

# AMERICAN RADIO

Fall 1998 Ratings Report



DUNCAN'S AMERICAN RADIO

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## FALL 1998 RATINGS REPORT

Arbitron Rating Period: 24 September-16 December 1998

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# INTRODUCTION

**AMERICAN RADIO** is in its 23<sup>rd</sup> year of publication. We sincerely appreciate your support of our work today and, over the years.

We strongly urge you (especially new clients/subscribers) to read carefully the definition pages that immediately precede the individual market reports. They will help you understand all the information given in the individual market reports. If you have any questions, comments or suggestions, please feel free to call me or Thom Moon. We believe that our time is included in your purchase price. And, we always enjoy talking about **AMERICAN RADIO**. Thom or I can be reached at the following address or phone numbers:

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Every effort has been made to make this book as accurate as possible. However, we are responsible for errors only to the extent subscribers will be notified if such action is justified. 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 14 January and ended on 15 February. Compilation of this edition was completed 2 March 1999. Any corrections made by Arbitron to earlier published reports are included if they were received before 2 March. Station sales through 28 February 1999 are included.

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

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

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.  
J.T. Anderton                      Thom Moon  
Sherry Roberts

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

# STATION TRADING ACTIVITY

1 SEPTEMBER 1998-28 FEBRUARY 1999

## GROUP SALES

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
<b>9/98 CITYWIDE-CITADEL</b>			
KQXL-F/WEMX-F/WIBR/WKJN-F/WXOK KFYZ-F/KNEK-AF/KRRQ-F	Baton Rouge Lafayette, LA	\$34,000,000	Bergner
<b>9/98 FURR-CUMULUS</b>			
WFOR/WHER-F WMBC-F/WJWF	Laurel-Hattiesburg, MS Tupelo, MS	\$4,500,000	Media Services
<b>9/98 CHARISMA-CUMULUS</b>			
WKOR-AF/WMXU-F/WSMS-F/WSSO WESE-F/WNRX/WTUP/WWZD-F	Columbus, MS Tupelo, MS	\$6,850,000	Media Services
<b>9/98 NORTH COAST-BI-COASTAL</b>			
KATA/KGOE/KRED-F/KKHB-F KXBX-AF/KQPM-F	Eureka, CA Ukiah-Lakeport, CA	\$6,400,000	Media Services
<b>10/98 MEGA BROADCASTING-MEGA COMMUNICATIONS</b>			
WLAT/WNEZ WURD WKDL/WKDV	Hartford Philadelphia Washington, DC	\$13,000,000	
<b>10/98 JACOR-CLEAR CHANNEL</b>			
KLOO-AF/KRKT-AF WGST/WKLS-F/WPCH-F WCAO/WOCT-F/WPOC-F KFYR/KYYY-F KARO-F/KCIX-F/KFXD/KIDO/KLTB-F/KXLT-F KBUR/KGRS-F KMCG/KMGW-F/KTWO KKRQ-F/KXIC/WMT-AF KELA/KMNT-F WALC-F/WEZL-F/WPAL/WRFQ-F/WXLY-F KGAB/KIGN-F/KLEN-F/KMUS-F/KOLZ-F WBEX/WCHI/WFCB-F WCKY/WEBN-F/WKFS-F/WKRC/WLW/ WOFX-F/WSAI/WVMX-F WMJI-F/WMMMS-F/WMVX-F/WTAM/WZLE-F WCOL-F/WFII/WNCI-F/WTVN/WZAZ-F KDMX-F/KEGL-F WBTT-F/WIZE/WLQT-F/WLSN-F/WMMX-F/ WONE/WTUE-F KBCO-F/KBPI-F/KHIH-F/KHOW/KOA/ KRFX-F/KTCL-F/KTLK KMXD-F/KYSY-F/WHO WHMQ-F/WQTL-F KCOL/KGLL-F/KIIX/KPAW-F KBKB-AF WHEL-F KHMV-F/KKTL-F/KTBZ-F KID-AF/KPKY-F/KRSS-F/KWIK WJBT-F/WQIK-F/WSOL-F/WZAZ KAVL/KAVS-F/KYHT-F KFMS-F/KQOL-F/KSNE-F/KWNR-F WBUL-F/WKQQ-F/WLAP/WLKT-F/ WMXL-F/WTKT WBUK-F/WIMA/WIMT-F/WMLX-F KACD-F/KBCD-F/KBET/KEZY-F/KIIS-F/ KORG/KXTA WDJX-F/WFIA/WLRS-F/WSFR-F/WVEZ-F/ Option to purchase WMHX-F WDIF-F/WMRN-AF KCNA-F/KKJJ-F/KMED/KOPE-F/ KRWQ-F/KZZE-F KMXP-F/KZZP-F WEAE WCCF/WCVU-F/WIKX-F KEWS/KEX/KKCW-F/KKLQ-F/KKRZ-F KCKC/KDIF	Albany-Corvallis, OR Atlanta Baltimore Bismarck Boise Burlington, IA Casper, WY Cedar Rapids Centralia-Chehalis, WA Charleston, SC Cheyenne, WY Chillicothe, OH  Cincinnati Cleveland Columbus, OH Dallas-Fort Worth  Dayton  Denver Des Moines Findlay, OH Fort Collins-Greeley, CO Fort Madison, IA Helen, GA Houston Pocatello-Idaho Falls, ID Jacksonville Lancaster-Antelope Valley, CA Las Vegas  Lexington Lima, OH  Los Angeles  Louisville Marion, OH  Medford-Ashland, OR Phoenix Pittsburgh Port Charlotte-Punta Gorda, FL Portland, OR Riverside-San Bernardino		

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
<b>10/98 JACOR-CLEAR CHANNEL (CONT'D.)</b>			
WHAM/WHTK/WISY-F/WMAX-F/WNVE-F/ WVOR-F/WYSY-F	Rochester, NY		
KATZ-AF/KLOU-F/KMJM-F/KSD-F/KSLZ-F	Saint Louis		
KALL/KKAT-F/KNRS/KODJ-F/KURR-F/ KWLW/KZHT-F	Salt Lake City		
KGB-F/KHTS-F/KIOZ-F/KJQY-F/KMSX-F/KOGO/ KPOP/KSDO/LMAs for XTRA-AF/XHRM-F	San Diego		
KFJO-F/KZSF-F	San Francisco		
KLDZ-F/KSJO-F/KUFX-F	San Jose		
WCPZ-F/WLEC/WMTX-F	Sandusky, OH		
KIST-F/KSBL-F/KTMS/KTYD-F/KXXT	Santa Barbara, CA		
WAMR/WCTQ-F/WLTF-F/WSPB/WSRZ-F/ WYNF-F	Sarasota-Bradenton		
WAKS-F/WDAE/WDUV-F/WFLA/WFLZ-F/ WTBT-F/WXTB-F	Tampa-Saint Petersburg		
KLYF	Thousand Oaks, CA		
WCWA/WIOT-F/WRVF-F/WSPD/WVKS-F	Toledo		
KEZJ-F/KLIX-AF	Twin Falls, ID		
WBUB/WCHO-F	Washington Court House, OH		
WBTJ-F/WKBN-AF/WNCD-F/WNIO	Youngstown		
		Estimated value: \$4,400,000,000	
<b>10/98 62ND STREET-CITADEL</b>			
WGER-F	Saginaw-Bay City-Midland		
WIOG-F	Saginaw-Bay City-Midland		
WKQZ-F	Saginaw-Bay City-Midland		
WMJA-F/WMJK-F	Saginaw-Bay City-Midland		
WGSW	Saginaw-Bay City-Midland	\$35,000,000	Foreman
<b>10/98 CHILDREN'S BROADCASTING-RADIO UNICA</b>			
KAHZ	Dallas-Fort Worth		
WJDM/WBAH	New York		
KIDR	Phoenix	\$29,250,000	Star
<b>10/98 WILLIS-RAINBOW</b>			
WKWQ-F	Columbia, SC		
WKSO-F	Orangeburg, SC	\$3,400,000	
<b>11/98 WICKS/CITADEL</b>			
WAAL-F/WHWK-F/WKOP/WNBF/WYOS-F	Binghamton		
WMGL-F/WNKT-F/WSSX-F/WSUY-F/WTMA/ WTMZ/WWWZ-F/WXTC	Charleston, SC		
WWKI-F	Kokomo, IN		
WMDH-AF	New Castle (Muncie), IN	\$77,000,000	
<b>11/98 EXCALIBUR-JIM CHAMPLIN/MARTY BECK</b>			
WMNM-F	Port Henry, NY		
WSYB/WZRT-F	Rutland, VT	\$1,500,000	
<b>12/98 VARISTAR/JAMES INGSTAD</b>			
KFGO-AF/KFGX-F/KPHX-F/KVOX-AF	Fargo		
KKOK-F/KMRS	Morris, MN	NA	
<b>12/98 VIRGINIA BROADCASTING/MARATHON</b>			
WCMY/WRKX-F	Ottawa, IL		
KLPW-AF	Saint Louis		
WJBD-AF	Salem, IL	\$6,000,000	
<b>12/98 NORTHERN COMMUNICATIONS/ALLIANCE</b>			
WCLS-F	Oscoda, MI		
WHAK-AF/WHSB-F	Rogers City, MI		
WHST-F	Tawas City, MI	\$4,000,000	
<b>1/99 CITADEL-MARATHON</b>			
KBBB-F/KBUL/KCTR-F/KKBR-F/KMHK-F	Billings, MT		
KEHK-F/KKTT-F/KUGN	Eugene-Springfield		
WGLU-F/WQKK-F	Johnstown		
KAKT-F/KBOY-F/KCMX-AF/KTMT-AF	Medford-Ashland, OR		
WBLF/WIKN-F/WQWK-F/WRSC	State College, PA		
KEYW/KFLD/KORD-F/KTHK-F/KXRX-F	Tri-Cities, WA (Richland-Kennewick-Pasco)	\$26,000,000	

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
	<b>1/99 METRO SOUTH-JACOR/CLEAR CHANNEL</b>		
WCOH/WMKJ-F WMXY/WZLG-F	Atlanta La Grange, GA	\$4,400,000	
	<b>2/99 CLEAR CHANNEL/JACOR-BLUE CHIP</b>		
WING-AF/WGTZ-F WDJX-F/WFIA/WLRS-F	Dayton Louisville	\$40,000,000	
	<b>2/99 CLEAR CHANNEL/JACOR-COX RADIO</b>		
WMHX-F (option to purchase)/WSFR-F/ WVEZ-F WFJO-F/WHPT-F/WTBT-F facility/ WDUV-F format	Louisville  Tampa-Saint Petersburg		Cox's Syracuse facilities + cash
	<b>2/99 COX RADIO-CLEAR CHANNEL/JACOR</b>		
WBBS-F/WHEN/WSYR/WWHT-F/WYYY-F (+ \$)	Syracuse		Louisville & Tampa properties
	<b>2/99 CLEAR CHANNEL/JACOR-CBS/INFINITY</b>		
WNCX-F WRBQ-F/WSJT-F	Cleveland Tampa-Saint Petersburg	\$122,500,000	
	<b>2/99 CLEAR CHANNEL/JACOR-MEGA</b>		
WZTM	Tampa-Saint Petersburg		
	<b>2/99 CLEAR CHANNEL/JACOR-RADIO ONE</b>		
WERE/WENZ-F	Cleveland		
	<b>2/99 CLEAR CHANNEL-PLACED IN TRUST</b>		
WZNZ/WBGB-F	Jacksonville		
	<b>2/99 PRAIRIELAND/PINNACLE</b>		
WCZQ-F WDZ/WDZQ-F	Champaign, IL Decatur, IL	\$3,000,000	

**MARKET-BY-MARKET LISTINGS**

DATE	STATION(S)	MARKET	SELLER	BUYER	CONSIDERATION	BROKER(S)
		<b>ABILENE, TX</b>				
10/98	KYYD			Dynamic	\$100,000	
		<b>ALBANY-CORVALLIS, OR</b>				
10/98	KLOO-AF/KRKT-AF		Jacor	Clear Channel	See Group Sales	
		<b>ALBANY-SCHENECTADY-TROY</b>				
10/98	WIZR/WSRD-F			Albany Broadcasting	\$2,200,000	
10/98	WKBE-F/WKLI-F		Bendat	Tele-Media	\$5,000,000	
10/98	WABY-AF		Bendat/Hunt	Tele-Media	\$2,500,000	
		<b>ALBUQUERQUE</b>				
10/98	KSVA-F			Trumper	KHTZ/KZSS + \$1,500,000	
10/98	KHTZ/KZSS (+ \$1,500,000)		Trumper		KSVA-F	
11/98	KKSS-F		SunGroup/Sunburst	Simmons	\$5,500,000	
		<b>ANDERSON, IN</b>				
11/98	WHBU/WAXT-F			Indiana Radio Ptmrs	\$2,000,000	Bergner
		<b>APPLETON-OSHKOSH</b>				
10/98	WAUN-F				\$105,000	
2/99	WSGC			WMBE	\$398,000	
		<b>ASHEVILLE</b>				
2/99	WTZY			Pamplico	\$140,000	
		<b>ASPEN-GLENWOOD SPRINGS, CO</b>				
9/98	KFMU-F/KNFO-F/KSPN-F/KTUN-F			Salisbury	\$5,000,000	
		<b>ATLANTA</b>				
10/98	WGST/WKLS-F/WPCH-F		Jacor	Clear Channel	See Group Sales	
11/98	WAMJ-F			Radio One	\$100,000	
1/99	WCOH/WMKJ-F			Jacor/Clear Channel	See Group Sales	Media Services

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>ATLANTIC CITY-CAPE MAY</b>						
1/99	WJSX-F			Margate Communications	\$1,000,000	
1/99	WMID/WSAX-F	AMCOM		Margate Communications	\$2,920,000	
2/99	WRDR-F			Mega Communications	\$15,500,000	
<b>AUGUSTA-WATERTOWN, ME</b>						
9/98	WQSS-F (+ FM CP)			WABI/WWBX-F Bangor	\$882,000	
<b>BALTIMORE</b>						
10/98	WCAO/WOCT-F/WPOC-F	Jacor		Clear Channel	See Group Sales	
<b>BANGOR, ME</b>						
12/98	WDEA/WEZQ-F/WWMJ-F	Dudman		Cumulus	\$4,000,000	Blackburn
<b>BARNWELL, SC</b>						
10/98	WBAW			Jacor/Clear Channel	\$117,000	
<b>BARSTOW, CA</b>						
1/99	KXXZ-F			Tele-Media	\$600,000	
<b>BATON ROUGE</b>						
9/98	KQXL-F/WEMX-F/WIBR/WKJN-F/WXOK	Citywide		Citadel	See Group Sales	
<b>BAY CITY, TX</b>						
11/98	KKOS-F	Equicom		Roy Henderson	KZTR-F Bryan-College Stn	
<b>BEAUMONT-PORT ARTHUR, TX</b>						
9/98	KKAS/KWDX-F				\$400,000	
<b>BELLINGHAM, WA</b>						
9/98	KPUG/KAFE-F			Saga	\$5,800,000	
1/99	KBFW			Saga	approx. \$500,000	
<b>BILLINGS, MT</b>						
1/99	KBBB-F/KBUL/KCTR-F/KKBR-F/KMHK-F	Citadel		Marathon	See Group Sales	
<b>BINGHAMTON</b>						
11/98	WAAL-F/WHWK-F/WKOP/WNBF/WYOS-F	Wicks		Citadel	See Group Sales	Merrill Lynch
<b>BISMARCK, ND</b>						
9/98	KFYR/KYYY-F	Meyer		Jacor	\$4,800,000	MVP
10/98	KFYR/KYYY-F	Jacor		Clear Channel	See Group Sales	
12/98	KBMR/KSSS-F/KXMR	Anderson		Cumulus	\$4,500,000	
<b>BLACKSBURG-CHRISTIANSBURG, VA</b>						
12/98	WBNK-F/WFNR/WNRV/WPSK-F/ WRAD/WRIQ-F	Boccephus		New River	\$6,400,000	Bergner
<b>BLOCK ISLAND, RI</b>						
1/99	WVBI-F			Charles River	\$738,000	
<b>BOISE</b>						
10/98	KARO-F/KCIX-F/KFXD/KIDO/KLTB-F/KXLT-F	Jacor		Clear Channel	See Group Sales	
<b>BOSTON</b>						
9/98	WNFT	CBS/Infinitely		Mega Commun.	\$5,000,000	
10/98	WBPS (890; Dedham)	Z-Spanish		Mega Commun.	\$4,000,000	
2/99	WKOX	Fairbanks		B-Mass Holding	\$14,500,000	
2/99	WLLH (1400; Lowell-Lawrence)	Lerner		Mega Commun.	\$936,000	
<b>BRYAN-COLLEGE STATION, TX</b>						
10/98	KBMA-F				\$25,000	
11/98	KZTR-F	Roy Henderson		Equicom	KKOS-F Bay City, TX	
<b>BURLINGTON, IA</b>						
9/98	KBUR/KGRS-F			Jacor	\$5,700,000	Connelly
10/98	KBUR/KGRS-F	Jacor		Clear Channel	See Group Sales	
<b>CAPE COD, MA</b>						
9/98	WKPE (1170)			Univ. of Mass.	Donallon	
<b>CASPER, WY</b>						
10/98	KMCG/KMGW-F/KTWO	Jacor		Clear Channel	See Group Sales	
<b>CEDAR RAPIDS</b>						
10/98	KKRQ-F/KXC/WMT-AF	Jacor		Clear Channel	See Group Sales	
<b>CENTRALIA-CHEHALIS, WA</b>						
10/98	KELA/KMNT-F	Jacor		Clear Channel	See Group Sales	
<b>CHAMPAIGN, IL</b>						
2/99	WCZQ-F	PrairieLand		Pinnacle	See Group Sales	



DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			<b>CHARLESTON, SC</b>			
9/98	WPAL			Jacor	\$1,350,000	
10/98	WALC-F/WVEZL-F/WPAL/WRFQ-F/WXLY-F	Jacor		Clear Channel	See Group Sales	
11/98	WMGL-F/WNKT-F/WSSX-F/WUSY-F/ WTMA/WTMZ/WXTC/WWWZ-F	Wicks Regent		Citadel Concord Media	See Group Sales \$1,600,000	Merrill Lynch
	1/99	WSPP-F				
			<b>CHATTANOOGA</b>			
12/98	WSDT (Soddy-Daisy)			Willis		
1/99	WSDT				Sale reportedly cancelled	
			<b>CHEYENNE, WY</b>			
10/98	KGAB/KIGN-F/KLEN-F/KMUS-F/KOLZ-F	Jacor		Clear Channel	See Group Sales	
			<b>CHICAGO</b>			
10/98	WWCA (Gary, IN)	Willis		Alliance	\$2,100,000	
11/98	WKRS/WXLC-F	Spring		C. Devine/B. Buzil	\$4,300,000	
			<b>CHICO, CA</b>			
11/98	FM CP			Phoenix	\$12,465	
			<b>CHILLICOTHE, OH</b>			
9/98	WCHI/WFCB-F			Jacor	\$2,750,000	
10/98	WBEX/WCHI/WFCB-F	Jacor		Clear Channel	See Group Sales	
			<b>CINCINNATI</b>			
10/98	WCKY/WEBN-F/WKFS-F/WKRC/WLW/ WOFX-F/WSAI/WVMX-F	Jacor		Clear Channel	See Group Sales	
			<b>CLEVELAND</b>			
9/98	WZLE-F (Lorain)	Vernon Baldwin		Jacor	\$8,000,000	
10/98	WGAR-F/WMJL-F/WMMMS-F/WMVX-F/ WTAM/WZLE-F	Jacor		Clear Channel	See Group Sales	
2/99	WERE/WENZ-F	Clear Channel		Radio One		
2/99	WNCX-F	Clear Channel		CBS/Infinity	See Group Sales	
			<b>COLORADO SPRINGS</b>			
12/98	KCBR/KCMN				\$750,000	
			<b>COLUMBIA, SC</b>			
10/98	WKWQ-F			Rainbow	See Group Sales	
11/98	WLGO				\$200,000	
			<b>COLUMBUS, GA</b>			
12/98	WDAK/WSTH-F	Solar		Cumulus	\$4,500,000	Media Services
			<b>COLUMBUS, MS</b>			
9/98	WKOR-AF/WMXU-F/WSMS-F/WSSO	Charisma		Cumulus	See Group Sales	Media Services
			<b>COLUMBUS, OH</b>			
9/98	WUCO (Marysville)				\$190,000	
10/98	WCOL-F/WFII/WNCI-F/WTVN/WZAZ-F	Jacor		Clear Channel	See Group Sales	
12/98	WEGE-F			WMNI/WBZX-F	\$5,000,000	
			<b>COOKEVILLE, TN</b>			
9/98	WBXE-F/WCSD-F				\$1,050,000	
			<b>COOS BAY, OR</b>			
12/98	KRBZ-F	Pioneer (Morris)		Umpqua River	\$260,000	
			<b>CORPUS CHRISTI</b>			
12/98	KDAE	Harpole/Equicom			\$500,000	
			<b>DALLAS-FORT WORTH</b>			
10/98	KDMX-F/KEGL-F	Jacor		Clear Channel	See Group Sales	
10/98	KRJT-F (Bowie, TX)			Sunburst	\$4,300,000	
10/98	KAHZ (Fort Worth)	Children's		Radio Unica	See Group Sales	
1/99	KIKM-F (Denison, TX)			First Bcstg.	\$15,000,000	
2/99	KIKM-F	First Bcstg.		Z-Spanish	\$26,500,000	
			<b>DAYTON</b>			
10/98	WBTT-F/WIZE/WLQT-F/WLSN-F/WMMX-F WONE/WTUE-F/WXEG-F	Jacor		Clear Channel	See Group Sales	
1/99	WPTW (Piqua)	Cox		Frontier	\$75,000	
2/99	WGTZ-F/WING-AF	Clear Channel		Blue Chip	See Group Sales	
			<b>DAYTONA BEACH</b>			
11/98	WROD			Gore-Overgaard	\$1,010,000	
			<b>DECATUR, IL</b>			
2/99	WDZ/WDZQ-F	PrairieLand		Pinnacle	See Group Sales	
			<b>DEFIANCE, OH</b>			
12/98	WDFM-F			Jacor/Clear Channel	\$3,950,000	Assoc. Bcstrs.

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			<b>DENVER</b>			
10/98	KBCO-F/KBPI-F/KHIIH-F/KHOW/KOA	Jacor		Clear Channel	See Group Sales	
11/98	KRFX-F/KTCL-F/KTLK KBVI (Boulder)				\$575,000	
			<b>DES MOINES</b>			
10/98	KWKY	Jacor		Clear Channel	\$800,000	
10/98	KMXD-F/KYSY-F/WHO				See Group Sales	
			<b>DETROIT</b>			
10/98	WWBR-F	Syncom		Radio One	\$27,000,000	
			<b>DOTHAN, AL</b>			
12/98	WESP-F			Clay Holladay	\$1,400,000	Bergner
			<b>EUGENE-SPRINGFIELD</b>			
1/99	KEHK-F/KKTT-F/KUGN	Citadel		Marathon	See Group Sales	
			<b>EUREKA, CA</b>			
9/98	KATA/KFMI-F/KGOE/KKHB-F/KRED-F	North Coast		Bi-Coastal	See Group Sales	Media Services
			<b>FARGO</b>			
12/98	KFGO-AF/KFGX-F/KPHT-F/KVOX-AF	Varistar		James Ingstad		
			<b>FAYETTEVILLE (NW AR)</b>			
11/98	KAMO-F/KBRS/KMCK-F/KREB-AF/KZRA	Hochman		Cumulus	\$6,150,000	Media Services
12/98	KFAY-AF/KKEG-F	Demaree		Cumulus	\$5,800,000	Media Services
12/98	KMCK-F/KREB-AF	Hochman		Cumulus	Sale cancelled	
			<b>FAYETTEVILLE, NC</b>			
11/98	WRRZ (Clinton)				\$400,000	
			<b>FINDLAY, OH</b>			
10/98	WHMQ-F/WQTL-F	Jacor		Clear Channel	See Group Sales	
			<b>FLORENCE, SC</b>			
11/98	WWFN-F	Hilker		Rollins	\$8,482	
			<b>FLORIDA KEYS</b>			
12/98	WCTH-F			Clear Channel	\$1,850,000	Blackburn
			<b>FORT COLLINS-GREELEY, CO</b>			
10/98	KCOL/KGLL-F/KIIX/KPAW-F	Jacor		Clear Channel	See Group Sales	
10/98	KTRR-F	Tom Gammon			\$1,800,000	
			<b>FORT MADISON, IA</b>			
10/98	KBKB-AF			Jacor	\$850,000	Connelly
10/98	KBKB-AF	Jacor		Clear Channel	See Group Sales	
			<b>FORT MYERS-NAPLES</b>			
9/98	WSGL-F	Timm		Renda	\$3,650,000	Media Services
			<b>FORT WAYNE</b>			
10/98	WJFX-F			Russ Oasis	\$1,300,000	
			<b>FRESNO</b>			
10/98	KTAA-F				\$1,140,000	
12/98	KMMM-F			Lotus	\$4,500,000	
			<b>GADSDEN, AL</b>			
11/98	WGMZ-F			Capstar	\$900,000	
			<b>GAINESVILLE-OCALA</b>			
1/99	WRKG-F			Asterisk	\$825,000	Hadden
			<b>GREENSBORO-WINSTON SALEM</b>			
9/98	WBAG (Burlington)				\$150,000	
			<b>GREENVILLE-NEW BERN-JACKSONVILLE</b>			
1/99	WNBR-F/WZBR-F	Conner		WRHT-F/WCBZ-F	\$1,200,000	
			<b>GREENVILLE-SPARTANBURG</b>			
10/98	WFIS (Fountain Inn)				\$195,000	
			<b>GREENWOOD, MS</b>			
12/98	WGRM-AF			Willis	\$500,000	
			<b>HARRISBURG</b>			
11/98	WHYL-AF			Citadel	\$4,250,000	
2/99	WNCE-F/WTPA-F			Capstar	\$15,000,000	
			<b>HARTFORD</b>			
9/98	WMMW (Meriden)			Buckley	\$630,000	New England
10/98	WLAT/WNEZ	Mega Bcstg.		Mega Commun.	See Group Sales	
			<b>HELEN, GA</b>			
10/98	WHEL-F	Jacor		Clear Channel	See Group Sales	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
12/98	KYRK-F (+ \$250,000)	GBE of Abilene	<b>HOBBS, NM</b>	Ndalmark	KIOL-F Odessa-Midland, TX	
10/98	KKHN-F/KPOI-F/KOMO-AF	Caribou	<b>HONOLULU</b>	New Wave	\$7,500,000	Kail
10/98 2/99	KHMX-F/KKTL-F/KTBZ-F KYOK	Jacor	<b>HOUSTON</b>	Clear Channel ABC	See Group Sales \$6,000,000	MVP
11/98	WJAK/WZDQ-F		<b>JACKSON, TN</b>		\$500,000	
10/98 2/99	WJBT-F/WJGR/WOIK-F/WSOL-F/WZAZ WBGB-F/WZMZ	Jacor Clear Channel	<b>JACKSONVILLE</b>	Clear Channel Placed in Trust	See Group Sales	
1/99	WGLU-F/WQKK-F	Citadel	<b>JOHNSTOWN</b>	Marathon	See Group Sales	
9/98	KGND-F		<b>JOPLIN, MO</b>		\$700,000	
12/98 1/99 2/99	KOWW WREN KCHZ-F	CBS/Infinity Mortenson Radio 2000	<b>KANSAS CITY</b>	Entercom Syncom	\$750,000 \$2,750,000 \$10,450,000	
10/98	KTMO-F	Chris Devine	<b>KENNETT, MO</b>	Barnstable	\$4,000,000	Fischer
1/99	KAGO-AF		<b>KLAMATH FALLS, OR</b>	New Northwest	\$1,600,000	
9/98 9/98 9/98	WGAP-AF WATO (Oak Ridge) WTNN		<b>KNOXVILLE</b>	South Central WESK-F WESK-F	\$3,000,000 \$289,000 \$275,000	
11/98	WWKI-F	Wicks	<b>KOKOMO, IN</b>	Citadel	See Group Sales	Merrill Lynch
1/99	WMXY/WZLG-F	Metro South	<b>LA GRANGE, GA</b>	Jacor/Clear Channel	See Group Sales	
9/98 12/98	KFXZ-F/KNEK-AF/KRRO-F KROF-AF (52.5%)	Citywide	<b>LAFAYETTE, LA</b>	Citadel Galloway	See Group Sales \$767,500	Bergman
9/98 10/98	KAVL/KAVS-F/KYHT-F KAVL/KAVS-F/KYHT-F	Jacor	<b>LANCASTER-ANTELOPE VALLEY, CA</b>	Jacor Clear Channel	\$4,400,000 See Group Sales	
10/98	KFMS-F/KOOL-F/KSNE-F/KWNR-F	Jacor	<b>LAS VEGAS</b>	Clear Channel	See Group Sales	
9/98 9/98 12/98	WFOR/WHER-F WEEZ-F WJSJ-F	Furr	<b>LAUREL-HATTIESBURG, MS</b>	Cumulus Cumulus TeleSouth	See Group Sales \$1,000,000 \$200,000	Media Services Media Services
9/98	KTJS		<b>LAWTON, OK</b>		\$182,000	
10/98 11/98 12/98 2/99 2/99	WBUL-F/WLAP/WLKT-F/WIMXL-F/WTKT WJMM-F WJYI-F WMJR (Winchester) WAHY-F (Midway)	Jacor Mortenson	<b>LEXINGTON</b>	Clear Channel LM Blue Chip Jacor	See Group Sales \$1,265,000 \$583,000	
10/98	WBUK-F/WIMA/WIMT-F/WMLX-F	Jacor	<b>LIMA, OH</b>	Clear Channel	See Group Sales	
9/98 11/98	KRNN KBBL (Cabol)	Citadel	<b>LITTLE ROCK</b>		\$200,000 \$75,000	Media Services
9/98 9/98 9/98 10/98 10/98	KMNY (Pomona) KEZY-F/KORG (Anaheim) KBET (Santa Clarita) KACD-F/KBCD-F KACD-F/KBCD-F/KBET/KEZY-F/KIIS-F/ KORG/KXTA	ML Media Jacor Jacor Jacor Jacor	<b>LOS ANGELES</b>	Multicultural Jacor Jacor Jacor Clear Channel	\$7,550,000 \$30,100,000 \$3,000,000 \$67,000,000 See Group Sales	Wm Schitz Steven Jorgensen

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
<b>LOUISVILLE</b>						
10/98	WDJX-F/WFIA/WLRS-F/WSFR-F/WVEZ-F	Jacor		Clear Channel	See Group Sales	
2/99	WSFR-F/WVEZ-F/Option for WMHX-F	Jacor/Clear Channel		Cox	See Group Sales	
2/99	WDJX-F/WFIA/WLRS-F	Jacor/Clear Channel		Blue Chip	See Group Sales	
2/99	WNAI (680)	Gore-Overgaard		Word	\$820,000	Force
<b>MARION, OH</b>						
10/98	WDIF-F/WMRN-AF	Jacor		Clear Channel	See Group Sales	
<b>MCCALLEN-BROWNSVILLE</b>						
1/99	KVPA-F			Sunburst	\$800,000	Fischer
<b>MEDFORD-ASHLAND, OR</b>						
10/98	KCNA-F/KKJJ-F/KMED/KOPE-F/ KRWQ-F/KZZE-F	Jacor		Clear Channel	See Group Sales	
1/99	KAKT-F/KBOY-F/KCMX-AF/KTMT-AF	Citadel		Marathon	See Group Sales	
<b>MEMPHIS</b>						
11/98	WSFZ (1030)			Flinn	\$1,070,000	
<b>MIAMI-FORT LAUDERDALE</b>						
9/98	WSRF (1580)			Gallery	\$1,500,000	Hadden
10/98	WLQY (1320)	Genesis		Z-Spanish	\$5,650,000	Jorgenson
<b>MOBILE</b>						
9/98	WYOK-F			WGOK	\$1,000,000	
9/98	WYOK-F facility	WGOK		Clear Channel	WDWG-F facility	
9/98	WDWG-F facility	Clear Channel		WGOK	WYOK-F facility	
<b>MODESTO</b>						
9/98	KZMS-F			Z-Spanish	\$3,000,000	
<b>MONROE, LA</b>						
9/98	KRVV-F	Clay Holladay		Robert Holladay		
<b>MONTEREY-SALINAS-SANTA CRUZ</b>						
1/99	KCTY/KLXM-F/KRAY-F			Z-Spanish	\$4,500,000	MVP
<b>MORGANTOWN-CLARKSBURG, WV</b>						
11/98	WOBG-AF			Burbach	\$624,869	
11/98	WTUS-F			Burbach	\$575,000	
<b>MORRIS, MN</b>						
12/98	KMRS/KKOK-F	Varistar		James Ingstad		
<b>MUNCIE, IN</b>						
12/98	WERK-F/WLHN-F			Indiana Radio Ptnrs.	\$2,250,000	Bergner
12/98	WWWO-F			Indiana Radio Ptnrs.	\$1,200,000	Bergner
1/99	WXFN/WLBC-F			SabreCom	\$4,000,000	
<b>MUSCLE SHOALS, AL</b>						
11/98	WLAY-AF/WKGL-F			Cumulus	\$6,300,000	Sailors
<b>NASHVILLE</b>						
1/99	WNPL-F			Midwestern	\$1,580,000	
<b>NASSAU-SUFFOLK (LONG ISLAND)</b>						
10/98	WGBB (1240)	Cox			\$1,700,000	
2/99	WLVG-F	Gary Starr		Beacon Media		Wm. Schutz
<b>NEW CASTLE, IN</b>						
11/98	WMDH-AF	Wicks		Citadel	See Group Sales	Merrill Lynch
<b>NEW CASTLE, PA</b>						
12/98	WKST-AF	Great Scott		Jacor/Clear Channel	\$2,500,000	
<b>NEW ORLEANS</b>						
9/98	WYLA-F/WYLK-F			Styles	\$1,700,000	
<b>NEW YORK</b>						
9/98	WRKL (910; New City, NY)	Big City			\$1,625,000	
10/98	WJDM/WBAH	Children's		Unica	See Group Sales	Star
<b>NORFOLK</b>						
11/98	WTJZ			Epperson	\$380,000	
1/99	WVNS			Alliance		
<b>NW MICHIGAN (TRAVERSE CITY-PETOSKEY-CHARLEVOIX)</b>						
9/98	WAVC-F/WCKC-F/WJZJ-F/WLZJ-F	Calibre		Northern Star		
10/98	WATT/WKHQ-F/WLXT-F/WLXV-F/ WMBN/WMKT-F	MacDonald		Patricia Garber	Garber's stock in MacDonald	
<b>ODESSA-MIDLAND, TX</b>						
12/98	KIOL-F	Noalmark		GBE of Abilene	KYRK-F, Hobbs, NM + \$250,000	
<b>ORANGEBURG, SC</b>						
10/98	WKSO-F			Rainbow	See Group Sales	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			<b>ORLANDO</b>			
11/98	WOTS (1220)			WTRR/WPRD	\$450,000	Hadden
			<b>OSCODA, MI</b>			
12/98	WCLS-F	Northern Radio Net.		Alliance	See Group Sales	
			<b>OTTAWA, IL</b>			
12/98	WCMY/WRKX-F	Virginia Bcstg.		Marathon	See Group Sales	
			<b>OXNARD-VENTURA</b>			
11/98	KOXR			Lazer	\$370,000	
			<b>PANAMA CITY, FL</b>			
10/98	WDLP			Styles	\$100,000	
10/98	WPCF-F			Styles	\$1,330,000	
1/99	WAKT-F/WLHR-F/WMXF-F/WRBA-F	Root		Waitt	\$6,500,000	Kalii
1/99	WYYX-F			Empire	\$875,000	
			<b>PENSACOLA</b>			
2/99	WCOA/WWRO-F			Cumulus	\$9,000,000	
			<b>PHILADELPHIA</b>			
9/98	WSSJ (1310)			Mega Commun.	\$2,000,000	Foreman; Force
10/98	WURD	Mega Bcstg.		Mega Commun.	See Group Sales	
			<b>PHOENIX</b>			
9/98	KFYI/KKFR-F			Chancellor	\$90,000,000	
10/98	KMXP-F/KZZP-F	Jacor		Clear Channel	See Group Sales	
10/98	KWCY-F	OwensMAC		Z-Spanis	\$22,000,000	
10/98	KIDR	Children's		Unica	See Group Sales	Star
1/99	KHOT-F	New Century		Hefel	\$18,300,000	Star
			<b>PITTSBURGH</b>			
10/98	WEAE	Jacor		Clear Channel	See Group Sales	
2/99	WEAE	Jacor/Clear Channel		ABC	\$5,000,000	
			<b>POCATELLO-IDAHO FALLS, ID</b>			
10/98	KID-AF/KPKY-F/KRSS-F/KWIK	Jacor		Clear Channel	See Group Sales	
			<b>PORT CHARLOTTE-PUNTA GORDA, FL</b>			
9/98	WCCF/WCVU-F/WIKX-F	Intermart		Jacor	\$7,500,000	
10/98	WCCF/WCVU-F/WIKX-F	Jacor		Clear Channel	See Group Sales	
			<b>PORT HENRY, NY</b>			
11/98	WMNM-F	Excalibur		Jim Champlin/Marty Beck	See Group Sales	
			<b>PORTLAND, OR</b>			
9/98	KSLM (1390; Salem)			Entercom	\$605,000	
10/98	KXL-AF	Les Smith		Paul Allen	\$55,000,000	
10/98	KVAN (1550)				\$1,650,000	
10/98	KEWS/KEX/KKCW-F/KKLQ-F/KKRZ-F	Jacor		Clear Channel	See Group Sales	
			<b>PUEBLO</b>			
9/98	KFEL (970)	Metropolitan			\$390,000	
12/98	KCSJ/KGHF/KYZX-F			Bahakel	\$4,500,000	
			<b>PUERTO RICO</b>			
9/98	WLUZ				\$1,600,000	
1/99	WEGM-F/WMEG-F	Guayama Bcstg.		Spanish Bcstg. System	\$16,000,000	
1/99	WDIN-F/WVOZ-AF	International		Spanish Bcstg. System		
2/99	WAVB			International	\$350,000	
			<b>QUINCY-HANNIBAL, IL-MO</b>			
11/98	WLRT-F	STARadio			\$51,000	
			<b>RALEIGH-DURHAM</b>			
2/99	WCLY/WRDT	Mortenson		Curtis Media Group	\$1,000,000	
			<b>RAPID CITY, SD</b>			
10/98	KTOQ/KIQK-F				\$1,970,000	
			<b>REDDING, CA</b>			
1/99	FM CP			Phoenix	\$130,000	
			<b>RHINELANDER, WI</b>			
9/98	WHTD-F/WOBT/WRHN-F			Marathon		
			<b>RIVERSIDE-SAN BERNARDINO</b>			
9/98	KWRP-F				\$2,650,000	Media Services
9/98	KCKC	All-Pro		Jacor	\$2,300,000	McCoy
10/98	KCKC/KDIF	Jacor		Clear Channel	See Group Sales	
			<b>ROCHESTER, NY</b>			
10/98	WHAM/WHTK/WISY-F/WMAX-F/WNVE-F/ WVOR-F/WYSY-F	Jacor		Clear Channel	See Group Sales	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			<b>ROGERS CITY, MI</b>			
12/98	WHAK-AF/wHSB-F	Northern Radio Net.		Alliance	See Group Sales	
			<b>RUTLAND, VT</b>			
11/98	WSYB/WZRT-F	Excalibur		Jim Champlin/Marty Beck	See Group Sales	
			<b>SACRAMENTO</b>			
10/98	KRCX	EXCL		Freedom Network	\$1,700,000	
			<b>SAGINAW-BAY CITY-MIDLAND</b>			
9/98	WTCF-F			Liggett	\$3,590,000	
10/98	WGER-F/WIOG-F/WKQZ-F;WMJA-F/ WMJK-F/WSWG	62nd Street		Citadel	\$35,000,000	Foreman
10/98	WTLZ-F	Steve Taylor		Connoisseur	\$1,800,000	Bergner
			<b>SAINT CLOUD, MN</b>			
1/99	KMXK-F/WJON/WWWJO-F			Regent	\$12,700,000	MVP
			<b>SAINT GEORGE, UT</b>			
2/99	KONY-AF			Marathon	\$1,700,000	
2/99	KREC-F			Marathon	\$1,700,000	
			<b>SAINT LOUIS</b>			
9/98	KXOK-F	Frischling		Sinclair Broadcast Group	\$14,130,000	Bergner
9/98	WFUN-F (95.5)				\$6,700,000	
10/98	KATZ-AF/KLOU-F/KMJM-F/KSD-F/KSLZ-F	Jacor		Clear Channel	See Group Sales	
11/98	WFUN-F			Radio One	\$13,600,000	Star
12/98	KLPW-AF	Virginia Bcstg.		Marathon	See Group Sales	
			<b>SALEM, IL</b>			
12/98	WJBD-AF	Virginia Bcstg.		Marathon	See Group Sales	
			<b>SALT LAKE CITY</b>			
10/98	KALL/KKAT-F/KNRS/KODJ-F/KURR-F/ KWLW/KZHT-F	Jacor		Clear Channel	See Group Sales	
12/98	KMGR-F (Tooele)	Simmons		Buzil & Devine	\$3,000,000	Media Services
			<b>SAN ANTONIO</b>			
12/98	KBOP			Freedom Network	\$950,000	Hadden
			<b>SAN DIEGO</b>			
10/98	KGB-F/KHTS-F/KIOZ-F/KJQY-F/KMSX-F/KOGO/ KPOP/KSDO/LMas: XTRA-AF/XHRM-F	Jacor		Clear Channel	See Group Sales	
			<b>SAN FRANCISCO</b>			
10/98	KFJO-F/KZSF-F	Jacor		Clear Channel	See Group Sales	
11/98	KVON/KVYN-F (Napa)	Young			\$1,690,000	Exline
			<b>SAN JOSE</b>			
10/98	KLDZ-F/KSJO-F/KUFX-F	Jacor		Clear Channel	See Group Sales	
			<b>SAN LUIS OBISPO, CA</b>			
11/98	KBZK-F/KBZX-F			Moon	\$750,000	
1/99	KKAL	American General			\$150,000	
			<b>SANDUSKY, OH</b>			
10/98	WCPZ-F/WLEC/WMTX-F	Jacor		Clear Channel	See Group Sales	
			<b>SANTA BARBARA, CA</b>			
10/98	KIST-F/KSBL-F/KTMS/KTYD-F/KXXT	Jacor		Clear Channel	See Group Sales	
10/98	KBKO/KSPE-F			Jacor/Clear Channel	\$4,600,000	Jorgenson
			<b>SANTA ROSA</b>			
9/98	KMHX-F			KRPQ-F	\$1,330,000	
10/98	KHBG-F				\$1,100,000	
12/98	KHBG-F			Constant	\$2,200,000	
			<b>SARASOTA-BRADENTON</b>			
10/98	WAMR/WCTQ-F/WLTF-F/WSPB/ WSRZ-F/WYNF-F	Jacor		Clear Channel	See Group Sales	
			<b>SAULT STE. MARIE, MI</b>			
9/98	WSOO/WSUE-F	Fabiano-Strickler		Martz	\$2,300,000	Foreman
			<b>SHELBY, MT</b>			
2/99	KSEN/KZIN-F			Marathon	\$1,260,000	
			<b>SHREVEPORT</b>			
10/98	KEEL/KITT-F/KRUF-F/KVKI-F/KWKH	Jacor		Clear Channel	See Group Sales	
12/98	KRVQ-F			KSYR-F	No consideration	
			<b>SOUTH BEND</b>			
9/98	WNDU-AF	U. of Notre Dame		Federated	Cancelled	
9/98	WNDU-AF	U. of Notre Dame		Artistic/University		
9/98	WKAM/WZOW-F (Goshen)				\$500,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
10/98	WNNZ		SPRINGFIELD, MA	Clear Channel	\$1,200,000	Serafin
2/99	KLFJ (1550)		SPRINGFIELD, MO		\$432,500	
9/98 1/99	WBLF/WIKN-F/WQWK-F/WRSC WBLF/WIKN-F/WQWK-F/WRSC	Citadel Citadel	STATE COLLEGE, PA	Talleyrand Marathon	Cancelled See Group Sales	
2/99	WBBS-F/WHEN/WSYR/WWHT-F/WYYY-F	Cox	SYRACUSE	Jacor/Clear Channel	See Group Sales	
10/98 1/99	WGLF-F WTAL-F	Timm	TALLAHASSEE	Cumulus	\$4,000,000+ \$67,000	Media Services
9/98 9/98 9/98 10/98	WLVU-F WSUN (+ \$9,750,000) WGUL-F (96.1) WAKS-F/WDAE/WDUV-F/WFLA/WFLZ-F/ WTBT-F/WXTB-F	Concord Media Cox Gulf Atlantic	TAMPA-SAINT PETERSBURG	Cox Concord Media Mega Commun.	WSUN + \$9,750,000 WLVU-F \$3,500,000	MVP MVP
2/99 2/99 2/99 2/99 2/99	WRBQ WRBQ-F/WJSJ-F WFJO-F/WDUV-F format/WTBT-F facility WZTM WTAN	Jacor Jacor/Clear Channel Jacor/Clear Channel Jacor/Clear Channel Jacor/Clear Channel		Clear Channel ABC CBS/Infinity Cox Mega Commun. Wagenvoord	See Group Sales See Group Sales See Group Sales See Group Sales \$40,000	
12/98	WHST-F		TAWAS CITY, MI	Northern Radio Net. Alliance	See Group Sales	
9/98	KTFS/KTWN-F		TEXARKANA, TX-AR	Capstar	Cancelled	Barger; Tucker
10/98	KLYF	Jacor	THOUSAND OAKS, CA	Clear Channel	See Group Sales	
10/98	WTTF-AF	Robt. Wright	TIFFIN, OH	Jacor/Clear Channel	\$2,400,000	Jorgenson
10/98 2/99	WCWA/WIOT-F/WRVF-F/WSPD/WVKS-F WBUZ-F	Jacor	TOLEDO	Clear Channel Cumulus	See Group Sales \$4,925,000	
1/99 2/99	KEYW/KFLD/KORD-F/KTHK-F/KXR-F KZZM-F		TRI-CITIES, WA (RICHLAND-KENNEWICK-PASCO)	Citadel Marathon Butterfield	See Group Sales \$425,000	
2/99	KTFX-F	Wm. Payne	TULSA	Cox	\$3,500,000	
9/98 9/98	WJWF/WBNC-F WESE-F/WNRX/WTUP/WWZD-F	Furr Charisma	TUPELO, MS	Cumulus Cumulus	See Group Sales See Group Sales	
10/98	KEZJ-F/KLIX-AF	Jacor	TWIN FALLS, ID	Clear Channel	See Group Sales	
11/98 12/98	KPXI-F KKT-X-AF		TYLER-LONGVIEW, TX	Sunburst Capstar	\$3,200,000	
9/98	KXBX-AF/KQPM-F		UKIAH-LAKEPORT, CA	North Coast Bi-Coastal	See Group Sales	Media Services
1/99	WODZ (AM)	Forever	UTICA-ROME	Bible Bcstg. Net.	\$50,000	
9/98	KNAL	Saga	VICTORIA, TX	Bible Bcstg. Net.	No consideration	
11/98	KOJJ-F		VISALIA-TULARE-HANFORD	Moon	\$848,981	
10/98	WBUB/WCHO-F	Jacor	WASHINGTON COURT HOUSE, OH	Clear Channel	See Group Sales	
10/98 12/98	WKDL/WKDV WINX	Mega Bcstg.	WASHINGTON, DC	Mega Commun. Mega Commun.	See Group Sales \$600,000	Fischer
9/98	WBDR-F		WATERTOWN, NY		\$50,000	
10/98	WIZD-F		WAUSAU-STEVENSON POINT, WI	Midwest Commun.	\$1,400,000	

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
12/98	WBMI-F	Northern Radio Net.	<i>WEST BRANCH, MI</i> Alliance	See Group Sales	
12/98	WJBW-AF		<i>WEST PALM BEACH</i> WDBF	\$10,450,000	
9/98	WBHT-F		<i>WILKES BARRE-SCRANTON</i> Citadel	\$1,200,000	
9/98	WJMW/WHLM-F			\$2,510,000	
9/98	WVPO/WSBG-F	Nassau	Multicultural	\$7,000,000	Serafin; Wm. Schutz
1/99	WKQV-AF		Citadel	\$2,500,000	
2/99	WZRZ-F		<i>WILLIAMSPORT, PA</i> Forever	\$485,000	
1/99	WFTR-AF	Straus	<i>WINCHESTER, VA</i> Capstar	Cancelled	
12/98	WESO	Neuhoff	<i>WORCESTER</i>	\$175,000	
1/99	WQVR-F	Neuhoff			
9/98	KYXE/KHHK-F		<i>YAKIMA, WA</i> Butterfield	\$1,500,000	
12/98	KHHK-F/KJOX/KXDD-F	Butterfield	New Northwest	\$8,700,000	
12/98	FM CP		<i>YANKEETOWN, FL</i> Gulf Atlantic	\$41,000	
10/98	WBTJ-F/WKBN-AF/WNCD-F/WNIO	Jacor	<i>YOUNGSTOWN</i> Clear Channel	See Group Sales	
10/98	WWIZ-F/WLLF-F		Connoisseur	\$1,200,000	

Some individual station prices are estimates by Duncan's American Radio



# AVERAGE PERSONS RATINGS

Average Persons 12+ Using Radio as  
Percentages of the Population

Fall 1998 vs. Fall 1997, Metro Survey areas

	TOT. Wk. DIR. OF CHG.	MON-SUN 6 AM-12 M		MON-FRI 6-10 AM		MON-FRI 10 AM-3 PM		MON-FRI 3-7 PM		MON-FRI 7 PM-12 M	
Akron	+	16.4	15.9	23.3	24.0	24.2	23.2	19.7	18.6	7.2	7.3
Albany-Schenectady-Troy	-	15.9	16.1	23.9	24.1	21.9	21.7	18.7	19.5	7.1	7.4
Albuquerque	-	15.7	16.3	23.3	24.3	22.9	23.3	18.4	19.1	6.9	7.3
Allentown-Bethlehem	+	17.2	16.6	25.6	25.0	25.8	25.2	20.2	19.6	7.0	6.0
Altoona	-	15.1	16.7	21.9	23.2	20.9	25.4	17.0	19.3	7.4	8.7
Anchorage	+	15.8	15.5	21.9	21.1	25.1	27.4	20.0	19.2	6.3	7.7
Ann Arbor	-	12.6	12.7	18.2	18.7	16.2	15.2	15.5	15.8	6.4	7.2
Appleton-Oshkosh	-	15.8	16.2	24.6	25.0	24.0	24.7	17.4	17.8	6.5	6.2
Asheville	+	14.5	13.8	21.4	20.5	18.8	18.3	17.7	16.6	5.9	6.3
Atlanta	-	15.5	15.8	22.3	23.1	20.0	20.8	20.4	20.0	7.7	7.7
Atlantic City-Cape May	-	15.7	16.4	21.6	23.6	23.1	23.4	18.6	19.8	7.4	7.8
Augusta, GA	-	14.9	15.6	20.4	22.1	18.2	19.8	18.3	18.8	7.7	8.0
Austin	+	15.1	15.0	22.6	23.2	20.8	20.4	19.1	18.4	7.3	6.7
Bakersfield	-	16.5	16.6	25.4	24.2	23.1	23.5	18.7	18.5	8.1	8.2
Baltimore	+	17.3	17.1	25.3	25.1	23.7	22.9	21.4	21.1	8.6	8.9
Baton Rouge	-	14.6	14.7	20.7	20.4	18.5	18.7	17.8	18.3	7.4	7.5
Binghamton	+	16.0	14.8	24.1	22.6	22.2	20.1	18.2	16.5	7.6	7.0
Birmingham	+	15.8	15.4	24.0	24.2	19.8	20.1	19.4	18.0	8.3	7.4
Bloomington	+	13.6	13.3	22.8	20.9	17.0	16.6	16.1	16.0	5.8	6.4
Boise	+	14.5	14.3	20.9	20.4	21.1	21.1	17.5	17.4	6.7	6.4
Boston	-	16.1	16.6	23.6	25.0	21.5	21.7	19.5	19.6	7.8	8.4
Bridgeport	+	17.2	16.7	27.6	26.4	23.1	22.2	20.7	18.8	7.0	7.1
Buffalo	-	16.9	17.0	23.9	23.8	23.5	23.5	19.7	19.7	8.2	8.2
Canton	-	12.3	15.9	23.1	23.7	22.1	22.2	17.3	18.1	6.9	8.1
Cedar Rapids	+	14.7	14.6	22.3	22.9	20.7	20.8	17.1	16.3	6.1	6.6
Charleston, SC	-	16.7	16.8	23.5	23.2	23.4	23.0	20.7	19.9	7.3	8.7
Charleston, WV	-	13.3	13.9	20.5	20.2	19.7	19.0	15.3	17.4	5.9	7.0
Charlotte	-	15.0	15.6	22.7	22.4	20.3	21.4	18.9	19.4	6.7	7.7
Chattanooga	-	14.8	14.9	21.8	21.7	20.1	19.9	18.2	18.5	6.7	7.1
Chicago	=	17.0	17.0	25.1	25.3	21.6	21.3	20.1	20.4	8.4	8.8
Cincinnati	+	15.5	15.1	22.4	21.1	21.4	21.1	18.3	18.4	7.5	7.4
Cleveland	-	15.8	16.9	22.4	24.0	21.5	23.1	19.1	19.9	8.1	8.5
Colorado Springs	-	14.2	14.7	21.5	20.8	21.2	21.4	16.5	17.6	5.4	7.3
Columbia, SC	-	15.0	15.7	22.4	23.6	20.2	21.0	18.8	18.8	7.4	7.7
Columbus, GA	=	15.1	15.1	20.2	20.8	20.5	19.6	18.0	17.8	8.0	8.5
Columbus, OH	-	14.4	14.5	21.7	21.6	19.4	20.2	17.7	17.7	7.1	7.4
Corpus Christi	-	14.9	16.1	21.2	22.1	21.1	21.3	17.8	19.3	7.6	9.2
Dallas-Fort Worth	-	15.6	16.3	23.7	25.4	20.2	21.1	20.0	20.7	7.7	7.7
Davenport-Rock Island-Moline	-	13.9	15.3	21.9	22.9	20.1	22.4	15.5	18.1	6.2	7.4
Dayton	-	14.8	15.3	20.4	21.1	20.7	21.0	17.6	18.8	7.9	8.4
Daytona Beach	-	14.1	15.0	18.6	20.0	21.1	23.5	17.3	19.1	6.1	5.7
Denver	-	15.9	16.6	24.1	25.4	23.7	24.3	19.2	20.4	6.2	6.9
Des Moines	+	14.9	14.5	24.2	23.3	20.7	19.9	18.1	17.0	6.1	6.8
Detroit	-	16.6	16.7	23.5	23.8	23.4	22.8	20.6	20.8	8.0	8.3
Duluth-Superior	+	16.6	16.1	25.1	23.8	24.8	22.4	18.0	17.1	6.8	8.1
El Paso	-	16.3	16.9	24.1	27.0	22.6	23.7	18.7	17.9	8.7	8.7
Erie	-	12.7	13.2	14.0	15.7	13.0	13.2	16.9	16.6	11.6	12.3
Eugene	-	13.9	14.0	20.7	21.1	19.9	20.5	15.2	15.3	6.4	6.2
Evansville	-	15.2	15.6	23.0	23.6	22.2	22.4	17.3	18.3	6.7	6.8
Fargo	-	16.5	17.5	25.4	25.8	23.6	24.6	19.0	20.9	8.0	8.2
Fayetteville, NC	+	16.4	15.5	22.4	21.8	21.9	20.7	20.1	18.8	7.9	8.0
Flint	-	15.0	15.7	20.6	20.1	20.2	22.1	18.1	18.8	8.3	8.1
Fort Myers-Naples	=	16.0	16.0	21.8	23.1	25.3	25.1	19.3	18.5	6.0	5.9

Average Persons Ratings – Fall 1998 vs. Fall 1997, Metro Survey areas

	TOT. WK. DIR. OF CHG.	MON-SUN 6 AM-12 M		MON-FRI 6-10 AM		MON-FRI 10 AM-3 PM		MON-FRI 3-7 PM		MON-FRI 7 PM-12 M	
Fort Pierce	-	16.5	17.9	22.1	24.3	25.9	27.3	20.0	21.1	6.2	6.7
Fort Wayne	-	14.8	15.2	23.2	23.4	21.4	21.1	17.5	17.7	6.6	8.0
Fresno	+	16.2	15.6	23.8	23.1	21.9	21.9	18.9	17.2	8.0	7.6
Gainesville	-	13.7	14.6	18.5	19.5	19.3	21.0	16.4	18.0	6.1	7.0
Grand Rapids	+	15.9	15.2	23.4	22.3	22.7	22.4	19.7	18.8	6.8	6.6
Green Bay	-	14.9	17.0	22.9	25.5	21.8	26.3	16.2	18.7	6.4	7.3
Greensboro-Winston Salem	-	15.1	15.9	22.5	23.1	20.3	22.1	18.2	18.8	7.1	7.3
Greenville-New Bern-Jacksonville	-	15.0	15.3	21.0	21.9	20.5	20.9	18.0	18.7	7.7	6.8
Greenville-Spartanburg	-	15.2	15.4	22.5	22.4	20.9	21.0	19.2	19.5	6.8	7.0
Harrisburg	+	15.4	15.3	23.1	23.7	22.3	22.8	18.2	17.9	6.8	6.1
Hartford	+	16.0	15.7	26.0	25.3	21.4	20.8	18.5	18.4	6.8	6.8
Honolulu	-	15.6	16.2	23.9	25.0	21.8	23.5	18.3	18.5	7.4	7.7
Houston	-	16.6	17.1	23.9	24.2	21.8	22.0	21.1	21.4	8.2	8.9
Huntington-Ashland	+	13.0	12.5	17.0	17.6	17.0	16.7	15.4	15.2	7.6	6.5
Huntsville	-	14.3	16.2	21.2	24.4	19.8	22.7	16.9	18.7	5.9	6.9
Indianapolis	+	15.1	14.1	22.5	22.0	20.7	19.4	18.6	17.1	6.9	6.0
Jackson, MS	=	16.1	16.1	23.1	23.4	20.0	20.5	19.3	19.7	9.0	8.2
Jacksonville	-	15.3	15.5	22.5	21.9	20.9	21.8	19.2	19.7	6.9	7.2
Johnson City-Kingsport-Bristol	-	14.4	14.5	20.5	20.8	19.9	20.4	16.5	16.3	7.1	7.4
Johnstown	+	15.7	14.6	22.7	20.7	23.0	21.5	17.8	16.7	7.2	6.6
Kalamazoo	-	13.5	13.9	19.4	19.7	20.0	19.4	16.0	16.8	6.1	6.4
Kansas City	=	15.8	15.8	23.7	22.9	22.0	21.7	18.9	19.0	7.0	7.7
Knoxville	+	15.8	15.2	23.3	22.2	23.1	20.9	19.9	18.4	6.3	6.9
Lafayette, IN	-	11.6	12.6	17.8	18.8	15.3	16.9	13.7	15.1	5.5	6.8
Lafayette, LA	-	17.2	18.3	24.6	26.0	22.7	24.1	20.5	21.5	8.1	8.5
Lakeland-Winter Haven	-	15.0	15.5	21.7	22.3	21.3	22.9	17.5	18.6	6.9	6.4
Lancaster	-	16.1	16.0	23.7	24.5	23.1	22.9	19.0	19.5	7.2	7.4
Lansing	-	14.9	15.4	21.4	22.9	21.1	21.7	17.8	18.7	6.9	7.4
Las Vegas	+	15.9	15.7	21.7	22.0	23.7	23.8	18.4	18.0	7.7	7.4
Lexington	+	13.9	14.1	20.6	19.9	18.3	19.1	17.3	17.6	7.3	7.2
Lincoln	=	14.8	14.8	23.2	22.4	21.6	20.8	17.6	17.6	6.2	6.3
Little Rock	+	14.5	13.9	22.1	21.2	19.2	18.8	18.0	17.1	6.9	5.7
Los Angeles	-	17.2	17.3	24.7	25.3	23.6	23.5	21.0	20.5	8.6	9.2
Louisville	+	16.2	15.2	23.0	21.7	22.7	20.4	19.4	18.3	8.5	8.4
Lubbock	-	15.7	16.3	23.9	24.8	22.1	23.4	18.5	20.2	7.1	7.8
Macon	-	13.9	15.7	19.8	21.7	17.9	21.2	16.8	18.7	7.6	8.5
Madison	-	14.6	16.4	23.3	22.9	19.9	21.8	16.5	18.5	6.0	6.5
Manchester	-	15.2	16.3	23.5	25.4	21.5	23.3	19.3	19.9	5.9	7.1
McAllen-Brownsville	-	15.6	15.9	20.7	21.6	18.6	19.4	18.5	19.0	10.8	10.6
Melbourne-Titusville-Cocoa	+	14.9	14.3	20.6	20.9	22.2	20.4	18.2	18.0	6.4	5.4
Memphis	-	16.0	16.5	23.2	24.6	19.7	20.7	18.8	19.8	8.8	9.1
Miami-Fort Lauderdale	-	18.1	18.3	25.4	26.1	24.6	25.1	21.5	21.5	9.5	9.5
Milwaukee	+	16.5	16.3	24.2	24.9	24.0	22.8	19.6	19.0	7.2	7.2
Minneapolis-Saint Paul	-	15.9	16.7	25.2	25.7	22.2	22.5	19.2	20.3	6.7	7.4
Mobile	-	15.2	15.6	21.4	22.5	20.3	20.5	18.1	18.0	7.2	7.5
Modesto	+	16.0	14.9	23.4	22.4	23.0	20.8	18.7	16.9	7.8	7.6
Monmouth-Ocean	+	16.9	16.3	25.3	25.5	23.5	22.0	21.1	19.7	7.3	6.9
Monterey-Salinas-Santa Cruz	=	16.2	16.2	23.0	22.9	22.3	22.9	19.2	18.7	7.7	8.0
Montgomery	-	15.5	16.8	23.6	25.4	19.3	21.8	17.7	18.8	8.0	8.4
Nashville	-	15.9	14.8	22.1	24.3	21.9	20.6	19.8	18.3	6.8	7.4
New Haven	-	14.9	16.0	23.9	23.9	20.5	21.3	17.8	19.4	6.3	7.3
New Orleans	-	16.6	16.8	22.4	23.1	22.1	21.9	20.0	19.6	9.0	9.3
New York	-	17.9	18.4	26.3	27.3	22.9	23.5	20.9	21.2	9.4	9.5
Norfolk	+	15.1	14.9	21.3	20.8	21.3	19.9	18.3	18.1	7.1	7.6
Oklahoma City	-	14.0	15.1	19.3	21.8	19.2	22.6	18.1	18.2	7.1	6.9
Omaha	+	15.8	15.3	24.3	23.7	22.5	21.5	18.2	17.6	7.0	6.4
Orlando	=	16.2	16.2	22.6	22.7	22.9	22.9	20.1	19.9	7.5	7.8
Oxnard-Ventura	+	16.4	15.9	24.1	24.0	23.3	22.9	19.7	18.8	7.6	6.9
Pensacola	-	14.5	15.2	20.5	22.3	19.9	21.9	17.0	17.0	6.8	6.9

Average Persons Ratings – Fall 1998 vs. Fall 1997, Metro Survey areas

	TOT. WK. DIR. OF CHG.	MON-SUN 6 AM-12 M		MON-FRI 6-10 AM		MON-FRI 10 AM-3 PM		MON-FRI 3-7 PM		MON-FRI 7 PM-12 M	
Peoria	-	12.9	14.6	20.0	23.1	17.5	20.1	15.7	17.2	6.0	6.6
Philadelphia	-	17.1	17.8	24.9	26.5	23.3	24.1	20.2	20.8	8.5	8.7
Phoenix	-	16.3	16.4	24.5	25.4	23.6	23.8	18.9	18.8	7.2	6.9
Pittsburgh	-	15.9	16.2	23.7	23.8	22.4	22.7	18.6	18.6	7.6	8.0
Portland, ME	+	14.5	14.8	21.9	20.9	20.9	20.2	16.6	17.2	5.9	6.4
Portland, OR	-	14.7	15.0	21.7	22.0	21.1	20.7	17.4	17.9	7.0	7.4
Portsmouth-Dover-Rochester	+	16.4	16.1	25.3	24.5	23.1	23.1	19.7	19.5	6.9	6.7
Providence	-	16.6	16.7	23.9	24.6	23.0	24.2	20.1	20.0	7.2	7.3
Pueblo	+	15.6	14.4	23.0	21.6	23.9	21.6	16.7	16.1	7.2	5.7
Raleigh-Durham	-	14.9	15.0	21.9	22.1	19.5	18.8	18.5	18.6	6.7	7.4
Reno	-	16.0	16.6	24.8	23.6	25.3	25.9	17.8	19.1	6.1	7.7
Richmond	-	15.8	15.9	23.1	22.4	21.4	21.6	18.8	19.2	7.7	7.5
Riverside-San Bernardino	-	16.0	17.0	23.2	24.5	21.9	23.9	18.7	19.9	7.6	8.4
Roanoke-Lynchburg	-	15.5	15.9	23.2	22.4	21.6	21.7	18.4	18.3	6.7	7.3
Rochester	-	15.0	15.7	22.5	24.0	20.9	21.4	17.6	18.5	6.8	6.8
Rockford*	+	15.1	13.8	23.2	22.7	21.5	19.8	17.5	15.7	6.4	5.4
Sacramento	+	18.8	18.2	22.3	21.5	23.4	22.7	18.8	17.9	7.5	7.1
Saginaw-Bay City-Midland	+	16.2	16.0	22.2	21.7	23.4	22.8	19.2	19.7	7.5	7.7
Saint Louis	-	16.0	17.1	23.9	24.3	21.9	23.0	19.1	20.8	7.6	8.5
Salisbury-Ocean City	-	14.9	15.1	21.0	20.7	21.5	22.6	17.1	17.3	6.9	6.6
Salt Lake City	-	13.7	14.2	18.7	19.3	20.5	21.2	17.6	17.8	6.5	6.7
San Antonio	+	17.3	16.9	25.4	24.4	23.1	22.1	20.1	19.5	9.5	9.3
San Diego	+	15.5	15.2	22.9	22.1	22.6	21.5	17.8	18.4	7.2	7.2
San Francisco	=	15.1	15.1	22.4	22.3	20.5	20.2	18.3	17.9	7.5	7.9
Santa Rosa	+	15.6	15.5	23.8	21.9	22.6	21.5	18.4	18.7	6.1	7.4
Sarasota-Bradenton	+	16.2	15.4	22.0	22.3	25.6	23.1	19.0	18.2	6.1	6.3
Savannah	+	15.7	14.7	23.0	20.3	20.7	18.1	18.8	17.7	7.7	8.4
Seattle-Tacoma	-	15.2	15.4	21.3	21.4	21.1	21.5	18.5	18.6	7.6	7.4
Shreveport	+	15.3	14.9	21.6	21.6	20.2	19.6	17.4	17.4	8.2	7.7
Sioux Falls	-	16.5	16.9	24.7	25.9	23.5	24.6	19.2	20.2	7.0	6.1
South Bend	+	14.9	14.4	21.5	23.0	21.9	22.7	18.4	16.8	6.9	5.8
Spokane	+	15.4	15.2	22.5	22.1	23.9	23.0	17.1	17.6	6.4	6.7
Springfield, MA	+	15.7	15.5	24.5	23.6	22.4	21.6	18.1	18.3	7.0	6.7
Springfield, MO	-	12.8	14.8	19.4	22.0	17.9	20.5	15.5	17.2	5.5	7.1
Stockton	+	14.9	14.7	21.2	22.5	22.1	20.5	17.6	16.9	7.5	7.0
Syracuse	+	15.7	15.5	23.9	23.6	21.8	22.4	18.1	17.9	7.4	7.0
Tallahassee	-	13.5	14.4	20.6	20.4	18.7	20.5	16.4	18.0	5.9	7.1
Tampa-Saint Petersburg	-	16.3	16.6	22.9	22.9	24.1	24.5	20.0	20.1	6.5	7.3
Terre Haute	-	13.8	15.5	19.1	20.8	19.9	21.8	16.7	18.9	7.0	7.2
Toledo	-	15.2	16.1	21.7	23.7	21.8	22.4	18.2	18.8	7.5	8.1
Topeka	-	13.7	16.2	19.3	24.5	18.5	24.2	16.5	18.9	7.2	5.4
Tucson	+	16.5	15.7	23.9	23.7	23.3	23.0	18.9	17.2	7.2	6.3
Tulsa	=	15.8	15.8	23.0	24.2	22.1	21.9	19.4	18.9	7.0	6.9
Utica-Rome	-	15.7	16.2	23.8	24.0	23.4	24.2	17.4	17.6	6.7	7.4
Visalia-Tulare-Hanford	-	15.0	15.4	21.6	24.1	21.1	20.2	16.9	17.0	7.2	8.6
Washington	-	15.9	16.5	23.7	24.6	19.8	21.0	20.1	20.4	8.5	8.2
Waterloo-Cedar Falls	-	13.4	14.3	20.3	20.8	18.3	19.8	15.5	16.4	6.2	6.9
West Palm Beach	-	16.1	16.4	22.6	23.2	23.5	24.5	19.6	19.9	6.9	6.6
Wheeling	=	13.4	13.4	19.4	18.5	18.5	18.1	16.1	15.3	6.2	8.7
Wichita	+	15.3	15.2	22.8	22.5	21.2	21.6	18.7	18.1	7.5	7.0
Wilkes Barre-Scranton	+	16.8	16.3	24.6	24.2	24.8	23.2	18.7	18.7	6.7	6.9
Wilmington, DE	-	14.8	15.2	23.0	22.9	20.9	21.0	17.4	17.9	6.2	7.2
Wilmington, NC	+	14.2	13.8	20.0	19.3	19.6	20.3	17.4	17.2	6.7	6.3
Worcester	+	16.7	16.2	24.6	24.1	23.1	22.5	20.3	20.1	7.7	7.0
York	-	15.1	16.0	22.2	23.5	21.6	22.7	18.3	20.1	6.6	7.2
Youngstown	-	17.3	17.8	22.9	24.1	24.4	24.7	21.0	21.7	8.4	8.8
Average		15.4	15.6	22.5	22.9	21.5	21.8	18.4	18.5	7.2	7.4

# DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

## Individual Market Reports

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

The best way to explain an Individual Market Report is to go through it section by section. We'll use Akron from Fall 1998 as an example, starting at the top left of the report:

Arbitron Rank:	68	Pop (12+):	573,400
MSA Rank:			77
MSA Pop:			687,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			16.4
Market TSL in Hours:			21.50

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (68 in this case) is Akron's ranking among the 269 Arbitron radio markets.

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

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

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the standard survey week, Monday-Sunday, 6 AM-12 Midnight – the rate here is 16.4. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 21.50 hours listening to radio over the broadcast week.

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

Stations:		31 / 7
Diaries	1,767 / 325:1/56.1%	
Sample Target:		1,760
% Below Line:		57.1
% Not Listed:		16.3
Pop per Station:		81,914

There are 31 stations listed in the Akron Arbitron market report. Of those 31, 7 are home to the Arbitron metro survey area – listed "above the line." Thus, 24 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

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

1,767 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

325:1 – an approximate "persons per diary" value: in the metro, the typical diary represents 315 persons 12+ (generally, the lower the number, the better)

56.1% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

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

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

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

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

Next, we move to the top right column:

Last Year's Revenue: \$17,900,000  
 Household Income: \$43,264  
 Retail Dollars: \$7.3 Bil  
 #1 Biller: WKDD-F \$4,800,000  
 #1 Billing Portfolio:  
 WAKR/WONE-FWQMX-F \$9,000,000

The revenue estimates are based on figures found in the 1998 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Median Household Income within the Arbitron Metro Survey Area. The estimate for Akron is \$43,264.

"Total Retail Sales" is the metro survey area's estimated Total Retail Sales – in this case, \$7.3 Billion. Both median household income and total retail sales figures are based on census data, updated to 1/1/98 by Market Statistics, Inc. for Arbitron.

The #1 Biller is that station we believe to be the leading biller in the market, along with its estimated 1997 gross revenue. It is extracted from the 1998 edition of Duncan's Radio Market Guide.

The next section is the trended 12+ information:

12+ Metro	Format	Fall 98 % Share	Sum 98	Spg 97	Win 97	Fall 97	4 Book Avg	12+ Metro Cume / Rating	Spg 97	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WQMX-F	C	63 / 6.7	6.0	7.5	7.5	7.8	6.9	859 / 15.0	14.5	15.7	104 / 1600	E	WQMX-F

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

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

- |         |                                                |        |                                             |
|---------|------------------------------------------------|--------|---------------------------------------------|
| AC      | - Adult Contemporary                           | J      | - Jazz and New Adult Contemporary           |
| AC-NR   | - Modern AC                                    | N      | - News                                      |
| AOR     | - Album Oriented Rock                          | O      | - Oldies                                    |
| AOR-NR  | - New Rock                                     | REL    | - Religion, Christian                       |
| AOR-P   | - Progressive AOR                              | REL-CC | - Contemporary Christian                    |
| B       | - Black (audience is 75%+ Black)               | SAC    | - Soft Adult Contemporary                   |
| B/AC    | - Black Adult Contemporary (Soft Black)        | SP     | - Hispanic/Spanish                          |
| B/O     | - Black Oldies                                 | SP-C   | - Hispanic Contemporary                     |
| BIZ     | - Business News/Talk                           | SP-NT  | - Hispanic News/Talk/Information            |
| C       | - Country                                      | SP-R   | - Hispanic-Regional                         |
| C/O     | - Classic Country                              | SP-TP  | - Hispanic-Tropical                         |
| CHR     | - Contemporary Hit Radio, Top 40, Contemporary | SP-VA  | - Hispanic Variety                          |
| CL      | - Classical                                    | SP-TJ  | - Tejano                                    |
| CL AOR  | - Classic AOR, Classic Rock                    | SPRTS  | - Sports                                    |
| CL HITS | - Classic Hits/70's Oldies                     | ST     | - Standards, Big Band, Nostalgia            |
| E       | - Ethnic (usually Foreign Language)            | T      | - Talk                                      |
| EZ      | - Easy Listening, Beautiful Music              | U      | - Urban (majority of audience is non-white) |
| FS      | - Full Service                                 | VA     | - Variety                                   |
| G       | - Gospel                                       | ?      | - Others or 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, WQMX-FM has 6,300 listeners per average quarter hour in the metro. This gives it a 6.7 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WQMX-FM has 85,900 cume listeners 12+, which give it a 14.5 cume rating. Historical cume ratings follow (prior survey and prior year).

In Fall and Spring reports, the TSA (Total Survey Area) 12+ average persons (AQH) and cume estimates follow metro cumes. These associated columns will be blank (TSA data is only recorded in the Spring and Fall)

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

The codes for revenue levels are:

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

Then there's a line by itself:

12 + FM Share (Metro): 81.93% ( 644 of 786 ) ( Fall 97: 84.15% )

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

Next are the 22 demographic and daypart rankings. We are not allowed to print actual ratings figures, per our agreement with Arbitron. The number of stations listed depends on the size of the market. All of these rankings are based on metro area average quarter-hour persons audience estimates:

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

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

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

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

	AM	FM	Total	%	Fall 97
AC	0 (0)	61 (3)	61 (3)	7.8%	7.6%

In this market, there are no AM AC (Adult Contemporary) stations, but there are 3 FM AC stations which compiled a total 12+ metro AQH persons audience of 6,100. The total audience to Country among listed stations is also 6,100, or 7.8% of all listening to stations listed in the market report. Last year, 7.6% of all listening to listed stations was to Country stations.

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

	12+	25-54	Revenue
Local	14.0%	13.1%	50.3%
WAKR-AM, WONE-FM, WQMX-FM			

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 14.0% of the 12+ total week metro audience and 13.1% of the adults 25-54 total week metro audience, as well as 50.3% of last year's revenue in the market.

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

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

WAKR	1590	5 kw (DA-N)	Talk/FullService	Westwd, ABC, ESPN	\$37.00	Christal	WQMX-F/WONE-F
WKDD	96.5	50 kw @ 441	CHR/AC		\$71.00	Eastman	Barnstable

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

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

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

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

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

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

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

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

The next-to-last section for each market is "Notes," in which we attempt to provide a thumbnail sketch of significant changes in the radio market, including:

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

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

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

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

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

FALL 1998  
PRIMARY MARKETS



# AKRON

**Arbitron Rank:** 68 Pop (12+): 573,400  
**MSA Rank:** 77  
**MSA Pop:** 687,000  
**DMA:** Cleveland (#13)  
**Average Persons Rating:** 16.4  
**Market TSL in Hours:** 21.50

**Stations:** 31 / 7  
**Diaries:** 1,767 / 325:1 / 56.1%  
**Sample Target:** 1,760  
**% Below Line:** 57.1  
**% Not Listed:** 16.3  
**Pop per Station:** 81,914

**Last Year's Revenue:** \$17,900,000  
**Household Income:** \$43,264  
**Total Retail Sales:** \$7.3 Bil.  
**#1 Biller:** WKDD-F \$4,800,000  
**#1 Billing Portfolio:** WAKR/WONE-F/WQMX-F \$9,000,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WQMX-F	C	63 / 6.7	6.0	7.5	7.5	7.8	6.9	859 / 15.0	14.5	15.7	104 / 1600	E	WQMX-F
2	WKDD-F	CHR/AC	57 / 6.1	5.4	4.1	5.7	5.8	5.3	862 / 15.0	15.0	15.5	77 / 1495	F	WKDD-F
3	WMJI-F	O	53 / 5.6	6.3	5.4	6.7	5.0	6.0	909 / 15.8	14.9	16.8	92 / 1627		WMJI-F
4	WNIR-F	T	48 / 5.1	5.3	6.0	5.2	5.9	5.4	590 / 10.3	9.4	11.8	62 / 788	D	WNIR-F
5	WDOK-F	SAC	46 / 4.9	5.3	5.3	5.5	5.9	5.3	651 / 11.4	13.0	13.4	73 / 1035		WDOK-F
6	WTAM	N/T	43 / 4.6	4.8	3.5	3.2	2.2	4.0	741 / 12.9	12.2	7.5	82 / 1416		WTAM
7	WGAR-F	C	37 / 3.9	3.4	3.6	2.7	3.4	3.4	559 / 9.8	10.3	10.2	56 / 1027		WGAR-F
7	WNCX-F	CL AOR	37 / 3.9	4.4	5.0	5.0	5.0	4.6	723 / 12.6	13.3	14.8	81 / 1504		WNCX-F
9	WAKR	T/FS	36 / 3.8	4.6	3.5	2.8	3.0	3.7	585 / 10.2	12.3	10.5	39 / 688	C	WAKR
9	WMMS-F	AOR-NR	36 / 3.8	2.8	3.8	3.3	3.6	3.4	694 / 12.1	10.7	11.8	76 / 1338		WMMS-F
11	WENZ-F	AOR-NR	34 / 3.6	2.8	3.3	2.9	3.0	3.2	683 / 11.9	12.3	11.0	47 / 1028		WENZ-F
12	WONE-F	AOR	33 / 3.5	4.6	4.6	5.3	5.5	4.5	757 / 13.2	13.4	14.4	87 / 1633	E	WONE-F
13	WZAK-F	B	32 / 3.4	3.9	3.3	4.6	3.9	3.8	538 / 9.4	10.1	8.8	41 / 794		WZAK-F
14	WRMR	ST	29 / 3.1	2.8	3.3	2.6	3.3	2.9	308 / 5.4	5.9	5.5	39 / 441		WRMR
14	WMVX-F	AC/CHR	29 / 3.1	4.5	4.2	3.6	2.0	3.8	564 / 9.8	11.4	8.5	54 / 1082		WMVX-F
16	WNWV-F	J	27 / 2.9	1.8	1.8	2.4	2.0	2.2	439 / 7.7	6.1	5.8	40 / 662		WNWV-F
17	WQAL-F	AC/CHR	26 / 2.8	2.5	2.7	3.0	3.5	2.7	660 / 11.5	12.6	12.9	40 / 1142		WQAL-F

12+ FM Share (Metro): 81.93% ( 644 of 786 ) ( Fall 97: 84.15% )

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

Wom 18-24	Wom 18-34	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+ Ovmite
1 WENZ-F	1 WKDD-F >	1 WKDD-F >	1 WKDD-F >	1 WKDD-F >	1 WNCX-F	1 WMMS-F	1 WMMS-F	1 WNCX-F <	1 WNCX-F <	1 WAKR
1 WKDD-F	2 WQMX-F	2 WQMX-F >	2 WQMX-F	2 WQMX-F <	2 WMMS-F	2 WNCX-F <	2 WONE-F <	2 WMMS-F	2 WMMS-F	2 WNIR-F >
3 WQAL-F	3 WQAL-F <	3 WMVX-F	3 WDOK-F	3 WDOK-F	3 WENZ-F	3 WONE-F >	3 WNCX-F >>	3 WONE-F	3 WMJI-F	3 WQMX-F
4 WQMX-F	4 WENZ-F	3 WZAK-F	3 WQAL-F	4 WMJI-F	3 WQMX-F	4 WQMX-F	4 WMJI-F	4 WQMX-F	3 WONE-F	4 WZAK-F
5 WMMS-F	5 WZAK-F	5 WQAL-F	5 WMJI-F	5 WQAL-F	3 WONE-F	5 WENZ-F	4 WENZ-F	5 WENZ-F	5 WTAM	4 WONE-F
5 WZJM-F	6 WMVX-F	6 WDOK-F	6 WMVX-F <	6 WMVX-F <	6 WKDD-F	6 WZAK-F	4 WMVX-F	5 WMJI-F	5 WQMX-F	
5 WDOK-F	7 WDOK-F	6 WMJI-F	7 WZAK-F <	7 WGAR-F	6 WZAK-F >	6 WKDD-F	4 WQMX-F	5 WMVX-F	7 WMVX-F	
5 WZAK-F >	8 WZJM-F	8 WENZ-F	7 WZAK-F	7 WZAK-F	8 WRQK-F	4 WRQK-F	5 WTAM <	8 WKNR		
	8 WMJI-F	9 WGAR-F	9 WTAM	8 WMJI-F			9 WKDD-F	8 WKDD-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WHLO	REL	640	Akron	0.3	1.8	4	144	WCLV-F	CL	95.5	Cleveland	1.2	3.8	13	310
WTOU	B/AC	1350	Akron	1.0	2.6	9	168	WHBC-F	AC	94.1	Canton	0.6	4.1	71	1157
								WHK-AF	REL	98.1	Canton	0.5	3.1	20	393
								WHOT-F	CHR	101.1	Youngstown	0.9	5.3	23	622
								WKNR	SPRYS	122.0	Cleveland	1.6	5.7	26	543
								WQKT-F	C	104.5	Wooster	0.5	2.0	39	674
								WQXK-F	C	105.1	Salem	1.8	5.1	51	785
								WRQK-F	AOR	106.9	Canton	1.1	5.2	52	948
								WSOM	ST	600	Salem	0.6	0.7	9	79
								WZJM-F	CHR	92.3	Cleveland Heights	1.7	9.2	21	716
								WZKL-F	O	92.5	Alliance	1.0	2.1	38	669

# AKRON

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Local		14.0 %	13.1 %	50.3 %	AC	0 (0)	61 (3)	61 (3)	7.8 %	7.6 %
WAKR-AM, WONE-FM, WQMX-FM					AOR/Classic/NR	0 (0)	150 (5)	150 (5)	19.1 %	21.8 %
		14.0 %	13.1 %	50.3 %	Black/Urban	9 (1)	32 (1)	41 (2)	5.2 %	5.8 %
					CHR	0 (0)	81 (3)	81 (3)	10.3 %	10.3 %
					Classical	0 (0)	11 (1)	11 (1)	1.4 %	1.2 %
					Country	0 (0)	122 (4)	122 (4)	15.5 %	15.3 %
					Full Service	36 (1)	0 (0)	36 (1)	4.6 %	4.1 %
					Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Jazz	0 (0)	27 (1)	27 (1)	3.4 %	2.3 %
					News/Talk	43 (1)	48 (1)	91 (2)	11.6 %	9.5 %
					Oldies	0 (0)	62 (2)	62 (2)	7.9 %	6.7 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Religion/Gospel	4 (2)	4 (1)	8 (3)	1.0 %	0.9 %
					Soft AC	0 (0)	46 (1)	46 (1)	5.9 %	7.0 %
					Sports	15 (1)	0 (0)	15 (1)	1.9 %	3.6 %
					Standards/EZ	35 (2)	0 (0)	35 (2)	4.5 %	3.9 %
					<b>Totals</b>	<b>142 (8)</b>	<b>644 (23)</b>	<b>786 (31)</b>		

### AM Stations

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

### FM Stations

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

Notes: Other ranked stations – See Cleveland

# ALBANY-SCHENECTADY-TROY

Arbitron Rank: 59 Pop (12+): 732,900	Stations: 32 / 29	Last Year's Revenue: \$30,800,000
MSA Rank: 67	Diaries: 2,116 / 346:1 / 56.7%	Household Income: \$47,608
MSA Pop: 876,000	Sample Target: 2,030	Total Retail Sales: \$8.4 Bil.
DMA: 52	% Below Line: 1.3	#1 Biller: WGNA-AF \$6,100,000
Average Persons Rating: 15.9	% Not Listed: 15.7	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 25,272	Capstar \$11,250,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1 WFLY-F	CHR	115 / 9.9	9.2	9.7	10.0	8.7	9.7	2001 / 27.3	27.5	25.8	151 / 2656	E WFLY-F
2 WGNA-F	C	101 / 8.7	11.8	10.9	9.8	11.3	10.3	1265 / 17.3	19.8	18.5	190 / 2398	F WGNA-F
3 WGY	FS	99 / 8.5	9.4	9.4	9.9	9.5	9.3	1378 / 18.8	21.4	20.9	132 / 1870	E WGY
4 WPYX-F	AOR	94 / 8.1	5.0	5.7	5.6	4.3	6.1	1248 / 17.0	15.9	14.4	136 / 1931	F WPYX-F
5 WYJB-F	SAC	86 / 7.4	7.3	7.5	9.0	7.6	7.8	1324 / 18.1	20.6	16.8	99 / 1672	D WYJB-F
6 WQBK-FF	AOR-NR	82 / 7.0	7.7	7.1	6.1	7.5	7.0	1386 / 18.9	20.0	18.6	111 / 1993	D WQBK-FF
7 WABY-AF	ST	78 / 6.7	7.1	6.5	7.1	5.2	6.9	1013 / 13.8	11.0	10.7	89 / 1133	B WABY-AF
8 WRVE-F	AC-NR	52 / 4.5	5.9	5.0	4.3	5.5	4.9	866 / 11.8	14.4	14.6	71 / 1327	D WRVE-F
9 WTRY-F	O	38 / 3.3	3.3	3.6	3.4	3.4	3.4	812 / 11.1	12.8	4.9	43 / 988	B* WTRY-F
10 WHRL-F	J	37 / 3.2	2.8	2.5	2.5	3.4	2.7	486 / 6.6	6.0	6.6	38 / 534	B WHRL-F
11 WXLE-F	AC/CHR	29 / 2.5	2.7	1.9	1.9	1.9	2.2	685 / 9.3	9.3	8.1	33 / 805	B WXLE-F
12 WROW	T	25 / 2.1	2.2	1.9	2.5	1.7	2.2	448 / 6.1	5.4	5.6	29 / 515	A WROW
12 WXCR-F	CL AOR	25 / 2.1	2.7	2.0	2.4	2.4	2.3	593 / 8.1	9.1	10.3	32 / 690	B WXCR-F
14 WKLI-FF	AC/CHR	20 / 1.7	2.4	2.7	2.7	3.4	2.4	632 / 8.6	9.5	11.4	35 / 904	C WKLI-FF
15 WTRY	O	17 / 1.5	1.1	1.4	1.2	1.4	1.3	412 / 5.6	4.4	4.9	17 / 452	* WTRY
16 WBKK-F	CL	13 / 1.1	0.7	1.3	0.8	1.2	1.0	304 / 4.1	3.6	2.7	14 / 378	B WBKK-F
17 WPTR-F	C	12 / 1.0	0.9	1.3	1.4	1.4	1.2	295 / 4.0	5.0	3.7	16 / 391	A WPTR-F

12+ FM Share (Metro): 82.47%      ( 809 of 981 )      ( Fall 97: 81.57% )

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFLY-F >>	1 WFLY-F >	1 WFLY-F	1 WFLY-F	1 WYJB-F	1 WQBK-FF <	1 WQBK-FF	1 WQBK-FF	1 WPYX-F >	1 WPYX-F >	1 WFLY-F >
2 WGNA-F	2 WGNA-F	2 WPYX-F >	2 WYJB-F <	2 WFLY-F <	2 WFLY-F <	2 WPYX-F	2 WPYX-F >	2 WQBK-FF	2 WQBK-FF	2 WGNA-F
3 WQBK-FF	3 WYJB-F	3 WYJB-F	3 WGNA-F >	3 WGNA-F >	3 WPYX-F >>	3 WFLY-F >>	3 WFLY-F	3 WFLY-F	3 WRVE-F <	3 WGY >
4 WYJB-F >	3 WPYX-F <	3 WGNA-F	4 WPYX-F	4 WPYX-F	4 WXCR-F	4 WXCR-F <	4 WGNA-F >	4 WRVE-F	4 WGNA-F <	4 WPYX-F
5 WXLE-F >	5 WQBK-FF	5 WXLE-F	4 WQBK-FF	5 WRVE-F	5 WRVE-F	5 WRVE-F	5 WXCR-F	5 WGNA-F <	5 WFLY-F	
	6 WXLE-F >	6 WQBK-FF	6 WRVE-F <	5 WHRL-F	6 WYJB-F >	6 WGNA-F	5 WRVE-F	6 WXCR-F	6 WGY	
	7 WRVE-F	7 WRVE-F >	7 WXLE-F <	7 WGY		7 WYJB-F	7 WKLI-FF	7 WGY	7 WTRY-F	
	8 WKLI-FF		8 WHRL-F <	7 WQBK-FF			7 WGY	8 WTRY-F	7 WXCR-F <	
	8 WGY		9 WGY >				7 WYJB-F	8 WYJB-F	9 WYJB-F	
							7 WXLE-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCSS	T	1490	Amsterdam	0.4	1.0	6 86	WENU-F	ST	101.7	Hudson Falls	0.5	1.3	17 251
WDCC-AF	REL	96.7	Clifton Park	0.4	2.0	5 162	WHTR-F	O	107.1	Hudson Falls	0.3	1.3	7 167
WEQX-F	AOR-NR	102.7	Manchester, VT	0.9	5.4	32 652	WJIV-F	REL	101.9	Cherry Valley	0.4	1.6	10 210
WGNA	C	1460	Albany	0.3	1.0	3 78							
WKAJ	ST	900	Saratoga Springs	0.3	0.9	4 67							
WNYQ-F	AC	105.7	Queensbury	0.3	1.3	10 210							
WQAR-F	AC	101.3	Stillwater	0.5	2.4	9 213							
WTMM	SPRTS	1300	Rensselaer	0.6	2.6	7 201							

# ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Albany</b> WFLY-FM, WPTR-FM, WROW-AM, WYJB-FM	20.4 %	19.7 %	23.4 %	AC	0 (0)	110 (6)	110 (6)	11.2 %	10.9 %
<b>Capstar</b> WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WTRY-FM, WXLE-FM	24.4 %	29.0 %	38.5 %	AOR/Classic/NR	0 (0)	211 (5)	211 (5)	21.5 %	20.0 %
<b>Clear Channel</b> WGY-AM, WHRL-FM, WQBJ-FM, WQBK-FM, WRVE-FM, WTMM-AM, WXCR-FM	25.9 %	27.2 %	31.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Tele-Media, pend.</b> WABY-AM, WABY-FM, WKBE-FM, WKLI-FM	8.3 %	5.0 %	5.9 %	CHR	0 (0)	115 (1)	115 (1)	11.7 %	10.2 %
				Classical	0 (0)	13 (1)	13 (1)	1.3 %	1.4 %
				Country	3 (1)	113 (2)	116 (3)	11.8 %	16.3 %
				Full Service	99 (1)	0 (0)	99 (1)	10.1 %	11.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	37 (1)	37 (1)	3.8 %	4.0 %
				News/Talk	30 (2)	0 (0)	30 (2)	3.1 %	2.6 %
				Oldies	17 (1)	42 (2)	59 (3)	6.0 %	5.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	1 (1)	9 (2)	10 (3)	1.0 %	1.3 %
				Soft AC	0 (0)	86 (1)	86 (1)	8.8 %	8.9 %
				Sports	7 (1)	0 (0)	7 (1)	0.7 %	1.3 %
				Standards/EZ	15 (2)	73 (2)	88 (4)	9.0 %	6.1 %
				<b>Totals</b>	<b>172 (9)</b>	<b>809 (23)</b>	<b>981 (32)</b>		

## AM Stations

Station	Power	Format	Network	Rate	Advertiser	Agency
WABY	1400	1 kw	Standards	CNN \$17.00	Christal	Tele-Media, pend.
WGY	810	50 kw	Full Service	ABC \$60.00	Cir Chnl	Clear Channel
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI \$20.00	Allied	Albany
WTRY	980	5 kw (DA-N)	Oldies	AMFM \$<20.00	Katz	Capstar

## FM Stations

Station	Frequency	Power	Format	Network	Rate	Advertiser	Agency	Location
WABY	94.5	3 kw @ 328	Standards	CNN	\$20.00	Banner	Tele-Media, pend.	Ravena
WBKK	97.7	1.6 kw @ 623	Classical		\$ NA	Allied		Amsterdam
WEQX	102.7	1.27 kw @ 2490	AOR-New Rock	AP, ABC	\$<20.00	---		Manchester, VT
WFLY	92.3	17 kw @ 850	CHR	ABC	\$71.00	Allied	Albany	
WGNA	107.7	12 kw @ 984	Country	AMFM	\$102.00	Katz	Capstar	
WHRL	103.1	6 kw @ 325	Jazz	CBS	\$<20.00	Cir Chnl	Clear Channel	
WKBE	100.3	1.45 kw @ 1312	See WKLI-F					Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR		\$45.00	Banner	Tele-Media, pend.	
WPTR	96.3	0.5 kw @ 1119	Country	JRN	\$ NA	Allied	Albany	Voorheesville
WPYX	106.5	16 kw @ 902	AOR	AMFM	\$71.00	Eastman	Capstar	
WQBJ	103.5	50 kw @ 492	See WQBK-F					Cobleskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS, Westwd	\$47.00	Cir Chnl	Clear Channel	
WRVE	99.5	15 kw @ 927	Modern AC	ABC	\$51.00	Cir Chnl	Clear Channel	
WTRY	98.3	6 kw @ 328	Oldies	AMFM	\$ NA	Katz	Capstar	Rotterdam
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Cir Chnl	Clear Channel	Ballston Spa
WXLE	104.5	5 kw @ 351	AC/CHR		\$<20.00	Eastman	Capstar	Mechanicville
WYJB	95.5	12 kw @ 1023	Soft AC		\$56.00	Allied	Albany	

Notes: \* WTRY revenue included in WTRY-F revenue level . . . 10/98 WJKE-F (101.3; Stillwater) changed from AC/CHR to AC as WQAR-F ("Star 101") . . . 10/98 WIZR (930)/WSRD-F (104.9), Johnstown, sold to Albany for \$2,200,000 . . . 11/98 WXLE-F changed from Progressive AOR to AC/CHR . . . 12/98 WABY-AF sold by Bendat (AM) and Hunt (FM) to Tele-Media for \$2,500,000 . . . 12/98 WKBE-F/WKLI-F sold by Bendat to Tele-Media for \$5,000,000 . . . 12/98 WPTR-F changed from Country to Black . . . 12/98 WXLE-F changed from AC/CHR to Black Oldies as "The Beat"

# ALBUQUERQUE

**Arbitron Rank:** 71 Pop (12+): 555,200  
**MSA Rank:** 79  
**MSA Pop:** 686,000  
**DMA:** 48  
**Average Persons Rating:** 15.7  
**Market TSL In Hours:** 20.75

**Stations:** 32 / 31  
**Diaries:** 1,767 / 314:1 / 51.2%  
**Sample Target:** 1,700  
**% Below Line:** 0.7  
**% Not Listed:** 10.1  
**Pop per Station:** 17,910

**Last Year's Revenue:** \$34,500,000  
**Household Income:** \$40,916  
**Total Retail Sales:** \$7.8 Bil.  
**#1 Bilfer:** KRST-F \$5,600,000  
**#1 Billing Portfolio:** Citadel \$17,150,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KKOB	FS	91 / 10.4	8.4	8.7	9.3	8.5	9.2	1219 / 22.0	19.2	21.6	109 / 1577	F	KKOB
2	KRST-F	C	65 / 7.4	7.8	9.3	10.2	11.6	8.7	1052 / 18.9	19.3	23.4	92 / 1471	G	KRST-F
3	KPEK-F	AC-NR	55 / 6.3	4.6	5.0	5.3	4.6	5.3	907 / 16.3	17.4	13.3	68 / 1192	C	KPEK-F
4	KZRR-F	AOR	51 / 5.8	5.2	5.5	5.2	5.0	5.4	731 / 13.2	13.6	12.8	78 / 1146	D	KZRR-F
5	KMGA-F	SAC	43 / 4.9	3.4	3.0	3.8	3.6	3.8	687 / 12.4	10.6	11.6	49 / 845	D	KMGA-F
6	KKOB-F	AC	38 / 4.3	4.3	5.2	5.4	3.3	4.8	865 / 15.6	16.6	15.2	46 / 1153	E	KKOB-F
7	KHFM-F	CL	36 / 4.1	4.7	3.6	5.2	4.7	4.4	490 / 8.8	9.3	10.3	48 / 642	C	KHFM-F
7	KIOT-F	CL AOR	36 / 4.1	5.6	5.1	4.5	3.7	4.8	678 / 12.2	14.8	12.0	50 / 1008	C	KIOT-F
7	KKSS-F	CHR/U	36 / 4.1	4.1	4.2	4.3	5.8	4.2	790 / 14.2	14.3	16.5	74 / 1347	C	KKSS-F
10	KIVA	ST	33 / 3.8	3.4	3.9	3.3	3.1	3.6	373 / 6.7	7.1	6.6	34 / 408	B	KIVA
10	KTBL-F	C/O	33 / 3.8	4.1	4.6	3.5	3.6	4.0	691 / 12.4	11.3	12.5	63 / 1046	C	KTBL-F
12	KMMG-F	B/O	32 / 3.7	3.9	3.0	0.9	0.8	2.9	625 / 11.3	8.8	3.6	39 / 806		KMMG-F
12	KYLZ-F	CHR/U	32 / 3.7	4.5	4.0	4.3	4.3	4.1	643 / 11.6	10.8	11.7	38 / 803	A	KYLZ-F
14	KTEG-F	AOR-NR	30 / 3.4	3.0	4.0	3.4	3.8	3.5	762 / 13.7	14.3	12.8	45 / 948	C	KTEG-F
15	KZKL-F	O	27 / 3.1	3.7	2.9	3.4	3.9	3.3	533 / 9.6	11.3	11.5	31 / 554	C	KZKL-F
16	KRQS-F	AOR	24 / 2.7	1.2	0.3	0.5	0.6	1.2	372 / 6.7	2.3	3.0	24 / 379		KRQS-F
17	KRZN-F	J	18 / 2.1	1.9	2.0	2.1	2.6	2.0	347 / 6.2	6.3	6.1	27 / 480	B	KRZN-F
18	KLSK-F	CL HITS	16 / 1.8	2.5	2.8	2.3	2.9	2.4	463 / 8.3	10.1	10.2	27 / 659	C	KLSK-F
19	KLVO-F	SP-C	15 / 1.7	2.6	3.1	3.3	1.7	2.7	302 / 5.4	6.3	5.4	20 / 406	C	KLVO-F
20	KABG-F	O	12 / 1.4	1.9	2.5	1.6	2.0	1.8	337 / 6.1	8.1	6.4	30 / 581		KABG-F

12+ FM Share (Metro): 79.64% (626 of 786) (Fall 97: 80.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLZ-F	1 KZRR-F	1 KPEK-F <	1 KPEK-F	1 KRST-F <	1 KKOB >	1 KKOB >	1 KKOB >	1 KKOB	1 KKOB <	1 KRST-F
2 KTEG-F	2 KPEK-F >	2 KZRR-F <	2 KZRR-F	2 KKOB	2 KRST-F	2 KRST-F >	2 KRST-F <	2 KRST-F	2 KKSS-F	2 KKOB <
2 KKSS-F >>	3 KRST-F	3 KRST-F >	2 KRST-F	2 KPEK-F	3 KHFM-F <	3 KZRR-F <	3 KPEK-F	3 KPEK-F <	3 KYLZ-F	3 KPEK-F
4 KKSS-F <	4 KIOT-F <	4 KIOT-F <	4 KIOT-F <	4 KZRR-F	4 KVA <	4 KPEK-F	4 KMGA-F <	4 KZRR-F	4 KTEG-F	4 KZRR-F
5 KRQS-F	5 KMMG-F	5 KKOB	5 KKOB	5 KIOT-F	5 KMGA-F <	5 KKOB-F	5 KZRR-F	5 KMGA-F	5 KZRR-F <	5 KHFM-F
6 KMMG-F	5 KKOB <	6 KMMG-F	6 KKOB-F <	6 KIOT-F	6 KIOT-F	6 KIOT-F <	6 KIOT-F <	6 KIOT-F	6 KMGA-F	5 KVA <
7 KKOB-F	7 KKOB-F <	6 KKOB-F <	7 KMGA-F <	7 KKOB-F	7 KMGA-F	7 KKOB-F <	6 KKSS-F <	6 KPEK-F	7 KKSS-F <	7 KKSS-F <
7 KMGA-F	8 KMGA-F	8 KMGA-F	8 KMMG-F	7 KTBL-F <	8 KTBL-F	8 KTBL-F	8 KHFM-F	8 KTEG-F <	8 KRST-F <	8 KYLZ-F <
7 KTEG-F <	9 KKSS-F	9 KZKL-F	9 KTBL-F <	9 KPEK-F <	9 KYLZ-F	8 KMMG-F <	9 KTBL-F <	9 KHFM-F	9 KMGA-F <	9 KMGA-F <
10 KYLZ-F	10 KRQS-F	9 KTBL-F <	10 KZKL-F	10 KZKL-F	9 KKSS-F <	10 KMMG-F <	10 KZKL-F <	10 KZKL-F <	10 KTEG-F	10 KTEG-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KRST-F	1 KPEK-F	1 KPEK-F	1 KRST-F	1 KRST-F	1 KZRR-F >>	1 KZRR-F >>	1 KZRR-F >>	1 KZRR-F >	1 KZRR-F	1 KKOB >>>
2 KPEK-F	2 KRST-F	2 KRST-F	2 KPEK-F >	2 KPEK-F	2 KKSS-F	2 KRQS-F <	2 KRQS-F	2 KIOT-F	2 KKOB	2 KRST-F
3 KKSS-F	3 KMMG-F	3 KMMG-F	3 KMMG-F	3 KKOB-F	3 KYLZ-F	3 KPEK-F >	3 KPEK-F >	3 KKOB	3 KIOT-F	3 KZRR-F
4 KMMG-F	4 KKSS-F	4 KKOB-F	4 KKOB-F	4 KMMG-F	3 KTEG-F	4 KTEG-F	4 KMGA-F	3 KPEK-F	4 KPEK-F	3 KYLZ-F
4 KYLZ-F	5 KKOB-F	5 KZRR-F	4 KMGA-F	4 KMGA-F <	3 KRQS-F >	4 KKSS-F	4 KTEG-F	5 KRQS-F	5 KRST-F	5 KPEK-F
6 KMGA-F	5 KZRR-F	5 KKSS-F	6 KKSS-F	6 KKOB <	6 KKOB	6 KKOB	4 KTBL-F	6 KRST-F <	6 KKOB-F	6 KRST-F
6 KZRR-F >	7 KMGA-F	7 KMGA-F	7 KZKL-F	7 KTBL-F	6 KPEK-F >>	6 KTBL-F	4 KNML	7 KKOB-F	6 KRQS-F <	6 KRQS-F <
	8 KYLZ-F	8 KIOT-F	8 KTBL-F	8 KZKL-F <		6 KNML			8 KMGA-F <	8 KMGA-F <
	9 KTEG-F	8 KRQS-F	8 KIOT-F	9 KIOT-F					9 KLSK-F	9 KLSK-F
	10 KRQS-F	8 KYLZ-F >	8 KZRR-F	10 KHFM-F					9 KMMG-F	9 KMMG-F

# ALBUQUERQUE

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KABQ	SP-R	1350	0.3	1.3	5 83
KDEF	T	1150	0.3	2.0	4 120
KEXT-F	SP-R	104.7	0.5	1.8	5 105
KHTL	T	920	0.5	1.2	4 80
KKIM	REL	1000	0.5	1.2	6 77
KNKT-F	REL	107.1	1.0	3.3	10 212
KNML	SPRTS	1050	1.0	3.8	12 241
KRZY	SP-R	1450	0.5	1.1	4 60
KRZY-F	SP-C	105.9	0.9	3.1	17 285
KXKS	SP	1190	0.5	1.4	4 80
KZSS	T	610	0.6	2.3	5 137

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
KBAC-F	AOR-P	98.1	0.7	2.6	18 280

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	93 (2)	93 (2)	11.8 %	3.8 %
AOR/Classic/NR	0 (0)	147 (5)	147 (5)	18.7 %	22.5 %
Black/Urban	0 (0)	32 (1)	32 (1)	4.1 %	0.0 %
CHR	0 (0)	68 (2)	68 (2)	8.7 %	11.5 %
Classical	0 (0)	36 (1)	36 (1)	4.6 %	5.3 %
Country	0 (0)	98 (2)	98 (2)	12.5 %	18.0 %
Full Service	91 (1)	0 (0)	91 (1)	11.6 %	9.6 %
Hispanic	11 (3)	27 (3)	38 (6)	4.8 %	6.9 %
Jazz	0 (0)	18 (1)	18 (1)	2.3 %	2.9 %
News/Talk	12 (3)	0 (0)	12 (3)	1.5 %	1.5 %
Oldies	0 (0)	55 (3)	55 (3)	7.0 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	9 (1)	13 (2)	1.7 %	1.4 %
Soft AC	0 (0)	43 (1)	43 (1)	5.5 %	4.7 %
Sports	9 (1)	0 (0)	9 (1)	1.1 %	1.0 %
Standards/EZ	33 (1)	0 (0)	33 (1)	4.2 %	3.5 %
<b>Totals</b>	<b>160 (10)</b>	<b>626 (22)</b>	<b>786 (32)</b>		

Consolidation Report	12+	25-54	Revenue
<b>American General</b> KABG-FM, KARS-AM, KKIM-AM, KLVO-FM, KMMG-FM, KYLZ-FM	12.6 %	10.7 %	5.3 %
<b>Citadel</b> KHFM-FM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM	36.4 %	35.4 %	49.7 %
<b>Simmons, pend.</b> KDZZ-AM, KEZF-FM, KIVA-AM, KKSS-FM, KRZN-FM, KZKL-FM	13.1 %	9.7 %	19.3 %
<b>Trumper</b> KLSK-FM, KPEK-FM, KSVF-FM, KTEG-FM, KZRR-FM	17.3 %	19.8 %	20.0 %
	<b>79.4 %</b>	<b>75.6 %</b>	<b>94.3 %</b>

### AM Stations

KIVA	1310	5 kw/0.5 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Simmons	Corrales
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel	

### FM Stations

KABG	98.5	100 kw @ 1781	Oldies	\$ NA	Christal	American General	Los Alamos
KHFM	96.3	20 kw @ 4133	Classical	\$40.00	Allied	Citadel	
KIOT	102.5	50 kw @ 371	Classic AOR	\$ 30.00	Allied	Simmons	Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC	\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw @ 1875	CHR/Urban	\$44.00	D&R	Simmons, pend.	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic Hits	ABC	\$23.00	Eastman	Trumper
KLVO	97.7	100 kw @ 860	Hispanic Contemp.	\$<20.00	Lotus	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel
KMMG	95.5	19 kw @ 1791	Black Oldies	\$ NA	Christal	American General	Los Alamos
KPEK	100.3	22.5 kw @ 4107	Modern AC	\$29.00	Eastman	Trumper	
KRQS	101.3	6 kw @ 328	AOR	Westwd		Allied	Simmons
KRST	92.3	22 kw @ 4160	Country	\$97.00	Mc-Guild	Citadel	
KRZN	105.1	100 kw @ 1936	Jazz	JRN	\$<20.00	Allied	Simmons
KTBL	103.3	20.5 kw @ 4186	Classic Country	\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock	\$31.00	Banner	Trumper	
KYLZ	106.3	100 kw @ 860	CHR/Urban	\$ NA	---	American General	Los Lunas
KZKL	101.7	3 kw @ 92	Oldies	\$40.00	Allied	Simmons	Rio Rancho
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$52.00	Eastman	Trumper

Notes: 10/98 KSVF-F (95.1; Corrales) was sold to Trumper for KHTZ (1520), KZSS (610) + \$1,500,000 . . . 10/98 KLSK-F changed from Classic AOR to Classic Hits as "Eagle 104" . . . 11/98 Sale of KKSS-F to Trumper cancelled; KKSS-F sold to Simmons for \$5,500,000 . . . 12/98 KEZF-F changed calls to KRQS-F; remains AOR

# ALLENTOWN-BETHLEHEM

Arbitron Rank: 67 Pop (12+): 602,000	Stations: 39 / 12	Last Year's Revenue: \$22,900,000
MSA Rank: 86	Diaries: 1,779 / 338:1 / 55.7%	Household Income: \$47,556
MSA Pop: 614,000	Sample Target: 1,790	Total Retail Sales: \$6.1 Bil.
DMA: Philadelphia DMA (#4)	% Below Line: 23.3	#1 Billing: WAEB-F \$5,400,000
Average Persons Rating: 17.2	% Not Listed: 13.2	#1 Billing Portfolio:
Market TSL in Hours: 22.75	Pop per Station: 50,167	Capstar \$11,700,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WCTO-F	C	143 / 13.8	10.6	11.3	9.1	11.4	11.2	1302 / 21.6	18.5	19.4	164 / 1565	D	WCTO-F
2	WAEB-F	CHR	103 / 10.0	12.2	14.1	11.7	13.1	12.0	1658 / 27.5	32.8	30.0	115 / 1936	G	WAEB-F
3	WLEV-F	AC	100 / 9.7	9.6	8.1	9.4	8.8	9.2	1142 / 19.0	19.0	17.4	111 / 1339	F	WLEV-F
4	WODE-F	O	88 / 8.5	9.4	9.4	9.4	9.3	9.2	1251 / 20.8	24.5	24.1	108 / 1671	F	WODE-F
5	WZZO-F	AOR	79 / 7.6	8.7	8.7	9.9	8.7	8.7	1167 / 19.4	19.0	20.3	101 / 1614	F	WZZO-F
6	WAEB	T	50 / 4.8	3.3	4.4	4.7	4.7	4.3	830 / 13.8	13.1	11.8	51 / 838	C	WAEB
7	WKAP	ST	44 / 4.3	3.6	4.7	4.0	4.4	4.1	485 / 8.1	7.7	6.3	50 / 544	A	WKAP
8	WYSP-F	T/CL AOR	36 / 3.5	2.7	2.2	3.3	2.5	2.9	546 / 9.1	7.6	8.4	43 / 712		WYSP-F
9	WUSL-F	B	30 / 2.9	1.2	1.0	1.0	1.1	1.5	392 / 6.5	4.2	3.9	31 / 469		WUSL-F
10	WMGK-F	CL HITS	19 / 1.8	1.3	1.6	1.6	1.6	1.6	330 / 5.5	6.3	6.3	22 / 420		WMGK-F
11	WEST	ST	16 / 1.5	1.4	1.9	2.1	2.3	1.7	208 / 3.4	2.9	3.6	16 / 208	A	WEST

12+ FM Share (Metro): 80.27% (720 of 897) (Fall 97: 79.46%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEB-F >>	1 WCTO-F	1 WCTO-F <	1 WCTO-F <	1 WCTO-F	1 WCTO-F	1 WCTO-F	1 WCTO-F <	1 WCTO-F	1 WCTO-F >	1 WCTO-F >
2 WUSL-F >	2 WZZO-F <	2 WAEB-F <	2 WAEB-F <	2 WLEV-F <	2 WLEV-F <	2 WAEB-F	2 WLEV-F	2 WAEB-F <	2 WAEB-F <	2 WAEB-F <
3 WCTO-F	3 WAEB-F >	3 WZZO-F	3 WLEV-F <	3 WAEB-F	3 WODE-F >	3 WODE-F <	3 WAEB-F <	3 WLEV-F	3 WZZO-F	3 WODE-F
3 WKRZ-F	4 WLEV-F	4 WLEV-F	4 WZZO-F	4 WODE-F <	4 WAEB-F	4 WLEV-F	4 WODE-F	4 WODE-F <	4 WLEV-F	4 WLEV-F
	5 WYSP-F	5 WODE-F >	5 WODE-F >	5 WZZO-F >>	5 WAEB <	5 WAEB <	5 WZZO-F >	5 WZZO-F >	5 WODE-F <	5 WZZO-F >
	6 WUSL-F	6 WYSP-F >	6 WYSP-F >	6 WYSP-F	6 WKAP	6 WZZO-F <	6 WAEB	6 WKAP	6 WUSL-F >>	6 WAEB <
	7 WODE-F >>					7 WYSP-F >	7 WKAP >			7 WKAP

Wom 18-24	Wom 18-34	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+ Ovrite
1 WAEB-F	1 WAEB-F >	1 WAEB-F	1 WAEB-F <	1 WLEV-F	1 WZZO-F	1 WZZO-F	1 WCTO-F	1 WZZO-F	1 WZZO-F <	1 WZZO-F
2 WCTO-F	2 WCTO-F	2 WLEV-F	2 WLEV-F	2 WAEB-F <	2 WCTO-F	1 WCTO-F >	2 WZZO-F >	2 WCTO-F >	2 WCTO-F >	2 WCTO-F
3 WUSL-F	2 WLEV-F >	3 WCTO-F	3 WCTO-F	3 WCTO-F	3 WYSP-F	3 WYSP-F <	3 WAEB-F	3 WAEB-F <	3 WAEB-F	3 WODE-F <
4 WODE-F	4 WZZO-F	4 WZZO-F >	4 WODE-F >	4 WODE-F >>	4 WUSL-F >	4 WAEB-F >	4 WYSP-F >	4 WYSP-F >	3 WODE-F	4 WAEB
5 WZZO-F	5 WODE-F	5 WODE-F >>	5 WZZO-F >	5 WZZO-F >	5 WAEB-F >	5 WUSL-F >	5 WLEV-F	5 WODE-F <	5 WLEV-F <	5 WLEV-F
5 WLEV-F >	6 WUSL-F >						5 WMGK-F	6 WLEV-F >	6 WYSP-F >	

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WAEB-AM, WAEB-FM, WKAP-AM, WZZO-FM	26.7 %	25.9 %	51.1 %	AC	8 (1)	118 (4)	126 (5)	14.0 %	13.7 %
<b>Citadel</b> WCTO-FM, WLEV-FM	23.5 %	25.3 %	27.9 %	AOR/Classic/NR	0 (0)	126 (4)	126 (4)	14.0 %	13.1 %
				Black/Urban	0 (0)	30 (1)	30 (1)	3.3 %	1.3 %
				CHR	0 (0)	136 (7)	136 (7)	15.2 %	19.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	9 (1)	156 (3)	165 (4)	18.4 %	17.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	10 (1)	10 (1)	1.1 %	1.3 %
				News/Talk	74 (4)	12 (2)	86 (6)	9.6 %	8.5 %
				Oldies	0 (0)	117 (3)	117 (3)	13.0 %	12.7 %
				Others/Unknown	9 (1)	0 (0)	9 (1)	1.0 %	1.1 %
				Religion/Gospel	0 (0)	9 (1)	9 (1)	1.0 %	1.4 %
				Soft AC	0 (0)	6 (1)	6 (1)	0.7 %	0.0 %
				Sports	17 (3)	0 (0)	17 (3)	1.9 %	1.5 %
				Standards/EZ	60 (2)	0 (0)	60 (2)	6.7 %	8.5 %
				<b>Totals</b>	<b>177 (12)</b>	<b>720 (27)</b>	<b>897 (39)</b>		

# ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WGPA	VA	1100	Bethlehem	0.9	1.8	9	107	KYW	N	1060	Philadelphia	0.5	4.5	10	363
WRNJ	AC	1510	Hackettstown, NJ	0.8	1.1	8	65	WABC	T	770	New York	1.0	3.0	19	359
WTKZ	SPRTS	1320	Allentown	0.7	1.9	7	117	WBYN-F	REL	107.5	Boyertown	0.9	2.8	10	207
WYNS	C	1160	Lehighton	0.9	1.7	9	116	WFAN	SPRTS	660	New York	0.5	2.0	13	282
								WHCY-F	C	106.3	Blairstown, NJ	0.5	1.8	13	242
								WIOQ-F	CHR	102.1	Philadelphia	1.2	6.1	12	432
								WIP	SPRTS	610	Philadelphia	0.5	2.0	7	168
								WJJZ-F	J	106.1	Philadelphia	1.0	2.2	13	219
								WKRZ-FF	CHR	98.5	Wilkes Barre	0.8	3.5	18	449
								WKXW-F	T	101.5	Trenton	0.8	2.1	28	452
								WLTW-F	SAC	106.7	New York	0.6	1.1	19	148
								WMGS-F	AC	92.9	Wilkes Barre	0.6	1.0	8	104
								WMMR-F	AOR	93.3	Philadelphia	0.5	2.5	10	285
								WNNJ-F	CL HITS	103.7	Newton, NJ	1.0	2.2	24	341
								WOR	T	710	New York	0.9	3.1	21	326
								WPLJ-F	CHR/AC	95.5	New York	0.5	2.0	12	259
								WRFY-F	CHR	102.5	Reading	0.5	3.5	13	417
								WSBG-F	CHR	93.5	Stroudsburg	0.4	2.1	33	589
								WWDB-F	T	96.5	Philadelphia	0.4	2.3	6	171
								WWYY-F	C	107.1	Belvidere, NJ	0.8	3.0	12	271
								WXRK-F	T/NR	92.3	New York	0.6	1.8	13	276
								WXXM-F	AC-NR	95.7	Philadelphia	0.6	2.8	6	182
								WYXR-F	AC/CHR	104.5	Philadelphia	0.6	3.7	6	280

### AM Stations

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

### FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	Capstar	
WCTO	96.1	50 kw @ 500	Country		\$53.00	Mc-Guild	Citadel	
WLEV	100.7	11 kw @ 1073	AC		\$91.00	Mc-Guild	Citadel	
WODE	99.9	50 kw @ 449	Oldies	Westwd	\$71.00	Clr Chnl	Clear Channel	Easton
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Capstar	

Notes: Other ranked stations – See Philadelphia



# ALTOONA

**Arbitron Rank:** 240 **Pop (12+):** 109,100  
**MSA Rank:** 264  
**MSA Pop:** 130,000  
**DMA:** 90 (w/Johnstown)  
**Average Persons Rating:** 15.1  
**Market TSL in Hours:** 20.00

**Stations:** 19 / 12  
**Diaries:** 572 / 191:1 / 56.6%  
**Sample Target:** 610  
**% Below Line:** 7.9  
**% Not Listed:** 12.1  
**Pop per Station:** 9,092

**Last Year's Revenue:** \$5,500,000  
**Household Income:** \$35,819  
**Total Retail Sales:** \$1.60 Bil.  
**#1 Biller:** WFGY-F \$1,500,000  
**#1 Billing Portfolio:** Forever \$3,085,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WFGY-F	C	37 / 22.4	24.0	19.7	22.1	406 / 37.2	37.5	34.1	118 / 1434	E	WFGY-F
2	WPRR-F	CHR	19 / 11.5	11.7	13.1	13.4	335 / 30.7	28.6	29.2	24 / 522	B	WPRR-F
3	WFBG	FS	17 / 10.3	9.4	6.0	7.0	192 / 17.6	15.5	17.7	17 / 221	A	WFBG
4	WALY-F	O	14 / 8.5	8.2	8.2	9.9	234 / 21.4	17.0	20.6	20 / 357	B	WALY-F
5	WRTA	T	13 / 7.9	7.0	9.8	7.0	199 / 18.3	14.6	19.8	14 / 208	B	WRTA
6	WBXQ-FF	AOR	12 / 7.3	7.0	9.8	5.8	183 / 16.8	12.2	17.3	25 / 364	B	WBXQ-FF
7	WMXV-F	AC	11 / 6.7	10.0	10.4	9.9	176 / 16.1	16.2	19.7	12 / 197	B	WMXV-F
8	WQKK-F	AOR	4 / 2.4	2.3	2.2	1.2	62 / 5.6	5.2	6.9	34 / 445		WQKK-F

12+ FM Share (Metro): 75.17% ( 109 of 145 ) ( Fall 97: 77.02% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPRR-F >>>	1 WFGY-F	1 WFGY-F	1 WFGY-F	1 WFGY-F >	1 WFGY-F >>	1 WFGY-F >	1 WFGY-F >	1 WFGY-F >>	1 WFGY-F >>	1 WFGY-F >>
	2 WPRR-F >	2 WPRR-F	2 WPRR-F	2 WPRR-F <	2 WFBG	2 WRTA <	2 WFBG	2 WPRR-F	2 WPRR-F >	2 WFBG <
	3 WBXQ-FF	3 WBXQ-FF	3 WBXQ-FF	3 WBXQ-FF	3 WRTA <	3 WPRR-F	3 WPRR-F	3 WFBG	3 WBXQ-FF	3 WPRR-F
	3 WMXV-F >>	4 WALY-F	4 WALY-F	3 WALY-F	4 WALY-F >	4 WALY-F	3 WALY-F	4 WMXV-F	4 WMXV-F	4 WALY-F
		5 WMXV-F >>>	5 WMXV-F >>>	5 WMXV-F >>>	5 WPRR-F	4 WBXQ-FF	5 WMXV-F <	4 WRTA <	4 WRTA	5 WBXQ-FF
						6 WFBG	6 WRTA	6 WBXQ-FF	6 WFBG	6 WRTA

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WPRR-F >>>	1 WPRR-F >>>	1 WPRR-F	1 WPRR-F	1 WFGY-F	1 WFGY-F >>	1 WBXQ-FF	1 WBXQ-FF	1 WBXQ-FF	1 WFGY-F	1 WFGY-F >>
	2 WFGY-F	2 WFGY-F >	1 WFGY-F >	2 WPRR-F	2 WFGY-F >>	2 WFGY-F >	2 WFGY-F >	1 WFGY-F >	2 WBXQ-FF >>	2 WBXQ-FF
	3 WMXV-F >	3 WMXV-F >	3 WMXV-F >	2 WMXV-F	3 WPRR-F	3 WPRR-F	3 WMXV-F >>	3 WPRR-F >	3 WPRR-F	3 WPRR-F
			3 WALY-F >>>	4 WALY-F >>>	3 WQWK-F	3 WQWK-F		4 WMXV-F	3 WALY-F >>	4 WFBG >
					3 WQZK-F	3 WMXV-F >>		4 WALY-F >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97			
WGMR-F	AOR-NR	101.1	Tyrone	1.8	7.2	19	513	AC	0 (0)	14 (4)	14 (4)	9.7 %	13.0 %
WKMC	ST	1370	Roaring Spring	0.6	3.7	1	54	AOR/Classic/NR	0 (0)	24 (6)	24 (6)	16.6 %	16.8 %
WTRN	EZ	1340	Tyrone	1.2	3.5	2	48	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WVAM	SPRTS	1430	Altoona	1.8	6.8	4	88	CHR	0 (0)	19 (1)	19 (1)	13.1 %	14.9 %

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97			
WBUS-F	CL HITS	93.7	Boalsburg	0.6	1.6	20	237	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKYE-F	AC	95.5	Johnstown	0.6	2.3	38	469	Country	0 (0)	37 (1)	37 (1)	25.5 %	26.1 %
WLAK-FF	AC/CHR	103.5	Huntingdon	1.2	1.7	6	170	Full Service	17 (1)	0 (0)	17 (1)	11.7 %	6.8 %
WQWK-F	AOR	97.1	State College	1.8	3.2	21	313	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQZK-F	CL AOR	94.1	Keyser, WV	1.2	4.7	4	84	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	13 (1)	0 (0)	13 (1)	9.0 %	11.2 %
								Oldies	0 (0)	15 (2)	15 (2)	10.3 %	9.3 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
								Sports	3 (1)	0 (0)	3 (1)	2.1 %	0.0 %
								Standards/EZ	3 (2)	0 (0)	3 (2)	2.1 %	1.2 %
								<b>Totals</b>	<b>36 (5)</b>	<b>109 (14)</b>	<b>145 (19)</b>		

Consolidation Report	12+	25-54	Revenue
Forever	47.9 %	45.9 %	56.1 %
WALY-FM, WFBG-AM, WFGI-FM, WFGY-FM, WMXV-FM	47.9 %	45.9 %	56.1 %

# ALTOONA

## AM Stations

WFBG	1290	5 kw/1 kw (OA-N)	Standards/Full Svc	Westwd, CBS	\$11.00	Christal	Forever
WRTA	1240	1 kw	Talk	Talknt, ABC, BNN	\$16.00	—	
WVAM	1430	5 kw/1 kw (OA-N)	Sports	WW1, CNN, CBS	\$12.00	Allied	WPRR-F

## FM Stations

WALY	103.9	0.31 kw @ 984	Oldies		\$16.00	Christal	Forever	Bellwood
WBRX	94.7	1.05 kw @ 551	See WBXQ-F					Patton
WBXQ	94.3	0.35 kw @ 958	AOR	ABC	\$ NA	Banner		Cresson
WFGY	98.1	30 kw @ 941	Country	CBS	\$57.00	Christal	Forever	
WGMR	101.1	8.5 kw @ 1170	New Rock	Westwd	\$ NA	Dome	Allegheny Mtn.	Tyrone
WMXV	104.9	0.73 kw @ 905	AC	CNN	\$17.00	Christal	Forever	Holidaysburg
WPRR	100.1	16.5 kw @ 403	CHR		\$20.00	Allied	WVAM	

Notes:

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# ANCHORAGE

Arbitron Rank: 171 Pop (12+): 195,600	Stations: 20 / 20	Last Year's Revenue: \$13,700,000
MSA Rank: 176	Diaries: 922 / 212:1 / 52.4%	Household Income: \$56,538
MSA Pop: 251,000	Sample Target: 860	Total Retail Sales: \$3.2 Bil.
DMA: 156	% Below Line: 0.0	#1 Biller: KASH-FM \$1,850,000
Average Persons Rating: 15.8	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 9,780	Capstar \$6,220,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	KGOT-F	CHR	41 / 13.3	10.8	12.8	13.9	598 / 30.6	28.3	28.9	45 / 703	C
2	KWHL-F	AOR	25 / 8.1	9.1	7.9	7.5	401 / 20.5	22.1	21.4	45 / 551	C
2	KBRJ-F	C	25 / 8.1	8.1	6.2	6.8	339 / 17.4	20.2	16.7	27 / 405	B
4	KMXS-F	AC/CHR	21 / 6.8	6.1	7.2	9.5	361 / 18.5	20.1	22.4	21 / 397	B
4	KEAG-F	O	21 / 6.8	5.7	5.2	5.8	343 / 17.5	15.2	14.2	23 / 411	C
4	KBFX-F	AOR/CL	21 / 6.8	7.1	9.5	5.4	299 / 15.3	16.7	16.6	27 / 385	B
7	KENI	T/N	19 / 6.2	5.4	6.2	7.1	240 / 12.2	9.9	13.7	25 / 301	C
8	KASH-F	C	16 / 5.2	7.7	7.9	6.4	248 / 12.7	17.6	18.9	24 / 387	C
9	KKRO-F	CL HITS	15 / 4.9	4.4	4.3	5.4	293 / 15.0	12.1	15.7	18 / 394	B
10	KYMG-F	AC	14 / 4.5	6.7	5.2	5.4	280 / 14.3	13.7	14.8	14 / 304	C
11	KNIK-F	J	13 / 4.2	3.4	3.3	4.7	165 / 8.4	8.2	8.8	14 / 199	B
12	KLEF-F	CL	11 / 3.6	4.0	3.5	2.7	168 / 8.6	11.1	10.5	15 / 224	B

12+ FM Share (Metro): 85 45% ( 235 of 275 ) ( Fall 97: 83.81% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGOT-F >>>	1 KGOT-F	1 KGOT-F >	1 KGOT-F >	1 KGOT-F	1 KBRJ-F <	1 KGOT-F	1 KGOT-F >	1 KGOT-F >	1 KGOT-F >>	1 KGOT-F >
2 KWHL-F >>>	2 KWHL-F <	2 KWHL-F	2 KWHL-F	2 KBRJ-F <	2 KEAG-F <	2 KWHL-F <	2 KBFX-F <	2 KBRJ-F <	2 KENI <	2 KBRJ-F
3 KBFX-F	3 KBFX-F	3 KBFX-F	2 KBFX-F <	3 KWHL-F	3 KENI	3 KBRJ-F <	3 KWHL-F	3 KWHL-F <	3 KBRJ-F	3 KWHL-F
4 KMXS-F >	4 KMXS-F <	4 KBRJ-F	3 KBFX-F	4 KGOT-F	4 KENI	4 KBRJ-F <	4 KBFX-F	4 KWHL-F	4 KMXS-F	4 KEAG-F
5 KBRJ-F	5 KBRJ-F	5 KMXS-F	3 KEAG-F	5 KNIK-F	5 KMXS-F <	5 KEAG-F <	4 KEAG-F <	5 KMXS-F	6 KBFX-F	6 KBRJ-F
6 KASH-F	6 KEAG-F	5 KEAG-F	6 KMXS-F <	6 KASH-F	6 KBFX-F <	6 KENI <	6 KMXS-F	6 KBFX-F	6 KEAG-F	6 KKRO-F
	7 KKRO-F	7 KKRO-F	7 KENI <	6 KLEF-F	7 KEAG-F	7 KMXS-F	7 KASH-F	6 KQEZ-F	6 KKRO-F	6 KASH-F
	7 KASH-F <	7 KENI <	8 KKRO-F	6 KKR0-F	8 KASH-F	8 KYMG-F	8 KKRO-F	6 KEAG-F	6 KASH-F	9 KLEF-F
			8 KYMG-F <	6 KYMG-F	9 KNIK-F	9 KKRO-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 KGOT-F	1 KGOT-F >>	1 KGOT-F >>>	1 KGOT-F >	1 KGOT-F >	1 KWHL-F	1 KBFX-F	1 KBFX-F	1 KBFX-F <	1 KBFX-F	1 KGOT-F >
2 KMXS-F >	2 KMXS-F >	2 KMXS-F	2 KMXS-F	2 KBRJ-F >	2 KGOT-F	2 KWHL-F >	2 KWHL-F >	2 KWHL-F	2 KWHL-F	2 KENI
3 KWHL-F >>	3 KWHL-F	3 KWHL-F	2 KBRJ-F	3 KMXS-F	2 KBFX-F >>>	3 KGOT-F	3 KMXS-F	3 KGOT-F	3 KGOT-F	3 KMXS-F
	4 KBRJ-F	3 KBRJ-F >	4 KYMG-F	3 KEAG-F	4 KMXS-F >>	3 KGOT-F	4 KKRO-F	3 KKRO-F	3 KKRO-F	3 KYMG-F
	5 KYMG-F	5 KYMG-F	4 KEAG-F	5 KYMG-F		5 KKRO-F	5 KMXS-F	5 KENI	5 KENI	
	5 KASH-F	5 KASH-F >>	6 KWHL-F	6 KWHL-F		5 KENI >	5 KENI	5 KEAG-F	7 KMXS-F	
			6 KASH-F >	6 KASH-F			5 KEAG-F	7 KMXS-F	7 KBRJ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KAXX	SPRTS	1020	Eagle River	0.6	1.4	3 40
KBYR	T	700	Anchorage	1.0	4.3	3 91
KFAT-F	SPRTS	92.9	Anchorage	0.6	2.1	2 40
KFQD	T	750	Anchorage	1.6	6.9	10 207
KHAR	ST	590	Anchorage	2.3	3.9	9 111
KMBQ-F	AC	99.7	Wasilla	0.3	1.1	2 83
KQEZ-F	SAC	92.1	Houston	2.9	8.3	9 178
KTZN	SPRTS	550	Anchorage	1.3	3.0	4 72

# ANCHORAGE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b>	37.3 %	36.7 %	45.4 %	AC	0 (0)	36 (3)	36 (3)	13.1 %	14.4 %
KASH-FM, KBFX-FM, KENI-AM, KGOT-FM, KTZN-AM, KYMG-FM				AOR/Classic/NR	0 (0)	46 (2)	46 (2)	16.7 %	19.1 %
<b>Morris</b>	38.6 %	37.5 %	39.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KKRO-FM, KMXS-FM, KWHL-FM				CHR	0 (0)	41 (1)	41 (1)	14.9 %	14.0 %
	75.9 %	74.2 %	85.3 %	Classical	0 (0)	11 (1)	11 (1)	4.0 %	4.0 %
				Country	0 (0)	41 (2)	41 (2)	14.9 %	16.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	13 (1)	13 (1)	4.7 %	3.6 %
				News/Talk	27 (3)	0 (0)	27 (3)	9.8 %	11.2 %
				Oldies	0 (0)	36 (2)	36 (2)	13.1 %	10.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	9 (1)	9 (1)	3.3 %	2.9 %
				Sports	6 (2)	2 (1)	8 (3)	2.9 %	0.7 %
				Standards/EZ	7 (1)	0 (0)	7 (1)	2.5 %	2.9 %
				<b>Totals</b>	<b>40 (6)</b>	<b>235 (14)</b>	<b>275 (20)</b>		

## AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product
KENI	650	50 kw	Talk/News	ABC, Westwd, Tknt	\$25.00	Eastman	Capstar
KFQD	750	50 kw	Talk	ABC	<20.00	Mc-Guild	Morris
KHAR	590	5 kw	Standards	Westwd	<20.00	Katz	Morris

## FM Stations

Station	Frequency	Power	Time	Format	Company	Advertiser	Agency	Product
KASH	107.5	100 kw @ -285		Country	ABC	\$45.00	Allied	Capstar
KBFX	100.5	25 kw @ 174		AOR/Classic AOR		\$28.00	Allied	Capstar
KBRJ	104.1	55 kw @ 62		Country		\$28.00	Katz	Morris
KEAG	97.3	100 kw @ 593		Oldies		\$23.00	Katz	Morris
KGOT	101.3	26 kw @ -62		CHR	Westwd	\$35.00	Christal	Capstar
KKRO	102.1	25 kw @ -154		Classic Hits		\$27.00	Katz	Morris
KLEF	98.1	25 kw @ 30		Classical		\$24.00	Allied	
KMXS	103.1	27 kw @ -177		AC/CHR		\$27.00	Mc-Guild	Morris
KNIK	105.3	51 kw @ 256		Jazz	CBS	\$24.00	IMN	Northern TV
KQEZ	92.1	10 kw @ 810		Soft AC		\$ NA	--	Houston
KWHL	106.5	100 kw @ -85		AOR		\$41.00	Mc-Guild	Morris
KYMG	98.9	100 kw @ 500		AC	AP	\$25.00	Banner	Capstar

Notes: 2/99 KASH (1080) changed from simulcasting KLEF-F to Business News/Talk

# ANN ARBOR

Arbitron Rank: 145 Pop (12+): 255,500  
 MSA Rank: NA  
 MSA Pop: NA  
 DMA: Detroit (#9)  
 Average Persons Rating: 12.6  
 Market TSL in Hours: 16.75

Stations: 30 / 4  
 Diaries: 1,015 / 252:1 / 54.0%  
 Sample Target: 960  
 % Below Line: 64.3  
 % Not Listed: 25.5  
 Pop per Station: 63,875

Last Year's Revenue: NA  
 Household Income: \$55,103  
 Total Retail Sales: \$4.4 Bil.  
 #1 Biller: NA  
 #1 Billing Portfolio: NA

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1 WJR	FS/T	30 / 9.3	9.9	8.1	9.5	11.6	560 / 21.9	23.3	24.1	47 / 753	WJR
2 WNIC-F	AC	23 / 7.2	5.1	5.0	6.6	5.0	376 / 14.7	12.6	12.9	23 / 396	WNIC-F
3 WQKL-F	O	17 / 5.3	3.6	4.4	3.2	3.3	275 / 10.8	10.5	11.7	17 / 286	WQKL-F
4 WRIF-F	AOR	14 / 4.4	5.1	2.8	4.9	5.5	267 / 10.5	13.7	10.3	15 / 286	WRIF-F
5 WKQI-F	AC/CHR	13 / 4.0	4.2	5.9	3.2	6.6	462 / 18.1	17.2	18.2	14 / 475	WKQI-F
6 WYCD-F	C	12 / 3.7	3.0	2.8	2.6	4.7	225 / 8.8	7.7	10.1	13 / 261	WYCD-F
6 WWWF-F	C	12 / 3.7	3.0	4.7	4.3	3.3	236 / 9.2	9.9	9.8	12 / 262	WWWF-F
8 WJLB-F	B	11 / 3.4	4.8	5.6	5.2	6.3	289 / 11.3	11.9	10.9	12 / 300	WJLB-F
9 WPLT-F	CHR-NR	9 / 2.8	3.0	2.8	3.2	2.2	378 / 14.8	15.2	12.8	9 / 378	WPLT-F
9 WAAM	T	9 / 2.8	4.2	3.1	3.2	1.4	160 / 6.3	7.7	8.6	10 / 167	WAAM

12+ FM Share (Metro): 76.25% (183 of 240) (Fall 97: 70.97%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKQI-F	1 WRIF-F	1 WNIC-F	1 WNIC-F	1 WNIC-F <	1 WJR >	1 WJR >	1 WNIC-F <	1 WJR	1 WJLB-F	1 WJR >>
1 WJLB-F >>	1 WPLT-F	2 WRIF-F	2 WJR	2 WJR	2 WNIC-F >	2 WRIF-F <	2 WJR	2 WNIC-F	2 WJR	2 WNIC-F
3 WKQI-F	2 WJR <	3 WQKL-F <	3 WQKL-F	3 WQKL-F	3 WQKL-F	3 WNIC-F >	3 WQKL-F >	3 WQKL-F <	3 WNIC-F	2 WWWF-F <
4 WNIC-F	4 WQKL-F <	4 WRIF-F	4 WRIF-F	4 WRIF-F	4 WAAM	4 WQKL-F <	4 WYCD-F	4 WKQI-F <	3 WDTJ-F	4 WKQI-F <
4 WJLB-F	5 WKQI-F	5 WYCD-F	5 WYCD-F	5 WYCD-F	5 WWWF-F	5 WAAM	4 WRIF-F <	5 WYCD-F	3 WKQI-F	5 WQKL-F
6 WDRQ-F	6 WJLB-F	5 WKQI-F >	6 WKQI-F	6 WKQI-F	6 WYCD-F	6 WWWF-F	6 WKQI-F	6 WJLB-F	6 WDRQ-F	6 WYCD-F
6 WDTJ-F	6 WPLT-F	7 WMV-F	7 WMV-F	7 WMV-F	7 WYCO-F	6 WPLT-F	6 WPLT-F	6 WPLT-F <	6 WRIF-F	6 WJLB-F
6 WQKL-F	6 WYCD-F	7 WWWF-F	7 WWWF-F	7 WWWF-F	7 WJLB-F <	8 WRIF-F <	8 WRIF-F <	8 WYCD-F	6 WYCD-F	6 WCSX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDRQ-F	1 WPLT-F	1 WPLT-F >	1 WNIC-F >	1 WNIC-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F >	1 WRIF-F >	1 WRIF-F	1 WJR >>
1 WKQI-F	1 WKQI-F	2 WNIC-F	2 WKQI-F	2 WQKL-F >	1 CIMX-F	2 WKRK-F	2 WQKL-F >	2 WJR >	1 WJR >	2 WAAM
1 WJLB-F	1 WNIC-F	2 WKQI-F >>	2 WQKL-F	3 WKQI-F	1 WDTJ-F >>	2 WQKL-F	3 WCSX-F	3 WYCD-F	3 WNIC-F	2 WYCD-F
1 WNIC-F	4 WDRQ-F	4 WJLB-F	3 WJR	3 WJR	2 WPLT-F >	3 WPLT-F >>	4 WCSX-F	3 WYCD-F	2 WWJ >	
1 WPLT-F >	4 WJLB-F	5 WPLT-F	5 WYCO-F	5 WYCO-F			4 WNIC-F	3 WKQI-F		
	6 WDTJ-F >	5 WJR	5 WWWF-F	5 WWWF-F			4 WQKL-F >	6 WCSX-F		
		7 WDRQ-F	5 WJLB-F >	5 WJLB-F >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQIB-F	AOR	102.9	Ann Arbor 1.2 7.1 7 215
WTKA	T	1050	Ann Arbor 0.9 3.6 3 98

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON 1.6 7.4 6 216
CIMX-F	AOR-NR	88.7	Windsor, ON 1.6 8.9 5 242
CKWW	ST	580	Windsor, ON 0.9 1.4 3 43
WCSX-F	CL AOR	94.7	Birmingham 2.2 9.6 9 275
WDFN	SPRTS	1130	Detroit 0.9 3.1 3 89
WDRQ-F	B/AC	93.1	Detroit 2.2 10.0 7 269
WDTJ-F	B	105.9	Detroit 2.2 7.4 8 200
WITL-F	C	100.7	Lansing 1.2 2.6 4 73
WKRK-F	AOR-NR	97.1	Detroit 1.6 7.2 5 198
WMMQ-F	CL AOR	94.9	E. Lansing 0.9 1.5 3 46
Wmuz-F	REL	103.5	Detroit 0.6 2.7 3 76
WMXD-F	B/AC	92.3	Detroit 0.9 4.5 3 115
WOMC-F	O	104.3	Detroit 1.9 6.6 7 216
WVMV-F	J	98.7	Detroit 2.5 5.8 8 155
WWBR-F	AOR	102.9	ML Clemens 0.9 1.7 3 44
WWJ	N	950	Detroit 1.9 6.9 6 189
WXDG-F	AOR	105.1	Detroit 0.9 5.9 3 150
WXYT	T	1270	Detroit 0.9 3.2 3 96

# ANN ARBOR

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Fall 97		
Cumulus			7.5 %	9.5 %	%	AC	0	(0)	36	(2)	36	(2)	15.0 %	14.2 %
WQJB-FM, WQKL-FM, WTKA-AM						AOR/Classic/NR	0	(0)	49	(9)	49	(9)	20.4 %	24.3 %
			7.5 %	9.5 %	%	Black/Urban	0	(0)	28	(4)	28	(4)	11.7 %	14.2 %
						CHR	0	(0)	9	(1)	9	(1)	3.8 %	3.6 %
						Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	0	(0)	28	(3)	28	(3)	11.7 %	10.5 %
						Full Service	30	(1)	0	(0)	30	(1)	12.5 %	10.5 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	8	(1)	8	(1)	3.3 %	3.2 %
						News/Talk	21	(4)	0	(0)	21	(4)	8.8 %	7.3 %
						Oldies	0	(0)	23	(2)	23	(2)	9.6 %	9.3 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	2	(1)	2	(1)	0.8 %	1.6 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	3	(1)	0	(0)	3	(1)	1.3 %	1.2 %
						Standards/EZ	3	(1)	0	(0)	3	(1)	1.3 %	0.0 %
						<b>Totals</b>	<b>57</b>	<b>(7)</b>	<b>183</b>	<b>(23)</b>	<b>240</b>	<b>(30)</b>		

### AM Stations

WAAM	1600	5 kw (DA-2)	Talk	Westwd, ABC, Talknt	\$22.00	--		
WTKA	1050	10 kw/0.5 kw (DA-2)	Talk	ABC, 1/1, SBUSA	\$16.00	Michigan	Cumulus	

### FM Stations

WQJB	102.9	49 kw @ 500	AOR	Westwd	\$61.00	Christal	Cumulus	
WQKL	107.1	3 kw @ 289	Oldies		\$38.00	Michigan	Cumulus	

Notes: Other ranked stations -- See Detroit . . . Market & station revenue data are not available

# APPLETON-OSHKOSH

**Arbitron Rank: 135 Pop (12+): 285,500**  
**MSA Rank: 144**  
**MSA Pop: 346,000**  
**DMA: 71 (w/Green Bay)**  
**Average Persons Rating: 15.8**  
**Market TSL in Hours: 21.00**

**Stations: 27 / 15**  
**Diarles: 753 / 379:1 / 68.1%**  
**Sample Target: 710**  
**% Below Line: 24.0**  
**% Not Listed: 11.8**  
**Pop per Station: 19,033**

**Last Year's Revenue: \$13,000,000**  
**Household Income: \$51,185**  
**Total Retail Sales: \$4.0 Bil.**  
**#1 Biller: WAPL-F \$3,200,000**  
**#1 Billing Portfolio: Woodward \$4,700,000**

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WAPL-F	AOR	78 / 17.3	10.1	11.9	9.9	662 / 23.2	20.4	25.3	180 / 1816	E	WAPL-F
2	WIXX-F	CHR	45 / 10.0	13.7	14.0	12.0	880 / 30.8	34.3	36.3	138 / 2576		WIXX-F
3	WNCY-F	C	34 / 7.5	8.6	7.0	8.4	455 / 15.9	13.5	15.2	78 / 1065	C	WNCY-F
4	WHBY	FS	30 / 6.7	7.1	9.4	7.6	478 / 16.8	15.8	22.8	32 / 540	C	WHBY
5	WNAM	ST	26 / 5.8	6.4	7.0	5.3	311 / 10.9	13.1	13.3	36 / 539	B	WNAM
6	WROE-F	SAC	24 / 5.3	6.6	5.3	5.9	387 / 13.6	14.5	15.2	28 / 495	C	WROE-F
7	WOZZ-F	AOR/CL	22 / 4.9	4.5	5.7	8.6	555 / 19.4	18.6	20.1	48 / 1130	C	WOZZ-F
8	WPCK-FF	C	21 / 4.7	2.4	4.9	3.3	389 / 13.6	9.5		77 / 1024		WPCK-FF
9	WVBO-F	O	19 / 4.2	4.1	5.3	6.3	372 / 13.0	14.8	15.5	29 / 611	C	WVBO-F
10	WKSZ-F	CHR	12 / 2.7	4.7	3.5	3.4	448 / 15.7	19.6	18.6	37 / 1084		WKSZ-F
11	WUSW-F	C	11 / 2.4	3.8	5.0	4.2	293 / 10.3	13.0	13.1	13 / 351	B	WUSW-F
11	WEZR-F	AC/CHR	11 / 2.4	1.1	0.7	0.4	178 / 6.2	4.5	3.1	16 / 368		WEZR-F
13	WMBE	VA	10 / 2.2	0.9	0.9	1.3	57 / 2.0	1.7	1.5	11 / 60		WMBE

12+ FM Share (Metro): 77.08% (306 of 397) (Fall 97: 73.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXX-F >>	1 WAPL-F >>>	1 WAPL-F >>	1 WAPL-F >>	1 WAPL-F >>	1 WHBY	1 WAPL-F >	1 WAPL-F >	1 WAPL-F >	1 WAPL-F >	1 WAPL-F
2 WKSZ-F >	2 WIXX-F >	2 WIXX-F >	2 WIXX-F >	2 WIXX-F >	2 WNAM <	2 WIXX-F >	2 WIXX-F >	2 WIXX-F >	2 WIXX-F >>	2 WHBY <
3 WAPL-F >>>	3 WNCY-F >	3 WNCY-F >	3 WNCY-F >	3 WNCY-F >	3 WAPL-F <	3 WHBY	3 WNCY-F <	3 WNCY-F >	3 WROE-F >	3 WNCY-F <
	4 WROE-F >	4 WROE-F >	4 WROE-F >	4 WROE-F >	4 WNCY-F >	4 WNCY-F >	4 WNAM <	4 WROE-F <	3 WNCY-F >	4 WIXX-F >
	4 WOZZ-F >	4 WOZZ-F >	5 WOZZ-F <	5 WVBO-F <	5 WIXX-F <	4 WOZZ-F >	5 WROE-F >	5 WPCK-FF >	3 WKSZ-F >	5 WNAM >
	4 WEZR-F >	6 WVBO-F <	6 WHBY >	6 WHBY >	6 WROE-F <	6 WNAM >	6 WHBY >	6 WNAM >	6 WEZR-F >	6 WPCK-FF <
		7 WHBY <	6 WVBO-F >	6 WOZZ-F >	7 WPCK-FF >	6 WPCK-FF >	7 WVBO-F >	6 WOZZ-F <	6 WPCK-FF >	7 WVBO-F >
					7 WVBO-F >	8 WROE-F >	8 WOZZ-F >	8 WHBY >		8 WROE-F <
					9 WOZZ-F >			8 WVBO-F >		9 WOZZ-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIXX-F >	1 WAPL-F <	1 WAPL-F >	1 WIXX-F >	1 WIXX-F >	1 WAPL-F >>>	1 WAPL-F >>>	1 WAPL-F >>>	1 WAPL-F >>>	1 WAPL-F >>>	1 WAPL-F
2 WAPL-F >>	2 WIXX-F >>	2 WIXX-F >	2 WAPL-F >	2 WROE-F >	2 WEZR-F >>	2 WIXX-F >	2 WIXX-F >	2 WNCY-F >	2 WNCY-F <	2 WIXX-F >
3 WUSW-F >	3 WROE-F >	2 WROE-F >	3 WROE-F >	3 WAPL-F >	3 WUSW-F >	3 WNCY-F >	3 WNCY-F >	2 WOZZ-F >	3 WIXX-F <	3 WNCY-F >
3 WKSZ-F >	3 WNCY-F >	4 WNCY-F >	4 WNCY-F >>	4 WNCY-F >	3 WOZZ-F >>	4 WOZZ-F >	4 WPCK-FF >	2 WIXX-F >	4 WOZZ-F >	3 WOZZ-F >
3 WNCY-F >>	5 WOZZ-F >	5 WKSZ-F >	5 WHBY >	5 WHBY >		4 WEZR-F >	4 WOZZ-F >	5 WEZR-F >	5 WHBY >	
	5 WKSZ-F >	5 WJLW-F >>	5 WKSZ-F >	5 WVBO-F >				6 WHBY >	5 WPCK-FF >	
			5 WVBO-F >	7 WNAM >				6 WPCK-FF >	5 WVBO-F >	
								6 WVBO-F >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIZ-F	AC	107.1	Fond du Lac 0.4 4.6 6 227
WECB-F	CL HITS	104.3	Seymour 0.7 2.6 11 172
WOSH	T	1490	Oshkosh 1.6 6.6 10 273
WRJQ	ST	1570	Appleton 0.4 3.4 6 155

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDEZ-F	C	101.9	Wausau 0.9 2.0 9 209
WDUZ	SPRTS	1400	Green Bay 0.7 2.2 16 383
WGEE	N/T	1360	Green Bay 1.1 2.8 22 343
WJLW-F	CL AOR	106.7	Allouez 1.6 5.6 25 508
WNFL	T/SPRTS	1440	Green Bay 0.4 1.4 24 559
WOGB-F	O	103.1	Kaukauna 2.0 6.6 27 593
WOLH-F	CHR/AC	98.5	Green Bay 0.4 4.8 34 678
WRVM-F	REL	102.7	Suring 0.4 1.8 10 196
WTMJ	FS	620	Milwaukee 1.3 6.5 28 528

# APPLETON-OSHKOSH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Cumulus</b> WNAM-AM, WOSH-AM, WUSW-FM, WVBO-FM	14.0 %	10.6 %	27.0 %	AC	0 (0)	13 (2)	13 (2)	3.3 %	0.5 %
<b>Midwest Communications</b> WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM	27.7 %	31.2 %	25.0 %	AOR/Classic/NR	0 (0)	107 (3)	107 (3)	27.0 %	19.6 %
<b>Woodward</b> WAPL-FM, WHBY-AM, WKSZ-FM	26.7 %	28.9 %	36.2 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	59 (3)	59 (3)	14.9 %	20.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	70 (5)	70 (5)	17.6 %	18.8 %
				Full Service	36 (2)	0 (0)	36 (2)	9.1 %	12.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				News/Talk	14 (3)	0 (0)	14 (3)	3.5 %	4.2 %
				Oldies	0 (0)	31 (3)	31 (3)	7.8 %	6.8 %
				Others/Unknown	10 (1)	0 (0)	10 (1)	2.5 %	1.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.5 %	0.5 %
				Soft AC	0 (0)	24 (1)	24 (1)	6.0 %	5.9 %
				Sports	3 (1)	0 (0)	3 (1)	0.8 %	0.7 %
				Standards/EZ	28 (2)	0 (0)	28 (2)	7.1 %	8.3 %
	<b>68.4 %</b>	<b>70.7 %</b>	<b>88.2 %</b>	<b>Totals</b>	<b>91 (9)</b>	<b>306 (18)</b>	<b>397 (27)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Price	Advertiser	Agency	Notes
WHBY	1150	5 kw (DA-2)	Full Service	CBS, SBUSA	\$30.00	Eastman	Woodward	Kimberly
WMBE	1530	0.25 kw (Days)	Polka/Country		\$11.00	---		Chillon
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Cumulus	Neenah-Menasha

## FM Stations

Station	Freq	Power	Format	Company	Price	Advertiser	Agency	Notes
WAPL	105.7	100 kw @ 1174	AOR	Westwd	\$64.00	Mc-Guild	Woodward	
WNCY	100.3	45 kw @ 489	Country		\$21.00	Christal	Midwest Commun.	
WOZZ	93.5	50 kw @ 492	AOR/Classic AOR		\$29.00	Christal	Midwest Commun.	New London
WPCK	104.9	1.35 kw @ 480	Country	Westwd	\$ NA	---	WPKR-F	Kaukauna
WPKR	99.5	50 kw @ 420	Country	Westwd	\$<20.00	---	WPKR-F	Omro
WROE	104.9	13 kw @ 459	Soft AC	AP, AMFM	\$32.00	Christal	Midwest Commun.	
WUSW	96.9	6 kw @ 328	Country		\$39.00	Allied	Cumulus	
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$32.00	D&R	Cumulus	Winnecone

Notes: Other ranked stations -- See Green Bay . . . Fall 97 WPCK-FF combined come not available . . . WOGB-F, formerly home to the market, now considers Green Bay its home market . . . 9/98 WECB-F (104.3; Seymour) began operation, programming Classic Hits . . . 10/98 WAUN-F (92.7; Kewaunee) sold for \$105,000



# ASHEVILLE

**Arbitron Rank:** 179 **Pop (12+):** 185,100  
**MSA Rank:** 192  
**MSA Pop:** 214,000  
**DMA:** 35 (w/Greenvl-Spar.)  
**Average Persons Rating:** 14.5  
**Market TSL in Hours:** 19.50

**Stations:** 16 / 9  
**Diaries:** 639 / 290:1 / 57.2%  
**Sample Target:** 610  
**% Below Line:** 22.6  
**% Not Listed:** 23.8  
**Pop per Station:** 20,567

**Last Year's Revenue:** \$7,900,000  
**Household Income:** \$36,835  
**Total Retail Sales:** \$2.7 Bil.  
**#1 Biller:** WKSF-F \$4,900,000  
**#1 Billing Portfolio:** Capstar \$6,500,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WKSF-F	42 / 15.6	10.5	15.8	21.3		469 / 25.3	24.1	31.3	94 / 1270	F	WKSF-F
2	WWNC	32 / 11.9	13.7	13.8	14.3		396 / 21.4	24.1	24.9	37 / 503	C	WWNC
3	WFBC-F	20 / 7.4	8.5	5.5	4.9		308 / 16.7	18.0	15.2	48 / 708		WFBC-F
4	WMYI-F	18 / 6.7	9.7	5.5	7.4		306 / 16.6	17.3	18.0	33 / 570		WMYI-F
5	WMIT-F	17 / 6.3	5.6	5.5	3.3		191 / 10.3	12.0	11.8	32 / 488		WMIT-F
6	WZLS-F	16 / 5.9	5.6	9.5	6.1		225 / 12.1	12.5	15.6	27 / 315		WZLS-F
7	WTZY	13 / 4.8	1.2	0.8			87 / 4.7	2.1	2.1	13 / 87	A	WTZY
8	WISE	11 / 4.1	3.6	4.0	5.3		159 / 8.6	6.2	10.4	11 / 178	A	WISE

12+ FM Share (Metro): 70.24% (144 of 205) (Fall 97: 71.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFBC-F >>>	1 WKSF-F >>>	1 WKSF-F >>	1 WKSF-F >	1 WKSF-F >	1 WWNC	1 WWNC >	1 WKSF-F >	1 WKSF-F >>>	1 WFBC-F	1 WKSF-F >
2 WMIT-F	2 WFBC-F	2 WMYI-F <	2 WMYI-F <	2 WMYI-F	2 WKSF-F >	2 WKSF-F >>	2 WWNC	2 WFBC-F	2 WKSF-F	2 WWNC
2 WTPT-F >>	3 WZLS-F	3 WZLS-F	3 WZLS-F >	3 WZLS-F >	3 WMIT-F	3 WMYI-F	3 WZLS-F <	3 WMYI-F <	3 WMYI-F	3 WFBC-F >
	4 WMYI-F	4 WFBC-F	4 WMIT-F	4 WMIT-F	4 WTZY	3 WFBC-F	4 WMYI-F <	4 WZLS-F	4 WMIT-F	4 WMIT-F
	5 WTPT-F	5 WMIT-F	5 WWNC	5 WWNC >	4 WMYI-F	5 WMIT-F	5 WMIT-F <	4 WWNC <	5 WZLS-F	4 WZLS-F
	5 WMXF-F >>	6 WWNC	5 WFBC-F >		6 WISE <	6 WZLS-F >	6 WISE	6 WMIT-F	5 WWNC >	6 WMYI-F
							6 WTZY >	7 WISE		

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WKSF-F >>	1 WKSF-F >	1 WMYI-F	1 WKSF-F >	1 WKSF-F <	1 WKSF-F >>	1 WKSF-F >>>	1 WKSF-F >>	1 WKSF-F >	1 WKSF-F	1 WWNC >>
2 WFBC-F >>>	2 WFBC-F	1 WKSF-F >>>	2 WMYI-F >	2 WMYI-F >	2 WFBC-F >	2 WZLS-F	2 WZLS-F >>>	2 WZLS-F >>>	2 WZLS-F >>>	2 WKSF-F >
	3 WMYI-F >>	3 WFBC-F	3 WMIT-F	3 WMIT-F >	3 WTPT-F >>	2 WTPT-F	3 WMXF-F	3 WWNC	3 WWNC	3 WFBC-F
	4 WMXF-F >>>	3 WMXF-F >>>	3 WFBC-F >	4 WWNC		4 WFBC-F >	3 WWNC	3 WFBC-F	3 WMYI-F	
			5 WZLS-F	4 WFBC-F			3 WTPT-F >>>	3 WMYI-F	5 WESC-F	
			6 WWNC >	6 WZLS-F >				3 WTPT-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFGW REL 1010 Black Mountain	1.9	3.8	5 163
WMXF-F AC 104.3 Old Fort	1.9	2.7	5 88
WQNS-F CL AOR 104.9 Waynesville	1.1	3.9	9 189

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WESC-F C 92.5 Greenville, SC	2.6	7.1	26 446
WPEG-F B 97.9 Concord, NC	0.7	3.4	2 83
WSPA-F SAC 98.9 Spartanburg, SC	1.9	5.2	17 241
WTPT-F AOR-NR 93.3 Forest City, NC	2.6	7.1	27 452
WWMG-F O 96.1 Shelby, NC	0.7	2.2	7 168

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	23 (2)	23 (2)	11.2 %	7.2 %
AOR/Classical/NR	0 (0)	26 (3)	26 (3)	12.7 %	20.0 %
Black/Urban	0 (0)	2 (1)	2 (1)	1.0 %	1.0 %
CHR	0 (0)	20 (1)	20 (1)	9.8 %	7.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	49 (2)	49 (2)	23.9 %	24.1 %
Full Service	32 (1)	0 (0)	32 (1)	15.6 %	17.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	13 (1)	0 (0)	13 (1)	6.3 %	1.0 %
Oldies	0 (0)	2 (1)	2 (1)	1.0 %	1.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	17 (1)	22 (2)	10.7 %	10.8 %
Soft AC	0 (0)	5 (1)	5 (1)	2.4 %	3.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	11 (1)	0 (0)	11 (1)	5.4 %	6.2 %
<b>Totals</b>	<b>61 (4)</b>	<b>144 (12)</b>	<b>205 (16)</b>		

# ASHEVILLE

Consolidation Report	12+	25-54	Revenue
<b>Local</b> WTZK-AM, WTZY-AM	10.5 %	9.1 %	2.0 %
<b>Pamplico</b> WMXF-FM, WQNS-FM	3.0 %	4.1 %	%
<b>Sink</b> WISE-AM, WTZQ-AM	4.1 %	0.7 %	3.7 %
	<b>17.6 %</b>	<b>13.9 %</b>	<b>5.7 %</b>

## AM Stations

WISE	1310	5 kw/1 kw (DA-N)	Standards	ABC	\$12.00	--	Sink	
WTZY	880	1.1 kw (DA, Days)	Talk	CBS	\$ NA	--		Fairview
WWNC	570	5 kw (DA-N)	Country/Full Svc.	ABC, Westwd	\$45.00	Katz	Capstar	

## FM Stations

WKSF	99.9	53 kw @ 2621	Country	ABC, Westwd	\$55.00	Katz	Capstar	
WMIT	106.9	36 kw @ 3091	Religion	USA	\$16.00	--		Black Mountain
WZLS	96.5	0.5 kw @ 1115	AOR		\$ NA	Allied		Biltmore Forest

Notes: Other ranked stations -- See Greenville-Spartanburg . . . Spring & Fall 1997 ratings shown for WZLS-F actually are for WZRQ-F, which temporarily supplanted WZLS-F on 96.5

# ATLANTA

**Arbitron Rank:** 12 Pop (12+): 3,095,200  
**MSA Rank:** 9  
**MSA Pop:** 3,650,000  
**DMA:** 10  
**Average Persons Rating:** 15.5  
**Market TSL In Hours:** 20.50

**Stations:** 23 / 21  
**Diaries:** 3,800 / 815:1 / 50.2%  
**Sample Target:** 3,740  
**% Below Line:** 1.0  
**% Not Listed:** 13.0  
**Pop per Station:** 147,390

**Last Year's Revenue:** \$222,000,000  
**Household Income:** \$50,178  
**Total Retail Sales:** \$40.2 Bil.  
**#1 Biller:** WSB \$25,400,000  
**#1 Billing Portfolio:** Cox \$48,000,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WVEE-F	B	499 / 10.4	89	89	87	9.7	6442 / 20.8	19.8	19.8	568 / 7432	K	WVEE-F
2	WSB	FS/T	463 / 9.7	9.9	10.2	11.0	9.3	7356 / 23.8	23.3	23.0	492 / 7823	K	WSB
3	WSTR-F	CHR	402 / 8.4	7.9	7.9	8.3	8.1	7710 / 24.9	22.2	20.8	446 / 8942	J	WSTR-F
4	WALR-F	B/AC	275 / 5.7	6.1	5.5	5.5	6.2	4044 / 13.1	12.7	13.1	315 / 4534	I	WALR-F
5	WPCH-F	SAC	261 / 5.4	4.6	5.6	5.6	5.1	4166 / 13.5	14.0	14.4	277 / 4627	J	WPCH-F
6	WKHX-F	C	260 / 5.4	6.7	6.8	6.6	7.3	4354 / 14.1	15.0	16.0	295 / 5053	J	WKHX-F
7	WNNX-F	AOR-NR	249 / 5.2	5.2	4.2	5.9	5.5	4520 / 14.6	14.1	15.2	268 / 5098	I	WNNX-F
8	WSB-F	AC	222 / 4.6	4.3	5.4	5.7	5.7	4763 / 15.4	16.3	17.0	243 / 5342	J	WSB-F
9	WHTA-F	B	214 / 4.5	4.8	4.6	4.7	5.0	3851 / 12.4	11.8	12.3	224 / 4092	G	WHTA-F
10	WKLS-F	AOR	209 / 4.4	4.3	5.0	3.8	4.5	4352 / 14.1	14.4	12.5	257 / 5304	I	WKLS-F
11	WGST-AF	T/N	186 / 3.9	3.9	3.5	4.1	3.1	3524 / 11.4	9.7		207 / 3889	I	WGST-AF
12	WFOX-F	O	178 / 3.7	4.0	4.1	3.6	4.2	4187 / 13.5	13.6	14.4	230 / 5195	I	WFOX-F
13	WZGC-F	CL AOR	150 / 3.1	3.1	3.1	3.5	3.9	3061 / 9.9	10.4	12.1	174 / 3550	I	WZGC-F
14	WYAY-F	C	138 / 2.9	3.8	3.9	2.9	3.4	2371 / 7.7	9.3	8.9	194 / 3436	G	WYAY-F
15	WJZF-F	J	110 / 2.3	2.5	2.4	2.4	2.6	2366 / 7.6	7.2	8.1	118 / 2483	G	WJZF-F
16	WAMJ-F	B/O	88 / 1.8	2.3	2.6	2.2	2.2	1624 / 5.2	6.1		89 / 1653		WAMJ-F
17	WAOK	B/G	79 / 1.6	1.7	1.7	2.1	2.1	1092 / 3.5	3.5	4.2	79 / 1092	D	WAOK
18	WALR	B/G	61 / 1.3	0.8	0.4	0.1	0.1	634 / 2.0	0.9	0.2	61 / 634		WALR
19	WQXI	SPRTS	53 / 1.1	0.7	0.9	0.8	0.9	1076 / 3.5	2.5	2.8	53 / 1089	B	WQXI

12+ FM Share (Metro): 81.50% (3397 of 4168) (Fall 97: 82.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVEE-F >	1 WVEE-F	1 WVEE-F	1 WVEE-F <	1 WVEE-F <	1 WSB >	1 WSB >	1 WSB	1 WSB <	1 WVEE-F >	1 WVEE-F >
2 WSTR-F <	2 WSTR-F	2 WSTR-F >	2 WSTR-F	2 WSTR-F	2 WPCH-F <	2 WVEE-F <	2 WPCH-F <	2 WVEE-F	2 WHTA-F	2 WSTR-F
3 WHTA-F >	3 WNNX-F	3 WNNX-F <	3 WSB <	3 WSB	3 WALR-F <	3 WSTR-F >	3 WVEE-F <	3 WSTR-F >	2 WSTR-F >	3 WALR-F
4 WNNX-F >	4 WHTA-F	4 WALR-F	4 WALR-F	4 WALR-F	4 WKHX-F <	4 WALR-F	4 WSTR-F	4 WKHX-F <	4 WALR-F	4 WKHX-F <
	5 WKLS-F	4 WSB	5 WNNX-F	5 WSB-F <	5 WVEE-F	5 WKHX-F <	5 WGST-AF	5 WPCH-F <	5 WNNX-F <	5 WNNX-F <
	6 WSB-F	6 WKLS-F <	5 WSB-F <	6 WPCH-F <	6 WSTR-F	6 WNNX-F	6 WSB-F <	6 WNNX-F <	6 WSB	6 WSB
	7 WALR-F <	7 WSB-F <	7 WKLS-F <	7 WKHX-F <	6 WFOX-F <	7 WPCH-F <	7 WKHX-F <	7 WKLS-F	7 WKHX-F <	7 WHTA-F
	8 WSB <	8 WKHX-F <	8 WKHX-F <	8 WNNX-F <	8 WGST-AF <	8 WKLS-F <	8 WNNX-F <	7 WSB-F <	8 WSB-F	8 WPCH-F <
		9 WPCH-F <	9 WPCH-F <	9 WKLS-F	9 WSB-F	9 WFOX-F <	9 WALR-F <	9 WALR-F	9 WKLS-F <	9 WSB-F <
		10 WHTA-F <	10 WZGC-F	10 WZGC-F	10 WZGC-F <	10 WSB-F <	10 WKLS-F <	9 WHTA-F		10 WKLS-F
				10 WFOX-F						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WVEE-F >	1 WVEE-F	1 WSTR-F <	1 WVEE-F <	1 WSTR-F	1 WVEE-F	1 WVEE-F	1 WNNX-F <	1 WVEE-F	1 WSB <	1 WVEE-F >
2 WHTA-F	2 WSTR-F >	2 WVEE-F >	2 WSTR-F >	2 WVEE-F	2 WHTA-F >	2 WKLS-F	2 WKLS-F	2 WKLS-F	2 WVEE-F <	2 WALR-F <
3 WSTR-F <	3 WNNX-F	3 WNNX-F	3 WALR-F	3 WALR-F	3 WKLS-F	2 WNNX-F	3 WVEE-F	3 WSB <	3 WKLS-F	3 WSB
4 WNNX-F >>	4 WHTA-F	4 WALR-F	4 WSB-F <	4 WPCH-F <	3 WSTR-F	4 WSTR-F <	4 WSTR-F	4 WSTR-F <	4 WSTR-F <	4 WKHX-F
5 WPCH-F <	5 WSB-F <	4 WSB-F	5 WPCH-F <	5 WSB-F <	5 WNNX-F >>	5 WHTA-F >	5 WSB	5 WNNX-F	5 WZGC-F <	5 WHTA-F >
	6 WALR-F	6 WKHX-F <	6 WNNX-F	6 WSB		6 WSB	6 WHTA-F <	6 WZGC-F	6 WNNX-F <	
	7 WKHX-F	7 WSB <	7 WSB	7 WKHX-F		7 WGST-AF	7 WGST-AF <	7 WKHX-F <	7 WGST-AF <	
			8 WKHX-F <	8 WFOX-F		8 WSB-F <	8 WSB-F	8 WALR-F <	8 WKHX-F <	
			9 WHTA-F	8 WNNX-F		9 WZGC-F <	9 WQXI <	9 WHTA-F <	9 WALR-F	
								10 WGST-AF	10 WSB-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCNN	N/T	680	N. Atlanta	0.5	2.9	27 924	WTSH-F	C	107.1	Rockmarl	0.4	1.3	64 1015
							WVJ-F	REL-CC	93.3	Manchester	0.6	1.8	37 703

# ATLANTA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
ABC WDWD-AM, WKHX-FM, WYAY-FM	8.3 %	8.5 %	11.3 %	AC	0 (0)	222 (1)	222 (1)	5.3 %	6.4 %
CBS/Infinity WAOK-AM, WVEE-FM, WZGC-FM	15.1 %	14.5 %	17.6 %	AOR/Classic/NR	0 (0)	608 (3)	608 (3)	14.6 %	15.8 %
Cox WJZF-FM, WSB-AM, WSB-FM	16.6 %	16.3 %	21.6 %	Black/Urban	0 (0)	1076 (4)	1076 (4)	25.8 %	23.6 %
Jacor WGST-AM, WKLS-FM, WPCH-FM	11.7 %	11.9 %	19.9 %	CHR	0 (0)	402 (1)	402 (1)	9.6 %	9.1 %
Midwestern WALR-AM, WALR-FM, WCNN-AM, WFOM-AM	7.5 %	8.5 %	4.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
Radio One WAMJ-FM, WHTA-FM	1.8 %	2.5 %	2.7 %	Country	0 (0)	415 (3)	415 (3)	10.0 %	12.1 %
	61.0 %	62.2 %	78.0 %	Full Service	463 (1)	0 (0)	463 (1)	11.1 %	10.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	110 (1)	110 (1)	2.6 %	3.0 %
				News/Talk	115 (2)	96 (1)	211 (3)	5.1 %	4.1 %
				Oldies	0 (0)	178 (1)	178 (1)	4.3 %	4.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	140 (2)	29 (1)	169 (3)	4.1 %	2.9 %
				Soft AC	0 (0)	261 (1)	261 (1)	6.3 %	5.7 %
				Sports	53 (1)	0 (0)	53 (1)	1.3 %	1.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>771 (6)</b>	<b>3397 (17)</b>	<b>4168 (23)</b>		

## AM Stations

Station	Power	Format	Company	AM	FM	Total	%	Fall 97
WALR	1340 1 kw	Black Gospel	\$ NA	Katz	Midwestern			
WAOK	1380 5 kw (DA-N)	Black Gospel	ABC	\$53.00	CBS	CBS/Infinity		
WGST	640 50 kw/1 kw (DA-2)	Talk/News	ABC, CBS, AP	\$175.00	Eastman	Jacor		
WQXI	790 28 kw/1 kw (DA-N)	Sports	Westwd, ESPN, 1/1	\$ NA	CBS	Jefferson-Pilot		
WSB	750 50 kw	Full Service/Talk	AP, CNN	\$240.00	Christal	Cox		

## FM Stations

Station	Power	Format	Company	AM	FM	Total	%	Fall 97
WALR	104.7 100 kw @ 983	Black AC	\$165.00	Katz	Midwestern	Athens		
WAMJ	107.5 6 kw @ 298	Black Oldies	\$ NA	Allied	Radio One, pend.	Roswell		
WFOX	97.1 100 kw @ 1585	Oldies	AMFM	\$200.00	Sentry	Chancellor		Gainesville
WGST	105.7 50 kw @ 492	See WGST-AM			McClure	Canton		
WHTA	97.5 6.6 kw @ 636	Black	\$110.00	Allied	Radio One	Fayetteville		
WJZF	104.1 60 kw @ 1218	Jazz	\$125.00	Christal	Cox	La Grange		
WKHX	101.5 100 kw @ 984	Country	ABC	\$310.00	Interep	ABC		
WKLS	96.1 100 kw @ 984	AOR	Source	\$220.00	Eastman	Jacor		
WNNX	99.7 100 kw @ 1032	AOR-New Rock	\$210.00	Mc-Guild	Susquehanna			
WPCH	94.9 100 kw @ 984	Soft AC	CBS	\$274.00	Eastman	Jacor		
WSB	98.5 100 kw @ 1027	AC	\$250.00	Christal	Cox			
WSTR	94.1 100 kw @ 1022	CHR	\$220.00	CBS	Jefferson-Pilot	Smyrna		
WVEE	103.3 100 kw @ 1022	Black	\$355.00	CBS	CBS/Infinity			
WYAY	106.7 99 kw @ 1401	Country	ABC	\$145.00	ABC	ABC		Gainesville
WZGC	92.9 100 kw @ 914	Classic AOR	Westwd	\$185.00	CBS	CBS/Infinity		

Notes: Fall 1997 WGST-AF combined cume not available . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WGST, WKLS-F, WPCH-F . . . 11/98 WAMJ-F sold to Radio One for \$100,000 . . . 1/99 WCOH (Newnan) & WMKJ-F (96.7; Peachtree City) sold to Jacor (along with WMXY/WZLG-F, La Grange, GA) for \$4,400,000 (Media Svcs)

# ATLANTIC CITY-CAPE MAY

Arbitron Rank: 136 Pop (12+): 283,200  
 MSA Rank: 145  
 MSA Pop: 337,000  
 DMA: Philadelphia (#4)  
 Average Persons Rating: 15.7  
 Market TSL in Hours: 21.00

Stations: 37 / 21  
 Diaries: 1,287 / 220:1 / 50.8%  
 Sample Target: 1,260  
 % Below Line: 17.6  
 % Not Listed: 13.1  
 Pop per Station: 13,486

Last Year's Revenue: \$7,100,000  
 Household Income: \$42,994  
 Total Retail Sales: \$3.7 Bil  
 #1 Biller: WAYV-F \$2,500,000  
 #1 Billing Portfolio: WAYV-F, etc. \$4,800,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WFPG-F	AC	33 / 7.4	7.9	5.4	7.3	8.8	480 / 17.0	19.1	17.0	36 / 548	D	WFPG-F
2	WTTH-FF	B	28 / 6.3	8.8	10.3	9.2	9.4	302 / 10.7	13.8	16.6	28 / 310	C	WTTH-FF
3	WZXL-F	AOR	26 / 5.9	4.8	6.9	5.0	6.5	425 / 15.0	14.7	16.2	37 / 611	D	WZXL-F
4	WAYV-F	AC/CHR	23 / 5.2	7.4	7.3	5.9	7.6	460 / 16.2	19.2	20.1	23 / 485	D	WAYV-F
5	WPUR-F	C	21 / 4.7	2.0				254 / 9.0	5.7		33 / 345		WPUR-F
5	WKOE-F	AC-NR	21 / 4.7	5.0	3.6	5.2	3.6	397 / 14.0	9.9	8.1	22 / 433	C	WKOE-F
7	WMID	ST	20 / 4.5	3.1	3.0	3.6	2.5	199 / 7.0	6.7	5.3	20 / 199		WMID
8	WOND	T	19 / 4.3	4.8	4.7	4.8	3.8	248 / 8.8	10.9	9.4	19 / 248	B	WOND
9	WTKU-F	O	18 / 4.1	4.2	4.1	3.6	3.1	276 / 9.7	9.9	10.7	20 / 311	B	WTKU-F
9	WMGM-F	CL HITS	18 / 4.1	3.7	3.6	3.6	3.4	355 / 12.5	11.6	12.1	21 / 401	B	WMGM-F
11	WRDR-F	ST	16 / 3.6	3.9	6.0	6.3	5.4	203 / 7.2	9.1	10.8	27 / 332	B	WRDR-F
12	WSAX-F	J	12 / 2.7	3.7	2.8	1.9	3.1	219 / 7.7	11.3	9.3	12 / 219		WSAX-F
12	WBSS-F	T	12 / 2.7	1.3	2.4	1.5	1.1	226 / 8.0	5.9	6.5	14 / 272	A	WBSS-F
14	WUSL-F	B	11 / 2.5	1.5	2.4	2.3	1.3	179 / 6.3	5.6	6.3	19 / 299		WUSL-F
14	WYSP-F	T/CL AOR	11 / 2.5	1.5	1.3	2.5	1.4	195 / 6.9	5.1	4.8	27 / 411		WYSP-F
16	WCMC	ST	10 / 2.3	3.1	3.0	2.3	2.0	115 / 4.1	4.7	4.1	10 / 115		WCMC

12+ FM Share (Metro): 83.16% (321 of 386) (Fall 97: 79.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKOE-F	1 WZXL-F <	1 WZXL-F <	1 WZXL-F <	1 WFPG-F	1 WFPG-F	1 WTTH-FF <	1 WFPG-F >	1 WFPG-F	1 WTTH-FF	1 WTTH-FF
2 WUSL-F >	2 WAYV-F	2 WTTH-FF	2 WFPG-F	2 WZXL-F	2 WMIO	2 WFPG-F <	2 WZXL-F <	2 WKOE-F	1 WFPG-F	1 WAYV-F
3 WFPG-F	3 WFPG-F	2 WFPG-F	3 WTTH-FF	3 WTTH-FF <	3 WTTH-FF	3 WOND <	3 WPUR-F	2 WZXL-F <	3 WUSL-F	3 WFPG-F <
3 WTTH-FF >>	3 WKOE-F	4 WAYV-F	3 WAYV-F	4 WAYV-F	3 WOND	4 WZXL-F	4 WOND	4 WTTH-FF	4 WKOE-F	4 WZXL-F <
	5 WYSP-F	5 WMGM-F <	5 WMGM-F	5 WMGM-F	5 WTKU-F	5 WYSP-F	4 WAYV-F	5 WAYV-F	5 WSAX-F	5 WTKU-F
	5 WTTH-FF	6 WKOE-F >	6 WKOE-F	6 WKOE-F	5 WPUR-F	6 WTKU-F	6 WMID <	6 WPUR-F <	6 WBSS-F	5 WMGM-F
	7 WMGM-F	7 WYSP-F	7 WTKU-F	7 WTKU-F <	5 WRDR-F	7 WMID <	7 WTTH-FF <	7 WMID <	6 WZXL-F	5 WMIO
	8 WUSL-F	7 WPUR-F	7 WPUR-F	8 WPUR-F	8 WZXL-F	8 WPUR-F	8 WKOE-F <	8 WMGM-F	8 WAYV-F	5 WPUR-F <
						8 WAYV-F	9 WMGM-F			9 WKOE-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFPG-F	1 WAYV-F	1 WAYV-F	1 WFPG-F <	1 WFPG-F	1 WUSL-F >	1 WZXL-F	1 WYSP-F	1 WZXL-F >	1 WZXL-F >	1 WSAX-F
1 WTTH-FF	2 WTTH-FF	2 WFPG-F	2 WTTH-FF	2 WAYV-F	2 WYSP-F >	2 WYSP-F >	1 WZXL-F	2 WYSP-F	2 WTTH-FF	1 WTTH-FF >
1 WKOE-F >	2 WFPG-F	2 WPUR-F	2 WAYV-F >	3 WTTH-FF >	2 WAYV-F	3 WAYV-F	3 WKOE-F	2 WTTH-FF	3 WFPG-F	3 WFPG-F
4 WUSL-F	2 WKOE-F	2 WZXL-F >	4 WKOE-F	4 WKOE-F	2 WTTH-FF	3 WKOE-F	4 WFPG-F	4 WFPG-F	3 WMGM-F	3 WOND
4 WMGM-F	2 WMGM-F	5 WSAX-F	4 WMGM-F	4 WMGM-F	2 WZXL-F >>	5 WFPG-F	5 WAYV-F	4 WMGM-F	5 WYSP-F	3 WZXL-F
4 WAYV-F	6 WPUR-F	5 WTTH-FF	6 WPUR-F	4 WPUR-F		5 WTTH-FF	5 WMGM-F >	6 WAYV-F	6 WBSS-F	
4 WIOQ-F >>	6 WZXL-F	5 WBSS-F	7 WZXL-F	4 WZXL-F		5 WUSL-F	5 WUSL-F	7 WPUR-F	6 WKOE-F	6 WKOE-F
	8 WUSL-F	5 WKOE-F	8 WTKU-F	8 WTKU-F		8 WMGM-F	7 WTTH-FF >>		6 WAYV-F	
	8 WIOQ-F	5 WMGM-F >>				8 WIOQ-F				

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume		
WCZT-F	AC	94.3	Avalon	1.8	3.6	8	117	KYW	N	1060	Philadelphia	0.7	3.1	5	118
WDOX-F	AOR-P	93.1	Wildwood Crest	0.5	3.2	2	89	WABC	T	770	New York	0.7	1.3	3	36
WFPG	T	1450	Atlantic City	1.4	4.4	6	123	WBEB-F	AC	101.1	Philadelphia	0.7	1.9	9	184
WJNN-F	REL	106.7	N. Cape May	0.5	2.1	2	59	WIOQ-F	CHR	102.1	Philadelphia	1.8	6.3	23	393
WJSE-F	AOR-NR	102.7	Petersburg	1.6	7.0	7	199	WIP	SPRTS	610	Philadelphia	0.9	3.8	5	137
WWZK-F	CL AOR	98.7	Villas	1.4	3.4	6	116	WXKW-F	T	101.5	Trenton	1.4	5.1	12	233
								WMGK-F	CL HITS	102.9	Philadelphia	0.7	2.0	9	176
								WMMR-F	AOR	93.3	Philadelphia	0.9	4.0	12	252
								WOGL-F	O	98.1	Philadelphia	1.1	2.7	21	263
								WPLY-F	CHR-NR	100.3	Media, PA	0.7	3.5	7	242
								WWDB-F	T	96.5	Philadelphia	0.9	3.4	8	159
								WXTU-F	C	92.5	Philadelphia	1.4	3.7	16	269
								WXXM-F	AC-NR	95.7	Philadelphia	0.5	2.0	3	111
								WYXR-F	AC/CHR	104.5	Philadelphia	0.5	2.0	5	162

# ATLANTIC CITY-CAPE MAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Green Group</b> WGYM-AM, WMGM-FM, WOND-AM, WTKU-FM	18.2 %	19.3 %	17.3 %	AC	0 (0)	92 (7)	92 (7)	23.8 %	19.2 %
<b>Local</b> WCZT-FM, WWZK-FM	3.2 %	4.2 %	%	AOR/Classic/NR	0 (0)	56 (6)	56 (6)	14.5 %	16.1 %
<b>Margate, pend.</b> WBNJ-FM, WDOX-FM, WJSX-FM, WMID-AM, WSAX-FM, WTTH-FM	14.0 %	11.7 %	8.0 %	Black/Urban	0 (0)	39 (3)	39 (3)	10.1 %	14.5 %
<b>Spring</b> WFPG-AM, WFPG-FM, WPUR-FM	13.5 %	14.6 %	15.3 %	CHR	0 (0)	11 (2)	11 (2)	2.8 %	2.6 %
<b>WAYV</b> WAYV-FM, WCMC-AM, WZXL-FM	13.4 %	16.3 %	32.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	62.2 %	66.1 %	72.6 %	Country	0 (0)	27 (2)	27 (2)	7.0 %	5.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	12 (1)	12 (1)	3.1 %	0.0 %
				News/Talk	31 (4)	22 (3)	53 (7)	13.7 %	14.9 %
				Oldies	0 (0)	44 (4)	44 (4)	11.4 %	9.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	1.0 %	3.8 %
				Standards/EZ	30 (2)	16 (1)	46 (3)	11.9 %	13.3 %
				<b>Totals</b>	<b>65 (7)</b>	<b>321 (30)</b>	<b>386 (37)</b>		

## AM Stations

WCMC	1230	1 kw	Standards		\$<20.00	D&R	WAYV-F	Wildwood
WMID	1340	890 w	Standards	Westwd, ABC	\$<20.00	Direct		
WOND	1400	1 kw	Talk	ABC, CNN	\$<20.00	Mc-Guild	Green	Pleasantville

## FM Stations

WAYV	95.1	50 kw @ 331	AC/CHR		\$40.00	Katz		
WBNJ	105.5	3 kw @ 295	See WTTH-F					Cape May C. H.
WBSS	97.3	50 kw @ 466	Talk (WKXW-101.5)		\$ NA	Christal	Press	Millville
WFPG	96.9	50 kw @ 360	AC		\$52.00	Eastman	Spring	
WKOE	106.3	3 kw @ 310	Modern AC	ABC	\$21.00	Eastman		Ocean City
WMGM	103.7	50 kw @ 348	Classic Hits		\$25.00	Mc-Guild	Green	
WPUR	107.3	13.5 kw @ 449	Country		\$ NA	Eastman	Spring	
WRDR	104.9	10 kw @ 510	Standards	AP	\$21.00	Katz	New Jersey	Egg Harbor
WSAX	99.3	3.4 kw @ 289	Jazz	JRN	\$<20.00	Direct		Pleasantville
WTKU	98.3	3 kw @ 328	Oldies	Westwd	\$21.00	Mc-Guild	Green	Ocean City
WTTH	96.1	2.3 kw @ 371	Black AC	ABC	\$24.00	D&R		Margate
WZXL	100.7	38 kw @ 350	AOR		\$42.00	Katz	WAYV-F	Wildwood

Notes: Other ranked stations – See Philadelphia . . . 9/98 WCZT-F changed from Classic AOR to AC . . . 1/99 WMID/WSAX-F sold to Margate (WTTH-F, etc.) for \$2,920,000 . . . 1/99 WJSX-F sold to Margate for \$1,000,000

# AUGUSTA, GA

Arbitron Rank: 110 Pop (12+): 375,300	Stations: 28 / 25	Last Year's Revenue: \$12,800,000
MSA Rank: 107	Diaries: 892 / 421:1 / 49.7%	Household Income: \$38,318
MSA Pop: 461,000	Sample Target: 850	Total Retail Sales: \$4.1 Bil.
DMA: 111	% Below Line: 2.0	#1 Biller: WKXC-F \$2,500,000
Average Persons Rating: 14.9	% Not Listed: 16.5	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 15,012	Cumulus (pend.) \$5,300,000

12+ Metro	Format	Fall 98 1/4 Share	Spq 98	Fall 97	Spq 97	Fall 96	12+ Metro Cume / Rtg	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WFXA-FF	B	82 / 14.7	12.1	12.7	13.2	12.5	947 / 25.2	20.9	26.3	89 / 1076	C	WFXA-FF
2	WBBQ-AF	AC	44 / 7.9	9.3	8.7	6.4	7.4	699 / 18.6	21.6	21.6	60 / 1010	C	WBBQ-AF
3	WKXC-F	C	38 / 6.8	8.8	9.3	10.1	10.0	595 / 15.9	18.8	19.6	46 / 751	D	WKXC-F
4	WZNY-F	CHR	37 / 6.6	7.2	6.9	7.3	6.9	682 / 18.2	17.7	19.6	49 / 890	C	WZNY-F
5	WGAC	N/T	30 / 5.4	5.1	4.3	4.8	5.0	436 / 11.6	11.4	11.1	32 / 479	C	WGAC
6	WSLT-F	SAC	29 / 5.2	4.4	4.8	3.3	3.1	352 / 9.4	10.4	10.1	30 / 380	A	WSLT-F
7	WEKL-F	CL AOR	28 / 5.0	4.6	5.0	4.8	4.3	439 / 11.7	11.4	11.1	32 / 493	B	WEKL-F
8	WUUS-F	C	26 / 4.7	3.6	4.6	4.0	3.5	417 / 11.1	10.9	10.2	33 / 528	B	WUUS-F
9	WRXR-F	AOR-NR	22 / 3.9	4.1	4.1	4.6	3.9	409 / 10.9	9.3	11.3	27 / 471	C	WRXR-F
9	WIIZ-F	B	22 / 3.9	2.9	2.6	2.0	1.9	455 / 12.1	9.8	8.8	33 / 622		WIIZ-F
11	WGOR-F	O	20 / 3.6	3.8	4.5	4.4	3.4	318 / 8.5	10.7	10.7	24 / 374	B	WGOR-F
12	WTHB	B/G	19 / 3.4	5.1	3.8	3.5	4.0	149 / 4.0	5.3	5.4	19 / 155	A	WTHB
13	WAKB-F	B/AC	18 / 3.2	4.1	5.0	6.2	5.9	372 / 9.9	11.1	12.4	25 / 522	B	WAKB-F

12+ FM Share (Metro): 86.08% ( 402 of 467 ) ( Fall 97: 85.63% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXA-FF >>	1 WFXA-FF >>>	1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF	1 WBBQ-AF	1 WFXA-FF	1 WFXA-FF <	1 WFXA-FF >>	1 WFXA-FF >>	1 WFXA-FF >>
2 WZNY-F <	2 WZNY-F <	2 WZNY-F	2 WBBQ-AF <	2 WBBQ-AF <	2 WKXC-F <	2 WBBQ-AF	2 WSLT-F	2 WZNY-F	2 WZNY-F <	2 WZNY-F <
3 WRXR-F >	3 WEKL-F <	2 WBBQ-AF	3 WEKL-F	3 WKXC-F <	3 WGAC <	3 WKXC-F <	3 WGAC <	2 WBBQ-AF <	3 WIIZ-F <	3 WBBQ-AF <
	4 WIIZ-F <	2 WEKL-F	4 WZNY-F	4 WEKL-F	4 WSLT-F	4 WEKL-F	4 WBBQ-AF <	4 WKXC-F	4 WBBQ-AF >	4 WKXC-F
	5 WUUS-F	5 WKXC-F <	4 WKXC-F	5 WZNY-F	5 WFXA-FF <	5 WZNY-F <	5 WKXC-F	5 WGAC	5 WKXC-F <	5 WAKB-F
	5 WBBQ-AF <	6 WUUS-F <	6 WSLT-F <	5 WSLT-F	6 WGOR-F	6 WSLT-F <	6 WZNY-F	6 WSLT-F <	6 WRXR-F <	6 WIIZ-F
	7 WRXR-F	7 WIIZ-F	7 WAKB-F	7 WAKB-F	7 WTHB	7 WGAC <	6 WEKL-F <	7 WRXR-F <	7 WUUS-F	6 WUUS-F
		8 WSLT-F <	8 WIIZ-F	7 WGAC	8 WEKL-F	8 WUUS-F	8 WUUS-F	8 WEKL-F <		6 WGOR-F <
		9 WAKB-F <	8 WTHB	9 WGOR-F	8 WUUS-F	9 WRXR-F	9 WGOR-F	9 WUUS-F		9 WRXR-F
		10 WRXR-F <								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF	1 WFXA-FF >	1 WFXA-FF	1 WFXA-FF >>>	1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF >>
2 WUUS-F	2 WZNY-F	2 WZNY-F	2 WZNY-F	2 WBBQ-AF <	2 WEKL-F	2 WEKL-F	2 WEKL-F	2 WEKL-F >	2 WGAC	2 WBBQ-AF
3 WIIZ-F	3 WBBQ-AF	3 WBBQ-AF	3 WBBQ-AF	3 WZNY-F	2 WUUS-F	2 WRXR-F	2 WRXR-F	3 WBBQ-AF	2 WEKL-F <	3 WUUS-F
3 WZNY-F >>	4 WUUS-F	4 WEKL-F	4 WUUS-F	3 WKXC-F	2 WRXR-F >	4 WIIZ-F >	4 WIIZ-F	3 WKXC-F <	4 WBBQ-AF	4 WGAC
	5 WIIZ-F	5 WAKB-F	5 WAKB-F	5 WAKB-F	5 WIIZ-F	5 WUUS-F	5 WGAC	5 WIIZ-F	4 WKXC-F	
	6 WEKL-F	5 WKXC-F >	5 WEKL-F	6 WSLT-F	5 WZNY-F >>	5 WZNY-F	5 WBBQ-AF	5 WRXR-F	6 WSLT-F	
	6 WKXC-F		7 WIIZ-F	6 WEKL-F				7 WGAC	7 WIIZ-F	
	8 WAKB-F		7 WKXC-F	8 WTHB				7 WZNY-F	7 WRXR-F	
			7 WSLT-F	8 WGOR-F				7 WUUS-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAEG-F	J	92.3	Evans	0.9	2.8	7 130	WAAW-F	B/O	94.7	Williston, SC	0.7	3.4	5 146
WAJY-F	ST	102.7	New Ellenton, SC	1.6	4.9	13 202	WCOS-F	C	97.5	Columbia, SC	0.7	2.4	8 157
WCHZ-F	CL HITS	95.1	Harlem	1.1	5.0	7 209	WWDM-F	B	101.3	Sumter, SC	0.5	2.0	3 82
WKSX-F	O	92.7	Johnston, SC	0.5	1.6	3 59							
WKZK	B/G	1600	N. Augusta, SC	1.4	2.7	8 103							
WRDW	T	1480	Augusta	1.3	3.8	7 145							
WTHO-F	C	101.7	Thomson, GA	0.5	1.4	6 110							

# AUGUSTA, GA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Beasley</b> WAJY-FM, WCHZ-FM, WGAC-AM, WGOR-FM	11.6 %	11.0 %	17.2 %	AC	1 (1)	43 (1)	44 (2)	9.4 %	10.0 %
<b>Cumulus, pend.</b> WBBO-AM, WBBO-FM, WEKL-FM, WGUS-AM, WRXR-FM, WUUS-FM, WZNY-FM	28.1 %	28.2 %	41.4 %	AOR/Classic/NR	0 (0)	50 (2)	50 (2)	10.7 %	12.6 %
<b>Davis</b> WAEJ-FM, WAKB-FM, WFXA-FM, WTHB-FM	17.9 %	15.6 %	18.0 %	Black/Urban	0 (0)	129 (6)	129 (6)	27.6 %	25.4 %
<b>GHB</b> WKXC-FM, WSLT-FM	12.0 %	13.2 %	23.4 %	CHR	0 (0)	37 (1)	37 (1)	7.9 %	7.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	71 (4)	71 (4)	15.2 %	17.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	5 (1)	5 (1)	1.1 %	0.8 %
				News/Talk	37 (2)	0 (0)	37 (2)	7.9 %	4.9 %
				Oldies	0 (0)	29 (3)	29 (3)	6.2 %	5.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	27 (2)	0 (0)	27 (2)	5.8 %	7.3 %
				Soft AC	0 (0)	29 (1)	29 (1)	6.2 %	5.5 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
				Standards/EZ	0 (0)	9 (1)	9 (1)	1.9 %	2.2 %
	<b>69.6 %</b>	<b>68.0 %</b>	<b>100.0 %</b>	<b>Totals</b>	<b>65 (5)</b>	<b>402 (20)</b>	<b>467 (25)</b>		

## AM Stations

WBBO	1340	1 kw	See WBBO-F					
WGAC	580	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$26.00	D&R	Beasley	
WTHB	1550	0.5 kw/0.011 kw	Black Gospel	ABC	\$<20.00	Christal	Davis	

## FM Stations

WAEJ	100.9	6 kw @ 328	See WFXA-F					Waynesboro
WAKB	96.9	0.75 kw @ 1364	Black AC		\$<20.00	Christal	Davis	Wrens
WBBO	104.3	100 kw @ 1000	AC	ABC	\$55.00	Eastman	Cumulus	
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Eastman	Cumulus	
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Davis	
WGOR	93.9	13 kw @ 456	Oldies		\$<20.00	D&R	Beasley	Martinez
WIIZ	97.9	50 kw @ 433	Black		\$ NA	—		Blackville
WKXC	99.5	23 kw @ 728	Country		\$53.00	Mc-Guild	GHB	Aiken, SC
WRXR	96.3	15 kw @ 889	AOR-New Rock		\$27.00	—	Cumulus	Aiken, SC
WSLT	98.3	2.8 kw @ 485	Soft AC		\$<20.00	Mc-Guild	GHB	Clearwater, SC
WUUS	107.7	50 kw @ 476	Country		\$<20.00	Katz	Cumulus	Martinez
WZNY	105.7	100 kw @ 1217	CHR	ABC	\$27.00	Eastman	Cumulus, pend.	

Notes: 9/98 WCHZ-F changed from Classic Hits to AOR . . . 9/98 WLOV-AF (Washington, GA, in Augusta TSA; owned by Cumulus) changed from Country to Classic AOR . . . 10/98 WLOV-AF changed from Classic AOR back to Country; the FM changed calls to WXKT-F . . . 12/98 WAEG-F changed from Black AC to Black Oldies as "Old School 92.3" (after the Fall survey ended) . . . 2/99 WBBO (AM) changed from simulcasting WBBO-F to Children's (Radio Disney)



# AUSTIN

**Arbitron Rank:** 49 **Pop (12+):** 908,000  
**MSA Rank:** 54  
**MSA Pop:** 1,070,000  
**DMA:** 64  
**Average Persons Rating:** 15.1  
**Market TSL in Hours:** 20.25

**Stations:** 33 / 27  
**Diaries:** 2,079 / 437:1 / 49.8%  
**Sample Target:** 2,030  
**% Below Line:** 3.3  
**% Not Listed:** 17.4  
**Pop per Station:** 33,630

**Last Year's Revenue:** \$52,700,000  
**Household Income:** \$43,940  
**Total Retail Sales:** \$12.3 Bil.  
**#1 Biller:** KASE-F \$10,000,000  
**#1 Billing Portfolio:**  
 LBJ/Sinclair Comm. (JOA) \$15,700,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KASE-F	C	113 / 8.2	9.3	11.0	10.3	9.9	9.7	1700 / 18.7	21.1	20.7	131 / 2029	I	KASE-F
2	KKMJ-F	SAC	101 / 7.3	5.9	6.0	6.5	6.4	6.4	1530 / 16.8	16.4	15.5	103 / 1614	G	KKMJ-F
3	KQBT-F	CHR/U	93 / 6.8	7.8	1.8				1474 / 16.2	3.5		115 / 1886		KQBT-F
4	KVET-F	C	84 / 6.1	5.7	4.6	6.2	7.2	5.7	1331 / 14.7	11.3	15.7	94 / 1501	E	KVET-F
5	KAMX-F	AC-NR	70 / 5.1	5.0	5.2	6.9	5.2	5.5	1665 / 18.3	17.3	17.8	79 / 1821	D	KAMX-F
6	KLBJ	N/T	63 / 4.6	5.6	4.7	4.6	4.9	4.9	1100 / 12.1	12.6	14.3	70 / 1213	F	KLBJ
7	KEYI-F	O	62 / 4.5	3.8	4.3	4.4	4.2	4.3	1141 / 12.6	13.0	13.4	74 / 1318	E	KEYI-F
7	KHFI-F	CHR	62 / 4.5	5.4	9.0	9.4	9.9	7.1	1553 / 17.1	25.1	25.9	68 / 1784	G	KHFI-F
9	KLBJ-F	AOR	54 / 3.9	5.7	5.6	5.5	6.7	5.2	1200 / 13.2	14.6	17.9	60 / 1339	G	KLBJ-F
9	KGSR-F	AOR-P	54 / 3.9	2.8	3.2	3.2	3.6	3.3	868 / 9.6	8.3	10.7	55 / 871	D	KGSR-F
11	KPEZ-F	CL AOR	52 / 3.8	3.5	4.3	4.0	3.9	3.9	1071 / 11.8	11.9	15.4	53 / 1151	E	KPEZ-F
12	KFMK-F	B/O	47 / 3.4	1.1					929 / 10.2			51 / 1025		KFMK-F
13	KROX-F	AOR-NR	42 / 3.1	2.6	3.7	4.3	4.2	3.4	1065 / 11.7	12.8	15.6	45 / 1146	C	KROX-F
14	KJCE	B/AC	27 / 2.0	1.3	1.6	1.5	1.7	1.6	374 / 4.1	3.8	3.3	27 / 399	A	KJCE
15	KKLB-F	SP-C	19 / 1.4	1.5	1.3	1.1	0.9	1.3	339 / 3.7	3.2	3.6	19 / 339		KKLB-F
16	KJFK-F	T	18 / 1.3	1.8	1.4	2.1	1.7	1.7	359 / 4.0	4.6	4.8	25 / 512	C	KJFK-F
17	KLNC-F	C	16 / 1.2	1.9	2.4	3.2	2.6	2.2	335 / 3.7	6.8	7.9	26 / 478		KLNC-F
17	KFIT	G	16 / 1.2	0.5	0.7		0.4		145 / 1.6	1.6	0.7	17 / 155		KFIT
17	KQQQ-AF	SP-VA	16 / 1.2	0.4	1.4	0.6		0.9	244 / 2.7	3.8		16 / 251		KQQQ-AF
20	KELG	SP-C	15 / 1.1	0.9	1.4	0.6	1.7	1.0	206 / 2.3	2.8	2.5	16 / 228		KELG
20	KVET	SPRTS	15 / 1.1	1.2	1.2	1.5	1.8	1.2	510 / 5.6	4.9	7.3	16 / 553	C	KVET

12+ FM Share (Metro): 81.78% ( 929 of 1136 ) ( Fall 97: 83.65% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQBT-F >>>	1 KASE-F	1 KASE-F	1 KASE-F	1 KKMJ-F <	1 KKMJ-F	1 KVET-F >	1 KKMJ-F	1 KASE-F	1 KQBT-F >	1 KQBT-F
2 KHFI-F	2 KAMX-F <	2 KKMJ-F	1 KKMJ-F	2 KASE-F >	2 KVET-F	2 KASE-F	2 KASE-F	2 KKMJ-F	2 KASE-F >	2 KASE-F >
3 KASE-F	3 KQBT-F	3 KAMX-F	3 KGSR-F	3 KGSR-F <	3 KASE-F <	3 KKMJ-F <	3 KLBJ	3 KQBT-F	3 KKMJ-F	3 KVET-F <
4 KAMX-F	4 KHFI-F	4 KQBT-F <	4 KAMX-F <	4 KVET-F <	4 KEYI-F <	4 KAMX-F	4 KVET-F <	4 KAMX-F	4 KHFI-F	4 KKMJ-F
4 KFMK-F	5 KLBJ-F <	5 KGSR-F <	5 KVET-F <	5 KEYI-F <	5 KLBJ	4 KLBJ-F	5 KGSR-F <	5 KEYI-F <	5 KROX-F <	5 KEYI-F <
	6 KROX-F <	6 KHFI-F <	6 KLBJ-F <	6 KAMX-F <	6 KGSR-F	6 KLBJ <	6 KAMX-F <	6 KHFI-F <	6 KFMK-F	6 KHFI-F
	7 KFMK-F	7 KLBJ-F <	7 KPEZ-F <	7 KLBJ-F <	7 KPEZ-F >	7 KQBT-F	7 KEYI-F	7 KVET-F <	7 KAMX-F	6 KPEZ-F <
	7 KKMJ-F	8 KVET-F <	8 KEYI-F <	8 KPEZ-F <		8 KEYI-F	7 KHFI-F	8 KLBJ <	7 KPEZ-F <	8 KAMX-F
		9 KPEZ-F <	9 KHFI-F <	9 KLBJ <		9 KGSR-F <	9 KQBT-F	9 KPEZ-F <	9 KEYI-F <	9 KGSR-F <
		10 KEYI-F	10 KQBT-F <	10 KQBT-F <		10 KHFI-F		10 KGSR-F <	10 KLBJ-F >	10 KLBJ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KQBT-F <	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KQBT-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F	1 KLBJ-F	1 KQBT-F
2 KASE-F	2 KAMX-F	2 KHFI-F <	2 KKMJ-F	1 KKMJ-F >	2 KROX-F	2 KAMX-F	1 KAMX-F	2 KPEZ-F <	2 KKMJ-F	2 KASE-F >
3 KAMX-F <	2 KHFI-F <	3 KAMX-F	3 KAMX-F <	3 KGSR-F <	3 KLBJ-F	2 KQBT-F	3 KASE-F	3 KASE-F	2 KVET-F <	3 WACO-F
4 KHFI-F	4 KQBT-F >	3 KKMJ-F >	4 KHFI-F	4 KAMX-F <	3 KAMX-F	4 KASE-F	4 KQBT-F <	3 KKMJ-F <	4 KPEZ-F <	4 KJFK-F <
5 KROX-F	5 KFMK-F	5 KGSR-F	5 KQBT-F	5 KHFI-F	5 KASE-F	4 KROX-F	5 KROX-F	5 KVET-F <	5 KEYI-F <	
6 KFMK-F >>	5 KKMJ-F <	5 KQBT-F	6 KGSR-F	6 KEYI-F	5 KFMK-F	6 KFMK-F	6 KVET-F	6 KAMX-F	6 KASE-F	
	7 KROX-F >	7 KLBJ	7 KEYI-F	6 KVET-F	5 KHFI-F	6 KKMJ-F <	6 KKMJ-F	6 KGSR-F <	6 KGSR-F	
		7 KFMK-F	7 KVET-F	8 KQBT-F	8 KJFK-F	8 KHFI-F	8 KFMK-F	8 KQBT-F <	8 KLBJ <	
			9 KFMK-F	9 KLBJ		8 KVET-F	9 KHFI-F	9 KROX-F	9 KAMX-F	
				10 KPEZ-F		10 KPEZ-F	9 KPEZ-F		10 KQBT-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KAHK-F	CL HITS	107.7	Georgetown	0.9	3.9	20	495	KLUP	ST	930	San Antonio	0.4	0.6	5	62
KFON	SPRTS	1490	Austin	0.4	1.2	5	112	KSAH	SP-C	720	Universal City	0.4	1.1	9	145
KIXL	REL	970	Del Valle	0.9	2.3	13	222	KTSA	T	550	San Antonio	0.4	1.0	11	181
KTAE	SP-NT	1260	Taylor	0.7	0.9	12	112	KXTN-F	SP-TJ	107.5	San Antonio	0.9	2.4	13	223
KTXZ	SP-C	1560	West Lake Hills	0.9	1.7	13	152	WACO-F	C	99.9	Waco	0.4	1.7	38	666
								WQAI	N/T	1200	San Antonio	0.9	2.8	16	365

# AUSTIN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> KASE-FM, KFMK-FM, KVET-AM, KVET-FM	18.8 %	18.4 %	27.1 %	AC	0 (0)	70 (1)	70 (1)	6.2 %	6.5 %
<b>CBS/Infinity</b> KAMX-FM, KJCE-AM, KKMJ-FM, KQBT-FM	21.2 %	19.9 %	15.7 %	AOR/Classic/NR	0 (0)	202 (4)	202 (4)	17.8 %	22.7 %
<b>Clear Channel</b> KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM	13.2 %	14.6 %	24.3 %	Black/Urban	27 (1)	47 (1)	74 (2)	6.5 %	2.1 %
<b>LBJ-Sinclair Comm. (JOA)</b> KGSR-FM, KLBJ-AM, KLBJ-FM, KLNC-FM, KROX-FM	16.7 %	18.8 %	29.8 %	CHR	0 (0)	155 (2)	155 (2)	13.6 %	12.8 %
<b>Local</b> KELG-AM, KKLB-FM, KTXZ-FM	2.5 %	3.1 %	0.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>72.4 %</b>	<b>74.8 %</b>	<b>97.8 %</b>	Country	0 (0)	219 (4)	219 (4)	19.3 %	21.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	46 (5)	43 (3)	89 (8)	7.8 %	3.9 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.2 %
				News/Talk	80 (3)	18 (1)	98 (4)	8.6 %	11.4 %
				Oldies	0 (0)	74 (2)	74 (2)	6.5 %	5.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	29 (2)	0 (0)	29 (2)	2.6 %	2.4 %
				Soft AC	0 (0)	101 (1)	101 (1)	8.9 %	8.0 %
				Sports	20 (2)	0 (0)	20 (2)	1.8 %	0.6 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	0.4 %	0.0 %
				<b>Totals</b>	<b>207 (14)</b>	<b>929 (19)</b>	<b>1136 (33)</b>		

## AM Stations

KELG	1440	0.5 kw (DA-2)	Hispanic Contemp.	\$ NA	Caballero	KKLB-F/KTXZ	Elgin
KFIT	1060	2 kw/0.06 kw (DA-1)	Gospel	Westwd	\$ NA	---	Sunset Valley
KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC	\$<20.00	Eastman	CBS/Infinity
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$78.00	Mc-Guild	LBJ-S (JOA)
KQQA	1530	10 kw (DA, Days)	See KQQQ-F				Creedmoor
KVET	1300	5 kw/1 kw (DA-2)	Sports	ABC, CBS, ESPN	\$20.00	Katz	Capstar

## FM Stations

KAMX	94.7	50 kw @ 1308	Modern AC	\$45.00	Eastman	CBS/Infinity	Luling
KASE	100.7	100 kw @ 1190	Country	\$190.00	Katz	Capstar	
KEYI	103.5	100 kw @ 1257	Oldies	\$63.00	Clr Chnl	Clear Channel	San Marcos
KFMK	105.9	4.5 kw @ 1302	Black Oldies	\$ NA	---	Capstar	Round Rock
KGSR	107.1	39 kw @ 499	Progressive AOR	\$56.00	Mc-Guild	LBJ-S (JOA)	Bastrop
KHFI	96.7	100 kw @ 951	CHR	\$86.00	Clr Chnl	Clear Channel	Georgetown
KJFK	98.9	18.5 kw @ 1814	Talk	Westwd	\$<20.00	D&R	Shamrock
KKLB	92.5	1.6 kw @ 449	Hispanic Contemp.	\$<20.00	Caballero	KELG/KTXZ	Elgin
KKMJ	95.5	96 kw @ 1001	Soft AC	\$102.00	Eastman	CBS/Infinity	
KLBJ	93.7	97 kw @ 1050	AOR	\$95.00	Mc-Guild	LBJ-S (JOA)	
KLNC	93.3	100 kw @ 1949	Country	\$ NA	---	LBJ-S (JOA)	Killeen
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Clr Chnl	Clear Channel	
KQBT	104.3	48 kw @ 492	CHR/Urban	\$ NA	Eastman	CBS/Infinity	Taylor
KQQQ	92.1	1.65 kw @ 449	Hispanic Contemp.	\$ NA	Lotus	KQQA	Hutto
KROX	101.5	100 kw @ 981	AOR - New Rock	\$45.00	Mc-Guild	LBJ-S (JOA)	Giddings
KVET	98.1	100 kw @ 686	Country	ABC	\$50.00	Katz	Capstar

Notes: 7/98 KIKY-F (92.1) changed calls to KQQQ-F . . . 9/98 KAJZ-F changed from Jazz to Country as KLNC-F . . . 10/98 KVET (AM) changed from Talk to Sports as "The Zone" . . . 10/98 KTXZ (1560) changed from Tejano to Hispanic-Tropical as "La Nueva Planeta" . . . 11/98 KFMK-F changed from New Rock to Black Oldies as "Jammin' Oldies" in the middle of the survey period

# BAKERSFIELD

Arbitron Rank: 84 Pop (12+): 439,900	Stations: 34 / 27	Last Year's Revenue: \$16,900,000
MSA Rank: 82	Diaries: 1,455 / 302:1 / 48.4%	Household Income: \$35,617
MSA Pop: 646,000	Sample Target: 1,420	Total Retail Sales: \$3.8 Bil.
DMA: 132	% Below Line: 3.7	#1 Biller: KUZZ-AF \$3,700,000
Average Persons Rating: 16.5	% Not Listed: 13.5	#1 Billing Portfolio: Mondosphere \$4,160,000
Market TSL in Hours: 22.00	Pop per Station: 16,293	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KUZZ-AF	C	79 / 10.9	11.3	13.5	12.9	10.6	12.1	986 / 22.4	24.2	23.2	87 / 1149	E	KUZZ-AF
2	KERN	NT	50 / 6.9	6.1	6.2	5.3	6.1	6.1	544 / 12.4	12.4	12.2	53 / 568	D	KERN
3	KRAB-F	AOR	41 / 5.6	4.9	5.9	5.6	5.0	5.5	661 / 15.0	14.4	15.8	42 / 671	C	KRAB-F
4	KKXX-F	CHR	39 / 5.4	7.0	5.4	4.6	4.9	5.6	678 / 15.4	18.4	19.3	40 / 721	C	KKXX-F
5	KGFM-F	SAC	38 / 5.2	6.7	6.5	5.1	4.5	5.9	486 / 11.0	12.9	11.5	39 / 514	C	KGFM-F
5	KISV-F	CHR	38 / 5.2	7.3	7.6	9.8	8.8	7.5	786 / 17.9	18.6	20.0	40 / 926	B	KISV-F
7	KIWI-F	SP-C	36 / 5.0	4.8	4.4	2.9	4.1	4.3	466 / 10.6	8.8	7.0	37 / 497	C	KIWI-F
8	KLLY-F	CHR/AC	31 / 4.3	5.2	5.1	3.6	3.1	4.5	600 / 13.6	12.5	9.4	31 / 606	B	KLLY-F
9	KKBB-F	CL AOR	29 / 4.0	4.2	4.0	4.6	4.1	4.2	410 / 9.3	9.2	9.8	30 / 413	B	KKBB-F
10	KSMJ-F	J	26 / 3.6	3.3	2.2	3.2	3.9	3.1	321 / 7.3	5.5	7.8	27 / 341	B	KSMJ-F
11	KCOO-F	B/O	24 / 3.3	1.7	2.1	1.7	2.4	2.2	310 / 7.1	4.8	6.5	25 / 325	C	KCOO-F
12	KSUV-F	SP-R	21 / 2.9	3.1	3.1	3.3	3.8	3.1	354 / 8.1	8.5	6.1	21 / 378	B	KSUV-F
12	KKDJ-F	O	21 / 2.9	2.8	2.5	2.0	1.8	2.5	454 / 10.3	7.1	6.0	21 / 464	C	KKDJ-F
14	KWAC	SP	17 / 2.3	1.6	1.3	2.0	2.2	1.8	204 / 4.6	2.9	4.1	18 / 215	C	KWAC
14	KNZR	N/T	17 / 2.3	2.8	2.2	1.7	1.4	2.3	284 / 6.4	6.8	4.7	18 / 310	A	KNZR
16	KMYX-F	SP	16 / 2.2	1.7	1.5	2.0	1.0	1.9	200 / 4.5	3.9	2.7	16 / 200	C	KMYX-F
17	KBID	ST	13 / 1.8	0.7	0.6	1.6	1.5	1.2	143 / 3.3	1.6	3.1	13 / 153	C	KBID
17	KRME-F	SP-C	13 / 1.8	2.3	1.3	1.3	1.8	1.7	225 / 5.1	4.1	4.2	13 / 234	C	KRME-F
17	KCWR-F	C	13 / 1.8	2.2	2.3	1.3	1.7	1.9	229 / 5.2	4.6	5.1	14 / 244	A	KCWR-F

12+ FM Share (Metro): 77.90% ( 490 of 629 ) ( Fall 97: 76.80% )

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKXX-F	1 KUZZ-AF >	1 KUZZ-AF >>	1 KUZZ-AF >	1 KUZZ-AF >	1 KKXX-F >	1 KRAB-F	1 KRAB-F	1 KUZZ-AF	1 KUZZ-AF <	1 KUZZ-AF <
1 KISV-F	2 KLLY-F	2 KIWI-F	2 KGFM-F	2 KGFM-F >	2 KRAB-F	2 KUZZ-AF	2 KUZZ-AF	2 KRAB-F <	2 KERN	2 KNZR
1 KRAB-F	3 KRAB-F	2 KLLY-F	2 KLLY-F <	3 KIWI-F <	2 KISV-F	3 KKXX-F	3 KKBB-F	3 KKBB-F	3 KKBB-F	2 KERN
4 KLLY-F >>	3 KISV-F	4 KMYX-F	4 KIWI-F	4 KSMJ-F	4 KIWI-F	4 KISV-F	3 KLLY-F	4 KERN	4 KRAB-F	2 KKXX-F
5 KGFM-F	3 KKXX-F	4 KKBB-F	5 KISV-F	4 KERN	4 KUZZ-AF	4 KIWI-F	5 KIWI-F	5 KISV-F	5 KGFM-F	5 KRAB-F
5 KIWI-F	6 KIWI-F >		6 KRAB-F	6 KLLY-F	4 KLLY-F	4 KKBB-F	6 KISV-F	5 KIWI-F <	5 KIWI-F <	
5 KCOO-F >>	7 KGFM-F			7 KKBB-F	4 KSUV-F >	4 KLLY-F		7 KLLY-F	7 KLLY-F	
	7 KSUV-F			8 KSUV-F				7 KKXX-F	7 KKOJ-F	
								7 KCOO-F		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
KAFY	SP-C 970 Bakersfield	1.2	3.5	9 165	KBOS-F	CHR 94.9 Tulare	0.6	3.0	24 584
KCHJ	SP-C 1010 Delano	0.7	2.9	7 165	KFI	T 640 Los Angeles	0.7	1.5	8 165
KCNQ-F	C 102.5 Kernville	1.0	2.1	7 99	KFRR-F	AOR-NR 104.1 Woodlake	0.7	1.5	27 422
KERI	REL 1180 Wasco	0.7	1.7	5 90	KFSO-F	O 92.9 Visalia	0.4	1.1	21 360
KGEO	T 1230 Bakersfield	1.1	4.4	8 210	KRTH-F	O 101.1 Los Angeles	0.4	1.4	5 91
KTRJ	CL 1050 Frazier Park	0.4	0.9	3 48	KSEQ-F	CHR 97.1 Visalia	0.4	1.9	21 545
KVLI-F	O 104.5 Lake Isabella	0.4	1.8	3 87	KTPI-F	C 103.1 Tehachapi	0.6	2.3	26 295

# BAKERSFIELD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>American General</b> KBID-AM, KCOO-FM, KERN-AM, KISV-FM	17.2 %	14.9 %	18.3 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	3.6 %
<b>Buck Owens</b> KCWR-FM, KUZZ-AF	12.7 %	12.4 %	23.1 %	AOR/Classic/NR	0 (0)	75 (3)	75 (3)	11.9 %	11.3 %
<b>Buckley</b> KKBB-FM, KLLY-FM, KNZR-AM	10.6 %	12.6 %	11.3 %	Black/Urban	0 (0)	24 (1)	24 (1)	3.8 %	0.0 %
<b>Local</b> KCHJ-AM, KIWI-FM, KWAC-AM	8.0 %	9.6 %	8.8 %	CHR	0 (0)	115 (5)	115 (5)	18.3 %	17.0 %
<b>Mondosphere</b> KKDJ-FM, KXXX-FM, KRAB-FM, KSMJ-FM	17.5 %	14.6 %	24.6 %	Classical	3 (1)	0 (0)	3 (1)	0.5 %	0.0 %
<b>Z-Spanish</b> KRME-FM, KSUV-AM, KSUV-FM	4.7 %	5.7 %	4.4 %	Country	7 (1)	96 (4)	103 (5)	16.4 %	17.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	31 (3)	86 (4)	117 (7)	18.6 %	18.6 %
				Jazz	0 (0)	26 (1)	26 (1)	4.1 %	4.6 %
				News/Talk	80 (4)	0 (0)	80 (4)	12.7 %	12.4 %
				Oldies	0 (0)	30 (4)	30 (4)	4.8 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	0 (0)	5 (1)	0.8 %	1.5 %
				Soft AC	0 (0)	38 (1)	38 (1)	6.0 %	5.2 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	13 (1)	0 (0)	13 (1)	2.1 %	2.6 %
				<b>Totals</b>	<b>139 (11)</b>	<b>490 (23)</b>	<b>629 (34)</b>		

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KBID	1350	1 kw/0.033 kw	Standards	CNN, Westwd	\$ NA	K&P American General
KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Christal American General
KNZR	1560	25 kw/10 kw (DA-N)	News/Talk	CBS, CNN	\$ NA	D&R Buckley
KUZZ	550	5 kw (DA-2)	See KUZZ-F			
KWAC	1490	1 kw	Hispanic		\$ NA	Lotus KCHJ/KIWI-F

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
KCOO	104.3	6 kw @ 305	Black Oldies		\$ NA	K&P American General Shafter
KCWR	107.1	6 kw @ 164	Country		\$ NA	Katz Buck Owens
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal KGEO
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Christal American General
KIWI	92.1	6 kw @ 164	Hispanic Contemp.		\$29.00	Lotus KWAC/KCHJ
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R Buckley
KKDJ	105.3	35.4 kw @ 584	Oldies		\$ NA	Mc-Guild Mondosphere
KXXX	96.5	50 kw @ 499	CHR	AMFM	\$35.00	Mc-Guild Mondosphere
KLLY	95.3	12.5 kw @ 463	CHR/AC		\$29.00	D&R Buckley Oildale
KMYX	103.9	3 kw @ 328	Hispanic		\$ NA	--- Taft
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Mc-Guild Mondosphere Greenacre
KRME	97.7	3 kw @ 328	Hispanic Contemp.		\$ NA	Caballero Z-Spanish Shafter
KSMJ	98.5	50 kw @ 499	Jazz		\$ NA	Mc-Guild Mondosphere Delano
KSUV	102.9	20.5 kw @ 364	Hispanic-Regional		\$21.00	Caballero Z-Spanish McFarland
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz Buck Owens

Notes: 10/98 KCOO-F changed from Oldies to Black Oldies as "Rhythmic Oldies"

# BALTIMORE

Arbitron Rank: 20 Pop (12+): 2,075,600  
 MSA Rank: 18  
 MSA Pop: 2,500,000  
 DMA: 23  
 Average Persons Rating: 17.3  
 Market TSL in Hours: 22.75

Stations: 39 / 20  
 Diaries: 3,230/ 643:1/ 51.6%  
 Sample Target: 3,270  
 % Below Line: 16.6  
 % Not Listed: 14.2  
 Pop per Station: 103,780

Last Year's Revenue: \$90,300,000  
 Household Income: \$51,079  
 Total Retail Sales: \$22.7 Bil.  
 #1 Builer: WQSR-F \$12,400,000  
 #1 Billing Portfolio: CBS/Infinity \$41,060,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WERO-F	B/CHR	344 / 9.6	9.5	8.8	9.8	9.8	9.4	3724 / 17.9	17.8	17.5	358 / 4077	H	WERO-F
2	WPOC-F	C	246 / 6.8	7.4	7.2	6.7	6.4	7.0	3125 / 15.1	16.4	13.3	270 / 3599	H	WPOC-F
3	WWMX-F	AC	217 / 6.0	4.9	4.7	5.4	5.0	5.3	3629 / 17.5	15.9	16.5	227 / 3866	I	WWMX-F
4	WBAL	N/T	211 / 5.9	8.4	6.8	6.8	7.0	7.0	3177 / 15.3	18.0	18.7	225 / 3466	H	WBAL
5	WQSR-F	O	200 / 5.6	5.8	6.1	5.5	7.2	5.7	3100 / 14.9	15.8	16.1	209 / 3330	I	WQSR-F
6	WWIN-F	B/AC	198 / 5.5	4.7	5.8	4.1	3.4	5.0	2088 / 10.1	11.0	8.5	198 / 2088	F	WWIN-F
7	WLIF-F	SAC	177 / 4.9	5.7	5.0	5.8	4.5	5.4	2656 / 12.8	12.7	13.0	182 / 2831	H	WLIF-F
8	WIYY-F	AOR	153 / 4.3	4.2	4.2	3.9	4.3	4.1	2552 / 12.3	11.4	12.1	182 / 3071	G	WIYY-F
9	WHFS-F	AOR-NR	131 / 3.6	2.8	3.4	2.4	2.7	3.1	2996 / 14.4	12.0	11.9	135 / 3225	F	WHFS-F
10	WXVY-F	CHR	126 / 3.5	3.8	4.0	4.8	4.1	4.0	2785 / 13.4	14.9	14.3	132 / 3060	F	WXVY-F
11	WOCT-F	CL HITS	120 / 3.3	3.8	3.3	2.9	2.8	3.3	2512 / 12.1	11.4	10.9	129 / 2691	G	WOCT-F
12	WCAO	B/G	98 / 2.7	2.8	2.9	3.3	4.2	2.9	1292 / 6.2	6.8	7.0	99 / 1336	C	WCAO
13	WCBM	T	86 / 2.4	2.1	2.1	2.1	2.3	2.2	1183 / 5.7	5.2	6.0	86 / 1216	D	WCBM
14	WPGC-F	B/CHR	67 / 1.9	1.7	1.7	1.7	1.6	1.7	1733 / 8.4	7.6	7.6	75 / 1932	C	WPGC-F
15	WRBS-F	REL	63 / 1.8	1.5	1.7	2.2	1.9	1.8	998 / 4.8	4.3	5.2	65 / 1073	C	WRBS-F
16	WHUR-F	B	55 / 1.5	1.5	1.5	2.0	1.4	1.6	985 / 4.7	4.6	4.1	60 / 1082	C	WHUR-F
16	WJFK	T/J	55 / 1.5	1.4	1.6	1.7	1.8	1.6	1170 / 5.6	4.1	4.9	57 / 1235	B	WJFK
18	WWLG	ST	50 / 1.4	1.3	1.1	1.3	1.2	1.3	510 / 2.5	2.2	2.9	50 / 524	B	WWLG
19	WGRX-F	C	39 / 1.1	1.2	1.2	1.2	1.2	1.2	827 / 4.0	4.4	4.2	45 / 1029	C	WGRX-F
20	WWIN	B/G	38 / 1.1	1.0	0.9	1.2	1.0	1.0	699 / 3.4	3.0	2.5	38 / 699	*	WWIN

12+ FM Share (Metro): 80.08% (2472 of 3087) (Fall 97: 76.79%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WERO-F >>	1 WERO-F	1 WWMX-F <	1 WERO-F <	1 WWMX-F <	1 WERO-F >>	1 WERO-F	1 WIYY-F	1 WIYY-F <	1 WIYY-F >	1 WERO-F >
2 WWMX-F	2 WWMX-F >	2 WERO-F	2 WWMX-F >	2 WERO-F <	2 WHFS-F	2 WIYY-F >	2 WERO-F >	2 WERO-F >	2 WWIN-F <	2 WWIN-F
3 WXVY-F >>	3 WPOC-F	3 WPOC-F >	3 WWIN-F	3 WWIN-F <	3 WIYY-F	3 WHFS-F	3 WWMX-F	3 WWIN-F <	3 WERO-F <	3 WPOC-F >
4 WLIF-F	4 WXVY-F <	4 WLIF-F	4 WLIF-F	4 WPOC-F	4 WXVY-F >	4 WWMX-F	4 WHFS-F	4 WPOC-F <	4 WQSR-F <	4 WBAL <
4 WHFS-F	5 WLIF-F	4 WHFS-F <	4 WPOC-F	5 WLIF-F <	5 WWIN-F	5 WWIN-F	5 WWIN-F	5 WHFS-F <	5 WBAL	5 WQSR-F
4 WPGC-F	5 WHFS-F	6 WWIN-F	6 WXVY-F	6 WQSR-F >	6 WWDC-F	6 WOCT-F	6 WOCT-F	6 WWMX-F	5 WPOC-F <	6 WOCT-F <
7 WKYS-F	7 WWIN-F	7 WCAO	7 WQSR-F	7 WCAO	6 WJFK	7 WJFK <	7 WBAL <	6 WOCT-F <	7 WWMX-F <	7 WWMX-F <
8 WOCT-F	8 WOCT-F	7 WXVY-F	8 WOCT-F <	7 WXVY-F <	8 WXVY-F <	8 WXVY-F <	8 WPGC-F	8 WQSR-F <	8 WOCT-F >	8 WOCT-F >
8 WPOC-F	8 WPGC-F	9 WOCT-F	9 WHFS-F	9 WOCT-F	9 WPGC-F <	8 WJFK <	9 WBAL >	9 WBAL >	9 WHFS-F	9 WHFS-F
10 WIYY-F		10 WPGC-F	10 WCAO <	10 WHFS-F			10 WPOC-F			

# BALTIMORE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBGR	B/G	860	Baltimore	0.3	1.1	11	229
WOLB	B/T	1010	Baltimore	0.8	1.3	28	273
WRNR-F	AOR-P	103.1	Grasonville	0.8	1.8	28	399

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WARW-F	CL AOR	94.7	Bethesda	0.4	1.5	26	498
WASH-F	AC	97.1	Washington	1.0	3.3	39	769
WBIG-F	O	100.3	Washington	0.8	2.9	37	759
WFRE-F	C	99.9	Frederick, MD	0.3	1.5	56	848
WGAY-F	SAC	99.5	Washington	0.7	3.0	26	678
WGMS-F	CL	103.5	Washington	0.6	1.6	24	366
WKYS-F	B	93.9	Washington	1.0	5.8	48	1399
WMAL	FS/T	630	Washington	0.4	1.9	18	495
WMZQ-F	C	98.7	Washington	0.8	2.6	34	643
WRQX-F	AC/CHR	107.3	Washington	0.9	4.5	42	1086
WTOP	N	1500	Washington	0.6	3.7	25	857
WWDC-F	AOR	101.1	Washington	0.8	5.8	48	1565
WWMD-F	EZ	104.7	Hagerstown, MD	0.5	1.3	46	558
WWZZ-F	CHR	104.1	Waldorf, MD	0.3	2.5	16	630
WXCX-F	C	103.7	Havre de Grace, MD	0.4	1.6	35	601

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	287 (3)	287 (3)	9.3 %	7.9 %
AOR/Classic/NR	0 (0)	356 (5)	356 (5)	11.5 %	10.9 %
Black/Urban	28 (1)	701 (5)	729 (6)	23.6 %	20.9 %
CHR	0 (0)	137 (2)	137 (2)	4.4 %	5.4 %
Classical	0 (0)	21 (1)	21 (1)	0.7 %	0.4 %
Country	0 (0)	339 (5)	339 (5)	11.0 %	10.7 %
Full Service	15 (1)	0 (0)	15 (1)	0.5 %	0.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	375 (4)	1 (1)	376 (5)	12.2 %	14.0 %
Oldies	0 (0)	347 (3)	347 (3)	11.2 %	12.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	147 (3)	63 (1)	210 (4)	6.8 %	8.8 %
Soft AC	0 (0)	201 (2)	201 (2)	6.5 %	6.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	50 (1)	19 (1)	69 (2)	2.2 %	1.4 %
<b>Totals</b>	<b>615 (10)</b>	<b>2472 (29)</b>	<b>3087 (39)</b>		

Consolidation Report	12+	25-54	Revenue
<b>CBS/Infinity</b>	23.5 %	24.1 %	45.4 %
WBGR-AM, WBMD-AM, WJFK-AM, WLIF-FM, WQSR-FM, WWMX-FM, WXYV-FM			
<b>Jacor</b>	12.8 %	14.1 %	16.9 %
WCAO-AM, WOCT-FM, WPOC-FM			
<b>Radio One</b>	17.0 %	16.6 %	15.4 %
WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM			
<b>WCBM</b>	3.8 %	1.5 %	3.4 %
WASA-AM, WCBM-AM, WWLG-AM			
<b>Totals</b>	<b>57.1 %</b>	<b>56.3 %</b>	<b>81.1 %</b>

### AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	Power	Frequency	Format	Advertiser	Agency
WBAL	1090	50 kw (DA-N)	News/Talk	ABC, ESPN	\$170.00	D&R	Hearst				
WCAO	600	5 kw (DA-1)	Black Gospel	Westwd	\$40.00	Mc-Guild	Jacor				
WCBM	680	10 kw/5 kw (DA-2)	Talk	CBS, Westwd	\$50.00	Katz	WWLG				
WJFK	1300	5 kw (DA-2)	Talk/Jazz	Source, Westwd	\$ NA	CBS	CBS/Infinity				
WWIN	1400	1 kw	Black Gospel		\$28.00	Allied	Radio One				
WWLG	1360	5 kw/1.5 kw (DA-2)	Standards	ABC	\$ NA	—	WCBM				

### FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Station	Power	Frequency	Format	Advertiser	Agency
WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$125.00	Allied	Radio One				
WGRX	100.7	15.8 kw @ 861	Country	ABC	\$44.00	Allied	Shamrock	Westminster			
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$115.00	D&R	Hearst				
WLIF	101.9	13.5 kw @ 960	Soft AC	Westwd	\$177.00	CBS	CBS/Infinity				
WOCT	104.3	38 kw @ 469	Classic Hits		\$101.00	Eastman	Jacor				
WPOC	93.1	16 kw @ 860	Country		\$210.00	Eastman	Jacor				
WQSR	105.7	50 kw @ 492	Oldies		\$215.00	Christal	CBS	Catonsville			
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	—					
WWIN	95.9	3 kw @ 300	Black AC	Westwd	\$72.00	Allied	Radio One				
WWMX	106.5	7.4 kw @ 1217	AC		\$205.00	Katz	CBS/Infinity				
WXYV	102.7	50 kw @ 437	CHR	Westwd, Source	\$125.00	CBS	CBS/Infinity				

Notes: Other ranked stations – See Washington, DC . . . \*WWIN revenue included in WWIN-F revenue level . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WCAO; WOCT-F; WPOC-F . . . 10/98 WANN (1190; Annapolis) changed from Ethinc (simulcasting WUST, Washington) to Business as WBIS

# BATON ROUGE

Arbitron Rank: 82 Pop (12+): 463,000	Stations: 25 / 19	Last Year's Revenue: \$21,200,000
MSA Rank: 90	Diaries: 1,507 / 307:1 / 46.4%	Household Income: \$42,565
MSA Pop: 573,000	Sample Target: 1,590	Total Retail Sales: \$5.9 Bil.
DMA: 98	% Below Line: 12.1	#1 Biller: WYNK-AF \$4,300,000
Average Persons Rating: 14.6	% Not Listed: 16.2	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 24,368	Capstar \$10,325,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1 WEMX-F	B	66 / 9.8	7.1	7.3	7.6	7.7	7.9	800 / 17.3	16.2	16.0	97 / 1294	B WEMX-F
2 WXCT-F	C	50 / 7.4	5.5	8.0	5.8	4.3	6.7	732 / 15.8	14.7	10.8	69 / 1167	C WXCT-F
2 WYNK-F	C	50 / 7.4	8.1	9.0	9.9	11.1	8.6	805 / 17.4	18.9	21.6	103 / 1821	F WYNK-F
4 WDGL-F	CL HITS	43 / 6.4	8.1	5.5	6.4	5.8	6.6	873 / 18.9	15.4	16.1	75 / 1669	E WDGL-F
5 KQXL-F	BIAC	39 / 5.8	6.1	5.2	5.1	5.3	5.5	684 / 14.8	12.5	14.2	52 / 956	D KQXL-F
5 WJBO	N/T	39 / 5.8	4.6	6.0	6.7	5.6	5.8	555 / 12.0	13.8	15.4	43 / 662	D WJBO
7 KRVE-F	AC	35 / 5.2	6.8	4.4	5.0	6.2	5.3	640 / 13.8	13.4	14.9	40 / 746	D KRVE-F
8 WXOK	B	33 / 4.9	5.6	5.0	6.0	4.9	5.4	462 / 10.0	9.4	10.9	43 / 561	C WXOK
9 WLSS-F	CHR	32 / 4.7	5.0	3.9	4.7	4.5	4.6	800 / 17.3	17.5	16.9	47 / 1297	C WLSS-F
10 KUMX-F	CHR	28 / 4.2	3.7	4.1	3.8	4.2	3.9	719 / 15.5	14.4	15.9	61 / 1513	KUMX-F
11 WCKW-F	CL AOR	25 / 3.7	4.1	3.6	4.0	3.1	3.9	576 / 12.4	13.3	13.0	67 / 1307	WCKW-F
12 KOOJ-F	O	18 / 2.7	3.7	4.8	5.0	4.2	4.0	289 / 6.2	12.8	11.5	41 / 613	KOOJ-F
13 WQCK-F	REL-CC	16 / 2.4	2.2	2.0	1.5	1.9	2.0	235 / 5.1	4.3	5.0	20 / 340	WQCK-F
14 WKJN-F	C	15 / 2.2	2.5	3.8	3.3	3.0	3.0	451 / 9.7	12.0	10.6	33 / 842	C WKJN-F
15 WPFC	REL	12 / 1.8	1.2	1.7	1.5	1.0	1.6	102 / 2.2	3.1	2.3	12 / 110	WPFC
15 WQUE-F	B	12 / 1.8	1.0	1.7	1.4	1.3	1.5	313 / 6.8	5.8	5.8	35 / 711	WQUE-F

12+ FM Share (Metro): 80.53% (455 of 565) (Fall 97: 81.35%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEMX-F >>	1 WEMX-F >	1 WEMX-F	1 WDGL-F	1 WDGL-F	1 WYNK-F	1 WYNK-F <	1 WJBO	1 WEMX-F	1 WEMX-F >>	1 WEMX-F
2 KUMX-F	2 WDGL-F <	2 WXCT-F	2 WXCT-F	2 WXCT-F <	2 WJBO	2 WEMX-F <	2 WYNK-F <	2 WXCT-F <	2 KUMX-F	2 WXOK <
3 WLSS-F >	3 WXCT-F <	2 WDGL-F	3 KQXL-F <	3 KQXL-F	3 WXOK	3 WXCT-F	3 WXCT-F <	3 WYNK-F	2 WLSS-F <	3 WXCT-F
	4 WLSS-F	4 KQXL-F	4 WEMX-F <	4 KRVE-F	4 KQXL-F	4 WXOK <	4 WDGL-F	4 WDGL-F	4 KQXL-F <	4 WYNK-F
	5 WCKW-F	5 KRVE-F	5 KRVE-F	4 WYNK-F <	4 WXCT-F <	5 KQXL-F <	4 WEMX-F <	5 WLSS-F <	5 KRVE-F >	4 WDGL-F <
	5 KUMX-F	6 WLSS-F <	6 WYNK-F <	6 WEMX-F	6 KRVE-F	6 WCKW-F <	6 KRVE-F	6 WJBO <	6 KOOJ-F	6 KQXL-F >
	7 KQXL-F	7 WCKW-F	7 WCKW-F <	7 WJBO	7 WDGL-F >	7 WDGL-F <	7 KQXL-F	7 KQXL-F <	6 WYNK-F	7 KUMX-F
	8 KRVE-F	7 WYNK-F	8 WJBO <	8 WCKW-F	8 KOOJ-F	8 WJBO <	8 WLSS-F <	8 KRVE-F <	6 WXCT-F <	7 WLSS-F >
	8 WYNK-F >	9 KUMX-F <	9 WLSS-F	9 WXOK <	9 WEMX-F	9 KRVE-F	9 WXOK	9 KUMX-F >	9 WQUE-F	9 WCKW-F <
		10 WJBO	10 WXOK <	10 WLSS-F		10 WLSS-F	10 KUMX-F	10 WCKW-F	10 WCKW-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEMX-F >>	1 WEMX-F >	1 WDGL-F	1 WEMX-F	1 KRVE-F	1 WEMX-F >>>	1 WEMX-F >	1 WDGL-F	1 WEMX-F <	1 WDGL-F	1 WEMX-F >
2 WLSS-F >	2 WLSS-F >	1 WLSS-F	2 KRVE-F	2 KQXL-F	2 KUMX-F	2 WXCT-F	2 WEMX-F	2 WDGL-F	2 WXCT-F	2 WXOK
3 KUMX-F	3 WDGL-F	3 WEMX-F	3 WXCT-F <	3 WDGL-F <	2 WXCT-F >	2 WDGL-F	2 WXCT-F	3 WXCT-F	3 WCKW-F <	2 KQXL-F
3 WXCT-F	4 WXCT-F	4 KQXL-F	4 KQXL-F	4 WYNK-F	4 WQUE-F	4 WCKW-F >	4 WCKW-F >	4 WCKW-F	4 WEMX-F	4 WXCT-F
5 WCKW-F >	4 KUMX-F	4 KUMX-F	4 WLSS-F	4 WXCT-F <	4 WCKW-F	5 KUMX-F	5 KQXL-F	5 KQXL-F	4 KQXL-F	5 WYNK-F
	6 KRVE-F	4 KRVE-F	6 WDGL-F	6 WXOK <	4 WYNK-F	5 KQXL-F	6 KOOJ-F	6 WYNK-F	4 WYNK-F	
	6 KQXL-F	7 WXCT-F	7 WYNK-F	7 WEMX-F <	4 WDGL-F	7 WYNK-F	6 KUMX-F	7 WJBO	7 WJBO >	
	8 WYNK-F	8 WXOK	7 WXOK <	8 WLSS-F	4 WLSS-F >>	7 WLSS-F	6 KRVE-F	8 KUMX-F	8 KOOJ-F	
	8 WCKW-F	8 WKJN-F >	9 KUMX-F	9 WJBO			6 WYNK-F	8 KRVE-F	8 KRVE-F	
			10 WJBO	10 KUMX-F			6 WLSS-F >			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBRH	B/O	1260	Baton Rouge	0.4	1.8	3 93	KTDY-F	AC	99.9	Lafayette	0.4	2.4	37 800
KKAY-F	O	104.9	Donaldsonville	1.0	3.8	9 223	WWL	N/T	870	New Orleans	0.9	3.6	35 635
WIBR	SPRTS	1300	Baton Rouge	0.9	3.0	8 180	WYLD-F	BIAC	98.5	New Orleans	1.0	3.0	16 385
WNDC	B/G	910	Baton Rouge	1.2	4.0	9 204							
WTGE-F	O	107.3	Baker	1.3	5.4	12 331							
WYNK	KIDS	1380	Baton Rouge	0.4	1.2	4 62							

# BATON ROUGE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b>	23.5 %	22.6 %	48.2 %	AC	0 (0)	38 (2)	38 (2)	6.7 %	7.5 %
KRVE-FM, WJBO-AM, WLSS-FM, WSKR-AM, WYNK-AM, WYNK-FM				AOR/Classic/NR	0 (0)	25 (1)	25 (1)	4.4 %	7.6 %
<b>Citadel</b>	23.6 %	20.6 %	26.5 %	Black/Urban	36 (2)	124 (4)	160 (6)	28.3 %	28.6 %
KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM				CHR	0 (0)	60 (2)	60 (2)	10.6 %	10.3 %
<b>Guaranty</b>	15.1 %	18.7 %	24.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WDGL-FM, WTGE-FM, WXCT-FM				Country	0 (0)	115 (3)	115 (3)	20.4 %	22.2 %
	62.3 %	61.9 %	99.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	45 (2)	0 (0)	45 (2)	8.0 %	8.2 %
				Oldies	0 (0)	77 (4)	77 (4)	13.6 %	8.9 %
				Others/Unknown	3 (1)	0 (0)	3 (1)	0.5 %	0.0 %
				Religion/Gospel	20 (2)	16 (1)	36 (3)	6.4 %	5.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	6 (1)	0 (0)	6 (1)	1.1 %	1.4 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>110 (8)</b>	<b>455 (17)</b>	<b>565 (25)</b>		

## AM Stations

Station	Power	Frequency	Format	Ownership	Revenue	Company	Company
WJBO	1150	5 kw (DA-1)	News/Talk	CBS, Westwd, ABC	\$43.00	Sentry	Capstar
WPFC	1550	5 kw (Days)	Religion		\$ NA	--	
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild	Citadel

## FM Stations

Station	Power	Frequency	Format	Ownership	Revenue	Company	Company	Company
KOOJ	93.7	97 kw @ 997	Oldies	ABC	\$ NA	Allied	Powell	New Iberia
KQXL	106.5	50 kw @ 298	Black AC	ABC, CBS, Westwd	\$56.00	Mc-Guild	Citadel	New Roads
KRVE	96.1	43 kw @ 449	AC		\$38.00	Sentry	Capstar	Brusly
WDGL	98.1	100 kw @ 1499	Classic Hits	Westwd	\$57.00	D&R	Guaranty	
WEMX	94.1	100 kw @ 981	Black	ABC, Westwd, CBS	\$<20.00	Mc-Guild	Citadel	Kentwood
WKJN	103.3	100 kw @ 1004	Country	Westwd	\$43.00	Eastman	Citadel	Hammond
WLSS	102.5	100 kw @ 1260	CHR		\$40.00	--	Capstar	
WOCK	92.7	32 kw @ 604	Contemp. Christian		\$16.00	--		Clinton
WTGE	107.3	4.6 kw @ 374	Oldies	Westwd	\$ NA	D&R	Guaranty	Baker
WXCT	100.7	100 kw @ 1499	Country		\$37.00	D&R	Guaranty	
WYNK	101.5	100 kw @ 1499	Country	ABC	\$77.00	Sentry	Capstar	

Notes: Other ranked stations -- See New Orleans . . . 9/98 Citywide sold these stations to Citadel as part of a \$34,000,000 transaction: KQXL-F; WEMX-F; WIBR; WKJN-F; WXOK . . . 10/98 KTBT-F changed from Black to Oldies as KOOJ-F ("Kool") . . . 2/99 WTGE-F changed from Oldies to Black Oldies



# BINGHAMTON

Arbitron Rank: 166	Pop (12+): 205,900	Stations: 16 / 13	Last Year's Revenue: \$8,600,000
MSA Rank: 180		Diaries: 831 / 248:1 / 61.7%	Household Income: \$39,671
MSA Pop: 251,000		Sample Target: 770	Total Retail Sales: \$1.85 Bil.
DMA: 151		% Below Line: 3.0	#1 Biller: WHWK-F \$2,300,000
Average Persons Rating: 16		% Not Listed: 17.0	#1 Billing Portfolio:
Market TSL in Hours: 21.50		Pop per Station: 15,838	Citadel, pend. \$5,350,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WHWK-F	C	57 / 17.3	13.4	22.0	20.0	546 / 26.5	25.5	31.5	93 / 1063	D	WHWK-F
2	WMRV-F	CHR	45 / 13.6	18.4	14.6	10.8	703 / 34.1	35.6	32.0	65 / 1096	B	WMRV-F
3	WAAL-F	CL AOR	36 / 10.9	9.9	7.4	11.7	478 / 23.2	23.3	22.7	55 / 758	C	WAAL-F
4	WNBF	N/T	23 / 7.0	8.6	8.4	7.1	287 / 14.0	17.2	15.4	25 / 350	B	WNBF
5	WYOS-F	O	21 / 6.4	5.1	5.2	5.2	342 / 16.6	14.0	12.1	29 / 446	B	WYOS-F
6	WMXW-F	AC	17 / 5.1	8.6	6.5	7.7	299 / 14.5	18.1	16.9	19 / 355	C	WMXW-F
7	WKGB-F	AOR	14 / 4.2	3.8	2.9	5.5	193 / 9.4	10.3	7.9	15 / 237	B	WKGB-F
7	WBBI-F	C	14 / 4.2	2.2			216 / 10.5	7.4		17 / 246		WBBI-F
9	WLTB-F	SAC	9 / 2.7	5.4	2.9	2.8	171 / 8.3	11.4	10.9	9 / 177	A	WLTB-F
10	WKOP	ST	8 / 2.4	2.2	2.3	2.5	98 / 4.8	5.2	5.5	8 / 106	A	WKOP
10	WINR	ST	8 / 2.4	2.9	2.3	3.1	111 / 5.4	7.4	6.5	9 / 131	A	WINR

12+ FM Share (Metro): 83.58%      (229 of 274)      (Fall 97: 80.88%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMRV-F >>>	1 WAAL-F	1 WAAL-F <	1 WAAL-F	1 WHWK-F <	1 WHWK-F >>	1 WHWK-F >	1 WHWK-F >	1 WHWK-F <	1 WMRV-F >	1 WHWK-F <
2 WMRV-F	2 WMRV-F	2 WHWK-F	2 WHWK-F >	2 WAAL-F >	2 WNBF	2 WMRV-F	2 WAAL-F <	2 WMRV-F	2 WAAL-F	2 WMRV-F >
3 WHWK-F >	3 WHWK-F >	3 WMRV-F >	3 WMRV-F	3 WYOS-F <	3 WYOS-F	3 WNBF	3 WMRV-F >	3 WAAL-F >	3 WHWK-F >>	3 WAAL-F >
4 WKGB-F	4 WKGB-F	4 WYOS-F <	4 WYOS-F <	4 WMRV-F	4 WMRV-F <	3 WAAL-F >	4 WYOS-F <	4 WYOS-F	4 WYOS-F	4 WNBF
4 WBBI-F >	5 WKGB-F	5 WKGB-F <	5 WMXW-F <	5 WMXW-F	5 WYOS-F	5 WNBF	5 WNBF	5 WNBF <	4 WNBF	5 WBBI-F
	6 WMXW-F <	6 WMXW-F	6 WKGB-F	5 WAAL-F >	5 WMXW-F	6 WMXW-F	6 WMXW-F	6 WMXW-F		5 WYOS-F >
	7 WBBI-F >	7 WBBI-F >			7 WKGB-F	7 WKGB-F	7 WKGB-F	7 WKGB-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WMRV-F >>>	1 WMRV-F	1 WAAL-F	1 WMRV-F	1 WHWK-F	1 WMRV-F	1 WAAL-F >>	1 WAAL-F >>	1 WAAL-F >	1 WAAL-F	1 WHWK-F >
2 WHWK-F	2 WAAL-F	2 WBBI-F	2 WHWK-F	2 WMRV-F	2 WHWK-F	2 WKGB-F	2 WKGB-F >	2 WHWK-F >	2 WHWK-F >	2 WMRV-F
2 WAAL-F >>	3 WHWK-F	2 WHWK-F	3 WAAL-F	3 WYOS-F	2 WAAL-F >>>	2 WMRV-F	3 WHWK-F	3 WKGB-F	3 WKGB-F	3 WBBI-F >
	4 WBBI-F	4 WMXW-F >	4 WMXW-F	4 WMXW-F		2 WHWK-F >	4 WBBI-F	4 WMRV-F	4 WYOS-F	
	5 WMXW-F >>	5 WMRV-F >>	5 WMRV-F >>	5 WAAL-F >		5 WBBI-F >>	4 WMRV-F >	5 WYOS-F >	5 WMRV-F >	
			6 WBBI-F >	6 WBBI-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance		AM	FM	Total	%	Fall 97		
WCDW-F	AC-NR	100.5	Conklin	1.8	7.1	11	271	AC	0	(0)	19	(2)	19	(2)	6.9 %	13.1 %
WENE	SPRTS	1430	Endicott	1.8	5.2	6	146	AOR/Classic/NR	0	(0)	59	(4)	59	(4)	21.5 %	13.5 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume	CHR	0	(0)	45	(1)	45	(1)	16.4 %	17.9 %
WIII-F	CL AOR	99.9	Cortland	0.9	2.8	13	255	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WQNY-F	C	103.7	Ithaca	1.5	2.3	13	179	Country	0	(0)	76	(3)	76	(3)	27.7 %	29.9 %
WYXL-F	AC	97.3	Ithaca	0.6	2.7	3	95	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
Consolidation Report				12+	25-54	Revenue		Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
Citadel, pend.				44.0 %	44.4 %	62.2 %		Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WAAL-FM, WHWK-FM, WKOP-AM, WNBF-AM, WYOS-FM								News/Talk	23	(1)	0	(0)	23	(1)	8.4 %	10.4 %
Majac				28.9 %	29.4 %	30.3 %		Oldies	0	(0)	21	(1)	21	(1)	7.7 %	6.4 %
WBBI-FM, WENE-AM, WKGB-FM, WMRV-FM, WMXW-FM								Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
				72.9 %	73.8 %	92.5 %		Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Soft AC	0	(0)	9	(1)	9	(1)	3.3 %	0.4 %
								Sports	6	(1)	0	(0)	6	(1)	2.2 %	2.8 %
								Standards/EZ	16	(2)	0	(0)	16	(2)	5.8 %	5.6 %
								Totals	45	(4)	229	(12)	274	(16)		

# BINGHAMTON

## AM Stations

WINR	680	1 kw/0.5 kw (DA-2)	Standards	CBS, Westwd	\$<20.00	Savalli	
WKOP	1360	5 kw/0.5 kw (DA-2)	Standards		\$<20.00	Eastman	Citadel, pend.
WNBF	1290	5 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$20.00	Katz	Citadel, pend.

