

AMERICAN RADIO

Small Market Ratings Report
Fall 1997

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DUNCAN'S AMERICAN RADIO

SHREVEPORT

AM Stations

KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARLN	\$24.00	KatZ	KVKI-F, etc.
KOKA	980	5 kw/0.08 kw	Gospel/black	AURN, Westwd	\$20.00	K&P	KDS-F
KWKH	1130	50 kw (DA-N)	Sports	Westwd	\$ NA	KatZ	KVKI-F, etc.

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	KVKI-F, etc.
KTLK	92.1	6 kw @ 325	Oldies	ABC	\$20.00	K&P	Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd, ABC	\$36.00	Mc-Guild	Sunburst
KRMD	101.1	100 kw @ 1118	Country	Westwd	\$68.00	Eastman	Capstar
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	KatZ	KVKI-F, etc.
KSYR	95.7	50 kw @ 469	AC	—	\$ NA	—	KASO
KYAL	98.1	100 kw @ 1361	AOR	—	\$25.00	Banner	Minden
KTUX	98.9	100 kw @ 178	AOR-New Rock	—	\$20.00	Banner	Texarkana
KVKI	96.5	100 kw @ 797	AC	—	\$46.00	K&P	Carthage, TX

Notes: * KOKA revenue includes that of KFLC . . . 3/98 KASO (1240; Minden) changed from AC to Jones Radio Networks' Standards format . . . 4/98 KMJ-J-F sold by Sunburst to Capstar for \$5,575,000

Jim Duncan
Comments: Listening levels have declined moderately

FORMAT CODES

AC	-	Adult Contemporary
AC-NR	-	Modern AC
AOR	-	Album Oriented Rock
AOR-NR	-	New Rock
AOR-P	-	Progressive AOR
B	-	Black (audience 75%+ Black)
BAC	-	Black Adult Contemporary
B/O	-	Black Oldies
BIZ N	-	Business News
C	-	Country
C/O	-	Classic Country
CHR	-	Contemporary Hit Radio, Top 40, Contemporary
CL	-	Classical
CL AOR	-	Classic AOR, Classic Rock
CL HITS	-	Classic Hits/70's Oldies
E	-	Ethnic (usually Foreign Language)
EZ	-	Easy Listening, Beautiful Music
FS	-	Full Service
G	-	Gospel (B/G is Black Gospel)
J	-	Jazz and New Adult Contemporary
N	-	News
O	-	Oldies
REL	-	Religion, Christian
REL-CC	-	Contemporary Christian
SAC	-	Soft Adult Contemporary
SP	-	Hispanic/Spanish
SP-C	-	Hispanic Contemporary
SP-NT	-	Hispanic News/Talk/Information
SP-R	-	Hispanic-Regional
SP-TP	-	Hispanic-Tropical
SP-VA	-	Hispanic Variety
SP-TJ	-	Tejano
SPTS	-	Sports
ST	-	Standards, Big Band, Nostalgia
T	-	Talk
U	-	Urban (majority of audience is non-white)
VA	-	Variety
?	-	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
C	-	\$1,000,000 to \$1,999,999
G	-	\$5,000,000 to \$6,999,999
K	-	\$20,000,000 +
F	-	\$4,000,000 to \$4,999,999
J	-	\$15,000,000 to \$19,999,999
H	-	\$7,000,000 to \$9,999,999
D	-	\$2,000,000 to \$2,999,999

SHREVEPORT

Arbitron Rank: 129 Pop (12+):	306,400	Stations:	16 / 16
MSA Rank:	129	Dialtes:	905/339:1/49.9%
MSA Pop:	380,000	Sample Target:	940
DMA:	76	% Below Line:	0.0
Average Persons Rating:	15.3	% Not Listed:	10.7
Market TSL in Hours:	20.50	Pop per Station:	19,150
Capstar (pending) \$5,460,000			
Last Year's Revenue: \$13,000,000			
Household Income: \$34,637			
Total Retail Sales: \$3.8 Bil.			
#1 Biller: KRMD-AF \$3,900,000			
#1 Billing Portfolio:			
Revenue Level			

12+ Metro	Format	Winter 98	1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro	Cume / Rtg.	Fall 97	Win 97	Revenue Level
1 KMJF	B	68 / 14.5	17.1	16.9	15.9	13.6	16.1	749 / 24.4	26.3	23.2	26.3	23.2	C KMJF
2 KRMD-F	C	52 / 11.1	13.6	16.2	12.4	11.5	13.1	637 / 20.8	25.9	24.8	25.9	24.8	E KRMD-F
3 KDKS-F	B	45 / 9.6	7.5	8.5	9.1	8.9	8.7	606 / 19.8	18.6	17.3	18.6	17.3	B KDKS-F
KRUF-F	CHR	45 / 9.6	7.9	7.9	10.7	8.3	8.3	685 / 22.4	20.2	20.0	20.2	20.0	B KRUF-F
5 KITT-F	C	36 / 7.7	6.8	5.5	4.1	6.6	6.0	408 / 13.3	14.2	15.6	14.2	15.6	B KITT-F
6 KVKI-F	AC	34 / 7.3	8.3	8.5	10.3	10.3	8.6	567 / 18.5	20.1	23.0	20.1	23.0	D KVKI-F
KEEL	T	34 / 7.3	6.6	5.9	5.8	6.8	6.4	372 / 12.1	11.4	13.3	11.4	13.3	B KEEL
8 KOKA	G/B	19 / 4.1	6.8	4.9	6.4	6.4	5.5	238 / 7.8	8.7	12.2	8.7	12.2	A- KOKA
9 KTAL-F	AOR	17 / 3.6	3.9	3.7	3.3	3.6	3.6	273 / 8.9	11.2	10.3	11.2	10.3	B KTAL-F
10 KTUX-F	AOR-NR	16 / 3.4	4.2	4.3	3.5	2.9	3.9	302 / 9.8	9.4	8.8	9.4	8.8	B KTUX-F
11 KTLK-F	O	15 / 3.2	2.6	3.7	5.2	3.3	3.7	315 / 10.3	9.5	9.6	9.5	9.6	A KTLK-F
12 KSYR-F	AC	14 / 3.0	2.2	2.6	2.7	3.1	2.6	241 / 7.9	8.6	11.1	8.6	11.1	A KSYR-F
13 KWKH	SPRIS	13 / 2.8	2.2	2.6	2.7	3.1	2.6	235 / 7.7	8.6	11.1	8.6	11.1	A KWKH

12+ FM Share (Metro): 81.82% (342 of 418) (Winter 97: 79.18%)

Teens	18-24	18-34	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovnlite
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
KRUF-F >>	2 KRUF-F >	2 KDKS-F	2 KDKS-F	2 KRMD-F	2 KRMD-F	2 KDKS-F	2 KEEL	2 KMJF-F	2 KDKS-F	2 KRMD-F	2 KDKS-F	1 KMJF >
3 KDKS-F >	3 KDKS-F	3 KRMD-F	3 KRMD-F	3 KRUF-F	3 KRUF-F	3 KDKS-F	3 KMJF-F	3 KDKS-F	3 KDKS-F	3 KRUF-F	3 KRMD-F	3 KRMD-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTUX-F	5 KTUX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTKX-F	5 KTKX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >>	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTKX-F	5 KTKX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTKX-F	5 KTKX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTKX-F	5 KTKX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTKX-F	5 KTKX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL
1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF	1 KMJF
2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >	2 KRUF-F >
3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F	3 KDKS-F
4 KITT-F	4 KITT-F	4 KRUF-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KITT-F	4 KVKI-F	4 KEEL	4 KMJF-F	4 KDKS-F	4 KITT-F	4 KRUF-F
5 KTKX-F	5 KTKX-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KDKS-F	6 KVKI-F	6 KVKI-F	6 KRUF-F	6 KVKI-F	6 KVKI-F	6 KOKA
6 KVKI-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KRUF-F >	6 KITT-F	7 KITT-F	7 KITT-F	7 KDKS-F	7 KDKS-F	7 KEEL

Capstar, pend.	26.5 %	26.4 %	42.0 %
Local - 1	34.7 %	34.3 %	36.5 %
Local - 2	17.5 %	19.7 %	12.5 %
Consolidation Report	12+	25-54	Revenue

AMERICAN RADIO

SMALL MARKET RATINGS REPORT FALL 1997

Arbitron Rating Period: 18 September-10 December 1997

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INTRODUCTION

We are pleased to present the first Fall edition of the AMERICAN RADIO SMALL MARKET RATINGS REPORT. This book complements AMERICAN RADIO by providing expanded coverage of nearly 100 smaller U.S. radio markets.

Arbitron's Condensed reports differ greatly from their Standard market reports. Much of the data available in the standard report is not available in the condensed. However, we provide as much data as the condensed report offers. The data for each station is read from left to right across the page. The methodology is the same as in any AMERICAN RADIO

We strongly urge you (especially new subscribers/clients) 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 and our call back to you are part of the subscription price. Also, we always enjoy talking about AMERICAN RADIO. Thom Moon or I can be reached at the following address:

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Every effort has been made to make this book accurate as possible. However, we are responsible for errors only to the extent subscribers will be notified if such action is justified. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

Release of the Arbitron market reports began on 9 January and was completed 6 February. Compilation of this edition was completed 3 March 1998. Any corrections made by Arbitron to earlier published reports are included if they were received before 3 March 1998.

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

Thank you for your continued support of our efforts.

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton

Thom Moon

Jim Nolan

Margot Ayers

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Albany, GA	Grand Forks, ND-MN	Owensboro, KY
Alexandria, LA	Grand Junction, CO	Palm Springs, CA
Amarillo, TX	Great Falls, MT	Panama City, FL
Augusta-Waterville, ME	Hagerstown-Chambersburg- Waynesboro, MD-PA	Parkersburg-Marietta, WV-OH
Bangor, ME	Harrisonburg, VA	Poughkeepsie, NY
Battle Creek, MI	Ithaca, NY	Rapid City, SD
Beaumont-Port Arthur, TX	Jackson, TN	Reading, PA
Beckley, WV	Joplin, MO	Redding, CA
Billings, MT		St. Cloud, MN
Biloxi-Gulfport-Pascagoula, MS	Killeen-Temple, TX	San Angelo, TX
Bismarck, ND	La Crosse, WI	San Luis Obispo, CA
Blacksburg-Christiansburg, VA	Lake Charles, LA	Santa Barbara, CA
Bryan-College Station, TX	Laredo, TX	Santa Fe, NM
Burlington, VT	Laurel-Hattiesburg, MS	Santa Maria-Lompoc, CA
Cape Cod, MA	Lawton, OK	Sioux City, IA
Casper, WY	Lewiston-Auburn, ME	Springfield, IL
Champaign, IL	Lima, OH	Stamford-Norwalk, CT
Charlottesville, VA	Marion-Carbondale (Southern IL)	State College, PA
Cheyenne, WY	Medford-Ashland, OR	Texarkana, TX-AR
Chico, CA	Merced, CA	Trenton, NJ
Columbia, MO	Meridian, MS	Tri-Cities, WA (Richland- Kennewick-Pasco)
Cookeville, TN	Monroe, LA	Tupelo, MS
Danbury, CT	Morgantown-Clarksburg- Fairmont, WV	Tuscaloosa, AL
Danville, IL	Morristown, NJ	Tyler-Longview, TX
Dothan, AL	Myrtle Beach, SC	Waco, TX
Dubuque, IA	New Bedford-Fall River, MA	Waterbury, CT
Eau Claire, WI	New London, CT	Watertown, NY
Elmira-Corning, NY	Newburgh-Middletown (Mid- Hudson Valley)	Wausau-Stevens Point, WI
Fayetteville (NW Arkansas)		
Florence, SC	Northwest Michigan (Traverse City-Petoskey-Charlevoix)	Wichita Falls, TX
Ft. Collins-Greeley, CO		Williamsport, PA
Ft. Smith, AR		Winchester, VA
Ft. Walton Beach		Yakima, WA

LEADING STATIONS IN ARBITRON CONDENSED MARKETS

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1	WFRY-F	Watertown, NY	31.2	Country	Forever
2	WJIZ-F	Albany, GA	28.6	Black	Peterson
3	WBKR-F	Owensboro, KY	28.5	Country	Brill
4	KYKZ-F	Lake Charles, LA	26.8	Country	Sunburst
5	WGSQ-F	Cookeville, TN	26.6	Country	Clear Channel
6	WJLS-F	Beckley, WV	26.5	Country	
7	WILQ-F	Williamsport, PA	25.8	Country	SabreCom
8	KCTR-F	Billings, MT	22.9	Country	Citadel
9	WOKK-F	Meridian, MS	22.1	Country	New South
10	KNEX-F	Laredo, TX	21.3	Hispanic	
	WKKW-F	Morgantown-Clarksburg	21.3	Country	
12	WKSJ-F	Williamsport, PA	20.8	AC	Dame
13	KKYR-F	Texarkana, TX-AR	20.6	Country	Capstar
14	KLAW-F	Lawton, OK	20.5	Country	Capstar
15	KEAN-F	Abilene, TX	20.4	Country	Sunburst, pend.
16	WUSQ-F	Winchester, VA	20.3	Country	Capstar
17	WAXX-F	Eau Claire, WI	20.2	Country	Nelson
18	WBBN-F	Laurel-Hattiesburg, MS	20.0	Country	
19	WZWW-F	State College, PA	19.8	AC	Talleyrand
20	KOLZ-F	Cheyenne, WY	19.7	Country	Jacor
21	WYXL-F	Ithaca, NY	19.6	AC	
22	WIXY-F	Champaign, IL	18.5	Country	Saga
23	WFKX-F	Jackson, TN	18.4	Black	
	KIXY-F	San Angelo, TX	18.4	CHR	
25	WQCB-F	Bangor, ME	18.3	Country	Cumulus, pend.
26	KMON-F	Great Falls, MT	18.2	Country	
27	KEKB-F	Grand Junction, CO	18.1	Country	Cumulus, pend.
28	WIZM-F	La Crosse, WI	17.9	CHR	Midwest Family
29	KQLT-F	Casper, WY	17.8	Country	
	WDDD-F	Marion-Carbondale (So. IL)	17.8	Country	Cumulus, pend.

Source: Respective market Arbitrons, 12+ metro average persons shares, Mon-Sun, 6 AM-Midnight

INDIVIDUAL MARKET REPORTS

Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages carefully. We have made numerous changes and additions to the American Radio Small Market Edition. 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 Abilene, TX from Fall 1997 as an example, starting at the top left of the report:

Arbitron Rank: 224 **Pop (12+):** 123,40
Market TSL in Hours: 21.00
Average Persons Ratings: 15.5

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (224 in this case) is Abilene's ranking among the 269 Arbitron radio markets.

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 21.00 hours listening to radio over the broadcast week (Mon-Sun, 6 AM-Midnight).

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 broadcast week. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

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

Stations: 14 / 13
Diaries 415/ 297:1/46.4%
Sample Target: 370

There were 14 stations listed in the Abilene Arbitron market report. Of those 14, 13 were home to the Arbitron metro survey area – listed "above the line." Thus, one station listed is licensed to cities outside the metro, but it still accumulated enough listening within the Abilene 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.

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

297:1 – an approximate "persons per diary" value: in the metro, the average diary represents 297 persons 12+ (generally, the lower the number, the better)

46.4% – 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 40%) in response to broadcasters' concerns over unstable results.

Next, we'll move to the top right column:

% Below Line: 2.1
% Not Listed: 22.5
Total Retail Sales: \$1.33 Bil.

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 stations 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."

Total Retail Sales is the estimate for the market – in this case, \$1.33 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1996.

The next section is the trended 12+ information:

12+ Metro	Format	Fall 97 % Share	Spg 97	Fall 96	Spg 96	Fall 97	12+ Metro Cume /Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	KEAN-F
1	KEAN-F	C	39 / 20.4	24.9		24.6	431 / 34.9	44.4		58 / 606	

All the figures in this section are based upon the 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
AOR	-	Album Oriented Rock (may have suffixes: NR - New Rock; P - Progressive/Alternative; JCL - programs a high % of Classic AOR)
B	-	Black (audience is 75% or more Black)
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 (usually Foreign Language)
EZ	-	Easy Listening, Beautiful Music
G	-	Gospel
J	-	Jazz, New Adult Contemporary
N	-	News
O	-	50's/60's Oldies
REL	-	Religion, Christian, Christian music (Including Contemporary Christian)
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, KEAN-F has 39(00) listeners per average quarter hour in the metro. This gives it a 20.4 share of audience during the latest survey period. Historical shares follow.

Next is the metro cume (cumulative) audience, followed by the station's cume rating (cume audience expressed as a percentage of 12+ population). KEAN-F has 431(00) cume listeners 12+, which gives it a 34.9 cume rating. The historical cume ratings accompany the current rate. Finally, we have added Total Survey Area (TSA) average quarter-hour (AQH) and cume persons. In some cases, a market may not have a TSA; if that's the case, the TSA columns will be blank.

Then, there's a line by itself:

12 + FM Share (Metro): 88.51% (131 of 148) (Fall 96: NA)

These figures show how much of the market's listening goes to FM stations. They are calculated by adding up the Mon-Sun, 6 AM-12 Mid quarter-hour audience estimates for all 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 10 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:

18-34:	Adults 18-34, Mon-Sun, 6 AM-12 Mid
18-49:	Adults 18-49, 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
Men 25-54:	Men 25-54, Mon-Sun, 6 AM-12 Mid
Wom 25-54:	Women 25-54, 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
12+ Wknd:	Total persons 12+, Sat-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. 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.

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

KMPC	1560	0.5 kw (DA, Days)	Standards	—	KEYJ-F/KORQ-F
KBCY	99.7	100 kw @ 744	Country	ABC	Eastman KCDD-F Tye

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, KMPC operates on 1560 with 0.5 kw (500 watts), Daytime only, with a directional antenna. 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)

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

ABC	ABC (includes former SMN)	Source	Westwood One Source
AP	Associated Press Radio	SRN	Salem Radio Network
AURN	American Urban Radio	Talknt, Tlknt	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
JRN	Jones Radio Networks	USA	USA Radio
SBUSA	Sports Byline USA	Westwd, WW1	Westwood One
		1-on-1, 1/1	One-on-One Sports Radio

Following network affiliation are the station's national sales representative firm (if any), the station's group ownership or co-owned stations in the market(if any) and its city of license if that town is 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 be completed.

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

In the case of the FM, KBCY 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.

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

ABILENE, TX

Arbitron Rank: 224 **Pop (12+)** 123,400 **Stations:** 14 / 13 **% Below Line:** 2.1
Market TSL In Hours: 21.00 **Diaries:** 415/297:1/46.4% **% Not Listed:** 22.5
Average Person Rating: 15.5 **Sample Target:** 370 **Total Retail Sales:** \$1.33 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KEAN-F	C	39 / 20.4	24.9		24.6	431 / 34.9	44.4		58 / 606	KEAN-F
2	KCDD-F	CHR	22 / 11.5	15.2		12.0	305 / 24.7	29.6		33 / 508	KCDD-F
3	KHXS-F	CL AOR	18 / 9.4	3.0		4.2	189 / 15.3	9.6		18 / 191	KHXS-F
4	KEYJ-F	AOR	17 / 8.9	14.7		12.6	158 / 12.6	18.4		24 / 233	KEYJ-F
5	KBCY-F	C	11 / 5.8	5.1		5.8	155 / 12.6	18.0		19 / 259	KBCY-F
6	KORQ-F	AC	9 / 4.7	6.1		5.8	141 / 11.4	16.6		10 / 164	KORQ-F
7	KKHR-F	SP	8 / 4.2	2.0		2.1	104 / 8.5	4.7		10 / 131	KKHR-F
8	KFQX-F	CHR	6 / 3.1	1.5		2.6	151 / 12.2	8.7		8 / 201	KFQX-F
9	KMPC	ST	5 / 2.6				46 / 3.7			5 / 46	KMPC

12+ FM Share (Metro): 88.51 % (131 of 148) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KEYJ-F	1 KEAN-F >	1 KEAN-F >	1 KEAN-F >>	1 KEAN-F >>	1 KHXS-F	1 KEAN-F >>	1 KEAN-F >>	1 KEAN-F >	1 KCDD-F	1 KEAN-F >
2 KCDD-F	2 KHXS-F	2 KHXS-F >	2 KHXS-F	2 KORQ-F	2 KEAN-F >	2 KCDD-F	2 KHXS-F	2 KCDD-F <	2 KEAN-F	2 KCDD-F
3 KHXS-F	3 KEYJ-F	3 KEYJ-F	KBCY-F	KCDD-F	3 KEYJ-F >	3 KHXS-F	3 KEYJ-F <	3 KEYJ-F <	3 KEYJ-F >>	3 KHXS-F >
4 KEAN-F >>	4 KCDD-F >	KCDD-F >	4 KORQ-F	4 KKHR-F	4 KCDD-F >	4 KEYJ-F >	4 KCDD-F	4 KHXS-F >	4 KKHR-F	4 KEYJ-F
5 KFQX-F	5 KORQ-F	5 KKHR-F	5 KMPC	KBCY-F >	5 KKHR-F	5 KBCY-F	5 KBCY-F	5 KBCY-F	5 KBCY-F	5 KKHR-F
		KBCY-F		6 KHXS-F	KBCY-F >	6 KORQ-F <	6 KORQ-F >	6 KORQ-F	KFQX-F	6 KBCY-F
				KEYJ-F >>		7 KKHR-F		KBCY-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBBA	SP	1470	Abilene	0.5 2.1 2 33
KEAN	SPRTS	1280	Abilene	2.1 7.0 4 95
KVRP-F	C	95.5	Haskell	0.5 3.1 10 144
KYYD	EZ	1340	Abilene	1.6 7.0 3 98

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBAP	FS/T	820	Ft. Worth	2.1 3.0 8 88

AM Stations

KMPC	1560	0.5 kw (DA, Days)	Standards	—	KEYJ-F/KORQ-F
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FM Stations

KBCY	99.7	100 kw @ 744	Country	ABC	Eastman	Cumulus, pend.	Tye
KCDD	103.7	98 kw @ 984	CHR		Katz	Cumulus, pend.	Hamlin
KEAN	105.1	100 kw @ 810	Country	ABC	Mc-Guild	Sunburst, pend.	
KEYJ	107.9	100 kw @ 670	AOR		Allied	KORQ-F/KMPC	
KFQX	102.7	66 kw @ 1148	CHR		Allied		Merkel
KHXS	106.3	4.3 kw @ 200	Classic AOR	ABC, CNN, TARN	—		
KKHR	98.1	50 kw @ 292	Hispanic	SRN	Katz		Anson
KORQ	100.7	100 kw @ 1279	AC	Westwd, CNN, ABC	Allied	KMPC/KEYJ-F	

Notes: This is Abilene's first Fall Arbitron . . . 10/97 KCWS-F changed from Country to CHR as KFQX-F ("Fox 102.7") . . . 11/97 KROW-F (92.5; Abilene) came on the air playing Classic Hits . . . 11/97 KBCY-F/KCDD-F sold to Cumulus for \$1,812,000; Cumulus also purchased KBCY/KCDD's option to purchase KHXS-F for \$375,000 (Fischer) . . . 12/97 KEAN-F sold by SunGroup to Sunburst for \$_____

ALBANY, GA

Arbitron Rank: 246	Pop (12+): 94,900	Stations: 13 / 12	% Below Line: 0.8
Market TSL In Hours: 19.00		Diaries: 380/250:1/48.1%	% Not Listed: 7.9
Average Person Rating: 13.3		Sample Target: 300	Total Retail Sales: \$1.09 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WJIZ-F	B	36 / 28.6	30.3		29.0	382 / 40.3	36.4		96 / 1070	WJIZ-F
2	WKAK-F	C	14 / 11.1	7.6		8.7	168 / 17.7	19.4		17 / 274	WKAK-F
3	WQVE-F	B/A/C	13 / 10.3	11.4		5.8	191 / 20.1	19.5		23 / 312	WQVE-F
4	WGPC-AF	ST	10 / 7.9	5.3		5.8	150 / 15.8	13.1		34 / 406	WGPC-AF
5	WOBB-F	C	9 / 7.2	4.5		5.1	135 / 14.2	13.9		55 / 679	WOBB-F
	WJYZ	B/G	9 / 7.2	8.3		8.0	141 / 14.8	13.7		10 / 166	WJYZ
7	WJAD-F	CL AOR	7 / 5.6	9.1		4.3	125 / 13.2	16.1		16 / 333	WJAD-F
8	WMGR-F	AC	6 / 4.8	5.3		6.5	153 / 16.1	17.0		31 / 632	WMGR-F
9	WEGC-F	O	5 / 4.0	3.0		5.1	84 / 8.9	6.2		6 / 113	WEGC-F

12+ FM Share (Metro): 86.21 % (100 of 116) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>
2 WQVE-F	2 WQVE-F	2 WQVE-F >	2 WQVE-F	2 WQVE-F	2 WQVE-F	2 WKAK-F <	2 WKAK-F	2 WQVE-F	2 WQVE-F >>	2 WJYZ
WJAD-F	3 WKAK-F >	3 WKAK-F	WGPC-AF	3 WKAK-F	3 WKAK-F >	3 WQVE-F	3 WJYZ <	WKAK-F	3 WKAK-F	WGPC-AF <
4 WOBB-F	4 WOBB-F	4 WJYZ	4 WKAK-F	WJYZ	4 WJYZ	4 WJYZ	4 WGPC-AF <	4 WGPC-AF <	4 WGPC-AF	4 WQVE-F
WKAK-F >	WJYZ	WJAD-F	5 WJYZ >	WJAD-F >	WJAD-F	5 WOBB-F	5 WQVE-F	5 WOBB-F >		WKAK-F
	WJAD-F				WEGC-F >	WJAD-F >	WOBB-F >			6 WOBB-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WALG	T	1590	Albany	3.2	5.6	4 62	WDEC-F	CHR/VAC	94.7	Americus	0.8	3.5	2 132
WANL	REL	1250	Albany	1.6	3.3	3 41							

AM Stations

WALG	1590	5 kw/1 kw (DA-2)	Talk	ABC, Westwd, 1/1	Eastman	K-Country
WGPC	1450	1 kw	See WGPC-F			

FM Stations

WEGC	107.7	11.5 kw @ 312	Oldies	Westwd, JSN	—	K-Country	Sasser
WGPC	104.5	43 kw @ 141	Standards	CBS	—		
WJAD	103.5	12.4 kw @ 462	Classic AOR	Westwd	—	K-Country	Leesburg
WJIZ	96.3	100 kw @ 470	Black	CBS	Mc-Guild	Peterson	
WKAK	101.7	3 kw @ 300	Country	ABC	Eastman	K-Country	
WMGR	97.3	100 kw @ 1000	AC	Westwd	Banner	Peterson	Bainbridge
WOBB	100.3	100 kw @ 1004	Country	Westwd	Regional	Peterson	Tifton
WQVE	105.5	6 kw @ 300	Black AC	ABC	Regional		Camilla

Notes: This is Albany's first Fall Arbitron

ALEXANDRIA, LA

Arbitron Rank: 200 Pop (12+) 150,900	Stations: 18 / 13	% Below Line: 5.3
Market TSL in Hours: 20.50	Diaries: 590/256:1/47.2%	% Not Listed: 12.4
Average Person Rating: 15.0	Sample Target: 550	Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Fall 97		Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA	
		1/4	Share								AQH / Cume	
1	KBCE-F	B	38 / 16.8	14.9		13.1		283 / 18.8	21.1		42 / 367	KBCE-F
2	KRRV-F	C	30 / 13.3	14.4		18.1		426 / 28.2	31.3		46 / 775	KRRV-F
3	KQID-F	CHR	25 / 11.1	7.7		8.0		348 / 23.1	18.6		47 / 726	KQID-F
4	KLAA-F	C	18 / 8.0	5.1		3.4		240 / 15.9	13.7		26 / 396	KLAA-F
5	KZMZ-F	AOR	17 / 7.5	6.7		8.0		234 / 15.5	15.6		22 / 452	KZMZ-F
6	KKST-F	AC	14 / 6.2	6.7		3.8		230 / 15.2	15.4		22 / 372	KKST-F
7	KEZP-F	O	13 / 5.8	5.1		5.9		197 / 13.0	10.9		14 / 212	KEZP-F
8	KLBG	B/G	10 / 4.4	4.6		5.5		138 / 9.1	8.5		11 / 150	KLBG
9	KSYL	T	8 / 2.7	1.5		2.1		86 / 5.7	4.6		6 / 86	KSYL
	KAPB-F	C	6 / 2.7	3.1		3.0		105 / 7.0	6.3		6 / 105	KAPB-F

12+ FM Share (Metro): 90.40 % (179 of 198) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRRV-F	1 KBCE-F	1 KBCE-F	1 KBCE-F	1 KBCE-F >	1 KZMZ-F <	1 KBCE-F	1 KRRV-F <	1 KBCE-F	1 KBCE-F <	1 KBCE-F >
KQID-F <	2 KRRV-F	2 KRRV-F	2 KRRV-F	2 KRRV-F	2 KRRV-F	2 KRRV-F >	2 KBCE-F >	2 KQID-F <	2 KQID-F >	2 KRRV-F
3 KZMZ-F <	3 KZMZ-F <	3 KZMZ-F	3 KEZP-F	KKST-F	3 KLAA-F	3 KQID-F	3 KLAA-F <	3 KRRV-F	3 KKST-F	3 KQID-F >
4 KBCE-F	4 KQID-F <	4 KLAA-F <	4 KLAA-F	KQID-F >	4 KBCE-F	4 KZMZ-F <	4 KZMZ-F	4 KLAA-F	KRRV-F >>	4 KLAA-F
5 KLAA-F	5 KLAA-F >	5 KQID-F	5 KQID-F	5 KLBG	5 KEZP-F >	5 KLAA-F <	5 KQID-F	5 KZMZ-F >		5 KZMZ-F
		6 KEZP-F	6 KKST-F	6 KLAA-F	6 KLAA-F	6 KEZP-F >	6 KEZP-F <	6 KEZP-F <		6 KEZP-F <
				KEZP-F >>			7 KSYL	7 KKST-F <		7 KKST-F <
										KLBG
										KKST-F
										KEZP-F >>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFAD-F	AC	93.9	Alexandria	1.3	4.9	3	81	KBON-F	?	101.1	Mamou, LA	1.8	2.2	7	79
KLIL-F	O	92.1	Moreauville	1.3	4.3	4	81	KRRQ-F	B	95.5	Lafayette, LA	1.8	2.4	6	78
KWDF	REL	840	Ball	1.3	1.8	3	35	KSMB-F	CHR	94.5	Lafayette, LA	0.9	3.3	9	233
								WDGL-F	CL HITS	98.1	Baton Rouge	0.4	2.4	8	111
								WYNK-F	C	101.5	Baton Rouge	0.4	1.7	2	34

AM Stations

KLBG	580	5 kw/1 kw (DA-N)	Black Gospel	Williams
KSYL	970	1 kw (DA-N)	News/Talk	BNN, Westwd Allied KQID-F

FM Stations

KAPB	97.7	3 kw @ 328	Country	Westwd, CNN	---	Marksville
KBCE	102.3	21 kw @ 289	Black	AURN	D&R	Boyce
KEZP	104.3	25 kw @ 328	Oldies	Westwd	---	Bunkie
KFAD	93.9	6 kw @ 328	AC	---	---	
KKST	98.7	35 kw @ 1053	AC	ABC	Mc-Guild Champion	Oakdale
KLAA	103.5	50 kw @ 476	Country	---	Mc-Guild	Tioga
KLIL	92.1	6 kw @ 300	Oldies	Westwd	---	Moreauville
KQID	93.1	100 kw @ 1521	CHR/AC (Hot AC)	---	Mc-Guild KSYL	
KRRV	100.3	98 kw @ 1053	Country	ABC	Mc-Guild Champion	
KZMZ	96.9	100 kw @ 1450	AOR	---	Katz Champion	

Notes: This is Alexandria's first Fall Arbitron

AMARILLO, TX

Arbitron Rank: 188 Pop (12+) 172,100	Stations: 19 / 19	% Below Line: 0.0
Market TSL in Hours: 21.00	Diarles: 590/292:1/47.2%	% Not Listed: 11.9
Average Person Rating: 15.6	Sample Target: 560	Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KGNC-F	C	32 / 11.9	11.9		15.4	350 / 20.3	24.6		56 / 687	KGNC-F
2	KQIZ-F	CHR	31 / 11.6	10.1		11.2	432 / 25.1	24.5		44 / 694	KQIZ-F
3	KARX-F	CL AOR	22 / 8.2	6.0		4.9	291 / 16.9	14.2		27 / 383	KARX-F
4	KIXZ	ST	20 / 7.5	2.6		6.7	168 / 9.8	6.7		26 / 257	KIXZ
	KBUY-F	C	20 / 7.5	8.6		6.4	226 / 13.1	15.5		41 / 485	KBUY-F
6	KGNC	N/T	18 / 7.1	10.1		8.6	330 / 19.2	17.3		37 / 578	KGNC
7	KMML-F	C	17 / 6.3	6.0		9.0	286 / 16.6	18.3		21 / 437	KMML-F
8	KAEZ-F	SAC	16 / 6.0	4.5		4.5	208 / 12.1	10.0		17 / 234	KAEZ-F
9	KZRK-F	AOR-NR	14 / 5.2	9.3		8.6	217 / 12.6	17.3		16 / 264	KZRK-F
10	KPUR-F	O	12 / 4.5	7.1		3.7	264 / 15.3	14.9		13 / 289	KPUR-F
11	KNSY-F	AC	7 / 2.6	4.5		2.6	152 / 8.9	12.8		12 / 285	KNSY-F
12	KZIP	SP	6 / 2.2			1.5	55 / 3.2			8 / 64	KZIP
	KATP-F	C	6 / 2.2	1.5		1.9	144 / 8.4	6.7		12 / 232	KATP-F

12+ FM Share (Metro): 77.97 % (184 of 236) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQIZ-F >	1 KGNC-F <	1 KGNC-F	1 KGNC-F <	1 KGNC-F >	1 KARX-F	1 KGNC-F	1 KGNC-F >	1 KQIZ-F <	1 KQIZ-F >>	1 KQIZ-F <
2 KARX-F	2 KARX-F	2 KARX-F	2 KIXZ	2 KARX-F	KMML-F	2 KQIZ-F <	2 KQIZ-F	2 KGNC-F	2 KGNC-F	2 KGNC-F <
3 KGNC-F	KQIZ-F >	3 KQIZ-F	3 KGNC	3 KQIZ-F	3 KGNC-F	3 KGNC	KBUY-F	3 KARX-F <	3 KIXZ	3 KBUY-F <
4 KZRK-F	4 KZRK-F <	KAEZ-F	4 KBUY-F <	KPUR-F	4 KAEZ-F	4 KBUY-F <	KIXZ <	4 KGNC	KZRK-F	4 KIXZ
5 KBUY-F >	5 KMML-F	5 KPUR-F	5 KMML-F	5 KAEZ-F >>	5 KQIZ-F	5 KARX-F <	5 KARX-F	5 KIXZ <	KARX-F	5 KMML-F
6 KMML-F	KAEZ-F	KMML-F	KAEZ-F	KBUY-F	KBUY-F	6 KMML-F	6 KMML-F <	6 KBUY-F	6 KPUR-F	KARX-F
		7 KBUY-F	7 KARX-F		7 KGNC	7 KIXZ	7 KAEZ-F <	KAEZ-F <		KZRK-F
							8 KGNC >	8 KZRK-F		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KBZD-F	AOR-P	99.7 Amarillo	1.1	3.1	3 60
KDJW	C	1360 Amarillo	1.5	3.5	5 66
KPUR	T	1440 Amarillo	1.1	4.5	4 91
KQFX-F	SP	104.3 Borger	1.5	4.1	11 105

AM Stations

KGNC	710	10 kw (DA-2)	News/Talk	CBS	Katz	Morris
KIXZ	940	5 kw/1 kw (DA-2)	Standards	ABC	Mc-Guild	Champion
KZIP	1310	1 kw (Days)	Hispanic		Caballero	

FM Stations

KAEZ	105.7	6 kw @ 236	Soft AC		Banner	
KARX	95.7	100 kw @ 391	Classic AOR		—	Cumulus, pend. Claude
KATP	101.9	100 kw @ 935	Country		K&P	
KBUY	94.1	100 kw @ 1102	Country	Westwd, ABC	Mc-Guild	Champion
KGNC	97.9	100 kw @ 1285	Country		Katz	Morris
KMML	96.9	100 kw @ 1006	Country	ABC	Banner	Champion
KNSY	98.7	100 kw @ 480	AC	ABC	Mc-Guild	Champion
KPUR	107.1	3 kw @ 300	Oldies	Westwd, CNN	Banner	Cumulus, pend. Canyon
KQFX	104.3	100 kw @ 574	Hispanic		Lotus	Borger
KQIZ	93.1	100 kw @ 700	CHR		Katz	Cumulus, pend.
KZRK	107.9	100 kw @ 466	New Rock		Roslin	Cumulus, pend. Canyon

Notes: This is Amarillo's first Fall Arbitron . . . 9/97 KQAC-F changed calls to KNSY-F; remains AC . . . 12/97 KBZD-F (99.7) sold to Gary Acker for \$400,000 . . . 12/97 KARX-F sold to Cumulus for \$675,000 (Fischer, Satterfield & Perry) . . . 12/97 KQIZ-F sold to Cumulus for \$3,140,000 . . . 1/98 KZRK-F sold to Cumulus for \$1,000,000 (Fischer) . . . 2/98 KPUR-F sold to Cumulus for \$820,000

AUGUSTA-WATERVILLE, ME

Arbltron Rank: 245	Pop (12+): 96,500	Stations: 25 / 12	% Below Line: 27.5
Market TSL In Hours: 22.00		Diarles: 357/270:1/60.7%	% Not Listed: 20.0
Average Person Rating: 16.6		Sample Target: 310	Total Retail Sales: \$1.11 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WEBB-AF	C	18 / 11.3	10.0		15.7	221 / 22.9	19.5		34 / 461	WEBB-AF
	WMME-F	CHR	18 / 11.3	13.6		11.3	274 / 28.4	34.2		43 / 755	WMME-F
3	WABK-F	O	16 / 10.0	11.5		8.2	239 / 24.7	23.2		32 / 485	WABK-F
4	WKCG-F	C	9 / 5.8	8.6		8.8	97 / 10.1	16.5		14 / 251	WKCG-F
	WTOS-F	AOR	9 / 5.8	5.0		6.9	120 / 12.5	17.4		47 / 552	WTOS-F
	WBLM-F	AOR	9 / 5.8	7.9		5.0	195 / 20.2	21.6		66 / 894	WBLM-F
7	WHOM-F	SAC	8 / 5.0	5.0		3.1	132 / 13.7	10.7		17 / 357	WHOM-F
8	WQCB-F	C	7 / 4.4	2.9		5.0	93 / 9.7	7.2		29 / 397	WQCB-F
	WFAU	ST	7 / 4.4	2.1		2.5	59 / 6.1	5.7		7 / 61	WFAU

12+ FM Share (Metro): 91.41 % (117 of 128) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMME-F >	1 WMME-F	1 WEBB-AF	1 WABK-F	1 WEBB-AF	1 WABK-F	1 WEBB-AF	1 WEBB-AF	1 WEBB-AF <	1 WMME-F >>	1 WMME-F
2 WTOS-F	2 WEBB-AF	2 WMME-F	2 WEBB-AF	2 WMME-F >>	2 WBLM-F	2 WMME-F >	WABK-F	2 WABK-F	2 WTOS-F	2 WEBB-AF <
3 WEBB-AF	3 WABK-F	3 WABK-F	3 WKCG-F	3 WABK-F	3 WEBB-AF	3 WABK-F >	3 WMME-F	WMME-F	WABK-F	3 WABK-F >
4 WQCB-F	4 WBLM-F	4 WBLM-F	4 WHOM-F	WHOM-F >	4 WMME-F >	4 WKCG-F	WBLM-F	4 WTOS-F >	4 WHOM-F	4 WTOS-F
	WBLM-F	5 WTOS-F	5 WQCB-F	WFAU	5 WKCG-F	5 WTOS-F	5 WQCB-F <	5 WHOM-F	5 WBLM-F	5 WEBB-AF
6 WABK-F >	6 WQCB-F	6 WHOM-F	6 WMME-F	WQCB-F	WQCB-F	6 WTOS-F	6 WQCB-F	WKCG-F	WKCG-F	6 WCLZ-F
		7 WCLZ-F >		WBLM-F	WSKW-AF >>		WKCG-F <	7 WHOM-F		WKCG-F
				WCLZ-F			8 WFAU			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCTB-F AC 93.5 Fairfield	2.5	5.9	5 107
WSKW-AF SPRTS 107.9 Skowhegan	1.9	5.5	3 76

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAVX-F CL 106.9 Thomaston	0.6	4.7	6 141
WBCI-F REL 105.9 Bath	1.3	3.7	8 179
WCLZ-F AOR-P 98.9 Brunswick	2.5	4.2	12 163
WCYI-FF AOR-NR 93.9 Lewiston	1.9	7.7	22 338
WGAN FS/T 560 Portland	1.3	2.6	6 101
WJBQ-F CHR 97.9 Portland	0.6	4.3	16 304
WKZS-F AC 99.9 Auburn	1.3	4.0	23 331
WMCM-F C 103.3 Rockland	2.5	4.9	16 214
WQSS-F AC 102.5 Camden	0.6	4.0	9 144

AM Stations

WFAU 1280 5 kw (DA-N)	Standards	CBS, Westwd	Eastman	Gardiner
WTVL 1490 1 kw	See WEBB-F			Waterville

FM Stations

WABK 104.3 50 kw @ 371	Oldies	JRN	Eastman	WFAU/WKCG-F	Gardiner
WEBB 98.5 63 kw @ 460	Country		---	Pilot	Waterville
WKCG 101.3 50 kw @ 315	Country	JRN	Eastman	WFAU/WABK-F	
WMME 92.3 50 kw @ 500	CHR		Katz	Pilot	
WTOS 105.1 50 kw @ 2430	AOR	Westwd	Kettell	Cumulus, pend.	Skowhegan

Notes: Other ranked stations -- See Bangor in this book or Portland, ME in the Fall 1997 American Radio . . . 10/97 WTOS-F sold to Cumulus for \$_____

BANGOR, ME

Arbitron Rank: 263 Pop (12+)	66,100	Stations:	15 / 11	% Below Line:	7.1
Market TSL In Hours:	19.50	Diarles:	418/158:1/59.6%	% Not Listed:	15.3
Average Person Rating:	15.0	Sample Target:	400	Total Retail Sales:	\$1.23 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WQCB-F	18 / 18.3	17.7	21.0	14.0		188 / 28.1	26.9	30.6	105 / 1012	WQCB-F
2	WBZN-F	12 / 12.2	3.1	4.0	5.0		174 / 28.4	12.0	11.4	40 / 523	WBZN-F
3	WKIT-F	9 / 9.1	11.5	10.0	6.0		138 / 20.9	22.7	20.3	36 / 439	WKIT-F
4	WKSQ-F	7 / 7.1	7.3	7.0	7.0		131 / 19.8	22.8	22.6	43 / 549	WKSQ-F
5	WEZQ-F	8 / 6.1	6.3	7.0	6.0		98 / 14.9	16.4	16.5	18 / 330	WEZQ-F
	WWMJ-F	6 / 6.1	7.3	5.0	7.0		120 / 18.2	17.4	12.3	21 / 464	WWMJ-F
	WABI	6 / 6.1	7.3	7.0	9.0		69 / 10.5	10.4	13.5	9 / 96	WABI
8	WBFB-F	4 / 4.1	5.2	4.0	9.0		93 / 14.0	15.0	14.6	17 / 410	WBFB-F
	WVOM-F	4 / 4.1	4.2	3.0	3.0		61 / 9.3	9.5	6.0	18 / 197	WVOM-F
	WTOS-F	4 / 4.1	5.2	6.0	4.0		87 / 13.2	11.3	14.8	32 / 440	WTOS-F

12+ FM Share (Metro): 90.36 % (75 of 83) (Fall 96: 88.24 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBZN-F	1 WQCB-F	1 WQCB-F >	1 WQCB-F >>	1 WQCB-F >	1 WKIT-F	1 WQCB-F >>	1 WQCB-F >	1 WQCB-F	1 WBZN-F >>	1 WQCB-F
WKIT-F	2 WKIT-F	2 WKIT-F >	2 WKSQ-F	2 WEZQ-F	2 WQCB-F	2 WBZN-F	2 WKIT-F >	2 WBZN-F >	2 WVOM-F	2 WBZN-F >
3 WQCB-F	3 WBZN-F	3 WEZQ-F	WABI	WKSQ-F	WWMJ-F >>	WKSQ-F <	3 WBZN-F	3 WKIT-F	WQCB-F	3 WKIT-F
4 WEZQ-F >	4 WEZQ-F	WWMJ-F	WWMJ-F	4 WBZN-F >	4 WBZN-F	4 WWMJ-F <	4 WKSQ-F	4 WKSQ-F	4 WKIT-F	WABI
5 WBFB-F	5 WKSQ-F	WKSQ-F	5 WKIT-F	5 WBFB-F	WKSQ-F	5 WKIT-F	WWMJ-F	WWMJ-F	WEZQ-F >	5 WKSQ-F
WTOS-F	WWMJ-F	6 WBZN-F	6 WBZN-F	WKIT-F >>	WTOS-F >>	6 WEZQ-F	6 WEZQ-F	6 WEZQ-F	6 WEZQ-F	6 WEZQ-F
WKSQ-F >>	7 WBFB-F	7 WBFB-F >	WEZQ-F	WVOM-F >		7 WBFB-F	7 WBFB-F	WTOS-F	WABI	WWMJ-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WWBX-F	SAC	97.1	Bangor	2.0	4.6	3 70	WBYA-F	CL	101.7	Searsport	1.0	3.6	3 58
WZON	SPRTS	620	Bangor	2.0	9.0	6 93	WGUY-F	O	102.1	Dexter	2.0	4.5	7 148

AM Stations

WABI	910	5 kw (DA-N)	Standards	CNN	Eastman	WWBX-F
WZON	620	5 kw (DA-N)	Sports	CBS, 1-on-1	Christal	WKIT-F

FM Stations

WBFB	104.7	10 kw @ 1099	Country		Christal	WKSQ-F	Belfast
WBZN	107.3	50 kw @ 436	CHR		—	Cumulus, pend.	Old Town
WEZQ	92.9	20 kw @ 784	Soft AC	Westwd	D&R	WWMJ-F	
WKIT	100.3	16.5 kw @ 869	AOR		Christal	WZON	Brewer
WKSQ	94.5	11.5 kw @ 1027	AC		Christal	WBFB-F	Ellsworth
WQCB	106.5	98 kw @ 1079	Country	AP	Mc-Guild	Cumulus, pend.	Brewer
WTOS	105.1	50 kw @ 2430	AOR	Westwd	K&P	Cumulus, pend.	Skowhegan
WVOM	103.9	54 kw @ 1509	Talk	CBS, Westwd	Allied		Howland
WWBX	97.1	5 kw @ 1230	Soft AC		Eastman	WABI	
WWMJ	95.7	11.5 kw @ 1029	Oldies	ABC	D&R	WEZQ-F	Ellsworth

Notes: 11/97 WTOS-F sold to Cumulus for \$_____ ... 11/97 WBZN-F/WQCB-F sold to Cumulus for \$6,400,000

BATTLE CREEK, MI

Arbitron Rank: 232 Pop (12+) 117,700
 Market TSL In Hours: 18.50
 Average Person Rating: 13.8

Stations: 16 / 4
 Diaries: 347/339:1/48.5%
 Sample Target: 350

% Below Line: 56.4
 % Not Listed: 18.4
 Total Retail Sales: \$1.31 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1 WKFR-F	CHR	25 / 15.3	17.8		12.6		318 / 27.1	34.1		69 / 1178	WKFR-F
2 WNNW-F	C	24 / 14.7	14.1		20.0		298 / 25.3	26.6		57 / 766	WNNW-F
3 WBCK	FS	18 / 11.0	10.5		10.3		255 / 21.7	21.5		21 / 331	WBCK
4 WWKN-F	O	13 / 8.0	7.9		0.6		189 / 16.1	18.1		22 / 304	WWKN-F
5 WRKR-F	AOR	9 / 5.5	6.3		9.1		147 / 12.5	17.3		52 / 831	WRKR-F
6 WJXQ-F	AOR	7 / 4.3	3.1		4.0		141 / 12.0	12.2		13 / 266	WJXQ-F
7 WMMQ-F	CL AOR	5 / 3.1	2.1		2.3		47 / 4.0	7.9		5 / 49	WMMQ-F
WRCC	ST	5 / 3.1	2.6				88 / 7.5	6.8		7 / 109	WRCC
WBXX-F	AC	5 / 3.1	5.8		8.0		154 / 13.1	14.0		6 / 191	WBXX-F

12+ FM Share (Metro): 82.71 % (110 of 133) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F >	1 WKFR-F	1 WKFR-F	1 WNNW-F	1 WKFR-F >>	1 WNNW-F >	1 WBCK	1 WNNW-F	1 WKFR-F >	1 WKFR-F >>	1 WNNW-F
2 WRKR-F	2 WNNW-F >	2 WNNW-F >	WBCK >	2 WNNW-F	2 WJXQ-F	2 WNNW-F	2 WKFR-F	2 WNNW-F	2 WNNW-F	WKFR-F >
3 WNNW-F	3 WRKR-F	3 WWKN-F	3 WWKN-F	WWKN-F >	WRKR-F	3 WKFR-F >	3 WWKN-F <	3 WWKN-F >	3 WGRD-F	3 WBCK
4 WJXQ-F >	WWKN-F >	4 WRKR-F	4 WKFR-F >	4 WBCK >	4 WWKN-F	4 WWKN-F	4 WBCK	4 WRKR-F	4 WWKN-F	4 WWKN-F >
5 WMMQ-F	5 WJXQ-F >	5 WBCK	5 WRCC	5 WQLR-F	WKFR-F	5 WJXQ-F	5 WRKR-F	5 WBCK	5 WJXQ-F	5 WRKR-F
	6 WJXQ-F	6 WBCT-F	6 WBCT-F	WOOD-F	6 WBCK >	WRKR-F >	6 WRCC >	6 WJXQ-F	WMMQ-F >>	WMMQ-F
				WMMQ-F >>						WBCT-F

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBCT-F	C	93.7	Grand Rapids	2.5	6.1	46 573
WGRD-F	AOR-NR	97.9	Grand Rapids	2.5	4.7	19 364
WITL-F	C	100.7	Lansing	1.2	2.5	5 60
WJIM-F	O	97.5	Lansing	1.2	4.0	2 58
WOOD-F	SAC	105.7	Grand Rapids	1.8	7.3	16 347
WQLR-F	AC	106.5	Kalamazoo	2.5	12.7	30 581
WXIK-F	C	94.1	Jackson	1.8	3.8	7 146

AM Stations

WBCK	930	5 kw/1 kw (DA-2)	Full Service	Westwd, ABC, 1/1	Eastman	Capstar
WRCC	1400	1 kw	Standards	ABC	Eastman	Capstar

FM Stations

WBXX	93.5	3 kw @ 265	AC	Eastman	Capstar	
WWKN	104.9	6 kw @ 298	Oldies	Eastman	Capstar	Marshall

Notes: Other ranked stations – See Kalamazoo or Lansing in the Fall 1997 American Radio . . . This is Battle Creek's first Fall Arbitron

BEAUMONT-PORT ARTHUR, TX

Arbltron Rank: 128 Pop (12+) 308,200
 Market TSL In Hours: 20.00
 Average Person Rating: 14.7

Stations: 29 / 13
 Diaries: 667/462:1/43.7%
 Sample Target: 620

% Below Line: 19.1
 % Not Listed: 9.7
 Total Retail Sales: \$3.5 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KAYD-AF	C	62 / 13.7	11.8	9.7	12.4	724 / 23.5	22.0	23.4	67 / 848	KAYD-AF
2	KYKR-F	C	52 / 11.5	9.8	11.8	10.0	772 / 25.0	20.4	23.4	57 / 875	KYKR-F
3	KKMY-F	AC	41 / 9.1	8.6	6.7	10.9	522 / 17.0	17.2	16.4	45 / 608	KKMY-F
4	KLVI	T	36 / 8.0	7.0	9.3	6.0	499 / 16.2	16.7	16.8	41 / 600	KLVI
5	KQXY-F	CHR	34 / 7.5	8.8	8.0	7.7	608 / 19.7	20.2	19.1	50 / 880	KQXY-F
6	KTCX-F	B	31 / 6.9	7.0	6.2		367 / 11.9	12.1	9.0	31 / 386	KTCX-F
7	KALO	B	23 / 5.1	4.8	5.0	5.6	252 / 8.2	8.2	9.0	26 / 312	KALO
8	KIOC-F	AOR-NR	19 / 4.2	4.1	5.2	4.1	403 / 13.1	13.0	13.1	28 / 646	KIOC-F
9	KBXX-F	B/CHR	17 / 3.8	3.6	5.2	5.3	275 / 8.9	8.9	11.5	26 / 338	KBXX-F
10	KZWA-F	B	11 / 2.4	2.5	2.8	5.1	228 / 7.4	7.0	9.4	33 / 497	KZWA-F
11	KTFA-F	REL	10 / 2.2	3.9	3.7	3.8	185 / 6.0	7.5	9.4	13 / 236	KTFA-F
12	KHYS-F	CHR/U	8 / 1.8	2.0	3.2	4.9	267 / 8.7	7.6	9.5	8 / 296	KHYS-F

12+ FM Share (Metro): 80.88 % (330 of 408) (Fall 96: 78.25 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQXY-F <	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF <	1 KAYD-AF >	1 KAYD-AF <	1 KAYD-AF	1 KAYD-AF >	1 KAYD-AF	1 KQXY-F	1 KYKR-F
2 KAYD-AF >	2 KKMY-F >	2 KKMY-F >	2 KYKR-F	2 KKMY-F	2 KKMY-F >	2 KLVI <	2 KYKR-F	2 KYKR-F	2 KIOC-F	2 KKMY-F
3 KKMY-F	3 KYKR-F >	3 KTCX-F <	3 KLVI	3 KTCX-F	3 KYKR-F	3 KYKR-F >	3 KKMY-F <	3 KKMY-F	3 KTCX-F <	KAYD-AF <
4 KBXX-F	KTCX-F <	4 KYKR-F >	4 KKMY-F	4 KYKR-F >	4 KTCX-F	4 KKMY-F <	4 KLVI >	4 KQXY-F	4 KBXX-F	4 KTCX-F <
5 KYKR-F	5 KQXY-F >	5 KLVI	5 KTCX-F	5 KQXY-F	KLVI >>	5 KQXY-F	5 KQXY-F	5 KTCX-F	KAYD-AF	5 KALO
6 KIOC-F	6 KIOC-F	6 KQXY-F	6 KALO >>	6 KTFA-F	6 KIOC-F	6 KTCX-F	6 KTCX-F <	6 KLVI <	6 KYKR-F	6 KQXY-F >
	KLVI	7 KIOC-F		7 KALO		7 KALO >	7 KALO >	7 KIOC-F <	7 KKMY-F	7 KLVI <

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KOGT	C	1600	Orange	1.1 3.1 5 108
KQHN	T	1510	Nederland	1.3 1.8 6 58
KZBZ	REL	990	Beaumont	0.7 2.1 3 66

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH Cume
KBIU-F	AC	103.7	Lake Charles, LA	0.7 2.1 21 372
KHLA-F	AC	99.5	Lake Charles, LA	0.4 2.3 22 479
KIKK-F	C	95.7	Houston	0.7 1.6 3 55
KKGB-F	AOR	101.3	Sulphur, LA	1.5 2.8 25 326
KKTL-F	T	97.1	Cleveland, TX	0.4 1.5 3 75
KLDE-F	O	94.5	Houston	0.4 1.9 2 69
KLLO-F	AOR	101.1	Houston	1.5 4.2 8 145
KLTN-F	SP	93.3	Pl. Arthur	0.9 1.9 4 68
KSHN-F	AC	99.9	Liberty	0.9 2.3 4 74
KTBZ-F	AOR-NR	107.5	Lake Jackson	1.1 4.2 5 130
KTRH	N	740	Houston	0.9 3.8 4 121
KYZZ-F	C	96.1	Lake Charles, LA	1.5 7.8 75 975

AM Stations

KALO	1250	5 kw/1 kw (DA-N)	Black	AURN, Westwd	Christal
KAYD	1450	1 kw	See KAYD-F		
KLVI	560	5 kw (DA-N)	Talk	ABC	Sentry Capstar

FM Stations

KAYD	97.5	100 kw @ 469	Country		Katz	Cumulus, pend.
KIOC	106.1	100 kw @ 1059	AOR-New Rock		Eastman	
KKMY	104.5	100 kw @ 400	Adult Contemp	Westwd	Banner	Capstar
KQXY	94.1	100 kw @ 600	CHR		Katz	Cumulus, pend.
KTCX	102.5	50 kw @ 492	Black	ABC	—	
KTFA	92.5	50 kw @ 440	Religion		—	Groves
KYKR	95.1	100 kw @ 420	Country		Banner	Capstar

Notes: Other ranked stations — See Lake Charles, LA in this volume or Houston in the Fall 1997 American Radio . . . 11/97 KAYD-AF/KQHN/KQXY-F sold to Cumulus for \$10,770,000 . . . 12/97 KIOC-F changed from New Rock to AOR as "Big Dog 106"

BECKLEY, WV

Arbitron Rank: 262 Pop (12+)	66,400	Stations:	14 / 10	% Below Line:	4.4
Market TSL In Hours:	18.50	Diaries:	415/160:1/54.3%	% Not Listed:	8.8
Average Person Rating:	13.7	Sample Target:	400	Total Retail Sales:	\$0.78 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WJLS-F	C	24 / 26.6	22.4	22.3		288 / 44.8	36.9		72 / 1098	WJLS-F
2	WTNJ-F	C	15 / 16.5	17.0	18.1		253 / 38.1	32.1		34 / 596	WTNJ-F
3	WCIR-F	CHR	10 / 11.0	13.9	16.0		215 / 32.3	34.9		17 / 452	WCIR-F
4	WMTD-F	AOR/CL	9 / 9.9	5.3	1.1		123 / 18.6	12.3		18 / 251	WMTD-F
5	WJLS	G	8 / 8.8	7.5	7.4		119 / 17.8	15.0		10 / 155	WJLS
6	WWNR	T	3 / 3.3	2.1	4.3		64 / 8.2	7.4		3 / 77	WWNR
	WIWS	O	3 / 3.3	2.1			17 / 2.6	2.7		3 / 24	WIWS
	WHAJ-F	CHR/AC	3 / 3.3	3.2	7.4		77 / 11.6	14.7		44 / 660	WHAJ-F
	WAXS-F	AC/CHR	3 / 3.3	4.3	5.3		65 / 9.8	14.0		9 / 229	WAXS-F

12+ FM Share (Metro): 81.93 % (68 of 83) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMTD-F	1 WJLS-F>>	1 WJLS-F>>	1 WJLS-F>>	1 WJLS-F>>	1 WJLS-F>>	1 WJLS-F>>	1 WJLS-F>>	1 WJLS-F>	1 WJLS-F	1 WJLS-F
	2 WTNJ-F	2 WTNJ-F	2 WTNJ-F>	2 WTNJ-F	2 WTNJ-F	2 WTNJ-F>	2 WTNJ-F	2 WTNJ-F	2 WCIR-F	2 WTNJ-F>
3 WTNJ-F	WMTD-F>	WMTD-F>	3 WJLS>	3 WMTD-F>	WMTD-F>>	3 WJLS<	3 WMTD-F>	3 WCIR-F	3 WTNJ-F	3 WCIR-F>
WCIR-F>>	4 WCIR-F	4 WCIR-F	4 WMTD-F>>	4 WCIR-F>>	4 WCIR-F>>	4 WMTD-F>	4 WCIR-F	4 WMTD-F>	WJLS	4 WMTD-F
							5 WJLS	5 WJLS	5 WMTD-F>>	WJLS>>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WOAY	REL	860	Oak Hill	1.1	3.7	2 46	WKAZ-F	CL HITS	107.3	Miami, WV	1.1	4.9	3 52
							WKLC-F	AOR	105.1	St Albans, WV	1.1	6.1	16 160
							WKWS-F	C	96.1	Charleston, WV	1.1	2.9	6 119
							WWSR-F	CHR	102.7	Charleston, WV	1.1	3.5	3 59

AM Stations

WIWS	1070	10 kw (Days)	Oldies		Katz	WCIR-F
WJLS	560	5 kw/0.5 kw (DA-N)	Gospel	Westwd	Savalli	
WWNR	620	1 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	Katz	

FM Stations

WAXS	94.1	26.5 kw @ 649	AC/CHR	ABC	Roslin	WTNJ-F	Oak Hill
WCIR	103.7	5 kw @ 1485	CHR	Westwd	Katz	WIWS	
WHAJ	104.5	100 kw @ 1200	CHR/AC	Westwd	—	Adventure	Bluefield
WJLS	99.5	34 kw @ 1050	Country	Westwd	Savalli		
WMTD	102.3	0.37 kw @ 1268	AOR/Classic AOR	CBS	Katz		Hinton
WTNJ	105.9	50 kw @ 500	Country	ABC, Westwd	Roslin	WAXS-F	Mt. Hope

Notes: This is Beckley's first Fall Arbitron . . . WMTD-F is LMA'd by WIWS/WCIR-F

BILLINGS, MT

Arbitron Rank: 238	Pop (12+): 103,700	Stations: 13 / 12	% Below Line: 1.2
Market TSL In Hours: 20.50		Diaries: 403/393:1/57.1%	% Not Listed: 8.2
Average Person Rating: 14.0		Sample Target: 440	Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA	
		1/4	Share								AQH / Cume	
1	KCTR-F	C	39 / 22.9	24.1	23.1	20.9	25.2	332 / 32.1	37.3	32.9	47 / 459	KCTR-F
2	KRKX-F	AOR	19 / 11.1	11.4	11.8	10.4	10.1	217 / 20.9	24.2	19.9	19 / 235	KRKX-F
3	KKBR-F	O	16 / 9.4	10.8	11.2	13.5	13.2	225 / 21.7	23.0	20.9	18 / 271	KKBR-F
4	KYYA-F	CHR	15 / 8.8	10.8	10.6	11.7	10.1	272 / 26.3	27.0	25.3	19 / 355	KYYA-F
5	KBLG	T	13 / 7.6	5.1	5.0	4.3	6.3	128 / 12.3	9.6	10.9	15 / 162	KBLG
6	KRSQ-F	CHR	10 / 5.9	3.8	2.5	4.3	1.9	192 / 18.5	9.7	4.3	12 / 223	KRSQ-F
	KIDX-F	C	10 / 5.9	3.8	5.6	7.4	4.4	152 / 14.7	15.5	16.0	12 / 194	KIDX-F
8	KMHK-F	CL AOR	9 / 5.3	5.1	2.5	4.3	3.8	129 / 12.4	15.2	12.8	12 / 185	KMHK-F
	KBBB-F	AC	9 / 5.3	6.3	6.2	1.8	4.4	114 / 10.9	17.3	14.5	11 / 164	KBBB-F
10	KGHL	C	8 / 4.7	3.8	5.6	3.1	1.9	84 / 8.1	8.9	9.9	24 / 229	KGHL

