCY-F
20	KBUQ-F	42 / 1.2	1.0	1.5	1.8	1.0	1.4	1107 / 5.3	4.8	3.3		KBUQ-F
21	KGME	35 / 1.0	0.9	0.8	1.0	0.9	0.9	584 / 2.8	2.8	2.4		KGME

12+ FM Share (Metro): 76.25 % ( 2218 of 2909 ) ( Summer 96: 74.20 % )

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 KOOL-F <	1 KMLE-F	1 KKFR-F	1 KFYI
2 KPTY-F >	2 KUPD-F <	2 KUPD-F <	2 KDKB-F <	2 KOOL-F <	2 KOY <	2 KEDJ-FF	2 KFYI <	2 KNIX-F <	2 KPTY-F <	2 KTAR
3 KEDJ-FF >	3 KZZP-F <	3 KZZP-F <	3 KNIX-F <	3 KNIX-F <	3 KOOL-F <	3 KNIX-F <	3 KNIX-F <	3 KKFR-F <	3 KFYI	3 KMLE-F
	4 KMLE-F	4 KNIX-F <	4 KOOL-F <	4 KDKB-F	4 KFYI <	4 KDKB-F <	4 KMLE-F <	4 KFYI <	4 KMLE-F <	
	5 KZON-F <	5 KDKB-F	5 KZON-F <	5 KESZ-F	5 KNIX-F	5 KESZ-F	5 KOY	5 KOOL-F <	5 KTAR	
	6 KEDJ-FF	KZON-F <	6 KZZP-F	KZON-F <	6 KYOT-F	KMLE-F	6 KTAR <	6 KOY <	6 KZZP-F	
	7 KNIX-F <	7 KKFR-F <	KUPD-F <	7 KYOT-F <	7 KESZ-F	7 KEDJ-F <	7 KKFR-F <	7 KZZP-F	KUPD-F	
	8 KDKB-F	8 KOOL-F	8 KESZ-F	8 KZZP-F	8 KMLE-F	8 KOOL-F <	8 KZZP-F <	8 KZON-F <	8 KESZ-F	
		9 KESZ-F	9 KSLX-AF	KUPD-F		9 KUPD-F <	9 KYOT-F <	9 KUPD-F <	KOY	
			KYOT-F						KEDJ-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 KKFR-F <	1 KZZP-F <	1 KZZP-F	1 KMLE-F	1 KESZ-F <	1 KUPD-F	1 KUPD-F	1 KUPD-F	1 KUPD-F	1 KDKB-F
2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KESZ-F <	2 KMLE-F	2 KKFR-F <	2 KKFR-F <	2 KZON-F	2 KDKB-F	2 KOOL-F
3 KPTY-F	3 KKFR-F <	3 KZON-F	3 KZZP-F <	3 KNIX-F	3 KEDJ-FF	3 KEOJ-FF	KDKB-F	3 KZON-F <	3 KUPD-F <
	KZZP-F >	4 KZON-F	4 KNIX-F <	4 KNIX-F	4 KZZP-F	4 KDKB-F <	4 KEDJ-FF	4 KEDJ-FF <	4 KZON-F <
5 KZON-F	5 KNIX-F <	5 KESZ-F	5 KKFR-F <	5 KZZP-F	5 KPTY-F	5 KZON-F	5 KKFR-F	5 KKFR-F	5 KMLE-F
	KEDJ-FF	6 KESZ-F <	6 KUPD-F <	6 KZON-F <	6 KMLE-F <	6 KZZP-F	6 KMLE-F <	KMLE-F <	KNIX-F <
	KNIX-F	7 KPTY-F	7 KKFR-F	7 KOOL-F	7 KDKB-F	KMLE-F	7 KNIX-F	7 KOOL-F <	7 KSLX-AF
		8 KEDJ-FF <	8 KGLQ-F	8 KKLT-F <	8 KZON-F		8 KZZP-F	8 KSLX-AF <	8 KYOT-F
		9 KUPD-F	KDKB-F	9 KYOT-F				9 KNIX-F	KFYI



# PHOENIX

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
<b>Chancellor</b> KOOL-FM, KZON-FM, KYOT-FM, KOY-AM, KMLE-FM, KISO-AM	24.3 %	24.6 %	26.6 %	KASA	REL	1540	Phoenix	0.3	0.7
<b>Jacor, pend.</b> KGLQ-FM, KZZP-FM	6.5 %	7.7 %	7.3 %	KCWW	C	1580	Tempe	0.8	1.0
<b>OwensMAC (JOA)</b> KCWW-AM, KWCY-FM, KESZ-FM, KNIX-FM	12.3 %	13.1 %	17.1 %	KISO	B/AC	1230	Phoenix	0.3	1.1
<b>Pulitzer</b> KKLT-FM, KMVP-AM, KTAR-AM	8.6 %	6.7 %	15.2 %	KMJK-F	B	106.9	Buckeye	0.5	2.1
<b>Sandusky</b> KSLX-AF, KUKQ-AM, KUPD-FM, KDKB-FM	10.7 %	14.7 %	18.7 %	KMVP	SPRTS	860	Phoenix	0.4	2.6
	<b>62.4 %</b>	<b>66.8 %</b>	<b>84.9 %</b>	KMYL-AF	ST	1190	Tofeson	0.5	1.4
				KPHX	SP	1480	Phoenix	0.5	1.4
				KSUN	SP	1400	Phoenix	0.7	1.5
				KVVA-F	SP	107.1	Apache Junction	0.7	2.3
				KXAM	T	1310	Mesa	0.6	1.3
				<b>Other Rated Stations--Outside Market</b>			<b>Metro Share</b>	<b>Cume Rating</b>	
				KAHM-F	EZ	102.1	Prescott	0.6	1.7

### AM Stations

KCWW	1580	5 kw (DA-N)	Classic Country	ABC	\$ NA	Katz	OwensMAC	Tempe
KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	\$88.00	D&R	Broadcast Group	
KGME	1360	5 kw/1 kw (DA-N)	Sports	Westwd, 1-on-1	\$ NA	Allied	New Century	Glendale
KOY	550	5 kw/1 kw	Standards	Westwd, CNN	\$55.00	Sentry	Chancellor	
KSLX	1440	1 kw (Days)	See KSLX-F					Scottsdale
KTAR	620	5 kw (DA-N)	News/Talk	ABC	\$174.00	Chrstal	Pulitzer	

### FM Stations

KBUQ	105.9	8.2 kw @ 571	Country		\$ NA	Allied	New Century	Paradise Valley
KDKB	93.3	100 kw @ 1540	AOR		\$141.00	Eastman	Sandusky	
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$84.00	Allied	New Century	Sun City
KESZ	99.9	100 kw @ 1702	AC	AP	\$101.00	CBS	OwensMAC	
KGLQ	96.9	100 kw @ 1560	Classic Hits		\$77.00	Mc-Guild	Nationwide	
KHOT	100.3	90 kw @ 2047	See KEDJ-F					Globe
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$100.00	D&R	Broadcast Group	
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Chrstal	Pulitzer	
KMLE	107.9	100 kw @ 1736	Country		\$214.00	Sentry	Chancellor	
KNIX	102.5	100 kw @ 1620	Country		\$214.00	Katz	OwensMAC	
KOOL	94.5	100 kw @ 1655	Oldies		\$145.00	Chrstal	Chancellor	
KPTY	103.9	1.4 kw @ 1345	CHR/Urban		\$ NA	Rostin	Fey/Clifton	Coolidge
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Sandusky	
KUPD	97.9	100 kw @ 1620	AOR		\$160.00	Eastman	Sandusky	Tempe
KVVA	107.1	25 kw @ 312	Hispanic		\$ NA	Lotus	Z-Spanish	Apache Junction
KWCY	103.5	62 kw @ 2428	Country		\$35.00	Katz	OwensMAC	Glendale
KYOT	96.5	100 kw @ 1570	Jazz		\$80.00	Sentry	Chancellor	
KZON	101.5	100 kw @ 1740	Prog. AOR	ABC	\$70.00	Sentry	Chancellor	
KZZP	104.7	100 kw @ 1550	CHR/AC		\$85.00	Mc-Guild	Nationwide	

Notes: 7/97 KRIM-F (104.3; Payson) ceased simulcasting KPTY-F and changed to Progressive AOR . . . 8/97 KOAZ-F changed from Jazz to Country as KWCY-F ("Wild Country") . . . 9/97 KBUQ-F sold to New Century for \$6,800,000 . . . 9/97 KHTC-F changed calls to KGLQ-F ("Eagle 96.9"); remains Classic Hits . . . 10/97 KBUQ-F changed from Country to Black AC as "Hot 105.9" . . . 10/97 Nationwide sold these stations to Jacor. KGLQ-F for \$\_\_\_\_\_ ; KZZP-F for \$\_\_\_\_\_ (Stevens)

Jim Duncan

Comments: KMLE-F and KNIX continue their great battle . . . KPTY-F is showing nice growth

# PITTSBURGH

Arbitron Rank: 20 Pop (12+): 2,029,000  
 MSA Rank: 19  
 MSA Pop: 2,390,000  
 DMA: 19  
 Average Persons Rating: 16.7  
 Market TSL In Hours: 22.25

Stations: 28 / 26  
 Diaries: 3,354/605:1/57.2%  
 Sample Target: 3,300  
 % Below Line: 0.9  
 % Not Listed: 13.1  
 Pop per Station: 78,038

Last Year's Revenue: \$76,600,000  
 Household Income: \$39,726  
 Retail Dollars: \$22.0 Bil  
 #1 Biller: KDKA \$12,200,000  
 #1 Billing Portfolio: Hicks, Muse, pend. \$25,650,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KDKA	403 / 11.9	13.7	12.2	12.3	12.7	12.5	5136 / 25.3	24.9	26.7	I	KDKA
2	WDVE-F	304 / 9.0	8.8	9.0	9.4	9.5	9.0	4165 / 20.5	19.6	22.3	I	WDVE-F
3	WDSY-F	273 / 8.1	8.3	7.3	7.7	8.1	7.8	3126 / 15.4	15.3	15.8	G	WDSY-F
4	WBZZ-F	219 / 6.5	7.2	6.3	6.2	6.1	6.5	4400 / 21.7	21.3	21.0	H	WBZZ-F
5	WWSW-AF	213 / 6.3	5.9	5.3	6.2	6.9	5.9	3496 / 17.2	16.2	18.7	H	WWSW-AF
6	WJAS	170 / 5.0	4.3	4.5	5.6	3.9	4.9	1742 / 8.8	8.0	8.3	C	WJAS
7	WXDX-F	164 / 4.8	5.0	5.3	5.0	5.8	5.0	3117 / 15.4	15.0	14.6	C	WXDX-F
8	WSHH-F	139 / 4.1	4.4	5.4	4.8	4.9	4.7	2327 / 11.5	12.2	12.7	E	WSHH-F
9	WAMO-F	135 / 4.0	3.1	3.4	3.1	2.8	3.4	1755 / 8.6	7.6	7.2	D	WAMO-F
10	WLTJ-F	121 / 3.6	3.7	4.3	3.7	3.1	3.8	2320 / 11.4	10.7	10.6	D	WLTJ-F
	WTAE	121 / 3.6	3.5	3.8	4.4	3.9	3.8	2145 / 10.6	10.6	11.9	G	WTAE
12	WVTY-F	120 / 3.5	3.1	3.3	4.1	3.9	3.5	2519 / 12.4	12.2	13.9	G	WVTY-F
13	WJJJ-F	113 / 3.3	3.7	3.8	3.8	4.0	3.7	1774 / 8.7	9.1	9.3	B	WJJJ-F
14	WZPT-F	106 / 3.1	3.2	2.5	2.6	3.3	2.8	2196 / 10.8	11.7	11.6	D	WZPT-F
15	WRRK-F	95 / 2.8	3.1	2.6	2.8	2.9	2.8	2107 / 10.4	11.8	11.2	C	WRRK-F
16	KQV	38 / 1.1	1.0	1.1	1.0	1.1	1.1	806 / 4.5	4.1	4.8	C	KQV
17	WASP-F	35 / 1.0	1.5	1.0	1.1	1.0	1.2	575 / 2.8	3.0	2.4		WASP-F

12+ FM Share (Metro): 71.71 % ( 2111 of 2944 ) ( Summer 96: 72.60 % )

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 WDVE-F <	1 WDVE-F <	1 KDKA >	1 KDKA >>
2 WAMO-F	2 WBZZ-F <	2 WDSY-F <	2 WDSY-F	2 WDSY-F <	2 WWSW-AF <	2 WDVE-F >	2 KDKA	2 WDSY-F <	2 WDVE-F	2 WDVE-F >
3 WXDX-F >	3 WXDX-F	3 WBZZ-F	3 WWSW-AF	3 WWSW-AF	3 WDSY-F <	3 WDSY-F	3 KDKA	3 WDSY-F	3 KDKA	3 WAMO-F <
	4 WDSY-F >	4 WXDX-F	4 WBZZ-F	4 WBZZ-F <	4 WJAS >	4 WBZZ-F <	4 WJAS <	4 WBZZ-F <	4 WDSY-F	4 WDSY-F
	5 WAMO-F <	5 WWSW-AF <	5 WXDX-F <	5 KDKA	5 WTAE <	5 WXDX-F	5 WWSW-AF <	5 WWSW-AF	5 WBZZ-F <	5 WBZZ-F <
	6 WVTY-F <	6 WVTY-F	6 WVTY-F	6 WVTY-F <	6 WSHH-F <	6 WWSW-AF	6 WBZZ-F	6 WJAS	6 WSHH-F	6 WSHH-F
	7 WZPT-F >	7 WZPT-F <	7 KDKA	7 WXDX-F <	7 WDVE-F <	7 WRRK-F <	7 WXDX-F <	7 WXDX-F	7 WWSW-AF	7 WWSW-AF
		8 WAMO-F	8 WZPT-F	8 WZPT-F <		8 WTAE	8 WVTY-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 WBZZ-F <	1 WDVE-F	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>
2 WDVE-F >	2 WDVE-F	2 WDSY-F <	2 WDSY-F <	2 WWSW-AF <	2 WXDX-F	2 WXDX-F >	2 WXDX-F	2 WDSY-F <	2 WDSY-F
3 WAMO-F	3 WDSY-F	3 WDVE-F <	3 WDVE-F <	3 WDSY-F	3 WAMO-F	3 WDSY-F >	3 WDSY-F >	3 WXDX-F >	3 WWSW-AF <
4 WXDX-F <	4 WXDX-F	4 WVTY-F	4 WWSW-AF	4 WVTY-F <	4 WBZZ-F >	4 WAMO-F <	4 WZPT-F	4 KDKA <	4 KDKA
5 WDSY-F	5 WVTY-F	5 WZPT-F	5 WVTY-F	5 WLTJ-F <	5 WDSY-F	5 WBZZ-F	5 WVTY-F	5 WRRK-F <	5 WXDX-F
6 WVTY-F >	6 WZPT-F	6 WXDX-F <	6 WLTJ-F <	6 WSHH-F		6 WZPT-F	6 KDKA	6 WZPT-F <	6 WRRK-F <
	7 WAMO-F	7 WLTJ-F	7 WSHH-F	7 WDVE-F				7 WBZZ-F <	7 WZPT-F
	8 WLTJ-F	8 WSHH-F	8 WXDX-F <					8 WWSW-AF <	

Other Rated Stations	Metro Share	Cume Rating
WBUT AC 1050 Butler	0.5	1.5
WBVP T 1230 Beaver Falls	0.6	1.3
WESA-F CHR 98.3 Charleroi	0.6	1.7
WIXZ SPRTS 1360 McKeesport	0.3	1.6
WJPA-F O 95.3 Washington	0.4	1.1
WJPA O 1450 Washington	0.1	0.4
WMBS FS 590 Uniontown	0.9	1.7
WORD-F REL 101.5 Pittsburgh	0.8	2.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WQXK-F C 105.1 Salem, OH	0.5	1.0
WRKY-F C 103.5 Steubenville	0.4	1.4

# PITTSBURGH

Consolidation Report	12+	25-54	Revenue
Frischling WLTJ-FM, WRRK-FM	6.4 %	8.7 %	5.8 %
Hicks, Muse, pend. WDVE-FM, WJJJ-FM, WTAE-AM, WVTY-FM, WWSW-AF, WXDX-FM	30.5 %	38.7 %	43.5 %
Westinghouse, pend. KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM	29.6 %	26.5 %	36.6 %
	66.5 %	73.9 %	85.9 %

## AM Stations

Station	Freq	Power	Format	Ownership	Advertiser	Agency	Comments
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	Group W	Westinghouse
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$35.00	---	
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied	Renda
WTAE	1250	5 kw (DA-N)	Talk	ABC, Westwd	\$88.00	Katz	Hicks, Muse, pend.
WWSW	970	5 kw (DA-2)	See WWSW-F				

## FM Stations

Station	Freq	Power	Format	Ownership	Advertiser	Agency	Comments
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		\$155.00	Eastman	Westinghouse, pend.
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman	Westinghouse, pend.
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Chnstal	Hicks, Muse, pend.
WJJJ	104.7	19 kw @ 794	Jazz		\$45.00	Eastman	Hicks, Muse, pend.
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P	Fnschling
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Allied	Fnschling Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz	Renda
WVTY	96.1	44 kw @ 522	AC		\$110.00	Katz	Hicks, Muse, pend.
WWSW	94.5	50 kw @ 810	Oldies	ABC	\$160.00	Sentry	Chancellor
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$50.00	Chnstal	Hicks, Muse, pend.
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Eastman	Westinghouse, pend. New Kensington

Notes: 8/97 WIXZ sold to Renda for \$1,250,000 (assumption of liability) . . . 9/97 SFX sold these stations to Hicks, Muse interests: WDVE-F for \$106,000,000; WJJJ-F for \$18,000,000; WTAE for \$12,000,000; WVTY-F for \$21,000,000; WXDX-F for \$24,000,000 . . . 10/97 American Radio Systems sold these stations to Westinghouse: WBZZ-F for \$46,000,000; WDSY-F for \$52,000,000; WZPT-F for \$21,000,000

Jim Duncan

Comments: Listening levels are steady . . . WAMO-F had its best book since it exchanged facilities with WXDX-F . . . Other stations are relatively steady

# PORTLAND, OR

Arbltron Rank: 24 Pop (12+): 1,629,900  
 MSA Rank: 27  
 MSA Pop: 1,770,000  
 DMA: 24  
 Average Persons Rating: 15.2  
 Market TSL in Hours: 20.25

Stations: 28 / 26  
 Dials: 2,815/579:1/51.4%  
 Sample Target: 2,690  
 % Below Line: 0.8  
 % Not Listed: 15.4  
 Pop per Station: 62,688

Last Year's Revenue: \$86,100,000  
 Household Income: \$43,680  
 Retail Dollars: \$19.0 Bil  
 #1 Biller: KKCW-F \$9,200,000  
 #1 Billing Portfolio: Jacor \$22,400,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KKRZ-F	CHR	235 / 9.5	93	79	7.8	7.7	86	4039 / 24.8	21.9	19.7	G KKRZ-F
2	KKCW-F	AC	188 / 6.7	61	73	6.3	7.1	6.6	2200 / 13.5	13.1	13.3	H KKCW-F
3	KKSN-F	O	139 / 5.6	5.4	4.6	4.9	5.7	5.1	2496 / 15.3	15.0	15.5	G KKSN-F
4	KXL	N/T	138 / 5.5	5.4	6.4	7.4	5.9	6.2	2216 / 13.6	12.4	14.1	G KXL
5	KUPL-F	C	135 / 5.5	5.9	5.5	5.5	6.2	5.6	2285 / 14.0	14.6	14.6	H KUPL-F
6	KGON-F	CL AOR	129 / 5.2	5.2	4.0	4.9	4.7	4.8	2432 / 14.9	14.7	14.6	G KGON-F
7	KWJJ-F	C	127 / 5.1	5.3	6.5	6.7	7.2	5.9	2201 / 13.5	13.8	16.8	H KWJJ-F
8	KUFO-F	AOR	115 / 4.7	4.4	4.2	5.1	5.4	4.6	2088 / 12.7	11.4	13.8	G KUFO-F
9	KKJZ-F	J	112 / 4.5	3.4	3.7	3.1	3.0	3.7	1486 / 9.1	7.9	7.3	E KKJZ-F
10	KEX	FS	108 / 4.4	4.8	6.9	6.1	3.6	5.5	1944 / 11.9	13.4	10.3	G KEX
11	KINK-F	AOR-P	85 / 3.4	3.5	3.5	3.8	3.0	3.6	1316 / 8.1	9.0	7.7	G KINK-F
12	KKRH-F	CL HITS	77 / 3.1	3.3	2.6	3.3	3.5	3.1	1564 / 9.6	9.8	11.5	E KKRH-F
13	KNRK-F	AOR-NR	76 / 3.1	2.9	2.9	2.8	5.1	2.9	1798 / 11.0	10.3	13.2	E KNRK-F
14	KBBT-F	AC-NR	74 / 3.0	3.6	3.3	3.3	1.3	3.3	1917 / 11.8	11.5	6.7	A KBBT-F
15	KKSN	ST	65 / 2.8	2.9	3.0	3.1	2.8	2.9	889 / 5.5	6.4	7.0	C KKSN
16	KEWS	N/T	64 / 2.8	2.5	2.4	1.9	2.2	2.3	1048 / 6.4	5.3	5.8	C KEWS
17	KXL-F	AC	60 / 2.4	2.3	2.4	2.3	2.1	2.4	1522 / 9.3	8.2	8.1	D KXL-F
18	KFXX	SPRTS	48 / 1.9	0.8	1.3	0.9	1.3	1.2	794 / 4.9	3.8	4.1	C KFXX
19	KPDQ-F	REL	35 / 1.4	1.1	1.9	1.4	1.6	1.5	718 / 4.4	4.1	4.5	KPDQ-F
20	KWJJ	C	25 / 1.0	1.1	1.5	1.3	1.7	1.2	513 / 3.1	3.5	3.9	* KWJJ

12+ FM Share (Metro): 75.84 % ( 1585 of 2090 ) ( Summer 96: 75.40 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KKRZ-F >>	1 KKRZ-F >	1 KKRZ-F	1 KKCW-F <	1 KKCW-F	1 KXL	1 KKRZ-F	1 KKRZ-F <	1 KKRZ-F >	1 KKRZ-F >	1 KEX
2 KNRK-F	2 KUFO-F	2 KKCW-F >	2 KKRZ-F	2 KKRZ-F	KKCW-F <	2 KKCW-F	2 KKCW-F	2 KKCW-F <	2 KWJJ-F <	2 KKRZ-F >
KUFO-F	3 KWJJ-F	3 KGON-F	3 KGON-F <	3 KGON-F <	3 KKSN-F	3 KGON-F <	3 KXL <	3 KKSN-F	3 KKJZ-F <	3 KUFO-F <
4 KNRK-F <	4 KUFO-F <	4 KKS-F <	4 KKS-F <	4 KKS-F	4 KEX	4 KXL <	4 KKS-F <	4 KWJJ-F <	4 KUFO-F <	4 KKS-F <
5 KBBT-F <	5 KWJJ-F	5 KUPL-F <	5 KUPL-F <	5 KUPL-F <	5 KKJZ-F	5 KEX <	5 KUPL-F <	5 KUPL-F <	5 KEX	5 KXL <
6 KGON-F	KUPL-F <	6 KWJJ-F <	6 KWJJ-F <	6 KUPL-F	6 KUPL-F >	6 KUPL-F >	6 KKJZ-F <	6 KUFO-F <	KXL <	
KUPL-F	7 KKSN-F	7 KUFO-F <	7 KINK-F <	7 KGON-F <	7 KKSN-F	7 KWJJ-F <	7 KGON-F <	7 KGON-F <	7 KKRH-F <	
8 KKCW-F	8 KINK-F <	8 KINK-F	8 KKJZ-F	8 KINK-F <	KINK-F <	8 KGON-F	8 KXL	8 KXL	8 KNRK-F	
	9 KKJZ-F	9 KKJZ-F	KUFO-F	9 KKRZ-F	9 KWJJ-F	KUFO-F <	9 KKJZ-F <	KKSN-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 KKRZ-F	1 KKCW-F	1 KUFO-F <	1 KUFO-F >	1 KUFO-F >	1 KGON-F <	1 KGON-F
2 KWJJ-F	2 KKCW-F <	2 KKCW-F >	2 KKCW-F >	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F <	2 KUFO-F	2 KUFO-F
3 KBBT-F	3 KWJJ-F <	3 KWJJ-F	3 KWJJ-F <	3 KKSN-F	3 KGON-F	3 KGON-F <	3 KNRK-F	3 KKRZ-F	3 KKS-F
KUPL-F	4 KBBT-F <	KUPL-F	4 KKSN-F <	4 KINK-F <	4 KWJJ-F	4 KNRK-F <	4 KGON-F <	4 KUPL-F <	4 KKRZ-F <
KUFO-F	5 KUPL-F	KBBT-F >	5 KUPL-F <	5 KWJJ-F <	5 KNRK-F	5 KWJJ-F	5 KWJJ-F	5 KWJJ-F	5 KUPL-F <
6 KXL-F	6 KXL-F <	6 KNRK-F	6 KINK-F	6 KKJZ-F <	6 KUPL-F >	6 KUPL-F	KKRH-F <	6 KKS-F	6 KEX <
7 KNRK-F	7 KNRK-F	KXL-F <	7 KKJZ-F <	7 KUPL-F >		KBBT-F	7 KFXX <	7 KNRK-F <	7 KXL <
	8 KGON-F	8 KINK-F <	8 KBBT-F <			8 KKRH-F <	8 KBBT-F	8 KKRH-F <	8 KWJJ-F
		9 KGON-F <				9 KUPL-F >	9 KUPL-F >	9 KKCW-F <	9 KKCW-F <

Other Rated Stations	Metro Share	Cume Rating		
KBNP	T	1410 Portland	0.4	0.9
KKEY	T	1150 Portland	0.4	1.1
KPDQ	REL	800 Portland	0.2	1.0
KUPL	C	970 Portland	0.6	2.1
KWIP	SP	880 Dallas	0.5	1.0
KYKN	T	1430 Keizer/Salem	0.4	1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
KRKT-F	C	99.9 Albany	0.4	1.3
KXPC-F	C	103.7 Lebanon	0.4	0.6

# PORTLAND, OR

Consolidation Report	12+	25-54	Revenue
<b>Entercom</b> KFXX-AM, KGON-FM, KNRK-FM	10.2 %	11.4 %	13.4 %
<b>Jacor</b> KKRZ-FM, KEWS-AM, KEX-AM, KKCW-FM	23.2 %	22.4 %	27.2 %
<b>Sinclair TV</b> KKSX-AM, KKSX-FM, KKRH-FM	11.3 %	10.8 %	12.8 %
<b>Westinghouse, pend.</b> KUPL-AM, KBBT-FM, KINK-FM, KUFO-FM, KUPL-AM, KKJZ-FM	16.9 %	19.0 %	26.6 %
	<b>61.6 %</b>	<b>63.6 %</b>	<b>80.0 %</b>

## AM Stations

Station	Power	Frequency	Format	Service	Advertiser	Agency	Comments
KEWS	620	5 kw (DA-N)	News/Talk	ABC, AP	\$27.00	Katz	Jacor
KEX	1190	50 kw (DA-N)	Full Service	ABC	\$110.00	Katz	Jacor
KFXX	1520	50 kw/15 kw (DA-2)	Sports	ABC, CBS, Westwd	\$35.00	D&R	Entercom Oregon City
KKSN	910	5 kw (DA-2)	Standards	Westwd	\$34.00	Christal	Sinclair TV Vancouver, WA
KWJJ	1080	50 kw/10 kw (DA-2)	Classic Country		\$ NA	Banner	Fisher
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	\$101.00	Mc-Guild	Alexander

## FM Stations

Station	Power	Frequency	Format	Service	Advertiser	Agency	Comments
KBBT	107.5	6.3 kw @ 1332	AC-New Rock		\$50.00	Katz	Westinghouse, pend. Banks
KGON	92.3	100 kw @ 1268	Classic AOR		\$140.00	CBS	Entercom
KINK	101.9	100 kw @ 1674	Prog AOR		\$117.00	Allied	Westinghouse, pend.
KKCW	103.3	100 kw @ 1674	AC		\$148.00	Katz	Jacor Beaverton
KKJZ	106.7	100 kw @ 890	Jazz		\$75.00	Katz	Westinghouse, pend. Lake Oswego
KKRH	105.1	100 kw @ 1840	Classic Hits		\$77.00	Christal	Sinclair TV Salem
KKRZ	100.3	100 kw @ 1434	CHR		\$120.00	Katz	Jacor
KKSN	97.1	100 kw @ 1268	Oldies	Westwd	\$118.00	Christal	Sinclair TV
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$68.00	CBS	Entercom Camas, WA
KPDQ	93.7	100 kw @ 1268	Religion		\$23.00	Salem	Salem
KUFO	101.1	100 kw @ 1640	AOR		\$110.00	Katz	Westinghouse pend.
KUPL	98.5	100 kw @ 1106	Country	AP	\$155.00	Katz	Westinghouse pend.
KWJJ	99.5	52 kw @ 1268	Country		\$155.00	Banner	Fisher
KXL	95.5	100 kw @ 990	AC		\$60.00	Mc-Guild	Alexander

Notes: \* KWJJ revenue included with KWJJ-F . . . 8/97 KOTK changed from Talk to News/Talk as KEWS; some key shows such as Dr. Laura & Rush moved from KEX to KEWS . . . 9/97 KKEY sold for \$345,000 . . . 9/97 KUPL-F moved from 98.5 to 98.7 as a Class C1 to reduce interference with/from KOIN-TV, ch. 6 . . . 9/97 KWJJ changed format from Country to Talk as KOTK (after the Summer survey) . . . 10/97 American Radio Systems sold these stations to Westinghouse: KBBT-F for \$22,000,000; KINK-F for \$34,000,000; KKJZ for \$24,000,000; KUFO-F for \$38,000,000; KUPL-F for \$43,000,000

Jim Duncan

Comments: KKRZ-F had its seventh consecutive increase -- the longest-running string in the nation . . . Listening levels are up a bit . . . KWJJ-F is on its fourth consecutive down book and is at its lowest share in several years

# PROVIDENCE

Arbitron Rank: 31 Pop (12+): 1,261,800  
 MSA Rank: 63  
 MSA Pop: 903,000  
 DMA: 46  
 Average Persons Rating: 16.6  
 Market TSL In Hours: 22.00

Stations: 44 / 24  
 Diaries: 1,652/764:1/45.6%  
 Sample Target: 1,760  
 % Below Line: 19.6  
 % Not Listed: 9.4  
 Pop per Station: 52,575

Last Year's Revenue: \$37,900,000  
 Household Income: \$42,376  
 Retail Dollars: \$6.8 Bil  
 #1 Biller: WHJY-F \$6,000,000  
 #1 Billing Portfolio: Citadel \$12,100,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WHJY-F	AOR	162 / 7.7	6.1	6.9	8.1	8.2	7.2	2216 / 17.8	17.6	17.1	G	WHJY-F
2	WWLI-F	SAC	156 / 7.5	7.6	8.8	8.1	9.1	8.0	2220 / 17.8	17.7	17.4	F	WWLI-F
3	WWBB-F	O	136 / 6.5	7.1	6.2	6.0	5.1	6.5	2327 / 18.4	18.7	16.5	E	WWBB-F
4	WPRO-F	CHR	117 / 5.8	7.8	5.7	6.5	6.7	6.4	2629 / 20.8	22.3	21.9	F	WPRO-F
5	WLKW	ST	114 / 5.5	6.3	6.2	4.8	4.8	5.7	1176 / 9.3	11.0	9.5	B	WLKW
6	WPRO	T	112 / 5.4	4.2	4.2	4.4	5.3	4.5	1527 / 12.1	13.9	13.0	D	WPRO
7	WSNE-F	AC	107 / 5.1	5.5	5.1	6.0	5.2	5.4	2080 / 16.5	15.4	14.8	E	WSNE-F
8	WCTK-F	C	95 / 4.5	3.8	5.3	4.3	4.5	4.5	1476 / 11.7	9.7	8.7	C	WCTK-F
9	WWXX-F	CHR	78 / 3.7	3.6	4.9	4.1	4.1	4.1	1508 / 11.9	12.3	12.7	C	WWXX-F
10	WWRX-F	CL AOR	72 / 3.4	3.8	3.7	3.5	4.2	3.6	1757 / 13.9	13.1	13.8	E	WWRX-F
11	WHJJ	N/T	65 / 3.1	3.4	3.3	4.6	4.0	3.6	928 / 7.4	8.1	8.9	D	WHJJ
12	WBRU-F	AOR-NR	62 / 3.0	2.8	3.6	2.6	2.9	3.0	1816 / 14.4	13.5	11.2	C	WBRU-F
13	WJMN-F	CHR	52 / 2.5	1.3	1.3	1.3	2.1	1.6	1182 / 9.4	8.3	9.0		WJMN-F
14	WCRB-F	CL	47 / 2.2	1.9	1.2	1.6	2.0	1.8	706 / 5.6	5.1	5.0		WCRB-F
15	WDGE-F	AOR-NR	43 / 2.1	1.7	2.1	2.3	2.8	2.0	1228 / 9.7	9.3	10.9	C	WDGE-F
16	WFHN-F	CHR	38 / 1.7	1.9	1.0	1.1	2.6	1.4	774 / 6.1	5.6	5.8		WFHN-F

12+ FM Share (Metro): 75.77 % ( 1435 of 1894 ) ( Summer 96: 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 WWBB-F	1 WHJY-F <	1 WWLI-F <	1 WHJY-F	1 WWLI-F	1 WBZ <
2	WPRO-F	2 WWLI-F <	2 WWLI-F <	2 WWLI-F <	WLKW	2 WPRO <	2 WHJY-F	2 WWLI-F	2 WWXX-F <	2 WWLI-F
	WJMN-F >	3 WPRO-F	3 WPRO-F <	3 WSNE-F <	3 WWBB-F <	3 WPRO <	3 WWLI-F	3 WWBB-F <	3 WHJY-F	3 WWXX-F <
		4 WSNE-F	4 WSNE-F	4 WPRO-F	4 WSNE-F <	4 WWLI-F	4 WWBB-F <	4 WLKW	4 WLKW <	4 WCTK-F
		5 WWXX-F <	5 WWBB-F	5 WWBB-F	5 WPRO-F	5 WCTK-F	5 WPRO-F <	5 WSNE-F	5 WCTK-F <	5 WPRO
		6 WBRU-F	6 WWRX-F	6 WWRX-F	6 WWRX-F	6 WHJJ <	6 WSNE-F <	WPRO	6 WSNE-F	6 WWBB-F
		7 WJMN-F <	7 WBRU-F <		7 WCTK-F	7 WHJY-F	7 WWRX-F	WPRO-F	7 WPRO-F <	
						WSNE-F	8 WLKW	8 WCTK-F	8 WPRO	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WWXX-F <	1 WWLI-F	1 WWLI-F	1 WWLI-F	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>
2	WPRO-F	2 WPRO-F	2 WSNE-F <	2 WSNE-F <	2 WBRU-F >	2 WPRO-F <	2 WPRO-F	2 WWRX-F	2 WWSB-F <
3	WWLI-F	3 WSNE-F	3 WPRO-F	3 WPRO-F >	3 WWXX-F	3 WBRU-F	3 WWLI-F	3 WWBB-F	3 WWRX-F
4	WBRU-F	4 WWXX-F <	4 WHJY-F >	4 WHJY-F <	4 WDGE-F	4 WWLI-F <	4 WSNE-F <	4 WPRO-F	4 WPRO-F
	WJMN-F >	5 WHJY-F >	5 WWBB-F	5 WWBB-F	5 WCTK-F	5 WSNE-F <	5 WBCN-F <	5 WBRU-F <	5 WWLI-F
		6 WBRU-F		6 WWXX-F <	6 WCTK-F >	6 WFHN-F	6 WPRO	6 WSNE-F <	6 WSNE-F <
		7 WJMN-F <		7 WCTK-F		7 WWRX-F	7 WDGE-F	7 WWLI-F	7 WPRO >
		8 WBMX-F					8 WWRX-F		
							9 WBCN-F <		