## FM Stations

WAAL	99.1	7.1 kw @ 1089	Classic AOR		\$38.00	Eastman	Citadel, pend.	
WBBI	107.5	1.1 kw @ 545	Country		\$ NA	Allied	Majac	Endwell
WHWK	98.1	10 kw @ 960	Country		\$52.00	Mc-Guild	Citadel, pend.	
WKGB	102.7	1.3 kw @ 708	AOR	Source	\$<20.00	D&R	Majac	Susquehanna, PA
WLTB	101.7	2 kw @ 558	Soft AC		\$<20.00	Christal	WEBO	Owego
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$20.00	Allied	Majac	Endicott
WMXW	103.3	0.59 kw @ 1014	AC		\$38.00	Allied	Majac	Vestal
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Citadel, pend.	Chenango Bridge

Notes: 11/98 Wicks sold these stations to Citadel as part of a \$77,000,000 group transaction: WAAL-F, WHWK-F, WKOP, WNBF, WYOS-F

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# BIRMINGHAM

Arbitron Rank: 56 Pop (12+): 814,500	Stations: 27 / 23	Last Year's Revenue: \$37,800,000
MSA Rank: 65	Diaries: 1,311 / 621:1 / 45.9%	Household Income: \$39,399
MSA Pop: 904,000	Sample Target: 1,400	Total Retail Sales: \$9.7 Bil.
DMA: 51	% Below Line: 3.2	#1 Biller: WZZK-F \$6,800,000
Average Persons Rating: 15.8	% Not Listed: 11.1	#1 Billing Portfolio: Cox \$14,070,000
Market TSL in Hours: 21.00	Pop per Station: 35,413	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WBHK-F	134 / 10.4	7.7	7.9	8.0	5.1	8.5	1228 / 15.1	13.2	9.9	150 / 1494	D	WBHK-F
2	WBHJ-F	111 / 8.6	8.1	7.6	8.3	6.2	8.2	1096 / 13.5	14.2	12.6	165 / 1731	C	WBHJ-F
3	WZZK-F	96 / 7.5	9.4	11.3	11.2	10.2	9.8	1776 / 21.8	23.4	25.2	136 / 2444	G	WZZK-F
4	WRAX-F	AOR-NR 94 / 7.3	8.3	8.2	8.3	6.0	8.0	1385 / 17.0	17.6	13.9	177 / 2369	C	WRAX-F
5	WOEN-F	CHR 92 / 7.2	4.6	2.5	1.3	0.9	3.9	1381 / 17.0	7.4	4.4	165 / 2539	F	WOEN-F
6	WMJJ-F	AC 87 / 6.8	5.1	7.2	5.4	7.6	6.1	1180 / 14.5	14.8	15.9	100 / 1411	G	WMJJ-F
7	WOOL-F	O 65 / 5.1	3.6	4.7	5.4	5.0	4.7	1180 / 14.5	11.9	16.3	93 / 1771	O	WOOL-F
8	WERC	N/T 61 / 4.7	5.9	4.5	5.6	5.6	5.2	822 / 10.1	11.0	13.1	64 / 911	E	WERC
9	WZRR-F	AOR/CL 45 / 3.5	5.3	5.6	6.2	6.3	5.2	918 / 11.3	13.5	15.1	76 / 1497	F	WZRR-F
9	WYSF-F	SAC 45 / 3.5	4.5	3.6	3.9	5.0	3.9	958 / 11.8	12.4	13.9	65 / 1392	D	WYSF-F
11	WOJC-F	REL 41 / 3.2	2.0	1.8	2.4	3.5	2.4	810 / 9.9	6.7	9.4	53 / 1126	C	WOJC-F
12	WAGG	B/G 31 / 2.4	3.4	3.8	2.8	5.1	3.1	387 / 4.8	7.6	8.6	31 / 387	B	WAGG
13	WENN-F	B 28 / 2.2	1.9	2.8	2.0	4.2	2.2	496 / 6.1	8.6	13.0	31 / 518	O	WENN-F
13	WEZN	ST 28 / 2.2	3.2	2.6	2.4	3.2	2.6	354 / 4.3	4.9	5.4	28 / 369	A	WEZN
15	WOWC-F	C 27 / 2.1	3.0	3.2	3.1	1.8	2.9	758 / 9.3	10.6	9.9	48 / 1271	C	WOWC-F
16	WATV	B/O 25 / 1.9	2.4	3.1	3.1	2.3	2.6	312 / 3.8	6.0	4.8	25 / 312	B	WATV
16	WJOX	SPRTS 25 / 1.9	2.6	1.6	2.3	3.4	2.1	450 / 5.5	6.4	9.1	35 / 656	C	WJOX
18	WAPI	N 23 / 1.8	1.9	0.9	0.9	1.0	1.4	439 / 5.4	3.3	3.3	24 / 459	A	WAPI

12+ FM Share (Metro): 81.07% (925 of 1141) (Fall 97: 73.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHJ-F >>	1 WRAX-F <	1 WBHK-F	1 WBHK-F >	1 WBHK-F >	1 WBHK-F >	1 WBHK-F <	1 WBHK-F	1 WBHK-F <	1 WBHJ-F >	1 WBHJ-F
2 WOEN-F >	2 WBHJ-F >	2 WBHJ-F	2 WMJJ-F <	2 WMJJ-F <	2 WMJJ-F	2 WOEN-F	2 WMJJ-F <	2 WBHJ-F <	2 WBHK-F	2 WBHK-F
3 WRAX-F >>	3 WOEN-F	2 WRAX-F	3 WOEN-F <	3 WZZK-F <	2 WZZK-F <	3 WZZK-F	3 WERC <	3 WRAX-F <	3 WRAX-F >	3 WRAX-F <
4 WBHK-F >	4 WOEN-F	4 WOEN-F	4 WZZK-F <	4 WOEN-F <	4 WOOL-F <	4 WMJJ-F <	4 WZZK-F <	4 WMJJ-F <	4 WOEN-F	4 WZZK-F <
5 WZZK-F	5 WZZK-F <	5 WBHJ-F <	5 WODL-F <	5 WERC <	5 WBHJ-F	5 WRAX-F >	5 WOEN-F	5 WOEN-F	5 WYSF-F <	5 WODL-F <
6 WMJJ-F	6 WMJJ-F >	6 WRAX-F	6 WBHJ-F <	6 WYSF-F	6 WRAX-F	6 WOEN-F	6 WOEN-F	6 WODL-F >	6 WDJC-F <	6 WOEN-F
	7 WZRR-F <	7 WODL-F <	7 WRAX-F	7 WOJC-F <	7 WODL-F <	6 WBHJ-F <	7 WERC <	7 WZZK-F	7 WMJJ-F	7 WMJJ-F
	8 WODL-F	8 WZRR-F	8 WZRR-F	8 WOEN-F <	8 WERC	8 WOOL-F >	8 WODL-F >	8 WODL-F >	8 WODL-F	8 WZRR-F
		9 WERC	8 WERC	9 WEZN	9 WDJC-F <	9 WDJC-F	9 WZRR-F <	9 WENN-F	8 WYSF-F >	
					10 WAGG <	9 WZRR-F	10 WYSF-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBHJ-F >	1 WBHJ-F	1 WBHK-F	1 WBHK-F	1 WBHK-F >	1 WRAX-F >	1 WRAX-F	1 WBHJ-F	1 WRAX-F <	1 WBHK-F >	1 WBHK-F >
2 WRAX-F	2 WRAX-F <	2 WRAX-F <	2 WMJJ-F <	2 WMJJ-F	2 WBHJ-F >	2 WBHJ-F >	2 WRAX-F	2 WBHK-F	2 WODL-F <	2 WBHJ-F
3 WOEN-F >	3 WBHK-F <	3 WBHJ-F	3 WBHJ-F	3 WZZK-F >	3 WOEN-F >	3 WOEN-F	3 WBHJ-F <	3 WOEN-F <	3 WZZK-F <	3 WZZK-F <
4 WMJJ-F	4 WOEN-F	4 WOEN-F <	4 WZZK-F	4 WBHJ-F	4 WZZK-F >	4 WBHK-F	4 WBHK-F	4 WOEN-F >	4 WRAX-F <	4 WOEN-F <
4 WZZK-F	5 WMJJ-F <	5 WMJJ-F	5 WOEN-F	4 WOEN-F	5 WZRR-F	4 WZRR-F >	5 WZRR-F <	5 WERC	5 WZRR-F	5 WRAX-F >
6 WBHK-F	6 WZZK-F >>	5 WZZK-F >	6 WRAX-F >	6 WODL-F	6 WZZK-F	6 WENN-F	6 WERC <	7 WZZK-F	7 WBHJ-F	7 WBHJ-F
			7 WODL-F	7 WRAX-F	6 WENN-F >	6 WERC	7 WZZK-F	8 WODL-F	8 WZZK-F	8 WZZK-F
				8 WDJC-F		6 WJOX	8 WODL-F	8 WJOX		8 WJOX

Other Rated Stations					Other Rated Stations--Outside Market										
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume				
WAYE	B/G	1220	Birmingham	0.5	2.0	6	164	WFMH-F	C	95.5	Holly Pond	1.5	3.2	30	550
WJLD	B	1400	Fairfield	1.3	3.0	17	255	WHMA-F	C	100.5	Anniston	0.5	1.9	71	846
WKLD-F	C	97.7	Oneonta	0.5	1.2	8	135	WOSB-F	C	105.1	Albertville	0.5	1.4	61	814
WRRS-F	REL-CC	101.1	Cullman	0.4	1.7	8	212	WTUG-F	B	92.9	Tuscaloosa	0.7	1.6	30	472
WZJT-F	AOR	92.5	Dora	0.6	2.6	8	230								

# BIRMINGHAM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar	20.8 %	21.6 %	31.3 %	AC	0 (0)	87 (1)	87 (1)	7.6 %	9.6 %
WENN-FM, WERC-AM, WMJJ-FM, WOWC-FM, WQEN-FM				AOR/Classic/NR	0 (0)	147 (3)	147 (3)	12.9 %	14.0 %
Cox Radio	36.2 %	36.8 %	37.2 %	Black/Urban	42 (2)	282 (4)	324 (6)	28.4 %	22.5 %
WAGG-AM, WBHJ-FM, WBHK-FM, WEZN-AM, WODL-FM, WZZK-FM				CHR	0 (0)	92 (1)	92 (1)	8.1 %	1.2 %
Dick	18.0 %	18.1 %	25.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAPI-AM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM				Country	0 (0)	161 (6)	161 (6)	14.1 %	15.4 %
	75.0 %	76.5 %	93.8 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	84 (2)	0 (0)	84 (2)	7.4 %	7.6 %
				Oldies	0 (0)	65 (1)	65 (1)	5.7 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	37 (2)	46 (2)	83 (4)	7.3 %	10.8 %
				Soft AC	0 (0)	45 (1)	45 (1)	3.9 %	5.7 %
				Sports	25 (1)	0 (0)	25 (1)	2.2 %	3.8 %
				Standards/EZ	28 (1)	0 (0)	28 (1)	2.5 %	3.7 %
				<b>Totals</b>	<b>216 (8)</b>	<b>925 (19)</b>	<b>1141 (27)</b>		

## AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
WAGG	1320	5 kw/0.11 kw	Black Gospel	AURN, CBS, ABC	\$24.00	Eastman	Cox	
WAPI	1070	50 kw/5 kw (DA-N)	News	CNN	\$21.00	Christal	Dick	
WATV	900	1 kw/0.165 kw	Black Oldies	ABC	\$22.00	Interep		
WERC	960	5 kw (DA-N)	News/Talk	ABC	\$59.00	Sentry	Capstar	
WEZN	610	5 kw/1 kw (DA-N)	Standards	ABC	\$ NA	Katz	Cox	
WJOX	690	50 kw/0.5 kw (DA-N)	Sports		\$22.00	Christal	Dick	

## FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild	Cox	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Eastman	Cox	Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford	Crawford	
WEHN	105.9	1.4 kw @ 673	Black	ABC, AURN	\$94.00	Christal	Dick	Trussville
WMJJ	96.5	100 kw @ 1026	AC		\$87.00	Sentry	Capstar	
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz	Cox	
WOWC	102.5	83 kw @ 2096	Country	AMFM	\$34.00	Sentry	Capstar	Jasper
WQEN	103.7	77 kw @ 1105	CHR	AMFM	\$ NA	Sentry	Capstar	Gadsden
WRAX	107.7	100 kw @ 1237	AOR-New Rock	Westwd	\$27.00	Christal	Dick	
WYSF	94.5	100 kw @ 1214	Soft AC		\$ 56.00	Christal	Dick	
WZRR	99.5	100 kw @ 870	AOR/Classic AOR		\$90.00	Christal	Dick	
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz	Cox	

Notes: 10/98 WZJT-F (92.5; Dora) changed from Dance CHR (CHR/B) to AOR . . . 10/98 WYDE changed calls to WMKI ("Mickey"); remains Children's . . . 11/98 WEDA-F (97.3; Homewood) began operation, programming CHR. It is LMA'd to Cox Radio . . . 11/98 WFMH-F (101.1; Cullman) changed from Classic Country (C/O) to Contemporary Christian (REL-CC) as WRRS-F; the WFMH-F format & calls moved to WXXR-F (95.5; Holly Pond) . . . 1/99 WEZN & WAGG swapped facilities: the WEZN format & calls moved to 1320; the WAGG format & calls, to 610 . . . 1/99 WENN-F changed from Black to Black Oldies as "Jammin' Oldies." Its LMA by Dick ended; it is now in an LMA-to-buy with Capstar

# BLOOMINGTON

Arbitron Rank: 229	Pop (12+): 119,500	Stations: 21 / 5	Last Year's Revenue: \$7,200,000
MSA Rank: 248		Diaries: 853 / 140:1 / 54.9%	Household Income: \$50,605
MSA Pop: 144,000		Sample Target: 860	Total Retail Sales: \$1.48 Bil.
DMA: 117 (w/Peoria)		% Below Line: 27.1	#1 Biller: WJBC \$2,800,000
Average Persons Rating: 13.6		% Not Listed: 19.1	#1 Billing Portfolio:
Market TSL In Hours: 18.00		Pop per Station: 23,900	Bloomington \$6,400,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WJBC	26 / 16.1	15.8	20.2	17.9		352 / 29.5	32.4	33.5	28 / 398	D	WJBC
1	WBWN-F	26 / 16.1	17.0	17.0	19.0		302 / 25.3	29.4	26.7	36 / 440	C	WBWN-F
3	WBNQ-F	25 / 15.4	15.3	15.8	13.3		423 / 35.4	33.3	33.5	35 / 590	C	WBNQ-F
4	WPBG-F	8 / 4.9	3.5	4.4	4.0		124 / 10.4	12.7	12.6	11 / 206		WPBG-F
4	WIHN-F	8 / 4.9	6.5	5.7	8.1		191 / 16.0	17.4	16.3	10 / 224	B	WIHN-F
6	WLS	7 / 4.3	3.5	2.5	4.0		88 / 7.3	7.1	5.4	10 / 167		WLS

12+ FM Share (Metro): 69.47% ( 91 of 131 ) ( Fall 97: 68.18% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBNQ-F >>	1 WBNQ-F	1 WBNQ-F	1 WBWN-F	1 WBWN-F	1 WJBC >>>	1 WJBC >	1 WBNQ-F <	1 WBNQ-F	1 WBNQ-F	1 WBWN-F <
2 WBWN-F >>	2 WBWN-F >	2 WBWN-F >>	1 WBNQ-F >	2 WBNQ-F >	2 WBWN-F >	2 WBWN-F <	2 WBWN-F	2 WBWN-F >	2 WBWN-F >>	2 WJBC
3 WIHN-F >>	3 WIHN-F	3 WIHN-F	3 WJBC >	3 WJBC >	3 WBNQ-F >	3 WBNQ-F >>	3 WJBC >>>	3 WJBC >	3 WJBC	3 WBNQ-F >>
4 WGLO-F >	3 WJBC	4 WGLO-F	4 WPBG-F	4 WPBG-F	4 WIHN-F <	4 WIHN-F	4 WLS	4 WIHN-F	4 WLS	4 WPBG-F >
	5 WGLO-F >	4 WIHN-F	5 WGLO-F	5 WLS >	5 WGLO-F	4 WPBG-F	5 WIHN-F	5 WIHN-F	4 WLS	5 WIHN-F >
	6 WLS	4 WLS	5 WIHN-F	5 WLS >>	6 WPBG-F >	4 WLS >>	6 WPBG-F	6 WPBG-F	6 WPBG-F	6 WIXO-F >>>

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBNQ-F >>	1 WBNQ-F >>	1 WBNQ-F >	1 WBNQ-F >	1 WBNQ-F	1 WIHN-F	1 WIHN-F	1 WBWN-F	1 WBWN-F	1 WBWN-F >	1 WBWN-F <
2 WBWN-F >>>	2 WBWN-F >>>	2 WBWN-F >>	2 WBWN-F >>	2 WBWN-F >	1 WBNQ-F >	2 WBWN-F	1 WIHN-F >	2 WBNQ-F	2 WJBC	2 WJBC >>
			3 WJBC >>	3 WJBC >>	3 WBWN-F >>	3 WBNQ-F	3 WBNQ-F >>	3 WIHN-F >	2 WBNQ-F	3 WBNQ-F >
			4 WIHN-F	4 WPBG-F >>		4 WGLO-F >>>		4 WGLO-F	4 WGLO-F	
			4 WPBG-F >>					4 WJBC	4 WPBG-F	
								6 WLS >	4 WIHN-F	
									4 WLS >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance				AM	FM	Total	%	Fall 97
WSNI-F	AC	92.9	Colfax	1.2	4.6	2	59	AC	0	(0)	6	(4)	6	(4)	4.6 %	4.5 %
Other Rated Stations - Outside Market				Metro Share	Cume Rating	TSA AQH	Cume	AOR/Classic/NR	0	(0)	21	(5)	21	(5)	16.0 %	15.2 %
WBBM	N	780	Chicago	0.6	1.7	2	63	Black/Urban	0	(0)	1	(1)	1	(1)	0.8 %	1.5 %
WBGE-F	B	92.3	Peoria	0.6	1.5	1	21	CHR	0	(0)	25	(1)	25	(1)	19.1 %	18.9 %
WDKR-F	CL AOR	107.3	Maroa	0.6	2.3	3	74	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WEEK-F	AC	98.5	Eureka	0.6	4.7	3	92	Country	0	(0)	27	(2)	27	(2)	20.6 %	21.2 %
WFYR-F	C	97.3	Elmwood	0.6	1.3	1	30	Full Service	29	(2)	0	(0)	29	(2)	22.1 %	25.8 %
WGCY-F	EZ	106.3	Gibson City	1.9	3.7	11	92	Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WGLO-F	CL AOR	95.5	Pekin	3.7	13.0	16	267	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WGN	FS/T	720	Chicago	1.9	5.4	10	180	News/Talk	8	(3)	0	(0)	8	(3)	6.1 %	3.8 %
WIXO-F	AOR-NR	99.9	Bartonville	1.9	7.4	4	130	Oldies	0	(0)	8	(1)	8	(1)	6.1 %	6.1 %
WJEZ-F	AC	93.7	Pontiac	0.6	2.4	6	130	Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WMAQ	N	670	Chicago	0.6	3.1	2	81	Religion/Gospel	3	(1)	0	(0)	3	(1)	2.3 %	0.8 %
WPEO	REL	1020	Peoria	1.9	1.8	3	31	Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.8 %
WSWT-F	AC	106.9	Peoria	1.2	6.3	7	160	Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WWCT-F	AOR	105.7	Peoria	1.9	9.4	8	201	Standards/EZ	0	(0)	3	(1)	3	(1)	2.3 %	1.5 %
								<b>Totals</b>	<b>40</b>	<b>(6)</b>	<b>91</b>	<b>(15)</b>	<b>131</b>	<b>(21)</b>		

# BLOOMINGTON

Consolidation Report	12+	25-54	Revenue
<b>Bloomington</b> WBNQ-FM, WBWN-FM, WJBC-AM	47.6 %	44.1 %	88.9 %
<b>Kelly</b> WIHN-FM, WSNI-FM	6.1 %	6.0 %	8.5 %
	<b>53.7 %</b>	<b>50.1 %</b>	<b>97.4 %</b>

## AM Stations

WJBC	1240	1 kw	Full Service	ABC	\$48.00	Mc-Guild	Bloomington
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## FM Stations

WBNQ	101.5	50 kw @ 459	CHR		\$35.00	Mc-Guild	Bloomington	
WBWN	104.1	25 kw @ 328	Country		\$35.00	Mc-Guild	Bloomington	Leroy
WIHN	96.7	3.9 kw @ 410	AOR	ABC	\$20.00	D&R	Kelly	Normal
WSNI	92.9	6 kw @ 328	AC	ABC	\$ NA	D&R	Kelly	Colfax

Notes: Other ranked stations -- See Chicago or Peoria . . . Bloomington was not measured in Fall 1996

# BOISE

Arbitron Rank: 126 Pop (12+): 320,300	Stations: 23 / 22	Last Year's Revenue: \$16,200,000
MSA Rank: 131	Diaries: 710 / 451:1 / 55.6%	Household Income: \$44,339
MSA Pop: 392,000	Sample Target: 690	Total Retail Sales: \$4.4 Bil.
DMA: 127	% Below Line: 0.6	#1 Biller: KCIX-F \$1,900,000
Average Persons Rating: 14.5	% Not Listed: 13.1	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 14,559	Citadel \$6,940,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KLTB-F	O	38 / 8.2	8.6	4.5	5.7	4.2	543 / 17.0	15.7	13.9	52 / 727	B	KLTB-F
2	KZMG-F	CHR	37 / 8.0	8.4	8.9	9.2	10.5	676 / 21.1	21.8	25.1	57 / 915	C	KZMG-F
2	KXLT-F	SAC	37 / 8.0	6.9	6.9	4.9	4.6	454 / 14.2	14.9	14.5	46 / 614	C	KXLT-F
2	KQFC-F	C	37 / 8.0	6.4	9.4	7.4	8.8	516 / 16.1	15.2	18.0	47 / 653	C	KQFC-F
5	KIDO	T/N	34 / 7.3	6.6	5.8	8.0	9.7	534 / 16.7	15.1	12.8	38 / 615	C	KIDO
6	KIZN-F	C	27 / 5.8	6.0	8.3	9.0	9.4	503 / 15.7	15.4	18.1	42 / 719	C	KIZN-F
7	KJOT-F	AOR	21 / 4.5	2.4	3.6	4.5	6.4	361 / 11.3	8.9	11.1	33 / 542	C	KJOT-F
8	KBOI	FS	20 / 4.3	5.3	6.0	5.9	5.0	496 / 15.5	12.7	15.5	28 / 695	C	KBOI
9	KKGL-F	CL AOR	18 / 3.9	2.7	5.8	2.5	2.0	360 / 11.3	9.6	12.9	23 / 445	B	KKGL-F
9	KGEM	ST	18 / 3.9	4.9	3.6	2.5	5.3	200 / 6.2	9.6	10.1	20 / 259	A	KGEM
9	KARO-F	AOR	18 / 3.9	4.9	4.9	6.2	3.9	373 / 11.6	14.0	12.9	22 / 471	B	KARO-F
12	KQXR-F	AOR-NR	17 / 3.7	4.9	3.8	4.9	4.6	399 / 12.5	10.2	11.2	19 / 471	B	KQXR-F
13	KCIX-F	AC	16 / 3.4	5.3	5.4	6.2	6.8	339 / 10.6	13.2	15.3	23 / 443	C	KCIX-F
14	KTPZ-F	CHR	13 / 2.8	3.1	1.6			281 / 8.8	11.4	4.4	27 / 529		KTPZ-F
15	KFXD	C/O	10 / 2.2	1.6	2.0	0.4	1.1	164 / 5.1	5.0	4.5	14 / 237		KFXD

12+ FM Share (Metro): 76.73% (310 of 404) (Fall 97: 79.15%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZMG-F >>>	1 KZMG-F	1 KQFC-F	1 KLTB-F <	1 KXLT-F	1 KLTB-F <	1 KQFC-F	1 KLTB-F	1 KXLT-F <	1 KZMG-F	1 KZMG-F
2 KTPZ-F	2 KQFC-F	2 KZMG-F <	2 KXLT-F <	1 KLTB-F	2 KIDO	2 KLTB-F <	2 KIDO <	2 KLTB-F <	2 KQFC-F	2 KQFC-F
2 KQXR-F >>>	3 KJOT-F	3 KLTB-F	3 KQFC-F <	3 KQFC-F <	3 KXLT-F	3 KXLT-F	3 KXLT-F	3 KZMG-F	3 KIDO	3 KIZN-F <
	4 KXLT-F	4 KXLT-F <	4 KIZN-F	4 KIZN-F	4 KQFC-F	4 KIDO	4 KQFC-F	4 KQFC-F	4 KXLT-F >	4 KXLT-F
	4 KARO-F >	5 KIZN-F	5 KZMG-F <	5 KZMG-F	5 KIZN-F	5 KZMG-F	5 KZMG-F <	5 KIZN-F <	5 KGEM	4 KLTB-F
	6 KCIX-F	6 KJOT-F	6 KJOT-F	6 KJOT-F <	5 KGEM <	6 KJOT-F <	6 KIZN-F <	6 KIDO	6 KIZN-F	6 KGEM <
	6 KKGL-F	7 KKGL-F	7 KKGL-F <	7 KIDO	7 KBOI >	7 KBOI	7 KBOI <	7 KJOT-F	6 KTPZ-F <	7 KIDO
	6 KQXR-F	7 KARO-F	8 KIDO	7 KKGL-F	8 KKGL-F	7 KIZN-F <	8 KJOT-F	8 KCIX-F	8 KQXR-F	7 KQXR-F <
	6 KIZN-F	9 KCIX-F	8 KARO-F	9 KARO-F	9 KARO-F	9 KARO-F	9 KKGL-F <	8 KARO-F	9 KLTB-F	9 KKGL-F
			10 KCIX-F	10 KBOI		10 KKGL-F	10 KGEM	10 KQXR-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KQFC-F	1 KQFC-F	1 KXLT-F	1 KXLT-F	1 KXLT-F	1 KZMG-F >	1 KJOT-F	1 KJOT-F	1 KJOT-F >	1 KJOT-F	1 KIZN-F
2 KCIX-F	2 KZMG-F	2 KZMG-F	1 KLTB-F	2 KLTB-F	2 KJOT-F	1 KZMG-F >	2 KARO-F	2 KQFC-F	2 KLTB-F	1 KZMG-F
3 KZMG-F >	3 KXLT-F	3 KQFC-F	1 KQFC-F <	3 KIZN-F <	2 KTPZ-F	3 KARO-F	3 KZMG-F >	3 KZMG-F	3 KARO-F	3 KQFC-F
4 KJOT-F	4 KKGL-F	4 KKGL-F	4 KZMG-F <	4 KZMG-F	2 KQXR-F >	4 KQFC-F	4 KIDO	3 KARO-F <	4 KIDO	3 KIDO
4 KTPZ-F	4 KCIX-F	5 KIZN-F	5 KIZN-F >	4 KQFC-F >	5 KQFC-F >>	5 KQXR-F	4 KTIK	5 KIDO	4 KQFC-F	
4 KARO-F	6 KIZN-F	6 KCIX-F >	6 KCIX-F >	6 KKGL-F	6 KTPZ-F	4 KQFC-F >>	6 KLTB-F	6 KLTB-F	6 KKGL-F	
4 KLTB-F >>>	6 KLTB-F	7 KKGL-F >>	7 KCIX-F	8 KIDO	7 KIDO	7 KIZN-F	7 KQXR-F	7 KQXR-F	6 KXLT-F	
					7 KTIK >	7 KTIK >	9 KKGL-F	9 KKGL-F	9 KBOI	
							9 KXLT-F >	9 KXLT-F >		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBXL-F	REL	94.5	Caldwell	0.9	2.8	7 128	KGZH-F	C	98.7	Nyssa. OR	0.6	2.3	3 94
KCID	C/O	1490	Caldwell	1.1	1.8	5 56							
KCID-F	AC-NR	107.1	Caldwell	1.7	10.0	11 396							
KFXJ-F	AOR-P	94.9	Nampa	1.7	5.3	14 200							
KMXM-F	C	100.7	Gooding	0.6	1.9	13 224							
KTIK	SPRTS	1340	Nampa	1.5	3.8	7 129							
KWEI-F	SP-VA	99.5	Fruiland	1.1	2.6	7 99							

# BOISE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Citadel</b> KBOI-AM, KIZN-FM, KKGL-FM, KQFC-FM, KZMG-FM	30.0 %	31.1 %	42.8 %	AC	0 (0)	24 (2)	24 (2)	5.9 %	7.8 %
<b>Jacor</b> KARO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KLTB-FM, KXLT-FM	33.0 %	35.3 %	39.1 %	AOR/Classic/NR	0 (0)	82 (5)	82 (5)	20.3 %	24.1 %
<b>Journal Broadcast Group</b> KCID-FM, KGEM-AM, KJOT-FM, KOXR-FM	13.8 %	11.4 %	14.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	50 (2)	50 (2)	12.4 %	10.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	15 (2)	70 (4)	85 (6)	21.0 %	21.6 %
				Full Service	20 (1)	0 (0)	20 (1)	5.0 %	6.8 %
				Hispanic	0 (0)	5 (1)	5 (1)	1.2 %	2.8 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	34 (1)	0 (0)	34 (1)	8.4 %	8.8 %
				Oldies	0 (0)	38 (1)	38 (1)	9.4 %	5.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	4 (1)	4 (1)	1.0 %	0.0 %
				Soft AC	0 (0)	37 (1)	37 (1)	9.2 %	7.8 %
				Sports	7 (1)	0 (0)	7 (1)	1.7 %	1.3 %
				Standards/EZ	18 (1)	0 (0)	18 (1)	4.5 %	4.0 %
				<b>Totals</b>	<b>94 (6)</b>	<b>310 (17)</b>	<b>404 (23)</b>		

## AM Stations

KBOI	670	50 kw (DA-N)	Full Service	Westwd, ABC	\$30.00	Katz	Citadel	
KFXD	580	5 kw (DA-N)	Classic Country	CNN, Westwd	\$ NA	Christal	Jacor	Nampa
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Journal Bcst Gp	
KIDO	630	5 kw (DA-2)	Talk/News	Westwd	\$27.00	Christal	Jacor	

## FM Stations

KARO	103.3	54 kw @ 2588	AOR		\$35.00	Christal	Jacor	Caldwell
KCIX	105.9	49 kw @ 2699	AC		\$35.00	Mc-Guild	Jacor	Garden City
KIZN	92.3	44 kw @ 2499	Country		\$32.00	Banner	Citadel	
KJOT	105.1	53 kw @ 2588	AOR		\$25.00	Allied	Journal Bcst Gp	
KKGL	96.9	44 kw @ 2519	Classic AOR		\$<20.00	Katz	Citadel	Nampa
KLTB	104.3	52 kw @ 2578	Oldies		\$25.00	Christal	Jacor	
KQFC	97.9	47 kw @ 2499	Country		\$51.00	Katz	Citadel	
KQXR	100.3	100 kw @ 708	New Rock		\$<20.00	Allied	Journal Bcst Gp	Payette
KTPZ	99.1	80 kw @ 2192	CHR		\$ NA	Tacher	KMXM-F	Mountain Home
KXLT	107.9	45 kw @ 2684	Soft AC		\$<20.00	Christal	Jacor	Eagle
KZMG	93.1	50 kw @ 2631	CHR		\$35.00	Banner	Citadel	New Plymouth

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KARO-F; KCIX-F; KFXD; KIDO; KLTB-F; KXLT-F



# BOSTON

Arbitron Rank: 8 Pop (12+): 3,700,800	Stations: 36 / 29	Last Year's Revenue: \$219,000,000
MSA Rank: 7	Diaries: 4,806 / 770:1 / 55.4%	Household Income: \$58,141
MSA Pop: 3,870,000	Sample Target: 4,100	Total Retail Sales: \$42.8 Bil.
DMA: 6	% Below Line: 4.7	#1 Biller: WBZ \$26,000,000
Average Persons Rating: 16.1	% Not Listed: 16.2	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 127,614	CBS/Infinity \$93,530,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WBZ	N/T	520 / 8.7	7.9	7.8	7.9	9.4	8.1	8648 / 23.4	21.9	25.1	615 / 10627	K	WBZ
2 WJMN-F	CHR	378 / 6.3	6.8	7.1	6.6	6.2	6.7	6289 / 17.0	18.7	17.2	516 / 9187	I	WJMN-F
3 WMJX-F	AC	327 / 5.5	6.8	6.0	6.8	6.0	6.3	5359 / 14.5	16.4	16.0	362 / 6193	J	WMJX-F
4 WBCN-F	AOR	321 / 5.4	5.7	5.8	5.5	5.2	5.6	6782 / 18.3	16.9	19.1	409 / 8626	K	WBCN-F
5 WXKS-F	CHR/VAC	299 / 5.0	5.6	5.8	6.3	5.9	5.7	6624 / 17.9	19.8	19.9	337 / 7931	K	WXKS-F
6 WRKO	T	294 / 4.9	6.0	5.7	5.7	6.4	5.6	4439 / 12.0	11.9	13.4	351 / 5474	H	WRKO
7 WODS-F	O	254 / 4.3	4.6	4.1	4.3	5.0	4.3	4961 / 13.4	12.8	14.8	308 / 6235	J	WODS-F
8 WBMX-F	AC	244 / 4.1	4.8	4.6	3.9	3.6	4.3	5602 / 15.1	15.3	13.3	315 / 7360	I	WBMX-F
9 WCRB-F	CL	232 / 3.9	3.3	4.6	4.8	4.0	4.1	4001 / 10.8	11.4	11.0	319 / 5309	E	WCRB-F
10 WEEI	SPRTS	226 / 3.8	3.6	3.9	3.7	3.4	3.7	4091 / 11.1	12.4	9.7	271 / 4957	K	WEEI
11 WKLB-F	C	208 / 3.5	2.7	2.5	3.3	3.2	3.0	2678 / 7.2	5.8	6.9	259 / 3464	G	WKLB-F
12 WAAF-F	AOR-NR	205 / 3.4	2.6	3.2	2.7	3.0	3.0	3174 / 8.6	8.2	7.9	296 / 4697	G	WAAF-F
13 WZLX-F	CL AOR	191 / 3.2	3.3	3.2	3.0	3.3	3.2	3482 / 9.4	10.8	10.4	240 / 4380	I	WZLX-F
14 WROR-F	AC	178 / 3.0	2.8	3.0	2.7	2.9	2.9	3242 / 8.8	8.6	8.5	209 / 3813	H	WROR-F
15 WSJZ-F	J	145 / 2.4	2.3	2.4	2.8	1.8	2.5	2232 / 6.0	6.1	5.0	169 / 2609	E	WSJZ-F
16 WEGO-F	CL HITS	138 / 2.3	2.6	2.2	2.1	2.7	2.3	2863 / 7.7	8.5	10.0	165 / 3487	G	WEGO-F
17 WBOS-F	AOR-P	101 / 1.7	2.0	2.2	2.5	2.1	2.1	2712 / 7.3	10.2	10.5	129 / 3514	H	WBOS-F
18 WXKS	ST	94 / 1.6	2.3	1.7	1.4	2.5	1.7	1266 / 3.4	3.6	4.7	94 / 1266	A	WXKS
19 WFNX-F	AOR-NR	79 / 1.3	1.6	1.2	1.2	1.2	1.3	2070 / 5.6	5.6	5.1	81 / 2154	D	WFNX-F

12+ FM Share (Metro): 73.18% (3616 of 4941) (Fall 97: 69.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WMJX-F <	1 WBZ >	1 WBZ >	1 WMJX-F	1 WBZ <	1 WBZ <	1 WBZ <
2 WXKS-F	2 WJMN-F <	2 WJMN-F <	2 WMJX-F	2 WBCN-F <	2 WRKO	2 WBCN-F	2 WBZ <	2 WJMN-F	2 WJMN-F >	2 WJMN-F >
3 WAAF-F >	3 WXKS-F	3 WXKS-F <	2 WBMX-F <	3 WBZ <	3 WODS-F <	3 WJMN-F <	3 WRKC	3 WRKO	3 WMJX-F <	3 WXKS-F <
4 WBCN-F >>	4 WBMX-F <	4 WBMX-F <	4 WXKS-F	4 WBMX-F <	4 WMJX-F <	4 WXKS-F	4 WODS-F	4 WXKS-F <	4 WXKS-F	4 WBCN-F <
	5 WAAF-F	5 WMJX-F	5 WBZ	5 WXKS-F <	5 WCRB-F	5 WRKO <	4 WBMX-F <	5 WMJX-F <	5 WAAF-F <	5 WCRB-F
	6 WMJX-F	6 WZLX-F <	5 WJMN-F <	6 WODS-F <	6 WEEI <	6 WBMX-F	6 WBCN-F	6 WBCN-F	6 WCRB-F	5 WODS-F <
	7 WZLX-F <	7 WAAF-F	7 WZLX-F	7 WZLX-F <	7 WKLB-F <	6 WEEI <	6 WJMN-F <	7 WODS-F <	7 WBCN-F	7 WMJX-F <
	8 WEGO-F	8 WBZ	8 WEEI	8 WEEI	8 WROR-F <	8 WROR-F <	8 WXKS-F <	8 WEEI	8 WBMX-F	8 WRKO <
	9 WFNX-F	9 WEGO-F <	9 WODS-F	8 WJMN-F	9 WSJZ-F	9 WMJX-F	9 WEEI	8 WAAF-F <	8 WRKO <	9 WKLB-F
	10 WEEI	10 WEEI <	9 WROR-F	10 WROR-F <	10 WZLX-F	10 WODS-F	9 WZLX-F <	10 WBMX-F	10 WODS-F	10 WBMX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMN-F	1 WXKS-F	1 WXKS-F	1 WXKS-F <	1 WMJX-F	1 WBCN-F <	1 WBCN-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F	1 WBZ >>>
2 WXKS-F	2 WJMN-F <	2 WBMX-F	2 WMJX-F <	2 WBMX-F <	2 WAAF-F >	2 WAAF-F >	2 WAAF-F	2 WZLX-F <	2 WEEI	2 WRKO <
3 WBMX-F	3 WBMX-F	3 WJMN-F	3 WBMX-F <	3 WXKS-F	3 WJMN-F >	3 WJMN-F	3 WEEI	3 WEEI	3 WBZ <	3 WMJX-F <
4 WMJX-F <	4 WMJX-F	4 WMJX-F	4 WJMN-F >	4 WJMN-F	4 WZLX-F	4 WZLX-F	4 WZLX-F <	3 WAAF-F	4 WZLX-F >	4 WJMN-F
5 WBCN-F	5 WBCN-F >	5 WBCN-F	5 WBCN-F	5 WODS-F <	5 WXKS-F	5 WBMX-F	5 WBMX-F	5 WJMN-F	5 WODS-F	
6 WAAF-F >	6 WAAF-F <	6 WEGO-F <	6 WROR-F <	6 WCRB-F	6 WEGO-F	5 WXKS-F <	6 WJMN-F <	5 WBZ	6 WAAF-F	
7 WEGO-F >	7 WEGO-F >	7 WKLB-F >	7 WEGO-F <	6 WROR-F <	7 WBMX-F	7 WEEI	7 WXKS-F	7 WXKS-F <	7 WMJX-F	
	8 WKLB-F	8 WFNX-F <	8 WODS-F <	8 WKLB-F <		8 WEGO-F <	8 WBZ	8 WBMX-F	7 WBMX-F	
	9 WFNX-F <	9 WAAF-F	9 WKLB-F <	9 WBZ		9 WFNX-F	9 WFNX-F <	9 WEGO-F <	7 WJMN-F <	
	10 WBOS-F	9 WILD <	10 WCRB-F	10 WEGO-F <		10 WBZ <	10 WMJX-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBOQ-F	CL	104.9	Gloucester	0.3	0.9	21	420	WCTK-F	C	98.1	New Bedford	0.5	1.3	126	1911
WCAV-F	C	97.7	Brockton	0.4	0.8	26	379	WGR-F	AOR	101.1	Manchester, NH	0.9	2.4	107	1836
WESX	ST	1230	Salem	0.2	0.6	12	234	WHJY-F	AOR	94.1	Providence	0.5	1.4	164	2550
WEZE	REL	590	Boston	0.5	1.1	32	473	WOKO-F	C	97.5	Portsmouth, NH	0.6	1.9	139	1991
WILD	B	1090	Boston	0.9	1.5	56	560	WSRS-F	SAC	95.1	Worcester	0.4	1.4	135	1816
WJDA	ST	1300	Quincy	0.4	0.9	22	328	WXLO-F	AC	104.5	Fitchburg	1.0	4.0	122	2681
WJIB	EZ	740	Cambridge	0.5	1.2	28	455	WZID-F	AC/SAC	95.7	Manchester, NH	1.0	2.0	128	1600
WNFT	AOR-NR	1150	Boston	0.4	1.0	25	384								
WRCA	E	1330	Waltham	0.4	0.9	23	331								
WXR-V	AOR-P	92.5	Haverhill	0.9	3.4	74	1665								

# BOSTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> WBCN-FM, WBMX-FM, WBZ-AM, WODS-FM, WZLX-FM	25.7 %	25.7 %	42.7 %	AC	0 (0)	809 (4)	809 (4)	16.4 %	15.3 %
<b>Chancellor</b> WJMN-FM, WXKS-AM, WXKS-FM	12.9 %	9.8 %	15.4 %	AOR/Classical/NR	25 (1)	1026 (8)	1051 (9)	21.3 %	20.2 %
<b>Entercom</b> WAAF-FM, WEEI-AM, WEGQ-FM, WRKO-FM	9.5 %	10.0 %	19.4 %	Black/Urban	55 (1)	0 (0)	55 (1)	1.1 %	2.1 %
<b>Greater Media</b> WBOS-FM, WKLB-FM, WROR-FM, WSJZ-FM	10.6 %	12.8 %	18.6 %	CHR	0 (0)	677 (2)	677 (2)	13.7 %	14.3 %
				Classical	0 (0)	251 (2)	251 (2)	5.1 %	4.7 %
				Country	0 (0)	291 (4)	291 (4)	5.9 %	3.8 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	145 (1)	145 (1)	2.9 %	2.6 %
				News/Talk	814 (2)	0 (0)	814 (2)	16.5 %	19.0 %
				Oldies	0 (0)	392 (2)	392 (2)	7.9 %	9.1 %
				Others/Unknown	23 (1)	0 (0)	23 (1)	0.5 %	0.4 %
				Religion/Gospel	27 (1)	0 (0)	27 (1)	0.5 %	1.0 %
				Soft AC	0 (0)	25 (1)	25 (1)	0.5 %	0.0 %
				Sports	226 (1)	0 (0)	226 (1)	4.6 %	4.0 %
				Standards/EZ	155 (4)	0 (0)	155 (4)	3.1 %	3.5 %
				<b>Totals</b>	<b>1325 (11)</b>	<b>3616 (24)</b>	<b>4941 (35)</b>		

## AM Stations

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

## FM Stations

Station	Freq	Power	Format	Parent	Revenue	Group	Company	City
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	Entercom	Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	CBS	CBS/Infinity	
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal	CBS/Infinity	
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Mc-Guild	Greater Media	Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied	Charles River	Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	Entercom	Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock	Westwd	\$60.00	Allied		Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor	
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media	
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media	
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	CBS/Infinity	
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild	Greater Media	Framingham
WSJZ	96.9	9 kw @ 1152	Jazz		\$150.00	Mc-Guild	Greater Media	
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor	Medford
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	CBS/Infinity	

Notes: Portions of Worcester County, MA and Hillsborough County, NH have been added to the Boston metro survey area . . . 9/98 WNFT (1150) sold by CBS/Infinity to Mega for \$5,000,000 . . . 10/98 WBPS (890; Dedham) sold to Mega for \$4,000,000 . . . 11/98 WNFT changed to Hispanic-Tropical . . . 11/98 WBPS changed from Variety to Hispanic AC . . . 1/99 WCRB-F changed its facility to 8.1 kw @ 1152'

# BRIDGEPORT

**Arbitron Rank: 108 Pop (12+): 376,000**  
**MSA Rank: 69 (Fairfield Co.)**  
**MSA Pop: 832,000**  
**DMA: NY (#1)**  
**Average Persons Rating: 17.2**  
**Market TSL In Hours: 22.50**

**Stations: 39 / 5**  
**Diaries: 1,232 / 305:1 / 47.1%**  
**Sample Target: 1,210**  
**% Below Line: 51.5**  
**% Not Listed: 11.3**  
**Pop per Station: 75,200**

**Last Year's Revenue: \$29,500,000**  
**Household Income: \$59,313**  
**Total Retail Sales: \$5.0 Bil.**  
**#1 Biller: WEBE-F \$8,300,000**  
**#1 Billing Portfolio: Fairfield/ML combo \$11,200,000**

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WEBE-F	AC	86 / 13.3	10.4	10.5	8.6	1031 / 27.4	24.0	24.2	86 / 1031	H	WEBE-F
2	WICC	FS	71 / 11.0	11.6	16.4	12.9	967 / 25.7	25.4	30.5	71 / 967	D	WICC
3	WEZN-F	SAC	67 / 10.4	12.2	13.0	12.7	946 / 25.2	26.7	28.1	67 / 946	G	WEZN-F
4	WFAN	SPRTS	33 / 5.1	4.4	5.1	4.1	562 / 14.9	13.3	13.7	33 / 562		WFAN
5	WPLR-F	AOR	30 / 4.7	2.6	4.6	4.8	504 / 13.4	11.5	12.8	30 / 504		WPLR-F
6	WQHT-F	U/CHR	28 / 4.3	4.8	3.9	4.1	413 / 11.0	10.6	10.2	28 / 413		WQHT-F
7	WKCI-F	CHR	26 / 4.0	4.5	3.8	4.9	577 / 15.3	15.7	15.6	26 / 577		WKCI-F
8	WCBS	N	19 / 2.9	2.6	2.6	3.6	454 / 12.1	11.8	11.7	19 / 454		WCBS
9	WSKQ-F	SP-TP	16 / 2.5	3.2	2.1	1.3	217 / 5.8	4.6	4.6	16 / 217		WSKQ-F
10	WXRK-F	T/NR	13 / 2.0	1.7	1.5	1.5	286 / 7.6	5.6	5.0	13 / 286		WXRK-F
10	WWYZ-F	C	13 / 2.0	2.9	3.4	3.8	206 / 5.5	7.2	7.3	13 / 206		WWYZ-F
10	WRKS-F	B/A/C	13 / 2.0	2.3	2.1	1.8	180 / 4.8	5.8	5.7	13 / 180		WRKS-F
10	WOR	T	13 / 2.0	1.5	1.3	1.3	153 / 4.1	3.5	3.2	13 / 153		WOR

12+ FM Share (Metro): 69.76% (399 of 572) (Fall 97: 66.36%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F >>>	1 WEBE-F <	1 WEBE-F	1 WEBE-F >	1 WEBE-F >	1 WICC <	1 WICC >	1 WEBE-F >	1 WEBE-F >	1 WEBE-F <	1 WICC >
2 WKCI-F	2 WEZN-F	2 WEZN-F >	2 WEZN-F >	2 WEZN-F >	2 WEBE-F >	2 WEBE-F <	2 WEZN-F >	2 WEZN-F	2 WEZN-F	2 WEBE-F
2 WEZN-F >>	3 WQHT-F	3 WPLR-F >	3 WPLR-F	3 WICC <	3 WEZN-F >	3 WEZN-F >	3 WICC >	3 WICC	3 WQHT-F >	3 WEZN-F >
	4 WKCI-F	4 WFAN	4 WICC	4 WPLR-F	4 WFAN >	4 WFAN >	4 WPLR-F <	4 WQHT-F	4 WICC <	4 WQHT-F >
	4 WPLR-F	4 WKCI-F <	4 WFAN	5 WFAN	5 WPLR-F	5 WPLR-F	5 WFAN	5 WFAN	5 WSKQ-F <	5 WFAN
	6 WMRQ-F	6 WQHT-F	6 WKCI-F >	6 WKCI-F >	6 WXRK-F	6 WXRK-F	6 WKCI-F	5 WPLR-F >	6 WOR	5 WPLR-F
		6 WICC >							6 WKCI-F	5 WKCI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHT-F >>	1 WEBE-F	1 WEBE-F	1 WEBE-F	1 WEBE-F	1 WQHT-F	1 WPLR-F >	1 WPLR-F >	1 WPLR-F	1 WPLR-F	1 WICC >
2 WEBE-F	2 WEZN-F >	2 WEZN-F >>	2 WEZN-F >>	2 WEZN-F >>	2 WEZN-F	2 WKCI-F	2 WXRK-F	2 WEBE-F	1 WEBE-F	2 WEZN-F >
3 WEZN-F >	3 WQHT-F	3 WKCI-F >>	3 WQHT-F	3 WICC >	2 WMRQ-F >>	3 WXRK-F	2 WKCI-F	3 WFAN	3 WFAN >	3 WEBE-F >>
4 WKCI-F	4 WKCI-F >>		3 WKCI-F <	4 WKCI-F >	4 WXRK-F >>	3 WEZN-F	4 WWYZ-F	4 WEZN-F	4 WEZN-F	
4 WPLR-F			5 WICC >			3 WQHT-F	4 WSKQ-F	5 WXRK-F	4 WICC >	
4 WMRQ-F >>						3 WMRQ-F	4 WFAN	6 WICC		
							7 WEZN-F >	6 WKCI-F		
								6 WSKQ-F		

# BRIDGEPORT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Fall 97
WCUM	SP	1450	Bridgeport	1.6	2.7	10	101	AC	0 (0)	95 (4)	95 (4)	16.6 %	12.3 %
WFIF	REL	1500	Fairfield	0.8	1.5	5	55	AOR/Classic/NR	0 (0)	74 (7)	74 (7)	12.9 %	11.8 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume						
WABC	T	770	New York	1.2	4.5	8	168	Black/Urban	0 (0)	44 (3)	44 (3)	7.7 %	8.2 %
WALK-F	AC	97.5	Patchogue, NY	0.5	3.4	3	127	CHR	0 (0)	47 (5)	47 (5)	8.2 %	6.9 %
WAVZ	ST	1300	New Haven	0.6	1.0	4	36	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
WBIX-F	AC	105.1	New York	0.3	2.1	2	80	Country	0 (0)	13 (1)	13 (1)	2.3 %	3.9 %
WBLI-F	AC/CHR	106.1	Patchogue, NY	0.6	4.4	4	165	Full Service	76 (2)	0 (0)	76 (2)	13.3 %	19.1 %
WBLS-F	B/AC	107.5	New York	0.5	2.3	3	88	Hispanic	10 (1)	24 (2)	34 (3)	5.9 %	3.2 %
WCBS-F	O	101.1	New York	0.5	2.5	3	94	Jazz	0 (0)	9 (1)	9 (1)	1.6 %	1.5 %
WDRC-F	O	102.9	Hartford	1.6	5.9	10	222	News/Talk	40 (3)	0 (0)	40 (3)	7.0 %	5.4 %
WEFX-F	CL AOR	95.9	Norwalk	1.2	5.3	8	199	Oldies	0 (0)	24 (4)	24 (4)	4.2 %	3.2 %
WELI	FS	960	New Haven	0.8	2.2	5	81	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHCF-F	CL AOR	105.9	Hartford	0.5	2.0	3	76	Religion/Gospel	5 (1)	0 (0)	5 (1)	0.9 %	1.1 %
WHTZ-F	CHR	100.3	Newark, NJ	0.8	5.0	5	188	Soft AC	0 (0)	69 (2)	69 (2)	12.1 %	14.8 %
WKHL-F	O	96.7	Stamford	1.1	3.8	7	141	Sports	33 (1)	0 (0)	33 (1)	5.8 %	5.8 %
WKSS-F	CHR	95.7	Meriden	1.1	4.3	7	163	Standards/EZ	9 (2)	0 (0)	9 (2)	1.6 %	1.9 %
WKUU-F	CHR/U	103.5	Lake Success, NY	0.8	5.4	5	204	Totals	173 (10)	399 (29)	572 (39)		
WLTW-F	SAC	106.7	New York	0.3	1.3	2	49						
WMRQ-F	AOR-NR	104.1	Waterbury	1.9	5.8	12	220						
WNEW-F	CL AOR	102.7	New York	0.3	2.1	2	80						
WPAT-F	SP	93.1	Paterson, NJ	1.2	3.2	8	121						
WPLJ-F	CHR/AC	95.5	New York	0.6	3.3	4	125						
WQCD-F	J	101.9	New York	1.4	4.6	9	171						
WQEW	ST	1560	New York	0.8	1.6	5	60						
WRKI-F	AOR	95.1	Brookfield	0.9	5.2	6	197						
WZMX-F	CL HITS	93.7	Hartford	0.6	2.8	4	106						

### AM Stations

WICC	600	1 kw/0.5 kw (DA-2)	Full Service	\$50.00	Banner	Fairfield/ML
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### FM Stations

WEBE	107.9	50 kw @ 384	AC	\$110.00	Banner	Fairfield/ML	Westport
WEZN	99.9	27.5 kw @ 669	Soft AC	\$117.00	Katz	Cox	

Notes: Other ranked stations – See New Haven, New York or Hartford . . . The Metro & Total survey areas are the same . . . There is no Consolidation Report (no duopolies in place) . . . Revenue data is for all of Fairfield County

# BUFFALO

Arbitron Rank: 43 Pop (12+): 972,800  
 MSA Rank: 46  
 MSA Pop: 1,170,000  
 DMA: 39  
 Average Persons Rating: 16.9  
 Market TSL in Hours: 22.00

Stations: 24 / 22  
 Diaries: 2,490 / 391:1 / 58.5%  
 Sample Target: 2,420  
 % Below Line: 2.2  
 % Not Listed: 10.4  
 Pop per Station: 44.218

Last Year's Revenue: \$44,600,000  
 Household Income: \$41,960  
 Total Retail Sales: \$10.2 Bil.  
 #1 Biller: WBEN \$6,750,000  
 #1 Billing Portfolio:  
 Sinclair Broadcast Group \$18,020,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WYRK-F	C	162 / 9.9	87	83	8.7	10.3	8.9	1927 / 19.8	15.6	18.6	188 / 2257	F	WYRK-F
2 WBEN	FS/T	130 / 7.9	71	79	8.5	10.2	7.9	2120 / 21.8	20.0	29.3	141 / 2301	G	WBEN
3 WBLK-F	B	129 / 7.9	8.0	7.5	7.8	6.6	7.8	1493 / 15.3	15.0	14.4	135 / 1578	D	WBLK-F
4 WGRF-F	AOR/CL	127 / 7.7	8.5	7.6	7.5	7.5	7.8	2195 / 22.6	18.9	17.7	148 / 2466	G	WGRF-F
5 WJYE-F	SAC	123 / 7.5	7.2	8.5	8.0	8.3	7.8	1783 / 18.3	20.2	16.7	130 / 1945	F	WJYE-F
6 WKSE-F	CHR	115 / 7.0	7.0	7.6	6.6	6.4	7.1	2140 / 22.0	23.7	22.2	125 / 2432	F	WKSE-F
7 WHTT-F	O	102 / 6.2	6.8	7.7	7.2	6.4	7.0	1858 / 19.1	23.1	19.2	116 / 2156	F^	WHTT-F
8 WGR	T	87 / 5.3	4.7	5.5	5.6	5.2	5.3	1681 / 17.3	16.5	16.6	98 / 1906	D*	WGR
9 WECK	ST	85 / 5.2	6.8	4.8	6.1	4.6	5.7	1108 / 11.4	10.8	10.6	87 / 1143	A	WECK
10 WMJQ-F	AC/CHR	78 / 4.8	5.0	4.2	4.6	4.9	4.6	1487 / 15.3	14.4	14.1	118 / 2240	F	WMJQ-F
11 WEDG-F	AOR-NR	74 / 4.5	4.8	4.6	4.5	4.1	4.6	1682 / 17.3	14.5	13.9	88 / 1949	E	WEDG-F
12 WLCE-F	AC-NR	54 / 3.3	3.4	4.0	4.6	5.2	3.8	1490 / 15.3	16.4	19.0	73 / 1973	C	WLCE-F
13 WNUC-F	C	27 / 1.6	1.4	1.0	1.3	1.5	1.3	686 / 7.1	5.4	6.9	49 / 1066	B	WNUC-F
14 CKEY-F	AOR-P	25 / 1.5	1.3	1.5	1.2	0.5	1.4	705 / 7.2	6.5	3.4	25 / 729	*	CKEY-F
15 WWKB	SPRTS	23 / 1.4	1.1	0.7	0.6	0.8	1.0	472 / 4.9	3.1	3.0	24 / 495	*	WWKB
16 WWWWS	B/O	22 / 1.3	1.6	1.4	1.5	1.0	1.5	323 / 3.3	2.6	2.3	22 / 323	A	WWWWS
16 WHTT	B/G	22 / 1.3	0.4	0.4	0.5	1.0	0.7	173 / 1.8	1.3	1.1	22 / 173	^	WHTT
18 CHTZ-F	AOR	20 / 1.2	1.0	0.7	0.8	0.6	0.9	405 / 4.2	3.2	3.3	21 / 460	*	CHTZ-F
19 WUFO	B/G	17 / 1.0	0.7	1.0	0.4	0.7	0.8	200 / 2.1	1.9	1.8	17 / 200	A	WUFO
20 CILQ-F	AOR	16 / 1.0	1.3	1.2	0.8	1.0	1.1	365 / 3.8	4.0	4.2	18 / 444	*	CILQ-F

12+ FM Share (Metro): 72.59% (1067 of 1470) (Fall 97: 72.82%)

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

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WKSE-F <	1 WKSE-F	1 WKSE-F	1 WKSE-F	1 WJYE-F	1 WEDG-F	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F >	1 WBEN
2 WBLK-F >	2 WBLK-F >	2 WYRK-F <	2 WJYE-F <	2 WYRK-F <	2 WBLK-F	2 WEDG-F <	2 WBLK-F	2 WBLK-F	2 WYRK-F	2 WBLK-F <
3 WMJQ-F >	3 WMJQ-F	3 WBLK-F	3 WYRK-F <	3 WKSE-F	3 WGRF-F	3 WBLK-F >>	3 WEDG-F	3 WYRK-F <	3 WHTT-F <	3 WYRK-F
4 WEDG-F	4 WLCE-F	4 WGRF-F	4 WBLK-F <	4 WMJQ-F <	4 WKSE-F >>	4 WLCE-F	4 WYRK-F <	4 WEDG-F	4 WBLK-F	4 WKSE-F
4 WLCE-F >	4 WYRK-F	4 WLCE-F	5 WMJQ-F	5 WBLK-F	5 CILQ-F	4 WKSE-F	5 WLCE-F	5 WHTT-F	5 WGR	5 WGR
6 WGRF-F	6 WGRF-F	6 WJYE-F	6 WGRF-F	6 WGRF-F		4 WYRK-F <	5 WGR	6 WGR	6 WBEN <	6 WGRF-F >
6 WYRK-F	7 WJYE-F	6 WMJQ-F >	7 WLCE-F	6 WHTT-F		7 CHTZ-F <	7 CHTZ-F	7 WBEN <	7 WEDG-F	
	7 WEDG-F >	8 WEDG-F >	8 WHTT-F	8 WBEN		8 WGR	8 WWKB	8 WMJQ-F <	8 WMJQ-F	
							8 WMJQ-F	9 WLCE-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
CFNY-F	AOR-NR	102.1	Toronto, ON	0.3	2.6	6	272
WDCX-F	REL	99.5	Buffalo	0.6	3.2	13	405
WLVL	T	1340	Lockport	0.4	1.6	8	161
WXRL	C	1300	Lancaster	0.6	2.2	10	222

# BUFFALO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM	33.8 %	33.0 %	29.7 %	AC	0 (0)	132 (2)	132 (2)	9.0 %	11.5 %
				AOR/Classic/NR	0 (0)	267 (6)	267 (6)	18.2 %	15.4 %
<b>Mercury</b> WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM	19.7 %	24.2 %	29.3 %	Black/Urban	22 (1)	129 (1)	151 (2)	10.3 %	9.3 %
				CHR	0 (0)	115 (1)	115 (1)	7.8 %	7.7 %
<b>Sinclair Broadcast Group</b> WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM	27.7 %	25.7 %	39.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
				Country	10 (1)	189 (2)	199 (3)	13.5 %	14.6 %
	81.2 %	82.9 %	98.7 %	Full Service	130 (1)	0 (0)	130 (1)	8.8 %	11.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	94 (2)	0 (0)	94 (2)	6.4 %	6.2 %
				Oldies	0 (0)	102 (1)	102 (1)	6.9 %	7.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	39 (2)	10 (1)	49 (3)	3.3 %	2.0 %
				Soft AC	0 (0)	123 (1)	123 (1)	8.4 %	9.3 %
				Sports	23 (1)	0 (0)	23 (1)	1.6 %	0.0 %
				Standards/EZ	85 (1)	0 (0)	85 (1)	5.8 %	5.1 %
				<b>Totals</b>	<b>403 (9)</b>	<b>1067 (15)</b>	<b>1470 (24)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Market
WBEN	930	5 kw (DA-N)	Full Service/Talk	CBS	\$100.00	Allied	Sinclair Bcst Gp
WECK	1230	1 kw	Standards	Westwd	\$<20.00	Christal	CBS/Infinity Cheektowaga
WGR	550	5 kw (DA-N)	Talk	ABC, ESPN	\$49.00	Katz	Sinclair Bcst Gp
WHTT	1120	1 kw (Days)	Black Gospel		\$ NA	—	Mercury
WUFO	1080	1 kw (Days)	Black Gospel	AURN	\$ NA	Williams	Sheridan Amherst
WWKB	1520	50 kw (DA-1)	Sports	1-On-1, ABC	\$25.00	D&R	Sinclair Bcst Gp
WWWS	1400	1 kw	Black Oldies	ABC	\$ NA	D&R	Sinclair Bcst Gp

## FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Market
CILO	107.1	40 kw @ 1381	AOR		\$ NA	Canadian	Shaw Toronto, ON
CKEY	101.1	26 kw @ 400	Progressive AOR		\$ NA	—	LMA by Mercury Fl Erie, ON
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Katz	CBS/Infinity Depew
WEDG	103.3	49 kw @ 340	AOR-New Rock		\$64.00	Interep	Mercury
WGRF	96.9	24 kw @ 712	AOR/Classic AOR		\$79.00	Interep	Mercury
WHTT	104.1	50 kw @ 390	Oldies	Westwd	\$85.00	Allied	Mercury
WJYE	96.1	47 kw @ 505	Soft AC		\$84.00	Christal	CBS/Infinity
WKSE	98.5	46 kw @ 420	CHR		\$77.00	D&R	Sinclair Bcst Gp Niagara Falls
WLCE	92.9	91 kw @ 580	Modern AC	CBS	\$45.00	Christal	CBS/Infinity
WMJQ	102.5	110 kw @ 1340	AC/CHR		\$70.00	D&R	Sinclair Bcst Gp
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	—	Wethersfield
WYRK	106.5	50 kw @ 466	Country		\$90.00	Christal	CBS/Infinity

Notes: \* WGR revenue level includes revenue of WWKB . . . ^ WHTT-F revenue level includes revenue of WHTT (AM)

# CANTON

Arbitron Rank: 123 Pop (12+): 335,400	Stations: 35 / 9	Last Year's Revenue: \$10,800,000
MSA Rank: 123	Diaries: 1,167 / 287:1 / 54.1%	Household Income: \$40,560
MSA Pop: 404,000	Sample Target: 1,140	Total Retail Sales: \$4.8 Bil.
DMA: Cleveland (#13)	% Below Line: 47.8	#1 Biller: WHBC-F \$2,800,000
Average Persons Rating: 15.3	% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 37,267	WHBC-AF \$5,200,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WHBC	FS	56 / 10.9	10.3	13.2	13.6	781 / 23.3	22.6	26.8	59 / 832	D	WHBC
1	WHBC-F	AC	56 / 10.9	10.3	11.6	10.4	829 / 24.7	23.8	26.3	75 / 1183	D	WHBC-F
3	WOXK-F	C	44 / 8.6	9.2	11.6	9.0	586 / 17.5	18.8	22.5	81 / 987	C	WOXK-F
4	WRQK-F	AOR	34 / 6.6	5.1	5.4	5.3	459 / 13.7	13.9	15.6	57 / 819	C	WRQK-F
5	WZKL-F	O	30 / 5.9	6.6	6.2	6.0	484 / 14.4	16.5	16.8	48 / 762	C	WZKL-F
6	WONE-F	AOR	27 / 5.3	4.3	4.5	4.8	421 / 12.5	12.7	13.6	58 / 811		WONE-F
7	WNCX-F	CL AOR	16 / 3.1	2.8	4.1	2.7	335 / 10.0	8.7	10.2	26 / 494		WNCX-F
7	WOMX-F	C	16 / 3.1	5.2	2.8	5.3	303 / 9.0	11.8	10.7	33 / 628		WOMX-F
7	WHOT-F	CHR	16 / 3.1	2.4	1.7	0.9	365 / 10.9	10.1	8.2	28 / 580		WHOT-F
10	WMMS-F	AOR	13 / 2.5	1.3	0.7	1.6	229 / 6.8	3.9	4.7	17 / 318		WMMS-F
11	WNIR-F	T	12 / 2.3	2.4	1.9	2.2	139 / 4.1	5.5	4.4	13 / 191		WNIR-F
11	WTAM	N/T	12 / 2.3	2.1	1.5	0.9	242 / 7.2	6.5	4.9	22 / 429		WTAM
11	WDPN	ST	12 / 2.3	1.3	1.5	0.9	113 / 3.4	3.8	3.0	13 / 117		WDPN
14	WDOK-F	SAC	10 / 2.0	2.2	0.9	1.6	193 / 5.8	6.6	5.4	12 / 220		WDOK-F
14	WHK-F	REL	10 / 2.0	1.1	0.7	1.5	139 / 4.1	4.9	3.9	16 / 236		WHK-F
14	WKDD-F	CHR/AC	10 / 2.0	2.8	3.5	2.7	323 / 9.6	10.1	10.5	14 / 508		WKDD-F

12+ FM Share (Metro): 77.04% (349 of 453) (Fall 97: 74.89%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>	1 WRQK-F >	1 WHBC-F	1 WHBC-F >	1 WHBC-F >	1 WHBC	1 WHBC	1 WHBC-F >	1 WHBC-F	1 WHBC-F <	1 WHBC
2 WRQK-F >	2 WONE-F	2 WRQK-F	2 WRQK-F	2 WQXK-F <	2 WHBC-F >	2 WHBC-F	2 WQXK-F <	2 WQXK-F	2 WHBC	2 WQXK-F
3 WENZ-F	2 WQXK-F <	3 WONE-F <	3 WQXK-F <	3 WRQK-F <	3 WQXK-F <	3 WNCX-F	3 WHBC <	3 WHBC	3 WRQK-F	3 WHBC-F >
3 WHBC-F	4 WHBC-F >	4 WQXK-F	4 WONE-F	4 WZKL-F	4 WZKL-F >>	4 WQXK-F	4 WRQK-F	4 WRQK-F	4 WQXK-F	4 WZKL-F <
3 WQXK-F >>	5 WNCX-F	5 WZKL-F	5 WZKL-F >	5 WONE-F >	5 WDPN	5 WRQK-F <	5 WONE-F <	5 WZKL-F	4 WHOT-F >	5 WRQK-F
	6 WMMS-F	6 WNCX-F	6 WNCX-F	6 WNCX-F	5 WONE-F <	6 WZKL-F	6 WZKL-F >	6 WONE-F	6 WZKL-F	6 WONE-F <
	6 WHOT-F >	7 WMMS-F <	7 WMMS-F	6 WHBC <	7 WNIR-F	7 WONE-F >	7 WNIR-F <	7 WOMX-F	7 WOMX-F	7 WHOT-F <
		8 WOMX-F	8 WOMX-F	8 WOMX-F	7 WTAM		8 WTAM	7 WHOT-F	8 WTAM	8 WOMX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WRQK-F	1 WHBC-F	1 WHBC-F	1 WHBC-F >	1 WHBC-F >	1 WONE-F	1 WRQK-F >>	1 WRQK-F >>>	1 WRQK-F	1 WRQK-F	1 WHBC
1 WHBC-F	2 WQXK-F >	2 WQXK-F >	2 WQXK-F >	2 WQXK-F	1 WRQK-F >	2 WONE-F >	2 WHBC-F	2 WONE-F	2 WHBC-F <	1 WHBC-F >
1 WQXK-F	3 WRQK-F	3 WONE-F	3 WZKL-F	3 WZKL-F >	3 WNCX-F >	3 WNCX-F	2 WQXK-F	3 WNCX-F	3 WONE-F	3 WRQK-F >
1 WDOK-F >>	4 WONE-F	4 WKDD-F	4 WOMX-F	4 WOMX-F	4 WHOT-F >>	4 WQXK-F	2 WONE-F	3 WHBC-F >	4 WNCX-F	4 WQXK-F
	4 WKDD-F	4 WRQK-F >	5 WRQK-F	4 WONE-F		5 WHBC-F	5 WMMS-F	5 WMMS-F	5 WZKL-F	4 WZKL-F
	6 WHOT-F		5 WONE-F	6 WHBC		5 WMMS-F	5 WMMS-F >	5 WZKL-F	6 WQXK-F	6 WQXK-F
	6 WOMX-F >		7 WKDD-F	6 WRQK-F				5 WQXK-F >	7 WMMS-F	7 WMMS-F
				6 WKDD-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WNPO-F	C	95.9	New Philadelphia	1.4	5.8	12 323	WAKR	T/FS	1590	Akron	0.4	1.8	2 61
WRCW	SAC	1060	Canton	0.6	1.2	3 48	WCLV-F	CL	95.5	Cleveland	0.4	1.5	2 57
							WENZ-F	AOR-NR	107.9	Cleveland	1.0	4.4	7 213
							WGAR-F	C	99.5	Cleveland	0.6	2.9	5 220
							WKBN	N/T	570	Youngstown	0.4	1.4	13 195
							WKBN-F	AC	98.9	Youngstown	0.4	1.2	8 133
							WKNR	SPRTS	1220	Cleveland	1.8	3.7	10 170
							WMJI-F	O	105.7	Cleveland	1.4	6.1	11 384
							WMVX-F	AC/CHR	106.5	Cleveland	1.4	4.4	8 215
							WNWV-F	J	107.3	Elyria	1.0	2.4	8 115
							WOAL-F	AC	104.1	Cleveland	0.8	5.3	6 268
							WOKT-F	C	104.5	Wooster	1.0	4.7	30 498
							WRMR	ST	850	Cleveland	0.8	1.9	5 94
							WSOM	ST	600	Salem	0.8	1.6	14 185
							WYFM-F	CL AOR	102.9	Sharon, PA	0.4	1.6	7 136
							WZAK-F	B	93.1	Cleveland	1.2	5.6	7 222

# CANTON

Consolidation Report			12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Connoisseur			15.2 %	16.7 %	16.7 %	AC	0 (0)	69 (4)	69 (4)	15.2 %	15.5 %
WQXK-FM, WRQK-FM						AOR/Classic/NR	0 (0)	97 (6)	97 (6)	21.4 %	17.2 %
			15.2 %	16.7 %	16.7 %	Black/Urban	0 (0)	6 (1)	6 (1)	1.3 %	1.7 %
						CHR	0 (0)	26 (2)	26 (2)	5.7 %	6.0 %
						Classical	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
						Country	0 (0)	75 (5)	75 (5)	16.6 %	20.6 %
						Full Service	58 (2)	0 (0)	58 (2)	12.8 %	15.5 %
						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz	0 (0)	5 (1)	5 (1)	1.1 %	1.3 %
						News/Talk	14 (2)	12 (1)	26 (3)	5.7 %	3.8 %
						Oldies	0 (0)	37 (2)	37 (2)	8.2 %	8.9 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	0 (0)	10 (1)	10 (1)	2.2 %	2.8 %
						Soft AC	3 (1)	10 (1)	13 (2)	2.9 %	1.1 %
						Sports	9 (1)	0 (0)	9 (1)	2.0 %	1.7 %
						Standards/EZ	20 (3)	0 (0)	20 (3)	4.4 %	3.8 %
						<b>Totals</b>	<b>104 (9)</b>	<b>349 (25)</b>	<b>453 (34)</b>		

### AM Stations

WDPN	1310	1 kw/0.48 kw (DA-2)	Standards	ABC	\$ NA	Katz	WZKL-F	Alliance
WHBC	1480	5 kw (DA-2)	Full Service	ABC, CBS	\$50.00	Christal		

### FM Stations

WHBC	94.1	45 kw @ 515	AC	ABC	\$53.00	Christal		
WHK	98.1	36 kw @ 574	Religion	SRN	\$ NA	Salem	Salem	
WRQK	106.9	27.5 kw @ 341	AOR	Westwd	\$33.00	Mc-Guild	Connoisseur	
WZKL	92.5	50 kw @ 500	Oldies		\$40.00	Katz	WDPN	Alliance

Notes: Other ranked stations – See Akron, Cleveland or Youngstown



# CEDAR RAPIDS

**Arbitron Rank:** 201 **Pop (12+):** 152,000  
**MSA Rank:** 211  
**MSA Pop:** 184,000  
**DMA:** 87 (w/Waterloo, Dubuque)  
**Average Persons Rating:** 14.7  
**Market TSL in Hours:** 19.75

**Stations:** 15 / 10  
**Diaries:** 884 / 172:1 / 57.2%  
**Sample Target:** 890  
**% Below Line:** 8.0  
**% Not Listed:** 12.6  
**Pop per Station:** 15,200

**Last Year's Revenue:** \$12,700,000  
**Household Income:** \$49,102  
**Total Retail Sales:** \$2.4 Bil.  
**#1 Biller:** WMT \$3,200,000  
**#1 Billing Portfolio:** Jacor \$6,320,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KHAK-F	C	34 / 15.2	13.3	13.1	15.1	16.9	407 / 26.8	24.8	25.1	74 / 908	D	KHAK-F
2	WMT	FS	30 / 13.5	13.3	14.0	9.9	14.6	390 / 25.7	22.9	26.3	86 / 1070	E	WMT
3	KZIA-F	CHR	26 / 11.7	4.6	4.5	8.6	6.7	393 / 25.8	11.3	11.8	50 / 845	B	KZIA-F
4	WMT-F	AC/CHR	23 / 10.3	11.2	12.6	8.2	8.4	351 / 23.1	28.0	27.8	43 / 811	C	WMT-F
5	KDAT-F	AC	20 / 9.0	11.2	11.3	10.8	10.2	299 / 19.7	25.2	22.2	34 / 585	C	KDAT-F
6	KKRQ-F	CL HITS	16 / 7.2	7.5	8.1	9.1	5.8	275 / 18.1	20.3	17.0	42 / 796	C	KKRQ-F
7	KRNA-F	AOR	11 / 4.9	4.1	6.8	6.5	7.1	187 / 12.3	16.1	17.8	32 / 704	C	KRNA-F
8	KMRY	ST	10 / 4.5	4.6	3.2	4.3	4.0	143 / 9.4	8.5	7.4	10 / 155	A	KMRY
9	KFMW-F	AOR	8 / 3.6	7.9	5.9	5.2	4.0	192 / 12.6	16.3	16.8	23 / 510		KFMW-F
10	KOKZ-F	O	7 / 3.1	4.1	3.6	3.5	3.1	139 / 9.1	11.6	12.0	15 / 316		KOKZ-F
11	KCRG	T	6 / 2.7	3.7	3.6	3.0	3.1	185 / 12.2	13.1	16.2	8 / 286	A	KCRG

12+ FM Share (Metro): 75.38% (147 of 195) (Fall 97: 75.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZIA-F >>>	1 KZIA-F	1 KHAK-F	1 KHAK-F	1 KHAK-F >	1 WMT	1 KHAK-F <	1 KHAK-F	1 KHAK-F	1 KZIA-F >	1 WMT
2 WMT-F	2 WMT-F	2 WMT-F	2 WMT-F	2 WMT-F	2 KHAK-F >	2 WMT >	2 WMT-F	2 KZIA-F >	2 WMT	2 KHAK-F
3 KHAK-F	3 KZIA-F	2 KKRQ-F	2 KKRQ-F	2 KDAT-F <	3 KOAT-F	3 WMT-F	3 KDAT-F <	3 WMT-F <	3 KHAK-F <	3 KZIA-F >
4 KKRQ-F	4 KKRQ-F	4 KKRQ-F	4 KDAT-F	4 KKRQ-F	4 WMT-F	4 KZIA-F <	4 WMT	4 WMT	4 WMT-F >	4 WMT-F
	5 KDAT-F	5 KZIA-F	5 KZIA-F	5 KZIA-F	5 KMRY	5 KKRQ-F	5 KZIA-F	4 KKRQ-F	5 KDAT-F	4 KDAT-F >
	6 KRNA-F >	6 KRNA-F	6 KRNA-F	6 KRNA-F	6 KKRQ-F	5 KOAT-F >>	5 KKRQ-F >	4 KDAT-F >		6 KMRY

Wom 18-24	Wom 18-34	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+ Ovmite
1 KZIA-F >>	1 WMT-F	1 WMT-F >>	1 KHAK-F <	1 KHAK-F	1 KFMW-F	1 KZIA-F	1 KZIA-F	1 KKRQ-F	1 KHAK-F	1 WMT >>
2 WMT-F	1 KZIA-F >	2 KZIA-F	2 WMT-F	2 WMT-F	1 KZIA-F	2 KFMW-F	1 KKRQ-F	1 KHAK-F	2 KKRQ-F	2 KHAK-F >
2 KHAK-F >>	3 KHAK-F >	2 KKRQ-F	3 KZIA-F	3 KOAT-F >	1 KRNA-F >>>	2 KRNA-F	1 KHAK-F >	3 KRNA-F	3 KOAT-F	3 KZIA-F
	4 KKRQ-F	2 KHAK-F >>>	4 KDAT-F	4 KZIA-F		4 KKRQ-F	4 KFMW-F	4 KZIA-F	4 KRNA-F	4 WMT-F >
	4 KOAT-F >>		5 KKRQ-F >>	5 KKRQ-F >		4 KHAK-F	4 WMT-F	5 KFMW-F	5 WMT-F	
							4 KRNA-F >>	6 WMT-F	6 WMT	
								6 KOAT-F	6 KZIA-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97
KXIC	T	800	Iowa City	AC	0 (0)	43 (2)	43 (2)	22.1 %	26.5 %
				AOR/Classic/NR	0 (0)	19 (2)	19 (2)	9.7 %	14.0 %
				Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	26 (1)	26 (1)	13.3 %	0.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	36 (3)	36 (3)	18.5 %	21.5 %
				Full Service	31 (2)	0 (0)	31 (2)	15.9 %	16.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	7 (2)	0 (0)	7 (2)	3.6 %	4.5 %
				Oldies	0 (0)	23 (2)	23 (2)	11.8 %	13.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	10 (1)	0 (0)	10 (1)	5.1 %	3.5 %
				<b>Totals</b>	<b>48 (5)</b>	<b>147 (10)</b>	<b>195 (15)</b>		

  

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
KBOB-F	C	99.7	Muscatine	0.4	2.2	14	350
KOEL-F	C	92.3	Oelwein	0.4	3.5	25	344
WHO	FS/T	1040	Des Moines	0.4	2.7	13	253

  

Consolidation Report	12+	25-54	Revenue
Capstar	29.1 %	38.1 %	46.4 %
KDAT-FM, KHAK-FM, KRNA-FM			
Jacor	31.4 %	29.0 %	47.9 %
KKRQ-FM, KXIC-AM, WMT-AM, WMT-FM			
<b>Total</b>	<b>60.5 %</b>	<b>67.1 %</b>	<b>94.3 %</b>

# CEDAR RAPIDS

## AM Stations

KCRG	1600	5 kw (DA-N)	News/Talk	AP, ESPN	\$<20.00	—		
KMRY	1450	1 kw	Standards	CBS, ABC	\$<20.00	—		
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd, ABC	\$64.00	Katz	Jacor	

## FM Stations

KDAT	104.5	100 kw @ 550	AC		\$20.00	—	Capstar	
KHAK	98.1	100 kw @ 460	Country	ABC	\$61.00	Christal	Capstar	
KKRQ	100.7	100 kw @ 530	Classic Hits	ABC	\$21.00	Banner	Jacor	Iowa City
KRNA	94.1	100 kw @ 981	AOR	AMFM	\$31.00	D&R	Capstar	Iowa City
KZIA	102.9	100 kw @ 390	CHR		\$<20.00	D&R		
WMT	96.5	100 kw @ 518	AC/CHR		\$42.00	Katz	Jacor	

Notes: Other ranked stations – See Waterloo-Cedar Falls . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.; KKRQ-F, KXIC, WMT, WMT-F . . . 11/98 The KCJJ calls & format moved from 1560 to 1630; the 1560 facility is reported silent

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# CHARLESTON, SC

**Arbitron Rank: 104 Pop (12+):** 386,600  
**MSA Rank:** 102  
**MSA Pop:** 485,000  
**DMA:** 108  
**Average Persons Rating:** 16.7  
**Market TSL in Hours:** 22.00

**Stations:** 28 / 27  
**Diaries:** 1,120 / 345:1 / 55.6%  
**Sample Target:** 1,040  
**% Below Line:** 0.8  
**% Not Listed:** 11.2  
**Pop per Station:** 14,319

**Last Year's Revenue:** \$16,500,000  
**Household Income:** \$38,915  
**Total Retail Sales:** \$4.8 Bil.  
**#1 Biller:** WEZL-F \$3,100,000  
**#1 Billing Portfolio:** Citadel, pend. \$8,110,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Wln 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WWWZ-F	B	71 / 11.0	12.9	9.7	13.9	11.7	11.9	795 / 20.5	20.2	23.2	96 / 1071	D	WWWZ-F
2	WEZL-F	C	55 / 8.5	8.7	7.5	7.1	9.7	8.0	663 / 17.1	16.8	19.0	59 / 744	E	WEZL-F
3	WXLY-F	O	46 / 7.1	5.8	6.0	5.4	5.5	6.1	595 / 15.4	15.0	13.8	51 / 710	C	WXLY-F
4	WSSX-F	CHR/AC	41 / 6.4	6.5	6.8	6.5	6.9	6.5	746 / 19.3	21.5	22.3	44 / 870	C	WSSX-F
5	WNKT-F	C	36 / 5.6	2.8	2.4	3.5	4.3	3.6	526 / 13.6	9.5	11.7	53 / 732	C	WNKT-F
6	WAVF-F	AOR	35 / 5.4	5.7	4.9	4.8	5.1	5.2	518 / 13.4	14.5	15.9	37 / 576	C	WAVF-F
7	WALC-F	AC-NR	31 / 4.8	5.3	4.9	4.3		4.8	604 / 15.6	15.7		31 / 604		WALC-F
8	WSUY-F	SAC	27 / 4.2	3.9	6.4	5.4	6.0	5.0	406 / 10.5	13.1	10.2	28 / 465	C	WSUY-F
9	WRFQ-F	CL HITS	25 / 3.9	4.2	3.9	4.2	3.7	4.0	427 / 11.0	12.2	11.3	27 / 466	B	WRFQ-F
9	WTMA	N/T	25 / 3.9	5.8	3.8	5.5	4.6	4.7	419 / 10.8	9.7	10.0	28 / 449	C	WTMA
9	WYBB-F	CL AOR	25 / 3.9	2.7	3.1	2.6	2.5	3.1	428 / 11.1	9.7	9.8	26 / 451	B	WYBB-F
12	WMGL-F	B/AC	24 / 3.7	5.0	5.5	4.3	4.6	4.6	363 / 9.4	8.5	10.2	28 / 392	B	WMGL-F
13	WXTC	B/G	22 / 3.4	3.1	6.3	3.5		4.1	213 / 5.5	7.6		22 / 224		WXTC
14	WSSP-F	ST	20 / 3.1	2.5	2.5	3.4	2.9	2.9	277 / 7.2	6.1	6.5	21 / 288		WSSP-F
15	WJNI-F	B/G	13 / 2.0	2.0					179 / 4.6			13 / 187		WJNI-F
15	WPAL	B/AC	13 / 2.0	1.9	3.6	1.1	4.1	2.1	139 / 3.6	5.2	6.6	13 / 157	B*	WPAL
17	WNST-F	B/O	11 / 1.7	1.4	1.4	2.2	1.8	1.7	278 / 7.2	7.3	8.1	11 / 282		WNST-F
18	WWBZ-F	AC	10 / 1.6	2.0	1.9	1.5	1.7	1.8	162 / 4.2	4.5	5.2	25 / 310		WWBZ-F

12+ FM Share (Metro): 85.34% (489 of 573) (Fall 97: 85.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F	1 WEZL-F <	1 WEZL-F	1 WXLY-F <	1 WEZL-F <	1 WEZL-F <	1 WWWZ-F	1 WWWZ-F >>	1 WWWZ-F >
2 WSSX-F	2 WAVF-F	2 WEZL-F	2 WWWZ-F >	2 WWWZ-F <	2 WEZL-F >	2 WWWZ-F	2 WXLY-F	2 WEZL-F	2 WSSX-F	2 WEZL-F
3 WAVF-F >>	3 WALC-F	3 WSSX-F <	3 WXLY-F <	3 WXLY-F	3 WTMA <	3 WSSX-F	3 WTMA <	3 WXLY-F <	3 WXLY-F <	3 WXLY-F
	3 WEZL-F <	4 WALC-F <	4 WSSX-F	4 WNKT-F <	4 WNKT-F	3 WAVF-F <	4 WWWZ-F <	4 WSSX-F	4 WEZL-F <	4 WSSX-F
	5 WSSX-F >	5 WAVF-F	4 WNKT-F	5 WSSX-F	4 WWWZ-F	5 WXLY-F <	5 WSSX-F <	5 WNKT-F <	5 WAVF-F	4 WNKT-F <
	6 WRFQ-F	5 WXLY-F <	6 WYBB-F <	5 WYBB-F <	6 WXTC <	6 WYBB-F	6 WALC-F	6 WALC-F <	5 WALC-F <	6 WXTC <
	7 WNKT-F	7 WNKT-F	7 WALC-F	7 WSUY-F	7 WSSP-F <	6 WNKT-F	7 WAVF-F <	7 WAVF-F	7 WNKT-F	7 WAVF-F
	8 WMGL-F	8 WRFQ-F	7 WSUY-F <	8 WALC-F <	8 WSUY-F <	6 WRFQ-F	8 WNKT-F	8 WYBB-F	8 WSUY-F <	8 WSUY-F
		8 WYBB-F	9 WRFQ-F	9 WMGL-F	9 WYBB-F	9 WMGL-F	9 WSUY-F <	8 WSUY-F <	9 WMGL-F	8 WALC-F
				9 WRFQ-F <		10 WSUY-F <	10 WRFQ-F <	10 WRFQ-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WALC-F	1 WWWZ-F <	1 WSSX-F	1 WEZL-F <	1 WEZL-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F	1 WWWZ-F >	1 WWWZ-F <	1 WWWZ-F >
2 WWWZ-F >>	2 WALC-F	1 WWWZ-F	2 WWWZ-F	2 WSSX-F	2 WAVF-F >	2 WAVF-F >	2 WEZL-F	2 WAVF-F	2 WYBB-F	2 WSUY-F
3 WSSX-F	3 WSSX-F	1 WEZL-F >	3 WSSX-F	3 WWWZ-F	3 WSSX-F	3 WEZL-F	3 WAVF-F	3 WRFQ-F <	2 WXLY-F <	3 WPAL
4 WAVF-F	4 WEZL-F	4 WJNI-F	4 WALC-F >	4 WXLY-F <	4 WRFQ-F	3 WRFQ-F >	3 WRFQ-F	4 WYBB-F	4 WEZL-F <	3 WSSX-F
4 WXLY-F	5 WAVF-F	4 WSUY-F	5 WXLY-F	5 WNKT-F	5 WXLY-F	5 WNKT-F	5 WNKT-F	4 WEZL-F <	5 WRFQ-F <	5 WMGL-F
	6 WJNI-F	6 WAVF-F	5 WNKT-F <	5 WSUY-F <	5 WEZL-F	5 WSSX-F	5 WMGL-F	6 WXLY-F	6 WNKT-F	6 WTMA
	6 WNKT-F	6 WALC-F	7 WSUY-F <	7 WXTC	5 WPAL-F >	7 WYBB-F	7 WYBB-F	7 WNKT-F <	7 WTMA	
	6 WSUY-F	8 WNKT-F	8 WXTC	8 WJNI-F		7 WMGL-F	7 WALC-F >>	8 WALC-F <	7 WAVF-F	
			9 WJNI-F	9 WALC-F		7 WALC-F		9 WTMA	9 WALC-F	
			9 WMGL-F	10 WMGL-F				9 WSSX-F	9 WMGL-F	

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
Station	Format	Pop	City	Share	Rating	Station	Format	Pop	City	Share	Rating	AQH Cume			
WAZS	C/O	980	Summerville	0.5	1.0	3	42	WHLZ-F	C	92.5	Manning	0.8	2.2	23	271
WPAL-F	B	100.9	Walterboro	1.4	5.8	17	400								
WOIZ	B/G	810	St. George	0.8	0.9	7	68								
WQNT	T	1450	Charleston	1.2	2.6	8	102								
WOSC	SPRTS	1340	Charleston	0.5	1.9	3	73								
WTMZ	N	910	N. Charleston	0.3	2.0	2	77								
WTUA-F	B/G	106.1	St. Stephen	0.8	1.5	13	169								
WZJY	B/G	1480	Mt. Pleasant	0.5	2.0	3	77								

# CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Citadel, pend.</b>	38.5 %	36.9 %	48.6 %	AC	0 (0)	41 (3)	41 (3)	7.2 %	2.2 %
WMGL-FM, WNKT-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-AM				AOR/Classic/NR	0 (0)	60 (2)	60 (2)	10.5 %	9.6 %
<b>Jacor</b>	26.3 %	28.1 %	32.3 %	Black/Urban	13 (1)	115 (4)	128 (5)	22.3 %	29.8 %
WALC-FM, WEZL-FM, WPAL-AM, WRFQ-FM, WXYL-FM				CHR	0 (0)	41 (1)	41 (1)	7.2 %	8.2 %
<b>LM</b>	5.6 %	8.0 %	4.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNST-FM, WYBB-FM				Country	3 (1)	96 (3)	99 (4)	17.3 %	17.1 %
<b>Local</b>	1.7 %	2.0 %	%	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQNT-AM, WQSC-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>72.1 %</b>	<b>75.0 %</b>	<b>85.7 %</b>	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	35 (3)	0 (0)	35 (3)	6.1 %	6.5 %
				Oldies	0 (0)	71 (2)	71 (2)	12.4 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	30 (3)	18 (2)	48 (5)	8.4 %	4.0 %
				Soft AC	0 (0)	27 (1)	27 (1)	4.7 %	7.1 %
				Sports	3 (1)	0 (0)	3 (1)	0.5 %	1.1 %
				Standards/EZ	0 (0)	20 (1)	20 (1)	3.5 %	3.5 %
				<b>Totals</b>	<b>84 (9)</b>	<b>489 (19)</b>	<b>573 (28)</b>		

## AM Stations

Station	Power	Time	Format	Company	Revenue	Advertiser	Agency
WPAL	730	1 kw/0.103 kw	Black AC	AURN	\$<20.00	Unirep	Jacor
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$36.00	Katz	Citadel, pend.
WXTC	1390	5 kw (DA-2)	Black Gospel	SBUSA	\$ NA	Mc-Guild	Citadel, pend.

## FM Stations

Station	Frequency	Power	Format	Company	Revenue	Advertiser	Agency	Location
WALC	100.5	18 kw @ 394	Modern AC		\$28.00	—	Jacor	
WAVF	96.1	100 kw @ 538	AOR		\$50.00	Chnstal		
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Katz	Jacor	
WHBZ	99.7	100 kw @ 1210	See WWBZ-F					Port Royal
WJHI	106.3	3 kw @ 328	Black Gospel		\$ NA	—		Ladson
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Citadel, pend.	Ravenal
WNKT	107.5	100 kw @ 984	Country		\$39.00	Allied	Citadel, pend.	St. George
WNST	105.3	13.5 kw @ 446	Black Oldies		\$ NA	—	LM	Moncks Corner
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Katz	Jacor	Mt. Pleasant
WSSP	94.3	3 kw @ 480	Standards	Westwd, CNN	\$<20.00	—	Concord, pend.	Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Katz	Citadel, pend.	
WSUY	95.9	100 kw @ 1770	Soft AC		\$<20.00	Mc-Guild	Citadel, pend.	
WWBZ	98.9	50 kw @ 492	AC		\$ NA	K&P		McClellan
WWWZ	93.3	50 kw @ 492	Black	AURN, ABC	\$44.00	D&R	Citadel, pend.	Summerville
WXYL	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor	
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM	Folly Beach

Notes: \* WPAL revenue level includes WPAL-F revenue . . . Historic data for WSUY for Fall 1997 are its share/cume rating from when it operated on 100.5 . . . 9/98 WPAL (AM) sold to Jacor for \$1,350,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WEZL-F; WLLC-F; WPAL; WRFQ-F; WXYL-F . . . 10/98 WLLC-F changed calls to WALC-F . . . 11/98 WNST-F changed from AC/CHR to Black Oldies as "Kool 105.3" during the survey period . . . 11/98 Wicks sold these stations to Citadel as part of a \$77,000,000 group transaction: WMGL-F; WNKT-F; WSSX-F; WSUY-F; WTMA; WTMZ; WWWZ-F; WXTC . . . 1/99 WSSP-F changed from Standards to Dance CHR . . . 1/99 WSSP-F sold to Concord Media (Mark Jorgenson) for \$1,600,000

# CHARLESTON, WV

**Arbitron Rank:** 162 **Pop (12+):** 213,900  
**MSA Rank:** 172  
**MSA Pop:** 256,000  
**DMA:** 57 (w/Huntington)  
**Average Persons Rating:** 13.3  
**Market TSL in Hours:** 18.25

**Stations:** 16 / 13  
**Diaries:** 660 / 324:1 / 51.6%  
**Sample Target:** 680  
**% Below Line:** 6.4  
**% Not Listed:** 9.1  
**Pop per Station:** 16,454

**Last Year's Revenue:** \$11,000,000  
**Household Income:** \$37,716  
**Total Retail Sales:** \$2.9 Bil.  
**#1 Biller:** WQBE-F \$3,800,000  
**#1 Billing Portfolio:** Bristol (total revenue NA)

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WQBE-F	C	62 / 21.8	17.4	22.6	16.6	21.0	707 / 33.1	32.6	37.4	98 / 1334	E	WQBE-F
2	WVSR-F	CHR	51 / 17.9	16.1	14.6	14.4	12.7	648 / 30.3	28.2	30.1	72 / 1063		WVSR-F
3	WCHS	FS	26 / 9.1	6.4	9.0	5.6	8.3	408 / 19.1	14.6	20.2	30 / 502		WCHS
4	WKLC-F	AOR	19 / 6.7	10.9	8.6	10.0	9.5	335 / 15.7	19.3	16.5	45 / 821		WKLC-F
5	WKWS-F	C	18 / 6.3	7.4	8.6	10.0	11.1	363 / 17.0	19.6	17.0	36 / 745		WKWS-F
6	WVAF-F	CHR	17 / 6.0	4.8	5.3	8.8	7.3	353 / 16.5	15.3	15.9	22 / 537		WVAF-F
6	WKAZ-F	O	17 / 6.0	7.4	6.3	5.0	4.1	313 / 14.6	15.4	11.7	37 / 652		WKAZ-F
8	WRVZ-F	CL AOR	10 / 3.5	2.9	2.3	5.6	4.1	149 / 7.0	9.2	4.3	10 / 149		WRVZ-F
9	WAMX-F	AOR	9 / 3.2	3.2	2.0	2.2		158 / 7.4	5.2	6.1	23 / 393		WAMX-F

12+ FM Share (Metro): 85.71% (222 of 259) (Fall 97: 84.56%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVSR-F >>>	1 WVSR-F >	1 WVSR-F	1 WVSR-F <	1 WQBE-F	1 WQBE-F >>	1 WQBE-F >	1 WQBE-F >	1 WQBE-F	1 WVSR-F >>	1 WQBE-F
2 WVAF-F >>	2 WQBE-F	2 WQBE-F >	2 WQBE-F >	2 WVSR-F >	2 WCHS >	2 WVSR-F >	2 WVSR-F	1 WVSR-F >>	2 WQBE-F >	2 WVSR-F >
	3 WKLC-F >	3 WKLC-F >	3 WKLC-F >	3 WKLC-F	3 WVSR-F	3 WCHS	3 WCHS >>	3 WKLC-F <	3 WVAF-F	3 WCHS
	4 WAMX-F	4 WKAZ-F	4 WKAZ-F	4 WKAZ-F	4 WKAZ-F	3 WKLC-F	4 WKAZ-F	4 WCHS <	4 WKLC-F	4 WKAZ-F
		4 WKWS-F	5 WVAF-F	5 WCHS	5 WKWS-F	5 WVAF-F <	5 WKLC-F	5 WKWS-F <	5 WKWS-F	4 WKWS-F
		4 WVAF-F	5 WKWS-F	6 WVAF-F	6 WKWS-F	5 WKWS-F	6 WKAZ-F	5 WZKM-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WVSR-F >>	1 WVSR-F >>>	1 WVSR-F >>>	1 WVSR-F >	1 WVSR-F	1 WVSR-F >	1 WVSR-F	1 WKLC-F	1 WQBE-F	1 WQBE-F >	1 WVSR-F
2 WQBE-F	2 WQBE-F >>	2 WQBE-F	2 WQBE-F >	2 WQBE-F >>	2 WAMX-F >	2 WQBE-F	2 WQBE-F	2 WKLC-F	2 WKLC-F	2 WQBE-F >>
2 WAMX-F >>	3 WKLC-F	3 WKLC-F >	3 WKWS-F	3 WKWS-F	3 WQBE-F	2 WKLC-F >	2 WVSR-F	3 WVSR-F	3 WVSR-F	3 WKAZ-F
	3 WVAF-F >	4 WKWS-F	4 WVAF-F >	4 WVAF-F	3 WKWS-F >>	4 WAMX-F	4 WRVZ-F >>	4 WRVZ-F	3 WKAZ-F	4 WAMX-F
		4 WVAF-F >>	5 WKLC-F	4 WKAZ-F >		4 WRVZ-F		5 WKAZ-F	5 WCHS	4 WKLC-F >
			5 WKAZ-F					6 WCHS	5 WRVZ-F >>	
								6 WAMX-F		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume	Format	Performance	AM	FM	Total	%	Fall 97
WBES-F	AC	94.5	Dunbar	2.5	7.8	8	213	AC	0 (0)	7 (1)	7 (1)	2.7 %	11.0 %
WCAW	ST	680	Charleston	1.8	4.5	5	106	AOR/Classic/NR	0 (0)	40 (4)	40 (4)	15.4 %	11.8 %
WJYP-F	REL	100.9	S. Charleston	1.1	4.9	4	125	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQBE	T	950	Charleston	1.4	5.3	4	128	CHR	0 (0)	68 (2)	68 (2)	26.3 %	16.2 %
WSWW	T	1490	Charleston	0.7	1.9	2	50	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	80 (2)	80 (2)	30.9 %	34.6 %
								Full Service	26 (1)	0 (0)	26 (1)	10.0 %	9.9 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	6 (2)	0 (0)	6 (2)	2.3 %	2.9 %
								Oldies	0 (0)	17 (1)	17 (1)	6.6 %	7.0 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	10 (2)	10 (2)	3.9 %	4.8 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	5 (1)	0 (0)	5 (1)	1.9 %	1.8 %
<b>Totals</b>									<b>37 (4)</b>	<b>222 (12)</b>	<b>259 (16)</b>		

# CHARLESTON, WV

Consolidation Report	12+	25-54	Revenue
<b>Bristol</b>	43.6 %	42.9 %	%
WBES-FM, WQBE-AM, WQBE-FM, WWSR-AM, WWSR-FM			
<b>West Virginia</b>	29.9 %	28.5 %	%
WCAW-AM, WCHS-AM, WKAZ-FM, WKWS-FM, WSWW-AM, WVAF-FM			
	<b>73.4 %</b>	<b>71.4 %</b>	<b>%</b>

## AM Stations

WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia
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## FM Stations

WKAZ	107.3	23.5 kw @ 676	Oldies	Westwd	\$<20.00	Mc-Guild	West Virginia	Miami
WKLC	105.1	3.6 kw @ 1663	AOR	Source, ABC	\$29.00	Eastman	LM	St. Albans
WKWS	96.1	45 kw @ 515	Country	ABC, CBS	\$27.00	Mc-Guild	West Virginia	
WQBE	97.5	50 kw @ 500	Country	ABC	\$75.00	Christal	Bristol	
WRVZ	98.7	0.63 kw @ 617	Classic AOR		\$ NA	—		Pocatalico
WVAF	99.9	50 kw @ 430	CHR	ABC	\$32.00	Mc-Guild	West Virginia	
WWSR	102.7	50 kw @ 403	CHR		\$30.00	Christal	Bristol	

Notes: WAMX-F – See Huntington-Ashland . . . 9/98 WVAF-F changed from AC to CHR . . . 10/98 WRVZ-F changed from Modern AC to ABC's Classic AOR service

# CHARLOTTE

Arbitron Rank: 37 Pop (12+): 1,160,700  
 MSA Rank: 41  
 MSA Pop: 1,370,000  
 DMA: 28  
 Average Persons Rating: 15.0  
 Market TSL in Hours: 20.00

Stations: 25 / 21  
 Diaries: 2,161 / 537:1 / 45.2%  
 Sample Target: 2,230  
 % Below Line: 3.8  
 % Not Listed: 13.9  
 Pop per Station: 55,271

Last Year's Revenue: \$77,800,000  
 Household Income: \$46,100  
 Total Retail Sales: \$14.0 Bil.  
 #1 Biller: WRFX-F \$11,500,000  
 #1 Billing Portfolio: CBS/Infinity \$30,510,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WPEG-F	B	191 / 11.0	10.5	9.8	9.9	10.2	10.3	2136 / 18.4	18.7	19.2	301 / 3391	H	WPEG-F
2	WNKS-F	CHR	135 / 7.8	6.3	6.1	5.6	5.8	6.4	2507 / 21.6	20.1	18.6	210 / 3984	F	WNKS-F
3	WSOC-F	C	117 / 6.7	5.9	7.7	7.4	7.4	6.9	1778 / 15.3	19.2	17.8	166 / 2723	I	WSOC-F
4	WBT-AF	FS	106 / 6.1	6.8	5.5	7.0	6.1	6.4	1722 / 14.8			125 / 2004	G	WBT-AF
5	WRFX-F	AOR	105 / 6.0	7.1	6.1	6.8	5.7	6.5	1936 / 16.7	16.3	15.0	163 / 2866	I	WRFX-F
5	WLYT-F	SAC	105 / 6.0	5.5	7.3	6.6	7.2	6.4	1728 / 14.9	16.7	16.1	167 / 2800	H	WLYT-F
5	WKKT-F	C	105 / 6.0	5.5	7.3	6.3	5.3	6.3	1715 / 14.8	16.6	14.8	178 / 2783	G	WKKT-F
8	WVMG-F	O	94 / 5.4	5.7	5.0	5.8	5.7	5.5	1665 / 14.3	12.9	12.9	154 / 2573	G	WVMG-F
9	WBAV-F	B/AC	90 / 5.2	5.2	6.1	5.6	5.0	5.5	1090 / 9.4	10.6	9.6	115 / 1550	E	WBAV-F
10	WLNK-F	AC-NR	74 / 4.3	3.4	4.2	4.7	3.9	4.1	1634 / 14.1	14.1	12.6	116 / 2482	F	WLNK-F
11	WSSS-F	CL HITS	62 / 3.6	3.9	4.2	3.1	4.1	3.7	1168 / 10.1	12.0	11.0	93 / 1835	F	WSSS-F
12	WEND-F	AOR-NR	51 / 2.9	3.3	3.6	3.5	4.0	3.3	1140 / 9.8	9.4	10.6	81 / 1668	D	WEND-F
13	WXRC-F	AOR	46 / 2.6	2.9	2.3	2.7	2.2	2.6	898 / 7.7	8.2	7.6	69 / 1378	B	WXRC-F
14	WVMX-F	ST	42 / 2.4	2.1	1.8	2.5	2.0	2.2	580 / 5.0	5.1	4.5	47 / 671	A	WVMX-F
15	WCCJ-F	J	34 / 2.0	1.7	1.9	2.4	2.4	2.0	606 / 5.2	4.9	5.1	34 / 645	C	WCCJ-F

12+ FM Share (Metro): 88.90% ( 1330 of 1496 ) ( Fall 97: 89.72% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPEG-F >>	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WRFX-F	1 WBT-AF	1 WRFX-F	1 WBT-AF <	1 WPEG-F	1 WPEG-F >	1 WPEG-F >
2 WNKS-F >>	2 WNKS-F >>	2 WNKS-F	2 WBAV-F <	2 WBAV-F <	2 WVMG-F	2 WPEG-F	2 WPEG-F <	2 WNKS-F	2 WNKS-F <	2 WSOC-F <
3 WEND-F	3 WRFX-F	3 WRFX-F	3 WNKS-F	3 WPEG-F <	2 WSOC-F	3 WNKS-F <	3 WLYT-F	3 WSOC-F <	3 WBAV-F >	3 WNKS-F
	4 WKKT-F <	4 WBAV-F	3 WPEG-F	4 WNKS-F <	4 WLYT-F	4 WSOC-F <	4 WKKT-F <	4 WSOC-F <	4 WKKT-F <	4 WKKT-F
	5 WEND-F <	5 WLYT-F	5 WLNK-F <	5 WSOC-F <	5 WBAV-F	5 WKKT-F <	5 WNKS-F <	5 WVMG-F <	5 WVMG-F <	5 WBAV-F <
	6 WXRC-F <	5 WKKT-F <	6 WSOC-F <	6 WLYT-F <	5 WRFX-F <	6 WBT-AF	6 WVMG-F	6 WLYT-F	6 WBT-AF <	6 WVMG-F <
	7 WSOC-F <	7 WLNK-F <	7 WLYT-F <	7 WVMG-F <	7 WKKT-F	6 WLNK-F <	7 WKKT-F <	7 WBT-AF <	7 WLYT-F <	7 WLYT-F
	8 WLYT-F	8 WSOC-F <	8 WSSS-F <	8 WLNK-F	8 WPEG-F	8 WLYT-F <	8 WRFX-F	8 WRFX-F <	8 WEND-F <	8 WBT-AF <
	8 WLNK-F	9 WSSS-F	9 WKKT-F	8 WKKT-F <	9 WLNK-F <	9 WBAV-F <	9 WSSS-F <	9 WBAV-F <	8 WKKT-F	9 WRFX-F
		10 WVMG-F	10 WBT-AF <	10 WBT-AF <		10 WXRC-F <	10 WLNK-F <	10 WSSS-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPEG-F	1 WNKS-F	1 WNKS-F >	1 WNKS-F <	1 WLYT-F <	1 WPEG-F >>	1 WPEG-F >	1 WPEG-F	1 WRFX-F <	1 WRFX-F >	1 WPEG-F
2 WNKS-F >>	2 WPEG-F >>	2 WPEG-F <	2 WPEG-F	2 WNKS-F <	2 WNKS-F >	2 WNKS-F <	2 WRFX-F <	2 WPEG-F >	2 WSOC-F	2 WBAV-F >
3 WKKT-F	3 WLYT-F <	3 WLNK-F <	3 WLYT-F <	3 WLNK-F	3 WRFX-F >	3 WRFX-F	3 WXRC-F	3 WNKS-F	2 WBAV-F <	3 WBT-AF
4 WLYT-F >>	4 WKKT-F <	4 WSOC-F <	4 WLNK-F	4 WPEG-F	4 WXRC-F	4 WXRC-F	4 WEND-F <	4 WXRC-F	4 WBT-AF <	3 WSOC-F
	5 WLNK-F	5 WLYT-F	5 WKKT-F <	4 WBAV-F <	5 WEND-F >>	5 WEND-F >	5 WNKS-F	4 WBAV-F <	5 WPEG-F	3 WNKS-F >
	6 WSOC-F	6 WKKT-F	6 WBAV-F	6 WKKT-F <		6 WKKT-F	6 WSOC-F	6 WSSS-F	6 WSSS-F	
		7 WBAV-F	7 WVMG-F <	7 WVMG-F		6 WSOC-F	7 WBAV-F <	6 WSOC-F	7 WVMG-F	
		8 WSSS-F	8 WSOC-F <	8 WSOC-F		8 WBAV-F	8 WKKT-F	8 WBT-AF <	8 WXRC-F <	
				9 WRFX-F			8 WSSS-F	9 WKKT-F	9 WKKT-F	
								9 WEND-F	9 WNKS-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFNZ	SPRTS	610	Charlotte 1.3 3.3 27 450
WGIV	B/G	1600	Charlotte 1.3 2.4 22 278
WGSP	B/G	1310	Charlotte 0.3 1.0 6 119
WHVN	REL	1240	Charlotte 0.7 0.9 12 108
WIXE	C	1190	Monroe 0.6 0.6 11 68

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMX-F	C	105.7	Statesville 1.4 4.3 77 1307
WJMH-F	B	102.1	Reidsville 0.4 1.0 34 435
WKRR-F	AOR/CL	92.3	Asheboro 0.6 1.5 33 668
WMIT-F	REL	106.9	Black Mountain 1.4 4.4 71 1132

# CHARLOTTE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WKKT-FM, WLYT-FM, WRFX-FM	18.0 %	20.0 %	31.4 %	AC	0 (0)	74 (1)	74 (1)	4.9 %	4.6 %
<b>CBS/Infinity</b> WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	36.8 %	34.9 %	39.1 %	AOR/Classic/NR	0 (0)	212 (4)	212 (4)	14.2 %	14.9 %
<b>Dalton</b> WEND-FM, WWMG-FM	8.3 %	8.7 %	9.7 %	Black/Urban	0 (0)	288 (3)	288 (3)	19.3 %	18.8 %
<b>Jefferson-Pilot</b> WBT-AM, WBT-FM, WLNK-FM	10.4 %	11.3 %	13.7 %	CHR	0 (0)	135 (1)	135 (1)	9.0 %	6.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	11 (1)	247 (3)	258 (4)	17.2 %	16.6 %
				Full Service	93 (1)	13 (1)	106 (2)	7.1 %	7.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	34 (1)	34 (1)	2.3 %	2.8 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	156 (2)	156 (2)	10.4 %	11.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	40 (3)	24 (1)	64 (4)	4.3 %	4.5 %
				Soft AC	0 (0)	105 (1)	105 (1)	7.0 %	8.6 %
				Sports	22 (1)	0 (0)	22 (1)	1.5 %	1.1 %
				Standards/EZ	0 (0)	42 (1)	42 (1)	2.8 %	2.4 %
				<b>Totals</b>	<b>166 (6)</b>	<b>1330 (19)</b>	<b>1496 (25)</b>		

## AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	CBS	Jefferson-Pilot	
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman	CBS/Infinity	
WGIV	1600	1 kw (DA-N)	Black Gospel	ABC	\$ NA	---	CBS/Infinity	

## FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	CBS/Infinity	
WBT	99.3	7.6 kw @ 604	See WBT					Chester, SC
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis	Harrisburg
WEHD	106.5	65 kw @ 1046	AOR-New Rock		\$53.00	Mc-Guild	Dalton	Salisbury
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R	Capstar	Statesville
WLNK	107.9	100 kw @ 1694	Modern AC		\$80.00	CBS	Jefferson-Pilot	
WLYT	102.9	31 kw @ 1535	Soft AC	AMFM	\$100.00	Eastman	Capstar	Hickory
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Christal	CBS/Infinity	
WMMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin	GHB	Waxhaw, SC
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Katz	CBS/Infinity	Concord
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	Capstar	Kannapolis
WSOC	103.7	100 kw @ 1059	Country		\$175.00	Katz	CBS/Infinity	
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	---	CBS/Infinity	
WWMG	96.1	100 kw @ 1745	Oldies		\$90.00	Mc-Guild	Dalton	Shelby
WXRC	95.7	100 kw @ 1020	AOR	ABC	\$ NA	---		Hickory

Notes: Historic cum ratings for WBT-AF are not available . . . 9/98 WTLT (1480) changed calls to WGFY ("Goofy"); remains Children's



# CHATTANOOGA

Arbitron Rank: 102 Pop (12+): 388,000  
 MSA Rank: 114  
 MSA Pop: 452,000  
 DMA: 82  
 Average Persons Rating: 14.8  
 Market TSL in Hours: 20.25

Stations: 23 / 22  
 Diaries: 1,456 / 266:1 / 46.1%  
 Sample Target: 1,430  
 % Below Line: 0.5  
 % Not Listed: 15.8  
 Pop per Station: 17,636

Last Year's Revenue: \$18,600,000  
 Household Income: \$36,772  
 Total Retail Sales: \$4.9 Bil.  
 #1 Biller: WUSY-F \$5,300,000  
 #1 Billing Portfolio: Cumulus \$7,520,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WUSY-F	C	108 / 18.8	17.6	18.6	21.6	22.3	191	1202 / 31.0	34.6	34.7	225 / 2638	G	WUSY-F
2	WSKZ-F	AOR/CL	47 / 8.2	7.7	6.0	6.9	6.1	7.2	624 / 16.1	16.5	16.3	106 / 1303	E	WSKZ-F
3	WJTT-F	B	44 / 7.7	8.7	7.6	7.2	7.8	7.8	413 / 10.6	10.2	11.0	52 / 543	C	WJTT-F
3	WDEF-F	SAC	44 / 7.7	8.2	7.5	7.8	8.5	7.8	653 / 16.8	15.0	19.6	64 / 1036	D	WDEF-F
5	WDOD-F	AOR-NR	38 / 6.6	8.1	7.3	6.7	6.6	7.2	674 / 17.4	17.7	17.7	71 / 1285	B	WDOD-F
6	WGOW-F	T	28 / 4.9	4.0	4.3	3.6	4.3	4.2	382 / 9.9	9.8	10.2	33 / 451	B	WGOW-F
7	WKXJ-F	CHR	26 / 4.5	6.7	6.0	5.2	5.2	5.6	535 / 13.8	15.0	13.4	36 / 753	A	WKXJ-F
8	WOGT-F	O	22 / 3.8	4.4	5.3	5.0	3.6	4.6	471 / 12.1	13.3	11.6	31 / 643	C	WOGT-F
9	WLMX-F	AC	21 / 3.7	3.2	4.3	3.6	3.8	3.7	392 / 10.1	10.6	10.2	24 / 445	C	WLMX-F
9	WDOD	ST	21 / 3.7	3.4	2.7	2.9	3.5	3.2	178 / 4.6	4.7	5.7	21 / 178	A	WDOD
11	WGOW	T	19 / 3.3	2.7	2.5	2.2	2.1	2.7	218 / 5.6	6.5	6.2	19 / 218	^	WGOW
12	WNOO	B/A/C	18 / 3.1	2.5	2.7	4.1	3.1	3.1	165 / 4.3	4.1	3.7	18 / 178	A	WNOO
13	WBDX-F	REL-CC	10 / 1.7	1.7	2.0	2.6	1.6	2.0	206 / 5.3			21 / 416		WBDX-F

12+ FM Share (Metro): 84.30% (408 of 484) (Fall 97: 85.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKXJ-F >>	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F	1 WUSY-F >>
2 WUSY-F	2 WDOD-F	2 WSKZ-F	2 WSKZ-F	2 WSKZ-F	2 WDEF-F	2 WSKZ-F	2 WDEF-F	2 WSKZ-F <	2 WJTT-F	2 WJTT-F <
3 WJTT-F	3 WJTT-F	3 WJTT-F <	3 WDEF-F <	3 WDEF-F	3 WSKZ-F	2 WDEF-F	3 WSKZ-F	3 WDEF-F	3 WKXJ-F	3 WOOD-F <
	4 WSKZ-F	4 WDOD-F <	4 WJTT-F	4 WJTT-F	4 WGOW-F <	4 WJTT-F	4 WGOW	3 WDOD-F <	4 WDOD-F	4 WSKZ-F
	5 WDEF-F >	5 WDEF-F >	5 WDOD-F	5 WDOD-F	5 WDOD <	5 WGOW-F	4 WJTT-F	5 WGOW-F	5 WSKZ-F >	5 WNOO
		6 WGOW-F	6 WGOW-F	6 WOGT-F	6 WJTT-F	6 WDOD	6 WDOD-F <	6 WJTT-F	6 WDEF-F	6 WDEF-F
			7 WOGT-F	6 WGOW-F	7 WOGT-F <	7 WDOD-F <	7 WGOW-F	7 WKXJ-F <	7 WGOW-F	7 WKXJ-F
					8 WGOW	8 WLMX-F	8 WLMX-F <	8 WOGT-F >		8 WOGT-F
					8 WNOO	8 WKXJ-F	9 WDOD			9 WDOD

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WDOD-F	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >>	1 WSKZ-F	1 WUSY-F <	1 WUSY-F	1 WSKZ-F <	1 WUSY-F <	1 WUSY-F
2 WJTT-F	2 WDEF-F	2 WDEF-F >	2 WDEF-F	2 WDEF-F	1 WDOD-F	2 WSKZ-F	2 WSKZ-F	2 WUSY-F	2 WSKZ-F >	2 WKXJ-F
3 WKXJ-F	3 WDOD-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WUSY-F	2 WDOD-F	2 WDOD-F >	3 WDOD-F	3 WGOW-F <	2 WJTT-F >
3 WUSY-F >	3 WJTT-F >	4 WDOD-F	4 WDOD-F <	4 WSKZ-F	3 WJTT-F >>>	4 WJTT-F >>	4 WJTT-F >	4 WJTT-F <	4 WDOD-F	4 WSKZ-F >
5 WBDX-F	5 WKXJ-F	5 WKXJ-F	5 WSKZ-F <	5 WLMX-F			5 WDEF-F	5 WGOW-F >	5 WJTT-F	
5 WDEF-F		5 WSKZ-F	6 WLMX-F	5 WOGT-F			5 WOGT-F	6 WDEF-F	6 WDEF-F <	
5 WLMX-F >>		5 WBDX-F >	7 WKXJ-F	7 WDOD-F >			5 WGOW-F >	6 WOGT-F	7 WOGT-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDEF	T	1370	Chattanooga	0.7	3.1	4 124	WALV-F	AC	95.3	Cleveland	0.5	2.0	12 323
WFLI	REL	1070	Lookout Mountain	1.4	2.5	12 172							
WLOV-F	B/O	98.1	Signal Mountain	1.2	4.4	8 188							
WMPZ-F	J	93.7	Ringgold, GA	0.7	3.4	5 151							
WQCH	C	1590	Lafayette, GA	0.7	1.3	4 49							
WSDQ	C	1190	Dunlap	0.3	0.8	2 30							
WSGC-F	C	101.9	Ringgold, GA	1.0	2.5	9 170							

# CHATTANOOGA

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Fall 97		
<b>Bahakel</b>			18.7 %	16.7 %	20.3 %	AC	0	(0)	24	(2)	24	(2)	5.0 %	5.6 %
WDEF-AM, WDEF-FM, WOOD-AM, WOOD-FM						AOR/Classic/NR	0	(0)	85	(2)	85	(2)	17.6 %	15.0 %
<b>Bloomington</b>			20.2 %	24.3 %	27.4 %	Black/Urban	18	(1)	51	(2)	69	(3)	14.3 %	12.6 %
WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM						CHR	0	(0)	26	(1)	26	(1)	5.4 %	6.0 %
<b>Brewer</b>			8.4 %	9.1 %	10.3 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WJTT-FM, WMPZ-FM						Country	6	(2)	114	(2)	120	(4)	24.8 %	28.7 %
<b>Cumulus</b>			28.2 %	28.3 %	40.3 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WKXJ-FM, WLMX-AF, WLOV-FM, WUSY-FM						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
			<b>75.5 %</b>	<b>78.4 %</b>	<b>98.3 %</b>	Jazz	0	(0)	4	(1)	4	(1)	0.8 %	2.0 %
						News/Talk	23	(2)	28	(1)	51	(3)	10.5 %	8.2 %
						Oldies	0	(0)	22	(1)	22	(1)	4.5 %	4.8 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	8	(1)	10	(2)	18	(3)	3.7 %	3.2 %
						Soft AC	0	(0)	44	(1)	44	(1)	9.1 %	9.8 %
						Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Standards/EZ	21	(1)	0	(0)	21	(1)	4.3 %	4.0 %
						<b>Totals</b>	<b>76</b>	<b>(7)</b>	<b>408</b>	<b>(15)</b>	<b>484</b>	<b>(22)</b>		

## AM Stations

Station	Freq	Power	Time	Format	Revenue	Advertiser	Agency
WOOD	1310	5 kw (DA-N)	Standards	ABC	<20.00	Banner	Bahakel
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$25.00	Christal	Bloomington
WNOO	1260	5 kw/0.025 kw (DA-N)	Black AC	AURN	<20.00	Banner	WBDX-F

## FM Stations

Station	Freq	Power	Time	Format	Revenue	Advertiser	Agency	Location
WBDX	102.7	0.32 kw @ 1375	Contemp. Christian	SRN	<20.00	---		Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel	
WOOD	96.5	100 kw @ 1075	New Rock	Westwd	\$20.00	Banner	Bahakel	
WDRZ	103.1	50 kw @ 492	See WBDX-F					Etowah
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Bloomington	Soddy-Daisy
WJTT	94.3	4.7 kw @ 371	Black		\$36.00	Mc-Guild	Brewer	Red Bank
WKXJ	97.3	16 kw @ 866	CHR		<20.00	Roslin	Cumulus	S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00	Mc-Guild	Cumulus	Rossville, GA
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington	East Ridge
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington	
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Cumulus	

Notes: \* WNOO revenue level includes WBDX-F revenue . . . ^ WGOW-F revenue level includes WGOW revenue . . . No historic cume ratings are available for WBDX-FF . . . 9/98 WSGC-F changed from simulcasting WKXJ-F to Classic Country. It is LMA'd by WKWN & WEPG . . . 11/98 WXKT-F changed from Country to Black Oldies as WLOV-F ("Love 98")

# CHICAGO

**Arbitron Rank:** 3 Pop (12+): 7,020,100  
**MSA Rank:** 3  
**MSA Pop:** 8,680,000  
**DMA:** 3  
**Average Persons Rating:** 17  
**Market TSL in Hours:** 22.25

**Stations:** 38 / 38  
**Diaries:** 5,666/ 1239:1/ 45.5%  
**Sample Target:** 5,900  
**% Below Line:** 0.0  
**% Not Listed:** 13.9  
**Pop per Station:** 184,739

**Last Year's Revenue:** \$374,700,000  
**Household Income:** \$54,737  
**Total Retail Sales:** \$ 80.4 Bil.  
**#1 Biller:** WGN \$32,500,000  
**#1 Billing Portfolio:** CBS/Infinity \$123,100,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WGN	FS/T	790 / 6.6	66	58	6.6	6.1	6.4	10066 / 14.3	13.9	12.4	915 / 11727	K	WGN
2	WGCI-F	B	760 / 6.4	80	77	6.3	7.2	7.1	8736 / 12.4	14.2	14.6	765 / 8881	K	WGCI-F
3	WBBM-F	CHR/U	571 / 4.8	53	48	4.4	4.6	4.8	12148 / 17.3	18.0	16.9	588 / 12609	J	WBBM-F
4	WNUA-F	J	503 / 4.2	43	41	4.6	4.8	4.3	8158 / 11.6	10.6	11.0	509 / 8276	J	WNUA-F
5	WVAZ-F	B/AC	474 / 4.0	49	47	4.3	4.3	4.5	5911 / 8.4	9.2	9.5	474 / 5911	J	WVAZ-F
6	WLS	T	472 / 4.0	43	43	4.0	4.3	4.1	6116 / 8.7	9.0	8.6	586 / 7520	H	WLS
7	WKQX-F	AOR-NR	467 / 3.9	34	28	3.0	2.9	3.3	10033 / 14.3	12.9	13.3	500 / 10584	I	WKQX-F
8	WBBM	N	442 / 3.7	34	36	4.0	3.6	3.7	9827 / 14.0	14.2	13.5	466 / 10570	J	WBBM
9	WJMK-F	O	433 / 3.6	34	39	3.3	3.4	3.6	8951 / 12.7	13.1	13.2	446 / 9310	K	WJMK-F
10	WUSN-F	C	418 / 3.5	42	39	3.4	3.5	3.8	6061 / 8.6	9.9	9.5	441 / 6463	J	WUSN-F
11	WLIT-F	SAC	417 / 3.5	38	46	4.8	4.5	4.2	7117 / 10.1	11.8	12.3	418 / 7218	K	WLIT-F
12	WTMX-F	AC	386 / 3.2	29	33	2.6	2.6	3.0	8171 / 11.6	11.8	10.7	393 / 8476	I	WTMX-F
13	WNND-F	AC-NR	364 / 3.1	26	26	2.7	2.3	2.7	6850 / 9.8	9.5	8.7	366 / 6933	H	WNND-F
14	WXRT-F	AOR-P	311 / 2.6	23	25	2.6	1.9	2.5	5448 / 7.8	7.0	6.2	315 / 5622	J	WXRT-F
15	WXCD-F	CL AOR	307 / 2.6	22	27	2.6	2.8	2.5	6714 / 9.6	9.4	10.3	321 / 7001	F	WXCD-F
16	WCKG-F	T	298 / 2.5	26	22	2.9	2.3	2.6	4683 / 6.7	7.2	7.7	309 / 4863	J	WCKG-F
17	WRCX-F	B/O	283 / 2.4	20	32	3.0	3.0	2.6	6371 / 9.1	9.7	9.7	296 / 6669	J	WRCX-F
18	WAIT	ST	278 / 2.3	17	20	2.8	2.3	2.2	2467 / 3.5	3.3	3.5	292 / 2676	E	WAIT
19	WLEY-F	SP	273 / 2.3	19	22	2.3	2.5	2.2	3228 / 4.6	4.0	4.5	277 / 3305	D	WLEY-F
20	WMAQ	N	266 / 2.2	20	17	2.3	2.3	2.1	7344 / 10.5	8.7	12.1	295 / 8409	J	WMAQ
21	WOJO-F	SP-C	244 / 2.0	22	20	2.2	1.8	2.1	3481 / 5.0	4.6	4.7	246 / 3517	I	WOJO-F
22	WLUP-F	AOR	240 / 2.0	21	17	1.6	1.5	1.9	5636 / 8.0	7.2	7.9	252 / 5907	H	WLUP-F
23	WFMT-F	CL	160 / 1.3	12	12	1.2	1.2	1.2	2842 / 4.0	4.2	4.3	166 / 2999	F	WFMT-F
24	WGCI	B/G	159 / 1.3	12	11	1.2	1.7	1.2	2122 / 3.0	2.9	3.4	159 / 2139	E	WGCI
25	WSCR	SPRTS	153 / 1.3	17	17	1.5	2.0	1.5	2469 / 3.5	4.3	4.8	168 / 2736	H	WSCR
26	WNIB-F	CL	149 / 1.3	17	14	1.9	1.7	1.6	3249 / 4.6	5.0	5.3	157 / 3421	F	WNIB-F

12+ FM Share (Metro): 72.40% (7420 of 10249) (Fall 97: 70.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WBBM-F >	1 WGCI-F	1 WGCI-F >	1 WGCI-F	1 WGN >	1 WGN >	1 WNUA-F <	1 WGCI-F	1 WGCI-F >	1 WGCI-F
2	WGCI-F >	2 WKQX-F	2 WKQX-F <	2 WVAZ-F <	2 WNUA-F <	2 WBBM <	2 WGN <	2 WBBM-F	2 WBBM-F >	2 WGN <
3	WKQX-F >>	3 WBBM-F	3 WVAZ-F	3 WNUA-F	3 WNUA-F <	3 WLS <	3 WKQX-F <	3 WGCI-F <	3 WGN <	3 WBBM-F <
4	WTMX-F >	4 WBBM-F >	3 WXRT-F <	4 WJMK-F <	4 WBBM	4 WGCI-F	4 WLIT-F <	4 WNUA-F <	3 WGN	4 WVAZ-F
5	WUSN-F <	5 WTMX-F <	5 WCKG-F	5 WXRT-F <	5 WJMK-F	5 WBBM-F <	5 WLS <	5 WBBM-F	5 WVAZ-F <	5 WNUA-F <
6	WVAZ-F <	6 WNUA-F <	5 WTMX-F <	6 WUSN-F	6 WVAZ-F <	6 WLS	6 WNND-F <	6 WUSN-F <	6 WNUA-F	6 WJMK-F <
7	WLEY-F <	7 WXRT-F <	7 WXCD-F <	6 WCKG-F	7 WLIT-F <	7 WVAZ-F	7 WJMK-F	7 WJMK-F	7 WLS <	7 WBBM <
8	WCKG-F	8 WUSN-F <	8 WUSN-F <	6 WNND-F <	8 WAIT <	8 WCKG-F <	7 WUSN-F	7 WLIT-F <	8 WBBM <	8 WUSN-F
9	WRCX-F <	9 WCKG-F	9 WJMK-F <	9 WXCD-F	9 WUSN-F <	9 WTMX-F <	9 WVAZ-F <	9 WCKG-F	9 WJMK-F <	9 WKQX-F <
10	WNND-F	9 WNND-F <	10 WNND-F <	9 WTMX-F <	10 WMAQ	10 WJMK-F <	10 WTMX-F <	9 WKQX-F <	10 WRCX-F <	10 WMAQ
										10 WTMX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WGCI-F	1 WGCI-F >	1 WGCI-F	1 WGCI-F >	1 WGCI-F	1 WKQX-F <	1 WKQX-F	1 WKQX-F	1 WKQX-F <	1 WCKG-F
2	WBBM-F	2 WTMX-F <	2 WTMX-F >	2 WTMX-F	2 WVAZ-F <	2 WGCI-F	2 WGCI-F >	2 WCKG-F	2 WGCI-F	2 WXRT-F <
3	WTMX-F >	3 WBBM-F >	3 WVAZ-F <	3 WBBM-F <	3 WNUA-F <	3 WBBM-F >>	3 WBBM-F <	3 WGCI-F	3 WCKG-F	3 WXCD-F <
4	WKQX-F	4 WLIT-F <	4 WBBM-F <	4 WNND-F <	4 WRCX-F <	4 WCKG-F	4 WUSN-F <	4 WXCD-F <	4 WKQX-F	4 WLS
5	WLIT-F <	5 WNND-F	5 WLIT-F <	5 WVAZ-F	5 WOJO-F <	5 WRCX-F <	5 WRCX-F <	5 WXRT-F	4 WVAZ-F <	5 WMAQ
6	WNND-F	5 WKQX-F	6 WNND-F <	5 WLIT-F <	6 WJMK-F <	6 WVAZ-F <	6 WUSN-F	6 WLEY-F <	6 WJMK-F <	6 WKQX-F
7	WLEY-F	7 WVAZ-F	7 WXRT-F	7 WNUA-F	7 WTMX-F	7 WUSN-F	7 WLEY-F	7 WLUP-F <	7 WUSN-F	7 WGCI-F <
8	WUSN-F <	8 WUSN-F <	8 WUSN-F <	8 WUSN-F <	8 WUSN-F	8 WTMX-F <	8 WTMX-F	8 WTMX-F <	7 WBBM-F <	8 WNUA-F
9	WVAZ-F	9 WLEY-F <	9 WKQX-F <	9 WJMK-F <	9 WXRT-F <	9 WLEY-F	8 WLUP-F <	9 WXRT-F <	9 WLUP-F <	8 WUSN-F <
		10 WXRT-F	10 WOJO-F <	10 WXRT-F	10 WBBM-F	10 WVAZ-F <	10 WBBM-F <			10 WLS

# CHICAGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Fall 97
WIIL-F	AOR	95.1	Kenosha, WI	0.4	1.4	53	1193	AC	0 (0)	854 (4)	854 (4)	8.3 %	6.4 %
WIND	SP	560	Chicago	0.4	1.4	55	1036	AOR/Classic/NR	0 (0)	1369 (5)	1369 (5)	13.4 %	16.8 %
WLXX	SP	1200	Chicago	0.6	1.3	70	919	Black/Urban	99 (1)	1517 (3)	1616 (4)	15.8 %	16.0 %
WMVP	SPRTS	1000	Chicago	0.4	3.3	56	2575	CHR	0 (0)	640 (3)	640 (3)	6.2 %	5.3 %
WVON	B	1450	Cicero	0.8	0.9	99	622	Classical	0 (0)	312 (3)	312 (3)	3.0 %	3.4 %
WXLG-F	AC	102.3	Waukegan	0.4	1.8	44	1282	Country	0 (0)	418 (1)	418 (1)	4.1 %	4.6 %
WXXY-F	CHR	103.1	Highland Park	0.6	1.9	73	1347	Full Service	790 (1)	0 (0)	790 (1)	7.7 %	6.9 %
WYBA-F	B/G	106.3	Lansing	0.6	1.8	73	1230	Hispanic	120 (2)	517 (2)	637 (4)	6.2 %	7.1 %
WYCA-F	REL	92.3	Hammond, IN	0.6	1.7	70	1250	Jazz	0 (0)	503 (1)	503 (1)	4.9 %	5.5 %
WZSR-F	AC	105.5	Woodstock	0.5	1.2	62	883	News/Talk	1180 (3)	298 (1)	1478 (4)	14.4 %	12.9 %

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	7.0 %	7.8 %	7.5 %
WLS-AM, WMVP-AM, WTAQ-AM, WTAU-AM, WXCD-FM			
<b>Big City</b>	0.6 %	0.7 %	%
WKIE-FM, WKIF-FM, WXXY-FM, WYXX-FM			
<b>Bonneville</b>	8.3 %	10.8 %	8.6 %
WLUP-FM, WNND-FM, WTMX-FM			
<b>CBS/Infinity</b>	21.6 %	21.6 %	32.2 %
WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM			
<b>Chancellor</b>	21.8 %	23.7 %	26.0 %
WGCI-AM, WGCI-FM, WLIT-FM, WNUA-FM, WRCX-FM, WVAZ-FM			
<b>Crawford</b>	1.2 %	1.0 %	%
WYAA-FM, WYBA-FM, WYCA-FM			
<b>Heftel</b>	3.0 %	3.7 %	5.2 %
WIND-AM, WLXX-AM, WOJO-FM			
	63.5 %	69.3 %	79.5 %

## AM Stations

Station	Power	Class	Format	Advertiser	Agency	Product	Station
WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	—	Pride
WBBM	780	50 kw	News	CBS	\$250.00	Interep	Crystal Lake
WGCI	1390	5 kw (DA-2)	Black Gospel	AURN, AMFM		Christal	Chancellor
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman	Tribune
WLS	890	50 kw	Talk	ABC	\$130.00	ABC	ABC
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$230.00	Group W	CBS/Infinity
WSCR	1160	50 kw/5 kw (DA-2)	Sports	CBS	\$125.00	CBS	CBS/Infinity

# CHICAGO

## FM Stations

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

Notes: 9/98 WLRT-F (92.7; Kankakee) changed calls to WBRO-F . . . 10/98 WGCI changed from Black Oldies to Black Gospel . . . 10/98 WWCA (1270; Gary, IN) sold by Willis to Alliance for \$2,100,000 . . . 10/98 WMVP changed from Talk to Sports as "ESPN Radio 1000" . . . 10/98 WRCX-F changed from AOR to Black Oldies as "The Beat" . . . 10/98 WCBR-F/WBRO-F changed from Black Oldies to CHR as "Kiss FM at 92.7" . . . 11/98 WCBR-F changed calls to WKIE-F; WBRO-F changed calls to WKIF-F . . . 11/98 WKRS/WXLC-F (Waukegan) sold by Spring to Chris Devine & Bruce Buzil for \$4,300,000

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# CINCINNATI

Arbitron Rank: 26 Pop (12+): 1,584,300	Stations: 34 / 26	Last Year's Revenue: \$100,200,000
MSA Rank: 31	Diaries: 2,895 / 547:1 / 52.8%	Household Income: \$46,338
MSA Pop: 1,940,000	Sample Target: 2,860	Total Retail Sales: \$19.4 Bil.
DMA: 29	% Below Line: 5.1	#1 Biller: WLW \$20,300,000
Average Persons Rating: 15.5	% Not Listed: 11.3	#1 Billing Portfolio: Jacor \$50,750,000
Market TSL in Hours: 20.25	Pop per Station: 60,935	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WLW	FS/T	205 / 8.4	9.8	9.6	6.6	8.6	8.6	3193 / 20.2	22.8	21.5	237 / 3801	K	WLW
2 WUBE-F	C	196 / 8.0	8.7	8.6	9.1	9.4	8.6	3073 / 19.4	18.3	21.8	229 / 3492	I	WUBE-F
3 WEBN-F	AOR	195 / 8.0	7.6	7.6	7.5	8.0	7.7	2932 / 18.5	17.5	19.3	213 / 3256	I	WEBN-F
4 WGRR-F	O	163 / 6.7	7.0	6.3	5.9	6.2	6.5	2328 / 14.7	14.7	14.6	176 / 2590	H	WGRR-F
5 WRRM-F	SAC	160 / 6.5	6.0	6.1	7.0	5.6	6.4	2327 / 14.7	14.7	13.7	163 / 2487	G	WRRM-F
6 WIZF-F	B	134 / 5.5	5.7	5.5	5.8	5.8	5.6	1822 / 11.5	12.9	12.1	135 / 1847	G	WIZF-F
7 WKRQ-F	CHR	130 / 5.3	6.1	6.7	5.2	6.0	5.8	3444 / 21.7	23.2	21.2	143 / 3807	H	WKRQ-F
8 WVMX-F	AC/CHR	118 / 4.8	4.7	5.2	5.1	4.2	5.0	2096 / 13.2	14.9	12.6	123 / 2247	F	WVMX-F
8 WKRC	T	118 / 4.8	4.2	3.9	4.3	4.8	4.3	1799 / 11.4	9.4	10.3	123 / 1927	F	WKRC
10 WOFX-F	CL AOR	107 / 4.4	4.9	4.7	5.2	4.6	4.8	2564 / 16.2	16.0	15.3	121 / 2827	F	WOFX-F
11 WVAE-F	J	101 / 4.1	4.2	4.4	4.2	3.3	4.2	1600 / 10.1	9.6	9.7	104 / 1663	D	WVAE-F
12 WSAI	ST	85 / 3.5	3.2	3.8	3.8	3.5	3.6	993 / 6.3	6.6	5.9	86 / 1029	E	WSAI
13 WKFS-F	CHR	77 / 3.1	2.4	2.3	2.7	2.2	2.6	2005 / 12.7	10.5	9.6	78 / 2065	C	WKFS-F
14 WYGY-F	C	53 / 2.2	2.6	3.0	2.9	4.0	2.7	1316 / 8.3	9.6	11.7	59 / 1442	E	WYGY-F
15 WAKW-F	REL-CC	43 / 1.8	1.4	1.7	1.7	2.1	1.6	899 / 5.7	5.4	5.5	44 / 943		WAKW-F
16 WHKO-F	C	33 / 1.3	1.3	1.2	1.1	1.1	1.2	726 / 4.6	4.5	4.9	68 / 1373		WHKO-F
16 WCIN	B/O	33 / 1.3	0.7	0.7	1.2	0.9	1.0	352 / 2.2	2.1	2.2	33 / 352	B	WCIN
18 WYLY-F	CL HITS	25 / 1.0	1.3	0.8	0.6	0.7	0.9	603 / 3.8	3.0	2.1	26 / 624		WYLY-F
19 WBOB	SPRTS	24 / 1.0	0.9	0.7	0.9	0.9	0.8	596 / 3.8	2.5	3.8	25 / 609		WBOB

12+ FM Share (Metro): 76.43% ( 1660 of 2172 ) ( Fall 97: 76.79% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFS-F <	1 WEBN-F >	1 WEBN-F	1 WEBN-F	1 WEBN-F <	1 WLW	1 WLW	1 WRRM-F <	1 WEBN-F <	1 WLW <	1 WUBE-F
2 WKRQ-F	2 WUBE-F <	2 WUBE-F	2 WUBE-F <	2 WUBE-F <	2 WGRR-F	2 WUBE-F <	2 WLW <	2 WUBE-F	2 WIZF-F	2 WEBN-F <
3 WIZF-F >	3 WIZF-F	3 WVMX-F	3 WRRM-F	3 WGRR-F <	3 WRRM-F <	3 WEBN-F	3 WUBE-F <	3 WGRR-F <	3 WEBN-F	3 WLW <
4 WEBN-F >>	4 WVMX-F	3 WRRM-F <	4 WRRM-F	4 WUBE-F <	4 WUBE-F <	4 WGRR-F	4 WEBN-F <	4 WKRQ-F	4 WKRQ-F <	4 WGRR-F <
	5 WKRQ-F	5 WIZF-F <	5 WGRR-F <	5 WLW <	5 WKRC	5 WRRM-F	5 WGRR-F <	4 WLW <	5 WKFS-F <	5 WIZF-F
	6 WOFX-F	6 WOFX-F <	6 WOFX-F <	6 WVMX-F <	6 WVAE-F <	6 WOFX-F	6 WKRC	6 WRRM-F <	6 WUBE-F	5 WKRQ-F
	7 WKFS-F <	7 WKRQ-F	7 WLW	7 WOFX-F	7 WSAI	7 WKRC <	7 WVMX-F	7 WIZF-F	7 WKRC <	7 WRRM-F
	8 WRRM-F	8 WGRR-F <	8 WKRQ-F <	8 WKRQ-F <	8 WEBN-F	8 WVMX-F	8 WVAE-F <	8 WVMX-F	8 WGRR-F <	8 WOFX-F
		9 WLW >	9 WIZF-F >	9 WIZF-F	9 WOFX-F <	8 WIZF-F <	9 WKRQ-F <	9 WKFS-F	9 WVMX-F <	8 WVAE-F
						10 WKRQ-F	10 WIZF-F <	9 WOFX-F <	10 WVAE-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIZF-F	1 WUBE-F	1 WUBE-F	1 WUBE-F	1 WRRM-F <	1 WEBN-F >>	1 WEBN-F >>	1 WEBN-F >>	1 WEBN-F >>	1 WEBN-F >	1 WLW >
2 WUBE-F <	2 WIZF-F <	2 WVMX-F	1 WRRM-F	2 WUBE-F	2 WIZF-F	2 WIZF-F	2 WUBE-F <	2 WOFX-F <	2 WLW	2 WKRC <
3 WKRQ-F	3 WVMX-F <	3 WKRQ-F	3 WVMX-F	3 WGRR-F	3 WOFX-F <	2 WOFX-F	3 WOFX-F	3 WLW	3 WOFX-F	3 WUBE-F
4 WKFS-F <	4 WKRQ-F >	3 WIZF-F	4 WIZF-F	4 WVMX-F	4 WKRQ-F	4 WUBE-F	4 WIZF-F	4 WUBE-F	4 WUBE-F	4 WEBN-F <
5 WVMX-F	5 WEBN-F	5 WEBN-F	4 WKRQ-F	5 WKRQ-F	5 WVMX-F	5 WVMX-F	4 WVMX-F	5 WVMX-F <	4 WGRR-F	5 WIZF-F
6 WEBN-F	6 WRRM-F <	5 WRRM-F	6 WGRR-F	6 WIZF-F <	5 WKFS-F	6 WLW	4 WLW >	6 WIZF-F <	6 WRRM-F	6 WGRR-F
	7 WKFS-F	7 WOFX-F	7 WEBN-F	7 WVAE-F	7 WKRQ-F >	7 WBOB	7 WGRR-F <	7 WVMX-F		
			8 WVAE-F <	8 WEBN-F			8 WKRQ-F	8 WKRC <		
			9 WKFS-F	9 WOFX-F			9 WRRM-F			
			9 WOFX-F							

Other Rated Stations				Metro Cume				TSA				Other Rated Stations--Outside Market				Metro Cume				TSA											
				Share	Rating	AQH	Cume					Share	Rating	AQH	Cume					Share	Rating	AQH	Cume								
WAOL-F	CO	99.5	Ropley, OH	0.4	0.7	13	167	WFCJ-F	REL	93.7	Miamisburg, OH	0.6	2.7	23	617	WAXZ-F	C	97.7	Georgetown, OH	0.4	0.5	12	145	WGTZ-F	CHR	92.9	Eaton, OH	0.8	3.7	39	935
WKY	SPRTS	1350	Cincinnati	0.6	3.3	16	546	WONE	ST	980	Dayton, OH	0.4	0.7	16	209	WKOK-F	REL	107.5	Falmouth, KY	0.5	1.7	15	316	WPFB	ST	910	Middletown, OH	0.4	1.8	10	284
WHLT-F	REL-CC	104.3	Harrison, OH	0.4	1.2	9	205	WPFB-F	C	105.9	Middletown, OH	0.8	3.6	26	691	WYOP	J	740	Newport, KY	0.6	0.7	15	118	WROU-F	B	92.1	W. Carrollton, OH	0.5	1.5	13	246
WOXY-F	AOR-HR	97.7	Oxford, OH	0.4	1.4	10	233	WTUE-F	AOR	104.7	Dayton, OH	0.5	2.4	30	663																

# CINCINNATI

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> WGRR-FM, WKRC-FM, WYLY-FM	13.0 %	15.0 %	16.7 %	AC	0 (0)	118 (1)	118 (1)	5.4 %	5.3 %
<b>Chancellor</b> WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM	11.2 %	12.5 %	17.6 %	AOR/Classic/NR	0 (0)	323 (4)	323 (4)	14.9 %	17.6 %
<b>Jacor</b> WCKY-AM, WEBN-FM, WKFS-FM, WKRC-AM, WLW-AM, WOFX-FM, WSAI-AM, WVMX-FM	37.6 %	35.4 %	50.6 %	Black/Urban	33 (1)	146 (2)	179 (3)	8.2 %	8.3 %
<b>Susquehanna</b> WRRM-FM, WVAE-FM	10.6 %	12.5 %	9.5 %	CHR	0 (0)	226 (3)	226 (3)	10.4 %	8.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	319 (6)	319 (6)	14.7 %	17.4 %
				Full Service	205 (1)	0 (0)	205 (1)	9.4 %	9.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	72.4 %	75.4 %	94.4 %	Jazz	14 (1)	101 (1)	115 (2)	5.3 %	4.4 %
				News/Talk	118 (1)	0 (0)	118 (1)	5.4 %	5.5 %
				Oldies	0 (0)	188 (2)	188 (2)	8.7 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	79 (4)	79 (4)	3.6 %	3.8 %
				Soft AC	0 (0)	160 (1)	160 (1)	7.4 %	6.5 %
				Sports	39 (2)	0 (0)	39 (2)	1.8 %	1.0 %
				Standards/EZ	103 (3)	0 (0)	103 (3)	4.7 %	4.5 %
				<b>Totals</b>	<b>512 (9)</b>	<b>1660 (24)</b>	<b>2172 (33)</b>		

## AM Stations

Station	Power	Time	Format	Comments	AM	FM	Total	City
WBOB	1160	5 kw/0.99 kw (DA-2)	Sports	1-on-1, Westwd, ABC	\$ NA	Christal	Chancellor	Florence, KY
WCIN	1480	0.41 kw/0.047 kw	Black		\$ < 20.00	---		
WKRC	550	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$103.00	Eastman	Jacor	
WLW	700	50 kw	Full Service/Talk	ABC, AP	\$260.00	Eastman	Jacor	
WSAI	1530	50 kw (DA-N)	Standards	CBS, Westwd	\$55.00	Eastman	Jacor	

## FM Stations

Station	Power	Time	Format	Comments	AM	FM	Total	City
WAKW	93.3	50 kw @ 495	Contemp. Christian	USA	\$ NA	---	Pillar of Fire	
WEBN	102.7	16 kw @ 866	AOR		\$169.00	Eastman	Jacor	
WGRR	103.5	10 kw @ 1037	Oldies		\$130.00	Mc-Guild	CBS/Infinity	Hamilton
WIZF	100.9	1.25 kw @ 508	Black		\$78.00	D&R	Blue Chip	Erlanger, KY
WKFS	107.1	2.8 kw @ 874	CHR		\$35.00	Eastman	Jacor	Millford
WKRC	101.9	16.2 kw @ 874	CHR	ABC	\$150.00	Katz	CBS/Infinity	
WOFX	92.5	16 kw @ 866	Classic AOR		\$80.00	Eastman	Jacor	
WRRM	98.5	18 kw @ 808	Soft AC		\$109.00	Mc-Guild	Susquehanna	
WUBE	105.1	14.5 kw @ 920	Country		\$180.00	Christal	Chancellor	
WVAE	94.9	10.5 kw @ 1056	Jazz		\$72.00	Katz	Susquehanna	Fairfield
WVMX	94.1	32 kw @ 600	AC/CHR	ABC	\$88.00	Eastman	Jacor	
WYGY	96.5	19.5 kw @ 810	Country		\$74.00	Christal	Chancellor	Hamilton
WYLY	97.3	4.3 kw @ 387	Classic Hits		\$ NA	Katz	CBS/Infinity	Lebanon, OH

Notes: WHKO-F -- See Dayton . . . 9/98 WAQZ-F changed from New Rock to CHR as "Kiss 107.1" . . . 9/98 WAQZ-F changed calls to WKFS-F . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WCKY; WEBN-F; WKFS-F; WKRC; WLW; WOFX-F; WSAI; WVMX-F

# CLEVELAND

Arbitron Rank: 24 Pop (12+): 1,763,500	Stations: 25 / 21	Last Year's Revenue: \$88,000,000
MSA Rank: 23	Diaries: 3,189 / 553:1 / 57.6%	Household Income: \$44,557
MSA Pop: 2,230,000	Sample Target: 3,080	Total Retail Sales: \$20.6 Bil.
DMA: 13	% Below Line: 2.5	#1 Biller: WMJI-FM \$11,900,000
Average Persons Rating: 15.8	% Not Listed: 10.9	#1 Billing Portfolio: Jacor \$35,950,000
Market TSL in Hours: 21.00	Pop per Station: 83,976	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WZAK-F	B	244 / 8.7	8.7	9.0	9.3	9.9	8.9	2689 / 15.2	15.6	16.5	285 / 3517	I	WZAK-F
2	WMJI-F	O	208 / 7.4	9.0	8.5	8.1	8.0	8.3	3519 / 20.0	21.3	19.9	284 / 5022	I	WMJI-F
3	WGAR-F	C	204 / 7.3	6.6	8.0	6.9	7.5	7.2	2763 / 15.7	17.3	15.6	259 / 3807	H	WGAR-F
4	WDOK-F	SAC	196 / 7.0	6.1	6.3	7.2	6.9	6.7	2886 / 16.4	15.5	16.8	259 / 3846	H	WDOK-F
5	WTAM	NT	192 / 6.9	8.7	8.3	4.9	4.3	7.2	3483 / 19.8	24.7	13.4	275 / 4976	F	WTAM
6	WZJM-F	CHR	162 / 5.8	5.6	4.9	4.8	6.0	5.3	3341 / 18.9	17.2	18.9	181 / 3977	E	WZJM-F
7	WNXC-F	CL AOR	152 / 5.4	5.2	5.3	5.1	6.9	5.3	2965 / 16.8	15.3	18.2	231 / 4453	H	WNXC-F
8	WMMS-F	AOR	151 / 5.4	4.1	4.1	4.6	4.4	4.6	2608 / 14.8	12.2	13.6	225 / 4010	F	WMMS-F
9	WNVV-F	J	150 / 5.4	4.1	4.3	3.9	4.0	4.4	2015 / 11.4	10.4	10.1	188 / 2610	D	WNVV-F
9	WMVX-F	AC/CHR	150 / 5.4	5.8	5.9	5.7	3.3	5.7	2824 / 16.0	16.7	12.1	194 / 3766	G	WMVX-F
11	WOAL-F	AC/CHR	140 / 5.0	4.5	4.0	4.5	5.0	4.5	2984 / 16.9	17.5	17.0	176 / 4047	H	WOAL-F
12	WRMR	ST	135 / 4.8	5.8	5.4	6.2	5.5	5.6	1556 / 8.8	10.3	10.2	170 / 1978	D	WRMR
13	WJMO	B/O	73 / 2.6	2.2	2.1	2.5	1.7	2.4	998 / 5.7	6.8	8.1	73 / 1012	B	WJMO
14	WENZ-F	AOR-NR	66 / 2.4	2.1	2.5	2.6	2.0	2.4	1856 / 10.5	10.5	9.3	121 / 2989	D	WENZ-F
15	WCLV-F	CL	65 / 2.3	3.1	2.3	3.4	2.9	2.8	1145 / 6.5	6.8	8.1	80 / 1458	D	WCLV-F
16	WKNR	SPRTS	58 / 2.1	1.6	2.0	2.2	4.5	2.0	1329 / 7.5	8.5	16.2	83 / 1836	D	WKNR
17	WABQ	B/G	28 / 1.0	1.3	1.0	1.7	1.0	1.3	362 / 2.1	1.8	1.9	28 / 364		WABQ

12+ FM Share (Metro): 79.24% (1973 of 2490) (Fall 97: 78.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZAK-F >>	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WMJI-F	1 WMJI-F <	1 WNXC-F <	1 WOOK-F <	1 WTAM <	1 WZAK-F	1 WZAK-F <
2 WZAK-F >>	2 WMMS-F	2 WNXC-F <	2 WMVX-F <	2 WZAK-F	2 WDOK-F <	2 WZAK-F <	2 WMJI-F	2 WZAK-F	2 WZJM-F >	2 WGAR-F
3 WMMS-F	3 WNXC-F <	3 WMVX-F	3 WMJI-F <	3 WMVX-F <	3 WTAM <	3 WMJI-F	2 WGAR-F <	3 WGAR-F	3 WTAM	3 WMJI-F <
4 WENZ-F >	4 WMVX-F <	3 WMMS-F <	4 WNXC-F	4 WNXC-F	4 WGAR-F	4 WOOK-F <	4 WTAM <	3 WOOK-F <	4 WMMS-F	4 WZJM-F >
	5 WZJM-F <	5 WMJI-F <	5 WMMS-F <	5 WDOK-F <	5 WRMR	5 WGAR-F	5 WMVX-F <	5 WZJM-F <	5 WZJM-F <	5 WTAM <
	6 WOAL-F	6 WOAL-F	6 WOAL-F <	6 WGAR-F <	6 WMVX-F	6 WTAM	6 WOAL-F <	6 WMJI-F	6 WMJI-F <	6 WMVX-F <
	7 WGAR-F	7 WZJM-F <	7 WGAR-F <	7 WTAM <	7 WZAK-F	7 WZJM-F	7 WZAK-F <	7 WMMS-F <	7 WDOK-F <	6 WOOK-F <
	8 WENZ-F	8 WGAR-F <	8 WTAM <	8 WOAL-F	8 WMVX-F <	7 WMVX-F <	8 WMVX-F <	8 WMVX-F <	8 WMVX-F <	8 WMMS-F <
		9 WDOK-F <	9 WDOK-F <	9 WNXC-F <	9 WNXC-F <	9 WOAL-F <	9 WMMS-F <	9 WMVX-F <	9 WMVX-F <	9 WRMR
		10 WTAM <	10 WMVX-F <	10 WMVX-F	10 WOAL-F		10 WRMR	10 WOAL-F	10 WJMO <	10 WMVX-F <

  

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZAK-F >	1 WZAK-F	1 WZAK-F	1 WZAK-F	1 WOOK-F	1 WMMS-F >	1 WMMS-F	1 WMMS-F <	1 WMMS-F <	1 WMJI-F <	1 WZAK-F >
2 WOAL-F	2 WOAL-F	2 WMVX-F <	2 WOAL-F	1 WZAK-F	2 WNXC-F	2 WNXC-F	2 WNXC-F	2 WNXC-F	2 WNXC-F	2 WTAM
3 WZJM-F >	3 WZJM-F <	3 WOAL-F	3 WMVX-F <	3 WMJI-F <	2 WZAK-F <	3 WZAK-F	3 WZAK-F <	3 WZAK-F	3 WMMS-F <	3 WMVX-F <
4 WMMS-F	4 WMVX-F >	4 WZJM-F	4 WZJM-F <	4 WMVX-F	4 WZJM-F	4 WMVX-F	4 WMVX-F	4 WMVX-F	4 WTAM <	4 WDOK-F <
5 WDOK-F	5 WGAR-F	5 WGAR-F	5 WDOK-F	4 WOAL-F	5 WENZ-F >	5 WZJM-F	5 WKNR	5 WMVX-F	5 WZAK-F	5 WGAR-F <
5 WMVX-F	5 WDOK-F	5 WNXC-F	5 WMJI-F <	5 WGAR-F	6 WDOK-F	6 WENZ-F	6 WGAR-F <	6 WTAM	6 WMVX-F	6 WMVX-F
5 WMVX-F	6 WNXC-F	7 WDOK-F <	7 WGAR-F <	6 WMVX-F <	6 WMVX-F	6 WGAR-F	7 WTAM	7 WGAR-F	7 WGAR-F	7 WMVX-F
	6 WMMS-F	8 WMMS-F	8 WMVX-F	8 WZJM-F >	6 WKNR	8 WZJM-F	8 WKNR <	8 WKNR	8 WKNR	8 WKNR
			9 WNXC-F <				9 WZJM-F <	9 WZJM-F <	8 WMVX-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WELW	VA	1330	Wilmington	0.3	1.2	9 213	WKDD-F	CHR/AC	95.5	Akron	0.6	3.9	89 2065
WECL	TS/SPRTS	930	Elyria	0.4	1.6	12 308	WKY-F	C	104.7	Geneva	0.6	1.5	30 434
WERE	NT	1350	Cleveland	0.4	2.5	12 464	WONE-F	AOR	97.5	Akron	0.6	3.9	109 2373
WZLE-F	REL-CC	104.9	Lorain	0.5	1.7	17 369	WOMX-F	C	94.9	Medina	0.7	2.6	118 2046



# CLEVELAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Chancellor</b> WDOK-FM, WJMO-AM, WOAL-FM, WRMR-AM, WZAK-FM, WZJM-FM	33.9 %	29.1 %	38.0 %	AC	0 (0)	290 (2)	290 (2)	11.6 %	9.3 %
<b>Jacor</b> WGAR-FM, WMJI-FM, WMMS-FM, WMVX-FM, WTAM-AM, WZLE-FM	32.9 %	37.1 %	40.9 %	AOR/Classic/NR	0 (0)	385 (4)	385 (4)	15.5 %	15.7 %
	66.8 %	66.2 %	78.9 %	Black/Urban	73 (1)	244 (1)	317 (2)	12.7 %	13.5 %
				CHR	0 (0)	180 (2)	180 (2)	7.2 %	7.6 %
				Classical	0 (0)	65 (1)	65 (1)	2.6 %	3.2 %
				Country	0 (0)	240 (3)	240 (3)	9.6 %	9.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	150 (1)	150 (1)	6.0 %	4.5 %
				News/Talk	215 (3)	0 (0)	215 (3)	8.6 %	5.5 %
				Oldies	0 (0)	208 (1)	208 (1)	8.4 %	9.1 %
				Others/Unknown	8 (1)	0 (0)	8 (1)	0.3 %	0.0 %
				Religion/Gospel	28 (1)	15 (1)	43 (2)	1.7 %	2.2 %
				Soft AC	0 (0)	196 (1)	196 (1)	7.9 %	7.8 %
				Sports	58 (1)	0 (0)	58 (1)	2.3 %	5.1 %
				Standards/EZ	135 (1)	0 (0)	135 (1)	5.4 %	6.9 %
				<b>Totals</b>	<b>517 (8)</b>	<b>1973 (17)</b>	<b>2490 (25)</b>		

## AM Stations

Station	Power	Time	Format	Source	Price	Buyer	Seller
WABQ	1540	1 kw (Days)	Black Gospel	AURN	\$22.00	—	—
WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Chancellor
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$55.00	Sentry	Capstar
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$45.00	MMR/Espnl	Chancellor
WTAM	1100	50 kw	News/Talk	ABC, AP	\$70.00	Eastman	Jacor

## FM Stations

Station	Power	Time	Format	Source	Price	Buyer	Seller
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espnl	Chancellor
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$50.00	Clr Chnl	Radio One, pend.
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Jacor
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Guild	Jacor
WMMS	100.7	32 kw @ 600	AOR-New Rock	Source, Westwd	\$120.00	Katz	Jacor
WMVX	106.5	11.5 kw @ 1037	AC/CHR	AP	\$145.00	Eastman	Jacor
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$153.00	Clr Chnl	CBS/Infinity, pend.
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Allied	WEOL Elyria
WOAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$115.00	Eastman	Chancellor
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Chancellor
WZJM	92.3	40 kw @ 548	CHR	ABC	\$53.00	D&R	Chancellor

Notes: 9/98 WZLE-F (104.9; Lorain) sold by Vernon Baldwin to Jacor for \$8,000,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WGAR-F; WMJI-F; WMMS-F; WMVX-F; WTAM; WZLE-F . . . 2/99 Clear Channel sold WNCX-F to CBS/Infinity as part of a two-market, three-station, \$122,500,000 transaction . . . 2/99 Clear Channel sold WERE/WENZ-F to Radio One (price NA)

# COLORADO SPRINGS

Arbitron Rank: 93 Pop (12+): 399,000	Stations: 26 / 17	Last Year's Revenue: \$18,000,000
MSA Rank: 105	Diaries: 1,452 / 275:1 / 57.1%	Household Income: \$39,420
MSA Pop: 486,000	Sample Target: 1,360	Total Retail Sales: \$5.2 Bil.
DMA: 97 (w/Pueblo)	% Below Line: 17.5	#1 Biller: KKCS-F \$3,500,000
Average Persons Rating: 14.2	% Not Listed: 13.3	#1 Billing Portfolio: Citadel, pend. \$8,150,000
Market TSL In Hours: 18.75	Pop per Station: 23,471	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KKMG-F	CHR	67 / 11.8	11.5	10.8	9.1	10.0	10.8	1075 / 26.9	28.6	23.9	97 / 1556	D	KKMG-F
2	KCCY-F	C	44 / 7.8	4.2	6.0	5.4	7.4	5.8	629 / 15.8	13.6	16.5	82 / 1098	8	KCCY-F
3	KKFM-F	AOR/CL	42 / 7.4	11.5	8.0	8.1	8.6	8.8	644 / 16.1	19.3	19.1	75 / 1005	E	KKFM-F
4	KKCS-F	C	39 / 6.9	6.6	9.1	6.8	7.9	7.3	611 / 15.3	16.7	16.4	52 / 836	E	KKCS-F
5	KVOR	T/N	38 / 6.7	6.6	5.4	5.5	6.0	6.1	640 / 16.0	13.4	14.1	40 / 684	8	KVOR
6	KILO-F	AOR	35 / 6.2	6.2	6.8	6.2	7.9	6.3	611 / 15.3	14.8	14.5	47 / 822	C	KILO-F
7	KVUU-F	AC	29 / 5.1	5.1	5.7	5.8	5.0	5.4	757 / 19.0	20.0	17.6	39 / 960	C	KVUU-F
7	KOA	T/FS	29 / 5.1	3.9	3.8	3.9	4.0	4.2	561 / 14.0	10.4	11.8	49 / 849		KOA
7	KKLI-F	SAC	29 / 5.1	4.2	4.9	5.5	4.5	4.9	474 / 11.9	11.9	9.8	37 / 595	D	KKLI-F
10	KSPZ-F	O	25 / 4.4	5.7	6.0	5.8	4.5	5.5	550 / 13.8	15.7	12.8	31 / 704	C	KSPZ-F
11	KSKX-F	J	18 / 3.2	3.5	3.4	4.7	3.8	3.7	303 / 7.6	8.7	9.3	20 / 367	A	KSKX-F
12	KRDO-F	AC	16 / 2.8	3.4	4.1	4.4	3.5	3.7	366 / 9.2	12.4	8.9	27 / 535	8	KRDO-F
13	KCMN	ST	11 / 1.9	0.8	1.3	3.2	1.4	1.8	115 / 2.9	3.1	2.8	12 / 131	A	KCMN
14	KTWK	ST	10 / 1.8	1.7	1.5	1.1	1.2	1.5	167 / 4.2	4.2	3.5	12 / 190	A	KTWK
14	KBIQ-F	REL-CC	10 / 1.8	1.4	1.8	1.9	1.2	1.7	187 / 4.7	4.7	3.8	13 / 254		KBIQ-F

12+ FM Share (Metro): 77.60%      (381 of 491)      (Fall 97: 81.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd		
1	KKMG-F >>>	1	KKMG-F	1	KKFM-F <	1	KVOR	1	KKMG-F <	1	KKMG-F >	
2	KILO-F	2	KILO-F >	2	KKFM-F <	2	KKCS-F <	2	KKFM-F <	2	KKLI-F	
2	KVUU-F >	3	KCCY-F <	3	KCCY-F	3	KVOR <	3	KCCY-F <	3	KCCY-F <	
4	KKFM-F	4	KILO-F	4	KKCS-F	4	KKCS-F <	4	KKFM-F <	4	KKLI-F	
5	KVUU-F <	5	KKCS-F	5	KILO-F	5	KOA	5	KKCS-F	5	KILO-F <	
6	KKCS-F >	6	KVUU-F	5	KVUU-F <	6	KILO-F	6	KILO-F <	6	KVUU-F	
7	KKLI-F	7	KKLI-F	6	KVUU-F <	6	KKLI-F	7	KKLI-F <	7	KKLI-F <	
8	KSPZ-F <	8	KSPZ-F <	8	KSPZ-F	8	KKMG-F <	8	KKLI-F <	8	KOA	
9	KOA <	9	KOA <	9	KOA	9	KSKX-F	9	KVUU-F <	9	KVUU-F <	
				9	KVOR >	9	KVUU-F	10	KSPZ-F >	10	KOA >	
											10	KVOR

Wom 18-24	Wom 18-34	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+ Ovrnite	
1	KKMG-F >>	1	KKMG-F >>	1	KKMG-F	1	KKLI-F	1	KILO-F	1	KKMG-F >>>
2	KILO-F	2	KCCY-F	2	KCCY-F	2	KCCY-F	1	KKMG-F	1	KKMG-F >>>
2	KKCS-F	3	KILO-F	3	KKCS-F <	1	KCCY-F	3	KKFM-F >>	3	KKFM-F >>
2	KCCY-F >	3	KVUU-F	4	KKLI-F	4	KKCS-F	4	KCCY-F >	4	KCCY-F <
5	KVUU-F >>	5	KKCS-F	4	KKLI-F	5	KVUU-F <	5	KKFM-F	5	KKCS-F
6	KKLI-F	6	KRDO-F	6	KKFM-F	5	KVUU-F	5	KKCS-F	4	KOA
7	KKFM-F	6	KKCS-F	7	KILO-F	7	KSPZ-F	5	KVUU-F	7	KSPZ-F
		6	KKFM-F >	8	KSPZ-F	8	KRDO-F	8	KVOR	8	KVOR
				8	KRDO-F	8	KVOR	8	KVUU-F	8	KVUU-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KGFT-F	REL	1007	Pueblo	1.1 3.7 10 248
KKCS	T	1450	Colorado Springs	1.1 3.1 6 131
KPRZ-F	REL	951	Fountain	0.7 2.3 5 130
KRDO	SPRTS	1240	Colorado Springs	1.2 6.5 8 283

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KDZA-F	O	107.9	Pueblo	0.5 3.6 19 452
KGHF	STFS	1350	Pueblo	0.5 1.4 22 259
KHOW	T	630	Denver	1.1 2.7 9 154
KNKN-F	SP-C	107.1	Pueblo	0.4 0.6 6 85
KQKS-F	CHR	107.5	Lakewood	1.4 4.3 8 174
KTCL-F	AOR-IR	93.3	Fort Collins	0.4 0.9 2 36
KVOD-F	CL	92.5	Greeley	0.4 1.1 2 61

# COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar, pend.* KKLI-FM, KVUU-FM	10.2 %	12.4 %	13.0 %	AC	0 (0)	45 (2)	45 (2)	9.2 %	9.9 %
Citadel, pend.* KKFM-FM, KKMG-FM, KSPZ-FM, KTWK-AM, KVOR-AM	32.1 %	30.9 %	45.3 %	AOR/Classic/NR	0 (0)	79 (3)	79 (3)	16.1 %	19.4 %
Local KCBR-AM, KCMN-AM	1.9 %	1.2 %	2.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	75 (2)	75 (2)	15.3 %	12.7 %
				Classical	0 (0)	2 (1)	2 (1)	0.4 %	0.6 %
				Country	0 (0)	83 (2)	83 (2)	16.9 %	19.0 %
	44.2 %	44.5 %	61.0 %	Full Service	32 (2)	0 (0)	32 (2)	6.5 %	5.1 %
				Hispanic	0 (0)	2 (1)	2 (1)	0.4 %	0.4 %
				Jazz	0 (0)	18 (1)	18 (1)	3.7 %	4.4 %
				News/Talk	50 (3)	0 (0)	50 (3)	10.2 %	9.1 %
				Oldies	0 (0)	28 (2)	28 (2)	5.7 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	20 (3)	20 (3)	4.1 %	4.0 %
				Soft AC	0 (0)	29 (1)	29 (1)	5.9 %	5.3 %
				Sports	7 (1)	0 (0)	7 (1)	1.4 %	1.4 %
				Standards/EZ	21 (2)	0 (0)	21 (2)	4.3 %	3.0 %
				<b>Totals</b>	<b>110 (8)</b>	<b>381 (18)</b>	<b>491 (26)</b>		

## AM Stations

KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	—	KCBR
KTWK	740	3.3 kw/1.5 kw (DA-2)	Standards		\$ NA	Katz	Citadel, pend.*
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS	\$30.00	Katz	Citadel, pend.*

## FM Stations

KBIO	102.7	100 kw @ 2000	Contemp. Christian		\$<20.00	Salem	Salem	Manitou Springs
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakei	
KKCS	101.9	72 kw @ 2280	Country		\$75.00	Katz	KKCS	
KKFM	98.1	71 kw @ 2290	AOR/Classic AOR		\$56.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$30.00	Mc-Guild	Capstar, pend.*	Widefield
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Mc-Guild	Citadel	Pueblo
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R		
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R		Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Citadel, pend.*	
KVUU	99.9	68 kw @ 2000	AC		\$30.00	Katz	Capstar, pend.	Pueblo

Notes: KOA -- See Denver, KCCY-F -- See Pueblo . . . \* Capstar (which is acquiring Triathlon) and Citadel (which operates Triathlon's stations in the market) have proposed a settlement to the DoJ would re-align certain stations' ownership: Citadel would sell KKLI-F to Capstar; Capstar would sell KVOR, KTWK & KSPZ-F to Citadel (prices NA) . . . 12/98 KCMN/KCBR (1040) sold for \$750,000 . . . 12/98 KXRE (1490; Manitou Springs) changed from Hispanic to simulcasting Hispanic-Regional KBNO (Denver)

# COLUMBIA, SC

Arbitron Rank: 88 Pop (12+): 427,200	Stations: 20 / 17	Last Year's Revenue: \$23,900,000
MSA Rank: 101	Diaries: 1,384 / 309:1 / 46.8%	Household Income: \$42,709
MSA Pop: 495	Sample Target: 1,450	Total Retail Sales: \$4.7 Bil.
DMA: 89	% Below Line: 1.7	#1 Biller: WWDM-F \$4,500,000
Average Persons Rating: 15.0	% Not Listed: 14.2	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 25,129	Capstar \$10,700,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WWDM-F	B 95 / 14.9	15.4	16.3	16.2	16.1	15.7	960 / 22.5	24.7	22.9	160 / 1766	F	WWDM-F
2	WCOS-F	C 67 / 10.5	10.7	10.3	9.0	10.8	10.1	852 / 19.9	21.8	21.3	106 / 1494	E	WCOS-F
3	WNOK-F	CHR 46 / 7.2	8.5	7.6	7.5	10.2	7.7	1042 / 24.4	23.1	25.1	84 / 1576	E	WNOK-F
3	WFMV-FF	B/G 46 / 7.2	4.7	5.7	5.9	4.8	5.9	524 / 12.3	9.8	11.2	66 / 848	B	WFMV-FF
5	WVOC	N/T 44 / 6.9	5.4	4.8	4.5	4.9	5.4	724 / 18.9	11.7	13.2	46 / 784	C*	WVOC
6	WMFX-F	AOR/CL 37 / 5.8	6.1	6.9	6.9	6.5	6.4	676 / 15.8	17.1	15.5	51 / 853	D	WMFX-F
7	WTCB-F	AC 34 / 5.3	6.4	7.1	7.9	6.6	6.7	637 / 14.9	15.9	15.3	50 / 915	E	WTCB-F
7	WOMG-F	O 34 / 5.3	5.4	6.2	5.5	4.6	5.6	601 / 14.1	14.8	14.6	38 / 720	B	WOMG-F
9	WARQ-F	AOR-NR 31 / 4.9	4.6	5.9	5.0	4.0	5.1	584 / 13.7	15.7	13.8	40 / 637	B	WARQ-F
10	WSCO-F	ST/EZ 30 / 4.7	5.6	4.1	5.1	5.7	4.9	417 / 9.8	9.5	10.9	34 / 496	C	WSCO-F
11	WLTJ-F	SAC 26 / 4.1	1.9	1.6	2.0	1.5	2.4	430 / 10.1	7.9	7.7	28 / 468		WLTJ-F
12	WOIC	B/O 15 / 2.3	2.2	1.6	1.4	1.4	1.9	144 / 3.4	3.5	3.8	15 / 149	A	WOIC
13	WISW	N 10 / 1.6	1.2	1.5	0.9	1.2	1.3	276 / 6.5	5.2	6.7	11 / 296	A	WISW

12+ FM Share (Metro): 85.04% (466 of 548) (Fall 97: 87.61%)

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

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F	1 WWDM-F >	1 WWDM-F <	1 WWDM-F
2 WNOK-F	2 WNOK-F >	2 WNOK-F	2 WNOK-F	2 WFMV-FF	2 WARQ-F >	2 WMFX-F	2 WMFX-F >	2 WMFX-F	2 WMFX-F	2 WCOS-F >>
3 WCOS-F	3 WLTJ-F	3 WLTJ-F	3 WFMV-FF <	3 WNOK-F	3 WCOS-F	2 WARQ-F >	3 WARQ-F	2 WCOS-F >	2 WCOS-F	3 WFMV-FF
4 WQKI-F	4 WARQ-F	4 WARQ-F	4 WCOS-F	3 WTCB-F <	4 WNOK-F	4 WNOK-F	4 WNOK-F >	4 WARQ-F	4 WVOC	3 WVOC >
5 WLTJ-F	5 WCOS-F	5 WFMV-FF	5 WLTJ-F	5 WCOS-F	4 WMFX-F >>	5 WCOS-F >	5 WFMV-FF	4 WVOC	5 WOMG-F	
5 WARQ-F		5 WTCB-F	5 WTCB-F	6 WLTJ-F			6 WVOC	6 WNOK-F	6 WNOK-F	
5 WMFX-F >		7 WOMG-F <	6 WOMG-F >				6 WCOS-F >	7 WOMG-F	7 WFMV-FF	
									7 WARQ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCOS	SPRTS	1400	Columbia	1.4	4.6	9 199	WBAV-F	B/A/C	101.9	Gastonia, NC	0.6	3.0	12 253
WLXC-F	AC	99.5	Lexington	1.4	5.6	16 305	WQKI-F	B	93.9	St. Matthews	1.1	3.2	19 356
WTGH	B/G	620	Cayce	0.6	1.6	4 79							

# COLUMBIA, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Bloomington</b> WISW-AM, WOMG-FM, WTCB-FM	12.2 %	14.6 %	19.2 %	AC	0 (0)	43 (2)	43 (2)	7.8 %	7.8 %
<b>Capstar</b> WCOS-AM, WCOS-FM, WLTY-FM, WNOK-FM, WSCQ-FM, WVOC-AM	34.8 %	32.1 %	44.8 %	AOR/Classic/NR	0 (0)	68 (2)	68 (2)	12.4 %	12.4 %
<b>Clear Channel</b> WARQ-FM, WMFX-FM, WOIC-FM, WWDM-FM	25.6 %	25.6 %	31.7 %	Black/Urban	15 (1)	106 (3)	121 (4)	22.1 %	22.1 %
<b>Local</b> WFMV-FM, WLJI-FM	7.2 %	7.0 %	2.9 %	CHR	0 (0)	46 (1)	46 (1)	8.4 %	12.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	67 (1)	67 (1)	12.2 %	15.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	54 (2)	0 (0)	54 (2)	9.9 %	7.3 %
				Oldies	0 (0)	34 (1)	34 (1)	6.2 %	5.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	46 (2)	50 (3)	9.1 %	7.3 %
				Soft AC	0 (0)	26 (1)	26 (1)	4.7 %	0.0 %
				Sports	9 (1)	0 (0)	9 (1)	1.6 %	2.6 %
				Standards/EZ	0 (0)	30 (1)	30 (1)	5.5 %	6.7 %
				<b>Totals</b>	<b>82 (5)</b>	<b>466 (14)</b>	<b>548 (19)</b>		

## AM Stations

Station	Power	Time	Format	AP	\$ NA	Christal	Bloomington
WISW	1320	5 kw/2.5 kw (DA-N)	News	AP	\$ NA	Christal	Bloomington
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Katz	Clear Channel
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	—	Capstar

## FM Stations

Station	Power	Time	Format	AP	\$	Christal	Bloomington	Other
WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Clr Chnl	Clear Channel	
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Katz	Capstar	
WFMV	95.3	3 kw @ 328	Black Gospel	Westwd	\$21.00	D&R		S. Congaree
WLJI	98.3	6 kw @ 328	See WFMV-F					Summertown
WLTY	96.7	3.3 kw @ 443	Soft AC	AMFM	\$25.00	Katz	Capstar	Cayce
WMFX	102.3	6 kw @ 328	AOR/Classic AOR		\$37.00	Clr Chnl	Clear Channel	St. Andrews
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00	Mc-Guild	Capstar	
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington	
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	Mc-Guild	Capstar	W. Columbia
WTCB	106.7	100 kw @ 787	AC		\$62.00	Christal	Bloomington	Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Clr Chnl	Clear Channel	Sumter

Notes: \* WVOC revenue level includes WCOS (AM) revenue . . . 8/98 WDXZ-F (106.3; Newberry) changed from Country to Gospel . . . 9/98 WHKZ-F changed from Country to Soft AC as WLTY-F ("Lite 97") . . . 10/98 WKWQ-F sold to Rainbow (price NA) . . . 11/98 WLGO sold for \$200,000

# COLUMBUS, GA

**Arbitron Rank:** 169 **Pop (12+):** 200,200  
**MSA Rank:** 166  
**MSA Pop:** 272,000  
**DMA:** 125  
**Average Persons Rating:** 15.1  
**Market TSL in Hours:** 20.50

**Stations:** 17 / 15  
**Diaries:** 915 / 219:1 / 47.7%  
**Sample Target:** 900  
**% Below Line:** 4.3  
**% Not Listed:** 8.9  
**Pop per Station:** 13,347

**Last Year's Revenue:** \$9,600,000  
**Household Income:** \$31,464  
**Total Retail Sales:** \$2.6 Bil.  
**#1 Biller:** WFXE-F \$1,570,000  
**#1 Billing Portfolio:**  
 Cumulus \$4,000,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WFXE-F	B	53 / 17.5	16.4	17.2	19.2	606 / 30.3	30.2	29.1	59 / 791	C	WFXE-F
2	WAGH-F	B/AC	28 / 9.2	7.7	11.7	9.9	354 / 17.7	18.4	20.8	35 / 484	C	WAGH-F
3	WKCN-F	C	27 / 8.9	9.0	10.1	9.6	341 / 17.1	17.4	17.6	47 / 677	C	WKCN-F
4	WVRK-F	AOR	23 / 7.6	10.3	11.4	8.3	321 / 16.0	17.5	19.6	58 / 806	C	WVRK-F
4	WGSY-F	AC	23 / 7.6	8.4	7.5	10.3	325 / 16.2	20.0	19.8	33 / 500	C	WGSY-F
4	WCGQ-F	AC/CHR	23 / 7.6	9.0	7.1	9.3	342 / 17.1	20.0	18.7	37 / 690	B	WCGQ-F
7	WRCG	N/T	19 / 6.3	6.4	3.6	7.0	227 / 11.4	11.2	9.0	22 / 281	B	WRCG
8	WEAM	B/G	18 / 5.9	3.5	3.6	2.7	185 / 9.2	7.1	6.5	18 / 186	A	WEAM
9	WOKS	B/O	14 / 4.6	2.9	4.5	4.3	201 / 10.1	8.9	10.3	14 / 207	A	WOKS
10	WMLF	ST	13 / 4.3	4.5			117 / 5.9	6.0		13 / 131		WMLF

12+ FM Share (Metro): 75.00% (207 of 276) (Fall 97: 83.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXE-F >>>	1 WFXE-F >>	1 WFXE-F >	1 WFXE-F	1 WFXE-F	1 WAGH-F	1 WFXE-F	1 WFXE-F	1 WFXE-F >	1 WFXE-F >>>	1 WFXE-F >>
2 WCGQ-F >	2 WVRK-F <	2 WCGQ-F	2 WCGQ-F	2 WAGH-F	2 WGSY-F	2 WVRK-F	2 WRCG	2 WAGH-F <	2 WAGH-F	2 WAGH-F
	3 WCGQ-F	2 WVRK-F	2 WAGH-F	3 WCGQ-F	2 WRCG	3 WKCN-F <	3 WKCN-F <	3 WKCN-F	3 WKCN-F	3 WKCN-F <
	3 WKCN-F >	2 WAGH-F	4 WVRK-F	4 WVRK-F	4 WEAM <	4 WCGQ-F	4 WCGQ-F	4 WCGQ-F	4 WGSY-F <	4 WEAM <
	5 WAGH-F	5 WKCN-F	5 WGSY-F	4 WGSY-F	5 WFXE-F	4 WAGH-F <	4 WAGH-F <	5 WGSY-F <	5 WEAM	5 WOKS <
		6 WGSY-F >	6 WKCN-F >	6 WKCN-F	5 WKCN-F <	6 WGSY-F	6 WGSY-F	6 WVRK-F	6 WRCG	6 WGSY-F
				7 WRCG	7 WEAM	7 WVRK-F >	6 WRCG			

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WFXE-F >>>	1 WFXE-F >>	1 WFXE-F >	1 WFXE-F >	1 WFXE-F	1 WKCN-F	1 WFXE-F	1 WFXE-F	1 WVRK-F	1 WVRK-F	1 WFXE-F >>>
2 WGSY-F >>	2 WCGQ-F	2 WCGQ-F	2 WAGH-F <	1 WAGH-F >	1 WFXE-F >>	2 WVRK-F	2 WVRK-F	1 WFXE-F >	2 WFXE-F	2 WAGH-F
	3 WAGH-F	3 WAGH-F	3 WCGQ-F	3 WCGQ-F	3 WVRK-F >>	3 WKCN-F >	3 WCGQ-F >>	3 WKCN-F	3 WCGQ-F	3 WCGQ-F
	4 WGSY-F	4 WKCN-F >	4 WGSY-F	3 WGSY-F	4 WCGQ-F >	4 WZHT-F	4 WCGQ-F	4 WCGQ-F	4 WAGH-F	4 WAGH-F
	4 WKCN-F		5 WKCN-F >	5 WKCN-F >			5 WAGH-F	5 WRCG	5 WGSY-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance				AM	FM	Total	%	Fall 97
WDAK	SPRIS	540	Columbus	1.0	2.7	3	81	AC	0	(0)	46	(2)	46	(2)	16.7 %	16.2 %
WKZJ-F	B/AC	95.7	Greenville	2.3	6.4	17	318	AOR/Classic/NR	0	(0)	23	(1)	23	(1)	8.3 %	12.6 %
WPIX	G	1460	Phenix City	0.7	2.5	5	80	Black/Urban	14	(1)	96	(4)	110	(5)	39.9 %	41.2 %
WSTH-F	C	106.1	Alexander City, AL	2.0	8.6	19	504	CHR	0	(0)	5	(1)	5	(1)	1.8 %	0.0 %
WVFJ-F	REL-CC	93.3	Manchester	1.3	3.8	8	210	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Country	0	(0)	33	(2)	33	(2)	12.0 %	15.2 %
								Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								News/Talk	19	(1)	0	(0)	19	(1)	6.9 %	4.0 %
								Oldies	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Religion/Gospel	20	(2)	4	(1)	24	(3)	8.7 %	8.7 %
								Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Sports	3	(1)	0	(0)	3	(1)	1.1 %	1.4 %
								Standards/EZ	13	(1)	0	(0)	13	(1)	4.7 %	0.0 %
								<b>Totals</b>	<b>69</b>	<b>(6)</b>	<b>207</b>	<b>(11)</b>	<b>276</b>	<b>(17)</b>		

# COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue
Cumulus, pend. WAGH-FM, WBFA-FM, WDAK-AM, WGSY-FM, WMLF-AM, WPNX-AM, WSTH-FM, WVRK-FM	34.0 %	36.3 %	51.9 %
Davis WFXE-FM, WKZJ-FM, WOKS-AM	24.4 %	21.9 %	19.5 %
McClure WCGO-FM, WKNF-FM, WRCG-AM	22.8 %	22.5 %	27.4 %
	<b>81.2 %</b>	<b>80.7 %</b>	<b>98.8 %</b>

## AM Stations

Station	Power	Frequency	Format	Company	Other	Notes
WEAM	1580	2.3 kw/1 kw (DA-N)	Black Gospel	USA	\$<20.00	GHB
WMLF	1270	5 kw/0.188 kw	Standards		\$ NA	Cumulus
WOKS	1340	1 kw	Black Oldies	AURN	\$ NA	Katz Davis
WRCG	1420	5 kw (DA-N)	Talk	CBS, ABC, Westwd	\$<20.00	Christal McClure

## FM Stations

Station	Power	Frequency	Format	Company	Other	Notes
WAGH	98.3	6 kw @ 328	Black AC	ABC	\$25.00	Mc-Guild Cumulus Fl. Mitchell, AL
WCGO	107.3	100 kw @ 1010	AC/CHR		\$20.00	Christal McClure
WFXE	104.9	6 kw @ 289	Black	ABC	\$38.00	Katz Davis
WGSY	100.1	6 kw @ 328	AC		\$30.00	Allied Cumulus Phenix City, AL
WKNF	99.3	50 kw @ 492	Country		\$32.00	Christal McClure Lumpkn, GA
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$35.00	Mc-Guild Cumulus

Notes: 10/98 WBFA-F (101.3; Smiths, AL) began operation, programming CHR. It is owned by Cumulus Media . . . 12/98 WDAK/WSTH-F sold to Cumulus Media for \$4,500,000 (Media Svcs)

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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

# COLUMBUS, OH

**Arbitron Rank:** 33 Pop (12+): 1,248,600  
**MSA Rank:** 40  
**MSA Pop:** 1,460,000  
**DMA:** 34  
**Average Persons Rating:** 14.4  
**Market TSL in Hours:** 19.00

**Stations:** 29 / 27  
**Diaries:** 2,579 / 484:1 / 52.7%  
**Sample Target:** 2,440  
**% Below Line:** 1.5  
**% Not Listed:** 13.9  
**Pop per Station:** 46,244

**Last Year's Revenue:** \$75,800,000  
**Household Income:** \$47,088  
**Total Retail Sales:** \$19.8 Bil.  
**#1 Biller:** WSNY-F \$11,100,000  
**#1 Billing Portfolio:** Jacor \$30,700,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WCOL-F	C	161 / 9.0	8.8	7.7	6.2	8.3	7.9	2187 / 17.5	15.7	17.0	181 / 2612	H	WCOL-F
2	WNCI-F	CHR	148 / 8.3	9.8	8.8	9.6	9.4	9.1	3142 / 25.2	26.3	25.3	195 / 4101	I	WNCI-F
3	WTVN	FS/T	135 / 7.5	7.8	7.3	7.7	7.1	7.6	2167 / 17.4	16.1	16.6	165 / 2803	H	WTVN
4	WCKX-F	B	122 / 6.8	6.2	7.6	6.8	3.5	6.9	1548 / 12.4	12.5	8.7	124 / 1582	C	WCKX-F
5	WSNY-F	AC	108 / 6.0	6.6	8.4	7.7	7.9	7.2	2145 / 17.2	18.7	18.5	121 / 2398	I	WSNY-F
6	WLVO-F	AOR/CL	107 / 6.0	5.9	4.8	5.9	5.0	5.6	1532 / 12.3	12.1	12.4	138 / 2002	H	WLVO-F
7	WBNS-F	O	101 / 5.6	4.7	3.9	6.2	5.9	5.1	1984 / 15.9	13.5	16.9	116 / 2412	F	WBNS-F
8	WHOK-F	C	75 / 4.2	3.9	4.0	4.3	3.4	4.1	1408 / 11.3	10.8	10.7	118 / 2156	D	WHOK-F
9	WBZX-F	AOR	73 / 4.1	4.2	5.4	5.3	5.3	4.7	1561 / 12.5	15.2	15.2	124 / 2275	G	WBZX-F
10	WXST-F	CL HITS	55 / 3.1	2.6	1.6	1.1	0.6	2.1	927 / 7.4	4.2	1.5	56 / 981		WXST-F
11	WMNI	ST	52 / 2.9	2.9	3.3	3.0	2.7	3.0	810 / 6.5	5.6	5.6	53 / 841	A	WMNI
12	WBNS	SPRTS	47 / 2.6	1.6	1.5	1.3	2.4	1.8	1054 / 8.4	4.5	9.0	48 / 1085	C	WBNS
13	WZAZ-F	AOR-P	40 / 2.2	3.7	3.9	3.6	3.6	3.4	1165 / 9.3	14.0	12.4	42 / 1224	C	WZAZ-F
14	WXMG-F	B/AC	35 / 2.0	0.6	0.9	1.4	3.6	1.2	645 / 5.2	3.7	8.7	35 / 645		WXMG-F
15	WZJZ-F	J	33 / 1.8	2.6	2.7	3.1	2.6	2.6	706 / 5.7	6.3	5.5	35 / 758	C	WZJZ-F
16	WCLT-F	C	33 / 1.8	2.0	2.6	2.2	2.2	2.2	542 / 4.3	5.8	4.7	74 / 1181	C	WCLT-F
17	WEGE-F	CL AOR	32 / 1.8						610 / 4.9			33 / 622		WEGE-F
18	WWCD-F	AOR-NR	28 / 1.6	1.5	1.8	1.4	1.8	1.6	801 / 6.4	6.5	7.4	29 / 834	D	WWCD-F
19	WVVO	B/G	26 / 1.5	2.1	1.5	1.7	1.7	1.7	350 / 2.8	2.6	3.3	26 / 350	A	WVVO
19	WFII	T	26 / 1.5	0.8	1.3	1.1	0.8	1.2	458 / 3.7	2.8	2.4	26 / 458	A	WFII
21	WAZU-F	AOR-NR	24 / 1.3	1.0	1.1	1.2	1.7	1.2	563 / 4.5	4.3	4.5	29 / 731	B	WAZU-F

12+ FM Share (Metro): 79.07% (1220 of 1543) (Fall 97: 79.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCKX-F >>	1 WNCI-F >	1 WNCI-F <	1 WLVO-F	1 WLVO-F <	1 WTVN	1 WTVN <	1 WCOL-F	1 WCOL-F <	1 WCKX-F	1 WCOL-F <
2 WNCI-F >>	2 WCOL-F <	2 WCOL-F	2 WNCI-F <	2 WCOL-F	2 WCOL-F	2 WNCI-F <	2 WTVN	2 WNCI-F	2 WCOL-F	2 WNCI-F <
3 WCOL-F	3 WLVO-F <	2 WLVO-F >	3 WCOL-F	3 WNCI-F <	3 WBNS-F <	3 WCOL-F <	3 WNCI-F <	3 WTVN <	2 WNCI-F >	3 WCKX-F
4 WBZX-F	4 WBZX-F	4 WSNY-F <	4 WSNY-F	4 WSNY-F	4 WSNY-F >	4 WLVO-F	4 WBNS-F <	4 WCKX-F	4 WSNY-F	4 WBNS-F
5 WAZU-F	5 WCKX-F <	5 WCKX-F	5 WCKX-F <	5 WBNS-F <	5 WLVO-F <	5 WBZX-F <	5 WSNY-F <	5 WSNY-F <	5 WLVO-F	5 WTVN <
6 WXST-F >	6 WXST-F >	6 WBZX-F	6 WTVN <	6 WTVN	6 WHOK-F	6 WSNY-F	6 WLVO-F	6 WLVO-F	6 WBNS-F <	6 WSNY-F
7 WZAZ-F <	7 WXST-F <	7 WBNS-F <	7 WCKX-F	7 WCKX-F	6 WNCI-F <	7 WCKX-F	7 WCKX-F	7 WBNS-F	7 WTVN	7 WHOK-F
8 WSNY-F	8 WTVN <	8 WBZX-F <	8 WBZX-F	8 WHOK-F	8 WMNI	8 WBNS-F	8 WXST-F	8 WHOK-F	7 WHOK-F	8 WLVO-F
	9 WBNS-F	9 WXST-F	8 WHOK-F <	9 WCKX-F	9 WHOK-F >	9 WHOK-F	9 WHOK-F	9 WXST-F	9 WBZX-F <	9 WBNS <
			10 WXST-F				9 WMNI	9 WBZX-F <	10 WZAZ-F	10 WMNI

Wom 18-24	Wom 18-34	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+ Ovrmit
1 WCOL-F	1 WNCI-F	1 WNCI-F >	1 WNCI-F <	1 WSNY-F	1 WBZX-F >	1 WLVO-F <	1 WLVO-F	1 WLVO-F >	1 WLVO-F >	1 WCOL-F
1 WNCI-F >>	2 WCOL-F	2 WCKX-F	2 WCOL-F	1 WCOL-F	2 WNCI-F	2 WBZX-F >	2 WBZX-F >	2 WBZX-F	2 WBNS-F	2 WCKX-F
3 WCKX-F	3 WCKX-F	3 WSNY-F	3 WSNY-F	3 WNCI-F >	3 WCKX-F	3 WNCI-F	3 WXST-F	3 WNCI-F	2 WTVN	3 WTVN >
4 WXST-F >	4 WXST-F >	4 WXST-F <	4 WCKX-F	4 WBNS-F <	4 WLVO-F >	4 WXST-F <	4 WNCI-F <	4 WCOL-F	4 WCOL-F	4 WNCI-F
5 WHOK-F	5 WLVO-F	5 WLVO-F	5 WXST-F <	5 WCKX-F <	5 WZAZ-F	5 WCOL-F	5 WBNS	4 WTVN <	5 WBZX-F	
	5 WSNY-F <	5 WZAZ-F	6 WHOK-F <	6 WHOK-F <	6 WCOL-F	5 WCKX-F	5 WCOL-F	6 WCKX-F	5 WNCI-F <	
	7 WHOK-F <	6 WSNY-F >	7 WLVO-F <	7 WLVO-F	7 WZAZ-F <	7 WTVN	6 WBNS	7 WBNS	7 WBNS	
	8 WZAZ-F <		8 WXMG-F <	7 WTVN <		8 WBNS	7 WSNY-F	8 WBNS-F	8 WCKX-F <	
	9 WBZX-F >		9 WBNS-F	9 WXMG-F			9 WXST-F	9 WSNY-F <	10 WXST-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCLT	T	1430	Newark 0.4 0.5 7 65
WZZZ-F	J	1063	London 0.6 2.5 10 312
WWCD-F	C	1017	Newark 0.6 1.4 12 203
WRFD	REL	660	Washington 0.7 1.7 15 255
WSUZ-F	B	1031	Johnstown 0.8 2.2 15 321

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLW	FS/T	700	Cincinnati 0.9 2.8 35 744
WOIO-F	CHR	93.7	Mount Vernon 0.5 1.8 33 668



# COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Blue Chip</b> WCKX-FM, WCZZ-FM, WXMG-FM	9.4 %	7.9 %	5.4 %	AC	0 (0)	108 (1)	108 (1)	7.0 %	10.1 %
<b>CBS/Infinity</b> WAZU-FM, WHOK-FM, WLVQ-FM	11.5 %	13.8 %	16.7 %	AOR/Classic/NR	0 (0)	304 (6)	304 (6)	19.7 %	20.2 %
<b>Jacor</b> WCOL-FM, WFII-AM, WNCI-FM, WTVN-AM, WZAZ-FM	28.5 %	26.0 %	40.5 %	Black/Urban	0 (0)	171 (3)	171 (3)	11.1 %	9.9 %
<b>Local - 1</b> WJZA-FM, WZJZ-FM	1.9 %	2.3 %	2.4 %	CHR	0 (0)	157 (2)	157 (2)	10.2 %	11.8 %
<b>Local - 2</b> WBZX-FM, WEGE-FM, WMNI-AM	8.8 %	7.3 %	8.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	60.1 %	57.3 %	73.2 %	Country	0 (0)	280 (4)	280 (4)	18.1 %	17.6 %
				Full Service	152 (2)	0 (0)	152 (2)	9.9 %	9.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	44 (3)	44 (3)	2.9 %	2.8 %
				News/Talk	33 (2)	0 (0)	33 (2)	2.1 %	1.3 %
				Oldies	0 (0)	156 (2)	156 (2)	10.1 %	6.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	39 (2)	0 (0)	39 (2)	2.5 %	2.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Sports	47 (1)	0 (0)	47 (1)	3.0 %	2.8 %
				Standards/EZ	52 (1)	0 (0)	52 (1)	3.4 %	3.8 %
				<b>Totals</b>	<b>323 (8)</b>	<b>1220 (21)</b>	<b>1543 (29)</b>		

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WBNS	1460	5 kw/1 kw (DA-N)	Sports	SBUSA, 1-On-1, ESPN	\$28.00	Christal Columbus Dispatch
WFII	1230	1 kw	Talk	Westwd. CNN	\$29.00	Mc-Guild Jacor
WMNI	920	1 kw/0.5 kw (DA-2)	Standards	Westwd	\$25.00	D&R WBZX-F/WEGE-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC	\$149.00	Katz Jacor
WVKO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	AURN, Westwd	\$31.00	Mc-Guild Saga

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
WAZU	107.1	3 kw @ 328	AOR-New Rock	\$ NA	Katz	CBS/Infinity Circleville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$80.00	Christal Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR		\$97.00	D&R WMNI/WEGE-F
WCKX	107.5	1.9 kw @ 413	Black	AURN	\$ NA	D&R Blue Chip
WCLT	100.3	50 kw @ 388	Country	Westwd, JRN	\$30.00	---
WCOL	92.3	21.9 kw @ 753	Country		\$140.00	Eastman Jacor
WEGE	103.9	5.1 kw @ 348	Classic AOR		\$ NA	D&R WMNI/WBZX-F Westerville
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$60.00	Christal CBS/Infinity Lancaster
WJZA	103.5	5.43 kw @ 328	See WZJZ-F			Lancaster
WLVQ	96.3	18 kw @ 753	AOR/Classic AOR		\$165.00	Katz CBS/Infinity
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Eastman Jacor
WSNY	94.7	22.3 @ 753	AC		\$175.00	Mc-Guild Saga
WWCD	101.1	6 kw @ 328	AOR-New Rock		\$39.00	Roslin Grove City
WXMG	98.9	0.58 kw @ 753	Black AC		\$ NA	---
WXST	107.9	6 kw @ 285	Classic Hits		\$23.00	---
WZAZ	105.7	2.5 kw @ 512	Progressive AOR		\$44.00	Eastman Jacor Marysville
WZJZ	104.3	3.4 kw @ 435	Jazz		\$ NA	Allied WJZA-F Richwood

Notes. 8/98 WXMG-F's Black AC format moved from 106.3 to 98.9 as WXMG-F; the 106.3 adopted the Jones Radio Networks' Smooth Jazz format as WCZZ-F . . . 8/98 The WZAZ-F format & calls moved from 98.9 to 105.7 . . . 9/98 WAXV-F (103.9; Westerville) began operation with a Classic AOR format as "Eagle 103.9"; the station is LMA'd by WMNI/WBZX-F . . . 9/98 WUCO (1270; Marysville) sold for \$195,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WCOL-F; WFII; WNCI-F; WTVN; WZAZ-F . . . 11/98 WAXV-F changed calls to WEGE-F; remains Classic AOR . . . 12/98 WEGE-F sold to WMNI/WBZX-F for \$5,000,000

# CORPUS CHRISTI

Arbitron Rank: 128 Pop (12+): 311,900	Stations: 26 / 24	Last Year's Revenue: \$10,400,000
MSA Rank: 128	Diaries: 1,019 / 306:1 / 42.2%	Household Income: \$36,303
MSA Pop: 393,000	Sample Target: 1,050	Total Retail Sales: \$3.2 Bil.
DMA: 128	% Below Line: 1.3	#1 Biller: KRYS-F \$1,900,000
Average Persons Rating: 14.9	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 12,996	Capstar \$5,100,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KRYS-F	C	37 / 7.9	8.4	9.0	9.9	8.1	604 / 19.4	20.5	23.0	61 / 951	C	KRYS-F
2	KZFM-F	CHR/U	35 / 7.5	8.8	11.8	11.3	13.0	687 / 22.0	27.5	28.8	56 / 1037	C	KZFM-F
3	KSAB-F	SP-TJ	31 / 6.7	5.6	7.2	8.5	10.8	556 / 17.8	16.2	19.4	46 / 825	C*	KSAB-F
4	KKPN-F	AC-NR	29 / 6.2					426 / 13.6			32 / 506		KKPN-F
5	KEYS	T/SPRTS	28 / 6.0	3.2	3.4	3.8	4.5	399 / 12.8	7.7	9.6	33 / 493	A	KEYS
6	KLHB-F	SP-C	27 / 5.8	8.6	4.8	2.2	2.8	426 / 13.7	16.7	10.7	28 / 479	A	KLHB-F
7	KNCN-F	AOR	26 / 5.6	6.0	4.6	6.6	4.3	519 / 16.7	17.5	16.8	38 / 758	B	KNCN-F
7	KKBA-F	SAC	26 / 5.6	4.8	3.4	5.0	4.9	327 / 10.5	8.6	12.3	30 / 399	A	KKBA-F
9	KCCG-F	O	22 / 4.7	4.0	2.6	0.8		297 / 9.5	7.6	3.9	24 / 371	A	KCCG-F
10	KRAD-F	AOR	20 / 4.3	3.8	3.8	4.4	3.5	389 / 12.5	12.6	12.9	21 / 430	A	KRAD-F
11	KBTE-F	CHR/U	19 / 4.1	4.4	2.4	2.8	2.4	460 / 14.7	11.6	7.8	29 / 569	A	KBTE-F
11	KMXR-F	AC	19 / 4.1	5.2	4.8	6.0	4.9	435 / 14.0	13.6	13.3	23 / 565	C	KMXR-F
13	KBSO-F	CL AOR	14 / 3.0	0.8	1.2	1.2	2.2	312 / 10.0	3.1	3.7	19 / 370	A	KBSO-F
14	KOUL-F	C	13 / 2.8	5.4	5.6	6.0	5.7	349 / 11.2	14.9	17.5	23 / 580	C	KOUL-F
15	KUNO	SP	11 / 2.4	5.2	5.0	4.6	3.5	148 / 4.7	5.6	9.0	11 / 154	*	KUNO
16	KLHG-F	CL HITS	10 / 2.1	3.2	3.6	5.0	6.1	207 / 6.7	9.6	11.0	19 / 303	B	KLHG-F

12+ FM Share (Metro): 86.63% (350 of 404) (Fall 97: 81.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZFM-F	1 KKPN-F	1 KRYS-F <	1 KRYS-F	1 KRYS-F	1 KEYS	1 KRYS-F	1 KEYS	1 KRYS-F <	1 KZFM-F	1 KZFM-F >
2 KBTE-F >>	2 KNCN-F	2 KKPN-F <	2 KSAB-F	2 KSAB-F	1 KRYS-F	2 KSAB-F	2 KRYS-F	2 KZFM-F	2 KKPN-F	2 KRYS-F <
3 KKPN-F	3 KZFM-F	3 KSAB-F <	3 KNCN-F	3 KKBA-F	3 KSAB-F	3 KNCN-F	3 KSAB-F <	3 KSAB-F	3 KRAD-F	3 KKPN-F
3 KRAD-F >	3 KRAD-F >	4 KNCN-F	3 KCCG-F	4 KNCN-F	4 KKBA-F	3 KZFM-F <	4 KKBA-F	3 KKPN-F	4 KBTE-F <	3 KLHB-F
5 KLHB-F	4 KZFM-F	3 KLHB-F <	4 KEYS	5 KCCG-F	5 KEYS <	5 KLHB-F <	5 KCCG-F	5 KNCN-F	5 KZFM-F	5 KBTE-F
5 KRYS-F	6 KLHB-F	6 KZFM-F <	4 KLHB-F <	5 KLHB-F >	6 KLHB-F <	6 KKPN-F <	5 KKBA-F <	5 KRYS-F	5 KCCG-F	5 KCCG-F
7 KSAB-F	7 KCCG-F	7 KKPN-F	7 KCCG-F <	7 KMXR-F	7 KKBA-F	7 KNCN-F	7 KLHB-F	7 KSAB-F	7 KLHB-F	5 KSAB-F
8 KMXR-F	7 KMXR-F <	7 KBSO-F <	8 KZFM-F	8 KUNO <	8 KKPN-F	7 KZFM-F <	8 KNCN-F <	8 KKBA-F <	8 KRAD-F <	5 KRAD-F <
	9 KRAD-F <	9 KKBA-F	9 KKPN-F	9 KZFM-F	9 KZFM-F	8 KMXR-F >	9 KCCG-F >	9 KRAD-F <	9 KLHB-F	9 KNCN-F
		9 KMXR-F	9 KBSO-F <	9 KBSO-F		10 KMXR-F <	10 KEYS <			10 KKBA-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKPN-F	1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KKBA-F	1 KRAD-F >	1 KNCN-F	1 KNCN-F	1 KNCN-F <	1 KRYS-F	1 KNCN-F
2 KZFM-F	2 KKPN-F >	2 KNCN-F	2 KKPN-F	1 KRYS-F	2 KNCN-F	2 KKPN-F	1 KKPN-F >	2 KSAB-F	2 KEYS	1 KBTE-F
3 KRAD-F >	3 KMXR-F	2 KKPN-F	2 KRYS-F	3 KZFM-F	3 KKPN-F	3 KRAD-F >	3 KSAB-F	3 KRYS-F	2 KSAB-F	1 KOUL-F
4 KMXR-F	3 KRAD-F	2 KRYS-F >	4 KMXR-F	4 KLHB-F	3 KLHB-F >	4 KSAB-F	4 KCCG-F	4 KKPN-F	4 KNCN-F	4 KZFM-F
4 KRYS-F >>	3 KRYS-F	4 KLHB-F	4 KLHB-F	4 KSAB-F	4 KLHB-F	4 KLHB-F	4 KZFM-F	5 KLHB-F	5 KCCG-F	5 KRYS-F
	6 KLHB-F	6 KKBA-F	6 KMXR-F	6 KMXR-F	6 KZFM-F	4 KRYS-F	5 KRAD-F	5 KLHB-F	5 KBSO-F	
	6 KNCN-F	7 KCCG-F	7 KCCG-F	6 KCCG-F	6 KRYS-F	4 KBSO-F >	7 KCCG-F	5 KBSO-F	8 KKPN-F	
		7 KSAB-F	8 KKPN-F	8 KNCN-F			8 KBSO-F	8 KKPN-F	9 KZFM-F	
		9 KNCN-F	8 KNCN-F				9 KEYS	9 KKBA-F	9 KRAD-F	
								10 KZFM-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KCCT	SPRIS	1150	Corpus Christi	0.4	2.0	4	89	KKYX	C	680	San Antonio	0.6	1.5	5	79
KCTA	REL	1030	Corpus Christi	0.4	1.6	5	75	KTSA	T	550	San Antonio	0.6	2.1	9	122
KFTX-F	C	97.5	Kingsville	1.9	6.5	13	304								
KMQ-F	SP-C	105.1	Robstown	0.4	2.0	2	73								
KNDL-F	SP	102.9	Alice	1.7	3.8	12	180								
KRYS	KIDS	1360	Corpus Christi	0.4	2.6	2	65								
KSix	H	1230	Corpus Christi	0.6	3.9	5	182								
KTKY-F	T	105.1	Refugio	0.6	2.6	3	87								

# CORPUS CHRISTI

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> KMXR-FM, KNCN-FM, KRYS-AM, KRYS-FM, KSAB-FM, KUNO-AM	27.1 %	30.4 %	49.0 %	AC	0 (0)	48 (2)	48 (2)	11.9 %	5.5 %
				AOR/Classic/NR	0 (0)	60 (3)	60 (3)	14.9 %	13.9 %
<b>Davila</b> KBSO-FM, KCCT-AM, KFLZ-FM	3.4 %	5.4 %	3.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	54 (2)	54 (2)	13.4 %	16.6 %
<b>Equicom</b> KLTG-FM, KOUL-FM, KRAD-FM	9.2 %	7.1 %	21.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	59 (3)	62 (4)	15.3 %	19.6 %
<b>Local</b> KEYS-AM, KKBA-FM, KZFM-FM	19.1 %	19.2 %	20.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	11 (1)	68 (4)	79 (5)	19.6 %	29.6 %
<b>Pacific</b> KBTE-FM, KCCG-FM, KKPN-FM, KTKY-FM	15.6 %	13.6 %	3.7 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	34 (3)	3 (1)	37 (4)	9.2 %	3.9 %
				Oldies	0 (0)	32 (2)	32 (2)	7.9 %	4.2 %
				Others/Unknown	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %
				Religion/Gospel	2 (1)	0 (0)	2 (1)	0.5 %	0.5 %
				Soft AC	0 (0)	26 (1)	26 (1)	6.4 %	5.3 %
				Sports	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
	<b>74.5 %</b>	<b>75.7 %</b>	<b>98.5 %</b>	<b>Totals</b>	<b>54 (8)</b>	<b>350 (18)</b>	<b>404 (26)</b>		

### AM Stations

KEYS	1440	1 kw (DA-N)	Talk/Sports	ABC, BNN	\$<20.00	Katz	KKBA-F/KZFM-F
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	Capstar

### FM Stations

KBSO	94.7	25 kw @ 285	Classic AOR		\$ NA	---	KCCT	
KBTE	102.3	50 kw @ 371	CHR/Urban		\$ NA	Christal	Pacific	Rockport
KCCG	107.3	25 kw @ 298	Oldies	ABC	\$ NA	Christal	Pacific	Ingleside
KKBA	92.7	12.5 kw @ 868	Soft AC		\$ NA	Katz	KEYS/KZFM-F	Kingsville
KKPN	104.5	14 kw @ 446	Modern AC		\$ NA	Christal	Pacific	Gregory
KLHB	98.3	11 kw @ 321	Hispanic-Contemp.		\$ NA	---		Odem
KLTG	96.5	100 kw @ 955	Classic Hits		\$<20.00	Mc-Guild	Equicom	
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	Capstar	
KNCN	101.3	100 kw @ 361	AOR		\$24.00	D&R	Capstar	Sinton
KOUL	103.7	100 kw @ 947	Country	AP	\$34.00	---	Equicom	Sinton
KRAO	105.5	1.9 kw @ 354	AOR		\$<20.00	---	Equicom	Portland
KRYS	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	Capstar	
KSAB	99.9	100 kw @ 955	Hispanic-Tejano		\$25.00	Katz Hisp	Capstar	Robstown
KZFM	95.5	100 kw @ 994	CHR/Urban		\$31.00	Katz	KEYS/KKBA-F	

Notes: \* KSAB-F revenue level includes KUNO revenue . . . 9/98 KKPN-F (104.5; Gregory) began operation programming Modern AC (AC-NR) . . . 9/98 KYTX-F (97.9, Beeville) changed from Oldies to Jones Radio Networks' Standards service . . . 12/98 KDAE (1590) sold by Equicom for \$500,000

# DALLAS-FORT WORTH

**Arbitron Rank:** 7 Pop (12+): 3,822,200  
**MSA Rank:** 10-Dallas; 32-Ft. Worth  
**MSA Pop:** 4,700,000  
**DMA:** 8  
**Average Persons Rating:** 15.6  
**Market TSL in Hours:** 20.50

**Stations:** 39 / 39  
**Diaries:** 4,059 / 942:1 / 47.5%  
**Sample Target:** 4,120  
**% Below Line:** 0.0  
**% Not Listed:** 8.7  
**Pop per Station:** 98,005

**Last Year's Revenue:** \$249,500,000  
**Household Income:** \$49,369  
**Total Retail Sales:** \$47.2 Bil.  
**#1 Biller:** KVIL-F \$32,700,000  
**#1 Billing Portfolio:** CBS/Infinity \$96,700,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KHKS-F	CHR	433 / 7.3	7.7	8.0	7.1	7.5	7.5	7610 / 19.9	21.7	19.8	464 / 8432	J	KHKS-F
2	KKDA-F	B	380 / 6.4	7.0	7.1	7.0	7.2	6.9	5188 / 13.6	13.2	12.4	437 / 5835	I	KKDA-F
3	WBAP	FS/T	318 / 5.3	4.7	3.9	4.7	4.9	4.7	4747 / 12.4	11.4	12.5	440 / 6314	J	WBAP
4	KSCS-F	C	299 / 5.0	5.1	4.6	6.1	5.5	5.2	4916 / 12.9	12.6	13.5	341 / 5693	J	KSCS-F
5	KVIL-F	AC/FS	277 / 4.6	5.2	5.3	4.9	5.7	5.0	5816 / 15.2	13.0	17.8	288 / 6071	K	KVIL-F
6	KEGL-F	AOR	257 / 4.3	4.1	4.4	3.3	2.7	4.0	4465 / 11.7	10.9	9.2	300 / 4958	G	KEGL-F
7	KPLX-F	C	250 / 4.2	3.3	3.1	2.7	2.8	3.3	4302 / 11.3	9.3	10.2	294 / 4906	I	KPLX-F
8	KDMX-F	AC/CHR	249 / 4.2	3.8	5.0	3.8	3.9	4.2	5667 / 14.8	15.0	13.2	269 / 6182	I	KDMX-F
9	KZPS-F	CL AOR	228 / 3.8	4.0	3.3	3.4	3.9	3.6	4098 / 10.7	10.2	11.3	254 / 4659	H	KZPS-F
10	KTXQ-F	B/O	216 / 3.6	2.1	2.4	2.7	2.4	2.7	3590 / 9.4	10.4	9.7	226 / 3775	G	KTXQ-F
11	KRLD	N	214 / 3.6	4.2	3.5	4.1	3.8	3.8	4401 / 11.5	12.4	13.0	239 / 5092	J	KRLD
12	KLUV-F	O	204 / 3.4	3.6	3.6	3.8	3.7	3.6	4267 / 11.2	12.3	12.2	242 / 4819	J	KLUV-F
13	KTCK	SPRFS	191 / 3.2	2.8	2.3	2.7	2.7	2.8	2365 / 6.2	4.8	5.7	192 / 2399	H	KTCK
14	KOAI-F	J	188 / 3.2	3.4	3.2	3.3	2.7	3.3	2955 / 7.7	8.1	7.5	191 / 3089	H	KOAI-F
15	KLTY-F	REL-CC	184 / 3.1	3.2	2.8	3.4	3.2	3.1	2885 / 7.5	7.0	6.8	225 / 3385	F	KLTY-F
16	WRR-F	CL	169 / 2.8	2.1	2.4	2.6	3.1	2.5	3330 / 8.7	7.6	8.1	176 / 3445	D	WRR-F
17	KDGE-F	AOR-NR	163 / 2.7	2.3	2.5	2.4	2.7	2.5	4257 / 11.1	11.6	11.7	207 / 4870	H	KDGE-F
18	KRBV-F	B/AC	143 / 2.4	2.5	2.8	2.8	2.9	2.6	2490 / 6.5	7.1	6.1	150 / 2635	H	KRBV-F
19	KYNG-F	C	136 / 2.3	3.0	3.2	3.5	3.6	3.0	3237 / 8.5	9.4	10.2	154 / 3611	I	KYNG-F
20	KBFB-F	SAC	118 / 2.0	2.4	2.8	2.5	2.6	2.4	2761 / 7.2	7.0	7.5	127 / 2956	D	KBFB-F
21	KLIF	T	93 / 1.6	1.4	1.5	1.6	2.0	1.5	1983 / 5.2	4.4	5.7	115 / 2385	H	KLIF
22	KKZN-F	AOR-P	79 / 1.3	2.0	1.9	1.5	1.4	1.7	2434 / 6.4	6.4	5.7	79 / 2447	D	KKZN-F
22	KESS	SP-C	79 / 1.3	1.4	1.3	1.3	1.7	1.3	1046 / 2.7	2.8	3.6	81 / 1053	F^	KESS
24	KDXX-AF	SP-R	75 / 1.3	1.1	0.9	1.0	0.5	1.1	1068 / 2.8	2.7	2.4	87 / 1225	^	KDXX-AF
25	KHVN	B/G	74 / 1.2	1.0	1.1	1.5	1.3	1.2	1194 / 3.1	3.2	2.7	78 / 1237	C	KHVN
26	KHCK-F	SP-TJ	63 / 1.1	1.1	1.1	1.3	1.4	1.1	1301 / 3.4	2.6	2.6	64 / 1331	^	KHCK-F
27	KXEB	ST	57 / 1.0	0.5					664 / 1.7			67 / 757		KXEB

12+ FM Share (Metro): 77.13% (4196 of 5440) (Fall 97: 77.60%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KHKS-F >	1 KHKS-F	1 KEGL-F <	1 KEGL-F	1 KTCK	1 KZPS-F <	1 KTCK	1 KKDA-F
2 KKDA-F	2 KKDA-F <	2 KKDA-F	2 KDMX-F	2 KDMX-F	2 KVIL-F	2 KKDA-F <	2 KEGL-F	2 KTCK <	2 KZPS-F	2 KEGL-F >
3 KDMX-F	3 KDMX-F >	3 KKDA-F	3 KKDA-F	3 KSCS-F	3 KHKS-F	3 KTCK	3 KPLX-F <	3 KEGL-F	3 KSCS-F <	3 KHKS-F <
4 KEGL-F	4 KEGL-F <	4 KSCS-F	4 KVIL-F	3 KDMX-F <	4 KDGE-F	4 KHKS-F	4 KKDA-F <	4 KKDA-F	4 WBAP <	4 KRLD
5 KDGE-F >	5 KSCS-F <	5 KPLX-F <	5 KTXQ-F <	5 KTXQ-F	5 KZPS-F <	5 KZPS-F <	5 KHKS-F	4 KHKS-F <	5 KEGL-F <	4 KOAI-F <
6 KPLX-F <	6 KPLX-F <	6 KTXQ-F	6 KSCS-F <	6 KLUV-F	6 KPLX-F <	6 KPLX-F	6 KZPS-F	6 KSCS-F	6 KSCS-F	6 KTXQ-F
7 KDXX-AF	7 KLTY-F <	6 KVIL-F	7 KLTY-F <	6 KPLX-F	7 KDXX-AF	7 KSCS-F <	6 KSCS-F	7 KPLX-F	7 KPLX-F	6 KPLX-F <
7 KLTY-F <	8 KYNG-F <	6 KLTY-F <	8 KPLX-F	6 KLTY-F <	7 KDMX-F	8 KDGE-F <	8 KDMX-F	8 KTXQ-F <	8 KVIL-F <	
	9 KTXQ-F <	9 KHKS-F	9 KLUV-F <	9 KKDA-F	9 KTCK <	9 KDMX-F	9 KVIL-F	9 WBAP	9 KHKS-F <	
	10 KDGE-F <	10 KEGL-F <	10 KPLX-F <	10 KZPS-F	10 KZPS-F	10 KLTY-F <	9 KVIL-F <	10 KOAI-F <		

# DALLAS-FORT WORTH

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Fall 97
KFJZ	SP	870	Fort Worth	0.5	1.2	32	472	AC	0 (0)	249 (1)	249 (1)	4.6 %	4.3 %
KGGR	B/G	1040	Dallas	0.6	1.0	39	420	AOR/Classic/NR	0 (0)	728 (5)	728 (5)	13.4 %	14.3 %
KKDA	B/O	730	Grand Prairie	0.7	1.9	46	824	Black/Urban	44 (1)	780 (4)	824 (5)	15.1 %	13.1 %
KLUV	O	1190	Dallas	0.5	2.5	32	1042	CHR	0 (0)	433 (1)	433 (1)	8.0 %	8.2 %
KRNB-F	B/AC	105.7	Stephenville	0.7	2.6	46	1125	Classical	0 (0)	169 (1)	169 (1)	3.1 %	3.3 %
KWRD-F	REL	94.9	Arlington	0.7	2.1	43	904	Country	0 (0)	685 (3)	685 (3)	12.6 %	12.9 %
KZDF-FF	SP-R	107.1	Terrell	0.8	2.0	45	757	Full Service	318 (1)	277 (1)	595 (2)	10.9 %	11.5 %
KZMP	SP-R	1540	Fort Worth	0.6	1.0	33	393	Hispanic	184 (4)	140 (4)	324 (8)	6.0 %	6.1 %
<b>Consolidation Report</b>				<b>12+</b>	<b>25-54</b>	<b>Revenue</b>		<b>Jazz</b>	<b>0 (0)</b>	<b>188 (1)</b>	<b>188 (1)</b>	<b>3.5 %</b>	<b>2.9 %</b>
<b>ABC</b>				<b>17.7 %</b>	<b>17.8 %</b>	<b>15.4 %</b>		<b>News/Talk</b>	<b>307 (2)</b>	<b>0 (0)</b>	<b>307 (2)</b>	<b>5.6 %</b>	<b>6.6 %</b>
KAAM-AM, KNKI-FM, KSCS-FM, WBAP-AM								<b>Oldies</b>	<b>31 (1)</b>	<b>204 (1)</b>	<b>235 (2)</b>	<b>4.3 %</b>	<b>4.0 %</b>
<b>CBS/Infinity</b>				<b>21.2 %</b>	<b>22.9 %</b>	<b>38.8 %</b>		<b>Others/Unknown</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0.0 %</b>	<b>0.0 %</b>
KHVN-AM, KLUV-AM, KLUV-FM, KOAI-FM, KRBV-FM, KRLD-AM, KVIL-FM, KYNG-FM								<b>Religion/Gospel</b>	<b>112 (2)</b>	<b>225 (2)</b>	<b>337 (4)</b>	<b>6.2 %</b>	<b>5.2 %</b>
<b>Chancellor</b>				<b>19.4 %</b>	<b>20.4 %</b>	<b>16.0 %</b>		<b>Soft AC</b>	<b>0 (0)</b>	<b>118 (1)</b>	<b>118 (1)</b>	<b>2.2 %</b>	<b>2.9 %</b>
KBFB-FM, KDGE-FM, KHKS-FM, KTXQ-FM, KZPS-FM								<b>Sports</b>	<b>191 (1)</b>	<b>0 (0)</b>	<b>191 (1)</b>	<b>3.5 %</b>	<b>3.0 %</b>
<b>HefTel</b>				<b>3.7 %</b>	<b>3.7 %</b>	<b>2.3 %</b>		<b>Standards/EZ</b>	<b>57 (1)</b>	<b>0 (0)</b>	<b>57 (1)</b>	<b>1.0 %</b>	<b>1.5 %</b>
KDXX-AF, KESS-AM, KHCK-FM								<b>Totals</b>	<b>1244 (13)</b>	<b>4196 (25)</b>	<b>5440 (38)</b>		
<b>Jacor</b>				<b>8.5 %</b>	<b>8.2 %</b>	<b>6.7 %</b>							
KOMX-FM, KEGL-FM													
<b>KKDA</b>				<b>7.8 %</b>	<b>5.4 %</b>	<b>5.8 %</b>							
KKDA-AM, KKDA-FM, KRNB-FM													
<b>Susquehanna</b>				<b>10.3 %</b>	<b>15.0 %</b>	<b>11.4 %</b>							
KKLF-AM, KKZN-FM, KLIF-AM, KPLX-FM, KTCK-AM, KXZN-FM													
<b>Z-Spanish</b>				<b>1.3 %</b>	<b>1.4 %</b>	<b>0.6 %</b>							
KRVA-AM, KZDF-FM, KZDL-FM, KZMP-AM													
				<b>90.0 %</b>	<b>94.8 %</b>	<b>97.0 %</b>							

## AM Stations

Station	Power	Time	Comments	Advertiser	Agency	Product	Station	Power	Time	Comments
KDXX	1480	5 kw/1.9 kw (DA-2)	See KDXX-F							
KESS	1270	5 kw (DA-2)	Hispanic-Contemp.	\$65.00	Katz Hisp.	HefTel				
KHVN	970	1 kw/0.27 kw	Black Gospel	ABC, Westwd	Mc-Guild	CBS/Infinity				
KLIF	570	5 kw (DA-2)	Talk	Westwd, ABC, CBS	Mc-Guild	Susquehanna				
KRLD	1080	50 kw (DA-N)	News	CBS, Westwd	CBS	CBS/Infinity				
KTCK	1310	5 kw/2.2 kw (DA-2)	Sports	Westwd, ABC	Interep	Susquehanna				
KXEB	910	1 kw (DA-1)	Standards	\$ NA	—					Sherman
WBAP	820	50 kw	Full Service/Talk	ABC	ABC	ABC				

# DALLAS-FORT WORTH

## FM Stations

Station	Freq	Power	Format	Revenue	Owner	City
KBFB	97.9	100 kw @ 1611	Soft AC	\$114.00	Christal	Chancellor
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00	Sentry	Chancellor Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR	\$140.00	Allied	Jacor
KDXX	107.9	100 kw @ 842	Hispanic-Regional	\$ NA	Katz Hisp.	Hefel Corsicana
KEGL	97.1	100 kw @ 1460	AOR	\$169.00	Katz	Jacor
KHCK	99.1	100 kw @ 1168	Hispanic-Tejano	\$80.00	Caballero	Hefel Denton
KHKS	106.1	100 kw @ 1590	CHR	\$240.00	D&R	Chancellor Denton
KKDA	104.5	100 kw @ 1590	Black	AP \$200.00	Christal	
KKZN	93.3	50 kw @ 436	Progressive AOR	\$ NA	Eastman	Susquehanna Haltom City
KLTY	94.1	100 kw @ 1590	Contemp. Christian	AP \$85.00	Katz	
KLUV	98.7	100 kw @ 1590	Oldies	\$221.00	Infinity	CBS/Infinity
KOAI	107.5	28 kw @ 1591	Jazz	\$190.00	CBS	CBS/Infinity
KPLX	99.5	100 kw @ 1678	Country	AP \$200.00	Mc-Guild	Susquehanna
KRBV	100.3	100 kw @ 1440	Black AC/Oldies	ABC \$177.00	CBS	CBS/Infinity
KRNB	105.7	100 kw @ 1672	Black AC	\$ NA	Christal	KKDA Stephenville
KSCS	96.3	100 kw @ 1611	Country	ABC \$300.00	ABC	ABC
KTXQ	102.1	100 kw @ 1447	Black Oldies	AMFM \$130.00	Christal	Chancellor
XVIL	103.7	100 kw @ 1570	AC/Full Service	\$485.00	Interep	CBS/Infinity Highland Park
KYNG	105.3	100 kw @ 1528	Country	Westwd \$260.00	CBS	CBS/Infinity
KZPS	92.5	100 kw @ 1590	Classic AOR	\$115.00	Sentry	Chancellor
WRR	101.1	100 kw @ 1348	Classical	AP \$74.00	Allied	City of Dallas

Notes: \* KKDA-F revenue level includes KKDA (AM) revenue . . . ^ KESS revenue level includes revenue of KDXX-AF & KHCK-F . . . 9/98 KTXQ-F changed format from AOR to "Jammin' Oldies" (Black Oldies) . . . 9/98 KNKI-F (96.7; Flower Mound) began operations programming Oldies . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KDMX-F; KEGL-F . . . 10/98 KAHZ (1360; Ft. Worth) sold by Children's to Unica as part of a \$29,250,000, four-station transaction . . . 11/98 KNKI-F changed from Oldies to a Soft AC/Soft Oldies mix as "Memories 96"

# DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank: 132 Pop (12+): 294,000	Stations: 21 / 15	Last Year's Revenue: \$13,400,000
MSA Rank: 138	Diaries: 1,138 / 258:1 / 57.2%	Household Income: \$40,973
MSA Pop: 357,000	Sample Target: 1,120	Total Retail Sales: \$3.5 Bil
DMA: 88	% Below Line: 4.9	#1 Bilier: WLLR-F \$3,100,000
Average Persons Rating: 13.9	% Not Listed: 14.2	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 19,600	Sconnix \$6,650,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WLLR-F	C	50 / 12.3	14.7	13.3	11.8	12.4	689 / 23.4	27.1	25.3	103 / 1337	E	WLLR-F
2	WHTS-F	CHR	46 / 11.3	10.9	10.0	8.3	7.4	868 / 29.5	29.2	27.5	97 / 1768	B	WHTS-F
3	KCOQ-F	CL HITS	42 / 10.3	11.6	10.0	11.6	10.6	666 / 22.6	25.2	23.9	69 / 1042	D	KCOQ-F
4	WOC	N/T	32 / 7.8	7.0	7.3	6.7	8.1	408 / 13.9	15.9	16.9	37 / 497	B	WOC
5	KMXG-F	AC	27 / 6.6	5.9	6.2	5.6	7.0	535 / 18.2	17.6	19.0	49 / 985	C	KMXG-F
6	WXLP-F	AOR	24 / 5.9	7.4	5.8	5.8	8.3	425 / 14.5	16.5	15.2	43 / 817	C	WXLP-F
7	KUUL-F	O	23 / 5.6	5.5	7.5	8.7	7.7	439 / 14.9	15.2	17.7	36 / 751	C	KUUL-F
8	WKBF	ST	20 / 4.9	4.6	5.8	6.0	7.2	285 / 9.7	8.9	9.8	27 / 386	A	WKBF
8	KBOB-F	C	20 / 4.9	5.9	5.3	5.6	6.5	399 / 13.6	14.8	14.6	40 / 746	C	KBOB-F
10	KQLI-F	SAC	16 / 3.9	3.5		0.2	0.2	282 / 9.6	9.2		18 / 373		KQLI-F
11	KORB-F	AOR	15 / 3.7	3.3	4.2	5.4	4.5	383 / 13.0	11.3	13.8	18 / 476	B	KORB-F

12+ FM Share (Metro): 76.57%      (268 of 350)      (Fall 97: 75.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTS-F >>>	1 WHTS-F	1 KCOQ-F	1 KCOQ-F >	1 KCOQ-F	1 WLLR-F	1 KCOQ-F	1 WOC	1 WLLR-F	1 WHTS-F >>	1 WHTS-F <
2 KCOQ-F	2 WLLR-F	2 WLLR-F <	2 WLLR-F	2 WLLR-F	2 KCOQ-F	2 WLLR-F	1 WLLR-F	2 WHTS-F	2 WXLP-F <	2 WLLR-F >
2 KORBF >>	3 KMXG-F	3 WHTS-F	3 WHTS-F	3 WHTS-F	2 WOC >	3 WHTS-F >	3 KCOQ-F	3 KCOQ-F	3 WLLR-F	3 KCOQ-F
	3 WXLP-F	4 KMXG-F <	3 KMXG-F	3 KMXG-F >	4 KUUL-F <	4 WOC <	4 KMXG-F	4 KMXG-F	4 KCOQ-F	4 KUUL-F
	5 KCOQ-F	5 WXLP-F >	5 WXLP-F	5 WXLP-F	5 WKBF >	5 KMXG-F	5 WHTS-F	5 WXLP-F	5 WOC <	5 WXLP-F <
	5 KORB-F >	6 KBOB-F <	6 KBOB-F	5 KBOB-F	6 KBOB-F <	6 KBOB-F	6 WKBF <	5 WOC <	6 WKBF	6 KMXG-F <
		7 KORBF-F	7 KORBF-F	5 KUUL-F		7 KUUL-F	7 WXLP-F	7 WKBF	7 KQLI-F	7 WKBF
							7 KUUL-F	8 KUUL-F	7 KUUL-F	7 KBOB-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHTS-F >	1 WHTS-F	1 KMXG-F	1 KMXG-F <	1 WLLR-F	1 WXLP-F	1 WXLP-F	1 WXLP-F	1 KCOQ-F	1 KCOQ-F >	1 WHTS-F
2 KMXG-F >	2 KMXG-F	1 WHTS-F >	2 WLLR-F	2 KMXG-F <	2 WLLR-F	2 WLLR-F	2 KCOQ-F	2 WXLP-F <	2 WXLP-F	2 KCOQ-F
3 KCOQ-F	3 WLLR-F	3 WLLR-F	2 WHTS-F <	3 KCOQ-F	3 WHTS-F >>>	3 WHTS-F	2 KORBF	3 WLLR-F	2 WLLR-F	2 WLLR-F >
3 WXLP-F	4 KCOQ-F	4 KCOQ-F	4 KCOQ-F >>	4 WHTS-F >		4 KORBF	2 WLLR-F	4 WHTS-F >	4 WHTS-F	4 WOC
3 WLLR-F >>	5 KORBF	4 KORBF	5 KQLI-F	5 KQLI-F		5 KCOQ-F	5 KMXG-F	5 KMXG-F	5 WOC	4 KQLI-F
	5 KQLI-F	4 KQLI-F >	5 KBOB-F	5 KUUL-F		6 KMXG-F	5 WHTS-F >	5 KORBF	6 KBOB-F	
				5 KBOB-F				5 KBOB-F	6 KUUL-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KJOC	SPRTS	1170	Davenport	1.0	4.4	5 168	WAAG-F	C	94.9	Galesburg	0.5	1.0	19 269
WJRE-F	AC	93.9	Kewanee, IL	0.7	1.3	3 53	WBBM	N	780	Chicago	0.5	1.6	3 116
WKEI	T	1450	Kewanee, IL	1.2	2.3	8 89	WGN	FS/T	720	Chicago	1.2	4.0	19 357
WLLR	C	1230	Moline	0.7	2.3	3 73	WLS	T	890	Chicago	1.2	1.6	21 185
							WMAQ	N	670	Chicago	0.5	1.9	4 158
							WMT	FS	600	Cedar Rapids	1.0	3.5	27 374

# DAVENPORT-ROCK ISLAND-MOLINE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Connoisseur</b> KBOB-FM, KJOC-AM, KORB-FM, KQLI-FM, WXLN-FM	19.4 %	23.9 %	23.5 %	AC	0 (0)	30 (2)	30 (2)	8.6 %	7.9 %
				AOR/Classic/NR	0 (0)	39 (2)	39 (2)	11.1 %	12.6 %
<b>Dudley</b> KCOQ-FM, WHTS-FM, WKBF-AM	26.5 %	24.7 %	24.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	46 (1)	46 (1)	13.1 %	11.8 %
<b>Sconnix</b> KMXG-FM, KUUL-FM, WLLR-AM, WLLR-FM, WOC-AM	33.0 %	33.9 %	49.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	72 (3)	75 (4)	21.4 %	23.7 %
	78.9 %	82.5 %	97.6 %	Full Service	9 (2)	0 (0)	9 (2)	2.6 %	3.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	46 (5)	0 (0)	46 (5)	13.1 %	10.8 %
				Oldies	0 (0)	65 (2)	65 (2)	18.6 %	20.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	16 (1)	16 (1)	4.6 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	1.1 %	2.1 %
				Standards/EZ	20 (1)	0 (0)	20 (1)	5.7 %	6.8 %
				<b>Totals</b>	<b>82 (10)</b>	<b>268 (11)</b>	<b>350 (21)</b>		

## AM Stations

Station	Freq	Power	Format	Source	Agency	Operator	Location
KJOC	1170	1 kw (DA-2)	Sports	CBS, WW1, 1/1	\$ NA Allied	Connoisseur	
WKBF	1270	5 kw (DA-1)	Standards	Westwd	\$ NA Katz	Dudley	
WKEI	1450	0.5 kw/1 kw	Talk	CBS, SRN	\$ NA ---		Kewanee, IL
WOC	1420	5 kw (DA-2)	News/Talk	ABC, WW1, CNN	\$28.00 Christal	Sconnix	

## FM Stations

Station	Freq	Power	Format	Source	Agency	Operator	Location
KBOB	99.7	100 kw @ 895	Country	Westwd	\$25.00 Allied	Connoisseur	Muscatine
KCOQ	106.5	60 kw @ 210	Classic Hits		\$50.00 Katz	Dudley	
KMXG	96.1	100 kw @ 981	AC	Westwd	\$25.00 Christal	Sconnix	Clinton
KORB	93.5	3.3 kw @ 300	AOR	CNN	\$20.00 ---	Connoisseur	Bettendorf
KQLI	104.9	12.5 kw @ 469	Soft AC	Westwd	\$ NA Allied	Connoisseur	De Witt
KUUL	101.3	50 kw @ 500	Oldies	Westwd, CBS	\$39.00 Christal	Sconnix	
WHTS	93.8	39 kw @ 900	CHR		\$ NA Katz	Dudley	
WLLR	103.7	100 kw @ 1191	Country		\$70.00 Katz	Sconnix	
WXLN	95.9	50 kw @ 500	AOR	Westwd, Source	\$40.00 Allied	Connoisseur	

Notes: The Dudley properties are operated by Sconnix



# DAYTON

Arbitron Rank: 55 Pop (12+): 815,500	Stations: 27 / 21	Last Year's Revenue: \$31,900,000
MSA Rank: 61	Diaries: 2,106 / 387:1 / 53.4%	Household Income: \$46,040
MSA Pop: 948,000	Sample Target: 2,110	Total Retail Sales: \$9.9 Bil.
DMA: 53	% Below Line: 9.1	#1 Biller: WHKO-F \$6,125,000
Average Persons Rating: 14.8	% Not Listed: 12.2	#1 Billing Portfolio: Jacor \$14,320,000
Market TSL in Hours: 19.75	Pop per Station: 38,833	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WHKO-F	C	146 / 12.1	11.1	12.2	12.2	13.6	11.9	1984 / 24.3	25.2	26.2	218 / 3282	G	WHKO-F
2	WMMX-F	AC	94 / 7.8	7.7	8.6	9.4	8.7	8.4	1454 / 17.8	18.7	19.1	112 / 1802	G	WMMX-F
3	WGTZ-F	CHR	77 / 6.4	4.6	4.5	6.4	4.6	5.5	1696 / 20.8	17.1	18.2	125 / 2774	D	WGTZ-F
4	WTUE-F	AOR	70 / 5.8	5.5	6.4	6.5	6.5	6.1	1108 / 13.6	14.3	14.1	97 / 1723	E	WTUE-F
5	WROU-F	B	69 / 5.7	5.7	6.0	5.3	6.5	5.7	971 / 11.9	11.7	10.9	82 / 1159	D	WROU-F
5	WHIO	N/T	69 / 5.7	5.9	5.7	4.6	5.3	5.5	1170 / 14.3	13.6	12.5	73 / 1341	D	WHIO
7	WLQT-F	SAC	68 / 5.6	6.2	7.1	5.5	6.3	6.1	1121 / 13.7	15.9	14.7	81 / 1411	D	WLQT-F
7	WING-F	CL AOR	68 / 5.6	5.7	4.7	4.7	3.9	5.2	1178 / 14.4	13.7	13.2	89 / 1624	C	WING-F
9	WLW	FS/T	54 / 4.5	4.2	3.3	3.9	3.3	4.0	955 / 11.7	10.0	10.1	153 / 2544		WLW
10	WONE	ST	50 / 4.1	3.4	4.4	3.5	4.5	3.9	656 / 8.0	8.7	8.0	66 / 827	B	WONE
11	WXEG-F	AOR-NR	48 / 4.0	4.7	3.8	4.7	4.5	4.3	1026 / 12.6	11.3	12.9	52 / 1198	C	WXEG-F
12	WCLR-FF	O	42 / 3.5	3.7	3.3	3.3	3.0	3.4	855 / 10.5	10.7	8.6	73 / 1335	A	WCLR-FF
13	WBTT-F	CHR/B	31 / 2.6	2.5	5.0	2.9	3.2	3.2	985 / 12.1	12.9	10.7	38 / 1202	B	WBTT-F
14	WFCJ-F	REL	23 / 1.9	1.8	1.7	1.9	1.2	1.8	441 / 5.4	5.2	4.3	39 / 902		WFCJ-F
15	WDAO	B	22 / 1.8	2.0	1.6	2.5	2.6	2.0	225 / 2.8	3.2	3.5	23 / 244	A	WDAO
16	WLSN-F	J	18 / 1.5	1.8	1.3	1.0	1.5	1.4	285 / 3.5	3.3	4.0	25 / 414	A	WLSN-F
17	WPFB-F	C	17 / 1.4	1.6	1.0	1.3	1.8	1.3	371 / 4.5	4.5	4.4	35 / 783		WPFB-F
17	WVAE-F	J	17 / 1.4	1.2	1.2	1.2	0.8	1.2	299 / 3.7	2.8	3.5	37 / 638		WVAE-F
19	WKSJ-F	C	16 / 1.3	1.6	1.1	2.0	1.1	1.5	294 / 3.6	3.1	3.2	28 / 450	A	WKSJ-F
20	WRNB-F	BJAC	14 / 1.2	0.7	1.1	0.9	0.6	0.9	226 / 2.8	2.8	2.0	15 / 265		WRNB-F

12+ FM Share (Metro): 78.28% ( 829 of 1059 ) ( Fall 97: 79.34% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGTZ-F >	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F >	1 WHKO-F >	1 WHKO-F	1 WHKO-F >	1 WHKO-F <	1 WHKO-F >
2 WROU-F	2 WGTZ-F	2 WMMX-F	2 WMMX-F	2 WMMX-F	2 WHIO	2 WMMX-F <	2 WMMX-F	2 WMMX-F	2 WROU-F <	2 WROU-F
3 WBTT-F	2 WMMX-F	3 WTUE-F <	3 WTUE-F <	3 WTUE-F <	3 WLQT-F <	3 WING-F	3 WHIO	3 WGTZ-F <	3 WGTZ-F	3 WGTZ-F
4 WXEG-F >>	4 WROU-F <	4 WING-F	4 WING-F	4 WING-F	4 WMMX-F <	4 WHIO	4 WLQT-F	4 WTUE-F <	4 WTUE-F	4 WING-F
	5 WTUE-F	5 WGTZ-F	5 WGTZ-F	5 WLQT-F <	5 WONE <	4 WGTZ-F <	5 WLW <	5 WLQT-F	5 WLW	5 WMMX-F <
	6 WING-F	6 WROU-F	6 WLQT-F <	6 WGTZ-F	6 WLW	6 WTUE-F	6 WTUE-F <	6 WXEG-F <	6 WING-F	6 WTUE-F
	7 WXEG-F >	7 WXEG-F <	7 WROU-F	7 WROU-F <	7 WCLR-FF	6 WROU-F	7 WGTZ-F	7 WROU-F	7 WLQT-F	7 WXEG-F <
		8 WLQT-F >	8 WXEG-F	8 WLW	7 WING-F <	8 WLQT-F	7 WONE	8 WING-F	7 WBTT-F	8 WHIO <
				8 WCLR-FF <	9 WTUE-F	9 WONE <	9 WING-F	9 WONE	7 WMMX-F	9 WLQT-F <
						10 WLW		9 WCLR-FF	10 WXEG-F	10 WCLR-FF

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WGTZ-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WROU-F	1 WTUE-F	1 WTUE-F	1 WTUE-F <	1 WHKO-F <	1 WHKO-F
1 WHKO-F	2 WMMX-F	2 WMMX-F >	2 WMMX-F >	2 WMMX-F >	2 WXEG-F	2 WING-F	2 WING-F	2 WING-F <	2 WTUE-F <	2 WROU-F >
3 WBTT-F	3 WGTZ-F	3 WGTZ-F	3 WGTZ-F	3 WLQT-F	2 WTUE-F	3 WGTZ-F	3 WHKO-F	3 WHKO-F >	3 WING-F	3 WGTZ-F
3 WMMX-F	4 WROU-F >	4 WROU-F >	4 WROU-F <	4 WGTZ-F <	2 WGTZ-F	3 WROU-F <	4 WGTZ-F	4 WMMX-F <	4 WLW	3 WHIO <
5 WROU-F	5 WXEG-F	5 WXEG-F	5 WLQT-F >	5 WROU-F >	5 WING-F	5 WHKO-F <	5 WXEG-F	5 WXEG-F <	5 WMMX-F >	5 WTUE-F
6 WXEG-F	6 WLQT-F	5 WLQT-F	6 WING-F	6 WING-F <	6 WHKO-F	6 WXEG-F	5 WMMX-F >	6 WLW	6 WCLR-FF <	
7 WING-F	6 WING-F		6 WTUE-F	7 WHIO		7 WMMX-F >>		7 WGTZ-F	7 WXEG-F	
7 WTUE-F >>	6 WBTT-F		8 WXEG-F	7 WTUE-F <				7 WROU-F >	8 WHIO	
	6 WTUE-F >>			9 WCLR-FF					8 WGTZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBZI	C/O	1500	Xenia	0.7	0.5	10 64	WKRC	T	550	Cincinnati	0.8	2.2	39 717
WING	N/T	1410	Dayton	0.8	4.9	11 484	WOFX-F	CL AOR	92.5	Cincinnati	0.4	1.5	35 739
WIZE	ST	1340	Springfield	0.6	1.3	9 127	WYGY-F	C	96.5	Hamilton	0.5	3.2	38 849

# DAYTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Blue Chip, pend. WGTZ-FM, WING-AM, WING-FM	12.8 %	14.1 %	13.7 %	AC	0 (0)	94 (1)	94 (1)	8.9 %	0.0 %
Cox WCLR-FM, WHIO-AM, WHKO-FM, WZLR-FM	21.3 %	22.0 %	29.0 %	AOR/Classic/NR	0 (0)	191 (4)	191 (4)	18.0 %	0.0 %
Jacor WBTT-FM, WIZE-AM, WLQT-FM, WLSN-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM	32.0 %	32.8 %	46.1 %	Black/Urban	22 (1)	83 (2)	105 (3)	9.9 %	0.0 %
Local (semi-duop) WRNB-FM, WROU-FM	6.9 %	6.2 %	6.6 %	CHR	0 (0)	108 (2)	108 (2)	10.2 %	0.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	8 (1)	185 (4)	193 (5)	18.2 %	0.0 %
				Full Service	54 (1)	0 (0)	54 (1)	5.1 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	73.0 %	75.1 %	95.4 %	Jazz	0 (0)	35 (2)	35 (2)	3.3 %	0.0 %
				News/Talk	89 (3)	0 (0)	89 (3)	8.4 %	0.0 %
				Oldies	0 (0)	42 (2)	42 (2)	4.0 %	0.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	23 (1)	23 (1)	2.2 %	0.0 %
				Soft AC	0 (0)	68 (1)	68 (1)	6.4 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	57 (2)	0 (0)	57 (2)	5.4 %	0.0 %
				Totals	230 (8)	829 (19)	1059 (27)		

## AM Stations

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

## FM Stations

Station	Power	Time	Format	AM	FM	Other
WBTT	94.5	6 kw @ 328	CHR/Black	\$<20.00	Eastman Jacor	Englewood
WCLR	95.7	50 kw @ 476	Oldies	\$20.00	D&R Cox	Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00	---
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00	Clr Chnl Clear Channel Eaton
WHKO	99.1	50 kw @ 1066	Country		\$83.00	D&R Cox
WING	102.9	50 kw @ 492	Classic AOR	ABC	\$36.00	Clr Chnl Clear Channel Springfield
WKSW	101.7	3.2 kw @ 407	Country		\$18.00	---
WLQT	99.9	50 kw @ 500	Soft AC		\$54.00	Eastman Jacor
WLSN	106.5	50 kw @ 476	Jazz	JRN	\$ NA	Eastman Jacor Greenville
WMMX	107.7	50 kw @ 420	AC		\$90.00	Eastman Jacor
WPFB	105.9	33.9 kw @ 593	Country	ABC	\$ NA	---
WRNB	96.9	3 kw @ 315	Black Oldies	ABC	\$ NA	Allied WROU-F Troy
WROU	92.1	0.89 kw @ 597	Black	ABC	\$50.00	Allied WRNB-F W Carrollton
WTUE	104.7	50 kw @ 500	AOR		\$78.00	Eastman Jacor
WXEG	103.9	1.15 kw @ 522	AOR-New Rock		\$34.00	Eastman Jacor Beaver Creek
WZLR	95.3	6 kw @ 321	See WCLR-F			Xenia

Notes: Other ranked stations - See Cincinnati ... 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WBTT-F; WIZE, WLQT-F; WLSN-F; WMMX-F; WONE; WTUE-F; WXEG-F. Some divestitures will be required ... 11/98 WLSN-F changed from Jazz to stunting (playing all Garth Brooks) near the end of the survey ... 1/99 WLSN-F changed from stunting to Country as WBKI-F ("Buckeye Country") ... 1/99 WPTW sold by Cox for \$75,000 ... 2/99 Clear Channel will sell WING-AF/WGTZ-F to Blue Chip as part of a two-market, \$40,000,000 transaction

# DAYTONA BEACH

**Arbitron Rank:** 91 Pop (12+): 405,200  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Orlando (#22)  
**Average Persons Rating:** 14.1  
**Market TSL in Hours:** 19.25

**Stations:** 24 / 8  
**Diaries:** 862 / 470:1 / 51.9%  
**Sample Target:** 850  
**% Below Line:** 50.9  
**% Not Listed:** 18.0  
**Pop per Station:** 50,650

**Last Year's Revenue:** NA  
**Household Income:** \$32,470  
**Total Retail Sales:** \$4.4 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WGNE-F	C	41 / 7.1	5.9	7.8	7.3	8.6	629 / 15.5	13.6	17.5	42 / 710	WGNE-F
2	WMGF-F	SAC	39 / 6.8	9.1	7.9	7.9	7.7	625 / 15.4	16.1	14.9	85 / 1155	WMGF-F
3	WOCL-F	O	36 / 6.3	5.8	7.6	8.2	7.8	690 / 17.0	16.2	19.4	63 / 1309	WOCL-F
4	WJHM-F	B	30 / 5.2	6.6	4.1	6.5	6.3	456 / 11.3	11.9	9.6	69 / 962	WJHM-F
5	WJRR-F	AOR-NR	27 / 4.7	3.8	2.8	3.1	2.5	330 / 8.1	9.0	8.4	42 / 577	WJRR-F
6	WCFB-F	UJAC	26 / 4.5	4.1	3.8	2.6	4.8	230 / 5.7	8.6	6.8	36 / 404	WCFB-F
6	WROD	ST	26 / 4.5	4.6	3.0	6.5	7.8	382 / 9.4	8.9	6.5	26 / 382	WROD
8	WHOG-F	CL HITS	24 / 4.2	4.0	5.1	2.9	3.8	343 / 8.5	9.9	10.2	24 / 343	WHOG-F
9	WNDB	N/T	23 / 4.0	3.5	2.1	2.7	3.2	308 / 7.6	7.3	6.1	23 / 308	WNDB
10	WVYB-F	CHR	22 / 3.8	2.0	2.0	1.8	0.9	349 / 8.6	6.8	6.7	23 / 371	WVYB-F
10	WHTQ-F	CL AOR	22 / 3.8	3.6	2.8	5.2	4.3	365 / 9.0	9.4	10.5	40 / 670	WHTQ-F
12	WOMX-F	AC/CHR	21 / 3.7	3.6	3.1	3.7	4.8	383 / 9.4	10.4	8.8	34 / 710	WOMX-F
12	WWKA-F	C	21 / 3.7	3.8	4.1	6.5	4.1	397 / 9.8	10.3	10.8	59 / 1058	WWKA-F
14	WTKS-F	T	18 / 3.1	4.8	6.8	2.9	3.7	364 / 9.0	9.6	13.8	38 / 602	WTKS-F
15	WSBB	ST	17 / 3.0	3.1	1.8	3.1	3.2	280 / 6.9	7.4	4.1	17 / 280	WSBB
16	WKRO-F	AOR-NR	13 / 2.3	1.8	3.1	1.6	2.9	276 / 6.8	7.1	8.1	13 / 310	WKRO-F
17	WXXL-F	CHR	12 / 2.1	2.5	2.5	3.1	2.0	273 / 6.7	8.7	8.1	28 / 647	WXXL-F
17	WSHE-F	AC/CHR	12 / 2.1	2.3	2.5	2.4	2.3	312 / 7.7	8.0	10.0	20 / 514	WSHE-F
17	WFKS-F	AC/CHR	12 / 2.1	2.6	3.5	4.2	2.3	349 / 8.6	12.7	11.5	25 / 714	WFKS-F

12+ FM Share (Metro): 82.98% (390 of 470) (Fall 97: 85.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >>>	1 WJRR-F	1 WJRR-F	1 WJRR-F	1 WOCL-F	1 WMGF-F <	1 WMGF-F <	1 WMGF-F	1 WGNE-F	1 WJHM-F	1 WGNE-F <
2 WXXL-F	2 WJHM-F	2 WCFB-F	2 WCFB-F	2 WGNE-F <	2 WOCL-F	2 WGNE-F	2 WNDB	2 WOCL-F <	1 WOCL-F	2 WOCL-F
3 WVYB-F >	3 WVYB-F	3 WHOG-F <	3 WGNE-F	3 WJRR-F	3 WGNE-F	3 WHTQ-F	3 WJRR-F	3 WMGF-F	3 WMGF-F <	3 WJHM-F
4 WCFB-F <	4 WGNE-F <	3 WHOG-F	3 WHOG-F	4 WROD	3 WCFB-F <	3 WGNE-F <	4 WJHM-F <	4 WGNE-F <	4 WROD	4 WROD
5 WGNE-F <	5 WJHM-F	3 WHTQ-F	5 WCFB-F <	5 WNDB	5 WOCL-F	5 WROD	5 WJRR-F <	4 WCFB-F	4 WCFB-F	4 WMGF-F
6 WHOG-F	5 WHTQ-F <	6 WOCL-F <	6 WHTQ-F	6 WSBB <	6 WJHM-F	5 WOCL-F	6 WHOG-F	6 WHOG-F	6 WJRR-F	6 WHOG-F <
7 WKRO-F	7 WVYB-F <	7 WOMX-F <	7 WMGF-F <	7 WWKA-F	6 WTKS-F	7 WHOG-F <	6 WNDB	7 WVYB-F <	7 WVYB-F <	7 WWKA-F <
7 WTKS-F	8 WOMX-F <	8 WMGF-F <	8 WOMX-F	8 WHOG-F	6 WOMX-F <	8 WHTQ-F <	8 WCFB-F	8 WCFB-F	8 WWKA-F <	8 WVYB-F <
7 WHTQ-F	9 WOCL-F <		9 WWKA-F	8 WCFB-F <	9 WHOG-F <	9 WVYB-F <	8 WROD <	9 WVYB-F <		
			9 WTKS-F	10 WOMX-F <	10 WJRR-F <	10 WCFB-F	10 WOMX-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJHM-F	1 WCFB-F >	1 WCFB-F >	1 WCFB-F	1 WOCL-F <	1 WJHM-F >>>	1 WJRR-F >	1 WJRR-F >>	1 WJRR-F >	1 WJRR-F	1 WJHM-F
1 WCFB-F	2 WJHM-F	2 WGNE-F	2 WGNE-F	2 WGNE-F	2 WHOG-F	2 WJHM-F	2 WVYB-F	2 WHTQ-F <	2 WHOG-F	1 WOCL-F >>
1 WXXL-F	2 WGNE-F	3 WHTQ-F	3 WOMX-F	3 WMGF-F	2 WJRR-F >	3 WHOG-F	3 WGNE-F	3 WHOG-F	3 WHTQ-F <	3 WGNE-F
4 WVYB-F >	2 WVYB-F	3 WVYB-F	3 WMGF-F	3 WCFB-F	3 WVYB-F	3 WHOG-F	4 WJHM-F	4 WOCL-F	3 WVYB-F	
5 WGNE-F	5 WXXL-F	3 WOMX-F >	5 WVYB-F	5 WOMX-F	5 WKRO-F	3 WKRO-F	5 WKRO-F	5 WKRO-F	5 WGNE-F	
5 WJRR-F	6 WJRR-F	6 WJHM-F	6 WHOG-F	6 WHOG-F	6 WHTQ-F	6 WHTQ-F	5 WTKS-F <	6 WTKS-F	6 WTKS-F	
5 WMGF-F	6 WTKS-F	6 WWKA-F	7 WWKA-F	7 WWKA-F	7 WGNE-F	6 WTKS-F >>	7 WVYB-F	6 WKRO-F	6 WKRO-F	
5 WTKS-F >>		6 WHOG-F	8 WHTQ-F	8 WHTQ-F	7 WTKS-F		7 WCFB-F	6 WCFB-F	6 WCFB-F	
		6 WOCL-F	8 WSHE-F	8 WSHE-F			9 WGNE-F	9 WVYB-F	9 WVYB-F	
			8 WVYB-F	8 WVYB-F			9 WOCL-F	9 WDBO	9 WDBO	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDBO	T/FS	580	Orlando	1.7	4.7	36	584
WLOQ-F	J	103.1	Winter Park	0.7	2.1	9	201
WMMO-F	AC-AOR	98.9	Orlando	0.9	3.8	10	284
WOGK-F	C	93.7	Ocala	0.9	2.4	75	862
WOTM	SPRIS	540	Pine Hills	0.7	1.7	9	215

# DAYTONA BEACH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Black Crow</b>	14.3 %	16.3 %	%	AC	0 (0)	45 (3)	45 (3)	9.6 %	6.7 %
WHOG-FM, WKRO-FM, WHDB-AM, WYB-FM				AOR/Classic/NR	0 (0)	67 (4)	67 (4)	14.3 %	11.9 %
	14.3 %	16.3 %	%	Black/Urban	0 (0)	56 (2)	56 (2)	11.9 %	10.8 %
				CHR	0 (0)	34 (2)	34 (2)	7.2 %	9.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	67 (3)	67 (3)	14.3 %	20.2 %
				Full Service	10 (1)	0 (0)	10 (1)	2.1 %	2.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	0.9 %	1.6 %
				News/Talk	23 (1)	18 (1)	41 (2)	8.7 %	11.2 %
				Oldies	0 (0)	60 (2)	60 (2)	12.8 %	9.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	39 (1)	39 (1)	8.3 %	9.4 %
				Sports	4 (1)	0 (0)	4 (1)	0.9 %	1.0 %
				Standards/EZ	43 (2)	0 (0)	43 (2)	9.1 %	6.3 %
				<b>Totals</b>	<b>80 (5)</b>	<b>390 (19)</b>	<b>470 (24)</b>		

## AM Stations

WHDB	1150	1 kw (DA-N)	News/Talk	CBS, ESPN	\$24.00	Allied	Black Crow	
WROD	1340	1 kw	Standards	ABC	\$25.00	--		
WSBB	1230	1 kw	Standards	Westwd	\$<20.00	--		New Smyrna Beach

## FM Stations

WFKS	99.9	100 kw @ 1200	AC/CHR		\$33.00	Mc-Guild	Renda	Palatka
WGME	98.1	100 kw @ 475	Country		\$58.00	D&R	Clear Channel	Titusville
WHOG	95.7	25 kw @ 328	Classic Hits	CBS	\$ NA	Allied	Black Crow	Ormond by the Sea
WKRO	93.1	15 kw @ 425	New Rock		\$<20.00	Allied	Black Crow	Edgewater
WYB	103.3	3 kw @ 315	CHR		\$ NA	Allied	Black Crow	Holly Hill

Notes Other ranked stations -- See Orlando . . . WFKS-F reclassified from CHR to AC/CHR based on audience analysis, M Street database listing and station self-description . . . 11/98 WROD sold to Gore-Overgaard for \$1,010,000

# DENVER

Arbitron Rank: 23 Pop (12+): 1,816,300  
 MSA Rank: 26-Dvr.: 171-Bldr.  
 MSA Pop: 2,330,000  
 DMA: 18  
 Average Persons Rating: 15.9  
 Market TSL in Hours: 20.75

Stations: 28 / 28  
 Diaries: 3,068 / 592:1 / 54.5%  
 Sample Target: 2,930  
 % Below Line: 0.0  
 % Not Listed: 12.4  
 Pop per Station: 64,868

Last Year's Revenue: \$136,300,000  
 Household Income: \$48,698  
 Total Retail Sales: \$23.4 Bil.  
 #1 Biller: KOA \$22,700,000  
 #1 Billing Portfolio: Jacor \$59,640,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KYGO-F	C	206 / 7.1	7.9	8.2	7.8	9.3	7.8	3166 / 17.4	17.8	18.9	243 / 3784	J	KYGO-F
2	KOA	T/FS	205 / 7.1	7.4	8.5	6.7	7.9	7.4	4114 / 22.6	22.1	23.6	306 / 5946	K	KOA
3	KRFX-F	CL AOR	199 / 6.9	5.6	5.8	5.9	6.5	6.0	2677 / 14.7	14.8	15.0	250 / 3409	H	KRFX-F
4	KQKS-F	CHR	189 / 6.5	5.6	6.2	6.1	5.6	6.1	2675 / 14.7	13.5	12.3	215 / 3172	E	KQKS-F
5	KOSI-F	SAC	156 / 5.4	5.2	6.1	6.3	6.2	5.8	2435 / 13.4	16.2	15.5	180 / 2836	I	KOSI-F
6	KBCO-F	AOR-P	148 / 5.1	5.0	4.7	5.1	5.2	5.0	2720 / 15.0	14.6	14.3	162 / 3058	H	KBCO-F
7	KBPI-F	AOR-NR	143 / 5.0	4.5	5.0	3.4	3.5	4.5	2247 / 12.4	14.0	10.5	170 / 2673	G	KBPI-F
8	KXKL-F	O	139 / 4.8	4.9	4.8	4.5	4.7	4.8	2558 / 14.1	15.4	14.4	164 / 3079	H	KXKL-F
9	KHOW	T	131 / 4.5	4.4	3.8	4.3	4.7	4.3	1784 / 9.8	9.7	10.6	158 / 2211	E	KHOW
10	KALC-F	AC/CHR	130 / 4.5	5.1	4.0	4.4	4.7	4.5	2726 / 15.0	16.8	16.3	159 / 3356	H	KALC-F
11	KKHK-F	CL AOR	116 / 4.0	3.6	4.0	4.5	4.4	4.0	2218 / 12.2	13.0	14.4	133 / 2510	H	KKHK-F
12	KHIH-F	J	109 / 3.8	3.6	4.2	5.3	4.1	4.2	1934 / 10.7	9.9	9.9	115 / 2070	G	KHIH-F
13	KIMN-F	AC	101 / 3.5	3.5	3.2	3.7	3.4	3.5	1740 / 9.6	10.5	10.7	104 / 1880	G	KIMN-F
14	KCKK-AF	C/O	78 / 2.7	2.3	2.5	2.2	2.8	2.4	1455 / 8.0	6.8	6.3	101 / 1739	B	KCKK-AF
15	KEZW	ST	76 / 2.6	3.0	3.3	3.5	2.6	3.1	1094 / 6.0	5.8	5.8	77 / 1108	C	KEZW
16	KXPK-F	AOR-NR	70 / 2.4	2.9	2.3	2.9	3.0	2.6	1886 / 10.4	11.2	11.8	78 / 2179	F	KXPK-F
17	KTCL-F	AOR-NR	66 / 2.3	2.8	3.0	2.5	1.9	2.6	1582 / 8.7	9.3	6.2	84 / 2030	C	KTCL-F
17	KVOD-F	CL	66 / 2.3	1.7	2.3	2.3	2.2	2.1	1039 / 5.7	6.4	5.8	80 / 1331	D	KVOD-F
19	KJMN-F	SP-C	33 / 1.1	0.8	0.7	0.6	0.4	0.8	422 / 2.3	1.7	1.3	34 / 466	B	KJMN-F
20	KMXA	SP-R	32 / 1.1	1.7	1.0	0.7	0.9	1.1	408 / 2.2	1.6	1.2	41 / 512	B	KMXA
21	KTLK	T	31 / 1.1	0.9	0.7	0.8	1.3	0.9	836 / 4.6	3.9	5.6	37 / 1024	C	KTLK
22	KKFN	SPRTS	30 / 1.0	0.7	1.1	1.5	1.4	1.1	936 / 5.2	5.0	6.4	40 / 1166	B	KKFN

12+ FM Share (Metro): 77.14% (1950 of 2528) (Fall 97: 75.70%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KQKS-F >	1 KALC-F <	1 KALC-F	1 KOSI-F <	1 KOSI-F	1 KBPI-F	1 KBPI-F <	1 KRFX-F	1 KRFX-F >	1 KRFX-F >	1 KHOW
2 KYGO-F <	2 KYGO-F <	2 KYGO-F	2 KYGO-F	2 KYGO-F	2 KQKS-F >	2 KRFX-F >>	2 KBPI-F >>	2 KBPI-F	2 KOA <	2 KYGO-F <
3 KALC-F	3 KQKS-F	3 KOSI-F	3 KALC-F <	3 KXKL-F <	3 KRFX-F <	3 KQKS-F <	3 KBCO-F <	3 KBCO-F	3 KBCO-F	3 KQKS-F <
4 KOSI-F <	4 KOSI-F	4 KBCO-F <	4 KQKS-F <	4 KIMN-F <	4 KALC-F <	4 KALC-F	4 KXPK-F <	4 KOA	4 KBPI-F <	4 KOA >
5 KBCO-F	5 KBCO-F	5 KIMN-F <	5 KBCO-F <	5 KALC-F <	5 KYGO-F >	5 KYGO-F <	5 KYGO-F <	5 KHKH-F <	5 KHKH-F <	5 KEZW
6 KRFX-F	6 KIMN-F	6 KQKS-F	6 KIMN-F	6 KBCO-F	6 KTCL-F	6 KBCO-F <	6 KALC-F	6 KYGO-F	6 KYGO-F	
6 KTCL-F >	7 KRFX-F	7 KHKH-F	7 KXKL-F <	7 KHIH-F		7 KXPK-F	7 KTCL-F	7 KQKS-F <	7 KXKL-F	
	8 KHKH-F	8 KRFX-F <	8 KRFX-F <	8 KHKH-F <		8 KTCL-F	7 KOA	8 KALC-F	8 KHIH-F	
	9 KTCL-F	9 KXPK-F	9 KHKH-F <	9 KQKS-F <			7 KQKS-F	9 KXPK-F	9 KXPK-F <	
	9 KXPK-F <		10 KHIH-F	10 KRFX-F <			7 KHKH-F >>	9 KXKL-F		

# DENVER

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Fall 97
KDKO	B	1510	Littleton	0.5	1.4	13	273	AC	0	(0)	231 (2)	231 (2)	9.1 %	9.1 %
KJME	SP	1390	Denver	0.5	1.2	15	228	AOR/Classic/NR	0	(0)	742 (6)	742 (6)	29.4 %	27.5 %
KNUS	T	710	Denver	0.5	2.7	15	531	Black/Urban	13	(1)	0 (0)	13 (1)	0.5 %	0.4 %
KRKS-F	REL	990	Denver	0.4	1.8	18	452	CHR	0	(0)	189 (1)	189 (1)	7.5 %	6.3 %
KRRF	T	1280	Denver	0.7	2.2	21	420	Classical	0	(0)	66 (1)	66 (1)	2.6 %	2.4 %
<b>Consolidation Report</b>				<b>12+</b>	<b>25-54</b>	<b>Revenue</b>		<b>Country</b>	<b>11</b>	<b>(1)</b>	<b>273 (2)</b>	<b>284 (3)</b>	<b>11.2 %</b>	<b>13.7 %</b>
<b>Chancellor</b>				<b>18.2 %</b>	<b>20.5 %</b>	<b>21.7 %</b>		<b>Full Service</b>	<b>205</b>	<b>(1)</b>	<b>0 (0)</b>	<b>205 (1)</b>	<b>8.1 %</b>	<b>8.8 %</b>
KALC-FM, KIMN-FM, KRRF-AM, KVOD-FM, KXKL-FM, KXPK-FM								<b>Hispanic</b>	<b>47</b>	<b>(2)</b>	<b>33 (1)</b>	<b>80 (3)</b>	<b>3.2 %</b>	<b>2.3 %</b>
<b>Jacor</b>				<b>35.8 %</b>	<b>37.6 %</b>	<b>43.8 %</b>		<b>Jazz</b>	<b>0</b>	<b>(0)</b>	<b>109 (1)</b>	<b>109 (1)</b>	<b>4.3 %</b>	<b>4.7 %</b>
KBCO-FM, KBPI-FM, KHHI-FM, KHOW-AM, KOA-AM, KRFX-FM, KTCL-FM, KTLK-AM								<b>News/Talk</b>	<b>196</b>	<b>(4)</b>	<b>0 (0)</b>	<b>196 (4)</b>	<b>7.8 %</b>	<b>7.7 %</b>
<b>Jefferson-Pilot</b>				<b>17.3 %</b>	<b>13.9 %</b>	<b>16.8 %</b>		<b>Oldies</b>	<b>0</b>	<b>(0)</b>	<b>139 (1)</b>	<b>139 (1)</b>	<b>5.5 %</b>	<b>5.3 %</b>
KCKK-FM, KKFN-AM, KOKS-FM, KYGO-AM, KYGO-FM								<b>Others/Unknown</b>	<b>0</b>	<b>(0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0.0 %</b>	<b>0.0 %</b>
<b>Tribune Broadcasting</b>				<b>12.0 %</b>	<b>11.3 %</b>	<b>14.8 %</b>		<b>Religion/Gospel</b>	<b>0</b>	<b>(0)</b>	<b>12 (1)</b>	<b>12 (1)</b>	<b>0.5 %</b>	<b>0.5 %</b>
KEZW-AM, KKHK-FM, KOSI-FM								<b>Soft AC</b>	<b>0</b>	<b>(0)</b>	<b>156 (1)</b>	<b>156 (1)</b>	<b>6.2 %</b>	<b>7.0 %</b>
				<b>83.3 %</b>	<b>83.3 %</b>	<b>97.1 %</b>		<b>Sports</b>	<b>30</b>	<b>(1)</b>	<b>0 (0)</b>	<b>30 (1)</b>	<b>1.2 %</b>	<b>1.5 %</b>
								<b>Standards/EZ</b>	<b>76</b>	<b>(1)</b>	<b>0 (0)</b>	<b>76 (1)</b>	<b>3.0 %</b>	<b>2.9 %</b>
								<b>Totals</b>	<b>578</b>	<b>(11)</b>	<b>1950 (17)</b>	<b>2528 (28)</b>		

## AM Stations

Station	Power	Frequency	Format	Value	Company	Partner	Location
KEZW	1430	5 kw (DA-N)	Standards	ABC \$35.00	Banner	Tribune Co.	Aurora
KHOW	630	5 kw (DA-2)	Talk	Westwd, ABC, TARN \$64.00	Allied	Jacor	
KKFN	950	5 kw (DA-1)	Sports	CBS, 1-on-1, WW1 \$ NA	CBS	Jefferson-Pilot	
KMXA	1090	50 kw/0.5 kw (DA-2)	Hispanic-Regional	\$40.00	Caballero	EXCL	Aurora
KOA	850	50 kw	Talk/Full Service	ABC \$288.00	Eastman	Jacor	
KTLK	760	50 kw/1 kw (DA-2)	Talk	ABC \$ 40.00	Eastman	Jacor	Thornton
KYGO	1600	5 kw (DA-2)	See KCKK-F				Lakewood

## FM Stations

Station	Power	Frequency	Format	Value	Company	Partner	Location
KALC	105.9	100 kw @ 1470	AC/CHR	\$115.00	Christal	Chancellor	
KBCO	97.3	100 kw @ 1541	Progressive AOR	Westwd \$125.00	Allied	Jacor	Boulder
KBPI	106.7	100 kw @ 987	AOR-New Rock	\$121.00	Eastman	Jacor	
KCKK	104.3	58 kw @ 1204	Classic Country	Westwd \$68.00	CBS	Jefferson-Pilot	Longmont
KHHI	95.7	100 kw @ 1608	Jazz	\$80.00	Allied	Jacor	
KIMN	100.3	100 kw @ 1152	AC	\$115.00	Christal	Chancellor	
KJME	92.1	30 kw @ 627	Hispanic Contemp	\$35.00	Caballero	EXCL	Castle Rock
KKHK	99.5	100 kw @ 1624	Classic AOR	\$100.00	Katz	Tribune Co	
KOSI	101.1	100 kw @ 1624	Soft AC	\$166.00	Katz	Tribune Co	
KOKS	107.5	100 kw @ 1198	CHR	Source, Westwd \$75.00	CBS	Jefferson-Pilot	Lakewood
KRFX	103.5	100 kw @ 1045	Classic AOR	\$184.00	—	Jacor	
KTCL	93.3	100 kw @ 1129	AOR-New Rock	\$50.00	—	Jacor	Fl Collins
KVOD	92.5	57 kw @ 1237	Classical	\$60.00	Sentry	Chancellor	Greeley
KXKL	104.1	100 kw @ 1169	Oldies	AMFM \$158.00	Sentry	Chancellor	
KXPK	95.5	100 kw @ 1739	New Rock	\$105.00	Sentry	Chancellor	Evergreen
KYGO	99.5	100 kw @ 1821	Country	\$265.00	CBS	Jefferson-Pilot	

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KBCO-F; KBPI-F; KHHI-F; KHOW; KOA; KRFX-F; KTCL-F; KTLK . . . 10/98 KXPK-F changed from Progressive AOR to New Rock . . . 11/98 KBVI (1490; Boulder) was sold for \$575,000

# DES MOINES

Arbitron Rank: 90 Pop (12+): 422,700  
 MSA Rank: 118  
 MSA Pop: 433,000  
 DMA: 72  
 Average Persons Rating: 14.9  
 Market TSL In Hours: 20.00

Stations: 21 / 20  
 Diaries: 1,624 / 260:1 / 59.5%  
 Sample Target: 1,520  
 % Below Line: 0.5  
 % Not Listed: 11.4  
 Pop per Station: 21,135

Last Year's Revenue: \$23,600,000  
 Household Income: \$49,005  
 Total Retail Sales: \$6.8 Bil.  
 #1 Biller: WHO \$6,750,000  
 #1 Billing Portfolio: Jacor \$8,930,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cumo / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WHO	FS	69 / 11.0	117	125	14.2	133	12.4	1025 / 24.3	25.5	27.5	174 / 2411	G	WHO
2	KJYY-F	C	56 / 8.9	62	60	6.2	92	7.3	746 / 17.7	16.8	19.3	71 / 1051	E	KJYY-F
3	KIOA-F	O	46 / 7.3	70	75	7.4	64	7.3	725 / 17.2	19.2	17.5	72 / 1371	D	KIOA-F
4	KSTZ-F	CHR/AC	44 / 7.0	87	82	8.6	82	8.1	952 / 22.5	23.9	23.1	72 / 1540	C	KSTZ-F
4	KRKO-F	CL AOR	44 / 7.0	57	49	5.1	4.8	5.7	676 / 16.0	15.5	14.8	52 / 915	B	KRKO-F
6	KHKI-F	C	39 / 6.2	69	67	5.7	8.8	6.4	579 / 13.7	14.0	15.0	53 / 830	C	KHKI-F
7	KAZR-F	AOR	38 / 6.0	72	77	7.9	7.5	7.2	709 / 16.8	15.7	15.7	60 / 1172	B	KAZR-F
8	KMXD-F	AC/CHR	37 / 5.9	55	45	6.9	3.9	5.7	562 / 13.3	11.6	11.6	49 / 806	C	KMXD-F
9	KGGO-F	AOR	34 / 5.4	47	71	4.8	4.9	5.5	564 / 13.4	14.7	14.3	55 / 916	D	KGGO-F
10	KRNT	ST	31 / 4.9	40	35	3.3	3.4	3.9	458 / 10.8	8.0	7.8	39 / 554	A	KRNT
11	KLTI-F	SAC	25 / 4.0	47	39	5.0	4.9	4.4	529 / 12.5	11.9	12.9	41 / 874	B	KLTI-F
12	KKDM-F	CHR-NR	24 / 3.8	45	42	3.9	3.1	4.1	627 / 14.8	14.0	12.7	30 / 805	C	KKDM-F
13	KYSY-F	SAC	20 / 3.2	30	33	2.1	2.5	2.9	291 / 6.9	7.5	6.5	21 / 302	A	KYSY-F
14	KCCQ-F	CHR	17 / 2.7	27	25	2.1	1.1	2.5	438 / 10.4	6.2	5.2	28 / 665	C	KCCQ-F

12+ FM Share (Metro): 78.67% (439 of 558) (Fall 97: 77.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKDM-F	1 KAZR-F	1 KJYY-F <	1 KRKO-F <	1 KJYY-F <	1 WHO >	1 WHO	1 WHO	1 WHO <	1 WHO	1 WHO <
1 KAZR-F	2 KSTZ-F <	2 KRKO-F <	2 KJYY-F	2 KIOA-F	2 KIOA-F	2 KJYY-F <	2 KJYY-F	2 KJYY-F <	2 KSTZ-F <	2 KJYY-F
3 KCCQ-F >	3 KRKO-F <	3 KSTZ-F <	3 KIOA-F <	2 KRKO-F	3 KJYY-F	3 KRKO-F >	3 KMXD-F <	3 KSTZ-F	3 KAZR-F	3 KIOA-F
4 KSTZ-F	4 KJYY-F <	4 KGGO-F <	4 KMXD-F	4 KMXD-F	4 KRNT	4 KIOA-F <	4 KIOA-F <	4 KIOA-F <	4 KLTI-F	4 KHKI-F <
	5 KGGO-F <	5 KMXD-F	4 KGGO-F <	5 KSTZ-F <	5 KMXD-F <	5 KSTZ-F <	5 KSTZ-F <	5 KMXD-F	5 KIOA-F <	5 KSTZ-F <
	6 KHKI-F	5 KAZR-F <	6 KSTZ-F	6 KGGO-F	6 KRKO-F <	6 KAZR-F <	6 KRKO-F	5 KAZR-F	6 KHKI-F	6 KAZR-F
	7 KMXD-F	7 KIOA-F	7 KHKI-F <	7 WHO <	7 KHKI-F <	7 KMXD-F	7 KHKI-F <	5 KHKI-F <	6 KKDM-F	6 KRNT
		8 KHKI-F	8 WHO	8 KHKI-F	8 KSTZ-F <	7 KHKI-F	8 KGGO-F	8 KRKO-F <	8 KCCQ-F	8 KGGO-F
						7 KRNT	9 KRNT	9 KGGO-F		8 KRKO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSTZ-F	1 KSTZ-F	1 KHKI-F	1 KSTZ-F <	1 KJYY-F <	1 KAZR-F >>>	1 KAZR-F	1 KRKO-F >	1 KRKO-F >	1 KRKO-F >	1 WHO >
2 KAZR-F	2 KHKI-F <	1 KSTZ-F	2 KJYY-F <	2 KMXD-F	2 KGGO-F	1 KRKO-F >	2 KGGO-F	2 KAZR-F	2 KIOA-F <	2 KIOA-F >
2 KJYY-F	3 KMXD-F	3 KMXD-F	3 KMXD-F	3 KIOA-F	2 KSTZ-F	3 KGGO-F >	3 KAZR-F	2 KGGO-F	3 KGGO-F	3 KHKI-F
4 KKDM-F	3 KJYY-F >	4 KJYY-F	4 KHKI-F	3 KSTZ-F	2 KRKO-F	4 KSTZ-F	3 KJYY-F >	4 KJYY-F	3 KJYY-F	3 KRKO-F
5 KHKI-F	5 KAZR-F	5 KGGO-F	4 KIOA-F	5 KHKI-F	5 KKDM-F	4 KJYY-F	5 KHKI-F	5 KIOA-F <	5 WHO >	
5 KMXD-F	5 KKDM-F	5 KLTI-F	6 KLTI-F <	6 KLTI-F	5 KCCQ-F >	6 KHKI-F	5 KJJC-F	6 WHO <	6 KMXD-F <	
5 KLTI-F >	7 KGGO-F	5 KKDM-F	7 KGGO-F	7 KYSY-F		7 KKDM-F	5 KSTZ-F	7 KSTZ-F	7 KAZR-F	
	7 KLTI-F		7 KKDM-F	7 KGGO-F		7 KCCQ-F			7 KSTZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KASI	N/T	1430	Ames	0.6	2.0	4	96	KWMT	C	540	Forl Dodge	0.5	1.1	26	378
KDMI	REL	1460	Des Moines	0.5	1.5	4	91								
KJJC-F	SPRTS	106.9	Osceola	1.1	4.0	10	219								
KWKY	REL	1150	Des Moines	0.5	2.1	3	106								
KXTK	T	940	Des Moines	1.0	3.1	7	187								
KZZQ-F	REL	99.5	Winterset	1.3	3.3	8	148								

# DES MOINES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Barnstable</b> KBGG-AM, KJJY-FM, KRKQ-FM	17.6 %	20.9 %	18.1 %	AC	0 (0)	37 (1)	37 (1)	6.6 %	14.0 %
				AOR/Classic/NR	0 (0)	116 (3)	116 (3)	20.8 %	19.8 %
<b>Capstar</b> KDMI-AM, KGGG-FM, KHKI-FM	12.1 %	13.6 %	16.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	85 (3)	85 (3)	15.2 %	4.9 %
<b>Jacor</b> KMXD-FM, KYSY-FM, WHO-AM	20.1 %	18.2 %	37.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	95 (2)	98 (3)	17.6 %	21.6 %
<b>Saga</b> KAZR-FM, KIOA-FM, KLTJ-FM, KRNT-AM, KSTZ-FM, KXTK-AM	23.2 %	23.0 %	25.6 %	Full Service	69 (1)	0 (0)	69 (1)	12.4 %	15.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	10 (2)	0 (0)	10 (2)	1.8 %	1.5 %
				Oldies	0 (0)	46 (1)	46 (1)	8.2 %	7.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (2)	8 (1)	14 (3)	2.5 %	2.1 %
				Soft AC	0 (0)	45 (2)	45 (2)	8.1 %	8.5 %
				Sports	0 (0)	7 (1)	7 (1)	1.3 %	0.9 %
				Standards/EZ	31 (1)	0 (0)	31 (1)	5.6 %	4.0 %
				<b>Totals</b>	<b>119 (7)</b>	<b>439 (14)</b>	<b>558 (21)</b>		

### AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Buyer
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	<20.00	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tlknt	\$110.00	Christal	Jacor

### FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Buyer
KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga
KCCO	105.1	25 kw @ 328	CHR		\$ NA	—	KASI
KGGG	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Capstar
KHKI	97.3	115 kw @ 450	Country		<20.00	Eastman	Capstar
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga
KJJY	52.5	41 kw @ 541	Country		\$70.00	D&R	Barnstable
KKDM	107.5	23 kw @ 722	CHR-New Rock	Westwd	\$29.00	Roslin	Ankeny
KLTJ	104.1	100 kw @ 1010	Soft AC		<20.00	Katz	Saga
KM/D	109.3	100 kw @ 1700	AC/CHR		\$47.00	Christal	Jacor
KRKQ	93.3	50 kw @ 492	Classic AOR		<20.00	D&R	Barnstable
KSTZ	102.5	100 kw @ 1260	CHR/AC		\$46.00	Katz	Saga
KYSY	105.3	18 kw @ 328	Soft AC		<20.00	Christal	Jacor

Notes: 9/98 KYSY-F upgraded from 6 kw to 18 kw (at 328) . . . 10/98 KXLQ (1490; Indianola) changed from Classic Country to simulcasting Sports KJJC-F . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KMXD-F; KYSY-F; WHO . . . 10/98 KWKY sold for \$800,000



# DETROIT

**Arbitron Rank:** 0 Pop (12+): 3,823,000  
**MCA Rank:** 0  
**MCA Pop:** 4,080,000  
**DMA:** 0  
**Average Persons Rating:** 10.0  
**Market TSL in Hours:** 21.75

**Stations:** 30 / 20  
**Diaries:** 4,607 / 848 / 64.2%  
**Sample Target:** 4,300  
**% Below Line:** 0.0  
**% Not Listed:** 12.7  
**Pop per Station:** 131,050

**Last Year's Revenue:** \$203,400,000  
**Household Income:** \$40,138  
**Total Retail Sales:** \$45.3 Bil  
**#1 Billing:** WNIC-F \$19,500,000  
**#1 Billing Portfolio:**  
 Chancellor \$87,650,000

12+ Metro	Format	Fall 98		Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
		1/4	Share												
1	WNIC-F	AC	611 / 8.0	110	7.6	7.0	7.4	7.8	6670 / 17.2	16.0	16.6	638 / 7057	J	WNIC-F	
2	WJLB-F	B	433 / 6.0	71	7.7	8.1	7.0	7.4	6327 / 16.6	16.2	17.4	454 / 6171	J	WJLB-F	
3	WJR	LS/1	433 / 6.0	60	6.8	5.8	6.4	6.4	6830 / 17.0	20.5	18.1	654 / 8054	J	WJR	
4	WOMC-F	O	366 / 6.0	66	5.6	5.9	5.5	6.0	6872 / 16.4	14.4	14.8	397 / 6107	J	WOMC-F	
5	WWJ	N	299 / 4.7	5.3	5.1	4.9	6.2	6.0	6491 / 17.0	16.8	18.4	312 / 4082	J	WWJ	
6	WMXD-F	HiAC	286 / 4.6	3.0	3.9	4.0	3.9	4.0	3708 / 9.7	9.5	10.2	281 / 3908	II	WMXD-F	
6	WVMV-F	J	280 / 4.6	4.8	4.1	4.7	3.5	4.5	4044 / 10.0	8.7	9.3	287 / 4335	G	WVMV-F	
8	WRIF-F	AOR	262 / 4.1	3.6	3.4	4.1	3.8	3.8	4634 / 12.1	11.0	11.0	303 / 6421	I	WRIF-F	
9	WCSX-F	Cl AOR	236 / 3.7	4.1	3.0	3.0	3.1	3.7	4284 / 11.2	11.0	9.6	251 / 4604	II	WCSX-F	
10	WWWW-F	C	229 / 3.6	4.0	3.2	3.7	3.4	3.0	3600 / 9.3	9.4	10.0	243 / 3001	II	WWWW-F	
11	WKQI-F	AG/CHR	222 / 3.6	4.6	4.3	4.1	4.1	4.1	6947 / 16.6	10.6	10.3	239 / 6573	I	WKQI-F	
12	WXYT	F	219 / 3.4	3.1	2.8	3.4	3.0	3.2	3486 / 9.1	8.8	10.1	226 / 3663	II	WXYT	
13	WDTJ-F	B	208 / 3.3	3.2	3.5	3.4	3.2	3.3	4377 / 11.4	10.4	9.8	210 / 4601	F	WDTJ-F	
14	WYCD-F	C	187 / 2.8	3.2	3.0	3.0	3.5	3.0	3119 / 8.1	8.6	9.7	180 / 3481	I	WYCD-F	
15	CKWW	ST	183 / 2.8	2.0	3.1	2.3	3.0	2.6	2660 / 6.4	6.1	5.0	189 / 2151		CKWW	
16	WDRO-F	CHR	168 / 2.6	3.0	3.5	2.6	3.2	2.9	4388 / 11.6	13.3	11.0	167 / 4713	G	WDRO-F	
17	WPLT-F	CHR NR	161 / 2.4	2.3	2.6	2.7	3.0	2.5	4460 / 11.0	12.4	13.2	164 / 4691	F	WPLT-F	
18	WKRK-F	AOR NR	149 / 2.3	1.8	2.0	1.7	1.4	2.0	3338 / 8.7	7.0	7.0	160 / 3762	E	WKRK-F	
19	WDFN	SPTS	104 / 1.6	1.5	1.6	1.9	1.8	1.7	1717 / 4.6	4.7	5.1	111 / 1864	D	WDFN	
20	WXDG-F	AOR NR	94 / 1.6	1.1	1.6	1.1	1.9	1.3	2292 / 6.0	6.4	6.4	102 / 2502	E	WXDG-F	
21	WWHR-F	AOR	90 / 1.4	1.7	2.0	1.8	2.3	1.7	2124 / 6.0	6.7	6.8	100 / 2225	E	WWHR-F	
22	WQMI	G	83 / 1.3	1.4	0.9	1.1	1.1	1.2	1047 / 2.7	2.8	2.8	81 / 1055	C	WQMI	
23	WGPR-F	HiAC	80 / 1.3	1.9	1.3	1.4	1.2	1.2	1777 / 4.6	4.2	4.1	83 / 1885	D	WGPR-F	
24	CIMX-F	AOR NR	77 / 1.2	1.4	1.5	1.4	1.5	1.4	2789 / 7.3	8.0	7.5	87 / 3462		CIMX-F	
25	WMUZ-F	RT	62 / 1.0	0.7	0.8	1.2	1.5	0.9	1424 / 3.7	3.3	4.3	65 / 1540		WMUZ-F	

12+ FM Share (Metro) 74.74% (4140 of 5561) (Fall 97: 74.98%)

Form	18-34	18-40	26-40	26-54	36+	12+ AMD	12+ Mid	12+ PMD	12+ Evo	12+ Wknd	
1	WJLB-F	1	WNIC-F	1	WNIC-F	1	WJR	1	WNIC-F	1	WJLB-F
2	WDTJ-F	2	WRIF-F	2	WJLB-F	2	WJLB-F	2	WJR	2	WDTJ-F
3	WDRO-F	3	WNIC-F	3	WRIF-F	3	WJLB-F	3	WJR	3	WNIC-F
4	WKQI-F	4	WOMC-F	4	WOMC-F	4	WOMC-F	4	WOMC-F	4	WOMC-F
5	WDTJ-F	5	WMXD-F	5	WMXD-F	5	WRIF-F	5	WWJ	5	WMXD-F
6	WKRK-F	6	WVMV-F	6	WVMV-F	6	WJLB-F	6	WJLB-F	6	WVMV-F
7	WCSX-F	7	WOMC-F	7	WOMC-F	7	WOMC-F	7	WMXD-F	7	WOMC-F
8	WJLB-F	8	WKRK-F	8	WKRK-F	8	WKRK-F	8	WKRK-F	8	WKRK-F
9	WYCD-F	9	WJR	9	WJR	9	WYCD-F	9	WYCD-F	9	WYCD-F
10	WDRO-F	10	WDTJ-F	10	WWJ	10	WJLB-F	10	WRIF-F	10	WDRO-F

Wom 18-24	Wom 18-34	Wom 26-34	Wom 18-40	Wom 26-54	Mon 18-24	Mon 18-34	Mon 25-34	Mon 18-40	Mon 25-54	12+ Ovrnto	
1	WJLB-F	1	WNIC-F	1	WJLB-F	1	WRIF-F	1	WRIF-F	1	WJLB-F
2	WNIC-F	2	WNIC-F	2	WJLB-F	2	WJLB-F	2	WDFN	2	WCSX-F
3	WPLT-F	3	WKQI-F	3	WKQI-F	3	WKRK-F	3	WKRK-F	3	WKRK-F
4	WYCD-F	4	WMXD-F	4	WMXD-F	4	WDFN	4	WKRK-F	4	WJR
5	WKQI-F	5	WRIF-F	5	WOMC-F	5	WDTJ-F	5	WJLB-F	5	WNIC-F
6	WDTJ-F	6	WPLT-F	6	WOMC-F	6	WJLB-F	6	WDFN	6	WVMV-F
7	WDRO-F	7	WDTJ-F	7	WCSX-F	7	WDRO-F	7	WJR	7	WDFN
8	WRIF-F	8	WVMV-F	8	WYCD-F	8	WXDG-F	8	WKQI-F	8	WNIC-F
9	WOMC-F	9	WDRO-F	9	WPLT-F	9	WYCD-F	9	WVMV-F	9	WJLB-F
10	WKRK-F	10	WVMV-F	10	WDRO-F	10	WKRK-F	10	WDTJ-F	10	WMXD-F

# DETROIT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97
CIDR-F	AOR-P	93.9	Windsor, ON	0.9	4.9	65 2192	AC	0	(0)	770 (3)	770 (3)	13.9 %	16.5 %
CKLW	N/T	800	Windsor, ON	0.3	2.0	27 939	AOR/Classic/NR	0	(0)	964 (7)	964 (7)	17.4 %	17.2 %
WEXL	G	1340	Royal Oak	0.6	2.0	37 755	Black/Urban	0	(0)	1007 (4)	1007 (4)	18.1 %	16.8 %
WYUR	ST	1310	Dearborn	0.7	1.6	45 620	CHR	0	(0)	309 (2)	309 (2)	5.6 %	3.4 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97
WRVF-F	AC	101.5	Toledo, OH	0.6	0.9	109 1409	Classical	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
							Country	0	(0)	396 (2)	396 (2)	7.1 %	8.0 %
							Full Service	433	(1)	0 (0)	433 (1)	7.8 %	7.1 %
							Hispanic	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
							Jazz	0	(0)	286 (1)	286 (1)	5.2 %	3.9 %
							News/Talk	539	(3)	0 (0)	539 (3)	9.7 %	10.3 %
							Oldies	0	(0)	355 (1)	355 (1)	6.4 %	6.1 %
							Others/Unknown	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	118	(2)	62 (1)	180 (3)	3.2 %	5.3 %
							Soft AC	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
							Sports	104	(1)	0 (0)	104 (1)	1.9 %	2.0 %
							Standards/EZ	208	(2)	0 (0)	208 (2)	3.7 %	3.3 %
<b>Totals</b>								<b>1402</b>	<b>(9)</b>	<b>4149 (21)</b>	<b>5551 (30)</b>		

  

Consolidation Report	12+	25-54	Revenue
ABC WDRQ-FM, WJR-AM, WPLT-FM	11.7 %	9.6 %	13.6 %
CBS/Infinity WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM	23.1 %	22.9 %	32.5 %
Chancellor WDFH-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM	28.7 %	39.7 %	33.2 %
Greater Media WCSX-FM, WRIF-FM, WXDG-FM	9.3 %	12.1 %	13.5 %
Radio One WCHB-AM, WDTJ-FM, WWBR-FM	4.7 %	4.2 %	3.6 %
	<b>77.5 %</b>	<b>88.5 %</b>	<b>96.4 %</b>

### AM Stations

Call	Freq	Power	Format	Source	AM	FM	City
CKWW	580	0.5 kw (DA-1)	Standards	Westwd	\$50.00	D&R	Windsor, ON
WDFH	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00	Katz	Chancellor
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00	ABC	ABC
WQBH	1400	1 kw	Black Gospel		\$23.00	Patt	
WWJ	950	5 kw (DA-II)	News	CBS	\$210.00	CBS	CBS/Infinity
WXYT	1270	5 kw (DA-II)	Talk	CNN, Westwd, CBS	\$154.00	CBS	CBS/Infinity

### FM Stations

Call	Freq	Power	Format	Source	AM	FM	City
CIDR	93.9	100 kw @ 699	Progressive AOR		\$77.00	D&R	Windsor, ON
CIMX	89.7	100 kw @ 577	AOR-New Rock		\$22.00	D&R	Windsor, ON
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$150.00	Mc-Guild	Birmingham
WDRQ	93.1	25.5 kw @ 658	CHR		\$130.00	ABC	ABC
WDTJ	105.9	20 kw @ 724	Black		\$80.00	Allied	Radio One
WGPR	107.5	50 kw @ 375	Black AC		\$43.00	—	
WJLB	97.9	50 kw @ 450	Black		\$240.00	Sentry	Chancellor
WKQI	95.5	100 kw @ 425	AC/CHR		\$184.00	Eastman	Chancellor
WKRK	97.1	15 kw @ 650	AOR-New Rock		\$100.00	CBS	CBS/Infinity
WVJZ	103.5	50 kw @ 455	Religion		\$ NA	Crawford	Crawford
WMXD	92.3	22 kw @ 459	Black AC	ABC	\$140.00	Allied	Chancellor
WNIC	100.3	32 kw @ 650	AC	AM/FM	\$215.00	Eastman	Chancellor
WOMC	104.3	150 kw @ 350	Oldies	Westwd	\$221.00	Infinity	CBS/Infinity
WPLT	96.3	20 kw @ 755	CHR-New Rock	ABC	\$100.00	ABC	ABC
WRFH	101.1	27 kw @ 650	AOR		\$180.00	Mc-Guild	Greater Media
WVVA	99.7	50 kw @ 453	Jazz	Westwd	\$90.00	Group W	CBS/Infinity
WWBR	102.7	50 kw @ 600	AOR	ABC, Westwd	\$55.00	D&R	Radio One
WWWJ	105.7	61 kw @ 510	Country	Westwd	\$160.00	Katz	Chancellor
WYCD	105.1	20 kw @ 754	AOR-New Rock		\$ NA	Mc-Guild	Greater Media
WYUR	97.5	17.5 kw @ 757	Country	ABC, WWWJ, Source	\$150.00	Group W	CBS/Infinity

Notes: 9/98 WCHB-F changed call to WDTJ-F ("Detroit Jamz") . . . 10/98 WWBR-F sold by Syncom to Radio One for \$27,000,000 . . . 1/99 WCHB (1200) came on the air programming Black Gospel & Talk as "Spirit 1200" . . . 1/99 WWBR-F changed from AOR to Soft AC as WKSK-F ("Kiss")

# DULUTH-SUPERIOR

Arbitron Rank 213 Pop (121)	130,100	Stations:	10 / 15	Last Year's Revenue:	\$6,200,000
MCA Rank	100	Diarlos:	102 / 15 / 1 / 50.0%	Household Income:	\$36,411
MCA Pop	230,000	Sample Target:	950	Total Retail Sales:	\$1.5B Bill
DMA	131	% Below Line:	2.2	#1 Billing:	PERCH 31,200,000
Average Persons Rating:	16.6	% Not Listed:	16.6	#1 Billing Portfolio:	
Market List in Hours:	21.75	Pop per Station:	9,207	Bill & Share Key:	\$2,200,000 ea

121 Metro	Format	Fall 98		Spq		Fall		121 Metro	Spq	Fall	121 T5A		Revenue		
		10A	Share	98	97	97	96				AQ11	Cume		Level	
1 PERCH	C	23	10.0	12.5	11.6	11.1	12.0	203	21.2	22.5	22.5	71	401	C	PERCH
2 PERCH	H	22	9.6	0.3	0.4	6.7	7.6	301	21.8	19.3	20.0	25	395	H	PERCH
2 PERCH	H	22	9.6	12.0	10.2	11.1	9.5	312	22.6	23.1	20.5	25	410	H	PERCH
4 PERCH	A	21	9.2	7.0	6.0	7.6	9.1	207	21.5	21.4	20.5	27	430	H	PERCH
5 PERCH	C	16	7.0	6.0	4.2	0.9	0.1	240	17.0	10.6	14.5	22	342	A	PERCH
5 WVAZ	60.10P	14	6.1	6.5	5.1	4.5	1.0	270	20.1	10.4	10.0	15	304	A	WVAZ
5 PERCH	ADP	14	6.1	5.5	5.1	6.2	8.9	263	19.0	16.7	10.2	26	491	A	PERCH
8 PERCH	60.00P	13	6.7	7.4	9.1	0.5	0.1	105	12.0	15.9	0.2	22	389	C	PERCH
9 WDR	I	11	4.8	5.5	7.0	5.3	5.2	187	12.1	12.3	16.1	11	295	A	WDR
10 PERCH	H	10	4.4	3.7	2.3	2.7	0.5	121	7.0	0.0	5.0	12	174	A	PERCH

121 M Share (Metro) 76.44% (146 of 191) (Fall 97 70.30%)

Time	10-11A	11-12A	2-3A	3-4A	5-6A	121 AME	121 Mid	121 PMD	121 Eve	121 WEnd
1 WVAZ	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH
1 PERCH	1 PERCH	2 PERCH	2 PERCH	2 PERCH	2 PERCH	2 PERCH	2 PERCH	2 PERCH	2 PERCH	2 PERCH
1 WVAZ	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH
1 PERCH	1 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH
5 PERCH	5 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH
6 PERCH	6 PERCH	6 WVAZ	6 WVAZ	6 WVAZ	6 PERCH	6 PERCH	6 PERCH	6 WVAZ	6 PERCH	6 WVAZ
6 PERCH	6 WVAZ	7 PERCH	7 PERCH	8 PERCH	7 PERCH	7 PERCH	7 WVAZ	7 PERCH	7 PERCH	6 PERCH
				8 WDR	8 PERCH	8 PERCH	8 PERCH	8 PERCH	7 PERCH	8 PERCH

Week 10-24	Week 11-34	Week 25-34	Week 10-40	Week 25-54	Mon 10-24	Mon 11-34	Mon 25-34	Mon 11-40	Mon 25-54	121 Overall
1 WVAZ	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH	1 PERCH
1 PERCH	1 WVAZ	2 PERCH	2 PERCH	2 PERCH	2 WVAZ	2 PERCH	2 PERCH	1 PERCH	1 PERCH	2 PERCH
	1 PERCH	1 PERCH	1 PERCH	1 PERCH	2 PERCH	2 PERCH	2 PERCH	3 PERCH	1 PERCH	2 PERCH
	4 PERCH	1 WVAZ	4 PERCH	1 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH	4 PERCH
	4 PERCH		4 WVAZ	5 WVAZ	4 WVAZ			5 WVAZ	5 PERCH	
			6 PERCH					6 PERCH	6 PERCH	
								6 PERCH	6 PERCH	
								6 PERCH	6 PERCH	
								6 PERCH	6 WVAZ	
									6 PERCH	

Other Rated Stations				Metro	Cume	T5A	Other Rated Stations--Outside Market				Metro	Cume	T5A		
				Share	Rating	AQ11					Share	Rating	AQ11		
PERCH	CJ ADP	WZZ	Proctor	2.6	9.4	0	100	WDR	O	1230	Cloquet, MN	0.0	2.5	3	61
PERCH	PERC	WZL	Sapota	0.0	3.0	2	60	WDR	O	965	Cloquet, MN	0.0	3.0	3	70
WVAZ	SEPC	Z10	Sapota	2.2	9.0	6	16.4	WDR	CHR	909	Hibbing, MN	0.4	1.4	25	268
WDR	5A	10/3	Iron River, WI	0.4	1.8	5	61								
WDR	PER	W50	Duluth	1.3	2.1	3	34								

# DULUTH-SUPERIOR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Brill</b> KKCB-FM, KLDJ-FM, WEBC-AM	24.4 %	25.4 %	36.8 %	AC	0 (0)	35 (2)	35 (2)	18.3 %	16.8 %
				AOR/Classic/NR	0 (0)	33 (3)	33 (3)	17.3 %	20.7 %
<b>Local - 1</b> KZIO-FM, WWAX-FM	10.5 %	7.9 %	5.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	1 (1)	1 (1)	0.5 %	6.0 %
<b>Local - 2</b> KUSZ-FM, WUSZ-FM	2.6 %	4.0 %	2.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Shockley</b> KDAL-AM, KDAL-FM, KRBR-FM, KTGO-FM, KXTP-AM, WDSM-AM	34.1 %	32.6 %	36.8 %	Country	0 (0)	42 (2)	42 (2)	22.0 %	21.2 %
				Full Service	22 (1)	0 (0)	22 (1)	11.5 %	12.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	11 (1)	0 (0)	11 (1)	5.8 %	9.5 %
				Oldies	2 (1)	24 (2)	26 (3)	13.6 %	11.2 %
				Others/Unknown	2 (1)	0 (0)	2 (1)	1.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	1.6 %	1.7 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.5 %	0.6 %
				Sports	5 (1)	0 (0)	5 (1)	2.6 %	2.8 %
				Standards/EZ	0 (0)	10 (1)	10 (1)	5.2 %	2.8 %
	<b>71.6 %</b>	<b>69.9 %</b>	<b>81.7 %</b>	<b>Totals</b>	<b>45 (6)</b>	<b>146 (12)</b>	<b>191 (18)</b>		

## AM Stations

KDAL	610	5 kw (DA-1)	Full Service	CBS	\$22.00	Katz	Shockley
WEBC	560	5 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	Christal	Brill

## FM Stations

KDAL	95.7	100 kw @ 803	AC		\$22.00	Katz	Shockley
KKCB	105.1	100 kw @ 789	Country	ABC, CBS, Westwd	\$30.00	Chnstal	Brill
KLDJ	101.7	1.6 kw @ 445	Oldies		\$ NA	Chnstal	Brill
KQDS	94.9	100 kw @ 730	AOR/Classic AOR		\$28.00	O'Mally	Curtis Squire
KRBR	102.5	100 kw @ 600	AOR		\$22.00	Katz	Shockley
KTGO	99.9	100 kw @ 600	Country		\$<20.00	Allied	Shockley
KZIO	104.3	50 kw @ 397	Standards	JRN, ABC	\$ NA	---	WWAX-F Two Harbors
WWAX	92.1	0.78 kw @ 905	Modern AC		\$ NA	---	KZIO-F Hermanstown

Notes: '98 KRBR-F changed from New Rock to AOR as "The Bear"

# EL PASO

Arbitron Rank: 70 Pop (12+): 557,000	Stations: 31 / 28	Last Year's Revenue: \$18,400,000
MSA Rank: 76	Diaries: 1,047 / 532:1 / 48.8%	Household Income: \$30,105
MSA Pop: 714,000	Sample Target: 1,070	Total Retail Sales: \$5.1 Bil.
DMA: 99	% Below Line: 2.8	#1 Biller: KBNA-AF \$3,600,000
Average Persons Rating: 16.3	% Not Listed: 8.4	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 19,893	Clear Channel \$4,420,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KBNA-AF	131 / 14.4	10.1	14.3	12.3	13.5	12.8	1477 / 26.5	29.3	28.3	139 / 1659	E	KBNA-AF
2	KPRR-F	123 / 13.5	17.3	13.7	15.5	15.5	15.0	1845 / 33.1	34.8	35.6	144 / 2156	D	KPRR-F
3	KLAQ-F	106 / 11.6	10.5	10.8	11.4	11.2	11.1	1359 / 24.4	25.6	24.3	121 / 1581	D	KLAQ-F
4	KTSM-F	70 / 7.7	6.0	8.4	6.9	7.1	7.2	1107 / 19.9	19.8	20.1	83 / 1371	C	KTSM-F
5	KSII-F	60 / 6.6	8.0	7.8	6.7	7.2	7.3	1135 / 20.4	21.2	21.7	81 / 1578	B	KSII-F
6	KOFX-F	52 / 5.7	7.4	4.9	6.1	6.2	6.0	910 / 16.3	15.1	16.9	54 / 1029	C	KOFX-F
7	KHEY-F	45 / 4.9	5.1	5.7	6.2	6.6	5.5	676 / 12.1	12.8	13.5	63 / 895	C	KHEY-F
8	KTSM	37 / 4.1	3.4	3.9	3.7	3.8	3.8	398 / 7.1	6.5	7.1	41 / 494	B	KTSM
9	KINT-F	35 / 3.8	2.3	3.1	2.7	2.1	3.0	700 / 12.6	11.8	8.5	57 / 974	C	KINT-F
10	XHH-F	31 / 3.4	3.1	3.2	3.2	2.7	3.2	522 / 9.4	8.9	8.3	32 / 547		XHH-F
11	KATH-F	23 / 2.5	2.9	2.8	1.7	2.1	2.5	513 / 9.2	7.6	6.6	30 / 592	B	KATH-F
12	KROD	14 / 1.5	1.3	1.4	1.8	2.6	1.5	305 / 5.5	4.2	7.5	16 / 376	A	KROD
13	XEWR	12 / 1.3	1.6	2.0	1.7	1.4	1.7	300 / 5.4	5.4	4.8	12 / 300		XEWR
14	KHEY	10 / 1.1	0.7	0.3	0.7	0.6	0.7	203 / 3.7	1.2	2.6	13 / 289		KHEY

12+ FM Share (Metro): 84.29% ( 703 of 834 ) ( Fall 97: 84.06% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPRR-F >>>	1 KLAQ-F	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF >	1 KBNA-AF	1 KPRR-F <	1 KPRR-F >>	1 KBNA-AF <
2 KLAQ-F >>	1 KPRR-F	2 KLAQ-F >	2 KLAQ-F >	2 KLAQ-F >	2 KTSM-F	2 KLAQ-F <	2 KLAQ-F	2 KLAQ-F	2 KLAQ-F <	2 KPRR-F >
3 KBNA-AF >	3 KPRR-F	3 KPRR-F	3 KSII-F <	3 KSII-F <	3 KLAQ-F <	3 KPRR-F <	3 KTSM-F	3 KBNA-AF	3 KBNA-AF <	3 KLAQ-F
4 KSII-F	4 KSII-F	4 KPRR-F <	4 KOFX-F <	4 KOFX-F <	4 KOFX-F <	4 KTSM-F >	3 KPRR-F	4 KSII-F <	4 KSII-F <	4 KTSM-F
5 KTSM-F <	5 KTSM-F	5 KTSM-F <	5 KPRR-F <	5 KPRR-F <	5 KTSM	5 KSII-F <	5 KSII-F	5 KTSM-F	5 KTSM-F	5 KOFX-F
6 KHEY-F	6 KOFX-F	6 KOFX-F	6 KOFX-F	6 KTSM-F	6 KSII-F	6 KOFX-F <	6 KTSM	6 KOFX-F <	6 KOFX-F <	6 KSII-F
		7 KHEY-F >	7 KHEY-F	7 KHEY-F	7 KPRR-F	7 KHEY-F	7 KOFX-F	7 KHEY-F	7 KHEY-F	7 KINT-F
						8 KHEY-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KPRR-F >	1 KPRR-F	1 KSII-F	1 KBNA-AF	1 KBNA-AF >	1 KPRR-F >>	1 KLAQ-F	1 KLAQ-F >	1 KLAQ-F >	1 KLAQ-F	1 KPRR-F <
2 KLAQ-F	2 KBNA-AF	2 KBNA-AF <	2 KPRR-F	2 KSII-F	2 KLAQ-F >	2 KPRR-F	2 KPRR-F >	2 KBNA-AF	2 KBNA-AF >	2 KLAQ-F
3 KBNA-AF >	3 KSII-F <	3 KPRR-F	3 KSII-F	3 KPRR-F	3 KATH-F	3 KBNA-AF >	3 KPRR-F	3 KPRR-F >	3 KOFX-F >	3 KBNA-AF >
4 KSII-F >	4 KLAQ-F	3 KHEY-F	4 KLAQ-F <	4 KTSM-F	3 KTSM-F	4 KTSM-F	4 KOFX-F	4 KTSM-F	4 KPRR-F	4 KTSM-F <
5 XHH-F	5 KHEY-F >	5 KLAQ-F	5 KTSM-F	5 KOFX-F	5 KBNA-AF >	5 KSII-F	4 KSII-F	5 KOFX-F <	4 KTSM-F	5 KTSM
5 KHEY-F >	6 KTSM-F	6 KTSM-F	6 KHEY-F	6 KHEY-F				6 KSII-F >	4 KSII-F	
	6 KINT-F	6 KINT-F		6 KLAQ-F						

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
Station	SP	Share	Rating	Share	Rating	Station	SP	Share	Rating	Share	Rating	AQH	Cume		
KAMA	SP	750	EI Paso	0.4	1.7	6	114	XEFV	SP-C	1000	Ciudad Juarez, MX	0.5	2.5	6	143
KELP	REL	1590	EI Paso	0.3	1.6	3	90	XHPX-F	SP-C	98.3	Ciudad, Juarez, MX	1.0	4.2	9	236
KFNA	SP-NT	1060	EI Paso	0.3	1.4	3	88								
KROL-F	REL-CC	99.5	Las Cruces, NM	0.4	2.0	8	185								
KSVE	SP	1150	EI Paso	0.7	1.9	6	116								
KVIV	SP	1340	EI Paso	0.3	1.2	3	64								
XEJ	SP	970	Ciudad Juarez, MX	0.9	2.5	8	143								
XEWG	SP	1240	Ciudad Juarez, MX	0.9	2.4	8	134								
XHEM-F	SP	103.5	Ciudad Juarez, MX	0.4	2.2	4	121								
XHGU-F	SP-C	105.9	Ciudad Juarez, MX	0.8	3.0	8	202								
XHIM-F	SP	105.1	Ciudad Juarez, MX	0.4	2.2	4	126								
XHNZ-F	SP	107.5	Ciudad Juarez, MX	0.7	3.5	6	201								
XHTO-F	SP-C	104.3	Ciudad Juarez, MX	0.7	2.4	6	134								
XROK	SP	800	Ciudad Juarez, MX	0.5	1.5	8	97								

# EL PASO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Clear Channel</b> KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM	31.3 %	24.9 %	37.5 %	AC	0 (0)	60 (1)	60 (1)	7.2 %	7.8 %
				AOR/Classic/NR	0 (0)	106 (1)	106 (1)	12.7 %	12.0 %
<b>Heftel</b> KAMA-AM, KBNA-AM, KBNA-FM	14.8 %	18.0 %	21.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	123 (1)	123 (1)	14.7 %	16.7 %
<b>Local</b> KATH-FM, KOFX-FM	8.2 %	10.5 %	11.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	68 (2)	68 (2)	8.2 %	9.4 %
<b>New Wave</b> KLAQ-FM, KROD-AM, KSII-FM	19.7 %	22.5 %	23.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	67 (10)	220 (9)	287 (19)	34.4 %	30.6 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	51 (2)	0 (0)	51 (2)	6.1 %	6.9 %
				Oldies	0 (0)	52 (1)	52 (1)	6.2 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	4 (1)	7 (2)	0.8 %	1.1 %
				Soft AC	0 (0)	70 (1)	70 (1)	8.4 %	7.7 %
				Sports	10 (1)	0 (0)	10 (1)	1.2 %	0.7 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
	<b>74.0 %</b>	<b>75.9 %</b>	<b>93.1 %</b>	<b>Totals</b>	<b>131 (14)</b>	<b>703 (17)</b>	<b>834 (31)</b>		

## AM Stations

Station	Freq	Power	Class	Format	Advertiser	Agency	Product
KBNA	920	1 kw/0.5 kw	(DA-N)	See KBNA-F			
KHEY	690	10 kw	(DA-2)	Sports	ABC, 1-on-1	\$ NA	Clr Chnl Clear Channel
KROD	600	5 kw	(DA-N)	Talk	CBS	\$<20.00	Mc-Guild New Wave
KTSM	1380	5 kw/0.5 kw		News/Talk	Talknt, ABC, Westwd	\$25.00	Christal Clear Channel

## FM Stations

Station	Freq	Power	Class	Format	Advertiser	Agency	Product
KATH	94.7	100 kw	@ 1194	Country	\$26.00	Katz	KOFX-F
KBNA	97.5	100 kw	@ 1088	Hispanic Contemp	\$64.00	Katz Hisp.	Heftel
KHEY	95.3	100 kw	@ 1388	Country	ABC	\$52.00	Clr Chnl Clear Channel
KIHT	93.9	100 kw	@ 1420	Hispanic Contemp	\$31.00	Caballero	
KLAQ	95.5	100 kw	@ 1388	AOR	\$55.00	Mc-Guild	New Wave
KOFX	92.3	100 kw	@ 1860	Oldies	\$33.00	Katz	KSET-F
KPRR	102.1	100 kw	@ 1190	CHR/Urban	\$50.00	Clr Chnl	Clear Channel
KSII	93.1	100 kw	@ 1420	AC	\$22.00	Mc-Guild	New Wave
KTSM	99.9	100 kw	@ 1820	Soft AC	\$35.00	Chnstal	Clear Channel
XHH	100.7	100 kw	@ 249	Hispanic Contemp	\$22.00	Caballero	Ciudad Juarez, MX

Notes: Facilities of Mexican stations not verified – regard with skepticism

# ERIE

Arbitron Rank: 155 Pop (12+): 231,600	Stations: 15 / 12	Last Year's Revenue: \$8,300,000
MSA Rank: 165	Diaries: 705 / 329:1 / 62.2%	Household Income: \$39,893
MSA Pop: 280,000	Sample Target: 680	Total Retail Sales: \$2.85 Bil.
DMA: 143	% Below Line: 3.0	#1 Biller: NA
Average Persons Rating: 14.2	% Not Listed: 14.0	#1 Billing Portfolio: NA
Market TSL in Hours: 19.00	Pop per Station: 19,300	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1 WRTS-F	CHR	48 / 14.6	11.8	12.4	14.0	8.1	774 / 33.4	30.6	29.8	69 / 1176	WRTS-F
2 WRKT-F	AOR	42 / 12.8	11.8	15.0	11.3	9.3	558 / 24.1	24.5	24.7	44 / 636	WRKT-F
3 WXKC-F	AC	37 / 11.3	10.7	9.8	7.6	11.5	528 / 22.8	25.8	24.0	39 / 588	WXKC-F
4 WFGO-F	O	36 / 11.0	10.1	11.2	8.8	10.2	513 / 22.1	25.2	24.5	51 / 707	WFGO-F
5 WXTA-F	C	34 / 10.3	12.7	12.4	13.1	14.3	472 / 20.4	23.6	24.9	38 / 555	WXTA-F
6 WJET-F	CHR	25 / 7.6	10.1	7.5	10.0	10.5	629 / 27.1	28.5	24.6	26 / 684	WJET-F
7 WRIE	ST	15 / 4.6	4.8	5.8	4.9	4.3	208 / 9.0	28.5	24.6	15 / 208	WRIE
7 WLKK	T	15 / 4.6	4.8	6.1	4.9	5.3	257 / 11.1	10.8	11.8	16 / 282	WLKK

12+ FM Share (Metro): 85.87% (243 of 283) (Fall 97: 82.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRTS-F >>>	1 WRKT-F	1 WRKT-F <	1 WRKT-F	1 WRKT-F <	1 WXKC-F	1 WXKC-F <	1 WXKC-F	1 WRTS-F	1 WRTS-F	1 WRTS-F
2 WJET-F >>>	2 WRTS-F	2 WRTS-F	2 WXKC-F <	2 WXKC-F	1 WFGO-F >	2 WRTS-F	2 WRKT-F <	2 WRKT-F	2 WRKT-F	2 WRKT-F
	3 WXTA-F >	3 WXTA-F	3 WRTS-F <	3 WFGO-F <	3 WXTA-F <	3 WFGO-F <	3 WFGO-F <	3 WXTA-F <	3 WJET-F >	3 WXTA-F
	4 WJET-F >	4 WXKC-F <	4 WFGO-F	4 WRTS-F <	4 WRTS-F <	4 WRKT-F	4 WRTS-F <	4 WFGO-F	4 WXTA-F <	3 WFGO-F >
		5 WFGO-F	5 WXTA-F	5 WXTA-F	5 WRKT-F	5 WXTA-F	5 WXTA-F >	5 WJET-F	5 WXKC-F	5 WXKC-F <
					5 WRIE <	6 WJET-F <	6 WJET-F <	6 WXKC-F	6 WFGO-F >>	6 WJET-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WRTS-F >>>	1 WRTS-F >>	1 WXTA-F	1 WRTS-F >	1 WFGO-F <	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >>>	1 WRKT-F >>	1 WRKT-F >	1 WRKT-F >>
2 WXTA-F >	2 WXTA-F	1 WRTS-F	2 WXTA-F	2 WXKC-F	2 WXTA-F	2 WXTA-F	2 WXTA-F	2 WXTA-F <	2 WXKC-F	2 WXKC-F
	3 WRKT-F	3 WRKT-F	2 WFGO-F	2 WRTS-F >	2 WRTS-F	3 WRTS-F >	2 WJET-F	3 WXKC-F	3 WXTA-F	2 WRTS-F
	4 WJET-F >>	4 WJET-F	4 WXKC-F	4 WXTA-F	4 CFPL-F >	4 WJET-F		3 WRTS-F	3 WFGO-F	4 WXTA-F
			5 WRKT-F	5 WRKT-F				5 WFGO-F <	5 WRTS-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97
WCTL-F	REL	106.3	Union City	1.5	4.1	7 149	AC	0 (0)	37 (1)	37 (1)	13.1 %	12.3 %
WFLP	T	1330	Erie	2.4	7.2	8 167	AOR/Classic/NR	0 (0)	50 (3)	50 (3)	17.7 %	17.7 %
WPSE	N/T	1450	Erie	0.6	3.2	2 74	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WZPR-F	C	100.3	Meadville	1.8	5.0	57 499	CHR	0 (0)	73 (2)	73 (2)	25.8 %	22.3 %
							Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Country	0 (0)	42 (3)	42 (3)	14.8 %	15.8 %
							Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							News/Talk	25 (3)	0 (0)	25 (3)	8.8 %	11.3 %
							Oldies	0 (0)	36 (1)	36 (1)	12.7 %	12.6 %
							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	0 (0)	5 (1)	5 (1)	1.8 %	1.6 %
							Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Standards/EZ	15 (1)	0 (0)	15 (1)	5.3 %	6.5 %
<b>Totals</b>								<b>40 (4)</b>	<b>243 (11)</b>	<b>283 (15)</b>		

  

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CFPL-F	AOR	95.9	London, ON	1.5	4.7	5 116
WKNB-F	C	104.3	Clarendon, PA	0.6	1.8	9 152
WMDE-F	CL AOR	94.3	Saegertown, PA	0.9	2.6	20 220

  

Consolidation Report			
	12+	25-54	Revenue
<b>Embrescia</b> WRIE-AM, WXKC-FM, WXTA-FM	26.2 %	28.0 %	%
<b>Local</b> WRKT-FM, WRTS-FM	27.4 %	28.5 %	%
<b>Myron Jones</b> WFGO-FM, WJET-FM	11.0 %	13.4 %	%
	<b>64.6 %</b>	<b>69.9 %</b>	<b>%</b>

# ERIE

## AM Stations

WLYK	1400	1 kw	Talk	Talknt, Westwd	\$<20.00	--	
WRIE	1250	5 kw (DA-2)	Standards	JRN. CNN	\$<20.00	Christal	Embrescia

## FM Stations

WFGO	94.7	1.1 kw @ 538	Oldies		\$26.00	Allied	Myron Jones
WJET	102.3	1.7 kw @ 613	CHR		\$31.00	Allied	Myron Jones
WRKT	100.9	4.2 kw @ 797	AOR		\$31.00	Eastman	WRTS-F North East
WRTS	103.7	50 kw @ 500	CHR		\$21.00	Eastman	WRKT-F
WYXC	99.9	50 kw @ 492	AC		\$35.00	Christal	Embrescia
WXTA	97.9	10 kw @ 505	Country	CNN	\$28.00	Christal	Embrescia Edinboro

Notes: Station revenue data are not available

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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



# EUGENE-SPRINGFIELD

Arbitron Rank: 144 Pop (12+): 261,000	Stations: 18 / 15	Last Year's Revenue: \$10,000,000
MSA Rank: 156	Diarles: 1,004 / 260:1 / 58.9%	Household Income: \$37,101
MSA Pop: 312,000	Sample Target: 970	Total Retail Sales: \$3.4 Bil.
DMA: 119	% Below Line: 1.9	#1 Biller: NA
Average Persons Rating: 13.9	% Not Listed: 20.4	#1 Billing Portfolio: NA
Market TSL in Hours: 19.00	Pop per Station: 17,400	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KKNU-F	C	42 / 11.6	12.5	13.1	7.2	7.5	532 / 20.4	20.9	22.4	52 / 634		KKNU-F
2	KDUK-F	CHR	35 / 9.7	8.8	7.9	8.1	6.3	558 / 21.4	23.8	22.9	77 / 1354		KDUK-F
3	KPNW	FS	28 / 7.7	6.6	6.0	6.1	7.3	399 / 15.3	14.3	13.7	42 / 645		KPNW
4	KUGN	T/N	27 / 7.5	6.1	7.7	4.0	6.0	587 / 22.5	15.7	13.6	30 / 683		KUGN
5	KMGE-F	AC	26 / 7.2	5.8	7.1	8.9	9.8	485 / 18.6	16.8	20.5	35 / 635		KMGE-F
6	KNRQ-F	AOR-NR	25 / 6.9	5.3	5.7	6.3	6.0	403 / 15.4	14.3	14.4	29 / 474		KNRQ-F
7	KZEL-F	CL ADR	22 / 6.1	8.0	7.1	6.3	6.5	430 / 16.5	19.3	18.3	36 / 670		KZEL-F
8	KODZ-F	O	21 / 5.8	6.6	5.2	7.2	7.3	380 / 14.6	15.4	12.8	26 / 500		KODZ-F
9	KEHK-F	CL HITS	18 / 5.0	5.3	5.5	5.2	3.8	321 / 12.3	13.4	14.3	20 / 432		KEHK-F
10	KKXO	ST	15 / 4.1	3.5	4.1	4.0	5.8	208 / 8.0	6.8	7.8	15 / 208		KKXO
11	KKTT-F	C	13 / 3.6	5.0	6.3	9.5	11.3	249 / 9.5	12.2	13.6	16 / 295		KKTT-F

12+ FM Share (Metro): 73.26% ( 211 of 288 ) ( Fall 97: 76.74% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOUK-F >>>	1 KOUK-F	1 KKNU-F	1 KKNU-F >	1 KKNU-F >	1 KKNU-F	1 KKNU-F	1 KKNU-F	1 KDUK-F	1 KDUK-F >	1 KKNU-F
2 KNRQ-F >>>	2 KNRQ-F >	2 KDUK-F	2 KMGE-F <	2 KMGE-F	2 KPNW <	2 KPNW	2 KPNW <	2 KNU-F <	2 KMGE-F <	2 KUGN <
	3 KZEL-F	3 KNRQ-F	3 KEHK-F <	3 KEHK-F	3 KUGN <	3 KUGN <	3 KDUK-F	3 KNRQ-F <	3 KKNU-F	3 KDUK-F
	4 KKNU-F	4 KZEL-F	4 KZEL-F	4 KZEL-F <	4 KMGE-F	4 KDUK-F >	4 KMGE-F	4 KMGE-F	3 KNRQ-F	4 KODZ-F <
	5 KEHK-F	4 KMGE-F	5 KDUK-F	5 KDUK-F	5 KODZ-F	5 KMGE-F <	5 KNRQ-F	5 KZEL-F	3 KPNW	5 KMGE-F <
		6 KEHK-F >	5 KNRQ-F	5 KODZ-F <	6 KKXO	6 KNRQ-F <	5 KODZ-F	6 KUGN <	6 KZEL-F	6 KNRQ-F
		7 KUGN <	7 KUGN	7 KNRQ-F	7 KEHK-F	7 KZEL-F <	5 KZEL-F <	7 KEHK-F <	7 KEHK-F	7 KKXO
			8 KODZ-F	7 KUGN	7 KZEL-F	8 KODZ-F >	8 KUGN <	8 KPNW <	8 KODZ-F	8 KZEL-F
							9 KEHK-F	9 KODZ-F <	8 KKXO	8 KEHK-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KOUK-F >>>	1 KOUK-F >>	1 KDUK-F	1 KDUK-F	1 KKNU-F	1 KDUK-F	1 KNRQ-F	1 KNRQ-F >	1 KNRQ-F	1 KKNU-F	1 KPNW
2 KKNU-F	2 KKNU-F >	2 KEHK-F	1 KKNU-F <	2 KMGE-F >	1 KNRQ-F >>	2 KDUK-F	2 KUGN	1 KZEL-F	2 KZEL-F	2 KDUK-F
2 KNRQ-F >	3 KMGE-F	2 KKNU-F >	3 KMGE-F >>	3 KDUK-F	3 KZEL-F >>>	3 KZEL-F >	2 KDUK-F	3 KKNU-F	3 KEHK-F	2 KKNU-F >>
4 KMGE-F >>	3 KNRQ-F	4 KZEL-F	4 KEHK-F	4 KODZ-F	4 KUGN	4 KZEL-F	4 KEHK-F	4 KNRQ-F	4 KNRQ-F	
	5 KZEL-F	4 KKTT-F	4 KNRQ-F	5 KEHK-F	5 KPNW	4 KPNW	5 KDUK-F	4 KUGN	4 KUGN	
	5 KEHK-F >	4 KMGE-F >>	6 KODZ-F	6 KZEL-F	5 KEHK-F	4 KEHK-F >	6 KUGN	6 KPNW	6 KPNW	
			7 KZEL-F		5 KKNU-F >		7 KPNW	7 KODZ-F >	7 KODZ-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCST-F	ST	106.9	Florence	1.1	1.7	4 45	KGO	T	810	San Francisco	0.6	1.4	4 105
KNND	C	1400	Cottage Grove	0.6	1.2	3 46	KHPE-F	REL	107.9	Albany, OR	0.6	2.6	4 113
KORE	REL	1050	Springfield	0.8	3.4	3 128	KUFO-F	AOR	101.1	Portland	0.8	1.3	16 252

# EUGENE-SPRINGFIELD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Bengal/McDonald</b> KNRO-AF, KZEL-FM	13.0 %	13.5 %	%	AC	0 (0)	26 (1)	26 (1)	9.0 %	9.0 %
				AOR/Classic/NR	0 (1)	50 (3)	50 (4)	17.4 %	17.4 %
<b>Local</b> KKNU-FM, KXOX-AM, KMGE-FM	22.9 %	24.6 %	%	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	35 (1)	35 (1)	12.2 %	10.1 %
<b>Marathon, pend.</b> KEHK-FM, KKTU-FM, KUGN-AM	16.1 %	18.4 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>McCoy</b> KDUK-FM, KODZ-FM, KPNW-AM	23.2 %	19.4 %	%	Country	2 (1)	55 (2)	57 (3)	19.8 %	24.7 %
				Full Service	28 (1)	0 (0)	28 (1)	9.7 %	7.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	29 (2)	0 (0)	29 (2)	10.1 %	9.7 %
				Oldies	0 (0)	39 (2)	39 (2)	13.5 %	14.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	2 (1)	5 (2)	1.7 %	1.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	15 (1)	4 (1)	19 (2)	6.6 %	6.3 %
				<b>Totals</b>	<b>77 (7)</b>	<b>211 (11)</b>	<b>288 (18)</b>		

## AM Stations

Station	Freq	Pwr	Format	Source	Revenue	Owner	Notes
KKXO	1450	1 kw	Standards	Westwd	\$<20.00	Allied	KKNU-F/KMGE-F
KPNW	1120	50 kw (DA-1)	Full Service	ABC	\$21.00	Katz	McCoy
KUGH	590	5 kw/1 kw (DA-N)	News/Talk	CBS, ESPN	\$20.00	Mc-Guild	Marathon, pend.

## FM Stations

Station	Freq	Pwr	Format	Source	Revenue	Owner	Notes
KDUK	104.7	63 kw @ 2325	CHR		\$21.00	Mc-Guild	McCoy Florence
KEHK	102.3	100 kw @ 918	Classic Hits		\$<20.00	Mc-Guild	Marathon, pend. Brownsville
KKNU	93.1	100 kw @ 984	Country		\$35.00	Allied	KKXO/KMGE-F
KKTU	97.9	100 kw @ 1010	Country	CBS	\$43.00	Mc-Guild	Marathon, pend.
KMGE	94.5	100 kw @ 1299	AC		\$40.00	Allied	KKXO/KKNU-F
KNRO	95.3	0.6 kw @ 1207	AOR-New Rock		\$28.00	Christal	Bengal/McDonald Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$25.00	Katz	McCoy
KZEL	95.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal/McDonald

Notes: Station revenue data are not available . . . 10/98 KZTU (660; Eugene) began operation, simulcasting KPAM (Portland) . . . 1/99 Citadel sold these stations to Marathon as part of a \$26,000,000, multi-market transaction: KEHK-F; KKTU-F; KUGN

# EVANSVILLE

Arbitron Rank: 151 Pop (12+): 240,900	Stations: 19 / 14	Last Year's Revenue: \$14,800,000
MSA Rank: 162	Diaries: 989 / 244:1 / 55.3%	Household Income: \$39,704
MSA Pop: 291,000	Sample Target: 980	Total Retail Sales: \$2.8 Bil.
DMA: 94	% Below Line: 5.2	#1 Biller: WIKY-F \$3,500,000
Average Persons Rating: 15.2	% Not Listed: 11.2	#1 Billing Portfolio: Brill \$6,200,000
Market TSL in Hours: 20.50	Pop per Station: 17,207	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WIKY-F	64 / 17.5	20.3	17.1	18.4	20.8	807 / 33.5	33.3	31.2	90 / 1293	E	WIKY-F
2	WKDQ-F	46 / 12.6	12.3	11.7	10.3	14.4	586 / 24.3	22.3	23.7	95 / 1408	D	WKDQ-F
3	WSTO-F	33 / 9.0	8.8	10.9	14.5	13.1	635 / 26.4	26.6	27.5	87 / 1626	D	WSTO-F
4	WGBF-F	28 / 7.7	6.6	7.5	7.5	9.9	542 / 22.5	19.6	19.7	47 / 849	C	WGBF-F
5	WJPS-F	24 / 6.6	7.9	5.6	5.3	6.1	351 / 14.6	17.0	14.7	34 / 526	B	WJPS-F
6	WYNG-F	23 / 6.3	4.9	6.4	8.1	9.1	375 / 15.6	15.6	13.0	29 / 603	B	WYNG-F
7	WABX-F	20 / 5.5	6.0	7.7	8.1		316 / 13.1	11.0	14.2	25 / 374	A	WABX-F
8	WDKS-F	16 / 4.4	4.1	2.1	0.6	1.3	337 / 14.0	13.2	7.9	22 / 437	A	WDKS-F
9	WSON	14 / 3.8	3.6	4.3	1.7	2.4	153 / 6.4	6.8	6.4	14 / 187	A	WSON
10	WGBF	13 / 3.6	3.6	2.4	0.8	1.3	221 / 9.2	7.8	7.2	15 / 284	A	WGBF
11	WTRI-F	11 / 3.0	2.5	3.7	4.5	3.2	179 / 7.4	8.7	10.0	27 / 517	A	WTRI-F
11	WBKR-F	11 / 3.0	3.0	2.4	3.4	3.5	207 / 8.6	9.4	8.6	62 / 1041	D	WBKR-F
13	WEOA	10 / 2.7	2.7	2.9	0.6	0.8	135 / 5.6	4.6	4.4	11 / 164	A	WEOA

12+ FM Share (Metro): 88.00% (286 of 325) (Fall 97: 87.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSTO-F >>>	1 WGBF-F	1 WIKY-F	1 WIKY-F	1 WIKY-F <	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F	1 WIKY-F >	1 WIKY-F <
2 WDKS-F	1 WIKY-F	2 WKDQ-F	2 WKDQ-F >	2 WKDQ-F >	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F >	2 WKDQ-F	2 WSTO-F	2 WKDQ-F
2 WGBF-F >	3 WSTO-F	3 WGBF-F <	3 WSTO-F	3 WSTO-F	3 WJPS-F	3 WGBF-F	3 WSTO-F	3 WSTO-F	3 WKDQ-F <	3 WSTO-F >
	4 WKDQ-F	4 WSTO-F	4 WABX-F	4 WJPS-F	4 WYNG-F	4 WSTO-F	4 WJPS-F	4 WGBF-F	4 WGBF-F	4 WGBF-F
	4 WABX-F	5 WABX-F >	5 WGBF-F	5 WABX-F	5 WSON <	5 WJPS-F <	4 WYNG-F	5 WJPS-F	4 WJPS-F <	5 WJPS-F
	6 WDKS-F >>	6 WDKS-F	6 WJPS-F	5 WGBF-F	6 WSTO-F	6 WYNG-F	6 WGBF-F	6 WABX-F <	6 WABX-F	5 WYNG-F
		6 WJPS-F					6 WGBF	7 WYNG-F	7 WYNG-F	7 WABX-F
								7 WDKS-F >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WGBF-F >>>	1 WGBF-F >	1 WGBF-F	1 WGBF-F	1 WKDQ-F	1 WIKY-F >>
2 WDKS-F	2 WSTO-F	2 WSTO-F	2 WKDQ-F <	2 WKDQ-F >	2 WKDQ-F	2 WABX-F	2 WABX-F <	2 WKDQ-F	1 WJPS-F <	2 WSTO-F >
2 WEOA	3 WDKS-F	3 WDKS-F	3 WSTO-F >	3 WSTO-F	2 WBKR-F	3 WKDQ-F	3 WKDQ-F	3 WABX-F	3 WGBF-F	3 WKDQ-F
2 WSTO-F	4 WKDQ-F	4 WKDQ-F >>	4 WDKS-F	4 WYNG-F >	2 WABX-F >>	4 WSTO-F	3 WSTO-F >>	4 WIKY-F	4 WABX-F	
2 WGBF-F >>	5 WGBF-F		5 WYNG-F	5 WDKS-F		5 WIKY-F		5 WJPS-F	5 WIKY-F	
				5 WABX-F				5 WSTO-F	6 WSTO-F	

Other Rated Stations				Metro Cume				TSA				Other Rated Stations--Outside Market				Metro Cume				TSA			
				Share	Rating	AQH	Cume					Share	Rating	AQH	Cume					Share	Rating	AQH	Cume
WBNL-F	C	107.1	Boonville	0.5	2.4	2	72	WKTG-F	CL AOR	93.9	Madisonville, KY	0.5	2.3	25	353	WQXQ-F	AC/CHR	101.9	Central City, KY	0.8	3.5	14	299
WGAB	SPRTS	1180	Newburgh	0.5	1.4	3	46	WRAY-F	C	98.1	Princeton, IN	0.8	2.8	13	301								

# EVANSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Brill</b> WBKR-FM, WKDQ-FM, WSTO-FM	24.6 %	26.6 %	41.9 %	AC	0 (0)	83 (3)	83 (3)	25.5 %	21.8 %
				AOR/Classic/NR	0 (0)	50 (3)	50 (3)	15.4 %	17.2 %
<b>Connoisseur</b> WGBF-AM, WGBF-FM, WTRI-FM, WYHG-FM	20.6 %	21.3 %	19.1 %	Black/Urban	10 (1)	0 (0)	10 (1)	3.1 %	3.3 %
				CHR	0 (0)	33 (1)	33 (1)	10.2 %	12.4 %
<b>South Central</b> WABX-FM, WEOA-AM, WIKY-FM, WJPS-FM	32.3 %	34.4 %	33.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (1)	85 (5)	85 (6)	26.2 %	25.7 %
	77.5 %	82.3 %	94.1 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	13 (1)	0 (0)	13 (1)	4.0 %	3.6 %
				Oldies	0 (0)	35 (2)	35 (2)	10.8 %	10.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
				Standards/EZ	14 (1)	0 (0)	14 (1)	4.3 %	4.8 %
				<b>Totals</b>	<b>39 (5)</b>	<b>286 (14)</b>	<b>325 (19)</b>		

## AM Stations

Station	Freq	Power	Format	Owner	Class	Service	Location
WEOA	1400	1 kw	Black	ABC	\$ NA	—	South Central
WGBF	1280	5 kw/1 kw (DA-1)	Talk/Sports	CNN, Westwd	\$ <20.00	Allied	Connoisseur
WSON	850	0.377 kw/0.5 kw (DA-1)	Standards	ABC	\$ <20.00	—	Henderson

## FM Stations

Station	Freq	Power	Format	Owner	Class	Service	Location
WABX	107.5	2 kw @ 561	Classic Rock	\$ NA	Eastman	South Central	
WBKR	92.5	100 kw @ 1050	Country	\$ NA	Banner	Brill	Owensboro, KY
WDKS	105.1	6 kw @ 328	AC/CHR	Westwd, CBS, 1-on-1	\$ <20.00	Allied	Newburgh
WGBF	103.1	3.2 kw @ 453	AOR	Westwd	\$40.00	Allied	Connoisseur Henderson, KY
WIKY	104.1	39 kw @ 571	AC	Westwd	\$67.00	Katz	South Central
WJPS	93.5	3 kw @ 328	Oldies	Westwd	\$22.00	Katz	South Central Chandler
WKDQ	99.5	100 kw @ 985	Country	ABC	\$50.00	Chrstal	Brill Henderson
WSTO	95.1	100 kw @ 1000	CHR	ABC	\$45.00	Katz	Bnil Owensboro, KY
WTRI	94.9	50 kw @ 420	Classic Hits	Westwd	\$ NA	—	Connoisseur Mt Carmel, IL
WYHG	105.3	50 kw @ 350	Country	CBS	\$33.00	Eastman	Connoisseur

Notes: 12/99 WVHI (1330) sold for \$440,000

# FARGO

Arbitron Rank: 211 Pop (12+): 139,200	Stations: 16 / 13	Last Year's Revenue: \$10,600,000
MSA Rank: 220	Diaries: 859 / 162:1 / 63.3%	Household Income: \$42,424
MSA Pop: 169,000	Sample Target: 860	Total Retail Sales: \$2.1 Bil.
DMA: 112	% Below Line: 1.3	#1 Biller: KFGO \$2,900,000
Average Persons Rating: 16.5	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 10,708	J. Ingstad, pend. \$8,035,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 KFGO	FS	40 / 17.5	15.6	15.2	23.0	15.2	447 / 32.1	29.1	27.3	89 / 942	D	KFGO
2 WDAY-F	CHR	23 / 10.0	8.0	9.5	9.1	8.4	412 / 29.6	27.0	30.0	42 / 781	B	WDAY-F
2 KVOX-F	C	23 / 10.0	9.7	11.1	11.5	11.8	369 / 26.5	27.0	27.1	35 / 585	C	KVOX-F
4 WDAY	N/T	19 / 8.3	6.8	6.2	7.0	8.0	311 / 22.3	17.4	21.8	41 / 650	B	WDAY
5 KFGO-F	C	17 / 7.4	9.3	8.2	7.0	8.0	299 / 21.5	20.3	23.1	37 / 575	C	KFGO-F
6 KPFX-F	CL AOR	15 / 6.6	9.7	8.2	5.3	7.2	266 / 19.1	17.3	18.5	25 / 428	B	KPFX-F
7 KQWB-F	AOR	14 / 6.1	6.8	7.4	6.2	7.6	257 / 18.4	19.3	19.5	27 / 430	B	KQWB-F
7 KLTA-F	AC	14 / 6.1	9.7	10.7	9.1	8.9	228 / 16.4	22.6	21.9	23 / 352	C	KLTA-F
9 KFGX-F	AOR	10 / 4.4	3.4	2.5	3.7	5.5	179 / 12.8	14.8	14.2	16 / 329	A	KFGX-F
10 KVOX	SPRTS	8 / 3.5	1.7	1.6	1.2	2.1	97 / 7.0	3.4	4.3	10 / 141	A	KVOX

12+ FM Share (Metro): 63.18% ( 127 of 201 ) ( Fall 97: 69.63% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDAY-F >>>	1 WDAY-F	1 KVOX-F	1 KFGO <	1 KFGO	1 KFGO >>	1 KFGO >>	1 KFGO >	1 KFGO	1 WDAY-F >	1 KFGO >
2 KQWB-F >>	2 KVOX-F	2 WDAY-F	2 KVOX-F	2 KVOX-F	2 WDAY >	2 KVOX-F	2 KVOX-F <	2 WDAY-F	2 KQWB-F <	2 WDAY-F >
	3 KQWB-F	2 KPFX-F	3 KPFX-F <	3 KFGO-F	3 KVOX-F	3 WDAY-F	3 WDAY	3 KVOX-F	3 KFGO	3 KVOX-F
	4 KFGX-F	2 KFGO	4 KFGO-F <	3 KPFX-F <	4 KFGO-F	4 WDAY <	4 KFGO-F <	4 KFGO-F <	4 WDAY	4 KFGO-F
	5 KFGO-F	5 KFGO-F	5 KLTA-F >	5 KLTA-F	5 KLTA-F	5 KFGO-F <	5 KLTA-F	5 KPFX-F	5 KFGO-F	4 KPFX-F <
	5 KPFX-F	5 KLTA-F <	6 WDAY-F	6 WDAY	6 KPFX-F	6 KLTA-F	6 KPFX-F <	6 WDAY	5 KVOX-F	6 KQWB-F
		7 KQWB-F	7 KQWB-F	7 KQWB-F	6 KPFX-F	7 WDAY-F	7 WDAY-F	7 KQWB-F	7 KPFX-F	6 WDAY >
			7 WDAY	7 WDAY-F				7 KLTA-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDAY-F >>	1 WDAY-F	1 KVOX-F	1 KVOX-F	1 KVOX-F >	1 KQWB-F	1 KQWB-F	1 KQWB-F	1 KFGO	1 KFGO >	1 WDAY >
2 KFGX-F >	2 KVOX-F >	2 WDAY-F >	2 WDAY-F	2 KLTA-F	1 WDAY-F >	2 KFGO-F	1 KFGO-F	2 KPFX-F	2 KPFX-F >	2 KQWB-F
3 KQWB-F	3 KFGX-F	3 KLTA-F >>	3 KLTA-F	3 KFGO-F	3 KFGX-F	2 KPFX-F	1 KFGO	3 KQWB-F	3 KFGO-F <	2 KFGO
3 KVOX-F >>	4 KQWB-F		4 KFGO-F >	4 KFGO	3 KVOX-F	4 KFGX-F	4 KPFX-F >	4 KFGO-F	4 KQWB-F	
	4 KLTA-F >		5 KFGX-F	5 WDAY-F	3 KPFX-F >>	4 KVOX	5 KFGX-F	5 KVOX-F	4 WDAY	
	6 KFGO-F		5 KPFX-F	6 KPHT-F		4 KFGO >	5 KVOX >>	5 KVOX	4 KVOX-F	
	6 KPFX-F >>		5 KFGO	6 KPFX-F >					4 KVOX	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KOCL-F	O	96.7	Arthur	0.9	2.2	2	34	KRCQ-F	C	102.3	Detroit Lakes, MN	0.4	1.8	11	157
KPHT-F	O	92.7	Kindred	3.1	11.2	8	180	KZCR-F	CL AOR	103.3	Fergus Falls, MN	0.4	3.3	4	124
KQWB	ST	1550	W. Fargo	2.6	6.2	7	112	WCCO	FS/T	830	Minneapolis	0.4	1.7	3	66

# FARGO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Jim Ingstad, pend. KFGO-AM, KFGO-FM, KFGX-FM, KPFX-FM, KPHT-FM, KQWB-AM, KQWB-FM, KVOX-AM, KVOX-FM	61.2 %	66.4 %	73.0 %	AC	0 (0)	14 (1)	14 (1)	7.0 %	15.0 %
Tom Ingstad KLTA-FM, WDAY-FM	16.1 %	14.4 %	18.9 %	AOR/Classic/NR	0 (0)	40 (4)	40 (4)	19.9 %	18.2 %
				Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	23 (1)	23 (1)	11.4 %	10.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	41 (3)	41 (3)	20.4 %	22.4 %
				Full Service	41 (2)	0 (0)	41 (2)	20.4 %	17.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	19 (1)	0 (0)	19 (1)	9.5 %	7.0 %
				Oldies	0 (0)	9 (2)	9 (2)	4.5 %	3.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	8 (1)	0 (0)	8 (1)	4.0 %	1.9 %
				Standards/EZ	6 (1)	0 (0)	6 (1)	3.0 %	3.7 %
				Totals	74 (5)	127 (11)	201 (16)		

### AM Stations

KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$41.00	CBS	J. Ingstad, pend.
KQWB	1550	10 kw/5 kw (DA-N)	Standards	Westwd	\$ NA	Christal	T. Ingstad
KVOX	1280	5 kw/1 kw (DA-2)	Sports	Westwd	\$<20.00	Katz	J. Ingstad, pend.
WDAY	970	5 kw (DA-N)	Talk	ABC	\$23.00	Katz	

### FM Stations

KFGO	101.9	93 kw @ 1001	Country	\$37.00	CBS	J. Ingstad, pend.	
KFGX	95.1	100 kw @ 971	Modern AC	\$<20.00	Katz	J. Ingstad, pend.	Detroit Lakes
KLTA	105.1	100 kw @ 649	AC	\$20.00	Christal	T. Ingstad	Breckenridge
KPFX	107.9	100 kw @ 656	Classic AOR	\$21.00	Christal	T. Ingstad	
KQWB	98.7	100 kw @ 581	AOR	Westwd \$22.00	Christal	J. Ingstad	
KVOX	99.9	100 kw @ 380	Country	\$24.00	Katz	J. Ingstad, pend.	
WDAY	93.7	100 kw @ 1030	CHR	\$20.00	Katz	T. Ingstad	

Notes: 12/98 Varistar (Otter Tail) sold KFGO-AF, KFGX-F, KPHT-F & KVOX-AF (plus KMRS/KKOK-F, Morris, MN) to Jim Ingstad (price NA). Some divestitures will be required.

# FAYETTEVILLE, NC

Arbitron Rank: 125 Pop (12+): 322,600	Stations: 31 / 18	Last Year's Revenue: \$13,600,000
MSA Rank: 164	Diaries: 1,070 / 301:1 / 49.6%	Household Income: \$39,244
MSA Pop: 285,000	Sample Target: 1,070	Total Retail Sales: \$4.4 Bil.
DMA: Raleigh (#30)	% Below Line: 17.7	#1 Biller: WKML-F \$3,600,000
Average Persons Rating: 16.4	% Not Listed: 7.8	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 17,922	Beasley \$8,500,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WZFX-F	B	85 / 16.1	15.8	16.6	16.2	14.1	920 / 28.5	28.0	30.0	132 / 1698	E	WZFX-F
1	WKML-F	C	85 / 16.1	11.9	11.3	14.0	13.9	910 / 28.2	27.2	24.5	137 / 1591	E	WKML-F
3	WFLB-F	O	38 / 7.2	7.6	6.7	7.1	7.0	616 / 19.1	17.0	15.0	66 / 1116	C	WFLB-F
4	WQSM-F	AC	35 / 6.6	7.4	9.1	7.9	8.5	622 / 19.3	23.0	21.4	45 / 932	D	WQSM-F
5	WRCQ-F	AOR	27 / 5.1	5.1	7.1	4.8	5.8	519 / 16.1	14.9	16.7	38 / 666	C	WRCQ-F
6	WFNC-AF	N/T	23 / 4.4	4.9	5.3	3.8	5.0	322 / 10.0	12.4	9.8	28 / 413	B	WFNC-AF
7	WUKS-F	B/AC	21 / 4.0	4.3	4.0	9.0	7.0	343 / 10.6	11.2	11.7	31 / 507	A	WUKS-F
8	WKQB-F	CL AOR	19 / 3.6	5.3	5.7	3.1	3.1	326 / 10.1	10.5	13.1	27 / 522	B	WKQB-F
9	WSTS-F	G	15 / 2.8	2.3	2.6	2.1	3.1	175 / 5.4	5.5	5.7	25 / 339		WSTS-F
9	WRAL-F	AC	15 / 2.8	2.1	2.4	2.5	1.7	416 / 12.9	9.5	11.6	25 / 672		WRAL-F
11	WNNL-F	B/G	14 / 2.6	2.0	1.0			172 / 5.3	4.6	2.2	19 / 268		WNNL-F
11	WIDU-AA	B/G	14 / 2.6	4.6	5.0	5.3	4.6	170 / 5.3			18 / 200	A	WIDU-AA
13	WDCG-F	CHR	11 / 2.1	1.2	1.6	2.7	2.9	268 / 8.3	6.5	8.0	19 / 447		WDCG-F

12+ FM Share (Metro): 88.50% ( 431 of 487 ) ( Fall 97: 87.61% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZFX-F >>>	1 WZFX-F >>	1 WZFX-F	1 WKML-F	1 WKML-F	1 WKML-F >>	1 WKML-F	1 WKML-F	1 WZFX-F <	1 WZFX-F >	1 WZFX-F
2 WKML-F >	2 WKML-F <	2 WKML-F >	2 WZFX-F >	2 WZFX-F >	2 WFLB-F	2 WZFX-F >	2 WZFX-F >	2 WKML-F >>	2 WKML-F >>	2 WKML-F >>
3 WRCQ-F	3 WQSM-F	3 WQSM-F	3 WQSM-F	3 WFLB-F	3 WZFX-F	3 WFLB-F	3 WQSM-F <	3 WQSM-F <	3 WFLB-F	3 WFLB-F
4 WQSM-F >>	4 WRCQ-F	4 WFLB-F <	3 WQSM-F	4 WFLB-F	4 WFNC-AF	4 WRCQ-F <	4 WFLB-F	4 WFLB-F	4 WFLB-F	4 WQSM-F
5 WRAL-F	5 WFLB-F	5 WKQB-F	5 WKQB-F <	5 WQSM-F <	5 WQSM-F <	5 WQSM-F <	5 WFNC-AF <	5 WRCQ-F	5 WRCQ-F <	5 WUKS-F <
	6 WKQB-F <	6 WUKS-F <	6 WUKS-F	6 WSTS-F	6 WFNC-AF	6 WRCQ-F >	6 WFNC-AF	6 WFNC-AF	6 WSTS-F <	6 WIDU-AA <
	7 WUKS-F	7 WRCQ-F	7 WRCQ-F <	6 WUKS-F	7 WKQB-F <	7 WKQB-F <	6 WKQB-F	7 WQSM-F	7 WRAL-F <	7 WRAL-F <
	8 WRAL-F <	8 WSTS-F	8 WNNL-F	8 WIDU-AA <	8 WUKS-F >	8 WUKS-F	8 WUKS-F <	8 WNNL-F	8 WNNL-F	8 WRCQ-F <
		8 WNNL-F	9 WSTS-F <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZFX-F >>>	1 WZFX-F >	1 WKML-F	1 WKML-F	1 WKML-F >	1 WZFX-F >>	1 WZFX-F	1 WRCQ-F	1 WZFX-F >	1 WKML-F <	1 WZFX-F >
2 WKML-F	2 WKML-F	1 WZFX-F	1 WZFX-F >	2 WZFX-F >	2 WRCQ-F >>	2 WRCQ-F >	2 WZFX-F	2 WRCQ-F	2 WZFX-F >	2 WKML-F <
2 WQSM-F >>	3 WQSM-F >	3 WQSM-F	3 WQSM-F >	3 WFLB-F	3 WKML-F	3 WKML-F	3 WKML-F	3 WKML-F >	3 WKQB-F <	3 WFLB-F
	4 WUKS-F	4 WUKS-F	4 WFLB-F <	3 WQSM-F	4 WFLB-F	4 WQSM-F >	3 WQSM-F >	4 WKQB-F	4 WRCQ-F	
	5 WRAL-F	5 WDCG-F	5 WUKS-F >	5 WUKS-F >	5 WQSM-F	5 WFLB-F	5 WKQB-F	4 WQSM-F	4 WQSM-F	
	5 WDCG-F	5 WNNL-F	6 WNNL-F	6 WNNL-F	5 WBBB-F	5 WKQB-F	6 WRAL-F >>	6 WFLB-F >	6 WFLB-F >	
		5 WCLN-F >	7 WRAL-F							

Other Rated Stations				Metro Cume				TSA				Other Rated Stations--Outside Market				Metro Cume				TSA							
Station	Format	Pop	City	Share	Rating	AQH	Cume	Share	Rating	AQH	Cume	Station	Format	Pop	City	Share	Rating	AQH	Cume	Station	Format	Pop	City	Share	Rating	AQH	Cume
WAZZ	ST	1490	Fayetteville	1.1	2.1	6	74	WBBB-F	AOR	96.1	Raleigh	0.9	4.8	21	350												
WCCG-F	B/O	104.5	Hope Mills	1.5	4.0	9	141	WCLN-F	REL	107.3	Clinton	1.5	4.8	16	274												
WFAI	T	1230	Fayetteville	0.4	1.4	3	59	WCMG-F	B/AC	94.3	Latta, SC	0.6	1.3	9	152												
WGOR-F	O	105.7	Elizabethtown	0.4	1.2	12	94	WEGX-F	C	92.9	Dillon, SC	1.7	6.8	27	538												
WKKE	G	1080	St. Pauls	1.7	1.8	19	97	WKIX-F	C	96.9	Goldsboro	0.6	2.3	8	205												
WTEL	REL	1160	Red Springs	0.6	1.0	10	96	WMNX-F	B	97.3	Wilmington	0.6	2.8	14	273												
								WQDR-F	C	94.7	Raleigh	1.3	6.6	43	601												
								WRDU-F	AOR	106.1	Wilson	0.6	2.8	15	276												
								WRSN-F	AC	93.9	Burlington	1.3	5.0	16	281												
								WTRG-F	O	100.7	Rocky Mount	1.1	2.8	21	280												

# FAYETTEVILLE, NC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Beasley *WZZ-AM, WFLB-FM, WKML-FM, WTEL-AM, WUKS-FM, WZFX-FM	45.1 %	41.4 %	62.5 %	AC	0 (0)	57 (3)	57 (3)	11.7 %	14.4 %
Cape Fear *WFNC-AM, WFNC-FM, WQSM-FM, WRCO-FM	16.1 %	15.6 %	30.5 %	AOR/Classic/NR	0 (0)	54 (4)	54 (4)	11.1 %	14.8 %
	61.2 %	57.0 %	93.0 %	Black/Urban	0 (0)	120 (5)	120 (5)	24.6 %	22.6 %
				CHR	0 (0)	11 (1)	11 (1)	2.3 %	1.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	104 (4)	104 (4)	21.4 %	17.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	23 (2)	2 (1)	25 (3)	5.1 %	6.2 %
				Oldies	0 (0)	46 (3)	46 (3)	9.4 %	10.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	27 (4)	37 (3)	64 (7)	13.1 %	12.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	6 (1)	0 (0)	6 (1)	1.2 %	0.0 %
				<b>Totals</b>	<b>56 (7)</b>	<b>431 (24)</b>	<b>487 (31)</b>		

### AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	City
WFMO	850	1 kw/0.012 kw		See WIDU			Fairmont
WFNC	640	10 kw/1 kw (DA-1)		News/Talk	CBS \$22.00	Katz	Cape Fear
WIDU	1600	5 kw/0.147 kw (DA-2)		Black Gospel	CNN \$<20.00	---	

### FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	City
WFLB	95.5	100 kw @ 1043		Oldies	Westwd \$23.00	D&R	Beasley
WFNC	102.3	3 kw @ 269		See WFNC			Lumberton
WKML	95.7	100 kw @ 1043		Country	ABC \$66.00	D&R	Beasley
WYQB	105.9	50 kw @ 492		Classic AOR	AP \$<20.00	Regional	
WQSM	59.1	100 kw @ 830		AC	\$45.00	Katz	Cape Fear
WRCO	103.5	48 kw @ 502		AOR	ABC \$31.00	---	Cape Fear
WSTS	100.9	50 kw @ 489		Gospel	\$<20.00	---	WFMO
WUKS	107.7	6 kw @ 328		Black AC	ABC \$<20.00	D&R	Beasley
WZFX	59.1	100 kw @ 531		Black	ABC \$54.00	D&R	Beasley

Notes: Other ranked stations - See Raleigh-Durham WIDU-AA historic come ratings are not available . . . 11/98 WRRZ (880: Clinton) sold for \$400,000



# FLINT

**Arbitron Rank:** 116 **Pop (12+):** 357,000  
**MSA Rank:** 116  
**MSA Pop:** 439,000  
**DMA:** 60 (w/Saginaw)  
**Average Persons Rating:** 15.0  
**Market TSL in Hours:** 20.00

**Stations:** 40 / 12  
**Diaries:** 1,297 / 275:1 / 51.8%  
**Sample Target:** 1,260  
**% Below Line:** 32.2  
**% Not Listed:** 12.7  
**Pop per Station:** 29,750

**Last Year's Revenue:** \$13,400,000  
**Household Income:** \$41,798  
**Total Retail Sales:** \$5.2 Bil.  
**#1 Biller:** WCRZ-F \$4,900,000  
**#1 Billing Portfolio:** Connoisseur \$6,750,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WDZZ-F	B	65 / 12.2	10.8	11.1	11.5	697 / 19.5	19.7	19.2	65 / 697	D	WDZZ-F
2	WWCK-F	CHR	59 / 11.0	11.2	10.4	9.5	854 / 23.9	24.9	26.1	75 / 1140	E	WWCK-F
3	WCRZ-F	AC	47 / 8.8	8.3	9.7	12.3	710 / 19.9	20.8	21.4	54 / 914	F	WCRZ-F
4	WFBE-F	C	38 / 7.1	8.3	4.1		585 / 16.4	17.4	9.7	42 / 717	A	WFBE-F
5	WHNN-F	O	29 / 5.4	5.5	5.4	7.1	531 / 14.9	15.9	14.0	52 / 856		WHNN-F
6	WKCO-F	C	22 / 4.1	5.0	7.0	9.7	514 / 14.4	14.9	18.4	45 / 846		WKCO-F
7	WWBN-F	AOR	21 / 3.9	4.1	2.5	3.7	338 / 9.5	10.4	8.7	26 / 456	B	WWBN-F
8	WJR	FS	19 / 3.6	3.9	5.2	3.2	372 / 10.4	11.0	13.1	40 / 632		WJR
9	WOWE-F	B	17 / 3.2	3.9	2.9	2.5	311 / 8.7	8.6	7.9	17 / 311	A	WOWE-F
10	WIOG-F	AC	16 / 3.0	1.8	3.2	3.5	433 / 12.1	9.9	14.5	45 / 735		WIOG-F
11	WRSR-F	SAC	11 / 2.1	1.8	2.2	1.4	222 / 6.2	5.3	6.0	21 / 295		WRSR-F
11	WRIF-F	AOR	11 / 2.1	1.8	1.6	1.9	212 / 5.9	6.8	5.3	14 / 288		WRIF-F
11	WFLT	G	11 / 2.1	2.5	2.7	2.6	181 / 5.1	5.1	4.9	11 / 181		WFLT
14	WFDF	T	10 / 1.9	2.3	3.2	2.1	237 / 6.6	6.2	10.0	12 / 296	B	WFDF

12+ FM Share (Metro): 86.70% (404 of 466) (Fall 97: 79.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWCK-F >>	1 WWCK-F <	1 WDZZ-F <	1 WDZZ-F	1 WCRZ-F <	1 WCRZ-F	1 WDZZ-F >	1 WCRZ-F	1 WWCK-F	1 WDZZ-F >	1 WDZZ-F
2 WDZZ-F >>>	2 WDZZ-F >>	2 WWCK-F	1 WCRZ-F <	2 WDZZ-F <	2 WDZZ-F	2 WWCK-F	2 WWCK-F	2 WDZZ-F <	2 WWCK-F >>	2 WWCK-F >>
3 WRXF-F >	3 WWBN-F	3 WCRZ-F	3 WWCK-F >	3 WWCK-F	3 WFBE-F <	3 WCRZ-F	3 WFBE-F	3 WCRZ-F	3 WCRZ-F <	3 WFBE-F
	3 WFBE-F >	4 WFBE-F	4 WFBE-F >	4 WFBE-F	4 WHNN-F	4 WFBE-F	4 WDZZ-F	4 WFBE-F	4 WOWE-F	4 WHNN-F
	5 WCRZ-F	5 WWBN-F	5 WWBN-F	5 WHNN-F	5 WJR <	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WFBE-F	4 WCRZ-F
	5 WRIF-F	6 WHNN-F <	5 WIOG-F	6 WKCO-F	6 WWCK-F	6 WJR <	6 WKCO-F	6 WKCO-F	6 WKCO-F <	6 WKCO-F <
	5 WIOG-F	7 WIOG-F	7 WHNN-F <	6 WWBN-F <	7 WKCO-F	7 WRIF-F	6 WWBN-F	7 WJR <	7 WWBN-F	7 WWBN-F <
	8 WKCO-F	8 WKCO-F <	8 WKCO-F <	8 WOWE-F	8 WOWE-F	8 WWBN-F <	8 WJR	8 WWBN-F	7 WHNN-F <	8 WOWE-F
		9 WRIF-F <		8 WIOG-F	9 WFLT	9 WKCO-F	9 WIOG-F	9 WOWE-F	9 WIOG-F	9 WJR <
					9 WRSR-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWCK-F	1 WDZZ-F <	1 WWCK-F	1 WDZZ-F	1 WCRZ-F	1 WWBN-F	1 WWCK-F	1 WWCK-F	1 WWCK-F	1 WWCK-F	1 WDZZ-F
1 WDZZ-F >>	2 WWCK-F >	1 WDZZ-F >	2 WWCK-F	2 WDZZ-F	1 WWCK-F	2 WWBN-F	2 WRIF-F >	2 WDZZ-F	2 WDZZ-F	2 WWCK-F >>
3 WFBE-F	3 WFBE-F >	3 WFBE-F >	2 WCRZ-F >	3 WWCK-F	3 WDZZ-F >>	2 WDZZ-F	3 WKCO-F	3 WWBN-F	3 WCRZ-F <	3 WFBE-F
3 WHNN-F >>	4 WCRZ-F	4 WIOG-F	4 WFBE-F >	4 WFBE-F >	4 WFBE-F >>	4 WRIF-F >	3 WWBN-F	4 WFBE-F	4 WFBE-F	3 WOWE-F
	4 WWBN-F	4 WCRZ-F	5 WIOG-F	5 WIOG-F	5 WCRZ-F	5 WKCO-F	3 WDZZ-F	4 WCRZ-F	4 WHNN-F	
	4 WIOG-F >	4 WWBN-F >>	6 WHNN-F	5 WHNN-F	5 WFBE-F	5 WKCO-F		4 WRIF-F >	6 WWBN-F	
	7 WHNN-F	7 WKCO-F >>		7 WKCO-F	7 WKRF-F	7 WKRF-F		7 WHNN-F	6 WRIF-F	
	7 WKCO-F >			8 WOWE-F	7 WTLZ-F >	7 WTLZ-F >		7 WKCO-F	8 WOWE-F	
				8 WRSR-F				8 WKCO-F	8 WKCO-F >	

Consolidation Report	12+	25-54	Revenue
Connoisseur	28.9 %	24.0 %	50.4 %
WDZZ-FM, WFDF-AM, WOAP-AM, WRSR-FM, WWCK-AM, WWCK-FM			
Regent	14.0 %	17.0 %	42.8 %
WCRZ-FM, WFNT-AM, WWBN-FM			
	42.9 %	41.0 %	93.2 %

# FLINT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97
WFMT	T	1470	Flint	1.3	3.1	8	155	AC	0 (0)	68 (4)	68 (4)	14.6 %	17.6 %
WRXF-F	AOR-NR	103.1	Lapeer	1.1	4.8	7	229	AOR/Classic/NR	0 (0)	59 (11)	59 (11)	12.7 %	9.4 %
WTRX	SPRTS	1330	Flint	0.4	1.6	2	67	Black/Urban	0 (0)	98 (6)	98 (6)	21.0 %	18.2 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97
CIMX-F	AOR-P	88.7	Windsor, ON	0.4	1.3	3	83	Country	0 (0)	66 (4)	66 (4)	14.2 %	14.0 %
WCSSX-F	CL AOR	94.7	Birmingham	0.9	2.4	12	182	Full Service	19 (1)	0 (0)	19 (1)	4.1 %	5.8 %
WDTJ-F	B	105.9	Detroit	0.6	2.5	3	106	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WITL-F	C	100.7	Lansing	0.4	1.6	14	195	Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.4 %
WIXC-F	CL AOR	97.3	Essexville	0.4	1.4	2	68	News/Talk	21 (3)	0 (0)	21 (3)	4.5 %	6.8 %
WJIM-F	O	97.5	Lansing	0.4	1.7	5	113	Oldies	0 (0)	41 (5)	41 (5)	8.8 %	7.4 %
WJLB-F	B	97.9	Detroit	0.6	2.0	3	82	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WJXQ-F	AOR	105.1	Jackson	0.4	1.3	5	130	Religion/Gospel	11 (1)	0 (0)	11 (1)	2.4 %	3.0 %
WKQI-F	AC/CHR	95.5	Detroit	0.4	2.4	4	158	Soft AC	0 (0)	11 (1)	11 (1)	2.4 %	0.0 %
WKQZ-F	AOR	93.3	Midland	0.4	1.4	6	161	Sports	2 (1)	0 (0)	2 (1)	0.4 %	1.2 %
WKRK-F	AOR-NR	97.1	Detroit	0.7	4.2	8	220	Standards/EZ	9 (1)	0 (0)	9 (1)	1.9 %	4.2 %
WMAJ-F	O	104.5	Saginaw	1.3	4.7	7	175	Totals	62 (7)	404 (33)	466 (40)		
WMAX-F	B/AC	92.3	Detroit	0.4	2.0	2	81						
WMIJ-F	AC	100.3	Dearborn	0.6	1.5	5	87						
WOAP	ST	1080	Owosso	1.7	2.4	25	130						
WOMC-F	O	104.3	Detroit	0.6	1.7	7	155						
WTLZ-F	B	107.1	Saginaw	1.5	5.6	9	205						
WVIV-F	J	98.7	Detroit	0.4	1.6	2	57						
WVBR-F	AOR	102.9	Mt. Clemens	0.4	0.9	4	88						
WVJ	N	950	Detroit	0.7	3.6	10	263						
WXDG-F	AOR	105.1	Detroit	0.4	2.6	5	148						
WYCD-F	C	99.5	Detroit	0.7	1.5	6	131						

### AM Stations

WDFD	910	5 kw/1 kw (DA-2)	Talk	WW1, ESPN	\$<20.00	Allied	Connoisseur
WFLT	1420	0.5 kw/0.142 kw (DA-2)	Gospel	Westwd	\$<20.00	Michigan	
WFMT	1470	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Regent

### FM Stations

WCRZ	107.9	50 kw @ 331	AC	CBS	\$98.00	Katz	Regent
WDZZ	92.7	3 kw @ 256	Black	ABC	\$50.00	Allied	Connoisseur
WFBE	95.1	50 kw @ 243	Country		\$ NA	Eastman	Liggett
WOWE	99.9	3 kw @ 328	Black	ABC	\$<20.00	—	Vassar
WRSR	103.9	2.65 kw @ 482	Soft AC		\$<20.00	Allied	Connoisseur
WVBN	101.7	3 kw @ 328	AOR		\$22.00	Katz	Regent
WVCK	105.5	25 kw @ 328	CHR	Westwd	\$60.00	Allied	Connoisseur

Notes Other rated stations -- See Detroit or Saginaw-Bay City-Midland . . . 9/98 WQXC (980) changed calls to WAKV . . . 11/98 WVGZ-F (103.1; Lapeer) changed from AOR to New Rock as WRXF-F ("Radio X Rock")

# FORT MYERS-NAPLES

Arbitron Rank: 74 Pop (12+): 532,600	Stations: 29 / 22	Last Year's Revenue: \$21,500,000
MSA Rank: 127-Ft. Myers; 204-Naples	Diaries: 1,623 / 328:1 / 47.9%	Household Income: \$40,788
MSA Pop: 596,000	Sample Target: 1,540	Total Retail Sales: \$8.0 Bil.
DMA: 84	% Below Line: 4.7	#1 Biller: WINK-F \$3,300,000
Average Persons Rating: 16.0	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 24,209	Beasley \$6,840,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	EZ	129 / 15.2	12.1	13.6	11.5	1165 / 21.9	20.2	17.6	132 / 1244	C	WAVV-F
2	WXKB-F	CHR	68 / 8.0	8.7	10.7	7.4	1064 / 20.0	21.5	21.3	89 / 1380	D	WXKB-F
3	WOLZ-F	O	55 / 6.5	5.2	5.0	5.3	810 / 15.2	14.2	11.7	65 / 938	C	WOLZ-F
4	WINK-AA	N/T	53 / 6.2	5.8	6.4	5.4	697 / 13.1	11.9	12.4	55 / 725	C	WINK-AA
5	WINK-F	AC	49 / 5.8	5.8	5.5	5.7	797 / 15.0	14.5	14.2	74 / 1101	E	WINK-F
6	WRXX-F	AOR	47 / 5.5	5.7	6.2	5.9	716 / 13.4	13.9	14.9	55 / 851	D	WRXX-F
7	WWGR-F	C	44 / 5.2	4.0	3.4	5.7	538 / 10.1	9.0	8.4	52 / 669	C	WWGR-F
8	WCKT-F	C	43 / 5.1	7.3	5.8	5.8	626 / 11.7	13.2	14.1	44 / 668	D	WCKT-F
9	WJXB-F	AOR-NR	38 / 4.5	3.6	4.6	3.1	525 / 9.9	10.0	11.9	41 / 545	B	WJXB-F
10	WJST-F	ST	32 / 3.8	5.2	4.0	5.7	434 / 8.2	8.6	7.6	32 / 442	A	WJST-F
11	WARO-F	CL AOR	25 / 2.9	5.1	5.0	2.8	475 / 8.9	12.7	11.2	28 / 541	C	WARO-F
12	WQNU-F	C	23 / 2.7	2.8	0.8	0.9	359 / 6.7	6.3	4.0	23 / 376		WQNU-F
13	WPRW-F	CHR	20 / 2.4	2.3	2.5	2.8	434 / 8.2	7.8	7.8	20 / 441	A	WPRW-F
14	WXR-M	AC-NR	19 / 2.2	2.2	2.3	1.6	465 / 8.7	7.8	7.3	24 / 544	A	WXR-M
15	WDRR-F	J	17 / 2.0	1.3	1.7	1.6	311 / 5.8	7.8	7.3	17 / 322		WDRR-F
16	WTLO	T	16 / 1.9	1.7	2.5	1.5	287 / 5.4	4.4	5.5	17 / 312		WTLO
17	WSGL-F	AC/CHR	13 / 1.5	2.9	2.1	2.0	345 / 6.5	7.1	5.9	14 / 347		WSGL-F

12+ FM Share (Metro): 86.15% ( 653 of 758 ) ( Fall 97: 86.26% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXKB-F >>>	1 WXKB-F	1 WXKB-F	1 WRXX-F	1 WRXX-F	1 WAVV-F >>	1 WAVV-F >	1 WAVV-F >	1 WAVV-F >	1 WXKB-F <	1 WAVV-F >>
2 WPRW-F	2 WJXB-F <	2 WRXX-F	2 WXKB-F	2 WINK-F	2 WINK-AA <	2 WRXX-F	2 WINK-AA >	2 WXKB-F	2 WAVV-F >	2 WXKB-F
3 WJXB-F >>	3 WRXX-F >	3 WINK-F <	3 WINK-F	2 WXKB-F <	3 WOLZ-F >	3 WXKB-F <	3 WOLZ-F <	3 WOLZ-F	3 WOLZ-F <	3 WOLZ-F
4 WWGR-F	4 WJXB-F	4 WJXB-F	4 WOLZ-F	4 WOLZ-F >	4 WINK-F <	4 WINK-F	4 WINK-F	4 WINK-F <	4 WINK-AA	4 WWGR-F <
5 WINK-F <	5 WOLZ-F <	5 WJXB-F	5 WCKT-F <	5 WCKT-F <	5 WCKT-F <	5 WWGR-F <	4 WXKB-F	5 WWGR-F <	5 WCKT-F	5 WCKT-F <
6 WARO-F <	6 WWGR-F	5 WWGR-F <	6 WWGR-F <	6 WJST-F <	6 WJST-F <	6 WOLZ-F <	6 WRXX-F <	6 WCKT-F <	6 WJXB-F <	6 WJXB-F
7 WXR-M	7 WARO-F	7 WARO-F <	7 WJXB-F <	7 WWGR-F <	7 WCKT-F <	7 WCKT-F <	7 WWGR-F <	7 WRXX-F <	7 WPRW-F <	6 WJST-F <
8 WCKT-F	8 WCKT-F	8 WCKT-F	8 WARO-F >	8 WARO-F >	8 WXKB-F <	8 WINK-AA	8 WCKT-F <	8 WJXB-F <	8 WRXX-F	8 WINK-F
9 WXR-M	9 WXR-M	9 WXR-M			9 WRXX-F	9 WJXB-F	9 WJXB-F <	9 WINK-AA		9 WINK-AA <

Wom 18-24	Wom 18-34	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+ Ovnrte
1 WXKB-F	1 WXKB-F >>	1 WXKB-F >	1 WXKB-F >	1 WXKB-F	1 WJXB-F	1 WRXX-F	1 WRXX-F >>	1 WRXX-F >	1 WRXX-F >>	1 WXKB-F <
2 WJXB-F >	2 WINK-F	2 WINK-F >	2 WINK-F >	2 WINK-F	2 WXKB-F	2 WJXB-F >	2 WJXB-F	2 WJXB-F	2 WARO-F	2 WAVV-F <
3 WPRW-F >	3 WJXB-F >	3 WWGR-F	3 WOLZ-F	3 WOLZ-F >	3 WWGR-F >	3 WWGR-F	3 WARO-F	3 WARO-F <	2 WJXB-F	3 WTLO
4 WQNU-F >>	4 WQNU-F	3 WXR-M	4 WJXB-F	4 WAVV-F	4 WPRW-F	3 WXKB-F	3 WCKT-F	4 WXKB-F <	4 WCKT-F	3 WINK-AA <
	4 WXR-M	5 WQNU-F	4 WWGR-F <	4 WCKT-F	4 WARO-F	5 WARO-F >	3 WWGR-F >	5 WWGR-F	4 WOLZ-F <	
	6 WWGR-F	5 WARO-F	6 WCKT-F	4 WWGR-F		6 WCKT-F >	6 WXR-M	6 WOLZ-F <	6 WINK-F <	
	7 WARO-F	5 WJXB-F	6 WXR-M	7 WQNU-F			7 WINK-F	7 WINK-F	7 WWGR-F	
	7 WRXX-F		8 WQNU-F	8 WDRR-F			8 WCKT-F >	8 WINK-AA	8 WINK-AA	
	7 WPRW-F		8 WAVV-F	8 WXR-M				8 WXKB-F >	8 WXKB-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAFZ	SP	1490	Immokalee 0.8 1.7 8 100
WGUF-F	J	98.9	Marco 0.7 2.6 6 143
WWCL	SP-C	1440	Lehigh Acres 1.1 1.4 12 111
WWCN	T	770	N. Fort Myers 0.6 2.6 5 147

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCVU-F	EZ	104.9	Solana 0.6 1.7 22 277
WFLZ-F	CHR	93.3	Tampa 0.4 1.9 22 420
WHPT-F	AOR-P	102.5	Sarasota 1.1 2.4 17 328
WIKX-F	C	92.9	Punta Gorda 0.6 2.3 32 369
WKII	ST	107.0	Port Charlotte 1.4 2.3 46 407
WQAM	SPRTS	560	Miami 0.4 1.0 4 92
WYNF-F	AOR	107.9	Coral Cove 0.4 1.1 9 181

# FORT MYERS-NAPLES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Beasley</b> WJBX-FM, WJST-FM, WRXK-FM, WWCN-AM, WXKB-FM	16.9 %	15.6 %	31.8 %	AC	0 (0)	81 (3)	81 (3)	10.7 %	14.0 %
<b>Clear Channel</b> WCKT-FM, WKII-AM, WOLZ-FM, WQNU-FM, WXRW-FM	17.9 %	21.3 %	20.8 %	AOR/Classic/NR	0 (0)	122 (5)	122 (5)	16.1 %	13.9 %
<b>Local (LMA by Meridian)</b> WINK-AM, WINK-FM, WTLO-AM	11.3 %	12.9 %	22.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Meridian</b> WARO-FM, WNOG-AM, WPRW-FM	7.9 %	8.3 %	7.1 %	CHR	0 (0)	91 (3)	91 (3)	12.0 %	15.3 %
<b>Renda</b> WGUF-FM, WSGL-FM, WWGR-FM	7.4 %	9.2 %	10.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	61.4 %	67.3 %	92.0 %	Country	0 (0)	115 (4)	115 (4)	15.2 %	12.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	16 (2)	0 (0)	16 (2)	2.1 %	0.4 %
				Jazz	0 (0)	23 (2)	23 (2)	3.0 %	3.4 %
				News/Talk	74 (4)	0 (0)	74 (4)	9.8 %	11.4 %
				Oldies	0 (0)	55 (1)	55 (1)	7.3 %	5.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	3.1 %
				Sports	3 (1)	0 (0)	3 (1)	0.4 %	0.0 %
				Standards/EZ	12 (1)	166 (3)	178 (4)	23.5 %	19.7 %
				<b>Totals</b>	<b>105 (8)</b>	<b>653 (21)</b>	<b>758 (29)</b>		

## AM Stations

Station	Freq	Power	Format	Comments
WINK	1240	1 kw	News/Talk	CBS, Westwd, Talknt \$32.00 Mc-Guild WTLO/WINK-F
WNOG	1270	5 kw/1.9 kw (DA-2)	See WINK	Meridian (Schwartzel) Naples
WTLO	1200	10 kw/1 kw (DA-2)	Talk	CNN \$ NA Mc-Guild WINK-AF Pine Island Center

## FM Stations

Station	Freq	Power	Format	Comments
WARO	94.5	100 kw @ 1014	Classic AOR	\$39.00 Mc-Guild Meridian (Schwartzel)
WAVV	101.1	100 kw @ 981	Easy Listening	AP \$40.00 Christal Marco
WCKT	107.1	25.5 kw @ 709	Country	\$62.00 Clr Chnl Clear Channel Lehigh Acres
WDRR	98.5	2.2 kw @ 373	Jazz	\$ NA Katz Carlos Park
WINK	95.9	100 kw @ 1322	AC	\$66.00 Mc-Guild WINK/WTLO
WJBX	99.3	50 kw @ 285	New Rock	\$29.00 Eastman Beasley Ft. Myers Beach
WJST	105.3	6 kw @ 265	Standards	Westwd, JRN \$18.00 Eastman Beasley Ft. Myers Villa
WOLZ	95.3	79 kw @ 476	Oldies	\$34.00 Clr Chnl Clear Channel
WPRW	93.5	3 kw @ 298	CHR	\$ NA Mc-Guild Meridian (Schwartzel)
WQNU	105.5	7.1 kw @ 594	Country	Westwd \$ NA Clr Chnl Clear Channel Naples Park
WRXK	95.1	100 kw @ 1119	AOR	Westwd \$50.00 D&R Beasley Bonita Springs
WSGL	103.1	14 kw @ 440	AC/CHR	\$<20.00 Katz Renda
WWGR	101.9	100 kw @ 991	Country	\$32.00 Katz Renda
WXKB	103.9	100 kw @ 991	CHR	ABC \$46.00 D&R Beasley Cape Coral
WXRW	100.1	100 kw @ 476	Modern AC	\$<20.00 Clr Chnl Clear Channel Ft. Charlotte

Notes: 9/98 WWVD-F (CP, Punta Rassa) changed calls to WCCL-F and will carry Superadio's Classical service when it signs on; co-owned WKZY-F (CP, La Belle) changed calls to WWWD-F. 9/98 WCCF/WCVU-F/WIKX-F (in Fort Myers DMA/TA) sold by Internart to Jacor for \$7,500,000. . . . 9/98 WXRW-F changed from Soft AC to Modern AC (AC-NR) as "Star 100". 9/98 WSGL-F sold by Timm to Renda for \$3,650,000 (Media Svcs) . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil. WCCF, WCVU-F, WIKX-F. 10/98 WGCQ-F (92.1; Immokalee) reported silent. . . . 1/99 WDRR-F upgraded to 20.5 kw @ 371' (DA) at the same transmitter site.

Jim Duncan  
Comments

# FORT PIERCE

Arbitron Rank: 118 Pop (12+): 352,500  
 MSA Rank: NA  
 MSA Pop: NA  
 DMA: W. Palm Beach (#45)  
 Average Persons Rating: 16.5  
 Market TSL in Hours: 22.00

Stations: 26 / 13  
 Diaries: 799 / 441:1 / 50.3%  
 Sample Target: 750  
 % Below Line: 36.0  
 % Not Listed: 17.8  
 Pop per Station: 27,115

Last Year's Revenue: NA  
 Household Income: \$37,339  
 Total Retail Sales: \$4.1 Bil.  
 #1 Biller: NA  
 #1 Billing Portfolio: NA

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	WOSN-F	ST	74 / 12.7	9.3	8.2	8.4	571 / 16.2	15.8	15.1	74 / 571	WOSN-F
2	WLDI-F	CHR	38 / 6.5	4.8	4.7	3.1	603 / 17.1	15.1	12.1	47 / 697	WLDI-F
3	WFLM-F	B/AC	33 / 5.7	4.1	7.4	4.7	443 / 12.6	11.9	15.3	34 / 463	WFLM-F
4	WKGR-F	CL AOR	32 / 5.5	4.8	3.2	4.2	454 / 12.9	12.1	11.9	35 / 516	WKGR-F
5	WQOL-F	O	30 / 5.1	4.3	3.9	6.4	397 / 11.3	9.6	11.7	31 / 426	WQOL-F
6	WZZR-F	AOR/CL	27 / 4.6	4.8	5.5	6.7	405 / 11.5	10.6	11.2	33 / 448	WZZR-F
7	WJBW-F	ST	26 / 4.5	2.7	4.2	3.5	277 / 7.9	3.9	8.0	28 / 283	WJBW-F
8	WPAW-F	C	24 / 4.1	2.7	4.2	2.7	299 / 8.5	5.3	8.1	26 / 343	WPAW-F
9	WGYL-F	SAC	22 / 3.8	5.8	5.0	7.6	303 / 8.6	10.8	10.5	24 / 328	WGYL-F
10	WOLL-F	O	20 / 3.4	0.5	1.5	0.5	244 / 6.9	1.2	2.4	20 / 259	WOLL-F
11	WIRK-F	C	19 / 3.3	1.5	4.0	3.5	269 / 7.6	6.3	6.7	20 / 296	WIRK-F
12	WPBZ-F	AOR-NR	16 / 2.7	5.1	3.1	4.9	325 / 9.2	11.3	10.2	18 / 351	WPBZ-F
12	WBBE-F	AC/CHR	16 / 2.7	2.6	2.4	2.7	155 / 4.4	8.7	8.9	16 / 183	WBBE-F
12	WMBX-F	AC/CHR	16 / 2.7	5.1	4.5	4.2	365 / 10.4	13.0	16.0	17 / 393	WMBX-F
15	WRMF-F	AC	15 / 2.6	2.1	2.1	2.9	177 / 5.0	5.1	5.9	17 / 201	WRMF-F
16	WPSL	T	14 / 2.4	2.1	1.8	2.4	214 / 6.1	5.1	6.4	14 / 214	WPSL
17	WAVW-F	C	13 / 2.2	2.4	2.6	2.5	263 / 7.5	8.9	8.9	14 / 281	WAVW-F
17	WEAT-F	AC/SAC	13 / 2.2	4.8	4.2	3.5	243 / 6.9	9.8	10.6	15 / 287	WEAT-F

12+ FM Share (Metro): 91.86% (440 of 479) (Fall 97: 89.56%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLM-F	1 WLDI-F >	1 WKGR-F >	1 WZZR-F >	1 WKGR-F	1 WOSN-F >>	1 WOSN-F	1 WOSN-F >	1 WOSN-F	1 WLDI-F	1 WOSN-F >>
2 WLDI-F >>	2 WKGR-F	2 WLDI-F	2 WKGR-F	1 WZZR-F <	2 WQOL-F <	2 WKGR-F	2 WZZR-F	2 WLDI-F	2 WOSN-F <	2 WFLM-F
3 WPBZ-F >	3 WPBZ-F <	3 WZZR-F	3 WLDI-F >	3 WFLM-F	3 WJBW-F	3 WFLM-F	3 WKGR-F	3 WFLM-F	3 WFLM-F >	2 WLDI-F <
4 WBBE-F	4 WFLM-F	4 WFLM-F	4 WFLM-F	3 WQOL-F <	4 WGYL-F <	4 WLDI-F <	4 WPSL	4 WKGR-F <	4 WQOL-F	4 WJBW-F
4 WZZR-F	5 WQOL-F	5 WQOL-F	5 WQOL-F	5 WLDI-F >	5 WOLL-F	5 WGYL-F <	4 WQOL-F <	5 WQOL-F	5 WJBW-F	5 WQOL-F <
6 WFLM-F	6 WBBE-F >	6 WBBE-F	6 WBBE-F	6 WBBE-F	5 WFLM-F	6 WJBW-F	6 WGYL-F	6 WOLL-F <	5 WRMF-F	6 WPAW-F >
7 WMBX-F >	7 WPBZ-F	7 WPBZ-F	6 WPAW-F >	6 WPAW-F	7 WPAW-F	6 WPAW-F <	7 WLDI-F	7 WZZR-F <	5 WOLL-F	7 WPBZ-F <
	7 WPAW-F	8 WOLL-F >	6 WOLL-F	7 WKGR-F	8 WQOL-F	8 WPAW-F <	8 WIRK-F <	5 WZZR-F	8 WOLL-F	8 WOLL-F
	9 WOLL-F >	9 WPBZ-F	9 WIRK-F	7 WZZR-F	8 WZZR-F	9 WJBW-F <	9 WPBZ-F		8 WGYL-F <	8 WGYL-F <
			9 WMBX-F	10 WIRK-F	10 WIRK-F <	10 WOLL-F	9 WJBW-F		10 WKGR-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLDI-F >	1 WLDI-F >>	1 WLDI-F >>	1 WLDI-F	1 WLDI-F	1 WKGR-F	1 WKGR-F	1 WKGR-F >	1 WKGR-F	1 WKGR-F	1 WOSN-F <
2 WAVW-F	2 WBBE-F	2 WBBE-F >	2 WFLM-F	2 WFLM-F >	2 WLDI-F >	2 WLDI-F >	2 WPBZ-F	2 WZZR-F	1 WZZR-F <	2 WFLM-F >
2 WMBX-F >	3 WAVW-F	3 WAVW-F	3 WKGR-F	3 WRMF-F	3 WPBZ-F >	3 WPBZ-F	2 WLDI-F	3 WLDI-F	3 WQOL-F >	3 WJBW-F
	4 WPBZ-F	3 WPBZ-F	3 WBBE-F	3 WBBE-F	4 WZZR-F >>	4 WZZR-F >	2 WZZR-F	4 WQOL-F	4 WFLM-F	4 WJNO
	4 WZZR-F	3 WZZR-F >	5 WZZR-F	3 WKGR-F	5 WBBE-F	5 WBBE-F	5 WBBE-F	5 WFLM-F	5 WPAW-F	
			5 WRMF-F	3 WZZR-F	5 WFLM-F	5 WFLM-F	5 WFLM-F	6 WPBZ-F	5 WOLL-F	
			7 WAVW-F	7 WQOL-F	5 WMBX-F	5 WMBX-F	7 WPAW-F	5 WMBX-F	5 WLDI-F	
			8 WQOL-F	8 WEAT-F			7 WOLL-F	5 WMBX-F	5 WLDI-F	
							9 WIRK-F	9 WIRK-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume								
WAXE	T	1370	Vero Beach	0.9	2.6	5	92	WAOA-F	CHR	107.1	Melbourne	0.7	1.7	4	63
WIRA	ST	1400	Fort Pierce	0.9	2.0	5	70	WBZT	T	1290	West Palm Beach	0.5	1.5	3	55
WJNX	N/T	1330	Fort Pierce	0.7	3.3	4	119	WJNO	N/T	1040	Boynton Beach	1.0	1.8	6	63
WSTU	O	1450	Stuart	0.3	2.3	2	79	WRLX-F	SAC	92.1	West Palm Beach	0.3	1.2	2	44

# FORT PIERCE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar	15.5 %	24.4 %	%	AC	0 (0)	47 (3)	47 (3)	9.8 %	12.4 %
WAVV-FM, WAXE-AM, WBBE-FM, WOOL-FM, WZZR-FM				AOR/Classic/NR	0 (0)	75 (3)	75 (3)	15.7 %	14.7 %
	15.5 %	24.4 %	%	Black/Urban	0 (0)	33 (1)	33 (1)	6.9 %	9.2 %
				CHR	0 (0)	42 (2)	42 (2)	8.8 %	1.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	56 (3)	56 (3)	11.7 %	19.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	32 (5)	0 (0)	32 (5)	6.7 %	7.0 %
				Oldies	2 (1)	50 (2)	52 (3)	10.9 %	6.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	37 (3)	37 (3)	7.7 %	11.4 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	5 (1)	100 (2)	105 (3)	21.9 %	17.7 %
				Totals	39 (7)	440 (19)	479 (26)		

### AM Stations

WPSL	1590	5 kw/0.064 kw	Talk	CBS, BNN, TARN	K&P	Port St Lucie
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### FM Stations

WAVV	94.7	25 kw @ 295	Country		Katz	Capstar	
WBBE	101.7	3.1 kw @ 466	AC/CHR		Katz	Capstar	Gifford
WFLM	104.7	25 kw @ 328	Black AC		Williams		White City
WGYL	107.1	50 kw @ 479	AC		—		Vero Beach
WOSN	97.1	23 kw @ 348	Standards	Westwd	Mc-Guild	Centennial	
WPAW	99.7	26 kw @ 440	Country		—		Vero Beach
WOOL	103.7	50 kw @ 475	Oldies	CNN, Westwd	Katz	Capstar	Vero Beach
WZZR	92.7	50 kw @ 482	AOR		Katz	Capstar	Stuart

Notes: Other ranked stations - See West Palm Beach . . . No revenue data are available . . . WPAW-F is LMA'd to Capstar . . . 9/98 WAVV-F & WBBE-F swapped facilities: the WAVV-F format & calls went to 94.7 (25 kw @ 295); the WBBE-F format & calls moved to 101.7 (3.1 kw @ 466)

# FORT WAYNE

Arbitron Rank: 100 Pop (12+):	388,800	Stations:	23 / 22	Last Year's Revenue:	\$17,800,000
MSA Rank:	104	Diaries:	1,211 / 321:1 / 59.7%	Household Income:	\$45,481
MSA Pop:	477,000	Sample Target:	1,210	Total Retail Sales:	\$4.5 Bil.
DMA:	103	% Below Line:	0.5	#1 Biller:	WQHK-F \$2,800,000
Average Persons Rating:	14.8	% Not Listed:	13.7	#1 Billing Portfolio:	
Market TSL in Hours:	19.75	Pop per Station:	17,673	Federated	\$9,910,000

12+ Metro	Format	Fail 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WQHK-F	77 / 13.4	10.5	10.8	12.3	11.7	911 / 23.4	21.9	21.3	86 / 1134	D	WQHK-F
2	WAJI-F	52 / 9.0	7.9	9.2	9.0	9.4	716 / 18.4	22.7	20.6	68 / 1018	D	WAJI-F
3	WOWO	48 / 8.3	7.6	6.6	5.6	5.5	758 / 19.5	19.4	20.8	73 / 1142	D	WOWO
4	WLOE-F	39 / 6.8	7.8	5.4	5.3	5.5	663 / 17.1	19.4	15.0	43 / 785	C	WLOE-F
5	WBYP-F	38 / 6.6	6.4	6.3	5.1	5.8	562 / 14.4	15.9	15.7	98 / 1275	C	WBYP-F
6	WMEE-F	37 / 6.4	6.9	7.8	6.6	4.2	743 / 19.1	20.8	21.7	63 / 1343	C	WMEE-F
6	WFWI-F	37 / 6.4	5.6	6.9	7.0	7.6	684 / 17.6	17.2	18.8	42 / 822	C	WFWI-F
8	WSHI-F	36 / 6.3	5.1	3.4	1.3	1.1	410 / 10.5	9.4	7.5	41 / 440	A	WSHI-F
9	WEJE-F	29 / 5.0	3.9	4.6	3.8	4.5	487 / 12.5	12.8	15.1	44 / 814	B	WEJE-F
10	WBTU-F	28 / 4.9	4.9	5.8	5.5	6.0	509 / 13.1	13.2	13.9	62 / 1149	C	WBTU-F
11	WJFX-F	24 / 4.2	2.7	4.4	5.0	5.8	324 / 8.3	6.1	5.9	25 / 336	A	WJFX-F
12	WGL	13 / 2.3	2.4	1.5	3.7	3.2	267 / 6.9	7.5	7.5	13 / 301	B	WGL
13	WYSR-FF	10 / 1.7	2.7	2.9	0.8		345 / 8.9	10.4	10.1	13 / 404	A	WYSR-FF
14	WXKE-F	9 / 1.6	2.4	2.7	3.7	4.4	192 / 4.9	7.0	7.2	10 / 237	B	WXKE-F

12+ FM Share (Metro): 86.29%      ( 428 of 496 )      ( Fall 97: 84.59% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEJE-F	1 WQHK-F	1 WQHK-F	1 WQHK-F	1 WQHK-F	1 WQHK-F <	1 WFWI-F <	1 WQHK-F	1 WQHK-F >	1 WQHK-F	1 WQHK-F >
1 WJFX-F	2 WBYP-F >	2 WAJI-F	2 WAJI-F	2 WAJI-F	2 WOWO	2 WQHK-F	2 WOWO	2 WAJI-F <	2 WAJI-F	2 WSHI-F
3 WQHK-F	3 WMEE-F <	3 WBYP-F <	3 WFWI-F	3 WFWI-F <	3 WSHI-F	3 WAJI-F <	2 WAJI-F	3 WOWO <	3 WEJE-F	3 WLDE-F <
3 WMEE-F >>>	4 WEJE-F	4 WFWI-F	4 WBYP-F	4 WLDE-F	3 WAJI-F <	4 WOWO >	4 WLDE-F <	4 WBYP-F <	4 WBYP-F	4 WAJI-F <
	4 WAJI-F <	5 WMEE-F <	4 WLDE-F <	5 WBYP-F <	5 WLDE-F >	5 WLDE-F <	5 WSHI-F	5 WMEE-F <	5 WOWO	5 WBYP-F <
	6 WFWI-F >	6 WLDE-F	6 WMEE-F >	6 WMEE-F	6 WFWI-F	6 WMEE-F <	6 WBYP-F <	6 WLDE-F <	6 WMEE-F <	6 WOWO
		7 WEJE-F	7 WOWO <	7 WOWO	7 WBTU-F	7 WBYP-F	7 WMEE-F	7 WEJE-F	7 WJFX-F <	6 WMEE-F
				8 WBTU-F	8 WMEE-F	8 WSHI-F	8 WBTU-F	8 WSHI-F	8 WLDE-F >	6 WJFX-F
							8 WFWI-F	8 WFWI-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHK-F >>	1 WQHK-F >>	1 WQHK-F	1 WQHK-F	1 WQHK-F <	1 WBYP-F >>	1 WBYP-F >	1 WBYP-F	1 WBYP-F	1 WFWI-F <	1 WAJI-F >
2 WAJI-F	2 WMEE-F	2 WMEE-F	2 WAJI-F >	2 WAJI-F >	2 WQHK-F	2 WEJE-F	2 WFWI-F	2 WFWI-F	2 WQHK-F	2 WOWO <
3 WJFX-F >	2 WAJI-F >>	3 WAJI-F >	3 WMEE-F >	3 WMEE-F	3 WEJE-F	2 WFWI-F	3 WEJE-F	3 WQHK-F	3 WBYP-F	3 WLDE-F
4 WBYP-F	4 WBTU-F	4 WBTU-F	4 WLDE-F	4 WLDE-F	4 WFWI-F	2 WQHK-F >	4 WOWO	4 WEJE-F	4 WOWO	4 WQHK-F
4 WEJE-F	4 WBYP-F	4 WBYP-F	5 WBTU-F	5 WBTU-F	4 WAJI-F >	5 WOWO	4 WQHK-F >	4 WLDE-F <	4 WLDE-F	
4 WMEE-F >>>				6 WOWO		5 WMEE-F	6 WYSR-FF	6 WAJI-F	6 WEJE-F	
				6 WFWI-F			6 WMEE-F	7 WOWO	6 WAJI-F	
									8 WMEE-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WEXI-F	SAC	102.9	Huntington	0.3	1.1	2	43	WMRI-F	EZ	106.9	Marion	0.5	2.5	18	226
WFCV	REL	1090	Fort Wayne	0.5	1.8	4	99								
WHWD	ST	1380	Fort Wayne	0.3	2.7	4	117								
WLYV	G	1450	Fort Wayne	0.3	1.4	2	55								
WLZQ-F	AC/CHR	101.1	S. Whitley	0.3	0.9	5	140								
WNUY-F	AC	100.1	Bluffton	0.5	1.4	3	53								
WZBD-F	AC	92.7	Berne	0.3	1.6	2	65								

# FORT WAYNE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Federated</b>	41.5 %	44.3 %	55.7 %	AC	0 (0)	69 (6)	69 (6)	13.9 %	14.6 %
WBYSR-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM				AOR/Classic/NR	0 (0)	113 (4)	113 (4)	22.8 %	23.9 %
<b>Kovas</b>	9.0 %	8.0 %	8.0 %	Black/Urban	0 (0)	24 (1)	24 (1)	4.8 %	5.0 %
WEJE-FM, WGL-AM, WGL-FM, WGLL-AM, WYSR-FM				CHR	0 (0)	37 (1)	37 (1)	7.5 %	8.9 %
<b>Local</b>	1.9 %	2.6 %	4.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WEXI-FM, WXKE-FM				Country	0 (0)	105 (2)	105 (2)	21.2 %	19.7 %
<b>Sarkes Tarzian</b>	9.0 %	10.9 %	19.7 %	Full Service	48 (1)	0 (0)	48 (1)	9.7 %	7.9 %
WAJI-FM, WLDE-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	61.5 %	65.8 %	88.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	13 (1)	0 (0)	13 (1)	2.6 %	2.3 %
				Oldies	0 (0)	39 (1)	39 (1)	7.9 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (2)	0 (0)	5 (2)	1.0 %	1.2 %
				Soft AC	0 (0)	2 (1)	2 (1)	0.4 %	1.9 %
				Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
				Standards/EZ	0 (0)	39 (2)	39 (2)	7.9 %	8.5 %
				<b>Totals</b>	<b>68 (5)</b>	<b>428 (18)</b>	<b>496 (23)</b>		

## AM Stations

WGL	1250	2.3 kw/1.5 kw (DA-2)	News/Talk/Sports	Westwd. CBS, ESPN	\$<20.00	Mc-Guild	
WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$37.00	Katz	Federated

## FM Stations

WAJI	95.1	39 kw @ 679	AC		\$55.00	Katz	Sarkes Tarzian	
WBTU	93.3	50 kw @ 492	Country	CNN, Westwd	\$36.00	Katz	62nd Street	Kendallville
WBYSR	98.9	50 kw @ 453	AOR	ABC	\$40.00	Eastman	Federated	Van Wert, OH
WEJE	96.3	6.7 kw @ 554	New Rock		\$<20.00	Mc-Guild	WGL	Churubusco
WFWI	92.3	2.7 kw @ 482	Classic AOR	ABC	\$33.00	Eastman	Federated	
WGL	102.3	3 kw @ 300	See WYSR-F					Auburn
WJFX	107.9	2.5 kw @ 358	Black	ABC	\$<20.00	Allied	Russ Oasis, pend.	New Haven
WLDE	101.7	3 kw @ 328	Oldies		\$21.00	Katz	Sarkes Tarzian	
WMEE	97.3	26 kw @ 689	AC/CHR	ABC	\$30.00	Christal	Federated	
WQHK	105.1	13.5 kw @ 449	Country		\$50.00	Christal	Federated	Decatur
WSHI	106.3	1.95 kw @ 403	Standards	Westwd, CNN	\$ NA	—		Columbia City
WXKE	103.9	3 kw @ 328	AOR/Classic AOR		\$25.00	D&R	WEXI-F	
WYSR	94.1	6 kw @ 328	Modern AC	Westwd, CNN	\$ NA	Mc-Guild	WGL	Roanoke

Notes: 9/98 WHWD changed from Standards to Sports . . . 9/98 WGLL changed from News/Talk to simulcasting News/Talk/Sports WGL . . . 10/98 WJFX-F sold to Russ Oasis for \$1,300,000 . . . 1/99 WGL-F changed from simulcasting WYSR-F to Dance CHR (CHR/B) as "Z-102.3"



# FRESNO

**Arbitron Rank:** 65 Pop (12+): 622,600  
**MSA Rank:** 66  
**MSA Pop:** 904,000  
**DMA:** 56  
**Average Persons Rating:** 16.2  
**Market TSL In Hours:** 22.00

**Stations:** 30 / 27  
**Diarles:** 1,732 / 359:1 / 49.9%  
**Sample Target:** 1,670  
**% Below Line:** 3.5  
**% Not Listed:** 15.7  
**Pop per Station:** 23,059

**Last Year's Revenue:** \$28,700,000  
**Household Income:** \$32,997  
**Total Retail Sales:** \$6.0 Bil.  
**#1 Bllier:** KMJ \$5,750,000  
**#1 Billing Portfolio:** CBS/Infinity \$12,300,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KMJ	N/T	103 / 10.2	9.2	8.8	10.1	10.2	9.6	1157 / 18.6	16.0	17.8	158 / 1926	G	KMJ
2	KSKS-F	C	66 / 6.6	5.4	4.4	4.0	3.6	5.1	855 / 13.7	10.6	10.7	104 / 1504	D	KSKS-F
3	KNAX-F	B/O	61 / 6.1	5.7	3.1	3.5	3.5	4.6	914 / 14.7	8.4	9.0	95 / 1393	B	KNAX-F
4	KBOS-F	CHR	47 / 4.7	5.6	5.3	6.6	8.9	5.5	1141 / 18.3	18.3	22.0	82 / 1974	E	KBOS-F
5	KJWL-F	ST	42 / 4.2	3.9	5.5	5.6	5.8	4.8	525 / 8.4	9.6	9.3	46 / 654	B	KJWL-F
6	KRZR-F	AOR	39 / 3.9	4.6	3.5	2.8	4.4	3.7	592 / 9.5	10.0	10.6	57 / 906	C	KRZR-F
6	KOQO-F	SP-R	39 / 3.9	3.8	4.8	5.3	5.0	4.4	599 / 9.6	10.2	11.1	71 / 1038	C	KOQO-F
8	KFRR-F	AOR-NR	38 / 3.8	2.1	3.3	2.7	2.6	3.0	674 / 10.8	10.9	8.3	74 / 1267	B	KFRR-F
8	KLBN-F	SP-R	38 / 3.8	3.8	3.6	5.9	4.6	4.3	548 / 8.8	9.9	9.6	42 / 660	C	KLBN-F
10	KJFX-F	CL AOR	35 / 3.5	3.9	3.9	4.0	3.6	3.8	570 / 9.1	10.5	10.3	54 / 870	C	KJFX-F
10	KVSR-F	AC-NR	35 / 3.5	3.2	4.8	5.2	5.0	4.2	786 / 12.6	15.8	16.5	52 / 1211	C	KVSR-F
12	KALZ-F	AC-NR	33 / 3.3	3.4	4.0	2.8	2.5	3.4	722 / 11.6	12.7	9.6	53 / 1125		KALZ-F
13	KRNC-F	SP-C	30 / 3.0	3.9	3.6	3.3	3.6	3.4	467 / 7.5	8.0	7.7	45 / 713	A	KRNC-F
14	KFSO-F	O	27 / 2.7	3.0	3.5	4.0	4.4	3.3	566 / 9.1	11.1	12.0	56 / 1031	D	KFSO-F
14	KSOF-F	SAC	27 / 2.7	4.2	4.3	3.2	3.0	3.6	522 / 8.4	10.8	10.6	75 / 1116	C	KSOF-F
14	KEZL-F	J	27 / 2.7	3.0	4.2	4.8	2.5	3.7	467 / 7.5	9.1	6.6	31 / 562	C	KEZL-F
17	KSEQ-F	CHR	24 / 2.4	2.8	1.7	2.0	1.8	2.2	655 / 10.5	9.2	8.1	52 / 1305		KSEQ-F
18	KKPW-F	CHR/U	22 / 2.2	2.9	3.8	2.1		2.7	427 / 6.9	8.4		29 / 579		KKPW-F
19	KFRE	T	20 / 2.0	1.9	1.4	1.9	1.5	1.8	321 / 5.2	4.5	3.8	34 / 598		KFRE
20	KOOR	SP-R	17 / 1.7	0.6	0.8	1.0	0.3	1.0	246 / 4.0	2.1	1.3	19 / 267		KOOR
21	KGST	SP	15 / 1.5	1.7	1.7	1.1	1.0	1.5	230 / 3.7	3.7	3.4	17 / 271	A	KGST
22	KZFO-F	SP-C	14 / 1.4	1.4	1.4	1.3	1.8	1.4	161 / 2.6	3.1	4.1	19 / 237		KZFO-F
23	KMPH-F	N	13 / 1.3	1.2	1.4	1.5	0.9	1.3	315 / 5.1	5.3	4.1	18 / 554		KMPH-F

12+ FM Share (Metro): 78.77% (668 of 848) (Fall 97: 78.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBOS-F >	1 KNAX-F <	1 KNAX-F	1 KNAX-F <	1 KMJ	1 KMJ >>	1 KMJ >	1 KMJ >	1 KMJ	1 KMJ	1 KMJ
2 KSEQ-F	2 KFRR-F	2 KSKS-F <	2 KMJ <	2 KNAX-F <	2 KSKS-F	2 KSKS-F	2 KSKS-F	2 KSKS-F	2 KBOS-F	2 KNAX-F <
3 KKPW-F	3 KSKS-F	3 KMJ	3 KSKS-F	3 KSKS-F >	3 KJWL-F	3 KFRR-F <	3 KNAX-F	2 KNAX-F	2 KNAX-F	3 KSKS-F
4 KRZR-F	3 KOQO-F	4 KOQO-F <	4 KJFX-F <	4 KJFX-F <	4 KNAX-F	4 KNAX-F	4 KJWL-F	4 KBOS-F	4 KFRR-F <	3 KBOS-F
4 KFRR-F >>	3 KRZR-F	5 KJFX-F	5 KOQO-F	5 KOQO-F	5 KFSO-F	5 KRZR-F <	5 KJFX-F <	5 KVSR-F <	5 KSKS-F	5 KOQO-F
	3 KBOS-F	5 KRZR-F <	6 KRNC-F	6 KFSO-F	5 KJFX-F	6 KBOS-F <	6 KRZR-F <	6 KJWL-F <	5 KRNC-F <	6 KLBN-F
	7 KVSR-F	7 KFRR-F <	6 KRZR-F	6 KRNC-F <	7 KEZL-F <	7 KJFX-F	7 KALZ-F <	7 KALZ-F	7 KLBN-F	6 KJWL-F <
	7 KALZ-F	8 KVSR-F	8 KVSR-F	8 KVSR-F	8 KSOF-F <	8 KLBN-F	8 KVSR-F <	7 KLBN-F <	7 KEZL-F	8 KRNC-F
	9 KRNC-F	8 KBOS-F	8 KFRR-F	8 KRZR-F	9 KFRR-F	8 KOQO-F	9 KSOF-F	9 KOQO-F <	7 KKPW-F	9 KSEQ-F
	9 KLBN-F		8 KLBN-F <	8 KLBN-F <	10 KLBN-F	8 KJWL-F <	9 KOQO-F <	10 KRZR-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KNAX-F	1 KSKS-F	1 KSKS-F >	1 KNAX-F	1 KSKS-F	1 KFRR-F	1 KRZR-F	1 KRZR-F	1 KMJ	1 KMJ >	1 KSKS-F
1 KBOS-F	2 KALZ-F <	2 KRNC-F	2 KSKS-F >	2 KNAX-F >	2 KRZR-F	1 KFRR-F >	2 KFRR-F	2 KRZR-F	2 KJFX-F	2 KMJ <
3 KVSR-F	3 KRNC-F	3 KALZ-F	3 KALZ-F	3 KRNC-F	3 KBOS-F >	3 KOQO-F	2 KOQO-F	2 KJFX-F <	3 KNAX-F	3 KBOS-F
3 KALZ-F >	3 KNAX-F	3 KOQO-F	3 KVSR-F	3 KSOF-F <	4 KNAX-F	4 KBOS-F	4 KNAX-F	4 KNAX-F <	4 KRZR-F	3 KNAX-F <
5 KSEQ-F	5 KVSR-F <	5 KNAX-F	5 KRNC-F	5 KMJ	5 KVSR-F	4 KNAX-F	5 KLBN-F	5 KFRR-F	5 KOQO-F <	5 KFRR-F
5 KSKS-F	6 KBOS-F	6 KVSR-F	6 KSOF-F	5 KALZ-F <	5 KJFX-F	6 KLBN-F	6 KBOS-F	6 KOQO-F	6 KFRR-F	
	7 KOQO-F	6 KLBN-F	6 KBOS-F <	7 KVSR-F	5 KLBN-F	7 KJFX-F	6 KMJ	7 KSKS-F	6 KSKS-F	
	8 KLBN-F	8 KZFO-F	8 KOQO-F	7 KOQO-F <	5 KOQO-F	8 KVSR-F	6 KJFX-F	7 KBOS-F	8 KLBN-F <	
	8 KKPW-F	8 KEZL-F	9 KLBN-F	9 KFSO-F	5 KSKS-F >	9 KMJ	9 KVSR-F >	9 KLBN-F	9 KFSO-F <	
		8 KFRR-F	10 KEZL-F			9 KSKS-F >				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCBL	SPRTS	1340	Fresno	0.5	2.4	6 164	KCIV-F	REL	99.9	Mt. Bullion	0.6	1.9	11 192
KOEO	B	1210	Fowler	0.5	1.4	5 91	KUBB-F	C	96.3	Mariposa	0.5	1.8	16 371
KRDU	REL	1130	Dinuba	0.4	1.0	6 105							
KXEX	SP-C	1550	Fresno	0.7	1.3	7 83							
KYNO	SPRTS	1300	Fresno	0.4	2.1	5 155							

# FRESNO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar	20.9 %	21.0 %	40.4 %	AC	0 (0)	68 (2)	68 (2)	8.0 %	8.7 %
KALZ-FM, KBOS-FM, KCBL-AM, KEZL-FM, KFSO-FM, KRDU-AM, KRZR-FM, KSOF-FM				AOR/Classic/NR	0 (0)	112 (3)	112 (3)	13.2 %	12.3 %
CBS/Infinity	35.0 %	38.5 %	42.9 %	Black/Urban	5 (1)	61 (1)	66 (2)	7.8 %	1.3 %
KMJ-AM, KNAX-FM, KOOR-AM, KOQO-FM, KRNC-FM, KSKS-FM, KVSR-FM				CHR	0 (0)	93 (3)	93 (3)	11.0 %	12.4 %
Lotus	5.3 %	5.5 %	7.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KGST-AM, KLBN-FM, KMMM-FM				Country	0 (0)	71 (2)	71 (2)	8.4 %	8.6 %
Mondosphere	7.7 %	8.9 %	7.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KFRR-FM, KJFX-FM, KYNO-AM				Hispanic	39 (3)	121 (4)	160 (7)	18.9 %	21.6 %
	68.9 %	73.9 %	97.3 %	Jazz	0 (0)	27 (1)	27 (1)	3.2 %	2.9 %
				News/Talk	123 (2)	13 (1)	136 (3)	16.0 %	14.6 %
				Oldies	0 (0)	27 (1)	27 (1)	3.2 %	5.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	6 (1)	10 (2)	1.2 %	0.5 %
				Soft AC	0 (0)	27 (1)	27 (1)	3.2 %	3.4 %
				Sports	9 (2)	0 (0)	9 (2)	1.1 %	1.8 %
				Standards/EZ	0 (0)	42 (1)	42 (1)	5.0 %	6.7 %
				Totals	180 (9)	668 (21)	848 (30)		

## AM Stations

Station	Power	Time	Format	AM	FM	Total	%	Fall 97
KFRE	940	50 kw (DA-2)	Talk	Westwd	\$ NA	Lotus	Pappas	
KGST	1600	5 kw (DA-N)	Hispanic	Unica	\$ < 20.00	Lotus	Lotus	
KMJ	580	5 kw	News/Talk	Talknt. ABC	\$ 102.00	Katz	CBS/Infinity	
KOOR	790	5 kw/2.5 kw (DA-2)	Hispanic-Regional		\$ NA	Katz Hisp.	CBS/Infinity	Clovis

## FM Stations

Station	Power	Time	Format	AM	FM	Total	%	Fall 97
KALZ	102.7	50 kw @ 500	AC/CHR	ABC	\$ 30.00	Mc-Guild	Capstar	
KBOS	94.9	16.5 kw @ 847	CHR	ABC	\$ 60.00	Eastman	Capstar	Tulare
KEZL	96.7	25 kw @ 328	Jazz		\$ 30.00	Mc-Guild	Capstar	Fowler
KFRR	104.1	17 kw @ 853	AOR-New Rock		\$ 28.00	D&R	Mondosphere	Woodlake
KFSO	92.9	17.5 kw @ 853	Oldies		\$ 55.00	Mc-Guild	Capstar	Visalia
KJFX	95.7	17.5 kw @ 850	Classic AOR		\$ 39.00	D&R	Mondosphere	
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN	\$ 25.00	--		
KKPW	94.3	3 kw @ 328	Dance CHR		\$ NA	--		Kerman
KLBN	105.1	0.6 kw @ 1870	Hispanic-Regional		\$ 24.00	Lotus	Lotus	Auberry
KMPH	107.5	20.5 kw @ 783	News	CBS, AP	\$ 20.00	Lotus	Pappas	Hanford
KNAX	97.9	10.5 kw @ 1075	Urban Oldies		\$ 39.00	D&R	CBS/Infinity	
KOQO	101.9	2.3 kw @ 1948	Hispanic		\$ 35.00	Katz Hisp.	CBS/Infinity	
KRNC	105.9	2.4 kw @ 1960	Hispanic Contemp.		\$ NA	Katz Hisp.	CBS/Infinity	
KRZR	103.7	50 kw @ 500	AOR		\$ 37.00	Eastman	Capstar	Hanford
KSKS	93.7	68 kw @ 1912	Country		\$ 53.00	Katz	CBS/Infinity	
KSOF	98.9	19 kw @ 820	Soft AC	ABC	\$ 29.00	Eastman	Capstar	Dinuba
KVSR	101.1	10 kw @ 1076	Modern AC		\$ 21.00	Katz	CBS/Infinity	
KZFO	92.1	25 kw @ 312	Hispanic-Contemp.		\$ NA	Caballero	Z-Spanish	Madera

Notes: KSEQ-F - See Visalia-Hanford-Tulare . . . 10/98 KTAA-F sold for \$1,140,000 . . . 11/98 KTAA-F changed calls to KKPW-F, "Power 94, The Party" . . . 12/98 KMMM-F (107.1; Madera) sold to Lotus for \$4,500,000

# GAINESVILLE-OCALA

**Arbitron Rank:** 98 Pop (12+): 389,700  
**MSA Rank:** 199 - Gnsvl.; 183 - Ocala  
**MSA Pop:** 450,000  
**DMA:** 167  
**Average Persons Rating:** 13.7  
**Market TSL in Hours:** 19.00

**Stations:** 33 / 21  
**Diaries:** 1,139 / 342:1 / 52.2%  
**Sample Target:** 1,120  
**% Below Line:** 19.8  
**% Not Listed:** 14.4  
**Pop per Station:** 18,557

**Last Year's Revenue:** \$12,200,000  
**Household Income:** \$29,469  
**Total Retail Sales:** \$4.7 Bil.  
**#1 Biller:** WKTK, WOGK, ea. \$2,400,000  
**#1 Billing Portfolio:** Dix \$3,130,000

12+ Metro	Format	Fail 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WOGK-F	C	49 / 9.2	11.2	10.1	10.9	13.4	587 / 15.1	18.5	16.7	80 / 981	D	WOGK-F
2	WKTK-F	AC	37 / 6.9	7.6	7.0	8.1	9.0	586 / 15.0	16.9	15.3	59 / 845	D	WKTK-F
3	WNDD-FF	AOR	33 / 6.2	5.9	5.2	4.4	4.4	446 / 11.4	13.8	10.2	33 / 468	B	WNDD-FF
4	WTMG-F	B/A/C	32 / 6.0	5.2	5.6	6.7	4.2	495 / 12.7	10.8	11.7	43 / 571	B	WTMG-F
4	WRUF-F	AOR	32 / 6.0	5.9	6.7	6.3	5.9	724 / 18.6	17.2	20.1	43 / 972	C*	WRUF-F
6	WMFQ-F	SAC	30 / 5.6	4.3	4.7	5.0	4.4	353 / 9.0	8.2	8.1	34 / 479	B	WMFQ-F
7	WJHM-F	B	26 / 4.9	3.3	4.1	3.5	4.5	440 / 11.3	9.1	10.1	35 / 612		WJHM-F
7	WTRS-F	C	26 / 4.9	3.9	6.7	4.8	5.2	383 / 9.8	10.1	11.1	40 / 648	B	WTRS-F
9	WYKS-F	CHR	23 / 4.3	4.6	3.8	3.5	4.2	458 / 11.8	13.7	11.4	28 / 606	B	WYKS-F
10	WRZN	ST	18 / 3.4	2.6	2.3	3.1	1.7	164 / 4.2	4.1	5.2	32 / 363	A	WRZN
11	WMGF-F	AC	15 / 2.8	1.3	1.1	1.1	1.0	219 / 5.6	4.5	4.7	28 / 291		WMGF-F
12	WCFB-F	U/A/C	12 / 2.3	1.3	1.3	1.1	0.8	160 / 4.1	3.5	3.0	13 / 194		WCFB-F
12	WOCA	T	12 / 2.3	2.0	2.7	2.8	2.0	129 / 3.3	4.3	3.8	12 / 129	A	WOCA
12	WRUF	N/T	12 / 2.3	1.9	3.8	2.4	2.7	201 / 5.2	5.7	8.1	14 / 250	*	WRUF
15	WOCL-F	O	11 / 2.1	3.9	2.3	3.0	3.0	264 / 6.8	9.2	6.7	19 / 450		WOCL-F
16	WXXL-F	CHR	10 / 1.9	3.3	2.2	1.7	1.2	203 / 5.2	5.9	5.9	19 / 373		WXXL-F
16	WFKS-F	CHR	10 / 1.9	0.9	1.4	0.9	1.3	326 / 8.4	6.3	7.4	19 / 522		WFKS-F

12+ FM Share (Metro): 85.31% (389 of 456) (Fall 97: 85.47%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >	1 WRUF-F	1 WOGK-F	1 WNDD-FF	1 WOGK-F <	1 WOGK-F	1 WOGK-F <	1 WOGK-F	1 WOGK-F	1 WTMG-F	1 WOGK-F
2 WTMG-F	2 WTMG-F	1 WNDD-FF <	2 WOGK-F <	2 WNDD-FF <	2 WKTK-F	2 WKTK-F	2 WNDD-FF <	2 WKTK-F <	2 WRUF-F <	2 WJHM-F <
3 WYKS-F	3 WOGK-F <	3 WRUF-F <	3 WKTK-F	3 WKTK-F	3 WNDD-FF	3 WTMG-F	3 WKTK-F <	3 WRUF-F	3 WOGK-F	3 WRUF-F
3 WXXL-F	4 WYKS-F	4 WKTK-F	4 WTMG-F <	4 WTMG-F <	3 WMFQ-F	4 WMFQ-F	4 WMFQ-F	3 WNDD-FF	3 WJHM-F	4 WTMG-F
	4 WKTK-F	5 WTMG-F	5 WMFQ-F	5 WMFQ-F <	5 WTRS-F	4 WTRS-F	5 WTRS-F	5 WTMG-F	5 WNDD-FF <	5 WKTK-F
	6 WJHM-F	6 WMFQ-F <	5 WRUF-F	6 WRUF-F <	6 WRZN	4 WNDD-FF <	6 WRUF-F <	6 WMFQ-F	6 WTRS-F	6 WTRS-F
	7 WNDD-FF	7 WYKS-F	7 WTRS-F	7 WTRS-F >	7 WMGF-F	7 WRUF-F <	7 WRZN <	7 WYKS-F	6 WMFQ-F	6 WMFQ-F
	7 WMFQ-F >	8 WTRS-F	8 WYKS-F	8 WYKS-F	7 WTMG-F <	8 WJHM-F <	8 WTMG-F	7 WTRS-F <	8 WYKS-F	8 WYKS-F
		8 WJHM-F >	8 WJHM-F	8 WJHM-F	9 WOCA	9 WYKS-F	9 WYKS-F	9 WJHM-F >	8 WKTK-F	8 WNDD-FF
							9 WOCA			10 WRZN <

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WYKS-F >	1 WTMG-F >	1 WTMG-F >	1 WOGK-F <	1 WOGK-F	1 WRUF-F >	1 WRUF-F >	1 WRUF-F >	1 WNDD-FF	1 WNDD-FF >	1 WJHM-F
2 WRUF-F	2 WYKS-F	2 WKTK-F >	2 WKTK-F	2 WKTK-F <	2 WJHM-F	2 WOGK-F	2 WNDD-FF	1 WRUF-F >	2 WRUF-F <	1 WTRS-F
3 WMFQ-F	3 WKTK-F	3 WOGK-F	2 WTMG-F	3 WTMG-F	3 WOGK-F >	3 WJHM-F	2 WOGK-F >	3 WOGK-F	3 WOGK-F <	1 WTMG-F >>
3 WTMG-F >	3 WRUF-F	4 WRUF-F	4 WMFQ-F	4 WMFQ-F	3 WNDD-FF >	3 WNDD-FF >	4 WMFQ-F >	3 WKTK-F	4 WKTK-F	
5 WBXY-F	5 WOGK-F	4 WNDD-FF	5 WYKS-F	5 WNDD-FF >	5 WKTK-F	5 WKTK-F	3 WJHM-F	3 WJHM-F	5 WTRS-F	
5 WKTK-F >>	6 WMFQ-F	4 WJHM-F >	5 WNDD-FF	6 WTRS-F	5 WMFQ-F	5 WMFQ-F	6 WTRS-F	6 WTRS-F	6 WMFQ-F	
	7 WJHM-F		7 WRUF-F		5 WCFB-F	5 WCFB-F	6 WYKS-F	7 WJHM-F	7 WJHM-F	
	8 WNDD-FF		7 WTRS-F		5 WYKS-F	5 WYKS-F	8 WTMG-F	8 WTMG-F	8 WTMG-F	
	8 WTRS-F >						9 WMFQ-F	9 WMFQ-F	9 WMFQ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WBXY-F	AC/CHR	100.5	Newberry	1.1	4.3	7	223	WFYV-F	AOR	104.5	Jacksonville	0.4	1.4	8	184
WGGG	SPRTS	1230	Gainesville	0.9	2.0	5	78	WHTQ-F	CL AOR	96.5	Orlando	1.1	1.6	8	110
WLUS	ST	980	Gainesville	1.7	3.0	9	117	WJRR-F	AOR-NR	101.1	Cocoa Beach	0.4	1.0	3	52
WMOP	SPRTS	900	Ocala	0.8	2.7	5	116	WOKV	N/T	690	Jacksonville	0.4	0.9	9	102
WRKG-F	CL AOR	104.9	High Springs	0.9	2.3	6	111	WTKS-F	T	104.1	Cocoa Beach	0.9	2.4	13	146
WSKY-F	N/T	97.7	Micanopy	1.5	6.0	21	401	WWKA-F	C	92.3	Orlando	0.8	2.2	12	186
WTMC	T	1290	Ocala	0.4	2.2	3	95								
WWLO	T	1430	Gainesville	0.6	1.3	3	58								
WYGC-F	C	100.9	Gainesville	1.1	5.3	7	241								

# GAINESVILLE-OCALA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Asterisk WMFQ-FM, WRKG-FM, WTRS-FM, WYGC-FM	12.6 %	14.0 %	14.4 %	AC	0 (0)	58 (3)	58 (3)	12.7 %	9.6 %
Dix WNDD-FM, WNDT-FM, WOGK-FM	15.2 %	19.2 %	25.8 %	AOR/Classic/NR	0 (0)	79 (7)	79 (7)	17.3 %	18.8 %
Entercom WKTK-FM, WSKY-FM	8.4 %	10.1 %	23.8 %	Black/Urban	0 (0)	70 (3)	70 (3)	15.4 %	14.3 %
				CHR	0 (0)	43 (3)	43 (3)	9.4 %	8.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	85 (4)	85 (4)	18.6 %	22.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	31 (5)	13 (2)	44 (7)	9.6 %	11.5 %
				Oldies	0 (0)	11 (1)	11 (1)	2.4 %	3.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	30 (1)	30 (1)	6.6 %	5.6 %
				Sports	9 (2)	0 (0)	9 (2)	2.0 %	0.6 %
				Standards/EZ	27 (2)	0 (0)	27 (2)	5.9 %	4.1 %
				<b>Totals</b>	<b>67 (9)</b>	<b>389 (24)</b>	<b>456 (33)</b>		

## AM Stations

WOCA	1370	5 kw/0.033 kw	Talk	ABC	\$<20.00	—		Ocala
WRUF	850	5 kw (DA-N)	News/Talk	CBS	\$<20.00	—	Univ. of Florida	Gainesville
WRZN	720	10 kw/0.25 kw (DA-N)	Standards	ABC	\$<20.00	—	Alliance	Hernando

## FM Stations

WKTK	98.5	100 kw @ 981	AC		\$50.00	—	Entercom	Crystal River
WMFQ	92.9	50 kw @ 476	Soft AC	USA	\$20.00	—	Asterisk	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC	\$<20.00	Katz	Dix	Silver Springs
WNDT	92.5	3.2 kw @ 443	See WNDD-F					Alachua
WOGK	93.7	100 kw @ 1348	Country		\$45.00	Katz	Dix	Ocala
WRUF	103.7	100 kw @ 768	AOR	Source	\$33.00	—	Univ. of Florida	Gainesville
WTMG	101.3	3.5 kw @ 433	Black AC	ABC	\$<20.00	—		Williston
WTRS	102.3	50 kw @ 489	Country	ABC	\$29.00	—	Asterisk	Dunelton
WYGC	100.9	3 kw @ 298	Country		\$<20.00	Mc-Guild	Asterisk	Gainesville
WYKS	105.5	3 kw @ 466	CHR		\$<20.00	—		Gainesville

Notes: Other ranked stations – See Orlando or Daytona Beach . . . \* WRUF-F revenue level includes WRUF revenue . . . 9/98 WNFQ-F (100.5; Newberry) changed from Black to AC/CHR as WBXY-F ("Star") . . . 1/99 WRKG-F (104.9; High Springs) sold to Asterisk for \$825,000 (Hadden)

# GRAND RAPIDS

**Arbitron Rank:** 66 **Pop (12+):** 618,000  
**MSA Rank:** 58  
**MSA Pop:** 766,000  
**DMA:** 38 (w/Kalamazoo)  
**Average Persons Rating:** 15.9  
**Market TSL in Hours:** 21.00

**Stations:** 26 / 24  
**Diaries:** 1,767 / 350:1 / 59.2%  
**Sample Target:** 1,740  
**% Below Line:** 1.7  
**% Not Listed:** 16.8  
**Pop per Station:** 25,750

**Last Year's Revenue:** \$33,000,000  
**Household Income:** \$51,945  
**Total Retail Sales:** \$8.1 Bil.  
**#1 Biller:** WLHT-F \$5,250,000  
**#1 Billing Portfolio:**  
Clear Channel \$12,310,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	WIn 98	Fall 98	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WLAV-F	78 / 7.9	9.3	8.9	9.8	9.9	9.0	1140 / 18.4	20.1	19.6	120 / 1789	F	WLAV-F
2	WBCT-F	77 / 7.8	6.8	7.4	7.1	7.8	7.3	1047 / 16.9	16.1	16.1	160 / 2453	G	WBCT-F
3	WSNX-F	76 / 7.7	7.9	7.7	7.2	7.1	7.6	1292 / 20.9	20.5	19.7	127 / 2097	C	WSNX-F
4	WOOD	61 / 6.2	5.4	6.1	7.1	5.5	6.2	1027 / 16.6	14.3	14.5	68 / 1257	D	WOOD
5	WGRD-F	59 / 6.0	7.6	7.0	6.2	7.9	6.7	1125 / 18.2	18.5	20.9	90 / 1858	E	WGRD-F
6	WOOD-F	57 / 5.8	5.3	6.5	7.1	6.0	6.2	1011 / 16.4	17.4	17.0	98 / 1810	D	WOOD-F
7	WLHT-F	53 / 5.4	6.4	6.1	5.6	5.6	5.9	845 / 13.7	13.7	12.8	69 / 1127	G	WLHT-F
8	WKLO-F	42 / 4.3	5.5	5.4	4.2	3.1	4.8	725 / 11.7	13.4	11.8	80 / 1474	C	WKLO-F
9	WVTI-F	39 / 4.0	3.5	4.1	4.1	2.4	3.9	1055 / 17.2	15.0	10.7	57 / 1549	B	WVTI-F
9	WCUZ-F	39 / 4.0	4.2	3.7	3.5	4.3	3.8	591 / 9.6	8.2	10.5	66 / 1041	C	WCUZ-F
11	WODJ-F	38 / 3.9	3.2	3.5	3.8	3.8	3.6	794 / 12.9	11.4	11.4	56 / 1142	C	WODJ-F
12	WMJH	30 / 3.1	2.2	2.9	3.2	3.1	2.8	235 / 3.8	3.6	4.2	36 / 274	A	WMJH
13	WJQK-F	29 / 3.0	2.9	2.8	2.5	2.6	2.8	480 / 7.8	7.1	7.4	45 / 728		WJQK-F
14	WTRV-F	23 / 2.3	3.2	3.8	3.3	3.2	3.2	467 / 7.6	9.9	8.1	25 / 548		WTRV-F
15	WFGR-F	18 / 1.8	1.8	2.8	2.1	3.2	2.1	367 / 5.9	6.8	9.3	19 / 425	A	WFGR-F
16	WMUS-F	17 / 1.7	1.7	1.6	1.6	2.0	1.7	249 / 4.0	4.5	4.4	66 / 897		WMUS-F
17	WXBV	16 / 1.6	0.7	1.5	1.0	1.5	1.2	128 / 2.1	1.7	1.8	16 / 130		WXBV

12+ FM Share (Metro): 82.50% (674 of 817) (Fall 97: 85.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSNX-F >>>	1 WSNX-F <	1 WLAV-F	1 WLAV-F >	1 WLAV-F >	1 WOOD <	1 WGRD-F <	1 WLAV-F <	1 WSNX-F <	1 WSNX-F >	1 WSNX-F
2 WVTI-F	2 WGRD-F	2 WBCT-F	2 WBCT-F	2 WBCT-F	2 WOOD-F <	2 WLAV-F <	2 WOOD <	2 WLAV-F <	2 WBCT-F	2 WBCT-F
3 WGRD-F >>	3 WBCT-F	3 WGRD-F	3 WLHT-F <	3 WLHT-F	3 WLAV-F	3 WBCT-F <	3 WBCT-F	3 WBCT-F	3 WLAV-F	3 WLAV-F
	3 WKLO-F <	3 WSNX-F	4 WGRD-F	4 WOOD-F <	4 WBCT-F	4 WKLO-F <	4 WLHT-F <	4 WGRD-F <	4 WVTI-F	4 WGRD-F
	5 WLAV-F >	5 WLHT-F <	5 WSNX-F	5 WGRD-F <	5 WLHT-F <	5 WSNX-F <	5 WOOD-F	5 WOOD <	4 WGRD-F	5 WOOD-F
	6 WVTI-F	6 WKLO-F >	5 WJQK-F	6 WODJ-F <	6 WCUZ-F	6 WOOD <	6 WSNX-F <	6 WLHT-F <	6 WOOD-F <	5 WOOD <
	7 WJQK-F	7 WOOD-F	5 WODJ-F	7 WSNX-F <	7 WODJ-F	7 WOOD-F	7 WGRD-F	7 WOOD-F	7 WKLO-F	7 WCUZ-F <
	7 WLHT-F >	7 WJQK-F	5 WOOD-F <	8 WOOD	8 WMJH >	8 WLHT-F	8 WODJ-F <	8 WVTI-F	8 WLHT-F <	8 WVTI-F
		7 WVTI-F <	9 WKLO-F	9 WJQK-F <		9 WCUZ-F <	9 WCUZ-F <	9 WODJ-F <	9 WCUZ-F >	8 WODJ-F
			9 WOOD <	10 WKLO-F		10 WVTI-F <	10 WKLO-F	10 WCUZ-F <		10 WMJH <

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WSNX-F >	1 WSNX-F	1 WLAV-F	1 WSNX-F	1 WBCT-F <	1 WKLO-F >	1 WKLO-F	1 WLAV-F	1 WLAV-F >	1 WLAV-F >>	1 WBCT-F
2 WBCT-F >	2 WBCT-F >	2 WBCT-F	1 WBCT-F <	2 WLHT-F	2 WGRD-F	2 WGRD-F	2 WGRD-F	2 WKLO-F <	2 WGRD-F	1 WLAV-F <
3 WVTI-F	3 WGRD-F	3 WSNX-F	3 WLHT-F	3 WOOD-F	3 WBCT-F	3 WLAV-F	2 WKLO-F >	3 WGRD-F	3 WKLO-F	3 WSNX-F
4 WGRD-F	3 WVTI-F <	3 WGRD-F	4 WLAV-F	4 WLAV-F	3 WSNX-F >>	4 WSNX-F <	4 WBCT-F	4 WBCT-F >	3 WBCT-F <	4 WOOD
4 WLHT-F >	5 WLHT-F	5 WJQK-F	5 WOOD-F	5 WSNX-F <		5 WBCT-F >	4 WVTI-F	5 WSNX-F	5 WOOD	
	5 WLAV-F	5 WVTI-F	6 WVTI-F	6 WODJ-F		6 WVTI-F	4 WJQK-F	5 WOOD	6 WCUZ-F <	
	7 WJQK-F	5 WLHT-F >	6 WODJ-F	7 WJQK-F >		7 WJQK-F	4 WSNX-F	7 WCUZ-F	7 WLHT-F	
		8 WKLO-F	6 WJQK-F <	8 WGRD-F		7 WOOD	4 WOOD	7 WLHT-F	8 WODJ-F	
			9 WGRD-F >	8 WOOD				7 WVTI-F		
				8 WTRV-F				7 WJQK-F <		
				8 WVTI-F						

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WBBL	SPRTS 1340 Grand Rapids	0.6	2.9	6 187
WFUR-F	REL-CC 102.9 Grand Rapids	1.3	4.7	27 545
WGHN	AC 1370 Grand Haven	0.1	0.3	1 34
WGHN-F	AC 92.1 Grand Haven	0.9	1.8	11 190
WHTC	T 1450 Holland	1.2	1.8	18 170
WMFN	SPRTS 640 Zeeland	0.7	3.2	7 234
WMRR-F	AOR 101.7 Muskegon	0.7	2.1	31 446
WTKG	T 1230 Grand Rapids	1.0	3.9	12 267

# GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Bloomington</b> WBBL-AM, WKLQ-FM, WLAV-FM	12.8 %	17.1 %	20.5 %	AC	1 (1)	62 (2)	63 (3)	7.7 %	10.2 %
<b>Capstar</b> WGRD-FM, WLHT-FM, WNWZ-AM, WTRV-FM	13.7 %	15.2 %	26.7 %	AOR/Classic/NR	0 (0)	186 (4)	186 (4)	22.8 %	25.4 %
<b>Clear Channel</b> WBCT-FM, WCUZ-FM, WOOD-AM, WOOD-FM, WTKG-AM, WVTI-FM	28.8 %	26.4 %	37.3 %	Black/Urban	16 (1)	0 (0)	16 (1)	2.0 %	1.8 %
<b>Goodrich</b> WMRR-FM, WODJ-FM, WSNX-FM, WXBV-AM	13.9 %	13.6 %	10.8 %	CHR	0 (0)	115 (2)	115 (2)	14.1 %	8.3 %
<b>Local</b> WMFN-AM, WMJH-AM	3.8 %	1.9 %	0.6 %	Classical	0 (0)	18 (1)	18 (1)	2.2 %	3.8 %
	73.1 %	74.2 %	95.9 %	Country	0 (0)	133 (3)	133 (3)	16.3 %	16.7 %
				Full Service	61 (1)	0 (0)	61 (1)	7.5 %	6.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	22 (2)	0 (0)	22 (2)	2.7 %	1.9 %
				Oldies	0 (0)	38 (1)	38 (1)	4.7 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	42 (2)	42 (2)	5.1 %	5.6 %
				Soft AC	0 (0)	80 (2)	80 (2)	9.8 %	10.9 %
				Sports	13 (2)	0 (0)	13 (2)	1.6 %	0.9 %
				Standards/EZ	30 (1)	0 (0)	30 (1)	3.7 %	3.7 %
				<b>Totals</b>	<b>143 (8)</b>	<b>674 (17)</b>	<b>817 (25)</b>		

## AM Stations

Station	Freq	Pwr	Day	Format	AM	FM	Total	%	Fall 97
WMJH	810	3.5 kw	Days	Standards	Westwd, CBS	\$ NA ---	WMFN		Rockford
WOOD	1300	5 kw	DA-NI	Full Svc/Talk	Westwd	\$52.00	Clr Chnl		Clear Channel
WXBV	1140	5 kw	Days, DA	Black AC	AURN	\$<20.00	D&R		Goodrich

## FM Stations

Station	Freq	Pwr	Day	Format	AM	FM	Total	%	Fall 97
WBCT	93.7	320 kw	@ 780	Country		\$110.00	Clr Chnl		Clear Channel
WCUZ	101.3	50 kw	@ 420	Country		\$40.00	Clr Chnl		Clear Channel
WFGR	98.7	2.8 kw	@ 492	Classical		\$<20.00	Allied		
WGRD	97.9	13 kw	@ 590	AOR-New Rock	AMFM	\$54.00	Eastman		Capstar
WJQK	99.3	4.7 kw	@ 371	Contemp. Christian	ABC	\$<20.00	Salem		Zeeland
WKLQ	94.5	50 kw	@ 500	AOR	ABC	\$60.00	Katz		Bloomington
WLAV	96.9	50 kw	@ 489	Classic AOR	ABC	\$77.00	---		Bloomington
WLHT	95.7	40 kw	@ 554	AC	ABC	\$87.00	Eastman		Capstar
WMUS	106.9	50 kw	@ 480	Country	ABC, Westwd	\$29.00	Christal		Muskegon
WODJ	107.3	50 kw	@ 492	Oldies		\$40.00	D&R		Goodrich
WOOD	105.7	265 kw	@ 810	Soft AC		\$65.00	Clr Chnl		Clear Channel
WSHX	104.5	32 kw	@ 620	CHR		\$38.00	D&R		Goodrich
WTRV	100.5	3 kw	@ 328	Soft AC	AMFM	\$ NA	Eastman		Capstar
WVTI	96.1	50 kw	@ 492	CHR/AC		\$<20.00	Clr Chnl		Clear Channel

Notes: WRCV (1410) changed from Country to CNN News as WNWZ . . . 10/98 WJNZ (1680) began operation, simulcasting Black AC WXBV; reportedly, WXBV will change to satellite-delivered Talk . . . 11/98 WGMV (940; South Haven) changed calls to WCSY

# GREEN BAY

Arbitron Rank: 182 Pop (12+): 179,100  
 MSA Rank: 191  
 MSA Pop: 217,000  
 DMA: 71 (w/Appleton)  
 Average Persons Rating: 14.9  
 Market TSL In Hours: 19.50

Stations: 23 / 11  
 Diaries: 595 / 301:1 / 59.9%  
 Sample Target: 610  
 % Below Line: 30.7  
 % Not Listed: 10.5  
 Pop per Station: 16,282

Last Year's Revenue: \$11,900,000  
 Household Income: \$49,634  
 Total Retail Sales: \$2.5 Bil  
 #1 Biller: WIXX-F \$4,400,000  
 #1 Billing Portfolio:  
 Midwest Communications \$6,800,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WIXX-F	CHR	30 / 11.3	13.3	16.7	14.0	17.3	660 / 36.9	34.7	40.7	139 / 2565	F	WIXX-F
2	WAPL-F	AOR	24 / 9.0	8.5	10.7	13.3	9.6	372 / 20.8	18.7	21.4	180 / 1785		WAPL-F
3	WNCY-F	C	20 / 7.5	9.5	5.7	7.2	7.0	279 / 15.6	22.0	15.6	77 / 1062		WNCY-F
4	WOLH-F	CHR/AC	18 / 6.8	4.1	5.3	3.9	8.3	369 / 20.6	16.5	17.6	35 / 700	C	WOLH-F
5	WNFL	T/SPRTS	17 / 6.4	3.4	6.3	3.9	8.3	383 / 21.4	9.6	20.3	24 / 565	C	WNFL
5	WKSZ-F	CHR	15 / 5.6	5.8	5.0	4.7	3.6	386 / 21.5	20.9	18.5	37 / 1089	B	WKSZ-F
6	WJLW-F	CL AOR	15 / 5.6	4.8	3.0	1.8		236 / 13.2	15.0	6.1	25 / 506		WJLW-F
8	WLTM-F	SAC	14 / 5.3	3.4	3.7	5.0	3.3	218 / 12.2	12.0	10.3	27 / 422	A	WLTM-F
9	WGEE	N/T	13 / 4.9	4.8	4.0	6.1	5.3	206 / 11.5	12.9	11.5	21 / 343	B	WGEE
10	WOZZ-F	AOR/CL	11 / 4.1	2.0	5.7	7.2	4.3	264 / 14.8	12.9	14.8	49 / 1133		WOZZ-F
10	WOGB-F	O	11 / 4.1	8.5	5.3	4.3	3.0	247 / 13.8	18.1	14.6	27 / 592		WOGB-F
10	WDUZ	SPRTS	11 / 4.1	3.1	5.0	5.0	4.3	283 / 15.8	10.2	13.8	16 / 380	B	WDUZ

12+ FM Share (Metro): 76.99% ( 184 of 239 ) ( Fall 97: 77.70% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXX-F	1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WIXX-F <	1 WIXX-F	1 WIXX-F >	1 WAPL-F <	1 WAPL-F <	1 WIXX-F >	1 WNFL
1 WKSZ-F >>>	2 WIXX-F	1 WIXX-F >	1 WIXX-F	2 WAPL-F	2 WGEE	2 WAPL-F	2 WIXX-F	2 WIXX-F	2 WJLW-F	2 WIXX-F
3 WQLH-F	2 WQLH-F	3 WNCY-F <	3 WNCY-F	3 WNCY-F	2 WNFL	3 WGEE <	3 WNCY-F <	3 WNCY-F	2 WKSZ-F	3 WKSZ-F <
3 WNCY-F >>	4 WNCY-F	4 WQLH-F <	4 WJLW-F <	4 WJLW-F <	4 WAPL-F	4 WNCY-F <	4 WNFL	4 WQLH-F	4 WQLH-F	4 WAPL-F <
	5 WKSZ-F >	5 WJLW-F	5 WNFL	5 WNFL <	4 WJLW-F	5 WOZZ-F <	5 WQLH-F	5 WKSZ-F <	4 WLTM-F	5 WNCY-F
	6 WJLW-F	6 WNFL <	5 WQLH-F	6 WQLH-F <	4 WLTM-F	6 WQLH-F	6 WJLW-F <	6 WJLW-F	6 WNCY-F	6 WLTM-F <
	6 WLTM-F	7 WOZZ-F	7 WOZZ-F	7 WLTM-F	4 WNCY-F	7 WNFL	7 WLTM-F <	7 WOGB-F	7 WGEE	7 WDUZ
	6 WNFL	7 WLTM-F	8 WLTM-F	8 WOGB-F	8 WOGB-F	7 WJLW-F <	8 WDUZ	7 WLTM-F	7 WNFL	8 WJLW-F
				8 WOZZ-F		9 WKSZ-F	9 WGEE	9 WOZZ-F <		8 WQLH-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIXX-F >	1 WIXX-F	1 WQLH-F	1 WIXX-F >	1 WIXX-F >	1 WAPL-F >>	1 WAPL-F >>	1 WAPL-F >	1 WAPL-F >	1 WAPL-F	1 WIXX-F >>
2 WKSZ-F	2 WQLH-F	1 WIXX-F	2 WLTM-F	2 WLTM-F	2 WKSZ-F	2 WQLH-F	2 WNCY-F	2 WNFL	2 WNFL	2 WJLW-F
2 WLTM-F	3 WNCY-F	3 WNCY-F >	3 WQLH-F	3 WQLH-F	2 WQLH-F >>	3 WNCY-F	3 WNFL	3 WJLW-F	3 WJLW-F	2 WKSZ-F >
2 WNCY-F >>	4 WKSZ-F	4 WKSZ-F	4 WAPL-F	4 WAPL-F		3 WNFL	3 WQLH-F >	3 WNCY-F	3 WNCY-F	4 WGEE
	5 WLTM-F	4 WLTM-F	4 WNCY-F	4 WNCY-F		5 WIXX-F	5 WDUZ	3 WOZZ-F	5 WOZZ-F	
	5 WAPL-F >>>	4 WAPL-F >>	6 WKSZ-F >	6 WOGB-F		5 WJLW-F	5 WJLW-F	6 WIXX-F	6 WIXX-F	
			7 WOGB-F	7 WJLW-F		5 WKSZ-F >	5 WECB-F	7 WDUZ	6 WDUZ	
			7 WJLW-F >>	7 WKSZ-F >>			5 WPKC-F >>	7 WQLH-F >>	8 WOGB-F	
									8 WQLH-F >>	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEZR-F	AC/CHR	107.5	Brillion 1.9 8.0 16 368
WGBM-F	C/O	94.7	Mishicot 3.0 5.0 12 175

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WECB-F	CL HITS	104.3	Seymour 1.5 3.1 11 172
WHBY	FS	1150	Kimberly 0.4 2.4 32 540
WNAM	ST	1280	Oshkosh 3.0 5.3 36 537
WPKC-F	C	104.9	Kaukauna 1.9 6.2 60 887
WROE-F	SAC	94.3	Neenah 0.4 3.1 28 496
WRVM-F	REL	102.7	Suring 1.1 2.2 10 200
WTMJ	FS	620	Milwaukee 1.9 4.4 29 532
WVBO-F	O	103.9	Winneconne 0.4 2.6 28 602

# GREEN BAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Cumulus WEZR-FM, WJLW-FM, WOGB-FM	11.6 %	14.9 %	%	AC	0 (0)	5 (1)	5 (1)	2.1 %	0.4 %
Midwest Communications WGEE-AM, WIXX-FM, WLTM-FM, WNFL-AM	21.5 %	19.7 %	57.1 %	AOR/Classic/NR	0 (0)	50 (3)	50 (3)	20.9 %	18.2 %
	33.1 %	34.6 %	57.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	63 (3)	63 (3)	26.4 %	30.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	32 (4)	32 (4)	13.4 %	10.8 %
				Full Service	6 (2)	0 (0)	6 (2)	2.5 %	1.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				News/Talk	30 (2)	0 (0)	30 (2)	12.6 %	11.5 %
				Oldies	0 (0)	16 (3)	16 (3)	6.7 %	8.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	3 (1)	3 (1)	1.3 %	0.4 %
				Soft AC	0 (0)	15 (2)	15 (2)	6.3 %	5.6 %
				Sports	11 (1)	0 (0)	11 (1)	4.6 %	5.6 %
				Standards/EZ	8 (1)	0 (0)	8 (1)	3.3 %	4.5 %
				<b>Totals</b>	<b>55 (6)</b>	<b>184 (17)</b>	<b>239 (23)</b>		

## AM Stations

Station	Power	Time	Format	Network	Rate	Advertiser	Agency
WDUZ	1400	1 kw	Sports	ABC, ESPN	\$<20.00	Katz	WQLH-F
WGEE	1360	5 kw (DA-N)	News/Talk	CBS	\$20.00	Banner	Midwest Commun.
WNFL	1440	5 kw/0.5 kw (DA-2)	Talk/Sports	Westwd. 1-On-1	\$22.00	Christal	Midwest Commun.