12+ FM Share (Metro): 82.17 % (129 of 157) (Fall 96: 88.42 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCTR-F	1 KCTR-F	1 KCTR-F >	1 KCTR-F >>	1 KCTR-F >>	1 KRKX-F	1 KCTR-F >>	1 KCTR-F >>	1 KCTR-F >	1 KRKX-F >	1 KCTR-F >
2 KRKX-F	2 KRKX-F >	2 KRKX-F	2 KKBR-F >	2 KYYA-F	2 KCTR-F	2 KKBR-F	2 KBLG	2 KRKX-F	2 KKBR-F	2 KRKX-F <
3 KYYA-F >	3 KYYA-F	3 KKBR-F	3 KBLG	3 KKBR-F	3 KKBR-F	3 KRKX-F	3 KRKX-F <	3 KYYA-F	KBLG	3 KKBR-F
4 KRSQ-F	KKBR-F	4 KYYA-F	4 KRKX-F	KIDX-F	4 KBLG >	4 KYYA-F <	4 KKBR-F	4 KKBR-F	4 KYYA-F	4 KYYA-F >
5 KIDX-F	5 KBLG	KBLG	KBBB-F >			5 KBLG	5 KYYA-F	5 KRSQ-F	KIDX-F	5 KRSQ-F
KBLG	6 KIDX-F	6 KIDX-F				6 KBBB-F <	6 KGHL	KIDX-F	KCTR-F	KMHK-F
								KBLG		KIDX-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KDWG	C	970 Billings	2.3	6.2	7 103
KURL	REL	730 Billings	1.8	5.8	5 97

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KMXE-F	CL AOR	99.3	Red Lodge, MT	1.2	2.5	3 56

AM Stations

KBLG	910	1 kw/0.054 kw	Talk	Westwd	--	Sunbrook
KDWG	970	5 kw (DA-N)	Country	ABC	Mc-Guild	Citadel
KGHL	790	5 kw (DA-N)	Classic Country	CBS	--	American Cities
KURL	730	4.4 kw/0.24 kw	Religion		--	

FM Stations

KBBB	103.7	100 kw @ 480	AC		Mc-Guild	Citadel	
KCTR	102.9	100 kw @ 489	Country	ABC	Mc-Guild	Citadel	
KIDX	98.5	85 kw @ 370	Country		Christal	American Cities	
KKBR	97.1	28.15 kw @ 400	Oldies		Mc-Guild	Citadel	
KMHK	95.5	95.4 kw @ 984	Classic AOR		Mc-Guild	Citadel	Hardin
KRKX	94.1	100 kw @ 590	AOR		Allied	Sunbrook	
KRSQ	101.7	100 kw @ 420	CHR	JRN	--	Laurel	
KYYA	93.3	100 kw @ 700	CHR	Westwd	Allied	Sunbrook	

Notes: 7/97 KRSQ-F LMA'd by American Cities . . . 8/97 KRSQ-F changed from Contemporary Christian to CHR . . . 10/97 KMAY changed calls to KMZK . . . 11/97 KMZK sold to KURL for \$115,000; changed format to Contemporary Christian

BILOXI-GULFPORT-PASCAGOULA, MS

Arbitron Rank: 137 Pop (12+) 282,700	Stations: 27 / 15	% Below Line: 19.1
Market TSL In Hours: 20.00	Diaries: 502/563:1/49.7%	% Not Listed: 13.5
Average Person Rating: 14.4	Sample Target: 440	Total Retail Sales: \$2.4 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WKNN-F	C	54 / 13.2	14.9		15.3	871 / 23.7	28.7		62 / 837	WKNN-F
2	WJZD-F	B	35 / 8.6	7.5		3.0	349 / 12.3	11.4		35 / 349	WJZD-F
3	WGCM-F	O	28 / 8.9	3.4		3.7	410 / 14.5	10.2		28 / 465	WGCM-F
4	WMJY-F	AC	24 / 6.9	6.0		7.1	407 / 14.4	13.0		26 / 458	WMJY-F
5	WCPR-F	AOR	21 / 5.1	4.5		6.9	380 / 13.4	11.1		22 / 409	WCPR-F
6	WZKX-F	C	18 / 4.4	11.2		9.3	347 / 12.3	19.8		42 / 686	WZKX-F
	WYOK-F	B	18 / 4.4	6.9		6.7	308 / 10.9	11.6		19 / 355	WYOK-F
	WXRG-F	CL AOR	18 / 4.4	7.5		3.7	312 / 11.1	13.0		18 / 320	WXRG-F
	WOSM-F	REL	18 / 4.4	2.6		3.0	168 / 5.6	5.7		22 / 219	WOSM-F
10	WXYK-F	CHR	15 / 3.7	2.6		3.7	302 / 10.7	10.5		15 / 302	WXYK-F
11	WVMI	N/T	14 / 3.4	2.2		3.4	145 / 5.1	5.6		14 / 145	WVMI
12	WWL	N/T	13 / 3.2	1.9		3.9	257 / 9.1	6.6		19 / 359	WWL

12+ FM Share (Metro): 90.08 % (318 of 353) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKNN-F	1 WKNN-F >	1 WKNN-F >	1 WKNN-F	1 WKNN-F >	1 WKNN-F <	1 WKNN-F >	1 WKNN-F >	1 WKNN-F >	1 WKNN-F	1 WKNN-F >
2 WMJY-F >	2 WJZD-F	2 WGCM-F	2 WGCM-F >	2 WGCM-F	2 WXRG-F	2 WJZD-F	2 WJZD-F	2 WJZD-F	2 WYOK-F	2 WJZD-F
3 WCPR-F	3 WMJY-F	3 WJZD-F	3 WJZD-F <	WJZD-F	3 WGCM-F	3 WGCM-F	3 WGCM-F	3 WGCM-F <	3 WCPR-F <	3 WGCM-F <
4 WJZD-F	4 WXRG-F	4 WMJY-F <	4 WOSM-F	WMJY-F >>	4 WJZD-F	4 WMJY-F	4 WMJY-F >	4 WCPR-F <	4 WJZD-F	4 WCPR-F <
5 WXRG-F	5 WGCM-F	5 WXRG-F >	5 WWL	5 WZKX-F	5 WMJY-F	5 WZKX-F	5 WXRG-F <	5 WMJY-F	5 WXYK-F	5 WMJY-F <
6 WYOK-F	WCPR-F	6 WCPR-F	6 WXRG-F	WVMI	6 WCPR-F	6 WVMI <	6 WVMI <	6 WZKX-F	6 WBLX-F	6 WOSM-F <
	7 WZKX-F	WZKX-F	WVMI	WCPR-F >	WZKX-F	7 WXRG-F <	7 WOSM-F	7 WXRG-F	7 WZKX-F	7 WYOK-F
								WYOK-F <		

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WLNF-F	CHR	95.3	Lumberton	2.2	6.6	12	267	WABB-F	CHR	97.5	Mobile	1.2	5.2	6	189
WLRK-F	AC	96.7	Gulfport	1.5	5.2	6	148	WBLX-F	B	92.9	Mobile	2.0	5.2	8	169
WROA	EZ	1390	Gulfport	1.2	3.6	5	107	WDLT-F	B/AC	98.3	Chickasaw, AL	1.5	4.5	6	128
WXBD	ST	1490	Biloxi	0.7	2.7	3	86	WEZB-F	CHR/AC	97.1	New Orleans	2.0	2.7	9	95
WXOR-F	C	92.5	Ocean Spgs.	1.7	2.3	7	66	WLMG-F	SAC	101.9	New Orleans	0.7	2.2	3	83
								WMXC-F	AC	99.9	Mobile	1.2	3.7	5	128
								WNOE-F	C	101.1	New Orleans	0.5	2.9	5	189
								WQUE-F	B	93.3	New Orleans	0.7	2.6	8	164
								WRNO-F	CL HITS	99.5	New Orleans	0.7	2.5	5	130
								WTKL-F	O	95.7	New Orleans	1.0	2.7	5	105

AM Stations

WVMI	570	5 kw/1 kw (DA-2)	News/Talk	CNN	—
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FM Stations

WCPR	97.9	50 kw @ 466	AOR	Westwd	Katz	Gulf Coast	Wiggins, MS
WGCM	102.3	16 kw @ 358	Oldies		Eastman	Dowdy	
WJZD	94.5	6 kw @ 321	Black	ABC	—		Long Beach, MS
WKNN	99.1	95 kw @ 984	Country	ABC	Mc-Guild	Capstar	Pascagoula
WMJY	93.7	100 kw @ 984	AC		Mc-Guild	Capstar	
WOSM	103.1	50 kw @ 460	Religion	AP, USA	—		Ocean Springs, MS
WXRG	105.9	25 kw @ 328	Classic AOR		Katz	Gulf Coast	Pascagoula
WXYK	107.1	2.8 kw @ 393	CHR	ABC	Katz	Gulf Coast	
WZKX	107.9	92 kw @ 1459	Country	Westwd, ABC	Eastman	Dowdy	Bay St. Louis

Notes: Other ranked stations – See Mobile or New Orleans in the Fall 1997 American Radio . . . This is Biloxi-Gulfport's first Fall Arbitron

BISMARCK, ND

Arbitron Rank: 259	Pop (12+): 74,500	Stations: 10 / 10	% Below Line: 0.0
Market TSL In Hours: 22.50		Diarles: 454/164:1/67.1%	% Not Listed: 8.7
Average Person Rating: 17.0		Sample Target: 400	Total Retail Sales: \$1.04 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KFYR	22 / 17.3	16.4		21.8		248 / 33.3	38.5		51 / 609	KFYR
2	KBYZ-F	16 / 12.6	14.8		22.7		211 / 28.3	29.7		18 / 252	KBYZ-F
3	KYYY-F	14 / 11.0	12.3		8.2		228 / 30.4	29.7		24 / 365	KYYY-F
	KKCT-F	14 / 11.0	9.0		10.9		194 / 26.0	23.2		21 / 279	KKCT-F
5	KACL-F	13 / 10.2	7.4				154 / 20.7	14.5		16 / 226	KACL-F
6	KBMR	12 / 9.5	10.7		5.5		84 / 12.6	18.8		22 / 181	KBMR
7	KQDY-F	10 / 7.9	10.7		11.8		140 / 18.8	21.3		16 / 240	KQDY-F
8	KSSS-F	6 / 4.7	3.3		6.4		105 / 14.1	12.7		7 / 136	KSSS-F
9	KLXX	5 / 3.9	4.1		3.6		82 / 11.0	11.9		5 / 93	KLXX
10	KNDR-F	4 / 3.2	3.3		1.8		61 / 8.2	7.9		7 / 100	KNDR-F

12+ FM Share (Metro): 66.38 % (77 of 116) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYYY-F	1 KBYZ-F	1 KBYZ-F	1 KFYR >	1 KACL-F >	1 KBYZ-F	1 KFYR >	1 KFYR >>	1 KFYR	1 KYYY-F	1 KBMR
KBYZ-F >	2 KFYR <	KACL-F <	2 KBMR	2 KKCT-F	2 KFYR	2 KBYZ-F	2 KACL-F <	2 KBYZ-F <	KBYZ-F >	2 KBYZ-F <
3 KKCT-F >	3 KYYY-F	3 KFYR <	3 KACL-F	3 KYYY-F	3 KKCT-F	3 KYYY-F	3 KBYZ-F	3 KYYY-F <	3 KKCT-F >	3 KKCT-F
4 KSSS-F	KKCT-F	4 KKCT-F >	4 KQDY-F	KFYR	4 KACL-F	KKCT-F	4 KKCT-F	4 KACL-F	4 KQDY-F	4 KYYY-F
KFYR >	KACL-F >	5 KYYY-F >	5 KKCT-F	KBYZ-F >>	5 KYYY-F	5 KACL-F	5 KYYY-F	5 KKCT-F <	KFYR	KQDY-F
			KBYZ-F >		KSSS-F >	6 KQDY-F >>		6 KBMR	KACL-F	KFYR >

AM Stations

KBMR	1130	50 kw (Days, DA)	Country	CBS	Mc-Guild	Anderson
KFYR	550	5 kw (DA-N)	Full Service	ABC	Katz	Meyer
KLXX	1270	1 kw/0.25 kw	Standards	Westwd	Christal	J. Ingstad
						Mandan

FM Stations

KACL	98.7	100 kw @ 1092	Oldies		Christal	J. Ingstad
KBYZ	96.5	100 kw @ 1000	Classic AOR	Westwd	Christal	J. Ingstad
KKCT	97.5	100 kw @ 830	Country		Christal	J. Ingstad
KNDR	104.7	100 kw @ 853	Religion	USA	—	Mandan
KQDY	94.5	100 kw @ 1117	Country	Westwd	Mc-Guild	Anderson
KSSS	101.5	100 kw @ 987	Soft AC		—	Anderson
KYYY	92.9	100 kw @ 1180	CHR/AC	ABC	Katz	Meyer

Notes: This is Bismarck's first Fall Arbitron

BLACKSBURG-CHRISTIANSBURG, VA

Arbitron Rank: 212 Pop (12+) 137,500
 Market TSL In Hours: 18.00
 Average Person Rating: 13.2

Stations: 22 / 10
 Diaries: 577/238:1/55.7%
 Sample Target: 540

% Below Line: 45.0
 % Not Listed: 17.6
 Total Retail Sales: \$1.43 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	
1	WXLK-F	CHR	23 / 12.6	14.1		14.7	428 / 31.1	28.9		27 / 528	WXLK-F
	WSLQ-F	AC	23 / 12.6	10.6		10.0	314 / 22.8	25.3		30 / 401	WSLQ-F
	WPSK-F	C	23 / 12.6	14.7		17.9	380 / 27.6	28.9		30 / 507	WPSK-F
4	WROV-F	AOR	14 / 7.7	8.6		8.9	271 / 19.7	22.7		15 / 308	WROV-F
	WVMJ-F	O	14 / 7.7	1.0		2.1	207 / 15.1	6.4		14 / 211	WVMJ-F
6	WRIQ-AF	C	11 / 6.0	7.1		4.2	188 / 13.7	15.9		11 / 190	WRIQ-AF
7	WPVR-F	CL AOR	10 / 5.5	8.6		11.1	211 / 16.3	17.7		11 / 242	WPVR-F
8	WBLB	G	6 / 3.3	1.5		2.1	50 / 3.6	3.4		6 / 50	WBLB
9	WBNK-F	AC-NR	6 / 2.7	1.5		1.6	138 / 10.0	5.8		5 / 138	WBNK-F
10	WGFC	C	4 / 2.2	0.5			27 / 1.9	1.1		4 / 27	WGFC

12+ FM Share (Metro): 88.67 % (133 of 150) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXLK-F	1 WSLQ-F	1 WSLQ-F	1 WPSK-F	1 WSLQ-F	1 WSLQ-F	1 WPSK-F	1 WSLQ-F	1 WPSK-F <	1 WXLK-F >>	1 WXLK-F
2 WSLQ-F	2 WXLK-F	2 WPSK-F	2 WSLQ-F	2 WPSK-F	2 WVMJ-F	2 WXLK-F	2 WPSK-F	2 WSLQ-F	2 WRIQ-AF	2 WPSK-F
3 WROV-F	3 WROV-F <	3 WVMJ-F	3 WXLK-F	3 WXLK-F	3 WROV-F	3 WSLQ-F >	3 WXLK-F	3 WXLK-F >	3 WSLQ-F	3 WVMJ-F
4 WPSK-F	4 WPSK-F	4 WPVR-F	4 WRIQ-AF	4 WVMJ-F >	4 WPVR-F	4 WRIQ-AF <	4 WPVR-F	4 WROV-F <	4 WROV-F	4 WROV-F
5 WPVR-F	5 WPVR-F	WXLK-F	5 WXLK-F	5 WPVR-F	5 WPSK-F >>	5 WROV-F	5 WVMJ-F >	5 WVMJ-F >	5 WPSK-F >	5 WSLQ-F >
	WVMJ-F >	6 WROV-F	6 WBLB	7 WPVR-F	7 WRIQ-AF	6 WVMJ-F <	6 WROV-F	6 WPVR-F	6 WBRF-F	6 WRIQ-AF
						7 WPVR-F	7 WRIQ-AF		6 WVMJ-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFNR T 710 Blacksburg	1.1	4.0	2 54
WRAD ST 1460 Radford	1.6	5.5	3 75

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKG-F C 103.3 Danville, VA	0.5	1.6	1 22
WBRF-F C 98.1 Galax, VA	1.6	4.3	11 118
WJJS-F B 106.1 Vinton, VA	1.1	2.2	2 30
WJLS-F C 99.5 Beckley, WV	0.5	2.0	1 27
WJMH-F B 102.1 Reidsville, NC	0.5	2.0	1 32
WSLC C/FS 610 Roanoke, VA	0.5	2.8	2 42
WTQR-F C 104.1 Winston Salem	0.5	1.6	6 99
WYYD-F C 107.9 Amherst, VA	1.1	2.1	2 29

AM Stations

WBLB	1340	1 kw	Religion	USA	---	Pulaski
WGFC	1030	1 kw (Days)	Country	USA	---	Floyd
WNRV	990	5 kw/0.010 kw	See WRIQ-F			Narrows

FM Stations

WBNK	100.7	3 kw @ 328	Modern AC	JRN	---	Bocephus, pend.
WPSK	107.1	1.75 kw @ 1207	Country	ABC	---	Bocephus, pend. Pulaski
WRIQ	101.7	3 kw @ 64	Country	JRN	---	Bocephus, pend.
WVMJ	105.3	12 kw @ 479	Oldies	Westwd	---	Bocephus, pend.

Notes: Other ranked stations - See Roanoke-Lynchburg in the Fall 1997 American Radio ... This is Blacksburg-Christiansburg's first Fall Arbitron ... 11/97 WFNR/WNRV/WRAD/WBNK-F/WRIQ-F sold to Bocephus (George Beasley & Tom Joyner), price NA ... 11/97 WNNI/WPSK-F/WVMJ-F sold to Bocephus, price NA ... 1/98 WNNI (1260) donated by Bocephus to Virginia Tech Foundation for no consideration

BRYAN-COLLEGE STATION, TX

Arbitron Rank: 237	Pop (12+): 111,500	Stations: 22 / 13	% Below Line: 7.7
Market TSL In Hours: 17.25		Diaries: 495/225:1/47.1%	% Not Listed: 11.9
Average Person Rating: 12.8		Sample Target: 470	Total Retail Sales: \$1.23 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KORA-F	22 / 16.4	11.7	12.7	11.9		332 / 29.7	24.9	27.2	25 / 368	KORA-F
2	KKYS-F	19 / 13.3	11.7	10.7	14.7		362 / 32.5	31.2	29.9	24 / 416	KKYS-F
3	KAGG-F	12 / 8.4	9.1	5.3	7.0		253 / 22.7	22.8	22.5	23 / 359	KAGG-F
4	KHRN-F	10 / 7.0	5.2	9.4	4.9		116 / 10.4	14.7	10.9	18 / 179	KHRN-F
5	KTSR-F	9 / 6.3	5.2	8.7	9.8		215 / 19.2	20.2	21.9	11 / 233	KTSR-F
6	KHLR-F	8 / 5.6	5.2	4.7	4.9		229 / 20.6	20.4	17.7	8 / 239	KHLR-F
	WTAW	8 / 5.8	6.5	5.3	4.9		108 / 9.7	14.5	10.5	10 / 137	WTAW
8	KBMA-F	7 / 4.9	5.8	6.7	6.3		80 / 7.2	7.3	9.9	7 / 83	KBMA-F
9	KZTR-F	6 / 4.2	5.2	2.7			127 / 11.4	11.4	6.1	13 / 194	KZTR-F
	KTTX-F	6 / 4.2	3.9	4.7	5.6		176 / 15.7	17.0	16.6	26 / 292	KTTX-F

12+ FM Share (Metro): 88.10 % (111 of 126) (Fall 96: 86.92 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKYS-F	1 KKYS-F	1 KKYS-F	1 KORA-F >	1 KKYS-F	1 KZTR-F	1 KORA-F	1 KORA-F <	1 KORA-F	1 KKYS-F	1 KHRN-F <
KORA-F >	KORA-F >	KORA-F >	2 KAGG-F	KORA-F >>	KKYS-F	2 KKYS-F	2 KKYS-F >	2 KKYS-F >	2 KHLR-F	2 KORA-F
3 KHLR-F	3 KHRN-F	3 KAGG-F	3 KKYS-F	3 KAGG-F	KTSR-F	3 KAGG-F >	3 WTAW >	3 KAGG-F	KHRN-F	3 KAGG-F
4 KTSR-F	KHLR-F	KHRN-F	WTAW	KHRN-F >	4 KAGG-F	4 KTSR-F <	4 KTSR-F <	4 KTSR-F	KORA-F	4 KKYS-F >
KHLR-F	5 KZTR-F	5 KHRN-F	5 KTTX-F	5 KTTX-F	KHRN-F	WTAW <	5 KAGG-F <	5 KHLR-F	5 KTTX-F	5 KHLR-F
6 KAGG-F	6 KBMA-F	6 KBMA-F	KBMA-F >>	KBMA-F >>	KORA-F	6 KBMA-F <	6 KHLR-F <	KHRN-F	KBMA-F	
7 KZTR-F	KTSR-F	KTSR-F	WTAW >>	WTAW >	WTAW >	7 KHRN-F	7 KTTX-F	7 KZTR-F	7 KAGG-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAGC REL 1510 Bryan	2.1	2.7	3 37
KMBV-F SAC 92.5 Navasota	0.7	5.2	5 105
KTAM ST 1240 Bryan	2.8	10.0	4 127

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBXX-F B/U 97.9 Houston	1.4	4.2	9 96
KKPN-F AC-NR 102.9 Houston	0.7	2.1	1 26
KLDE-F O 94.5 Houston	0.7	2.0	3 57
KLLOL-F AOR 101.1 Houston	0.7	4.0	3 74
KODA-F SAC 99.1 Houston	0.7	3.6	1 42
KRBE-F CHR 104.1 Houston	0.7	3.2	3 59
KROX-F AOR-NR 101.5 Giddings	0.7	4.2	1 47
KWTX-F CHR 97.5 Waco	1.4	8.2	4 148
WACO-F C 99.9 Waco	0.7	3.0	4 81

AM Stations

WTAW	1150	1 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	--	Capstar
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FM Stations

KAGG	96.1	40 kw @ 538	Country	--	Capstar	Madisonville
KBMA	99.5	3 kw @ 328	Hispanic	--	Caballero	
KHLR	103.9	25 kw @ 695	AOR-New Rock	--	KTAM/KORA	Cameron
KHRN	94.3	3 kw @ 300	Black	ABC, AURN	--	Heame
KKYS	104.7	50 kw @ 285	CHR/AC	--	Mc-Guild	Sunburst, pend.
KORA	98.3	0.9 kw @ 528	Country	ABC	--	KTAM/KHLR
KTSR	92.1	3 kw @ 275	AOR	--	Capstar	
KTTX	106.1	50 kw @ 492	Country	ABC	Mc-Guild	Brenham
KZTR	101.9	25 kw @ 328	AOR/Classic AOR	Westwd	--	Roy Henderson Franklin

Notes: 12/97 KKYS-F sold by SunGroup to Sunburst

BURLINGTON, VT

Arbitron Rank: 222	Pop (12+): 125,100	Stations: 14 / 13
Market TSL In Hours: 21.00	Diaries: 365/343:1/62.8%	% Below Line: 1.0
Average Person Rating: 16.2	Sample Target: 330	% Not Listed: 18.7
		Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WOKO-F	C	32 / 15.8	17.6	6.5	14.4	309 / 24.7	27.5	14.5	124 / 1150	WOKO-F
2	WIZN-F	AOR	23 / 11.4	14.3	16.9	17.2	352 / 28.1	29.4	33.0	51 / 727	WIZN-F
3	WEZF-F	SAC	17 / 8.4	12.1	11.4	6.7	279 / 22.3	22.3	25.6	57 / 888	WEZF-F
	WCPV-F	CL AOR	17 / 8.4	6.6	8.2	6.7	283 / 22.6	15.9	24.0	27 / 432	WCPV-F
5	WXXX-F	CHR	15 / 7.4	8.8	10.4	9.6	402 / 32.1	31.0	24.1	40 / 905	WXXX-F
6	WBZF-F	AOR-NR	14 / 6.9	5.0	2.7	1.0	258 / 20.5	18.0	11.8	36 / 657	WBZF-F
7	WKOL-F	O	12 / 5.9	3.3	6.0	7.2	234 / 18.7	15.2	19.6	23 / 473	WKOL-F
8	WJOY	ST	9 / 4.4	2.2	2.7	6.2	87 / 7.0	6.7	5.8	12 / 126	WJOY
9	WVMT	FS	8 / 3.9	1.7	4.9	3.8	121 / 8.7	6.2	10.5	9 / 172	WVMT
10	WNCS-F	AOR-P	7 / 3.5	5.5	2.2	3.3	102 / 8.2	10.0	7.7	18 / 230	WNCS-F
	WKOR	T	7 / 3.5	3.9	3.8	2.9	112 / 8.0	8.1	9.5	8 / 154	WKOR

12+ FM Share (Metro): 84.85 % (140 of 165) (Fall 96: 85.42 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIZN-F >	1 WOKO-F	1 WOKO-F >	1 WOKO-F >	1 WOKO-F >>	1 WCPV-F	1 WOKO-F >	1 WOKO-F	1 WIZN-F <	1 WBZF-F	1 WOKO-F >
2 WOKO-F	WIZN-F	2 WIZN-F <	2 WEZF-F <	2 WKOL-F	2 WOKO-F	2 WIZN-F	2 WIZN-F >	2 WOKO-F	2 WOKO-F	2 WBZF-F <
3 WXXX-F	3 WCPV-F	3 WEZF-F	3 WKOL-F	WEZF-F	WIZN-F	3 WCPV-F <	3 WCPV-F	3 WXXX-F	3 WEZF-F	3 WIZN-F <
4 WCPV-F	4 WXXX-F <	WCPV-F	4 WJOY	4 WXXX-F	4 WEZF-F >	4 WXXX-F <	4 WEZF-F >	WEZF-F	4 WXXX-F	4 WXXX-F
5 WBZF-F	5 WEZF-F	5 WKOL-F	5 WCPV-F	WIZN-F	5 WKOL-F	5 WKOL-F <	5 WXXX-F <	WBZF-F <	5 WCPV-F	WKOL-F
	6 WKOL-F	6 WXXX-F		6 WNCS-F	6 WXXX-F	6 WEZF-F	6 WKOL-F	6 WCPV-F >	6 WIZN-F	WEZF-F
		7 WNCS-F			WKOR	7 WJOY	7 WVMT	7 WKOL-F	7 WJOY	7 WCPV-F
							WKOR			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume					
WXPS-AF T	96.7	Vergennes	1.0	4.1	3	125	CHOM-F	AOR	97.7	Montreal, PQ	1.0	3.2	8	201

AM Stations

WJOY	1230	1 kw	Standards	Westwd	D&R	Hall
WKOR	1390	5 kw (DA-N)	Talk	ABC, 1-on-1, Tlkn	—	
WVMT	620	5 kw (DA-2)	Full Service	ABC, CBS, Westwd	Mc-Guild	Goldman

FM Stations

WBZF	99.9	100 kw @ 984	New Rock	Allied		Plattsburgh
WCPV	101.3	1 kw @ 797	Classic AOR	Westwd	Katz	DynaCom
WEZF	92.9	46 kw @ 2700	Soft AC		Banner	Capstar
WIZN	105.7	50 kw @ 374	AOR		Allied	Deer River
WKOL	105.1	23.5 kw @ 338	Oldies		D&R	Hall
WNCS	104.7	1.9 kw @ 2080	Progressive AOR		—	Northeast
WOKO	98.9	100 kw @ 297	Country		D&R	Hall
WXXX	95.5	25 kw @ 236	CHR		Mc-Guild	Goldman
						S. Burlington

Notes: WEAV (960; Plattsburgh, NY) is LMA'd by (and simulcasts) WXPS-F . . . WBZF-F is LMA'd by WIZN-F

CAPE COD, MA

Arbitron Rank: 184 **Pop (12+)** 176,300 **Stations:** 34 / 12 **% Below Line:** 19.4
Market TSL In Hours: 22.25 **Diaries:** 585/301:1/55.0% **% Not Listed:** 8.6
Average Person Rating: 17.2 **Sample Target:** 560 **Total Retail Sales:** \$2.46 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WQRC-F	SAC	33 / 10.9	10.9	14.2	11.7	407 / 23.1	28.4	27.6	33 / 416	WQRC-F
2	WOCN-F	ST	27 / 8.9	5.6	11.8	9.8	292 / 16.6	12.3	22.5	27 / 295	WOCN-F
3	WXTK-F	T	26 / 8.6	8.6	6.9	8.9	315 / 17.9	15.9	14.6	28 / 340	WXTK-F
4	WFCC-F	CL	23 / 7.6	10.9	5.7	5.8	280 / 15.9	15.3	14.4	29 / 352	WFCC-F
	WCIB-F	AOR/CL	23 / 7.6	7.6	5.7	8.6	334 / 18.9	19.9	14.7	26 / 372	WCIB-F
6	WKPE-F	AOR	18 / 5.9	3.3	8.4	4.9	222 / 12.6	10.3	17.0	18 / 228	WKPE-F
7	WCOD-F	AC	18 / 5.3	5.3	3.0	4.3	265 / 14.5	14.7	11.9	16 / 261	WCOD-F
	WRZE-F	CHR	16 / 5.3	7.3	3.9	6.4	332 / 18.8	20.8	16.8	18 / 373	WRZE-F
9	WMVY-F	AOR	15 / 4.9	3.6	2.7	3.1	191 / 10.8	9.0	7.8	22 / 288	WMVY-F
10	WPXC-F	AOR	12 / 4.0	4.6	3.6	8.3	232 / 13.2	13.6	13.6	12 / 238	WPXC-F
11	WCTK-F	C	10 / 3.3	3.3	3.0	1.5	169 / 9.6	8.8	9.7	12 / 204	WCTK-F
12	WWKJ-F	CL AOR	6 / 2.0	2.0	0.9	1.5	108 / 6.1	4.7	6.1	6 / 117	WWKJ-F

12+ FM Share (Metro): 94.60 % (263 of 278) (Fall 96: 91.00 %)

16-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKPE-F >>	1 WKPE-F	1 WCIB-F	1 WQRC-F	1 WCIB-F	1 WCIB-F	1 WQRC-F >	1 WQRC-F <	1 WQRC-F <	1 WFCC-F	1 WOCN-F <
2 WPXC-F	WCIB-F	2 WCOD-F <	2 WOCN-F <	2 WCOD-F	WKPE-F	2 WXTK-F <	2 WXTK-F <	2 WXTK-F	2 WXTK-F	2 WFCC-F <
3 WRZE-F >	3 WCOD-F <	3 WMVY-F	3 WFCC-F	3 WQRC-F	WMVY-F	3 WOCN-F >	3 WCIB-F	3 WOCN-F	3 WQRC-F	3 WQRC-F
	4 WMVY-F <	4 WKPE-F	WXTK-F	4 WRZE-F	4 WPXC-F	4 WFCC-F	4 WOCN-F	WCIB-F	WOCN-F	4 WCIB-F
	5 WPXC-F <	5 WPXC-F	5 WCIB-F	WMVY-F	WXTK-F	WCIB-F <	5 WFCC-F <	WKPE-F <	5 WRZE-F	5 WXTK-F
	6 WRZE-F	WXTK-F	6 WCOD-F	6 WFCC-F >	6 WCOD-F	6 WKPE-F <	6 WCOD-F <	6 WRZE-F <	WKPE-F	WRZE-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WJCO-F	ST	93.5	Harwichport	1.3 4.7 4 84

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBCN-F	AOR	104.1	Boston	0.7 4.3 2 80
WBMX-F	AC	98.5	Boston	0.7 3.1 2 64
WBOS-F	AOR-P	92.9	Brookline	0.3 2.6 1 46
WBRU-F	AOR-P	95.5	Providence	0.7 2.8 2 55
WBZ	NT	1030	Boston	1.6 6.9 9 129
WCRB-F	CL	102.5	Waltham	0.3 2.0 2 48
WEEI	SPRTS	850	Boston	1.6 5.1 5 90
WFHN-F	CHR	107.1	Fairhaven	0.3 4.1 2 82
WHJY-F	AOR	94.1	Providence	0.3 3.3 1 59
WJMN-F	CHR	94.5	Boston	1.6 5.7 5 106
WMJX-F	AC	106.7	Boston	1.0 3.0 3 53
WODS-F	O	103.3	Boston	0.7 3.7 2 64
WPLM-F	J*	99.1	Plymouth	1.6 4.0 6 90
WPRO-F	CHR	92.3	Providence	0.3 1.9 1 33
WRKO	T	680	Boston	1.6 6.4 5 112
WROR-F	AC	105.7	Frammingham	0.3 1.6 1 28
WSNE-F	AC	93.3	Taunton	0.3 2.0 1 35
WWBB-F	O	101.5	Providence	0.3 3.0 1 54
WWRX-F	CL AOR	103.7	Westerly, RI	0.3 1.9 1 50
WXKS-F	CHR	107.9	Medford	0.7 3.5 2 66
WZLX-F	CL AOR	100.7	Boston	0.7 3.3 2 58

FM Stations

Station	Power	Frequency	Format	Advertiser	City
WCIB	101.9	50 kw @ 479	AOR/Classic AOR	Mc-Guild	Falmouth
WCOD	106.1	50 kw @ 450	AC	Christal	Hyannis
WFCC	107.5	50 kw @ 341	Classical	Allied	Chatham
WKPE	104.7	50 kw @ 504	AOR	Sentry	Orleans
WMVY	92.7	3 kw @ 285	AOR	Katz	Tisbury
WOCN	103.9	3 kw @ 315	Standards	CBS	S. Yarmouth
WPXC	102.9	3.1 kw @ 462	AOR	Mc-Guild	Hyannis
WQRC	99.9	50 kw @ 378	Soft AC	Sentry	Barnstable
WRZE	96.3	50 kw @ 394	CHR	Mc-Guild	Nantucket
WWKJ	101.1	3.7 kw @ 253	Classic AOR	Westwd	Mashpee
WXTK	94.9	50 kw @ 395	Talk	CNN, Westwd	W. Yarmouth

Notes: WCTK-F - See New Bedford ... *WPLM-F was cited by Arbitron for a "Special Station Activity" but was not placed "below the line"

CASPER, WY

Arbitron Rank: 267 Pop (12+) 51,800	Stations: 9 / 9	% Below Line: 0.0
Market TSL in Hours: 22.50	Diaries: 423/122:1/58.6%	% Not Listed: 10.7
Average Person Rating: 16.2	Sample Target: 400	Total Retail Sales: \$0.61 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KQLT-F	C	15 / 17.8	18.8		24.7	177 / 34.1	30.2		20 / 234	KQLT-F
2	KASS-F	CL AOR	13 / 15.4	10.0		23.5	113 / 21.8	23.3		21 / 179	KASS-F
3	KTRS-F	AC	12 / 14.2	13.8		9.9	153 / 29.5	34.4		23 / 235	KTRS-F
4	KTWO	C/FS	10 / 11.8	17.5		13.6	121 / 23.4	27.0		12 / 172	KTWO
5	KYOD-F	C	8 / 9.6	5.0			88 / 17.1	12.2		8 / 102	KYOD-F
6	KMGW-F	AC	7 / 8.3	11.3		7.4	127 / 24.6	23.7		9 / 165	KMGW-F
7	KVOC	O	6 / 7.1	8.8		8.6	80 / 17.3	23.9		6 / 90	KVOC
8	KMLD-F	O	3 / 3.6				54 / 10.4			3 / 54	KMLD-F
9	KUYO	REL	1 / 1.2				12 / 2.4			1 / 20	KUYO

12+ FM Share (Metro): 77.33 % (58 of 75) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KASS-F	1 KASS-F >	1 KASS-F	1 KQLT-F	1 KTRS-F	1 KASS-F >>	1 KQLT-F	1 KQLT-F <	1 KASS-F <	1 KTRS-F	1 KQLT-F >
2 KTRS-F >	2 KTRS-F	2 KQLT-F	2 KTWO >	KQLT-F	2 KQLT-F >	2 KTRS-F <	2 KTWO <	2 KQLT-F <	2 KYOD-F	2 KTRS-F
3 KYOD-F	KQLT-F	3 KTRS-F >	3 KVOC	3 KYOD-F	3 KTWO	3 KASS-F	3 KASS-F	3 KTRS-F >	KASS-F	3 KASS-F
KQLT-F	4 KMGW-F	4 KYOD-F	4 KASS-F	KMGW-F >	KTRS-F >	4 KTWO	4 KTRS-F	4 KMGW-F	4 KQLT-F >>	4 KYOD-F
	5 KYOD-F	KTWO				5 KYOD-F <	5 KMGW-F	5 KYOD-F		KTWO
	KTWO >	KMGW-F								

AM Stations

KTWO	1030	50 kw (DA-N)	Country/Full Svc	CBS	Katz	Jacor	
KUYO	830	10 kw (Days)	Religion		--		Evansville
KVOC	1230	1 kw	Oldies	ABC	Eastman		

FM Stations

KASS	106.9	100 kw @ 1824	Classic AOR	ABC	K&P	KQLT-F
KMGW	94.5	65 kw @ 1908	AC		--	Jacor
KMLD	97.3	0.09 kw @ 1808	Oldies		--	
KQLT	103.7	59.3 kw @ 1909	Country	ABC	Mc-Guild	KASS-F
KTRS	95.5	100 kw @ 1920	AC	ABC, Westwd	Mc-Guild	KYOD-F
KYOD	104.7	0.185 kw @ 1774	Country	CNN, JRN	--	KTRS-F

Notes: KVOC is LMA'd to KASS-F/KQLT-F ... 11/97 KMLD-F came on the air programming Oldies ("Melody 97"), LMA'd to KTRS-F/KYOD-F

CHAMPAIGN, IL

Arbitron Rank: 206	Pop (12+): 140,300	Stations: 16 / 11	% Below Line: 6.2
Market TSL in Hours: 19.25		Diarles: 572/245:1/57.0%	% Not Listed: 19.5
Average Person Rating: 13.9		Sample Target: 550	Total Retail Sales: \$1.47 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WIXY-F	C	36 / 18.5	15.5	15.3		386 / 27.5	25.5		60 / 777	WIXY-F
2	WDWS	T	19 / 9.8	10.0	9.0		279 / 19.9	18.5		22 / 344	WDWS
3	WLRW-F	CHR/AC	18 / 9.3	10.0	11.6		358 / 25.5	26.9		31 / 704	WLRW-F
4	WHMS-F	AC	14 / 7.2	6.7	4.8		231 / 16.5	17.5		17 / 332	WHMS-F
	WPGU-F	AOR-NR	14 / 7.2	5.0	7.4		288 / 20.5	16.8		15 / 345	WPGU-F
	WKIO-F	O	14 / 7.2	5.0	6.9		252 / 17.9	14.1		25 / 449	WKIO-F
7	WQQB-F	CHR	11 / 5.7	5.0	3.7		282 / 20.1	14.2		15 / 363	WQQB-F
8	WLS	T	7 / 3.6	3.9	4.2		112 / 8.0	8.0		19 / 285	WLS
	WGKC-F	CL AOR	7 / 3.6	5.6	3.2		225 / 16.0	15.1		13 / 307	WGKC-F
10	WZNF-F	AOR	6 / 3.1	2.8	3.7		173 / 12.3	7.5		13 / 290	WZNF-F
11	WBCP	B	5 / 2.6	3.3	3.2		40 / 2.9	4.3		5 / 40	WBCP

12+ FM Share (Metro): 78.98 % (124 of 157) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXY-F	1 WIXY-F	1 WIXY-F >	1 WIXY-F	1 WIXY-F	1 WIXY-F >>	1 WIXY-F	1 WIXY-F >	1 WIXY-F >	1 WPGU-F	1 WIXY-F
2 WPGU-F	2 WLRW-F	2 WLRW-F	2 WDWS	2 WLRW-F >	2 WKIO-F	2 WDWS >	2 WLRW-F	2 WLRW-F	WIXY-F >	2 WDWS >
3 WHMS-F	3 WHMS-F	3 WKIO-F	3 WKIO-F	3 WKIO-F >	3 WDWS	3 WLRW-F	3 WHMS-F	3 WKIO-F <	3 WDWS	3 WPGU-F
	WLRW-F	WPGU-F	4 WHMS-F	4 WLRW-F >	4 WQQB-F	WHMS-F	4 WHMS-F	4 WKIO-F	4 WPGU-F	4 WKIO-F
5 WQQB-F	5 WKIO-F	5 WDWS		5 WHMS-F >	WLRW-F >	5 WKIO-F	5 WDWS >	5 WQQB-F <	5 WGKC-F	5 WHMS-F
6 WZNF-F	6 WQQB-F	6 WQQB-F				6 WQQB-F <		6 WHMS-F	WBCP	WLRW-F
	7 WGKC-F	WGKC-F				7 WPGU-F >			WKIO-F	
									WZNF-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEBX-F AOR-P 93.5 Tuscola	0.5	2.5	1 40

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGN FS/T 720 Chicago	1.0	3.0	12 129
WIAI-F C 99.1 Danville	0.5	2.1	11 226
WPXN-F AC 104.9 Paxton, IL	0.5	1.9	1 57
WZNX-F AOR 106.7 Sullivan, IL	0.5	1.7	19 295

AM Stations

WBCP 1580 0.25 kw (Days)	Black	ABC	—
WDWS 1400 1 kw	Talk	CBS, Westwd, AP	Christal WHMS-F

FM Stations

WGKC 105.9 3 kw @ 328	Classic AOR	ABC	—	Commun. Svc.	Mahomet
WHMS 97.5 50 kw @ 358	AC	CBS	Christal	WDWS	
WIXY 100.3 13 kw @ 453	Country		Katz	Saga	
WKIO 92.5 11.5 kw @ 485	Oldies	Westwd, CNN	Interep	Tak	
WLRW 94.5 50 kw @ 390	CHR/AC		Katz	Saga	
WPGU 107.1 3 kw @ 235	New Rock	ABC	Katz	Daily Illini	
WQQB 96.1 3.8 kw @ 403	CHR		Banner	Commun. Svc.	Rantoul
WZNF 95.3 1.91 kw @ 413	AOR		Christal	Commun. Svc.	Rantoul

Notes: WLS - See Chicago in the Fall 1997 American Radio . . . This is Champaign's first Fall Arbitron

CHARLOTTESVILLE, VA

Arbitron Rank: 223	Pop (12+): 123,800	Stations: 17 / 10	% Below Line: 7.3
Market TSL In Hours: 18.25		Diaries: 530/234:1/54.1%	% Not Listed: 27.9
Average Person Rating: 13.3		Sample Target: 470	Total Retail Sales: \$1.48 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WCYK-F	21 / 12.7	16.3		10.0		212 / 17.1	21.1		30 / 319	WCYK-F
2	WINA	18 / 10.9	8.1		8.2		263 / 21.2	17.5		19 / 268	WINA
3	WUVA-F	14 / 8.5	4.4		1.2		181 / 15.4	8.6		15 / 208	WUVA-F
4	WWVV-F	13 / 7.9	8.1		10.6		230 / 18.8	22.2		17 / 315	WWVV-F
5	WQMZ-F	11 / 6.7	6.3		11.8		235 / 19.0	18.9		12 / 268	WQMZ-F
6	WKAV	7 / 4.2	3.8		2.9		88 / 7.1	6.2		7 / 94	WKAV
7	WCHV	6 / 3.8	2.5		0.6		64 / 5.2	6.0		6 / 64	WCHV
	WVSY-F	6 / 3.8	3.1		2.4		106 / 8.5	8.1		9 / 152	WVSY-F
	WVAO-F	6 / 3.8	3.1		5.3		105 / 8.5	12.8		6 / 130	WVAO-F
10	WUMX-F	5 / 3.0	5.6		10.0		128 / 10.3	13.4		6 / 156	WUMX-F

12+ FM Share (Metro): 73.95 % (88 of 119) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWVV-F >	1 WCYK-F <	1 WCYK-F >	1 WINA	1 WCYK-F	1 WCYK-F	1 WINA <	1 WCYK-F <	1 WCYK-F	1 WUVA-F >	1 WCYK-F
2 WCYK-F	2 WWVV-F <	2 WUVA-F	2 WCYK-F >>	2 WUVA-F >	2 WWVV-F >	2 WCYK-F >	2 WINA >	2 WUVA-F <	2 WCYK-F	2 WINA <
WQMZ-F	3 WUVA-F	3 WWVV-F	3 WKAV	3 WQMZ-F	3 WINA	3 WWVV-F	3 WWVV-F	3 WWVV-F	3 WQMZ-F	3 WUVA-F
WUVA-F >>	4 WQMZ-F	WINA	WUVA-F	4 WVSY-F	WQMZ-F >>	WUVA-F >	4 WUVA-F <	WINA <	4 WWVV-F >	4 WKAV
5 WVSY-F	5 WINA >	5 WQMZ-F	5 WCHV	WINA	5 WUMX-F	5 WQMZ-F	5 WQMZ-F	5 WQMZ-F >	5 WINA	5 WQMZ-F
WQPO-F >>	6 WUMX-F	6 WUMX-F	6 WVAO-F	WVAO-F >	WUVA-F	6 WVSY-F	6 WKAV	6 WUMX-F	WBZU-F	6 WWVV-F
	WVSY-F	WVSY-F			WVSY-F >>	7 WCHV		WVSY-F		7 WCHV
										WVAO-F

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBZU-F	AOR-NR	106.5	Richmond	1.8	6.8	4	123
WCDX-F	B	92.1	Mechanicsville, VA	0.6	2.0	1	37
WCUL-F	C	103.1	Culpeper, VA	0.6	2.0	2	33
WJMA-F	C	96.7	Orange, VA	1.2	2.7	11	163
WKCY-F	C	104.3	Harrisonburg	0.6	1.8	1	34
WQPO-F	CHR/AC	100.7	Harrisonburg	1.8	3.6	3	50
WVGO-F	O	104.7	Crewe, VA	0.6	2.9	3	70

AM Stations

WCHV	1260	5 kw/2.5 kw (DA-2)	Black AC	CNN	Christal	Eure
WINA	1070	5 kw (DA-N)	Full Service	CBS, ABC	Market 4	WKAV/WQMZ-F
WKAV	1400	1 kw	Standards		---	WINA/WQMZ-F

FM Stations

WCYK	99.7	3.25 kw @ 1693	Country	Mc-Guild	Clark	Staunton
WQMZ	95.1	6 kw @ 145	CHR/AC	Market 4	WINA/WKAV	
WUMX	107.5	0.3 kw @ 981	AC	Allied		
WUVA	92.7	0.75 kw @ 902	Black AC	---		
WVAO	102.3	1.03 kw @ 564	Oldies	Mc-Guild	Clark	Crozet
WVSY	101.9	6 kw @ 223	AC	---		Ruckersville
WWVV	97.5	50 kw @ 450	AOR	Christal	Eure	

Notes: This is Charlottesville's first Fall Arbitron . . . 11/97 WCHV/WWVV-F & WINA/WKAV/WQMZ-F agreed on merger with consideration of \$6,200,000 . . . 2/98 Merger of WCHV/WWVV-F and WINA/WKAV/WQMZ-F reportedly cancelled

CHEYENNE, WY

Arbitron Rank: 265	Pop (12+): 63,900	Stations: 19 / 12	% Below Line: 8.8
Market TSL In Hours: 21.75		Diaries: 446/143:1/60.4%	% Not Listed: 12.7
Average Person Rating: 16.0		Sample Target: 400	Total Retail Sales: \$0.91 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KOLZ-F	C	20 / 19.7	16.6		10.5	177 / 27.6	28.1		20 / 181	KOLZ-F
2	KIGN-F	AC	14 / 13.8	19.9		25.7	183 / 28.6	31.6		15 / 185	KIGN-F
3	KMUS-F	C	10 / 9.8	12.5		14.3	135 / 21.1	21.4		11 / 143	KMUS-F
4	KFBC	T	9 / 8.8	7.5		7.6	104 / 16.3	17.2		9 / 104	KFBC
5	KLEN-F	SAC	5 / 4.9	4.2		8.6	73 / 11.4	11.5		5 / 74	KLEN-F
	KZCY-F	AOR-NR	5 / 4.9				58 / 9.1			5 / 58	KZCY-F
7	KRRR-F	O	4 / 3.9	1.7			61 / 9.5	6.3		4 / 61	KRRR-F
	KRAE	O	4 / 3.9	2.5		3.8	66 / 10.3	8.5		4 / 66	KRAE

12+ FM Share (Metro): 80.90 % (72 of 89) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOLZ-F >	1 KIGN-F	1 KOLZ-F	1 KOLZ-F >	1 KOLZ-F	1 KOLZ-F	1 KOLZ-F >>	1 KOLZ-F	1 KOLZ-F	1 KIGN-F >	1 KOLZ-F >
2 KIGN-F >>	KOLZ-F >>	2 KIGN-F >	2 KFBC	2 KIGN-F	2 KIGN-F >>	2 KIGN-F	2 KIGN-F >	2 KIGN-F >	2 KMUS-F	2 KIGN-F
3 KZCY-F >>	3 KMUS-F	3 KMUS-F >	KMUS-F	3 KMUS-F >>	3 KMUS-F	3 KMUS-F	3 KFBC	3 KMUS-F >	KOLZ-F >>	3 KMUS-F
4 KMUS-F >>	4 KZCY-F >	4 KZCY-F	4 KIGN-F >	4 KLEN-F >>	KZCY-F >	4 KFBC >	4 KMUS-F	4 KFBC	4 KFBC >>	4 KFBC >>
	5 KLEN-F >	5 KFBC	5 KRAE		5 KRAE	5 KLEN-F	5 KZCY-F	KZCY-F		
		KLEN-F >			KFBC >>	KZCY-F	6 KLEN-F	6 KJL		
						7 KRAE >		KLEN-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KCGY-F	C	95.1	Laramie	2.0 3.9 2 25
KIMX-F	AC/CHR	105.5	Laramie	2.0 8.5 2 54
KJL	ST	137.0	Cheyenne	2.9 8.9 3 57
KRQU-F	AOR/CL	102.9	Laramie	2.0 6.1 2 39

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KBPI-F	AOR-NR	106.7	Denver	2.0 5.2 2 33
KCKK-F	C	104.3	Longmont, CO	1.0 2.2 1 14
KOA	T/FS	85.0	Denver	1.0 7.4 2 55
KQKS-F	CHR	107.5	Lakewood, CO	2.0 7.4 2 47
KRFX-F	CL AOR	103.5	Denver	1.0 3.2 1 20
KTCL-F	AOR-NR	93.3	Ft. Collins, CO	1.0 4.8 1 31
KXKL-F	O	105.1	Denver	1.0 3.4 1 21

AM Stations

KFBC	1240	1 kw	Talk	ABC, 1-on-1, SBUSA	Eastman
KRAE	1480	1 kw/0.064 kw	Oldies	CBS, Westwd	INterep KZCY-F

FM Stations

KIGN	97.9	100 kw @ 580	AC	Katz	Jacor
KLEN	106.3	3 kw @ -3	Soft AC	--	Jacor
KMUS	101.9	50 kw @ 492	Country	Christal	Bums
KOLZ	100.7	100 kw @ 490	Country	Katz	Jacor
KRRR	99.9	50 kw @ -7	Oldies	--	
KZCY	104.9	6 kw @ 0	New Rock	--	KRAE

Notes: This is Cheyenne's first Fall Arbitron

CHICO, CA

Arbltron Rank: 189 Pop (12+) 172,000 Stations: 25 / 15 % Below Line: 17.2
 Market TSL In Hours: 19.00 Diaries: 583/295:1/56.8% % Not Listed: 18.1
 Average Person Rating: 13.8 Sample Target: 560 Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KPAY	20 / 8.4	8.2	8.5	10.3	10.4	228 / 13.1	16.1	17.3	32 / 368	KPAY
2	KALF-F	19 / 8.0	9.4	8.9	9.0	6.8	325 / 18.9	17.3	15.9	33 / 572	KALF-F
3	KPPL-F	18 / 7.6	4.5	6.6	4.3	3.6	251 / 14.6	9.9	13.0	30 / 355	KPPL-F
4	KHSL-F	16 / 6.3	7.4	6.2	7.7	6.4	265 / 15.4	15.1	14.6	23 / 419	KHSL-F
	KRQR-F	AOR-P	15 / 6.3	5.7	6.6	9.0	277 / 16.1	15.6	16.8	33 / 432	KRQR-F
6	KLRS-F	AC	12 / 6.0	3.7	4.7	4.3	270 / 15.7	12.3	11.1	20 / 451	KLRS-F
7	KMXI-F	AC	11 / 4.6	4.9	7.8	3.8	214 / 12.5	12.1	15.8	13 / 293	KMXI-F
	KFBK	N/T	11 / 4.6	3.3	3.5	4.7	166 / 9.1	7.3	9.4	29 / 400	KFBK
9	KFMF-F	AOR	10 / 4.2	5.7	5.8	6.8	229 / 13.3	15.1	16.9	11 / 301	KFMF-F
10	KJAZ	ST	7 / 2.9				80 / 4.7			9 / 102	KJAZ
	KKCY-F	C	7 / 2.9	3.3	1.6	2.1	112 / 6.5	8.1	4.6	28 / 334	KKCY-F

12+ FM Share (Metro): 71.28 % (139 of 195) (Fall 96: 76.44 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRQR-F	1 KALF-F	1 KPPL-F	1 KPAY >	1 KPPL-F >	1 KRQR-F	1 KPAY >	1 KPAY	1 KALF-F	1 KRQR-F >	1 KALF-F
2 KFMF-F	2 KRQR-F	2 KALF-F	2 KPPL-F	2 KHSL-F	KALF-F	2 KALF-F <	2 KPPL-F	2 KPPL-F	2 KHSL-F	2 KPPL-F
3 KALF-F >	3 KPPL-F	3 KHSL-F	KFBK <	KLRS-F	KPPL-F >	3 KPPL-F	3 KALF-F	KPAY	KLRS-F	3 KHSL-F
4 KHSL-F	4 KHSL-F	4 KMXI-F	4 KALF-F	KMXI-F	4 KPAY	KFBK	4 KMXI-F <	4 KRQR-F	KALF-F	KRQR-F >
KLRS-F	5 KMXI-F	5 KRQR-F	5 KHSL-F	KALF-F >	KFMF-F	5 KHSL-F <	5 KFBK <	5 KHSL-F <	5 KFMF-F	5 KPAY
KPPL-F	KFMF-F	6 KLRS-F			KHSL-F	6 KRQR-F <	6 KHSL-F	6 KLRS-F	6 KFMF-F >	
	KLRS-F >				KMXI-F >	7 KLRS-F <		7 KFMF-F <		
						8 KMXI-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCEZ-F	CL HITS	100.7	Coming 2.5 9.7 12 265
KKXX	REL	930	Paradise 0.8 1.7 2 35
KMJE-F	AC	101.5	Gridley 1.3 4.2 11 185
KYIX-F	AC	104.9	S. Oroville 1.7 4.7 4 112
KZAP-F	CL AOR	96.7	Paradise 2.1 8.1 11 229

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCTC	ST	1320	Sacramento 0.4 2.1 1 36
KGO	T	810	San Francisco 2.5 5.9 11 206
KHTK	SPRTS	1140	Sacramento 0.4 1.8 1 48
KHYL-F	O	101.1	Auburn, CA 1.7 2.1 17 234
KNBR	SPRTS	680	San Francisco 2.1 3.4 11 109
KNCQ-F	C	97.3	Redding, CA 0.8 2.4 5 116
KSFM-F	CHR	102.5	Woodland, CA 2.5 6.8 20 390
KSTE	T	650	Rancho Cordova 1.3 2.6 6 109
KXCL-F	AC	103.9	Yuba City, CA 0.8 1.6 9 93

AM Stations

KJAZ	1340	1 kw	Standards	—	Z-Spanish	Oroville
KPAY	1290	5 kw (DA-N)	Full Service/Talk	Westwd	Katz	McCoy

FM Stations

KALF	95.7	7 kw @ 1265	Country	Christal	Regent	Red Bluff
KCEZ	100.7	50 kw @ 272	Classic Hits	Allied	Phoenix	Coming
KFMF	93.9	2 kw @ 1128	AOR	Christal	Regent	
KHSL	103.5	1.61 kw @ 1250	Country	Katz	McCoy	Paradise
KKCY	103.1	1.3 kw @ 1965	Country	ABC	Allied	Phoenix
KLRS	92.7	1.5 kw @ 643	AC	Allied	Phoenix	Colusa
KMXI	95.1	8.17 kw @ 1170	AC	Katz	McCoy	
KPPL	107.5	28 kw @ 633	AC	Christal	Regent	Colusa
KRQR	106.7	25 kw @ 207	Progressive AOR	Allied	Phoenix	Orland
KZAP	96.7	1.5 kw @ 1289	Classic Rock	Eastman		Paradise

Notes:

COLUMBIA, MO

Arbitron Rank: 240 Pop (12+) 106,900
 Market TSL In Hours: 17.25
 Average Person Rating: 12.5

Stations: 14 / 13
 Diaries: 445/240:1/51.6%
 Sample Target: 440

% Below Line: 0.7
 % Not Listed: 21.6
 Total Retail Sales: \$1.6 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KCLR-F	C	17 / 12.6	10.1	13.8	12.8	239 / 22.3	26.3	28.7	84 / 808	KCLR-F
2	KFRU	FS/T	16 / 11.9	10.7	14.4	11.0	260 / 24.3	21.5	28.0	17 / 306	KFRU
3	KTXY-F	CHR	15 / 11.2	12.8	8.1	11.0	324 / 30.3	32.0	24.8	36 / 608	KTXY-F
4	KPLA-F	AC	14 / 10.4	6.7	5.0	7.0	200 / 18.7	20.8	15.5	20 / 344	KPLA-F
5	KCMQ-F	AOR-NR	9 / 6.7	7.4	8.1	11.6	189 / 17.7	23.7	20.2	27 / 371	KCMQ-F
6	KBXR-F	AOR	8 / 8.0	4.0	5.0	6.4	165 / 14.5	13.8	12.5	9 / 215	KBXR-F
7	KFMZ-F	AOR-P	7 / 5.2	4.0	4.4	5.2	191 / 17.9	17.1	16.4	11 / 318	KFMZ-F
8	KOQL-F	O	5 / 3.7	4.0	3.1	5.2	134 / 12.5	13.6	11.2	9 / 260	KOQL-F

12+ FM Share (Metro): 82.86 % (87 of 105) (Fall 96: 75.78 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTKY-F	1 KTXY-F <	1 KFRU	1 KFRU >	1 KPLA-F	1 KFRU >>	1 KFRU	1 KCLR-F >	1 KCLR-F	1 KTXY-F	1 KTXY-F
2 KCMQ-F	2 KPLA-F	KCLR-F	2 KCLR-F	KCLR-F >	2 KTXY-F	2 KCLR-F	2 KFRU <	2 KPLA-F <	KCMQ-F >	KFRU
KCLR-F	KCLR-F	3 KPLA-F	3 KPLA-F >>	3 KTXY-F	KCLR-F	3 KPLA-F	3 KPLA-F	3 KTXY-F	3 KCLR-F >	3 KCLR-F
4 KPLA-F >	4 KFRU	4 KTXY-F	4 KTXY-F	4 KFRU	KBXR-F >	4 KTXY-F	4 KTXY-F <	4 KFRU	4 KPLA-F	4 KPLA-F >
5 KFMZ-F	5 KCMQ-F	5 KBXR-F >	KOQL-F	KBXR-F >	5 KPLA-F	5 KCMQ-F	5 KBXR-F >>	KCMQ-F >	KFMZ-F	5 KFMZ-F
6 KLSC-F	KBXR-F >	6 KOQL-F	KBXR-F	KFMZ-F	6 KBXR-F	6 KBXR-F	6 KBXR-F	6 KBXR-F	6 KFRU	6 KCMQ-F
KBXR-F >	7 KFMZ-F	KCMQ-F		KCMQ-F >>						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KATI-F C	94.3	California	0.7 3.0 11 283
KLSC-F CL AOR	93.9	Fayette	3.0 11.7 15 250
KMFC-F REL	92.1	Centralia	1.5 3.8 5 125
KTGF C	1580	Columbia	1.5 3.9 2 42
KWWR-F C	95.7	Mexico	3.0 7.4 28 399

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KJMO-F O	100.1	Jefferson City	0.7 3.4 11 297

AM Stations

KFRL	1400	1 kw	Full Service/Talk	ABC, Westwd, CBS	—	Germond/Baugher
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FM Stations

KBXR	106.1	23 kw @ 722	AOR	CBS	—	Germond/Baugher	Ashland
KCLR	99.3	33.2 kw @ 591	Country		Banner	Zimmer	Boonville
KCMQ	96.7	18 kw @ 344	AOR-New Rock		Banner	Zimmer	
KFMZ	98.3	23.7 kw @ 712	AOR	ABC	Christal	Contemp. Media	
KLSC	93.9	6 kw @ 328	Classic AOR		—	Zimmer	Fayette
KOQL	102.3	2.2 kw @ 374	Oldies		—	Germond/Baugher	Ashland
KPLA	101.5	26.3 kw @ 692	AC		—	Germond/Baugher	
KTXY	106.9	100 kw @ 1250	CHR	ABC	Mc-Guild	Brill	Jefferson City
KWWR	95.7	100 kw @ 995	Country	Westwd	—		Mexico

