

AMERICAN RADIO

Small Market Ratings Report
Spring 1998

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DUNCAN'S AMERICAN RADIO



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SMALL MARKET RATINGS REPORT SPRING 1998

Arbitron Rating Period: 2 April-24 June 1998

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INTRODUCTION

We are pleased to present the Spring 1998 edition of the **AMERICAN RADIO SMALL MARKET RATINGS REPORT**. This book complements **AMERICAN RADIO** by providing expanded coverage of nearly 100 smaller U.S. radio markets.

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

We strongly urge you (especially new subscribers/clients) to read carefully the definition pages that immediately precede the individual market reports. They will help you understand all the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me or Thom Moon. We figure that our time and our call back to you are part of the subscription price. Also, we always enjoy talking about **AMERICAN RADIO**. Thom Moon or I can be reached at the following address:

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

Release of the Arbitron market reports began on 16 July and was completed 14 August. Compilation of this edition was completed 9 September 1998. Any corrections made by Arbitron to earlier published reports are included if they were received before 9 September 1998.

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

Thank you for your continued support of our efforts.

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton

Thom Moon

Jim Nolan

Sherry Roberts

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Fort Collins-Greeley, CO		Yakima, WA
Fort Smith, AR		

LEADING STATIONS IN ARBITRON CONDENSED MARKETS SPRING 1998

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1	KEAN-F	Abilene, TX	28.0	Country	Sunburst
2	WJLS-F	Beckley, WV	27.2	Country	
3	WBKR-F	Owensboro, KY	26.5	Country	Brill
4	WFRY-F	Watertown, NY	26.3	Country	Forever
5	KYKZ-F	Lake Charles, LA	25.7	Country	Cumulus
6	WJIZ-F	Albany, GA	23.4	Black	Peterson
7	WGSQ-F	Cookeville, TN	23.1	Country	Clear Channel
8	WYXL-F	Ithaca, NY	22.3	AC	
9	WACO-F	Waco, TX	21.4	Country	Capstar
10	WILQ-F	Williamsport, PA	20.7	Country	SabreCom
11	KLUR-F	Wichita Falls, TX	20.6	Country	Cumulus
12	KNEX-F	Laredo, TX	20.1	Hispanic Contemp.	
13	KBUL/KCTR-F	Billings, MT	20.0	Country	Citadel
14	WIMT-F	Lima, OH	19.8	Country	Jacor
15	KGKL-F	San Angelo, TX	19.4	Country	
16	KJMZ-F	Lawton, OK	18.8	Black	Perry
	KLAW-F	Lawton, OK	18.8	Country	Capstar
18	WKSJ-F	Williamsport, PA	18.7	AC	Clr. Chnl., pend.
19	KQLT-F	Casper, WY	18.6	Country	
20	WIFC-F	Wausau-Stevens Point, WI	18.5	CHR	Midwest Comm.
21	KKYS-F	Bryan-College-Station, TX	18.3	CHR/AC	Sunburst
22	WKKW-F	Morgantown-Clarksburg, WV	18.2	Country	
23	WNUS-F	Parkersburg-Marietta, WV-OH	17.7	Country	
	WUSQ-F	Winchester, VA	17.7	Country	Capstar
25	KBCE-F	Alexandria, LA	17.5	Black	
26	WIXY-F	Champaign, IL	17.4	Country	Saga
	KFRU	Columbia, MO	17.4	Full Svc./Talk	
28	KKXL-F	Grand Forks, ND-MN	17.1	CHR	Tom Ingstad
29	KGLI-F	Sioux City, IA	17.0	CHR	
	KSUX-F	Sioux City, IA	17.0	Country	Powell

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

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

Individual Market Reports

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

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

Arbitron Rank: 224 **Pop (12+):** 123,400
Market TSL in Hours: 22.25
Average Persons Ratings: 16.8

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (224 in this case) is Abilene's ranking among the 267 Arbitron radio markets.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 22.25 hours listening to radio over the survey week (Mon-Sun, 6 AM-Midnight).

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

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

Stations: 14 / 13
Diaries 366/ 337:1/46.4%
Sample Target: 370

There were 14 stations listed in the Abilene Arbitron market report. Of those 14, 13 were home to the Arbitron metro survey area – listed "above the line." Thus, one station listed is licensed to a city outside the metro, but it still accumulated enough listening within the Abilene metro to rate inclusion in the market report. Please be aware, however, that a station may 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.

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

337:1 – an approximate "persons per diary" value: in the metro, the average diary represents 297 persons 12+ (generally, the lower the number, the better)

46.4% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

Sample Target is the number of usable (in-tab) diaries Arbitron designates for the market – its goal for return. Over the past few years, Arbitron has raised its market sample targets by at least 15% (and, in some cases, by as much as 40%) in response to broadcasters' concerns over unstable results.

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

% Below Line: 0.5
% Not Listed: 16.4
Total Retail Sales: \$1.35 Bil.

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

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

Total Retail Sales is the estimate for the market – in this case, \$1.35 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1998.

The next section is the trended 12+ information:

12+ Metro	Format	Spring 98 % Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume /Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KEAN-F	C	58 / 28.0	20.4	24.9	24.6	512 / 41.5	34.9	44.4	68 / 704	KEAN-F

All the figures in this section are based upon the survey 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+ survey week ranking, based on its average quarter hour persons figure. Next to the station's calls is a format code. The legend is as follows:

AC - Adult Contemporary
 AOR - Album Oriented Rock (may have suffixes: NR - New Rock; P - Progressive/Alternative; /CL - programs a high % of Classic AOR)
 B - Black (audience is 75% or more Black)
 CHR - Contemporary Hit Radio, Top 40, Contemporary
 CL AOR - Classic Rock, Classic AOR
 CL HITS - Classic Hits/70's Oldies
 CL - Classical
 C - Country (Classic Country is C/O)
 FS - Full Service
 E - Ethnic (usually Foreign Language)
 EZ - Easy Listening, Beautiful Music
 G - Gospel
 J - Jazz, New Adult Contemporary
 N - News
 O - 50's/60's Oldies
 REL - Religion, Christian, Christian music (Including Contemporary Christian)
 SAC - Soft Adult Contemporary
 SP - Hispanic/Spanish (-C - Contemporary; -NT - News & Talk; -R - Regional; -TJ - Tejano; -TP - Tropical)
 SPRTS - Sports
 ST - Standards, Big Bands, Nostalgia
 T - Talk
 U - Urban (75% or more of audience is non-white)
 ? - Other, Unknown

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

Within the numbers, reading from left to right, KEAN-F has 58(00) listeners per average quarter hour in the metro. This gives it a 28.0 share of audience during the latest survey period. Historical shares follow.

Next is the metro cume (cumulative) audience, followed by the station's cume rating (cume audience expressed as a percentage of 12+ population). KEAN-F has 512(00) cume listeners 12+, which gives it a 41.5 cume rating. The historical cume ratings accompany the current rate. Finally, we have added Total Survey Area (TSA) average quarter-hour (AQH) and cume persons. In some cases, a market may not have a TSA; if that's the case, the TSA columns will be blank.

Then, there's a line by itself:

12 + FM Share (Metro): 95.38% (165 of 173) (Spring 97: 92.45%)

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

Next are the 10 demographic and daypart rankings. We are not allowed to print actual ratings figures, per our agreement with Arbitron. The number of stations listed depends on the size of the market. All of these rankings are based on metro area average quarter-hour persons audience estimates:

18-34: Adults 18-34, Mon-Sun, 6 AM-12 Mid
 18-49: Adults 18-49, Mon-Sun, 6 AM-12 Mid
 25-54: Adults 25-54, Mon-Sun, 6 AM-12 Mid
 35+: Adults 35+, Mon-Sun, 6 AM-12 Mid
 Men 25-54: Men 25-54, Mon-Sun, 6 AM-12 Mid
 Wom 25-54: Women 25-54, Mon-Sun, 6 AM-12 Mid
 12+ AMD: Total persons 12+, Mon-Fri, 6-10 AM
 12+ Mid: Total persons 12+, Mon-Fri, 10 AM-3 PM
 12+ PMD: Total persons 12+, Mon-Fri, 3-7 PM
 12+ Eve: Total persons 12+, Mon-Fri, 7 PM-12 Mid
 12+ Wknd: Total persons 12+, Sat-Sun, 6 AM-12 Mid

If a station's call letters are followed by a > symbol, there is a very large difference between that station and the station that follows it in the rankings. A >> means there is a very great 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 some cases, a >>> means a huge difference: 15 shares or triple the audience of the next 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.

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

KMPC	1560	0.5 kw (DA, Days)	Standards	JRN	--	Sunburst
KBCY	99.7	100 kw @ 744	Country	ABC	Eastman	Cumulus Tye

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, KMPC operates on 1560 with 0.5 kw (500 watts), Daytime only, with a directional antenna. Abbreviations you may find accompanying AM stations' power information are:

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

The station programs (adult) Standards.

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

ABC	ABC (includes former SMN)	Source	Westwood One Source
AMFM	AM/FM Network	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

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

In the case of the FM, KBCY here, the only differences occur in the facilities section. For an FM, we present the station's licensed effective radiated power (ERP) and antenna height above average terrain. For instance, KBCY is licensed to operate at 100 kw ERP at a height of 744 feet above average terrain.

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

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

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

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

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

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

ABILENE, TX

Arbitron Rank: 224 Pop (12+): 123,400
 Market TSL in Hours: 22.25
 Average Person Rating: 16.8

Stations: 14 / 13
 Diaries: 366/337: 1/46.4%
 Sample Target: 370

% Below Line: 0.5
 % Not Listed: 16.4
 Total Retail Sales: \$1.35 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1 KEAN-F	C	58 / 28.0	20.4	24.9		24.6	512 / 41.5	34.9	44.4	68 / 704	KEAN-F
2 KCDD-F	CHR	30 / 14.5	11.5	15.2		12.0	420 / 34.1	24.7	29.6	47 / 639	KCDD-F
3 KULL-F	CL HITS	17 / 8.2					216 / 17.5			19 / 268	KULL-F
KEYJ-F	AOR	17 / 8.2	8.9	14.7		12.6	213 / 17.3	12.6	18.4	21 / 273	KEYJ-F
5 KBCY-F	C	11 / 5.3	5.8	5.1		5.8	200 / 16.2	12.6	18.0	22 / 318	KBCY-F
6 KORQ-F	AC	10 / 4.8	4.7	6.1		5.8	168 / 13.6	11.4	16.6	12 / 209	KORQ-F
7 KKHR-F	SP-TJ	8 / 3.9	4.2	2.0		2.1	98 / 8.0	8.5	4.7	9 / 141	KKHR-F
8 KFQX-F	CL AOR	7 / 3.4	3.1	1.5		2.6	161 / 13.1	12.2	8.7	13 / 273	KFQX-F
9 KHXS-F	CL AOR	6 / 2.9	9.4	3.0		4.2	112 / 9.1	15.3	9.6	6 / 112	KHXS-F

12+ FM Share (Metro): 95.38% (165 of 173) (Spring 97: 92.45%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGMM SPRTS 1280 Abilene	1.0	3.9	4 77
KMPC ST 1560 Abilene	1.4	3.5	3 47
KVRP-F C 95.5 Haskell	0.5	2.8	8 135
KYYD T 1340 Abilene	1.0	4.1	2 56

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAP FS/T 820 Fort Worth	0.5	2.2	9 120

AM Stations

KMPC	1560	0.5 kw (DA, Days)	Standards	JRN	—	Sunburst
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FM Stations

KBCY	99.7	100 kw @ 744	Country	ABC	Eastman	Cumulus	Tye
KCDD	103.7	98 kw @ 984	CHR		Katz	Cumulus	Hamlin
KEAN	105.1	100 kw @ 810	Country	ABC	Mc-Guild	Sunburst	
KEYJ	107.9	100 kw @ 670	AOR		Allied	Sunburst	
KFQX	102.7	66 kw @ 1148	Classic AOR	Source	Allied	Cumulus	Merkel
KHXS	106.3	4.3 kw @ 200	Classic AOR	ABC, CNN, TARN	—	Cumulus	
KKHR	98.1	50 kw @ 292	Tejano	SRN	Katz	Texas Eagle	Anson
KORQ	100.7	100 kw @ 1279	AC	Westwd	Allied	Sunburst	
KULL	92.5	44 kw @ 525	Classic Hits		Mc-Guild	Sunburst	

Notes: 2/98 KRUN (1400)/KCSE-F (103.1; both, Ballenger) sold for \$395,000 . . . 3/98 KHXS-F sold to Cumulus for \$400,000 . . . 4/98 KFQX-F sold to Cumulus for \$1,700,000 . . . 4/98 KEAN (AM) changed calls to KGMM ("The Game"); remains Sports . . . 4/98 KBBA/KEYJ-F/KORQ-F sold by Dynamic to Sunburst for \$5,370,869 . . . 4/98 KFQX-F changed from CHR to Classic AOR as "The Bear" . . . 5/98 KKHR-F sold to Texas Eagle (Equicom) for \$1,075,000

ALBANY, GA

Arbitron Rank: 246	Pop (12+): 94,900	Stations: 13 / 12	% Below Line: 0.7
Market TSL in Hours: 20.50		Diaries: 324/293:1/50.0%	% Not Listed: 6.9
Average Person Rating: 15.4		Sample Target: 300	Total Retail Sales: \$1.14 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
		1/4 Share	Share									
1	WJIZ-F	B	34 / 23.4	28.6	30.3		29.0	358 / 37.7	40.3	36.4	88 / 971	WJIZ-F
2	WRXZ-F	B	16 / 11.0		1.5		2.2	150 / 15.9		5.0	21 / 212	WRXZ-F
3	WQVE-F	B/AC	13 / 8.9	10.3	11.4		5.8	188 / 19.9	20.1	19.5	19 / 324	WQVE-F
4	WOBB-F	C	12 / 8.3	7.2	4.5		5.1	177 / 18.7	14.2	13.9	65 / 859	WOBB-F
	WMGR-F	AC	12 / 8.3	4.8	5.3		6.5	203 / 21.4	16.1	17.0	38 / 626	WMGR-F
	WJAD-F	CL AOR	12 / 8.3	5.6	9.1		4.3	157 / 16.5	13.2	16.1	24 / 356	WJAD-F
7	WJYZ	B/G	11 / 7.6	7.2	8.3		8.0	154 / 16.3	14.8	13.7	16 / 180	WJYZ
8	WKAK-F	C	10 / 6.9	11.1	7.6		8.7	181 / 19.0	17.7	19.4	15 / 296	WKAK-F
9	WGPC-AF	ST	7 / 4.8	7.9	5.3		5.8	130 / 13.7	15.8	13.1	21 / 355	WGPC-AF

12+ FM Share (Metro): 89.63% (121 of 135) (Spring 97: 88.52%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WALG	T	1590	Albany	2.1	3.7	5	60
WEGC-F	O	107.7	Sasser	3.4	8.2	7	129

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDEC-F	CHR/AC	94.7	Americus	0.7	4.0	3	102

AM Stations

WGPC	1450	1 kw	See WGPC-F
WJYZ	960	5 kw/0.39 kw (DA-1)	Black Gospel CBS, ABC, Westwd Mc-Guild Peterson

FM Stations

WGPC	104.5	100 kw @ 981	Standards	CBS	---	Cumulus, pend.
WJAD	103.5	12.4 kw @ 462	Classic AOR	Westwd	---	Cumulus, pend. Leesburg
WJIZ	96.3	100 kw @ 470	Black	ABC	Mc-Guild	Peterson
WKAK	101.7	3 kw @ 300	Country	ABC	Eastman	Cumulus, pend.
WMGR	97.3	100 kw @ 1000	AC	Westwd	Banner	Peterson Bainbridge
WOBB	100.3	100 kw @ 1004	Country	Westwd	Regional	Peterson Tifton
WQVE	105.5	6 kw @ 300	Black AC	ABC	Regional	Camilla
WRXZ	106.1	6 kw @ 328	Black	CNN, ABC	Regional	Sylvester

Notes: 5/98 WALG/WEGC-F/WJAD-F/WKAK-F sold to Cumulus (price NA) . . . 6/98 WGPC-AF sold to Cumulus for \$2,250,000 (Force)

ALEXANDRIA, LA

Arbitron Rank: 200	Pop (12+): 150,900	Stations: 21 / 15	% Below Line: 4.9
Market TSL in Hours: 19.75		Diaries: 599/252:1/50.0%	% Not Listed: 13.0
Average Person Rating: 14.8		Sample Target: 550	Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA		
		1/4	Share								AQH / Cume		
1	KBCE-F	B	39 / 17.5	16.8	14.9		13.1	346 / 22.9	18.8	21.1	46 / 487		KBCE-F
2	KRRV-F	C	30 / 13.4	13.3	14.4		18.1	442 / 29.3	28.2	31.3	38 / 694		KRRV-F
3	KQID-F	CHR	21 / 9.4	11.1	7.7		8.0	340 / 22.5	23.1	18.6	41 / 745		KQID-F
4	KZMZ-F	CL AOR	16 / 7.2	7.5	6.7		8.0	232 / 15.4	15.5	15.6	35 / 499		KZMZ-F
5	KKST-F	AC	14 / 6.3	6.2	6.7		3.8	238 / 15.8	15.2	15.4	18 / 373		KKST-F
6	KLAA-F	C	13 / 5.8	8.0	5.1		3.4	230 / 15.2	15.9	13.7	16 / 357		KLAA-F
7	KEZP-F	O	12 / 5.4	5.8	5.1		5.9	233 / 15.4	13.0	10.9	13 / 253		KEZP-F
8	KAPB-F	C	10 / 4.5	2.7	3.1		3.0	101 / 6.7	7.0	6.3	10 / 105		KAPB-F
	KLBG	B/G	10 / 4.5	4.4	4.6		5.5	113 / 7.5	9.1	8.5	16 / 167		KLBG
10	KLIL-F	O	7 / 3.1	1.3	5.6		5.5	97 / 6.4	4.3	8.4	7 / 97		KLIL-F

12+ FM Share (Metro): 90.72% (176 of 194) (Spring 97: 91.12%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KDBS	N/T	1410	Alexandria	0.4	2.0	1	35
KFAD-F	AC	93.9	Alexandria	1.3	5.2	3	89
KSYL	T	970	Alexandria	0.9	3.8	2	57
KTLD	T	1110	Pineville	0.9	1.6	2	24
KWDF	REL	840	Ball	1.3	2.5	3	42

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KRRQ-F	B	95.5	Lafayette	0.9	3.1	3	68
KSMB-F	CHR	94.5	Lafayette	0.9	3.2	4	118
KTBT-F	B	93.7	New Iberia	0.9	1.8	7	82
WDGL-F	CL HITS	98.1	Baton Rouge	1.3	1.9	4	69
WXCT-F	C	100.7	Baton Rouge	0.4	2.0	1	53
WYNK-F	C	101.5	Baton Rouge	0.4	1.9	4	58

AM Stations

KLBG	580	5 kw/1 kw (DA-N)	Black Gospel	Williams
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FM Stations

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

Notes: 3/98 KDBS/KKST-F/KRRV-F/KZMZ-F sold by Champion to Capstar in a three-market, \$11,300,000 transaction . . . 7/98 20.75% interest in KBCE-F sold for \$26,648 . . . 7/98 KHFX-F (105.5; Ball) began operation with Classic Hits as "The Fox"

AMARILLO, TX

Arbitron Rank: 188 Pop (12+): 172,100
 Market TSL In Hours: 22.25
 Average Person Rating: 16.6

Stations: 19 / 19
 Diaries: 581/296:1/47.9%
 Sample Target: 560

% Below Line: 0.0
 % Not Listed: 11.6
 Total Retail Sales: \$2.1 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1	KGNC-F	C	38 / 13.3	11.9	11.9	15.4	444 / 25.8	20.3	24.6	68 / 784	KGNC-F
2	KQIZ-F	CHR	33 / 11.6	11.6	10.1	11.2	448 / 26.0	25.1	24.5	44 / 654	KQIZ-F
3	KGNC	N/T	26 / 9.1	7.1	10.1	8.6	288 / 16.8	19.2	17.3	58 / 574	KGNC
4	KBUY-F	C	23 / 8.1	7.5	8.6	6.4	243 / 14.1	7.5	8.6	34 / 429	KBUY-F
	KZRK-F	AOR-NR	23 / 8.1	5.2	9.3	8.6	239 / 13.9	12.6	17.3	29 / 319	KZRK-F
6	KARX-F	CL AOR	17 / 6.0	8.2	6.0	4.9	261 / 15.2	16.9	14.2	31 / 392	KARX-F
7	KMML-F	C	16 / 5.6	6.3	6.0	9.0	295 / 17.2	16.6	18.3	24 / 447	KMML-F
	KAEZ-F	SAC	16 / 5.6	6.0	4.5	4.5	171 / 10.0	12.1	10.0	16 / 179	KAEZ-F
9	KPUR-F	O	12 / 4.2	4.5	7.1	3.7	177 / 10.3	15.3	14.9	17 / 230	KPUR-F
10	KATP-F	C	10 / 3.5	2.2	1.5	1.9	156 / 9.1	8.4	6.7	19 / 294	KATP-F
11	KIXZ	ST	8 / 2.8	7.5	2.6	6.7	184 / 10.7	9.8	6.7	17 / 300	KIXZ
12	KNSY-F	AC	7 / 2.5	2.6	4.5	2.6	178 / 10.3	8.9	12.8	16 / 315	KNSY-F

12+ FM Share (Metro): 82.14% (207 of 252) (Spring 97: 82.91%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBZD-F	AOR-P	99.7	Amarillo 0.7 3.2 2 63
KDJW	C/O	1010	Amarillo 2.1 2.6 6 57
KPOZ-F	SP-VA	100.9	Amarillo 1.4 2.9 8 107
KPUR	T	1440	Amarillo 1.1 3.6 3 76
KQFX-F	SP-TJ	104.3	Borger 2.1 3.7 6 91
KZIP	SP-VA	1310	Amarillo 0.7 1.9 2 43

AM Stations

KGNC	710	10 kw (DA-2)	News/Talk	CBS	Katz	Morris
KIXZ	940	5 kw/1 kw (DA-2)	Standards	ABC	Mc-Guild	Capstar, pend.

FM Stations

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

Notes: 3/98 Champion sold KIXZ/KBUY-F/KMML-F/KNSY-F (+ stations in Alexandria, LA & Odessa-Midland) to Capstar for \$11,300,000 total . . . 7/98 KNSY-F changed from AC to CHR as KPRF-F . . . 7/98 KZRK (1550) changed from simulcasting KZRK-F to Talk . . . 8/98 KBUY-F changed from Country to AOR as KFNX-F

AUGUSTA-WATERVILLE, ME

Arbitron Rank: 245	Pop (12+): 96,500	Stations: 29 / 11	% Below Line: 33.8
Market TSL in Hours: 19.50		Diaries: 362/267:1/63.5%	% Not Listed: 13.6
Average Person Rating: 14.5		Sample Target: 310	Total Retail Sales: \$1.11 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WEBB-F	C	17 / 12.2	10.7	10.0	15.7	220 / 22.8	22.9	19.5	33 / 478	WEBB-F
2	WMME-F	CHR	15 / 10.8	11.3	13.6	11.3	285 / 29.5	28.4	34.2	31 / 790	WMME-F
3	WBLM-F	AOR	13 / 9.3	5.6	7.9	5.0	214 / 22.2	20.2	21.6	54 / 806	WBLM-F
4	WABK-F	O	12 / 8.6	10.0	11.5	8.2	213 / 22.1	24.7	23.2	38 / 576	WABK-F
5	WTOS-F	AOR	11 / 7.9	5.6	5.0	6.9	179 / 18.5	12.5	17.4	39 / 556	WTOS-F
6	WKCG-F	C	7 / 5.0	5.6	8.6	8.8	112 / 11.6	10.1	16.5	12 / 257	WKCG-F
7	WFAU	ST	6 / 4.3	4.4	2.1	2.5	61 / 6.3	6.1	5.7	6 / 67	WFAU
8	WCTB-F	AC	5 / 3.6	2.5	1.4	3.8	59 / 6.1	5.9	4.9	10 / 99	WCTB-F
	WQCB-F	C	5 / 3.6	4.4	2.9	5.0	66 / 6.9	9.7	7.2	24 / 351	WQCB-F
	WHOM-F	SAC	5 / 3.6	5.0	5.0	3.1	101 / 10.5	13.7	10.7	25 / 461	WHOM-F
11	WCYI-F	AOR-NR	4 / 2.9	1.9	3.6	1.9	118 / 12.2	7.7	12.8	17 / 412	WCYI-F
	WTHT-F	C	4 / 2.9				59 / 6.1			28 / 399	WTHT-F

12+ FM Share (Metro): 94.21% (114 of 121) (Spring 97: 94.87%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHQO-F	SPRTS	107.9	Skowhegan 0.7 4.2 4 94

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAVX-F	CL	106.9	Thomaston 0.7 3.2 13 160
WBCI-F	REL	105.9	Bath 1.4 4.0 9 161
WCLZ-F	AOR-P	98.9	Brunswick 1.4 3.6 10 196
WGAN	FS/T	560	Portland 0.7 3.2 13 179
WJBQ-F	CHR	97.9	Portland 0.7 2.6 23 370
WMCM-F	C	103.3	Rockland 1.4 4.7 25 262
WPKQ-F	C	103.7	Berlin, NH 1.4 3.9 12 178
WPOR-F	C	101.9	Portland 2.2 3.8 23 396
WQSS-F	AC	102.5	Camden 0.7 4.4 5 120
WWMJ-F	O	95.7	Ellsworth 0.7 3.5 6 168

AM Stations

WFAU	1280	5 kw (DA-N)	Standards	CBS, Westwd	Eastman	Cumulus	Gardiner
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FM Stations

WABK	104.3	50 kw @ 371	Oldies	JRN	Eastman	Cumulus	Gardiner
WCTB	93.5	10.5 kw @ 499	AC		Kettell		Fairfield
WEBB	98.5	63 kw @ 460	Country		Mc-Guild	Pilot	Waterville
WKCG	101.3	50 kw @ 315	Country	JRN	Eastman	Cumulus	
WMME	92.3	50 kw @ 500	CHR		Mc-Guild	Pilot	
WTOS	105.1	50 kw @ 2430	AOR	Westwd	Kettell	Cumulus	Skowhegan

Notes: Other ranked stations - See Bangor, ME or, in the Spring 1998 American Radio, Portland, ME . . . 3/98 WFAU/WABK-F/WIGY-F/WKCG-F sold to Cumulus for \$3,500,000 (Silverman) . . . 7/98 WAVX-F (106.9; Thomaston) sold to Mariner for \$1,150,000 (Media Services)

BANGOR, ME

Arbitron Rank: 262 Pop (12+): 66,100	Stations: 15 / 13	% Below Line: 7.3
Market TSL in Hours: 19.25	Diaries: 396/167:1/59.5%	% Not Listed: 18.8
Average Person Rating: 14.5	Sample Target: 400	Total Retail Sales: \$1.40 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WQCB-F	C	16 / 16.7	18.3	17.7	21.0	176 / 26.6	28.1	26.9	66 / 803	WQCB-F
2	WBZN-F	CHR	11 / 11.5	12.2	3.1	4.0	202 / 30.6	26.4	12.0	50 / 639	WBZN-F
3	WKIT-F	AOR	9 / 9.4	9.1	11.5	10.0	146 / 22.1	20.9	22.7	39 / 452	WKIT-F
4	WABI	ST	6 / 6.3	6.1	7.3	7.0	62 / 9.4	10.5	10.4	10 / 128	WABI
	WVOM-F	T	6 / 6.3	4.1	4.2	3.0	93 / 14.1	9.3	9.5	18 / 262	WVOM-F
	WKSQ-F	AC	6 / 6.3	7.1	7.3	7.0	120 / 18.1	19.8	22.8	34 / 376	WKSQ-F
7	WTOS-F	AOR	5 / 5.2	4.1	5.2	6.0	70 / 10.6	13.2	11.3	33 / 490	WTOS-F
	WWMJ-F	O	5 / 5.2	6.1	7.3	5.0	94 / 14.2	18.2	17.4	18 / 372	WWMJ-F
	WEZQ-F	SAC	5 / 5.2	6.1	6.3	7.0	109 / 16.4	14.9	16.4	14 / 311	WEZQ-F

12+ FM Share (Metro): 89.74% (70 of 78) (Spring 97: 88.75%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WBFB-F	C	104.7	Belfast	3.1	11.8	13	299	WGUY-F	O	102.1	Dexter	2.1	6.1	15	158
WBYA-F	CL	101.7	Searsport	1.0	3.4	2	51								
WWBX-F	SAC	97.1	Bangor	1.0	4.1	3	79								
WZON	SPRTS	620	Bangor	2.1	7.3	9	152								

AM Stations

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

FM Stations

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

Notes: 8/98 WBYA-F (101.7; Searsport) sold for \$265,000

BATTLE CREEK, MI

Arbitron Rank: 232	Pop (12+): 117,700	Stations: 17 / 4	% Below Line: 53.0
Market TSL in Hours: 22.00	Diaries: 385/306:1/55.2%	% Not Listed: 21.7	
Average Person Rating: 16.1	Sample Target: 350	Total Retail Sales: \$1.38 Bil.	