## FM Stations

Station	Freq	Power	Time	Format	Network	Rate	Advertiser	Agency
WEZR	107.5	5 kw @ 751		AC/CHR		\$ NA	Allied	Cumulus Brillion
WIXX	101.1	100 kw @ 1080		CHR		\$83.00	Banner	Midwest Commun.
WJLW	106.7	25 kw @ 328		Classic AOR		\$ NA	—	Cumulus Allouez
WKSZ	95.9	25 kw @ 272		CHR		\$<20.00	Mc-Guild	Woodward DePere
WLTM	99.7	46 kw @ 512		Soft AC		\$45.00	Banner	Midwest Commun. Sturgeon Bay
WOGB	103.1	3.6 kw @ 879		Oldies	ABC	\$ NA	Allied	Cumulus Kaukauna
WQLH	98.5	100 kw @ 500		CHR/AC	ABC	\$37.00	Katz	WDUZ

Notes: Other ranked stations – See Appleton-Oshkosh . . . WOGB-F has changed its selected home market from Appleton-Oshkosh to Green Bay



# GREENSBORO-WINSTON SALEM

**Arbitron Rank:** 42 Pop (12+): 997,700  
**MSA Rank:** 47  
**MSA Pop:** 1,170,000  
**DMA:** 47  
**Average Persona Rating:** 15.1  
**Market TSL In Hours:** 20.00

**Stations:** 34 / 23  
**Diaries:** 2,340 / 426:1 / 55.5%  
**Sample Target:** 2,250  
**% Below Line:** 8.5  
**% Not Listed:** 17.0  
**Pop per Station:** 43,378

**Last Year's Revenue:** \$36,500,000  
**Household Income:** \$40,980  
**Total Retail Sales:** \$12.4 Bil.  
**#1 Biller:** WTQR-F \$6,850,000  
**#1 Billing Portfolio:** Clear Channel \$11,550,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WJMH-F	H	146 / 9.7	92	92	7.6	8.5	8.9	1867 / 18.7	16.6	16.3	228 / 3157	D	WJMH-F
2 WTQR-F	C	144 / 9.6	101	111	9.7	10.4	10.1	2187 / 21.0	23.0	21.5	251 / 3630	G	WTQR-F
3 WQMG-F	HAC	100 / 6.6	70	62	6.5	6.4	6.6	1161 / 11.6	12.0	13.0	138 / 1758	D	WQMG-F
4 WMAG-F	AC	99 / 6.6	65	69	6.3	7.4	6.6	1470 / 14.7	15.3	15.1	137 / 2069	F	WMAG-F
5 WKRR-F	AOR/CI	95 / 6.3	64	49	4.9	6.9	5.6	1490 / 16.0	13.1	15.2	117 / 2009	E	WKRR-F
6 WHSL-F	C	79 / 5.2	51	48	5.7	5.4	5.2	1333 / 13.4	12.2	12.0	108 / 1981	D	WHSL-F
7 WKZL-F	AC/CHR	76 / 5.0	49	43	5.4	3.9	4.9	1092 / 17.0	15.0	14.4	103 / 2399	F	WKZL-F
8 WMQX-F	O	76 / 5.0	62	57	5.9	5.7	5.7	1386 / 13.9	13.7	15.0	127 / 2319	D	WMQX-F
9 WKSI-F	AC/NR	65 / 4.3	44	41	4.3	4.2	4.3	1602 / 16.7	15.7	15.4	92 / 2307	C	WKSI-F
10 WSJS	FS/T	60 / 4.0	45	47	5.3	3.6	4.6	1014 / 10.2	11.0	9.8	61 / 1071	D	WSJS
11 WXRA-F	AOR	60 / 3.8	28	27	2.4	2.2	2.9	1070 / 10.7	10.0	9.6	77 / 1591	C	WXRA-F
12 WKXU-F	C	27 / 1.8	20	19	2.0	3.0	1.9	836 / 0.4	7.0	8.5	52 / 1302		WKXU-F
13 WIAL	WG	23 / 1.6	14	17	1.9	2.2	1.6	187 / 1.9	2.1	2.6	23 / 193		WIAL

12+ FM Share (Metro) 87.39% (1095 of 1253) (Fall 97 87.82%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMH-F >>>	1 WJMH-F >	1 WJMH-F <	1 WKRR-F	1 WQMG-F <	1 WTQR-F >	1 WTQR-F	1 WTQR-F	1 WJMH-F	1 WJMH-F >>	1 WJMH-F
2 WKSI-F >>	2 WKRR-F >	2 WKRR-F >	2 WQMG-F	2 WKRR-F <	2 WQMG-F	2 WKRR-F <	2 WMAG-F	2 WTQR-F	2 WQMG-F	2 WTQR-F
	3 WXRA-F	3 WQMG-F <	3 WMAG-F <	3 WTQR-F <	3 WMAG-F	3 WJMH-F	3 WJMH-F <	3 WMAG-F <	3 WTQR-F	3 WQMG-F
	4 WKZL-F	4 WTQR-F	4 WJMH-F	4 WMAG-F	4 WQMG-F	4 WKZL-F <	4 WKRR-F <	4 WQMG-F <	4 WKRR-F <	4 WHSL-F
	5 WTQR-F	5 WKZL-F <	4 WTQR-F <	5 WJMH-F	5 WSJS	5 WMAG-F <	5 WQMG-F	5 WKRR-F <	5 WMAG-F <	5 WKRR-F <
	6 WKSI-F	6 WMAG-F	6 WKZL-F	5 WMQX-F <	6 WHSL-F <	6 WQMG-F	5 WMQX-F <	6 WKZL-F <	6 WKSI-F <	6 WMAG-F <
	6 WQMG-F <	7 WHSL-F <	7 WMQX-F <	7 WKZL-F <	7 WKRR-F >	7 WSJS <	7 WSJS <	7 WMQX-F	7 WHSL-F	7 WMQX-F <
	8 WHSL-F >	8 WXRA-F <	8 WHSL-F >	8 WHSL-F >	8 WJMH-F <	8 WMQX-F <	8 WHSL-F	8 WHSL-F <	8 WXRA-F <	8 WKSI-F
		9 WMQX-F <	9 WKSI-F <	9 WKSI-F <	9 WKZL-F >	9 WHSL-F	9 WKZL-F <	9 WKSI-F <	9 WKZL-F	9 WKZL-F
		10 WKSI-F >>	10 WXRA-F >	10 WXRA-F		10 WKSI-F	10 WXRA-F	10 WXRA-F >	10 WMQX-F >	10 WXRA-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMH-F >>	1 WJMH-F >	1 WJMH-F	1 WJMH-F <	1 WMAG-F <	1 WJMH-F >	1 WKRR-F <	1 WKRR-F >	1 WKRR-F	1 WKRR-F >	1 WJMH-F
2 WTQR-F	2 WKZL-F	2 WKZL-F	2 WMAG-F <	2 WQMG-F <	2 WXRA-F >	2 WJMH-F	2 WXRA-F	2 WJMH-F	2 WQMG-F	1 WTQR-F
3 WKSI-F	3 WTQR-F <	2 WMAG-F	3 WTQR-F <	3 WTQR-F	3 WKRR-F >	3 WXRA-F >>	3 WJMH-F	3 WXRA-F <	3 WTQR-F <	3 WSJS
	4 WMAG-F	4 WQMG-F <	4 WQMG-F <	4 WMQX-F	4 WTQR-F	4 WKZL-F	4 WKZL-F	4 WQMG-F	4 WJMH-F	4 WQMG-F
	5 WXRA-F >	5 WKSI-F	5 WTQR-F	5 WKZL-F	5 WHSL-F	4 WKSI-F >	5 WKSI-F	5 WQMG-F	5 WTQR-F	5 WKZL-F
	6 WMAG-F	6 WHSL-F	6 WHSL-F >	6 WHSL-F <	5 WKZL-F	5 WQMG-F	6 WKSI-F	6 WKZL-F	5 WMAG-F	
	6 WHSL-F	6 WQMG-F <	7 WKRR-F	7 WMQX-F <	7 WJMH-F >	7 WTQR-F <	7 WHSL-F	7 WHSL-F	5 WXRA-F <	
	6 WKRR-F >	8 WXRA-F	7 WKSI-F	8 WKSI-F	8 WKSI-F <	8 WHSL-F >	8 WTQR-F	7 WMAG-F	8 WMQX-F <	
		9 WKRR-F >	8 WKRR-F	9 WKRR-F >>				9 WKSI-F	9 WHSL-F	
								9 WMQX-F	10 WSJS	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAA	H	980	Winston Salem	0.6	1.8	9	180
WHAC	SI	1150	Burlington	0.4	1.2	6	128
WCOS	VA	1690	High Point	0.4	0.7	6	66
WSTI	SI	98.3	Thomasville	1.2	2.1	20	236
WIXN	I	1440	Lexington	0.3	0.8	5	76
WMIK	HS	1230	High Point	1.2	2.5	18	252
WPII	C	950	Greensboro	0.4	0.9	9	110
WFOI	HC	1340	Winston Salem	0.3	0.8	5	82
WSMI	FS/T	1200	Craham	0.3	1.3	5	152
WWGI-F	RI	94.1	Lexington	1.1	3.5	27	527
WXII	N	830	Kannonsville	0.7	2.9	11	345
WDRF-F	C	98.1	Galax, VA	0.4	2.0	29	661
WDCC-F	CHR	105.1	Durham	1.3	5.1	62	1360
WEND-F	AOR-NR	106.5	Salisbury	1.1	5.1	38	891
WFMX-F	C	105.7	Statesville	1.3	4.1	68	1055
WNKS-F	CHR	95.1	Charlottesville	0.3	2.0	28	703
WPEG-F	D	97.9	Concord	0.4	1.2	35	506
WPTF	FS/T	680	Raleigh	0.3	1.3	29	477
WQOK-F	D	97.5	S. Boston, VA	0.7	2.5	48	992
WRSN-F	AC	93.9	Burlington	0.5	1.2	33	552
WSSS-F	CLINTS	104.7	Charlotte	0.3	1.8	26	527

# GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	13.0 %	14.4 %	20.9 %	AC	0 (0)	248 (4)	248 (4)	19.8 %	18.8 %
<b>Clear Channel</b> WSJS-AM, WSML-AM, WTQR-FM, WXRA-FM	17.6 %	14.6 %	31.6 %	AOR/Classic/NR	0 (0)	169 (3)	169 (3)	13.5 %	12.9 %
<b>Dick</b> WKRR-FM, WKZL-FM	11.3 %	14.9 %	20.8 %	Black/Urban	9 (1)	263 (4)	272 (5)	21.7 %	19.7 %
<b>Sinclair Broadcast Group</b> WEAL-AM, WJMH-FM, WMQX-FM, WQMG-FM	22.8 %	23.8 %	21.6 %	CHR	0 (0)	24 (2)	24 (2)	1.9 %	2.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	276 (5)	276 (5)	22.0 %	25.9 %
				Full Service	88 (4)	0 (0)	88 (4)	7.0 %	5.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	15 (2)	0 (0)	15 (2)	1.2 %	0.5 %
				Oldies	0 (0)	80 (2)	80 (2)	6.4 %	7.3 %
				Others/Unknown	6 (1)	0 (0)	6 (1)	0.5 %	0.0 %
				Religion/Gospel	34 (3)	17 (1)	51 (4)	4.1 %	5.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Standards/EZ	6 (1)	18 (1)	24 (2)	1.9 %	1.2 %
				<b>Totals</b>	<b>158 (12)</b>	<b>1095 (22)</b>	<b>1253 (34)</b>		

## AM Stations

WEAL	1510	1 kw (Days)	Black Gospel	\$ NA	Mc-Guild	Sinclair Bcst Gp
WSJS	600	5 kw (DA-2)	Full Svc/Talk	ABC, ESPN, Talknt	Interep	Clear Channel

## FM Stations

WHSL	100.3	100 kw @ 1035	Country	\$35.00	Sentry	Capstar	
WJMH	102.1	100 kw @ 1204	Black	\$55.00	D&R	Sinclair Bcst Gp	Reidsville
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR	\$65.00	Katz	Dick	Asheboro
WKSI	98.7	100 kw @ 1035	Modern AC	\$40.00	Eastman	Bahakel	
WKZL	107.5	100 kw @ 994	AC/CHR	\$80.00	Katz	Dick	
WMAG	99.5	100 kw @ 1500	AC	\$78.00	Sentry	Capstar	
WMQX	93.1	100 kw @ 1099	Oldies	\$50.00	D&R	Sinclair Bcst Gp	
WQMG	97.1	100 kw @ 1234	Black AC	\$35.00	Mc-Guild	Sinclair Bcst Gp	
WTQR	104.1	100 kw @ 1420	Country	\$172.00	Clr Chnl	Clear Channel	
WXRA	94.5	100 kw @ 982	AOR	\$39.00	Mc-Guild	Clear Channel	Eden

Notes: WKXU-F -- See Raleigh-Durham . . . 9/98 WKEW (1400) changed from Talk to Children's as WRDG . . . 9/98 WBAG (1150; Burlington) sold for \$150,000 . . . 11/98 WTCK (1320) changed from Sports to simulcasting Full Service/Talk WMFR

# GREENVILLE-NEW BERN-JACKSONVILLE

Arbitron Rank: 81 Pop (12+): 465,900  
 MSA Rank: 281 - Greenvl; 243 - Jksnvl  
 MSA Pop: 418,000  
 DMA: 104  
 Average Persons Rating: 15.0  
 Market TSL in Hours: 19.75

Stations: 40 / 27  
 Diaries: 1,521 / 306:1 / 53.9%  
 Sample Target: 1,530  
 % Below Line: 9.6  
 % Not Listed: 12.7  
 Pop per Station: 17,256

Last Year's Revenue: \$18,800,000  
 Household Income: \$35,552  
 Total Retail Sales: \$5.1 Bil.  
 #1 Biller: WRNS-AF \$4,000,000  
 #1 Billing Portfolio: Beasley \$7,700,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WRNS-AF	C	115 / 16.5	12.3	17.3	17.3	16.2	15.8	1346 / 28.9	26.5	29.1	147 / 1799	F	WRNS-AF
2	WIKS-F	B	94 / 13.5	12.1	14.0	12.1	12.3	12.9	1031 / 22.1	21.7	21.2	120 / 1427	D	WIKS-F
3	WSFL-F	AOR	69 / 9.9	8.6	7.1	8.3	8.6	8.5	931 / 20.0	16.0	17.5	80 / 1220	D	WSFL-F
4	WXNR-F	AOR-NR	37 / 5.3	4.0	4.4	4.8	4.1	4.6	609 / 13.1	12.8	12.7	41 / 685	A	WXNR-F
5	WNCT-F	O	27 / 3.9	4.6	4.3	3.8	3.8	4.1	449 / 9.6	9.9	10.5	49 / 833	C	WNCT-F
6	WRHT-F	CHR	25 / 3.6	3.6	3.6	3.2	3.5	3.5	509 / 10.9	10.3	1.2	26 / 528	C	WRHT-F
7	WELS-F	B/G	23 / 3.3	2.5	2.3	3.4	2.8	2.9	259 / 5.6	5.3	5.6	24 / 283	A	WELS-F
8	WMGV-F	AC/CHR	21 / 3.0	4.3	4.5	4.5	4.4	4.1	462 / 9.9	11.7	12.1	24 / 524	A	WMGV-F
9	WKOO-F	O	17 / 2.4	2.8	2.6	2.3	2.7	2.5	321 / 6.9	7.6	6.9	22 / 382		WKOO-F
10	WRSV-F	B	14 / 2.0	2.2	1.8	1.8	1.7	2.0	281 / 6.0	5.3	3.2	40 / 643		WRSV-F
11	WOSL-F	CHR	13 / 1.9	2.5	2.1	1.8	1.6	2.1	334 / 7.2	7.8	6.1	17 / 394		WOSL-F
12	WERO-F	CL HITS	12 / 1.7	3.2	2.5	2.3	2.7	2.4	414 / 8.9	10.5	8.6	20 / 676	C	WERO-F
13	WNBR-F	C/O	11 / 1.6	1.3	2.7	2.3	1.8	2.0	172 / 3.7	4.1	3.9	12 / 204		WNBR-F
13	WMNX-F	B	11 / 1.6	1.4	0.5	0.8	0.6	1.1	223 / 4.8	2.2	3.1	18 / 334		WMNX-F
15	WANG-F	ST	10 / 1.4	1.4	0.8	0.8	0.7	1.1	111 / 2.4	3.1	2.2	10 / 112		WANG-F

12+ FM Share (Metro): 95.74% (584 of 610) (Fall 97: 93.15%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIKS-F	1 WIKS-F	1 WRNS-AF <	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >>	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF	1 WIKS-F >	1 WRNS-AF <
2 WXNR-F	2 WSFL-F >	2 WIKS-F	2 WIKS-F <	2 WIKS-F <	2 WIKS-F >	2 WSFL-F	2 WSFL-F <	2 WIKS-F >	2 WRNS-AF	2 WIKS-F >>
3 WRNS-AF	3 WRNS-AF	3 WSFL-F >>	3 WSFL-F >>	3 WSFL-F >>	3 WSFL-F <	3 WIKS-F >>	3 WIKS-F >>	3 WSFL-F	3 WXNR-F >	3 WSFL-F
3 WRSV-F >>	4 WXNR-F >	4 WXNR-F >	4 WNCT-F	4 WNCT-F	4 WNCT-F	4 WXNR-F	4 WXNR-F	4 WXNR-F >	4 WRSV-F	4 WXNR-F <
	5 WRHT-F >	5 WRHT-F	5 WRHT-F	5 WRHT-F	5 WELS-F	5 WNCT-F	5 WNCT-F	5 WNCT-F	5 WSFL-F	5 WELS-F <
	6 WERO-F	6 WNCT-F	5 WXNR-F <	5 WMGV-F	6 WKOO-F	6 WRHT-F	6 WRHT-F <	6 WRHT-F	6 WRHT-F <	6 WRHT-F
		7 WMGV-F >	7 WMGV-F	5 WXNR-F <			7 WMGV-F <	6 WELS-F	7 WNCT-F <	7 WNCT-F
								6 WMGV-F	8 WMGV-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIKS-F >	1 WIKS-F >	1 WIKS-F >	1 WRNS-AF <	1 WRNS-AF	1 WSFL-F <	1 WSFL-F	1 WSFL-F >>	1 WSFL-F	1 WRNS-AF <	1 WIKS-F >
2 WRNS-AF	2 WRNS-AF >	2 WRNS-AF >	2 WIKS-F >>	2 WIKS-F >>	2 WIKS-F <	2 WIKS-F	2 WIKS-F	2 WRNS-AF <	2 WSFL-F >	2 WRNS-AF
3 WMGV-F	3 WSFL-F	3 WSFL-F >	3 WSFL-F	3 WSFL-F <	3 WXNR-F >>	3 WXNR-F	3 WRNS-AF	3 WIKS-F >	3 WIKS-F >>	3 WXNR-F >
4 WRHT-F	4 WRHT-F	4 WERO-F	4 WMGV-F	4 WNCT-F <	4 WRNS-AF	4 WRNS-AF	4 WXNR-F	4 WXNR-F >	4 WNCT-F	4 WRSV-F
4 WELS-F	4 WMGV-F	4 WXNR-F >	5 WNCT-F	5 WMGV-F	5 WRHT-F >	5 WRHT-F >>	4 WRHT-F >	5 WRHT-F >	4 WRHT-F	5 WSFL-F
4 WXNR-F >	4 WXNR-F >		6 WXNR-F	6 WELS-F >		6 WERO-F >	6 WERO-F	6 WNCT-F	6 WXNR-F	
									7 WKOO-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCBZ-F	CHR	103.7	Williamston	1.1	4.6	18	346	WFXK-F	B	104.3	Tarboro	0.9	2.8	30	458
WCZI-F	T	98.3	Washington	0.6	3.4	4	161	WGNI-F	AC	102.7	Wilmington	0.4	1.0	11	107
WDLX	T	930	Washington	0.4	1.7	3	84	WGTM	B/G	590	Wilson	1.0	1.3	12	153
WELS	B/G	1010	Kinston	0.4	1.3	3	60	WKIX-F	C	96.9	Goldsboro	0.4	2.1	18	513
WGPM-F	AC	94.3	Farmville	0.9	2.5	6	141	WKTC-F	C	95.5	Pinetops	0.6	2.1	14	324
WJNC	T	1240	Jacksonville	0.6	1.2	4	54	WKXB-F	C	99.9	Burgaw	0.4	2.0	11	180
WKJA-F	O	101.1	Belhaven	0.6	1.7	4	113	WQDR-F	C	94.7	Raleigh	0.4	2.3	24	479
WMBL	ST	740	Morehead City	0.4	1.1	3	60	WRAL-F	AC/CHR	101.5	Raleigh	0.4	3.2	32	672
WOOW	G	1340	Greenville	0.7	1.4	5	65	WRDU-F	AOR	106.1	Wilson	1.0	4.4	57	784
WTKF-F	T	107.3	Atlantic	1.3	3.4	9	163	WTRG-F	O	100.7	Rocky Mount	1.1	4.3	43	726
WXQR-F	AOR	105.5	Jacksonville	0.9	3.9	8	222	WZFX-F	B	99.1	Whiteville	0.4	2.3	10	281
								WZXS-F	ST	103.9	Topsail Beach	0.9	2.1	17	174

# GREENVILLE-NEW BERN-JACKSONVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Beasley</b> WIKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM	35.6 %	37.7 %	41.0 %	AC	0 (0)	33 (4)	33 (4)	5.4 %	7.0 %
<b>Cumulus</b> WQSL-FM, WXQR-FM	2.8 %	2.9 %	4.3 %	AOR/Classic/NR	0 (0)	119 (4)	119 (4)	19.5 %	17.7 %
<b>Local - 1, pend.</b> WCBZ-FM, WNBR-FM, WRHT-FM, WZBR-FM	6.3 %	5.2 %	8.5 %	Black/Urban	0 (0)	128 (5)	128 (5)	21.0 %	18.0 %
<b>Local - 2</b> WCZI-FM, WGPM-FM	1.4 %	1.8 %	%	CHR	0 (0)	46 (3)	46 (3)	7.5 %	7.6 %
<b>Pinnacle</b> WANG-FM, WCPQ-AM, WDLX-AM, WERO-FM, WKJA-FM, WKOO-FM, WRNS-AM, WRNS-FM	23.4 %	26.3 %	34.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	69.5 %	73.9 %	88.4 %	Country	1 (1)	138 (7)	139 (8)	22.8 %	22.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	7 (2)	13 (2)	20 (4)	3.3 %	3.8 %
				Oldies	0 (0)	68 (5)	68 (5)	11.1 %	12.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	15 (3)	23 (1)	38 (4)	6.2 %	8.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	3 (1)	16 (2)	19 (3)	3.1 %	2.2 %
				<b>Totals</b>	<b>26 (7)</b>	<b>584 (33)</b>	<b>610 (40)</b>		

## AM Stations

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

Station	Freq	Pwr	Format	Source	AM	FM	Total	City
WANG	105.1	18.5 kw @ 384	Standards	\$ NA	Katz	Pinnacle	Havelock	
WELS	102.9	3 kw @ 328	Black Gospel	ABC, AURN	\$ NA	Willis	Kinston	
WERO	93.3	100 kw @ 1780	Classic Hits	Westwd	\$36.00	Katz	Washington	
WIKS	101.9	100 kw @ 983	Black	ABC, Westwd	\$55.00	D&R	New Bern	
WKOO	98.7	100 kw @ 978	Oldies	ABC	\$25.00	Allied	Jacksonville	
WMGV	103.3	100 kw @ 593	AC/CHR	Westwd	\$<20.00	D&R	Newport	
WNBR	94.1	11 kw @ 485	Classic Country	JRN, Westwd	\$ NA	Keystone	WRHT-F, pend.	Oriental
WNCT	107.9	100 kw @ 1700	Oldies	ABC	\$30.00	D&R	Beasley	Greenville
WQSL	92.3	23 kw @ 725	CHR		\$19.00	Banner	Cumulus	Jacksonville
WRHT	96.3	100 kw @ 492	CHR		\$35.00	---		Morehead City
WRNS	95.1	100 kw @ 1500	Country	ABC	\$74.00	Mc-Guild	Pinnacle	Kinston
WRSV	92.1	1.7 kw @ 380	Black	AURN	\$ NA	---		Rocky Mounl
WSFL	106.5	100 kw @ 915	AOR	Westwd	\$47.00	D&R	Beasley	New Bern
WXIR	99.5	16.5 kw @ 843	AOR-New Rock	Westwd	\$17.00	D&R	Beasley	Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic AOR		\$<20.00	Banner	Cumulus	Jacksonville
WZBR	97.7	3 kw @ 249	See WNBR-F					Kinston

Notes: WMNX-F - See Wilmington, NC ... 12/98 WWNB (1490; New Bern) changed from Contemp. Christian to Jones Radio Networks' Standards service ... 1/99 WCPQ (1330; Havelock) changed calls to WANG ... 1/99 WKJA-F changed from simulcasting Oldies WKOO-F to simulcasting Standards WANG-F ... 1/99 WNBR-F/WZBR-F sold to WRHT-F/WCBZ-F for \$1,200,000 ... 2/99 WNCT (AM) added brokered Hispanic & Variety programming 3 PM-12 M

# GREENVILLE-SPARTANBURG

**Arbitron Rank:** 58 **Pop (12+):** 744,900  
**MSA Rank:** 64  
**MSA Pop:** 916,000  
**DMA:** 35 (w/Asheville)  
**Average Persons Rating:** 15.2  
**Market TSL in Hours:** 20.50

**Stations:** 31 / 23  
**Diaries:** 1,853 / 402:1 / 47.0%  
**Sample Target:** 1,910  
**% Below Line:** 5.3  
**% Not Listed:** 16.3  
**Pop per Station:** 32,387

**Last Year's Revenue:** \$30,500,000  
**Household Income:** \$38,885  
**Total Retail Sales:** \$9.3 Bil.  
**#1 Biller:** WSSL-F \$5,700,000  
**#1 Billing Portfolio:** Capstar \$15,500,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fail 97	12+ TSA AQH / Cume	Revenue Level	
1	WJMZ-F	106 / 9.3	10.8	10.6	9.0	9.0	9.9	1137 / 15.3	16.7	16.4	162 / 1810	E	WJMZ-F
2	WSSL-F	100 / 8.8	8.1	9.2	10.7	10.2	9.2	1519 / 20.4	22.4	22.7	177 / 2609	G	WSSL-F
3	WROQ-F	89 / 7.8	8.6	7.5	5.8	8.0	7.4	1212 / 16.3	17.0	18.4	141 / 2165	G	WROQ-F
3	WESC-F	89 / 7.8	7.8	7.3	9.0	7.9	8.0	1340 / 18.0	18.8	16.4	145 / 2411	E	WESC-F
5	WFBC-F	87 / 7.7	8.2	8.1	9.2	9.0	8.3	1522 / 20.4	21.8	21.3	173 / 2887	C	WFBC-F
6	WSPA-F	85 / 7.5	5.8	7.6	6.4	7.2	6.8	1062 / 14.3	13.4	15.3	129 / 1704	D	WSPA-F
7	WMYI-F	63 / 5.6	7.1	5.7	5.7	6.5	6.0	1230 / 16.5	16.6	17.4	112 / 2099	F	WMYI-F
8	WTPT-F	62 / 5.5	6.1	5.3	5.2	4.2	5.5	955 / 12.8	12.2	12.1	107 / 1684	C	WTPT-F
9	WORD-AA	N/T	4.5 / 4.0	3.9	3.9	4.3	4.2	611 / 8.2	7.2	8.2	51 / 693	B	WORD-AA
10	WOLI-F	O	3.4 / 3.0	3.9	3.2	3.4	2.3	545 / 7.3	8.6	8.1	35 / 589	C	WOLI-F
11	WPEK-F	T	3.1 / 2.7	1.8	2.2	1.5	1.4	504 / 6.8	6.4	5.0	41 / 713		WPEK-F
12	WMUU-F	EZ/ST	2.4 / 2.1	2.2	2.7	2.8	2.7	411 / 5.5	5.8	5.3	40 / 672	B	WMUU-F
13	WPJM	B/G	1.9 / 1.7	0.8	1.2	2.4	1.6	220 / 2.9	2.0	2.8	19 / 220		WPJM
14	WPEG-F	B	1.5 / 1.3	1.7	1.9	1.9	1.4	284 / 3.8	4.1	3.8	31 / 555		WPEG-F
15	WSPA	T	1.2 / 1.1	1.7	0.7	1.0	1.1	174 / 2.3	2.1	3.1	14 / 220	B	WSPA
16	WRIX-F	C	1.1 / 1.0	0.6	1.1	1.0	1.7	173 / 2.3	2.7	2.6	13 / 229	A	WRIX-F

12+ FM Share (Metro): 88.95% (845 of 950) (Fall 97: 88.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WFBC-F	1 WROQ-F <	1 WROQ-F	1 WROQ-F	1 WESC-F	1 WSSL-F <	1 WSPA-F	1 WJMZ-F <	1 WJMZ-F	1 WJMZ-F
2	WJMZ-F >	2 WJMZ-F	2 WJMZ-F	2 WJMZ-F <	1 WSSL-F	2 WROQ-F <	2 WSSL-F	2 WFBC-F <	2 WFBC-F >	2 WSSL-F
3	WTPT-F >>	3 WTPT-F	3 WFBC-F <	3 WSPA-F <	3 WSPA-F <	3 WESC-F <	2 WROQ-F <	3 WROQ-F <	3 WMYI-F	3 WESC-F <
4	WROQ-F	4 WSSL-F <	4 WSSL-F	4 WSSL-F	4 WROQ-F	4 WJMZ-F	4 WESC-F <	4 WSSL-F <	3 WTPT-F <	4 WFBC-F
5	WSSL-F	5 WSPA-F <	5 WMYI-F	5 WMYI-F	5 WJMZ-F <	5 WFBC-F	5 WORD-AA <	5 WSPA-F	5 WSSL-F	5 WSPA-F <
6	WSPA-F	6 WTPT-F <	6 WESC-F <	6 WESC-F	6 WMYI-F <	6 WSPA-F	6 WJMZ-F	6 WESC-F <	6 WESC-F <	6 WMYI-F
		7 WMYI-F	7 WTPT-F <	7 WFBC-F	7 WORD-AA	7 WMYI-F	7 WFBC-F <	7 WTPT-F	7 WSPA-F <	6 WROQ-F
		8 WESC-F >	8 WFBC-F >	7 WTPT-F	8 WOLI-F	8 WTPT-F	8 WMYI-F <	8 WMYI-F	8 WROQ-F >	8 WTPT-F >
				9 WOLI-F <	9 WMUU-F	9 WORD-AA >	9 WTPT-F	9 WOLI-F		
								9 WPEK-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WFBC-F	1 WJMZ-F >	1 WJMZ-F	1 WJMZ-F	1 WFBC-F	1 WTPT-F	1 WROQ-F	1 WROQ-F >	1 WROQ-F >>	1 WJMZ-F <
2	WJMZ-F >	2 WFBC-F >	2 WMYI-F	2 WSPA-F <	1 WSPA-F	2 WTPT-F >	2 WFBC-F	2 WTPT-F	2 WTPT-F	2 WSSL-F >
3	WSSL-F	3 WSPA-F	2 WSPA-F	3 WFBC-F <	3 WSSL-F <	3 WJMZ-F	2 WROQ-F	3 WJMZ-F	3 WSSL-F <	3 WESC-F <
4	WTPT-F	4 WSSL-F <	4 WFBC-F	4 WSSL-F	4 WMYI-F	4 WROQ-F	4 WJMZ-F >	4 WSSL-F	4 WFBC-F	4 WJMZ-F <
5	WSPA-F	5 WMYI-F	5 WSSL-F	4 WMYI-F	5 WROQ-F	5 WESC-F	5 WSSL-F	5 WPEK-F	4 WJMZ-F	4 WTPT-F
		5 WTPT-F >	5 WTPT-F	6 WROQ-F	6 WFBC-F <	6 WPEK-F	6 WFBC-F	6 WESC-F	6 WSPA-F	5 WROQ-F
			7 WROQ-F	7 WESC-F	7 WESC-F		7 WSPA-F	7 WPEK-F <	7 WMYI-F	
				8 WOLI-F				8 WSPA-F <	7 WPEK-F	
									9 WORD-AA	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume								
WASC	B/O	1530	Spartanburg	0.7	0.8	8	60	WBAV-F	B/AC	101.9	Gaslonia, NC	0.4	1.7	13	300
WCCP-F	SPRTS	104.9	Clemson	0.4	1.3	6	149	WHLC-F	EZ	104.5	Highlands, NC	0.6	1.0	12	166
WESC	C/O	660	Greenville	0.4	1.6	6	152	WKSF-F	C	99.9	Asheville, NC	0.5	3.0	85	1368
WKDY	C/O	1400	Spartanburg	0.5	0.8	8	63	WLNK-F	AC-NR	107.9	Charlotte, NC	0.7	3.4	17	445
WRIX	G	1020	Homeland Park	0.9	0.8	10	68	WMIT-F	REL	106.9	Black Mountain, NC	0.7	2.8	36	692
								WWMG-F	O	96.1	Shelby, NC	0.6	2.3	28	497
								WXRC-F	AOR	95.7	Hickory, NC	0.4	0.9	5	167

# GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WGVL-AM, WMYI-FM, WROQ-FM, WSSL-FM	22.2 %	27.5 %	50.8 %	AC	0 (0)	71 (2)	71 (2)	7.5 %	8.2 %
				AOR/Classic/NR	0 (0)	155 (3)	155 (3)	16.3 %	14.2 %
<b>Clear Channel</b> WESC-AM, WESC-FM, WJMZ-FM, WTPT-FM	23.0 %	20.9 %	29.3 %	Black/Urban	8 (1)	126 (3)	134 (4)	14.1 %	13.3 %
				CHR	0 (0)	87 (1)	87 (1)	9.2 %	10.5 %
<b>Local (LMA to Sinclair)</b> WOLI-FM, WOLT-FM	3.0 %	3.9 %	3.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Sinclair Broadcast Group</b> WFBC-FM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM	20.3 %	17.8 %	15.6 %	Country	11 (2)	206 (4)	217 (6)	22.8 %	23.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	57 (3)	31 (1)	88 (4)	9.3 %	6.4 %
				Oldies	0 (0)	41 (3)	41 (3)	4.3 %	4.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	29 (2)	8 (1)	37 (3)	3.9 %	4.5 %
				Soft AC	0 (0)	85 (1)	85 (1)	8.9 %	9.2 %
				Sports	0 (0)	4 (1)	4 (1)	0.4 %	0.0 %
				Standards/EZ	0 (0)	31 (2)	31 (2)	3.3 %	4.0 %
	<b>68.5 %</b>	<b>70.1 %</b>	<b>99.3 %</b>	<b>Totals</b>	<b>105 (8)</b>	<b>845 (22)</b>	<b>950 (30)</b>		

## AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station	City
WORD	910	3.6 kw/0.89 kw (DA-2)		News/Talk	CBS, ESPN	\$19.00	Allied	Sinclair Bcst Gp
WPJM	800	1 kw/0.44 kw		Black Gospel	ABC	\$ NA	Keystone	Greer
WSPA	950	5 kw (DA-N)		Talk	CBS, Westwd	\$17.00	Allied	Sinclair Bcst Gp
WYRD	1330	5 kw (DA-N)		See WORD				

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station	City
WESC	92.5	100 kw @ 2000		Country	ABC	\$77.00	Clr Chnl	Clear Channel
WFBC	93.7	100 kw @ 1850		CHR	CBS	\$40.00	Katz	Sinclair Bcst Gp
WJMZ	107.3	100 kw @ 1010		Black	ABC	\$59.00	Katz	Clear Channel
WMUU	94.5	100 kw @ 1200		EZ/Standards	UPI	\$24.00	—	Anderson
WMYI	102.5	20 kw @ 1782		AC	AMFM	\$97.00	Christal	Capstar
WOLI	103.9	6 kw @ 328		Oldies	ABC	\$21.00	Allied	Hendersonville, NC
WOLT	103.3	2.7 kw @ 495		See WOLI-F				Easley
WPEK	98.1	100 kw @ 997		Talk	CNN, Westwd	\$ NA	—	Greer
WRIX	103.1	6 kw @ 328		Country	USA, Westwd	\$16.00	—	Seneca, SC
WROQ	101.1	100 kw @ 986		AOR/Classic AOR	ABC	\$100.00	Banner	Honea Path
WSPA	98.9	100 kw @ 1910		Soft AC		\$44.00	Allied	Anderson
WSSL	100.5	100 kw @ 1240		Country	AMFM	\$109.00	Katz	Capstar
WTPT	93.3	93 kw @ 2030		AOR	ABC	\$22.00	Banner	Gray Court
								Clear Channel
								Forest City, NC

Notes: WPEG-F -- See Charlotte . . . 10/98 WFIS (1600; Fountain Inn) sold for \$195,000

# HARRISBURG

Arbitron Rank: 76 Pop (12+): 522,200	Stations: 33 / 22	Last Year's Revenue: \$23,400,000
MSA Rank: 85	Diaries: 1,690 / 309:1 / 59.8%	Household Income: \$48,284
MSA Pop: 619,000	Sample Target: 1,650	Total Retail Sales: \$6.8 Bil.
DMA: 44 (w/Lanc., York)	% Below Line: 16.3	#1 Biller: WNNK-F \$7,300,000
Average Persons Rating: 15.4	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 23,736	Capstar, pend. \$11,350,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WNNK-F	CHR	92 / 11.5	12 0	10.2	11 3	9.2	11 2	1373 / 26.3	23.4	24 0	104 / 1690	H	WNNK-F
2 WHP	FS	73 / 9.1	8 3	8 0	10 2	8.0	8 9	1031 / 19.7	16.5	18 2	105 / 1622	D	WHP
3 WRBT-F	C	53 / 6.6	8 1	7.8	7 1	6.8	7.4	698 / 13.4	15.1	15 3	63 / 989	C	WRBT-F
4 WRVV-F	AC-AOR	49 / 6.1	6 9	7 2	7 1	7.1	6.8	841 / 16.1	18.5	17 3	93 / 1650	E	WRVV-F
5 WWKL-F	O	42 / 5.2	5 4	4 8	5 1	5.4	5 1	696 / 13.3	13 0	13 4	51 / 954	D	WWKL-F
5 WQXA-F	AOR	42 / 5.2	6 0	5 2	5 8	5.6	5.6	791 / 15.2	14.0	14 8	113 / 2157		WQXA-F
7 WTPA-F	AOR	40 / 5.0	4 9	5.6	4 5	5.6	5 0	712 / 13.6	13.8	13 9	70 / 1449	E	WTPA-F
8 WRKZ-F	C	35 / 4.4	5 0	6 1	3 8	5.6	4 8	637 / 12.2	12.8	14 0	110 / 1756	E	WRKZ-F
9 WTCY	BIAC	30 / 3.7	2 6	3 0	2 1	2.5	2 9	222 / 4.2	4 2	4 5	30 / 224	A	WTCY
10 WLAN-F	CHR	26 / 3.2	3 1	2 6	3 2	2.1	3 0	646 / 12.4	11 1	8 6	93 / 1979		WLAN-F
11 WROZ-F	SAC	25 / 3.1	3 2	4 2	3 9	3.6	3 6	567 / 10.9	10.8	10 7	92 / 1648		WROZ-F
12 WEGK-F	CL AOR	19 / 2.4	1 6	1 4	2 4	2.3	1 9	349 / 6.7	6 9	8 2	56 / 1157		WEGK-F
13 WLBR	FS	17 / 2.1	2 1	1 8	2 5	2.4	2 1	232 / 4.4	4 6	5 4	17 / 276		WLBR
14 WHYL-F	C	16 / 2.0	1 8	1 7	1 8	1.9	1 8	298 / 5.7	5 6	5 3	19 / 363	*	WHYL-F
14 WYCR-F	CHR	16 / 2.0	1 2	1 2	1 2	1 0	1 4	505 / 9.7	6 3	6 6	73 / 1691		WYCR-F
16 WHYL	ST	15 / 1.9	2 9	3 4	2 9	3 4	2 8	253 / 4.9	6 3	7 3	22 / 359	C*	WHYL
17 WDAC-F	REL	14 / 1.7	1 5	1 2	2 5	1.4	1 7	257 / 4.9	4 3	3 9	64 / 973		WDAC-F
17 WNCE-F	EZ/ST	14 / 1.7	2 1	1 8	2 6	2.6	2 1	243 / 4.6	4 8	6 8	29 / 455	B	WNCE-F
19 WARM-F	SAC	12 / 1.5	1 6	1 6	1 3	2 1	1 5	276 / 5.3	4 7	4 5	114 / 1517		WARM-F
19 WKBO	ST	12 / 1.5	1 3	1 7	1 0	1 3	1 4	190 / 3.6	3 6	3 6	13 / 205	A^	WKBO

12+ FM Share (Metro): 76.92%      ( 530 of 689 )      ( Fall 97: 76.22% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNNK-F	1 WNNK-F	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WHP >	1 WNNK-F >	1 WHP	1 WNNK-F >	1 WNNK-F	1 WNNK-F >
2 WLAN-F >	2 WQXA-F >	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WNNK-F	2 WHP	2 WNNK-F >	2 WRBT-F <	2 WRBT-F	2 WRBT-F
3 WYCR-F	3 WTPA-F <	3 WQXA-F <	3 WTPA-F <	3 WRBT-F	3 WWKL-F <	3 WQXA-F	3 WRVV-F <	3 WHP <	2 WQXA-F <	2 WHP
3 WQXA-F	4 WRBT-F	4 WTPA-F <	4 WRBT-F <	4 WWKL-F <	4 WRVV-F <	4 WRBT-F <	4 WWKL-F <	4 WRVV-F <	4 WHP	4 WWKL-F
	5 WRVV-F	5 WRBT-F >	5 WQXA-F	5 WTPA-F <	5 WRBT-F	5 WRVV-F	5 WRBT-F	5 WTPA-F	5 WLAN-F	5 WRVV-F <
	6 WLAN-F >	6 WWKL-F	6 WWKL-F	6 WQXA-F	6 WRKZ-F	6 WWKL-F <	6 WTPA-F	6 WWKL-F <	5 WTCY <	6 WRKZ-F <
		7 WTCY <	7 WHP	7 WHP	7 WTCY <	7 WTPA-F	7 WRKZ-F <	7 WQXA-F	7 WROZ-F <	7 WTPA-F
		8 WHP	8 WTCY	8 WRKZ-F	8 WTPA-F <	8 WRKZ-F >	8 WQXA-F	8 WTCY <	8 WRKZ-F <	7 WTCY <
		9 WRKZ-F	9 WROZ-F <	9 WTCY <	9 WLBR <	9 WLBR	9 WTCY	9 WLAN-F <	9 WRVV-F	9 WLAN-F <
		9 WLAN-F <			10 WROZ-F <			10 WRKZ-F	10 WTPA-F	10 WQXA-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WNNK-F >>	1 WNNK-F >>	1 WNNK-F >>	1 WNNK-F >>	1 WNNK-F >>	1 WQXA-F >	1 WQXA-F >	1 WQXA-F >>	1 WQXA-F	1 WRVV-F <	1 WRBT-F
2 WYCR-F	2 WRBT-F	2 WRBT-F	2 WRVV-F	2 WRVV-F	2 WNNK-F	2 WTPA-F	2 WRVV-F	2 WNNK-F <	2 WQXA-F <	2 WNNK-F
3 WRBT-F	3 WLAN-F	3 WRVV-F	3 WRBT-F	2 WRBT-F	2 WTPA-F >>	3 WNNK-F	2 WTPA-F	3 WRVV-F	3 WNNK-F	3 WRKZ-F
3 WLAN-F >	4 WRVV-F	4 WROZ-F	4 WTPA-F <	4 WWKL-F	4 WRKZ-F	4 WRVV-F	4 WRBT-F	3 WTPA-F >	4 WTPA-F <	4 WHP >
5 WHYL-F	4 WTPA-F	4 WLAN-F	5 WWKL-F <	5 WTPA-F <	4 WRBT-F	4 WRBT-F >	5 WNNK-F >	5 WRBT-F	5 WHP <	
5 WQXA-F	4 WYCR-F	4 WTPA-F	6 WROZ-F	6 WROZ-F	4 WLAN-F >>	6 WLAN-F	6 WEGK-F	6 WHP	6 WRBT-F	
5 WTCY >>	7 WQXA-F	7 WQXA-F	6 WTCY	6 WRKZ-F	6 WEGK-F	6 WEGK-F	7 WLAN-F	6 WEGK-F	6 WWKL-F	
	7 WROZ-F		8 WLAN-F	8 WTCY		7 WTCY >	8 WWKL-F	8 WEGK-F	8 WEGK-F	
			8 WRKZ-F	9 WHP				9 WRKZ-F	9 WRKZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WADV	REL	940	Lebanon	0.5	0.8	8 127	WGTY-F	C	107.7	Gettysburg	0.4	2.1	55 757
WIOO	AC	1000	Carlisle	0.4	1.0	3 60	WIOV-F	C	105.1	Ephrata	0.6	2.7	64 1078
WQIC-F	AC	100.1	Lebanon	0.7	1.7	7 113	WQKX-F	CHR	94.1	Sunbury	0.5	2.4	18 333
WQLV-F	SAC	98.9	Millersburg	0.9	2.4	11 178	WSOX-F	O	96.1	Red Lion	0.5	1.7	100 1308
WWII	REL	720	Shiremansdown	0.5	1.9	5 130	WWMD-F	EZ	104.7	Hagerstown, MD	0.4	1.1	23 277
WWKL	O	1460	Harrisburg	0.1	0.9	2 48							
WYGL-F	C	100.5	Elizabeth	0.4	1.0	8 163							

# HARRISBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar, pend.</b> WNCE-FM, WNNK-FM, WTCY-AM, WTPA-FM	21.9 %	24.7 %	46.4 %	AC	3 (1)	55 (2)	58 (3)	8.4 %	9.1 %
<b>Citadel, pend.</b> WHYL-AM, WHYL-FM, WRKZ-FM	8.3 %	6.6 %	14.0 %	AOR/Classic/NR	0 (0)	101 (3)	101 (3)	14.7 %	15.6 %
<b>Clear Channel</b> WHP-AM, WKBO-AM, WRBT-FM, WRVW-FM, WWKL-AM, WWKL-FM	28.6 %	29.5 %	35.4 %	Black/Urban	30 (1)	0 (0)	30 (1)	4.4 %	2.9 %
	<b>58.8 %</b>	<b>60.8 %</b>	<b>95.8 %</b>	CHR	0 (0)	138 (4)	138 (4)	20.0 %	16.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	115 (6)	115 (6)	16.7 %	17.6 %
				Full Service	90 (2)	0 (0)	90 (2)	13.1 %	12.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
				Oldies	1 (1)	46 (2)	47 (3)	6.2 %	0.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	8 (2)	14 (1)	22 (3)	3.2 %	2.6 %
				Soft AC	0 (0)	44 (3)	44 (3)	6.4 %	7.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	27 (2)	17 (2)	44 (4)	6.4 %	8.4 %
				<b>Totals</b>	<b>159 (9)</b>	<b>530 (23)</b>	<b>689 (32)</b>		

## AM Stations

Station	Power	Frequency	Format	Call Letters	Revenue	Owner	Market
WHP	580	5 kw (DA-N)	Full Service	ABC	\$44.00	Katz	Clear Channel
WHYL	960	5 kw/0.22 kw (DA-1)	Standards	Westwd	\$<20.00	Unirep	Citadel, pend. Carisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Clear Channel
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P	WQIC-F Lebanon
WTCY	1400	1 kw	Black AC	AMFM, Westwd	\$<20.00	Eastman	Capstar

## FM Stations

Station	Power	Frequency	Format	Call Letters	Revenue	Owner	Market
WHYL	102.3	3 kw @ 328	Country		\$<20.00	---	Citadel, pend. Carisle
WNCE	92.1	3.3 kw @ 300	EZ List/Standards	ABC	\$15.00	Sentry	Capstar, pend. Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	Westwd, AMFM	\$129.00	Eastman	Capstar
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Clear Channel
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel Hershey
WRVW	97.3	17 kw @ 840	AC-AOR	ABC	\$65.00	Katz	Clear Channel
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Sentry	Capstar, pend. Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies	ABC	\$43.00	Christal	Clear Channel

Notes: \* WHYL revenue level includes WHYL-F revenue; ^ WKBO revenue level includes WWKL (AM) revenue . . . Other ranked stations - See Lancaster or York . . . 11/98 WHYL-AF sold to Citadel for \$4,250,000 . . . 2/99 WHYL-F changed from Country to simulcasting Country WRKZ-F . . . 2/99 WTPA-FWNCE-F sold to Capstar for \$15,000,000



# HARTFORD

**Arbitron Rank:** 45 **Pop (12+):** 955,200  
**MSA Rank:** 49  
**MSA Pop:** 1,110,000  
**DMA:** 26 (w/New Haven)  
**Average Persons Rating:** 16.0  
**Market TSL In Hours:** 21.25

**Stations:** 29 / 16  
**Diaries:** 2,384 / 401:1 / 50.7%  
**Sample Target:** 2,320  
**% Below Line:** 9.1  
**% Not Listed:** 16.9  
**Pop per Station:** 59,700

**Last Year's Revenue:** \$56,800,000  
**Household Income:** \$56,720  
**Total Retail Sales:** \$11.6 Bil.  
**#1 Biller:** WRCH-F \$9,900,000  
**#1 Billing Portfolio:** CBS/Infinity \$28,600,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WRCH-F	174 / 11.4	11.5	11.2	11.2	9.9	11.3	2096 / 21.9	23.5	21.4	252 / 3191	H	WRCH-F
2	WTIC	167 / 10.9	10.7	11.1	11.3	11.1	11.0	2290 / 24.0	24.9	24.6	207 / 3098	H	WTIC
3	WKSS-F	116 / 7.6	6.8	7.5	7.8	6.7	7.4	2230 / 23.4	24.4	21.9	242 / 4768	F	WKSS-F
4	WTIC-F	109 / 7.1	6.5	6.7	7.5	6.8	7.0	2277 / 23.8	23.4	22.8	163 / 3860	G	WTIC-F
5	WWYZ-F	105 / 6.9	6.6	8.4	7.0	8.0	7.2	1445 / 15.1	14.5	15.5	206 / 2870	G	WWYZ-F
6	WDRC	92 / 6.0	4.7	4.1	5.0	5.0	5.0	925 / 9.7	8.6	8.4	93 / 1001	B	WDRC
7	WCCC-AF	72 / 4.7	4.3	4.6	4.8	4.1	4.6	1185 / 12.4	13.4	12.5	130 / 2302	D	WCCC-AF
8	WDRC-F	69 / 4.5	6.2	6.0	5.8	6.0	5.6	1342 / 14.1	15.4	17.2	148 / 2818	F	WDRC-F
9	WMRQ-F	61 / 4.0	4.7	4.8	4.8	4.8	4.6	1289 / 13.5	16.4	14.5	127 / 2727	E	WMRQ-F
10	WZMX-F	50 / 3.3	3.0	3.2	3.8	4.0	3.3	1057 / 11.1	12.2	14.0	95 / 2095	F	WZMX-F
11	WHCN-F	47 / 3.1	3.0	2.4	2.3	3.0	2.7	1088 / 11.4	9.8	11.8	98 / 2143	E	WHCN-F
12	WNEZ	32 / 2.1	2.6	2.5	2.2	3.4	2.3	502 / 5.3	5.2	6.8	33 / 555		WNEZ
13	WFAN	26 / 1.7	1.1	1.2	1.4	1.5	1.4	559 / 5.9	5.0	5.8	88 / 1812		WFAN
14	WLAT	25 / 1.6	0.9	1.0	0.9	0.9	1.1	249 / 2.6	2.1	2.0	25 / 255	A	WLAT

12+ FM Share (Metro): 71.14% (902 of 1268) (Fall 97: 71.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WKSS-F	1 WRCH-F	1 WRCH-F	1 WRCH-F	1 WTIC	1 WTIC >	1 WRCH-F	1 WRCH-F	1 WKSS-F	1 WRCH-F <
2 WTIC-F	2 WCCC-AF	2 WTIC-F <	2 WTIC-F	2 WTIC-F	2 WRCH-F >	2 WRCH-F	2 WTIC >	2 WKSS-F <	2 WTIC <	2 WTIC
2 WNEZ	3 WTIC-F	3 WKSS-F	3 WKSS-F	3 WWYZ-F <	3 WDRC	3 WTIC-F	3 WTIC-F	3 WTIC	3 WRCH-F >	3 WWYZ-F <
4 WMRQ-F >>	3 WMRQ-F	4 WCCC-AF <	4 WWYZ-F <	4 WTIC <	4 WWYZ-F	4 WDRC	4 WKSS-F <	4 WWYZ-F	4 WMRQ-F	4 WKSS-F
	5 WRCH-F	5 WWYZ-F	5 WCCC-AF	5 WKSS-F <	5 WORC-F	5 WCCC-AF	5 WDRC <	4 WTIC-F >	5 WWYZ-F	5 WDRC
	6 WWYZ-F	6 WMRQ-F	6 WTIC <	6 WCCC-AF <	5 WTIC-F >	6 WWYZ-F <	6 WWYZ-F	6 WDRC-F <	6 WCCC-F	6 WTIC-F
	7 WHCN-F <	7 WDRC-F	7 WZMX-F	7 WDRC-F <	7 WZMX-F	7 WKSS-F	7 WDRC-F	7 WMRQ-F	6 WTIC-F	7 WDRC-F
	8 WNEZ	7 WTIC	8 WDRC-F	8 WZMX-F	8 WKSS-F	8 WZMX-F	8 WCCC-AF <	8 WCCC-AF	8 WNEZ	8 WMRQ-F
		7 WZMX-F <	9 WMRQ-F	9 WMRQ-F			9 WMRQ-F	8 WDRC	9 WHCN-F <	9 WHCN-F
			9 WHCN-F	9 WHCN-F >				10 WHCN-F	10 WDRC-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F >	1 WKSS-F	1 WTIC-F	1 WRCH-F	1 WRCH-F >	1 WCCC-AF <	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF	1 WTIC >>
2 WTIC-F >	2 WTIC-F	1 WRCH-F	2 WTIC-F	2 WTIC-F	2 WMRQ-F >	2 WMRQ-F	2 WMRQ-F	2 WMRQ-F	2 WRCH-F <	2 WRCH-F >
3 WLAT	3 WRCH-F >	3 WKSS-F >	3 WKSS-F >	3 WWYZ-F	3 WKSS-F	3 WKSS-F >	3 WKSS-F	3 WHCN-F <	3 WTIC	3 WKSS-F <
4 WMRQ-F	4 WCCC-AF <	4 WCCC-AF	4 WWYZ-F >	4 WKSS-F	4 WWYZ-F	4 WHCN-F <	4 WTIC-F	4 WKSS-F <	4 WTIC-F <	4 WWYZ-F <
4 WNEZ	5 WMRQ-F	5 WMRQ-F	5 WDRC-F	5 WTIC	4 WNEZ	5 WTIC-F <	4 WHCN-F >	5 WTIC-F	5 WHCN-F <	5 WTIC-F
4 WRCH-F	6 WLAT	5 WWYZ-F	6 WTIC <	6 WDRC-F	6 WHCN-F	6 WWYZ-F	6 WWYZ-F	5 WRCH-F <	6 WMRQ-F	
7 WCCC-AF	6 WWYZ-F	7 WZMX-F >	7 WZMX-F	7 WZMX-F >	6 WAQY-F >	7 WNEZ	7 WZMX-F	7 WZMX-F <	6 WZMX-F	
7 WKCI-F >	8 WNEZ		8 WCCC-AF <	8 WCCC-AF <		8 WZMX-F	8 WNEZ	8 WWYZ-F <	8 WDRC-F	
			9 WMRQ-F <				8 WTIC	9 WTIC	8 WKSS-F	
									8 WWYZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WPOP	SPRTS	1410	Hartford	0.3	2.2	5 235	WAAF-F	AOR-NR	107.3	Worcester, MA	0.5	1.8	30 644
WRYM	SP-TP	840	New Britain	0.4	1.2	6 121	WAQY-F	CL AOR	102.1	Springfield, MA	1.5	5.9	94 1530
							WCBS	N	880	New York	0.5	2.5	40 1138
							WEBS-F	AC	107.9	Westport	0.3	0.8	48 864
							WILI	AC	1400	Willimantic	0.3	0.8	10 207
							WILI-F	CHR	98.3	Willimantic	0.3	1.5	16 384
							WKCI-F	CHR	101.3	Hamden	1.0	4.5	75 1863
							WMAS-F	AC	94.7	Springfield, MA	0.8	3.1	91 1375
							WPKX-F	C	97.9	Enfield	0.7	2.6	71 958
							WPLR-F	AOR	99.1	New Haven	1.0	3.6	85 1343
							WRNX-F	AOR-P	100.9	Amherst, MA	0.4	0.8	28 409

# HARTFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Buckley</b> WDRG-AM, WDRG-FM, WMMW-AM, WSNG-AM	10.5 %	6.8 %	9.9 %	AC	5 (1)	126 (3)	131 (4)	10.3 %	9.1 %
<b>Capstar</b> WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	21.9 %	23.3 %	35.1 %	AOR/Classic/NR	0 (0)	281 (8)	281 (8)	22.2 %	23.2 %
<b>CBS/Infinity</b> WRCH-FM, WTIC-AM, WZMX-FM	25.6 %	24.4 %	50.2 %	Black/Urban	32 (1)	0 (0)	32 (1)	2.5 %	4.2 %
<b>Mega</b> WLAT-AM, WNEZ-AM	3.7 %	2.9 %	0.9 %	CHR	0 (0)	137 (3)	137 (3)	10.8 %	9.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	115 (2)	115 (2)	9.1 %	10.7 %
				Full Service	167 (1)	0 (0)	167 (1)	13.2 %	13.4 %
				Hispanic	31 (2)	0 (0)	31 (2)	2.4 %	1.6 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	8 (1)	0 (0)	8 (1)	0.6 %	0.5 %
				Oldies	0 (0)	69 (1)	69 (1)	5.4 %	7.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	174 (1)	174 (1)	13.7 %	12.3 %
				Sports	31 (2)	0 (0)	31 (2)	2.4 %	2.3 %
				Standards/EZ	92 (1)	0 (0)	92 (1)	7.3 %	6.0 %
				<b>Totals</b>	<b>366 (9)</b>	<b>902 (18)</b>	<b>1268 (27)</b>		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
WCCC	1290	0.5 kw (Days)	See WCCC-F			
WDRG	1360	5 kw (DA-N)	Standards	Westwd, CNN	\$30.00	Mc-Guild Buckley
WLAT	1230	1 kw	Hispanic-Tropical	Westwd	\$22.00	Caballero Mega Manchester
WNEZ	910	5 kw (DA-2)	Black	Westwd	\$ NA	Allied Mega New Britain
WTIC	1060	50 kw (DA-N)	Full Service	CBS	\$135.00	Group W CBS/Infinity

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
WCCC	106.9	23.2 kw @ 725	AOR	ABC	\$44.00	Allied Marlin
WDRG	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00	Mc-Guild Buckley
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00	Christal Capstar
WKSS	95.7	16.5 kw @ 879	CHR		\$92.00	Christal Capstar
WMRQ	104.1	18 kw @ 866	AOR-New Rock		\$66.00	Christal Capstar
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00	Katz CBS/Infinity New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00	Eastman CBS/Infinity
WWYZ	92.5	17 kw @ 879	Country	Westwd, AMFM	\$102.00	Sentry Capstar Waterbury
WZMX	93.7	17 kw @ 850	Classic AOR		\$97.00	Katz CBS/Infinity

Notes: WAQY-F -- See Springfield, MA; WFAN -- See New York . . . 9/98 WMMW (1470; Meriden) sold to Buckley for \$630,000 (New England) . . . 10/98 WLAT/WNEZ sold by Mega Bcstg. to Mega Communications in a \$13,000,000 corporate reorganization . . . 10/98 WMMW changed from Hispanic-Tropical to simulcasting Standards WDRG . . . 10/98 WZMX-F changed from Classic Hits to Classic AOR as "The Point"

# HONOLULU

Arbitron Rank: 60 Pop (12+): 723,500	Stations: 28 / 28	Last Year's Revenue: \$23,100,000
MSA Rank: 68	Diaries: 2,089 / 346:1 / 58.9%	Household Income: \$59,516
MSA Pop: 880,000	Sample Target: 1,960	Total Retail Sales: \$9.6 Bil.
DMA: 70	% Below Line: 0.0	#1 Biller: KSSK-F \$4,400,000
Average Persons Rating: 15.6	% Not Listed: 5.6	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 25,839	Capstar \$12,370,000

12+ Metro	Format	Fall 98		Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1	KSSK-F	AC	111 / 9.9	9.8	9.1	8.8	10.9	9.4	1582 / 21.9	22.2	22.4	112 / 1611	F	KSSK-F
2	KIKI-F	CHR	99 / 8.8	8.0	6.6	8.8	12.2	8.0	1602 / 22.1	20.8	25.5	100 / 1614	E	KIKI-F
3	KCCN-F	E	86 / 7.6	8.9	8.6	8.2	8.1	8.3	1349 / 18.7	19.4	20.9	89 / 1400	E+	KCCN-F
4	KRTR-F	AC	72 / 6.4	7.5	5.9	6.0	5.2	6.5	1127 / 15.6	15.5	15.3	72 / 1146	D	KRTR-F
5	KINE-F	E	70 / 6.2	7.3	7.8	8.2	7.7	7.4	933 / 12.9	13.5	15.7	72 / 982	B	KINE-F
6	KGMZ-AF	O	68 / 6.0	5.5	6.7	4.3	6.0	5.6	1031 / 14.2	14.2	14.1	73 / 1080	B	KGMZ-AF
7	KUMU-F	SAC/EZ	63 / 5.6	5.6	5.5	6.3	5.4	5.7	731 / 10.1	10.0	11.1	65 / 742	C*	KUMU-F
8	KXME-F	CHR	62 / 5.5	5.5	6.5	5.0	2.0	5.6	1218 / 16.8	17.8	4.8	67 / 1286		KXME-F
9	KQM-QAF	CHR	58 / 5.2	4.4	5.6	6.1	6.4	5.3	1354 / 18.7	18.9	21.2	66 / 1536	C	KQM-QAF
10	KSSK	FS	57 / 5.1	6.0	5.9	5.2	4.8	5.5	591 / 8.2	12.0	10.5	60 / 637	E	KSSK
11	KUCD-F	AC-NR	36 / 3.2	3.8	3.5	3.3	3.0	3.4	785 / 10.9	9.5	8.1	36 / 785	B	KUCD-F
12	KKLV-F	CL AOR	34 / 3.0	3.2	2.7	2.8	2.5	2.9	622 / 8.6	8.4	8.2	34 / 622	B	KKLV-F
12	KKHN-F	C	34 / 3.0	2.5	2.5	2.6	2.3	2.7	436 / 6.0	8.0	6.3	37 / 453		KKHN-F
14	KPOI-F	AOR-NR	29 / 2.6	2.5	2.5	3.3	3.7	2.7	603 / 8.3	9.0	11.3	31 / 638	B	KPOI-F
15	KHVH	N/T	28 / 2.5	3.6	3.8	3.2	2.6	3.3	450 / 6.2	6.9	5.8	30 / 498	B	KHVH
16	KUMU	ST	25 / 2.2	1.4	2.0	2.2	1.8	2.0	322 / 4.4	4.0	4.0	26 / 332	*	KUMU
17	KGU	SPRTS	21 / 1.9	1.0	1.2	1.1	2.3	1.3	380 / 5.3	4.4	7.2	24 / 441	A^	KGU
18	KAIM-F	REL-CC	20 / 1.8	1.4	1.2	1.4	1.3	1.4	314 / 4.3	3.4	3.6	21 / 340		KAIM-F
19	KZOO	E	18 / 1.6	0.4	1.0	0.8	0.9	0.9	140 / 1.9	1.4	1.2	19 / 151		KZOO
20	KCCN	T	17 / 1.5	1.5	1.4	1.4	2.0	1.5	436 / 6.0	4.6	7.2	17 / 455	+	KCCN

12+ FM Share (Metro): 78.65% ( 836 of 1063 ) ( Fall 97: 81.27% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIKI-F	1 KIKI-F >	1 KSSK-F <	1 KSSK-F >	1 KSSK-F >	1 KSSK-F	1 KSSK-F >	1 KSSK-F >	1 KIKI-F <	1 KIKI-F <	1 KCCN-F <
2 KXME-F >	2 KCCN-F <	2 KIKI-F <	2 KIKI-F <	2 KCCN-F	2 KGMZ-AF <	2 KIKI-F <	2 KIKI-F <	2 KSSK-F	2 KXME-F	2 KIKI-F
3 KQM-QAF	3 KXME-F	3 KCCN-F	3 KCCN-F	2 KIKI-F <	3 KUMU-F <	3 KSSK	3 KRTR-F	3 KCCN-F	3 KCCN-F	3 KSSK-F
4 KCCN-F >>	4 KSSK-F	4 KRTR-F	4 KRTR-F <	4 KRTR-F	4 KINE-F <	4 KGMZ-AF <	3 KINE-F <	4 KRTR-F <	4 KQM-QAF <	4 KINE-F <
	5 KRTR-F <	5 KINE-F <	5 KINE-F	4 KGMZ-AF <	5 KSSK	5 KCCN-F	5 KUMU-F	5 KXME-F <	5 KRTR-F	5 KXME-F <
	6 KQM-QAF	6 KQM-QAF	6 KGMZ-AF	6 KINE-F >	6 KCCN-F	6 KRTR-F	5 KCCN-F <	6 KINE-F	6 KINE-F	6 KUMU-F
	7 KUCD-F	6 KGMZ-AF <	7 KSSK	7 KSSK <	6 KRTR-F >	7 KINE-F <	7 KGMZ-AF <	7 KGMZ-AF <	7 KGMZ-AF	6 KGMZ-AF <
		8 KXME-F	7 KQM-QAF <	8 KKL-V-F <	8 KUMU <	8 KUMU-F	8 KSSK	8 KUMU-F	8 KHVH	8 KQM-QAF <
		9 KUCD-F <	9 KKL-V-F	9 KQM-QAF	9 KHVH	9 KQM-QAF	9 KQM-QAF	8 KQM-QAF		9 KRTR-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KIKI-F	1 KIKI-F >	1 KIKI-F	1 KSSK-F <	1 KSSK-F	1 KXME-F >	1 KIKI-F	1 KIKI-F	1 KSSK-F <	1 KSSK-F	1 KIKI-F
2 KXME-F	2 KCCN-F	2 KRTR-F <	2 KIKI-F <	2 KRTR-F	2 KCCN-F	2 KXME-F	2 KCCN-F <	2 KCCN-F	2 KCCN-F	2 KSSK-F
3 KCCN-F	2 KRTR-F <	3 KSSK-F	3 KRTR-F	3 KIKI-F <	2 KIKI-F	2 KCCN-F >	3 KSSK-F	3 KIKI-F	3 KINE-F	3 KCCN-F
4 KQM-QAF >	4 KSSK-F	4 KQM-QAF	4 KCCN-F	4 KGMZ-AF	4 KQM-QAF >	4 KSSK-F	4 KKL-V-F	4 KXME-F	4 KGMZ-AF	3 KXME-F <
5 KRTR-F	4 KQM-QAF	5 KUCD-F	5 KQM-QAF	5 KINE-F <	5 KRTR-F	5 KPOI-F	4 KPOI-F	4 KINE-F	4 KIKI-F <	5 KUMU-F <
	6 KXME-F	6 KCCN-F	6 KGMZ-AF	6 KCCN-F <	5 KPOI-F	6 KKL-V-F	6 KINE-F	6 KKL-V-F	6 KKL-V-F >	
	7 KUCD-F >	7 KKH-N-F >	7 KSSK <	7 KSSK	6 KRTR-F	6 KRTR-F	6 KUCD-F	7 KGMZ-AF <	7 KRTR-F <	
			8 KINE-F	7 KQM-QAF		6 KQM-QAF <	8 KRTR-F	8 KRTR-F <	8 KPOI-F	
							9 KQM-QAF	9 KQM-QAF	9 KUCD-F	
							9 KPOI-F <			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KAIM	REL	870	Honolulu	0.4	1.3	6	122
KHNR	N	650	Honolulu	1.4	5.2	18	416
KIKI	C	990	Honolulu	0.4	1.2	5	104
KJPN	E	940	Waipahu	0.4	1.0	5	81
KLHT	REL	1040	Honolulu	0.9	2.2	10	164
KNDI	E	1270	Honolulu	1.4	2.1	18	172

# HONOLULU

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b>	32.9 %	35.9 %	53.5 %	AC	0 (0)	219 (3)	219 (3)	20.6 %	20.7 %
KHVV-AM, KIKI-AM, KIKI-FM, KKLV-FM, KSSK-AM, KSSK-FM, KUUC-FM				AOR/Classic/NR	0 (0)	63 (2)	63 (2)	5.9 %	6.5 %
<b>Chagal</b>	3.3 %	2.5 %	1.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	2.4 %
KGU-AM, KHNR-AM				CHR	3 (1)	216 (3)	219 (4)	20.6 %	21.8 %
<b>KHWY, Inc.</b>	15.3 %	16.5 %	17.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCCN-AM, KCCN-FM, KINE-FM				Country	4 (1)	34 (1)	38 (2)	3.6 %	0.0 %
<b>New Planet</b>	17.9 %	18.1 %	11.7 %	Full Service	57 (1)	0 (0)	57 (1)	5.4 %	5.2 %
KGMZ-AF, KRTR-FM, KXME-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>New Wave</b>	10.8 %	11.1 %	10.5 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KKHN-FM, KORL-FM, KPOI-FM, KQM-Q-AF				News/Talk	61 (3)	0 (0)	61 (3)	5.7 %	4.2 %
	80.2 %	84.1 %	94.3 %	Oldies	3 (1)	65 (1)	68 (2)	6.4 %	6.2 %
				Others/Unknown	39 (3)	156 (2)	195 (5)	18.3 %	20.8 %
				Religion/Gospel	14 (2)	20 (1)	34 (3)	3.2 %	2.0 %
				Soft AC	0 (0)	63 (1)	63 (1)	5.9 %	5.8 %
				Sports	21 (1)	0 (0)	21 (1)	2.0 %	2.4 %
				Standards/EZ	25 (1)	0 (0)	25 (1)	2.4 %	1.9 %
				<b>Totals</b>	<b>227 (14)</b>	<b>836 (14)</b>	<b>1063 (28)</b>		

## AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
KCCN	1420	5 kw	Talk	\$ NA	Katz	KHWY, Inc.		
KGMZ	1460	5 kw	See KGMZ-F					
KGU	760	10 kw	Sports	CBS, Westwd	<\$20.00	---		KHNR
KHVV	830	10 kw	News/Talk	ABC	\$25.00	Christal		Capstar
KQM-Q	690	10 kw	See KQM-Q-F					
KSSK	590	7.5 kw	Full Service		\$62.00	Eastman		Capstar
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Katz		
KZOO	1210	1 kw	Japanese		\$ NA	---		

## FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
KAIM	95.5	100 kw @ -24	Contemp. Christian	USA	\$16.00	---		
KCCN	100.3	100 kw @ 1965	Contemp. Haw'n.		\$60.00	Banner		KHWY, Inc.
KGMZ	107.9	100 kw @ 1965	Oldies		\$18.00	---		New Planet Aiea
KIKI	93.9	100 kw @ -144	CHR		\$54.00	Christal		Capstar
KINE	105.1	100 kw @ 1965	Contemp. Haw'n.		\$30.00	Banner		KHWY, Inc.
KKHN	102.7	61 kw @ 1893	Country		\$24.00	---		New Wave Waipahu
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	---		Capstar
KPOI	97.5	83 kw @ 46	AOR		\$28.00	Katz		New Wave
KQM-Q	93.1	100 kw @ 1853	CHR		\$38.00	Allied		New Wave
KRTR	96.3	75 kw @ 2140	AC		\$40.00	Mc-Gulld		New Planet Kailua
KSSK	92.3	100 kw @ 1950	AC		\$72.00	Eastman		Capstar Waipahu
KUUC	101.9	100 kw @ 1965	Modern AC		\$25.00	Christal		Capstar Pearl City
KUMU	94.7	100 kw @ 78	EZ List/Soft AC		\$37.00	Katz		
KXME	104.3	75 kw @ 2116	CHR		\$ NA	Mc-Gulld		New Planet Kaneohe

Notes: \* KUMU-F revenue level includes KUMU revenue . . . + KCCN-F revenue level includes KCCN . . . ^ KGU revenue level includes KHNR . . . 8/98 KORL-F sold by Loew to Caribou for \$1,650,000 (Kali) . . . 10/98 Caribou sold these stations to New Wave for \$7,500,000: KHUL-F; KORL-F; KPOI-F; KQM-Q-AF . . . 10/98 KHUL-F changed calls to KKHN-F ("Double K Country"); remains Country . . . 11/98 KISA (1540) changed from Talk to brokered Korean

# HOUSTON

**Arbitron Rank:** 10 Pop (12+): 3,524,600  
**MSA Rank:** 8  
**MSA Pop:** 4,310,000  
**DMA:** 11  
**Average Persons Rating:** 16.6  
**Market TSL in Hours:** 21.75

**Stations:** 36 / 36  
**Diaries:** 3,913/ 901:1/ 44.8%  
**Sample Target:** 4,030  
**% Below Line:** 0.0  
**% Not Listed:** 13.1  
**Pop per Station:** 97,906

**Last Year's Revenue:** \$224,000,000  
**Household income:** \$47,392  
**Total Retail Sales:** \$41.2 Bil.  
**#1 Billing:** KODA-F \$20,200,000  
**#1 Billing Portfolio:** Chancellor \$90,800,000

12+ Metro	Format	Fall 98		Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KODA-F	SAC	415 / 7.1	6.4	7.4	7.2	7.1	7.0	6200 / 17.6	17.9	19.0	429 / 6513	K	KODA-F
2	KBXX-F	B/CHR	399 / 6.8	7.6	6.7	6.2	6.8	6.8	5819 / 16.5	16.5	17.0	436 / 6473	I	KBXX-F
3	KRBE-F	CHR	395 / 6.8	6.3	6.7	6.4	6.3	6.5	8022 / 22.8	23.7	22.1	425 / 8700	I	KRBE-F
4	KMJQ-F	B/AC	341 / 5.8	5.6	5.7	6.3	5.4	5.9	4006 / 11.4	11.9	12.0	355 / 4222	I	KMJQ-F
5	KLTN-F	SP-C	325 / 5.6	3.8	1.7	1.5	1.9	3.1	2828 / 8.0	5.2	5.0	336 / 2967	G	KLTN-F
6	KILT-F	C	294 / 5.0	5.8	4.7	5.2	5.3	5.2	3848 / 10.9	11.5	12.8	311 / 4183	J	KILT-F
7	KHMX-F	AC/CHR	266 / 4.6	4.0	4.4	4.5	3.1	4.4	5127 / 14.5	15.3	13.6	286 / 5401	J	KHMX-F
8	KTRH	N	261 / 4.5	4.1	4.2	4.4	3.9	4.3	5125 / 14.5	14.7	14.3	277 / 5505	J	KTRH
9	KTZ-F	AOR-NR	255 / 4.4	3.8	3.5	3.1	3.2	3.7	4509 / 12.8	10.7	10.4	260 / 4779	G	KTZ-F
10	KLOL-F	AOR	221 / 3.8	3.5	4.2	4.0	4.1	3.9	4270 / 12.1	12.4	12.2	246 / 4708	I	KLOL-F
11	KLDE-F	O	197 / 3.4	4.3	4.3	4.6	4.5	4.1	4086 / 11.6	12.8	13.5	219 / 4504	I	KLDE-F
12	KKBQ-F	C	194 / 3.3	3.7	3.5	3.7	4.5	3.6	3526 / 10.0	10.6	11.7	206 / 3763	J	KKBQ-F
13	KKRW-F	CL AOR	185 / 3.2	3.3	3.8	3.7	3.6	3.5	3785 / 10.7	11.0	10.4	192 / 3929	H	KKRW-F
14	KPRC	T	174 / 3.0	2.7	3.1	2.8	3.0	2.9	2340 / 6.6	6.5	6.9	180 / 2395	H	KPRC
15	KIKK-AF	C	161 / 2.8	2.9	2.7	2.1	2.5	2.6	2844 / 8.1	8.5	8.1	175 / 3212	H	KIKK-AF
16	KQQK-F	SP-C	122 / 2.1	2.2	2.3	3.1	2.6	2.4	2309 / 6.6	7.6	7.1	136 / 2459	G	KQQK-F
17	KBME	ST	113 / 1.9	1.8	1.4	0.8	0.2	1.5	1275 / 3.6	3.1	0.8	117 / 1291		KBME
18	KILT	SPRTS	112 / 1.9	2.7	2.0	1.7	1.6	2.1	2255 / 6.4	6.1	5.8	116 / 2359	D	KILT
19	KOVE-F	SP-C	84 / 1.4	1.7	1.5	1.6	1.3	1.6	1426 / 4.0	4.0	3.0	86 / 1510		KOVE-F
20	KHYS-F	CHR/U	71 / 1.2	1.6	1.6	1.6	2.1	1.5	2758 / 7.8	7.4	9.4	95 / 3339	E	KHYS-F
21	KXTJ-F	SP-R	65 / 1.1	1.3	1.1	1.8	1.4	1.3	1227 / 3.5	4.1	4.6	68 / 1334	D	KXTJ-F
22	KSEV	T	61 / 1.0	1.3	1.1	1.1	1.1	1.1	1570 / 4.5	4.2	4.6	64 / 1645	D	KSEV

12+ FM Share (Metro): 81.75% (4147 of 5073) (Fall 97: 81.19%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBXX-F >	1 KBXX-F <	1 KLTN-F <	1 KODA-F <	1 KODA-F	1 KODA-F	1 KLTN-F	1 KODA-F >	1 KODA-F <	1 KBXX-F	1 KBXX-F
2 KRBE-F	2 KLTN-F <	2 KRBE-F <	2 KMJQ-F	2 KMJQ-F	2 KTRH	1 KRBE-F <	2 KILT-F <	2 KBXX-F <	2 KMJQ-F	2 KRBE-F
3 KTZ-F >>	3 KRBE-F	3 KODA-F <	3 KLTN-F <	3 KHMX-F	3 KILT-F	3 KTRH	3 KMJQ-F <	3 KRBE-F	2 KRBE-F >	3 KMJQ-F <
4 KTZ-F <	4 KMJQ-F <	4 KHMX-F <	3 KLTN-F <	3 KMJQ-F	3 KODA-F <	4 KPRC <	4 KMJQ-F <	4 KODA-F <	4 KODA-F <	4 KODA-F <
5 KLOL-F	5 KBXX-F <	5 KRBE-F	5 KRBE-F <	5 KLDE-F	5 KILT-F <	5 KHMX-F <	5 KLTN-F <	5 KTZ-F <	5 KLTN-F <	5 KLTN-F <
6 KMJQ-F <	6 KHMX-F	6 KBXX-F <	6 KILT-F	5 KPRC	6 KBXX-F <	6 KRBE-F	6 KHMX-F <	6 KLTN-F	6 KLTN-F	6 KTZ-F
7 KHMX-F <	7 KLOL-F <	7 KILT-F	7 KBXX-F <	7 KKRW-F	7 KLOL-F <	6 KLTN-F	7 KTZ-F	7 KTRH	7 KTRH	7 KILT-F
8 KODA-F >	8 KILT-F <	7 KLOL-F <	8 KKRW-F <	7 KHMX-F <	8 KMJQ-F <	8 KBXX-F	7 KILT-F	8 KLDE-F	7 KTRH	7 KTRH
9 KTZ-F <	9 KKRW-F	9 KLOL-F	9 KRB-F	9 KRBE-F	9 KHMX-F	9 KKBQ-F <	9 KTRH	8 KILT-F <	9 KHMX-F <	9 KHMX-F <
10 KKRW-F	10 KTZ-F <	10 KLDE-F <			10 KTZ-F		10 KLOL-F <	10 KHMX-F	10 KLDE-F <	10 KLDE-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KRBE-F	1 KRBE-F	1 KMJQ-F <	1 KODA-F <	1 KODA-F	1 KBXX-F	1 KLOL-F <	1 KLOL-F	1 KLTN-F <	1 KLOL-F <	1 KTRH
2 KBXX-F	2 KBXX-F	2 KRBE-F <	2 KMJQ-F <	2 KMJQ-F	2 KLTN-F	2 KBXX-F <	2 KLTN-F	2 KLOL-F	2 KLTN-F	2 KMJQ-F
3 KLTN-F	3 KMJQ-F <	3 KODA-F	3 KRBE-F <	3 KHMX-F	3 KRBE-F	3 KLTN-F	3 KBXX-F	3 KBXX-F	3 KKRW-F <	2 KBXX-F
4 KHMX-F	4 KODA-F <	4 KHMX-F <	4 KHMX-F	4 KRBE-F >	4 KTZ-F	4 KTZ-F	4 KTZ-F >	4 KKRW-F <	4 KODA-F <	2 KRBE-F <
4 KTZ-F	5 KHMX-F <	5 KBXX-F <	5 KBXX-F	5 KILT-F <	5 KLOL-F >	5 KRBE-F >	5 KRBE-F <	5 KRBE-F <	5 KTRH	5 KTZ-F
6 KODA-F	6 KLTN-F	6 KLTN-F >	6 KLTN-F	6 KLTN-F <	6 KILT-F	6 KHMX-F <	6 KILT	6 KTZ-F <	5 KILT-F	
6 KMJQ-F >	7 KTZ-F >	7 KTZ-F <	7 KILT-F	7 KBXX-F <	7 KKBQ-F	7 KILT <	7 KHMX-F	7 KILT-F <	7 KMJQ-F <	
8 KILT-F <	8 KKBQ-F	8 KKBQ-F	8 KKBQ-F <	8 KLDE-F	7 KQQK-F <	8 KMJQ-F <	8 KODA-F <	8 KMJQ-F <	8 KBXX-F <	
9 KIKK-AF <	9 KILT-F <	9 KILT-F	9 KTZ-F <	9 KKBQ-F	9 KMJQ-F	9 KILT-F	9 KMJQ-F <	9 KODA-F <	9 KILT <	
10 KKBQ-F	10 KIKK-AF >	9 KIKK-AF >	10 KLDE-F <	10 KIKK-AF	10 KHMX-F	9 KKBQ-F <	10 KKRW-F <	10 KILT <	10 KRBE-F <	

# HOUSTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Fall 97
KCOH	B	1430	Houston	0.6	1.6	38	585	AC	0 (0)	266 (1)	266 (1)	5.2 %	6.6 %
KEYH	SP-R	850	Houston	0.4	1.3	24	455	AOR/Classic/NR	0 (0)	661 (3)	661 (3)	13.0 %	12.6 %
KJOJ-F	CHR/U	103.3	Freeport	0.1	0.7	13	350	Black/Urban	37 (1)	740 (2)	777 (3)	15.3 %	15.0 %
KKHT-F	REL	106.9	Conroe	0.4	1.6	33	717	CHR	0 (0)	474 (3)	474 (3)	9.3 %	9.9 %
KLAT	SP-NT	1010	Houston	0.9	2.5	55	867	Classical	0 (0)	55 (1)	55 (1)	1.1 %	0.9 %
KRTS-F	CL	92.1	Seabrook	0.9	3.3	58	1232	Country	2 (1)	694 (4)	696 (5)	13.7 %	15.0 %
KVST-F	C	103.7	Willis	0.8	1.3	52	557	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KXYZ	SP-NT	1320	Houston	0.7	1.5	41	531	Hispanic	119 (3)	620 (6)	739 (9)	14.6 %	11.1 %
KYOK	B/G	1590	Houston	0.8	1.7	47	585	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Consolidation Report</b>				<b>12+</b>	<b>25-54</b>	<b>Revenue</b>		<b>News/Talk</b>	<b>496 (3)</b>	<b>0 (0)</b>	<b>496 (3)</b>	<b>9.8 %</b>	<b>9.3 %</b>
<b>CBS/Infinity</b>				<b>9.7 %</b>	<b>10.9 %</b>	<b>12.1 %</b>		<b>Oldies</b>	<b>0 (0)</b>	<b>197 (1)</b>	<b>197 (1)</b>	<b>3.9 %</b>	<b>5.2 %</b>
KIKK-AF, KILT-AM, KILT-FM								<b>Others/Unknown</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0.0 %</b>	<b>0.0 %</b>
<b>Chancellor</b>				<b>27.2 %</b>	<b>28.6 %</b>	<b>40.5 %</b>		<b>Religion/Gospel</b>	<b>47 (1)</b>	<b>25 (1)</b>	<b>72 (2)</b>	<b>1.4 %</b>	<b>1.6 %</b>
KBME-AM, KKBBQ-FM, KKRW-FM, KLDE-FM, KLOL-FM, KODA-FM, KQUE-AM, KTRH-AM								<b>Soft AC</b>	<b>0 (0)</b>	<b>415 (1)</b>	<b>415 (1)</b>	<b>8.2 %</b>	<b>8.2 %</b>
<b>Clear Channel</b>				<b>16.7 %</b>	<b>15.1 %</b>	<b>16.7 %</b>		<b>Sports</b>	<b>112 (1)</b>	<b>0 (0)</b>	<b>112 (1)</b>	<b>2.2 %</b>	<b>1.9 %</b>
KBXX-FM, KJOJ-FM, KMJQ-FM, KPRC-AM, KSEV-AM								<b>Standards/EZ</b>	<b>113 (1)</b>	<b>0 (0)</b>	<b>113 (1)</b>	<b>2.2 %</b>	<b>2.1 %</b>
<b>El Dorado</b>				<b>3.6 %</b>	<b>3.6 %</b>	<b>4.0 %</b>		<b>Totals</b>	<b>926 (11)</b>	<b>4147 (23)</b>	<b>5073 (34)</b>		
KEYH-AM, KLVL-AM, KQQK-FM, KXTJ-FM													
<b>HefTel</b>				<b>8.4 %</b>	<b>8.8 %</b>	<b>6.7 %</b>							
KLAT-AM, KLTN-FM, KLTO-FM, KOVA-FM, KOVE-FM, KRTX-AF													
<b>Jacor</b>				<b>9.0 %</b>	<b>9.1 %</b>	<b>9.6 %</b>							
KHMx-FM, KKTL-FM, KTBZ-FM													
				<b>74.6 %</b>	<b>76.1 %</b>	<b>89.6 %</b>							

## AM Stations

Station	Power	Frequency	Format	Comments	AM	FM	Total	%	Fall 97
KBME	790	5 kw (DA-2)	Standards	ABC, AMFM	\$ NA	Christal	Chancellor		
KIKK	650	0.25 kw (Days)	See KIKK-F						Pasadena
KILT	610	5 kw (DA-2)	Sports		\$ NA	Group W	CBS/Infinity		
KPRC	950	5 kw (DA-N)	Talk	CBS, Westwd, Talknl	\$100.00	Katz	Clear Channel		
KSEV	700	15 kw/1 kw (DA-2)	Talk	Westwd, CBS, Talknt	\$50.00	Katz	Clear Channel		Tomball
KTRH	740	50 kw (DA-2)	News	Westwd, ABC, CNN	\$265.00	Christal	Chancellor		

## FM Stations

Station	Power	Frequency	Format	Comments	AM	FM	Total	%	Fall 97
KBXX	97.9	100 kw @ 1920	Black/CHR		\$210.00	Clr Chnl	Clear Channel		
KHMx	96.5	100 kw @ 1920	AC/CHR		\$240.00	Mc-Guild	Jacor		
KHYS	98.5	100 kw @ 1952	Urban/CHR		\$75.00	Clr Chnl			Pt. Arthur
KIKK	95.7	100 kw @ 1920	Country	CBS	\$168.00	CBS	CBS/Infinity		
KILT	100.3	100 kw @ 1920	Country	Westwd	\$330.00	CBS	CBS/Infinity		
KKBQ	92.5	100 kw @ 1920	Country		\$341.00	Katz	Chancellor		Pasadena
KKRW	93.7	100 kw @ 1720	Classic AOR		\$160.00	Sentry	Chancellor		
KLDE	94.5	100 kw @ 1920	Oldies	AMFM	\$195.00	D&R	Chancellor		
KLOL	101.1	100 kw @ 1920	AOR	Source	\$212.00	Christal	Chancellor		
KLTN	102.9	100 kw @ 984	Hispanic-Contemp.		\$135.00	Katz Hisp.	HefTel		
KMJQ	102.1	100 kw @ 1720	Black AC		\$220.00	Clr Chnl	Clear Channel		
KODA	99.1	100 kw @ 1920	Soft AC		\$355.00	Sentry	Chancellor		
KOVA	104.9	2.55 kw @ 350	See KOVE-F						Rosenberg
KOVE	93.3	100 kw @ 1952	Hispanic-Contemp.		\$ NA	Katz Hisp.	HefTel		Port Arthur
KQQK	106.5	100 kw @ 1322	Hispanic-Contemp.		\$80.00	El Dorado	El Dorado		Galveston
KRBE	104.1	100 kw @ 1920	CHR		\$204.00	Mc-Guild	Susquehanna		
KTBZ	107.5	98 kw @ 1973	AOR-New Rock		\$140.00	Mc-Guild	Jacor		
KXTJ	107.9	100 kw @ 1807	Hispanic-Regional		\$68.00	El Dorado	El Dorado		Beaumont

Notes: 10/98 KKTL-F (97.1) changed from Talk to simulcasting AOR-NR KTBZ-F . . . 10/98 Jacor sold these stations as part of a merger valued at \$4.4 Bil.: KHMx-F; KKTL-F; KTBZ-F . . . 1/99 KHYS-F/KJOJ-F changed from Dance CHR (CHR/B) to Black Oldies as "The Jam" . . . 2/99 KHYS-F changed calls to KTJM-F

# HUNTINGTON-ASHLAND

Arbitron Rank: 143 Pop (12+): 265,400	Stations: 21 / 16	Last Year's Revenue: \$8,500,000
MSA Rank: 154	Diarles: 1,113 / 238:1 / 52.8%	Household Income: \$30,094
MSA Pop: 316,000	Sample Target: 1,050	Total Retail Sales: \$2.9 Bil.
DMA: 57 (w/Charleston)	% Below Line: 7.0	#1 Biller: WTCR-AF \$3,100,000
Average Persons Rating: 13	% Not Listed: 15.7	#1 Billing Portfolio:
Market TSL in Hours: 17.75	Pop per Station: 16,588	Capstar \$6,950,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WKEE-F	CHRAC	66 / 19.2	18.8	15.3	18.1	14.8	969 / 36.5	35.8	32.3	80 / 1276	D	WKEE-F
2	WTCR-F	C	62 / 18.1	16.9	18.6	17.3	17.7	838 / 31.6	32.4	32.6	72 / 1041	E	WTCR-F
3	WDGG-F	C	29 / 8.4	7.2	7.2	6.9	8.9	504 / 19.0	18.1	20.1	39 / 741	B	WDGG-F
4	WAMX-F	AOR	23 / 6.7	6.7	5.4	4.1	3.2	387 / 14.6	15.5	11.5	38 / 570	A	WAMX-F
5	WKEE	ST	12 / 3.5	4.3	4.5	4.7	5.4	198 / 7.5	6.2	6.4	14 / 213	A	WKEE
6	WKLC-F	AOR	11 / 3.2	4.3	3.9	4.7	5.1	244 / 9.2	12.4	11.6	24 / 475		WKLC-F
7	WBVB-F	O	10 / 2.9	1.9	3.0	1.1	2.4	203 / 7.6	6.9	7.9	10 / 219	A	WBVB-F
8	WRVC-F	O	9 / 2.6	2.9	4.2	5.8	5.4	225 / 8.5	8.2	6.5	11 / 260	A	WRVC-F
8	WLGC-F	C	9 / 2.6	3.2	1.8	3.0	3.8	215 / 8.1	7.6	6.9	12 / 283		WLGC-F
8	WEMM-F	REL	9 / 2.6	3.2	3.3	5.5	4.0	218 / 8.2	9.3	11.4	14 / 353	A	WEMM-F

12+ FM Share (Metro): 90.31% ( 261 of 289 ) ( Fall 97: 85.71% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKEE-F >>>	1 WKEE-F >>	1 WKEE-F	1 WKEE-F	1 WTCR-F	1 WTCR-F >>	1 WKEE-F <	1 WTCR-F	1 WKEE-F	1 WKEE-F >	1 WKEE-F <
	2 WAMX-F	2 WTCR-F >	1 WTCR-F >>	2 WKEE-F >	2 WKEE-F	2 WTCR-F >>	2 WKEE-F >>	2 WTCR-F >>	2 WTCR-F >	2 WTCR-F >
	3 WTCR-F >	3 WAMX-F <	3 WOGG-F >	3 WDGG-F >	3 WDGG-F >	3 WDGG-F	3 WDGG-F	3 WAMX-F	3 WDGG-F	3 WDGG-F >
	4 WOGG-F >	4 WOGG-F >>	4 WAMX-F >	4 WAMX-F >	4 WKEE >	4 WAMX-F	4 WAMX-F	4 WOGG-F >>	4 WAMX-F >>	4 WAMX-F >
		5 WKLC-F	5 WKLC-F	5 WKLC-F	5 WEMM-F	5 WKLC-F	5 WKEE >			5 WKEE
				5 WRVC-F	5 WRVC-F	6 WUGO-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 WKEE-F >>>	1 WKEE-F >>>	1 WKEE-F >	1 WKEE-F	1 WTCR-F >	1 WAMX-F >>>	1 WAMX-F >	1 WKEE-F	1 WKEE-F <	1 WKEE-F	1 WKEE-F >>
2 WAMX-F	2 WTCR-F >	2 WTCR-F >>>	2 WTCR-F >>	2 WKEE-F >>	2 WKEE-F >	2 WKEE-F >	2 WAMX-F	2 WAMX-F	1 WTCR-F >	2 WTCR-F >>
2 WTCR-F >	3 WAMX-F	3 WAMX-F >>	3 WDGG-F >	3 WOGG-F >>	3 WDGG-F	3 WOGG-F	3 WDGG-F	3 WTCR-F	3 WDGG-F	3 WDGG-F >>
4 WDGG-F >>	4 WDGG-F >>>		4 WAMX-F >>		3 WMGG-F	4 WTCR-F	3 WTCR-F >	4 WDGG-F >	4 WAMX-F	
					3 WKLC-F >>	5 WMGG-F	5 WKLC-F >>	5 WKLC-F	5 WKLC-F	
						5 WKLC-F		6 WMGG-F	6 WBVB-F	
									6 WMGG-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97
WCMJ	G	1340	Ashland, KY	0.6	2.3	2 60	AC	0 (0)	7 (1)	7 (1)	2.4 %	1.6 %
WFXN-F	AOR/CL	107.1	Ironton, OH	1.5	3.8	5 112	AOR/Classic/NR	0 (0)	49 (5)	49 (5)	17.0 %	14.3 %
WGOH	C	1370	Grayson	0.9	2.2	3 59	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMGG-F	CL AOR	101.5	Gallipolis, OH	2.3	5.0	11 252	CHR	0 (0)	70 (2)	70 (2)	24.2 %	19.9 %
WRVC	T	930	Huntington	1.7	4.9	6 131	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WTCR	C/O	1420	Kenova, WV	1.5	4.6	5 121	Country	8 (2)	107 (5)	115 (7)	39.8 %	39.4 %
WUGO-F	AC	102.3	Grayson, KY	2.0	5.3	9 174	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97
WPAY-F	C	104.1	Portsmouth, OH	1.2	5.5	47 595	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQBE-F	C	97.5	Charleston, WV	0.9	2.4	25 439	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WVSR-F	CHR	102.7	Charleston, WV	1.2	3.3	20 321	News/Talk	6 (1)	0 (0)	6 (1)	2.1 %	3.5 %
WZIO-F	CL AOR	94.9	Wheelersburg, OH	0.6	1.8	4 104	Oldies	0 (0)	19 (2)	19 (2)	6.6 %	8.4 %
							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	2 (1)	9 (1)	11 (2)	3.8 %	4.9 %
							Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
							Standards/EZ	12 (1)	0 (0)	12 (1)	4.2 %	5.2 %
<b>Totals</b>								<b>28 (5)</b>	<b>261 (16)</b>	<b>289 (21)</b>		

# HUNTINGTON-ASHLAND

Consolidation Report	12+	25-54	Revenue
Capstar WAMX-FM, WBVB-FM, WFXN-FM, WIRO-AM, WKEE-AM, WKEE-FM, WTCR-AM, WTCR-FM, WZZW-AM	53.3 %	50.4 %	79.9 %
Local WCMJ-AM, WGGG-FM, WRVC-AM, WRVC-FM	13.3 %	15.1 %	15.7 %
	<b>66.6 %</b>	<b>65.5 %</b>	<b>95.6 %</b>

## AM Stations

WKEE	800	5 kw/0.185 kw	Standards	Westwd, CNN	\$<20.00	D&R	Capstar
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## FM Stations

WAMX	106.3	0.53 kw @ 1092	AOR	Westwd, ABC	\$<20.00	Katz	Capstar	Milton
WBVB	97.1	3 kw @ 472	Oldies	ABC, Westwd	\$21.00	K&P	Capstar	Coal Grove, OH
WGGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC-AF	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	---	Mortenson	
WKEE	100.5	53 kw @ 561	CHR/AC	ABC	\$50.00	D&R	Capstar	
WLGC	105.7	11.5 kw @ 479	Country		\$<20.00	D&R		Greenup, KY
WRVC	92.7	6 kw @ 253	Oldies	Westwd	\$<20.00	---	WRVC/WGGG-F	Ashland
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	Capstar	

Notes: 12/98 WMGG-F (101.5; Gallipolis, OH) changed from Classic AOR to Classic Hits as WRVY-F ("The River")

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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



# HUNTSVILLE

Arbitron Rank: 115 Pop (12+): 368,900  
 MSA Rank: 147-Hunt.: 251-Dec.  
 MSA Pop: 439,000  
 DMA: 86 (w/Decatur)  
 Average Persons Rating: 14.3  
 Market TSL in Hours: 19.25

Stations: 26 / 20  
 Diaries: 927 / 398:1 / 55.3%  
 Sample Target: 920  
 % Below Line: 6.3  
 % Not Listed: 15.6  
 Pop per Station: 18,445

Last Year's Revenue: \$14,100,000  
 Household Income: \$44,385  
 Total Retail Sales: \$4.2 Bil.  
 #1 Builer: WDRM-F \$4,600,000  
 #1 Billing Portfolio: Capstar \$6,200,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WDRM-F	C	90 / 17.1	17.5	20.5	21.4	21.3	19.1	1145 / 31.0	36.6	33.9	151 / 2085	F	WDRM-F
2	WZYP-F	CHR	57 / 10.8	10.6	14.0	11.1	9.6	11.6	972 / 26.4	29.1	25.9	129 / 2104	D	WZYP-F
3	WTAK-F	CL AOR	48 / 9.1	8.2	7.0	8.6	7.1	8.2	697 / 18.9	18.7	16.7	62 / 907	C	WTAK-F
4	WAHR-F	AC	38 / 7.2	10.4	8.2	7.8	8.3	8.4	564 / 15.3	18.0	19.9	53 / 749	D	WAHR-F
5	WEUP-AF	B	37 / 7.0	4.9	6.0	7.2	5.1	6.3	536 / 14.5			44 / 662	B	WEUP-AF
6	WRSA-F	SAC	34 / 6.5	7.1	5.8	5.5	6.6	6.2	393 / 10.7	11.9	14.8	51 / 741	C	WRSA-F
7	WXQW-FF	O	29 / 5.5	6.7	6.3	4.0	3.4	5.6	479 / 13.0	13.5	11.6	33 / 584	A	WXQW-FF
8	WVNN	T	19 / 3.6	3.5	3.2	3.1	4.1	3.4	315 / 8.5	9.0	7.8	31 / 499	B	WVNN
9	WDJL	B	13 / 2.5	1.3	0.8	1.0	1.0	1.4	145 / 3.9	1.8	1.4	15 / 153		WDJL
10	WLOR	B/G	11 / 2.1	3.1	1.2	3.1	3.9	2.4	142 / 3.8	2.6	4.1	11 / 142	A	WLOR
11	WKDF-F	AOR-NR	9 / 1.7	1.6	1.5	2.4	3.6	1.8	237 / 6.4	6.3	9.9	20 / 491		WKDF-F
12	WPZM-F	C	8 / 1.5	2.2	2.3	1.9	1.5	2.0	222 / 6.0	9.4	8.1	27 / 480	A	WPZM-F
12	WNDA-F	REL-CC	8 / 1.5	1.6	1.3	1.0	0.7	1.4	186 / 5.0	4.6	4.7	9 / 274		WNDA-F

12+ FM Share (Metro): 84.27% (375 of 445) (Fall 97: 84.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZYP-F >>>	1 WZYP-F <	1 WORM-F	1 WDRM-F	1 WDRM-F >	1 WDRM-F >	1 WORM-F >	1 WORM-F >	1 WORM-F	1 WZYP-F	1 WDRM-F >
2 WEUP-AF >>	2 WORM-F	2 WTAK-F <	2 WTAK-F	2 WTAK-F	2 WRSA-F	2 WTAK-F <	2 WAHR-F	2 WZYP-F >	2 WTAK-F	2 WZYP-F
	3 WTAK-F >	3 WZYP-F >	3 WZYP-F	3 WZYP-F <	3 WAHR-F	3 WZYP-F	3 WZYP-F <	3 WTAK-F	3 WDRM-F	3 WEUP-AF
	4 WEUP-AF >	4 WAHR-F <	4 WAHR-F >	4 WAHR-F	4 WTAK-F <	4 WAHR-F	4 WRSA-F <	4 WAHR-F	4 WEUP-AF	4 WTAK-F
	5 WXQW-FF	5 WEUP-AF	5 WXQW-FF	5 WXQW-FF	5 WXQW-FF	5 WEUP-AF	5 WVNN <	5 WXQW-FF <	5 WRSA-F	4 WRSA-F >
	6 WRAX-F	6 WXQW-FF >	6 WEUP-AF	6 WEUP-AF	6 WZYP-F	6 WRSA-F	6 WTAK-F	6 WEUP-AF	5 WXQW-FF >	6 WXQW-FF
	6 WKOF-F	7 WVNN	7 WVNN	7 WVNN >	6 WVNN <		7 WXQW-FF	7 WRSA-F >	7 WAHR-F	7 WAHR-F
	6 WAHR-F				8 WEUP-AF >					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEUP-AF	1 WDRM-F	1 WDRM-F >>>	1 WDRM-F	1 WDRM-F	1 WTAK-F	1 WTAK-F <	1 WTAK-F	1 WTAK-F	1 WDRM-F	1 WZYP-F
2 WZYP-F >>>	2 WZYP-F >	2 WZYP-F >	2 WZYP-F <	2 WAHR-F	1 WZYP-F	2 WZYP-F >	2 WZYP-F	2 WDRM-F	2 WTAK-F >	2 WDRM-F >
3 WDJL	3 WEUP-AF >	3 WTAK-F >	3 WAHR-F >	3 WZYP-F >	3 WDRM-F	3 WDRM-F	3 WXQW-FF >	3 WZYP-F	3 WXQW-FF >	3 WEUP-AF
3 WDRM-F	4 WTAK-F >	4 WAHR-F >	4 WEUP-AF	4 WTAK-F	4 WEUP-AF >	4 WXQW-FF	4 WDRM-F	4 WXQW-FF	4 WZYP-F	4 WTAK-F
3 WRAX-F >>	5 WAHR-F		5 WTAK-F >	5 WEUP-AF	5 WPZM-F	5 WEUP-AF >	5 WKDF-F	5 WEUP-AF	5 WVNN	
			6 WDJL	6 WLOR	5 WXQW-FF	6 WKDF-F	5 WEUP-AF >	6 WVNN >	6 WEUP-AF >	
			6 WLOR	7 WXQW-FF	5 WRAX-F >>					

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA		
				Share	Rating	AQH					Share	Rating	AQH		
WBHP	N	1230	Huntsville	0.4	2.1	2	79	WFIX-F	REL-CC	93.9	Rogersville	0.6	1.1	13	212
WQLT-F	AC	107.3	Florence	1.3	3.1	31	483	WFMH-F	C/O	95.5	Holly Pond	1.3	2.1	15	276
WRJL-F	G	99.9	Eva	0.8	2.7	14	257	WQEN-F	CHR	103.7	Gadsden	0.4	1.7	19	341
WTKI	T	1450	Huntsville	0.6	3.3	3	130	WRAX-F	AOR-NR	107.7	Birmingham	1.3	3.9	34	369
WUMP	SPRTS	730	Athens	0.8	2.6	5	116	WVNA-F	CL AOR	100.3	Tusculumbia	0.9	3.8	22	522

# HUNTSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Athens WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM	16.7 %	15.6 %	24.8 %	AC	0 (0)	45 (2)	45 (2)	10.1 %	11.5 %
Capstar WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM	32.1 %	37.2 %	44.0 %	AOR/Classic/NR	0 (0)	69 (4)	69 (4)	15.5 %	13.4 %
	48.7 %	52.8 %	68.8 %	Black/Urban	31 (2)	19 (1)	50 (3)	11.2 %	9.9 %
				CHR	0 (0)	59 (2)	59 (2)	13.3 %	11.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	105 (3)	105 (3)	23.6 %	28.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	24 (3)	0 (0)	24 (3)	5.4 %	5.4 %
				Oldies	0 (0)	29 (2)	29 (2)	6.5 %	4.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	11 (1)	15 (3)	26 (4)	5.8 %	6.8 %
				Soft AC	0 (0)	34 (1)	34 (1)	7.6 %	8.0 %
				Sports	4 (1)	0 (0)	4 (1)	0.9 %	0.8 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>70 (7)</b>	<b>375 (18)</b>	<b>445 (25)</b>		

## AM Stations

WDJL	1000	10 kw (DA, Days)	Black		\$ NA	—		
WEUP	1600	5 kw/0.5 kw (DA-N)	See WEUP-F					
WLOR	1550	50 kw/0.5 kw (DA-N)	Black Gospel	AURN, ABC	\$ NA	—		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	ABC	\$17.00	Christal	Athens	Athens

## FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Mc-Guild		
WDRM	102.1	100 kw @ 981	Country		\$115.00	Sentry	Capstar	Decatur
WEUP	92.1	2.6 kw @ 479	Black	AURN	\$<20.00	—		Minor Hill, TN
WNDA	95.1	50 kw @ 110	Contemp. Christian	SRN	\$ NA	Salem		
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WRSB	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	—		Decatur
WTAK	106.1	6 kw @ 328	Classic AOR	ABC	\$30.00	Sentry	Capstar	Hartselle
WWXQ	92.5	3.1 kw @ 423	See WXQW-F					Trinity
WXQW	94.1	0.41 kw @ 1155	Oldies		\$<20.00	Sentry	Capstar	Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Christal	Athens	Athens

Notes: WKDF-F – See Nashville . . . Historic cume ratings for WEUP-AF are not available . . . 11/98 WDJL (1000) changed from Black Gospel & Black to Black Gospel & Black Oldies

# INDIANAPOLIS

Arbitron Rank: 38 Pop (12+): 1,141,100  
 MSA Rank: 35  
 MSA Pop: 1,530,000  
 DMA: 25  
 Average Persons Rating: 15.1  
 Market TSL in Hours: 20.00

Stations: 28 / 27  
 Diaries: 2,836 / 402:1 / 53.8%  
 Sample Target: 2,810  
 % Below Line: 1.0  
 % Not Listed: 8.5  
 Pop per Station: 42,263

Last Year's Revenue: \$70,800,000  
 Household Income: \$47,784  
 Total Retail Sales: \$15.2 Bil  
 #1 Biller: WFBQ-F \$15,000,000  
 #1 Billing Portfolio: Emmis \$23,600,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WFMS-F	221 / 12.8	136	11.4	10.7	13.7	12.1	2587 / 22.7	21.7	23.1	308 / 3743	I	WFMS-F
2	WFBQ-F	170 / 9.8	103	10.7	10.7	10.9	10.4	2789 / 24.4	24.1	25.3	305 / 5091	J	WFBQ-F
3	WIBC	135 / 7.8	7.1	8.9	8.5	8.3	8.1	1949 / 17.1	21.0	18.8	153 / 2428	H	WIBC
4	WTLC-F	103 / 6.0	6.2	6.5	5.5	4.7	6.0	1436 / 12.6	13.3	9.9	126 / 1745	E	WTLC-F
5	WGLD-F	97 / 5.6	6.0	5.0	5.2	5.0	5.5	1421 / 12.5	13.0	12.0	109 / 1746	B	WGLD-F
6	WRZX-F	94 / 5.4	5.0	5.2	5.0	4.4	5.2	1470 / 12.9	14.0	11.7	159 / 2577	F	WRZX-F
7	WHHH-F	93 / 5.4	5.4	4.9	5.1	5.7	5.2	1640 / 14.4	13.8	13.8	97 / 1702	E	WHHH-F
8	WTPI-F	87 / 5.0	4.9	6.0	6.1	6.3	5.5	1254 / 11.0	12.5	12.1	111 / 1603	G	WTPI-F
9	WZPL-F	86 / 5.0	6.0	5.9	6.0	5.0	5.7	1964 / 17.2	18.9	17.3	138 / 2962	E	WZPL-F
10	WENS-F	85 / 4.9	5.5	6.0	5.5	5.4	5.5	1831 / 16.0	18.4	16.4	108 / 2577	G	WENS-F
11	WVAP-F	57 / 3.3	3.3	3.4	4.7	4.5	3.7	1477 / 12.9	14.3	14.2	92 / 2359	F	WVAP-F
12	WTTS-F	49 / 2.8	2.8	2.7	2.6	2.3	2.7	953 / 8.4	8.4	7.9	70 / 1407	B	WTTS-F
13	WBKS-F	46 / 2.7	1.9	2.0	2.1	2.3	2.2	689 / 6.0	4.8	4.7	47 / 720	A	WBKS-F
14	WMYS	40 / 2.3	3.3	3.8	2.8	2.8	3.1	573 / 5.0	6.5	5.4	47 / 703	B	WMYS
15	WYJZ-F	30 / 1.7	1.8	0.3				306 / 3.4	1.8		30 / 404		WYJZ-F
16	WXIR-F	29 / 1.7	1.2	1.4	1.8	1.3	1.5	523 / 4.6	4.0	4.0	31 / 591		WXIR-F
17	WGRL-F	27 / 1.6	1.1	1.6	2.0	2.5	1.6	578 / 5.1	4.5	7.5	35 / 775	E	WGRL-F
18	WNDE	20 / 1.2	1.5	1.4	1.7	1.8	1.4	534 / 4.7	5.5	6.2	24 / 634	B	WNDE

12+ FM Share (Metro) 84.11% (1329 of 1580) (Fall 97 84.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHHH-F >>	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F	1 WFMS-F >	1 WFMS-F >	1 WTLC-F <	1 WFMS-F >
2 WRZX-F <	2 WRZX-F	2 WFMS-F >	2 WFMS-F >	2 WFMS-F >	2 WIBC	2 WFMS-F >	2 WIBC	2 WIBC <	2 WFMS-F <	2 WFBQ-F
3 WZPL-F	3 WTLC-F <	3 WRZX-F <	3 WENS-F <	3 WGLD-F	3 WFBQ-F <	3 WIBC >	3 WFBQ-F	3 WFBQ-F	3 WHHH-F >	3 WTLC-F <
4 WTLC-F >	4 WFMS-F	4 WTLC-F <	4 WRZX-F	4 WENS-F <	4 WGLD-F	4 WGLD-F <	4 WGLD-F <	4 WRZX-F	4 WRZX-F	4 WHHH-F
5 WHHH-F <	5 WENS-F <	4 WGLD-F	5 WTPI-F <	5 WTPI-F >	5 WTPI-F <	5 WTPI-F <	4 WTLC-F <	5 WTPI-F <	4 WFBQ-F	4 WIBC
6 WZPL-F	6 WZPL-F	4 WTLC-F	6 WTLC-F <	6 WENS-F	6 WTLC-F <	6 WTLC-F <	6 WENS-F <	6 WHHH-F <	6 WZPL-F	6 WRZX-F <
7 WENS-F	7 WHHH-F <	7 WZPL-F <	7 WRZX-F	7 WMYS <	7 WZPL-F	7 WRZX-F	7 WENS-F	7 WENS-F	7 WENS-F <	7 WZPL-F
	8 WGLD-F <	8 WTPI-F <	7 WIBC <	8 WTLC-F <	8 WHHH-F	8 WTLC-F	7 WGLD-F <	8 WGLD-F <	8 WGLD-F <	8 WGLD-F <
	9 WVAP-F <	9 WVAP-F <	9 WZPL-F <	9 WBKS-F	8 WENS-F <	8 WZPL-F	9 WZPL-F <	9 WIBC	9 WENS-F	9 WENS-F
		10 WTTS-F <	10 WVAP-F <				10 WTPI-F >	9 WBKS-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnile
1 WHHH-F	1 WTLC-F <	1 WFMS-F	1 WFMS-F >	1 WFMS-F >	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F >>	1 WFBQ-F >	1 WFMS-F >
2 WTLC-F	2 WFMS-F <	2 WZPL-F	2 WTLC-F <	2 WENS-F	2 WHHH-F	2 WRZX-F >>	2 WRZX-F >>	2 WRZX-F <	2 WFMS-F	2 WIBC
3 WZPL-F	3 WZPL-F	2 WTLC-F >	3 WZPL-F >	2 WGLD-F <	3 WRZX-F	3 WHHH-F	3 WTLC-F	3 WFMS-F	3 WRZX-F	3 WHHH-F
3 WRZX-F	4 WHHH-F	4 WENS-F	4 WENS-F	4 WZPL-F	4 WFMS-F	3 WFMS-F <	3 WFMS-F <	4 WVAP-F	4 WGLD-F <	4 WRZX-F <
5 WFMS-F	5 WRZX-F	4 WFBQ-F	5 WFBQ-F <	4 WTPI-F <	5 WVAP-F	5 WTLC-F <	5 WTTS-F	5 WTTS-F <	5 WIBC	5 WFBQ-F
6 WENS-F >	5 WENS-F	6 WTPI-F	6 WHHH-F <	6 WTLC-F <	5 WTLC-F	6 WVAP-F	5 WVAP-F	6 WTLC-F <	6 WVAP-F <	6 WVAP-F <
	7 WFBQ-F >	7 WHHH-F	7 WGLD-F <	7 WFBQ-F >	7 WZPL-F	7 WIBC	7 WENS-F	7 WENS-F	7 WTTS-F <	7 WTTS-F <
		7 WRZX-F	8 WTPI-F	8 WIBC	7 WTTS-F <	7 WENS-F	7 WIBC <	8 WENS-F <	8 WENS-F <	8 WENS-F <
		7 WTTS-F	9 WRZX-F	8 WBKS-F				9 WTPI-F <		

Other Rated Stations				Metro Share	Cume Rating	TSA AOH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AOH Cume		
WBRI	REL	1500	Indianapolis	0.6	1.5	11	195	WKKG-F	C	101.5	Columbus, IN	1.0	2.9	86	1205
WCBQ-F	C	102.3	Marlinsville	0.7	1.9	14	256								
WNIS	REL	1590	Beech Grove	0.5	1.2	8	160								
WPZZ-F	B/G	95.9	Franklin	0.5	1.9	9	243								
WQFE-F	O	101.9	Brownsburg	0.6	3.0	11	358								
WSYW	SP	810	Indianapolis	0.8	0.6	14	68								
WSYW-F	J	107.1	Danville	0.3	1.5	6	220								
WTLC	B/G/O	1310	Indianapolis	0.9	2.2	16	276								
WXLW	REL	950	Indianapolis	0.5	1.6	10	225								

# INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WFBQ-FM, WNDE-AM, WRZX-FM	16.4 %	19.8 %	27.7 %	AC	0 (0)	85 (1)	85 (1)	5.4 %	6.2 %
<b>Emmis</b> WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM	22.9 %	21.2 %	33.3 %	AOR/Classic/NR	0 (0)	313 (3)	313 (3)	19.8 %	19.1 %
<b>Local</b> WBKS-FM, WHHH-FM, WYJZ-FM	9.8 %	8.1 %	4.9 %	Black/Urban	16 (1)	149 (2)	165 (3)	10.4 %	8.2 %
<b>MyStar</b> WMYS-AM, WTPI-FM, WZPL-FM	12.3 %	10.9 %	12.4 %	CHR	0 (0)	179 (2)	179 (2)	11.3 %	11.6 %
<b>Susquehanna</b> WFMS-FM, WGLD-FM, WGRL-FM	20.0 %	20.4 %	19.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %
	81.4 %	80.4 %	98.1 %	Country	0 (0)	277 (4)	277 (4)	17.5 %	19.3 %
				Full Service	135 (1)	0 (0)	135 (1)	8.5 %	9.4 %
				Hispanic	14 (1)	0 (0)	14 (1)	0.9 %	0.0 %
				Jazz	0 (0)	36 (2)	36 (2)	2.3 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	165 (3)	165 (3)	10.4 %	11.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (3)	38 (2)	64 (5)	4.1 %	2.3 %
				Soft AC	0 (0)	87 (1)	87 (1)	5.5 %	6.9 %
				Sports	20 (1)	0 (0)	20 (1)	1.3 %	1.9 %
				Standards/EZ	40 (1)	0 (0)	40 (1)	2.5 %	3.0 %
				<b>Totals</b>	<b>251 (8)</b>	<b>1329 (20)</b>	<b>1580 (28)</b>		

## AM Stations

Station	Power	Format	AM	FM	Notes
WIBC	1070 50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal Emmis
WMYS	1430 5 kw (DA-N)	Standards	CNN	\$21.00	D&R MyStar
WNDE	1260 5 kw (DA-N)	Sports	ESPN, WW1, CBS	\$20.00	Katz Capstar
WTLC	1310 5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$<20.00	Mc-Guild Emmis

## FM Stations

Station	Power	Format	AM	FM	Notes
WBKS	106.7 3 kw @ 328	Black AC	ABC	\$ NA	Eastman WHHH-F/WYJZ-F Greenwood
WENS	97.1 23 kw @ 739	AC		\$137.00	Christal Emmis Shelbyville
WFBQ	94.7 58 kw @ 804	AOR/Talk	AMFM	\$260.00	Katz Capstar
WFMS	95.5 13 kw @ 990	Country		\$190.00	Allied Susquehanna
WGLD	104.5 50 kw @ 492	Oldies		\$70.00	Mc-Guild Susquehanna
WGRL	93.9 2.8 kw @ 492	Country		\$20.00	Mc-Guild Susquehanna Noblesville
WHHH	96.3 0.64 kw @ 715	CHR/Black	ABC	\$55.00	Eastman WBKS-F/WYJZ-F
WNAP	93.1 12.5 kw @ 1022	Classic Hits		\$80.00	Christal Emmis
WRZX	103.3 18 kw @ 850	AOR-New Rock	Source	\$77.00	Katz Capstar
WTLC	105.7 50 kw @ 450	Black	CBS	\$62.00	Mc-Guild Emmis
WTPI	107.9 21.9 kw @ 762	Soft AC		\$95.00	D&R MyStar
WTTS	92.3 37 kw @ 1090	Progressive AOR		\$33.00	— Sarkes Tarzian Bloomington
WXIR	98.3 3 kw @ 300	Religion	USA	\$ NA	— WBRI Plainfield
WYJZ	100.9 3 kw @ 300	Jazz	ABC	\$ NA	Eastman WBKS-F/WHHH-F Lebanon
WZPL	99.5 12.6 kw @ 990	CHR/AC	AP	\$55.00	D&R MyStar Greenfield

Notes: 8/98 WGGR F changed calls to WBKS-F ("Kiss 106.7"); remains Black AC . . . 10/98 WSYW (810) changed from Classical to brokered Hispanic . . . 12/98 WBKS-F changed from Black AC to Black Oldies after the Fall survey

# JACKSON, MS

Arbitron Rank: 119 Pop (12+): 352,100	Stations: 24 / 24	Last Year's Revenue: \$17,000,000
MSA Rank: 120	Diaries: 946 / 372:1 / 49.6%	Household Income: \$40,459
MSA Pop: 427,000	Sample Target: 920	Total Retail Sales: \$4.3 Bil.
DMA: 91	% Below Line: 0.0	#1 Biller: WMSI-F \$4,500,000
Average Persons Rating: 16.1	% Not Listed: 17.3	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 14,671	Capstar \$7,900,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WJMI-F	B	80 / 14.1	14.5	15.0	14.8	16.3	14.6	912 / 25.9	24.3	27.5	154 / 1808	D	WJMI-F
2	WMSI-F	C	53 / 9.3	7.1	10.6	9.1	9.1	9.0	719 / 20.4	21.3	21.7	80 / 1382	F	WMSI-F
3	WYOY-F	CHR	48 / 8.5	7.9	9.5	7.4	5.9	8.3	719 / 20.4	19.0	16.5	68 / 1013	A	WYOY-F
4	WKXI-F	B/AC	36 / 6.3	9.9	7.7	6.7	9.1	7.7	605 / 17.2	18.3	20.2	50 / 973	B*	WKXI-F
5	WSTZ-F	AOR	32 / 5.6	4.7	4.2	7.0	5.0	5.4	463 / 13.1	11.6	14.5	61 / 904	D	WSTZ-F
6	WJJK-F	SAC	27 / 4.8	2.6	3.8	3.8	3.9	3.7	408 / 11.6	8.7	8.8	40 / 641	A	WJJK-F
7	WQJQ-F	B/O	26 / 4.6	0.6	0.7	0.5	0.7	1.6	443 / 12.6	3.2	4.4	45 / 663		WQJQ-F
8	WVIV-F	ST	21 / 3.7	2.6	3.1	2.9	2.9	3.1	177 / 5.0	6.7	6.1	21 / 194	A	WVIV-F
8	WJNT	T/N	21 / 3.7	6.2	2.9	2.6	3.0	3.9	295 / 8.4	7.5	7.5	24 / 347	B	WJNT
10	WOAD	B/G	20 / 3.5	4.7	3.8	3.9	3.0	4.0	268 / 7.6	9.4	9.4	22 / 299	A	WOAD
11	WKTF-F	C	16 / 2.8	2.1	4.2	2.2	2.9	2.8	286 / 8.1	9.3	11.5	24 / 504	B	WKTF-F
12	WTYX-F	CL HITS	14 / 2.5	3.2	2.9	3.6	3.6	3.0	370 / 10.5	8.1	10.8	19 / 534	C	WTYX-F
13	WMGO	B/G	12 / 2.1	2.4	1.6	2.1	1.4	2.1	128 / 3.6	2.4	4.0	12 / 128		WMGO
14	WZRZ	B/G	11 / 1.9	2.3	1.8	2.2	1.4	2.1	173 / 4.9	3.9	4.5	11 / 173	A	WZRZ
15	WFMN-F	T	10 / 1.8	1.5	0.4	0.7	0.7	1.1	178 / 5.1	2.6	3.7	11 / 205		WFMN-F
16	WKXS-F	C	9 / 1.6	3.4	3.3	2.9	3.6	0.4	254 / 7.2	11.5	12.5	16 / 442		WKXS-F
17	WJDX	SPRTS	8 / 1.4	1.3	1.1	0.7	1.3	1.1	145 / 4.1	3.7	5.0	8 / 161		WJDX

12+ FM Share (Metro): 82.94% (389 of 469) (Fall 97: 84.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMI-F >>>	1 WJMI-F >	1 WJMI-F	1 WYOY-F	1 WYOY-F <	1 WMSI-F >	1 WJMI-F <	1 WMSI-F	1 WJMI-F >	1 WJMI-F >>	1 WJMI-F >
2 WYOY-F >>>	2 WYOY-F >	2 WYOY-F	1 WKXI-F <	2 WKXI-F <	2 WVIV-F	2 WMSI-F	2 WJMI-F <	2 WYOY-F <	2 WKXI-F	2 WMSI-F <
	3 WMSI-F	3 WKXI-F <	3 WSTZ-F <	3 WMSI-F	3 WJJK-F	3 WYOY-F	3 WJNT <	3 WMSI-F	3 WQJQ-F	3 WYOY-F
	3 WKXI-F <	4 WSTZ-F	4 WJMI-F	3 WSTZ-F <	3 WJNT	3 WSTZ-F <	4 WYOY-F	4 WSTZ-F	4 WYOY-F	4 WKXI-F
	5 WSTZ-F >	5 WMSI-F <	5 WMSI-F <	5 WJMI-F	3 WKXI-F	5 WKXI-F >	5 WJJK-F	4 WJJK-F	5 WJJK-F <	5 WSTZ-F
	6 WJJK-F	6 WQJQ-F	6 WQJQ-F >	6 WQJQ-F	3 WQJQ-F <	6 WJJK-F	6 WKXI-F <	6 WQJQ-F <	6 WVIV-F <	5 WQJQ-F
	6 WQJQ-F	7 WJJK-F	7 WJJK-F	7 WJJK-F >	7 WSTZ-F <	6 WOAD	7 WSTZ-F <	7 WKXI-F	7 WMSI-F	7 WOAD
		8 WTYX-F	8 WTYX-F	8 WTYX-F	8 WOAD	8 WQJQ-F <	8 WQJQ-F	8 WJNT <		8 WVIV-F
		8 WKTF-F	8 WKTF-F	8 WKTF-F	9 WYOY-F	9 WMGO <	9 WVIV-F	9 WKTF-F <		9 WMGO
			10 WOAD	8 WOAD	9 WKTF-F <	10 WVIV-F		10 WOAD <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMI-F >>>	1 WJMI-F	1 WYOY-F	1 WJMI-F	1 WKXI-F <	1 WJMI-F >>	1 WJMI-F >	1 WSTZ-F	1 WJMI-F <	1 WSTZ-F >	1 WJMI-F
2 WYOY-F >	2 WYOY-F >	2 WJMI-F	2 WYOY-F <	2 WMSI-F	2 WYOY-F	2 WYOY-F	2 WYOY-F	2 WSTZ-F >	2 WQJQ-F <	2 WKXI-F
3 WKXI-F	3 WKXI-F >	3 WMSI-F	3 WKXI-F >	2 WYOY-F	3 WSTZ-F	2 WSTZ-F	2 WJMI-F	3 WYOY-F <	3 WYOY-F	3 WQJQ-F >
4 WJJK-F >	4 WMSI-F	4 WKXI-F	4 WMSI-F	4 WJMI-F	4 WMSI-F >	4 WMSI-F	4 WQJQ-F	4 WQJQ-F	4 WJMI-F	4 WMSI-F
5 WQJQ-F >>	5 WJJK-F	5 WOAD	5 WJJK-F	5 WJJK-F <	5 WKXI-F >	5 WKXI-F	5 WMSI-F	5 WMSI-F	5 WMSI-F	5 WYOY-F >>
	6 WOAD	6 WTYX-F	6 WKTF-F	6 WOAD	6 WJJK-F	6 WJJK-F	6 WKXI-F	6 WKXI-F	5 WKXI-F >	
		6 WZRZ >	6 WOAD	7 WKTF-F	6 WQJQ-F	6 WQJQ-F >	7 WTYX-F	7 WTYX-F	7 WJJK-F	
			8 WQJQ-F	8 WQJQ-F			8 WJJK-F	7 WTYX-F	7 WTYX-F	
				9 WSTZ-F						
				9 WZRZ						

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
WHJT-F	REL-CC	93.5	Clinton	0.5	3.8	4 146
WIIN	O	780	Ridgeland	1.1	1.5	6 51
WJXN-F	REL	92.9	Utica	0.9	2.2	9 158
WKXI	B/O	1400	Jackson	0.4	2.2	2 78
WRJH-F	REL	97.7	Brandon	0.5	1.5	3 91
WYJS-F	REL-CC	105.9	Pickens	1.1	4.0	8 182

# JACKSON, MS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WJDS-AM, WKTF-FM, WMSI-FM, WQJQ-FM, WSTZ-FM	24.0 %	26.8 %	48.8 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	4.5 %
				AOR/Classic/NR	0 (0)	32 (1)	32 (1)	6.8 %	6.3 %
<b>Clear Channel</b> WJMI-FM, WKXI-AM, WXXI-FM, WOAD-AM	24.3 %	19.5 %	19.7 %	Black/Urban	2 (1)	142 (3)	144 (4)	30.7 %	32.7 %
				CHR	0 (0)	48 (1)	48 (1)	10.2 %	7.4 %
<b>New South</b> WIIIN-AM, WJKK-FM, WYOY-FM	14.4 %	15.4 %	5.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	78 (3)	78 (3)	16.6 %	15.9 %
<b>Proteus</b> WTYX-FM, WVIV-FM	6.2 %	4.5 %	9.8 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	21 (1)	10 (1)	31 (2)	6.6 %	5.6 %
				Oldies	6 (1)	14 (1)	20 (2)	4.3 %	5.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	43 (3)	17 (4)	60 (7)	12.8 %	11.4 %
				Soft AC	0 (0)	27 (1)	27 (1)	5.8 %	5.6 %
				Sports	8 (1)	0 (0)	8 (1)	1.7 %	1.6 %
				Standards/EZ	0 (0)	21 (1)	21 (1)	4.5 %	3.6 %
	<b>68.8 %</b>	<b>66.2 %</b>	<b>83.8 %</b>	<b>Totals</b>	<b>80 (7)</b>	<b>389 (16)</b>	<b>469 (23)</b>		

## AM Stations

Station	Power	Time	Format	Comments	Revenue	Advertiser	Agency	City
WJDX	620	5 kw/1 kw (DA-N)	Sports	ABC, 1/1, ESPN	\$ NA	Katz	Capstar	
WJNT	1180	50 kw/0.5 kw (DA-N)	Talk/News	CBS, Westwd, CNN	\$21.00	—		Pearl
WMGO	1370	1 kw/0.028 kw	Black Gospel	Westwd	\$ NA	—		Canton
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Clear Channel	
WZRX	1590	5 kw/1 kw (DA-N)	Black Gospel	AURN	\$<20.00	D&R	Capstar	

## FM Stations

Station	Power	Time	Format	Comments	Revenue	Advertiser	Agency	City
WFMN	97.3	19.68 kw @ 367	Talk	ABC, Westwd, CBS	\$ NA	—		Flora
WJKK	98.7	100 kw @ 945	Soft AC	ABC	\$<20.00	Mc-Guild	New South	Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$55.00	Clr Chnl	Clear Channel	
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Katz	Capstar	
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Clr Chnl	Clear Channel	Magee
WKXS	96.3	100 kw @ 1410	Country	ABC, Westwd	\$40.00	—	Boswell	
WMSI	102.9	100 kw @ 1801	Country	ABC	\$85.00	Mc-Guild	Capstar	
WQJQ	105.1	100 kw @ 981	Black Oldies	CNN, Westwd, ABC	\$ NA	—	Capstar	Kosciusko
WSTZ	106.7	100 kw @ 1063	AOR		\$50.00	Katz	Capstar	Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal	Proteus	
WVIV	93.9	6 kw @ 282	Standards	ABC, Westwd	\$<20.00	—	Proteus	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	Mc-Guild	New South	Gluckstadt

Notes: \* WKXI-F revenue level includes WKXI revenue . . . 10/98 WJDX-F changed from AC/CHR to Country as WKXS-F ("Kix 96") . . . 10/98 WBKJ-F (105.1) changed from Country to Black Oldies as WQJQ-F ("Q-105.1") . . . 10/98 WJDS changed calls back to WJDX; remains Sports

# JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 94 Pop (12+): 398,900	Stations: 29 / 23	Last Year's Revenue: \$14,000,000
MSA Rank: 106	Diaries: 1,459 / 273:1 / 55.3%	Household Income: \$32,717
MSA Pop: 460,000	Sample Target: 1,470	Total Retail Sales: \$4.1 Bil.
DMA: 93	% Below Line: 4.5	#1 Biller: WXBQ-AF \$4,700,000
Average Persons Rating: 14.4	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL in Hours: 19.25	Pop per Station: 17,343	Bristol \$5,400,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WXBQ-F	C	142 / 24.7	23.3	22.3	22.7		1565 / 39.2	37.4	38.8	187 / 2219	F	WXBQ-F
2	WQUT-F	AOR/CL	77 / 13.4	10.8	12.3	12.1		1048 / 26.3	23.8	24.8	109 / 1510	D	WQUT-F
3	WAEZ-F	CHR	60 / 10.4	11.9	10.7	10.8		948 / 23.8	22.4	22.1	81 / 1267	B	WAEZ-F
4	WTFM-F	AC	51 / 8.9	8.4	7.0	7.7		864 / 21.7	20.1	21.0	66 / 1161	D	WTFM-F
5	WGOC	C/O	26 / 4.5	3.5	3.5	4.2		354 / 8.9	6.2	9.1	26 / 376	A	WGOC
6	WKOS-F	O	21 / 3.7	5.5	4.4	4.0		464 / 11.6	11.5	9.3	21 / 492	B	WKOS-F
7	WRZK-F	AOR	18 / 3.1	2.7	3.5	2.8		406 / 10.2	9.4	9.0	23 / 484		WRZK-F
8	WJCW	N/T	15 / 2.6	3.3	2.6	3.7		322 / 8.1	7.4	10.6	18 / 357	B*	WJCW
9	WKPT-AA	ST/EZ	12 / 2.1	2.4	2.0	3.0		233 / 5.8			12 / 240		WKPT-AA
10	WETB	G	11 / 1.9	1.8	1.1	2.4		149 / 3.7	3.0	3.8	12 / 154		WETB

12+ FM Share (Metro): 81.01%      ( 418 of 516 )      ( Fall 97: 76.53% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEZ-F >>>	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F	1 WXBQ-F >>
2 WXBQ-F >	2 WQUT-F	2 WQUT-F >	2 WQUT-F >>	2 WQUT-F >	2 WQUT-F <	2 WQUT-F >>	2 WQUT-F	2 WQUT-F <	2 WAEZ-F >	2 WAEZ-F
3 WQUT-F	3 WAEZ-F >>	3 WAEZ-F	3 WTFM-F <	3 WTFM-F	3 WTFM-F >	3 WTFM-F <	3 WTFM-F	3 WAEZ-F	3 WQUT-F >>>	3 WQUT-F
	4 WRZK-F	4 WTFM-F >	4 WAEZ-F >>	4 WAEZ-F >	4 WAEZ-F >>>	4 WAEZ-F >	4 WAEZ-F >>	4 WTFM-F >>>	4 WRZK-F	4 WTFM-F
				5 WKOS-F	5 WAEZ-F	5 WGOC >	5 WGOC		5 WTFM-F	5 WGOC
										6 WKOS-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAEZ-F >	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F	1 WQUT-F	1 WQUT-F	1 WQUT-F	1 WXBQ-F	1 WXBQ-F >>
2 WXBQ-F >>>	2 WAEZ-F >>	2 WAEZ-F	2 WAEZ-F	2 WTFM-F	1 WQUT-F	2 WXBQ-F >>>	2 WXBQ-F >>>	2 WXBQ-F >>	1 WQUT-F >>>	2 WQUT-F
3 WQUT-F >	3 WQUT-F	2 WQUT-F	3 WTFM-F <	3 WQUT-F	3 WRZK-F >>	3 WRZK-F	3 WAEZ-F	3 WAEZ-F >	3 WAEZ-F <	3 WAEZ-F >>>
4 WRZK-F	4 WTFM-F >>	4 WTFM-F >>>	4 WQUT-F >>	4 WAEZ-F >	4 WAEZ-F >>>	4 WAEZ-F >>>	4 WRZK-F >	4 WRZK-F	4 WTFM-F >	
4 WTFM-F >>>										

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Fall 97		
WBEJ	C	1240	Elizabethlon	0.5	2.2	3	87	AC	0 (0)	55 (3)	55 (3)	10.7 %	8.7 %
WEMB	C	1420	Erwin	0.7	1.3	4	54	AOR/Classic/NR	0 (0)	99 (3)	99 (3)	19.2 %	18.1 %
WEYE-F	C	104.3	Surgoinville	0.5	1.8	3	71	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIKO-F	C	94.9	Greeneville	0.9	4.5	12	340	CHR	0 (0)	68 (2)	68 (2)	13.2 %	13.2 %
WKIN	T	1320	Kingsport	0.5	2.1	3	108	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMEV-F	C	93.9	Marion, VA	1.2	3.7	30	405	Country	38 (4)	166 (5)	204 (9)	39.5 %	38.3 %
WOPI	ST/EZ	1490	Bristol	0.3	1.3	2	62	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WPWT	T	870	Colonial Heights	0.5	1.6	4	78	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRGS	C	1370	Rogersville	0.9	1.6	6	68	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WXBQ	T	980	Bristol, VA	0.9	2.8	5	152	News/Talk	26 (4)	0 (0)	26 (4)	5.0 %	5.3 %
WXIS-F	CHR	103.9	Erwin	1.4	5.6	10	310	Oldies	0 (0)	24 (2)	24 (2)	4.7 %	5.1 %
WZAP	REL	690	Bristol, VA	1.6	3.8	10	196	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	20 (2)	6 (1)	26 (3)	5.0 %	7.9 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	14 (3)	0 (0)	14 (3)	2.7 %	3.4 %
								<b>Totals</b>	<b>98 (13)</b>	<b>418 (16)</b>	<b>516 (29)</b>		

# JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
<b>Bloomington</b> WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM	20.2 %	25.7 %	30.5 %
<b>Bristol</b> WAEZ-FM, WXBQ-AM, WXBQ-FM	36.0 %	37.0 %	37.9 %
<b>Holston Valley</b> WKPT-AM, WKTP-AM, WMEV-AM, WMEV-FM, WOPI-AM, WTFM-FM	12.6 %	12.6 %	17.5 %
	68.7 %	75.3 %	85.9 %

## AM Stations

WETB	790	5 kw/0.072 kw	Gospel		\$10.00	---		
WGOE	640	10 kw/0.81 kw (DA-N)	Classic Country	Westwd	\$ NA	Roslin		Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz	Bloomington	
WKPT	1400	1 kw	Standards/EZ List.	ABC	\$<20.00	Eastman	Holston Valley	
WKTP	1590	1.6 kw/5 kw (DA-2)	See WKPT					Jonesborough

## FM Stations

WAEZ	99.3	3.6 kw @ 810	CHR		\$<20.00	Christal	Bristol	Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz	Bloomington	
WMEV	93.9	100 kw @ 1459	Country	Westwd	\$ NA	Regional	Holston Valley	Marion, VA
WQUT	101.5	100 kw @ 1499	AOR/Classic AOR	Westwd, CNN	\$52.00	Katz	Bloomington	
WRZK	105.9	1.5 kw @ 1296	AOR	ABC	\$ NA	Eastman		Colonial Hts.
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman	Holston Valley	
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal	Bristol	

Notes: The market now is surveyed four times a year, effective with Summer 1998 . . . \* WJCW revenue level includes WKIN revenue . . . 11/98 WMEV (1010; Marion, VA) changed from Country to simulcasting Standards/Easy Listening WKPT



# JOHNSTOWN

Arbitron Rank: 168 Pop (12+): 200,600  
 MSA Rank: 181  
 MSA Pop: 238,000  
 DMA: 90 (w/Altoona)  
 Average Persons Rating: 15.6  
 Market TSL in Hours: 21.25

Stations: 25 / 12  
 Diaries: 674 / 298:1 / 66.4%  
 Sample Target: 680  
 % Below Line: 24.8  
 % Not Listed: 12.7  
 Pop per Station: 16,717

Last Year's Revenue: \$6,400,000  
 Household Income: \$31,866  
 Total Retail Sales: \$2.1 Bil.  
 #1 Biller: WMTZ-F \$1,500,000  
 #1 Billing Portfolio: Forever \$2,120,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WMTZ-F	52 / 16.5	16.5	19.0	18.1	19.0	527 / 26.3	26.2	29.5	60 / 624	C	WMTZ-F
2	WKYE-F	42 / 13.3	14.7	12.2	13.5	13.9	473 / 23.6	25.8	21.3	56 / 644	C	WKYE-F
3	WQKK-F	28 / 8.9	6.0	5.1	6.4	7.0	323 / 16.1	15.3	14.4	36 / 433	B	WQKK-F
4	WGLU-F	24 / 7.6	7.5	9.5	8.3	8.5	439 / 21.9	24.1	21.2	26 / 512	C	WGLU-F
5	WFGY-F	21 / 6.7	6.6	4.4	3.1	4.8	253 / 12.6	12.2	10.5	33 / 423		WFGY-F
6	WDVE-F	14 / 4.4	3.3	4.1	4.3	5.7	183 / 9.1	8.0	9.1	22 / 264		WDVE-F
7	WSRA-F	10 / 3.2	3.6	4.7	5.2	6.3	225 / 11.2	11.3	12.6	10 / 230	B	WSRA-F
7	WJAC	10 / 3.2	3.0	3.4	4.6	3.6	163 / 8.1	8.6	9.2	11 / 184	A	WJAC
9	WBXQ-F	9 / 2.9	0.9	1.4	0.6	1.2	99 / 4.9	3.3	3.6	9 / 111		WBXQ-F
10	WYSN	8 / 2.5	2.4	1.7	1.2		102 / 5.1	4.1	4.0	8 / 109		WYSN
10	WWSW-F	8 / 2.5	1.5	1.4	1.8	1.8	86 / 4.3	5.6	3.3	9 / 132		WWSW-F
10	WNTJ	8 / 2.5	2.1	1.0	1.5	2.1	79 / 3.9	6.2	3.1	8 / 79		WNTJ

12+ FM Share (Metro): 88.36% (243 of 275) (Fall 97: 88.85%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGLU-F	1 WQKK-F >	1 WKYE-F	1 WKYE-F <	1 WKYE-F	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F <	1 WMTZ-F >	1 WMTZ-F	1 WMTZ-F
1 WQKK-F >>	2 WMTZ-F	2 WMTZ-F	2 WMTZ-F >	2 WMTZ-F >	2 WKYE-F >>	2 WKYE-F >	2 WKYE-F >>	2 WKYE-F	2 WQKK-F >	2 WKYE-F
3 WMTZ-F >>	3 WDVE-F	3 WQKK-F	3 WQKK-F	3 WQKK-F	3 WFGY-F >	3 WGLU-F	3 WQKK-F	3 WQKK-F	3 WGLU-F <	3 WFGY-F
	3 WGLU-F	4 WGLU-F	4 WGLU-F	4 WGLU-F <	4 WGLU-F	4 WQKK-F	4 WGLU-F <	4 WGLU-F	4 WKYE-F	3 WQKK-F
	5 WKYE-F >>	5 WDVE-F >	4 WDVE-F	5 WDVE-F	4 WJAC <	5 WFGY-F	5 WFGY-F >	5 WFGY-F	5 WBXQ-F	5 WGLU-F >
		6 WBXQ-F	6 WFGY-F	6 WFGY-F	6 WSRA-F	6 WDVE-F	6 WDVE-F	6 WDVE-F >	5 WFGY-F	6 WDVE-F
		6 WFGY-F >>	7 WBXQ-F >		7 WSRA-F	7 WSRA-F	6 WYSN <			6 WJAC >
					7 WJAC	7 WJAC				

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WGLU-F >	1 WGLU-F	1 WMTZ-F >	1 WKYE-F	1 WKYE-F	1 WQKK-F	1 WQKK-F >>	1 WDVE-F	1 WQKK-F >	1 WQKK-F	1 WMTZ-F
2 WQKK-F >>	1 WMTZ-F	2 WKYE-F	2 WMTZ-F	2 WMTZ-F >>	2 WGLU-F	2 WDVE-F >	1 WQKK-F >>	2 WDVE-F <	1 WKYE-F	2 WGLU-F
	3 WKYE-F >	3 WFGY-F >	3 WGLU-F >>	3 WGLU-F	2 WMTZ-F	3 WMTZ-F >	3 WMTZ-F <	3 WMTZ-F <	3 WDVE-F <	3 WQKK-F
	4 WFGY-F	4 WGLU-F >>	4 WQKK-F	4 WFGY-F >>	2 WBXQ-F >>	4 WGLU-F	4 WGLU-F	4 WKYE-F	4 WMTZ-F >	3 WKYE-F
	4 WQKK-F >>		5 WFGY-F			4 WRRK-F	4 WKYE-F >>	5 WGLU-F	5 WGLU-F	
						4 WKYE-F >>	6 WBXQ-F >	6 WWSW-F	6 WWSW-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	Format	AM	FM	Total	%	Fall 97		
WCRO	REL 1230	Johnstown	1.3	2.1	4	43	AC	0 (0)	42 (1)	42 (1)	15.3 %	14.6 %
WQZS-F	O 93.3	Meyersdale	1.0	2.5	4	58	AOR/Classic/NR	0 (0)	57 (5)	57 (5)	20.7 %	14.6 %
WSGY-F	C 97.7	Somerset	1.9	5.9	6	119	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WVSC	O 99.0	Somerset	0.6	2.6	2	53	CHR	0 (0)	30 (3)	30 (3)	10.9 %	14.2 %
							Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Country	0 (0)	83 (4)	83 (4)	30.2 %	33.5 %
							Full Service	10 (1)	0 (0)	10 (1)	3.6 %	3.8 %
							Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							News/Talk	8 (1)	0 (0)	8 (1)	2.9 %	1.9 %
							Oldies	2 (1)	17 (4)	19 (5)	6.9 %	8.8 %
							Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Religion/Gospel	4 (1)	0 (0)	4 (1)	1.5 %	0.0 %
							Soft AC	0 (0)	14 (2)	14 (2)	5.1 %	6.5 %
							Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
							Standards/EZ	8 (1)	0 (0)	8 (1)	2.9 %	1.9 %
							<b>Totals</b>	<b>32 (5)</b>	<b>243 (19)</b>	<b>275 (24)</b>		

# JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
Forever WJAC-AM, WKYE-FM, WSGY-FM, WVSC-AM	19.0 %	23.2 %	33.1 %
Marathon, pend. WGLU-FM, WQKK-FM	16.5 %	15.8 %	28.9 %
	<b>35.5 %</b>	<b>39.0 %</b>	<b>62.0 %</b>

## AM Stations

WJAC	850	10 kw (DA-1)	Oldies	Westwd, ABC	\$<20.00	Mc-Guild	Forever	
WNTJ	1490	1 kw	News/Talk	CNN, Westwd	\$<20.00	Katz	Clear Channel	
WYSN	1330	5 kw/0.035 kw (DA-2)	Standards	CNN, Westwd	\$ NA	Dome	WSRA-F	Somerset

## FM Stations

WGLU	92.1	0.58 kw @ 1043	CHR	Source	\$25.00	Christal	Marathon, pend.	
WKYE	95.5	57 kw @ 1059	AC	Westwd	\$30.00	Mc-Guild	Forever	
WMTZ	96.5	50 kw @ 489	Country		\$34.00	Katz	Clear Channel	
WQKK	99.1	50 kw @ 500	AOR/Classic		\$20.00	Mc-Guild	Marathon, pend.	Ebensburg
WSGY	97.7	3.5 kw @ 430	Country		\$<20.00	--	Forever	Somerset
WSRA	101.7	0.72 kw @ 643	Soft AC	CNN, Westwd	\$<20.00	Dome	WYSN	Central City

Notes: Other ranked stations - See Altoona or Pittsburgh . . . 11/98 Sale of WGLU-F/WQKK-F by Citadel to Talleyrand cancelled due to DoJ objections . . . 1/99 WGLU-F/WQKK-F sold by Citadel to Marathon as part of a multi-market, \$26,000,000 transaction

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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

# KALAMAZOO

Arbitron Rank: 174 Pop (12+): 192,900	Stations: 28 / 12	Last Year's Revenue: \$9,800,000
MSA Rank: 112 (w/ Battle Creek)	Diaries: 960 / 201:1 / 53.0%	Household Income: \$44,442
MSA Pop: 232,000	Sample Target: 960	Total Retail Sales: \$2.6 Bil.
DMA: 38 (w/Grand Rapids)	% Below Line: 23.5	#1 Biller: WRKR-F \$1,900,000
Average Persons Rating: 13.5	% Not Listed: 18.8	#1 Billing Portfolio:
Market TSL in Hours: 18.25	Pop per Station: 16,075	Cumulus \$4,000,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WRKR-F	29 / 11.2	10.3	9.4	11.3	9.8	394 / 20.4	21.2	22.1	61 / 766	C	WRKR-F
2	WKFR-F	24 / 9.2	10.6	10.1	12.4	12.0	484 / 25.1	31.0	28.8	43 / 958	C	WKFR-F
3	WBCT-F	22 / 8.5	8.9	9.7	11.3	9.1	315 / 16.3	19.2	16.2	50 / 845	C	WBCT-F
4	WFAT-F	20 / 7.7	5.8	8.2	9.1	6.2	322 / 16.7	15.8	20.2	23 / 389	C	WFAT-F
5	WQLR-F	19 / 7.3	6.5	7.9	7.3	6.6	306 / 15.8	17.8	17.1	27 / 461	C	WQLR-F
6	WNWN-F	14 / 5.4	3.8	3.0	5.5	3.3	227 / 11.8	9.2	8.0	42 / 559	C	WNWN-F
7	WKMI	11 / 4.2	3.1	2.6	1.8	5.1	181 / 9.4	7.8	7.2	13 / 236	B	WKMI
8	WNWN	10 / 3.8	2.4	3.4	5.1	4.4	93 / 4.8	9.2	8.0	10 / 99	A	WNWN
8	WKZO	10 / 3.8	6.2	6.4	3.6	5.5	279 / 14.4	15.8	17.5	15 / 441	B	WKZO
10	WOOD-F	9 / 3.5	4.1	3.4	2.5	3.6	225 / 11.6	14.4	11.4	21 / 445	C	WOOD-F
11	WGRD-F	8 / 3.1	2.7	4.1	2.9	3.6	188 / 9.7	11.3	13.5	16 / 396	C	WGRD-F

12+ FM Share (Metro): 81.52% ( 172 of 211 ) ( Fall 97: 79.19% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F >>>	1 WRKR-F	1 WRKR-F >	1 WRKR-F >	1 WRKR-F >	1 WRKR-F	1 WRKR-F	1 WRKR-F <	1 WRKR-F	1 WKFR-F	1 WKFR-F <
2 WRKR-F >>	1 WFAT-F <	2 WFAT-F	2 WBCT-F	2 WFAT-F <	2 WBCT-F	2 WKZO <	2 WFAT-F	2 WKFR-F	2 WRKR-F >	2 WRKR-F
	3 WKFR-F >	2 WKFR-F	2 WKFR-F	3 WBCT-F <	2 WQLR-F	3 WBCT-F	3 WBCT-F	3 WBCT-F	3 WBCT-F	3 WBCT-F
	4 WBCT-F >	4 WBCT-F	2 WFAT-F	4 WKFR-F <	4 WNWN-F	3 WKFR-F <	4 WQLR-F <	4 WQLR-F <	4 WFAT-F	4 WQLR-F <
	5 WQLR-F	5 WQLR-F >	5 WQLR-F >	5 WQLR-F	5 WKZO	5 WQLR-F	5 WKFR-F	5 WFAT-F	4 WQLR-F	5 WNWN-F
	6 WKLO-F	6 WNWN	6 WNWN	6 WKMI	6 WKFR-F	6 WFAT-F	6 WKMI <	6 WKMI <	6 WNWN-F	6 WFAT-F
	6 WGRD-F	6 WNWN-F	7 WKMI	7 WNWN	6 WKMI	7 WNWN-F <	7 WNWN-F >	7 WNWN-F >	7 WGRD-F	7 WNWN
		6 WGRD-F			6 WNWN	8 WKMI			7 WOOD-F	8 WKZO
					6 WFAT-F >	8 WGRD-F >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKFR-F	1 WKFR-F	1 WBCT-F	1 WKFR-F	1 WBCT-F	1 WRKR-F >>	1 WRKR-F >	1 WRKR-F >	1 WRKR-F >>	1 WRKR-F >>	1 WKFR-F
2 WFAT-F >	2 WFAT-F	1 WKFR-F	2 WBCT-F	1 WKFR-F	2 WKLO-F	2 WFAT-F >>	2 WFAT-F >	2 WFAT-F >	2 WFAT-F >	2 WRKR-F >>
3 WBCT-F >>	3 WBCT-F	1 WQLR-F	3 WFAT-F	3 WQLR-F	2 WGRD-F	3 WKLO-F	3 WNWN	3 WGRD-F	3 WBCT-F	
	4 WQLR-F >>	1 WFAT-F >>>	4 WQLR-F	4 WFAT-F >	2 WFAT-F >>	3 WGRD-F	3 WZUU-F	4 WNWN	3 WNWN	
			5 WRKR-F >	5 WRKR-F		3 WKFR-F >	3 WKLO-F	4 WKLO-F	5 WGRD-F	
			6 WNWN-F	6 WKMI			3 WBCT-F	4 WBCT-F	5 WKFR-F	
				6 WNWN-F			3 WKFR-F >>	4 WKFR-F	5 WZUU-F	
									5 WKMI	
									5 WOOD-F	
									5 WQLR-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WKLZ	SPRTS	1660	Kalamazoo	0.4	1.8	1	45	WAKV	ST	980	Otsego	1.2	2.7	3	57
WQSN	SPRTS	1470	Kalamazoo	0.8	2.9	2	64	WBCK	T	930	Battle Creek	0.8	1.4	4	69
WQXC-F	O	100.9	Otsego	2.3	8.0	12	257	WBXX-F	AC	95.3	Battle Creek	0.4	1.6	1	31
WZUU-F	CL AOR	92.3	Allegan	1.5	4.6	9	165	WCUZ-F	C	101.3	Grand Rapids	0.4	1.8	4	157
								WFRN-F	REL-CC	104.7	Elkhart, IN	0.4	1.2	8	129
								WFUR-F	REL-CC	102.9	Grand Rapids	0.4	1.1	8	155
								WJXQ-F	AOR	106.1	Jackson	0.8	4.5	10	202
								WKLO-F	AOR	94.5	Holland	1.9	6.9	22	366
								WODJ-F	O	107.3	Greenville	0.4	1.7	6	142
								WSNX-F	CHR	104.5	Muskegon	0.8	4.2	10	258
								WVTI-F	AC/CHR	96.1	Holland	0.4	2.9	14	332
								WWKN-F	O	104.9	Marshall	0.4	3.2	3	100
								WXIK-F	C	94.1	Jackson	0.4	2.0	4	91

# KALAMAZOO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Cumulus</b> WKFR-FM, WKMI-AM, WRKR-FM	24.6 %	27.1 %	40.0 %	AC	0 (0)	41 (4)	41 (4)	19.4 %	19.9 %
				AOR/Classic/NR	0 (0)	48 (5)	48 (5)	22.7 %	22.2 %
<b>Forum</b> WQXC-FM, WZUU-FM	3.8 %	5.9 %	2.5 %	Black/Urban	10 (1)	0 (0)	10 (1)	4.7 %	4.1 %
				CHR	0 (0)	26 (2)	26 (2)	12.3 %	12.7 %
<b>Local</b> WKZO-AM, WQLR-FM, WQSN-AM	11.9 %	10.6 %	26.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	38 (4)	38 (4)	18.0 %	15.8 %
<b>Midwest</b> WFAT-FM, WNWN-AM, WNWN-FM	16.9 %	16.6 %	29.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	24 (4)	0 (0)	24 (4)	11.4 %	11.8 %
				Oldies	0 (0)	8 (3)	8 (3)	3.8 %	3.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (2)	2 (2)	0.9 %	1.8 %
				Soft AC	0 (0)	9 (1)	9 (1)	4.3 %	4.1 %
				Sports	2 (1)	0 (0)	2 (1)	0.9 %	1.4 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	1.4 %	2.3 %
				<b>Totals</b>	<b>39 (7)</b>	<b>172 (21)</b>	<b>211 (28)</b>		

## AM Stations

WKMI	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Cumulus
WKZO	590	5 kw (DA-N)	News/Talk	CBS, Westwd, ESPN	\$20.00	Sentry	WQLR-F/WQSN
WNWN	1560	4.1 kw (Days, DA)	Black AC	ABC	\$<20.00	Christal	Midwest

## FM Stations

WFAT	96.5	3.6 kw @ 259	AC		\$32.00	Christal	Midwest	Portage
WKFR	103.3	50 kw @ 483	CHR	Westwd	\$37.00	Katz	Cumulus	Battle Creek
WNWN	98.5	50 kw @ 469	Country	ABC	\$24.00	Christal	Midwest	Coldwater
WQLR	106.5	33 kw @ 600	AC		\$40.00	Sentry	WKZO/WQSN	
WRKR	107.7	50 kw @ 500	AOR	ABC	\$41.00	Katz	Cumulus	Portage

Notes: Other ranked stations – See Grand Rapids . . . 9/98 The WQSN calls & Sports format moved from 1470 to 1660; the 1470 reassumes the WKLZ calls, programming Talk

# KANSAS CITY

Arbitron Rank: 30 Pop (12+): 1,402,100	Stations: 26 / 26	Last Year's Revenue: \$71,400,000
MSA Rank: 29	Diaries: 2,728 / 514:1 / 55.3%	Household Income: \$47,714
MSA Pop: 1,720,000	Sample Target: 2,660	Total Retail Sales: \$18.2 Bil
DMA: 32	% Below Line: 0.0	#1 Biller: KCFX-F \$9,900,000
Average Persons Rating: 15.8	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 53,927	Entercom \$24,125,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KPRS-F	206 / 9.3	9.0	7.8	8.3	10.0	8.6	2017 / 14.4	13.7	14.5	223 / 2364	G	KPRS-F
2	KFKF-F	160 / 7.2	5.6	6.6	6.5	6.7	6.5	2275 / 16.2	15.0	14.5	176 / 2696	H	KFKF-F
3	WDAF	144 / 6.5	6.9	6.7	7.3	6.3	6.8	1643 / 11.7	11.4	11.4	202 / 2409	G	WDAF
4	KMXV-F	143 / 6.5	7.1	7.8	6.2	6.5	6.9	2922 / 20.8	22.5	20.9	187 / 3891	G	KMXV-F
5	KCFX-F	131 / 5.9	5.5	4.6	5.0	6.0	5.3	3078 / 22.0	16.0	22.8	157 / 3644	H	KCFX-F
6	KUDL-F	120 / 5.4	4.9	6.0	7.0	5.1	5.8	2102 / 15.0	15.9	13.0	148 / 2569	F	KUDL-F
7	KMBZ	119 / 5.4	5.6	4.6	5.4	5.5	5.2	1929 / 13.8	14.3	14.5	131 / 2219	F	KMBZ
8	KQRC-F	117 / 5.3	4.9	6.3	5.1	4.9	5.4	1732 / 12.4	14.5	12.5	154 / 2347	F	KQRC-F
9	KYYS-F	108 / 4.9	4.3	5.0	5.0	5.3	4.8	1506 / 10.7	11.0	12.2	118 / 1770	E	KYYS-F
10	KCMO-F	102 / 4.6	4.6	4.7	5.2	5.1	4.8	2092 / 14.9	14.2	14.1	135 / 2696	F	KCMO-F
11	KBEO-F	98 / 4.4	4.8	5.0	5.0	5.9	4.8	1678 / 12.0	12.1	13.8	129 / 2189	F	KBEO-F
12	KCIY-F	90 / 4.1	5.1	5.1	5.7	4.3	5.0	1529 / 10.9	11.3	10.1	97 / 1688	D	KCIY-F
13	KCMO	80 / 3.6	3.8	4.1	4.2	3.5	3.9	1359 / 9.7	10.4	10.3	99 / 1700	D	KCMO
14	KXTR-F	63 / 2.8	2.5	2.6	1.9	3.8	2.5	1200 / 8.6	7.0	7.9	82 / 1464	C	KXTR-F
15	KOZN-F	62 / 2.8	3.7	2.8	3.7	3.4	3.2	1692 / 12.1	12.6	14.2	75 / 2283	E	KOZN-F
16	KNRX-F	44 / 2.0	2.0	1.8	1.8	1.5	1.9	1019 / 7.3	8.2	7.2	56 / 1429	C	KNRX-F
17	KCHZ-F	42 / 1.9	2.1	1.2	1.1	0.8	1.6	1199 / 8.5	6.7	3.6	47 / 1456		KCHZ-F
18	KFEZ	31 / 1.4	1.2	1.1	1.3	1.1	1.2	391 / 2.8	2.8	2.6	31 / 391	B	KFEZ
18	KCTE	31 / 1.4	0.9	1.0	0.9	1.0	1.1	373 / 2.7	1.8	1.8	33 / 411		KCTE
20	KPRT	26 / 1.2	1.5	1.9	1.3	1.3	1.5	351 / 2.5	3.3	2.9	26 / 355	*	KPRT

12+ FM Share (Metro): 76.75% (1525 of 1987) (Fall 97: 77.39%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KPRS-F >	1 KPRS-F	1 KPRS-F	1 KPRS-F	1 KPRS-F <	1 KPRS-F	1 KQRC-F <	1 KQRC-F <	1 KQRC-F <	1 KCFX-F <	1 KPRS-F
2 KMXV-F <	2 KMXV-F >	2 KMXV-F >	2 KMXV-F <	2 KUDL-F <	2 KQRC-F >	2 KPRS-F >	2 KPRS-F	2 KCFX-F <	2 KYYS-F	2 WDAF
3 KOZN-F <	3 KOZN-F	3 KUDL-F	3 KUDL-F	3 KFKF-F <	3 KCFX-F	3 KCFX-F	3 KYYS-F	3 KPRS-F <	3 KQRC-F <	3 KCMO <
4 KBEO-F	4 KBEO-F <	4 KQRC-F	4 KFKF-F	4 KMXV-F	4 KNRX-F	4 KYYS-F	4 KCFX-F	4 KYYS-F >	4 KPRS-F <	4 KMBZ <
5 KQRC-F >	5 KUDL-F	4 KOZN-F <	5 KBEO-F	5 KCMO-F	5 KMXV-F >	5 KMXV-F	5 KMXV-F	5 KFKF-F	5 KFKF-F	5 KFKF-F
6 KFKF-F	6 KQRC-F	6 KCFX-F	6 KCMO-F <	6 KBEO-F <	6 KYYS-F	6 KNRX-F	6 KCTE	6 KMBZ <	6 KMBZ	6 KMBZ
6 KUDL-F	7 KFKF-F <	6 KBEO-F	7 KCFX-F <	7 KCFX-F <	7 KBEO-F <	7 KBEO-F <	7 KNRX-F <	7 KBEO-F <	7 KCMO-F <	7 KCMO-F <
	8 KCFX-F >		8 KYYS-F <	8 KCIY-F <	8 KCIY-F <	8 KCTE <	8 KBEO-F <	8 KMXV-F >	8 KBEO-F <	8 KBEO-F <
			9 KOZN-F <	9 KYYS-F					9 KMXV-F <	9 KMXV-F <

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KCCV-F	REL	92.3 Olathe, KS	0.7	2.6	16 358
KCXL	T	1140 Liberty, MO	0.4	0.7	11 111
KLZR-F	AOR-NR	105.9 Lawrence, KS	0.7	3.1	41 1024
KPHN	N/T	1190 Kansas City	0.7	2.5	15 366
WHB-AF	C/FARM	810 Kansas City	0.7	3.3	41 902

# KANSAS CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
CBS/Infinity KBEQ-FM, KFKF-FM, KMXV-FM, KOZN-FM	20.9 %	22.3 %	30.0 %	AC	0 (0)	182 (2)	182 (2)	9.2 %	9.3 %
Entercom, pend. KCMO-AM, KCMO-FM, KMBZ-AM, KUDL-FM, KYYS-FM, WDAF-AM, WREN-AM	30.4 %	29.7 %	33.8 %	AOR/Classic/NR	0 (0)	415 (5)	415 (5)	20.9 %	20.1 %
Local KFEZ-AM, KPHN-AM	2.1 %	0.6 %	1.2 %	Black/Urban	0 (0)	206 (1)	206 (1)	10.4 %	11.0 %
Sinclair Broadcast Group KCFX-FM, KCIY-FM, KQRC-FM, KUPN-AM, KXTR-FM	18.1 %	20.2 %	25.3 %	CHR	0 (0)	185 (2)	185 (2)	9.3 %	8.1 %
Syncom, pend. KCHZ-FM, KNRX-FM	3.9 %	2.9 %	1.2 %	Classical	0 (0)	63 (1)	63 (1)	3.2 %	4.2 %
	<b>75.4 %</b>	<b>75.7 %</b>	<b>91.5 %</b>	Country	7 (1)	266 (3)	273 (4)	13.7 %	14.4 %
				Full Service	144 (1)	0 (0)	144 (1)	7.2 %	6.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	90 (1)	90 (1)	4.5 %	4.7 %
				News/Talk	223 (4)	0 (0)	223 (4)	11.2 %	11.2 %
				Oldies	0 (0)	102 (1)	102 (1)	5.1 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (1)	16 (1)	42 (2)	2.1 %	2.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	31 (1)	0 (0)	31 (1)	1.6 %	1.1 %
				Standards/EZ	31 (1)	0 (0)	31 (1)	1.6 %	1.2 %
				<b>Totals</b>	<b>462 (9)</b>	<b>1525 (17)</b>	<b>1987 (26)</b>		

## AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Comments
KCMO	710	10kw/5 kw (DA-2)	Talk	CBS, WW1, ABC	\$40.00	D&R	Entercom
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00	—	Independence
KFEZ	1340	1 kw	Standards	JRN	\$20.00	—	KPHN
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom
KPRT	1590	1 kw/0.047 kw	Black Gospel	CNN, AURN	\$20.00	Eastman	KPRS-F
WDAF	610	5 kw	Country/Full Service	ABC	\$89.00	D&R	Entercom

## FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Comments
KBEO	104.3	100 kw @ 987	Country	ABC	\$104.00	Eastman	CBS/Infinity
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$147.00	Christal	Sinclair Bcst Gp Harrisonville, MO
KCHZ	95.7	99 kw @ 984	CHR	\$ NA	—	—	Syncom, pend. Ottawa, KS
KCIY	106.5	100 kw @ 981	Jazz	\$57.00	Allied	—	Sinclair Bcst Gp Liberty
KCMO	94.9	100 kw @ 1057	Oldies	\$70.00	Sentry	—	Entercom
KFKF	94.1	100 kw @ 995	Country	\$140.00	Eastman	—	CBS/Infinity
KMXV	93.3	100 kw @ 1056	CHR	\$71.00	Katz	—	CBS/Infinity
KNRX	107.3	100 kw @ 1184	New Rock	\$35.00	—	—	Syncom Lexington, MO
KOZN	102.1	100 kw @ 1000	Modern AC	\$87.00	Katz	—	CBS/Infinity
KPRS	103.3	100 kw @ 995	Black	AURN, ABC, WW1	\$79.00	Interep	KPRT
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$77.00	Mc-Guild	Sinclair Bcst Gp Leavenworth, KS
KUDL	98.1	100 kw @ 995	AC	AP	\$70.00	D&R	Entercom
KXTR	96.5	100 kw @ 984	Classical	\$51.00	Allied	—	Sinclair Bcst Gp
KYYS	99.7	100 kw @ 1010	Classic AOR	\$67.00	D&R	—	Entercom

Notes: \* KPRS-F revenue level includes KPRT revenue . . . 9/98 WREN (1250) moved from Topeka, KS to Kansas City with 25 kw/3.7 kw (DA-2), programming Sheridan's Black Gospel format . . . 12/98 KUPN (1480) changed from Variety to simulcasting Classical KXTR-F . . . 1/99 KNRX-F changed from New Rock to Black Oldies as "K-107" . . . 1/99 KCHZ-F sold by Radio 2000 to Syncom for \$10,750,000 . . . 1/99 WREN sold by Mortenson to Entercom for \$2,750,000 . . . 1/99 KOZN-F changed calls to KSRC-F

# KNOXVILLE

**Arbitron Rank:** 69 **Pop (12+):** 565,400  
**MSA Rank:** 81  
**MSA Pop:** 666,000  
**DMA:** 62  
**Average Persons Rating:** 15.8  
**Market TSL in Hours:** 20.75

**Stations:** 20 / 20  
**Diaries:** 1,671 / 338:1 / 53.3%  
**Sample Target:** 1,690  
**% Below Line:** 0.0  
**% Not Listed:** 15.2  
**Pop per Station:** 28,270

**Last Year's Revenue:** \$26,890,000  
**Household Income:** \$37,168  
**Total Retail Sales:** \$8.7 Bil.  
**#1 Biller:** WIVK-F \$9,300,000  
**#1 Billing Portfolio:** Dick \$11,850,000

12+ Metro	Format	Fall 98		Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WIVK-F	C	211 / 23.6	22.4	21.6	17.9	21.8	21.4	2556 / 45.2	39.2	42.4	359 / 4562	H	WIVK-F
2	WJXB-F	AC	116 / 13.0	9.5	9.3	11.6	12.5	10.8	1368 / 24.2	20.3	21.9	155 / 2018	F	WJXB-F
3	WWST-F	CHR	64 / 7.2	8.4	7.4	7.6	7.1	7.6	1211 / 21.4	20.2	21.4	70 / 1384	C	WWST-F
4	WIMZ-F	AOR/CL	58 / 6.5	6.9	7.5	7.4	10.3	7.1	964 / 17.0	17.4	20.9	97 / 1768	E	WIMZ-F
5	WMYU-F	O	50 / 5.6	6.8	6.5	5.5	5.8	6.1	904 / 16.0	16.4	18.2	87 / 1536	D	WMYU-F
6	WNOX	N/T	39 / 4.4	4.0	3.6	4.5	4.8	4.1	598 / 10.6	8.9	11.1	43 / 663	D	WNOX
7	WOKI-F	CL AOR	38 / 4.3	5.5	5.7	3.3	4.0	4.7	714 / 12.6	13.4	12.9	109 / 1839	C	WOKI-F
8	WJBZ-AF	REL	34 / 3.8	2.7	5.0	5.6	4.3	4.3	425 / 7.5			44 / 590		WJBZ-AF
9	WXVO-F	AOR	26 / 2.9	4.5	4.4	5.5	0.7	4.3	559 / 9.9	9.5	2.1	39 / 826		WXVO-F
10	WNFZ-F	AOR-NR	21 / 2.4	2.5	2.4	2.7	1.6	2.5	461 / 8.2	8.4	5.9	23 / 517	A	WNFZ-F
11	WQBB	ST	20 / 2.2	1.9	1.0		0.9		193 / 3.4	2.3	1.4	21 / 197	^	WQBB
12	WQIX-F	C	19 / 2.1	3.2	2.9	4.9	4.6	3.3	418 / 7.4	8.4	8.1	20 / 455	B	WQIX-F
13	WNOX-F	N/T	18 / 2.0	1.7	1.6	1.8	2.0	1.8	405 / 7.2	5.2	5.1	28 / 536	*	WNOX-F
14	WKGN	B	17 / 1.9	2.2	1.1	2.3	1.2	1.9	208 / 3.7	2.2	3.0	17 / 208		WKGN

12+ FM Share (Metro): 88.62% (670 of 756) (Fall 97: 86.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWST-F >>	1 WIVK-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>
2 WIVK-F >>	2 WWST-F	2 WJXB-F >	2 WJXB-F >	2 WJXB-F >>	2 WJXB-F >>	2 WJXB-F >	2 WJXB-F >>	2 WJXB-F >	2 WWST-F	2 WJXB-F <
	3 WJXB-F <	3 WIMZ-F	3 WIMZ-F >	3 WIMZ-F	3 WMYU-F	3 WIMZ-F	3 WIMZ-F	3 WWST-F	3 WJXB-F >	3 WWST-F
	4 WIMZ-F >	4 WWST-F >	4 WWST-F <	4 WMYU-F	4 WNOX <	4 WWST-F	4 WWST-F	4 WIMZ-F <	4 WIMZ-F <	4 WMYU-F
	5 WXVO-F <	5 WOKI-F <	5 WOKI-F	5 WJBZ-AF	5 WMYU-F	5 WMYU-F	5 WMYU-F <	5 WMYU-F	5 WMYU-F <	5 WJBZ-AF <
	6 WOKI-F	6 WMYU-F	6 WMYU-F >	5 WWST-F >	6 WIMZ-F	6 WNOX	6 WOKI-F <	6 WOKI-F <	6 WXVO-F	6 WIMZ-F
	6 WNFZ-F				7 WOKI-F		7 WNOX	7 WNOX <	7 WJBZ-F	7 WOKI-F
									7 WNFZ-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWST-F	1 WWST-F	1 WJXB-F <	1 WIVK-F <	1 WIVK-F <	1 WIVK-F >>	1 WIVK-F	1 WIMZ-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>
2 WIVK-F >	2 WIVK-F	2 WWST-F <	2 WJXB-F >	2 WJXB-F >>	2 WXVO-F	2 WIMZ-F >	2 WIVK-F >	2 WIMZ-F >	2 WIMZ-F >	2 WWST-F
3 WJXB-F >>	3 WJXB-F >>	3 WIVK-F >	3 WWST-F >	3 WWST-F <	2 WNFZ-F	3 WWST-F <	3 WJXB-F	3 WJXB-F	3 WJXB-F	3 WMYU-F
4 WQIX-F	4 WIMZ-F	4 WIMZ-F	4 WIMZ-F	4 WMYU-F	4 WJXB-F	4 WJXB-F	3 WWST-F	4 WOKI-F <	4 WMYU-F	
4 WIMZ-F	5 WOKI-F	5 WOKI-F >>	5 WMYU-F <	5 WIMZ-F <	4 WWST-F	4 WXVO-F	5 WXVO-F	5 WXVO-F	4 WOKI-F	
4 WNFZ-F >					4 WQIX-F >	6 WNFZ-F	5 WOKI-F	6 WMYU-F <	6 WNOX	
							5 WNFZ-F	7 WWST-F		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WDLY-F	C	105.5	Gatlinburg	0.9	2.2	8	135
WESK-F	CL HITS	105.3	Loudon	0.4	2.8	4	173
WGAP-F	C	95.7	Maryville	0.4	2.5	4	163
WIMZ	SPRTS	1240	Knoxville	0.6	2.5	6	157
WYSH	C	1380	Clinton	0.4	1.1	4	65

# KNOXVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Dick WVVK-FM, WNOX-AM, WNOX-FM, WXVO-FM	32.9 %	31.0 %	44.0 %	AC	0 (0)	116 (1)	116 (1)	15.3 %	14.1 %
Journal Broadcast Group WMYU-FM, WQBB-AM, WQIX-FM, WWST-FM	17.1 %	15.4 %	18.3 %	AOR/Classic/NR	0 (0)	143 (4)	143 (4)	18.9 %	14.2 %
Local WNFZ-FM, WOKI-FM	6.7 %	8.0 %	7.1 %	Black/Urban	17 (1)	0 (0)	17 (1)	2.2 %	1.3 %
South Central WGAP-AM, WGAP-FM, WIMZ-AM, WIMZ-FM, WJXB-FM	7.5 %	11.0 %	30.3 %	CHR	0 (0)	64 (1)	64 (1)	8.5 %	9.5 %
	64.2 %	65.4 %	99.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	4 (1)	242 (4)	246 (5)	32.5 %	32.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	39 (1)	18 (1)	57 (2)	7.5 %	10.3 %
				Oldies	0 (0)	54 (2)	54 (2)	7.1 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	1 (1)	33 (1)	34 (2)	4.5 %	5.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.7 %
				Standards/EZ	20 (1)	0 (0)	20 (1)	2.6 %	5.1 %
				<b>Totals</b>	<b>86 (6)</b>	<b>670 (14)</b>	<b>756 (20)</b>		

## AM Stations

WJBZ	850	50 kw (DA, Days)	See WJBZ-F					
WKGN	1340	1 kw	Black	AURN	\$19.00	---		
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$40.00	Katz	Dick	
WQBB	1040	10 kw (Days)	Standards	CNN	\$ NA	Roslin	Journal Bcst Gp	Powell

## FM Stations

WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR	\$67.00	Eastman	South Central		
WVVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz	Dick	
WJBZ	96.3	2.9 kw @ 479	Gospel	<\$20.00	---		Seymour	
WJXB	97.5	100 kw @ 1298	AC	\$74.00	Eastman	South Central		
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Journal Bcst Gp	Sevierville
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock	\$ NA	Allied	WOKI-F	Oak Ridge	
WNOX	99.1	6 kw @ 325	News/Talk	ABC, Westwd		Katz	Dick	Loudon
WOKI	100.3	100 kw @ 2000	Classic AOR	ABC, CBS	\$44.00	Allied	WNFZ-F	Oak Ridge
WQIX	104.5	2.3 kw @ 528	Country	<\$20.00	---		Journal Bcst Gp	
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman	Journal Bcst Gp	Karns
WXVO	98.7	8 kw @ 571	AOR	\$ NA	Katz	Dick		Oliver Springs

Notes: \* WNOX revenue level includes WNOX-F revenue . . . ^WQIX-F revenue level includes WQBB . . . WNFZ-F is LMA'd to South Central; WOKI-F is LMA'd to Dick . . . WJBZ-AF historic cume ratings are not available . . . 9/98 WGAP-AF sold to South Central for \$3,000,000 . . . 9/98 WNFZ-F changed from New Rock as "The Planet" to harder New Rock as "Extreme" . . . 9/98 WATO (1290; Oak Ridge) sold to WESK-F for \$289,000 . . . 10/98 WTNN (670) sold for \$275,000 . . . 12/98 WESK-F changed from Classic Hits to ABC's Oldies service



# LAFAYETTE, IN

Arbitron Rank: 230 Pop (12+): 119,400	Stations: 17 / 11	Last Year's Revenue: \$6,200,000
MSA Rank: 215	Diaries: 978 / 122:1 / 55.6%	Household Income: \$41,834
MSA Pop: 173,000	Sample Target: 960	Total Retail Sales: \$1.51 Bil.
DMA: 196	% Below Line: 9.4	#1 Biller: NA
Average Persons Rating: 11.6	% Not Listed: 18.1	#1 Billing Portfolio: NA
Market TSL in Hours: 16.00	Pop per Station: 10,855	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1 WKOA-F	C	21 / 15.2	18.2	18.1	16.5	17.1	267 / 22.4	24.5	29.6	61 / 670	WKOA-F
2 WKHY-F	AOR	15 / 10.9	11.7	10.7	14.5	10.7	257 / 21.5	25.0	24.9	25 / 398	WKHY-F
2 WAZY-F	CHR	15 / 10.9	7.8	10.1	9.0	12.8	421 / 35.3	26.2	33.7	27 / 703	WAZY-F
4 WGBD-F	AOR-NR	13 / 9.4	11.0	9.4	11.0	5.7	279 / 23.4	28.7	26.2	16 / 377	WGBD-F
4 WASK-AF	O	13 / 9.4	9.1	10.1	7.5	8.5	219 / 18.3	17.5		15 / 274	WASK-AF
6 WGLM-F	AC	8 / 5.8	9.7	8.1	9.0	9.3	176 / 14.8	18.0	16.3	12 / 213	WGLM-F
7 WLFF-F	C	7 / 5.1	3.2	4.7	4.1	5.0	127 / 10.6	6.6	8.3	9 / 170	WLFF-F

12+ FM Share (Metro): 89.38% (101 of 113) (Fall 97: 93.55%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGBD-F >>	1 WGBD-F	1 WKHY-F <	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WKOA-F >	1 WKOA-F >	1 WKOA-F	1 WGBD-F	1 WAZY-F
	2 WKHY-F	2 WKOA-F <	1 WKHY-F	2 WKHY-F	2 WASK-AF >	2 WGBD-F <	2 WKHY-F <	1 WKHY-F	2 WKOA-F	2 WKOA-F >
	3 WAZY-F	3 WAZY-F	3 WAZY-F >	3 WAZY-F	3 WAZY-F	3 WKHY-F <	3 WASK-AF >	3 WAZY-F	3 WAZY-F	3 WASK-AF
	4 WKOA-F	3 WGBD-F >	4 WGLM-F	4 WASK-AF	4 WKHY-F	4 WAZY-F	4 WAZY-F	3 WGBD-F	3 WKHY-F	3 WKHY-F
	5 WLFF-F >	5 WGLM-F	5 WASK-AF	5 WGLM-F	5 WGLM-F >	4 WASK-AF >	4 WGBD-F	5 WASK-AF	5 WASK-AF	5 WGBD-F
			5 WGBD-F	6 WGBD-F		6 WFBO-F	6 WGLM-F <	6 WGLM-F	6 WGLM-F	6 WGLM-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WGBD-F >	1 WKOA-F	1 WLFF-F	1 WKOA-F	1 WKOA-F	1 WGBD-F	1 WGBD-F	1 WKHY-F >	1 WKHY-F	1 WKHY-F	1 WKOA-F
2 WKOA-F	1 WGBD-F	1 WKOA-F >>	2 WAZY-F	2 WASK-AF	2 WAZY-F >	2 WKHY-F	2 WGBD-F >>	2 WGBD-F	2 WKOA-F >	1 WKHY-F >
2 WAZY-F	3 WAZY-F		2 WKHY-F	2 WAZY-F	3 WKHY-F >>	3 WAZY-F >>		3 WKOA-F	3 WASK-AF	3 WASK-AF
2 WKHY-F >>	3 WLFF-F		4 WGLM-F	2 WGLM-F		4 WLFF-F		4 WAZY-F >	3 WAZY-F	3 WAZY-F >
	3 WKHY-F >		4 WGBD-F	5 WKHY-F >		4 WKOA-F >>		5 WFBO-F >	3 WGBD-F >	
			6 WASK-AF	6 WLFF-F >>					6 WGLM-F	
			6 WLFF-F >>						6 WFBO-F >>	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97
WAZY	N/T 1410 Lafayette	2.2	5.8	4 89	AC	0 (0)	10 (2)	10 (2)	8.8 %	11.3 %
WNJY-F	O 102.9 Delphi	2.2	6.5	13 244	AOR/Classic/NR	0 (0)	34 (4)	34 (4)	30.1 %	29.0 %
WSHW-F	AC 99.7 Frankfort	1.4	8.8	6 184	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume	CHR	0 (0)	15 (1)	15 (1)	13.3 %	12.1 %
WFBO-F	T/AOR 94.7 Indianapolis	2.9	9.7	19 396	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WGN	FS/T 720 Chicago	0.7	1.6	3 95	Country	0 (0)	28 (2)	28 (2)	24.8 %	21.8 %
WIBC	FS/T 1070 Indianapolis	0.7	2.2	5 105	Full Service	2 (2)	0 (0)	2 (2)	1.8 %	0.8 %
WLS	T 890 Chicago	2.9	5.3	15 216	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNAP-F	CL HITS 93.1 Indianapolis	0.7	1.6	2 79	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRZX-F	AOR-NR 103.3 Indianapolis	1.4	4.2	7 180	News/Talk	7 (2)	0 (0)	7 (2)	6.2 %	2.4 %
Consolidation Report		12+	25-54	Revenue	Oldies	3 (1)	14 (3)	17 (4)	15.0 %	16.1 %
Artistic	WAZY-AM, WAZY-FM, WGBD-FM, WLFF-FM	22.5 %	17.7 %	%	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Schurz	WASK-AM, WASK-FM, WKOA-FM	24.6 %	25.0 %	%	Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
		47.1 %	42.7 %	%	Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	5.6 %
					Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Totals	12 (5)	101 (12)	113 (17)		

# LAFAYETTE, IN

## AM Stations

WASK 1450 1 kw See WASK-F

## FM Stations

WASK	98.7	4.4 kw @ 384	Oldies	CBS	Christal	Schurz	Battleground
WAZY	96.5	50 kw @ 500	CHR	ABC	Eastman	Artistic	
WGBO	95.7	3.1 kw @ 430	AOR-NR		Eastman	Artistic	Attica
WGLM	106.7	6 kw @ 328	AC	AP, CNN	—		W. Lafayette
WKHY	93.5	6 kw @ 246	AOR	AP	Katz	Stay Tuned	
WKOA	105.3	50 kw @ 308	Country	ABC	Christal	Schurz	
WLFF	95.3	2.45 kw @ 518	Country	Westwd	—	Artistic	Brookston
WNJY	102.9	2.2 kw @ 420	Oldies	JRN, Westwd	—		Delphi

Notes: Fall 97 cume rating for WASK-AF is not available . . . 9/98 WEZV-F changed from Easy Listening to Country as WLFF-F ("The Wolf"); it is part of the Artistic Media Partners portfolio

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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

# LAFAYETTE, LA

Arbitron Rank: 97 Pop (12+): 390,900	Stations: 36 / 26	Last Year's Revenue: \$13,500,000
MSA Rank: 134	Diaries: 1,194 / 327:1 / 44.5%	Household Income: \$29,904
MSA Pop: 373,000	Sample Target: 1,190	Total Retail Sales: \$4.6 Bil.
DMA: 121	% Below Line: 11.0	#1 Biller: KXKC-F \$2,450,000
Average Persons Rating: 17.2	% Not Listed: 8.8	#1 Billing Portfolio:
Market TSL In Hours: 23.00	Pop per Station: 15,035	Galloway, pend. \$5,340,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KXKC-F	C	71 / 10.5	9.3	10.3	11.3	7.9	835 / 21.4	22.5	22.3	85 / 1022	D	KXKC-F
2	KRRQ-F	B	60 / 8.9	8.3	8.9	7.3	7.3	710 / 18.2	16.8	17.7	67 / 809	B	KRRQ-F
3	KMDL-F	C	56 / 8.3	6.9	7.6	7.1	7.3	771 / 19.7	17.6	17.2	57 / 791	C	KMDL-F
4	KSMB-F	CHR	47 / 7.0	7.7	8.7	7.4	9.4	933 / 23.9	21.9	25.4	68 / 1189	D	KSMB-F
5	KJCB-AF	G/B	43 / 6.4	4.0	5.1	4.5	5.4	377 / 9.6	8.6	8.7	50 / 430		KJCB-AF
6	KTDY-F	AC	29 / 4.3	7.4	5.9	4.5	5.9	603 / 15.4	16.8	14.3	34 / 682	C	KTDY-F
7	KRXZ-F	CL AOR	26 / 3.9	3.7	2.8	2.5	2.8	308 / 7.9	8.0	8.0	27 / 325		KRXZ-F
8	KNEK-F	B/AC	25 / 3.7	3.1	3.5	4.1	3.8	388 / 9.9	8.4	9.2	28 / 420	A^	KNEK-F
8	KFTE-F	AOR-NR	25 / 3.7	3.8	4.1	5.4	4.3	400 / 10.2	11.4	11.8	26 / 423	B	KFTE-F
10	KFXZ-F	B/G	21 / 3.1	1.8	2.7	3.4	3.7	203 / 5.2	6.2	6.8	21 / 206	A	KFXZ-F
11	KBON-F	VA	19 / 2.8	2.2	2.1	0.5		224 / 5.7	4.1	3.5	30 / 393		KBON-F
11	WDGL-F	CL HITS	19 / 2.8	4.9	4.1	3.7	2.2	407 / 10.4	12.0	10.8	27 / 596		WDGL-F
13	KAJN-F	REL	17 / 2.5	2.4	2.0	2.1	1.9	266 / 6.8	7.1	5.5	32 / 436		KAJN-F
14	KOOJ-F	O	16 / 2.4	4.9	2.8	3.6		198 / 5.1	11.4	9.6	20 / 274		KOOJ-F
15	KPEL	N/T	15 / 2.2	0.6	0.4	1.2	0.6	224 / 5.7	2.8	2.5	15 / 224	B	KPEL
16	KROF	C	14 / 2.1	1.5	2.0	2.3	2.9	149 / 3.8	6.8	7.5	15 / 159		KROF

12+ FM Share (Metro): 83.58% ( 514 of 615 ) ( Fall 97: 88.51% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRRQ-F	1 KRRQ-F	1 KRRQ-F <	1 KXKC-F	1 KXKC-F <	1 KXKC-F	1 KXKC-F	1 KXKC-F	1 KXKC-F <	1 KRRQ-F >	1 KJCB-AF <
2 KSMB-F >	2 KXKC-F	2 KXKC-F	2 KRRQ-F <	2 KMDL-F	2 KMDL-F	2 KRRQ-F <	2 KMDL-F	2 KRRQ-F	2 KSMB-F	2 KRRQ-F <
3 KFTE-F >>	3 KSMB-F	3 KSMB-F <	3 KMDL-F	3 KRRQ-F	3 KJCB-AF >	3 KMDL-F	3 KJCB-AF	3 KMDL-F	3 KMDL-F	3 KXKC-F
	4 KFTE-F	4 KMDL-F	4 KJCB-AF <	3 KJCB-AF	4 KBON-F	4 KSMB-F	4 KSMB-F <	4 KSMB-F >	4 KFTE-F <	4 KMDL-F <
	5 KMDL-F	5 KJCB <	5 KRXZ-F	5 KTDY-F <	5 KFXZ-F	5 KJCB-AF	5 KRRQ-F <	5 KRXZ-F	5 KJCB-AF	5 KSMB-F
	5 KRXZ-F <	6 KRXZ-F <	6 KTDY-F <	6 KRXZ-F <	5 KNEK-F	6 KTDY-F	6 KRXZ-F	5 KTDY-F	5 KXKC-F	6 KNEK-F
	7 KTDY-F	7 KTDY-F	7 KSMB-F	7 KSMB-F <	5 KTDY-F <	7 KRXZ-F	7 KPEL <	7 KFTE-F	7 KTDY-F	7 KBON-F
		8 KNEK-F	8 WDGL-F	8 KNEK-F <	8 KPEL <	8 KROF	8 KTDY-F	7 KNEK-F	7 KNEK-F	8 KFXZ-F
		9 KFTE-F	8 KNEK-F <	9 WDGL-F	9 KROF	9 KFTE-F	9 WDGL-F <	9 KBON-F <	9 KOOJ-F	9 KROF
		9 WDGL-F <	10 KFXZ-F	9 KSMB-F <	9 WDGL-F <	10 KFTE-F				9 KTDY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KRRQ-F	1 KXKC-F	1 KXKC-F >	1 KXKC-F	1 KXKC-F	1 KFTE-F >	1 KRRQ-F >	1 KRRQ-F >	1 KRRQ-F	1 KMDL-F <	1 KMDL-F >
2 KSMB-F >>	1 KRRQ-F <	2 KTDY-F >	2 KRRQ-F <	2 KMDL-F	2 KRRQ-F	2 KRXZ-F <	2 KRXZ-F >	2 KRXZ-F	2 KRRQ-F <	2 KSMB-F <
3 KXKC-F	3 KSMB-F >	3 KRRQ-F	3 KSMB-F	2 KJCB-AF	3 KSMB-F >	3 KFTE-F	3 KMDL-F	3 KXKC-F	3 KRXZ-F	3 KRRQ-F <
4 KMDL-F	4 KTDY-F	3 KSMB-F	4 KJCB-AF <	4 KTDY-F	4 KRXZ-F	4 KXKC-F	3 KXKC-F	4 KMDL-F	3 KXKC-F	4 KXKC-F
4 KTDY-F >	5 KMDL-F	5 KJCB-AF	5 KTDY-F	5 KRRQ-F	4 KXKC-F	5 KSMB-F	5 KJCB-AF	5 WDGL-F <	5 KJCB-AF <	
	6 KJCB-AF	5 KMDL-F	5 KMDL-F >	5 KSMB-F <	6 KMDL-F	6 WDGL-F	6 KFTE-F	6 KFTE-F	6 WDGL-F	
	7 KNEK-F	7 KNEK-F	7 KNEK-F	7 KNEK-F	7 KJCB-AF	7 KTDY-F	6 KSMB-F	7 KFTE-F	7 KFXZ-F	
		7 KAJN-F >	8 KAJN-F	8 KAJN-F	7 WDGL-F	7 KFXZ-F	8 KFXZ-F	8 KFXZ-F		
			9 KFXZ-F			7 WCKW-F >	9 KJCB-AF	9 KNEK-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KANE	O	1240	New Iberia	0.6	2.3	4	90	KJEF-F	C	92.9	Jennings, LA	0.3	1.8	9	204
KEUN	C	1490	Eunice	0.3	1.1	4	70	KUMX-F	CHR	104.1	Houma, LA	0.4	3.4	11	300
KJJB-F	O	105.5	Eunice	1.2	2.5	10	203	WCKW-F	AOR	92.3	Laplace, LA	1.0	5.4	20	371
KLTV-F	O	106.7	Rayne	1.3	5.5	9	227	WEMX-F	B	94.1	Kentwood, LA	0.4	2.2	6	168
KOGM-F	O	107.1	Opelousas	0.4	1.6	5	105	WLSS-F	CHR	102.5	Baton Rouge	0.3	2.8	7	237
KQIS-F	SAC	102.1	Basile	1.6	5.8	11	239	WWL	N/T	870	New Orleans	0.7	2.1	9	156
KROF-F	O	105.1	Abbeville	1.6	6.8	11	289	WXCT-F	C	100.7	Baton Rouge	0.6	3.3	10	248
KSIG	ST	1450	Crowley	0.9	2.1	6	84	WYNK-F	C	101.5	Baton Rouge	1.9	9.1	36	700
KSLO	C	1230	Opelousas	1.5	2.0	10	77								
KVOL	T/SPRTS	1330	Lafayette	0.4	1.4	3	58								
KVOL-F	T/SPRTS	105.9	Opelousas	0.9	2.2	7	123								

# LAFAYETTE, LA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Citadel, pend. KFXZ-FM, KNEK-AM, KNEK-FM, KRRQ-FM	17.4 %	17.1 %	11.3 %	AC	0 (0)	29 (1)	29 (1)	4.7 %	7.8 %
Galloway, pend. KFTE-FM, KMDL-FM, KPEL-AM, KROF-AM, KROF-FM, KRXZ-FM, KTDY-FM	26.1 %	27.3 %	39.6 %	AOR/Classic/NR	0 (0)	58 (3)	58 (3)	9.4 %	6.7 %
Local KLTW-FM, KQIS-FM, KSIG-AM	3.9 %	4.0 %	2.6 %	Black/Urban	0 (0)	88 (3)	88 (3)	14.3 %	19.4 %
Powell KDYS-AM, KSMB-FM, KVOL-AM, KVOL-FM	8.3 %	6.8 %	18.5 %	CHR	0 (0)	52 (3)	52 (3)	8.5 %	11.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	26 (3)	146 (5)	172 (6)	28.0 %	27.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	23 (3)	6 (1)	29 (4)	4.7 %	5.2 %
				Oldies	4 (1)	66 (6)	70 (7)	11.4 %	8.9 %
				Others/Unknown	0 (0)	19 (1)	19 (1)	3.1 %	2.3 %
				Religion/Gospel	42 (1)	39 (3)	81 (4)	13.2 %	7.7 %
				Soft AC	0 (0)	11 (1)	11 (1)	1.8 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	6 (1)	0 (0)	6 (1)	1.0 %	3.2 %
				<b>Totals</b>	<b>101 (9)</b>	<b>514 (27)</b>	<b>615 (36)</b>		

## AM Stations

KJCB	770	1 kw/0.5 kw (DA-N)	Gospel/Black	AURN	\$10.00	K&P		
KPEL	1420	1 kw/0.75 kw (DA-N)	News/Talk	CBS, Westwd	\$<20.00	Allied	Galloway	
KROF	960	1 kw (Days)	Country		\$<20.00	---	Galloway, pend.	Abbeville

## FM Stations

KAJN	102.9	100 kw @ 1500	Religion/Gospel	USA, CNN	\$<20.00	---		Crowley
KBON	101.1	6 kw @ 328	Variety		\$ NA	---		Mamou
KFMV	105.5	3 kw @ 300	See KJCB					Franklin
KFTE	96.5	22.5 kw @ 328	New Rock	AP	\$20.00	Katz	Galloway	Breau Bridge
KFXZ	106.3	2.6 kw @ 495	Black Oldies/Gospel	ABC	\$<20.00	Mc-Guild	Citadel, pend.	Maurice
KMDL	97.3	38 kw @ 561	Country	AP	\$22.00	Katz	Galloway	Kaplan
KNEK	104.7	25 kw @ 328	Black AC	ABC	\$21.00	Mc-Guild	Citadel, pend.	Washington
KRRQ	96.5	50 kw @ 443	Black	ABC	\$<20.00	---	Citadel, pend.	
KRXZ	107.7	100 kw @ 469	Classic AOR		\$<20.00	Katz	Galloway	Erath
KSMB	94.5	100 kw @ 1077	CHR	ABC, Source	\$50.00	Allied	Powell	
KTDY	99.9	100 kw @ 984	AC		\$42.00	Katz	Galloway	
KXKC	99.1	100 kw @ 984	Country		\$46.00	Allied		New Iberia

Notes: ^ KNEK-F revenue level includes KNEK revenue . . . Other ranked stations -- See Baton Rouge . . . 9/98 Citywide sold KFXZ-F, KNEK-AF and KRRQ-F to Citadel as part of a \$34,000,000 group transaction (Bergner) . . . 12/98 52.5% interest in KROF-AF sold to Galloway for \$787,500 . . . 1/99 KROF-F changed from Cajun/Oldies to simulcasting News/Talk KPEL

# LAKELAND-WINTER HAVEN

Arbitron Rank: 96 Pop (12+): 392,400  
 MSA Rank: NA  
 MSA Pop: NA  
 DMA: Tampa (#15)  
 Average Persons Rating: 15.0  
 Market TSL in Hours: 20.00

Stations: 38 / 8  
 Diaries: 850 / 462:1 / 53.0%  
 Sample Target: 810  
 % Below Line: 60.0  
 % Not Listed: 13.1  
 Pop per Station: 49,050

Last Year's Revenue: NA  
 Household Income: \$31,941  
 Total Retail Sales: \$4.3 Bil  
 #1 Biller: NA  
 #1 Billing Portfolio: NA

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	WPCV-F	C	97 / 16.5	15.6	14.1	13.7	1135 / 28.9	24.2	23.2	100 / 1196	WPCV-F
2	WDUV-F	EZ/ST	42 / 7.2	5.9	8.3	7.1	462 / 11.8	9.1	12.7	49 / 549	WDUV-F
2	WFLZ-F	CHR	42 / 7.2	7.0	8.6	8.4	809 / 20.6	21.4	21.2	53 / 980	WFLZ-F
4	WFJO-F	B/O	33 / 5.6	2.5	1.2		411 / 10.5	4.7	3.4	34 / 433	WFJO-F
5	WXTB-F	AOR	24 / 4.1	3.0	2.3	3.3	269 / 6.8	5.8	6.9	27 / 283	WXTB-F
6	WWRM-F	SAC	18 / 3.1	2.9	4.5	4.6	340 / 8.7	8.1	10.2	19 / 356	WWRM-F
7	WWAB	B	17 / 2.9	0.9	0.5		168 / 4.3	2.5	1.7	17 / 168	WWAB
7	WJHM-F	B	17 / 2.9	2.7	3.3	3.1	323 / 8.2	6.4	7.9	17 / 323	WJHM-F
9	WAKS-F	AC/CHR	15 / 2.6	2.1	2.0	2.2	232 / 5.9	4.0	5.6	17 / 243	WAKS-F
10	WSJT-F	J	14 / 2.4	3.9	3.0	2.4	254 / 6.5	8.1	6.3	15 / 280	WSJT-F
11	WONN	ST	13 / 2.2	4.1	2.5	2.7	193 / 4.9	6.9	5.1	13 / 193	WONN
11	WXXL-F	CHR	13 / 2.2	1.8	2.7	1.6	371 / 9.5	7.4	10.8	13 / 379	WXXL-F
13	WHNR	B	12 / 2.0	2.3	2.3	2.6	176 / 4.5	3.9	4.8	12 / 176	WHNR
13	WRBQ-F	C	12 / 2.0	1.6	0.8	1.8	215 / 5.5	5.8	4.1	12 / 230	WRBQ-F
13	WTKS-F	T	12 / 2.0	2.3	2.0	1.5	195 / 5.0	4.5	4.5	13 / 208	WTKS-F
13	WOCL-F	O	12 / 2.0	1.8	2.5	1.6	224 / 5.7	6.1	8.3	12 / 224	WOCL-F

12+ FM Share (Metro): 84.90% (433 of 510) (Fall 97: 85.85%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >	1 WFLZ-F	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >	1 WPCV-F	1 WPCV-F >>	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >
2 WJHM-F	2 WXTB-F	2 WFLZ-F	2 WFJO-F	2 WFJO-F	2 WOUV-F >>	2 WFLZ-F >>	2 WFJO-F	2 WOUV-F <	2 WWAB	2 WDUV-F >
3 WPCV-F	2 WPCV-F >	3 WFJO-F	3 WFLZ-F >	3 WFLZ-F >	3 WFJO-F >	3 WDUV-F	3 WDUV-F	3 WFJO-F	3 WFLZ-F	3 WFLZ-F
4 WXXL-F	4 WFJO-F >	4 WXTB-F >	4 WWRM-F	4 WWRM-F <	4 WWAB <	4 WXTB-F <	4 WFLZ-F <	4 WFLZ-F	4 WJHM-F <	4 WWAB
4 WJRR-F >	5 WJHM-F	5 WWRM-F		5 WAKS-F	5 WONN <	5 WWAB	5 WXTB-F <	5 WJHM-F	5 WFJO-F	5 WJHM-F <
	5 WTKS-F			5 WTBT-F <	6 WSJT-F	5 WFJO-F >	6 WWRM-F	5 WXTB-F <	6 WDUV-F <	6 WFJO-F
					6 WFLZ-F			7 WSJT-F	7 WXTB-F >	6 WHNR <

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WFLZ-F >>	1 WFLZ-F	1 WPCV-F	1 WPCV-F >	1 WPCV-F >>	1 WXTB-F >>	1 WXTB-F >	1 WPCV-F	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >>
2 WJHM-F >	2 WPCV-F	2 WFJO-F	2 WFLZ-F <	2 WFJO-F >	2 WFLZ-F >	2 WFLZ-F	2 WFLZ-F	2 WXTB-F <	2 WFLZ-F <	2 WDUV-F
3 WPCV-F	3 WFJO-F >	2 WFLZ-F >>	3 WFJO-F >	3 WFLZ-F >	3 WJHM-F	3 WPCV-F >	2 WTKS-F	3 WFLZ-F >	3 WFJO-F	3 WJHM-F
3 WWAB	4 WWRM-F	4 WWRM-F	4 WWRM-F	4 WAKS-F	4 WTKS-F	4 WTKS-F	4 WHTQ-F	4 WFJO-F >	4 WTBT-F	3 WFLZ-F
3 WWRM-F	5 WJHM-F	4 WAKS-F >	5 WAKS-F >	5 WWRM-F >	5 WXXL-F >>	5 WFJO-F	4 WFJO-F	5 WHTQ-F	5 WXTB-F	5 WXTB-F >>
3 WXTB-F	5 WXXL-F		6 WWAB			6 WJHM-F	6 WXTB-F	5 WTKS-F	5 WTKS-F	5 WTKS-F
3 WXXL-F >>	5 WAKS-F					6 WHTQ-F	6 WRBQ-F >	5 WTBT-F >	5 WHTQ-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WLKF	T	1430	Lakeland 1.9 4.7 11 186
WTWB	G	1570	Auburndale 0.5 1.8 3 71
WWBF	O	1130	Bartow 0.5 2.3 3 96
WWRZ-F	SAC	98.3	Arcadia 0.3 2.1 9 172

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	UIAC	94.5	Daytona Beach 1.0 3.1 6 122
WCOF-F	CL HITS	107.3	St. Petersburg 0.9 3.6 5 144
WDBO	FS	580	Orlando 0.3 1.5 2 60
WFLA	T	970	Tampa 0.9 2.5 7 106
WFNS	O	910	Plant City 0.3 1.9 2 73
WHPT-F	AOR-P	102.5	Sarasota 1.0 3.6 10 230
WHTQ-F	CLAOR	96.5	Orlando 1.7 4.1 10 206
WJRR-F	AOR-NR	101.1	Cocoa Beach 1.7 4.8 10 195
WMGF-F	SAC	107.7	Mound Dora 0.5 2.0 3 80
WOMX-F	AC/CHR	105.1	Orlando 1.5 4.7 9 202
WQTM	SPRTS	540	Pine Hills 0.7 2.6 4 140
WQYK	T	1010	Seffner 0.5 2.1 4 119
WQYK-F	C	99.5	St. Petersburg 1.4 4.9 8 219
WSHE-F	AC	100.3	Orlando 0.9 2.8 5 109
WSSR-F	AC-NR	95.7	Clearwater 0.7 2.7 5 120
WTBT-F	CLAOR	105.5	New Port Richey 1.9 3.8 11 151
WWKA-F	C	92.3	Orlando 0.5 3.6 3 141
WZTM	SPRTS	820	Largo 0.3 1.2 2 53

# LAKELAND-WINTER HAVEN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Hall	20.6 %	20.5 %	%	AC	0 (0)	33 (4)	33 (4)	6.5 %	7.1 %
WLKF-AM, WOHN-AM, WPCV-FM, WWRZ-FM				AOR/Classic/NR	0 (0)	61 (5)	61 (5)	12.0 %	11.9 %
	20.6 %	20.5 %	%	Black/Urban	29 (2)	56 (3)	85 (5)	16.7 %	8.8 %
				CHR	0 (0)	55 (2)	55 (2)	10.8 %	13.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	120 (4)	120 (4)	23.5 %	21.4 %
				Full Service	2 (1)	0 (0)	2 (1)	0.4 %	1.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	14 (1)	14 (1)	2.7 %	3.4 %
				News/Talk	19 (3)	12 (1)	31 (4)	6.1 %	5.0 %
				Oldies	5 (2)	17 (2)	22 (4)	4.3 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %
				Soft AC	0 (0)	23 (3)	23 (3)	4.5 %	7.6 %
				Sports	6 (2)	0 (0)	6 (2)	1.2 %	1.1 %
				Standards/EZ	13 (1)	42 (1)	55 (2)	10.8 %	13.0 %
				<b>Totals</b>	<b>77 (12)</b>	<b>433 (26)</b>	<b>510 (38)</b>		

## AM Stations

WHHR	1360	5 kw/2.5 kw (DA-2)	Black	ABC, AURN	\$ NA	---		Cypress Gardens
WLKF	1430	5 kw/1 kw	Talk	ABC, WW1, Talknt	\$17.00	D&R	Hall	
WOHN	1230	1 kw	Standards	Westwd, CNN	\$20.00	D&R	Hall	
WWAB	1330	1 kw (Days)	Black	UPI	\$ NA	---		

## FM Stations

WPCV	97.5	100 kw @ 1016	Country	Westwd	\$88.00	D&R	Hall	Winter Haven
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Notes: Other ranked stations - See Tampa-Saint Petersburg or Orlando

# LANCASTER

Arbitron Rank: 111 Pop (12+): 373,600	Stations: 36 / 6	Last Year's Revenue: \$10,100,000
MSA Rank: 111	Diaries: 842 / 444 1 / 65 7%	Household Income: \$49,223
MSA Pop: 456,000	Sample Target: 810	Total Retail Sales: \$4.5 Bil
DMA: 44 (w/ Harrisburg & York)	% Below Line: 51.0	#1 Biller: WIOV-F \$3,600,000
Average Persons Rating: 16.1	% Not Listed: 15.9	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 62,267	Bnl: \$3,600,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WIOV-F	C	64 / 9.0	8.2	7.0	8.6	9.0	758 / 20.3	17.4	17.9	60 / 959	E	WIOV-F
2 WLAF-F	CHR	52 / 8.7	10.2	7.4	8.5	10.6	943 / 25.2	24.7	22.7	76 / 1473	D	WLAF-F
3 WSOX-F	O	50 / 8.3		0.3	0.3	0.3	660 / 17.7		1.2	89 / 1163		WSOX-F
4 WARM-F	AC	41 / 6.8	5.5	6.5	6.5	7.6	545 / 14.6	15.6	14.8	100 / 1187		WARM-F
5 WQXA-F	AOR	37 / 6.2	6.4	7.0	7.8	5.4	644 / 17.2	15.7	16.2	73 / 1357		WQXA-F
6 WROZ-F	SAC	36 / 6.0	7.8	8.4	8.5	8.7	535 / 14.3	17.7	17.6	63 / 1029	E	WROZ-F
7 WDAC-F	RI	35 / 5.8	5.7	9.6	7.4	6.0	476 / 12.7	15.2	15.1	52 / 740	D	WDAC-F
8 WRKZ-F	C	25 / 4.2	4.6	4.5	5.2	4.2	426 / 11.4	13.3	13.4	71 / 1103		WRKZ-F
9 WRVV-F	AC AOR	21 / 3.5	3.7	4.2	4.6	3.1	318 / 8.5	9.3	11.5	46 / 689		WRVV-F
10 WHP	IS	20 / 3.3	5.4	2.5	2.8	3.5	348 / 9.3	8.3	8.3	38 / 654		WHP
11 WEGK-F	Cl AOR	20 / 3.3	3.9	4.4	3.9	4.7	398 / 10.7	12.3	12.4	29 / 830		WEGK-F
12 WLAF	ST	16 / 2.7	1.4	2.7	2.1	1.6	188 / 5.0	4.6	6.9	16 / 195	A	WLAF

12+ FM Share (Metro) 87.70% (442 of 504) (Fall 97 86.26%)

Teens	16-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLAF >>	1 WLAF	1 WLAF	1 WSOX-F	1 WSOX-F	1 WIOV-F	1 WLAF	1 WSOX-F <	1 WSOX-F <	1 WLAF <	1 WIOV-F
2 WQXA-F >	1 WQXA-F >>	2 WQXA-F	2 WLAF >	2 WARM-F	2 WSOX-F	2 WIOV-F	2 WARM-F <	2 WIOV-F <	2 WSOX-F <	2 WSOX-F <
3 WRKZ-F >	3 WRKZ-F	3 WSOX-F	3 WARM-F	3 WLAF	3 WARM-F <	3 WQXA-F	3 WIOV-F	3 WLAF >	3 WDAC-F	3 WLAF >
4 WSOX-F >	4 WARM-F >	4 WARM-F >	4 WIOV-F	4 WIOV-F	4 WROZ-F >	4 WARM-F	4 WROZ-F <	4 WARM-F <	4 WQXA-F <	4 WARM-F
5 WIOV-F >	5 WROZ-F >	5 WROZ-F	5 WROZ-F	4 WQXA-F >	5 WDAC-F >	5 WDAC-F	5 WLAF	5 WDAC-F	5 WIOV-F	4 WDAC-F <
6 WARM-F >	6 WIOV-F	6 WIOV-F >	6 WROZ-F	6 WROZ-F	6 WLAF	6 WROZ-F	6 WHP <	6 WQXA-F <	6 WROZ-F >	6 WROZ-F <
7 WEGK-F >	7 WRVV-F	7 WRVV-F	7 WRVV-F	7 WRVV-F >	7 WHP	7 WSOX-F	7 WQXA-F	7 WRKZ-F	7 WEGK-F	7 WQXA-F
8 WRVV-F >	8 WEGK-F >	8 WDAC-F	8 WDAC-F	8 WLAF	8 WLAF	8 WRVV-F <	8 WRVV-F <	8 WROZ-F	8 WRKZ-F <	8 WRKZ-F <
						9 WRKZ-F >	9 WDAC-F <			9 WEGK-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLAF >>	1 WLAF >>	1 WLAF >	1 WLAF >	1 WSOX-F	1 WQXA-F	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F >	1 WQXA-F	1 WDAC-F
2 WROZ-F >	2 WQXA-F	2 WARM-F	2 WSOX-F <	1 WARM-F	2 WEGK-F	2 WLAF	2 WRVV-F	2 WSOX-F <	2 WSOX-F	2 WLAF
3 WQXA-F >	2 WRKZ-F >	3 WQXA-F	3 WROZ-F	3 WROZ-F <	3 WLAF >	3 WSOX-F	3 WSOX-F	3 WLAF	3 WRVV-F	3 WIOV-F
4 WCHT >>	4 WARM-F >	3 WRKZ-F	3 WARM-F >	4 WLAF	4 WTPA-F	4 WEGK-F	3 WLAF	3 WRVV-F	4 WIOV-F	4 WQXA-F
	5 WSOX-F	5 WRKZ-F >	5 WRKZ-F	5 WIOV-F >	4 WRKZ-F	4 WRVV-F	5 WIOV-F	5 WIOV-F	5 WIOV-F	4 WLAF
	5 WIOV-F	6 WIOV-F	6 WIOV-F	6 WROZ-F	4 WSOX-F >>	6 WIOV-F	5 WDAC-F	5 WEGK-F >	6 WDAC-F	6 WDAC-F
	5 WRKZ-F	7 WQXA-F	7 WQXA-F	6 WDAC-F			7 WARM-F	7 WARM-F	7 WARM-F	7 WEGK-F
	5 WCRF >	8 WDAC-F	8 WDAC-F				7 WDAC-F	8 WARM-F	8 WARM-F	

# LANCASTER

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WLPA	SPRTS	1490	Lancaster	0.8	2.7	5 116

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGF-FM, WLPA-AM, WROZ-FM	10.1 %	11.6 %	%
	10.1 %	11.6 %	%

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia	0.7	4.8	5 206
WADV	REL	940	Lebanon	0.7	1.5	6 90
WBAL	N/T	1090	Baltimore	0.3	1.4	5 155
WEEU	FS	850	Reading	0.5	1.4	4 63
WHYL	ST	960	Carlisle	0.5	1.4	5 95
WIOQ-F	CHR	102.1	Philadelphia	0.3	2.5	2 108
WIP	SPRTS	610	Philadelphia	0.5	1.3	3 61
WYYY-F	AOR	97.9	Baltimore	0.3	1.5	8 148
WMGK-F	CL HITS	102.9	Philadelphia	0.7	1.9	5 73
WMIR-F	AOR	93.3	Philadelphia	0.7	1.6	4 66
WNCE-F	EZ/ST	92.1	Palmyra	1.3	3.7	15 244
WUGL-F	O	98.1	Philadelphia	0.7	3.3	4 138
WRBT-F	C	94.9	Harrisburg	0.3	2.1	13 294
WRFY-F	CHR	102.5	Reading	1.5	7.1	10 309
WSBA	FS	910	York	0.3	1.9	27 562
WTPA-F	AOR	93.5	Mechanicsburg	1.5	5.6	33 726
WUSL-F	B	98.9	Philadelphia	1.0	3.1	9 136
WWDB-F	T	96.5	Philadelphia	0.8	1.8	5 86
WWKL-F	O	99.3	Harrisburg	0.7	3.3	10 292
WXXM-F	AC-NR	95.7	Philadelphia	0.3	1.3	2 53
WYCR-F	CHR	98.5	Hanover	1.3	8.0	48 1032
WYSP-F	T/CL AOR	94.1	Philadelphia	0.3	1.5	3 79

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	43 (2)	43 (2)	8.5 %	8.2 %
AOR/Classic/NR	0 (0)	95 (7)	95 (7)	18.8 %	22.7 %
Black/Urban	0 (0)	6 (1)	6 (1)	1.2 %	1.0 %
CHR	0 (0)	71 (4)	71 (4)	14.1 %	12.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	81 (3)	81 (3)	16.1 %	14.5 %
Full Service	25 (3)	0 (0)	25 (3)	5.0 %	5.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (2)	5 (1)	11 (3)	2.2 %	1.6 %
Oldies	0 (1)	62 (4)	62 (5)	12.3 %	4.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	35 (1)	39 (2)	7.7 %	13.3 %
Soft AC	0 (0)	36 (1)	36 (1)	7.1 %	9.8 %
Sports	8 (2)	0 (0)	8 (2)	1.6 %	1.2 %
Standards/EZ	19 (2)	8 (1)	27 (3)	5.4 %	5.1 %
<b>Totals</b>	<b>62 (11)</b>	<b>442 (25)</b>	<b>504 (36)</b>		

### AM Stations

WLAN	1390	5 kw/1 kw (DA-2)	Standards	Westwd	\$<20.00	Allied	Clear Channel
WLPA	1490	0.6 kw	Sports	1-on-1, CNN	\$<20.00	D&R	Hall

### FM Stations

WDAC	94.5	19 kw @ 810	Religion	USA	\$54.00	Dome	WDAC, Inc.
WIOV	105.1	25 kw @ 696	Country	ABC, Westwd	\$75.00	Mc-Guild	Brill Ephrata
WLAN	96.9	50 kw @ 500	CHR	Westwd	\$50.00	Clr Chnl	Clear Channel
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$66.00	D&R	Hall

Notes: Other ranked stations - See Harrisburg or York . . . No revenue percentages are available in the Consolidation Report due to overlap with Harrisburg & York



# LANSING

Arbitron Rank: 114 Pop (12+): 369,900  
 MSA Rank: 113  
 MSA Pop: 449,000  
 DMA: 106  
 Average Persons Rating: 14.9  
 Market TSL in Hours: 19.50

Stations: 21 / 12  
 Diaries: 1,045 / 354:1 / 55.1%  
 Sample Target: 990  
 % Below Line: 6.0  
 % Not Listed: 21.2  
 Pop per Station: 30,825

Last Year's Revenue: \$16,500,000  
 Household Income: \$45,308  
 Total Retail Sales: \$5.0 Bil.  
 #1 Biller: WFMK-F \$4,200,000  
 #1 Billing Portfolio: Liggett \$11,550,000

12+ Metro	Format	Fail 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WITL-F	C	62 / 11.3	10.8	11.5	12.5	13.7	11.5	776 / 21.0	24.7	27.0	105 / 1350	E	WITL-F
2	WFMK-F	AC	61 / 11.1	10.9	11.5	12.0	11.9	11.4	906 / 24.5	28.0	23.3	108 / 1566	F	WFMK-F
3	WMMQ-F	CL AOR	52 / 9.4	7.8	9.8	8.1	8.2	8.8	634 / 17.1	19.5	17.8	74 / 1164	C	WMMQ-F
4	WJIM-F	O	49 / 8.9	7.5	9.1	7.2	8.9	8.2	847 / 22.9	22.7	22.7	72 / 1270	C	WJIM-F
5	WJXQ-F	AOR	36 / 6.5	5.7	6.3	7.0	4.9	6.4	592 / 16.0	15.0	14.7	107 / 1505	C	WJXQ-F
6	WHZZ-F	CHR	34 / 6.2	7.6	9.6	9.2	8.1	8.1	812 / 22.0	27.0	22.7	37 / 944	B	WHZZ-F
7	WVWX-F	AOR-NR	31 / 5.6	4.3	2.7	3.5	3.3	4.0	720 / 19.5	14.5	13.6	37 / 838	B	WVWX-F
8	WQHH-F	B	23 / 4.2	4.7	3.4	4.6	3.2	4.2	366 / 9.9	9.7	8.3	23 / 375	A	WQHH-F
9	WJIM	T	17 / 3.1	3.5	3.8	2.6	3.5	3.2	419 / 11.3	8.2	8.7	19 / 473	B	WJIM
10	WXIK-F	C	16 / 2.9	3.1	1.9	3.7	3.9	2.9	352 / 9.5	8.4	11.3	29 / 686	C	WXIK-F
11	WILS	ST	14 / 2.5	4.2	3.9	1.8	3.3	3.1	214 / 5.8	5.9	6.8	14 / 219	A	WILS
12	WJR	FS	13 / 2.4	2.4	1.9	1.8	2.6	2.1	273 / 7.4	8.5	7.5	62 / 973		WJR

12+ FM Share (Metro): 88.02% (382 of 434) (Fall 97: 86.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WVWX-F	1 WFMK-F <	1 WMMQ-F <	1 WMMQ-F	1 WJIM-F <	1 WFMK-F <	1 WFMK-F	1 WFMK-F	1 WITL-F <	1 WITL-F >
2	WHZZ-F >	2 WJXQ-F	2 WFMK-F	2 WFMK-F	2 WITL-F	2 WJIM-F <	2 WITL-F <	2 WITL-F <	2 WVWX-F	2 WJIM-F
3	WQHH-F	3 WHZZ-F	3 WITL-F	3 WITL-F	3 WJIM-F	3 WFMK-F	3 WMMQ-F <	3 WMMQ-F	3 WMMQ-F <	2 WFMK-F
4	WFMK-F	3 WITL-F	4 WJXQ-F <	3 WJIM-F	4 WITL-F	4 WMMQ-F >>	4 WJXQ-F <	4 WJIM-F >	4 WJIM-F	4 WHZZ-F
		3 WMMQ-F <	5 WJIM-F	5 WJXQ-F	5 WJXQ-F	5 WILS	5 WITL-F >>	5 WHZZ-F <	5 WHZZ-F	5 WMMQ-F
		6 WVWX-F >>	6 WHZZ-F	6 WHZZ-F >	6 WHZZ-F >	5 WJIM <	6 WJXQ-F <	6 WJXQ-F <	6 WQHH-F <	5 WHZZ-F
			7 WVWX-F	7 WVWX-F	7 WVWX-F	7 WJXQ-F	7 WVWX-F <	7 WVWX-F <	7 WVWX-F	7 WJXQ-F
			8 WQHH-F >	7 WQHH-F	7 WQHH-F		8 WQHH-F >	8 WJIM >	8 WQHH-F >	8 WJIM-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WITL-F	1 WFMK-F <	1 WFMK-F	1 WFMK-F	1 WVWX-F	1 WJXQ-F	1 WMMQ-F >	1 WMMQ-F >	1 WMMQ-F >>	1 WITL-F
2	WHZZ-F	2 WHZZ-F	2 WHZZ-F	2 WITL-F	2 WJIM-F	1 WJXQ-F >	2 WJXQ-F	2 WJXQ-F	2 WJIM-F	2 WJXQ-F >
2	WFMK-F	3 WITL-F	3 WMMQ-F	3 WJIM-F	3 WITL-F >	3 WITL-F >	3 WVWX-F >	3 WVWX-F	3 WITL-F <	2 WJXQ-F
4	WVWX-F	4 WJXQ-F	4 WJXQ-F >	4 WHZZ-F	4 WHZZ-F	4 WHZZ-F	4 WITL-F	3 WFMK-F	4 WFMK-F	4 WITL-F
5	WJXQ-F	5 WVWX-F	5 WITL-F	5 WMMQ-F	4 WMMQ-F >	4 WMMQ-F	4 WFMK-F	5 WITL-F	5 WVWX-F	4 WFMK-F >
		5 WMMQ-F >>		6 WJXQ-F	6 WXIK-F	4 WQHH-F	6 WHZZ-F >	6 WHZZ-F	6 WJIM-F	6 WVWX-F
				7 WVWX-F	6 WJXQ-F	4 WFMK-F >>	7 WQHH-F	6 WJIM-F >	7 WHZZ-F	
								8 WJIM >>	7 WQHH-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WVFN	SPRTS	730	East Lansing	1.1	4.2	6 154	WBCT-F	C	93.7	Grand Rapids	0.4	1.7	23 464
							WCUZ-F	C	101.3	Grand Rapids	0.5	1.3	9 205
							WDFN	SPRTS	1130	Detroit	0.4	1.0	3 83
							WKFR-F	CHR	103.3	Battle Creek	0.5	1.9	41 751
							WLAV-F	CL AOR	96.9	Grand Rapids	0.4	1.6	14 237
							WODJ-F	O	107.3	Greenville	0.4	1.8	10 213
							WOOD-F	SAC	105.7	Grand Rapids	0.7	3.7	17 355
							WRIF-F	AOR	101.1	Detroit	0.4	1.5	18 366

# LANSING

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>62nd Street</b> WJXQ-FM, WWDX-FM, WXIK-FM	15.0 %	13.5 %	19.4 %	AC	0 (0)	61 (1)	61 (1)	14.1 %	15.3 %
				AOR/Classic/NR	0 (0)	123 (5)	123 (5)	28.3 %	21.4 %
<b>Liggett</b> WFMK-FM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM	44.9 %	49.4 %	70.0 %	Black/Urban	0 (0)	23 (1)	23 (1)	5.3 %	4.6 %
				CHR	0 (0)	37 (2)	37 (2)	8.5 %	10.7 %
	59.9 %	62.9 %	89.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	83 (4)	83 (4)	19.1 %	22.5 %
				Full Service	13 (1)	0 (0)	13 (1)	3.0 %	3.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	17 (1)	0 (0)	17 (1)	3.9 %	4.4 %
				Oldies	0 (0)	51 (2)	51 (2)	11.8 %	11.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	4 (1)	4 (1)	0.9 %	0.4 %
				Sports	8 (2)	0 (0)	8 (2)	1.8 %	1.5 %
				Standards/EZ	14 (1)	0 (0)	14 (1)	3.2 %	4.2 %
				<b>Totals</b>	<b>52 (5)</b>	<b>382 (16)</b>	<b>434 (21)</b>		

### AM Stations

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

### FM Stations

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

Notes: WJR - See Detroit

# LAS VEGAS

**Arbitron Rank:** 40 Pop (12+): 1,051,900  
**MSA Rank:** 44  
**MSA Pop:** 1,330,000  
**DMA:** 66  
**Average Persons Rating:** 15.9  
**Market TSL in Hours:** 21.25

**Stations:** 23 / 23  
**Diaries:** 2,001 / 526;1 / 53.8%  
**Sample Target:** 1,980  
**% Below Line:** 0.0  
**% Not Listed:** 13.8  
**Pop per Station:** 45,735

**Last Year's Revenue:** \$52,700,000  
**Household Income:** \$41,646  
**Total Retail Sales:** \$13.7il.  
**#1 Biller:** KSNE-F \$5,080,000  
**#1 Billing Portfolio:** CBS/Infinity \$16,940,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KLUC-F	CHR	156 / 9.3	8.4	8.3	10.2	9.5	9.1	2302 / 21.9	22.5	23.6	159 / 2385	F	KLUC-F
2	KJUL-F	ST	142 / 8.5	7.5	9.9	8.9	8.8	8.7	1518 / 14.4	13.4	14.5	161 / 1698	D	KJUL-F
3	KMXB-F	AC/CHR	102 / 6.1	6.6	6.5	5.9	6.5	6.3	1964 / 18.7	18.3	17.5	102 / 1989	E	KMXB-F
3	KXTE-F	AOR-NR	102 / 6.1	5.5	4.5	4.9	5.5	5.3	1527 / 14.5	12.2	12.9	102 / 1580	D	KXTE-F
5	KSNE-F	SAC	94 / 5.6	6.2	6.1	7.6	7.2	6.4	1498 / 14.2	13.3	15.3	95 / 1533	G	KSNE-F
6	KKLZ-F	CL AOR	80 / 4.8	4.7	4.3	4.1	4.7	4.5	1181 / 11.2	12.1	12.3	81 / 1217	E	KKLZ-F
7	KWNR-F	C	78 / 4.7	5.2	6.6	4.9	4.7	5.3	1229 / 11.7	13.6	12.6	80 / 1275	F	KWNR-F
8	KMZQ-F	AC	76 / 4.6	5.2	6.1	5.1	5.1	5.2	1301 / 12.4	14.9	13.5	76 / 1309	G	KMZQ-F
9	KOMP-F	AOR	71 / 4.3	3.2	3.6	3.8	3.4	3.7	1061 / 10.1	8.4	8.2	72 / 1093	E	KOMP-F
10	KISF-F	UAC	70 / 4.2	4.1	3.3	2.4	3.2	3.5	1326 / 12.6	10.2	11.4	70 / 1329	E	KISF-F
11	KFMS-F	C	63 / 3.8	4.4	4.3	5.8	3.3	4.6	931 / 8.9	11.3	8.7	64 / 966	D	KFMS-F
12	KQOL-F	O	60 / 3.6	3.8	3.6	4.1	3.7	3.8	1037 / 9.9	9.6	10.5	61 / 1063	D	KQOL-F
13	KXPT-F	AOR-P	59 / 3.5	4.0	2.6	3.0	1.7	3.3	1112 / 10.6	9.7	6.4	69 / 1215	C	KXPT-F
14	KLSQ	SP	48 / 2.9	3.5	2.4	3.1	3.9	3.0	497 / 4.7	4.4	5.6	52 / 521	C	KLSQ
15	KVBC-F	T/N	43 / 2.6	1.9	2.0	1.3	1.5	1.9	714 / 6.8	6.2	4.2	43 / 717	B	KVBC-F
16	KXNT	T	42 / 2.5	3.3	3.9	3.1	4.3	3.2	577 / 5.5	8.1	8.7	43 / 589	B	KXNT
17	KSTJ-F	AC/CHR	38 / 2.3	3.4	2.8	3.1	3.4	2.9	954 / 9.1	9.9	11.8	38 / 957	F	KSTJ-F
17	KDOX	SP-C	38 / 2.3	1.7	1.2	1.7	1.8	1.7	426 / 4.0	2.8	3.4	38 / 426	B	KDOX
19	KENO	SPRTS	23 / 1.4	0.7	0.5	0.7	1.1	0.8	519 / 4.9	2.7	4.4	23 / 519	A	KENO
20	KDWN	T	21 / 1.3	1.2	1.1	1.6	2.1	1.3	370 / 3.5	3.8	4.4	22 / 392	B	KDWN

12+ FM Share (Metro): 85.75% ( 1234 of 1439 ) ( Fall 97: 82.96% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLUC-F >>>	1 KLUC-F	1 KLUC-F	1 KKLZ-F <	1 KKLZ-F <	1 KJUL-F >	1 KXTE-F >	1 KJUL-F	1 KLUC-F	1 KLUC-F >	1 KJUL-F <
2 KMXB-F >	2 KXTE-F	2 KXTE-F <	2 KLUC-F <	2 KLUC-F <	2 KSNE-F	2 KLUC-F <	2 KLUC-F	2 KJUL-F	2 KJUL-F	2 KLUC-F >
3 KXTE-F >	3 KMXB-F >	3 KMXB-F	3 KMXB-F <	3 KMXB-F <	3 KFMS-F <	3 KJUL-F	3 KMXB-F	3 KMXB-F	3 KMXB-F <	3 KISF-F <
	4 KOMP-F	4 KKLZ-F <	4 KXTE-F <	4 KXTE-F <	4 KOOL-F <	4 KSNE-F	4 KKLZ-F	4 KSNE-F <	4 KSNE-F <	4 KMXB-F
	5 KKLZ-F <	5 KOMP-F	5 KOMP-F	5 KMZQ-F <	5 KWNR-F <	5 KMXB-F	4 KMZQ-F <	5 KMZQ-F	5 KXTE-F	4 KWNR-F <
	6 KISF-F <	6 KISF-F <	6 KXPT-F <	6 KSNE-F <	6 KKLZ-F <	6 KKLZ-F <	6 KSNE-F <	6 KWNR-F <	6 KVBC-F	6 KSNE-F
	7 KLSQ <	7 KMZQ-F <	7 KISF-F	7 KOMP-F <	7 KMZQ-F	7 KOMP-F <	7 KWNR-F <	7 KXTE-F	7 KISF-F <	6 KXTE-F
	8 KWNR-F	8 KXPT-F <	7 KMZQ-F <	8 KISF-F	8 KXPT-F	8 KWNR-F	8 KOMP-F	7 KKLZ-F <	8 KKLZ-F	8 KKLZ-F <
	8 KMZQ-F	9 KSNE-F <	9 KSNE-F	8 KXPT-F	9 KXNT <	9 KMZQ-F	9 KXTE-F <	9 KOMP-F <	9 KOMP-F	9 KOOL-F <
		10 KWNR-F	10 KWNR-F	10 KWNR-F <	10 KISF-F <	9 KFMS-F <		10 KOOL-F <	9 KMZQ-F <	10 KFMS-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KLUC-F >>	1 KLUC-F	1 KLUC-F <	1 KLUC-F	1 KLUC-F <	1 KLUC-F	1 KXTE-F >	1 KXTE-F	1 KXTE-F	1 KXTE-F	1 KLUC-F
2 KMXB-F >	2 KMXB-F >	2 KMXB-F >	2 KMXB-F	2 KMXB-F	2 KXTE-F >	2 KLUC-F	2 KOMP-F >	2 KOMP-F	2 KKLZ-F	2 KVBC-F
3 KXTE-F	3 KISF-F	3 KISF-F <	3 KISF-F	2 KSNE-F	3 KOMP-F	2 KOMP-F	3 KMXB-F	3 KKLZ-F <	2 KOMP-F >	3 KJUL-F
4 KWNR-F	4 KMZQ-F	4 KMZQ-F <	3 KSNE-F <	4 KMZQ-F <	4 KMXB-F	4 KMXB-F >	4 KKLZ-F	4 KLUC-F	4 KXPT-F <	4 KSNE-F <
4 KISF-F >	4 KXTE-F	5 KLSQ	5 KMZQ-F <	5 KISF-F	5 KLSQ	5 KKLZ-F	4 KLUC-F >	5 KMXB-F	5 KOOL-F <	5 KXTE-F
6 KMZQ-F	6 KLSQ <	5 KKLZ-F	6 KWNR-F	6 KWNR-F	6 KKLZ-F	6 KLSQ <	6 KDOX	6 KXPT-F	6 KMXB-F <	
	7 KWNR-F <	7 KXPT-F	7 KXPT-F <	7 KXPT-F	7 KWNR-F >	7 KWNR-F	7 KLSQ	7 KISF-F <	7 KMZQ-F	
	8 KKLZ-F	7 KXTE-F	8 KKLZ-F <	7 KKLZ-F <			7 KISF-F	8 KMZQ-F	7 KLUC-F <	
	9 KDOX <	9 KDOX	9 KXTE-F <	9 KJUL-F			7 KWNR-F	8 KWNR-F <	9 KVBC-F	
			10 KLSQ							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBAD	SPRTS	920	Las Vegas	0.6 2.6 10 275
KLAV	N/T	1230	Las Vegas	0.5 1.6 8 171
KNUU	N/T	970	Las Vegas	0.9 3.9 15 411

# LAS VEGAS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM	28.6 %	26.4 %	32.1 %	AC	0 (0)	216 (3)	216 (3)	15.0 %	13.4 %
<b>Centennial</b> KJUL-FM, KKLZ-FM, KSTJ-FM	15.6 %	12.5 %	16.3 %	AOR/Classic/NR	0 (0)	312 (4)	312 (4)	21.7 %	21.2 %
<b>Jacor</b> KFMS-FM, KQOL-FM, KSNE-FM, KWNR-FM	17.7 %	17.9 %	26.3 %	Black/Urban	0 (0)	70 (1)	70 (1)	4.9 %	0.0 %
<b>Lotus</b> KBAD-AM, KENO-AM, KOMP-FM, KPXT-FM	9.8 %	13.1 %	11.3 %	CHR	0 (0)	156 (1)	156 (1)	10.8 %	10.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	141 (2)	141 (2)	9.8 %	9.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	86 (2)	0 (0)	86 (2)	6.0 %	6.5 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	86 (4)	43 (1)	129 (5)	9.0 %	10.2 %
				Oldies	0 (0)	60 (1)	60 (1)	4.2 %	8.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	94 (1)	94 (1)	6.5 %	8.3 %
				Sports	33 (2)	0 (0)	33 (2)	2.3 %	2.0 %
				Standards/EZ	0 (0)	142 (1)	142 (1)	9.9 %	10.1 %
				<b>Totals</b>	<b>205 (8)</b>	<b>1234 (15)</b>	<b>1439 (23)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Fall 97
KDOX	1280	5 kw/0.048 kw	Hispanic Regional		\$ NA	Lotus			Henderson
KDWN	720	50 kw (DA-N)	Talk	AP	\$ 23.00	Roslin			
KENO	1460	10 kw/0.625 kw (DA-2)	Sports	1-on-1, WW1, ESPN	\$ NA	Lotus			
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic		\$ 25.00	Hefel			Laughlin
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC	\$ 27.00	Eastman	CBS/Infinity		

## FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Fall 97
KFMS	101.9	100 kw @ 1180	Country		\$ 55.00	Katz	Jacor		
KISF	103.5	100 kw @ 1158	Urban AC		\$ 65.00	D&R			
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd	\$ 48.00	Allied	Centennial		N. Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR		\$ 60.00	Sentry	Centennial		
KLUC	98.5	100 kw @ 1180	CHR		\$ 67.00	Eastman	CBS/Infinity		
KMXB	94.1	100 kw @ 1210	AC/CHR		\$ 44.00	Eastman	CBS/Infinity		Henderson
KMZQ	100.5	100 kw @ 1104	AC		\$ 80.00	Eastman	CBS/Infinity		Henderson
KOMP	92.3	100 kw @ 1520	AOR		\$ 62.00	Christal	Lotus		
KQOL	93.1	24 kw @ 3743	Oldies		\$ 24.00	Katz	Jacor		
KSNE	106.5	100 kw @ 1155	Soft AC		\$ 92.00	Katz	Jacor		
KSTJ	105.5	3.7 kw @ 1588	AC/CHR		\$ 38.00	Allied	Centennial		Boulder City
KVBC	105.1	50 kw @ 36	Talk/News	CNN	\$ NA	---			
KWNR	95.5	100 kw @ 1160	Country		\$ 88.00	D&R	Jacor		Henderson
KXPT	97.1	100 kw @ 1919	Prog. AOR		\$ 40.00	Christal	Lotus		
KXTE	107.5	25 kw @ 3678	AOR-New Rock		\$ 50.00	Eastman	CBS/Infinity		Pahrump

Notes: 9/98 KQOL-F (105.5) changed from Oldies to Hot AC (AC/CHR) as KSTJ-F ("Star 105.5"); KBGO-F changed calls to KQOL-F; it remains Oldies . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KFMS-F; KQOL-F; KSNE-F; KWNR-F

# LEXINGTON

Arbitron Rank: 107 Pop (12+): 378,800	Stations: 25 / 18	Last Year's Revenue: \$19,600,000
MSA Rank: 115	Diaries: 1,204 / 315:1 / 54.6%	Household Income: \$40,169
MSA Pop: 446,000	Sample Target: 1,180	Total Retail Sales: \$5.2 Bil.
DMA: 68	% Below Line: 3.8	#1 Biller: WVLK-F \$5,000,000
Average Persons Rating: 13.9	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL in Hours: 18.50	Pop per Station: 21,044	WVLK-AF et al \$9,535,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WVLK-F	C	55 / 10.4	13.3	15.7	15.2	16.7	962 / 25.4	27.5	30.4	149 / 2057	G	WVLK-F
2	WLKT-F	CHR	53 / 10.0	11.2	11.0	11.5	9.9	1011 / 26.7	25.8	27.7	94 / 1658	B	WLKT-F
3	WVLK	FS	47 / 8.9	6.2	7.8	6.1	6.8	658 / 17.4	13.3	17.2	55 / 892	D	WVLK
4	WMXL-F	AC/CHR	45 / 8.5	8.1	7.6	7.6	7.5	744 / 19.6	19.0	21.9	76 / 1288	D	WMXL-F
5	WBUL-F	C	44 / 8.3	8.1	4.4	4.6	6.3	616 / 16.3	15.9	13.9	71 / 1063	C	WBUL-F
6	WKQQ-F	AOR	37 / 7.0	8.1	9.6	7.8	6.9	719 / 19.0	21.1	21.6	68 / 1194	E	WKQQ-F
7	WGKS-F	AC	26 / 4.9	4.6	5.3	5.7	3.1	527 / 13.9	13.2	15.1	35 / 787	B	WGKS-F
8	WLRO-F	CL AOR	24 / 4.5	5.0	5.7	3.7	5.2	464 / 12.2	11.2	15.1	39 / 648	B	WLRO-F
9	WXZZ-F	AOR-NR	20 / 3.8	3.9	2.8	6.7	5.6	525 / 13.9	11.0	12.6	26 / 672	C	WXZZ-F
10	WLAP	T/SPRTS	18 / 3.4	3.3	2.3	1.5	1.0	287 / 7.6	8.4	6.9	21 / 388		WLAP
11	WAHY-F	B	14 / 2.6					173 / 4.6			15 / 219		WAHY-F
12	WLTO-F	O	13 / 2.5	1.7	3.0	2.2	3.3	300 / 7.9	7.2	7.7	17 / 377	A	WLTO-F

12+ FM Share (Metro): 78.22%      ( 352 of 450 )      ( Fall 97: 79.13% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLKT-F >>>	1 WLKT-F	1 WMXL-F <	1 WMXL-F	1 WMXL-F <	1 WVLK	1 WVLK-F <	1 WVLK-F <	1 WLKT-F	1 WLKT-F >	1 WVLK
2 WXZZ-F >	2 WMXL-F <	2 WLKT-F <	2 WVLK-F	2 WVLK-F	2 WVLK-F >	2 WVLK	2 WMXL-F	2 WMXL-F	2 WVLK-F <	2 WLKT-F <
3 WBUL-F	3 WBUL-F >	3 WBUL-F <	3 WBUL-F	3 WBUL-F	3 WMXL-F	3 WKQQ-F <	3 WBUL-F <	2 WVLK-F <	3 WBUL-F <	3 WVLK-F <
4 WKQQ-F	4 WVLK-F <	4 WKQQ-F	4 WKQQ-F	4 WKQQ-F	3 WBUL-F <	4 WLKT-F	4 WBUL-F	4 WBUL-F	4 WKQQ-F <	4 WBUL-F
5 WVLK-F	5 WKQQ-F >	4 WLKT-F	4 WLKT-F	4 WLKT-F	5 WGKS-F <	5 WMXL-F	5 WLAP	5 WVLK <	5 WMXL-F	5 WMXL-F
6 WXZZ-F >>	6 WLRO-F	6 WLRO-F >	6 WLRO-F	6 WLRO-F	6 WLRO-F	6 WBUL-F >	6 WVLK	6 WKQQ-F <	6 WGKS-F <	6 WKQQ-F
	7 WXZZ-F	7 WVLK <	7 WGKS-F <	7 WLAP <	7 WLAP <	7 WXZZ-F	7 WKQQ-F	7 WGKS-F	7 WVLK	7 WGKS-F
		8 WGKS-F >	8 WVLK >	8*WKQQ-F	7 WLRO-F	8 WLRO-F <	8 WLRO-F			8 WLRO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLKT-F >>	1 WLKT-F	1 WMXL-F >	1 WLKT-F <	1 WMXL-F >	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F	1 WVLK-F <	1 WLKT-F >
2 WBUL-F	2 WMXL-F	2 WLKT-F	2 WMXL-F >	2 WVLK-F <	2 WXZZ-F	2 WBUL-F	2 WVLK-F	2 WBUL-F <	2 WKQQ-F	2 WVLK-F
3 WXZZ-F	3 WBUL-F >	3 WBUL-F	3 WBUL-F	3 WLKT-F	3 WBUL-F	3 WMXL-F	3 WBUL-F	3 WVLK-F <	3 WBUL-F	3 WVLK
4 WMXL-F	4 WVLK-F	3 WVLK-F >	3 WVLK-F >	4 WGKS-F <	3 WLKT-F >>	3 WVLK-F	3 WMXL-F	4 WLRO-F	3 WLRO-F	
4 WKQQ-F >	5 WXZZ-F	5 WGKS-F >>	5 WGKS-F	5 WBUL-F >	5 WTKT	5 WLKT-F	5 WLKT-F >	5 WMXL-F	5 WMXL-F	
	6 WKQQ-F	6 WKQQ-F	6 WKQQ-F	6 WVLK	5 WLRO-F	5 WXZZ-F >	6 WLRO-F	6 WLKT-F	6 WVLK	
		7 WXZZ-F	7 WLTO-F	5 WMXL-F >>		6 WXZZ-F	7 WXZZ-F	7 WLKT-F >		

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA		
				Share	Rating	AQH					Share	Rating	AQH		
WCGW	REL	770	Nicholasville	1.7	2.2	10	113	WCYO-F	C	100.7	Irvine	0.4	1.3	4	111
WJMM-F	REL	106.3	Versailles	1.3	4.3	13	257	WHAS	FS	840	Louisville	1.1	4.7	31	602
WLXG	SPRTS	1300	Lexington	0.8	2.1	5	90	WKED	ST	1130	Frankfort	0.6	1.3	9	117
WTKT	B	1580	Georgetown	1.1	2.3	6	88	WKYL-F	SAC	102.1	Lawrenceburg	0.4	2.0	3	96
WUGR	B/G	1250	Nicholasville	0.6	1.4	4	66	WLW	FS/T	700	Cincinnati	0.4	1.7	8	156
WVRB-F	REL	105.9	Wiltmore	0.9	2.6	5	110	WSTL-F	REL-CC	92.1	Carlisle	0.4	0.8	2	34
								WTFX-F	AOR	100.5	Louisville	0.6	1.2	8	199

# LEXINGTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
HMH	30.1 %	29.4 %	48.6 %	AC	0 (0)	71 (2)	71 (2)	15.8 %	15.2 %
WLRO-FM, WLTO-FM, WVLC-AM, WVLC-FM, WXZZ-FM				AOR/Classic/NR	0 (0)	84 (4)	84 (4)	18.7 %	22.0 %
Jacor, pend.	40.9 %	42.0 %	36.3 %	Black/Urban	6 (1)	14 (1)	20 (2)	4.4 %	5.2 %
WAHY-FM, WBUL-FM, WKQQ-FM, WLAP-AM, WLKT-FM, WMLX-FM, WTKT-AM				CHR	0 (0)	53 (1)	53 (1)	11.8 %	12.6 %
	71.0 %	71.4 %	84.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	101 (3)	101 (3)	22.4 %	23.0 %
				Full Service	55 (3)	0 (0)	55 (3)	12.2 %	10.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	18 (1)	0 (0)	18 (1)	4.0 %	3.3 %
				Oldies	0 (0)	13 (1)	13 (1)	2.9 %	4.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	12 (2)	14 (3)	26 (5)	5.8 %	3.7 %
				Soft AC	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	0.9 %	0.0 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %
				<b>Totals</b>	<b>98 (9)</b>	<b>352 (16)</b>	<b>450 (25)</b>		

## AM Stations

WLAP	630	5 kw/1 kw (DA-2)	Talk/Sports	CBS, ABC	\$<20.00	Eastman	Jacor	
WVLC	590	5 kw/1 kw (DA-2)	Full Service	CBS, Westwd	\$44.00	Katz	HMH	

## FM Stations

WAHY	107.9	6 kw @ 328	Black	ABC	\$ NA	Eastman	Jacor, pend.	Midway
WBUL	98.1	100 kw @ 561	Country	ABC	\$32.00	Eastman	Jacor	
WGKS	96.9	50 kw @ 492	AC		\$21.00	Banner	LM	Paris
WKQQ	100.1	32 kw @ 492	AOR		\$74.00	Eastman	Jacor	Winchester
WLKT	104.5	50 kw @ 476	CHR		\$ NA	Eastman	Jacor	
WLRO	101.5	7.2 kw @ 541	Classic AOR		\$20.00	Eastman	HMH	Richmond
WLTO	102.5	2 kw @ 400	Oldies	ABC, Westwd	\$<20.00	Eastman	HMH	Nicholasville
WMLX	94.5	100 kw @ 640	AC		\$54.00	Eastman	Jacor	
WVLC	92.9	100 kw @ 850	Country		\$90.00	Katz	HMH	
WXZZ	103.3	6 kw @ 328	New Rock		\$35.00	Katz	HMH	Georgetown

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WBUL-FM; WKQQ-F; WLAP; WLKT-F; WMLX-F; WTKT . . . 10/98 WAHY-F (107.9; Midway) began operation, simulcasting Black WTKT; it is LMA'd to Jacor . . . 11/98 WTKT changed from Black (simulcasting WAHY-F) to Standards (largely duplicating WSAI Cincinnati) as "SAI 1580" . . . 11/99 WKYI-F (96.1; Stamping Ground) ended its LMA by Mortenson; went silent . . . 1/99 WJMM-F (106.3, Versailles) was sold to LM (price NA) . . . 1/99 The WJMM-F calls & format moved from 106.3 to WHBN-F (99.3; Harrodsburg); the 106.3 changed to Modern AC as WCDA-F ("CD-106.3") . . . 1/99 WAHY-F sold to Jacor (price NA)

# LINCOLN

Arbitron Rank: 172 Pop (12+): 195,300	Stations: 25 / 12	Last Year's Revenue: \$12,100,000
MSA Rank: 186	Diaries: 865 / 226:1 / 58.0%	Household Income: \$50,027
MSA Pop: 235,000	Sample Target: 860	Total Retail Sales: \$2.5 Bil.
DMA: 101 (w/Central NE)	% Below Line: 16.9	#1 Biller: KZKX-F \$2,200,000
Average Persons Rating: 14.8	% Not Listed: 15.2	#1 Billing Portfolio:
Market TSL in Hours: 19.50	Pop per Station: 16,275	Capstar, pending \$5,055,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KFRX-F	32 / 11.0	11.1	8.3	8.6	9.8	567 / 29.0	31.1	22.9	46 / 777	C	KFRX-F
2	KFOR	26 / 9.0	11.1	10.7	9.6	9.8	372 / 19.1	19.8	21.6	29 / 432	D	KFOR
3	KIBZ-F	23 / 7.9	7.1	5.2	7.2	4.2	308 / 15.8	12.9	12.4	25 / 337	B	KIBZ-F
4	KZKX-F	20 / 6.9	5.7	9.3	12.0	9.5	358 / 18.3	15.6	18.3	34 / 532	D	KZKX-F
4	KTGL-F	20 / 6.9	7.4	7.9	8.6	6.2	300 / 15.4	17.9	17.0	34 / 523	C	KTGL-F
6	KLIN	16 / 5.5	5.7	5.9	3.8	6.2	381 / 19.5	12.5	22.2	17 / 420	B	KLIN
7	KFGE-F	15 / 5.2	3.7	4.8	3.4	3.9	256 / 13.1	10.7	11.7	43 / 538	B	KFGE-F
8	KKUL-F	13 / 4.5	4.7	5.2	4.1	4.6	246 / 12.6	10.3	11.4	16 / 288	B	KKUL-F
9	KEZG-F	11 / 3.8	5.4	3.1	3.8	4.9	186 / 9.5	13.6	8.1	13 / 224	B	KEZG-F
10	KZFX-F	9 / 3.1	3.7	4.8	4.8	5.5	245 / 12.6	12.4	17.9	18 / 469		KZFX-F
10	KRKR-F	9 / 3.1	3.7	1.4	1.7	2.3	201 / 10.3	11.0	6.2	12 / 269	A	KRKR-F

12+ FM Share (Metro): 74.80% (184 of 246) (Fall 97: 72.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFRX-F >>>	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KFOR >	1 KFOR	1 KFRX-F	1 KFRX-F >	1 KFRX-F >	1 KFRX-F <
2 KIBZ-F >	2 KIBZ-F	2 KIBZ-F	1 KTGL-F	1 KTGL-F	2 KZKX-F	2 KFRX-F	2 KIBZ-F <	2 KZKX-F <	2 KIBZ-F >	2 KFOR
3 KFGE-F >	3 KTGL-F	3 KTGL-F	3 KIBZ-F	3 KZKX-F	2 KLIN	3 KIBZ-F	3 KZKX-F <	3 KIBZ-F <	3 KTGL-F >>	3 KLIN
4 KZKX-F	4 KZKX-F	4 KZKX-F >	3 KIBZ-F	2 KTGL-F	4 KZKX-F	4 KTGL-F <	4 KTGL-F <	4 KTGL-F	4 KZKX-F	4 KTGL-F
4 KTGL-F	4 KFGE-F >	5 KRKR-F	5 KRKR-F	5 KKUL-F >	5 KKUL-F	5 KTGL-F	5 KFOR <	5 KFOR <	4 KFGE-F	4 KFGE-F <
4 KEZG-F	6 KRKR-F	6 KFGE-F	6 KFOR	6 KFRX-F	6 KFRX-F	6 KRKR-F	6 KLIN	6 KFGE-F	4 KKUL-F	6 KZKX-F <
7 KKNB-F	6 KEZG-F	6 KFOR	7 KRKR-F	7 KFAB	7 KFGE-F	7 KFGE-F	7 KKUL-F <	7 KKUL-F	4 KEZG-F	7 KIBZ-F
7 KRKR-F	8 KZFX-F	6 KKUL-F	7 KEZG-F	7 KRKR-F	7 KLIN <	8 KFGE-F	8 KFGE-F	8 KLIN	8 KEZG-F	8 KZFX-F >
	8 KKUL-F	6 KEZG-F	9 KFGE-F	9 KFGE-F	9 KKUL-F	9 KEZG-F	9 KEZG-F >	8 KEZG-F >		
			9 KLIN			10 KRKR-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KFRX-F	1 KFRX-F >	1 KFRX-F >>>	1 KFRX-F >	1 KFRX-F	1 KIBZ-F >>	1 KIBZ-F >>	1 KIBZ-F >>	1 KIBZ-F	1 KIBZ-F	1 KFRX-F
2 KFGE-F >	2 KFGE-F >	2 KZKX-F	2 KZKX-F	2 KZKX-F >	2 KFRX-F	2 KFRX-F >	2 KFRX-F >	2 KTGL-F >	1 KTGL-F >>	2 KFOR
3 KIBZ-F >	3 KIBZ-F	2 KFGE-F	2 KFGE-F >	3 KTGL-F	2 KTGL-F >>	3 KZFX-F	3 KZFX-F	3 KFRX-F >	3 KFRX-F >	3 KIBZ-F >
4 KZKX-F	4 KZKX-F	2 KIBZ-F	4 KTGL-F	4 KFGE-F		3 KKNB-F	3 KZFX-F	4 KZFX-F	3 KFRX-F	4 KZFX-F
4 KEZG-F >>	4 KEZG-F >>	2 KRKR-F	5 KEZG-F	4 KKUL-F		3 KLMS	3 KLMS	4 KRKR-F	3 KKUL-F	4 KFAB >>
		2 KTGL-F	6 KIBZ-F	4 KEZG-F		3 KEZO-F	3 KRKR-F	6 KKNB-F	3 KLIN	
		2 KEZG-F >>	7 KKUL-F	7 KFOR		3 KTGL-F >	3 KTGL-F	6 KKUL-F	7 KZKX-F	
				8 KRKR-F			3 KEZG-F >>	6 KLIN	7 KZFX-F	
								6 KEZO-F	7 KRKR-F	

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume		
KKNB-F	AC-NR	104.1	Crete	2.4	12.9	11	371
KLMS	SPRTS	1480	Lincoln	1.7	5.5	6	122

Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume		
KEFM-F	AC	96.1	Omaha	1.4	6.8	10	241
KESY-F	SAC	97.7	Nebraska City	1.0	4.0	7	142
KEZO-F	AOR	92.3	Omaha	2.1	8.3	13	260
KFAB	FS/T	1110	Omaha	2.4	8.5	23	439
KGOR-F	O	99.9	Omaha	1.4	5.6	8	212
KOIL	SPRTS	1180	Bellevue	0.3	1.1	2	36
KOTD	ST	1020	Plattsmouth	1.7	2.0	7	68
KQKQ-F	CHR	98.5	Council Bluffs, IA	1.0	8.2	6	294
KSRZ-F	AC/CHR	104.5	Omaha	0.7	5.9	6	201
KXKT-F	C	103.7	Glenwood, IA	0.3	2.4	4	113
WOW	C	590	Omaha	0.7	2.1	6	137
WOW-F	C	94.1	Omaha	0.7	3.1	8	155

# LINCOLN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>3 Eagles</b> KFOR-AM, KFRX-FM, KLMS-AM, KRKR-FM	24.8 %	22.3 %	31.4 %	AC	0 (0)	24 (4)	24 (4)	9.8 %	10.4 %
<b>Capstar, pend.</b> KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	24.1 %	28.4 %	41.8 %	AOR/Classic/NR	0 (0)	67 (5)	67 (5)	27.2 %	22.9 %
<b>Warner</b> KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM	13.5 %	15.4 %	23.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	35 (2)	35 (2)	14.2 %	11.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	2 (1)	38 (4)	40 (5)	16.3 %	18.1 %
				Full Service	33 (2)	0 (0)	33 (2)	13.4 %	16.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (1)	0 (0)	16 (1)	6.5 %	7.2 %
				Oldies	0 (0)	17 (2)	17 (2)	6.9 %	7.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	3 (1)	3 (1)	1.2 %	0.4 %
				Sports	6 (2)	0 (0)	6 (2)	2.4 %	2.4 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	2.0 %	1.2 %
	<b>62.4 %</b>	<b>66.1 %</b>	<b>96.6 %</b>	<b>Totals</b>	<b>62 (7)</b>	<b>184 (18)</b>	<b>246 (25)</b>		

### AM Stations

KFOR	1240	1 kw	Full Service	ABC, SBUSA	\$36.00	Katz	3 Eagles
KLIN	1400	1 kw	Talk	ABC, CBS	\$<20.00	—	Warner

### FM Stations

KEZG	107.3	100 kw @ 548	AC	CBS	\$20.00	—	Warner
KFGE	98.1	100 kw @ 981	Country		\$<20.00	—	Warner Milford
KFRX	102.7	100 kw @ 430	CHR		\$32.00	Mc-Guild	3 Eagles
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Katz	Capstar, pend.
KKNB	104.1	31 kw @ 613	AC-NR		\$<20.00	Katz	Capstar, pend. Crete
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	—	Warner
KRKR	95.1	50 kw @ 286	AOR	ABC	\$<20.00	Christal	3 Eagles
KTGL	92.9	100 kw @ 810	Classic AOR		\$40.00	Katz	Capstar, pend. Beatrice
KZKX	96.9	100 kw @ 581	Country		\$53.00	Katz	Capstar, pend. Seward

Notes: Other ranked stations -- See Omaha



# LITTLE ROCK

Arbitron Rank: 83 Pop (12+): 457,300  
 MSA Rank: 92  
 MSA Pop: 550,000  
 DMA: 58  
 Average Persons Rating: 14.5  
 Market TSL in Hours: 19.25

Stations: 26 / 25  
 Diaries: 1,561 / 293:1 / 53.3%  
 Sample Target: 1,550  
 % Below Line: 0.6  
 % Not Listed: 9.2  
 Pop per Station: 18,292