Other Rated Stations	Metro Share	Cume Rating
WARV	REL	1590 Warwick 0.4 2.3
WBSM	T	1420 New Bedford 1.5 2.6
WDGF-F	AC-NR	100.3 Middletown 1.1 5.4
WHIM	C	1450 W. Warwick 0.7 1.2
WJFD-F	E	97.3 New Bedford 0.3 1.0
WNBH	C	1340 New Bedford 0.3 1.4
WNRI	T	1380 Woonsocket 0.7 1.1
WPNW	BIZ N	550 Pawtucket 0.5 1.8
WSAR	T	1480 Fall River, MA 0.6 1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAAF-F	AOR-NR	107.3 Worcester, MA 0.8 3.9
WBCN-F	AOR	104.1 Boston 1.3 5.0
WBMX-F	AC	98.5 Boston 1.5 5.3
WBOS-F	AOR-P	92.9 Brookline, MA 1.2 4.7
WBZ	N/T	103.0 Boston 1.5 6.4
WCIB-F	CL AOR	101.9 Falmouth MA 0.7 2.4
WCTY-F	C	97.7 Norwich, CT 1.0 1.1
WEEI	SPRTS	85.0 Boston 1.1 2.8
WKLB-F	C	96.9 Boston 0.4 1.6
WMJX-F	AC	106.7 Boston 0.8 2.7
WODS-F	O	103.3 Boston 0.6 3.3
WPLM-F	J	99.1 Plymouth, MA 0.8 2.9
WQGN-F	CHR	105.5 Groton, CT 0.5 0.9
WRKO	T	68.0 Boston 0.6 2.1
WROR-F	AC	105.7 Framingham, MA 0.8 2.3
WXKS-F	CHR	107.9 Medford MA 0.5 3.4
WZLX-F	CL AOR	100.7 Boston 0.9 3.6

# PROVIDENCE

Consolidation Report	12+	25-54	Revenue
<b>Back Bay</b> WAKX-FM, WPNW-AM, WWKX-FM	4.2 %	2.3 %	4.6 %
<b>Citadel</b> WDGE-FM, WDGJ-FM, WLKW-AM, WPRO-FM, WPRO-AM, WWLI-FM	27.2 %	23.1 %	35.6 %
<b>Clear Channel</b> WWBB-FM, WWRX-FM	9.9 %	12.7 %	18.5 %
<b>Hicks, Muse, pend.</b> WHJJ-AM, WHJY-FM, WSNE-FM	15.9 %	19.1 %	31.4 %
	<b>57.2 %</b>	<b>57.2 %</b>	<b>90.1 %</b>

## AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Buyer
WHJJ	920	5 kw (DA-N)		News/Talk	CBS, Talknt	\$50.00	Katz Hicks, Muse, pend.
WLKW	790	5 kw (DA-N)		Standards	ABC	\$34.00	Allied Citadel
WPRO	630	5 kw (DA-N)		Talk	ABC, SBUSA, 1/1	\$67.00	Mc-Guild Citadel

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Buyer	Location
WAKX	102.7	1.95 kw @ 226		See WWKX-F				Narragansett Pier
WBRU	95.5	20 kw @ 440		New Rock		\$45.00	---	
WCTK	98.1	47 kw @ 510		Country		\$50.00	D&R Hall	New Bedford
WDGE	99.7	2.3 kw @ 535		New Rock		\$44.00	Katz Citadel	Wakefield
WFHN	107.1	2.4 kw @ 348		CHR		\$ NA	Mc-Guild Spring	Farmhaven, MA
WHJY	94.1	50 kw @ 440		AOR		\$114.00	D&R Hicks, Muse, pend.	
WPRO	92.3	39 kw @ 551		CHR		\$80.00	Mc-Guild Citadel	
WSNE	93.3	29.8 kw @ 619		AC		\$75.00	D&R Hicks, Muse, pend.	Taunton
WWBB	101.5	13.5 kw @ 950		Oldies		\$79.00	Clr Chnl Clear Channel	
WWLI	105.1	50 kw @ 500		Soft AC		\$85.00	Allied Citadel	
WWRX	103.7	37 kw @ 568		Classic AOR	Source	\$65.00	Clr Chnl Clear Channel	Westerly

Notes: 9/97 SFX sold these stations to Hicks, Muse interests: WHJJ for \$10,000,000; WHJY-F for \$46,000,000; WSNE-F for \$26,000,000 . . . 10/97 WDGE-F changed to Classic Hits as "The Eagle"

Jim Duncan

Comments: WPRO-F faded badly from its strong Spring book . . . WWLI-F has its lowest share in about two years . . . WPRC-AM has its highest share in more than two years

# RALEIGH-DURHAM

Arbitron Rank: 48	Pop (12+): 870,000	Stations: 33 / 26	Last Year's Revenue: \$50,000,000
MSA Rank: 56		Diaries: 2,103/414.1/54.3%	Household Income: \$45,067
MSA Pop: 1,030,000		Sample Target: 2,060	Retail Dollars: \$113 Bil
DMA: 30		% Below Line: 6.7	#1 Biller: WRAL-F \$7,300,000
Average Persons Rating: 15.4		% Not Listed: 21.4	#1 Billing Portfolio: Hicks, Muse (pend) \$20,000,000
Market TSL in Hours: 20.50		Pop per Station: 33,462	

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									Level	Station
1	WDCG-F	CHR	113 / 8.4	7.8	8.6	8.0	8.3	8.2	2036 / 23.4	23.5	25.8	G	WDCG-F
2	WQOK-F	B	102 / 7.6	9.4	9.3	8.5	8.1	8.7	1464 / 16.8	18.3	15.5	F	WQOK-F
3	WFXC-FF	B/AC	95 / 7.1	4.7	5.7	6.1	5.1	5.9	1115 / 12.8	9.8	11.4	E	WFXC-FF
4	WPTF	FS/T	88 / 6.6	6.3	6.3	6.1	6.2	6.3	1283 / 14.7	14.2	13.3	F	WPTF
5	WRAL-F	AC/CHR	84 / 6.3	6.3	7.4	7.2	7.4	6.8	1918 / 22.0	20.3	22.5	H	WRAL-F
6	WRDU-F	AOR	81 / 6.0	7.1	6.9	5.8	6.0	6.5	1484 / 17.1	18.1	17.6	G	WRDU-F
7	WKIX-F	C	74 / 5.5	5.3	5.6	5.8	6.7	5.6	1114 / 12.8	14.1	15.8	E	WKIX-F
8	WTRG-F	O	71 / 5.3	6.3	5.5	5.2	6.8	5.6	1432 / 16.5	16.8	18.4	G	WTRG-F
9	WQDR-F	C	65 / 4.8	5.7	6.0	6.2	5.9	5.7	1034 / 11.9	13.7	15.1	F	WQDR-F
10	WRSN-F	AC	59 / 4.4	4.2	3.8	3.2	4.7	3.9	1144 / 13.1	13.4	14.8	D	WRSN-F
11	WJMH-F	B	33 / 2.5	2.9	1.8	1.8	1.6	2.2	730 / 8.4	7.2	6.0		WJMH-F
12	WZZU-F	CL HITS	24 / 1.8	2.2	2.5	2.5	2.3	2.2	736 / 8.5	9.9	6.4	C	WZZU-F
13	WPCM-F	C	17 / 1.3	1.3	0.9	1.9	0.8	1.3	349 / 4.0	4.7	4.7		WPCM-F
14	WKTC-F	C	15 / 1.1	1.2	1.1	1.1	1.3	1.1	321 / 3.7	3.7	5.5		WKTC-F
	WAUG	B/G	15 / 1.1	1.4	0.5	0.6	0.8	0.9	157 / 1.8	2.6	1.3	A	WAUG

12+ FM Share (Metro): 82.94 % ( 875 of 1055 ) ( Summer 96 84.40 % )

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

Other Rated Stations	Metro Share	Cume Rating
WCHL	T	1360 Chapel Hill 0.4 2.0
WCLY	REL	1550 Raleigh 0.7 1.3
WDNC	SPRTS	620 Durham 0.5 3.6
WDUR	BiG	1490 Durham 0.4 0.7
WETC	SP	540 Wendell-Zebulon 0.4 0.4
WHLQ-AM	C	1025 Louisburg 0.4 0.8
WMPM	C	1270 Smithfield 0.9 1.2
WPJL	REL	1240 Raleigh 0.4 0.9
WRBZ	T	850 Raleigh 0.5 2.9
WRDT	REL	570 Raleigh 0.5 1.6
WSRC	BiG	1410 Durham 0.7 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKRR-F	AOR/CL	92.3 Asheboro 0.4 2.4
WMAG-F	AC	99.5 High Point 0.5 2.4
WOMG-F	B/AC	97.1 Greensboro 0.7 2.6
WRCC-F	AOR	103.5 Dunn 0.7 3.8
WZFX-F	B	59.1 Whiteville 0.6 3.1



# RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	16.8 %	18.0 %	19.4 %
WDUR-AM, WFXC-FM, WFXK-FM, WQOK-FM, WZZU-FM			
<b>Curtis</b>	18.4 %	16.1 %	25.2 %
WCHL-AM, WKIX-FM, WKTC-FM, WPTF-AM, WQDR-FM			
<b>Hicks, Muse, pend.</b>	24.1 %	27.5 %	40.0 %
WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM			
	<b>59.4 %</b>	<b>61.6 %</b>	<b>84.6 %</b>

## AM Stations

Station	Power	Time	Format	Source	Revenue	Company	Notes
WAUG	750	6:5 kw (Days)	Black Gospel	AP, AURN	\$ NA	---	New Hope
WPTF	580	50 kw (DA-N)	Full Service Talk	CBS	\$75.00	Mc-Guild	Curtis
WRDI	570	560 w:52 w	Religion	SIRN	\$ NA	---	Mortenson

## FM Stations

Station	Freq	Power	Format	Source	Revenue	Company	Notes
WDCG	105.1	100 kw @ 1040	CHR	ABC	\$125.00	Allied	Hicks, Muse, pend.
WFXC	107.1	2.6 kw @ 500	Black AC	ABC	\$54.00	Eastman	Clear Channel
WFXK	104.3	100 kw @ 981	See WFXC-F				Tarboro
WKIX	96.1	100 kw @ 985	Country	Westw	\$62.00	Mc-Guild	Curtis
WKTC	96.9	100 kw @ 984	Country		\$26.00	D&R	Curtis
WQDR	94.7	100 kw @ 1680	Country	Westw	\$83.00	Mc-Guild	Curtis
WQOK	97.5	100 kw @ 981	Black	ABC	\$75.00	D&R	Clear Channel
WRAL	101.5	100 kw @ 1821	AC, CHR		\$150.00	Katz	Capitol
WRDU	106.1	100 kw @ 1350	ACR	Source	\$101.00	Allied	Hicks, Muse, pend.
WRSN	93.9	100 kw @ 1270	AC		\$55.00	Allied	Hicks, Muse, pend.
WTRG	100.7	100 kw @ 1968	Oldies	ABC	\$100.00	Allied	Hicks, Muse, pend.
WZZU	103.9	7.9 kw @ 577	Classic Hits		\$35.00	Eastman	Clear Channel

Notes: Other ranked stations -- See Greensboro . . . 8/97 WDNC ended its LMA by WRAL; began LMA by Curtis . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WDCG-F for \$45,000,000; WRDU-F for \$50,000,000; WRSN-F for \$20,000,000; WTRG-F for \$41,000,000 . . . 9/97 WZZU-F changed from Classic Hits to simulcasting WDUR's Black Gospel programming

Jim Duncan

Comments: WFXC-F has recovered from a series of weak books . . . WQDR-F is at its lowest level in several years

# RICHMOND

Arbitron Rank: 56 Pop (12+): 782,500	Stations: 24 / 23	Last Year's Revenue: \$37,800,000
MSA Rank: 62	Diaries: 2,045/383: 1/53 5%	Household Income: \$43,898
MSA Pop: 940,000	Sample Target: 1,980	Retail Dollars: \$10.0 Bil.
DMA: 54	% Below Line: 0.3	#1 Biller: WKHK-F \$6,100,000
Average Persons Rating: 15.7	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 34,022	Clear Channel \$16,400,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WCDX-F	B	138 / 11.0	10.7	9.9	10.6	9.7	10.6	1420 / 18.2	18.9	16.6	F WCDX-F
2	WKHK-F	C	133 / 10.8	12.9	10.4	11.2	11.1	11.3	1717 / 21.9	22.7	23.2	G WKHK-F
3	WTVR-F	SAC	119 / 9.7	8.0	9.7	8.4	8.8	8.9	1452 / 18.8	18.4	19.3	F WTVR-F
4	WRVA	FS	93 / 7.6	7.6	9.4	8.7	8.6	8.3	1307 / 16.7	18.6	18.6	F WRVA
5	WRVQ-F	CHR	83 / 6.7	5.7	6.2	5.3	6.0	6.0	1641 / 21.0	20.2	18.8	E WRVQ-F
6	WMXB-F	AC	66 / 5.4	6.2	6.0	5.0	4.3	5.6	1274 / 16.3	17.8	12.8	E WMXB-F
7	WPLZ-F	B/AC	61 / 5.0	4.7	4.8	6.3	4.6	5.2	1001 / 12.8	12.7	12.2	C WPLZ-F
8	WRXL-F	AOR	53 / 4.3	4.9	5.2	4.3	4.9	4.7	1038 / 13.3	12.6	14.0	E WRXL-F
9	WSMJ-F	J	52 / 4.2	3.8	5.3	5.8	6.2	4.8	797 / 10.2	10.8	12.9	B WSMJ-F
10	WSOJ-F	B	43 / 3.5	2.8	2.7	2.2	1.8	2.8	604 / 7.7	6.6	5.0	A WSOJ-F
11	WVGO-F	O	40 / 3.2	3.7	2.9	2.8	1.8	3.2	821 / 10.5	10.1	6.0	C WVGO-F
12	WBZU-F	AOR-NR	38 / 3.1	3.3	3.8	4.5	4.2	3.7	762 / 9.7	11.3	12.0	C WBZU-F
13	WKLR-F	CL HITS	36 / 2.9	3.2	2.7	2.6	2.9	2.9	765 / 9.8	10.1	10.8	C WKLR-F
14	WTVR	ST	24 / 1.9	1.9	1.8	1.9	2.1	1.9	243 / 3.1	3.5	5.1	A WTVR
15	WFTH	B/G	19 / 1.5	1.3	1.3	0.7	1.3	1.2	175 / 2.2	2.4	2.0	WFTH
	WXGI	C	19 / 1.5	1.3	2.4	1.7	1.4	1.7	246 / 3.1	2.8	2.7	WXGI
17	WRNL	SPRTS	16 / 1.3	1.2	1.0	1.3	1.1	1.2	329 / 4.2	4.1	3.7	WRNL
18	WGCV	B/G	15 / 1.2	1.6	0.7	0.9	1.7	1.1	186 / 2.4	2.6	2.9	WGCV

12+ FM Share (Metro): 80.00 % ( 868 of 1085 ) ( Summer 96: 77.77 % )

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

Other Rated Stations	Metro Share	Cume Rating
WCLM	B/O 1450	Highland Spgs. 0.8 1.7
WDYL-F	REL 105.7	Chester 0.3 1.7
WLEE	T 1320	Richmond 0.5 1.5
WREJ	REL 1540	Richmond 0.8 2.4
WVNZ	N 990	Richmond 0.4 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFLS-F	C 93.3	Fredericksburg 0.3 1.2

# RICHMOND

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	31.5 %	30.0 %	42.8 %
WRNL-AM, WTVR-AM, WTVR-FM, WRXL-FM, WRVQ-FM, WRVA-AM			
<b>Hicks, Muse, pend.</b>	22.2 %	23.6 %	34.2 %
WBZU-FM, WMXB-FM, WKLR-FM, WKHK-FM			
<b>Local, pend.</b>	7.5 %	8.7 %	3.6 %
WVGO-FM, WSOJ-FM, WREJ-AM			
<b>Sinclair</b>	21.4 %	21.7 %	18.6 %
WPLZ-FM, WSMJ-FM, WGCV-AM, WCDX-FM			
	<b>82.6 %</b>	<b>84.0 %</b>	<b>99.2 %</b>

## AM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Agency
WFTH	1590	5 kw/0.019 kw	Black Gospel	AURN	\$ NA	---	---
WRNL	910	5 kw/1.5 kw (DA-1)	Sports	Westwd, CBS, 1/1	\$21.00	Clr Chnl	Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	CBS, ABC	\$80.00	Mc-Guild	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	Daypart	Revenue	Advertiser	Agency
WBZU	106.5	7.6 kw @ 1234	AOR-New Rock		\$39.00	Banner	Hicks, Muse, pend
WCDX	92.1	4.5 kw @ 771	Black		\$95.00	Allied	Sinclair Mechanicsville
WKHK	95.3	17.5 kw @ 394	Country		\$125.00	Banner	Hicks, Muse, pend Colonial Heights
WKLR	96.5	50 kw @ 492	Classic Hits		\$45.00	Mc-Guild	Hicks, Muse, pend Williamsburg
WMXB	103.7	20 kw @ 840	AC	AP	\$81.00	Mc-Guild	Hicks, Muse, pend
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, ABC	\$46.00	Allied	Sinclair Petersburg
WRVQ	94.5	200 kw @ 350	CHR	ABC	\$75.00	Katz	Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$73.00	Clr Chnl	Clear Channel
WSMJ	101.1	2 kw @ 404	Jazz		\$ NA	Allied	Sinclair
WSOJ	100.3	4.7 kw @ 371	Black	ABC, AURN	\$22.00	---	WREJ Petersburg
WTVR	98.1	50 kw @ 840	Soft AC		\$85.00	Katz	Clear Channel
WVGO	104.7	100 kw @ 981	Oldies		\$35.00	Banner	WREJ/WSOJ, pend Crewe

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WBZU-F for \$11,000,000; WKHK-F for \$41,000,000; WKLR-F for \$14,000,000; WMXB-F for \$29,000,000; WVGO-F for \$15,000,000 . . . 9/97 SFX/Hicks, Muse sold WVGO-F to WREJ/WSOJ-F for \$4,500,000 (Media Svcs.)

# RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 26 Pop (12+): 1,363,300  
 MSA Rank: 10  
 MSA Pop: 3,070,000  
 DMA: Los Angeles (#2)  
 Average Persons Rating: 17.1  
 Market TSL in Hours: 23.00

Stations: 49 / 15  
 Diaries: 2,480/550:1/48 5%  
 Sample Target: 2,420  
 % Below Line: 52.8  
 % Not Listed: 10.9  
 Pop per Station: 90,887

Last Year's Revenue: \$26,400,000  
 Household Income: \$37,498  
 Retail Dollars: \$22.2 Bil  
 #1 Biller: KFRG-F/KXFG-F \$6,800,000  
 #1 Billing Portfolio: Anaheim \$7,000,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	KFRG-F	245 / 10.5	100	92	98	113	99	2703 / 19.8	191	205	G KFRG-F
2	KFI	149 / 6.4	75	77	86	67	75	1703 / 12.5	149	143	KFI
3	KGGI-F	143 / 6.1	61	64	58	61	61	2600 / 19.1	195	181	G KGGI-F
4	KKBT-F	116 / 5.0	52	49	40	49	48	1250 / 9.2	102	88	KKBT-F
5	KOLA-F	114 / 4.9	44	41	47	50	45	1887 / 13.8	135	147	E KOLA-F
6	KCAL-F	90 / 3.8	29	34	19	20	30	1179 / 8.6	83	79	F KCAL-F
7	KWRP-F	82 / 3.5	26	38	25	18	31	663 / 4.9	38	31	KWRP-F
8	KCBS-F	68 / 2.9	26	27	20	26	26	1088 / 8.0	86	81	KCBS-F
9	KLOS-F	67 / 2.9	25	31	32	27	29	1253 / 9.2	96	98	KLOS-F
10	KCXX-F	57 / 2.4	18	16	10	13	17	1054 / 7.7	71	62	C KCXX-F
	KRTH-F	57 / 2.4	22	23	20	25	22	1122 / 8.2	79	79	KRTH-F
12	KROO-F	55 / 2.4	21	17	23	17	21	1060 / 7.8	72	66	KROO-F
13	KSCA-F	54 / 2.3	20	16	07		16	633 / 4.6	42		KSCA-F
14	KIIS-F	50 / 2.1	28	29	26	21	26	1140 / 10.6	109	99	KIIS-F
	KOST-F	50 / 2.1	31	36	35	31	31	1404 / 8.1	105	97	KOST-F
16	KLVE-F	48 / 2.1	23	16	23	17	21	657 / 4.8	52	44	KLVE-F
17	KSSE-F	46 / 2.0	24	38	31	49	28	740 / 5.4	61	83	KSSE-F
	KBIG-F	46 / 2.0	22	35	21	17	24	942 / 6.9	77	70	KBIG-F

12+ FM Share (Metro) 82.77 % ( 1725 of 2084 ) ( Summer 96: 78.34 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KGGI-F >>	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KGGI-F <	1 KFRG-F >
2 KKBT-F	2 KGGI-F <	2 KGGI-F <	2 KGGI-F <	2 KOLA-F	2 KFI	2 KFI >	2 KFI >	2 KGGI-F	2 KFRG-F <	2 KNX <
3 KIIS-F >	3 KKBT-F <	3 KCAL-F <	3 KCAL-F <	3 KGGI-F	3 KOLA-F	3 KKBT-F <	3 KGGI-F <	3 KFI <	3 KKBT-F >	3 KFI <
4 KCAL-F	4 KKBT-F	4 KOLA-F <	KFI <	4 KWRP-F >	4 KGGI-F <	4 KOLA-F	4 KKBT-F <	4 KCAL-F	4 KCAL-F	4 KKBT-F <
5 KROO-F	5 KOLA-F	5 KFI <	5 KCAL-F	5 KLAC <	5 KOLA-F	5 KOLA-F <	5 KOLA-F <	5 KOLA-F <	5 KOLA-F <	5 KOLA-F <
	KCXX-F	KLOS-F <	6 KLOS-F <	6 KLOS-F	6 KLOS-F	6 KLOS-F	6 KKBT-F <	6 KCAL-F	6 KROO-F	6 KROO-F
		7 KFI <	7 KKBT-F <	KKBT-F <	KRTH-F <	7 KLSX-F <	7 KWRP-F	7 KOST-F	7 KOST-F	7 KOST-F
			8 KCBS-F	8 KCBS-F	8 KNX	8 KSCA-F <	8 KCBS-F	8 KFI	8 KFI	8 KFI
					KCBS-F	9 KWRP-F		KLOS-F	KLOS-F	KLOS-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 KFRG-F	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KCAL-F >	1 KCAL-F	1 KCAL-F <	1 KFRG-F <	1 KFRG-F >
2 KKBT-F <	2 KGGI-F	2 KGGI-F >	2 KGGI-F >	2 KOLA-F	2 KROO-F	2 KKBT-F <	2 KCXX-F <	2 KCAL-F	2 KLOS-F <
3 KGGI-F >	3 KKBT-F >	3 KKBT-F	3 KKBT-F	3 KGGI-F	3 KKBT-F	3 KFRG-F <	3 KKBT-F	3 KLOS-F	3 KFI <
4 KCXX-F	4 KSSE-F	4 KCAL-F	4 KOLA-F	4 KKBT-F <	KFRG-F	4 KGGI-F <	4 KFRG-F	4 KFI <	4 KCAL-F
5 KLS-F	5 KCAL-F	5 KLVE-F	5 KBIG-F	5 KBIG-F	5 KGGI-F	5 KROO-F <	KGGI-F	5 KGGI-F	5 KCBS-F
	KSSE-F	KSSE-F <	6 KCAL-F	6 KFI	6 KPWR-F	6 KCXX-F <	6 KROO-F <	KKBT-F	KOLA-F <
7 KPWR-F	7 KLVE-F <	7 KBIG-F	KLVE-F <	7 KCAL-F	7 KLOS-F	7 KLOS-F <	7 KLSX-F <	7 KCBS-F <	7 KLSX-F
		8 KCBS-F			8 KSCA-F	8 KSCA-F	8 KLOS-F	8 KLSX-F <	
							KSCA-F	9 KROO-F <	

Consolidation Report	12+	25-54	Revenue
Anaheim	8.7 %	10.5 %	26.5 %
KCAL-FM, KOLA-FM			
EXCL	3.2 %	3.1 %	%
KCAL-AM, KSSE-FM, KSZZ-AM			
Local	1.5 %	1.7 %	1.5 %
KXRS-FM, KXSB-FM			
Westinghouse, pend.	19.9 %	21.6 %	25.8 %
KFRG-FM, KXFG-FM			
	33.3 %	36.9 %	53.8 %

# RIVERSIDE-SAN BERNARDINO

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
KATY-F	AC	101.3	Idyllwild	0.7	1.9	KABC	T	79.0	Los Angeles	0.9	3.0
KCAL	SP	1410	Redlands	0.8	2.4	KACE-FF	B/C	98.3	W Covina	0.7	1.3
KCXC	C	1350	San Bernardino	0.4	1.2	KFWB	N	98.0	Los Angeles	0.3	1.7
KDIF	SP	1440	Riverside	0.5	1.5	KIBB-F	B/AC	100.3	Los Angeles	0.4	2.5
KELT-F	SAC	92.7	Riverside	0.8	2.0	KKGO-F	CL	105.1	Los Angeles	1.0	2.8
KSZZ	SP	590	San Bernardino	0.4	1.3	KKHJ	SP	93.0	Los Angeles	0.3	0.6
KXRS-F	SP	105.7	Hemet	0.6	1.2	KKLA-AF	REL	124.0	San Bernardino	0.7	2.1
KXSB-F	SP	101.7	Big Bear Lake	0.9	1.6	KLAC	ST	57.0	Los Angeles	1.8	3.7
						KLAX-F	SP	97.9	Long Beach	0.5	1.6
						KLSX-F	T	97.1	Los Angeles	1.8	4.2
						KLYY-F	AOR-NR	107.1	Arcadia	0.7	3.9
						KNSE	SP	151.0	Ontario	0.4	1.4
						KNX	N	107.0	Los Angeles	1.8	6.1
						KPWR-F	U/CHR	105.9	Los Angeles	1.6	8.0
						KTWV-F	J	94.7	Los Angeles	1.9	5.3
						KTZN	T	71.0	Los Angeles	0.3	2.1
						KWVE-F	REL	107.9	San Clemente	0.6	1.8
						KYSR-F	AC-CHR	98.7	Los Angeles	0.7	3.5
						KZLA-F	C	93.9	Los Angeles	1.2	3.8
						XTRA	SPRTS	69.0	Tijuana, MX	0.7	1.9

## AM Stations

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

## FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$81.00	Banner	Anaheim	Redlands
KCXX	103.9	0.19 kw @ 1751	Prog AOR	\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	3 kw @ 300	Soft AC	\$ NA	---	Amaturo	
KFRG	95.1	50 kw @ 490	Country	\$175.00	Allied	Westinghouse, pend.	
KGGI	99.1	2.5 kw @ 1844	CHR	\$102.00	Mc-Guild	Charcel or	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$85.00	Banner	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Easy Listening	USA, Westwd	\$35.00	---	San Jacinto
KXRS	105.7	0.17 kw @ 1023	See KXSB-F				Hemet
KXSB	101.7	0.27 kw @ 1414	Hispanic	UPI	\$ NA	Lotus	Big Bear Lake

Notes: \* KKBT-F was cited by Arbitron for a "Special Station Activity" (extemporaneous comments) . . . 10/97 American Radio Systems sold KFRG-F/KXFG-F to Westinghouse for \$80,000,000

Jim Duncan

Comments: Listening levels are up slightly . . . KCXX-F has its highest share in at least several years

# ROCHESTER, NY

Arbitron Rank: 46 Pop (12+): 897,300  
 MSA Rank: 50  
 MSA Pop: 1,090,000  
 DMA: 73  
 Average Persons Rating: 15.6  
 Market TSL in Hours: 20.50

Stations: 28 / 20  
 Diaries: 2,287/392 1/56.2%  
 Sample Target: 2,200  
 % Below Line: 4.4  
 % Not Listed: 15.6  
 Pop per Station: 44,865

Last Year's Revenue: \$32,100,000  
 Household Income: \$45,479  
 Retail Dollars: \$9.8 Bil.  
 #1 Biller: WCMF-F \$5,600,000  
 #1 Billing Portfolio:  
 Westinghouse (pend.) \$13,200,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fail 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1 WHAM	FS	154 / 11.0	10.7	10.2	11.8	11.3	10.9	2117 / 23.8	22.6	22.5	F	WHAM
2 WBEE-F	C	147 / 10.5	12.0	9.7	10.6	10.4	10.7	1871 / 18.8	21.4	20.5	F	WBEE-F
3 WPXY-F	CHR	124 / 8.9	7.9	8.2	7.9	8.2	8.2	2131 / 23.7	23.3	23.4	E	WPXY-F
4 WRMM-F	SAC	95 / 6.8	7.4	8.4	7.9	6.2	7.6	1537 / 17.1	20.6	18.8	E	WRMM-F
5 WCMF-F	AOR	81 / 5.8	6.5	7.0	6.0	7.5	6.3	1333 / 14.9	17.6	20.6	G	WCMF-F
6 WDKX-F	B	79 / 5.7	5.0	5.8	5.0	5.1	5.4	816 / 9.1	8.3	8.7	C	WDKX-F
7 WNVE-F	AOR-NR	77 / 5.5	5.1	5.2	5.5	6.0	5.3	1584 / 17.7	17.2	17.4	C	WNVE-F
8 WVOR-F	AC	68 / 4.9	4.5	5.5	6.0	4.6	5.2	1154 / 12.9	13.8	14.1	D	WVOR-F
9 WZNE-F	AC-NR	65 / 4.7	3.2					1433 / 16.0	11.6			WZNE-F
10 WKLY-F	O	60 / 4.3	4.2	5.5	5.0	4.8	4.7	1232 / 13.7	15.6	16.7	D	WKLY-F
11 WBBF	ST	42 / 3.0	3.1	2.4	2.8	3.7	2.8	676 / 7.5	6.7	8.1	A	WBBF
12 WMAX-F	AOR-P	35 / 2.5	2.3	3.2	2.8	3.3	2.7	743 / 8.3	7.9	9.9	C	WMAX-F
13 WQRF-F	CL AOR	26 / 1.9	2.9	3.1	2.3	3.1	2.5	745 / 8.3	10.4	9.8	A	WQRF-F
14 WHTK	T	16 / 1.1	0.8	0.9	1.0	1.2	0.9	415 / 4.6	2.9	4.1	A	WHTK

12+ FM Share (Metro): 81.51 % ( 961 of 1179 ) ( Summer 96: 77.13 % )

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 WPXY-F <	1 WBEE-F <	1 WBEE-F	1 WHAM >	1 WHAM	1 WHAM <	1 WBEE-F <	1 WDKX-F	1 WHAM
2 WNVE-F >	2 WNVE-F <	2 WBEE-F	2 WPXY-F	2 WPXY-F	2 WBEE-F >	2 WBEE-F	2 WBEE-F	2 WHAM	2 WPXY-F <	2 WBEE-F <
3 WDKX-F	3 WDKX-F <	3 WCMF-F	3 WCMF-F <	3 WHAM	3 WRMM-F >	3 WCMF-F	3 WPXY-F <	3 WPXY-F >	3 WBEE-F	3 WPXY-F
4 WBEE-F <	4 WDKX-F <	4 WHAM <	WRMM-F <	4 WKLY-F	4 WPXY-F	4 WRMM-F	4 WRMM-F	4 WHAM	4 WHAM	4 WDKX-F
5 WZNE-F	5 WNVE-F <	5 WRMM-F	5 WCMF-F	WVOR-F	5 WNVE-F <	5 WCMF-F	5 WZNE-F	5 WNVE-F	5 WNVE-F	5 WRMM-F >
6 WCMF-F >	6 WRMM-F <	6 WVOR-F <	6 WVOR-F	6 WCMF-F	6 WRMM-F >	6 WKLY-F	6 WDKX-F	6 WDKX-F	6 WVOR-F	
7 WRMM-F	7 WHAM <	7 WDKX-F <	7 WKLY-F <	WBBF	7 WVOR-F	WVOR-F <	WNVE-F <	7 WRMM-F <	7 WRMM-F <	
8 WVOR-F <	8 WZNE-F	8 WZNE-F <	8 WDKX-F	8 WPXY-F >	8 WZNE-F <	8 WKLY-F <	8 WZNE-F >	8 WZNE-F >	8 WZNE-F >	
	9 WVOR-F	9 WKLY-F <			9 WNVE-F	9 WVOR-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 WPXY-F <	1 WNVE-F >	1 WNVE-F	1 WCMF-F	1 WCMF-F <	1 WBEE-F
2 WDKX-F	2 WBEE-F <	2 WBEE-F	2 WBEE-F <	2 WRMM-F <	2 WDKX-F	2 WCMF-F	2 WNVE-F	2 WBEE-F	2 WCMF-F
3 WZNE-F	3 WDKX-F <	3 WRMM-F <	3 WRMM-F	3 WBEE-F	WPXY-F	3 WPXY-F	3 WPXY-F <	3 WNVE-F <	3 WHAM
4 WBEE-F	4 WZNE-F	4 WZNE-F	4 WVOR-F <	4 WVOR-F	4 WCMF-F	4 WDKX-F <	4 WBEE-F	4 WPXY-F	4 WPXY-F
5 WNVE-F	5 WRMM-F	5 WDKX-F	5 WDKX-F	5 WHAM	WZNE-F	5 WBEE-F	5 WDKX-F	5 WHAM	5 WNVE-F <
6 WVOR-F	6 WVOR-F <	6 WVOR-F	6 WZNE-F	6 WDKX-F <	6 WBEE-F >>	WZNE-F >>	WZNE-F	6 WDKX-F <	6 WDKX-F <
WRMM-F	7 WNVE-F >	7 WNVE-F >	7 WHAM	7 WKLY-F <			7 WHAM <	7 WZNE-F >	7 WDKX-F <
			WKLY-F <				8 WQRF-F	8 WZNE-F	8 WZNE-F

Other Rated Stations	Metro Share	Cume Rating
WDCZ-F	REL 102.7	Webster 0.4 1.8
WJZR-F	J 105.9	Rochester 0.9 3.2
WNNR-F	CL AOR 103.5	Sodus 0.4 1.7
WRCD-F	J 107.3	Honeoye Falls 0.9 2.2
WZXF-F	REL 99.7	Palmyra 0.9 2.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CFMX-F	CL 103.1	Coburg, ON 0.4 1.9
WKSE-F	CHR 98.5	Niagara Falls 0.6 1.7
WLCE-F	AC-NR 92.9	Buffalo 0.5 1.7
WMJQ-F	AC 102.5	Buffalo 0.8 2.3
WNUC-F	C 107.7	Wethersfield 0.7 3.4
WWHT-F	CHR 107.9	Syracuse 0.4 1.2
WYLF	ST 85.0	Penn Yan 0.4 0.6
WYRK-F	C 106.5	Buffalo 0.6 1.5

# ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue
<b>Jacor</b> WHAM-AM, WHTK-AM, WMAX-FM, WNVE-FM, WRCD-FM, WVOR-FM	25.9 %	24.3 %	30.8 %
<b>Sinclair TV</b> WBBF-AM, WBEE-FM, WKLX-FM, WQRV-FM	19.7 %	20.0 %	22.6 %
<b>Westinghouse, pend.</b> WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM	26.2 %	30.1 %	41.1 %
	<b>71.8 %</b>	<b>74.4 %</b>	<b>94.5 %</b>

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Comments
WBBF	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz Sinclair TV
WHAM	1180	50 kw	Full Service	CBS, Talknt. ABC	\$79.00	Mc-Guild Jacor
WHTK	1280	5 kw (DA-N)	Talk	CNN	\$ NA	--- Jacor

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Comments
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz Sinclair TV
WCMF	96.5	50 kw @ 450	AOR		\$109.00	Christal Westinghouse, pend.
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Allied
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	---
WKLX	98.9	37 kw @ 564	Oldies		\$52.00	Katz Sinclair TV
WMAX	106.7	3.5 kw @ 266	Progressive AOR		\$28.00	Allied Jacor Irondequoit
WMHX	102.3	3.4 kw @ 282	See WMAX-F			
WNVE	95.1	9.5 kw @ 994	New Rock		\$45.00	D&R Jacor S Bristol
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman Westinghouse, pend
WQRV	93.3	4 kw @ 390	Classic AOR	Westwd	\$<20.00	Katz Sinclair TV Avon
WRCD	107.3	6 kw @ 302	Jazz		\$<20.00	Allied Jacor Honeoye Falls
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied Westinghouse, pend
WVOR	100.5	50 kw @ 480	AC		\$46.00	Mc-Guild Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	--- Westinghouse, pend Brighton

Notes: 8/97 WYSL (Avon) changed from 1030, 0.5 kw DA, Days to 1040, 2.5 kw/0.5 kw (DA-2) . . . 10/97 American Radio Systems sold these stations to Westinghouse: WCMF-F for \$29,000,000; WRMM-F for \$26,000,000; WPXY-F for \$24,000,000; WZNE-F for \$8,000,000