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro	Fall 97	Spg 97	12+ TSA	
		1/4	Share					Cume / Rtg			AQH / Cume	
1	WNWN-F	C	28 / 14.8	14.7	14.1		20.0	318 / 27.0	25.3	26.6	65 / 783	WNWN-F
2	WKFR-F	CHR	26 / 13.8	15.3	17.8		12.6	355 / 30.1	27.1	34.1	67 / 1159	WKFR-F
3	WBCK	T/SPRTS	16 / 8.5	11.0	10.5		10.3	216 / 18.4	21.7	21.5	23 / 279	WBCK
4	WBXX-F	AC	14 / 7.4	3.1	5.8		8.0	121 / 10.2	13.1	14.0	18 / 224	WBXX-F
5	WRKR-F	AOR	13 / 6.9	5.5	6.3		9.1	170 / 14.4	12.5	17.3	74 / 805	WRKR-F
6	WJXQ-F	AOR	9 / 4.8	4.3	3.1		4.0	148 / 12.6	12.0	12.2	26 / 352	WJXQ-F
	WWKN-F	O	9 / 4.8	8.0	7.9		0.6	176 / 15.0	16.1	18.1	17 / 307	WWKN-F
	WRCC	ST	9 / 4.8	3.1	2.6			100 / 8.5	7.5	6.8	12 / 121	WRCC

12+ FM Share (Metro): 82.43% (122 of 148) (Spring 97: 82.28%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F >>>	1 WKFR-F >	1 WNWN-F	1 WNWN-F	1 WBXX-F	1 WRKR-F	1 WBCK	1 WNWN-F	1 WNWN-F <	1 WKFR-F >>	1 WKFR-F <
2 WJXQ-F	2 WNWN-F	2 WBXX-F	2 WBCK >	2 WNWN-F	2 WNWN-F	2 WNWN-F >	2 WBXX-F	2 WKFR-F >>	2 WNWN-F >	2 WNWN-F >>
WNWN-F	3 WRKR-F	3 WKFR-F	3 WBXX-F	3 WKFR-F >	3 WJIM-F	3 WKFR-F <	3 WKFR-F	3 WBXX-F	3 WJXQ-F >	3 WBCK
4 WRKR-F	WBXX-F	4 WRKR-F	4 WRCC	4 WWKN-F >>	4 WBXX-F	4 WBXX-F	4 WRKR-F	WRCC	4 WWKN-F	4 WJXQ-F
	5 WJXQ-F	5 WWKN-F	5 WRKR-F	5 WRKR-F >>	WKFR-F	5 WRKR-F	5 WWKN-F	WWKN-F <	WJIM-F	WRKR-F
	6 WWKN-F >	6 WJIM-F	WWKN-F		6 WWKN-F	6 WJXQ-F	6 WBCK	6 WJXQ-F		WRCC >>
		7 WJXQ-F >	7 WJIM-F >		WJXQ-F >		7 WRCC	WRKR-F		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBCT-F	C	93.7	Grand Rapids	2.1	5.4	53	629
WFMK-F	AC	99.1	Lansing	0.5	3.3	2	53
WITL-F	C	100.7	Lansing	0.5	2.1	1	41
WJIM-F	O	97.5	Lansing	3.2	6.0	6	85
WJR	FS	760	Detroit	0.5	2.7	1	42
WMMQ-F	CLAOR	94.9	E. Lansing	0.5	3.0	2	51
WOOD-F	SAC	105.7	Grand Rapids	1.6	7.5	22	456
WQLR-F	AC	106.5	Kalamazoo	2.6	7.7	27	540
WXIK-F	C	94.1	Jackson	1.1	5.2	7	149

AM Stations

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

FM Stations

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

Notes: Other ranked stations - See Kalamazoo or Lansing in the Spring 1998 American Radio

BEAUMONT-PORT ARTHUR, TX

Arbitron Rank: 128 Pop (12+): 308,200
 Market TSL in Hours: 19.00
 Average Person Rating: 14.0

Stations: 25 / 11
 Diaries: 632/488:1/44.7%
 Sample Target: 620

% Below Line: 19.6
 % Not Listed: 9.3
 Total Retail Sales: \$3.3 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1 KYKR-F	C	62 / 14.4	11.5	9.8	11.8	10.0	730 / 23.7	25.0	20.4	71 / 850	KYKR-F
2 KQXY-F	CHR	49 / 11.4	7.5	8.8	8.0	7.7	683 / 22.1	19.7	20.2	64 / 919	KQXY-F
3 KAYD-F	C	45 / 10.5	13.5	11.3	9.5	1.4	666 / 21.6	23.5	22.0	49 / 743	KAYD-F
4 KIOC-F	AOR	39 / 9.1	4.2	4.1	5.2	4.1	490 / 15.9	13.1	13.0	46 / 625	KIOC-F
5 KKMY-F	AC	29 / 6.7	9.1	8.6	6.7	10.9	431 / 14.0	17.0	17.2	31 / 468	KKMY-F
KTCX-F	B	29 / 6.7	6.9	7.0	6.2		346 / 11.2	11.9	12.1	31 / 397	KTCX-F
7 KLVI	T	28 / 6.5	8.0	7.0	9.3	6.0	438 / 14.2	16.2	16.7	37 / 562	KLVI
8 KBXX-F	B/CHR	21 / 4.9	3.8	3.6	5.2	5.3	267 / 8.6	8.9	8.9	24 / 328	KBXX-F
9 KHYS-F	CHR/U	13 / 3.0	1.8	2.0	3.2	4.9	262 / 8.5	8.7	7.6	15 / 332	KHYS-F
10 KALO	B	12 / 2.8	5.1	4.8	5.0	5.6	171 / 5.5	8.2	8.2	14 / 208	KALO
11 KYKZ-F	C	11 / 2.6	1.5	2.0	1.9	4.3	239 / 7.7	7.8	7.2	94 / 1008	KYKZ-F
12 KTFA-F	REL	10 / 2.3	2.2	3.9	3.7	3.8	240 / 7.8	6.0	7.5	14 / 303	KTFA-F

12+ FM Share (Metro): 87.21% (341 of 391) (Spring 97: 81.03%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KOGT	C	1600 Orange	0.9 1.8 5 68

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBIU-F	AC	103.7 Lake Charles, LA	0.7 2.4 26 441
KHLA-F	AC	99.5 Lake Charles, LA	0.9 2.9 29 473
KKGB-F	AOR	101.3 Sulphur, LA	0.7 1.7 29 269
KLDE-F	O	94.5 Houston	1.4 4.4 6 136
KLLO-F	AOR	101.1 Houston	0.7 3.6 3 121
KMJQ-F	B/AC	102.1 Houston	0.7 1.5 3 49
KSHN-F	AC	99.9 Liberty	0.5 2.4 3 83
KTBZ-F	AOR-NR	107.5 Lake Jackson	1.2 3.9 5 132
KTRH	N	740 Houston	1.4 4.4 7 151
KZWA-F	B	105.3 Lake Charles	0.9 3.9 28 351

AM Stations

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

FM Stations

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

Notes: Other ranked stations -- See Houston in the Spring 1998 American Radio . . . 3/98 KTCX-F sold by Pacific (Rick Dames) to Capstar for \$3,600,000

BECKLEY, WV

Arbitron Rank: 261	Pop (12+): 66,400	Stations: 14 / 8	% Below Line: 9.5
Market TSL in Hours: 17.50		Diaries: 426/156:1/54.6%	% Not Listed: 7.1
Average Person Rating: 12.7		Sample Target: 400	Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro		Fall	Spg	12+ TSA	
		1/4	Share	97	97	96	96	Cume / Rtg	97	97	AQH / Cume		
1	WJLS-F	C	23 / 27.2	26.5	22.4	22.3		311 / 48.8	44.8	36.9		85 / 1177	WJLS-F
2	WCIR-F	CHR	13 / 15.4	11.0	13.9	16.0		236 / 35.6	32.3	34.9		29 / 563	WCIR-F
3	WTNJ-F	C	12 / 14.2	16.5	17.0	18.1		184 / 27.7	38.1	32.1		40 / 468	WTNJ-F
4	WMTD-F	AOR/CL	9 / 10.7	9.9	5.3	1.1		118 / 17.8	18.5	12.3		17 / 264	WMTD-F
5	WJLS	G	7 / 8.3	8.8	7.5	7.4		93 / 14.0	17.8	15.0		10 / 146	WJLS
6	WHAJ-F	CHR/AC	3 / 3.6	3.3	3.2	7.4		95 / 14.3	11.6	14.7		44 / 689	WHAJ-F
	WWNR	T	3 / 3.6	3.3	2.1	4.3		58 / 8.7	8.2	7.4		3 / 78	WWNR

12+ FM Share (Metro): 85.90% (67 of 78) (Spring 97: 84.34%)

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

Other Rated Stations				Metro	Cume	TSA
				Share	Rating	AQH Cume
WAXS-F	AC/CHR	94.1	Oak Hill	2.4	10.0	4 175
WOAY	REL	860	Oak Hill	1.2	2.5	5 71

Other Rated Stations--Outside Market				Metro	Cume	TSA
				Share	Rating	AQH Cume
WKAZ-F	CL HITS	107.3	Miami	2.4	4.1	9 113
WKLC-F	AOR	105.1	St. Albans	1.2	3.7	15 239
WQBE-F	C	97.5	Charleston	1.2	3.5	4 145
WVSR-F	CHR	102.7	Charleston	1.2	5.6	5 124

AM Stations

WJLS	560	5 kw/0.5 kw (DA-N)	Gospel	Westwd	Savalli
WWNR	620	1 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	Katz

FM Stations

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

Notes: Other ranked stations - See Bluefield, WV . . . WMTD-F is LMA'd by WIWS/WCIR-F

BILLINGS, MT

Arbitron Rank: 242 Pop (12+): 103,700	Stations: 13 / 13	% Below Line: 0.0
Market TSL in Hours: 20.75	Diaries: 444/234:1/60.3%	% Not Listed: 11.9
Average Person Rating: 15.4	Sample Target: 440	Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro	Fall	Spg	12+ TSA	KCTR-AF
		1/4	Share	97	97	96	96		Cume / Rtg	97		
1	KCTR-AF	C	32 / 20.0	22.9	24.1	23.1	20.9	373 / 35.9	32.1	37.3	45 / 537	KCTR-AF
2	KRKX-F	AOR	27 / 16.9	11.1	11.4	11.8	10.4	294 / 28.3	20.9	24.2	30 / 362	KRKX-F
3	KRSQ-F	CHR	22 / 13.8	5.9	3.8	2.5	4.3	282 / 27.2	18.5	9.7	25 / 327	KRSQ-F
4	KKBR-F	O	12 / 7.5	9.4	10.8	11.2	13.5	196 / 18.9	21.7	23.0	16 / 250	KKBR-F
	KIDX-F	C	12 / 7.5	5.9	3.8	5.6	7.4	154 / 14.8	14.7	15.5	13 / 210	KIDX-F
6	KYYA-F	CHR/AC	8 / 5.0	8.8	10.8	10.6	11.7	205 / 19.8	26.3	27.0	11 / 272	KYYA-F
7	KMHK-F	CL AOR	7 / 4.4	5.3	5.1	2.5	4.3	153 / 14.8	12.4	15.2	10 / 208	KMHK-F
8	KBLG	T	6 / 3.8	7.6	5.1	5.0	4.3	97 / 9.4	12.3	9.6	12 / 153	KBLG
	KBBB-F	AC	6 / 3.8	5.3	6.3	6.2	1.8	121 / 11.6	10.9	17.3	8 / 133	KBBB-F

12+ FM Share (Metro): 87.23% (123 of 141) (Spring 97: 84.51%)

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

Other Rated Stations			Metro	Cume	TSA
Station	Format	Power	Share	Rating	AQH Cume
KGHL	C	790 Billings	1.9	8.0	13 225
KMZK	REL-CC	1240 Billings	1.3	2.7	2 28
KURL	REL	730 Billings	2.5	6.5	5 112

AM Stations

KBLG	910	1 kw/0.064 kw	Talk	Westwd	---	Sunbrook
KBUL	970	5 kw (DA-N)	See KCTR-F			
KGHL	790	5 kw (DA-N)	Classic Country	CBS	---	Marathon
KURL	730	4.4 kw/0.24 kw	Religion		---	

FM Stations

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

Notes: KRSQ-F is LMA'd to Marathon . . . 4/98 KDWG changed its calls to KBUL and began simulcasting KCTR-F

BILOXI-GULFPORT-PASCAGOULA, MS

Arbitron Rank: 136	Pop (12+): 282,700	Stations: 28 / 15	% Below Line: 20.2
Market TSL in Hours: 19.50		Diaries: 645/438:1/48.1%	% Not Listed: 12.2
Average Person Rating: 14.5		Sample Target: 620	Total Retail Sales: \$2.5 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1	WKNN-F	C	63 / 15.3	13.2	14.9	15.3	751 / 26.6	23.7	28.7	74 / 925	WKNN-F
2	WZKX-F	C	39 / 9.5	4.4	11.2	9.3	522 / 18.5	12.3	19.8	62 / 841	WZKX-F
3	WGCM-F	O	27 / 6.6	6.9	3.4	3.7	318 / 11.3	14.5	10.2	28 / 332	WGCM-F
4	WCPR-F	AOR	21 / 5.1	5.1	4.5	6.9	321 / 11.4	13.4	11.1	22 / 360	WCPR-F
	WYOK-F	B	21 / 5.1	4.4	6.9	6.7	288 / 10.2	10.9	11.6	22 / 307	WYOK-F
6	WXRG-F	CL AOR	19 / 4.6	4.4	7.5	3.7	311 / 11.0	11.1	13.0	20 / 340	WXRG-F
7	WMJY-F	AC	17 / 4.1	5.9	6.0	7.1	368 / 13.0	14.4	13.0	19 / 449	WMJY-F
8	WJZD-F	B	16 / 3.9	8.6	7.5	3.0	297 / 10.5	12.3	11.4	16 / 297	WJZD-F
	WLNF-F	CHR	16 / 3.9	2.2			284 / 10.1	6.6		25 / 431	WLNF-F
10	WWL	N/T	12 / 2.9	3.2	1.9	3.9	229 / 8.1	9.1	6.6	16 / 290	WWL
	WOSM-F	REL	12 / 2.9	4.4	2.6	3.0	204 / 7.2	5.6	5.7	16 / 298	WOSM-F
12	WQUE-F	B	11 / 2.7	0.7	0.9	0.9	130 / 4.6	2.6	3.2	12 / 151	WQUE-F
13	WLRK-F	AC	10 / 2.4	1.5	1.3		181 / 6.4	5.2	6.5	10 / 184	WLRK-F
	WXYK-F	CHR	10 / 2.4	3.7	2.6	3.7	231 / 8.2	10.7	10.5	11 / 245	WXYK-F

12+ FM Share (Metro): 90.03% (325 of 361) (Spring 97: 93.28%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQYZ-F	CL HITS	92.5	Ocean Spgs. 1.0 2.7 4 77
WROA	EZ	1390	Gulfport 2.2 2.5 9 70
WVMI	N/T	570	Biloxi 1.5 3.7 7 111
WXBD	ST	1490	Biloxi 2.2 1.8 9 52

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KKND-F	AOR-P	106.7	Pt. Sulphur, LA 1.0 2.2 5 84
WABB-F	CHR	97.5	Mobile 1.0 3.7 6 158
WBLX-F	B	92.9	Mobile 0.7 5.0 4 151
WDLT-F	B/A/C	98.3	Chickasaw, AL 1.7 4.1 7 117
WEZB-F	CHR/AC	97.1	New Orleans 0.5 2.9 3 119
WLTS-F	AC	105.3	Slidell, LA 0.7 2.4 6 112
WNOE-F	C	101.1	New Orleans 0.7 3.3 10 170
WRKH-F	CL AOR	96.1	Mobile 0.7 1.8 3 79
WRNO-F	CL HITS	99.5	New Orleans 1.2 5.6 10 221
WTKL-F	O	95.7	New Orleans 1.2 2.2 5 86

FM Stations

Station	Power	Frequency	Format	City
WCPR	97.9	50 kw @ 466	AOR	Westwd
WGCM	102.3	16 kw @ 358	Oldies	Katz Gulf Coast
WJZD	94.5	6 kw @ 321	Black	Eastman Dowdy
WKNN	99.1	95 kw @ 984	Country	---
WLNF	95.3	50 kw @ 1181	CHR	Long Beach, MS
WLRK	96.7	2.1 kw @ 384	AC	ABC
WMJY	93.7	100 kw @ 984	AC	Mc-Guild Capstar
WOSM	103.1	50 kw @ 460	Religion	---
WXRG	105.9	25 kw @ 328	Classic AOR	Lumberton
WXYK	107.1	2.8 kw @ 393	CHR	Katz Gulf Coast
WZKX	107.9	92 kw @ 1459	Country	Mc-Guild Capstar
				AP, USA

				Katz Gulf Coast
				ABC
				Eastman Dowdy
				Bay St. Louis

Notes: Other ranked stations -- See Mobile or New Orleans in the Sping 1998 American Radio . . . 3/98 50% of WXOR-F sold for \$150,000 . . . 4/98 WXOR-F changed from Country to Classic Hits as WQYZ-F

BISMARCK, ND

Arbitron Rank: 259 Pop (12+): 74,500	Stations: 10 / 10	% Below Line: 0.0
Market TSL in Hours: 22.00	Diaries: 449/166: 1/66.5%	% Not Listed: 8.9
Average Person Rating: 16.6	Sample Target: 400	Total Retail Sales: \$1.1 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro	Fall	Spg	12+ TSA	
		1/4	Share	97	97	96	96	Cume / Rtg	97	97	AQH / Cume	
1	KFYR	FS	20 / 16.2	17.3	16.4		21.8	273 / 36.6	33.3	38.5	51 / 689	KFYR
2	KYYY-F	CHR/AC	19 / 15.4	11.0	12.3		8.2	258 / 34.7	30.4	29.7	24 / 392	KYYY-F
3	KBMR	C	18 / 14.6	9.5	10.7		5.5	115 / 15.4	12.6	18.8	33 / 214	KBMR
4	KKCT-F	C	13 / 10.5	11.0	9.0		10.9	182 / 24.5	26.0	23.2	16 / 246	KKCT-F
5	KQDY-F	C	10 / 8.1	7.9	10.7		11.8	139 / 18.7	18.8	21.3	15 / 202	KQDY-F
6	KBYZ-F	CL AOR	9 / 7.3	12.6	14.8		22.7	172 / 23.0	28.3	29.7	14 / 242	KBYZ-F
	KACL-F	O	9 / 7.3	10.2	7.4			143 / 19.2	20.7	14.5	12 / 202	KACL-F
8	KSSS-F	CL AOR	5 / 4.0	4.7	3.3		6.4	111 / 14.9	14.1	12.7	6 / 140	KSSS-F
	KNDR-F	REL	5 / 4.0	3.2	3.3		1.8	64 / 8.6	8.2	7.9	8 / 95	KNDR-F
	KLXX	ST	5 / 4.0	3.9	4.1		3.6	101 / 13.5	11.0	11.9	6 / 115	KLXX

12+ FM Share (Metro): 61.95% (70 of 113) (Spring 97: 66.07%)

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

AM Stations

KBMR	1130	10 kw (Days)	Country	CBS	Mc-Guild	Anderson
KFYR	550	5 kw (DA-N)	Full Service	ABC	Katz	KYYY-F
KLXX	1270	1 kw/0.25 kw	Standards	Westwd	Christal	Cumulus, pend. Mandan

FM Stations

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

Notes: 2/98 KSSS-F changed from Soft AC to Classic AOR . . . 3/98 KLXX/KACL-F/KBYZ-F/KKCT-F sold by James Ingstad to Cumulus for \$7,000,000 (MVP)

BRUNSWICK, GA

Arbitron Rank: 266	Pop (12+): 54,600	Stations: 17 / 8	% Below Line: 26.4
Market TSL in Hours: 20.00	Diaries: 438/125:1/53.0%	% Not Listed: 12.5	
Average Person Rating: 14.7	Sample Target: 400	Total Retail Sales: \$0.8 Bil.	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WYNR-F	C	9 / 11.3				115 / 21.1			18 / 232	WYNR-F
2	WGIG	N/T	8 / 10.1				94 / 17.2			8 / 116	WGIG
	WSEG-F	B/AC	8 / 10.1				81 / 14.9			9 / 110	WSEG-F
4	WSOL-F	B/AC	7 / 8.8				90 / 16.5			30 / 260	WSOL-F
	WXMK-F	CHR	7 / 8.8				101 / 18.4			8 / 138	WXMK-F
6	WMOG	ST	5 / 6.3				83 / 15.3			5 / 83	WMOG
	WWSN-F	AC	5 / 6.3				71 / 13.0			13 / 196	WWSN-F

12+ FM Share (Metro): 80.00% (56 of 70) (Spring 97: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXMK-F	1 WSEG-F	1 WYNR-F	1 WGIG	1 WYNR-F	1 WGIG	1 WGIG <	1 WGIG	1 WYNR-F	1 WSEG-F	1 WYNR-F >
	2 WYNR-F	2 WSOL-F	2 WYNR-F	WSOL-F >	WHFX-F >	2 WYNR-F <	2 WYNR-F	WGIG	2 WSOL-F >	2 WSOL-F
3 WYNR-F	WSOL-F	WGIG	WMOG	3 WSEG-F	3 WYNR-F	3 WMOG <	3 WSEG-F	3 WSOL-F	3 WXMK-F	WXMK-F >
	WSOL-F >	WXMK-F	WHFX-F	4 WSOL-F	WWSN-F	4 WSOL-F	4 WMOG	WXMK-F	4 WYNR-F	4 WSEG-F
5 WFYV-F		WWSN-F		WXMK-F >>	WFYV-F		WXMK-F	WSEG-F	WWSN-F >	WMOG
	WWSN-F >>				WVRR-F >>					

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBGA-F	C	102.5	Waycross	3.8	16.7	20 298	WAPE-F	CHR	95.1	Jacksonville	1.3	2.8	15 118
WHFX-F	CL AOR	92.7	St. Simon's	5.0	8.5	5 50	WEAS-F	B	93.1	Savannah	1.3	3.3	1 30
							WFYV-F	AOR	104.5	Jacksonville	2.5	3.0	6 62
							WGCO-F	O	98.3	Midway, GA	3.8	12.0	7 126
							WOKV	N/T	690	Jacksonville	1.3	2.3	1 19
							WPLA-F	AOR-NR	93.3	Callahan	1.3	5.2	7 96
							WSKX-F	B	92.3	Hinesville, GA	1.3	8.3	4 89
							WVRR-F	CL HITS	100.7	Brunswick	5.0	11.9	12 171

AM Stations

WGIG	1440	5 kw/1 kw (DA-N)	News/Talk	CBS	Regional	Root
WMOG	1490	0.6 kw	Standards		Regional	Root

FM Stations

WBGA	102.5	97 kw @ 994	Country	Westwd	---	Root	Waycross
WHFX	92.7	6 kw @ 328	Classic AOR	Westwd	Regional	Root	St. Simon's
WSEG	104.1	4.2 kw @ 390	Black AC	ABC	Dora	WXMK-F	
WWSN	107.7	100 kw @ 997	AC	Westwd, JRN	---	Root	Waycross
WXMK	105.9	15 kw @ 420	CHR	ABC	---	WSEG-F	Dock Junction
WYNR	107.7	50 kw @ 403	Country	ABC	---	Root	Darien

Notes: WSOL-F -- See Jacksonville in the Spring 1998 American Radio . . . This is Brunswick's first Arbitron

BRYAN-COLLEGE STATION, TX

Arbitron Rank: 237	Pop (12+): 111,500	Stations: 19 / 13	% Below Line: 5.2
Market TSL in Hours: 18.25		Diaries: 488/228:1/51.0%	% Not Listed: 13.7
Average Person Rating: 13.7		Sample Target: 470	Total Retail Sales: \$1.29 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	KKYS-F	CHR/AC	28 / 18.3	13.3	11.7	10.7	14.7	489 / 43.9	32.5	31.2	33 / 563	KKYS-F
2	KORA-F	C	17 / 11.1	15.4	11.7	12.7	11.9	274 / 24.5	29.7	24.9	24 / 354	KORA-F
3	KHRN-F	B	13 / 8.5	7.0	5.2	9.4	4.9	143 / 12.8	10.4	14.7	16 / 180	KHRN-F
	WTAW	T	13 / 8.5	5.6	6.5	5.3	4.9	167 / 15.0	9.7	14.5	14 / 190	WTAW
5	KTSR-F	AOR	9 / 5.9	6.3	5.2	8.7	9.8	227 / 20.4	19.2	20.2	12 / 281	KTSR-F
	KTAM	ST	9 / 5.9	2.8	5.8	4.0	5.6	104 / 9.3	10.0	12.4	9 / 126	KTAM
7	KBMA-F	SP	7 / 4.6	4.9	5.8	6.7	6.3	91 / 8.2	7.2	7.3	9 / 118	KBMA-F
	KTTX-F	C	7 / 4.6	4.2	3.9	4.7	5.6	203 / 18.2	15.7	17.0	12 / 294	KTTX-F
	KAGG-F	C	7 / 4.6	8.4	9.1	5.3	7.0	224 / 20.1	22.7	22.8	18 / 384	KAGG-F
10	KHLR-F	AOR-NR	6 / 3.9	5.6	5.2	4.7	4.9	203 / 18.2	20.6	-20.4	8 / 228	KHLR-F
	KZTR-F	AOR/CL	5 / 3.3	4.2	5.2	2.7		110 / 9.9	11.4	11.4	6 / 143	KZTR-F

12+ FM Share (Metro): 82.58% (109 of 132) (Spring 97: 84.33%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KAGC	REL	1510	Bryan	0.7	1.5	1 26
KMBV-F	SAC	92.5	Navasota	1.3	5.1	3 70

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBXX-F	BUJ	97.9	Houston	0.7	4.7	3 91
KLDE-F	O	94.5	Houston	0.7	3.4	2 63
KODA-F	SAC	99.1	Houston	1.3	2.0	2 22
KRBE-F	CHR	104.1	Houston	0.7	4.4	1 71
KTYL-F	AC	93.1	Tyler	0.7	3.0	1 34
KWTX-F	CHR	97.5	Waco	1.3	5.4	2 84

AM Stations

KTAM	1240	1 kw	Standards	ABC	---	KORA/KHLR
WTAW	1150	1 kw/0.5 kw (DA-N)	Talk	CBS, Westwd, ABC	---	Capstar

FM Stations

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

Notes: 6/98 KAGG-F sold to Sunburst for \$3,000,000 . . . 7/98 KMBV-F changed calls to KLNO-F; remains Soft AC

BURLINGTON, VT

Arbitron Rank: 222	Pop (12+): 125,100	Stations: 17 / 17	% Below Line: 0.0
Market TSL in Hours: 21.50		Diaries: 342/366:1/59.3%	% Not Listed: 18.1
Average Person Rating: 16.3		Sample Target: 330	Total Retail Sales: \$1.69 Bil.