Last Year's Revenue: \$20,200,000  
 Household Income: \$42,051  
 Total Retail Sales: \$6.0 Bil.  
 #1 Biller: KSSN-F \$4,000,000  
 #1 Billing Portfolio:  
 Clear Channel \$9,630,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KSSN-F	C	67 / 10.1	10.8	9.3	14.0	12.3	11.1	945 / 20.7	21.4	22.6	148 / 2047	F	KSSN-F
2	KMJX-F	AOR/CL	59 / 8.9	10.4	10.3	7.9	10.2	9.4	818 / 17.9	19.5	19.2	110 / 1500	D	KMJX-F
3	KIPR-F	B	52 / 7.9	5.3	6.8	6.0	9.6	6.5	593 / 13.0	13.3	15.5	85 / 1075	D	KIPR-F
4	KARN	N/T	46 / 7.0	6.0	5.9	6.4	4.1	6.3	654 / 14.3	15.0	13.3	56 / 807		KARN
5	KURB-F	AC/CHR	36 / 5.5	4.1	6.0	5.0	6.8	5.1	753 / 16.5	17.8	19.9	64 / 1322	D	KURB-F
6	KKPT-F	CL AOR	35 / 5.3	5.7	6.0	4.7	5.0	5.4	704 / 15.4	15.6	14.9	71 / 1298	C	KKPT-F
7	KVLO-F	SAC	34 / 5.1	4.2	4.7	4.1	3.9	4.5	486 / 10.6	10.5	9.4	46 / 716	B	KVLO-F
8	KSYG-F	T	29 / 4.4	5.1	4.4	4.5	3.6	4.6	569 / 12.5	12.1	9.4	50 / 982	B	KSYG-F
9	KOAR-F	CHR	28 / 4.2	3.4	3.0	2.7	3.5	3.3	550 / 12.0	12.4	10.8	52 / 1012	A	KOAR-F
10	KOLL-F	O	27 / 4.1	6.1	4.8	4.4	3.9	4.8	499 / 10.9	12.6	11.3	56 / 1108	C	KOLL-F
11	KOKY-F	B/AC	25 / 3.8	4.2	2.9	2.8	2.5	3.4	313 / 6.8	6.6	11.6	25 / 328	A	KOKY-F
12	KDDK-F	C	22 / 3.3	2.6	2.3	3.1	3.3	2.8	413 / 9.0	8.3	11.4	30 / 575	C	KDDK-F
13	KHTE-F	CHR	21 / 3.2	2.6	1.8	1.0		2.1	424 / 9.3	7.9		42 / 684		KHTE-F
14	KLAL-F	AC-NR	19 / 2.9	4.1	5.7	6.8	3.1	4.9	531 / 11.6	17.0	9.7	26 / 685	A	KLAL-F
15	KYFX-F	B/AC	15 / 2.3	2.6	2.6	2.6	4.2	2.5	282 / 6.2	6.5	9.4	17 / 317	B	KYFX-F
16	KSIZ-F	B	14 / 2.1	1.6	2.4	1.4		1.9	270 / 5.9	6.5		15 / 283		KSIZ-F
17	KDRE-F	AOR-NR	12 / 1.8	1.5	0.6	2.3	1.7	1.6	228 / 5.0	2.8	9.2	13 / 247	A	KDRE-F

12+ FM Share (Metro): 85.31% ( 511 of 599 ) ( Fall 97: 86.77% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIPR-F	1 KMJX-F	1 KMJX-F >	1 KMJX-F >	1 KMJX-F <	1 KSSN-F <	1 KMJX-F >	1 KSSN-F	1 KSSN-F	1 KIPR-F >>	1 KIPR-F <
2 KOAR-F	2 KIPR-F >	2 KSSN-F	2 KSSN-F	2 KSSN-F >	2 KARN >	2 KSSN-F	2 KMJX-F <	2 KARN <	2 KOAR-F	2 KSSN-F >
2 KSIZ-F >	3 KSSN-F	2 KIPR-F	3 KKPT-F <	3 KKPT-F <	3 KVLO-F	3 KARN	3 KSYG-F <	3 KARN	3 KOKY-F	3 KOKY-F <
	4 KHTE-F <	4 KURB-F <	4 KURB-F	4 KURB-F	4 KOLL-F <	4 KIPR-F <	4 KVLO-F <	4 KMJX-F <	4 KSSN-F <	4 KMJX-F <
	5 KOAR-F <	5 KKPT-F >	4 KIPR-F	4 KIPR-F	5 KMJX-F <	5 KURB-F	5 KKPT-F	5 KIPR-F	5 KMJX-F <	5 KKPT-F
	6 KURB-F	6 KSYG-F	6 KSYG-F	6 KSYG-F <	6 KSYG-F <	6 KVLO-F	6 KURB-F <	6 KKPT-F	6 KSIZ-F	6 KARN <
	7 KKPT-F	7 KOAR-F	7 KVLO-F <	7 KARN <	7 KKPT-F	7 KSYG-F <	7 KURB-F <	6 KURB-F <	6 KURB-F	7 KOLL-F <
	8 KLAL-F	7 KVLO-F	8 KARN	8 KVLO-F	7 KOKY-F <	8 KKPT-F	8 KOAR-F <	8 KOAR-F <	6 KVLO-F <	8 KOAR-F <
		9 KARN	9 KOKY-F <	9 KOLL-F <	9 KURB-F >	9 KOAR-F <	9 KOLL-F	9 KVLO-F	9 KHTE-F	9 KURB-F
		9 KHTE-F	10 KOLL-F <	10 KOKY-F			10 KOKY-F <	10 KOLL-F	9 KYFX-F <	10 KVLO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KIPR-F	1 KIPR-F <	1 KIPR-F	1 KURB-F <	1 KSSN-F	1 KIPR-F	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KIPR-F >
2 KOAR-F	2 KMJX-F	2 KMJX-F	2 KSSN-F	2 KURB-F	1 KMJX-F >>	2 KIPR-F >	2 KIPR-F	2 KIPR-F	2 KSSN-F	2 KSSN-F
3 KMJX-F	3 KSSN-F	3 KSSN-F	3 KIPR-F <	3 KVLO-F	3 KDRE-F	3 KSSN-F	3 KSSN-F	3 KSSN-F <	3 KKPT-F	3 KOAR-F
3 KURB-F	3 KOAR-F	3 KOAR-F	4 KMJX-F	4 KMJX-F <	3 KHTE-F	4 KDRE-F	4 KKPT-F	4 KKPT-F	4 KSYG-F	4 KMJX-F
3 KSSN-F	5 KURB-F	3 KHTE-F	5 KOAR-F	5 KIPR-F	3 KSSN-F	5 KHTE-F	4 KDRE-F >	5 KSYG-F	4 KARN	5 KARN
6 KHTE-F >	6 KHTE-F	6 KURB-F	5 KVLO-F	6 KOKY-F <	3 KSIZ-F >	5 KKPT-F	6 KURB-F	6 KARN	6 KIPR-F >	5 KYFX-F
	7 KLAL-F	7 KVLO-F	7 KKPT-F <	7 KKPT-F		6 KSYG-F	6 KURB-F	7 KURB-F	7 KOLL-F	
			8 KOKY-F <	8 KOLL-F		6 KHTE-F >	8 KHTE-F	8 KHTE-F	7 KURB-F	
							8 KDRE-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAAY	REL	1090	Little Rock	0.6	2.7	7	149	KLAZ-F	CHR	105.9	Hot Springs	0.6	3.8	28	629
KARN-F	N/T	102.5	Cabot	0.8	4.2	9	262								
KGHT	REL	880	Sheridan	1.5	2.8	15	246								
KHUG-AF	C	96.5	England	1.2	2.5	16	194								
KITA	B/G	1440	Little Rock	1.5	4.0	10	198								
KLIH	B/G	1250	Little Rock	1.1	3.0	7	140								
KLRG	B/G	1150	N. Little Rock	1.5	4.0	12	203								

# LITTLE ROCK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Citadel</b> KAAY-AM, KARN-AM, KARN-FM, KIPR-FM, KLAL-FM, KLIH-AM, KOKY-FM, KURB-FM, KVLO-FM	34.6 %	33.7 %	34.7 %	AC	0 (0)	55 (2)	55 (2)	9.2 %	11.1 %
<b>Clear Channel</b> KDDK-FM, KMJX-FM, KOLL-FM, KQAR-FM, KSSN-FM	30.6 %	32.3 %	47.7 %	AOR/Classic/NR	0 (0)	106 (3)	106 (3)	17.7 %	17.1 %
<b>Flinn</b> KDRE-FM, KSIZ-FM	3.9 %	2.1 %	1.5 %	Black/Urban	0 (0)	106 (4)	106 (4)	17.7 %	15.1 %
<b>Signal</b> KKPT-FM, KSYG-FM	9.7 %	12.9 %	10.0 %	CHR	0 (0)	53 (3)	53 (3)	8.8 %	10.1 %
	78.8 %	81.0 %	93.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	1 (1)	96 (3)	97 (4)	16.2 %	18.7 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	46 (1)	34 (2)	80 (3)	13.4 %	9.5 %
				Oldies	0 (0)	27 (1)	27 (1)	4.5 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	41 (5)	0 (0)	41 (5)	6.8 %	8.6 %
				Soft AC	0 (0)	34 (1)	34 (1)	5.7 %	4.4 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				<b>Totals</b>	<b>88 (7)</b>	<b>511 (19)</b>	<b>599 (26)</b>		

## AM Stations

Station	Freq	Power	Format	Company	City
KARN	920	5 kw (DA-N)	News/Talk	ABC	Little Rock

## FM Stations

Station	Freq	Power	Format	Company	City
KDDK	106.7	16 kw @ 866	Country	Katz	Jacksonville
KDRE	101.1	6 kw @ 328	New Rock	---	N. Little Rock
KHTE	106.3	50 kw @ 492	CHR	\$ NA	Lonoke
KIPR	92.3	100 kw @ 938	Black	ABC	Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR	\$30.00	D&R
KLAL	107.7	50 kw @ 492	Modern AC	\$ NA	Mc-Guild
KMJX	105.1	81 kw @ 1054	AOR/Classic AOR	ABC	Conway
KOKY	102.1	4.1 kw @ 387	Black AC	\$<20.00	Mc-Guild
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	Maumelle
KQAR	100.3	44.2 kw @ 1369	CHR	\$ NA	Clear Channel
KSIZ	96.9	4.6 kw @ 375	Black	\$ NA	Flinn
KSSN	95.7	100 kw @ 1664	Country	\$80.00	Clear Channel
KSYG	103.7	100 kw @ 1663	News/Talk	Westwd. CNN	Signal
KURB	98.5	100 kw @ 1285	AC/CHR	\$71.00	Mc-Guild
KVLO	102.9	50 kw @ 492	Soft AC	\$<20.00	D&R
KYFX	99.5	3 kw @ 312	Black AC	CNN, ABC	Allied

Notes: 9/98 KRNN (1380) sold by Citadel for \$200,000 (Management Svcs) . . . 11/98 KBBL (1350; Cabot) sold for \$75,000 . . . 1/99 KSIZ-F changed calls to KWLR-F

# LOS ANGELES

Arbitron Rank: 2 Pop (12+): 10,162,200	Stations: 45 / 44	Last Year's Revenue: \$579,500,000
MSA Rank: 2	Diaries: 7,402/ 1373:1/ 50.0%	Household Income: \$47,098
MSA Pop: 12,700,000	Sample Target: 7,440	Total Retail Sales: \$92.6 Bil.
DMA: 2	% Below Line: 0.8	#1 Biller: KRTH-F \$34,300,000
Average Persons Rating: 17.2	% Not Listed: 11.3	#1 Billing Portfolio: CBS/Infinity \$189,700,000
Market TSL in Hours: 22.75	Pop per Station: 230,959	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KSCA-F	SP-R	1210 / 6.9	6.0	5.8	5.4	4.9	6.0	11242 / 11.1	10.2	9.0	1341 / 12576	J	KSCA-F
2	KLVE-F	SP	1132 / 6.5	6.0	6.3	5.3	6.1	6.0	13513 / 13.3	11.8	11.8	1224 / 14972	K	KLVE-F
3	KLAX-F	SP-R	719 / 4.1	3.2	3.5	3.4	2.1	3.6	9323 / 9.2	7.9	6.3	747 / 9943	J	KLAX-F
4	KPWR-F	U/CHR	711 / 4.1	3.7	3.9	4.0	4.2	3.9	14345 / 14.1	14.2	14.7	800 / 16758	K	KPWR-F
5	KFI	T	673 / 3.9	3.4	3.9	4.4	4.0	3.9	9660 / 9.5	9.8	10.0	989 / 14315	K	KFI
6	KKBT-F	B	656 / 3.8	4.0	3.8	3.9	4.5	3.9	11464 / 11.3	11.2	11.5	779 / 13862	K	KKBT-F
7	KOST-F	AC	631 / 3.6	3.9	3.3	3.8	3.8	3.7	12535 / 12.3	11.7	12.2	739 / 14751	K	KOST-F
8	KIIS-F	CHR	626 / 3.6	3.5	3.3	3.8	4.0	3.5	15667 / 15.4	14.8	16.0	748 / 18801	K	KIIS-F
9	KTWW-F	J	604 / 3.5	3.3	3.3	3.3	3.4	3.3	9285 / 9.1	8.4	8.9	727 / 10997	K	KTWW-F
10	KROQ-F	AOR-NR	603 / 3.5	3.4	3.3	3.4	3.0	3.4	12443 / 12.2	11.4	11.2	695 / 14620	K	KROQ-F
11	KRTH-F	O	524 / 3.0	3.4	3.3	3.4	4.0	3.3	11831 / 11.6	12.2	13.7	639 / 14479	K	KRTH-F
12	KCMG-F	B/O	482 / 2.8	3.2	3.1	2.7	1.4	2.9	8924 / 8.8	10.0	7.2	558 / 10422	I	KCMG-F
13	KYSR-F	AC/CHR	433 / 2.5	3.1	2.9	2.9	2.8	2.8	10481 / 10.3	11.7	10.9	500 / 12154	K	KYSR-F
14	KLSX-F	T	412 / 2.4	2.5	2.2	2.4	2.5	2.4	6388 / 6.3	6.5	6.8	501 / 7893	K	KLSX-F
15	KABC	T	411 / 2.4	2.8	2.9	2.6	3.0	2.7	6535 / 6.4	6.7	7.6	477 / 7607	K	KABC
15	KBIG-F	AC	411 / 2.4	2.6	2.6	3.0	2.7	2.6	8588 / 8.5	9.1	9.5	525 / 10562	K	KBIG-F
17	KLOS-F	AOR	403 / 2.3	2.4	2.6	2.3	2.6	2.4	7210 / 7.1	7.9	8.7	556 / 10155	K	KLOS-F
18	KCBS-F	CLAOR	402 / 2.3	2.4	2.4	2.5	2.7	2.4	8860 / 8.7	9.2	9.8	493 / 10901	K	KCBS-F
19	KLAC	ST	396 / 2.3	2.1	2.2	2.2	2.3	2.2	5980 / 5.9	6.9	6.0	445 / 6814	E	KLAC
20	KZLA-F	C	386 / 2.2	2.1	2.3	2.3	2.7	2.2	6393 / 6.3	5.9	6.9	425 / 7328	J	KZLA-F
21	KNX	N	370 / 2.1	2.1	2.4	2.5	2.0	2.3	10012 / 9.9	9.8	9.5	494 / 12982	K	KNX
22	KFWB	N	346 / 2.0	2.1	1.9	2.1	2.1	2.0	8784 / 8.6	8.7	9.6	378 / 9806	K	KFWB
23	KSSE-F	SP-C	340 / 1.9	1.8	1.3	1.5	1.2	1.6	5482 / 5.4	3.9	3.7	418 / 6654	D	KSSE-F
24	KBUE-F	SP	326 / 1.9	1.5	1.7	1.9	1.8	1.7	5474 / 5.4	5.0	5.4	327 / 5511	F	KBUE-F
25	KKGO-F	CL	315 / 1.8	1.6	1.9	1.9	1.7	1.8	5221 / 5.1	5.7	5.7	350 / 6005	H	KKGO-F
26	KTNQ	SP-NT	305 / 1.7	1.9	2.2	1.8	2.1	1.9	3688 / 3.6	4.2	4.5	340 / 4118	H	KTNQ
27	KJLH-F	BIAC	215 / 1.2	1.3	1.5	1.2	1.4	1.3	3528 / 3.5	3.8	3.7	219 / 3637	D	KJLH-F

12+ FM Share (Metro): 78.63% ( 12191 of 15505 ) ( Fall 97: 76.46% )

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKBT-F	1 KLVE-F	1 KLVE-F	1 KLVE-F	1 KLVE-F	1 KPWR-F >	1 KSCA-F >	1 KSCA-F >	1 KSCA-F >	1 KSCA-F >	1 KSCA-F
2 KPWR-F <	2 KSCA-F	2 KSCA-F	2 KSCA-F >	2 KSCA-F >	2 KROQ-F <	2 KROQ-F <	2 KLVE-F	2 KLVE-F	2 KLVE-F	2 KABC
3 KIIS-F	3 KKBT-F	3 KLAX-F	3 KLAX-F <	3 KOST-F	3 KKBT-F	3 KPWR-F <	3 KLAX-F <	3 KLAX-F <	3 KLSX-F	3 KLVE-F
3 KLVE-F	3 KLAX-F	4 KYSR-F	4 KOST-F	3 KLAX-F	4 KSCA-F	4 KLVE-F <	4 KROQ-F	4 KLSX-F <	3 KLAX-F <	4 KOST-F <
5 KSCA-F	5 KYSR-F	5 KBIG-F	5 KKBT-F <	5 KTWW-F	5 KSSE-F <	5 KKBT-F <	5 KLSX-F <	5 KROQ-F	5 KCBS-F <	5 KNX <
6 KLAX-F <	5 KIIS-F	6 KKBT-F <	6 KIIS-F <	6 KBIG-F <	6 KIIS-F	6 KLAX-F	6 KKBT-F	6 KPWR-F <	6 KLOS-F	6 KPWR-F <
7 KROQ-F <	7 KPWR-F <	7 KOST-F <	7 KYSR-F	7 KCMG-F <	6 KLVE-F <	7 KLSX-F	7 KPWR-F <	7 KLOS-F	7 KTWW-F <	7 KKBT-F <
8 KSSE-F <	8 KBIG-F	8 KROQ-F <	7 KBIG-F	8 KYSR-F	8 KLAX-F	8 KSSE-F	8 KLOS-F	7 KKBT-F <	8 KROQ-F <	
9 KOST-F	8 KROQ-F <	9 KIIS-F	9 KTWW-F <	8 KRTH-F	9 KCMG-F <	9 KIIS-F	9 KOST-F <	9 KCBS-F	9 KFI	
10 KYSR-F	10 KOST-F	10 KTWW-F	10 KCMG-F		10 KLSX-F	10 KLOS-F	10 KSSE-F <	10 KCMG-F <		

# LOS ANGELES

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KACD-F	AOR-P	103.1	Santa Monica	0.7	2.4	118	2444
KACE-F	B/O	103.9	Inglewood	0.9	2.8	186	3299
KDIS	KIDS	710	Los Angeles	0.4	2.3	69	2650
KFSG-F	REL	96.3	Los Angeles	0.4	1.5	65	1722
KGIL	ST	1260	Beverly Hills	0.4	1.3	69	1307
KIEV	T	870	Glendale	0.8	1.6	151	1801
KKHJ	SP-NT	930	Los Angeles	0.6	1.8	102	1902
KKLA-F	REL	99.5	Los Angeles	0.3	1.7	70	2128
KLYY-F	AOR-NR	107.1	Arcadia	0.8	5.3	164	6198
KRLA	T	1110	Los Angeles	0.6	1.9	118	2285
KWKW	SP-C	1330	Los Angeles	0.7	1.7	120	1705
KWVE-F	REL	107.9	San Clemente	0.6	2.2	141	3013
KXTA	SPRTS	1150	Los Angeles	0.4	1.9	82	2234

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
XTRA	SPRTS	690	Tijuana, MX	0.8	2.9	214	4495

Consolidation Report	12+	25-54	Revenue
ABC	5.1 %	5.3 %	8.9 %
KABC-AM, KDIS-AM, KLOS-FM			
CBS/Infinity	19.4 %	20.2 %	32.7 %
KCBS-FM, KFVB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWW-FM			
Chancellor	13.8 %	12.6 %	15.8 %
KBIG-FM, KCMG-FM, KKB-T-FM, KLAC-AM, KYSR-FM			
Cox	8.4 %	8.3 %	10.8 %
KACE-FM, KFI-AM, KOST-FM, KRTO-FM			
Heftet	15.1 %	18.3 %	6.8 %
KLVE-FM, KSCA-FM, KTNQ-AM			
Jacor, pend.	4.7 %	4.1 %	6.1 %
KACD-FM, KBCD-FM, KBET-AM, KEZY-FM, KIIS-FM, KORG-AM, KXTA-AM			
Lieberman	2.4 %	11.8 %	1.7 %
KBUA-FM, KBUE-FM, KKHJ-AM, KWIZ-FM			
			<b>69.0 %</b>
			<b>80.6 %</b>
			<b>82.8 %</b>

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	1475 (3)	1475 (3)	9.5 %	11.1 %
AOR/Classic/NR	0 (0)	1668 (6)	1668 (6)	10.8 %	11.0 %
Black/Urban	0 (0)	2229 (6)	2229 (6)	14.4 %	10.3 %
CHR	0 (0)	626 (1)	626 (1)	4.0 %	4.7 %
Classical	0 (0)	315 (1)	315 (1)	2.0 %	2.1 %
Country	0 (0)	386 (1)	386 (1)	2.5 %	4.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	522 (3)	3727 (6)	4249 (9)	27.4 %	24.3 %
Jazz	0 (0)	604 (1)	604 (1)	3.9 %	4.1 %
News/Talk	2049 (6)	412 (1)	2461 (7)	15.9 %	16.9 %
Oldies	0 (0)	524 (1)	524 (1)	3.4 %	5.8 %
Others/Unknown	62 (1)	0 (0)	62 (1)	0.4 %	0.0 %
Religion/Gospel	0 (0)	225 (3)	225 (3)	1.5 %	1.5 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	216 (2)	0 (0)	216 (2)	1.4 %	1.5 %
Standards/EZ	465 (2)	0 (0)	465 (2)	3.0 %	2.7 %
<b>Totals</b>	<b>3314 (14)</b>	<b>12191 (30)</b>	<b>15505 (44)</b>		

## AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency
KABC	790	5 kw (DA-1)	Talk	ABC	\$400.00	ABC
KFI	640	50 kw	Talk		\$410.00	Christal
KFVB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W
KLAC	570	5 kw (DA-1)	Standards	Westwd	\$59.00	Sentry
KJIX	1070	50 kw	News	CBS	\$310.00	CBS
KRLA	1110	50 kw/20 kw (DA-2)	Talk		\$50.00	Allied
KTNQ	1020	50 kw (DA-2)	Hispanic News/Talk	CAR	\$130.00	Katz Hisp.
KWKW	1330	5 kw (DA-1)	Hispanic	CBS	\$125.00	Lotus
KXTA	1150	50 kw/44 kw (DA-2)	Sports		\$ NA	Jacor

# LOS ANGELES

## FM Stations

KACE	103.9	3.2 kw @ 387	Black Oldies		\$ 80.00	Christal	Cox	Inglewood
KBIG	104.3	105 kw @ 2890	AC	AMFM	\$400.00	Sentry	Chancellor	
KBUA	94.3	3 kw @ 85	See KBUE-F					San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic-Regional		\$85.00	---	Liberman	Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$375.00	CBS	CBS/Infinity	
KCMG	100.3	5.3 kw @ 3004	Urban Oldies	AMFM	\$ NA	Eastman	Chancellor	
KIIS	102.7	8 kw @ 2960	CHR		\$490.00	Katz	Jacor	
KJLH	102.3	2.25 kw @ 338	Black		\$70.00	Mc-Guild		Compton
KKBT	92.3	43 kw @ 2910	Black	AMFM	\$440.00	Eastman	Chancellor	
KKGO	105.1	18 kw @ 2887	Classical	AP	\$185.00	Mc-Guild	Mt. Wilson	
KLAX	97.9	26 @ 682	Hispanic-Regional		\$305.00	Caballero	SBS	E. Los Angeles
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$420.00	ABC	ABC	
KLSX	97.1	21 kw @ 3002	Talk		\$270.00	Allied	CBS/Infinity	
KLVE	107.5	29.5 kw @ 2998	Hispanic-AC		\$350.00	Katz Hisp.	Heffel	
KLYY	107.1	6 kw @ -44	New Rock		\$70.00	---	Big City	Arcadia
KOST	103.5	12.5 kw @ 3100	AC		\$400.00	Christal	Cox	
KPWR	105.9	25 kw @ 3035	Urban/CHR		\$400.00	D&R	Emmis	
KROQ	106.7	5.6 kw @ 1387	New Rock		\$475.00	Infinity	CBS	Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies		\$545.00	CBS	CBS	
KRTO	98.3	0.6 kw @ 1004	See KACE-F					W. Covina
KSCA	101.9	4.8 kw @ 2831	Hispanic-Regional		\$190.00	Katz Hisp.	Heffel	Glendale
KSSE	97.5	72 kw @ 1827	Hispanic Contemp.		\$ NA	Caballero	EXCL	San Bernardino
KTWV	94.7	58 kw @ 2831	Jazz	Westwd	\$415.00	CBS	CBS/Infinity	
KYSR	98.7	75 kw @ 1180	AC/CHR	AMFM	\$390.00	Eastman	Chancellor	
KZLA	93.9	18.5 kw @ 3136	Country		\$260.00	Sentry	Bonneville	

Notes: 9/98 KMNY (1600; Pomona) sold to Multicultural for \$7,550,000 (Wm. Schutz) . . . 9/98 KORG/KEYZ-F sold by ML to Jacor for \$30,100,000 (Stevens) . . . 9/98 KBET (1220; Santa Clarita) sold to Jacor for \$3,000,000 (Jorgenson) . . . 10/98 KACD-F/KBCD-F sold to Jacor for \$67,000,000 . . . 10/98 Jacor sold these stations to Clear Channel as part of a \$4.4 Bil. merger: KACD-F, KBCD-F, KBET, KEYZ-F, KIIS-F, KORG, KXTA . . . 10/98 KACD-F/KBCD-F changed from Dance CHR to Progressive AOR with the moniker "World Class Rock" . . . 11/98 KRLA changed from Oldies to Talk as "LA Talk 1110" . . . 1/99 KKHJ changed from Hispanic-News/Talk to Hispanic Regional (Ranchera)

# LOUISVILLE

Arbitron Rank: 53 Pop (12+): 858,500	Stations: 29 / 28	Last Year's Revenue: \$39,800,000
MSA Rank: 60	Diaries: 1,473 / 583:1 / 49.2%	Household Income: \$41,853
MSA Pop: 1,000,000	Sample Target: 1,520	Total Retail Sales: \$9.9 Bil.
DMA: 50	% Below Line: 0.4	#1 Biller: WHAS \$9,500,000
Average Persons Rating: 16.2	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 30,661	Clear Channel \$22,390,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WAMZ-F	C	198 / 14.2	15.3	11.8	13.7	14.1	13.8	2153 / 25.1	23.8	27.1	263 / 3116	H	WAMZ-F
2	WHAS	FS	179 / 12.9	11.1	12.4	12.2	12.1	12.1	2569 / 29.9	26.1	24.1	227 / 3240	H	WHAS
3	WVEZ-F	SAC	86 / 6.2	5.6	7.1	6.5	6.8	6.3	1134 / 13.2	14.9	13.3	98 / 1341	E	WVEZ-F
4	WDJX-F	CHR	77 / 5.5	6.8	7.2	8.0	6.9	6.9	1892 / 18.5	20.2	20.8	113 / 2223	E	WDJX-F
5	WGZB-F	B	73 / 5.2	5.8	6.6	5.6	7.6	5.8	963 / 11.2	13.7	13.6	78 / 1078	D*	WGZB-F
6	WRKA-F	O	65 / 4.7	5.4	5.9	3.8	5.3	4.9	1256 / 14.6	17.5	13.1	66 / 1293	D	WRKA-F
7	WSFR-F	CL HITS	62 / 4.5	4.3	5.4	4.4	4.1	4.6	1182 / 13.8	14.9	13.0	72 / 1498	D	WSFR-F
8	WTFX-F	AOR	60 / 4.3	3.4	4.0	3.6	3.1	3.8	998 / 11.6	11.7	11.7	89 / 1595	D	WTFX-F
9	WLRS-F	ADR-NR	52 / 3.7	4.4	3.9	4.5	3.2	4.1	914 / 10.6	11.0	10.1	54 / 972	B	WLRS-F
10	WQMF-F	CL AOR	47 / 3.4	3.6	3.7	4.4	4.8	3.8	939 / 10.9	12.1	12.8	68 / 1344	D	WQMF-F
11	WBLO-F	B	43 / 3.1	2.9	1.8				589 / 6.9	1.2		44 / 618		WBLO-F
12	WHKW-F	C	38 / 2.7	3.8	2.7	2.5	3.4	2.9	794 / 9.3	7.4	9.2	46 / 1070	B	WHKW-F
13	WLSY-F	B/O	30 / 2.2	0.9	0.4	0.8	1.2	1.1	335 / 3.9	1.7	3.3	30 / 353		WLSY-F
14	WKJK	ST	29 / 2.1	3.3	2.4	3.1	2.0	2.7	429 / 5.0	4.4	3.9	34 / 478		WKJK
15	WMJM-F	B/AC	23 / 1.7	1.1	2.1	1.5	1.9	1.6	325 / 3.8	5.3	4.7	23 / 325	*	WMJM-F
16	WWKY	T	21 / 1.5	1.5	1.5	1.1	1.3	1.4	662 / 7.7	4.5	4.9	22 / 705	A	WWKY
17	WLKY	N	20 / 1.4	1.2	1.1	2.2	0.9	1.5	508 / 5.9	6.3	4.1	22 / 563		WLKY
17	WRVI-F	CL HITS	20 / 1.4	0.9	0.8	1.1	1.2	1.0	522 / 6.1	4.9	4.1	21 / 584		WRVI-F
19	WAVG	C/O	16 / 1.1	0.6	1.2	0.7	1.3	0.9	227 / 2.6	3.0	3.4	16 / 240	B	WAVG
19	WMHX-F	AC/CHR	16 / 1.1	1.8	1.5	1.8	2.2	1.6	502 / 5.8	5.0	6.2	16 / 502		WMHX-F
21	WTMT	SPRTS	15 / 1.1	0.6	0.5	0.9	0.9	0.8	305 / 3.5	2.4	2.6	15 / 314		WTMT

12+ FM Share (Metro): 74.86% (929 of 1241) (Fall 97: 75.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WDJX-F	1 WAMZ-F >>	1 WAMZ-F >>	1 WAMZ-F >	1 WHAS	1 WAMZ-F <	1 WAMZ-F <	1 WAMZ-F	1 WHAS <	1 WAMZ-F
2	WBLO-F <	2 WTFX-F	2 WVEZ-F <	2 WHAS <	2 WHAS	2 WAMZ-F >>	2 WHAS >>	2 WHAS >	2 WAMZ-F	2 WHAS >
3	WGZB-F >>	3 WGZB-F	3 WHAS <	3 WVEZ-F <	3 WVEZ-F	3 WSFR-F <	3 WVEZ-F	3 WDJX-F <	3 WGZB-F	3 WDJX-F
4	WLRS-F <	4 WSFR-F <	4 WSFR-F <	4 WSFR-F	4 WRKA-F	4 WTFX-F	4 WRKA-F	4 WVEZ-F	4 WDJX-F	4 WGZB-F
5	WDJX-F	5 WTFX-F <	5 WQMF-F <	5 WRKA-F	5 WSFR-F	5 WVEZ-F	5 WTFX-F <	5 WGZB-F	5 WBLO-F <	5 WRKA-F <
6	WSFR-F	6 WGZB-F <	6 WTFX-F <	6 WQMF-F <	6 WKJK <	6 WQMF-F <	6 WSFR-F <	6 WLRS-F	6 WVEZ-F	6 WVEZ-F <
7	WQMF-F	7 WDJX-F	7 WDJX-F	7 WDJX-F	7 WLSY-F <	7 WDJX-F	7 WDJX-F	7 WRKA-F	7 WLRS-F <	7 WBLO-F
8	WVEZ-F	8 WQMF-F <	7 WRKA-F	7 WTFX-F		7 WGZB-F <	8 WQMF-F	8 WSFR-F <	8 WTFX-F	7 WLRS-F <
9	WBLO-F <	9 WRKA-F	9 WGZB-F	9 WGZB-F		9 WRKA-F	8 WGZB-F	9 WTFX-F	9 WLSY-F	9 WSFR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WGZB-F	1 WAMZ-F >>	1 WAMZ-F >>	1 WAMZ-F >	1 WTFX-F >	1 WTFX-F	1 WTFX-F	1 WAMZ-F >	1 WAMZ-F	1 WLKY
2	WDJX-F	2 WGZB-F <	2 WVEZ-F	2 WVEZ-F	2 WLRS-F >	2 WLRS-F	2 WLRS-F <	2 WHAS	2 WHAS	2 WHAS
3	WAMZ-F >	3 WDJX-F	2 WTFX-F	3 WDJX-F <	3 WHAS	3 WGZB-F	3 WQMF-F	3 WTFX-F <	3 WSFR-F	3 WGZB-F
4	WTFX-F	4 WVEZ-F	2 WSFR-F	4 WGZB-F >	4 WDJX-F <	4 WBLO-F	4 WAMZ-F	4 WQMF-F <	4 WQMF-F	4 WAMZ-F >
5	WBLO-F	4 WTFX-F	5 WGZB-F	5 WRKA-F <	5 WRKA-F <	4 WAMZ-F	5 WGZB-F	5 WSFR-F	5 WSFR-F	5 WTFX-F <
5	WVEZ-F	6 WSFR-F	6 WDJX-F	6 WSFR-F	6 WGZB-F	4 WQMF-F	6 WHAS	6 WGZB-F	5 WLRS-F	6 WVEZ-F
7	WBLO-F	7 WDJX-F	7 WBLO-F	7 WSFR-F	7 WSFR-F	6 WHAS	6 WSFR-F	7 WVEZ-F	7 WRKA-F	7 WRKA-F
8	WLRS-F	8 WLRS-F	7 WTFX-F >	8 WTFX-F		8 WDJX-F	8 WRVI-F	8 WRKA-F	8 WLRS-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WFIA	REL	900	Louisville	07	25	10	221	WASE-F	O	103.5	Radcliff	04	1.8	13	325
WLTV	B/G	1240	Louisville	07	20	10	172								
WLCU	B/G	1350	Louisville	09	23	12	195								
WOSH-F	AC-NR	931	Clarksville	09	33	14	330								
WTHQ-F	C	1017	Shepherdsville	06	2.1	10	223								
WXLN-F	REL/CC	1051	Shepherdsville	09	2.7	14	291								

# LOUISVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Blue Chip, pend.</b> WDJX-FM, WFIA-AM, WGZB-FM, WLRS-FM, WMJM-FM	16.8 %	14.6 %	18.0 %	AC	0 (0)	28 (2)	28 (2)	2.3 %	0.0 %
<b>Clear Channel</b> WAMZ-FM, WHAS-AM, WKJK-AM, WQMF-FM, WTFX-FM, WWKY-AM	38.4 %	37.9 %	56.3 %	AOR/Classic/NR	0 (0)	159 (3)	159 (3)	12.8 %	12.4 %
<b>Cox Radio (to be sold)</b> WLSY-FM, WRVI-FM	3.6 %	4.8 %	0.3 %	Black/Urban	0 (0)	169 (4)	169 (4)	13.6 %	12.0 %
<b>Cox Radio, pend.</b> WRKA-FM, WSFR-FM, WVEZ-FM	15.4 %	20.0 %	19.9 %	CHR	0 (0)	77 (1)	77 (1)	6.2 %	7.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	16 (1)	244 (3)	260 (4)	21.0 %	21.1 %
				Full Service	179 (1)	0 (0)	179 (1)	14.4 %	13.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.5 %
				News/Talk	41 (2)	0 (0)	41 (2)	3.3 %	2.5 %
				Oldies	0 (0)	153 (4)	153 (4)	12.3 %	11.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	32 (3)	13 (2)	45 (5)	3.6 %	4.0 %
				Soft AC	0 (0)	86 (1)	86 (1)	6.9 %	7.6 %
				Sports	15 (1)	0 (0)	15 (1)	1.2 %	1.0 %
				Standards/EZ	29 (1)	0 (0)	29 (1)	2.3 %	3.7 %
				<b>Totals</b>	<b>312 (9)</b>	<b>929 (20)</b>	<b>1241 (29)</b>		

## AM Stations

WAVG	1450	1 kw	Standards	ABC	\$20.00	---		Jeffersonville, IN
WHAS	840	50 kw	Full Service	ABC	\$132.00	Clr Chnl	Clear Channel	
WKJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd, ABC	\$ NA	Clr Chnl	Clear Channel	
WLKY	970	5 kw (DA-2)	News	AP	\$ NA	---	Hearst-Argyle	
WLOU	1350	2.2 kw/0.5 kw (DA-N)	Black Gospel	AURN	\$ NA	---	Mortenson	
WTMT	620	0.5 kw (DA-2)	Sports	1-On-1	\$ NA	---		
WWKY	790	5 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$<20.00	Mc-Guild	Clear Channel	

## FM Stations

WAMZ	97.5	100 kw @ 673	Country		\$155.00	Christal	Clear Channel	
WBLO	104.3	3kw @ 328	Black		\$ NA	Mc-Guild		Charlestown, IN
WDJX	99.7	24 kw @ 715	CHR		\$60.00	Eastman	Blue Chip, pend.	
WGZB	96.5	3 kw @ 328	Black	ABC	\$45.00	D&R	Blue Chip	Corydon, IN
WHKW	98.9	50 kw @ 492	Country		\$24.00	Clr Chnl	Snowden	Salem, IN
WLRS	102.3	3 kw @ 285	AOR-New Rock		\$30.00	Eastman	Blue Chip, pend.	
WLSY	94.7	2.15 kw @ 387	Black Oldies		\$ NA	Christal	Cox (to be sold)	New Albany, IN
WMHX	103.9	1.35 kw @ 490	AC/CHR		\$25.00	Eastman		
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	D&R	Blue Chip	Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR		\$60.00	Clr Chnl	Clear Channel	Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox Radio	
WRVI	105.9	3 kw @ 328	Classic Hits		\$ NA	Christal	Cox (to be sold)	New Albany, IN
WSFR	107.7	31 kw @ 568	Classic Hits		\$31.00	Eastman	Cox Radio, pend.	Corydon, IN
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Clr Chnl	Clear Channel	
WVEZ	106.9	24.5 kw @ 670	Soft AC		\$68.00	Eastman	Cox Radio, pend.	

Notes: \* WGZB-F revenue level includes WMJM-F revenue . . . 9/98 WRVI-F changed from Classic Hits to all 80's; we'll continue to classify it as Classic Hits . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WDJX-F; WFIA; WLRS-F; WSFR-F; WVEZ-F. Some divestitures will be required . . . 10/98 WQSH-F (93.1; Clarksville, IN) began operation, programming Modern AC (AC-NR) as "She 93.1". It is LMA'd by Clear Channel . . . 11/98 WAVG changed from Standards to Classic Country (C/O) . . . 2/99 Clear Channel sold WDJX-F, WFIA & WLRS-F to Blue Chip as part of a two-market, \$40,000,000 transaction . . . 2/99 Clear Channel traded WSFR-F & WVEZ-F plus the option to buy WMHX-F (along with several Tampa properties) for Cox's Syracuse properties & cash. Cox intends to divest its WLSY-F & WRVI-F

# LUBBOCK

Arbitron Rank: 175 Pop (12+): 191,900	Stations: 19 / 18	Last Year's Revenue: \$9,300,000
MSA Rank: 185	Diaries: 863 / 222:1 / 44.9%	Household Income: \$33,047
MSA Pop: 237,000	Sample Target: 860	Total Retail Sales: \$2.5 Bil.
DMA: 150	% Below Line: 0.3	#1 Biller: KLLL-AF \$2,200,000
Average Persons Rating: 15.7	% Not Listed: 7.3	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 10,661	Capstar \$5,000,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KLLL-F	C	56 / 18.6	17.1	15.3	16.5	17.8	573 / 29.8	35.8	32.4	97 / 1031	D	KLLL-F
2	KZII-F	CHR	39 / 12.9	17.5	17.2	17.8	16.0	604 / 31.5	33.6	33.0	61 / 931	C	KZII-F
3	KLZK-F	CHR/U	27 / 9.0	2.5	2.9	5.0		300 / 15.6	7.8	8.4	37 / 432	A	KLZK-F
3	KKCL-F	O	27 / 9.0	8.3	10.2	9.4	8.1	385 / 20.1	22.2	20.6	35 / 525	C	KKCL-F
5	KFMX-F	AOR	19 / 6.3	10.2	8.9	5.9	10.6	315 / 16.4	20.1	18.1	25 / 436	C	KFMX-F
6	KCRM-F	CL AOR	15 / 5.0	5.4	3.8	5.6	3.4	224 / 11.7	13.1	12.1	24 / 317	B	KCRM-F
7	KXTO-F	SP-TJ	14 / 4.6	5.1	4.5	6.2	7.2	213 / 11.1	10.7	11.2	26 / 360	B	KXTO-F
7	KONE-F	SAC	14 / 4.6	2.5	2.9	1.9	4.1	212 / 11.0	7.9	11.9	15 / 252	A	KONE-F
9	KMMX-F	AC/CHR	13 / 4.3	6.7	5.4	4.4	4.4	272 / 14.2	19.2	14.4	17 / 386	A	KMMX-F
10	KKAM	SPRTS	11 / 3.6	1.6	2.9	1.9	1.3	143 / 7.4	5.6	9.5	14 / 193	A	KKAM
10	KEJS-F	SP	11 / 3.6	2.9	2.2	1.6	1.3	122 / 6.3	6.3	6.1	14 / 180	A	KEJS-F
12	KRFE	ST	10 / 3.3	1.9	1.3	3.1	3.8	141 / 7.3	5.3	5.1	11 / 179	A	KRFE

12+ FM Share (Metro): 88.17% (246 of 279) (Fall 97: 88.93%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZII-F	1 KLLL-F	1 KLLL-F	1 KLLL-F >	1 KLLL-F >	1 KLLL-F	1 KLLL-F	1 KLLL-F	1 KLLL-F >	1 KLLL-F <	1 KLLL-F
2 KLZK-F >>	2 KZII-F	2 KZII-F >	2 KZII-F	2 KZII-F	2 KKCL-F >	2 KZII-F >	2 KKCL-F >	2 KLZK-F <	2 KZII-F	2 KZII-F >
3 KLLL-F >>	3 KLZK-F >	3 KLZK-F	3 KKCL-F	3 KKCL-F >	3 KZII-F	3 KKCL-F >	3 KZII-F	3 KZII-F	3 KLZK-F >	3 KLZK-F <
	4 KFMX-F	4 KFMX-F <	4 KFMX-F	4 KFMX-F <	4 KRFE	4 KLZK-F	4 KLZK-F >	4 KKCL-F	4 KXTO-F	4 KFMX-F >
	5 KEJS-F	5 KKCL-F	5 KXTO-F	5 KXTO-F	5 KONE-F	5 KFMX-F <	5 KCRM-F <	5 KFMX-F <	4 KFMX-F >	5 KEJS-F <
	6 KMMX-F	6 KXTO-F	5 KLZK-F <	5 KCRM-F <	6 KXTO-F	6 KRFE	6 KONE-F <	6 KONE-F <	6 KCRM-F	6 KKCL-F <
		6 KCRM-F <	7 KCRM-F	7 KLZK-F		6 KONE-F <	7 KFMX-F	7 KMMX-F <	6 KEJS-F	7 KKAM
										7 KXTO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KLLL-F	1 KLLL-F	1 KZII-F	1 KLLL-F	1 KLLL-F >	1 KLZK-F	1 KLLL-F	1 KLLL-F >	1 KLLL-F >	1 KLLL-F >	1 KLLL-F >
2 KZII-F	1 KZII-F >	2 KLLL-F >>	2 KZII-F >	2 KZII-F >	1 KFMX-F	2 KFMX-F	2 KFMX-F	2 KZII-F	2 KKCL-F	2 KZII-F
3 KLZK-F >	3 KLZK-F >>	3 KLZK-F	3 KLZK-F >	3 KKCL-F	3 KLLL-F	3 KLZK-F	3 KLZK-F	2 KFMX-F	3 KFMX-F	3 KLZK-F >
4 KEJS-F	4 KMMX-F >	3 KDAV >>	4 KFMX-F	3 KONE-F >	3 KZII-F	4 KZII-F	3 KKAM	4 KLZK-F	4 KZII-F	
4 KMMX-F >>	5 KXTO-F		4 KONE-F	5 KLZK-F	3 KEJS-F >	5 KEJS-F	5 KZII-F	5 KKCL-F	5 KCRM-F	
	5 KEJS-F >		4 KKCL-F	6 KCRM-F		6 KCRM-F	5 KCRM-F	6 KKAM	5 KXTO-F	
				6 KXTO-F		6 KKAM	5 KRBL-F >	6 KXTO-F	7 KKAM	
								6 KEJS-F		
								6 KCRM-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBZO	SP	1460	Lubbock	0.3	1.6	3 44	KGNC	FS/T	710	Amarillo	0.3	2.2	9 149
KDAV	ST	1599	Lubbock	1.3	4.2	6 120							
KFYO	FS	790	Lubbock	1.7	7.0	14 263							
KJAK-F	REL	92.7	Station	1.3	5.0	6 162							
KRBL-F	C	105.7	Ida'ou	2.3	5.4	11 154							
KXTO	CHR/U	950	Lubbock	0.3	0.7	1 14							



# LUBBOCK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> KCRM-FM, KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KZII-FM	38.5 %	40.8 %	51.5 %	AC	0 (0)	13 (1)	13 (1)	4.7 %	6.1 %
				AOR/Classic/NR	0 (0)	34 (2)	34 (2)	12.2 %	17.5 %
<b>Pinnacle</b> KLLL-FM, KMMX-FM, KONE-FM	27.5 %	28.9 %	31.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	1 (1)	66 (2)	67 (3)	24.0 %	19.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	63 (2)	63 (2)	22.6 %	25.4 %
				Full Service	6 (2)	0 (0)	6 (2)	2.2 %	3.2 %
				Hispanic	1 (1)	25 (2)	26 (3)	9.3 %	10.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	27 (1)	27 (1)	9.7 %	11.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	4 (1)	4 (1)	1.4 %	2.5 %
				Soft AC	0 (0)	14 (1)	14 (1)	5.0 %	0.0 %
				Sports	11 (1)	0 (0)	11 (1)	3.9 %	3.2 %
				Standards/EZ	14 (2)	0 (0)	14 (2)	5.0 %	1.4 %
				<b>Totals</b>	<b>33 (7)</b>	<b>246 (12)</b>	<b>279 (19)</b>		

## AM Stations

KKAM	1340	1 kw	Sports	1-on-1, CBS, ESPN	\$<20.00	Katz	Capstar
KRFE	580	0.5 kw/0.29 kw (DA-2)	Standards	ABC	\$<20.00	--	

## FM Stations

KCRM	99.5	100 kw @ 817	Classic AOR	Westwd	\$<20.00	Sentry	Capstar
KEJS	106.5	34 kw @ 587	Hispanic		\$<20.00	--	
KFMX	94.5	100 kw @ 817	AOR	ABC	\$29.00	Katz	Capstar
KKCL	98.1	100 kw @ 436	Oldies	Westwd, ABC	\$22.00	Christal	Capstar Lorenzo
KLLL	96.3	100 kw @ 817	Country	Westwd	\$53.00	Eastman	Pinnacle
KLZK	104.3	50 kw @ 466	Dance CHR	CNN, CBS, WW1	\$ NA	Mc-Guild	Brownfield
KMMX	100.3	100 kw @ 882	AC/CHR		\$<20.00	Eastman	Pinnacle Tahoka
KONE	101.1	100 kw @ 751	Soft AC	Westwd	\$<20.00	Eastman	Pinnacle
KXTQ	93.7	100 kw @ 741	Hispanic-Tejano		\$<20.00	Katz Hisp.	
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	Capstar

Notes: 7/98 KLLL changed from simulcasting Country KLLL to Standards as KDAV . . . 9/98 KLZK-F & KXTQ (AM) changed from Classic AOR to Dance CHR (CHR/U) as "Kiss 104.3"



# MACON

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Fall 97	
<b>Local</b>			10.2 %	8.7 %	3.9 %	AC	0	(0)	35	(1)	35 (1)	11.4 %	13.5 %
WALJ-FM, WBNM-AM, WFXM-FM, WXKO-AM						AOR/Classic/NR	0	(0)	45	(3)	45 (3)	14.7 %	11.2 %
<b>Taylor</b>			24.6 %	26.9 %	23.1 %	Black/Urban	0	(1)	89	(6)	89 (7)	29.0 %	26.4 %
WIBB-FM, WIBD-FM, WLCG-AM, WLCG-FM, WNML-AM, WQBZ-FM, WRBV-FM						CHR	0	(0)	19	(1)	19 (1)	6.2 %	6.7 %
<b>U. S.</b>			45.6 %	44.8 %	63.4 %	Classical	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
WAYS-FM, WDDO-AM, WDEN-AM, WMAC-AM, WMGB-FM, WMKS-FM, WPEZ-FM						Country	0	(1)	44	(1)	44 (2)	14.3 %	19.7 %
			80.4 %	80.4 %	90.4 %	Full Service	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Hispanic	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						News/Talk	15	(1)	0	(0)	15 (1)	4.9 %	4.2 %
						Oldies	0	(0)	20	(1)	20 (1)	6.5 %	6.2 %
						Others/Unknown	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	16	(3)	22	(3)	38 (6)	12.4 %	11.8 %
						Soft AC	0	(0)	2	(1)	2 (1)	0.7 %	0.0 %
						Sports	0	(0)	0	(0)	0 (0)	0.0 %	0.3 %
						Standards/EZ	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %
						<b>Totals</b>	<b>31</b>	<b>(6)</b>	<b>276</b>	<b>(17)</b>	<b>307 (23)</b>		

### AM Stations

WBNM	1120	10 kw (Days)	See WALJ-F									Gordon
WMAC	940	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$<20.00	Mc-Guild	U. S.					

### FM Stations

WALJ	107.1	2.25 kw @ 540	Black	AURN	\$ NA	Allied	WFXM-F					Gordon
WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$28.00	Katz	U. S.					
WDEN	105.3	100 kw @ 659	Country	Westwd	\$77.00	Mc-Guild	U. S.					
WIBB	97.9	10.5 kw @ 500	Black	ABC	\$21.00	D&R	Taylor					Fort Valley
WLCG	102.5	4 kw @ 328	Black Gospel		\$ NA	D&R	Taylor					Wamer Robins
WMGB	93.7	29.5 kw @ 646	CHR		\$<20.00	Mc-Guild	U. S.					Jeffersonville
WMKS	92.3	3 kw @ 328	Classic AOR		\$<20.00	Roslin	U. S.					
WPEZ	107.9	100 kw @ 689	AC	Westwd	\$42.00	Mc-Guild	U. S.					
WQBZ	106.3	50 kw @ 493	AOR		\$24.00	D&R	Taylor					Fort Valley
WRBV	101.7	6 kw @ 328	Black AC	ABC	\$14.00	D&R	Taylor					Wamer Robins

Notes: 7/98 WMKS-F changed from Country to Classic AOR . . . 7/98 WMWR changed calls to WMAC; remains News/Talk . . . 10/98 WRBG-F changed calls to WRBV-F; remains Black AC . . . 11/98 WPGA (980; Perry) changed from Standards to Children's (Radio Disney) . . . 2/99 WNEX (1400; Macon) returned to the air, programming Children's (Radio Disney)

# MADISON

Arbitron Rank: 120 Pop (12+): 342,200	Stations: 22 / 19	Last Year's Revenue: \$22,200,000
MSA Rank: 124	Diaries: 1,367 / 250:1 / 62.1%	Household Income: \$53,257
MSA Pop: 405,000	Sample Target: 1,300	Total Retail Sales: \$5.2 Bil.
DMA: 83	% Below Line: 1.2	#1 Biller: WIBA-F \$3,200,000
Average Persons Rating: 14.6	% Not Listed: 22.1	#1 Billing Portfolio:
Market TSL In Hours: 19.00	Pop per Station: 18,011	Capstar \$10,260,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WZEE-F	CHR	56 / 11.0	12.1	10.7	12.4	11.4	11.6	1064 / 31.1	30.9	31.9	107 / 2021	E	WZEE-F
2 WMGN-F	AC	38 / 7.6	8.2	6.0	9.1	6.7	7.7	695 / 20.3	16.6	18.1	59 / 958	D	WMGN-F
3 WIBA	FS/T	35 / 7.0	6.6	5.8	6.5	7.9	5.7	718 / 21.0	16.5	21.8	40 / 849	D	WIBA
4 WWQM-F	C	31 / 6.2	5.7	7.2	6.5	5.8	6.4	469 / 13.7	14.5	15.4	42 / 641	D	WWQM-F
4 WOLX-F	O	31 / 6.2	7.6	8.0	5.9	5.8	6.9	690 / 20.2	21.6	19.8	58 / 1381	D	WOLX-F
5 WJJO-F	AOR	30 / 6.0	8.6	8.9	9.3	6.7	8.2	482 / 14.1	16.8	14.9	77 / 1165	C	WJJO-F
7 WMMM-F	AOR-P	23 / 4.6	4.1	4.9	3.2	4.4	4.2	413 / 12.1	13.5	11.0	26 / 492	B	WMMM-F
7 WMAD-F	AOR-NR	23 / 4.6	4.1	4.3	3.2	4.8	4.1	615 / 18.0	16.1	17.3	27 / 763	B	WMAD-F
9 WTSO	ST	20 / 4.0	3.3	3.5	2.6	4.8	3.4	255 / 7.5	6.7	9.6	34 / 431	B	WTSO
10 WTDY	T	18 / 3.6	2.5					282 / 8.2			22 / 348	C	WTDY
10 WIBA-F	AOR	18 / 3.6	5.5	4.5	6.1	5.0	4.9	537 / 15.7	14.9	17.6	60 / 1168	E	WIBA-F
12 WMLI-F	SAC	16 / 3.2	1.8	2.1	2.2	2.7	2.3	373 / 10.9	9.4	11.0	25 / 546	A	WMLI-F
13 WYZM-F	C	10 / 2.0	2.7	3.7	3.4	1.9	3.0	252 / 7.4	9.4	8.1	13 / 420	B	WYZM-F

12+ FM Share (Metro): 75.26% (292 of 388) (Fall 97: 71.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZEE-F >>>	1 WZEE-F >	1 WZEE-F >	1 WMGN-F <	1 WMGN-F	1 WIBA	1 WZEE-F	1 WZEE-F	1 WZEE-F >	1 WZEE-F >>	1 WZEE-F <
2 WMAD-F >	2 WJJO-F >	2 WMGN-F <	2 WZEE-F	2 WZEE-F	2 WOLX-F <	2 WIBA <	2 WMGN-F	2 WOLX-F	2 WMAD-F	2 WIBA
3 WOLX-F >>	3 WMAD-F	3 WJJO-F	3 WMMM-F	3 WOLX-F	3 WMGN-F <	3 WMGN-F	3 WWQM-F <	3 WJJO-F	3 WOLX-F <	3 WOLX-F
	4 WMGN-F	4 WMMM-F <	4 WJJO-F	4 WMMM-F <	4 WWQM-F <	4 WJJO-F <	4 WTDY <	2 WMGN-F	4 WJJO-F	4 WWQM-F
	5 WMMM-F	5 WOLX-F	4 WOLX-F	5 WWQM-F <	5 WTSO	5 WWQM-F	5 WJJO-F <	5 WWQM-F	5 WIBA	5 WMGN-F
	6 WWQM-F	5 WWQM-F <	6 WWQM-F	6 WJJO-F <	6 WZEE-F	6 WOLX-F	6 WMMM-F <	6 WMMM-F <	5 WMGN-F	6 WTSO <
	7 WMLI-F	7 WMAD-F	7 WIBA <	7 WIBA	5 WTDY	7 WMMM-F	7 WOLX-F	7 WMAD-F	7 WMMM-F	7 WJJO-F
		8 WIBA-F <	8 WIBA-F	8 WIBA-F	8 WMMM-F <	8 WTDY	8 WIBA <	8 WIBA	7 WWQM-F	8 WIBA-F
		9 WIBA <	9 WMAD-F	9 WTDY	9 WIBA-F	8 WMAD-F	9 WTSO	9 WIBA-F	9 WMLI-F	8 WMAD-F
				9 WMAD-F		8 WIBA-F	9 WMAD-F	10 WMLI-F <	9 WIBA-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZEE-F >>>	1 WZEE-F >>	1 WMGN-F	1 WZEE-F >	1 WMGN-F	1 WJJO-F >	1 WJJO-F >	1 WJJO-F >	1 WJJO-F >	1 WJJO-F >	1 WZEE-F >>
2 WMAD-F	2 WMGN-F >	2 WZEE-F >>	2 WMGN-F >	2 WZEE-F >	2 WZEE-F	2 WZEE-F	2 WZEE-F >	2 WZEE-F	2 WOLX-F	2 WIBA
2 WWQM-F	3 WWQM-F	3 WWQM-F	3 WOLX-F	3 WOLX-F	2 WMAD-F >>>	3 WMAD-F >	3 WMMM-F	3 WMMM-F	2 WMMM-F	3 WTDY
2 WMLI-F >	3 WMAD-F	3 WMAD-F >	3 WMLI-F	4 WMMM-F	4 WOLX-F	4 WMMM-F	3 WIBA	3 WMAD-F <	2 WWQM-F	
5 WMMM-F	5 WMLI-F	5 WMMM-F	3 WMMM-F	4 WWQM-F	4 WWQM-F	5 WMGN-F	3 WMAD-F	5 WWQM-F <	5 WMGN-F	
5 WJJO-F	6 WMMM-F	5 WIBA	3 WWQM-F	6 WMLI-F	4 WHIT >>	6 WIBA	3 WMGN-F	6 WOLX-F	5 WZEE-F	
5 WMGN-F >>	7 WJJO-F >	5 WMLI-F >>	7 WIBA	6 WIBA		6 WWQM-F	7 WTDY >	7 WMGN-F	5 WIBA	
			7 WIBA-F	8 WIBA-F				7 WIBA	8 WIBA-F <	
			7 WMAD-F >	9 WTDY				7 WIBA-F	9 WMAD-F	
				9 WMAD-F				10 WTDY		

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
Station	Format	Pop	City	Share	Rating	AQH	Cume	Station	Format	Pop	City	Share	Rating	AQH	Cume
WHIT	SPRTS	1550	Madison	1.6	2.5	10	101	WGN	FS/T	720	Chicago	0.4	1.2	14	267
WIBU	C	1240	Payette	1.6	2.4	10	127	WJVL-F	C	99.9	Janesville	0.4	2.4	51	663
WXPQ-F	CHR	105.9	Evansville	1.0	3.8	14	353	WTMJ	FS	620	Milwaukee	0.4	3.4	20	514
WSJY-F	SAC	107.3	Fl. Atkinson	1.4	4.2	25	492								
WTDY	T	1450	Madison	0.6	4.1	4	165								
WTLX-F	T	100.5	Columbus	0.6	2.2	4	129								

# MADISON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b>	33.4 %	27.1 %	46.2 %	AC	0 (0)	38 (1)	38 (1)	9.8 %	8.4 %
WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM				AOR/Classic/NR	0 (0)	94 (4)	94 (4)	24.2 %	26.1 %
<b>Mid-West Family</b>	25.6 %	29.6 %	35.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHIT-AM, WJJO-FM, WMGN-FM, WTDA-AM, WTDY-AM, WWQM-FM				CHR	0 (0)	60 (2)	60 (2)	15.5 %	14.1 %
<b>Woodward</b>	12.8 %	15.8 %	18.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMMM-FM, WOLX-FM, WYZM-FM				Country	8 (1)	43 (3)	51 (4)	13.1 %	11.8 %
	<b>71.8 %</b>	<b>72.5 %</b>	<b>99.9 %</b>	Full Service	39 (3)	0 (0)	39 (3)	10.1 %	11.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	21 (2)	3 (1)	24 (3)	6.2 %	5.5 %
				Oldies	0 (0)	31 (1)	31 (1)	8.0 %	7.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	23 (2)	23 (2)	5.9 %	5.0 %
				Sports	8 (1)	0 (0)	8 (1)	2.1 %	4.8 %
				Standards/EZ	20 (1)	0 (0)	20 (1)	5.2 %	6.0 %
				<b>Totals</b>	<b>96 (8)</b>	<b>292 (14)</b>	<b>388 (22)</b>		

### AM Stations

Station	Frequency	Power	Format	Contract	Agency	Advertiser
WHIT	1550	5 kw (Days)	Sports	ABC, 1-on-1	Mc-Guild	Midwest Family
WIBA	1310	5 kw/5.4 kw (DA-N)	Full Service/Talk	CBS	Katz	Capstar
WTDY	1670	10 kw/1 kw	Talk	ABC, Westwd	Mc-Guild	Midwest Family
WTSO	1070	10 kw/5 kw (DA-2)	Standards	ABC, Westwd	Banner	Capstar

### FM Stations

Station	Frequency	Power	Format	Contract	Agency	Advertiser
WIBA	101.5	12 kw @ 1017	AOR	\$64.00	Katz	Capstar
WJJO	94.1	50 kw @ 492	AOR	\$31.00	Mc-Guild	Midwest Family
WMAD	92.1	1.8 kw @ 400	AOR-New Rock	\$ 24.00	Katz	Capstar
WMGN	98.1	38 kw @ 581	AC	\$53.00	Mc-Guild	Midwest Family
WMLI	96.3	5 kw @ 672	Soft AC	\$<20.00	Katz	Capstar
WMMM	105.5	2 kw @ 573	Progressive AOR	\$<20.00	Mc-Guild	Woodward
WOLX	94.9	37 kw @ 1299	Oldies	\$ 50.00	Mc-Guild	Woodward
WWQM	106.3	4.5 kw @ 380	Country	\$52.00	Mc-Guild	Midwest Family
WYZM	105.1	6 kw @ 243	Country	\$<20.00	—	Woodward
WZEE	104.1	12 kw @ 1004	CHR	\$53.00	Katz	Capstar

Notes:

# MANCHESTER

**Arbitron Rank:** 185 **Pop (12+):** 175,600  
**MSA Rank:** 140  
**MSA Pop:** 279,000 (w/Nashua)  
**DMA:** Boston (#6)  
**Average Persons Rating:** 15.2  
**Market TSL in Hours:** 20.25

**Stations:** 37 / 12  
**Diaries:** 876 / 200:1 / 56.9%  
**Sample Target:** 860  
**% Below Line:** 48.7  
**% Not Listed:** 7.9  
**Pop per Station:** 14,633

**Last Year's Revenue:** \$10,800,000  
**Household Income:** \$54,052  
**Total Retail Sales:** \$2.5 Bil.  
**#1 Biller:** WZID-F \$5,000,000  
**#1 Billing Portfolio:** Capstar \$5,900,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WZID-F	AC/SAC	48 / 18.0	22.3	17.9	21.8	20.5	508 / 28.9	34.4	32.4	94 / 995	G	WZID-F
2 WGIR-F	AOR	22 / 8.2	9.6	9.2	9.8	10.1	345 / 19.6	22.8	23.6	79 / 1021	F	WGIR-F
3 WJMN-F	CHR	16 / 6.0	3.9	3.4	4.0	4.7	253 / 14.4	12.4	12.4	25 / 557		WJMN-F
4 WOKQ-F	C	15 / 5.6	6.4	7.2	5.1	6.5	229 / 13.1	15.6	16.8	52 / 688		WOKQ-F
4 WGIR	N/T	15 / 5.6	3.9	4.6	3.3	6.5	236 / 13.4	13.4	12.8	20 / 373	C	WGIR
6 WQLL-F	O	10 / 3.7	3.5	3.4	2.2	1.8	197 / 11.2	8.7	8.3	23 / 366	B	WQLL-F
6 WFEA	ST	10 / 3.7	5.0	5.0	5.8	5.0	123 / 7.0	8.9	8.1	16 / 197	A	WFEA
8 WBCN-F	AOR	9 / 3.4	2.5	3.4	2.9	2.9	204 / 11.6	10.1	12.4	24 / 567		WBCN-F
8 WAAF-F	AOR-NR	9 / 3.4	3.9	5.3	4.0	4.3	182 / 10.4	10.7	12.3	19 / 440		WAAF-F
10 WKLB-F	C	8 / 3.0	1.4	2.3	1.1	1.4	95 / 5.4	5.3	4.5	29 / 409		WKLB-F
10 WBZ	N/T	8 / 3.0	2.5	2.7	1.5	1.8	165 / 9.4	9.7	9.8	23 / 461		WBZ
12 WRKO	T	7 / 2.6	2.8	2.3	2.2	2.5	132 / 7.5	8.2	6.9	15 / 331		WRKO

12+ FM Share (Metro): 81.71% (201 of 246) (Fall 97: 81.40%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>>	1 WGIR-F	1 WZID-F >	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >	1 WZID-F >	1 WZID-F >
2 WZID-F	2 WGIR-F >	2 WGIR-F >>	2 WGIR-F >>	2 WGIR-F >	2 WGIR >	2 WGIR <	2 WGIR-F >	2 WGIR-F	2 WJMN-F	2 WGIR-F
3 WJMN-F	3 WJMN-F	3 WGIR	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WBCN-F	3 WGIR	3 WJMN-F	3 WGIR-F >	3 WOKQ-F
4 WBCN-F	4 WBCN-F	4 WOKQ-F	4 WGIR	4 WFEA	4 WFEA	4 WGIR-F	4 WJMN-F	4 WOKQ-F	4 WAAF-F	4 WJMN-F <
5 WAAF-F >	5 WGIR	4 WBCN-F	5 WJMN-F	5 WQLL-F	5 WJMN-F	5 WOKQ-F	5 WGIR	5 WOKQ-F	5 WGIR	5 WFEA
6 WKXS-F >	6 WOKQ-F	4 WJMN-F	5 WBCN-F	6 WGIR-F	6 WOKQ-F	6 WKLB-F <	5 WRKO	4 WBZ	7 WQLL-F	6 WQLL-F
	7 WQLL-F	7 WQLL-F >	5 WQLL-F >	7 WBZ	7 WQLL-F <	7 WFEA	7 WFEA <	7 WQLL-F	7 WAAF-F	7 WAAF-F
	7 WAAF-F		7 WKLB-F	7 WKLB-F		7 WOLL-F		7 WOLL-F	7 WGR	7 WGR

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WJMN-F >>>	1 WZID-F >	1 WZID-F >	1 WZID-F >>>	1 WZID-F >>>	1 WGIR-F >>>	1 WGIR-F >	1 WGIR-F >	1 WGIR-F	1 WZID-F	1 WZID-F
2 WJMN-F	2 WGIR-F >	2 WGIR-F >>	2 WGIR-F	2 WGIR-F	2 WBCN-F	2 WBCN-F	2 WZID-F >	2 WZID-F >	2 WGR-F >	2 WBZ
2 WGIR-F >>>	3 WKXS-F	2 WJMN-F >>>	3 WKLB-F	3 WQLL-F	3 WZID-F	3 WZID-F	3 WBCN-F >	3 WBCN-F >	3 WBCN-F	2 WGIR
4 WBCN-F	3 WKLB-F >>>	3 WQLL-F			3 WAAF-F	3 WAAF-F >	4 WGIR	4 WOKQ-F	4 WOKQ-F	2 WGIR-F
4 WJMN-F					3 WJMN-F >>>	5 WSJZ-F	4 WAAF-F	4 WGIR	4 WGIR	
4 WKLB-F					6 WSJZ-F >>>	5 WJMN-F >>>	4 WJMN-F	6 WAAF-F	6 WJMN-F	
4 WKXS-F >>>								6 WJMN-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
ACFR	REL	1320	Derry	0.4	1.5	1	32	WBIX-F	AC	98.5	Boston	1.9	8.5	16	398
WAAF-F	CHR	1555	Concord	1.9	5.5	18	283	WBOS-F	AOR-P	92.9	Brookline, MA	0.4	2.0	2	130
WDEF	SPRTS	1250	Manchester	0.4	1.6	1	58	WCRB-F	CL	102.5	Waltham, MA	2.2	5.0	18	236
WJMN-F	O	521	Hampster	0.7	2.2	15	240	WEEI	SPRTS	850	Boston	1.1	4.8	10	188
WZID-F	CL AOR	1377	Hampster	0.7	2.7	10	270	WEGO-F	CL HITS	93.7	Lawrence, MA	1.9	8.4	16	336
								WHEB-F	AOR	100.5	Portsmouth	0.7	3.5	6	180
								WHOB-F	CHR	105.3	Nashua	1.1	5.0	8	247
								WHOM-F	SAC	94.9	ML Washington	1.9	3.9	18	285
								WXYL-F	N/T	1450	Concord	0.4	0.9	8	103
								WJYJ-F	AC	105.7	Boston	0.7	2.6	7	105
								WODS-F	O	103.3	Boston	1.1	6.2	12	269
								WROR-F	AC	105.7	Framingham, MA	0.4	1.7	4	82
								WSJZ-F	J	55.9	Boston	1.5	3.8	5	124
								WKXS-F	CHR	107.9	Medford, MA	2.7	10.5	15	423
								WVLO-F	AC	104.5	Fitchburg, MA	1.9	9.2	10	326
								WVUJ-F	AOR-NR	92.5	Haverhill, MA	1.9	5.8	15	217
								WZLX-F	CL AOR	100.7	Boston	0.7	3.2	15	207

# MANCHESTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Radioworks</b> WJYY-FM, WNHI-FM, WNHQ-FM, WRCI-FM	2.6 %	3.0 %	%	AC	0 (0)	61 (5)	61 (5)	24.8 %	25.6 %
<b>Saga</b> WFEA-AM, WQLL-FM, WZID-FM	25.4 %	25.9 %	47.2 %	AOR/Classic/NR	0 (0)	52 (9)	52 (9)	21.1 %	26.4 %
				Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	30 (5)	30 (5)	12.2 %	7.0 %
				Classical	0 (0)	6 (1)	6 (1)	2.4 %	2.1 %
				Country	0 (0)	23 (2)	23 (2)	9.3 %	10.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	1.6 %	1.2 %
				News/Talk	30 (4)	0 (1)	30 (5)	12.2 %	10.3 %
				Oldies	0 (0)	20 (4)	20 (4)	8.1 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	1 (1)	0 (0)	1 (1)	0.4 %	0.0 %
				Soft AC	0 (0)	5 (1)	5 (1)	2.0 %	0.8 %
				Sports	4 (2)	0 (0)	4 (2)	1.6 %	2.1 %
				Standards/EZ	10 (1)	0 (0)	10 (1)	4.1 %	5.4 %
				<b>Totals</b>	<b>45 (8)</b>	<b>201 (29)</b>	<b>246 (37)</b>		

### AM Stations

WFEA	1370	5 kw (DA-2)	Standards	ABC, Talknt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 kw/1 kw (DA-2)	News/Talk	Westwd	\$28.00	Sentry	Capstar

### FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR		\$80.00	Sentry	Capstar
WJYY	105.5	1.55 kw @ 456	CHR		\$ NA	---	Radioworks
WNHI	93.3	0.302 kw @ 1020	See WRCI-F				Concord
WNHQ	92.1	0.18 kw @ 1332	See WJYY-F				Belmont
WQLL	96.5	0.68 kw @ 971	Oldies		\$ NA	Mc-Guild	Saga
WRCI	107.7	0.58 @ 738	Classic AOR		\$ NA	---	Radioworks
WZID	95.7	14.5 kw @ 925	AC/Soft AC		\$94.00	Mc-Guild	Saga
							Bedford
							Hillsborough

Notes: Other ranked stations – See Boston or Portsmouth-Dover-Rochester

# McALLEN-BROWNSVILLE

Arbitron Rank: 52 Pop (12+): 662,800	Stations: 27 / 21	Last Year's Revenue: \$17,600,000
MSA Rank: 99-McAllen; 152-Bmsv.	Diaries: 1,695 / 391:1 / 46.7%	Household Income: \$23,518
MSA Pop: 847,000	Sample Target: 1,640	Total Retail Sales: \$5.7 Bil.
DMA: 107	% Below Line: 6.8	#1 Biller: KGBT-AF \$2,900,000
Average Persons Rating: 15.6	% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 31,562	Hefel \$4,900,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 KBFM-F	CHR	165 / 15.9	14.1	15.0	13.0	12.3	2345 / 35.4	35.8	34.4	172 / 2426	D	KBFM-F
2 KGBT-F	SP-R	105 / 10.1	5.5	7.8	7.6	6.3	1234 / 18.6	15.0	17.5	112 / 1294	D*	KGBT-F
3 KFRO-F	AOR	86 / 8.3	7.6	4.7	5.6	5.3	1165 / 17.6	18.0	14.9	89 / 1224	C	KFRO-F
4 KKPS-F	SP-TJ	82 / 7.9	11.9	9.5	7.7	7.1	1552 / 23.4	29.3	25.4	89 / 1685	C	KKPS-F
4 KTEX-F	C	82 / 7.9	6.7	8.1	6.3	7.4	1131 / 17.1	16.4	18.2	85 / 1201	C	KTEX-F
6 KVLV-F	AC	76 / 7.3	8.5	8.9	8.5	5.7	1310 / 19.8	21.4	19.7	77 / 1329	C	KVLV-F
7 KIWW-F	SP-TJ	57 / 5.5	8.5	7.6	9.1	8.5	1306 / 19.7	24.2	21.1	67 / 1480	D	KIWW-F
8 KGBT	SP-R	55 / 5.3	6.3	5.1	6.8	9.3	597 / 9.0	10.9	10.2	57 / 611	*	KGBT
9 KTJN-F	SP-R	33 / 3.2	3.6	4.3	5.4	3.8	622 / 9.4	11.2	11.3	34 / 634	C	KTJN-F
10 XAAA-F	SP-C	29 / 2.8	2.3	2.7	3.2	4.0	508 / 7.7	7.3	7.0	33 / 540		XAAA-F
11 KURV	T	24 / 2.3	3.1	2.2	2.6	2.4	419 / 6.3	5.3	5.5	25 / 427		KURV
12 KSOX-F	O	18 / 1.7	1.9	1.9	2.3	2.2	398 / 6.0	7.6	6.6	18 / 415		KSOX-F
13 XVTH-F	SP-C	16 / 1.5	1.3	1.0	1.6	1.2	333 / 5.0	4.0	4.0	16 / 333		XVTH-F
14 KUBR	SP-C	15 / 1.4		0.8	0.5	0.9	137 / 2.1		1.9	15 / 137		KUBR
15 KIRT	SP-R	10 / 1.0	1.2	2.1	1.7	2.4	153 / 2.3	3.7	4.3	10 / 156		KIRT
16 KRGE	REL	9 / 0.9	0.6	1.2	1.8	1.4	147 / 2.2	1.9	2.7	9 / 150		KRGE

12+ FM Share (Metro): 85.81% (786 of 916) (Fall 97: 83.10%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBFM-F >>>	1 KBFM-F >	1 KBFM-F	1 KBFM-F <	1 KBFM-F <	1 KGBT-F >	1 KBFM-F	1 KBFM-F	1 KBFM-F	1 KBFM-F >>	1 KBFM-F >
2 KKPS-F	2 KFRO-F	2 KFRO-F	2 KVLV-F <	2 KVLV-F <	2 KTEX-F	2 KGBT-F >	2 KTEX-F <	2 KGBT-F	2 KFRO-F	2 KGBT-F
2 KFRO-F >	3 KKPS-F	3 KVLV-F	3 KFRO-F <	3 KGBT-F <	2 KGBT	3 KFRO-F <	3 KGBT-F <	3 KTEX-F <	3 KGBT-F <	3 KKPS-F <
	4 KVLV-F	3 KKPS-F	4 KKPS-F <	4 KFRO-F <	4 KVLV-F	4 KTEX-F <	4 KVLV-F	4 KKPS-F <	4 KKPS-F	4 KFRO-F <
	5 KTEX-F	5 KTEX-F <	5 KTEX-F <	5 KTEX-F	5 KKPS-F <	5 KFRQ-F <	5 KFRO-F <	5 KFRO-F	5 KVLV-F	5 KTEX-F
	6 KIWW-F	6 KGBT-F	6 KGBT-F	5 KKPS-F	6 KIWW-F <	6 KVLV-F	6 KKPS-F	6 KVLV-F	6 KTJN-F	6 KIWW-F <
	6 XAAA-F	7 KIWW-F >	7 KIWW-F >	7 KIWW-F >	7 KBFM-F	7 KGBT <	7 KGBT <	7 KGBT <	7 KTEX-F <	7 KVLV-F
							8 KIWW-F >	8 KIWW-F >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBFM-F >>	1 KBFM-F >	1 KBFM-F	1 KBFM-F	1 KVLV-F	1 KBFM-F	1 KFRO-F	1 KFRO-F >	1 KFRO-F	1 KFRO-F	1 KBFM-F >
2 KKPS-F	2 KVLV-F	2 KVLV-F >	2 KVLV-F	1 KBFM-F	2 KFRO-F >>	2 KBFM-F >	2 KBFM-F	2 KBFM-F	2 KTEX-F <	2 KVLV-F
3 KVLV-F	3 KKPS-F	3 KKPS-F	3 KKPS-F	3 KGBT-F	3 KKPS-F >	3 KKPS-F	3 KTEX-F	3 KKPS-F	3 KKPS-F	3 KFRO-F >
4 KTJN-F	4 KTEX-F	4 KTEX-F	4 KTEX-F	4 KKPS-F <	4 XAAA-F	4 XAAA-F	4 XAAA-F	4 KTEX-F	4 KGBT-F <	3 KGBT-F >
4 KFRO-F	4 KFRO-F	4 KFRO-F	4 KGBT-F	5 KTEX-F	4 KIWW-F	4 KTEX-F >	4 KKPS-F >	5 KVLV-F <	5 KBFM-F	
4 KTEX-F	5 KIWW-F	5 KIWW-F >>	6 KFRO-F <	6 KIWW-F	6 KIWW-F	6 KIWW-F	6 KVLV-F	6 KGBT-F	6 KVLV-F	
7 KGBT-F			7 KIWW-F >	7 KFRO-F			6 KIWW-F	7 KIWW-F	7 KIWW-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBCW	SP-R	1500	Brownsville	0.7	2.1	7 139	XAVO-F	SP-VA	101.5	Rio Bravo, MX	0.8	2.8	8 184
KECO-F	AGR-NR	927	S Padre Island	0.7	2.5	7 164	XHRR-F	SP-C	102.5	Reynosa, MX	0.6	2.6	6 170
KJAV-F	SP	1049	Alamo	0.4	1.4	4 59	XMLS-F	SP-C	91.3	Matamoros, MX	0.6	3.2	6 214
KOC-F	SP-RTS	1240	Raymondville	0.5	1.2	5 62	YRYS-F	SP-C	90.1	Reynosa, MX	0.6	2.2	6 143
KVLY	SP-NI	840	Pharr	0.5	1.8	5 119							



# McALLEN-BROWNSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Calendar</b> KBFM-FM, KTEX-FM	23.8 %	19.5 %	20.7 %	AC	0 (0)	76 (1)	76 (1)	8.3 %	10.0 %
<b>HefTel</b> KGBT-AM, KGBT-FM, KIWW-FM	20.9 %	20.7 %	27.8 %	AOR/Classic/NR	0 (0)	93 (2)	93 (2)	10.2 %	6.8 %
<b>Local</b> KBOR-AM, KTJN-FM, KTJX-FM	3.9 %	3.0 %	9.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Sunburst</b> KFRQ-FM, KKPS-FM, KVLV-FM, KVPA-FM	23.5 %	28.2 %	25.3 %	CHR	0 (0)	165 (1)	165 (1)	18.0 %	16.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	82 (1)	82 (1)	9.0 %	9.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	92 (5)	352 (12)	444 (17)	48.5 %	49.2 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	24 (1)	0 (0)	24 (1)	2.6 %	2.5 %
				Oldies	0 (0)	18 (1)	18 (1)	2.0 %	2.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (1)	0 (0)	9 (1)	1.0 %	1.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	5 (1)	0 (0)	5 (1)	0.5 %	0.4 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
				<b>Totals</b>	<b>130 (8)</b>	<b>786 (18)</b>	<b>916 (26)</b>		

## AM Stations

Station	Freq	Power	Format	Revenue	Advertiser	Agency	City
KGBT	1530	50 kw/10 kw (DA-N)	Hispanic Regional	\$38.00	Katz	HefTel	
KIRT	1580	1 kw/0.3 kw	Hispanic Regional	\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion	\$<20.00	—	—	Weslaco
KUBR	1210	10 kw/1 kw (DA-2)	Hispanic Contemp.	\$ NA	—	—	San Jacinto
KURV	710	1 kw/0.9 kw (DA-2)	Talk	\$<20.00	—	—	Edinburg

## FM Stations

Station	Freq	Power	Format	Revenue	Advertiser	Agency	City
KBFM	104.1	100 kw @ 998	CHR	ABC \$42.00	D&R	Calendar	
KFRQ	94.5	100 kw @ 1158	AOR	ABC \$33.00	Allied	Sunburst	
KGBT	98.5	100 kw @ 997	See KGBT				
KIWW	96.1	100 kw @ 987	Hispanic-Tejano	\$50.00	Katz Hisp.	HefTel	
KKPS	99.5	100 kw @ 1037	Hispanic-Tejano	\$31.00	—	Sunburst	
KSOX	102.1	18 kw @ 758	Oldies	ABC \$<20.00	—	—	Raymondville
KTEX	100.3	100 kw @ 1125	Country	ABC \$42.00	Christal	Calendar	
KTJN	106.3	500 w @ 633	Hispanic Regional	\$33.00	Caballero	KBOR/KTJX-F	Mercedes
KTJX	105.5	3 kw @ 285	See KTJN-F			KBOR/KTJN-F	Mission
KVLV	107.9	100 kw @ 719	AC	\$35.00	Allied	Sunburst	Edinburg
XAAA	93.1	50 kw @ 230	Hispanic Contemp.	\$ NA	—	—	Reynosa, MX
XVTH	107.1	50 kw @ 210	Hispanic Contemp.	\$ NA	—	—	Matamoros, MX

Notes: \* KGBT-F revenue level includes KGBT revenue . . . Facilities of Mexican stations not verified – regard with skepticism . . . 1/99 KVPA (101.1; Port Isabel) sold to Sunburst for \$800,000 (Fischer)

# MELBOURNE-TITUSVILLE-COCOA

**Arbitron Rank:** 95 Pop (12+): 397,400  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Orlando (#22)  
**Average Persons Rating:** 14.9  
**Market TSL in Hours:** 20.00

**Stations:** 32 / 10  
**Diaries:** 1,177 / 338:1 / 52.4%  
**Sample Target:** 1,140  
**% Below Line:** 55.2  
**% Not Listed:** 13.6  
**Pop per Station:** 39,740

**Last Year's Revenue:** NA  
**Household Income:** \$37,849  
**Total Retail Sales:** \$5.4 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WAOA-F	CHR	56 / 9.4	8.5	7.5	6.0	6.7	889 / 22.4	16.7	17.9	57 / 910	WAOA-F
2	WTKS-F	T	50 / 8.4	8.0	6.8	6.0	5.4	678 / 17.1	14.6	13.3	81 / 1124	WTKS-F
3	WMMB-AA	ST/FS	43 / 7.2	6.5	9.1	6.3	8.8	407 / 10.2	10.9	10.8	44 / 416	WMMB-AA
4	WJRR-F	AOR-NR	37 / 6.2	5.0	4.1	5.2	6.7	588 / 14.8	13.1	13.2	75 / 1100	WJRR-F
5	WVKA-F	C	36 / 6.1	7.7	7.7	6.3	7.3	543 / 13.7	15.6	17.4	88 / 1485	WVKA-F
6	WOMX-F	AC/CHR	33 / 5.6	4.2	4.1	4.5	4.2	656 / 16.5	14.7	13.8	66 / 1324	WOMX-F
7	WLRO-F	AC	29 / 4.9	4.8	6.2	4.2	5.7	483 / 12.2	12.4	13.5	29 / 498	WLRO-F
8	WJMG-F	SAC	24 / 4.0	2.7	2.3	2.6	1.8	267 / 6.7	7.6	6.4	86 / 1100	WJMG-F
9	WHTQ-F	AOR	22 / 3.7	4.8	5.7	5.0	7.0	466 / 11.7	12.9	12.6	51 / 1022	WHTQ-F
10	WHKR-F	C	19 / 3.2	4.5	3.2	5.0	4.7	378 / 9.5	12.4	9.7	20 / 394	WHKR-F
11	WOSN-F	ST	18 / 3.0	3.8	4.1	2.8	1.5	198 / 5.0	5.8	7.5	18 / 198	WOSN-F
12	WOCL-F	O	15 / 2.5	2.3	2.1	2.3	2.3	398 / 10.0	8.6	6.9	59 / 1324	WOCL-F
12	WSHE-F	CHR/AC	15 / 2.5	3.7	3.4	2.9	2.1	426 / 10.7	11.5	9.8	33 / 906	WSHE-F
12	WBVD-F	CL AOR	15 / 2.5	3.7	5.2	3.1	2.8	338 / 8.5	7.9	8.7	15 / 338	WBVD-F
15	WJHM-F	B	13 / 2.2	2.5	3.0	4.2	3.9	283 / 7.1	8.4	8.8	54 / 847	WJHM-F
15	WMEL	T	11 / 1.9	2.7	2.3	1.0	0.3	212 / 5.3	6.0	5.1	11 / 212	WMEL
17	WGNE-F	C	10 / 1.7	1.5	1.6	1.5	2.0	198 / 5.0	7.0	6.8	51 / 882	WGNE-F

12+ FM Share (Metro): 84.99% (436 of 513) (Fall 97: 83.03%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAOA-F >>	1 WAOA-F	1 WAOA-F <	1 WTKS-F	1 WTKS-F	1 WMMB-AA <	1 WAOA-F <	1 WAOA-F <	1 WTKS-F	1 WAOA-F	1 WMMB-AA
2 WJRR-F	2 WJRR-F	2 WTKS-F	2 WAOA-F	2 WAOA-F	2 WTKS-F <	2 WTKS-F	2 WTKS-F	2 WAOA-F	2 WOMX-F <	2 WAOA-F
3 WJRR-F	3 WTKS-F	3 WJRR-F	3 WOMX-F <	3 WOMX-F	3 WVKA-F <	3 WMMB-AA	3 WMMB-AA	3 WVKA-F	3 WMMB-AA <	3 WJRR-F <
4 WOMX-F >	4 WOMX-F >	4 WJRR-F	4 WJRR-F	4 WJRR-F	4 WLRO-F <	4 WVKA-F <	4 WLRO-F	4 WJRR-F <	4 WJRR-F	4 WVKA-F <
5 WSHE-F	5 WLRO-F	5 WLRO-F <	4 WLRO-F	5 WJMG-F	5 WJRR-F <	4 WJRR-F <	5 WOMX-F	4 WJRR-F	4 WJRR-F	5 WOMX-F
6 WVKA-F	5 WHTQ-F	6 WHTQ-F	6 WHTQ-F <	6 WAOA-F	6 WLRO-F <	6 WVKA-F	6 WMMB-AA	6 WTKS-F	6 WTKS-F	6 WHKR-F
	7 WVKA-F	7 WVKA-F	7 WVKA-F >	6 WOSN-F	7 WOMX-F	7 WOMX-F	7 WLRO-F <	7 WVKA-F	7 WVKA-F	6 WJMG-F <
	8 WSHE-F <	8 WBVD-F	8 WBVD-F	8 WBVD-F	8 WHTQ-F >	8 WHTQ-F >	8 WJMG-F <	8 WHTQ-F <	8 WJHM-F	8 WTKS-F
	9 WBVD-F >	9 WSHE-F	8 WOCL-F <	10 WHKR-F <			9 WMEL <	9 WJMG-F <	8 WSHE-F <	9 WLRO-F
							10 WHTQ-F <	10 WHKR-F <	10 WHTQ-F	9 WOCL-F

Vom 18-24	Vom 18-34	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+ Ovrnite
1 WAOA-F >>	1 WAOA-F	1 WOMX-F	1 WAOA-F >	1 WAOA-F	1 WJRR-F	1 WJRR-F <	1 WJRR-F	1 WTKS-F	1 WTKS-F	1 WAOA-F
2 WJRR-F	2 WOMX-F >>	2 WAOA-F >	2 WOMX-F >	2 WOMX-F <	1 WAOA-F	2 WTKS-F	2 WTKS-F	2 WJRR-F	2 WJRR-F	2 WVKA-F
2 WOMX-F >	3 WTKS-F	3 WTKS-F	3 WLRO-F	3 WLRO-F	3 WTKS-F >>	3 WAOA-F >	3 WAOA-F >	3 WAOA-F	3 WHTQ-F <	3 WJRR-F
	3 WSHE-F	4 WVKA-F	4 WVKA-F	4 WVKA-F		4 WHTQ-F	4 WHTQ-F	4 WHTQ-F >	4 WAOA-F	4 WMMB-AA
	5 WJRR-F	4 WSHE-F	4 WTKS-F	5 WTKS-F >		5 WBVD-F	4 WOMX-F >	5 WOMX-F <	5 WOMX-F	
	5 WLRO-F >	6 WHKR-F >	6 WJRR-F	6 WHKR-F		5 WOMX-F	6 WBVD-F	6 WBVD-F	6 WBVD-F	
			6 WSHE-F	7 WSHE-F		5 WSHE-F >	6 WSHE-F >	7 WLRO-F	7 WLRO-F	
			8 WHKR-F	8 WJRR-F				7 WVKA-F	8 WOCL-F	
			8 WOCL-F	8 WOCL-F					9 WVKA-F	
			8 WJMG-F	8 WJMG-F						

Other Rated Stations	Metro Share	Cume Rtg	TSA AQH	Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rtg	TSA AQH	Cume
WAMI	SI	1050	Titusville	03 10 2 38	WCFB-F	UIAC	94.5	Daytona Beach	07 2.1 30 346
WRFB	EZ	850	Cocoa	12 25 7 99	WDBO	FS/T	520	Orlando	13 2.9 43 685
WTUC	SI	1550	Melbourne	03 09 2 35	WGYL-F	EZ	93.7	Vero Beach	10 2.1 6 83
					WKRO-F	AOR-NR	93.1	Edgewater	05 1.9 16 370
					WLDI-F	CHR	98.7	Fort Pierce	05 2.0 3 78
					WLQD-F	J	103.1	Winter Park	05 2.0 12 276
					WMMB-AA	ACAOR	98.9	Orlando	08 3.9 14 418
					WPAW-F	C	93.7	Vero Beach	07 2.6 4 103
					WGOL-F	O	103.7	Vero Beach	13 4.7 8 187
					WOTM	SPRTS	540	Pine Hills	05 1.6 11 276
					WXL-F	CHR	106.7	Tavares	13 5.6 27 681

# MELBOURNE-TITUSVILLE-COCOA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b>	18.0 %	15.7 %	%	AC	0 (0)	62 (2)	62 (2)	12.1 %	11.7 %
WBVD-FM, WHKR-FM, WLRQ-FM, WMMB-AM, WMMV-AM				AOR/Classic/NR	0 (0)	82 (5)	82 (5)	16.0 %	18.6 %
	18.0 %	15.7 %	%	Black/Urban	0 (0)	17 (2)	17 (2)	3.3 %	3.8 %
				CHR	0 (0)	82 (4)	82 (4)	16.0 %	13.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	69 (4)	69 (4)	13.5 %	15.6 %
				Full Service	52 (3)	0 (0)	52 (3)	10.1 %	10.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.6 %
				News/Talk	11 (1)	50 (1)	61 (2)	11.9 %	10.3 %
				Oldies	0 (0)	23 (2)	23 (2)	4.5 %	3.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Soft AC	0 (0)	24 (1)	24 (1)	4.7 %	5.7 %
				Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.6 %
				Standards/EZ	11 (3)	24 (2)	35 (5)	6.8 %	4.6 %
				<b>Totals</b>	<b>77 (8)</b>	<b>436 (24)</b>	<b>513 (32)</b>		

### AM Stations

WMEL	920	1 kw (DA-2)	Talk	CBS, ESPN, Westwd	Savalli	
WMMB	1240	1 kw	Standards/Full Svc.	Westwd, ABC, Tiknt	Allied	Capstar
WMMV	1350	1 kw (DA-N)	See WMMB			Cocoa

### FM Stations

WAOA	107.1	100 kw @ 600	CHR		Christal	WTMS
WBVD	95.1	6 kw @ 210	Classic AOR		Allied	Capstar
WHKR	102.7	50 kw @ 492	Country		Eastman	Capstar
WLRQ	99.3	50 kw @ 492	AC		Eastman	Capstar

Notes: Other ranked stations -- See Orlando, Daytona Beach or Fort Pierce . . . No revenue data are available

# MEMPHIS

**Arbitron Rank:** 46 Pop (12+): 950,900  
**MSA Rank:** 52  
**MSA Pop:** 1,090,000  
**DMA:** 42  
**Average Persons Rating:** 16.0  
**Market TSL in Hours:** 21.25

**Stations:** 25 / 24  
**Diaries:** 1,445 / 658:1 / 46.0%  
**Sample Target:** 1,490  
**% Below Line:** 0.3  
**% Not Listed:** 11.2  
**Pop per Station:** 39,621

**Last Year's Revenue:** \$46,000,000  
**Household Income:** \$39,609  
**Total Retail Sales:** \$11.3 Bil.  
**#1 Biller:** WMC-F \$6,850,000  
**#1 Billing Portfolio:** Clear Channel \$17,600,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WHRK-F	B	141 / 9.3	6.6	9.1	8.3	8.9	8.3	2109 / 22.2	20.4	22.3	180 / 2770	G	WHRK-F
2	WDIA	B	129 / 8.5	6.6	8.2	7.3	6.7	7.6	1366 / 14.4	14.6	13.7	134 / 1479	E	WDIA
3	WGKX-F	C	101 / 6.6	6.0	5.7	5.1	5.4	5.9	1619 / 17.0	14.9	13.8	120 / 2047	G	WGKX-F
4	WRBO-F	B/D	95 / 6.2	7.6	0.3				1469 / 15.4	1.2		114 / 1726		WRBO-F
5	KXHT-F	B	91 / 6.0	4.4	5.2	5.1	4.7	5.2	1291 / 13.6	14.3	13.8	91 / 1298	A	KXHT-F
6	WMC-F	CHR/AC	90 / 5.9	5.0	6.7	6.5	7.0	6.0	1559 / 16.4	15.2	17.8	109 / 1960	G	WMC-F
7	WRVR-F	AC	89 / 5.8	6.6	5.7	6.7	7.2	6.2	1468 / 15.4	16.8	17.1	102 / 1797	G	WRVR-F
8	WEGR-F	AOR	83 / 5.5	5.8	4.7	5.1	5.0	5.3	1372 / 14.4	11.7	13.7	117 / 1957	F	WEGR-F
9	WL0K	B/G	82 / 5.4	6.3	5.8	6.3	5.8	5.9	1075 / 11.3	10.5	13.4	83 / 1095	C	WL0K
10	KJMS-F	B/AC	69 / 4.5	3.7	6.6	7.4	6.2	5.6	1347 / 14.2	16.5	16.0	72 / 1464	D	KJMS-F
11	WSRR-F	CL HITS	60 / 3.9	4.4	3.4	3.3	4.7	3.8	1223 / 12.9	12.3	13.8	74 / 1524	D	WSRR-F
12	WOGY-F	C	47 / 3.1	4.4	4.2	4.1	3.8	3.9	1178 / 12.4	10.1	10.7	60 / 1325	C	WOGY-F
13	WREC	T	46 / 3.0	2.8	2.6	2.7	2.7	2.8	775 / 8.2	8.4	7.8	51 / 869	B	WREC
14	WKSL-F	CHR	43 / 2.8	2.7	2.3	3.0	2.1	2.7	948 / 10.0	8.3	7.8	43 / 955		WKSL-F
15	WMFS-F	AOR	32 / 2.1	2.2	1.9	2.6	2.5	2.2	576 / 6.1	5.5	6.4	32 / 601	A	WMFS-F
16	WMC	N/T	26 / 1.7	1.9	2.8	2.9	2.6	2.3	594 / 6.2	8.5	8.1	27 / 641	D	WMC

12+ FM Share (Metro): 72.34% (978 of 1352) (Fall 97: 69.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHRK-F <	1 WHRK-F >	1 WHRK-F	1 WRBO-F	1 WRBO-F	1 WDIA	1 WDIA >	1 WGKX-F	1 WHRK-F >	1 WHRK-F >	1 WDIA
2 KXHT-F >>	2 KXHT-F	2 WRBO-F <	2 WMC-F	2 WMC-F <	2 WRVR-F	2 WHRK-F <	2 WHRK-F <	2 WMC-F <	2 KXHT-F	2 WHRK-F
3 WKSL-F >	2 WEGR-F <	3 WEGR-F <	2 WHRK-F <	3 WDIA	3 WGKX-F <	3 WEGR-F	3 WDIA <	3 WRBO-F <	3 WRBO-F >	3 WRBO-F
	4 WRBO-F	4 WMC-F	4 WEGR-F <	3 WHRK-F <	4 WLOK	4 WLOK <	4 WRVR-F <	4 WGKX-F <	4 WEGR-F <	4 WLOK <
	5 WMC-F	5 WGKX-F <	5 WDIA <	5 WRVR-F <	5 WMC-F	5 WGKX-F	5 WREC <	5 KXHT-F <	5 WMC-F <	5 KXHT-F <
	6 WGKX-F <	6 KJMS-F	6 WRVR-F <	6 WEGR-F <	5 WRBO-F	6 WMC-F <	6 WMC-F <	6 WRVR-F <	6 WKSL-F <	6 WGKX-F
	7 KJMS-F <	6 WDIA <	7 KJMS-F <	7 WGKX-F <	7 WREC	7 WRVR-F	7 WRBO-F	7 WEGR-F	7 WRVR-F	7 WRVR-F
	8 WDIA	8 WRVR-F <	8 WSRR-F <	8 KJMS-F <	8 WSRR-F	8 KJMS-F <	8 WEGR-F <	8 WDIA <	8 WDIA <	7 WMC-F
		9 KXHT-F <	9 WGKX-F	9 WSRR-F	8 WEGR-F	8 KXHT-F	9 KJMS-F <	9 WLOK	9 WOGY-F	9 KJMS-F <
		10 WSRR-F	10 WLOK <	10 WLOK	10 KJMS-F	10 WRBO-F <	10 WSRR-F <	10 WSRR-F <	10 KJMS-F	10 WSRR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Qvrnt
1 WHRK-F >	1 WHRK-F >	1 WHRK-F	1 WHRK-F	1 WMC-F	1 WHRK-F >	1 WHRK-F	1 WRBO-F	1 WEGR-F	1 WRBO-F	1 WHRK-F >
2 KXHT-F >	2 WMC-F <	2 KJMS-F	2 WMC-F	2 WHRK-F <	2 WEGR-F >	2 WEGR-F	2 WEGR-F	2 WRBO-F <	2 WEGR-F	2 WDIA <
3 WGKX-F	3 KJMS-F	3 WMC-F <	3 KJMS-F	3 WRVR-F	3 WMFS-F	3 WRBO-F <	3 WHRK-F	3 WHRK-F	3 WSRR-F <	3 KJMS-F
4 WMC-F <	4 KXHT-F	4 WDIA	4 WRVR-F	3 WDIA <	4 KXHT-F >>	4 KXHT-F >	4 KXHT-F >	4 WSRR-F	4 WGKX-F	4 KXHT-F
5 WKSL-F	5 WDIA	5 WRBO-F	4 WRBO-F <	5 KJMS-F <	5 WMFS-F	5 WSRR-F	5 WSRR-F	5 WGKX-F <	5 WDIA <	4 WRBO-F <
6 WAM	5 WRBO-F <	6 KXHT-F <	6 WDIA <	6 WLDK <	6 WGKX-F <	5 WDIA	6 KXHT-F	6 WRVR-F	6 WRVR-F	6 WEGR-F
7 WRBO-F	7 WGKX-F	7 WGKX-F	7 WLOK <	7 WRBO-F	7 WSRR-F	5 WGKX-F >	7 WDIA <	6 WMC-F	7 WOGY-F	7 WOGY-F
	8 WLOK	8 WLOK	8 WGKX-F <	8 WGKX-F	8 WDIA		8 WMC-F <	6 WHRK-F		
	8 WEGR-F <	8 WEGR-F	9 KXHT-F	9 WSRR-F <			9 WRVR-F <	9 WREC		
							10 WMFS-F	9 KXHT-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KJMS-F	C	563	Blytheville, AR 0.5 1.8 9 225
FWAM	B/G	950	Memphis 1.4 4.2 25 439
WCRV	REL	640	Collierville 1.3 5.1 23 550
WRBO	SPRIS	560	Memphis 1.4 4.8 23 497
WJCE	B/O	580	Memphis 0.7 2.6 12 292
WRVA-F	B/O	527	Holly Springs, MS 0.5 0.9 8 114
WFLX	ST	1170	Germanatown 1.1 1.7 18 180
WRBO-F	ACR/HR	557	Greenville Branch, MS 1.2 5.5 18 532

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFII-F	C	1079	Jonesboro, AR 0.3 1.5 59 690

# MEMPHIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Barnstable</b> WGKX-FM, WRBO-FM, WSRR-FM	16.7 %	20.4 %	17.9 %	AC	0 (0)	89 (1)	89 (1)	6.6 %	8.6 %
<b>Clear Channel</b> KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM	33.4 %	31.3 %	38.2 %	AOR/Classic/NR	0 (0)	133 (3)	133 (3)	9.8 %	11.0 %
<b>Flinn</b> KXHT-FM, WHBQ-AM, WKSL-FM, WOWW-AM, WSFZ-AM	10.2 %	7.8 %	2.0 %	Black/Urban	140 (2)	403 (5)	543 (7)	40.2 %	32.1 %
<b>Sinclair Broadcast Group</b> WJCE-AM, WOGY-FM, WRVR-FM	9.6 %	10.6 %	19.3 %	CHR	0 (0)	133 (2)	133 (2)	9.8 %	10.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	160 (4)	160 (4)	11.8 %	10.8 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	72 (2)	0 (0)	72 (2)	5.3 %	6.0 %
				Oldies	0 (0)	60 (1)	60 (1)	4.4 %	5.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	124 (3)	0 (0)	124 (3)	9.2 %	11.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	21 (1)	0 (0)	21 (1)	1.6 %	1.5 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	1.3 %	2.8 %
				<b>Totals</b>	<b>374 (9)</b>	<b>978 (16)</b>	<b>1352 (25)</b>		

### AM Stations

Station	Freq	Power	Format	Company	AM	FM	Notes
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC, CBS	\$48.00	Clr Chnl	Clear Channel
WLOK	1340	1 kw	Black Gospel		\$33.00	Unirep	
WMC	790	5 kw (DA-N)	News/Talk	ABC	\$53.00	Mc-Guild	Raycom
WREC	600	5 kw (DA-2)	Talk	CNN, Westwd	\$<20.00	Clr Chnl	Clear Channel

### FM Stations

Station	Freq	Power	Format	Company	AM	FM	Notes
KJMS	101.1	100 kw @ 450	Black AC	CBS, ABC	\$45.00	Clr Chnl	Clear Channel
KXHT	107.1	12.75 kw @ 479	Black		\$17.00	Williams	Flinn Marion, AR
WEGR	102.7	100 kw @ 900	AOR	Westwd	\$98.00	Clr Chnl	Clear Channel
WGKX	105.9	100 kw @ 984	Country		\$115.00	Katz	Barnstable
WHRK	97.1	100 kw @ 531	Black	CBS, ABC	\$105.00	Clr Chnl	Clear Channel
WKSL	107.5	3 kw @ 328	CHR		\$ NA	---	Flinn Germantown
WMC	99.7	300 kw @ 908	CHR/AC	Source	\$82.00	Mc-Guild	Raycom
WMFS	92.9	6 kw @ 328	AOR		\$21.00	---	Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	Allied	Sinclair Bcst Gp Germantown
WRBO	103.5	100 kw @ 587	Black Oldies		\$ NA	Katz	Barnstable Como, MS
WRVR	104.5	100 kw @ 750	AC		\$125.00	Allied	Sinclair Bcst Gp
WSRR	98.1	100 kw @ 768	Classic Hits		\$54.00	Katz	Barnstable Millington

Notes: 10/98 WSFZ (1030) reported silent by the M Street Journal . . . 11/98 WSFZ sold to Flinn for \$1,070,000

# MIAMI-FT. LAUDERDALE

**Arbitron Rank:** 12 Pop (12+): 3,111,400  
**MSA Rank:** 24-Miami; 39-Ft. Laud.  
**MSA Pop:** 3,600,000  
**DMA:** 16  
**Average Persons Rating:** 18.1  
**Market TSL in Hours:** 24.00

**Stations:** 37 / 33  
**Diaries:** 4,704/ 661:1/ 46.6%  
**Sample Target:** 4,710  
**% Below Line:** 3.0  
**% Not Listed:** 10.0  
**Pop per Station:** 94,285

**Last Year's Revenue:** \$193,800,000  
**Household Income:** \$36,812  
**Total Retail Sales:** \$41.9 Bil.  
**#1 Biller:** WAMR-F \$13,900,000  
**#1 Billing Portfolio:** Clear Channel \$50,400,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WEDR-F	B	450 / 8.0	7.4	6.1	6.6	4.9	7.0	5453 / 17.5	15.4	13.4	540 / 6529	I	WEDR-F
2	WPOW-F	CHR/U	312 / 5.5	5.0	5.0	5.4	5.7	5.2	5714 / 18.4	18.5	18.4	346 / 6537	I	WPOW-F
3	WHQT-F	B/AC	292 / 5.2	4.9	4.7	5.1	5.1	5.0	3776 / 12.1	12.4	12.4	322 / 4347	H	WHQT-F
4	WLYF-F	SAC	268 / 4.8	4.0	4.8	4.9	5.1	4.6	3742 / 12.0	12.1	12.9	290 / 4116	I	WLYF-F
5	WAMR-F	SP	258 / 4.6	5.0	4.1	4.7	4.5	4.6	2845 / 9.1	9.3	10.1	272 / 3049	I	WAMR-F
6	WIAQI	SP-VA	245 / 4.4	4.4	4.0	3.8	3.5	4.1	2076 / 6.7	6.7	6.4	246 / 2104	G	WIAQI
7	WLVE-F	J	207 / 3.7	4.2	3.3	3.8	4.1	3.7	3205 / 10.3	9.0	10.4	234 / 3668	H	WLVE-F
8	WZTA-F	AOR	196 / 3.5	2.7	3.8	2.8	3.3	3.2	2968 / 9.5	10.0	9.4	221 / 3485	H	WZTA-F
9	WHYI-F	CHR/AC	194 / 3.4	4.2	3.9	3.6	3.4	3.8	4254 / 13.7	15.8	14.4	216 / 4801	H	WHYI-F
10	WRMA-F	SP-C	188 / 3.3	3.3	2.8	3.9	3.9	3.3	2350 / 7.6	8.2	9.4	208 / 2578	H	WRMA-F
11	WKIS-F	C	185 / 3.3	4.2	3.9	3.7	3.8	3.8	2666 / 8.6	9.0	9.2	205 / 3095	H	WKIS-F
12	WXDJ-F	SP-C	177 / 3.1	2.9	3.3	3.2	2.8	3.1	2942 / 9.5	9.8	9.4	177 / 2954	H	WXDJ-F
13	WQAM	SPR/TS	176 / 3.1	2.9	3.1	2.8	2.8	3.0	2666 / 8.6	7.6	8.1	208 / 3131	I	WQAM
14	WTMI-F	CL	173 / 3.1	2.8	2.7	3.2	3.0	2.9	2768 / 8.9	7.4	8.4	208 / 3303	F	WTMI-F
15	WMMJ-F	O	172 / 3.1	3.4	3.1	2.9	3.4	3.1	3181 / 10.2	11.3	11.4	189 / 3575	H	WMMJ-F
16	WBGJ-F	CL AOR	171 / 3.0	3.3	3.3	2.6	3.3	3.1	3060 / 9.8	10.5	10.1	205 / 3649	D	WBGJ-F
17	WFLL-F	AC	164 / 2.9	3.5	4.2	3.8	3.7	3.6	3500 / 11.2	12.2	13.6	173 / 3749	H	WFLL-F
18	WCMD-F	SP-C	157 / 2.8	2.7	3.1	3.4	2.4	3.0	2041 / 6.6	7.4	5.4	158 / 2097	G	WCMD-F
19	WRTQ-F	SP-TP	127 / 2.3	2.1	2.1	1.5	1.2	2.0	2534 / 8.1	7.8	5.7	134 / 2679	F	WRTQ-F
20	WINZ	T	104 / 1.8	1.7	1.9	2.0	2.7	1.9	1957 / 6.3	5.5	9.1	111 / 2176	H	WINZ
21	WIOD	N/T	91 / 1.6	2.0	1.4	1.7	1.4	1.7	2305 / 7.4	6.6	5.7	102 / 2675	F	WIOD
22	WJNA	ST	87 / 1.5	1.6	0.9	1.4	1.4	1.4	943 / 3.0	2.3	2.9	103 / 1310	H	WJNA
23	WPLL-F	AC	87 / 1.5	1.8	2.2	2.1	2.3	1.9	2484 / 8.0	10.0	10.6	96 / 2770	F	WPLL-F
24	WQBA	SP	81 / 1.4	1.9	2.4	2.0	2.4	1.9	1041 / 3.3	4.5	4.7	82 / 1052	F	WQBA
25	WSUA	SP-C	78 / 1.4	0.9	1.0	1.4	1.6	1.2	823 / 2.6	2.3	2.8	79 / 833	B	WSUA
26	WFBA	SP-VA	70 / 1.2	0.9	1.1	1.0	0.5	1.1	817 / 2.6	2.3	1.0	70 / 817	H	WFBA
27	WMBM	G/B	66 / 1.2	1.5	1.1	0.9	0.8	1.2	508 / 1.6	2.1	1.8	66 / 508	H	WMBM

12+ FM Share (Metro) 75.45% (3823 of 5067) (Fall 97: 74.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WIAQI	1 WAMR-F	1 WLYF-F	1 WEDR-F	1 WEDR-F
2 WPOW-F	2 WPOW-F	2 WHQT-F	2 WHQT-F	2 WHQT-F	2 WAMR-F	2 WHQT-F	2 WEDR-F	2 WPOW-F	2 WPOW-F	2 WPOW-F
3 WHQT-F	3 WZTA-F	3 WPOW-F	3 WZTA-F	3 WLYF-F	3 WLYF-F	2 WBGJ-F	3 WQAM	3 WLYF-F	3 WHQT-F	3 WHQT-F
4 WHYI-F	4 WZTA-F	4 WBGJ-F	4 WBGJ-F	4 WAMR-F	4 WHQT-F	4 WEDR-F	4 WHQT-F	4 WHQT-F	4 WIAQI	4 WAMR-F
5 WHQT-F	5 WBGJ-F	5 WLYF-F	5 WBGJ-F	5 WLVE-F	5 WLVE-F	5 WIAQI	5 WHYI-F	5 WLYF-F	5 WLYF-F	5 WLVE-F
6 WBGJ-F	6 WHYI-F	6 WPOW-F	6 WPOW-F	6 WPOW-F	6 WTMI-F	6 WCMD-F	6 WPOW-F	6 WZTA-F	6 WAMR-F	6 WRMA-F
7 WLYF-F	7 WLYF-F	7 WAMR-F	6 WZTA-F	7 WMDJ-F	7 WRMA-F	6 WPOW-F	7 WAMR-F	7 WAMR-F	6 WHYI-F	7 WXDJ-F
8 WFLL-F	8 WFLL-F	8 WLVE-F	8 WXDJ-F	8 WXDJ-F	8 WZTA-F	8 WZTA-F	8 WLVE-F	8 WIAQI	6 WLVE-F	8 WLYF-F
	9 WAMR-F	8 WHYI-F	8 WHYI-F	9 WCMD-F	9 WLYF-F	9 WLYF-F	9 WLYF-F	9 WLYF-F	9 WRMA-F	9 WKIS-F
		10 WFLL-F				10 WKIS-F	10 WFLL-F	8 WMMJ-F	10 WZTA-F	10 WHYI-F

  

Wom 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+ Ovrnite
1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WHQT-F	1 WEDR-F	1 WEDR-F	1 WZTA-F	1 WEDR-F	1 WBGJ-F	1 WEDR-F
2 WFLL-F	2 WPOW-F	2 WPOW-F	2 WHQT-F	2 WEDR-F	2 WEDR-F	2 WZTA-F	2 WEDR-F	2 WZTA-F	2 WEDR-F	2 WHQT-F
3 WAMR-F	3 WHYI-F	3 WHYI-F	3 WPOW-F	3 WLYF-F	3 WHQT-F	3 WPOW-F	3 WBGJ-F	3 WBGJ-F	3 WZTA-F	3 WIAQI
4 WHQT-F	4 WHQT-F	4 WLYF-F	4 WLYF-F	4 WAMR-F	4 WZTA-F	4 WBGJ-F	4 WPOW-F	4 WPOW-F	4 WQAM	4 WIOD
5 WZTA-F	5 WLYF-F	5 WHQT-F	5 WAMR-F	5 WRMA-F	5 WMDJ-F	5 WHQT-F	5 WHYI-F	5 WHQT-F	5 WHQT-F	
6 WFLL-F	6 WFLL-F	6 WFLL-F	6 WFLL-F	6 WFLL-F	6 WFLL-F	6 WHYI-F	6 WHQT-F	6 WQAM	6 WAMR-F	
7 WZTA-F	7 WZTA-F	7 WAMR-F	7 WHYI-F	7 WPOW-F	7 WQAM	7 WQAM	7 WQAM	7 WXDJ-F	7 WPOW-F	
8 WAMR-F	8 WAMR-F	8 WZTA-F	8 WRMA-F	8 WXDJ-F	8 WFLL-F	8 WLYF-F	8 WHYI-F	8 WLVE-F	8 WXDJ-F	
9 WLVE-F	9 WLVE-F	9 WLVE-F	9 WLVE-F	9 WHYI-F	9 WLYF-F	9 WFLL-F	9 WLVE-F	9 WLVE-F	8 WXDJ-F	
10 WXDJ-F	10 WXDJ-F			8 WLVE-F				10 WFLL-F	10 WAMR-F	

# MIAMI-FT. LAUDERDALE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Fall 97
WACC	SP	830	Hialeah	0.9	1.6	48	508	AC	0 (0)	287 (3)	287 (3)	5.7 %	7.4 %
WAVS	E	1170	Davie	0.4	1.1	26	381	AOR/Classic/NR	0 (0)	367 (2)	367 (2)	7.2 %	7.3 %
WAXY	T	790	S. Miami	0.5	2.4	28	846	Black/Urban	0 (0)	742 (2)	742 (2)	14.6 %	11.1 %
WLQY	E	1320	Hollywood	0.3	0.9	16	287	CHR	0 (0)	506 (2)	506 (2)	10.0 %	10.1 %
WNMA	SP-NT	1210	Miami Springs	0.8	2.0	46	621	Classical	0 (0)	173 (1)	173 (1)	3.4 %	3.3 %
WVCG	E	1080	Coral Gables	0.3	1.0	18	326	Country	0 (0)	185 (1)	185 (1)	3.7 %	4.2 %
WWFE	SP-NT	670	Miami	0.7	1.7	43	552	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Fall 97
WEAT-F	SAC	104.3	West Palm Beach	0.4	2.0	130	1956	Hispanic	608 (7)	907 (5)	1515 (12)	29.9 %	27.0 %
WJNO	N/T	1040	Boynton Beach	0.5	1.9	94	1724	Jazz	0 (0)	192 (1)	192 (1)	3.8 %	4.5 %
WRMF-F	AC	97.9	West Palm Beach	0.6	2.7	124	2025	News/Talk	249 (4)	0 (0)	249 (4)	4.9 %	6.5 %
								Oldies	0 (0)	172 (1)	172 (1)	3.4 %	3.8 %
								Others/Unknown	58 (3)	0 (0)	58 (3)	1.1 %	0.0 %
								Religion/Gospel	66 (1)	0 (0)	66 (1)	1.3 %	0.9 %
								Soft AC	0 (0)	292 (2)	292 (2)	5.8 %	6.1 %
								Sports	176 (1)	0 (0)	176 (1)	3.5 %	5.0 %
								Standards/EZ	87 (1)	0 (0)	87 (1)	1.7 %	1.5 %
<b>Totals</b>									<b>1244 (17)</b>	<b>3823 (20)</b>	<b>5067 (37)</b>		

Consolidation Report				12+	25-54	Revenue
Beasley WKIS-FM, WPOW-FM, WQAM-AM				11.9 %	11.3 %	17.2 %
Clear Channel WBGG-FM, WHYI-FM, WINZ-AM, WIOD-AM, WLVE-FM, WPLL-FM, WZTA-FM				18.2 %	21.6 %	25.3 %
Cox WFLC-FM, WHQT-FM				8.1 %	10.6 %	9.3 %
Hefel WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM				12.7 %	10.2 %	14.6 %
Jefferson-Pilot WAXY-AM, WLYF-FM, WMXJ-FM				8.4 %	9.1 %	11.0 %
SBS WCMQ-FM, WRMA-FM, WVMQ-FM, WXDJ-FM				9.2 %	11.2 %	12.0 %
				<b>68.5 %</b>	<b>74.0 %</b>	<b>89.4 %</b>

## AM Stations

Station	Power	Class	Format	Rate	Buyer	Station
WAQI	710	50 kw (DA-2)	Hispanic-Variety	\$82.00	Katz Hisp.	Hefel
WFBA	990	5 kw (DA-2)	Hispanic-Variety	\$ NA	—	
WINZ	940	50 kw (DA-N)	Talk	USA, CNN	\$73.00	Clr Chnl
WIOD	610	10 kw (DA-2)	News/Talk	ABC, CNN, SBUSA	\$156.00	Clr Chnl
WMBM	1490	1 kw	Black Gospel	Westwd	\$ NA	—
WQAM	560	5 kw/1 kw	Sports	Westwd	\$80.00	D&R
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic	\$67.00	Katz Hisp.	Hefel
WSUA	1260	5 kw (DA-2)	Hispanic Contemp.	\$41.00	—	El Dorado

Miami Beach

# MIAMI-FT. LAUDERDALE

## FM Stations

Station	Freq	Power	Genre	Revenue	Comments	City
WAVR	107.5	95 kw @ 1005	Hispanic	\$190.00	Katz Hisp.	Hefel
WGGG	105.9	100 kw @ 1024	Classic AOR	\$84.00	Clr Chnl	Clear Channel
WCMQ	92.3	31 kw @ 618	Hispanic Contemp.	\$69.00	SBS	SBS Hialeah
WEDR	59.1	100 kw @ 919	Black	\$185.00	Sentry	Chancellor
WFLC	97.3	100 kw @ 1006	AC	\$177.00	Christal	Cox
WHTT	105.1	100 kw @ 1006	Black AC	\$150.00	Christal	Cox Coral Gables
WHYI	100.7	100 kw @ 1005	CHR/AC	\$176.00	Clr Chnl	Clear Channel
WKIS	99.9	100 kw @ 984	Country	\$158.00	Westwd	O&R Beasley Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz	\$148.00	Clr Chnl	Clear Channel
WLYF	101.5	100 kw @ 810	Soft AC	\$170.00	CBS	Jefferson-Pilot
WMAX	102.7	100 kw @ 1006	Oldies	\$168.00	CBS	Jefferson-Pilot
WPLL	103.5	100 kw @ 1006	AC	\$85.00	Eastman	Clear Channel
WPOW	95.5	100 kw @ 1006	CHR/Urban	\$180.00	Source	D&R Beasley
WRMA	106.7	100 kw @ 984	Hispanic AC	\$165.00	---	SBS
WRTO	98.3	100 kw @ 1407	Hispanic-Tropical	\$75.00	Katz Hisp.	Hefel Goulds
WTMI	93.1	100 kw @ 1005	Classical	\$95.00	Mc-Guild	Tanger
WXDJ	95.7	46 kw @ 531	Hispanic Contemp.	\$135.00	---	SBS Homestead
WZTA	94.9	100 kw @ 1006	AOR	\$163.00	Clr Chnl	Clear Channel

Notes: The data herein is taken from the reissued market report . . . 9/98 WSRF (1580; Fort Lauderdale) sold for \$1,500,000 (Hadden) . . . 10/98 WLQY (1320; Hollywood) sold by Genesis to Z-Spanish for \$5,650,000 (Jorgenson) . . . 11/98 WLQY changed from Ethnic to Hispanic-Contemporary as "La Zeta"

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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



# MILWAUKEE

**Arbitron Rank:** 31 Pop (12+): 1,377,100  
**MSA Rank:** 38  
**MSA Pop:** 1,460,000  
**DMA:** 31  
**Average Persons Rating:** 16.5  
**Market TSL in Hours:** 21.75

**Stations:** 30 / 27  
**Diaries:** 2,704 / 509:1 / 54.3%  
**Sample Target:** 2,670  
**% Below Line:** 1.2  
**% Not Listed:** 9.5  
**Pop per Station:** 51,004

**Last Year's Revenue:** \$63,800,000  
**Household Income:** \$50,056  
**Total Retail Sales:** \$16.5 Bil.  
**#1 Biller:** WTMJ \$13,800,000  
**#1 Billing Portfolio:**  
**Journal Broadcast Group** \$17,100,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WTMJ	FS	256 / 11.3	11.5	9.2	11.1	10.3	4006 / 29.1	25.9	30.0	307 / 4944	I	WTMJ
2	WMIL-F	C	165 / 7.3	7.7	7.7	6.9	7.4	2284 / 16.6	16.2	15.5	198 / 2756	H	WMIL-F
3	WKKV-F	B	155 / 6.8	7.0	6.7	6.6	5.3	6.8	1960 / 14.2	14.0	170 / 2214	D	WKKV-F
4	WLZR-F	AOR	154 / 6.8	6.4	6.2	6.4	6.8	6.4	2298 / 16.7	15.6	176 / 2823	G	WLZR-F
5	WKLH-F	CL AOR	138 / 6.1	6.0	5.6	6.7	6.2	6.1	2136 / 15.5	15.7	161 / 2554	H	WKLH-F
6	WKTI-F	AC/CHR	132 / 5.8	4.5	5.3	4.9	5.2	5.1	2454 / 17.8	20.2	149 / 2710	H	WKTI-F
7	WOKY	ST	131 / 5.8	5.0	5.9	4.6	5.8	5.3	1665 / 12.1	10.0	146 / 1870	D	WOKY
8	WISN	T	114 / 5.0	5.1	4.5	4.9	4.3	4.9	1756 / 12.8	11.3	129 / 1999	E	WISN
9	WMYX-F	AC	112 / 4.9	4.6	5.3	5.1	4.9	5.0	2237 / 16.2	17.3	141 / 2657	E	WMYX-F
10	WXSS-F	CHR	110 / 4.8	4.4	3.0	2.4	2.7	3.7	2220 / 16.1	7.9	132 / 2820		WXSS-F
11	WLTO-F	SAC	103 / 4.5	4.0	4.1	5.0	3.7	4.4	1527 / 11.1	10.9	115 / 1726	D	WLTO-F
12	WZTR-F	O	82 / 3.6	4.2	4.2	4.1	4.0	4.0	1562 / 11.3	15.3	98 / 1882	E	WZTR-F
13	WPNT-F	AC-NR	63 / 2.8	2.1	4.2	3.8	3.3	3.2	1727 / 12.5	16.5	64 / 1771	B	WPNT-F
14	WJZI-F	J	61 / 2.7	3.0	2.7	2.7	2.6	2.8	1030 / 7.5	7.6	64 / 1129	C	WJZI-F
15	WFMR-F	CL	43 / 1.9	1.5	2.8	2.3	2.5	2.1	755 / 5.5	6.7	44 / 787	C	WFMR-F
16	WLUM-F	AOR	38 / 1.7	1.9	2.7	2.6	3.3	2.2	1168 / 8.5	12.6	42 / 1399	D	WLUM-F
17	WNOV	B	37 / 1.6	1.9	1.6	1.7	2.2	1.7	655 / 4.8	3.2	37 / 655		WNOV
18	WMCS	B/AC	36 / 1.6	1.9	2.4	2.1	1.7	2.0	599 / 4.4	4.7	36 / 605		WMCS

12+ FM Share (Metro): 69.08% (1423 of 2060) (Fall 97: 67.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd											
1	WXSS-F <	1	WLZR-F <	1	WKLH-F	1	WTMJ >	1	WTMJ	1	WKKV-F >	1	WTMJ >								
2	WKKV-F >>	2	WKKV-F	2	WKLH-F	2	WLZR-F >	2	WMIL-F <	2	WISN <	2	WTMJ <	2	WMIL-F <						
3	WLZR-F >>	3	WKTI-F	3	WKKV-F <	3	WKTI-F <	3	WISN	3	WKKV-F	3	WXSS-F	3	WKKV-F						
4	WMYX-F <	4	WMTJ <	4	WMTJ <	4	WISN	4	WKLH-F <	4	WXSS-F <	4	WLZR-F	4	WOKY						
5	WMIL-F <	5	WMIL-F	5	WMIL-F <	5	WKLH-F <	5	WMIL-F >	5	WKTI-F <	5	WMIL-F <	5	WOKY <	5	WXSS-F <				
6	WKLH-F <	6	WMYX-F <	6	WMYX-F	6	WLTO-F	6	WKKV-F <	6	WOKY <	6	WKLH-F <	6	WMIL-F <	6	WLZR-F <				
7	WXSS-F	7	WTMJ	7	WKKV-F <	7	WLTO-F	7	WZTR-F <	7	WMYX-F <	7	WLTO-F	7	WKTI-F <	7	WKLH-F <	7	WMYX-F		
8	WPNT-F	8	WXSS-F	8	WLTO-F <	8	WKKV-F <	8	WKTI-F	8	WOKY	8	WLZR-F	8	WLTO-F <	8	WKLH-F	8	WKLH-F		
9		9	WLTO-F	9	WISN	9	WISN <	9	WLZR-F	9	WLTO-F	9	WMYX-F	9	WOKY <	9	WISN <	9	WKTI-F		
10		10	WPNT-F	10	WJZI-F <	10	WZTR-F	10	WMYX-F <			10	WMYX-F							10	WZTR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite											
1	WKKV-F	1	WKTI-F	1	WKTI-F <	1	WLZR-F	1	WLZR-F >	1	WTMJ >										
2	WXSS-F	2	WKKV-F	2	WMYX-F <	2	WLTO-F <	2	WKKV-F >	2	WKLH-F	2	WKLH-F	2	WKKV-F >	2	WKLH-F	2	WKKV-F >	2	WKKV-F >
3	WKTI-F >	3	WMYX-F <	3	WMIL-F	3	WKKV-F	3	WMYX-F	3	WXSS-F	3	WKLH-F >	3	WTMJ	3	WTMJ	3	WTMJ >	3	WKLH-F
4	WMIL-F >	4	WXSS-F <	4	WKKV-F	4	WMIL-F <	4	WKLH-F	4	WMIL-F >	4	WTMJ <	4	WKKV-F	4	WKKV-F <	4	WISN	4	WKTI-F <
5	WMYX-F	5	WMIL-F >	5	WKLH-F <	5	WKLH-F <	5	WMIL-F	5	WPNT-F	5	WPNT-F	5	WMIL-F	5	WMIL-F	5	WMIL-F >	5	WMIL-F <
6	WKLH-F	6	WKLH-F	6	WLTO-F <	6	WLTO-F <	6	WTMJ <	6	WLUM-F	6	WMIL-F	6	WISN	6	WISN	6	WKKV-F <	6	WKKV-F <
7	WLTO-F	7	WXSS-F	7	WXSS-F >	7	WKKV-F <	7	WZTR-F	7	WZTR-F	7	WKTI-F	7	WKTI-F	7	WPNT-F <	7	WPNT-F <	7	WPNT-F <
8		8	WZTR-F <	8	WZTR-F	8	WZTR-F	8	WZTR-F	8	WZTR-F	8	WZTR-F	8	WZTR-F	8	WZTR-F	8	WZTR-F	8	WZTR-F
9		9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <	9	WJZI-F <

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WAUK-AA	SPRIS	1510	Waukesha	1.0	2.5	24	376	WBBM	N	780	Chicago	0.3	1.4	15	377
WBWI-F	C	92.5	West Bend	0.6	2.4	26	504	WGN	FS/T	720	Chicago	0.4	2.0	21	520
WEXT-F	C	104.7	Sturtevant	0.4	1.4	19	306	WIL-F	AOR	95.1	Kenosha	0.4	2.0	29	491
WEZY-F	SAC	92.1	Racine	0.7	3.0	19	471								
WGLB	B/G	1560	Port Washington	0.4	1.0	9	134								
WRJN	FS	1400	Racine	0.7	1.5	16	251								
WTKM-F	C	104.9	Hartford	0.7	1.6	19	293								

# MILWAUKEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
All-Pro/Shamrock JOA WJZI-FM, WLUM-FM, WMCS-AM	6.0 %	8.2 %	7.1 %	AC	0 (0)	307 (3)	307 (3)	14.9 %	18.1 %
Clear Channel WKYC-FM, WMIL-FM, WOKY-AM, WZTR-FM	23.5 %	18.5 %	23.5 %	AOR/Classic/NR	0 (0)	340 (4)	340 (4)	16.5 %	18.9 %
Saga WFMP-FM, WJYI-AM, WKLH-FM, WLZR-FM, WPNT-FM	17.6 %	22.2 %	22.7 %	Black/Urban	73 (2)	155 (1)	228 (3)	11.1 %	7.8 %
Sinclair Broadcast Group WEMP-AM, WMYX-FM, WXSS-FM	9.7 %	9.4 %	8.5 %	CHR	0 (0)	110 (1)	110 (1)	5.3 %	0.0 %
				Classical	0 (0)	43 (1)	43 (1)	2.1 %	2.7 %
				Country	0 (0)	205 (4)	205 (4)	10.0 %	9.2 %
				Full Service	281 (3)	0 (0)	281 (3)	13.6 %	13.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	61 (1)	61 (1)	3.0 %	2.9 %
				News/Talk	121 (2)	0 (0)	121 (2)	5.9 %	5.5 %
				Oldies	0 (0)	82 (1)	82 (1)	4.0 %	4.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (1)	0 (0)	9 (1)	0.4 %	3.1 %
				Soft AC	0 (0)	120 (2)	120 (2)	5.8 %	5.5 %
				Sports	22 (2)	0 (0)	22 (2)	1.1 %	1.2 %
				Standards/EZ	131 (1)	0 (0)	131 (1)	6.4 %	6.5 %
				Totals	637 (11)	1423 (18)	2060 (29)		
	56.8 %	58.3 %	61.8 %						

## AM Stations

Station	Freq	Power	Format	Network	Revenue	Advertiser	Agency	City
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, WWI, ESPN	\$60.00	Sentry	Capstar	
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Allied	All Pro	Greenfield
WVOV	850	0.25 kw/0.005 kw	Black	AURN	\$22.00	---		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN, Westwd	\$51.00	Clr Chnl	Clear Channel	
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	ABC	\$139.00	Chnstal	Journal Bcst Gp	

## FM Stations

Station	Freq	Power	Format	Network	Revenue	Advertiser	Agency	City
WFMP	99.3	6 kw @ 292	Classical		\$39.00	Mc-Guild	Saga	Menomonee Falls
WJZI	93.3	12.5 kw @ 590	Jazz	ABC	\$50.00	Allied	Shamrock	
WYXX	109.7	50 kw @ 590	Black	ABC	\$56.00	Clr Chnl	Clear Channel	Racine
WKLH	95.5	20 kw @ 697	Classic AOR		\$150.00	Mc-Guild	Saga	
WYTI	91.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Chnstal	Journal Bcst Gp	
WTOG	97.3	15.5 kw @ 911	Soft AC	ABC, AMFM	\$66.00	Sentry	Capstar	
WLUV	102.1	23 kw @ 761	AOR	Source	\$60.00	Banner	All Pro	
WLZR	102.9	50 kw @ 435	AOR		\$80.00	Mc-Guild	Saga	
WVYV	106.1	13.1 kw @ 976	Country		\$135.00	Clr Chnl	Clear Channel	
WVXX	99.1	50 kw @ 419	AC	Westwd	\$70.00	D&R	Sinclair Bcst Gp	
WPNT	107.9	5 kw @ 328	Modern AC	\$ NA	Mc-Guild	Saga		Brookfield
WISN	103.7	15.5 kw @ 640	CHR	Westwd	\$52.00	D&R	Sinclair Bcst Gp	Wauwatosa
WZTR	95.7	34 kw @ 610	Oldies		\$51.00	Banner	Clear Channel	

Notes

# MINNEAPOLIS-SAINT PAUL

**Arbitron Rank:** 18 **Pop (12+):** 2,260,600  
**MSA Rank:** 13  
**MSA Pop:** 2,820,000  
**DMA:** 14  
**Average Persons Rating:** 15.9  
**Market TSL In Hours:** 20.75

**Stations:** 24 / 24  
**Diaries:** 3,427 / 660:1 / 57.3%  
**Sample Target:** 3,440  
**% Below Line:** 0.0  
**% Not Listed:** 19.4  
**Pop per Station:** 94,192

**Last Year's Revenue:** \$126,500,000  
**Household Income:** \$56,368  
**Total Retail Sales:** \$30.3 Bil.  
**#1 Biller:** WCCO \$22,700,000  
**#1 Billing Portfolio:** Chancellor \$40,200,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WCCO	FS	386 / 10.7	103	10.3	11.8	12.3	10.8	6418 / 28.4	24.4	29.7	528 / 8577	K	WCCO
2	KQRS-F	CL AOR	384 / 10.7	113	10.1	11.2	11.2	10.8	5697 / 25.2	26.6	27.5	439 / 6626	K	KQRS-F
3	KEEY-F	C	292 / 8.1	67	7.6	8.1	8.0	7.6	4284 / 19.0	17.5	18.7	318 / 4844	H	KEEY-F
4	KDWB-F	CHR	288 / 8.0	79	8.5	8.0	7.8	8.1	5506 / 24.4	25.5	25.0	328 / 6547	H	KDWB-F
5	WLTE-F	SAC	224 / 6.2	53	6.5	5.9	6.3	6.0	3745 / 16.6	16.3	16.9	245 / 4080	I	WLTE-F
6	KSTP	T/N	183 / 5.1	52	5.0	5.3	5.0	5.1	2921 / 12.9	11.0	11.1	203 / 3253	F	KSTP
7	KSTP-F	AC	164 / 4.6	61	5.3	5.1	5.3	5.3	4443 / 19.7	22.1	21.7	189 / 5003	I	KSTP-F
8	WXPT-F	AC-NR	160 / 4.5	36	3.2	3.1	2.9	3.6	3886 / 17.2	8.9	8.8	172 / 4249	E	WXPT-F
9	KOQL-F	O	147 / 4.1	51	5.4	5.2	4.5	4.9	3313 / 14.7	16.8	16.0	183 / 4000	H	KOQL-F
10	KTCZ-F	AOR-P	126 / 3.5	47	3.7	3.8	4.0	3.9	2733 / 12.1	13.6	12.9	135 / 2954	G	KTCZ-F
11	KXXR-F	AOR	106 / 3.0	34	4.4	3.5	2.8	3.6	2089 / 9.2	10.5	10.0	144 / 2614	G	KXXR-F
12	KFAN	SPRIS	97 / 2.7	23	2.1	2.2	2.6	2.3	1800 / 8.0	6.5	8.3	101 / 1910	E	KFAN
13	WROC-F	AOR	75 / 2.1	3.2	3.1	3.5	3.8	3.0	2051 / 9.1	10.2	11.0	92 / 2598	E	WROC-F
14	KLBB-AA	ST	61 / 1.7	1.7	1.8	1.4	1.7	1.6	1063 / 4.7	5.2	4.4	61 / 1063	C	KLBB-AA
15	KZNR-FF	AOR-P	51 / 1.4	1.5	2.0	2.1	1.3	1.8	1451 / 6.4	7.2	6.1	53 / 1568	C	KZNR-FF
16	KZNF-F	AOR-P	44 / 1.2	1.2	1.1	1.0	0.7	1.1	875 / 3.9	3.4	2.9	44 / 891	*	KZNF-F

12+ FM Share (Metro): 72.68% (2104 of 2895) (Fall 97: 72.30%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDWB-F >>>	1 KQRS-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >	1 KQRS-F	1 KQRS-F <	1 KDWB-F <	1 KDWB-F >	1 WCCO >
2 WXPT-F >	2 KDWB-F	2 KEEY-F	2 KEEY-F >	2 KEEY-F	2 KQRS-F	2 WCCO >	2 KEEY-F	2 KEEY-F <	2 WCCO	2 KDWB-F
3 KEEY-F	3 KEEY-F <	3 KDWB-F	3 KSTP-F <	3 WLTE-F	3 WLTE-F <	3 KEEY-F <	3 WLTE-F	3 WCCO <	3 KEEY-F	3 KEEY-F
4 KXXR-F	4 WXPT-F <	4 KSTP-F	4 WLTE-F <	4 KSTP-F <	4 KEEY-F	4 KDWB-F	4 WCCO <	4 KQRS-F	4 KSTP-F <	4 WLTE-F <
	5 KSTP-F	5 WLTE-F	5 KDWB-F	5 WCCO <	5 KSTP	5 WLTE-F	5 KSTP	5 KSTP <	5 WLTE-F	5 KQRS-F
	6 KXXR-F	5 WXPT-F	6 KTCZ-F <	6 KDWB-F	6 KOQL-F >	6 KSTP-F	6 KDWB-F	6 WLTE-F	5 WXPT-F <	5 KOQL-F
	7 KTCZ-F	7 KTCZ-F <	7 KSTP <	7 KSTP	7 KTCZ-F	7 WROC-F <	7 KSTP-F <	7 WXPT-F <	7 KQRS-F	7 WXPT-F
	8 WROC-F <	8 KSTP <	8 WCCO	7 KOQL-F <	7 KDWB-F	8 KOQL-F <	8 WXPT-F	8 KSTP-F	8 KSTP <	8 KSTP-F
			9 KOQL-F <	9 KTCZ-F		9 KSTP <	9 KTCZ-F <	9 KTCZ-F <	9 KOQL-F <	9 KSTP
			10 KFAN <			10 WXPT-F <	10 KOQL-F	10 KFAN	10 KXXR-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 KDWB-F >>	1 KDWB-F	1 KQRS-F	1 KDWB-F	1 KEEY-F	1 KQRS-F	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >
2 WXPT-F >	2 KQRS-F	2 KSTP-F	2 KEEY-F	2 KQRS-F <	2 KDWB-F	2 KXXR-F	2 KFAN <	2 KEEY-F	2 KEEY-F	2 KDWB-F
3 KEEY-F	3 WXPT-F <	3 KEEY-F <	3 KQRS-F	3 WLTE-F	3 KXXR-F	3 KEEY-F	3 KXXR-F	3 KFAN <	3 KSTP <	3 KEEY-F
4 KQRS-F	4 KEEY-F <	4 KDWB-F >	4 KSTP-F	4 KDWB-F <	3 WXPT-F	4 KSTP-F	3 KSTP-F <	4 KXXR-F	4 KFAN <	3 KQRS-F <
5 KSTP-F	5 KSTP-F >	5 WXPT-F	5 WLTE-F	5 KSTP-F	5 KEEY-F	4 WXPT-F <	5 KEEY-F	4 KSTP	5 WCCO	5 KSTP >
6 KZNR-FF	6 WLTE-F <	6 WLTE-F <	6 WXPT-F	6 KOQL-F	6 WROC-F >	6 KFAN	6 WROC-F <	6 WCCO	6 WLTE-F <	
7 KXXR-F	7 KTCZ-F	7 KTCZ-F >	7 KOQL-F	7 KTCZ-F		7 WROC-F <	7 KSTP	6 KSTP-F <	7 KXXR-F <	
8 WLTE-F	8 KZNR-FF >	8 KZNR-FF >	7 KTCZ-F >	8 WCCO		8 KDWB-F	7 WXPT-F	8 WROC-F	8 KSTP-F	
				9 WXPT-F		9 KSTP <	9 KTCZ-F	8 KDWB-F <	8 KTCZ-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KLFI-F	C	106.1 Princeton	0.4	1.5	19 414
KXBR	C/O	690 Minneapolis	0.6	1.0	23 228
WEZU	ST	1220 Stillwater	0.7	1.9	27 448
WIXK-F	C	107.1 New Richmond, WI	0.8	3.0	32 708
WMNN	N	1330 Minneapolis	0.4	1.9	16 456

# MINNEAPOLIS-SAINT PAUL

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
ABC KDJZ-AM, KQRS-FM, KXXR-FM, KZNR-FM, KZNT-FM, KZMZ-FM	16.3 %	20.2 %	23.1 %	AC	0 (0)	324 (2)	324 (2)	11.2 %	6.3 %
CBS/Infinity KSGS-AM, WCCO-AM, WLTE-FM, WXPT-FM	21.4 %	16.1 %	29.0 %	AOR/Classic/NR	0 (0)	785 (7)	785 (7)	27.1 %	28.7 %
Chancellor KDWB-FM, KEEY-FM, KFAN-AM, KOOL-FM, KTCZ-FM, KXBR-AM, WRQC-FM	29.1 %	31.3 %	31.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Local KLBB-AM, WLOL-AM	1.7 %	5.0 %	1.0 %	CHR	0 (0)	288 (1)	288 (1)	9.9 %	9.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	24 (2)	336 (3)	360 (5)	12.4 %	11.6 %
				Full Service	386 (1)	0 (0)	386 (1)	13.3 %	14.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.5 %
				News/Talk	199 (2)	0 (0)	199 (2)	6.9 %	6.4 %
				Oldies	0 (0)	147 (1)	147 (1)	5.1 %	5.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	224 (1)	224 (1)	7.7 %	8.0 %
				Sports	97 (1)	0 (0)	97 (1)	3.4 %	3.1 %
				Standards/EZ	85 (3)	0 (0)	85 (3)	2.9 %	2.8 %
				Totals	791 (9)	2104 (15)	2895 (24)		

## AM Stations

Station	Power	Time	Format	Revenue	AM	FM	Total	Notes
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ESPN \$60.00	Christal	Chancellor		
KLBB	1400	1 kw	Standards	Westwd, CNN \$32.00	---	WLOL		
KSTP	1500	50 kw (DA-11)	Talk/News	ABC \$74.00	Christal	Hubbard		
WCCO	830	50 kw	Full Service	CBS \$275.00	CBS	CBS/Infinity		
WLOL	1470	5 kw (DA-2)	See KLBB			KLBB		Brooklyn Park

## FM Stations

Station	Power	Time	Format	Revenue	AM	FM	Total	Notes
KDWB	101.3	100 kw @ 1035	CHR	\$158.00	Katz	Chancellor		
KEEY	102.1	100 kw @ 1035	Country	\$150.00	Chrystal	Chancellor		
KOOL	107.9	100 kw @ 1090	Oldies	AMFM \$155.00	Eastman	Chancellor		
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC \$340.00	ABC	ABC		
KSTP	94.5	100 kw @ 1220	AC	\$160.00	Christal	Hubbard		
KTCZ	97.1	100 kw @ 1035	Progressive AOR	AMFM \$145.00	Katz	Chancellor		
KXXR	93.7	100 kw @ 1035	AOR	ABC \$160.00	ABC	ABC		
KZHR	105.1	2.6 kw @ 499	Progressive AOR	ABC \$50.00	ABC	ABC		Lakeville
KZHT	105.3	25 kw @ 299	See KZHR-F					Cambridge
KZHZ	105.7	6 kw @ 239	See KZHR-F					Eden Prairie
WLTE	102.9	100 kw @ 1035	Soft AC	\$160.00	CBS	CBS/Infinity		
WRQC	100.3	150 @ 922	AOR	AMFM \$ NA	Eastman	Chancellor		
WXPT	104.1	100 kw @ 1070	Modern AC	\$75.00	Interep	CBS/Infinity		St. Louis Park

Notes: \* KZMZ-F revenue is included in KZHR-FF revenue level. 9/98 KMJZ-F changed from Smooth Jazz to Modern AC (AC-NR) as "The Point". 11/98 KMJZ-F changed calls to WXPT-F. 12/98 KXBR (690) changed from Classic Country to Sports as KXFN.

# MOBILE

**Arbitron Rank:** 86 Pop (12+): 435,000  
**MSA Rank:** 97  
**MSA Pop:** 527,000  
**DMA:** 61 (w/Pensacola)  
**Average Persons Rating:** 15.2  
**Market TSL in Hours:** 20.50

**Stations:** 27 / 19  
**Diaries:** 1,029 / 423:1 / 48.8%  
**Sample Target:** 990  
**% Below Line:** 15.6  
**% Not Listed:** 12.8  
**Pop per Station:** 22,895

**Last Year's Revenue:** \$15,400,000  
**Household Income:** \$36,027  
**Total Retail Sales:** \$4.9 Bil.  
**#1 Biller:** WKSJ-AF \$3,300,000  
**#1 Billing Portfolio:**  
 Clear Channel \$6,540,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WABB-F	CHR	62 / 9.4	8.8	10.0	6.0	8.1	8.5	996 / 22.9	21.9	20.9	126 / 2078	C	WABB-F
2	WKSJ-F	C	52 / 7.8	9.4	7.0	8.0	8.5	8.1	805 / 18.5	19.4	19.4	65 / 1191	E	WKSJ-F
3	WBLX-F	B	51 / 7.7	7.0	8.5	6.9	7.3	7.5	722 / 16.6	19.5	19.1	115 / 1690	D	WBLX-F
4	WDLT-F	B/AC	44 / 6.6	7.0	7.8	6.9	6.3	7.1	494 / 11.4	13.2	10.4	51 / 608	C	WDLT-F
5	WYOK-F	B	43 / 6.5	6.3	7.7	6.5	8.7	6.7	673 / 15.5	15.8	17.7	69 / 978	B	WYOK-F
6	WNTM	N/T	32 / 4.8	3.7	2.9	4.8	3.7	4.1	452 / 10.4	7.2	7.5	32 / 452	C	WNTM
7	WMXC-F	AC	30 / 4.5	4.1	3.4	3.0	3.1	3.8	488 / 11.2	12.5	11.5	44 / 921	B	WMXC-F
7	WRKH-F	CL AOR	30 / 4.5	4.7	4.1	3.3	3.6	4.2	379 / 8.7	11.9	7.8	57 / 743	B	WRKH-F
9	WDWG-F	C	29 / 4.4	2.9	2.7	3.5	2.7	3.4	540 / 12.4	8.0	10.4	60 / 1072	C	WDWG-F
10	WTKX-F	AOR	27 / 4.1	5.1	4.9	3.9	3.7	4.5	494 / 11.4	11.3	8.5	69 / 1163		WTKX-F
11	WGOK	B/G	23 / 3.5	6.6	4.7	8.4	6.9	5.8	364 / 8.4	9.8	9.9	23 / 364	A	WGOK
11	WAVH-F	O	23 / 3.5	3.1	5.2	3.9	4.5	3.9	424 / 9.7	12.3	9.9	24 / 454	C	WAVH-F
13	WMEZ-F	SAC	22 / 3.3	3.0	2.7	2.6	3.4	2.9	362 / 8.3	7.5	8.6	65 / 934	C	WMEZ-F
14	WWRO-F	CL HITS	21 / 3.2	3.1	3.0	3.0	3.0	3.1	434 / 10.0	9.5	10.1	56 / 1092		WWRO-F
15	WXBM-F	C	17 / 2.6	3.3	2.9	2.9	3.4	2.9	330 / 7.6	9.4	8.6	87 / 1315		WXBM-F
16	WZEW-F	AOR-P	13 / 2.0	1.4	0.8	2.4	3.4	1.6	245 / 5.6	4.1	7.2	13 / 250	A	WZEW-F

12+ FM Share (Metro): 84.78% (490 of 578) (Fall 97: 83.93%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYOK-F	1 WABB-F	1 WABB-F	1 WABB-F <	1 WDLT-F	1 WKSJ-F	1 WKSJ-F <	1 WNTM <	1 WABB-F	1 WYOK-F	1 WDLT-F <
2 WABB-F >	2 WBLX-F	2 WBLX-F	2 WKSJ-F <	2 WABB-F	2 WDLT-F <	2 WABB-F <	2 WABB-F	2 WKSJ-F <	2 WBLX-F <	2 WBLX-F <
3 WBLX-F >	3 WYOK-F	3 WKSJ-F <	3 WDLT-F <	2 WKSJ-F	3 WNTM	3 WRKH-F <	3 WBLX-F	3 WBLX-F	3 WABB-F >	3 WABB-F
4 WTKX-F >	4 WDLT-F	4 WBLX-F <	4 WBLX-F <	4 WBLX-F	4 WDWG-F	4 WBLX-F >	4 WMXC-F <	3 WYOK-F	4 WDLT-F	3 WKSJ-F
5 WDLT-F	5 WRKH-F	5 WRKH-F	4 WRKH-F	5 WMXC-F	5 WDLT-F <	5 WDLT-F <	5 WBLX-F <	5 WDLT-F	5 WTKX-F	5 WYOK-F
6 WKSJ-F	6 WYOK-F	6 WMXC-F	6 WMXC-F >	5 WRKH-F <	6 WNTM <	6 WDLT-F <	6 WDLT-F <	6 WTKX-F	6 WMEZ-F	6 WDWG-F <
7 WMXC-F	7 WMXC-F	7 WWRO-F <	7 WDWG-F	7 WAVH-F	7 WGOK	7 WRKH-F <	7 WRKH-F <	7 WMXC-F <	6 WKSJ-F >	7 WGOK
7 WWRO-F	7 WTKX-F	7 WNTM	8 WTKX-F <	8 WABB-F	7 WMXC-F <	8 WNTM <	8 WDWG-F	8 WNTM <	8 WMXC-F <	8 WAVH-F
7 WRKH-F	9 WWRO-F	9 WYOK-F <	7 WYOK-F	8 WBLX-F <	9 WYOK-F <	9 WYOK-F <	9 WYOK-F <	9 WRKH-F	9 WDWG-F	9 WMXC-F
	10 WGOK <	10 WGOK <	7 WTKX-F	10 WGOK	10 WDWG-F	10 WMEZ-F				10 WTKX-F <
			7 WWRO-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBLX-F	1 WABB-F <	1 WABB-F	1 WABB-F	1 WABB-F	1 WYOK-F	1 WABB-F	1 WABB-F	1 WRKH-F	1 WRKH-F <	1 WKSJ-F
2 WABB-F >	2 WBLX-F >	2 WMXC-F	2 WBLX-F	2 WMXC-F	1 WABB-F >	2 WTKX-F	1 WTKX-F	2 WABB-F	2 WDLT-F <	2 WABB-F
3 WYOK-F >	3 WYOK-F	3 WBLX-F >	3 WMXC-F <	3 WDLT-F	3 WBLX-F	3 WYOK-F	3 WDLT-F	2 WKSJ-F <	3 WKSJ-F >	3 WYOK-F
4 WKSJ-F >	4 WMXC-F	4 WMEZ-F	4 WDLT-F	4 WBLX-F	3 WTKX-F >>	4 WBLX-F	4 WBLX-F	4 WBLX-F	4 WBLX-F	4 WNTM
	5 WKSJ-F	4 WYOK-F	5 WKSJ-F	4 WKSJ-F >	5 WGOK >>	5 WDLT-F	4 WRKH-F	5 WTKX-F	5 WABB-F <	4 WBLX-F
	5 WMEZ-F	4 WDLT-F	6 WYOK-F <	6 WWRO-F		6 WRKH-F >	6 WYOK-F	5 WDLT-F	6 WNTM	4 WDLT-F
	7 WTKX-F	4 WKSJ-F	7 WMEZ-F <	6 WMEZ-F		7 WWRO-F	7 WNSP-F	7 WYOK-F >	6 WTKX-F	
	7 WZEW-F		8 WWRO-F	8 WGOK			7 WWRO-F >	8 WBHY	8 WDWG-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WABB	T	1480	Mobile	0.6	2.5	4	108	WMJY-F	AC	93.7	Biloxi	0.6	3.7	17	381
WABF	ST	1220	Fairhope	0.5	1.1	3	48	WOSM-F	G	103.1	Ocean Springs	0.5	1.6	9	181
WBHY	REL	840	Mobile	1.8	1.7	12	73	WWL	N/T	870	New Orleans	0.5	2.6	8	230
WDLT	B/G	660	Fairhope	0.8	2.4	7	149	WYCL-F	O	107.3	Pensacola	0.9	3.7	27	596
WLTV	G	1410	Mobile	0.9	2.9	6	132								
WNSP-F	SPRTS	105.5	Bay Minette	1.4	5.2	9	239								
WQUA-F	O	102.1	Citronelle	0.6	2.0	7	139								

# MOBILE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
American General WAVH-FM, WZEV-FM	5.5 %	5.3 %	10.0 %	AC	0 (0)	34 (2)	34 (2)	5.9 %	4.1 %
Calendar WBLX-FM, WDLT-AM, WDLT-FM	15.1 %	16.8 %	24.7 %	AOR/Classic/NR	0 (0)	70 (3)	70 (3)	12.1 %	12.2 %
Clear Channel WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNTM-AM, WRKH-FM	26.0 %	28.4 %	42.5 %	Black/Urban	0 (0)	138 (3)	138 (3)	23.9 %	25.2 %
	46.6 %	50.5 %	77.2 %	CHR	0 (0)	62 (1)	62 (1)	10.7 %	9.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	98 (3)	98 (3)	17.0 %	17.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	39 (3)	0 (0)	39 (3)	6.7 %	4.9 %
				Oldies	0 (0)	54 (4)	54 (4)	9.3 %	10.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	46 (4)	3 (1)	49 (5)	8.5 %	9.8 %
				Soft AC	0 (0)	22 (1)	22 (1)	3.8 %	3.9 %
				Sports	0 (0)	9 (1)	9 (1)	1.6 %	1.9 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	0.5 %	1.9 %
				<b>Totals</b>	<b>88 (8)</b>	<b>490 (19)</b>	<b>578 (27)</b>		

### AM Stations

WYOK	590	1 kw @ 38 kw (DA-2)	Black Gospel	AURN, ABC, WW1	\$20.00	Allied	WYOK-F
WNTM	710	1 kw (DA-1)	News/Talk	CBS, Westwd	\$31.00	Clr Chnl	Clear Channel

### FM Stations

WABQ	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal	
WAVH	105.5	50 kw @ 449	Oldies	CBS, Westwd	\$35.00	Mc-Guild	American General Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Katz	Calendar
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$25.00	Allied	Calendar Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Clr Chnl	Clear Channel Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$67.00	Clr Chnl	Clear Channel
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Clr Chnl	Clear Channel
WRKH	95.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Clr Chnl	Clear Channel
WGOK	104.9	33 kw @ 600	Black	AURN, Westwd, ABC	\$<20.00	Allied	WGOK Moss Point, MS
WZEV	92.1	13.5 kw @ 450	Progressive AOR	Westwd	\$ N/A	Mc-Guild	American General Farhope

Notes: Other ranked stations - See Pensacola 9/98 WYOK-F sold to Roberts (WGOK) for \$1,000,000... 10/98 WHXT-F (102.1: Citronelle) changed from Gospel to Oldies as WQOA-F 1/99 WYOK-F & WDWG-F swapped facilities: WYOK-F moved to 104.1, licensed to Atmore, AL; WDWG-F moved to 104.9, licensed to Moss Point, MS

# MODESTO

Arbitron Rank: 122 Pop (12+): 335,800  
 MSA Rank: 119  
 MSA Pop: 430,000  
 DMA: Sacramento (#21)  
 Average Persons Rating: 16.0  
 Market TSL in Hours: 21.25

Stations: 31 / 15  
 Diaries: 724 / 464:1 / 49.7%  
 Sample Target: 730  
 % Below Line: 18.0  
 % Not Listed: 19.7  
 Pop per Station: 22,387

Last Year's Revenue: \$16,900,000  
 Household Income: \$38,329  
 Total Retail Sales: \$3.8 Bil.  
 #1 Biller: KATM-F \$5,200,000  
 #1 Billing Portfolio: Citadel \$8,550,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KATM-F	68 / 12.7	14.7	14.5	17.3	15.5	894 / 26.6	25.6	24.8	152 / 2003	G	KATM-F
2	KHKK-FF	44 / 8.2	7.0	4.6	4.2	5.9	627 / 18.7	15.0	14.4	95 / 1607	C	KHKK-FF
3	KHOP-F	38 / 7.1	6.2	5.8	6.3	4.8	609 / 18.1	13.5	12.7	68 / 1201	D	KHOP-F
4	KOSO-F	34 / 6.3	7.7	6.5	3.2	3.5	556 / 16.5	17.1	17.4	72 / 1391	D	KOSO-F
5	KWNN-F	30 / 5.6	5.4	4.6	4.8	5.5	479 / 14.3	13.5	12.2	35 / 665	B	KWNN-F
6	KJSN-F	29 / 5.4	7.0	7.3	5.8	7.6	484 / 14.4	15.8	14.0	33 / 627	C	KJSN-F
7	KVIN	19 / 3.5	2.5	0.4		0.7	190 / 5.6	4.3	1.6	27 / 266		KVIN
8	KTDO-F	18 / 3.4	1.0	1.8	1.8	0.4	151 / 4.5	3.5	3.6	19 / 176	A	KTDO-F
9	KMIX-F	17 / 3.2	5.0	4.6	4.0	3.7	222 / 6.6	8.0	7.3	54 / 629		KMIX-F
10	KHTN-F	16 / 3.0	4.1	3.6	2.2	3.1	366 / 10.9	12.0	10.8	48 / 881	B	KHTN-F
11	KRVR-F	14 / 2.6	3.3	2.6	2.6	1.5	264 / 7.8	6.5	5.4	21 / 419	A	KRVR-F
12	KWIN-F	12 / 2.2	3.1	1.6	2.8	1.3	184 / 5.5	6.3	4.2	87 / 1268		KWIN-F
13	KZMS-F	11 / 2.0	2.1	4.2	4.4	2.6	157 / 4.7	5.4	6.1	18 / 333	B	KZMS-F
13	KNBR	11 / 2.0	2.1	2.0	3.4	3.1	183 / 5.4	4.8	5.3	34 / 642		KNBR
13	KFIV	11 / 2.0	2.9	4.0	2.4	3.7	108 / 3.2	5.6	6.1	16 / 165	A	KFIV

12+ FM Share (Metro): 85.38% (368 of 431) (Fall 97: 84.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNN-F >	1 KHOP-F <	1 KATM-F	1 KATM-F	1 KATM-F	1 KATM-F >	1 KATM-F	1 KATM-F	1 KATM-F >	1 KATM-F	1 KATM-F
2 KHTN-F >	2 KATM-F	2 KHKK-FF	2 KHKK-FF	2 KHKK-FF	2 KHKK-FF	2 KHOP-F	2 KHKK-FF >	2 KHKK-FF	2 KWNN-F <	2 KOSO-F
3 KOSO-F >	3 KOSO-F	3 KHOP-F	3 KHOP-F >	3 KHOP-F >	3 KJSN-F	3 KHKK-FF	3 KHOP-F	3 KHOP-F <	3 KHOP-F	3 KHKK-FF
	4 KHKK-FF	4 KOSO-F >	4 KOSO-F >	4 KOSO-F	4 KVIN	4 KJSN-F	3 KJSN-F <	4 KWNN-F	4 KHTN-F	4 KWNN-F <
	5 KWNN-F	5 KWNN-F	5 KJSN-F	5 KJSN-F	5 KHOP-F	5 KOSO-F <	5 KOSO-F	4 KOSO-F	5 KTDO-F	5 KHOP-F <
	6 KTDO-F >	5 KTDO-F <		6 KMIX-F <	6 KRVR-F	6 KWNN-F	6 KWNN-F >	6 KJSN-F	5 KOSO-F	6 KTDO-F <
	7 KMIX-F	7 KJSN-F >		7 KTDO-F	7 KFIV	7 KMIX-F <	7 KMIX-F	7 KTDO-F	7 KHKK-FF >	7 KJSN-F <
	7 KWIN-F			7 KRVR-F	7 KOSO-F	8 KVIN	7 KVIN			8 KVIN

Wom 18-24	Wom 18-34	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+ Ovrnite
1 KOSO-F	1 KATM-F	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KHOP-F	1 KHOP-F >	1 KHOP-F >	1 KATM-F <	1 KATM-F	1 KATM-F >>
2 KATM-F	1 KOSO-F >	2 KOSO-F	2 KHKK-FF	2 KHKK-FF	2 KOSO-F	2 KATM-F	2 KATM-F	2 KHKK-FF <	2 KHKK-FF	2 KHKK-FF
2 KWNN-F	3 KWNN-F	3 KHOP-F >	3 KOSO-F	3 KJSN-F	2 KWNN-F	2 KHKK-FF <	2 KHKK-FF >	3 KHOP-F >	3 KHOP-F >>	2 KOSO-F >
4 KJSN-F	4 KTDO-F	4 KWNN-F	4 KJSN-F	4 KOSO-F	2 KTDO-F	4 KOSO-F >	4 KMIX-F	4 KOSO-F >	4 KNBR	4 KJSN-F
4 KWIN-F	4 KHOP-F	4 KTDO-F >	5 KHOP-F	4 KHOP-F	5 KATM-F	5 KWNN-F	5 KNBR	5 KTDO-F	4 KOSO-F >	4 KZMS-F
4 KTDO-F >	6 KWIN-F		5 KWNN-F >	6 KWNN-F	5 KHKK-FF >>	6 KMIX-F	5 KFIV	6 KNBR	6 KRVR-F	4 KWNN-F
	7 KJSN-F		7 KTDO-F	7 KMIX-F		6 KTDO-F	5 KOSO-F >>	7 KWNN-F		
	7 KHKK-FF		8 KWIN-F	7 KTDO-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KANM	SPRTS	97.0	Modesto	0.7	2.5	6	112	KABX-F	O	97.5	Merced	1.9	7.0	29	522
KFRY-F	C	96.7	Manteca	0.9	5.0	11	289	KCBS	N/T	74.0	San Francisco	1.5	5.1	29	674
KNTO-F	SP-C	95.9	Livingston	1.9	3.1	17	218	KCIV-F	REL	99.9	Mt. Bullion	0.6	2.6	7	174
								KFRC-F	O	99.7	San Francisco	0.4	1.0	6	145
								KHTK	SPRTS	114.0	Sacramento	1.1	2.1	16	252
								KLOQ-F	SP-R	98.7	Winlon	0.4	2.2	22	284
								KOOD-AF	O	100.1	Stockton	0.6	2.2	55	830
								KSFO	T	56.0	San Francisco	0.6	1.7	7	188
								KUBB-F	C	96.3	Mariposa	0.4	2.8	12	309
								XYLD-F	U/CHR	94.9	San Francisco	0.4	1.4	8	199

# MODESTO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar KFIV-AM, KFRY-FM, KOSO-FM, KJSN-FM	9.2 %	8.5 %	23.2 %	AC	0 (0)	63 (2)	63 (2)	14.6 %	17.2 %
Citadel KJNM-AM, KATM-FM, KDJK-FM, KHKK-FM, KHOP-FM	28.6 %	37.9 %	50.6 %	AOR/Classic/NR	0 (0)	81 (3)	81 (3)	18.8 %	12.5 %
Z-Spanish KTDO-FM, KZMS-FM	3.4 %	3.3 %	2.7 %	Black/Urban	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
				CHR	0 (0)	58 (3)	58 (3)	13.5 %	12.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	75 (3)	75 (3)	17.4 %	19.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	58 (5)	58 (5)	13.5 %	16.4 %
				Jazz	0 (0)	14 (1)	14 (1)	3.2 %	3.2 %
				News/Talk	22 (3)	0 (0)	22 (3)	5.1 %	7.1 %
				Oldies	1 (1)	14 (3)	15 (4)	3.5 %	4.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	3 (1)	3 (1)	0.7 %	2.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	21 (3)	0 (0)	21 (3)	4.9 %	4.7 %
				Standards/EZ	19 (1)	0 (0)	19 (1)	4.4 %	0.5 %
				Totals	63 (8)	368 (22)	431 (30)		

### AM Stations

KFIV	1360	4 kw @ 95 kw (DA-2)	Talk	ABC	\$ < 20.00	Allied	Capstar	
KVIN	1390	5 kw (DA-2)	Standards	Westwd	\$ NA	Allied	KRVR-F	Turlock

### FM Stations

KATM	103.3	50 kw @ 500	Country	ABC	\$ 100.00	Mc-Guild	Citadel	
KDJK	103.9	0.071 kw @ 2047	See KHKK-F					Manposa
KHKK	104.1	50 kw @ 500	Classic AOR		\$ 50.00	Mc-Guild	Citadel	
KHOP	95.1	29.5 kw @ 633	AOR/Classic AOR		\$ 50.00	Mc-Guild	Citadel	Oakdale
KJSN	102.3	6 kw @ 298	AC		\$ 42.00	Eastman	Capstar	
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$ 51.00	Katz	Capstar	Patterson
KRVR	105.5	1 kw @ 781	Jazz		\$ NA	Allied	KVIN	Copperopolis
KTDO	98.9	6 kw @ 328	Hispanic Contemp		\$ NA	Caballero	Z-Spanish	Columbia
KVIN	99.3	2 kw @ 390	CHR		\$ 31.00	Katz	Silverado	Turlock
KZMS	97.1	1.45 kw @ 164	Hispanic		\$ NA	Caballero	Z-Spanish	Patterson

Notes: \* KOSO-F was placed "below the line" for a "special station activity" (djs discussing the Arbitron survey) . . . Other rated stations - See Stockton, San Francisco or, in the Fall 1998 Small Market edition, Merced . 12/98 KEJC-F (93.9; Modesto) began operation programming Country



# MONMOUTH-OCEAN

Arbitron Rank: 47	Pop (12+): 933,900	Stations: 46 / 9	Last Year's Revenue: NA
MSA Rank: NA		Diaries: 1,559 / 599:1 / 54.3%	Household Income: \$54,538
MSA Pop: NA		Sample Target: 1,470	Total Retail Sales: \$10.8 Bil.
DMA: NY (#1)		% Below Line: 65.5	#1 Biller: NA
Average Persons Rating: 16.9		% Not Listed: 8.6	#1 Billing Portfolio: NA
Market TSL in Hours: 22.25		Pop per Station: 103,767	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WKXW-F	T	98 / 6.2	5.5	5.7	3.8	5.8	1930 / 20.7	17.6	18.1	98 / 1930	WKXW-F
2	WXRK-F	T/NR	77 / 4.9	5.0	5.6	4.4	4.8	1397 / 15.0	15.1	14.7	77 / 1397	WXRK-F
3	WWZY-F	C	71 / 4.5	2.8	4.8	4.2	3.3	853 / 9.1	7.9	8.6	71 / 853	WWZY-F
3	WABC	T	71 / 4.5	5.1	3.4	2.2	3.1	999 / 10.7	11.4	8.2	71 / 999	WABC
5	WFAN	SPRTS	69 / 4.4	3.4	3.6	3.4	3.8	1155 / 12.4	10.3	11.6	69 / 1155	WFAN
6	WRAT-F	AOR	68 / 4.3	3.0	3.1	3.9	2.5	973 / 10.4	9.0	8.3	68 / 973	WRAT-F
6	WLTW-F	SAC	68 / 4.3	3.8	3.8	4.3	2.1	951 / 10.2	10.2	10.6	68 / 951	WLTW-F
8	WOBM-F	AC	63 / 4.0	3.0	3.8	3.8	4.8	967 / 10.4	8.8	9.1	63 / 967	WOBM-F
9	WCBS-F	O	55 / 3.5	2.7	4.0	4.6	2.3	851 / 9.1	9.2	8.7	55 / 851	WCBS-F
10	WOR	T	52 / 3.3	4.0	3.5	3.4	3.6	761 / 8.1	9.9	7.9	52 / 761	WOR
11	WRDR-F	ST	51 / 3.2	3.8	2.4	3.7	3.3	512 / 5.5	6.3	5.7	51 / 512	WRDR-F
11	WHTZ-F	CHR	51 / 3.2	3.1	2.6	2.0	1.4	1128 / 12.1	11.5	10.1	51 / 1128	WHTZ-F
11	WPLJ-F	CHR/AC	51 / 3.2	3.8	3.6	4.6	4.4	1331 / 14.3	13.1	13.2	51 / 1331	WPLJ-F
11	WJLK-F	AC	51 / 3.2	3.4	3.9	3.7	3.7	1107 / 11.9	11.8	10.0	51 / 1107	WJLK-F
15	WBBO-F	CHR	46 / 2.9	2.8	2.4	0.3	0.1	754 / 8.1	8.6	7.7	46 / 754	WBBO-F
16	WOBM	ST	45 / 2.9	3.8	2.4	2.3	3.8	586 / 6.3	6.1	4.5	45 / 586	WOBM
17	WNEW-F	AOR	43 / 2.7	2.4	2.1	3.2	2.2	905 / 9.7	8.7	9.5	43 / 905	WNEW-F
18	WAXQ-F	CL AOR	42 / 2.7	2.3	1.9	2.9	3.2	813 / 8.7	9.0	8.3	42 / 813	WAXQ-F
19	WKTU-F	CHR/U	31 / 2.0	3.0	2.6	3.0	3.9	927 / 9.9	11.6	9.8	31 / 927	WKTU-F
20	WCBS	N	30 / 1.9	2.8	3.4	3.0	4.2	963 / 10.3	11.8	10.8	30 / 963	WCBS
21	WOHT-F	U/CHR	28 / 1.8	2.2	1.5	2.8	2.8	503 / 5.4	6.4	5.0	28 / 503	WOHT-F
22	WJRZ-F	AC/CHR	25 / 1.6	1.6	1.5	2.8	2.5	507 / 5.4	6.3	7.3	25 / 507	WJRZ-F
23	WOXR-F	CL	24 / 1.5	1.6	2.0	0.9	1.4	350 / 3.7	3.4	4.8	24 / 350	WOXR-F
23	WADB	ST	24 / 1.5	1.6	2.0	1.1	0.5	353 / 3.8	2.9	3.3	24 / 353	WADB
25	WHTG-F	AOR	16 / 1.0	1.1	2.1	1.7	1.1	359 / 3.8	4.2	4.9	16 / 359	WHTG-F
25	WAWZ-F	REL	16 / 1.0	0.5	0.7	0.5	0.4	187 / 2.0	1.5	1.7	16 / 187	WAWZ-F

12+ FM Share (Metro): 77.62% ( 1120 of 1443 ) ( Fall 97: 76.87% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTZ-F	1 WXRK-F	1 WXRK-F	1 WXRK-F <	1 WKXW-F	1 WKXW-F	1 WXRK-F >	1 WABC	1 WKXW-F	1 WHTZ-F	1 WRAT-F <
2 WBBO-F >	2 WRAT-F >	2 WRAT-F	2 WKXW-F <	2 WWZY-F <	2 WABC	2 WKXW-F >	1 WKXW-F	2 WABC <	2 WWZY-F <	2 WKXW-F <
3 WOHT-F >	3 WPLJ-F	3 WKXW-F <	3 WRAT-F <	3 WXRK-F	3 WLTW-F <	3 WOR	3 WLTW-F <	3 WLTW-F <	3 WKXW-F	3 WWZY-F
4 WUSL-F	4 WJLK-F <	4 WFAN	4 WFAN <	3 WFAN <	4 WWZY-F <	3 WFAN <	4 WWZY-F <	4 WFAN <	4 WOHT-F	4 WCBS-F
	5 WNEW-F	4 WPLJ-F	5 WPLJ-F <	5 WRAT-F	5 WFAN <	5 WOBM-F <	5 WRDR-F <	5 WRAT-F <	5 WBBO-F <	5 WFAN
	5 WHTZ-F <	6 WWZY-F <	6 WWZY-F <	6 WPLJ-F <	6 WCBS-F	6 WPLJ-F	6 WRAT-F <	6 WWZY-F	6 WOBM-F <	5 WLTW-F <
	7 WKXW-F <	7 WJLK-F <	7 WNEW-F <	7 WLTW-F <	6 WOR <	7 WABC	7 WFAN <	7 WPLJ-F <	7 WFAN	7 WOBM-F <
		8 WNEW-F <	8 WJLK-F <	8 WJLK-F <	8 WRDR-F <	8 WWZY-F	8 WOBM-F	8 WCBS-F <	7 WABC	8 WBBO-F <
		9 WOBM-F <	9 WAXQ-F <	9 WNEW-F <	9 WOBM-F <	8 WOBM <	8 WCBS-F <	9 WHTZ-F	7 WRAT-F <	9 WRDR-F <
		10 WAXQ-F	10 WLTW-F <	10 WOBI-F <	10 WOBM >	10 WRAT-F <	10 WJLK-F <	9 WJLK-F <		10 WOBI-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBBO-F	1 WHTZ-F	1 WJLK-F	1 WOBI-F	1 WKXW-F <	1 WXRK-F	1 WXRK-F	1 WXRK-F >	1 WXRK-F	1 WFAN	1 WABC >
2 WOHT-F	2 WPLJ-F	2 WPLJ-F	2 WKXW-F	2 WLTW-F <	2 WRAT-F >>	2 WRAT-F >	2 WRAT-F	2 WFAN <	2 WXRK-F	2 WKXW-F <
3 WXRK-F	2 WJLK-F	3 WHTZ-F	2 WLTW-F	3 WOBI-F <	3 WHTZ-F	3 WFAN	3 WFAN	3 WRAT-F >	3 WRAT-F <	3 WRAT-F <
3 WOBI-F	2 WOBI-F <	4 WOBI-F	2 WJLK-F	4 WWZY-F	4 WBBO-F	4 WNEW-F <	4 WNEW-F <	4 WNEW-F <	4 WKXW-F	3 WFAN
5 WHTG-F	5 WXRK-F <	5 WXRK-F	2 WPLJ-F <	5 WJLK-F <	4 WSKQ-F	5 WPLJ-F	5 WKXW-F	5 WKXW-F <	5 WNEW-F	5 WOR
6 WKTU-F	6 WBBO-F	5 WKTU-F	6 WHTZ-F	6 WPLJ-F	4 WOHT-F	6 WKXW-F	6 WPLJ-F	6 WAXQ-F <	5 WWZY-F	
6 WRAT-F	6 WRAT-F	5 WKXW-F	7 WWZY-F	7 WHTZ-F		7 WAXQ-F	6 WWZY-F	7 WPLJ-F <	7 WAXO-F	
6 WHTZ-F	6 WKTU-F	5 WAXQ-F	8 WRAT-F	8 WCBS-F		7 WWZY-F	8 WAXQ-F >	8 WWZY-F	8 WPLJ-F	
	9 WOHT-F	9 WLTW-F		9 WRAT-F <		9 WJLK-F		9 WJLK-F >	9 WJLK-F <	
		9 WRAT-F		10 WAXQ-F <					10 WCBS-F <	

# MONMOUTH-OCEAN

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Fall 97
WBSP	BIZ N	1130	New York	0.5	2.5	8	230	AC	0 (0)	166 (6)	166 (6)	11.5 %	14.4 %
WBX-F	AC	105.1	New York	0.8	5.8	13	543	AOR/Classic/NR	0 (0)	261 (7)	261 (7)	18.1 %	12.3 %
WBLS-F	B/A/C	107.5	New York	0.7	2.5	11	234	Black/Urban	0 (0)	61 (4)	61 (4)	4.2 %	3.9 %
WFME-F	REL	94.7	Newark	0.4	0.8	6	71	CHR	0 (0)	197 (6)	197 (6)	13.7 %	14.5 %
WFPG-F	AC	103.7	Atlantic City	0.4	1.0	7	92	Classical	0 (0)	24 (1)	24 (1)	1.7 %	2.3 %
WHUJ	ST	1100	Hempstead, NY	0.3	0.7	5	68	Country	0 (0)	71 (1)	71 (1)	4.9 %	8.8 %
WHIS	N	1010	New York	0.7	3.6	11	338	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WISQ-F	CHR	102.1	Philadelphia	0.3	2.8	5	262	Hispanic	0 (0)	9 (1)	9 (1)	0.6 %	0.0 %
WJGK-F	CL HITS	102.9	Philadelphia	0.4	1.5	6	138	Jazz	0 (0)	14 (1)	14 (1)	1.0 %	1.7 %
WJGK-F	AC	93.3	New Brunswick	0.4	1.5	7	137	News/Talk	172 (5)	98 (1)	270 (6)	18.7 %	20.0 %
WJMP-F	AOR	93.3	Philadelphia	0.5	2.1	8	199	Oldies	0 (0)	78 (4)	78 (4)	5.4 %	6.0 %
WJND-F	O	94.5	Trenton	0.6	1.8	9	171	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WJOL-F	O	98.1	Philadelphia	0.5	2.3	8	216	Religion/Gospel	0 (0)	22 (2)	22 (2)	1.5 %	0.8 %
WPST-F	CHR	97.5	Trenton	0.8	3.5	13	331	Soft AC	0 (0)	68 (1)	68 (1)	4.7 %	4.5 %
WQCD-F	J	101.9	New York	0.9	4.7	14	439	Sports	69 (1)	0 (0)	69 (1)	4.8 %	4.3 %
WSEW	ST	1560	New York	0.5	1.5	8	137	Standards/EZ	82 (4)	51 (1)	133 (5)	9.2 %	6.4 %
WPKS-F	B/A/C	93.7	New York	0.9	2.5	14	238	Totals	323 (10)	1120 (36)	1443 (46)		
WISQ-F	SP-TP	97.9	New York	0.6	1.0	9	95						
WJSL-F	B	93.9	Philadelphia	0.5	1.7	8	161						
WJGP-F	T/C/L AOR	94.1	Philadelphia	0.4	2.2	7	205						

**Consolidation Report**

	12+	25-54	Revenue
Nassau	14.5 %	11.3 %	%
WJAB-AM, WBBO-FM, WJLK-FM, WOBI-AM, WOBI-FM	14.5 %	11.3 %	%

**AM Stations**

WJAB	1310	2.5 kw/1 kw (DA-2)	Standards	Westwd	Katz	Nassau	
WOBI	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood

**FM Stations**

WAWZ	93.1	3.7 kw @ 571	Religion	USA	---	Pillar of Fire	Zarephath
WBBO	92.5	6 kw @ 328	CHR		Katz	Nassau	Ocean Acres
WHITG	105.3	3.9 kw @ 233	AOR		Allied		Eatontown
WJLK	94.3	3 kw @ 328	AC	Westwd	Katz	Nassau	Asbury Park
WJRZ	102.1	1.6 kw @ 450	AC/CHR	AP, JRN	Christal		Manahawkin
WOBI	92.7	1.4 kw @ 485	AC		Katz	Nassau	Lakewood
WSPAT	95.9	4 kw @ 240	AOR		Katz	New Jersey	Pt Pleasant
WJGK	107.1	2.3 kw @ 371	Country		--	Big City	Long Branch

Notes: Other ranked stations - See New York or, in the Fall 1998 Small Market edition, Trenton, NJ. The market's Metro Survey Area and TSA are the same. . . No revenue data are available. 12/98 WJRZ-F changed from AC to Country

# MONTEREY-SALINAS-SANTA CRUZ

**Arbitron Rank:** 77 Pop (12+): 517,600  
**MSA Rank:** 135-Sal.-Mont., 177-Sta. Cruz  
**MSA Pop:** 608,000  
**DMA:** 122  
**Average Persons Rating:** 16.2  
**Market TSL in Hours:** 21.50

**Stations:** 41 / 24  
**Diaries:** 1,617 / 320:1 / 49.1%  
**Sample Target:** 1,650  
**% Below Line:** 24.7  
**% Not Listed:** 11.7  
**Pop per Station:** 21,567

**Last Year's Revenue:** \$14,800,000  
**Household Income:** \$52,224  
**Total Retail Sales:** \$5.2 Bil  
**#1 Biller:** KTOM-AF \$2,050,000  
**#1 Billing Portfolio:**  
 Clear Channel \$5,580,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KDON-F	CHR	85 / 10.1	94	88	88	84	93	1104 / 21.3	239	211	94 / 1192	C	KDON-F
2	KGO	T	71 / 8.5	62	61	69	75	6.9	946 / 18.3	160	161	90 / 1088		KGO
3	KTOM-F	C	44 / 5.2	70	49	57	46	5.7	557 / 10.8	114	113	50 / 652	C	KTOM-F
4	KLOK-F	SP-R	42 / 5.0	48	43	36	38	4.4	398 / 7.7	86	72	42 / 398	B	KLOK-F
5	KPIG-F	AOR-P	37 / 4.4	38	41	36	2.8	4.0	489 / 9.5	92	63	37 / 501	C	KPIG-F
6	KOCN-F	O	36 / 4.3	40	45	51	40	4.5	573 / 11.1	131	104	37 / 587	C	KOCN-F
7	KZOL-F	SP-R	34 / 4.1	20	2.2	1.8	3.8	2.5	318 / 6.1	57	75	34 / 318	B	KZOL-F
8	KWAV-F	AC	33 / 3.9	4.2	4.2	4.8	4.1	4.3	519 / 10.0	109	109	33 / 528	D	KWAV-F
9	KRAY-F	SP-C	32 / 3.8	2.6	3.3	3.4	2.4	3.3	378 / 7.3	80	61	32 / 378	B*	KRAY-F
10	KBOO-F	CL	29 / 3.5	3.5	4.7	4.2	3.9	4.0	505 / 9.8	11.3	10.4	29 / 505	B	KBOO-F
11	KCDU-F	AC-NR	28 / 3.3	4.3	5.1	4.1	4.5	4.2	655 / 12.7	15.8	13.4	35 / 740	A	KCDU-F
12	KSCO	T	24 / 2.9	2.1	3.7	3.3	2.9	3.0	389 / 7.5	94	73	24 / 389	B	KSCO
13	KIDD	ST	20 / 2.4	3.3	2.9	3.0	4.3	2.9	295 / 5.7	6.8	6.5	20 / 299	A	KIDD
14	KROC-F	AOR	19 / 2.3	3.0	2.4	2.7	3.5	2.6	361 / 7.0	7.6	8.1	19 / 370	B	KROC-F
15	KNBR	SPRST	18 / 2.1	2.1	2.7	1.9	1.8	2.2	343 / 6.6	8.1	6.3	19 / 371		KNBR
16	KTGE	SP	16 / 1.9	1.1	2.7	2.2	2.8	2.0	183 / 3.5	5.0	4.1	16 / 183	B^	KTGE
17	KBAY-F	SAC	15 / 1.8	2.4	1.6	1.9	2.6	1.9	237 / 4.6	6.2	8.1	20 / 289		KBAY-F
17	KXDC-F	J	15 / 1.8	1.8	2.7	2.8	2.5	2.3	226 / 4.4	5.3	5.4	15 / 226	A	KXDC-F
17	KCBS	N/T	15 / 1.8	1.6	1.6	2.7	1.5	1.9	335 / 6.5	7.5	7.4	17 / 375		KCBS

12+ FM Share (Metro): 72.70% (538 of 740) (Fall 97: 71.68%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDON-F >>>	1 KDON-F >>	1 KDON-F >	1 KDON-F >	1 KDON-F	1 KGO >>	1 KGO <	1 KGO	1 KDON-F >	1 KDON-F >	1 KDON-F >
2 KRAY-F	2 KLOK-F	2 KTOM-F <	2 KPIG-F <	2 KPIG-F	2 KPIG-F <	2 KDON-F >	2 KDON-F >	2 KGO	2 KGO >	2 KGO >
3 KCDU-F	3 KTOM-F <	3 KLOK-F <	3 KLOK-F <	2 KLOK-F	3 KOCN-F	3 KTOM-F <	3 KPIG-F <	3 KLOK-F <	3 KRAY-F <	3 KTOM-F
4 KTOM-F >	4 KZOL-F	4 KPIG-F <	4 KTOM-F <	4 KGO <	3 KBOO-F	4 KLOK-F	4 KWAV-F	4 KPIG-F	4 KLOK-F	4 KZOL-F <
	5 KRAY-F	5 KZOL-F <	5 KGO	5 KTOM-F <	5 KTOM-F <	5 KZOL-F	4 KTOM-F <	4 KTOM-F	5 KTOM-F	5 KLOK-F
	5 KCDU-F >	6 KWAV-F	6 KZOL-F <	6 KZOL-F	6 KWAV-F	6 KOCN-F	6 KOCN-F <	6 KOCN-F	5 KPIG-F	6 KBOO-F
	7 KWAV-F	7 KGO	7 KWAV-F <	6 KOCN-F	6 KLOK-F <	7 KWAV-F	7 KLOK-F	7 KBOO-F	7 KCDU-F <	6 KOCN-F <
	7 KROC-F <	7 KOCN-F <	8 KOCN-F	8 KWAV-F	8 KIDD	7 KROC-F	8 KZOL-F	7 KCDU-F	8 KBOO-F	8 KRAY-F <
		9 KCDU-F		8 KSCO		8 KSCO <	9 KRAY-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnlt
1 KDON-F >	1 KDON-F >>	1 KDON-F >>	1 KDON-F >	1 KDON-F	1 KDON-F >	1 KDON-F >	1 KDON-F >	1 KDON-F >	1 KPIG-F <	1 KGO >
2 KRAY-F	2 KTOM-F	2 KLOK-F	2 KTOM-F	2 KTOM-F	2 KCDU-F	2 KLOK-F	2 KLOK-F	2 KPIG-F <	2 KLOK-F	2 KDON-F >
3 KWAV-F >	2 KLOK-F	3 KTOM-F	2 KWAV-F >	3 KWAV-F <	3 KTOM-F	3 KZOL-F	3 KZOL-F	3 KLOK-F	3 KDON-F	3 KZOL-F
4 KTOM-F	2 KRAY-F	4 KCDU-F	4 KOCN-F <	4 KOCN-F	4 KRAY-F	4 KTOM-F	4 KRQC-F	4 KZOL-F	4 KZOL-F	3 KTOM-F
5 KOCN-F	5 KWAV-F	4 KZOL-F >>	5 KCDU-F	4 KGO	4 KZOL-F	5 KCDU-F	4 KTOM-F	5 KGO <	4 KGO	
5 KLOK-F	6 KCDU-F		5 KZOL-F	6 KLOK-F	4 KTOM	6 KMBY-F		6 KTOM-F	6 KOCN-F	
5 KZOL-F	6 KZOL-F >		5 KLOK-F <	7 KCDU-F	4 KLOK-F	7 KROC-F		7 KCDU-F		
5 KCDU-F >>			8 KRAY-F	7 KZOL-F	4 KMBY-F >	7 KPIG-F		7 KOCN-F		
			8 KGO	7 KPIG-F		7 KRAY-F				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KISE-F	CL AOR	1039	Seaside	0.8	2.8	7 143	KAZA	SP	1290	Gilroy	0.5	1.1	4 55
KPMC	REL	880	Gonzales	0.5	2.2	4 116	KBRG-F	SP-C	100.3	San Jose	1.1	2.5	9 135
KLFA-F	SP	939	King City	1.6	3.8	13 195	KEZR-F	AC/CHR	106.5	San Jose	0.4	2.5	3 131
KLYM-F	SP-C	979	Salinas	0.5	2.1	4 111	KLOK	SP-R	1170	San Jose	0.7	1.3	6 69
KMBY-F	AOR	1043	Gonzales	1.7	5.6	14 289	KMPG	SP-C	1520	Hollister	0.5	0.9	4 48
KOMY	T	1340	Watsonville	0.4	0.8	3 42	KRTY-F	C	95.3	Los Gatos	0.4	0.9	3 48
KSEA-F	SP-R	1079	Greenfield	1.1	2.6	9 135	KSFO	T	560	San Francisco	0.7	1.6	6 85
KTOM	SPRST	1380	Salinas	0.6	1.2	5 61	KSJO-F	AOR	92.3	San Jose	0.8	3.1	11 195
KVRG	SP	700	Soledad	0.4	0.7	3 35	KUFY-F	CL AOR	98.5	San Jose	0.7	3.7	6 208
KVRG-F	SP-C	1071	Seaside	1.3	3.5	11 181	KYLD-F	U/CHR	94.9	San Francisco	0.4	1.8	4 104
							KZSJ	SP	1120	San Martin	0.4	0.9	3 47

# MONTEREY-SALINAS-SANTA CRUZ

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Clear Channel KDON-AM, KDON-FM, KOCN-FM, KRQC-FM, KTOM-AM, KTOM-FM	28.2 %	29.1 %	37.7 %	AC	0 (0)	64 (3)	64 (3)	8.6 %	10.8 %
EXCL KLOK-FM, KVRG-AM, KVRG-FM	6.7 %	7.8 %	5.4 %	AOR/Classic/NR	0 (0)	90 (6)	90 (6)	12.2 %	10.8 %
New Wave KCDU-FM, KMBY-FM, KPIG-FM, KXDC-FM	11.2 %	13.4 %	14.3 %	Black/Urban	0 (0)	3 (1)	3 (1)	0.4 %	0.0 %
Z-Spanish, pend. KCTY-AM, KLFA-FM, KLXM-FM, KRAY-FM, KTGE-AM	7.8 %	7.2 %	11.4 %	CHR	0 (0)	85 (1)	85 (1)	11.5 %	10.5 %
	53.9 %	57.5 %	68.8 %	Classical	0 (0)	29 (1)	29 (1)	3.9 %	4.5 %
				Country	0 (0)	47 (2)	47 (2)	6.4 %	5.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	36 (6)	154 (9)	190 (15)	25.7 %	19.8 %
				Jazz	0 (0)	15 (1)	15 (1)	2.0 %	2.9 %
				News/Talk	119 (5)	0 (0)	119 (5)	16.1 %	14.9 %
				Oldies	0 (0)	36 (1)	36 (1)	4.9 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	0 (0)	4 (1)	0.5 %	0.6 %
				Soft AC	0 (0)	15 (1)	15 (1)	2.0 %	3.0 %
				Sports	23 (2)	0 (0)	23 (2)	3.1 %	2.6 %
				Standards/EZ	20 (1)	0 (0)	20 (1)	2.7 %	4.9 %
				<b>Totals</b>	<b>202 (15)</b>	<b>538 (26)</b>	<b>740 (41)</b>		

## AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
KIDD	630	1 kw (DA-2)	Standards	Westwd, CNN	\$<20.00	D&R	Buckley	
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	---		
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic		\$<20.00	Katz Hisp.	Z-Spanish	

## FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Fall 97
KBOQ	95.5	1.7 kw @ 630	Classical		\$30.00	Mc-Guild		Carmel
KCDU	93.5	0.11 kw @ 2296	Modern AC		\$ NA	Mc-Guild	New Wave	Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$40.00	Clr Chnl	Clear Channel	
KLFA	93.9	5.4 kw @ 702	Hispanic		\$<20.00	Katz Hisp.	Z-Spanish	King City
KLOK	99.5	30 kw @ 640	Hispanic-Regional		\$<20.00	Caballero	EXCL	Greenfield
KMBY	104.3	6 kw @ 328	AOR		\$<20.00	Mc-Guild	New Wave	Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd	\$31.00	Clr Chnl	Clear Channel	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Progressive AOR		\$27.00	Mc-Guild	New Wave	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic-Contemp.		\$<20.00	Lotus	Z-Spanish, pend.	
KROC	92.7	6.9 kw @ 620	AOR		\$21.00	Christal	Clear Channel	Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz	Clear Channel	
KWAV	96.9	18 kw @ 2450	AC	AP	\$47.00	D&R	Buckley	
KXDC	101.7	2.4 kw @ 528	Jazz		\$<20.00	Mc-Guild	New Wave	Carmel
KZOL	99.1	1.1 kw @ 2608	See KSOL-F San Francisco					Santa Cruz

Notes: Other rated stations - See San Francisco . . . \* KRAY-F revenue includes KCTY & KLXM-F . . . ^ KTGE revenue includes KLFA-F . . . 8/98 KTGE/KLFA-F sold to Z-Spanish (price NA) . . . 9/98 KLUE-F changed from AC to simulcasting AC KEZR-F San Jose . . . 12/98 KHIP-F began operation, simulcasting Modern AC KCDU-F . . . 1/98 KCTY/KLXM-F/KRAY-F sold to Z-Spanish for \$4,500,000 (MVP)

# MONTGOMERY

Arbitron Rank: 141 Pop (12+): 266,500	Stations: 19 / 17	Last Year's Revenue: \$13,100,000
MSA Rank: 150	Diaries: 941 / 283:1 / 49.4%	Household Income: \$37,828
MSA Pop: 323,000	Sample Target: 980	Total Retail Sales: \$3.2 Bil.
DMA: 113	% Below Line: 2.2	#1 Biller: WLWI-F \$3,700,000
Average Persons Rating: 15.5	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 15,676	Cumulus \$7,275,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WZHT-F	B	57 / 13.8	16.0	17.2	21.3	712 / 26.7	28.8	29.5	139 / 1404	D	WZHT-F
2	WLWI-F	C	54 / 13.1	11.7	13.8	13.8	714 / 26.8	23.5	28.1	86 / 1256	E	WLWI-F
3	WJWZ-F	B	37 / 9.0	9.1			516 / 19.4	17.1		41 / 563		WJWZ-F
4	WBAM-F	CHR	31 / 7.5	6.9	7.5	7.5	480 / 18.0	18.6	19.4	38 / 714	B	WBAM-F
5	WMCZ-F	B/AC	26 / 6.3	6.6	6.1	7.0	345 / 12.9	13.8	13.7	27 / 380	B	WMCZ-F
6	WMXS-F	AC	22 / 5.3	4.3	4.1	5.7	355 / 13.3	14.1	15.5	33 / 587	C	WMXS-F
7	WQLD-F	O	20 / 4.8	6.9	4.3		334 / 12.5	16.4	9.9	32 / 527	A	WQLD-F
8	WACV	T	19 / 4.6	3.0	5.4	2.9	236 / 8.9	7.8	9.8	20 / 262	B	WACV
9	WXVI	B/G	18 / 4.4	3.0	2.7	4.5	177 / 6.7	5.3	6.0	20 / 199	A	WXVI
9	WFX-F	AOR	18 / 4.4	4.1	5.4	6.3	334 / 12.5	11.7	13.8	25 / 503	C	WFX-F
11	WJCC-F	C	13 / 3.1	2.3	4.1	4.1	338 / 12.7	8.5	11.1	23 / 499	B	WJCC-F
12	WRWO-F	AC	9 / 2.2	3.0	4.8	3.4	217 / 8.1	10.8	13.2	10 / 253	B	WRWO-F

12+ FM Share (Metro): 82.91% ( 296 of 357 ) ( Fall 97: 82.25% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJWZ-F >>	1 WZHT-F >	1 WZHT-F >	1 WZHT-F >	1 WZHT-F	1 WLWI-F >>	1 WLWI-F	1 WLWI-F	1 WZHT-F	1 WZHT-F <	1 WZHT-F
2 WZHT-F >	2 WJWZ-F	2 WBAM-F <	2 WLWI-F	2 WLWI-F	2 WZHT-F	2 WZHT-F >	2 WZHT-F	1 WLWI-F <	2 WJWZ-F >>	2 WLWI-F >
3 WBAM-F >>	3 WBAM-F >	3 WLWI-F <	3 WBAM-F	3 WBAM-F	3 WMCZ-F <	3 WBAM-F	3 WACV	3 WJWZ-F	3 WMCZ-F	3 WJWZ-F
	4 WFX-F	4 WJWZ-F	4 WMXS-F	4 WQLD-F <	4 WQLD-F	4 WFX-F <	4 WBAM-F <	4 WBAM-F	3 WLWI-F	4 WBAM-F
	5 WLWI-F	5 WMXS-F <	5 WFX-F	5 WMXS-F	5 WXVI	5 WJWZ-F <	5 WMXS-F	5 WMCZ-F	5 WBAM-F <	5 WMCZ-F
	6 WMXS-F	6 WFX-F	5 WQLD-F	6 WFX-F	5 WACV	6 WMCZ-F <	6 WQLD-F	6 WQLD-F	6 WMXS-F	6 WJCC-F
		7 WMCZ-F <	5 WJWZ-F <	6 WJWZ-F	7 WMXS-F	7 WMXS-F	6 WMCZ-F <	7 WMXS-F	7 WQLD-F	7 WQLD-F
		8 WQLD-F	8 WMCZ-F	6 WACV	8 WBAM-F >	7 WXVI	8 WJWZ-F	8 WXVI	8 WXVI	8 WXVI
								8 WFX-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJWZ-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F >	1 WZHT-F >>	1 WZHT-F >>	1 WZHT-F >	1 WZHT-F >>
2 WZHT-F >>	2 WJWZ-F	2 WBAM-F	2 WBAM-F	2 WLWI-F	1 WJWZ-F >>	2 WJWZ-F	2 WJWZ-F	2 WJWZ-F	2 WLWI-F	2 WJWZ-F
3 WBAM-F >	3 WBAM-F	3 WMXS-F	3 WLWI-F	3 WBAM-F >	3 WFX-F	3 WBAM-F	3 WBAM-F	3 WFX-F	3 WQLD-F	3 WLWI-F >>
	4 WMXS-F	4 WLWI-F	4 WJWZ-F	4 WQLD-F	3 WBAM-F >>	4 WFX-F >	3 WFX-F	3 WLWI-F	4 WMXS-F	
	5 WLWI-F	4 WJWZ-F >>	5 WMCZ-F	4 WMXS-F		5 WLWI-F	5 WMSP	5 WBAM-F	4 WFX-F	
		6 WMXS-F >	4 WMCZ-F >	4 WMCZ-F >		5 WLWI-F	5 WACV >	6 WMXS-F	4 WACV	
			7 WXVI	7 WXVI				7 WQLD-F	7 WBAM-F	
			7 WJWZ-F	7 WJWZ-F				8 WACV	7 WJWZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAPZ	G	1250	Wetumpka	1.2	2.0	5 57	WKXN-F	B	95.9	Greenville	1.7	3.7	14 185
WHYY	C	1440	Montgomery	0.7	2.2	3 59	WTGZ-F	AOR-NR	95.9	Tuskegee	0.5	2.3	5 168
WMGY	REL	800	Montgomery	0.5	2.0	2 70							
WMSP	SPRIS	740	Montgomery	1.7	6.2	9 185							
WNZZ	ST	950	Montgomery	1.7	4.6	7 134							

# MONTGOMERY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar WMCZ-FM, WQLD-FM, WZHT-FM	24.9 %	27.2 %	29.8 %	AC	0 (0)	31 (2)	31 (2)	8.7 %	10.2 %
Cumulus WHHY-AM, WJCC-FM, WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM, WAFX-FM	30.0 %	29.6 %	55.5 %	AOR/Classic/NR	0 (0)	20 (2)	20 (2)	5.6 %	7.3 %
	54.9 %	56.8 %	85.3 %	Black/Urban	0 (0)	127 (4)	127 (4)	35.6 %	35.8 %
				CHR	0 (0)	31 (1)	31 (1)	8.7 %	8.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	67 (2)	70 (3)	19.6 %	21.4 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	19 (1)	0 (0)	19 (1)	5.3 %	6.3 %
				Oldies	0 (0)	20 (1)	20 (1)	5.6 %	1.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	25 (3)	0 (0)	25 (3)	7.0 %	4.7 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	2.0 %	1.6 %
				Standards/EZ	7 (1)	0 (0)	7 (1)	2.0 %	2.6 %
				<b>Totals</b>	<b>61 (7)</b>	<b>296 (12)</b>	<b>357 (19)</b>		

## AM Stations

WACV	1170	10 kw/1 kw (DA-2)	Talk	CBS	\$<20.00	Christal	WRWO-F
WXVI	1600	5 kw/1 kw (DA-2)	Black Gospel	ABC, AURN	\$<20.00	Williams	

## FM Stations

WBAM	98.9	9.9 kw @ 1096	CHR	\$21.00	Christal		
WJCC	101.9	100 kw @ 1096	Country	\$23.00	Eastman	Cumulus	
WJWZ	97.9	3 kw @ 328	Black	\$ NA	Christal		Welumpka
WLWI	92.3	100 kw @ 1096	Country	\$78.00	Katz	Cumulus	
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$21.00	Sentry	Capstar
WMXS	103.3	100 kw @ 1096	AC	\$27.00	Katz	Cumulus	
WQLD	104.3	13.5 kw @ 1830	Oldies	\$ NA	Sentry	Capstar	Luverne
WRWO	96.1	0.9 kw @ 820	Oldies	\$20.00	Christal	WACV	
WAFX	95.1	50 kw @ 492	AOR	\$25.00	Eastman	Cumulus	Prattville
WZHT	105.7	100 kw @ 1830	Black	ABC	\$49.00	Mc-Guild	Capstar
							Troy

Notes: 12/98 WJCC-F changed from Country to CHR as WHHY-F ("Y-102")

# NASHVILLE

Arbitron Rank: 44 Pop (12+): 965,700  
 MSA Rank: 48  
 MSA Pop: 1,140,000  
 DMA: 33  
 Average Persons Rating: 14.8  
 Market TSL in Hours: 19.50

Stations: 29 / 29  
 Diaries: 1,447 / 667:1 / 51.2%  
 Sample Target: 1,430  
 % Below Line: 0.0  
 % Not Listed: 13.4  
 Pop per Station: 33,300

Last Year's Revenue: \$58,100,000  
 Household Income: \$47,244  
 Total Retail Sales: \$12.9 Bil.  
 #1 Biller: WSIX-F \$12,600,000  
 #1 Billing Portfolio: Capstar \$24,250,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WQOK-F	B	140 / 9.8	10.2	9.1	10.7	8.8	9.9	1556 / 16.1	16.1	13.5	153 / 1800	E	WQOK-F
2	WSM-F	C	121 / 8.5	8.2	7.6	8.1	7.8	8.1	1704 / 17.6	16.3	0.0	213 / 2821	H	WSM-F
3	WNRO-F	CL AOR	117 / 8.2	7.6	9.5	7.4	3.4	8.2	1788 / 18.5	19.6	11.8	218 / 3304	E	WNRO-F
4	WSIX-F	C	116 / 8.1	12.3	10.2	11.6	13.7	10.6	1945 / 20.1	22.8	25.9	180 / 2842	I	WSIX-F
5	WRVW-F	CHR	82 / 5.7	4.5	4.9	5.1	5.1	5.1	1733 / 17.9	18.5	18.9	120 / 2828	F	WRVW-F
6	WJXA-F	SAC	77 / 5.4	6.0	5.3	6.3	4.3	5.7	1023 / 10.6	13.4	12.5	104 / 1474	F	WJXA-F
7	WWTN-F	T	69 / 4.8	4.1	3.2	3.4	3.5	3.9	1207 / 12.5	11.1	11.0	96 / 1826	C	WWTN-F
8	WRMX-F	O	67 / 4.7	6.5	5.1	4.3	5.9	5.1	1453 / 15.0	14.6	14.8	103 / 2140	D	WRMX-F
9	WLAC	T	65 / 4.5	3.4	3.2	3.4	3.5	3.6	1118 / 11.6	7.7	10.3	72 / 1260	D	WLAC
10	WSM	C/FS	53 / 3.7	2.8	3.4	3.2	4.0	3.3	788 / 8.2	7.6	10.2	77 / 1229	D	WSM
11	WGFX-F	CL HITS	52 / 3.6	3.6	4.3	5.9	5.7	4.4	1363 / 14.1	13.6	16.8	77 / 2046	F	WGFX-F
12	WKDF-F	AOR-NR	48 / 3.4	4.2	4.0	4.6	5.9	4.0	1221 / 12.6	13.2	16.5	88 / 2260	E	WKDF-F
13	WJZC-F	J	47 / 3.3	2.9	3.4	2.7	4.0	3.1	743 / 7.7	7.4	8.9	57 / 1040	C	WJZC-F
14	WQZQ-F	CHR/B	35 / 2.4	2.6	2.8	1.9	1.8	2.4	971 / 10.1	10.8	8.5	69 / 1747	B	WQZQ-F
15	WVOL	B/O	26 / 1.8	1.9	1.0	2.6	1.5	1.8	432 / 4.5	3.3	3.3	26 / 434	A	WVOL
16	WZPC-F	C	19 / 1.3	1.1	1.1	1.1	1.9	1.2	579 / 6.0	3.8	6.2	33 / 904	A	WZPC-F
17	WMDB	B	18 / 1.3	1.3	2.6	1.4	1.5	1.6	265 / 2.7	2.5	2.7	19 / 306		WMDB
18	WAMB	ST	14 / 1.0	0.4	1.2	0.8	0.7	0.8	246 / 2.5	2.3	2.2	16 / 286		WAMB

12+ FM Share (Metro): 83.59% (1034 of 1237) (Fall 97: 85.29%)

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

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WQOK-F >	1 WQOK-F >	1 WSIX-F	1 WQOK-F	1 WSIX-F	1 WNRO-F >	1 WNRO-F >>	1 WNRO-F >>	1 WNRO-F >>	1 WNRO-F >	1 WSM-F
2 WRVW-F	2 WRVW-F	1 WQOK-F	2 WQOK-F	2 WJXA-F <	2 WQOK-F >	2 WQOK-F	2 WQOK-F	2 WQOK-F <	2 WWTN-F	1 WQOK-F >
3 WNRO-F	3 WSIX-F	3 WRVW-F	3 WSM-F <	3 WQOK-F <	3 WRVW-F	3 WWTN-F	3 WWTN-F <	3 WWTN-F	3 WQOK-F	3 WWTN-F <
3 WSM-F	4 WJXA-F	4 WJXA-F >	4 WJXA-F	4 WSM-F >	4 WKDF-F	3 WRVW-F <	4 WJXA-F	4 WGFX-F <	4 WSIX-F <	4 WNRO-F <
5 WQZQ-F	5 WNRO-F	5 WNRO-F	5 WRVW-F	5 WRVW-F	5 WSIX-F	5 WSIX-F	5 WSIX-F	5 WSIX-F	5 WGFX-F	
	5 WSM-F	5 WSM-F	6 WNRO-F	6 WRMX-F >	6 WQZQ-F	5 WKDF-F	6 WRVW-F	6 WRVW-F	6 WSM-F <	
	7 WKDF-F <	5 WKDF-F	7 WRMX-F	7 WNRO-F	7 WJXA-F	6 WKDF-F	7 WRMX-F	7 WRMX-F	7 WLAC	
		8 WQZQ-F	8 WKDF-F	8 WWTN-F	8 WGFX-F		7 WSM-F	8 WRMX-F	8 WSM-F	
				8 WJZC-F			7 WKDF-F	9 WRVW-F	9 WRVW-F	
							7 WLAC			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WANT-F	C	98.9 Lebanon	0.3 1.5 7 177
WBOZ-F	G	104.9 Woodbury	0.9 1.7 30 456
WENO	REL	760 Nashville	0.4 1.0 6 99
WGNS	N/T	1450 Murfreesboro	0.3 1.0 5 101
WNPL-F	AC-NR	106.7 Belle Meade	0.9 4.5 13 452
WNSG	B/G	1240 Nashville	0.7 1.5 10 143
WNSR	SPRTS	560 Brentwood	0.4 0.7 6 68
WRLT-F	AOR-P	100.1 Franklin	0.9 4.1 16 462

# NASHVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WJZC-FM, WLAC-AM, WNRQ-FM, WRVW-FM, WSIX-FM	29.8 %	30.8 %	41.7 %	AC	0 (0)	13 (1)	13 (1)	1.1 %	3.9 %
<b>Cromwell</b> WQZO-FM, WZPC-FM	3.7 %	3.4 %	1.9 %	AOR/Classic/NR	0 (0)	178 (4)	178 (4)	14.4 %	15.5 %
<b>Dick</b> WGFX-FM, WKDF-FM	7.0 %	7.5 %	14.3 %	Black/Urban	44 (2)	140 (1)	184 (3)	14.9 %	13.4 %
<b>Dickey</b> WNPL-FM, WQQK-FM, WVOL-AM	12.5 %	11.5 %	7.1 %	CHR	0 (0)	117 (2)	117 (2)	9.5 %	7.8 %
<b>Gaylord</b> WSM-AM, WSM-FM, WWTN-FM	17.0 %	16.2 %	20.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>South Central</b> WJXA-FM, WRMX-FM	10.1 %	12.7 %	11.5 %	Country	0 (0)	261 (4)	261 (4)	21.1 %	27.7 %
	80.1 %	82.1 %	96.9 %	Full Service	53 (1)	0 (0)	53 (1)	4.3 %	4.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	47 (1)	47 (1)	3.8 %	4.6 %
				News/Talk	70 (2)	69 (1)	139 (3)	11.2 %	9.1 %
				Oldies	0 (0)	119 (2)	119 (2)	9.6 %	6.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	16 (2)	13 (2)	29 (4)	2.3 %	1.1 %
				Soft AC	0 (0)	77 (1)	77 (1)	6.2 %	4.9 %
				Sports	6 (1)	0 (0)	6 (1)	0.5 %	0.0 %
				Standards/EZ	14 (1)	0 (0)	14 (1)	1.1 %	0.8 %
				<b>Totals</b>	<b>203 (9)</b>	<b>1034 (19)</b>	<b>1237 (28)</b>		

## AM Stations

Station	Power	Time	Format	Source	AM	FM	Total	%	Fall 97
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd	\$20.00	Roslin			Donelson
WLAC	1510	50 kw (DA-N)	Talk/Religion	CBS	\$45.00	Sentry	Capstar		
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	—			
WSM	650	50 kw	Country/Full Svc.	ABC	\$48.00	Christal	Gaylord		
WVOL	1470	5 kw/1 kw (DA-2)	Black Oldies	ABC	\$ NA	Allied	Dickey		Berry Hill

## FM Stations

Station	Power	Time	Format	Source	AM	FM	Total	%	Fall 97
WGFX	104.5	49 kw @ 1312	Classic Hits	Source	\$84.00	Katz	Dick		
WJXA	92.9	100 kw @ 1053	Soft AC	UPI	\$79.00	Eastman	South Central		
WJZC	101.1	47 kw @ 1289	Jazz	JRN	\$47.00	Sentry	Capstar		Russellville, KY
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$83.00	Katz	Dick		
WNRQ	105.9	100 kw @ 1233	Classic AOR		\$80.00	Sentry	Capstar		
WQQK	92.1	3 kw @ 463	Black	ABC	\$62.00	Allied	Dickey		Hendersonville
WQZO	102.5	100 kw @ 856	Dance CHR	ABC	\$ NA	—	Cromwell		Dickson
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central		Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Sentry	Capstar		Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	Capstar		
WSM	95.5	100 kw @ 1286	Country		\$150.00	Christal	Gaylord		
WWTN	99.7	100 kw @ 1296	Talk	ABC	\$33.00	Christal	Gaylord		Manchester
WZPC	102.9	100 kw @ 820	Country		\$ NA	—	Cromwell		Shelbyville

Notes: 11/98 WNPL-F sold to Midwestern Broadcasting for \$1,580,000 (Midwestern also owned by the Dickey family) . . . 12/98 WGFX-F changed from Classic Hits to a Urban-oriented Classic Hits; for want of a better classification, we continue to list it as Classic Hits . . . 12/98 WVOL changed from Black Oldies to Black Gospel as "Glory 1470"; WNPL-F changed from Modern AC to Black Oldies as "Kiss 106.7"





# NASSAU-SUFFOLK (Long Island)

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Consolidation Report	12+	25-54	Revenue
WABC	T	770	New York	3.0	9.1	116	2063	<b>Barnstable</b>	12.3 %	10.8 %	27.6 %
WAXQ-F	CL AOR	104.3	New York	2.1	8.0	82	1824	WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM			
WBBR	BIZ	1130	New York	0.4	1.8	15	408	<b>Cox</b>	7.0 %	8.6 %	27.3 %
WBIX-F	AC	105.1	New York	1.1	6.1	43	1387	WBAB-FM, WBLI-FM, WHFM-FM			
WBLS-F	B/AC	107.5	New York	1.6	5.8	62	1310	<b>Jarad</b>	1.8 %	2.5 %	7.1 %
WCBS	N	880	New York	4.0	14.5	157	3281	WDRE-FM, WLIR-FM			
WCBS-F	O	101.1	New York	4.5	11.0	175	2489				
WEZN-F	SAC	99.9	Bridgeport, CT	0.7	3.6	26	816		21.1 %	21.9 %	62.0 %
WFAN	SPRTS	660	New York	3.5	12.5	135	2830				
WHTZ-F	CHR	100.3	Newark, NJ	5.4	20.5	213	4646				
WINS	N	1010	New York	2.1	11.6	82	2625				
WKTU-F	CHR/U	103.5	Lake Success	3.4	13.6	132	3080				
WLTW-F	SAC	106.7	New York	4.3	10.7	168	2428				
WNEW-F	AOR	102.7	New York	1.3	6.7	50	1512				
WOR	T	710	New York	3.2	7.8	124	1778				
WPAT-F	SP-C	93.1	New York	1.0	2.6	39	586				
WPLJ-F	CHR/AC	95.5	New York	2.6	11.4	101	2577				
WPLR-F	AOR	99.1	New Haven	0.4	1.0	16	222				
WQCD-F	J	101.9	New York	2.4	6.5	93	1464				
WQEW	ST	1560	New York	0.9	2.7	34	617				
WQHT-F	U/CHR	97.1	New York	3.2	9.7	125	2206				
WQXR-F	CL	96.3	New York	2.1	5.1	83	1155				
WRKS-F	B/AC	98.7	New York	1.3	4.5	50	1014				
WSKO-F	SP-C	97.9	New York	1.5	3.5	58	785				
WWXY-F	C	107.1	Briarcliff Manor, NY	0.5	1.8	18	401				
WVYZ-F	C	92.5	Waterbury, CT	0.3	0.7	13	156				
WXRK-F	TNR	92.3	New York	5.4	15.9	211	3599				

## AM Stations

WHLI	1100	10 kw (Days, DA)	Standards	\$35.00	D&R	Barnstable	Hempstead
WLUX	540	0.25 kw/0.204 kw	Standards	JRN	\$ NA	--	Islip

## FM Stations

WALK	97.5	39 kw @ 554	AC	\$228.00	Katz	Chancellor	Palchogue	
WBAB	102.3	3 kw @ 268	AOR	ABC, Westwd	\$115.00	Katz	Cox	Babylon
WBLI	106.1	48.5 kw @ 499	AC/CHR	\$110.00	Mc-Guild	Cox	Palchogue	
WBZO	103.1	3 kw @ 285	Oldies	\$57.00	D&R	Barnstable	Bay Shore	
WDRE	98.5	6 kw @ 282	See WLIR-F				Westhampton	
WHFM	95.3	5 kw @ 400	See WBAB-F				Southampton	
WKJY	98.3	3 kw @ 328	AC	\$110.00	Interep	Barnstable	Hempstead	
WLIR	92.1	1 kw @ 521	Modern AC	ABC	\$60.00	Mc-Guild	Jarad	Garden City
WLVG	96.1	3 kw @ 328	Black AC	\$ NA	--			Center Moriches
WVAJC	94.3	3 kw @ 300	Country	\$ NA	Katz	Barnstable	Smithtown	
WRCH	103.9	1.52 kw @ 466	Classic Hits	Westwd	\$46.00	Mc-Guild	Barnstable	Riverhead
WXXP	105.3	6 kw @ 292	CHR/Urban	\$ NA	--	Jarad		Calverton-Roanoke

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here . . . The Metro & Total survey areas are the same . . . 10/98 WG3B (1240; Freeport) sold by Cox for \$1,700,000 . . . 10/98 WG3B changed from Talk/Brokered programming to Chinese/Brokered programming . . . 10/98 WRCN-F changed from AOR to Classic Hits

# NEW HAVEN

**Arbitron Rank: 100 Pop (12+):** 388,800  
**MSA Rank:** 70  
**MSA Pop:** 522,000 (w/Waterbury)  
**DMA:** 25 (w/Hartford)  
**Average Persons Rating:** 14.9  
**Market TSL in Hours:** 19.75

**Stations:** 29 / 6  
**Diaries:** 1,300 / 299:1 / 48.3%  
**Sample Target:** 1,210  
**% Below Line:** 54.0  
**% Not Listed:** 15.7  
**Pop per Station:** 64,800

**Last Year's Revenue:** \$15,800,000  
**Household Income:** \$57,135  
**Total Retail Sales:** \$3.6 Bil  
**#1 Biller:** WPLR-F \$7,500,000  
**#1 Billing Portfolio:**  
**Capstar (WPLR-F)** \$7,500,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WPLR-F	45 / 7.8	8.0	5.4	7.8	7.3	506 / 13.0	15.9	15.7	87 / 1242	H	WPLR-F
2	WYBC-F	40 / 6.9	6.3	5.3	5.4	6.1	491 / 12.6	10.5	11.9	42 / 560	C	WYBC-F
3	WKCI-F	35 / 6.0	8.5	6.9	7.3	5.1	738 / 19.0	23.4	20.0	74 / 1628	F	WKCI-F
4	WWYZ-F	34 / 5.9	5.4	5.4	5.8	6.8	452 / 11.6	10.7	11.7	78 / 1105		WWYZ-F
5	WKSS-F	30 / 5.2	5.1	4.3	4.6	4.0	630 / 16.2	18.0	16.9	76 / 1391		WKSS-F
6	WFAN	SPRTS	28 / 4.8	4.1	4.0	4.0	513 / 13.2	11.6	11.3	70 / 1261		WFAN
7	WEZN-F	SAC	25 / 4.3	4.1	6.4	5.8	551 / 14.2	13.3	15.7	101 / 1720		WEZN-F
8	WELI	FS	24 / 4.1	3.9	5.4	5.8	458 / 11.8	12.5	14.7	30 / 568	C	WELI
9	WDRC-F	O	22 / 3.8	4.2	4.9	5.1	431 / 11.1	13.2	14.0	53 / 1016		WDRC-F
10	WEBE-F	AC	21 / 3.6	4.7	4.3	3.5	407 / 10.5	10.7	12.0	115 / 1576		WEBE-F
11	WRCH-F	SAC	19 / 3.3	2.2	2.4	2.0	267 / 6.9	6.3	6.8	48 / 602		WRCH-F
12	WMRO-F	AOR-NR	18 / 3.1	3.4	3.2	2.6	429 / 11.0	13.4	12.4	49 / 950		WMRO-F
12	WAVZ	ST	18 / 3.1	2.4	2.2	3.3	229 / 5.9	5.8	6.1	21 / 264	A	WAVZ
14	WZMX-F	CL AOR	17 / 2.9	2.2	2.6	2.6	426 / 11.0	10.1	9.4	35 / 807		WZMX-F
15	WHCN-F	AOR	15 / 2.6	1.7	1.9	2.0	306 / 7.9	7.3	5.5	40 / 693		WHCN-F
16	WCBS	N	14 / 2.4	3.2	2.9	2.6	365 / 9.4	10.8	10.1	41 / 983		WCBS
17	WQUN	ST	13 / 2.2	2.4	1.6	0.7	205 / 5.3	5.0	3.7	14 / 239		WQUN

12+ FM Share (Metro): 73.77% (360 of 488) (Fall 97: 70.83%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WWYZ-F <	1 WYBC-F <	1 WPLR-F	1 WPLR-F	1 WKSS-F	1 WWYZ-F <
2 WMRO-F	2 WKCI-F	2 WYBC-F <	2 WYBC-F >	2 WYBC-F >	2 WYBC-F <	2 WPLR-F <	2 WKCI-F <	2 WWYZ-F <	1 WWYZ-F	2 WYBC-F <
3 WKCI-F	3 WKSS-F <	3 WKCI-F	3 WKCI-F	3 WKCI-F <	3 WELI	? WFAN >	3 WYBC-F	3 WKCI-F <	3 WYBC-F	3 WKCI-F <
3 WOHT-F >>	4 WYBC-F	4 WKSS-F	4 WFAN <	4 WFAN	4 WFAN <	4 WKCI-F <	4 WWYZ-F	4 WYBC-F <	3 WOHT-F	4 WPLR-F
5 WMRO-F	5 WFAN	5 WEZN-F	4 WWYZ-F <	5 WPLR-F	5 WELI	5 WEZN-F <	5 WKSS-F	5 WPLR-F	5 WPLR-F	4 WKSS-F
6 WEZN-F	5 WEZN-F	5 WEBE-F <	6 WEBE-F <	6 WDRC-F <	6 WWYZ-F <	6 WKSS-F <	6 WEZN-F <	6 WKSS-F	5 WMRO-F	6 WDRC-F <
6 WHCN-F	7 WEBE-F	7 WKSS-F	? WDRC-F <	7 WEZN-F	7 WKSS-F <	7 WEBE-F <	6 WDRC-F <	7 WELI	7 WRCH-F	7 WRCH-F
8 WZMX-F	7 WDRC-F	7 WWYZ-F	8 WEZN-F	7 WAVZ <	8 WEZN-F <	8 WDRC-F <	8 WFAN <	7 WKCI-F	8 WEZN-F <	8 WEZN-F <
8 WWYZ-F	? WWYZ-F <	7 WDRC-F	9 WKSS-F	9 WRCH-F <	9 WAVZ	9 WELI <	9 WMRO-F	7 WFAN	9 WELI <	9 WELI <
						10 WFAN	9 WEBE-F	10 WEZN-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F	1 WKCI-F	1 WKCI-F	1 WYBC-F	1 WYBC-F >	1 WPLR-F >>	1 WPLR-F >>	1 WPLR-F >	1 WPLR-F >	1 WPLR-F	1 WCBS
2 WKCI-F >>	2 WYBC-F	1 WYBC-F >	2 WKCI-F	2 WKCI-F <	2 WKCI-F	2 WKCI-F	2 WHCN-F	2 WFAN	2 WFAN >	2 WRCH-F
3 WYBC-F	2 WKSS-F >	3 WPLR-F	2 WKSS-F >	3 WEBE-F <	3 WHCN-F	3 WHCN-F	2 WMRO-F	3 WYBC-F <	3 WYBC-F	2 WKSS-F
3 WOHT-F	4 WPLR-F	4 WKSS-F	4 WPLR-F	4 WPLR-F	3 WSKO-F	3 WMRO-F	4 WKCI-F	4 WWYZ-F	4 WWYZ-F	4 WELI
3 WMRO-F >>	4 WEZN-F	4 WEZN-F	4 WEZN-F	4 WEZN-F	3 WZMX-F >	5 WFAN	4 WFAN	4 WHCN-F	5 WHCN-F	4 WOHT-F
	6 WEBE-F	4 WEBE-F >>	4 WEBE-F >	4 WKSS-F	6 WYBC-F	5 WZMX-F	4 WWYZ-F	6 WZMX-F	6 WKCI-F	4 WEBE-F
	6 WMRO-F	7 WMRO-F	7 WDRC-F	7 WDRC-F	6 WKSS-F	7 WYBC-F	7 WMRO-F	7 WMRO-F	6 WORC-F	
	8 WTIC-F	7 WWYZ-F >>	7 WWYZ-F	8 WWYZ-F	6 WEZN-F >>	7 WKSS-F	7 WDRC-F	7 WDRC-F	8 WMRO-F	
	8 WWYZ-F >		9 WMRO-F	9 WRCH-F >			7 WWYZ-F	8 WZMX-F		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	0.9	2.9	17 341
WALK-F	AC	97.5	Patchogue, NY	0.5	2.4	6 241
WBLS-F	B	107.5	New York	0.5	0.7	7 126
WCCC-F	AOR	106.9	Hartford	1.2	4.1	17 403
WICC	FS	600	Bridgeport	1.2	3.5	79 1122
WOR	T	710	New York	1.2	2.9	23 310
WOHT-F	U/CHR	97.1	New York	2.1	4.9	45 693
WRKI-F	AOR	95.1	Brookfield	0.5	1.6	12 364
WSKO-F	SP-TP	97.9	New York	1.0	1.9	21 278
WTIC	FS	1080	Hartford	2.1	5.2	26 415
WTIC-F	CHR	96.5	Hartford	0.9	5.5	16 472

# NEW HAVEN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Clear Channel	13.2 %	8.8 %	41.1 %	AC	0 (0)	24 (2)	24 (2)	4.9 %	5.1 %
WAVZ-AM, WELI-AM, WKCI-FM				AOR/Classic/NR	0 (0)	105 (6)	105 (6)	21.5 %	14.2 %
	13.2 %	8.8 %	41.1 %	Black/Urban	0 (0)	55 (3)	55 (3)	11.3 %	13.1 %
				CHR	0 (0)	70 (3)	70 (3)	14.3 %	14.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	34 (1)	34 (1)	7.0 %	6.4 %
				Full Service	43 (3)	0 (0)	43 (3)	8.8 %	9.8 %
				Hispanic	0 (0)	6 (1)	6 (1)	1.2 %	0.6 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				News/Talk	26 (3)	0 (0)	26 (3)	5.3 %	5.7 %
				Oldies	0 (0)	22 (1)	22 (1)	4.5 %	8.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Soft AC	0 (0)	44 (2)	44 (2)	9.0 %	10.4 %
				Sports	28 (1)	0 (0)	28 (1)	5.7 %	4.7 %
				Standards/EZ	31 (2)	0 (0)	31 (2)	6.4 %	5.5 %
				<b>Totals</b>	<b>128 (9)</b>	<b>360 (19)</b>	<b>488 (28)</b>		

## AM Stations

WAVZ	1300	1 kw (DA-N)	Standards	Westwd	\$<20.00	Mc-Guild	Clear Channel
WELI	960	5 kw (DA-N)	Full Service	CBS, ABC, Westwd	\$44.00	Mc-Guild	Clear Channel
WQUN	1220	1 kw/0.305 kw (DA-2)	Standards	CBS, JRN	\$ NA	--	Hamden

## FM Stations

WKCI	101.3	15 kw @ 876	CHR		\$90.00	Mc-Guild	Clear Channel
WPLR	99.1	14 kw @ 951	AOR		\$155.00	Eastman	Capstar
WYBC	94.3	1.7 kw @ 325	Black/Urban	ABC	\$35.00	D&R	

Notes: Other ranked stations -- See Bridgeport, Hartford or New York . . . 9/38 WNHC (1340) changed from Black AC to Variety as WYBC

# NEW ORLEANS

Arbitron Rank: 41 Pop (12+): 1,023,700  
 MSA Rank: 42  
 MSA Pop: 1,310,000  
 DMA: 41  
 Average Persons Rating: 16.8  
 Market TSL in Hours: 22.50

Stations: 27 / 26  
 Diaries: 2,668 / 384:1 / 41.6%  
 Sample Target: 2,810  
 % Below Line: 0.5  
 % Not Listed: 11.2  
 Pop per Station: 39,373

Last Year's Revenue: \$50,000,000  
 Household Income: \$36,680  
 Total Retail Sales: \$12.0 Bil.  
 #1 Biller: WWL/WSMB \$10,300,000  
 #1 Billing Portfolio:  
 Clear Channel \$21,400,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WQUE-F	B	239 / 13.9	14.2	13.8	13.9	12.7	13.9	2433 / 23.8	23.1	22.7	281 / 3228	G	WQUE-F
2	WWL	N/T	180 / 10.5	7.2	7.5	8.4	8.3	8.4	2459 / 24.0	17.4	22.2	249 / 3382	I	WWL
3	WYLD-F	B/AC	135 / 7.8	8.9	8.3	8.7	9.0	8.4	1849 / 18.1	17.5	18.3	154 / 2251	G	WYLD-F
4	WLMG-F	SAC	101 / 5.9	5.1	5.3	4.6	5.4	5.2	1400 / 13.7	13.0	13.4	117 / 1759	E	WLMG-F
5	KKND-F	AOR-P	97 / 5.6	5.9	4.6	4.3	4.8	5.1	1398 / 13.7	12.2	12.6	113 / 1680	C	KKND-F
6	WNOE-F	C	96 / 5.6	6.0	5.8	5.5	8.5	5.7	1428 / 14.0	13.6	17.0	119 / 1904	G	WNOE-F
7	WTKL-F	O	89 / 5.2	5.2	5.5	5.3	5.1	5.3	1195 / 11.7	11.5	11.7	110 / 1574	D	WTKL-F
8	KMEZ-F	B/AC	73 / 4.2	3.7	3.9	3.4	2.5	3.8	995 / 9.7	9.9	8.2	75 / 1012	C	KMEZ-F
9	WLTS-F	AC	69 / 4.0	3.0	3.9	3.6	4.0	3.6	1255 / 12.3	11.4	9.7	82 / 1547	D	WLTS-F
10	KUMX-F	CHR	67 / 3.9	4.0	4.3	4.6	3.9	4.2	1521 / 14.9	15.3	14.3	136 / 2915	C	KUMX-F
11	WYLD	B/G	65 / 3.8	3.8	2.9	4.1	3.3	3.6	732 / 7.1	7.1	7.3	84 / 907	*	WYLD
12	WEZB-F	AC/CHR	63 / 3.7	3.6	4.3	4.8	3.8	4.1	1595 / 15.6	15.4	15.7	77 / 2011	D	WEZB-F
13	WRNO-F	CL AOR	56 / 3.3	3.9	4.2	3.7	4.1	3.8	1253 / 12.2	11.2	13.2	73 / 1682	D	WRNO-F
14	WCKW-F	CL AOR	37 / 2.1	4.0	4.0	2.9	3.0	3.3	988 / 9.6	11.1	10.0	105 / 2036	C	WCKW-F
15	WBYU	ST	35 / 2.0	2.2	2.3	2.5	3.0	2.3	471 / 4.6	4.6	6.1	35 / 474	B	WBYU
16	WBOK	B/G	24 / 1.4	1.3	1.3	1.8	1.9	1.4	316 / 3.1	3.1	3.8	24 / 324	A	WBOK

12+ FM Share (Metro): 76.78% (1174 of 1529) (Fall 97: 78.06%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F >	1 WQUE-F <	1 WQUE-F <	1 WWL >	1 WQUE-F <	1 WWL	1 WQUE-F >	1 WQUE-F >>	1 WQUE-F
2 KUMX-F	2 KKND-F <	2 WYLO-F >	2 WYLD-F	2 WYLD-F <	2 WLMG-F <	2 WWL >	2 WQUE-F	2 WWL	2 WYLD-F >>	2 WWL >
3 KKND-F >	3 WYLD-F >	3 KKND-F <	3 WWL	3 WWL	3 WYLO-F <	3 KKND-F <	3 WLMG-F <	3 WYLD-F <	3 KMEZ-F <	3 WYLD-F >
4 KUMX-F	4 WWL	4 WLMG-F	4 WLMG-F	4 WLMG-F	4 WTKL-F <	4 WYLD-F	4 WNOE-F <	4 WLMG-F	4 KKND-F <	4 KMEZ-F
5 WEZB-F <	5 WLTS-F	5 WNOE-F	5 WNOE-F	5 WNOE-F	5 WNOE-F	5 WNOE-F	5 WYLD-F	5 KKND-F <	5 WLMG-F <	5 WTKL-F <
6 WLTS-F	5 WLMG-F <	5 KKND-F <	5 WTKL-F <	5 WTKL-F <	6 KMEZ-F	5 WTKL-F	6 WTKL-F	6 WNOE-F	6 KUMX-F <	6 WNOE-F <
6 WRNO-F <	7 WNOE-F	7 WLTS-F	7 WLTS-F <	7 WLTS-F <	7 WYLD <	7 WLMG-F	7 KKND-F <	7 WTKL-F <	7 WWL <	7 WLMG-F <
8 WNOE-F	8 WRNO-F	8 WTKL-F <	8 KKND-F	8 WQUE-F	8 WQUE-F	8 WLTS-F <	8 WLTS-F	8 WLTS-F <	8 WEZB-F <	8 KUMX-F <
	8 WEZB-F <	9 KMEZ-F	9 KMEZ-F <	9 WLTS-F	9 WLTS-F	9 WYLD <	9 KMEZ-F <	9 KUMX-F	9 WTKL-F <	9 WYLD <
		9 WRNO-F <	10 WRNO-F			10 WCKW-F <	10 WYLD	9 WEZB-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQUE-F >>>	1 WQUE-F >	1 WQUE-F >	1 WQUE-F >	1 WQUE-F <	1 WQUE-F >>>	1 WQUE-F >	1 WQUE-F	1 WQUE-F >	1 WWL	1 WQUE-F
2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WYLD-F	2 WYLD-F <	2 KKND-F >>	2 KKND-F >	2 WYLD-F >	2 WWL <	2 WYLD-F	2 WYLD-F >
3 KKND-F	3 KUMX-F	3 KUMX-F	3 WLMG-F <	3 WLMG-F	3 WYLO-F >	3 WYLD-F	3 WYLD-F <	3 WYLD-F	2 WQUE-F	3 KMEZ-F
3 KUMX-F	4 WLTS-F	4 WLTS-F <	4 WLTS-F	4 WLTS-F <	4 WCKW-F	4 WWL <	4 WWL	4 KKND-F >	4 KKND-F	4 WWL
5 WLTS-F	4 KKND-F	5 KKND-F	5 KUMX-F <	5 WYLD <	5 WCKW-F	5 WCKW-F	5 WRNO-F <	5 WRNO-F <	5 WNOE-F	
5 WEZB-F >	6 WEZB-F	6 WNOE-F	6 WNOE-F	6 WTKL-F <	6 WRNO-F <	6 WRNO-F <	6 WRNO-F	6 WNOE-F <	5 WRNO-F <	
	7 WNOE-F	5 WNOE-F	7 WYLD	7 WNOE-F		7 WNOE-F	7 WCKW-F	7 WCKW-F	7 WLMG-F	
		7 WEZB-F <	8 KMEZ-F <	8 KMEZ-F <		7 WEZB-F	8 KMEZ-F	8 KMEZ-F	7 WTKL-F	
		9 KKND-F	9 WWL <	10 KUMX-F <						

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume						
KGLA	SP	1540	Gretna	0.4	0.7	7	77	WLSS-F	CHR	102.5	Baton Rouge	0.5	2.9	32	981
WADU-F	ST	94.9	Reserve	0.6	1.5	16	244								
WGSO	N	990	New Orleans	0.6	2.3	10	239								
WKSY-F	CL AOR	106.1	Picayune	0.5	2.6	10	344								
WODT	B	1280	New Orleans	0.5	1.8	9	184								
WSMB	T	1350	New Orleans	0.6	3.0	13	384								
WTIX	T	690	New Orleans	0.8	3.0	18	373								
WTIX-F	O	94.3	Galiano	0.8	3.4	16	424								
WYLA-F	C	94.7	Lacombe	0.6	1.6	11	189								

# NEW ORLEANS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Centennial</b> KMEZ-FM, WBYU-AM, WRNO-FM	9.5 %	10.1 %	10.0 %	AC	0 (0)	132 (2)	132 (2)	8.6 %	8.8 %
<b>Clear Channel</b> KKHD-FM, KUMX-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	41.1 %	38.7 %	42.8 %	AOR/Classic/NR	0 (0)	199 (4)	199 (4)	13.0 %	9.3 %
<b>Sinclair Broadcast Group</b> WEZB-FM, WLMG-FM, WLTS-FM, WSMB-AM, WTKL-FM, WWL-AM	29.9 %	32.2 %	40.3 %	Black/Urban	9 (1)	447 (3)	456 (4)	29.8 %	27.8 %
				CHR	0 (0)	76 (2)	76 (2)	5.0 %	4.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	107 (3)	107 (3)	7.0 %	10.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	7 (1)	0 (0)	7 (1)	0.5 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	215 (4)	0 (0)	215 (4)	14.1 %	12.1 %
				Oldies	0 (0)	102 (2)	102 (2)	6.7 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	89 (2)	0 (0)	89 (2)	5.8 %	5.9 %
				Soft AC	0 (0)	101 (1)	101 (1)	6.6 %	6.1 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	35 (1)	10 (1)	45 (2)	2.9 %	3.4 %
				<b>Totals</b>	<b>355 (9)</b>	<b>1174 (18)</b>	<b>1529 (27)</b>		

## AM Stations

Station	Freq	Power	Format	Market	Rate	Class	Advertiser
WBOK	1230	1 kw	Black Gospel	AURN, Westwd	\$23.00	---	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	---	Centennial
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Sinclair Bcst Gp
WYLD	940	10 kw/0.5 kw (DA-2)	Black Gospel	ABC, AURN, USA	\$19.00	Clr Chnl	Clear Channel

## FM Stations

Station	Freq	Power	Format	Market	Rate	Class	Advertiser
KKHD	106.7	100 kw @ 983	Progressive AOR		\$30.00	Clr Chnl	Clear Channel Pt. Sulphur
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Centennial Belle Chasse
KUMX	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Clr Chnl	Clear Channel Houma
WCKW	92.3	100 kw @ 1946	Classic AOR		\$44.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR	ABC, CBS	\$65.00	D&R	Sinclair Bcst Gp
WLMG	101.9	100 kw @ 984	Soft AC		\$85.00	D&R	Sinclair Bcst Gp
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	D&R	Sinclair Bcst Gp Stidell
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$112.00	Clr Chnl	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	ABC	\$87.00	Mc-Guild	Centennial
WTKL	95.7	100 kw @ 984	Oldies	CBS	\$62.00	Eastman	Sinclair Bcst Gp
WYLO	98.5	100 kw @ 902	Black AC	ABC, USA	\$85.00	Clr Chnl	Clear Channel

Notes: \* WYLD revenue is included in WYLD-F revenue level; WWL revenue level includes WSMB revenue . . . 9/98 WYLA-F (94.7; Lacombe) & WYLK-F (104.7; Folsom) sold to Styles for \$1,700,000 . . . 11/98 WRNO-F changed from Classic Hits to Classic AOR

# NEW YORK

**Arbitron Rank:** 1 Pop (12+): 14,291,500  
**MSA Rank:** 1  
**MSA Pop:** 15,700,000  
**DMA:** 1  
**Average Persons Rating:** 17.9  
**Market TSL in Hours:** 23.50

**Stations:** 48 / 47  
**Diaries:** 11,895/ 1201:1/ 51.6%  
**Sample Target:** 8,450  
**% Below Line:** 0.8  
**% Not Listed:** 12.5  
**Pop per Station:** 304,074

**Last Year's Revenue:** \$531,500,000  
**Household Income:** \$57,094  
**Total Retail Sales:** \$140.1 Bil.  
**#1 Biller:** WFAN \$50,300,000  
**#1 Billing Portfolio:** CBS/Infinity \$201,500,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WLTW-F	SAC	1511 / 5.9	5.5	5.9	6.6	6.2	6.0	21122 / 14.8	15.7	15.3	1558 / 21910	K	WLTW-F
2	WQHT-F	U/CHR	1358 / 5.3	5.8	5.6	5.5	5.9	5.6	19507 / 13.6	14.3	14.1	1433 / 20995	K	WQHT-F
3	WSKQ-F	SP-TP	1325 / 5.2	6.0	5.9	6.1	5.6	5.8	12268 / 8.6	9.5	9.5	1363 / 12816	K	WSKQ-F
4	WCBS-F	O	1200 / 4.7	4.2	4.6	4.6	4.6	4.5	17440 / 12.2	11.7	12.0	1238 / 18314	K	WCBS-F
5	WHTZ-F	CHR	1138 / 4.5	4.6	5.1	4.7	3.9	4.7	23792 / 16.6	18.2	15.1	1167 / 24700	I	WHTZ-F
6	WKTU-F	CHR/U	1023 / 4.0	3.9	4.2	3.8	4.6	4.0	19412 / 13.6	14.0	14.4	1057 / 20378	K	WKTU-F
7	WRKS-F	B/AC	979 / 3.8	3.6	4.3	4.2	4.4	4.0	14820 / 10.4	10.9	11.1	1008 / 15437	K	WRKS-F
8	WBSL-F	B/AC	956 / 3.7	3.3	2.7	2.5	2.3	3.1	15850 / 11.1	9.6	8.5	969 / 16158	I	WBSL-F
9	WXRK-F	T/NR	929 / 3.6	3.7	3.8	4.3	4.1	3.9	16085 / 11.3	11.5	11.5	1019 / 17789	K	WXRK-F
10	WINS	N	895 / 3.5	3.6	3.2	3.6	3.0	3.5	20756 / 14.5	14.5	14.7	905 / 21227	K	WINS
11	WQCD-F	J	795 / 3.1	3.1	2.8	3.2	2.8	3.1	12155 / 8.5	8.1	8.3	834 / 12891	K	WQCD-F
12	WPAT-F	SP-C	773 / 3.0	3.2	3.2	3.5	3.3	3.2	8265 / 5.8	6.3	6.8	789 / 8513	I	WPAT-F
13	WABC	T	772 / 3.0	3.3	3.2	3.0	3.1	3.1	12219 / 8.5	9.1	7.8	894 / 14270	I	WABC
14	WCBS	N	755 / 3.0	2.8	3.0	2.8	3.2	2.9	17481 / 12.2	12.3	12.5	869 / 20517	K	WCBS
15	WOR	T	732 / 2.9	2.8	3.2	3.1	3.0	3.0	10251 / 7.2	7.2	7.6	834 / 11682	K	WOR
16	WQXR-F	CL	707 / 2.8	2.4	3.1	2.9	2.4	2.8	8852 / 6.2	6.9	6.3	730 / 9305	I	WQXR-F
17	WFAN	SPRST	703 / 2.8	2.6	2.6	2.2	2.8	2.5	13844 / 9.7	8.6	9.4	871 / 17256	K	WFAN
18	WPLJ-F	CHR/VAC	595 / 2.3	2.9	2.7	2.6	2.8	2.6	14264 / 10.0	10.1	10.1	665 / 15673	K	WPLJ-F
19	WQEW	ST	532 / 2.1	2.0	1.8	2.0	2.1	2.0	6660 / 4.7	4.2	4.3	553 / 6981	E	WQEW
20	WBIX-F	AC	444 / 1.7	1.6	1.5	1.5	1.5	1.6	11363 / 8.0	7.3	6.8	452 / 11770	H	WBIX-F
21	WAXQ-F	CL AOR	426 / 1.7	1.7	1.6	1.5	1.4	1.6	9750 / 6.8	7.0	6.1	460 / 10631	I	WAXQ-F
22	WADO	SP-NT	410 / 1.6	1.6	2.4	2.4	2.0	2.0	4065 / 2.8	3.3	3.4	413 / 4112	H	WADO
23	WCAA-F	SP-TP	392 / 1.5	1.7	0.9	0.6	0.7	1.2	6244 / 4.4	2.8	2.4	394 / 6291		WCAA-F
24	WNEW-F	AOR	380 / 1.5	1.5	1.7	1.5	1.7	1.5	9625 / 6.7	6.8	6.7	419 / 10582	I	WNEW-F

12+ FM Share (Metro): 74.90% (16751 of 22364) (Fall 97: 73.06%)

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

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WQHT-F	1 WQHT-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WQHT-F >>	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WABC <
2 WHTZ-F	2 WHTZ-F <	2 WKTU-F	2 WSKQ-F	2 WRKS-F <	2 WXRK-F <	2 WXRK-F >	2 WQHT-F	2 WQHT-F <	2 WSKQ-F <	2 WQHT-F
3 WBSL-F	3 WLTW-F <	3 WHTZ-F <	3 WRKS-F <	3 WSKQ-F	3 WHTZ-F <	3 WKTU-F <	3 WSKQ-F	3 WSKQ-F	3 WCBS-F	3 WBSL-F <
4 WKTU-F	4 WKTU-F	4 WSKQ-F <	4 WKTU-F <	4 WCBS-F <	4 WKTU-F >	4 WSKQ-F <	4 WKTU-F	4 WFAN	4 WFAN	4 WINS <
5 WSKQ-F <	5 WBSL-F	5 WRKS-F <	5 WHTZ-F <	5 WKTU-F	5 WSKQ-F	5 WHTZ-F >	5 WHTZ-F	4 WKTU-F	5 WLTW-F <	5 WRKS-F <
6 WLTW-F >	6 WSKQ-F	6 WBSL-F <	6 WQHT-F <	6 WQCD-F <	6 WFAN	6 WFAN <	6 WBSL-F <	6 WHTZ-F <	6 WKTU-F	6 WCBS
7 WXRK-F	7 WRKS-F	7 WQHT-F	7 WBSL-F	7 WPAT-F <	7 WBSL-F <	7 WBSL-F <	7 WPLJ-F <	7 WCBS-F <	6 WQCD-F	7 WOR
8 WPAT-F	8 WPLJ-F <	8 WPLJ-F <	8 WPAT-F	8 WBSL-F	8 WPLJ-F <	8 WSKQ-F <	8 WFAN <	8 WLTW-F <	8 WRKS-F	8 WRKS-F
8 WPLJ-F	9 WPAT-F <	9 WPAT-F	9 WCBS-F <	8 WHTZ-F	9 WRKS-F <	9 WRKS-F <	9 WAXQ-F <	9 WBSL-F <	8 WQHT-F <	
	10 WXRK-F	10 WBIX-F <	10 WQCD-F <	10 WPLJ-F	10 WLTW-F >	10 WAXQ-F <	10 WPAT-F <	10 WRKS-F <	10 WBSL-F <	

# NEW YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WALK-F	AC	97.5	Palchogue	0.9	2.3	247	3627
WBAB-FF	AOR	102.3	Babylon	0.5	1.7	115	2437
WBSR	N	1130	New York	0.6	2.9	175	4528
WBLI-F	AC/CHR	106.1	Palchogue	0.7	2.5	180	3818
WBZO-F	O	103.1	Bay Shore	0.5	1.5	119	2099
WEVD	T	1050	New York	0.3	1.4	92	2176
WFAS-F	AC	103.9	White Plains	0.3	1.0	77	1476
WFME-F	REL	94.7	Newark, NJ	0.9	1.8	228	2700
WHLI	ST	1100	Hempstead	0.5	0.6	126	956
WHUD-F	AC	100.7	Peekskill	0.6	1.3	197	2711
WKJY-F	AC	98.3	Hempstead	0.4	1.2	110	1660
WLIB	B/T	1190	New York	0.7	1.9	191	2709
WLIR-F	AC-NR	92.7	Garden City	0.4	2.1	105	3026
WLUX	ST	540	Islip	0.3	0.6	77	854
WMCA	REL	570	New York	0.4	1.1	100	1656
WMOG-F	AC	98.3	New Brunswick, NJ	0.3	0.8	99	1342
WPAT	E	930	Paterson, NJ	0.3	1.0	76	1483
WWXY-F	C	107.1	Briarcliff Manor, NY	0.5	1.4	132	2241
WWZY-F	C	107.1	Long Branch, NJ	0.4	0.8	118	1566

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WKXW-F	T	101.5	Trenton, NJ	0.8	3.2	295	6514

Consolidation Report	12+	25-54	Revenue
Big City WWVY-FM, WWXY-FM, WWYY-FM, WWZY-FM	0.9 %	1.1 %	%
CBS/Infinity WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM	19.1 %	20.3 %	37.9 %
Chancellor WAXQ-FM, WBIX-FM, WHTZ-FM, WKTU-FM, WLTW-FM	17.8 %	19.0 %	20.6 %
Emmis WQCD-FM, WQHT-FM, WRKS-FM	12.2 %	12.3 %	14.5 %
SBS WPAT-FM, WSKO-FM	8.2 %	9.8 %	5.9 %
	<b>58.2 %</b>	<b>62.5 %</b>	<b>78.9 %</b>

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	1387 (9)	1387 (9)	6.2 %	5.2 %
AOR/Classic/NR	0 (0)	1850 (5)	1850 (5)	8.3 %	5.1 %
Black/Urban	188 (1)	3293 (3)	3481 (4)	15.6 %	17.1 %
CHR	0 (0)	2756 (3)	2756 (3)	12.3 %	13.4 %
Classical	0 (0)	707 (1)	707 (1)	3.2 %	2.9 %
Country	0 (0)	226 (3)	226 (3)	1.0 %	1.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	410 (1)	2490 (3)	2900 (4)	13.0 %	13.1 %
Jazz	0 (0)	795 (1)	795 (1)	3.6 %	3.3 %
News/Talk	3404 (6)	196 (1)	3600 (7)	16.1 %	16.2 %
Oldies	0 (0)	1319 (2)	1319 (2)	5.9 %	6.0 %
Others/Unknown	76 (1)	0 (0)	76 (1)	0.3 %	0.9 %
Religion/Gospel	99 (1)	221 (1)	320 (2)	1.4 %	1.8 %
Soft AC	0 (0)	1511 (1)	1511 (1)	6.8 %	7.4 %
Sports	703 (1)	0 (0)	703 (1)	3.1 %	3.3 %
Standards/EZ	733 (3)	0 (0)	733 (3)	3.3 %	3.1 %
<b>Totals</b>	<b>5613 (14)</b>	<b>16751 (33)</b>	<b>22364 (47)</b>		

### AM Stations

Station	Power	Format	Advertiser	Agency
WABC	770 50 kw	Talk	ABC	\$355.00 ABC
WADO	1280 5 kw (DA-1)	Hispanic News-Talk		\$100.00 Katz Hisp. Heftel
WCBS	880 50 kw	News	CBS	\$425.00 CBS CBS/Infinity
WEVD	1050 50 kw (DA-2)	Talk	Westwd	\$ NA Groskin
WFAN	660 50 kw	Sports	Westwd, CBS	\$470.00 Infinity CBS/Infinity
WHS	1010 50 kw (DA-2)	News	ABC, CNN	\$445.00 CBS CBS/Infinity
WLIB	1190 10 kw (Days, DA)	Black News/Talk	AURN, ABC	\$75.00 Mc-Guild Inner City
WOR	710 50 kw (DA-1)	Talk	ABC, Westwd	\$320.00 Mc-Guild Buckley
WQEW	1560 50 kw (DA-2)	Standards		\$90.00 Allied New York Times



# NEW YORK

## FM Stations

Call Letters	Freq	Class	Program	Power	Owner	City
WABC	104.3	7.0 kW (61.2%)	Classic AC/R	AM/FM	\$170,000	Katz, Chancellor
WHDZ	105.1	6.1 kW (61.3%)	AC		\$320,000	Conby, Chancellor
WHTZ	107.5	4.2 kW (61.3%)	Black AC	AFC	\$260,000	McCauley, Innot City
WJAA	105.9	0.01 kW (61.2%)	Hispanic Tropical		\$14A	Edibel, Newark, NJ
WJIS	101.1	6.0 kW (61.2%)	Oldies	CRS	\$560,000	CRS, CRS/Infinity
WJLZ	100.3	6.1 kW (61.3%)	CHR		\$314,000	Chancellor, Newark, NJ
WJLI	101.5	5.4 kW (61.4%)	CHR/Urban	Westwood	\$400,000	Freeman, Chancellor, Lake Success, NY
WJLV	106.7	6.1 kW (61.3%)	Soft AC	AM/FM	\$500,000	Katz, Chancellor
WJLV	102.7	7.0 kW (61.2%)	AC/R	Westwood	\$305,000	CRS, CRS/Infinity
WJVI	91.1	5.4 kW (61.4%)	Hispanic Contemp		\$125,000	Caballero, SBS, Paterson, NJ
WJXI	95.5	5.7 kW (61.0%)	CHR/AC	AFC	\$435,000	AFC, AFC
WJXD	101.9	6.1 kW (61.3%)	Jazz		\$360,000	Chancellor, Empire
WJXH	97.1	6.7 kW (61.3%)	Urban/CHR		\$390,000	Allred, Empire
WJZR	96.1	6.1 kW (61.3%)	Classical	Westwood	\$190,000	Allred, New York Times
WJZL	90.7	6.1 kW (61.3%)	Black AC	Sonoco, Westwood	\$475,000	DBR, Empire
WJZQ	97.9	6.1 kW (61.3%)	Hispanic Tropical		\$140,000	Caballero, SBS
WJZP	92.1	6.1 kW (61.3%)	Talk/How Rock	Westwood, Sonoco	\$540,000	Infinity, CRS/Infinity

Notes: 9/98 WKRL (910, New City) sold by Reg City Inc. for \$1,625,000. 10/98 WJDM (1530)/WJBA11 (1660) sold by Children's to Unicom as part of a \$29,250,000 four station transaction. 12/98 WJXZ changed from AC to Black Oldies as "Jammin' Oldies." 12/98 WJZY changed call to WYNY-F. 12/98 WJLW (1540) by AFC, changed from Standard to Children's (Deany).