Jim Duncan

Comments: WZNE-F continues to show good growth

# SACRAMENTO

Arbitron Rank: 28 Pop (12+): 1,358,400  
 MSA Rank: 34  
 MSA Pop: 1,670,000  
 DMA: 21 (w/Stockton, Modesto)  
 Average Persons Rating: 15.7  
 Market TSL in Hours: 21.00

Stations: 29 / 25  
 Diaries: 2,694/504:1/51.9%  
 Sample Target: 2,520  
 % Below Line: 4.0  
 % Not Listed: 15.4  
 Pop per Station: 54,336

Last Year's Revenue: \$71,400,000  
 Household Income: \$42.902  
 Retail Dollars: \$14.5 Bil  
 #1 Biller: KFBK \$10,600,000  
 #1 Billing Portfolio: Chancellor \$25,500,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	KFBK	210 / 9.8	10.5	10.5	11.1	9.5	10.5	2715 / 20.0	21.4	19.2	I KFBK
2	KSFM-F	160 / 7.5	8.0	8.9	7.9	9.4	8.1	2403 / 17.7	18.8	19.4	H KSFM-F
3	KZZO-F	152 / 7.1	8.2	7.1	4.7	3.4	6.8	2953 / 21.7	20.8	10.9	E KZZO-F
4	KNCI-F	134 / 6.3	5.2	4.5	5.4	6.5	5.3	1709 / 12.6	11.8	11.8	F KNCI-F
5	KGBY-F	98 / 4.8	3.8	4.2	5.3	5.0	4.5	1602 / 11.8	13.7	13.6	H KGBY-F
6	KXOA-F	95 / 4.5	3.0	3.5	3.7	4.3	3.7	1842 / 13.8	11.2	11.1	G KXOA-F
	KRXQ-F	95 / 4.5	4.8	4.1	5.6	4.7	4.7	1555 / 11.4	13.0	12.7	E KRXQ-F
	KHYL-F	95 / 4.5	4.1	4.6	3.8	5.2	4.2	1823 / 13.4	14.0	14.9	G KHYL-F
9	KRAK-F	86 / 4.0	4.5	3.4	3.2	3.2	3.8	1343 / 9.9	11.1	8.7	F KRAK-F
10	KYMX-F	85 / 4.0	5.0	4.6	4.5	4.8	4.5	1510 / 11.1	13.4	12.4	E KYMX-F
11	KCTC	77 / 3.8	3.4	3.2	4.1	4.3	3.6	1074 / 7.9	8.0	7.8	B KCTC
12	KSEG-F	73 / 3.4	3.0	4.2	3.3	3.3	3.5	1457 / 10.7	10.1	9.8	F KSEG-F
13	KWOD-F	71 / 3.3	3.8	4.3	3.1	3.5	3.6	1762 / 13.0	12.2	12.3	E KWOD-F
14	KSSJ-F	64 / 3.0	2.8	2.6	2.8	2.6	2.8	1021 / 7.5	7.0	6.1	C KSSJ-F
15	KSTE	62 / 2.9	2.9	2.5	3.0	3.7	2.8	1036 / 7.6	8.5	9.2	D KSTE
16	KHTK	53 / 2.5	2.4	2.6	2.6	1.4	2.5	792 / 5.8	6.4	4.3	C KHTK
17	KNBR	35 / 1.8	1.2	0.9	1.1	0.7	1.2	727 / 5.4	4.0	3.0	KNBR
18	KQBR-F	30 / 1.4	1.6	1.7	1.4	0.8	1.5	471 / 3.5	2.9	2.3	KQBR-F
19	KZSA-FF	25 / 1.2	0.6	1.3	1.0	0.5	1.0	325 / 2.4	2.1	1.9	KZSA-FF

12+ FM Share (Metro): 71.02 % ( 1282 of 1805 ) ( Summer 96: 69.50 % )

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

Wom 18-24	Wom 18-34	Wom 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 KZZO-F	1 KZZO-F >	1 KZZO-F	1 KZZO-F	1 KSFM-F	1 KRXQ-F	1 KRXQ-F	1 KRXO-F	1 KFBK >
2 KZZO-F >	2 KSFM-F	2 KSFM-F	2 KGBY-F	2 KGBY-F <	2 KRXQ-F	2 KZZO-F	2 KZZO-F	2 KFBK <	2 KXOA-F <
3 KGBY-F	3 KGBY-F	KNCI-F <	3 KSFM-F <	3 KNCI-F	3 KWOD-F	3 KSFM-F	3 KXOA-F >	3 KZZO-F <	3 KRXQ-F <
4 KWOD-F	4 KNCI-F >	4 KGBY-F >	4 KNCI-F	4 KYMX-F	4 KZZO-F >	4 KXOA-F <	4 KNCI-F <	4 KXOA-F <	4 KSEG-F <
5 KNCI-F	5 KWOD-F <	5 KXOA-F	5 KYMX-F	5 KSFM-F	5 KNCI-F	5 KWOD-F	5 KSEG-F	5 KSEG-F <	5 KZZO-F <
6 KYMX-F	6 KYMX-F	6 KYMX-F	6 KFBK	KFBK	6 KZSA-FF	6 KNCI-F	KWOD-F	6 KNCI-F	6 KNCI-F
KRXQ-F >>	7 KXOA-F >	7 KRAK-F	KXOA-F <	7 KHYL-F		7 KSEG-F <	KSFM-F <	7 KSFM-F	7 KHTK <
		KWOD-F	8 KHYL-F	8 KXOA-F		8 KHTK	8 KHTK <		8 KHYL-F

Other Rated Stations	Metro Share	Cume Rating
KFIA	REL	710 Carmichael 0.5 2.4
KOWL	T	1490 S Lake Tahoe 0.4 0.7
KQPT	O	1470 Sacramento 0.7 2.4
KRLT-F	CL AOR	93.9 S Lake Tahoe 0.4 0.7
KSXX-AF	SP	99.9 Marysville 0.7 2.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KCBS	N/T	740 San Francisco 0.3 1.9
KGO	T	810 San Francisco 1.1 3.3
KSFO	T	560 San Francisco 0.9 1.5



# SACRAMENTO

Consolidation Report	12+	25-54	Revenue
<b>Chancellor</b> KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM	21.8 %	21.9 %	35.7 %
<b>Entercom</b> KRXQ-FM, KCTC-AM, KXOA-FM, KBYA-FM, KSEG-FM	16.0 %	16.5 %	20.0 %
<b>EXCL</b> KSXX-FM, KSSJ-FM, KRCX-AM, KMYC-AM	3.7 %	4.6 %	4.9 %
<b>Westinghouse, pend.</b> KZZO-FM, KSFM-FM, KOPT-AM, KNCI-FM, KHTK-AM, KYMX-FM, KRAK-FM	32.1 %	32.9 %	35.1 %
	<b>73.5 %</b>	<b>75.9 %</b>	<b>95.7 %</b>

## AM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Seller	Location
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	Allied	Entercom	
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor	
KHTK	1140	50 kw (DA-2)	Sports	CBS	\$30.00	Katz	Westinghouse, pend.	
KRCX	1110	5 kw/0.5 kw (DA-2)	See KSXX-F					Roseville
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Talknt, Westwd	\$40.00	Sentry	Chancellor	Rancho Cordova

## FM Stations

Station	Power	Frequency	Format	Company	Price	Buyer	Seller	Location
KGBY	92.5	50 kw @ 450	AC		\$145.00	Sentry	Chancellor	
KHYL	101.1	36.3 kw @ 577	Oldies		\$106.00	Sentry	Chancellor	Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	Westinghouse, pend.	
KQBR	104.3	2.95 kw @ 463	Black AC	CBS, Westwd	\$ NA	---		Davis
KRAK	98.5	50 kw @ 495	Country		\$92.00	Katz	Westinghouse, pend.	
KRXQ	93.7	25 kw @ 328	AOR		\$85.00	D&R	Entercom	Roseville
KRYR	103.5	2.6 kw @ 350	See KZSA-F					
KSEG	96.9	50 kw @ 500	Classic AOR		\$99.00	D&R	Entercom	
KSFM	102.5	50 kw @ 500	CHR	ABC	\$147.00	Allied	Westinghouse, pend.	Woodland
KSSJ	101.9	4.1 kw @ 827	Jazz		\$45.00	Eastman	EXCL	Shingle Springs
KSXX	99.9	1.74 kw @ 2181	Spanish		\$35.00	Caballero	EXCL	Marysville
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R		
KXOA	107.9	50 kw @ 404	Classic Hits		\$100.00	D&R	Entercom	
KYMX	96.1	50 kw @ 476	Soft AC		\$76.00	Allied	Westinghouse, pend.	
KZSA	92.1	1.4 kw @ 472	Hispanic		\$ NA	Caballero	Z-Spanish	Placerville
KZZO	100.5	115 kw @ 328	AC-NR		\$80.00	Eastman	Westinghouse, pend.	

Notes: 9/97 KSQR (1240) sold by Silverado to Z-Spanish (price NA) . . . 10/97 American Radio Systems sold these stations to Westinghouse: KHTK/KOPT for \$6,000,000; KNCI-F for \$45,000,000; KRAK-F for \$20,000,000; KSFM-F for \$53,000,000; KYMX-F for \$27,000,000; KZZO-F for \$33,000,000

Jim Duncan

Comments: KZZO-F appears to have leveled off at a 7.1 . . . KSSJ-F climbed to a 3.0 for the first time

# SAGINAW-BAY CITY

Arbitron Rank: 124 Pop (12+): 329,200	Stations: 25 / 17	Last Year's Revenue: \$15,200,000
MSA Rank: 123	Diaries: 954/345:1/52.3%	Household Income: \$39,754
MSA Pop: 402,000	Sample Target: 950	Retail Dollars: \$4.3 Bil.
DMA: 60 (w/Flint)	% Below Line: 5.3	#1 Biller: WKCQ-F \$3,000,000
Average Persons Rating: 16.6	% Not Listed: 13.5	#1 Billing Portfolio: McLravy \$7,400,000
Market TSL in Hours: 21.75	Pop per Station: 19,365	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1 WKCQ-F	C	56 / 10.2	11.3	12.3	13.3	12.1	11.8	808 / 24.5	26.8	25.0	E WKCQ-F
2 WIOG-F	AC/CHR	51 / 9.3	8.3	7.9	6.2	7.4	7.9	734 / 22.3	21.3	19.3	D WIOG-F
3 WKQZ-F	AOR	48 / 8.8	9.2	8.0	7.1	9.1	8.3	586 / 17.8	18.6	17.7	C WKQZ-F
4 WHNN-F	O	47 / 8.6	7.2	7.5	8.5	8.3	7.9	713 / 21.7	17.3	23.7	D WHNN-F
5 WSGW	FS/T	45 / 8.2	8.6	9.4	10.4	6.7	9.2	622 / 18.9	16.8	17.3	D WSGW
6 WTCF-F	CHR	37 / 6.8	5.8	5.4	4.6	5.6	5.6	732 / 22.2	18.7	17.7	B WTCF-F
7 WTLZ-F	B	33 / 6.0	6.1	7.5	5.4	5.4	6.3	356 / 10.8	11.0	10.4	B WTLZ-F
8 WGER-F	SAC	32 / 5.8	5.6	5.0	5.0	4.9	5.4	414 / 12.6	12.7	13.1	C WGER-F
9 WSAM	ST	28 / 5.1	4.3	3.3	5.2	5.3	4.5	327 / 9.9	9.4	10.0	A WSAM
10 WCEN-F	C	25 / 4.6	5.2	4.6	3.9	4.9	4.6	338 / 10.3	11.5	13.6	WCEN-F
11 WMJA-F	O	10 / 1.8	3.6	4.2	3.4	3.6	3.3	278 / 8.5	12.3	6.5	A WMJA-F
12 WMPX-AF	ST	9 / 1.6	0.9	1.1	1.0	0.1	1.2	84 / 2.6	2.7	2.9	WMPX-AF
WKNX	ST	9 / 1.6	2.0	2.7	3.1	3.1	2.4	133 / 4.0	3.9	5.3	A WKNX
14 WIXC-F	C	8 / 1.5	2.3	1.7	2.1	1.8	1.9	253 / 7.7	8.9	8.8	A WIXC-F
WMAX	SPRTS	8 / 1.5	0.7	1.0	0.8	2.0	1.0	148 / 4.5	2.4	5.3	A WMAX

12+ FM Share (Metro) 78.48 % ( 372 of 474 ) ( Summer 96 78.54 % )

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 WIOG-F	1 WSGW	1 WSGW	1 WIOG-F	1 WKCQ-F	1 WKCQ-F <	1 WKCQ-F
2 WTLZ-F >	2 WIOG-F	2 WIOG-F	WIOG-F	2 WKQZ-F <	2 WHNN-F <	2 WKQZ-F <	2 WKCQ-F <	2 WHNN-F <	2 WTLZ-F	2 WKQZ-F
3 WKCQ-F	3 WTCF-F	3 WKCQ-F	3 WKQZ-F	3 WHNN-F <	3 WKCQ-F	3 WIOG-F	3 WHNN-F	3 WKQZ-F <	3 WKQZ-F	3 WTLZ-F
	4 WKQZ-F	4 WHNN-F	WHNN-F	4 WKQZ-F >	4 WIOG-F <	4 WKQZ-F <	4 WSGW <	4 WIOG-F	4 WSGW	4 WSGW
	5 WTLZ-F	5 WTCF-F <	5 WGER-F	5 WGER-F	5 WSAM	5 WHNN-F >	5 WKQZ-F <	5 WTCF-F	5 WHNN-F <	
	6 WCEN-F	6 WGER-F	6 WCEN-F	6 WCEN-F	6 WGER-F >	6 WGER-F <	6 WGER-F	6 WTLZ-F	6 WIOG-F	
		7 WCEN-F	7 WTLZ-F	7 WTLZ-F	7 WTLZ-F	7 WTCF-F	7 WSAM	7 WGER-F <	7 WSGW	
		WTLZ-F		WCEN-F	WCEN-F	8 WTCF-F	8 WSGW	8 WSGW	8 WGER-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 WTCF-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 WKCQ-F >	2 WTCF-F	2 WKQZ-F >	2 WGER-F <	2 WGER-F	2 WTLZ-F >	2 WTLZ-F >	2 WIOG-F >	2 WKCQ-F	2 WHNN-F <
3 WIOG-F >	3 WKQZ-F >	3 WGER-F	3 WTCF-F	3 WHNN-F <	3 WIOG-F >	3 WIOG-F >	3 WTLZ-F	3 WHNN-F	3 WKQZ-F
4 WGER-F	4 WGER-F	WKCQ-F	WKCQ-F	4 WKQZ-F >	WTCF-F	4 WCEN-F	WCEN-F	WIOG-F	WIOG-F >
WHNN-F >>	WKQZ-F >	5 WTCF-F	5 WHNN-F	5 WKQZ-F	WMAX >>	WKQZ-F	5 WKQZ-F >	5 WCEN-F	5 WCEN-F
			6 WKQZ-F	6 WTCF-F				6 WTLZ-F >	6 WTLZ-F
				WCEN-F					7 WSGW >
				WTLZ-F					

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCFX-F	CHR 95.3	Clare 0.4 1.5
WDZZ-F	B 92.7	Flint 0.5 2.7
WFDF	T 91.0	Flint 0.4 2.4
WJR	FS 76.0	Detroit 0.9 4.2
WOWE-F	B 98.9	Vassar 1.1 3.9
WUPS-F	AC 98.5	Houghton Lake 0.5 2.4
WVBN-F	AOR 101.5	Tuscola 0.9 2.2
WVCK-F	CHR 105.5	Flint 0.5 3.3

Consolidation Report	12+	25-54	Revenue
McLravy	33.9 %	38.4 %	48.0 %
WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM			

33.9 % 38.4 % 48.0 %

# SAGINAW-BAY CITY

## AM Stations

WKNX	1250	1 kw (Days, DA)	Standards	USA, AP	\$<20.00	Patt		
WMAX	1440	5 kw/2 5 kw (DA-2)	Sports	1-on-1, CBS	\$14.00	Patt		
WMPX	1490	1 kw	Standards	ABC	\$ NA	Patt		Midland
WSAM	1400	1 kw	Standards	Westwd CNN, ABC	\$<20.00	...	MacDonald	
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Mc-Guild	McLravy	

## FM Stations

WCEH	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal		Mt Pleasant
WGER	105.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	McLravy	
WHMN	96.1	100 kw @ 1020	Oldies	Westwd	\$60.00	Eastman	Liggett	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Katz	McLravy	
WIXC	97.3	3 kw @ 328	Country		\$<20.00	...	M.dwest Family	Essexville
WKQZ	98.1	50 kw @ 493	Country	ABC	\$65.00	...	MacDonald	
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Banner	McLravy	Midland
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner	McLravy	
WMJK	100.9	2.6 kw @ 500	See WMJA-F					Pinconning
WMRX	97.7	2.03 kw @ 400	See WMPX					Beaverton
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	Roslin		Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Rcslin	Steve Taylor	

Notes:

Jim Duncan

Comments: WKQZ-F still leads the market despite three consecutive down books . . . WTCF-F it at its highest share in more than two years

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

AC - Adult Contemporary	G - Gospel
AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
B - Black (audience 75%+ Black)	N - News
C - Country	O - 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
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Language)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	? - 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+): 2,094,500	Stations: 29 / 29	Last Year's Revenue: \$94,800,000
MSA Rank: 17	Diaries: 3,492/600:1/53.7%	Household Income: \$45,083
MSA Pop: 2,570,000	Sample Target: 3,340	Retail Dollars: \$25.7 Bil
DMA: 20	% Below Line: 0.0	#1 Biller: KMOX \$20,500,000
Average Persons Rating: 16.9	% Not Listed: 9.0	#1 Billing Portfolio: Westinghouse. pend. \$46,900,000
Market TSL In Hours: 22.25	Pop per Station: 72,224	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share										
1 KMOX	T/FS	428 / 12.0	11.8	11.8	13.0	13.2	12.2	12.2	6054 / 28.9	29.1	29.5	K	KMOX
2 WIL-F	C	299 / 8.4	7.8	8.6	6.9	7.9	7.9	7.9	3879 / 18.5	16.7	18.0	H	WIL-F
3 KMJM-F	B	260 / 7.3	7.2	7.1	8.2	6.3	7.5	7.5	2624 / 12.5	12.3	11.2	G	KMJM-F
4 KEZK-F	SAC	213 / 8.0	6.1	6.9	6.7	5.7	6.4	6.4	3278 / 15.7	16.4	15.1	H	KEZK-F
5 KYKY-F	AC	187 / 5.3	4.9	4.9	5.3	5.9	5.1	5.1	3290 / 15.7	15.6	17.8	H	KYKY-F
6 WKXX-F	C	187 / 5.3	4.3	4.5	3.6	3.0	4.4	4.4	2990 / 14.3	13.2	9.0	E	WKXX-F
7 KPNT-F	AOR-NR	164 / 4.6	5.4	4.7	5.0	4.4	4.9	4.9	2972 / 14.2	15.3	13.1	F	KPNT-F
8 KLOU-F	O	162 / 4.6	4.9	4.3	4.6	3.7	4.6	4.6	3181 / 15.2	16.3	12.6	F	KLOU-F
9 KSHE-F	AOR	160 / 4.5	4.4	4.0	4.9	6.0	4.5	4.5	2966 / 14.2	13.9	14.5	H	KSHE-F
10 WALC-F	AC-NR	147 / 4.1	4.2	4.0	4.2	3.9	4.1	4.1	3528 / 18.8	19.3	14.2	E	WALC-F
11 WVRV-F	AOR-P	112 / 3.2	3.9	4.0	3.6	2.6	3.7	3.7	2972 / 12.3	13.1	9.3	D	WVRV-F
12 KTRS	T	102 / 2.9	2.3	2.4	2.0	1.8	2.4	2.4	1798 / 8.6	7.1	5.9	D	KTRS
13 KSD-F	CL AOR	99 / 2.8	3.0	3.2	2.9	3.5	3.0	3.0	2401 / 11.5	12.7	12.4	F	KSD-F
14 KFUF-F	CL	93 / 2.6	2.7	2.8	2.8	2.6	2.7	2.7	1543 / 7.4	7.8	8.1	C	KFUF-F
15 WRTH	ST	89 / 2.5	3.4	2.6	2.3	2.8	2.7	2.7	1073 / 5.1	6.5	6.3	C	WRTH
16 KIHT-F	CL HITS	88 / 2.5	2.6	2.6	3.0	2.9	2.7	2.7	2024 / 9.7	9.7	10.8	E	KIHT-F
17 KXOK-F	B/AC	84 / 2.4	2.4	2.6	2.7	3.0	2.5	2.5	1490 / 7.1	7.3	6.4	C	KXOK-F
18 KATZ-F	B	69 / 1.9	2.3	1.9	1.3	1.8	1.8	1.8	1151 / 5.5	6.5	5.0	B	KATZ-F
19 KATZ	B/T	66 / 1.9	1.0	0.5	0.5	1.3	1.0	1.0	868 / 4.1	2.2	2.3	C	KATZ
20 WCBW-F	REL	45 / 1.3	1.4	1.2	1.2	1.7	1.3	1.3	882 / 4.2	4.5	4.5		WCBW-F
21 WEW	ST	38 / 1.1	1.0	1.2	1.1	1.0	1.1	1.1	585 / 2.7	2.4	2.1		WEW
KFNS	SPRTS	39 / 1.1	0.8	1.2	1.0	0.9	1.0	1.0	830 / 4.0	3.5	3.0	C	KFNS

12+ FM Share (Metro): 73.37 % ( 2369 of 3229 ) ( Summer 96: 71.39 % )

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

Other Rated Stations	Metro Share	Cume Rating
KIRL	J	1460 St Charles 0.3 1.0
KSIV	REL	1320 Clayton 0.3 1.4
KWRE	C	730 Warrenton 0.3 0.8
WESL	B/AC	1490 E. St. Louis 0.5 1.5
WGNU	T	920 Granite City 0.4 1.3
WIBV	T	1260 Belleville, IL 0.8 2.9

# ST. LOUIS

Consolidation Report	12+	25-54	Revenue
<b>Emmis</b> KSHE-FM, WKKX-FM, WKBQ-AM, WALC-FM	13.9 %	16.8 %	14.3 %
<b>Jacor</b> KATZ-AM, KMJM-FM, KATZ-FM, WCBW-FM	12.4 %	12.0 %	7.9 %
<b>Sinclair TV</b> WRTH-AM, KIHT-FM, KPNT-FM, WIL-FM, WVRV-FM	21.2 %	20.3 %	19.4 %
<b>Westinghouse, pend.</b> KYKY-FM, KSD-FM, KMOX-AM, KLOU-FM, KEZK-FM	30.7 %	31.2 %	49.5 %
<b>WIBV</b> WIBV-AM, KTRS-AM	3.7 %	2.6 %	4.4 %
	<b>82.0 %</b>	<b>82.9 %</b>	<b>95.5 %</b>

## AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Location
KATZ	1600	5 kw (DA-N)	Black Talk	AURN	\$ NA	Eastman	Jacor
KFNS	590	1 kw (DA-2)	Sports		\$40.00	D&R	Sale pend. Wood River, IL
KMOX	1120	50 kw	Talk/Full Svc.	CBS, CNN	\$300.00	CBS	Westinghouse
KTRS	550	5 kw (DA-N)	Talk	ABC	\$32.00	Mc-Guild	WIBV
WEW	770	1 kw (Days)	Standards	CNN	\$27.00	Roslin	Acker
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal	Sinclair TV

## FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Location
KATZ	100.3	50 kw @ 492	Black		\$36.00	Eastman	Jacor Alton, IL
KEZK	102.5	100 kw @ 1026	Soft AC		\$165.00	Sentry	Westinghouse, pend.
KFUO	99.1	100 kw @ 1026	Classical	Westwd	\$56.00	Allied	
KIHT	96.3	80 kw @ 1026	Classic Hits		\$73.00	Christal	Sinclair TV
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	CBS	Westinghouse, pend.
KMJM	107.7	100 kw @ 1026	Black		\$150.00	Eastman	Jacor
KPNT	105.7	100 kw @ 1375	AOR-New Rock		\$88.00	Allied	Sinclair TV Ste Genevieve
KSD	93.7	100 kw @ 860	Classic AOR		\$104.00	Katz	Westinghouse, pend.
KSHE	94.7	100 kw @ 1026	AOR		\$160.00	D&R	Emmis Crestwood
KXOK	97.1	100 kw @ 560	Black AC	ABC	\$50.00	Allied	Frischling Florissant
KYKY	98.1	90 kw @ 1026	AC		\$180.00	Katz	Westinghouse, pend.
WALC	104.1	39 kw @ 550	Modern AC		\$71.00	D&R	Emmis Jerseyville, IL
WCBW	104.9	8 kw @ 574	Religion		\$22.00	Salem	Jacor Columbia, IL
WIL	92.3	100 kw @ 984	Country	ABC	\$160.00	Christal	Sinclair TV
WKKX	106.5	90 kw @ 1026	Country		\$65.00	D&R	Emmis Granite City, IL
WVRV	101.1	44 kw @ 525	Progressive AOR		\$60.00	Mc-Guild	Sinclair TV E. St. Louis, IL

Notes: 9/97 WCBW-F changed from Contemporary Christian to simulcasting KMJM-F . . . 10/97 American Radio Systems sold these stations to Westinghouse: KEZK-F for \$58,000,000; KFNS for \$5,000,000; KLOU-F for \$32,000,000; KSD-F for \$22,000,000; KYKY-F for \$64,000,000 . . . 10/97 KFNS sold by American Radio Systems/Westinghouse for \$3,750,000 . . . 10/97 The KMJM-F calls & format moved to 104.9; 107.7 changed to CHR as KSLZ-F (\*Z-107.7\*)

Jim Duncan

Comments: WKKX-F enjoys its highest share in at least several years; its growth does not seem to have come at the expense of W L-F . . . Listening levels are steady . . . KTRS shows nice growth on the 550 frequency

# SALT LAKE CITY

Arbitron Rank: 35 Pop (12+): 1,180,000	Stations: 29 / 29	Last Year's Revenue: \$57,800,000
MSA Rank: 44	Diaries: 2,361/500:1/52.9%	Household Income: \$44,583
MSA Pop: 1,550,000	Sample Target: 2,350	Retail Dollars: \$13.1 Bil.
DMA: 36	% Below Line: 0.0	#1 Biller: KSFI-F \$7,400,000
Average Persons Rating: 14.7	% Not Listed: 10.1	#1 Billing Portfolio: Jacor \$14,050,000
Market TSL in Hours: 19.50	Pop per Station: 40,690	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									H	Level
1	KSFI-F	SAC	153 / 8.8	8 2	9 3	9 4	8 2	8 9	2566 / 21.7	21 9	21 6	H	KSFI-F
2	KSOP-AF	C	98 / 5.7	3 8	5 5	4 6	4 9	4 9	1628 / 13.8	11 4	13 4	F	KSOP-AF
3	KISN-F	CHR/AC	96 / 5.5	6 1	5 3	4 7	5 3	5 4	2207 / 18.7	19 2	18 2	E	KISN-F
4	KZHT-F	CHR	94 / 5.4	4 4	4 0	4 4	3 2	4 6	1767 / 15.0	14 4	10 7	C	KZHT-F
5	KSL	FS	87 / 5.0	6 5	6 6	6 6	5 7	6 2	1841 / 15.6	19 6	17 4	H	KSL
6	KENZ-F	AOR-NR	86 / 5.0	4 1	4 3	3 2	3 2	4 1	1561 / 13.2	12 9	9 5	B	KENZ-F
7	KXRK-F	AOR-NR	84 / 4.8	4 8	3 8	4 7	3 1	4 5	1514 / 12.8	12 4	10 8	D	KXRK-F
8	KRSP-F	CL AOR	81 / 4.7	4 6	5 0	4 5	6 0	4 7	1632 / 13.8	13 1	17 9	F	KRSP-F
9	KODJ-F	O	78 / 4.5	4 6	5 6	4 8	6 7	4 9	1538 / 13.0	13 0	17 6	E	KODJ-F
10	KDYL-AA	ST	72 / 4.2	4 1	4 0	3 8	5 1	4 0	884 / 7.5	8 0	8 5	B	KDYL-AA
	KUBL-F	C	72 / 4.2	5 2	4 4	5 2	5 1	4 8	1418 / 12.0	11 9	12 2	E	KUBL-F
12	KKAT-F	C	69 / 4.0	3 7	4 8	4 2	4 5	4 2	1495 / 12.7	11 7	12 7	F	KKAT-F
13	KBEE-F	AC	67 / 3.9	5 0	4 2	4 3	4 8	4 3	1903 / 16.1	16 1	17 1	E	KBEE-F
14	KBER-F	AOR	65 / 3.8	3 2	4 3	3 8	4 0	3 8	1293 / 11.0	9 8	12 1	D	KBER-F
15	KALL	T	55 / 3.2	3 2	3 7	4 1	3 9	3 6	912 / 7.7	7 7	7 9	D	KALL
16	KUMT-F	CL HITS	54 / 3.1	3 4	2 0	1 5	1 6	2 5	989 / 8.4	9 8	5 7	C	KUMT-F
17	KBZN-F	J	50 / 2.9	1 5	2 3	2 6	2 1	2 3	804 / 6.8	5 8	6 8	C	KBZN-F
18	KURR-F	AOR	48 / 2.8	1 7	1 7	2 2	3 4	2 1	781 / 6.6	4 9	12 1	C	KURR-F
19	KQMB-F	AC-NR	47 / 2.7	2 2	2 6	2 4	1 4	2 5	1294 / 11.0	8 4	5 5	A	KQMB-F
20	KFNZ	SPRTS	24 / 1.4	2 7	2 0	1 2	1 0	1 8	540 / 4.8	12 2	2 9	A	KFNZ
21	KBKK-F	C	20 / 1.2	1 2	1 0	1 1	0 9	1 1	388 / 3.3	2 7	2 9		KBKK-F

12+ FM Share (Metro): 82.54 % ( 1281 of 1552 ) ( Summer 96: 77.26 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZHT-F >>	1 KENZ-F	1 KSFI-F >	1 KSFI-F >	1 KSFI-F >	1 KSFI-F	1 KSFI-F <	1 KSFI-F >	1 KSFI-F >	1 KZHT-F <	1 KSFI-F
2 KXRK-F >	2 KXRK-F	2 KISN-F <	2 KRSP-F <	2 KRSP-F <	2 KSL	2 KSL >	2 KISN-F <	2 KSOP-AF <	2 KSFI-F	2 KZHT-F <
	3 KSFI-F <	3 KRSP-F <	3 KISN-F	3 KISN-F	3 KOYL-AA <	3 KISN-F <	3 KSOP-AF <	3 KZHT-F <	3 KXRK-F <	3 KALL
	4 KUBL-F <	4 KENZ-F	4 KENZ-F <	4 KODJ-F	4 KODJ-F	4 KXRK-F <	4 KRSP-F	4 KENZ-F <	4 KISN-F	
	5 KISN-F <	5 KXRK-F <	5 KODJ-F <	5 KSOP-AF	5 KSOP-AF	5 KRSP-F	5 KENZ-F	5 KISN-F <	5 KENZ-F	
	6 KBEE-F <	6 KUBL-F <	6 KUMT-F <	6 KENZ-F <	6 KRSP-F	KUBL-F <	KODJ-F <	6 KSL <	6 KBER-F <	
	7 KKAT-F <	7 KBEE-F <	7 KSOP-AF <	7 KSL <	7 KALL <	7 KSOP-AF <	7 KZHT-F <	7 KXRK-F <	7 KSOP-AF <	
	8 KBER-F	8 KSOP-AF <	8 KUBL-F	8 KUMT-F <	8 KISN-F <	8 KALL <	8 KDYL-AA <	8 KODJ-F <	8 KODJ-F <	
	9 KSOP-AF	9 KKAT-F <	KURR-F		9 KBZN-F					
	KZHT-F		KSL <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KXRK-F <	1 KSFI-F <	1 KSFI-F	1 KSFI-F	1 KSFI-F >	1 KXRK-F	1 KENZ-F	1 KENZ-F >	1 KRSP-F	1 KSFI-F <
2 KSFI-F	2 KISN-F <	KISN-F	2 KISN-F >	2 KISN-F >	2 KBER-F	2 KBER-F <	2 KURR-F	2 KSFI-F <	2 KRSP-F
	3 KENZ-F	3 KENZ-F <	3 KBEE-F	3 KSOP-AF	3 KENZ-F	3 KXRK-F	KUBL-F	3 KENZ-F	3 KODJ-F
	4 KBEE-F <	4 KBEE-F <	4 KENZ-F	KODJ-F <	4 KUBL-F	4 KUBL-F	4 KBER-F <	4 KBER-F <	4 KURR-F
5 KUBL-F	5 KKAT-F <	5 KKAT-F	5 KKAT-F <	5 KRSP-F	5 KZHT-F	5 KURR-F <	5 KKAT-F <	5 KXRK-F <	KSL <
	6 KBEE-F	6 KXRK-F	6 KUBL-F	6 KBEE-F	6 KSOP-AF	6 KSOP-AF <	6 KSFI-F	6 KURR-F <	6 KENZ-F <
7 KISN-F	7 KUBL-F	7 KRSP-F	7 KRSP-F	7 KKAT-F <	7 KBEE-F	7 KZHT-F	KISN-F	7 KUBL-F	7 KSOP-AF
		8 KXRK-F	KXRK-F	8 KUMT-F <	8 KQMB-F	8 KSFI-F	8 KRSP-F	8 KSOP-AF <	8 KUMT-F <
			KSOP-AF <	9 KENZ-F <		KKAT-F	KXRK-F <	9 KUMT-F <	9 KBZN-F
						KRSP-F <			KISN-F <

# SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
<b>Citadel</b> KFNZ-AM, KBEE-FM, KBER-FM, KUBL-FM, KCNR-AM, KENZ-FM	18.6 %	17.4 %	17.0 %	KCNR	KIDS	860	Salt Lake City	0.3	2.4
<b>Jacor, pend.</b> KURR-FM, KODJ-FM, KKAT-FM, KZHT-FM, KISN-AM, KFAM-AM, KALL-AM	20.5 %	20.3 %	24.3 %	KFAM	EZ	700	N. Salt Lake City	0.6	1.8
<b>Simmons</b> KDYL-AM, KQMB-FM, KRSP-FM, KSFI-FM	20.0 %	22.1 %	23.1 %	KLO	ST	1430	Ogden	0.8	1.2
<b>Trumper</b> KBKK-FM, KUMT-FM, KISN-FM	9.8 %	12.1 %	9.6 %	KLZX-F	CL AOR	106.9	Brigham City	0.7	2.6
				KRKR-F	AOR	107.9	Roy	0.5	2.4
				KTKK	T	630	Sandy	0.4	1.1
	<b>68.9 %</b>	<b>71.9 %</b>	<b>74.0 %</b>						

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	City
KALL	910	5 kw/1 kw (DA-2)	Talk	Westwd, ABC	\$49.00	Eastman	Jacor
KDYL	1280	10 kw/600 w (DA-2)	Standards	CNN, Westwd, ABC	\$27.00	Allied	Simmons
KFAM	700	50 kw/1 kw (DA-2)	Easy Listening		\$ NA	---	Jacor
KFNZ	1320	5 kw (DA-1)	Sports	ABC, Westwd	\$ NA	Mc-Guild	Citadel
KOVO	960	5 kw/1 kw (DA-N)	See KDYL				Provo
KSL	1150	50 kw	Full Service	CBS	\$121.00	Sentry	Bonneville
KSOP	1370	5 kw/500 w (DA-N)	See KSOP-F				S. Salt Lake City

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	City
KBEE	98.7	40 kw @ 2933	AC		\$60.00	Mc-Guild	Citadel
KBER	101.1	26.3 kw @ 3740	AOR	ABC	\$51.00	Mc-Guild	Citadel
KBKK	106.5	7.5 kw @ 2710	Classic Country		\$ NA	Katz	Jacor
KBZN	97.9	26.3 kw @ 3740	Jazz		\$35.00	Eastman	Ogden
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Allied	Citadel
KISN	97.1	30 kw @ 3652	CHR/AC		\$71.00	Chrstat	Trumper
KKAT	101.9	26.3 kw @ 3740	Country		\$86.00	Katz	Jacor
KODJ	94.1	40 kw @ 3063	Oldies	ABC, Westwd	\$65.00	Katz	Jacor
KQMB	102.7	47 kw @ 2699	AC	Westwd	\$ < 20.00	Allied	Simmons
KRSP	103.5	27.5 kw @ 3630	Classic AOR		\$95.00	Allied	Simmons
KSFI	100.3	26.3 kw @ 3740	Soft AC		\$155.00	Allied	Simmons
KSOP	104.3	25.1 kw @ 3640	Country		\$78.00	Allied	
KUBL	93.3	26.3 kw @ 3740	Country	ABC	\$60.00	Mc-Guild	Citadel
KUMT	105.7	7.3 kw @ 3661	Classic Hits		\$40.00	Chrstat	Trumper
KURR	99.5	40 kw @ 2953	AOR	Westwd, Source	\$36.00	K&P	Jacor
KXRK	96.1	55 kw @ 2630	AOR-New Rock		\$50.00	D&R	Provo
KZHT	94.9	48 kw @ 2799	CHR		\$34.00	Allied	Jacor