12+ Metro	Format	Spring 98		Fall	Spq	Fall	Spq	12+ Metro	Fall	Spq	12+ TSA		C	Station
		1/4	Share	97	97	96	96		Cume / Rtg	97	97	AQH / Cume		
1	WOKO-F	C	33 / 16.2	15.8	17.6	6.5	14.4	300 / 24.0	24.7	27.5	155 / 1337	C	WOKO-F	
2	WCPV-F	CL AOR	30 / 14.7	8.4	6.6	8.2	6.7	249 / 19.9	22.6	15.9	47 / 419	B	WCPV-F	
3	WXXX-F	CHR	19 / 9.3	7.4	8.8	10.4	9.6	416 / 33.3	32.1	31.0	49 / 1028	C	WXXX-F	
4	WEZF-F	SAC	16 / 7.9	8.4	12.1	11.4	6.7	275 / 22.0	22.3	22.3	53 / 841	D	WEZF-F	
5	WIZN-F	AOR	14 / 6.9	11.4	14.3	16.9	17.2	262 / 21.0	28.1	29.4	25 / 601	C	WIZN-F	
6	WJOY	ST	9 / 4.4	4.4	2.2	2.7	6.2	116 / 9.3	7.0	6.7	10 / 144	A	WJOY	
	WBTL-F	AOR-NR	9 / 4.4	6.9	5.0	2.7	1.0	193 / 15.4	20.5	18.0	24 / 532	B	WBTL-F	
8	WKOL-F	O	8 / 3.9	5.9	3.3	6.0	7.2	152 / 12.2	18.7	15.2	32 / 490	B	WKOL-F	
	WKDR	T	8 / 3.9	3.5	3.9	3.8	2.9	104 / 8.3	9.0	8.1	18 / 229		WKDR	
10	WNCS-F	AOR-P	7 / 3.4	3.5	5.5	2.2	3.3	134 / 10.7	8.2	10.0	13 / 230		WNCS-F	
11	WVMT	FS	6 / 2.9	3.9	1.7	4.9	3.8	159 / 12.7	9.7	6.2	11 / 282	A	WVMT	

12+ FM Share (Metro): 86.23% (144 of 167) (Spring 97: 90.79%)

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

Other Rated Stations				Metro	Cume	TSA
				Share	Rating	AQH Cume
WCVT-F	CL	101.7	Stowe	1.5	3.3	4 64
WGLY-F	REL-CC	103.3	Waterbury	1.0	3.3	3 90
WXPS-F	T	96.7	Vergennes	1.5	7.3	9 189

AM Stations

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

FM Stations

WBTL	99.9	100 kw @ 984	New Rock		Allied	WEAV	Plattsburgh
WCPV	101.3	1 kw @ 797	Classic AOR	Westwd	Katz	Capstar, pend.	Essex, NY
WEZF	92.9	46 kw @ 2700	Soft AC		Sentry	Capstar	
WIZN	106.7	50 kw @ 374	AOR		Mc-Guild	Deer River	Vergennes
WKOL	105.1	23.5 kw @ 338	Oldies	Westwd	D&R	Hall	Plattsburgh, NY
WNCS	104.7	1.9 kw @ 2080	Progressive AOR		---	Northeast	Montpelier
WOKO	98.9	100 kw @ 297	Country		D&R	Hall	
WXXX	95.5	25 kw @ 236	CHR		Mc-Guild	Goldman	S. Burlington

Notes: WEAV (960; Plattsburgh) is LMA'd by (and simulcasts) WXPS-F... WBTL-F is LMA'd by WIZN-F... 4/98 DynaCom sold these stations to Capstar: WCPV-F for \$3,166,667; WXPS-F for \$2,083,333

CAPE COD, MA

Arbitron Rank: 184	Pop (12+): 176,300	Stations: 31 / 12	% Below Line: 18.7
Market TSL in Hours: 23.00		Diaries: 572/308:1/56.7%	% Not Listed: 11.8
Average Person Rating: 17.3		Sample Target: 560	Total Retail Sales: \$2.66 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA		
		1/4	Share								AQH	Cume	
1	WQRC-F	SAC	36 / 11.8	10.9	10.9	14.2	11.7	432 / 24.5	23.1	28.4	37 / 452	WQRC-F	
2	WCIB-F	CL HITS	30 / 9.9	7.6	7.6	5.7	8.6	331 / 18.8	18.9	19.9	36 / 386	WCIB-F	
3	WOCN-F	ST	25 / 8.2	8.9	5.6	11.8	9.8	293 / 16.6	16.6	12.3	26 / 306	WOCN-F	
4	WXTK-F	T	23 / 7.6	8.6	8.6	6.9	8.9	280 / 15.9	17.9	15.9	24 / 296	WXTK-F	
5	WFCC-F	CL	20 / 6.6	7.6	10.9	5.7	5.8	258 / 14.6	15.9	15.3	21 / 289	WFCC-F	
6	WRZE-F	CHR	19 / 6.2	5.3	7.3	3.9	6.4	299 / 17.0	18.8	20.8	24 / 352	WRZE-F	
7	WKPE-F	AOR	15 / 4.9	5.9	3.3	8.4	4.9	208 / 11.8	12.6	10.3	16 / 216	WKPE-F	
8	WCOD-F	AC	14 / 4.6	5.3	5.3	3.0	4.3	231 / 13.1	14.5	14.7	15 / 252	WCOD-F	
9	WPXC-F	AOR	12 / 3.9	4.0	4.6	3.6	8.3	223 / 12.7	13.2	13.6	16 / 242	WPXC-F	
10	WCTK-F	C	9 / 3.0	3.3	3.3	3.0	1.5	167 / 9.5	9.6	8.8	10 / 187	WCTK-F	
	WWKJ-F	CL AOR	8 / 2.6	2.0	2.0	0.9	1.5	169 / 9.6	6.1	4.7	8 / 171	WWKJ-F	
	WRKO	T	8 / 2.6	1.6	2.0	2.7	3.1	112 / 6.3	6.4	6.8	8 / 113	WRKO	
13	WMVY-F	AOR	7 / 2.3	4.9	3.6	2.7	3.1	122 / 6.9	10.8	9.0	11 / 186	WMVY-F	

12+ FM Share (Metro): 93.68% (252 of 269) (Spring 97: 94.01%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKPE-F	1 WCIB-F >	1 WCIB-F >>	1 WQRC-F >	1 WCIB-F	1 WCIB-F >>	1 WQRC-F >	1 WQRC-F	1 WCIB-F	1 WFCC-F	1 WQRC-F
	2 WRZE-F <	2 WQRC-F <	2 WOCN-F	2 WRZE-F	2 WPXC-F	2 WCIB-F <	2 WQRC-F	2 WQRC-F	2 WQRC-F	2 WCIB-F
3 WRZE-F >	3 WKPE-F <	3 WRZE-F	3 WXTK-F <	3 WQRC-F	3 WKPE-F	3 WXTK-F	3 WOCN-F <	3 WOCN-F	3 WRZE-F	3 WOCN-F
4 WCOD-F	4 WPXC-F	4 WPXC-F	4 WFCC-F	4 WCOD-F >>	4 WMVY-F	4 WOCN-F	4 WXTK-F	4 WXTK-F <	4 WOCN-F	4 WFCC-F >
	5 WPXC-F	5 WCOD-F	5 WCIB-F >>	5 WFCC-F >	WQRC-F	5 WRZE-F	5 WRZE-F	5 WRZE-F <	5 WXTK-F <	5 WRZE-F
6 WWKJ-F	6 WQRC-F	6 WKPE-F			6 WXTK-F	6 WFCC-F	6 WKPE-F <	6 WFCC-F	6 WCOD-F	6 WXTK-F
		WMVY-F				WWKJ-F	7 WFCC-F	7 WKPE-F	7 WCIB-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WYST-F AC	93.5	Harwichport	1.0 4.3 3 79

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCN-F AOR	104.1	Boston	1.0 4.7 3 88
WBMX-F AC	98.5	Boston	1.0 5.2 3 99
WBRU-F AOR-P	95.5	Providence	1.0 3.5 4 71
WBZ N/T	1030	Boston	1.6 7.5 5 141
WEEI SPRTS	850	Boston	1.3 6.1 4 117
WEGQ-F CL HITS	93.7	Lawrence	0.3 1.8 1 32
WFHN-F CHR	107.1	Fairhaven	0.7 3.4 2 81
WHJY-F AOR	94.1	Providence	0.3 2.4 1 45
WJMN-F CHR	94.5	Boston	1.0 6.1 3 108
WMJX-F AC	106.7	Boston	0.3 3.3 1 58
WODS-F O	103.3	Boston	0.7 3.6 2 64
WPLM-F J	99.1	Plymouth	2.0 6.5 7 119
WPRO-F CHR	92.3	Providence	0.3 1.8 1 35
WWLI-F SAC	105.1	Providence	0.3 2.4 2 53
WWRX-F CL AOR	103.7	Westerly, RI	0.3 2.4 2 63
WXKS-F CHR	107.9	Medford, MA	0.3 2.3 1 40
WZLX-F CL AOR	100.7	Boston	0.7 2.5 2 47

FM Stations

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

Notes: WCTK-F -- See New Bedford ... 3/98 WJCO-F changed from Standards to Jones Radio Networks' AC as WYST-F ("Star 93.5") ... 3/98 WOCN-F sold to Sandab (WQRC-F) for \$1,200,000 ... 5/98 WMVY-F sold by Communications Properties to Aritaur for \$1,000,000

CASPER, WY

Arbitron Rank: 267	Pop (12+): 51,800	Stations: 9 / 9	% Below Line: 0.0
Market TSL in Hours: 21.25		Diaries: 446/116:1/60.5%	% Not Listed: 7.5
Average Person Rating: 15.4		Sample Target: 400	Total Retail Sales: \$0.62 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
		1/4	Share									
1	KQLT-F	C	15 / 18.6	17.8	18.8		24.7	193 / 37.2	34.1	30.2	18 / 274	KQLT-F
2	KTRS-F	AC	13 / 16.2	14.2	13.8		9.9	164 / 31.6	29.5	34.4	18 / 260	KTRS-F
3	KMGW-F	AC	10 / 12.4	8.3	11.3		7.4	122 / 23.6	24.6	23.7	11 / 155	KMGW-F
	KASS-F	CL AOR	10 / 12.4	15.4	10.0		23.5	110 / 21.2	21.8	23.3	12 / 154	KASS-F
5	KTWO	C/FS	9 / 11.2	11.8	17.5		13.6	126 / 24.3	23.4	27.0	11 / 188	KTWO
6	KMLD-F	O	8 / 9.9	3.6				98 / 19.0	10.4		8 / 109	KMLD-F
7	KYOD-F	C	5 / 6.2	9.5	5.0			70 / 13.5	17.1	12.2	5 / 72	KYOD-F
8	KVOC	O	3 / 3.7	7.1	8.8		8.6	69 / 13.3	17.3	23.9	4 / 76	KVOC
9	KUYO	REL	1 / 1.2	1.2				13 / 2.4	2.4		2 / 32	KUYO

12+ FM Share (Metro): 82.43% (61 of 74) (Spring 97: 69.12%)

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

AM Stations

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

FM Stations

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

Notes: 2/98 KVOC sold to KASS-F/KQLT-F (price NA) . . . 6/98 KTRS-F/KYOD-F sold to KMLD-F for \$2,750,000 (McCoy)

CHAMPAIGN, IL

Arbitron Rank: 206	Pop (12+): 140,300	Stations: 20 / 11	% Below Line: 9.9
Market TSL in Hours: 19.75		Diaries: 567/247:1/60.9%	% Not Listed: 18.8
Average Person Rating: 15.2		Sample Target: 550	Total Retail Sales: \$1.44 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WIXY-F	C	37 / 17.4	18.5	15.5	15.3	323 / 23.0	27.5	25.5	62 / 671	WIXY-F
2	WDWS	T	20 / 9.4	9.8	10.0	9.0	241 / 17.1	19.9	18.5	24 / 303	WDWS
3	WLRW-F	CHR/AC	17 / 8.0	9.3	10.0	11.6	366 / 26.1	25.5	26.9	29 / 685	WLRW-F
4	WHMS-F	AC	14 / 6.6	7.2	6.7	4.8	249 / 17.8	16.5	17.5	21 / 373	WHMS-F
5	WKIO-F	O	13 / 6.1	7.2	5.0	6.9	246 / 17.5	17.9	14.1	26 / 480	WKIO-F
6	WQQB-F	CHR	12 / 5.6	5.7	5.0	3.7	318 / 22.7	5.7	5.0	19 / 451	WQQB-F
7	WGKC-F	CL AOR	10 / 4.7	3.6	5.6	3.2	232 / 16.5	16.0	15.1	13 / 305	WGKC-F
	WPGU-F	AOR-NR	10 / 4.7	7.2	5.0	7.4	239 / 17.0	20.5	16.8	12 / 310	WPGU-F
9	WBCP	B/AC	9 / 4.2	2.6	3.3	3.2	102 / 7.3	2.9	4.3	9 / 102	WBCP
	WZNF-F	AOR	9 / 4.2	3.1	2.8	3.7	174 / 12.4	12.3	7.5	16 / 305	WZNF-F
11	WLS	T	8 / 3.8	3.6	3.9	4.2	119 / 8.5	8.0	8.0	18 / 345	WLS

12+ FM Share (Metro): 75.72% (131 of 173) (Spring 97: 76.92%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXY-F	1 WIXY-F >	1 WIXY-F >	1 WIXY-F <	1 WIXY-F >	1 WIXY-F >	1 WIXY-F	1 WIXY-F >	1 WIXY-F >>	1 WIXY-F >	1 WIXY-F >
2 WLRW-F	2 WLRW-F >	2 WLRW-F <	2 WDWS >	2 WHMS-F	2 WLRW-F	2 WDWS	2 WKIO-F	2 WLRW-F	2 WQQB-F	2 WDWS
3 WPGU-F	3 WPGU-F	3 WHMS-F	3 WKIO-F	3 WKIO-F	3 WZNF-F	3 WLRW-F	WLRW-F	3 WDWS <	3 WBCP	3 WQQB-F >
4 WQQB-F	WHMS-F	WKIO-F >>	4 WLS	4 WLRW-F	4 WKIO-F	4 WHMS-F	4 WDWS <	4 WQQB-F	WPGU-F	4 WHMS-F
5 WGKC-F	5 WKIO-F	5 WZNF-F	WHMS-F	5 WQQB-F	5 WGKC-F	5 WZNF-F <	5 WHMS-F	WHMS-F <	5 WLRW-F	WLRW-F
	WHMS-F	6 WGKC-F	WDWS	6 WBCP	WHMS-F	6 WKIO-F <	6 WLS <	6 WKIO-F <	WDWS	6 WKIO-F
	WZNF-F >>	WZNF-F	WGKC-F	7 WLRW-F >	WPGU-F >	7 WLS <	7 WGKC-F	7 WGKC-F	WHMS-F >	WPGU-F
		WQQB-F	WQQB-F			8 WQQB-F		WPGU-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEBX-F AOR-P 93.5 Tuscola	0.5	2.5	1 39

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBM N 780 Chicago	0.5	1.7	1 61
WBNS-F CHR 101.5 Bloomington	0.5	2.0	2 64
WDNL-F AC 102.1 Danville	0.5	2.3	13 235
WGKY-F EZ 106.3 Gibson City	0.9	2.0	6 69
WGN FS/T 720 Chicago	1.4	4.8	10 230
WIAL-F C 99.1 Danville	1.4	4.4	13 265
WMVP T/SPRTS 1000 Chicago	0.5	1.9	2 60
WZNX-F AOR 106.7 Sullivan	0.5	2.5	21 346

AM Stations

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

FM Stations

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

Notes: WLS - See Chicago in the Spring 1998 American Radio ... 4/98 WBCP changed from Black to Black AC (ABC's "Touch" format)

CHARLOTTESVILLE, VA

Arbitron Rank: 223	Pop (12+): 123,800	Stations: 15 / 10	% Below Line: 5.8
Market TSL in Hours: 17.00		Diaries: 467/265: 1/50.0%	% Not Listed: 31.0
Average Person Rating: 12.6		Sample Target: 470	Total Retail Sales: \$1.44 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA		
		1/4	Share								AQH	Cume	
1	WCYK-F	C	20 / 12.9	12.7	16.3		10.0	242 / 19.5	17.1	21.1	26 / 290		WCYK-F
2	WINA	FS	15 / 9.7	10.9	8.1		8.2	253 / 20.5	21.2	17.5	15 / 271		WINA
3	WWWV-F	AOR	13 / 8.4	7.9	8.1		10.6	233 / 18.8	18.6	22.2	19 / 291		WWWV-F
4	WUVA-F	B/AC	11 / 7.1	8.5	4.4		1.2	140 / 11.3	15.4	8.6	12 / 181		WUVA-F
	WUMX-F	AC	11 / 7.1	3.0	5.6		10.0	181 / 14.6	10.3	13.4	12 / 186		WUMX-F
6	WQMZ-F	CHR/AC	8 / 5.1	6.7	6.3		11.8	251 / 20.3	19.0	18.9	9 / 281		WQMZ-F
	WKAV	ST	8 / 5.1	4.2	3.8		2.9	101 / 8.2	7.1	6.2	9 / 110		WKAV
8	WVSY-F	AC	5 / 3.2	3.6	3.1		2.4	79 / 6.4	8.5	8.1	6 / 105		WVSY-F
	WVAO-F	O	5 / 3.2	3.6	3.1		5.3	111 / 9.0	8.5	12.8	7 / 185		WVAO-F

12+ FM Share (Metro): 76.64% (82 of 107) (Spring 97: 75.68%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCHV B/AC 1260 Charlottesville	1.3	2.7	2 34

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBZU-F AOR-NR 106.5 Richmond	1.3	5.5	4 122
WJFK-F T/J 106.7 Manassas	0.6	2.4	2 56
WJMA-F C 96.7 Orange	1.3	2.7	12 191
WKJS-F B/AC 104.7 Crewe	1.9	3.4	3 57
WQPO-F CHR/AC 100.7 Harrisonburg	0.6	4.5	2 60

AM Stations

WINA 1070 5 kw (DA-N)	Full Service	CBS, ABC	Market 4	WKAV/WQMZ-F
WKAV 1400 1 kw	Standards		---	WINA/WQMZ-F

FM Stations

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

Notes: WUVA-F is LMA'd to WINA/WKAV/WQMZ-F

CHEYENNE, WY

Arbitron Rank: 264	Pop (12+): 63,900	Stations: 17 / 12	% Below Line: 7.6
Market TSL in Hours: 22.25		Diaries: 463/138:1/55.6%	% Not Listed: 12.4
Average Person Rating: 16.4		Sample Target: 400	Total Retail Sales: \$1.0 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA AQH / Cume	
		1/4	Share	97	97	96	96		97	97		
1	KIGN-F	AC	18 / 15.3	13.8	19.9		25.7	170 / 26.6	28.6	31.6	16 / 173	KIGN-F
2	KOLZ-F	C	15 / 14.3	19.7	16.6		10.5	158 / 24.7	19.7	16.6	16 / 158	KOLZ-F
3	KMUS-F	C	12 / 11.5	9.8	12.5		14.3	141 / 22.1	21.1	21.4	12 / 147	KMUS-F
4	KLEN-F	SAC	10 / 9.6	4.9	4.2		8.6	113 / 17.7	11.4	11.5	10 / 113	KLEN-F
5	KJJL	ST	6 / 5.7	2.9	3.3			57 / 8.9	8.9	7.6	6 / 58	KJJL
6	KFBC	T	5 / 4.8	8.8	7.5		7.6	81 / 12.7	16.3	17.2	5 / 81	KFBC
7	KIMX-F	AC/CHR	4 / 3.8	2.0	0.8			74 / 11.6	8.5	6.2	4 / 74	KIMX-F
	KZCY-F	AOR-NR	4 / 3.8	4.9				67 / 10.5	9.1		4 / 67	KZCY-F
	KRQU-F	AOR/CL	4 / 3.8	2.0	2.5		2.9	61 / 9.5	6.1	6.9	4 / 61	KRQU-F
	KRAE	O	4 / 3.8	3.9	2.5		3.8	56 / 8.7	10.3	8.5	4 / 56	KRAE

12+ FM Share (Metro): 77.17% (71 of 92) (Spring 97: 77.67%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIGN-F	1 KIGN-F >	1 KIGN-F >	1 KOLZ-F	1 KIGN-F	1 KIGN-F >	1 KOLZ-F	1 KIGN-F	1 KIGN-F <	1 KIGN-F	1 KOLZ-F
2 KOLZ-F >>	2 KOLZ-F >	2 KOLZ-F	2 KIGN-F	2 KOLZ-F	2 KOLZ-F	2 KIGN-F <	2 KOLZ-F <	2 KOLZ-F	2 KOLZ-F	2 KIGN-F >
3 KZCY-F >	3 KMUS-F	3 KLEN-F	KLEN-F	3 KLEN-F	KLEN-F	3 KMUS-F	3 KMUS-F <	3 KMUS-F	3 KLEN-F	3 KMUS-F
4 KIMX-F	4 KLEN-F >>	KMUS-F >>	KMUS-F >	KMUS-F >>>	KMUS-F >>	4 KLEN-F	4 KLEN-F >>	4 KLEN-F	4 KOA	4 KLEN-F
KLEN-F	5 KIMX-F	5 KFBC	5 KJJL			5 KFBC >	5 KGAB	5 KJJL	5 KBPI-F	5 KJJL
KMUS-F	KRQU-F	KRQU-F >					6 KJJL	6 KZCY-F	KJJL	KRQU-F
KRQU-F >>	KZCY-F >								KMUS-F >	KZCY-F >>

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KGAB	T	650 Orchard Valley	2.9	9.1	3 59
KRRR-F	O	99.9 Cheyenne	1.0	7.8	1 50

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBPI-F	AOR-NR	106.7	Denver	1.9	8.9	2 57
KIIX	ST	600	Wellington, CO	1.0	2.7	1 19
KOA	T/FS	850	Denver	1.9	8.4	2 58
KQKS-F	CHR	107.5	Lakewood, CO	1.9	6.4	2 41
KTCL-F	AOR-NR	93.3	Ft. Collins, CO	1.0	4.0	1 25

AM Stations

KFBC	1240	0.7 kw	Talk	ABC, 1-on-1, SBUSA	Eastman
KGAB	650	8.6 kw/0.5 kw (DA-N)	Talk	TARN, Westwd	Eastman Jacor Orchard Valley
KJJL	1370	1 kw/0.088 kw	Standards	CNN, Westwd	---
KRAE	1480	1 kw/0.064 kw	Oldies	CBS, Westwd, USA	Interep KZCY-F

FM Stations

KIGN	97.9	100 kw @ 580	AC		Katz Jacor
KIMX	105.5	2.2 kw @ 1027	AC/CHR	ABC	Allied Laramie
KLEN	106.3	3 kw @ -3	Soft AC		--- Jacor
KMUS	101.9	50 kw @ 492	Country		Christal Jacor Burns
KOLZ	100.7	100 kw @ 490	Country		Katz Jacor
KRQU	102.9	100 kw @ 1250	AOR/Classic AOR	Source, Westwd	--- Chapparral Laramie
KRRR	99.9	50 kw @ -20	Oldies		---
KZCY	104.9	6 kw @ 0	New Rock		--- KRAE

Notes: 4/98 KMUS-F sold to Jacor for \$1,200,000

CHICO, CA

Arbitron Rank: 189 Pop (12+): 172,000	Stations: 25 / 14	% Below Line: 16.2
Market TSL in Hours: 19.25	Diaries: 572/301:1/57.4%	% Not Listed: 20.8
Average Person Rating: 14.0	Sample Target: 560	Total Retail Sales: \$1.55 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
		1/4	Share									
1	KALF-F	C	21 / 8.7	8.0	9.4	8.9	9.0	272 / 15.8	18.9	17.3	39 / 465	KALF-F
2	KLRS-F	CHR	19 / 7.9	5.0	3.7	4.7	4.3	322 / 18.8	15.7	12.3	29 / 491	KLRS-F
3	KPAY	FS/T	17 / 7.1	8.4	8.2	8.5	10.3	212 / 12.3	13.1	16.1	24 / 313	KPAY
4	KRQR-F	AOR-P	16 / 6.7	6.3	5.7	6.6	9.0	299 / 17.4	16.1	15.6	27 / 510	KRQR-F
	KPPL-F	AC	16 / 6.7	7.6	4.5	6.6	4.3	224 / 13.0	14.6	9.9	20 / 335	KPPL-F
6	KMXI-F	AC	11 / 4.6	4.6	4.9	7.8	3.8	198 / 11.5	12.5	12.1	14 / 292	KMXI-F
7	KFBK	N/T	9 / 3.7	4.6	3.3	3.5	4.7	162 / 9.4	9.1	7.3	48 / 472	KFBK
8	KHSL-F	C	8 / 3.3	6.3	7.4	6.2	7.7	199 / 11.6	15.4	15.1	12 / 319	KHSL-F
	KJAZ	ST	8 / 3.3	2.9				117 / 6.8	4.7		14 / 178	KJAZ
10	KFMF-F	AOR	7 / 2.9	4.2	5.7	5.8	6.8	197 / 11.4	13.3	15.1	9 / 247	KFMF-F

12+ FM Share (Metro): 73.68% (140 of 190) (Spring 97: 78.95%)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
KCEZ-F	CL HITS	100.7	Coming	2.5	9.5	9	227
KKCY-F	C	103.1	Colusa	2.5	6.6	14	238
KMJE-F	AC	101.5	Gridley	2.1	5.7	14	238
KYIX-F	AC	104.9	S. Oroville	2.1	5.0	5	93
KZAP-F	CL AOR	96.7	Paradise	2.5	9.2	9	245