### FORMAT CODES

AC	Adult Contemporary	J	Jazz and New Adult Contemporary
AC/HR	Modern AC	KBIS	Children's
AC/R	Album Oriented Rock	N	News
AC/R/HR	New Rock	O	Oldies (50's & 60's)
AC/R/P	Progressive AC/R	RFI	Religion, Christian
B	Black (audience 75%+ Black)	RFI/CC	Contemporary Christian
BA/AC	Black Adult Contemporary	SAC	Soft Adult Contemporary
B/G	Black Gospel	SP	Hispanic/Spanish
B/O	Black Oldies	SP/C	Hispanic Contemporary
BZ	Business, News, & Talk	SP/RI	Hispanic News/Talk/Information
C	Country	SP/R	Hispanic Regional
CC	Classic Country	SP/TP	Hispanic Tropical
CHR	Contemporary Hit Radio, Top 40	SP/VA	Hispanic Variety
CL	Classical	SP/LI	Lepano
CL/AC/R	Classic AC/R, Classic Rock	SPORTS	Sports
CL/HR/O	Classic Hit/70's Oldies	ST	Standard, Top 40, Nostalgia
F	Foreign (usually Foreign Language)	T	Talk
FZ	Easy Listening, Discarded Music	U	Urban (majority of audience is non-white)
FV	Full Service	VA	Variety
G	Gospel	?	Other or Unknown

### REVENUE LEVEL CODES

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

# NORFOLK

**Arbitron Rank:** 36 Pop (12+): 1,225,200  
**MSA Rank:** 33  
**MSA Pop:** 1,560,000  
**DMA:** 40  
**Average Persons Rating:** 15.1  
**Market TSL In Hours:** 20.00

**Stations:** 27 / 26  
**Diaries:** 1,668 / 735:1 / 53.4%  
**Sample Target:** 1,670  
**% Below Line:** 0.4  
**% Not Listed:** 12.0  
**Pop per Station:** 47,123

**Last Year's Revenue:** \$42,700,000  
**Household Income:** \$42,139  
**Total Retail Sales:** \$13.6 Bil.  
**#1 Bitter:** WOWI-F \$5,750,000  
**#1 Billing Portfolio:**  
 Sinclair Broadcast Group \$10,120,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WOWI-F	B	214 / 11.5	13.3	13.3	13.0	12.4	12.8	2550 / 20.8	22.2	21.5	232 / 2874	G	WOWI-F
2	WCMS-AF	C	121 / 6.5	6.4	6.7	7.2	5.8	6.7	1894 / 15.5	14.0	12.9	142 / 2186	D	WCMS-AF
3	WWDE-F	AC	117 / 6.3	5.5	5.7	6.2	5.0	5.9	1848 / 15.1	14.0	14.0	122 / 1980	F	WWDE-F
4	WGH-F	C	100 / 5.4	5.5	6.1	6.3	6.1	5.8	1813 / 14.8	13.2	12.6	120 / 2128	F	WGH-F
5	WNOR-AF	AOR	96 / 5.2	6.0	4.9	6.3	5.4	5.6	1692 / 13.8	13.6	12.1	105 / 1838	F	WNOR-AF
6	WJCD-F	J/U	90 / 4.8	5.8	4.6	4.7	6.2	5.0	1350 / 11.0	10.5	12.1	100 / 1517	D	WJCD-F
7	WVNZ-F	CHR	88 / 4.7	5.8	5.1	5.0	5.0	5.2	2200 / 18.0	16.9	14.8	100 / 2484	C	WVNZ-F
8	WPTE-F	AC/CHR	85 / 4.6	4.6	5.1	6.1	4.6	5.1	1792 / 14.6	14.7	14.2	92 / 1887	D	WPTE-F
8	WAFX-F	CL AOR	85 / 4.6	4.9	5.8	3.2	4.1	4.6	1544 / 12.6	12.5	10.3	109 / 1891	C	WAFX-F
10	WFOG-F	SAC	83 / 4.5	4.0	4.0	4.3	5.3	4.2	1107 / 9.0	10.9	11.5	89 / 1260	D	WFOG-F
11	WNIS	N/T	80 / 4.3	3.1	3.3	2.3	3.8	3.3	1258 / 10.3	9.0	8.7	86 / 1355	D	WNIS
12	WSVY-F	B	74 / 4.0	3.5	3.6	2.7	2.8	3.4	861 / 7.0	7.6	7.2	77 / 920	C*	WSVY-F
13	WVKL-F	O	73 / 3.9	3.6	3.5	4.4	3.8	3.9	1281 / 10.5	10.8	10.4	83 / 1460	C	WVKL-F
14	WKOC-F	AOR-P	59 / 3.2	2.4	3.0	1.9	1.7	2.6	1435 / 11.7	8.3	7.5	65 / 1531	C	WKOC-F
15	WXEZ-F	EZ	49 / 2.6	3.6	2.4	2.7	3.4	2.8	748 / 6.1	5.8	6.4	69 / 973	C	WXEZ-F
16	WROX-F	CHR	47 / 2.5	2.4	1.9	3.1	2.3	2.5	1436 / 11.7	8.1	10.3	56 / 1620	C	WROX-F
17	WSVV-F	B	30 / 1.6	1.1	1.1	1.3	0.6	1.3	555 / 4.5	4.7	3.9	31 / 598	*	WSVV-F
17	WPCE	G	30 / 1.6	2.6	1.5	0.9	3.0	1.7	483 / 3.9	3.8	4.9	30 / 483	B	WPCE
19	WGPL	B/G	26 / 1.4	0.8	0.6	2.1	2.3	1.2	523 / 4.3	2.3	4.1	26 / 536	A	WGPL
19	WTAR	T/SPRTS	26 / 1.4	1.3	1.5	1.4	1.0	1.4	597 / 4.9	5.4	5.4	29 / 658	B	WTAR
21	WGH	SPRTS	20 / 1.1	0.5	0.7	0.7	1.2	0.8	528 / 4.3	2.8	3.5	22 / 586	A	WGH

12+ FM Share (Metro): 86.28% (1409 of 1633) (Fall 97: 85.51%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOWI-F >>	1 WOWI-F	1 WOWI-F >	1 WOWI-F >	1 WOWI-F >	1 WCMS-AF	1 WOWI-F	1 WOWI-F <	1 WOWI-F >	1 WOWI-F >>	1 WOWI-F >
2 WVNZ-F <	2 WNOR-AF	2 WWDE-F	2 WWDE-F	2 WWDE-F	2 WNIS <	2 WNOR-AF	2 WNIS <	2 WCMS-AF <	2 WVNZ-F	2 WCMS-AF
3 WROX-F >>	3 WPTE-F <	3 WNOR-AF <	3 WAFX-F <	3 WAFX-F <	3 WFOG-F	3 WWDE-F <	3 WWDE-F	3 WWDE-F <	3 WNOR-AF <	3 WGH-F
	4 WWDE-F <	4 WGH-F <	4 WGH-F <	4 WGH-F <	3 WJCD-F <	4 WCMS-AF	4 WCMS-AF	4 WGH-F <	4 WROX-F	3 WVNZ-F <
	5 WGH-F	5 WPTE-F <	5 WPTE-F <	4 WJCD-F <	5 WSVY-F <	5 WGH-F <	5 WGH-F <	5 WAFX-F <	4 WJCD-F <	5 WWDE-F <
	6 WVNZ-F >	6 WAFX-F	6 WJCD-F <	6 WCMS-AF <	6 WWDE-F <	6 WSVY-F	6 WPTE-F <	6 WFOG-F <	6 WCMS-AF	6 WJCD-F <
	7 WKOC-F <	7 WCMS-AF <	7 WNOR-AF <	7 WVKL-F <	7 WVKL-F <	7 WAFX-F	7 WJCD-F	7 WJCD-F <	6 WWDE-F <	7 WPTE-F <
	8 WAFX-F <	8 WVNZ-F <	8 WCMS-AF <	8 WPTE-F <	8 WAFX-F	7 WPTE-F <	7 WFOG-F <	8 WVNZ-F <	8 WSVY-F	8 WSVY-F <
		9 WJCD-F	9 WKOC-F <	9 WNOR-AF <	9 WXEZ-F <	9 WVKL-F <	9 WAFX-F <	9 WPTE-F <	9 WGH-F	9 WAFX-F <
			10 WVKL-F <	10 WSVY-F <	10 WGH-F	10 WFOG-F <	10 WVKL-F <	10 WNOR-AF <		10 WFOG-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WOWI-F >	1 WOWI-F >>	1 WOWI-F >	1 WOWI-F	1 WOWI-F <	1 WOWI-F	1 WOWI-F >	1 WOWI-F >>	1 WOWI-F	1 WOWI-F	1 WOWI-F >>
2 WGH-F	2 WGH-F <	2 WWDE-F	2 WWDE-F	2 WWDE-F >	2 WNOR-AF >	2 WNOR-AF >	2 WNOR-AF >	2 WNOR-AF	2 WAFX-F	2 WCMS-AF <
3 WVNZ-F <	3 WWDE-F	3 WPTE-F	3 WGH-F	3 WGH-F <	3 WWDE-F >	3 WPTE-F	3 WPTE-F	3 WAFX-F	3 WNOR-AF	3 WVNZ-F
4 WPTE-F >	3 WPTE-F	4 WGH-F	4 WPTE-F <	4 WJCD-F	4 WPTE-F	4 WWDE-F	4 WGH-F <	4 WWDE-F	4 WCMS-AF <	4 WNIS
5 WWDE-F	5 WVNZ-F	5 WJCD-F <	5 WVNZ-F	5 WVKL-F <	5 WAFX-F	5 WGH-F	5 WKOC-F	4 WPTE-F	5 WKOC-F <	
5 WROX-F	6 WCMS-AF	6 WCMS-AF <	6 WJCD-F <	6 WCMS-AF <	6 WGH-F	6 WVNZ-F <	5 WVNZ-F	6 WGH-F <	6 WJCD-F	
	7 WJCD-F	7 WVNZ-F	7 WCMS-AF <	7 WPTE-F	6 WVNZ-F	7 WAFX-F	7 WNIS	7 WCMS-AF <	6 WPTE-F <	
			8 WVKL-F <	7 WSVY-F <				8 WKOC-F	8 WGH-F	
			9 WAFX-F <	9 WVNZ-F <				9 WJCD-F	8 WVKL-F <	
				10 WFOG-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBYM	ST	1490	Hampton 0.5 0.7 9 92
WKOM	REL	940	Smithfield 0.5 1.5 10 212
WTJZ	REL	1270	Newport News 0.8 2.0 15 262

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMZ-F	REL-CC	104.9	Hertford, NC 0.4 0.8 13 229

# NORFOLK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Clear Channel</b> WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM	21.9 %	22.8 %	22.4 %	AC	0 (0)	202 (2)	202 (2)	12.4 %	11.1 %
<b>Petracom</b> WFOG-FM, WGH-AM, WGH-FM	11.0 %	11.1 %	16.4 %	AOR/Classic/NR	1 (1)	239 (3)	240 (4)	14.7 %	15.5 %
<b>Saga</b> WAFX-FM, WNOR-AF	9.8 %	11.2 %	13.4 %	Black/Urban	0 (0)	318 (3)	318 (3)	19.5 %	18.2 %
<b>Sinclair Broadcast Group</b> WVNZ-FM, WPTE-FM, WVKL-FM, WWDE-FM	19.5 %	21.5 %	23.7 %	CHR	0 (0)	135 (2)	135 (2)	8.3 %	5.7 %
<b>Sinclair Communications</b> WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM	11.4 %	10.7 %	12.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Willis</b> WGPL-AM, WPCE-AM	3.0 %	2.3 %	2.2 %	Country	8 (1)	213 (2)	221 (3)	13.5 %	13.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	90 (1)	90 (1)	5.5 %	7.1 %
				News/Talk	106 (2)	0 (0)	106 (2)	6.5 %	5.5 %
				Oldies	0 (0)	73 (1)	73 (1)	4.5 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	80 (4)	7 (1)	87 (5)	5.3 %	7.5 %
				Soft AC	0 (0)	83 (1)	83 (1)	5.1 %	10.0 %
				Sports	20 (1)	0 (0)	20 (1)	1.2 %	1.3 %
				Standards/EZ	9 (1)	49 (1)	58 (2)	3.6 %	0.0 %
				<b>Totals</b>	<b>224 (10)</b>	<b>1409 (17)</b>	<b>1633 (27)</b>		

## AM Stations

WCMS	1050	5 kw/0.36 kw	See WCMS-F						
WGH	1310	5 kw (DA-N)	Sports	ESPN	\$24.00	Katz	Petracom		
WGPL	1350	5 kw (DA-2)	Black Gospel	AURN, Westwd	\$ NA	Allied	Willis		
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, CBS	\$27.00	Allied	Sinclair Commun.		
WNOR	1230	1 kw	See WNOR-F						
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00	Mc-Guild	Willis		
WTAR	850	50 kw/25 kw (DA-2)	Talk/Sports	Westwd, 1-On-1	\$53.00	Allied	Sinclair Commun.		

## FM Stations

WAFX	106.9	100 kw @ 984	Classic AOR		\$61.00	CBS	Saga		
WCMS	100.5	50 kw @ 500	Country	ABC	\$82.00	D&R			
WFOG	92.9	50 kw @ 484	Soft AC		\$58.00	D&R	Petracom	Suffolk	
WGH	97.3	74 kw @ 400	Country		\$83.00	Eastman	Petracom		
WJCD	105.3	50 kw @ 500	Jazz/Urban	ABC	\$62.00	Cir Chnl	Clear Channel		
WKOC	93.7	100 kw @ 935	Progressive AOR		\$45.00	Allied	Sinclair Commun.	Elizabeth City, NC	
WNOR	98.7	46 kw @ 520	AOR		\$98.00	Mc-Guild	Saga		
WVNZ	104.5	50 kw @ 479	CHR		\$49.00	D&R	Sinclair Bcst Gp		
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00	Cir Chnl	Clear Channel		
WPTE	94.9	50 kw @ 500	AC/CHR		\$43.00	D&R	Sinclair Bcst Gp		
WROX	96.1	23 kw @ 722	CHR		\$43.00	Allied	Sinclair Commun.	Cape Charles	
WSVV	92.1	3.7 kw @ 420	See WSVY-F					Moyock, NC	
WSVY	107.7	5.2 kw @ 351	Black AC	ABC	\$33.00	Cir Chnl	Clear Channel	Windsor	
WVKL	95.7	40 kw @ 880	Oldies		\$54.00	—	Sinclair Bcst Gp		
WWDE	101.3	50 kw @ 500	AC		\$92.00	D&R	Sinclair Bcst Gp		
WXEZ	94.1	40 kw @ 531	Easy Listening		\$29.00	—	Eure	Yorktown	

Notes: \* WSVY-F revenue level includes WSVV-F revenue . . . To the best of our knowledge, WSVV-F & WSVY-F should have been shown, as in the past, as a simulcast combination . . . 11/98 WTJZ (1270) sold to Epperson (WKGM, etc.) for \$380,000 . . . 12/99 WSVV-F & WSVY-F changed from Black AC to Black Oldies as "Jammin' Oldies" . . . 1/99 WVNS (670) sold to Alliance Broadcasting (price NA)

# OKLAHOMA CITY

Arbitron Rank: 54 Pop (12+): 853,900	Stations: 20 / 19	Last Year's Revenue: \$37,900,000
MSA Rank: 56	Diaries: 1,845 / 463:1 / 49.5%	Household Income: \$37,881
MSA Pop: 1,040,000	Sample Target: 1,785	Total Retail Sales: \$9.9 Bil.
DMA: 43	% Below Line: 0.7	#1 Biller: KXXY-F \$6,400,000
Average Persons Rating: 14.0	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL in Hours: 18.75	Pop per Station: 44,942	Clear Channel \$17,600,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KJYO-F	119 / 9.9	10.6	11.8	10.8	10.3	10.8	2172 / 25.4	26.4	24.8	149 / 2808	E	KJYO-F
2	KATT-F	105 / 8.8	9.3	8.8	8.2	7.2	8.8	1432 / 16.8	17.5	15.8	156 / 2119	E	KATT-F
3	KXXY-F	91 / 7.6	8.4	9.9	9.1	11.1	8.7	1488 / 17.4	18.8	23.6	127 / 2044	G	KXXY-F
3	KMGL-F	91 / 7.6	6.0	5.3	6.0	7.1	6.2	1260 / 14.8	15.1	16.0	116 / 1726	E	KMGL-F
5	KRXO-F	82 / 6.8	7.3	5.7	5.9	7.2	6.4	1204 / 14.1	14.7	16.7	104 / 1532	E	KRXO-F
6	KTOK	81 / 6.8	6.9	6.7	7.5	5.6	7.0	1228 / 14.4	14.8	13.6	98 / 1500	E	KTOK
7	KQSR-F	68 / 5.7	5.4	4.6	4.8	3.7	5.1	1106 / 12.9	13.2	11.0	77 / 1382	C	KQSR-F
8	KOMA-F	63 / 5.3	5.9	6.4	5.1	7.9	5.7	1180 / 13.8	15.3	18.0	94 / 1707	F*	KOMA-F
9	KTST-F	61 / 5.1	4.6	5.3	6.0	8.5	5.2	1181 / 13.8	13.6	17.8	91 / 1733	D	KTST-F
10	KYIS-F	51 / 4.3	4.9	5.6	6.6	5.0	5.3	1253 / 14.7	17.7	13.9	68 / 1666	C	KYIS-F
11	KKNG-F	46 / 3.8	3.6	4.5	0.7		3.1	686 / 8.0	7.5		62 / 921		KKNG-F
12	KVSP	44 / 3.7	4.2	3.0	4.9	3.8	3.9	503 / 5.9	6.2	6.6	45 / 515	B	KVSP
13	KNTL-F	35 / 2.9	1.6	1.0	1.1	0.6	1.7	432 / 5.1	3.1	2.1	35 / 435		KNTL-F
14	KTNT-F	32 / 2.7	3.2	2.5	3.3	2.7	2.9	530 / 6.2	6.3	6.5	32 / 530	C	KTNT-F
15	WWLS	17 / 1.4	0.9	1.5	1.3	1.9	1.3	356 / 4.2	3.7	4.5	26 / 483	A	WWLS
15	KOMA	17 / 1.4	1.3	1.2	0.7	2.0	1.2	452 / 5.3	4.7	8.3	28 / 651	*	KOMA

12+ FM Share (Metro): 81.53% (852 of 1045) (Fall 97: 81.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJYO-F >>>	1 KATT-F	1 KATT-F	1 KR XO-F <	1 KR XO-F <	1 KTOK <	1 KXXY-F <	1 KTOK <	1 KJYO-F <	1 KJYO-F >	1 KJYO-F >
2 KATT-F >	2 KJYO-F >	2 KR XO-F <	2 KATT-F	2 KMGL-F <	2 KXXY-F	2 KATT-F <	2 KMGL-F	2 KATT-F	2 KATT-F	2 KATT-F <
	3 KMGL-F <	3 KJYO-F <	3 KMGL-F	3 KATT-F	3 KMGL-F <	3 KJYO-F	3 KATT-F <	3 KMGL-F <	3 KMGL-F	3 KR XO-F <
	4 KR XO-F <	4 KMGL-F >	4 KJYO-F	4 KXXY-F <	4 KOMA-F <	4 KTOK	4 KXXY-F	4 KR XO-F	4 KR XO-F <	4 KXXY-F
	5 KYIS-F <	5 KQSR-F <	5 KQSR-F <	5 KJYO-F <	5 KQSR-F <	5 KMGL-F	4 KJYO-F	4 KTOK	5 KTST-F	5 KMGL-F
	6 KVSP	6 KXXY-F <	6 KXXY-F	6 KOMA-F	6 KR XO-F >	6 KR XO-F	6 KQSR-F <	6 KXXY-F <	6 KEBC	6 KOMA-F
	6 KTST-F >	7 KTST-F <	7 KTST-F	6 KQSR-F	7 KKNG-F	7 KQSR-F	7 KR XO-F	7 KQSR-F <	7 KQSR-F	7 KQSR-F <
		8 KYIS-F	8 KYIS-F <	8 KTOK	8 KTST-F	8 KOMA-F <	8 KTST-F <	8 KOMA-F <	8 KKNG-F <	8 KTST-F
		9 KVSP	9 KTOK	9 KTST-F	8 KJYO-F <	9 KYIS-F <	9 KOMA-F	9 KTST-F		9 KVSP

Wom 18-24	Wom 18-34	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+ Ovnite
1 KJYO-F >	1 KJYO-F <	1 KMGL-F	1 KMGL-F	1 KMGL-F	1 KATT-F >>>	1 KATT-F >>>	1 KATT-F >	1 KATT-F	1 KR XO-F <	1 KJYO-F >
2 KMGL-F	2 KMGL-F	2 KJYO-F	2 KJYO-F	2 KQSR-F	2 KJYO-F	2 KR XO-F <	2 KR XO-F	2 KR XO-F >	2 KATT-F >	2 KTST-F <
3 KTST-F	3 KYIS-F	2 KYIS-F <	3 KQSR-F <	3 KXXY-F <	3 KVSP >	3 KJYO-F >	3 KJYO-F <	3 KJYO-F	3 KOMA-F <	3 KATT-F
4 KYIS-F	3 KTST-F	4 KTST-F	4 KTST-F	4 KJYO-F	4 KYIS-F	4 KNTL-F <	4 KNTL-F >	4 KNTL-F <	4 KNTL-F	3 KXXY-F <
4 KVSP	5 KATT-F <	5 KQSR-F	5 KYIS-F	5 KTST-F <	5 KR XO-F	5 KVSP	5 KKNG-F	5 KXXY-F <	4 KTOK	5 KR XO-F <
4 KATT-F >	6 KVSP <	6 KATT-F	6 KXXY-F	6 KYIS-F	6 KMGL-F	6 KYIS-F	6 KXXY-F	6 KMGL-F <	6 KMGL-F <	
	7 KQSR-F >	7 KR XO-F	7 KATT-F <	7 KOMA-F	6 KTST-F >	6 KXXY-F	6 KVSP	7 KTOK	7 KJYO-F	
		7 KVSP	8 KR XO-F	7 KR XO-F		6 KKNG-F	8 KTOK	8 KVSP <	7 KXXY-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KEBC	VA	1340	Oklahoma City	1.0	3.6	12	332	KSPI-F	AOR-NR	Stillwater	0.7	1.6	10	236	
KOCV	REL	800	Oklahoma City	0.8	2.6	12	297								
WKY	T	930	Oklahoma City	1.0	3.9	15	423								

# OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Caribou</b> KATT-FM, KNLT-FM, KTNT-FM, KYIS-FM, WWLS-AM	20.1 %	21.2 %	20.3 %	AC	0 (0)	142 (2)	142 (2)	13.6 %	13.7 %
<b>Clear Channel</b> KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM	36.1 %	31.0 %	46.4 %	AOR/Classic/NR	0 (0)	195 (3)	195 (3)	18.7 %	16.4 %
<b>Renda</b> KMGL-FM, KOMA-AM, KOMA-FM, KRXO-FM	21.1 %	25.5 %	29.3 %	Black/Urban	44 (1)	0 (0)	44 (1)	4.2 %	4.3 %
				CHR	0 (0)	119 (1)	119 (1)	11.4 %	11.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	198 (3)	198 (3)	18.9 %	22.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	32 (1)	32 (1)	3.1 %	3.1 %
				News/Talk	93 (2)	0 (0)	93 (2)	8.9 %	6.3 %
				Oldies	17 (1)	63 (1)	80 (2)	7.7 %	11.3 %
				Others/Unknown	12 (1)	0 (0)	12 (1)	1.1 %	1.6 %
				Religion/Gospel	10 (1)	0 (0)	10 (1)	1.0 %	2.4 %
				Soft AC	0 (0)	68 (1)	68 (1)	6.5 %	4.1 %
				Sports	17 (1)	35 (1)	52 (2)	5.0 %	2.1 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>193 (7)</b>	<b>852 (13)</b>	<b>1045 (20)</b>		

### AM Stations

KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	—	Renda	
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal	Clear Channel	
KVSP	1140	1 kw (Days)	Black	AURN, ABC, WW1	\$25.00	—	Perry	
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$21.00	—	Caribou	Moore

### FM Stations

KATT	100.5	100 kw @ 1191	AOR	Source	\$71.00	Banner	Caribou	
KJYO	102.7	100 kw @ 985	CHR		\$66.00	Christal	Clear Channel	
KKNG	93.3	100 kw @ 797	Classic Country		\$ NA	—		Newcastle
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman	Renda	
KNLT	104.9	6 kw @ 300	Sports	1-on-1, ESPN, CBS	\$ NA	—	Caribou	Belhany
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	—	Renda	
KQSR	94.7	100 kw @ 1389	Soft AC		\$ NA	Clr Chnl	Clear Channel	
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	—	Renda	
KTNT	97.7	6 kw @ 315	Jazz		\$37.00	—	Caribou	Edmond
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel	
KXXY	96.1	100 kw @ 1171	Country		\$125.00	Banner	Clear Channel	
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$32.00	D&R	Caribou	

Notes: \* KOMA-F revenue level includes KOMA revenue . . . 10/98 WKY changed from Contemporary Christian to Talk

# OMAHA

Arbitron Rank: 72 Pop (12+): 541,800	Stations: 20 / 19	Last Year's Revenue: \$32,000,000
MSA Rank: 78	Diaries: 1,409 / 385:1 / 55.3%	Household Income: \$53,229
MSA Pop: 690,000	Sample Target: 1,400	Total Retail Sales: \$7.5 Bil.
DMA: 75	% Below Line: 0.5	#1 Biller: KEZO-F \$4,000,000
Average Persons Rating: 15.8	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 28,516	Journal Bcst Gp (pend.) \$11,780,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KEZO-F	AOR	97 / 11.3	11.0	10.1	9.9	9.0	10.6	1047 / 19.3	16.7	19.6	132 / 1622	F	KEZO-F
2	KXKT-F	C	71 / 8.3	9.5	9.4	6.9	8.0	8.5	1006 / 18.6	19.5	18.0	91 / 1329	E	KXKT-F
3	KFAB	FS/T	68 / 7.9	8.6	6.6	8.6	7.3	7.9	996 / 18.4	17.9	18.3	106 / 1715	E	KFAB
4	KOKQ-F	CHR	64 / 7.5	7.4	7.0	6.3	7.0	7.0	1223 / 22.6	21.7	23.6	87 / 1909	E	KOKQ-F
5	KSRZ-F	CHR/JAC	63 / 7.4	8.0	7.2	5.9	4.6	7.1	1092 / 20.2	20.3	11.2	83 / 1573	B	KSRZ-F
6	KKAR	N/T	57 / 6.7	4.1	4.9	5.4	5.0	5.3	961 / 17.7	12.5	17.0	63 / 1128	C	KKAR
7	KGOR-F	O	54 / 5.3	5.6	7.2	6.3	5.6	6.4	920 / 17.0	18.6	17.6	77 / 1365	E	KGOR-F
8	WOW-F	C	41 / 4.8	5.5	5.2	5.1	5.5	5.1	593 / 10.9	11.0	13.2	69 / 957	E	WOW-F
9	KEFM-F	AC	40 / 4.7	5.6	4.9	6.9	7.3	5.5	760 / 14.0	14.7	16.4	67 / 1198	D	KEFM-F
10	KKCD-F	CL AOR	35 / 4.1	3.6	5.9	6.2	7.0	4.9	645 / 11.9	13.2	15.5	38 / 720	D	KKCD-F
11	WOW	C	28 / 3.3	2.7	2.6	1.8	4.0	2.6	342 / 6.3	11.0	13.2	47 / 647	C	WOW
12	KZFX-F	CL HITS	25 / 2.9	3.1	2.3	3.9	4.2	3.1	693 / 12.8	8.0	14.9	49 / 1324	C	KZFX-F
13	KOTD-F	ST	20 / 2.3	2.5	1.3	1.1	1.5	1.8	299 / 5.5	4.0	3.3	23 / 339	A	KOTD-F
14	KESY-F	SAC	17 / 2.0	2.1	3.0	2.0	2.2	2.3	395 / 7.3	8.2	5.6	27 / 579	A	KESY-F
15	KOSR	SPRTS	15 / 1.9	1.4	1.7	1.0	2.2	1.5	260 / 4.8	4.4	3.9	17 / 276	A	KOSR
16	KTNP-F	AC/CHR	15 / 1.8	1.5	2.2	3.2	3.5	2.2	555 / 10.2	11.8	13.0	16 / 576	C	KTNP-F

12+ FM Share (Metro): 73.74% ( 542 of 735 ) ( Fall 97: 74.97% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOKQ-F >>	1 KEZO-F >>	1 KEZO-F >	1 KEZO-F >	1 KEZO-F >	1 KFAB	1 KEZO-F >	1 KEZO-F	1 KEZO-F	1 KOKQ-F	1 KOKQ-F
2 KSRZ-F >	2 KOKQ-F <	2 KXKT-F <	2 KXKT-F	2 KXKT-F	2 KKAR	2 KFAB	2 KKAR	2 KOKQ-F <	2 KEZO-F	1 KEZO-F <
3 KXKT-F >>	3 KSRZ-F	3 KSRZ-F	3 KSRZ-F	3 KSRZ-F <	3 KXKT-F	3 KXKT-F	3 KXKT-F <	3 KXKT-F	3 KSRZ-F	3 KXKT-F <
4 KXKT-F >>	4 KOKQ-F	4 KGDR-F	4 KGDR-F	4 KGOR-F	3 KGOR-F	4 KSRZ-F	4 KFAB <	4 KSRZ-F	4 KXKT-F	4 KKAR
5 KKCD-F	5 KGOR-F	5 KKCD-F <	5 KKAR	5 WOV-F	5 KOKQ-F <	5 KGOR-F <	4 KFAB	5 KFAB <	5 KFAB <	5 KSRZ-F
6 KXKT-F <	6 KKCD-F <	6 KKAR <	6 KEFM-F	6 KEZO-F <	6 KGOR-F <	6 KSRZ-F	6 KGOR-F	6 KGOR-F	6 KGOR-F	5 KFAB
	7 KEFM-F	7 KEFM-F <	6 KKCD-F <	7 WOW	7 KKAR	7 KEFM-F	7 WOW-F	7 WOW-F	7 KKAR <	7 KGOR-F
	8 KKAR <	8 KFAB	8 KFAB <	7 KEFM-F	8 WOW-F	8 KOKQ-F <	7 KEFM-F	8 KEFM-F <	8 KEFM-F <	8 WOW-F
		8 KOKQ-F	9 KOKQ-F <	9 KSRZ-F	8 KEFM-F	9 WOW-F <	9 KKCD-F	9 KESY-F	9 KKCD-F	9 KKCD-F
				9 KXKT-F	9 KKCD-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KOKQ-F	1 KSRZ-F	1 KSRZ-F	1 KXKT-F	1 KXKT-F >	1 KEZO-F >>	1 KEZO-F >>>	1 KEZO-F >>>	1 KEZO-F >>>	1 KEZO-F >>	1 KFAB >
2 KEZO-F	2 KXKT-F	2 KXKT-F >	2 KSRZ-F	2 KSRZ-F <	2 KOKQ-F >>	2 KOKQ-F >	2 KFAB	2 KSRZ-F <	2 KKAR	2 KOKQ-F
3 KSRZ-F	3 KEZO-F	3 KEZO-F	3 KEFM-F <	3 KGOR-F <	3 KOSR	3 KOSR	3 KKCD-F <	3 KSRZ-F <	3 KSRZ-F <	3 KEZO-F
4 KXKT-F >	3 KOKQ-F >	4 KEFM-F	4 KOKQ-F <	4 KEFM-F >	4 KSRZ-F	3 KSRZ-F	2 KOKQ-F	4 KKAR	4 KGOR-F	4 KGOR-F
5 KEFM-F >>	5 KEFM-F >	4 KOKQ-F >	5 KGOR-F <	5 KEZO-F <	4 KKCD-F >	5 KKCD-F	2 KSRZ-F	4 KOKQ-F	4 KKCD-F	
		6 KXKT-F	6 KEZO-F >	6 KOKQ-F <	6 KFAB	6 KKCD-F	6 KGOR-F <	6 KFAB	6 KFAB	
			7 WOW-F	7 WOW-F			7 KOSR	7 KZFX-F	7 KXKT-F	
				7 KFAB			7 KZFX-F <	7 KXKT-F	7 KOKQ-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KCRG	REL	650	Omaha	0.6	1.6	8 140	KMA	FS	960	Shenandoah, IA	0.5	1.4	24 311
KOGL	SPRTS	1180	Bellevue	0.9	4.3	10 302							
KOTD	ST	1020	Plattsmouth	0.8	1.6	19 189							

# OMAHA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar, pend. KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM	24.3 %	24.5 %	34.9 %	AC	0 (0)	55 (2)	55 (2)	7.5 %	12.4 %
Journal Broadcast Group, pend. KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSR-AM, KSRZ-FM, WOW-AM, WOW-FM	34.8 %	38.1 %	35.6 %	AOR/Classic/NR	0 (0)	132 (2)	132 (2)	18.0 %	23.2 %
Local KKAR-AM, KOIL-AM, KQKQ-FM, KZFX-FM	18.0 %	16.5 %	18.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				CHR	0 (0)	127 (2)	127 (2)	17.3 %	8.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	28 (1)	112 (2)	140 (3)	19.0 %	20.0 %
				Full Service	72 (2)	0 (0)	72 (2)	9.8 %	8.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.5 %
				News/Talk	57 (1)	0 (0)	57 (1)	7.8 %	5.7 %
				Oldies	0 (0)	79 (2)	79 (2)	10.7 %	6.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	0 (0)	5 (1)	0.7 %	0.8 %
				Soft AC	0 (0)	17 (1)	17 (1)	2.3 %	5.3 %
				Sports	24 (2)	0 (0)	24 (2)	3.3 %	2.5 %
				Standards/EZ	7 (1)	20 (1)	27 (2)	3.7 %	4.3 %
				Totals	193 (8)	542 (12)	735 (20)		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS \$ 72.00	Christal	Capstar, pend.
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd \$ 35.00	Sentry	KOIL/KQKQ-F
KOSR	1490	1 kw	Sports	\$ NA	Eastman	Journal Bcst Gp
WOW	590	5 kw	Country	ABC \$ NA	Allied	Journal Bcst Gp, pend.

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KEFM	96.1	100 kw @ 1414	AC	\$ 57.00	Mc-Guild	
KESY	97.7	100 kw @ 981	Soft AC	\$ 31.00	Eastman	Journal Bcst Gp Nebraska City
KEZO	92.3	100 kw @ 1212	AOR	\$ 70.00	Eastman	Journal Bcst Gp
KGOR	99.9	115 kw @ 1230	Oldies	Westwd \$ 62.00	Christal	Capstar, pend.
KKCD	105.9	50 kw @ 479	Classic AOR	\$ 42.00	Eastman	Journal Bcst Gp
KOTD	106.9	6 kw @ 328	Standards	ABC \$ NA	—	Waitt Plattsmouth
KQKQ	98.5	100 kw @ 1175	CHR	\$ 64.00	Sentry	KKAR/KOIL Council Bluffs
KSRZ	104.5	100 kw @ 1086	CHR/AC	\$ 40.00	Eastman	Journal Bcst Gp
KTNP	93.3	3.6 kw @ 427	AC/CHR	\$ NA	Katz	Capstar, pend. Bennington
KXKT	103.7	100 kw @ 1014	Country	\$ 63.00	Christal	Capstar, pend. Glenwood, IA
KZFX	101.9	100 kw @ 1132	Classic Hits	\$ 30.00	Sentry	KKAR/KQKQ Lincoln
WOW	94.1	100 kw @ 1184	Country	ABC \$ 91.00	Allied	Journal Bcst Gp, pend.

Notes: \* WOW revenue included in WOW-F revenue level

# ORLANDO

**Arbitron Rank:** 39 Pop (12+): 1,104,600  
**MSA Rank:** 37  
**MSA Pop:** 1,480,000  
**DMA:** 22 w/Daytona, Melbourne  
**Average Persons Rating:** 16.2  
**Market TSL in Hours:** 21.50

**Stations:** 27 / 22  
**Diaries:** 2,197 / 503:1 / 49.6%  
**Sample Target:** 2,150  
**% Below Line:** 2.4  
**% Not Listed:** 11.5  
**Pop per Station:** 50,209

**Last Year's Revenue:** \$77,100,000  
**Household Income:** \$43,301  
**Total Retail Sales:** \$16.1 Bil.  
**#1 Biller:** WWKA-F \$8,700,000  
**#1 Billing Portfolio:** Chancellor \$26,000,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WWKA-F	C	168 / 9.4	7.7	8.2	8.3	8.5	8.4	1863 / 16.9	15.2	16.8	260 / 3510	H	WWKA-F
2	WDBO	FS	134 / 7.5	6.0	7.6	5.7	6.6	6.7	1770 / 16.0	15.7	14.7	179 / 2515	F	WDBO
3	WXXL-F	CHR	126 / 7.1	7.3	7.1	7.6	6.1	7.3	2326 / 21.1	21.5	20.0	167 / 3392	G	WXXL-F
4	WJHM-F	B	108 / 6.0	6.4	7.6	6.7	6.6	6.7	1521 / 13.8	15.7	15.8	180 / 2725	G	WJHM-F
5	WTKS-F	T	107 / 6.0	6.9	6.2	7.5	7.7	6.6	1556 / 14.1	15.3	16.1	202 / 2935	G	WTKS-F
6	WMGF-F	SAC	102 / 5.7	5.5	6.5	6.1	4.5	6.0	1512 / 13.7	15.2	14.8	197 / 2785	G	WMGF-F
7	WOMX-F	AC	100 / 5.6	7.0	5.9	5.7	5.0	6.0	1890 / 17.1	17.9	17.2	176 / 3412	H	WOMX-F
8	WOCL-F	O	89 / 5.0	4.4	4.4	6.0	6.4	4.9	1629 / 14.7	14.1	15.4	167 / 3295	G	WOCL-F
9	WCFB-F	BIAC	87 / 4.9	3.4	4.3	4.2	4.3	4.2	899 / 8.1	9.3	8.7	123 / 1371	D	WCFB-F
10	WLOQ-F	J	86 / 4.8	4.0	3.8	4.0	4.8	4.2	1276 / 11.6	10.0	10.7	98 / 1572	E	WLOQ-F
11	WMMO-F	AC-AOR	83 / 4.6	4.5	3.4	4.9	3.8	4.4	1227 / 11.1	9.5	11.4	97 / 1672	F	WMMO-F
12	WJRR-F	AOR	77 / 4.3	4.4	4.5	4.5	4.3	4.4	1255 / 11.4	11.8	12.3	163 / 2549	F	WJRR-F
13	WSHE-F	CHR/AC	63 / 3.5	4.4	3.3	2.8	3.3	3.5	1488 / 13.5	12.3	13.5	101 / 2507	D	WSHE-F
14	WHTQ-F	CL AOR	58 / 3.2	4.1	3.1	3.1	3.8	3.4	1031 / 9.3	9.6	9.8	120 / 2240	E	WHTQ-F
15	WHOO	ST	39 / 2.2	2.7	2.8	3.1	3.0	2.7	650 / 5.9	5.8	6.4	48 / 836	B	WHOO
16	WQTM	SPRIS	32 / 1.8	1.2	0.9	1.1	1.8	1.2	584 / 5.3	4.1	5.8	47 / 961	B	WQTM
17	WTLN-F	REL	18 / 1.0	1.0	1.4	1.0	1.3	1.1	341 / 3.1	3.6	4.4	21 / 407	C	WTLN-F

12+ FM Share (Metro): 83.12% ( 1315 of 1582 ) ( Fall 97: 83.22% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WXXL-F	1 WWKA-F <	1 WWKA-F	1 WWKA-F	1 WWKA-F <	1 WWKA-F <	1 WDBO	1 WWKA-F	1 WJHM-F	1 WWKA-F
2	WJHM-F >	2 WJHM-F	2 WTKS-F <	2 WTKS-F <	2 WTKS-F <	2 WTKS-F <	2 WTKS-F >	2 WTKS-F <	2 WTKS-F <	2 WTKS-F <
3	WJRR-F >>	3 WTKS-F <	3 WOMX-F <	3 WOMX-F <	3 WOMX-F <	3 WMGF-F <	3 WTKS-F <	3 WMGF-F	3 WMGF-F <	3 WMGF-F <
4	WOMX-F	4 WOMX-F	4 WMMO-F	4 WMMO-F <	4 WMMO-F <	4 WMMO-F <	4 WMMO-F <	4 WMMO-F <	4 WMMO-F <	4 WMMO-F <
5	WJRR-F <	5 WJHM-F <	5 WTKS-F <	5 WTKS-F <	5 WTKS-F <	5 WTKS-F <	5 WTKS-F <	5 WTKS-F <	5 WTKS-F <	5 WTKS-F <
6	WSHE-F	6 WMMO-F	6 WLOQ-F	6 WOCL-F	6 WMMO-F	6 WCFB-F	6 WTKS-F <	6 WTKS-F <	6 WTKS-F <	6 WTKS-F <
7	WCFB-F	7 WOCL-F	6 WOCL-F <	6 WCFB-F	7 WCFB-F <	7 WCFB-F <	7 WCFB-F <	7 WCFB-F <	7 WCFB-F <	7 WCFB-F <
8	WMMO-F <	7 WCFB-F <	8 WCFB-F <	8 WMGF-F <	8 WTKS-F <	8 WOCL-F <	7 WOMX-F <	8 WOCL-F <	8 WOMX-F	7 WCFB-F
9	WWKA-F	9 WLOQ-F <	9 WMGF-F <	9 WXXL-F	9 WOMX-F	9 WMGF-F <	9 WLOQ-F	9 WJRR-F <	9 WLOQ-F	9 WJRR-F <
10		10 WHTQ-F <	10 WDBO <	10 WHTQ-F <	10 WMMO-F <	10 WJHM-F <	10 WCFB-F <	10 WOCL-F	10 WDBO <	10 WDBO <

Wom 18-24	Wom 18-34	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+ Ovrnite
1	WXXL-F	1 WOMX-F <	1 WWKA-F <	1 WWKA-F	1 WJHM-F	1 WTKS-F	1 WTKS-F	1 WTKS-F >	1 WTKS-F	1 WDBO
2	WJHM-F >	2 WJHM-F <	2 WTKS-F <	2 WTKS-F <	2 WMGF-F <	2 WTKS-F <	2 WTKS-F <	2 WTKS-F <	2 WTKS-F <	2 WTKS-F <
3	WSHE-F	3 WOMX-F <	3 WSHE-F	3 WOMX-F	3 WJRR-F	3 WJRR-F <	3 WOMX-F	3 WMGF-F <	3 WMGF-F <	3 WJHM-F
4	WOMX-F	4 WSHE-F >	4 WCFB-F	4 WJHM-F <	4 WTKS-F >>	4 WJHM-F	4 WTKS-F <	4 WTKS-F <	4 WTKS-F <	4 WTKS-F <
5	WTKS-F	5 WCFB-F <	4 WJHM-F	5 WMGF-F	5 WOCL-F	5 WOMX-F >	5 WMGF-F <	5 WMGF-F <	5 WMGF-F <	5 WMGF-F <
6	WJRR-F	6 WTKS-F <	6 WLOQ-F <	6 WSHE-F	5 WLOQ-F <	6 WCFB-F	6 WCFB-F <	5 WHTQ-F <	6 WOMX-F <	6 WTKS-F <
7	WMGF-F	7 WWKA-F <	7 WMGF-F	6 WOCL-F <	7 WCFB-F	6 WMMO-F	7 WJHM-F <	7 WJHM-F	7 WDBO	7 WDBO
7	WWKA-F	8 WMGF-F	7 WWKA-F <	8 WCFB-F <	8 WMMO-F	8 WHTQ-F <	8 WSHE-F	7 WOMX-F	7 WOCL-F <	7 WOCL-F <
7	WCFB-F >	9 WLOQ-F	9 WTKS-F <	9 WLOQ-F <	9 WJHM-F	9 WQTM	9 WLOQ-F	9 WLOQ-F	9 WLOQ-F	9 WLOQ-F
10		10 WMMO-F <	10 WMMO-F	9 WSHE-F			9 WCFB-F <	10 WJRR-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WOKB	E	1600	Winter Garden	0.6	1.7	12 205	WAOA-F	CHR	107.1	Melbourne	0.3	1.5	62 1080
WONQ	SP	1030	Oviedo	0.8	2.1	25 267	WUVV-F	EZ/ST	103.5	Bradenton	0.6	1.4	59 760
WRLZ	SP-C	1270	Eatonville	0.7	1.1	12 124	WGNE-F	C	98.1	Titusville	0.4	2.6	58 1208
WRMO	SP	1140	Orlando	0.8	1.1	17 148	WKRO-F	AOR-NR	93.1	Edgewater	0.5	3.6	26 784
WWNZ	H	740	Orlando	0.5	3.7	11 496	WPCV-F	C	97.5	Winter Haven	0.6	3.5	114 1730



# ORLANDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Chancellor</b> WJHM-FM, WOCL-FM, WOMX-FM, WXXL-FM	23.7 %	22.4 %	33.7 %	AC	0 (0)	100 (1)	100 (1)	6.3 %	5.7 %
<b>Clear Channel</b> WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM	21.8 %	22.6 %	27.1 %	AOR/Classic/NR	0 (0)	227 (4)	227 (4)	14.3 %	14.2 %
<b>Cox</b> WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WTLN-FM, WWKA-FM	32.8 %	33.2 %	32.6 %	Black/Urban	0 (0)	195 (2)	195 (2)	12.3 %	12.5 %
				CHR	0 (0)	195 (3)	195 (3)	12.3 %	10.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	186 (3)	186 (3)	11.8 %	11.4 %
	<b>78.3 %</b>	<b>78.2 %</b>	<b>93.4 %</b>	Full Service	134 (1)	0 (0)	134 (1)	8.5 %	7.5 %
				Hispanic	42 (3)	0 (0)	42 (3)	2.7 %	2.2 %
				Jazz	0 (0)	86 (1)	86 (1)	5.4 %	5.4 %
				News/Talk	9 (1)	107 (1)	116 (2)	7.3 %	9.7 %
				Oldies	0 (0)	89 (1)	89 (1)	5.6 %	7.3 %
				Others/Unknown	11 (1)	0 (0)	11 (1)	0.7 %	0.7 %
				Religion/Gospel	0 (0)	18 (1)	18 (1)	1.1 %	1.5 %
				Soft AC	0 (0)	102 (1)	102 (1)	6.4 %	5.2 %
				Sports	32 (1)	0 (0)	32 (1)	2.0 %	2.0 %
				Standards/EZ	39 (1)	10 (1)	49 (2)	3.1 %	4.0 %
				<b>Totals</b>	<b>267 (8)</b>	<b>1315 (19)</b>	<b>1582 (27)</b>		

### AM Stations

WDBO	580	5 kw (DA-N)	Full Service	ABC, Westwd	\$79.00	Katz	Cox	
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00	Christal	Cox	
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS, ESPN	\$20.00	Clr Chnl	Clear Channel	Pine Hills

### FM Stations

WCFB	94.5	100 kw @ 1470	Black AC		\$53.00	Katz	Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$64.00	Christal	Cox	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	Sentry	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$90.00	Clr Chnl	Clear Channel	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$64.00	Allied		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC		\$132.00	Clr Chnl	Clear Channel	Mt. Dora
WMMO	98.9	38 kw @ 440	AC-AOR		\$81.00	Christal	Cox	
WOCL	105.9	100 kw @ 1585	Oldies		\$144.00	Eastman	Chancellor	Deland
WOMX	105.1	100 kw @ 1598	AC	AMFM	\$155.00	Eastman	Chancellor	
WSHE	100.3	100 kw @ 1188	CHR/AC		\$54.00	Clr Chnl	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	Westwd	\$105.00	Clr Chnl	Clear Channel	Cocoa Beach
WTLN	95.3	6 kw @ 315	Religion	USA	\$30.00	Salem	Cox	Apopka
WWKA	92.3	100 kw @ 1341	Country		\$160.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR		\$110.00	Sentry	Chancellor	Leesburg

Notes: 12/98 WTLN-F changed from Religion to simulcasting Full Service WDBO . . . 1/99 WTLN-F changed from simulcasting WDBO to Dance CHR (CHR/U) as WYPO-F

# OXNARD-VENTURA

**Arbitron Rank:** 106 Pop (12+): 379,600  
**MSA Rank:** 74  
**MSA Pop:** 733,000 (w/Sta. Barbara)  
**DMA:** LA (#2)  
**Average Persons Rating:** 16.4  
**Market TSL in Hours:** 22.00

**Stations:** 45 / 15  
**Diaries:** 1,232 / 308:1 / 50.1%  
**Sample Target:** 1,120  
**% Below Line:** 41.7  
**% Not Listed:** 9.8  
**Pop per Station:** 25,307

**Last Year's Revenue:** \$10,000,000  
**Household Income:** \$50,126  
**Total Retail Sales:** \$3.6 Bil.  
**#1 Biller:** KHAY-F \$2,300,000  
**#1 Billing Portfolio:** Bengal/McDonald \$5,300,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KHAY-F	C	44 / 7.1	6.1	6.2	6.2	518 / 13.6	13.1	11.6	58 / 737	D	KHAY-F
2	KXLM-F	SP-C	39 / 6.3	3.4	6.2	7.0	447 / 11.8	10.0	12.6	49 / 545	C	KXLM-F
3	KCAQ-F	CHR/U	38 / 6.1	6.4	5.7	4.8	655 / 17.3	17.4	17.2	51 / 925	C	KCAQ-F
4	KKZZ	ST	30 / 4.8	3.2	4.4	4.3	324 / 8.5	6.4	8.0	35 / 356		KKZZ
5	KRTH-F	O	29 / 4.7	3.9	4.5	3.4	509 / 13.4	13.3	16.4	43 / 995		KRTH-F
6	KBBY-F	AC	27 / 4.3	4.4	4.7	5.3	436 / 11.5	11.9	12.5	28 / 511	D	KBBY-F
7	KMLA-F	SP	25 / 4.0	3.2	3.2	2.2	352 / 9.3	7.5	5.8	26 / 362		KMLA-F
8	KLOS-F	AOR	22 / 3.5	3.0	2.4	2.6	408 / 10.7	9.3	8.9	44 / 803		KLOS-F
9	KOCP-F	CL AOR	21 / 3.4	3.0	3.4	2.6	285 / 7.5	7.9	8.4	25 / 423		KOCP-F
10	KRUZ-F	AC	20 / 3.2	1.9	2.0	1.9	420 / 11.1	8.4	7.3	39 / 1040		KRUZ-F
11	KVEN	N/T	19 / 3.1	3.2	2.4	3.8	302 / 8.0	8.9	6.7	23 / 367	C	KVEN
12	KFI	T	18 / 2.9	3.4	3.4	3.4	290 / 7.6	9.0	8.3	58 / 840		KFI
13	KCZN-F	SP-C	17 / 2.7	1.2	4.0	2.1	260 / 6.8	4.2	8.2	18 / 275		KCZN-F
14	KVYY-F	AOR-P	16 / 2.6	3.2	2.5	2.7	290 / 7.6	10.8	9.6	16 / 319		KVYY-F
15	KPWR-F	U/CHR	15 / 2.4	2.7	3.4	2.9	355 / 9.4	11.1	11.6	17 / 502		KPWR-F
16	KNX	N	14 / 2.3	2.5	3.4	2.9	362 / 9.5	9.8	11.2	37 / 916		KNX

12+ FM Share (Metro): 78.93% (442 of 560) (Fall 97: 78.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCAQ-F >>>	1 KXLM-F <	1 KXLM-F	1 KXLM-F	1 KHAY-F <	1 KKZZ <	1 KXLM-F <	1 KHAY-F >	1 KHAY-F	1 KCAQ-F >	1 KCAQ-F
2 KPWR-F	2 KCAQ-F	2 KHAY-F	2 KLOS-F	2 KXLM-F	2 KHAY-F >	2 KHAY-F	2 KKZZ <	2 KXLM-F <	2 KHAY-F	1 KXLM-F <
3 KXLM-F >	3 KHAY-F <	2 KBBY-F <	2 KHAY-F <	3 KRTH-F <	3 KRTH-F <	3 KVEN	3 KXLM-F	3 KCAQ-F	3 KXLM-F	3 KHAY-F
4 KRUZ-F	4 KVYY-F	4 KCAQ-F	4 KBBY-F <	4 KBBY-F	4 KVEN <	3 KCAQ-F <	4 KRTH-F <	4 KRTH-F <	3 KPWR-F	4 KMLA-F <
4 KKBT-F >	4 KBBY-F	4 KMLA-F <	5 KMLA-F	4 KLOS-F	5 KFI <	5 KLOS-F	5 KBBY-F	5 KKZZ <	3 KMLA-F <	5 KRTH-F <
	6 KRUZ-F	6 KRTH-F <	5 KRTH-F <	6 KOCP-F <	6 KXLM-F	6 KBBY-F <	6 KCAQ-F	6 KBBY-F <	6 KLOS-F	6 KKZZ
	7 KLOS-F	7 KLOS-F	7 KOCP-F	7 KMLA-F	7 KMLA-F	7 KRTH-F <	7 KOCP-F <	7 KOCP-F <	7 KVYY-F <	7 KBBY-F <
	7 KMLA-F	8 KOCP-F <	8 KCZN-F <	8 KCZN-F <	7 KBBY-F	8 KLSX-F <	8 KFI <	8 KMLA-F	8 KVEN	8 KOCP-F
	7 KRTH-F	9 KCZN-F <	9 KCAQ-F		7 KOCP-F <	9 KKZZ	9 KRUZ-F <	9 KRUZ-F <	8 KKZZ	9 KRUZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KXLM-F	1 KXLM-F	1 KBBY-F	1 KXLM-F >	1 KXLM-F	1 KCAQ-F >	1 KCAQ-F	1 KHAY-F	1 KLOS-F	1 KLOS-F	1 KCAQ-F
2 KCAQ-F	2 KCAQ-F	2 KXLM-F	2 KMLA-F	2 KHAY-F <	2 KMLA-F	1 KXLM-F	1 KLOS-F	2 KXLM-F <	2 KHAY-F <	2 KVEN >
2 KHAY-F >	2 KBBY-F	2 KCAQ-F	2 KBBY-F <	3 KBBY-F	2 KXLM-F	3 KVYY-F	3 KXLM-F	3 KHAY-F	3 KOCP-F	3 KABC
	4 KRUZ-F	2 KRUZ-F >	4 KCAQ-F	4 KMLA-F	2 KPWR-F	4 KHAY-F	4 KVYY-F	3 KOCP-F	3 KRTH-F	3 KXLM-F
	5 KHAY-F	5 KOCP-F	4 KHAY-F	4 KRTH-F	5 KBBY-F	4 KLOS-F	5 KCAQ-F	5 KCAQ-F	5 KXLM-F	5 KNX
	5 KRTH-F >	5 KVYY-F	4 KRTH-F	6 KCAQ-F	5 KVYY-F	6 KMLA-F	5 KSCA-F	6 KMLA-F	6 KBBY-F	
	7 KCZN-F	5 KRTH-F	7 KCZN-F	7 KOCP-F	5 KRUZ-F >	7 KPWR-F	5 KLSX-F >	6 KRTH-F	6 KRTH-F	
	7 KLVE-F	5 KHAY-F >	8 KRUZ-F	7 KRUZ-F				6 KBBY-F		
	7 KVYY-F		9 KOCP-F	9 KCZN-F				6 KVYY-F		

# OXNARD-VENTURA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KDAR-F	REL	98.3	Oxnard	0.8	3.6	8	214
KKBE-F	SAC	105.5	Ojai	1.3	5.5	8	233
KOXR	SP	910	Oxnard	1.0	3.1	7	155
KTRO	T	1520	Port Hueneme	0.6	2.6	6	157
KXFS	SP-R	1590	Ventura	0.3	1.1	4	75

Consolidation Report	12+	25-54	Revenue
Bengal/McDonald	14.5 %	14.4 %	53.0 %
KBBY-FM, KHAY-FM, KVEN-AM			
Gold Coast	16.2 %	11.9 %	%
KCAQ-FM, KKBE-FM, KKZZ-AM, KOCP-FM, KTRO-AM			
	30.7 %	26.3 %	53.0 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KABC	T	790	Los Angeles	1.0	2.5	48	490
KBIG-F	AC	104.3	Los Angeles	1.3	6.6	33	551
KCBS-F	CL AOR	93.1	Los Angeles	1.3	7.0	21	474
KCMG-F	B/O	100.3	Los Angeles	1.9	7.3	15	296
KDB-F	CL	93.7	Santa Barbara	0.5	1.3	15	252
KDIS	KIDS	710	Los Angeles	0.3	1.5	4	196
KJEE-F	AOR-NR	92.9	Montecito	0.3	1.2	16	361
KKBT-F	B	92.3	Los Angeles	1.6	7.0	13	381
KKGO-F	CL	105.1	Los Angeles	0.5	1.5	15	292
KLSX-F	T	97.1	Los Angeles	1.9	6.2	32	556
KLVE-F	SP	107.5	Los Angeles	1.8	5.1	12	248
KMGQ-F	J	97.5	Santa Barbara	0.3	1.7	11	258
KMLT-F	SAC	92.7	Thousand Oaks	0.5	1.4	10	232
KRLA	T	1110	Pasadena	0.3	1.2	2	66
KROQ-F	AOR-NR	106.7	Pasadena	1.0	3.9	18	439
KSCA-F	SP	101.9	Glendale	1.4	4.1	9	163
KTNO	SP	1020	Los Angeles	1.4	2.2	9	85
KTWV-F	J	94.7	Los Angeles	1.8	4.3	25	409
KTYD-F	AOR	99.9	Santa Barbara	0.6	4.1	22	526
KXTA	SPRTS	1150	Los Angeles	0.2	0.8	3	100
KYSR-F	AC/CHR	98.7	Los Angeles	1.3	4.2	18	500
KZLA-F	C	93.9	Los Angeles	0.6	2.5	6	164
XTRA	SPRTS	690	Tijuana, MX	0.8	2.7	7	194

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	63 (4)	63 (4)	11.3 %	10.5 %
AOR/Classic/NR	0 (0)	79 (7)	79 (7)	14.1 %	14.0 %
Black/Urban	0 (0)	37 (3)	37 (3)	6.6 %	6.8 %
CHR	0 (0)	38 (1)	38 (1)	6.8 %	7.6 %
Classical	0 (0)	6 (2)	6 (2)	1.1 %	0.9 %
Country	0 (0)	48 (2)	48 (2)	8.6 %	7.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	17 (3)	101 (5)	118 (8)	21.1 %	23.8 %
Jazz	0 (0)	13 (2)	13 (2)	2.3 %	2.4 %
News/Talk	63 (6)	12 (1)	75 (7)	13.4 %	13.3 %
Oldies	0 (0)	29 (1)	29 (1)	5.2 %	5.0 %
Others/Unknown	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Religion/Gospel	0 (0)	5 (1)	5 (1)	0.9 %	1.7 %
Soft AC	0 (0)	11 (2)	11 (2)	2.0 %	0.0 %
Sports	6 (2)	0 (0)	6 (2)	1.1 %	0.9 %
Standards/EZ	30 (1)	0 (0)	30 (1)	5.4 %	5.5 %
<b>Totals</b>	<b>118 (13)</b>	<b>442 (31)</b>	<b>560 (44)</b>		

### AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	Katz	Gold Coast	Sta. Paula
KVEN	1450	1 kw	News/Talk	ABC, Talknt, AP	\$25.00	---	Bengal/McDonald	

### FM Stations

KBBY	95.1	12.5 kw @ 876	AC	Westwd	\$40.00	D&R	Bengal/McDonald	
KCAQ	104.7	2.85 kw @ 1581	CHR/Urban		\$38.00	Katz	Gold Coast	
KCZN	96.7	0.087 kw @ 1500	Hispanic Contemp.		\$ NA	Lotus	Lazer	Santa Paula
KDAR	98.3	0.82 kw @ 886	Religion	SRN	\$ NA	---	Salem	
KHAY	100.7	39 kw @ 1204	Country		\$54.00	---	Bengal/McDonald	
KKBE	105.5	0.1 kw @ 1358	Soft AC	Westwd	\$ NA	Katz	Gold Coast	Ojai
KMLA	103.7	0.48 kw @ 807	Hispanic		\$ NA	Katz Hisp.		El Rio
KOCP	95.9	0.98 kw @ 1555	Classic AOR	Westwd	\$ NA	---	Gold Coast	Camarillo
KVYY	107.1	0.8 kw @ 872	Progressive AOR		\$ NA	---	Odyssey	
KXLM	102.9	5.5 kw @ 112	Hispanic Contemp.		\$40.00	Lotus	Lazer	

Notes: Other ranked stations -- See Los Angeles or, in the American Radio Small Market edition, Santa Barbara . . .9/98 KXBS-F changed calls to KCZN ("Estereo Corzaon")

# PENSACOLA

Arbitron Rank: 121 Pop (12+): 342,100	Stations: 23 / 11	Last Year's Revenue: \$9,900,000
MSA Rank: 126	Diaries: 1,042 / 328:1 / 51.0%	Household Income: \$34,017
MSA Pop: 400,000	Sample Target: 1,070	Total Retail Sales: \$3.9 Bil.
DMA: 63 (w/Mobile)	% Below Line: 34.7	#1 Biller: WXBM-F \$4,300,000
Average Persons Rating: 14.5	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 31,100	Capstar \$5,600,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WXBM-F	C	59 / 11.9	16.0	16.3	14.2	18.0	783 / 22.9	26.4	26.9	84 / 1264	F	WXBM-F
2	WBLX-F	B	48 / 9.7	12.9	10.1	9.8	11.3	608 / 17.8	19.9	16.9	77 / 1100		WBLX-F
3	WABB-F	CHR	43 / 8.7	6.1	6.6	7.9	7.1	720 / 21.1	17.9	18.9	82 / 1249		WABB-F
4	WTKX-F	AOR	41 / 8.3	5.5	9.9	8.5	5.4	565 / 16.5	16.0	18.7	61 / 988	B	WTKX-F
4	WMEZ-F	SAC	41 / 8.3	8.7	8.4	7.4	7.3	528 / 15.4	16.9	15.9	51 / 739	C	WMEZ-F
6	WCOA	FS/T	35 / 7.0	6.3	6.2	7.6	7.3	377 / 11.0	12.7	10.5	35 / 396	B	WCOA
7	WWRO-F	CL AOR	25 / 5.0	5.3	7.0	3.7	6.1	469 / 13.7	12.9	15.3	44 / 770	C	WWRO-F
8	WDWG-F	C	22 / 4.4	2.0	1.4	1.3	1.7	360 / 10.5	7.4	6.2	39 / 666		WDWG-F
9	WYCL-F	O	21 / 4.2	6.3	5.8	8.9	5.0	386 / 11.3	13.3	14.0	26 / 568	B	WYCL-F
10	WRNE	B/G	17 / 3.4	3.4	2.2	4.6	2.9	217 / 6.3	4.7	3.9	17 / 224	A	WRNE
11	WRKH-F	CL AOR	16 / 3.2	2.6	2.8	1.5	1.7	243 / 7.1	8.2	7.9	36 / 468		WRKH-F
12	WNVY	B/G	11 / 2.2	0.4				100 / 2.9	1.2		11 / 100		WNVY

12+ FM Share (Metro): 83.49% (359 of 430) (Fall 97: 88.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLX-F	1 WABB-F	1 WTKX-F <	1 WXBM-F <	1 WXBM-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F	1 WXBM-F	1 WBLX-F >	1 WXBM-F
1 WABB-F >>	1 WTKX-F	2 WBLX-F <	2 WBLX-F <	2 WMEZ-F <	2 WCOA <	2 WBLX-F	2 WMEZ-F	2 WABB-F <	2 WABB-F	2 WBLX-F <
3 WTKX-F >>	3 WBLX-F >	3 WXBM-F	3 WTKX-F <	3 WBLX-F	3 WMEZ-F >	2 WCOA <	3 WTKX-F <	3 WTKX-F <	3 WTKX-F	3 WABB-F
	4 WXBM-F	3 WABB-F	4 WMEZ-F	4 WTKX-F	4 WDWG-F <	4 WABB-F	4 WCOA	4 WBLX-F	4 WXBM-F	4 WTKX-F <
	5 WMEZ-F <	5 WMEZ-F <	4 WABB-F	4 WABB-F	5 WBLX-F	5 WMEZ-F	5 WBLX-F	5 WMEZ-F	5 WMEZ-F >	5 WMEZ-F
	6 WWRO-F >	6 WWRO-F >	6 WWRO-F	6 WWRO-F	6 WRNE	6 WTKX-F <	6 WABB-F	6 WCOA	6 WWRO-F	6 WCOA
		7 WRKH-F	7 WRKH-F	7 WRKH-F	6 WYCL-F	7 WWRO-F <	7 WWRO-F	7 WWRO-F	7 WYCL-F	7 WYCL-F
		8 WYCL-F	8 WYCL-F	7 WYCL-F <	8 WWRO-F	8 WRKH-F	7 WDWG-F >	8 WYCL-F <	8 WDWG-F	8 WDWG-F
				9 WDWG-F		9 WDWG-F <	9 WRNE <	9 WDWG-F		8 WRNE <

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WABB-F >>>	1 WABB-F >>	1 WABB-F >	1 WABB-F	1 WMEZ-F	1 WTKX-F >>	1 WTKX-F >	1 WTKX-F >	1 WTKX-F	1 WXBM-F <	1 WBLX-F
2 WTKX-F	2 WBLX-F	2 WMEZ-F	2 WXBM-F	2 WXBM-F <	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WTKX-F	2 WTKX-F <	1 WXBM-F
2 WBLX-F >>	3 WMEZ-F	2 WBLX-F >	2 WBLX-F	3 WABB-F	3 WXBM-F	3 WXBM-F	3 WABB-F	3 WXBM-F <	3 WBLX-F	1 WABB-F
	4 WXBM-F	4 WXBM-F >	4 WMEZ-F	4 WBLX-F >	4 WWRO-F >	4 WWRO-F	4 WXBM-F	4 WWRO-F	3 WWRO-F <	4 WYCL-F
	4 WTKX-F >>>		5 WTKX-F >>	5 WTKX-F		4 WABB-F >	4 WWRO-F	5 WRKH-F	5 WRKH-F	
			6 WWRO-F	6 WWRO-F	6 WWRO-F	6 WRKH-F	4 WRKH-F	6 WABB-F <	6 WDWG-F	6 WDWG-F
			7 WMXC-F	6 WYCL-F				7 WDWG-F	7 WMEZ-F	7 WMEZ-F
								7 WMEZ-F	8 WABB-F	8 WABB-F
								8 WYCL-F	8 WYCL-F	8 WYCL-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBSR	O	1450	Pensacola	0.8	2.5	4 84	WKSJ-F	C	94.9	Mobile	1.2	4.1	29 562
WSWL	H	790	Pensacola	0.4	2.7	2 109	WKSM-F	AOR	99.5	Fl. Walton Beach	1.4	4.3	28 485
WVTJ	G	610	Pensacola	0.4	1.4	2 50	WMXC-F	AC	99.9	Mobile	1.6	7.9	15 451
							WNCV-F	SAC	100.3	Niceville, FL	0.4	1.2	19 258
							WWSF-F	O	98.1	Andalusia, AL	1.0	4.0	8 285
							WYOK-F	B	104.9	Moss Point, MS	0.6	2.1	8 187
							WYZB-F	C	105.5	Mary Esther, FL	0.6	0.9	35 414
							WZNS-F	CHR	96.5	Fl. Walton Beach	1.8	9.1	37 712

# PENSACOLA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WMEZ-FM, WWSF-FM, WXBW-FM	21.2 %	21.7 %	56.6 %	AC	0 (0)	8 (1)	8 (1)	1.9 %	2.3 %
<b>Clear Channel</b> WTKX-FM, WYCL-FM	12.5 %	12.4 %	15.9 %	AOR/Classic/NR	0 (0)	89 (4)	89 (4)	20.7 %	23.4 %
				Black/Urban	0 (0)	51 (2)	51 (2)	11.9 %	12.4 %
				CHR	0 (0)	52 (2)	52 (2)	12.1 %	11.2 %
	33.7 %	34.1 %	72.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	90 (4)	90 (4)	20.9 %	22.0 %
				Full Service	35 (1)	0 (0)	35 (1)	8.1 %	7.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	2 (1)	0 (0)	2 (1)	0.5 %	0.9 %
				Oldies	4 (1)	26 (2)	30 (3)	7.0 %	8.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	30 (3)	0 (0)	30 (3)	7.0 %	2.5 %
				Soft AC	0 (0)	43 (2)	43 (2)	10.0 %	9.6 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>71 (6)</b>	<b>359 (17)</b>	<b>430 (23)</b>		

### AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$22.00	Katz	Cumulus, pend.	
WNVY	1090	5 kw (Days, DA)	Black Gospel		\$ NA	---		Cantonment
WRNE	980	2.5 kw/1 kw (DA-2)	Black Oldies	ABC, AURN	\$<20.00	Roslin		Gulf Breeze

### FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd, AMFM	\$38.00	Katz	Capstar	
WTKX	101.5	100 kw @ 1328	AOR		\$22.00	D&R	Clear Channel	
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$40.00	Katz	Cumulus, pend.	
WXBW	102.7	100 kw @ 1328	Country	Westwd, AMFM	\$82.00	Katz	Capstar	Milton
WYCL	107.3	100 kw @ 1407	Oldies		\$21.00	Mc-Guild	Clear Channel	

Notes: Other ranked stations – See Mobile . . . 2/99 WCOA/WWRO-F sold to Cumulus for \$9,000,000

# PEORIA

**Ariblron Rank:** 134 Pop (12+): 290,300  
**MSA Rank:** 142  
**MSA Pop:** 347,000  
**DMA:** 109 (w/Bloomington)  
**Average Persons Rating:** 12.9  
**Market TSL In Hours:** 17.50

**Stations:** 22 / 17  
**Diaries:** 1,104 / 263:1 / 56.0%  
**Sample Target:** 1,080  
**% Below Line:** 5.6  
**% Not Listed:** 16.0  
**Pop per Station:** 17,076

**Last Year's Revenue:** \$13,400,000  
**Household Income:** \$44,564  
**Total Retail Sales:** \$3.5 Bil.  
**#1 Biller:** WWCT-F \$2,600,000  
**#1 Billing Portfolio:**  
 Kelly \$5,620,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 97	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WXCL-F	C	47 / 12.5	8.2	11.0	12.3	605 / 20.8	15.4	21.4	55 / 687	D	WXCL-F
2	WPBG-F	O	39 / 10.4	10.0	10.5	10.8	628 / 21.6	19.9	21.9	56 / 938	C	WPBG-F
3	WSWT-F	SAC	37 / 9.9	9.0	10.0	6.8	452 / 15.6	15.8	18.2	45 / 656	C	WSWT-F
4	WGLO-F	CL AOR	31 / 8.3	5.7	6.7	4.5	685 / 23.6	21.2	20.4	54 / 1039	B	WGLO-F
5	WMBD	FS	27 / 7.2	5.7	3.6	7.5	452 / 15.6	12.1	10.3	32 / 521	C	WMBD
6	WIXO-F	AOR-NR	22 / 5.9	6.7	5.7	6.3	556 / 19.1	17.8	16.3	30 / 736	A	WIXO-F
7	WFYR-F	C	18 / 4.8	3.9	6.0	5.0	349 / 12.0	12.5	13.4	24 / 441	B	WFYR-F
8	WWCT-F	AOR	16 / 4.3	5.9	6.2	10.3	410 / 14.1	17.0	18.2	26 / 633	D	WWCT-F
9	WTAZ-F	T	12 / 3.2	5.2	3.6	2.8	292 / 10.1	11.2	8.5	14 / 345	B	WTAZ-F
9	WBGE-F	B	12 / 3.2	3.6	3.6	1.8	146 / 5.0	5.1	6.2	13 / 169	A	WBGE-F
11	WJPL-F	J	8 / 2.1	2.3	0.5		162 / 5.6	4.4	1.1	8 / 162		WJPL-F
11	WEEK-F	AC	8 / 2.1	2.8	1.7	2.3	295 / 10.2	10.4	6.3	10 / 374	A	WEEK-F

12+ FM Share (Metro): 83.49% ( 263 of 315 ) ( Fall 97: 81.62% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXO-F >>>	1 WGLO-F	1 WSWT-F <	1 WSWT-F	1 WSWT-F	1 WXCL-F	1 WXCL-F <	1 WSWT-F	1 WXCL-F <	1 WIXO-F	1 WXCL-F
2 WBNQ-F	2 WSWT-F	2 WGLO-F	2 WGLO-F <	2 WPBG-F <	2 WPBG-F	2 WGLO-F	2 WXCL-F <	2 WPBG-F	2 WXCL-F	2 WPBG-F >
2 WXCL-F	2 WIXO-F	3 WPBG-F <	3 WPBG-F	3 WXCL-F <	3 WMBD <	3 WMBD	3 WPBG-F >	3 WSWT-F	3 WSWT-F <	3 WIXO-F
2 WBGE-F >>	4 WXCL-F	4 WXCL-F >	4 WXCL-F >	4 WGLO-F >	4 WSWT-F >	4 WSWT-F	4 WGLO-F	4 WIXO-F <	4 WGLO-F	4 WGLO-F
	5 WFYR-F	5 WWCT-F	5 WWCT-F	5 WFYR-F	5 WGLO-F >	5 WPBG-F >	5 WMBD	5 WGLO-F	4 WPBG-F >	4 WMBD
	6 WWCT-F	5 WFYR-F <	5 WFYR-F >	6 WWCT-F	6 WTAZ-F	6 WIXO-F <	6 WFYR-F	6 WFYR-F <	6 WWCT-F	6 WSWT-F
	7 WPBG-F	7 WIXO-F	7 WIXO-F	7 WMBD	7 WFYR-F	7 WFYR-F	7 WTAZ-F	7 WWCT-F	7 WMBD	7 WFYR-F
						8 WWCT-F	7 WMBD	7 WBGE-F	7 WBGE-F	7 WBGE-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBGE-F >	1 WSWT-F	1 WSWT-F >	1 WSWT-F >	1 WSWT-F >	1 WWCT-F	1 WGLO-F >	1 WGLO-F >>>	1 WGLO-F >	1 WGLO-F	1 WXCL-F
2 WIXO-F >	2 WXCL-F	2 WXCL-F	2 WXCL-F	2 WXCL-F	1 WGLO-F	2 WWCT-F	2 WIXO-F	2 WPBG-F	2 WPBG-F <	2 WIXO-F
3 WGLO-F >>	3 WBGE-F	3 WFYR-F >>	2 WPBG-F	2 WPBG-F	3 WXCL-F	2 WIXO-F >	2 WWCT-F	3 WXCL-F	3 WXCL-F >	3 WTAZ-F
	3 WFYR-F	4 WPBG-F	4 WFYR-F	4 WFYR-F >	3 WIXO-F >	4 WFYR-F	2 WSWT-F >>	3 WWCT-F	4 WSWT-F	4 WMBD
	3 WIXO-F	4 WVCL	5 WBGE-F	5 WGLO-F >	5 WPBG-F	4 WXCL-F		5 WSWT-F	5 WWCT-F	4 WSWT-F
	6 WGLO-F	4 WGLO-F	6 WMBD	6 WMBD	5 WFYR-F >>	6 WPBG-F		6 WIXO-F	6 WIXO-F	4 WPBG-F
		4 WIXO-F >>	7 WIXO-F >	6 WBGE-F	6 WSWT-F >			7 WFYR-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume								
WFYR-F	AC	94.3	Chillicothe	0.8	5.0	3	152	WBNQ-F	CHR	101.5	Bloomington	1.6	8.3	41	844
WIRL	FS	1290	Peoria	1.6	7.0	6	217	WBWN-F	C	104.1	Leroy	1.1	2.3	37	470
WDAM	SPRIS	1350	Peoria	0.5	2.6	2	75	WGN	FS/T	720	Chicago	0.8	2.6	19	330
WPEO	REL	1020	Peoria	1.1	2.3	9	101	WJBC	FS	1230	Bloomington	0.5	1.6	28	417
WVEI	RFL	1140	Peoria	0.5	0.9	2	28	WLS	T	890	Chicago	1.6	3.8	16	291

# PEORIA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Cromwell</b>	19.5 %	20.6 %	13.6 %	AC	0 (0)	11 (2)	11 (2)	3.5 %	0.0 %
WFYR-FM, WGLO-FM, WIXO-FM, WVLE-AM				AOR/Classic/NR	0 (0)	69 (3)	69 (3)	21.9 %	23.1 %
<b>Kelly</b>	21.3 %	20.1 %	41.9 %	Black/Urban	0 (0)	12 (1)	12 (1)	3.8 %	4.2 %
WFXF-FM, WOAM-AM, WTAZ-FM, WWCT-FM, WXCL-FM				CHR	0 (0)	6 (1)	6 (1)	1.9 %	3.1 %
	<b>40.9 %</b>	<b>40.7 %</b>	<b>55.5 %</b>	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	69 (3)	69 (3)	21.9 %	20.6 %
				Full Service	38 (4)	0 (0)	38 (4)	12.1 %	8.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	8 (1)	8 (1)	2.5 %	0.6 %
				News/Talk	6 (1)	12 (1)	18 (2)	5.7 %	5.3 %
				Oldies	0 (0)	39 (1)	39 (1)	12.4 %	14.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (2)	0 (0)	6 (2)	1.9 %	1.7 %
				Soft AC	0 (0)	37 (1)	37 (1)	11.7 %	11.7 %
				Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	7.5 %
				<b>Totals</b>	<b>52 (8)</b>	<b>263 (14)</b>	<b>315 (22)</b>		

## AM Stations

WMBD	1470	5 kw (DA-2)	Full Service	CBS, ESPN, 1-On-1	\$37.00	Katz	Midwest TV
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## FM Stations

WBGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	Rostin	
WEEK	98.5	6 kw @ 328	AC	Westwd	\$ NA	Eastman	Eureka
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	---	Cromwell
WGLO	95.5	7 kw @ 620	Classic AOR		\$22.00	D&R	Cromwell
WIXO	99.9	1.5 kw @ 584	New Rock		\$ NA	---	Cromwell
WJPL	96.5	4.3 kw @ 377	Jazz		\$ NA	Allied	Farmington
WPBG	93.3	41 kw @ 551	Oldies		\$26.00	Katz	Midwest TV
WSWT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	Commun. Svc.
WTAZ	102.3	6 kw @ 298	Talk	Talknt, Westwd, ABC	\$<20.00	K&P	Kelly
WWCT	105.7	33 kw @ 591	AOR		\$52.00	Christal	Kelly
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Mc-Guild	Kelly

Notes: 9/98 WFXF-F changed from Classic AOR & Stern to AC as "Kiss" . . . 9/98 Howard Stern moved to WWCT-F . . . 9/98 WOAM changed from Standards to Sports

# PHILADELPHIA

**Arbitron Rank:** 5 Pop (12+): 4,065,900  
**MSA Rank:** 4  
**MSA Pop:** 4,950,000  
**DMA:** 4  
**Average Persons Rating:** 17.1  
**Market TSL in Hours:** 22.50

**Stations:** 31 / 24  
**Diaries:** 4,676 / 870:1 / 51.8%  
**Sample Target:** 4,630  
**% Below Line:** 5.0  
**% Not Listed:** 13.9  
**Pop per Station:** 169,412

**Last Year's Revenue:** \$230,000,000  
**Household Income:** \$53,572  
**Total Retail Sales:** \$47.8 Bil.  
**#1 Biller:** KYW \$32,900,000  
**#1 Billing Portfolio:** CBS/Infinity \$93,800,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KYW	N	444 / 6.4	6.4	7.2	7.4	6.8	10420 / 25.6	29.0	28.9	482 / 11700	K	KYW
2	WDAS-F	B/AC	411 / 5.9	5.8	6.2	6.4	5.5	4336 / 10.7	11.1	10.8	497 / 5245	I	WDAS-F
3	WBEB-F	AC	408 / 5.9	6.2	7.2	5.8	5.9	6243 / 15.4	17.0	15.3	456 / 7233	J	WBEB-F
4	WYSP-F	T/CL AOR	392 / 5.6	5.4	5.1	5.4	6.3	6926 / 17.0	16.4	19.4	561 / 9936	K	WYSP-F
5	WOGL-F	O	382 / 5.5	4.9	4.9	4.6	5.0	6442 / 15.8	14.8	15.8	476 / 8270	J	WOGL-F
6	WUSL-F	B	369 / 5.3	4.7	5.1	4.3	4.7	5941 / 14.6	14.0	13.4	511 / 8438	I	WUSL-F
7	WWDB-F	T	309 / 4.4	5.0	4.0	5.1	4.6	4379 / 10.8	9.9	10.6	382 / 5722	I	WWDB-F
8	WXTU-F	C	295 / 4.2	4.7	4.3	4.2	3.7	3984 / 9.8	9.4	9.5	372 / 5448	H	WXTU-F
8	WJZ-F	J	295 / 4.2	4.1	4.5	5.1	4.2	4502 / 11.1	11.5	10.5	360 / 5737	H	WJZ-F
10	WIOQ-F	CHR	287 / 4.1	4.0	3.9	3.7	3.2	5998 / 14.8	14.7	13.6	359 / 8163	H	WIOQ-F
11	WPEN	ST	280 / 4.0	3.3	4.1	3.8	3.6	2810 / 6.9	7.9	7.7	293 / 3023	F	WPEN
12	WMGK-F	CL HITS	273 / 3.9	4.1	4.1	3.9	4.7	4757 / 11.7	12.3	14.0	347 / 6385	I	WMGK-F
13	WMMR-F	AOR	248 / 3.6	3.6	3.0	3.1	3.2	4592 / 11.3	11.4	12.3	314 / 6325	I	WMMR-F
14	WPHI-F	B	228 / 3.3	3.1	3.4	3.5	3.5	4035 / 9.9	10.2	10.5	246 / 4500	E	WPHI-F
15	WYXR-F	AC/CHR	217 / 3.1	3.1	3.3	3.2	3.0	4846 / 11.9	12.3	12.0	252 / 6113	H	WYXR-F
16	WIP	SPRTS	204 / 2.9	2.7	2.6	3.4	3.7	3875 / 9.5	8.7	11.4	246 / 4693	I	WIP
17	WXXM-F	AC-NR	145 / 2.1	2.3	2.2	2.2	1.6	4011 / 9.9	10.5	7.5	178 / 5044	E	WXXM-F
18	WPLY-F	CHR-NR	143 / 2.1	2.3	2.3	2.2	2.6	4441 / 10.9	12.2	12.1	179 / 5700	H	WPLY-F
19	WPST-F	CHR	95 / 1.4	1.5	1.3	1.3	1.1	3109 / 7.6	7.4	7.0	147 / 4363		WPST-F
20	WKXW-F	T	89 / 1.3	0.9	0.9	1.0	0.9	1707 / 4.2	3.2	3.4	207 / 3946		WKXW-F
21	WDAS	B/G	80 / 1.2	1.0	1.2	1.3	1.2	1055 / 2.6	3.1	2.5	81 / 1109	B	WDAS
22	WPHT	T	70 / 1.0	1.3	1.2	1.1	0.7	1485 / 3.7	5.6	3.9	82 / 1797	D	WPHT

12+ FM Share (Metro): 79.41% (4747 of 5978) (Fall 97: 78.03%)

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

Wom 18-24	Wom 18-34	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+ Ovrnite
1	WUSL-F	1 WDAS-F	1 WBEB-F	1 WBEB-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 KYW
2	WPHI-F	2 WDAS-F	2 WUSL-F	2 WDAS-F	2 WUSL-F	2 WUSL-F	2 WMMR-F	2 WMGK-F	2 WMGK-F	2 WWDB-F
3	WDAS-F	3 WBEB-F	3 WIOQ-F	3 WUSL-F	3 WOGL-F	3 WPHI-F	3 WDAS-F	3 WMMR-F	3 WDAS-F	3 WDAS-F
4	WXXM-F	4 WIOQ-F	4 WBEB-F	4 WIOQ-F	4 WYXR-F	4 WMMR-F	4 WPHI-F	4 WUSL-F	4 WDAS-F	3 WIP
5	WBEB-F	5 WYXR-F	5 WYXR-F	4 WYXR-F	5 WIOQ-F	5 WMGK-F	5 WDAS-F	5 WIP	5 WUSL-F	5 WMMR-F
6	WIOQ-F	6 WXXM-F	6 WMGK-F	6 WOGL-F	6 WJZ-F	6 WPLY-F	5 WMGK-F	5 WMGK-F	6 WIP	6 WOGL-F
7	WYXR-F	7 WPHI-F	7 WMMR-F	7 WXTU-F	7 WXTU-F	7 WDAS-F	7 WIP	7 WIOQ-F	7 WOGL-F	7 WJZ-F
		8 WYSP-F	8 WXXM-F	7 WMGK-F	8 WMGK-F	8 WOGL-F	8 WIOQ-F	8 WPHI-F	8 WJZ-F	8 KYW
		9 WXTU-F	9 WYSP-F	9 WJZ-F	8 WUSL-F		9 WPLY-F	9 WBEB-F	9 WPHI-F	9 WBEB-F
		10 WMGK-F	10 WXTU-F	10 WXXM-F	10 KYW			10 WIOQ-F	10 WUSL-F	

Other Rated Stations		Metro Cume				TSA				Other Rated Stations—Outside Market		Metro Cume				TSA			
Station	Format	Share	Rating	AQH	Cume	Station	Format	Share	Rating	AQH	Cume	Station	Format	Share	Rating	AQH	Cume		
WHAT	B/T	1340	Philadelphia	0.8	1.7	54	705	WBYN-F	REL	107.5	Boyetown, PA	0.3	1.0	40	829				
WURD	SP	900	Philadelphia	0.5	0.8	38	373	WCTO-F	C	96.1	Easton	0.3	0.8	193	1961				
WWDB	T	860	Philadelphia	0.6	1.2	48	604	WJBR-F	AC	99.5	Wilmington, DE	0.6	2.4	125	2342				
WJZ	ST	640	Mount Holy, NJ	0.4	1.2	36	596	WNJO-F	O	94.5	Trenton, NJ	0.6	2.4	77	1620				
								WRDR-F	ST	104.9	Egg Harbor, NJ	0.4	1.7	113	1655				



# PHILADELPHIA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Beasley</b> WTMR-AM, WWDB-AM, WWDB-FM, WXTU-FM	9.2 %	7.1 %	8.5 %	AC	0 (0)	811 (4)	811 (4)	13.6 %	13.6 %
				AOR/Classic/NR	0 (0)	640 (2)	640 (2)	10.7 %	11.1 %
<b>CBS/Infinity</b> KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM	21.4 %	22.7 %	40.8 %	Black/Urban	54 (1)	1008 (3)	1062 (4)	17.8 %	17.3 %
				CHR	0 (0)	525 (3)	525 (3)	8.8 %	8.6 %
<b>Chancellor</b> WDAS-AM, WDAS-FM, WIOQ-FM, WJJZ-FM, WUSL-FM, WYXR-FM	23.8 %	26.5 %	22.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	317 (2)	317 (2)	5.3 %	4.4 %
<b>Greater Media</b> WMGK-FM, WMMR-FM, WPEN-AM, WXXM-FM	13.6 %	13.5 %	14.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	35 (1)	0 (0)	35 (1)	0.6 %	0.0 %
	68.0 %	69.8 %	86.7 %	Jazz	0 (0)	295 (1)	295 (1)	4.9 %	5.0 %
				News/Talk	553 (3)	398 (2)	951 (5)	15.9 %	14.6 %
				Oldies	0 (0)	700 (3)	700 (3)	11.7 %	12.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	80 (1)	22 (1)	102 (2)	1.7 %	2.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	204 (1)	0 (0)	204 (1)	3.4 %	4.4 %
				Standards/EZ	305 (2)	31 (1)	336 (3)	5.6 %	5.6 %
				<b>Totals</b>	<b>1231 (9)</b>	<b>4747 (22)</b>	<b>5978 (31)</b>		

## AM Stations

Station	Power	Time	Format	Source	AM	FM
KYW	1060	50 kw (DA-1)	News	CBS, ABC, CNN	\$420.00	CBS
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN	\$50.00	Eastman
WIP	610	5 kw (DA-1)	Sports	Westwd	\$170.00	Interep
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Mc-Guild
WPHT	1210	50 kw	Talk	CBS	\$75.00	Interep

## FM Stations

Station	Power	Time	Format	Source	AM	FM
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	Eastman
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Eastman
WJJZ	106.1	22.5 kw @ 740	Jazz	AMFM	\$120.00	Christal
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Mc-Guild
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Mc-Guild
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied
WUSL	98.9	18 kw @ 830	Black		\$210.00	Katz
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	D&R
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R
WXXM	95.7	50 kw @ 500	AC-NR		\$ NA	Allied
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interep
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz

Notes: WKXW-F, WPST-F – See Trenton, NJ in the Spring 1998 American Radio Small Market edition . . . 9/98 WSSJ (1310; Camden, NJ) sold to Mega for \$2,000,000 (Foreman; Force) . . . 10/98 WURD (900) sold by Mega Bcstg. to Mega Communications as part of a \$13,000,000 sale/reorganization . . . 10/98 WTEL (860) changed from Spanish/Ethnic to Talk as WWDB . . . 12/98 WSSJ changed from a variety format to Hispanic Contemporary

# PHOENIX

Arbitron Rank: 15 Pop (12+): 2,318,100	Stations: 37 / 35	Last Year's Revenue: \$123,800,000
MSA Rank: 12	Diaries: 3,132/ 740:1/ 54.8%	Household Income: \$39,784
MSA Pop: 2,850,000	Sample Target: 3,030	Total Retail Sales: \$29.0 Bil.
DMA: 17	% Below Line: 0.9	#1 Biller: KNIX-F \$12,700,000
Average Persons Rating: 16.3	% Not Listed: 14.2	#1 Billing Portfolio: Chancellor \$44,900,000
Market TSL in Hours: 21.50	Pop per Station: 66,231	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KESZ-F	254 / 6.7	4.9	4.4	5.2	4.9	5.3	3299 / 14.2	11.9	12.3	260 / 3411	G	KESZ-F
2	KMLE-F	222 / 5.9	5.3	5.4	6.2	5.2	5.7	3461 / 14.9	14.1	13.6	243 / 3776	I	KMLE-F
3	KKFR-F	217 / 5.7	5.2	5.4	5.3	4.3	5.4	3077 / 13.3	13.6	12.4	224 / 3217	G	KKFR-F
4	KNIX-F	216 / 5.7	6.1	6.4	5.1	6.5	5.8	3547 / 15.3	13.8	15.5	243 / 4044	I	KNIX-F
5	KFYI	201 / 5.3	5.3	5.1	4.7	5.2	5.1	2562 / 11.1	10.8	10.4	223 / 2758	H	KFYI
6	KZZP-F	174 / 4.6	5.7	5.8	5.7	4.7	5.4	3681 / 15.9	17.9	15.8	178 / 3847	H	KZZP-F
7	KTAR	170 / 4.5	5.6	5.6	5.7	6.4	5.3	3313 / 14.3	17.1	17.7	189 / 3583	I	KTAR
8	KUPD-F	167 / 4.4	4.6	4.1	4.7	4.9	4.5	2389 / 10.3	9.6	10.1	221 / 2726	H	KUPD-F
9	KOOL-F	162 / 4.3	4.0	4.4	5.0	5.1	4.4	3256 / 14.0	13.6	15.8	174 / 3496	H	KOOL-F
10	KYOT-F	154 / 4.1	4.3	3.8	3.6	3.6	3.9	1970 / 8.5	8.9	9.0	159 / 2107	F	KYOT-F
11	KEDJ-F	149 / 3.9	4.4	3.2	3.1	3.5	3.7	2876 / 12.4	11.6	11.9	156 / 3048	E	KEDJ-F
12	KZON-F	138 / 3.6	3.8	3.7	3.3	3.0	3.6	2594 / 11.2	11.7	10.3	141 / 2667	E	KZON-F
13	KOY	135 / 3.6	3.9	4.5	5.4	5.3	4.3	2087 / 9.0	9.2	10.5	153 / 2283	D	KOY
14	KKLT-F	114 / 3.0	3.4	2.9	3.4	3.0	3.2	2204 / 9.5	8.5	8.9	120 / 2356	G	KKLT-F
14	KMXP-F	114 / 3.0	3.2	2.7	2.4	2.4	2.8	1932 / 8.3	8.8	8.9	128 / 2191	D	KMXP-F
16	KSLX-AF	97 / 2.6	2.7	2.7	2.2	2.5	2.5	2184 / 9.4	7.8	8.6	103 / 2383	G	KSLX-AF
17	KPTY-F	85 / 2.2	1.4	2.1	2.2	2.4	2.0	2103 / 9.1	8.4	7.9	100 / 2297	D	KPTY-F
18	KDKB-F	79 / 2.1	3.0	3.0	3.3	2.6	2.8	1654 / 7.1	8.1	8.6	91 / 1801	H	KDKB-F
19	KHOT-F	66 / 1.7	1.5	1.7	1.5	0.9	1.6	1278 / 5.5	4.7	3.0	73 / 1320	F	KHOT-F
20	KVVA-F	44 / 1.2	0.9	0.9	1.0	1.2	1.0	707 / 3.0	2.2	3.2	44 / 710	F	KVVA-F
20	KWCY-F	44 / 1.2	1.3	1.4	1.9	2.2	1.4	1158 / 5.0	5.5	7.0	49 / 1358	C	KWCY-F
22	KISO	41 / 1.1	0.8	0.4	0.3		0.7	533 / 2.3	1.3		43 / 554	F	KISO
23	KGME	37 / 1.0	0.6	1.1	0.7	0.9	0.9	847 / 3.7	3.0	2.6	39 / 911	F	KGME

12+ FM Share (Metro): 78.59% ( 2555 of 3251 ) ( Fall 97: 75.97% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKFR-F >>	1 KKFR-F <	1 KESZ-F <	1 KESZ-F	1 KESZ-F	1 KFYI	1 KESZ-F <	1 KFYI <	1 KMLE-F <	1 KKFR-F >	1 KKFR-F
2 KPTY-F >	2 KUPD-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	1 KESZ-F	2 KEDJ-F <	2 KESZ-F	2 KESZ-F	2 KUPD-F <	2 KNIX-F <
3 KEDJ-F <	3 KZZP-F <	3 KUPD-F <	3 KZZP-F	3 KNIX-F <	3 KNIX-F	3 KTAR <	3 KMLE-F <	3 KKFR-F <	3 KFYI >	3 KMLE-F <
4 KZZP-F >	4 KMLE-F <	4 KZZP-F <	3 KUPD-F	4 KOOL-F <	3 KTAR <	4 KNIX-F	4 KNIX-F	4 KZZP-F <	4 KESZ-F <	4 KESZ-F <
5 KUPD-F	5 KEDJ-F	5 KKFR-F <	3 KNIX-F <	5 KZZP-F <	5 KOOL-F <	5 KMLE-F	5 KZZP-F	5 KNIX-F <	5 KMLE-F	5 KYOT-F <
	6 KZON-F <	6 KZON-F	6 KZON-F <	6 KZON-F	6 KYOT-F <	6 KKFR-F	6 KZON-F <	6 KFYI <	6 KPTY-F <	6 KOOL-F <
	7 KMXP-F	6 KNIX-F <	7 KMXP-F	6 KUPD-F <	7 KOY <	7 KUPD-F <	7 KOOL-F <	7 KOOL-F	7 KTAR <	7 KZZP-F
	8 KESZ-F	8 KEDJ-F	8 KYOT-F	8 KYOT-F <	8 KMLE-F >	8 KOOL-F <	8 KYOT-F <	8 KUPD-F <	8 KEDJ-F <	8 KTAR <
	9 KNIX-F	9 KMXP-F	9 KSLX-AF	9 KMXP-F	9 KFYI <	9 KOY	9 KZON-F <	9 KNIX-F <	9 KOY	9 KOY
		10 KSLX-AF <	9 KOOL-F	10 KFYI		10 KZZP-F <	9 KUPD-F <	10 KYOT-F	10 KZZP-F	9 KUPD-F
			9 KEDJ-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnlt
1 KKFR-F	1 KZZP-F	1 KZZP-F <	1 KESZ-F	1 KESZ-F >	1 KKFR-F >	1 KUPD-F	1 KUPD-F >	1 KUPD-F	1 KUPD-F	1 KTAR <
2 KZZP-F >	2 KKFR-F	2 KMLE-F <	2 KMLE-F <	2 KMLE-F	2 KUPD-F <	2 KKFR-F <	2 KMXP-F	2 KEDJ-F	2 KMLE-F <	2 KFYI >
3 KUPD-F	3 KMLE-F <	3 KESZ-F	3 KZZP-F	3 KZZP-F <	3 KEDJ-F	3 KEDJ-F	3 KMLE-F	3 KMLE-F <	3 KFYI <	3 KKFR-F
4 KMLE-F	4 KESZ-F	4 KZON-F <	4 KKFR-F	4 KNIX-F <	4 KPTY-F >	4 KMXP-F <	4 KMXP-F <	4 KEDJ-F <	4 KNIX-F <	4 KUPD-F
4 KEDJ-F	5 KZON-F	5 KKFR-F	5 KZON-F	5 KOOL-F	5 KZON-F	5 KMLE-F <	5 KZON-F	5 KNIX-F	5 KMXP-F <	
5 KESZ-F	5 KMXP-F <	5 KMXP-F >	5 KNIX-F	6 KZON-F <	6 KNIX-F	6 KZON-F	6 KZZP-F	5 KZON-F	6 KESZ-F <	
7 KFYI <	7 KEDJ-F <	7 KEDJ-F	7 KKLT-F <	7 KYOT-F <	6 KZZP-F	7 KZZP-F	7 KDKB-F	5 KMXP-F <	7 KSLX-AF	
	8 KUPD-F	7 KKLT-F	8 KOOL-F <	8 KKLT-F		8 KNIX-F <	7 KNIX-F	8 KSLX-AF	7 KYOT-F <	
	9 KKLT-F	9 KNIX-F <	9 KMXP-F <	9 KKFR-F		9 KPTY-F	7 KGME <	9 KDKB-F <	9 KEDJ-F	
	9 KNIX-F		9 KMXP-F >	9 KMXP-F >			10 KESZ-F	10 KESZ-F	9 KOOL-F <	

# PHOENIX

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KASA	REL	1540	Phoenix	0.3	0.5	13	121
KBZG-F	O	104.3	Payson	0.6	2.1	25	605
KFNN	T	1510	Mesa	0.4	1.2	14	297
KHEP	REL	1280	Phoenix	0.4	1.1	17	261
KMJK-F	B/AC	106.9	Buckeye	0.5	1.5	20	356
KMVP	SPRTS	860	Phoenix	0.6	3.3	27	793
KMYL-AF	ST	1190	Tolleson	0.4	0.9	16	277
KXAM	T	1310	Mesa	0.4	1.7	15	412

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KAHM-F	EZ	102.1	Prescott	0.4	1.1	50	640
KSAZ	ST	580	Tucson	0.5	1.2	22	343

Consolidation Report	12+	25-54	Revenue
<b>Chancellor</b> KFYI-AM, KISO-AM, KKFR-FM, KMLE-FM, KOOL-FM, KOY-AM, KYOT-FM, KZON-FM	33.6 %	29.9 %	36.2 %
<b>Hearst-Argyle</b> KKLT-FM, KMVP-AM, KTAR-AM	8.1 %	6.8 %	13.7 %
<b>Jacor</b> KMXP-FM, KZZP-FM	7.6 %	9.4 %	8.1 %
<b>New Century</b> KDDJ-FM, KEDJ-FM, KGME-AM, KHOT-FM	6.6 %	7.1 %	3.2 %
<b>OwensMAC (JOA)</b> KESZ-FM, KNIX-FM	12.4 %	14.3 %	16.3 %
<b>Sandusky</b> KDKB-FM, KDUS-AM, KSLX-AF, KUPD-FM	9.1 %	11.4 %	17.5 %
	<b>77.5 %</b>	<b>78.9 %</b>	<b>95.0 %</b>

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	368 (2)	368 (2)	11.3 %	5.8 %
AOR/Classic/NR	1 (1)	629 (6)	630 (7)	19.4 %	19.7 %
Black/Urban	0 (0)	86 (2)	86 (2)	2.6 %	1.7 %
CHR	0 (0)	476 (3)	476 (3)	14.6 %	13.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	41 (1)	482 (3)	523 (4)	16.1 %	16.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	44 (1)	44 (1)	1.4 %	2.5 %
Jazz	0 (0)	154 (1)	154 (1)	4.7 %	4.2 %
News/Talk	399 (4)	0 (0)	399 (4)	12.3 %	14.7 %
Oldies	0 (0)	183 (3)	183 (3)	5.6 %	8.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	30 (2)	0 (0)	30 (2)	0.9 %	0.0 %
Soft AC	0 (0)	114 (1)	114 (1)	3.5 %	4.3 %
Sports	61 (2)	0 (0)	61 (2)	1.9 %	1.7 %
Standards/EZ	164 (3)	19 (2)	183 (5)	5.6 %	6.8 %
<b>Totals</b>	<b>696 (13)</b>	<b>2555 (24)</b>	<b>3251 (37)</b>		

### AM Stations

Station	Power	Time	Format	Company	City
KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	Chancellor
KGME	1360	5 kw/1 kw (DA-N)	Sports	Westwd, 1-on-1	Glendale
KISO	1230	1 kw	Classic Country	ABC	Chancellor
KOY	550	5 kw/1 kw	Standards	Westwd, CNN	Chancellor
KSLX	1440	1 kw (Days)	See KSLX-F		Scottsdale
KTAR	620	5 kw (DA-N)	News/Talk	ABC	Hearst-Argyle

### FM Stations

Station	Power	Time	Format	Company	City
KDDJ	100.3	90 kw @ 2047	See KEDJ-F		Globe
KDKB	93.3	100 kw @ 1540	AOR	\$141.00 Eastman	Sandusky
KEDJ	106.3	23 kw @ 725	AOR-New Rock	\$84.00 Allied	New Century
KESZ	99.9	100 kw @ 1702	AC	AP \$101.00 Katz	OwensMAC
KHOT	105.9	36 kw @ 574	AC/Urban	\$ NA Allied	New Century
KKFR	92.3	100 kw @ 1647	CHR/Urban	\$100.00 D&R	Chancellor
KKLT	98.7	100 kw @ 1788	Soft AC	\$114.00 Christal	Hearst-Argyle
KMLE	107.9	100 kw @ 1736	Country	\$214.00 Sentry	Chancellor
KMXP	96.9	100 kw @ 1560	AC/CHR	\$77.00 —	Jacor
KNIX	102.5	100 kw @ 1620	Country	\$214.00 Katz	OwensMAC
KOOL	94.5	100 kw @ 1655	Oldies	\$145.00 Christal	Chancellor
KPTY	103.9	1.4 kw @ 1345	CHR/Urban	\$ NA Roslin	New Planet
KSLX	100.7	100 kw @ 1840	Classic AOR	\$110.00 Eastman	Sandusky
KUPD	97.9	100 kw @ 1620	AOR	\$160.00 Eastman	Sandusky
KVVA	107.1	25 kw @ 312	Hispanic	\$ NA Lotus	Z-Spanish
KWCY	103.5	62 kw @ 2428	Country	\$35.00 Katz	Z-Spanish
KYOT	96.5	100 kw @ 1570	Jazz	\$80.00 Sentry	Chancellor
KZON	101.5	100 kw @ 1740	Progressive AOR	\$70.00 Sentry	Chancellor
KZZP	104.7	100 kw @ 1550	CHR/AC	\$85.00 Mc-Guild	Jacor

Notes: 9/98 KGLQ-F changed from Classic Hits to AC/CHR as KMXP-F ("Mix 96.9") . . . 11/98 KIDR (740) changed from variety to Hispanic News/Talk (Unica) . . . 12/98 KWCY-F changed from Country to Hispanic-Regional as KZZP-F ("La Zeta")

# PITTSBURGH

**Arbitron Rank:** 21 Pop (12+): 2,002,800  
**MSA Rank:** 19  
**MSA Pop:** 2,370,000  
**DMA:** 19  
**Average Persons Rating:** 15.9  
**Market TSL in Hours:** 21.00

**Stations:** 29 / 27  
**Diaries:** 3,310 / 605:1 / 61.3%  
**Sample Target:** 3,300  
**% Below Line:** 0.9  
**% Not Listed:** 14.2  
**Pop per Station:** 74,178

**Last Year's Revenue:** \$87,500,000  
**Household Income:** \$41,403  
**Total Retail Sales:** \$23.6 Bil.  
**#1 Biller:** KDKA \$13,700,000  
**#1 Billing Portfolio:**  
**Chancellor** \$33,500,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KDKA	N/T	381 / 11.9	12.9	12.9	12.6	12.4	12.6	4831 / 24.1	25.9	24.0	424 / 5567	I	KDKA
2	WDSY-F	C	262 / 8.2	7.4	6.2	7.4	7.4	7.3	3249 / 16.2	15.3	14.5	299 / 3715	H	WDSY-F
3	WDVE-F	ADR	234 / 7.3	9.7	8.4	8.6	9.2	8.5	3524 / 17.6	18.5	18.6	311 / 4509	I	WDVE-F
4	WJAS	ST	190 / 6.0	4.9	5.2	6.2	5.2	5.6	2036 / 10.2	9.0	9.0	191 / 2061	C	WJAS
5	WXDX-F	AOR-NR	178 / 5.6	5.0	5.0	4.2	5.0	4.9	2901 / 14.5	13.6	15.6	205 / 3350	F	WXDX-F
6	WBZZ-F	CHR	173 / 5.4	5.8	6.2	6.9	6.5	6.1	4029 / 20.1	21.4	21.9	209 / 4961	H	WBZZ-F
7	WSHH-F	SAC	164 / 5.1	4.7	4.6	5.4	4.6	5.0	2512 / 12.5	12.0	11.4	184 / 2860	F	WSHH-F
8	WWSW-AF	D	150 / 4.7	6.2	6.0	5.6	5.4	5.6	2936 / 14.7	16.5	16.3	178 / 3477	H	WWSW-AF
9	WJFF-F	J	122 / 3.8	3.0	3.9	2.8	3.5	3.4	1847 / 9.2	8.4	8.2	129 / 1981	D	WJFF-F
10	WLTJ-F	SAC	119 / 3.7	4.1	4.5	4.4	3.9	4.2	2154 / 10.8	11.9	11.5	138 / 2507	D	WLTJ-F
11	WAMO-F	B	114 / 3.6	4.1	4.2	4.1	3.4	4.0	2024 / 10.1	9.7	8.5	136 / 2405	D	WAMO-F
12	WDRV-F	AC-NR	111 / 3.5	3.6	3.0	2.8	3.2	3.2	3042 / 15.2	11.7	15.2	118 / 3335	G	WDRV-F
13	WRRK-F	CL AOR	101 / 3.2	3.0	3.2	2.7	2.4	3.0	2031 / 10.1	9.7	8.6	122 / 2465	D	WRRK-F
14	WZPT-F	CL HITS	92 / 2.9	3.6	4.5	3.9	3.5	3.7	2206 / 11.0	12.5	12.2	100 / 2393	D	WZPT-F
15	WEAE	SPRTS	71 / 2.2	1.3	1.2	1.4	3.4	1.5	1834 / 9.2	4.9	12.2	74 / 1907		WEAE
16	WASP-F	C	48 / 1.5	1.5	1.5	1.7	1.5	1.6	621 / 3.1	3.2	3.1	50 / 669		WASP-F
17	KQV	N	40 / 1.3	1.3	1.0	1.3	1.2	1.2	1111 / 5.5	4.2	4.9	40 / 1111	C	KQV
18	WPTT	T	37 / 1.2	0.8	0.8		0.4		824 / 4.1	2.8	2.4	37 / 824		WPTT

12+ FM Share (Metro): 71.39% (1956 of 2740) (Fall 97: 71.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBZZ-F <	1 WDVE-F	1 WDVE-F	1 WDVE-F >	1 WDVE-F	1 KDKA >	1 KDKA >	1 KDKA >	1 KDKA	1 KDKA	1 KDKA <
2 WAMO-F >	2 WXDX-F >	2 WDSY-F <	2 WDSY-F	2 WDSY-F	2 WJAS <	2 WDVE-F	2 WDSY-F <	1 WDSY-F	2 WBZZ-F	2 WDSY-F >
3 WXDX-F >>	3 WBZZ-F <	3 WXDX-F	3 WXDX-F <	3 KDKA <	3 WDSY-F	3 WXDX-F <	3 WJAS <	3 WDVE-F <	3 WDSY-F <	3 WJAS
4 WDSY-F	4 WBZZ-F	4 WBZZ-F	4 WXDX-F <	4 WWSW-AF <	4 WDSY-F	4 WDVE-F	4 WJAS <	4 WAMO-F <	4 WDVE-F <	4 WDVE-F <
5 WDRV-F	5 WSHH-F <	5 WSHH-F <	5 WWSW-AF <	5 WSHH-F	5 WBZZ-F	5 WSHH-F <	5 WBZZ-F <	5 WSHH-F <	5 WSHH-F <	5 WBZZ-F
6 WAMO-F <	6 WDRV-F	6 WDRV-F <	6 WBZZ-F <	6 WJFF-F	6 WRRK-F	6 WWSW-AF	6 WWSW-AF	6 WSHH-F <	6 WXDX-F <	6 WSHH-F <
7 WZPT-F	7 WWSW-AF <	7 WWSW-AF	7 WSHH-F	6 WDVE-F	7 WSHH-F <	7 WLTJ-F	7 WXDX-F <	7 WDVE-F	7 WWSW-AF	7 WWSW-AF
8 WSHH-F	8 WZPT-F <	8 KDKA	8 WDRV-F <	8 WLTJ-F	8 WWSW-AF <	7 WJFF-F	8 WWSW-AF	8 WWSW-AF	8 WWSW-AF	7 WAMO-F <
9 WRRK-F <	8 WRRK-F	8 WRRK-F	9 WLTJ-F	9 WJAS	9 WXDX-F	9 WAMO-F <	9 WAMO-F <	9 WLTJ-F	9 WDX-F <	9 WDX-F <
	8 WZPT-F	9 WRRK-F <				10 WBZZ-F			10 WDRV-F	10 WDRV-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBZZ-F	1 WBZZ-F	1 WBZZ-F	1 WDSY-F	1 WDSY-F	1 WXDX-F	1 WDVE-F	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 KDKA >>>
2 WDSY-F	2 WDSY-F	2 WDSY-F	1 WBZZ-F	2 WSHH-F <	2 WDVE-F >	2 WXDX-F >>	2 WXDX-F >>	2 WXDX-F >	2 WXDX-F	2 WDSY-F >
3 WAMO-F	3 WDRV-F <	2 WDRV-F	3 WSHH-F	3 WBZZ-F	3 WAMO-F <	3 WDSY-F	3 WZPT-F	3 WDSY-F	3 WDSY-F	3 WAMO-F
3 WXDX-F	4 WXDX-F	4 WDVE-F	4 WDRV-F <	4 WWSW-AF <	4 WDSY-F	4 WZPT-F <	4 WDSY-F	4 WRRK-F	4 WRRK-F <	
5 WDRV-F	5 WDVE-F	5 WXDX-F >	5 WLTJ-F	5 WLTJ-F	5 WSHH-F	5 WDRV-F	5 WDRV-F	5 WZPT-F	5 KDKA	
6 WDVE-F	6 WAMO-F	6 WZPT-F	5 WDVE-F <	6 KDKA <	6 WBZZ-F	5 WBZZ-F <	6 WBZZ-F	6 KDKA <	6 WWSW-AF <	
6 WLTJ-F	7 WLTJ-F <	7 WSHH-F	7 WWSW-AF <	7 WDVE-F	7 WDRV-F >	7 WAMO-F	7 KDKA	7 WDRV-F <	7 WZPT-F	
8 WSHH-F >	8 WSHH-F <	7 WLTJ-F	8 WXDX-F	7 WDRV-F	8 WSHH-F	7 WRRK-F	8 WBZZ-F	8 WDRV-F <	8 WDRV-F <	
	9 WZPT-F >>	7 WAMO-F >>	9 WAMO-F	9 WJFF-F				9 WJFF-F <		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WAMO	B/A/C	860	Pittsburgh	0.6	1.4	19	285	WHOT-F	CHR	101.1	Youngstown, OH	0.4	1.7	71	1244
WISR	AC	680	Butler	0.3	0.8	11	163	WRKY-F	C	103.5	Steubenville, OH	0.4	1.7	61	957
WJPA-AF	O	95.3	Washington	0.5	1.4	18	320								
WLSW-F	CHR/AC	103.9	Scottsdale	0.5	1.0	15	206								
WMB5	FS	590	Uniontown	0.7	1.6	23	364								
WORD-F	REL	101.5	Pittsburgh	0.9	3.8	31	858								
WZKT-F	CHR	99.3	Charleoi	0.4	2.4	15	491								

# PITTSBURGH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM	28.4 %	25.1 %	36.9 %	AC	11 (1)	111 (1)	122 (2)	4.5 %	4.5 %
<b>Chancellor</b> WDRV-FM, WDVE-FM, WJJJ-FM, WWSW-AF, WDX-FM	24.9 %	31.9 %	38.3 %	AOR/Classic/NR	0 (0)	513 (3)	513 (3)	18.7 %	18.9 %
<b>Frischling</b> WLTJ-FM, WRRK-FM	6.9 %	9.0 %	6.1 %	Black/Urban	19 (1)	114 (1)	133 (2)	4.9 %	4.1 %
<b>Renda</b> WJAS-AM, WPTT-AM, WSHH-FM	12.3 %	7.6 %	6.5 %	CHR	0 (0)	216 (4)	216 (4)	7.9 %	8.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	324 (3)	324 (3)	11.8 %	11.0 %
				Full Service	21 (1)	0 (0)	21 (1)	0.8 %	1.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	122 (1)	122 (1)	4.5 %	4.0 %
				News/Talk	458 (3)	0 (0)	458 (3)	16.7 %	15.9 %
				Oldies	14 (2)	244 (3)	258 (5)	9.4 %	11.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	29 (1)	29 (1)	1.1 %	1.7 %
				Soft AC	0 (0)	283 (2)	283 (2)	10.3 %	9.7 %
				Sports	71 (1)	0 (0)	71 (1)	2.6 %	4.3 %
				Standards/EZ	190 (1)	0 (0)	190 (1)	6.9 %	5.9 %
				<b>Totals</b>	<b>784 (10)</b>	<b>1956 (19)</b>	<b>2740 (29)</b>		

### AM Stations

Station	Freq	Power	Format	Company	Price	Buyer	Seller	Notes
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	CBS	CBS/Infinity	
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$35.00	---		
WEAE	1250	5 kw (DA-N)	Sports	ABC, Westwd	\$88.00	---	Jacor	
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied	Renda	
WPTT	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$ NA	---	Renda	McKeesport
WWSW	970	5 kw (DA-2)	See WWSW-F					

### FM Stations

Station	Freq	Power	Format	Company	Price	Buyer	Seller	Notes
WAMO	106.7	47 kw @ 518	Black	AURN	\$ 70.00	D&R	Sheridan	Beaver Falls
WASP	94.9	0.2 kw @ 1240	Country		\$ < 20.00	Dome		Oliver
WBZZ	93.7	41 kw @ 547	CHR		\$155.00	Eastman	CBS/Infinity	
WDRV	96.1	44 kw @ 522	Modern AC		\$110.00	Sentry	Chancellor	
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman	CBS/Infinity	
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal	Chancellor	
WJJJ	104.7	20 kw @ 781	Jazz		\$45.00	D&R	Chancellor	
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P	Frischling	
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Mc-Guild	Frischling	Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz	Renda	
WWSW	94.5	50 kw @ 810	Oldies	ABC, AMFM	\$160.00	Sentry	Chancellor	
WDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$ 50.00	Christal	Chancellor	
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Eastman	CBS/Infinity	New Kensington

Notes: 10/98 WEAE sold by Jacor to Clear Channel as part of a merger valued at \$4.4 Bil. . . . 2/99 WEAE sold by Clear Channel/Jacor to ABC, Inc. for \$5,000,000

# PORTLAND, ME

Arbitron Rank: 160 Pop (12+): 216,300	Stations: 24 / 19	Last Year's Revenue: \$16,800,000
MSA Rank: 173	Diaries: 908 / 238:1 / 59.9%	Household Income: \$47,201
MSA Pop: 156,000	Sample Target: 870	Total Retail Sales: \$3.2 Bil.
DMA: 79	% Below Line: 5.1	#1 Biller: WBLM-F \$3,100,000
Average Persons Rating: 14.5	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 11,384	Saga \$6,960,000

12+ Metro	Format	Fall 98 1/4 Share	Spq 98	Fall 97	Spq 97	Fall 96	12+ Metro Cume / Rtg	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WPOR-AF	C 31 / 9.9	9.5	9.1	9.8	12.3	389 / 18.0	20.4	18.9	68 / 1019	D	WPOR-AF
2	WGAN	FS/T 29 / 9.3	7.9	6.5	8.3	6.0	378 / 17.5	17.1	16.3	39 / 543	C	WGAN
3	WMGX-F	AC 25 / 8.0	8.3	8.4	7.3	9.9	503 / 23.2	22.2	21.5	42 / 770	C	WMGX-F
4	WJBQ-F	CHR 23 / 7.4	9.2	8.4	6.7	3.3	477 / 22.1	24.3	22.6	57 / 1275	B	WJBQ-F
5	WCYY-F	AOR-NR 21 / 6.7	5.4	7.8	7.0	5.1	418 / 19.3	17.2	17.4	41 / 949	B	WCYY-F
6	WHOM-F	SAC 20 / 6.4	4.4	4.5	6.3	2.7	328 / 15.2	12.2	12.1	63 / 1250	D	WHOM-F
6	WBLM-F	CL AOR 20 / 6.4	9.8	10.7	9.8	9.6	470 / 21.7	21.9	22.7	89 / 1567	E	WBLM-F
8	WYNZ-F	O 19 / 6.1	6.0	5.2	5.1	5.7	327 / 15.1	16.6	16.1	28 / 548	B	WYNZ-F
9	WLAM-AF	ST 15 / 4.8	6.7	5.1	3.8	3.6	193 / 8.9	9.0	5.6	31 / 418	A	WLAM-AF
10	WZAN	T 8 / 2.6	2.5	2.3	3.2	3.6	159 / 7.3	7.2	7.3	12 / 253	A	WZAN
10	WRED-F	CHR 8 / 2.6	1.3	1.9	1.9	2.7	189 / 8.7	7.2	8.3	12 / 366	A	WRED-F
10	WCLZ-F	AOR-P 8 / 2.6	3.2	2.6	3.5	4.8	205 / 9.5	8.1	8.4	13 / 354	B	WCLZ-F
13	WTHT-F	C 7 / 2.2	3.5	3.2	4.8	3.6	150 / 6.9	8.7	9.0	35 / 584	B	WTHT-F
13	WMWX-F	AC/CHR 7 / 2.2	2.2	2.3	3.2	2.7	221 / 10.2	8.2	9.7	20 / 547	B	WMWX-F

12+ FM Share (Metro): 78.95% (210 of 266) (Fall 97: 83.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBQ-F >>>	1 WCYY-F >	1 WMGX-F	1 WMGX-F >	1 WMGX-F >	1 WGAN	1 WPOR-AF	1 WGAN >	1 WCYY-F <	1 WJBQ-F >	1 WPOR-AF
2 WCYY-F >	2 WBLM-F	2 WBLM-F <	2 WBLM-F	2 WBLM-F	1 WPOR-AF >	2 WGAN <	2 WMGX-F <	2 WMGX-F	2 WPOR-AF <	2 WJBQ-F
3 WRED-F >>	3 WMGX-F	3 WCYY-F	3 WCYY-F	3 WGAN	3 WYNZ-F	3 WMGX-F >	3 WPOR-AF	2 WJBQ-F	3 WCYY-F	3 WBLM-F <
	4 WJBQ-F >	4 WJBQ-F	4 WGAN	3 WYNZ-F	4 WHOM-F	4 WJBQ-F <	4 WHOM-F <	2 WPOR-AF	3 WHOM-F	4 WCYY-F <
	5 WHOM-F	5 WGAN	5 WYNZ-F	5 WCYY-F	5 WMGX-F	5 WBLM-F	5 WYNZ-F <	5 WHOM-F	5 WBLM-F	5 WMGX-F
	5 WRED-F	5 WPOR-AF	5 WHOM-F	5 WHOM-F	5 WLAM-AF >	6 WCYY-F	6 WBLM-F	6 WGAN	6 WYNZ-F	5 WGAN
	5 WPOR-AF	7 WHOM-F	7 WPOR-AF	7 WPOR-AF <	6 WYNZ-F	7 WCYY-F <	6 WBLM-F <	7 WMGX-F	7 WYNZ-F	5 WYNZ-F
		7 WYNZ-F >	7 WJBQ-F	8 WJBQ-F	8 WHOM-F <	8 WJBQ-F	8 WYNZ-F			8 WHOM-F <
						8 WLAM-AF >>				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPOR-AF	1 WMGX-F	1 WMGX-F	1 WMGX-F	1 WMGX-F	1 WCYY-F	1 WCYY-F >	1 WCYY-F >	1 WCYY-F	1 WMGX-F	1 WGAN
1 WJBQ-F >	1 WJBQ-F	2 WBLM-F	2 WJBQ-F	2 WHOM-F	2 WJBQ-F	2 WBLM-F >	2 WMGX-F	1 WBLM-F <	2 WBLM-F	2 WJBQ-F >
3 WCYY-F >>	3 WCYY-F	3 WJBQ-F >	3 WHOM-F	3 WJBQ-F	2 WBLM-F >>>	3 WMGX-F	2 WBLM-F	3 WMGX-F >	3 WCYY-F	
	3 WBLM-F	4 WCLZ-F	3 WPOR-AF	4 WYNZ-F		4 WTOS-F	4 WTOS-F >>>	4 WGAN	4 WGAN	
	3 WRED-F	4 WCYY-F	5 WBLM-F	5 WGAN		4 WJBQ-F >		5 WYNZ-F	5 WYNZ-F	
	3 WPOR-AF	4 WHOM-F	6 WCYY-F	5 WBLM-F		6 WHOM-F		6 WPOR-AF	6 WPOR-AF >	
		4 WRED-F >>	6 WGAN	5 WPOR-AF >		6 WMWX-F >>		6 WJBQ-F		
			6 WYNZ-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBQW-F	CL	105.3	Scarborough	1.6	4.6	6 104	WBQW-F	CL	99.3	Kennebunk	0.6	2.8	8 144
WJAE	SPRTS	1440	Westbrook	1.3	5.8	4 130	WBZ	N/T	1030	Boston	1.6	5.2	19 329
							WQEZ-F	SAC	104.7	Kennebunkport	0.6	1.5	8 84
							WTOS-F	AOR	105.1	Skowhegan	1.6	4.1	32 552
							WXGL-F	CLAOR	95.5	Topsham	0.6	3.6	6 145

# PORTLAND, ME

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Fuller-Jeffrey</b>	30.8 %	32.6 %	38.1 %	AC	0 (0)	32 (2)	32 (2)	12.0 %	12.3 %
WBLM-FM, WCLZ-FM, WCYI-FM, WCYY-FM, WHOM-FM, WJAE-AM, WJBQ-FM				AOR/Classic/NR	0 (0)	56 (6)	56 (6)	21.1 %	25.7 %
<b>Lerner</b>	9.2 %	6.7 %	11.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WLAM-AM, WLAM-FM, WMWX-FM, WTHT-FM, WZOU-AM				CHR	0 (0)	31 (2)	31 (2)	11.7 %	12.7 %
<b>Saga</b>	35.9 %	35.9 %	41.4 %	Classical	0 (0)	7 (2)	7 (2)	2.6 %	3.0 %
WGAN-AM, WMGX-FM, WPOR-AF, WYNZ-FM, WZAN-AM				Country	3 (1)	35 (2)	38 (3)	14.3 %	14.2 %
	75.9 %	75.2 %	90.5 %	Full Service	29 (1)	0 (0)	29 (1)	10.9 %	7.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	13 (2)	0 (0)	13 (2)	4.9 %	3.4 %
				Oldies	0 (0)	19 (1)	19 (1)	7.1 %	7.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	22 (2)	22 (2)	6.0 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	1.5 %	1.5 %
				Standards/EZ	7 (1)	8 (1)	15 (2)	5.6 %	6.0 %
				<b>Totals</b>	<b>56 (6)</b>	<b>210 (18)</b>	<b>266 (24)</b>		

### AM Stations

WGAN	560	5 kw (DA-2)	Talk/Full Service	CBS, Talknt	\$27.00	Mc-Guild	Saga	
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Lerner	Gorham
WPOR	1490	1 kw	See WPOR-F					
WZAN	970	5 kw (DA-N)	Talk	Westwd	\$<20.00	Mc-Guild	Saga	

### FM Stations

WBLM	102.9	100 kw @ 1460	Classic AOR	\$66.00	Katz	Fuller-Jeffrey	
WCLZ	98.9	48 kw @ 400	Progressive AOR	\$<20.00	Christal	Fuller-Jeffrey	Brunswick
WCYI	93.9	27.5 kw @ 640	See WCYY-F				Lewiston
WCYY	94.3	11.5 kw @ 482	New Rock	\$22.00	Katz	Fuller-Jeffrey	Biddeford
WHOM	94.9	50 kw @ 3743	Soft AC	\$50.00	Katz	Fuller-Jeffrey	Mt. Washington
WJBQ	97.9	16 kw @ 889	CHR	\$26.00	Katz	Fuller-Jeffrey	
WLAM	106.7	0.81 kw @ 623	See WLAM				N. Windham
WMGX	93.1	50 kw @ 443	AC	\$54.00	Mc-Guild	Saga	
WMWX	99.9	50 kw @ 493	AC/CHR	\$<20.00	D&R	Lerner	Auburn
WPOR	101.9	50 kw @ 500	Country	ABC \$64.00	Mc-Guild	Saga	
WRED	95.9	3 kw @ 300	CHR	\$<20.00	Roslin		Saco
WTHT	107.5	35 kw @ 610	Country	Westwd \$20.00	Allied	Lerner	Lewiston
WYNZ	100.9	25 kw @ 328	Oldies	Westwd \$<20.00	Mc-Guild	Saga	Westbrook

Notes: WTOS-F – See Augusta-Waterville, ME in the American Radio Small Market edition

# PORTLAND, OR

**Arbitron Rank:** 25 Pop (12+): 1,707,900  
**MSA Rank:** 27  
**MSA Pop:** 1,820,000  
**DMA:** 24  
**Average Persons Rating:** 14.7  
**Market TSL in Hours:** 19.50

**Stations:** 29 / 29  
**Diaries:** 2,656 / 643:1 / 51.2%  
**Sample Target:** 2,690  
**% Below Line:** 0.0  
**% Not Listed:** 17.2  
**Pop per Station:** 58,893

**Last Year's Revenue:** \$91,800,000  
**Household Income:** \$47,055  
**Total Retail Sales:** \$22.8 Bil.  
**#1 Biller:** KKCW-F \$10,350,000  
**#1 Billing Portfolio:** Jacor \$26,090,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KKRZ-F	CHR	234 / 9.3	9.5	11.1	10.7	9.6	10.2	4043 / 23.7	25.4	23.3	249 / 4441	H	KKRZ-F
2	KUPL-F	C	161 / 6.4	5.6	5.8	5.4	6.4	5.8	2148 / 12.6	13.4	13.5	179 / 2454	H	KUPL-F
3	KKCW-F	AC	151 / 6.0	6.7	6.9	6.7	5.1	6.6	2341 / 13.7	12.6	12.4	158 / 2518	I	KKCW-F
4	KKSN-F	O	146 / 5.8	6.1	5.8	5.3	6.3	5.8	2630 / 15.4	15.0	16.6	167 / 2992	G	KKSN-F
5	KGON-F	CL AOR	128 / 5.1	5.3	4.8	5.1	4.8	5.1	2390 / 14.0	13.2	14.4	151 / 2749	H	KGON-F
6	KEX	FS	115 / 4.6	4.7	5.0	5.9	5.7	5.0	2023 / 11.8	12.7	15.1	122 / 2191	G	KEX
7	KUFO-F	AOR	110 / 4.4	5.1	4.6	5.0	4.3	4.8	2203 / 12.9	11.6	11.5	133 / 2661	G	KUFO-F
8	KWJJ-F	C	108 / 4.3	3.8	4.8	5.5	5.3	4.6	2014 / 11.8	13.3	12.7	126 / 2319	G	KWJJ-F
9	KEWS	N/T	107 / 4.3	4.7	3.3	3.4	4.1	3.9	1691 / 9.9	8.2	9.3	120 / 1883	C	KEWS
10	KRSK-F	AC/CHR	98 / 3.9	4.4	2.7	3.4	3.2	3.6	2499 / 14.6	8.4	9.8	130 / 3075	H	KRSK-F
11	KNRK-F	AOR-NR	96 / 3.8	3.8	3.1	3.0	2.9	3.4	2020 / 11.8	10.8	10.7	105 / 2174	D	KNRK-F
12	KXL	N/T	94 / 3.7	3.6	3.8	3.8	3.9	3.7	1876 / 11.0	10.1	11.6	104 / 2082	G	KXL
13	KINK-F	AOR-P	87 / 3.5	3.3	4.2	2.8	3.4	3.4	1574 / 9.2	9.0	9.2	95 / 1719	G	KINK-F
14	KKJZ-F	J	79 / 3.2	3.6	3.2	3.8	2.9	3.4	1255 / 7.3	7.6	7.9	88 / 1440	E	KKJZ-F
15	KBBT-F	AC-NR	64 / 2.6	2.7	3.1	2.7	2.3	2.8	2002 / 11.7	11.3	10.3	66 / 2062	E	KBBT-F
16	KKSN	ST	59 / 2.4	2.8	3.2	2.8	3.2	2.8	712 / 4.2	4.8	6.2	60 / 740	C	KKSN
17	KOTK	T	38 / 1.5	1.4	0.9	1.1	1.4	1.2	696 / 4.1	2.9	3.5	40 / 749	A	KOTK
18	KPDQ-F	REL	34 / 1.4	1.5	2.0	1.5	1.5	1.6	734 / 4.3	4.5	3.6	47 / 921	H	KPDQ-F
19	KXL-F	AOR-P	30 / 1.2	1.1	0.9	1.5	2.3	1.2	945 / 5.5	4.5	8.3	33 / 1083	D	KXL-F
20	KFXX	SPRTS	29 / 1.2	1.4	1.2	1.8	1.8	1.4	797 / 4.7	3.8	5.3	30 / 818	C	KFXX

12+ FM Share (Metro): 73.54% (1526 of 2075) (Fall 97: 72.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRZ-F >>>	1 KKRZ-F	1 KKRZ-F	1 KGON-F	1 KKCW-F <	1 KKSIN-F <	1 KKRZ-F	1 KEWS	1 KKRZ-F >	1 KKRZ-F >	1 KKRZ-F >
2 KNRK-F >	2 KUFO-F	2 KGON-F	2 KKCW-F <	2 KGON-F	2 KKCW-F	2 KUPL-F <	1 KKRZ-F <	2 KUPL-F	2 KNRK-F >	2 KKSIN-F <
3 KUFO-F	3 KUPL-F	3 KKCW-F <	3 KKRZ-F	2 KKSIN-F <	3 KEX <	3 KGON-F	3 KUPL-F <	2 KKSIN-F <	3 KEX <	3 KUPL-F <
3 KRSK-F	4 KNRK-F	4 KUPL-F <	4 KKSIN-F <	4 KUPL-F <	4 KUPL-F <	3 KKCW-F <	4 KKCW-F <	4 KKCW-F	4 KRSK-F <	4 KWJJ-F
5 KGON-F <	5 KUFO-F	5 KUPL-F	5 KKRZ-F	5 KEWS <	5 KEX	5 KEX	5 KKSIN-F	5 KUFO-F	5 KUFO-F <	5 KKCW-F <
6 KRSK-F	5 KKSIN-F	6 KRSK-F <	6 KRSK-F <	6 KXL	6 KKSIN-F	6 KGON-F	6 KRSK-F <	6 KRSK-F <	6 KKSIN-F <	6 KGON-F <
7 KWJJ-F	7 KRSK-F	7 KUFO-F	7 KINK-F	7 KGON-F	7 KUFO-F	7 KUFO-F	7 KWJJ-F <	7 KNRK-F <	7 KGON-F <	7 KEX <
8 KKCW-F <	8 KNRK-F	8 KINK-F <	7 KUFO-F	8 KINK-F	8 KXL <	8 KINK-F <	8 KGON-F	8 KKCW-F <	8 KRSK-F <	8 KRSK-F <
9 KBBT-F	8 KWJJ-F	9 KWJJ-F <	9 KWJJ-F <	8 KWJJ-F	9 KWJJ-F <	9 KWJJ-F <	9 KUFO-F <	8 KWJJ-F	9 KUPL-F <	9 KUFO-F <
	10 KINK-F	10 KNRK-F <	10 KEX <	8 KKJZ-F						10 KXL

Wom 18-24	Wom 18-34	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+ Ovrnite
1 KKRZ-F >>	1 KKRZ-F >>	1 KKRZ-F >	1 KKRZ-F	1 KKCW-F >	1 KUFO-F	1 KUFO-F >	1 KUFO-F >	1 KGON-F	1 KGON-F >	1 KEX >
2 KUPL-F >	2 KUPL-F	2 KRSK-F	2 KKCW-F	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F <	2 KGON-F <	2 KUFO-F	2 KUFO-F <	2 KKRZ-F
3 KWJJ-F >	3 KRSK-F	3 KKCW-F <	3 KUPL-F	3 KKSIN-F	3 KNRK-F >	3 KNRK-F	3 KNRK-F <	3 KKRZ-F	3 KKSIN-F <	3 KKJZ-F <
4 KNRK-F	4 KWJJ-F <	4 KUPL-F	4 KRSK-F	4 KUPL-F	4 KWJJ-F	4 KGON-F	4 KUPL-F	4 KNRK-F <	4 KUPL-F	4 KWJJ-F <
5 KKSIN-F	5 KKCW-F	5 KBBT-F <	4 KKSIN-F	5 KRSK-F	5 KGON-F >	5 KUPL-F >	5 KKRZ-F >	5 KKSIN-F	5 KKRZ-F	5 KUPL-F <
5 KUFO-F	6 KKSIN-F <	6 KWJJ-F	6 KWJJ-F <	6 KINK-F	6 KRSK-F	6 KRSK-F	6 KRSK-F >	6 KUPL-F	6 KNRK-F	6 KXL
5 KRSK-F >	7 KBBT-F <	6 KKSIN-F	7 KINK-F	7 KWJJ-F	7 KWJJ-F	7 KWJJ-F	7 KBBT-F	7 KRSK-F	6 KEX <	
	8 KNRK-F <	8 KGON-F	8 KBBT-F <	8 KEWS	8 KBBT-F	8 KBBT-F		8 KWJJ-F <	8 KRSK-F	
	9 KUFO-F <	8 KINK-F	9 KGON-F	8 KBBT-F <				9 KEX <	8 KINK-F	
			10 KEWS	10 KGON-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KCCS	REL	1220	Salem	0.4 0.9 11 173
KKGT	T	1150	Portland	0.4 1.1 9 187
KPAM	REL-CC	860	Troutdale	0.4 0.9 10 159
KPDQ	REL	800	Portland	0.3 1.4 8 257
KUPL	CO	970	Portland	0.9 2.3 25 411
KWBY	SP-C	940	Woodburn	0.8 1.2 20 208
KWIP	SP-C	880	Dallas	0.6 1.0 17 203
KYKH	T	1430	Keizer	0.4 0.9 12 204



# PORTLAND, OR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM	21.0 %	23.4 %	27.3 %	AC	0 (0)	313 (3)	313 (3)	15.1 %	11.6 %
<b>Entercom</b> KFXX-AM, KGON-FM, KKSJ-AM, KKSJ-FM, KNRK-FM, KRSK-FM	22.2 %	24.3 %	25.8 %	AOR/Classic/NR	0 (0)	451 (5)	451 (5)	21.7 %	18.5 %
<b>Jacor</b> KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM	24.2 %	21.4 %	28.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				CHR	0 (0)	234 (1)	234 (1)	11.3 %	11.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	23 (1)	269 (2)	292 (3)	14.1 %	15.2 %
				Full Service	115 (1)	0 (0)	115 (1)	5.5 %	6.8 %
				Hispanic	36 (2)	0 (0)	36 (2)	1.7 %	0.7 %
				Jazz	0 (0)	79 (1)	79 (1)	3.8 %	3.4 %
				News/Talk	259 (5)	0 (0)	259 (5)	12.5 %	12.0 %
				Oldies	0 (0)	146 (1)	146 (1)	7.0 %	11.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	28 (3)	34 (1)	62 (4)	3.0 %	2.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	29 (1)	0 (0)	29 (1)	1.4 %	2.2 %
				Standards/EZ	59 (1)	0 (0)	59 (1)	2.8 %	3.8 %
				<b>Totals</b>	<b>549 (14)</b>	<b>1526 (14)</b>	<b>2075 (28)</b>		

## AM Stations

Station	Freq	Power	Format	Company	City
KEWS	620	5 kw (DA-N)	News/Talk	ABC, AP	Katz
KEX	1190	50 kw (DA-N)	Full Service	ABC	Katz
KFXX	910	5 kw (DA-2)	Sports	ABC, CBS, Westwd	D&R
KKSN	1520	50 kw/15 kw (DA-2)	Standards	Westwd	Chrystal
KOTK	1080	50 kw/10 kw (DA-2)	Talk	CNN, Westwd	\$ NA Sentry
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	Mc-Guild

## FM Stations

Station	Freq	Power	Format	Company	City
KBBT	107.5	6.3 kw @ 1332	Modern AC	\$50.00	Christal
KGON	92.3	100 kw @ 1268	Classic AOR	\$140.00	CBS
KINK	101.9	100 kw @ 1674	Progressive AOR	\$117.00	Allied
KKCW	103.3	100 kw @ 1674	AC	\$148.00	Katz
KKJZ	106.7	100 kw @ 880	Jazz	\$75.00	Katz
KKRZ	100.3	100 kw @ 1434	CHR	\$120.00	Katz
KKSN	97.1	100 kw @ 1268	Oldies	Westwd \$118.00	D&R
KNRK	94.7	3.7 kw @ 850	AOR-New Rock	\$68.00	CBS
KPDQ	93.7	100 kw @ 1268	Religion	SRN \$23.00	Salem
KRSK	105.1	100 kw @ 1840	AC/CHR	\$77.00	D&R
KUFO	101.1	100 kw @ 1640	AOR	\$110.00	Chrystal
KUPL	98.7	37 kw @ 1443	Country	AP \$155.00	Katz
KWJJ	99.5	52 kw @ 1268	Country	\$155.00	Sentry
KXL	95.5	100 kw @ 990	Progressive AOR	\$60.00	Mc-Guild

Notes: 7/98 KKRH-F changed from Classic Hits to AC/CHR as "Rosie 105.1" . . . 8/98 KKRH-F changed calls to KRSK-F . . . 9/98 KSLM (1390; Salem) sold to Entercom for \$605,000; changed from Talk to simulcasting Sports KFXX . . . 10/98 KXL-AF sold by Lester Smith to Paul Allen for a reported \$55,000,000 . . . 10/98 KVAN (1550; Vancouver, WA) sold for \$1,650,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KEWS; KEX; KKCW-F; KKRZ-F; KKLQ-F (CP)

# PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank: 117 Pop (12+): 356,400	Stations: 37 / 9	Last Year's Revenue: \$12,700,000
MSA Rank: 132	Diaries: 887 / 402:1 / 56.4%	Household Income: \$56,642
MSA Pop: 375,000	Sample Target: 790	Total Retail Sales: \$5.2 Bil.
DMA: Boston (#6)	% Below Line: 51.0	#1 Biller: WHEB-F \$4,100,000
Average Persons Rating: 16.4	% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 39,600	Capstar \$7,200,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WOKQ-F	C	67 / 11.5	8.2	8.9	11.8	10.9	798 / 22.4	22.2	20.9	103 / 1126	E	WOKQ-F
2	WERZ-F	CHR	45 / 7.7	9.3	6.1	4.3	3.6	625 / 17.5	20.9	16.8	46 / 655	C	WERZ-F
2	WHEB-F	AOR	45 / 7.7	8.2	8.6	10.0	8.4	534 / 15.0	18.8	19.3	55 / 721	F	WHEB-F
4	WBZ	NIT	30 / 5.1	3.0	3.3	2.7	3.5	509 / 14.3	12.1	12.1	35 / 664		WBZ
5	WXBB-F	CL AOR	28 / 4.8	3.4	3.5	3.6	3.1	432 / 12.1	9.4	10.3	30 / 497	C	WXBB-F
6	WBCN-F	AOR	25 / 4.3	3.8	4.5	3.4	2.7	532 / 14.9	10.0	11.7	32 / 657		WBCN-F
7	WZID-F	AC/SAC	23 / 3.9	5.0	4.0	4.3	4.4	278 / 7.8	9.8	10.3	32 / 436		WZID-F
8	WRKO	T	22 / 3.8	3.4	4.0	3.0	2.7	348 / 9.8	8.5	8.9	25 / 406		WRKO
9	WHOM-F	SAC	21 / 3.6	3.0	3.1	2.9	2.4	356 / 10.0	9.7	10.9	34 / 711		WHOM-F
9	WJMN-F	CHR	21 / 3.6	2.5	1.9	1.8	3.8	344 / 9.7	9.8	8.8	26 / 443		WJMN-F
11	WXRV-F	AC-AOR	16 / 2.7	2.3	2.1	2.9	3.3	255 / 7.2	7.7	6.5	18 / 283		WXRV-F
12	WQSO-F	O	14 / 2.4	2.5	2.1	1.4	1.6	214 / 6.0	8.1	7.2	16 / 247	A	WQSO-F
13	WODS-F	O	13 / 2.2	1.8	2.6	2.5	2.4	262 / 7.3	8.7	8.2	14 / 282		WODS-F
14	WXKS-F	CHR	12 / 2.1	2.0	2.1	2.9	2.6	350 / 9.8	9.1	11.5	13 / 362		WXKS-F
15	WTSN	T	11 / 1.9	2.7	3.8	4.1	4.0	209 / 5.9	8.1	9.8	11 / 235	B	WTSN
15	WEGQ-F	CL HITS	11 / 1.9	2.3	1.7	2.0	0.9	211 / 5.9	9.3	6.7	12 / 244		WEGQ-F

12+ FM Share (Metro): 85.44% ( 446 of 522 ) ( Fall 97: 81.93% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F	1 WHEB-F	1 WHEB-F	1 WHEB-F <	1 WOKQ-F <	1 WOKQ-F >	1 WOKQ-F >	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F >
2 WERZ-F >>	2 WOKQ-F	2 WOKQ-F <	2 WERZ-F	2 WERZ-F	2 WBZ	2 WHEB-F	2 WHEB-F	2 WERZ-F	2 WJMN-F	2 WERZ-F
3 WXKS-F >>	3 WERZ-F	3 WERZ-F	3 WOKQ-F	2 WHEB-F	3 WZID-F <	3 WBCN-F <	3 WERZ-F >	3 WHEB-F	3 WHEB-F	3 WHOM-F
	4 WBCN-F >	4 WXBB-F <	4 WXBB-F	4 WXBB-F >	4 WRKO <	4 WERZ-F	4 WXBB-F <	4 WXBB-F	3 WBZ	4 WHEB-F
	5 WXBB-F <	5 WBCN-F >	5 WBCN-F	5 WZID-F	5 WHEB-F <	5 WBZ	5 WBZ	5 WRKO	5 WERZ-F	5 WJMN-F
	6 WJMN-F >	6 WZID-F	6 WZID-F	5 WBCN-F <	6 WERZ-F	6 WZID-F <	6 WZID-F <	6 WBZ	6 WZID-F <	6 WBCN-F
	7 WXKS-F	7 WXRV-F <	7 WXRV-F	7 WXRV-F	6 WXBB-F	7 WXBB-F	7 WRKO <	7 WJMN-F	7 WXKS-F <	7 WXBB-F <
	7 WJMN-F	8 WJMN-F <	8 WHOM-F	8 WHOM-F	8 WHOM-F <	8 WTSN	8 WXRV-F	8 WHOM-F <	8 WXBB-F	8 WBZ
						8 WQSO-F		9 WXRV-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMN-F	1 WERZ-F >	1 WERZ-F >>	1 WERZ-F	1 WERZ-F	1 WHEB-F >	1 WHEB-F >>	1 WHEB-F >	1 WHEB-F >	1 WHEB-F >	1 WOKQ-F <
2 WERZ-F	2 WOKQ-F >	2 WOKQ-F >	2 WOKQ-F >	2 WOKQ-F >	2 WOKQ-F >	2 WOKQ-F	2 WBCN-F >	2 WBCN-F <	2 WOKQ-F	2 WBZ >
3 WOKQ-F	3 WJMN-F	3 WHEB-F	3 WZID-F	3 WZID-F	3 WBCN-F	2 WBCN-F >	3 WOKQ-F	3 WXBB-F <	2 WXBB-F	3 WZID-F >
3 WJMN-F >	3 WHEB-F	3 WHOM-F	4 WXBB-F	4 WHOM-F	4 WXBB-F >	4 WXBB-F >	4 WXBB-F	4 WOKQ-F >>	4 WBCN-F	4 WHEB-F >
	5 WBCN-F	5 WXKS-F	5 WHOM-F	5 WXBB-F	5 WJMN-F	5 WJMN-F	5 WJMN-F	5 WERZ-F	5 WXRV-F	
		5 WXBB-F >	5 WXBB-F	6 WHEB-F >	5 WJMN-F	5 WZLX-F	5 WXRV-F	5 WXRV-F	5 WBZ	
			7 WJMN-F							

Consolidation Report	12+	25-54	Revenue
Capstar	18.5 %	21.2 %	56.7 %
WERZ-FM, WGIN-AM, WGIP-AM, WHEB-FM, WMYF-AM, WQSO-FM, WXHT-FM			
Fuller-Jeffrey	16.5 %	16.0 %	35.8 %
WOKQ-FM, WXBB-FM, WXPB-FM			
	35.0 %	37.2 %	92.5 %

# PORTSMOUTH-DOVER-ROCHESTER

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Fall 97		
WBYY-F	SAC	98.7	Somersworth	1.5	5.8	9	221	AC	0	(0)	47	(5)	47	(5)	9.0 %	10.0 %
WXBB-F	CL AOR	105.3	Kittery	4.5	10.8	27	451	AOR/Classic/NR	0	(0)	152	(11)	152	(11)	29.1 %	30.8 %
WXBP-F	CL AOR	102.1	Hampton	0.5	1.7	3	59	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WXHT-F	AOR-NR	95.3	York Ctr., ME	0.7	2.6	5	131	CHR	0	(0)	86	(5)	86	(5)	16.5 %	11.8 %
<b>Other Rated Stations--Outside Market</b>				Metro Share	Cume Rating	TSA AQH Cume		Format	Performance	AM	FM	Total	%	Fall 97		
WAAF-F	AOR-NR	107.3	Worcester, MA	0.9	3.4	6	174	Classical	0	(0)	10	(2)	10	(2)	1.9 %	2.4 %
WBLM-F	AOR	102.9	Portland, ME	1.2	4.1	23	463	Country	0	(0)	74	(2)	74	(2)	14.2 %	12.4 %
WBMX-F	AC	98.5	Boston	1.4	6.5	9	264	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WBOQ-F	CL	104.9	Gloucester, MA	0.3	2.1	2	77	Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WCRB-F	CL	102.5	Waltham, MA	1.4	3.8	8	138	Jazz	0	(0)	5	(1)	5	(1)	1.0 %	0.6 %
WCYY-F	AOR-NR	94.3	Biddeford, ME	0.9	3.0	9	255	News/Talk	67	(4)	0	(0)	67	(4)	12.8 %	13.8 %
WEEI	SPRTS	850	Boston	1.5	6.3	10	247	Oldies	0	(0)	42	(4)	42	(4)	8.0 %	8.1 %
WGIR	N/T	610	Manchester	0.7	2.7	8	179	Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WGIR-F	AOR	101.1	Manchester	1.7	7.6	31	512	Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WHOB-F	CHR	106.3	Nashua, NH	0.5	1.9	3	74	Soft AC	0	(0)	30	(2)	30	(2)	5.7 %	5.9 %
WJBQ-F	CHR	97.9	Portland, ME	0.9	2.4	15	346	Sports	9	(1)	0	(0)	9	(1)	1.7 %	1.4 %
WKLB-F	C	99.5	Lowell, MA	1.2	3.1	12	193	Standards/EZ	0	(0)	0	(0)	0	(0)	0.0 %	2.9 %
WMJX-F	AC	106.7	Boston	1.4	3.8	8	139	Totals	76	(5)	446	(32)	522	(37)		
WOLL-F	O	96.5	Bedford, NH	0.7	1.8	6	102									
WROR-F	AC	105.7	Frammingham, MA	1.0	2.6	6	96									
WSJZ-F	J	96.9	Boston	0.9	2.0	5	73									
WXLO-F	AC	104.5	Fitchburg, MA	0.3	3.1	4	163									
WZLX-F	CL AOR	100.7	Boston	1.0	3.0	6	109									

### AM Stations

WTSN	1270	5 kw (DA-2)	Talk	ABC, Talknt, Westwd	\$20.00	—	WBYY-F
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### FM Stations

WBYY	98.7	6 kw @ 315	Soft AC	\$ NA	Mc-Guild	WTSN	Somersworth
WERZ	107.1	5.2 kw @ 351	CHR	\$40.00	Sentry	Capstar	Exeter
WHEB	100.3	50 kw @ 459	AOR	\$42.00	Sentry	Capstar	
WCKQ	97.5	50 kw @ 492	Country	\$66.00	Mc-Guild	Fuller-Jeffrey	
WQSO	96.7	3 kw @ 328	Oldies	\$ NA	Sentry	Capstar	Rochester
WXBB	105.3	2.2 kw @ 371	Classic AOR	\$12.00	Mc-Guild	Fuller-Jeffrey	Kittery
WXBP	102.1	3 kw @ 328	See WXBB-F				Hampton
WXHT	95.3	1.35 kw @ 682	AOR-NR	\$18.00	Sentry	Capstar	York Ctr., ME

Notes: Other ranked stations -- See Boston, Manchester or Portland, ME . . . 10/98 WMYF (1540) changed from Standards to simulcasting News/Talk WGIR (Manchester) as WGIP; WZNN (930) changed from Talk to simulcasting WGIR as WGIN . . . 12/98 WTMN (1380) changed from Sports to Standards as WMYF

# PROVIDENCE

Arbitron Rank: 32 Pop (12+): 1,263,700  
 MSA Rank: 63  
 MSA Pop: 907,000  
 DMA: 46  
 Average Persons Rating: 16.6  
 Market TSL in Hours: 21.75

Stations: 42 / 23  
 Diaries: 1,897 / 666:1 / 50.6%  
 Sample Target: 1,760  
 % Below Line: 19.7  
 % Not Listed: 9.1  
 Pop per Station: 54,943

Last Year's Revenue: \$40,900,000  
 Household Income: \$45,203  
 Total Retail Sales: \$13.5 Bil.  
 #1 Biller: WHJY-F \$5,200,000  
 #1 Billing Portfolio: Citadel \$14,600,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WWLI-F	SAC	170 / 8.1	8.7	6.7	9.2	7.9	8.2	2146 / 17.0	16.2	18.5	182 / 2334	G	WWLI-F
2	WPRO-F	CHR	144 / 6.9	6.7	7.3	7.3	5.3	7.0	2515 / 19.9	23.3	19.0	150 / 2734	F	WPRO-F
3	WHJY-F	AOR	139 / 5.6	6.7	7.7	6.5	7.3	6.9	2018 / 16.0	16.5	16.7	163 / 2384	G	WHJY-F
4	WWBB-F	O	131 / 6.3	6.2	5.8	5.9	6.1	6.0	2043 / 16.2	14.1	16.2	138 / 2223	F	WWBB-F
5	WWKX-F	CHR	119 / 5.7	4.3	5.1	4.4	4.1	4.9	1868 / 14.8	15.8	13.4	123 / 1999	C	WWKX-F
6	WSNE-F	AC	98 / 4.7	5.1	5.9	4.9	4.6	5.1	1671 / 13.2	15.8	14.2	109 / 1894	E	WSNE-F
7	WCTK-F	C	93 / 4.4	5.3	4.8	5.1	6.0	4.9	1328 / 10.5	10.3	12.3	115 / 1727	D	WCTK-F
8	WPRO	T	83 / 4.0	3.9	5.3	4.4	5.3	4.4	1456 / 11.5	12.5	14.0	86 / 1503	D	WPRO
9	WBRU-F	AOR-NR	82 / 3.9	4.0	3.9	3.3	3.4	3.8	1780 / 14.1	13.8	14.5	90 / 2152	C	WBRU-F
10	WLKW	ST	70 / 3.3	4.7	4.3	4.9	2.9	4.3	842 / 6.7	7.4	7.0	72 / 872	A	WLKW
11	WVFX-F	CL AOR	69 / 3.3	3.3	3.3	3.1	3.8	3.2	1660 / 13.1	13.1	14.9	97 / 2367	E	WVFX-F
12	WHJJ	N/T	59 / 2.8	2.6	3.0	4.2	4.1	3.2	1027 / 8.1	7.9	8.9	59 / 1045	D	WHJJ
13	WJMN-F	CHR	58 / 2.8	2.0	2.3	1.8	2.0	2.2	1465 / 11.6	10.2	9.6	119 / 2376		WJMN-F
14	WFHN-F	CHR	43 / 2.1	2.1	2.1	1.7	3.0	2.0	655 / 5.2	5.8	6.0	46 / 782		WFHN-F
14	WCRB-F	CL	43 / 2.1	2.1	2.2	2.3	2.5	2.2	751 / 5.9	6.6	7.3	71 / 1166		WCRB-F
16	WPMZ	SP-C	38 / 1.8	1.7	1.4		0.7		160 / 1.3	1.7	1.1	38 / 160	A	WPMZ
17	WBMX-F	AC	36 / 1.7	1.7	1.2	0.9	1.1	1.4	795 / 6.3	5.7	4.8	62 / 1452		WBMX-F
18	WAAF-F	AOR-NR	33 / 1.6	1.5	1.2	1.5	1.6	1.5	531 / 4.2	3.2	4.6	48 / 883		WAAF-F
19	WHKK-F	CL HITS	31 / 1.5	1.5	1.9	1.9	1.0	1.7	677 / 5.4	5.7	4.6	31 / 680	B	WHKK-F
20	WBSM	T	29 / 1.4	0.8	0.8	1.8	1.2	1.2	266 / 2.1	1.7	2.2	30 / 287		WBSM

12+ FM Share (Metro): 78.39% (1491 of 1902) (Fall 97: 78.23%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WWKX-F >>	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWLI-F <	1 WHJY-F <	1 WWLI-F	1 WWLI-F <	1 WWKX-F	1 WWBB-F
2	WJMN-F	2 WPRO-F <	2 WPRO-F	2 WPRO-F <	2 WWLI-F	2 WWBB-F >	2 WWLI-F	2 WHJY-F	2 WPRO-F <	2 WWLI-F
3	WPRO-F >	3 WWKX-F	3 WWLI-F	3 WWLI-F	3 WPRO-F	3 WPRO	3 WPRO <	3 WPRO-F	3 WHJY-F <	3 WWBB-F
4	WBRU-F	4 WBRU-F	4 WWKX-F <	4 WSNE-F	4 WSNE-F <	4 WLKW <	4 WPRO-F <	4 WSNE-F <	4 WWKX-F <	4 WPRO-F
5	WFHN-F >	5 WWLI-F	5 WSNE-F	5 WCTK-F	5 WSNE-F	5 WCTK-F <	5 WWKX-F <	5 WWBB-F <	5 WJMN-F	5 WBRU-F <
6	WSNE-F	6 WBRU-F	6 WWBB-F <	6 WCTK-F	6 WSNE-F	6 WWBB-F <	6 WCTK-F <	6 WSNE-F <	6 WBRU-F <	6 WCTK-F
7	WJMN-F <	7 WCTK-F	7 WVRX-F <	7 WVRX-F	6 WHJJ <	7 WVRX-F	7 WLKW <	7 WCTK-F <	7 WHJY-F	7 WHJY-F
8	WCTK-F	8 WVRX-F	8 WBRU-F	8 WBRU-F	8 WPRO-F	7 WSNE-F	8 WPRO	8 WBRU-F	8 WSNE-F	8 WSNE-F <
9	WPMZ <	8 WWBB-F >	9 WWKX-F	9 WWKX-F <	9 WHJY-F <	9 WLKW <	9 WWKX-F	9 WHJJ	9 WCRB-F <	9 WVRX-F <
			10 WPMZ <	10 WPMZ <	10 WVRX-F	10 WCTK-F	9 WHJJ <			10 WLKW <

Wom 18-24	Wom 18-34	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+ Ovrnite
1	WWKX-F	1 WPRO-F >	1 WPRO-F	1 WWLI-F	1 WWKX-F	1 WHJY-F >	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WWLI-F
2	WPRO-F >>	2 WWKX-F	2 WSNE-F <	2 WWLI-F <	2 WHJY-F	2 WWKX-F	2 WBRU-F	2 WBRU-F <	2 WWBB-F	2 WPRO >
3	WBRU-F	3 WSNE-F <	3 WWLI-F >>	3 WSNE-F >	3 WPRO-F >	3 WBRU-F >	3 WPRO-F <	3 WWKX-F	3 WPRO-F <	3 WWBB-F
3	WJMN-F	4 WWLI-F >	4 WHJY-F	4 WWKX-F	4 WWBB-F <	4 WJMN-F	4 WWLI-F <	4 WWLI-F	4 WVRX-F	4 WBRZ
5	WWLI-F	5 WBRU-F	5 WBRU-F	5 WCTK-F	5 WCTK-F	5 WAAF-F	5 WPRO-F	4 WCTK-F	5 WPRO-F	5 WCTK-F <
5	WPMZ	6 WPMZ	5 WCTK-F	6 WHJY-F <	6 WHJY-F	6 WVRX-F	6 WCTK-F	6 WWKX-F	6 WWLI-F <	6 WWLI-F
7	WSNE-F	6 WJMN-F	7 WWKX-F	7 WBRU-F	7 WPMZ	6 WWLI-F	7 WAAF-F	6 WBCN-F	7 WCTK-F	7 WBRU-F
8	WVFX-F	8 WCTK-F	7 WFHN-F	7 WPMZ <	8 WWKX-F	6 WBCN-F	7 WJMN-F	8 WPMZ	8 WWBB-F	8 WPRO
9	WFHN-F	8 WFHN-F	7 WPMZ	9 WWBB-F	8 WBRU-F <	7 WBCN-F <	8 WVRX-F	9 WBCN-F	9 WHKK-F	9 WHKK-F
9	WBRU-F	8 WHJY-F	7 WBRU-F	10 WBRU-F <	10 WVRX-F	10 WAAF-F	10 WSNE-F	9 WBCN-F <		
		8 WPMZ-F >								

# PROVIDENCE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WARV	REL	1590	Warwick	0.7	1.7	14	219
WJFD-F	E	97.3	New Bedford, MA	0.6	1.3	12	182
WNRI	T	1380	Woonsocket	0.5	1.3	11	164
WSAR	T	1480	Fall River, MA	0.7	1.8	14	242
WSKO	SPRTS	790	Providence	0.9	4.1	21	549
WWWV-A	CHR	102.7	Narragansett Pier, RI	0.2	1.3	4	173
WXEX-F	AOR-NR	99.7	Wakefield	1.1	6.0	30	959

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBCN-F	AOR	104.1	Boston	1.3	4.8	75	1507
WBOS-F	AOR-P	92.9	Brookline, MA	0.9	3.7	29	781
WBZ	N/T	1030	Boston	1.3	5.4	80	1623
WCIB-F	CL AOR	101.9	Falmouth, MA	0.7	2.4	29	539
WEEI	SPRTS	850	Boston	1.1	3.2	52	960
WFAN	SPRTS	660	New York	0.6	2.0	25	515
WMJX-F	AC	106.7	Boston	0.7	2.9	57	991
WODS-F	O	103.3	Boston	1.1	4.1	59	1174
WPLM-F	J	99.1	Plymouth, MA	0.8	2.9	26	525
WQRC-F	SAC	99.9	Barnstable, MA	0.4	0.8	27	403
WRKO	T	680	Boston	0.6	2.5	38	753
WROR-F	AC	105.7	Frammingham, MA	0.5	2.0	38	694
WSJZ-F	J	96.9	Boston	0.3	1.0	19	282
WXKS-F	CHRAC	107.9	Medford, MA	0.4	2.8	44	1132
WZLX-F	CL AOR	100.7	Boston	0.8	3.0	40	831

Consolidation Report	12+	25-54	Revenue
<b>Back Bay</b> WAKX-FM, WLKW-AM, WWKX-FM	9.0 %	11.8 %	4.9 %
<b>Capstar</b> WHJJ-AM, WHJY-FM, WSNE-FM	14.1 %	17.5 %	29.3 %
<b>Citadel</b> WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM, WXEX-FM	22.6 %	24.6 %	35.7 %
<b>Clear Channel</b> WWBB-FM, WWRX-FM	9.6 %	10.8 %	19.1 %
	<b>55.2 %</b>	<b>64.7 %</b>	<b>89.0 %</b>

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	160 (4)	160 (4)	8.4%	7.6%
AOR/Classic/NR	0 (0)	425 (9)	425 (9)	22.3%	24.4%
Black/Urban	0 (0)	0 (0)	0 (0)	0.0%	0.0%
CHR	0 (0)	372 (6)	372 (6)	19.6%	16.6%
Classical	0 (0)	43 (1)	43 (1)	2.3%	2.8%
Country	0 (0)	93 (1)	93 (1)	4.9%	6.7%
Full Service	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Hispanic	38 (1)	0 (0)	38 (1)	2.0%	0.8%
Jazz	0 (0)	23 (2)	23 (2)	1.2%	1.4%
News/Talk	236 (7)	0 (0)	236 (7)	12.4%	16.0%
Oldies	0 (0)	184 (3)	184 (3)	9.7%	9.2%
Others/Unknow	0 (0)	12 (1)	12 (1)	0.6%	0.4%
Religion/Gospel	14 (1)	0 (0)	14 (1)	0.7%	0.7%
Soft AC	0 (0)	179 (2)	179 (2)	9.4%	8.8%
Sports	53 (3)	0 (0)	53 (3)	2.8%	1.0%
Standards/EZ	70 (1)	0 (0)	70 (1)	3.7%	3.6%
<b>Totals</b>	<b>411 (13)</b>	<b>1491 (29)</b>	<b>1902 (42)</b>		

### AM Stations

WBSM	1420	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	\$ NA	Mc-Guild	Spring	New Bedford
WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknl	\$50.00	Katz	Capstar	
WLKW	550	1 kw/0.5 kw (DA-N)	Standards	ABC		Allied	Back Bay	
WPMZ	1110	5 kw (DA, Days)	Hispanic-Contemp.	CBS, Unica	\$ NA	—		E. Providence
WPRO	630	5 kw (DA-N)	Talk/Sports	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel	

### FM Stations

WAKX	102.7	1.95 kw @ 226	See WWKX-F					Narragansett Pier
WBRU	95.5	20 kw @ 440	New Rock		\$45.00	D&R		
WCTK	98.1	47 kw @ 510	Country		\$50.00	D&R	Hall	New Bedford
WFHN	107.1	2.4 kw @ 348	CHR		\$ NA	Mc-Guild	Spring	Fairhaven, MA
WHJY	94.1	50 kw @ 440	AOR		\$114.00	D&R	Capstar	
WHKK	100.3	3.9 kw @ 236	Classic Hits		\$ NA	Mc-Guild	Citadel	Middletown
WPRO	92.3	39 kw @ 551	CHR		\$80.00	Mc-Guild	Citadel	
WSNE	93.3	29.8 kw @ 619	AC		\$75.00	D&R	Capstar	Taunton
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Clr Chnl	Clear Channel	
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$45.00	Allied	Back Bay	Woonsocket
WWLI	105.1	50 kw @ 500	Soft AC		\$85.00	Mc-Guild	Citadel	
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$65.00	Clr Chnl	Clear Channel	Westerly
WXEX	99.7	2.3 kw @ 535	New Rock		\$44.00	Mc-Guild	Citadel	Wakefield

Notes: Other ranked stations -- See Boston . . . 12/98 WXEX-F changed from New Rock to simulcasting Classic Hits WHKK-F

# PUEBLO

**Arbitron Rank:** 239 **Pop (12+):** 111,100  
**MSA Rank:** NA  
**MSA Pop:** NA  
**DMA:** Colorado Springs (#97)  
**Average Persons Rating:** 15.6  
**Market TSL in Hours:** 21.25

**Stations:** 23 / 8  
**Diaries:** 646 / 172:1 / 49.6%  
**Sample Target:** 610  
**% Below Line:** 45.8  
**% Not Listed:** 17.9  
**Pop per Station:** 13,888

**Last Year's Revenue:** NA  
**Household Income:** \$29,763  
**Total Retail Sales:** \$1.51 Bil.  
**#1 Biller:** NA  
**#1 Billing Portfolio:** NA

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	KCCY-F	C	26 / 15.0	14.7	13.3	18.8	309 / 27.8	28.7	24.8	84 / 1125	KCCY-F
2	KKMG-F	CHR	22 / 12.7	15.8	13.3	12.7	296 / 26.7	29.7	29.6	97 / 1558	KKMG-F
3	KKFM-F	AOR/CL	15 / 8.7	6.8	9.5	6.1	168 / 15.2	16.1	14.8	74 / 975	KKFM-F
4	KDZA-F	O	13 / 7.5	8.5	10.1	7.2	229 / 20.6	22.6	23.2	19 / 452	KDZA-F
5	KGHF	ST/FS	9 / 5.2	5.6	5.7	5.5	123 / 11.0	10.6	10.0	21 / 258	KGHF
6	KCSJ	T	8 / 4.6	4.5	5.7	5.0	141 / 12.7	10.1	13.0	10 / 204	KCSJ
7	KVUU-F	AC	6 / 3.5	2.8	3.2	3.3	121 / 10.9	10.9	11.5	39 / 961	KVUU-F
7	KKLI-F	AC	6 / 3.5	3.4	2.5	1.7	102 / 9.2	8.9	6.1	37 / 594	KKLI-F
7	KILO-F	AOR	6 / 3.5	6.2	4.4	3.3	138 / 12.5	14.0	13.9	47 / 822	KILO-F
10	KRDO-F	SAC	5 / 2.9	1.7	1.9	2.8	72 / 6.5	5.4	4.8	27 / 54D	KRDO-F

12+ FM Share (Metro): 82.39% (117 of 142) (Fall 97: 79.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKM-F >>>	1 KKM-F >>	1 KKM-F <	1 KCCY-F	1 KCCY-F <	1 KCCY-F >	1 KCCY-F >	1 KCCY-F	1 KKM-F <	1 KKM-F	1 KCCY-F
	2 KCCY-F	2 KCCY-F <	1 KKM-F	2 KKM-F <	2 KDZA-F	2 KKM-F	2 KKM-F <	2 KCCY-F >	2 KCCY-F >>	2 KKM-F >
	3 KKM-F	3 KKM-F >	1 KKM-F >	3 KKM-F	3 KKM-F <	3 KKM-F	3 KKM-F	3 KKM-F	3 KDZA-F	3 KKM-F
	4 KILO-F	4 KDZA-F >	4 KDZA-F >>	4 KDZA-F >>	4 KGHF	4 KDZA-F	4 KDZA-F >	4 KDZA-F >	3 KKM-F	4 KDZA-F
	4 KVUU-F >	5 KILO-F	5 KILO-F	5 KVUU-F	5 KCSJ	5 KGHF	5 KGHF	5 KILO-F	3 KKM-F >	5 KGHF
		5 KRDO-F	5 KRDO-F	6 KILO-F	6 KKM-F >	6 KILO-F	6 KCSJ >	6 KCSJ	6 KKM-F	6 KCSJ
		5 KVUU-F	5 KVUU-F	6 KRDO-F	7 KCS-F	7 KVUU-F	7 KKM-F	7 KCSJ	7 KCSJ	6 KVUU-F
				6 KKM-F						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKM-F	1 KKM-F >>	1 KKM-F >>	1 KKM-F	1 KCCY-F	1 KILO-F	1 KKM-F >	1 KKM-F >>>	1 KKM-F >	1 KKM-F >	1 KCCY-F >
1 KCCY-F >>	2 KCCY-F >	2 KVUU-F	2 KCCY-F >>	2 KKM-F >	1 KDZA-F	2 KKM-F >		2 KKM-F	2 KCCY-F	2 KKM-F
	3 KRDO-F	2 KCCY-F >>	3 KDZA-F	3 KDZA-F >	1 KKM-F	3 KILO-F		2 KCCY-F >	3 KDZA-F	3 KVUU-F
	3 KVUU-F >>		3 KKM-F	4 KRDO-F	1 KKM-F	3 KCCY-F >>		4 KILO-F	3 KKM-F >	4 KGHF
			5 KRDO-F	4 KKM-F	1 KCCY-F >>>			4 KDZA-F >>	5 KILO-F >	
			5 KVUU-F >	4 KKM-F						
				4 KVUU-F >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97				
KYPC	N/T	1230	Pueblo	0.6	2.1	1	31	AC	0 (0)	12 (2)	12 (2)	8.5 %	6.5 %
KMNF	SP-C	1071	Pueblo	2.3	5.3	6	88	AOR/Classic/NR	0 (0)	22 (3)	22 (3)	15.5 %	15.8 %
KRMX	SP	650	Pueblo	0.6	2.0	2	28	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KYZA-F	CL AOR	1045	Pueblo	0.6	3.5	2	101	CHR	0 (0)	22 (1)	22 (1)	15.5 %	15.1 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	30 (2)	30 (2)	21.1 %	18.7 %
								Full Service	13 (2)	0 (0)	13 (2)	9.2 %	10.1 %
								Hispanic	1 (1)	4 (1)	5 (2)	3.5 %	6.5 %
								Jazz	0 (0)	2 (1)	2 (1)	1.4 %	2.2 %
								News/Talk	11 (4)	0 (0)	11 (4)	7.7 %	7.9 %
								Oldies	0 (0)	17 (2)	17 (2)	12.0 %	12.9 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	3 (3)	3 (3)	2.1 %	2.2 %
								Soft AC	0 (0)	5 (1)	5 (1)	3.5 %	2.2 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								<b>Totals</b>	<b>25 (7)</b>	<b>117 (16)</b>	<b>142 (23)</b>		

# PUEBLO

Consolidation Report	12+	25-54	Revenue
Bahakel, pend. KCSJ-AM, KGHF-AM, KYZX-FM	10.4 %	3.2 %	%
McCoy KCCY-FM, KDZA-FM	22.5 %	25.2 %	%
	32.9 %	28.4 %	%

## AM Stations

KCSJ	590	1 kw (DA-2)	Talk	CBS, Westwd	Allied	Bahakel, pend.
KGHF	1350	5 kw/1 kw (DA-N)	Standards/Full Svc.	Westwd, ABC	Allied	Bahakel, pend.

## FM Stations

KCCY	96.9	72 kw @ 2280	Country		Christal	McCoy
KDZA	107.9	100 kw @ 240	Oldies	Westwd	Eastman	McCoy

Notes: Other ranked stations – See Colorado Springs . . . Revenue data are not available . . . 9/98 KFEL (970) sold by Metropolitan for \$390,000 . . . 12/98 KAVA (1480) changed from Hispanic to simulcasting Hispanic KBNO (Denver) . . . 12/98 KCSJ/KGHF/KYZX-F sold to Bahakel for \$4,500,000

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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

# PUERTO RICO

Arbitron Rank: 13 Pop (12+): 3,095,100  
 MSA Rank: NA  
 MSA Pop: NA  
 DMA: NA  
 Average Persons Rating: 20.5  
 Market TSL in Hours: 26.75

Stations: 57 / 57  
 Diaries: 2,798 / 1106:1 / 55.3%  
 Sample Target: 2,400  
 % Below Line: 0.0  
 % Not Listed: 12.0  
 Pop per Station: 54,300

Last Year's Revenue: NA  
 Household Income: \$8,895  
 Total Retail Sales: \$11.7 Bil.  
 #1 Biller: NA  
 #1 Billing Portfolio: NA

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Fall 97	Spg 97	12+ Metro Cume / Rtg	Sum 98	Fall 97	12+ TSA AQH / Cume	Network Code	
1	WPRM-F	TP	632 / 10.0	8.0			7736 / 25.0	22.1		632 / 7736	9	WPRM-F
2	WKAQ-F	CHR	391 / 6.2	5.1			7830 / 25.3	20.7		391 / 7830	5	WKAQ-F
3	WKAQ	N/T	372 / 5.9	5.0			5442 / 17.6	15.1		372 / 5442		WKAQ
4	WZNT-F	TP	298 / 4.7	4.7			3926 / 12.7	13.6		298 / 3926	12	WZNT-F
5	WMEG-F	CHR	290 / 4.6	3.7			4557 / 14.7	12.8		290 / 4557	6	WMEG-F
6	WFID-F	AC	245 / 3.9	3.8			3976 / 12.8	11.8		245 / 3976	4	WFID-F
7	WIAC-F	AC	244 / 3.8	4.3			4657 / 15.0	15.2		244 / 4657	10	WIAC-F
8	WXYX-F	CHR	176 / 2.8	2.8			4375 / 14.1	13.4		176 / 4375	8	WXYX-F
9	WDOY-F	TP	166 / 2.6	2.3			3310 / 10.7	10.0		166 / 3310		WDOY-F
10	WIOA-F	SAC	160 / 2.5	2.7			3342 / 10.8	11.7		160 / 3342	3	WIOA-F
11	WCOM-F	CHR	158 / 2.5	2.9			4455 / 14.4	13.0		158 / 4455	1	WCOM-F
12	WAPA	N/T	144 / 2.3	1.3			2164 / 7.0	5.0		144 / 2164	7	WAPA
13	WORO-F	EZ	133 / 2.1	3.2			2290 / 7.4	8.6		133 / 2290		WORO-F
14	WCMN-F	CHR	123 / 1.9	1.2			1979 / 6.4	5.3		123 / 1979		WCMN-F
15	WUQO-F	CHR	116 / 1.8	1.8			2228 / 7.2	7.2		116 / 2228	5	WUQO-F
16	WIAC	VA	107 / 1.7	1.2			1497 / 4.8	4.0		107 / 1497		WIAC
17	WNRT-F	REL	93 / 1.5	0.9			1550 / 5.0	3.8		93 / 1550		WNRT-F
18	WOYE-F	CHR	91 / 1.4	1.9			1891 / 6.1	7.5		91 / 1891	1	WOYE-F
19	WZAR-F	TP	83 / 1.3	1.5			1305 / 4.2	6.1		83 / 1305		WZAR-F
20	WIOC-F	SAC	77 / 1.2	1.5			1150 / 3.7	4.0		77 / 1150	3	WIOC-F
21	WVJP-F	SAC	76 / 1.2	1.6			1694 / 5.5	6.2		76 / 1694		WVJP-F
22	WQOI-F	CHR	73 / 1.2	0.7			1061 / 3.4	2.5		73 / 1061	1	WQOI-F
23	WRIO-F	TP	71 / 1.1	1.2			1096 / 3.5	4.8		71 / 1096	9	WRIO-F
24	WUNO	N/T	70 / 1.1	0.1			1219 / 3.9	4.8		70 / 1219		WUNO
25	WCTA-F	TP	68 / 1.1	1.7			1065 / 3.4	5.7		68 / 1065	12	WCTA-F
26	WIVA-F	TP	65 / 1.0	2.0			1285 / 4.2	6.1		65 / 1285	9	WIVA-F
27	WCMN	N/T	64 / 1.0	0.8			592 / 1.9	5.3		64 / 592		WCMN
27	WCAD-F	AOR-P	64 / 1.0	1.0			1660 / 5.4	4.7		64 / 1660		WCAD-F
29	WIOB-F	SAC	63 / 1.0	1.3			1157 / 3.7	4.9		63 / 1157	3	WIOB-F

12+ FM Share (Metro): 71.69% (2940 of 4101)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKAQ-F	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WKAQ	1 WPRM-F >>	1 WPRM-F <	1 WPRM-F >	1 WKAQ >	1 WPRM-F
2 WMEG-F <	2 WMEG-F	2 WKAQ-F <	2 WZNT-F	2 WZNT-F	2 WPRM-F >	2 WKAQ	2 WKAQ-F	2 WKAQ-F	2 WKAQ-F	2 WKAQ-F
3 WCOM-F <	2 WKAQ-F >	3 WZNT-F <	3 WIAC-F	3 WIAC-F <	3 WZNT-F	3 WIAC-F	3 WZNT-F	3 WMEG-F <	3 WMEG-F	3 WZNT-F
4 WPRM-F	4 WFID-F	4 WMEG-F <	3 WFID-F	4 WFID-F <	4 WAPA	4 WKAQ-F <	4 WIAC-F	4 WKAQ <	4 WPRM-F <	4 WMEG-F
5 WDOY-F >	4 WIAC-F <	5 WFID-F <	5 WKAQ-F <	5 WKAQ-F	4 WKAQ-F <	5 WMEG-F	4 WFID-F <	5 WZNT-F	5 WFID-F	5 WKAQ <
6 WXYX-F	6 WZNT-F	6 WIAC-F >	6 WMEG-F	6 WKAQ <	6 WORO-F <	6 WZNT-F	6 WKAQ	6 WFID-F	6 WCOM-F	6 WDOY-F <
6 WUQO-F	7 WXYX-F	7 WXYX-F	7 WKAQ <	7 WMEG-F	7 WFID-F <	7 WXYX-F <	7 WIOA-F	7 WIAC-F	6 WDOY-F	7 WFID-F <
8 WQOI-F	8 WDOY-F	8 WIOA-F <	8 WIOA-F	8 WIOA-F	8 WIAC-F <	8 WFID-F <	8 WXYX-F <	8 WXYX-F <	8 WIAC-F <	8 WORO-F
9 WCMN-F <	9 WCOM-F	9 WKAQ	9 WXYX-F <	9 WXYX-F	9 WIAC	9 WAPA	9 WMEG-F <	9 WCOM-F	9 WZNT-F <	9 WIAC-F
10 WUQO-F <	10 WDOY-F <	10 WCOM-F	10 WCMN-F		10 WIOA-F >	9 WIOA-F	10 WORO-F	9 WDOY-F	10 WAPA <	9 WXYX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 WKAQ-F	1 WPRM-F	1 WPRM-F <	1 WPRM-F	1 WPRM-F	1 WPRM-F >	1 WPRM-F >>	1 WPRM-F >	1 WPRM-F >	1 WPRM-F >	1 WORO-F
2 WMEG-F <	2 WKAQ-F <	2 WIAC-F <	2 WKAQ-F <	2 WZNT-F >	2 WKAQ-F <	2 WZNT-F <	2 WZNT-F >	2 WZNT-F >	2 WZNT-F >>	2 WIAC <
3 WPRM-F	3 WMEG-F <	3 WMEG-F <	3 WIAC-F	3 WFID-F	3 WMEG-F	3 WMEG-F	3 WMEG-F	3 WMEG-F	3 WMEG-F <	3 WKAQ >
4 WFID-F	4 WIAC-F	4 WFID-F	4 WFID-F	3 WKAQ-F <	4 WXYX-F	4 WKAQ-F >	4 WKAQ-F	4 WKAQ-F	4 WFID-F <	4 WMEG-F
5 WDOY-F	5 WFID-F >>	5 WKAQ-F	5 WMEG-F	5 WIOA-F <	5 WCOM-F <	5 WXYX-F	5 WFID-F	5 WFID-F <	5 WKAQ-F <	4 WFID-F
5 WCOM-F	6 WIOA-F	6 WIOA-F >	6 WIOA-F	6 WKAQ	6 WDOY-F	6 WDOY-F <	6 WIAC-F <	6 WXYX-F >	6 WKAQ >	
7 WXYX-F	6 WXYX-F <	7 WCOM-F <	7 WZNT-F	7 WZNT-F <	7 WZNT-F	7 WCOM-F <	7 WXYX-F <	7 WDOY-F <	7 WXYX-F	
8 WUQO-F	8 WDOY-F <	8 WUQO-F <	7 WKAQ <	8 WMEG-F	8 WDOY-F	8 WFID-F	8 WCAD-F	8 WKAQ <	8 WIAC-F <	
	9 WUQO-F	9 WZNT-F <	9 WXYX-F	9 WXYX-F	9 WQOI-F >	9 WDOY-F	9 WCOM-F	9 WCOM-F <	9 WORO-F <	
	10 WCOM-F	10 WXYX-F	10 WDOY-F <	9 WCOM-F <			9 WIOA-F	10 WDOY-F <	10 WCTA-F <	



# PUERTO RICO

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		Island Network Report	12+	25-54	
WABA	SAC	850	Aguadilla	0.8	2.0	51	633	<b>Cosmos - 1</b>	5.1 %	3.2 %
WAEF-F	AC	96.1	Maricao	0.9	3.5	59	1096	WCOM-FM, WOQI-FM, WOYE-FM		
WALO	TP	1240	Humacao	0.3	1.0	17	301	<b>Dimension - 2</b>	0.3 %	0.3 %
WBRQ-F	AC	97.7	Cidra	0.3	1.5	18	475	WAHQ-FM, WDIN-FM, WVOZ-FM		
WCGB	VA	1060	Juana Diaz	0.3	0.8	18	244	<b>Estereotempo - 3</b>	4.7 %	6.5 %
WEGM-F	CHR	92.1	Hormigueros	0.6	2.9	37	892	WIOA-FM, WIOB-FM, WIOC-FM		
WENA	AC	1330	Yauco	0.3	0.8	19	239	<b>Fidelity - 4</b>	4.4 %	6.1 %
WERR-F	SP	104.1	Uluado	0.9	3.3	56	1006	WFID-FM, WMIO-FM		
WKSA-F	AC	101.5	Isabela	0.6	2.7	40	843	<b>KQ-105 - 5</b>	8.0 %	6.7 %
WKVM	REL	810	San Juan	0.5	2.3	33	716	WKAQ-FM, WUKQ-FM		
WLEO	N/T	1490	Ponce	0.4	1.5	27	478	<b>Mega Estacion - 6</b>	5.2 %	4.8 %
WLUZ	ST	1600	Bayamon	0.5	1.3	32	391	WEGM-FM, WMEG-FM		
WMIO-F	AC	102.3	Cabo Rojo	0.5	1.0	32	307	<b>Notiradio - 7</b>	2.3 %	1.2 %
WNEL	ST	1430	Caguas	0.5	1.9	32	599	WAPA-AM, WISO-AM		
WNIK-F	AC	106.5	Arecibo	0.3	1.4	17	448	<b>Nueva X - 8</b>	2.8 %	2.6 %
WNNV-F	REL-CC	105.5	Aguada	0.7	1.6	46	505	WCFI-FM, WXYX-FM		
WOSO	N/T (E)	1030	San Juan	0.3	1.5	22	461	<b>Salsoul - 9</b>	12.1 %	14.8 %
WPAB	N/T	550	Ponce	0.9	3.6	58	1126	WIVA-FM, WPRM-FM, WRIO-FM		
WPRA	TP	990	Mayaguez	0.3	0.9	16	263	<b>Sistema 102 - 10</b>	4.4 %	6.5 %
WPRP	N/T	910	Ponce	0.3	1.0	16	298	WIAC-FM, WKSA-FM		
WQBS	SP	870	San Juan	0.3	1.6	20	489	<b>Super Kadena - 11</b>	0.8 %	0.3 %
WQOZ-F	O	98.3	Quebradillas	0.4	1.6	28	498	WORA-AM, WPRP-AM, WSKN-AM		
WSKN	N/T	630	San Juan	0.6	2.7	36	831	<b>Zeta - 12</b>	5.8 %	8.4 %
WTPM-F	REL	92.9	Aguadilla	0.3	0.9	18	275	WCTA-FM, WZNT-FM		
WUPR	FS	1530	Uluado	0.6	0.5	40	159			
WVOZ-F	AC	107.7	Carolina	0.3	1.5	16	449			
WXEW	VA	840	Yabucoa	0.3	1.2	22	368			
WYQE-F	TP	92.9	Naguabo	0.7	1.6	43	504			
								<b>55.9 %</b>	<b>61.4 %</b>	

## AM Stations

WAPA	680	10 kw	News/Talk (Eng.?)	Notiradio	---	Blanco Pi	San Juan
WCMN	1280	5 kw/1 kw	News/Talk	Noti-Uno	---		Arecibo
WIAC	740	10 kw (DA-1)	Variety		---	Bestov	San Juan
WKAQ	580	10 kw (DA-1)	News/Talk	Reloj	---		San Juan
WUNO	1320	5 kw/2.3 kw	News/Talk	Noti-Uno		Caballero Arso	San Juan

# PUERTO RICO

## FM Stations

WCAD	105.7	50 kw @ 1099	Progressive AOR	—	—	San Juan
WCMH	107.3	50 kw @ 1027	CHR	Noti-Uno	—	Arecibo
WCOM	94.7	32 kw @ 1778	CHR	Cosmos	—	Chancellor
WCTA	95.1	25 kw @ 1969	See WZNT-F	Zeta	—	Chancellor
WDOY	96.5	11.5 kw @ 2795	Tropical	—	—	Fajardo
WFID	95.7	50 kw @ 942	AC	—	Caballero	Arso
WIAC	102.5	50 kw @ 1138	AC	Sistema 102	—	Bestov
WIOA	99.9	50 kw @ 978	Soft AC	Estereotempo	—	Chancellor
WIOB	97.5	50 kw @ 991	See WIOA-F	Estereotempo	—	Chancellor
WIOC	105.1	50 kw @ -180	See WIOA-F	Estereotempo	—	Chancellor
WIVA	100.3	22 kw @ 2014	See WPRM-F	Salsoul	Caballero	Arso
WKAQ	104.7	50 kw @ 1220	CHR	KQ-105	—	El Mundo
WMEG	106.9	21.5 kw @ 1949	CHR	Mega	—	SBS, pend.
WIIRT	96.9	50 kw @ 951	Religion	Kadena	—	—
WOCI	93.3	14.5 kw @ -226	See WCOM-F	Cosmos	—	Chancellor
WORO	92.5	50 kw @ 1198	Easy Listening	—	—	WKVM
WOYE	94.1	25 kw @ 1959	See WCOM-F	Cosmos	—	Chancellor
WPRM	98.5	25 kw @ 1909	Tropical	Salsoul	Caballero	Arso
WRIO	101.1	50 kw @ -46	See WPRM-F	Salsoul	Caballero	Arso
WUKQ	99.1	50 kw @ 1972	See WKAQ-F	KQ-105	—	El Mundo
WVJP	103.3	28 kw @ 1906	Soft AC	—	—	—
WYXX	100.7	50 kw @ 781	CHR	Nueva X	—	RAAD
WZAR	101.9	14 kw @ 2589	Tropical	Noti-Uno	—	Ponce Bcstg
WZNT	93.7	50 kw @ 259	Tropical	Zeta	—	Chancellor

Notes: Arbitron has changed its method of calculating the reach of each Puerto Rican station and has recalculated the Summer 1998 results, which are included here. Obviously, the Metro & Total survey areas are the same. . . Unless specifically noted with an (E), all stations listed program in Spanish. . . 9/98 WLUZ (1600; Bayamon) sold for \$1,600,000. . . 12/98 WDOY-F changed its calls to WBMB-F. . . 1/99 WEGM-F/WMEG-F were sold by Guayama to SBS for \$16,000,000. . . 1/99 WDIN-F/WVOZ-AF were sold to SBS (price NA). . . 2/99 WAVB (1510; Lajas) sold to International for \$350,000

# RALEIGH-DURHAM

Arbitron Rank: 48 Pop (12+): 917,200  
 MSA Rank: 55  
 MSA Pop: 1,070,000  
 DMA: 30  
 Average Persons Rating: 14.9  
 Market TSL In Hours: 19.75

Stations: 31 / 24  
 Diaries: 2,079 / 441:1 / 56.9%  
 Sample Target: 2,060  
 % Below Line: 5.7  
 % Not Listed: 20.5  
 Pop per Station: 38,217

Last Year's Revenue: \$54,100,000  
 Household Income: \$47,906  
 Total Retail Sales: \$12.8 Bil.  
 #1 Biller: WDCG-F \$8,500,000  
 #1 Billing Portfolio: Capstar \$22,400,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WDCG-F	CHR	119 / 8.7	6.3	6.4	7.7	7.3	7.3	1961 / 21.4	21.2	23.7	167 / 2883	H	WDCG-F
2	WQOK-F	B	110 / 8.1	6.9	10.0	7.7	9.2	8.2	1503 / 16.4	18.6	17.6	186 / 2534	G	WQOK-F
3	WQDR-F	C	78 / 5.7	8.2	5.6	4.8	5.5	6.1	1274 / 13.9	14.6	13.1	179 / 2597	F	WQDR-F
3	WRAL-F	AC/CHR	78 / 5.7	6.8	5.8	6.3	6.6	6.2	1979 / 21.6	20.7	22.8	144 / 3358	H	WRAL-F
5	WPTF	FS/T	74 / 5.4	5.7	5.8	6.7	5.6	5.9	1263 / 13.8	13.3	13.3	107 / 1801	F	WPTF
6	WNNL-AF	B/G	70 / 5.1	6.2	5.1	4.3	3.9	5.2	793 / 8.6	9.3	7.7	99 / 1203	C	WNNL-AF
7	WRDU-F	AOR	69 / 5.1	4.6	4.6	6.0	5.3	5.1	1362 / 14.9	14.1	16.2	152 / 2479	G	WRDU-F
8	WTRG-F	O	68 / 5.0	5.9	5.8	5.4	5.0	5.5	1375 / 15.0	16.7	15.5	154 / 2512	G	WTRG-F
9	WBBB-F	AOR	62 / 4.5	3.5	5.9	4.0	5.2	4.5	1238 / 13.5	14.2	12.9	103 / 2049	F	WBBB-F
10	WRSN-F	AC	61 / 4.5	4.2	4.4	3.7	4.3	4.2	1188 / 13.0	12.7	14.4	96 / 1731	D	WRSN-F
11	WFXC-FF	B/AC	56 / 4.1	4.2	5.1	5.5	4.8	4.7	785 / 8.6	10.9	10.9	106 / 1503	E	WFXC-FF
12	WKIX-F	C	36 / 2.6	3.0	3.4	2.9	1.1	3.0	841 / 9.2	8.6	8.6	62 / 1582	E	WKIX-F
13	WWND-F	J	32 / 2.3	1.3					435 / 4.7			34 / 460		WWND-F
13	WJMH-F	B	32 / 2.3	2.7	2.9	2.4	2.4	2.6	679 / 7.4	8.0	6.2	55 / 1153		WJMH-F
15	WXKU-F	C	19 / 1.4	1.4	1.5	1.8	1.2	1.5	441 / 4.8	5.3	3.9	42 / 934		WXKU-F
16	WRBZ	T/SPRTS	18 / 1.3	1.0	1.4	1.5	0.7	1.3	290 / 3.2	4.6	2.7	19 / 339	A	WRBZ

12+ FM Share (Metro): 86.81% (941 of 1084) (Fall 97: 85.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >>	1 WDCG-F	1 WDCG-F	1 WDCG-F	1 WDCG-F	1 WPTF <	1 WDCG-F >	1 WDCG-F	1 WDCG-F	1 WQOK-F >	1 WQOK-F
2 WDCG-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WTRG-F	2 WRDU-F <	1 WPTF	2 WQOK-F >	2 WDCG-F >	2 WDCG-F <
3 WRAL-F	3 WBBB-F	3 WRDU-F <	3 WRDU-F <	3 WRAL-F <	3 WQDR-F <	3 WQOK-F <	3 WQOK-F <	3 WRAL-F	3 WJMH-F <	3 WNNL-AF <
4 WJMH-F	4 WRDU-F	4 WBBB-F <	4 WRAL-F <	4 WRDU-F <	4 WNNL-AF	4 WRAL-F <	4 WRAL-F <	3 WQDR-F <	4 WRSN-F <	4 WQDR-F
5 WRAL-F	5 WRAL-F	5 WRAL-F <	5 WQDR-F <	5 WQDR-F <	5 WRAL-F	5 WPTF <	5 WTRG-F <	5 WBBB-F <	5 WNNL-AF <	5 WRAL-F
6 WQDR-F	6 WQDR-F	6 WQDR-F <	6 WFXC-FF <	6 WTRG-F <	5 WFXC-FF <	6 WQDR-F	6 WQDR-F	6 WRDU-F	6 WFXC-FF <	5 WTRG-F
7 WJMH-F	7 WRSN-F	7 WRSN-F <	7 WBBB-F <	7 WFXC-FF <	7 WRSN-F	7 WTRG-F <	7 WRSN-F <	6 WTRG-F <	7 WQDR-F <	7 WRSN-F <
7 WRSN-F <	8 WFXC-FF	8 WRSN-F <	8 WRSN-F <	8 WRSN-F <	8 WDCG-F <	8 WFXC-FF <	8 WBBB-F <	8 WNNL-AF	8 WBBB-F >	8 WPTF
	9 WNNL-AF	9 WNNL-AF <	9 WNNL-AF <	9 WNNL-AF	9 WQOK-F <	9 WNNL-AF	9 WRDU-F <	9 WRSN-F	9 WRDU-F <	8 WBBB-F <
	10 WTRG-F	10 WTRG-F <	10 WTRG-F <	9 WBBB-F	10 WRDU-F <	10 WBBB-F <	10 WNNL-AF	10 WPTF <	10 WRAL-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDCG-F	1 WDCG-F <	1 WQOK-F	1 WDCG-F <	1 WDCG-F <	1 WBBB-F <	1 WDCG-F <	1 WDCG-F	1 WDCG-F	1 WDCG-F <	1 WQOK-F >
2 WQOK-F	2 WQOK-F >	2 WDCG-F >	2 WQOK-F	2 WQOK-F <	2 WDCG-F	2 WBBB-F	2 WBBB-F	2 WRDU-F	2 WRDU-F	2 WPTF <
3 WRSN-F	3 WRAL-F	3 WRAL-F >	3 WRAL-F <	3 WRAL-F <	3 WQOK-F	3 WRDU-F	3 WRDU-F >	3 WBBB-F	3 WQOK-F <	3 WKIX-F
4 WRAL-F >	4 WRSN-F	4 WNNL-AF	4 WRSN-F	4 WNNL-AF	4 WRDU-F	4 WQOK-F >	4 WQOK-F	4 WQOK-F	4 WBBB-F	3 WQDR-F
5 WBBB-F	5 WBBB-F <	5 WBBB-F	5 WNNL-AF	4 WRSN-F	5 WJMH-F >	5 WQDR-F	5 WQDR-F >	5 WQDR-F	5 WTRG-F <	5 WDCG-F
	6 WNNL-AF <	6 WQDR-F	6 WQDR-F <	6 WQDR-F <	6 WQDR-F >	6 WJMH-F >	6 WJMH-F	6 WFXC-FF <	6 WFXC-FF	5 WBBB-F <
	7 WQDR-F >	6 WRSN-F	7 WFXC-FF	7 WTRG-F <	7 WTRG-F <	7 WFXC-FF		7 WPTF	6 WQDR-F <	
			8 WTRG-F	8 WFXC-FF >				8 WRAL-F	8 WTRG-F	
			9 WBBB-F					9 WTRG-F	9 WRAL-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDNC	NT	620	Durham	0.7	4.0	11 427	WKRR-F	AOR/CL	92.3	Asheboro	0.4	1.8	12 350
WETC	SP	540	Wendell-Zebulon	0.4	0.6	5 56	WMAG-F	AC	99.5	High Point	0.5	2.0	22 434
WHLO-AF	C	102.5	Louisburg	1.0	1.2	14 143	WNCT-F	O	107.9	Greenville	0.5	0.9	30 468
WMPM	C	1270	Smithfield	1.2	0.9	17 96	WQMG-F	B/AC	97.1	Greensboro	0.5	2.5	21 458
WRTP-AA	REL-CC	1530	Chapel Hill	0.7	1.2	10 117	WRCQ-F	AOR	103.5	Dunn	0.9	3.6	45 927
							WZFX-F	B	99.1	Whiteville	0.7	3.0	93 1375

# RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	23.3 %	26.3 %	41.4 %	AC	0 (0)	146 (3)	146 (3)	13.5 %	14.3 %
<b>Clear Channel</b> WQDR-AM, WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM	17.4 %	18.1 %	18.1 %	AOR/Classic/NR	0 (0)	148 (4)	148 (4)	13.7 %	9.3 %
<b>Curtis</b> WBBB-FM, WCHL-AM, WKIX-FM, WKXU-FM, WPTF-AM, WQDR-FM	19.6 %	18.1 %	25.9 %	Black/Urban	0 (0)	215 (6)	215 (6)	19.8 %	23.4 %
	50.3 %	52.5 %	85.4 %	CHR	0 (0)	119 (1)	119 (1)	11.0 %	9.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	21 (2)	141 (4)	162 (6)	14.9 %	20.1 %
				Full Service	74 (1)	0 (0)	74 (1)	6.8 %	7.3 %
				Hispanic	5 (1)	0 (0)	5 (1)	0.5 %	0.0 %
				Jazz	0 (0)	32 (1)	32 (1)	3.0 %	0.0 %
				News/Talk	28 (2)	0 (0)	28 (2)	2.6 %	2.0 %
				Oldies	0 (0)	75 (2)	75 (2)	5.9 %	6.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	15 (3)	65 (1)	80 (4)	7.4 %	7.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>143 (9)</b>	<b>941 (22)</b>	<b>1084 (31)</b>		

## AM Stations

Station	Freq	Power	Format	Company	City
WDUR	1490	1 kw	See WNNL-F		Durham
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS \$76.00 Mc-Guild Curtis	
WRBZ	850	10 kw/5 kw (DA-N)	Talk/Sports	Westwd, 1-on-1 \$ NA Allied	

## FM Stations

Station	Freq	Power	Format	Company	City
WBBB	95.1	100 kw @ 985	AOR	\$ NA Mc-Guild Curtis	
WDCG	105.1	100 kw @ 1040	CHR	AMFM \$125.00 Allied Capstar	
WFXC	107.1	2.6 kw @ 500	Black AC	ABC \$64.00 Eastman Clear Channel	
WFXK	104.3	100 kw @ 981	See WFXC-F		Tarboro
WKIX	95.9	100 kw @ 984	Country	Westwd \$26.00 Mc-Guild Curtis	Goldensboro
WKXU	101.1	100 kw @ 1190	Country	Westwd \$ NA Mc-Guild Curtis	Burlington
WVHL	103.9	7.9 kw @ 577	Black Gospel	ABC \$ NA Clr Chnl Clear Channel	Fuquay-Varina
WQDR	94.7	100 kw @ 1680	Country	Westwd \$83.00 Mc-Guild Curtis	
WQOK	97.5	100 kw @ 981	Black	ABC \$75.00 Clr Chnl Clear Channel	S Boston, VA
WRAL	101.5	100 kw @ 1821	AC/CHR	\$150.00 Katz Capitol	
WRDU	105.1	109 kw @ 1350	AOR	Source \$101.00 Allied Capstar	Wilson
WRSN	93.9	100 kw @ 1270	AC	\$55.00 Allied Capstar	Burlington
WTRG	160.7	100 kw @ 1958	Oldies	ABC, AMFM \$100.00 Allied Capstar	Rocky Mount
WVTD	102.9	1.7 kw @ 620	Jazz	\$ NA --	

Notes: WJMH-F -- See Greensboro-Winston Salem ... 2/99 WCLY (1550) & WRDT (570) sold by Mortenson to Curtis for \$1,000,000

# RENO

Arbitron Rank: 127 Pop (12+): 313,700	Stations: 21 / 20	Last Year's Revenue: \$15,000,000
MSA Rank: 157	Diaries: 707 / 444:1 / 51.4%	Household Income: \$47,367
MSA Pop: 312,000	Sample Target: 690	Total Retail Sales: \$4.8 Bil.
DMA: 120	% Below Line: 0.4	#1 Biller: KBUL-F \$2,600,000
Average Persons Rating: 16.0	% Not Listed: 10.0	#1 Billing Portfolio: Citidel \$5,970,000
Market TSL in Hours: 21.75	Pop per Station: 15.685	

12+ Metro	Format	Fall 98		Spq 98	Fall 97	Spq 97	Fall 96	12+ Metro Cumé / Rtg	Spq 98	Fall 97	12+ TSA		Revenue Level
		1/4	Share								AQH /	Cume	
1	KBUL-F	C	52 / 10.4	11.2	9.6	11.3	8.2	663 / 21.1	21.6	22.2	73 / 1014	D	KBUL-F
2	KKOH	N/T	46 / 9.2	7.9	12.0	11.1	10.3	521 / 16.6	17.1	18.9	73 / 882	D	KKOH
3	KWNZ-F	CHR	43 / 8.6	6.7	4.2	5.3	9.5	571 / 18.2	17.5	15.9	52 / 833	B	KWNZ-F
4	KDOT-F	AOR	42 / 8.4	5.8	5.8	3.0	4.3	452 / 14.4	13.7	14.3	55 / 663	B	KDOT-F
5	KOZZ-F	CL AOR	38 / 7.6	5.8	4.8	6.2	5.2	407 / 13.0	11.4	12.7	49 / 656	C	KOZZ-F
6	KRNO-F	AC	30 / 6.0	6.7	5.6	4.5	7.9	470 / 15.0	13.3	13.0	51 / 709	C	KRNO-F
7	KLCA-F	AC-NR	28 / 5.6	4.6	5.2	4.3	2.6	525 / 16.7	18.1	15.9	37 / 761	A	KLCA-F
8	KNEV-F	AC	22 / 4.4	5.8	6.2	4.7	5.8	382 / 12.2	16.5	16.2	36 / 566	B	KNEV-F
9	KRZQ-F	AOR-NR	21 / 4.2	6.0	4.8	4.7	5.6	393 / 12.5	17.8	14.8	26 / 496	B	KRZQ-F
10	KODS-F	O	20 / 4.0	6.5	4.0	6.4	5.4	371 / 11.8	13.2	14.5	34 / 598	C	KODS-F
11	KTHX-F	AOR-P	19 / 3.8	3.1	3.6	3.8	5.6	206 / 6.6	5.9	7.3	34 / 363	B	KTHX-F
12	KNHK-F	CL HITS	15 / 3.0	4.8	3.0	6.8		315 / 10.0	13.5	10.0	35 / 555	A	KNHK-F
12	KCBN	ST	15 / 3.0	3.3	4.8	4.1	3.0	197 / 6.3	6.3	7.1	16 / 237	A	KCBN
14	KRNV-F	N/T	14 / 2.8	1.9	2.6	3.0	2.4	263 / 8.4	7.1	7.5	14 / 267	A	KRNV-F
15	KSRN-F	ST	12 / 2.4	2.9	3.4	4.1	4.7	205 / 6.5	6.4	6.4	17 / 275	A	KSRN-F

12+ FM Share (Metro): 80.97% ( 366 of 452 ) ( Fall 97: 72.52% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNZ-F >>>	1 KDOT-F <	1 KDOT-F <	1 KOZZ-F <	1 KOZZ-F >	1 KKOH	1 KKOH	1 KKOH	1 KBUL-F	1 KWNZ-F >	1 KBUL-F
2 KLCA-F	2 KWNZ-F >	2 KOZZ-F	2 KDOT-F	2 KDOT-F	2 KBUL-F	2 KBUL-F <	2 KBUL-F <	2 KKOH <	2 KKOH <	2 KWNZ-F >
2 KRZQ-F	3 KRZQ-F	3 KWNZ-F <	3 KBUL-F	3 KBUL-F	3 KOZZ-F	3 KDOT-F	3 KOZZ-F <	3 KOZZ-F	3 KBUL-F <	3 KDOT-F <
4 KBUL-F >>>	3 KLCA-F	4 KBUL-F >	4 KWNZ-F	4 KKOH	4 KRNO-F >	4 KWNZ-F <	4 KDOT-F	3 KDOT-F	4 KDOT-F	4 KTHX-F <
	5 KBUL-F >	5 KLCA-F	4 KRNO-F <	4 KRNO-F	5 KODS-F	5 KOZZ-F	5 KRNO-F <	3 KWNZ-F	4 KLCA-F	5 KOZZ-F <
	6 KOZZ-F	6 KRNO-F <	6 KTHX-F <	6 KWNZ-F <	6 KCBN	6 KRNO-F <	6 KWNZ-F	6 KLCA-F	6 KOZZ-F	6 KRZQ-F
	6 KNEV-F >	7 KKOH	7 KKOH	7 KTHX-F	6 KDOT-F <	7 KLCA-F <	7 KNEV-F <	7 KRNO-F	6 KRZQ-F <	7 KKOH <
		7 KNEV-F <	7 KLCA-F	7 KLCA-F <	8 KRN-F	8 KRZQ-F	8 KLCA-F	8 KNEV-F <	8 KRNO-F	8 KODS-F
			7 KNEV-F	9 KNEV-F <	8 KTHX-F <	9 KNEV-F	9 KODS-F	9 KTHX-F	9 KTHX-F	8 KRNO-F <
						9 KODS-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KWNZ-F >>>	1 KWNZ-F >	1 KDOT-F	1 KWNZ-F	1 KBUL-F	1 KRZQ-F >	1 KDOT-F >	1 KDOT-F >>	1 KOZZ-F	1 KOZZ-F	1 KKOH
2 KLCA-F	2 KLCA-F	1 KNEV-F	1 KBUL-F	2 KRNO-F <	2 KDOT-F	2 KWNZ-F	2 KWNZ-F >	1 KDOT-F >	2 KDOT-F >	2 KWNZ-F
3 KBUL-F >	3 KBUL-F	1 KLCA-F	3 KLCA-F <	3 KNEV-F <	3 KWNZ-F	3 KRZQ-F >	3 KOZZ-F	3 KWNZ-F	3 KKOH	2 KBUL-F >
4 KNEV-F >>	4 KNEV-F	4 KWNZ-F	4 KNEV-F	4 KLCA-F <	4 KBUL-F >>	4 KOZZ-F	4 KLCA-F	3 KKOH <	4 KBUL-F >	
	5 KDOT-F >>	4 KBUL-F	5 KRNO-F	5 KWNZ-F		5 KBUL-F		5 KBUL-F <	5 KWNZ-F	
		6 KTHX-F >	6 KDOT-F	6 KDOT-F		6 KBUL-F		6 KRZQ-F >	5 KTHX-F	
			7 KTHX-F	6 KTHX-F					5 KRNO-F	
				8 KODS-F					8 KNHK-F	
									8 KODS-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KHIT	T/SPRTS	630	Reno	0.6	2.9	5	122	KZZF-F	AC	102.9	S. Lake Tahoe, CA	0.4	2.7	4	181
KHWG-F	C	107.7	Kings Beach, CA	1.6	4.3	10	197								
KPLY	SPRTS	1270	Sparks	1.8	5.7	16	237								
KOLO	SP	920	Reno	1.8	3.9	11	163								
KXEQ	SP	1340	Reno	0.8	3.5	4	111								

# RENO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Americom</b> KCBS-AM, KLCA-FM, KODS-FM, KPLY-AM, KRNO-FM, KWNZ-FM	29.0 %	27.2 %	28.0 %	AC	0 (0)	82 (4)	82 (4)	18.1 %	19.1 %
<b>Citadel</b> KBYL-FM, KKOH-AM, KNEV-FM, KHKK-FM	27.0 %	25.5 %	39.8 %	AOR/Classic/NR	0 (0)	120 (4)	120 (4)	26.5 %	22.3 %
<b>Lotus</b> KDOT-FM, KHIT-AM, KOZZ-FM, KPPT-AM	16.6 %	21.5 %	15.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Salt</b> KZQZ-FM, KTHX-FM	8.0 %	8.1 %	8.7 %	CHR	0 (0)	43 (1)	43 (1)	9.5 %	4.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	60 (2)	60 (2)	13.3 %	12.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	13 (2)	0 (0)	13 (2)	2.9 %	3.8 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	49 (2)	14 (1)	63 (3)	13.9 %	16.4 %
				Oldies	0 (0)	35 (2)	35 (2)	7.7 %	8.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	9 (1)	0 (0)	9 (1)	2.0 %	3.2 %
				Standards/EZ	15 (1)	12 (1)	27 (2)	6.0 %	9.2 %
				<b>Totals</b>	<b>86 (6)</b>	<b>366 (15)</b>	<b>452 (21)</b>		

### AM Stations

Station	Freq	Power	Format	Westwd	Source	Allied	Affiliate
KCBS	1230	0.82 kW	Standards		\$<20.00	Allied	Americom
KKOH	780	50 kW (DA-N)	News/Talk	ABC	\$36.00	Mc-Guild	Citadel

### FM Stations

Station	Freq	Power	Format	Westwd	Source	Allied	Affiliate	Notes
KBYL	99.1	76 kW @ 2273	Country		\$53.00	Mc-Guild	Citadel	Carson
KODS	104.5	25 kW @ 2929	AOR		\$<20.00	D&R	Lotus	
KLCA	95.5	4 kW @ 2955	Modern AC		\$<20.00	Allied	Americom	Sparks
KNEV	95.5	60 kW @ 2270	AC	Westwd	\$24.00	Mc-Guild	Citadel	
KHKK	92.9	45 kW @ 2654	Classic Hits		\$ NA	---	Citadel	
KODS	103.7	6.3 kW @ 2995	Oldies		\$33.00	Allied	Americom	Carmelien Bay, CA
KOZZ	105.7	75 kW @ 2178	Classic AOR	Source	\$45.00	D&R	Lotus	
KRNO	106.9	37 kW @ 2988	AC		\$29.00	Allied	Americom	
KR17	101.7	11 kW @ 492	News/Talk	AP, CNN	\$<20.00	Katz		
KZQZ	100.9	5 kW @ 203	AOR-New Rock		\$<20.00	Allied	Salt	Tahoe City
KSPN	97.1	4.1 kW @ 390	Standards	CNN	\$20.00	---		Sparks
KTHX	100.1	0.76 kW @ 2955	Progressive AOR		\$<20.00	Allied	Salt	Incline Village
KZQZ	97.3	6.7 kW @ 2112	CHR		\$32.00	Allied	Americom	Carson City

Notes: 10.99 KPPT (1450) changed from Classic Country to Sports, using ESPN & 1-On-1

# RICHMOND

Arbitron Rank: 57 Pop (12+): 793,500	Stations: 23 / 22	Last Year's Revenue: \$41,000,000
MSA Rank: 62	Diaries: 2,002 / 396:1 / 52.9%	Household Income: \$47,618
MSA Pop: 945,000	Sample Target: 1,980	Total Retail Sales: \$9.7 Bil.
DMA: 54	% Below Line: 0.5	#1 Biller: WKHK-F \$7,000,000
Average Persons Rating: 15.8	% Not Listed: 11.6	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 36,068	Clear Channel \$18,000,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WTVR-F	SAC	119 / 9.5	9.1	10.3	10.0	9.4	9.7	1548 / 19.5	20.8	21.1	131 / 1732	G	WTVR-F
2	WKHK-F	C	111 / 8.8	9.4	10.8	10.6	10.3	9.9	1529 / 19.3	19.2	19.3	124 / 1737	H	WKHK-F
3	WCDX-F	B	110 / 8.8	9.5	10.3	10.1	9.8	9.7	1423 / 17.9	18.1	17.7	122 / 1632	F	WCDX-F
4	WKJS-F	B/A/C	103 / 8.2	5.4	4.8	3.1	3.3	5.4	980 / 12.3	10.2	9.9	119 / 1212		WKJS-F
5	WRVA	FS	91 / 7.3	8.8	7.9	8.9	8.3	8.2	1312 / 16.5	18.4	18.8	102 / 1486	F	WRVA
6	WRVQ-F	CHR	81 / 6.5	6.3	6.7	7.0	6.0	6.6	1549 / 19.5	20.5	19.4	105 / 1956	E	WRVQ-F
7	WRXL-F	AOR	73 / 5.8	3.6	3.3	4.0	3.9	4.2	1019 / 12.8	10.0	11.8	86 / 1258	E	WRXL-F
8	WRCL-F	O	68 / 5.4	4.7	4.0	3.2	4.4	4.3	1178 / 14.9	11.2	11.8	77 / 1346		WRCL-F
9	WPLZ-F	B/A/C	60 / 4.8	3.6	3.9	5.6	6.4	4.5	939 / 11.8	12.2	13.7	63 / 1003	C	WPLZ-F
10	WKLR-F	CL AOR	58 / 4.6	4.7	3.6	3.6	3.6	4.1	991 / 12.5	11.6	11.2	68 / 1148	C	WKLR-F
11	WMXB-F	AC	55 / 4.4	6.0	6.2	4.9	4.0	5.4	1181 / 14.9	18.2	16.2	60 / 1342	F	WMXB-F
12	WSOJ-F	B	40 / 3.2	2.6	2.1	1.6	3.4	2.4	575 / 7.2	7.0	8.4	43 / 597	A	WSOJ-F
13	WRNL	SPRST	20 / 1.6	1.7	1.4	0.9	1.8	1.4	385 / 4.8	4.5	6.4	20 / 402	A	WRNL
14	WXGI	C	19 / 1.5	1.5	0.7	1.4	1.4	1.3	259 / 3.3	2.3	3.4	20 / 275		WXGI
14	WJRV-F	C	19 / 1.5	3.5	3.6	5.5	4.6	3.5	375 / 4.7	9.9	10.9	20 / 377		WJRV-F
16	WGCV	B/G	15 / 1.2	0.8	0.7	0.8	1.1	0.9	150 / 1.9	2.0	1.8	16 / 163		WGCV
16	WREJ	B/G	15 / 1.2	1.2	1.5	1.5	2.1	1.3	192 / 2.4	2.5	3.4	15 / 192		WREJ

12+ FM Share (Metro): 82.42% ( 914 of 1109 ) ( Fall 97: 78.80% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCOX-F	1 WCOX-F	1 WCOX-F <	1 WKJS-F	1 WKJS-F	1 WTVR-F <	1 WRVA <	1 WTVR-F	1 WTVR-F	1 WCOX-F >	1 WKJS-F
2 WRVQ-F >	2 WRXL-F	2 WKJS-F <	1 WTVR-F	1 WTVR-F	2 WRVA	2 WTVR-F <	2 WKHK-F <	2 WKHK-F <	2 WKJS-F	2 WKHK-F <
3 WSOJ-F >	3 WRVQ-F <	3 WTVR-F <	3 WKHK-F <	3 WKHK-F	3 WKHK-F <	3 WKHK-F	3 WRVA	3 WCOX-F <	3 WRVQ-F >	3 WCOX-F <
4 WMXB-F >	4 WKHK-F	4 WKHK-F <	4 WCOX-F <	4 WCOX-F <	4 WKJS-F	4 WCOX-F <	4 WCOX-F <	4 WKJS-F	4 WTVR-F <	4 WPLZ-F <
	5 WKJS-F	5 WRXL-F	5 WRXL-F	5 WRXL-F <	5 WRCL-F >	5 WKJS-F	5 WRXL-F	5 WRVQ-F <	5 WKHK-F <	5 WTVR-F <
	6 WTVR-F	6 WRVQ-F	6 WKLR-F <	6 WKLR-F <	6 WCOX-F	6 WRVQ-F <	5 WKJS-F	6 WRCL-F <	6 WSOJ-F	6 WRVQ-F
	6 WMXB-F <	7 WKLR-F	7 WRVQ-F <	7 WKLR-F <	7 WKLR-F	7 WRXL-F <	7 WRCL-F <	7 WRVA <	7 WPLZ-F	7 WRCL-F
	8 WKLR-F <	8 WMXB-F <	8 WRCL-F <	8 WRVQ-F <	7 WPLZ-F	8 WKLR-F	8 WRVQ-F <	8 WRXL-F <	7 WRXL-F	8 WRVA
		9 WPLZ-F <	9 WPLZ-F	9 WPLZ-F	7 WRVQ-F	9 WMXB-F	9 WKLR-F <	9 WMXB-F <	9 WRXL-F	9 WRXL-F
		10 WRCL-F >				9 WRCL-F	10 WMXB-F	10 WKLR-F >		10 WSOJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WCOX-F >	1 WCDX-F >	1 WCDX-F	1 WTVR-F	1 WTVR-F	1 WRXL-F	1 WRXL-F >	1 WRXL-F >>	1 WRXL-F >	1 WRXL-F	1 WCOX-F
2 WRVQ-F	2 WTVR-F	2 WTVR-F <	2 WCOX-F	2 WKJS-F	1 WCDX-F >	2 WKLR-F <	2 WKLR-F >	2 WKLR-F <	2 WKJS-F <	2 WTVR-F
3 WKHK-F	2 WRVQ-F	3 WPLZ-F	3 WKJS-F <	3 WKHK-F <	3 WKHK-F	3 WCDX-F	3 WKJS-F	3 WKJS-F	3 WKLR-F	2 WRVQ-F <
3 WMXB-F >>	4 WKHK-F <	4 WKJS-F	4 WKHK-F	4 WCOX-F	3 WKLR-F	4 WKJS-F <	3 WCOX-F	4 WCOX-F <	4 WKHK-F	4 WRVA >
5 WTVR-F	5 WPLZ-F	5 WKHK-F	5 WRVQ-F	5 WRCL-F	5 WMXB-F	5 WRVQ-F <	5 WRVQ-F	5 WKHK-F >	5 WCOX-F <	
	6 WKJS-F	5 WRVQ-F >	6 WMXB-F	5 WRVQ-F <	6 WKHK-F	6 WKHK-F	6 WRVA <	6 WRVA <	6 WRCL-F	
	6 WMXB-F >	7 WMXB-F	7 WPLZ-F <	7 WPLZ-F	7 WMXB-F	7 WMXB-F	7 WRVQ-F <	7 WRVQ-F <	7 WTVR-F	
			8 WRCL-F >	8 WMXB-F >			8 WRCL-F <	8 WRVA <	7 WRVA	
							9 WPLZ-F	9 WRVQ-F	9 WRNL	

Other Rated Stations				Metro Cume Share	TSA Rating	AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share	TSA Rating	AQH Cume		
WCLM	B/O	1450	Highland Springs	0.9	1.8	11	141	WAFX-F	CL AOR	106.9	Suffolk	0.5	2.2	17	307
WDYL-F	REL	101.1	Chester	0.9	4.1	11	349								
WFTH	B/G	1590	Richmond	0.8	2.4	10	191								
WTVR	ST	1380	Richmond	0.8	2.9	10	234								
WVNZ	N	990	Richmond	0.3	1.7	4	139								

# RICHMOND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WKHK-FM, WKLR-FM, WMYB-FM, WRCL-FM	23.2 %	25.7 %	35.2 %	AC	0 (0)	55 (1)	55 (1)	5.0 %	4.5 %
<b>Clear Channel</b> WPHL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM	31.5 %	29.6 %	43.9 %	AOR/Classic/NR	0 (0)	137 (3)	137 (3)	12.4 %	13.4 %
<b>Local</b> WKJS-FM, WREJ-FM, WSOJ-FM	11.4 %	13.4 %	4.3 %	Black/Urban	11 (1)	313 (4)	324 (5)	29.2 %	23.0 %
<b>Sinclair Communications</b> WCDX-FM, WJCV-AM, WJRV-FM, WPLZ-FM	16.3 %	15.5 %	16.6 %	CHR	0 (0)	81 (1)	81 (1)	7.3 %	6.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	19 (1)	130 (2)	149 (3)	13.4 %	13.2 %
				Full Service	91 (1)	0 (0)	91 (1)	8.2 %	9.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	5.2 %
				News/Talk	4 (1)	0 (0)	4 (1)	0.4 %	1.0 %
				Oldies	0 (0)	68 (1)	68 (1)	6.1 %	4.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	40 (3)	11 (1)	51 (4)	4.6 %	4.9 %
				Soft AC	0 (0)	119 (1)	119 (1)	10.7 %	11.1 %
				Sports	20 (1)	0 (0)	20 (1)	1.8 %	2.1 %
				Standards/EZ	10 (1)	0 (0)	10 (1)	0.9 %	1.6 %
				<b>Totals</b>	<b>195 (9)</b>	<b>914 (14)</b>	<b>1109 (23)</b>		

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	City
WJCV	1240	1 kw	Black Gospel	\$ NA	Mc-Guild	Sinclair Commun.	Petersburg
WREJ	1540	10 kw (Days, DA)	Black Gospel	ABC, AURN	Sentry	WSOJ-FM/WKJS-F	
WRIL	910	5 kw/1 5 kw (DA-N)	Sports	Westwd, CBS, 1/1	Clr Chnl	Clear Channel	
WRVA	1140	50 kw (DA-1)	Full Service	ABC	Mc-Guild	Clear Channel	
WTVR	1380	5 kw (DA-2)	Standards	JRN	\$<20.00	Clr Chnl	Clear Channel
WKGI	950	5 kw/0 057 kw	Country	Westwd	\$<20.00	—	

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Station	City
WCDX	92.1	4.5 kw @ 771	Black	\$95.00	Allied	Sinclair Commun.	Mechanicsville
WJRV	105.7	2.3 kw @ 531	Country	\$ NA		Sinclair Commun.	
WKHK	95.3	17.5 kw @ 394	Country	\$125.00	Mc-Guild	Capstar	Colonial Heights
WKJS	104.7	100 kw @ 981	Black AC	ABC	\$ NA	Sentry	WREJ/WSOJ-F
WKLR	95.5	50 kw @ 492	Classic AOR	\$45.00	Katz	Capstar	Williamsburg
WMYB	103.7	20 kw @ 840	AC	AP	\$81.00	Mc-Guild	Capstar
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, CBS	\$46.00	Allied	Sinclair Commun.
WRCL	106.5	7.6 kw @ 1234	Oldies	\$ NA	Banner	Capstar	
WRVQ	94.5	200 kw @ 350	CHR	\$75.00	Clr Chnl	Clear Channel	
WRXL	102.1	20 kw @ 791	AOR	\$73.00	Clr Chnl	Clear Channel	
WSOJ	100.3	4.7 kw @ 371	Black	ABC	\$22.00	Sentry	WREJ/WKJS-F
WTVR	93.1	50 kw @ 840	Soft AC	\$85.00	Clr Chnl	Clear Channel	

Notes: 9/98 WJCV-F changed from New Rock to Oldies as WRCL-F ("Cool 106.5") . . . 9/98 WSMJ-F changed from Smooth Jazz to Country as WJRV-F ("The River")  
 . . . 9/98 WDYL-F and WJRV-F exchanged frequencies: WDYL-F moved from 105.7 to 101.1; WJRV-F moved from 101.1 to 105.7; each station maintained its  
 respective ERP & HAAT . . . 1/99 WPLZ-F changed from Black AC to Black Oldies



# RIVERSIDE-SAN BERNARDINO

**Arbitron Rank:** 29 Pop (12+): 1,406,100  
**MSA Rank:** 11  
**MSA Pop:** 3,100,000  
**DMA:** Los Angeles (#2)  
**Average Persons Rating:** 16  
**Market TSL in Hours:** 21.25

**Stations:** 45 / 15  
**Diaries:** 2,506/ 561:1/ 50.7%  
**Sample Target:** 2,420  
**% Below Line:** 53.8  
**% Not Listed:** 11.8  
**Pop per Station:** 93,740

**Last Year's Revenue:** \$27,000,000  
**Household Income:** \$39,317  
**Total Retail Sales:** \$12.4 Bil.  
**#1 Biller:** KFRG-FF \$10,400,000  
**#1 Billing Portfolio:** CBS/Infinity \$10,400,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KFRG-F	222 / 9.9	9.6	11.0	12.3	11.3	10.7	2534 / 18.0	20.4	20.5	266 / 3338	I	KFRG-F
2	KGGI-F	156 / 7.0	5.9	6.1	5.6	7.0	6.1	2816 / 20.0	21.1	19.0	225 / 4047	F	KGGI-F
3	KFI	148 / 6.6	6.9	6.0	7.7	6.1	6.8	1918 / 13.6	13.6	13.4	205 / 2843		KFI
4	KOLA-F	106 / 4.7	4.6	4.6	3.7	4.2	4.4	1685 / 12.0	11.4	13.1	149 / 2182	E	KOLA-F
5	KSCA-F	84 / 3.7	3.7	2.8	4.6	3.2	3.7	795 / 5.7	5.4	6.1	122 / 1169		KSCA-F
6	KIIS-F	73 / 3.3	3.9	3.0	3.2	2.4	3.3	1876 / 13.3	12.0	10.8	104 / 2671		KIIS-F
7	KWRP-F	72 / 3.2	2.9	3.0	2.2	2.8	2.8	693 / 4.9	4.0	4.1	73 / 725	C	KWRP-F
8	KCAL-F	71 / 3.2	2.8	2.7	1.9	2.9	2.6	1191 / 8.5	7.0	7.1	114 / 1697	E	KCAL-F
9	KOST-F	70 / 3.1	3.3	2.9	2.9	3.0	3.1	1359 / 9.7	10.2	9.6	95 / 1892		KOST-F
9	KKBT-F	70 / 3.1	3.4	3.6	3.8	3.9	3.5	1222 / 8.7	11.1	8.5	96 / 1695		KKBT-F
11	KLOS-F	67 / 3.0	2.7	3.2	2.7	2.9	2.9	1165 / 8.3	7.7	8.3	94 / 1862		KLOS-F
12	KLVE-F	62 / 2.8	2.6	2.3	2.8	2.3	2.6	848 / 6.0	4.9	5.6	77 / 1095		KLVE-F
13	KTWW-F	57 / 2.5	2.6	2.1	2.2	2.1	2.4	803 / 5.7	6.1	7.4	97 / 1260		KTWW-F
14	KROQ-F	55 / 2.5	2.1	1.5	1.8	1.6	2.0	1210 / 8.6	6.4	6.5	71 / 1664		KROQ-F
15	KCXX-F	53 / 2.4	2.5	2.7	3.0	3.2	2.6	1228 / 8.7	9.2	8.5	71 / 1654	D	KCXX-F
16	KSSE-F	46 / 2.1	2.3	1.8	2.7	2.7	2.2	741 / 5.3	5.5	7.0	72 / 1016		KSSE-F
16	KNX	46 / 2.1	1.6	1.9	2.2	1.9	1.9	1017 / 7.2	7.0	7.4	71 / 1572		KNX
18	KCBS-F	45 / 2.0	2.3	1.7	2.8	2.4	2.2	1091 / 7.8	6.7	8.8	65 / 1448		KCBS-F
19	KBIG-F	44 / 2.0	1.8	1.8	1.8	1.4	1.8	860 / 6.1	6.1	5.7	79 / 1342		KBIG-F
19	KPWR-F	44 / 2.0	2.0	2.3	1.7	1.4	2.0	1139 / 8.1	8.9	5.9	66 / 1758		KPWR-F
21	KRTH-F	38 / 1.7	1.8	1.8	1.6	1.4	1.7	889 / 6.3	6.1	6.6	71 / 1471		KRTH-F
22	KXRS-F	32 / 1.4	1.5	1.1	1.3	1.0	1.3	478 / 3.4			34 / 580		KXRS-F

12+ FM Share (Metro): 84.79% (1678 of 1979) (Fall 97: 82.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGGI-F >	1 KGGI-F >	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KFRG-F	1 KFRG-F	1 KGGI-F >	1 KFRG-F
2 KIIS-F >	2 KFRG-F	2 KGGI-F	2 KGGI-F <	2 KOLA-F <	2 KFI >	2 KFI	2 KFI >	2 KGGI-F	2 KFRG-F	2 KGGI-F >>
3 KPWR-F <	3 KKBT-F	3 KOLA-F	3 KOLA-F	3 KGGI-F	3 KOLA-F	3 KGGI-F	3 KOLA-F <	3 KFI	3 KFI	3 KOLA-F <
4 KKBT-F <	4 KCAL-F	4 KCAL-F <	4 KLOS-F <	4 KFI <	4 KWRP-F	4 KSCA-F <	4 KGGI-F	4 KOLA-F	4 KIIS-F <	4 KSCA-F
5 KROQ-F <	4 KSCA-F	5 KSCA-F	5 KFI <	5 KLOS-F	5 KTWW-F	5 KLOS-F <	5 KWRP-F	5 KOST-F	5 KKBT-F <	5 KFI <
6 KCXX-F >	6 KCXX-F <	5 KLOS-F <	6 KCAL-F	6 KSCA-F <	6 KGGI-F	6 KOLA-F	6 KSCA-F	6 KIIS-F <	6 KOST-F <	6 KWRP-F
	7 KROQ-F <	7 KFI	6 KSCA-F	7 KCAL-F	6 KSCA-F <	7 KWRP-F <	6 KCAL-F	7 KKBT-F	7 KCXX-F <	6 KIIS-F <
	8 KIIS-F <	7 KKBT-F	8 KCBS-F <	8 KOST-F	8 KOST-F <	8 KKBT-F <	6 KOST-F	7 KSCA-F <	8 KROQ-F	8 KCAL-F <
	9 KSSE-F <	9 KOST-F <			9 KNX	9 KLVE-F <	6 KLOS-F <	9 KCAL-F <	8 KPWR-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KGGI-F <	1 KGGI-F	1 KGGI-F	1 KFRG-F	1 KFRG-F >	1 KGGI-F <	1 KGGI-F >	1 KGGI-F	1 KFRG-F	1 KFRG-F >	1 KFRG-F
2 KCXX-F	2 KFRG-F >	2 KFRG-F >	2 KGGI-F >	2 KGGI-F <	2 KKBT-F <	2 KKBT-F <	2 KFRG-F	2 KCAL-F	2 KLOS-F <	2 KGGI-F
3 KFRG-F	3 KKBT-F	3 KOST-F	3 KOLA-F	3 KOLA-F	3 KPWR-F	3 KCAL-F <	3 KSCA-F	2 KGGI-F <	3 KOLA-F <	3 KFI
4 KKBT-F >	4 KOST-F	3 KLVE-F	4 KOST-F	4 KOST-F >	4 KCAL-F	4 KSCA-F <	4 KLOS-F <	4 KLOS-F <	4 KFI <	4 KSCA-F <
5 KPWR-F	4 KCXX-F	3 KKBT-F	5 KKBT-F <	5 KFI	5 KIIS-F	5 KFRG-F <	5 KCAL-F <	5 KSCA-F	5 KCAL-F	5 KKBT-F
5 KIIS-F	6 KSCA-F	6 KBIG-F	6 KFI	6 KLVE-F <	6 KROQ-F	6 KROQ-F	6 KOLA-F <	6 KOLA-F <	5 KGGI-F <	
5 KOST-F	6 KLVE-F <	6 KSSE-F	7 KCXX-F	7 KBIG-F <	7 KCXX-F	7 KLOS-F <	6 KSSE-F	7 KFI <	7 KSCA-F	
5 KSCA-F	8 KSSE-F	8 KFI	7 KLVE-F <	8 KTWW-F <	8 KSCA-F	8 KPWR-F <	6 KLSX-F	8 KCBS-F	8 KCBS-F >	
5 KCAL-F	8 KIIS-F <			9 KKBT-F <	8 KOST-F	9 KIIS-F <	6 KKBT-F <	8 KKBT-F		

# RIVERSIDE-SAN BERNARDINO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KATY-F	AC	101.3	Idyllwild	0.5	1.4	12	268
KBHP-F	AOR-P	93.3	Big Bear	0.4	0.6	8	79
KCAL-AA	SP	1410	Redlands	0.7	1.8	21	289
KD.F	SP-C	1440	Riverside	0.5	1.3	12	209
KELT-F	SAC	92.7	Riverside	0.9	2.4	21	373

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KABC	T	790	Los Angeles	0.6	1.9	21	535
KACE-FF	B/O	98.3	W. Covina	0.6	2.0	20	429
KCMG-F	B/O	100.3	Los Angeles	1.3	4.3	61	1153
YFNB	N	980	Los Angeles	0.4	2.3	30	934
KKGO-F	CL	105.1	Los Angeles	0.8	2.6	22	521
KLAC	ST	570	Los Angeles	1.0	2.8	37	621
KLAX-F	SP-R	97.9	E. Los Angeles	0.5	2.1	25	489
KLSX-F	T	97.1	Los Angeles	1.2	3.8	56	925
KLYY-F	AOR-HR	107.1	Arcadia	0.7	3.5	18	695
KTNQ	SP-HIT	1020	Los Angeles	0.7	1.1	24	316
KWVE-F	REL	107.9	San Clemente	0.8	2.6	23	519
KYSR-F	AC/CHR	98.7	Los Angeles	0.9	4.6	48	1096
KZLA-F	C	93.9	Los Angeles	0.8	3.3	32	781
XTRA	SPRTS	690	Tijuana, MX	0.8	2.5	33	602

Consolidation Report	12+	25-54	Revenue
CBS/Infinity KFRG-FM, KXFG-FM	9.9 %	11.0 %	38.5 %
EXCL KCAL-AM, KSZZ-AM	0.7 %	0.5 %	2.6 %
Jacor KCKC-AM, KDIF-AM	0.5 %	0.6 %	1.9 %
SBR KCAL-FM, KOLA-FM	7.9 %	10.6 %	25.1 %
	19.0 %	22.7 %	68.1 %

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	146 (4)	146 (4)	7.4 %	6.7 %
AOR/Classic/NR	0 (0)	314 (7)	314 (7)	15.9 %	15.5 %
Black/Urban	0 (0)	157 (5)	157 (5)	7.9 %	7.3 %
CHR	0 (0)	229 (2)	229 (2)	11.6 %	10.5 %
Classical	0 (0)	19 (1)	19 (1)	1.0 %	1.5 %
Country	0 (0)	241 (3)	241 (3)	12.2 %	14.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	42 (4)	234 (6)	276 (10)	13.9 %	14.5 %
Jazz	0 (0)	57 (1)	57 (1)	2.9 %	2.4 %
News/Talk	218 (4)	28 (1)	246 (5)	12.4 %	12.0 %
Oldies	0 (0)	144 (2)	144 (2)	7.3 %	6.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	17 (1)	17 (1)	0.9 %	1.3 %
Soft AC	0 (0)	20 (1)	20 (1)	1.0 %	4.4 %
Sports	18 (1)	0 (0)	18 (1)	0.9 %	0.9 %
Standards/EZ	23 (1)	72 (1)	95 (2)	4.8 %	2.4 %
<b>Totals</b>	<b>301 (10)</b>	<b>1678 (35)</b>	<b>1979 (45)</b>		

## FM Stations

Station	Power	Frequency	Format	Value	Company	Location
KCAL	55.7	1.75 kW @ 376	AOR	\$81.00	Banner	Anaheim
KLAX	103.9	0.19 kW @ 1751	Progressive AOR	\$ NA	Mc-Guild	All-Pro
KFRG	95.1	50 kW @ 499	Country	\$175.00	Allied	CBS/Infinity
KCSN	99.1	2.5 kW @ 1844	CHR/Urban	\$102.00	Sentry	Chancellor
KDIF	93.9	29.5 kW @ 1653	Oldies	\$85.00	D&R	Anaheim
KATY-F	95.1	0.25 kW @ 1555	Standards	USA, JRN	\$35.00	—
KFRG	105.7	0.17 kW @ 1023	Hispanic-Contemp	\$ NA	Lotus	Lazer
KYSB	101.7	0.27 kW @ 1414	See KXRS-F			Big Bear Lake

Notes: Other ranked stations -- See Los Angeles. Historic cumes for KXRS-FF not available. . . 9/98 KSZZ (590) changed from Hispanic-Romantica to simulcasting KCAL (AM). 9/98 KWRP-F sold for \$2,650,000 (Media Svcs). . . 9/98 KCKC sold by All-Pro to Jacor for \$2,300,000 (McCoy). . . 9/98 KATY-F (101.3; Idyllwild) LMA'd by KCXX-F. . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KCKC; KDIF

# ROANOKE-LYNCHBURG

Arbitron Rank: 105 Pop (12+): 383,500  
 MSA Rank: 187-Roan.; 196-Lynchbg.  
 MSA Pop: 439,000  
 DMA: 67  
 Average Persons Rating: 15.5  
 Market TSL in Hours: 20.75

Stations: 27 / 24  
 Diaries: 954 / 402:1 / 60.0%  
 Sample Target: 850  
 % Below Line: 2.5  
 % Not Listed: 19.6  
 Pop per Station: 15,979

Last Year's Revenue: \$17,700,000  
 Household Income: \$40,436  
 Total Retail Sales: \$5.6 Bil.  
 #1 Biller: WYYD-F \$3,900,000  
 #1 Billing Portfolio: Capstar \$10,350,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WYYD-F	65 / 11.0	11.0	12.2	12.4	11.8	799 / 20.8	22.3	19.9	82 / 1092	E	WYYD-F
2	WSLQ-F	59 / 9.9	8.6	7.2	8.3	7.1	634 / 16.5	16.7	15.4	116 / 1504	D	WSLQ-F
3	WROV-F	58 / 9.8	8.2	8.7	5.4	8.5	681 / 17.8	19.8	19.2	128 / 1603	D*	WROV-F
4	WXLK-FF	41 / 6.9	6.9	7.1	8.5	7.6	696 / 18.1	23.6	20.4	101 / 1728	D	WXLK-FF
5	WLDJ-FF	38 / 6.4	6.4	6.3	6.2	4.9	461 / 12.0			46 / 580	B	WLDJ-FF
6	WJJS-FF	35 / 5.9	7.6	8.4	8.5	11.3	614 / 16.0	19.0	18.5	38 / 724	C	WJJS-FF
7	WFIR	25 / 4.2	4.0	4.4	3.4	3.5	376 / 9.8	9.3	10.1	31 / 463	B	WFIR
8	WJLM-F	24 / 4.0	4.4	4.4	5.1	4.4	317 / 8.3	8.9	9.0	28 / 390	B	WJLM-F
9	WLQE-AF	22 / 3.7	6.8	3.3	2.9	2.8	311 / 8.1	7.6	6.3	23 / 324	A	WLQE-AF
10	WPVR-F	20 / 3.4	5.2	4.8	4.9	5.3	387 / 10.1	11.4	13.0	41 / 839	C	WPVR-F
11	WLLL	17 / 2.9	2.6	5.6	2.6	3.1	140 / 3.6	3.3	4.5	18 / 149	A	WLLL
12	WRVX-F	14 / 2.4	1.5	1.3	1.1	0.7	199 / 5.2	4.5	3.3	15 / 217	A	WRVX-F
13	WSLC	13 / 2.2	2.4	2.5	5.2	3.5	224 / 5.8	4.7	6.2	19 / 300	A	WSLC
14	WJMH-F	10 / 1.7	1.8	1.3	1.1	2.0	195 / 5.1	3.8	4.4	40 / 688		WJMH-F

12+ FM Share (Metro): 84.91% (405 of 477) (Fall 97: 80.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJJS-FF	1 WROV-F >	1 WROV-F	1 WSLQ-F <	1 WSLQ-F	1 WYYD-F	1 WYYD-F	1 WSLQ-F <	1 WYYD-F <	1 WSLQ-F <	1 WYYD-F
2 WXLK-FF >>	2 WJJS-FF <	2 WSLQ-F	2 WROV-F >	2 WROV-F	2 WSLQ-F <	2 WSLQ-F <	2 WYYD-F <	2 WROV-F	2 WYYD-F	2 WXLK-FF <
3 WROV-F >>	3 WXLK-FF	3 WYYD-F <	3 WYYD-F	3 WYYD-F	3 WLDJ-FF >	3 WROV-F >	3 WROV-F	3 WSLQ-F <	3 WROV-F	3 WSLQ-F
4 WSLQ-F	4 WXLK-FF	4 WXLK-FF <	4 WXLK-FF <	4 WLDJ-FF	4 WFIR <	4 WXLK-FF <	4 WFIR <	4 WXLK-FF <	4 WXLK-FF	3 WROV-F <
5 WYYD-F	5 WJJS-FF	5 WPVR-F	5 WPVR-F	5 WXLK-FF	5 WLQE-AF	5 WLDJ-FF	5 WLDJ-FF	5 WJJS-FF >	4 WJJS-FF >	5 WLDJ-FF
	6 WPVR-F <	6 WLDJ-FF	6 WPVR-F <	5 WROV-F	6 WJJS-FF <	6 WXLK-FF <	6 WLDJ-FF	6 WLDJ-FF	6 WLDJ-FF	6 WJJS-FF
	7 WLDJ-FF <	6 WJJS-FF	7 WJJS-FF	7 WJJS-FF	7 WLLL	7 WJLM-F	7 WLQE-AF <	7 WJLM-F <	7 WJMH-F	7 WLLL
	8 WJLM-F >	8 WJLM-F	8 WJLM-F	8 WJLM-F	8 WPVR-F	8 WJLM-F <	8 WLQE-AF	8 WLQE-AF	8 WLQE-AF	8 WSLC
					9 WFIR	9 WJJS-FF <		9 WFIR		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJJS-FF	1 WJJS-FF	1 WSLQ-F	1 WSLQ-F	1 WSLQ-F	1 WROV-F >>	1 WROV-F >>	1 WROV-F >>	1 WROV-F >>	1 WROV-F >	1 WSLQ-F
2 WYYD-F	2 WYYD-F	2 WJJS-FF	2 WYYD-F	2 WYYD-F >	2 WXLK-FF >>	2 WXLK-FF >>	2 WXLK-FF	2 WSLQ-F	2 WSLQ-F	2 WYYD-F >
2 WROV-F	2 WROV-F <	2 WYYD-F	3 WJJS-FF <	3 WLDJ-FF	3 WJJS-FF	3 WJJS-FF	2 WSLQ-F	3 WXLK-FF	3 WYYD-F	3 WJJS-FF >
2 WXLK-FF >	4 WSLQ-F	4 WROV-F >	4 WXLK-FF <	4 WJJS-FF	3 WJMH-F >	4 WSLQ-F >	4 WJJS-FF	4 WYYD-F	4 WLDJ-FF	
5 WJMH-F	5 WXLK-FF >	5 WXLK-FF	5 WROV-F	4 WROV-F		5 WJLM-F	5 WJLM-F	5 WJLM-F <	5 WJLM-F	
5 WJLM-F		6 WPVR-F >	6 WPVR-F	4 WPVR-F		5 WYYD-F	5 WPVR-F	6 WJJS-FF	5 WXLK-FF	
5 WSLQ-F			7 WLDJ-FF	4 WXLK-FF		5 WPVR-F		7 WLDJ-FF	7 WPVR-F	
			8 WLLL	8 WLLL				7 WPVR-F >	8 WJJS-FF	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WGMN-AA	SPRTS	1240	Roanok	0.8	3.3	5	127	WAKG-F	C	103.3	Danville, VA	0.3	1.9	57	731
WKDE-F	C	105.5	Altavista	1.0	1.7	6	91	WQOK-F	B	97.5	S. Boston, VA	0.5	1.6	12	339
WLNI-F	T	105.9	Lynchburg	1.0	3.5	7	150								
WTTX-F	REL	107.1	Appamattox	0.8	1.1	5	50								
WWWR	G	910	Roanoke	1.0	2.0	6	83								
WZZI-F	C/O	101.5	Vinton	0.5	2.4	3	111								

# ROANOKE-LYNCHBURG

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Fall 97	
<b>Capstar</b>			41.5 %	41.9 %	58.5 %	AC	0 (0)	73 (2)	73 (2)	15.3 %	10.2 %
WFIR-AM, WGMN-AM, WJJS-FM, WJXX-FM, WLDJ-FM, WPVR-FM, WRDJ-FM, WROV-FM, WVGJ-AM, WYYD-FM						AOR/Classic/NR	0 (0)	78 (2)	78 (2)	16.4 %	16.1 %
<b>Mel Wheeler</b>			23.0 %	25.0 %	33.3 %	Black/Urban	0 (0)	48 (4)	48 (4)	10.1 %	14.3 %
WJLJ-AM, WLYK-FM, WSLC-AM, WSLO-FM, WXLK-FM						CHR	0 (0)	41 (2)	41 (2)	8.6 %	8.4 %
			<b>64.6 %</b>	<b>66.9 %</b>	<b>91.8 %</b>	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Country	0 (0)	100 (5)	100 (5)	21.0 %	21.4 %
						Full Service	38 (2)	0 (0)	38 (2)	8.0 %	9.0 %
						Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						News/Talk	0 (0)	6 (1)	6 (1)	1.3 %	1.6 %
						Oldies	0 (0)	38 (2)	38 (2)	8.0 %	7.5 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	23 (2)	5 (1)	28 (3)	5.9 %	7.3 %
						Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Sports	5 (2)	0 (0)	5 (2)	1.0 %	0.0 %
						Standards/EZ	6 (1)	16 (1)	22 (2)	4.6 %	4.1 %
						<b>Totals</b>	<b>72 (7)</b>	<b>405 (20)</b>	<b>477 (27)</b>		

## AM Stations

Call	Freq	Power	Time	Format	Revenue	Owner	Station	City
WFIR	960	5 kw	(DA-N)	Full Service	CBS, Talknt \$19.00	Christal	Capstar	Roanoke
WLLI	930	5 kw	(Days)	Black Gospel	ABC, BNN \$ NA	Allied		Lynchburg
WLYA	590	5 kw/1 kw	(DA-2)	See WLQE-F				Lynchburg
WSLC	610	5 kw/1 kw	(DA-2)	Country/Full Svc	Westwd \$15.00	Katz	Mel Wheeler	

## FM Stations

Call	Freq	Power	Time	Format	Revenue	Owner	Station	City
WJJS	105.1	0.73 kw	@ 909	Black/CHR	\$35.00	Eastman	Capstar	Vinton
WJXX	101.7	3.4 kw	@ 289	See WJJS-F				Lynchburg
WJLM	93.5	5.8 kw	@ 98	Country	Westwd, ABC \$<20.00	---	Capstar	Salem
WLDJ	102.7	22 kw	@ 745	Oldies	\$<20.00	Eastman	Capstar	Appamattox
WLQE	106.9	0.29 kw	@ 1276	Standards	Westwd, CNN \$ NA	---		Bedford
WLYK	100.1	20 kw	@ 328	See WXLK-F				Lynchburg
WPVR	94.9	100 kw	@ 1980	Classic AOR	\$40.00	Banner	Capstar	
WRDJ	104.9	3.1 kw	@ 925	See WLDJ-F				Roanoke
WROV	95.3	14 kw	@ 2076	AOR	ABC \$47.00	Christal	Capstar	Martinsville
WRVX	97.9	0.57 kw	@ 1925	AC	ABC \$ NA	---		
WSLO	99.1	200 kw	@ 1990	AC	\$42.00	Katz	Mel Wheeler	
WXLK	92.3	93 kw	@ 2050	CHR	CNN \$54.00	Mc-Guild	Mel Wheeler	
WYYD	107.9	20.5 kw	@ 1768	Country	ABC \$84.00	Mc-Guild	Capstar	Amherst

Notes: WJMM-F -- See Greensboro-Winston Salem . . . \* WROV-F revenue level includes WROV (now WGMN) revenue . . . Historic cumes for WLDJ-F are not available . . . 9/98 WROV (1240) changed calls to WGMN ("The Game"); remains Sports; WJJS changed from Black Oldies to simulcasting Sports WGMN as WVGJ.