Notes: 8/97 Trumper traded KISN (AM) to Jacor for KBKK-F ... 10/97 KRGQ (1550) sold for \$500,000 ... 10/97 KLZX-F (106.9; Brigham City) changed from Classic AOR to AOR as KRKR-F

Jim Duncan

Comments: Listening levels are up slightly ... KSOP-AF recovered nicely from its weak Spring book ... KZHT-F has recorded its highest share ever, as has KENZ-F ... KSL slipped to its lowest share in many years

# SAN ANTONIO

Arbitron Rank: 34	Pop (12+): 1,203,100	Stations: 29 / 26	Last Year's Revenue: \$62,000,000
MSA Rank: 36		Diaries: 2,546/473:1/45.1%	Household Income: \$35,697
MSA Pop: 1,510,000		Sample Target: 2,490	Retail Dollars: \$13.7 Bil.
DMA: 37		% Below Line: 3.1	#1 Biller: KXTN-F \$8,600,000
Average Persons Rating: 16.9		% Not Listed: 8.4	#1 Billing Portfolio: Cox \$18,910,000
Market TSL In Hours: 22.25		Pop per Station: 46,273	

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									Level	Station
1	KTFM-F	CHR	196 / 9.6	99	11.3	102	87	10.3	2788 / 23.2	25.3	23.5	G	KTFM-F
2	KZEP-F	CL AOR	132 / 6.5	7.4	4.3	4.5	4.7	5.7	1826 / 15.2	14.9	11.0	E	KZEP-F
3	KTSA	T	130 / 6.4	4.1	4.7	4.3	4.7	4.9	1294 / 10.8	9.9	10.7	E	KTSA
4	KISS-F	AOR	128 / 6.3	5.2	6.3	7.0	6.3	6.2	1886 / 15.7	16.6	17.9	G	KISS-F
5	KXTN-F	SP	125 / 6.1	6.1	6.5	7.6	7.9	6.6	1660 / 13.8	14.6	17.5	H	KXTN-F
6	KONO-AF	O	120 / 5.9	5.4	5.4	5.0	5.2	5.4	1727 / 14.4	14.9	14.4	D	KONO-AF
7	KCYF-F	C	118 / 5.7	6.1	5.2	6.7	5.3	5.9	1857 / 15.4	16.1	15.7	G	KCYF-F
8	KAJA-F	C	103 / 5.1	6.0	5.6	5.9	5.3	5.6	1791 / 14.9	17.7	15.4	F	KAJA-F
9	KSMG-F	AC	95 / 4.7	5.5	5.7	5.2	4.9	5.3	1901 / 15.8	16.1	16.7	F	KSMG-F
10	KQXT-F	SAC	83 / 4.1	4.1	5.2	4.7	5.6	4.5	1289 / 10.5	11.6	13.2	E	KQXT-F
11	KROM-F	SP	82 / 4.0	4.9	3.6	3.7	4.4	4.1	817 / 6.8	8.7	7.4	C	KROM-F
12	KCOR	SP	72 / 3.5	3.1	2.4	2.4	2.2	2.9	698 / 5.8	4.6	4.5	C	KCOR
	WOAI	N/T	72 / 3.5	3.4	4.1	3.7	4.2	3.7	1232 / 10.2	11.2	12.4	G	WOAI
14	KSJL-F	U	68 / 3.3	3.4	4.0	4.2	3.9	3.7	954 / 7.9	8.2	8.8	C	KSJL-F
15	KCJZ-F	J	60 / 3.0	2.5	2.8	2.8	3.3	2.8	978 / 8.1	7.0	7.8	C	KCJZ-F
16	KLUP	ST	48 / 2.4	2.6	1.9	2.4	2.7	2.3	655 / 5.4	5.7	5.3	B	KLUP
17	KAMX-F	AC	44 / 2.2	1.3	1.6	0.7	0.8	1.4	995 / 8.3	5.7	4.6		KAMX-F
18	KKYX	C	43 / 2.1	2.3	2.1	2.1	1.9	2.1	528 / 4.4	4.9	5.1	B	KKYX
19	KRIO-F	SP	26 / 1.3	1.6	1.7	1.6	1.7	1.5	720 / 6.0	7.6	7.2	C	KRIO-F
20	KSAH	SP	22 / 1.1	0.8	1.3	1.7	1.5	1.2	331 / 2.7	2.4	3.0	A	KSAH

12+ FM Share (Metro): 74.57 % ( 1381 of 1852 ) ( Summer 96: 75.37 % )

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 KZEP-F <	1 KZEP-F	1 KZEP-F	1 KTSA	1 KTFM-F	1 KTSA	1 KTFM-F	1 KTFM-F >>	1 KTFM-F
2 KISS-F >>	2 KISS-F	2 KTFM-F	2 KONO-AF <	2 KONO-AF	2 KONO-AF	2 KZEP-F <	2 KTFM-F	2 KZEP-F <	2 KISS-F	2 KISS-F <
	3 KZEP-F	3 KISS-F	3 KTFM-F	3 KTFM-F	3 KXTN-F <	3 KONO-AF <	3 KZEP-F <	3 KISS-F	3 KTSA <	3 KTSA
	4 KSMG-F	4 KONO-AF <	4 KSMG-F <	4 KXTN-F <	4 KCYY-F <	4 KCYY-F <	4 KONO-AF <	4 KTSA	4 KZEP-F <	
	5 KXTN-F	5 KSMG-F <	5 KXTN-F <	5 KCYY-F	5 WOAI <	5 KAJA-F <	5 KCYY-F	KONO-AF	5 KXTN-F <	
	KAJA-F	6 KAJA-F <	6 KISS-F <	KSMG-F <	6 KZEP-F <	6 KTSA	KISS-F <	KXTN-F <	6 KSJL-F	
	7 KCYY-F <	7 KXTN-F <	7 KAJA-F <	7 KAJA-F <	7 KCOR	KISS-F <	7 KXTN-F <	7 KSMG-F <	7 KSMG-F <	
	8 KROM-F <	8 KCYY-F	8 KCYY-F	8 KISS-F	KQXT-F	8 WOAI <	8 KQXT-F <	8 KCYY-F <	8 KCYY-F <	
	9 KSJL-F					9 KXTN-F <	9 KAJA-F	9 KAJA-F	9 KAJA-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 KTFM-F	1 KISS-F >	1 KISS-F	1 KZEP-F	1 KZEP-F	1 KZEP-F
2 KAJA-F <	2 KSMG-F	2 KSMG-F	2 KCYY-F	2 KONO-AF	2 KTFM-F >	2 KZEP-F	2 KISS-F >	2 KISS-F >	2 KONO-AF
3 KISS-F <	3 KAJA-F	3 KZEP-F	KAJA-F	KCYY-F	3 KSJL-F	3 KTFM-F >	3 KTFM-F	3 KTFM-F <	3 KISS-F
4 KCYY-F	4 KZEP-F	4 KXTN-F	KSMG-F <	4 KSMG-F <	4 KCYY-F	4 KXTN-F	KXTN-F	4 KONO-AF	4 KXTN-F <
5 KAMX-F	5 KISS-F <	KAJA-F	5 KZEP-F <	5 KZEP-F <	5 KAMX-F	5 KCYY-F	5 KROM-F <	5 KXTN-F <	5 KTFM-F
6 KSMG-F	6 KCYY-F	KROM-F	6 KONO-AF <	6 KQXT-F	KZEP-F	KSMG-F <	6 KSMG-F	6 KSMG-F <	KSMG-F
7 KROM-F	KXTN-F	KSJL-F <	7 KQXT-F	KXTN-F <	KAJA-F	7 KROM-F <	7 KCYY-F	7 KAJA-F	KAJA-F
	KROM-F <	8 KQXT-F	KXTN-F	8 KAJA-F		8 KAMX-F <		8 KCYY-F <	8 WOAI <
			9 KROM-F					9 KROM-F	9 KCYY-F <

Other Rated Stations	Metro Share	Cume Rating
KBUC-F	C	98.3 Pleasanton 0.4 1.9
KCHL	B/G	1480 San Antonio 0.5 1.0
KEDA	SP	1540 San Antonio 0.5 1.2
KGNB	T	1420 New Braunfels 0.7 1.4
KSLR	REL	630 San Antonio 0.9 2.5
KTKR	SPRYS	760 San Antonio 0.8 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KEYI-F	O	103.5 San Marcos 0.4 2.5
KROX-F	AOR-NR	101.5 Giddings 0.5 2.7



# SAN ANTONIO

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KAJA-FM, KQXT-FM, KTKR-AM, WOAI-AM	13.5 %	14.7 %	22.3 %
<b>Cox</b> KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KSMG-FM	24.2 %	23.0 %	30.5 %
<b>John Barger</b> KONO-AF, KRIO-FM	7.2 %	9.7 %	6.1 %
	<b>44.9 %</b>	<b>47.4 %</b>	<b>58.9 %</b>

## AM Stations

Station	Freq	Power	Daypart	Genre	Share	Competitor	Notes
KCOR	1350	5 kw	(DA-N)	Hispanic	\$32.00	Katz Hisp	Hefel
KKYX	680	50 kw	/10 kw (DA-N)	Country	Westwd	\$30.00 Katz	Cox
KLUP	930	5 kw	/1 kw (DA-N)	Standards	\$24.00	CBS	Cox
KONO	860	5 kw	/0.9 kw (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	ABC, Westwd	\$61.00 Christal	KTFM-F
WOAI	1200	50 kw		News/Talk	CBS, ABC	\$87.00 Clr Chnl	Clear Channel

## FM Stations

Station	Freq	Power	Daypart	Genre	Share	Competitor	Notes
KAJA	97.3	100 kw	@ 984	Country	\$85.00	Clr Chnl	Clear Channel
KCJZ	106.7	100 kw	@ 1016	Jazz	\$45.00	Katz	Cox
KCYY	100.3	100 kw	@ 984	Country	\$131.00	Katz	Cox
KISS	99.5	100 kw	@ 1111	AOR	\$110.00	CBS	Cox
KONO	101.1	100 kw	@ 1371	Oldies	\$54.00	Allied	Barger
KQXT	101.9	100 kw	@ 572	Soft AC	\$87.00	Clr Chnl	Clear Channel
KRIO	94.1	22 kw	@ 696	Hispanic	\$34.00	---	Barger
KROM	92.9	100 kw	@ 1015	Hispanic	\$39.00	Katz Hisp.	Hefel
KSJL	96.1	100 kw	@ 597	Urban	ABC	\$35.00	Clr Chnl
KSMG	105.3	100 kw	@ 1250	AC	\$83.00	CBS	Cox
KTFM	102.7	100 kw	@ 672	CHR	\$105.00	Christal	KTSA
KXTN	107.5	100 kw	@ 1470	Hispanic	\$156.00	Katz Hisp	Hefel
KZEP	104.5	100 kw	@ 650	Classic AOR	\$71.00	D&R	Lotus

Notes: 9/97 KENS (1160) sold by Scripps to Belo (price NA)

Jim Duncan

Comments: KZEP-F held on to much -- but not all -- of its gains registered in the Spring book . . . KTSA has its highest share since about 1933 when it was a CHR station . . . KXTN-F failed to recover from its weak Spring showing . . . KCOR is up to its highest share in several years

# SAN DIEGO

Arbitron Rank: 14 Pop (12+): 2,251,000	Stations: 40 / 35	Last Year's Revenue: \$116,400,000
MSA Rank: 13	Diaries: 3,325/677:1/49.7%	Household Income: \$43.167
MSA Pop: 2,740,000	Sample Target: 3,270	Retail Dollars: \$24.3 Bil
DMA: 27	% Below Line: 4.7	#1 Biller: KSON-AF \$11,200,000
Average Persons Rating: 15.8	% Not Listed: 10.5	#1 Billing Portfolio: Jacor \$48,000,000
Market TSL In Hours: 21.00	Pop per Station: 64,314	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	KFMB-F	AC/CHR	230 / 6.5	53	41	40	41	50	4096 / 18.2	17.4	13.2	F	KFMB-F
2	KYXY-F	AC	217 / 6.1	55	64	70	68	62	3502 / 15.6	15.3	15.6	I	KYXY-F
3	KSON-AF	C	202 / 5.7	78	43	62	60	60	2920 / 13.0	15.2	11.5	I	KSON-AF
4	KFMB	FS/T	196 / 5.5	53	42	46	61	4.9	3261 / 14.5	14.9	15.2	H	KFMB
5	XHTZ-F	CHR	163 / 4.6	51	52	56	62	5.1	3248 / 14.4	14.1	15.1	G	XHTZ-F
6	KHTS-F	CHR	143 / 4.0	39	36	33	15	3.7	3338 / 14.8	13.8	5.7	C	KHTS-F
7	KOGO	T	137 / 3.9	30	11	19	16	2.5	1783 / 7.9	6.1	3.9	C	KOGO
8	KGB-F	CL AOR	134 / 3.8	36	28	27	28	3.2	2592 / 11.5	10.9	9.4	G	KGB-F
9	KIOZ-F	AOR	129 / 3.6	35	35	27	32	3.4	2098 / 9.3	9.6	8.8	G	KIOZ-F
10	KIFM-F	J	125 / 3.5	29	43	44	27	3.8	2010 / 8.9	8.6	7.5	G	KIFM-F
11	KMCG-F	B/A/C	123 / 3.5	35	16	08	11	2.3	1991 / 8.8	9.1	4.2		KMCG-F
	KBZT-F	O	123 / 3.5	39	38	41	44	3.8	2624 / 11.7	12.3	14.1	G	KBZT-F
13	XTRA-F	AOR-NR	96 / 2.7	31	35	29	42	3.1	2479 / 11.0	12.9	13.4	G	XTRA-F
14	KPOP	ST	92 / 2.6	26	32	25	22	2.7	1287 / 5.7	5.3	4.4	C	KPOP
15	KFI	T	90 / 2.5	19	25	23	30	2.3	1588 / 7.1	5.3	7.4		KFI
16	XTRA	SPRTS	83 / 2.3	17	22	24	22	2.2	1692 / 7.5	5.1	7.5	H	XTRA
17	KXGL-F	O	70 / 2.0	21	25	42	37	2.7	1350 / 6.0	6.6	8.1		KXGL-F
18	KPLN-F	CL HITS	68 / 1.9	19	24	28	23	2.2	1399 / 6.2	6.8	7.7	E	KPLN-F
19	KXST-F	AOR-P	61 / 1.7	10	11	11	10	1.2	957 / 4.3	3.6	4.3	C	KXST-F
20	KFSD-F	CL	60 / 1.7	21	20	10	08	1.7	929 / 4.1	4.8	2.7		KFSD-F
21	KKLQ-F	CHR/A/C	57 / 1.6	19	35	36	33	2.7	1765 / 7.8	10.1	11.2	H	KKLQ-F
22	XHRM-F	AOR-P	56 / 1.6	21	20	16	18	1.8	1740 / 7.7	9.7	8.0	E	XHRM-F
23	KKBH-F	SAC	54 / 1.5	15	17	23	17	1.8	1254 / 5.6	5.0	8.0	D	KKBH-F
24	XHKY-F	SP	48 / 1.3	18	15	11	20	1.4	790 / 3.5	4.3	5.1	C	XHKY-F
25	KSDO	N/T	45 / 1.3	24	49	42	46	3.2	869 / 3.9	6.3	9.5	G	KSDO
26	XLTN-F	SP	44 / 1.2	08	12	13	13	1.1	603 / 2.7	3.1	3.2		XLTN-F
27	KSPA	ST	42 / 1.2	09	14	13	10	1.2	579 / 2.6	1.6	2.1		KSPA
28	XBAC	CL	38 / 1.1	08					571 / 2.5	1.6			XBAC
29	XTIM-F	SP	37 / 1.0	12	13	11	13	1.1	595 / 2.6	2.8	2.8		XTIM-F

12+ FM Share (Metro): 71.91 % ( 2289 of 3183 ) ( Summer 96: 71.40 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHTS-F	1 KFMB-F	1 KFMB-F	1 KFMB-F	1 KYXY-F <	1 KFMB	1 KFMB-F	1 KYXY-F	1 KFMB-F <	1 KFMB	1 KSON-AF <
2 XHTZ-F >>	2 KIOZ-F	2 KYXY-F <	2 KYXY-F <	2 KFMB-F <	2 KYXY-F <	2 KGB-F <	2 KFMB-F	2 KYXY-F <	2 XHTZ-F	2 KOGO <
3 KFMB-F	3 XHTZ-F	3 KSON-AF	3 KSON-AF <	3 KSON-AF	3 KOGO	3 KFMB <	3 KOGO <	3 KFMB <	3 KYXY-F <	3 KFMB
	4 KSON-AF	4 KGB-F <	4 KGB-F	4 KGB-F	4 KSON-AF	4 KSON-AF <	4 KSON-AF >	4 KSON-AF	4 KHTS-F	4 KHTS-F
	5 KGB-F	5 KIOZ-F	5 KIOZ-F <	5 KFMB <	5 KIFM-F	5 KYXY-F	5 KFMB	5 XHTZ-F <	5 XTRA-F <	5 XTRA-F <
	KYXY-F <	6 XHTZ-F	6 KMCG-F	6 KIFM-F <	6 KBZT-F <	KIOZ-F <	KFI <	6 KHTS-F	6 KSON-AF <	6 KSON-AF <
	7 KHTS-F <	7 KMCG-F <	KIFM-F	7 KBZT-F <	7 KPOP	7 KOGO	7 KIFM-F	7 KIFM-F <	7 KFMB-F	7 KFMB-F
			KBZT-F <	8 KMCG-F <			KGB-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 KFMB-F >	1 KFMB-F >	1 KFMB-F	1 KFMB-F	1 KYXY-F	1 KIOZ-F	1 KIOZ-F >	1 KIOZ-F	1 KGB-F <	1 KGB-F
2 XHTZ-F >	2 KYXY-F	2 KSON-AF	2 KYXY-F	2 KFMB-F	2 XHTZ-F	2 KFMB-F <	2 KGB-F	2 KIOZ-F	2 KIOZ-F
3 KYXY-F	3 KSON-AF <	3 KYXY-F <	3 KSON-AF	3 KSON-AF >	3 KFMB-F <	3 KGB-F <	3 KFMB-F	3 KFMB-F	3 KFMB-F
	4 XHTZ-F	4 KMCG-F >	4 KMCG-F	4 KMCG-F	4 XTRA-F	4 XHTZ-F	4 XTRA	4 KSON-AF <	4 KSON-AF <
	5 KMCG-F	5 KHTS-F	5 XHTZ-F	5 KIFM-F <	5 KHTS-F	5 XTRA-F <	5 XHTZ-F <	5 XHTZ-F <	5 KFMB
	XTRA-F >	6 KHTS-F >	6 KIFM-F <	6 KFMB	6 KSON-AF <	6 KSON-AF <	6 KSON-AF <	6 XTRA <	6 XTRA <
			7 KHTS-F		7 KGB-F >	7 XTRA <	7 XHTZ-F	7 KBZT-F	7 XTRA
					8 XTRA	8 KHTS-F	KYXY-F <		8 KIFM-F <
							9 KMCG-F		

# SAN DIEGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
<b>Astor</b> KCEO-AM, KFSD-FM, KSPA-AM	3.5 %	1.8 %	%	KCEO T 1000 Vista	0.6	2.1
<b>Hicks, Muse, pend.</b> KPLN-FM, KYXY-FM	6.1 %	7.1 %	11.4 %	KPRZ REL 1210 San Marcos	0.9	2.8
<b>Jacor, pend.</b> XTRA-FM, KXGL-FM, KSDO-AM, KPOP-AM, XTRA-AM, KMCG-FM, KKLO-FM, KKBH-FM, KIOZ-FM, KHTS-FM, KGB-FM, KOGO-AM	32.8 %	30.7 %	45.2 %	KSYY-F AOR-NR 107.1 Fallbrook	0.6	2.1
<b>Jefferson-Pilot</b> KBZT-FM, KSON-FM, KSON-AM, KIFM-FM	12.6 %	25.0 %	19.7 %	KURS SP 1040 San Diego	0.6	1.4
	55.1 %	64.6 %	76.3 %	XEMO SP 860 Tijuana, MX	0.8	1.9
				XPRS SP 1090 Rosarito, MX	0.5	1.0
				Other Rated Stations--Outside Market	Metro Share	Cume Rating
				KKBT-F B* 92.3 Los Angeles	0.4	2.1
				KNX N 107.0 Los Angeles	0.8	3.0
				KWVE-F REL 107.9 San Clemente	0.6	2.0
				XKAM SP 95.0 Tijuana, MX	0.4	0.8

## AM Stations

Station	Power	Time	Format	Company	Price	Buyer	Station
KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	\$141.00	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	Talk	CNN, ABC, WW1	\$38.00	Eastman	Jacor
KPOP	1360	5 kw/1 kw	Standards	Westwd	\$44.00	Katz	Jacor
KSDO	1130	10 kw (DA-2)	News/Talk	ABC	\$129.00	Eastman	Jacor
KSON	1240	1 kw	See KSON-F				
KSPA	1450	1 kw	Standards	Westwd	\$ NA	---	Astor Escondido
XBAC	540	1 kw	Classical		NA	Allied	Mt. Wilson Tijuana, MX
XTRA	690	80 kw/50 kw (DA-2)	Sports	CBS	\$151.00	Eastman	Jacor Tijuana

## FM Stations

Station	Power	Time	Format	Company	Price	Buyer	Station
KBZT	94.9	22 kw @ 702	Oldies		\$130.00	Banner	Jefferson-Pilot
KFMB	100.7	30kw @ 620	AC/CHR		\$94.00	Mc-Guild	Midwest TV
KFSD	92.1	0.17 kw @ 1024	Classical (SW Net)	Westwd	\$ NA	---	Astor Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$110.00	Eastman	Jacor
KHTS	93.3	1.8 kw @ 1886	CHR		\$ NA	Eastman	Jacor El Cajon
KIFM	98.1	28 kw @ 540	Jazz		\$120.00	CBS	Jefferson-Pilot
KIOZ	105.3	29 kw @ 620	AOR		\$107.00	Eastman	Jacor
KKBH	102.9	32 kw @ 617	Soft AC	ABC	\$55.00	Group W	Jacor
KKLO	106.5	50 kw @ 440	CHR/AC		\$195.00	Eastman	Jacor
KMCG	95.7	29 kw @ 640	Black AC		\$40.00	Mc-Guild	Jacor pend Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits		\$60.00	D&R	Hicks, Muse, pend
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot
KXGL	94.1	100 kw @ 640	Oldies		\$ NA	Mc-Guild	Jacor, pend
KXST	102.1	9.5 kw @ 980	Progressive AOR		\$77.00	Katz	Oceanside
KYXY	96.5	41 kw @ 540	AC		\$214.00	D&R	Hicks, Muse, pend
XHKY	99.3	25 kw @ 328	Hispanic		\$50.00	Katz Hisp	Tijuana
XHRM	92.5	50 kw @ 650	Progressive AOR	CNN, Westwd	\$65.00	Century	Tijuana
XHTZ	90.3	93 kw @ 840	CHR		\$125.00	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		\$130.00	Eastman	Jacor Tijuana

Notes: \* KKBT-F was cited by Arbitron for a "Special Station Activity"; see Los Angeles . . . KFI -- See Los Angeles . . . 9/97 SFX sold these stations to Hicks, Muse interests: KPLN-F for \$28,000,000; KYXY-F for \$83,000,000 . . . 10/97 KKBH-F changed to "K-JOY" & will request the calls KJQY-F . . . 10/97 Nationwide sold these stations to Jacor: KMCG-F for \$ \_\_\_\_\_; KXGL-F for \$ \_\_\_\_\_; the purchase puts Jacor 2 FMs over the FCC market limit

Jim Duncan

Comments: KFMB-F jumped into the number one position with its best book since 1988 . . . KSON-AM fell off its Spring book high . . . KHTS-F had its seventh straight up book . . . Listening levels are steady . . . KOGO improved upon its big Spring book and has its highest share ever . . . KXST-F is showing signs of life

# SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,445,800	Stations: 49 / 47	Last Year's Revenue: \$229,700,000
MSA Rank: 28-SF; 20-Oakland	Diaries: 6,508/837:1/51 1%	Household Income: \$55,679
MSA Pop: 5,140,000	Sample Target: 5,100	Retail Dollars: \$47.1 Bil
DMA: 5	% Below Line: 0.9	#1 Biller: KGO \$29,100,000
Average Persons Rating: 15	% Not Listed: 16.4	#1 Billing Portfolio: Chancellor \$57,500,000
Market TSL in Hours: 20.25	Pop per Station: 115,868	

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share									K	Station
1	KGO	T	560 / 6.8	65	70	69	66	6.8	8272 / 15.2	14.8	15.5	K	KGO
2	KNBR	SPRTS/F5	369 / 4.5	43	31	35	36	3.9	5909 / 10.9	10.7	10.0	K	KNBR
3	KYLD-F	U/CHR	352 / 4.3	42	48	43	42	4.4	6579 / 12.1	12.0	13.0	H	KYLD-F
4	KCBS	N/T	328 / 4.0	43	45	46	48	4.4	8232 / 15.1	14.8	16.0	K	KCBS
5	KOIT-AF	SAC	312 / 3.8	40	37	40	3.8	3.9	5981 / 11.0	11.4	10.4	I	KOIT-AF
6	KMEL-F	CHR/U	306 / 3.7	3.9	41	43	4.3	4.0	6088 / 11.2	11.8	12.4	I	KMEL-F
7	KIOI-F	AC/CHR	274 / 3.3	3.2	33	33	3.2	3.3	5640 / 10.4	10.2	10.2	J	KIOI-F
8	KKSF-F	J	271 / 3.3	3.6	37	33	3.5	3.5	4292 / 7.9	8.0	7.9	I	KKSF-F
9	KSFO	T	264 / 3.2	2.6	22	24	2.8	2.6	2853 / 5.2	4.9	5.1	C	KSFO
10	KABL	ST	244 / 3.0	2.5	21	18	2.0	2.3	3189 / 5.9	4.9	4.2	D	KABL
11	KFOG-FF	AOR-P	237 / 2.9	3.0	31	33	3.2	3.1	4428 / 8.1	8.6	8.7	I	KFOG-FF
12	KDFC-F	CL	225 / 2.7	2.5	26	28	2.7	2.7	3169 / 5.8	6.6	7.0	G	KDFC-F
13	KBLX-F	J/U	218 / 2.7	3.0	32	33	2.7	3.0	3608 / 6.6	7.0	6.6	H	KBLX-F
14	KLLC-F	AC-NR	217 / 2.7	2.8	27	21	2.2	2.6	5363 / 9.8	10.0	8.0	F	KLLC-F
15	KFRC-F	O	214 / 2.6	3.0	30	26	2.9	2.8	4052 / 7.4	8.3	11.7	I	KFRC-F
16	KOME-F	AOR-NR	171 / 2.1	2.0	20	20	1.9	2.0	3627 / 6.7	6.5	6.8		KOME-F
17	KSOL-FF	SP	159 / 1.9	1.5	15	24	1.5	1.8	2306 / 4.2	3.3	5.1	E	KSOL-FF
18	KITS-F	AOR-NR	158 / 1.9	2.1	18	24	2.4	2.1	4498 / 8.3	8.2	8.9	I	KITS-F
19	KNEW	C	157 / 1.9	1.0	11	10	1.0	1.3	2056 / 3.8	2.5	2.5		KNEW
20	KZQZ-F	CHR	152 / 1.9	0.7	10	11	1.2	1.2	3598 / 6.6	2.7	10.2		KZQZ-F
21	KISO-F	B/AC	144 / 1.8	2.7	24	2.2	2.1	2.3	3508 / 6.4	8.6	7.1		KISO-F
22	KBAY-F	SAC	141 / 1.7	1.3	14	16	1.7	1.5	2345 / 4.3	4.3	5.0		KBAY-F
23	KYCY-F	C	121 / 1.5	1.3	12	12	1.4	1.3	2689 / 4.9	3.7	4.3	G	KYCY-F
24	KSJO-F	AOR	119 / 1.5	1.9	20	24	2.2	1.9	2482 / 4.6	5.4	5.7		KSJO-F
25	KRTY-F	C	108 / 1.3	0.8	10	0.7	0.8	0.9	1764 / 3.2	2.2	2.2		KRTY-F
26	KEZR-F	AC/CHR	101 / 1.2	1.4	13	11	1.4	1.3	2248 / 4.1	4.8	4.3		KEZR-F
27	KLOK	SP	99 / 1.2	1.5	13	11	1.5	1.3	1037 / 1.9	2.5	2.9		KLOK
28	KUFX-F	CL AOR	98 / 1.2	1.4	0.7	10	0.7	1.1	2014 / 3.7	3.7	3.2		KUFX-F
29	KARA-F	O	80 / 1.0	0.7	0.7	0.8	0.8	0.8	1347 / 2.5	2.0	2.6		KARA-F
	KSAN-F	C	80 / 1.0	1.9	18	16	2.4	1.6	1964 / 3.6	5.3	5.8	G	KSAN-F

12+ FM Share (Metro): 70.66 % ( 4576 of 6476 ) ( Summer 96: 67.87 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KYLD-F >	1 KYLD-F	1 KYLD-F	1 KFOG-FF <	1 KGO	1 KGO >	1 KGO	1 KGO	1 KGO	1 KGO <	1 KGO >>
2 KMEL-F >	2 KMEL-F	2 KFOG-FF <	2 KGO <	2 KKSF-F	2 KNBR <	2 KCBS >	2 KNBR	2 KNBR <	2 KYLD-F	2 KCBS
3 KZQZ-F >	3 KLLC-F	3 KOIT-AF <	3 KOIT-AF <	KFOG-FF <	3 KCBS	3 KOME-F	3 KOIT-AF	3 KYLD-F	3 KMEL-F	3 KYLD-F <
	4 KOME-F	KMEL-F <	4 KKSF-F <	4 KOIT-AF	4 KSFO <	KYLD-F <	4 KIOI-F <	KSFO <	4 KNBR	4 KSFO
	5 KITS-F <	5 KIOI-F <	5 KIOI-F	5 KNBR <	5 KABL <	5 KNBR <	5 KYLD-F <	5 KCBS	5 KOIT-AF	
	6 KIOI-F <	6 KGO <	KNBR	6 KIOI-F	6 KKSF-F <	6 KOIT-AF	6 KMEL-F <	6 KMEL-F	6 KSFO	
	7 KSOL-FF	7 KKSF-F <	7 KBLX-F	7 KBLX-F	7 KOIT-AF <	7 KSFO <	7 KKSF-F	KOIT-AF <	KBLX-F	
	8 KOIT-AF <	8 KLLC-F	8 KLLC-F <	8 KFRC-F <	8 KDFC-F	8 KIOI-F	KABL <	8 KKSF-F <	KCBS	
	9 KZQZ-F <	KNBR		9 KCBS		KMEL-F		9 KIOI-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 KYLD-F	1 KYLD-F	1 KIOI-F <	1 KIOI-F <	1 KIOI-F <	1 KMEL-F <	1 KYLD-F	1 KYLD-F <	1 KNBR	1 KNBR
2 KMEL-F	2 KMEL-F <	2 KLLC-F	2 KOIT-AF	2 KOIT-AF	2 KYLD-F >	2 KMEL-F	2 KOME-F <	2 KFOG-FF	2 KGO <
3 KLLC-F	3 KLLC-F	3 KOIT-AF <	3 KMEL-F	3 KGO	3 KLLC-F	3 KOME-F	3 KFOG-FF	3 KYLD-F <	3 KFOG-FF
4 KZQZ-F >	4 KIOI-F	4 KMEL-F	KYLD-F <	4 KBLX-F	KOME-F <	4 KLLC-F <	KITS-F	4 KGO <	4 KKSF-F
5 KIOI-F	5 KOIT-AF	5 KYLD-F <	5 KLLC-F <	KKSF-F	5 KZQZ-F	5 KITS-F <	KNBR	5 KMEL-F <	5 KCBS <
6 KITS-F	6 KZQZ-F	6 KFOG-FF	6 KBLX-F <	6 KFOG-FF	6 KSOL-FF	6 KSJO-F	6 KSJO-F <	6 KKSF-F <	6 KSFO <
7 KOIT-AF		KBLX-F	7 KGO <	KFRC-F	KSJO-F	7 KNBR	7 KLLC-F	7 KOME-F	7 KOIT-AF
		8 KISO-F <	8 KKSF-F	8 KLLC-F <			KSOL-FF	8 KSJO-F <	8 KOME-F <
		9 KSOL-FF	KFOG-FF						

# SAN FRANCISCO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations		Metro Share	Cume Rating
<b>ABC/Disney</b> KGO-AM, KSFO-AM	10.0 %	7.6 %	13.9 %	KBRG-F	SP 104.9 Fremont	0.6	1.7
<b>Bonneville</b> KZQZ-FM, KDFC-FM, KOIT-AM	8.4 %	7.6 %	10.4 %	KDIA	B/O 1310 Oakland	0.6	1.7
<b>Chancellor</b> KABL-AM, KKSF-FM, KNEW-AM, KIOI-FM, KMEL-FM, KYLD-FM, KISQ-FM	21.3 %	18.6 %	25.0 %	KFAX	REL 1100 San Francisco	0.4	1.8
<b>HefTel</b> KSOL-FM, KZOL-FM	1.9 %	2.1 %	1.1 %	KFRC	O 610 San Francisco	0.9	3.4
<b>Susquehanna</b> KSAN-FM, KTCT-AM, KNBR-AM, KFOG-FM, KFFG-FM	8.8 %	10.5 %	18.6 %	KIQI	SP 1010 San Francisco	0.5	1.4
<b>Westinghouse</b> KOME-FM, KITS-FM, KFRC-AM, KFRC-FM, KYCY-FM, KYCY-AM, KCBS-AM, KLLC-FM	15.7 %	19.9 %	24.2 %	KKHI-F	CL 100.7 San Rafael	0.4	1.6
	<b>66.1 %</b>	<b>66.3 %</b>	<b>93.2 %</b>	KKIQ-F	AC 101.7 Livermore	0.7	1.8
				KTCT	SPRIS 1950 San Mateo	0.4	1.2
				KXFX-F	AOR 101.7 Santa Rosa	0.4	1.1
				KZSF-F	SP 92.7 San Francisco	0.5	1.2
				KZST-F	AC 100.1 Santa Rosa	0.5	0.8

Other Rated Stations--Outside Market		Metro Share	Cume Rating
KHYL-F	O 101.1 Auburn	0.4	1.0
KSFM-F	CHR 102.5 Woodland	0.6	1.6

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	City
KABL	960	5 kw (DA-1)	Standards	Westwd	\$70.00	Century	Chancellor
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$355.00	CBS	Westinghouse
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	Banner	ABC/Disney
KLOK	1170	50 kw/5 kw (DA-2)	Spanish		\$74.00	Caballero	EXCL
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$335.00	Eastman	Susquehanna
KNEW	910	5 kw (DA-N)	Country		\$50.00	Century	Chancellor
KOIT	1260	5 kw/1 kw	See KOIT-F				
KSFO	560	5 kw (DA-N)	Talk	ABC	\$55.00	Banner	ABC/Disney