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KGO	T	810	San Francisco	2.5	5.3	8	162
KHTK	SPRTS	1140	Sacramento	0.4	1.9	2	77
KHYL-F	O	101.1	Auburn	0.4	2.7	6	193
KIOI-F	AC/CHR	101.3	San Francisco	0.4	2.3	2	75
KNBR	SPRTS	680	San Francisco	1.7	2.4	12	163
KNCQ-F	C	97.3	Redding	0.8	2.2	3	79
KSFM-F	CHR	102.5	Woodland	2.5	7.3	19	319
KSTE	T	650	Rancho Cordova	2.1	5.4	9	166
KWOD-F	AOR-NR	106.5	Sacramento	0.4	2.6	3	88
KYMX-F	SAC	96.1	Sacramento	1.2	2.5	5	82

AM Stations

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

FM Stations

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

Notes: KFBK -- See Sacramento in the Spring 1998 American Radio ... 3/98 KLRS-F changed from AC to CHR

COLUMBIA, MO

Arbitron Rank: 240 Pop (12+): 106,900	Stations: 15 / 12	% Below Line: 2.5
Market TSL in Hours: 20.00	Diaries: 464/230:1/55.6%	% Not Listed: 21.7
Average Person Rating: 15.1	Sample Target: 440	Total Retail Sales: \$1.69 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1 KFRU	FS/T	28 / 17.4	11.9	10.7	14.4	11.0	280 / 26.2	24.3	21.5	31 / 344	KFRU
2 KTXY-F	CHR	16 / 9.9	11.2	12.8	8.1	11.0	308 / 28.7	30.3	32.0	57 / 785	KTXY-F
KCLR-F	C	16 / 9.9	12.6	10.1	13.8	12.8	273 / 25.5	22.3	26.3	40 / 622	KCLR-F
4 KPLA-F	AC	14 / 8.7	10.4	6.7	5.0	7.0	261 / 24.4	18.7	20.8	29 / 429	KPLA-F
5 KOQL-F	O	11 / 6.8	3.7	4.0	3.1	5.2	197 / 18.4	12.5	13.6	23 / 353	KOQL-F
6 KBXR-F	AOR	10 / 6.2	6.0	4.0	5.0	6.4	144 / 13.4	14.5	13.8	10 / 146	KBXR-F
7 KFMZ-F	AOR-P	9 / 5.6	5.2	4.0	4.4	5.2	177 / 16.6	17.9	17.1	16 / 308	KFMZ-F
8 KCMQ-F	AOR-NR	8 / 5.0	6.7	7.4	8.1	11.6	134 / 12.5	17.7	23.7	19 / 309	KCMQ-F
9 KWWR-F	C	7 / 4.3	3.0	2.7	2.5	5.2	129 / 12.0	7.4	8.2	26 / 418	KWWR-F

12+ FM Share (Metro): 76.19% (96 of 126) (Spring 97: 84.35%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLSC-F AC 93.9 Fayette	0.6	5.5	2 107
KMFC-F REL 92.1 Centralia	0.6	3.2	2 60
KTGR C 1580 Columbia	0.6	2.1	1 22

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KJMO-F AC 100.1 Jefferson City	0.6	4.0	5 162
KRES-F C 104.7 Moberly	1.2	4.8	7 184
KWOS T 1240 Jefferson City	0.6	2.5	12 209

AM Stations

KFRU	1400	1 kw	Full Service/Talk	ABC, Westwd, CBS	---	Germond/Baugher
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FM Stations

KBXR	106.1	23 kw @ 722	AOR	CBS	---	Germond/Baugher	Ashland
KCLR	99.3	33.2 kw @ 591	Country		Banner	Zimmer	Boonville
KCMQ	96.7	18 kw @ 344	AOR-New Rock		Banner	Zimmer	
KFMZ	98.3	23.7 kw @ 712	AOR	ABC	Allied	Contemp. Media	
KOQL	102.3	2.2 kw @ 374	Oldies		---	Germond/Baugher	Ashland
KPLA	101.5	42 kw @ 1063	AC		---	Germond/Baugher	
KTXY	106.9	100 kw @ 1250	CHR	ABC	Mc-Guild	Zimmer, pend.	Jefferson City
KWWR	95.7	100 kw @ 995	Country	Westwd	---		Mexico

Notes: 3/98 KLSC-F changed from Classic AOR to AC . . . 6/98 License of KFMZ-F was revoked by the FCC

COOKEVILLE, TN

Arbitron Rank: 258 Pop (12+): 74,700
 Market TSL in Hours: 20.25
 Average Person Rating: 15.1

Stations: 18 / 9
 Diaries: 415/180: 1/58.2%
 Sample Target: 380

% Below Line: 21.4
 % Not Listed: 15.0
 Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WGSQ-F	C	26 / 23.1	26.6			312 / 41.8	47.0		71 / 764	WGSQ-F
2	WKXD-F	CHR/AC	18 / 16.0	13.7			201 / 26.9	26.2		36 / 499	WKXD-F
3	WNRQ-F	CL AOR	10 / 8.9	0.9			120 / 16.1	4.6		24 / 271	WNRQ-F
	WHUB	C	10 / 8.9	6.4			121 / 16.3	14.4		11 / 139	WHUB
5	WGIC-F	SAC	9 / 8.0	9.2			115 / 15.4	19.3		15 / 211	WGIC-F
6	WCSD-F	C	3 / 2.7	4.6			75 / 10.0	9.6		3 / 98	WCSD-F
	WRVW-F	CHR	3 / 2.7	1.8			84 / 11.3	10.0		8 / 179	WRVW-F
	WKDF-F	AOR-NR	3 / 2.7	4.6			84 / 11.2	12.6		12 / 217	WKDF-F

12+ FM Share (Metro): 85.42% (82 of 96) (Spring 97: NA)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBXE-F SAC 93.7 Baxter	1.8	7.8	2 96
WLIV C 920 Livingston	1.8	5.5	2 45
WLIV-F C 104.7 Monterey	0.9	3.8	1 28
WPTN T 780 Cookeville	0.9	2.4	2 23

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGFY-F CL AOR 104.5 Gallatine	0.9	5.6	3 88
WRMX-F O 96.3 Murfreesboro	1.8	5.5	6 178
WSIX-F C 97.9 Nashville	0.9	2.9	5 149
WSM C/F 650 Nashville	0.9	2.8	3 57
WSM-F C 95.5 Nashville	0.9	4.2	6 216
WWTN-F T 99.7 Manchester	1.8	5.6	7 127

AM Stations

WHUB 1400 1 kw	Classic Country	CBS, JRN	Clr Chnl	Clear Channel
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FM Stations

WCSD 95.9 20 kw @ 784	Country	AP	---	WBXE-F/WLIV-AF	Livingston
WGIC 98.5 50 kw @ 492	Soft AC	JRN	Clr Chnl	Clear Channel	
WGSQ 94.7 100 kw @ 1319	Country	ABC	Clr Chnl	Clear Channel	
WKXD 106.9 23 kw @ 735	CHR/AC	ABC	---		Monterey

Notes: Other ranked stations -- See Nashville in the Fall 1997 American Radio

DANBURY, CT

Arbitron Rank: 191	Pop (12+): 168,800	Stations: 40 / 5	% Below Line: 54.1
Market TSL in Hours: 20.50		Diaries: 614/275:1/52.4%	% Not Listed: 19.5
Average Person Rating: 15.5		Sample Target: 580	Total Retail Sales: \$2.76 Bil

12+ Metro	Format	Spring 98		Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
		1/4	Share									
1	WDAQ-F	AC	24 / 9.2	13.9	13.4	14.0	15.6	363 / 21.5	25.0	25.5		WDAQ-F
2	WRKI-F	AOR	20 / 7.7	7.3	5.3	6.4	8.0	267 / 15.8	19.5	17.3		WRKI-F
	WEZN-F	SAC	20 / 7.7	7.7	7.7	5.9	7.2	332 / 19.7	21.1	19.2		WEZN-F
4	WLAD	FS	17 / 6.5	8.1	6.9	7.2	6.5	245 / 14.5	20.0	19.6		WLAD
5	WFAN	SPRTS	10 / 3.8	5.5	4.9	7.2	5.1	221 / 13.1	16.3	13.0		WFAN
6	WEBE-F	AC	9 / 3.4	3.3	2.4	3.0	2.2	170 / 10.1	11.9	8.4		WEBE-F
7	WWYZ-F	C	8 / 3.1	2.2	6.1	3.0	4.7	156 / 9.2	6.8	9.3		WWYZ-F
8	WKSS-F	CHR	7 / 2.7	1.1	0.8	0.8	0.7	118 / 7.0	6.1	5.7		WKSS-F
	WCBS	N	7 / 2.7	4.4	4.9	3.0	3.6	225 / 13.3	16.5	18.0		WCBS

12+ FM Share (Metro): 74.27% (153 of 206) (Spring 97: 72.09%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAXB-F	O	105.5	Patterson, NY 2.3 8.9
WREF	ST	850	Ridgefield 0.8 2.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York 2.3 6.2
WALK-F	AC	97.5	Patchogue, NY 0.4 1.5
WBLI-F	AC/CHR	106.1	Patchogue, NY 0.4 2.3
WCBS-F	O	101.1	New York 0.8 2.9
WCCC-F	AOR	106.9	Hartford 1.5 3.1
WDRC-F	O	102.9	Hartford 1.5 6.3
WEFX-F	CL HITS	95.9	Norwalk 1.1 4.0
WHCN-F	CL AOR	105.9	Hartford 0.4 1.8
WHTZ-F	CHR	100.3	Newark, NJ 1.1 5.5
WHUD-F	AC	100.7	Peekskill, NY 0.8 2.6
WICC	FS	600	Bridgeport 1.9 3.0
WKCI-F	CHR	101.3	Hamden 1.1 5.8
WKTU-F	CHR/U	103.5	Lk. Success, NY 0.4 1.7
WLTW-F	SAC	106.7	New York 0.8 2.1
WMRQ-F	AOR-NR	104.1	Waterbury 2.3 10.0
WNEW-F	CL AOR	102.7	New York 1.1 2.1
WOR	T	710	New York 1.5 5.2
WPDH-F	CL AOR	101.5	Poughkeepsie, NY 0.4 1.9
WPLJ-F	CHR/AC	95.5	New York 2.3 5.4
WPLR-F	AOR	99.1	New Haven 1.1 4.4
WQCD-F	J	101.9	New York 0.8 2.2
WQEW	ST	1560	New York 0.8 2.9
WQHT-F	U/CHR	97.1	New York 1.5 4.2
WQXR-F	CL	96.3	New York 0.8 2.7
WRCH-F	SAC	100.5	New Britain 0.4 2.3
WSKQ-F	SP	97.9	New York 0.4 1.8
WSPK-F	CHR	104.7	Poughkeepsie, NY 0.8 4.4
WXRK-F	T/NR	92.3	New York 1.5 6.1
WZMX-F	CL HITS	93.7	Hartford 0.4 2.2

AM Stations

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

FM Stations

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

Notes: Other ranked stations -- See Bridgeport, Hartford or New York in the Spring 1998 American Radio . . . There is no TSA for the market

DOTHAN, AL

Arbitron Rank: 181	Pop (12+): 179,700	Stations: 27 / 20	% Below Line: 14.0
Market TSL in Hours: 19.75		Diaries: 670/268:1/59.6%	% Not Listed: 13.7
Average Person Rating: 14.6		Sample Target: 590	Total Retail Sales: \$1.9 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA	
		1/4	Share								AQH / Cume	
1	WDJR-F	C	37 / 14.1	16.9	12.6	13.1	10.7	437 / 24.3	21.9	24.2	63 / 789	WDJR-F
2	WKMX-F	AC/CHR	27 / 10.3	8.1	9.4	8.4	11.1	409 / 22.8	23.3	28.9	42 / 733	WKMX-F
3	WTVY-F	C	26 / 9.9	9.9	15.5	13.4	13.7	425 / 23.7	23.1	28.0	54 / 815	WTVY-F
4	WJUN-F	B	19 / 7.2	5.5	5.2	7.3	8.1	263 / 14.7	11.1	10.4	29 / 381	WJUN-F
	WZHT-F	B	19 / 7.2	5.5	8.1	5.8	8.1	289 / 16.1	12.2	15.1	48 / 556	WZHT-F
6	WESP-F	CL HITS	15 / 5.7	6.3	4.5	5.1	4.1	207 / 11.5	15.8	10.4	19 / 292	WESP-F
7	WOOF-F	AC	14 / 5.3	9.9	10.7	9.8	14.1	275 / 15.3	21.0	20.1	23 / 479	WOOF-F
8	WRJM-F	SAC	13 / 4.9	4.4	3.2	5.4	3.3	187 / 10.4	7.8	8.5	18 / 300	WRJM-F
9	WYYX-F	AOR	8 / 3.0	2.6	2.3	2.5		142 / 7.9	8.1	10.7	15 / 292	WYYX-F
	WIZB-F	REL-CC	7 / 2.7	1.8	1.6	1.5	2.2	114 / 6.3	4.9	6.3	7 / 133	WIZB-F

12+ FM Share (Metro): 95.59% (217 of 227) (Spring 97: 98.85%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKMX-F	1 WKMX-F	1 WDJR-F <	1 WTVY-F	1 WDJR-F	1 WESP-F	1 WDJR-F	1 WDJR-F	1 WDJR-F >	1 WDJR-F	1 WDJR-F
2 WDJR-F	WDJR-F >	2 WKMX-F	WDJR-F >	2 WKMX-F	2 WKMX-F	2 WKMX-F	2 WKMX-F	2 WKMX-F	2 WJUN-F <	2 WTVY-F <
3 WJUN-F	3 WESP-F	3 WESP-F	3 WRJM-F <	3 WOOF-F	3 WDJR-F	3 WTVY-F >	3 WTVY-F >	3 WTVY-F <	3 WZHT-F	3 WZHT-F
4 WZHT-F	4 WJUN-F	4 WTVY-F	4 WESP-F	4 WZHT-F	4 WTVY-F	4 WESP-F	4 WOOF-F <	4 WJUN-F	4 WTVY-F	4 WJUN-F <
5 WOOF-F	WZHT-F	5 WOOF-F	5 WKMX-F	5 WTVY-F	5 WYYX-F	WJUN-F	5 WZHT-F	5 WZHT-F	5 WKMX-F	5 WKMX-F
	6 WTVY-F	WZHT-F	6 WOOF-F	6 WJUN-F	6 WZHT-F	6 WOOF-F <	WRJM-F	6 WESP-F	6 WESP-F	6 WRJM-F <
	WOOF-F >	7 WJUN-F >	7 WZHT-F	7 WESP-F	WJUN-F	7 WZHT-F	7 WJUN-F <	7 WOOF-F <	7 WIZB-F	7 WESP-F
							8 WESP-F >>	8 WRJM-F >		WOOF-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WAGF	B/G	1320	Dothan	0.8	2.0	2 35
WAGF-F	B/AC	101.3	Dothan	1.9	5.6	5 127
WBCD-F	CHR	105.3	Headland	2.3	5.2	6 109
WOOF	SPRTS	560	Dothan	0.8	2.8	2 53
WQZK-AF	EZ	900	Ozark	2.3	3.4	6 68
WQLS-F	C/O	103.9	Ozark	0.4	2.8	1 58
WWNT	N/T	1450	Dothan	0.8	1.7	2 30
WXUS-F	O	100.5	Ft. Rucker	1.9	3.8	5 78
WYDA-F	CHR	101.7	Graceville	0.4	2.0	2 69
WZTZ-F	C	101.1	Elba	0.8	2.8	2 51

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBBK-F	C	93.1	Blakely, GA	0.8	3.0	4 110
WDRK-F	AOR	107.9	Panama City, FL	0.8	3.7	4 143
WFSY-F	AC	98.5	Panama City, FL	0.8	2.6	27 316
WMGR-F	AC	97.3	Bainbridge, GA	0.4	3.3	7 194
WQLD-F	O	104.3	Luverne	1.1	2.6	7 151

FM Stations

WDJR	96.9	100 kw @ 1027	Country	Mc-Guild	Holladay	Enterprise
WESP	102.5	10 kw @ 461	Classic Hits	---		
WIZB	94.3	19.5 kw @ 371	Contemp. Christian	Source		Abbeville
WJUN	92.1	2.55 kw @ 499	Black	AURN	WAGF-AF	Columbia
WKMX	106.7	100 kw @ 1068	AC/CHR	Westwd	Mc-Guild	Enterprise
WOOF	99.7	100 kw @ 984	AC		Christal	WOOF
WQLS	103.9	25 kw @ 292	Oldies	CNN	Katz	WTVY
WRJM	93.7	100 kw @ 853	Soft AC	USA	---	Geneva
WTVY	95.5	100 kw @ 1059	Country	ABC	Katz	WQLS-AF
WXUS	100.5	2.8 kw @ 476	Oldies	AP	---	Ft. Rucker

Notes: Other ranked stations - See Panama City, FL in this book or Montgomery in the Spring 1998 American Radio . . . 4/98 WBCD-F changed from Westwood One Oldies to CHR as "Z-103.5" . . . 5/98 WGZS/WIZB-F sold for \$540,000

DUBUQUE, IA

Arbitron Rank: 217 Pop (12+): 132,600
 Market TSL in Hours: 24.00
 Average Person Rating: 18.3

Stations: 28 / 13
 Diaries: 575/231:1/62.7%
 Sample Target: 540

% Below Line: 13.2
 % Not Listed: 10.7
 Total Retail Sales: \$1.53 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1 KLYV-F	CHR	31 / 12.8	10.6	10.7	11.5	9.0	387 / 29.2	24.7	26.3	40 / 518	KLYV-F
2 KATF-F	AC	27 / 11.1	11.4	11.9	11.1	12.0	411 / 31.0	28.9	27.6	35 / 532	KATF-F
3 WJOD-F	C	21 / 8.6	10.6	8.2	15.0	7.3	280 / 21.1	20.0	20.9	25 / 320	WJOD-F
4 KDTH	FS	20 / 8.2	9.7	8.2	9.0	10.3	261 / 19.7	23.9	22.1	20 / 276	KDTH
5 KGRR-F	CL HITS	18 / 7.4	4.8	4.9	6.4	5.6	213 / 16.1	15.3	14.5	22 / 279	KGRR-F
6 WGLR-AF	C	17 / 7.0	4.0	7.4	4.7	3.8	133 / 10.0	7.5	9.2	18 / 138	WGLR-AF
7 KIKR-F	C	14 / 5.8	4.8	8.2	4.7	5.6	227 / 17.1	13.6	17.0	17 / 268	KIKR-F
8 KXGE-F	CL AOR	12 / 4.9	4.8	5.3	6.0	4.7	176 / 13.3	10.4	13.3	12 / 189	KXGE-F
9 KDST-F	C	7 / 2.9	1.8	2.5	1.7	3.4	55 / 4.1	2.9	5.0	13 / 126	KDST-F
WDBQ	FS/T	7 / 2.9	4.0	2.9	2.6	2.6	134 / 10.1	11.8	11.1	7 / 134	WDBQ

12+ FM Share (Metro): 78.34% (170 of 217) (Spring 97: 80.47%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WPVL ST 1590 Platteville, WI	2.1	4.5	6 75
WPVL-F O 107.1 Platteville, WI	2.1	3.0	6 77

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFMW-F AOR 107.9 Waterloo	2.5	5.2	18 209
KMXG-F AC 96.1 Clinton	0.4	2.6	2 65
KOEL-F C 92.3 Oelwein	1.2	4.1	9 174
KOKZ-F O 105.7 Waterloo	0.4	1.9	6 113
KUJL-F O 101.3 E. Moline	0.4	2.2	3 58
WCCL-F C 100.3 Savanna, IL	0.8	2.4	2 53
WDMP C 810 Dodgeville, WI	0.4	1.1	1 28
WDMP-F C 99.3 Dodgeville, WI	0.4	1.3	15 132
WEKZ-F AC 93.7 Monroe	0.8	1.5	5 77
WGN FS/T 720 Chicago	2.1	5.0	6 90
WIZM-F CHR 93.3 La Crosse, WI	0.4	2.1	3 108
WMT FS 600 Cedar Rapids	2.1	8.6	21 297
WOLX-F O 94.9 Baraboo, WI	0.4	3.6	6 151
WPRE-AF C 980 Prairie du Chien	0.8	1.9	8 85

AM Stations

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

FM Stations

KATF	92.9	100 kw @ 470	AC	CBS	Eastman	Woodward
KDST	99.3	3 kw @ 300	Country	ABC	—	Dyersville
KGRR	97.3	19 kw @ 380	Classic Hits	—	—	Epworth
KIKR	103.3	6.6 kw @ 643	Country	JRN	Allied	Cumulus, pend.
KLYV	105.3	50 kw @ 330	CHR	Westwd	Banner	Cumulus, pend.
KXGE	102.3	2.4 kw @ 410	Classic AOR	Westwd	D&R	Cumulus, pend.
WGLR	97.7	3.9 kw @ 235	Country	ABC	—	Morgan Murphy
WJOD	107.5	6 kw @ 328	Country	Westwd	D&R	Cumulus, pend.
						Galena, IL

Notes:

EAU CLAIRE, WI

Arbitron Rank: 231	Pop (12+): 118,400	Stations: 20 / 13	% Below Line: 10.3
Market TSL in Hours: 21.75		Diaries: 603/196:1/67.0%	% Not Listed: 10.8
Average Person Rating: 16.4		Sample Target: 490	Total Retail Sales: \$1.7 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA AQH / Cume	
		1/4	Share	97	97	96	96		97	97		
1	WAXX-F	C	28 / 14.4	20.2	21.6	20.8	18.1	355 / 30.0	35.0	36.6	92 / 1115	WAXX-F
2	WQRB-F	C	26 / 13.4	10.1	11.6	17.8	16.7	324 / 27.4	25.0	29.0	35 / 470	WQRB-F
3	WIAL-F	CHR/AC	25 / 12.9	11.7	11.6	8.4	10.3	396 / 33.5	32.2	34.7	35 / 594	WIAL-F
4	WBIZ-F	CHR	13 / 6.7	6.4	6.0	7.9	8.3	310 / 26.2	30.8	29.0	21 / 502	WBIZ-F
	WMEQ-F	CL AOR	13 / 6.7	4.3	7.5	3.0	2.9	228 / 19.2	14.2	12.7	24 / 397	WMEQ-F
6	WATQ-F	C/O	11 / 5.7	5.9	1.0			145 / 12.2	10.5	2.4	18 / 291	WATQ-F
7	WECL-F	O	10 / 5.2	6.9	7.0	6.9	6.9	219 / 18.5	15.7	17.1	18 / 254	WECL-F
8	WISM-F	CL AOR	9 / 4.6	4.8	5.0	4.4	6.9	173 / 14.6	12.2	13.1	10 / 208	WISM-F
9	WCFW-F	SAC	8 / 4.1	3.2	2.0	3.5	2.5	106 / 9.0	10.2	6.4	9 / 155	WCFW-F
10	WEAQ	ST	7 / 3.6	3.2	4.0	4.9	4.4	78 / 6.6	6.0	7.0	8 / 86	WEAQ
11	WAYY	T	6 / 3.1	2.1	2.5	4.9	6.4	111 / 9.3	6.6	11.6	6 / 129	WAYY

12+ FM Share (Metro): 87.86% (152 of 173) (Spring 97: 87.79%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBIZ	SPRTS	1400	Eau Claire	2.1	6.8	4 80
WEIO	AOR	1050	Eau Claire	0.5	1.3	1 16
WWIB-F	REL	103.7	Hallie	1.5	3.6	6 115

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDWB-F	CHR	101.3	Minneapolis	1.0	3.3	7 134
KQRS-F	CL AOR	92.5	Golden Valley, MN	0.5	1.7	5 84
KXXR-F	AOR	93.7	Minneapolis	0.5	3.0	13 135
WCCN-F	CL AOR	107.5	Neillsville	1.0	4.6	7 135
WCCO	FS	830	Minneapolis	0.5	2.4	6 103
WMEQ	T	880	Menomonie	1.0	3.6	8 120

AM Stations

WAYY	790	5 kw (DA-1)	Talk	ABC, ESPN	Katz	Nelson	
WEAQ	1150	5 kw (Days)	Standards	ABC	Katz	Nelson	Chippewa Falls

FM Stations

WATQ	106.7	35 kw @ 584	Classic Country		---	Phillips	Chetek
WAXX	104.5	100 kw @ 1830	Country	ABC	Katz	Nelson	
WBIZ	100.7	100 kw @ 740	CHR		O'Mally	Phillips	
WCFW	105.5	3 kw @ 300	Soft AC	AP	---		Chippewa Falls
WECL	92.9	3.3 kw @ 446	Oldies	Westwd	Katz	Nelson	Elk Mound
WIAL	94.1	85 kw @ 350	CHR/AC		Katz	Nelson	
WISM	98.1	25 kw @ 279	Classic AOR		---		Altoona
WMEQ	92.1	5.3 kw @ 465	Classic AOR	Westwd	Katz	Phillips	Menomonie
WQRB	95.1	7.8 kw @ 561	Country		---	Phillips	Bloomer

Notes:

ELMIRA-CORNING, NY

Arbitron Rank: 197	Pop (12+): 157,600	Stations: 22 / 16	% Below Line: 7.5
Market TSL in Hours: 18.75		Diaries: 430/367:1/59.2%	% Not Listed: 20.1
Average Person Rating: 13.6		Sample Target: 410	Total Retail Sales: \$1.66 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	WNKI-F	CHR/AC	28 / 13.1	13.2	10.3	12.0	9.3	440 / 27.9	31.8	24.2	37 / 607	WNKI-F
2	WCKR-F	C	23 / 10.7	2.1	3.1	4.4	7.3	138 / 8.8	4.9	7.6	25 / 168	WCKR-F
3	WLKY-F	CHR	18 / 8.4	11.5	8.1	9.8	9.7	320 / 20.3	21.7	18.1	23 / 386	WLKY-F
4	WVIN-F	AC	15 / 7.0	4.3	4.0	3.6	3.2	182 / 11.5	8.0	8.5	15 / 182	WVIN-F
5	WOKN-F	C	14 / 6.5	5.1	5.8	8.0	6.9	180 / 11.4	13.7	13.6	16 / 250	WOKN-F
6	WPGI-F	C	9 / 4.2	6.8	5.8	5.8	6.1	147 / 9.3	11.6	14.9	10 / 186	WPGI-F
7	WCBA-F	AC	7 / 3.3	2.6	1.3	2.2	2.0	90 / 5.7	5.6	5.4	7 / 104	WCBA-F
	WENY-F	AC	7 / 3.3	5.6	6.7	4.0	4.0	165 / 10.5	12.5	13.4	7 / 174	WENY-F
9	WKPK-F	CHR	6 / 2.8	5.1	6.7	4.9	4.9	128 / 8.1	9.2	8.7	10 / 184	WKPK-F
	WGMM-F	O	6 / 2.8	3.8	3.6	3.6	2.8	141 / 8.9	13.4	10.4	12 / 202	WGMM-F
11	WENY	T	5 / 2.3	1.7	1.8	3.1	1.2	93 / 5.9	5.1	4.6	5 / 106	WENY
	WCBA	ST	5 / 2.3	1.7	0.9	2.2	1.6	49 / 3.1	4.0	4.0	5 / 63	WCBA