Notes: 10/97 KATI-F (94.3; California) sold by Brill to Zimmer for \$1,050,000 (Media Svcs.) ... 10/9 KLIK/KTXY-F sold by Brill to Zimmer for \$6,625,000 (Media Svcs.) ... 1/98 KJMO-F (100.1; Jefferson City) changed from Oldies to AC as "Kiss 100" ... 2/98 KFAL (900)/KKCA-F (100.5) Fulton, MO, sold by Ken Meyer to two of the Zimmer brothers for \$500,000 (Meador)

COOKEVILLE, TN

Arbitron Rank: 258	Pop (12+): 74,700	Stations: 19 / 9	% Below Line: 21.1
Market TSL In Hours: 20.00		Diaries: 434/172:1/49.7%	% Not Listed: 10.1
Average Person Rating: 14.6		Sample Target: 380	Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	
1	WGSQ-F	C	29 / 26.6				351 / 47.0			66 / 834	WGSQ-F
2	WKXD-F	CHR/AC	15 / 13.7				198 / 26.2			43 / 546	WKXD-F
3	WGIC-F	SAC	10 / 9.2				144 / 19.3			13 / 196	WGIC-F
4	WHUB	C	7 / 6.4				108 / 14.4			8 / 126	WHUB
5	WCSD-F	C	5 / 4.6				72 / 9.8			7 / 130	WCSD-F
	WKDF-F	AOR-NR	5 / 4.6				94 / 12.6			18 / 294	WKDF-F
7	WGFX-F	CL AOR	4 / 3.7				65 / 8.7			13 / 175	WGFX-F
	WPTN	T	4 / 3.7				35 / 4.7			4 / 40	WPTN

12+ FM Share (Metro): 85.71 % (84 of 98) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGSQ-F	1 WGSQ-F >	1 WGSQ-F >>	1 WGSQ-F >>	1 WGSQ-F >>	1 WGSQ-F >>	1 WGSQ-F >>	1 WGSQ-F >>	1 WGSQ-F >>	1 WKXD-F <	1 WGSQ-F >>
WKXD-F >>	2 WKXD-F >	2 WGIC-F	2 WGIC-F	2 WGIC-F	2 WKXD-F	2 WGIC-F	2 WKXD-F	2 WKXD-F >	2 WGSQ-F >>	2 WKXD-F >
3 WGIC-F	3 WGIC-F >>	WKXD-F >>	3 WHUB >	WKXD-F >>	3 WGIC-F >	3 WHUB	3 WGIC-F >	3 WGIC-F >	3 WKDF-F >>	3 WGIC-F
WKDF-F >	4 WGFX-F	4 WCSD-F	4 WKXD-F	4 WKXD-F	4 WGFX-F	WKXD-F >>	4 WHUB	4 WRMX-F	4 WHUB	4 WHUB
	WCSD-F	5 WGFX-F >	5 WPTN		WCSD-F	5 WCSD-F >	5 WGFX-F	5 WGFX-F	5 WCSD-F	5 WCSD-F
	WKDF-F >		WCSD-F		WWTN-F >>		WCSD-F	WCSD-F	WKDF-F	WKDF-F
			WRMX-F >				WPTN	WWTN-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBXE-F	SAC	93.7	Baxter	1.8	7.1	3 80
WLIV	C	92.0	Livingston	1.8	5.6	5 76
WLIV-F	C	104.7	Livingston	0.9	4.2	1 40

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WJZC-F	J	101.1	Russellville, KY	1.8	3.9	2 51
WLAC-F	AC	105.9	Nashville	0.9	4.6	2 61
WRMX-F	O	96.3	Murfreesboro, TN	2.7	6.3	10 147
WRWV-F	CHR	107.5	Lebanon, TN	1.8	10.0	8 163
WSIX-F	C	97.9	Nashville	0.9	3.7	13 162
WSM	C/FS	650	Nashville	0.9	2.9	3 76
WSM-F	C	95.5	Nashville	0.9	3.7	6 93
WWTN-F	T	99.7	Manchester, TN	2.7	6.3	14 144

AM Stations

WHUB	1400	1 kw	Classic Country	CBS, JRN	Cir Chnl	Clear Channel
WPTN	780	1 kw (Days)	Talk	ABC	Cir Chnl	Clear Channel

FM Stations

WCSD	95.9	11.96 kw @ 462	Country	AP	—	WBXE-F/WLIV-AF	Livingston
WGIC	98.5	50 kw @ 492	Soft AC	JRN	Cir Chnl	Clear Channel	
WGSQ	94.7	100 kw @ 1319	Country	ABC	Cir Chnl	Clear Channel	
WKXD	106.9	23 kw @ 735	CHR/AC	ABC	—		Monteray

Notes: Other ranked stations – See Nashville in the Fall 1997 American Radio . . . This is Cookeville's first Arbitron

DANBURY, CT

Arbitron Rank: 191 **Pop (12+)** 168,800 **Stations:** 36 / 5 **% Below Line:** 49.8
Market TSL In Hours: 21.50 **Diarles:** 636/265:1/54.7% **% Not Listed:** 16.8
Average Person Rating: 16.2 **Sample Target:** 580 **Total Retail Sales:** \$2.6 Bil

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1 WDAQ-F	AC	38 / 13.9	13.4	14.0	15.6	15.4	422 / 25.0	25.5	27.2	WDAQ-F
2 WLAD	FS	22 / 8.1	6.9	7.2	6.5	5.3	338 / 20.0	19.6	14.7	WLAD
3 WEZN-F	SAC	21 / 7.7	7.7	5.9	7.2	8.4	356 / 21.1	19.2	18.5	WEZN-F
4 WRKI-F	AOR	20 / 7.3	5.3	6.4	8.0	9.1	329 / 19.5	17.3	21.8	WRKI-F
5 WFAN	SPRTS	15 / 5.5	4.9	7.2	5.1	4.2	275 / 16.3	13.0	17.0	WFAN
6 WCBS	N	12 / 4.4	4.9	3.0	3.6	4.2	279 / 16.5	18.0	15.0	WCBS
7 WEBE-F	AC	9 / 3.3	2.4	3.0	2.2	3.2	201 / 11.9	8.4	8.3	WEBE-F
8 WPLR-F	AOR	8 / 2.9	1.2	0.8	1.8	0.7	108 / 6.4	5.1	2.5	WPLR-F
WAXB-F	O	8 / 2.9	2.0	3.4	1.4	0.7	129 / 7.6	10.8	12.4	WAXB-F

12+ FM Share (Metro): 69.51 % (155 of 223) (Fall 96: 72.09 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDAQ-F	1 WDAQ-F >	1 WDAQ-F >>	1 WDAQ-F	1 WDAQ-F >>	1 WDAQ-F >	1 WLAD <	1 WDAQ-F >>	1 WDAQ-F >	1 WDAQ-F	1 WDAQ-F
2 WRKI-F >>	2 WRKI-F >	2 WRKI-F	WLAD	2 WEZN-F	2 WRKI-F	2 WDAQ-F >	2 WEZN-F <	2 WRKI-F <	WEZN-F	2 WLAD <
3 WEZN-F	3 WEZN-F	3 WEZN-F	3 WEZN-F	3 WEBE-F	WFAN	3 WFAN >	3 WRKI-F	3 WEZN-F >	3 WQHT-F	3 WEZN-F <
4 WFAN	4 WFAN	4 WFAN	WLAD	4 WPLR-F >	4 WEZN-F	4 WLAD >	4 WFAN <	WLAD	4 WRKI-F >	4 WRKI-F >
5 WEBE-F	5 WEBE-F	5 WCBS	WRKI-F >	5 WEZN-F	5 WRKI-F	5 WCBS	5 WCBS	5 WRKI-F	5 WFAN	5 WFAN
6 WPLR-F	WLAD	6 WRKI-F	WEBE-F		6 WXRK-F	6 WXRK-F	6 WMRQ-F	6 WMRQ-F	6 WMRQ-F	6 WMRQ-F

Other Rated Stations Metro Cume Share Rating TSA AQH Cume

WREF ST 850 Ridgefield 1.1 1.9

Other Rated Stations—Outside Market Metro Cume Share Rating TSA AQH Cume

WABC T 770 New York 1.8 5.3
 WALK-F AC 97.5 Patchogue, NY 0.7 2.5
 WCBS-F O 101.1 New York 0.7 3.3
 WCCC-F AOR 106.9 Hartford 0.4 2.2
 WDRC-F O 102.9 Hartford 1.1 5.6
 WEFX-F CL HITS 95.9 Norwalk 0.7 3.3
 WHCN-F CL AOR 105.9 Hartford 0.4 2.2
 WHTZ-F CHR 100.3 Newark, NJ 1.1 5.0
 WHUD-F AC 100.7 Peekskill, NY 0.7 3.8
 WICC FS 600 Bridgeport 1.1 2.5
 WKCI-F CHR 101.3 Hamden 0.7 6.2
 WKHL-F O 96.7 Stamford 0.7 2.4
 WKSS-F CHR 95.7 Meriden 1.1 6.1
 WKTU-F CHR/U 103.5 Lake Success, NY 1.5 4.6
 WMRQ-F AOR-NR 104.1 Waterbury 1.5 7.3
 WNEW-F CL AOR 102.7 New York 0.4 2.8
 WOR T 710 New York 2.2 4.3
 WPLJ-F CHR 95.5 New York 0.4 2.4
 WQCD-F J 101.9 New York 0.7 2.9
 WQEW ST 1560 New York 0.7 2.2
 WQHT-F U/CHR 97.1 New York 2.2 5.8
 WQXR-F CL 96.3 New York 0.4 1.7
 WSPK-F CHR 104.7 Poughkeepsie 0.7 4.5
 WYYZ-F C 92.5 Waterbury 2.2 6.8
 WXRK-F T/NR 92.3 New York 1.5 5.3
 WZMX-F CL HITS 0.4 3.7

AM Stations

WLAD 800 1 kw/0.286 kw Full Service Talknt, Westwd, BNN D&R WREF/WDAQ-F
 WREF 850 2.5 kw (Days) Oldies ABC D&R WLAD/WDAQ-F Ridgefield

FM Stations

WAXB 105.5 0.9 kw @ 610 Oldies Westwd Sentry Capstar Patterson, NY
 WDAQ 98.3 1.3 kw @ 460 AC D&R WLAD/WREF
 WRKI 95.1 50 kw @ 469 AOR Sentry Capstar Brookfield

Notes: Other ranked stations – See Bridgeport, New Haven or New York in the Fall 1997 American Radio . . . There is no TSA for the market

DANVILLE, IL

Arbitron Rank: 261 **Pop (12+):** 70,000 **Stations:** 16 / 7 **% Below Line:** 43.0
Market TSL In Hours: 16.50 **Diaries:** 286/245:1/57.2% **% Not Listed:** 16.3
Average Person Rating: 13.8 **Sample Target:** 290 **Total Retail Sales:** \$0.6 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WIXY-F	C	15 / 17.4	8.7	12.1		212 / 30.3	18.6		16 / 237	WIXY-F
2	WIAI-F	C	10 / 11.6	13.6	12.1		164 / 23.5	21.9		15 / 236	WIAI-F
3	WDNL-F	AC	8 / 9.3	12.6	13.8		170 / 24.3	28.6		10 / 195	WDNL-F
4	WKIO-F	O	7 / 8.1	5.8	6.0		105 / 15.0	13.8		8 / 127	WKIO-F
5	WITY	ST	6 / 7.0	7.8	7.8		78 / 11.2	11.3		6 / 88	WITY
6	WRHK-F	AOR	6 / 5.8	8.7	6.0		99 / 14.1	14.2		5 / 103	WRHK-F
7	WLRW-F	CHR/AC	4 / 4.7	3.9	4.3		114 / 16.3	16.8		5 / 121	WLRW-F
	WZNF-F	AOR	4 / 4.7	1.9	0.9		67 / 8.5	6.5		4 / 67	WZNF-F
9	WDAN	T	3 / 3.6	1.9	4.3		72 / 10.3	8.2		3 / 79	WDAN

12+ FM Share (Metro): 84.72 % (61 of 72) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXY-F	1 WIXY-F	1 WIXY-F	1 WIXY-F	1 WKIO-F	1 WIXY-F	1 WIAI-F <	1 WIAI-F <	1 WIXY-F >>	1 WIXY-F >	1 WIXY-F >
2 WIAI-F	2 WIAI-F	2 WIAI-F	2 WIAI-F	2 WIXY-F	WIAI-F	2 WIXY-F >	2 WIXY-F >	2 WDNL-F	2 WRHK-F	2 WKIO-F
3 WRHK-F	3 WDNL-F >	3 WDNL-F	WKIO-F	3 WDNL-F	3 WRHK-F	3 WDNL-F	3 WDNL-F	WIAI-F	WDNL-F	3 WIAI-F
WDNL-F	4 WRHK-F	WKIO-F >	WITY	WIAI-F >>	WDNL-F	4 WKIO-F	4 WITY	4 WKIO-F	4 WZNF-F	4 WDNL-F >
WZNF-F >>	WZNF-F	5 WRHK-F	5 WDNL-F >	6 WDAN >	WZNF-F >>	5 WITY	5 WKIO-F	5 WRHK-F	5 WLRW-F	
						6 WHPO-F	6 WRHK-F	6 WZNF-F	WKIO-F	
							WDAN >	WITY >	WIAI-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCDV-F	SAC	103.1	Covington, IN 1.2 6.7 5 96
WHPO-F	C	100.9	Hoopeston 2.3 8.4 7 111

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WACF-F	C	98.5	Paris, IL 2.3 5.5 2 61
WHMS-F	AC	97.5	Champaign, IL 1.2 6.3 1 55
WLS	T	890	Chicago 2.3 4.4 7 74
WMGI-F	CHR	100.7	Terre Haute, IN 1.2 5.5 6 101
WQQB-F	CHR	96.1	Rantoul, IL 1.2 4.3 1 40

AM Stations

WDAN	1490	1 kw	Talk	CBS	Mc-Guild	Neuhoff
WITY	980	1 kw (DA-2)	Standards	ABC, Westwd	—	

FM Stations

WCDV	103.1	3 kw @ 300	Soft AC	JSN	—	Covington, IN
WDNL	102.1	50 kw @ 356	AC	Westwd	Mc-Guild	Neuhoff
WHPO	100.9	3 kw @ 280	Country	—	—	Hoopeston
WIAI	99.1	50 kw @ 500	Country	UPI, Westwd	D&R	
WRHK	94.9	6 kw @ 328	AOR	ABC	Mc-Guild	Neuhoff

Notes: Other ranked stations – See Champaign, IL in this book . . . This is Danville's first Fall Arbitron

DO THAN, AL

Arbltron Rank: 181 Pop (12+) 179,700 Stations: 27 / 18 % Below Line: 14.7
 Market TSL In Hours: 20.50 Diaries: 634/283:1/52.8% % Not Listed: 10.7
 Average Person Rating: 15.1 Sample Target: 590 Total Retail Sales: \$1.88 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WDJR-F	C	46 / 16.9	12.6	13.1	10.7	393 / 21.9	24.2	20.0	83 / 720	WDJR-F
2	WOOF-F	AC	27 / 9.9	10.7	9.8	14.1	377 / 21.0	20.1	22.3	35 / 502	WOOF-F
	WTVY-F	C	27 / 9.9	15.5	13.4	13.7	416 / 23.1	28.0	25.5	52 / 908	WTVY-F
4	WKMX-F	AC/CHR	22 / 8.1	9.4	8.4	11.1	418 / 23.3	28.9	24.2	36 / 692	WKMX-F
5	WESP-F	CL HITS	17 / 6.3	4.5	5.1	4.1	285 / 16.8	10.4	12.6	20 / 378	WESP-F
6	WJUN-F	B	15 / 5.5	5.2	7.3	8.1	200 / 11.1	10.4	13.7	24 / 348	WJUN-F
	WZHT-F	B	16 / 5.6	8.1	5.8	8.1	219 / 12.2	15.1	11.7	46 / 565	WZHT-F
8	WRJM-F	SAC	12 / 4.4	3.2	5.4	3.3	140 / 7.8	8.5	10.9	23 / 265	WRJM-F
9	WYYX-F	AOR	7 / 2.6	2.3	2.5		145 / 8.1	10.7	8.4	21 / 402	WYYX-F
	WMHS-F	B	7 / 2.6				106 / 5.9			22 / 268	WMHS-F
11	WQLS-F	O	6 / 2.2	1.3	1.5	2.6	72 / 4.0	5.5	3.9	7 / 106	WQLS-F
	WXUS-F	O	6 / 2.2	1.9	2.5	0.7	99 / 5.5	4.5	3.1	7 / 118	WXUS-F

12+ FM Share (Metro): 95.88 % (233 of 243) (Fall 96: 97.35 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDJR-F >	1 WDJR-F	1 WDJR-F	1 WDJR-F >	1 WOOF-F	1 WDJR-F	1 WDJR-F >	1 WDJR-F >	1 WDJR-F >	1 WDJR-F	1 WDJR-F
2 WOOF-F	2 WOOF-F >	WOOF-F >	2 WTVY-F	2 WDJR-F	2 WOOF-F	2 WOOF-F <	2 WTVY-F <	2 WOOF-F	WJUN-F	2 WTVY-F
3 WKMX-F	3 WKMX-F <	3 WESP-F	3 WOOF-F	3 WKMX-F	3 WESP-F	3 WTVY-F	3 WOOF-F	3 WTVY-F <	3 WZHT-F	3 WJUN-F
	WTVY-F	4 WESP-F	WKMX-F	4 WRJM-F <	4 WZHT-F >	4 WTVY-F	4 WKMX-F <	4 WKMX-F	4 WKMX-F	4 WKMX-F <
5 WESP-F	5 WTVY-F <	5 WTVY-F	5 WESP-F	5 WESP-F	5 WKMXX-F >	5 WESP-F >	5 WESP-F	5 WRJM-F <	WOOF-F >	5 WOOF-F
6 WJUN-F	6 WZHT-F	6 WZHT-F >	6 WKMX-F	WJUN-F	6 WZHT-F	6 WJUN-F	6 WRJM-F	6 WESP-F	6 WTVY-F	6 WZHT-F
	7 WJUN-F >		7 WZHT-F	WTVY-F		7 WZHT-F >	7 WZHT-F >	7 WJUN-F	7 WRJM-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAGF	B/G	1320	Dothan 0.7 1.7 2 31
WAGF-F	B/AC	101.3	Dothan 0.7 2.2 7 104
WBCD-F	O	105.3	Headland 1.1 3.2 6 80
WIZB-F	REL	94.3	Abbeville 1.8 4.9 5 97
WOGF	SPRTS	560	Dothan 0.7 3.5 3 77
WOZK-AF	EZ	900	Ozark 1.5 3.3 4 65
WWMT	N/T	1450	Dothan 1.1 1.9 3 34
WZTZ-F	C	101.1	Etba 1.5 4.2 4 90

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAMI-F	C	102.3	Opp 1.1 2.5 9 125
WBBK-F	C	93.1	Blakely, GA 0.7 2.5 4 77
WDRK-F	AOR	107.9	Panama City 0.7 2.7 9 150
WFSY-F	AC	98.5	Panama City 0.7 3.5 16 277
WMGR-F	AC	97.3	Bainbridge, GA 0.4 1.5 7 177
WWSF-F	O	98.1	Andalusia 0.4 1.9 8 118

FM Stations

WDJR	96.9	100 kw @ 1027	Country	Mc-Guild	Holladay	Enterprise
WESP	102.5	10 kw @ 461	Classic Hits	---		
WJUN	92.1	2.55 kw @ 499	Black	AURN	WAGF-AF	Columbia
WKMX	106.7	100 kw @ 1068	AC/CHR	Westwd	Mc-Guild	Enterprise
WOGF	99.7	100 kw @ 984	AC		Christal	
WQLS	103.9	25 kw @ 292	Oldies	CNN	Katz	WTVY
WRJM	93.7	100 kw @ 853	Soft AC	USA	---	Geneva
WTVY	95.5	100 kw @ 1059	Country	ABC	Katz	WQLS-AF
WXUS	100.5	2.8 kw @ 476	Oldies	AP	---	FL Rucker

Notes: Other ranked stations – See Panama City in this book or Montgomery in the Fall 1997 American Radio . . . 10/97 WBCD-F (105.9; Headland) returned to the air with Westwood One's Oldies format as "Kool 105"

DUBUQUE, IA

Arbitron Rank: 217	Pop (12+): 132,600	Stations: 30 / 13	% Below Line: 18.5
Market TSL In Hours: 22.75		Diaries: 610/217:1/64.8%	% Not Listed: 11.9
Average Person Rating: 17.1		Sample Target: 540	Total Retail Sales: \$1.46 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KATF-F	26 / 11.4	11.9	11.1	12.0		383 / 28.9	27.6	27.9	40 / 542	KATF-F
2	KLYV-F	24 / 10.8	10.7	11.5	9.0		328 / 24.7	26.3	30.0	30 / 440	KLYV-F
	WJOD-F	24 / 10.6	8.2	15.0	7.3		266 / 20.0	20.9	23.9	30 / 339	WJOD-F
4	KDTH	22 / 9.7	8.2	9.0	10.3		317 / 23.9	22.1	25.0	23 / 367	KDTH
5	KXGE-F	11 / 4.8	5.3	6.0	4.7		138 / 10.4	13.3	15.8	11 / 138	KXGE-F
	KIKR-F	11 / 4.8	8.2	4.7	5.6		180 / 13.6	17.0	16.0	17 / 232	KIKR-F
	KGRR-F	11 / 4.8	4.9	6.4	5.6		203 / 15.3	14.5	14.8	11 / 215	KGRR-F
8	WMT	10 / 4.4	1.6	2.6	3.4		138 / 10.3	8.3	9.1	26 / 304	WMT
9	WGLR-AF	9 / 4.0	7.4	4.7	3.8		99 / 7.5	9.2	9.8	10 / 122	WGLR-AF
	WDBQ	9 / 4.0	2.9	2.6	2.6		166 / 11.8	11.1	9.9	9 / 168	WDBQ

12+ FM Share (Metro): 74.50 % (149 of 200) (Fall 96: 78.61 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KATF-F	1 KATF-F	1 KATF-F	1 KDTH	1 KATF-F >	1 KATF-F	1 KDTH	1 KATF-F	1 KLYV-F	1 KLYV-F >	1 WJOD-F
2 KLYV-F	2 WJOD-F	2 WJOD-F >	2 WJOD-F	2 WJOD-F >	2 WJOD-F	2 KATF-F	2 WJOD-F <	2 WJOD-F <	2 KATF-F <	2 KLYV-F
3 WJOD-F	3 KLYV-F	3 KLYV-F	3 KATF-F	3 KLYV-F >	3 KXGE-F	3 WJOD-F	3 KDTH <	3 KATF-F >	3 WJOD-F >	3 KATF-F
4 KXGE-F >	4 KXGE-F	4 KGRR-F	4 WMT	4 KGRR-F	4 KGRR-F	4 KLYV-F	4 KLYV-F	4 KIKR-F	4 WMT	KDTH <
5 KGRR-F	5 KGRR-F	KXGE-F	5 WGLR-AF	KIKR-F >	KIKR-F	5 WGLR-AF	5 KXGE-F <	5 KXGE-F <	5 KDTH >	5 WMT >
KIKR-F >>	6 KIKR-F	6 KIKR-F			6 KLYV-F	6 KXGE-F	6 KIKR-F <	6 KGRR-F	6 KGRR-F	6 WGLR-AF
		7 WPVL-F				KGRR-F <	7 KGRR-F	7 KDTH		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDST-F	C	99.3	Dyersville	1.8	2.9	6 83	KFMW-F	AOR	107.9	Waterloo, IA	1.8	6.4	8 173
WGLR	C	1280	Lancaster, WI	0.9	2.3	2 31	KKRQ-F	CL HITS	100.7	Iowa City, IA	0.9	1.5	4 55
WGLR-F	C	97.7	Lancaster, WI	3.1	6.4	8 108	KMXG-F	AC	96.1	Clinton, IA	0.4	1.6	3 69
WPVL	ST	1590	Platteville, WI	0.4	2.4	4 67	KOEL-F	C	92.3	Oelwein, IA	0.9	3.9	18 229
WPVL-F	O	107.1	Platteville, WI	2.6	3.6	7 56	KUUL-F	O	103.7	Davenport	1.3	6.1	6 117
							WEKZ-F	AC	93.7	Monroe, WI	0.9	4.1	5 67
							WGN	FS/T	720	Chicago	1.3	3.1	4 63
							WIZM-F	CHR	93.3	La Crosse, WI	0.4	3.0	7 126
							WLS	T	890	Chicago	0.9	2.0	2 26
							WMAQ	N	670	Chicago	0.9	2.3	2 40
							WOLX-F	O	94.9	Baraboo, WI	0.9	3.3	3 68
							WPRE-F	C	94.3	Prairie du Chien	1.3	3.8	10 122
							WRCO-F	AC	100.9	Richland Ctr., WI	0.4	2.3	2 48
							WXXQ-F	C	98.5	Freeport, IL	0.9	2.6	5 64
							WZEE-F	CHR	104.1	Madison, WI	0.9	2.3	6 115

AM Stations

KDTH	1370	5 kw (DA-N)	Full Service	CBS	Eastman	Woodward
WDBQ	1490	1 kw	Full Service/Talk	ABC, Westwd	Banner	Cumulus, pend.
WGLR	1280	0.5 kw/0.022 kw	See WGLR-F			Lancaster, WI

FM Stations

KATF	92.9	100 kw @ 470	AC	ABC	Eastman	Woodward
KGRR	97.3	19 kw @ 380	Classic Hits		—	Epworth
KIKR	103.3	6.6 kw @ 643	Country		Allied	Cumulus, pend. Asbury
KLYV	105.3	50 kw @ 330	CHR	Westwd	Banner	Cumulus, pend.
KXGE	102.3	2.4 kw @ 410	Classic AOR	Westwd	D&R	Cumulus, pend.
WGLR	97.7	3.9 kw @ 235	Country	ABC	—	Morgan Murphy, pend. Lancaster, WI
WJOD	107.5	6 kw @ 328	Country	CNN, Westwd	D&R	Cumulus, pend. Galena, IL

Notes: 9/97 KGGY-F changed calls to KXGE-F; remains Classic AOR . . . 11/97 KIKR-F sold to Cumulus for \$_____ . . . 1/98 WGLR-AF sold to TV Wisconsin (Morgan Murphy stations) for \$1,660,000 (Jay Meyers) . . . 1/98 WPVL-AF (Platteville, WI) sold to TV Wisconsin for \$_____ . . . 1/98 WDBQ/KLYV-F/KXGE-F/WJOD-F sold by Communications Properties to Cumulus for \$4,880,000

EAU CLAIRE, WI

Arbitron Rank: 231	Pop (12+): 118,400	Stations: 18 / 12	% Below Line: 12.3
Market TSL In Hours: 21.25		Diaries: 598/198:1/66.1%	% Not Listed: 10.1
Average Person Rating: 15.9		Sample Target: 490	Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Fall 97		Spq	Fall	Spq	Fall	12+ Metro		Spq	Fall	12+ TSA	
		1/4	Share	97	96	96	95	Cume / Rtg	97	96	AQH / Cume		
1	WAXX-F	C	38 / 20.2	21.6	20.8	18.1		414 / 35.0	36.6	34.2	106 / 1235	WAXX-F	
2	WIAL-F	CHR/AC	22 / 11.7	11.6	8.4	10.3		382 / 32.2	34.7	26.7	39 / 670	WIAL-F	
3	WORB-F	C	19 / 10.1	11.6	17.8	16.7		295 / 25.0	29.0	33.0	26 / 493	WORB-F	
4	WECL-F	O	13 / 6.9	7.0	6.9	6.9		186 / 15.7	17.1	14.5	14 / 250	WECL-F	
5	WBIZ-F	CHR	12 / 6.4	6.0	7.9	8.3		385 / 30.8	29.0	32.2	21 / 624	WBIZ-F	
6	WATQ-F	C	11 / 5.9	1.0				124 / 10.6	2.4		18 / 211	WATQ-F	
7	WISM-F	AOR	9 / 4.8	5.0	4.4	6.9		144 / 12.2	13.1	14.3	10 / 182	WISM-F	
8	WMEQ-F	AOR/CL	8 / 4.3	7.5	3.0	2.9		189 / 14.2	12.7	12.4	14 / 285	WMEQ-F	
9	WWIB-F	REL	6 / 3.2	2.0	1.0	4.9		95 / 8.0	6.6	5.8	12 / 227	WWIB-F	
	WEAQ	ST	6 / 3.2	4.0	4.9	4.4		71 / 8.0	7.0	7.9	11 / 106	WEAQ	
	WCFW-F	SAC	6 / 3.2	2.0	3.5	2.5		121 / 10.2	6.4	7.9	8 / 159	WCFW-F	

12+ FM Share (Metro): 89.35 % (151 of 169) (Fall 96: 86.11 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAXX-F >	1 WAXX-F >	1 WAXX-F >>	1 WAXX-F >>	1 WAXX-F >>	1 WAXX-F >>	1 WAXX-F >>	1 WAXX-F >>	1 WAXX-F >	1 WIAL-F	1 WAXX-F >
2 WIAL-F <	2 WIAL-F	2 WIAL-F	2 WECL-F	2 WIAL-F	2 WIAL-F	2 WIAL-F	2 WIAL-F >	2 WIAL-F <	WORB-F >	2 WORB-F <
3 WORB-F >>	3 WORB-F >	WECL-F	3 WATQ-F	WECL-F	WECL-F	3 WORB-F	3 WECL-F	3 WORB-F >	3 WAXX-F	3 WIAL-F
4 WBIZ-F	4 WECL-F	WORB-F >	4 WORB-F	4 WORB-F	WORB-F	4 WECL-F >	WORB-F	4 WATQ-F	4 WBIZ-F	4 WBIZ-F >>
WISM-F	5 WBIZ-F	5 WBIZ-F	5 WIAL-F	5 WBIZ-F	5 WBIZ-F	5 WISM-F	5 WMEQ <	5 WECL-F	5 WISM-F	5 WATQ-F
	6 WMEQ-F	WATQ-F	WCFW-F	WATQ-F >	WMEQ-F	6 WATQ-F	6 WISM-F	6 WBIZ-F <	6 WATQ-F	WECL-F
	WISM-F		WEAQ		WCCN-F	WBIZ-F <	WATQ-F	7 WMEQ-F	WMEQ-F	
					WISM-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAYY	T	790	Eau Claire	2.1 6.6 5 111
WBIZ	SPRTS	1400	Eau Claire	1.6 4.9 3 58

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KDWB-F	CHR	101.3	Richfield, MN	0.5 3.5 2 118
KNXR-F	EZ	97.5	Rochester, MN	0.5 1.9 5 68
WCCN-F	CL AOR	107.5	Neillsville, WI	2.7 4.5 18 194
WCCO	FS	830	Minneapolis	0.5 3.5 4 98
WMEQ	C	880	Menomonie, WI	2.1 5.4 7 110

AM Stations

WEAQ	1150	5 kw (Days)	Standards	CNN, Westwd	Katz	Nelson	Chippewa Falls
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FM Stations

WATQ	106.7	35 kw @ 584	Classic Country	---			Chetek, WI
WAXX	104.5	100 kw @ 1830	Country	ABC	Katz	Nelson	
WBIZ	100.7	100 kw @ 740	CHR		Katz	WBIZ/WMEQ-AF	
WCFW	105.5	3 kw @ 300	Soft AC	AP	---		Chippewa Falls
WECL	92.9	3.3 kw @ 446	Oldies	Westwd	Katz	Nelson	Elk Mound
WIAL	94.1	85 kw @ 350	Hot AC (CHR/AC)		Katz	Nelson	
WISM	98.1	25 kw @ 279	AOR		---		Altoona
WMEQ	92.1	5.3 kw @ 465	AOR/Classic AOR	Westwd	Katz	WBIZ-AF/WMEQ	Menomonie
WORB	95.1	7.8 kw @ 561	Country		---		Bloomer
WWIB	103.7	100 kw @ 1072	Religion		---		Hallie

Notes:

ELMIRA-CORNING, NY

Arbitron Rank: 197 Pop (12+) 157,600	Stations: 25 / 17	% Below Line: 11.0
Market TSL In Hours: 20.00	Diaries: 492/320:1/62.8%	% Not Listed: 18.4
Average Person Rating: 14.8	Sample Target: 410	Total Retail Sales: \$1.55 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WNKI-F	CHR/AC	31 / 13.2	10.3	12.0	9.3	501 / 31.8	24.2	31.4	49 / 788	WNKI-F
2	WLKY-F	CHR	27 / 11.6	8.1	9.8	9.7	342 / 21.7	18.1	22.2	32 / 402	WLKY-F
3	WPGI-F	C	18 / 6.8	5.8	5.8	6.1	183 / 11.6	14.9	12.4	19 / 244	WPGI-F
4	WENY-F	AC	13 / 5.8	6.7	4.0	4.0	186 / 12.5	13.4	10.9	17 / 236	WENY-F
5	WKPQ-F	CHR	12 / 5.1	6.7	4.9	4.9	145 / 9.2	8.7	9.9	15 / 212	WKPQ-F
	WOKN-F	C	12 / 5.1	5.8	8.0	6.9	215 / 13.7	13.6	12.2	14 / 262	WOKN-F
7	WVIN-F	O	10 / 4.3	4.0	3.6	3.2	128 / 8.0	8.5	9.0	11 / 141	WVIN-F
8	WGMM-F	O	9 / 3.8	3.6	3.6	2.8	212 / 13.4	10.4	12.6	17 / 314	WGMM-F
9	WNVE-F	AOR-NR	7 / 3.0	2.7	1.8	1.2	104 / 8.8	8.6	5.6	8 / 141	WNVE-F
10	WCBA-F	AC	6 / 2.8	1.3	2.2	2.0	89 / 5.6	5.4	4.7	6 / 113	WCBA-F
11	WCKR-F	C	5 / 2.1	3.1	4.4	7.3	77 / 4.9	7.6	7.7	6 / 102	WCKR-F
	WNGZ-F	CL AOR	5 / 2.1	0.9		0.1	88 / 5.4	3.4		6 / 104	WNGZ-F
	WLEA	O	5 / 2.1			3.2	82 / 3.9			5 / 71	WLEA
	WBEE-F	C	5 / 2.1				45 / 2.8			5 / 60	WBEE-F

12+ FM Share (Metro): 87.96 % (168 of 191) (Fall 96: 86.90 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNKI-F	1 WNKI-F	1 WNKI-F	1 WPGI-F <	1 WNKI-F	1 WNKI-F >	1 WNKI-F >	1 WNKI-F	1 WNKI-F	1 WLKY-F >	1 WNKI-F
2 WLKY-F >	2 WLKY-F >	2 WLKY-F >	2 WNKI-F	2 WENY-F	2 WKPQ-F	2 WLKY-F	2 WLKY-F	2 WLKY-F >>	2 WNKI-F >>	2 WLKY-F >
3 WKPQ-F >	3 WENY-F	3 WENY-F	3 WENY-F <	WLKY-F >	WLKY-F	3 WPGI-F <	3 WPGI-F	3 WOKN-F <	3 WENY-F	3 WPGI-F
4 WNVE-F	WKPQ-F	4 WPGI-F	4 WGMM-F	4 WOKN-F	4 WPGI-F	4 WKPQ-F <	4 WENY-F	4 WPGI-F <	4 WNVE-F	4 WKPQ-F
5 WVIN-F	5 WOKN-F	WKPQ-F	WOKN-F	5 WVIN-F	5 WOKN-F	5 WVIN-F	5 WOKN-F <	5 WGMM-F	5 WOKN-F	5 WENY-F
	6 WVIN-F	WOKN-F	6 WLKY-F >	WGMM-F	6 WVIN-F	WENY-F	6 WKPQ-F	6 WENY-F	6 WPGI-F	6 WVIN-F
		7 WVIN-F		WPGI-F >>	WGMM-F	7 WOKN-F	7 WGMM-F			
					WNGZ-F >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WABH	O	1380	Bath 0.9 2.8 2 44
WCBA	ST	1350	Corning 1.7 4.0 4 63
WELM	SPRTS	1410	Elmira 0.9 4.2 2 73
WENY	T	1230	Elmira 1.7 5.1 5 90
WPHD-F	CL AOR	94.7	Tioga, PA 1.3 6.1 4 112
WWLZ	T	820	Horseheads 1.7 5.7 4 119

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHAM	FS	1180	Rochester 0.9 2.4 4 70
WHWK-F	C	98.1	Binghamton 0.4 2.5 4 80
WKLY-F	O	98.9	Rochester 0.9 2.1 2 57
WPXY-F	CHR	97.9	Rochester 0.9 1.9 2 31
WQNY-F	C	103.7	Ithaca 0.9 3.6 4 76

AM Stations

WLEA	1480	2.5 kw @ 0.019 kw	Oldies	ABC	—	WCKR-F	Corning
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FM Stations

WCBA	98.7	2 kw @ 393	AC	CNN, Westwd	Roslin	WCBA/WGMM-F	Corning
WCKR	92.1	1.26 kw @ 510	Country	USA	—	WLEA	Hornell
WENY	92.7	1.2 kw @ 716	AC	Westwd, JRN	Mc-Guild	Green	
WGMM	97.7	1.3 kw @ 482	Oldies	ABC	Roslin	WCBA-AF	Big Flats
WKPQ	105.3	43 kw @ 530	CHR	ABC	—		Hornell
WLKY	94.3	1.75 kw @ 497	CHR	CBS, Westwd	Allied	Pembrook	
WNGZ	104.9	1.15 kw @ 480	Classic AOR		K&P	SabreCom, pend.	Montour Falls
WNKI	106.1	50 kw @ 492	CHR/AC	Westwd	—	SabreCom	Corning
WOKN	99.5	2.65 kw @ 489	Country		Allied	Pembrook	Southport
WPGI	100.9	3 kw @ 245	Country	ABC	Christal	SabreCom	Horseheads
WPHD	94.7	12 kw @ 482	Classic AOR		—		Tioga, PA
WVIN	98.3	2.75 kw @ 341	Oldies	CBS	Allied	Pembrook	Bath

Notes: Other ranked stations – See Rochester, NY in the Fall 1997 American Radio . . . 10/97 WGMF (1500; Montour Falls)/WNGZ-F sold to SabreCom for \$250,000

FAYETTEVILLE (NW Arkansas)

Arbitron Rank: 156	Pop (12+): 226,700	Stations: 17 / 16	% Below Line: 0.9
Market TSL In Hours: 19.75		Diaries: 598/379:1/54.3%	% Not Listed: 18.5
Average Person Rating: 15.0		Sample Target: 590	Total Retail Sales: \$2.5 Bil.

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA		
		1/4	Share								AQH / Cume		
1	KKIX-F	C	59 / 17.3	16.7	19.7	18.4	23.0	643 / 28.4	26.0	32.1	83 / 850	KKIX-F	
2	KEZA-F	AC	29 / 8.5	11.8	13.0	11.4	9.7	461 / 20.3	23.3	29.3	44 / 722	KEZA-F	
3	KKEG-F	AOR/CL	27 / 7.9	8.7	7.0	6.6	11.0	379 / 16.7	19.4	15.0	28 / 401	KKEG-F	
4	KMCK-F	CHR	26 / 7.6	12.7	8.7	14.2	9.7	502 / 22.2	26.2	24.4	31 / 608	KMCK-F	
5	KFAY	N/T	19 / 5.6	5.0	3.3	3.5	2.3	215 / 9.5	8.8	6.5	19 / 222	KFAY	
6	KBVA-F	ST	18 / 5.3	4.3	9.0	4.7	8.3	276 / 12.2	9.1	13.4	24 / 358	KBVA-F	
	KJEM-F	CL AOR	18 / 5.3	1.5	2.0	1.3	2.3	206 / 9.1	5.1	4.9	21 / 250	KJEM-F	
8	KMXF-F	AC/CHR	15 / 4.4	3.4	4.3	5.4	6.7	338 / 14.9	12.1	9.4	19 / 446	KMXF-F	
9	KAMO-F	O	14 / 4.1	1.5	5.0	6.3	3.0	250 / 11.0	7.4	11.7	18 / 317	KAMO-F	
10	KDAB-F	G	13 / 3.8	4.6	2.7	2.2	3.3	108 / 4.7	7.2	6.0	26 / 263	KDAB-F	
	KFAY-F	C	13 / 3.8	3.1	1.3	1.9	1.7	224 / 9.9	7.8	5.7	18 / 253	KFAY-F	
12	KBRS-F	AOR-NR	12 / 3.5	3.7	2.7	2.5	3.3	265 / 11.7	13.0	9.4	13 / 295	KBRS-F	

12+ FM Share (Metro): 88.13 % (245 of 278) (Fall 96: 90.23 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKEG-F	1 KKIX-F	1 KKIX-F >	1 KKIX-F >>	1 KKIX-F >>	1 KKEG-F	1 KKIX-F >>	1 KKIX-F >	1 KKIX-F >	1 KKIX-F	1 KKIX-F >
2 KKIX-F <	2 KKEG-F	2 KKEG-F <	2 KBVA-F	2 KEZA-F	2 KKIX-F	2 KKEG-F <	2 KFAY <	2 KKEG-F <	2 KMCK-F >	2 KEZA-F
3 KEZA-F	3 KEZA-F	3 KEZA-F >	KFAY	KMCK-F >	3 KEZA-F	3 KEZA-F	3 KEZA-F <	3 KMCK-F	3 KKEG-F <	3 KMCK-F <
4 KMCK-F	4 KMCK-F	4 KJEM-F <	4 KEZA-F	4 KKEG-F	4 KJEM-F	4 KMCK-F	4 KKEG-F >	4 KEZA-F	4 KEZA-F	4 KBVA-F
5 KMXF-F	5 KJEM-F	5 KAMO-F <	5 KOAB-F	5 KJEM-F	5 KAMO-F	5 KFAY	5 KMXF-F	5 KJEM-F	5 KJEM-F	5 KJEM-F <
6 KBRS-F >	KMXF-F	6 KMCK-F	KAMO-F <	KMXF-F	6 KMXF-F	6 KMXF-F	KMCK-F <	6 KBVA-F	6 KBRS-F	6 KKEG-F
	7 KAMO-F	7 KMXF-F >	7 KJEM-F			7 KBVA-F <	7 KBVA-F <	KBRS-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KESE ST 1190 Bentonville	1.5	1.7	5 46
KREB-AF SPRTS 1390 Rogers	0.6	3.9	3 99
KURM N/T 790 Rogers	1.5	5.0	5 142

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KRMG FS 740 Tulsa	0.9	3.6	3 91

AM Stations

KFAY 1030 10 kw/1 kw (DA-2)	Talk	AP, Westwd, ABC	Roslin	Demaree	Farmington
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FM Stations

KAMO 94.3 25.1 kw @ 692	Oldies	ABC	—	Rogers
KBRS 104.9 2.75 kw @ 485	New Rock	—	—	Springdale
KBVA 106.5 37 kw @ 567	Standards	CNN	—	Hendran
KDAB 94.9 21 kw @ 761	Gospel	USA	—	Bella Vista
KEZA 107.9 100 kw @ 1259	AC	—	Banner	Capstar
KFAY 98.3 100 kw @ 617	Country	Westwd	Republic	Demaree
KJEM 93.3 100 kw @ 492	Classic AOR	ABC	—	Capstar
KKEG 92.1 7.6 kw @ 531	AOR/Classic AOR	AP	Roslin	Demaree
KKIX 103.9 100 kw @ 482	Country	—	Katz	Capstar
KMCK 105.7 100 kw @ 476	CHR	AP	Christal	—
KMXF 101.9 50 kw @ 492	AC/CHR	—	Katz	Capstar
				Siloam Springs
				Lowell

Notes: 9/97 KJEM-F changed from Standards to Classic AOR . . . 11/97 KKZQ-F changed calls to KMXF-F; remains AC/CHR

FLORENCE, SC

Arbitron Rank: 198 Pop (12+) 157,100	Stations: 25 / 15	% Below Line: 11.7
Market TSL In Hours: 21.25	Diaries: 609/258:1/50.4%	% Not Listed: 14.6
Average Person Rating: 15.7	Sample Target: 550	Total Retail Sales: \$1.75 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WYNN-F	B	31 / 12.6	10.5	14.9	9.8	385 / 24.5	22.7	24.1	41 / 589	WYNN-F
2	WJMX-F	CHR	29 / 11.7	7.4	8.3	6.9	408 / 25.8	19.1	20.9	40 / 692	WJMX-F
3	WYNN	G/B	28 / 11.3	9.6	14.0	16.3	243 / 15.5	14.0	19.1	28 / 282	WYNN
4	WEGX-F	C	14 / 5.7	5.7	5.7	8.6	184 / 11.7	11.0	12.9	41 / 453	WEGX-F
	WSQN-F	B/O	14 / 5.7	3.5	4.8	2.9	201 / 12.8	9.9	10.8	17 / 238	WSQN-F
6	WDAR-F	C	13 / 5.3	4.8	3.9	4.5	201 / 12.8	11.9	11.7	17 / 266	WDAR-F
	WWDM-F	B	13 / 5.3	7.0	7.0	7.8	240 / 16.3	18.2	18.7	22 / 401	WWDM-F
8	WHLZ-F	C	10 / 4.0	4.8	8.3	8.6	198 / 12.5	13.7	17.3	13 / 246	WHLZ-F
9	WMXT-F	AC	8 / 3.2	3.0	3.1	3.7	175 / 11.1	9.6	9.9	9 / 218	WMXT-F
10	WHSC-F	O	7 / 2.8	2.2	2.6	3.7	131 / 8.3	5.7	6.7	7 / 142	WHSC-F
	WBZF-F	AOR-P	7 / 2.8	3.5	2.2	0.4	87 / 5.8	6.4	4.9	8 / 121	WBZF-F
12	WJMX	N/T	6 / 2.4	2.6	3.5	2.4	117 / 7.5	7.6	8.6	7 / 139	WJMX
13	WCMG-F	B/AC	5 / 2.0	5.7	3.5	2.9	99 / 6.3	11.1	6.8	9 / 220	WCMG-F
	WYAV-F	AOR/CL	5 / 2.0	2.6	1.8	2.0	125 / 8.0	8.4	6.3	9 / 193	WYAV-F

12+ FM Share (Metro): 81.04 % (171 of 211) (Fall 96: 79.00 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMX-F	1 WJMX-F	1 WJMX-F <	1 WYNN >>	1 WYNN-F >	1 WJMX-F >	1 WJMX-F	1 WYNN <	1 WJMX-F <	1 WYNN-F >>	1 WYNN-F
2 WYNN-F >>	2 WYNN-F >	2 WYNN-F >	2 WJMX-F	2 WJMX-F >	2 WSQN-F	2 WYNN-F	2 WJMX-F	2 WYNN <	2 WJMX-F	2 WYNN >
3 WDAR-F	3 WSQN-F	3 WSQN-F	WSQN-F	3 WYNN	WEGX-F	3 WYNN >	3 WYNN-F	3 WYNN-F >	WWDM-F >	3 WJMX-F
WWDM-F	4 WDAR-F	WEGX-F	WYNN-F	WEGX-F	WYNN-F	4 WWDM-F <	4 WSQN-F	4 WDAR-F	4 WYNN	4 WEGX-F
WBZF-F >	5 WYNN	5 WDAR-F	5 WEGX-F >	WSQN-F	5 WDAR-F	5 WEGX-F <	5 WDAR-F	WSQN-F	5 WSQN-F	5 WSQN-F
	6 WEGX-F	WYNN >	6 WHLZ-F	6 WDAR-F	WYNN	6 WDAR-F	6 WEGX-F <	6 WEGX-F <	6 WDAR-F	6 WWDM-F
	WHLZ-F			WWDM-F		7 WHLZ-F		7 WWDM-F	WEGX-F	7 WDAR-F
	WWDM-F								WBZF-F	WHLZ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHSC	C	1450	Hartsville 1.2 2.6 3 40
WOLS	ST/REL	1230	Florence 1.2 2.8 3 44
WWFN-F	O	100.1	Lake City 1.6 5.8 5 106

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCOS-F	C	97.5	Columbia 0.4 1.8 7 93
WFLB-F	O	96.5	Laurensburg, NC 0.8 2.1 10 145
WCI-F	B/AC	94.7	Sumter 0.4 2.7 2 80
WSTS-F	G	100.9	Fairmont, NC 0.8 1.8 6 76
WWKT-F	B/O	99.3	Kingstree 0.4 2.4 1 38
WWSK-F	AOR-NR	107.1	Mullins 0.4 1.7 1 45
WWXM-F	CHR	97.7	Georgetown 0.8 4.3 5 166
WZFX-F	B	99.1	Whiteville, NC 0.4 2.7 16 295

AM Stations

WJMX	970	10 kw/3 kw (DA-N)	News/Talk	AP	Mc-Guild	Root
WYNN	540	0.25 kw/0.166 kw	Black/Gospel	AURN	Allied	Cumulus, pend.

FM Stations

WBZF	100.5	21.5 kw @ 354	Progressive AOR	Banner	WYMB/WHLZ-F	Marion
WCMG	94.3	1.21 kw @ 500	Black AC	ABC	---	Marion
WDAR	105.5	17 kw @ 400	Country	Root	---	Darlington
WEGX	92.9	100 kw @ 1800	Country	ABC	---	Dillon
WHLZ	92.5	98.2 kw @ 1170	Country	AP	Mc-Guild	Manning
WHSC	98.5	20 kw @ 136	Oldies	---	GHB	Hartsville
WJMX	103.3	50 kw @ 492	CHR	AP	Mc-Guild	Cheraw
WMXT	102.1	50 kw @ 492	AC	ABC	Regional	Pamplico
WSQN	102.9	2.9 kw @ 466	Black Oldies	---	Mc-Guild	Scranton
WWFN	100.1	3.3 kw @ 433	Oldies	ABC	Banner	Lake City
WYNN	106.3	6 kw @ 328	Black	AURN	Allied	Cumulus, pend.

Notes: Other ranked stations -- See Myrtle Beach in this book or Columbia, SC in the Fall 1997 American Radio... 10/9 WSQN-F changed from Soft AC to Black Oldies as 'Q-102.9'... 10/97 WDAR (1350) changed from simulcasting WDAR-F to Black Gospel... 12/97 WYNN-AF sold to Cumulus for \$4,100,000

FT. COLLINS-GREELEY, CO

Arbitron Rank: 135 Pop (12+) 286,000 Stations: 30 / 9 % Below Line: 57.3
 Market TSL In Hours: 18.50 Diaries: 695/412:1/47.7% % Not Listed: 16.5
 Average Person Rating: 14.0 Sample Target: 620 Total Retail Sales: \$3.58 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	KUAD-F	C	32 / 8.0				490 / 17.1			KUAD-F
2	KRFX-F	CL AOR	27 / 6.7				421 / 14.7			KRFX-F
3	KOA	T/FS	26 / 6.5				572 / 20.0			KOA
4	KALC-F	AC/CHR	18 / 4.5				447 / 15.6			KALC-F
5	KYGO-F	C	17 / 4.2				329 / 11.5			KYGO-F
	KPAW-F	AC	17 / 4.2				322 / 11.2			KPAW-F
7	KXKL-F	O	16 / 4.0				378 / 13.2			KXKL-F
	KBPI-F	AOR-NR	16 / 4.0				292 / 10.2			KBPI-F
9	KOSI-F	SAC	15 / 3.7				317 / 11.1			KOSI-F
10	KGLL-F	C	13 / 3.2				270 / 9.4			KGLL-F
11	KTRR-F	AC/CHR	12 / 3.0				270 / 9.4			KTRR-F

12+ FM Share (Metro): 75.15 % (251 of 334) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRFX-F	1 KRFX-F	1 KRFX-F	1 KOA	1 KOSI-F	1 KRFX-F >	1 KRFX-F <	1 KRFX-F <	1 KUAD-F >	1 KALC-F	1 KUAD-F
KALC-F	2 KUAD-F	2 KUAD-F <	2 KUAD-F	2 KUAD-F	2 KOA	2 KUAD-F	2 KUAD-F	2 KRFX-F	KBPI-F	2 KOA
3 KUAD-F	3 KPAW-F <	3 KOA	3 KXKL-F <	KXKL-F	3 KUAD-F	3 KOA	3 KOA >	3 KBPI-F	KOKS-F	3 KYGO-F <
4 KBPI-F	4 KALC-F	4 KXKL-F <	4 KOSI-F	4 KPAW-F	4 KTRR-F	4 KALC-F <	4 KXKL-F <	4 KOA	4 KUAD-F	4 KBPI-F <
5 K"GO-F	5 KOA	5 KOSI-F	KRFX-F	5 KOA	KKFN	5 KPAW-F	5 KOSI-F	KYGO-F	5 KOA	5 KXKL-F <
6 KPAW-F	6 KYGO-F	KPAW-F	6 KPAW-F	6 KHIH-F	6 KGLL-F	6 KGLL-F	KPAW-F	KOSI-F <	KTCL-F	6 KALC-F
7 K"CL-F	KTRR-F	7 KTRR-F	7 KIIX	KALC-F	KPAW-F	7 KHOW	7 KYGO-F	7 KALC-F <	KYGO-F	KRFX-F
		8 KGLL-F	KGLL-F	KTRR-F		KYGO-F		8 KPAW-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCOL	N/T	1410	Ft. Collins 1.7 4.9
KFKA	TK	1310	Greeley 0.7 4.0
KGRE	SP	1450	Greeley 1.7 3.0
KIIX	ST	600	Wellington 2.2 5.7
KVVS	SP	1170	Windsor 1.0 2.4

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBCO-F	AOR-P	97.3	Boulder 2.0 8.0
KCKK-F	C	104.3	Longmont, CO 2.0 7.4
KHIH-F	J	95.7	Denver 1.5 3.3
KHOW	T	630	Denver 2.5 7.2
KIMN-F	AC	100.3	Denver 0.5 3.3
KKFN	SPRTS	950	Denver 2.2 6.9
KKHK-F	CL AOR	99.5	Denver 2.2 7.4
KLZ	REL	560	Denver 1.0 2.3
KOLZ-F	C	100.7	Cheyenne, WY 0.5 3.1
KQKS-F	CHR	107.5	Lakewood, CO 2.7 10.1
KTCL-F	AOR-NR	93.3	Ft. Collins, CO 2.5 8.0
KTLK	T	760	Thornton, CO 1.0 4.9
KVOD-F	CL	92.5	Greeley, CO 2.0 6.0
KXPK-F	AOR-P	96.5	Evergreen, CO 1.0 5.2

AM Stations

KCCL	1410	1 kw (DA-N)	News/Talk	ABC	Christal	Jacor	
KFKA	1310	5 kw/1 kw (DA-N)	Talk				
KIIX	600	5 kw/0.5 kw	Standards	AP, Westwd, ABC	Roslin	Jacor, pend.	Wellington

FM Stations

KGLL	96.1	100 kw @ 660	Country		—	Jacor	
KPAW	107.9	100 kw @ 470	AC		Christal	Jacor	
KTRR	102.5	50 kw @ 410	AC/CHR		Banner		Loveland
KUAD	99.1	100 kw @ 657	Country		Banner	Brill	Windsor

Notes: Other ranked stations – See Denver-Boulder in the Fall 1997 American Radio . . . This is Ft. Collins-Greeley's first Arbitron . . . There is no TSA for the market . . . KTRR-F is LMA'd by KUAD-F

FT. SMITH, AR

Arbitron Rank: 169 **Pop (12+)** 198,300 **Stations:** 22 / 17 **% Below Line:** 7.0
Market TSL In Hours: 19.75 **Diaries:** 519/382:1/58.4% **% Not Listed:** 10.2
Average Person Rating: 14.3 **Sample Target:** 440 **Total Retail Sales:** \$1.94 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KMAG-F	C	50 / 17.7	13.9	14.3		630 / 31.8	27.2		72 / 986	KMAG-F
2	KTCS-AF	C	47 / 16.6	17.8	1.8		635 / 32.0	31.9		63 / 1004	KTCS-AF
3	KISR-F	CHR	32 / 11.3	10.7	12.0		503 / 25.4	26.5		50 / 838	KISR-F
4	KOMS-F	C	19 / 6.7	8.9			240 / 12.1	8.3		32 / 423	KOMS-F
5	KZBB-F	CHR	13 / 4.6	4.6	5.6		209 / 10.5	12.7		24 / 391	KZBB-F
6	KEZA-F	AC	12 / 4.2	5.4	3.8		185 / 9.3	11.0		19 / 378	KEZA-F
7	KREU-F	CL HITS	11 / 3.9	3.9	5.3		185 / 9.8	12.5		14 / 250	KREU-F
	KWHN	T	11 / 3.9	2.9	6.8		186 / 9.4	7.6		12 / 202	KWHN
9	KEZU-F	AC	10 / 3.5	2.9	3.0		137 / 6.9	9.1		14 / 207	KEZU-F

12+ FM Share (Metro): 92.13 % (234 of 254) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMAG-F >>	1 KMAG-F	1 KMAG-F	1 KTCS-AF	1 KMAG-F >	1 KMAG-F	1 KMAG-F	1 KMAG-F	1 KTCS-AF	1 KTCS-AF	1 KTCS-AF
2 KTCS-AF	2 KTCS-AF	2 KTCS-AF >	2 KMAG-F >	2 KTCS-AF >	2 KTCS-AF >	2 KTCS-AF >	2 KTCS-AF >	2 KMAG-F >	2 KMAG-F >	2 KMAG-F <
KISR-F	3 KISR-F >>	3 KISR-F >	3 KOMS-F	3 KEZA-F	3 KISR-F	3 KISR-F >>	3 KISR-F <	3 KISR-F >	3 KISR-F >	3 KISR-F >>
4 KZBB-F	4 KREU-F	4 KREU-F <	4 KISR-F	KISR-F >	4 KOMS-F	4 KOMS-F	4 KOMS-F >	4 KOMS-F >	4 KEZA-F	4 KOMS-F
5 KREU-F	KEZA-F <	5 KEZA-F	5 KWHN	5 KREU-F	KREU-F >	5 KZBB-F	5 KWHN	5 KZBB-F	5 KOMS-F	5 KREU-F
	6 KZBB-F	6 KEZU-F	6 KEZA-F	6 KEZU-F	6 KLSZ-F	6 KREU-F	6 KEZA-F <	6 KEZA-F	KZBB-F	
		KOMS-F		KZKZ-F	KWHN		7 KZBB-F			
				KEZU-F	KEZU-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBBQ-F	O	100.7	Ft. Smith	KDAB-F	G	94.9	Prairie Grove, AR
KFPW	ST	1230	Ft. Smith	KDYN-F	C	96.7	Ozark, AR
KLSZ-F	CLAOR	102.7	Van Buren	KHTT-F	CHR	106.9	Muskogee, OK
KMXJ-F	CHR/AC	95.9	Sallisaw, OK				
KOLX-F	REL	94.5	Barling				
KPRV-AF	C	92.5	Heavener, OK				
KZKZ-F	REL	106.3	Greenwood, AR				

AM Stations

KFPW	1230	1 kw	Standards	ABC	Riley	KBBQ-F
KTCS	1410	1 kw/0.13 kw	See KTCS-F			
KWHN	1320	5 kw (DA-N)	Talk	Westwd, Talknt	—	Capstar

FM Stations

KBBQ	100.7	25 kw @ 699	Oldies	ABC	Riley	KFPW
KEZU	104.7	50 kw @ 492	AC		Christal	Booneville, AR
KISR	93.7	100 kw @ 1250	CHR	ABC	—	KFSA
KMAG	99.1	100 kw @ 1968	Country		—	Capstar
KMXJ	95.9	30 kw @ 623	CHR/AC (Hot AC)		—	Sallisaw, OK
KOMS	107.3	100 kw @ 1810	Classic Country		—	KLSZ-F
KREU	92.3	0.74 kw @ 932	Classic Hits		—	Poteau, OK
KTCS	99.9	100 kw @ 1919	Country		Banner	Roland, OK
KZBB	97.9	100 kw @ 2300	CHR	ABC	Christal	Capstar, pend.
					Capstar	Poteau, OK

Notes: KEZA-F – See Fayetteville (NW Arkansas) in this book . . . This is Ft. Smith's first Fall Arbitron . . . 7/97 KZBB-F changed from AOR to CHR . . . 11/97 KTCS-AF sold to Capstar for \$9,000,000

FT. WALTON BEACH, FL

Arbitron Rank: 210	Pop (12+): 138,400	Stations: 27 / 14	% Below Line: 23.5
Market TSL In Hours: 20.25		Diaries: 407/340:1/56.5%	% Not Listed: 14.1
Average Person Rating: 15.4		Sample Target: 360	Total Retail Sales: \$1.54 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WNCV-F	SAC	24 / 11.3	7.9		10.3	244 / 17.7	17.0		24 / 244	WNCV-F
2	WYZB-F	C	22 / 10.3	8.5		8.0	281 / 20.3	17.5		22 / 298	WYZB-F
3	WZNS-F	CHR	18 / 8.4				213 / 15.4			19 / 230	WZNS-F
4	WKSM-F	AOR	17 / 8.0	12.7		16.9	261 / 18.8	24.0		20 / 302	WKSM-F
5	WBLX-F	B	15 / 7.0	4.8		3.3	160 / 11.6	9.4		15 / 164	WBLX-F
6	WMXZ-F	CHR	11 / 5.2	14.3		11.3	269 / 19.4	29.3		16 / 328	WMXZ-F
7	WXBM-F	C	10 / 4.7	2.6		4.2	141 / 10.2	10.2		12 / 152	WXBM-F
8	WFTW	T	8 / 3.8	3.2		3.3	97 / 7.0	5.2		10 / 112	WFTW
	WTKX-F	AOR	8 / 3.8	1.1		1.4	116 / 8.4	8.1		8 / 120	WTKX-F
	WSBZ-F	J	8 / 3.8	1.6		2.8	144 / 10.4	4.2		10 / 165	WSBZ-F
11	WWAV-F	AC	7 / 3.3	2.6		6.6	135 / 9.8	8.2		9 / 180	WWAV-F