# ROCHESTER, NY

Arbitron Rank: 50 Pop (12+): 898,800	Stations: 25 / 20	Last Year's Revenue: \$34,500,000
MSA Rank: 51	Diaries: 2,401 / 374:1 / 54.1%	Household Income: \$48,538
MSA Pop: 1,090,000	Sample Target: 2,200	Total Retail Sales: \$10.1 Bil.
DMA: 73	% Below Line: 3.2	#1 Biller: WCMF-F \$5,850,000
Average Persons Rating: 15.0	% Not Listed: 17.1	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 44,940	CBS/Infinity \$15,540,000

12+ Metro	Format	Fall 98		Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1 WHAM	FS	177 / 13.1	10.8	10.0	10.8	11.9	11.2	2527 / 28.1	21.5	26.5	186 / 2728	G	WHAM	
2 WBEE-F	C	162 / 12.0	11.3	10.0	10.4	11.5	10.9	1774 / 19.7	20.3	20.5	167 / 1876	F	WBEE-F	
3 WRMM-F	SAC	99 / 7.3	7.4	7.5	7.2	7.6	7.4	1659 / 18.5	18.2	19.9	106 / 1767	F	WRMM-F	
4 WDKX-F	B	81 / 6.0	6.9	5.7	5.4	4.5	6.0	940 / 10.5	10.2	8.6	81 / 940	C	WDKX-F	
5 WCMF-F	AOR	77 / 5.7	5.3	5.5	5.8	6.5	5.6	1383 / 15.4	15.0	16.1	90 / 1536	G	WCMF-F	
6 WVOR-F	AC	70 / 5.2	5.1	7.1	5.8	4.5	5.8	1443 / 16.1	15.8	13.3	81 / 1596	C	WVOR-F	
7 WBBF-F	O	62 / 4.6	5.4	4.7	4.6	4.6	4.8	1314 / 14.6	15.5	14.9	67 / 1494	C	WBBF-F	
8 WPXY-F	CHR	61 / 4.5	5.2	7.3	7.0	6.6	6.0	1822 / 20.3	23.5	23.7	64 / 1900	F	WPXY-F	
9 WNVE-F	AOR-NR	52 / 3.9	3.8	5.0	5.4	6.5	4.5	1341 / 14.9	15.2	17.8	77 / 1727	C	WNVE-F	
10 WZNE-F	AC-NR	45 / 3.3	3.7	5.2	4.6	4.8	4.2	1199 / 13.3	17.0	16.0	45 / 1199	B	WZNE-F	
11 WMAX-F	CHR/B	37 / 2.7	2.1	1.6	0.7	0.6	1.8	895 / 10.0	6.0	2.7	37 / 942		WMAX-F	
12 WQRV-F	CL AOR	34 / 2.5	2.3	2.4	2.3	2.3	2.4	792 / 8.8	10.0	8.6	37 / 854	B	WQRV-F	
12 WEZO	ST	34 / 2.5	2.7	2.8	2.3	3.3	2.6	487 / 5.4	7.0	6.4	34 / 494	A	WEZO	
14 WHTK	SPRTS	20 / 1.5	1.7	1.0	1.5	1.2	1.4	469 / 5.2	4.1	5.2	20 / 479	A	WHTK	
15 WJZR-F	J	19 / 1.4	1.4	1.3	1.4	1.1	1.4	385 / 4.3	4.2	3.6	19 / 390	A	WJZR-F	
16 WYSY-F	CHR/B	18 / 1.3	1.3	1.6	1.7	2.8	1.5	354 / 3.9	4.3	9.1	21 / 371		WYSY-F	

12+ FM Share (Metro): 77.62% (867 of 1117) (Fall 97: 80.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMAX-F <	1 WBEE-F	1 WBEE-F >	1 WBEE-F >	1 WBEE-F	1 WHAM >	1 WHAM	1 WHAM <	1 WBEE-F <	1 WHAM	1 WHAM
2 WPXY-F	2 WVOR-F <	2 WCMF-F <	2 WHAM <	2 WHAM	2 WBEE-F >	2 WBEE-F >	2 WBEE-F >	2 WHAM >	2 WBEE-F <	2 WBEE-F >
2 WDKX-F	3 WCMF-F <	3 WHAM <	3 WCMF-F	3 WCMF-F <	3 WRMM-F	3 WCMF-F	3 WRMM-F	3 WRMM-F	3 WDKX-F	3 WDKX-F
4 WNVE-F >>	4 WDKX-F	4 WVOR-F <	4 WVOR-F <	4 WRMM-F <	4 WBBF-F >	4 WRMM-F	4 WVOR-F <	4 WVOR-F <	4 WRMM-F	4 WRMM-F >
5 WNVE-F <	5 WRMM-F <	5 WRMM-F	5 WVOR-F	5 WVOR-F	5 WCMF-F <	5 WNVE-F	5 WCMF-F <	5 WDKX-F	5 WNVE-F	5 WPXY-F
6 WRMM-F	6 WDKX-F	6 WDKX-F	6 WDKX-F	6 WEZO <	6 WEZO <	6 WPXY-F <	6 WBBF-F	6 WBBF-F <	5 WMAX-F <	6 WBBF-F <
7 WPXY-F	7 WPXY-F	7 WPXY-F <	7 WBBF-F	7 WBBF-F	7 WDKX-F <	7 WVOR-F <	7 WDKX-F <	7 WPXY-F <	7 WPXY-F >	7 WVOR-F
7 WZNE-F >	8 WNVE-F <	8 WZNE-F <	8 WPXY-F <	8 WVOR-F	8 WDKX-F <	8 WDKX-F <	8 WZNE-F <	8 WCMF-F	8 WCMF-F <	8 WCMF-F <
	9 WZNE-F	9 WBBF-F <	9 WZNE-F		9 WBBF-F	9 WPXY-F	9 WPXY-F	9 WZNE-F	9 WQRV-F	9 WNVE-F <
		10 WNVE-F						10 WNVE-F <	9 WBBF-F <	10 WMAX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDKX-F	1 WBEE-F	1 WBEE-F <	1 WBEE-F >	1 WBEE-F >	1 WNVE-F	1 WCMF-F >	1 WCMF-F >	1 WCMF-F	1 WHAM <	1 WHAM
2 WPXY-F	2 WVOR-F	2 WVOR-F >	2 WRMM-F	2 WRMM-F	2 WBEE-F	2 WNVE-F <	2 WBEE-F <	2 WHAM	2 WCMF-F	2 WBEE-F >
3 WBEE-F	3 WDKX-F	3 WZNE-F	3 WVOR-F <	3 WVOR-F	3 WCMF-F	3 WBEE-F	3 WNVE-F	3 WBEE-F	3 WBEE-F >	3 WRMM-F
3 WRMM-F	4 WPXY-F	3 WRMM-F	4 WDKX-F	4 WHAM <	3 WDKX-F	4 WOKX-F	4 WDKX-F	4 WNVE-F	4 WBBF-F <	4 WDKX-F >
5 WNVE-F	4 WRMM-F <	5 WPXY-F	5 WPXY-F	5 WDKX-F <	3 WMAX-F	5 WVOR-F	4 WVOR-F <	5 WVOR-F <	5 WNVE-F	
5 WZNE-F	6 WZNE-F >	5 WDKX-F >	6 WZNE-F	6 WPXY-F	6 WQRV-F	6 WHAM <	6 WHAM >	6 WDKX-F	5 WVOR-F <	
7 WVOR-F	7 WNVE-F	7 WCMF-F	7 WHAM	7 WZNE-F <	7 WRMM-F	7 WRMM-F	7 WRMM-F	7 WQRV-F	7 WDKX-F <	
			8 WBBF-F	8 WBBF-F	9 WVOR-F >	8 WMAX-F	8 WRMM-F	8 WRMM-F <	8 WRMM-F	
						8 WPXY-F	9 WBBF-F	9 WBBF-F	9 WQRV-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBTA	SAC	1490	Batavia	0.4	1.1	6	105	WMJQ-F	AC/CHR	102.5	Buffalo	0.5	2.1	13	325
WDCZ-F	REL	102.7	Webster	0.4	1.9	5	168	WNUC-F	C	107.7	Wethersfield	0.8	2.8	25	449
WWWG	REL	1460	Rochester	0.4	1.6	5	141	WWHT-F	CHR	107.9	Syracuse	0.7	2.0	16	329
WZXV-F	REL	99.7	Palmyra	0.7	2.3	10	226	WYLF	ST	850	Penn Yan	0.6	1.0	16	181
								WYRK-F	C	106.5	Buffalo	0.5	1.1	9	161

# ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM	20.8 %	24.4 %	45.0 %	AC	0 (0)	122 (3)	122 (3)	10.9 %	12.8 %
<b>Entercom</b> WBSF-FM, WBEE-FM, WEZO-AM, WQRV-FM	21.6 %	22.5 %	21.7 %	AOR/Classic/NR	0 (0)	163 (3)	163 (3)	14.6 %	21.8 %
<b>Jacor</b> WHAM-AM, WHTK-AM, WISY-FM, WMAX-FM, WNVE-FM, WVOR-FM, WYSY-FM	27.7 %	26.5 %	27.6 %	Black/Urban	0 (0)	81 (1)	81 (1)	7.3 %	5.7 %
	70.1 %	73.4 %	94.3 %	CHR	0 (0)	126 (4)	126 (4)	11.3 %	7.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Country	0 (0)	180 (3)	180 (3)	16.1 %	14.1 %
				Full Service	177 (1)	0 (0)	177 (1)	15.8 %	14.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	19 (1)	19 (1)	1.7 %	1.9 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %
				Oldies	0 (0)	62 (1)	62 (1)	5.6 %	5.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	15 (2)	20 (3)	1.8 %	1.5 %
				Soft AC	6 (1)	99 (1)	105 (2)	9.4 %	8.9 %
				Sports	20 (1)	0 (0)	20 (1)	1.8 %	0.0 %
				Standards/EZ	42 (2)	0 (0)	42 (2)	3.8 %	3.9 %
				<b>Totals</b>	<b>250 (6)</b>	<b>867 (19)</b>	<b>1117 (25)</b>		

## AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
WEZO	950	1 kw	Standards	CNN	\$25.00	Katz	Entercom
WHAM	1180	50 kw	Full Service	CBS, Talknt, ABC	\$79.00	Mc-Guild	Jacor
WHTK	1280	5 kw	Sports	CNN, ESPN	\$ NA	Eastman	Jacor

## FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
WBSF	92.9	37 kw @ 564	Oldies	Westwd	\$52.00	Katz	Entercom
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Entercom
WCMF	95.5	50 kw @ 450	AOR		\$109.00	Christal	CBS/Infinity
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WJZP	105.9	3 kw @ 180	Jazz	AP	\$<20.00	--	
WMAX	107.3	6 kw @ 302	Dance CHR		\$<20.00	Eastman	Jacor
WNVE	95.1	9.5 kw @ 594	New Rock		\$45.00	D&R	Jacor
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS/Infinity
WQRV	93.3	4 kw @ 350	Classic AOR	Westwd	\$<20.00	Katz	Entercom
WRMM	101.3	27 kw @ 540	Soft AC		\$82.00	Allied	CBS/Infinity
WVOR	100.5	50 kw @ 480	AC		\$46.00	Eastman	Jacor
WYSY	105.7	3.5 kw @ 255	CHR/B		\$28.00	Eastman	Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	--	CBS/Infinity

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WHAM; WHTK; WISY-F; WMAX-F; WNVE-F; WVOR-F; WYSY-F . . . 10/98 WCGR (1310, Canandaigua) changed from Standards to Religion, simulcasting WASB; WLKA (1550; Canandaigua) picked up the WCGR calls; it remains Standards . . . 11/93 WYSY-F changed from Soft AC to simulcast CHR/B WMAX-F; it will assume the WMAX-F format & calls; former simulcast partner WISY-F remains Soft AC

# ROCKFORD

**Arbitron Rank:** 148 **Pop (12+):** 251,700  
**MSA Rank:** 140  
**MSA Pop:** 357,000  
**DMA:** 136  
**Average Persons Rating:** 15.1  
**Market TSL in Hours:** 19.50

**Stations:** 23 / 9  
**Diaries:** 701 / 359:1 / 57.1%  
**Sample Target:** 680  
**% Below Line:** 23.7  
**% Not Listed:** 12.4  
**Pop per Station:** 27,967

**Last Year's Revenue:** \$10,900,000  
**Household Income:** \$45,970  
**Total Retail Sales:** \$2.8 Bil.  
**#1 Biller:** WXRX-F \$2,800,000  
**#1 Billing Portfolio:** Connoisseur \$4,860,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WZOK-F	CHR	49 / 12.9	11.3	13.0	14.5	13.6	850 / 33.8	33.4	31.1	78 / 1518	O	WZOK-F
2	WXRX-F	AOR	43 / 11.3	13.9	11.8	14.5	13.2	514 / 20.4	27.0	23.5	53 / 765	D	WXRX-F
3	WRWC-F	AC	36 / 9.5	10.5	9.2	9.2	12.7	482 / 19.1	20.5	20.6	44 / 698	C	WRWC-F
4	WXXQ-F	C	34 / 9.0	7.1	11.8	8.2	10.0	443 / 17.6	16.1	19.9	56 / 878	C	WXXQ-F
5	WKMQ-F	O	25 / 6.6	6.0	8.4	9.7	6.2	420 / 16.7	18.9	19.8	42 / 638	C	WKMQ-F
6	WNTA	ST/T	22 / 5.8	5.8	3.5	4.6	4.1	214 / 8.5	8.8	7.8	22 / 214	A	WNTA
7	WROK	FS	19 / 5.0	5.3	5.2	5.1	5.5	344 / 13.7	17.2	16.8	21 / 377	C	WROK
8	WGN	FS/T	18 / 4.7	5.3	2.9	3.6	3.6	297 / 11.8	12.0	7.2	53 / 627		WGN
9	WQFL-F	REL-CC	12 / 3.2	2.1	1.7	3.3	1.7	169 / 6.7	5.7	6.2	16 / 282		WQFL-F
10	WSJY-F	SAC	9 / 2.4	1.8	2.0	1.8	1.7	158 / 6.3	4.1	6.3	19 / 360		WSJY-F
10	WJJO-F	CL AOR	9 / 2.4	2.4	1.2	0.5	0.5	153 / 6.1	6.7	3.3	26 / 424		WJJO-F

12+ FM Share (Metro): 72.67% ( 242 of 333 ) ( Fall 97: 81.23% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZOK-F >>>	1 WXRX-F	1 WXRX-F <	1 WXRX-F	1 WXRX-F	1 WXRX-F <	1 WZOK-F <	1 WXRX-F	1 WZOK-F	1 WZOK-F >	1 WZOK-F <
	1 WZOK-F >	2 WZOK-F	2 WRWC-F <	2 WRWC-F <	2 WRWC-F <	2 WXRX-F >	2 WRWC-F <	2 WXRX-F	2 WRWC-F <	2 WXXQ-F >
	3 WRWC-F <	3 WRWC-F >	3 WZOK-F	3 WZOK-F	3 WNTA	3 WNTA <	3 WZOK-F >	3 WRWC-F	3 WXRX-F	3 WRWC-F
	4 WXXQ-F >	4 WXXQ-F >	4 WXXQ-F >	4 WXXQ-F	3 WXXQ-F <	4 WRWC-F	4 WXXQ-F	3 WXXQ-F	4 WXXQ-F	4 WNTA
	5 WJJO-F	5 WKMQ-F >	5 WKMQ-F >	5 WKMQ-F >	5 WZOK-F <	5 WXXQ-F <	5 WROK	5 WKMQ-F >	5 WKMQ-F >	4 WXRX-F
	6 WQFL-F	6 WQFL-F	6 WQFL-F	6 WQFL-F <	6 WKMQ-F	6 WKMQ-F <	5 WKMQ-F	6 WROK	6 WROK	6 WKMQ-F <
		7 WROK	7 WROK	7 WROK	7 WROK <	7 WGN	7 WNTA	7 WNTA	7 WKPO-F	7 WGN >
					8 WGN >>					

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WZOK-F >>	1 WZOK-F	1 WRWC-F	1 WZOK-F <	1 WRWC-F <	1 WXRX-F	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WROK
2 WRWC-F >>	2 WRWC-F	1 WXRX-F	2 WRWC-F >	2 WZOK-F >	2 WZOK-F >>	2 WZOK-F	2 WQFL-F	2 WZOK-F	2 WXXQ-F	2 WGN
3 WXXQ-F >>	3 WXRX-F	1 WXXQ-F	3 WXXQ-F	3 WXXQ-F	3 WJJO-F	3 WJJO-F	2 WRWC-F	3 WRWC-F	3 WRWC-F	3 WZOK-F
	3 WXXQ-F >>	1 WZOK-F >	4 WXRX-F >	4 WXRX-F >	3 WKMQ-F >>	4 WKMQ-F	2 WJJO-F	3 WXXQ-F	3 WZOK-F	4 WXRX-F
	5 WQFL-F	5 WQFL-F >	5 WKMQ-F >	5 WKMQ-F >			2 WXXQ-F	5 WKMQ-F >	5 WKMQ-F	
	5 WKPO-F >		6 WQFL-F	5 WQFL-F			2 WZOK-F >	6 WROK	6 WROK	
			6 WKPO-F					7 WQFL-F	7 WQFL-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format Performance	AM	FM	Total	%	Fall 97				
WTJK	SPRTS	1380	S. Beloit, WI	0.8	2.7	4	100	AC	0 (0)	36 (1)	36 (1)	10.8 %	12.4 %
								AOR/Classic/NR	0 (0)	56 (3)	56 (3)	16.8 %	21.7 %
								Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
								CHR	0 (0)	61 (4)	61 (4)	18.3 %	15.8 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	39 (2)	39 (2)	11.7 %	10.2 %
								Full Service	37 (2)	0 (0)	37 (2)	11.1 %	12.4 %
								Hispanic	0 (0)	4 (1)	4 (1)	1.2 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	41 (4)	0 (0)	41 (4)	12.3 %	13.0 %
								Oldies	0 (0)	25 (1)	25 (1)	7.5 %	7.1 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	12 (1)	12 (1)	3.6 %	2.5 %
								Soft AC	0 (0)	9 (1)	9 (1)	2.7 %	2.2 %
								Sports	6 (2)	0 (0)	6 (2)	1.8 %	0.0 %
								Standards/EZ	7 (1)	0 (0)	7 (1)	2.1 %	1.9 %
								<b>Totals</b>	<b>91 (9)</b>	<b>242 (14)</b>	<b>333 (23)</b>		

# ROCKFORD

Consolidation Report	12+	25-54	Revenue
<b>Connoisseur</b> WROK-AM, WYXO-FM, WZOK-FM	26.9 %	26.7 %	44.6 %
<b>Tuned In</b> WKMO-FM, WNTA-AM, WYRX-FM	23.7 %	25.8 %	42.2 %
	<b>50.6 %</b>	<b>52.5 %</b>	<b>86.8 %</b>

## AM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Market
WNTA	1330	1 kw/0.091 kw (DA-1)	Standards/Talk	ABC, UPI	\$<20.00	Katz	Airplay
WROK	1440	5 kw/0.27 kw (DA-D)	Full Service	ABC	\$26.00	Allied	Connoisseur

## FM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Market
WKMO	95.3	1.25 kw @ 512	Oldies		\$30.00	Katz	Tuned In Winnebago
WOFL	100.9	3 kw @ 300	Contemp. Christian	UPI	\$ NA	—	
WRWC	103.1	1.2 kw @ 525	AC	Westwd	\$24.00	Mc-Guild	WTJK Rockton
WYRX	104.9	4 kw @ 400	AOR		\$50.00	Katz	Tuned In Belvidere
WXXO	98.5	50 kw @ 400	Country		\$31.00	Allied	Connoisseur Freeport
WZOK	97.5	50 kw @ 430	CHR	Westwd	\$45.00	Allied	Connoisseur

Notes: Other ranked stations - See Chicago . . . 8/98 WBEL (1380; S. Beloit) changed from Talk to Sports as WTJK ("The Jock")

### FORMAT CODES

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AC-NR - Modern AC	KIDS - Children's
AOR - Album Oriented Rock	N - News
AOR-NR - New Rock	O - Oldies (50's & 60's)
AOR-P - Progressive AOR	REL - Religion, Christian
B - Black (audience 75%+ Black)	REL-CC - Contemporary Christian
B/AC - Black Adult Contemporary	SAC - Soft Adult Contemporary
B/G - Black Gospel	SP - Hispanic/Spanish
B/O - Black Oldies	SP-C - Hispanic Contemporary
BIZ - Business News & Talk	SP-NT - Hispanic News/Talk/Information
C - Country	SP-R - Hispanic-Regional
C/O - Classic Country	SP-TP - Hispanic-Tropical
CHR - Contemporary Hit Radio, Top 40	SP-VA - Hispanic Variety
CL - Classical	SP-TJ - Tejano
CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Lang.)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	VA - Variety
G - Gospel	? - Others or Unknown

### REVENUE LEVEL CODES

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



# SACRAMENTO

**Arbitron Rank:** 28 Pop (12+): 1,412,500  
**MSA Rank:** 34  
**MSA Pop:** 1,700,000  
**DMA:** 21 (w/Stockton, Modesto)  
**Average Persons Rating:** 15.8  
**Market TSL in Hours:** 20.75

**Stations:** 29 / 25  
**Diaries:** 2,717 / 520:1 / 49.3%  
**Sample Target:** 2,790  
**% Below Line:** 2.8  
**% Not Listed:** 14.1  
**Pop per Station:** 56,500

**Last Year's Revenue:** \$75,000,000  
**Household Income:** \$45,424  
**Total Retail Sales:** \$16.0 Bil.  
**#1 Biller:** KFBK \$10,800,000  
**#1 Billing Portfolio:** CBS/Infinity \$29,920,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KFBK	N/T	230 / 10.3	10.0	9.3	9.7	9.6	9.8	2973 / 21.0	18.4	20.5	286 / 3840	I	KFBK
2	KNCI-F	C	129 / 5.8	5.0	6.1	4.5	5.1	5.3	1654 / 11.7	10.7	10.8	143 / 2066	G	KNCI-F
3	KSFM-F	CHR/U	124 / 5.6	6.3	6.8	6.2	8.5	6.2	2615 / 18.5	19.7	19.0	183 / 3755	H	KSFM-F
4	KSEG-F	CL AOR	110 / 4.9	3.8	3.7	3.0	3.2	3.9	1766 / 12.5	11.4	10.6	141 / 2175	E	KSEG-F
5	KZZO-F	AC-NR	103 / 4.6	6.4	6.5	6.3	7.2	6.0	2330 / 16.5	19.9	21.3	134 / 2938	G	KZZO-F
6	KDND-F	CHR	98 / 4.4	3.8	4.1	3.3	4.2	3.9	2166 / 15.3	11.8	12.0	115 / 2570	F	KDND-F
7	KCTC	ST	95 / 4.3	3.5	2.4	4.1	3.8	3.6	1159 / 8.2	6.2	7.7	109 / 1395	B	KCTC
7	KYMX-F	SAC	95 / 4.3	4.1	4.5	3.8	3.5	4.2	1737 / 12.3	11.9	10.8	107 / 2091	F	KYMX-F
9	KGBY-F	AC	90 / 4.0	4.5	4.2	4.7	4.0	4.4	1683 / 11.9	11.6	12.1	95 / 1811	H	KGBY-F
10	KSSJ-F	J	89 / 4.0	3.7	3.8	2.4	2.7	3.5	1232 / 8.7	7.2	7.0	93 / 1344	C	KSSJ-F
11	KHYL-F	O	88 / 4.0	4.1	4.3	4.3	4.2	4.2	1764 / 12.5	13.2	12.5	103 / 2156	F	KHYL-F
11	KRXQ-F	AOR	88 / 4.0	5.1	4.1	4.5	4.1	4.4	1428 / 10.1	11.3	10.2	121 / 1893	E	KRXQ-F
13	KBMB-F	CHR/U	84 / 3.8	3.7	3.6	4.0	0.9	3.8	1371 / 9.7	8.3	2.2	89 / 1506		KBMB-F
14	KWOD-F	AOR-NR	75 / 3.4	4.3	4.5	3.3	4.2	3.9	1674 / 11.9	14.4	13.2	98 / 2243	E	KWOD-F
15	KSTE	T	74 / 3.3	3.2	2.2	3.5	2.3	3.1	1208 / 8.6	7.5	7.4	89 / 1662	C	KSTE
16	KHTK	SPRTS	72 / 3.2	3.6	2.4	4.2	3.0	3.4	987 / 7.0	5.6	7.5	96 / 1341	C	KHTK
17	KQBR-F	B/O	55 / 2.5	1.1	1.5	1.4	1.0	1.6	783 / 5.5	3.4	2.6	56 / 837		KQBR-F
18	KRAK-F	C/O	54 / 2.4	2.6	2.7	3.0	3.1	2.7	1004 / 7.1	6.8	9.0	64 / 1209	D	KRAK-F
19	KRCX-AF	SP-R	24 / 1.1	0.9	0.9	0.9	0.9	0.9	293 / 2.1	1.7	1.4	33 / 425	A	KRCX-AF

12+ FM Share (Metro): 70.03% (1339 of 1912) (Fall 97: 71.54%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSFM-F	1 KSFM-F	1 KSEG-F <	1 KSEG-F <	1 KNCI-F	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KSFM-F	1 KFBK
2 KDND-F >	2 KZZO-F <	2 KNCI-F <	2 KNCI-F <	1 KFBK <	2 KCTC	2 KNCI-F	2 KNCI-F <	2 KNCI-F <	2 KDND-F	2 KSFM-F
3 KBMB-F >	3 KWOD-F <	3 KZZO-F	3 KFBK <	3 KSEG-F	3 KNCI-F <	3 KSFM-F	3 KSEG-F	3 KDND-F <	3 KBMB-F	3 KCTC <
4 KWOD-F	4 KRXQ-F <	4 KFBK <	4 KZZO-F	4 KZZO-F	4 KSSJ-F <	4 KSEG-F	4 KZZO-F <	4 KSFM-F <	3 KRXQ-F <	4 KNCI-F <
5 KZZO-F	5 KDND-F	5 KSFM-F <	5 KGBY-F	5 KGBY-F <	5 KHYL-F	5 KGBY-F <	5 KSSJ-F <	5 KZZO-F	5 KSTE	5 KDND-F <
	5 KBMB-F <	6 KGBY-F <	6 KSSJ-F <	6 KSSJ-F <	6 KSEG-F <	6 KRXQ-F <	6 KCTC	6 KSEG-F <	6 KNCI-F <	6 KZZO-F
	7 KNCI-F	7 KRXQ-F	7 KRXQ-F <	7 KHYL-F	7 KYMX-F	7 KZZO-F <	6 KYMX-F <	7 KYMX-F	7 KSEG-F <	7 KBMB-F
	8 KSEG-F	8 KDND-F <	8 KHTK <	8 KYMX-F <	8 KGBY-F <	8 KHYL-F	8 KGBY-F <	8 KGBY-F <	8 KFBK	7 KSEG-F
	9 KHTK <		9 KHYL-F <	9 XHTK	9 KSTE	8 KWOD-F <	9 KSTE <	9 KCTC		7 KYMX-F <
	10 KGBY-F		10 KYMX-F <	9 KRXQ-F		10 KYMX-F <		9 KHYL-F <		10 KHYL-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSFM-F	1 KSFM-F	1 KZZO-F	1 KGBY-F <	1 KNCI-F <	1 KRXQ-F	1 KRXQ-F >	1 KRXQ-F	1 KSEG-F <	1 KFBK <	1 KFBK
2 KDND-F	2 KZZO-F <	2 KWOD-F	2 KSFM-F <	2 KGBY-F <	2 KBMB-F	2 KBMB-F	2 KHTK	2 KRXQ-F <	2 KSEG-F	2 KSFM-F
3 KWOD-F	3 KWOD-F	3 KNCI-F	3 KZZO-F <	3 KZZO-F <	3 KSFM-F	3 KHTK <	2 KNCI-F	3 KHTK <	3 KHTK <	3 KSSJ-F
4 KBMB-F	4 KDND-F	3 KSFM-F	4 KNCI-F	4 KSSJ-F <	4 KWOD-F	4 KNCI-F <	4 KSEG-F	4 KFBK	4 KNCI-F	4 KDND-F <
5 KGBY-F	5 KNCI-F <	5 KSEG-F	5 KYMX-F <	5 KYMX-F	5 KDND-F	5 KSEG-F <	5 KZZO-F <	5 KNCI-F	5 KRXQ-F	
5 KYMX-F	6 KBMB-F <	6 KDND-F <	6 KDND-F <	6 KHYL-F	6 KSEG-F	6 KSFM-F <	6 KBMB-F	6 KZZO-F	6 KZZO-F	
7 KZZO-F >	7 KGBY-F	7 KGBY-F	7 KWOD-F <	6 KFBK <	6 KHTK	7 KZZO-F <	7 KDND-F	7 KBMB-F	7 KHYL-F	
	8 KSEG-F <	8 KSTE	8 KSSJ-F <	8 KSEG-F <	8 KNCI-F	8 KDND-F	8 KWOD-F <	8 KSFM-F	8 KSSJ-F <	
	9 KYMX-F		9 KSEG-F	9 KSFM-F <		8 KWOD-F >		8 KDND-F <	9 KGBY-F	
									9 KQBR-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFIA	REL	710	Carmichael	0.5	2.2	15	401	KGO	T	810	San Francisco	1.0	2.5	69	1179
KNCO	N/T	830	Grass Valley	0.8	1.5	18	248	KNBR	SPRTS	680	San Francisco	0.7	3.2	52	1165
KOME	O	1470	Sacramento	0.7	2.5	17	376	KSFO	T	560	San Francisco	0.7	1.5	42	583
KRRE-F	SP-C	101.9	Shingle Springs	0.7	1.5	22	349	KSTN-F	SP	107.3	Stockton	0.4	1.1	31	446
KZSA-F	SP-C	92.1	Placerville	0.4	1.2	10	178								

# SACRAMENTO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
CBS/Infinity YHTK-AM, KNCI-FM, KOME-AM, KRAK-FM, KSFM-FM, KYMX-FM, KZZO-FM	26.6 %	28.9 %	39.9 %	AC	0 (0)	193 (2)	193 (2)	10.1 %	13.3 %
Chancellor KFBY-AM, KGBY-FM, KHYL-FM, KSTE-AM	21.6 %	21.5 %	32.7 %	AOR/Classic/NR	0 (0)	273 (3)	273 (3)	14.3 %	14.3 %
Entercom KCTC-AM, KDND-FM, KRXO-FM, KSEG-FM, KSSJ-FM	21.6 %	20.8 %	20.9 %	Black/Urban	0 (0)	55 (1)	55 (1)	2.9 %	1.1 %
EXCL KMYC-AM, KRCC-FM, KRRE-FM	1.7 %	2.1 %	1.9 %	CHR	0 (0)	306 (3)	306 (3)	16.0 %	11.1 %
Z-Spanish KQBR-FM, KSQR-AM, YZSA-FM	2.9 %	3.7 %	0.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	74.5 %	77.0 %	96.3 %	Country	0 (0)	183 (2)	183 (2)	9.6 %	10.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	2 (1)	57 (4)	59 (5)	3.1 %	3.6 %
				Jazz	0 (0)	89 (1)	89 (1)	4.7 %	3.2 %
				News/Talk	360 (5)	0 (0)	360 (5)	18.8 %	16.5 %
				Oldies	16 (1)	88 (1)	104 (2)	5.4 %	11.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	12 (1)	0 (0)	12 (1)	0.6 %	0.7 %
				Soft AC	0 (0)	95 (1)	95 (1)	5.0 %	4.6 %
				Sports	88 (2)	0 (0)	88 (2)	4.6 %	5.0 %
				Standards/EZ	95 (1)	0 (0)	95 (1)	5.0 %	4.5 %
				Totals	573 (11)	1339 (18)	1912 (29)		

## AM Stations

Station	Power	Class	Format	Comments	AM	FM	Total	%	Fall 97
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	D&R	Entercom		
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor		
KHTK	1140	50 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$30.00	Katz	CBS/Infinity		
KPCZ	1110	5 kw/0.5 kw (DA-2)	See KRCX-F						Roseville
KSTE	650	21.4 kw/0.92 kw (DA-2)	Talk	ABC, Westwd	\$40.00	Christal	Chancellor		Rancho Cordova

## FM Stations

Station	Power	Class	Format	Comments	AM	FM	Total	%	Fall 97
KBMB	103.5	3 kw @ 295	CHR/Urban	ABC	\$ NA	Allied			
KDND	107.9	50 kw @ 404	CHR		\$100.00	D&R	Entercom		
KGBY	92.5	50 kw @ 450	AC	AMFM	\$145.00	Sentry	Chancellor		
KHFI	101.1	35.3 kw @ 577	Oldies	AMFM	\$105.00	Sentry	Chancellor		Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	CBS/Infinity		
KQBR	104.3	2.95 kw @ 463	Black Oldies	CBS, Westwd	\$ NA	—	Z-Spanish		Davis
KRAK	93.7	25 kw @ 328	Country		\$92.00	Katz	CBS/Infinity		
KRCX	99.9	1.75 kw @ 2182	Hispanic-Regional		\$ NA	Caballero	EXCL		Marysville
KRCC	99.5	50 kw @ 500	AOR		\$85.00	D&R	Entercom		Roseville
KRFD	99.9	50 kw @ 500	Classic AOR		\$99.00	D&R	Entercom		
KRFX	102.5	50 kw @ 500	CHR/Urban	ABC	\$147.00	Eastman	CBS/Infinity		Woodland
KRQZ	94.7	25 kw @ 325	Jazz		\$45.00	D&R	Entercom		Fair Oaks
KRST	105.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R			
KRUC	99.1	50 kw @ 475	Soft AC		\$76.00	Eastman	CBS/Infinity		
KZZO	102.5	115 kw @ 328	Modern AC		\$20.00	Eastman	CBS/Infinity		

Notes: 10/98 KQBR-F changed from Black AC to Dance CHR (CHR/U) as "The Hot New Z" . . . 10/98 KQBR-F changed from Dance CHR to Black Oldies . . . 1/99 KRAK-F changed from Classic Country to Classic Hits, KOME (1470) changed from Oldies to Classic Country

# SAGINAW-BAY CITY-MIDLAND

<b>Ariblron Rank:</b> 124 Pop (12+): 330,400	<b>Stations:</b> 25 / 17	<b>Last Year's Revenue:</b> \$16,000,000
<b>MSA Rank:</b> 127	<b>Diarics:</b> 925 / 3571 / 49.5%	<b>Household Income:</b> \$41,456
<b>MSA Pop:</b> 404,000	<b>Sample Target:</b> 950	<b>Total Retail Sales:</b> \$4.3 Bil
<b>DMA:</b> 60 (w/Flint)	<b>% Below Line:</b> 6.0	<b>#1 Biller:</b> WKCO-F \$3,200,000
<b>Average Persons Rating:</b> 16.2	<b>% Not Listed:</b> 11.0	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 21.50	<b>Pop per Station:</b> 19,435	Citadel \$7,300,000

12+ Metro	Format	Fall 98		Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WKCO-F	C	68 / 12.7	111	88	9.4	11.7	10.8	866 / 25.0	21.9	24.8	123 / 1951	I	WKCO-F
2	WJLN-F	O	50 / 9.3	92	88	7.4	8.3	8.7	697 / 21.1	21.1	20.9	141 / 2120	D	WJLN-F
3	WISW	FS/I	47 / 8.8	87	88	8.7	7.4	8.6	618 / 18.7	17.7	16.0	61 / 851	C	WISW
4	WKQZ-F	AOR	44 / 8.2	90	10.4	8.3	8.3	9.0	648 / 19.6	20.4	18.4	82 / 1309	C	WKQZ-F
5	WIOG-F	AC/CHR	41 / 7.7	79	9.0	7.5	6.4	8.0	714 / 21.6	23.7	19.2	117 / 2014	D	WIOG-F
6	WICI-F	CHR	38 / 7.1	80	8.1	8.5	7.7	7.9	728 / 22.0	22.7	21.3	43 / 873	C	WICI-F
7	WGER-F	SAC	33 / 6.2	50	5.7	5.8	5.5	5.7	484 / 14.6	13.0	12.7	36 / 545	C	WGER-F
8	WILZ-F	B	26 / 4.9	50	4.8	5.3	6.0	5.0	363 / 10.7	10.1	11.3	35 / 558	B	WILZ-F
9	WCEN-F	C	25 / 4.7	42	4.8	4.7	4.3	4.6	362 / 10.7	9.4	10.3	60 / 952	C	WCEN-F
10	WSAM	ST	23 / 4.3	38	2.6	4.1	3.8	3.7	328 / 10.0	7.8	9.4	29 / 483	A	WSAM
11	WXC-F	CI AOR	19 / 3.6	17	1.3	0.8	1.0	1.8	356 / 10.8	6.4	5.5	23 / 468	A	WXC-F
12	WJLA-F	O	13 / 2.4	3.1	3.8	3.6	3.0	3.2	269 / 8.2	10.3	8.6	26 / 544	B	WJLA-F

12+ FM Share (Metro) 80.67% (384 of 476) (Fall 97 81.09%)

Feats	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WICI-F >>>	1 WKQZ-F	1 WKCO-F <	1 WKCO-F	1 WJLN-F <	1 WKQZ-F <	1 WKCO-F <	1 WKCO-F	1 WKCO-F	1 WICI-F <	1 WKCO-F
2 WKQZ-F	2 WKCO-F <	2 WKQZ-F <	2 WJLN-F <	2 WKCO-F	2 WISW <	2 WISW <	2 WISW <	2 WJLN-F	2 WKCO-F <	2 WJLN-F <
3 WIOG-F	3 WICI-F <	3 WJLN-F	3 WKQZ-F	3 WKQZ-F	3 WJLN-F >	3 WJLN-F	3 WJLN-F <	3 WKQZ-F <	3 WKQZ-F	3 WICI-F
4 WILZ-F >	4 WIOG-F >	4 WIOG-F	4 WIOG-F	4 WIOG-F <	4 WGER-F	4 WKQZ-F <	4 WIOG-F	4 WICI-F <	4 WILZ-F <	4 WKQZ-F
5 WILZ-F	5 WICI-F	5 WGER-F	5 WGER-F >	5 WSAM	5 WGER-F <	5 WKQZ-F <	5 WIOG-F	5 WJLN-F	5 WJLN-F	4 WILZ-F
6 WJLN-F	6 WGER-F	6 WICI-F >	6 WISW <	6 WIOG-F	6 WIOG-F <	6 WGER-F >	6 WISW	6 WISW	6 WIOG-F	6 WIOG-F <
6 WCEN-F	7 WILZ-F	7 WCI-F	7 WCEN-F	7 WCEN-F	7 WKQZ-F <	7 WICI-F >	7 WGER-F <	7 WGER-F	7 WGER-F	7 WCI-F <
		6 WXC-F		8 WCEN-F			8 WSAM <	8 WILZ-F <	8 WISW	8 WISW
								8 WCEN-F <		8 WSAM

Wom 18-24	Wom 18-34	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+ Ovrnlt
1 WICI-F	1 WKQZ-F <	1 WKCO-F	1 WKCO-F	1 WJLN-F	1 WKQZ-F >	1 WKQZ-F >>	1 WKQZ-F >	1 WKQZ-F >	1 WKQZ-F >	1 WIOG-F >
2 WILZ-F >	2 WIOG-F	2 WIOG-F >	2 WJLN-F	1 WKCO-F >	2 WICI-F >	2 WICI-F	2 WIOG-F	2 WKCO-F <	2 WJLN-F	2 WJLN-F
3 WIOG-F	3 WICI-F <	3 WICI-F <	3 WIOG-F	3 WGER-F	3 WILZ-F	3 WIOG-F	3 WJLN-F	3 WJLN-F	3 WKCO-F <	3 WISW
4 WKQZ-F >>	4 WILZ-F	4 WGER-F <	4 WGER-F <	3 WIOG-F >	3 WKCO-F	3 WKCO-F <	3 WKCO-F	4 WIOG-F	4 WISW	4 WKCO-F
5 WGER-F	5 WICI-F	5 WICI-F >	5 WICI-F	3 WJLN-F >	5 WCEN-F	5 WICI-F	5 WICI-F	5 WXC-F	5 WXC-F	5 WXC-F
6 WJLN-F	6 WKQZ-F	6 WKQZ-F	6 WCEN-F	6 WCEN-F	5 WILZ-F	5 WCEN-F	5 WICI-F	6 WICI-F	5 WIOG-F <	5 WIOG-F <
6 WKQZ-F	6 WCEN-F	7 WILZ-F	7 WILZ-F	7 WISW	5 WJLN-F	5 WXC-F >	6 WISW	7 WGER-F	7 WGER-F	8 WCEN-F

Other Rated Stations				Metro Cume Share Rating				TSA AQH Cume				Other Rated Stations--Outside Market				Metro Cume Share Rating				TSA AQH Cume			
WPHX	ST	1250	Frankenmuth	1.1	4.2	8	208	WCRZ-F	AC	107.9	Flint	0.6	2.0	58	992	WFBH-F	C	95.1	Flint	0.6	2.0	45	774
WMAZ	SPRIG	1440	Bay City	0.7	3.6	6	167	WFDI	T	91.0	Flint	0.4	1.8	14	368	WJR	FS/I	76.0	Detroit	1.1	4.5	59	961
WMPX-AL	ST	1490	Midland	1.3	3.4	18	247	WOWE-F	B	98.9	Vassar	0.9	2.9	27	417	WUPS-F	AC	98.5	Houghton Lake	0.6	2.0	12	338
								WWBN-F	AOR	101.5	Tuscola	1.3	4.1	34	619	WWCK-F	CHR	105.5	Flint	0.6	3.4	78	1273

# SAGINAW-BAY CITY-MIDLAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Citadel</b> WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM	33.3 %	35.7 %	45.6 %	AC	0 (0)	47 (3)	47 (3)	9.9 %	8.3 %
<b>Liggett</b> WHNN-FM, WTCF-FM	9.3 %	12.5 %	24.4 %	AOR/Classic/NR	0 (0)	70 (3)	70 (3)	14.7 %	12.2 %
	42.6 %	48.2 %	70.0 %	Black/Urban	0 (0)	31 (2)	31 (2)	6.5 %	9.6 %
				CHR	0 (0)	41 (2)	41 (2)	8.6 %	10.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	96 (3)	96 (3)	20.2 %	21.1 %
				Full Service	53 (2)	0 (0)	53 (2)	11.1 %	10.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
				Oldies	0 (0)	63 (3)	63 (3)	13.2 %	13.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	33 (1)	33 (1)	6.9 %	6.3 %
				Sports	4 (1)	0 (0)	4 (1)	0.8 %	2.2 %
				Standards/EZ	33 (3)	3 (1)	36 (4)	7.6 %	6.7 %
				<b>Totals</b>	<b>92 (7)</b>	<b>384 (18)</b>	<b>476 (25)</b>		

## AM Stations

WSAM	1400	1 kw	Standards	ABC, CNN, Westwd	\$<20.00	—	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Katz	Citadel

## FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal	Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	Citadel
WHNN	95.1	100 kw @ 1020	Oldies	Westwd, ABC	\$60.00	Eastman	Liggett
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Katz	Citadel
WIXC	97.3	3 kw @ 328	Classic AOR		\$<20.00	—	Midwest Family
WKQZ	98.1	50 kw @ 493	Country	ABC	\$66.00	—	MacDonald
WMJA	104.5	2.9 kw @ 554	AOR	Westwd, ABC	\$40.00	Katz	Citadel
WMJK	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Katz	Citadel
WMJK	100.9	2.6 kw @ 500	See WMJA-F				Pinconning
WTCF	100.5	3 kw @ 328	CHR		\$21.00	Roslin	Liggett
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Connoisseur

Notes: 9/98 WIXC-F changed from Country to Classic AOR as "Eagle 97.3" ... 9/98 WTLZ-F sold by Steve Taylor to Connoisseur for \$1,800,000 ... 10/98 62nd Street sold these stations to Citadel for \$35,000,000 total: WGER-F; WIOG-F; WKQZ-F; WMJA-F; WMJK-F; WSGW (Foreman)

# SAINT LOUIS

**Arbitron Rank:** 19 Pop (12+): 2,112,400  
**MSA Rank:** 17  
**MSA Pop:** 2,570,000  
**DMA:** 20  
**Average Persons Rating:** 16.0  
**Market TSL In Hours:** 21.25

**Stations:** 26 / 26  
**Diaries:** 3,526 / 599:1 / 54.9%  
**Sample Target:** 3,340  
**% Below Line:** 0.0  
**% Not Listed:** 10.3  
**Pop per Station:** 81,246

**Last Year's Revenue:** \$107,900,000  
**Household Income:** \$48,212  
**Total Retail Sales:** \$24.5 Bil.  
**#1 Biller:** KMOX \$24,400,000  
**#1 Billing Portfolio:** CBS/Infinity \$54,500,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KMOX	FS/T	372 / 11.0	14.1	13.9	10.7	11.2	12.4	5598 / 26.5	30.8	25.8	409 / 6270	K	KMOX
2	WIL-F	C	231 / 6.8	6.9	8.6	7.3	8.5	7.4	3544 / 16.8	18.4	18.4	262 / 4161	H	WIL-F
3	KMJM-F	B	227 / 6.7	5.0	6.6	6.1	6.8	6.4	2689 / 12.7	11.9	11.6	227 / 2705	H	KMJM-F
4	KEZK-F	SAC	220 / 6.5	7.1	7.0	6.8	5.5	6.9	3379 / 16.0	17.2	15.2	232 / 3710	H	KEZK-F
5	KYKY-F	AC	168 / 5.0	4.9	4.9	4.7	4.8	4.9	2993 / 14.2	14.3	14.6	173 / 3255	I	KYKY-F
6	KLOU-F	O	161 / 4.8	4.5	3.9	3.9	3.7	4.3	3059 / 14.5	13.4	14.4	181 / 3423	F	KLOU-F
7	KSLZ-F	CHR	146 / 4.3	4.4	3.9	4.6	1.8	4.3	3262 / 15.4	14.2	6.1	188 / 3966		KSLZ-F
8	KTRS	T	135 / 4.0	3.4	3.0	3.3	3.4	3.4	2419 / 11.5	9.1	9.4	146 / 2599	D*	KTRS
9	WKXX-F	C	130 / 3.8	4.3	4.7	4.2	5.0	4.3	2333 / 11.0	12.6	13.0	148 / 2750	F	WKXX-F
10	KATZ-F	B/AC	125 / 3.7	2.7	2.2	3.0	1.8	2.9	1473 / 7.0	6.3	5.8	126 / 1483	B	KATZ-F
11	KXOK-F	CL AOR	124 / 3.7	2.4	1.9	2.1	2.3	2.5	1918 / 9.1	6.7	6.5	147 / 2182	D	KXOK-F
12	KSHE-F	AOR	123 / 3.6	4.7	4.7	5.0	4.6	4.5	2438 / 11.5	13.3	13.4	147 / 2870	H	KSHE-F
13	KPNT-F	AOR-NR	110 / 3.3	3.3	3.8	4.9	4.6	3.8	2430 / 11.5	12.3	13.8	132 / 2915	F	KPNT-F
14	KFUO-F	CL	109 / 3.2	2.4	2.8	2.8	3.1	2.8	1741 / 8.2	7.8	8.4	111 / 1815	C	KFUO-F
15	WVRV-F	AOR-P	107 / 3.2	2.7	2.4	3.2	3.0	2.9	2309 / 10.9	10.8	11.5	110 / 2400	F	WVRV-F
16	WXTM-F	AOR-NR	99 / 2.9	2.8	2.0	2.9	3.7	2.7	1938 / 9.2	12.1	16.7	102 / 2048	E	WXTM-F
17	KSD-F	CL AOR	90 / 2.7	2.8	2.4	2.5	3.0	2.6	2150 / 10.2	10.7	11.7	94 / 2266	G	KSD-F
18	KIHT-F	CL HITS	89 / 2.6	3.0	3.1	3.1	3.1	3.0	2192 / 10.4	10.5	11.3	101 / 2488	E	KIHT-F
19	KATZ	B/G	77 / 2.3	2.1	2.4	1.9	2.1	2.2	908 / 4.3	4.8	4.5	77 / 908	A	KATZ
20	WRTH	ST	68 / 2.0	2.5	2.6	2.4	2.1	2.4	1096 / 5.2	5.7	5.1	69 / 1119	A	WRTH

12+ FM Share (Metro): 74.53% (2259 of 3031) (Fall 97: 73.88%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJM-F <	1 KMJM-F	1 KMJM-F <	1 WIL-F <	1 WIL-F <	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX <	1 KMJM-F <	1 KMOX >
2 KSLZ-F >>	2 KYKY-F	2 KYKY-F <	2 KYKY-F	2 KEZK-F	2 WIL-F <	2 WIL-F	2 KEZK-F	2 KMJM-F <	2 KMOX	2 KMJM-F
3 KPNT-F >	3 KXOK-F <	3 WIL-F	3 KEZK-F <	2 KMOX <	3 KEZK-F	3 KMJM-F <	3 WIL-F	3 WIL-F	3 KSLZ-F >	3 WIL-F <
	4 WXTM-F <	4 KEZK-F	4 KMJM-F <	4 KYKY-F	4 KLOU-F	4 KEZK-F <	4 KYKY-F	4 KEZK-F <	4 KEZK-F	4 KEZK-F
	5 KPNT-F	5 KXOK-F <	5 KMOX <	5 KLOU-F <	5 KTRS	5 KYKY-F	5 KLOU-F	5 KTRS <	5 KATZ-F	5 KSLZ-F
	6 KSLZ-F	6 KSHE-F <	6 KSHE-F	6 KMJM-F <	6 KFUE-F	5 WKXX-F	6 KMJM-F	6 KYKY-F <	5 WIL-F <	6 KLOU-F <
	6 WKXX-F <	7 KMOX <	6 KXOK-F <	7 KSHE-F <	7 KATZ-F	7 KSHE-F	7 WVRV-F <	7 KLOU-F	7 KPNT-F	7 KATZ-F
	8 WIL-F <	8 WKXX-F <	8 WVRV-F <	8 KATZ-F	7 KSHE-F <	7 KLOU-F	8 KXOK-F <	7 KSLZ-F	8 KLOU-F	8 KXOK-F <
	9 KEZK-F	9 KATZ-F	9 KATZ-F <	8 KXOK-F	9 KYKY-F	7 KTRS <	9 KFUE-F	9 WKXX-F <	9 KYKY-F <	9 WKXX-F
		9 WVRV-F	10 KSD-F <	10 WVRV-F <		10 WXTM-F	9 KSHE-F <	10 KPNT-F <	10 KXOK-F <	9 KATZ <

Wom 18-24	Wom 18-34	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+ Ovrnite
1 KSLZ-F	1 KYKY-F	1 KYKY-F >	1 KYKY-F	1 KYKY-F <	1 KMJM-F <	1 WXTM-F <	1 KXOK-F	1 KSHE-F	1 KMOX	1 KMOX >>
2 KMJM-F >	2 KMJM-F	2 KMJM-F <	2 KEZK-F	2 KEZK-F	2 WXTM-F	2 KXOK-F <	2 WXTM-F	2 KXOK-F <	2 KSHE-F	2 KMJM-F >
3 KYKY-F	3 KSLZ-F <	3 WIL-F	3 WIL-F <	3 WIL-F >	3 KPNT-F	3 KMJM-F	3 KMJM-F	3 KMJM-F <	3 KXOK-F	3 WIL-F
3 KPNT-F <	4 KEZK-F <	4 KEZK-F <	4 KMJM-F	4 KLOU-F <	4 KXOK-F	4 KPNT-F	4 WIL-F	4 KMOX <	4 WIL-F	4 KTRS
5 WKXX-F <	5 WKXX-F <	5 WVRV-F	5 WVRV-F <	5 KATZ-F <	5 KSLZ-F	5 KSHE-F	4 KPNT-F	5 WXTM-F	5 KMJM-F <	
6 KEZK-F >	6 WIL-F <	6 WKXX-F	6 WKXX-F <	6 WVRV-F <	5 KSHE-F	6 WKXX-F	6 KSHE-F	6 WIL-F	6 KLOU-F	
7 WVRV-F	7 WVRV-F <	7 KATZ-F <	7 KSLZ-F <	7 KMJM-F <	7 WKXX-F	6 WIL-F	6 KMOX	7 KSD-F	6 KSD-F	
	8 KPNT-F	8 KXOK-F	8 KATZ-F	8 KATZ-F	8 WKXX-F	8 KATZ-F >	8 KMOX	8 WVRV-F <	8 KATZ-F	
	9 KATZ-F	9 KPNT-F	9 KLOU-F <	9 KMOX				9 KIHT-F <	8 KIHT-F	
			10 KPNT-F					10 KATZ-F	8 WXTM-F <	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KFNS	SPRTS	590	Wood River, IL	1.4 5.1 47 1127
KWRE	C/O	730	Warrenton	0.3 0.8 14 189
WBGZ	T	1570	Alton, IL	0.3 0.6 11 122
WESL	B/AC	1490	E. St. Louis	0.4 1.2 12 261
WEW	ST	770	St. Louis	0.8 1.8 31 431
WGNU	T	920	Granite City, IL	0.4 0.9 12 195

# SAINT LOUIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>CBS/Infinity</b> KEZK-FM, KMOX-AM, KYKY-FM	22.5 %	20.9 %	40.8 %	AC	0 (0)	168 (1)	168 (1)	5.5 %	9.6 %
<b>Emmis</b> KSHE-FM, WKKK-FM, WXTM-FM	10.3 %	12.2 %	15.3 %	AOR/Classic/NR	0 (0)	653 (6)	653 (6)	21.5 %	17.2 %
<b>Jacor</b> KATZ-AM, KATZ-FM, KLOU-FM, KMJM-FM, KSD-FM, KSLZ-FM	24.5 %	24.3 %	17.5 %	Black/Urban	12 (1)	352 (2)	364 (3)	12.0 %	12.4 %
<b>Sinclair Broadcast Group</b> KHHT-FM, KPNT-FM, KXOK-FM, WIL-FM, WRTH-AM, WVRV-FM	18.4 %	19.6 %	23.2 %	CHR	0 (0)	146 (1)	146 (1)	4.8 %	2.1 %
	75.7 %	77.0 %	96.8 %	Classical	0 (0)	109 (1)	109 (1)	3.6 %	3.5 %
				Country	11 (1)	361 (2)	372 (3)	12.3 %	15.2 %
				Full Service	372 (1)	0 (0)	372 (1)	12.3 %	12.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
				News/Talk	158 (3)	0 (0)	158 (3)	5.2 %	5.3 %
				Oldies	0 (0)	250 (2)	250 (2)	8.2 %	7.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	77 (1)	0 (0)	77 (1)	2.5 %	2.9 %
				Soft AC	0 (0)	220 (1)	220 (1)	7.3 %	6.2 %
				Sports	46 (1)	0 (0)	46 (1)	1.5 %	1.4 %
				Standards/EZ	96 (2)	0 (0)	96 (2)	3.2 %	3.5 %
				<b>Totals</b>	<b>772 (10)</b>	<b>2259 (16)</b>	<b>3031 (26)</b>		

## AM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Fall 97
KATZ	1600	5 kw (DA-1)	Black Gospel	AURN	\$ NA	Eastman	Jacor	
KFNS	599	1 kw (DA-2)	Sports	ESPN, Westwd	\$40.00	D&R		Wood River, IL
KMOX	1120	50 kw	Talk/Full Svc.	CBS, CNN	\$300.00	CBS	CBS/Infinity	
KTRS	550	5 kw (DA-1)	Talk	ABC	\$32.00	Mc-Guild		
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal	Sinclair Bcst Gp	

## FM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Fall 97
KATZ	100.3	50 kw @ 492	Black AC		\$36.00	Eastman	Jacor	Allon, IL
KEZK	102.5	100 kw @ 1026	Soft AC		\$165.00	Katz	CBS/Infinity	
KFUO	99.1	100 kw @ 1026	Classical	Westwd	\$56.00	Allied		
KHHT	95.3	80 kw @ 1026	Classic Hits		\$73.00	Mc-Guild	Sinclair Bcst Gp	
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	CBS	Jacor	
KMJM	104.9	7.8 kw @ 575	Black		\$150.00	Eastman	Jacor	Columbia, IL
KPNT	105.7	100 kw @ 1375	AOR-New Rock		\$88.00	Allied	Sinclair Bcst Gp	Ste. Genevieve
KSD	93.7	100 kw @ 850	Classic AOR		\$104.00	Katz	Jacor	
KSHE	94.7	100 kw @ 1026	AOR		\$160.00	D&R	Emmis	Crestwood
KSLZ	107.7	100 kw @ 1026	CHR		\$ NA	Eastman	Jacor	
KXOK	97.1	100 kw @ 550	Classic AOR	ABC	\$50.00	Allied	Sinclair Bcst Gp	Florissant
KYKY	99.1	90 kw @ 1026	AC		\$180.00	Katz	CBS/Infinity	
WIL	92.3	100 kw @ 954	Country	ABC	\$160.00	Christal	Sinclair Bcst Gp	
WVUN	106.5	90 kw @ 1026	Country		\$55.00	D&R	Emmis	Granite City, IL
WVRV	101.1	44 kw @ 525	Progressive AOR		\$50.00	Mc-Guild	Sinclair Bcst Gp	E. St. Louis, IL
WXTM	104.1	99 kw @ 550	Black Rock		\$71.00	D&R	Emmis	Jerseyville, IL

Notes: \* KTRS revenue level includes revenue for formerly co-owned WIBV . . . 9/98 KXOK-F sold by Frischling to Sinclair Broadcast Group for \$14,130,000 (Bergner) . . . 9/98 KXOK-F changed from Black AC to simulcasting KPNT-F . . . 9/93 WFUN-F (95.5; Bethalto, IL) sold for \$6,700,000 . . . 9/98 KKWK (1380) changed call to KZJZ, remains Jazz . . . 9/98 KXOK-F changed from simulcasting KPNT-F to Classic AOR . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 B . . . KATZ-AM, KLOU-F, KMJM-F, KSLZ-F, KSD-F . . . 11/98 WFUN-F sold to Radio One for \$13,600,000 (Star) . . . 12/98 KLPW-AF (Union, MO) sold to Marathon Media as part of a \$5,000,000 group transaction . . . 12/98 KSD-F changed from Classic AOR to AC/CHR as "Mix 93.7" (after the Fall survey)

# SALISBURY-OCEAN CITY

Arbitron Rank: 152	Pop (12+): 238,600	Stations: 31 / 27	Last Year's Revenue: \$12,000,000
MSA Rank: NA		Diaries: 958 / 249:1 / 53.5%	Household Income: \$35,704
MSA Pop: NA		Sample Target: 900	Total Retail Sales: \$3.7 Bil.
DMA: 163		% Below Line: 3.9	#1 Biller: WQHQ-F \$1,800,000
Average Persons Rating: 14.9		% Not Listed: 19.7	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 8,837	Cumulus \$4,580,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WOCQ-F	U/CHR	45 / 12.6	12.2	8.4	6.8	8.4	593 / 24.8	21.0	17.7	48 / 658	B	WOCQ-F
2	WWFG-F	C	33 / 9.3	8.8	9.5	10.9	7.8	430 / 18.0	19.0	19.1	35 / 525	C	WWFG-F
3	WZBH-F	AOR	26 / 7.3	6.5	5.9	5.5	6.8	358 / 15.0	12.6	15.2	35 / 502	B	WZBH-F
4	WICO-FF	C	25 / 7.0	7.4	6.4	5.2	6.2	320 / 13.4	13.9	15.9	26 / 372	C	WICO-FF
5	WQHQ-F	AC	23 / 6.5	9.1	8.1	9.4	8.6	341 / 14.3	19.8	17.2	29 / 403	C	WQHQ-F
6	WLWV-FF	O	19 / 5.3	4.8	6.2	5.5	6.2	320 / 13.4	14.2	13.9	21 / 347	B	WLWV-FF
7	WOSC-FF	AOR-NR	14 / 3.9	3.7	3.6	4.4	3.5	294 / 12.3	11.1	12.3	20 / 456	B	WOSC-FF
7	WGMD-F	T	14 / 3.9	2.6	4.5	2.9	3.2	168 / 7.0	6.6	10.8	15 / 194	A	WGMD-F
9	WOLC-F	REL	8 / 2.2	4.0	4.5	2.9	3.5	118 / 4.9	9.1	7.7	10 / 151		WOLC-F
9	WJNE-F	AC-NR	8 / 2.2	2.6	1.4	1.0	1.1	160 / 6.7	8.9	3.8	8 / 201		WJNE-F
9	WGBG-F	CL HITS	8 / 2.2	1.1	0.8	1.3	0.5	161 / 6.7	4.1	3.2	8 / 175		WGBG-F

12+ FM Share (Metro): 93.71%      (268 of 286)      (Fall 97: 93.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOCQ-F >>	1 WOCQ-F >	1 WOCQ-F	1 WOCQ-F <	1 WOCQ-F	1 WWFG-F	1 WOCQ-F >	1 WOCQ-F	1 WOCQ-F >	1 WOCQ-F >>	1 WOCQ-F
2 WZBH-F >	2 WZBH-F	2 WZBH-F	2 WZBH-F	2 WWFG-F	2 WOCQ-F <	2 WWFG-F	2 WWFG-F <	2 WWFG-F	2 WWFG-F	2 WWFG-F
3 WWFG-F	3 WOSC-FF	3 WWFG-F	3 WWFG-F <	3 WZBH-F <	3 WLWV-FF <	3 WZBH-F <	3 WQHQ-F <	3 WZBH-F	3 WZBH-F >	3 WICO-FF <
3 WOSC-FF >>	3 WICO-FF	4 WQHQ-F	4 WQHQ-F >	4 WQHQ-F	4 WQHQ-F <	4 WICO-FF <	4 WICO-FF	4 WICO-FF	4 WLWV-FF	4 WZBH-F
	3 WWFG-F	5 WICO-FF <	5 WLWV-FF	5 WLWV-FF	5 WICO-FF	5 WQHQ-F	5 WZBH-F	5 WQHQ-F <	5 WICO-FF	5 WQHQ-F
	6 WQHQ-F >	6 WOSC-FF	6 WICO-FF	6 WICO-FF	6 WGMD-F	6 WLWV-FF <	6 WLWV-FF >	6 WLWV-FF	5 WOSC-FF	5 WOSC-FF <
	7 WJNE-F	7 WLWV-FF >	7 WOSC-FF	7 WOSC-FF	7 WZBH-F	7 WGMD-F	7 WGMD-F <	7 WOSC-FF	5 WQHQ-F >	7 WLWV-FF

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WOCQ-F >>	1 WOCQ-F >>	1 WOCQ-F	1 WOCQ-F >	1 WOCQ-F <	1 WOCQ-F	1 WOCQ-F	1 WOCQ-F	1 WZBH-F <	1 WOCQ-F <	1 WOCQ-F >>
2 WICO-FF >	2 WICO-FF	2 WZBH-F	2 WWFG-F	2 WWFG-F	1 WZBH-F	2 WZBH-F >	2 WZBH-F	2 WOCQ-F >	2 WZBH-F	2 WZBH-F
3 WJNE-F	3 WZBH-F	2 WWFG-F	2 WQHQ-F	3 WQHQ-F >	3 WOSC-FF >	3 WOSC-FF	3 WQHQ-F >	3 WWFG-F	3 WWFG-F	3 WQHQ-F
3 WOSC-FF >>	3 WWFG-F	2 WQHQ-F >	4 WICO-FF	4 WZBH-F	4 WWFG-F >>	4 WWFG-F	4 WOSC-FF	4 WOSC-FF	4 WLWV-FF	4 WOSC-FF
	3 WQHQ-F	5 WICO-FF >>	4 WZBH-F >	5 WLWV-FF	5 WICO-FF	5 WQHQ-F	5 WICO-FF	5 WLWV-FF	4 WQHQ-F	4 WQHQ-F
	6 WOSC-FF		6 WLWV-FF	5 WICO-FF >	5 WQHQ-F >	5 WQHQ-F >	5 WQHQ-F	5 WQHQ-F	6 WGBG-F	6 WGBG-F
									6 WICO-FF	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97
WAFL-F	AC/CHR	97.7	Millford, DE	1.7	3.7	15	228	AC	0 (0)	40 (4)	40 (4)	14.0 %	16.7 %
WICO	N/T	1320	Salisbury	0.8	2.2	3	58	AOR/Classic/NR	0 (0)	44 (4)	44 (4)	15.4 %	16.3 %
WJWL	ST	900	Georgetown, DE	1.4	3.2	5	85	Black/Urban	0 (0)	45 (1)	45 (1)	15.7 %	16.3 %
WJYN-F	AC-NR	103.5	Bethany Beach, DE	0.8	3.8	3	91	CHR	0 (0)	3 (1)	3 (1)	1.0 %	0.0 %
WKHW-F	O	106.5	Pocomoke City	0.6	2.5	2	80	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQJZ-F	J	97.1	Ocean Pines, MD	2.0	6.1	7	146	Country	0 (0)	62 (4)	62 (4)	21.7 %	20.7 %
WRBG-F	CL HITS	101.7	Ocean View, DE	1.4	4.8	5	115	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WRXS-F	CHR	106.9	Ocean City, MD	0.8	3.0	3	72	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WTDK-F	O	107.1	Federalsburg, MD	1.4	3.2	7	134	Jazz	0 (0)	7 (1)	7 (1)	2.4 %	0.0 %
WTGM-AA	SPRTS	960	Salisbury	1.1	3.4	4	81	News/Talk	3 (1)	14 (1)	17 (2)	5.9 %	8.7 %
WXPZ-F	REL-CC	101.3	Millford, DE	1.4	1.9	8	154	Oldies	0 (0)	40 (6)	40 (6)	14.0 %	8.0 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	3 (1)	13 (2)	16 (3)	5.6 %	7.3 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	5 (2)	0 (0)	5 (2)	1.7 %	1.0 %
								Standards/EZ	7 (2)	0 (0)	7 (2)	2.4 %	1.3 %
								Totals	18 (6)	268 (24)	286 (30)		

# SALISBURY-OCEAN CITY

Consolidation Report	12+	25-54	Revenue
<b>Cumulus</b>	25.9 %	28.3 %	45.3 %
WJDY-AM, WLBW-FM, WLWV-FM, WOSC-FM, WOHQ-FM, WSBY-FM, WWFG-FM			
<b>Delmarva</b>	11.2 %	11.0 %	30.4 %
WAFL-FM, WICO-AM, WICO-FM, WQJZ-FM, WXJN-FM			
<b>Great Scott</b>	28.0 %	29.3 %	21.3 %
WGBG-FM, WJNE-FM, WJWL-AM, WJYN-FM, WOCO-FM, WRBG-FM, WZBH-FM			
	65.1 %	68.6 %	97.0 %

## FM Stations

Station	Freq	Power	Format	Service	Company	Location
WGBG	98.5	6 kw @ 322	See WRBG-F			Seaford, DE
WGMD	92.7	3 kw @ 300	Talk	ABC, AP		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		Eastman	Delmarva
WJNE	95.3	6 kw @ 328	Modern AC			Great Scott
WLBW	92.1	6 kw @ 308	See WLWV-F			Cumulus
WLWV	105.5	2.1 kw @ 390	Oldies		Banner	Cumulus
WOCO	103.9	6 kw @ 328	Urban/CHR	ABC, Westwd	Allied	Great Scott
WOLC	102.5	50 kw @ 500	Religion	USA		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		Katz	Cumulus
WOHQ	104.7	33 kw @ 610	AC	Westwd	Banner	Cumulus
WRBG	101.7	3 kw @ 300	Classic Hits			Great Scott
WSBY	98.9	6 kw @ 328	See WOSC-F			Cumulus
WWFG	99.9	50 kw @ 315	Country	ABC	Mc-Guild	Cumulus
WXJN	105.9	6 kw @ 341	See WICO-F			Lewes, DE
WZBH	93.5	11 kw @ 485	AOR			Great Scott
						Georgetown, DE

Notes: 2/10 WJDY (1470) changed from simulcasting Sports WTGM to Children's (Radio Disney)



# SALT LAKE CITY

**Arbitron Rank:** 35 Pop (12+): 1,233,500  
**MSA Rank:** 45  
**MSA Pop:** 1,580,000  
**DMA:** 36  
**Average Persons Rating:** 13.7  
**Market TSL in Hours:** 18.00

**Stations:** 31 / 31  
**Diaries:** 2,384 / 517:1 / 52.9%  
**Sample Target:** 2,350  
**% Below Line:** 0.0  
**% Not Listed:** 10.7  
**Pop per Station:** 39,790

**Last Year's Revenue:** \$65,500,000  
**Household Income:** \$47,190  
**Total Retail Sales:** \$14.2 Bil.  
**#1 Biller:** KSL \$8,440,000  
**#1 Billing Portfolio:** Simmons \$17,390,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KSFI-F	SAC	135 / 8.0	6.4	6.4	8.6	7.6	7.3	2494 / 20.2	17.9	20.4	159 / 2900	H	KSFI-F
2	KSL	FS	109 / 6.5	5.4	6.6	6.2	7.3	6.2	2572 / 20.9	18.4	21.8	131 / 3135	H	KSL
3	KZHT-F	CHR	108 / 6.4	6.7	7.1	6.8	5.3	6.7	2613 / 21.2	20.8	16.9	119 / 2815	C	KZHT-F
4	KXRK-F	AOR-NR	91 / 5.4	5.2	4.3	5.2	4.4	5.0	1783 / 14.5	13.4	14.2	93 / 1888	D	KXRK-F
5	KODJ-AF	O	81 / 4.8	5.1	5.3	4.5	5.1	4.9	1799 / 14.6	13.1	14.5	92 / 1974	F	KODJ-AF
5	KUBL-F	C	81 / 4.8	4.8	4.6	4.2	4.5	4.6	1591 / 12.9	12.6	12.6	85 / 1725	E	KUBL-F
7	KENZ-F	AOR-NR	80 / 4.7	4.6	3.6	4.1	3.9	4.3	1477 / 12.0	11.0	13.0	82 / 1554	D	KENZ-F
8	KOMB-F	AC-NR	72 / 4.3	3.5	3.2	2.6	2.2	3.4	2058 / 16.7	13.3	10.9	77 / 2224	C	KOMB-F
9	KRSP-F	CL AOR	70 / 4.1	3.4	3.8	4.2	4.3	3.9	1476 / 12.0	13.0	14.3	81 / 1680	F	KRSP-F
10	KBER-F	AOR	67 / 4.0	4.0	4.1	3.6	5.4	3.9	1487 / 12.1	12.0	12.9	70 / 1605	D	KBER-F
11	KSOP-AF	C	66 / 3.9	5.0	5.2	4.7	4.6	4.7	1352 / 11.0	11.4	11.5	92 / 1706	F	KSOP-AF
12	KISN-F	CHR/JAC	60 / 3.6	3.8	3.5	4.5	4.0	3.8	1784 / 14.5	14.4	14.8	79 / 2354	E	KISN-F
13	KKAT-F	C	57 / 3.4	4.1	3.4	3.9	3.8	3.7	1363 / 11.1	10.4	12.3	71 / 1623	D	KKAT-F
14	KNRS	N/T	56 / 3.3	3.0	2.9	2.5	0.1	2.9	1089 / 8.8	6.9	0.5	62 / 1210		KNRS
15	KOSY-FF	SAC	47 / 2.8	2.8	2.5	1.2	2.2	2.3	1321 / 10.7			53 / 1487		KOSY-FF
16	KDYL-AA	ST	45 / 2.7	3.6	2.9	2.7	3.7	3.0	751 / 6.1	6.4	6.6	46 / 807	B	KDYL-AA
16	KBEE-F	AC	45 / 2.7	3.4	2.9	3.6	4.3	3.1	1391 / 11.3	13.3	14.5	48 / 1533	E	KBEE-F
18	KBZN-F	J	36 / 2.1	2.0	1.7	1.6	2.6	1.9	755 / 6.1	6.0	6.2	38 / 842	C	KBZN-F
19	KURR-F	AOR	35 / 2.1	3.9	3.6	3.2	2.4	3.2	768 / 6.2	7.4	6.7	41 / 905	B	KURR-F
20	KALL	T	34 / 2.0	2.0	1.8	2.6	4.7	2.1	765 / 6.2	5.7	11.6	35 / 787	E	KALL
21	KFNZ	SPRFS	32 / 1.9	1.7	5.2	2.6	2.6	2.8	692 / 5.6	15.5	7.4	33 / 738	B	KFNZ
22	KUMT-F	CL HITS	27 / 1.6	2.4	2.1	2.7	2.0	2.2	775 / 6.3	6.0	7.9	34 / 946	C	KUMT-F

12+ FM Share (Metro): 78.05% ( 1177 of 1508 ) ( Fall 97: 76.65% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZHT-F >	1 KENZ-F	1 KSFI-F	1 KSFI-F >	1 KSFI-F >	1 KSL <	1 KSL	1 KSFI-F >	1 KSFI-F	1 KZHT-F	1 KSL
2 KXRK-F >>	2 KXRK-F	2 KENZ-F	2 KENZ-F <	2 KODJ-AF <	2 KSFI-F	2 KSFI-F	2 KENZ-F	2 KZHT-F	2 KXRK-F	2 KZHT-F <
3 KOMB-F	3 KOMB-F	3 KRSP-F	3 KRSP-F <	3 KSL <	3 KODJ-AF >	3 KZHT-F	3 KNRS	3 KXRK-F <	3 KBER-F <	3 KSFI-F
3 KBER-F >	3 KZHT-F	3 KUBL-F <	4 KSL <	4 KENZ-F	4 KDYL-AA <	4 KUBL-F	3 KRSP-F <	4 KSL <	4 KSFI-F	4 KODJ-AF <
	3 KSFI-F <	5 KXRK-F <	5 KUBL-F	4 KRSP-F	5 KNRS	4 KXRK-F <	5 KUBL-F	5 KUBL-F	5 KOMB-F <	5 KXRK-F
	6 KUBL-F <	6 KZHT-F <	5 KODJ-AF	6 KUBL-F	5 KRSP-F <	6 KENZ-F	5 KODJ-AF <	5 KODJ-AF <	6 KUBL-F	6 KBER-F
	7 KBER-F	7 KOMB-F <	7 KOMB-F <	7 KSOP-AF <	7 KDYL	7 KODJ-AF <	7 KSOP-AF	7 KOMB-F <	7 KODJ-AF <	7 KUBL-F <
	8 KISN-F <	8 KSL <	8 KSOP-AF <	8 KOMB-F <	8 KSOP-AF <	8 KRSP-F <	7 KSL <	8 KENZ-F	8 KISN-F	8 KRSP-F
	9 KBEE-F	9 KODJ-AF <	9 KBER-F	9 KISN-F	9 KUBL-F	9 KISN-F <	9 KISN-F	9 KZHT-F	9 KSL	8 KOMB-F <
	9 KRSP-F <	10 KBER-F <	9 KISN-F	9 KKAT-F <	9 KOSY-FF	10 KOMB-F	9 KSOP-F <	10 KSOP-AF	10 KSOP-AF <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZHT-F	1 KSFI-F <	1 KSFI-F <	1 KSFI-F >	1 KSFI-F >	1 KXRK-F >	1 KENZ-F <	1 KENZ-F	1 KRSP-F	1 KRSP-F	1 KZHT-F <
2 KXRK-F	2 KENZ-F	2 KUBL-F <	2 KUBL-F <	2 KODJ-AF <	2 KBER-F <	2 KBER-F <	1 KOMB-F <	2 KENZ-F	2 KODJ-AF	2 KXRK-F
2 KISN-F	3 KUBL-F	3 KUBL-F >	3 KENZ-F <	3 KUBL-F <	3 KENZ-F	3 KXRK-F	3 KBER-F	3 KBER-F <	2 KSL <	3 KSL <
4 KBEE-F	4 KZHT-F	4 KXRK-F	4 KISN-F	4 KENZ-F <	3 KZHT-F	4 KOMB-F	4 KFNZ	4 KXRK-F <	4 KSFI-F	4 KSFI-F
4 KSFI-F	5 KXRK-F	5 KKAT-F	4 KZHT-F	5 KSL <	5 KRSP-F	5 KZHT-F	4 KURR-F <	5 KOMB-F	5 KENZ-F	5 KRSP-F
4 KOMB-F	6 KOMB-F	5 KSOP-AF	6 KOMB-F	6 KOSY-FF	5 KUBL-F	5 KRSP-F	6 KRSP-F	5 KSL <	6 KBER-F	6 KOMB-F
7 KUBL-F	6 KISN-F	7 KOMB-F	7 KXRK-F <	6 KISN-F	7 KRAR-F	7 KURR-F	7 KSFI-F	7 KODJ-AF <	6 KOMB-F	
7 KENZ-F >>	8 KBEE-F	7 KZHT-F	8 KOSY-FF	8 KZHT-F	7 KOMB-F	8 KUBL-F <	7 KSOP-AF	8 KSFI-F <	8 KSOP-AF	
	9 KKAT-F		8 KODJ-AF <	8 KSOP-AF <		9 KFNZ <	7 KBEE-F	9 KUBL-F <	8 KFNZ	
	9 KSOP-AF <		10 KSL <	10 KKAT-F			7 KXRK-F	10 KURR-F	8 KNRS <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCPX	SP	1600	Centerville	0.8	1.2	13 145
KLO	ST	1430	Ogden	0.8	1.8	15 291
KRAR-F	AOR	106.9	Brigham City	1.6	3.9	30 553
KSVN	SP	730	Ogden	0.8	1.3	14 166
KTKK	T	630	Sandy	0.5	1.2	8 146

# SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Citadel</b>	18.1 %	19.6 %	19.4 %	AC	0 (0)	117 (2)	117 (2)	7.8 %	7.2 %
KBEE-FM, KBER-FM, KCHR-AM, KENZ-FM, KFNZ-AM, KUBL-FM				AOR/Classic/NR	0 (0)	370 (6)	370 (6)	24.5 %	24.9 %
<b>Jacor</b>	21.9 %	21.1 %	19.2 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KALL-AM, KKAT-FM, KNRS-AM, KODJ-FM, KURR-FM, KWLW-AM, KZHT-FM				CHR	0 (0)	168 (2)	168 (2)	11.1 %	10.3 %
<b>Simmons</b>	24.3 %	22.7 %	26.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDYL-AM, KQMB-FM, KRSP-FM, KSFI-FM, KXRX-FM				Country	6 (1)	198 (3)	204 (4)	13.5 %	15.4 %
<b>Trumper</b>	7.7 %	9.3 %	9.5 %	Full Service	109 (1)	0 (0)	109 (1)	7.2 %	8.1 %
KISN-FM, KOSY-FM, KUMT-FM				Hispanic	27 (2)	0 (0)	27 (2)	1.8 %	0.0 %
	72.1 %	72.7 %	74.6 %	Jazz	0 (0)	36 (1)	36 (1)	2.4 %	2.8 %
				News/Talk	98 (3)	0 (0)	98 (3)	6.5 %	5.7 %
				Oldies	1 (1)	106 (2)	107 (3)	7.1 %	7.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	182 (3)	182 (3)	12.1 %	9.9 %
				Sports	32 (1)	0 (0)	32 (1)	2.1 %	2.8 %
				Standards/EZ	58 (3)	0 (0)	58 (3)	3.8 %	5.0 %
				<b>Totals</b>	<b>331 (12)</b>	<b>1177 (19)</b>	<b>1508 (31)</b>		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	City
KALL	910	5 kw/1 kw (DA-2)	Talk	Westwd. ABC	\$49.00	Eastman	Jacor
KDYL	1280	10 kw/0.6 kw (DA-2)	Standards	CNN, Westwd	\$27.00	Allied	Simmons
KFNZ	1320	5 kw (DA-1)	Sports	1-On-1, CNN	\$ NA	Mc-Guild	Citadel
KNRS	570	5 kw (DA-1)	News/Talk	ABC	\$ NA	Eastman	Jacor
KOVO	960	5 kw/1 kw (DA-1)	See KDYL				Provo
KSL	1160	50 kw	Full Service	CBS, ESPN, ABC	\$121.00	Sentry	Bonneville
KSOP	1370	5 kw/0.5 kw (DA-1)	See KSOP-F				S. Salt Lake City
KWLW	700	50 kw/1 kw (DA-2)	See KODJ-F				N. Salt Lake City

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	City
KBEE	98.7	40 kw @ 2933	AC	\$60.00	Mc-Guild	Citadel	
KBER	101.1	26.3 kw @ 3740	AOR	ABC \$51.00	Mc-Guild	Citadel	Ogden
KBZH	97.9	26.3 kw @ 3740	Jazz	\$35.00	Eastman	KLO	Ogden
KEHJ	107.5	45 kw @ 2850	AOR-New Rock	\$30.00	Allied	Citadel	Orem
KISH	97.1	30 kw @ 3552	CHR/AC	\$71.00	Christal	Trumper	
KKAT	101.9	26.3 kw @ 3740	Country	\$86.00	Eastman	Jacor	Ogden
KODJ	94.1	40 kw @ 3053	Oldies	\$65.00	Eastman	Jacor	
KOSY	106.5	7.5 kw @ 2709	Soft AC	\$ NA	Christal	Trumper	Spanish Fork
KQMB	102.7	47 kw @ 2699	Modern AC	\$ < 20.00	Allied	Simmons	Midvale
KRSP	103.5	27.5 kw @ 3530	Classic AOR	\$95.00	Allied	Simmons	
KSFI	100.3	26.3 kw @ 3740	Soft AC	\$155.00	Allied	Simmons	
KSHU	107.9	67 kw @ 2353	See KOSY-F				Roy
KSOP	104.3	25.1 kw @ 3540	Country	\$78.00	Allied		
KUBL	93.3	26.3 kw @ 3740	Country	ABC \$50.00	Mc-Guild	Citadel	
KUMT	105.7	7.3 kw @ 3551	Classic Hits	\$40.00	Christal	Trumper	Centerville
KURR	99.5	47 kw @ 2653	AOR	\$35.00	Eastman	Jacor	Bountiful
KXRX	95.1	55 kw @ 2530	AOR-New Rock	\$50.00	Allied	Simmons	Provo
KZHT	54.9	43 kw @ 2799	CHR	\$34.00	Eastman	Jacor	Provo

Notes: Historic copies for KOSY-FM not available. 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil. KALL, KKAT-F, KNRS, KODJ-F, KURR-F, KWLW, KZHT-F 12/98 KJGR-F (92.1, Tooele) sold by Simmons to Bruce Buzil & Chris Devine for \$3,000,000 (Media Svcs)

# SAN ANTONIO

**Arbitron Rank:** 34 Pop (12+): 1,245,700  
**MSA Rank:** 36  
**MSA Pop:** 1,530,000  
**DMA:** 37  
**Average Persons Rating:** 17.3  
**Market TSL in Hours:** 22.50

**Stations:** 31 / 28  
**Diaries:** 2,448 / 509:1 / 49.3%  
**Sample Target:** 2,490  
**% Below Line:** 1.3  
**% Not Listed:** 10.0  
**Pop per Station:** 44,489

**Last Year's Revenue:** \$65,000,000  
**Household Income:** \$37,163  
**Total Retail Sales:** \$13.8 Bil.  
**#1 Biller:** KXTN-F \$8,600,000  
**#1 Billing Portfolio:** Cox \$21,863,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KTFM-F	198 / 9.2	10.3	10.0	10.6	10.5	10.0	3017 / 24.2	25.4	25.3	213 / 3405	G	KTFM-F
2	KXXM-F	160 / 7.4	0.7					2320 / 18.6			176 / 2584		KXXM-F
3	KZEP-F	158 / 7.4	7.4	7.7	6.3	7.0	7.2	1961 / 15.7	18.1	16.2	170 / 2173	F	KZEP-F
4	KSMG-F	118 / 5.5	7.5	6.5	6.2	6.1	6.4	2136 / 17.1	20.4	16.9	135 / 2557	G	KSMG-F
5	KXTN-F	114 / 5.3	5.5	5.2	6.1	6.2	5.5	1666 / 13.4	14.6	15.1	148 / 2266	H	KXTN-F
5	KAJA-F	114 / 5.3	5.1	5.0	5.3	5.9	5.2	1675 / 13.4	14.3	14.8	134 / 2085	F	KAJA-F
7	KISS-F	112 / 5.2	6.1	6.2	5.5	4.9	5.8	1952 / 15.7	16.8	15.1	132 / 2274	G	KISS-F
8	KTSA	101 / 4.7	5.9	3.8	5.0	4.4	4.8	1322 / 10.6	9.0	8.9	141 / 1793	E	KTSA
9	KONO-F	94 / 4.4	4.3	4.9	4.3	3.4	4.5	1745 / 14.0	15.8	15.1	108 / 2013		KONO-F
10	KCYF-F	86 / 4.0	4.8	4.9	4.4	5.6	4.5	1570 / 12.6	14.0	14.5	99 / 1875	G	KCYF-F
11	KQXT-F	76 / 3.5	4.5	4.7	4.2	4.0	4.2	1337 / 10.7	12.7	10.9	81 / 1439	E	KQXT-F
12	KLEY-F	68 / 3.2	1.9	1.0	1.5	1.0	1.9	926 / 7.4	4.7	5.6	70 / 993	C	KLEY-F
13	KCJZ-F	66 / 3.1	2.9	2.7	2.7	2.5	2.8	968 / 7.8	7.6	7.9	70 / 1028	C	KCJZ-F
14	KROM-F	59 / 2.7	3.9	4.0	4.4	5.3	3.8	848 / 6.8	8.3	9.5	62 / 941	D	KROM-F
15	KSJL-AF	58 / 2.7	3.4	4.4	4.4	3.6	3.7	597 / 4.8	8.9	8.6	61 / 648	C	KSJL-AF
16	WOAI	57 / 2.7	2.5	3.8	3.1	3.6	3.0	1305 / 10.5	11.4	11.0	76 / 1795	F	WOAI
17	KLUP	48 / 2.2	2.2	2.4	3.1	2.5	2.5	608 / 4.9	5.6	5.9	54 / 697	B	KLUP
18	KKYX	43 / 2.0	1.5	2.2	2.4	2.1	2.0	610 / 4.9	4.3	4.6	66 / 910	B	KKYX
19	KEDA	41 / 1.9	0.7	0.8	1.0	0.8	1.1	308 / 2.5	2.0	1.8	41 / 325	A	KEDA
19	KCOR	41 / 1.9	1.7	2.7	1.8	2.8	2.0	498 / 4.0	5.3	5.6	41 / 502	C	KCOR

12+ FM Share (Metro): 76.94% (1488 of 1934) (Fall 97: 76.24%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTFM-F >	1 KTFM-F <	1 KZEP-F	1 KZEP-F >	1 KZEP-F >	1 KTSA <	1 KTFM-F	1 KZEP-F	1 KTFM-F <	1 KTFM-F >	1 KTFM-F
2 KXXM-F >>	2 KXXM-F	2 KTFM-F	2 KSMG-F <	2 KSMG-F	2 KZEP-F <	2 KZEP-F	2 KTSA <	2 KXXM-F <	2 KXXM-F >	2 KXXM-F
3 KISS-F >	3 KISS-F <	3 KXXM-F	3 KTFM-F <	3 KTFM-F <	3 KXTN-F <	3 KXXM-F <	3 KXXM-F <	3 KZEP-F	3 KZEP-F <	3 KXTN-F <
	4 KZEP-F	4 KSMG-F <	4 KXXM-F	4 KXXM-F	4 KONO-F	4 KSMG-F	4 KSMG-F <	4 KAJA-F <	4 KISS-F	4 KZEP-F
	5 KSMG-F	5 KISS-F	5 KAJA-F	4 KAJA-F	5 KAJA-F	5 KAJA-F <	5 KTFM-F	5 KSMG-F <	5 KXTN-F	5 KAJA-F
	6 KAJA-F	6 KAJA-F <	6 KXTN-F <	6 KONO-F <	6 KSMG-F <	6 KISS-F <	6 KXTN-F <	6 KISS-F <	6 KSMG-F <	6 KISS-F <
	7 KXTN-F	7 KXTN-F	7 KISS-F	7 KXTN-F	7 KCYF-F	7 KTSA <	7 KAJA-F	7 KXTN-F	7 KOXT-F	7 KONO-F <
		8 KOXT-F	7 KONO-F	8 KISS-F <	7 KQXT-F <	8 KXTN-F	8 KISS-F <	8 KTSA <	7 KLEY-F	8 KSMG-F <
		8 KONO-F <	9 KOXT-F <	9 KOXT-F <	9 WOAI <	8 KCYF-F	9 KONO-F <	9 KONO-F <	9 KONO-F <	9 KCYF-F
			10 KCJZ-F <		10 KCJZ-F <	10 KONO-F	-10 KOXT-F <	10 KCYF-F	10 KAJA-F	9 KLEY-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KTFM-F >	1 KXXM-F	1 KXXM-F	1 KTFM-F	1 KSMG-F	1 KISS-F	1 KZEP-F <	1 KZEP-F >	1 KZEP-F >	1 KZEP-F >>	1 KTFM-F >
2 KXXM-F >	1 KTFM-F >	2 KTFM-F	2 KXXM-F <	2 KTFM-F <	2 KTFM-F	2 KISS-F	2 KISS-F	2 KISS-F >	2 KISS-F <	2 KXXM-F >
3 KXTN-F	3 KSMG-F >	3 KSMG-F >	3 KSMG-F >	3 KXXM-F	3 KXXM-F	3 KTFM-F <	3 KAJA-F	3 KTFM-F <	3 KAJA-F <	3 KOXT-F <
3 KSMG-F >	4 KAJA-F <	4 KISS-F <	4 KXTN-F	4 KAJA-F	4 KZEP-F >>	4 KXXM-F >	3 KXXM-F <	4 KXXM-F	4 KONO-F	4 KISS-F <
5 KCYF-F	5 KISS-F <	5 KLEY-F	4 KAJA-F	5 KCYF-F <		5 KAJA-F	5 KTFM-F	5 KAJA-F	5 KXTN-F	5 KAJA-F
5 KAJA-F	6 KXTN-F	5 KAJA-F <	6 KCYF-F	6 KXTN-F		6 KXTN-F	6 KSMG-F	6 KXTN-F	6 KSMG-F <	5 KZEP-F
	7 KCYF-F	7 KZEP-F	6 KZEP-F <	6 KOXT-F <		6 KSMG-F	7 KXTN-F	7 KSMG-F	7 KCJZ-F <	
	7 KZEP-F	8 KROM-F	8 KOXT-F	8 KONO-F			7 KONO-F >	7 KONO-F	8 KTFM-F <	
	7 KROM-F <		9 KSJL-AF	8 KZEP-F				9 KCJZ-F	9 KTSA <	
				10 KSJL-AF				9 KOXT-F <	10 KXXM-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCHL	B/G	1480	San Antonio	0.5	1.1	10	137	KAMX-F	AC	94.7	Luling	0.3	2.2	16	520
KONO	O	860	San Antonio	0.9	3.1	23	439	KEYI-F	O	103.5	San Marcos	0.5	2.0	30	573
KSAH	SP-C	720	Universal City	0.6	2.0	23	345	KROX-F	AOR-NR	101.5	Giddings	0.5	2.8	18	551
KSLR	REL	630	San Antonio	0.7	2.1	17	333								
KTKR	SPRIS	760	San Antonio	0.8	2.6	21	397								
KWED	C	1580	Seguin	0.3	1.3	8	174								
KZDC	SP-NT	1250	San Antonio	0.7	1.2	14	150								

# SAN ANTONIO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Clear Channel</b> KAJA-FM, KOXT-FM, KSJL-FM, KTKR-AM, KXXM-FM, WOAI-AM	21.4 %	22.1 %	22.5 %	AC	0 (0)	125 (2)	125 (2)	6.5 %	8.3 %
<b>Cox</b> KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KONO-AM, KONO-FM, KSMG-FM	27.3 %	28.3 %	33.6 %	AOR/Classic/NR	0 (0)	281 (3)	281 (3)	14.5 %	13.7 %
<b>HefTel</b> KCOR-AM, KROM-FM, KXTN-AM, KXTN-FM	9.9 %	9.8 %	19.2 %	Black/Urban	22 (1)	36 (1)	58 (2)	3.0 %	4.0 %
	58.6 %	60.2 %	75.3 %	CHR	0 (0)	358 (2)	358 (2)	18.5 %	11.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	50 (2)	200 (2)	250 (4)	12.9 %	16.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	108 (4)	241 (3)	349 (7)	18.0 %	18.9 %
				Jazz	0 (0)	66 (1)	66 (1)	3.4 %	2.7 %
				News/Talk	158 (2)	0 (0)	158 (2)	8.2 %	9.6 %
				Oldies	19 (1)	105 (2)	124 (3)	6.4 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	24 (2)	0 (0)	24 (2)	1.2 %	1.7 %
				Soft AC	0 (0)	76 (1)	76 (1)	3.9 %	4.4 %
				Sports	17 (1)	0 (0)	17 (1)	0.9 %	0.6 %
				Standards/EZ	48 (1)	0 (0)	48 (1)	2.5 %	2.8 %
				<b>Totals</b>	<b>446 (14)</b>	<b>1488 (17)</b>	<b>1934 (31)</b>		

## AM Stations

Station	Power	Frequency	Format	Company	City	Notes
KCOR	1350	5 kw (DA-N)	Hispanic	\$32.00 Katz	Hispanic	HefTel
KEDA	1540	5 kw/1 kw (DA-2)	Hispanic	\$ NA Caballero	Hispanic	Davila
KKYX	680	50 kw/10 kw (DA-N)	Country	Westwd \$30.00 Katz	Country	Cox
KLUP	930	5 kw/1 kw (DA-N)	Standards	\$24.00 CBS	Standards	Cox
KSJL	810	0.25 kw (DA-2)	See KSJL-F			Somerset
KTSA	550	5 kw (DA-N)	Talk	ABC Westwd \$61.00 Chnstal	Talk	KTFM-F
WOAI	1200	50 kw	News/Talk	CBS, ABC \$87.00	News/Talk	Clr Chnl Clear Channel

## FM Stations

Station	Power	Frequency	Format	Company	City	Notes
KAJA	97.3	100 kw @ 984	Country	\$85.00	Clr Chnl	Clear Channel
KCJZ	106.7	100 kw @ 1016	Jazz	\$45.00 Katz	Cox	Terrell Hills
KCYY	100.3	100 kw @ 984	Country	\$131.00 Katz	Cox	
KISS	99.5	100 kw @ 1111	AOR	\$110.00 CBS	Cox	
KLEY	94.1	22 kw @ 695	Hispanic	\$34.00 Caballero	SBS	Floresville
KONO	101.1	100 kw @ 1358	Oldies	\$54.00 Katz	Cox	Helotes
KOXT	101.9	100 kw @ 672	Soft AC	\$87.00	Clr Chnl	Clear Channel
KROM	92.9	100 kw @ 1016	Hispanic	\$39.00 Katz	Hispanic	HefTel
KSJL	92.5	50 kw @ 492	Urban	ABC \$35.00	Clr Chnl	Clear Channel
KSMG	105.3	100 kw @ 1250	AC	\$83.00 CBS	Cox	Segun
KTFM	102.7	100 kw @ 672	CHR/Urban	\$105.00	Chnstal	KTSA
KXTN	107.5	100 kw @ 1470	Hispanic-Tejano	\$155.00 Katz	Hispanic	HefTel
KXXM	95.1	100 kw @ 597	CHR		Clr Chnl	Clear Channel
KZEP	104.5	100 kw @ 650	Classic AOR	\$71.00 D&R	Lotus	

Notes: 8/98 KTX-F (92.1; Devine) sold by Khan Hamon to Clear Channel for \$1,500,000 . . . 9/98 KCHG (810; Somerset) changed from Religion to simulcast KSJL-F as KSJL . . . 9/98 The KSJL-F calls & format moved from 95.1 to KTX-F's facility (92.5; 50 kw @ 492); the 96.1 changed to CHR as KXXM-F ("Mix 96.1") . . . 12/98 KPOZ changed from AC to simulcast Tejano KXTN-F as KXTN . . . 12/98 KPOZ (1380; Pleasanton) sold to the Freedom Network for \$950,000 (Hadden)

# SAN DIEGO

Arbitron Rank: 16 Pop (12+): 2,307,700	Stations: 38 / 33	Last Year's Revenue: \$120,500,000
MSA Rank: 14	Diaries: 3,124 / 739:1/ 51.9%	Household Income: \$45,530
MSA Pop: 2,760,000	Sample Target: 3,270	Total Retail Sales: \$25.1 Bil.
DMA: 27	% Below Line: 4.6	#1 Biller: KSON-AF \$11,200,000
Average Persons Rating: 15.5	% Not Listed: 11.0	#1 Billing Portfolio: Jacor \$41,385,000
Market TSL In Hours: 20.75	Pop per Station: 69,930	

12+ Metro	Format	Fall 98		Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KSON-F	C	223 / 6.2	5.0	5.2	6.6	6.4	5.8	2928 / 12.7	11.5	13.3	223 / 2928	I	KSON-F
2	KYXY-F	AC	199 / 5.6	6.3	6.8	4.8	5.1	5.9	3352 / 14.5	15.7	13.0	199 / 3352	I	KYXY-F
3	KHTS-F	CHR	185 / 5.2	4.7	3.9	3.9	4.1	4.4	4040 / 17.5	15.9	14.0	185 / 4040	E	KHTS-F
4	XHTZ-F	CHR/U	180 / 5.0	5.3	4.4	5.1	4.3	5.0	3462 / 15.0	13.8	13.5	180 / 3462	G	XHTZ-F
5	KFMB-F	AC/CHR	177 / 4.9	6.2	6.3	6.2	5.2	5.9	3758 / 16.3	18.2	17.3	177 / 3758	H	KFMB-F
6	XTRA-F	AOR-NR	163 / 4.5	4.0	3.7	3.0	2.3	3.8	3230 / 14.0	12.0	10.3	163 / 3230	G	XTRA-F
7	KOGO	NT	161 / 4.5	4.2	4.5	4.9	4.9	4.5	2211 / 9.6	10.5	9.3	161 / 2211	F	KOGO
8	KGB-F	CL AOR	157 / 4.4	3.5	4.3	4.2	4.5	4.1	2567 / 11.1	11.5	12.0	157 / 2567	G	KGB-F
9	KFMB	FS/T	156 / 4.4	5.1	4.6	2.7	3.6	4.2	2851 / 12.4	11.8	10.6	156 / 2851	I	KFMB
10	KIOZ-F	AOR	144 / 4.0	3.9	3.1	4.8	3.5	4.0	2424 / 10.5	9.9	9.7	144 / 2424	G	KIOZ-F
11	KIFM-F	J	138 / 3.8	3.8	4.0	3.8	3.8	3.9	2252 / 9.8	9.6	8.9	138 / 2252	G	KIFM-F
12	KJOY-F	SAC	100 / 2.8	2.3	1.8	2.2	1.7	2.3	2212 / 9.6	5.7	5.3	100 / 2212	C	KJOY-F
13	XHRM-F	B/AC	96 / 2.7	3.1	1.3	1.4	1.5	2.1	1990 / 8.6	6.5	7.0	96 / 1990	D	XHRM-F
14	KBZT-F	O	95 / 2.6	3.0	3.1	2.3	3.5	2.8	2223 / 9.6	10.4	10.2	95 / 2223	G	KBZT-F
15	XTRA	SPRTS	94 / 2.6	2.5	1.7	2.1	2.9	2.2	1927 / 8.3	5.6	9.5	94 / 1927	H	XTRA
16	KPLN-F	CL HITS	93 / 2.6	2.5	2.5	2.6	1.8	2.5	1951 / 8.5	7.5	6.8	93 / 1951	D	KPLN-F
17	KLNV-F	SP-R	90 / 2.5	1.7	2.3	2.3	1.9	2.2	1522 / 6.6	11.2	8.9	90 / 1522	G	KLNV-F
18	KPOP	ST	89 / 2.5	2.8	3.7	3.5	3.1	3.1	1023 / 4.4	6.5	4.8	89 / 1023	C	KPOP
19	KFI	T	76 / 2.1	1.9	2.2	2.1	2.2	2.1	1329 / 5.8	6.4	6.2	76 / 1329		KFI
20	KMSX-F	AC/CHR	56 / 1.6		3.2	3.2	3.3		1349 / 5.8	9.4	7.8	56 / 1349	D	KMSX-F
21	KSDO	T	55 / 1.5	1.3	2.0	1.3	1.0	1.5	1282 / 5.6	6.7	4.4	55 / 1282	E	KSDO
22	KLOV-F	SP-C	50 / 1.4	0.6					768 / 3.3			50 / 768		KLOV-F
23	XBAC	CL	48 / 1.3	1.0	1.0	1.1	1.1	1.1	553 / 2.4	2.0	2.5	48 / 553		XBAC
24	KFSD-F	CL	47 / 1.3	1.7	1.3	1.2	1.4	1.4	1038 / 4.5	4.3	3.8	47 / 1038	C	KFSD-F
25	KXST-F	AOR-P	45 / 1.3	1.3	1.3	1.1	1.6	1.2	984 / 4.3	4.3	4.2	45 / 984	C	KXST-F

12+ FM Share (Metro): 73.80% ( 2355 of 3191 ) ( Fall 97: 71.94% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 XHTZ-F <	1 XTRA-F	1 KFMB-F	1 KGB-F	1 KSON-F <	1 KOGO <	1 KFMB-F	1 KOGO <	1 KSON-F <	1 XHTZ-F	1 KSON-F
2 KHTS-F <	2 KIOZ-F <	1 KGB-F <	2 KSON-F <	2 KGB-F <	2 KYXY-F <	2 KGB-F <	2 KYXY-F <	2 KHTS-F <	2 KHTS-F	1 KHTS-F
3 XTRA-F >	3 XHTZ-F <	3 KSON-F <	3 KFMB-F	3 KFMB-F <	3 KSON-F <	3 KSON-F <	3 KSON-F <	3 KFMB <	3 XTRA-F	3 XHTZ-F
	4 KFMB-F <	4 XTRA-F <	4 KYXY-F	4 KYXY-F	4 KFMB	4 KIOZ-F <	4 KIFM-F	4 XHTZ-F <	4 KYXY-F	4 KFMB <
	5 KHTS-F	5 KIOZ-F	5 KIOZ-F <	5 KIFM-F <	5 KIFM-F	5 KOGO	5 KGB-F <	5 KYXY-F <	5 KSON-F	5 KYXY-F
	6 KSON-F	6 KYXY-F <	6 KIFM-F <	6 KIOZ-F <	6 KGB-F <	5 KYXY-F	6 XTRA-F	6 XTRA-F <	6 KIOZ-F <	6 XTRA-F <
	7 KGB-F	7 KHTS-F <	7 XTRA-F	7 KFMB <	7 KPOP	7 KFMB <	6 KFMB-F <	7 KIFM-F	7 KFMB	7 KFMB-F
	8 KYXY-F <	8 XHTZ-F	8 KPLN-F <	8 KPLN-F	8 KJOY-F <	8 XTRA-F <	8 KIOZ-F <	8 KFMB-F	8 KIFM-F	8 KBZT-F
	9 XHRM-F	9 KIFM-F <	9 KHTS-F <	8 XTRA-F	9 KFMB-F <	9 XHTZ-F <	9 KHTS-F	9 KGB-F	9 KIFM-F <	8 KIFM-F <
		10 KPLN-F <		10 KHTS-F	10 KBZT-F	10 KHTS-F	9 XHTZ-F <	10 KIOZ-F		10 KGB-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ownite
1 KHTS-F	1 KFMB-F <	1 KSON-F <	1 KSON-F <	1 KSON-F <	1 XTRA-F <	1 KIOZ-F <	1 KIOZ-F <	1 KGB-F <	1 KGB-F >	1 KOGO
2 XHTZ-F <	2 KHTS-F <	2 KFMB-F	2 KFMB-F <	2 KYXY-F	2 KIOZ-F	2 XTRA-F >	2 XTRA-F	2 KIOZ-F	2 KIOZ-F	2 KYXY-F
3 XTRA-F	3 KSON-F <	3 KYXY-F	3 KYXY-F	3 KFMB-F >	3 XHTZ-F	3 XHTZ-F <	2 KGB-F >	3 XTRA-F >	3 XTRA-F <	3 XHTZ-F
4 KFMB-F >	4 XHTZ-F	4 XHRM-F	4 KHTS-F	4 KIFM-F >	4 KHTS-F >	4 KGB-F	4 KFMB-F <	4 KFMB-F <	4 XTRA <	4 KFMB
5 KSON-F	5 KYXY-F	4 KHTS-F <	5 XHTZ-F	5 KJOY-F <	5 KFMB-F	5 KYXY-F <	5 XTRA >	5 XTRA <	5 KFMB-F <	5 KGB-F <
6 KLN-F	6 XTRA-F	6 XHTZ-F >	6 XTRA-F <	6 XHRM-F <	6 KSON-F <	6 KFMB-F	6 KHTS-F <	6 XHTZ-F <	6 KIFM-F <	
6 KYXY-F	7 XHRM-F >	7 XTRA-F	7 XHRM-F <	7 KHTS-F <	7 KLN-F	7 XTRA	7 KSON-F <	7 KHTS-F <	7 KFMB <	
8 KIOZ-F	8 KLN-F	8 KIFM-F <	8 KIFM-F <	8 KBZT-F	8 XMOR-F	8 KSON-F	8 KMSX-F	8 KSON-F	8 KPLN-F <	
9 KMSX-F	8 KIOZ-F <	9 KGB-F	9 KJOY-F <	9 KFMB <		9 KMSX-F <	8 XHTZ-F	9 KPLN-F	9 KSON-F <	
10 KGB-F	10 KGB-F		10 KLN-F <			10 XHRM-F		9 KIFM-F <	10 KOGO	

# SAN DIEGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KPRZ	REL	1210	San Marcos	0.9	2.5	33 584
KSPA	ST	1450	Escondido	0.7	2.0	25 463
KURS	SP	1040	San Diego	0.4	0.8	14 181
XEMO	SP	850	Tijuana, MX	0.7	1.8	25 415
XHKY-F	SP-R	99.3	Tijuana, MX	0.7	2.5	24 566
XLTN-F	SP-C	104.5	Tijuana, MX	0.6	2.3	23 537
XPRS	SP-R	1090	Rosario, MX	0.5	1.3	19 311
XTIM-F	SP	91.7	Tijuana, MX	0.6	2.2	20 509

Consolidation Report	12+	25-54	Revenue
<b>Astor</b> KCEO-AM, KFSD-FM, KSPA-AM	7.7 %	13.0 %	%
<b>Chancellor</b> KPLN-FM, KYXY-FM	8.2 %	10.0 %	11.4 %
<b>Heftel</b> KEBN-FM, KLOV-FM	1.4 %	1.5 %	%
<b>Jacor</b> KGB-FM, KHTS-FM, KIOZ-FM, KJOY-FM, KMSX-FM, KOGO-AM, KPOP-AM, KSDO-AM, XHRM-FM, XTRA-AM, XTRA-FM	36.3 %	35.4 %	34.3 %
<b>Jefferson-Pilot</b> KBZT-FM, KIFM-FM, KSON-AM, KSON-FM	12.6 %	14.7 %	19.7 %
	66.2 %	74.6 %	65.4 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KKBT-F	B	92.3	Los Angeles	0.4	1.9	13 433
KNX	N	1070	Los Angeles	1.1	4.6	41 1053
KWVE-F	REL	107.9	San Clemente	0.6	1.6	21 375
XMOR-F	SP	98.9	Tijuana, MX	0.4	1.0	16 242

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	432 (3)	432 (3)	13.5 %	11.6 %
AOR/Classic/NR	0 (0)	509 (4)	509 (4)	16.0 %	15.2 %
Black/Urban	0 (0)	109 (2)	109 (2)	3.4 %	4.3 %
CHR	0 (0)	365 (2)	365 (2)	11.4 %	11.6 %
Classical	48 (2)	47 (1)	95 (3)	3.0 %	2.8 %
Country	0 (0)	223 (1)	223 (1)	7.0 %	7.4 %
Full Service	156 (1)	0 (0)	156 (1)	4.9 %	4.0 %
Hispanic	58 (3)	223 (6)	281 (9)	8.8 %	8.9 %
Jazz	0 (0)	138 (1)	138 (1)	4.3 %	4.3 %
News/Talk	333 (4)	0 (0)	333 (4)	10.4 %	10.5 %
Oldies	0 (0)	188 (2)	188 (2)	5.9 %	7.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	33 (1)	21 (1)	54 (2)	1.7 %	1.3 %
Soft AC	0 (0)	100 (1)	100 (1)	3.1 %	2.3 %
Sports	94 (1)	0 (0)	94 (1)	2.9 %	3.3 %
Standards/EZ	114 (2)	0 (0)	114 (2)	3.6 %	4.7 %
<b>Totals</b>	<b>836 (14)</b>	<b>2355 (24)</b>	<b>3191 (38)</b>		

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Location
KFMB	760	5 kw/50 kw (DA-1)	Full Service/Talk	CBS	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	News/Talk	CNN ABC, WW1	Katz	Jacor
KPOP	1360	5 kw/1 kw	Standards	Westwd, JRN	Katz	Jacor
KSDO	1130	10 kw (DA-2)	Talk	ABC	Katz	Jacor
XBAC	540	1 kw	Classical	\$ NA	Mc-Guild	Mt Wilson (LMA) Tijuana, MX
XTRA	690	77 kw/50 kw (DA-2)	Sports	CBS, ESPN	Katz	Jacor (LMA) Tijuana

# SAN DIEGO

## FM Stations

KBZT	94.9	22 kw @ 702	Oldies		\$130.00	Banner	Jefferson-Pilot	
KFMB	100.7	30 kw @ 620	AC/CHR		\$94.00	Mc-Guild	Midwest TV	
KFSD	92.1	0.58 kw @ 1024	Classical	Westwd	\$ NA	---	Astor	Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$110.00	Eastman	Jacor	
KHTS	93.3	1.8 kw @ 1886	CHR		\$ NA	Eastman	Jacor	El Cajon
KIFM	98.1	28 kw @ 640	Jazz		\$120.00	CBS	Jefferson-Pilot	
KIOZ	105.3	29 kw @ 620	AOR		\$107.00	Eastman	Jacor	
KJQY	94.1	100 kw @ 640	Soft AC		\$ 55.00	Eastman	Jacor	
KLNV	106.5	50 kw @ 440	Hispanic Regional		\$ NA	Katz Hisp.	Heftel	
KLOV	102.9	32 kw @ 617	Hispanic-Contemp.		\$ NA	Katz Hisp.	Heftel	
KMSX	95.7	29 kw @ 640	AC/CHR		\$ NA	Katz	Jacor	Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits		\$60.00	D&R	Chancellor	
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot	
KXST	102.1	14.5 kw @ 817	Progressive AOR		\$77.00	Christal	Compass	Oceanside
KYXY	96.5	41 kw @ 540	AC		\$214.00	Christal	Chancellor	
XHRM	92.5	50 kw @ 650	Black AC		\$65.00	Katz	Jacor (LMA)	Tijuana
XHTZ	90.3	93 kw @ 840	CHR/Urban		\$125.00	Sentry		Tijuana
XTRA	91.1	100 kw @ 791	New Rock		\$130.00	Eastman	Jacor (LMA)	Tijuana

Notes: KFI -- See Los Angeles . . . 9/98 XHRM-F changed from Prog. AOR to the Black AC programming formerly on KMCG-F (95.7) as "Magic 92.5" . . . 9/98 KMCG-F changed to AC/CHR as KMSX-F ("Mix 95.7") . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KGB-F; KHTS-F; KIOZ-F; KJQY-F; KMSX-F; KOGO; KPOP; KSDO; XHRM-F (LMA); XTRA-F (LMA) . . . 10/98 KEBN-F changed calls to KLNK-F ("La Nueva")

# SAN FRANCISCO

**Arbitron Rank:** 4 Pop (12+): 5,665,700  
**MSA Rank:** 28-SF; 20-Oakland  
**MSA Pop:** 5,180,000  
**DMA:** 5  
**Average Persons Rating:** 15.1  
**Market TSL in Hours:** 20.25

**Stations:** 46 / 44  
**Diaries:** 7,379 / 768:1 / 52.5%  
**Sample Target:** 5,100  
**% Below Line:** 0.8  
**% Not Listed:** 17.9  
**Pop per Station:** 128,766

**Last Year's Revenue:** \$255,000,000  
**Household Income:** \$59,431  
**Total Retail Sales:** \$65.3 Bil.  
**#1 Biller:** KGO \$30,700,000  
**#1 Billing Portfolio:** Chancellor \$64,100,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 KGO	T	624 / 7.3	6.5	6.6	6.4	6.6	6.7	9866 / 17.4	15.2	16.3	743 / 11568	K	KGO
2 KOIT-AF	SAC	420 / 4.9	4.2	4.6	4.4	3.8	4.5	6491 / 11.5	12.3	11.1	426 / 6679	J	KOIT-AF
3 KCBS	N/T	373 / 4.4	4.6	4.5	5.3	4.8	4.7	8538 / 15.1	14.7	16.2	424 / 9796	K	KCBS
4 KYLD-F	U/CHR	333 / 3.9	4.4	4.7	3.8	4.2	4.2	6603 / 11.7	12.3	11.9	348 / 7012	I	KYLD-F
5 KMEL-F	CHR/U	309 / 3.6	2.9	3.5	2.8	3.4	3.2	6094 / 10.8	10.1	10.0	319 / 6445	I	KMEL-F
6 KKSF-F	J	307 / 3.6	3.0	2.8	2.7	3.3	3.0	4643 / 8.2	7.4	7.0	310 / 4714	I	KKSF-F
7 KDFC-F	CL	298 / 3.5	3.0	2.7	2.3	2.8	2.9	4744 / 8.4	7.5	7.4	300 / 4833	F	KDFC-F
8 KISQ-F	B/AC	290 / 3.4	3.4	2.9	3.5	3.0	3.3	5227 / 9.2	9.2	8.0	302 / 5474	G	KISQ-F
9 KFRC-AF	Q	271 / 3.2	3.4	3.5	2.8	3.3	3.2	5372 / 9.5	9.7	9.7	283 / 5734	J	KFRC-AF
10 KSFO	T	264 / 3.1	3.2	3.1	3.3	2.6	3.2	3207 / 5.7	5.4	4.9	288 / 3613	G	KSFO
11 KIOI-AF	AC/CHR	263 / 3.1	3.6	3.9	4.4	4.3	3.7	5628 / 9.9			271 / 5893	J	KIOI-AF
12 KNBR	SPRTS/SFS	238 / 2.8	3.8	4.4	3.1	4.1	3.5	5199 / 9.2	10.5	11.5	308 / 6665	K	KNBR
13 KBLX-F	J/U	235 / 2.7	2.1	2.6	2.9	2.9	2.6	4112 / 7.3	5.9	6.7	238 / 4208	I	KBLX-F
14 KFOG-FF	AOR-P	228 / 2.7	2.7	2.6	3.2	2.9	2.8	4898 / 8.6	8.6	8.5	238 / 5084	J	KFOG-FF
14 KITS-F	AOR-NR	228 / 2.7	3.0	1.9	1.8	1.8	2.3	5081 / 9.0	8.0	7.4	240 / 5367	H	KITS-F
16 KLLC-F	AC-NR	222 / 2.6	2.8	2.4	2.6	2.5	2.6	5488 / 9.7	9.9	9.8	228 / 5670	H	KLLC-F
17 KZQZ-F	CHR	210 / 2.5	2.5	3.0	2.9	2.7	2.7	5229 / 9.2	11.7	10.5	213 / 5336	C	KZQZ-F
18 KABL	ST	202 / 2.4	3.6	2.8	3.3	3.2	3.0	2946 / 5.2	5.3	5.8	203 / 2991	D	KABL
19 KSJO-FF	AOR	159 / 1.9	1.7	1.7	1.6	1.6	1.7	3053 / 5.4			181 / 3370		KSJO-FF
20 KSOL-FF	SP-R	153 / 1.8	2.0	1.4	1.3	2.3	1.6	2261 / 4.0	3.7	4.2	189 / 2663	G	KSOL-FF
21 KBRG-F	SP-C	136 / 1.6	1.4	1.3	1.4	0.7	1.4	1739 / 3.1	3.1	1.6	147 / 1911		KBRG-F
22 KLOK	SP-R	135 / 1.6	1.2	1.4	1.1	1.4	1.3	1450 / 2.6	2.4	2.4	144 / 1604		KLOK
23 KSAN-F	CL HITS	128 / 1.5	2.0	1.6	2.0	1.1	1.8	3003 / 5.3	6.0	3.8	131 / 3067	C	KSAN-F
24 KIQI	SP-NT	100 / 1.2	0.6	0.6	0.4	0.7	0.7	1181 / 2.1	1.4	1.3	100 / 1193	B	KIQI
25 KYCY-F	C	94 / 1.1	1.8	1.6	2.1	1.5	1.6	2203 / 3.9	4.5	4.2	97 / 2281	G	KYCY-F
26 KEZR-F	AC/CHR	89 / 1.0	1.1	1.0	0.9	0.9	1.0	2040 / 3.6	3.7	3.4	93 / 2176		KEZR-F
27 KUFX-F	CL AOR	86 / 1.0	1.2	0.6	0.9	1.2	0.9	2047 / 3.6	2.2	4.0	95 / 2346		KUFX-F
27 KBAY-F	SAC	86 / 1.0	0.8	1.1	1.2	1.2	1.0	1751 / 3.1	3.4	3.8	108 / 2085		KBAY-F
29 KLDZ-F	AOR-P	73 / 0.9	0.3					1403 / 2.5			74 / 1437		KLDZ-F

12+ FM Share (Metro) 69.49% (4882 of 7025) (Fall 97: 66.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLD-F	1 KYLD-F	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF <	1 KGO >	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO >
2 KMEL-F	2 KMEL-F	2 KISQ-F	2 KISQ-F <	2 KGO	2 KCBS	2 KCBS >	2 KOIT-AF >	2 KOIT-AF	2 KYLD-F	2 KOIT-AF <
3 KZQZ-F >>	3 KITS-F <	3 KYLD-F <	3 KGO <	3 KISQ-F <	3 KOIT-AF	3 KYLD-F <	3 KISQ-F	3 KMEL-F	3 KMEL-F	3 KYLD-F
4 KLLC-F	4 KGO <	4 KFOG-FF <	4 KKSF-F <	4 KKSF-F	4 KDFC-F <	4 KOIT-AF <	4 KNBR <	4 KKSF-F	4 KOIT-AF	4 KMEL-F
5 KOIT-AF	5 KFOG-FF	5 KKSF-F	5 KFOG-FF	4 KDFC-F <	5 KITS-F	5 KCBS <	4 KCBS <	5 KZQZ-F <	3 KDFC-F <	3 KDFC-F <
6 KSJO-FF	5 KMEL-F	6 KIOI-AF <	6 KFRC-AF	6 KSFO <	6 KSFO <	6 KIOI-AF	6 KSFO <	6 KDFC-F <	6 KDFC-F <	6 KKSF-F
6 KZQZ-F <	7 KKSF-F	7 KLLC-F <	6 KIOI-AF <	7 KFRC-AF	7 KFRC-AF <	6 KKSF-F <	7 KYLD-F	7 KKSF-F <	7 KCBS <	7 KCBS <
8 KIOI-AF	7 KLLC-F	8 KBLX-F <	8 KCBS	8 KNBR <	8 KIOI-AF <	8 KIOI-AF <	8 KFRC-AF	8 KISQ-F	8 KBLX-F <	8 KBLX-F <
8 KISQ-F <	7 KIOI-AF <	9 KCBS <	8 KBLX-F <	9 KABL <	9 KISQ-F <	8 KDFC-F	8 KDFC-F <	9 KISQ-F		
10 KSOL-FF	10 KITS-F <	10 KITS-F <	10 KLLC-F <	10 KISQ-F <	10 KKSF-F <	10 KFOG-FF <	10 KIOI-AF <	9 KITS-F		

  

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KYLD-F	1 KLLC-F	1 KLLC-F	1 KISQ-F	1 KOIT-AF	1 KYLD-F	1 KYLD-F	1 KITS-F <	1 KITS-F	1 KGO <	1 KGO >
2 KMEL-F >	2 KYLD-F <	2 KOIT-AF	1 KOIT-AF	2 KISQ-F <	2 KMEL-F	2 KITS-F <	2 KSJO-FF	1 KYLD-F <	2 KKSF-F	2 KCBS
3 KZQZ-F	3 KMEL-F	3 KIOI-AF <	3 KIOI-AF <	3 KGO	3 KITS-F	3 KMEL-F	3 KYLD-F <	3 KOIT-AF <	3 KFOG-FF <	3 KSFO <
4 KLLC-F	4 KIOI-AF <	4 KIOI-F	4 KLLC-F	3 KIOI-AF	4 KSJO-FF	4 KSJO-FF	4 KMEL-F <	4 KMEL-F	4 KNBR <	4 KOIT-AF >
5 KISQ-F	5 KOIT-AF	5 KITS-F	5 KISQ-F	5 KBLX-F <	5 KZQZ-F >	5 KOIT-AF	5 KOIT-AF <	4 KSJO-FF <	5 KOIT-AF <	5 KBLX-F <
6 KIOI-AF <	6 KISQ-F	5 KISQ-F <	5 KBLX-F <	6 KLLC-F <	6 KOIT-AF	6 KLLC-F <	6 KLLC-F <	6 KKSF-F <	6 KCBS <	6 KDFC-F <
7 KSOL-FF	6 KZQZ-F	7 KFOG-FF	7 KFOG-FF	7 KFOG-FF <	7 KLOK	7 KLOK <	7 KFOG-FF	7 KGO	7 KFRC-AF	
8 KBLX-F	8 KITS-F <	8 KERG-F <	7 KYLD-F <	8 KFRC-AF	8 KSOL-FF	8 KSOL-FF <	8 KSOL-FF <	7 KFOG-FF <	8 KITS-F <	
8 KOIT-AF	9 KSOL-FF <	9 KMEL-F	9 KMEL-F <	8 KKSF-F <	9 KZQZ-F <	9 KNBR	9 KNBR <	9 KNBR <	9 KSJO-FF <	
	10 KERG-F <	9 KZQZ-F		10 KDFC-F			9 KLOK	10 KFOG-F <	10 KISQ-F <	



# SAN FRANCISCO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KARA-F	O	105.7	Santa Clara	0.7	2.3	64	1374
KFAX	REL	1100	San Francisco	0.7	1.7	67	1054
KJQI-F	ST	100.7	San Rafael	0.6	1.6	48	892
KKIQ-F	AC	101.7	Livermore	0.4	1.1	34	750
KRPQ-F	C	104.9	Rohnert Park	0.3	0.8	29	435
KRTY-F	C	95.3	Los Gatos	0.7	2.1	66	1268
KTCT	SPRTS	1050	San Mateo	0.7	2.9	58	1811
KZST-F	AC	100.1	Sanla Rosa	0.5	1.2	47	730

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KATM-F	C	103.3	Modesto	0.5	1.1	202	2764
KSFM-F	CHR	102.5	Woodland	0.4	1.2	154	3391

Consolidation Report	12+	25-54	Revenue
<b>ABC</b>	10.4 %	7.4 %	14.2 %
KGO-AM, KSFO-AM			
<b>Bonneville</b>	10.9 %	9.7 %	8.4 %
KDFC-FM, KOIT-AF, KZQZ-FM			
<b>CBS/Infinity</b>	14.0 %	14.1 %	24.9 %
KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KYCY-AM, KYCY-FM			
<b>Chancellor</b>	20.0 %	17.5 %	25.1 %
KABL-AM, KIOI-FM, KISO-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLD-FM			
<b>Heftel</b>	1.8 %	1.9 %	2.2 %
KSOL-FM, KZOL-FM			
<b>Susquehanna</b>	7.0 %	8.9 %	19.5 %
KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM			
	<b>64.0 %</b>	<b>59.5 %</b>	<b>94.3 %</b>

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	631 (5)	631 (5)	9.0 %	8.6 %
AOR/Classic/NR	0 (0)	776 (7)	776 (7)	11.0 %	11.7 %
Black/Urban	0 (0)	623 (2)	623 (2)	8.9 %	9.4 %
CHR	0 (0)	549 (3)	549 (3)	7.8 %	7.6 %
Classical	0 (0)	298 (1)	298 (1)	4.2 %	4.1 %
Country	19 (1)	226 (4)	245 (5)	3.5 %	4.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	235 (2)	288 (3)	523 (5)	7.4 %	6.6 %
Jazz	0 (0)	542 (2)	542 (2)	7.7 %	7.4 %
News/Talk	1261 (3)	0 (0)	1261 (3)	18.0 %	17.2 %
Oldies	51 (1)	411 (3)	462 (4)	6.6 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	64 (1)	0 (0)	64 (1)	0.9 %	0.8 %
Soft AC	16 (1)	490 (2)	506 (3)	7.2 %	6.0 %
Sports	294 (2)	0 (0)	294 (2)	4.2 %	5.5 %
Standards/EZ	203 (2)	48 (1)	251 (3)	3.6 %	3.9 %
<b>Totals</b>	<b>2143 (13)</b>	<b>4882 (33)</b>	<b>7025 (46)</b>		

## AM Stations

Station	Power	Time	Format	AMFM	Rate	Partner	Partner	Location
KABL	960	5 kw (DA-1)	Standards	AMFM	\$70.00	Century	Chancellor	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$355.00	CBS	CBS/Infinity	
KFRC	610	5 kw	See KFRC-F					
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	ABC	ABC	
KIOI	1010	10 kw/0.5 kw (DA-2)	Hispanic News/Talk	UNICA	\$ NA	—	Unica	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional		\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$335.00	Mc-Guild	Susquehanna	
KNEW	910	5 kw (DA-N)	See KIOI-F					
KOIT	1260	5 kw/1 kw	See KOIT-F					
KSFO	560	5 kw (DA-N)	Talk	ABC	\$55.00	ABC	ABC	

# SAN FRANCISCO

## FM Stations

Station	Freq	Power	Format	Value	Owner	City
KBLX	102.9	6.6 kw @ 1290	Jazz/Urban	\$168.00	D&R	Berkeley
KDFC	102.1	33 kw @ 1047	Classical	\$105.00	Katz	Bonneville
KFFG	97.7	1.6 kw @ 449	See KFOG-F			Los Altos
KFJO	92.1	3 kw @ 90	See KSJO-F San Jose			Walnut Creek
KFOG	104.5	7.1 kw @ 1505	Progressive AOR	\$240.00	Mc-Guild	Susquehanna
KFRC	99.7	40 kw @ 1299	Oldies	\$285.00	CBS	CBS
KIOI	101.3	125 kw @ 1162	AC/CHR	\$300.00	Christal	Chancellor
KISQ	98.1	100 kw @ 960	Black AC	\$95.00	Eastman	Chancellor
KJTS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	CBS/Infinity
KKSF	103.7	7.8 kw @ 1470	Jazz	\$234.00	Eastman	Chancellor
KLLC	97.3	82 kw @ 1014	Modern AC	CBS \$105.00	CBS	CBS/Infinity
KMEL	105.1	69 kw @ 1250	CHR/Urban	\$263.00	Christal	Chancellor
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	Bonneville
KSAH	107.7	8.9 kw @ 1161	Classic Hits	\$145.00	Mc-Guild	Susquehanna
KSOL	98.9	6 kw @ 1355	Hispanic-Regional	\$67.00	Allied	Hefel
KYCY	93.3	50 kw @ 492	Country	Westwd \$105.00	CBS	CBS/Infinity
KYLD	94.9	30 kw @ 1210	Urban/CHR	AP. AMFM \$163.00	Katz	Chancellor
KZOL	99.1	1.1 kw @ 2608	See KSOL-F			Santa Cruz
KZQZ	95.7	6.9 kw @ 1290	CHR	\$100.00	Sentry	Bonneville

Notes: Other ranked stations -- See San Jose . . . Historic cumes for KIOI-AF and KSJO-F are not available . . . 9/98 KNEW changed from Country to simulcasting AC/CHR KIOI-F . . . 9/98 KZWC-F (92.1; Walnut Creek) changed from Hispanic to simulcasting AOR KSJO-F San Jose as KFJO-F . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil: KFJO-F; KZSF-F . . . 11/98 KVON/KVYN-F (Napa) sold for \$1,690,000 (Exline) . . . 12/98 KKHI-AF changed from Classical to Standards as KJQI-AF ("Joy") . . . 12/98 KZSF-F upgraded its facility to 3.6 kw @ 420' at the same site

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# SAN JOSE

Arbitron Rank: 27 Pop (12+): 1,427,100  
 MSA Rank: 30  
 MSA Pop: 1,640,000  
 DMA: San Francisco (#5)  
 Average Persons Rating: 14.5  
 Market TSL in Hours: 19.50

Stations: 42 / 11  
 Diaries: 2,616/ 546:1/ 49.7%  
 Sample Target: 2,620  
 % Below Line: NA  
 % Not Listed: NA  
 Pop per Station: 129,736

Last Year's Revenue: \$42,000,000  
 Household Income: \$72,383  
 Total Retail Sales: \$17.7 Bil.  
 #1 Biller: KSJO-F \$8,000,000  
 #1 Billing Portfolio: CBS/Infinity \$12,310,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KEZR-F	AC/CHR	81 / 3.9	3.8	3.7	3.2	3.4	3.7	1582 / 11.1	12.0	12.0	92 / 2054	G	KEZR-F
2	KBAY-F	SAC	75 / 3.6	2.3	3.7	4.0	3.9	3.4	1283 / 9.0	9.3	10.1	104 / 1952	G	KBAY-F
3	KSJO-F	AOR	65 / 3.1	3.8	3.4	2.8	2.9	3.3	1283 / 9.0	9.0	9.4	118 / 2272	H	KSJO-F
3	KLOK	SP-R	65 / 3.1	2.5	3.3	2.3	2.5	2.8	713 / 5.0	4.8	5.0	134 / 1295	F	KLOK
5	KBRG-F	SP-C	62 / 3.0	2.5	1.8	2.5	0.9	2.5	671 / 4.7	4.3	2.7	106 / 1399		KBRG-F
6	KRTY-F	C	60 / 2.9	3.2	3.0	3.0	2.8	3.0	1043 / 7.3	7.2	7.8	66 / 1236	E	KRTY-F
7	KARA-F	AC	55 / 2.7	3.0	2.7	3.3	3.3	2.9	972 / 6.8	7.9	8.5	63 / 1278	E	KARA-F
8	KUFX-F	CL AOR	49 / 2.4	2.4	1.7	2.0	3.5	2.1	1125 / 7.9	5.0	9.8	81 / 1989	D	KUFX-F
9	KLDZ-F	AOR-P	44 / 2.1	0.8					697 / 4.9			68 / 1203		KLDZ-F
10	KAZA	SP	26 / 1.3	0.8	0.7	1.6	0.8	1.1	290 / 2.0	0.9	1.0	30 / 346	A	KAZA
11	KLIV	N	16 / 0.8	0.7	0.7	1.0	0.7	0.8	489 / 3.4	3.4	3.0	17 / 534	A	KLIV
12	KZSF	SP-R	10 / 0.5	0.8	0.7	0.6		0.7	152 / 1.1	1.2		24 / 308		KZSF

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KSJO-F	1 KSJO-F <	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KBAY-F >	1 KSJO-F	1 KEZR-F	1 KEZR-F	1 KEZR-F <
2	KEZR-F	2 KEZR-F	2 KSJO-F <	2 KLOK	2 KBAY-F <	2 KUFX-F	2 KEZR-F <	2 KBAY-F	2 KBAY-F	2 KBAY-F <
3	KRTY-F	3 KLDZ-F	3 KLOK	3 KSJO-F <	3 KLOK <	2 KEZR-F	3 KBAY-F <	3 KLOK <	3 KRTY-F <	3 KSJO-F <
4	KUFX-F	4 KBRG-F	4 KBRG-F <	4 KBAY-F <	4 KSJO-F <	2 KARA-F <	4 KLOK <	4 KARA-F <	4 KSJO-F <	4 KBRG-F <
4	KBAY-F >>	4 KLOK	5 KBAY-F	5 KUFX-F <	5 KBRG-F	5 KLOK <	5 KARA-F <	5 KBRG-F	5 KBRG-F <	5 KLOK <
		6 KRTY-F	5 KRTY-F <	6 KBRG-F <	5 KUFX-F <	6 KBRG-F <	6 KRTY-F	6 KUFX-F	6 KLOK <	6 KRTY-F <
			7 KUFX-F <	7 KRTY-F	7 KRTY-F	7 KRTY-F		7 KUFX-F	7 KLOZ-F	6 KSJO-F
			8 KLDZ-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	KLDZ-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F <	1 KSJO-F >	1 KSJO-F >	1 KSJO-F >	1 KSJO-F >	1 KSJO-F
2	KBRG-F >>	2 KBRG-F	2 KBRG-F <	2 KBAY-F <	2 KBAY-F	2 KLOK >	2 KLOK	2 KLDZ-F	2 KLOK	2 KUFX-F <
3	KLOK	3 KLDZ-F	3 KBAY-F	3 KBRG-F	3 KBRG-F	3 KRTY-F	3 KLDZ-F <	3 KLOK	3 KUFX-F	3 KLOK
4	KRTY-F	4 KBAY-F	4 KRTY-F	4 KLOK <	4 KLOK	4 KBRG-F	4 KRTY-F	4 KEZR-F	3 KEZR-F	4 KEZR-F <
		5 KRTY-F	5 KARA-F	5 KARA-F	4 KARA-F <	4 KEZR-F >	5 KEZR-F	4 KRTY-F	3 KRTY-F	5 KRTY-F <
		6 KARA-F	5 KLDZ-F	6 KLDZ-F <	6 KRTY-F	6 KBRG-F	6 KAZA	6 KLDZ-F	6 KLDZ-F	6 KLDZ-F
				7 KRTY-F						

# SAN JOSE

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Consolidation Report	12+	25-54	Revenue
KABL	ST	960	Oakland	1.7	3.7	120	1564	CBS/Infinity	7.5 %	8.6 %	29.3 %
KBLX-F	J/U	102.9	Berkeley	1.2	3.9	155	2623	KBAY-FM, KEZR-FM			
KCBS	M/T	740	San Francisco	3.8	13.5	196	4720	Jacor	5.5 %	6.7 %	23.8 %
KDFC-F	CL	102.1	San Francisco	3.0	6.9	177	2644	KOME-FM, KSJO-FM, KUFX-FM			
KDOI-F	CHR	102.5	Salinas	0.5	3.1	108	1747	Kieve	6.4 %	6.7 %	17.0 %
KFAX	REL	1100	San Francisco	0.5	1.9	45	687	KARA-FM, KLIV-AM, KRTY-FM			
KFOG-F	AOR-P	104.5	San Francisco	2.2	6.6	104	2319				
KFRC-AF	O	99.7	San Francisco	2.4	7.5	143	3001		19.4 %	22.0 %	70.1 %
KGO	T	810	San Francisco	7.9	17.8	429	6412				
KJOF-F	AC/CHR	101.3	San Francisco	2.1	8.2	161	3293				
KJOI	SP	1010	San Francisco	0.7	1.4	48	601				
KJSQ-F	B/AC	98.1	San Francisco	2.3	6.2	170	2958				
KITS-F	AOR-MR	105.3	San Francisco	3.0	9.5	137	2873				
KKSF-F	J	103.7	San Francisco	2.8	7.0	148	2477				
KLLC-F	AC-MR	97.3	San Francisco	1.6	5.6	97	2374				
KMEL-F	CHR/U	106.1	San Francisco	1.9	7.8	199	3600				
KHBR	SPRTS/FS	680	San Francisco	2.8	8.8	153	3232				
KOIT-AF	SAC	95.5	San Francisco	3.4	10.7	234	3613				
KSAJ-F	CL HITS	107.7	San Mateo	0.7	3.4	59	1469				
KSFO	T	560	San Francisco	2.7	4.4	119	1474				
KSOL-F	SP	99.1	Santa Cruz	2.1	4.8	144	1819				
KTCT	SPRTS	1050	San Mateo	0.5	2.5	34	1096				
KYCY-F	C	93.3	San Francisco	0.6	2.7	49	1138				
KYLD-F	U/CHR	94.9	San Francisco	5.6	13.8	216	4141				
KZOZ-F	CHR	95.7	San Francisco	2.9	10.1	124	3225				

## AM Stations

Station	Power	Frequency	Market	Ownership	Other
KAZA	1290	5 kw @ 088 kw (DA-2)	Hispanic	\$ NA Lotus	Gilroy
KLIV	1590	5 kw (DA-1)	News	CNN \$18.00 Allied	Kieve
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00 Caballero	EXCL
KZSF	1370	5 kw (DA-2)	Hispanic-Regional	\$ NA —	Z-Spanish

## FM Stations

Station	Power	Frequency	Market	Ownership	Other
KARA	105.7	50 kw @ 500	AC	\$78.00 Allied	Kieve Santa Clara
KBAY	94.5	34 kw @ 587	Soft AC	UPI. AP \$100.00 Christal	CBS/Infinity
KBRG	100.3	14.5 kw @ 2580	Hispanic Contemp	\$ NA Caballero	EXCL
KEZR	105.5	50 kw @ 430	AC/CHR	\$107.00 Christal	CBS/Infinity
KLDZ	104.9	3 kw @ 300	Progressive AOR	ABC \$ NA Eastman	Jacor Fremont
KRKY	95.3	0.9 kw @ 850	Country	\$89.00 Allied	Kieve Los Gatos
KSJO	92.3	50 kw @ 455	AOR	\$145.00 Eastman	Jacor
KUFX	99.5	12.5 kw @ 880	Classic AOR	ABC \$55.00 Eastman	Jacor Gilroy

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankings . . . 10/98 KLDZ (104.9; Fremont) changed from simulcasting KUFX-F to a "Gold-based Alternative" (AOR-P) . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil. KLDZ-F, KSJO-F, KUFX-F

# SANTA ROSA

Arbitron Rank: 113 Pop (12+): 370,600	Stations: 41 / 13	Last Year's Revenue: \$9,800,000
MSA Rank: 117	Diaries: 1,125 / 329:1 / 60.6%	Household Income: \$49,165
MSA Pop: 436,000	Sample Target: 1,030	Total Retail Sales: \$4.5 Bil.
DMA: San Fran. (#5)	% Below Line: 45.0	#1 Biller: NA
Average Persons Rating: 15.6	% Not Listed: 11.9	#1 Billing Portfolio: NA
Market TSL in Hours: 21.00	Pop per Station: 28,508	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	KZST-F	AC	45 / 7.8	6.5	6.8	6.8	660 / 17.8	15.7	17.6	45 / 660	KZST-F
2	KGO	T	41 / 7.1	6.7	8.2	7.2	651 / 17.6	16.3	18.2	41 / 651	KGO
3	KCBS	N/T	29 / 5.0	3.4	4.1	4.0	549 / 14.8	12.9	15.7	29 / 549	KCBS
4	KRPO-F	C	28 / 4.8	3.1	3.9	4.4	410 / 11.1	9.7	10.1	28 / 410	KRPO-F
5	KXFX-F	AOR	25 / 4.3	6.9	4.8	4.2	413 / 11.2	14.1	14.5	25 / 413	KXFX-F
5	KJZY-F	J	25 / 4.3	2.8	3.7	3.7	362 / 9.8	8.1	8.9	25 / 362	KJZY-F
7	KMGG-F	O	24 / 4.2	3.1	2.1	3.7	474 / 12.8	11.4	11.0	24 / 474	KMGG-F
8	KSRO	N/T	23 / 4.0	2.2	2.5	2.4	332 / 9.0	8.6	7.3	23 / 332	KSRO
9	KMHX-F	AC-NR	21 / 3.6	3.1	3.6		481 / 13.0	12.0	11.7	21 / 481	KMHX-F
10	KABL	ST	19 / 3.3	5.8	5.7	4.4	309 / 8.3	10.5	10.4	19 / 309	KABL
11	KFGY-F	C	18 / 3.1	4.1	4.3	3.8	371 / 10.0	11.9	11.3	18 / 371	KFGY-F
11	KYLD-F	B/CHR	18 / 3.1	1.2	1.8	1.9	343 / 9.2	4.5	6.2	18 / 343	KYLD-F
13	KNBR	SPRTS	17 / 2.9	5.0	3.6	3.8	379 / 10.2	12.5	11.4	17 / 379	KNBR
13	KDFC-F	CL	17 / 2.9	1.7	3.2	2.8	211 / 5.7	5.0	6.7	17 / 211	KDFC-F
15	KLLC-F	AC-NR	15 / 2.6	3.1	3.4	1.9	309 / 8.3	9.3	10.8	15 / 309	KLLC-F
15	KSFO	T	15 / 2.6	3.6	2.1	3.3	170 / 4.6	5.2	4.6	15 / 170	KSFO
17	KMEL-F	CHR	13 / 2.3	1.7	1.8	2.1	309 / 8.3	6.0	7.0	13 / 309	KMEL-F
18	KTOB	SP-C	12 / 2.1	1.0		0.3	116 / 3.1	1.7		12 / 116	KTOB
18	KFRC-AF	O	12 / 2.1	2.2	2.0	2.1	184 / 5.0	7.9	6.0	12 / 184	KFRC-AF
20	KITS-F	AOR-NR	11 / 1.9	1.7	1.2	2.4	204 / 5.5	6.5	7.1	11 / 204	KITS-F
21	KRSH-F	AOR-P	10 / 1.7	1.9	2.0	2.3	214 / 5.8	6.9	5.4	10 / 214	KRSH-F

12+ FM Share (Metro): 64.44% (328 of 509) (Fall 97: 63.35%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMEL-F	1 KZST-F >	1 KZST-F >	1 KZST-F >	1 KZST-F >	1 KGO >	1 KZST-F	1 KZST-F	1 KZST-F >	1 KGO >	1 KGO >
2 KYLD-F >	2 KYLD-F	2 KXFX-F	2 KXFX-F	2 KXFX-F	2 KZST-F <	2 KCBS	2 KGO >	2 KMGG-F <	2 KZST-F	2 KJZY-F <
3 KMHX-F	2 KXFX-F	3 KRPO-F <	3 KMGG-F	3 KMGG-F	3 KCBS	3 KGO	3 KXFX-F	3 KRPO-F <	3 KMEL-F	3 KRPO-F
4 KITS-F >	2 KRPO-F	4 KMGG-F	4 KRPO-F <	4 KRPO-F	4 KJZY-F <	4 KSRO <	4 KJZY-F <	4 KGO <	3 KYLD-F	3 KCBS <
	5 KTOB	5 KMHX-F	5 KSRO	4 KGO <	5 KSRO	5 KXFX-F	5 KRPO-F	5 KJZY-F <	3 KJZY-F	5 KMGG-F <
	5 KMHX-F	6 KSRO	5 KJZY-F	6 KSRO <	6 KABL	6 KRPO-F	6 KMHX-F	6 KXFX-F <	3 KRPO-F	6 KZST-F
	7 KLLC-F	6 KGO <	5 KGO	7 KJZY-F	7 KDFC-F	7 KYLD-F	6 KABL	7 KSFO	7 KMGG-F	7 KABL
	7 KFGY-F	8 KJZY-F	8 KMHX-F	8 KFGY-F	7 KRPO-F <	8 KLLC-F <	6 KNBR <	7 KMHX-F <	7 KDFC-F	7 KDFC-F
	7 KMGG-F	8 KLLC-F <	8 KLLC-F <	8 KCBS	9 KMGG-F <	9 KMGG-F <	9 KCBS <	9 KCBS <	7 KFGY-F	7 KFGY-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KYLD-F	1 KZST-F >	1 KZST-F >	1 KZST-F >>	1 KZST-F >>	1 KRPO-F	1 KXFX-F	1 KXFX-F	1 KXFX-F	1 KXFX-F	1 KCBS
2 KZST-F	2 KYLD-F	2 KLLC-F	2 KLLC-F	2 KLLC-F	2 KXFX-F	2 KYLD-F	1 KZST-F	2 KZST-F	2 KZST-F >	2 KSRO
3 KMHX-F	2 KLLC-F	2 KMHX-F	3 KMGG-F	2 KMGG-F	2 KYLD-F >	2 KZST-F	3 KTOB	3 KRPO-F	3 KSRO	3 KGO >
3 KRPO-F >	2 KMHX-F	2 KXFX-F	3 KRPO-F	2 KRPO-F	4 KITS-F	4 KTOB	4 KYLD-F	4 KMGG-F	3 KMGG-F	4 KZST-F
5 KLLC-F	2 KRPO-F	5 KTOB	3 KMHX-F >	5 KJZY-F	4 KMEL-F	4 KRPO-F	4 KSJO-F >	4 KSRO	5 KCBS	
5 KMGG-F >>	6 KMGG-F	5 KFGY-F	6 KFGY-F	5 KMHX-F	4 KMHX-F >>	6 KITS-F	6 KITS-F	6 KSFO	5 KNBR	
	7 KTOB	5 KMGG-F	6 KRSH-F	5 KGO	6 KSJO-F			6 KNBR	5 KGO	
	7 KFGY-F	5 KRPO-F >	6 KGO	8 KFGY-F				6 KTOB	8 KRPO-F	
	7 KXFX-F		6 KYLD-F					6 KGO	8 KSFO	
			6 KJZY-F						8 KJZY-F	

# SANTA ROSA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KGRP-F	CL HITS	100.9	Calistoga	10	3.9	6	146	KFAX	REL	1100	San Francisco	0.3	1.0	2	39	
KHBG-F	AC	95.9	Healdsburg	07	2.0	4	74	KFOG-F	AOR-P	104.5	San Francisco	0.7	2.6	4	95	
KRRS	SP	1480	Santa Rosa	14	2.7	8	101	KHYL-F	O	101.1	Auburn	0.3	1.1	2	41	
<b>Format Performance</b>				<b>AM</b>	<b>FM</b>	<b>Total</b>	<b>%</b>	<b>Fall 97</b>								
AC		0 (0)	90 (5)	90 (5)	17.7 %	16.1 %										
AOR/Classic/NR		0 (0)	54 (5)	54 (5)	10.6 %	12.7 %										
Black/Urban		0 (0)	24 (2)	24 (2)	4.7 %	4.0 %										
CHR		0 (0)	16 (2)	16 (2)	3.1 %	3.6 %										
Classical		0 (0)	17 (1)	17 (1)	3.3 %	4.4 %										
Country		1 (1)	46 (2)	47 (3)	9.2 %	12.5 %										
Full Service		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %										
Hispanic		23 (3)	0 (0)	23 (3)	4.5 %	2.8 %										
Jazz		0 (0)	29 (2)	29 (2)	5.7 %	5.0 %										
News/Talk		108 (4)	0 (0)	108 (4)	21.2 %	19.3 %										
Oldies		6 (1)	41 (5)	47 (6)	9.2 %	7.6 %										
Others/Unknown		0 (0)	0 (0)	0 (0)	0.0 %	0.0 %										
Religion/Gospel		2 (1)	0 (0)	2 (1)	0.4 %	0.4 %										
Soft AC		0 (0)	6 (1)	6 (1)	1.2 %	0.4 %										
Sports		21 (2)	0 (0)	21 (2)	4.1 %	4.8 %										
Standards/EZ		20 (2)	5 (1)	25 (3)	4.9 %	6.4 %										
<b>Totals</b>		<b>181 (14)</b>	<b>328 (26)</b>	<b>509 (40)</b>												

  

Consolidation Report				12+	25-54	Revenue
<b>Amaturo</b>				15.6 %	18.8 %	%
KFGY-FM, KMGF-FM, KSRO-AM, KXFX-FM						
<b>Constant</b>				3.4 %	4.6 %	%
KGRP-FM, KHBG-FM, KRSH-FM						
<b>KRPQ</b>				8.4 %	7.8 %	%
KMHX-FM, KRPO-FM						
<b>KZST</b>				12.1 %	13.2 %	%
KJZY-FM, KZST-FM						
				39.5 %	44.4 %	%

### AM Stations

KSRO	1350	5 kw (DA-N)	News/Talk	Westwd, CNN	\$21.00	Eastman	Amaturo	
KTQB	1450	1 kw	Hispanic Contemp		\$ NA	---		Petaluma

### FM Stations

KFGY	92.9	2.3 kw @ 1948	Country	\$ < 20.00	Allied	Amaturo	Healdsburg
KGRP	100.9	0.063 kw @ 2945	Classic Hits	\$ NA	---	Constant	Calistoga
KJZY	93.7	1.1 kw @ 780	Jazz	ABC	\$ < 20.00	Mc-Guild	KZST-F
KMGF	97.7	2.05 kw @ 1122	Oldies	Westwd	\$24.00	Allied	Amaturo
KMHX	104.1	0.25 kw @ 1106	Modern AC	\$ NA	---	KRPQ-F	Windsor
KRPO	104.9	0.34 kw @ 915	Country	\$39.00	Chnstal	KMHX-F	Rohner Park
KRSH	99.7	0.34 kw @ 1378	Progressive AOR	\$ < 20.00	---	Constant	Middletown
KXFX	101.7	2.2 kw @ 1029	AOR	\$34.00	Allied	Amaturo	
KZST	100.1	6 kw @ 239	AC	ABC	\$65.00	Mc-Guild	KJZY-F

Notes: Other ranked stations - See San Francisco. The market's Metro & Total survey areas are the same. No station revenue data are available. 9/98  
 KMHX-F sold to KRPO-F for \$1,330,000. 10/98 KHBG-F sold for \$1,100,000. 12/98 KHBG-F sold for \$2,200,000.

# SARASOTA-BRADENTON

Arbitron Rank: 79 Pop (12+): 499,000	Stations: 31 / 5	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 918 / 544:1 / 53.9%	Household Income: \$38,399
MSA Pop: NA	Sample Target: 880	Total Retail Sales: \$6.2 Bil.
DMA: Tampa (#15)	% Below Line: 68.3	#1 Biller: NA
Average Persons Rating: 16.2	% Not Listed: 16.7	#1 Billing Portfolio: NA
Market TSL in Hours: 21.75	Pop per Station: 99,800	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	WDUV-F	EZ/ST	96 / 11.9	14.5	14.4	15.6	1120 / 22.4	24.4	24.0	111 / 1322	WDUV-F
2	WHPT-F	AOR-P	55 / 6.8	4.8	4.5	4.8	724 / 14.5	11.9	12.1	63 / 922	WHPT-F
3	WFLA	T	52 / 6.4	6.6	6.1	4.1	622 / 12.5	12.8	11.3	55 / 643	WFLA
4	WCTO-F	C	50 / 6.2	7.8	4.1	4.2	682 / 13.7	13.9	9.3	52 / 735	WCTO-F
5	WFLZ-F	CHR	48 / 5.9	6.3	7.2	8.0	898 / 18.0	18.8	16.2	67 / 1221	WFLZ-F
6	WWRM-F	SAC	37 / 4.6	3.7	4.8	3.8	475 / 9.5	9.4	11.1	39 / 519	WWRM-F
7	WKII	ST	34 / 4.2	2.8	2.7	2.2	259 / 5.2	3.4	3.7	67 / 534	WKII
8	WYNF-F	AOR/CL	32 / 4.0	4.7	3.8	4.2	476 / 9.5	9.4	9.0	39 / 612	WYNF-F
8	WSRZ-F	O	32 / 4.0	5.2	4.5	3.9	512 / 10.3	10.6	12.2	33 / 551	WSRZ-F
10	WFJO-F	B/O	30 / 3.7	1.0	1.1		359 / 7.2	2.6	3.5	32 / 404	WFJO-F
11	WLLD-F	CHR/U	23 / 2.8	1.9			331 / 6.6	5.8		23 / 335	WLLD-F
12	WSJT-F	J	22 / 2.7	3.5	4.1	3.4	390 / 7.8	6.6	8.4	25 / 447	WSJT-F
12	WXTB-F	AOR	22 / 2.7	3.2	2.5	3.3	292 / 5.9	6.8	5.3	26 / 324	WXTB-F
14	WRBQ-F	C	20 / 2.5	2.3	2.5	4.2	272 / 5.5	5.7	7.1	21 / 287	WRBQ-F
15	WGUL-AF	ST	19 / 2.3	1.9	1.2	2.3	250 / 5.0	3.8	2.3	19 / 250	WGUL-AF
16	WSSR-F	AC-NR	18 / 2.2	1.1	2.0	0.8	407 / 8.2	5.9	7.9	18 / 427	WSSR-F

12+ FM Share (Metro): 81.01% ( 546 of 674 ) ( Fall 97: 81.35% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLLD-F <	1 WFLZ-F	1 WHPT-F >	1 WHPT-F >	1 WHPT-F >	1 WDUV-F >>	1 WDUV-F <	1 WDUV-F	1 WDUV-F >	1 WDUV-F	1 WDUV-F >>
2 WFLZ-F >>>	1 WHPT-F	2 WFLZ-F	2 WFLZ-F <	2 WCTO-F	2 WFLA	2 WFLZ-F <	2 WHPT-F	2 WCTO-F	1 WLLD-F	2 WFLZ-F
	3 WYNF-F >	3 WYNF-F	3 WFJO-F <	3 WFLZ-F <	3 WCTO-F <	3 WFLA	3 WFLA <	3 WHPT-F <	3 WYNF-F	3 WHPT-F
	4 WSSR-F	4 WFJO-F <	4 WCTO-F	4 WFJO-F <	4 WKII <	4 WHPT-F <	4 WCTO-F	4 WFLZ-F <	4 WFLZ-F <	3 WCTO-F
	4 WCTO-F <	5 WCTO-F	4 WYNF-F	5 WSRZ-F	5 WWRM-F <	5 WCTO-F >	5 WKII <	5 WFLA	5 WFLA	5 WWRM-F <
	6 WXTB-F	6 WXTB-F <	6 WSRZ-F	6 WYNF-F	6 WHPT-F <	6 WSRZ-F <	6 WWRM-F	6 WYNF-F <	6 WFJO-F	6 WSRZ-F
	7 WLLD-F	7 WSRZ-F	7 WFLA	7 WSJT-F	7 WSRZ-F >	7 WWRM-F <	7 WFJO-F <	7 WWRM-F <	6 WXTB-F	6 WFLA <
	8 WFJO-F >	8 WSSR-F <	7 WXTB-F <	7 WFLA	8 WFJO-F	8 WKII <	8 WSRZ-F	8 WSRZ-F	8 WHNZ	8 WKII <
		9 WFLA <	9 WSJT-F	7 WWRM-F <	8 WGUL-AF <	9 WXTB-F	9 WYNF-F <	8 WFJO-F <	8 WGUL-AF	9 WYNF-F
		10 WSJT-F <	10 WSSR-F	10 WXTB-F		10 WFJO-F <	10 WFLZ-F	10 WKII <	8 WWRM-F <	9 WLLD-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFLZ-F >>	1 WFLZ-F <	1 WHPT-F	1 WHPT-F	1 WHPT-F >	1 WYNF-F	1 WYNF-F	1 WFLZ-F	1 WHPT-F	1 WHPT-F >	1 WFLA >
2 WSSR-F	2 WHPT-F	2 WFJO-F	2 WFLZ-F	2 WFJO-F	2 WHPT-F >	2 WFLZ-F	2 WYNF-F	2 WYNF-F	2 WCTO-F <	2 WDUV-F
2 WWRM-F >	3 WFJO-F	3 WFLZ-F >	3 WFJO-F	2 WWRM-F	3 WFLZ-F	2 WHPT-F >	3 WHPT-F	3 WFLZ-F	3 WSRZ-F <	3 WGUL-AF
4 WXTB-F	4 WSSR-F	4 WSSR-F	4 WWRM-F	4 WCTO-F	3 WLLD-F >	4 WCTO-F	4 WCTO-F	4 WXTB-F	4 WFLZ-F	3 WLLD-F >
4 WLLD-F >>>	5 WWRM-F	4 WCTO-F	5 WSSR-F	5 WFLZ-F	5 WXTB-F >>>	5 WXTB-F	5 WSSR-F	5 WCTO-F	4 WYNF-F <	
	6 WCTO-F	6 WYNF-F	5 WSJT-F	6 WSJT-F <	6 WSSR-F	6 WSSR-F	5 WXTB-F >	6 WSRZ-F <	6 WXTB-F	
	6 WLLD-F	6 WSJT-F	5 WYNF-F	7 WSRZ-F	6 WLLD-F >>>	7 WLLD-F >	7 WFLA	7 WFLA	7 WFLA	
	6 WYNF-F	6 WWRM-F >	5 WCTO-F	8 WYNF-F			8 WSSR-F	8 WSRZ-F	8 WFJO-F	
			9 WSRZ-F				8 WFJO-F	9 WSSR-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAMR	SPRTS	1320	Venice	0.4	1.4	3	77	WAKS-F	AC/CHR	100.7	Tampa	1.2	5.4	13	309
WKXY	T	930	Sarasota	0.5	2.9	4	146	WCOF-F	CL HITS	107.3	St. Petersburg	0.7	4.3	6	221
								WCVU-F	EZ	104.9	Solana	0.6	1.6	21	266
								WDAE	SPRTS	1250	Tampa	0.4	1.2	3	60
								WHNZ	N	570	Pinellas Park	0.7	3.0	6	152
								WINK-F	AC	96.9	Ft. Myers	1.4	5.0	34	524
								WQYK-F	C	99.5	Tampa	0.7	2.8	7	173
								WSUN	N	620	St. Petersburg	0.5	3.5	4	202
								WTBT-F	CL AOR	105.5	New Port Richey	0.9	3.0	8	154
								WXKB-F	CHR	103.9	Cape Coral	0.7	2.8	21	403
								WYUU-F	O	92.5	Safety Harbor	0.9	3.6	7	187
								WZTM	SPRTS	820	Largo	0.7	3.4	7	202

# SARASOTA-BRADENTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Jacor	14.6 %	20.7 %	%	AC	0 (0)	39 (3)	39 (3)	5.8 %	5.9 %
WAMR-AM, WCTO-FM, WSPB-AM, WSRZ-FM, WYNF-FM				AOR/Classic/NR	0 (0)	116 (4)	116 (4)	17.2 %	15.3 %
	14.6 %	20.7 %	%	Black/Urban	0 (0)	30 (1)	30 (1)	4.5 %	1.0 %
				CHR	0 (0)	77 (3)	77 (3)	11.4 %	9.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	76 (3)	76 (3)	11.3 %	10.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	22 (1)	22 (1)	3.3 %	5.0 %
				News/Talk	66 (4)	0 (0)	66 (4)	9.8 %	10.3 %
				Oldies	0 (0)	45 (3)	45 (3)	6.7 %	7.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	37 (1)	37 (1)	5.5 %	10.0 %
				Sports	12 (3)	0 (0)	12 (3)	1.8 %	1.8 %
				Standards/EZ	50 (2)	104 (3)	154 (5)	22.8 %	23.2 %
				<b>Totals</b>	<b>128 (9)</b>	<b>546 (22)</b>	<b>674 (31)</b>		

## FM Stations

WCTO	92.1	22 kw @ 328	Country	Westwd	\$34.00	Eastman	Jacor	Venice
WSRZ	106.3	25 kw @ 259	Oldies		\$47.00	Eastman	Jacor	
WYNF	107.9	46 kw @ 515	AOR/Classic AOR		\$40.00	Eastman	Jacor	Coral Cove

Notes: Other ranked stations -- See Tampa-Saint Petersburg or Fort Myers-Naples . . . Revenue data are not available . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil · WAMR, WCTO-F, WSPB, WSRZ-F, WYNF-F



# SAVANNAH

Arbitron Rank: 153 Pop (12+): 235,600	Stations: 19 / 18	Last Year's Revenue: \$14,000,000
MSA Rank: 163	Diaries: 926 / 254:1 / 48.3%	Household Income: \$36,049
MSA Pop: 288,000	Sample Target: 900	Total Retail Sales: \$2.8 Bil
DMA: 100	% Below Line: 0.5	#1 Biller: WAEV-F \$2,250,000
Average Persons Rating: 15.7	% Not Listed: 13.2	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 13,089	Capstar \$6,290,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WEAS-F	B	48 / 12.9	12.1	12.6	11.5	612 / 26.0	24.3	23.3	106 / 1298	C	WEAS-F
2	WSOK	B/G	42 / 11.3	10.4	10.2	10.1	378 / 16.0	14.5	14.3	43 / 401	A	WSOK
3	WLVH-F	B/AC	35 / 9.4	8.5	7.3	8.5	416 / 17.6	17.1	17.3	48 / 627	C	WLVH-F
4	WBMO	T	23 / 6.2	2.5	3.8	2.4	214 / 9.1	7.6	9.0	36 / 393	B	WBMO
5	WAEV-F	AC	22 / 5.9	7.1	9.6	9.3	526 / 22.3	21.8	23.1	40 / 991	D	WAEV-F
6	WJCL-F	C	21 / 5.7	8.5	9.1	9.6	364 / 15.4	17.2	19.2	51 / 826	C	WJCL-F
6	WCHY-F	C	21 / 5.7	4.7	5.0	5.1	304 / 12.9	14.2	15.2	36 / 680	C	WCHY-F
8	WZAT-F	CHR	18 / 4.8	3.8	3.2	4.0	351 / 14.9	13.7	10.7	38 / 851	A	WZAT-F
8	WYKZ-F	SAC	18 / 4.8	6.3	5.3	4.0	242 / 10.3	11.3	11.2	56 / 688	B	WYKZ-F
10	WIXV-F	ADR	15 / 4.0	3.8	2.6	2.4	280 / 11.9	11.7	9.9	42 / 705	B	WIXV-F
11	WLOW-F	ST	14 / 3.8	3.3	4.1	3.7	194 / 8.2	8.2	8.0	29 / 442	A	WLOW-F
12	WGCO-F	O	12 / 3.2	4.9	3.8	4.8	218 / 9.3	12.9	10.7	21 / 420	B	WGCO-F
13	WFXH-F	CL AOR	11 / 3.0	2.7	2.0	1.3	217 / 9.2	8.5	6.8	30 / 467	B	WFXH-F

12+ FM Share (Metro) 78.88% (254 of 322) (Fall 97: 82.89%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEAS-F >>>	1 WEAS-F >	1 WEAS-F	1 WEAS-F <	1 WEAS-F	1 WSOK >	1 WSOK	1 WBMO <	1 WEAS-F >	1 WEAS-F	1 WSOK <
2 WAEV-F	2 WLVH-F >	2 WLVH-F	2 WLVH-F >	1 WLVH-F >	2 WBMO	2 WEAS-F	2 WEAS-F	2 WLVH-F	2 WLVH-F >	2 WEAS-F >
	3 WZAT-F	3 WAEV-F	3 WZAT-F	3 WSOK	3 WCHY-F	3 WLVH-F >	3 WSOK	3 WSOK <	3 WSOK >	3 WLVH-F
	3 WAEV-F	3 WSOK <	3 WSOK	4 WYKZ-F	3 WLVH-F	4 WBMO <	3 WLVH-F	4 WAEV-F <	4 WZAT-F	4 WJCL-F
	5 WIXV-F	5 WIXV-F	3 WAEV-F <	5 WZAT-F	5 WYKZ-F	5 WCHY-F	5 WYKZ-F	5 WBMO	4 WAEV-F	5 WCHY-F
	6 WFXH-F	5 WZAT-F	6 WYKZ-F <	5 WAEV-F <	5 WEAS-F <	6 WIXV-F <	5 WCHY-F	6 WYKZ-F <	6 WCHY-F	6 WAEV-F <
	6 WJCL-F	7 WJCL-F	7 WJCL-F	7 WJCL-F	7 WJCL-F	7 WYKZ-F	5 WAEV-F <	7 WZAT-F <	7 WJCL-F	7 WZAT-F
	6 WSOK >	7 WYKZ-F	7 WIXV-F <	7 WCHY-F <	7 WLOW-F	7 WAEV-F <	8 WJCL-F	8 WJCL-F	8 WJCL-F	8 WIXV-F
						9 WJCL-F	9 WZAT-F	8 WCHY-F		8 WLOW-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEAS-F >>>	1 WEAS-F >>	1 WEAS-F >	1 WEAS-F	1 WEAS-F <	1 WIXV-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WLVH-F <	1 WSOK
2 WSOK	2 WZAT-F	2 WZAT-F	2 WLVH-F	2 WLVH-F	1 WEAS-F >>>	2 WLVH-F	2 WLVH-F >	2 WLVH-F	2 WEAS-F	1 WLVH-F >
2 WAEV-F	2 WAEV-F	3 WLVH-F	3 WSOK	3 WSOK <	3 WIXV-F	3 WFXH-F	3 WFXH-F	3 WIXV-F	3 WFXH-F	3 WEAS-F
2 WLVH-F >>	2 WLVH-F >>	3 WAEV-F >>	3 WAEV-F	4 WYKZ-F	4 WFXH-F	4 WZAT-F	4 WZAT-F	4 WFXH-F	4 WIXV-F	4 WCHY-F >>
			5 WYKZ-F	5 WAEV-F	5 WZAT-F	4 WAEV-F >	5 WJCL-F	5 WJCL-F	5 WBMO	5 WBMO
			6 WZAT-F	6 WCHY-F	5 WAEV-F		5 WZAT-F	5 WZAT-F	5 WJCL-F	5 WJCL-F
			7 WJCL-F				7 WAEV-F	7 WAEV-F	5 WZAT-F	
			7 WCHY-F							

Other Rated Stations				Metro Cume	TSA	Other Rated Stations--Outside Market				Metro Cume	TSA				
Station	Format	Pop	City	Share	Rating	AQH	Cume	Station	Format	Pop	City	Share	Rating	AQH	Cume
WEAS	SPRTS	900	Savannah	0.8	3.0	3	84	WSKX-F	B	92.3	Hinesville, GA	0.5	4.1	8	285
WRHO-F	AC	105.3	Richmond Hill	2.2	7.0	9	199								
WSGF-F	B	103.9	Springfield	1.6	5.9	7	207								
WVVV-F	AC	106.9	Bluffton, SC	0.8	5.9	6	238								

# SAVANNAH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Adventure</b>	10.8 %	12.3 %	17.4 %	AC	0 (0)	33 (3)	33 (3)	10.2 %	13.5 %
WFXH-FM, WGCO-FM, WGZO-FM, WLOW-FM, WWV-FM				AOR/Classic/NR	0 (0)	26 (2)	26 (2)	8.1 %	8.9 %
<b>Capstar</b>	25.8 %	29.9 %	44.6 %	Black/Urban	0 (0)	91 (4)	91 (4)	28.3 %	28.6 %
WAEV-FM, WCHY-AM, WCHY-FM, WLVH-FM, WSOK-FM, WYKZ-FM				CHR	0 (0)	18 (1)	18 (1)	5.6 %	0.0 %
<b>Cumulus</b>	36.0 %	35.4 %	34.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBMQ-AM, WEAS-AM, WEAS-FM, WIXV-FM, WJCL-FM, WSGF-FM, WZAT-FM				Country	0 (0)	42 (2)	42 (2)	13.0 %	15.8 %
	72.6 %	77.6 %	96.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	23 (1)	0 (0)	23 (1)	7.1 %	4.3 %
				Oldies	0 (0)	12 (2)	12 (2)	3.7 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	42 (1)	0 (0)	42 (1)	13.0 %	11.5 %
				Soft AC	0 (0)	18 (1)	18 (1)	5.6 %	7.2 %
				Sports	3 (1)	0 (0)	3 (1)	0.9 %	1.3 %
				Standards/EZ	0 (0)	14 (1)	14 (1)	4.3 %	4.6 %
				<b>Totals</b>	<b>68 (3)</b>	<b>254 (16)</b>	<b>322 (19)</b>		

### AM Stations

Call	Freq	Pwr	Format	Company	Contract	Station	Notes
WBMQ	630	5 kw (DA-1)	Talk	CBS, Westwd	\$<20 00	Katz	Cumulus
WSOK	1230	1 kw	Black Gospel	AURN, Westwd	\$17 00	Katz	Capstar

### FM Stations

Call	Freq	Pwr	Format	Company	Contract	Station	Notes
WAEV	97.3	100 kw @ 991	AC	Westwd	\$38 00	Katz	Capstar
WCHY	94.1	100 kw @ 1320	Country	ABC	\$40 00	Katz	Capstar
WEAS	93.1	100 kw @ 991	Black	ABC Westwd	\$25 00	D&R	Cumulus
WFXH	105.1	10.5 kw @ 794	Classic AOR	Source	\$<20 00	D&R	Adventure Hilton Head
WGCO	99.3	100 kw @ 991	Oldies		\$20 00	Eastman	Adventure Midway
WIXV	95.5	100 kw @ 856	AOR		\$30 00	Mc-Guild	Cumulus
WJCL	95.5	100 kw @ 1161	Country	Westwd	\$35 00	D&R	Cumulus
WLOW	107.9	41 kw @ 538	Standards	Westwd	\$<20 00	D&R	Adventure Bluffton, SC
WLVH	101.1	50 kw @ 476	Black AC	Westwd	\$29 00	Katz	Capstar Hardeeville, SC
WYKZ	93.7	100 kw @ 710	Soft AC	ABC, AMFM, WW1	\$ NA	Eastman	Capstar Beaufort, SC
WZAT	102.1	100 kw @ 1322	CHR		\$20 00	K&P	Cumulus

Notes: In the Spring 1998 American Radio, we said WEAS-AM was sold to Capstar; we were mistaken: the stations were sold to Cumulus. The Consolidation Report has been corrected. 7/98 WJLY-F changed from Soft AC to AC as WWV-F. 11/98 WEAS (AM) changed calls to WJLG: remains Sports

# SEATTLE-TACOMA

Arbitron Rank: 14 Pop (12+): 2,844,400	Stations: 29 / 29	Last Year's Revenue: \$150,500,000
MSA Rank: 21-Seattle; 80-Tacoma	Diaries: 3,696 / 770:1 / 52.7%	Household Income: \$53,046
MSA Pop: 3,390,000	Sample Target: 3,690	Total Retail Sales: \$34.1 Bil.
DMA: 12	% Below Line: 0.0	#1 Biller: KIRO \$20,900,000
Average Persons Rating: 15.2	% Not Listed: 13.7	#1 Billing Portfolio: Entercom \$60,800,000
Market TSL in Hours: 20.00	Pop per Station: 98,083	

12+ Metro	Format	Fall 98		Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro		Fall 97	12+ TSA		Revenue Level
		1/4	Share						Cume / Rtg.	Spg 98		AQH / Cume		
1	KUBE-F	CHR	261 / 6.0	6.6	6.2	5.9	6.3	6.2	4794 / 16.9	16.8	16.9	283 / 5227	H	KUBE-F
2	KMPS-F	C	240 / 5.5	5.2	5.2	4.0	4.7	5.0	3247 / 11.4	12.4	10.9	262 / 3508	I	KMPS-F
3	KBKS-AF	CHR	215 / 5.0	4.8	4.0	4.5	3.6	4.6	5034 / 17.7	15.3	13.1	226 / 5434	F	KBKS-AF
4	KIRO	N/T	213 / 4.9	7.5	7.5	5.6	7.2	6.4	4920 / 17.3	21.0	21.7	231 / 5377	K	KIRO
5	KLSY-F	AC	204 / 4.7	4.8	4.6	4.8	3.4	4.7	3906 / 13.7	11.9	11.0	208 / 4012	H	KLSY-F
6	KBSG-AF	O	199 / 4.6	5.1	5.8	5.0	4.6	5.1	4244 / 14.9	15.8	13.9	223 / 4731	I	KBSG-AF
7	KVI	T	188 / 4.3	3.6	4.5	3.9	4.7	4.1	2322 / 8.2	7.4	8.3	196 / 2506	H	KVI
8	KOMO	T	177 / 4.1	3.1	3.2	3.2	3.9	3.4	4071 / 14.3	9.8	13.8	188 / 4364	E	KOMO
9	KWJZ-F	J	166 / 3.8	3.6	3.8	3.8	3.5	3.8	2327 / 8.2	8.0	8.8	171 / 2423	E	KWJZ-F
10	KIXI	ST	164 / 3.8	4.0	3.7	3.6	4.0	3.8	2186 / 7.7	7.7	8.0	183 / 2406	D	KIXI
11	KING-F	CL	163 / 3.8	3.8	3.8	4.3	3.5	3.9	2795 / 9.8	9.7	10.2	175 / 2994	E	KING-F
12	KNDD-F	AOR-NR	158 / 3.6	4.6	3.2	3.9	4.2	3.8	3484 / 12.2	11.7	13.4	163 / 3672	H	KNDD-F
13	KISW-F	AOR	153 / 3.5	3.6	3.5	3.8	3.8	3.6	2398 / 8.4	9.2	8.8	168 / 2619	H	KISW-F
14	KPLZ-F	CHR/AC	151 / 3.5	4.2	4.2	4.6	3.8	4.1	3660 / 12.9	13.9	12.9	162 / 3900	H	KPLZ-F
15	KZOK-F	CL AOR	149 / 3.4	3.0	3.5	3.2	3.4	3.3	2524 / 8.9	9.7	10.0	161 / 2763	H	KZOK-F
16	KJR-F	CL HITS	148 / 3.4	3.1	2.7	3.1	2.6	3.1	3047 / 10.7	9.5	9.8	167 / 3315	G	KJR-F
17	KRWM-F	SAC	135 / 3.1	2.8	3.2	3.6	2.6	3.2	2088 / 7.3	7.7	7.0	141 / 2148	E	KRWM-F
18	KMTT-F	AOR-P	130 / 3.0	2.4	2.3	3.1	3.1	2.7	2253 / 7.9	8.1	8.7	135 / 2323	G	KMTT-F
19	KIRO-F	T	111 / 2.6	2.7	2.1	2.9	2.8	2.6	1926 / 6.8	6.9	7.6	123 / 2192	E	KIRO-F
20	KJR-AA	SPRTS	93 / 2.1	2.0	2.3	2.5	2.9	2.2	1995 / 7.0			105 / 2173	E	KJR-AA
21	KYCW-F	C	89 / 2.1	2.3	2.1	2.9	2.8	2.3	1464 / 5.1	6.0	9.0	107 / 1690	G	KYCW-F
22	KNWX	N	69 / 1.6	1.5	1.1	1.2	1.5	1.3	1852 / 6.5	5.1	7.0	75 / 1918	C	KNWX
23	KCMS-F	REL-CC	63 / 1.5	1.4	1.6	1.9	1.7	1.6	1406 / 4.9	4.5	5.2	74 / 1539		KCMS-F

12+ FM Share (Metro): 74.95% (2800 of 3736) (Fall 97: 70.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KUBE-F	1 KUBE-F >	1 KUBE-F	1 KMPS-F <	1 KBSG-AF	1 KIRO	1 KUBE-F <	1 KVI	1 KUBE-F	1 KUBE-F	1 KUBE-F <
2 KBKS-AF	2 KBKS-AF <	2 KLSY-F <	2 KLSY-F <	1 KMPS-F <	2 KVI <	2 KIRO <	2 KMPS-F <	1 KBKS-AF <	2 KOMO <	2 KMPS-F <
3 KNDD-F >>	3 KISW-F <	3 KBKS-AF <	3 KZOK-F <	3 KLSY-F <	3 KMPS-F <	3 KMPS-F <	3 KIXI <	3 KLSY-F <	3 KBKS-AF <	3 KBKS-AF <
4 KPLZ-F <	4 KMPS-F <	4 KBSG-AF <	4 KZOK-F <	4 KBSG-AF <	4 KVI	4 KVI	4 KBSG-AF <	4 KMPS-F <	4 KLSY-F <	4 KOMO <
5 KNDD-F	5 KISW-F <	5 KMTT-F <	5 KWJZ-F <	5 KDI <	5 KLSY-F	5 KIRO <	5 KIRO <	5 KIRO-F <	5 KNDD-F <	5 KIRO
6 KLSY-F	6 KZOK-F <	6 KISW-F <	6 KMTT-F <	6 KOMO <	6 KISW-F <	6 KLSY-F <	6 KBSG-AF	6 KBSG-AF	6 KBSG-AF	6 KBSG-AF <
7 KMPS-F >	7 KPLZ-F <	7 KBKS-AF	7 KJR-F	7 KING-F <	7 KBKS-AF	7 KUBE-F <	7 KING-F <	7 KING-F <	7 KING-F <	7 KIXI <
8 KZOK-F <	8 KBSG-AF <	7 KJR-F <	7 KISW-F <	8 KWJZ-F	8 KOMO	8 KWJZ-F	8 KOMO	8 KWJZ-F	8 KNDD-F	8 KPLZ-F <
9 KMTT-F <	9 KMTT-F <	9 KPLZ-F <	9 KPLZ-F <	9 KLSY-F <	9 KBKS-AF <	8 KBSG-AF <	8 KBSG-AF <	8 KIRO <	9 KISW-F <	9 KWJZ-F
10 KJR-F <	9 KJR-F	10 KWJZ-F <	10 KPLZ-F <	10 KRWM-F <	10 KZOK-F <			10 KPLZ-F <	10 KMPS-F <	10 KLSY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KUBE-F >	1 KUBE-F	1 KBKS-AF	1 KLSY-F	1 KMPS-F <	1 KUBE-F >	1 KUBE-F <	1 KISW-F >	1 KISW-F	1 KZOK-F	1 KOMO >
2 KPLZ-F <	2 KBKS-AF	2 KMPS-F	2 KMPS-F <	2 KLSY-F	2 KNDD-F <	2 KISW-F >	2 KUBE-F >	2 KUBE-F	1 KISW-F	2 KMPS-F <
3 KBKS-AF	3 KPLZ-F	2 KLSY-F	3 KBKS-AF <	3 KBSG-AF <	3 KISW-F	3 KNDD-F	3 KJR-AA <	2 KZOK-F	3 KBSG-AF	3 KIRO
4 KLSY-F	4 KLSY-F	4 KPLZ-F	4 KPLZ-F	4 KBKS-AF <	4 KBKS-AF	4 KBKS-AF <	4 KPLZ-F	4 KJR-F <	4 KJR-F <	4 KBKS-AF <
4 KNDD-F >	5 KMPS-F <	5 KUBE-F	4 KUBE-F	5 KMTT-F	5 KLSY-F	5 KPLZ-F <	4 KZOK-F	5 KBSG-AF	5 KWJZ-F <	5 KUBE-F <
6 KKBY-F	6 KNDD-F >	5 KNDD-F <	6 KMTT-F <	5 KPLZ-F <	6 KYCW-F	6 KZOK-F	6 KIRO-F <	6 KBKS-AF	6 KJR-AA	6 KJR-AA
	7 KMTT-F	7 KMTT-F >	7 KBSG-AF	7 KRWM-F <	7 KPLZ-F	7 KJR-AA <	7 KBKS-AF	6 KNDD-F <	6 KIRO <	6 KIRO <
	8 KRWM-F	8 KRWM-F	8 KWJZ-F	8 KWJZ-F	8 KJR-F <	7 KNDD-F <	8 KIRO-F <	8 KMPS-F	8 KMPS-F	8 KMPS-F
	9 KKBY-F	9 KIRO-F <	8 KRWM-F <	9 KJR-F	9 KLSY-F <	9 KJR-F <	9 KLSY-F	9 KLSY-F	8 KIRO-F <	8 KIRO-F <
		10 KJR-F	10 KNDD-F <	10 KUBE-F <	10 KIRO-F <	10 KMPS-F	9 KMTT-F <	10 KMTT-F <		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KGNW	REL 820 Burien	0.5	1.4	22 423
KKBY-F	B 104.9 Eatonville	1.0	2.1	45 591
KXXO-F	AC 96.1 Olympia	0.7	1.8	44 659

# SEATTLE-TACOMA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Ackerley</b> KHHO-AM, KJR-AM, KJR-FM, KUBE-FM	11.5 %	14.8 %	12.3 %	AC	0 (0)	235 (2)	235 (2)	6.3 %	4.8 %
<b>CBS/Infinity</b> KBKS-FM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM	15.9 %	25.2 %	20.7 %	AOR/Classic/NR	0 (0)	590 (4)	590 (4)	15.8 %	16.5 %
<b>Entercom</b> KBSG-AF, KIRO-AM, KIRO-FM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM	23.8 %	26.1 %	40.4 %	Black/Urban	0 (0)	45 (1)	45 (1)	1.2 %	0.0 %
<b>Fisher</b> KOMQ-AM, KPLZ-FM, KVI-AM	11.9 %	9.5 %	12.6 %	CHR	4 (1)	622 (3)	626 (4)	16.8 %	15.7 %
<b>Sandusky</b> KEZY-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM	15.4 %	14.6 %	11.4 %	Classical	0 (0)	163 (1)	163 (1)	4.4 %	4.0 %
	78.6 %	90.2 %	97.4 %	Country	0 (0)	329 (2)	329 (2)	8.8 %	9.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	166 (1)	166 (1)	4.4 %	4.0 %
				News/Talk	647 (4)	111 (1)	758 (5)	20.3 %	22.9 %
				Oldies	7 (1)	341 (2)	348 (3)	9.3 %	8.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	21 (1)	63 (1)	84 (2)	2.2 %	3.8 %
				Soft AC	0 (0)	135 (1)	135 (1)	3.6 %	2.9 %
				Sports	93 (2)	0 (0)	93 (2)	2.5 %	3.3 %
				Standards/EZ	164 (1)	0 (0)	164 (1)	4.4 %	4.6 %
				<b>Totals</b>	<b>936 (10)</b>	<b>2800 (19)</b>	<b>3736 (29)</b>		

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Station
KBKS	1210	27.5 kw/10 kw (DA-2)	See KBKS-F				Auburn
KHHO	850	10 kw/1 kw (DA-2)	See KJR				Tacoma
KIRO	710	50 kw (DA-1f)	News/Talk	CBS, AP	\$291 00	Katz	Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50 00	Christal	Sandusky
KJR	950	50 kw (DA-1f)	Sports	ESPN, CBS	\$54 00	—	Ackerley
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25 00	Katz	Entercom
KOMQ	1000	50 kw (DA-1f)	Talk	ABC	\$85 00	Sentry	Fisher
KRPM	1090	50 kw (DA-2)	See KBKS-F				
KVI	570	5 kw	Talk	ABC	\$117 00	Sentry	Fisher

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Station
KBKS	105.1	58 kw @ 234.3	CHR/AC	\$58 00	Eastman	CBS/Infinity	Tacoma
KBKS	97.3	55 kw @ 233.3	Oldies	\$225 00	D&R	Entercom	Tacoma
KCMS	105.3	115 kw @ 722	Contemp. Christian	UPI	\$44 00	Radio Spot	Edmonds
KING	93.1	58 kw @ 234.3	Classical	\$95 00	Sentry		
KIRO	100.7	100 kw @ 735	Talk	AP	\$ NA	Katz	Entercom
KISW	99.9	100 kw @ 1149	AOR	\$138 00	Mc-Guild	Entercom	
KJR	95.7	100 kw @ 1160	Classic Hits	\$110 00	Allied	Ackerley	
KKBY	104.9	2.5 kw @ 495	Black	\$ NA	—		Eatonville
KLSY	97.5	58 kw @ 234.3	AC	AP	\$145 00	Christal	Sandusky
KMPS	94.1	58 kw @ 234.3	Country	AP	\$185 00	Eastman	CBS/Infinity
KMTT	103.7	58 kw @ 234.3	Progressive AOR	\$125 00	D&R	Entercom	Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock	\$140 00	D&R	Entercom	
KPLZ	101.5	100 kw @ 1200	CHR/AC	\$120 00	Sentry	Fisher	
KRWM	106.9	100 kw @ 819	Soft AC	\$71 00	Christal	Sandusky	Bremerton
KUBE	93.3	100 kw @ 1290	CHR	\$145 00	Allied	Ackerley	
KWJZ	92.9	100 kw @ 1110	Jazz	\$65 00	Christal	Sandusky	
KYCW	96.5	100 kw @ 1223	Country	\$105 00	Eastman	CBS/Infinity	
KZOK	102.5	100 kw @ 1194	Classic AOR	\$180 00	Eastman	CBS/Infinity	

Notes: Historic curve ratings for KJR-AM are not available. 1/99 KRPM changed from simulcasting CHR KBKS-F to Classic Country (C/O) ... 1/98 KEZX (1150) changed from Business News/Talk to Black Oldies (ABC's "Urban Gold" service) as KSRB

# SHREVEPORT

Arbitron Rank: 129 Pop (12+): 308,800  
 MSA Rank: 129  
 MSA Pop: 380,000  
 DMA: 76  
 Average Persons Rating: 15.3  
 Market TSL in Hours: 20.50

Stations: 20 / 18  
 Diaries: 900 / 343:1 / 42.0%  
 Sample Target: 940  
 % Below Line: 1.9  
 % Not Listed: 10.6  
 Pop per Station: 17,156

Last Year's Revenue: \$13,000,000  
 Household Income: \$34,562  
 Total Retail Sales: \$3.9 Bil  
 #1 Billing: KRMD-AF \$3,900,000  
 #1 Billing Portfolio:  
 Capstar \$5,460,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KMJJ-F	B	55 / 11.6	15.8	13.3	14.5	17.1	13.8	736 / 23.8	25.2	26.3	76 / 1105	C	KMJJ-F
2	KDKS-F	B	50 / 10.6	11.9	10.1	9.6	7.5	10.5	649 / 21.0	22.7	18.6	51 / 696	B	KDKS-F
3	KVKI-F	AC	39 / 8.2	5.6	9.6	7.3	8.3	7.7	540 / 17.5	19.8	20.1	51 / 760	D	KVKI-F
4	KRMD-F	C	36 / 7.6	13.3	9.8	11.1	13.6	10.5	602 / 19.5	19.5	25.9	54 / 938	E	KRMD-F
5	KRUF-F	CHR	35 / 7.4	9.8	10.3	9.6	7.9	9.3	609 / 19.7	22.8	20.2	65 / 1367	B	KRUF-F
6	KEEL	T	34 / 7.2	5.4	4.8	7.3	6.6	6.2	407 / 13.2	8.8	11.4	50 / 580	B	KEEL
7	KOKA	G/B	33 / 7.0	5.4	3.7	4.1	6.8	5.0	265 / 8.6	8.7	8.7	33 / 285	A	KOKA
8	KSYR-F	AC	25 / 5.3	3.7	3.4	3.0		3.8	378 / 12.2	11.9		29 / 413		KSYR-F
9	KTUX-F	AOR-NR	22 / 4.6	2.3	3.9	3.4	4.2	3.6	257 / 8.3	7.5	9.4	36 / 494	B	KTUX-F
10	KLKL-F	O	18 / 3.8	2.8	4.1	3.2	2.6	3.5	354 / 11.5	10.6	9.5	19 / 393	A	KLKL-F
11	KTAL-F	AOR	16 / 3.4	4.0	4.3	3.6	3.9	3.8	304 / 9.9	10.6	11.2	34 / 622	B	KTAL-F
11	KITT-F	C	16 / 3.4	5.6	5.9	7.7	6.8	5.6	338 / 10.9	13.9	14.2	27 / 643	B	KITT-F
13	KWKH	SPRTS	10 / 2.1	1.9	2.1	2.8	2.2	2.2	204 / 6.6	7.6	8.6	15 / 297	A	KWKH
13	KIOU	B/G	10 / 2.1						68 / 2.2			10 / 68		KIOU

12+ FM Share (Metro): 77.54% (328 of 423) (Fall 97: 80.10%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJJ-F >>	1 KMJJ-F <	1 KMJJ-F <	1 KVKI-F <	1 KVKI-F <	1 KEEL <	1 KDKS-F	1 KVKI-F <	1 KMJJ-F	1 KMJJ-F >	1 KMJJ-F
2 KRUF-F >	2 KRUF-F	2 KDKS-F <	2 KDKS-F	2 KDKS-F	2 KVKI-F	2 KRMD-F <	2 KEEL	2 KDKS-F	2 KDKS-F	2 KDKS-F >
3 KDKS-F	3 KDKS-F	3 KVKI-F	3 KMJJ-F <	3 KMJJ-F	3 KOKA <	3 KEEL <	3 KDKS-F <	2 KVKI-F <	3 KRUF-F >	3 KOKA
4 KTUX-F >>>	4 KSYR-F	4 KRUF-F <	4 KSYR-F	4 KSYR-F <	4 KDKS-F	4 KOKA <	4 KRMD-F <	4 KRUF-F	4 KTUX-F	4 KRUF-F <
	5 KTUX-F >	5 KSYR-F	5 KRUF-F	5 KRMD-F	4 KRMD-F >	5 KMJJ-F <	5 KSYR-F <	5 KRMD-F	5 KRMD-F	5 KRMD-F
		6 KRMD-F <	6 KRMD-F	6 KRUF-F	6 KMJJ-F <	6 KVKI-F <	6 KOKA <	6 KSYR-F <	6 KVKI-F	6 KVKI-F >
		7 KTUX-F	7 KTAL-F	7 KLKL-F	7 KLKL-F >	7 KRUF-F	7 KMJJ-F	7 KTUX-F <	7 KTUX-F <	7 KTUX-F <
			7 KLKL-F >	8 KTAL-F		8 KSYR-F	8 KRUF-F	8 KEEL		
							8 KLKL-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KVKI-F	1 KMJJ-F	1 KMJJ-F	1 KRUF-F	1 KDKS-F	1 KDKS-F	1 KMJJ-F <
1 KRUF-F >	2 KRUF-F	2 KDKS-F	1 KVKI-F	2 KDKS-F	1 KTUX-F >>	1 KTUX-F	2 KDKS-F	1 KMJJ-F	2 KVKI-F <	2 KRUF-F <
3 KDKS-F >	3 KDKS-F	2 KSYR-F	3 KDKS-F	3 KMJJ-F	3 KDKS-F	1 KRUF-F	3 KSYR-F	3 KTUX-F <	3 KTAL-F <	3 KDKS-F
4 KSYR-F >>	4 KSYR-F >	2 KRUF-F >	4 KRUF-F <	4 KRMD-F	3 KITT-F	4 KDKS-F	4 KTUX-F	4 KTAL-F	4 KSYR-F	4 KTUX-F
			5 KSYR-F	5 KSYR-F	3 KRUF-F >	5 KTAL-F	4 KTAL-F	4 KRUF-F	4 KRUF-F	5 KRMD-F >
			6 KRMD-F >	6 KRUF-F		5 KSYR-F >		6 KSYR-F	4 KMJJ-F	
								7 KVKI-F	4 KLKL-F	
									8 KRMD-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KASO	ST	1240	Minden	0.4	1.8	2	55	KPYN-F	G	100.1	Atlanta, TX	0.4	1.0	9	187
KFLO	REL	1300	Shreveport	0.6	1.7	3	51	KYLA-F	C	106.7	Homer	1.5	27	9	102
KRMD	SPRTS	1340	Shreveport	0.6	2.6	6	100								
KRVQ-F	O	1021	Blanchard	1.5	3.0	7	108								

# SHREVEPORT

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> KMJJ-FM, KRMD-AM, KRMD-FM	19.8 %	18.6 %	42.0 %	AC	0 (0)	64 (2)	64 (2)	15.1 %	10.7 %
<b>Jacor</b> KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM	28.3 %	27.8 %	36.5 %	AOR/Classic/NR	0 (0)	38 (2)	38 (2)	9.0 %	9.0 %
<b>Local - 1</b> KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM	22.0 %	22.3 %	12.5 %	Black/Urban	0 (0)	105 (2)	105 (2)	24.8 %	27.2 %
<b>Local - 2</b> KASO-AM, KRVO-FM, KSYR-FM	7.2 %	10.3 %	%	CHR	0 (0)	35 (1)	35 (1)	8.3 %	8.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	59 (3)	59 (3)	13.9 %	23.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	34 (1)	0 (0)	34 (1)	8.0 %	9.7 %
				Oldies	0 (0)	25 (2)	25 (2)	5.9 %	2.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	46 (3)	2 (1)	48 (4)	11.3 %	8.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	13 (2)	0 (0)	13 (2)	3.1 %	0.7 %
				Standards/EZ	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %
				<b>Totals</b>	<b>95 (7)</b>	<b>328 (13)</b>	<b>423 (20)</b>		

## AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
KEEL	710	50 kw/5 kw (DA-2)		Talk	CNN, TARN	\$24 00 Katz	Jacor
KIQO	1480	1 kw/0 129 kw		Black Gospel		\$ NA --	Metropolitan
KOKA	980	5 kw/0 08 kw		Gospel/Black	AURN, WW1, ABC	\$20 00 Allied	KDKS-F/KLKL-F
KWKH	1130	50 kw (DA-1)		Sports	Westwd	\$ NA Katz	Jacor

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
KDKS	103.7	6 kw @ 328		Black	ABC	\$22 00 Allied	KOKA/KLKL-F Haughton
KITT	93.7	100 kw @ 1010		Country	ABC, CHN, Westwd	\$30 00 D&R	Jacor
KLKL	92.1	6 kw @ 325		Oldies	ABC	\$<20 00 Allied	KOKA/KDKS-F Benton
KMJJ	99.7	50 kw @ 452		Black	Westwd, ABC	\$36 00 Mc-Guild	Capstar
KRMD	101.1	100 kw @ 1118		Country		\$68 00 Eastman	Capstar
KRUF	94.5	100 kw @ 1255		CHR	Westwd	\$ NA D&R	Jacor
KSYR	95.7	50 kw @ 459		AC		\$ NA --	KASO/KRVO-F Minden
KTAL	98.1	100 kw @ 1351		AOR		\$25 00 Banner	Texarkana
KTUX	93.9	100 kw @ 718		AOR-New Rock		\$<20 00 Banner	Carthage, TX
KVKI	95.5	100 kw @ 797		AC		\$46 00 K&P	Jacor

Notes \* KOKA revenue level includes KFLO revenue 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil KEEL, KITT-F, KRUF-F, KVKI-F, KWKH 10/98 KRVO-F (102.1) began operation programming Oldies as "The River"

# SIOUX FALLS

Arbitron Rank: 210 Pop (12+): 139,700  
 MSA Rank: 229  
 MSA Pop: 159,000  
 DMA: 105  
 Average Persons Rating: 16.5  
 Market TSL in Hours: 21.50

Stations: 21 / 14  
 Diaries: 630 / 222:1 / 59.8%  
 Sample Target: 610  
 % Below Line: 6.5  
 % Not Listed: 11.7  
 Pop per Station: 9,979

Last Year's Revenue: \$8,500,000  
 Household Income: \$49,031  
 Total Retail Sales: \$2.5 Bil.  
 #1 Biller: KELO \$1,200,000  
 #1 Billing Portfolio: Midcontinent \$4,270,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	KELO-F	SAC	25 / 10.9	10.7	10.8	10.4	311 / 22.3	28.4	14.0	41 / 573	B	KELO-F
2	KKLS-F	CHR	24 / 10.4	12.0	3.4	3.2	411 / 29.4	20.6	18.4	56 / 828	B	KKLS-F
3	KTWB-F	C	20 / 8.7	7.1	6.5	10.8	211 / 15.1	13.7	12.9	26 / 320	B	KTWB-F
4	KMXC-F	AC/CHR	18 / 7.8	6.7	15.1	12.6	270 / 19.4	21.7	29.7	20 / 336	C	KMXC-F
5	KIKN-F	C	15 / 6.5	5.3	5.6	6.3	207 / 14.8	13.5	14.0	36 / 490	B	KIKN-F
6	KRRO-F	AOR	14 / 6.1	8.9	9.9	10.4	241 / 17.2	19.7	20.7	24 / 369	C	KRRO-F
7	KELO	FS	13 / 5.6	8.0	7.3	5.9	160 / 11.5	15.8	12.8	15 / 197	C	KELO
8	KYBB-F	CL AOR	12 / 5.2	7.6	6.5	6.8	236 / 16.9	17.9	16.8	13 / 291	B	KYBB-F
8	KXRB	C	12 / 5.2	4.9	6.0	6.3	98 / 7.0	9.4	7.6	27 / 229	B	KXRB
10	KWSN	T/SPRTS	11 / 4.8	4.5	4.3	1.8	201 / 14.4	11.2	11.2	14 / 274	A	KWSN
10	KSOO	T/SPRTS	11 / 4.8	4.5	3.4	4.1	209 / 15.0	12.2	11.6	15 / 302	A	KSOO

12+ FM Share (Metro): 72.91% ( 148 of 203 ) ( Fall 97: 72.46% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKLS-F >>>	1 KKLS-F	1 KELO-F	1 KELO-F	1 KELO-F	1 KELO-F >	1 KELO-F <	1 KELO-F >	1 KKLS-F <	1 KKLS-F >	1 KKLS-F >
2 KRRO-F >>	2 KRRO-F	1 KMXC-F	2 KMXC-F <	2 KTWB-F <	2 KELO <	2 KTWB-F <	2 KTWB-F <	2 KELO-F	2 KTWB-F <	2 KELO-F
	3 KIKN-F	3 KKLS-F <	3 KTWB-F	3 KMXC-F	3 KXRB <	3 KELO <	3 KMXC-F	3 KTWB-F	3 KRRO-F	3 KTWB-F
	4 KTWB-F	4 KTWB-F <	4 KIKN-F	4 KIKN-F	4 KTWB-F	4 KKLS-F	4 KWSN <	3 KMXC-F	4 KELO-F	3 KXRB <
	4 KMXC-F	5 KIKN-F	5 KKLS-F	5 KYBB-F	4 KSOO	4 KMXC-F <	5 KIKN-F	5 KIKN-F <	5 KIKN-F	5 KIKN-F
	6 KELO-F >	5 KRRO-F	5 KRRO-F	6 KKLS-F	6 KMXC-F <	6 KYBB-F	5 KKLS-F	6 KRRO-F	6 KMXC-F	5 KELO
		7 KYBB-F >	5 KYBB-F >	6 KRRO-F	7 KWSN	7 KSOO <	7 KRRO-F >	7 KYBB-F	6 KSOB-F	
					8 KYBB-F	8 KIKN-F		8 KELO	6 KELO	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKLS-F >	1 KKLS-F >	1 KELO-F	1 KELO-F	1 KELO-F >	1 KRRO-F >>	1 KRRO-F >	1 KRRO-F	1 KRRO-F	1 KTWB-F	1 KELO-F
2 KIKN-F	2 KELO-F	2 KTWB-F	2 KMXC-F	2 KMXC-F >	2 KKLS-F >>	2 KIKN-F	2 KIKN-F	2 KTWB-F	2 KIKN-F	2 KTWB-F
2 KMXC-F >>	3 KTWB-F	2 KKLS-F >	3 KKLS-F >	3 KTWB-F		2 KKLS-F	3 KTWB-F	3 KIKN-F	2 KYBB-F	3 KKLS-F
	3 KIKN-F	4 KIKN-F	4 KTWB-F	3 KKLS-F		4 KTWB-F	3 KSOB-F >	3 KYBB-F	4 KRRO-F	3 KSOO >>
	3 KMXC-F >>	4 KMXC-F >>	4 KIKN-F >	5 KIKN-F		4 KSOB-F >		5 KKLS-F	5 KELO-F	
				6 KELO				5 KMXC-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance	AM	FM	Total	%	Fall 97
KLQL-F	C	101.1	Luverne, MN	2.6	8.7	21	283	AC	0 (0)	18 (1)	18 (1)	8.9 %	16.9 %
KSFS	SPRTS	1520	Sioux Falls	0.4	1.4	1	24	AOR/Classic/NR	0 (0)	32 (3)	32 (3)	15.8 %	18.4 %
KSOB-F	AOR	95.7	Dell Rapids, SD	2.6	6.7	6	101	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								CHR	0 (0)	25 (2)	25 (2)	12.3 %	1.9 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	13 (2)	43 (5)	56 (7)	27.6 %	23.2 %
								Full Service	19 (2)	0 (0)	19 (2)	9.4 %	11.1 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	22 (2)	0 (0)	22 (2)	10.8 %	8.7 %
								Oldies	0 (0)	5 (2)	5 (2)	2.5 %	6.3 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Soft AC	0 (0)	25 (1)	25 (1)	12.3 %	12.6 %
								Sports	1 (1)	0 (0)	1 (1)	0.5 %	0.0 %
								Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
								<b>Totals</b>	<b>55 (7)</b>	<b>148 (14)</b>	<b>203 (21)</b>		

# SIOUX FALLS

Consolidation Report	12+	25-54	Revenue
<b>Midcontinent</b> KELO-AM, KELO-FM, KRRO-FM, KTWB-FM, KWSN-AM	36.1 %	42.0 %	49.1 %
<b>Southern Minnesota</b> KJKI-FM, KKLS-FM, KJXC-FM, KSOO-AM, KXRB-AM, KYBB-FM	39.9 %	37.4 %	44.3 %
	<b>76.0 %</b>	<b>79.4 %</b>	<b>93.4 %</b>

## AM Stations

Station	Freq	Power	Service	Advertiser	Agency	Market
KELO	1320	5 kw (DA-1)	Full Service	AP	Banner	Midcontinent
KSOO	1140	10 kw/5 kw (DA-1)	Talk/Sports	ABC, Westwd, SBSUS	Christal	So Minnesota
KWSN	1230	0.81 kw	Talk/Sports	CBS, Westwd, EPSN	Katz	Midcontinent
KXRB	1000	10 kw (Days, DA)	Country	Westwd, CNN	Christal	So Minnesota

## FM Stations

Station	Freq	Power	Service	Advertiser	Agency	Market
KELO	92.5	100 kw @ 1850	Soft AC	AP	Banner	Midcontinent
KJKI	100.5	100 kw @ 942	Country		Mc-Guild	So. Minnesota Salem
KKLS	104.7	100 kw @ 705	CHR	Westwd	Mc-Guild	So Minnesota
KJXC	97.3	60 kw @ 220	AC/CHR	ABC	Christal	So. Minnesota
KRRO	103.7	50 kw @ 187	AOR	Westwd	Katz	Midcontinent
KTWB	101.9	34 kw @ 577	Country		Banner	Midcontinent
KYBB	102.7	50 kw @ 200	Classic AOR		Christal	So Minnesota Canton

Notes: 10/98 KSOB-F (95.7; Dell Rapids, SD) began operation, programming AOR . . . 10/98 KQAD (800; Luverne, MN) changed from Standards to Westwood One's Soft AC service



# SOUTH BEND

Arbitron Rank: 159 Pop (12+): 216,500	Stations: 18 / 14	Last Year's Revenue: \$13,400,000
MSA Rank: 170	Diaries: 1,039 / 208:1 / 53.6%	Household Income: \$40,839
MSA Pop: 263,000	Sample Target: 960	Total Retail Sales: \$2.8 Bil.
DMA: 85 (w/Elkhart)	% Below Line: 3.7	#1 Biller: NA
Average Persons Rating: 14.9	% Not Listed: 14.9	#1 Billing Portfolio: NA
Market TSL In Hours: 19.75	Pop per Station: 15,464	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WBYT-F	C	42 / 13.0	11.5	14.4	14.8	11.4	507 / 23.4	20.9	25.0	139 / 1729	WBYT-F
2	WSBT	FS	31 / 9.6	9.0	8.0	8.0	6.0	402 / 18.6	20.2	19.0	45 / 692	WSBT
2	WNDV-F	CHR	31 / 9.6	11.1	5.5	9.2	9.3	627 / 29.0	29.1	23.5	94 / 1820	WNDV-F
4	WNSN-F	AC	28 / 8.7	10.5	10.9	9.5	12.0	483 / 22.3	22.6	21.3	63 / 1220	WNSN-F
5	WUBU-F	B	25 / 7.7	6.5	4.8	5.9	4.5	221 / 10.2	10.0	8.3	29 / 331	WUBU-F
6	WRBR-F	AOR	22 / 6.8	9.3	10.9	8.9	9.3	404 / 18.7	21.4	23.2	46 / 969	WRBR-F
7	WHLY-AA	ST	21 / 6.5	5.3	7.1	6.5	7.5	219 / 10.1	8.5	11.3	24 / 299	WHLY-AA
8	WAOR-F	AOR	19 / 5.9	5.3	8.0	5.0	5.4	310 / 14.3	15.0	16.5	53 / 742	WAOR-F
9	WZOC-F	O	17 / 5.3	6.8	4.8	5.9	5.7	246 / 11.4	15.5	11.9	39 / 755	WZOC-F
10	WSMK-F	B	12 / 3.7	3.4	1.0	0.9	0.6	258 / 11.9	9.6	4.3	29 / 485	WSMK-F

12+ FM Share (Metro): 76.73%      (211 of 275)      (Fall 97: 78.89%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WNDV-F >>	1	WRBR-F	1	WBYT-F <	1	WBYT-F <	1	WBYT-F	1	WBYT-F >
2	WSMK-F	1	WBYT-F	2	WNSN-F	2	WNSN-F	2	WNSN-F	1	WNDV-F >
3	WBYT-F	1	WNDV-F >	3	WNSN-F <	2	WAOR-F <	3	WHLY-AA	3	WSMK-F >
3	WUBU-F >>>	4	WNSN-F	4	WAOR-F	4	WNDV-F <	4	WHLY-AA <	4	WNDV-F <
		5	WUBU-F	4	WRBR-F	4	WRBR-F	5	WRBR-F	5	WNSN-F
		6	WAOR-F	6	WUBU-F >	4	WUBU-F >	5	WUBU-F	5	WAOR-F <
				7	WSBT >	7	WSBT	6	WZOC-F	7	WHLY-AA <
						8	WZOC-F >	8	WZOC-F >	7	WRBR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WNDV-F >>>	1	WNDV-F	1	WBYT-F	1	WRBR-F	1	WRBR-F >	1	WBYT-F
2	WNSN-F	2	WBYT-F	2	WNSN-F	1	WBYT-F	2	WAOR-F	2	WRBR-F >
2	WBYT-F	3	WNSN-F	3	WNDV-F	1	WSMK-F >	3	WNDV-F	3	WBYT-F
2	WSMK-F	4	WUBU-F >	3	WUBU-F >	4	WUBU-F >	4	WUBU-F	4	WNDV-F >>>
2	WUBU-F >>	5	WAOR-F	5	WAOR-F	5	WZOC-F	5	WZOC-F	5	WUBU-F
		5	WSMK-F >	5	WZOC-F	6	WFRN-F	6	WUBU-F	5	WNSN-F
								6	WNSN-F	5	WNSN-F >
								7	WSBT	7	WSBT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Format Performance		AM	FM	Total	%	Fall 97		
WFRN-F	REL-CC	104.7	Elkhart	2.5	6.1	47	755	AC	0	(0)	30	(2)	30	10.9 %	12.6 %	
WNDV	CL HITS	1490	South Bend	0.6	3.7	3	116	AOR/Classic/NR	0	(0)	46	(3)	46	16.7 %	25.2 %	
WZOW-F	CL AOR	97.7	Goshen	1.5	4.7	20	412	Black/Urban	0	(0)	37	(2)	37	13.5 %	6.7 %	
								CHR	0	(0)	31	(1)	31	11.3 %	6.3 %	
								Classical	0	(0)	0	(0)	0	0.0 %	0.0 %	
								Country	0	(0)	42	(1)	42	15.3 %	16.7 %	
								Full Service	36	(2)	0	(0)	36	13.1 %	10.4 %	
								Hispanic	0	(0)	0	(0)	0	0.0 %	0.0 %	
								Jazz	0	(0)	0	(0)	0	0.0 %	0.0 %	
								News/Talk	5	(2)	0	(0)	5	1.8 %	1.5 %	
								Oldies	2	(1)	17	(1)	19	6.9 %	6.7 %	
								Others/Unknown	0	(0)	0	(0)	0	0.0 %	0.0 %	
								Religion/Gospel	0	(0)	8	(1)	8	2.9 %	5.9 %	
								Soft AC	0	(0)	0	(0)	0	0.0 %	0.0 %	
								Sports	0	(0)	0	(0)	0	0.0 %	0.0 %	
								Standards/EZ	21	(2)	0	(0)	21	7.6 %	8.1 %	
								Totals	64	(7)	211	(11)	275	(18)		

  

Consolidation Report				12+	25-54	Revenue
Federated				19.8 %	22.3 %	%
WBYT-FM, WRBR-FM				19.8 %	22.3 %	%

# SOUTH BEND

## AM Stations

WHLY	1580	1 kW/0.5 kW (DA-1)	Standards	ABC	Unirep	WJVA
WJVA	1620	10 kW/1 kW	See WHLY			
WBSB	950	5 kW (DA-2)	Full Service	CBS	Katz	Schurz

## FM Stations

WAOR	95.3	3.3 kW @ 298	AOR		Eastman	Federated, pend.	Niles
WBYT	100.7	15 kW @ 910	Country		Christal	Federated	Elkhart
WNDV	92.9	12.5 kW @ 879	CHR		Mc-Guild	University, pend.	
WISN	101.5	13 kW @ 970	AC	Westwd	Katz	Schurz	
WRBR	103.9	3 kW @ 328	AOR		Chrstal	Federated	
WSMK	99.1	3 kW @ 328	Black		—		Buchanan, MI
WUBU	106.3	3 kW @ 292	Black	ABC	Banner		
WZOC	94.3	11.5 kW @ 492	Oldies		Katz		Plymouth

Notes: No station revenue estimates are available . . . 9/98 Sale of WNDU-AF to Federated cancelled . . . 9/98 WNDU-AF sold by Michiana Telecasting (Univ. of Notre Dame) to University Broadcasting/Artistic Media Partners (price NA) . . . 9/98 WKAM/WZOW-F sold for \$500,000 . . . 12/98 WNDU & WNDU-F changed calls to WNDV & WNDV-F, respectively

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# SPOKANE

**Arbitron Rank:** 87 Pop (12+): 427,800  
**MSA Rank:** 121  
**MSA Pop:** 417,000  
**DMA:** 74  
**Average Persons Rating:** 15.4  
**Market TSL in Hours:** 20.75

**Stations:** 21 / 21  
**Diaries:** 1,454 / 294:1 / 59.0%  
**Sample Target:** 1,420  
**% Below Line:** 0.0  
**% Not Listed:** 11.2  
**Pop per Station:** 20,371

**Last Year's Revenue:** \$16,400,000  
**Household Income:** \$38,307  
**Total Retail Sales:** \$5.5 Bil.  
**#1 Biller:** KDRK-F \$2,300,000  
**#1 Billing Portfolio:** Capstar, pending \$7,340,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KZZU-F	CHR	73 / 11.1	9.1	7.8	8.3	7.9	9.1	1017 / 23.8	23.1	23.4	84 / 1223	C	KZZU-F
2	KDRK-F	C	58 / 8.8	8.2	7.0	8.0	8.2	8.0	840 / 19.6	15.5	18.5	74 / 1095	D	KDRK-F
3	KKZX-F	CL AOR	52 / 7.9	9.1	11.3	10.7	11.8	9.8	746 / 17.4	20.6	19.1	65 / 995	D	KKZX-F
4	KXLY-F	SAC	46 / 7.0	6.6	6.4	6.5	5.7	6.6	721 / 16.8	14.0	14.6	60 / 942	C	KXLY-F
5	KXLY	N/T	38 / 5.8	5.8	5.6	5.9	4.8	5.8	623 / 14.6	14.9	14.3	41 / 734	B	KXLY
5	KEYF-AF	O	38 / 5.8	7.1	5.6	6.3	4.2	6.2	632 / 14.8	18.0	13.7	45 / 763	C	KEYF-AF
5	KGA	N/T	38 / 5.8	6.0	4.9	4.1	5.0	5.2	499 / 11.7	9.9	8.7	46 / 643	B*	KGA
8	KISC-F	AC	36 / 5.5	5.0	6.7	5.9	5.3	5.8	526 / 12.3	15.4	12.7	49 / 691	C	KISC-F
9	KAEP-F	AOR-NR	35 / 5.3	6.0	6.2	5.0	5.4	5.6	622 / 14.5	17.7	13.4	45 / 799	C	KAEP-F
10	KAQQ	ST	34 / 5.2	4.6	4.0	4.1	5.6	4.5	379 / 8.9	7.3	9.7	45 / 540	A	KAQQ
11	KNFR-F	C	32 / 4.9	4.6	5.2	7.2	6.7	5.5	511 / 11.9	12.5	13.1	40 / 622	C	KNFR-F
12	KHTQ-F	AOR	28 / 4.3	4.6	3.2	5.3	4.0	4.3	539 / 12.6	12.5	13.3	32 / 623	B	KHTQ-F
13	KNJY-F	AOR-NR	21 / 3.2	3.6	3.2	2.7	3.7	3.2	340 / 8.0	8.2	7.5	27 / 397	A	KNJY-F
14	KCDA-F	C	18 / 2.7	3.0	3.7	2.9	5.0	3.1	292 / 6.8	6.3	8.4	20 / 319	A	KCDA-F
15	KTRW	SPRTS	11 / 1.7	1.4	1.7	0.8	1.5	1.4	248 / 5.8	6.9	5.6	13 / 288		KTRW
16	KTSL-F	REL-CC	10 / 1.5	1.6	1.1	1.4	2.8	1.4	198 / 4.6	3.4	5.4	11 / 209	A	KTSL-F

12+ FM Share (Metro): 77.57% (453 of 584) (Fall 97: 79.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>>	1 KZZU-F	1 KZZU-F	1 KKZX-F	1 KKZX-F	1 KXLY-F <	1-KKZX-F	1 KDRK-F <	1 KZZU-F	1 KZZU-F >>	1 KZZU-F
2 KAEP-F	2 KAEP-F <	1 KKZX-F	2 KZZU-F <	2 KDRK-F	2 KGA <	1 KZZU-F	2 KZZU-F <	2 KDRK-F <	2 KGA	2 KDRK-F
2 KNJY-F	3 KDRK-F <	3 KDRK-F	3 KDRK-F	3 KZZU-F	3 KXLY	3 KDRK-F	3 KGA <	3 KXLY-F	3 KDRK-F <	3 KXLY-F
	4 KKZX-F	4 KAEP-F	4 KEYF-AF	4 KXLY-F <	3 KAQQ <	4 KXLY	4 KKZX-F	4 KKZX-F	4 KKZX-F <	4 KEYF-AF
	5 KHTQ-F	5 KISC-F	4 KAEP-F <	5 KEYF-AF <	5 KDRK-F <	5 KXLY-F	5 KEYF-AF <	5 KEYF-AF <	5 KEYF-AF <	5 KAEP-F
	6 KNJY-F	5 KEYF-AF	6 KISC-F	6 KISC-F <	6 KKZX-F <	6 KGA	6 KXLY-F <	6 KISC-F <	6 KISC-F	6 KKZX-F
		7 KHTQ-F <	6 KXLY-F	7 KAEP-F	7 KEYF-AF	7 KNFR-F <	7 KAQQ <	7 KAEP-F <	6 KXLY-F <	6 KAEP-F <
		8 KXLY-F <	8 KHTQ-F	8 KHTQ-F	8 KISC-F <	8 KEYF-AF	8 KHTQ-F <	8 KHTQ-F <	8 KNFR-F <	8 KXLY <
						8 KAEP-F	9 KXLY <	9 KAQQ	9 KXLY <	9 KAQQ <
										10 KNFR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZZU-F >>	1 KZZU-F >	1 KZZU-F	1 KZZU-F	1 KDRK-F	1 KDRK-F	1 KKZX-F <	1 KAEP-F	1 KKZX-F >	1 KKZX-F >>	1 KZZU-F >
2 KISC-F	2 KDRK-F <	2 KDRK-F	2 KDRK-F	1 KZZU-F	2 KZZU-F	2 KAEP-F <	1 KKZX-F	2 KAEP-F <	2 KDRK-F	2 KDRK-F <
2 KNFR-F	3 KISC-F	3 KAEP-F	3 KISC-F	3 KXLY-F <	3 KNJY-F	3 KHTQ-F	3 KHTQ-F	3 KDRK-F <	2 KAEP-F <	3 KGA <
4 KDRK-F	3 KAEP-F >	4 KISC-F	4 KXLY-F	4 KISC-F	4 KKZX-F	3 KNJY-F <	4 KNJY-F >	4 KZZU-F	4 KEYF-AF <	4 KXLY <
4 KAEP-F >	5 KHTQ-F	5 KHTQ-F	4 KNFR-F	5 KEYF-AF	5 KAEP-F >	5 KDRK-F <	5 KDRK-F	5 KNJY-F <	5 KXLY-F	5 KKZX-F
	5 KNFR-F	5 KXLY-F	4 KKZX-F	6 KKZX-F	6 KZZU-F >>	5 KTRW	6 KHTQ-F	6 KHTQ-F	6 KHTQ-F	6 KHTQ-F
			7 KEYF-AF	7 KNFR-F		5 KZZU-F	6 KEYF-AF	6 KEYF-AF	6 KZZU-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KAZZ-F	ST	107.1 Deer Park	0.6	1.3	7 98
KJRB	SPRTS	790 Spokane	0.5	2.2	5 116
KKPL	ST	630 Opportunity	0.9	2.5	6 110
KSPO-F	REL	106.5 Dishman	0.5	1.6	3 84

# SPOKANE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Capstar, pend. KAOQ-AM, KEYF-AF, KJSC-FM, KKZX-FM, KNFR-FM	29.3 %	32.7 %	44.8 %	AC	0 (0)	36 (1)	36 (1)	6.2 %	5.8 %
Citadel KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM	20.4 %	21.3 %	25.6 %	AOR/Classic/NR	0 (0)	136 (4)	136 (4)	23.3 %	23.7 %
Local KCDA-FM, KNJY-FM, KTSL-FM	7.4 %	6.4 %	5.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Morgan Murphy KHTQ-FM, KKPL-AM, KTRW-AM, KVNI-AM, KXLY-AM, KXLY-FM, KZZU-FM	30.8 %	28.1 %	23.3 %	CHR	0 (0)	73 (1)	73 (1)	12.5 %	13.1 %
	87.9 %	88.5 %	99.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	108 (3)	108 (3)	18.5 %	21.8 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	76 (2)	0 (0)	76 (2)	13.0 %	11.3 %
				Oldies	1 (1)	37 (1)	38 (2)	6.5 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	13 (2)	13 (2)	2.2 %	3.9 %
				Soft AC	0 (0)	46 (1)	46 (1)	7.9 %	6.8 %
				Sports	14 (2)	0 (0)	14 (2)	2.4 %	1.7 %
				Standards/EZ	40 (2)	4 (1)	44 (3)	7.5 %	7.3 %
				Totals	131 (7)	453 (14)	584 (21)		

### AM Stations

Call	Freq	Power	Time	Format	Comments	AM	FM	Total	%	Fall 97
KAOQ	590	5 kw		Standards	Westwd. CHN	\$<20 00	Allied	Capstar, pend		
KEYF	1050	5 kw/0.355 kw		See KEYF-F						Dishman
KGA	1510	50 kw (DA-1)		News/Talk	Westwd	\$20 00	Mc-Guild	Citadel		
KTRW	970	5 kw/1 kw (DA-1)		Sports	1-on-1. CBS. Westwd	\$ NA	Eastman	Morgan Murphy		
KXLY	920	5 kw		News/Talk	CBS ABC	\$27 00	Eastman	Morgan Murphy		

### FM Stations

Call	Freq	Power	Time	Format	Comments	AM	FM	Total	%	Fall 97
KAEP	105.7	100 kw @ 1910		AOR-New Rock		\$28 00	Mc-Guild	Citadel		
KCDA	103.1	2.4 kw @ 1825		Country	ABC	\$<20 00	Allied	KNJY-F		Coeur d'Alene, ID
KDRK	93.7	55 kw @ 2350		Country		\$57 00	Mc-Guild	Citadel		
KEYF	101.1	100 kw @ 1955		Oldies		\$38 00	Mc-Guild	Capstar, pend		Cheney
KHTQ	94.5	100 kw @ 1833		AOR	ABC	\$<20 00	Moore	Morgan Murphy		Hayden, ID
KJSC	99.1	54 kw @ 2031		AC		\$44 00	Allied	Capstar, pend		
KKZX	99.9	100 kw @ 1614		Classic AOR		\$41 00	Mc-Guild	Capstar, pend		
KNFR	95.1	55 kw @ 2350		Country		\$22 00	Allied	Capstar, pend		Opportunity
KNJY	103.9	5.5 kw @ 303		AOR-New Rock	ABC	\$<20 00	Eastman	KCDA-F		
KTSL	101.9	12 kw @ 425		Contemp. Christian	SRN	\$ NA	Salem			Medical Lake
KXLY	99.9	37 kw @ 3000		Soft AC		\$23 00	Allied	Morgan Murphy		
KZZU	92.9	65 kw @ 2050		CHR		\$32 00	Chrstal	Morgan Murphy		

Notes \* KGA revenue level includes KJRB revenue 9/93 KJRB changed from Talk to Sports as "The Fan" 10/98 KHTQ-F changed from CHR to AOR 2/99 KVNI (1050, Coeur d'Alene) changed from AC to Talk/Sports, simulcasting co-owned KXLY (AM) 1-6 pm & carrying 1-On-1 Sports 6 pm -5 am

# SPRINGFIELD, MA

Arbitron Rank: 80 Pop (12+): 493,800	Stations: 28 / 15	Last Year's Revenue: \$17,100,000
MSA Rank: 89	Diaries: 1,682 / 294:1 / 52.7%	Household Income: \$42,664
MSA Pop: 592,000	Sample Target: 1,670	Total Retail Sales: \$4.4 Bil.
DMA: 65	% Below Line: 26.5	#1 Biller: WAQY-F \$3,900,000
Average Persons Rating: 15.7	% Not Listed: 20.3	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 32,920	Clear Channel \$4,650,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WMAS-F	79 / 10.2	9.4	10.0	9.4	9.3	9.8	1056 / 21.4	20.1	19.6	81 / 1104	D	WMAS-F
2	WAQY-AF	68 / 8.8	7.6	8.8	10.3	6.4	8.9	875 / 17.7	21.1	17.7	76 / 994	E	WAQY-AF
3	WPXX-F	61 / 7.9	6.9	7.7	8.2	8.1	7.7	700 / 14.2	15.9	17.9	62 / 713	E	WPXX-F
4	WHYN-F	43 / 5.6	6.3	7.3	7.1	7.2	6.6	752 / 15.2	17.6	18.0	49 / 896	D	WHYN-F
5	WHYN	41 / 5.3	6.5	6.2	6.0	4.8	6.0	686 / 13.9	15.4	13.0	41 / 691	C	WHYN
6	WKSS-F	40 / 5.2	5.3	5.5	4.4	4.0	5.1	844 / 17.1	17.1	14.2	40 / 856		WKSS-F
7	WTIC-F	34 / 4.4	4.9	4.6	4.5	4.2	4.6	901 / 18.2	19.0	15.4	35 / 935		WTIC-F
8	WMAS	31 / 4.0	3.6	3.5	4.8	3.8	4.0	329 / 6.7	6.6	7.2	31 / 329	B	WMAS
9	WCCC-F	28 / 3.6	2.7	3.5	2.6	2.6	3.1	510 / 10.3	10.8	8.7	30 / 530		WCCC-F
10	WDRC-F	25 / 3.2	2.7	3.3	2.3	3.1	2.9	460 / 9.3	9.5	9.6	27 / 473		WDRC-F
11	WRNX-F	21 / 2.7	2.1	2.1	1.8	2.5	2.2	329 / 6.7	6.4	6.2	24 / 393	C	WRNX-F
12	WAAF-F	20 / 2.6	2.7	2.7	3.6	3.8	2.9	383 / 7.8	9.1	10.2	25 / 455		WAAF-F
13	WRCH-F	18 / 2.3	3.1	2.6	2.7	2.7	2.7	341 / 6.9	6.5	7.6	19 / 348		WRCH-F
14	WNNZ	17 / 2.2	3.3	3.5	3.7	3.7	3.2	390 / 7.9	7.8	9.2	17 / 413	B	WNNZ
14	WHMP-F	17 / 2.2	3.2	2.2	2.1	2.7	2.4	527 / 10.7	10.5	9.7	20 / 589	C	WHMP-F