12+ FM Share (Metro): 88.30% (151 of 171) (Spring 97: 91.08%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEHH ST	1590	0.9	2.3
WELM SPRTS	1410	0.9	3.7
WPHD-F CLAOR	94.7	1.9	5.5
WWLZ T	820	1.9	5.1
			2 36
			3 72
			5 126
			6 140

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHAM FS	1180	0.9	2.1
WHGL-F C	100.3	1.4	4.4
WNGZ-F CLAOR	104.9	1.9	4.5
WNUC-F C	107.7	1.4	5.0
WNVE-F AOR-NR	95.1	1.4	4.0
WQNY-F C	103.7	0.5	2.2
			3 61
			20 351
			4 80
			12 176
			3 63
			1 55

AM Stations

WCBA	1350	1 kw/0.037 kw	Standards	CNN, Westwd	Roslin	Coming
WENY	1230	1 kw	Talk	Westwd	Mc-Guild Green	

FM Stations

WCBA	98.7	2 kw @ 393	AC	CNN, Westwd	Roslin	WCBA/WGMM-F	Coming
WCKR	92.1	1.26 kw @ 510	Country	USA	—	WLEA	Hornell
WENY	92.7	1.2 kw @ 716	AC	Westwd, JRN	Mc-Guild	Green	
WGMM	97.7	1.3 kw @ 482	Oldies	ABC	Roslin	WCBA-AF	Big Flats
WKPK	105.3	43 kw @ 530	CHR	ABC	—		Hornell
WLKY	94.3	1.75 kw @ 497	CHR	CBS, Westwd	Allied	Pembroke	
WNKI	106.1	50 kw @ 492	CHR/AC	Westwd	—	SabreCom	Coming
WOKN	99.5	2.65 kw @ 489	Country		Allied	Pembroke	Southport
WPGI	100.9	3 kw @ 245	Country	ABC	Christal	SabreCom	Horseheads
WVIN	98.3	2.75 kw @ 341	AC	CBS	Allied	Pembroke	Bath

Notes: 4/98 WVIN-F changed from Oldies to AC

FAYETTEVILLE (NW Arkansas)

Arbitron Rank: 155	Pop (12+): 226,700	Stations: 16 / 15	% Below Line: 0.7
Market TSL in Hours: 18.00		Diaries: 595/381:1/52.6%	% Not Listed: 16.7
Average Person Rating: 15.7		Sample Target: 590	Total Retail Sales: \$2.7 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KKIX-F	C	47 / 15.4	17.3	16.7	19.7	662 / 29.2	28.4	26.0	59 / 848	KKIX-F
2	KEZA-F	AC	32 / 10.5	8.5	11.8	13.0	492 / 21.7	20.3	23.3	48 / 721	KEZA-F
3	KJEM-F	CL AOR	28 / 9.2	5.3	1.5	2.0	395 / 17.4	9.1	5.1	36 / 497	KJEM-F
	KMCK-F	CHR	28 / 9.2	7.6	12.7	8.7	482 / 21.3	22.2	26.2	32 / 595	KMCK-F
5	KMXF-F	AC/CHR	27 / 8.8	4.4	3.4	4.3	502 / 22.1	14.9	12.1	42 / 669	KMXF-F
6	KBVA-F	ST	18 / 5.9	5.3	4.3	9.0	275 / 12.1	12.0	9.1	23 / 356	KBVA-F
7	KAMO-F	O	17 / 5.6	4.1	1.5	5.0	267 / 11.8	11.0	7.4	27 / 426	KAMO-F
8	KFAY-F	C	13 / 4.3	3.8	3.1	1.3	222 / 9.8	9.9	7.8	17 / 286	KFAY-F
9	KFAY	N/T	11 / 3.6	5.6	5.0	3.3	200 / 8.8	9.5	8.8	13 / 229	KFAY
10	KKEG-F	AOR/CL	10 / 3.3	7.9	8.7	7.0	283 / 12.5	16.7	19.4	10 / 287	KKEG-F

12+ FM Share (Metro): 92.16% (235 of 255) (Spring 97: 91.89%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KBRS-F	AOR-NR	104.9	Springdale	2.6	9.5	9	254	KRMG	FS	740	Tulsa	0.7	2.4	3	92
KDAB-F	G	94.9	Prairie Grove	1.6	5.0	10	202								
KREB-F	SPRTS	99.5	Huntsville	0.7	1.8	2	40								
KURM	N/T	790	Rogers	2.3	5.0	8	131								

AM Stations

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

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

Notes:

FLORENCE, SC

Arbitron Rank: 198 Pop (12+): 157,100
 Market TSL in Hours: 19.00
 Average Person Rating: 13.7

Stations: 20 / 14
 Diaries: 608/258:1/52.2%
 Sample Target: 550

% Below Line: 9.3
 % Not Listed: 17.1
 Total Retail Sales: \$1.86 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	WYNN	B/G	28 / 13.0	11.3	9.6	14.0	16.3	244 / 15.6	15.5	14.0	30 / 291	WYNN
2	WYNN-F	B	27 / 12.5	12.5	10.5	14.9	9.8	336 / 21.4	24.5	22.7	34 / 614	WYNN-F
3	WJMX-F	CHR	24 / 11.1	11.7	7.4	8.3	6.9	373 / 23.7	25.8	19.1	35 / 619	WJMX-F
4	WHLZ-F	C	15 / 6.9	4.0	4.8	8.3	8.6	228 / 14.5	12.5	13.7	18 / 301	WHLZ-F
5	WSQN-F	B/O	11 / 5.1	5.7	3.5	4.8	2.9	166 / 10.6	12.8	9.9	14 / 231	WSQN-F
	WDAR-F	C	11 / 5.1	5.3	4.8	3.9	4.5	225 / 14.3	12.8	11.9	12 / 269	WDAR-F
7	WEGX-F	C	10 / 4.6	5.7	5.7	5.7	8.6	203 / 12.9	11.7	11.0	19 / 310	WEGX-F
8	WWDM-F	B	8 / 3.7	5.3	7.0	7.0	7.8	215 / 13.7	15.3	18.2	20 / 402	WWDM-F
	WJMX	N/T	8 / 3.7	2.4	2.6	3.5	2.4	91 / 5.8	7.5	7.6	8 / 113	WJMX
10	WHSC-F	O	6 / 2.8	2.8	2.2	2.6	3.7	128 / 8.1	8.3	5.7	7 / 174	WHSC-F
	WMXT-F	AC/CHR	6 / 2.8	3.2	3.0	3.1	3.7	166 / 10.6	11.1	9.6	8 / 178	WMXT-F
12	WWFN-F	O	5 / 2.3	1.6	3.5	1.3	1.6	100 / 6.4	5.8	8.5	5 / 100	WWFN-F

12+ FM Share (Metro): 78.21% (140 of 179) (Spring 97: 84.41%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYNN-F	1 WJMX-F <	1 WJMX-F	1 WYNN >	1 WYNN >	1 WJMX-F	1 WJMX-F	1 WYNN	1 WYNN-F	1 WYNN-F >	1 WYNN <
	WJMX-F >>	WYNN <	2 WHLZ-F	2 WSQN-F	2 WYNN-F >>	2 WYNN >	2 WJMX-F	2 WJMX-F >	2 WYNN	2 WYNN-F >
3 WYNN	3 WYNN >	3 WYNN-F	3 WYNN-F <	3 WYNN-F >	3 WHLZ-F	3 WYNN-F	3 WYNN <	3 WYNN <	3 WJMX-F >	3 WJMX-F >
4 WWDM-F	4 WSQN-F	4 WSQN-F	4 WSQN-F	4 WEGX-F	4 WSQN-F	4 WHLZ-F	4 WHLZ-F >	4 WHLZ-F	4 WDAR-F	4 WSQN-F
5 WMXT-F	WHLZ-F >	5 WHLZ-F	WJMX-F	WHLZ-F	WEGX-F	5 WDAR-F	5 WEGX-F <	5 WSQN-F	WWDM-F	5 WHLZ-F
	WHSC-F >	6 WEGX-F	6 WEGX-F	WJMX-F	WHSC-F	WEGX-F >	6 WJMX	6 WJMX	6 WSQN-F	6 WWDM-F
		7 WMXT-F	7 WDAR-F	7 WMXT-F	WJMX	7 WSQN-F	7 WDAR-F <	7 WDAR-F	7 WHLZ-F	7 WDAR-F
			WJMX	WWFN-F	WYNN	WMXT-F	8 WSQN-F	WWDM-F	WHSC-F	WEGX-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBZF-F AOR-NR	100.5	Marion	1.4 6.6 3 121
WCMG-F B/AC	94.3	Marion	0.9 5.2 11 248
WOLS ST/REL	1230	Florence	1.4 2.9 3 46

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WSTS-F G	100.9	Fairmont, NC	1.4 3.0 9 114
WWKT-F B/O	99.3	Kingtree	0.5 2.0 1 39
WWXM-F CHR	97.7	Georgetown	1.9 4.8 11 211
WYAV-F AOR/CL	104.1	Myrtle Beach	1.4 4.2 6 85
WZFX-F B	99.1	Whiteville, NC	0.5 2.5 19 342

AM Stations

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

FM Stations

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

Notes: Other ranked stations -- See Myrtle Beach or, in the Spring 1998 American Radio, Columbia, SC . . . 2/98 WHSC-AF sold by GHB to Cumulus \$700,000 (Bergner) . . . 3/98 WMXT-F/WBZF-F/WWFN-F sold to Cumulus for \$3,800,000 (MVP) . . . 4/98 WCMG-F sold to Cumulus for \$525,000 . . . 4/98 WSEA-F (CP) sold to Cumulus for \$1,300,000 (Amer. Media Svcs) . . . 8/98 WGSS-F (94.1; Kingtree) began operation, simulcasting co-owned WSQN-F

FORT COLLINS-GREELEY, CO

Arbitron Rank: 134	Pop (12+): 286,000	Stations: 32 / 10	% Below Line: 58.9
Market TSL in Hours: 20.75		Diaries: 687/416:1/52.7%	% Not Listed: 16.1
Average Person Rating: 15.6		Sample Target: 620	Total Retail Sales: \$3.58 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume
		1/4	Share								
1	KRFX-F	CL AOR	37 / 8.3	6.7				554 / 19.4	14.7		KRFX-F
2	KALC-F	AC/CHR	28 / 6.3	4.5				505 / 17.7	20.0		KALC-F
3	KTRR-F	AC/CHR	25 / 5.6	3.0				350 / 12.2	9.4		KTRR-F
4	KUAD-F	C	23 / 5.1	8.0				454 / 15.9	17.1		KUAD-F
5	KOA	T/FS	22 / 4.9	6.5				414 / 14.5	20.0		KOA
	KXKL-F	O	22 / 4.9	4.0				452 / 15.8	13.2		KXKL-F
7	KBPI-F	AOR-NR	19 / 4.3	4.0				335 / 11.7	10.2		KBPI-F
8	KQKS-F	CHR	17 / 3.8	2.7				298 / 10.4	10.1		KQKS-F
	KOSI-F	SAC	17 / 3.8	3.7				364 / 12.7	11.1		KOSI-F
10	KGLL-F	C	14 / 3.1	3.2				241 / 8.4	9.4		KGLL-F
	KTCL-F	AOR-NR	14 / 3.1	2.5				307 / 10.7	8.0		KTCL-F
	KPAW-F	AC	14 / 3.1	4.2				285 / 10.0	11.2		KPAW-F

12+ FM Share (Metro): 78.93% (296 of 375) (Spring 97: NA)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
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KCOL	N/T	1410	Ft. Collins	0.9	2.4
KEZZ	ST	1470	Estes Park	0.9	1.4
KFKA	T	1310	Greeley	1.6	3.9
KGRE	SP	1450	Greeley	1.8	2.3
KIIX	ST	600	Wellington	2.5	4.4
KVVS	SP	1170	Windsor	0.4	1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
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KBCO-F	AOR-P	97.3	Boulder	2.5	8.6
KCKK-F	C	104.3	Longmont	2.7	9.3
KHIH-F	J	95.7	Denver	0.7	3.7
KHOW	T	630	Denver	2.7	5.2
KIGN-F	AC	97.9	Cheyenne, WY	0.4	2.5
KIMN-F	AC	100.3	Denver	0.7	2.8
KKFN	SPRTS	950	Denver	1.3	4.4
KKHK-F	CL AOR	99.5	Denver	2.0	7.6
KRKS-F	REL	94.7	Boulder	0.7	2.2
KTLK	T	760	Thomton	0.7	3.1
KVOD-F	CL	92.5	Greeley	1.8	5.1
KXPB-F	AOR-P	96.5	Evergreen	0.7	5.3
KYGO-F	C	98.5	Denver	2.7	10.9

FM Stations

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

Notes: Other ranked stations -- See Denver in the Spring 1998 American Radio . . . There is no TSA for the market . . . 2/98 KGRE (1450) sold for \$145,000

FT. SMITH, AR

Arbitron Rank: 169 Pop (12+): 198,300
 Market TSL in Hours: 18.25
 Average Person Rating: 13.1

Stations: 19 / 17
 Diaries: 426/465:1/48.4%
 Sample Target: 440

% Below Line: 6.2
 % Not Listed: 9.6
 Total Retail Sales: \$2.02 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fail 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KTCS-AF	C	38 / 14.6	16.6	17.8	1.8	543 / 27.4	32.0	31.9	60 / 820	KTCS-AF
2	KMAG-F	C	36 / 13.8	17.7	13.9	14.3	588 / 29.7	31.8	27.2	57 / 949	KMAG-F
3	KISR-F	CHR	33 / 12.7	11.3	10.7	12.0	528 / 26.6	25.4	26.5	39 / 743	KISR-F
4	KZBB-F	CHR	26 / 10.0	4.6	4.6	5.6	373 / 18.8	10.5	12.7	36 / 580	KZBB-F
5	KOMS-F	C/O	17 / 6.5	6.7	8.9		227 / 11.5	12.1	8.3	33 / 453	KOMS-F
6	KEZA-F	AC	13 / 5.0	4.2	5.4	3.8	193 / 9.8	9.3	11.0	20 / 290	KEZA-F
7	KWHN	T	12 / 4.6	3.9	2.9	6.8	200 / 10.1	9.4	7.6	13 / 218	KWHN
8	KBBQ-F	O	10 / 3.8	2.5	5.0	5.3	197 / 9.9	7.6	10.8	17 / 262	KBBQ-F
9	KLSZ-F	CL AOR	9 / 3.5	2.8	1.1	2.6	125 / 6.3	5.5	4.3	9 / 125	KLSZ-F
	KFPW	ST	8 / 3.1	1.8	2.9	1.1	129 / 6.5	4.7	4.1	8 / 129	KFPW

12+ FM Share (Metro): 90.64% (213 of 235) (Spring 97: 93.60%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEZU-F AC	104.7	Booneville, AR	1.9 5.9 5 148
KMXJ-F CHR/AC	95.9	Sallisaw, OK	1.5 3.8 5 101
KOLX-F REL	94.5	Barling	1.2 4.3 5 117
KPRV-AF C	92.5	Heavener, OK	1.5 5.7 4 113
KREU-F CL HITS	92.3	Roland, OK	2.3 7.0 6 147
KZKZ-F REL	106.3	Greenwood, AR	2.7 6.7 7 133

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDAB-F G	94.9	Prairie Grove, AR	1.2 3.4 9 142

AM Stations

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

FM Stations

KBBQ	100.7	25 kw @ 699	Oldies	ABC	Riley	KFPW
KEZU	104.7	50 kw @ 492	AC		Christal	Booneville, AR
KISR	93.7	100 kw @ 1250	CHR	ABC	---	KFSA
KLSZ	102.7	12 kw @ 476	Classic AOR		---	Van Buren
KMAG	99.1	100 kw @ 1968	Country		---	Capstar
KMXJ	95.9	30 kw @ 623	CHR/AC (Hot AC)		---	Sallisaw, OK
KOMS	107.3	100 kw @ 1810	Classic Country		Allied	Poteau, OK
KREU	92.3	0.74 kw @ 932	Classic Hits		---	Roland, OK
KTCS	99.9	100 kw @ 1919	Country		Christal	Capstar
KZBB	97.9	100 kw @ 2300	CHR	ABC	Christal	Capstar

Notes: KEZA-F -- See Fayetteville (NW Arkansas) . . . 3/98 KKUZ/KMXJ-F (Sallisaw, OK) sold to KFSA/KISR-F for \$525,000

FT. WALTON BEACH, FL

Arbitron Rank: 210 Pop (12+): 138,400
 Market TSL in Hours: 20.75
 Average Person Rating: 15.0

Stations: 21 / 14
 Diaries: 393/352: 1/56.5%
 Sample Target: 360

% Below Line: 12.1
 % Not Listed: 16.4
 Total Retail Sales: \$1.69 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WKSM-F	AOR	29 / 14.0	8.0	12.7	16.9	305 / 22.1	18.8	24.0	29 / 314	WKSM-F
2	WMXZ-F	CHR/AC	21 / 10.1	5.2	14.3	11.3	367 / 26.5	19.4	29.3	26 / 423	WMXZ-F
3	WZNS-F	CHR	19 / 9.2	8.4			274 / 19.8	15.4		19 / 277	WZNS-F
4	WYZB-F	C	16 / 7.7	10.3	8.5	8.0	211 / 15.3	20.3	17.5	17 / 231	WYZB-F
5	WNCV-F	SAC	14 / 6.8	11.3	7.9	10.3	159 / 11.5	17.7	17.0	14 / 162	WNCV-F
6	WWAV-F	CL AOR	12 / 5.8	3.3	2.6	6.6	173 / 12.5	9.8	8.2	12 / 177	WWAV-F
7	WTKX-F	AOR	8 / 3.9	3.8	1.1	1.4	132 / 9.5	8.4	8.1	8 / 132	WTKX-F
	WFTW	T	8 / 3.9	3.8	3.2	3.3	119 / 8.6	7.0	5.2	9 / 125	WFTW
	WFAV	ST	8 / 3.9	0.9	2.6	1.9	75 / 5.4	3.3	5.1	8 / 75	WFAV
10	WMMK-F	C	7 / 3.4	2.3	4.2	3.3	128 / 9.2	7.1	11.1	8 / 142	WMMK-F

12+ FM Share (Metro): 87.86% (152 of 173) (Spring 97: 91.82%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFSH T 1340 Valparaiso	1.4	3.4	3 47
WJSB-AF C 1050 Crestview	1.4	3.4	6 79
WSBZ-F J 106.3 Miramar Beach	2.4	7.6	5 111
WWSF-F O 98.1 Andalusia, AL	1.4	6.8	3 98

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBLX-F B 92.9 Mobile	2.9	10.5	7 163
WILN-F CHR 105.9 Panama City	0.5	3.4	3 89
WPAP-F C 92.5 Panama City	0.5	2.5	4 81
WRJM-F SAC 93.7 Geneva, AL	0.5	2.4	1 62
WXBM-F C 102.7 Milton	2.4	4.8	5 67
WYCL-F O 107.3 Pensacola	1.4	4.8	3 70

AM Stations

WFAV 1400 1 kw	Standards	Westwd, CNN	--
WFTW 1260 1 kw/0.131 kw	Talk	Mc-Guild	Holladay

FM Stations

WKSM 99.5 50 kw @ 492	AOR	Westwd	Mc-Guild	Holladay
WMMK 92.1 25 kw @ 223	Country	ABC	--	Destin
WMXZ 103.1 50 kw @ 482	CHR		--	Root
WNCV 100.3 3 kw @ 295	Soft AC	USA	Mc-Guild	Holladay
WWAV 102.1 18 kw @ 384	AC		Christal	Root
WYZB 105.5 25 kw @ 305	Country		Mc-Guild	Holladay
WZNS 96.5 100 kw @ 649	CHR		Mc-Guild	Holladay

Notes: Other ranked stations - See Mobile or Pensacola in the Spring 1998 American Radio

FREDERICK, MD

Arbitron Rank: 200 Pop (12+): 150,900	Stations: 36 / 4	% Below Line: 58.5
Market TSL in Hours: 21.25	Diaries: 462/327:1/53.3%	% Not Listed: 13.9
Average Person Rating: 16.3	Sample Target: 450	Total Retail Sales: \$1.74 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume
1	WFRE-F	C	35 / 14.3	12.1	18.1	21.3	486 / 32.2	27.0	32.7	WFRE-F
2	WAFY-F	AC	21 / 8.6	7.1	4.9	7.9	274 / 18.2	15.1	14.3	WAFY-F
3	WWVZ-F	CHR	17 / 6.9	4.6	3.3	3.1	284 / 18.8	14.3	13.5	WWVZ-F
4	WWDC-F	AOR/CL	13 / 5.3	6.7	5.3	7.1	216 / 14.3	14.9	16.5	WWDC-F
5	WBIG-F	O	11 / 4.5	4.6	4.1	3.9	172 / 11.4	13.1	10.6	WBIG-F
	WWMD-F	EZ	11 / 4.5	2.1	2.9	2.4	105 / 7.0	5.2	5.3	WWMD-F
7	WARW-F	CL AOR	8 / 3.3	4.6	2.9	2.4	168 / 11.1	10.8	7.1	WARW-F
	WYYY-F	AOR	8 / 3.3	2.9	2.5	2.4	190 / 12.6	11.7	10.0	WYYY-F
	WFMD	T/FS	8 / 3.3	4.6	6.2	5.9	217 / 14.4	14.4	17.1	WFMD
10	WARX-F	O	7 / 2.9	2.5	6.2	2.8	176 / 11.7	11.8	12.9	WARX-F
	WRQX-F	AC/CHR	7 / 2.9	1.7	2.1	2.0	143 / 9.5	8.4	6.4	WRQX-F

12+ FM Share (Metro): 91.47% (193 of 211) (Spring 97: 89.71%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFRE-F	1 WFRE-F	1 WFRE-F <	1 WFRE-F	1 WAFY-F <	1 WFRE-F	1 WFRE-F >>	1 WFRE-F >	1 WFRE-F	1 WWMD-F <	1 WFRE-F >
2 WWVZ-F	2 WAFY-F	2 WAFY-F >	2 WAFY-F >	2 WFRE-F >>	2 WWDC-F	2 WAFY-F >	2 WAFY-F	2 WAFY-F	2 WWVZ-F	2 WAFY-F
3 WWDC-F >>	3 WWVZ-F	3 WWVZ-F	3 WWMD-F <	3 WRQX-F	WAFY-F	3 WARW-F <	3 WWDC-F	3 WWVZ-F >	WFRE-F >	3 WWVZ-F <
4 WYYY-F	WWDC-F >	WWDC-F	4 WBIG-F >	WWVZ-F	4 WARW-F	4 WWVZ-F	4 WWVZ-F	4 WWDC-F	4 WYYY-F	4 WWMD-F
	5 WARW-F	5 WBIG-F	5 WFMD	5 WBIG-F	5 WBIG-F	5 WWDC-F	5 WFMD <	5 WBIG-F	WAFY-F	5 WARX-F
				WWVZ-F	WWVZ-F	WFMD	6 WBIG-F	WWMD-F		
				WYYY-F >	WYYY-F >	WBIG-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WXTR C 820 Frederick	1.6	2.7	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASH-F AC 97.1 Washington	1.2	6.1	
WAVA-F REL 105.1 Arlington, VA	0.8	2.8	
WERQ-F B/CHR 92.3 Baltimore	0.4	2.5	
WGAY-F SAC 99.5 Washington	2.4	5.6	
WGRX-F C 100.7 Westminster, MD	0.4	2.9	
WHFS-F AOR-NR 99.1 Annapolis, MD	1.6	6.3	
WHUR-F B/AC 96.3 Washington	1.2	2.8	
WINC-F AC/CHR 92.5 Winchester, VA	0.4	2.6	
WJFK-F T/J 106.7 Manassas, VA	1.2	4.1	
WJZW-F J 105.9 Woodbridge, VA	0.4	3.0	
WKMZ-F CL AOR 97.5 Martinsburg, WV	1.2	4.0	
WKYS-F B 93.9 Washington	2.0	7.9	
WLIF-F SAC 101.9 Baltimore	0.4	2.0	
WMAL FS/T 630 Washington	0.8	3.4	
WMZQ-F C 98.7 Washington	2.4	7.7	
WPGC-F B/CHR 95.5 Morningside, MD	0.8	8.0	
WPOC-F C 93.1 Baltimore	0.8	3.5	
WTEM SPRTS 980 Washington	0.8	3.1	
WTOP N 1500 Washington	0.8	3.6	
WWMX-F AC/CHR 106.5 Baltimore	1.6	6.3	
WWZZ-F CHR 104.1 Waldorf, MD	1.6	3.3	
WXYV-F CHR 102.7 Baltimore	0.4	4.2	
WYCR-F CHR 98.5 Hanover, PA	0.8	6.3	

AM Stations

WFMD 930	5 kw/2.5 kw (DA-2)	Talk/Full Service	CBS	---	Capstar, pend.
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FM Stations

WAFY 103.1	1 kw @ 571	AC	---	Middletown
WFRE 99.9	9 kw @ 1110	Country	---	Capstar, pend.
WWVZ 103.9	0.42 kw @ 910	CHR	Sentry	Bonneville
				Braddock Heights

Notes: Other ranked stations - See Hagerstown or, in the Spring 1998 American Radio, Baltimore or Washington, DC... There is no TSA for the market

GRAND FORKS, ND-MN

Arbitron Rank: 255 Pop (12+): 84,000	Stations: 19 / 14	% Below Line: 12.1
Market TSL in Hours: 22.25	Diaries: 419/200:1/61.1%	% Not Listed: 12.1
Average Person Rating: 16.8	Sample Target: 410	Total Retail Sales: \$1.14 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KKXL-F	CHR	24 / 17.1	9.4		12.1	284 / 33.8	27.7		32 / 386	KKXL-F
2	KJKJ-F	CL AOR	15 / 10.7	13.3		10.7	185 / 22.1	22.1		18 / 249	KJKJ-F
3	KNOX-F	C/O	12 / 8.5	5.5		5.7	124 / 14.8	12.3		18 / 198	KNOX-F
	KZLT-F	AC/CHR	12 / 8.5	8.6		7.1	169 / 20.2	25.7		17 / 257	KZLT-F
	KYCK-F	C	12 / 8.5	11.7		15.7	192 / 22.9	27.4		19 / 346	KYCK-F
6	KFGO	FS	9 / 6.4	2.3		2.1	81 / 9.6	6.8		15 / 173	KFGO
7	KSNR-F	O	8 / 5.7	3.9		6.4	142 / 16.9	16.5		14 / 279	KSNR-F
8	KCNN	T	5 / 3.6	7.8		4.3	80 / 9.5	18.4		6 / 113	KCNN
	KQHT-F	SAC	5 / 3.6	3.1		5.7	97 / 11.6	10.7		6 / 150	KQHT-F
10	KKXL	ST	4 / 2.8			0.7	72 / 8.5			4 / 85	KKXL

12+ FM Share (Metro): 77.42% (96 of 124) (Spring 97: NA)