12+ FM Share (Metro): 92.90 % (170 of 183) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZNS-F >	1 WZNS-F	1 WYZB-F	1 WNCV-F	1 WNCV-F >	1 WKSM-F >	1 WYZB-F	1 WNCV-F >	1 WZNS-F	1 WZNS-F	1 WYZB-F
2 WKSM-F	WKSM-F <	WNCV-F <	2 WYZB-F >	2 WYZB-F	2 WYZB-F >	WNCV-F	WNCV-F	WNCV-F	WYZB-F	2 WNCV-F
3 WNCV-F	3 WNCV-F	3 WKSM-F >	3 WBLX-F	3 WBLX-F >	3 WNCV-F	3 WKSM-F	WKSM-F	3 WYZB-F	3 WBLX-F >	WZNS-F
WYZB-F >>	4 WYZB-F >	4 WZNS-F	4 WFTW	4 WKSM-F	WZNS-F	4 WZNS-F	4 WZNS-F	4 WKSM-F <	4 WKSM-F	WBLX-F
5 WMXZ-F	5 WXBM-F	WBLX-F	WKSM-F	WMXZ-F	WTKX-F	5 WMXZ-F	5 WFTW	5 WBLX-F	WMXZ-F	5 WMXZ-F <
WTKX-F	WMXZ-F	6 WWAV-F	WSBZ-F	WZNS-F	6 WWAV-F	WBLX-F <	6 WBLX-F <	6 WMXZ-F	WNCV-F	6 WKSM-F
	WTKX-F	WXBM-F			WXBM-F	7 WFTW <	7 WXBM-F	7 WXBM-F <	7 WYCL-F	7 WSBZ-F
					WBLX-F		WTKX-F			WXBM-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WFAV	ST	1400	Fl. Walton Beach	0.9	3.3	2	46
WFSH	T	1340	Valparaiso	0.5	2.2	1	42
WJSB-AF	C	104.7	Crestview	2.8	7.1	6	102
WMMK-F	C	92.1	Destin	2.3	7.1	6	110
WWSF-F	O	98.1	Andalusia, AL	1.9	7.5	6	130

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WABB-F	CHR	97.5	Mobile	0.5	2.3	1	32
WDJR-F	C	96.9	Enterprise, AL	0.9	3.2	8	95
WDWG-F	C	104.1	Atmore, AL	0.5	2.7	1	38
WFSY-F	AC	98.5	Panama City	0.5	2.7	3	93
WILN-F	CHR	105.9	Panama City	0.5	3.1	1	68
WMEZ-F	SAC	94.1	Pensacola	0.9	5.7	2	79
WPAP-F	C	92.5	Panama City	0.5	2.8	7	129
WRJM-F	SAC	93.7	Geneva, AL	0.5	2.2	2	47
WWRO-F	CL AOR	100.7	Pensacola	0.5	3.0	1	42
WYCL-F	O	107.3	Pensacola	2.8	10.5	7	163

AM Stations

WFTW	1260	1 kw/0.131 kw	Talk	Mc-Guild	Holladay
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FM Stations

WKSM	99.5	50 kw @ 492	AOR	Westwd	Mc-Guild	Holladay	
WMXZ	103.1	50 kw @ 482	CHR		—	Root, pend.	DeFuniak Springs
WNCV	100.3	3 kw @ 295	Soft AC	USA	Mc-Guild	Holladay	Niceville
WSBZ	106.3	3 kw @ 328	Jazz	CNN	—		Miramar Beach
WWAV	102.1	18 kw @ 384	AC		Banner	Root, pend.	Santa Rosa
WYZB	105.5	25 kw @ 305	Country		Mc-Guild	Holladay	Mary Esther
WZNS	96.5	100 kw @ 649	CHR		Mc-Guild		

Notes: Other ranked stations – See Mobile or Pensacola in the Fall 1997 American Radio . . . 10/97 WWAV-F sold by Tom Birch to Root for \$950,000 . . . 10/97 WMXZ-F sold to Root for \$2,400,000 . . . 1/98 WWAV-F changed from AC to Classic AOR

FREDERICK, MD

Arbitron Rank: 200 Pop (12+) 150,900
 Market TSL In Hours: 21.25
 Average Person Rating: 15.9

Stations: 32 / 3
 Diaries: 476/317:1/60.3%
 Sample Target: 450

% Below Line: 61.7
 % Not Listed: 14.6
 Total Retail Sales: \$1.64 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	WFRE-F	29 / 12.1	18.1		21.3		407 / 27.0	32.7		WFRE-F
2	WAFY-F	17 / 7.1	4.9		7.9		227 / 15.1	14.3		WAFY-F
3	WWDC-F	AOR/CL	16 / 6.7	5.3		7.1	225 / 14.9	16.5		WWDC-F
4	WFMD	T/FS	11 / 4.6	6.2		5.9	217 / 14.4	17.1		WFMD
	WWWZ-F	CHR	11 / 4.6	3.3		3.1	218 / 14.3	13.5		WWWZ-F
	WBIG-F	O	11 / 4.8	4.1		3.9	198 / 13.1	10.6		WBIG-F
	WARW-F	CL AOR	11 / 4.8	2.9		2.4	163 / 10.8	7.1		WARW-F

12+ FM Share (Metro): 91.71 % (188 of 205) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWDC-F >	1 WFRE-F	1 WFRE-F >	1 WFRE-F >	1 WFRE-F	1 WFRE-F >	1 WFRE-F >>	1 WFRE-F <	1 WFRE-F >>	1 WWDC-F	1 WFRE-F >
2 WWWZ-F	2 WWDC-F	2 WAFY-F	2 WAFY-F	WAFY-F	2 WARW-F	2 WAFY-F	2 WAFY-F	2 WWDC-F <	2 WFRE-F >	2 WWDC-F >
WYY-F	3 WARW-F <	3 WBIG-F	3 WFMD	3 WMZQ-F >	WJFK-F	3 WARW-F <	3 WWDC-F <	3 WWWZ-F	3 WWWZ-F	3 WBIG-F
WFRE-F	4 WAFY-F	4 WMZQ-F	4 WBIG-F	4 WWWZ-F	4 WBIG-F	4 WJFK-F <	4 WARW-F	WAFY-F	WKYS-F >	WAFY-F
WKYS-F	5 WWWZ-F	WARW-F	WMZQ-F >	WBIG-F	WWDC-F	5 WFMD	5 WFMD <	5 WARW-F <	5 WAFY-F	5 WARX-F
WARW-F	WMZQ-F	WJFK-F		6 WFMD	6 WYY-F	6 WMZQ-F	6 WJFK-F <	6 WMZQ-F		
WJFK-F >	WJFK-F			WHUR-F	WAFY-F		7 WMZQ-F	WBIG-F <		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WARX-F	O	106.9	Hagerstown	2.5	11.8	
WASH-F	AC	97.1	Washington	0.8	4.0	
WAVA-F	REL	105.1	Arlington, VA	1.2	4.4	
WGAY-F	SAC	99.5	Washington	2.5	5.4	
WGMS-F	CL	103.5	Washington	1.2	3.7	
WGRX-F	C	100.7	Westminster	0.4	3.0	
WHFS-F	AOR-NR	99.1	Annapolis	2.1	9.1	
WHUR-F	B/AC	96.3	Washington	1.7	2.9	
WYY-F	AOR	97.9	Baltimore	2.9	11.7	
WJFK-F	T/J	106.7	Manassas, VA	3.7	8.6	
WJZW-F	J	105.9	Woodbridge, VA	0.8	3.9	
WKMZ-F	CL AOR	97.5	Martinsburg, WV	0.4	2.8	
WKYS-F	B	93.9	Washington	3.3	6.1	
WMAL	FS/T	630	Washington	2.1	6.1	
WMZQ-F	C	98.7	Washington	4.2	9.8	
WPGC-F	B/CHR	95.5	Morningside	1.2	5.6	
WPOC-F	C	93.1	Baltimore	0.8	3.9	
WRQX-F	AC/CHR	107.3	Washington	1.7	8.4	
WTOP	N	1500	Washington	0.4	3.9	
WVMD-F	EZ	104.7	Hagerstown	2.1	5.2	
WVMX-F	AC/CHR	106.5	Baltimore	1.2	6.8	
WWZZ-F	CHR	104.1	Waldorf	2.1	4.5	
WXYV-F	CHR/B	102.7	Baltimore	0.4	3.8	
WYCR-F	CHR	98.5	Hanover, PA	1.2	4.2	

AM Stations

WFMD	930	5 kw/2.5 kw (DA-2)	Talk/Full Service	CBS	---	WFRE-F
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FM Stations

WAFY	103.1	1 kw @ 571	AC	---	---	Middletown
WFRE	99.9	9 kw @ 1110	Country	---	WFMD	
WWWZ	103.9	0.42 kw @ 910	CHR	Sentry	Bonneville	Braddock Heights

Notes: Other ranked stations - See Hagerstown in this book or Washington in the Fall 1997 American Radio . . . There is no TSA for the market . . . This is Frederick's first Fall Arbitron . . . 1/98 WFMD/WFRE-F sold to Capstar for \$10,500,000 + \$750,000 for real estate

GRAND FORKS, ND-MN

Arbitron Rank: 255	Pop (12+): 84,000	Stations: 19 / 11	% Below Line: 14.1
Market TSL In Hours: 20.00		Diaries: 430/195:1/62.7%	% Not Listed: 13.3
Average Person Rating: 15.2		Sample Target: 410	Total Retail Sales: \$1.14 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KJKJ-F	CL AOR	17 / 13.3		10.7		186 / 22.1			23 / 258	KJKJ-F
2	KYCK-F	C	15 / 11.7		15.7		230 / 27.4			23 / 394	KYCK-F
3	KKXL-F	CHR	12 / 9.4		12.1		233 / 27.7			15 / 291	KKXL-F
4	KZLT-F	AC/CHR	11 / 8.8		7.1		216 / 25.7			15 / 292	KZLT-F
5	KCNN	T	10 / 7.8		4.3		164 / 18.4			11 / 168	KCNN
6	KNOX	FS/T	8 / 6.2		3.6		124 / 14.7			8 / 151	KNOX
7	KNOX-F	C	7 / 5.5		5.7		103 / 12.3			10 / 156	KNOX-F
8	WDAY-F	CHR	6 / 4.7		0.7		149 / 17.7			8 / 204	WDAY-F
9	KSNR-F	O	5 / 3.9		6.4		139 / 16.5			17 / 318	KSNR-F
10	KQHT-F	SAC	4 / 3.1		5.7		89 / 10.7			6 / 123	KQHT-F

12+ FM Share (Metro): 73.87 % (82 of 111) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJKJ-F >>	1 KJKJ-F >	1 KJKJ-F	1 KCNN	1 KZLT-F >	1 KJKJ-F >>	1 KJKJ-F	1 KJKJ-F	1 KYCK-F <	1 KKXL-F	1 KJKJ-F
2 KKXL-F >	2 KYCK-F	2 KYCK-F	2 KYCK-F	2 KYCK-F	2 KYCK-F >>	2 KYCK-F	2 KYCK-F	2 KJKJ-F >	2 KJKJ-F	2 KCNN
3 KZLT-F	3 KZLT-F	3 KZLT-F >>	3 KNOX	3 KJKJ-F	3 KCNN	3 KZLT-F	3 KCNN <	3 KKXL-F >	3 KZLT-F	3 KYCK-F
KYCK-F >	4 KKXL-F >>	4 KCNN	4 KNOX-F	KKXL-F >	KZLT-F >	4 KNOX	4 KKXL-F	4 KNOX-F	KYCK-F	KKXL-F
5 WDAY-F >>	5 WDAY-F	KKXL-F	5 KZLT-F	5 KQHT-F	5 KNOX	5 KCNN >	KZLT-F	KZLT-F	WDAY-F >>	5 KNOX-F
		KSNR-F	6 KJKJ-F	KSNR-F >>	KSNR-F >>	6 KKXL-F	6 KNOX			WDAY-F
			KSNR-F				7 KNOX-F >			

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
KKEQ-F	REL	107.1 Fosston, MN	0.8	3.0	3	74
KRCX	AC	1250 Crookston, MN	2.3	7.4	4	94

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFGO	FS	790 Fargo	2.3	6.8	14	138	
KFGO-F	C	101.9 Fargo	0.8	5.8	5	123	
KFGX-F	AC-NR	95.1 Detroit Lks, MN	0.8	2.5	3	69	
KQWB-F	AOR	98.7 Moorhead, MN	0.8	3.3	3	53	
KTRF	FS	1230 Thief Rvr Fls, MN	1.6	2.7	9	162	
KVOX-F	C	99.9 Moorhead, MN	0.8	2.2	2	43	
WDAY	T	970 Fargo	2.3	4.7	9	95	

AM Stations

KCNN	1590	5 kw/1 kw (DA-2)	Talk	CBS, ABC, Westwd	D&R	KZLT-F	E. Grand Forks, MN
KNCX	1310	5 kw (DA-2)	Full Service/Talk	ABC, Westwd	Katz	Leighton	

FM Stations

KJKJ	107.5	100 kw @ 446	Classic AOR	Westwd	Eastman	KQHT-F	
KKXL	92.9	63 kw @ 386	CHR		Allied	KKXL	
KNOX	94.7	100 kw @ 325	Classic Country	ABC	Katz	Leighton	
KQHT	96.1	100 kw @ 414	Soft AC		Allied	KJKJ-F	Crookston, MN
KSNR	100.3	100 kw @ 564	Oldies	ABC	K&P	Tom Ingstad	Thief River Falls, MN
KYCK	97.1	100 kw @ 403	Country		D&R	Leighton	Crookston, MN
KZLT	104.3	100 kw @ 444	AC/CHR		D&R	KCNN	E. Grand Forks, MN

Notes: This is Grand Forks's first Fall Arbitron . . . Due to the severe flooding in the area, Grand Forks was not surveyed during the Spring 1997 sweep . . . KJKJ-F/KQHT-F are LMA'd by Tom Ingstad

GRAND JUNCTION, CO

Arbitron Rank: 247	Pop (12+): 91,800	Stations: 13 / 11	% Below Line: 2.9
Market TSL In Hours: 21.00		Diaries: 428/214:1/56.7%	% Not Listed: 13.8
Average Person Rating: 15.0		Sample Target: 400	Total Retail Sales: \$1.03 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KEKB-F	C	25 / 18.1	18.3		19.9	334 / 36.4	32.6		32 / 409	KEKB-F
2	KMXY-F	CHR/AC	19 / 13.7	13.0		11.0	243 / 26.5	28.5		30 / 423	KMXY-F
3	KSTR-F	AOR	17 / 12.3	9.2		11.8	193 / 21.0	19.1		22 / 304	KSTR-F
4	KNZZ	N/T	12 / 8.7	9.2		6.6	122 / 13.3	15.1		19 / 221	KNZZ
	KJYE-F	EZ/SAC	12 / 8.7	9.9		7.4	145 / 15.8	16.2		19 / 333	KJYE-F
6	KQIX-F	CHR	11 / 7.9	7.6		5.1	187 / 20.4	22.0		20 / 307	KQIX-F
7	KBKL-F	O	9 / 6.5	6.9		8.1	149 / 16.2	19.0		13 / 249	KBKL-F
8	KKNN-F	C	5 / 3.6	6.9		8.8	92 / 10.0	12.5		7 / 134	KKNN-F

12+ FM Share (Metro): 84.87 % (101 of 119) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMXY-F >	1 KSTR-F	1 KSTR-F	1 KEKB-F >	1 KEKB-F	1 KSTR-F >	1 KEKB-F >>	1 KEKB-F	1 KEKB-F <	1 KMXY-F	1 KEKB-F
2 KSTR-F	2 KMXY-F	2 KEKB-F >	2 KJYE-F <	2 KQIX-F	2 KEKB-F >	2 KMXY-F <	2 KSTR-F	2 KMXY-F	2 KEKB-F >	2 KMXY-F
3 KQIX-F	KEKB-F >	3 KMXY-F	3 KSTR-F <	KMXY-F	3 KQIX-F	3 KSTR-F	3 KNZZ	3 KSTR-F	3 KSTR-F	3 KSTR-F
KEKB-F >>	4 KQIX-F >	4 KQIX-F >	4 KNZZ >	4 KSTR-F	KMXY-F	4 KNZZ	KMXY-F	4 KJYE-F	KQIX-F	4 KQIX-F
	5 KBKL-F >>	5 KBKL-F >	5 KBKL-F	KJYE-F >	5 KBKL-F >	5 KJYE-F	5 KJYE-F	5 KQIX-F <	5 KJYE-F	KJYE-F >
		6 KMXY-F >	6 KBKL-F >>			6 KQIX-F	6 KQIX-F >	6 KBKL-F	KBKL-F >>	
								7 KNZZ >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBZS T 620 Grand Junction	1.4	4.7	3 54
KE XO REL 1230 Grand Junction	0.7	3.4	1 31
KQIL SPRTS 1340 Grand Junction	1.4	6.2	2 57

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KUBC ST 580 Montrose	0.7	2.4	12 138
KZKS-F C 105.3 Rifle	2.2	6.5	7 112

AM Stations

KNZZ	1100	50 kw/10 kw (DA-N)	News/Talk	ABC	Allied	KJYE-F
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FM Stations

KBKL	107.9	100 kw @ 974	Oldies	Banner	Cumulus, pend.	
KEKB	99.9	79 kw @ 1380	Country	Banner	Cumulus, pend.	Fruita
KJYE	92.3	100 kw @ 1378	EZ List/Soft AC	Eastman	KNZZ	
KKNN	95.1	100 kw @ 969	Country	Katz	KEXO/KQIL/KQIX	Delta
KMXY	104.3	100 kw @ 1460	CHR/AC	Banner	Cumulus, pend.	
KQIX	93.1	100 kw @ -95	CHR	Katz	KEXO/KQIL/KNNN	
KSTR	96.1	91 kw @ 1100	AOR	Mc-Guild	KBZS	Montrose

Notes: This is Grand Junction's first Fall Arbitron . . . 10/97 KE XO changed from simulcasting KQIX-F to Contemporary Christian . . . 1/98 KBKL-F/KEKB-F/KMXY-F sold to Cumulus for \$5,000,000 . . . 2/98 KBZS (620) changed from Talk/Sports to Standards as KKG M

GREAT FALLS, MT

Arbitron Rank: 264	Pop (12+): 65,400	Stations: 9 / 9	% Below Line: 0.0
Market TSL In Hours: 23.00		Diaries: 290/226:1/62.1%	% Not Listed: 18.2
Average Person Rating: 16.8		Sample Target: 280	Total Retail Sales: \$0.65 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KMON-F	20 / 18.2	26.4		29.6		204 / 31.2	40.5		21 / 259	KMON-F
2	KQDI-F	15 / 13.7	10.6		12.0		156 / 23.8	20.1		18 / 212	KQDI-F
	KMON	15 / 13.7	14.8		11.1		142 / 21.7	19.1		33 / 339	KMON
4	KLFM-F	13 / 11.8	10.6		8.3		140 / 21.4	23.0		14 / 182	KLFM-F
5	KAAC-F	10 / 8.1	17.9		15.7		158 / 24.1	32.8		13 / 217	KAAC-F
6	KXGF	8 / 8.2	4.2		8.3		100 / 15.3	7.8		10 / 110	KXGF
7	KEIN-F	3 / 2.7					39 / 6.0			3 / 49	KEIN-F
	KEIN	3 / 2.7	1.1		2.8		41 / 6.2	3.8		3 / 77	KEIN
9	KQDI	2 / 1.8	3.2		1.9		34 / 5.2	5.4		6 / 62	KQDI

12+ FM Share (Metro): 67.78 % (61 of 90) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQDI-F >	1 KQDI-F	1 KMON-F <	1 KMON	1 KMON-F >	1 KQDI-F >	1 KMON <	1 KMON-F	1 KMON-F >	1 KLFM-F	1 KMON-F
2 KMON-F	2 KMON-F	2 KQDI-F <	2 KMON-F	2 KLFM-F	2 KMON-F	2 KMON-F >	2 KQDI-F	2 KQDI-F	2 KMON-F	2 KMON
KAAC-F >>	3 KLFM-F	3 KLFM-F >	3 KLFM-F	KAAC-F	KLFM-F >>	3 KQDI-F	3 KMON	3 KLFM-F	KAAC-F	3 KQDI-F
4 KLFM-F >	4 KAAC-F >>	4 KAAC-F	4 KXGF >	4 KMON >	4 KAAC-F >>	4 KLFM-F	KLFM-F	4 KAAC-F	4 KQDI-F	4 KXGF
	5 KMON >>	5 KMON >>	5 KQDI-F >	5 KQDI-F		5 KAAC-F >	5 KXGF <	5 KMON	5 KXGF	5 KLFM-F
							6 KAAC-F >>			

AM Stations

KEIN	1310	5 kw/1 kw	Classic Country	ABC	Katz
KMON	560	5 kw (DA-N)	Country/Full Svc.	ABC	Moore KLFM-F/KMON-F
KQDI	1450	1 kw	Talk	Westwd	Mc-Guild Sunbrook
KXGF	1400	1 kw	Standards		Mc-Guild Sunbrook

FM Stations

KAAC	98.9	100 kw @ 482	AC/CHR		Mc-Guild Sunbrook
KEIN	93.7	100 kw @ 558	Country	ABC	Katz Conrad
KLFM	92.9	100 kw @ 450	Oldies	JRN	Moore KMON-AF
KMON	94.5	36 kw @ 469	Country		Moore KMON/KLFM-F
KQDI	106.1	100 kw @ 371	AOR/Classic AOR	Westwd	Mc-Guild Sunbrook

Notes: This is Great Falls' first Fall Arbitron

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

Arbitron Rank: 161	Pop (12+): 215,100	Stations: 28 / 14	% Below Line: 19.2
Market TSL In Hours: 20.25		Diarles: 621/346:1/56.4%	% Not Listed: 21.6
Average Person Rating: 14.8		Sample Target: 620	Total Retail Sales: \$2.12 Bil.

12+ Metro	Format	Fall 97		Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA		
		1/4	Share								AQH	Cume	
1	WAYZ-F	C	43 / 13.5	13.3	13.8	13.2	10.8	534 / 24.8	22.8	27.2	49 / 615	WAYZ-F	
2	WYII-F	C	23 / 7.2	4.5	2.7	3.8	3.2	233 / 10.8	8.1	7.3	25 / 272	WYII-F	
	WIKZ-F	CHR/AC	23 / 7.2	9.7	9.9	8.2	8.2	408 / 19.0	21.8	22.7	28 / 491	WIKZ-F	
4	WSRT-F	CL HITS	20 / 6.3	6.5	4.8	4.4	5.0	317 / 14.7	15.3	13.9	25 / 398	WSRT-F	
5	WWMD-F	EZ	19 / 6.0	6.5	6.6	5.0	6.7	199 / 9.3	10.7	9.8	20 / 223	WWMD-F	
	WFRE-F	C	19 / 6.0	4.5	5.4	7.1	7.3	358 / 16.6	15.1	14.3	36 / 573	WFRE-F	
7	WJEJ	FS	14 / 4.4	3.2	2.4	2.1	3.2	191 / 8.9	5.2	5.1	14 / 195	WJEJ	
8	WQCM-F	AOR/CL	9 / 2.8	4.5	3.6	6.2	6.1	203 / 9.4	14.2	9.4	12 / 252	WQCM-F	
	WCHA-F	C	9 / 2.8	1.9	2.7	2.4	4.1	147 / 6.8	4.2	7.5	9 / 147	WCHA-F	
	WARX-F	O	9 / 2.8	4.2	5.4	5.3	4.7	211 / 9.8	12.2	12.7	17 / 331	WARX-F	
11	WEEO-F	O	7 / 2.2					86 / 4.0			7 / 89	WEEO-F	
	WWDC-F	AOR/CL	7 / 2.2	3.2	1.8	2.1	1.2	143 / 6.6	6.9	6.2	13 / 282	WWDC-F	

12+ FM Share (Metro): 89.20 % (223 of 250) (Fall 96: 87.26 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAYZ-F <	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F >	1 WAYZ-F >	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F >	1 WAYZ-F >	1 WAYZ-F >	1 WAYZ-F >
2 WSRT-F	2 WSRT-F <	2 WYII-F <	2 WWMD-F	2 WYII-F	2 WSRT-F	2 WJEJ	2 WWMD-F <	2 WIKZ-F <	2 WFRE-F	2 WIKZ-F
3 WYII-F	3 WIKZ-F	3 WSRT-F	3 WYII-F	3 WIKZ-F	3 WYII-F	3 WYII-F <	3 WYII-F <	3 WFRE-F	3 WYII-F	3 WYII-F
	WIKZ-F	4 WYII-F <	4 WIKZ-F <	4 WSRT-F	4 WFRE-F	4 WIKZ-F	4 WSRT-F	4 WSRT-F <	4 WIKZ-F <	4 WFRE-F
5 WQCM-F	5 WFRE-F >	5 WFRE-F >	5 WJEJ	5 WFRE-F	5 WWDC-F	5 WSRT-F	5 WIKZ-F	5 WWMD-F <	5 WSRT-F >	5 WSRT-F
6 WWDC-F	6 WCHA-F		6 WIKZ-F <		WIKZ-F	6 WWMD-F	6 WJEJ <	6 WYII-F >>		WWMD-F >
	WCHA-F >	WQCM-F				WFRE-F	7 WFRE-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WARK	T	1490	Hagerstown	0.6	3.6	2	79
WCHA	C	800	Chambersburg	1.9	5.2	6	126
WHAG	T	1410	Halfway	0.6	2.4	2	54
WKMZ-F	CL AOR	97.5	Martinsburg, WV	0.9	3.8	13	252

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WARW-F	CL AOR	94.7	Bethesda, MD	1.3	3.9	7	200
WBIG-F	O	100.3	Washington	0.6	3.1	4	143
WFGY-F	C	98.1	Altoona	0.6	1.8	3	68
WHP	FS	580	Harrisburg, PA	0.9	2.1	3	50
WHUR-F	B/A/C	96.3	Washington	0.9	1.9	3	42
WINC-F	AC/CHR	92.5	Winchester, VA	1.9	4.0	15	254
WYY-F	AOR	97.9	Baltimore	1.3	3.4	4	73
WKYS-F	B	93.9	Washington	0.9	4.0	5	133
WMZQ-F	C	98.7	Washington	0.6	2.7	10	165
WQXA-F	AOR-NR	105.7	York, PA	0.6	2.5	2	55
WWVZ-F	CHR	103.9	Frederick, MD	1.3	3.0	14	201

AM Stations

WJEJ	1240	1 kw	Full Service	CBS	—	WWMD-F	Hagerstown
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FM Stations

WARX	106.9	15.5 kw @ 853	Oldies	Westwd	—	WARK	Hagerstown
WAYZ	101.5	50 kw @ 230	Country	AP, Westwd	—	VerStandig	Waynesboro
WCHA	94.3	3.5 kw @ 430	Country	AP	—	WCHAWIKZ-F	Greencastle
WEEO	103.7	0.135 kw @ 1555	Oldies	Westwd	Dome	Allegheny Mtn.	McConnellsburg
WIKZ	95.1	50 kw @ 449	CHR/AC		—	WCHA-AF	Chambersburg
WQCM	96.7	4.8 kw @ 165	AOR/Classic AOR	ABC	Dome	WHAG (AM)	Halfway, MD
WSRT	92.1	3.3 kw @ 295	Classic Hits	Westwd	—	VerStandig	Mercersburg
WWMD	104.7	8.3 kw @ 1378	Easy Listening		—	WJEJ	Hagerstown
WYII	95.9	3 kw @ 300	Country	Westwd	—	Prettyman, pend.	Williamsport

Notes: Other ranked stations – See Frederick, MD in this book or Washington, DC in the Fall 1997 American Radio . . . 1/98 WYII-F sold to Prettyman (WKMZ-F) for \$1,025,000

HARRISONBURG, VA

Arbitron Rank: 253	Pop (12+): 84,500	Stations: 18 / 12	% Below Line: 6.7
Market TSL In Hours: 19.25		Diaries: 414/204:1/55.0%	% Not Listed: 15.1
Average Person Rating: 14.1		Sample Target: 400	Total Retail Sales: \$1.06 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WSVA	19 / 16.0	20.0		21.5		231 / 27.3	36.4		39 / 501	WSVA
2	WKCY-F	17 / 14.3	12.7		16.9		216 / 25.6	26.5		47 / 591	WKCY-F
3	WACL-F	15 / 12.6	7.3		7.7		181 / 21.6	18.2		22 / 303	WACL-F
4	WQPO-F	14 / 11.8	10.0		12.3		245 / 29.0	29.1		34 / 563	WQPO-F
5	WBOP-F	7 / 5.9	10.0		6.9		131 / 15.6	24.6		15 / 319	WBOP-F
6	WAMM-F	6 / 5.1	6.4		5.4		100 / 11.8	16.8		10 / 226	WAMM-F
7	WLTK-F	4 / 3.4	3.6		3.1		87 / 7.9	8.3		6 / 107	WLTK-F
	WBHB-F	4 / 3.4	1.8		3.1		88 / 10.4	7.6		6 / 124	WBHB-F
9	WBTX	3 / 2.5	2.7		3.1		38 / 4.5	4.3		6 / 66	WBTX

12+ FM Share (Metro): 75.25 % (76 of 101) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wxnd
1 WQPO-F >>	1 WKCY-F	1 WKCY-F <	1 WWSA >	1 WKCY-F	1 WKCY-F	1 WWSA >>	1 WKCY-F <	1 WACL-F <	1 WQPO-F >>	1 WKCY-F >
2 WBOP-F	2 WACL-F <	2 WACL-F <	2 WKCY-F	2 WACL-F >	2 WWSA	2 WKCY-F	2 WACL-F <	2 WKCY-F <	2 WACL-F	2 WQPO-F
WKCY-F	3 WQPO-F >	3 WWSA >	3 WACL-F >>	3 WWSA	3 WACL-F >>	3 WACL-F <	3 WWSA >	3 WQPO-F	3 WKCY-F	3 WWSA
4 WACL-F	4 WWSA	4 WQPO-F >>	4 WAMM-F	4 WQPO-F >>	4 WBHB-F >>	4 WQPO-F >>	4 WQPO-F >	4 WWSA >	4 WBOP-F	4 WACL-F >
5 WBHB-F >	5 WBOP-F >	5 WLTK-F	5 WLTK-F >	5 WLTK-F	5 WAMM-F >>	5 WBOP-F >	5 WBOP-F	5 WAMM-F	5 WWSA	5 WBOP-F
	6 WAMM-F	6 WBHB-F	6 WAMM-F >>	6 WAMM-F >>		6 WBHB-F	6 WBOP-F	6 WBOP-F	6 WAMM-F >	6 WAMM-F
	WBHB-F	WAMM-F >				7 WBHB-F >	7 WBHB-F >			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WHBG	O	1360	Harrisonburg	0.8	4.8	1	52	WAZR-F	ST	93.7	Woodstock, VA	1.7	2.6	8	72
WKCY	ST	1300	Harrisonburg	1.7	4.7	5	70	WSIG-F	C	96.9	Mt. Jackson, VA	1.7	4.1	9	113
WTON-F	SAC	94.3	Staunton	0.8	5.7	11	185	WSVO-F	O	93.1	Staunton, VA	0.8	5.1	11	179
								WYFT-F	REL	103.9	Luray, VA	1.7	3.2	4	34
								WZXI-F	AC	95.5	Buffalo Gap, VA	0.8	5.1	2	56

AM Stations

WBTX	1470	5 kw (Days)	Gospel	USA	—	WLTK-F	Broadway
WSVA	550	5 kw/1 kw (DA-N)	Full Service	ABC, Westwd	—	VerStandig	

FM Stations

WACL	98.5	0.9 kw @ 1607	Classic Hits	—	—	Elkton	
WAMM	105.1	6 kw @ 328	Country	—	VerStandig	Bridgewater	
WBHB	103.3	2.1 kw @ 544	Classic Rock	—	VerStandig	New Market	
WBOP	106.3	7.4 kw @ 574	AOR	ABC, Westwd	—	Churchville	
WKCY	104.3	50 kw @ 410	Country	—	—		
WLTK	96.1	2.6 kw @ 1010	Religion	SRN, USA	—	WBTX	Broadway
WQPO	100.7	50 kw @ 492	CHR/AC	Westwd	—	VerStandig	

Notes: This is Harrisonburg's first Fall Arbitron . . . 10/97 WEZI-F sold to VerStandig . . . 11/97 WEZI-F changed from Soft AC to Classic AOR as WBHB-F ("Bob 103.3")

ITHACA, NY

Arbitron Rank: 256 Pop (12+)	83,800	Stations: 13 / 7	% Below Line: 12.2
Market TSL In Hours:	20.50	Diaries: 397/211:1/54.2%	% Not Listed: 33.3
Average Person Rating:	14.7	Sample Target: 400	Total Retail Sales: \$0.73 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WYXL-F	24 / 19.6	20.4		25.4		341 / 40.7	37.5		29 / 453	WYXL-F
2	WQNY-F	18 / 14.7	9.3		8.5		149 / 17.8	15.8		25 / 237	WQNY-F
3	WHCU	8 / 6.5	7.4		7.6		119 / 14.2	13.3		11 / 167	WHCU
4	WNVE-F	AOR-P	7 / 5.7	2.8	2.5		99 / 11.8	8.8		11 / 174	WNVE-F
	WIII-F	CL AOR	7 / 5.7	6.5	0.8		119 / 14.1	18.4		18 / 220	WIII-F
6	WVBR-F	AOR	6 / 4.9	3.7	2.5		128 / 15.3	16.5		6 / 131	WVBR-F

12+ FM Share (Metro): 89.02 % (73 of 82) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYXL-F >>	1 WYXL-F >	1 WYXL-F	1 WQNY-F	1 WYXL-F	1 WQNY-F	1 WYXL-F	1 WYXL-F	1 WYXL-F	1 WYXL-F >	1 WYXL-F >
2 WQNY-F >	2 WQNY-F >	2 WQNY-F >	2 WYXL-F	2 WQNY-F >>	2 WYXL-F	2 WQNY-F	2 WQNY-F >>	2 WQNY-F >>	2 WQNY-F >	2 WQNY-F >
3 WNVE-F	3 WIII-F	3 WIII-F >	3 WHCU >	3 WIII-F >>	3 WIII-F	3 WHCU >	3 WIII-F	3 WIII-F	3 WNVE-F >	3 WVBR-F
4 WVBR-F >	4 WNVE-F	4 WNVE-F	4 WIII-F >	4 WNVE-F	4 WNVE-F	4 WNVE-F >	4 WVBR-F	4 WNVE-F >		WHCU
	WVBR-F >>	5 WVBR-F	5 WVBR-F	WVBR-F >>	5 WIII-F	5 WHCU				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WHCD-F J 106.9 Auburn	2.4	5.7	3	54
WTKO SPRTS 1470 Ithaca	0.8	4.4	1	39

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WAAL-F CL AOR 99.1 Binghamton	0.8	2.9	4	59
WHWK-F C 98.1 Binghamton	2.4	3.6	8	100
WNKI-F CHR/AC 106.1 Coming	1.6	5.6	3	84
WNTQ-F CHR 93.1 Syracuse	0.8	5.2	10	152
WNYR-F AC 98.5 Waterloo	0.8	3.1	1	26

AM Stations

WHCU 870 5 kw/0.5 kw (DA-N)	Full Service	CBS	Christal	WTKO/WYXL-F/WQNY-F
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FM Stations

WIII 99.9 24 kw @ 770	Classic AOR	Roslin	Pilot, pend.	Cortland
WQNY 103.7 12 kw @ 889	Country	ABC	Christal	WHCU/WTKO/WYXL-F
WVBR 93.5 3 kw @ 250	AOR	Westwd	---	
WYXL 97.3 26 kw @ 879	AC	Westwd	Christal	WHCU/WTKO/WQNY-F

Notes: WNVE-F -- See Rochester, NY in the Fall 1997 American Radio ... This is Ithaca's first Fall Arbitron ... 1/98 WKRT (Cortland)/WIII-F sold by DynaCom to Pilot for \$1,675,000

JACKSON, TN

Arbitron Rank: 260	Pop (12+): 71,000	Stations: 17 / 10	% Below Line: 18.4
Market TSL In Hours: 18.25		Diaries: 391/182:1/48.8%	% Not Listed: 12.9
Average Person Rating: 13.1		Sample Target: 400	Total Retail Sales: \$0.9 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WFKX-F	B	17 / 18.4	18.1		18.0	192 / 27.0	27.6		30 / 372	WFKX-F
2	WTVN-F	C	12 / 13.0	12.7		15.3	157 / 22.2	24.3		30 / 545	WTVN-F
3	WYNU-F	CL HITS	9 / 9.7	9.0		13.5	132 / 18.6	22.3		27 / 391	WYNU-F
4	WOJG-F	B/G	7 / 7.6	9.0		6.3	105 / 14.8	13.8		14 / 179	WOJG-F
5	WMXX-F	O	6 / 6.5	5.4		4.5	104 / 14.7	13.9		24 / 332	WMXX-F
6	WWGM-F	G	5 / 5.4	6.3		0.4	72 / 10.2	9.1		25 / 344	WWGM-F
	WZDQ-F	AC/CHR	5 / 5.4	6.3		4.5	91 / 12.8	13.8		7 / 150	WZDQ-F
8	WHRK-F	B	4 / 4.3	2.7			83 / 11.6	10.9		9 / 186	WHRK-F
	WNWS-F	N/T	4 / 4.3	5.4		3.6	80 / 11.3	13.5		7 / 147	WNWS-F
10	WWYN-F	C	3 / 3.2	3.6		4.5	87 / 12.3	7.9		38 / 485	WWYN-F

12+ FM Share (Metro): 97.53 % (79 of 81) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFKX-F	1 WFKX-F >	1 WFKX-F >	1 WTVN-F	1 WFKX-F >	1 WFKX-F	1 WTVN-F <	1 WTVN-F >	1 WFKX-F >	1 WFKX-F >>	1 WFKX-F >
2 WYNU-F >>	2 WYNU-F	2 WYNU-F	WFKX-F	2 WMXX-F	2 WYNU-F >>	2 WFKX-F	2 WYNU-F	2 WYNU-F <	2 WTVN-F >	2 WOJG-F >
3 WTVN-F >	3 WTVN-F >	3 WTVN-F	3 WOJG-F	WTVN-F	3 WNWS-F	3 WYNU-F	WFKX-F >	3 WTVN-F	3 WYNU-F	3 WTVN-F
	4 WZDQ-F	4 WMXX-F	4 WMXX-F	WOJG-F >	WTVN-F >>	4 WNWS-F >	4 WZDQ-F	4 WMXX-F	4 WMXX-F	4 WYNU-F
	WOJG-F	WOJG-F	5 WWGM-F			5 WMXX-F	5 WMXX-F	5 WOJG-F	5 WOJG-F	5 WMXX-F
	WHRK-F					6 WOJG-F	6 WOJG-F	6 WWGM-F	6 WWGM-F	6 WWGM-F
								WZDQ-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHHM-F C 107.7 Henderson	1.1	2.6	3 37
WTJS N/T 1390 Jackson	2.2	6.2	6 71

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KJMS-F B 101.1 Memphis	1.1	2.7	1 43
WASL-F AC 100.1 Dyersburg	1.1	5.6	7 184
WEGR-F AOR 102.7 Memphis	1.1	2.9	14 136
WLSZ-F CHR/AC 105.3 Humboldt	2.2	8.2	5 94
WMC-F CHR/AC 99.7 Memphis	1.1	5.6	3 106

AM Stations

WTJS	1390	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	Katz	Capstar
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FM Stations

WFKX	95.7	6 kw @ 314	Black		—	WZDQ-F	Henderson
WMXX	103.1	50 kw @ 298	Oldies		—		
WNWS	101.5	2.2 kw @ 380	News/Talk	Westwd, CBS	—	WTBG-F	
WOJG	94.7	3 kw @ 328	Black Gospel			Dora-Clayton	Bolivar
WTVN	104.1	100 kw @ 680	Country	ABC	Katz	Capstar	
WWGM	93.1	14.2 kw @ 443	So. Gospel	USA	—		Alamo
WWYN	106.9	100 kw @ 892	Country		—		McKenzie
WYNU	92.3	100 kw @ 990	Classic Hits	Westwd	Katz	Capstar	Milan
WZDQ	102.3	6 kw @ 300	AC/CHR	CNN	Regional	WFKX-F	Humboldt

Notes: This is Jackson's first Fall Arbitron

JOPLIN, MO

Arbitron Rank: 225	Pop (12+): 123,000	Stations: 17 / 15	% Below Line: 1.6
Market TSL in Hours: 20.75		Diaries: 356/346:1/61.5%	% Not Listed: 20.3
Average Person Rating: 15.2		Sample Target: 330	Total Retail Sales: \$1.59 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KSYN-F	31 / 16.6	14.7	15.0	12.3		382 / 31.0	29.1	33.3	54 / 858	KSYN-F
2	KIXQ-F	24 / 12.8	15.7	8.7	12.3		334 / 27.2	24.3	19.8	43 / 715	KIXQ-F
3	KXDG-F	20 / 10.7	10.5	12.7	14.2		202 / 16.6	16.0	16.7	24 / 293	KXDG-F
4	KKOW-F	11 / 5.9	4.2	3.5	4.7		155 / 12.8	10.9	8.1	78 / 699	KKOW-F
5	KMXL-F	10 / 5.3	5.2	5.2	7.1		177 / 14.4	11.7	9.7	18 / 250	KMXL-F
	KJMK-F	10 / 5.3	4.2	8.7	10.8		178 / 14.4	13.3	17.1	18 / 309	KJMK-F
7	KMOQ-F	7 / 3.7	5.2	5.2	5.2		141 / 11.6	13.5	11.3	8 / 173	KMOQ-F
8	KQYX	6 / 3.2	3.1		0.9		62 / 5.0	6.5		6 / 62	KQYX

12+ FM Share (Metro): 83.22 % (124 of 149) (Fall 96: 78.72 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KXDG-F	1 KSYN-F <	1 KIXQ-F	1 KIXQ-F >	1 KIXQ-F	1 KXDG-F >>	1 KSYN-F <	1 KSYN-F	1 KSYN-F	1 KSYN-F	1 KSYN-F >
	2 KXDG-F	2 KXDG-F	2 KKOW-F	2 KSYN-F >>	2 KIXQ-F	2 KIXQ-F >	2 KIXQ-F	2 KIXQ-F	2 KXDG-F	2 KIXQ-F
3 KIXQ-F	3 KIXQ-F >>	3 KSYN-F >	3 KMOQ-F	3 KMXL-F	3 KKOW-F	3 KXDG-F	3 KXDG-F <	3 KXDG-F >	3 KIXQ-F >	3 KXDG-F >>
4 KMXL-F	4 KMXL-F	4 KKOW-F	KSYN-F	KJMK-F	4 KSYN-F >	4 KMXL-F	4 KKOW-F	4 KKOW-F	4 KJMK-F >>	4 KJMK-F
	5 KJMK-F	5 KMXL-F	5 KJMK-F	KXDG-F	5 KMXL-F	5 KXDG-F	5 KXDG-F	5 KMXL-F		5 KMXL-F
	KKOW-F	KJMK-F	KQYX	6 KMOQ-F >	WMBH >	KBTN-F <	6 KQYX	KJMK-F		
			KMXL-F			7 KMOQ-F	7 KJMK-F	7 KQYX		
							KMOQ-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBTN-F	C	99.7	Neosho, MO	2.7 5.3 10 106
KDMO	C	1490	Carthage, MO	2.7 4.5 5 66
KJML-F	C	105.3	Columbus, KS	1.1 5.2 3 137
KKOW	C	860	Pittsburg, KS	2.7 5.6 20 257
KWAS	ST	1230	Joplin	2.7 5.4 5 87
KWXD-F	O	103.5	Asbury, MO	0.5 4.6 4 181
WMBH	SPRTS	1450	Joplin	2.1 3.8 4 58

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KGND-F	CL HITS	107.5	Ketchum, OK	0.5 2.8 2 71
KOSP-F	O	105.1	Willard, MO	1.1 3.3 8 167

AM Stations

KKOW	860	10 kw/5 kw (DA-N)	Country	CBS	Mc-Guild	Pittsburg, KS
KQYX	1560	10 kw (Days, DA)	News/Talk	ABC, CNN	Katz	WMBH/KMOQ-F
KWAS	1230	1 kw	Standards		—	KOCD-F

FM Stations

KIXQ	102.5	100 kw @ 410	Country		Banner	Zimmer	
KJMK	93.9	50 kw @ 500	AC	ABC	Banner	Zimmer	Webb City
KKOW	96.9	100 kw @ 390	Country	CBS	Mc-Guild		Pittsburg, KS
KMOQ	107.1	6 kw @ 300	Oldies	ABC	Katz	WMBH/KQYX	Baxter Springs, KS
KMXL	95.1	50 kw @ 472	Soft AC	ABC	Unirep	KOMO	Carthage
KSYN	106.5	100 kw @ 430	CHR		Christal	Zimmer	
KXDG	97.9	3.4 kw @ 443	AOR		Christal	Zimmer	Webb City

Notes: 1/98 Interest in KJML-F (105.3) sold for \$1,000,000

KILLEEN-TEMPLE, TX

Arbitron Rank: 151	Pop (12+): 241,200	Stations: 22 / 9	% Below Line: 38.0
Market TSL In Hours: 20.25		Diaries: 662/364:1/49.4%	% Not Listed: 11.0
Average Person Rating: 15.0		Sample Target: 620	Total Retail Sales: \$1.94 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1 KIIZ-F	B	47 / 13.0	16.5	15.4	18.9		487 / 20.2	22.5	20.7	47 / 487	KIIZ-F
2 KWTX-F	CHR	44 / 12.1	9.3	7.1	10.9		687 / 28.9	25.2	23.2	53 / 800	KWTX-F
3 KOOC-F	AC	29 / 8.0	4.5	6.6	9.3		390 / 16.2	11.6	14.6	29 / 390	KOOC-F
4 KOOV-F	C	28 / 7.7	6.4	8.8	6.1		334 / 13.9	12.0	15.0	32 / 354	KOOV-F
	O	28 / 7.7	10.1	3.3	2.4		419 / 17.4	17.8	12.3	30 / 437	KYUL-F
6 WACO-F	C	23 / 6.3	6.1	11.6	5.9		367 / 15.2	15.1	18.4	33 / 494	WACO-F
7 KKIK-F	C	20 / 5.5	5.3	5.6	5.6		361 / 15.0	12.1	13.4	20 / 378	KKIK-F
8 KLFX-F	AOR	19 / 5.2	6.7	4.8	6.1		325 / 13.5	14.6	9.0	19 / 328	KLFX-F
9 KAJZ-F	J	17 / 4.7	2.1	3.0	2.9		191 / 7.9	7.0	7.9	17 / 191	KAJZ-F
10 KJFK-F	T	16 / 4.4	2.9	3.5	3.2		181 / 7.5	7.6	10.3	19 / 225	KJFK-F

12+ FM Share (Metro): 96.90 % (313 of 323) (Fall 96: 92.68 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWTX-F <	1 KIIZ-F <	1 KIIZ-F <	1 KOOV-F <	1 KOOC-F	1 KYUL-F	1 KIIZ-F	1 KOOC-F	1 KWTX-F	1 KWTX-F	1 KIIZ-F
2 KIIZ-F >	2 KWTX-F >	2 KOOC-F	2 KYUL-F	2 KIIZ-F >	2 KAJZ-F	2 KWTX-F <	2 KIIZ-F <	2 KIIZ-F >	2 KIIZ-F >>	2 KWTX-F >
3 KLFX-F	3 KOOC-F	3 KYUL-F <	3 KOOC-F	3 KWTX-F	KIIZ-F <	3 KOOV-F	3 KWTX-F	3 KOOV-F <	3 KYUL-F <	3 KYUL-F
	4 KLFX-F	4 KWTX-F	4 KIIZ-F	4 KYUL-F	4 KWTX-F	4 KOOC-F	4 KYUL-F	4 KYUL-F <	4 KAJZ-F	4 KOOV-F <
		5 WACO-F	5 KKIK-F	5 WACO-F	5 WACO-F	5 KYUL-F	5 KOOV-F	5 KOOC-F <	KLFX-F <<	5 KKIK-F <
	6 WACO-F	6 KAJZ-F		KKIK-F	KLFX-F	6 WACO-F	6 WACO-F	6 WACO-F		6 KAJZ-F <
				KOOV-F		KJFK-F	KLFX-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLTD-F REL 101.7 Temple	1.7	5.2	8 164
KTEM T 1400 Temple	1.7	6.0	6 145
KTON REL 940 Belton	0.6	1.7	2 49

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAHK-F CL HITS 107.7 Georgetown	1.9	7.9	7 198
KAMX-F AC-NR 94.7 Luling	0.6	1.7	3 65
KBRQ-F CL AOR 102.5 Hillsboro	0.8	2.8	3 79
KCKR-F C 95.5 Waco	1.4	6.7	11 211
KHFI-F CHR 96.7 Georgetown	2.2	10.0	10 292
KHLR-F CHR 103.9 Cameron	0.8	3.4	3 81
KLBJ-F AOR 93.7 Austin	1.1	3.2	6 100
KPEZ-F CL AOR 102.3 Austin	1.1	1.9	4 47
WBAP FS/T 820 Ft Worth	0.6	2.3	5 116

AM Stations

KTEM	1400	1 kw	Talk	CBS	--
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FM Stations

KIIZ	92.3	3 kw @ 259	Black	ABC	Banner	Capstar
KKIK	104.3	34 kw @ 597	Country		--	CBS
KLFX	107.3	1.65 kw @ 581	AOR		Christal	Nolanville
KOOC	106.3	11.5 kw @ 490	AC	ABC	Allied	Belton
KOOV	103.1	6.3 kw @ 66	Country	ABC	Allied	Copperas Cove
KYUL	105.5	7.8 kw @ 587	Oldies		Sentry	Chaney
						Harker Heights

Notes: Other ranked stations -- See Waco, or in the Fall 1997 American Radio, Austin . . . 10/97 KKIK-F sold by American Radio Systems to CBS for \$5,000,000

LA CROSSE, WI

Arbitron Rank: 252 Pop (12+) 85,700
 Market TSL In Hours: 20.00
 Average Person Rating: 14.9

Stations: 14 / 14
 Diaries: 390/220:1/61.5%
 Sample Target: 410

% Below Line: 0.0
 % Not Listed: 15.6
 Total Retail Sales: \$1.28 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WIZM-F	23 / 17.8	15.2	12.8	16.1		368 / 43.0	39.4	40.2	53 / 886	WIZM-F
2	WKBH-F	AOR	13 / 10.1	10.1	10.4	8.1	180 / 18.6	18.6	15.6	24 / 249	WKBH-F
3	WQCC-F	C	12 / 8.4	10.9	9.6	8.9	157 / 18.4	22.3	20.6	19 / 315	WQCC-F
4	WIZM	N/T	8 / 7.0	6.5	5.6	7.3	127 / 14.8	15.2	12.6	11 / 180	WIZM
	WCOW-F	C	9 / 7.0	3.6	6.4	5.6	129 / 16.1	15.0	16.5	32 / 500	WCOW-F
6	WLFN	ST	8 / 6.2	7.2	6.4	3.2	100 / 11.6	12.8	10.1	8 / 107	WLFN
7	WLXR-F	AC	8 / 4.7	4.3	6.4	4.0	81 / 9.6	11.1	13.8	7 / 114	WLXR-F
	KHTW-F	CHR	6 / 4.7	2.2	2.4	3.2	125 / 14.6	7.2	7.6	7 / 157	KHTW-F
9	WKTY	SPRTS	5 / 3.9	5.1	6.4	9.7	150 / 17.5	12.9	23.6	11 / 222	WKTY
	KQEG-F	O	5 / 3.9	8.0	8.8	7.3	106 / 12.4	20.3	22.8	12 / 287	KQEG-F

12+ FM Share (Metro): 76.85 % (83 of 108) (Fall 96: 75.70 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIZM-F >>	1 WIZM-F >	1 WIZM-F	1 WIZM	1 WIZM-F >>	1 WKBH-F >>	1 WIZM-F >	1 WIZM-F >	1 WIZM-F >	1 WIZM-F >>	1 WIZM-F >
2 WKBH-F >	2 WKBH-F >	2 WKBH-F	2 WLFN	2 WQCC-F	2 WQCC-F	2 WKBH-F	2 WQCC-F	2 WQCC-F	2 WKBH-F >	2 WCOW-F
3 WQCC-F >	3 WQCC-F >	3 WQCC-F >	WCOW-F	WLXR-F	WIZM-F	3 WQCC-F	3 WKBH-F	3 WKBH-F	3 WIZM	3 WKBH-F
4 WTRV-F	4 WLXR-F	4 WLXR-F	4 WQCC-F	4 WKBH-F >	KQEG-F >	WIZM	4 WLFN	4 WIZM	KHTW-F	4 WLFN
WFBZ-F >	5 WTRV-F	5 WCOW-F	5 WIZM-F	5 WCOW-F	5 WKTY	5 WCOW-F	5 WLXR-F	WCOW-F	5 WFBZ-F	5 WQCC-F
	KQEG-F	KQEG-F >>		KQEG-F >>	WCOW-F >>	6 WLFN	WIZM	KHTW-F		KHTW-F
	KHTW-F					7 WLXR-F				7 WIZM

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KQYB-F C 98.3 Spring Grove, MN	0.8	2.6	15 288
WFBZ-F AOR-NR 1055 Trempealeau	3.1	13.2	7 193
WKBH SPRTS 1570 Holmen	2.3	5.1	3 75
WTRV-F C 95.7 La Crosse	3.1	9.2	13 265

AM Stations

Station	Power	Time	Genre	Parent	City	Notes
WIZM	1410	5 kw (DA-2)	News/Talk	ABC, Westwd, Tiknt	Christal	Midwest Family
WKTY	580	5 kw/1 kw (DA-2)	Sports	ABC, 1-on-1, SBUSA	Katz	Midwest Family
WLFN	1490	1 kw	Standards	CNN, Westwd	Roslin	Commun. Prop.

FM Stations

Station	Freq	Power	Genre	Parent	City	Notes
KHTW	94.7	2.1 kw @ 560	CHR		—	Marathon Caledonia, MN
KQEG	102.7	3.1 kw @ 863	Oldies	ABC	Allied	La Crescent, MN
KQYB	98.3	32.5 kw @ 607	Country	ABC	—	Marathon Spring Grove, MN
WCOW	97.1	100 kw @ 587	Country	ABC	O'Mally	Midwest Fam., pend. Sparta
WIZM	93.3	100 kw @ 1000	CHR	ABC	Christal	Midwest Family
WKBH	100.1	3.6 kw @ 426	AOR	CBS, ABC	Christal	WKBH/WFBZ-F W. Salem
WLXR	104.9	3.4 kw @ 440	AC	Westwd, CNN	Allied	Commun. Prop.
WQCC	106.3	18 kw @ 389	Country		O'Mally	Commun. Prop.

Notes: 1/98WKLJ/WCOW-F sold to Midwest Family for \$3,500,000 (Bcst. Asset Mgmt.)

LAKE CHARLES, LA

Arbitron Rank: 203	Pop (12+): 145,400	Stations: 21 / 9	% Below Line: 17.6
Market TSL In Hours: 19.50		Diaries: 626/232:1/45.1%	% Not Listed: 9.8
Average Person Rating: 14.1		Sample Target: 540	Total Retail Sales: \$1.64 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KYKZ-F	55 / 26.8	23.4		23.9		589 / 39.1	36.4		83 / 968	KYKZ-F
2	KZWA-F	23 / 11.2	12.7		12.9		278 / 19.1	19.4		25 / 299	KZWA-F
3	KKGB-F	17 / 8.3	8.1		9.5		210 / 14.5	18.2		19 / 276	KKGB-F
4	KHLA-F	16 / 7.8	8.6		10.0		328 / 22.5	21.2		26 / 539	KHLA-F
5	KBIU-F	15 / 7.3	11.7		9.0		284 / 19.5	23.2		21 / 386	KBIU-F
	KXZZ	15 / 7.3	4.1		5.0		191 / 13.2	10.8		15 / 201	KXZZ
7	KAJN-F	7 / 3.4	2.0		3.0		135 / 9.3	6.6		11 / 237	KAJN-F

12+ FM Share (Metro): 83.78 % (155 of 185) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYKZ-F >>	1 KYKZ-F >	1 KYKZ-F >	1 KYKZ-F >>	1 KYKZ-F	1 KYKZ-F >	1 KYKZ-F >>	1 KYKZ-F >>	1 KYKZ-F >>	1 KYKZ-F	1 KYKZ-F >>
2 KZWA-F	2 KKGB-F	2 KKGB-F	2 KXZZ	2 KBIU-F	2 KKGB-F >	2 KXZZ	2 KBIU-F <	2 KZWA-F	KZWA-F >>	2 KZWA-F
3 KKGB-F	KZWA-F	3 KHLA-F	3 KHLA-F	KHLA-F	3 KZWA-F >	3 KHLA-F	3 KKGB-F <	3 KKGB-F	3 KQXY-F	3 KHLA-F <
4 KBIU-F	4 KBIU-F	KZWA-F <	KZWA-F	4 KXZZ	4 KHLA-F	KKGB-F	4 KZWA-F <	4 KBIU-F	KXZZ	4 KXZZ
5 KHLA-F >	KHLA-F >	5 KBIU-F	5 KKGB-F	KZWA-F	5 KBIU-F	KZWA-F <	5 KHLA-F >	5 KHLA-F >	5 KKGB-F	5 KKGB-F
	6 KXZZ	6 KXZZ >	6 KBIU-F >>	6 KKGB-F >	KLCL	6 KBIU-F >>	6 KXZZ	6 KXZZ		6 KBIU-F >

Other Rated Stations				Metro	Cume	TSA	
Station	Format	Power	Location	Share	Rating	AQH	Cume
KAOK	T	1400	Lake Charles	1.5	5.4	3	79
KEZM	O	1310	Sulphur	1.0	2.9	2	42
KLCL	SPRTS	1470	Lake Charles	1.5	4.0	9	78

Other Rated Stations--Outside Market				Metro	Cume	TSA	
Station	Format	Power	Location	Share	Rating	AQH	Cume
KALO	B	1250	Pt. Arthur, TX	1.5	3.3	3	60
KAYD-F	C	97.5	Beaumont, TX	0.5	2.0	3	82
KBXX-F	B/CHR	97.9	Houston	0.5	1.7	8	61
KIOC-F	AOR-NR	106.1	Orange, TX	2.0	9.5	10	252
KJEF-F	C	92.9	Jennings, LA	1.5	3.6	10	168
KLVI	T	560	Beaumont, TX	2.0	4.3	5	93
KQXY-F	CHR	94.1	Beaumont, TX	2.9	10.3	17	320
KRRQ-F	B	95.5	Lafayette, LA	0.5	1.4	3	68
KSIG-F	ST	106.7	Rayne, LA	0.5	1.7	1	32
KSMB-F	CHR	94.5	Lafayette, LA	1.0	6.5	10	213
KTFA-F	REL	92.5	Groves, TX	1.5	3.4	3	57

AM Stations

KXZZ	1580	1 kw (DA-N)	Black AC	ABC, AURN	Katz	Sunburst
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FM Stations

KBIU	103.7	100 kw @ 469	CHR/AC	ABC, CNN	Banner	Sunburst
KHLA	99.5	100 kw @ 987	AC	ABC, Westwd	Eastman	Radio South
KKGB	101.3	25 kw @ 289	AOR	AP, CNN	Christal	Sunburst
KYKZ	96.1	100 kw @ 1411	Country	ABC	Banner	Sunburst
KZWA	105.3	50 kw @ 492	Black	AURN	---	Sulphur

Notes: This is Lake Charles's first Fall Arbitron . . . KAJN-F - See Lafayette, LA in the Fall 1997 American Radio . . . 2/98 KAOK sold to Pittman for \$150,000

LAREDO, TX

Arbitron Rank: 207	Pop (12+): 139,800	Stations: 14 / 6	% Below Line: 16.0
Market TSL In Hours: 22.25		Diaries: 460/304:1/35.7%	% Not Listed: 13.0
Average Person Rating: 16.5		Sample Target: 540	Total Retail Sales: \$1.95 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1 KNEX-F	SP	49 / 21.3	4.3		7.7		591 / 42.2	15.5		49 / 592	KNEX-F
2 KRRG-F	CHR	35 / 15.2	15.6		13.7		552 / 39.5	41.6		36 / 585	KRRG-F
3 KJBZ-F	SP	30 / 13.0	21.3		25.8		490 / 35.1	47.4		32 / 527	KJBZ-F
4 KOYE-F	C	22 / 9.6	9.5		6.4		317 / 22.7	21.7		24 / 356	KOYE-F
5 KBDR-F	CL AOR	17 / 7.4	10.9		11.6		242 / 17.3	25.1		18 / 249	KBDR-F
6 XNOE-F	SP	16 / 6.9	3.9		3.9		148 / 10.6	8.6		16 / 148	XNOE-F
7 KDOS	SP	10 / 4.3	4.3		4.7		101 / 7.3	7.8		10 / 101	KDOS
8 XNLO-F	SP	6 / 2.6	3.0		2.4		127 / 9.1	10.4		6 / 129	XNLO-F
9 XTLN-F	SP	5 / 2.2	3.0		3.4		127 / 9.1	12.3		5 / 128	XTLN-F

12+ FM Share (Metro): 93.00 % (186 of 200) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KNEX-F >>	1 KNEX-F >	1 KJBZ-F <	1 XNOE-F	1 KJBZ-F	1 KNEX-F	1 KNEX-F	1 KNEX-F	1 KNEX-F >>	1 KNEX-F	1 KNEX-F
2 KJBZ-F	2 KJBZ-F	2 KNEX-F >	KOYE-F <	2 KNEX-F	KJBZ-F >>	2 XNOE-F	2 KJBZ-F	2 KRRG-F	2 KRRG-F >>	2 KRRG-F
3 KRRG-F >	3 KRRG-F	3 KBDR-F <	3 KJBZ-F <	3 KRRG-F	3 KBDR-F	KRRG-F	3 KBDR-F	3 KJBZ-F	3 KJBZ-F >>	3 KJBZ-F
4 KBDR-F >	4 KBDR-F	4 KRRG-F	4 KNEX-F	4 KOYE-F	4 KRRG-F	4 KJBZ-F	4 KRRG-F <	4 KOYE-F <	4 KOYE-F >	4 KOYE-F >
	5 KOYE-F >	KOYE-F >	5 KRRG-F	KBDR-F >	KOYE-F	5 KOYE-F	5 KOYE-F >	5 KBDR-F >>		5 XNOE-F >
		6 XNOE-F	6 KBDR-F			6 KBDR-F >	6 XNOE-F >			
			7 KDOS >>							

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
XEAS	SP	1410	Nuevo Laredo, MX	0.9	2.6	2	37
XHBK-F	SP	95.7	Nuevo Laredo, MX	1.3	4.4	3	63
XHMW-F	SP	102.3	Nuevo Laredo, MX	0.9	8.0	2	112
XHMK-F	SP	99.3	Nuevo Laredo, MX	0.4	2.3	1	32
XNLT	SP	1000	Nuevo Laredo, MX	0.9	2.8	2	39

AM Stations

KDOS	1490	1 kw	Hispanic	CNN	Lotus	KNEX-F
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FM Stations

KBDR	100.5	42 kw @ 535	Classic AOR	—	—	Mirando City
KJBZ	92.7	3 kw @ 291	Hispanic	ABC	Katz Hisp.	KRRG-F
KNEX	106.1	6 kw @ 213	Hispanic	CNN	Lotus	KDOS
KOYE	94.9	100 kw @ 1000	Country		Roslin	
KRRG	98.1	100 kw @ 773	CHR		Katz	KJBZ-F
XNLO	97.1	10 kw @ 197	Hispanic		—	XTLN-F
XNOE	91.3	12.3 kw @ 207	Hispanic		—	
XTLN	94.1	10 kw @ 197	Hispanic		—	XNLO-F

Notes: This is Laredo's first Fall Arbitron . . . Facilities of Mexican stations are not verified – regard with skepticism

LAUREL-HATTIESBURG, MS

Arbitron Rank: 205	Pop (12+): 140,700	Stations: 16 / 11	% Below Line: 7.9
Market TSL In Hours: 18.50		Diaries: 489/288:1/49.3%	% Not Listed: 15.3
Average Person Rating: 13.5		Sample Target: 370	Total Retail Sales: \$1.31 Bil.