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product	City
KBLX	102.9	6.6 kw @ 1290		Jazz/Urban	\$168.00	D&R	Inner City	Berkeley
KDFC	102.1	33 kw @ 1047		Classical	\$105.00	Eastman	Bonneville	
KFFG	97.7	1.6 kw @ 449		See KFOG-F				Los Altos
KFOG	104.5	7.9 kw @ 1450		Progressive AOR	\$240.00	Eastman	Susquehanna	
KFRC	99.7	40 kw @ 1299		Oldies	\$285.00	Group W	Westinghouse	
KIOI	101.3	125 kw @ 1162		AC/CHR	\$300.00	Chrstal	Chancellor	
KISQ	98.1	100 kw @ 960		Black AC	\$95.00	Eastman	Chancellor	
KITS	105.3	15 kw @ 1200		AOR-New Rock	\$205.00	D&R	Westinghouse	
KKSF	103.7	7.8 kw @ 1470		Jazz	\$234.00	Mc-Guild	Chancellor	
KLLC	97.3	82 kw @ 1014		Modern AC	CBS \$105.00	CBS	Westinghouse	
KMEL	106.1	69 kw @ 1290		CHR/Urban	\$263.00	Chrstal	Chancellor	
KOIT	96.5	33 kw @ 1410		Soft AC	\$275.00	Katz	Bonneville	
KSAN	107.7	8.9 kw @ 1161		Classic Hits	\$145.00	Mc-Guild	Susquehanna	
KSOL	98.9	6 kw @ 1355		Hispanic	\$67.00	Allied	HefTel	
KYCY	93.3	50 kw @ 492		Country	Westwd \$105.00	Infinity	Westinghouse	
KYLD	94.9	30 kw @ 1210		Urban/CHR	AP \$163.00	Katz	See notes	San Mateo
KZQZ	95.7	6.9 kw @ 1290		CHR	\$100.00	Sentry	Bonneville	

Notes: Other ranked stations -- See San Jose ... 9/97 KBGG-F changed its calls to KISQ-F; remains Black AC

Jim Duncan

Comments: Listening levels are down slightly ... FM share is above 70% -- a level rarely seen in this market ... KIOI-F has had either a 3.2 or 3.3 for five straight surveys ... KABL posted its highest share in several years

# SAN JOSE

Arbitron Rank: 30 Pop (12+): 1,339,500  
 MSA Rank: 30  
 MSA Pop: 1,620,000  
 DMA: San Francisco (#5)  
 Average Persons Rating: 14.6  
 Market TSL in Hours: 19.50

Stations: 42 / 11  
 Diaries: 2,566/522:1/48 8%  
 Sample Target: 2,620  
 % Below Line: NA  
 % Not Listed: NA  
 Pop per Station: 121,773

Last Year's Revenue: \$38,700,000  
 Household Income: \$66,078  
 Retail Dollars: \$15.9 Bil  
 #1 Biller: KSJO-F \$7,250,000  
 #1 Billing Portfolio:  
 Westinghouse, pend \$18,350,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1 KBAY-F	SAC	106 / 5.4	4.4	4.1	4.9	5.4	4.7	1556 / 11.6	10.9	12.7	F KBAY-F
2 KRTY-F	C	92 / 4.7	2.8	3.7	2.9	3.2	3.5	1378 / 10.3	7.4	8.3	F KRTY-F
3 KEZR-F	AC/CHR	90 / 4.8	5.3	4.9	3.8	5.3	4.7	1836 / 13.7	10.6	15.4	G KEZR-F
4 KOME-F	AOR-NR	86 / 4.4	4.4	4.2	4.6	4.5	4.4	1870 / 14.0	14.1	14.1	G KOME-F
5 KARA-F	AC	72 / 3.7	2.5	2.5	2.9	3.0	2.9	1043 / 7.8	6.5	8.1	D KARA-F
6 KUFX-F	CL AOR	87 / 3.4	4.5	2.1	2.6	2.2	3.2	1290 / 9.8	9.7	8.5	D KUFX-F
7 KLOK	SP	83 / 3.2	4.4	2.5	2.9	3.6	3.3	664 / 5.0	6.3	6.6	F KLOK
8 KSJO-F	AOR	57 / 2.9	4.1	3.6	4.8	5.0	3.9	1186 / 8.9	10.6	11.7	H KSJO-F
9 KAZA	SP	13 / 0.7	0.9	0.4		0.5		182 / 1.4	1.5	1.1	A KAZA
10 KLIV	N	12 / 0.6	0.5	0.7	0.5	0.6	0.6	389 / 2.8	2.4	2.5	A KLIV
11 KSJX	E	9 / 0.5	0.7	0.5	0.9	0.9	0.6	190 / 1.4	1.4	2.5	KSJX

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 KOME-F >	1 KEZR-F <	1 KEZR-F <	1 KBAY-F <	1 KBAY-F	1 KOME-F >	1 KBAY-F	1 KBAY-F	1 KOME-F >	1 KBAY-F
2 KEZR-F >	2 KEZR-F	2 KOME-F	2 KUFX-F <	2 KEZR-F <	2 KRTY-F	2 KBAY-F	2 KEZR-F	2 KEZR-F	2 KEZR-F <	2 KLOK
	3 KSJO-F <	3 KUFX-F <	3 KBAY-F <	3 KUFX-F <	3 KARA-F	3 KARA-F <	3 KARA-F <	3 KRTY-F	3 KRTY-F <	3 KRTY-F <
	4 KLOK	4 KBAY-F <	4 KARA-F <	4 KARA-F <	4 KUFX-F	4 KRTY-F <	4 KRTY-F >	4 KARA-F	4 KBAY-F	4 KUFX-F
	5 KRTY-F	5 KRTY-F	5 KRTY-F <	5 KRTY-F	5 KEZR-F	5 KSJO-F <	5 KOME-F <	5 KUFX-F	5 KOME-F <	KEZR-F <
	6 KBAY-F	6 KARA-F	6 KOME-F <	6 KLOK <		6 KLOK	6 KUFX-F	6 KOME-F		
		KSJO-F <	7 KLOK	7 KOME-F		7 KEZR-F	7 KSJO-F			
		8 KLOK								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KEZR-F	1 KEZR-F	1 KEZR-F >	1 KEZR-F	1 KBAY-F	1 KOME-F >	1 KOME-F >	1 KOME-F	1 KOME-F <	1 KUFX-F
2 KOME-F >	2 KOME-F	2 KRTY-F	2 KBAY-F	2 KEZR-F	2 KSJO-F >	2 KSJO-F <	2 KLOK	2 KUFX-F	2 KLOK
3 KBAY-F	3 KBAY-F <	3 KBAY-F <	3 KARA-F	KARA-F	3 KEZR-F >	3 KLOK >	3 KSJO-F >>	3 KSJO-F <	3 KOME-F <
4 KSJO-F	4 KRTY-F	4 KOME-F <	4 KRTY-F	4 KRTY-F >	4 KLOK	4 KEZR-F >	4 KUFX-F	4 KLOK	4 KSJO-F
	5 KARA-F	5 KARA-F	5 KOME-F >		5 KUFX-F	5 KUFX-F	KEZR-F	5 KEZR-F	5 KRTY-F <
	6 KSJO-F >	6 KLOK						6 KRTY-F	6 KEZR-F <
									7 KBAY-F
									8 KARA-F

# SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market				Metro Share	Cume Rating
<b>Empire</b> KARA-FM, KLIV-AM, KRTY-FM	9.0 %	10.1 %	21.6 %	KABL	ST	960	Oakland	2.0	4.3
<b>Westinghouse, pend.</b> KBAY-FM, KEZR-FM, KOMA-FM, KUFX-FM	17.8 %	19.6 %	48.5 %	KBLX-F	J/U	102.9	Berkeley	1.3	4.3
	26.8 %	29.7 %	70.1 %	KBRG-F	SP	104.9	Fremont	1.3	3.3
				KCBS	N/T	740	San Francisco	3.2	13.2
				KDFC-F	CL	152.1	San Francisco	1.8	5.3
				KDON-F	CHR	102.5	Salinas	0.7	3.5
				KFAX	REL	1100	San Francisco	0.5	2.2
				KFOG-F	AOR-P	104.5	San Francisco	2.7	7.2
				KFRC	O	610	San Francisco	0.5	1.7
				KFRC-F	O	99.7	San Francisco	2.4	7.3
				KGO	T	810	San Francisco	6.9	14.8
				KICI-F	AC/CHR	101.3	San Francisco	2.9	9.8
				KISQ-F	B/AC	98.1	San Francisco	1.0	4.4
				KITS-F	AOR-NR	105.3	San Francisco	1.2	6.4
				KKSF-F	J	103.7	San Francisco	2.1	6.1
				KLLC-F	AC-NR	97.3	San Francisco	1.5	6.7
				KMEL-F	CHR/U	106.1	San Francisco	2.6	9.0
				KNBR	SPRST	680	San Francisco	4.0	10.2
				KNEW	C	910	Oakland	0.8	1.8
				KOIT-AM	SAC	96.5	San Francisco	1.8	7.5
				KSAN-F	CL HITS	107.7	San Mateo	0.5	1.5
				KSFO	T	560	San Francisco	2.4	4.0
				KSOL-F	SP	99.1	Santa Cruz	3.0	5.6
				KTCT	SPRST	1050	San Mateo	0.5	1.3
				KYCY-F	C	93.3	San Francisco	0.7	3.7
				KYLD-F	U/CHR	94.9	San Francisco	5.3	13.4
				KZQZ-F	CHR	95.7	San Francisco	1.7	6.7

## AM Stations

Station	Power	Time	Daypart	Demographic	Revenue	Station	Revenue	Station	Revenue
KAZA	1290	5 kw/88 w	(DA-2)	Hispanic	\$ NA	Katz	Hisp		Gilroy
KLIV	1590	5 kw	(DA-N)	News	CNH	\$18.00	Allied	Empire	
KLOK	1170	50 kw/5 kw	(DA-2)	Hispanic	\$74.00	Caballero	EXCL		
KSJX	1500	10 kw/5 kw	(DA-2)	Ethnic	\$ NA	...	Douglas		

## FM Stations

Station	Power	Time	Daypart	Demographic	Revenue	Station	Revenue	Station	Revenue
KARA	105.7	50 kw @	500	AC	\$78.00	Allied	Empire		Santa Clara
KBAY	100.3	14.5 kw @	2580	Soft AC	UPI AP	\$100.00	Allied	Westinghouse, pend	
KEZR	106.5	50 kw @	430	AC/CHR	\$107.00	Chrstal	Westinghouse, pend		
KOME	98.5	12.5 kw @	880	AOR-New Rock	\$115.00	Infinity	Westinghouse		
KRTY	95.3	0.9 kw @	860	Country	\$69.00	Allied	Empire		Los Gatos
KSJO	92.3	50 kw @	466	AOR	\$145.00	Mc-Guild	Jacor, pend		
KUFX	94.5	34 kw @	587	Classic AOR	ABC	\$55.00	Mc-Guild	Westinghouse, pend	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 rankings . . . 10/97 American Radio Systems sold these stations to Westinghouse: KBAY-F for \$41,000,000; KEZR-F for \$42,000,000, KUFX-F for \$22,000,000 . . . 10/97 American Radio Systems sold KSJO-F to Jacor for \$30,000,000

Jim Duncan

Comments: Listening levels are down slightly . . . KUFX-F was unable to hold on to all the gains its showed in the Spring survey . . . This time, KRTY-F had the big book . . . KSJO-F had its lowest 12+ in many years . . . KARA-F had its highest share in more than two years

# SEATTLE-TACOMA

Arbitron Rank: 13 Pop (12+): 2,744,800	Stations: 31 / 31	Last Year's Revenue: \$132,500,000
MSA Rank: 22-Seattle: 80-Tacoma	Diaries: 3,786,725 1/51.3%	Household Income: \$50,136
MSA Pop: 3,340,000	Sample Target: 3,690	Retail Dollars: \$33.5 Bil
DMA: 12	% Below Line: 0.0	#1 Biller: KIRO \$19,100,000
Average Persons Rating: 15.7	% Not Listed: 12.0	#1 Billing Portfolio: Entercom \$53,590,000
Market TSL in Hours: 20.75	Pop per Station: 88,542	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1 KIRO	N/T	414 / 9.6	83	67	69	76	79	7173 / 26.1	233	213	J KIRO
2 KUBE-F	CHR	296 / 6.9	71	61	57	60	64	4873 / 17.8	178	165	H KUBE-F
3 KBSG-AF	O	217 / 5.0	56	53	52	55	53	4097 / 14.9	170	161	I KBSG-AF
4 KMPS-F	C	204 / 4.7	52	44	57	58	50	3355 / 12.2	125	136	H KMPS-F
5 KVI	T	200 / 4.6	46	43	56	47	48	2213 / 8.1	83	80	G KVI
6 KPLZ-F	CHR/AC	183 / 4.2	38	37	36	36	38	4114 / 15.0	133	138	G KPLZ-F
7 KNDD-F	AOR-NR	181 / 4.2	43	46	37	43	42	3827 / 13.9	133	125	G KNDD-F
8 KLSY-F	AC	173 / 4.0	30	39	3.6	40	36	3212 / 11.7	98	113	G KLSY-F
9 KIXI	ST	160 / 3.7	46	39	47	43	42	2144 / 7.8	84	85	D KIXI
10 KOMO	T	147 / 3.4	29	27	36	31	32	2801 / 10.2	106	112	F KOMO
11 KING-F	CL	146 / 3.4	43	45	47	41	42	2190 / 8.0	95	95	E KING-F
KZOK-F	CL AOR	146 / 3.4	37	40	38	38	37	2802 / 10.2	112	110	H KZOK-F
13 KBKS-AF	AC/CHR	142 / 3.3	25	28	26	30	28	3256 / 11.9	89	88	D KBKS-AF
14 KWJZ-F	J	140 / 3.2	26	30	24	29	28	2260 / 8.2	72	61	E KWJZ-F
KISW-F	AOR	140 / 3.2	38	47	38	35	39	2494 / 9.1	98	89	G KISW-F
16 KMTT-F	AOR-P	133 / 3.1	29	38	33	40	33	2085 / 7.6	89	91	G KMTT-F
17 KJR-F	CL HITS	125 / 2.9	33	36	34	35	33	2663 / 9.7	112	106	G KJR-F
18 KRWM-F	SAC	112 / 2.8	26	28	29	20	27	2128 / 7.8	73	62	E KRWM-F
19 KYCW-F	C	111 / 2.8	33	39	35	34	33	1800 / 6.6	76	74	G KYCW-F
20 KIRO-F	T	101 / 2.3	20	23	25	21	23	1726 / 6.3	68	68	C KIRO-F
21 KJR	SPRTS	94 / 2.2	25	25	20	18	23	1613 / 5.9	100	56	D KJR
22 KCMS-F	REL	75 / 1.7	19	15	18	16	17	1244 / 4.5	48	42	D KCMS-F
23 KNWX	N	55 / 1.3	10	13	10	10	11	1711 / 6.2	50	46	B KNWX

12+ FM Share (Metro): 69.95 % ( 2654 of 3794 ) ( Summer 96: 72.31 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KUBE-F >>	1 KUBE-F <	1 KUBE-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KVI <	1 KIRO	1 KIRO >>	1 KOMO <
2 KNDD-F	2 KNDD-F <	2 KIRO <	2 KMPS-F <	2 KBSG-AF <	2 KBSG-AF <	2 KUBE-F <	2 KUBE-F	2 KUBE-F	2 KUBE-F >	2 KIRO
3 KBKS-AF >	3 KPLZ-F <	3 KPLZ-F <	3 KPLZ-F	3 KMPS-F	3 KVI <	3 KVI	3 KIRO <	3 KBSG-AF	3 KNDD-F <	3 KUBE-F
4 KISW-F >	4 KMPS-F >	4 KMPS-F <	KZOK-F	4 KPLZ-F	4 KIXI	4 KPLZ-F <	4 KBSG-AF	4 KMPS-F	4 KOMO <	4 KMPS-F >
5 KMPS-F <	5 KNDD-F <	5 KNDD-F <	KBSG-AF <	KZOK-F <	5 KOMO <	5 KBSG-AF	5 KMPS-F	5 KNDD-F	5 KLSY-F	5 KLSY-F
6 KBKS-AF	6 KZOK-F	6 KMTT-F <	6 KMTT-F <	6 KMTT-F <	6 KING-F	KMPS-F <	6 KIXI <	KLSY-F <	6 KPLZ-F	6 KPLZ-F
7 KLSY-F <	KBSG-AF <	7 KUBE-F	7 KUBE-F	7 KUBE-F <	7 KMPS-F	7 KOMO	7 KLSY-F <	7 KVI	7 KBKS-AF <	7 KBKS-AF <
8 KJR-F	8 KISW-F <	8 KISW-F	8 KISW-F	8 KLSY-F <	KWJZ-F	KLSY-F <	8 KNDD-F	KPLZ-F <	8 KMPS-F <	8 KMPS-F <
XZOK-F <	9 KLSY-F <	KJR-F <	KJR-F <	9 KWJZ-F	KVI <	9 KISW-F	KPLZ-F <	9 KZOK-F	9 KING-F <	9 KING-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 KPLZ-F <	1 KUBE-F <	1 KISW-F	1 KISW-F >	1 KIRO <	1 KIRO >
2 KPLZ-F	2 KUBE-F	2 KUBE-F <	2 KUBE-F	2 KBSG-AF <	2 KNDD-F	2 KNDD-F	2 KNDD-F	2 KISW-F	2 KZOK-F
KBKS-AF	3 KLSY-F <	3 KMPS-F	3 KMPS-F	3 KMPS-F <	3 KISW-F >	3 KUBE-F >	3 KIRO	3 KZOK-F <	3 KISW-F <
4 KLSY-F	4 KBKS-AF <	4 KJR-F <	KLSY-F	4 KLSY-F <	4 KBKS-AF	4 KIRO	4 KUBE-F <	4 KNDD-F <	4 KVI <
5 KNDD-F >	5 KNDD-F	5 KLSY-F <	5 KBSG-AF <	5 KUBE-F	5 KYCW-F	5 KJR <	5 KZOK-F <	5 KUBE-F <	5 KMTT-F
6 KMPS-F >	KMPS-F >	6 KNDD-F	6 KBKS-AF	6 KIRO	6 KJR-F	6 KZOK-F <	6 KJR <	6 KVI	KBSG-AF <
7 KJR-F	7 KMTT-F	7 KJR-F <	7 KJR-F <	7 KRWM-F <	KLSY-F	7 KMPS-F	7 KMPS-F	7 KMTT-F <	7 KMPS-F <
8 KYCW-F <	KZOK-F <	8 KMTT-F	8 KWJZ-F	8 KWJZ-F		KPLZ-F	KPLZ-F	8 KJR <	8 KJR
	9 KBKS-AF	KNDD-F <	KJR-F <	KJR-F <				9 KMPS-F <	

Other Rated Stations		Metro Share	Cume Rating
KCIS	REL 630 Edmonds	0.4	1.5
KGNW	REL 820 Burien	0.6	2.0
KKBY-F	C 104.9 Eatonville	0.4	0.8
KRIZ-AA	B 1420 Renton	0.4	0.9
KXXO-F	AC 96.1 Olympia	0.6	1.5



# SEATTLE-TACOMA

Consolidation Report	12+	25-54	Revenue
<b>Entercom</b> KMTT-FM, KNDD-FM, KISW-FM, KIRO-AM, KNWX-AM, KIRO-FM, KBSG-AF	28.7 %	28.8 %	40.4 %
<b>Fisher</b> KOMO-AM, KVI-AM, KPLZ-FM	12.2 %	11.0 %	13.3 %
<b>Local</b> KRIZ-AM, KZIZ-AM	0.4 %	0.4 %	%
<b>New Century</b> KJR-AM, KJR-FM, KUBE-FM	12.0 %	11.4 %	11.7 %
<b>Sandusky</b> KLSY-FM, KIXI-AM, KRWM-FM, KEZX-AM, KWJZ-FM	13.5 %	13.3 %	11.5 %
<b>Westinghouse, pend.</b> KMPS-FM, KBKS-FM, KRPM-AM, KYCW-FM, KZOK-FM	14.0 %	16.3 %	19.9 %
	<b>80.8 %</b>	<b>81.2 %</b>	<b>96.8 %</b>

## AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F				
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Sentry	Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal	Sandusky
KJR	950	50 kw (DA-N)	Sports	ABC	\$54.00	---	New Century
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Sentry	Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Sentry	Fisher
KRPM	1090	50 kw (DA-2)	See KBKS-F				
KVI	570	5 kw	Talk	ABC	\$117.00	Sentry	Fisher

## FM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency
KBKS	106.1	58 kw @ 2343	AC/CHR	AP	\$58.00	Eastman	Westinghouse, pend. Tacoma
KBSG	97.3	55 kw @ 2393	Oldies		\$225.00	Katz	Entercom Tacoma
KCMS	105.3	115 kw @ 722	Religion	UPI	\$44.00	Radio Spot	Edmonds
KING	98.1	58 kw @ 2343	Classical		\$95.00	Sentry	
KIRO	100.7	100 kw @ 736	Talk	CBS, AP	\$ NA	Sentry	Entercom
KISW	99.9	100 kw @ 1148	AOR		\$138.00	Mc-Guild	Entercom
KJR	95.7	100 kw @ 1180	Classic Hits		\$110.00	Allied	New Century
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal	Sandusky Bellevue
KMPS	94.1	58 kw @ 2343	Country	AP	\$185.00	Eastman	Westinghouse, pend.
KMTT	103.7	58 kw @ 2343	Prog. AOR		\$125.00	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		\$120.00	Sentry	Fisher
KRWM	106.9	100 kw @ 819	Soft AC		\$71.00	CBS	Sandusky Bremerton
KUBE	93.3	100 kw @ 1290	CHR		\$145.00	Allied	New Century
KWJZ	98.9	100 kw @ 1110	Jazz	ABC	\$65.00	Christal	Sandusky
KYCW	96.5	100 kw @ 1223	Country		\$105.00	Eastman	Westinghouse, pend.
KZOK	102.5	100 kw @ 1194	Classic AOR		\$180.00	Eastman	Westinghouse, pend.

Notes: 10/97 American Radio Systems sold these stations to Westinghouse: KRPM/KBKS-F for \$27,000,000; KMPS-F for \$74,000,000; KYCW-F for \$33,000,000; KZOK-F for \$63,000,000

Jim Duncan

Comments: KIRO once again has a fine baseball book . . . KING-F has its lowest share in at least several years . . . KWJZ-F enjoys its highest share in more than two years . . . KZOK-F slipped to its lowest share in more than three years . . . KLSY-F recovered from its weak Spring book

# SHREVEPORT

Arbitron Rank: 127 Pop (12+): 307,900	Stations: 15 / 15	Last Year's Revenue: \$11,000,000
MSA Rank: 129	Diaries: 899/342 1/43.3%	Household Income: \$33,683
MSA Pop: 383,000	Sample Target: 940	Retail Dollars: \$3.9 Bil.
DMA: 76	% Below Line: 0.0	#1 Biller: KRMD-AF \$3,200,000
Average Persons Rating: 16.0	% Not Listed: 10.8	#1 Billing Portfolio: KVKI-F, etc. \$4,350,000
Market TSL in Hours: 21.25	Pop per Station: 20,527	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	KMJJ-F	83 / 16.9	15.9	13.6	17.0	15.2	15.8	751 / 24.4	24.4	24.2	C	KMJJ-F
2	KRMD-F	75 / 15.2	12.4	11.5	13.9	15.4	13.3	759 / 24.7	26.4	25.8	E	KRMD-F
3	KVKI-F	42 / 8.5	10.3	10.3	8.9	11.6	9.5	625 / 20.3	21.3	21.8	C	KVKI-F
	KDKS-F	42 / 8.5	9.1	8.9	7.3	9.8	8.5	602 / 19.5	19.5	19.5	B	KDKS-F
5	KRUF-F	39 / 7.9	7.6	10.7	7.9	7.3	8.5	649 / 21.1	19.9	17.2	B	KRUF-F
6	KEEL	29 / 5.9	5.8	6.8	5.6	6.0	6.0	371 / 12.1	12.3	11.1	B	KEEL
7	KITT-F	27 / 5.5	4.1	6.6	7.3	6.0	5.9	464 / 15.1	12.1	14.2	B	KITT-F
8	KOKA	24 / 4.9	6.4	6.4	7.5	5.2	6.3	257 / 8.4	9.8	8.4	A	KOKA
9	KTUX-F	21 / 4.3	3.5	2.9	2.5	4.8	3.3	276 / 9.0	7.8	10.4	A	KTUX-F
10	KTAL-F	18 / 3.7	3.3	3.5	5.2	3.7	3.9	263 / 8.5	10.2	11.1	B	KTAL-F
	KLKL-F	18 / 3.7	5.2	3.3	3.1	2.7	3.8	314 / 10.2	11.8	9.5	A	KLKL-F
12	KWKH	13 / 2.6	2.7	3.1	2.9	2.9	2.8	269 / 8.7	9.4	9.5	A	KWKH

12+ FM Share (Metro): 82.95 % ( 365 of 440 ) ( Summer 96: 83.64 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRUF-F <	1 KMJJ-F >	1 KMJJ-F	1 KRMD-F	1 KRMD-F	1 KRMD-F >	1 KRMD-F >	1 KRMD-F <	1 KRMD-F <	1 KMJJ-F >>	1 KMJJ-F >
2 KMJJ-F >>	2 KRMD-F >	2 KRMD-F >	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F <	2 KMJJ-F	2 KMJJ-F >	2 KMJJ-F >	2 KRMD-F	2 KTUX-F
3 KRUF-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KEEL <	3 KDKS-F <	3 KVKI-F	3 KVKI-F <	KDKS-F	3 KRUF-F
4 KVKI-F	4 KDKS-F <	4 KDKS-F <	4 KDKS-F	4 KDKS-F >	4 KVKI-F <	4 KVKI-F	4 KEEL	4 KRUF-F <	4 KRUF-F	4 KRUF-F
5 KDKS-F	5 KRUF-F >	5 KRUF-F <	5 KRUF-F <	5 KITT-F <	5 KDKS-F <	KEEL	5 KRUF-F	5 KDKS-F	5 KOKA	5 KOKA
	6 KITT-F	6 KITT-F <	6 KITT-F <	6 KEEL	6 KOKA	6 KRUF-F <	6 KDKS-F	6 KITT-F <	KITT-F <	7 KITT-F
	7 KTAL-F					7 KOKA <		7 KEEL	7 KTUX-F	
						8 KITT-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 KMJJ-F	1 KMJJ-F >	1 KMJJ-F >>	1 KMJJ-F	1 KRMD-F	1 KMJJ-F >>	1 KMJJ-F >	1 KMJJ-F	1 KMJJ-F	1 KRMD-F
2 KRMD-F >>	2 KRMD-F >	2 KVKI-F	2 KRMD-F >	KMJJ-F <	2 KRUF-F	2 KRMD-F	2 KTAL-F	2 KRMD-F >	2 KMJJ-F
3 KRUF-F	3 KVKI-F	KRMD-F >	3 KVKI-F	3 KVKI-F >	3 KRMD-F	3 KTAL-F	KRMD-F	3 KTAL-F <	3 KDKS-F
	4 KRUF-F	4 KRUF-F	4 KDKS-F	4 KDKS-F	4 KTUX-F >	4 KTUX-F	4 KVKI-F	4 KRUF-F	4 KVKI-F
	5 KDKS-F >>	KDKS-F >>	5 KRUF-F	5 KOKA <		KRUF-F	KTUX-F	KDKS-F	KTAL-F
				6 KLKL-F			5 KRUF-F	6 KVKI-F	KEEL
								KTUX-F	

Other Rated Stations	Metro Share	Cume Rating
KASO AC	1240 Minden	0.4 15
KFLO REL	1300 Shreveport	0.6 15
KRMD C	1340 Shreveport	0.8 20

Consolidation Report	12+	25-54	Revenue
Local - 1	30.4 %	30.7 %	39.5 %
KEEL-AM KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM			
Local - 2	17.7 %	20.3 %	11.7 %
KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM			
	48.1 %	51.0 %	51.2 %

# SHREVEPORT

## AM Stations

KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN TARN	\$24.00	Katz	KVXI-F
KOKA	980	5 kw/80 w	Gospel/Black	AURN, Westwd	\$20.00	K&P	KDKS-F
KRMD	1340	1 kw	Country		\$ NA	Eastman	Capstar
KWKH	1130	50 kw (DA-N)	Talk	Westwd	\$ NA	Katz	KVXI-F

## FM Stations

KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	K&P		Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00	Katz	KVXI-F	
KLKL	92.1	3.3 kw @ 298	Oldies	ABC	\$<20.00	K&P	KDKS-F	Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd	\$36.00	Mc-Guid	SunGroup	
KRMD	101.1	100 kw @ 1118	Country		\$68.00	Eastman	Capstar	
KRUF	94.5	100 kw @ 1256	CHR	Westwd	\$ NA	Katz	KVXI-F	
KTAL	98.1	100 kw @ 1361	AOR		\$25.00	Banner		Texarkana
KTJX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00	Banner		Carthage, TX
KVXI	96.5	100 kw @ 797	AC		\$46.00	K&P		

Notes

### FORMAT CODES

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

Arbitron Rank: 87	Pop (12+): 419,100	Stations: 22 / 22	Last Year's Revenue: \$14,800,000
MSA Rank: 121		Diaries: 1,301/322:1/55.9%	Household Income: \$36,870
MSA Pop: 413,000		Sample Target: 1,190	Retail Dollars: \$4.2 Bil
DMA: 74		% Below Line: 0.0	#1 Biller: KDRK-F \$2,700,000
Average Persons Rating: 15.4		% Not Listed: 10.5	#1 Billing Portfolio: Triathlon \$6,630,000
Market TSL in Hours: 21.00		Pop per Station: 19,050	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									Level	Level
1	KDRK-F	C	59 / 9.1	67	83	90	84	83	751 / 17.9	185	189	D	KDRK-F
2	KKZX-F	AOR/CL	58 / 9.0	96	74	87	91	87	738 / 17.6	188	180	D	KKZX-F
3	KZZU-F	CHR	49 / 7.6	77	7.6	65	63	73	896 / 21.4	203	180	C	KZZU-F
4	KAEP-F	AOR-NR	44 / 6.8	65	53	54	58	60	621 / 14.8	155	145	C	KAEP-F
5	KISC-F	AC	42 / 6.5	69	80	74	57	72	629 / 15.0	157	159	C	KISC-F
6	KXLY	N/T	41 / 6.4	45	53	62	55	56	622 / 14.8	146	121	B	KXLY
7	KXLY-F	SAC	37 / 5.7	60	76	50	65	61	596 / 14.2	136	157	C	KXLY-F
8	KNFR-F	C	36 / 5.6	84	47	54	62	60	579 / 13.8	158	135	B	KNFR-F
	KGA	N/T	36 / 5.6	34	61	51	55	50	375 / 9.0	92	87	B	KGA
10	KEYF-AF	O	34 / 5.3	60	44	59	70	54	669 / 16.0	175	190	C	KEYF-AF
11	KAQQ	ST	32 / 5.0	54	74	48	45	56	327 / 7.8	78	77		KAQQ
12	KHTQ-F	CHR	24 / 3.7	22	30	36	34	31	502 / 12.0	90	99	A	KHTQ-F
13	KNJY-F	AOR-NR	22 / 3.4	39	38	48	34	40	344 / 8.2	99	93	A	KNJY-F
	KCDA-F	C	22 / 3.4	47	43	35	52	40	290 / 6.9	76	89	A	KCDA-F
15	KEZE-F	CL AOR	10 / 1.5	10	13	12	18	13	197 / 4.7	38	49	A	KEZE-F
16	KTRW	SPRIS	8 / 1.2	13	15	12	10	13	197 / 4.7	47	35		KTRW

12+ FM Share (Metro): 77.34 % ( 447 of 578 ) ( Summer 96: 79.52 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KZZU-F >>	1 KAEP-F	1 KKZX-F	1 KKZX-F	1 KDRK-F	1 KDRK-F <	1 KKZX-F	1 KDRK-F <	1 KDRK-F <	1 KZZU-F	1 KXLY <
2 KNJY-F	2 KKZX-F	2 KAEP-F <	2 KAEP-F	2 KDRK-F	2 KXLY	2 KDRK-F	2 KKZX-F	2 KKZX-F	2 KKZX-F	2 KGA
3 KHTQ-F	KZZU-F	3 KDRK-F <	KISC-F <	3 KISC-F	3 KAQQ <	3 KZZU-F	3 KISC-F <	3 KZZU-F	3 KXLY	KZZU-F <
4 KKZX-F	4 KNFR-F	4 KISC-F <	4 KDRK-F	4 KAEP-F	4 KGA <	KXLY	4 KAEP-F <	4 KXLY	4 KDRK-F	4 KAEP-F >
	KDRK-F >	5 KZZU-F <	5 KNFR-F	5 KNFR-F	5 KKZX-F	5 KGA <	5 KGA	5 KXLY-F	KISC-F	
	6 KISC-F	6 KNFR-F <	6 KXLY-F <	KXLY-F <	KXLY-F <	6 KAEP-F <	6 KXLY-F <	KNFR-F <	6 KAEP-F	
	KNJY-F <	7 KXLY-F <	7 KEYF-AF <	7 KEYF-AF	7 KEYF-AF	7 KISC-F <	7 KEYF-AF	7 KAEP-F <	7 KGA	
		8 KEYF-AF	8 KZZU-F	8 KZZU-F	KISC-F >	8 KNFR-F <	KZZU-F <	8 KISC-F <	KHTQ-F <	
						9 KAQQ <	9 KNFR-F	9 KEYF-AF	9 KNJY-F	KXLY-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 KZZU-F >	1 KZZU-F	1 KNFR-F	1 KDRK-F	1 KDRK-F	1 KKZX-F	1 KAEP-F <	1 KAEP-F <	1 KKZX-F >	1 KKZX-F >
2 KDRK-F	2 KNFR-F	KZZU-F >	2 KZZU-F <	2 KISC-F	2 KAEP-F	2 KKZX-F >	2 KKZX-F >	2 KAEP-F >	2 KAEP-F
KHTQ-F	3 KDRK-F	3 KAEP-F	3 KISC-F <	3 KNFR-F <	KZZU-F	3 KNJY-F	3 KISC-F >	3 KISC-F <	3 KDRK-F <
4 KXLY-F	4 KAEP-F	KDRK-F >	4 KNFR-F	4 KXLY-F <	KNJY-F	4 KDRK-F	4 KGA	4 KDRK-F <	4 KISC-F <
KNFR-F	5 KHTQ-F	5 KHTQ-F	5 KXLY-F	5 KZZU-F	5 KDRK-F >	KZZU-F	KDRK-F	5 KNFR-F <	5 KEYF-AF
KAEP-F >		KKZX-F	6 KEYF-AF	6 KEYF-AF		6 KNFR-F	KNFR-F	6 KZZU-F	6 KXLY-F
		KISC-F >	KKZX-F <	KKZX-F		7 KISC-F >	KNJY-F	KGA	KGA <
								KNJY-F	

Other Rated Stations	Metro Share	Cume Rating	Consolidation Report	12+	25-54	Revenue
KJRB T 790 Spokane	0.6	3.4	Citadel	22.1 %	23.8 %	29.4 %
KKPL ST 630 Opportunity	0.6	1.2	KJRB-AM, KDRK-FM, KGA-AM, KAEP-FM			
KSPO-F REL 106.5 Dishman	0.8	1.9	Local, pend.	9.2 %	8.9 %	4.0 %
KTSL-F REL 101.9 Medical Lake	0.9	3.2	KCDA-FM, KEZE-FM, KTSL-FM, KNJY-FM			
KVNI SAC 108.0 Coeur d'Alene	0.8	2.4	Morgan Murphy	25.4 %	21.4 %	21.9 %
			KXLY-AM, KXLY-FM, KHTQ-FM, KVNI-AM, KZZU-FM, KTRW-AM			
			Triathlon	31.4 %	35.7 %	44.1 %
			KNFR-FM, KISC-FM, KEYF-AF, KAQQ-AM, KKZX-FM			
				88.1 %	89.8 %	99.4 %

# SPOKANE

## AM Stations

KACQ	590	5 kw	Standards	Westwd. CHN	\$<20.00	Allied	Triathlon	
KEYF	1050	5 kw/335 w	See KEYF-F					Dishman
KGA	1510	50 kw (DA-14)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel	
KJRB	790	5 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00	Mc-Guild	Citadel	
KTRW	970	5 kw/1 kw (DA-14)	Sports	1-on-1, CBS, Westwd	\$ NA	Eastman	Morgan Murphy	
KXLY	920	5 kw	News/Talk	CBS ABC	\$22.00	Eastman	Morgan Murphy	

## FM Stations

KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$22.00	Mc-Guild	Citadel	
KCDA	103.1	2.4 kw @ 1886	Country	ABC	\$<20.00	Allied	KNJY-F	Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380	Country		\$57.00	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	Eastman	KNJY-F	
KHTG	94.5	100 kw @ 1883	CHR	ABC	\$<20.00	Moore	Morgan Murphy	Hayden, ID
KISC	98.1	94 kw @ 2031	A/C		\$44.00	Allied	Triathlon	
KYZX	98.9	100 kw @ 1614	AOR/Classic AOR		\$41.00	Mc-Guild	Triathlon	
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	Triathlon	Opportunity
KNJY	103.9	5.5 kw @ 303	AOR-New Rock	ABC	\$<20.00	Eastman		
KTSL	101.9	1.2 kw @ 495	Religion	SRN	\$ NA	Salem	KCDA-F, pend	Medical Lake
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Allied	Morgan Murphy	
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Christal	Morgan Murphy	