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

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
KKCQ-AF	C	1480	Fosston, MN	2.1	3.9	4	59	KFGO-F	C	101.9	Fargo	1.4	7.9	10	172
KKEQ-F	REL-CC	107.1	Fosston, MN	0.7	3.3	3	61	KQWB-F	AOR	98.7	Fargo	0.7	3.3	1	36
KNOX	FS/T	1310	Grand Forks	2.1	9.6	5	124	WDAY	T	970	Fargo	1.4	4.9	6	99
KROX	AC	1260	Crookston, MN	2.1	6.8	4	82	WDAY-F	CHR	93.7	Fargo	2.1	12.9	7	186

AM Stations

KCNN	1590	5 kw/1 kw (DA-2)	Talk	CBS, ABC, Westwd	D&R	KZLT-F	E. Grand Forks, MN
KKXL	1440	1 kw/0.5 kw	Standards	ABC	Christal	Tom Ingstad	
KNOX	1310	5 kw (DA-2)	Full Service/Talk	ABC, Westwd	Katz	Leighton	

FM Stations

KJKJ	107.5	100 kw @ 456	Classic AOR	Westwd	Eastman	Tom Ingstad	
KKXL	92.9	100 kw @ 358	CHR		Allied	Tom Ingstad	
KNOX	94.7	100 kw @ 325	Classic Country	ABC	Katz	Leighton	
KQHT	96.1	100 kw @ 414	Soft AC		Christal	Tom Ingstad	Crookston, MN
KSNR	100.3	100 kw @ 564	Oldies	ABC	K&P	Tom Ingstad	Thief River Falls, MN
KYCK	97.1	100 kw @ 403	Country		D&R	Leighton	Crookston, MN
KZLT	104.3	100 kw @ 444	AC/CHR		D&R	KCNN	E. Grand Forks, MN

Notes: KFGO -- See Fargo in the Spring 1998 American Radio . . . Due to severe flooding in the area a year ago, there was no Spring 1997 Grand Forks Arbitron . . . 3/98 KKXL (1440) returned to the air programming Westwood One Standards

GRAND JUNCTION, CO

Arbitron Rank: 248	Pop (12+): 91,800	Stations: 11 / 10	% Below Line: 1.4
Market TSL in Hours: 21.00		Diaries: 426/215:1/56.3%	% Not Listed: 16.9
Average Person Rating: 15.5		Sample Target: 400	Total Retail Sales: \$1.13 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1	KMXY-F	21 / 14.8	13.7	13.0		11.0	256 / 27.9	26.5	28.5	37 / 440	KMXY-F
2	KEKB-F	20 / 14.1	18.1	18.3		19.9	243 / 26.4	36.4	32.6	32 / 355	KEKB-F
3	KSTR-F	17 / 12.0	12.3	9.2		11.8	273 / 29.7	21.0	19.1	22 / 385	KSTR-F
4	KNZZ	13 / 9.1	8.7	9.2		6.6	158 / 17.2	13.3	15.1	17 / 247	KNZZ
5	KBKL-F	11 / 7.7	6.5	6.9		8.1	212 / 23.1	16.2	19.0	15 / 338	KBKL-F
6	KJYE-F	10 / 7.0	8.7	9.9		7.4	139 / 15.1	15.8	16.2	23 / 260	KJYE-F
7	KQIX-F	8 / 5.6	7.9	7.6		5.1	170 / 18.5	20.4	22.0	10 / 226	KQIX-F
	KKNN-F	8 / 5.6	3.6	6.9		8.8	90 / 9.8	10.0	12.5	20 / 207	KKNN-F

12+ FM Share (Metro): 82.20% (97 of 118) (Spring 97: 86.36%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KKGM ST 620 Grand Junction	4.2	7.0	7 77
KQIL SPRTS 1340 Grand Junction	1.4	5.3	2 54

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KZKS-F C 105.3 Rifle	1.4	5.9	6 121

AM Stations

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

KBKL	107.9	100 kw @ 1460	Oldies	Banner	Cumulus	
KEKB	99.9	79 kw @ 1542	Country	Banner	Cumulus	Fruita
KJYE	92.3	100 kw @ 1378	Soft AC	Allied	KNZZ	
KKNN	95.1	100 kw @ 969	Country	Katz	Cumulus	Delta
KMXY	104.3	100 kw @ 1460	CHR/AC	Banner	Cumulus	
KQIX	93.1	100 kw @ -95	CHR	Katz	Cumulus	
KSTR	96.1	91 kw @ 1100	AOR	Mc-Guild	KKGM	Montrose

Notes: 3/98 KQIX-F sold to Cumulus for \$800,000 (Media Svcs) . . . 3/98 KEXO/KQIL/KNNN-F sold to Cumulus for \$2,000,000 (McCoy)

GREAT FALLS, MT

Arbitron Rank: 263 Pop (12+): 65,400
 Market TSL in Hours: 19.50
 Average Person Rating: 14.5

Stations: 10 / 9
 Diaries: 295/222: 1/59.6%
 Sample Target: 280

% Below Line: 1.1
 % Not Listed: 14.7
 Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA		
		1/4	Share								AQH	Cume	
1	KQDI-F	AOR/CL	15 / 15.8	13.7	10.6		12.0	176 / 28.9	23.8	20.1	16 / 207		KQDI-F
2	KAAK-F	AC/CHR	14 / 14.8	9.1	17.9		15.7	220 / 33.6	24.1	32.8	16 / 270		KAAK-F
3	KMON-F	C	13 / 13.7	18.2	26.4		29.6	205 / 31.3	31.2	40.5	15 / 254		KMON-F
4	KXGF	ST	12 / 12.7	8.2	4.2		8.3	89 / 13.6	15.3	7.8	12 / 93		KXGF
5	KMON	C/FS	9 / 9.5	13.7	14.8		11.1	136 / 20.8	21.7	19.1	29 / 332		KMON
6	KLFM-F	O	8 / 8.4	11.8	10.6		8.3	163 / 24.9	21.4	23.0	10 / 206		KLFM-F
7	KQDI	T	5 / 5.3	1.8	3.2		1.9	48 / 7.3	5.2	5.4	5 / 58		KQDI
8	KEIN-F	C	2 / 2.1	2.7				81 / 12.4	6.0		2 / 91		KEIN-F
	KEIN	C/O	2 / 2.1	2.7	1.1		2.8	55 / 8.3	6.2	3.8	4 / 83		KEIN
10	KZMT-F	CL AOR	1 / 1.1					34 / 5.3			2 / 45		KZMT-F

12+ FM Share (Metro): 65.43% (53 of 81) (Spring 97: 73.81%)

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

AM Stations

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

FM Stations

KAAK	98.9	100 kw @ 482	AC/CHR		Mc-Guild Sunbrook
KEIN	93.7	100 kw @ 558	Country	ABC	Katz Conrad
KLFM	92.9	100 kw @ 450	Oldies	JRN	Moore Star Radio
KMON	94.5	36 kw @ 469	Country		Moore Star Radio
KQDI	106.1	100 kw @ 371	AOR/Classic AOR	Westwd	Mc-Guild Sunbrook
KZMT	101.1	100 kw @ 1900	Classic AOR		Banner Star Radio Helena

Notes:

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

Arbitron Rank: 161	Pop (12+): 215,100	Stations: 30 / 14	% Below Line: 22.5
Market TSL in Hours: 21.75		Diaries: 653/329:1/60.9%	% Not Listed: 18.2
Average Person Rating: 16.1		Sample Target: 620	Total Retail Sales: \$2.27 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA		
		1/4	Share								AQH	Cume	
1	WAYZ-F	C	34 / 9.8	13.5	13.3	13.8	13.2	407 / 18.9	24.8	22.8	39 / 494	WAYZ-F	
2	WSRT-F	CL HITS	28 / 8.1	6.3	6.5	4.8	4.4	323 / 15.0	14.7	15.3	31 / 363	WSRT-F	
3	WIKZ-F	CHR/AC	25 / 7.2	7.2	9.7	9.9	8.2	435 / 20.2	19.0	21.8	26 / 493	WIKZ-F	
4	WWMD-F	EZ	23 / 6.6	6.0	6.5	6.6	5.0	245 / 11.4	9.3	10.7	32 / 320	WWMD-F	
5	WFRE-F	C	18 / 5.2	6.0	4.5	5.4	7.1	231 / 10.7	16.6	15.1	22 / 387	WFRE-F	
6	WARX-F	O	16 / 4.6	2.8	4.2	5.4	5.3	279 / 13.0	9.8	12.2	21 / 353	WARX-F	
7	WCHA-F	C	15 / 4.3	2.8	1.9	2.7	2.4	222 / 10.3	6.8	4.2	19 / 246	WCHA-F	
8	WYII-F	C	14 / 4.0	7.2	4.5	2.7	3.8	176 / 8.2	10.8	8.1	15 / 196	WYII-F	
	WQCM-F	AOR/CL	14 / 4.0	2.8	4.5	3.6	6.2	245 / 11.4	9.4	14.2	15 / 272	WQCM-F	
10	WWDC-F	AOR/CL	10 / 2.9	2.2	3.2	1.8	2.1	150 / 7.0	6.6	6.9	26 / 413	WWDC-F	
	WJEJ	FS	10 / 2.9	4.4	3.2	2.4	2.1	151 / 7.0	8.9	5.2	10 / 168	WJEJ	
12	WCHA	C	8 / 2.3	1.9	2.9	2.7	3.5	104 / 4.9	5.2	5.7	9 / 118	WCHA	
	WHAG	T/N	8 / 2.3	0.6	1.6	1.5	1.8	126 / 5.9	2.4	3.8	8 / 126	WHAG	

12+ FM Share (Metro): 88.69% (251 of 283) (Spring 97: 88.05%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WARK	T	1490	Hagerstown	0.9	3.7	3	79
WEEQ-F	O	103.7	McConnellsburg	1.2	3.5	6	106
WKMZ-F	CL AOR	97.5	Martinsburg, WV	0.9	5.7	16	288

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WARW-F	CL AOR	94.7	Bethesda, MD	0.9	2.4	11	195
WBIG-F	O	100.3	Washington	0.9	3.6	5	131
WHP	FS	580	Harrisburg	0.9	2.1	3	49
WINC-F	AC/CHR	92.5	Winchester, VA	1.4	4.8	12	201
WYII-F	AOR	97.9	Baltimore	2.0	3.9	9	109
WKYS-F	B	93.9	Washington	1.2	5.1	7	203
WMZQ-F	C	98.7	Washington	0.6	1.8	7	146
WNNK-F	CHR	104.1	Harrisburg	1.2	3.7	4	80
WPGC-F	B/CHR	95.5	Morningside, MD	1.4	4.1	6	126
WQXA-F	AOR-NR	105.7	York	1.4	3.5	5	76
WUSQ-F	C	102.5	Winchester, VA	0.6	2.0	32	282
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.9	2.7	4	138
WWZZ-F	CHR	104.1	Waldorf, MD	0.3	0.1	1	9
WYCR-F	CHR	98.5	Hanover, PA	0.9	4.5	3	96

AM Stations

WCHA	800	1 kw/0.2 kw	Country	ABC	---	WIKZ-F/WCHA-F	Chambersburg
WHAG	1410	1 kw/0.099 kw (DA-2)	Talk/News	ABC	Dome	WQCM-F	Halfway
WJEJ	1240	1 kw	Full Service	CBS	---	WWMD-F	Hagerstown

FM Stations

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

Notes: Other ranked stations -- See Frederick MD or, in the Spring 1998 American Radio, Washington, DC

HARRISONBURG, VA

Arbitron Rank: 253 Pop (12+): 84,500	Stations: 15 / 12	% Below Line: 5.3
Market TSL in Hours: 18.25	Diaries: 397/213:1/52.6%	% Not Listed: 12.4
Average Person Rating: 13.4	Sample Target: 400	Total Retail Sales: \$1.14 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA		
		1/4	Share	97	97	96	96		97	97	AQH / Cume		
1	WKCY-F	C	16 / 14.1	14.3	12.7		16.9	196 / 23.2	25.6	26.5	51 / 699	WKCY-F	
	WSVA	FS	16 / 14.1	16.0	20.0		21.5	221 / 26.2	27.3	36.4	33 / 508	WSVA	
3	WQPO-F	CHR/AC	14 / 12.4	11.8	10.0		12.3	263 / 31.1	29.0	29.1	39 / 660	WQPO-F	
4	WACL-F	CL HITS	13 / 11.5	12.6	7.3		7.7	200 / 23.7	21.5	18.2	29 / 365	WACL-F	
5	WBHB-F	CL AOR	9 / 8.0	3.4	1.8		3.1	147 / 17.3	10.4	7.6	14 / 202	WBHB-F	
6	WLTK-F	REL-CC	7 / 6.2	3.4	3.6		3.1	81 / 9.6	7.9	8.3	9 / 110	WLTK-F	
7	WBOP-F	AOR	6 / 5.3	5.9	10.0		6.9	152 / 18.0	15.5	24.6	15 / 281	WBOP-F	
8	WAMM-F	C	4 / 3.5	5.1	6.4		5.4	96 / 11.3	11.8	16.8	8 / 156	WAMM-F	

12+ FM Share (Metro): 76.77% (76 of 99) (Spring 97: 68.38%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBTX REL 1470 Broadway	2.7	3.3	8 69
WHBG N/T 1360 Harrisonburg	0.9	4.9	1 76
WKCY ST 1300 Harrisonburg	2.7	7.0	7 196
WTON-F SAC 94.3 Staunton	0.9	2.9	4 98

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAZR-F ST 93.7 Woodstock	0.9	2.5	3 58
WSIG-F C/O 96.9 Mt. Jackson	2.7	4.2	10 102
WSVO-F O 93.1 Staunton	1.8	6.6	6 201

AM Stations

WSVA 550 5 kw/1 kw (DA-N)	Full Service	ABC, Westwd	---	VerStandig
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FM Stations

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

Notes:

ITHACA, NY

Arbitron Rank: 256 Pop (12+): 83,800	Stations: 13 / 6	% Below Line: 12.0
Market TSL in Hours: 18.50	Diaries: 405/207:1/55.6%	% Not Listed: 33.6
Average Person Rating: 14.0	Sample Target: 400	Total Retail Sales: \$0.753 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro	Fall	Spg	12+ TSA	12+ Metro
		1/4	Share	97	97	96	96	Cume / Rtg	97	97	AQH / Cume	
1	WYXL-F	AC	28 / 22.3	19.6	20.4		25.4	352 / 42.1	40.7	37.5	30 / 434	WYXL-F
2	WQNY-F	C	13 / 11.2	14.7	9.3		8.5	131 / 15.7	17.8	15.8	20 / 232	WQNY-F
3	WIII-F	CL AOR	10 / 8.6	5.7	6.5		0.8	184 / 21.9	14.1	18.4	27 / 366	WIII-F
4	WHCU	FS	7 / 6.0	6.5	7.4		7.6	93 / 11.1	14.2	13.3	7 / 116	WHCU
5	WVBR-F	AOR	6 / 5.2	4.9	3.7		2.5	143 / 17.1	15.3	16.5	6 / 157	WVBR-F

12+ FM Share (Metro): 88.31% (68 of 77) (Spring 97: 86.15%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F <	1 WYXL-F >>	1 WYXL-F >	1 WYXL-F >	1 WYXL-F >>	1 WYXL-F >	1 WYXL-F >>	1 WYXL-F >>
2 WIII-F >	2 WIII-F	2 WQNY-F	2 WQNY-F >	2 WQNY-F >>	2 WIII-F	2 WHCU	2 WQNY-F >	2 WQNY-F >	2 WIII-F >	2 WQNY-F
3 WVBR-F	3 WQNY-F	3 WIII-F >	3 WHCU >	3 WVBR-F	3 WQNY-F >	3 WQNY-F >	3 WIII-F >	3 WIII-F	3 WNVE-F	3 WIII-F >
4 WQNY-F >	4 WVBR-F >>	4 WHCD-F	4 WIII-F	4 WHCD-F	4 WIII-F >>	4 WIII-F >	4 WVBR-F	4 WVBR-F	4 WQNY-F >	4 WVBR-F
5 WNVE-F >>	5 WHCD-F >	5 WVBR-F >	5 WHCD-F >		5 WAAL-F	5 WVBR-F >	5 WHCD-F	5 WHCD-F	5 WVBR-F	5 WHCU >
					5 WVBR-F >>		5 WHCU >	6 WHCU	6 WHCU >>	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WTKO	SPRTS	1470 Ithaca	0.9	2.7	1 23

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAAL-F	CL AOR	99.1	Binghamton	1.7	3.2	4 70
WHCD-F	J	106.9	Auburn	3.4	8.4	6 128
WHWK-F	C	98.1	Binghamton	1.7	3.9	12 109
WNKI-F	CHR/AC	106.1	Corning	0.9	4.3	1 54
WNTQ-F	CHR	93.1	Syracuse	0.9	4.1	6 159
WNVE-F	AOR-P	95.1	S. Bristol	2.6	11.6	3 100
WWLZ	T	820	Horseheads	0.9	2.3	2 47

AM Stations

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

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

Notes:

JACKSON, TN

Arbitron Rank: 260 **Pop (12+):** 71,000 **Stations:** 15 / 10 **% Below Line:** 16.9
Market TSL In Hours: 17.00 **Diaries:** 446/159:1/55.8% **% Not Listed:** 16.9
Average Person Rating: 12.5 **Sample Target:** 400 **Total Retail Sales:** \$0.99 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WTNV-F	11 / 12.4	13.0	12.7		15.3	160 / 22.5	22.2	24.3	28 / 563	WTNV-F
	WFKX-F	B	11 / 12.4	18.4	18.1	18.0	172 / 24.2	27.0	27.6	17 / 286	WFKX-F
3	WYNU-F	CL HITS	8 / 9.0	9.7	9.0	13.5	114 / 16.0	18.6	22.3	37 / 479	WYNU-F
4	WOJG-F	B/G	6 / 6.8	7.6	9.0	6.3	88 / 12.4	14.8	13.8	9 / 121	WOJG-F
	WZDQ-F	AC/CHR	6 / 6.8	5.4	6.3	4.5	93 / 13.0	12.8	13.8	11 / 220	WZDQ-F
	WMXX-F	O	6 / 6.8	6.5	5.4	4.5	92 / 12.9	14.7	13.9	17 / 264	WMXX-F
7	WLSZ-F	AOR-NR	4 / 4.5	2.2	0.9	1.8	56 / 8.0	8.2	5.3	7 / 140	WLSZ-F
	WTJS	ST/FS	4 / 4.5	2.2	3.6	4.5	67 / 9.4	6.2	8.0	5 / 98	WTJS
	WNWS-F	N/T	4 / 4.5	4.3	5.4	3.6	92 / 12.9	11.3	13.5	12 / 184	WNWS-F

12+ FM Share (Metro): 94.59% (70 of 74) (Spring 97: 95.83%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFKX-F	1 WFKX-F	1 WYNU-F	1 WTNV-F	1 WTNV-F	1 WYNU-F	1 WTNV-F	1 WTNV-F	1 WTNV-F	1 WFKX-F >	1 WFKX-F >
2 WLSZ-F	2 WYNU-F	WFKX-F	2 WOJG-F	WMXX-F	2 WFKX-F >	2 WFKX-F	2 WYNU-F	2 WYNU-F	2 WOJG-F	2 WTNV-F
WZDQ-F	WTNV-F >	3 WTNV-F	WMXX-F	WFKX-F >	3 WTNV-F	3 WNWS-F	3 WTJS	3 WFKX-F	WHRK-F	3 WOJG-F
WYNU-F	4 WZDQ-F	WMXX-F	4 WTJS	4 WOJG-F	WNWS-F	4 WYNU-F >	4 WMXX-F	4 WMXX-F	WZDQ-F	4 WYNU-F
WTNV-F >>	5 WLSZ-F	5 WOJG-F	WFKX-F	WZDQ-F	WMXX-F >>	5 WOJG-F	WFKX-F	5 WLSZ-F	WTNV-F >>	5 WMXX-F
6 WHRK-F >		WNWS-F	6 WYNU-F	WYNU-F		WZDQ-F	6 WZDQ-F	6 WZDQ-F		6 WZDQ-F
		7 WZDQ-F >	WWGM-F	WNWS-F >>		WMXX-F	7 WOJG-F	7 WOJG-F		
			WNWS-F >							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHHM-F	C	107.7 Henderson	3.4 5.8 9 151
WWGM-F	G	93.1 Alamo	3.4 8.6 14 258
WWYN-F	C	106.9 McKenzie	3.4 11.5 27 450

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASL-F	AC	100.1 Dyersburg	1.1 3.5 10 232
WHRK-F	B	97.1 Memphis	3.4 11.8 7 172
WMC-F	CHR/AC	99.7 Memphis	1.1 5.0 10 186

AM Stations

WTJS	1390	5 kw/1 kw (DA-N)	Standards/Full Svc.	ABC, Westwd, JRN	Katz	Capstar
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FM Stations

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

Notes: 5/98 WTJS changed from News/Talk/Sports to Standards/Full Service

JOPLIN, MO

Arbitron Rank: 225	Pop (12+): 123,000	Stations: 17 / 16	% Below Line: 0.6
Market TSL in Hours: 17.50		Diaries: 339/363:1/54.7%	% Not Listed: 28.1
Average Person Rating: 13.0		Sample Target: 330	Total Retail Sales: \$1.61Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fail 97	Spg 97	Fail 96	Spg 96	12+ Metro Cume / Rtg	Fail 97	Spg 97	12+ TSA AQH / Cume	
1 KSYN-F	CHR	25 / 15.8	16.6	14.7	15.0	12.3	335 / 27.2	31.0	29.1	59 / 822	KSYN-F
2 KIXQ-F	C	16 / 10.0	12.8	15.7	8.7	12.3	270 / 21.9	27.2	24.3	22 / 400	KIXQ-F
3 KXDG-F	CL AOR	13 / 8.1	10.7	10.5	12.7	14.2	191 / 15.5	16.5	16.0	17 / 257	KXDG-F
4 KKOW-F	C	12 / 7.5	5.9	4.2	3.5	4.7	159 / 12.9	12.6	10.9	56 / 588	KKOW-F
5 KJMK-F	AC	11 / 6.9	5.3	4.2	8.7	10.8	140 / 11.4	14.4	13.3	22 / 291	KJMK-F
6 KMXL-F	SAC	7 / 4.4	5.3	5.2	5.2	7.1	140 / 11.4	14.4	11.7	15 / 265	KMXL-F
KQYX	N/T	7 / 4.4	3.2	3.1		0.9	63 / 5.1	5.0	6.5	10 / 91	KQYX

12+ FM Share (Metro): 80.87% (93 of 115) (Spring 97: 83.22%)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KDMO	C	1490 Carthage	1.3	4.5	2 56
KJML-F	C	105.3 Columbus, KS	0.6	3.8	2 89
KKLL	REL	1100 Webb City	1.9	4.3	3 59
KKOW	C	860 Pittsburg, KS	2.5	5.5	20 191
KMOQ-F	O	107.1 Baxter Springs, KS	2.5	8.3	9 159
KOCR	REL-CC	1310 Joplin	1.3	5.6	2 78
KWAS	ST	1230 Joplin	1.9	6.7	6 125
KWXD-F	O	103.5 Asbury	1.9	3.8	6 151
WMBH	SPRTS	1450 Joplin	0.6	3.4	2 57

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KHTO-F	CHR	106.7 Mt. Vernon	0.6	3.1	2 91	

AM Stations

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

FM Stations

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

Notes: 3/98 KJML-F sold for \$550,000 . . . 6/98 KKLL/KWAS sold for \$730,000

KILLEEN-TEMPLE, TX

Arbitron Rank: 150	Pop (12+): 241,200	Stations: 19 / 7	% Below Line: 38.3
Market TSL in Hours: 19.25		Diaries: 658/367:1/48.0%	% Not Listed: 16.9
Average Person Rating: 14.0		Sample Target: 620	Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA		
		1/4	Share								AQH	Cume	
1	KIIZ-F	B	47 / 13.9	13.0	16.5	15.4	18.9	549 / 22.8	20.2	22.5	48 / 560		KIIZ-F
2	KWTX-F	CHR	45 / 13.3	12.1	9.3	7.1	10.9	670 / 27.8	28.9	25.2	50 / 773		KWTX-F
3	KYUL-F	O	28 / 8.3	7.7	10.1	3.3	2.4	346 / 14.4	17.4	17.8	29 / 390		KYUL-F
4	WACO-F	C	27 / 8.0	6.3	6.1	11.6	5.9	427 / 17.7	15.2	15.1	38 / 597		WACO-F
5	KLFX-F	AOR	22 / 6.5	5.2	6.7	4.8	6.1	301 / 12.5	13.5	14.6	23 / 322		KLFX-F
	KOOV-F	C	22 / 6.5	7.7	6.4	8.8	6.1	225 / 9.3	13.9	12.0	26 / 278		KOOV-F
7	KTEM	T	15 / 4.4	1.7	2.9	2.5	3.2	151 / 6.3	6.0	4.1	15 / 157		KTEM
8	KOOC-F	AC	12 / 3.6	8.0	4.5	6.6	9.3	279 / 11.6	16.2	11.6	13 / 287		KOOC-F
9	KKIK-F	CHR/U	10 / 3.0	5.5	5.3	5.6	5.6	216 / 9.0	15.0	12.1	18 / 262		KKIK-F
	KJFK-F	T	10 / 3.0	4.4	2.9	3.5	3.2	108 / 4.5	7.5	7.6	12 / 147		KJFK-F

12+ FM Share (Metro): 93.24% (262 of 281) (Spring 97: 94.56%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWTX-F	1 KIIZ-F <	1 KWTX-F	1 KYUL-F	1 KWTX-F <	1 KWTX-F >	1 KIIZ-F	1 KWTX-F <	1 KWTX-F	1 KIIZ-F >>	1 KWTX-F
KIIZ-F >	2 KWTX-F >	2 KYUL-F <	2 KOOV-F	2 KYUL-F	2 KLFX-F	2 KWTX-F >	2 KIIZ-F	KIIZ-F	2 KWTX-F >	2 KIIZ-F >
3 KLFX-F >	3 WACO-F	3 KIIZ-F	3 WACO-F <	3 KIIZ-F	KIIZ-F	3 WACO-F <	3 KYUL-F <	3 KYUL-F	3 KYUL-F	3 WACO-F
4 WACO-F >	KLFX-F	4 WACO-F >	4 KTEM	4 WACO-F >>	4 WACO-F	4 KOOV-F <	4 WACO-F <	4 WACO-F	4 WACO-F	4 KYUL-F <
5 KJFK-F	5 KYUL-F	5 KLFX-F	5 KIIZ-F	5 KOOV-F	5 KJFK-F	5 KYUL-F	5 KLFX-F <	5 KLFX-F	5 KLFX-F >	5 KOOV-F
	6 KOOV-F	6 KOOV-F	6 KWTX-F	6 KLFX-F	KOOV-F	6 KLFX-F	6 KTEM <	6 KOOV-F <	6 KOOC-F	6 KLFX-F
				KOOC-F >	KYUL-F		7 KOOV-F >	7 KTEM		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLTD-F REL 101.7 Temple	1.8	5.5	6 132

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAHK-F CL HITS 107.7 Georgetown	2.7	7.3	14 236
KAJZ-F J 93.3 Killeen	1.8	5.9	8 190
KAMX-F AC-NR 94.7 Luling	0.6	3.4	6 154
KASE-F C 100.7 Austin	0.6	4.2	10 191
KCKR-F C 95.5 Waco	1.8	6.4	10 203
KHFI-F CHR 96.7 Georgetown	1.8	8.4	11 307
KKDA-F B 104.5 Dallas	0.6	2.5	2 61
WBAP FS/T 820 Fort Worth	1.2	4.4	7 150