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA	
		1/4	Share								AQH / Cume	
1	WBBN-F	C	38 / 20.0	16.1		18.8		415 / 29.5	26.7		66 / 718	WBBN-F
2	WNSL-F	CHR	25 / 13.1	11.6		10.2		337 / 24.0	30.5		42 / 599	WNSL-F
3	WJKX-F	B/IAC	17 / 8.9	16.1		10.8		239 / 17.0	19.7		27 / 388	WJKX-F
	WJMG-F	B	17 / 8.9	7.6		10.2		231 / 16.4	11.6		20 / 307	WJMG-F
5	WXRR-F	AOR/CL	15 / 7.9	10.6		8.1		195 / 13.9	21.5		22 / 373	WXRR-F
6	WHER-F	O	12 / 6.3	7.6		3.8		286 / 20.3	12.9		20 / 412	WHER-F
7	WEEZ-F	REL	8 / 4.2	3.0		3.2		164 / 10.9	7.5		15 / 238	WEEZ-F
	WZKX-F	C	8 / 4.2	5.5		5.9		144 / 10.3	14.3		19 / 286	WZKX-F
9	WMFM-F	SAC	5 / 2.6	4.0		3.2		127 / 9.0	8.7		10 / 161	WMFM-F
10	WORV	B/G	4 / 2.1	2.0				47 / 3.3	3.9		4 / 54	WORV
	WMXI-F	REL	4 / 2.1					73 / 5.2			4 / 73	WMXI-F

12+ FM Share (Metro): 97.52 % (157 of 161) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNSL-F >>	1 WNSL-F	1 WBBN-F	1 WBBN-F >>	1 WJKX-F	1 WXRR-F	1 WBBN-F >	1 WBBN-F >	1 WBBN-F	1 WJMG-F <	1 WBBN-F >
2 WBBN-F	2 WXRR-F <	2 WXRR-F <	2 WHER-F >	2 WNSL-F	WBBN-F >	2 WNSL-F >	2 WNSL-F >	2 WNSL-F	2 WBBN-F	2 WJMG-F
3 WXRR-F	3 WJMG-F	3 WNSL-F <	3 WEEZ-F	WBBN-F	3 WJMG-F	3 WJMG-F <	3 WXRR-F >	3 WJKX-F	3 WJKX-F <	3 WNSL-F
4 WJKX-F	WBBN-F <	4 WJKX-F	WJKX-F	4 WJMG-F	4 WNSL-F	4 WJKX-F <	4 WHER-F	4 WXRR-F >	4 WNSL-F >>	4 WJKX-F
WJMG-F >>	5 WJKX-F >>	WJMG-F >>	WJMG-F	5 WHER-F	WJKX-F >>	5 WHER-F <	5 WJMG-F <	5 WJMG-F	5 WXRR-F	5 WXRR-F
		6 WHER-F	WXRR-F >	WXRR-F		6 WXRR-F <	6 WJKX-F	6 WHER-F	WZKX-F	6 WHER-F
				WZKX-F >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKNZ-F	CLAOR	107.1	Collins 0.5 3.4 2 71

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJMI-F	B	99.7	Jackson 0.5 3.1 6 103
WXXI-F	B/IAC	107.5	Magee 0.5 3.2 5 95
WLNF-F	CHR	95.3	Lumberton 1.6 4.5 5 86
WQUE-F	B	93.3	New Orleans 1.1 2.8 4 86

AM Stations

WORV	1580	1 kw (DA, Days)	Black Gospel	AURN	Dora	WJMG-F
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FM Stations

WBBN	95.9	31 kw @ 623	Country	ABC	—	Taylorville
WEEZ	99.3	50 kw @ 492	Religion	Westwd	Roslin	WAML
WHER	103.7	100 kw @ 994	Oldies	Westwd, JRN	K&P	Gulf Central
WJKX	102.5	50 kw @ 377	Black AC	ABC	K&P	Ellisville
WJMG	92.1	3 kw @ 300	Black	AURN	Dora	WORV
WMFM	106.3	1.8 kw @ 400	Soft AC	CNN, Westwd	—	Petal
WMXI	98.1	2.55 kw @ 512	Contemp. Christian	—	—	—
WNSL	130.3	100 kw @ 1066	CHR	—	Katz	WQIS
WXRR	104.5	100 kw @ 479	AOR/Classic AOR	—	—	—

Notes: WZKX-F – See Biloxi-Gulfport . . . This is Laurel-Hattiesburg's first Fall Arbitron

LAWTON, OK

Arbitron Rank: 249	Pop (12+): 87,700	Stations: 14 / 9	% Below Line: 5.3
Market TSL In Hours: 17.50		Diaries: 348/252:1/53.7%	% Not Listed: 17.0
Average Person Rating: 12.9		Sample Target: 320	Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KLAW-F	23 / 20.8	15.6		20.9		310 / 35.3	29.3		31 / 413	KLAW-F
2	KJMZ-F	19 / 16.9	25.8		8.7		210 / 23.9	31.9		20 / 262	KJMZ-F
3	KMGZ-F	12 / 10.7	11.7		17.4		252 / 28.8	27.1		14 / 294	KMGZ-F
4	KZCD-F	AOR/CL	11 / 9.8	10.9	9.6		170 / 19.4	13.9		17 / 248	KZCD-F
5	KVRW-F	O	9 / 8.0	5.5	6.1		128 / 14.5	14.2		18 / 254	KVRW-F
6	KBZQ-F	SAC	6 / 5.3	3.1	4.3		105 / 11.9	10.2		6 / 119	KBZQ-F
7	KKRX	ST	5 / 4.4	2.3	2.6		49 / 5.6	4.4		6 / 64	KKRX

12+ FM Share (Metro): 92.47 % (86 of 93) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMGZ-F	1 KJMZ-F	1 KJMZ-F <	1 KLAW-F >>	1 KLAW-F	1 KZCD-F	1 KLAW-F	1 KLAW-F >	1 KLAW-F >	1 KJMZ-F	1 KLAW-F
2 KZCD-F	2 KMGZ-F	2 KLAW-F	2 KVRW-F	2 KMGZ-F	KJMZ-F	KJMZ-F >>	2 KJMZ-F >	2 KJMZ-F	2 KZCD-F	2 KJMZ-F >
KJMZ-F	KLAW-F	3 KZCD-F	KJMZ-F >>	KJMZ-F >	3 KLAW-F >	3 KMGZ-F >	3 KMGZ-F	3 KMGZ-F <	3 KLAW-F	3 KMGZ-F
4 KLAW-F >>	4 KZCD-F >	KMGZ-F >	4 KMGZ-F	4 KBZQ-F >	4 KVRW-F	4 KZCD-F	4 KZCD-F	4 KZCD-F >	4 KMGZ-F >	4 KZCD-F
		5 KVRW-F	KKRX		KMGZ-F >	KVRW-F	KVRW-F	5 KVRW-F		5 KVRW-F
		KBZQ-F >	KBZQ-F				6 KBZQ-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KSWO	N/T	1380	1.8 6.8 3 75

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KATT-F	AOR	100.5 Oklahoma City	0.9 3.5 5 130
KFXI-F	C	92.1 Marlow, OK	0.9 3.8 11 191
KLUR-F	C	99.9 Wichita Falls, TX	0.9 4.5 10 115
KNIN-F	CHR	92.9 Wichita Falls, TX	1.8 8.3 7 174
KYYI-F	C	104.7 Burkburnett, TX	0.9 6.5 6 168

AM Stations

KKRX	1050	0.25 kw (Days)	Standards	Westwd	---	Perry
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FM Stations

KBZQ	99.5	16 kw @ 338	Soft AC		---	
KJMZ	98.1	100 kw @ 202	Black	ABC	---	Perry
KLAW	101.5	100 kw @ 590	Country	ABC	Katz	Capstar, pend.
KMGZ	95.3	6 kw @ 302	CHR	Westwd	---	
KVRW	107.3	50 kw @ 492	Oldies	JRN	---	
KZCD	94.1	18 kw @ 525	AOR/Classic AOR		---	Capstar, pend.

Notes: This is Lawton's first Fall Arbitron . . . 9/97 KLAW-F/KZCD-F sold to Capstar for \$_____ . . . 10/97 KVRW-F sold for \$200,000

LEWISTON-AUBURN, ME

Arbitron Rank: 251	Pop (12+): 86,000	Stations: 25 / 1	% Below Line: 87.1
Market TSL In Hours: 22.25		Diarles: 494/174:1/48.1%	% Not Listed: 11.3
Average Person Rating: 22.7		Sample Target: 420	Total Retail Sales: \$1.24 Bil.

*2+ Metro	Format	Fall 97		Spg	Fall	Spg	Fall	12+ Metro Cume / Rtg	Spg	Fall	12+ TSA AQH / Cume
		1/4	Share	97	96	96	95		97	96	
1	WBLM-F	CL AOR	18 / 12.7					223 / 25.9			WBLM-F
2	WTHT-F	C	16 / 11.3					183 / 21.2			WTHT-F
3	WKZS-F	AC	13 / 9.1					162 / 17.7			WKZS-F
4	WPOR-F	C	11 / 7.7					155 / 18.1			WPOR-F
5	WJBQ-F	CHR	9 / 6.3					161 / 18.8			WJBQ-F
	WTOS-F	AOR	9 / 6.3					103 / 12.0			WTOS-F
7	WCYI-FF	AOR-NR	7 / 4.9					107 / 12.4			WCYI-FF
8	WLAM	ST	8 / 4.2					81 / 9.4			WLAM
9	WHOM-F	SAC	5 / 3.5					81 / 9.4			WHOM-F

12+ FM Share (Metro): 91.27 % (115 of 126) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLM-F	1 WBLM-F	1 WBLM-F >	1 WTHT-F	1 WBLM-F	1 WBLM-F >	1 WBLM-F	1 WBLM-F <	1 WBLM-F	1 WBLM-F >	1 WTHT-F
2 WTOS-F	2 WTHT-F	2 WTHT-F	2 WPOR-F	WKZS-F	2 WTOS-F >	2 WTHT-F	2 WTHT-F	2 WTHT-F	2 WTHT-F	2 WPOR-F
WKZS-F >	WKZS-F	3 WKZS-F	3 WBLM-F	3 WTHT-F >	3 WTHT-F	3 WKZS-F	3 WKZS-F	3 WKZS-F	3 WTOS-F	3 WBLM-F
4 WTHT-F	4 WTOS-F >	4 WTOS-F	4 WLAM	4 WPOR-F >	WPOR-F >	4 WPOR-F >	4 WPOR-F >	4 WTOS-F	WKZS-F	4 WJBQ-F
5 WCYI-FF	5 WJBQ-F	WPOR-F >	5 WHOM-F	5 WJBQ-F		5 WJBQ-F <	5 WTOS-F <	5 WJBQ-F <	5 WJBQ-F	WKZS-F
6 WMME-F	WCYI-FF	6 WJBQ-F	WKZS-F	WCYI-FF		6 WTOS-F	6 WJBQ-F	6 WCYI-FF	WCYI-FF >	6 WCYI-FF
WJBQ-F				WHOM-F			WLAM	7 WPOR-F		
				WMGX-F >>						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WZOU ST 1470 Lewiston	1.4	5.5	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABK-F O 104.3 Gardiner	2.8	6.1	
WBCI-F REL 105.9 Bath	0.7	2.9	
WCLZ-F AOR-P 98.9 Brunswick	2.1	6.4	
WGAN FS/T 560 Portland	2.1	4.3	
WKCG-F C 101.3 Augusta	1.4	3.9	
WLAM-F ST 106.7 N. Windham	2.1	5.1	
WMGX-F AC 93.1 Portland	2.8	7.8	
WMME-F CHR 92.3 Augusta	2.8	15.5	
WOKQ-F C 97.5 Portsmouth, NH	0.7	1.9	
WXGL-F CL AOR 95.5 Topsham	1.4	2.5	
WYNZ-F O 100.9 Westbrook	2.1	5.2	

AM Stations

WZOU	1470	5 kw (DA-2)	Standards	ABC	Allied	Lerner
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Notes: Other ranked stations -- See Augusta-Waterville in this book or Portland, ME in the Fall 1997 American Radio ... This is Lewiston-Auburn's first Arbitron ever ... There is no TSA for the market

LIMA, OH

Arbitron Rank: 221	Pop (12+): 126,000	Stations: 21 / 10	% Below Line: 20.8
Market TSL In Hours: 20.00		Diaries: 541/233:1/61.3%	% Not Listed: 15.4
Average Person Rating: 14.4		Sample Target: 510	Total Retail Sales: \$1.67 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WIMT-F	C	31 / 17.0	18.9		17.7	389 / 30.9	32.5		75 / 958	WIMT-F
2	WZOQ-F	CHR	22 / 12.1	12.2		13.5	327 / 26.0	27.3		30 / 519	WZOQ-F
3	WBUK-F	O	17 / 9.3	7.1		7.3	248 / 19.5	16.3		18 / 289	WBUK-F
4	WBYR-F	AOR	16 / 8.8	8.2		9.9	184 / 14.8	19.7		45 / 508	WBYR-F
5	WIMA	FS/T	15 / 8.2	10.7		8.9	208 / 16.5	15.8		20 / 281	WIMA
6	WAJC-F	AC	9 / 4.9	5.1		5.7	138 / 10.9	10.2		10 / 151	WAJC-F
	WLJM	B	9 / 4.9	2.0		2.1	65 / 4.3	5.1		9 / 55	WLJM
8	WCLR-F	O	5 / 2.7	3.1		2.1	108 / 8.4	7.9		19 / 303	WCLR-F
	WYRX-F	AOR	5 / 2.7	3.6		3.6	108 / 8.6	12.7		6 / 141	WYRX-F
	WDOH-F	C	5 / 2.7	2.6		2.1	82 / 6.5	4.9		7 / 148	WDOH-F

12+ FM Share (Metro): 78.57 % (121 of 154) (Fall 98: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBYR-F	1 WIMT-F	1 WIMT-F >	1 WIMT-F >	1 WIMT-F >	1 WBYR-F	1 WIMT-F	1 WIMT-F >	1 WIMT-F >	1 WZOQ-F >	1 WIMT-F >
WZOQ-F >	2 WBYR-F <	2 WBYR-F <	2 WBUK-F	2 WZOQ-F >	2 WBUK-F	2 WZOQ-F <	2 WBYR-F <	2 WZOQ-F	2 WBUK-F	2 WZOQ-F >
3 WIMT-F >	3 WZOQ-F	3 WBUK-F	WIMA >>	3 WBUK-F	3 WIMT-F >	3 WIMA	3 WBUK-F	3 WBYR-F	3 WIMT-F >	3 WBUK-F
4 WAJC-F	4 WBUK-F >	4 WZOQ-F >	4 WZOQ-F	WLJM	4 WZOQ-F	4 WBYR-F	4 WZOQ-F <	4 WBUK-F >	4 WLJM	WIMA
WLJM	5 WAJC-F	5 WAJC-F	5 WAJC-F	WAJC-F	5 WYRX-F	5 WBUK-F >	5 WIMA	5 WAJC-F	5 WBYR-F	5 WLJM
6 WLJM	6 WLJM	WLJM	WBYR-F	WBYR-F >>	WIMA	7 WERT >	6 WAJC-F	6 WIMA	6 WAJC-F	6 WBYR-F
			WCLR-F		WCLR-F >			WLJM		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCSM-F AC 96.7 Celina	0.5	3.0	6 143
WKKI-F AC 94.3 Celina	1.1	4.2	2 91

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAJI-F AC 95.1 Ft. Wayne	0.5	1.8	3 102
WERT ST 1220 Van Wert	2.2	3.7	5 62
WHKO-F C 99.1 Dayton	0.5	2.2	21 271
WJR FS/T 760 Detroit	0.5	1.9	2 51
WKXA-F AC 100.5 Findlay	1.1	3.8	8 114
WLSN-F J 106.5 Greenville	0.5	2.4	6 121
WLW FS/T 700 Cincinnati	1.6	5.7	8 170
WQTL-F CL HITS 106.3 Ottawa	1.6	4.0	4 72
WTVN FS/T 610 Ottawa	0.5	2.1	2 47

AM Stations

WIMA 1150 1 kw (DA-N)	Full Service/Talk	ABC	Katz	Jacor
WLJM 940 0.25 kw (DA, Days)	Black		Christal	Forever

FM Stations

WAJC 104.9 3 kw @ 220	AC	ABC	Mc-Guild	Forever
WBUK 107.5 3 kw @ 328	Oldies		---	Jacor
WDOH 107.1 3 kw @ 300	Country	CBS	---	
WIMT 102.1 11 kw @ 1060	Country	ABC	Katz	Jacor
WYRX 93.1 3 kw @ 328	AOR	ABC	Mc-Guild	Forever
WZOQ 92.1 3 kw @ 328	CHR	ABC	Mc-Guild	Forever

Notes: Other ranked stations - See Dayton or Ft. Wayne in the Fall 1997 Arbitron . . . This is Lima's first Fall Arbitron . . . 1/98 WMLX-F (103.3; St. Mary's) came on the air with an AC format as "Mix 103.3"

MARION-CARBONDALE (Southern IL)

Arbitron Rank: 209	Pop (12+): 138,800	Stations: 21 / 13	% Below Line: 15.6
Market TSL In Hours: 18.00		Diaries: 386/360:1/54.9%	% Not Listed: 14.0
Average Person Rating: 13.4		Sample Target: 380	Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	
1	WDDD-F	C	33 / 17.8	18.1	16.3	14.0	382 / 27.5	27.9	28.1	47 / 578	WDDD-F
2	WOOZ-F	C	27 / 14.5	15.7	13.7	13.1	339 / 24.4	23.5	22.0	45 / 546	WOOZ-F
3	WCIL-F	CHR	16 / 8.6	8.8	8.4	10.3	359 / 25.9	22.3	24.7	20 / 489	WCIL-F
4	WTAO-F	AOR	15 / 8.1	10.3	6.9	8.4	217 / 16.7	20.7	19.8	21 / 318	WTAO-F
5	KGMO-F	CL HITS	8 / 4.3	3.9	4.2	4.7	172 / 12.4	15.0	13.2	13 / 263	KGMO-F
6	WXLT-F	CL HITS	7 / 3.8	4.4	1.6	4.2	152 / 11.0	11.0	5.9	8 / 167	WXLT-F
	WQRL-F	O	7 / 3.8	2.5	3.7	1.9	85 / 6.1	8.5	7.8	10 / 129	WQRL-F
8	WUEZ-F	AC	6 / 3.2	3.9	5.3	5.6	82 / 5.9	10.3	9.1	7 / 105	WUEZ-F
9	KPNT-F	AOR-NR	5 / 2.7	1.0	1.1	2.3	101 / 7.3	2.9	6.9	6 / 126	KPNT-F
	KEZS-F	C	5 / 2.7	3.4	1.6	5.1	95 / 6.8	6.0	6.5	5 / 124	KEZS-F

12+ FM Share (Metro): 93.13 % (149 of 160) (Fall 96: 89.09 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WTAO-F >	1 WOOZ-F	1 WDDD-F	1 WDDD-F	1 WDDD-F >>	1 WOOZ-F >	1 WDDD-F >	1 WDDD-F >	1 WDDD-F <	1 WCIL-F	1 WOOZ-F <
2 WCIL-F	2 WDDD-F <	WOOZ-F >	2 WOOZ-F >>	2 WOOZ-F >	2 WDDD-F	2 WOOZ-F >	2 WOOZ-F	2 WOOZ-F >	2 WOOZ-F >	2 WDDD-F >
3 WOOZ-F	3 WTAO-F >	3 WTAO-F >	3 WUEZ-F	3 WUEZ-F >	WTAO-F >	3 WCIL-F >	3 WTAO-F >	3 WCIL-F <	3 WDDD-F	3 WCIL-F
4 WDDD-F	4 WCIL-F	4 WXLT-F	WFRX		4 WXLT-F	4 WTAO-F >	4 KGMO-F	4 WTAO-F >	KPNT-F	4 WTAO-F >>
5 KGMO-F	5 KGMO-F	WQRL-F	WJPF		WQRL-F	5 WJPF	WQRL-F <	5 KGMO-F	WTAO-F >>	
6 WXLT-F	6 WQRL-F	6 KGMO-F	KEZS-F		KGMO-F >>	WQRL-F <	6 WXLT-F <	6 WXLT-F		
	WXLT-F >		WQRL-F				7 WCIL-F <	7 WQRL-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WFRX	ST	1300	W. Frankford	2.2	5.2	4	76
WINI	T	1420	Murphysboro	1.1	3.9	2	61
WJPF	T	1340	Herrin	2.2	7.2	4	110
WQUL-F	O	97.7	W. Frankford	2.2	7.8	5	159
WVZA-F	CHR/AC	92.7	Herrin	2.2	12.2	6	255
WXAN-F	REL	103.9	Ava	1.1	2.6	4	106

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
KMJM-F	B	104.9	Columbia, IL	2.2	3.7	5	71
KMOX	T/FS	1120	St. Louis	0.5	2.9	11	129
WBVN-F	REL	104.5	Carrier Mills, IL	2.2	3.3	8	86
WMIX-F	C	94.1	Mt. Vernon, IL	0.5	2.6	10	175
WRAJ-F	AC/CHR	96.5	Anna, IL	0.5	3.3	2	68

FM Stations

Station	Power	Time	Format	Company	Location
KEZS	102.9	100 kw @ 948	Country	ABC, Westwd	Banner Zimmer Cape Girardeau
KGMO	100.7	100 kw @ 989	Classic Hits	Westwd	Eastman Withers Cape Girardeau
WBVN	104.5	3 kw @ 328	Religion	---	Carrier Mills
WQIL	101.5	50 kw @ 350	CHR	ABC, CNN	Zimmer Carbondale
WDDD	107.3	50 kw @ 492	Country	---	Cumulus, pend. Marion
WOOZ	99.9	50 kw @ 650	Country	Westwd	Banner Zimmer Hamisburg
WQRL	106.3	12.5 kw @ 459	Oldies	Westwd	Dana Withers Benton
WQUL	97.7	3.5 kw @ 433	Oldies	ABC	Cumulus, pend. W. Frankford
WTAO	105.1	25 kw @ 328	AOR	Westwd	Christal Cumulus, pend. Murphysboro
WUEZ	103.5	6 kw @ 328	AC	---	Zimmer Christopher
WVZA	92.7	3.3 kw @ 430	CHR/AC	ABC	Cumulus, pend. Herrin
WXLT	95.1	3 kw @ 279	Classic Hits	Westwd	Zimmer Carterville

Notes: 10/97 WUEZ-F sold to Zimmer for \$675,000 (Media Svcs.); changed from Soft AC/EZ Listening to AC . . . 1/98 WFRX/WDDD (810)/WDDD-F/WQUL-F/WTAO-F/WVZA-F sold by Community Service to Cumulus for \$13,500,000

MEDFORD-ASHLAND, OR

Arbitron Rank: 204 Pop (12+) 145,000	Stations: 15 / 14	% Below Line: 2.3
Market TSL In Hours: 20.00	Diaries: 468/310:1/50.3%	% Not Listed: 17.2
Average Person Rating: 14.9	Sample Target: 490	Total Retail Sales: \$1.9 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KRWQ-F	28 / 13.0	13.9		17.1		338 / 23.4	22.5		46 / 498	KRWQ-F
2	KTMT-F	20 / 9.3	8.7		5.9		283 / 19.5	22.2		28 / 428	KTMT-F
3	KZZE-F	19 / 8.8	7.2		5.9		185 / 12.7	14.1		19 / 191	KZZE-F
4	KCMX-F	18 / 8.4	5.1		8.6		208 / 14.3	13.2		19 / 228	KCMX-F
5	KMED	14 / 6.5	8.7		9.1		185 / 11.4	11.5		14 / 177	KMED
6	KAKT-F	13 / 6.0	4.6		7.0		175 / 12.0	14.0		21 / 249	KAKT-F
7	KBOY-F	12 / 5.6	6.2		10.2		238 / 16.2	13.7		20 / 350	KBOY-F
8	KCMX	11 / 5.1	3.6		4.8		138 / 9.5	8.8		12 / 151	KCMX
9	KROG-F	10 / 4.6	3.1		0.0		136 / 9.4	8.0		13 / 204	KROG-F
	KCNA-F	10 / 4.6	4.6		4.3		196 / 13.5	11.3		13 / 253	KCNA-F
11	KOPE-F	9 / 4.2	2.1				97 / 6.7	5.4		13 / 161	KOPE-F

12+ FM Share (Metro): 84.27 % (150 of 178) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZE-F	1 KZZE-F <	1 KRWQ-F	1 KRWQ-F	1 KRWQ-F	1 KZZE-F >	1 KRWQ-F >	1 KRWQ-F	1 KRWQ-F	1 KTMT-F <	1 KTMT-F
2 KTMT-F	2 KRWQ-F	2 KZZE-F <	2 KMED	2 KCMX-F >>	2 KRWQ-F	2 KZZE-F	2 KZZE-F	2 KZZE-F	2 KOPE-F	2 KRWQ-F
3 KRWQ-F	3 KCMX-F	3 KCMX-F >	KCMX-F	3 KCNA-F	3 KBOY-F	3 KTMT-F <	3 KCMX-F	3 KTMT-F	3 KRWQ-F	3 KAKT-F
4 KROG-F	4 KTMT-F	4 KBOY-F	4 KCMX	4 KCMX	4 KOPE-F	4 KCMX-F	4 KMED	4 KCMX-F	4 KAKT-F	4 KMED
	KCMX-F	KBOY-F	5 KCNA-F	5 KCNA-F	5 KTMT-F	KCMX-F	5 KCMX <	5 KCMX	5 KCNA-F	5 KCMX
		6 KROG-F	6 KROG-F	6 KOPE-F	KROG-F	6 KROG-F	6 KBOY-F	6 KMED <	6 KMED	6 KOPE-F
		7 KAKT-F >	KOPE-F	KAKT-F	KKJJ-F	KCNA-F		7 KBOY-F	KCMX-F	

Other Rated Stations			Metro Cume	TSA
Station	Format	Share	Rating	AQH Cume
KKJJ-F	AC	107.5	Ashland	2.3 7.1 5 125
KRRM-F	C	94.7	Rogue River	0.5 1.9 2 54
KTMT	SPRTS	880	Phoenix	1.4 4.7 3 75

Other Rated Stations—Outside Market			Metro Cume	TSA
Station	Format	Share	Rating	AQH Cume
KLDR-F	CHR	98.3	Harbeck-Fruitdale	2.3 6.8 9 260

AM Stations

KCMX	580	1 kw (DA-N)	Full Service	ABC	Mc-Guild	Citadel
KMED	1440	5 kw/1 kw	Standards/Easy List.	CBS	Mc-Guild	KRWQ-F

FM Stations

KAKT	105.1	51.7 kw @ 544	Country		Mc-Guild	Citadel	Phoenix
KBOY	95.7	60 kw @ 981	AOR		USA	Allied	Citadel
KCMX	101.9	32 kw @ 1426	Soft AC		ABC	Mc-Guild	Citadel
KCNA	102.7	100 kw @ 1976	Oldies			Tacher	KROG-F
KKJJ	107.5	5.3 kw @ 1420	AC			Allied	
KOPE	103.5	100 kw @ 1023	Talk	USA, Westwd		—	Jacor, pend.
KROG	96.9	25 kw @ 2227	AC			Tacher	KCNA-F
KRWQ	100.3	30 kw @ 982	Country		AP	Mc-Guild	KMED
KTMT	93.7	31 kw @ 3264	CHR		ABC	Eastman	Citadel
KZZE	106.3	0.9 kw @ 1591	AOR			Allied	KMED/KRWQ-F

Notes: This is Medford-Ashland's first Fall Arbitron . . . 2/98 KOPE-F (+ Art Bell and other syndicated programs) sold to Jacor

MERCED, CA

Arbitron Rank: 193	Pop (12+): 167,400	Stations: 36 / 12	% Below Line: 38.1
Market TSL In Hours: 21.50		Diaries: 593/282:1/48.4%	% Not Listed: 17.7
Average Person Rating: 15.5		Sample Target: 580	Total Retail Sales: \$1.15 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume
1	KHTN-F	CHR	28 / 10.0	12.1	12.7	12.3	423 / 25.3	25.4	26.7	KHTN-F
2	KUBB-F	C	19 / 7.3	7.0	7.5	8.5	239 / 14.3	14.8	15.4	KUBB-F
3	KABX-F	O	18 / 8.9	7.0	4.0	6.5	288 / 17.2	15.6	12.8	KABX-F
4	KHOP-F	AOR	14 / 5.4	5.5	6.7	5.8	220 / 13.1	12.7	12.3	KHOP-F
5	KYOS	T	12 / 4.6	5.1	1.2	3.5	130 / 7.8	9.0	4.3	KYOS
6	KIBG-F	AC	10 / 3.8	1.6	3.2	2.7	128 / 7.7	6.1	5.0	KIBG-F
	KVRQ-F	CL AOR	10 / 3.8	3.1	2.0	4.2	140 / 8.3	7.7	7.3	KVRQ-F
8	KOSO-F	AC/CHR	9 / 3.5	2.7	3.2	2.3	142 / 8.5	6.9	6.6	KOSO-F
9	KATM-F	C	8 / 3.1	4.3	7.1	3.8	140 / 8.4	10.4	10.5	KATM-F
	KOQO-AF	SP	8 / 3.1	2.3	1.6	1.6	115 / 6.8	5.9	4.8	KOQO-AF

12+ FM Share (Metro): 85.05 % (182 of 214) (Fall 96: 82.93 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTN-F	1 KHTN-F	1 KABX-F	1 KABX-F	1 KABX-F	1 KHOP-F	1 KHTN-F	1 KUBB-F	1 KHTN-F >	1 KHTN-F >	1 KHTN-F >
2 KHOP-F >	2 KUBB-F	2 KHTN-F	2 KUBB-F	2 KHTN-F	2 KABX-F >	2 KHOP-F	2 KABX-F >	2 KHOP-F	2 KHOP-F	2 KUBB-F >
3 KOSO-F	KHOP-F <	3 KHOP-F	3 KYOS >	KIBG-F	3 KHTN-F	KABX-F	3 KVRQ-F <	3 KUBB-F <	3 KYOS	3 KABX-F
KUBB-F	4 KABX-F	KUBB-F	4 KVRQ-F >	KUBB-F >	KVRQ-F	4 KUBB-F	4 KHTN-F	4 KOQO-AF >	4 KABX-F	4 KHOP-F
5 KSKS-F	5 KIBG-F	5 KVRQ-F		5 KVRQ-F	KNBR	5 KYOS >	5 KHOP-F	5 KOSO-F	5 KLBS	5 KIBG-F
6 KATM-F	KVRQ-F	6 KIBG-F		KATM-F			KYOS	KVRQ-F	6 KIBG-F	
KVRQ-F	7 KOSO-F									
KIBG-F										

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCIV-F	REL	99.9	ML Bullion	1.2	4.9		KBAY-F	SAC	100.3	San Jose	0.8	1.9	
KFIE-F	SP	107.7	Merced	0.8	2.5		KBOS-F	CHR	94.9	Tulare	0.4	2.1	
KLBS	E	1330	Los Banos	1.2	1.8		KCBS	N/T	740	San Francisco	1.2	3.5	
KLOQ-F	SP	98.7	Winton	2.7	7.0		KDON-F	CHR	102.5	Salinas	1.2	2.7	
KQLB-F	C	106.9	Los Banos	1.2	4.1		KHKK-F	CL HITS	104.1	Modesto	1.9	4.9	
KTFN	SPRTS	1580	Merced	0.8	3.1		KJSN-F	AC	102.3	Modesto	1.5	2.8	
							KMIX-F	SP	100.9	Tracy	0.4	2.1	
							KMJ	N/T	580	Fresno	2.3	7.2	
							KNBR	SPRTS	680	San Francisco	1.9	4.8	
							KNTQ-F	SP	95.9	Livingston	2.7	7.5	
							KRNC-F	SP	105.9	Fresno	2.7	4.4	
							KRVR-F	J	105.5	Copperopolis	0.8	2.2	
							KSKS-F	C	93.7	Fresno	2.3	8.0	
							KTRB	SP	860	Modesto	0.4	2.0	
							KVSR-F	AC-NR	101.1	Fresno	0.8	3.3	
							KWNN-F	CHR	98.3	Turlock	0.8	4.2	
							KZFO-F	SP	92.1	Madera	0.4	1.7	
							KZMS-F	SP	97.1	Patterson	1.2	1.9	

AM Stations

KYOS	1480	5 kw (DA-N)	Talk	ABC, Westwd, CBS	Christal	KABX-F/KIBG-F
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FM Stations

KABX	97.5	50 kw @ 490	Oldies	ABC	Christal	KIBG-F/KYOS
KHTN	104.7	50 kw @ 469	CHR		D&R	Buckley Los Banos
KIEG	106.3	2.95 kw @ 476	AC	Westwd	Christal	KABX-F/KYOS
KUBB	96.3	1.95 kw @ 2112	Country	Westwd	D&R	Buckley Mariposa
KVRQ	92.5	6 kw @ 328	Classic AOR		—	KLOQ-F/KTFN Atwater

Notes: Other ranked stations – See Modesto or Fresno in the Fall 1997 American Radio . . . There is no TSA for the market

MERIDIAN, MS

Arbitron Rank: 266	Pop (12+): 62,000	Stations: 11 / 9	% Below Line: 2.3
Market TSL In Hours: 19.00		Diaries: 453/137:1/53.6%	% Not Listed: 16.3
Average Person Rating: 13.9		Sample Target: 400	Total Retail Sales: \$0.75 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WOKK-F	19 / 22.1	23.7		20.0		230 / 37.0	35.3		47 / 546	WOKK-F
2	WZKS-F	10 / 11.8	11.3		6.3		133 / 21.6	21.4		16 / 229	WZKS-F
	WJDQ-F	10 / 11.8	11.3		9.5		183 / 29.6	23.8		26 / 452	WJDQ-F
4	WALT	9 / 10.5	9.0		14.7		98 / 15.4	19.6		10 / 105	WALT
5	WSLY-F	7 / 8.1	6.8		3.2		105 / 16.9	17.7		13 / 197	WSLY-F
	WMOX	7 / 8.1	9.0		10.5		94 / 15.1	16.2		7 / 99	WMOX
7	WYYW-F	3 / 3.5	2.3		6.3		51 / 8.3	6.8		4 / 108	WYYW-F
	WTUX-F	3 / 3.5	4.5		5.3		67 / 10.8	12.0		6 / 83	WTUX-F

12+ FM Share (Metro): 75.00 % (54 of 72) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZKS-F	1 WZKS-F	1 WOKK-F	1 WOKK-F >>	1 WZKS-F	1 WOKK-F	1 WOKK-F >>	1 WOKK-F >>	1 WOKK-F	1 WSLY-F >	1 WOKK-F
WJDQ-F >	2 WOKK-F	2 WZKS-F	2 WMOX	WOKK-F >	2 WZKS-F	2 WMOX	2 WJDQ-F	2 WJDQ-F	2 WALT	2 WALT
3 WOKK-F >	WJDQ-F >>	3 WJDQ-F >	3 WZKS-F	3 WJDQ-F	WJDQ-F >>	3 WJDQ-F	3 WZKS-F >	3 WZKS-F >	3 WZKS-F >	3 WZKS-F >
4 WYYW-F	4 WALT	4 WALT	WALT	WALT >>		4 WZKS-F	4 WMOX	4 WSLY-F	4 WJDQ-F >>	4 WJDQ-F
WTUX-F	5 WTUX-F	5 WSLY-F >	5 WJDQ-F >>			5 WALT >	WALT >>	WALT >>		5 WSLY-F
WSLY-F	WSLY-F >									
WALT >>										

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WNBN	B/G	1290	Meridian	2.3	4.5	3	47	WMYQ-F	C	97.9	Newton, MS	1.2	3.9	8	58
								WNSL-F	CHR	100.3	Laurel, MS	1.2	5.3	11	193

AM Stations

WALT	910	5 kw/1 kw	Black	ABC	Mc-Guild	New South
WMOX	1010	10 kw/1 kw (DA-2)	Talk	UPI, UBN	Mc-Guild	

FM Stations

WJDQ	101.3	99 kw @ 581	CHR	CBS, Westwd	Eastman	Radio South
WOKK	97.1	100 kw @ 600	Country	ABC	Mc-Guild	New South
WSLY	104.9	50 kw @ 492	Black		—	York
WTUX	102.1	0.85 kw @ 528	Classic AOR		Mc-Guild	Holladay
WYYW	95.1	26 kw @ 597	Country		Eastman	Radio South
WZKS	104.1	16 kw @ 535	Black AC	ABC	Eastman	Radio South
						Union

Notes: This is Meridian's first Fall Arbitron . . . 8/97 WZRW-F changed from Classic AOR to Country as WYYW-F

MONROE, LA

Arbitron Rank: 229 Pop (12+) 118,900 **Stations:** 18 / 16 **% Below Line:** 3.7
Market TSL In Hours: 18.75 **Diaries:** 523/227:1/46.9% **% Not Listed:** 12.3
Average Person Rating: 13.7 **Sample Target:** 490 **Total Retail Sales:** \$1.56 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KRVV-F	B	24 / 14.7	15.7	12.2	16.2	278 / 23.4	25.0	21.3	50 / 712	KRVV-F
2	KYEA-F	B	20 / 12.3		11.0	13.9	277 / 23.3		22.2	37 / 645	KYEA-F
3	KJLO-F	C	19 / 11.7	14.1	11.6	16.8	317 / 26.7	24.8	28.8	54 / 802	KJLO-F
4	KNOE-F	CHR	12 / 7.4	8.4	6.9	7.5	245 / 20.6	21.6	19.8	21 / 450	KNOE-F
5	KLMB-F	B/AC	11 / 6.8	4.2	4.6		130 / 11.0	11.0	9.1	20 / 232	KLMB-F
6	KLIP-F	CL HITS	10 / 6.1	8.4	4.6	4.0	138 / 11.8	14.6	14.3	13 / 260	KLIP-F
7	KMYF-F	C	9 / 6.5	3.7	4.6	9.8	201 / 16.9	14.9	18.3	31 / 601	KMYF-F
8	KWJM-F	AC	6 / 3.7	1.0	3.5	1.2	78 / 6.6	5.3	8.1	11 / 142	KWJM-F
	KMLB	T	6 / 3.7	4.2	2.3	2.9	92 / 7.8	11.4	7.9	10 / 158	KMLB
10	KXKZ-F	C	5 / 3.1	3.7	5.2	2.3	120 / 10.1	12.1	16.1	21 / 472	KXKZ-F

12+ FM Share (Metro): 90.21 % (129 of 143) (Fall 96: 85.42 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRVV-F >	1 KRVV-F	1 KYEA-F	1 KJLO-F	1 KLMB-F	1 KLIP-F	1 KJLO-F >	1 KJLO-F	1 KRVV-F	1 KRVV-F	1 KYEA-F
2 KNOE-F	2 KYEA-F <	2 KJLO-F	2 KYEA-F >	2 KJLO-F	2 KYEA-F	2 KRVV-F	2 KRVV-F	2 KJLO-F <	2 KYEA-F >>	2 KRVV-F >
KJLO-F	3 KJLO-F	KLIP-F	3 KLMB-F	KYEA-F	3 KRVV-F	3 KNOE-F	3 KYEA-F	3 KYEA-F	3 KJLO-F >	3 KLMB-F
4 KYEA-F	4 KLIP-F >	KRVV-F	KRVV-F	KRVV-F >	4 KJLO-F >>	KYEA-F	4 KLIP-F	4 KNOE-F	4 KNOE-F >	4 KJLO-F <
5 KLIP-F	5 KNOE-F	5 KLMB-F	5 KLIP-F	5 KNOE-F		5 KLMB-F	5 KMYF-F	KLIP-F <	5 KLIP-F	5 KNOE-F >
KMYF-F	KLMB-F	6 KWJM-F	6 KMLB	KMYF-F		KWJM-F <	KMLB	6 KLMB-F	KMYF-F	
	KMYF-F	7 KNOE-F	7 KMYF-F	KWJM-F >		7 KMYF-F <	7 KWJM-F <	7 KMYF-F		
		KMYF-F >	KWJM-F			8 KLMB-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCTG-F	CL AOR	103.1	Columbia 1.8 5.3 4 115
KHLL-F	REL	100.9	Richwood 1.8 5.0 4 81
KLIC	REL	1230	Monroe 1.8 1.7 3 23
KNOE	C	540	Monroe 1.2 3.0 5 75
KTRY-F	B/AC	94.3	Bastrop 0.6 2.0 4 89
KXLA	BG	990	Rayville 1.8 3.4 6 72

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KQID-F	CHR	93.1	Alexandria, LA 1.8 6.4 8 177
KWLT-F	O	102.7	N. Crossett, AR 1.8 3.8 15 219

AM Stations

KMLB 1440 5 kw/1 kw Talk ABC Mc-Guild New South

FM Stations

KJLO	104.1	100 kw @ 1017	Country	ABC	Mc-Guild	New South	
KLIP	105.3	50 kw @ 433	Classic AOR		Mc-Guild		
KLMB	97.3	3 kw @ 328	Black AC		—		Bastrop
KMYF	106.1	100 kw @ 1017	Country	ABC	Banner	BP/VS&A	
KNOE	101.9	97 kw @ 1670	CHR	ABC	Roslin		
KRVV	100.1	50 kw @ 492	Black	ABC	Mc-Guild	Holiday	Bastrop
KWJM	92.7	6 kw @ 328	AC	CBS, Westwd	—		Farmerville
KXKZ	107.5	97.7 kw @ 1066	Country	AP, Westwd	—		Ruston
KYEA	98.3	50 kw @ 492	Black	ABC, AURN	D&R	BP/VS&A	W. Monroe

Notes: KLIP-F and KRVV-F both are LMA'd to New South . . . 11/97 KMBS (1310) changed from News/Talk to Children's (Disney)

MORGANTOWN-CLARKSBURG-FAIRMONT, WV

Arbitron Rank: 182	Pop (12+): 176,700	Stations: 20 / 18	% Below Line: 1.3
Market TSL In Hours: 18.00		Diaries: 630/280:1/57.8%	% Not Listed: 16.5
Average Person Rating: 13.0		Sample Target: 610	Total Retail Sales: \$1.82 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WKKW-F	C	49 / 21.3	22.8		12.2	534 / 30.2	32.9		68 / 867	WKKW-F
2	WVAQ-F	CHR	34 / 14.8	11.0		14.1	564 / 31.9	24.5		42 / 762	WVAQ-F
3	WAJR	C	18 / 7.0	7.6		7.8	205 / 11.6	10.3		18 / 251	WAJR
4	WFBY-F	CL AOR	15 / 6.5	5.1			243 / 13.8	13.6		52 / 648	WFBY-F
5	WCLG-F	AOR	14 / 6.1	7.2		8.1	319 / 18.1	14.3		16 / 397	WCLG-F
6	WBRB-FF	C	10 / 4.3	3.8		3.7	211 / 12.0	13.0		47 / 569	WBRB-FF
7	WTUS-F	C	9 / 3.9	5.1		7.0	207 / 11.7	11.8		10 / 270	WTUS-F
	WMQC-FF	AC	9 / 3.9	3.0		2.6	167 / 8.9	8.7		10 / 182	WMQC-FF
9	WDCI-F	SAC	8 / 3.5	3.4		3.7	137 / 7.8	8.3		9 / 151	WDCI-F
	WOBG-F	O	7 / 3.0	2.5		3.7	161 / 9.1	8.3		12 / 252	WOBG-F

12+ FM Share (Metro): 86.98 % (167 of 192) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKKW-F	1 WKKW-F	1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F	1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F	1 WVAQ-F	1 WKKW-F
2 WVAQ-F >	2 WVAQ-F >	2 WVAQ-F	2 WVAQ-F >>	2 WVAQ-F >>	2 WFBY-F	2 WVAQ-F >	2 WVAQ-F >	2 WVAQ-F >>	2 WKKW-F >>	2 WVAQ-F >>
3 WCLG-F	3 WFBY-F	3 WFBY-F >	WAJR >>	3 WBRB-FF	3 WVAQ-F >	3 WAJR <	3 WAJR	3 WCLG-F <	3 WCLG-F	3 WAJR <
WFBY-F >>	4 WCLG-F >	4 WCLG-F	4 WBRB-FF	WTUS-F	4 WCLG-F	4 WFBY-F >	4 WFBY-F <	4 WFBY-F	4 WTUS-F	4 WCLG-F
	5 WMQC-FF	WDCI-F	WTUS-F	WDCI-F	WMQC-FF >	5 WCLG-F >	5 WCLG-F	WAJR	5 WBRB-FF	5 WFBY-F
	6 WDCI-F	WMQC-FF	WDCI-F	WFBY-F	6 WDCI-F	6 WDCI-F	6 WMQC-FF <	6 WMQC-FF	6 WFBY-F	6 WTUS-F
				WAJR	WOBG-F	7 WOBG-F <	7 WBRB-FF	7 WDCI-F >	7 WDCI-F >	7 WBRB-FF >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCLG	O	1300	Morgantown 1.3 2.4 3 43
WHAR	T	1340	Clarksburg 0.9 2.0 2 39
WMMN	N	920	Fairmont 0.9 3.1 2 74
WRLF-F	AOR	94.3	Fairmont 1.7 4.8 4 85
WTCS	O	1490	Fairmont 0.9 2.6 2 47
WVHF-F	AC/CHR	92.7	Clarksburg 2.2 4.3 6 81

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBTO-F	O	93.5	Buckhannon 0.4 1.8 14 197
WSSN-F	CHR	102.3	Weston 0.9 3.2 12 224

AM Stations

WAJR	1440	5 kw @ 0.5 kw (DA-2)	Country	ABC, Westwd	Mc-Guild	West VA Radio
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FM Stations

WBRB	101.3	50 kw @ 492	Country	ABC	Dome	WVUC-F	Buckhannon
WCLG	100.1	6 kw @ 300	AOR	Source, ABC	Keystone		
WDCI	104.1	1.2 kw @ 518	Soft AC	JRN	—		Bridgeport
WFBY	106.5	50 kw @ 500	Classic AOR	Westwd	Mc-Guild	West VA Radio	
WKKW	97.9	29 kw @ 640	Country	ABC	—	WMMN/WRLF-F	
WMQC	100.9	3 kw @ 198	AC	CNN	Savalli	WPDX-AF	Westover
WOBG	105.7	1.2 kw @ 581	Oldies	ABC	Com'l. Media		Salem
WPDX	104.9	6 kw @ 321	See WMQC-F			WMQC-F	
WTUS	102.7	3.21 @ 452	Country		—		Mannington
WVAQ	101.9	50 kw @ 500	CHR	ABC	Mc-Guild	West VA Radio	
WVHF	92.7	0.62 kw @ 669	AC/CHR	ABC	Roslin	WHAR	
WVUC	93.1	2.6 kw @ 497	See WBRB-F			WBRB-F	Barrackville

Notes: This is Morgantown-Clarksburg-Fairmont's first Fall Arbitron . . . WKKW-F is LMA'd by West VA Radio

MORRISTOWN, NJ

Arbitron Rank: 99 Pop (12+) 388,600	Stations: 29 / 2	% Below Line: 83.3
Market TSL In Hours: 20.75	Diaries: 652/596:1/57.9%	% Not Listed: 9.8
Average Person Rating: 16.0	Sample Target: 620	Total Retail Sales: \$4.9 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	WXRK-F	T/NR	51 / 8.2	6.2	4.9		742 / 18.1	20.5	17.1	WXRK-F
2	WPLJ-F	CHR	49 / 7.9	8.3	9.6		842 / 21.7	24.3	22.0	WPLJ-F
3	WLTW-F	SAC	46 / 7.4	8.5	8.3		688 / 17.7	19.0	19.5	WLTW-F
4	WABC	T	42 / 6.7	3.8	4.6		482 / 12.4	9.9	11.6	WABC
5	WCBS-F	O	35 / 5.8	10.1	7.1		570 / 14.7	18.6	18.6	WCBS-F
6	WHTZ-F	CHR	34 / 5.5	4.6	4.3		800 / 20.8	18.6	20.5	WHTZ-F
7	WOR	T	30 / 4.8	3.7	6.8		488 / 12.6	10.0	12.1	WOR
8	WDHA-F	AOR	25 / 4.0	5.4	4.3		424 / 10.9	14.9	13.6	WDHA-F
9	WQXR-F	CL	20 / 3.2	4.2	2.6		336 / 8.8	8.7	6.1	WQXR-F
	WQCD-F	J	20 / 3.2	2.6	2.6		257 / 6.8	6.9	9.3	WQCD-F
11	WNEW-F	AOR	19 / 3.1	3.0	3.0		409 / 10.5	11.9	11.6	WNEW-F
12	WMTR	ST/FS	18 / 2.9	4.8	5.2		337 / 8.7	7.8	8.0	WMTR
	WXXW-F	T	18 / 2.9	1.8	2.0		393 / 10.1	8.8	6.6	WXXW-F
	WKTU-F	CHR/U	18 / 2.9	4.2	4.5		498 / 12.8	12.3	15.6	WKTU-F
	WFAN	SPRTS	18 / 2.9	2.7	2.7		511 / 13.1	11.2	12.5	WFAN

12+ FM Share (Metro): 72.75 % (371 of 510) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXRK-F >	1 WXRK-F	1 WPLJ-F	1 WABC <	1 WPLJ-F <	1 WXRK-F	1 WXRK-F >	1 WLTW-F	1 WPLJ-F	1 WHTZ-F	1 WHTZ-F <
2 WPLJ-F	2 WPLJ-F	2 WLTW-F <	2 WLTW-F	2 WLTW-F >>	2 WCBS-F	2 WPLJ-F	2 WABC	2 WLTW-F	2 WXRK-F	2 WPLJ-F
3 WHTZ-F <	3 WLTW-F	3 WXRK-F	3 WCBS-F <	3 WHTZ-F	3 WPLJ-F <	3 WABC <	3 WXRK-F	3 WCBS-F	3 WLTW-F <	3 WLTW-F
4 WKTU-F	4 WDHA-F <	4 WCBS-F >	4 WOR	4 WCBS-F	4 WDHA-F	4 WOR	WPLJ-F <	WOR <	4 WABC	WCBS-F
WDHA-F <	5 WCBS-F	5 WDHA-F	WPLJ-F >	5 WKTU-F	5 WLTW-F	5 WHTZ-F	5 WCBS-F	5 WHTZ-F	5 WPLJ-F	5 WABC
	WHTZ-F	6 WABC	6 WQXR-F <	WXRK-F	WFAN	6 WFAN <	6 WDHA-F	WXRK-F	6 WCBS-F	6 WQXR-F
	7 WKTU-F <	WHTZ-F <	7 WMTR	7 WNEW-F	7 WABC	7 WLTW-F <	7 WDHA-F	WQXR-F <		
			WQCD-F							

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAWZ-F	REL	99.1	Zarephath, NJ	0.8	2.7	
WAXQ-F	CLAOR	104.3	New York	2.2	10.0	
WBBR	BIZ N	1130	New York	1.0	4.0	
WBLS-F	B/AC	107.5	New York	0.6	2.4	
WCBS	N	880	New York	2.1	11.1	
WHCY-F	C	105.3	Btairstown, NJ	1.0	2.2	
WINS	N	1010	New York	1.3	8.3	
WNSR-F	AC	105.1	New York	1.6	9.8	
WPAT-F	SP	93.1	Paterson, NJ	1.3	3.1	
WPST-F	CHR	97.5	Princeton, NJ	0.5	2.3	
WQEW	ST	1560	New York	0.6	2.0	
WQHT-F	U/CHR	97.1	New York	2.2	6.0	
WSKQ-F	SP	97.9	New York	2.6	3.2	
WXXY-F	C	107.1	Briarcliff Manor	1.1	4.1	

AM Stations

WMTR	1250	5 kw (DA-2)	Full Svc/Standards	AP, Westwd	Katz	New Jersey
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FM Stations

WDHA	105.5	1 kw @ 565	AOR	Katz	New Jersey	Dover
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Notes: Other ranked stations -- See New York in the Fall 1997 American Radio . . . There is no TSA for the market . . . This is Morristown's first Fall Arbitron

MYRTLE BEACH, SC

Arbitron Rank: 175 Pop (12+) 186,100	Stations: 26 / 19	% Below Line: 10.5
Market TSL In Hours: 21.25	Diarles: 679/274:1/51.4%	% Not Listed: 13.2
Average Person Rating: 15.9	Sample Target: 570	Total Retail Sales: \$2.77 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WDAI-F	B	30 / 10.2	9.3	6.7	9.4	342 / 18.4	17.0	16.1	30 / 357	WDAI-F
2	WWXM-F	CHR	25 / 8.5	10.0	9.3	10.7	369 / 19.8	21.5	20.7	29 / 484	WWXM-F
3	WSYN-F	O	24 / 8.1	6.6	7.0	9.0	270 / 14.5	15.8	17.9	24 / 276	WSYN-F
4	WJYR-F	EZ	21 / 7.1	9.3	7.8	8.7	295 / 15.9	14.2	15.0	21 / 305	WJYR-F
	WYAV-F	AOR/CL	21 / 7.1	4.5	8.5	5.4	332 / 17.8	14.8	18.7	24 / 385	WYAV-F
6	WGTR-F	C	18 / 8.1	6.9	5.2	3.3	263 / 14.1	15.0	12.1	30 / 388	WGTR-F
	WYAK-F	C	18 / 8.1	4.5	4.5	4.7	241 / 13.0	11.0	12.8	18 / 258	WYAK-F
8	WRNN-F	T	13 / 4.4	4.5	5.2	3.3	231 / 12.4	10.1	9.6	13 / 231	WRNN-F
9	WWSK-F	AOR-NR	11 / 3.7	3.8	5.2	4.0	223 / 12.0	11.9	9.6	13 / 284	WWSK-F
10	WNMB-F	AC	9 / 3.1	5.2	4.5	3.7	94 / 5.1	10.5	8.9	10 / 110	WNMB-F
	WMBY-F	AC	9 / 3.1	2.4	1.9	1.7	117 / 6.3	5.9	5.7	9 / 149	WMBY-F
	WKZQ-F	AOR	9 / 3.1	3.8	3.7	3.7	180 / 8.8	10.8	9.4	10 / 205	WKZQ-F

12+ FM Share (Metro): 91.08 % (143 of 157) (Fall 96: 96.23 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDAI-F	1 WDAI-F	1 WDAI-F	1 WSYN-F	1 WDAI-F	1 WSYN-F	1 WYAV-F >	1 WDAI-F	1 WDAI-F	1 WWXM-F	1 WDAI-F
WYAV-F <	2 WYAV-F <	WSYN-F	2 WJYR-F	2 WWXM-F	2 WYAV-F >	2 WDAI-F	2 WSYN-F <	2 WWXM-F <	2 WDAI-F	2 WJYR-F
3 WWXM-F >	3 WWXM-F	3 WYAV-F >	3 WDAI-F <	3 WMBY-F	3 WDAI-F >	WWXM-F	3 WJYR-F	3 WSYN-F	3 WSYN-F >	WWXM-F
4 WNMB-F	WSYN-F >	4 WWXM-F	4 WYAK-F	WYAV-F	4 WKZQ-F	4 WJYR-F <	4 WWXM-F <	4 WJYR-F	4 WZFX-F	4 WSYN-F
WKZQ-F	5 WGTR-F <	5 WGTR-F	5 WRNN-F	WSYN-F	WYAK-F	5 WGTR-F	5 WGTR-F <	5 WYAK-F <	5 WYAK-F	WYAK-F
WWSK-F	6 WYAK-F	WYAK-F	WGTR-F		6 WGTR-F	WSYN-F <	6 WYAV-F	6 WGTR-F <	6 WGTR-F	6 WGTR-F
7 WGTR-F			7 WYAV-F		WWSK-F	7 WRNN-F	7 WRNN-F	7 WYAV-F	WWSK-F	7 WYAV-F
						WYAK-F >	WYAK-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WJXY	ST	1050	Conway	1.0	3.8	3	71	WEGX-F	C	92.9	Dillon, SC	2.0	8.0	15	264
WJXY-F	C	93.9	Conway	1.0	4.0	3	84	WEZL-F	C	103.5	Charleston, SC	0.3	2.2	2	65
WLMC	B	1470	Georgetown	2.0	2.2	6	49	WHLZ-F	C	92.5	Manning, SC	0.3	2.9	11	188
WPJS	REL	1330	Conway	1.0	2.3	3	43	WMNX-F	B	97.3	Wilmington, NC	1.7	4.3	6	115
WVCO-F	J	94.9	Loris	0.7	2.3	2	42	WSTS-F	REL	100.9	Fairmont, NC	1.0	3.2	12	187
								WWWZ-F	B	93.3	Summerville, SC	2.7	5.6	11	144
								WZFX-F	B	99.1	Whiteville, NC	2.4	5.7	32	307

FM Stations

Station	Freq	Power	Format	Comments	Station	Freq	Power	Format	Comments
WDAI	98.5	6 kw @ 328	Black	CBS	Allied			Cumulus, pend.	Pawleys Island
WGTR	107.9	36 kw @ 571	Country		Mc-Guild			Root	Bucksport
WJYR	92.1	50 kw @ 295	Easy Listening	Westwd	---			WKZQ-AF	
WKZQ	101.7	37.3 kw @ 558	AOR/Classic AOR		---			WJYR-F	
WMBY	99.5	13.5 kw @ 446	AC		D&R			Pinnacle	Socastee
WNMB	105.9	17 kw @ 361	AC		---				N. Myrtle Beach
WRNN	94.5	3.5 kw @ 426	Talk	CBS, CNN, ABC	Katz			Pinnacle	Murrells Inlet
WSYN	106.5	50 kw @ 492	Oldies		Allied			Cumulus, pend.	Georgetown
WWSK	107.1	50 kw @ 492	AOR-New Rock		Mc-Guild			Root	Mullins
WWXM	97.7	100 kw @ 492	CHR		---			Root	Georgetown
WYAK	103.1	12.5 kw @ 328	Country	Westwd	D&R			Pinnacle	Surfside Beach
WYAV	104.1	100 kw @ 981	Classic AOR	Westwd	Katz			Pinnacle	Conway

Notes: 11/97 WJXY-AF sold to Cumulus for \$2,300,000 (Whittle) . . . 11/97 WJXY-F (93.7; Georgetown) sold to Cumulus for \$2,300,000 (Whittle) . . . 11/97 These stations were sold to Cumulus: WDAI-F for \$3,000,000; WSYN-F for \$5,000,000

NEW BEDFORD-FALL RIVER, MA

Arbitron Rank: 85 **Pop (12+)** 431,200 **Stations:** 39 / 6 **% Below Line:** 67.3
Market TSL In Hours: 22.75 **Diaries:** 565/763:1/49.1% **% Not Listed:** 10.4
Average Person Rating: 17.3 **Sample Target:** 440 **Total Retail Sales:** \$4.8 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	WFHN-F	CHR	60 / 8.0	5.3	2.9	4.9	608 / 14.1	13.5	10.1	WFHN-F
2	WWLI-F	SAC	58 / 7.8	6.8	5.0	6.4	658 / 15.3	14.2	13.9	WWLI-F
3	WHJY-F	AOR	50 / 6.7	6.5	7.4	8.0	696 / 16.1	17.5	21.4	WHJY-F
4	WCTK-F	C	44 / 5.9	3.2	3.6	6.0	531 / 12.3	9.9	10.4	WCTK-F
5	WBZ	N/T	31 / 4.1	2.4	2.9	2.5	470 / 10.9	8.8	10.3	WBZ
	WWBB-F	O	31 / 4.1	5.0	5.2	4.2	490 / 11.4	14.6	11.3	WWBB-F
7	WPRO-F	CHR	28 / 3.7	5.3	5.2	4.3	598 / 13.9	17.3	19.3	WPRO-F
8	WSNE-F	AC	27 / 3.6	6.4	5.2	4.8	486 / 11.3	13.5	16.8	WSNE-F
9	WBSM	T	24 / 3.2	3.1	4.3	2.4	275 / 6.4	5.2	6.2	WBSM
10	WJMN-F	CHR	23 / 3.1	1.9	1.8	2.8	553 / 12.8	11.6	10.0	WJMN-F

12+ FM Share (Metro): 79.85 % (535 of 670) (Fall 96: 76.17 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHJY-F >	1 WHJY-F	1 WHJY-F >	1 WWLI-F >	1 WWLI-F	1 WHJY-F >>	1 WWLI-F <	1 WWLI-F	1 WFHN-F <	1 WFHN-F	1 WFHN-F
2 WFHN-F	2 WFHN-F	2 WWLI-F	2 WCTK-F	2 WSNE-F	2 WFHN-F	2 WFHN-F <	2 WFHN-F	2 WHJY-F	2 WWXX-F	2 WWLI-F
3 WWLI-F <	3 WWLI-F	WFHN-F	WBZ	WWBB-F <	3 WBCN-F	3 WHJY-F	3 WHJY-F	3 WCTK-F <	3 WWLI-F <	3 WCTK-F
4 WSNE-F <	4 WCTK-F	4 WCTK-F	4 WWBB-F <	4 WPRO-F <	4 WBZ <	4 WBZ	4 WCTK-F	4 WWLI-F >	4 WWBB-F	4 WHJY-F
5 WPRO-F	5 WPRO-F	WWBB-F	5 WBSM <	5 WFHN-F <	5 WCTK-F	WBSM <	5 WSNE-F	5 WBZ <	WJMN-F	5 WBZ <
WBCN-F <	WWBB-F <	6 WPRO-F	6 WFHN-F	6 WCTK-F >	WCIB-F	6 WPRO-F	6 WPRO-F	6 WWBB-F		6 WWBB-F <
	7 WSNE-F	WSNE-F				WCTK-F <				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume		
WNBH	C	1340	New Bedford	0.5	2.8
WSAR	T	1480	Fall River	0.9	3.3