12+ FM Share (Metro): 79.58%      ( 491 of 617 )      ( Fall 97: 77.30% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WAQY-AF	1 WAQY-AF <	1 WAQY-AF	1 WAQY-AF <	1 WPXX-F <	1 WAQY-AF <	1 WMAS-F	1 WMAS-F	1 WKSS-F <	1 WPXX-F <
2 WTIC-F >	2 WMAS-F >	2 WMAS-F >>	2 WMAS-F >>	2 WMAS-F >	2 WMAS-F	2 WMAS-F	2 WAQY-AF	2 WAQY-AF <	2 WMAS-F	2 WMAS-F >
3 WTIC-F <	3 WTIC-F <	3 WHYN-F	3 WHYN-F	3 WHYN-F <	3 WHYN	3 WHYN <	3 WPXX-F	3 WPXX-F >	3 WAQY-F >	3 WKSS-F <
4 WKSS-F <	4 WHYN-F	3 WPXX-F <	4 WPXX-F >	4 WPXX-F >	4 WAQY-AF	4 WPXX-F <	4 WHYN-F	4 WKSS-F <	4 WAAF-F	4 WAQY-AF >
5 WCCC-F	4 WKSS-F	5 WCCC-F <	5 WTIC-F	5 WHYN-F <	5 WHYN-F <	5 WHYN	5 WTIC-F <	5 WPXX-F	5 WHMP-F <	5 WHYN-F <
6 WAAF-F	4 WPXX-F <	6 WTIC-F	5 WCCC-F	6 WMAS	6 WCCC-F	6 WMAS	6 WHYN-F <	6 WHMP-F <	7 WTIC-F	7 WHYN
7 WHMP-F	7 WCCC-F	7 WKSS-F <	7 WHYN	7 WDRC-F >	7 WMAS <	7 WTIC-F <	7 WHYN >	7 WTIC-F	7 WHYN-F	7 WDRC-F <
7 WPXX-F <	8 WRNX-F	8 WRNX-F <	7 WDRC-F	8 WRCH-F <	8 WTIC-F	8 WCCC-F	8 WDRC-F <	8 WHYN-F	8 WHYN-F	8 WHYN-F
9 WRNX-F	9 WAAF-F		9 WKSS-F <	9 WNNZ	9 WKSS-F	9 WCCC-F	9 WCCC-F <	9 WCCC-F <	9 WCCC-F <	9 WMAS <
			10 WRNX-F >			9 WKSS-F	9 WKSS-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F	1 WMAS-F	1 WMAS-F	1 WMAS-F >>	1 WMAS-F >	1 WAAF-F	1 WAQY-AF >	1 WAQY-AF >>	1 WAQY-AF >>	1 WAQY-AF >>	1 WHYN
2 WMAS-F	2 WTIC-F <	2 WTIC-F >	2 WTIC-F <	2 WHYN-F	2 WAQY-AF	2 WCCC-F	2 WCCC-F >	2 WCCC-F	2 WCCC-F	2 WKSS-F
3 WTIC-F >>	3 WKSS-F >	3 WAQY-AF	3 WHYN-F	3 WPXX-F	3 WRNX-F	3 WAAF-F	3 WMAS-F >	3 WMAS-F	3 WMAS-F <	2 WAQY-F
4 WHYN-F >	4 WHYN-F	3 WHYN-F	4 WKSS-F	4 WTIC-F <	3 WHMP-F	4 WMAS-F	4 WAAF-F	4 WPXX-F <	4 WPXX-F	4 WMAS-F
5 WPXX-F	3 WKSS-F	5 WPXX-F <	5 WAQY-AF	3 WMAS-F	5 WHMP-F	5 WTIC-F	5 WKSS-F	5 WHYN-F	5 WHYN-F	5 WNNZ
6 WRNX-F	6 WPXX-F >	6 WAQY-AF >	6 WHYN	3 WKSS-F	6 WKSS-F	6 WKSS-F	5 WPXX-F	5 WAAF-F	5 WDRC-F	
6 WAQY-AF		7 WRNX-F	7 WKSS-F	3 WCCC-F >>	6 WTIC-F	5 WHMP-F >>	5 WRNX-F	7 WHYN	7 WHYN	
8 WHMP-F			7 WDRC-F		6 WPXX-F		8 WHYN-F	8 WTIC-F	8 WTIC-F	
8 WSPR							8 WTIC-F			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WACM	SP	1490	E. Springfield	0.4	0.8	3	42	WFAN	SPRIS	660	New York	0.4	1.5	3	77
WARE	ST	1250	Ware	1.0	1.7	8	82	WHCN-F	CL AOR	105.9	Hartford	0.9	4.3	7	223
WHMP	T	1400	Northampton	0.6	2.3	6	129	WMRQ-F	AOR-NR	104.1	Waterbury, CT	1.3	7.3	10	362
WPVQ-F	C	93.9	Turners Falls	0.6	1.8	13	219	WSRS-F	AC	96.1	Worcester	0.5	2.9	5	198
WSPR	SP-TP	1270	Springfield	1.7	2.7	13	135	WTIC	FS	1080	Hartford	0.5	2.7	4	137
								WWYZ-F	C	92.5	Waterbury, CT	0.6	2.5	5	132
								WZMX-F	CL HITS	93.7	Hartford	0.9	3.4	7	186

# SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar</b> WHMP-AM, WHMP-FM, WPIX-FM	10.7 %	8.9 %	21.6 %	AC	0 (0)	160 (4)	160 (4)	25.9 %	21.1 %
<b>Clear Channel</b> WHYN-AM, WHYN-FM, WWINZ-AM	13.1 %	12.8 %	27.2 %	AOR/Classic/NR	1 (1)	170 (7)	171 (8)	27.7 %	25.4 %
				Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	40 (1)	40 (1)	6.5 %	10.0 %
	23.8 %	21.7 %	48.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	71 (3)	71 (3)	11.5 %	11.7 %
				Full Service	4 (1)	0 (0)	4 (1)	0.6 %	1.3 %
				Hispanic	16 (2)	0 (0)	16 (2)	2.6 %	2.7 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	63 (3)	0 (0)	63 (3)	10.2 %	12.5 %
				Oldies	0 (0)	32 (2)	32 (2)	5.2 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	18 (1)	18 (1)	2.9 %	3.3 %
				Sports	3 (1)	0 (0)	3 (1)	0.5 %	1.0 %
				Standards/EZ	39 (2)	0 (0)	39 (2)	6.3 %	5.2 %
				<b>Totals</b>	<b>126 (10)</b>	<b>491 (18)</b>	<b>617 (28)</b>		

### AM Stations

WAOY	1600	2.5 kw (Days)	See WAOY-F					E Longmeadow
WHYN	550	5 kw/1 kw (DA-2)	Talk	ABC, CHN	\$39 00	Clr Chnl	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25 00	Mc-Guild		
WWINZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS ABC Westwd	\$25 00	Katz	Clear Channel	Westfield

### FM Stations

WAOY	102.1	17 kw @ 780	Classic AOR		\$75 00	Katz	Saga	
WHMP	99.3	6 kw @ 325	New Rock	JRN	\$30 00	Sentry	Capstar	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56 00	Clr Chnl	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$50 00	Mc-Guild	Lappin	
WPIX	97.9	2.2 kw @ 528	Country		\$70 00	D&R	Capstar	Enfield, CT
WHYN	100.9	1.35 kw @ 692	Progressive AOR		\$25 00	Allied		Amherst

Notes: Other ranked stations - See Hartford or Boston. 10/98 WWINZ sold to Clear Channel for \$1,200,000 (Serafin)

# SPRINGFIELD, MO

Arbitron Rank: 146 Pop (12+): 254,800	Stations: 17 / 17	Last Year's Revenue: \$16,400,000
MSA Rank: 160	Diarles: 670 / 380:1 / 52.9%	Household Income: \$37,171
MSA Pop: 302,000	Sample Target: 680	Total Retail Sales: \$4.5 Bil.
DMA: 77	% Below Line: 0.0	#1 Biller: KTTS-F \$3,300,000
Average Persons Rating: 12.8	% Not Listed: 16.2	#1 Billing Portfolio:
Market TSL in Hours: 17.00	Pop per Station: 14,988	Sunburst \$6,320,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KTTS-F	C	47 / 14.4	14.9	12.3	12.8	14.1	531 / 20.9	28.6	27.6	118 / 1267	E	KTTS-F
2	KGBX-F	AC	32 / 9.8	12.1	10.1	8.0	11.5	496 / 19.5	23.2	21.8	56 / 832	D	KGBX-F
3	KHTO-F	CHR	24 / 7.3	5.4	7.2	6.1	5.2	510 / 20.0	15.7	19.9	36 / 761	B	KHTO-F
4	KTXR-F	SAC	19 / 5.8	4.4	5.6	4.3	5.8	331 / 13.0	12.6	12.7	46 / 696	B	KTXR-F
4	KTOZ-F	AOR-NR	19 / 5.8	4.4	5.6	5.1	3.7	409 / 16.1	12.4	14.4	30 / 639	B	KTOZ-F
6	KWTO	T	18 / 5.5	4.9	3.5	4.0	4.7	323 / 12.7	11.0	8.8	34 / 565	B	KWTO
7	KOSP-F	O	17 / 5.2	4.6	5.9	5.9	3.1	367 / 14.4	12.0	15.4	35 / 610	C	KOSP-F
7	KGMY-F	C	17 / 5.2	7.5	6.4	9.0	12.0	301 / 11.8	18.0	17.0	42 / 625	C	KGMY-F
9	KZRO-F	AOR	13 / 4.0	3.1	1.3	2.1	1.0	222 / 8.7	7.2	5.8	19 / 294	A	KZRO-F
9	KLTO-F	C	13 / 4.0	3.9	5.6	4.5	1.0	247 / 9.7	10.9	10.9	20 / 387	A	KLTO-F
9	KKLH-F	CL HITS	13 / 4.0	3.9	2.9	4.8	4.4	338 / 13.3	11.6	9.5	23 / 563	A	KKLH-F
12	KXUS-F	AOR/CL	12 / 3.7	6.7	6.1	6.4	5.2	278 / 10.9	13.4	14.3	27 / 621	C	KXUS-F

12+ FM Share (Metro): 87.96% ( 241 of 274 ) ( Fall 97: 89.39% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTO-F >>	1 KHTO-F	1 KGBX-F >	1 KGBX-F >	1 KGBX-F <	1 KTTS-F >>	1 KTTS-F >	1 KTTS-F	1 KTTS-F	1 KGBX-F	1 KTTS-F >>
2 KTOZ-F >>	1 KZRO-F <	2 KTTS-F	2 KTTS-F	2 KTTS-F >	2 KGBX-F	2 KGBX-F >	2 KGBX-F	2 KHTO-F	2 KHTO-F	2 KHTO-F <
	3 KGBX-F	3 KHTO-F <	3 KGMY-F <	3 KGMY-F <	3 KTXR-F	3 KHTO-F	3 KWTO >	3 KTTS-F	3 KTTS-F	3 KTXR-F <
	4 KTOZ-F >	4 KTOZ-F <	4 KKLH-F <	4 KOSP-F	4 KWTO	4 KTOZ-F <	4 KOSP-F	4 KTOZ-F	4 KTOZ-F	4 KGBX-F
	5 KGMY-F	5 KGMY-F	5 KTOZ-F	5 KWTO	5 KOSP-F >	5 KTXR-F <	4 KGMY-F	5 KWTO	5 KGMY-F	5 KTOZ-F
	5 KLTO-F	5 KZRO-F <	5 KXUS-F	5 KKLH-F <	6 KTTS	6 KOSP-F <	4 KTXR-F <	6 KOSP-F	5 KWTO	5 KOSP-F
	7 KKLH-F	7 KKLH-F <	7 KHTO-F	7 KTOZ-F	6 KGMY-F	7 KGMY-F <	7 KTOZ-F <	6 KTXR-F <	7 KLTO-F	5 KLTO-F <
	7 KXUS-F	8 KOSP-F	7 KOSP-F	7 KXUS-F	8 KWTO-F	8 KHTO-F <	8 KGMY-F <	7 KTXR-F	8 KGMY-F <	8 KGMY-F <
		8 KXUS-F	7 KWTO		9 KKLH-F	9 KKLH-F <	9 KXUS-F <		9 KZRO-F	9 KZRO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHTO-F	1 KGBX-F	1 KGBX-F >	1 KGBX-F >	1 KGBX-F >	1 KLTO-F >	1 KZRO-F >	1 KZRO-F >	1 KZRO-F	1 KTTS-F >	1 KTTS-F <
2 KGBX-F	1 KHTO-F >	2 KTOZ-F	2 KHTO-F	2 KTTS-F	2 KZRO-F >	2 KTOZ-F	2 KXUS-F	2 KTTS-F	2 KWTO	2 KWTO >>
3 KTOZ-F	3 KTOZ-F	2 KHTO-F >	3 KTTS-F >	3 KOSP-F	3 KTOZ-F	2 KLTO-F	2 KGMY-F	3 KTOZ-F	3 KGBX-F	3 KHTO-F
4 KGMY-F	4 KTTS-F >	4 KGMY-F	4 KTOZ-F	4 KHTO-F	3 KOSP-F >>	4 KXUS-F	4 KTOZ-F >	3 KXUS-F	3 KGMY-F	4 KGBX-F
4 KLTO-F	5 KGMY-F	4 KKLH-F	4 KOSP-F	5 KGMY-F	4 KHTO-F	4 KHTO-F	3 KGBX-F	3 KGBX-F	5 KXUS-F	
4 KTTS-F >>	5 KKLH-F	4 KTTS-F >>	6 KKLH-F	5 KKLH-F	4 KGMY-F	6 KWTO	6 KWTO	6 KTOZ-F	6 KTOZ-F	
	5 KLTO-F		6 KGMY-F >	7 KTOZ-F		6 KGMY-F	6 KGMY-F	6 KZRO-F	6 KZRO-F	
	5 KZRO-F >			7 KTXR-F		7 KKLH-F	7 KKLH-F	6 KKLH-F		
						7 KLTO-F				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KADI-F	REL	99.5	Republic	1.8	7.3	7	217
KGMY	ST	1400	Springfield	0.6	2.8	2	71
KLFJ	T	1550	Springfield	1.2	2.9	5	75
KTTS	C	1260	Springfield	2.8	5.0	13	194
KWTO-F	CL AOR	98.7	Springfield	2.8	9.0	16	492

# SPRINGFIELD, MO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Journal Broadcast Group</b> KLTO-FM, KTTS-AM, KTTS-FM	21.2 %	15.6 %	28.5 %	AC	0 (0)	32 (1)	32 (1)	11.7 %	13.8 %
				AOR/Classic/NR	0 (0)	53 (4)	53 (4)	19.3 %	17.4 %
<b>Local</b> KHTO-FM, KZRO-FM	11.3 %	9.2 %	6.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Meyer</b> KTXR-FM, KWTO-AM, KWTO-FM	14.1 %	13.5 %	14.7 %	CHR	0 (0)	24 (1)	24 (1)	8.8 %	8.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Midwest Family</b> KKLH-FM, KOSP-FM	9.2 %	12.4 %	10.3 %	Country	9 (1)	77 (3)	86 (4)	31.4 %	35.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Sunburst</b> KGBX-FM, KGMV-AM, KGMV-FM, KTOZ-FM, KXUS-FM	25.1 %	31.3 %	38.5 %	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	80.8 %	82.0 %	98.1 %	News/Talk	22 (2)	0 (0)	22 (2)	8.0 %	4.2 %
				Oldies	0 (0)	30 (2)	30 (2)	10.9 %	10.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	6 (1)	6 (1)	2.2 %	2.9 %
				Soft AC	0 (0)	19 (1)	19 (1)	6.9 %	6.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	2 (1)	0 (0)	2 (1)	0.7 %	0.6 %
				<b>Totals</b>	<b>33 (4)</b>	<b>241 (13)</b>	<b>274 (17)</b>		

## AM Stations

Station	Power	Frequency	Format	ABC	NA	Allied	Journal Bcst Gp
KTTS	1260	5 kw (DA-1)	Country	ABC	\$ NA	Allied	Journal Bcst Gp
KWTO	560	5 kw/4 kw (DA-2)	Talk	ABC	\$ <20 00	Mc-Guild	Meyer

## FM Stations

Station	Power	Frequency	Format	ABC	NA	Allied	Journal Bcst Gp	Other
KGBX	105.9	38 kw @ 558	AC		\$51 00	Katz	Sunburst	Nixa
KGMV	100.5	33 kw @ 600	Country		\$45 00	Katz	Sunburst	Aurora
KHTO	106.7	25 kw @ 328	CHR		\$ <20 00	—	KZRO-F	Mt. Vernon
KKLH	104.7	35.3 kw @ 581	Classic Hits	AP	\$ <20 00	—	Midwest Family	Marshfield
KLTO	95.5	50 kw @ 492	Country		\$ <20 00	—	Journal Bcst Gp	Sparta
KOSP	105.1	50 kw @ 492	Oldies		\$22 00	—	Midwest Family	Willard
KTOZ	95.5	50 kw @ 492	New Rock		\$10 00	Katz	Sunburst	Pleasant Hope
KTTS	94.7	100 kw @ 1102	Country	ABC	\$75 00	Allied	Journal Bcst Gp	
KTYR	101.3	100 kw @ 1181	Soft AC	Westwd	\$22 00	Mc-Guild	Meyer	
KWTO	98.7	100 kw @ 551	Classic AOR	ABC	\$ <20 00	Mc-Guild	Meyer	
KXUS	97.3	100 kw @ 581	AOR/Classic AOR		\$25 00	Katz	Sunburst	
KZRO	104.1	21.5 kw @ 354	AOR	ABC	\$ NA	—	KHTO-F	Ash Grove

Notes: 12/98 KTOZ-F changed from New Rock to Modern AC (AC-NR) as "Alice @ 95.5" 2/99 KLFJ (1550) sold for \$432,500



# STOCKTON

Arbitron Rank: 85 Pop (12+): 435,300	Stations: 43 / 8	Last Year's Revenue: \$9,100,000
MSA Rank: 95	Diaries: 879 / 495:1 / 45.9%	Household Income: \$40,832
MSA Pop: 548,000	Sample Target: 860	Total Retail Sales: \$4.1 Bil.
DMA: Sacramento (#17)	% Below Line: 50.2	#1 Biller: NA
Average Persons Rating: 14.9	% Not Listed: 16.7	#1 Billing Portfolio: NA
Market TSL in Hours: 20.25	Pop per Station: 54,412	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	KWIN-F	CHR	74 / 11.4	10.4	7.2	8.6	1055 / 24.2	23.1	19.8	74 / 1065	KWIN-F
2	KATM-F	C	67 / 10.3	11.3	10.8	11.8	860 / 19.8	23.3	19.1	72 / 945	KATM-F
3	KQOD-AF	O	51 / 7.9	6.8	6.0	6.3	727 / 16.7	18.3	15.2	52 / 738	KQOD-AF
4	KMIX-F	SP	36 / 5.6	5.1	4.7	3.3	387 / 8.9	8.8	8.7	36 / 387	KMIX-F
4	KHKK-F	CL AOR	36 / 5.6	5.4	4.9	4.7	656 / 15.1	14.8	14.2	40 / 708	KHKK-F
6	KJOY-F	SAC	28 / 4.3	1.2	1.6	2.0	368 / 8.5	2.9	4.2	29 / 372	KJOY-F
7	KOSO-F	AC/CHR*	26 / 4.0	3.8	5.0	4.2	540 / 12.4	12.0	13.6	28 / 579	KOSO-F
8	KNBR	SPRTS	19 / 2.9	4.5	1.9	4.7	330 / 7.6	8.5	8.6	21 / 373	KNBR
9	KHOP-F	AOR/CL	17 / 2.6	3.3	2.4	3.0	306 / 7.0	7.6	7.7	19 / 331	KHOP-F
9	KCBS	N/T	17 / 2.6	1.2	2.5	1.8	402 / 9.2	4.5	7.9	18 / 421	KCBS
11	KWOD-F	CHR-NR	15 / 2.3	1.8	2.0	1.8	246 / 5.6	6.4	4.6	16 / 253	KWOD-F
12	KJAX	T	12 / 1.9	0.8	0.8	0.8	146 / 3.4	2.0	2.0	13 / 156	KJAX

12+ FM Share (Metro): 80.19%      ( 433 of 540 )      ( Fall 97: 75.29% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWIN-F >>>	1 KWIN-F >	1 KWIN-F	1 KATM-F <	1 KATM-F	1 KQOD-AF <	1 KATM-F	1 KATM-F <	1 KWIN-F	1 KWIN-F >>	1 KWIN-F
2 KOSO-F	2 KATM-F >	2 KATM-F	2 KWIN-F <	2 KWIN-F <	2 KATM-F >	2 KWIN-F <	2 KQOD-AF <	2 KATM-F	2 KATM-F >	2 KATM-F
3 KSFM-F	3 KOSO-F <	3 KHKK-F >	3 KHKK-F >	3 KHKK-F	3 KHKK-F	3 KQOD-AF >	3 KWIN-F >	3 KQOD-AF >	3 KSFM-F	3 KMIX-F
4 KWOD-F >>	4 KMIX-F <	4 KQOD-AF	4 KQOD-AF	4 KQOD-AF >	4 KMIX-F <	4 KHKK-F >	4 KHKK-F <	4 KHKK-F <	4 KOSO-F	4 KHKK-F
	5 KHKK-F	4 KJOY-F <	5 KJOY-F <	5 KMIX-F	5 KJOY-F	5 KMIX-F	5 KMIX-F <	5 KOSO-F <	4 KHKK-F	4 KQOD-AF >
	6 KWOD-F	6 KMIX-F <	6 KMIX-F	5 KJOY-F >	6 KWIN-F	5 KCBS <	6 KJOY-F >	6 KJOY-F <	4 KMIX-F	6 KOSO-F <
	7 KHOP-F	7 KOSO-F				7 KJOY-F		7 KMIX-F <		7 KJOY-F >
	8 KJOY-F >									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KWIN-F	1 KWIN-F >	1 KWIN-F	1 KWIN-F <	1 KATM-F	1 KWIN-F >>	1 KWIN-F >	1 KATM-F	1 KWIN-F	1 KHKK-F	1 KGO <
1 KOSO-F >	2 KATM-F	2 KATM-F >	2 KATM-F >	2 KWIN-F	2 KOSO-F	2 KATM-F	2 KWIN-F >	2 KHKK-F	2 KATM-F <	2 KATM-F
3 KJOY-F >	3 KOSO-F	3 KHKK-F	3 KHKK-F	3 KQOD-AF	3 KMIX-F	3 KWOD-F	3 KHKK-F	3 KATM-F >	3 KWIN-F	2 KHKK-F <
4 KYLD-F	4 KMIX-F	4 KMIX-F	3 KQOD-AF	4 KJOY-F	3 KWOD-F >	4 KMIX-F	3 KWOD-F	4 KHOP-F	4 KQOD-AF	4 KWIN-F
4 KMIX-F	4 KHKK-F >	5 KOSO-F >	3 KJOY-F <	5 KHKK-F	5 KRXQ-F	4 KHOP-F	5 KHOP-F	4 KMIX-F	5 KMIX-F	4 KWOD-F
4 KWOD-F	6 KJOY-F		6 KOSO-F	6 KMIX-F	5 KJOY-F	6 KHKK-F	5 KHTK	6 KNBR	6 KNBR	
4 KATM-F >>			6 KQOD-F	7 KOSO-F >	5 KATM-F	6 KOSO-F				
					5 KHOP-F >>					

# STOCKTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KCVR	SP	1570	Lodi	0.9	1.7	6	75
KSTN-F	SP	1073	Stockton	1.1	4.6	7	198

Consolidation Report	12+	25-54	Revenue
Silverado	15.7 %	14.4 %	%
KJOY-FM, KWLN-FM			
	15.7 %	14.4 %	%

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KQTC	ST	1320	Sacramento	0.9	1.7	6	76
KFEK	HT	1530	Sacramento	1.5	3.2	14	173
KFOG-F	AOR-P	1045	San Francisco	0.9	1.4	6	61
KFRQ-F	O	997	San Francisco	0.5	2.3	3	103
KFRY-F	C	957	Manitoba	0.8	2.7	5	119
KGO	T	810	San Francisco	1.5	3.7	10	172
KHTY	SPRTS	1140	Sacramento	1.4	3.2	9	160
KHYL-F	O	1011	Auburn	0.5	1.3	3	60
KIQI-F	AC/CHR	1013	San Francisco	0.5	2.8	4	120
KISQ-F	B/AC	921	San Francisco	0.6	1.6	4	71
KITS-F	AOR-NR	1053	San Francisco	0.8	1.3	5	58
KJSH-F	AC	1023	Modesto	0.6	2.6	4	115
KKIQ-F	AC	1017	Livermore	0.5	2.4	3	104
KKQI-F	C	1051	Sacramento	0.6	1.6	5	105
KKRE-F	SP-C	1019	Shingle Springs	0.5	1.5	4	67
KR/R-F	J	1055	Copperopolis	0.9	2.2	6	100
KR/Q-F	AOR	995	Sacramento	0.9	1.9	6	100
KSFM-F	CHR	1025	Woodland	1.7	9.0	11	403
KSFO	T	560	San Francisco	0.5	1.9	3	105
KSTE	T	650	Rancho Cordova	0.6	2.8	4	148
KTRB	H	850	Modesto	0.5	1.2	4	54
KYLD-F	B	949	San Francisco	0.8	2.9	5	131
KZMS-F	SP	971	Patterson	0.9	2.8	6	121
KZZQ-F	AC-NR	1005	Sacramento	0.9	3.4	6	167

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	43 (5)	43 (5)	8.0 %	9.8 %
AOR/Classic/NR	0 (0)	70 (6)	70 (6)	13.0 %	10.4 %
Black/Urban	0 (0)	9 (2)	9 (2)	1.7 %	2.3 %
CHR	0 (0)	100 (3)	100 (3)	18.5 %	13.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	76 (3)	76 (3)	14.1 %	16.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	6 (1)	52 (4)	58 (5)	10.7 %	14.9 %
Jazz	0 (0)	6 (1)	6 (1)	1.1 %	2.1 %
News/Talk	59 (7)	0 (0)	59 (7)	10.9 %	10.8 %
Oldies	8 (2)	49 (3)	57 (5)	10.6 %	10.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
Soft AC	0 (0)	28 (1)	28 (1)	5.2 %	1.9 %
Sports	28 (2)	0 (0)	28 (2)	5.2 %	5.0 %
Standards/EZ	6 (1)	0 (0)	6 (1)	1.1 %	1.5 %
<b>Totals</b>	<b>107 (13)</b>	<b>433 (28)</b>	<b>540 (41)</b>		

### AM Stations

KJAX	1280	1 kw (DA-N)	Talk	ABC	\$900	---	Capstar
KWG	1230	1 kw	See KQOD-F				

### FM Stations

KJOY	99.3	2.35 kw @ 330	AC	\$ NA	Chrstal	Silverado	
KWKX	100.9	6 kw @ 328	Hispanic Contemp		Katz	Z-Spanish	Tracy
KQOD	100.1	6 kw @ 285	Oldies	\$3300	Eastman	KWG	
KWLN	97.7	3 kw @ 300	CHR	\$3800	Allied	Silverado	Lodi

Notes \* KOSO-F was placed "below the line" for a "special station activity" (djs discussing the Arbitron survey) Other ranked stations -- See Modesto, Sacramento or San Francisco Station revenue data are not available 12/98 KCVR (1570) changed from Hispanic-Regional to Z-Spanish network's Hispanic Contemporary "La Bonta" service 1/99 KSTN (1420) changed from Black to Black Oldies

# SYRACUSE

**Arbitron Rank:** 73 Pop (12+): 541,300  
**MSA Rank:** 73  
**MSA Pop:** 743,000  
**DMA:** 69  
**Average Persons Rating:** 15.7  
**Market TSL in Hours:** 20.50

**Stations:** 31 / 24  
**Diaries:** 1,805 / 300:1 / 56.5%  
**Sample Target:** 1,740  
**% Below Line:** 4.5  
**% Not Listed:** 12.7  
**Pop per Station:** 22,554

**Last Year's Revenue:** \$25,000,000  
**Household Income:** \$43,885  
**Total Retail Sales:** \$5.6 Bil.  
**#1 Biller:** WYYY-F \$4,400,000  
**#1 Billing Portfolio:**  
 Clear Channel, pend. \$11,380,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WBBS-F	C	89 / 10.4	9.7	9.3	9.7	9.7	9.8	1067 / 19.7	18.5	17.7	112 / 1371	E	WBBS-F
2	WSYR	FS	84 / 9.9	8.9	7.9	8.4	7.7	8.8	1207 / 22.3	18.6	19.5	90 / 1382	E	WSYR
3	WYYY-F	AC	60 / 7.0	5.7	7.6	6.7	7.4	6.8	1011 / 18.7	20.1	17.1	72 / 1260	F	WYYY-F
3	WAQX-F	AOR	60 / 7.0	7.6	7.3	7.9	7.5	7.5	1094 / 20.2	20.2	19.8	68 / 1303	D	WAQX-F
5	WNTQ-F	CHR	53 / 6.2	7.2	7.5	6.9	7.4	7.0	1336 / 24.7	26.3	23.8	63 / 1711	E	WNTQ-F
6	WWHT-F	CHR	52 / 6.1	6.7	6.4	5.5	4.9	6.2	1073 / 19.8	20.9	18.7	70 / 1504	B	WWHT-F
7	WSEN-F	O	50 / 5.9	5.9	5.2	6.2	6.4	5.8	922 / 17.0	16.9	14.3	65 / 1143	D	WSEN-F
7	WKRL-FF	AOR-NR	50 / 5.9	4.3	5.1	4.6	5.5	5.0	809 / 15.0	12.1	11.2	54 / 889	C	WKRL-FF
9	WTKW-FF	CL AOR	48 / 5.6	4.6	4.2	5.0	4.2	4.9	728 / 13.4	10.6	11.2	55 / 837	C	WTKW-FF
9	WLTI-F	SAC	48 / 5.6	4.6	4.9	5.8	4.6	5.2	713 / 13.2	11.5	11.6	51 / 752	C	WLTI-F
11	WFBL	ST	22 / 2.6	3.0	2.4	3.0	2.6	2.7	357 / 6.6	6.1	5.6	23 / 392	A	WFBL
12	WTLA-AA	ST	18 / 2.1	2.0	2.3	1.7	2.3	2.0	257 / 4.7	5.6	5.0	19 / 265	A	WTLA-AA
13	WHEN	SPRTS	17 / 2.0	2.4	2.1	2.6	2.4	2.3	360 / 6.7	6.7	8.2	19 / 417	A	WHEN
14	WFRG-F	C	16 / 1.9	2.2	1.7	1.4	1.8	1.8	274 / 5.1	4.8	4.0	47 / 626		WFRG-F
15	WSCP-F	C	14 / 1.6	1.7	1.7	1.4	1.5	1.6	168 / 3.1	2.3	1.7	15 / 204		WSCP-F
16	WRDS-F	B/AC	13 / 1.5	2.3	2.8	1.9	2.5	2.1	218 / 4.0	5.4	4.6	14 / 235	A	WRDS-F
17	WNSS	N	9 / 1.1	1.0	0.8	1.7	1.3	1.1	280 / 5.2	4.4	4.6	9 / 283	A	WNSS

12+ FM Share (Metro): 78.63% (585 of 744) (Fall 97: 79.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWHT-F >>	1 WAQX-F <	1 WBBS-F <	1 WBBS-F <	1 WBBS-F	1 WSYR	1 WSYR	1 WBBS-F	1 WBBS-F	1 WSYR <	1 WBBS-F >
2 WKRL-FF >	2 WKRL-FF	2 WAQX-F	2 WAQX-F <	2 WYYY-F	2 WBBS-F >	2 WAQX-F <	2 WSYR <	2 WSYR	2 WWHT-F	2 WSYR
3 WNTQ-F >>	3 WBBS-F <	3 WYYY-F <	3 WTKW-FF <	2 WAQX-F	3 WSEN-F	3 WBBS-F	3 WYYY-F	3 WKRL-FF <	3 WBBS-F	3 WWHT-F <
	4 WWHT-F <	4 WTKW-FF <	4 WYYY-F	4 WTKW-FF	4 WLTI-F <	4 WYYY-F <	4 WLTI-F	4 WWHT-F	3 WKRL-FF	4 WKRL-FF <
	5 WNTQ-F <	5 WNTQ-F <	5 WNTQ-F	5 WNTQ-F <	5 WYYY-F >	5 WNTQ-F	5 WAQX-F	5 WNTQ-F <	5 WAQX-F	5 WYYY-F
	6 WTKW-FF <	6 WKRL-FF	6 WLTI-F	6 WLTI-F <	6 WAQX-F	6 WSEN-F <	5 WTKW-FF <	6 WYYY-F <	6 WLTI-F <	6 WSEN-F <
	7 WYYY-F >>	7 WWHT-F	7 WSEN-F	7 WSEN-F <	6 WTKW-FF <	7 WTKW-FF	7 WNTQ-F	7 WSEN-F <	7 WSEN-F	7 WTKW-FF
		8 WSEN-F	7 WSYR	8 WSYR >		8 WWHT-F <	7 WSEN-F	8 WLTI-F <	7 WNTQ-F	7 WNTQ-F <
		8 WLTI-F					9 WKRL-FF	9 WTKW-FF		9 WLTI-F
								10 WAQX-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWHT-F	1 WBBS-F <	1 WBBS-F	1 WBBS-F	1 WBBS-F	1 WKRL-FF >	1 WAQX-F	1 WAQX-F >	1 WAQX-F	1 WAQX-F	1 WSYR >>
2 WBBS-F	2 WWHT-F	2 WNTQ-F	2 WYYY-F <	2 WYYY-F <	2 WAQX-F >>	2 WKRL-FF	2 WTKW-FF >	2 WTKW-FF <	2 WTKW-FF	2 WYYY-F <
3 WYYY-F	3 WNTQ-F	3 WWHT-F	3 WNTQ-F	3 WLTI-F <	3 WTKW-FF	3 WTKW-FF	3 WKRL-FF	3 WKRL-FF	3 WBBS-F <	3 WBBS-F
3 WNTQ-F	4 WYYY-F >	4 WLTI-F	4 WLTI-F <	4 WNTQ-F >	4 WWHT-F	4 WNTQ-F	3 WYYY-F	4 WBBS-F	4 WYYY-F	4 WSEN-F
5 WKRL-FF	5 WKRL-FF	4 WYYY-F >	5 WWHT-F >	5 WSEN-F	5 WBBS-F	5 WYYY-F	5 WNTQ-F	5 WYYY-F	4 WSYR <	4 WAQX-F <
	5 WLTI-F	6 WTKW-FF	6 WSEN-F <	6 WTKW-FF	WNTQ-F >	WBBS-F	6 WBBS-F	6 WNTQ-F <	6 WSEN-F	
		6 WAQX-F	7 WTKW-FF	7 WWHT-F		WWHT-F >		7 WSYR	7 WKRL-FF <	
		6 WKRL-FF								

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WHCD-F	J	106.9	Auburn	0.9	3.5	14	281	WKLL-F	AOR	94.9	Frankfort	0.6	1.6	12	234
WMCR-AF	AC	1600	Oneida	0.7	1.5	8	114	WLZW-F	AC	98.7	Utica	0.5	2.4	12	249
WOLF	T	1490	Syracuse	0.5	1.6	4	97	WNVE-F	AOR-NR	95.1	S. Bristol	0.6	2.5	29	474
								WOUR-F	AOR	96.9	Utica	0.6	3.0	12	301
								WSKS-F	CHR	102.5	Rome	0.4	2.6	8	282

# SYRACUSE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Clear Channel, pend.</b> WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM	35.4 %	34.0 %	45.5 %	AC	5 (1)	66 (3)	71 (4)	9.5 %	9.1 %
<b>Pilot</b> WAOX-FM, WLTI-FM, WNISS-AM, WNTQ-FM	19.9 %	24.9 %	33.2 %	AOR/Classic/NR	0 (0)	173 (8)	173 (8)	23.3 %	23.1 %
<b>Radio Corp.</b> WXPB-FM, WYRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM	13.6 %	13.1 %	9.4 %	Black/Urban	0 (0)	13 (1)	13 (1)	1.7 %	2.9 %
	68.9 %	72.0 %	88.1 %	CHR	0 (0)	108 (3)	108 (3)	14.5 %	15.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	119 (3)	119 (3)	16.0 %	15.6 %
				Full Service	84 (1)	0 (0)	84 (1)	11.3 %	9.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	8 (1)	8 (1)	1.1 %	0.8 %
				News/Talk	13 (2)	0 (0)	13 (2)	1.7 %	2.2 %
				Oldies	0 (0)	50 (1)	50 (1)	6.7 %	8.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	48 (1)	48 (1)	6.5 %	5.5 %
				Sports	17 (1)	0 (0)	17 (1)	2.3 %	2.8 %
				Standards/EZ	40 (3)	0 (0)	40 (3)	5.4 %	5.8 %
				<b>Totals</b>	<b>159 (8)</b>	<b>585 (21)</b>	<b>744 (29)</b>		

### AM Stations

Station	Freq	Power	Time	Format	Contract	Agency	Advertiser	Location
WFBL	1050	2.5 kw	0119 hr	Standards	CNN, Westwd	\$20.00	Mc-Guild	Baldwinsville
WHEN	620	5 kw	1 hr	Sports	ABC, 1-On-1, Westwd	\$22.00	Eastman	
WNISS	1290	5 kw	(DA-11)	News	CBS AP	\$16.00	D&R	Pilot
WSGO	1440	1 kw	0445 hr	See WTLA				Oswego
WSYR	570	5 kw	(DA-2)	Full Service	Westwd, ABC, CNN	\$66.00	Katz	Cox
WTLA	1200	1 kw	(DA-11)	Standards	ABC	\$20.00	Allied	Radio Corp

### FM Stations

Station	Freq	Power	Time	Format	Contract	Agency	Advertiser	Location
WAOX	95.7	25 kw	@ 298	AOR	ABC	\$75.00	D&R	Pilot
WBBS	104.7	50 kw	@ 492	Country		\$54.00	---	Cox
WXPB	105.5	5 kw	@ 328	See WYRL-F				Minetto
WYRL	100.9	6 kw	@ 155	AOR-New Rock	ABC	\$25.00	Allied	Radio Corp
WLTI	105.9	1.25 kw	@ 200	Soft AC	CBS	\$ NA	D&R	Pilot
WNTQ	93.1	97 kw	@ 660	CHR		\$75.00	D&R	Pilot
WRDS	102.1	6 kw	@ 220	Black AC	ABC	\$ NA	Allied	
WSCP	101.7	2.5 kw	@ 364	Country		\$ NA	---	
WCEN	92.1	25 kw	@ 300	Oldies	CBS Westwd	\$38.00	Mc-Guild	Buckley
WTKV	105.5	1.8 kw	@ 417	See WTKW-F				Oswego
WTKW	99.5	5 kw	@ 328	Classic AOR	ABC AP	\$30.00	Allied	Radio Corp
WWHT	107.9	50 kw	@ 500	CHR	ABC	\$20.00	Eastman	Cox
WYYY	54.5	100 kw	@ 550	AC		\$93.00	Katz	Cox

Notes: WFRG-F -- See Utica-Rome. 259 Cox Radio traded WBBS-F, WHEN, WSYR, WWHT-F & WYYY-F (plus cash) to Clear Channel for Clear Channel/Jacor properties in Louisville & Tampa-Saint Petersburg. See those markets for details.

# TALLAHASSEE

Arbitron Rank: 163 Pop (12+): 213,600	Stations: 17 / 15	Last Year's Revenue: \$105,000,000
MSA Rank: 167	Diaries: 625 / 342:1 / 52.2%	Household Income: \$39,086
MSA Pop: 278,000	Sample Target: 610	Total Retail Sales: \$2.5 Bil.
DMA: 116	% Below Line: 2.8	#1 Biller: WBZE-F \$1,800,000
Average Persons Rating: 13.5	% Not Listed: 22.2	#1 Billing Portfolio:
Market TSL in Hours: 17.75	Pop per Station: 14,240	Cumulus \$4,480,000

12+ Metro	Format	Fall 98 1/4 Share	Spq 98	Fall 97	Spq 97	Fall 96	12+ Metro Cume / Rtg	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WHBX-F	B/AC	49 / 17.0	13.8	13.7	14.6	15.5	500 / 23.4	24.3	22.9	74 / 842	C	WHBX-F
2	WTNT-F	C	21 / 7.3	7.8	6.3	5.4	8.7	380 / 17.8	16.8	16.5	61 / 992	C	WTNT-F
2	WJZT-F	J	21 / 7.3	7.8	6.3	6.7	2.9	294 / 13.8	14.7	11.5	28 / 427	B	WJZT-F
4	WBZE-F	AC	19 / 6.6	6.0	9.7	9.9	7.6	387 / 18.1	19.2	18.6	31 / 527	C	WBZE-F
5	WOKL-F	O	18 / 6.2	6.6	4.3	3.8	5.4	315 / 14.8	17.4	13.2	34 / 581	B	WOKL-F
6	WXSR-F	AOR-NR	17 / 5.9	6.3	5.7	5.7	6.5	399 / 18.7	19.9	17.3	28 / 569	B	WXSR-F
7	WGLF-F	CL AOR	14 / 4.9	5.7	4.7	5.7	5.8	321 / 15.0	15.9	13.5	34 / 666	B	WGLF-F
8	WWLD-F	CHR	11 / 3.8	4.4	4.7	8.6	4.3	364 / 17.0	18.9	16.4	14 / 400	B	WWLD-F
9	WWFO-F	AOR/CL	10 / 3.5	4.7	6.3	4.8	5.4	270 / 12.6	12.7	12.1	15 / 404	B	WWFO-F
9	WAIB-F	C	10 / 3.5	6.0	7.0	6.4	6.1	254 / 11.9	16.6	14.5	15 / 343	B	WAIB-F

12+ FM Share (Metro): 91.96%      ( 206 of 224 )      ( Fall 97: 96.94% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WXSR-F	1 WHBX-F >>	1 WHBX-F >>	1 WHBX-F >>	1 WHBX-F >>	1 WHBX-F >	1 WHBX-F >>	1 WHBX-F >>	1 WHBX-F >>	1 WHBX-F >
1	WHBX-F >	2 WXSR-F	2 WBZE-F <	2 WBZE-F <	2 WBZE-F <	2 WJZT-F	2 WGLF-F <	2 WOKL-F	2 WOKL-F <	2 WJZT-F
3	WJZT-F	3 WBZE-F	3 WJZT-F <	3 WJZT-F	3 WOKL-F <	2 WTNT-F <	3 WJZT-F	3 WJZT-F <	3 WBZE-F <	2 WBZE-F >
3	WFLV-F	4 WGLF-F	4 WXSR-F	4 WTNT-F <	4 WJZT-F	4 WOKL-F	4 WXSR-F <	4 WTNT-F <	4 WJZT-F	4 WOKL-F
3	WWLD-F >>	5 WWLD-F	4 WTNT-F <	5 WGLF-F	4 WTNT-F	5 WBZE-F >	5 WBZE-F <	5 WBZE-F	4 WTNT-F	4 WWLD-F
6	WTNT-F	6 WGLF-F <	5 WOKL-F >	6 WGLF-F	6 WGLF-F	6 WOKL-F	6 WOKL-F	6 WXSR-F	6 WXSR-F	6 WXSR-F
6	WFLV-F	7 WOKL-F	7 WWFO-F	7 WWFO-F	7 WTAL	6 WTNT-F	7 WGLF-F	7 WGLF-F	7 WTNT-F	7 WAIB-F
6	WAIB-F	8 WWFO-F	7 WXSR-F	7 WXSR-F	7 WNLS	8 WWFO-F <	8 WTAL	7 WNLS	7 WGWD-F	7 WWLD-F
		9 WAIB-F		9 WWFO-F	9 WAIB-F	9 WAIB-F	9 WAIB-F <	9 WWFO-F <		7 WFLV-F
		9 WWLD-F								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WHBX-F >>	1 WHBX-F >>>	1 WHBX-F >>	1 WHBX-F >>	1 WXSR-F >>	1 WXSR-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WHBX-F >>>
2	WXSR-F	2 WBZE-F	2 WBZE-F >>	2 WBZE-F >	2 WWLD-F	1 WHBX-F >	2 WGLF-F >	2 WJZT-F	2 WJZT-F	2 WJZT-F >
2	WAIB-F >	3 WXSR-F	3 WXSR-F	3 WXSR-F	3 WTNT-F >	2 WTNT-F	3 WGLF-F	3 WBZE-F	3 WGLF-F	3 WOKL-F
4	WJZT-F	4 WAIB-F	3 WGLF-F >>	4 WTNT-F	4 WOKL-F >	2 WFLV-F	4 WTNT-F	3 WXSR-F >>	4 WTNT-F	4 WGLF-F
4	WWLD-F	5 WJZT-F	5 WOKL-F	5 WXSR-F	2 WGLF-F	4 WFLV-F >	5 WOKL-F	5 WOKL-F	5 WTNT-F	5 WTNT-F
4	WBZE-F >>	5 WWLD-F	5 WWLD-F	5 WWLD-F	2 WHBX-F >>	6 WOKL-F	5 WXSR-F	5 WXSR-F	6 WBZE-F	6 WBZE-F
		5 WWFO-F	5 WAIB-F	5 WWFO-F		6 WBZE-F	7 WNLS	7 WNLS	6 WNLS	6 WNLS
		5 WFLV-F >		5 WGLF-F		6 WWLD-F	8 WWFO-F	8 WWFO-F	8 WWFO-F	8 WWFO-F
				5 WAIB-F >		6 WWFO-F	8 WBZE-F	9 WXSR-F >>	9 WXSR-F >>	
						6 WAIB-F >>				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAKU-F	AC	94.1	Crawfordville	0.7	2.2	2	58	WGWD-F	C	93.3	Gretna, FL	1.7	5.1	16	298
WFLV-F	AC/CHR	104.9	Havana	3.1	13.2	18	430	WSTT	B/G	730	Thomasville, GA	1.0	1.6	10	127
WFRF	REL	1070	Tallahassee	0.7	1.6	4	73								
WNLS	SPRTS	1270	Tallahassee	2.4	5.5	7	117								
WTAL	T	1450	Tallahassee	2.1	6.1	6	130								

# TALLAHASSEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Clear Channel</b>	29.1 %	32.0 %	35.5 %	AC	0 (0)	30 (3)	30 (3)	13.4 %	16.6 %
WJZT-FM, WHLS-AM, WOKL-FM, WTNT-FM, WXHR-FM				AOR/Classic/NR	0 (0)	41 (3)	41 (3)	18.3 %	21.8 %
<b>Cumulus</b>	32.3 %	37.1 %	42.7 %	Black/Urban	0 (0)	49 (1)	49 (1)	21.9 %	17.9 %
WBZE-FM, WGLF-FM, WHBT-AM, WHBX-FM, WWLD-FM				CHR	0 (0)	11 (1)	11 (1)	4.9 %	6.1 %
<b>Mike Schwartz</b>	7.0 %	6.7 %	14.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAIB-FM, WWFO-FM				Country	0 (0)	36 (3)	36 (3)	16.1 %	18.8 %
	68.4 %	75.8 %	92.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	21 (1)	21 (1)	9.4 %	8.3 %
				News/Talk	6 (1)	0 (0)	6 (1)	2.7 %	3.1 %
				Oldies	0 (0)	18 (1)	18 (1)	8.0 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (2)	0 (0)	5 (2)	2.2 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	3.1 %	1.7 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				<b>Totals</b>	<b>18 (4)</b>	<b>206 (13)</b>	<b>224 (17)</b>		

## FM Stations

Station	Freq	Power	Time	Format	AM	FM	Total	%	Fall 97
WAIB	103.1	50 kW	@ 295	Country	\$<20.00	Mc-Guid	Mike Schwartz		
WBZE	99.9	100 kW	@ 330	AC	Westwd	\$30.00	Katz	Cumulus	
WFLV	104.9	47 kW	@ 505	Soft AC	CHN	\$20.00	Clr Chnl		Havana
WGLF	104.1	100 kW	@ 1334	AOR		\$23.00	Allied	Cumulus	
WHBX	95.1	37 kW	@ 479	Black AC	ABC Westwd	\$21.00	Katz	Cumulus	
WJZT	100.7	11.5 kW	@ 469	Jazz		\$<20.00	Chnstal	Clear Channel	Midway
WOKL	107.1	61 kW	@ 823	Oldies		\$22.00	Clr Chnl	Clear Channel	Thomasville, GA
WTNT	94.9	100 kW	@ 840	Country	ABC	\$45.00	Chnstal	Clear Channel	
WWFO	99.9	50 kW	@ 452	Classic AOR		\$<20.00	Allied	Mike Schwartz	Lafayette
WWLD	105.1	6 kW	@ 328	CHR		\$<20.00	Katz	Cumulus	
WXHR	101.5	50 kW	@ 476	New Rock		\$<20.00	Chnstal	Clear Channel	Quincy

Notes: 10/98 WGLF-F sold by Timm to Cumulus for \$4,000,000+ (Media Svcs) 1/99 WTAL-F (105.7, Monticello) sold to WTAL for \$67,000 2/99 WHBT (1410) changed from simulcasting AC WBZE-F to Sheridan's Black Gospel service as "The Light"

# TAMPA-SAINT PETERSBURG

Arbitron Rank: 22 Pop (12+): 1,976,800	Stations: 31 / 31	Last Year's Revenue: \$98,600,000
MSA Rank: 22	Diaries: 2,909/ 680:1/ 45.2%	Household Income: \$35,596
MSA Pop: 2,260,000	Sample Target: 3,080	Total Retail Sales: \$25.9 Bil.
DMA: 15	% Below Line: 0.0	#1 Biller: WQYK-AF \$12,700,000
Average Persons Rating: 16.3	% Not Listed: 11.6	#1 Billing Portfolio: Jacor \$36,170,000
Market TSL in Hours: 21.75	Pop per Station: 63,768	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WDUV-F	EZ/ST	276 / 8.5	6.8	6.5	7.0	7.1	7.2	2697 / 13.6	12.8	11.7	436 / 4581	D	WDUV-F
2	WFLA	T	214 / 6.6	6.1	6.6	6.5	6.3	6.5	2512 / 12.7	12.5	12.3	274 / 3253	G	WFLA
3	WFLZ-F	CHR	211 / 6.5	6.4	9.0	9.7	9.3	7.9	3972 / 20.1	23.8	23.1	324 / 6043	I	WFLZ-F
4	WQYK-F	C	182 / 5.6	7.4	7.5	6.9	8.3	6.9	2898 / 14.7	13.8	17.7	198 / 3321	I	WQYK-F
4	WLLD-F	CHR/OU	182 / 5.6	5.9	2.1				2620 / 13.3	5.7		206 / 2966		WLLD-F
4	WXTB-F	AOR	182 / 5.6	5.0	4.5	5.6	4.5	5.2	2283 / 11.5	11.0	10.3	248 / 3020	H	WXTB-F
7	WTBT-F	CL AOR	168 / 5.2	6.2	5.5	5.8	5.5	5.7	2346 / 11.9	13.2	10.2	197 / 2712	C	WTBT-F
8	WRBQ-F	C	135 / 4.2	4.7	4.8	4.6	4.4	4.6	1819 / 9.2	9.8	10.1	168 / 2357	H	WRBQ-F
9	WWRM-F	SAC	133 / 4.1	5.3	4.3	4.8	6.5	4.6	2167 / 11.0	12.4	14.8	191 / 3033	G	WWRM-F
10	WFJO-F	B/O	126 / 3.9	1.6	0.9	1.3	1.2	1.9	1736 / 8.8	4.4	4.5	191 / 2551		WFJO-F
11	WGUL-AF	ST	125 / 3.9	3.8	4.8	4.3	4.0	4.2	1363 / 6.9	6.9	6.5	146 / 1670	C	WGUL-AF
12	WSSR-F	AC-NR	107 / 3.3	3.5	4.5	4.3	4.2	3.9	2208 / 11.2	12.6	13.4	130 / 2765	G	WSSR-F
13	WSJT-F	J	98 / 3.0	4.0	4.0	4.6	3.9	3.9	1531 / 7.7	8.7	9.3	137 / 2232	F	WSJT-F
14	WAKS-F	AC/CHR	95 / 2.9	4.3	3.2	4.4	3.5	3.7	1735 / 8.8	9.9	9.8	123 / 2283	G	WAKS-F
15	WYUU-F	O	85 / 2.6	3.0	2.9	2.8	3.4	2.8	1702 / 8.6	9.4	9.4	99 / 2003	G	WYUU-F
16	WSUN-F	O	84 / 2.6	2.3	1.3	2.0	1.7	2.0	1626 / 8.2	3.1	3.2	92 / 1807	B	WSUN-F
17	WCOF-F	CL HITS	74 / 2.3	3.1	3.6	2.6	3.4	2.9	1679 / 8.0	9.9	9.8	85 / 1950	G	WCOF-F
18	WHPT-F	AOR-P	71 / 2.2	2.0	2.0	2.0	2.0	2.0	1565 / 7.9	8.7	8.2	140 / 2640	G	WHPT-F
19	WZTM	SPRTS	41 / 1.3	1.0	1.1	0.8	1.3	1.0	786 / 4.0	3.7	4.0	53 / 1077	B	WZTM
20	WBDN	SP-TP	35 / 1.1	0.5	0.7	0.3	0.5	0.6	292 / 1.5	1.1	1.1	36 / 305	A	WBDN
21	WRBQ	B/AC	34 / 1.1	1.2	1.5	1.7	1.9	1.4	515 / 2.6	3.6	4.4	35 / 572	B	WRBQ
22	WTMP	B	32 / 1.0	1.0	1.2	1.5	1.7	1.2	506 / 2.6	3.4	4.2	33 / 525	B	WTMP

12+ FM Share (Metro): 79.09% (2258 of 2855) (Fall 97: 79.32%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLLD-F >>>	1 WXTB-F	1 WXTB-F <	1 WTBT-F <	1 WTBT-F	1 WDUV-F	1 WFLZ-F	1 WDUV-F <	1 WDUV-F	1 WLLD-F >	1 WDUV-F
2 WFLZ-F >>>	2 WFLZ-F	2 WTBT-F <	2 WXTB-F	2 WXTB-F	2 WFLA	2 WDUV-F <	2 WFLA >	2 WLLD-F	2 WXTB-F <	2 WLLD-F <
3 WXTB-F >	3 WLLD-F >	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F	3 WQYK-F	3 WFLA	3 WQYK-F <	3 WFLA <	3 WFLZ-F	3 WFLZ-F <
	4 WSSR-F	4 WLLD-F <	4 WFJO-F <	4 WFJO-F <	4 WTBT-F <	4 WXTB-F	4 WTBT-F	4 WTBT-F	4 WDUV-F	4 WQYK-F
	5 WFJO-F	5 WFJO-F	5 WSSR-F <	5 WQYK-F	5 WGUL-AF	5 WQYK-F	5 WXTB-F <	5 WFLZ-F <	5 WFLA	5 WTBT-F <
	6 WTBT-F <	5 WSSR-F	6 WQYK-F <	6 WWRM-F <	6 WRBQ-F	6 WRBQ-F	6 WFJO-F <	6 WQYK-F <	6 WTBT-F <	6 WXTB-F
	7 WAKS-F <	7 WQYK-F <	7 WRBQ-F <	7 WSSR-F	6 WWRM-F	6 WTBT-F <	7 WWRM-F <	7 WXTB-F	7 WSSR-F <	7 WGUL-AF <
	8 WQYK-F	8 WRBQ-F <	8 WAKS-F <	7 WRBQ-F <	8 WSJT-F <	8 WWRM-F <	8 WRBQ-F <	8 WWRM-F <	8 WWRM-F	8 WRBQ-F <
	8 WRBQ-F <	9 WAKS-F <	9 WWRM-F <	9 WAKS-F	9 WFJO-F	9 WLLD-F	9 WGUL-AF <	9 WFJO-F	9 WFJO-F	9 WFLA
	10 WWRM-F >	10 WWRM-F		10 WSJT-F <	10 WYUU-F <	10 WGUL-AF	10 WFLZ-F	9 WRBQ-F <		10 WYUU-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WLLD-F >	1 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F	1 WFLZ-F	1 WLLD-F >	1 WXTB-F >>>	1 WXTB-F >>>	1 WXTB-F	1 WTBT-F <	1 WFLA
2 WFLZ-F >	2 WLLD-F <	2 WSSR-F <	2 WFJO-F <	2 WFJO-F <	2 WXTB-F >	2 WLLD-F	2 WFLZ-F	2 WTBT-F >	2 WXTB-F >>	2 WDUV-F
3 WXTB-F <	3 WSSR-F <	3 WFJO-F	3 WRBQ-F <	3 WWRM-F	3 WFLZ-F	3 WFLZ-F >	3 WLLD-F	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F <
4 WWRM-F	4 WFJO-F	4 WXTB-F <	4 WSSR-F <	4 WQYK-F <	4 WTBT-F >	4 WTBT-F <	4 WSSR-F	4 WLLD-F	4 WFJO-F	4 WLLD-F >
4 WRBQ-F	4 WXTB-F <	5 WRBQ-F <	5 WQYK-F	5 WRBQ-F <	5 WSSR-F >>	5 WSSR-F >	5 WTBT-F	5 WSSR-F	4 WHPT-F <	
6 WFJO-F	6 WRBQ-F	6 WQYK-F <	5 WWRM-F <	6 WAKS-F <		6 WAKS-F	5 WZTM <	6 WFJO-F	6 WQYK-F <	
6 WSSR-F	7 WQYK-F	7 WAKS-F <	7 WLLD-F <	7 WSSR-F		7 WFJO-F	7 WAKS-F	7 WFLA	7 WFLA	
8 WQYK-F >	7 WWRM-F	8 WWRM-F	8 WAKS-F	8 WTBT-F		7 WZTM <		7 WHPT-F <	7 WSJT-F <	
		9 WTBT-F	9 WXTB-F	9 WCOF-F <				9 WQYK-F <	9 WSSR-F	
			9 WTBT-F	10 WSJT-F				10 WCOF-F	10 WCOF-F <	





# TERRE HAUTE

**Arbitron Rank:** 190 **Pop (12+):** 172,700  
**MSA Rank:** 238  
**MSA Pop:** 149,000  
**DMA:** 142  
**Average Persons Rating:** 13.8  
**Market TSL in Hours:** 19.00

**Stations:** 20 / 19  
**Diaries:** 646 / 267:1 / 59.0%  
**Sample Target:** 610  
**% Below Line:** 0.8  
**% Not Listed:** 18.8  
**Pop per Station:** 9,089

**Last Year's Revenue:** \$5,500,000  
**Household Income:** \$34,076  
**Total Retail Sales:** \$3.1 Bil.  
**#1 Biller:** WTHI-F \$1,700,000  
**#1 Billing Portfolio:** Emmis \$2,075,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WTHI-F	C	46 / 19.3	21.1	21.7	23.8	27.5	625 / 36.2	38.3	39.4	74 / 1045	C	WTHI-F
2	WMGI-F	CHR	32 / 13.4	12.3	11.6	12.9	11.7	457 / 26.5	25.6	27.1	43 / 687	B	WMGI-F
3	WWVR-F	CL AOR	29 / 12.1	4.4	3.0	1.2	0.4	367 / 21.3	8.1	4.7	30 / 403	A	WWVR-F
4	WZZQ-F	AOR	23 / 9.6	12.7	11.6	14.5	10.9	351 / 20.3	23.2	22.7	38 / 589	B	WZZQ-F
5	WSDM-F	O	11 / 4.6	6.4	7.5	5.2	5.3	232 / 13.4	14.1	15.4	16 / 286	A	WSDM-F
5	WLEZ-F	SAC	11 / 4.6	4.4	6.7	5.2	5.7	155 / 9.0	9.0	12.0	15 / 216	A	WLEZ-F
7	WACF-F	C	9 / 3.8	3.2	2.2	2.8	7.2	156 / 9.1	8.7	11.5	10 / 245		WACF-F
8	WAXI-F	ST	8 / 3.4	2.0	1.5	2.8	3.0	111 / 6.4	4.3	4.4	10 / 148		WAXI-F
9	WTHI	T	4 / 1.7	2.4	2.6	2.8	3.4	103 / 5.9	7.6	9.7	4 / 106	A	WTHI
9	WBOW	T	4 / 1.7	1.2	1.9	2.0	1.9	74 / 4.3	4.2	6.3	4 / 86		WBOW

12+ FM Share (Metro): 94.33% ( 183 of 194 ) ( Fall 97: 92.44% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMGI-F >	1 WMGI-F	1 WWVR-F <	1 WWVR-F	1 WWVR-F	1 WTHI-F >>	1 WTHI-F >	1 WTHI-F >	1 WTHI-F	1 WTHI-F	1 WTHI-F >
2 WZZQ-F >>	2 WWVR-F	2 WTHI-F	2 WTHI-F >	1 WTHI-F	2 WWVR-F >	2 WWVR-F	2 WWVR-F	2 WMGI-F	2 WMGI-F	2 WMGI-F
	3 WTHI-F	3 WMGI-F	3 WZZQ-F <	3 WZZQ-F	3 WSDM-F	3 WMGI-F	2 WMGI-F >	3 WWVR-F	3 WZZQ-F	3 WWVR-F <
	4 WZZQ-F >>>	4 WZZQ-F >>>	4 WMGI-F >>	3 WMGI-F	3 WLEZ-F	4 WZZQ-F >	4 WZZQ-F	4 WZZQ-F >>	4 WWVR-F >>	4 WZZQ-F >
			5 WSDM-F	5 WSDM-F >	5 WZZQ-F	5 WSDM-F	5 WSDM-F	5 WLEZ-F	5 WSDM-F	5 WSDM-F
					5 WACF-F		6 WSDM-F	6 WLEZ-F		5 WACF-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WMGI-F >>>	1 WMGI-F >>>	1 WMGI-F >	1 WMGI-F	1 WTHI-F >>	1 WZZQ-F >	1 WWVR-F	1 WWVR-F >>	1 WWVR-F >>	1 WWVR-F >	1 WTHI-F
2 WTHI-F >	2 WTHI-F	2 WWVR-F >	2 WTHI-F >	2 WWVR-F	2 WTHI-F	2 WZZQ-F	2 WZZQ-F	2 WZZQ-F	2 WTHI-F >	2 WACF-F >
3 WZZQ-F >>>	3 WWVR-F	3 WTHI-F >>	3 WWVR-F >	2 WMGI-F >>	2 WMGI-F >>	3 WTHI-F >	3 WTHI-F >>>	2 WTHI-F >>>	3 WZZQ-F >>	
	4 WZZQ-F >>>		4 WZZQ-F	4 WZZQ-F		4 WMGI-F >>>		4 WMGI-F >>>	4 WSDM-F	
			5 WSDM-F	4 WSDM-F					5 WSDM-F	
				6 WLEZ-F					5 WMGI-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97			
WCBH-F	AC/CHR	104.3	Casey, IL	0.8	4.5	5	182	AC	0 (0)	5 (2)	5 (2)	2.6 %	6.2 %
WJSH-AA	G	1300	Terre Haute	0.8	3.0	2	53	AOR/Classic/NR	0 (0)	52 (2)	52 (2)	26.8 %	14.2 %
WMMC-F	AC	105.9	Marshall, IL	1.3	3.5	3	61	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNDI-F	C	95.3	Sullivan, IN	1.3	1.6	3	28	CHR	0 (0)	32 (1)	32 (1)	16.5 %	13.8 %
WPRS	O	1440	Paris, IL	0.4	2.3	1	41	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WQTY-F	ST	93.3	Linlon, IN	0.8	2.7	6	89	Country	0 (0)	62 (5)	62 (5)	32.0 %	32.4 %
WTHC-F	C	95.9	Seelyville, IN	0.8	3.0	2	53	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	8 (2)	0 (0)	8 (2)	4.1 %	6.2 %
								Oldies	1 (1)	11 (1)	12 (2)	6.2 %	12.4 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	2 (2)	0 (0)	2 (2)	1.0 %	3.6 %
								Soft AC	0 (0)	11 (1)	11 (1)	5.7 %	8.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	0 (0)	10 (2)	10 (2)	5.2 %	3.1 %
								<b>Totals</b>	<b>11 (5)</b>	<b>183 (14)</b>	<b>194 (19)</b>		

  

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WWBL-F	C	106.5	Washington, IN	0.8	1.8	29	301

  

Consolidation Report	12+	25-54	Revenue
Contemporary Media	11.3 %	9.3 %	17.1 %
WBOW-AM, WZZQ-AM, WZZQ-FM			
Crossroads	8.8 %	7.0 %	8.2 %
WAXI-FM, WJSH-AM, WSDM-AM, WSDM-FM			
Emmis	33.1 %	41.2 %	37.7 %
WTHI-AM, WTHI-FM, WWVR-FM			
	53.2 %	57.5 %	63.0 %

# TERRE HAUTE

## AM Stations

WBOV	640	0.25 kw (DA-N)	Talk	CBS, TARN	Allied	Contemporary
WTHI	1480	5 kw/1 kw (DA-2)	Talk	ABC	Katz	Emmis

## FM Stations

WACF	98.5	50 kw @ 500	Country	Westwd	---	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	Westwd, ABC	Regional	Crossroads Rockville
WLEZ	102.7	28 kw @ 659	EZ Listening	CNN	Roslin	Bomar
WMGI	100.7	50 kw @ 500	CHR		Unirep	
WSDM	97.7	3 kw @ 300	Oldies	ABC	Roslin	Crossroads Brazil
WTHI	99.9	50 kw @ 490	Country	ABC	Katz	Emmis
WWVR	105.5	3.3 kw @ 875	Classic AOR		Katz	Emmis W. Terre Haute
WZZQ	107.5	27.5 kw @ 670	AOR	ABC, Westwd	Allied	Contemporary

Notes:

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang.)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# TOLEDO

Arbitron Rank: 78 Pop (12+): 499,200	Stations: 24 / 19	Last Year's Revenue: \$24,700,000
MSA Rank: 87	Diaries: 1,865 / 268:1 / 47.8%	Household Income: \$42,866
MSA Pop: 611,000	Sample Target: 1,910	Total Retail Sales: \$6.9 Bil.
DMA: 65	% Below Line: 6.2	#1 Biller: WTOD/WKKO-F \$5,650,000
Average Persons Rating: 15.2	% Not Listed: 16.6	#1 Billing Portfolio: Jacor \$11,920,000
Market TSL in Hours: 20.25	Pop per Station: 26,274	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WKKO-F	C	99 / 13.0	13.5	12.4	11.7	13.0	12.7	1214 / 24.3	23.0	23.8	154 / 2038	G	WKKO-F
2	WVKS-F	CHR	70 / 9.2	11.6	9.6	10.7	10.2	10.3	1383 / 27.7	25.6	28.7	113 / 2385	E	WVKS-F
3	WRVF-F	AC	69 / 9.1	7.5	8.7	8.9	7.6	8.5	956 / 19.1	18.7	18.8	120 / 1626	E	WRVF-F
4	WIOT-F	AOR	50 / 6.6	5.9	6.1	5.6	6.8	6.0	780 / 15.6	17.7	19.0	106 / 1671	E	WIOT-F
5	WSPD	FS	48 / 6.3	5.1	5.6	6.2	6.6	5.8	738 / 14.8	14.2	15.9	59 / 918	C	WSPD
6	WWW-M-F	AC	47 / 6.2	6.3	6.5	6.7	7.1	6.4	809 / 16.2	16.1	16.1	58 / 1055	D	WWW-M-F
7	WRQN-F	O	42 / 5.5	5.2	6.2	4.7	6.2	5.4	750 / 15.0	14.6	17.5	52 / 1081	C	WRQN-F
8	WJUC-F	B	33 / 4.3	4.4	3.8	3.9	4.2	4.1	416 / 8.3	8.8	7.9	35 / 480	A	WJUC-F
9	WXKR-F	CL AOR	29 / 3.8	4.1	4.1	3.2	1.6	3.8	530 / 10.6	12.6	7.5	81 / 1144	A	WXKR-F
9	WBUZ-F	AOR	29 / 3.8	4.7	5.1	5.9	7.7	4.9	540 / 10.8			45 / 860	B	WBUZ-F
11	WJR	FS	21 / 2.8	2.5	2.7	2.7	2.9	2.7	442 / 8.8	9.5	9.3	70 / 1229		WJR
11	WCWA	ST	21 / 2.8	2.9	2.6	2.5	3.1	2.7	361 / 7.2	6.4	8.4	22 / 409	A	WCWA
13	WIMX-F	B/AC	14 / 1.8	2.3	2.2	2.0	1.6	2.1	228 / 4.6	5.2	4.6	23 / 284	B	WIMX-F
14	WTWR-F	CHR	12 / 1.6	1.3	1.7	1.5	1.7	1.5	412 / 8.3	8.9	8.9	27 / 802		WTWR-F
14	CIMX-F	AOR-NR	12 / 1.6	1.3	1.5	1.4	1.1	1.5	335 / 6.7	6.1	5.2	28 / 600		CIMX-F

12+ FM Share (Metro): 82.31% ( 521 of 633 ) ( Fall 97: 82.20% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKKS-F >>	1 WKKS-F	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WKKO-F >	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WKKS-F	1 WKKO-F
2 WJUC-F >	2 WIOT-F <	2 WVKS-F	2 WRVF-F	2 WRVF-F >	2 WRVF-F	2 WVKS-F	2 WRVF-F	2 WRVF-F <	2 WJUC-F <	2 WVKS-F
3 WKKO-F	3 WIOT-F <	3 WIOT-F <	3 WIOT-F	3 WVKS-F <	3 WSPD	3 WIOT-F <	3 WSPD	3 WVKS-F >	3 WKKO-F	3 WRVF-F
4 WWW-M-F <	4 WRVF-F <	3 WVKS-F	4 WIOT-F	4 WRQN-F >	4 WRVF-F <	4 WVKS-F <	4 WIOT-F <	4 WRVF-F	4 WRVF-F	4 WWW-M-F <
5 WBUZ-F	5 WWW-M-F >	5 WWW-M-F	4 WWW-M-F <	5 WWW-M-F	5 WSPD	5 WWW-M-F <	5 WWW-M-F	5 WIOT-F	5 WIOT-F	5 WRQN-F
6 WJUC-F <	6 WRQN-F	6 WRQN-F	6 WRQN-F	5 WVKS-F	6 WWW-M-F <	6 WIOT-F >	6 WRQN-F	5 WRQN-F	6 WIOT-F	6 WIOT-F
7 WRVF-F >	6 WXKR-F	7 WXKR-F >	7 WXKR-F	7 WCWA	7 WBUZ-F	7 WRQN-F	7 WXKR-F	7 WJUC-F	7 WJUC-F	7 WJUC-F
	8 WBUZ-F <	8 WJUC-F <	8 WSPD <	7 WIOT-F	7 WRQN-F	8 WXKR-F	8 WSPD <	8 WWW-M-F <	8 WWW-M-F <	7 WSPD >
				7 WJR <			9 WJUC-F	9 WSPD		

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WKKS-F >>	1 WKKS-F	1 WKKO-F	1 WKKO-F	1 WRVF-F	1 WIOT-F >	1 WIOT-F >	1 WIOT-F <	1 WIOT-F >	1 WKKO-F <	1 WSPD
2 WWW-M-F	2 WKKO-F	2 WWW-M-F	1 WVKS-F	1 WKKO-F >	2 WVKS-F	2 WBUZ-F	2 WBUZ-F >	2 WKKO-F	2 WIOT-F >	2 WKKO-F
2 WKKO-F >>	3 WWW-M-F	2 WVKS-F	3 WRVF-F	3 WVKS-F	3 WBUZ-F >	3 WVKS-F >	3 WVKS-F	3 WVKS-F <	3 WRVF-F <	3 WIOT-F
4 WRVF-F	4 WRVF-F	4 WRVF-F	4 WWW-M-F >	4 WWW-M-F	4 WJUC-F	4 WKKO-F	3 WKKO-F	4 WBUZ-F	4 WXKR-F <	4 WVKS-F
4 WJUC-F >	5 WJUC-F >	5 WJUC-F >>	5 WRQN-F <	5 WRQN-F	5 WXKR-F	5 WWW-M-F	5 WRVF-F	5 WXKR-F	5 WRQN-F <	5 WXKR-F
			6 WJUC-F >	6 WJUC-F >	5 WWW-M-F	5 WJUC-F	5 WWW-M-F	6 WRVF-F	6 WWW-M-F	6 WWW-M-F
					5 WKKO-F >	7 WRVF-F	7 WJUC-F	6 WWW-M-F	7 WVKS-F	7 WVKS-F
								8 WRQN-F	7 WBUZ-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WDMN	REL	1520	Toledo	0.4	1.8	3	91	CKLW	N/T	800	Windsor, ON	0.5	1.6	7	165
WHMQ-F	C	107.7	N. Baltimore	0.7	1.8	26	411	CKWW	ST	580	Windsor, ON	0.5	1.2	5	91
WLQR	SPRTS	1470	Toledo	0.9	3.5	8	204	WJLB-F	B	97.9	Detroit	0.8	3.2	9	260
WMTR-F	CL HITS	96.1	Archbold	0.5	2.1	8	197								
WTOD	C	1560	Toledo	0.5	1.4	5	91								

# TOLEDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Cumulus, pend. WBUZ-FM, WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WTWR-FM, WWWM-FM, WXKR-FM	34.6 %	40.1 %	46.7 %	AC	0 (0)	116 (2)	116 (2)	18.3 %	16.7 %
Jacor WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM	34.0 %	32.5 %	48.3 %	AOR/Classic/NR	0 (0)	120 (5)	120 (5)	19.0 %	20.9 %
	68.6 %	72.6 %	95.0 %	Black/Urban	0 (0)	53 (3)	53 (3)	8.4 %	8.8 %
				CHR	0 (0)	82 (2)	82 (2)	13.0 %	13.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	4 (1)	104 (2)	108 (3)	17.1 %	17.1 %
				Full Service	69 (2)	0 (0)	69 (2)	10.9 %	10.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	4 (1)	0 (0)	4 (1)	0.6 %	0.4 %
				Oldies	0 (0)	46 (2)	46 (2)	7.3 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.5 %	0.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	1.1 %	0.0 %
				Standards/EZ	25 (2)	0 (0)	25 (2)	3.9 %	4.4 %
				<b>Totals</b>	<b>112 (8)</b>	<b>521 (16)</b>	<b>633 (24)</b>		

## AM Stations

Station	Power	Frequency	Format	Ownership	Company	Company
WCWA	1230	1 kw	Standards	Westwd. CBS	\$<20.00	Eastman Jacor
WLQR	1470	1 kw (DA-2)	Sports	1-On-1, ABC	\$<20.00	D&R Cumulus
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild Jacor

## FM Stations

Station	Power	Frequency	Format	Ownership	Company	Company	Company
WBUZ	106.5	3 kw @ 328	AOR	\$20.00	Allied		Della
WIMX	95.7	3.5 kw @ 433	Black AC	\$20.00	Katz		Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source \$61.00	Eastman	Jacor	
WJUC	107.3	3 kw @ 328	Black	\$ NA	Allied		Swanton
WJZE	97.3	1.6 kw @ 407	See WBUZ-F				Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC \$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC \$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC	\$54.00	Mc-Guild	Jacor	
WTWR	98.3	1.4 kw @ 466	CHR	AP \$ NA	Katz	Cumulus	Monroe
WVKS	92.5	50 kw @ 480	CHR	\$67.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC	\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	Classic AOR	\$29.00	D&R	Cumulus	Port Clinton

Notes: Other ranked stations – See Detroit . . . Historic come ratings for WBUZ-F are not available . . . 9/98 WJZE-F changed from Classic AOR to simulcasting AOR  
WBUZ-F . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WCWA; WIOT-F; WRVF-F; WSPD; WVKS-F . . . 2/99 WBUZ-F  
sold to Cumulus for \$4,925,000 . . . 2/99 WBUZ-F changed from AOR to New Rock

# TOPEKA

Arbitron Rank: 180 Pop (12+):	181,700	Stations:	26 / 12	Last Year's Revenue:	\$7,600,000
MSA Rank:	225	Diaries:	633 / 287:1 / 58.7%	Household Income:	\$40,696
MSA Pop:	166,000	Sample Target:	610	Total Retail Sales:	\$2.0 Bil.
DMA:	140	% Below Line:	25.7	#1 Biller:	WIBW-F \$1,600,000
Average Persons Rating:	13.7	% Not Listed:	11.2	#1 Billing Portfolio:	
Market TSL in Hours:	18.50	Pop per Station:	15,142	WIBW-AF	\$2,800,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WIBW-F	55 / 22.1	18.8	18.9	14.9	21.1	536 / 29.5	26.4	32.1	86 / 1046	C	WIBW-F
2	KMAJ-F	23 / 9.2	11.7	12.4	11.2	13.1	357 / 19.7	19.5	23.6	31 / 552	C	KMAJ-F
3	KLZR-F	AOR-NR	15 / 6.0	5.1	6.5	5.1	283 / 15.6	14.0	17.9	26 / 598		KLZR-F
4	WIBW	FS/T	13 / 5.2	4.3	5.8	7.1	292 / 16.1	9.5	14.8	28 / 603	C	WIBW
4	KDVF-F	CL AOR	13 / 5.2	8.6	4.5	8.5	236 / 13.0	16.7	14.5	26 / 531	B	KDVF-F
6	KPRS-F	B	12 / 4.8	4.3	2.4	1.4	152 / 8.4	7.3	5.1	13 / 185		KPRS-F
7	KWIC-F	AC/CHR	11 / 4.4	3.1	3.1	4.7	219 / 12.1	12.0	9.3	11 / 226		KWIC-F
7	KTPK-F	C	11 / 4.4	4.7	7.6	8.1	210 / 11.5	13.0	19.8	20 / 437	C	KTPK-F
7	KQTP-F	O	11 / 4.4	4.3	4.1	4.7	230 / 12.7	10.4	12.6	12 / 255		KQTP-F
10	KTOP	ST	8 / 3.2	3.5	4.1	2.7	124 / 6.8	8.8	7.7	8 / 124		KTOP
10	KMXV-F	CHR	8 / 3.2	2.0	2.1	0.7	196 / 10.8	9.8	9.7	18 / 442		KMXV-F

12+ FM Share (Metro): 84.62% ( 187 of 221 ) ( Fall 97: 81.92% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLZR-F >>	1 WIBW-F >>>	1 WIBW-F >>>	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >	1 WIBW-F >>	1 WIBW-F >>>	1 WIBW-F >>	1 WIBW-F >	1 WIBW-F >>
2 KPRS-F >	2 KQRC-F	2 KMAJ-F <	2 KMAJ-F	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F	2 KPRS-F <	2 KLZR-F <
3 KMXV-F	2 KLZR-F	3 KDVF-F	3 KDVF-F	3 KDVF-F	3 WBW	3 WBW	3 KDVF-F	3 KDVF-F	3 KLZR-F >	3 KMAJ-F
3 KWIC-F >>	4 KDVF-F	4 KPRS-F	4 KWIC-F	4 KWIC-F	4 KQTP-F	4 KQTP-F	4 KWIC-F	4 KLZR-F <	4 KDVF-F	4 WIBW <
	4 KPRS-F	4 KLZR-F	5 KQTP-F	5 KQTP-F	5 KDVF-F	5 KQRC-F	4 WIBW	5 KPRS-F	5 KQTP-F	5 KPRS-F
		4 KWIC-F	6 KQRC-F	5 KQRC-F	5 KTOP	6 KQTP-F <	6 KQTP-F <	6 KWIC-F <	6 KMAJ-F	6 KQTP-F
		7 KQTP-F	6 KQTP-F	7 KQRC-F	5 KQRC-F	7 KLZR-F <	7 KQTP-F <	7 KQTP-F <	6 KWIC-F	7 KTOP
		7 KQTP-F	8 KPRS-F	8 KPRS-F	8 KPRS-F	8 KMAJ	8 WIBW <	8 WIBW <	7 KQTP-F	7 KQTP-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIBW-F >	1 WIBW-F >>>	1 WIBW-F >>>	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >>>	1 WIBW-F >>	1 KQRC-F >	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F >>
2 KPRS-F >>>	2 KPRS-F	2 KMAJ-F	2 KMAJ-F	2 KMAJ-F >>	2 KLZR-F >	2 KLZR-F	2 WIBW-F >	2 KDVF-F	2 KDVF-F	2 KMAJ-F
	3 KDVF-F	2 KWIC-F >>	3 KPRS-F >	3 KDVF-F	3 KPRS-F >>	2 KQRC-F >>	3 KDVF-F	3 KLZR-F	3 KQRC-F	2 KWIC-F
	3 KMAJ-F >		4 KDVF-F	3 KPRS-F		4 KQRC-F	3 KLZR-F	4 KQRC-F	3 KMAJ-F	2 KQTP-F
	5 KWIC-F >>		4 KWIC-F >	3 KQTP-F		4 KDVF-F	3 KMKF-F	4 KQRC-F	3 KQTP-F	
				3 KWIC-F >>		4 KPRS-F	3 KQTP-F	6 KMAJ-F	6 KQTP-F	
						4 KMKF-F	3 KWIC-F >>	6 KQTP-F	6 KWIC-F	
						4 KWIC-F >>		6 KWIC-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KANS-F	O	92.9	Osage City	0.8	1.6	8	108	KBEQ-F	C	104.3	Kansas City	0.4	2.0	9	150
KCVT-F	REL	92.5	Silver Lake	0.8	2.1	3	63	KCFX-F	CL AOR	101.1	Harrisonville, MO	1.2	2.2	9	240
KMAJ	T/SPRTS	1440	Topeka	2.0	6.1	7	163	KCHZ-F	CHR	95.7	Ottawa, KS	0.4	2.4	4	218
KMKF-F	AOR	101.5	Manhattan	1.2	2.7	25	364	KCMO	T	710	Kansas City	0.4	2.2	3	128
								KCMO-F	O	94.9	Kansas City	1.2	3.9	9	230
								KMBZ	N/T	980	Kansas City	0.8	2.8	9	155
								KOZN-F	AC-NR	102.1	Kansas City	1.2	5.1	5	246
								KQRC-F	AOR	98.9	Leavenworth, KS	2.8	6.6	19	272
								KUDL-F	SAC	98.1	Kansas City	0.4	2.1	4	130
								KXTR-F	CL	96.5	Kansas City	0.8	2.7	14	151
								WDAF	C/F5	610	Kansas City	2.0	4.0	19	280

# TOPEKA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Cumulus	19.6 %	20.4 %	33.9 %	AC	0 (0)	37 (3)	37 (3)	16.7 %	18.8 %
KDVV-FM, KMAJ-AM, KMAJ-FM, KTOP-AM				AOR/Classic/NR	0 (0)	41 (5)	41 (5)	18.6 %	18.1 %
Klebe	8.8 %	11.5 %	%	Black/Urban	0 (0)	12 (1)	12 (1)	5.4 %	2.7 %
KQTP-FM, KWIC-FM				CHR	0 (0)	9 (2)	9 (2)	4.1 %	2.3 %
	28.4 %	31.9 %	33.9 %	Classical	0 (0)	2 (1)	2 (1)	0.9 %	1.2 %
				Country	0 (0)	67 (3)	67 (3)	30.3 %	31.2 %
				Full Service	18 (2)	0 (0)	18 (2)	8.1 %	8.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	8 (3)	0 (0)	8 (3)	3.6 %	5.0 %
				Oldies	0 (0)	16 (3)	16 (3)	7.2 %	6.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.9 %	0.4 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.5 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	8 (1)	0 (0)	8 (1)	3.6 %	4.6 %
				<b>Totals</b>	<b>34 (6)</b>	<b>187 (20)</b>	<b>221 (26)</b>		

### AM Stations

Station	Power	Class	Format	Comments	AM	FM	Total
KMAJ	1440	5 kw/1 kw (DA-2)	Talk/Sports	Westwd, ESPN, 1/1	\$<20.00	Allied	Cumulus
KTOP	1490	1 kw	Standards	Westwd	\$<20.00	Banner	Cumulus
WIBW	580	5 kw (DA-N)	Full Svc./Talk	CBS, UBN	\$24.00	Katz	Morris

### FM Stations

Station	Freq	Power	Class	Format	Comments	AM	FM	Total
KDVV	100.3	100 kw @ 260	Classic AOR	Westwd	\$22.00	Banner	Cumulus	
KLZR	105.9	100 kw @ 594	New Rock	AP	\$<20.00	---	Zimmer	Lawrence
KMAJ	10.7	100 kw @ 1214	AC	Westwd	\$38.00	Allied	Cumulus	
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$<20.00	---	Klebe	St. Marys
KTPK	106.9	100 kw @ 1210	Country		\$29.00	Allied		
KWIC	99.3	6 kw @ 292	AC/CHR	JRN	\$<20.00	---	Klebe	
WIBW	97.3	100 kw @ 1220	Country	ABC, JRN	\$30.00	Katz	Morris	

Notes: Other ranked stations -- See Kansas City

# TUCSON

Arbitron Rank: 61 Pop (12+): 669,800	Stations: 28 / 25	Last Year's Revenue: \$30,900,000
MSA Rank: 71	Diaries: 1,603 / 418:1 / 55.5%	Household Income: \$33,575
MSA Pop: 786,000	Sample Target: 1,475	Total Retail Sales: \$7.3 Bil.
DMA: 80	% Below Line: 2.3	#1 Biller: KIIM-F \$5,550,000
Average Persons Rating: 16.5	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 26,792	Capstar \$8,810,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KIIM-F	C	146 / 13.2	9.3	12.0	10.5	14.2	11.3	1573 / 23.5	23.9	25.9	161 / 1841	G	KIIM-F
2	KROQ-F	CHR	94 / 8.5	9.2	8.3	7.4	8.9	8.4	1724 / 25.7	26.0	24.7	111 / 1936	E	KROQ-F
3	KMXZ-F	AC	84 / 7.6	8.8	8.6	9.5	8.4	8.6	1244 / 18.6	19.8	19.8	95 / 1399	F	KMXZ-F
4	KLPX-F	AOR	71 / 6.4	5.4	6.3	6.2	7.1	6.1	992 / 14.8	13.4	16.3	75 / 1060	D	KLPX-F
5	KOHT-F	CHR/U	67 / 6.1	6.2	5.6	5.2	2.2	5.8	972 / 14.5	13.8	9.5	67 / 980	B	KOHT-F
6	KHYT-F	CL HITS	59 / 5.3	4.8	4.8	5.5	5.2	5.1	972 / 14.5	15.5	13.8	69 / 1098	C	KHYT-F
7	KNST	T/N	53 / 4.8	5.1	5.3	5.6	5.3	5.2	871 / 13.0	12.8	13.0	59 / 1009	D	KNST
8	KWFM-F	O	50 / 4.5	4.4	4.9	5.1	4.4	4.7	954 / 14.2	14.9	13.5	58 / 1055	C	KWFM-F
9	KZPT-F	AC-NR	48 / 4.3	5.8	4.8	5.1	3.3	5.0	1093 / 16.3	15.7	11.7	49 / 1139	C	KZPT-F
10	KOAZ-F	J	40 / 3.6	3.3	1.7		4.9		586 / 8.8	5.3	12.5	43 / 633	A	KOAZ-F
11	KFMA-F	AOR-NR	36 / 3.3	3.6	3.7	2.7	4.0	3.3	780 / 11.6	10.6	11.5	38 / 818	C	KFMA-F
12	KXEW	SP-TJ	26 / 2.4	1.7	1.1	1.9	1.7	1.8	310 / 4.6	3.3	3.9	26 / 318	A	KXEW
13	KOTL	SP	25 / 2.3	1.0	1.3	0.9	0.8	1.4	171 / 2.6	2.5	1.6	25 / 179	A	KOTL
13	KGTV	ST	25 / 2.3	1.7	1.7	2.7	2.4	2.1	186 / 2.8	2.6	3.6	26 / 193	A	KGTV
15	KCEE	ST	22 / 2.0	2.6	3.2	4.2	3.5	3.0	346 / 5.2	7.5	8.0	22 / 352	A	KCEE
16	KIXD-F	C	21 / 1.9	2.2	1.0				411 / 6.1	2.0		26 / 487		KIXD-F
17	KZLZ-F	SP-C	16 / 1.4	1.5	2.8	1.8	1.3	1.9	218 / 3.3	5.0	3.2	16 / 227	B	KZLZ-F
18	KFFN	SPRTS	15 / 1.4	1.8	1.6	1.7	1.1	1.6	304 / 4.5	4.0	2.9	15 / 304	A	KFFN
19	KSAZ	ST	13 / 1.2	1.3	1.0	0.7	1.3	1.0	188 / 2.8	2.6	2.8	18 / 290		KSAZ
20	KTZR	SP-R	12 / 1.1	1.2	2.1	1.6	0.8	1.5	170 / 2.5	3.5	2.3	14 / 191	A	KTZR

12+ FM Share (Metro): 76.69%      ( 747 of 974 )      ( Fall 97: 75.90% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KROQ-F	1 KROQ-F <	1 KIIM-F	1 KIIM-F	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KROQ-F >	1 KIIM-F
2 KOHT-F >>>	2 KIIM-F	2 KLPX-F	2 KLPX-F	2 KMXZ-F <	2 KMXZ-F <	2 KROQ-F <	2 KMXZ-F <	2 KROQ-F <	2 KOHT-F	2 KROQ-F
	3 KLPX-F	3 KROQ-F <	3 KMXZ-F <	3 KLPX-F <	3 KNST <	3 KMXZ-F	3 KNST	3 KLPX-F <	3 KIIM-F	3 KOHT-F
	4 KOHT-F	4 KMXZ-F <	4 KHYT-F >	4 KHYT-F >	4 KWFM-F	4 KLPX-F	4 KLPX-F <	4 KMXZ-F	4 KMXZ-F	4 KMXZ-F <
	5 KZPT-F	5 KHYT-F	5 KROQ-F <	5 KWFM-F	5 KHYT-F <	5 KOHT-F <	5 KHYT-F	5 KHYT-F <	5 KLPX-F <	5 KLPX-F
	6 KFMA-F	6 KZPT-F <	6 KZPT-F	5 KROQ-F	6 KLPX-F <	6 KHYT-F <	6 KROQ-F	6 KOHT-F <	6 KZPT-F <	6 KWFM-F <
	6 KHYT-F	7 KOHT-F	7 KOAZ-F <	7 KZPT-F <	7 KOAZ-F <	7 KNST <	7 KWFM-F	7 KZPT-F <	7 KHYT-F <	7 KHYT-F <
		8 KFMA-F <	8 KWFM-F <	8 KOAZ-F <	8 KGVY	8 KWFM-F	8 KZPT-F <	8 KOAZ-F <	8 KFMA-F	8 KZPT-F
			9 KNST	9 KNST	9 KCEE <	9 KZPT-F <	9 KOHT-F	9 KWFM-F	8 KHYT-F	9 KOAZ-F <
			9 KOHT-F		10 KOTL			10 KNST	8 KOAZ-F >	10 KFMA-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KROQ-F >>>	1 KIIM-F	1 KIIM-F >	1 KIIM-F	1 KMXZ-F <	1 KROQ-F >	1 KLPX-F >	1 KLPX-F >>	1 KLPX-F	1 KIIM-F <	1 KIIM-F
2 KIIM-F	2 KROQ-F >	2 KMXZ-F <	2 KMXZ-F	2 KIIM-F >>>	2 KFMA-F	2 KROQ-F	2 KHYT-F	2 KIIM-F	2 KLPX-F >	2 KROQ-F >
2 KOHT-F >>>	3 KOHT-F <	3 KROQ-F	3 KROQ-F >	3 KROQ-F <	3 KOHT-F	3 KIIM-F <	3 KZPT-F	3 KHYT-F	3 KHYT-F >	3 KNST
4 KZPT-F	4 KMXZ-F	4 KZPT-F	4 KHYT-F <	4 KHYT-F <	4 KIIM-F	4 KHYT-F <	3 KIIM-F >	4 KROQ-F	4 KWFM-F <	3 KMXZ-F
	5 KZPT-F >	5 KHYT-F	5 KZPT-F	5 KOAZ-F	5 KZPT-F	5 KFMA-F	5 KFMA-F	5 KZPT-F <	5 KNST	
	6 KFMA-F	5 KOHT-F	5 KOHT-F	6 KZPT-F	5 KLPX-F	5 KZPT-F <	6 KROQ-F	6 KOHT-F <	6 KMXZ-F <	
	6 KHYT-F	7 KFMA-F >>	7 KOAZ-F <	7 KLPX-F	7 KOHT-F >>>	6 KOHT-F	7 KFMA-F <	7 KFMA-F <	7 KZPT-F	
			8 KLPX-F	7 KWFM-F			8 KNST <	8 KROQ-F		

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Cume Share Rating	TSA AQH Cume		
KCUB	C	1290	Tucson	0.9	2.6	KDDJ-F	AOR-NR	100.3	Globe	0.4	2.2	6	201
KEVT	REL	1030	Cortaro	0.5	0.8	KYOT-F	J	95.5	Phoenix	0.5	2.2	9	233
KGMS-F	REL	97.1	Green Valley	0.5	2.3								
KMRR	T	1330	South Tucson	0.5	1.2								
KTKT	N	990	Tucson	0.5	3.6								
KTUC	ST	1400	Tucson	0.9	3.1								

# TUCSON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fail 97
<b>Capstar</b> KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM	19.8 %	16.0 %	28.4 %	AC	0 (0)	132 (2)	132 (2)	13.6 %	13.5 %
<b>Journal Broadcast Group</b> KFFN-AM, KIXD-FM, KMXZ-FM, KZPT-FM	15.2 %	18.9 %	21.1 %	AOR/Classic/NR	0 (0)	111 (3)	111 (3)	11.4 %	13.9 %
<b>Local</b> KOHT-FM, KTZR-AM, KXEW-AM	9.6 %	7.4 %	4.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Lotus</b> KFMA-FM, KLPX-FM, KTCT-AM	10.2 %	13.0 %	14.5 %	CHR	0 (0)	161 (2)	161 (2)	16.5 %	18.5 %
<b>Stone</b> KCUB-AM, KHYT-FM, KIIM-FM, KOAZ-FM, KTUC-AM	23.9 %	28.2 %	27.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	<b>78.7 %</b>	<b>83.5 %</b>	<b>95.4 %</b>	Country	10 (1)	167 (2)	177 (3)	18.2 %	18.7 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	63 (3)	16 (1)	79 (4)	8.1 %	5.2 %
				Jazz	0 (0)	46 (2)	46 (2)	4.7 %	0.5 %
				News/Talk	63 (3)	0 (0)	63 (3)	6.5 %	8.6 %
				Oldies	0 (0)	109 (2)	109 (2)	11.2 %	11.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (1)	5 (1)	11 (2)	1.1 %	0.7 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	15 (1)	0 (0)	15 (1)	1.5 %	1.2 %
				Standards/EZ	70 (4)	0 (0)	70 (4)	7.2 %	8.3 %
				<b>Totals</b>	<b>227 (13)</b>	<b>747 (15)</b>	<b>974 (28)</b>		

## AM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Agency	Notes
KCEE	940	1 kw/0.25 kw (DA-2)	Standards	Westwd	\$20.00	Sentry	Capstar	
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz	Stone	
KFFN	1490	1 kw	Sports	1-on-1, ABC	\$ NA	Eastman	Journal Bcst Gp	
KGVY	1080	1 kw (Days)	Standards	AP	\$20.00	—	—	Green Valley
KNST	790	5 kw/0.5 kw (DA-1)	News/Talk	ABC, Westwd, ESPN	\$46.00	Sentry	Capstar	
KQTL	1210	10 kw/1 kw (DA-2)	Hispanic		\$ NA	Caballero	—	Sahuarita
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	—	—	Marana
KTZR	1450	1 kw	Hispanic Regional		\$<20.00	Lotus	KXEW/KOHT-F	
KXEW	1600	1 kw (DA-N)	Tejano		\$<20.00	Lotus	KTZR/KOHT-F	

## FM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Agency	Notes
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus	Green Valley
KHYT	107.5	15 kw @ 3527	Classic Hits		\$44.00	Katz	Stone	
KIIM	99.5	93 kw @ 2036	Country		\$105.00	Katz	Stone	
KIXD	106.3	0.44 kw @ 4472	Country		\$ NA	—	Journal Bcst Gp	Oracle
KLPX	96.1	100 kw @ 1952	AOR		\$56.00	Christal	Lotus	
KMXZ	94.9	100 kw @ 1952	AC		\$85.00	Eastman	Journal Bcst Gp	
KOAZ	97.5	6 kw @ 154	Jazz			Katz	Stone	Oro Valley
KOHT	98.3	6 kw @ 184	Bilingual Dance CHR		\$30.00	Lotus	KTZR/KXEW	Marana
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Sentry	Capstar	
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	Sentry	Capstar	
KZLZ	105.3	50 kw @ 492	Hispanic Contemp		\$ NA	Katz Hisp.	—	Kearney
KZPT	104.1	3 kw @ 102	Modern AC		\$45.00	Eastman	Journal Bcst Gp	

Notes:



# TULSA

Arbitron Rank: 63 Pop (12+): 661,200	Stations: 22 / 21	Last Year's Revenue: \$35,300,000
MSA Rank: 72	Diarles: 1,343 / 492:1 / 53.2%	Household Income: \$38,476
MSA Pop: 764,000	Sample Target: 1,290	Total Retail Sales: \$7.8 Bil.
DMA: 59	% Below Line: 0.5	#1 Biller: KWEN-F \$5,150,000
Average Persons Rating: 15.8	% Not Listed: 10.0	#1 Billing Portfolio: Cox \$14,000,000
Market TSL in Hours: 20.75	Pop per Station: 31,486	

12+ Metro	Format	Fall 98		Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1 KRMG	FS	109 / 10.4	9.1	9.3	11.2	7.8	10.0	1401 / 21.2	19.2	19.1	125 / 1630	F	KRMG	
2 KMOD-F	AOR	97 / 9.3	8.1	8.3	7.4	8.4	8.3	1051 / 15.9	15.6	15.0	130 / 1476	E	KMOD-F	
3 KHTT-F	CHR	83 / 7.9	8.7	8.6	7.2	7.7	8.1	1570 / 23.7	21.4	21.9	132 / 2371	C	KHTT-F	
4 KWEN-F	C	76 / 7.3	8.4	9.8	10.8	10.0	9.1	1375 / 20.8	22.8	21.5	121 / 2011	G	KWEN-F	
5 KJSR-F	CL HITS	70 / 6.7	6.0	4.5	4.4	7.0	5.4	1262 / 19.1	14.4	16.0	95 / 1805	D	KJSR-F	
6 KMYZ-F	AOR-NR	57 / 5.5	5.4	5.2	5.9	6.4	5.5	903 / 13.7	13.4	16.5	86 / 1284	D	KMYZ-F	
7 KJMM-F	B	54 / 5.2	4.4	3.6	3.0	2.9	4.0	563 / 8.5	6.0	7.3	63 / 699	B	KJMM-F	
8 KBEZ-F	SAC	53 / 5.1	4.2	4.8	5.4	5.2	4.9	822 / 12.4	12.6	14.9	62 / 994	E	KBEZ-F	
9 KOLL-F	O	47 / 4.5	6.0	4.6	5.8	6.0	5.2	949 / 14.4	13.2	16.0	67 / 1419	C	KOLL-F	
10 KRAV-F	AC	46 / 4.4	5.0	4.5	4.8	4.1	4.7	935 / 14.1	14.3	14.7	61 / 1243	C	KRAV-F	
11 KVOO-F	C	42 / 4.0	5.0	4.2	3.7	4.2	4.2	654 / 9.9	11.2	9.8	66 / 1007	E	KVOO-F	
12 KVOO	C	41 / 3.9	4.0	3.1	4.5	4.5	3.9	467 / 7.1	7.8	8.0	60 / 741	*	KVOO	
13 KXOJ-F	REL	29 / 2.8	3.8	4.1	3.7	4.4	3.6	448 / 6.8	9.2	8.5	34 / 505	E	KXOJ-F	
14 KGTO	ST	25 / 2.4	1.8	1.7	2.7	2.7	2.1	241 / 3.6	3.2	4.0	26 / 262	A	KGTO	
14 KCKI-F	C	25 / 2.4	2.6	4.5	1.5	2.4	2.7	602 / 9.1	11.0	9.7	36 / 816	C	KCKI-F	
16 KCFM-F	CL	20 / 1.9	2.2	2.5	2.9	2.2	2.4	472 / 7.1	6.0	6.6	32 / 612	B	KCFM-F	
17 KOAS-F	J	19 / 1.8	2.1	3.3	2.4	2.6	2.4	304 / 4.6	6.4	7.1	20 / 343	B	KOAS-F	

12+ FM Share (Metro): 79.28% (746 of 941) (Fall 97: 81.32%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F >>>	1 KMOD-F	1 KMOD-F >	1 KMOD-F >	1 KMOD-F	1 KRMG >	1 KRMG	1 KRMG <	1 KRMG <	1 KHTT-F >	1 KHTT-F
2 KMYZ-F >>	2 KMYZ-F	2 KJSR-F	2 KJSR-F <	2 KRMG	2 KMOD-F <	2 KMOD-F >	2 KMOD-F >	2 KMOD-F <	2 KMYZ-F	2 KWEN-F
	2 KHTT-F	3 KHTT-F <	3 KRMG	3 KJSR-F	3 KWEN-F	3 KWEN-F	3 KWEN-F <	3 KJSR-F <	3 KJSR-F	3 KRMG <
	4 KJMM-F	4 KRMG	4 KHTT-F	4 KWEN-F	4 KJSR-F <	4 KHTT-F	4 KJSR-F	4 KHTT-F	4 KJMM-F	4 KJSR-F
	5 KJSR-F	5 KMYZ-F <	5 KWEN-F <	5 KHTT-F	5 KBEZ-F <	5 KBEZ-F <	5 KBEZ-F	5 KWEN-F	5 KRMG	4 KMYZ-F <
	6 KRAV-F	6 KRAV-F	6 KRAV-F	5 KBEZ-F <	6 KOLL-F	6 KJMM-F	6 KRAV-F	6 KMYZ-F <	6 KRAV-F	6 KOLL-F <
	7 KWEN-F	6 KJMM-F <	6 KBEZ-F	7 KOLL-F	6 KVOO	6 KMYZ-F <	6 KJMM-F <	7 KRAV-F	7 KBEZ-F	7 KJMM-F <
	8 KRMG	8 KWEN-F	8 KMYZ-F <	8 KRAV-F	8 KVOO-F	8 KVOO	8 KHTT-F	7 KOLL-F	7 KMOD-F >	8 KMOD-F
		9 KBEZ-F	9 KJMM-F <	9 KMYZ-F	9 KJMM-F	8 KVOO-F	9 KVOO <	9 KBEZ-F <	8 KOLL-F	9 KBEZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KJMM-F >	1 KHTT-F	1 KHTT-F >>	1 KHTT-F <	1 KWEN-F	1 KMYZ-F	1 KMOD-F	1 KMOD-F >>	1 KMOD-F >>	1 KMOD-F >	1 KRMG >
2 KRAV-F	2 KJMM-F	2 KRAV-F	2 KRAV-F	1 KHTT-F <	2 KHTT-F	2 KMYZ-F	2 KMYZ-F	2 KJSR-F <	2 KRMG	2 KMYZ-F >
3 KHTT-F	3 KRAV-F	2 KJSR-F	3 KJMM-F	3 KRMG	3 KMOD-F	3 KJSR-F	2 KJSR-F	3 KRMG	3 KJSR-F >	3 KHTT-F
4 KMYZ-F	4 KMYZ-F <	4 KVOO-F	4 KWEN-F	3 KRAV-F <	4 KJMM-F	4 KJMM-F <	4 KRMG	4 KMYZ-F >	4 KMYZ-F	4 KWEN-F
5 KCKI-F	5 KMOD-F	4 KJMM-F	4 KJSR-F	5 KJSR-F	4 KJSR-F >>	5 KHTT-F	5 KWEN-F	5 KHTT-F	4 KOLL-F <	
5 KMOD-F	6 KJSR-F	4 KMYZ-F	6 KBEZ-F	5 KBEZ-F	6 KRAV-F >	6 KWEN-F	6 KJMM-F >	6 KWEN-F <	6 KWEN-F	
		4 KMOD-F	7 KXOJ-F	7 KOLL-F		7 KRMG >		7 KJMM-F	7 KBEZ-F	
		4 KBEZ-F	7 KRMG	8 KJMM-F <						
			9 KMYZ-F	9 KXOJ-F <						
			9 KMOD-F <							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCFO	REL	970	Tulsa	0.9	3.1	10	209	KHJM-F	G	100.3	Taft	0.5	1.3	7	136
KMRX-F	AC-NR	101.5	Collinsville	1.1	4.9	14	365								
KOLL	SPRTS	1430	Tulsa	1.1	5.3	12	381								
KTFX-F	C/O	102.3	Sand Springs	1.1	2.8	12	204								

# TULSA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Clear Channel</b> KAKC-AM, KMOD-FM, KMRX-FM, KQLL-AM, KQLL-FM	16.0 %	22.0 %	19.8 %	AC	0 (0)	46 (1)	46 (1)	4.9 %	4.5 %
				AOR/Classic/NR	0 (0)	166 (3)	166 (3)	17.6 %	16.2 %
<b>Cox, pend.</b> KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KTFX-FM, KWEN-FM	25.6 %	23.9 %	39.7 %	Black/Urban	0 (0)	54 (1)	54 (1)	5.7 %	3.2 %
				CHR	0 (0)	83 (1)	83 (1)	8.8 %	8.5 %
<b>Journal Broadcast Group</b> KCKI-FM, KVOO-AM, KVOO-FM	10.3 %	7.0 %	14.6 %	Classical	0 (0)	20 (1)	20 (1)	2.1 %	2.4 %
				Country	41 (1)	154 (4)	195 (5)	20.7 %	23.7 %
<b>Renda</b> KBEZ-FM, KHTT-FM	13.0 %	11.8 %	14.3 %	Full Service	109 (1)	0 (0)	109 (1)	11.6 %	8.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Shamrock</b> KCFM-FM, KMYZ-FM	7.4 %	5.4 %	8.0 %	Jazz	0 (0)	19 (1)	19 (1)	2.0 %	2.9 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	117 (2)	117 (2)	12.4 %	14.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (1)	34 (2)	43 (3)	4.6 %	5.7 %
				Soft AC	0 (0)	53 (1)	53 (1)	5.6 %	5.7 %
				Sports	11 (1)	0 (0)	11 (1)	1.2 %	1.3 %
				Standards/EZ	25 (1)	0 (0)	25 (1)	2.7 %	3.0 %
				<b>Totals</b>	<b>195 (5)</b>	<b>746 (17)</b>	<b>941 (22)</b>		

## AM Stations

Station	Freq	Power	Format	Company	AM	FM	Total
KGTO	1050	1 kw/0.022 kw	Standards	CNN, Westwd	\$<20.00	Allied	Cox
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, CNN	\$72.00	Christai	Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Journal Bcst Gp

## FM Stations

Station	Freq	Power	Format	Company	AM	FM	Total
KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Journal Bcst Gp
KHTT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Unirep	Perry
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Clr Chnl	Clear Channel
KMYZ	104.5	70 kw @ 1130	AOR-New Rock		\$53.00	Allied	Shamrock
KOAS	92.1	27 kw @ 656	Jazz		\$35.00	—	Clear Channel
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Clear Chnl	Clear Channel
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Journal Bcst Gp
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem	Sapulpa

Notes: \* KVOO-F revenue level includes KVOO revenue . . . 11/98 KAKC (1300) changed from Sports to Hispanic Contemporary, using Z-Spanish Network's "La Bonita" service . . . 1/99 KTFX-F (102.3) upgraded to C2 facility (50 kw @ 492) . . . 1/99 KTFX-F changed from Classic Country to New Rock (AOR-NR); it is now LMA'd by Cox . . . 2/99 KTFX-F sold to Cox for \$3,500,000

# UTICA-ROME

Arbitron Rank: 150	Pop (12+): 241,400	Stations: 32 / 19	Last Year's Revenue: \$8,800,000
MSA Rank: 158		Diaries: 744 / 324:1 / 60.0%	Household Income: \$36,651
MSA Pop: 297,000		Sample Target: 730	Total Retail Sales: \$2.6 Bil.
DMA: 166		% Below Line: 10.3	#1 Biller: WLZW-F \$1,760,000
Average Persons Rating: 15.7		% Not Listed: 12.1	#1 Billing Portfolio: Forever \$4,505,000
Market TSL In Hours: 20.75		Pop per Station: 12,705	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WFRG-F	C	66 / 17.4	16.2	14.4	15.9	11.6	664 / 27.5	28.1	20.9	90 / 938	C	WFRG-F
2	WLZW-F	AC	40 / 10.5	11.8	12.9	13.1	13.6	520 / 21.6	23.9	26.1	44 / 630	C	WLZW-F
3	WOUR-F	AOR	27 / 7.1	6.9	8.2	5.7	8.2	427 / 17.7	15.2	18.0	31 / 574	C	WOUR-F
4	WIBX	T/N	26 / 6.9	6.6	5.0	8.1	7.7	396 / 16.4	16.5	15.5	27 / 409	B	WIBX
5	WSKS-F	CHR	24 / 6.3	5.6	6.7	6.4	7.2	510 / 21.1	19.2	20.2	27 / 627	B	WSKS-F
6	WODZ-F	O	22 / 5.8	3.9	3.2	3.8	3.2	295 / 12.2	13.8	11.4	24 / 362	A	WODZ-F
6	WKLL-F	AOR	22 / 5.8	6.1	6.0	6.2	6.2	371 / 15.4	16.1	15.5	26 / 461	B	WKLL-F
8	WTLB	ST	17 / 4.5	3.7	3.2	2.6	3.7	209 / 8.7	7.3	7.0	18 / 227	A	WTLB
9	WRFM-F	SAC	14 / 3.7	1.7	3.2	1.9	2.2	223 / 9.2	5.3	9.1	15 / 254		WRFM-F
10	WRCK-F	AOR/CL	13 / 3.4	4.4	5.5	4.0	2.7	292 / 12.1	13.8	16.8	16 / 370	B	WRCK-F

12+ FM Share (Metro): 81.98% ( 273 of 333 ) ( Fall 97: 83.48% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSKS-F	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WFRG-F >	1 WFRG-F >	1 WFRG-F	1 WFRG-F >	1 WFRG-F >	1 WFRG-F >>
2 WWHT-F	2 WKLL-F <	2 WLZW-F	2 WLZW-F	2 WLZW-F	2 WLZW-F <	2 WLZW-F <	2 WLZW-F >	2 WLZW-F	2 WKLL-F	2 WLZW-F
2 WKLL-F >>	3 WOUR-F <	3 WOUR-F	3 WOUR-F >	3 WOUR-F	3 WIBX	3 WIBX	3 WIBX <	3 WOUR-F <	2 WSKS-F	3 WOUR-F <
	4 WLZW-F	4 WKLL-F	4 WODZ-F <	4 WODZ-F	4 WODZ-F	4 WSKS-F <	4 WOUR-F	4 WKLL-F <	4 WLZW-F	4 WKLL-F <
	5 WSKS-F >>	4 WSKS-F	5 WSKS-F	5 WSKS-F	5 WTLB	5 WOUR-F	5 WTLB	5 WSKS-F	4 WODZ-F <	5 WIBX
		6 WODZ-F	6 WRCK-F	6 WRCK-F	6 WRFM-F <	6 WODZ-F	6 WODZ-F	6 WIBX <	6 WOUR-F	5 WODZ-F
					7 WOUR-F	7 WRCK-F <	6 WSKS-F	7 WODZ-F	7 WWHT-F	5 WTLB
						8 WKLL-F		8 WTLB		8 WSKS-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WSKS-F	1 WLZW-F	1 WLZW-F	1 WLZW-F	1 WLZW-F	1 WKLL-F >>>	1 WKLL-F	1 WOUR-F	1 WOUR-F	1 WFRG-F	1 WFRG-F
1 WKLL-F	1 WFRG-F >	1 WFRG-F >>	2 WFRG-F >	2 WFRG-F >>	2 WSKS-F	2 WOUR-F	2 WFRG-F >>	2 WFRG-F	2 WOUR-F >>	2 WWHT-F
1 WLZW-F	3 WSKS-F	3 WSKS-F >>	3 WSKS-F >	3 WSKS-F	2 WOUR-F >>	3 WFRG-F >>	3 WKLL-F	3 WKLL-F >	3 WLZW-F	3 WIBX
1 WFRG-F >>>	4 WKLL-F >	4 WOUR-F	4 WODZ-F >	4 WODZ-F >>		4 WLZW-F	4 WLZW-F >	4 WLZW-F	3 WODZ-F	4 WOUR-F
	5 WOUR-F	4 WOB-FF >>	5 WRCK-F	5 WRCK-F		4 WSKS-F		5 WRCK-F	5 WRCK-F >	
	5 WOB-FF >		6 WKLL-F					5 WODZ-F		
			6 WOUR-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance				AM	FM	Total	%	Fall 97		
WLFH	C	1230	Little Falls	1.1	3.4	4	81	AC		1	(1)	43	(3)	44	(4)	13.2 %	16.5 %
WOWB-FF	CHR	97.9	Whitesboro	2.1	7.0	9	234	AOR/Classic/NR		0	(0)	70	(5)	70	(5)	21.0 %	25.4 %
WRNY-AA	ST	1350	Rome	0.5	2.4	2	59	Black/Urban		0	(0)	0	(0)	0	(0)	0.0 %	0.6 %
WVVC-F	REL-CC	100.7	Utica	0.8	3.1	3	82	CHR		0	(0)	40	(5)	40	(5)	12.0 %	13.7 %
WXUR-F	O	92.7	Herkimer	1.6	4.9	7	135	Classical		0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Country		4	(1)	73	(3)	77	(4)	23.1 %	18.8 %
								Full Service		8	(2)	0	(0)	8	(2)	2.4 %	2.6 %
								Hispanic		0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Jazz		0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								News/Talk		26	(1)	0	(0)	26	(1)	7.8 %	6.3 %
								Oldies		0	(0)	28	(2)	28	(2)	8.4 %	5.1 %
								Others/Unknown		0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Religion/Gospel		0	(0)	5	(2)	5	(2)	1.5 %	0.9 %
								Soft AC		0	(0)	14	(1)	14	(1)	4.2 %	3.7 %
								Sports		2	(1)	0	(0)	2	(1)	0.6 %	0.6 %
								Standards/EZ		19	(3)	0	(0)	19	(3)	5.7 %	6.0 %
								<b>Totals</b>		<b>60</b>	<b>(9)</b>	<b>273</b>	<b>(21)</b>	<b>333</b>	<b>(30)</b>		

# UTICA-ROME

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	23.3 %	27.0 %	24.9 %
WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTO-AM			
<b>Forever</b>	40.6 %	46.8 %	51.2 %
WFRG-FM, WIBX-AM, WLZW-FM, WODZ-FM			
<b>Local</b>	2.1 %	2.5 %	4.5 %
WOWB-FM, WOWZ-FM			
<b>Radio Corp.</b>	13.7 %	9.8 %	14.2 %
WKLL-FM, WRCK-FM, WTLB-AM			
	79.7 %	86.1 %	94.8 %

## AM Stations

WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	\$21.00	Katz	Forever	
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	\$<20.00	Allied	Radio Corp.	

## FM Stations

WFRG	104.3	100 kw @ 495	Country		\$37.00	Katz	Forever	
WKLL	94.9	34 kw @ 567	AOR		\$<20.00	Allied	Radio Corp.	Frankfort
WLZW	98.7	25 kw @ 659	AC		\$39.00	Katz	Forever	
WODZ	97.9	7.4 kw @ 604	Oldies	ABC	\$20.00	Katz	Forever	
WOUR	96.9	19.5 kw @ 790	AOR		\$28.00	---	Clear Channel	
WOWB	105.5	2.3 kw @ 528	CHR		\$<20.00	Roslin		Little Falls
WOWZ	97.9	1.5 kw @ 670	See WOWB-F					Whitesboro
WRCK	107.3	50 kw @ 500	AOR/Classic AOR	ABC	\$21.00	Allied	Radio Corp	
WRFM	93.5	6 kw @ 240	Soft AC	ABC	\$<20.00	Christal	Clear Channel	
WSKS	102.5	27 kw @ 650	CHR	CNN	\$<20.00	Christal	Clear Channel	Rome

Notes: 1/99 WODZ (1450) sold by Forever to Bible Broadcasting Network for \$50,000

# VISALIA-TULARE-HANFORD

Arbitron Rank: 109 Pop (12+): 375,600	Stations: 33 / 11	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,179 / 319:1 / 49.5%	Household Income: \$32,436
MSA Pop: NA	Sample Target: 1,170	Total Retail Sales: \$3.0 Bil.
DMA: Fresno (#56)	% Below Line: 53.9	#1 Biller: NA
Average Persons Rating: 15.0	% Not Listed: 21.4	#1 Billing Portfolio: NA
Market TSL in Hours: 20.75	Pop per Station: 34,145	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level
1	KSO-F	40 / 7.1	7.1	5.5	5.4	4.6	517 / 13.8	15.7	13.5	40 / 517	KSO-F
2	KJUG-F	33 / 5.9	5.6	5.7	7.3	7.6	426 / 11.3	12.0	10.9	33 / 426	KJUG-F
3	KMJ	31 / 5.5	5.1	6.6	6.4	9.0	367 / 9.8	10.7	10.3	31 / 367	KMJ
3	KFRR-F	AOR-NR	31 / 5.5	5.2	5.5	3.8	501 / 13.3	14.0	13.9	31 / 501	KFRR-F
5	KBOS-F	CHR	28 / 5.0	7.8	9.8	10.6	634 / 16.9	24.9	25.1	28 / 634	KBOS-F
6	KSEQ-F	CHR	26 / 4.6	5.4	3.6	2.4	592 / 15.8	17.8	12.0	26 / 592	KSEQ-F
7	KSKS-F	C	24 / 4.3	3.7	5.0	4.3	369 / 9.8	10.8	10.7	24 / 369	KSKS-F
7	KFSO-F	O	24 / 4.3	5.6	6.0	6.1	388 / 10.3	13.4	13.9	24 / 388	KFSO-F
9	KOQO-F	SP-R	23 / 4.1	5.1	2.9	4.2	319 / 8.5	10.4	6.6	23 / 319	KOQO-F
10	KIOO-F	CL AOR	21 / 3.7	3.6	3.3	3.5	262 / 7.0	6.7	7.8	21 / 262	KIOO-F
11	KZPO-F	ST	18 / 3.2	1.9			228 / 6.1	4.8		18 / 228	KZPO-F
12	KNAX-F	B/O	17 / 3.0	1.2	0.3	0.9	277 / 7.4	3.7	2.6	17 / 277	KNAX-F
13	KRZR-F	AOR	13 / 2.3	4.1	2.2	3.0	218 / 5.8	8.0	6.9	13 / 218	KRZR-F
14	KJUG	C/O	12 / 2.1	1.5	2.2	1.4	134 / 3.6	4.7	4.5	12 / 134	KJUG
15	KRNC-F	SP-C	11 / 2.0	1.5	2.2	1.9	173 / 4.6	5.9	5.0	11 / 173	KRNC-F

12+ FM Share (Metro): 84.84% (375 of 442) (Fall 97: 82.23%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSEO-F <	1 KFRR-F	1 KSO-F	1 KSO-F >	1 KSO-F >	1 KSO-F	1 KFRR-F <	1 KSO-F	1 KJUG-F <	1 KFRR-F <	1 KBOS-F <
2 KBOS-F >	2 KBOS-F <	2 KJUG-F	2 KJUG-F	2 KJUG-F <	1 KMJ	2 KMJ <	2 KMJ	2 KSO-F <	2 KBOS-F	2 KSEQ-F
3 KFRR-F >>	3 KOQO-F	3 KFRR-F	3 KFRR-F <	3 KSKS-F	3 KFSO-F	3 KSO-F	3 KJUG-F	3 KBOS-F	3 KSO-F <	2 KSO-F
	3 KJUG-F	4 KOQO-F <	4 KOQO-F <	4 KFSO-F	3 KJUG-F	4 KJUG-F	4 KFSO-F <	4 KFRR-F <	4 KSEQ-F	4 KJUG-F <
	3 KSO-F	5 KIOO-F	5 KIOO-F	4 KFRR-F	5 KZPO-F <	5 KFSO-F <	5 KSKS-F <	5 KSEO-F <	5 KIOO-F	5 KFRR-F <
	6 KIOO-F <	6 KBOS-F	5 KSKS-F <	6 KOQO-F <	6 KSKS-F	6 KSKS-F	6 KOQO-F	6 KSKS-F <	5 KJUG-F	6 KOQO-F
	7 KNAX-F	7 KSKS-F	7 KFSO-F	7 KIOO-F	7 KJUG	6 KSEO-F <	7 KIOO-F <	7 KFSO-F <	7 KMJ	7 KZPO-F
	7 KRZR-F	7 KNAX-F	8 KNAX-F	7 KMJ	8 KIOO-F	8 KBOS-F <	8 KFRR-F <	8 KOQO-F	8 KNAX-F <	7 KSKS-F <
	9 KSEQ-F >	9 KSEO-F	8 KMJ	9 KNAX-F		9 KOQO-F	9 KBOS-F	8 KIOO-F <	9 KSKS-F	9 KFSO-F
		9 KFSO-F				10 KIOO-F	9 KZPO-F <	9 KRZR-F <	9 KMJ	9 KMJ

Wom 18-24	Wom 18-34	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+ Ovrnile
1 KJUG-F	1 KOQO-F	1 KSO-F	1 KSO-F >	1 KSO-F >	1 KBOS-F	1 KFRR-F	1 KFRR-F >	1 KFRR-F	1 KSO-F	1 KFRR-F
1 KBOS-F	2 KJUG-F	2 KOQO-F	2 KJUG-F >	2 KSKS-F	2 KIOO-F	2 KIOO-F	2 KIOO-F	2 KIOO-F	2 KFRR-F	1 KMJ
3 KSEQ-F	2 KSO-F	3 KRNC-F	3 KOQO-F	3 KJUG-F	2 KFRR-F >	3 KBOS-F	2 KSO-F	2 KSO-F	2 KJUG-F	3 KSO-F
3 KOQO-F >	4 KNAX-F	3 KJUG-F	4 KSEO-F	4 KFSO-F >	4 KNAX-F	4 KRZR-F	2 KRZR-F >	4 KJUG-F	4 KIOO-F <	4 KRZR-F
5 KFRR-F	4 KSEO-F	3 KSKS-F	4 KSKS-F	5 KSEO-F	4 KRZR-F >	5 KSO-F	5 KJUG-F	5 KBOS-F	5 KSKS-F	
5 KRNC-F	4 KBOS-F	3 KUZZ-AF	6 KFSO-F	5 KOQO-F		6 KJUG-F	5 KOQO-F	5 KOQO-F	5 KMJ	
5 KNAX-F	7 KFRR-F		6 KNAX-F	7 KNAX-F		6 KOQO-F	5 KNAX-F	7 KRZR-F	7 KFSO-F	
	7 KSKS-F		8 KBOS-F	8 KRNC-F		6 KNAX-F	5 KMJ >	8 KNAX-F	7 KOQO-F	
	7 KRNC-F		9 KFRR-F	8 KMJ		9 KSEO-F		9 KJFX-F	9 KNAX-F	
			9 KRNC-F					9 KMJ	9 KJFX-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KCRZ-F	O	104.9	Tipton	1.1	3.1	6	117	KALZ-F	AC-NR	102.7	Fresno	1.6	6.8	9	256
KFSO	O	1400	Visalia	0.5	1.7	3	64	KCHJ	SP-C	1010	Delano	0.4	1.6	2	61
KGEN-F	SP-R	94.5	Hanford	0.5	2.6	3	96	KEZL-F	J	96.7	Fowler	0.4	1.2	2	44
KOJJ-F	SP-C	100.5	E. Porterville	1.4	4.2	8	159	KFRE	N/T	940	Fresno	1.8	5.8	10	219
KSLK-F	J	96.1	Visalia	0.7	2.3	4	86	KIGS	E	620	Hanford	0.5	1.3	3	49
KTIP	T	1450	Porterville	0.9	2.2	5	83	KISV-F	CHR	98.1	Bakersfield	0.7	4.4	4	163
								KJFX-F	AOR	95.7	Fresno	1.6	4.4	9	167
								KLBN-F	SP-R	105.1	Auberry	0.5	2.0	3	74
								KMPH-F	N/T	107.5	Hanford	0.9	4.6	5	172
								KUZZ-AF	C	107.9	Bakersfield	1.8	4.7	10	178
								KVSR-F	AC-NR	101.1	Fresno	0.9	5.4	5	203

# VISALIA-TULARE-HANFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
Buckley K100-FM, KSEQ-FM	8.3 %	6.3 %	%	AC	0 (0)	14 (2)	14 (2)	3.2 %	3.2 %
	8.3 %	6.3 %	%	AOR/Classic/NR	0 (0)	74 (4)	74 (4)	16.7 %	15.4 %
				Black/Urban	0 (0)	17 (1)	17 (1)	3.8 %	0.0 %
				CHR	0 (0)	58 (3)	58 (3)	13.1 %	19.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	13 (2)	65 (3)	78 (5)	17.6 %	17.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	2 (1)	48 (5)	50 (6)	11.3 %	13.5 %
				Jazz	0 (0)	6 (2)	6 (2)	1.4 %	0.9 %
				News/Talk	46 (3)	5 (1)	51 (4)	11.5 %	13.1 %
				Oldies	3 (1)	30 (2)	33 (3)	7.5 %	8.8 %
				Others/Unknown	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
				Soft AC	0 (0)	40 (1)	40 (1)	9.0 %	6.9 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Standards/EZ	0 (0)	18 (1)	18 (1)	4.1 %	0.0 %
				<b>Totals</b>	<b>67 (8)</b>	<b>375 (25)</b>	<b>442 (33)</b>		

### AM Stations

KJUG	1270	5 kw/1 kw (DA-N)	Classic Country	ABC	Western
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### FM Stations

K100	99.7	24 kw @ 689	Classic AOR	Westwd	D&R	Buckley	Porterville
KJUG	105.7	1.2 kw @ 2550	Country		Western		
KSEQ	97.1	17 kw @ 777	CHR		D&R	Buckley	
KZPQ	103.3	0.28 kw @ 2524	Standards		--		Lindsay

Notes: Other rated stations - See Fresno . . . Revenue data are not available . . . 11/98 KOJJ-F sold to Moon Broadcasting for \$848,981 . . . 12/98 KSEQ-F segued from CHR to Dance CHR (CHR/U) at the end of the survey . . . 1/99 KFSO (1400) changed from simulcasting KFSO-F to simulcasting Sports KCBL (except in AM Drive) as KVBL ("The Ball")

# WASHINGTON, DC

Arbitron Rank: 9 Pop (12+): 3,600,900	Stations: 36 / 31	Last Year's Revenue: \$228,900,000
MSA Rank: 5	Diaries: 4,582 / 786:1 / 50.9%	Household Income: \$67,856
MSA Pop: 4,620,000	Sample Target: 4,030	Total Retail Sales: \$43.9 Bil.
DMA: 7	% Below Line: 2.7	#1 Biller: WPGC-F \$22,900,000
Average Persons Rating: 15.9	% Not Listed: 15.4	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 116,158	Chancellor \$70,650,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WHUR-F	B/AC	323 / 5.6	5.6	6.1	6.1	5.2	5.9	4479 / 12.4	13.4	13.0	364 / 5073	G	WHUR-F
2	WPGC-F	B/CHR	319 / 5.6	6.3	6.1	5.5	5.6	5.9	6544 / 18.2	15.9	16.8	362 / 7693	J	WPGC-F
3	WKYS-F	B	310 / 5.4	5.3	5.2	4.9	6.3	5.2	5358 / 14.9	13.9	14.7	355 / 6326	H	WKYS-F
4	WRQX-F	AC/CHR	293 / 5.1	4.3	4.0	4.5	4.3	4.5	5395 / 15.0	13.4	14.5	338 / 6269	J	WRQX-F
5	WMMJ-F	B/AC	286 / 5.0	3.7	4.1	4.2	4.0	4.2	3500 / 9.7	9.0	8.5	293 / 3604	H	WMMJ-F
6	WASH-F	AC	268 / 4.7	4.0	4.2	5.5	4.2	4.6	4676 / 13.0	12.6	12.6	306 / 5336	I	WASH-F
7	WMZQ-F	C	259 / 4.5	4.2	5.5	4.8	5.1	4.8	4307 / 12.0	11.9	11.9	313 / 5182	J	WMZQ-F
8	WBIG-F	O	253 / 4.4	4.5	3.7	3.8	4.1	4.1	4914 / 13.6	13.9	12.7	299 / 5773	I	WBIG-F
9	WMAL	FS/T	242 / 4.2	4.6	3.6	4.6	4.1	4.3	3550 / 9.9	9.8	10.3	261 / 3992	I	WMAL
10	WJZW-F	J	236 / 4.1	4.0	3.4	3.5	3.4	3.8	3301 / 9.2	9.6	9.3	257 / 3667	H	WJZW-F
11	WGMS-F	CL	208 / 3.6	4.5	3.9	4.3	4.0	4.1	3320 / 9.2	9.3	9.8	232 / 3723	H	WGMS-F
12	WJFK-F	T/J	201 / 3.5	4.1	3.9	3.4	4.5	3.7	3829 / 10.6	8.7	11.9	247 / 4544	J	WJFK-F
13	WWDC-F	AOR	198 / 3.5	3.3	3.3	3.4	4.0	3.4	4918 / 13.7	13.1	13.9	249 / 6409	I	WWDC-F
14	WGAY-F	SAC	186 / 3.2	3.2	3.4	3.4	3.7	3.3	3902 / 10.8	10.0	12.4	209 / 4479	H	WGAY-F
15	WTOP-AF	N	182 / 3.2	3.5	3.7	3.4	3.3	3.4	5003 / 13.9	13.9	11.8	216 / 5977	I	WTOP-AF
16	WWZZ-F	CHR	157 / 2.7	3.6	3.7	3.9	3.5	3.5	4320 / 12.0	14.1	15.2	189 / 5323	H	WWZZ-F
17	WHFS-F	AOR-NR	130 / 2.3	2.3	2.5	2.1	2.3	2.3	3642 / 10.1	11.4	11.5	205 / 5349	H	WHFS-F
18	WARW-F	CL AOR	128 / 2.2	2.6	2.8	2.1	2.6	2.4	3316 / 9.2	10.0	9.9	172 / 4150	G	WARW-F
19	WPGC	B/G	86 / 1.5	1.3	1.0	1.1	0.7	1.2	1054 / 2.9	3.1	2.1	86 / 1060		WPGC
20	WTEM	SPRTS	77 / 1.3	1.1	1.4	1.0	1.1	1.2	1908 / 5.3	5.0	4.6	88 / 2149	F	WTEM

12+ FM Share (Metro): 84.46% (4094 of 4847) (Fall 97: 85.06%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKYS-F <	1 WKYS-F <	1 WRQX-F <	1 WRQX-F <	1 WHUR-F <	1 WMAL	1 WHUR-F	1 WRQX-F <	1 WPGC-F <	1 WPGC-F	1 WHUR-F
2 WPGC-F >	2 WPGC-F	2 WHUR-F <	2 WHUR-F	2 WRQX-F	1 WHUR-F <	2 WRQX-F <	2 WASH-F <	2 WKYS-F	2 WMMJ-F <	2 WMMJ-F <
3 WWZZ-F	3 WRQX-F	3 WPGC-F <	3 WMMJ-F <	3 WMMJ-F <	3 WBIG-F	3 WKYS-F <	3 WMZQ-F	3 WRQX-F	3 WKYS-F	3 WPGC-F
4 WWDC-F >>	4 WWDC-F	4 WKYS-F <	4 WASH-F	4 WASH-F <	4 WJZW-F	4 WMAL	3 WBIG-F <	3 WMMJ-F <	4 WHUR-F <	3 WKYS-F
5 WASH-F <	5 WASH-F <	4 WJZW-F	5 WJZW-F	4 WMMJ-F <	5 WPGC-F <	5 WJZW-F <	5 WJZW-F <	5 WASH-F <	5 WASH-F	5 WMZQ-F <
6 WMMJ-F	6 WMMJ-F <	6 WJFK-F <	6 WJFK-F <	6 WBIG-F <	6 WMZQ-F	6 WTOP-AF	6 WMAL <	6 WBIG-F <	6 WJZW-F <	6 WRQX-F <
6 WHUR-F <	7 WJZW-F <	7 WPGC-F	7 WJFK-F <	6 WGMS-F	7 WASH-F	7 WPGC-F	7 WJFK-F <	7 WHUR-F <	7 WWDC-F <	7 WBIG-F <
8 WJFK-F <	8 WJFK-F <	8 WMZQ-F <	8 WMZQ-F <	8 WTOP-AF	7 WJFK-F <	7 WMMJ-F <	8 WMZQ-F <	8 WWZZ-F	8 WJZW-F	8 WJZW-F
9 WHFS-F <	9 WMZQ-F <	9 WKYS-F	9 WPGC-F	8 WASH-F	9 WBIG-F <	9 WHUR-F <	9 WJZW-F <	8 WGMS-F <	9 WGMS-F <	9 WGMS-F <
10 WWZZ-F <	10 WWDC-F	9 WBIG-F	10 WKYS-F <	8 WGAY-F <	10 WMZQ-F	10 WMAL <				10 WASH-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKYS-F <	1 WPGC-F <	1 WRQX-F >	1 WRQX-F <	1 WHUR-F	1 WKYS-F >	1 WKYS-F	1 WJFK-F	1 WJFK-F	1 WJFK-F	1 WMMJ-F
2 WPGC-F >	2 WKYS-F <	2 WASH-F <	2 WHUR-F <	2 WPGC-F <	2 WPGC-F >	2 WPGC-F	2 WKYS-F <	2 WPGC-F <	2 WJZW-F	2 WHUR-F
3 WASH-F <	3 WRQX-F	3 WHUR-F <	3 WASH-F	3 WASH-F	3 WHFS-F >	3 WJFK-F	3 WPGC-F	3 WKYS-F <	3 WMMJ-F <	3 WMAL
4 WWZZ-F	4 WASH-F	4 WWDC-F	4 WPGC-F <	4 WMMJ-F	4 WWDC-F <	4 WWDC-F	4 WRQX-F	4 WJZW-F	4 WRQX-F <	4 WTOP-AF <
5 WRQX-F	5 WWDC-F <	4 WPGC-F <	5 WKYS-F <	5 WBIG-F <	5 WWZZ-F <	4 WHFS-F <	5 WWDC-F <	5 WRQX-F <	5 WHUR-F <	5 WPGC-F <
6 WMZQ-F	6 WHUR-F	6 WKYS-F	6 WMMJ-F	6 WJZW-F <	6 WIYY-F >	6 WRQX-F <	6 WMMJ-F	6 WMMJ-F	6 WMZQ-F <	6 WKYS-F
6 WWDC-F	7 WWZZ-F <	7 WMMJ-F	7 WMZQ-F <	7 WPGC-F	7 WASH-F	7 WMMJ-F	7 WHFS-F <	7 WHUR-F <	7 WBIG-F <	
8 WHFS-F	8 WMMJ-F <	8 WMZQ-F <	8 WJZW-F <	7 WMZQ-F	7 WMMJ-F	8 WHUR-F <	8 WHUR-F	8 WWDC-F <	8 WPGC-F <	
9 WHUR-F	9 WMZQ-F >	9 WWZZ-F	9 WBIG-F <	9 WKYS-F <	7 WJFK-F	9 WMZQ-F <	8 WMZQ-F	9 WARW-F <	9 WARW-F <	
	10 WHFS-F	10 WJFK-F	10 WWDC-F <	10 WGAY-F		10 WWZZ-F	10 WJZW-F	10 WHFS-F		

Other Rated Stations					Other Rated Stations--Outside Market										
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume				
WAFY-F	AC	103.1	Middletown, MD	0.3	0.9	23	367	WFLS-F	C	93.3	Fredericksburg, VA	0.7	2.0	78	1258
WAVA-F	REL	105.1	Arlington, VA	1.0	3.6	67	1574	WINC-F	CHR/AC	92.5	Winchester, VA	0.4	2.0	70	1614
WFRE-F	C	99.9	Frederick, MD	0.9	2.2	82	1443	WIYY-F	AOR	97.9	Baltimore	0.9	3.3	135	2468
WILC	SP-TP	900	Laurel, MD	0.4	1.1	24	411	WRNR-F	AOR-P	103.1	Grasonville, MD	0.4	0.7	40	408
WKDL	SP-C	1050	Silver Spring, MD	0.5	1.2	29	456	WXY-F	CHR	102.7	Baltimore	0.4	3.0	58	2082
WOL	B/T	1450	Washington	0.7	1.3	42	474								
WWDC	ST	1260	Washington	0.7	1.8	40	678								
WWRC	T	570	Bethesda, MD	0.4	1.7	24	645								
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.2	0.8	18	457								
WYCB	B/G	1340	Washington	0.9	2.2	52	803								

# WASHINGTON, DC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
ABC WJZW-FM, WMAL-AM, WRQX-FM	13.4 %	14.8 %	15.0 %	AC	0 (0)	581 (3)	581 (3)	12.0 %	10.4 %
Bonneville WGM5-FM, WTOP-AF, WWWZ-FM, WWZZ-FM	9.7 %	7.8 %	13.6 %	AOR/Classic/NR	0 (0)	528 (5)	528 (5)	10.9 %	11.1 %
CBS/Infinity WARW-FM, VHFS-FM, WJFK-FM, WPGC-AM, WPGC-FM	15.1 %	15.8 %	25.8 %	Black/Urban	41 (1)	1238 (4)	1279 (5)	26.4 %	26.4 %
Chancellor WASH-FM, WBIG-FM, WGAY-FM, WMZQ-FM, WTEM-AM, WWDC-AM, WWDC-FM, WWRC-AM	22.7 %	23.3 %	30.9 %	CHR	0 (0)	216 (4)	216 (4)	4.5 %	5.5 %
Radio One WKYS-FM, WMMJ-FM, WOL-AM, WYCB-AM	12.0 %	10.7 %	10.2 %	Classical	0 (0)	208 (1)	208 (1)	4.3 %	4.8 %
	72.9 %	72.4 %	95.5 %	Country	0 (0)	349 (3)	349 (3)	7.2 %	8.1 %
				Full Service	242 (1)	0 (0)	242 (1)	5.0 %	4.8 %
				Hispanic	53 (2)	0 (0)	53 (2)	1.1 %	0.4 %
				Jazz	0 (0)	236 (1)	236 (1)	4.9 %	4.0 %
				News/Talk	163 (2)	243 (2)	406 (4)	8.4 %	10.4 %
				Oldies	0 (0)	253 (1)	253 (1)	5.2 %	4.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	138 (2)	56 (1)	194 (3)	4.0 %	3.0 %
				Soft AC	0 (0)	186 (1)	186 (1)	3.8 %	4.4 %
				Sports	77 (1)	0 (0)	77 (1)	1.6 %	1.3 %
				Standards/EZ	39 (1)	0 (0)	39 (1)	0.8 %	0.6 %
				Totals	753 (10)	4094 (26)	4847 (36)		

## AM Stations

Station	Power	Time	Format	Revenue	AM	FM	Location
WMAL	630	5 kw (DA-2)	Full Service/Talk	ABC \$180.00	ABC	ABC	
WOL	1450	1 kw	Black Talk	ABC, AURN \$55.00	Mc-Guild	Radio One	
WPGC	1580	50 kw/0.27 kw (DA-2)	Black Gospel	\$ NA	Infinity	CBS/Infinity	Morningside, MD
WTEM	980	50 kw/5 kw (DA-2)	Sports	CBS, 1-on-1, ESPN \$65.00	Eastman	Chancellor	
WTOP	1500	50 kw (DA-2)	News	CBS, AP \$195.00	Katz	Bonneville	

## FM Stations

Station	Power	Time	Format	Revenue	AM	FM	Location
WARW	94.7	21 kw @ 77.1	Classic AOR	\$114.00	CBS	CBS/Infinity	Bethesda, MD
WASH	97.1	26 kw @ 68.6	AC	\$220.00	Banner	Chancellor	
WBIG	100.3	36 kw @ 57.4	Oldies	\$184.00	Eastman	Chancellor	
WGAY	99.5	22 kw @ 75.1	Soft AC	\$105.00	Interep	Chancellor	
WGM5	103.5	44 kw @ 51.8	Classical	Westwd \$195.00	Katz	Bonneville	
VHFS	99.1	50 kw @ 45.0	AOR - New Rock	\$180.00	CBS	CBS/Infinity	Annapolis, MD
WHUR	95.3	24 kw @ 67.0	Black AC	ABC \$140.00	D&R	Howard Univ.	
WJFK	105.7	22 kw @ 73.0	Talk/Jazz	Westwd \$315.00	Infinity	CBS/Infinity	Manassas, VA
WJZW	105.9	28 kw @ 64.8	Jazz	\$183.00	ABC	ABC	Woodbridge, VA
WKYS	93.9	24.5 kw @ 70.5	Black	\$140.00	Mc-Guild	Radio One	
WMUJ	102.3	2.9 kw @ 48.0	Black AC	\$155.00	Mc-Guild	Radio One	Bethesda, MD
WMZQ	98.7	50 kw @ 49.0	Country	AMFM \$320.00	Christal	Chancellor	
WPGC	95.5	50 kw @ 50.0	Black/CHR	\$340.00	Interep	CBS/Infinity	Morningside, MD
WRQX	107.3	34 kw @ 60.4	AC/CHR	ABC \$280.00	ABC	ABC	
WTOP	107.7	29 kw @ 64.6	See WTOP				Warrenton, VA
WWDC	101.1	22.5 kw @ 76.0	AOR	\$185.00	Christal	Chancellor	
WWZZ	104.1	22 kw @ 76.4	CHR	\$135.00	Sentry	Bonneville	Waldorf, MD

Notes: WPGC-F revenue level includes revenue of WPGC (AM) . . . 10/98 WKDL (1050; Silver Spring, MD) & WKDV (1460; Manassas, VA) sold by Mega Bcstg. to Mega Communications as part of a \$13,000,000 corporate reorganization . . . 12/98 WINX (1600; Rockville, MD) sold to Mega Communications for \$600,000 (Fischer)



# WATERLOO-CEDAR FALLS

Arbitron Rank: 228 Pop (12+): 120,000  
 MSA Rank: 275  
 MSA Pop: 122,000  
 DMA: 87 (w/Cedar Rapids & Dubuque)  
 Average Persons Rating: 13.4  
 Market TSL in Hours: 17.75

Stations: 22 / 13  
 Diaries: 876 / 137:1 / 59.9%  
 Sample Target: 860  
 % Below Line: 15.5  
 % Not Listed: 14.9  
 Pop per Station: 9,231

Last Year's Revenue: \$8,900,000  
 Household Income: \$41,163  
 Total Retail Sales: \$1.63 Bil.  
 #1 Biller: KKCV-F \$1,400,000  
 #1 Billing Portfolio: Connoisseur \$4,240,000

12+ Metro	Format	Fail 98 1/4 Share	Spg 98	Fail 97	Spg 97	Fail 96	12+ Metro Cume / Rtg	Spg 98	Fail 97	12+ TSA AQH / Cume	Revenue Level		
1	KKCV-F	C	23 / 14.3	15.7	16.3	16.3	14.4	305 / 25.4	31.6	28.1	33 / 496	C	KKCV-F
2	KFMW-F	AOR	20 / 12.4	9.8	9.3	12.4	9.0	273 / 22.7	22.7	22.4	37 / 595	C	KFMW-F
3	KOKZ-F	O	16 / 9.9	9.8	11.7	12.9	10.8	203 / 16.9	21.4	23.0	32 / 454	C	KOKZ-F
4	KOEL-F	C	14 / 8.7	8.1	12.2	8.4	9.6	248 / 20.7	20.2	23.0	51 / 719	C	KOEL-F
5	KCVM-F	CHR/AC	12 / 7.4	9.8	6.4			229 / 19.1	19.5	16.6	12 / 237	A	KCVM-F
6	KCRR-F	AOR/CL	10 / 6.2	8.1	5.8	7.9	7.2	222 / 18.5	17.2	17.2	12 / 310	B	KCRR-F
7	KWLO	ST	9 / 5.6	6.0	4.7	5.1	7.8	120 / 10.0	11.4	10.4	11 / 145	A	KWLO
8	WHO	FS	6 / 3.7	3.3	2.9	2.8	3.0	103 / 8.6	9.0	8.6	28 / 386		WHO
9	WMT	FS	5 / 3.1	3.3	2.9	3.9	3.6	90 / 7.5	9.7	8.4	32 / 497		WMT

12+ FM Share (Metro): 80.29% (110 of 137) (Fall 97: 81.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFMW-F >>>	1 KFMW-F	1 KFMW-F <	1 KKCV-F	1 KKCV-F <	1 KOKZ-F	1 KKCV-F	1 KKCV-F	1 KKCV-F	1 KFMW-F >	1 KFMW-F
2 KKCV-F >>	2 KKCV-F >	1 KFMW-F	2 KOKZ-F <	2 KKCV-F	2 KFMW-F <	2 KFMW-F	2 KFMW-F	2 KFMW-F	2 KKCV-F	1 KKCV-F
3 KCRR-F	3 KOKZ-F	3 KOKZ-F	3 KFMW-F >	2 KOEL-F >	3 KOKZ-F	3 KOKZ-F	3 KOKZ-F	3 KOKZ-F	2 KOKZ-F	3 KOEL-F >
3 KCVM-F	4 KCVM-F	4 KCRR-F	4 KCRR-F	4 KCRR-F	4 KWLO	4 KOEL-F	4 KOEL-F <	4 KCVM-F	4 KCRR-F	4 WMT
5 KZIA-F >	4 KCRR-F >	5 KCVM-F >	5 KCVM-F	5 KCRR-F	5 KCRR-F	5 KCVM-F	5 KCVM-F >	5 KOEL-F <	4 KCRR-F	4 KOKZ-F
		6 KOEL-F >>	6 KOEL-F >>	5 KCVM-F	6 KCRR-F	6 KCRR-F	6 KCRR-F	6 KCRR-F	6 KCRR-F	6 KCRR-F
					7 KWLO	6 KWLO <	7 KWLO >			7 KWLO
										7 KCVM-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKCV-F >	1 KKCV-F >>	1 KKCV-F >>	1 KKCV-F >	1 KKCV-F	1 KFMW-F >>>	1 KFMW-F >>>	1 KFMW-F >>	1 KFMW-F >>	1 KFMW-F	1 WHO
2 KCVM-F	2 KCVM-F	2 KFMW-F >>	2 KCVM-F	2 KOKZ-F	2 KCRR-F	2 KCRR-F	2 KCRR-F	2 KOKZ-F	2 KCVM-F	1 KFMW-F
2 KFMW-F >>	2 KFMW-F >		3 KFMW-F	3 KCVM-F >	2 KKCV-F >	3 KCRR-F >>	3 KCRR-F	3 KCRR-F	3 KCRR-F	1 KOEL-F >
	4 KZIA-F >>		4 KOKZ-F	4 KFMW-F			3 KKCV-F >>	3 KOKZ-F >>	3 KOKZ-F >>	
			5 KCRR-F	4 KOEL-F >			5 KCVM-F >	5 WHO	5 WHO	
			5 KOEL-F >	6 KCRR-F >>				5 KOEL-F >	5 KOEL-F >	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97		
KCNZ	T	1250	Cedar Falls	0.6	2.9	1	42	AC	0 (0)	7 (4)	7 (4)	5.1 %	6.1 %
KOMG-F	AC/CHR	95.3	Independence	0.6	2.8	2	81	AOR/Classic/NR	0 (0)	32 (3)	32 (3)	23.4 %	19.0 %
KWAY-F	AC	99.3	Waverly	1.2	3.6	2	50	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KXEL	T	1540	Waterloo	2.5	8.3	6	172	CHR	0 (0)	17 (3)	17 (3)	12.4 %	8.2 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	38 (3)	38 (3)	27.7 %	35.4 %
								Full Service	11 (2)	0 (0)	11 (2)	8.0 %	6.8 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	7 (3)	0 (0)	7 (3)	5.1 %	5.4 %
								Oldies	0 (0)	16 (1)	16 (1)	11.7 %	13.6 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	9 (1)	0 (0)	9 (1)	6.6 %	5.4 %
								<b>Totals</b>	<b>27 (6)</b>	<b>110 (14)</b>	<b>137 (20)</b>		

# WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
<b>Bahakel</b> KFMM-FM, KOKZ-FM, KWLO-AM, KXEL-AM	30.4 %	31.8 %	44.3 %
<b>Connoisseur</b> KCCR-FM, KKCVM-FM, KOEL-AM, KOEL-FM	30.4 %	31.8 %	53.1 %
<b>Local</b> KCHZ-AM, KCVI-FM, KDNZ-AM	8.0 %	8.0 %	%
	<b>68.8 %</b>	<b>71.6 %</b>	<b>97.4 %</b>

## AM Stations

KWLO	1330	5 kw (DA-2)	Standards	Westwd	\$<20.00	Katz	Bahakel
KXEL	1540	50 kw (DA-1)	Talk	ABC	\$<20.00	Katz	Bahakel

## FM Stations

KCCR	97.7	16 kw @ 407	AOR/Classic AOR		\$ NA	Christal	Connoisseur	Grundy Center
KCVM	96.1	6 kw @ 328	CHR/AC		\$ NA	---	KCNZ/KDNZ	Hudson
KFMM	107.9	100 kw @ 1804	AOR	Westwd	\$30.00	Katz	Bahakel	
KKCVM	98.5	15 kw @ 423	Country		\$30.00	---	Connoisseur	Cedar Falls
KOEL	92.3	100 kw @ 991	Country		\$34.00	Banner	Connoisseur	Oelwein
KOKZ	105.7	100 kw @ 1322	Oldies		\$20.00	Katz	Bahakel	

Notes: WHO - See Des Moines; WMT - See Cedar Rapids . . . 11/98 KDNZ (1650; Cedar Falls) began operation, simulcasting sister station, Talk KCNZ (1250)

### FORMAT CODES

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	KIDS	- Children's
AOR	- Album Oriented Rock	N	- News
AOR-NR	- New Rock	O	- Oldies (50's & 60's)
AOR-P	- Progressive AOR	REL	- Religion, Christian
B	- Black (audience 75%+ Black)	REL-CC	- Contemporary Christian
B/AC	- Black Adult Contemporary	SAC	- Soft Adult Contemporary
B/G	- Black Gospel	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ	- Business News & Talk	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Lang)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel	?	- Others or Unknown

### REVENUE LEVEL CODES

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

# WEST PALM BEACH

Arbitron Rank: 51 Pop (12+): 896,300	Stations: 39 / 19	Last Year's Revenue: \$38,000,000
MSA Rank: 59	Diaries: 2,059 / 435:1 / 48.4%	Household Income: \$46,560
MSA Pop: 1,020,000	Sample Target: 2,130	Total Retail Sales: \$13.0 Bil.
DMA: 45	% Below Line: 33.0	#1 Biller: WRMF-F \$7,500,000
Average Persons Rating: 16.1	% Not Listed: 11.5	#1 Billing Portfolio: CBS/Infinity \$15,370,000
Market TSL in Hours: 21.25	Pop per Station: 47,174	

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spq 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1 WEAT-F	AC/SAC	106 / 7.4	7.3	8.6	8.6	9.2	8.0	1320 / 14.7	18.0	18.4	141 / 2051	G	WEAT-F
2 WIRK-F	C	95 / 6.6	5.5	6.5	5.3	6.8	6.0	1152 / 12.9	12.0	12.8	123 / 1697	G	WIRK-F
3 WEDR-F	B	90 / 6.2	4.9	3.7	3.5	4.4	4.6	1058 / 11.8	9.9	9.2	232 / 3023		WEDR-F
4 WRMF-F	AC	88 / 6.1	6.4	7.0	6.6	6.5	6.5	1166 / 13.0	15.8	14.9	136 / 2008	H	WRMF-F
5 WJBW-F	ST	82 / 5.7	6.4	5.9	5.7	5.6	5.9	995 / 11.1	11.1	9.9	112 / 1353	B	WJBW-F
6 WJNO	N/T	67 / 4.6	4.9	3.5	3.7	4.4	4.2	1122 / 12.5	9.4	11.5	97 / 1726	F	WJNO
7 WKGR-F	CL AOR	52 / 3.6	3.4	2.6	3.0	2.6	3.2	804 / 9.0	8.1	8.7	83 / 1458	D	WKGR-F
8 WPBZ-F	AOR-NR	45 / 3.1	3.4	3.5	3.3	3.8	3.3	751 / 8.4	10.1	11.3	64 / 1203	D	WPBZ-F
9 WLDI-F	CHR	36 / 2.5	1.8	1.6	1.6	1.9	1.9	986 / 11.0	6.4	7.5	84 / 1747		WLDI-F
10 WTMI-F	CL	35 / 2.4	1.9	2.8	3.1	1.9	2.6	531 / 5.9	6.1	6.6	112 / 1908		WTMI-F
10 WBZT	T	35 / 2.4	2.8	2.2	2.3	3.3	2.4	498 / 5.6	6.0	7.5	41 / 614	C	WBZT
12 WOLL-F	O	34 / 2.4	2.3	2.2	1.6	2.0	2.1	705 / 7.9	6.6	6.8	54 / 961	C	WOLL-F
12 WGGG-F	CL AOR	34 / 2.4	2.4	2.6	1.9	1.9	2.3	584 / 6.5	7.5	5.6	139 / 2318		WGGG-F
14 WPOW-F	CHR	31 / 2.2	1.9	2.4	2.3	2.0	2.2	801 / 8.9	9.6	7.3	134 / 2809		WPOW-F
14 WOAM	SPRST	31 / 2.2	2.1	1.3	1.4	1.2	1.7	457 / 5.1	3.7	4.2	128 / 1990		WOAM
14 WDBF	ST	31 / 2.2	3.4	2.1	2.1	1.4	2.4	436 / 4.9	4.5	3.8	40 / 511	A	WDBF
17 WMBX-F	AC/CHR	30 / 2.1	3.3	3.5	3.5	2.8	3.1	836 / 9.3	11.5	11.5	43 / 1249	A	WMBX-F
17 WHQT-F	B	30 / 2.1	2.2	1.6	2.1	1.9	2.0	567 / 6.3	4.9	6.5	147 / 2125		WHQT-F
19 WRLX-F	SAC	29 / 2.0	2.2	3.8	3.3	2.4	2.8	561 / 6.3	8.5	8.8	32 / 623	D	WRLX-F

12+ FM Share (Metro): 81.41% (1038 of 1275) (Fall 97: 80.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F >>	1 WEDR-F <	1 WIRK-F	1 WRMF-F <	1 WEAT-F <	1 WEAT-F <	1 WEAT-F	1 WEAT-F	1 WEAT-F <	1 WEDR-F >>	1 WEDR-F
2 WPOW-F	2 WIRK-F	1 WRMF-F <	2 WIRK-F <	2 WRMF-F <	2 WJBW-F	2 WRMF-F <	2 WRMF-F	2 WIRK-F	2 WEAT-F <	2 WJBW-F <
3 WLDI-F >	3 WPBZ-F <	3 WEDR-F <	3 WEAT-F	3 WIRK-F	3 WJNO <	3 WIRK-F	3 WIRK-F <	3 WEDR-F	3 WIRK-F	3 WIRK-F
4 WPBZ-F >>	4 WRMF-F	4 WEAT-F	4 WEDR-F	4 WEDR-F	4 WRMF-F	4 WGGG-F <	4 WJBW-F	4 WRMF-F <	4 WLDI-F <	4 WEAT-F
5 WEAT-F <	5 WKGR-F	5 WKGR-F	5 WKGR-F >	5 WKGR-F >	5 WIRK-F >	5 WJNO	5 WJNO	5 WJBW-F	5 WJBW-F <	5 WRMF-F
6 WLDI-F	6 WPBZ-F	6 WGGG-F	6 WGGG-F	6 WGGG-F	6 WBZT	6 WKGR-F <	6 WEDR-F <	6 WJNO	6 WPOW-F	6 WPBZ-F <
7 WKGR-F <	7 WGGG-F <	7 WMBX-F <	7 WOAM	7 WOAM	6 WKGR-F <	7 WJBW-F <	7 WKGR-F	7 WPBZ-F <	6 WBZT <	7 WJNO <
8 WPOW-F <	8 WLDI-F <	8 WPBZ-F <	7 WMBX-F <	8 WTMI-F <	8 WEDR-F >	8 WEDR-F >	8 WBZT	8 WKGR-F	8 WJNO	8 WTMI-F <
9 WGGG-F <	9 WMBX-F <	9 WZTA-F <		9 WEDR-F <					8 WPBZ-F	9 WKGR-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEDR-F	1 WIRK-F	1 WRMF-F <	1 WEAT-F	1 WEAT-F	1 WPBZ-F >	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WJNO <
2 WLDI-F >	1 WRMF-F	2 WIRK-F >	1 WRMF-F	2 WRMF-F >	2 WEDR-F	2 WIRK-F <	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WIRK-F
3 WIRK-F	3 WEDR-F <	3 WEAT-F	3 WIRK-F	3 WIRK-F >>	3 WIRK-F	3 WPBZ-F >	3 WGGG-F	2 WKGR-F	2 WKGR-F	3 WEAT-F
3 WPOW-F	4 WLDI-F <	4 WLDI-F	4 WEDR-F	4 WEDR-F <	4 WPOW-F	4 WGGG-F <	4 WZTA-F	4 WGGG-F	4 WGGG-F <	4 WEDR-F
3 WPBZ-F	5 WEAT-F >	5 WKGR-F	5 WLDI-F	5 WKGR-F <	4 WLDI-F	5 WZTA-F	5 WRMF-F	4 WPBZ-F <	5 WRMF-F <	5 WBZT >>
6 WRMF-F	6 WKGR-F	5 WEDR-F	6 WKGR-F <	6 WHQT-F	6 WKGR-F >	6 WPOW-F	6 WMBX-F	6 WRMF-F	6 WOAM	
6 WEAT-F >	6 WPBZ-F	7 WMBX-F	7 WPBZ-F	6 WLDI-F <		6 WEAT-F	6 WPBZ-F	7 WEAT-F <	7 WEAT-F	
	8 WPOW-F	7 WHQT-F	7 WHQT-F	8 WMBX-F		6 WKGR-F	6 WEAT-F	8 WOAM <	8 WZTA-F	
	8 WHQT-F	9 WMBX-F						9 WZZR-F <	8 WZZR-F	

Consolidation Report	12+	25-54	Revenue
<b>CBS/Infinity</b> WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM	16.1 %	19.3 %	40.4 %
<b>Clear Channel</b> WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WTPX-FM	15.5 %	15.1 %	26.8 %
<b>James Crystal</b> WDJA-AM, WJNA-AM, WRLX-FM, WRMF-FM	9.8 %	9.9 %	26.6 %
<b>WDBF, pend.</b> WDBF-AM, WJBW-AM, WJBW-FM	7.9 %	1.0 %	2.9 %
	<b>49.3 %</b>	<b>45.3 %</b>	<b>96.7 %</b>

# WEST PALM BEACH

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Fall 97
W/DJA	II	850	West Palm Beach	0.6	3.0	10	316	AC	0 (0)	127 (3)	127 (3)	10.0 %	12.3 %
W/JIA	ST	1230	West Palm Beach	1.1	4.1	103	1306	AOR/Classic/NR	0 (0)	184 (6)	184 (6)	14.4 %	14.8 %
W/PBR	T	1340	Palm Beach	0.6	1.3	9	129	Black/Urban	26 (2)	120 (2)	146 (4)	11.5 %	10.0 %
W/POM	B	1600	Riviera Beach	0.8	2.3	12	210	CHR	0 (0)	88 (3)	88 (3)	6.9 %	3.7 %
W/SVH	B	900	Belle Glade	1.0	1.6	18	236	Classical	0 (0)	35 (1)	35 (1)	2.7 %	2.2 %
W/WLV-F	J	94.3	Riviera Beach	0.9	3.2	21	385	Country	0 (0)	115 (2)	115 (2)	9.0 %	11.3 %
Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
W/AMR-F	SP	107.5	Miami	0.9	2.1	42	558	Hispanic	0 (0)	39 (3)	39 (3)	3.1 %	2.1 %
W/WLC-F	AC	97.3	Miami	0.6	2.7	74	1660	Jazz	0 (0)	41 (2)	41 (2)	3.2 %	2.0 %
W/HYI-F	CHR/AC	100.7	Fort Lauderdale	1.5	5.9	103	2264	News/Talk	133 (6)	0 (0)	133 (6)	10.4 %	11.6 %
W/HIZ	T	940	Miami	0.3	2.2	64	1307	Oldies	0 (0)	50 (2)	50 (2)	3.9 %	4.1 %
W/OD	NT	610	Miami	0.7	3.9	59	1629	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
W/KIS-F	C	99.9	Boca Raton	1.4	4.8	145	2152	Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
W/LVE-F	J	93.9	Miami Beach	1.9	5.2	137	2050	Soft AC	0 (0)	157 (3)	157 (3)	12.3 %	14.8 %
W/LYF-F	SAC	101.5	Miami	1.5	4.0	165	2185	Sports	31 (1)	0 (0)	31 (1)	2.4 %	1.4 %
W/MXJ-F	O	102.7	Pompano Beach	1.1	4.0	127	2159	Standards/EZ	47 (2)	82 (1)	129 (3)	10.1 %	10.0 %
W/PLL-F	AOR-P	103.5	Fort Lauderdale	0.6	3.1	55	1510	Totals	237 (11)	1038 (28)	1275 (39)		
W/RMA-F	SP	105.7	Fort Lauderdale	1.3	2.4	40	513						
W/RTO-F	SP	98.3	Goulds	0.5	1.6	17	437						
W/ZTA-F	AOR	94.9	Miami Beach	1.7	5.3	168	2309						
W/ZZR-F	AOR	92.7	Stuart	1.4	4.2	48	732						

## AM Stations

W/BZT	1290	5 kw (DA-II)	Talk	ABC	\$34.00	Clr Chnl	Clear Channel	
W/DBF	1420	5 kw/0.5 kw (DA-2)	Standards	CBS	\$ NA	—	WJBW-FM	Delray Beach
W/HIO	1040	10 kw/1 kw (DA-2)	News/Talk	CBS	\$73.00	Allied	Clear Channel	Boynton Beach

## FM Stations

WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00	Kalz	CBS/Infinity	
W/IRK	107.9	100 kw @ 340	Country		\$115.00	Kalz	CBS/Infinity	
W/JBW	99.5	6 kw @ 308	Standards		\$25.00	Roslin	WDBF	Jupiter
W/KGR	98.7	100 kw @ 1380	Classic AOR		\$75.00	Clr Chnl	Clear Channel	Ft. Pierce
W/LDI	95.5	100 kw @ 982	CHR	ABC, Westwd	\$39.00	Clr Chnl	Clear Channel	Ft. Pierce
W/MGX	102.3	25 kw @ 328	AC/CHR		\$ NA	Chnstal	CBS/Infinity	Jensen Beach
W/OLL	105.5	19 kw @ 807	Oldies		\$38.00	Clr Chnl	Clear Channel	Riviera Beach
W/PBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00	Chnstal	CBS/Infinity	Indiantown
W/RLX	92.1	7 kw @ 499	Soft AC		\$48.00	Allied	James Crystal	
W/RMF	97.9	100 kw @ 1350	AC		\$135.00	Allied	James Crystal	

Notes: Other ranked stations -- See Miami-Fort Lauderdale ... 9/98 WOLL-F (94.3) changed from Oldies to simulcasting Jazz WLVE-F (Miami) as WWLV-F, the WOLL-F calls & format moved to 105.5 (ex-WTPX-F) ... 12/98 WJBW-AF sold to WDBF for \$10,450,000

# WHEELING

Arbitron Rank: 220 Pop (12+): 130,100  
 MSA Rank: 231  
 MSA Pop: 155,000  
 DMA: 141 (w/Steubenville)  
 Average Persons Rating: 13.4  
 Market TSL in Hours: 18.25

Stations: 18 / 11  
 Diaries: 609 / 214:1 / 55.8%  
 Sample Target: 640  
 % Below Line: 13.8  
 % Not Listed: 11.5  
 Pop per Station: 11,827

Last Year's Revenue: \$7,000,000  
 Household Income: \$30,829  
 Total Retail Sales: \$1.4 Bil.  
 #1 Biller: WOVK-F \$1,500,000  
 #1 Billing Portfolio: Capstar \$4,600,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WOVK-F	29 / 16.7	20.6	18.7	15.7		394 / 30.3	32.9	33.8	43 / 602	C	WOVK-F
2	WOMP-F	18 / 10.4	11.1	13.0	12.5		374 / 28.7	30.2	27.3	36 / 780	C	WOMP-F
3	WKWK-F	15 / 8.6	11.6	9.1	9.9		254 / 19.5	18.5	19.7	24 / 381	C	WKWK-F
3	WEGW-F	AOR/CL	15 / 8.6	11.1	8.5	9.9	224 / 17.2	17.7	19.6	22 / 442	B	WEGW-F
5	WZNW-F	AC/CHR	14 / 8.1	4.2	4.5	4.2	213 / 16.3	19.2	15.3	17 / 312	A	WZNW-F
6	WWVA	FS/T	12 / 6.9	6.3	6.2	6.8	257 / 19.8	16.0	16.2	21 / 447	C	WWVA
7	WOMP	T	11 / 6.3	5.8	4.5	7.8	146 / 11.3	11.7	13.9	12 / 182	B	WOMP
8	WRKY-F	C	7 / 4.0	4.8	5.1	4.2	163 / 12.5	11.4	14.1	47 / 612		WRKY-F
8	WEEL-F	O	7 / 4.0	5.3	5.1	7.3	166 / 12.7	11.7	15.1	11 / 202	A	WEEL-F
8	WBBD	ST	7 / 4.0	4.8	6.2	5.7	134 / 10.3	9.5	11.2	9 / 163	A	WBBD

12+ FM Share (Metro): 79.22% (122 of 154) (Fall 97: 79.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOMP-F >>>	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOVK-F >	1 WOVK-F <	1 WOVK-F >
2 WOVK-F	2 WOMP-F >	2 WEGW-F <	2 WEGW-F >	2 WEGW-F	2 WKWK-F	2 WEGW-F <	2 WEGW-F <	2 WOMP-F	2 WKWK-F <	2 WOMP-F
2 WZNW-F >>	3 WEGW-F >	3 WOMP-F	3 WKWK-F	3 WKWK-F	3 WOMP	3 WOMP-F <	3 WWVA	3 WWVA	3 WOMP-F >>	3 WKWK-F
	4 WZNW-F	4 WKWK-F	3 WZNW-F	4 WZNW-F	3 WWVA	4 WZNW-F <	4 WOMP <	4 WEGW-F	4 WEGW-F	4 WEGW-F
	4 WXDX-F	4 WZNW-F >>	3 WOMP-F >	5 WOMP-F >	5 WEGW-F	5 WKWK-F <	5 WKWK-F <	5 WZNW-F <	5 WZNW-F >	4 WWVA
					6 WZNW-F	6 WOMP	6 WOMP-F	6 WKWK-F >		6 WZNW-F
					6 WBBD	6 WWVA >	7 WBBD <			7 WOMP

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WOVK-F	1 WOVK-F	1 WOvk-F >>>	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WEGW-F >	1 WEGW-F	1 WEGW-F >	1 WOMP-F
1 WOMP-F >>	1 WOMP-F >>>	2 WOMP-F >>>	2 WOMP-F	2 WKWK-F	1 WOMP-F >>	1 WEGW-F	2 WOvk-F	2 WOvk-F	2 WOvk-F >	2 WOvk-F >
3 WKWK-F	3 WKWK-F		3 WKWK-F >	3 WOMP-F >		3 WXDX-F	2 WXDX-F >>>	3 WZNW-F >	3 WZNW-F	3 KDKA
3 WZNW-F >>>	3 WZNW-F >>		4 WZNW-F	4 WZNW-F >>		4 WOMP-F		4 WDVE-F	4 WDVE-F	
						4 WZNW-F >>>		4 WOMP-F	4 WXDX-F	
								4 WXDX-F		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Format	Performance	AM	FM	Total	%	Fall 97	
WBNV-F	SAC	93.5	Barnesville, OH	0.6	2.9	4	65	AC	0 (0)	29 (2)	29 (2)	18.8 %	15.0 %
WRKP-F	REL-CC	96.5	Moundsville	0.6	2.0	1	34	AOR/Classic/NR	0 (0)	25 (3)	25 (3)	16.2 %	13.1 %
								Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								CHR	0 (0)	18 (1)	18 (1)	11.7 %	14.4 %
								Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Country	0 (0)	36 (2)	36 (2)	23.4 %	26.3 %
								Full Service	12 (1)	0 (0)	12 (1)	7.8 %	6.9 %
								Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								News/Talk	13 (2)	0 (0)	13 (2)	8.4 %	6.9 %
								Oldies	0 (0)	10 (3)	10 (3)	6.5 %	7.5 %
								Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Religion/Gospel	0 (0)	1 (1)	1 (1)	0.6 %	1.3 %
								Soft AC	0 (0)	1 (1)	1 (1)	0.6 %	1.9 %
								Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
								Standards/EZ	7 (1)	2 (1)	9 (2)	5.8 %	6.9 %
								<b>Totals</b>	<b>32 (4)</b>	<b>122 (14)</b>	<b>154 (18)</b>		

# WHEELING

Consolidation Report	12+	25-54	Revenue
<b>Associated</b> WOMP-AM, WOMP-FM, WRKY-FM	20.7 %	16.5 %	30.7 %
<b>Capstar</b> WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WWVA-AM, WZWN-FM	52.9 %	56.1 %	65.7 %
	<b>73.6 %</b>	<b>72.6 %</b>	<b>96.4 %</b>

## AM Stations

Station	Freq	Power	Format	ABC	\$ NA	Mc-Guild	Capstar
WBBD	1400	1 kw	Standards	ABC	\$ NA	Mc-Guild	Capstar
WOMP	1290	1 kw/0.033 kw	Talk	ABC, CBS, Westwd	\$ < 20.00	Regional	Associated
WVA	1170	50 kw (DA-F)	Full Service/Talk	Westwd, ABC	\$ 24.00	Sentry	Capstar

## FM Stations

Station	Freq	Power	Format	ABC	\$ NA	Mc-Guild	Capstar	Other
WEEL	95.7	1.7 kw @ 627	Oldies	ABC, AMFM	\$ < 20.00	—	Adventure	Shadyside
WEGW	107.5	10.5 kw @ 883	AOR/Classic AOR		\$ 17.00	Christal	Capstar	
WKWK	97.3	50 kw @ 420	AC	Westwd, ABC	\$ 23.00	Chnstal	Capstar	
WOMP	100.5	48 kw @ 500	CHR		\$ 25.00	Regional	Associated	Bellaire
WOVK	99.7	50 kw @ 390	Country	AMFM	\$ 35.00	Sentry	Capstar	
WRKY	103.5	15.9 kw @ 880	Country		\$ NA	Regional	Associated	Steubenville, OH
WZWN	105.5	13.5 kw @ 312	AC/CHR		\$ < 20.00	Sentry	Capstar	Bethelam

Notes: Other ranked stations – See Pittsburgh

# WICHITA

Arbitron Rank: 89 Pop (12+): 426,800	Stations: 21 / 21	Last Year's Revenue: \$22,600,000
MSA Rank: 103	Diaries: 1,054 / 405:1 / 55.6%	Household Income: \$44,909
MSA Pop: 483,000	Sample Target: 1,010	Total Retail Sales: \$5.1 Bil.
DMA: 63	% Below Line: 0.0	#1 Biller: KFDI-AF \$5,100,000
Average Persons Rating: 15.3	% Not Listed: 10.4	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 20,324	Capstar, pend. \$11,300,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	KFDI-F	C	56 / 8.6	7.1	8.3	8.6	6.9	8.1	766 / 18.0	21.7	17.8	78 / 1065	G*	KFDI-F
2	KZSN-F	C	53 / 8.1	8.4	8.8	10.3	8.4	8.9	783 / 18.3	17.7	18.3	63 / 1031	E	KZSN-F
3	KKRD-F	CHR	50 / 7.7	8.9	10.0	7.9	8.1	8.6	962 / 22.5	25.9	23.1	69 / 1307	D	KKRD-F
4	KICT-F	AOR	43 / 6.6	7.2	5.5	4.6	6.2	6.0	677 / 15.9	13.9	14.8	59 / 913	C	KICT-F
5	KRBB-F	AC	38 / 5.8	6.8	7.6	9.3	6.9	7.4	657 / 15.4	17.1	15.6	50 / 777	D	KRBB-F
6	KEYN-F	O	34 / 5.2	5.6	4.7	4.3	6.1	5.0	524 / 12.3	14.5	15.7	39 / 594	C	KEYN-F
6	KFDI	C/F/S	34 / 5.2	5.7	6.4	3.8	3.3	5.3	351 / 8.2	10.2	7.7	53 / 530	*	KFDI
6	KDGS-F	B	34 / 5.2	5.7	5.0	4.3	4.6	5.1	513 / 12.0	10.7	11.6	36 / 575	B	KDGS-F
9	KLLS-F	CL HITS	33 / 5.1	4.4	3.9	3.6	3.8	4.2	590 / 14.0	10.9	10.6	34 / 674	C	KLLS-F
10	KRZZ-F	AOR/CL	32 / 4.9	6.3	7.4	7.8	8.4	6.6	659 / 15.4	15.8	16.8	40 / 822	D	KRZZ-F
11	KFH	T	31 / 4.8	3.9	4.2	4.3	3.7	4.3	442 / 10.3	9.6	9.5	39 / 516	A	KFH
12	KNSS	N/T	28 / 4.3	3.2	2.6	3.5	3.5	3.4	455 / 10.7	9.3	9.6	30 / 499	B	KNSS
13	KTLI-F	REL-CC	26 / 4.0	3.5	4.8	2.3	3.0	3.6	406 / 9.5	8.1	6.0	27 / 446	A	KTLI-F
13	KOEZ-F	EZ	26 / 4.0	3.5	2.7	3.3	6.5	3.4	338 / 7.9	6.7	9.8	33 / 442	B	KOEZ-F
15	KWSJ-F	J	17 / 2.6	2.1	2.4	3.1	3.7	2.6	309 / 7.2	7.4	9.2	19 / 341	A	KWSJ-F
15	KYQQ-F	C	17 / 2.6	2.9	2.0	3.0	2.2	2.6	354 / 8.3	5.9	7.9	29 / 519	A	KYQQ-F
17	KQAM	SPRTS	11 / 1.7	0.9	1.1	1.8	0.8	1.4	258 / 6.0	3.5	4.4	12 / 290	A	KQAM

12+ FM Share (Metro): 79.76%      ( 465 of 583 )      ( Fall 97: 85.82% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRD-F <	1 KICT-F	1 KZSN-F <	1 KRBB-F <	1 KZSN-F <	1 KFDI-F >	1 KFDI-F	1 KNSS <	1 KZSN-F <	1 KDGS-F <	1 KKRD-F
2 KDGS-F	2 KKRD-F	2 KICT-F <	2 KLLS-F	2 KRBB-F	2 KFDI <	2 KZSN-F <	2 KKRD-F	2 KKRD-F	2 KKRD-F	1 KFDI-F
3 KICT-F >>>	3 KZSN-F <	3 KKRD-F <	2 KZSN-F	3 KLLS-F <	3 KZSN-F <	3 KKRD-F	3 KFDI-F <	3 KFDI-F	3 KICT-F	3 KZSN-F <
	4 KRZZ-F	4 KRBB-F <	4 KKRD-F <	4 KEYN-F <	4 KEYN-F <	4 KRZZ-F <	4 KRBB-F <	4 KICT-F	4 KZSN-F	4 KICT-F <
	5 KTLI-F	5 KLLS-F <	5 KRZZ-F <	5 KKRD-F <	5 KRBB-F <	5 KRBB-F <	5 KLLS-F <	5 KLLS-F <	5 KFDI-F	5 KFDI <
	6 KDGS-F <	6 KRZZ-F	6 KICT-F <	6 KRZZ-F	6 KOEZ-F <	6 KFDI	6 KICT-F	6 KRBB-F	6 KEYN-F	6 KDGS-F <
	7 KLLS-F	7 KTLI-F <	7 KTLI-F	7 KICT-F	7 KNSS <	6 KICT-F <	7 KFDI <	6 KFH <	7 KRBB-F	7 KEYN-F
		8 KFH <	8 KEYN-F	7 KTLI-F	8 KFH	8 KFH	8 KOEZ-F <	8 KDGS-F	8 KRZZ-F	8 KTLI-F
		9 KDGS-F	8 KFH	7 KFDI-F <	9 KLLS-F >	9 KEYN-F <	9 KKRD-F <	9 KTLI-F	9 KFDI	9 KRBB-F
		9 KEYN-F <		10 KFH >		10 KLLS-F	10 KEYN-F <	9 KEYN-F <		9 KOEZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKRD-F >	1 KKRD-F	1 KKRD-F	1 KKRD-F	1 KRBB-F	1 KICT-F	1 KICT-F >	1 KICT-F >	1 KICT-F	1 KLLS-F	1 KFDI-F <
2 KICT-F	2 KZSN-F	1 KZSN-F >	1 KRBB-F <	2 KZSN-F	2 KDGS-F >	2 KRZZ-F	2 KTLI-F	2 KLLS-F	1 KFH <	2 KEYN-F
3 KYQQ-F	3 KICT-F >	3 KICT-F	3 KZSN-F >	3 KKRD-F	3 KFDI-F	3 KDGS-F	2 KRZZ-F	2 KRZZ-F <	3 KZSN-F <	3 KICT-F <
3 KZSN-F >	4 KLLS-F	4 KTLI-F	4 KICT-F	4 KEYN-F	3 KRZZ-F	3 KTLI-F	4 KKRD-F	4 KFH	4 KRZZ-F <	4 KFH <
5 KDGS-F	4 KRBB-F	4 KRZZ-F	4 KLLS-F	5 KLLS-F	3 KZSN-F >>	5 KLLS-F	5 KFH	5 KZSN-F <	5 KEYN-F	5 KKRD-F
5 KLLS-F	4 KTLI-F	6 KRBB-F	6 KRZZ-F	6 KTLI-F		5 KFH	5 KLLS-F	6 KFDI-F	5 KICT-F <	
5 KRBB-F >>	4 KRZZ-F		7 KEYN-F <	6 KRZZ-F		5 KKRD-F	5 KYQQ-F >	6 KTLI-F <	7 KFDI-F	
			8 KDGS-F	8 KFDI-F				8 KKRD-F	7 KTLI-F	
			8 KTLI-F					8 KRBB-F <	9 KKRD-F	
									9 KRBB-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KAYY-F	AC/CHR	98.7	Cleanwater	0.9	5.6	9	279
KJRG	REL	950	Newton	0.9	0.9	7	78
KMYR	ST	1410	Wichita	0.8	2.3	5	104
KSGL	REL	900	Wichita	0.5	1.5	3	64

# WICHITA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Capstar, pend.</b>	39.9 %	46.9 %	51.4 %	AC	0 (0)	44 (2)	44 (2)	7.5 %	8.6 %
KFH-AM, KKRD-FM, KNSS-AM, KOAM-AM, KRBB-FM, KRZZ-FM, KWSJ-FM, KZSN-FM				AOR/Classic/NR	0 (0)	75 (2)	75 (2)	12.9 %	16.5 %
<b>Journal Broadcast Group</b>	28.1 %	23.8 %	38.5 %	Black/Urban	0 (0)	34 (1)	34 (1)	5.8 %	5.2 %
KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KYQQ-FM				CHR	0 (0)	50 (1)	50 (1)	8.6 %	9.2 %
<b>Local</b>	6.1 %	3.8 %	2.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KAYY-FM, KDGS-FM				Country	0 (0)	126 (3)	126 (3)	21.6 %	19.7 %
	74.1 %	74.5 %	92.5 %	Full Service	34 (1)	0 (0)	34 (1)	5.8 %	3.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	17 (1)	17 (1)	2.9 %	4.1 %
				News/Talk	59 (2)	0 (0)	59 (2)	10.1 %	8.6 %
				Oldies	0 (0)	67 (2)	67 (2)	11.5 %	11.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (2)	26 (1)	35 (3)	6.0 %	3.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	11 (1)	0 (0)	11 (1)	1.9 %	0.9 %
				Standards/EZ	5 (1)	26 (1)	31 (2)	5.3 %	8.8 %
				<b>Totals</b>	<b>118 (7)</b>	<b>465 (14)</b>	<b>583 (21)</b>		

## AM Stations

Station	Freq	Power	Class	Format	Advertiser	Agency	Product
KFDI	1070	10 kw/1 kw (DA-1)	Country/Full Svc	ABC	\$45.00	Allied	Journal Bcst Gp
KFH	1330	5 kw (DA-1)	Talk	CBS, Westwd, ABC	\$<20.00	Katz	Capstar, pend.
KNSS	1240	1 kw	News/Talk	Westwd, CNN, CBS	\$27.00	D&R	Capstar
KOAM	1480	5 kw/1 kw (DA-2)	Sports	1-on-1, CBS, ESPN	\$<20.00	Eastman	Capstar, pend.

## FM Stations

Station	Freq	Power	Class	Format	Advertiser	Agency	Product
KDGS	93.9	25 kw @ 328	Black		\$ NA	---	KAYY-F Andover
KEYH	103.7	100 kw @ 850	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Capstar, pend.
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Journal Bcst Gp
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Journal Bcst Gp
KKRD	107.3	100 kw @ 850	CHR		\$45.00	D&R	Capstar
KLLS	104.5	45 kw @ 515	Classic Hits	Westwd	\$<20.00	---	Journal Bcst Gp Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	---	Newton
KRBB	97.9	100 kw @ 993	AC		\$42.00	Chnstal	Capstar, pend.
KRZZ	95.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	Capstar Derby
KTLI	99.1	100 kw @ 515	Contemp Christian		\$<20.00	---	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Capstar, pend. Hayesville
KYQQ	105.5	100 kw @ 1250	Country	ABC	\$20.00	---	Journal Bcst Gp Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Capstar, pend. Hutchinson

Notes: \* KFDI-F revenue level includes KFDI



# WILKES BARRE-SCRANTON

Arbltron Rank: 64 Pop (12+): 632,600	Stations: 40 / 31	Last Year's Revenue: \$24,000,000
MSA Rank: 83	Diaries: 1,279 / 495:1 / 57.4%	Household Income: \$37,285
MSA Pop: 622,000	Sample Target: 1,270	Total Retail Sales: \$7.1 Bil.
DMA: 49	% Below Line: 7.1	#1 Biller: WKRZ-FF \$5,700,000
Average Persons Rating: 16.8	% Not Listed: 15.1	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 20,406	Sinclair Broadcast Group \$10,060,000

12+ Metro	Format	Fall 98 1/4 Share	Sum 98	Spg 98	Win 98	Fall 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WKRZ-FF	CHR	117 / 11.0	11.8	13.3	10.7	12.9	11.7	1932 / 30.5	33.8	32.3	133 / 2323	G	WKRZ-FF
2	WMGS-F	AC	94 / 8.9	6.8	8.4	7.7	9.8	7.9	1030 / 16.3	19.0	19.2	100 / 1104	D	WMGS-F
2	WGGY-FF	C	94 / 8.9	8.8	10.5	10.1	8.6	9.6	1305 / 20.6	21.7	17.2	110 / 1597	E	WGGY-FF
4	WEZX-F	CL AOR	84 / 7.9	7.2	6.0	7.8	5.7	7.2	1044 / 16.5	14.3	14.0	87 / 1090	D	WEZX-F
5	WZMT-FF	AOR	58 / 5.5	5.8	4.4	5.9	4.3	5.4	928 / 14.7	13.1	13.2	73 / 1287	C	WZMT-FF
6	WEJL-AA	ST/FS	46 / 4.3	4.4	3.9	4.1	3.8	4.2	587 / 9.3	8.7	9.3	48 / 611	A	WEJL-AA
7	WILK-AA	T	40 / 3.8	6.0	3.5	3.6	4.7	4.2	661 / 10.5	7.9	9.9	41 / 702	B	WILK-AA
7	WBHT-FF	CHR	40 / 3.8	5.8	4.8	4.6	4.7	4.7	945 / 14.9	18.2	16.7	49 / 1048	B	WBHT-FF
9	WNAK	ST/FS	38 / 3.6	3.6	5.4	5.0	3.8	4.4	348 / 5.5	5.3	4.7	39 / 352	B	WNAK
10	WQFM-F	O	33 / 3.1	3.4	2.7	1.5	2.4	2.7	519 / 8.2	8.4	7.3	34 / 551	B	WQFM-F
11	WSBG-F	CHR	30 / 2.8	1.8	1.8	2.0	1.8	2.1	450 / 7.1	6.4	5.8	31 / 498	B	WSBG-F
12	WCTP-FF	C	27 / 2.5	3.4	2.1	2.5	3.3	2.6	537 / 8.5	7.1	8.3	32 / 649	B	WCTP-FF
13	WARM	FS	26 / 2.5	2.3	2.6	1.8	2.8	2.3	479 / 7.6	7.4	9.7	29 / 529	B	WARM
14	WSHG-FF	SAC	24 / 2.3	2.0	1.7	2.1	2.0	2.0	521 / 8.2	7.6	7.7	26 / 599	A	WSHG-FF
15	WCTO-F	C	18 / 1.7	1.2	0.9	1.0	0.5	1.2	172 / 2.7	2.1	1.7	38 / 346	B	WCTO-F
16	WICK	O	17 / 1.6	0.4	0.6	1.6	0.8	1.0	239 / 3.8	2.3	4.0	17 / 239	B	WICK
17	WHLM-F	AC/CHR	16 / 1.5	1.4	1.4	1.4	1.2	1.4	305 / 4.8	4.7	4.7	30 / 529	B	WHLM-F

12+ FM Share (Metro): 78.36% (706 of 901) (Fall 97: 77.89%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF <	1 WKRZ-FF	1 WMGS-F	1 WKRZ-FF	1 WMGS-F <	1 WKRZ-FF	1 WKRZ-FF >	1 WGGY-FF <
2 WBHT-FF >>	2 WEZX-F	2 WEZX-F <	2 WEZX-F <	2 WEZX-F <	2 WGGY-FF	2 WMGS-F	2 WKRZ-FF	2 WGGY-FF <	2 WGGY-FF	2 WKRZ-FF
3 WEZX-F	3 WZMT-FF	3 WMGS-F	3 WMGS-F >	3 WMGS-F >	3 WKRZ-FF	3 WZMT-FF <	3 WGGY-FF	3 WEZX-F	3 WEZX-F	3 WEZX-F
3 WZMT-FF	4 WGGY-FF >	4 WZMT-FF	4 WZMT-FF	4 WGGY-FF	4 WEJL-AA	4 WGGY-FF <	4 WEZX-F	4 WMGS-F >	3 WBHT-FF <	4 WNAK <
	5 WMGS-F	5 WGGY-FF >	5 WGGY-FF >	5 WZMT-FF >	5 WEZX-F <	5 WEZX-F >	5 WILK-AA	5 WZMT-FF	5 WMGS-F <	5 WMGS-F
	6 WBHT-FF >	6 WBHT-FF	6 WBHT-FF	6 WQFM-F	6 WNAK	6 WEJL-AA	6 WEJL-AA	6 WBHT-FF	6 WZMT-FF >>	6 WZMT-FF
		7 WSBG-F >	6 WQFM-F <	7 WSBG-F <	6 WILK-AA	7 WILK-AA	7 WZMT-FF	7 WEJL-AA	7 WEJL-AA	7 WBHT-FF
			8 WSHG-FF	8 WCTP-FF <	8 WQFM-F	8 WSBG-F	8 WQFM-F	8 WSBG-F	8 WSHG-FF	8 WQFM-F
			8 WSBG-F	9 WBHT-FF <	9 WARM	8 WBHT-FF	9 WSBG-F	9 WQFM-F	9 WCTP-FF	9 WCTP-FF <
			8 WCTP-FF		10 WCTP-FF	10 WQFM-F	9 WSHG-FF <	9 WILK-AA	9 WILK-AA <	

Wom 18-24	Wom 18-34	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+ Ovrnite
1 WGGY-FF	1 WKRZ-FF >>	1 WKRZ-FF >>>	1 WKRZ-FF	1 WKRZ-FF	1 WZMT-FF	1 WZMT-FF <	1 WEZX-F >	1 WEZX-F	1 WEZX-F >	1 WARM
2 WKRZ-FF	2 WGGY-FF	2 WEZX-F	2 WMGS-F >	1 WMGS-F >	2 WKRZ-FF >	2 WEZX-F	2 WZMT-FF >	2 WZMT-FF <	2 WKRZ-FF	1 WKRZ-FF
3 WSBG-F	3 WEZX-F	3 WMGS-F	3 WGGY-FF <	3 WGGY-FF <	3 WMGS-F	3 WZMT-F	3 WKRZ-FF >	3 WKRZ-FF >	3 WZMT-FF	3 WGGY-FF <
4 WEZX-F	4 WMGS-F	3 WGGY-FF >	4 WEZX-F >	4 WEZX-F >	4 WBHT-FF	4 WKRZ-FF >	4 WGGY-FF	4 WMGS-F	4 WMGS-F <	4 WMGS-F >
5 WBHT-FF >	5 WSBG-F	5 WZMT-FF	5 WSBG-F	5 WZMT-FF <	5 WGGY-FF		5 WBHT-FF	5 WGGY-FF	5 WGGY-FF >	
	6 WBHT-FF	5 WHLM-F	6 WZMT-FF <	6 WQFM-F	5 WEZX-F >			6 WBHT-FF >	6 WQFM-F	
		5 WSHG-FF	7 WBHT-FF	7 WSBG-F				7 WSHG-FF	7 WCTP-FF	
				8 WBHT-FF				8 WSBG-F	8 WSBG-F	
								9 WSHG-FF	9 WBHT-FF	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAZL	ST	1490	Hazellon	0.4	1.0	5 84	WABC	T	770	New York	0.4	0.9	9 124
WHCY-F	C	106.3	Blairstown, NJ	0.4	1.4	8 145	WAEB-F	CHR	104.1	Allentown	0.7	2.6	19 385
WJMW	ST	550	Bloomsburg	0.8	2.2	11 163	WKSB-F	AC	102.7	Williamsport	0.4	2.1	39 632
WKAB-F	O	103.5	Berwick	0.8	3.1	12 246	WLEV-F	AC	100.7	Allentown	0.5	2.0	20 287
WVPO	ST	840	Stroudsburg	0.9	1.2	10 75	WNNJ-F	CL HITS	103.7	Newton, NJ	0.8	2.1	13 198
WWDL-F	SAC	104.9	Scranton	0.4	1.8	4 117	WODE-F	O	99.9	Easton	1.0	3.4	19 427
							WWYY-F	C	107.1	Belvidere, NJ	0.4	1.7	5 111
							WZZO-F	AOR	95.1	Bethlehem	1.3	4.1	21 378

# WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Citadel</b>	22.2 %	24.2 %	29.8 %	AC	0 (0)	119 (4)	119 (4)	13.2 %	14.4 %
WARM-AM, WAZL-AM, WBHT-FM, WCDL-AM, WCTD-FM, WCTP-FM, WEMR-AM, WEMR-FM, WMG5-FM, WZMT-FM				AOR/Classic/NR	0 (0)	156 (4)	156 (4)	17.3 %	12.4 %
<b>Local</b>	2.0 %	0.9 %	%	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WICK-AM, WWDL-FM, WYCK-AM				CHR	0 (0)	194 (6)	194 (6)	21.5 %	23.4 %
<b>Shamrock</b>	15.3 %	17.5 %	12.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM				Country	0 (0)	148 (7)	148 (7)	16.4 %	15.6 %
<b>Sinclair Broadcast Group</b>	26.0 %	26.8 %	41.9 %	Full Service	110 (4)	0 (0)	110 (4)	12.2 %	11.9 %
WGBI-AM, WGGI-FM, WGGY-FM, WILK-AM, WILP-AM, WKRF-FM, WKRZ-FM, WSHG-FM, WWFH-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	65.6 %	69.4 %	84.2 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	45 (3)	0 (0)	45 (3)	5.0 %	7.2 %
				Oldies	17 (2)	61 (4)	78 (6)	8.7 %	8.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Soft AC	0 (0)	28 (3)	28 (3)	3.1 %	4.1 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	23 (3)	0 (0)	23 (3)	2.6 %	2.0 %
				<b>Totals</b>	<b>195 (12)</b>	<b>706 (28)</b>	<b>901 (40)</b>		

## AM Stations

Station	Freq	Power	Format	City	Class	Owner	Market
WARM	590	5 kw (DA-2)	Full Service	Westwd	\$30.00	Mc-Guild	Citadel
WBAX	1240	1 kw	See WEJL				Wilkes Barre
WEJL	630	0.5 kw/0.032 kw	Standards/Full Svc	ABC, Westwd	\$<20.00	Eastman	Shamrock
WGBI	910	1 kw/0.5 kw	See WILK				Scranton
WICK	1400	1 kw	Easy Listening	ABC	\$ NA	Roslin	WWDL-FM/WYCK
WILK	980	5 kw/1 kw (DA-1)	Talk/News	CBS, ABC	\$27.00	D&R	Sinclair Bcst Gp
WYCK	730	1 kw/0.012 kw	Standards/Full Svc	Westwd	\$24.00	Lotus	Nanticoke

## FM Stations

Station	Freq	Power	Format	City	Class	Owner	Market
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman	Citadel
WCTD	93.7	1.5 kw @ 697	See WCTP-F				Dallas
WCTP	94.3	1.1 kw @ 771	Country		\$<20.00	Mc-Guild	Citadel
WEMR	107.7	0.235 kw @ 1161	See WBHT-F				Tunkhannock
WEZX	105.9	1.45 kw @ 617	Classic AOR	ABC, Westwd	\$44.00	Allied	Shamrock
WGGI	95.9	6 kw @ 328	See WGGY-F				Benton
WGGY	101.3	7 kw @ 1110	Country		\$59.00	Katz	Sinclair Bcst Gp
WHLM	106.5	35 kw @ 579	AC/CHR	Westwd	\$17.00	Banner	Bloomsburg
WKQY	95.7	0.3 kw @ 1010	See WZMT-F				Olyphant
WKRF	107.9	0.84 kw @ 876	See WKRZ-F				Tobyhanna
WKRZ	93.5	8.7 kw @ 1172	CHR		\$100.00	D&R	Sinclair Bcst Gp
WVGS	92.9	5.3 kw @ 1383	AC		\$60.00	Eastman	Citadel
WQFM	92.1	0.76 kw @ 663	Oldies		\$<20.00	Eastman	Shamrock
WSSG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Multicultural
WSHG	102.3	3 kw @ 72	Soft AC	JRN	\$<20.00	D&R	Sinclair Bcst Gp
WWFH	103.1	1.4 kw @ 673	See WSHG-F				Pittston
WZVT	97.9	25 kw @ 672	AOR	Westwd	\$25.00	K&P	Citadel

Notes: WCTO-F -- See Allentown-Bethlehem 9/95 WICK/WYCK changed from Easy Listening to Oldies 9/98 WWFH-FM/WSH-F changed calls to WILP-F/  
WILK-F, coinciding with a short-lived simulcast of WILK 10/93 WBHT-F sold to Citadel for \$1,200,000 10/98 WJL-F/WHLM-F sold for \$2,510,000  
11/95 WILP-F changed calls back to WWFH-F, WILK-F changed calls to WSHG-F, both returned to Soft AC

# WILMINGTON, DE

Arbitron Rank: 75 Pop (12+): 526,500	Stations: 37 / 10	Last Year's Revenue: \$17,800,000
MSA Rank: 91	Diaries: 1,347 / 391:1 / 47.0%	Household Income: \$54,45
MSA Pop: 559,000	Sample Target: 1,330	Total Retail Sales: \$6.0 B
DMA: Philadelphia (#4)	% Below Line: 52.1	#1 Biller: WJBR-F \$5,200,00
Average Persons Rating: 14.8	% Not Listed: 11.3	#1 Billing Portfolio: Delmarva \$8,400,00
Market TSL in Hours: 19.75	Pop per Station: 52,650	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WJBR-F	73 / 9.4	11.2	8.3	10.7	9.8	1075 / 20.4	22.6	18.0	80 / 1194	G	WJBR-F
2	WSTW-F	66 / 8.5	9.2	9.5	7.3	10.7	1073 / 20.4	21.2	21.8	67 / 1145	G	WSTW-F
3	WDAS-F	55 / 7.1	4.1	3.1	4.3	4.7	505 / 9.6	8.3	7.8	56 / 525		WDAS-F
4	WUSL-F	43 / 5.5	5.1	7.1	5.7	6.3	761 / 14.5	12.9	15.6	45 / 872		WUSL-F
5	WYSP-F	T/CL AOR	34 / 4.4	4.5	5.3	6.6	807 / 15.3	14.7	16.7	39 / 904		WYSP-F
6	WRDX-F	ADR	28 / 3.6	3.3	4.5	5.1	564 / 10.7	12.0	10.5	44 / 813		WRDX-F
7	WWDB-F	T	26 / 3.3	3.4	2.9	3.5	448 / 8.5	7.6	7.4	28 / 474		WWDB-F
8	WXCY-F	C	23 / 3.0	3.0	3.6	3.0	373 / 7.1	7.1	6.5	23 / 373		WXCY-F
8	WOGF-F	O	23 / 3.0	2.8	3.4	3.5	575 / 10.9	10.7	11.0	25 / 623		WOGF-F
10	WPLY-F	CHR-NR	22 / 2.8	2.8	2.8	3.4	713 / 13.5	13.5	12.8	22 / 721		WPLY-F
11	WJZ-F	J	21 / 2.7	2.9	3.2	3.3	437 / 8.3	8.8	8.6	22 / 452		WJZ-F
11	WXTU-F	C	21 / 2.7	3.4	3.1	2.9	429 / 8.1	8.7	8.5	22 / 442		WXTU-F
11	WDEL	FS	21 / 2.7	2.4	3.1	3.3	476 / 9.0	8.9	9.8	21 / 476	C	WDEL
11	WJBR	ST	21 / 2.7	2.3	3.6	1.9	276 / 5.2	4.8	6.6	21 / 293	B	WJBR
11	WILM	N/T	21 / 2.7	2.7	3.4	3.7	421 / 8.0	8.4	9.0	21 / 421	C	WILM
16	WMGK-F	CL HITS	17 / 2.2	2.4	2.3	2.4	421 / 8.0	9.6	9.2	17 / 429		WMGK-F
17	WIOQ-F	CHR	16 / 2.1	2.1	2.4	2.4	596 / 11.3	10.4	10.6	17 / 652		WIOQ-F
17	WBEB-F	AC	16 / 2.1	1.1	1.7	1.7	318 / 6.0	5.1	6.6	16 / 318		WBEB-F
19	WDSD-F	C	15 / 1.9	1.2	1.9		307 / 5.8	4.8	6.7	25 / 511		WDSD-F
19	WJKS-F	CHR/B	15 / 1.9	1.6	0.4		461 / 8.8	5.2	1.6	30 / 629		WJKS-F

12+ FM Share (Metro): 83.94% ( 580 of 691 ) ( Fall 97: 84.70% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WUSL-F >>>	1 WSTW-F <	1 WSTW-F	1 WJBR-F <	1 WJBR-F	1 WJBR-F	1 WJBR-F <	1 WJBR-F <	1 WJBR-F <	1 WUSL-F	1 WDAS-F
2 WIOQ-F	2 WUSL-F	2 WJBR-F	2 WSTW-F <	2 WDAS-F <	2 WDAS-F <	2 WYSP-F <	2 WSTW-F >	2 WSTW-F	2 WJBR-F	2 WJBR-F
2 WJKS-F	3 WYSP-F	3 WDAS-F	3 WDAS-F >	3 WSTW-F >	3 WSTW-F >	3 WSTW-F	3 WDAS-F <	3 WDAS-F	2 WDAS-F >	2 WUSL-F <
4 WPLY-F	4 WJBR-F	4 WYSP-F	4 WYSP-F	4 WYSP-F	4 WWDB-F	4 WDAS-F >	4 WWDB-F	4 WUSL-F	4 WSTW-F >	4 WSTW-F >
4 WSTW-F >>>	5 WPLY-F <	5 WUSL-F <	5 WRDX-F >	5 WRDX-F	5 WILM <	5 WUSL-F <	5 WJBR	5 WRDX-F <	5 WIOQ-F <	5 WXCY-F
	6 WRDX-F	6 WRDX-F	6 WMGK-F	6 WMGK-F <	6 WJBR	6 WILM	5 WRDX-F <	6 WPLY-F <	6 WPLY-F >	5 WPLY-F <
	6 WDAS-F >	7 WPLY-F	6 WXTU-F		6 WDEL	7 WDEL <	7 WUSL-F	7 WXCY-F <	7 WXCY-F <	7 WOGF-F <
	8 WXTU-F	8 WXTU-F <	8 WXCY-F <			8 WRDX-F	8 WXTU-F <	8 WJZ-F <		8 WRDX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WUSL-F	1 WSTW-F	1 WJBR-F	1 WJBR-F <	1 WJBR-F	1 WUSL-F	1 WYSP-F >	1 WYSP-F >	1 WYSP-F <	1 WDAS-F	1 WUSL-F
2 WSTW-F >	2 WUSL-F <	2 WSTW-F >	2 WSTW-F	2 WSTW-F <	2 WYSP-F	2 WUSL-F	2 WDAS-F >>	2 WSTW-F	2 WYSP-F	2 WWDB-F
3 WPLY-F	3 WJBR-F	3 WRDX-F	3 WDAS-F >	3 WDAS-F >>	2 WSTW-F >	3 WSTW-F	3 WXTU-F	3 WDAS-F	2 WSTW-F <	3 WDAS-F <
4 WIOQ-F >	4 WPLY-F >	3 WUSL-F	4 WUSL-F >	4 WRDX-F	4 WPLY-F	4 WDAS-F	3 WRDX-F	4 WJBR-F	4 WJBR-F >	4 WJBR-F >
	5 WIOQ-F	3 WDAS-F	5 WRDX-F <	5 WXCY-F	4 WRDX-F	4 WRDX-F	3 WSTW-F	4 WRDX-F	5 WRDX-F	
	5 WDAS-F	6 WXTU-F	6 WXCY-F	6 WJZ-F	6 WIOQ-F >	6 WPLY-F	3 WBEB-F	6 WUSL-F	6 WMGK-F	6 WMGK-F
	5 WXTU-F	6 WPLY-F	6 WPLY-F	6 WXTU-F			3 WIP	7 WMGK-F	6 WIP	
	5 WRDX-F			6 WUSL-F				7 WIP		

# WILMINGTON, DE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WHRK	O	1260	Newark	0.4	1.5	3 80

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia	1.2	5.3	9 277
WBAL	N/T	1090	Baltimore	0.5	1.2	5 94
WDAC-F	REL	94.5	Lancaster, PA	0.5	1.0	4 54
WIP	SPRTS	610	Philadelphia	1.8	5.8	14 303
WYY-F	AOR	97.9	Baltimore	0.6	3.3	5 179
WMMR-F	AOR	93.3	Philadelphia	1.7	8.4	13 504
WOCT-F	CL HITS	104.3	Baltimore	0.9	2.2	7 117
WPEN	ST/FS	950	Philadelphia	1.3	2.1	11 153
WPHI-F	B	103.9	Philadelphia	0.8	4.6	6 243
WPHT	T	1210	Philadelphia	0.6	2.0	6 137
WPOC-F	C	93.1	Baltimore	1.0	2.4	8 127
WQSR-F	O	105.7	Catonville, MD	0.8	3.3	6 176
WRDR-F	ST	104.9	Egg Harbor, NJ	0.4	1.7	3 91
WVCH	REL	740	Chester, PA	0.4	1.2	3 61
WXIA-F	AC/CHR	95.7	Philadelphia	1.2	5.5	9 288
WYXR-F	AC/CHR	104.5	Philadelphia	0.6	4.2	5 228

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	103 (4)	103 (4)	14.9%	13.3%
AOR/Classic/NR	0 (0)	80 (4)	80 (4)	11.6%	15.0%
Black/Urban	0 (0)	104 (3)	104 (3)	15.1%	13.6%
CHR	0 (0)	119 (4)	119 (4)	17.2%	17.2%
Classical	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Country	0 (0)	67 (4)	67 (4)	9.7%	9.7%
Full Service	31 (2)	0 (0)	31 (2)	4.5%	4.2%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Jazz	0 (0)	21 (1)	21 (1)	3.0%	3.6%
News/Talk	39 (4)	26 (1)	65 (5)	9.4%	7.9%
Oldies	3 (1)	53 (4)	56 (5)	8.1%	8.7%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Religion/Gospel	3 (1)	4 (1)	7 (2)	1.0%	0.4%
Soft AC	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Sports	14 (1)	0 (0)	14 (1)	2.0%	2.0%
Standards/EZ	21 (1)	3 (1)	24 (2)	3.5%	4.5%
<b>Totals</b>	<b>111 (10)</b>	<b>580 (27)</b>	<b>691 (37)</b>		

Consolidation Report	12+	25-54	Revenue
Capstar	8.2 %	8.0 %	14.2 %
WDSO-FM, WJBR-AM, WRDX-FM			
Delmarva	14.2 %	14.2 %	47.2 %
WDEL-AM, WSTW-FM, WXCX-FM			
	22.4 %	22.2 %	61.4 %

### AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	City
WDEL	1150	5 kw (DA-2)	Full Service	CNN	\$37.00	Eastman Delmarva
WILM	1450	1 kw	News/Talk	CBS. Westwd	\$39.00	Savalli
WJBR	1290	2.5 kw/0.032 kw	Standards	AP. Westwd	\$<20.00	Katz Capstar

### FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	City
WDSO	92.9	1.7 kw @ 377	Country	\$ NA	Katz	Capstar Smyrna
WJBR	99.5	50 kw @ 500	AC	AP. Westwd	\$122.00	D&R F Washington
WJKS	101.7	3 kw @ 300	CHR/Black	ABC	\$ NA	Mc-Guild Canton, NJ
WRDX	94.7	50 kw @ 350	AOR	Westwd	\$45.00	Katz Capstar Dover
WSTW	93.7	50 kw @ 491	CHR/AC	\$101.00	Eastman	Delmarva
WXCX	103.7	50 kw @ 341	Country	Westwd	\$ NA	Eastman Delmarva Havre de Grace, MD

Notes: Other ranked stations - See Philadelphia

# WILMINGTON, NC

Arbitron Rank: 177 Pop (12+): 187,000	Stations: 24 / 13	Last Year's Revenue: \$9,000,0
MSA Rank: 194	Diaries: 620 / 302:1 / 51.7%	Household Income: \$36,6
MSA Pop: 216,000	Sample Target: 610	Total Retail Sales: \$3.0 E
DMA: 155	% Below Line: 18.5	#1 Biller: WGNI-F \$2,000,0
Average Persons Rating: 14.2	% Not Listed: 14.3	#1 Billing Portfolio: Cape Fear \$3,500,0
Market TSL In Hours: 19.25	Pop per Station: 14,385	

12+ Metro	Format	Fall 98		Spq 98	Fall 97	Spq 97	Fall 96	12+ Metro Cume / Rtg	Spq 98	Fall 97	12+ TSA		Revenue Level
		1/4	Share								AQH / Cume		
1	WGNI-F	AC	32 / 12.0	11.3	7.5	11.1	14.5	463 / 24.8	23.8	21.6	45 / 587	D	WGNI-F
2	WMNX-F	B	31 / 11.7	7.8	8.3	13.0	10.9	360 / 19.3	20.3	19.5	47 / 612	C	WMNX-F
3	WSFM-F	AOR	24 / 9.0	7.8	6.8	6.3	6.2	350 / 18.7	18.9	14.7	32 / 441	C	WSFM-F
4	WWQQ-F	C	20 / 7.5	10.1	6.4	6.3	8.7	277 / 14.8	17.4	15.1	23 / 335	C	WWQQ-F
4	WRQR-F	AOR	20 / 7.5	5.4	8.7	6.7	5.4	302 / 16.1	14.1	16.2	23 / 352	B	WRQR-F
6	WKXB-F	C	13 / 4.9	4.7	4.4	6.7	4.3	265 / 14.2	13.3	11.7	26 / 418	B	WKXB-F
7	WAAV-F	B/AC	12 / 4.5	4.3	3.2	1.6	0.4	148 / 7.9	9.7	6.5	13 / 155		WAAV-F
7	WAAV	T	12 / 4.5	4.3	4.8	4.3	4.0	182 / 9.7	9.7	6.5	18 / 237	B	WAAV
9	WKOO-F	O	10 / 3.8	6.2	6.8	4.0	5.4	242 / 13.0	16.4	16.4	15 / 301	B	WKOO-F
10	WXQR-F	AOR	9 / 3.4	1.6	3.2	4.7	3.6	146 / 7.8	8.4	8.9	10 / 173	A	WXQR-F

12+ FM Share (Metro): 91.23% (208 of 228) (Fall 97: 91.08%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMNX-F >>	1 WSFM-F	1 WGNI-F	1 WGN-F	1 WGN-F >	1 WGN-F >	1 WGN-F	1 WGN-F >	1 WGN-F <	1 WMNX-F	1 WMNX-F >
2 WSFM-F >>	1 WMNX-F	2 WSFM-F <	2 WRQR-F	2 WRQR-F	2 WWQQ-F	2 WRQR-F	2 WSFM-F <	2 WMNX-F	2 WSFM-F >	2 WWQQ-F
3 WWQQ-F >>>	3 WGN-F	3 WMNX-F <	3 WSFM-F	3 WSFM-F <	3 WMNX-F	3 WMNX-F	3 WMNX-F <	3 WSFM-F	3 WGN-F	3 WSFM-F
	4 WRQR-F >	4 WRQR-F >	4 WWQQ-F <	4 WWQQ-F <	3 WRQR-F	4 WSFM-F	4 WAAV <	4 WWQQ-F	3 WRQR-F >	4 WAAV-F
	5 WKXB-F	5 WWQQ-F >	5 WMNX-F	5 WMNX-F	3 WAAV	5 WWQQ-F	5 WWQQ-F	5 WRQR-F <	5 WWQQ-F	4 WGN-F <
	6 WXQR-F	6 WXQR-F	6 WXQR-F	6 WKXB-F	6 WAAV-F	6 WAAV-F <	6 WRQR-F	6 WKXB-F >	5 WKOO-F	6 WRQR-F <
	6 WKXB-F	7 WKXB-F	6 WXQR-F	6 WXQR-F	6 WKOO-F	7 WAAV <	7 WKXB-F	7 WAAV-F <	7 WAAV-F >	7 WKXB-F
			8 WAAV-F	8 WAAV-F	8 WXQR-F	8 WKXB-F >	7 WXQR-F >			7 WKOO-F
				8 WKXB-F	8 WKXB-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WSFM-F >>	1 WSFM-F	1 WGNI-F	1 WGN-F >	1 WGN-F >>	1 WMNX-F >>>	1 WMNX-F	1 WRQR-F >	1 WRQR-F	1 WRQR-F >	1 WMNX-F >>
2 WMNX-F >>	2 WGN-F >	2 WSFM-F >>	2 WSFM-F	2 WMNX-F	2 WSFM-F >>>	2 WSFM-F	2 WSFM-F	2 WSFM-F <	2 WWQQ-F	2 WSFM-F >
	3 WMNX-F	3 WMNX-F >>	3 WMNX-F >	3 WSFM-F		2 WRQR-F >>	2 WGN-F >	3 WMNX-F >	2 WSFM-F	3 WKXB-F
	4 WRQR-F >		4 WAAV-F	3 WAAV-F		4 WGN-F		4 WGN-F	4 WGN-F	
	5 WKXB-F		4 WWQQ-F	5 WKXB-F		4 WKXB-F		4 WWQQ-F	4 WXQR-F	
	5 WWQQ-F		6 WRQR-F	5 WWQQ-F		4 WWQQ-F >		4 WXQR-F >	6 WKXB-F	
	5 WQSL-F		6 WKXB-F	7 WRQR-F					7 WMNX-F	
				7 WKOO-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WCCA-F	O	106.3	Shallotte	1.1	5.3	3	99	WEGX-F	C	92.9	Dillon, SC	0.4	2.1	5	105
WLGX-F	B/O	106.7	Carolina Beach	1.1	1.8	3	33	WJYR-F	EZ	92.1	Myrtle Beach, SC	1.5	3.4	6	87
WLTT-F	SAC	103.7	Shallotte	0.4	4.2	2	93	WKZQ-F	AOR	101.7	Myrtle Beach, SC	0.8	1.8	3	68
WMFD	T	630	Wilmington	1.9	6.3	6	149	WQSL-F	CHR	92.3	Jacksonville, NC	1.5	6.9	9	194
WWIL	G	1490	Wilmington	1.1	2.7	3	50	WWSK-F	CL AOR	107.1	Mullins, SC	1.1	2.6	4	53
								WWXM-F	CHR	97.7	Garden City, SC	0.4	3.9	3	136
								WYAV-F	AOR	104.1	Myrtle Beach, SC	0.4	2.5	1	46
								WZFX-F	B	99.1	Whiteville, NC	3.0	10.9	20	441
								WZXS-F	ST	103.9	Topsail Beach, NC	2.3	4.1	16	153

# WILMINGTON, NC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Cape Fear</b> WGHI-FM, WMYX-FM	23.7 %	23.9 %	38.9 %	AC	0 (0)	32 (1)	32 (1)	14.0 %	8.9 %
				AOR/Classic/NR	0 (0)	59 (6)	59 (6)	25.9 %	23.5 %
<b>Cumulus</b> WAAV-FM, WQSL-FM, WWOQ-FM, WXQR-FM	16.9 %	19.1 %	23.0 %	Black/Urban	0 (0)	54 (4)	54 (4)	23.7 %	20.2 %
				CHR	0 (0)	5 (2)	5 (2)	2.2 %	3.3 %
<b>Local</b> WAHH-AM, WMFD-AM, WRQR-FM	9.4 %	12.6 %	8.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
<b>Sea-Comm</b> WKXB-FM, WFSM-FM	13.9 %	13.9 %	18.3 %	Country	0 (0)	34 (3)	34 (3)	14.9 %	13.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				News/Talk	17 (2)	0 (0)	17 (2)	7.5 %	8.0 %
				Oldies	0 (0)	13 (2)	13 (2)	5.7 %	11.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	1.3 %	1.9 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.4 %	6.1 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	10 (2)	10 (2)	4.4 %	2.8 %
				<b>Totals</b>	<b>20 (3)</b>	<b>208 (21)</b>	<b>228 (24)</b>		

### AM Stations

WAAV	920	5 kw (DA-1)	Talk	Westwd	\$<20 00	Katz		Leland
WMFD	630	1 kw (DA-2)	Talk/Sports	CBS, WWI, ESPN	\$ NA	---	WAHHWRQR-F	

### FM Stations

WAAV	94.1	5 kw @ 148	Black AC	ABC	Eastman	Cumulus	Leland
WGHI	102.7	100 kw @ 981	AC		\$42 00	Katz	Cape Fear
WKXB	99.9	100 kw @ 518	Country		\$<20 00	Mc-Guild	Sea-Comm
WMYX	97.3	100 kw @ 561	Black	ABC	\$34 00	Banner	Cape Fear
WRQR	104.5	4.5 kw @ 377	AOR		\$<20 00	Allied	WAHHWMFD
WFSM	107.5	32 kw @ 594	AOR		\$28 00	Mc-Guild	Sea-Comm
WWOQ	101.3	40 kw @ 545	Country	ABC	\$27 00	Banner	Cumulus

Notes: Other ranked stations - See Greenville-New Bern-Jacksonville

# WORCESTER

Arbitron Rank: 112 Pop (12+): 373,200  
 MSA Rank: 75  
 MSA Pop: 433,000  
 DMA: Boston (#6)  
 Average Persons Rating: 16.7  
 Market TSL In Hours: 22.00

Stations: 34 / 8  
 Diaries: 1,178 / 317:1 / 54.1%  
 Sample Target: 1,150  
 % Below Line: 51.4  
 % Not Listed: 10.2  
 Pop per Station: 46,650

Last Year's Revenue: \$12,200,000  
 Household Income: \$50,200  
 Total Retail Sales: \$4.3 billion  
 #1 Biller: WSRS-F \$4,700,000  
 #1 Billing Portfolio: Capstar \$6,500,000

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level	
1	WSRS-F	SAC	99 / 15.8	14.0	13.8	11.1	1115 / 29.9	26.5	29.4	129 / 1462	F	WSRS-F
2	WXLO-F	AC	53 / 8.5	9.0	7.9	8.0	812 / 21.8	21.4	18.4	85 / 1311	E	WXLO-F
3	WAAF-F	AOR-NR	45 / 7.2	9.0	7.7	8.9	656 / 17.6	17.3	17.0	68 / 1032		WAAF-F
4	WTAG	FS/T	43 / 6.9	8.8	9.1	7.9	681 / 18.2	18.2	18.8	44 / 763	C	WTAG
5	WJMN-F	CHR	37 / 5.9	5.2	6.2	5.0	627 / 16.8	16.4	15.6	57 / 1014		WJMN-F
6	WCRB-F	CL	27 / 4.3	4.1	4.5	3.7	334 / 9.0	9.5	11.3	46 / 537		WCRB-F
7	WKLB-F	C	23 / 3.7	3.4	3.0	4.2	309 / 8.3	7.1	6.3	43 / 641		WKLB-F
8	WOVR-F	C	22 / 3.5	2.0	3.2	3.3	285 / 7.6	5.0	6.9	37 / 453	C	WOVR-F
8	WZLX-F	CL AOR	22 / 3.5	3.6	4.2	5.9	335 / 9.0	10.8	9.5	28 / 457		WZLX-F
10	WBMX-F	AC	21 / 3.4	3.3	2.9	2.0	521 / 13.9	13.1	10.6	38 / 843		WBMX-F
11	WBCN-F	AOR	20 / 3.2	2.6	2.7	3.3	425 / 11.4	9.7	11.0	31 / 619		WBCN-F
12	WBZ	N/T	17 / 2.7	2.6	2.4	3.0	438 / 11.7	10.0	10.9	35 / 863		WBZ
13	WODS-F	O	14 / 2.2	2.9	3.0	3.5	342 / 9.2	8.2	8.9	28 / 632		WODS-F
14	WXKS-F	CHR	13 / 2.1	2.6	2.5	2.3	424 / 11.4	11.6	11.8	23 / 700		WXKS-F
15	WROR-F	AC	11 / 1.8	2.1	1.9	1.2	185 / 5.0	5.7	5.3	16 / 285		WROR-F
16	WWTM	SPRTS	10 / 1.6	0.8	0.8	0.7	182 / 4.9	2.2	3.0	10 / 195	A	WWTM

12+ FM Share (Metro): 82.17% (461 of 561) (Fall 97: 81.89%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>	1 WAAF-F	1 WSRS-F	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >	1 WSRS-F >	1 WSRS-F	1 WSRS-F >
2 WAAF-F >	2 WXLO-F <	2 WXLO-F	2 WXLO-F >	2 WXLO-F >	2 WTAG >	2 WTAG	2 WXLO-F >	2 WAAF-F <	2 WAAF-F	2 WXLO-F <
3 WXKS-F >>	3 WSRS-F <	3 WAAF-F >	3 WAAF-F	3 WAAF-F	3 WXLO-F	3 WXLO-F	3 WAAF-F	3 WXLO-F	3 WJMN-F	3 WAAF-F
	4 WJMN-F >	4 WJMN-F	4 WBCN-F	4 WBMX-F	4 WCRB-F	4 WBCN-F	4 WTAG	4 WJMN-F	4 WXLO-F	4 WJMN-F
	5 WBMX-F	5 WBMX-F	5 WZLX-F	4 WBCN-F <	5 WKLB-F	5 WJMN-F	5 WCRB-F	5 WTAG	5 WTAG	5 WTAG
	6 WBCN-F	5 WBCN-F <	5 WBMX-F >	6 WZLX-F	6 WOVR-F <	6 WAAF-F	5 WJMN-F <	6 WCRB-F <	6 WBZ	6 WCRB-F
	6 WZLX-F >	7 WZLX-F >	7 WKLB-F	7 WCRB-F <	7 WBZ	7 WBMX-F	7 WZLX-F <	7 WKLB-F <	7 WCRB-F	7 WKLB-F <
			7 WJMN-F				8 WOVR-F	8 WKLB-F	8 WKLB-F	8 WOVR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMN-F >	1 WXLO-F	1 WXLO-F	1 WSRS-F >	1 WSRS-F >>	1 WAAF-F >>	1 WAAF-F >>	1 WAAF-F >>	1 WAAF-F >	1 WSRS-F	1 WSRS-F
2 WXLO-F	2 WSRS-F	2 WSRS-F >	2 WXLO-F >	2 WXLO-F >>	2 WJMN-F >	2 WJMN-F	2 WBCN-F	2 WSRS-F	2 WAAF-F	2 WTAG
3 WSRS-F	3 WJMN-F	3 WBMX-F >>	3 WJMN-F <	3 WBMX-F	3 WZLX-F	3 WSRS-F	3 WSRS-F	3 WXLO-F	3 WXLO-F	3 WAAF-F
4 WAAF-F	4 WBMX-F >	4 WBCN-F >	4 WBMX-F >	4 WCRB-F	3 WXLO-F	3 WXLO-F	3 WXLO-F	4 WBCN-F	4 WBCN-F	4 WBZ >
5 WBMX-F >	5 WAAF-F >	5 WAAF-F	5 WAAF-F	4 WKLB-F	3 WSRS-F >	3 WBCN-F	3 WZLX-F	4 WZLX-F	5 WZLX-F	5 WXLO-F
	6 WXKS-F		6 WKLB-F	6 WOVR-F	6 WBCN-F >>	3 WZLX-F >>	3 WJMN-F	6 WJMN-F	6 WTAG	6 WJMN-F
								7 WWTM	6 WWTM	6 WWTM

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WORC	T	1310	Worcester	0.3	1.4	3	60	WAQY-F	CL AOR	102.1	Springfield	0.3	1.6	8	201
WORC-F	CL AOR	98.9	Webster	0.8	3.4	12	231	WBOS-F	AOR-P	92.9	Brookline	1.0	5.7	10	299
WVNE	REL	760	Leicester	1.0	1.4	11	95	WBRU-F	AOR-NR	95.5	Providence	0.5	3.2	3	173
								WCTK-F	C	98.1	New Bedford	0.5	1.8	4	85
								WEEI	SPRTS	850	Boston	1.1	3.3	14	203
								WEGO-F	CL HITS	93.7	Lawrence	0.6	3.5	10	290
								WESO	ST	970	Southbridge	1.1	1.6	10	114
								WHJY-F	AOR	94.1	Providence	0.3	2.3	3	134
								WMJX-F	AC	106.7	Boston	1.1	5.4	10	281
								WRKO	T	680	Boston	1.3	3.5	15	233
								WSJZ-F	J	96.9	Boston	1.4	3.7	13	222
								WWBB-F	O	101.5	Providence	1.1	3.2	10	194
								WWWX-F	CHR	105.3	Woonsocket, RI	0.3	1.8	2	91
								WWRX-F	CL AOR	103.7	Westerly, RI	0.3	1.3	8	253
								WXRV-F	AOR-NR	92.5	Haverhill	0.3	1.8	2	89

# WORCESTER

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	92 (4)	92 (4)	16.4 %	16.0 %
AOR/Classic/NR	0 (0)	109 (10)	109 (10)	19.4 %	21.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	52 (3)	52 (3)	9.3 %	10.2 %
Classical	0 (0)	27 (1)	27 (1)	4.8 %	5.1 %
Country	0 (0)	48 (3)	48 (3)	8.6 %	7.0 %
Full Service	43 (1)	0 (0)	43 (1)	7.7 %	10.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	9 (1)	9 (1)	1.6 %	1.9 %
News/Talk	27 (3)	0 (0)	27 (3)	4.8 %	4.2 %
Oldies	0 (0)	25 (3)	25 (3)	4.5 %	5.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (1)	0 (0)	6 (1)	1.1 %	0.8 %
Soft AC	0 (0)	99 (1)	99 (1)	17.6 %	16.2 %
Sports	17 (2)	0 (0)	17 (2)	3.0 %	1.5 %
Standards/EZ	7 (1)	0 (0)	7 (1)	1.2 %	0.0 %
<b>Totals</b>	<b>100 (8)</b>	<b>461 (26)</b>	<b>561 (34)</b>		

## AM Stations

WTAG	580	5 kw (DA-2)	Full Service/Talk	CBS, AMFM	\$48 00	Sentry	Capstar
WWTM	1440	5 kw (DA-2)	Sports	ABC, Westwd	\$<20 00	Chnstal	Entercom

## FM Stations

WQVR	100.1	2.1 kw @ 397	Country	Westwd, JRN	\$32.00	Allied	Southbridge
W/SRS	95.1	16.5 kw @ 863	Soft AC	AMFM	\$94.00	Sentry	Capstar
W/LO	104.5	37 kw @ 564	AC	AP	\$86 00	Mc-Guild	Deer River Fitchburg

Notes: Other ranked stations – see Boston . . . There is no Consolidation Report (no significant duopolies in place) . . . 9/98 WESO (970; Southbridge) sold by Neuhoff for \$175,000 . . . 9/98 WXXW-F (98.9) changed calls to WORC-F





# YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WGET	T	1320	Gettysburg	0.7	2.0	4	80
WHVR	ST	1280	Hanover	0.9	2.7	5	108
WOYK	C	1350	York	1.0	2.6	6	120
WQXA	ST	1250	York	1.5	1.9	9	84

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WBAL	HT	1090	Baltimore	0.9	3.3	8	193
WERO-F	B/CHR	92.3	Baltimore	0.5	2.4	5	123
WFRE-F	C	99.9	Frederick, MD	0.5	2.3	5	106
WGRY-F	C	100.7	Westminster, MD	0.7	4.1	5	182
WHYL	ST	950	Carlisle	0.5	1.1	21	351
WHYL-F	C	102.3	Carlisle	0.3	1.2	18	356
WIOV-F	C	105.1	Ephrata	0.7	3.0	62	1015
WYY-F	AOR	97.9	Baltimore	1.2	3.5	9	199
WJF-F	SAC	101.9	Baltimore	0.3	1.4	2	71
WNCE-F	EZ/ST	92.1	Palmyra	0.3	1.1	25	422
WOCT-F	CL HITS	104.3	Baltimore	0.3	1.2	5	70
WPOC-F	C	93.1	Baltimore	1.5	3.7	10	169
WOSR-F	O	105.7	Catonsville, MD	0.3	1.3	3	66
WRBT-F	C	94.9	Harrisburg	1.0	3.3	61	905
WTKL	O	1460	Harrisburg	0.2	0.1	2	48
WTKL-F	O	99.3	Harrisburg	0.9	3.5	51	954
WMMX-F	AC/CHR	105.5	Baltimore	0.3	1.9	3	80
WYV-F	CHR	102.7	Baltimore	0.5	2.0	3	83

Consolidation Report	12+	25-54	Revenue
Citadel WQXA-AM, WQXA-FM, WRKZ-FM	13.2 %	10.7 %	10.1 %
Hall (semi-duop) WEGK-FM, WROZ-FM	6.7 %	8.5 %	%
	19.9 %	19.2 %	10.1 %

Format Performance	AM	FM	Total	%	Fall 97
AC	0 (0)	63 (2)	63 (2)	12.0 %	14.9 %
AOR/Classic/NR	0 (0)	90 (5)	90 (5)	17.1 %	21.2 %
Black/Urban	0 (0)	3 (1)	3 (1)	0.6 %	0.4 %
CHR	0 (0)	76 (4)	76 (4)	14.4 %	11.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	6 (1)	114 (8)	120 (9)	22.8 %	25.3 %
Full Service	35 (2)	0 (0)	35 (2)	6.6 %	6.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (2)	0 (0)	9 (2)	1.7 %	1.6 %
Oldies	1 (1)	54 (4)	55 (5)	10.4 %	3.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	14 (1)	14 (1)	2.7 %	2.7 %
Soft AC	0 (0)	24 (2)	24 (2)	4.6 %	7.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	17 (3)	21 (2)	38 (5)	7.2 %	5.0 %
<b>Totals</b>	<b>68 (9)</b>	<b>459 (29)</b>	<b>527 (38)</b>		

### AM Stations

WSBA	910	5 kw/1 kw (DA-2)	Full Service	\$52.00	Eastman	Susquehanna
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### FM Stations

WARM	103.3	6.4 kw @ 1305	AC	\$105.00	Eastman	Susquehanna
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source \$28.00	D&R	Hall Starview
WGTY	107.7	16 kw @ 850	Country	Westwd \$58.00	Eastman	WGET Gettysburg
WQXA	105.7	25 kw @ 705	AOR	\$27.00	Mc-Guild	Citadel
WSOX	95.1	50 kw @ 500	Oldies	—	Moffitt	Red Lion
WYCR	93.5	10.5 kw @ 928	CHR	\$40.00	Allied	WHVR Hanover

Notes: Other ranked stations - See Harrisburg, Lancaster, or in the American Radio Small Market edition. Hagerstown-Waynesboro-Chambersburg, MD-PA . . . No revenue share is available for the Hall semi-duop due to overlap with Lancaster

# YOUNGSTOWN

Arbitron Rank: 92 Pop (12+): 402,600	Stations: 30 / 17	Last Year's Revenue: \$16,600,000
MSA Rank: 88	Diaries: 1,357 / 297:1 / 53.8%	Household Income: \$37,050
MSA Pop: 488,000	Sample Target: 1,320	Total Retail Sales: \$5.0 Bil.
DMA: 95	% Below Line: 11.6	#1 Biller: WHOT-F \$3,100,000
Average Persons Rating: 17.3	% Not Listed: 11.0	#1 Billing Portfolio: Connoisseur \$8,550,000
Market TSL in Hours: 23.00	Pop per Station: 23,682	

12+ Metro	Format	Fall 98 1/4 Share	Spg 98	Fall 97	Spg 97	Fall 96	12+ Metro Cume / Rtg	Spg 98	Fall 97	12+ TSA AQH / Cume	Revenue Level		
1	WOXK-F	C	85 / 12.2	13.9	11.8	14.4	14.5	999 / 24.8	26.6	24.7	142 / 1670	D	WOXK-F
2	WHOT-F	CHR	68 / 9.8	10.6	8.9	11.4	10.2	1121 / 27.9	28.5	28.2	113 / 1805	E	WHOT-F
3	WKBN	N/T	67 / 9.6	8.8	10.1	9.3	10.2	762 / 18.9	17.1	18.0	86 / 1010	C	WKBN
4	WKBN-F	AC	53 / 7.6	7.2	6.1	7.7	7.5	679 / 16.9	17.3	16.9	64 / 905	C	WKBN-F
5	WYFM-F	CL AOR	51 / 7.3	8.4	8.2	7.6	6.7	644 / 16.0	18.2	19.2	84 / 1074	D	WYFM-F
6	WBBG-F	O	50 / 7.2	6.9	7.6	6.8	7.0	707 / 17.6	19.0	18.3	65 / 1025	C	WBBG-F
7	WNCD-F	AOR	39 / 5.6	8.1	6.5	5.7	5.4	595 / 14.8	19.0	16.1	45 / 747	C	WNCD-F
8	WAMO-F	B	28 / 4.0	3.2	1.8	4.0	2.6	362 / 9.0	7.8	5.8	39 / 552		WAMO-F
9	WNIO	ST	26 / 3.7	2.3	4.7	2.6	5.1	206 / 5.1	3.5	4.7	26 / 206	A	WNIO
10	WBTJ-F	CHR/B	21 / 3.0	4.2	4.0	4.7	4.7	459 / 11.4	8.5	7.8	30 / 644	B	WBTJ-F
11	WTNX-F	AC-NR	16 / 2.3	2.3	2.6	2.3	2.2	314 / 7.8	4.7	5.6	21 / 424	A	WTNX-F
12	WSOM	ST	15 / 2.2	2.5	1.9	2.6	1.5	294 / 7.3	5.6	5.0	24 / 413	A	WSOM
13	WENZ-F	AOR-NR	12 / 1.7	1.9	1.9	2.1	1.9	300 / 7.5	7.7	6.6	13 / 342		WENZ-F
14	WRBP	B/AC	11 / 1.6	0.6	0.4	0.4	0.4	188 / 4.7	2.1	2.9	12 / 194		WRBP
15	WBBW	SPRST	10 / 1.4	0.4	1.0		1.1	221 / 5.5	3.2	4.0	11 / 247		WBBW
15	WICT-F	C	10 / 1.4	0.9	2.2	1.1	1.5	297 / 7.4	5.4	5.8	28 / 634	B	WICT-F
17	WTAM	N/T	9 / 1.3	0.9	0.4	0.4	0.4	204 / 5.1	4.1	2.0	12 / 268		WTAM
18	WGFT	B/G	7 / 1.0	1.2	1.2		1.1	65 / 1.6	1.6	1.7	7 / 65		WGFT

12+ FM Share (Metro): 75.97% (471 of 620) (Fall 97: 74.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>	1 WHOT-F	1 WYFM-F	1 WYFM-F	1 WYFM-F <	1 WKBN	1 WKBN <	1 WQXK-F	1 WQXK-F	1 WHOT-F	1 WQXK-F
2 WBTJ-F	2 WNCO-F	1 WHOT-F	2 WQXK-F	2 WQXK-F	1 WQXK-F >	2 WQXK-F <	2 WKBN	2 WHOT-F	2 WQXK-F	2 WHOT-F
3 WAMO-F >>	3 WYFM-F <	3 WQXK-F	3 WNCO-F <	3 WHOT-F <	3 WBBG-F <	3 WHOT-F >	3 WKBN-F	3 WKBN	3 WKBN-F	3 WKBN <
4 WQXK-F >	4 WNCD-F	4 WHOT-F	4 WKBN-F	4 WKBN-F	4 WKBN-F	4 WYFM-F	4 WYFM-F	4 WKBN-F <	4 WYFM-F	4 WBBG-F
5 WKBN-F	5 WKBN-F	5 WKBN-F	5 WKBN-F	4 WNCO-F	5 WYFM-F	5 WBBG-F	5 WBBG-F <	5 WNCO-F <	5 WNCO-F <	5 WKBN-F
5 WAMO-F	6 WBBG-F	6 WBBG-F >	4 WBBG-F >>	6 WHOT-F	6 WKBN-F	6 WKBN-F	6 WHOT-F >	6 WBBG-F <	6 WBBG-F <	6 WYFM-F <
7 WTNX-F	7 WAMO-F	7 WAMO-F <	7 WKBN <	6 WNIO >	7 WNCO-F >	7 WNCO-F >	7 WNCO-F >	7 WYFM-F	7 WBTJ-F <	7 WNCO-F <
	8 WTNX-F	8 WTNX-F	8 WAMO-F		8 WNIO	8 WNIO	8 WNIO	8 WAMO-F	8 WAMO-F >	8 WAMO-F
							8 WAMO-F <	9 WBTJ-F		9 WBTJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 WHOT-F >>	1 WHOT-F >	1 WHOT-F >	1 WHOT-F	1 WQXK-F	1 WHOT-F >>	1 WNCO-F >	1 WNCO-F >	1 WNCO-F <	1 WYFM-F	1 WHOT-F
2 WQXK-F	2 WQXK-F	2 WYFM-F	2 WQXK-F <	2 WKBN-F <	2 WNCO-F	2 WYFM-F	2 WYFM-F >	2 WYFM-F >	2 WNCO-F >	2 WKBN >
3 WKBN-F	3 WKBN-F	2 WKBN-F	3 WKBN-F >	3 WHOT-F	3 WTNX-F >	3 WHOT-F	3 WQXK-F >	3 WHOT-F	3 WQXK-F	3 WQXK-F
4 WBTJ-F	4 WAMO-F	4 WQXK-F	4 WYFM-F	4 WBBG-F <	4 WBTJ-F	4 WQXK-F	4 WHOT-F	4 WQXK-F	3 WBBG-F	4 WBBG-F
4 WAMO-F >	5 WYFM-F	5 WAMO-F >>	5 WBBG-F	5 WYFM-F >	4 WYFM-F	5 WTNX-F >	4 WTNX-F >>	5 WTNX-F <	5 WHOT-F	5 WYFM-F
	6 WBTJ-F >	6 WNCO-F	6 WAMO-F >	6 WAMO-F >	4 WAMO-F >>			6 WBBG-F	6 WKBN	
		6 WBBG-F >>	7 WBTJ-F >					7 WKBN	7 WKBN-F	
								7 WKBN-F	8 WTNX-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WLLF-F	J	96.7	Mercer, PA	0.9	3.3	9	188	WGAR-F	C	99.5	Cleveland	0.4	1.1	4	77
WRTK	ST	1390	Youngstown	0.6	3.5	5	166	WHK-F	REL	98.1	Canton	0.4	1.9	7	149
								WMJI-F	O	105.7	Cleveland	0.7	2.7	6	134
								WMMS-F	AOR	100.7	Cleveland	0.4	1.6	3	74
								WMVX-F	AC/CHR	106.5	Cleveland	0.4	1.6	3	71
								WNCX-F	CL AOR	98.5	Cleveland	0.6	2.3	5	134
								WNIR-F	T	100.1	Kent	0.4	0.8	3	53
								WONE-F	AOR	97.5	Akron	0.6	2.7	7	148
								WZKL-F	O	92.5	Alliance	0.6	3.0	9	185

# YOUNGSTOWN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Fall 97
<b>Connoisseur</b> WBBW-AM, WHOT-FM, WPIC-AM, WQXK-FM, WSOM-AM, WYFM-FM	32.9 %	35.1 %	47.9 %	AC	0 (0)	72 (3)	72 (3)	11.6 %	7.5 %
<b>GOCOM</b> WBBG-FM, WICT-FM, WPAO-AM, WRTK-AM, WTNX-FM	11.5 %	13.7 %	17.2 %	AOR/Classic/NR	0 (0)	113 (6)	113 (6)	18.2 %	20.6 %
<b>Jacor</b> WBTJ-FM, WKBN-AM, WKBN-FM, WNCD-FM, WNIO-AM	29.5 %	23.6 %	33.9 %	Black/Urban	11 (1)	28 (1)	39 (2)	6.3 %	6.5 %
	73.9 %	72.4 %	99.0 %	CHR	0 (0)	89 (2)	89 (2)	14.4 %	9.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	98 (3)	98 (3)	15.8 %	15.7 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	6 (1)	6 (1)	1.0 %	0.8 %
				News/Talk	76 (2)	3 (1)	79 (3)	12.7 %	16.4 %
				Oldies	0 (0)	59 (3)	59 (3)	9.5 %	10.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	3 (1)	10 (2)	1.6 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	9.9 %
				Sports	10 (1)	0 (0)	10 (1)	1.6 %	1.1 %
				Standards/EZ	45 (3)	0 (0)	45 (3)	7.3 %	9.0 %
				<b>Totals</b>	<b>149 (8)</b>	<b>471 (21)</b>	<b>620 (29)</b>		

## AM Stations

Station	Power	Frequency	Format	Service	Advertiser	Agency	City
WBBW	1240	1 kw	Sports	1-On-1, ESPN, WW1	\$<20 00	Chrstal	Connoisseur
WGFT	1500	0.5 kw (Days, DA)	Black Gospel		\$ NA	—	Youngstown
WKBN	570	5 kw (DA-1)	News/Talk	CBS, ABC	\$50 00	Katz	Jacor
WNIO	1540	0.5 kw (Days)	Standards	ABC	\$<20 00	Eastman	Jacor
WRBP	1440	5 kw (DA-2)	Black AC	Westwd. CBS	\$<20 00	Regional	Niles
WSOM	600	1 kw (Days, DA)	Standards	Westwd	\$<20 00	Banner	Connoisseur
							Salem

## FM Stations

Station	Power	Frequency	Format	Service	Advertiser	Agency	City
WBBG	93.3	50 kw @ 279	Oldies		\$49 00	Sentry	GOCOM
WBTJ	101.9	3 kw @ 328	CHR/Black		\$<20 00	Katz	Jacor
WHOT	101.1	25 kw @ 695	CHR		\$55 00	Chrstal	Connoisseur
WICT	95.1	19 kw @ 804	Country		\$<20 00	Sentry	GOCOM
WKBN	93.9	4.5 kw @ 1371	Soft AC	ABC, CBS	\$42 00	Katz	Jacor
WNCD	105.1	3 kw @ 328	AOR		\$35 00	Eastman	Jacor
WQXK	105.1	68 kw @ 430	Country		\$70 00	Banner	Connoisseur
WTNX	95.9	3 kw @ 328	Modern AC		\$<20 00	Sentry	GOCOM
WYFM	102.9	44 kw @ 459	Classic AOR	ABC	\$30 00	Eastman	Connoisseur
							Sharon

Notes: Other ranked stations - See Cleveland or Pittsburgh. 7/98 WWSY-F changed from Easy Listening to Modern AC as WTNX-F. 9/98 WRBP-F changed from Black to Dance CHR (CHR/B) as WBTJ-F ("The Beat"). 9/98 WRRO (1440) changed from Talk to Black AC as WRBP. 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Billion. WBTJ-F, WKBN, WKBN-F, WNCD-F, WNIO 10/98 WRTK (1390) changed from Talk to Jones Radio Networks' Standards service.



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