AM Stations

KTEM	1400	1 kw	News/Talk	CBS	--
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FM Stations

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

Notes: Other ranked stations -- See Waco, or in the Spring 1998 American Radio, Austin... KLFX-F is LMA'd to Capstar; KOOC-F is LMA'd to KOOV-F... 3/98 KYUL-F sold to Chaney (Stellar) for \$476,000... 6/98 KKIK-F changed its city of license from Killeen to Taylor, TX and moved its facility closer to Austin; it is now considered an Austin station

LAKE CHARLES, LA

Arbitron Rank: 203	Pop (12+): 145,400	Stations: 18 / 9	% Below Line: 13.7
Market TSL in Hours: 22.50		Diaries: 547/266:1/39.0%	% Not Listed: 10.3
Average Person Rating: 16.0		Sample Target: 540	Total Retail Sales: \$1.6 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KYKZ-F	60 / 25.7	26.8	23.4		23.9	600 / 41.3	39.1	36.4	107 / 1098	KYKZ-F
2	KZWA-F	25 / 10.7	11.2	12.7		12.9	240 / 16.5	19.1	19.4	29 / 326	KZWA-F
3	KBIU-F	AC/CHR	23 / 9.9	7.3		11.7	344 / 23.7	19.5	23.2	27 / 412	KBIU-F
4	KHLA-F	AC	22 / 9.4	7.8		8.6	311 / 21.4	22.5	21.2	31 / 498	KHLA-F
5	KKGB-F	AOR	20 / 8.6	8.3		8.1	188 / 13.0	14.5	18.2	31 / 278	KKGB-F
6	KXZZ	B/AC	18 / 7.7	7.3		4.1	192 / 13.2	13.2	10.8	18 / 192	KXZZ
7	KQXY-F	CHR	11 / 4.7	2.9		2.0	166 / 11.4	10.3	8.7	15 / 276	KQXY-F
8	KAJN-F	REL	5 / 2.1	3.4		2.0	100 / 6.8	9.3	6.6	9 / 207	KAJN-F
	KAOK	T	5 / 2.1	1.5		2.5	82 / 5.6	5.4	6.4	5 / 82	KAOK

12+ FM Share (Metro): 85.65% (179 of 209) (Spring 97: 87.43%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEZM O 1310 Sulphur	1.3	4.5	4 70
KLCL SPRTS 1470 Lake Charles	0.4	1.9	1 27

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAYD-F C 97.5 Beaumont, TX	0.4	2.0	3 65
KBXX-F B/CHR 97.9 Houston	0.4	2.9	1 42
KIOC-F AOR-NR 106.1 Orange, TX	1.7	5.7	6 120
KJEF-F C 92.9 Jennings	0.9	4.4	7 173
KLVI T 560 Beaumont, TX	1.3	3.7	5 95
KSMB-F CHR 94.5 Lafayette	1.3	5.8	7 173
KTFA-F REL 92.5 Groves, TX	0.9	2.6	4 66

AM Stations

KAOK 1400 1 kw	Talk	ABC, Talknt	---
KXZZ 1580 1 kw (DA-N)	Black AC	ABC, AURN	Allied Cumulus

FM Stations

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

Notes: Other ranked stations - See Beaumont-Port Arthur or, in the Spring 1998 American Radio, Lafayette, LA . . . 2/98 KXZZ/KBIU-F/KKGB-F/KYKZ-F sold by Sunburst to Cumulus for \$15,848,000 (Americom)

LAREDO, TX

Arbitron Rank: 207	Pop (12+): 139,800	Stations: 15 / 6	% Below Line: 10.9
Market TSL in Hours: 23.25		Diarles: 528/265:1/42.5%	% Not Listed: 12.6
Average Person Rating: 17.1		Sample Target: 540	Total Retail Sales: \$1.92 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KNEX-F	48 / 20.1	21.3	4.3		7.7	566 / 40.5	42.2	15.5	48 / 576	KNEX-F
2	KRRG-F	40 / 16.8	15.2	15.6		13.7	568 / 40.6	39.5	41.6	42 / 603	KRRG-F
3	KJBZ-F	39 / 16.3	13.0	21.3		25.8	502 / 35.9	35.1	47.4	40 / 538	KJBZ-F
4	KBDR-F	26 / 10.9	7.4	10.9		11.6	313 / 22.4	17.3	25.1	26 / 319	KBDR-F
5	KOYE-F	19 / 8.0	9.6	9.5		6.4	269 / 19.2	22.7	21.7	22 / 326	KOYE-F
6	KDOS	11 / 4.6	4.3	4.3		4.7	82 / 5.9	7.3	7.8	11 / 83	KDOS
7	XNOE-F	8 / 3.4	6.9	3.9		3.9	109 / 7.8	10.6	8.6	8 / 110	XNOE-F
8	XTLN-F	6 / 2.5	2.2	3.0		3.4	124 / 8.8	9.1	12.3	6 / 127	XTLN-F

12+ FM Share (Metro): 93.30% (195 of 209) (Spring 97: 88.83%)

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

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KNCN-F	AOR	101.3	Sinton	0.4	2.2	1	32
XEAS	SP-C	1410	Nuevo Laredo, MX	0.4	2.5	1	35
XHBK-F	SP	95.7	Nuevo Laredo, MX	0.8	3.0	2	47
XHMW-F	SP-C	102.3	Nuevo Laredo, MX	0.8	5.1	2	72
XHNK-F	SP	99.3	Nuevo Laredo, MX	0.4	4.0	2	57
XNLO-F	SP-C	97.1	Nuevo Laredo, MX	1.3	6.4	3	91
XNLT	SP-C	94.1	Nuevo Laredo, MX	0.8	2.7	2	38

AM Stations

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

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

Notes: Facilities of Mexican stations are not verified -- regard with skepticism

LAUREL-HATTIESBURG, MS

Arbitron Rank: 205	Pop (12+): 140,700	Stations: 19 / 13	% Below Line: 9.0
Market TSL in Hours: 20.00		Diaries: 537/262:1/45.1%	% Not Listed: 16.2
Average Person Rating: 14.9		Sample Target: 520	Total Retail Sales: \$1.26 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
		1/4	Share									
1	WNSL-F	CHR	33 / 15.7	13.1	11.6		10.2	454 / 32.2	24.0	30.5	46 / 708	WNSL-F
2	WBBN-F	C	26 / 12.4	20.0	16.1		18.8	381 / 27.1	29.5	26.7	45 / 713	WBBN-F
3	WJKX-F	B/AC	19 / 9.0	8.9	16.1		10.8	228 / 16.2	17.0	19.7	29 / 372	WJKX-F
4	WXRR-F	AOR/CL	18 / 8.6	7.9	10.6		8.1	264 / 18.8	13.9	21.5	26 / 384	WXRR-F
5	WHER-F	O	17 / 8.1	6.3	7.6		3.8	231 / 16.4	20.3	12.9	21 / 370	WHER-F
6	WJMG-F	B	15 / 7.1	8.9	7.6		10.2	216 / 15.4	16.4	11.6	17 / 233	WJMG-F
7	WMFM-F	SAC	9 / 4.3	2.6	4.0		3.2	146 / 10.4	9.0	8.7	10 / 157	WMFM-F
8	WZKX-F	C	8 / 3.8	4.2	5.5		5.9	191 / 13.6	10.3	14.3	16 / 293	WZKX-F
9	WEEZ-F	REL	7 / 3.3	4.2	3.0		3.2	100 / 7.1	10.9	7.5	14 / 242	WEEZ-F

12+ FM Share (Metro): 94.89% (167 of 176) (Spring 97: 97.66%)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WAML	B/G	1340 Laurel	1.4	2.6	3 37
WKNZ-F	CL AOR	107.1 Collins	0.5	2.3	3 53
WKZW-F	AC/CHR	94.3 Bay Springs	1.0	3.0	4 85
WMXI-F	REL-CC	98.1 Laurel	1.4	5.7	3 83
WORV	B/G	1580 Hattiesburg	1.9	5.1	5 75

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WJMI-F	B	99.7 Jackson	0.5	1.8	6 170
WKXI-F	B/AC	107.5 Jackson	1.0	2.6	7 125
WLNF-F	CHR	95.3 Lumberton	1.4	6.8	3 104
WWL	N/T	870 New Orleans	1.0	2.7	2 41
WXHB-F	T	96.5 Richton	1.4	3.8	3 66

FM Stations

WBBN	95.9	31 kw @ 623	Country	ABC	---	WKZW-F/WXRR-F	Taylorville
WEEZ	99.3	50 kw @ 492	Religion	USA	Roslin	WAML	Heidelberg
WHER	103.7	100 kw @ 994	Oldies	Westwd, JRN	K&P	Gulf Central	
WJKX	102.5	50 kw @ 377	Black AC	ABC	K&P		Ellisville
WJMG	92.1	3 kw @ 300	Black	AURN	Dora	WORV	
WMFM	106.3	1.8 kw @ 400	Soft AC	CNN, Westwd	---		Petal
WNSL	100.3	100 kw @ 1066	CHR		Katz	WQIS	
WXRR	104.5	100 kw @ 479	AOR/Classic AOR		---	WBBN-F/WKZW-F	

Notes: WZKX-F -- See Biloxi-Gulfport . . . 3/98 WIZK-F (94.3) changed calls to WKZW-F; remains AC/CHR

LAWTON, OK

Arbitron Rank: 250	Pop (12+): 87,700	Stations: 14 / 7	% Below Line: 8.6
Market TSL in Hours: 19.75		Diaries: 417/210:1/54.6%	% Not Listed: 13.3
Average Person Rating: 14.6		Sample Target: 320	Total Retail Sales: \$0.88 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KLAW-F	C	24 / 18.8	20.5	15.6	20.9	280 / 32.0	35.3	29.3	32 / 412	KLAW-F
	KJMZ-F	B	24 / 18.8	16.9	25.8	8.7	204 / 23.2	23.9	31.9	25 / 217	KJMZ-F
3	KMGZ-F	CHR	17 / 13.3	10.7	11.7	17.4	235 / 26.7	28.8	27.1	21 / 307	KMGZ-F
4	KZCD-F	AOR/CL	14 / 11.0	9.8	10.9	9.6	185 / 21.1	19.4	13.9	21 / 262	KZCD-F
5	KVRW-F	O	11 / 8.6	8.0	5.5	6.1	162 / 18.4	14.5	14.2	19 / 335	KVRW-F
6	KBZQ-F	SAC	8 / 6.3	5.3	3.1	4.3	97 / 11.1	11.9	10.2	10 / 119	KBZQ-F

12+ FM Share (Metro): 96.40% (107 of 111) (Spring 97: 92.66%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KKRX B/G 1050 Lawton	1.6	3.0	2	26

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KATT-F AOR 100.5 Oklahoma City	0.8	2.4	4	70
KFXI-F C 92.1 Marlow	0.8	2.9	12	130
KLUR-F C 99.9 Wichita Falls, TX	1.6	4.1	4	124
KNIN-F CHR 92.9 Wichita Falls, TX	0.8	6.0	3	117
KWFS-F C 103.3 Wichita Falls, TX	0.8	2.3	2	43
KYYI-F CL AOR 104.7 Burkburnett, TX	2.3	5.5	14	174
WBAP FS/T 820 Fort Worth, TX	1.6	3.4	6	87

FM Stations

KBZQ	99.5	16 kw @ 338	Soft AC				
KJMZ	98.1	100 kw @ 202	Black		ABC		Perry
KLAW	101.5	100 kw @ 590	Country		ABC, AMFM	Sentry	Capstar
KMGZ	95.3	14 kw @ 312	CHR		Westwd		
KVRW	107.3	50 kw @ 492	Oldies		JRN		
KZCD	94.1	18 kw @ 525	AOR/Classic AOR				Capstar

Notes: 1/98 KKRX changed from Standards to Black Gospel

LEWISTON-AUBURN, ME

Arbitron Rank: 252	Pop (12+): 86,000	Stations: 28 / 1	% Below Line: 90.9
Market TSL in Hours: 20.25		Diaries: 450/191:1/56.8%	% Not Listed: 8.3
Average Person Rating: 15.3		Sample Target: 420	Total Retail Sales: \$1.24 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume
1	WBLM-F	CL AOR	15 / 11.4	12.7			217 / 25.2	25.9		WBLM-F
2	WTHT-F	C	14 / 10.6	11.3			172 / 20.0	21.2		WTHT-F
3	WPOR-AF	C	12 / 9.1	7.7			171 / 19.8	18.1		WPOR-AF
	WLAM-AF	ST	12 / 9.1	6.3			108 / 12.6	13.7		WLAM-AF
5	WJBQ-F	CHR	11 / 8.3	6.3			178 / 20.7	18.1		WJBQ-F
6	WHOM-F	SAC	8 / 6.1	3.5			120 / 13.9	9.4		WHOM-F
	WMWX-F	AC/CHR	8 / 6.1	9.2			156 / 18.1	17.7		WMWX-F
8	WTOS-F	AOR	6 / 4.5	6.3			72 / 8.4	12.0		WTOS-F
	WCYI-FF	AOR-NR	5 / 3.8	4.9			105 / 12.2	12.4		WCYI-FF
	WABK-F	O	5 / 3.8	2.8			80 / 9.2	6.1		WABK-F

12+ FM Share (Metro): 89.17% (107 of 120) (Spring 97: NA)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WZOU ST 1470 Lewiston	0.8	5.3	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCI-F REL 105.9 Bath	1.5	3.3	
WCLZ-F AOR-P 98.9 Brunswick	1.5	6.6	
WEBB-F C 98.5 Waterville	0.8	3.5	
WGAN FS/T 560 Portland	1.5	5.5	
WHQO-F SPRTS 107.9 Skowhegan	0.8	2.6	
WKCG-F C 101.3 Augusta	2.3	5.5	
WMGX-F AC 93.1 Portland	1.5	5.9	
WMME-F CHR 92.3 Augusta	3.0	16.6	
WOKQ-F C 97.5 Dover, NH	0.8	2.5	
WPKQ-F C 103.7 Berlin, NH	0.8	2.9	
WQCB-F C 106.5 Brewer	0.8	2.2	
WXGL-F CL AOR 95.5 Topsham	1.5	4.5	
WYNZ-F O 100.9 Westbrook	1.5	7.0	

AM Stations

WZOU	1470	5 kw (DA-2)	Standards	ABC	Allied	Lemer
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Notes: Ranked stations -- See Augusta-Waterville or Bangor, or in the Spring 1998 American Radio, Portland, ME . . . There is no TSA for the market

LIMA, OH

Arbitron Rank: 221 Pop (12+): 126,000
 Market TSL in Hours: 19.75
 Average Person Rating: 14.8

Stations: 19 / 10
 Diaries: 521/242:1/63.8%
 Sample Target: 510

% Below Line: 18.8
 % Not Listed: 17.6
 Total Retail Sales: \$1.75 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA AQH / Cume	
		1/4	Share	97	97	96	96		97	97		
1	WIMT-F	C	37 / 19.8	17.0	18.9		17.7	439 / 34.8	30.9	32.5	87 / 905	WIMT-F
2	WIMA	FS/T	18 / 9.6	8.2	10.7		8.9	246 / 19.6	16.5	15.8	20 / 309	WIMA
3	WBYSR-F	AOR	16 / 8.6	8.8	8.2		9.9	198 / 15.7	14.6	19.7	27 / 402	WBYSR-F
4	WBUK-F	O	13 / 7.0	9.3	7.1		7.3	168 / 13.3	19.5	16.3	16 / 251	WBUK-F
	WZOQ-F	CHR	13 / 7.0	12.1	12.2		13.5	313 / 24.9	26.0	27.3	21 / 545	WZOQ-F
	WFGF-F	C	13 / 7.0	2.7	3.6		3.6	209 / 16.6	8.6	12.7	17 / 277	WFGF-F
7	WLJM	B	9 / 4.8	4.9	2.0		2.1	73 / 5.8	4.3	5.1	9 / 73	WLJM
8	WMLX-F	AC/CHR	7 / 3.7					98 / 7.8			10 / 160	WMLX-F
9	WAJC-F	AC	5 / 2.7	4.9	5.1		5.7	113 / 8.9	10.9	10.2	6 / 146	WAJC-F

12+ FM Share (Metro): 76.62% (118 of 154) (Spring 97: 81.10%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBYSR-F	1 WIMT-F >	1 WIMT-F >>	1 WIMT-F >	1 WIMT-F >>	1 WIMT-F	1 WIMT-F >	1 WIMT-F >	1 WIMT-F >>	1 WIMT-F	1 WIMT-F >>
2 WIMT-F	2 WBYSR-F >	2 WBYSR-F	2 WIMA >	2 WBUK-F >	2 WBYSR-F >	2 WIMA >	2 WIMA <	2 WZOQ-F	2 WZOQ-F >	2 WIMA <
3 WFGF-F	3 WBUK-F	3 WBUK-F	3 WBUK-F >>	3 WZOQ-F	3 WIMA >	3 WBYSR-F >	3 WBYSR-F <	WBUK-F	3 WBYSR-F	3 WZOQ-F
4 WZOQ-F	WFGF-F	4 WIMA	4 WBYSR-F	WLJM	4 WBUK-F	4 WBUK-F	4 WBUK-F >	WFGF-F	4 WBUK-F	WFGF-F
5 WLJM	5 WLJM	5 WFGF-F	5 WLW	5 WFGF-F	WFGF-F	WZOQ-F	5 WFGF-F	5 WBYSR-F <	WFGF-F	5 WBYSR-F >
	WMLX-F >>	WZOQ-F	WLJM	WFGF-F	WMLX-F	WMLX-F	6 WFGF-F	6 WIMA <	6 WLJM	6 WLJM
	7 WIMA	WZOQ-F			WLW >		7 WZOQ-F	7 WLJM	7 WIMA	WBUK-F >
	WMLX-F >	WMLX-F >								

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WCSM-F	AC	96.7 Celina	0.5	2.1	5 121
WDOH-F	C	107.1 Delphos	1.6	5.9	9 203

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WCLR-F	O	95.7 Piqua	1.6	7.7	17 339	
WERT	ST	1220 Van Wert	1.6	3.0	6 91	
WING-F	CL AOR	102.9 Springfield	0.5	2.2	7 232	
WKXA-F	AC	100.5 Findlay	1.1	3.4	7 188	
WLSN-F	J	106.5 Greenville	1.1	1.8	6 56	
WLW	FS/T	700 Cincinnati	2.1	7.8	14 294	
WOWO	FS	1190 Fort Wayne	1.1	3.9	5 132	
WQTL-F	CL.HITS	106.3 Ottawa	1.1	4.8	11 161	

AM Stations

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

FM Stations

WAJC	104.9	3 kw @ 220	AC	ABC	Mc-Guild	Forever
WBUK	107.5	3 kw @ 328	Oldies		—	Jacor
WFGF	93.1	3 kw @ 328	Country	ABC	Christal	Forever
WIMT	102.1	11 kw @ 1060	Country	ABC	Katz	Jacor
WMLX	103.3	0.95 kw @ 823	AC/CHR		Katz	Jacor
WZOQ	92.1	3 kw @ 328	CHR	ABC	Mc-Guild	Forever

Notes: 3/98 WYRX-F changed from AOR to Country as WFGF-F ("Froggy")

MARION-CARBONDALE (Southern IL)

Arbitron Rank: 209 Pop (12+): 138,800
 Market TSL in Hours: 17.75
 Average Person Rating: 13.2

Stations: 26 / 16
 Diaries: 588/236:1/61.2%
 Sample Target: 540

% Below Line: 17.0
 % Not Listed: 11.5
 Total Retail Sales: \$1.7 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	WDDD-F	C	27 / 14.8	17.8	18.1	16.3	14.0	342 / 24.6	27.5	27.9	35 / 499	WDDD-F
2	WCIL-F	CHR	23 / 12.6	8.6	8.8	8.4	10.3	425 / 30.6	25.9	22.3	33 / 654	WCIL-F
3	WOOZ-F	C	18 / 9.8	14.5	15.7	13.7	13.1	313 / 22.5	24.4	23.5	40 / 558	WOOZ-F
4	WTAO-F	AOR	16 / 8.7	8.1	10.3	6.9	8.4	236 / 17.0	15.7	20.7	20 / 306	WTAO-F
5	KGMO-F	CL HITS	13 / 7.1	4.3	3.9	4.2	4.7	231 / 16.7	12.4	15.0	17 / 300	KGMO-F
6	WXL-T-F	CL HITS	11 / 6.0	3.8	4.4	1.6	4.2	169 / 12.2	11.0	11.0	13 / 189	WXL-T-F
7	WVZA-F	CHR/AC	7 / 3.8	2.2	4.9	4.7	5.6	180 / 13.0	12.2	16.0	10 / 264	WVZA-F
8	WJPF	T	5 / 2.7	2.2	2.0	2.1	1.9	118 / 8.5	7.2	5.2	6 / 124	WJPF
	WFRX	ST	5 / 2.7	2.2	1.5	1.1	2.8	101 / 7.3	5.2	3.3	5 / 106	WFRX
10	WQUL-F	O	4 / 2.2	2.2	2.5	2.1	0.5	118 / 8.5	7.8	7.2	6 / 167	WQUL-F
	WUEZ-F	AC	4 / 2.2	3.2	3.9	5.3	5.6	108 / 7.8	5.9	10.3	6 / 144	WUEZ-F
	WBVN-F	REL	4 / 2.2	2.2	0.5	3.2		85 / 6.1	3.3	2.2	5 / 131	WBVN-F
	KMOX	T/FS	4 / 2.2	0.5	1.0	1.1	0.9	57 / 4.1	2.9	2.9	7 / 133	KMOX

12+ FM Share (Metro): 87.65% (142 of 162) (Spring 97: 92.22%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCIL	T/N	1020	Carbondale 0.5 2.1 1 35
WDDD	SPRTS	810	Johnston City 0.5 2.6 2 63
WGGH	G	1150	Marion 1.1 2.9 3 51
WINI	T	1420	Murphysboro 1.1 3.4 3 51
WQRL-F	O	106.3	Benton 1.6 6.4 6 125
WXAN-F	REL	103.9	Ava 1.1 4.0 3 69

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEZS-F	C	102.9	Cape Girardeau 1.6 6.0 5 155
KPNT-F	AOR-NR	105.7	Ste. Genevieve 1.1 4.7 3 101
KSLZ-F	CHR	107.7	Saint Louis 0.5 2.9 4 61
WDQN-F	SAC	95.9	Du Quoin 0.5 2.1 4 80
WKIB-F	CHR	96.5	Anna 1.1 4.9 2 81
WMIX-F	C	94.1	Mount Vernon 0.5 2.9 16 227

AM Stations

WFRX	1270	1 kw @ 0.06 kw	Standards	USA, JRN	---	Cumulus	W. Frankfort
WJPF	1340	1 kw	Talk	ABC, Westwd	---	Zimmer	Herrin

FM Stations

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

Notes: KMOX - See St. Louis in the Spring 1998 American Radio ... 6/98 WQUL-F changed from Oldies to Classic AOR as "The Bear" ... 6/98 WMCL (1060; McLeansboro) sold to WQRL-F for \$315,000

BLACKSBURG-CHRISTIANSBURG, VA

Arbitron Rank: 212	Pop (12+): 137,500	Stations: 17 / 8	% Below Line: 47.8
Market TSL in Hours: 18.75		Diaries: 569/242:1/59.3%	% Not Listed: 21.1
Average Person Rating: 14.1		Sample Target: 540	Total Retail Sales: \$1.47 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA AQH / Cume	
		1/4	Share	97	97	96	96		97	97		
1	WPSK-AF	C	32 / 16.5	13.1	14.7	19.0		433 / 31.5	27.6	28.9	38 / 513	WPSK-AF
2	WXLK-F	CHR	30 / 15.4	12.6	14.1	14.7		484 / 35.2	31.1	28.9	32 / 546	WXLK-F
3	WSLQ-F	AC	25 / 12.9	12.6	10.6	10.0		367 / 26.7	22.8	25.3	29 / 428	WSLQ-F
4	WROV-F	AOR	21 / 10.8	7.7	8.6	8.9		284 / 20.7	19.7	22.7	24 / 331	WROV-F
5	WVMJ-F	O	10 / 5.1	7.7	1.0	2.1		181 / 13.1	15.1	6.4	10 / 185	WVMJ-F
6	WPVR-F	CL AOR	9 / 4.6	5.5	8.6	11.1		189 / 13.7	15.3	17.7	12 / 244	WPVR-F
7	WBNK-F	AC-NR	6 / 3.1	2.7	1.5	1.6		146 / 10.6	10.0	5.8	6 / 146	WBNK-F
8	WRIQ-F	SAC	5 / 2.6	5.5	7.1	4.2		97 / 7.1	12.7	15.9	5 / 97	WRIQ-F

12+ FM Share (Metro): 94.77% (145 of 153) (Spring 97: 90.38%)

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

Other Rated Stations			Metro	Cume	TSA
			Share	Rating	AQH Cume
WBLB	G	1340 Pulaski	1.5	4.6	4 79
WFNR	T	710 Blacksburg	1.5	2.6	3 36
WRAD	ST	1460 Radford	1.0	2.9	2 41

Other Rated Stations--Outside Market			Metro	Cume	TSA
			Share	Rating	AQH Cume
WBRF-F	C	98.1 Galax	1.5	4.0	15 194
WHAJ-F	AC/CHR	104.5 Bluefield, WV	0.5	2.9	1 42
WJLS-F	C	99.5 Beckley, WV	1.0	2.2	2 30
WJMH-F	B	102.1 Reidsville, NC	0.5	2.2	2 42
WYYD-F	C	107.9 Amherst	0.5	2.4	1 34

AM Stations

WNRV	990	5 kw @ 0.010 kw	See WPSK-F	Narrows
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FM Stations

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

Notes: Other ranked stations -- See Roanoke-Lynchburg in the Spring 1998 American Radio ... 2/98 WRIQ-F changed from Country to Soft AC ... 7/98 WYVE (1280; Wytheville) sold for \$200,000 (Kozacko) ... 7/98 WXBX-F (95.3; Rural Retreat) sold to WYVE for \$250,000 ... 7/98 WFNR/WNRV/WRAD/WBNK-F/WPSK-F/WRIQ-F/WVMJ-F sold by Bocephus to Root (price NA)

BLUEFIELD, WV

Arbitron Rank: 247	Pop (12+): 94,600	Stations: 22 / 13	% Below Line: 23.3
Market TSL in Hours: 18.50		Diaries: 495/191:1/59.7%	% Not Listed: 14.0
Average Person Rating: 13.6		Sample Target: 440	Total Retail Sales: \$1.20 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fail 97	Spg 97	Fail 96	Spg 96	12+ Metro Cume / Rtg	Fail 97	Spg 97	12+ TSA AQH / Cume	
1	WHAJ-F	AC/CHR	21	16.3			360 / 38.1			52 / 817	WHAJ-F
2	WHKX-FF	C	18	14.0			205 / 21.7			23 / 260	WHKX-FF
3	WKOY-F	O	10	7.8			145 / 15.3			10 / 167	WKOY-F
4	WAEY-F	C	9	7.0			153 / 16.2			11 / 216	WAEY-F
5	WMEV-F	C	7	5.4			84 / 8.8			12 / 196	WMEV-F
6	WMTD-F	AOR/CL	6	4.7			83 / 8.7			8 / 126	WMTD-F
7	WJLS-F	C	5	3.9			136 / 14.3			54 / 737	WJLS-F
8	WPVO	G	4	3.1			50 / 5.3			4 / 55	WPVO
	WXLK-F	CHR	4	3.1			86 / 9.1			10 / 193	WXLK-F
	WKQY-F	O	4	3.1			48 / 5.1			5 / 69	WKQY-F