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume		
WAAF-F	AOR-NR	107.3	Worcester, MA	2.0	4.9
WBCN-F	AOR	104.1	Boston	2.7	10.7
WBMX-F	AC	98.5	Boston	1.3	5.7
WBOS-F	AOR-P	92.9	Brookline, MA	1.1	5.0
WBRU-F	AOR-NR	95.5	Providence	2.9	14.2
WCIB-F	CL AOR	101.9	Falmouth, MA	2.0	3.8
WCRB-F	CL	102.5	Waltham, MA	1.1	5.6
WEEI	SPRTS	850	Boston	1.5	4.1
WEGQ-F	CL HITS	93.7	Lawrence, MA	0.5	3.3
WHJJ	N/T	920	Providence	1.7	4.1
WHKK-F	CL HITS	100.3	Middletown, RI	0.8	1.9
WKLB-F	C	99.5	Lowell, MA	0.5	2.0
WLKW	ST	550	Pawtucket, RI	1.7	4.2
WMJX-F	AC	106.7	Boston	1.5	3.9
WMVY-F	AOR	92.7	Tisbury, MA	0.5	1.8
WODS-F	O	103.3	Boston	2.0	8.2
WPLM-F	J*	99.1	Plymouth, MA	0.8	2.7
WPRO	T	630	Providence	2.7	7.7
WQRC-F	SAC	99.9	Barnstable, MA	0.5	1.9
WRKO	T	680	Boston	1.6	4.2
WROR-F	AC	105.7	Frammingham, MA	0.8	2.8
WWKX-F	CHR	106.3	Woonsocket, RI	2.9	9.5
WWRX-F	CL AOR	103.7	Westley, RI	2.4	10.2
WXEX-F	AOR-NR	99.7	Wakefield, RI	0.4	3.3
WXKS-F	CHR	107.9	Medford, MA	0.9	4.9
WZLX-F	CL AOR	100.7	Boston	0.8	4.8

AM Stations

WBSM	1420	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	Mc-Guild	Spring
WNBH	1340	1 kw	Classic Country	ABC, Westwd, TARN	D&R	Hall
WSAR	1480	5 kw (DA-1)	Talk	ABC	Banner	

FM Stations

WCTK	98.1	47 kw @ 510	Country	D&R	Hall	
WFHN	107.1	2.4 kw @ 348	CHR	Mc-Guild	Spring	Fairhaven

Notes: *WPLM-F was cited by Arbitron for a "Special Station Activity" but was not placed "below the line" . . . Other ranked stations – See Providence or Boston in the Fall 1997 American Radio . . . There is no TSA for the market . . . 10/97 WPEP (1570; Taunton, MA) sold for \$300,000

NEW LONDON, CT

Arbitron Rank: 163 Pop (12+) 211,100
 Market TSL In Hours: 21.25
 Average Person Rating: 15.7

Stations: 28 / 10
 Diaries: 458/461:1/51.9%
 Sample Target: 440

% Below Line: 34.0
 % Not Listed: 15.4
 Total Retail Sales: \$2.3 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WQGN-F	CHR	37 / 11.2	12.4	8.7	9.4	668 / 26.4	29.2	27.1	44 / 688	WQGN-F
2	WCTY-F	C	35 / 10.8	16.9	15.0	12.7	403 / 19.1	22.7	22.9	54 / 663	WCTY-F
3	WNLC-AF	ST	26 / 7.8	3.5	3.0	2.9	257 / 12.2	6.3	6.5	33 / 351	WNLC-AF
4	WWRX-F	CL AOR	22 / 8.8	6.9	6.0	4.2	487 / 23.5	17.6	17.1	50 / 897	WWRX-F
5	WBMW-F	AC	16 / 4.8	2.8	4.8	5.8	263 / 12.4	11.2	11.0	18 / 329	WBMW-F
6	WTYD-F	SAC	16 / 4.5	5.5	6.3	7.5	282 / 12.4	13.9	16.0	17 / 332	WTYD-F
7	WFAN	SPRTS	13 / 3.9	3.1	2.4	2.3	288 / 12.7	10.5	10.7	15 / 338	WFAN
	WVVE-F	O	13 / 3.9	3.5	8.4	4.2	290 / 13.7	10.4	15.5	14 / 350	WVVE-F
9	WXEX-F	AOR-NR	12 / 3.6	2.4	1.2	1.0	185 / 7.8	9.5	6.1	17 / 308	WXEX-F
	WKCD-F	J	12 / 3.6	3.1	3.0	1.6	109 / 6.2	5.7	8.5	14 / 155	WKCD-F
11	WVYZ-F	C	10 / 3.0	3.5		1.0	77 / 3.6	3.2		12 / 130	WVYZ-F
12	WICH	FS	9 / 2.7	2.1	3.9	5.5	120 / 6.7	4.9	8.0	9 / 136	WICH

12+ FM Share (Metro): 83.27 % (234 of 281) (Fall 96: 81.51 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQGN-F >	1 WQGN-F	1 WQGN-F <	1 WCTY-F	1 WCTY-F	1 WQGN-F <	1 WQGN-F <	1 WQGN-F	1 WQGN-F	1 WQGN-F <	1 WCTY-F
2 WXEX-F	2 WCTY-F	2 WCTY-F	2 WNLC-AF >	WQGN-F	2 WCTY-F	2 WCTY-F	2 WCTY-F <	2 WCTY-F	2 WCTY-F <	2 WQGN-F
3 WWRX-F	3 WWRX-F >	3 WWRX-F	3 WQGN-F	3 WBMW-F	3 WFAN	3 WWRX-F	3 WNLC-AF >	3 WWRX-F	3 WWRX-F >	3 WNLC-AF >
	4 WBMW-F	WBMW-F >	4 WTYD-F	4 WWRX-F >	4 WWRX-F	4 WNLC-AF <	4 WNLC-AF	4 WBMW-F	4 WFAN	4 WKCD-F
	5 WXEX-F	5 WFAN	5 WWRX-F	5 WVYZ-F	5 WBMW-F >	5 WFAN >	5 WTYD-F	WBMW-F <	WVYZ-F	WVVE-F <
		6 WTYD-F	WKCD-F	WKCD-F				6 WTYD-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WSUB T 980 Groton	1.2	3.5	4 73

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAZ-F SAC 101.7 Southold, NY	0.9	2.5	3 53
WBEA-F AC/CHR 104.7 Montauk, NY	0.6	5.0	2 111
WCBS N 880 New York	1.8	6.4	6 177
WDRC-F O 102.9 Hartford	2.1	7.5	9 215
WHCN-F CL AOR 105.9 Hartford	0.6	4.1	2 87
WILI-F CHR 98.3 Wilimantic, CT	0.6	5.3	10 236
WKCI-F CHR 101.3 Hamden	0.6	4.1	3 94
WKSS-F CHR 95.7 Meriden	2.4	9.9	9 284
WMRQ-F AOR-NR 104.1 Waterbury	0.6	3.1	2 84
WOR T 710 New York	1.2	2.6	4 55
WRCH-F SAC 100.5 New Britain	0.9	2.8	8 175
WTIC FS 1080 Hartford	1.5	3.4	7 121
WTIC-F AC/CHR 96.5 Hartford	2.1	4.0	10 166
WZMX-F CL HITS 93.7 Hartford	0.9	6.6	4 178

AM Stations

WICH	1310	5 kw (DA-2)	Full Service		D&R	Hall	Norwich
WNLC	1510	10 kw/5 kw (DA-2)	Standards	CNN, Westwd	D&R	Hall	

FM Stations

WBMW	106.5	6 kw @ 298	AC		—		Ledyard
WCTY	97.7	1.9 kw @ 410	Country	ABC	D&R	Hall	Norwich
WKCD	107.7	1.85 kw @ 399	Jazz		—		Pawcatuck
WNLC	98.7	5.5 kw @ 279	See WNLC			Hall	E. Lyme
WQGN	105.5	3 kw @ 275	CHR		Eastman	Spring	Groton
WTYD	100.9	3 kw @ 328	Soft AC	JRN	D&R	Hall	
WVVE	102.3	3 kw @ 328	Oldies	AP	Mc-Guild		Stonington

Notes: Other ranked stations — See Hartford, Providence or New York in the Fall 1997 American Radio . . . 9/97 WXZR-F changed from Progressive AOR to a simulcast of Standards WNLC as WNLC-F

NEWBURGH-MIDDLETOWN, NY (Mid-Hudson Valley)

Arbitron Rank: 142 **Pop (12+)** 264,400 **Stations:** 28 / 5 **% Below Line:** 71.9
Market TSL in Hours: 21.50 **Diarles:** 488/542:1/54.0% **% Not Listed:** 15.7
Average Person Rating: 15.9 **Sample Target:** 440 **Total Retail Sales:** \$3.0 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WHUD-F SAC	53 / 12.8	9.0		11.0		527 / 18.9	21.4		54 / 532	WHUD-F
2	WSPK-F CHR	51 / 12.1	10.2		9.3		782 / 29.8	24.5		52 / 794	WSPK-F
3	WPDH-F AOR/CL	36 / 8.8	10.0		6.9		640 / 20.4	21.7		36 / 547	WPDH-F
4	WRRV-F AOR-NR	24 / 5.7	9.3		5.1		397 / 15.0	18.2		24 / 397	WRRV-F
5	WCZX-FF O	23 / 6.5	6.7		3.4		306 / 11.8	14.9		23 / 306	WCZX-FF
6	WFAN SPRTS	15 / 3.8	3.1		2.1		290 / 11.0	8.9		15 / 297	WFAN
7	WGNV-F AC	11 / 2.6	2.4		2.3		281 / 11.0	9.0		11 / 295	WGNV-F

12+ FM Share (Metro): 86.57 % (303 of 350) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSPK-F	1 WSPK-F	1 WHUD-F <	1 WHUD-F >	1 WHUD-F	1 WPDH-F >	1 WSPK-F	1 WHUD-F >	1 WHUD-F	1 WSPK-F >	1 WSPK-F <
2 WPDH-F	WPDH-F >	2 WPDH-F <	2 WSPK-F	2 WSPK-F >	2 WSPK-F	2 WHUD-F	2 WSPK-F	2 WSPK-F >	2 WHUD-F >	2 WHUD-F
3 WRRV-F >	3 WHUD-F >	3 WSPK-F >	3 WCZX-FF	3 WCZX-FF >	3 WHUD-F	3 WPDH-F >>	3 WPDH-F	3 WRRV-F <	3 WRRV-F >	3 WPDH-F >
4 WKTU-F	4 WCZX-FF	4 WCZX-FF >	WPDH-F >>	4 WPDH-F	WFAN	4 WRRV-F <	4 WCZX-FF >	4 WPDH-F	4 WGNV-F	4 WRRV-F
	5 WRRV-F			5 WGNV-F	5 WNEW-F	5 WCZX-FF		5 WCZX-FF >	WRKS-F	5 WCZX-FF
					WCZX-FF	WFAN			WCZX-FF	WPDH-F

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume
WALL	T	1340	Middletown	1.2 4.1	5 109
WTHN-F	C	99.3	Ellenville	1.2 6.2	5 163
WTSX-F	AC/CHR	96.7	Pt. Jervis	1.7 2.6	8 119

Other Rated Stations—Outside Market				Metro Cume Share Rating	TSA AQH Cume
WABC	T	770	New York	2.6 8.4	12 245
WAXQ-F	CL AOR	104.3	New York	1.4 3.7	6 103
WBWZ-F	AC	93.3	New Paltz	1.0 3.0	4 79
WCBS	N	880	New York	2.4 11.1	12 352
WCBS-F	O	101.1	New York	1.7 7.1	10 228
WHTZ-F	CHR	100.3	Newark, NJ	2.6 8.6	12 245
WKTU-F	CHR/U	103.5	Lake Success	2.1 6.6	9 175
WLTW-F	SAC	106.7	New York	0.7 3.3	3 87
WNEW-F	CL AOR	102.7	New York	1.9 5.2	8 141
WNNJ-F	AC	103.7	New York	1.4 4.2	10 183
WOR	T	710	New York	1.4 3.4	6 101
WPLJ-F	CHR	95.5	New York	1.9 5.7	9 155
WQCD-F	J	101.9	New York	0.7 3.1	3 85
WQHT-F	U/CHR	97.1	New York	2.1 5.7	12 208
WRKS-F	B/AC	98.7	New York	1.9 2.5	8 83
WRWD-F	C	107.3	Highland	2.6 6.2	11 166
WXRK-F	T/NR	92.3	New York	1.0 3.8	4 137

AM Stations

WALL 1340 1 kw Talk BNN, Westwd, ABC Katz Rob Dyson

FM Stations

WGNV 103.1 3.5 kw @ 275 AC Westwd, ABC — Sunrise
 WHUD 100.7 50 kw @ 500 Soft AC AP, ABC Katz Albany Peekskill
 WRRV 92.7 3 kw @ 318 New Rock ABC Banner Rob Dyson
 WTHN 99.3 0.116 kw @ 1620 Country Westwd Straus Straus Ellenville
 WTSX 96.7 3 kw @ 300 AC/CHR — Pt. Jervis
 WZAD 97.3 0.6 kw @ 722 Oldies (WCZX-F) ABC Roslin Rob Dyson Wurtsboro

Notes: Other ranked stations – See Poughkeepsie, or in the Fall 1997 American Radio, New York . . . This is Newburgh-Middletown's first Fall Arbitron . . . WCZX-FF is WZAD-F Wurtsboro & WCZX-F Hyde Park/Poughkeepsie

NORTHWEST MICHIGAN (Traverse City-Petoskey-Charlevoix)

Arbltron Rank: 195	Pop (12+): 160,900	Stations: 20 / 20	% Below Line: 0.0
Market TSL In Hours: 21.75		Diaries: 551/292:1/58.7%	% Not Listed: 19.3
Average Person Rating: 16.4		Sample Target: 540	Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WTCM-F	C	47 / 17.8	19.7	15.0	19.2	475 / 29.5	31.6	28.4	119 / 1087	WTCM-F
2	WKLT-FF	AOR	29 / 11.0	10.8	12.5	10.5	374 / 23.2	23.7	23.5	41 / 577	WKLT-FF
3	WTCM	T	22 / 8.3	6.6	4.0	6.2	268 / 16.7	13.3	9.0	23 / 331	WTCM
4	WMKC-F	C	19 / 7.2	5.8	6.5	5.8	203 / 12.6	10.5	14.3	49 / 422	WMKC-F
	WKPK-F	CHR	19 / 7.2	7.7	4.5	6.2	354 / 22.0	22.3	15.2	32 / 587	WKPK-F
6	WKHQ-F	CHR	16 / 6.1	7.3	7.7	5.8	355 / 22.1	21.3	21.8	24 / 527	WKHQ-F
7	WGFM-FF	CL AOR	12 / 4.5	3.5	5.3	5.0	197 / 12.2	12.0	12.3	28 / 393	WGFM-FF
	WCCW-F	O	12 / 4.5	4.2	5.3	5.4	202 / 12.6	11.7	15.6	14 / 290	WCCW-F
9	WLDR-F	SAC	10 / 3.8	5.4	5.7	4.3	138 / 8.6	10.0	11.9	11 / 169	WLDR-F
10	WLXT-F	SAC	8 / 2.3	4.6	4.9	3.6	106 / 6.6	11.0	11.3	13 / 200	WLXT-F
	WAIR-FF	O	8 / 2.3	1.9	4.0	4.3	153 / 9.5	8.1	10.5	20 / 335	WAIR-FF

12+ FM Share (Metro): 85.45 % (182 of 213) (Fall 96: 92.39 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKLT-FF >>	1 WKLT-FF <	1 WTCM-F	1 WTCM-F >>	1 WTCM-F >	1 WKLT-FF	1 WTCM-F >>	1 WTCM-F >	1 WTCM-F	1 WKPK-F	1 WTCM-F >
2 WTCM-F	2 WTCM-F >	2 WKLT-FF >	2 WTCM	2 WKHQ-F	2 WTCM-F >	2 WKLT-FF	2 WKLT-FF	2 WKLT-FF <	2 WTCM-F	2 WKLT-FF
3 WKHQ-F	3 WKHQ-F <	3 WKHQ-F	3 WMKC-F	3 WCCW-F	3 WTCM	3 WKPK-F <	3 WTCM	3 WTCM >	3 WKLT-FF >	3 WKPK-F <
4 WGFM-FF	4 WGFM-FF	4 WGFM-FF	4 WCCW-F	4 WKLT-FF	4 WGFM-FF >	4 WKHQ-F <	4 WMKC-F >	4 WKPK-F	4 WKHQ-F	4 WMKC-F
5 WLDR-F	5 WMKC-F	5 WCCW-F	5 WKLT-FF	5 WMKC-F	5 WCCW-F	5 WTCM <	5 WCCW-F	5 WMKC-F	5 WLXT-F	5 WKHQ-F
	6 WKPK-F	6 WTCM	6 WKHQ-F	6 WLDR-F	6 WKHQ-F	6 WMKC-F >	6 WGFM-FF <	6 WGFM-FF <	6 WGFM-FF	6 WTCM >
	7 WMKC-F >	7 WLDR-F	7 WKPK-F	7 WMKC-F		7 WLDR-F	7 WKHQ-F <	7 WKHQ-F <	7 WMKC-F	
		8 WCCW-F					8 WCCW-F	8 WCCW-F	8 WCCW-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WBNZ-F	AC/CHR	99.3	Frankfort	0.8	1.9	6	97
WCCW	ST	1310	Traverse City	1.5	3.2	4	51
WJML	T	1110	Petoskey	0.4	2.3	1	45
WJZJ-F	J	95.5	Glen Arbor	1.5	5.1	4	101
WMBN	ST	1340	Petoskey	1.5	2.8	4	45

AM Stations

WTCM	580	15 kw/0.8 kw (DA-2)	Talk	ABC, Westwd, Talknt	Katz	Biederman
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FM Stations

WAIR	92.5	100 kw @ 870	Oldies	ABC	Banner	WKLT-F	Atlanta
WCCW	107.5	50 kw @ 492	Oldies	ABC	---	Biederman	Traverse City
WGFM	105.1	100 kw @ 617	Classic Rock	Westwd	Allied	Calibra, pend.	Cheboygan
WGFM	98.1	12.1 kw @ 738	See WGFM-F				Glen Arbor
WIAR	94.3	14.88 kw @ 426	See WAIR-F				Leland
WJZJ	95.5	23 kw @ 695	Jazz		Allied	Calibra, pend.	Glen Arbor
WKHQ	105.9	100 kw @ 899	CHR	ABC	Mc-Guild	MacDonald	Charlevoix
WKLT	97.5	31.6 kw @ 617	AOR	ABC	Banner	WAIR	Kalkaska
WKLZ	98.9	52 kw @ 1187	See WKLT-F				Petosky
WKPK	106.7	100 kw @ 580	CHR	Westwd	Christal	WKLT-F	Gaylord
WLDR	101.9	100 kw @ 630	Soft AC	Westwd, CNN	Patt		Traverse City
WLXT	96.3	100 kw @ 981	Soft AC		Mc-Guild	MacDonald	Petoskey
WMKC	102.9	100 kw @ 1037	Country	Westwd	Patt	Calibra, pend.	St. Ignace
WTCM	103.5	100 kw @ 990	Country	ABC	Katz	Biederman	Traverse City

Notes: 12/97 WIAR-F changed from simulcasting WAIR-F to Country as WBYB-F ("B-94.3") ... 2/98 WCBY (1240; Cheboygan)/WAVC-F (93.9; Mio)/WCKC-F (107.1; Cadillac)/WGFM-F/WGFM-F/WIDG (940; St. Ignace)/WJZJ-F/WLJZ-F(94.5; Mackinaw City) sold by Reynolds to Calibra (David Gariano) for \$9,000,000

ODESSA-MIDLAND, TX

Arbitron Rank: 174 Pop (12+) 187,600	Stations: 19 / 19	% Below Line: 0.0
Market TSL In Hours: 22.25	Diaries: 671/280:1/43.6%	% Not Listed: 9.8
Average Person Rating: 16.8	Sample Target: 620	Total Retail Sales: \$2.19 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KCHX-F	CHR	38 / 12.1	12.8	10.4	7.3	474 / 25.2	24.1	22.4	47 / 597	KCHX-F
2	KGEE-F	C	37 / 11.7	7.9	12.8	10.8	431 / 23.0	17.1	27.0	50 / 631	KGEE-F
3	KODM-F	AC	33 / 10.5	6.2	8.1	11.1	344 / 18.3	17.9	17.6	34 / 382	KODM-F
4	KNFM-F	C	27 / 8.6	10.8	9.7	10.1	420 / 22.4	19.1	22.9	41 / 651	KNFM-F
5	KKJW-F	C	23 / 7.3				236 / 12.6			34 / 306	KKJW-F
6	KQLM-F	SP	17 / 5.4	5.9	3.4	0.9	178 / 9.5	7.4	6.4	31 / 299	KQLM-F
7	KMND	ST/T	16 / 4.8	5.6	5.4	4.1	89 / 5.3	7.1	6.2	16 / 108	KMND
8	KBAT-F	AOR	13 / 4.1	6.2	5.0	7.6	230 / 12.3	14.9	10.6	15 / 290	KBAT-F
9	KCRS-F	AC	12 / 3.8	2.0	3.7	3.2	245 / 13.1	4.2	11.3	15 / 309	KCRS-F
	KMRK-F	SP	12 / 3.8	5.9	8.7	4.4	193 / 10.3	10.8	14.6	21 / 334	KMRK-F
	KMCM-F	O	12 / 3.8	5.6	5.7	6.0	243 / 12.9	12.0	14.9	14 / 290	KMCM-F

12+ FM Share (Metro): 89.79 % (255 of 284) (Fall 96: 87.18 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCHX-F >	1 KCHX-F	1 KODM-F	1 KGEE-F	1 KODM-F >	1 KGEE-F	1 KGEE-F	1 KGEE-F <	1 KODM-F <	1 KCHX-F >>	1 KCHX-F
2 KODM-F	KODM-F	2 KGEE-F	2 KKJW-F <	2 KCHX-F <	2 KODM-F	2 KCHX-F	2 KODM-F	2 KCHX-F	2 KQLM-F	2 KGEE-F
3 KGEE-F	3 KGEE-F	3 KNFM-F <	3 KODM-F	3 KGEE-F	3 KMND	3 KODM-F	3 KNFM-F	3 KGEE-F <	KGEE-F	3 KODM-F <
KBAT-F	4 KNFM-F	4 KCHX-F >	4 KNFM-F	4 KNFM-F >>	4 KKJW-F	4 KNFM-F	4 KCHX-F <	4 KNFM-F	4 KODM-F	4 KKJW-F <
5 KQLM-F	5 KQLM-F	5 KMCM-F	5 KMND <	5 KMCM-F	5 KCDQ-F	5 KKJW-F <	5 KKJW-F	5 KKJW-F >	5 KNFM-F	5 KQLM-F
6 KNFM-F	6 KKJW-F	KKJW-F	6 KMCM-F	KQLM-F	KNFM-F	6 KQLM-F >	6 KMND	6 KQLM-F		6 KNFM-F
	KBAT-F				KBAT-F					

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCDQ-F	AOR	102.1	Monahans	3.2	7.8	16	226
KCRS	N	550	Midland	1.0	5.6	6	157
KIOL-F	SAC	104.7	Lamesa	1.6	6.9	12	221
KKKK-F	REL	99.1	Odessa	1.6	5.4	6	111
KOZA	SP	1230	Odessa	3.2	4.9	12	103
KCRX-F	AOR-NR	95.1	Midland	2.2	9.5	10	209
KRIL	N/T	1410	Odessa	0.3	1.6	1	29
KXXL-F	SP	101.3	Crane	1.3	3.9	8	151

AM Stations

KMND	1510	2.4 kw (Days)	Standards/Talk	ABC	Katz	Cumulus, pend.
KOZA	1230	1 kw	Hispanic		--	

FM Stations

KEAT	93.3	100 kw @ 500	AOR		Eastman	Cumulus, pend.
KCDQ	102.1	100 kw @ 977	AOR	ABC	Christal	Champion Monahans
KCHX	106.7	100 kw @ 679	CHR	Westwd	--	Champion
KCRS	103.3	100 kw @ 920	AC		Mc-Guild	Mayes
KGEE	99.9	98.4 kw @ 574	Country	ABC	Katz	Cumulus, pend. Monahans
KKJW	105.9	32 kw @ 440	Classic Country		--	Stanton
KMCM	96.9	100 kw @ 500	Oldies	ABC	--	
KMRK	96.1	50 kw @ 492	Hispanic		--	Champion
KNFM	92.3	100 kw @ 984	Country	ABC	Katz	Cumulus, pend.
KODM	97.9	100 kw @ 361	AC		D&R	Cumulus, pend.
KQLM	107.9	100 kw @ 846	Hispanic		--	

Notes: 1/98 KKKK-F changed from Religion (Teaching) to Contemp. Christian as KLVW-F . . . 1/98 KXXL-F dropped Hispanic to change to the Religion (Teaching) format abandoned by KLVW-F; KXXL-F picked up the KKKK-F calls . . . 1/98 KMND/KBAT-F/KGEE-F/KNFM-F/KODM-F sold by New Frontier (Tommy Vascocu) to Cumulus for \$13,500,000

OWENSBORO, KY

Arbltron Rank: 257 Pop (12+) 75,100	Stations: 14 / 6	% Below Line: 41.2
Market TSL In Hours: 18.25	Diaries: 263/286:1/52.9%	% Not Listed: 12.7
Average Person Rating: 13.6	Sample Target: 280	Total Retail Sales: \$0.91 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WBKR-F	29 / 28.5	23.5		31.8		365 / 48.8	43.8		108 / 1381	WBKR-F
2	WSTO-F	18 / 17.7	21.7		15.5		284 / 37.9	40.2		109 / 1745	WSTO-F
3	WIKY-F	7 / 6.9	5.4		6.4		97 / 13.0	12.9		80 / 1089	WIKY-F
4	WKDQ-F	6 / 5.9	5.4		6.4		115 / 15.3	14.2		75 / 1156	WKDQ-F
	WBIO-F	6 / 5.9	9.0		8.2		107 / 14.2	15.5		7 / 145	WBIO-F
6	WQXQ-F	4 / 3.9	4.5		4.5		85 / 11.4	12.9		17 / 349	WQXQ-F
7	WJPS-F	3 / 2.9	1.8		1.8		53 / 7.1	5.8		35 / 496	WJPS-F
	WOMI	3 / 2.9	2.7		2.7		62 / 8.2	7.3		4 / 65	WOMI
	WKTG-F	3 / 2.9	4.5		2.7		87 / 8.9	13.3		13 / 243	WKTG-F
	WGBF-F	3 / 2.9	2.7		4.5		101 / 13.4	9.1		39 / 719	WGBF-F

12+ FM Share (Metro): 94.38 % (84 of 89) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSTO-F	1 WBKR-F	1 WBKR-F >	1 WBKR-F >>	1 WSTO-F	1 WBKR-F >>	1 WBKR-F >	1 WBKR-F >>	1 WBKR-F >>	1 WSTO-F	1 WBKR-F >>
WBKR-F >>	2 WSTO-F >>	2 WSTO-F >>	2 WSTO-F >>	2 WBKR-F >>	2 WSTO-F	2 WSTO-F >>	2 WSTO-F >>	2 WSTO-F >>	WBKR-F >>	2 WSTO-F >>
3 WIKY-F	3 WKDQ-F	3 WKDQ-F	3 WKDQ-F	3 WIKY-F	3 WKDQ-F >>	3 WIKY-F >	3 WIKY-F	3 WKDQ-F	3 WGBF-F >	3 WKDQ-F
WGBF-F >	WIKY-F	WBIO-F	WIKY-F	WBIO-F >>		4 WGBF-F	4 WOMI	WIKY-F	4 WKDQ-F	4 WBIO-F >
	WBIO-F	5 WIKY-F	WBIO-F			WBIO-F <		5 WBIO-F	WKTG-F >>	
						6 WKDQ-F >				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WVJS	ST	1420	Owensboro	2.0	9.4	3 87	WLME-F	O	102.9	Cannelton, IN	2.0	3.8	11 125
							WXCM-F	AOR-NR	97.1	Hawesville, KY	2.0	6.3	9 196
							WYNG-F	C	105.3	Evansville, IN	1.0	4.6	32 462

AM Stations

WOMI	1490	0.83 kw	News/Talk	Westwd, BNN	Banner	Brill
WVJS	1420	5 kw/1 kw (DA-2)	Standards	ABC	Banner	Brill

FM Stations

WBIO	94.7	3 kw @ 328	Classic Country	ABC	—	Cromwell	Philpot
WBKR	92.5	91.4 kw @ 1049	Country		Banner	Brill	
WKTG	93.9	50 kw @ 328	Classic Rock	Westwd	—		Madisonville, KY
WQXQ	101.9	100 kw @ 669	AC/CHR	ABC	—		Central City, KY

Notes: Other ranked stations – See Evansville in the Fall 1997 American Radio . . . This is Owensboro's first Fall Arbitron

PALM SPRINGS, CA

ArcItron Rank: 150	Pop (12+): 242,100	Stations: 21 / 17	% Below Line: 2.8
Market TSL In Hours: 21.75		Diaries: 631/384:1/56.4%	% Not Listed: 13.5
Average Person Rating: 16.2		Sample Target: 620	Total Retail Sales: \$2.85 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	KPSI-F	CHR	45 / 11.5	13.8	14.6	14.7	732 / 30.2	31.6	37.5	KPSI-F
2	KWXY-AF	EZ	44 / 11.2	10.7	13.7	12.7	344 / 14.2	14.0	15.6	KWXY-AF
3	KUNA-F	SP	30 / 7.8	6.7	6.0	6.2	293 / 12.1	11.9	11.2	KUNA-F
4	KEZN-F	SAC	29 / 7.4	4.8	9.8	6.7	356 / 14.7	11.2	17.8	KEZN-F
5	KPLM-F	C	27 / 8.9	7.2	6.7	7.2	258 / 10.7	11.7	13.9	KPLM-F
6	KCLB-F	AOR	26 / 6.6	4.5	5.3	4.5	339 / 14.0	10.4	13.3	KCLB-F
	KDES-F	O	26 / 6.6	6.0	7.2	7.7	366 / 15.1	18.3	20.5	KDES-F
8	KLOB-F	SP	25 / 6.4	9.3	7.7	6.7	285 / 11.8	14.8	16.3	KLOB-F
9	KJJZ-F	J	16 / 4.1	3.6	1.4	2.0	199 / 8.2	9.1	8.2	KJJZ-F
10	KCMJ-F	CL AOR	14 / 3.6	3.6	4.6	4.2	260 / 10.7	10.2	14.3	KCMJ-F
11	KPSI	T	11 / 2.8	3.1	2.6	2.7	146 / 6.0	6.7	6.2	KPSI
12	KCLB	SP	10 / 2.6	3.1	1.9	2.0	160 / 6.2	5.4	5.1	KCLB

12+ FM Share (Metro): 85.29 % (290 of 340) (Fall 96: 88.39 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPSI-F	1 KPSI-F	1 KEZN-F	1 KWXY-AF >>	1 KEZN-F >	1 KCLB-F	1 KWXY-AF	1 KPSI-F <	1 KPSI-F >	1 KPSI-F >	1 KWXY-AF
2 KCLB-F	2 KCLB-F	2 KUNA-F <	2 KPLM-F	2 KPSI-F <	KCMJ-F	2 KPSI-F	2 KEZN-F <	2 KWXY-AF	2 KWXY-AF	2 KPSI-F
3 KEZN-F	KUNA-F	3 KCLB-F <	3 KDES-F	3 KPLM-F <	KDES-F	3 KUNA-F <	3 KWXY-AF	3 KEZN-F <	3 KLOB-F	3 KLOB-F
4 KUNA-F	4 KEZN-F	4 KPLM-F <	KEZN-F <	4 KCLB-F	KUNA-F	4 KCLB-F	4 KDES-F <	4 KPLM-F	4 KUNA-F <	KPLM-F
5 KLOB-F >	5 KPLM-F <	5 KPSI-F <	5 KJJZ-F <	KUNA-F	5 KPSI-F	5 KEZN-F	5 KCLB-F <	5 KLOB-F	5 KJJZ-F >	5 KUNA-F <
6 KCMJ-F	6 KDES-F <	6 KDES-F	6 KUNA-F	6 KDES-F	KJJZ-F	KPLM-F	6 KUNA-F <	KDES-F <		6 KDES-F
	7 KLOB-F	7 KJJZ-F <			KLOB-F	7 KCLB	7 KPLM-F	7 KUNA-F		KEZN-F
					KPLM-F	KDES-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCMJ	ST	1140	Palm Springs 1.5 4.5
KNWZ	N/T	1270	Thousand Palms 2.3 6.1
KPSL	T	1010	Thousand Palms 1.3 4.8
KSES-F	AC/CHR	106.9	Yucca Valley 1.5 6.6

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFI	T	640	Los Angeles 1.0 3.6
KFRG-F	C	95.1	San Bernardino 0.5 2.4
KLOS-F	AOR	95.5	Los Angeles 0.5 2.2
KSSE-F	SP	97.5	San Bernardino 0.8 2.0

AM Stations

KCLB	970	5 kw/1 kw (DA-N)	Hispanic	Katz	Morris, pend.	Coachella
KPSI	1450	1 kw	Talk	ABC	Christal	KDES-AF/KPSI-F
KWXY	1340	1 kw	See KWXY-F			Cathedral City

FM Stations

KCLB	93.7	26.5 kw @ 640	AOR	Katz	Morris, pend.	Coachella
KCMJ	92.7	6 kw @ 328	Classic AOR	Mc-Guild	Morris, pend.	Indio
KDES	104.7	42 kw @ 540	Oldies	Christal	KPSI-AF/KDES	
KEZN	103.1	1.9 kw @ 590	Soft AC	Westwd	Allied	ARS/CBS Palm Desert
KJJZ	102.3	0.66 kw @ 587	Jazz	Katz	KPLM-F	Indio
KLOB	94.7	1.8 kw @ 607	Hispanic	Lotus		Thousand Palms
KPLM	106.1	50 kw @ 392	Country	AP	Katz	KJJZ-F
KPSI	100.5	25 kw @ 174	CHR	Christal	KDES-AF/KPSI	
KUNA	96.7	0.65 kw @ 577	Hispanic	CNN	—	News-Press/Gazette La Quinta
KWXY	98.5	50 kw @ 500	Easy Listening	Banner		Cathedral City

Notes: There is no TSA for the market . . . 10/97 KEZN-F sold to American Radio Systems for \$5,100,000 . . . 11/97 KPSL (1010; Thousand Palms) sold to Morris for \$550,000 . . . 11/97 KCMJ-AF sold to Morris for \$4,500,000 . . . 11/97 KCLB-AF sold to Morris for \$7,000,000 . . . 11/97 KNWZ/KSES-F sold to Morris for \$2,250,000 (All Morris purchases brokered by Media Svcs.) . . . 1/98 KNWZ (1270) changed from News/Talk to Sports; KPSL (1010) added some of the programs dropped by KNWZ; KCMJ-F changed from Classic AOR to Dance CHR (CHR/U)

PANAMA CITY, FL

Arbitron Rank: 226	Pop (12+): 122,800	Stations: 17 / 15	% Below Line: 3.5
Market TSL In Hours: 18.25		Diaries: 367/335:1/55.1%	% Not Listed: 18.8
Average Person Rating: 13.8		Sample Target: 330	Total Retail Sales: \$1.59 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	
1	WPAP-F	C	27 / 16.9	21.9		10.1	368 / 29.2	34.2		68 / 884	WPAP-F
2	WFSY-F	AC	22 / 13.0	10.2		6.4	280 / 22.8	21.3		36 / 535	WFSY-F
3	WILN-F	CHR	21 / 12.4	9.1		14.4	346 / 28.2	28.0		23 / 430	WILN-F
4	WRBA-F	CL AOR	11 / 8.5	7.5		10.6	158 / 12.9	16.2		12 / 199	WRBA-F
5	WAKT-F	C	9 / 5.3	8.6		9.6	142 / 11.6	16.9		12 / 187	WAKT-F
6	WPBH-F	O	8 / 4.7	4.3		2.7	112 / 9.1	11.5		11 / 187	WPBH-F
7	WYOO-F	N/T	7 / 4.1	5.3		4.8	127 / 10.4	11.8		8 / 145	WYOO-F
8	WYYX-F	AOR	6 / 3.5	3.2		0.5	124 / 10.1	8.9		22 / 368	WYYX-F
	WEBZ-F	See Notes	6 / 3.5	5.3		10.6	82 / 8.6	11.2		7 / 149	WEBZ-F
10	WDRK-F	AOR	4 / 2.4	3.7		10.6	126 / 10.2	8.5		11 / 244	WDRK-F

12+ FM Share (Metro): 97.10 % (134 of 138) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFSY-F	1 WFSY-F <	1 WFSY-F	1 WPAP-F >	1 WFSY-F >	1 WPAP-F	1 WPAP-F	1 WFSY-F <	1 WFSY-F	1 WILN-F	1 WPAP-F >
WILN-F	2 WPAP-F <	2 WPAP-F	2 WFSY-F >>	2 WILN-F	2 WILN-F	2 WFSY-F <	2 WPAP-F	2 WPAP-F	2 WPAP-F >>	2 WILN-F >
3 WPAP-F >	3 WILN-F	WILN-F	3 WILN-F	3 WPAP-F	WRBA-F	3 WILN-F >	3 WILN-F	WILN-F >	3 WFSY-F	3 WFSY-F >
4 WRBA-F	4 WRBA-F >>	4 WRBA-F >	WPBH-F	4 WRBA-F	4 WFSY-F >	4 WYYX-F	4 WRBA-F >	4 WAKT-F	WPBH-F	4 WEBZ-F
5 WYYX-F	5 WAKT-F	5 WAKT-F	WRBA-F	5 WPBH-F >	5 WAKT-F	WRBA-F	5 WAKT-F	5 WPBH-F	WYYX-F	WPBH-F
WAKT-F >	WPBH-F	WPBH-F >	6 WYOO-F	6 WPBH-F	6 WPBH-F	6 WAKT-F	6 WPBH-F	WRBA-F	6 WRBA-F	WRBA-F
			WAKT-F	WYOO-F	WDJR-F >		WYOO-F	WYOO-F	WAKT-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDIZ	ST	590	Panama City	1.2	3.9	2	53
WLTG	N/T	1430	Panama City	1.2	4.3	4	96
WMXP-F	CHR	103.5	Callaway	1.2	6.5	4	127
WPCF-F	REL	100.1	Panama City Bch.	1.8	5.0	4	87
WSHF-F	AC/CHR	99.3	Mexico Beach	1.2	4.4	3	66

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDJR-F	C	96.9	Enterprise, AL	1.8	3.8	36	356
WMXZ-F	CHR	103.1	De Funiak Spgs.	1.8	4.5	7	107

FM Stations

WAKT	105.1	50 kw @ 377	Country	Westwd	Christal	Root	Panama City Beach
WDRK	107.9	100 kw @ 781	AOR		—	Root	
WEBZ	93.5	14.5 kw @ 669	See Notes	ABC	Mc-Guild		Port St. Joe
WFSY	98.5	100 kw @ 1056	AC	Westwd	Mc-Guild	Clear Channel	
WILN	105.9	50 kw @ 394	CHR		Eastman	Empire	
WPAP	92.5	100 kw @ 1338	Country	Westwd	Mc-Guild	Clear Channel	
WPBH	94.5	100 kw @ 991	Oldies	Westwd	Mc-Guild	Clear Channel	Parker
WRBA	95.9	50 kw @ 492	Classic AOR	Westwd	Christal	Root	Springfield
WYOO	101.1	5.2 kw @ 236	News/Talk	Westwd, CNN, TARN	—	Styles	Springfield
WYYX	97.7	91.66 kw @ 830	AOR		Eastman		Bonifay

Notes: This is Panama City's first Fall Arbitron . . . 11/97 WEBZ-F changed from Standards (partially simulcasting WDIZ) to Jones Radio Networks' Classic AOR (in the middle of the survey) . . . 12/97 The WDRK calls & format moved from 103.5 to 107.9; the 103.5 changed to CHR as WMXP-F ("Mix 103")

PARKERSBURG-MARIETTA, WV-OH

Arbitron Rank: 220	Pop (12+): 127,600	Stations: 15 / 12	% Below Line: 1.7
Market TSL in Hours: 18.50		Diarles: 534/239:1/58.9%	% Not Listed: 16.7
Average Person Rating: 13.6		Sample Target: 520	Total Retail Sales: \$1.46 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WNUS-F	27 / 15.6	16.3		18.4		402 / 31.5	28.2		29 / 467	WNUS-F
2	WRZZ-F	21 / 12.0	11.9		6.7		272 / 21.3	18.8		23 / 324	WRZZ-F
3	WXIL-F	18 / 10.3	15.7		20.1		336 / 26.3	32.3		31 / 597	WXIL-F
4	WXKX-F	17 / 9.8	10.9		11.7		349 / 27.4	24.8		30 / 518	WXKX-F
	WDMX-F	17 / 9.8	10.3		8.9		230 / 18.0	20.9		20 / 298	WDMX-F
6	WHCM-F	12 / 6.9	4.3		3.4		184 / 14.4	11.8		25 / 360	WHCM-F
7	WURN-F	10 / 5.7	4.9		4.5		169 / 12.4	13.1		14 / 225	WURN-F
8	WKYG	6 / 3.4	2.7		3.4		105 / 8.2	13.1		6 / 116	WKYG
	WADC	6 / 3.4	6.5		2.8		148 / 11.6	9.8		9 / 167	WADC
10	WLTP	4 / 2.3	2.7		2.8		80 / 6.3	4.1		4 / 80	WLTP

12+ FM Share (Metro): 85.52 % (124 of 145) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXIL-F	1 WRZZ-F	1 WRZZ-F	1 WDMX-F	1 WXIL-F	1 WRZZ-F >>	1 WRZZ-F <	1 WNUS-F <	1 WNUS-F	1 WNUS-F >	1 WNUS-F >
WNUS-F	2 WNUS-F	2 WDMX-F	2 WNUS-F <	WNUS-F	2 WDMX-F	2 WNUS-F >	2 WRZZ-F	2 WXIL-F <	2 WXIL-F	2 WXIL-F
3 WRZZ-F >>	3 WXIL-F	3 WNUS-F	3 WRZZ-F <	WDMX-F	3 WHCM-F	3 WXIL-F	3 WXKX-F	3 WRZZ-F	3 WXKX-F	3 WXKX-F
4 WXXX-F	4 WDMX-F	4 WXIL-F	4 WXKX-F	4 WURN-F	4 WXXX-F	WDMX-F	WDMX-F <	WDMX-F	4 WRZZ-F	4 WDMX-F <
WHCM-F	5 WXKX-F	5 WXKX-F	5 WHCM-F	5 WXXX-F	WNUS-F >	5 WXXX-F <	5 WHCM-F	5 WXKX-F	5 WDMX-F	5 WRZZ-F
	6 WHCM-F	WHCM-F	6 WURN-F	WRZZ-F	6 WXIL-F >>	6 WHCM-F >	6 WXIL-F	6 WHCM-F	6 WKYG >	6 WADC
		7 WURN-F >>				7 WURN-F	7 WURN-F >>	7 WURN-F >>		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WMOA	AC	1490	Marietta	1.1	4.1	2	54	WMGG-F	CLAOR	101.5	Gallipolis, OH	0.6	2.6	9	167
WYLI	CHR	910	Marietta	1.1	5.3	2	67	WRRR-F	AC	93.9	St. Marys, WV	0.6	3.6	4	117
								WVWV	REL	630	St. Marys, WV	0.6	1.6	1	20

AM Stations

WADC	1050	5 kw @ 144 kw	Standards	CBS, Westwd	Regional	WHCM-F
WKYG	1230	1 kw	Talk	ABC, Tiknt, Westwd	Mc-Guild	Burbach
WLTP	1450	1 kw	Talk	SBUSA, TARN, USA	Regional	WDMX-F/WNUS-F

FM Stations

WDMX	100.1	1.65 kw @ 438	Oldies	ABC	K&P	WLTP/WNUS-F	Vienna, WV
WHCM	99.1	11.4 kw @ 485	Country	Westwd, CBS	Regional	WADC	
WNUS	107.1	4.7 kw @ 351	Country		Regional	WLTP/WDMX-F	Belpra, OH
WRZZ	106.1	3 kw @ 469	Classic AOR	Westwd	Regional		Elizabeth, WV
WURN	102.1	11 kw @ 492	Soft AC	Westwd	Regional		Marietta
WXIL	95.1	50 kw @ 500	CHR/AC		Katz	Burbach	
WXKX	103.1	2.2 kw @ 556	Country	ABC	Mc-Guild	Burbach	

Notes: This is Parkersburg-Marietta's first Fall Arbitron . . . WXIL-F reclassified from CHR to CHR/AC and WRZZ-F reclassified from AOR/Classic AOR to Classic AOR based on market visit during survey period

POUGHKEEPSIE, NY

Arbitron Rank: 157	Pop (12+): 220,000	Stations: 23 / 12	% Below Line: 24.2
Market TSL In Hours: 19.50		Diaries: 451/488:1/55.3%	% Not Listed: 20.6
Average Person Rating: 14.5		Sample Target: 440	Total Retail Sales: \$2.19 Bil.

12+ Metro	Format	Fail 97 1/4 Share	Spg 97	Fail 96	Spg 96	Fail 95	12+ Metro Cume / Rtg	Spg 97	Fail 96	12+ TSA AQH / Cume	
1	WSPK-F	27 / 8.4	7.9		6.5		587 / 25.8	25.4		85 / 1599	WSPK-F
	WPDH-F	27 / 8.4	10.6		12.0		527 / 23.9	25.1		104 / 1703	WPDH-F
3	WCZX-F	24 / 7.5	5.7		5.5		372 / 18.9	19.1		67 / 862	WCZX-F
4	WRWD-F	23 / 7.2	9.5		9.9		309 / 14.0	16.6		61 / 746	WRWD-F
5	WBWZ-F	17 / 5.3	3.8		2.9		311 / 14.1	13.9		25 / 522	WBWZ-F
6	WRNQ-F	18 / 5.0	4.3		4.4		239 / 10.9	14.9		18 / 356	WRNQ-F
7	WEOK	15 / 4.7	4.6		3.7		182 / 8.3	8.9		15 / 197	WEOK
8	WRRV-F	AOR-NR	14 / 4.4	2.2	0.8		248 / 11.2	6.8		62 / 991	WRRV-F
	WABC	T	14 / 4.4	2.7	1.6		185 / 7.5	6.3		28 / 448	WABC
10	WBPM-F	CHR	12 / 3.8	3.8	1.6		198 / 8.0	8.2		18 / 418	WBPM-F
	WHUD-F	SAC	12 / 3.8	3.3	4.7		240 / 10.9	12.5		69 / 822	WHUD-F

12+ FM Share (Metro): 81.75 % (206 of 252) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSPK-F >	1 WPDH-F	1 WPDH-F	1 WCZX-F	1 WBWZ-F	1 WPDH-F >	1 WCZX-F	1 WSPK-F <	1 WSPK-F <	1 WSPK-F	1 WRWD-F
2 WRRV-F	2 WSPK-F	2 WCZX-F	2 WPDH-F <	WCZX-F	2 WFAN	2 WSPK-F	2 WPDH-F	2 WPDH-F	2 WPDH-F	WCZX-F <
WPDH-F	3 WBWZ-F	3 WSPK-F <	3 WRWD-F	WRNQ-F	3 WCZX-F	WPDH-F	3 WBWZ-F	3 WRWD-F <	3 WRWD-F <	WBPM-F
4 WBWZ-F	WRWD-F	4 WBWZ-F	4 WEOK	4 WRWD-F	4 WSPK-F	4 WRWD-F	WRWD-F <	4 WCZX-F	4 WRRV-F	4 WSPK-F
5 WRWD-F	5 WRNQ-F	WRNQ-F	5 WABC <	5 WSPK-F	5 WBPM-F >	5 WBWZ-F <	5 WRNQ-F	5 WBWZ-F	5 WBWZ-F	5 WEOK
	WRRV-F	6 WRWD-F	6 WRNQ-F <	6 WPDH-F		6 WHUD-F <	WABC		WRNQ-F	
	WCZX-F		7 WHUD-F			7 WRNQ-F	7 WCZX-F			
						WEOK				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDST-F AOR-NR 100.1 Woodstock	1.9	5.4	14 356
WKIP T 1450 Poughkeepsie	0.6	2.3	2 76
WRRB-F AOR-NR 96.9 Arington	2.5	9.5	14 400

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCBS N 880 New York	1.6	8.4	20 570
WCBS-F O 101.1 New York	1.6	3.6	13 293
WFAN SPRTS 660 New York	3.1	8.8	28 545
WGNA-F C 107.7 Albany	1.3	2.2	4 91
WHTZ-F CHR 100.3 Newark, NJ	1.3	3.1	16 316
WRKI-F AOR 95.1 Brookfield, CT	1.3	4.2	4 99
WRKS-F B/AC 98.7 New York	0.9	3.5	14 202
WXRX-F T/NR 92.3 New York	0.6	3.0	6 197

AM Stations

WEOK	1390	5 kw/0.106 kw (DA-2)	Standards	CNN, Westwd	Katz	Rob Dyson
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FM Stations

WBPM	94.3	1.11 kw @ 554	CHR		---	Rob Dyson	Kingston	
WBWZ	93.3	0.35 kw @ 948	AC		---	Mike Schwartz	New Paltz	
WCZX	97.7	0.3 kw @ 1030	Oldies			Katz	Rob Dyson	Hyde Park
WPDH	101.5	4.4 kw @ 1540	Classic AOR	ABC		Katz	Rob Dyson	
WRNQ	92.1	2.15 kw @ 384	Soft AC	Westwd		Christal	WKIP	
WRWD	107.3	0.33 kw @ 968	Country		---	Mike Schwartz	Highland	
WSPK	104.7	7.4 kw @ 1250	CHR	ABC		Christal	Albany	

Notes: WRRV-F – See Newburgh-Middletown in this book . . . WABC – See New York in the Fall 1997 American Radio . . . This is Poughkeepsie's first Fall Arbitron . . . 1/98 WTND-F (96.1; Poughkeepsie) sold to Straus for \$325,000

RAPID CITY, SD

Arbitron Rank: 250	Pop (12+): 87,500	Stations: 13 / 13	% Below Line: 0.0
Market TSL In Hours: 20.00		Diaris: 326/268:1/65.5%	% Not Listed: 15.2
Average Person Rating: 14.3		Sample Target: 290	Total Retail Sales: \$1.34 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KOUT-F	16 / 12.8	15.6		13.9		199 / 22.7	25.8		17 / 267	KOUT-F
2	KKMK-F	13 / 10.4	8.9		13.1		176 / 20.0	21.7		14 / 193	KKMK-F
3	KFXS-F	AOR/CL	12 / 9.8	10.4	13.1		132 / 15.0	24.6		12 / 142	KFXS-F
4	KRCS-F	CHR	10 / 8.0	8.9	1.5		194 / 22.2	21.8		14 / 292	KRCS-F
5	KSQY-F	AOR	9 / 7.2	6.7	8.0		166 / 17.8	19.0		13 / 212	KSQY-F
	KIQK-F	C	9 / 7.2	8.9	3.6		131 / 14.9	17.5		12 / 193	KIQK-F
	KDDX-F	AOR	9 / 7.2	3.7	5.1		107 / 12.3	8.9		21 / 219	KDDX-F
8	KOTA	T	8 / 6.4	8.2	7.3		113 / 12.9	20.4		10 / 145	KOTA
9	KKLS	O	6 / 4.8	6.7	2.9		92 / 10.5	14.7		7 / 147	KKLS

12+ FM Share (Metro): 77.36 % (82 of 106) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSQY-F	1 KKMK-F <	1 KOUT-F <	1 KOUT-F	1 KKMK-F >	1 KOUT-F	1 KOUT-F <	1 KKMK-F <	1 KOUT-F	1 KRCS-F	1 KOUT-F
2 KFXS-F	2 KOUT-F	2 KKMK-F	2 KOTA	2 KOUT-F >>	KFXS-F	2 KKMK-F <	2 KOUT-F	2 KFXS-F <	KOUT-F	2 KRCS-F
3 KKMK-F	KFXS-F	3 KFXS-F	KKMK-F	3 KFXS-F >	3 KSQY-F	3 KDDX-F	3 KSQY-F	3 KKMK-F	3 KIQK-F	3 KIQK-F
4 KRCS-F	4 KSQY-F	4 KDDX-F	4 KIQK-F	4 KRCS-F	KDDX-F	4 KOTA <	KFXS-F	4 KSQY-F	4 KSLT-F	KFXS-F >
	KOUT-F	5 KDDX-F	5 KSQY-F	KDDX-F	5 KOTA	5 KFXS-F <	5 KOTA	5 KRCS-F	5 KRCS-F	5 KKMK-F
		6 KRCS-F >	6 KRCS-F	6 KFXS-F	KIQK-F	6 KIQK-F <	6 KRCS-F	6 KIQK-F	6 KIQK-F	
			KOTA	KOTA	KDDX-F	7 KSQY-F <	KDDX-F	KDDX-F		
			KIQK-F	KBHB >>	KBHB >>					

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
KBHB	C 810 Sturgis	3.2	3.5	14	104
KIMM	C 1150 Rapid City	1.6	6.7	3	74
KSLT-F	REL 107.3 Spearfish	3.2	5.9	6	93
KTOQ	ST 1340 Rapid City	3.2	9.6	4	92

AM Stations

KKLS	920	5 kw/0.111 kw (DA-2)	Oldies	ABC	Mc-Guild
KOTA	1380	5 kw (DA-N)	Talk	CBS, Westwd	Katz Duhamel

FM Stations

KDDX	101.1	85 kw @ 1817	AOR		Katz	Duhamel	Spearfish
KFXS	100.3	100 kw @ 450	AOR/Classic AOR	ABC	Mc-Guild	Tom Ingstad	
KIQK	104.1	100 kw @ 538	Country		K&P	KTOQ	
KKMK	93.9	100 kw @ 756	AC	CNN	Mc-Guild	Tom Ingstad	
KOUT	98.7	100 kw @ 446	Country		Mc-Guild	Tom Ingstad	
KRCS	93.1	100 kw @ 1060	CHR	Westwd	Mc-Guild	T. Ingstad, pend.	Sturgis
KSQY	95.1	100 kw @ 1707	AOR	Westwd	Roslin		Deadwood

Notes: This is Rapid City's first Fall Arbitron . . . 11/97 KBHB/KRCS-F sold by Chris Dahl to Tom Ingstad for \$1,500,000 . . . 12/97 KKLS sold by Tom Ingstad to his son-in-law for \$150,000

READING, PA

Arbitron Rank: 131	Pop (12+): 298,400	Stations: 31 / 5	% Below Line: 59.1
Market TSL In Hours: 22.50		Diarles: 450/663:1/61.5%	% Not Listed: 11.8
Average Person Rating: 16.8		Sample Target: 440	Total Retail Sales: \$3.2 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WRFY-F	CHR	61 / 12.2	18.6	20.4	16.9	18.8	799 / 26.8	35.7	39.6	WRFY-F
2	WIOV-F	C	49 / 9.8	8.2	6.5	7.9	10.0	519 / 17.4	16.8	15.5	WIOV-F
3	WEEU	FS	43 / 8.6	7.9	10.5	9.8	8.0	618 / 20.7	19.4	21.2	WEEU
4	WYSP-F	T/CL AOR	32 / 8.4	5.0	4.6	3.1	4.9	441 / 14.8	13.1	12.6	WYSP-F
	WRAW	ST	32 / 8.4	2.7	6.3	3.8	6.7	287 / 8.9	6.3	10.6	WRAW
6	WLEV-F	AC	22 / 4.4	5.8	4.2	5.7	4.3	310 / 10.4	12.2	7.2	WLEV-F
7	WWDB-F	T	17 / 3.4	3.1	4.2	3.6	1.8	220 / 7.4	6.5	8.5	WWDB-F
8	WRVV-F	AC/AOR	16 / 3.2	1.7	2.2	2.9	1.4	204 / 6.8	7.8	5.8	WRVV-F
9	WXTU-F	C	13 / 2.6	1.2	2.4	1.2	2.4	186 / 6.2	6.9	7.5	WXTU-F
10	WOGL-F	O	12 / 2.4	4.0	2.2	3.4	3.7	289 / 9.7	9.9	8.7	WOGL-F
	WODE-F	O	12 / 2.4	1.9	1.0	1.5	1.2	184 / 5.5	5.7	3.9	WODE-F

12+ FM Share (Metro): 78.10 % (346 of 443) (Fall 96: 76.61 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRFY-F >	1 WRFY-F >	1 WRFY-F >	1 WEEU <	1 WRFY-F >	1 WRFY-F >	1 WYSP-F	1 WRFY-F >	1 WIOV-F <	1 WRFY-F	1 WRFY-F
2 WYSP-F >	2 WYSP-F	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WYSP-F	2 WRFY-F	2 WIOV-F <	2 WRFY-F >	2 WUSL-F	2 WIOV-F
3 WLEV-F	3 WIOV-F >	3 WYSP-F >	3 WRAW <	3 WLEV-F	3 WIOV-F >	3 WEEU	3 WEEU >	3 WRAW <	3 WRAW <	3 WEEU <
	4 WLEV-F <	4 WRVV-F <	4 WRFY-F >	4 WRVV-F	4 WRVV-F	4 WIOV-F >	4 WRAW	4 WEEU	4 WLEV-F	4 WRAW >
	5 WRVV-F	5 WLEV-F >	5 WWDB-F	5 WBEB-F	WWDB-F	5 WRAW >	5 WLEV-F	WLEV-F	5 WIOV-F	5 WXTU-F
	6 WMGK-F			WOGL-F				6 WRVV-F	WWDB-F <	
	WXTU-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBYN-F	REL	107.5	Boyertown 1.8 4.6
WIOV	N/T	1240	Reading 0.4 3.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 2.2 11.5
WAEB-F	CHR	104.1	Allentown 1.0 4.5
WAVT-F	CHR	101.9	Pottsville 0.4 3.2
WBEB-F	AC	101.1	Philadelphia 2.0 7.5
WIOQ-F	CHR	102.1	Philadelphia 1.8 7.9
WIP	SPRTS	610	Philadelphia 1.8 5.8
WJJZ-F	J	106.1	Philadelphia 1.8 5.0
WLAN-F	CHR	96.9	Lancaster 1.6 7.6
WMGK-F	CL HITS	102.9	Philadelphia 2.0 6.7
WMMR-F	AOR	93.3	Philadelphia 0.6 4.2
WPLY-F	CHR-NR	100.3	Media, PA 0.6 3.7
WQXA-F	AOR-NR	105.7	York 0.8 4.2
WRKZ-F	C	106.7	Hershey 0.8 4.1
WROZ-F	SAC	101.9	Lancaster 1.6 2.7
WUSL-F	B	98.9	Philadelphia 2.2 8.5
WXXM-F	AC/CHR	95.7	Philadelphia 0.6 3.2
WYXR-F	AC/CHR	104.5	Philadelphia 1.6 9.3
WZZO-F	AOR	95.1	Bethlehem 1.2 3.8

AM Stations

WEEU	850	1 kw (DA-N)	Full Service	ABC	Mc-Guild
WIOV	1240	1 kw	News/Talk	ABC, CNN	Banner Brill
WRAW	1340	1 kw	Standards	Westwd	Katz Clear Channel

FM Stations

WBYN	107.5	39.9 kw @ 611	Religion	--	WDAC	Boyertown
WRFY	102.5	19 kw @ 807	CHR	Allied	Clear Channel	

Notes: Other ranked stations - See Allentown or Philadelphia in the Fall 1997 American Radio . . . There is no TSA for the market

REDDING, CA

Arbitron Rank: 213 Pop (12+) 137,000	Stations: 15 / 10	% Below Line: 8.3
Market TSL In Hours: 21.00	Diaries: 423/324:1/53.5%	% Not Listed: 19.2
Average Person Rating: 14.9	Sample Target: 350	Total Retail Sales: \$1.43 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KNCQ-F	C	23 / 11.3	11.2	14.5	13.4	288 / 19.8	19.0	24.3	27 / 369	KNCQ-F
2	KRRX-F	AOR	21 / 10.3	16.3	8.0	5.9	284 / 20.8	23.9	17.7	24 / 339	KRRX-F
	KNNN-F	AC	21 / 10.3	6.5	2.8	7.0	299 / 21.8	13.5	12.6	21 / 317	KNNN-F
4	KQMS	FS/T	19 / 9.3	10.7	17.3	12.3	276 / 20.1	22.3	29.8	19 / 291	KQMS
5	KEWB-F	C	16 / 7.9	6.5	7.0	9.1	211 / 15.4	15.0	15.8	18 / 257	KEWB-F
6	KRDG-F	O	12 / 5.9	8.8	10.3	6.4	195 / 14.2	14.8	16.5	12 / 223	KRDG-F
7	KSHA-F	SAC	11 / 5.4	7.4	6.1	7.5	190 / 13.9	14.6	17.2	14 / 265	KSHA-F
8	KLXR	ST	10 / 4.9				97 / 7.1			10 / 97	KLXR
9	KRQR-F	AOR-P	9 / 4.4	5.6	5.1	8.0	147 / 10.7	16.3	12.6	24 / 270	KRQR-F
	KEGR-F	CL AOR	9 / 4.4	3.7	6.1	9.1	211 / 15.4	14.7	14.7	11 / 295	KEGR-F