Notes: 9/97 KTSL-F sold by Salem to KCDA-F/KNJY-F for \$1,200,000

# SPRINGFIELD, MA

Arbitron Rank: 77 Pop (12+): 496,800	Stations: 31 / 13	Last Year's Revenue: \$16,800,000
MSA Rank: 89	Diaries: 1,822/273:1/51.2%	Household Income: \$39,770
MSA Pop: 595,000	Sample Target: 1,670	Retail Dollars: \$4.5 Bil.
DMA: 65	% Below Line: 31.1	#1 Biller: WAQY-F \$3,600,000
Average Persons Rating: 16.3	% Not Listed: 15.1	#1 Billing Portfolio:
Market TSL in Hours: 21 75	Pop per Station: 38,215	Clear Channel \$4,300,000

12+ Metro	Format	Summer 97		Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
		1/4	Share										
1	WPXX-F	C	81 / 10.0	7.2	9.4	9.8	9.9	9.1	873 / 17.8	15.7	18.2	E	WPXX-F
2	WMAS-F	AC	74 / 9.2	9.4	7.1	8.6	7.1	8.6	973 / 19.6	20.9	17.9	D	WMAS-F
3	WAQY-F	CL AOR	56 / 6.9	9.2	7.3	7.9	9.0	7.8	1079 / 21.7	21.7	19.9	E	WAQY-F
4	WHYN-F	AC	52 / 6.4	5.8	7.0	7.2	8.1	6.6	798 / 16.1	16.9	17.4	D	WHYN-F
5	WHYN	T	45 / 5.6	6.0	7.0	7.0	6.7	6.4	764 / 15.4	14.1	15.6	C	WHYN
6	WTIC-F	CHR	41 / 5.1	4.1	4.4	4.7	5.3	4.6	898 / 18.1	17.3	17.7		WTIC-F
7	WKSS-F	CHR	39 / 4.8	3.4	3.0	2.4	2.4	3.4	734 / 14.8	14.1	11.6		WKSS-F
8	WMAS	ST	38 / 4.7	4.8	4.2	4.3	4.8	4.5	337 / 6.8	7.5	7.1	B	WMAS
9	WAAF-F	AOR-NR	30 / 3.7	3.9	3.9	2.7	4.4	3.6	542 / 10.9	9.7	10.9		WAAF-F
10	WDRG-F	O	26 / 3.2	3.3	2.5	3.7	3.4	3.2	520 / 10.5	9.5	10.6		WDRG-F
	WNNZ	T/N	26 / 3.2	3.0	3.5	3.1	1.9	3.2	427 / 8.6	8.2	6.3	B	WNNZ
12	WRCH-F	SAC	23 / 2.8	2.9	2.7	2.2	3.0	2.7	367 / 7.4	7.5	7.7		WRCH-F
13	WHMP-F	AOR-P	22 / 2.7	3.3	2.6	2.3	2.0	2.7	553 / 11.1	10.4	8.8	C	WHMP-F
	WCCC-F	AOR	22 / 2.7	3.0	2.3	1.5	1.8	2.4	554 / 11.2	9.5	7.3		WCCC-F
15	WMRQ-F	AOR-NR	19 / 2.4	2.4	2.2	1.7	2.2	2.2	459 / 9.2	10.0	9.0		WMRQ-F
16	WSPR	SP	14 / 1.7	1.4	1.2	1.4	0.9	1.4	110 / 2.2	2.2	2.0	A	WSPR
	WRNX-F	AOR-P	14 / 1.7	2.4	2.2	1.7	2.2	2.0	347 / 7.0	6.5	5.6	B	WRNX-F
18	WHMP	T	9 / 1.1	1.0	1.2	1.7	1.0	1.2	182 / 3.7	2.6	3.5	B	WHMP

12+ FM Share (Metro): 77.99 % ( 535 of 686 ) ( Summer 96: 77.95 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKSS-F >>	1 WAQY-F <	1 WMAS-F <	1 WMAS-F	1 WMAS-F <	1 WPXX-F	1 WMAS-F <	1 WMAS-F	1 WPXX-F	1 WPXX-F	1 WPXX-F
2 WAAF-F	2 WMAS-F <	2 WAQY-F	2 WAQY-F <	2 WPXX-F	2 WMAS-F <	2 WPXX-F	2 WPXX-F	2 WMAS-F <	2 WKSS-F <	2 WAQY-F
	WTIC-F	3 WAAF-F <	3 WPXX-F	3 WPXX-F	3 WHYN	3 WHYN <	3 WHYN-F <	3 WAQY-F <	3 WMAS-F <	3 WHYN
	WMAS-F	4 WTIC-F	4 WHYN-F <	4 WHYN-F	4 WMAS <	4 WAQY-F <	4 WHYN-F	4 WHYN-F	4 WHYN	WHYN-F
		WKSS-F <	5 WTIC-F	5 WTIC-F >	5 WTIC-F	5 WHYN-F >	5 WHYN <	5 WTIC-F <	WAQY-F	WNNZ
		6 WPXX-F	6 WKSS-F	6 WDRG-F <	6 WDRG-F	6 WAQY-F <	6 WMAS <	6 WTIC-F	6 WNNZ <	6 WAAF-F
		7 WHYN-F	7 WAAF-F	7 WKSS-F		7 WNNZ <	7 WCCC-F <	7 WMAS <	7 WHYN <	7 WTIC-F <
						8 WRCH-F <	8 WTIC-F >	8 WKSS-F	8 WHYN-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 WKSS-F	1 WMAS-F	1 WPXX-F <	1 WMAS-F >	1 WMAS-F	1 WAAF-F >	1 WAAF-F	1 WAQY-F	1 WAQY-F >	1 WAQY-F
2 WMAS-F	2 WKSS-F	2 WMAS-F <	2 WPXX-F	2 WPXX-F	2 WAQY-F	2 WAQY-F	2 WAAF-F >	2 WAAF-F	2 WPXX-F
3 WTIC-F	3 WAAF-F <	3 WTIC-F	3 WHYN-F	3 WHYN-F >	3 WHMP-F	3 WCCC-F	3 WMRQ-F	3 WPXX-F <	3 WMAS-F <
4 WAAF-F >	4 WPXX-F	4 WHYN-F	4 WTIC-F <	4 WAQY-F	WCCC-F >	4 WHMP-F	WCCC-F	4 WCCC-F	4 WHYN-F <
	5 WAQY-F	5 WAQY-F	5 WAQY-F <	5 WTIC-F >	5 WKSS-F	5 WMRQ-F	5 WHYN-F	5 WMAS-F <	5 WORC-F
	WHYN-F >>	6 WKSS-F >>	6 WKSS-F >>	6 WKSS-F	6 WMRQ-F >	6 WTIC-F	WTIC-F	6 WHMP-F	6 WTIC-F <
							WMAS-F	WTIC-F <	7 WAAF-F
							WHMP-F		
							WPXX-F		

Other Rated Stations	Metro Share	Cume Rating
WARE	ST	1250 Ware 0.4 1.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBZ	N/T	1030 Boston 0.4 2.1
WFAN	SPRIS	660 New York 0.5 1.7
WHCN-F	AOR	105.9 Hartford 1.0 4.8
WPVG-F	C	93.9 Turners Falls 0.7 1.8
WQVR-F	C	100.1 Southbridge 0.4 0.8
WSRS-F	AC	96.1 Worcester 1.0 4.0
WTIC	FS	1080 Hartford 0.7 2.9
WVNE	REL	760 Leicester 0.4 0.9
WVYZ-F	C	92.5 Waterbury, CT 0.5 3.7
WZMX-F	CL HITS	93.7 Hartford 0.9 3.8

# SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue
Hicks, Muse (pend.) WHMP-FM, WHMP-AM, WPKX-FM	13.8 %	14.0 %	18.4 %
	13.8 %	14.0 %	18.4 %

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Market
WHMP	1400	1 kw	Talk	Westwd. Talknt. 1/1	\$14.00	D&R	Hicks, Muse (pend.) Northampton
WHYN	560	5 kw/1 kw (DA-2)	Talk	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	
WSPR	1270	5 kw/1 kw (DA-2)	Hispanic		\$ NA	Roslin	

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Market
WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga
WHMP	99.3	6 kw @ 325	Progressive AOR		\$30.00	D&R	Hicks, Muse (pend.) Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clr Chnl	Clear Channel
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild	Lappin
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	Hicks, Muse (pend.) Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	---	Amherst

Notes: Other ranked stations -- See Hartford or Boston ... 9/97 SFX sold these stations to the Hicks, Muse interests: WHMP for \$3,000,000; WHMP-F for \$8,000,000; WPKX-F for \$21,000,000

Jim Duncan

Comments: WPKX-F moved back into double figures after a string of declines ... WAQY-F dropped to its lowest share of the past several years ... WHYN fell to its lowest share in more than two years ... WNNZ is doing a nice job with steady three shares

# SYRACUSE

Arbitron Rank: 70 Pop (12+): 547,400	Stations: 30 / 20	Last Year's Revenue: \$23,000,000
MSA Rank: 73	Diaries: 1,811/302:1/54.8%	Household Income: \$42,014
MSA Pop: 748,000	Sample Target: 1,740	Retail Dollars: \$6 3 Bl.
DMA: 69	% Below Line: 7.3	#1 Biller: WYYY-F \$4,500,000
Average Persons Rating: 15.7	% Not Listed: 14.5	#1 Billing Portfolio: Cox \$11,150,000
Market TSL in Hours: 20.75	Pop per Station: 27,370	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WBBS-F	83 / 9.7	11.6	10.8	9.1	9.6	10.3	1082 / 19.4	18.3	17.6	D	WBBS-F
2	WNTQ-F	75 / 8.7	8.0	9.2	10.2	9.2	9.0	1388 / 25.4	27.0	29.0	E	WNTQ-F
3	WSYR	65 / 7.8	8.4	9.1	9.5	8.9	8.6	979 / 17.9	19.5	19.7	E	WSYR
4	WAQX-F	61 / 7.1	5.8	5.2	6.6	6.5	6.2	1212 / 22.1	18.9	20.0	E	WAQX-F
5	WYYY-F	57 / 6.6	6.6	6.9	7.1	6.8	6.8	1000 / 18.3	18.1	21.7	F	WYYY-F
	WWHT-F	57 / 6.6	5.2	4.8	3.4	2.5	5.0	1056 / 19.3	16.7	8.4	A	WWHT-F
7	WSEN-F	55 / 8.4	6.2	6.7	7.3	7.8	6.7	905 / 16.5	18.1	18.2	C	WSEN-F
8	WKRL-FF	45 / 5.2	3.9	4.2	3.6	4.8	4.2	773 / 14.1	12.4	13.4	B	WKRL-FF
9	WTKW-FF	43 / 5.0	5.1	4.4	4.4	5.1	4.7	713 / 13.0	11.1	11.9	C	WTKW-FF
10	WLTJ-F	30 / 3.5	3.9	4.6	4.2	1.3	4.0	523 / 9.5	9.9	2.8		WLTJ-F
11	WFBL	22 / 2.8	3.3	2.9	3.4	4.4	3.0	306 / 5.6	12.4	9.0	A	WFBL
	WRDS-F	22 / 2.8	4.3	3.3	3.0	4.3	3.3	246 / 4.5	6.4	5.2	A	WRDS-F
13	WTLA-AA	21 / 2.4	1.9	2.0	2.0	1.5	2.1	315 / 5.8	4.8	3.7	A	WTLA-AA
14	WFRG-F	19 / 2.2	1.9	2.0	1.5	1.5	1.9	249 / 4.8	4.2	4.5		WFRG-F
15	WHEN	14 / 1.6	1.2	1.5	2.7	1.8	1.8	381 / 7.0	6.1	5.6	A	WHEN
16	WOUR-F	12 / 1.4	0.4	0.9	1.0	0.7	1.0	201 / 3.7	3.5	3.8		WOUR-F
17	WNSS	10 / 1.2	1.6	1.0	1.9	1.6	1.4	267 / 4.9	6.3	6.5		WNSS

12+ FM Share (Metro) 81.61 % ( 599 of 734 ) ( Summer 96: 77.44 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WWHT-F >>	1 WAQX-F <	1 WNTQ-F <	1 WNTQ-F	1 WBBS-F <	1 WSYR	1 WSYR <	1 WBBS-F	1 WBBS-F	1 WWHT-F >	1 WBBS-F <
2 WKRL-FF	2 WNTQ-F	2 WAQX-F	2 WBBS-F	2 WNTQ-F	2 WBBS-F	2 WBBS-F	2 WNTQ-F <	2 WNTQ-F	2 WKRL-FF <	2 WSYR >
3 WNTQ-F >>	3 WBBS-F <	3 WBBS-F <	WAQX-F <	3 WYYY-F <	3 WSEN-F	WAQX-F <	3 WYYY-F <	3 WWHT-F	3 WNTQ-F <	
	4 WWHT-F <	4 WYYY-F	4 WYYY-F <	4 WAQX-F <	4 WYYY-F	4 WNTQ-F	4 WSYR	4 WYYY-F <	4 WBBS-F <	
	5 WKRL-FF	5 WTKW-FF	5 WTKW-FF	5 WSEN-F <	5 WNTQ-F	5 WYYY-F	5 WSEN-F <	5 WSYR <	5 WAQX-F <	
	6 WYYY-F	6 WWHT-F <	6 WSEN-F >	6 WTKW-FF >	6 WLTJ-F <	6 WSEN-F	6 WAQX-F <	6 WAQX-F <	6 WSEN-F	
	7 WTKW-FF	7 WKRL-FF <		7 WSYR	7 WTKW-FF <	7 WTKW-FF	7 WWHT-F <	7 WSEN-F	7 WSYR	
	8 WSEN-F >				8 WFBL	8 WWHT-F	8 WTKW-FF <	WKRL-FF	8 WTKW-FF <	
							9 WKRL-FF	9 WTKW-FF	9 WYYY-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 WWHT-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 >	1 WAQX-F
2 WNTQ-F >	2 WBBS-F	2 WBBS-F >	2 WYYY-F <	2 WYYY-F <	2 WKRL-FF >>	2 WKRL-FF >	2 WNTQ-F	2 WTKW-FF <	2 WBBS-F <
3 WBBS-F	3 WWHT-F	3 WYYY-F >	3 WBBS-F	3 WBBS-F >	3 WWHT-F	3 WNTQ-F	3 WTKW-FF	3 WKRL-FF	3 WTKW-FF
	4 WYYY-F >>	4 WTKW-FF	4 WWHT-F >	4 WSEN-F	4 WOUR-F	4 WTKW-FF	4 WBBS-F	4 WNTQ-F	4 WSEN-F <
	5 WTKW-FF	5 WAQX-F	5 WSEN-F	5 WTKW-FF	5 WRDS-F >	WWHT-F <	WKRL-FF >	5 WBBS-F <	5 WNTQ-F
	6 WKRL-FF	WWHT-F >	WTKW-FF	6 WAQX-F <	6 WBBS-F	6 WHEN	6 WSEN-F	6 WSEN-F	6 WYYY-F
	7 WAQX-F		7 WAQX-F	7 WLTJ-F		WWHT-F >	7 WYYY-F <	7 WYYY-F <	7 WSYR
				WSYR			8 WSEN-F	8 WKRL-FF	8 WKRL-FF
							9 WWHT-F		

Other Rated Stations	Metro Share	Cume Rating
WOLF	T 1490 Syracuse	0.3 1.4
WSCP-F	C 1017 Pulaski	0.9 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBEE-F	C 92.5 Rochester	0.3 1.0
WHCD-F	J 106.9 Auburn	0.5 2.0
WKLL-F	AOR 94.9 Frankfort	0.5 1.5
WLZW-F	AC 98.7 Utica	0.3 2.3
WNVE-F	AOR-NR 95.1 S. Bristol	0.7 4.5
WODZ-F	O 96.1 Rome	0.3 1.4
WRCK-F	AOR/CL 107.3 Utica	0.3 1.0
WSKS-F	CHR 102.5 Rome	0.7 2.7



# SYRACUSE

Consolidation Report	12+	25-54	Revenue
<b>Cox</b> WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM	32.1 %	30.5 %	48.5 %
<b>Pilot</b> WAQX-FM, WLTJ-FM, WNSS-AM, WNTQ-FM	20.5 %	24.0 %	32.6 %
<b>Radio Corp.</b> WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM	12.7 %	12.2 %	8.3 %
	<b>65.3 %</b>	<b>66.7 %</b>	<b>89.4 %</b>

## AM Stations

Station	Freq	Power	Format	Ad	Agency	Advertiser	Market
WFBL	1050	2.5 kw/19 w (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC 1-on-1, Westwd	\$22.00	Eastman	Cox
WNSS	1260	5 kw (DA-N)	News	CBS, AP	\$16.00	D&R	Pilot
WSGO	1440	1 kw/0.042 kw	See WTLA				Oswego
WSYR	570	5 kw (DA-2)	Full Service	Westwd, AP	\$66.00	Katz	Cox
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	N. Syracuse

## FM Stations

Station	Freq	Power	Format	Ad	Agency	Advertiser	Market
WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	Banner	Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	Katz	Fullton
WKRH	106.5	5 kw @ 328	See WKRL-F				Minetto
WKRL	100.9	6 kw @ 165	AOR	ABC	\$25.00	Allied	N. Syracuse
WLTJ	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	D&R	Pilot
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	Banner	Pilot
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Allied	Phoenix
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Baldwinsville
WTKV	105.5	1.8 kw @ 417	See WTKW-F				Oswego
WTKW	99.5	6 kw @ 328	Classic AOR	ABC, AP	\$30.00	Allied	Radio Corp.
WWHT	107.9	50 kw @ 500	CHR	ABC	\$<20.00	Eastman	Cox
WYYY	94.5	100 kw @ 650	AC		\$93.00	Katz	Cox

Notes: Other ranked stations -- See Utica-Rome in the Spring 1997 American Radio . . . 8/97 WPCX-F (106.9: Auburn) changed from Country to Jazz as WHCD-F

Jim Duncan

Comments: WSYR has its lowest share in many years . . . WKRL-F rises above a five share for the first time . . . WWHT-F has its fourth consecutive gain and is at its highest level ever

# TAMPA-ST. PETERSBURG

Arbitron Rank: 21	Pop (12+): 1,906,400	Stations: 29 / 28	Last Year's Revenue: \$91,000,000
MSA Rank: 23		Diaries: 3,291/579:1/50.3%	Household Income: \$34,064
MSA Pop: 2,220,000		Sample Target: 3,080	Retail Dollars: \$24.0 Bil.
DMA: 15		% Below Line: 0.5	#1 Biller: WQYK-AF \$12,100,000
Average Persons Rating: 16.4		% Not Listed: 11.4	#1 Billing Portfolio: Jacor \$30,850,000
Market TSL in Hours: 22.00		Pop per Station: 68,086	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WFLZ-F	CHR	324 / 10.4	95	95	79	82	9.3	4670 / 24.5	230	235	H WFLZ-F
2	WDUV-F	EZ/ST	272 / 8.7	67	81	66	65	7.5	2716 / 14.2	117	109	D WDUV-F
3	WQYK-F	C	225 / 7.2	68	82	79	77	7.5	2977 / 15.8	149	165	I WQYK-F
4	WFLA	T	221 / 7.1	64	58	69	69	6.5	2332 / 12.2	131	125	G WFLA
5	WXTB-F	AOR	153 / 4.9	53	48	52	55	5.0	2270 / 11.9	114	125	H WXTB-F
6	WRBQ-F	C	152 / 4.9	48	50	53	52	5.0	2202 / 11.6	114	142	G WRBQ-F
7	WWRM-F	SAC	145 / 4.8	61	56	56	60	5.5	2411 / 12.8	151	141	G WWRM-F
8	WYUU-F	O	141 / 4.5	44	36	48	42	4.3	2190 / 11.5	116	120	F WYUU-F
9	WMTX-F	AC-NR	140 / 4.5	33	37	40	44	3.9	2475 / 13.0	112	143	H WMTX-F
10	WSJT-F	J	127 / 4.1	35	33	40	45	3.7	1857 / 9.7	89	94	E WSJT-F
11	WCOF-F	CL HITS	119 / 3.8	44	40	44	40	4.2	1939 / 10.2	109	108	E WCOF-F
12	WAKS-F	AC/CHR	113 / 3.8	44	42	45	42	4.2	1833 / 9.8	107	116	G WAKS-F
13	WGUL-AF	ST	109 / 3.5	38	50	47	47	4.3	1084 / 5.7	60	72	C WGUL-AF
14	WHPT-F	AOR-P	93 / 3.0	39	36	28	38	3.3	1798 / 9.4	104	108	H WHPT-F
15	WTBT-F	CL AOR	89 / 2.9	29	22	1.8	20	2.4	1301 / 6.8	5.9	4.9	C WTBT-F
16	WRBQ	B	51 / 1.8	14	1.8	20	13	1.7	768 / 4.0	37	36	B WRBQ
17	WTMP	B	43 / 1.4	15	15	15	10	1.5	737 / 3.9	39	26	B WTMP
18	WLVU-F	ST	39 / 1.2	17	21	20	16	1.8	701 / 3.7	34	30	B WLVU-F
19	WSUN	ST	38 / 1.2	08	11	14	13	1.1	897 / 3.7	2.5	4.5	C WSUN
20	WZTM	SPRTS	33 / 1.1	08	09	15	0.5	1.1	698 / 3.7	29	24	B WZTM

12+ FM Share (Metro): 80.42 % ( 2226 of 2768 ) ( Summer 96: 79.55 % )

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 WFLZ-F	1 WDUV-F	1 WFLZ-F >	1 WDUV-F <	1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F
2 WXTB-F <	2 WXTB-F <	2 WXTB-F <	2 WQYK-F <	2 WQYK-F	2 WFLA	2 WDUV-F <	2 WFLZ-F <	2 WDUV-F	2 WFLA	2 WDUV-F <
3 WMTX-F >	3 WMTX-F	3 WMTX-F	3 WMTX-F <	3 WYUU-F <	3 WQYK-F >	3 WFLA <	3 WFLA	3 WQYK-F	3 WXTB-F	3 WQYK-F <
4 WRBQ-F	4 WCOF-F <	4 WCOF-F <	4 WMTX-F <	4 WMTX-F <	4 WYUU-F	4 WQYK-F >	4 WQYK-F	4 WFLA <	4 WDUV-F <	4 WFLA <
5 WCOF-F <	5 WRBQ-F	5 WAKS-F	5 WAKS-F	5 WRBQ-F	5 WGUL-AF	5 WXTB-F	5 WWRM-F	5 WMTX-F <	5 WQYK-F	5 WRBQ-F <
6 WAKS-F <	6 WQYK-F	6 WRBQ-F	6 WCOF-F <	6 WSJT-F <	6 WSJT-F <	6 WRBQ-F <	6 WRBQ-F	6 WRBQ-F	6 WRBQ-F	6 WXTB-F <
7 WHPT-F <	7 WAKS-F <	7 WXTB-F <	7 WAKS-F <	7 WAKS-F <	7 WWRM-F	7 WYUU-F	7 WMTX-F <	7 WWRM-F	7 WMTX-F <	7 WMTX-F <
8 WQYK-F <	8 WHPT-F <	8 WSJT-F <	8 WSJT-F <	8 WFLZ-F	8 WWRM-F <	8 WYUU-F	8 WXTB-F <	8 WXTB-F <	8 WYUU-F	8 WXTB-F <
		9 WYUU-F	9 WXTB-F <				9 WSJT-F	9 WSJT-F		
			WHPT-F <				WCOF-F <	WCOF-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 WFLZ-F >	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F <	1 WXTB-F	1 WFLZ-F <	1 WFLZ-F <
2 WMTX-F >	2 WMTX-F	2 WMTX-F <	2 WMTX-F <	2 WWRM-F	2 WXTB-F >>	2 WXTB-F >	2 WFLZ-F	2 WXTB-F >	2 WXTB-F
3 WXTB-F	3 WRBQ-F	3 WRBQ-F	3 WWRM-F <	3 WQYK-F	3 WMTX-F	3 WMTX-F >	3 WMTX-F >	3 WTBT-F >	3 WTBT-F <
4 WRBQ-F	4 WWRM-F <	4 WAKS-F	4 WQYK-F <	4 WYUU-F <	4 WCOF-F	4 WCOF-F	4 WAKS-F <	4 WMTX-F <	4 WFLA <
	5 WWRM-F >	5 WAKS-F	5 WWRM-F	5 WRBQ-F <	5 WTBT-F	WRBQ-F <	5 WRBQ-F	5 WCOF-F <	5 WQYK-F
6 WHPT-F	6 WCOF-F <	6 WCOF-F <	6 WAKS-F <	6 WRBQ-F <		6 WHPT-F	6 WHPT-F <	6 WHPT-F <	6 WHPT-F
7 WRXB	7 WHPT-F <	7 WQYK-F <	7 WCOF-F <	7 WMTX-F <		7 WQYK-F	7 WQYK-F <	7 WRBQ-F <	7 WRBQ-F <
8 WRBQ	8 WQYK-F	8 WHPT-F >	8 WYUU-F <	8 WSJT-F <		8 WAKS-F <	8 WCOF-F	8 WQYK-F	8 WYUU-F
				9 WCOF-F >					9 WMTX-F <

Other Rated Stations	Metro Share	Cume Rating		
WBDN	SP	760 Brandon	0.7	1.2
WDAE	SPRTS	1250 Tampa	0.3	1.4
WHNZ	N/T	570 Pinellas Park	0.8	3.8
WILV-F	SAC	101.5 St. Petersburg	0.8	2.9
WMTX	SPRTS	1040 Pinellas Park	0.3	1.0
WQYK	T	1010 Seffner	0.7	2.9
WRXB	B	1590 St. Pete Beach	0.4	1.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WPCV-F	C	97.5 Lakeland	0.5	2.1

# TAMPA-ST. PETERSBURG

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	20.8 %	27.6 %	32.0 %
WMTX-FM, WSJT-FM, WRBQ-AM, WZTM-AM, WRBQ-FM, WLIV-FM, WHPT-FM, WHNZ-AM			
<b>Cox</b>	9.6 %	11.5 %	11.2 %
WCOF-FM, WSUN-AM, WWRM-FM			
<b>Entercom, semi-duop</b>	4.5 %	6.3 %	4.9 %
WYUU-FM, WISP-FM			
<b>Jacor</b>	37.9 %	33.0 %	33.9 %
WFLZ-FM, WAKS-FM, WFLA-AM, WDUV-FM, WDAE-AM, WTBT-FM, WXTB-FM			
	<b>72.9 %</b>	<b>78.4 %</b>	<b>82.0 %</b>

## AM Stations

Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format
WFLA	970	5 kw (DA-2)	Talk	ABC	\$109.00		Eastman	Jacor							
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI	\$47.00		Allied					Dunedin			
WHNZ	570	5 kw (DA-2)	News	CBS, AP	\$25.00		Katz	Clear Channel				Pinellas Park			
WQYK	1010	50 kw/5 kw (DA-2)	Talk	Westwd, CNN	\$ NA		Katz	Westinghouse				Sefner			
WRBQ	1380	5 kw (DA-N)	Black	ABC	\$30.00		Clr Chnl	Clear Channel							
WSUN	620	10 kw (DA-N)	Standards		\$43.00		Christal	Cox							
WTMP	1150	5 kw/2.5 kw (DA-2)	Black	AURN, Westwd	\$29.00		Roslin								
WZTM	820	50 kw/1 kw (DA-2)	Sports	CBS, Westwd	\$ NA		Katz	Clear Channel				Largo			

## FM Stations

Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format
WAKS	100.7	100 kw @ 1358	AC/CHR		\$115.00		Eastman	Jacor							
WCOF	107.3	100 kw @ 620	Classic Hits		\$75.00		Christal	Cox							
WDUV	103.3	100 kw @ 1358	EZ List/Standards	Westwd	\$70.00		Eastman	Jacor				Bradenton			
WFLZ	93.3	100 kw @ 1358	CHR	ABC	\$165.00		Eastman	Jacor							
WGUL	96.1	4.1 kw @ 394	See WGUL									Dade City			
WHPT	102.5	100 kw @ 1663	Prog AOR		\$140.00		Banner	Clear Channel				Sarasota			
WLVU	106.3	3.3 kw @ 300	Standards	Westwd	\$30.00		---					Holiday			
WMTX	95.7	100 kw @ 606	Modern AC		\$195.00		Allied	Clear Channel							
WQYK	99.5	100 kw @ 550	Country		\$215.00		Katz	Westinghouse							
WRBQ	104.7	100 kw @ 555	Country	ABC	\$118.00		Clr Chnl	Clear Channel							
WSJT	94.1	100 kw @ 1493	Jazz		\$79.00		Katz	Clear Channel				Lakeland			
WTBT	105.5	46 kw @ 1345	Classic AOR	ABC	\$50.00		Eastman	Jacor				New Port Richey			
WWRM	94.9	100 kw @ 1290	Soft AC		\$110.00		Christal	Cox							
WXTB	97.9	100 kw @ 1345	AOR	ABC	\$148.00		Eastman	Jacor							
WYUU	92.5	50 kw @ 488	Oldies		\$85.00		D&R	Entercom				Safety Harbor			

Notes: 10/97 WMTX (AM) sold by Clear Channel to Genesis for \$1,500,000; changed from Sports to Christian Talk as WWBA (after the Summer survey)

Jim Duncan

Comments: WFLZ-F goes into double figures to lead the market . . . WQYK-F has its best share in more than two years; the same is true of WFLA . . . Listening levels are down slightly . . . WMTX-F's new Modern AC format helped the station recover slightly from a string of weak books

# TOLEDO

Arbitron Rank: 75 Pop (12+): 503,300	Stations: 27 / 20	Last Year's Revenue: \$21,100,000
MSA Rank: 86	Diaries: 1,943/259-1/52.1%	Household Income: \$40,355
MSA Pop: 614,000	Sample Target: 1,910	Retail Dollars: \$6.6 Bil.
DMA: 65	% Below Line: 7.3	#1 Biller: WKKO-AF \$4,700,000
Average Persons Rating: 16.1	% Not Listed: 13.9	#1 Billing Portfolio: Jacor \$10,180,000
Market TSL In Hours: 21.50	Pop per Station: 25,165	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1 WKKO-F	C	113 / 13.9	13.7	15.8	13.9	13.1	14.3	1143 / 22.7	23.9	24.7	F	WKKO-F
2 WVKF-F	CHR	72 / 8.9	9.1	9.5	9.2	11.1	9.2	1311 / 28.0	25.7	26.2	E	WVKF-F
3 WWWW-F	AC	65 / 8.0	6.3	6.4	6.3	4.8	6.8	868 / 17.2	15.7	13.9	D	WWW-F
4 WIOT-F	AOR	83 / 7.8	7.2	5.4	7.5	8.0	7.0	935 / 18.6	18.2	21.6	D	WIOT-F
5 WRVF-F	AC	60 / 7.4	6.3	7.8	8.6	7.5	7.5	909 / 18.1	16.4	17.6	D	WRVF-F
6 WSPD	FS	49 / 6.0	6.2	6.4	7.2	6.2	6.5	774 / 15.4	13.8	13.4	C	WSPD
7 WRQN-F	O	47 / 5.8	5.4	5.1	4.6	5.8	5.2	740 / 14.7	14.3	16.0	C	WRQN-F
8 WBUZ-F	AOR	29 / 3.8	3.8	3.9	4.6	5.3	4.0	894 / 13.8	13.3	15.7	B	WBUZ-F
9 WJZE-F	CL AOR	26 / 3.2	3.3	3.6	3.5	0.9	3.4	490 / 9.7	9.2	3.4	A	WJZE-F
10 WJR	FS	22 / 2.7	2.7	3.0	2.4	3.3	2.7	470 / 9.3	8.7	9.8		WJR
11 WCWA	ST	21 / 2.8	3.2	2.6	2.6	3.0	2.7	355 / 7.1	7.5	6.7	A	WCWA
12 WIMX-F	B/AC	16 / 2.0	2.6	3.0	3.6	4.1	2.8	288 / 5.7	5.9	7.6	B	WIMX-F
WJUC-F	B	18 / 2.0	3.1	0.4				235 / 4.7	4.9			WJUC-F
14 WLQR	B/O	13 / 1.6	1.7	1.2	1.2	1.2	1.4	208 / 4.1	2.9	5.0	A	WLQR
15 WVKR-F	AOR-NR	10 / 1.2	1.3	1.5	1.0	1.7	1.3	378 / 7.5	7.4	7.1	B	WVKR-F
WTWR-F	CHR	10 / 1.2	1.5	1.2	0.8	1.2	1.2	375 / 7.5	6.9	6.4		WTWR-F

12+ FM Share (Metro): 81.26 % ( 568 of 699 ) ( Summer 96: 78.63 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WVKF-F >>	1 WIOT-F	1 WKKO-F <	1 WKKO-F	1 WKKO-F	1 WKKO-F >	1 WKKO-F >	1 WKKO-F >	1 WKKO-F >	1 WVKF-F	1 WKKO-F <
2 WKKO-F >	2 WVKF-F	2 WIOT-F <	2 WWWW-F	2 WWWW-F	2 WRVF-F <	2 WVKF-F	2 WRVF-F <	2 WVKF-F <	2 WKKO-F	2 WVKF-F >
	3 WWWW-F <	3 WWWW-F <	3 WIOT-F	3 WIOT-F	3 WSPD <	3 WSPD	3 WWWW-F	3 WWWW-F <	3 WIOT-F	
	4 WKKO-F	4 WVKF-F	4 WVKF-F	4 WVKF-F <	4 WRQN-F	4 WIOT-F <	4 WIOT-F	4 WIOT-F	4 WIOT-F	WWW-F <
	5 WBUZ-F	5 WRVF-F	5 WRVF-F	5 WRVF-F <	5 WWWW-F >	5 WWWW-F	5 WSPD <	5 WRVF-F	5 WRVF-F >	
	6 WRVF-F	6 WRQN-F	6 WRQN-F	6 WRQN-F >	6 WVKF-F	6 WRVF-F <	6 WVKF-F <	6 WRQN-F	6 WBUZ-F <	
	7 WJZE-F >	7 WBUZ-F <	7 WJZE-F	7 WJZE-F <	7 WCWA <	7 WRQN-F <	7 WRQN-F >>	7 WSPD	7 WSPD	
		8 WJZE-F		8 WSPD	8 WJR	8 WBUZ-F >		8 WJZE-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 WVKF-F >	1 WVKF-F	1 WWWW-F	1 WKKO-F <	1 WKKO-F	1 WIOT-F >	1 WIOT-F >	1 WIOT-F >	1 WIOT-F >	1 WKKO-F
2 WWWW-F	2 WWWW-F	2 WVKF-F	2 WWWW-F	2 WWWW-F <	2 WBUZ-F	2 WBUZ-F	2 WBUZ-F	2 WKKO-F	2 WIOT-F >
	WRVF-F	3 WKKO-F <	3 WKKO-F	3 WRVF-F <	3 WVKF-F >	3 WVKF-F <	3 WKKO-F	3 WVKF-F <	3 WRQN-F
4 WKKO-F	4 WRVF-F	WRVF-F	4 WVKF-F >>	4 WVKF-F >	4 WJZE-F	4 WJZE-F	WJZE-F	4 WJZE-F	4 WVKF-F
	WIOT-F >>	5 WIOT-F >>	5 WIOT-F	5 WRQN-F	5 WRQN-F >	5 WKKO-F	5 WVKF-F	WBUZ-F <	WWW-F
			6 WRQN-F >	6 WIOT-F		6 WWWW-F >	6 WSPD	6 WRQN-F	6 WJZE-F
							WWW-F >	WWW-F >	7 WSPD <
									8 WBUZ-F >

Other Rated Stations	Metro Share	Cume Rating
WFOB T 1430 Fostoria	0.4	1.2
WHMQ-F C 107.7 N. Baltimore	0.7	1.9
WMTR-F CL AOR 96.1 Archbold	0.7	2.1
WTOD C 1560 Toledo	1.0	2.5
WVOI B/G 1520 Toledo	0.9	1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CIMX-F AOR-NR 93.9 Windsor, ON	0.9	5.0
CKWW ST 580 Windsor, ON	1.0	2.5
WJLB-F B 97.9 Detroit	0.9	3.5
WKXA-F AC/CHR 100.5 Findlay, OH	0.5	1.2
WQTE-F C 95.3 Adrian, MI	0.4	1.7
WRIF-F AOR 101.1 Detroit	1.0	3.4