12+ FM Share (Metro): 78.05 % (128 of 164) (Fall 96: 75.00 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRRX-F	1 KRRX-F	1 KRRX-F	1 KNCQ-F	1 KSHA-F	1 KRRX-F >>	1 KNCQ-F <	1 KQMS <	1 KNNN-F <	1 KNNN-F >	1 KNNN-F <
2 KNNN-F >	2 KNNN-F	2 KNNN-F <	2 KQMS >	KNNN-F	2 KNCQ-F	2 KQMS >	2 KNCQ-F <	2 KRRX-F <	2 KRQR-F	2 KRRX-F <
3 KRQR-F	3 KNCQ-F <	3 KNCQ-F	3 KLXR	3 KNCQ-F	3 KQMS	3 KRRX-F <	3 KRRX-F >	3 KNCQ-F >	KRRX-F	3 KNCQ-F >
KEWB-F	4 KEWB-F	KEWB-F <	4 KRDG-F	KEWB-F	4 KNNN-F	4 KNNN-F <	4 KNNN-F	4 KRDG-F	KEWB-F	4 KEWB-F
	5 KQMS	5 KQMS	5 KRRX-F	5 KQMS	KEWB-F	5 KEWB-F >	KEWB-F <	KQMS	5 KQMS	5 KRDG-F <
		6 KSHA-F			KEGR-F		6 KLXR <	KEWB-F	KNCQ-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KNRO T 600 Redding	2.5	6.4	5 105

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KALF-F C 95.7 Red Bluff	1.0	5.5	12 255
KCEZ-F CL HITS 100.7 Coming	1.0	2.5	7 122
KGO T 810 San Francisco	1.0	2.3	4 84
KZAP-F CLAOR 96.7 Paradise	1.0	3.3	6 106

AM Stations

KLXR 1230 1 kw	Standards		Regent, pend.
KNRO 600 1 kw (DA-1)	Talk	Westwd, 1-on-1. SRN	Allied Regent, pend.
KQMS 1400 1 kw	Talk	ABC	Christal Regent

FM Stations

KEGR 102.7 5.5 kw @ 1414	Classic AOR	D&R	Capstar, pend.	Red Bluff
KEWB 94.7 4.2 kw @ 1565	Country	D&R	Capstar, pend.	Anderson
KNCQ 97.3 28 kw @ 3569	Country	D&R	Capstar, pend.	
KNNN 99.3 5.28 kw @ 328	AC	Katz	Regent, pend.	Central Valley
KRDG 105.3 9.9 kw @ 1056	Oldies	Eastman	Regent, pend.	Shingletown
KRRX 106.1 100 kw @ 1968	AOR	—	Regent, pend.	Burney
KSHA 104.3 100 kw @ 1560	SAC	Christal	Regent	

Notes: 10/97 KEGR-F/KEWB-F/KNCQ-F sold to Capstar for \$6,175,000 (MVP) ... 10/97 KLXR/KNRO/KNNN-F/KRDG-F/KRRX-F sold by Redwood to Regent for \$1,000,000 + 200,000 shares of Regent stock

ST. CLOUD, MN

Arbitron Rank: 214	Pop (12+): 136,900	Stations: 28 / 14	% Below Line: 20.0
Market TSL In Hours: 21.25		Diaries: 567/241:1/59.5%	% Not Listed: 13.6
Average Person Rating: 16.1		Sample Target: 550	Total Retail Sales: \$2.1 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WWJO-F	C	29 / 13.2	12.9	12.0	15.5	359 / 26.3	33.2	29.5	45 / 649	WWJO-F
2	KCLD-F	CHR	19 / 8.7	8.6	8.0	9.9	369 / 26.9	29.5	29.3	48 / 1038	KCLD-F
3	KZPK-F	C	17 / 7.7	9.9	10.4	6.0	278 / 20.3	22.0	22.0	34 / 433	KZPK-F
4	WHMH-F	AOR	16 / 7.3	6.0	3.2	6.0	180 / 13.2	15.9	12.0	19 / 239	WHMH-F
5	WJON	FS/T	15 / 6.8	6.9	6.8	5.2	247 / 18.0	16.2	17.5	15 / 247	WJON
6	WCCO	FS	11 / 5.0	4.7	6.8	6.9	211 / 15.4	13.1	16.6	52 / 840	WCCO
7	KASM	C/FS	10 / 4.6	6.4	7.2	3.9	98 / 7.0	7.6	9.3	24 / 225	KASM
8	KQRS-F	CL AOR	9 / 4.1	3.0	3.6	4.7	193 / 14.1	16.1	14.4	40 / 486	KQRS-F
	KMXX-F	O	9 / 4.1	3.0	2.0	3.9	132 / 9.6	10.1	7.7	12 / 220	KMXX-F
	KKSR-F	AC	9 / 4.1	2.6	2.8	4.3	128 / 9.4	8.1	8.0	14 / 205	KKSR-F
11	KLZZ-F	AOR	8 / 3.6	4.7	4.8	3.9	203 / 14.8	14.7	13.1	9 / 236	KLZZ-F

12+ FM Share (Metro): 76.32 % (145 of 190) (Fall 96: 71.49 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHMH-F >	1 WHMH-F	1 WWJO-F	1 WWJO-F >	1 WWJO-F >	1 WHMH-F >	1 WWJO-F <	1 WWJO-F >	1 WWJO-F	1 KCLD-F >	1 WWJO-F >
2 KCLD-F	2 WWJO-F <	WHMH-F	2 WJON	2 KQRS-F	2 KQRS-F	2 WJON	2 WHMH-F	2 KCLD-F <	2 KZPK-F	2 KCLD-F
3 KZPK-F	3 KZPK-F <	3 KZPK-F	3 WCCO	3 KZPK-F	3 KLZZ-F	3 KQRS-F	3 KZPK-F	3 KZPK-F	3 WWJO-F >	3 KASM <
WWJO-F >	4 KCLD-F	4 KQRS-F	KASM	4 KCLD-F	KZPK-F	4 KCLD-F	4 KCLD-F	WHMH-F >>	4 WHMH-F	4 KZPK-F <
	5 KLZZ-F	KQRS-F	5 KMXX-F	KMXX-F >	WWJO-F >	5 KZPK-F <	5 WJON	5 WJON	5 WCCO	5 WCCO
	KKSR-F	KMXX-F	KZPK-F >			6 WCCO <	KKSR-F <	KMXX-F		WJON
	KQRS-F	7 KLZZ-F				7 WHMH-F	7 KLZZ-F <	WCCO <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KDDG-F	C	105.5	Albany 1.4 6.1 6 140
KKJM-F	AC/CHR	92.9	St. Joseph 0.9 7.1 2 133
KNSI	T	1450	St. Cloud 1.4 4.5 3 61
KXSS	ST	1390	Waite Park 2.3 5.0 5 69
WVAL	AOR	690	Sauk Rapids 0.5 1.1 1 15

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDWB-F	CHR	101.3	Richfield 0.5 6.1 20 368
KEEY-F	C	102.1	Minneapolis 0.5 3.5 19 366
KIKV-F	C	100.7	Alexandria 0.9 5.1 38 318
KMJZ-F	J	104.1	St. Louis Park 0.5 2.9 5 73
KQQL-F	O	107.9	Anoka 1.8 9.5 17 391
KSTP-F	AC	94.5	St. Paul 1.4 8.5 17 333
KTCZ-F	AOR-P	97.1	Minneapolis 0.9 3.8 5 116
KXXR-F	AOR	93.7	Minneapolis 1.8 7.4 8 221
KZNT-F	AOR-P	105.3	Cambridge 0.5 2.8 2 80
WLTE-F	SAC	102.9	Minneapolis 0.5 1.6 9 113
WQPM-F	C	106.1	Princeton 0.5 2.2 9 115
WRQC-F	AOR	100.3	Minneapolis 1.4 6.6 12 251

AM Stations

KASM	1150	2.1 kw (Days)	Country/Full Svc.	—	StarCom	Albany
WJON	1240	1 kw	Full Service/Talk	ABC, Westwd, CBS	—	KMXX/WWJO

FM Stations

KCLD	104.7	100 kw @ 1000	CHR	O'Mally	Leighton	
KKSR	96.7	15.5 kw @ 909	AC	Westwd	O'Mally	StarCom Sartell
KLZZ	103.7	6 kw @ 328	AOR	—	StarCom	Waite Park
KMXX	94.9	50 kw @ 492	Oldies	ABC	—	WJON/WWJO Cold Spring
KZPK	98.9	47.3 kw @ 499	Country	Westwd	O'Mally	Leighton Payneville
WHMH	101.7	38 kw @ 422	AOR	O'Mally	WVAL	Sauk Rapids
WWJO	98.1	100 kw @ 1000	Country	ABC	—	WJON/KMXX

Notes: Other ranked stations – See Minneapolis-St. Paul in the Fall 1997 American Radio

SAN ANGELO, TX

Arbitron Rank: 254 Pop (12+)	84,300	Stations:	9 / 9	% Below Line:	0.0
Market TSL In Hours:	19.75	Diarles:	486/173:1/52.5%	% Not Listed:	10.1
Average Person Rating:	14.1	Sample Target:	410	Total Retail Sales:	\$0.88 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1 KIXY-F	CHR	22 / 18.4	17.4		18.6		340 / 40.3	37.1		29 / 420	KIXY-F
2 KGKL-F	C	18 / 15.1	19.5		14.7		249 / 29.5	35.1		24 / 342	KGKL-F
3 KELI-F	AC	16 / 13.4	12.3		10.9		203 / 24.0	26.4		18 / 263	KELI-F
4 KWFR-F	AOR/CL	12 / 10.1	10.9		14.7		185 / 22.0	20.7		15 / 219	KWFR-F
KDCD-F	C	12 / 10.1	8.7		9.3		171 / 20.3	16.7		16 / 222	KDCD-F
6 KYZZ-F	SP	8 / 6.7	8.0		4.7		97 / 11.5	14.1		8 / 99	KYZZ-F
KSJT-F	SP	8 / 6.7	4.3		6.2		83 / 9.8	8.8		12 / 110	KSJT-F
8 KKSA	T	6 / 5.0	3.6		4.7		78 / 9.2	8.6		7 / 98	KKSA
9 KGKL	C	5 / 4.2	5.1		5.4		78 / 9.3	11.5		8 / 129	KGKL

12+ FM Share (Metro): 89.72 % (96 of 107) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIXY-F >>	1 KIXY-F	1 KIXY-F	1 KGKL-F >	1 KELI-F	1 KWFR-F	1 KIXY-F	1 KGKL-F	1 KIXY-F <	1 KIXY-F >>	1 KIXY-F >
2 KWFR-F >	2 KELI-F <	KGKL-F	2 KELI-F >	2 KIXY-F	KIXY-F	KGKL-F >	2 KIXY-F <	2 KGKL-F	2 KSJT-F	2 KELI-F
3 KELI-F	3 KWFR-F	3 KELI-F	3 KSJT-F	KGKL-F >	KGKL-F >>	3 KELI-F	3 KELI-F	3 KELI-F	3 KELI-F	KDCD-F
	4 KGKL-F	4 KWFR-F	KDCD-F	4 KSJT-F	4 KKSA	4 KDCD-F	4 KWFR-F	4 KWFR-F	4 KYZZ-F	4 KWFR-F
	5 KDCD-F	5 KDCD-F >		KDCD-F	KDCD-F >	5 KWFR-F	5 KKSA <		KWFR-F	KGKL-F
									KDCD-F >	

AM Stations

KGKL	960	5 kw/1 kw (DA-N)	Classic Country	ABC	Katz
KKSA	1260	1 kw/0.071 kw	Talk	CNN, Westwd	Allied

FM Stations

KDCD	92.9	100 kw @ 729	Country	JRN	—
KELI	98.7	92.6 kw @ 1290	AC	CNN	Banner
KGKL	97.5	100 kw @ 64	Country	ABC	Katz
KIXY	94.7	100 kw @ 357	CHR		Allied
KSJT	107.5	100 kw @ 606	Hispanic		Lotus
KWFR	101.9	100 kw @ 807	AOR/Classic AOR		Allied
KYZZ	100.1	6 kw @ 328	Hispanic		—

Notes: This is San Angelo's first Fall Arbitron

SAN LUIS OBISPO, CA

Arbitron Rank: 167	Pop (12+): 202,600	Stations: 28 / 19	% Below Line: 13.2
Market TSL In Hours: 20.00		Diaries: 673/301:1/54.8%	% Not Listed: 16.9
Average Person Rating: 14.6		Sample Target: 620	Total Retail Sales: \$1.65 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KZOZ-F	27 / 8.2	8.5	8.2	9.4	8.5	387 / 19.1	18.0	18.6	32 / 513	KZOZ-F
2	KSTT-F	21 / 7.1	6.5	7.8	6.8	8.5	380 / 18.8	19.0	17.9	31 / 524	KSTT-F
	KSLY-F	21 / 7.1	7.8	7.8	9.4	8.5	486 / 24.0	22.3	24.3	26 / 633	KSLY-F
4	KKJG-F	18 / 6.1	8.1	6.1	4.7	6.1	283 / 13.0	19.1	11.4	20 / 330	KKJG-F
5	KIQO-F	18 / 5.4	4.9	5.4	6.1	4.8	314 / 15.5	15.2	16.5	18 / 384	KIQO-F
6	KOTR-F	AOR-P	15 / 5.1	2.3	4.4	4.0	173 / 8.6	6.9	7.6	17 / 191	KOTR-F
7	KKJL	ST	10 / 3.4	3.3	2.4	3.2	135 / 6.7	5.9	4.8	11 / 154	KKJL
	KPRL	T	10 / 3.4	2.3	2.4	3.6	125 / 6.2	4.9	5.7	10 / 125	KPRL
9	KVEC	N/T	9 / 3.1	3.9	2.0	5.0	218 / 10.8	10.6	8.4	9 / 222	KVEC
	KGLW	T	9 / 3.1	3.3	3.4	1.8	127 / 6.3	5.1	7.0	9 / 130	KGLW

12+ FM Share (Metro): 75.51 % (185 of 245) (Fall 96: 77.59 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZOZ-F	1 KZOZ-F >	1 KZOZ-F >	1 KZOZ-F	1 KSTT-F	1 KZOZ-F >	1 KSLY-F	1 KZOZ-F	1 KZOZ-F	1 KSLY-F	1 KZOZ-F
2 KSLY-F	2 KSTT-F <	2 KSTT-F <	2 KKJG-F <	KZOZ-F	2 KKJG-F	2 KZOZ-F <	2 KSTT-F	2 KSTT-F	2 KZOZ-F >	2 KSTT-F
3 KSTT-F >	3 KSLY-F	3 KOTR-F	3 KIQO-F	3 KIQO-F	KOTR-F	3 KKJG-F	3 KIQO-F <	3 KSLY-F	3 KSTT-F	KSLY-F <
4 KIQO-F	4 KKJG-F	4 KIQO-F	KKJL	4 KOTR-F	4 KSLY-F	4 KSTT-F	4 KKJG-F <	4 KIQO-F	4 KOTR-F	4 KOTR-F <
5 KKJG-F	5 KOTR-F	KKJG-F <	KOTR-F	5 KOOB-F	5 KIQO-F	5 KPRL <	5 KGLW	KKJG-F	KIQO-F	5 KIQO-F <
6 KOTR-F	KIQO-F >	6 KSLY-F >>	6 KSTT-F	KSLY-F	KSTT-F	6 KVEC	6 KOTR-F <	6 KOTR-F >	6 KKJG-F	6 KKJG-F <
			KGLW	7 KKJG-F >		7 KIQO-F	7 KPRL <			7 KKJL >
			KPRL				8 KSLY-F			

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA		
				Share	Rating	AQH Cume					Share	Rating	AQH Cume		
KBAI	ST	1150	Morro Bay	2.0	3.4	6	70	KHTY-F	CHR	97.5	Santa Barbara	1.0	5.0	12	275
KBZX-F	AC	103.1	Paso Robles	2.4	4.8	7	123	KIDI-F	SP	105.5	Guadalupe	1.4	2.8	18	227
KDDB-F	C	92.5	Paso Robles	2.7	7.8	8	184	KMJ	N/T	580	Fresno	1.0	2.8	4	64
KIXT-F	C	107.3	Grover Beach	1.7	3.1	6	102	KRQK-F	SP	100.3	Lompoc	2.4	3.3	22	245
KKAL	SPRTS	1280	Arroyo Grande	1.7	3.2	5	69	KRUZ-F	AC	103.3	Santa Barbara	2.0	8.8	21	470
KWBR-F	AOR	95.3	Pismo Beach	1.7	3.1	5	82	KSMA	N/T	1240	Santa Maria	0.7	2.1	15	196
KWEZ-F	SAC	106.1	Sta. Margarita	2.7	5.3	11	162	KSNI-F	C	102.5	Santa Maria	1.0	3.2	21	320
KWWV-F	J	99.7	Morro Bay	2.0	6.5	8	173	KUHL	T	1440	Santa Maria	2.0	4.3	16	310
								KXFM-F	O	99.1	Santa Maria	1.7	5.5	25	422

AM Stations

KGLW	1340	1 kw	Talk	ABC, Talknt	—
KKJL	1400	1 kw	Standards	Westwd	Katz
KPRL	1230	1 kw	Talk	ABC, CBS, Westwd	D&R
KVEC	920	1 kw/0.5 kw	News/Talk	ABC, CNN	—
					Paso Robles

FM Stations

KDDB	92.5	4.4 kw @ 1535	Country	Source	D&R	Paso Robles
KIQO	104.5	5.6 kw @ 1410	Oldies	ABC	—	KWEZ-F
KKJG	98.1	3.6 kw @ 1624	Country		D&R	Amer. Gen'l.
KOTR	94.9	25 kw @ 370	Progressive AOR		—	Cambria
KSLY	96.1	5.6 kw @ 1410	CHR		Mc-Guild	Mondosphere
KSTT	101.3	3.4 kw @ 1686	AC		Mc-Guild	Mondosphere
KWBR	95.3	4.2 kw @ 390	AOR		Allied	Pismo Beach
KZOZ	93.3	29.5 kw @ 1470	AOR/Classic AOR	Source	Christal	Amer. Gen'l.

Notes: 1/98 KWBR-F changed from Rock to simulcasting Prog. AOR KOTR-F (M Street Daily notes "The Bear is simulcasting The Otter.") . . . 2/98 KWWV-F changed from Jazz to Dance CHR (CHRU) as "Kiss FM"

SANTA BARBARA, CA

Arbitron Rank: 187 Pop (12+) 172,600	Stations: 24 / 13	% Below Line: 20.4
Market TSL In Hours: 19.75	Diarles: 635/272:1/51.0%	% Not Listed: 14.5
Average Person Rating: 14.8	Sample Target: 580	Total Retail Sales: \$1.7 Bil.

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA		
		1/4	Share								AQH	Cume	
1	KSBL-F	AC	23 / 9.0	9.5	6.8	10.2	5.1	341 / 19.8	15.7	15.1	26 / 391	KSBL-F	
2	KRUZ-F	AC	19 / 7.4	7.4	6.4	3.8	8.7	388 / 22.5	18.7	16.4	46 / 947	KRUZ-F	
3	KMGQ-F	J	18 / 7.0	2.5	4.5	4.9	4.3	193 / 11.2	8.6	12.0	19 / 251	KMGQ-F	
4	KZBN	ST	17 / 6.7	6.6	4.9	6.4	7.1	172 / 10.0	10.0	10.3	17 / 184	KZBN	
5	KTYD-F	AOR	15 / 5.9	5.0	6.0	4.9	6.3	327 / 19.0	18.4	20.1	27 / 532	KTYD-F	
6	KCAQ-F	CHR	14 / 5.5	5.0	3.4	4.5	2.4	219 / 12.7	10.3	10.2	49 / 866	KCAQ-F	
7	KSPE-F	SP	11 / 4.3	4.1	3.0	1.1	0.8	125 / 7.2	8.9	6.6	24 / 264	KSPE-F	
	KQSB	T	11 / 4.3	2.5	2.3	3.4	3.2	140 / 8.1	7.3	6.7	13 / 171	KQSB	
	KDB-F	CL	11 / 4.3	7.0	6.0	6.0	5.1	181 / 10.5	11.3	14.2	14 / 250	KDB-F	
10	KHTY-F	AOR-NR	10 / 3.9	5.0	5.6	6.4	6.7	260 / 15.0	15.8	17.5	24 / 617	KHTY-F	
	KJEE-F	AOR-NR	10 / 3.9	3.7	3.4	2.3	2.8	244 / 14.1	14.9	13.0	11 / 267	KJEE-F	
12	KTMS	N/T	9 / 3.5	5.4	8.3	6.4	6.7	195 / 11.3	13.0	12.8	10 / 265	KTMS	

12+ FM Share (Metro): 72.94 % (159 of 218) (Fall 96: 63.80 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRUZ-F	1 KRUZ-F	1 KSBL-F	1 KZBN <	1 KSBL-F >	1 KTYD-F	1 KSBL-F	1 KSBL-F >	1 KSBL-F <	1 KCAQ-F	1 KRUZ-F <
2 KTYD-F	KSBL-F <	2 KMGQ-F	2 KSBL-F	2 KMGQ-F	2 KSBL-F	2 KTYD-F <	2 KZBN	2 KMGQ-F	2 KRUZ-F	2 KZBN <
3 KSBL-F	3 KTYD-F	3 KRUZ-F	3 KMGQ-F	KRUZ-F >	KRUZ-F	3 KQSB	3 KMGQ-F	3 KRUZ-F <	3 KHTY-F	3 KMGQ-F
KSPE-F	4 KMGQ-F	4 KTYD-F	4 KDB-F	4 KSPE-F >	KMGQ-F >	KRUZ-F	KRUZ-F	4 KCAQ-F	4 KDB-F	KCAQ-F
KJEE-F	5 KSPE-F	5 KSPE-F >	KQSB	5 KTYD-F	5 KSPE-F	5 KTMS <	5 KTYD-F	5 KZBN	KMGQ-F	5 KSBL-F
6 KHTY-F	KJEE-F	6 KJEE-F	6 KTMS	KHAY-F >	KHTY-F	6 KJEE-F <	6 KQSB	6 KTYD-F <	KQSB	6 KTYD-F
KCAQ-F >	7 KHTY-F				KJEE-F	7 KZBN <		7 KSPE-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBKO	SP	1490	Santa Barbara	2.7	6.1	8	127
KIST	O	1340	Santa Barbara	2.0	6.2	6	135

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBBY-F	AC	95.1	Ventura	0.4	2.6	29	508
KFI	T	640	Los Angeles	1.6	4.6	27	437
KHAY-F	C	97.5	Ventura	3.1	7.3	46	576
KKBT-F	B	92.3	Los Angeles	0.4	3.4	13	345
KL0S-F	AOR	95.5	Los Angeles	1.2	5.2	18	430
KLVE-F	SP	107.5	Los Angeles	2.3	4.6	23	358
KNX	N	1070	Los Angeles	2.3	10.2	29	649
KOCP-F	CL AOR	95.9	Camarillo	2.0	6.9	25	426
KPWR-F	CHR/J	105.9	Los Angeles	1.2	4.1	23	505
KRTH-F	O	101.1	Los Angeles	0.4	3.4	28	676

AM Stations

KBKO	1490	1 kw	Hispanic	Caballero	KSPE-F
KIST	1340	0.675 kw	Oldies	ABC	Eastman Jacor
KQSB	990	5 kw/0.5 kw (DA-2)	Talk	Tlkn, CNN, Westwd	Katz Jacor
KTMS	1250	2.5 kw/1 kw (DA-1)	News/Talk	ABC, CBS, CNN	Mc-Guild Engles
KZBN	1290	0.5 kw/0.12 kw	Standards	Westwd	Katz

FM Stations

KDB	93.7	12.5 kw @ 870	Classical	Allied	
KHTY	97.5	17.5 kw @ 2919	New Rock	ABC	Eastman Engles
KJEE	92.9	0.82 kw @ 686	AC-New Rock	Sentry	Montecito
KMGQ	106.3	0.36 kw @ 827	Jazz	Eastman Engles	Goleta
KRUZ	103.3	105 kw @ 2980	AC	Mc-Guild Grafman	
KSBL	101.7	0.31 kw @ 810	AC	Westwd	Katz Jacor
KSPE	94.5	0.88 kw @ 2954	Hispanic	Caballero	KBKO Eitwood
KTYD	99.9	34 kw @ 1279	AOR	Katz Jacor	

Notes: KCAQ-F – See Oxnard-Ventura in the Fall 1997 American Radio ... 7/97 KMGQ-F changed from AC/CHR to Jazz ... 2/98 Jacor's KLDZ-F (107.7) came on the air with an Oldies format ... 2/98 KIST changed from Oldies to simulcasting KLDZ-F as KLDZ

SANTA FE, NM

Arbitron Rank: 233 Pop (12+) 117,200	Stations: 27 / 8	% Below Line: 62.6
Market TSL In Hours: 21.50	Diaries: 460/255:1/47.9%	% Not Listed: 19.5
Average Person Rating: 16.6	Sample Target: 420	Total Retail Sales: \$1.65 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KRST-F	C	14 / 7.2	4.3		4.8	140 / 12.0	10.1		133 / 1668	KRST-F
2	KKSS-F	CHR	13 / 6.7	7.6		8.0	207 / 17.8	19.8		74 / 1339	KKSS-F
3	KHFM-F	CL	11 / 5.8	7.0		7.4	129 / 11.0	16.4		56 / 742	KHFM-F
4	KKOB	FS	10 / 5.1	4.9		4.3	144 / 12.3	12.2		97 / 1534	KKOB
5	KSWV	SP	9 / 4.8	2.2		4.8	86 / 5.8	4.9		12 / 116	KSWV
	KRZY-F	SP	9 / 4.8	1.1		5.3	106 / 9.0	6.0		20 / 251	KRZY-F
7	KMGA-F	SAC	8 / 4.1	2.7		4.3	132 / 11.3	9.9		45 / 847	KMGA-F
	KLSK-F	CL AOR	8 / 4.1	6.5		3.7	165 / 14.0	17.0		40 / 872	KLSK-F
9	KRZN-F	J	7 / 3.8	2.7		1.1	86 / 7.3	6.5		32 / 462	KRZN-F
10	KBAC-F	AOR-P	8 / 3.1	3.2		2.7	86 / 7.3	9.3		8 / 158	KBAC-F
	KZRR-F	AOR	8 / 3.1	3.2		2.7	99 / 8.4	12.9		58 / 945	KZRR-F
	KTBL-F	C	8 / 3.1	3.2		1.6	109 / 9.3	6.3		51 / 920	KTBL-F
	KPEK-F	AOR-P	8 / 3.1	3.8		1.6	146 / 12.3	12.4		53 / 1003	KPEK-F
	KBOM-F	O	8 / 3.1	5.4		3.7	127 / 10.8	16.0		16 / 359	KBOM-F

12+ FM Share (Metro): 82.17 % (129 of 157) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKSS-F >	1 KRST-F	1 KRST-F >	1 KHFM-F	1 KRST-F >	1 KLSK-F	1 KRST-F >	1 KRST-F	1 KRST-F	1 KKSS-F >	1 KHFM-F <
2 KRST-F	2 KKSS-F	2 KSWV	2 KRST-F	2 KSWV	2 KRST-F	2 KKSS-F <	2 KKOB <	2 KHFM-F <	2 KHFM-F	2 KKSS-F <
3 KRZY-F	3 KSWV	KLSK-F	KSWV	KMGA-F	3 KBOM-F	3 KLSK-F	3 KKSS-F	3 KKSS-F <	3 KYLZ-F	3 KRST-F >
KPEK-F	KLSK-F	4 KKSS-F	4 KKOB	4 KKSS-F	KRZY-F	4 KKOB <	4 KHFM-F	4 KRZY-F	KTEG-F	4 KSWV
KZRR-F >	5 KRZY-F	KBAC-F	5 KBOM-F	KRZN-F	5 KKOB	5 KHFM-F	KMGA-F	5 KSWV	KRZY-F	KRZY-F
	KMGA-F	KRZY-F	KBAC-F	KBAC-F	KSFQ-F	KZRR-F	6 KRZY-F <	KBAC-F	KTRC >	6 KKOB
		KRZN-F	KMGA-F	7 KTBL-F	KIOT-F	7 KRZN-F	7 KBAC-F			7 KMGA-F
		KMGA-F	KLSK-F	KPEK-F >	KZRR-F >	KBOM-F	KLSK-F			KSFQ-F
										KTBL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KDCE	SP	950	Espanola 1.5 2.9 10 120
KRSN	T	1490	Los Alamos 0.5 2.5 1 29
KSFQ-F	CL HITS	101.1	White Rock 2.6 8.2 7 141
KTRC	ST	1400	Santa Fe 2.1 7.3 5 97
KVSF	T	1260	Santa Fe 0.5 3.9 1 55

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KABG-F	O	98.5	Los Alamos 1.5 9.3 27 541
KBFG-F	C	95.5	Santa Fe 1.5 7.0 18 370
KIOT-F	CL AOR	102.5	Los Lunas 2.6 12.9 42 914
KKOB-F	AC	770	Albuquerque 2.1 10.7 38 1085
KLVO-F	SP	97.7	Belan 1.0 4.8 19 415
KNKT-F	REL	107.1	Armijo 0.5 2.5 12 236
KTEG-F	AOR-NR	107.9	Albuquerque 2.1 9.4 44 931
KYLZ-F	CHRB	106.3	Los Lunas 1.0 3.7 49 770

AM Stations

KSWV 810 5 kw (Days) Hispanic

FM Stations

KBAC 98.1 96.65 kw @ 1038	Progressive AOR	—	Roberts	Las Vegas
KBOM 106.7 15.5 kw @ 1948	Oldies	Westwd	Roslin	Wilbers
KSFQ 101.1 3 kw @ 52	Classic Hits	Westwd	—	KRSN
				White Rock

Notes: Other ranked stations – See Albuquerque in the Fall 1997 American Radio . . . This is Santa Fe's first Fall Arbitron

SANTA MARIA-LOMPOC, CA

Arbitron Rank: 196 Pop (12+) 160,300	Stations: 23 / 11	% Below Line: 28.6
Market TSL In Hours: 20.50	Diarles: 430/373:1/45.7%	% Not Listed: 20.3
Average Person Rating: 15.0	Sample Target: 410	Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	KXFM-F	O	20 / 8.3	6.5			310 / 19.4	22.8		KXFM-F
2	KSNI-F	C	18 / 7.6	4.9			257 / 16.0	17.0		KSNI-F
3	KRQK-F	SP	15 / 6.2	5.3			177 / 11.0	10.1		KRQK-F
	KRUZ-F	AC	15 / 6.2	5.7			291 / 18.2	20.0		KRUZ-F
	KBOX-F	AC	16 / 6.2	6.9			197 / 12.3	14.6		KBOX-F
6	KIDI-F	SP	14 / 5.8	4.1			170 / 10.6	9.3		KIDI-F
	KSMA	N/T	14 / 5.8	4.1			153 / 9.8	12.7		KSMA
8	KSPE-F	SP	12 / 5.0	3.7			123 / 7.7	4.9		KSPE-F
9	KUHL	N/T	11 / 4.6	7.4			223 / 13.9	16.7		KUHL
10	KSTT-F	AC	10 / 4.1	3.3			144 / 8.0	13.2		KSTT-F

12+ FM Share (Metro): 80.21 % (154 of 192) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ W/knd
1 KIDI-F	1 KXFM-F	1 KXFM-F	1 KXFM-F	1 KXFM-F	1 KBOX-F	1 KXFM-F	1 KXFM-F	1 KXFM-F <	1 KRUZ-F <	1 KRQK-F <
KRQK-F	KRQK-F	2 KBOX-F <	KSMA	2 KSNI-F	2 KXFM-F	2 KSNI-F <	2 KBOX-F <	2 KSNI-F <	2 KSMA	2 KXFM-F
KSPE-F >	3 KIDI-F	3 KSNI-F	3 KSNI-F	3 KBOX-F	KIDI-F	3 KUHL <	3 KSNI-F <	3 KRUZ-F	3 KHTY-F	KSNI-F
4 KSNI-F	KSNI-F	4 KRQK-F	4 KRUZ-F	4 KRQK-F	KRQK-F	4 KRQK-F <	4 KSMA <	4 KIDI-F <	KRQK-F	KRUZ-F <
5 KHTY-F	KSPE-F <	KRUZ-F	KUHL	KSPE-F	KRUZ-F	5 KBOX-F	5 KIDI-F	5 KBOX-F	KSNI-F	5 KSPE-F <
KBOX-F	6 KRUZ-F <	6 KSPE-F	KBOX-F	6 KRUZ-F	6 KSPE-F	6 KIDI-F <	6 KUHL <	6 KRQK-F <	6 KSTT-F <	6 KSMA <
KXFM-F	7 KBOX-F >	7 KIDI-F >		7 KIDI-F	KSNI-F	7 KSMA <	7 KRQK-F	7 KSPE-F		7 KBOX-F
				KSTT-F >	KUHL >>	8 KRUZ-F	KSPE-F <			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGDP	REL	660 Orcutt	2.9 3.4
KGDP-F	REL	95.7 Orcutt	1.2 3.3
KTAP	SP	1600 Santa Maria	1.2 4.1
KTME	O	1410 Lompoc	1.2 2.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KHTY-F	AOR-P	97.5 Santa Barbara	3.7 10.9
KIQO-F	O	104.5 Atascadero	0.8 4.3
KIXT-F	C	107.3 Grover Beach	0.4 2.5
KKJG-F	C	98.1 San Luis Obispo	1.2 4.2
KSly-F	CHR	96.1 San Luis Obispo	2.1 9.2
KTYD-F	AOR	99.9 Santa Barbara	1.2 3.6
KWEZ-F	SAC	106.1 Santa Margarita	0.8 3.4
KWWV-F	J	99.7 Morro Bay	0.8 2.6
KZOZ-F	AOR/CL	93.3 San Luis Obispo	2.1 7.8

AM Stations

KSMA	1240	1 kw	News/Talk	CBS, BNN, Westwd	Allied	KSNI-F
KUHL	1440	5 kw/1 kw (DA-2)	News/Talk	ABC	—	

FM Stations

KBOX	104.1	5.7 kw @ 682	AC	Westwd	—	
KIDI	105.5	3 kw @ 262	Hispanic		Katz	KTAP Guadalupe
KRQK	100.3	3.65 kw @ 863	Hispanic		Lotus	KJDJ/KSBQ
KSNI	102.5	13.6 kw @ 866	Country		Allied	KSMA
KXFM	99.1	2.3 kw @ 1906	Oldies	Westwd	Mc-Guild	Mondosphere

Notes: Other ranked stations -- See San Luis Obispo or Santa Barbara . . . There is no TSA for the market . . . 11/97 KTME (1410; Lompoc) sold for \$80,000

SIOUX CITY, IA

Arbitron Rank: 243	Pop (12+): 98,600	Stations: 13 / 11	% Below Line: 1.3
Market TSL In Hours: 21.00		Diaries: 484/204:1/54.2%	% Not Listed: 7.1
Average Person Rating: 15.6		Sample Target: 450	Total Retail Sales: \$1.23 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KSEZ-F	AOR	27 / 17.5	11.9		12.7	228 / 23.1	23.9		41 / 444	KSEZ-F
2	KGLI-F	CHR	26 / 16.9	15.9		19.0	388 / 37.3	33.7		44 / 714	KGLI-F
3	KSUX-F	C	24 / 16.6	17.9		13.9	273 / 27.8	27.8		35 / 443	KSUX-F
4	WNAX-F	O	13 / 8.4	7.9		11.4	168 / 17.0	19.3		26 / 430	WNAX-F
5	KSCJ	N/T	12 / 7.8	9.9		9.5	198 / 20.1	18.1		18 / 333	KSCJ
6	KKMA-F	CL HITS	11 / 7.1	4.6		7.6	185 / 18.7	15.1		29 / 441	KKMA-F
7	KWSL	ST	9 / 6.8	3.3		3.8	106 / 10.7	12.2		12 / 163	KWSL
8	KSFT-F	SAC	7 / 4.6	5.3			113 / 11.4	8.9		9 / 143	KSFT-F
	KOLK-F	C	7 / 4.5	7.3		5.7	121 / 12.2	11.7		16 / 302	KOLK-F
10	KMNS	C	4 / 2.6	2.6		2.5	106 / 10.8	6.5		11 / 225	KMNS

12+ FM Share (Metro): 81.12 % (116 of 143) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSEZ-F	1 KSEZ-F	1 KSEZ-F	1 KSUX-F	1 KSUX-F	1 KSEZ-F >>	1 KGLI-F <	1 KSUX-F <	1 KSUX-F	1 KGLI-F	1 KSEZ-F
2 KGLI-F >	2 KGLI-F	2 KSUX-F	2 KSCJ <	KGLI-F >	2 WNAX-F	2 KSEZ-F	2 KSEZ-F	2 KSEZ-F <	2 KSEZ-F >>	KGLI-F
3 KSUX-F >	3 KSUX-F >	KGLI-F >	3 WNAX-F	3 KSEZ-F	KSUX-F	3 KSUX-F >	3 KGLI-F	3 KGLI-F	3 WNAX-F	3 KSUX-F >>
4 KKMA-F >	4 KKMA-F >	4 KKMA-F	4 KSEZ-F	4 KKMA-F >	KKMA-F	4 KKMA-F	4 KSCJ	4 WNAX-F	KSUX-F	4 WNAX-F
		5 WNAX-F	5 KWSL		KGLI-F	5 KSCJ	5 WNAX-F <	KKMA-F >>	5 KSCJ	
			KGLI-F				6 KWSL			

Other Rated Stations							Other Rated Stations--Outside Market						
				Metro Share	Cume Rating	TSA AQH Cume					Metro Share	Cume Rating	TSA AQH Cume
KTFC-F	REL	103.3	Sioux City	0.6	2.3	1 25	WNAX	C/FARM	570	Yankton, SD	0.6	2.3	13 242
							WOW	C	590	Omaha	0.6	2.9	7 94

AM Stations

KMNS	620	1 kw (DA-2)	Country	ABC	Christal	Chesterman
KSCJ	1360	5 kw (DA-N)	Talk	Westwd, 1/1, CBS	Allied	Powell
KWSL	1470	5 kw (DA-2)	Standards	CNN, Westwd	Roslin	Chesterman

FM Stations

KGLI	95.5	100 kw @ 984	CHR		Roslin	Chesterman
KKMA	99.5	100 kw @ 1000	Classic Hits	Westwd, AP	Roslin	Le Mars, IA
KOLK	102.3	100 kw @ 643	Country		—	Onawa, IA
KSEZ	97.9	100 kw @ 643	AOR	Westwd, Source, ABC	Christal	Chesterman
KSFT	107.1	1.55 kw @ 328	Soft AC	Westwd	—	Chesterman
KSUX	105.7	50 kw @ 462	Country		Allied	Powell
WNAX	104.1	100 kw @ 981	Oldies	Westwd	Banner	Saga
						Winnepago, NE
						Yankton, SD

Notes: This is Sioux City's first Fall Arbitron

SPRINGFIELD, IL

Arcbitron Rank: 190 Pop (12+) 169,500	Stations: 15 / 12	% Below Line: 1.9
Market TSL In Hours: 20.75	Diaries: 591/287:1/50.1%	% Not Listed: 15.6
Average Person Rating: 15.9	Sample Target: 580	Total Retail Sales: \$1.77 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WFMB-F	C	31 / 11.5	8.9	11.6	12.1	387 / 22.8	19.8	20.4	57 / 740	WFMB-F
2	WDBR-F	CHR	28 / 10.4	13.4	12.4	12.1	496 / 29.3	28.3	27.9	43 / 828	WDBR-F
3	WQLZ-F	AOR	25 / 9.3	10.4	14.3	9.9	317 / 18.7	20.7	24.2	52 / 622	WQLZ-F
	WNNS-F	AC	25 / 9.3	10.1	10.0	9.9	403 / 23.8	24.2	18.8	36 / 559	WNNS-F
5	WQQL-F	O	21 / 7.8	8.6	6.8	9.5	358 / 21.1	20.8	18.4	30 / 532	WQQL-F
6	WYMG-F	AOR/CL	20 / 7.4	5.6	6.4	5.6	257 / 15.2	16.8	19.8	34 / 475	WYMG-F
7	WTAX	FS/T	19 / 7.1	8.6	7.6	8.6	357 / 21.1	16.2	16.6	21 / 408	WTAX
8	WMAY	T	17 / 6.3	5.6	4.4	5.6	248 / 14.6	13.3	12.7	23 / 323	WMAY
9	WYXY-F	C	16 / 5.9	6.7	5.2	3.9	252 / 14.9	13.4	10.9	35 / 530	WYXY-F
10	WFMB	SPRST	10 / 3.7	1.9	2.0	1.3	156 / 9.2	5.1	6.3	10 / 170	WFMB

12+ FM Share (Metro): 77.97 % (177 of 227) (Fall 96: 80.56 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQLZ-F	1 WDBR-F <	1 WNNS-F	1 WFMB-F	1 WNNS-F	1 WQLZ-F >	1 WFMB-F <	1 WFMB-F	1 WDBR-F <	1 WQLZ-F	1 WFMB-F <
2 WDBR-F >	2 WQLZ-F <	2 WQLZ-F <	2 WNNS-F <	2 WDBR-F	2 WYMG-F >	2 WNNS-F <	2 WQLZ-F <	2 WFMB-F <	2 WDBR-F	2 WNNS-F <
3 WYMG-F	3 WYMG-F <	3 WYMG-F	3 WTAX	3 WFMB-F	3 WQQL-F	3 WDBR-F <	3 WDBR-F <	3 WQLZ-F	3 WNNS-F >	3 WDBR-F
4 WYXY-F	4 WNNS-F <	WDBR-F	4 WQQL-F	4 WQQL-F	4 WTAX	4 WQLZ-F <	4 WQQL-F <	4 WQQL-F <	4 WYXY-F	4 WYMG-F
5 WNNS-F	5 WQQL-F <	5 WFMB-F <	WMAY	5 WYXY-F	WNNS-F	5 WMAY <	5 WTAX <	5 WYMG-F	WFMB-F	5 WYXY-F
	6 WYXY-F	6 WQQL-F	6 WYMG-F	WYMG-F >>	WMAY	6 WTAX <	6 WYMG-F <	6 WNNS-F	6 WTAX	6 WTAX <
						7 WQQL-F >	7 WNNS-F	7 WYXY-F	WMAY	7 WQQL-F <

Other Rated Stations						Other Rated Stations—Outside Market					
				Metro Share	Cume Rating					Metro Share	Cume Rating
WCVS-F	CL AOR	96.7	Virden	1.5	5.3	KMOX	T/FS	1120	St Louis	1.1	5.2
WLUJ-F	REL	97.7	Petersburg	2.2	4.6	WDZQ-F	C	95.1	Decatur	0.4	2.2
						WLS	T	890	Chicago	0.4	2.7

AM Stations

WFMB	1450	1 kw	Sports	ABC, 1-on-1	Banner	Capstar
WMAY	970	1 kw/0.5 kw (DA-2)	Talk	CNN, ABC	Eastman	Midwest Family
WTAX	1240	1 kw	Full Service/Talk	CBS, ABC, Westwd	Christal	Saga

FM Stations

WDBR	103.7	20 kw @ 768	CHR		Christal	Saga
WFMB	104.5	43 kw @ 430	Country	ABC	Mc-Guild	Capstar
WNNS	98.7	50 kw @ 500	AC		Eastman	Midwest Family
WQLZ	92.7	11.5 kw @ 482	AOR		Eastman	Midwest Family
WQQL	101.9	50 kw @ 300	Oldies		Katz	Saga
WYMG	100.5	40 kw @ 492	AOR/Classic AOR		Katz	Saga
WYXY	93.9	15 kw @ 430	Country		Christal	Saga

Notes:

STAMFORD-NORWALK, CT

Arbitron Rank: 133	Pop (12+): 290,000	Stations: 36 / 6	% Below Line: 71.4
Market TSL In Hours: 19.50		Diaries: 643/451:1/47.7%	% Not Listed: 12.6
Average Person Rating: 15.0		Sample Target: 620	Total Retail Sales: \$4.9 Bil

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	WCBS	N	30 / 6.9	6.9	6.1	7.3	668 / 23.0	23.8	19.3	WCBS
2	WFAN	SPRTS	26 / 6.0	5.0	6.9	4.4	490 / 16.9	15.7	18.1	WFAN
3	WEBE-F	AC	25 / 5.8	6.7	6.1	6.3	385 / 13.3	16.6	15.7	WEBE-F
4	WHTZ-F	CHR	23 / 6.3	4.2	3.7	3.6	491 / 16.9	17.4	14.1	WHTZ-F
5	WEZN-F	SAC	21 / 4.8	3.8	4.8	4.2	451 / 15.5	14.2	12.8	WEZN-F
	WXRK-F	T/NR	21 / 4.8	3.3	2.6	2.3	361 / 12.5	13.6	10.7	WXRK-F
	WQHT-F	U/CHR	21 / 4.8	3.3	3.2	3.6	258 / 8.9	9.8	7.4	WQHT-F
8	WKHL-F	O	18 / 4.1	4.8	4.5	3.1	295 / 10.2	13.6	11.7	WKHL-F
9	WQEW	ST	16 / 3.7	1.5	2.4	3.1	169 / 5.8	4.4	6.4	WQEW
10	WQCD-F	J	14 / 3.2	2.7	3.0	2.7	213 / 7.3	7.4	7.5	WQCD-F
	WOR	T	14 / 3.2	1.5	4.1	2.9	230 / 7.9	5.5	6.8	WOR
12	WABC	T	13 / 3.0	3.6	2.8	2.9	213 / 7.3	8.8	9.5	WABC
	WKTU-F	CHR/U	13 / 3.0	3.8	3.2	2.5	272 / 9.4	13.6	9.8	WKTU-F
14	WEFX-F	CL HITS	11 / 2.6	2.7	3.0	4.2	260 / 6.6	12.8	9.7	WEFX-F
	WRKS-F	B/AC	11 / 2.5	4.0	3.2	4.6	131 / 4.5	8.0	6.9	WRKS-F

12+ FM Share (Metro): 64.35 % (231 of 359) (Fall 96: 67.18 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXRK-F <	1 WXRK-F <	1 WFAN <	1 WCBS	1 WEBE-F	1 WFAN	1 WXRK-F <	1 WEBE-F	1 WCBS <	1 WQHT-F	1 WQHT-F
2 WHTZ-F	2 WEBE-F <	2 WEBE-F	2 WEBE-F	2 WEZN-F >	2 WCBS <	2 WFAN <	2 WKHL-F	2 WEBE-F <	2 WHTZ-F	2 WCBS
WQHT-F >	3 WHTZ-F	3 WCBS <	3 WFAN <	3 WHTZ-F	3 WXRK-F >	3 WCBS >	3 WCBS <	3 WHTZ-F	3 WEZN-F	3 WHTZ-F
4 WEZN-F	WFAN <	4 WEZN-F <	4 WQEW	4 WKHL-F	4 WEBE-F	4 WEBE-F	4 WABC <	4 WEZN-F <	4 WCBS	4 WEZN-F
WFAN	5 WEZN-F <	5 WXRK-F	5 WOR	WQCD-F	WQCD-F	5 WHTZ-F	5 WFAN <	5 WKHL-F	5 WFAN <	5 WFAN <
	6 WCBS	6 WHTZ-F <	WKHL-F	6 WQHT-F	6 WKHL-F	WOR <	6 WQEW	6 WQEW	WQCD-F <	WQCD-F
	7 WQHT-F	7 WQCD-F	7 WABC	WHTZ-F	7 WEZN-F	7 WHTZ-F	7 WHTZ-F	WQCD-F <	7 WKTU-F	
		WKHL-F >	WQCD-F	WKTU-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume		
WGCH	SAC	1490	Greenwich	1.4	4.0
WNLK	N/T	1350	Norwalk	0.7	2.7
WSTC	N/T	1400	Stamford	1.4	6.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume		
WAXQ-F	CL AOR	104.3	New York	0.7	3.1
WBBR	BIZ N	1130	New York	1.4	2.9
WBLL-F	AC/CHR	106.1	Patchogue, NY	0.7	3.6
WBLS-F	B	107.5	New York	1.6	4.2
WCBS-F	O	101.1	New York	1.4	7.5
WICC	FS	600	Bridgeport	0.9	2.5
WINS	N	1010	New York	0.9	6.2
WLJR-F	AC-NR	92.7	Garden City, NY	1.8	5.7
WLTW-F	SAC	106.7	New York	1.6	5.3
WMJC-F	C	94.3	Smithtown, NY	0.9	2.8
WNEW-F	CL AOR	102.7	New York	1.2	4.2
WNSR-F	AC	105.1	New York	1.4	5.2
WPAT-F	SP	93.1	Paterson, NJ	0.7	2.2
WPLJ-F	CHR	95.5	New York	1.6	7.8
WQXR-F	CL	96.3	New York	1.6	6.2
WSKQ-F	SP	97.9	New York	1.4	2.8
WWXY-F	C	107.1	Briarcliff Manor	0.5	1.9

AM Stations

WSTC	1400	1 kw	News/Talk	ABC, Westwd	Sentry	Capstar	Stamford
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FM Stations

WEBE	107.9	50 kw @ 384	AC	Banner	Fairfield/ML	Westport
WEFX	95.9	3 kw @ 298	Classic Hits	Sentry	Capstar	Norwalk
WKHL	96.7	3 kw @ 328	Oldies	Sentry	Capstar	Stamford

Notes: Other ranked stations – See New York or Bridgeport in the Fall American Radio . . . There is no TSA for the market

STATE COLLEGE, PA

Arbitron Rank: 235 **Pop (12+)** 115,400 **Stations:** 13 / 8 **% Below Line:** 23.0
Market TSL In Hours: 19.00 **Diaries:** 476/242:1/56.5% **% Not Listed:** 22.4
Average Person Rating: 13.5 **Sample Target:** 450 **Total Retail Sales:** \$1.01 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WZWW-F	AC	31 / 19.8	26.0		14.2	388 / 33.4	37.8		33 / 432	WZWW-F
2	WFGY-FF	C	24 / 15.4	16.9		15.4	283 / 24.5	28.1		62 / 718	WFGY-FF
3	WBHV-F	CHR	17 / 10.8	9.7		13.0	288 / 24.7	31.9		19 / 305	WBHV-F
4	WQWK-F	AOR	15 / 9.6	10.9		11.2	222 / 19.2	23.9		20 / 292	WQWK-F
5	WRSC-AA	FS	13 / 8.3	6.0		7.1	221 / 18.1	15.8		17 / 295	WRSC-AA
6	WGMR-F	AOR-NR	9 / 5.8	4.2		5.3	256 / 22.2	19.6		14 / 420	WGMR-F
7	WMAJ	T	5 / 3.2	1.8		2.4	111 / 8.7	6.5		5 / 135	WMAJ

12+ FM Share (Metro): 85.12 % (103 of 121) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHV-F	1 WZWW-F	1 WZWW-F >>	1 WZWW-F >>	1 WZWW-F >>	1 WZWW-F >	1 WZWW-F >	1 WZWW-F >	1 WZWW-F	1 WFGY-FF	1 WFGY-FF <
2 WFGY-FF	2 WFGY-FF	2 WFGY-FF >>	2 WFGY-FF	2 WFGY-FF >>	2 WFGY-FF	2 WFGY-FF >	2 WFGY-FF >	2 WFGY-FF	WZWW-F	2 WZWW-F
WQWK-F	3 WBHV-F <	3 WQWK-F	3 WRSC-AA >>	3 WBHV-F >>	WQWK-F	3 WRSC-AA	3 WQWK-F	3 WBHV-F	3 WBHV-F	3 WBHV-F <
4 WZWW-F >	4 WQWK-F >	4 WRSC-AA	WBHV-F >		4 WRSC-AA	4 WBHV-F <	WBHV-F >	4 WQWK-F >	4 WQWK-F	4 WRSC-AA
		WBHV-F >			5 WGMR-F >	5 WQWK-F >>	5 WGMR-F <	5 WRSC-AA	5 WGMR-F	5 WQWK-F >
							6 WRSC-AA			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WIKN-F	CHR/AC	107.9	Port Matilda	1.3 6.3 2 82
WUBZ-F	AOR-NR	105.9	Philipsburg	1.3 3.9 3 67

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WQYX-F	AC	93.1	Clearfield	0.6 2.4 11 159
WSNU-F	AC	92.1	Lock Haven	1.3 3.1 12 184

AM Stations

WBLF	970	1 kw/0.074 kw	See WRSC			Bellefonte
WMAJ	1450	1 kw	Talk	CBS, SRN, Talknt	---	Burbach
WRSC	1390	2 kw/1 kw (DA-N)	Full Service	ABC, Westwd	Dome	Talleyrand, pend.

FM Stations

WBHV	103.1	3 kw @ -55	CHR		Katz	Burbach
WFGI	94.5	0.813 kw @ 630	Simulcasts WFGY-F			Forever
WGMR	101.1	8.5 kw @ 1170	New Rock		Dome	Allegheny Mtn. Tyrone
WIKN	107.9	3 kw @ 328	CHR/AC	Westwd	---	Talleyrand, pend. Pt. Matilda
WQWK	97.1	2 kw @ 403	AOR		Mc-Guid	Talleyrand, pend. University Park
WUBZ	105.9	4.8 kw @ 216	New Rock		---	Philipsburg
WZWW	95.3	0.794 kw @ 636	AC	Westwd, CNN	Allied	Talleyrand Bellefonte

Notes: WFGY-F -- See Altoona in the Fall 1997 American Radio . . . 11/97 WBLF/WRSC/WIKN-F/WQWK-F sold by Citadel to WZWW-F (Talleyrand) for \$_____

TEXARKANA, TX-AR

Arbitron Rank: 241	Pop (12+): 104,500	Stations: 18 / 12	% Below Line: 15.2
Market TSL In Hours: 19.25		Diaries: 375/279:1/53.6%	% Not Listed: 13.7
Average Person Rating: 14.0		Sample Target: 310	Total Retail Sales: \$1.26 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KKYR-F	C	30 / 20.6	17.2		29.4	345 / 33.1	31.0		42 / 649	KKYR-F
2	KEWL-F	O	11 / 7.6	7.9		6.1	160 / 14.4	18.4		24 / 260	KEWL-F
	KYGL-F	CL AOR	11 / 7.6	5.0		6.5	167 / 16.0	12.4		16 / 238	KYGL-F
	KRUF-F	CHR	11 / 7.6	6.5			165 / 14.8	15.6		24 / 404	KRUF-F
5	KTWN-F	AC/CHR	10 / 6.9	5.7		4.3	183 / 17.6	13.3		13 / 233	KTWN-F
	KTOY-F	B	10 / 6.9	12.9		7.4	162 / 15.5	14.3		12 / 191	KTOY-F
7	KZRB-F	B	8 / 6.6	7.9		4.3	136 / 13.0	16.0		24 / 297	KZRB-F
8	KTHN-F	C	6 / 4.1	4.3		9.8	126 / 12.1	10.4		12 / 204	KTHN-F
	KOWS-F	C	6 / 4.1	5.0		4.3	72 / 6.9	8.8		10 / 124	KOWS-F
10	KPYN-F	G	5 / 3.4	4.3		3.7	101 / 9.7	8.8		19 / 266	KPYN-F
	KXAR-F	B	5 / 3.4	2.9		1.8	83 / 8.0	10.7		21 / 264	KXAR-F

12+ FM Share (Metro): 98.41 % (124 of 126) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKYR-F >	1 KKYR-F >	1 KKYR-F >	1 KKYR-F >	1 KKYR-F	1 KKYR-F	1 KKYR-F >>	1 KKYR-F >>	1 KKYR-F >	1 KRUF-F	1 KKYR-F >
2 KZRB-F	2 KEWL-F	2 KEWL-F	2 KEWL-F	2 KEWL-F	2 KYGL-F >	2 KEWL-F	2 KYGL-F	2 KEWL-F	2 KKYR-F	2 KTOY-F
3 KTWN-F	KYGL-F	KYGL-F	3 KYGL-F >	3 KTOY-F >	3 KEWL-F	3 KTOY-F <	3 KTWN-F <	3 KRUF-F	3 KTWN-F	3 KRUF-F
	KTHN-F	4 KTOY-F	4 KTOY-F >	4 KTOY-F	4 KOWS-F	4 KYGL-F	4 KRUF-F <	4 KZRB-F	KZRB-F	4 KTWN-F
	KTOY-F	5 KTWN-F	KRUF-F	KOWS-F	KTWN-F	5 KTWN-F	5 KEWL-F	KYGL-F	5 KXAR-F	KYGL-F
	KRUF-F	KZRB-F	KOWS-F	6 KPYN-F	KYGL-F	6 KOWS-F	KOWS-F	6 KTWN-F	6 KTOY-F	KZRB-F
		KRUF-F		KTWN-F		KRUF-F				7 KEWL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCMC	SPRTS	740	Texarkana, TX 0.7 4.0 1 42
KKYR	C	790	Texarkana, AR 0.7 2.3 1 24

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KITT-F	C	93.7	Shreveport 0.7 3.7 2 112
KMJJ-F	B	99.7	Shreveport 0.7 2.9 2 58
KRMD-F	C	101.1	Shreveport 0.7 3.5 6 189
KTAL-F	AOR	98.1	Texarkana, TX 2.7 12.1 14 259
KTUX-F	AOR-NR	98.9	Carthage, TX 2.7 5.3 6 84

FM Stations

KEWL	95.1	25 kw @ 325	Oldies	USA	D&R	KOWS-F	New Boston, TX
KKYR	102.5	100 kw @ 459	Country		Banner	Capstar	
KOWS	103.9	5.1 kw @ 355	Classic Country		D&R	KEWL-F	Ashdown, AR
KPYN	100.1	50 kw @ 492	So. Gospel		Riley		Atlanta, TX
KTHN	95.9	11.3 kw @ 485	Country		Sentry	Capstar	Hooks
KTOY	104.7	3 kw @ 328	Black	ABC	Allied		
KTWN	107.1	2.9 kw @ 479	AC/CHR	ABC	—	Capstar, pend.	
KXAR	101.7	3 kw @ 298	Black	AURN	K&P		Hope, AR
KYGL	106.3	50 kw @ 492	Classic AOR		Mc-Guild	Capstar	
KZRB	103.5	50 kw @ 492	Black		Roslin		New Boston, TX

Notes: KRUF-F – See Shreveport in the Fall 1997 American Radio ... This is Texarkana's first Fall Arbitron ... 12/97 KTFS (940)/KTWN-F sold to Capstar for \$435,000 (Barger, Wally Tucker)

TRENTON, NJ

Arbtrn Rank: 139 **Pop (12+)** 280,600 **Stations:** 35 / 7 **% Below Line:** 60.4
Market TSL In Hours: 20.00 **Diaries:** 725/387:1/57.3% **% Not Listed:** 15.4
Average Person Rating: 15.0 **Sample Target:** 620 **Total Retail Sales:** \$3.0 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume		
1	WKXW-F	T	34 / 8.1	5.8	8.5	9.2	5.6	674 / 20.6	18.6	25.1	112 / 2089	WKXW-F
	WPST-F	CHR	34 / 8.1	10.4	8.1	8.3	8.8	666 / 23.3	25.2	25.1	110 / 2784	WPST-F
3	WYSP-F	T/CL AOR	22 / 5.2	3.0	3.8	5.0	3.5	351 / 12.6	10.8	11.2	138 / 2521	WYSP-F
4	WUSL-F	B	20 / 4.7	5.0	4.3	3.9	5.6	370 / 13.2	12.4	11.1	48 / 1113	WUSL-F
5	WYXR-F	AC/CHR	19 / 4.6	3.0	3.8	3.1	4.0	407 / 14.6	11.5	13.4	75 / 1828	WYXR-F
6	WJJZ-F	J	18 / 4.3	5.0	4.3	4.4	2.1	308 / 11.0	9.5	11.4	86 / 1302	WJJZ-F
7	WXTU-F	C	17 / 4.0	4.7	2.9	3.7	4.4	291 / 10.4	9.8	8.4	94 / 1483	WXTU-F
	WDAS-F	B/AC	17 / 4.0	3.2	5.2	3.5	2.6	271 / 9.7	8.0	8.7	56 / 702	WDAS-F
9	WIOQ-F	CHR	16 / 3.8	2.8	4.3	3.9	1.9	380 / 13.6	10.9	13.5	63 / 1681	WIOQ-F
10	WBUD	ST	14 / 3.3	7.1	5.2	4.8	7.0	223 / 7.9	10.5	9.3	19 / 315	WBUD
11	WPHI-F	B	13 / 3.1	2.8		0.9		288 / 9.8	8.6		45 / 905	WPHI-F
	WOGL-F	O	13 / 3.1	3.7	3.4	4.1	3.5	297 / 10.6	11.3	10.3	72 / 1552	WOGL-F

12+ FM Share (Metro): 81.48 % (286 of 351) (Fall 96: 78.16 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPST-F	1 WPST-F	1 WKXW-F <	1 WKXW-F >	1 WPST-F <	1 WYSP-F <	1 WYSP-F	1 WKXW-F	1 WKXW-F	1 WPHI-F	1 WKXW-F <
2 WYSP-F <	2 WYSP-F	2 WPST-F >	2 WJJZ-F	2 WXXW-F >	2 WXXW-F	2 WKXW-F <	WPST-F	WPST-F >	2 WPST-F	2 WPST-F
3 WIOQ-F	WKXW-F	3 WYSP-F <	3 WXTU-F <	3 WDAS-F	3 WPST-F	3 WPST-F >	3 WYSP-F	3 WYXR-F	3 WUSL-F	3 WIOQ-F <
4 WUSL-F	4 WYXR-F	4 WDAS-F	4 WBUD <	4 WYXR-F	4 WXTU-F	4 WBUD	4 WXTU-F <	4 WIOQ-F <	4 WXXW-F	4 WUSL-F
5 WDAS-F	5 WIOQ-F <	5 WYXR-F	5 WYXR-F	5 WJJZ-F	5 WFAN	5 WDAS-F	5 WJJZ-F	5 WJJZ-F <	5 WYXR-F	5 WXTU-F
	6 WDAS-F <	WMMR-F	WPST-F	WMMR-F	WMMR-F	WUSL-F	WYXR-F	6 WUSL-F <	6 WIOQ-F >	WJJZ-F
	7 WUSL-F	7 WXTU-F						7 WXTU-F		
	WMMR-F	WJJZ-F								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCHR-F	REL	94.5	Trenton 0.5 1.9 11 245
WHWH	ST	1350	Princeton 1.4 4.6 7 167
WIMG	B	1300	Trenton 2.1 4.2 10 148
WTTM	REL	920	Trenton 0.5 2.3 4 87

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York 1.7 3.2 27 511
WBEB-F	AC	101.1	Philadelphia 0.7 4.7 75 1267
WCBS	N	880	New York 1.4 4.0 26 643
WFAN	SPRTS	660	New York 2.6 6.4 23 627
WIP	SPRTS	610	Philadelphia 0.5 1.4 52 954
WKTU-F	CHR/U	103.5	Lake Success, NY 0.5 1.7 15 345
WLTW-F	SAC	106.7	New York 1.2 2.9 28 616
WMGK-F	CL HITS	102.9	Philadelphia 2.1 8.8 117 1871
WMGQ-F	AC	98.3	New Brunswick 0.5 1.4 47 541
WMMR-F	AOR	93.3	Philadelphia 2.6 10.6 61 1642
WNEW-F	CL AOR	102.7	New York 0.7 3.4 21 375
WOR	T	710	New York 1.9 3.5 38 567
WPAT-F	SP	93.1	Paterson 0.7 1.7 4 99
WPLJ-F	CHR	95.5	New York 0.7 3.7 42 810
WQHT-F	U/CHR	97.1	New York 1.4 4.6 10 259
WRDR-F	ST	104.9	Egg Harbor 0.5 1.9 21 305
WWDB-F	T	96.5	Philadelphia 2.4 5.4 112 1233
WXRK-F	T/NR	92.3	New York 1.2 5.1 52 821
WXXM-F	AC/CHR	95.7	Philadelphia 0.5 2.9 29 824

AM Stations

WBUD	1260	5 kw/2.5 kw (DA-2)	Oldies	Mc-Guild	Press
WHWH	1350	5 kw (DA-2)	Standards	ABC	Katz Nassau Princeton
WIMG	1300	5 kw/1 kw (DA-2)	Black	Westwd	Williams

FM Stations

WCHR	94.5	50 kw @ 492	Religion	—	Nassau
WKXW	101.5	19 kw @ 804	Talk	Mc-Guild	Press
WPST	97.5	50 kw @ 430	CHR	Katz	Nassau

Notes: Other ranked stations — See Philadelphia or New York in the Fall 1997 American Radio. . . 11/97 WTTM (920) changed from Sports to simulcast of Religion WCHR-F . . . WTTM changed calls to WCHR; remains Religion . . . 2/98 WCHR-F changed from Religion to Oldies as WNJO-F

TRI-CITIES, WA (Richland-Kennewick-Pasco)

Arbltron Rank: 202 Pop (12+) 147,900	Stations: 20 / 12	% Below Line: 18.0
Market TSL In Hours: 19.25	Diaries: 520/284:1/51.8%	% Not Listed: 16.6
Average Person Rating: 14.3	Sample Target: 520	Total Retail Sales: \$1.56 Bll.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	
1 KONA	FS	18 / 8.6	4.6	6.2	7.6		297 / 20.1	12.7	19.8	25 / 431	KONA
KXRX-F	AOR	18 / 8.5	6.9	7.1	6.3		236 / 15.9	14.9	17.2	29 / 387	KXRX-F
3 KORD-F	C	16 / 7.6	8.8	8.8	17.0		274 / 18.5	19.8	18.2	40 / 651	KORD-F
KONA-F	SAC	16 / 7.6	6.5	8.8	6.7		192 / 13.0	17.1	18.3	25 / 318	KONA-F
5 KZHR-F	SP	13 / 6.2	5.1	5.7	4.0		98 / 6.6	6.1	5.5	30 / 211	KZHR-F
KEYW-F	AC/CHR	13 / 6.2	8.3	10.1	5.4		250 / 16.9	22.4	22.8	15 / 312	KEYW-F
7 KIOK-F	C	12 / 6.7	6.5	8.8	10.3		248 / 18.7	15.7	14.3	31 / 423	KIOK-F
8 KEGX-F	CL AOR	11 / 6.2	8.8	7.1	10.3		200 / 13.5	15.5	18.6	22 / 382	KEGX-F
9 KTCR	T	10 / 4.7	4.2	4.4	2.7		87 / 5.9	7.4	9.9	10 / 101	KTCR
10 KTWY-F	REL	8 / 3.8	2.3	1.3	0.4		133 / 9.0	5.7	4.5	16 / 250	KTWY-F
11 KUJ-F	CHR	7 / 3.3	1.4				168 / 11.4	5.4		11 / 293	KUJ-F
12 KALE	ST	6 / 2.8	6.0	3.1	1.8		99 / 6.7	6.5	5.6	7 / 126	KALE
KNLT-F	O	6 / 2.8	4.2	4.8	6.3		165 / 11.1	10.3	13.3	8 / 260	KNLT-F

12+ FM Share (Metro): 77.27 % (136 of 176) (Fall 96: 80.65 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZHR-F	1 KXRX-F	1 KXRX-F	1 KONA-F <	1 KORD-F	1 KXRX-F >	1 KONA	1 KONA-F	1 KXRX-F	1 KONA >>	1 KZHR-F <
2 KXRX-F	2 KORD-F	2 KEGX-F	2 KONA	KZHR-F	2 KEGX-F	2 KORO-F	KXRX-F	2 KIOK-F <	2 KORD-F	2 KORD-F <
3 KORD-F	3 KZHR-F	KIOK-F	3 KTCR	KEYW-F	3 KTCR	KZHR-F <	3 KORD-F	KXRX-F	3 KXRX-F	3 KXRX-F
4 KEYW-F	KEYW-F	4 KORD-F	4 KORD-F	KIOK-F	KIOK-F	4 KONA-F	KONA <	KONA-F <	4 KZHR-F	KONA-F <
5 KEGX-F	5 KEGX-F	KZHR-F	5 KIOK-F	5 KEGX-F	KONA	KXRX-F	5 KORD-F	5 KEGX-F	KIOK-F	5 KEYW-F
KIOK-F	KIOK-F	6 KEYW-F	6 KALE	KONA	6 KONA-F	6 KEYW-F	6 KEGX-F <	KEYW-F <	6 KEYW-F	KONA
KONA	KONA	KONA	KEGX-F	KONA-F	KORD-F	KIOK-F	7 KEYW-F	7 KTWY-F	KONA-F	7 KIOK-F
		KONA-F			KZHR-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFLD SPRTS 870 Pasco	2.8	7.6	6 148
KTHK-F CL AOR 97.9 Milton, OR	2.8	8.1	10 246

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KATS-F AOR 94.5 Yakima	0.9	2.0	3 58
KFFM-F CHR 107.3 Yakima	0.9	2.1	3 61
KWHT-F C 103.5 Pendleton, OR	0.9	3.4	14 263
KXDD-F C 104.1 Yakima	0.9	1.7	2 25
KZXR-F AC/CHR 101.7 Prosser, WA	0.9	1.7	2 31

AM Stations

KALE	960	5 kw/1 kw (DA-N)	Standards	CBS	D&R	Triathlon
KFLD	870	10 kw/0.25 kw	Sports	USA	Mc-Guild	Citadel
KONA	610	5 kw (DA-2)	Full Service	ABC	Allied	
KTCR	1340	1 kw	Talk	CBS, Westwd, Talknt	Christal	Triathlon

FM Stations

KEGX	106.5	100 kw @ 1053	Classic AOR	Westwd	Christal	Triathlon
KEYW	98.3	3 kw @ 195	AC/CHR		Mc-Guild	Citadel
KIOK	94.9	100 kw @ 1250	Country		D&R	Triathlon
KNLT	95.7	100 kw @ 427	Oldies		Christal	Triathlon
KONA	105.3	100 kw @ 1138	Soft AC	ABC	Allied	Walla Walla
KORD	102.7	100 kw @ 1100	Country		Mc-Guild	Citadel
KTWY	93.3	41.6 kw @ 1378	Contemp. Christian	SRN	—	KZHR-F
KUJ	99.1	2.1 kw @ 1125	CHR		Tacher	KUJ
KXRX	97.1	50 kw @ 1338	AOR		Mc-Guild	Citadel
KZHR	92.5	54 kw @ 1243	Hispanic		—	KTWY-F
						Dayton

Notes: 9/97 KLKY-F changed calls to KTHK-F ("The Hawk"); remains Classic AOR

TUPELO, MS

Arbitron Rank: 176	Pop (12+): 183,600	Stations: 20 / 15	% Below Line: 4.7
Market TSL In Hours: 21.00	Diarles: 716/256:1/55.6%	% Not Listed: 15.2	
Average Person Rating: 15.0	Sample Target: 610	Total Retail Sales: \$1.9 Bil.	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WWKZ-F	CHR	47 / 17.0	16.9	11.1	12.7	646 / 29.7	33.7	23.5	72 / 1091	WWKZ-F
2	WWZD-F	C	40 / 14.6	20.2	13.3	17.0	469 / 25.5	26.4	27.1	56 / 640	WWZD-F
3	WESE-F	B	27 / 9.8	9.9	8.4	9.8	281 / 15.3	16.0	14.9	30 / 313	WESE-F
4	WWMS-F	C	17 / 6.2	6.3	8.8	14.4	334 / 18.2	16.4	19.1	30 / 632	WWMS-F
5	WSYE-F	AC	15 / 5.4	6.6	6.1	7.5	235 / 12.8	20.8	19.2	40 / 811	WSYE-F
6	WBIP-F	G	13 / 4.7	3.6	4.2	3.6	192 / 10.5	8.8	7.6	17 / 240	WBIP-F
7	WFTA-F	AC	12 / 4.3	4.6	3.1	4.9	246 / 13.4	13.4	10.2	12 / 297	WFTA-F
	WACR-F	B	12 / 4.3	2.0	1.1	2.3	137 / 7.4	5.4	4.2	28 / 354	WACR-F
9	WZLQ-F	C	11 / 4.0	3.0	3.4	3.3	180 / 8.8	9.7	11.1	14 / 305	WZLQ-F
10	WWZQ-F	O	9 / 3.3	2.3	2.3		134 / 7.3	5.6	6.6	12 / 215	WWZQ-F
11	WSMS-F	AOR	6 / 2.2	4.6	4.2	0.7	132 / 7.2	10.4	8.3	11 / 374	WSMS-F
	WSEL-F	REL	6 / 2.2	2.6	6.9	2.3	103 / 5.8	7.2	9.9	6 / 123	WSEL-F

12+ FM Share (Metro): 99.57 % (233 of 234) (Fall 96: 97.18 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWKZ-F	1 WWKZ-F >	1 WWKZ-F	1 WWZD-F	1 WWKZ-F >	1 WWZD-F	1 WWKZ-F <	1 WWKZ-F <	1 WWKZ-F	1 WWKZ-F <	1 WESE-F
2 WWZD-F >>	2 WWZD-F	2 WWZD-F	2 WWKZ-F	2 WWZD-F	WWKZ-F	2 WWZD-F >>	2 WWZD-F >>	2 WWZD-F >	2 WESE-F >	2 WWKZ-F
3 WESE-F	3 WESE-F >	3 WESE-F >	3 WESE-F	3 WESE-F >	3 WESE-F >	3 WESE-F <	3 WWMS-F <	3 WESE-F >	3 WACR-F	3 WWZD-F >
4 WACR-F	4 WWMS-F <	4 WWMS-F	4 WBIP-F	4 WWMS-F	4 WWMS-F	4 WWMS-F	4 WSYE-F	4 WWMS-F	4 WWZD-F	4 WACR-F
	5 WSYE-F	5 WSYE-F	5 WWMS-F	5 WSYE-F	5 WFTA-F	5 WBIP-F <	5 WFTA-F <	5 WSYE-F	5 WSYE-F	WWMS-F <
	6 WFTA-F	WZLQ-F	6 WSYE-F	WBIP-F	6 WSYE-F	6 WSYE-F	6 WZLQ-F <	WWZQ-F	6 WZBQ-F >	6 WBIP-F >
	WACR-F	WWZQ-F	WWZQ-F	WZLQ-F	WZLQ-F	7 WZLQ-F	7 WESE-F			
			WFTA-F	WFTA-F	WWZQ-F					
			WSEL-F	WSEL-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAFM-F	AC	95.3	Amory	0.7 1.9 2 34
WMXU-F	AOR	106.1	Starkville	1.4 4.0 18 293

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCNA-F	C	95.9	Potts Camp, MS	1.4 2.1 9 97
WCRV	REL	640	Collierville, TN	0.4 1.4 1 32
WFCA-F	REL	107.9	Ackerman, MS	0.7 2.5 7 189
WFXD-F	AC	104.9	Iuka, MS	0.4 1.7 2 123
WZBQ-F	CHR	94.1	Carrollton, AL	1.8 5.7 25 592

FM Stations

WACR	103.9	50 kw @ 492	Black		Roslin	Columbus	
WBIP	99.3	6 kw @ 300	Gospel	USA	Mid-South	Booneville	
WESE	92.5	5.4 kw @ 328	Black	ABC	—	Baldwyn	
WFTA	101.9	50 kw @ 480	AC	ABC	Keystone	Sisk	Fulton
WSEL	96.7	3 kw @ 298	Gospel		—		Pontotoc
WSMS	99.9	47 kw @ 505	AOR	ABC	—	WMXU-F	Artesia
WSYE	93.3	100 kw @ 1804	AC		Mc-Guild	New South	Houston
WWKZ	103.5	100 kw @ 1004	CHR	Westwd, ABC	K&P	Barnstable	New Albany
WWMS	97.5	100 kw @ 980	Country	Westwd	—	WZLQ-F	Oxford
WWZD	106.7	28.1 kw @ 656	Country	Westwd, ABC	—	WESE-F	New Albany
WWZQ	105.3	30 kw @ 295	Oldies	CNN	Dora-Clayton		Aberdeen, MS
WZLQ	98.5	100 kw @ 981	Country	ABC	—	WWMS-F	

Notes:

TUSCALOOSA, AL

Arbitron Rank: 215 Pop (12+) 136,200
 Market TSL In Hours: 20.00
 Average Person Rating: 15.1

Stations: 22 / 11
 Diaries: 394/346:1/45.7%
 Sample Target: 360

% Below Line: 30.8
 % Not Listed: 16.6
 Total Retail Sales: \$1.45 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WTXT-F	C	28 / 13.7	10.6		16.4	374 / 27.6	22.7		34 / 472	WTXT-F
2	WBHJ-F	B	19 / 9.3	11.6		3.2	219 / 16.1	19.5		64 / 592	WBHJ-F
3	WTUG-F	B	13 / 6.4	7.1		14.8	195 / 14.3	16.4		24 / 419	WTUG-F
	WZBQ-F	CHR	13 / 6.4	6.1		10.1	321 / 23.6	19.0		16 / 426	WZBQ-F
5	WODL-F	O	12 / 5.9	1.5		1.6	159 / 11.7	5.4		17 / 227	WODL-F
	WLXY-F	CL HITS	12 / 5.9	6.1		6.9	162 / 11.9	21.2		12 / 213	WLXY-F
7	WRTR-F	CL AOR	10 / 4.9	7.6		2.6	186 / 13.7	19.1		10 / 186	WRTR-F
	WTSK	B/G	10 / 4.9	5.6		5.8	142 / 10.6	9.4		11 / 157	WTSK
9	WOWC-F	C	8 / 3.9	3.0		3.2	189 / 13.9	12.4		9 / 260	WOWC-F
10	WWPG	B/G	7 / 3.4	7.1		5.8	71 / 6.2	7.3		7 / 74	WWPG

12+ FM Share (Metro): 84.21 % (144 of 171) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHJ-F >	1 WTXT-F >	1 WTXT-F >	1 WTXT-F >	1 WTXT-F	1 WTXT-F >	1 WTXT-F >>	1 WTXT-F >>	1 WTXT-F	1 WBHJ-F	1 WTSK <
2 WTXT-F	2 WBHJ-F <	2 WLXY-F >	2 WODL-F >	2 WTUG-F >	2 WLXY-F >	2 WBHJ-F	2 WLXY-F	2 WBHJ-F >	2 WTXT-F >	2 WTXT-F >
	WZBQ-F	3 WLXY-F <	3 WTUG-F	3 WLXY-F	3 WTSK	3 WODL-F	3 WZBQ-F	3 WBHJ-F	3 WLXY-F <	3 WRTR-F
4 WRTR-F	4 WRTR-F	WODL-F	WTSK	4 WWPG	4 WBHJ-F	4 WTUG-F <	WRTR-F	4 WRTR-F	WTUG-F	WZBQ-F
5 WTUG-F	WZBQ-F	5 WBHJ-F	WTUG-F	WYSF-F	5 WRTR-F	5 WWPG	WOWC-F	WTUG-F <	WZBQ-F >	WODL-F <
6 WLXY-F	6 WTUG-F	WRTR-F	6 WWPG >	WRTR-F >	WZBQ-F >	6 WLXY-F <	WODL-F <	6 WZBQ-F <	6 WTSK	6 WTUG-F <
7 WYSF-F	7 WODL-F	WZBQ-F				7 WOWC-F	7 WTUG-F	7 WODL-F >	WTID-F	7 WLXY-F >>
WOWC-F	8 WOWC-F	8 WTSK				WODL-F	8 WTNW <			
WTSK >	WTSK >					WRTR-F <				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WACT	G	1420	Tuscaloosa 2.0 5.9 4 80
WQZZ-F	B	104.3	Eutaw 1.0 3.5 3 83
WTID-F	CHR/AC	101.7	Reform 2.9 11.6 7 201
WTNW	T	1230	Tuscaloosa 1.5 2.8 3 38

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDJC-F	REL	93.7	Birmingham 1.5 5.7 7 190
WJOX	SPRST	690	Birmingham 1.5 3.8 4 69
WMJJ-F	AC	96.5	Birmingham 1.0 4.8 3 124
WNPT-F	B/AC	102.9	Linden, AL 1.0 3.8 17 305
WRAX-F	AOR-NR	107.7	Birmingham 0.5 2.7 1 36
WYSF-F	SAC	94.5	Birmingham 2.9 8.6 6 141
WZRR-F	AOR/CL	99.5	Birmingham 1.5 4.8 6 113
WZZK-F	C	104.7	Birmingham 2.0 9.2 6 220

AM Stations

WTNW	1230	1 kw	Talk	ABC, USA	K&P
WTSK	790	5 kw/0.036 kw	Black Gospel	ABC	Eastman Air South
WWPG	1280	5 kw/0.5 kw (DA-N)	Black Gospel	ABC	— WQZZ-F

FM Stations

WLXY	100.7	11.6 kw @ 485	Classic Hits		Christal	Northport
WRTR	105.5	6 kw @ 298	Classic AOR		Katz Capstar	
WTUG	92.9	100 kw @ 981	Black	AURN	Eastman Air South	
WTXT	98.1	88.9 kw @ 905	Country	Westwd, ABC	Christal Capstar	Fayette
WZBQ	94.1	99 kw @ 1007	CHR		Christal WSPZ	Carrollton

Notes: Other ranked stations – See Birmingham in the Fall 1997 American Radio . . . This is Tuscaloosa's first Fall Arbitron . . . WZBQ-F is LMA'd to Capstar

TYLER-LONGVIEW, TX

Arbitron Rank: 141	Pop (12+): 265,300	Stations: 27 / 17	% Below Line: 8.8
Market TSL In Hours: 19.25		Diaries: 737/360:1/46.1%	% Not Listed: 17.6
Average Person Rating: 13.7		Sample Target: 620	Total Retail Sales: \$3.3 Bil.

12+ Metro	Format	Fall 97		Spg	Fall	Spg	Fall	12+ Metro Cume / Rtg	Spg	Fall	12+ TSA AQH / Cume	
		1/4	Share	97	96	96	95		97	96		
1	KISX-F	CHR	51 / 14.0	11.6	13.1	10.6		683 / 25.8	25.6	25.1	89 / 1205	KISX-F
2	KNUE-F	C	35 / 9.6	13.2	12.3	11.9		598 / 22.5	22.5	21.8	97 / 1219	KNUE-F
3	KYKX-F	C	31 / 8.5	7.2	6.3	9.3		344 / 13.0	12.0	13.8	68 / 866	KYKX-F
4	KOOI-F	SAC	29 / 8.0	7.8	6.8	7.0		408 / 15.4	16.4	14.3	70 / 898	KOOI-F
5	KTYL-F	AC	19 / 5.2	3.6	4.9	4.7		338 / 12.8	12.1	15.5	37 / 563	KTYL-F
	KDOK-F	ST	19 / 5.2	5.7	3.6	6.7		211 / 7.9	10.7	7.1	31 / 300	KDOK-F
7	KKTX-F	CL AOR	18 / 4.9	5.2	3.3	3.1		302 / 11.4	11.5	8.4	44 / 484	KKTX-F
	KZEY	B	18 / 4.9	6.5	3.6	5.7		255 / 9.6	10.4	7.3	23 / 327	KZEY
9	KTBB	N/T	14 / 3.8	3.1	3.6	4.4		284 / 10.7	8.6	10.0	18 / 350	KTBB
10	KKUS-F	C	9 / 2.5	2.6	1.9	2.6		164 / 6.2	6.2	6.7	13 / 238	KKUS-F
11	KFRO-F	O	8 / 2.2	2.6	1.9	3.6		209 / 7.9	5.2	7.4	20 / 391	KFRO-F

12+ FM Share (Metro): 84.67 % (254 of 300) (Fall 96: 82.93 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KISX-F >>	1 KISX-F >	1 KISX-F	1 KNUE-F	1 KISX-F <	1 KISX-F	1 KISX-F	1 KISX-F	1 KISX-F >	1 KISX-F >>	1 KISX-F
2 KYKX-F >	2 KNUE-F <	2 KNUE-F	2 KOOI-F	2 KOOI-F <	KKTX-F	2 KNUE-F	2 KNUE-F <	2 KNUE-F <	2 KNUE-F <	2 KNUE-F
3 KYKX-F	KOOI-F <	3 KDOK-F	3 KYKX-F <	3 KYKX-F <	KNUE-F	3 KYKX-F <	3 KYKX-F <	3 KYKX-F	3 KTYL-F	KZEY
4 KKTX-F	4 KYKX-F	4 KYXX-F <	4 KNUE-F	4 KNUE-F	4 KOOI-F	4 KOOI-F	4 KOOI-F >	4 KOOI-F	4 KOOI-F <	4 KYKX-F
	KOOI-F	5 KTYL-F	5 KZEY <	5 KTYL-F	5 KTYL-F	5 KTBB <	5 KTBB <	5 KTYL-F <	5 KTYL-F	5 KZEY
6 KTYL-F >	6 KKTX-F	6 KTYL-F	6 KZEY	KTYL-F	KYKX-F	6 KDOK-F	6 KKTX-F	KKTX-F		
	7 KZEY >	KTBB <		7 KTBB	7 KKTX-F	KDOK-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEES-AA T 1430 Gladewater	1.9	4.6	12 211
KFRO N/T 1370 Longview	1.4	2.6	8 100
KPXI-F C 100.7 Mt. Pleasant	0.5	1.5	20 305
KWRW-F O 97.7 Rusk	0.8	2.0	4 95

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEGL-F AOR 97.1 FL Worth	0.8	2.4	9 286
KJTX-F REL 104.5 Jefferson, TX	0.8	2.1	3 57
KKDA-F B 104.5 Dallas	1.4	3.8	22 264
KMJJ-F B 99.7 Shreveport	1.4	4.8	17 271
KRUF-F CHR 94.5 Shreveport	1.1	4.2	24 442
KTAL-F AOR 98.1 Texarkana	0.5	3.2	13 252
KTUX-F AOR-NR 98.9 Carthage, TX	0.8	2.9	7 165
KZEY-F B 103.9 Marshall, TX	1.4	3.5	19 166
WBAP T/FS 820 FL Worth	0.5	1.5	11 289

AM Stations

KTBB 600 5 kw/2.5 kw (DA-2)	News/Talk	ABC	D&R	Gleiser
KZEY 690 1 kw/90 w (DA-1)	Black	AURN	K&P	KZEY-F

FM Stations

KDOK 92.1 9.6 kw @ 443	Standards	ABC	—	Gleiser
KFRO 95.3 5.85 kw @ 666	Oldies		Mc-Guild	Gilmer
KISX 107.3 50 kw @ 479	CHR	Westwd	Banner	Capstar
KKTX 96.1 31.7 kw @ 620	Classic AOR	ABC	—	Capstar
KKJS 104.1 50 kw @ 492	Country		—	
KNUE 101.5 100 kw @ 1074	Country		Banner	Capstar
KOOI 106.5 100 kw @ 1468	Soft AC	ABC	Mc-Guild	Jacksonville
KTYL 93.1 100 kw @ 459	AC		D&R	Capstar
KYKX 105.7 100 kw @ 1005	Country	ABC	Mc-Guild	Sunburst, pend.

Nctes: 12/97 KYKX-F sold by SunGroup to Sunburst for \$_____

WACO, TX

Arbltron Rank: 192 Pop (12+) 168,400	Stations: 31 / 11	% Below Line: 33.9
Market TSL In Hours: 18.25	Diaries: 833/202:1/42.7%	% Not Listed: 10.5
Average Person Rating: 13.5	Sample Target: 580	Total Retail Sales: \$1.87 Bil.

12+ Metro	Format	Fall 97		Spg	Fall	Spg	Fall	12+ Metro Cume / Rtg	Spg	Fall	12+ TSA AQH / Cume	
		1/4	Share	97	96	96	95		97	96		
1	WACO-F	C	31 / 13.8	18.5	16.6	15.8		434 / 25.8	26.7	28.4	85 / 1206	WACO-F
2	KWTX-F	CHR	28 / 12.3	12.5	12.2	10.4		556 / 33.0	32.8	27.3	88 / 1499	KWTX-F
3	KKDA-F	B	23 / 10.1	7.8	9.2	11.6		270 / 16.0	13.6	11.4	24 / 319	KKDA-F
4	KBRQ-F	CL AOR	18 / 7.9	9.1	7.8	7.9		249 / 14.8	15.1	13.1	23 / 381	KBRQ-F
5	WBAP	T/FS	12 / 5.3	3.9	5.7	7.1		203 / 12.1	10.1	9.9	31 / 487	WBAP
	KCKR-F	C	12 / 5.3	10.3	10.5	12.9		316 / 18.7	21.9	19.8	30 / 609	KCKR-F
7	KWOW-F	C	11 / 4.8	2.2	2.6	4.1		131 / 7.8	8.2	8.2	18 / 229	KWOW-F
8	KICI-F	SP	7 / 3.1	2.2	1.7	2.5		78 / 4.5	4.3	4.2	7 / 76	KICI-F
	KBCT-F	J	7 / 3.1	3.4	2.2			107 / 6.4	7.6	4.3	7 / 116	KBCT-F
10	KRZI	T	8 / 2.6	2.2	1.3	2.1		113 / 6.7	4.4	3.8	6 / 113	KRZI
	KWTX	T	6 / 2.6	1.7	2.2	1.7		125 / 7.4	7.3	7.2	6 / 144	KWTX

12+ FM Share (Metro): 80.39 % (164 of 204) (Fall 96: 83.33 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWTX-F >	1 KWTX-F <	1 WACO-F	1 WACO-F >	1 WACO-F	1 KBRQ-F	1 WACO-F <	1 WACO-F >	1 WACO-F	1 KKDA-F	1 KWTX-F
2 KBRQ-F	2 WACO-F	2 KBRQ-F <	2 WBAP <	KWTX-F	2 WACO-F >>	2 KWTX-F >	2 KBRQ-F <	2 KWTX-F	2 KWTX-F >	2 WACO-F <
WACO-F	3 KBRQ-F	3 KWTX-F	3 KWOW-F	3 KKDA-F >	3 WBAP	3 KKDA-F >	3 KWTX-F >	3 KKDA-F	3 KBRQ-F	3 KKDA-F >
4 KKDA-F >	4 KKOA-F >	4 KKOA-F >	4 KBRQ-F	4 KCKR-F	KWTX-F	4 WBAP	4 KKDA-F	4 KBRQ-F >	4 WACO-F >	4 KBRQ-F
	5 KCKR-F >	5 KCKR-F	KWTX-F	5 KWOW-F	KKDA-F	KBRQ-F	5 WBAP <	5 WBAP	5 KICI-F	5 KCKR-F
		6 WBAP		6 KBRQ-F >		6 KCKR-F <	6 KCKR-F <	KCKR-F		
						7 KWOW-F >>	7 KWOW-F >			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBBW	REL	1010	Marlin	1.3	2.2	4	99
KEYR-F	AC	92.9	Marlin	0.4	5.2	1	87
KKTK	SPRST	1460	Waco	1.8	8.7	5	175

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAJZ-F	J	93.3	Killeen	0.4	2.2	18	227
KBFB-F	SAC	97.9	Dallas	0.9	3.2	4	89
KHKS-F	CHR	106.1	Denton	0.9	4.7	3	120
KHLR-F	CHR	103.9	Cameron	1.3	3.3	7	169
KJFK-F	T	98.9	Lampasas	0.4	1.4	18	219
KKDA	B/O	104.5	Dallas	1.3	1.5	3	27
KLIF	T	570	Dallas	0.4	2.8	3	91
KLTD-F	REL	101.7	Temple	0.9	4.3	9	218
KLTY-F	REL	94.1	Fl. Worth	1.3	5.1	4	108
KLUV-F	O	102.9	Dallas	1.3	4.0	4	138
KRLD	N/T	1080	Dallas	1.3	5.2	4	135
KSCS-F	C	96.3	Fl. Worth	0.4	2.2	6	140
KTEM	T	1400	Temple	0.4	1.8	7	180
KTON	REL	940	Belton	0.4	1.2	2	69
KYUL-F	O	105.5	Harker Heights	0.4	1.5	31	465
KZPS-F	CL AOR	92.5	Dallas	2.2	6.2	6	138
WRR-F	CL	101.1	Dallas	0.9	1.8	2	40

AM Stations

KRZI	1580	1 kw/0.5 kw (DA-2)	News/Talk	BNN, Westwd, Talknt	Roslin	KEYR-F
KWTX	1230	1 kw	Talk	CBS, Westwd	Katz	Capstar

FM Stations

KBCT	94.5	3.2 kw @ 453	Jazz			
KBRQ	102.5	100 kw @ 450	Classic AOR		Eastman	Capstar Hillsboro
KCKR	95.5	100 kw @ 1069	Country		Banner	Capstar
KWOW	103.3	8.4 kw @ 574	Country Oldies		Roslin	Clifton
KWTX	97.5	100 kw @ 890	CHR		Katz	Capstar
WACO	99.9	100 kw @ 1650	Country	ABC	Mc-Guild	Capstar

Notes: Other ranked stations - See Dallas-Fl. Worth in the Fall 1997 American Radio

WATERBURY, CT

Arbitron Rank: 179 Pop (12+) 180,200
 Market TSL In Hours: 22.00
 Average Person Rating: 16.6

Stations: 21 / 2
 Diaries: 482/374:1/48.5%
 Sample Target: 440

% Below Line: 75.4
 % Not Listed: 16.7
 Total Retail Sales: \$1.63 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	
1	WWYZ-F	C	36 / 12.0	9.1		14.8	308 / 17.1	17.3		51 / 482	WWYZ-F
2	WKSS-F	CHR	32 / 10.7	6.9		10.6	450 / 25.0	24.9		38 / 630	WKSS-F
3	WTIC	FS	21 / 7.0	4.4		6.4	219 / 12.2	10.9		32 / 381	WTIC
4	WDRC-F	O	17 / 6.7	5.3		4.8	241 / 13.4	15.8		23 / 353	WDRC-F
5	WRCH-F	SAC	14 / 4.7	8.1		2.9	205 / 11.4	12.5		28 / 344	WRCH-F
	WMRQ-F	AOR-NR	14 / 4.7	3.8		5.5	263 / 14.0	15.1		23 / 421	WMRQ-F
	WEZN-F	SAC	14 / 4.7	6.6		4.2	306 / 17.0	14.4		17 / 370	WEZN-F
	WATR	FS	14 / 4.7	7.2		6.4	178 / 9.9	15.6		15 / 189	WATR
9	WZMX-F	CL HITS	13 / 4.3	3.8		5.5	236 / 13.1	12.6		23 / 409	WZMX-F
10	WPLR-F	AOR	12 / 4.0	5.3		3.2	219 / 12.2	12.2		17 / 282	WPLR-F
11	WWCO	ST	10 / 3.3	2.8		1.6	98 / 5.4	7.5		10 / 98	WWCO
	WFAN	SPRIS	10 / 3.3	2.2		2.3	189 / 10.5	6.1		16 / 326	WFAN

12+ FM Share (Metro): 75.60 % (189 of 250) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >	1 WKSS-F >	1 WKSS-F	1 WWYZ-F >	1 WKSS-F	1 WZMX-F	1 WKSS-F <	1 WWYZ-F >	1 WWYZ-F	1 WKSS-F	1 WWYZ-F <
2 WWYZ-F	2 WWYZ-F	2 WWYZ-F	2 WTIC	2 WWYZ-F	2 WPLR-F	2 WWYZ-F	2 WKSS-F	2 WKSS-F >	2 WMRQ-F >	2 WKSS-F >>
WMRQ-F	WZMX-F	WDRC-F	3 WDRC-F <	WRCH-F	WMRQ-F >	3 WTIC >	3 WDRC-F <	3 WTIC	3 WWYZ-F	3 WDRC-F <
4 WZMX-F	4 WEZN-F	WZMX-F	4 WATR <	4 WDRC-F	4 WKSS-F	4 WATR	4 WTIC	WRCH-F	4 WEZN-F	4 WATR <
5 WEZN-F >	WPLR-F <	5 WEZN-F	5 WRCH-F <	5 WEZN-F	WDRC-F	5 WFAN <	5 WRCH-F	5 WDRC-F <	5 WTIC	5 WTIC <
	6 WDRC-F	WPLR-F	6 WKSS-F	6 WZMX-F	WEZN-F	6 WCCC-F	6 WATR <	6 WMRQ-F	WZMX-F >	6 WRCH-F
	WMRQ-F >				WTIC	WZMX-F <		WZMX-F		WMRQ-F
					WRKI-F					
					WFAN					

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	1.0	3.2	4	91
WCBS	N	880	New York	1.0	3.3	4	96
WCCC-F	AOR	106.9	Hartford	2.3	6.2	16	272
WEBE-F	AC	107.9	Westport, CT	1.0	4.6	5	104
WHCN-F	CL AOR	105.9	Hartford	2.3	8.3	15	333
WKCI-F	CHR	101.3	Hamden, CT	2.0	12.0	7	261
WQHT-F	U/CHR	97.1	New York	0.7	3.3	3	79
WRKI-F	AOR	95.1	Brookfield, CT	2.0	5.3	15	243
WTIC-F	AC/CHR	96.5	Hartford	2.0	11.1	12	396

AM Stations

WATR	1320	5 kw/1 kw (DA-2)	Full Service	CBS, TARN	Banner
WWCO	1240	1 kw	Standards	Westwd	— Bucky

Notes: Other ranked stations – See Hartford, New Haven or New York in the Fall 1997 American Radio . . . This is Waterbury's first Fall report

WATERTOWN, NY

Arbitron Rank: 248 Pop (12+) 91,600	Stations: 13 / 9	% Below Line: 6.2
Market TSL In Hours: 23.25	Diaries: 306/299:1/57.7%	% Not Listed: 20.0
Average Person Rating: 17.5	Sample Target: 280	Total Retail Sales: \$0.99 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WFRY-F	50 / 31.2	25.9				468 / 61.0	47.5		56 / 536	WFRY-F
2	WBDR-FF	19 / 11.9	3.4				265 / 28.9	6.5		21 / 312	WBDR-FF
3	WCIZ-F	14 / 8.7	11.6		14.4		172 / 18.8	27.7		15 / 189	WCIZ-F
4	WTOJ-F	12 / 7.5	14.3		11.6		205 / 22.4	30.7		14 / 216	WTOJ-F
5	WTNY	7 / 4.4	6.8		7.5		139 / 15.2	15.3		7 / 151	WTNY
6	WLKC-F	6 / 3.7	5.5		13.7		84 / 9.2	15.0		6 / 90	WLKC-F
	WATN	6 / 3.7	1.4		2.7		74 / 8.1	5.6		6 / 75	WATN
8	WUZZ	6 / 3.1	3.4				64 / 6.9	5.6		5 / 54	WUZZ

12+ FM Share (Metro): 85.94 % (110 of 128) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >	1 WFRY-F >>
2 WBDR-FF	2 WCIZ-F	2 WCIZ-F	2 WTOJ-F	2 WTOJ-F >	2 WCIZ-F >>	2 WTOJ-F <	2 WBDR-FF	2 WBDR-FF >	2 WBDR-FF	2 WBDR-FF
3 WCIZ-F >	WBDR-FF	3 WTOJ-F	3 WTNY	3 WBDR-FF >	3 WBDR-FF	3 WCIZ-F	3 WTOJ-F >	3 WTOJ-F >	3 WCIZ-F >>	3 WCIZ-F >>
4 WTOJ-F >>	4 WTOJ-F >>	WBDR-FF >	WCIZ-F	4 WCIZ-F >	4 WUZZ	4 WBDR-FF	4 WCIZ-F >	4 WCIZ-F	4 WCIZ-F	4 WTOJ-F
		5 WUZZ	5 WBDR-FF	5 WUZZ	5 WUZZ	5 WTNY >	5 WUZZ	5 WUZZ	5 WUZZ	5 WTNY
			WATN	WLKC-F >>	WTOJ-F >					WLKC-F
										WATN >

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
CFLY-F	AC	98.3	Kingston, ON	1.9	5.5	3	51
CFMK-F	C	96.3	Kingston, ON	1.2	4.9	2	48
CHXL-F	CL AOR	103.7	Brockville, ON	1.9	7.1	3	75
WBBS-F	C	104.7	Fulton	1.2	6.4	2	60

AM Stations

WATN	1240	1 kw	Talk	Westwd, Talknt	Roslin	Clancy-Mance
WTNY	790	1 kw (DA-N)	Full Svc/Slds/Talk	CBS, Westwd	Allied	Forever
WUZZ	1410	5 kw/1 kw (DA-N)	Oldies		K&P	Forever

FM Stations

WBDR	102.7	3 kw @ 328	CHR		Roslin	Cape Vincent
WCIZ	93.5	4 kw @ 328	AOR	Westwd	Katz	Forever
WFRY	97.5	100 kw @ 285	Country	ABC	Katz	Forever
WLKC	100.7	6 kw @ 328	Country	Westwd, CNN	Roslin	Clancy-Mance
WTOJ	103.1	0.87 kw @ 594	AC	CNN, Westwd	Roslin	Clancy-Mance
WWLF	106.7	1.785 kw @ 1191	See WBDR-F			Clancy-Mance
						Copenhagen

Notes: This is Watertown's first Fall Arbitron . . . 8/97 WWLF-F changed from Classic AOR to simulcasting CHR WBDR-F

WAUSAU-STEVEN'S POINT, WI

Arbltron Rank: 159 Pop (12+) 216,800
 Market TSL In Hours: 21.25
 Average Person Rating: 16.0

Stations: 19 / 17
 Diaries: 597/363:1/61.8%
 Sample Target: 620

% Below Line: 6.7
 % Not Listed: 14.1
 Total Retail Sales: \$2.7 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume
1	WIFC-F	CHR	56 / 16.1	15.9	12.5	12.4	729 / 33.6	37.0	32.7	84 / 1232
2	WDEZ-F	C	43 / 12.4	16.2	13.1	16.1	609 / 28.1	30.8	29.3	65 / 1061
3	WYTE-F	C	34 / 9.8	7.4	11.9	13.7	480 / 22.2	17.5	21.8	36 / 543
4	WAXX-F	C	20 / 5.8	6.3	4.6	4.4	271 / 12.5	12.5	9.9	51 / 710
5	WGLX-F	AOR/CL	19 / 5.5	6.6	5.2	5.2	279 / 12.9	14.8	14.1	20 / 324
6	WOFM-F	O	15 / 4.3	4.9	4.6	4.1	290 / 13.4	11.5	11.2	21 / 361
	WLJY-F	SAC	15 / 4.3	3.8	5.2	4.4	250 / 11.5	10.3	11.2	23 / 417
8	WSPT-F	CHR/AC	12 / 3.5	2.2	4.4	2.6	248 / 11.4	11.1	11.5	13 / 296
9	WFHR	T	11 / 3.2	3.0	1.4	1.3	152 / 7.0	5.5	5.5	12 / 183
	WSAU	FS	11 / 3.2	3.0	3.2	1.6	220 / 10.1	6.8	9.7	14 / 270
	WMZK-F	AOR	11 / 3.2	3.3	2.3	1.8	208 / 9.6	8.4	9.0	29 / 396
	WIZD-F	O	11 / 3.2	3.0	4.4	3.4	255 / 11.7	9.9	9.9	12 / 295
13	WDLB	O	10 / 2.9	2.2	1.5	2.3	139 / 6.4	5.4	4.7	11 / 158

12+ FM Share (Metro): 84.90 % (253 of 298) (Fall 96: 87.46 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIFC-F >>	1 WIFC-F >	1 WIFC-F	1 WDEZ-F	1 WIFC-F >>	1 WDEZ-F >	1 WIFC-F >	1 WIFC-F	1 WIFC-F >	1 WIFC-F >>	1 WDEZ-F
2 WGLX-F	2 WDEZ-F	2 WDEZ-F	2 WYTE-F >	2 WYTE-F	2 WIFC-F <	2 WDEZ-F	2 WDEZ-F <	2 WDEZ-F	2 WYTE-F	2 WIFC-F >
WDEZ-F >	3 WGLX-F	3 WYTE-F	3 WIFC-F	3 WSPT-F	3 WGLX-F	3 WYTE-F >	3 WYTE-F >	3 WYTE-F	WDEZ-F	3 WYTE-F >
4 WAXX-F	4 WYTE-F >	4 WGLX-F	4 WLJY-F	4 WOFM-F	4 WAXX-F	4 WAXX-F	4 WAXX-F <	4 WGLX-F	4 WGLX-F	4 WAXX-F <
WYTE-F	5 WAXX-F <	5 WOFM-F	5 WAXX-F	5 WDEZ-F	5 WMZK-F	5 WSAU	5 WGLX-F	5 WAXX-F	5 WOFM-F	5 WSAU
6 WMZK-F	6 WOFM-F	6 WIZD-F	WDLB	WLJY-F >	6 WIZD-F	6 WIZD-F	6 WLJY-F <	6 WOFM-F	WAXX-F >	6 WOFM-F
WSPT-F	WSPT-F	WMZK-F	WSAU	WGLX-F	7 WKQH-F	7 WDLB	7 WOFM-F <			WGLX-F
		WSPT-F	WIZD-F		WOFM-F	WFHR <				
		WAXX-F								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKQH-F	CL AOR	104.9	Marathon 2.6 7.7 9 201
WRIG	ST	1390	Schofield 0.9 2.4 3 73
WSPT	N/T	1010	Stevens Point 1.4 4.9 6 116
WXCO	T	1230	Wausau 1.4 3.2 5 69
WYCO-F	AC	107.9	Wausau 1.4 8.2 17 418

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCCN-F	CLAOR	107.5	Neillsville, WI 0.9 3.0 8 125

AM Stations

WDLB	1450	0.75 kw	Oldies	ABC	—	Goetz	Marshfield
WFHR	1320	5 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	—	WGLX-F	Wisconsin Rapids
WSAU	550	5 kw (DA-N)	Full Service	ABC, USA, 1-on-1	Christal	Midwest Comm.	

FM Stations

WDEZ	101.9	100 kw @ 1076	Country	Christal	Midwest Commun.		
WGLX	103.3	100 kw @ 331	AOR/Classic AOR	—	WFHR		Wisconsin Rapids
WIFC	95.5	98 kw @ 1150	CHR	ABC	Christal	Midwest Commun.	
WIZD	99.9	6 kw @ 328	Oldies	ABC	—		Rudolph
WKQH	104.9	3 kw @ 328	Classic AOR		Katz	WSPT-AF	Marathon
WLJY	106.5	100 kw @ 800	Soft AC		—	Goetz	Marshfield
WMZK	104.1	13 kw @ 446	AOR	Westwd	D&R		Merrill
WOFM	94.7	50 kw @ 492	Oldies		Christal	Midwest Commun.	Mosinee
WSPT	97.9	51 kw @ 340	CHR/AC	ABC, Westwd	Katz	WSPT/WKQH-F	Stevens Point
WYCO	107.9	100 kw @ 1000	AC	CBS	Unirep	Seehafer	
WYTE	96.7	50 kw @ 492	Country		Mc-Guild		Whiting

Notes: WAXX-F – See Eau Claire in this book

WICHITA FALLS, TX

Arbitron Rank: 236 Pop (12+) 112,100
 Market TSL In Hours: 18.00
 Average Person Rating: 12.5

Stations: 13 / 7
 Diaries: 398/282:1/47.7%
 Sample Target: 330

% Below Line: 15.1
 % Not Listed: 13.6
 Total Retail Sales: \$1.2 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KWFS-F	C	23 / 18.4	18.5		17.4	319 / 28.4	29.1		28 / 472	KWFS-F
	KNIN-F	CHR	23 / 18.4	15.3		14.9	387 / 34.5	35.8		37 / 699	KNIN-F
	KLUR-F	C	23 / 18.4	16.0		20.5	338 / 30.2	31.4		40 / 603	KLUR-F
4	KTLT-F	AC	13 / 9.3	9.6		13.7	166 / 14.8	23.0		14 / 182	KTLT-F
5	KQXC-F	CHR/AC	11 / 7.9	7.7		4.3	177 / 15.8	17.1		11 / 193	KQXC-F
6	KVRW-F	O	8 / 4.3	4.5		1.2	83 / 7.4	10.8		23 / 323	KVRW-F
	KYYI-F	C	8 / 4.3	4.5		3.1	138 / 12.3	15.0		15 / 352	KYYI-F
8	WBAP	FS/T	5 / 3.6	3.2		2.5	56 / 5.0	8.5		17 / 227	WBAP

12+ FM Share (Metro): 92.56 % (112 of 121) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KNIN-F	1 KNIN-F	1 KLUR-F <	1 KLUR-F >>	1 KTLT-F	1 KLUR-F	1 KLUR-F	1 KWFS-F	1 KNIN-F <	1 KNIN-F >	1 KLUR-F
2 KWFS-F >>	2 KWFS-F	2 KWFS-F	2 KWFS-F	2 KLUR-F	2 KWFS-F	2 KWFS-F	KLUR-F	2 KWFS-F <	2 KWFS-F	2 KWFS-F
3 KQXC-F	3 KLUR-F	3 KTLT-F	KTLT-F	3 KWFS-F	KNIN-F >	3 KNIN-F >	3 KNIN-F <	3 KLUR-F >	3 KLUR-F	3 KNIN-F >>
4 KLUR-F >	4 KTLT-F	KNIN-F >	4 KVRW-F	4 KNIN-F >	4 KVRW-F	4 KTLT-F >	4 KTLT-F	4 KTLT-F >	4 KTLT-F	4 KQXC-F >
	5 KQXC-F >	5 KQXC-F	5 WBAP	5 KQXC-F >	KQXC-F	5 KQXC-F	5 KQXC-F >	5 KQXC-F	5 KQXC-F >>	5 KTLT-F
	6 KVRW-F >	6 KVRW-F >	KNIN-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KWFS C 1290 Wichita Falls	0.7	4.2	2 50

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDGE-F AOR-NR 94.5 Gainesville, TX	1.4	5.9	3 115
KJMZ-F B 98.1 Lawton, OK	1.4	2.9	28 321
KLUF T 570 Dallas	2.1	4.1	4 70
KZCD-F AOR 94.1 Lawton, OK	2.1	3.4	19 274

AM Stations

KWFS	1290	5 kw/1 kw (DA-N)	Classic Country	ABC	Christal	Apex
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FM Stations

KLUR	99.9	100 kw @ 820	Country	ABC	Katz	Cumulus
KNIN	92.9	100 kw @ 918	CHR	Westwd, Source	Banner	Apex
KQXC	102.5	4.5 kw @ 314	CHR/AC	ABC	Katz	Cumulus
KTLT	106.3	2.4 kw @ 423	AC	Westwd	Mc-Guild	Apex
KWFS	103.3	100 kw @ 449	Country		Christal	Apex
KYYI	104.7	100 kw @ 1015	Country	Westwd	Katz	Cumulus
						Burkbumett

Notes: Other ranked stations -- See Lawton, OK in this book or Dallas-Ft. Worth in the Fall 1997 American Radio ... This is Wichita Falls' first Fall Arbitron ... 1/98
 KYYI-F changed from Country to Classic AOR as "The Bear"

WILLIAMSPORT, PA

Arbitron Rank: 244 **Pop (12+)** 98,200 **Stations:** 16 / 16 **% Below Line:** 0.0
Market TSL In Hours: 21.25 **Diaries:** 399/246:1/59.6% **% Not Listed:** 9.4
Average Person Rating: 16.2 **Sample Target:** 320 **Total Retail Sales:** \$1.15 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WILQ-F	C	41 / 25.8	17.5		22.4	360 / 36.7	37.2		70 / 667	WILQ-F
2	WKSB-F	AC	33 / 20.8	19.5		21.1	384 / 39.1	31.1		82 / 900	WKSB-F
3	WZXR-FF	AOR	16 / 10.1	8.4		12.4	193 / 19.7	15.9		30 / 410	WZXR-FF
	WMYL-F	ST	16 / 10.1	8.4		3.7	161 / 16.4	10.5		18 / 199	WMYL-F
5	WRAK	T	9 / 5.7	6.5		3.1	129 / 13.2	11.5		9 / 138	WRAK
6	WHTO-F	CHR	8 / 5.0	9.7		11.2	222 / 22.6	24.1		11 / 345	WHTO-F
7	WVRT-F	CHR/AC	7 / 4.4	3.9		3.1	130 / 13.3	8.9		9 / 204	WVRT-F
8	WSFT-F	SAC	5 / 3.2	5.8		3.7	117 / 11.9	8.8		5 / 130	WSFT-F

12+ FM Share (Metro): 90.28 % (130 of 144) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSB-F	1 WKSB-F <	1 WKSB-F	1 WILQ-F	1 WILQ-F <	1 WKSB-F	1 WILQ-F <	1 WKSB-F <	1 WILQ-F	1 WILQ-F >>	1 WILQ-F >>
WILQ-F	2 WILQ-F >>	WILQ-F >>	2 WKSB-F >	2 WKSB-F >>	2 WILQ-F >	2 WKSB-F >>	2 WILQ-F >>	2 WKSB-F >	2 WKSB-F	2 WKSB-F >
3 WZXR-FF >>	3 WZXR-FF >>	3 WZXR-FF >>	3 WMYL-F >>	3 WZXR-FF >	3 WZXR-FF >>	3 WMYL-F <	3 WZXR-FF	3 WZXR-FF	3 WHTO-F	3 WMYL-F
4 WVRT-F	4 WVRT-F	4 WVRT-F	4 WRAK	4 WVRT-F >	4 WVRT-F	4 WZXR-FF >	WMYL-F >	WMYL-F >	4 WZXR-FF >	4 WZXR-FF >
WHTO-F >>	WHTO-F >	5 WSFT-F	WZXR-FF	5 WSFT-F	WRAK >	5 WRAK	5 WRAK >	5 WRAK	5 WMYL-F	5 WHTO-F >
		WRAK		WHTO-F >>					WRAK	
		WHTO-F							WVRT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
W'SA-AF REL 96.3 Jersey Shore	1.3	2.5	2 50
WLYC C 1050 Williamsport	1.3	2.4	2 26
WQBR-F C 99.9 Avis	0.6	5.5	7 158
WVPA T 1340 Williamsport	1.3	5.6	2 55
WZRZ-F O 98.7 Mill Hill	1.3	3.1	5 54

AM Stations

WRAK	1400	1 kw	Talk	ABC	Katz	Dame
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FM Stations

WCXR	103.7	0.95 kw @ 801	See WZXR-F			Lewisburg
WHTO	93.3	1.7 kw @ 1220	CHR	ABC	Christal	SabreCom
WILQ	105.1	9.2 kw @ 1135	Country	ABC	Roslin	SabreCom
WKSB	102.7	53 kw @ 1270	AC	Westwd	Katz	Dame
WMYL	95.5	3.9 kw @ 239	Standards	ABC	Katz	Dame
WSFT	107.9	0.18 kw @ 1292	Soft AC	Westwd	—	
WVRT	97.7	6 kw @ 298	AC/CHR		Mc-Guild	Forever
WZXR	99.3	0.405 kw @ 1237	AOR		Christal	SabreCom
						S. Williamsport

Notes: This is Williamsport's first Fall Arbitron . . . 9/97 WLYC-F changed from Standards to Soft AC as WSFT-F

WINCHESTER, VA

Arbitron Rank: 219 Pop (12+) 130,100
 Market TSL In Hours: 22.50
 Average Person Rating: 16.7

Stations: 28 / 10
 Diaries: 602/216:1/56.8%
 Sample Target: 510

% Below Line: 29.5
 % Not Listed: 17.1
 Total Retail Sales: \$1.41 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	WUSQ-F	C	44 / 20.3	23.3		23.3	469 / 36.0	38.4		59 / 720	WUSQ-F
2	WINC-F	AC/CHR	28 / 12.9	8.7		12.1	429 / 32.9	26.7		43 / 726	WINC-F
3	WAZR-F	ST	12 / 6.6	5.8		1.9	79 / 6.1	9.2		14 / 110	WAZR-F
4	WSIG-F	C	8 / 3.7	1.9		3.4	81 / 6.2	4.3		9 / 89	WSIG-F
	WWDC-F	AOR	8 / 3.7	4.4		3.9	135 / 10.3	12.2		14 / 308	WWDC-F
	WFTR-F	C	8 / 3.7	3.9		4.4	102 / 7.9	8.1		9 / 112	WFTR-F
	WFQX-F	CHR	8 / 3.7	3.4		5.3	178 / 13.7	12.5		8 / 181	WFQX-F
8	WARW-F	CL AOR	7 / 3.2	3.4		1.9	123 / 9.6	5.9		11 / 273	WARW-F
9	WMZQ-F	C	6 / 2.8	5.3		2.9	116 / 8.9	11.4		18 / 258	WMZQ-F
10	WBIG-F	O	6 / 2.3	1.9		1.9	76 / 5.7	8.0		8 / 175	WBIG-F

12+ FM Share (Metro): 95.56 % (172 of 180) (Fall 96: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WUSQ-F >	1 WUSQ-F >	1 WUSQ-F >	1 WUSQ-F >	1 WUSQ-F	1 WUSQ-F >>	1 WUSQ-F >	1 WUSQ-F >>	1 WUSQ-F >	1 WINC-F	1 WUSQ-F
2 WINC-F >	2 WINC-F >>	2 WINC-F >>	2 WINC-F >	2 WINC-F >>	2 WINC-F >>	2 WINC-F >>	2 WINC-F >	2 WINC-F >	2 WUSQ-F	2 WINC-F >>
3 WFQX-F >	3 WFQX-F	3 WARW-F	3 WAZR-F >	3 WAZR-F	3 WARW-F >>	3 WSIG-F	3 WAZR-F >	3 WAZR-F >>	3 WAZR-F >	3 WAZR-F >
4 WWDC-F	4 WARW-F	4 WFQX-F	4 WSIG-F	WMZQ-F		4 WARW-F	4 WFQX-F	4 WFQX-F	4 WWMD-F	4 WFTR-F
	WWDC-F >		5 WFTR-F >	WFQX-F >		5 WFTR-F <	5 WFTR-F	WWDC-F	WWDC-F	WWDC-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAPP-FF	C	105.5 Berryville	0.9 5.2 3 81
WINC	N/T	1400 Winchester	1.8 3.4 4 54
WNTW	T	610 Winchester	0.9 2.2 2 35

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WARX-F	O	106.9 Hagerstown, MD	1.8 5.8 14 216
WBHB-F	CL AOR	103.3 New Market, VA	0.5 2.1 1 32
WGAY-F	SAC	99.5 Washington	0.5 1.8 3 89
WGMS-F	CL	103.5 Washington	0.5 2.1 2 42
WJFK-F	T/J	106.7 Manassas	1.4 5.1 10 210
WJZW-F	J	105.9 Woodbridge, VA	1.4 3.5 5 94
WKCY-F	C	104.3 Harrisonburg	0.9 1.8 6 58
WKMZ-F	CL HITS	97.5 Martinsburg, WV	1.8 6.1 14 235
WKYS-F	B	93.9 Washington	1.8 4.8 5 108
WMAL	FS/T	630 Washington	0.9 1.7 4 73
WPGC-F	B/CHR	95.5 Morningside, MD	0.5 1.5 2 57
WQPO-F	CHR/AC	100.7 Harrisonburg	1.8 5.5 6 117
WWMD-F	EZ	104.7 Hagerstown, MD	1.8 3.7 6 84
WWZZ-F	CHR	104.1 Waldorf, MD	1.8 6.6 6 160

AM Stations

WINC	1400	1 kw	News/Talk	AP	—	Lewis
WNTW	610	0.5 kw (DA-2)	Talk	ABC, 1/1, SRN	—	Capstar

FM Stations

WAZR	93.7	9.8 kw @ -13	Standards	ABC	Savalli	Woodstock
WFQX	99.3	3 kw @ 297	CHR		—	Capstar
WFTR	95.3	4 kw @ 300	Country	USA, ABC	—	Straus
WINC	92.5	22 kw @ 1400	AC/CHR	Westwd	—	Lewis
WKMZ	97.5	12.5 kw @ 1008	Classic Hits	CNN	K&P	Martinsburg, WV
WSIG	96.9	3 kw @ -29	Country	CNN, JRN	—	ML Jackson
WUSQ	102.5	31.6 kw @ 630	Country	ABC	—	Capstar

Notes: Other ranked stations - See Washington, DC in the Fall 1997 American Radio . . . This is Winchester's first Fall Arbitron . . . 7/97 WAPP-F (105.5)WBPP-F (104.9) changed from Oldies to Country

YAKIMA, WA

Arbitron Rank: 185 **Pop (12+)** 174,500 **Stations:** 19 / 16 **% Below Line:** 2.3
Market TSL In Hours: 20.25 **Diaries:** 607/287:1/52.9% **% Not Listed:** 15.9
Average Person Rating: 15.1 **Sample Target:** 550 **Total Retail Sales:** \$1.62 Bil.

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	
1	KXDD-F	C	48 / 17.4	14.4	14.9	15.5	612 / 29.3	24.6	26.3	46 / 516	KXDD-F
2	KFFM-F	CHR	38 / 13.7	10.8	14.2	12.9	479 / 27.4	24.9	30.6	39 / 517	KFFM-F
3	KIT	T/FS	29 / 11.0	11.5	10.7	9.6	382 / 21.9	22.8	23.8	29 / 382	KIT
4	KZTA-FF	SP	20 / 7.6	5.8	6.4	9.2	187 / 10.7	10.9	10.7	20 / 187	KZTA-FF
5	KRSE-F	SAC	19 / 7.2	4.7	5.7	7.0	216 / 12.4	11.1	12.2	19 / 221	KRSE-F
6	KATS-F	AOR	17 / 6.4	9.0	11.0	11.4	264 / 15.1	19.3	21.4	22 / 329	KATS-F
7	KHHK-F	CL HITS	13 / 4.9	5.0	1.4	0.7	214 / 12.3	13.6	6.2	13 / 220	KHHK-F
8	KQSN-F	AC	7 / 2.7	4.7	5.3	4.8	145 / 8.3	9.9	13.4	7 / 145	KQSN-F
9	KMWX	O	6 / 2.3	5.0	5.3	3.0	180 / 9.1	9.4	12.7	6 / 162	KMWX
	KREW	ST	6 / 2.3	0.7	0.7	0.7	101 / 5.8	2.7	2.4	6 / 101	KREW

12+ FM Share (Metro): 77.03 % (171 of 222) (Fall 96: 72.10 %)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KXDD-F <	1 KXDD-F >	1 KXDD-F >	1 KXDD-F	1 KXDD-F >	1 KXDD-F	1 KXDD-F	1 KXDD-F	1 KXDD-F	1 KFFM-F >>	1 KFFM-F <
2 KZTA-FF	2 KFFM-F <	2 KIT	2 KIT >	2 KRSE-F	2 KATS-F	2 KIT	2 KIT >	2 KFFM-F >	2 KZTA-FF	2 KXDD-F >>
3 KFFM-F	3 KZTA-FF	3 KRSE-F	3 KRSE-F >	3 KFFM-F	KIT >	3 KFFM-F >	3 KRSE-F	3 KRSE-F <	3 KATS-F <	3 KZTA-FF
4 KATS-F >	4 KIT	4 KATS-F	4 KFFM-F	4 KIT	4 KHHK-F	4 KRSE-F <	4 KFFM-F	4 KATS-F <	4 KXDD-F	KIT >>
5 KHHK-F >	5 KATS-F	KZTA-FF		5 KHHK-F	KZTA-FF >	5 KATS-F <	KZTA-FF <	5 KZTA-FF	5 KIT >	5 KATS-F
	KHHK-F <	6 KFFM-F		KZTA-FF	6 KRSE-F	6 KZTA-FF >	6 KHHK-F	6 KHHK-F		
	7 KRSE-F >>	KHHK-F >								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KARY-F	C	100.9	Grandview 1.9 1.8 5 32
KBBO	REL	1390	Yakima 1.1 4.5 3 79
KENE	C	1490	Toppenish 0.4 2.0 1 34
KYXE	SP	1020	Selah 1.1 3.3 3 57
KZXR-F	AC/CHR	101.7	Prosser 1.9 4.0 5 70

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEGX-F	AOR	106.5	Richland 0.8 2.4 2 42
KONA	T	610	Kennewick 1.1 2.9 3 53
KRWM-F	J	106.9	Bremerton 0.4 1.8 1 32

AM Stations

KIT	1280	5 kw/1 kw	Talk/Full Svc.	CBS, ABC, Westwd	Mc-Guild	T. Ingstad
KMWX	1460	5 kw/3.7 kw (DA-N)	Oldies	Westwd	Mc-Guild	T. Ingstad
KREW	1210	10 kw/1 kw	Standards	CBS	Tacher	KZTB-F Sunnyside

FM Stations

KATS	94.5	100 kw @ 909	AOR	Mc-Guild	T. Ingstad
KFFM	107.3	100 kw @ 1500	CHR	Mc-Guild	T. Ingstad
KHHK	99.7	7.6 kw @ 584	Classic Hits	Tacher	KCHT/KXDD
KQSN	92.9	17 kw @ 843	AC	Mc-Guild	T. Ingstad Toppenish
KRSE	105.7	100 kw @ 584	Soft AC	Allied	KBBO
KXDD	104.1	61 kw @ 781	Country	ABC	Tacher KCHT/KHHK-F
KZTA	96.9	5.8 kw @ 36	Spanish	Caballero	KXDD-F Naches
KZTB	96.7	5.8 kw @ -1	See KZTA-F		KREW Sunnyside

Notes: KHHK-F, KJOX-F, KREW, KYXE and KZTB-F all are LMA'd by KXDD-F/KZTA-F . . . 11/97 KJOX sold to Thomas Read for \$150,000 . . . 12/97 KJOX changed to Religion as KGER

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