# TOLEDO

Consolidation Report	12+	25-54	Revenue
<b>Cumulus</b>	31.5 %	36.1 %	43.3 %
WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WWWM-FM, WXKR-FM			
<b>Jacor</b>	32.7 %	30.2 %	48.2 %
WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKF-FM			
	64.2 %	66.3 %	91.5 %

## AM Stations

WCWA	1230	1 kw	Standards	Westwd. CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Black Oldies	ABC	\$<20.00	D&R	Cumulus
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild	Jacor

## FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied		Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz		Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$61.00	Eastman	Jacor	
WJUC	107.3	3 kw @ 328	Black		\$ NA	---		Swanton
WJZE	97.3	1.6 kw @ 407	Classic AOR		\$ NA	Allied		Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC	\$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$54.00	Mc-Guild	Jacor	
WVKF	92.5	50 kw @ 480	CHR		\$67.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC		\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	New Rock	ABC	\$29.00	Banner	Cumulus	Port Clinton

Notes: WJR -- See Detroit . . . 8/97 WXKR-F changed from Progressive AOR to New Rock . . . 10/97 WIMX-F sold by Cumulus for \$1,500,000

# TUCSON

Arbitron Rank: 60 Pop (12+): 652,900  
 MSA Rank: 71  
 MSA Pop: 785,000  
 DMA: 80  
 Average Persons Rating: 16.2  
 Market TSL in Hours: 21.50

Stations: 29 / 23  
 Diaries: 1,230/531:1/54.0%  
 Sample Target: 1,190  
 % Below Line: 3.9  
 % Not Listed: 11.4  
 Pop per Station: 28,387

Last Year's Revenue: \$27,300,000  
 Household Income: \$31.323  
 Retail Dollars: \$7.3 Bil.  
 #1 Biller: KIIM-F \$5,100,000  
 #1 Billing Portfolio: Hicks. Muse (pend ) \$7,100,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	KIIM-F	127 / 12.0	13.5	11.4	14.4	13.1	12.8	1529 / 23.4	25.5	24.7	G KIIM-F
2	KRQQ-F	100 / 9.4	9.5	7.6	8.5	9.5	8.8	1723 / 26.4	26.2	24.2	D KRQQ-F
3	KMXZ-F	93 / 8.8	9.3	9.0	9.4	8.7	9.1	1374 / 21.0	21.3	20.2	F KMXZ-F
4	KLPX-F	73 / 6.9	6.9	6.3	7.5	6.6	6.9	1037 / 15.9	16.8	17.6	D KLPX-F
5	KNST	61 / 5.8	6.1	5.7	7.8	6.2	6.3	823 / 12.6	11.7	13.2	D KNST
6	KHYT-F	55 / 5.2	4.1	5.7	4.6	6.3	4.9	940 / 14.4	14.1	14.6	C KHYT-F
7	KWFM-F	52 / 4.9	5.7	4.9	4.7	4.5	5.1	981 / 15.0	15.1	14.2	D KWFM-F
8	KCEE	45 / 4.2	2.8	5.8	3.0	3.7	4.0	544 / 8.3	7.2	8.1	A KCEE
9	KFMA-F	42 / 4.0	5.6	4.3	3.5	3.6	4.3	737 / 11.3	11.9	9.1	A KFMA-F
10	KOHT-F	40 / 3.8	3.7	6.0	5.1	5.5	4.6	698 / 10.7	10.4	10.7	C KOHT-F
11	KSJM-F	39 / 3.7	2.3	1.7	1.2	0.8	2.2	706 / 10.8	7.5	2.5	A KSJM-F
12	KKHG-F	38 / 3.6	3.7	4.6	4.5	3.7	4.1	815 / 12.5	11.1	12.7	C KKHG-F
13	KZLZ-F	24 / 2.3	2.5	1.7	0.8	2.0	1.8	247 / 3.8	4.3	3.7	C KZLZ-F
14	KXEW	20 / 1.9	1.1	1.1	1.0	1.1	1.3	298 / 4.6	3.3	3.5	* KXEW
	KCUB	20 / 1.9	1.0	0.8	1.7	0.9	1.4	298 / 4.6	3.1	3.3	A KCUB
16	KQTL	17 / 1.6	0.4	0.5	0.8		0.8	152 / 2.3	1.8		KQTL
	KGVY	17 / 1.6	1.6	1.7	2.0	1.9	1.7	223 / 3.4	2.4	2.3	A KGVY
18	KTZR	11 / 1.0	2.1	2.5	1.9	2.6	1.9	204 / 3.1	4.6	3.4	A KTZR
	KTUC	11 / 1.0	0.9	1.4	1.4	1.4	1.2	287 / 4.4	3.8	4.8	KTUC
	KFFN	11 / 1.0	0.6	0.7	0.6	0.5	0.7	199 / 3.0	2.0	1.1	KFFN

12+ FM Share (Metro): 75.05 % ( 704 of 938 ) ( Summer 96. 76.70 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KRQQ-F >	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 KRQQ-F >	1 KIIM-F <
2 KSJM-F >	2 KLPX-F	2 KRQQ-F <	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F <	2 KMXZ-F	2 KRQQ-F	2 KIIM-F <	2 KRQQ-F >
3 KOHT-F	3 KIIM-F	3 KMXZ-F <	3 KLPX-F	3 KLPX-F	3 KNST	3 KRQQ-F >	3 KNST <	3 KMXZ-F	3 KLPX-F >	3 KHYT-F
	4 KMXZ-F	4 KLPX-F >	4 KRQQ-F	4 KRQQ-F	4 KCEE <	4 KLPX-F	4 KRQQ-F	4 KLPX-F	4 KSJM-F <	4 KLPX-F <
	5 KFMA-F	5 KHYT-F >	5 KHYT-F >	5 KHYT-F	5 KWFM-F	5 KNST <	5 KLPX-F	5 KNST <	5 KMXZ-F <	5 KMXZ-F
	6 KHYT-F	6 KFMA-F	6 KKHG-F <	6 KWFM-F	6 KHYT-F	6 KHYT-F <	6 KWFM-F	6 KHYT-F	6 KOHT-F <	6 KOHT-F <
	7 KSJM-F	7 KKHG-F	7 KNST <	7 KKHG-F	7 KRQQ-F	7 KWFM-F	7 KHYT-F	7 KFMA-F <	7 KFMA-F <	7 KFMA-F <
			8 KWFM-F	8 KNST		8 KKHG-F	8 KFMA-F <	8 KSJM-F <	8 KHYT-F	
							9 KCEE	9 KCEE <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KRQQ-F >>	1 KRQQ-F	1 KRQQ-F	1 KIIM-F <	1 KMXZ-F <	1 KRQQ-F	1 KLPX-F >	1 KLPX-F >>	1 KLPX-F	1 KLPX-F
2 KIIM-F	2 KIIM-F	KIIM-F	2 KMXZ-F	2 KIIM-F >	2 KFMA-F	2 KRQQ-F	2 KIIM-F	2 KIIM-F	2 KIIM-F >
3 KFMA-F	3 KMXZ-F >	KMXZ-F >	3 KRQQ-F >	3 KRQQ-F >	3 KLPX-F	3 KIIM-F	3 KRQQ-F >	3 KRQQ-F	3 KHYT-F <
4 KMXZ-F	4 KHYT-F	4 KHYT-F <	4 KHYT-F <	4 KHYT-F	4 KSJM-F >	4 KFMA-F	4 KKHG-F	4 KHYT-F	4 KRQQ-F
KSJM-F	5 KLPX-F	5 KLPX-F	5 KLPX-F	5 KLPX-F	5 KIIM-F	5 KOHT-F	5 KMXZ-F	5 KMXZ-F <	5 KMXZ-F
	6 KFMA-F	6 KFMA-F	6 KWFM-F <	6 KWFM-F >	6 KOHT-F	6 KKHG-F	6 KNST	6 KKHG-F <	6 KNST <
			7 KFMA-F <			7 KSJM-F		7 KNST	7 KKHG-F
			8 KSJM-F					8 KFMA-F	8 KWFM-F >

Other Rated Stations	Metro Share	Cume Rating
KQTL	REL 1030	Cortaro 0.4 1.4
KGMS-F	REL 97.1	Green Valley 0.8 3.2
KSAZ	ST 580	Marana 0.7 2.0
KTKT	N 990	Tucson 0.6 2.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KHOT-F	AOR-NR 100.3	Globe 0.4 1.4
KNIX-F	C 102.5	Phoenix 0.4 1.2
KOY	ST 550	Phoenix 0.4 1.3
KYOT-F	J 95.5	Phoenix 0.5 2.8

# TUCSON

Consolidation Report	12+	25-54	Revenue
Hicks, Muse, pend. KCEE-AM, KNST-AM, KRQQ-FM, KWFm-FM	24.3 %	19.8 %	26.0 %
Journal Co. KFFN-AM, KKHG-FM, KMXZ-FM	13.4 %	17.8 %	22.7 %
Local KCUB-AM, KHYT-FM, KIIM-FM	19.1 %	21.5 %	25.6 %
Lotus KFMA-FM, KLPX-FM, KTKT-AM	11.5 %	12.9 %	11.0 %
	68.3 %	72.0 %	85.3 %

## AM Stations

Station	Power	Time	Day	Genre	Comments	Revenue	Advertiser	Agency
KCEE	940	1 kw	250 w (DA-2)	Standards	Westwd	\$20.00	D&R	SFX
KCUB	1290	1 kw		Country	CNN	\$22.00	Katz	KIIM-F/KHYT-F
KFFN	1490	1 kw		Sports	1-on-1, ABC, SBUSA	\$ NA	Eastman	Journal Co
KGvy	1080	1 kw	(Days)	Standards	AP	\$20.00	---	Green Valley
KNST	790	5 kw	500 w (DA-1)	News/Talk	ABC, Westwd	\$46.00	Banner	Hicks, Muse, pend
KOTL	1210	10 kw	1 kw (DA-2)	Hispanic		\$ NA	Caballero	Sahuarita
KTUC	1400	0.757 kw		Talk	CBS, Westwd, Talknl	\$<20.00	---	
KTZR	1450	1 kw		Hispanic		\$<20.00	Lotus	KXEw/KOHT-F
KXEw	1600	1 kw	(DA-N)	Hispanic	CRC	\$<20.00	Lotus	KTZR/KOHT-F

## FM Stations

Station	Power	Time	Day	Genre	Comments	Revenue	Advertiser	Agency
KFMA	92.1	50 kw	@ 492	AOR-New Rock		\$23.00	Christal	Lotus
KHYT	107.5	15 kw	@ 3527	Classic Hits		\$44.00	Katz	KCUB/KIIM-F
KIIM	99.5	93 kw	@ 2036	Country		\$105.00	Katz	KCUB/KHYT-F
KKHG	104.1	3 kw	@ 102	AOR/Classic		\$45.00	Eastman	Journal Co
KLPX	96.1	100 kw	@ 1952	AOR	UPI	\$56.00	Christal	Lotus
KMXZ	94.9	100 kw	@ 1952	AC	ABC	\$85.00	Eastman	Journal Co
KOHT	98.3	3 kw	@ 202	Hispanic		\$30.00	Lotus	KTZR/KXEw
KRQQ	93.7	94 kw	@ 2032	CHR		\$57.00	Banner	Hicks, Muse, pend
KSJM	97.5	3 kw	@ 328	CHR/U		\$ NA	Banner	KTUC
KWFm	92.9	93 kw	@ 2036	Oldies	ABC, Westwd	\$51.00	D&R	Hicks, Muse, pend

Notes: \* KXEw revenue included with KOHT-F. . . KSJM-F reclassified from Hispanic to Dance CHR (CHR/U) based on audience analysis and station self-description  
 . . . 10/97 SFX sold these stations to the Hicks, Muse interests: KCEE for \$2,000,000; KNST for \$6,000,000; KRQQ-F for \$25,000,000; KWFm-F for \$22,000,000

Jim Duncan

Comments: KSJM-F had its fifth straight gain but still has only a 3.7 . . . KFMA-F fell off from its big Spring book

# TULSA

Arbitron Rank: 61 Pop (12+): 644,000	Stations: 23 / 22	Last Year's Revenue: \$32,100,000
MSA Rank: 73	Diaries: 1,303/494 1/52.6%	Household Income: \$37,148
MSA Pop: 754,000	Sample Target: 1,290	Retail Dollars: \$7.5 Bt
DMA: 59	% Below Line: 0.5	#1 Biller: KWEN-F \$5,100,000
Average Persons Rating: 16.4	% Not Listed: 7.7	#1 Billing Portfolio: Cox \$12,750,000
Market TSL in Hours: 22.00	Pop per Station: 29,273	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	KWEN-F	111 / 10.5	10.7	11.9	9.0	11.2	10.5	1493 / 23.2	23.1	23.6	G KWEN-F
2	KRMG	100 / 9.4	8.4	8.3	10.5	9.8	9.2	1332 / 20.7	19.7	18.8	F KRMG
3	KMOD-F	88 / 8.3	7.5	7.9	8.4	6.3	8.0	1068 / 18.6	15.0	13.7	E KMOD-F
4	KHTT-F	71 / 6.7	7.1	7.0	8.5	6.0	7.3	1279 / 19.9	21.3	17.3	C KHTT-F
5	KMYZ-F	69 / 6.5	6.6	5.3	5.9	7.8	6.1	1006 / 15.6	15.8	17.2	D KMYZ-F
	KJSR-F	69 / 6.5	6.6	5.0	5.7	5.2	6.0	1219 / 18.9	18.2	16.4	D KJSR-F
7	KBEZ-F	63 / 6.0	5.3	6.3	4.6	5.3	5.5	908 / 14.1	14.1	13.1	E KBEZ-F
8	KXOJ-F	49 / 4.6	4.4	3.1	3.1	3.5	3.8	722 / 11.2	10.4	8.5	KXOJ-F
9	KVOO	48 / 4.5	3.1	4.4	4.0	3.7	4.0	540 / 8.4	7.2	7.8	KVOO
	KQLL-F	48 / 4.5	4.5	3.7	3.9	5.7	4.2	964 / 15.0	12.2	14.9	C KQLL-F
11	KVOO-F	42 / 4.0	4.3	4.6	5.0	4.5	4.5	587 / 9.1	9.0	9.6	E KVOO-F
	KRAV-F	42 / 4.0	5.0	4.6	3.4	3.0	4.2	896 / 13.9	14.3	9.8	C KRAV-F
13	KCKI-F	35 / 3.3	2.8	2.6	3.4	3.3	3.0	705 / 10.9	8.9	10.0	C KCKI-F
14	KGTO	26 / 2.5	2.5	3.1	2.9	3.1	2.8	314 / 4.9	2.9	3.9	A KGTO
	KOAS-F	26 / 2.5	2.8	2.4	2.5	3.9	2.5	377 / 5.9	7.4	8.6	C KOAS-F
16	KJMM-F	24 / 2.3	4.8	4.5	2.7	4.0	3.6	310 / 4.8	7.5	6.5	B KJMM-F
17	KCFM-F	20 / 1.9	2.1	1.4	2.2	2.4	1.9	402 / 6.2	5.5	5.5	A KCFM-F

12+ FM Share (Metro): 78.92 % ( 771 of 977 ) ( Summer 96: 79.42 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KHTT-F	1 KMOD-F <	1 KMOD-F <	1 KMOD-F <	1 KWEN-F <	1 KRMG	1 KRMG	1 KRMG	1 KWEN-F	1 KHTT-F	1 KWEN-F
2 KMYZ-F >	2 KMYZ-F	2 KWEN-F	2 KWEN-F >	2 KMOD-F	2 KWEN-F >	2 KWEN-F <	2 KWEN-F	2 KMOD-F	2 KWEN-F <	2 KVOO
3 KJSR-F	3 KWEN-F	3 KJSR-F <	3 KJSR-F	3 KRMG	3 KBEZ-F <	3 KMOD-F >	3 KMOD-F	3 KRMG <	3 KMYZ-F >	3 KRMG <
	KHTT-F	4 KMYZ-F <	4 KRMG	4 KJSR-F <	4 KVOO	4 KBEZ-F	4 KJSR-F	4 KHTT-F <	4 KJSR-F <	4 KHTT-F <
5 KJSR-F	5 KHTT-F <	5 KXOJ-F	5 KBEZ-F	5 KMOD-F <	5 KVOO <	5 KBEZ-F <	5 KMYZ-F	5 KVOO-F	5 KMYZ-F	5 KVOO-F
6 KXOJ-F	6 KXOJ-F <	6 KBEZ-F <	6 KXOJ-F	6 KXOJ-F	6 KQLL-F <	6 KJSR-F <	6 KMYZ-F	6 KJSR-F <	6 KMOD-F <	6 KMOD-F <
	KCKI-F <	7 KRMG	7 KHTT-F	KQLL-F <	7 KVOO-F	7 KHTT-F <	7 KHTT-F <	7 KBEZ-F	7 KVOO <	7 KVOO <
		8 KBEZ-F <	8 KRAV-F	8 KHTT-F	KJSR-F	8 KXOJ-F <	8 KRAV-F <	KQLL-F	8 KQLL-F <	8 KQLL-F <
		9 KRAV-F	KQLL-F <			9 KMYZ-F	9 KXOJ-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 KMYZ-F >	1 KHTT-F	1 KHTT-F >	1 KWEN-F	1 KWEN-F	1 KMYZ-F >>	1 KMOD-F >	1 KMOD-F >>	1 KMOD-F >	1 KMOD-F
2 KXOJ-F	2 KMYZ-F	2 KMYZ-F	2 KXOJ-F	2 KBEZ-F	2 KMOD-F	2 KMYZ-F	2 KWEN-F >	2 KWEN-F <	2 KRMG <
	KWEN-F	3 KWEN-F	KWEN-F	KHTT-F <	3 KHTT-F	3 KWEN-F	3 KRMG	3 KJSR-F	3 KWEN-F
	KHTT-F	4 KXOJ-F	KRAV-F	4 KBEZ-F	4 KCKI-F	4 KJSR-F <	4 KJSR-F	4 KMYZ-F <	4 KJSR-F >
5 KCKI-F	KRAV-F	5 KXOJ-F	5 KRAV-F <	5 KRAV-F <	5 KJSR-F	5 KCKI-F <	5 KMYZ-F	5 KRMG >	5 KQLL-F
	6 KMOD-F	6 KBEZ-F	6 KMOD-F	6 KQLL-F		6 KHTT-F <	6 KCKI-F	6 KHTT-F <	6 KMYZ-F <
		KMOD-F	7 KMYZ-F <	KMOD-F <		7 KRMG >		7 KQLL-F	7 KBEZ-F
			8 KJSR-F >	8 KRMG <					

Other Rated Stations	Metro Share	Cume Rating
KAKC	SPRIS	1300 Tulsa 0.5 2.0
KCFO	REL	970 Tulsa 1.0 2.7
KQLL	SPRIS	1430 Tulsa 0.8 2.9
KTFX-F	C	102.3 Sand Springs 0.9 1.9
KXOJ	REL	1550 Sapulpa 0.8 1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KHJM-F	REL	100.3 Taft 0.5 1.4

Consolidation Report	12+	25-54	Revenue
Clear Channel	25.9 %	32.2 %	21.8 %
KOAS-FM, KQSY-FM, KQLL-AM, KQLL-FM, KAKC-AM, KMOD-FM			
Cox	32.9 %	35.1 %	39.7 %
KJSR-FM, KGTO-AM, KWEN-FM, KRAV-FM, KRMG-AM			
Great Empire	11.8 %	8.1 %	14.3 %
KCKI-FM, KVOO-FM, KVOO-AM			
Renda	12.7 %	13.0 %	14.6 %
KHTT-FM, KBEZ-FM			
Shamrock	8.4 %	6.0 %	8.7 %
KCFM-FM, KMYZ-FM			
-----			
	91.7 %	94.4 %	99.1 %



# TULSA

## AM Stations

KGTO	1050	1 kw/22 w	Standards	CHN, Westwd	\$<20.00	Allied	Cox	
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$72.00	Katz	Cox	
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Great Empire	

## FM Stations

KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda	
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Banner	Shamrock	Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Great Empire	Henryetta
KHTT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda	Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Unirep		Bixby
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox	
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Christal	Clear Channel	
KMYZ	104.5	70 kw @ 1130	AOR-New Rock	ABC	\$53.00	Allied	Shamrock	Pryor
KOAS	92.1	27 kw @ 656	Jazz		\$35.00	---	Clear Channel	Broken Arrow
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Banner	Clear Channel	Owasso
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox	
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Great Empire	
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox	
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem		Sapulpa

Notes: \* KVOO's revenue is included with KVOO-F

Jim Duncan

Comments: Listening levels posted a moderate increase

# WASHINGTON, DC

Arbitron Rank: 8	Pop (12+): 3,535,000	Stations: 36 / 31	Last Year's Revenue: \$195,600,000
MSA Rank: 5		Diaries: 4,366/810:1/50.7%	Household Income: \$64,369
MSA Pop: 4,590,000		Sample Target: 4,030	Retail Dollars: \$47.3 Bil.
DMA: 7		% Below Line: 2.5	#1 Biller: WPGC-F \$19,500,000
Average Persons Rating: 17.1		% Not Listed: 15.3	#1 Billing Portfolio: Westinghouse \$52,300,000
Market TSL in Hours: 22.50		Pop per Station: 114,032	

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level		
1	WPGC-F	B/CHR	382 / 6.3	5.8	6.5	6.1	6.1	6.2	5858 / 16.8	17.1	17.8	J	WPGC-F
2	WKYS-F	B	358 / 5.9	5.9	5.1	4.8	4.2	5.4	5415 / 15.3	14.8	13.3	G	WKYS-F
3	WHUR-F	B/AC	343 / 5.7	5.8	5.6	5.6	5.0	5.7	4728 / 13.4	12.9	12.7	G	WHUR-F
4	WMZQ-F	C	305 / 5.0	5.0	4.5	6.0	5.3	5.1	4519 / 12.8	11.4	12.3	J	WMZQ-F
5	WBIG-F	O	264 / 4.4	4.7	4.5	3.7	5.3	4.3	4496 / 12.7	13.1	14.2	H	WBIG-F
6	WGAY-F	SAC	253 / 4.2	3.9	4.5	2.9	2.8	3.9	4324 / 12.2	12.4	9.6	F	WGAY-F
7	WMAL	FS/T	252 / 4.2	3.6	4.9	4.7	4.0	4.3	3829 / 10.8	9.9	9.9	I	WMAL
8	WASH-F	AC	238 / 3.9	4.6	3.8	4.9	5.1	4.3	4527 / 12.8	12.4	14.3	I	WASH-F
9	WMMJ-F	B/AC	237 / 3.9	4.1	4.2	4.2	4.5	4.1	3083 / 8.7	10.0	9.7	H	WMMJ-F
	WRQX-F	AC/CHR	237 / 3.9	3.7	3.9	3.6	4.2	3.8	4980 / 14.1	13.1	14.9	I	WRQX-F
11	WWZZ-F	CHR	228 / 3.8	4.4	4.5	3.8	2.4	4.1	5661 / 16.0	15.2	9.6	C	WWZZ-F
12	WJFK-F	T/J	220 / 3.8	2.8	3.4	3.6	3.7	3.4	3060 / 8.7	7.9	8.4	J	WJFK-F
13	WJZW-F	J	216 / 3.8	3.4	3.8	3.1	4.0	3.5	3025 / 8.8	9.1	9.5	H	WJZW-F
14	WWDC-F	AOR	192 / 3.2	3.5	3.0	3.5	3.9	3.3	5058 / 14.3	13.5	14.4	H	WWDC-F
15	WTOP	N	184 / 3.0	2.9	2.9	3.4	3.0	3.1	4510 / 12.8	13.8	12.9	I	WTOP
16	WGMS-F	CL	180 / 3.0	4.1	4.0	3.7	4.0	3.7	2906 / 8.2	9.2	9.6	H	WGMS-F
17	WARW-F	CL AOR	158 / 2.8	2.4	2.0	2.1	2.5	2.3	3417 / 9.7	9.4	8.5	G	WARW-F
18	WHFS-F	AOR-NR	145 / 2.4	2.6	2.3	3.1	3.3	2.6	4322 / 12.2	11.8	13.5	I	WHFS-F
19	WYCB	B/G	88 / 1.5	0.9	1.4	1.4	1.1	1.3	931 / 2.8	2.6	2.4	D	WYCB
20	WFRE-F	C	73 / 1.2	1.0	1.1	0.9	1.1	1.0	945 / 2.7	2.3	2.5	D	WFRE-F
21	WOL	B/T	70 / 1.2	1.0	1.1	1.0	0.8	1.1	639 / 1.8	1.6	1.7	D	WOL
22	WWRC	T	65 / 1.1	0.9	0.8	1.0	1.3	0.9	1351 / 3.8	3.8	4.2	D	WWRC
23	WTEM	SPRTS	60 / 1.0	1.0	1.1	1.0	0.9	1.0	1529 / 4.3	4.9	4.0	E	WTEM

12+ FM Share (Metro): 83.06 % ( 4257 of 5125 ) ( Summer 96: 83.55 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WKYS-F	1 WKYS-F <	1 WPGC-F <	1 WHUR-F	1 WHUR-F	1 WMAL <	1 WHUR-F <	1 WPGC-F <	1 WKYS-F <	1 WPGC-F	1 WHUR-F <
2 WPGC-F	2 WPGC-F >	2 WHUR-F <	2 WPGC-F <	2 WBIG-F <	2 WHUR-F <	2 WJFK-F <	2 WMZQ-F <	2 WPGC-F	2 WKYS-F	2 WKYS-F
3 WWZZ-F >	3 WRQX-F <	3 WKYS-F	3 WMZQ-F <	3 WMZQ-F <	3 WGAY-F <	3 WPGC-F	3 WKYS-F <	3 WJFK-F <	3 WHUR-F	3 WPGC-F <
4 WWZZ-F <	4 WMZQ-F	4 WBIG-F	4 WPGC-F	4 WPGC-F	4 WBIG-F <	4 WKYS-F	4 WBIG-F <	4 WMZQ-F <	4 WASH-F	4 WMMJ-F
5 WJFK-F <	5 WRQX-F	5 WRQX-F	5 WRQX-F <	5 WRQX-F <	5 WMZQ-F <	5 WMAL	5 WMAL <	5 WBIG-F <	5 WMMJ-F <	
6 WWDC-F <	6 WJFK-F <	6 WKYS-F <	6 WASH-F <	6 WASH-F <	6 WJZW-F <	6 WMZQ-F <	6 WHUR-F <	6 WGAY-F <	6 WWZZ-F	
7 WHUR-F	7 WASH-F	7 WASH-F <	7 WJFK-F	7 WMMJ-F	7 WTOP <	7 WTOP <	7 WRQX-F <	7 WHUR-F	7 WJZW-F <	
	WBIG-F	8 WJFK-F <	8 WMMJ-F	8 WTOP <	8 WRQX-F	8 WRQX-F	8 WGAY-F	8 WRQX-F		
		9 WJZW-F <	9 WKYS-F <				9 WASH-F <	9 WWZZ-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 WKYS-F	1 WPGC-F <	1 WRQX-F <	1 WHUR-F	1 WHUR-F	1 WKYS-F	1 WKYS-F	1 WJFK-F	1 WPGC-F <	1 WJFK-F
	WWZZ-F <	2 WKYS-F	2 WPGC-F <	2 WMZQ-F <	2 WPGC-F >	2 WPGC-F <	2 WKYS-F	2 WJFK-F <	2 WBIG-F
3 WPGC-F >	3 WRQX-F	3 WKYS-F	3 WRQX-F	3 WRQX-F	3 WWZZ-F	3 WJFK-F >	3 WPGC-F	3 WKYS-F <	3 WARW-F <
4 WASH-F	4 WWZZ-F	4 WHUR-F	4 WKYS-F <	4 WBIG-F	4 WWDC-F	4 WWDC-F	4 WWDC-F <	4 WARW-F	4 WHUR-F
	WRQX-F <	5 WHUR-F	5 WMZQ-F	5 WMZQ-F <	5 WJFK-F <	5 WHFS-F <	5 WARW-F <	5 WHUR-F	5 WPGC-F <
6 WWDC-F	6 WMZQ-F <	6 WASH-F <	6 WASH-F	6 WMMJ-F <	6 WHUR-F	6 WARW-F	6 WRQX-F <	6 WBIG-F <	6 WJZY-F
	7 WASH-F <	7 WWZZ-F <	7 WMMJ-F	7 WASH-F		7 WWZZ-F <	7 WHFS-F	7 WJZW-F <	7 WMZQ-F <
	8 WWDC-F >	8 WWDC-F	8 WWZZ-F	8 WGAY-F <		8 WRQX-F	8 WASH-F	8 WMZQ-F <	8 WKYS-F <
			9 WBIG-F	9 WKYS-F				9 WWDC-F	9 WASH-F

Other Rated Stations	Metro Share	Cume Rating		
WACA	SP	1540	Wheaton, MD	0.4 0.8
WAFY-F	AC	103.1	Middletown, MD	0.3 0.7
WAVA-F	REL	105.1	Arlington, VA	0.8 3.0
WFMD	T/FS	930	Frederick, MD	0.4 1.0
WILC	SP	900	Laurel, MD	0.4 1.2
WPGC	B/G	1580	Morningside, MD	0.7 1.9
WWDC	ST	1260	Washington, DC	0.6 1.5
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.2 0.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WFLS-F	C	93.3	Fredericksburg	0.6 1.9
WINC-F	CHR/AC	92.5	Winchester, VA	0.3 1.8
WIYY-F	AOR	97.9	Baltimore	0.6 3.4
WRNR-F	AOR-NR	103.1	Grasonville, MD	0.4 0.8
WXVY-F	CHR	102.7	Baltimore	0.4 2.8

# WASHINGTON, DC

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b>	11.7 %	11.7 %	18.0 %
WMAL-AM, WRQX-FM, WJZW-FM			
<b>Bonneville</b>	10.0 %	7.1 %	11.2 %
WWVZ-FM, WTOP-AM, WGMS-FM, WWZZ-FM			
<b>Chancellor</b>	19.6 %	21.8 %	25.0 %
WWRC-AM, WTEM-AM, WMZQ-FM, WGAY-FM, WBIG-FM, WASH-FM			
<b>Radio One</b>	11.0 %	10.3 %	8.8 %
WKYS-FM, WOL-AM, WMMJ-FM			
<b>Westinghouse</b>	15.6 %	16.7 %	27.1 %
WARW-FM, WPGC-FM, WPGC-AM, WJFK-FM, WHFS-FM			
	67.9 %	67.6 %	90.1 %

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WMAL	630	5 kw (DA-2)	Full Svc/Talk	ABC	\$180.00	Katz	ABC/Disney
WOL	1450	1 kw	Black Talk	ABC	\$55.00	Mc-Guild	Radio One
WTEM	570	5 kw/1 kw (DA-2)	Sports	CBS, 1-on-1	\$65.00	Eastman	Chancellor Bethesda
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00	Katz	Bonneville
WWDC	1260	5 kw (DA-2)	Standards	Westwd	\$50.00	Christal	
WWRC	980	50 kw/5 kw (DA-2)	Talk	CNN, Westwd	\$54.00	Allied	Chancellor
WYCB	1340	1 kw	Black Gospel	AURN	\$40.00	---	

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WARW	94.7	21 kw @ 771	Classic AOR	CBS	\$114.00	Westinghouse	
WASH	97.1	26 kw @ 686	AC		\$220.00	Banner	Chancellor
WAVA	105.1	50 kw @ 500	Religion	Westwd, SRN	\$70.00	Salem	Salem
WBIG	100.3	36 kw @ 574	Oldies		\$184.00	Eastman	Chancellor
WGAY	99.5	22 kw @ 751	Soft AC		\$105.00	Interep	Chancellor
WGMS	103.5	44 kw @ 518	Classical	Westwd	\$195.00	Eastman	Bonneville
WHFS	99.1	50 kw @ 460	AOR - New Rock	AP	\$180.00	Allied	Westinghouse Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC	\$140.00	D&R	Howard Univ.
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd	\$315.00	Infinity	Westinghouse Manassas
WJZW	105.9	28 kw @ 648	Jazz		\$183.00	Christal	ABC/Disney 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		\$155.00	Mc-Guild	Radio One Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country		\$320.00	Christal	Chancellor
WPGC	95.5	50 kw @ 500	Black/CHR		\$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		\$185.00	Christal	
WWZZ	104.1	22 kw @ 764	CHR		\$135.00	Sentry	Bonneville Waldorf, MD

Notes: WFRE-F - See Frederick, MD in the Spring 1997 American Radio Small Market edition . . . 9/97 WTOP began simulcasting on WINX-F (94.3; Warrenton, VA) . . . 9/97 WZHF (1390) changed to Motivational as WVPA . . . 9/97 WRCY-F changed calls to WUPP-F; remains Country . . . 10/97 WKDL (1050; Silver Spring) & WKDV (1460; Manassas, VA) sold to Mega; price NA

Jim Duncan

Comments: The battle of the Black-oriented stations (WPGC-F, WHUR-F, WKYS-F) is turning into a classic . . . WGMS-F had its lowest share in many years

# WEST PALM BEACH

Arbitron Rank: 49 Pop (12+): 865,700	Stations: 41 / 18	Last Year's Revenue: \$35,200,000
MSA Rank: 60	Diaries: 2,167/399:1/51.8%	Household Income: \$44,542
MSA Pop: 999,000	Sample Target: 2,130	Retail Dollars: \$12.4 Bil.
DMA: 45	% Below Line: 33.9	#1 Biller: WRMF-F \$7,000,000
Average Persons Rating: 17.1	% Not Listed: 10.6	#1 Billing Portfolio:
Market TSL in Hours: 22:50	Pop per Station: 48,094	Fairbanks \$14,300,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
1	WEAT-F	AC/SAC	118 / 8.0	7.8	8.5	8.3	7.2	8.1	1564 / 18.1	16.6	16.8	G WEAT-F
2	WIRK-F	C	104 / 7.0	5.7	7.0	7.1	5.5	6.7	1237 / 14.3	11.8	14.0	G WIRK-F
3	WRMF-F	AC	96 / 6.5	6.9	5.8	7.4	8.2	6.6	1367 / 15.8	14.5	16.4	H WRMF-F
4	WJBW-F	ST	72 / 4.9	4.7	3.6	3.7	3.3	4.2	874 / 10.1	8.8	7.6	B WJBW-F
5	WPBZ-F	AOR-NR	60 / 4.1	4.4	4.3	5.4	4.7	4.5	956 / 11.0	12.3	12.4	D WPBZ-F
6	WJNO	N/T	58 / 3.9	4.0	3.9	4.2	4.4	4.0	913 / 10.6	9.6	10.7	E WJNO
7	WKGR-F	CL AOR	52 / 3.5	3.2	4.4	4.2	4.1	3.8	791 / 9.1	8.6	11.5	E WKGR-F
	WRLX-F	SAC	52 / 3.5	3.9	6.7	9.0	7.3	5.8	853 / 9.9	11.9	14.2	D WRLX-F
9	WOLL-F	O	46 / 3.1	2.3	2.3	1.9	1.7	2.4	619 / 7.2	7.1	6.0	C WOLL-F
10	WMBX-F	AC/CHR	45 / 3.0	3.2	1.1				875 / 10.1	10.1		C WMBX-F
11	WBZT	T	43 / 2.9	3.5	3.2	3.3	2.4	3.2	550 / 6.4	7.3	5.8	C WBZT
12	WPOW-F	CHR	41 / 2.8	2.9	2.3	2.7	2.1	2.7	722 / 8.3	10.7	8.1	C WPOW-F
13	WEDR-F	B	39 / 2.6	3.7	2.7	2.5	3.0	2.9	692 / 8.0	9.0	7.7	C WEDR-F
14	WLVE-F	J	37 / 2.5	2.0	1.9	2.3	2.0	2.2	514 / 5.9	5.4	5.8	C WLVE-F
15	WTMI-F	CL	36 / 2.4	2.0	1.8	1.5	2.5	1.9	506 / 5.8	6.2	5.7	C WTMI-F
16	WJNA	ST	32 / 2.2	2.0	2.5	0.6		1.8	554 / 6.4	5.5		C WJNA

12+ FM Share (Metro): 80.68 % ( 1065 of 1320 ) ( Summer 96: 67.38 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WPBZ-F	1 WRMF-F <	1 WRMF-F <	1 WEAT-F <	1 WEAT-F	1 WEAT-F	1 WEAT-F <	1 WEAT-F	1 WEAT-F <	1 WEAT-F	1 WEAT-F <
2 WPOW-F <	2 WPBZ-F <	2 WEAT-F <	2 WIRK-F	2 WRMF-F <	2 WIRK-F <	2 WRMF-F	2 WRMF-F <	2 WIRK-F <	2 WPBZ-F <	2 WJNO >
3 WEDR-F >>	3 WEAT-F	3 WIRK-F	3 WRMF-F	3 WIRK-F >	3 WJBW-F	3 WIRK-F	3 WIRK-F	3 WRMF-F	3 WPOW-F <	3 WPOW-F <
	4 WIRK-F	4 WKGR-F	4 WKGR-F	4 WKGR-F	4 WRMF-F <	4 WJNO >	4 WJBW-F	4 WJBW-F	4 WEDR-F	4 WEDR-F
	WKGR-F <	5 WPBZ-F	5 WOLL-F <	5 WOLL-F	5 WJNO	5 WJBW-F <	5 WBZT	5 WJNO	5 WIRK-F	5 WIRK-F
6 WPOW-F	6 WMBX-F <	6 WMBX-F	6 WMBX-F <	6 WMBX-F <	6 WRLX-F	6 WRLX-F <	WRLX-F <	WPBZ-F	6 WMBX-F	6 WMBX-F
7 WMBX-F	7 WOLL-F <	WPBZ-F >	7 WPBZ-F	7 WBZT	7 WPBZ-F	7 WPBZ-F	7 WKGR-F <	7 WKGR-F <	7 WRMF-F	7 WRMF-F
8 WEDR-F						WBZT <	8 WJNO <	8 WOLL-F <	WBZT <	WBZT <
							9 WPBZ-F <	9 WRLX-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 WPOW-F	1 WRMF-F	1 WEAT-F	1 WRMF-F <	1 WEAT-F <	1 WPBZ-F >>	1 WPBZ-F >	1 WPBZ-F	1 WKGR-F <	1 WKGR-F <
2 WMBX-F	2 WEAT-F >	WRMF-F >	2 WEAT-F	2 WRMF-F >	2 WEDR-F	2 WKGR-F	2 WKGR-F	2 WPBZ-F <	2 WIRK-F <
	WRMF-F	3 WIRK-F	3 WIRK-F	3 WIRK-F >	WZTA-F	3 WPOW-F <	3 WPOW-F	3 WIRK-F	3 WEAT-F
4 WPBZ-F	4 WMBX-F <	4 WKGR-F	4 WMBX-F	4 WOLL-F <	WKGR-F	4 WZTA-F	4 WEAT-F	4 WEAT-F	4 WRMF-F
5 WEDR-F	5 WPOW-F	5 WMBX-F	5 WKGR-F <	5 WKGR-F <	5 WIRK-F	WIRK-F	WIRK-F	5 WRMF-F	5 WPBZ-F
6 WIRK-F	6 WKGR-F <	WOLL-F	6 WPOW-F	6 WRLX-F	WMBX-F	6 WEDR-F	WOLL-F	6 WMBX-F	WOLL-F
	7 WPBZ-F	7 WEDR-F	WEDR-F <	WMBX-F	WRMF-F	WZTA-F	7 WZTA-F	WOLL-F	7 WMBX-F
	8 WEDR-F				WBG-G-F	WMBX-F	WMBX-F		
					WHOT-F				
					WPOW-F				

Consolidation Report	12+	25-54	Revenue
Clear Channel WBZT-AM, WEAT-AM, WKGR-FM, WOLL-FM	11.0 %	12.8 %	18.8 %
Fairbanks WCLB-FM, WJNA-AM, WJNO-AM, WRLX-FM, WRMF-FM	17.5 %	15.8 %	40.6 %
Westinghouse, pend. WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM, WTPX-FM	31.5 %	36.8 %	37.2 %
	59.9 %	65.4 %	96.6 %

# WEST PALM BEACH

Other Rated Stations				Metro Cume Share Rating		Other Rated Stations--Outside Market				Metro Cume Share Rating	
WCLB-F	C	95.5	Ft. Pierce	1.4	7.8	WAMR-F	SP	107.5	Miami	1.0	2.5
WD3F	SE	1420	Delray Beach	1.2	2.5	WAQI	SP	710	Miami	0.5	0.8
WEAT	N	850	W. Palm Beach	1.5	5.8	WBGG-F	CLAOR	105.9	Ft. Lauderdale	1.5	5.4
WPBR	T	1340	Palm Beach	0.3	1.3	WFLL-F	AC	97.3	Miami	0.9	3.5
WPOM	B	1600	Riviera Beach	1.1	2.0	WFTL	T	1400	Ft. Lauderdale	0.5	1.0
WSBR	T	740	Boca Raton	0.4	2.0	WHQT-F	B	105.1	Coral Gables	1.8	5.7
WSWN	E	900	Belle Glade	0.8	1.2	WHYI-F	CHR:AC	100.7	Ft. Lauderdale	1.3	6.2
						WINZ	N	940	Miami	0.4	2.6
						WICD	NT	610	Miami	0.5	2.7
						WKIS-F	C	99.9	Boca Raton	1.4	5.1
						WLYF-F	SAC	101.5	Miami	1.2	3.8
						WMXJ-F	O	102.7	Pompano Beach	1.8	6.3
						WPLL-F	AOR-P	103.5	Ft. Lauderdale	1.1	5.7
						WGAM	SPRTS	560	Miami	0.9	3.7
						WRMA-F	SP	106.7	Ft. Lauderdale	1.4	2.5
						WRTO-F	SP	98.3	Goulds	0.8	2.2
						WZTA-F	AOR	94.9	Miami Beach	1.2	4.7
						WZZR-F	AOR	92.7	Stuart	1.3	3.9

### AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$34.00	Katz	Clear Channel	
WJNA	1230	1 kw	Standards	ABC	\$ NA	Allied	Fairbanks	
WJNO	1040	10 kw/1 kw (DA-2)	News/Talk	CNN	\$73.00	Allied	Fairbanks	Boynton Beach

### FM Stations

WCLB	95.5	100 kw @ 982	Country	Westwd. ABC	\$39.00	Mc-Guild	Fairbanks	Ft. Pierce
WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00	Katz	Westinghouse, pend.	
WIRK	107.9	100 kw @ 340	Country	ABC	\$115.00	Katz	Westinghouse, pend.	
WJBW	99.5	6 kw @ 308	Standards		\$25.00	Roslin		Jupiter
WKGR	96.7	100 kw @ 1380	Classic AOR	UPI	\$75.00	Katz	Clear Channel	Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Katz	Westinghouse, pend.	Jensen Beach
WOLL	94.3	6 kw @ 328	Oldies		\$38.00	Allied	Clear Channel	Riviera Beach
WPBZ	103.1	50 kw @ 482	ACR-New Rock	ABC	\$50.00	Christal	Westinghouse, pend.	Indiantown
WRLX	92.1	7 kw @ 499	Soft AC		\$48.00	Allied	Fairbanks	
WRMF	97.9	100 kw @ 1350	AC		\$135.00	Blair (?)	Fairbanks	

Notes: 9/97 The WJNO calls and format moved from 1230 to 1040; the WJNA calls and format moved from 1040 to 1230 . . . 10/97 American Radio Systems sold these stations to Westinghouse: WEAT-F for \$34,000,000; WIRK-F for \$32,000,000; WMBX-F for \$13,000,000; WPBZ-F for \$15,000,000; WTPX-F for \$10,000,000

Jim Duncan

Comments: WRLX-F is still declining after its format shift . . . WOLL-F is showing some growth . . . WMBX-F has leveled off at a three share and ten percent cume rating

# WICHITA

Arbitron Rank: 90 Pop (12+): 409,700	Stations: 20 / 20	Last Year's Revenue: \$19,600,000
MSA Rank: 103	Diaries: 1,062/386:1/53.4%	Household Income: \$42,308
MSA Pop: 478,000	Sample Target: 1,010	Retail Dollars: \$5.1 Bil
DMA: 63	% Below Line:	#1 Biller: KFDI-AF \$5,300,000
Average Persons Rating: 159.0	% Not Listed: 11.7	#1 Billing Portfolio: Great Empire \$6,800,000
Market TSL in Hours: 21 00	Pop per Station: 20,485	

12+ Metro	Format	Summer 97		Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level	
		1/4	Share									D	G
1	KZSN-F	C	74 / 11.4	96	75	98	92	96	797 / 19.5	187	189	D	KZSN-F
2	KFDI-F	C	72 / 11.1	91	110	81	106	98	807 / 19.7	199	221	G	KFDI-F
3	KKRD-F	CHR	53 / 8.1	89	72	73	68	79	959 / 23.4	218	220	C	KKRD-F
4	KDGS-F	B	49 / 7.5	53	46	44	63	55	576 / 14.0	108	114	B	KDGS-F
5	KEYN-F	O	40 / 6.1	75	56	57	53	62	570 / 13.9	145	162	C	KEYN-F
6	KRZZ-F	AOR/CL	34 / 5.2	69	67	58	63	62	547 / 13.3	174	149	C	KRZZ-F
7	KRBB-F	AC	33 / 5.1	70	75	78	64	68	518 / 12.6	137	155	C	KRBB-F
8	KICT-F	AOR	27 / 4.1	38	58	66	92	51	504 / 12.3	125	164	C	KICT-F
	KLLS-F	CL HITS	27 / 4.1	45	46	52	27	46	482 / 11.8	118	103	B	KLLS-F
10	KOEZ-F	SAC	25 / 3.8	32	46	38	45	39	274 / 6.7	76	91	B	KOEZ-F
	KFDI	C/F/S	25 / 3.8	59	38	40	35	44	344 / 8.4	108	76	*	KFDI
12	KNSS	N/T	23 / 3.5	34	29	44	34	36	380 / 9.3	101	79	C	KNSS
13	KFH	T	19 / 2.9	29	20	43	21	30	304 / 7.4	74	66		KFH
	KTLI-F	REL	19 / 2.9	35	41	26	23	33	286 / 7.0	81	68	A	KTLI-F
15	KWSJ-F	J	18 / 2.8	34	47	32	40	35	270 / 6.6	86	118	B	KWSJ-F
	KYQQ-F	C	18 / 2.8	37	26	1.8	37	27	313 / 7.6	88	93	A	KYQQ-F

12+ FM Share (Metro): 86.43 % ( 497 of 575 ) ( Summer 96: 87.65 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 KDGS-F >>	1 KZSN-F	1 KZSN-F	1 KZSN-F >	1 KZSN-F >	1 KFDI-F >	1 KFDI-F <	1 KZSN-F	1 KZSN-F	1 KDGS-F	1 KFDI-F >
2 KKRD-F >	2 KKRD-F <	2 KKRD-F	2 KKRD-F <	2 KEYN-F <	2 KZSN-F	2 KZSN-F	2 KFDI-F >	2 KFDI-F	2 KKRD-F	2 KKRD-F
3 KICT-F >>	3 KDGS-F	3 KRZZ-F <	3 KRZZ-F	3 KFDI-F	3 KEYN-F >	3 KKRD-F >	3 KKRD-F <	3 KKRD-F	3 KFDI-F	3 KZSN-F
	4 KRZZ-F >	4 KDGS-F <	4 KRBB-F	4 KRBB-F	4 KFDI <	4 KDGS-F <	4 KEYN-F <	4 KDGS-F <	4 KZSN-F	
	5 KRBB-F	5 KRBB-F <	KFDI-F	5 KRZZ-F <	5 KOEZ-F	5 KFDI <	5 KDGS-F <	5 KEYN-F	KRBB-F <	
	KICT-F	6 KLLS-F <	KLLS-F <	6 KLLS-F <	6 KNSS	6 KRBB-F <	6 KNSS	6 KRZZ-F <	6 KICT-F <	
		7 KEYN-F	7 KEYN-F	7 KRBB-F	KRBB-F	7 KEYN-F <	KRZZ-F	7 KNSS <	7 KEYN-F	
		KFDI-F	8 KDGS-F	8 KDGS-F <		8 KFH <	8 KRBB-F	8 KRBB-F <	8 KRZZ-F	
		9 KICT-F	9 KYQQ-F <	9 KNSS		9 KRZZ-F		9 KOEZ-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 KDGS-F	1 KZSN-F <	1 KZSN-F >	1 KZSN-F	1 KZSN-F >	1 KDGS-F	1 KRZZ-F	1 KZSN-F	1 KZSN-F	1 KZSN-F
KKRD-F >>	2 KKRD-F	2 KKRD-F >	2 KKRD-F	2 KKRD-F <	KKRD-F	2 KDGS-F	2 KRZZ-F	KRZZ-F	2 KLLS-F <
3 KRBB-F	3 KDGS-F	3 KDGS-F	3 KRBB-F	3 KRBB-F	3 KRZZ-F >>	KZSN-F	3 KICT-F	3 KLLS-F	3 KFDI-F
KZSN-F	4 KRBB-F	KRZZ-F	4 KDGS-F	4 KEYN-F		4 KICT-F	4 KYQQ-F	4 KFDI-F <	KRZZ-F
KICT-F >	5 KRZZ-F	KRBB-F	5 KEYN-F	5 KFDI-F		5 KKRD-F	KDGS-F	5 KKRD-F	5 KEYN-F
			6 KRZZ-F	6 KDGS-F		6 KYQQ-F	KLLS-F >	6 KDGS-F	6 KFH
			7 KTLI-F	KTLI-F		KLLS-F >	7 KKRD-F	7 KICT-F	7 KNSS
				KRZZ-F				8 KEYN-F	KWSJ-F
								KKRD-F	KKRD-F
								KWSJ-F	KICT-F

Other Rated Stations	Metro Share	Cume Rating
KAYY-F	AC/CHR	987 Clearwater 1.2 4.6
KQAM-AA	SPRTS	1410 Wichita 1.1 3.7
KSGI	REL	900 Wichita 0.6 2.0

Consolidation Report	12+	25-54	Revenue
Capstar	16.8 %	18.1 %	21.7 %
KKRD-FM, KNSS-AM, KRZZ-FM			
Great Empire	25.9 %	21.9 %	34.3 %
KFDI-FM, KFDI-AM, KICT-FM, KLLS-FM, KYQQ-FM			
Local	8.7 %	6.1 %	4.0 %
KAYY-FM, KDGS-FM			
Triathlon	23.0 %	27.6 %	26.8 %
KFH-AM, KQAM-AM, KRBB-FM, KWSJ-FM, KZSN-FM			
.....			
	74.4 %	73.7 %	86.8 %

# WICHITA

## AM Stations

KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc	ABC	\$45.00	Allied	Great Empire
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Katz	Triathlon
KNSS	1240	1 kw	News/Talk	Westwd, CHN, CBS	\$27.00	D&R	Capstar
KQAM	1410	5 kw/1 kw (DA-2)	Sports	1-on-1	\$<20.00	Katz	Triathlon
KZSN	1480	5 kw/1 kw (DA-2)	See KQAM				

## FM Stations

KAYY	98.7	50 kw @ 492	AC/CHR		\$ NA	Allied	KDGS-F	Clearwater
KDGS	93.9	25 kw @ 328	Black		\$ NA	---	KAYY-F	Andover
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Triathlon	
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Great Empire	
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Great Empire	
KKRD	107.3	100 kw @ 860	CHR		\$45.00	D&R	Capstar	
KLLS	104.5	46 kw @ 515	Classic Hits	Westwd	\$<20.00	---	Great Empire	Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	---		Newton
KRBB	97.9	100 kw @ 993	AC		\$42.00	Christal	Triathlon	
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	Capstar	Derby
KTLL	99.1	100 kw @ 515	Cont. Christian	USA	\$<20.00	Salem		El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Triathlon	Hayesville
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	---	Great Empire	Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Triathlon	Hulchinson

Notes: \* KFDI's revenue included with KFDI-F ... 10/97 The KQAM calls and format moved fully to 1480 (formerly KZSN); the 1410 changed to Standards as KMYR (under new ownership)

Jim Duncan

Comments: Listening levels are up moderately ... KZSN-F has its highest share in several years ... KDGS-F is at record share levels

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

AC - Adult Contemporary	G - Gospel
AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
B - Black (audience 75%+ Black)	N - News
C - Country	O - 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
CL HITS - Classic Hits/70's Oldies	ST - Standards, B.g Band, Nostalgia
E - Ethnic (usually Foreign Language)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	? - 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

Arbitron Rank: 62	Pop (12+): 638,800	Stations: 40 / 31	Last Year's Revenue: \$22,200,000
MSA Rank: 82		Diaries: 1,205/530 1/49.6%	Household Income: \$35,244
MSA Pop: 630,000		Sample Target: 1,270	Retail Dollars: \$5 6 Bil.
DMA: 49		% Below Line: 8.5	#1 Biller: WKRZ-F \$5,000,000
Average Persons Rating: 17.3		% Not Listed: 13.6	#1 Billing Portfolio: Sinclair TV \$8,730,000
Market TSL in Hours: 23.25		Pop per Station: 20,606	

12+ Metro	Format	Summer 97 1/4 Share	Spq 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Sum 96	Revenue Level	
1	WKRZ-F	145 / 13.1	11.8	11.8	11.7	12.8	12.1	2074 / 32.5	32.7	32.4	G	WKRZ-F
2	WGGY-F	96 / 8.7	10.4	10.7	9.3	10.1	9.8	1258 / 19.7	19.1	20.2	D	WGGY-F
3	WMGS-F	82 / 7.4	7.1	6.5	9.3	8.9	7.6	1090 / 17.1	16.1	19.8	D	WMGS-F
4	WEZX-F	62 / 5.6	5.9	5.1	6.4	5.2	5.8	848 / 13.3	13.7	11.4	C	WEZX-F
	WZMT-F	62 / 5.6	5.4	4.2	4.5	3.6	4.9	781 / 12.2	12.7	9.7	B	WZMT-F
6	WBHT-F	46 / 4.2	3.7	4.3	3.6	4.8	3.9	1052 / 16.5	15.7	14.7	B	WBHT-F
7	WILK	41 / 3.7	3.2	4.4	4.4	4.2	3.9	573 / 9.0	8.4	8.5	B	WILK
8	WEJL-AA	39 / 3.5	3.8	4.7	3.2	4.2	3.8	560 / 8.8	8.6	7.9	A	WEJL-AA
9	WSGD-F	35 / 3.2	1.8	2.5	4.0	2.8	2.9	496 / 7.8	5.9	8.9	B	WSGD-F
10	WNAK	33 / 3.0	3.4	4.4	3.4	3.6	3.5	297 / 4.7	5.2	5.4	B	WNAK
11	WARM	32 / 2.9	3.4	3.9	3.5	4.5	3.4	581 / 9.1	9.7	10.4	C	WARM
12	WSBG-F	27 / 2.4	1.8	1.4	1.4	2.7	1.8	310 / 4.9	5.9	6.2	A	WSBG-F
	WQFM-F	27 / 2.4	2.3	1.5	1.4	2.3	1.9	431 / 6.7	6.6	6.2	A	WQFM-F
14	WWSH-F	25 / 2.3	3.0	2.0	1.9	3.3	2.3	487 / 7.6	8.4	8.2	B	WWSH-F
15	WODE-F	20 / 1.8	1.8	1.0	1.5	1.0	1.5	286 / 4.5	4.6	3.3	B	WODE-F
16	WHLM-F	19 / 1.7	1.5	2.9	1.7	1.6	2.0	300 / 4.7	4.7	4.8	B	WHLM-F
17	WKAB-F	18 / 1.6	1.9	1.1	1.4	1.3	1.5	238 / 3.7	4.1	3.5	B	WKAB-F

12+ FM Share (Metro): 80.75 % ( 772 of 956 ) ( Summer 96: 80.65 % )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	Overnight
1 WBHT-F	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WGGY-F	1 WKRZ-F	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WMGS-F <
2 WKRZ-F >>	2 WZMT-F >	2 WEZX-F <	2 WEZX-F <	2 WMGS-F <	2 WKRZ-F <	2 WZMT-F	2 WGGY-F	2 WGGY-F	2 WGGY-F <	2 WGGY-F >
3 WEZX-F	3 WZMT-F <	3 WMGS-F <	3 WGGY-F <	3 WGGY-F <	3 WMGS-F >	3 WMGS-F	3 WMGS-F	3 WMGS-F >	3 WMGS-F	3 WKRZ-F
4 WGGY-F	4 WGGY-F	4 WGGY-F	4 WEZX-F	4 WEJL-AA	4 WGGY-F	4 WEZX-F	4 WEZX-F	4 WEZX-F	4 WBHT-F <	
5 WMGS-F <	WMGS-F >>	5 WZMT-F >>	5 WZMT-F >	WILK	5 WEZX-F	5 WILK <	5 WBHT-F <	5 WBHT-F <	5 WZMT-F	
6 WBHT-F			6 WSGD-F	6 WSGD-F <	6 WILK <	6 WZMT-F	6 WZMT-F	6 WZMT-F	6 WEJL-AA	
				7 WNAK <	7 WARM				7 WEZX-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 WKRZ-F >>	1 WKRZ-F >>	1 WKRZ-F >>	1 WKRZ-F >	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WZMT-F	1 WKRZ-F <	1 WEZX-F <
2 WSBG-F	2 WZMT-F	2 WZMT-F >	2 WMGS-F	2 WMGS-F >	2 WZMT-F >	2 WZMT-F	WKRZ-F <	2 WEZX-F	2 WKRZ-F >
3 WGGY-F	3 WGGY-F	3 WMGS-F	3 WGGY-F >	3 WGGY-F >	3 WEZX-F >>	3 WEZX-F >>	3 WEZX-F >>	3 WZMT-F >	3 WGGY-F
	WMGS-F	WBHT-F	4 WZMT-F	4 WZMT-F	4 WSBG-F	4 WGGY-F >	4 WGGY-F >	4 WGGY-F >	WZMT-F >
5 WBHT-F	5 WBHT-F >	WGGY-F	5 WSBG-F	5 WSGD-F	WBHT-F >	5 WSBG-F	5 WMGS-F >	5 WMGS-F >	5 WMGS-F
6 WZMT-F	6 WSBG-F	6 WEZX-F >	WBHT-F			WBHT-F			6 WSGD-F >
	7 WEZX-F					WMGS-F >>			

Other Rated Stations	Metro Share	Cume Rating
WAZL	T	1490 Hazellton 0.7 2.3
WEHR-F	AC	1460 Tunkhannock 0.8 2.0
WHCY-F	C	106.3 Blairstown, NJ 1.0 2.5
WICK	EZ	1400 Scranton 1.2 2.8
WJMW	ST	550 Bloomsburg 0.5 1.6
WKQV-F	T	95.7 Olyphant 0.4 1.0
WKXP-F	C	95.9 Benton 0.9 2.0
WPPO	AC	840 Stroudsburg 0.6 1.0
WWDL-F	SAC	104.9 Scranton 0.4 2.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WABC	T	770 New York 0.5 1.0
WAEB-F	CHR	104.1 Allentown 0.6 2.3
WCTO-F	C	96.1 Easton 1.0 2.2
WFMZ-F	SAC	100.7 Allentown 1.1 2.0
WILQ-F	C	105.1 Williamsport 0.7 1.7
WNNJ-F	AC	103.7 Newton, NJ 0.6 1.5
WRNJ-F	C	107.1 Belvidere 0.9 2.4
WZZO-F	AOR	95.1 Bethlehem 1.4 3.6



# WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue
<b>Citadel, pend.</b> WARM-AM, WAZL-AM, WMGS-FM, WCDL-AM, WDLS-FM, WEMR-FM, WEMR-AM, WZMT-FM, WSGD-FM	20.6 %	23.8 %	23.3 %
<b>Local</b> WWDL-FM, WYCK-AM, WICK-AM	1.5 %	1.0 %	%
<b>Shamrock</b> WEJL-AM, WBAX-AM, WQFM-FM, WEZX-FM	11.5 %	12.1 %	9.9 %
<b>Sinclair TV</b> WWSH-FM, WWFH-FM, WKRZ-FM, WKRF-FM, WGGY-FM, WGBI-AM, WILK-AM	27.9 %	28.2 %	39.3 %
	61.5 %	65.1 %	72.5 %

## AM Stations

Station	Freq	Power	Service	Market	Rate	Agency	Advertiser	Location
WARM	590	5 kw (DA-2)	Full Service	Westwd, Talknt	\$30.00	Eastman	Citadel	
WBAX	1240	1 kw	See WEJL					Wilkes Barre
WEJL	630	0.5 kw/32 w	Standards/Full Svc.	ABC, Westwd	\$<20.00	Christal	Shamrock	Scranton
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00	Katz	Sinclair TV	
WNAK	730	1 kw/12 w	Standards/Full Svc.	Westwd	\$24.00	K&P		Nanticoke

## FM Stations

Station	Freq	Power	Service	Market	Rate	Agency	Advertiser	Location
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman		Mountainlop
WDLS	93.7	1.5 kw @ 697	See WSGD-F					Dallas
WEZX	106.9	1.45 kw @ 617	AOR/Classic	ABC, Westwd	\$44.00	Christal	Shamrock	
WGGY	101.3	7 kw @ 1110	Country		\$59.00	Katz	Sinclair TV	
WHLM	106.5	36 kw @ 579	AC/CHR	Westwd	\$17.00	Banner		Bloomsburg
WKAB	103.5	4.1 kw @ 387	Oldies	ABC	\$ NA	Katz		Berwick
WKRF	107.9	5.7 kw @ 335	See WKRZ-F					Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$100.00	Katz	Sinclair TV	
WMGS	92.9	5.3 kw @ 1383	AC		\$60.00	Eastman	Citadel	
WQFM	92.1	0.76 kw @ 663	Oldies	Westwd	\$<20.00	Eastman	Shamrock	Nanticoke
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Nassau	Stroudsburg
WSGD	94.3	1.1 kw @ 771	Oldies	CBS, Westwd	\$<20.00	Roslin	Citadel, pend.	Carbondale
WWFH	103.1	1.4 kw @ 679	See WWSH-F				Sinclair TV	Freeland
WWSH	102.3	3 kw @ 72	Soft AC	JRN	\$<20.00	...	Sinclair TV	Pittston
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Citadel	Hazellon

Notes: 8/97 WEMR-AF sold to Citadel for \$1,000,000 . . . 9/97 WEMR-F changed from Classic Hits to simulcasting WBHT-F . . . 10/97 WKQV-F dropped simulcasting WARM to simulcast WZMT-F . . . 10/97 WCDL/WDLS-F/WSGD-F sold to Citadel for \$6,000,000

Jim Duncan

Comments: WKRZ-F is up to its highest share level in more than two years . . . WZMT-F is at its highest share ever

# YORK

**Arbitron Rank:** 103 Pop (12+): 377,300  
**MSA Rank:** 134  
**MSA Pop:** 445,000  
**DMA:** 44 (w/Harris., Lanc.)  
**Average Persons Rating:** 16.2  
**Market TSL in Hours:** 21.75

**Stations:** 39 / 11  
**Diaries:** 1,378/274 1/60.6%  
**Sample Target:** 1,380  
**% Below Line:** 45.9  
**% Not Listed:** 11.1  
**Pop per Station:** 34,300

**Last Year's Revenue:** \$15,100,000  
**Household Income:** \$42,800  
**Retail Dollars:** \$4.0 Bil  
**#1 Biller:** WARM-F \$5,100,000  
**#1 Billing Portfolio:** Susquehanna \$7,700,000

12+ Metro	Format	Summer 97 1/4 Share	Spg 97	Win 97	Fall 96	Sum 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Sum 96	Revenue Level
1	WARM-F	60 / 9.8	10.3	10.0	12.6	11.8	10.7	838 / 22.2	18.6	24.4	F WARM-F
2	WGTY-F	48 / 7.8	8.4	10.4	10.7	9.9	9.3	661 / 17.5	18.8	17.8	D WGTY-F
3	WYCR-F	42 / 6.9	6.0	6.3	4.9	5.4	6.0	821 / 21.8	20.3	20.0	C WYCR-F
4	WRKZ-F	41 / 6.7	5.7	5.4	6.4	5.4	6.0	573 / 15.2	14.1	14.2	WRKZ-F
5	WQXA-F	35 / 5.7	7.0	5.8	4.6	4.9	5.8	644 / 17.1	16.9	15.3	C WQXA-F
6	WROZ-F	34 / 5.5	4.8	4.8	4.1	4.9	4.8	500 / 13.2	13.4	13.0	WROZ-F
7	WSBA	24 / 3.9	5.6	4.6	5.1	5.7	4.8	467 / 12.4	15.4	13.3	D WSBA
	WEGK-F	24 / 3.9	3.2	5.3	3.2	4.5	3.9	445 / 11.8	11.0	14.4	B WEGK-F
9	WTPA-F	22 / 3.6	4.8	3.5	4.6	3.8	4.1	365 / 9.7	9.2	10.1	WTPA-F
10	WRVV-F	20 / 3.3	3.5	3.8	2.4	3.5	3.2	334 / 8.9	9.4	9.1	WRVV-F
11	WHP	16 / 2.6	1.9	3.1	3.0	2.1	2.7	269 / 7.1	5.6	6.0	WHP
12	WWKL-F	15 / 2.4	2.7	2.5	2.9	2.1	2.6	301 / 8.0	7.9	8.5	WWKL-F
13	WWMD-F	14 / 2.3	2.2	3.1	2.7	1.8	2.6	189 / 5.0	6.4	6.5	WWMD-F
14	WNNK-F	12 / 2.0	1.7	1.6	1.9	2.1	1.8	267 / 7.1	5.5	7.0	WNNK-F
	WDAC-F	12 / 2.0	1.3	2.3	1.9	1.6	1.9	152 / 4.0	3.9	4.0	WDAC-F

12+ FM Share (Metro): 85.32 % ( 465 of 545 ) ( Summer 96: 83.12 % )

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 WYCR-F <	1 WGTY-F
2 WQXA-F >>	2 WARM-F	2 WYCR-F	2 WROZ-F	2 WGTY-F <	2 WGTY-F	2 WQXA-F	2 WGTY-F <	2 WGTY-F <	2 WARM-F	2 WARM-F
3 WQXA-F	3 WRKZ-F <	3 WRKZ-F <	3 WRKZ-F <	3 WRKZ-F	3 WROZ-F	3 WGTY-F <	3 WRKZ-F	3 WYCR-F	3 WGTY-F	3 WYCR-F
4 WTPA-F <	4 WGTY-F	4 WRKZ-F <	4 WROZ-F <	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WYCR-F	4 WRKZ-F	4 WEGK-F	4 WRKZ-F
5 WRKZ-F	5 WQXA-F <	5 WQXA-F	5 WYCR-F <	5 WYCR-F <	5 WSBA >	5 WYCR-F	5 WROZ-F	5 WROZ-F	5 WRKZ-F	5 WQXA-F
6 WEGK-F <	6 WROZ-F <	6 WGTY-F	6 WQXA-F	6 WQXA-F	6 WWMO-F	6 WSBA <	6 WQXA-F	6 WEGK-F <	6 WQXA-F <	6 WQXA-F <
7 WGTY-F	7 WEGK-F <	7 WTPA-F <	7 WEGK-F	7 WEGK-F	7 WHP <	7 WROZ-F >	7 WSBA <	7 WQXA-F <	7 WROZ-F	7 WROZ-F
	8 WTPA-F	8 WTPA-F	8 WRVV-F >	9 WRVV-F	9 WYCR-F	8 WTPA-F <	8 WTPA-F	8 WTPA-F	8 WTPA-F	8 WTPA-F
						9 WRVV-F <	9 WEGK-F <	9 WRVV-F	9 WSBA	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WARM-F >	1 WARM-F	1 WYCR-F	1 WARM-F >	1 WARM-F >	1 WEGK-F	1 WQXA-F	1 WQXA-F	1 WQXA-F	1 WQXA-F <
2 WYCR-F	2 WYCR-F >	2 WARM-F	2 WYCR-F	2 WROZ-F	2 WYCR-F	2 WEGK-F	2 WTPA-F >	2 WEGK-F	2 WTPA-F
3 WRKZ-F >	3 WRKZ-F	3 WRVV-F	3 WROZ-F	3 WYCR-F	3 WQXA-F	3 WTPA-F <	3 WEGK-F	3 WTPA-F	3 WEGK-F
4 WQXA-F >>	4 WROZ-F	4 WROZ-F >	4 WRKZ-F	4 WRKZ-F	4 WARM-F	4 WYCR-F	4 WYCR-F	4 WGTY-F <	4 WGTY-F <
5 WRVV-F	5 WGTY-F	5 WGTY-F	5 WGTY-F >	5 WGTY-F >>	5 WGTY-F >	5 WGTY-F	5 WRKZ-F	5 WRKZ-F <	5 WRKZ-F <
6 WQXA-F	6 WRKZ-F	6 WRVV-F	6 WRVV-F	6 WWKL-F	6 WQXA-F	6 WRKZ-F	6 WGTY-F	6 WYCR-F <	6 WRVV-F <
	7 WGTY-F	7 WRBT-F	7 WQXA-F	7 WRVV-F	7 WARM-F	7 WARM-F	7 WRVV-F	7 WARM-F	7 WARM-F
	8 WLAN-F	8 WLAN-F >	8 WNNK-F		8 WIYY-F	8 WIYY-F >>	8 WRVV-F >	8 WRVV-F >	8 WYCR-F
									9 WROZ-F

Consolidation Report	12+	25-54	Revenue
Citadel WQXA-FM, WQXA-AM, WRKZ-FM	13.9 %	13.3 %	%
Hall (semi-duop) WEGK-FM, WROZ-FM	9.4 %	12.0 %	%
	23.3 %	25.3 %	%

# YORK

Other Rated Stations			Metro Cume Share Rating		Other Rated Stations--Outside Market				Metro Cume Share Rating	
WGCB-F	REL	96.1 Red Lion	0.7	1.7	WBAL	N/T	1090	Baltimore	1.1	3.4
WGET	T	1320 Gettysburg	0.7	2.5	WCBM	T	680	Baltimore	0.3	0.9
WHVR	ST	1280 Hanover	1.3	3.9	WERQ-F	Bi/CHR	92.3	Baltimore	0.3	1.8
WOYK	C	1350 York	1.0	3.4	WFRE-F	C	99.9	Frederick	0.3	2.8
WQXA	ST	1250 York	1.5	2.8	WGRX-F	C	100.7	Westminster	1.8	6.6
					WHFS-F	AOR-NR	99.1	Annapolis	0.3	1.5
					WHYL	ST	960	Carlisle	0.7	1.2
					WIOV-F	C	105.1	Ephrata	1.1	4.4
					WIYY-F	AOR	97.9	Baltimore	1.3	4.1
					WLAN-F	CHR	96.9	Lancaster	1.6	9.4
					WLIF-F	SAC	101.9	Baltimore	1.1	1.6
					WNCE-F	EZ/ST	101.3	Lancaster	0.3	1.1
					WOCT-F	CL HITS	104.3	Baltimore	0.8	1.7
					WPOC-F	C	93.1	Baltimore	1.0	3.4
					WQSR-F	O	105.7	Baltimore	0.3	1.2
					WRBT-F	C	94.9	Harrisburg	1.1	4.7
					WWDC-F	AOR	101.1	Washington	0.5	0.9
					WWMX-F	AC	106.5	Baltimore	0.7	1.5
					WXYV-F	CHR	102.7	Baltimore	0.7	2.2

### AM Stations

WGET	1320	1 kw/0.5 kw (DA-2)	Full Service	Westwd, CBS, 1/1	\$15.00	Eastman	WGTY	Gettysburg
WHVR	1280	5 kw/0.5 kw (DA-2)	Standards	Westwd	\$13.00	D&R	WYCR	Hanover
WOYK	1350	5 kw/1 kw (DA-N)	Classic Country	Westwd	\$12.00	Mc-Guild		
WQXA	1250	1 kw/0.033 kw	Standards	CBS	\$ NA	D&R	Citadel	
WSBA	910	5 kw/1 kw (DA-2)	Full Service		\$52.00	Eastman	Susquehanna	

### FM Stations

WARM	103.3	6.4 kw @ 1305	AC		\$105.00	Eastman	Susquehanna	
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source	\$28.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Eastman		Gettysburg
WQXA	105.7	25 kw @ 705	AOR-New Rock		\$27.00	Mc-Guild	Citadel	
WYCR	98.5	10.5 kw @ 928	CHR		\$40.00	Allied	WHVR	Hanover

Notes: Other ranked stations -- See Harrisburg or Baltimore, Lancaster (in the Spring 1997 American Radio) or Hagerstown (in the 1997 American Radio Small Market edition) . . . No revenue shares are available for the Consolidation Report due to overlap with Harrisburg and Lancaster . . . 10/97 WQXA-F changed from New Rock to AOR

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