12+ FM Share (Metro): 88.29% (98 of 111) (Spring 97: NA)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHKX-FF	1 WHAJ-F	1 WHAJ-F <	1 WHAJ-F	1 WHAJ-F	1 WKOY-F	1 WHAJ-F <	1 WHAJ-F	1 WHAJ-F >	1 WHAJ-F	1 WHKX-FF <
2 WHAJ-F >>	WHKX-FF >>	2 WHKX-FF	2 WHKX-FF	WHKX-FF >>	2 WHAJ-F	2 WHKX-FF >	2 WHKX-FF	2 WHKX-FF	WHKX-FF >>	2 WHAJ-F >
3 WMTD-F	3 WMTD-F	3 WKOY-F >	WKOY-F	3 WKOY-F	WMTD-F	3 WAEY-F	3 WKOY-F	3 WKOY-F >	3 WKOY-F	3 WAEY-F >
WAEY-F >	WKOY-F	4 WMTD-F	4 WAEY-F	WAEY-F >	4 WRIC-F	4 WMTD-F	4 WAEY-F	4 WMEV-F >	4 WXLK-F	4 WKOY-F >
	5 WMEV-F	5 WMEV-F	5 WMEV-F	WMEV-F	5 WKOY-F	5 WMEV-F	5 WMEV-F	5 WAEY-F >	5 WMEV-F	
	WAEY-F >	WAEY-F	6 WPVO	WJLS-F	6 WPVO	6 WMEV-F	6 WKQY-F	WJLS-F	WAEY-F >	
								WMTD-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGTH	G	540	Richlands, VA 2.3 3.9 4 71
WGTH-F	G	105.5	Richlands, VA 2.3 5.6 14 216
WHIS	FS/T	1440	Bluefield 2.3 4.9 3 48
WKEZ	ST	1240	Bluefield 0.8 2.1 1 22
WRIC-F	CL HITS	100.7	Richlands 2.3 4.4 5 95
WYRV	G	770	Cedar Bluff, VA 1.6 2.5 3 52

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCIR-F	CHR	103.7	Beckley 2.3 6.3 6 179
WPVR-F	CL AOR	94.9	Roanoke, VA 0.8 3.6 3 75
WQUT-F	AOR/CL	101.5	Johnson City, TN 1.6 2.6 5 62
WSLQ-F	AC	99.1	Roanoke, VA 0.8 2.4 4 83
WXBQ-F	C	96.9	Bristol, VA 0.8 2.1 9 238

AM Stations

WHIS	1440	5 kw/0.5 kw	Full Svc/Talk	TARN, Westwd	---	Adventure
WPVO	1490	1 kw	Gospel	USA	---	Princeton

FM Stations

WAEY	95.9	0.48 kw @ 1141	Country	ABC	---	WPVO	Princeton
WHAJ	104.5	100 kw @ 1200	AC/CHR	Westwd	---	Adventure	
WHKX	106.3	0.22 kw @ 1122	Country	Westwd	---	Adventure	
WHQX	107.7	0.55 kw @ 751	See WHKX-F				Cedar Bluff, VA
WKOY	100.9	0.63 kw @ 641	Oldies	Westwd	---	Adventure	Princeton
WKQY	100.1	4 kw @ 398	Oldies	Westwd	---	Adventure	Tazewell

Notes: This is Bluefield's first Arbitron . . . Other ranked stations - See Beckley, WV or, in the Spring 1998 American Radio, Johnson City-Kingsport-Bristol or Roanoke-Lynchburg

MEDFORD-ASHLAND, OR

Arbitron Rank: 204	Pop (12+): 145,000	Stations: 15 / 14	% Below Line: 0.5
Market TSL in Hours: 20.00		Diaries: 533/272: 1/57.3%	% Not Listed: 22.3
Average Person Rating: 14.6		Sample Target: 490	Total Retail Sales: \$2.0 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KZZE-F	AOR	24 / 11.4	8.8	7.2	5.9	258 / 17.8	12.7	14.1	24 / 268	KZZE-F
2	KRWQ-F	C	21 / 10.0	13.0	13.9	17.1	222 / 15.3	23.4	22.5	38 / 426	KRWQ-F
3	KTMT-F	CHR	17 / 8.1	9.3	8.7	5.9	277 / 19.1	19.5	22.2	27 / 438	KTMT-F
	KMED	ST	17 / 8.1	6.5	8.7	9.1	197 / 13.6	11.4	11.5	17 / 197	KMED
5	KCMX-F	SAC	14 / 6.6	8.4	5.1	8.6	211 / 14.5	14.3	13.2	15 / 225	KCMX-F
	KAKT-F	C	14 / 6.6	6.0	4.6	7.0	149 / 10.3	12.0	14.0	21 / 237	KAKT-F
7	KCMX	N/T	11 / 5.2	5.1	3.6	4.8	145 / 10.0	9.5	8.8	12 / 168	KCMX
	KBOY-F	AOR	11 / 5.2	5.6	6.2	10.2	177 / 12.2	16.2	13.7	21 / 347	KBOY-F
9	KKJJ-F	AC	10 / 4.7	2.3	4.6		134 / 9.3	7.1	11.0	11 / 142	KKJJ-F
10	KCNA-F	O	9 / 4.3	4.6	4.6	4.3	149 / 10.3	13.5	11.3	11 / 207	KCNA-F

12+ FM Share (Metro): 81.71% (134 of 164) (Spring 97: 80.89%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KOPE-F T	103.5	Gold Hill	3.3 8.2 10 159
KROG-F AC	96.9	Grants Pass	1.9 7.4 14 216
KRRM-F C	94.7	Rogue River	0.9 3.2 6 104
KTMT SPRTS	880	Phoenix	0.9 3.8 3 73

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KLDR-F CHR	98.3	Harbeck-Fruitdale	0.5 3.2 10 206

AM Stations

KCMX	580	1 kw (DA-N)	News/Talk	ABC	Mc-Guild	Citadel
KMED	1440	5 kw/1 kw	Standards	CBS	Mc-Guild	Jacor

FM Stations

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

Notes: 5/98 KMED/KKJJ-F/KRWQ-F/KZZE-F were sold to Jacor for \$12,500,000

MERCED, CA

Arbitron Rank: 193 Pop (12+): 167,400
 Market TSL in Hours: 21.25
 Average Person Rating: 16.0

Stations: 32 / 10
 Diaries: 590/284:1/49.4%
 Sample Target: 580

% Below Line: 35.5
 % Not Listed: 21.6
 Total Retail Sales: \$1.24 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume
1 KHTN-F	CHR	34 / 12.7	10.0	12.1	12.7	12.3	447 / 26.7	25.3	25.4	KHTN-F
2 KUBB-F	C	18 / 6.7	7.3	7.0	7.5	8.5	312 / 18.7	14.3	14.8	KUBB-F
3 KLOQ-F	SP-R	16 / 6.0	2.7	1.9	1.6	1.2	186 / 11.1	7.0	4.7	KLOQ-F
4 KHOP-F	AOR	15 / 5.6	5.4	5.5	6.7	5.8	235 / 14.1	13.1	12.7	KHOP-F
5 KOSO-F	AC/CHR	13 / 4.9	3.5	2.7	3.2	2.3	167 / 10.0	8.5	6.9	KOSO-F
KABX-F	O	13 / 4.9	6.9	7.0	4.0	6.5	232 / 13.9	17.2	15.6	KABX-F
7 KSKS-F	C	10 / 3.7	2.3	5.5	3.6	3.1	173 / 10.4	8.0	11.8	KSKS-F
8 KMJ	N/T	8 / 3.0	2.3	4.7	5.2	5.0	120 / 7.1	7.2	8.9	KMJ
9 KATM-F	C	7 / 2.6	3.1	4.3	7.1	3.8	123 / 7.3	8.4	10.4	KATM-F
KYOS	N/T	7 / 2.6	4.6	5.1	1.2	3.5	107 / 6.4	7.8	9.0	KYOS
KVRQ-F	CL AOR	7 / 2.6	3.8	3.1	2.0	4.2	145 / 8.7	8.3	7.7	KVRQ-F
KIBG-F	AC	7 / 2.6	3.8	1.6	3.2	2.7	121 / 7.3	7.7	6.1	KIBG-F

12+ FM Share (Metro): 85.24% (179 of 210) (Spring 97: 81.00%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCIV-F REL	99.9	Mt. Bullion	1.5 3.4
KFIE-F SP	107.7	Merced	1.1 3.1
KQLB-F C	106.9	Los Banos	2.2 3.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOS-F CHR	94.9	Tulare	0.4 2.3
KCBS N/T	740	San Francisco	0.7 3.0
KFRE T	940	Fresno	0.7 2.1
KHKK-FF CL HITS	104.1	Modesto	1.1 5.3
KJFX-F CL AOR	95.7	Fresno	0.7 2.0
KLBN-F SP-R	105.1	Auberry	0.4 3.0
KMIX-F SP-C	100.9	Tracy	0.7 1.8
KNAX-F C	97.9	Fresno	0.7 1.4
KNBR SPRTS	680	San Francisco	2.2 4.7
KNTO-F SP-C	95.9	Livingston	1.1 3.4
KOQO-F SP-C	101.9	Fresno	1.5 5.0
KRNC-F SP-C	105.9	Fresno	0.7 3.6
KVIN ST	1390	Turlock	2.2 2.9
KVSR-F AC-NR	101.1	Fresno	0.7 2.8
KWNN-F CHR	98.3	Turlock	0.7 3.3
KZMS-F SP-C	97.1	Patterson	0.7 1.5

AM Stations

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

KABX	97.5	50 kw @ 490	Oldies	ABC	Christal	KIBG-F/KYOS
KHTN	104.7	50 kw @ 469	CHR		D&R	Buckley Los Banos
KIBG	106.3	2.95 kw @ 476	AC	Westwd	Christal	KABX-F/KYOS
KLOQ	98.7	6 kw @ 246	Hispanic		Caballero	KTFN Winton
KUBB	96.3	1.95 kw @ 2112	Country	Westwd	D&R	Buckley Mariposa
KVRQ	92.5	6 kw @ 328	Classic AOR		---	KLOQ-F/KTFN Atwater

Notes: Other ranked stations - See Modesto or Fresno in the Spring 1998 American Radio . . . There is no TSA for the market . . . 7/98 KFIE-F (107.7) sold by Neuhoff to KYOS/KABX-F/KIBG-F for \$600,000 . . . 7/98 KFIE-F changed from Hispanic to Jazz (Jones Radio Networks)

MERIDIAN, MS

Arbitron Rank: 265	Pop (12+): 62,000	Stations: 12 / 10	% Below Line: 3.2
Market TSL in Hours: 20.50		Diaries: 379/164:1/48.1%	% Not Listed: 17.2
Average Person Rating: 15.0		Sample Target: 400	Total Retail Sales: \$0.71 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WOKK-F	14 / 15.1	22.1	23.7		20.0	173 / 27.8	37.0	35.3	44 / 536	WOKK-F
2	WJDQ-F	13 / 14.0	11.6	11.3		9.5	173 / 27.9	29.5	23.8	22 / 341	WJDQ-F
3	WZKS-F	10 / 10.8	11.6	11.3		6.3	144 / 23.3	21.5	21.4	26 / 346	WZKS-F
4	WSLY-F	9 / 9.7	8.1	6.8		3.2	128 / 20.6	16.9	17.7	14 / 275	WSLY-F
5	WMOX	6 / 6.5	8.1	9.0		10.5	85 / 13.7	15.1	16.2	7 / 109	WMOX
	WALT	6 / 6.5	10.5	9.0		14.7	95 / 15.3	15.4	19.6	7 / 134	WALT
7	WNBN	5 / 5.4	2.3	7.9		6.3	44 / 7.1	4.5	7.6	5 / 44	WNBN

12+ FM Share (Metro): 77.92% (60 of 77) (Spring 97: 70.37%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJDQ-F >>	1 WJDQ-F	1 WZKS-F	1 WOKK-F	1 WZKS-F	1 WZKS-F	1 WOKK-F	1 WOKK-F <	1 WJDQ-F	1 WSLY-F >	1 WZKS-F
2 WSLY-F	2 WZKS-F >	2 WJDQ-F >	2 WZKS-F	2 WOKK-F	2 WJDQ-F >>	2 WJDQ-F	2 WJDQ-F >	2 WOKK-F	2 WZKS-F	2 WSLY-F
WOKK-F >	3 WOKK-F	3 WOKK-F	3 WMOX	WJDQ-F	3 WOKK-F	3 WMOX >	3 WZKS-F	3 WZKS-F <	3 WJDQ-F	3 WOKK-F
4 WZKS-F	4 WSLY-F	4 WALT	4 WALT	WALT	WKZB-F >>	4 WZKS-F	4 WMOX	4 WSLY-F >>	4 WOKK-F >	WNBN
WTUX-F >>	WALT	5 WSLY-F	5 WJDQ-F	5 WSLY-F		5 WALT >	5 WALT	5 WYYW-F	5 WTUX-F	WJDQ-F
		WNBN >		WNBN >>			6 WSLY-F	WTUX-F	WALT >	WALT >>

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WKZB-F	CHR	9.5	Butler	3.2	8.0	3	72	WHER-F	O	103.7	Hattiesburg	2.2	4.8	7	81
WTUX-F	CHR	102.1	Meridian	4.3	12.9	5	120	WNSL-F	CHR	100.3	Laurel	1.1	5.9	6	153
WYYW-F	C	95.1	Marion	4.3	10.5	7	118								

AM Stations

WALT	910	5 kw/1 kw	Black	ABC	Mc-Guild	New South
WMOX	1010	10 kw/1 kw (DA-2)	Talk	UPI, UBN	Mc-Guild	
WNBN	1290	1 kw/0.091 kw	Black Gospel	AURN	---	

FM Stations

WJDQ	101.3	99 kw @ 581	CHR/AC	CBS, Westwd	Eastman	Radio South
WOKK	97.1	100 kw @ 600	Country	ABC	Mc-Guild	New South
WSLY	104.9	50 kw @ 492	Black		---	York
WZKS	104.1	16 kw @ 535	Black AC	ABC	Eastman	Radio South
						Union

Notes: 4/98 WFFX (1450) changed from Standards to Sports (1-On-1) . . . 4/98 WTUX-F changed from Classic AOR to CHR . . . 8/98 WMLV-F (106.9; Stonewall) began operation with Jones Radio Networks' Soft AC . . . 8/98 WTUX-F changed calls to WMMZ-F; remains CHR

MONROE, LA

Arbitron Rank: 229	Pop (12+): 118,900	Stations: 16 / 14	% Below Line: 1.2
Market TSL in Hours: 20.00		Diaries: 502/237:1/49.0%	% Not Listed: 13.3
Average Person Rating: 14.6		Sample Target: 490	Total Retail Sales: \$1.53 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro	Fall	Spg	12+ TSA		
		1/4	Share	97	97	96	96		Cume / Rtg	97	97	AQH / Cume	
1	KJLO-F	C	28 / 16.2	11.7	14.1	11.6	16.8	327 / 27.5	26.7	24.8	65 / 952	KJLO-F	
2	KRVV-F	B	24 / 13.9	14.7	15.7	12.2	16.2	299 / 25.1	23.4	25.0	59 / 711	KRVV-F	
3	KYEA-F	B	19 / 11.0	12.3		11.0	13.9	298 / 25.0	23.3		39 / 654	KYEA-F	
4	KLIP-F	CL HITS	16 / 9.3	6.1	8.4	4.6	4.0	190 / 16.0	11.6	14.6	30 / 356	KLIP-F	
5	KMYF-F	C	13 / 7.5	5.5	3.7	4.6	9.8	193 / 16.2	16.9	14.9	56 / 584	KMYF-F	
6	KLMB-F	B/AC	12 / 6.9	6.8	4.2	4.6		132 / 11.1	11.0	11.0	19 / 213	KLMB-F	
7	KNOE-F	CHR	10 / 5.8	7.4	8.4	6.9	7.5	202 / 17.0	20.6	21.6	31 / 519	KNOE-F	
8	KCTO-F	CL AOR	6 / 3.5	1.8	2.1	1.2	0.6	83 / 7.0	5.3	7.3	8 / 149	KCTO-F	
9	KMLB	T	5 / 2.9	3.7	4.2	2.3	2.9	74 / 6.2	7.8	11.4	5 / 91	KMLB	
	KXKZ-F	C	5 / 2.9	3.1	3.7	5.2	2.3	115 / 9.7	10.1	12.1	36 / 454	KXKZ-F	

12+ FM Share (Metro): 94.67% (142 of 150) (Spring 97: 90.14%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KHLL-F	REL-CC	100.9	Richwood	1.7	5.7	5	115
KNOE	C/O	540	Monroe	0.6	3.3	1	60
KWJM-F	AC	92.7	Farmerville	2.3	8.3	6	155
KXLA	B/G	990	Rayville	1.2	2.0	3	38

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KQID-F	CHR	93.1	Alexandria	0.6	4.3	6	219
KWLT-F	O	102.7	N. Crosssett, AR	0.6	2.4	10	100

AM Stations

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

KCTO	103.1	25 kw @ 300	Classic AOR	Westwd	Keystone	BP/VS&A	Columbia
KJLO	104.1	100 kw @ 1017	Country	ABC	Mc-Guild	New South	
KLIP	105.3	50 kw @ 433	Classic Hits		Mc-Guild	New South	
KLMB	97.3	3 kw @ 328	Black AC		---		Bastrop
KMYF	106.1	100 kw @ 1017	Country	ABC, WW1, CNN	Christal	BP/VS&A	
KNOE	101.9	97 kw @ 1516	CHR	ABC	Roslin		
KRVV	100.1	50 kw @ 492	Black	ABC	Mc-Guild	Holladay	Bastrop
KXKZ	107.5	97.7 kw @ 1066	Country	AP, Westwd	---		Ruston
KYEA	98.3	50 kw @ 492	Black	ABC, AURN	D&R	BP/VS&A	W. Monroe

Notes: KRVV-F is LMA'd to New South

MORGANTOWN-CLARKSBURG-FAIRMONT, WV

Arbitron Rank: 182 Pop (12+): 176,700	Stations: 18 / 14	% Below Line: 5.6
Market TSL in Hours: 18.25	Diaries: 596/296:1/55.0%	% Not Listed: 18.6
Average Person Rating: 13.1	Sample Target: 610	Total Retail Sales: \$1.87 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro		Fall	Spg	12+ TSA	
		1/4	Share	97	97	96	96	Cume / Rtg	97	97	AQH / Cume		
1	WKKW-F	C	42 / 18.2	21.3	22.8	12.2		555 / 31.4	30.2	32.9	74 / 1000	WKKW-F	
2	WVAQ-F	CHR	35 / 15.2	14.8	11.0	14.1		537 / 30.4	31.9	24.5	56 / 832	WVAQ-F	
3	WAJR	N/T	16 / 6.9	7.0	7.6	7.8		228 / 12.9	11.6	10.3	22 / 291	WAJR	
4	WCLG-F	AOR	15 / 6.5	6.1	7.2	8.1		294 / 16.7	18.1	14.3	23 / 400	WCLG-F	
5	WFBY-F	CL AOR	12 / 5.2	6.5	5.1			186 / 10.5	13.8	13.6	44 / 586	WFBY-F	
6	WDCI-F	SAC	10 / 4.3	3.5	3.4	3.7		132 / 7.5	7.8	8.3	12 / 193	WDCI-F	
7	WCLG	O	9 / 3.9	1.3	1.3	3.3		93 / 5.3	2.4	4.6	9 / 93	WCLG	
8	WOBG-F	O	8 / 3.5	3.0	2.5	3.7		179 / 10.2	9.1	8.3	10 / 239	WOBG-F	
9	WMQC-F	CL AOR	7 / 3.0	3.0	2.5	2.6		126 / 7.1	8.9	8.7	7 / 157	WMQC-F	
	WTUS-F	C	7 / 3.0	3.9	5.1	7.0		98 / 5.6	11.7	11.8	10 / 120	WTUS-F	

12+ FM Share (Metro): 85.64% (161 of 188) (Spring 97: 86.22%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WMMN	N	92.0	Fairmont	0.9	2.5	2 53
WPDX-F	C/O	104.9	Clarksburg	2.2	3.1	5 58
WRLF-F	AOR	94.3	Fairmont	2.2	5.1	5 94
WVHF-F	AC/CHR	92.7	Clarksburg	0.9	3.2	2 85

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBRB-F	C	101.3	Buckhannon	2.6	6.5	34 511
WBTV-F	O	93.5	Buckhannon	0.9	2.1	10 208
WDVE-F	AOR	102.5	Pittsburgh	0.4	2.1	6 115
WSSN-F	CHR	102.3	Weston	1.7	4.1	10 252

AM Stations

WAJR	1440	5 kw/0.5 kw (DA-2)	News/Talk	ABC, Westwd, ESPN	Mc-Guild	West VA Radio
WCLG	1300	2.5 kw/0.044 kw	Oldies	Westwd, ABC	Dome	

FM Stations

WCLG	100.1	6 kw @ 300	AOR	Source, ABC	Keystone	
WDCI	104.1	1.2 kw @ 518	Soft AC	JRN		Bridgeport
WFBY	106.5	50 kw @ 500	Classic AOR	Westwd	Mc-Guild	West VA Radio
WKKW	97.9	29 kw @ 640	Country	ABC		WMMN/WRLF-F
WMQC	100.9	3 kw @ 198	AC	CNN	Savalli	WPDX-AF
WOBG	105.7	1.2 kw @ 581	Oldies	ABC	Com'l. Media	Westover
WTUS	102.7	3.21 @ 452	Country	JRN, SRN		Salem
WVAQ	101.9	50 kw @ 500	CHR	ABC	Mc-Guild	West VA Radio

Notes: WKKW-F is LMA'd by West Virginia Radio . . . 3/98 WMQC-F changed from AC to Jones Radio Networks' Classic AOR . . . 3/98 WPDX-F changed from simulcasting WMQC-F to Jones' Classic Country

MORRISTOWN, NJ

Arbitron Rank: 98 Pop (12+): 388,600
 Market TSL in Hours: 20.75
 Average Person Rating: 15.9

Stations: 26 / 2
 Diaries: 620/627:1/54.5%
 Sample Target: 620

% Below Line: 81.8
 % Not Listed: 10.2
 Total Retail Sales: \$5.0 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume
1	WLTW-F	SAC	61 / 9.9	7.4	8.5	8.3	845 / 21.7	17.7	19.0	WLTW-F
2	WHTZ-F	CHR	48 / 7.8	5.5	4.6	4.3	1054 / 27.1	20.6	18.6	WHTZ-F
3	WPLJ-F	CHR/AC	46 / 7.4	7.9	8.3	9.6	863 / 22.2	21.7	24.3	WPLJ-F
	WXRK-F	T/NR	46 / 7.4	8.2	6.2	4.9	821 / 21.1	19.1	20.5	WXRK-F
5	WOR	T	40 / 6.5	4.8	3.7	6.8	405 / 10.4	12.6	10.0	WOR
6	WABC	T	39 / 6.3	6.7	3.8	4.6	535 / 13.8	12.4	9.9	WABC
7	WCBS-F	O	38 / 6.1	5.6	10.1	7.1	658 / 16.9	14.7	18.6	WCBS-F
8	WMTR	ST/FS	25 / 4.0	2.9	4.8	5.2	313 / 8.0	8.7	7.8	WMTR
	WDHA-F	AOR	25 / 4.0	4.0	5.4	4.3	468 / 12.0	10.9	14.9	WDHA-F
10	WFAN	SPRTS	24 / 3.9	2.9	2.7	2.7	380 / 9.8	13.1	11.2	WFAN
11	WQXR-F	CL	19 / 3.1	3.2	4.2	2.6	224 / 5.8	8.6	8.7	WQXR-F

12+ FM Share (Metro): 68.04% (347 of 510) (Spring 97: 78.16%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXRK-F	1 WXRK-F	1 WLTW-F	1 WLTW-F	1 WLTW-F >	1 WXRK-F >	1 WXRK-F >>	1 WLTW-F >	1 WLTW-F	1 WABC <	1 WHTZ-F
2 WHTZ-F	2 WPLJ-F <	2 WPLJ-F <	2 WOR	2 WPLJ-F >	2 WPLJ-F	2 WPLJ-F	2 WCBS-F	2 WPLJ-F	2 WHTZ-F >	2 WLTW-F <
3 WPLJ-F	3 WLTW-F	3 WXRK-F	3 WCBS-F	3 WCBS-F <	3 WCBS-F	WOR	3 WOR <	3 WHTZ-F	3 WLTW-F	3 WPLJ-F <
4 WDHA-F	4 WHTZ-F	4 WCBS-F >	WABC	4 WHTZ-F	WFAN	4 WHTZ-F	4 WDHA-F <	WABC	4 WPLJ-F	4 WOR <
5 WLTW-F	5 WDHA-F	5 WABC <	5 WPLJ-F <	5 WKTU-F	5 WLTW-F	5 WLTW-F	5 WPLJ-F <	5 WCBS-F <	5 WCBS-F	5 WCBS-F
	6 WABC <	6 WHTZ-F	6 WMTR	6 WOR	WABC <	6 WCBS-F <	6 WHTZ-F <	6 WOR <	6 WAXQ-F	6 WABC
		7 WFAN <	7 WFAN <	WXRK-F	7 WDHA-F >	7 WABC <	7 WMTR <	7 WFAN <	WKTU-F	7 WXRK-F
				WBIX-F			8 WABC			

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAWZ-F	REL	99.1	Zarephath 0.6 1.8
WAXQ-F	CL AOR	104.3	New York 2.4 14.3
WBBR	BIZ N	1130	New York 0.6 2.8
WBIX-F	AC	105.1	New York 2.4 9.1
WBLS-F	B/AC	107.5	New York 0.3 2.1
WCBS	N	880	New York 2.1 10.9
WINS	N	1010	New York 1.1 8.8
WKTU-F	CHR/U	103.5	Lk. Success, NY 2.7 11.0
WKXW-F	T	101.5	Trenton 2.1 8.0
WNEW-F	CL AOR	102.7	New York 2.3 12.7
WQCD-F	J	101.9	New York 1.3 5.0
WQEW	ST	1560	New York 1.8 2.1
WQHT-F	U/CHR	97.1	New York 1.0 4.4
WRKS-F	B/AC	98.7	New York 0.5 1.6
WWXY-F	C	107.1	Briarcliff Manor 2.1 3.9

AM Stations

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

FM Stations

WDHA 105.5 1 kw @ 565 AOR Katz New Jersey Dover

Notes: Other ranked stations - See New York . . . There is no TSA for the market

MYRTLE BEACH, SC

Arbitron Rank: 175 **Pop (12+):** 186,100 **Stations:** 27 / 18 **% Below Line:** 16.4
Market TSL in Hours: 20.75 **Diaries:** 531/350:1/46.6% **% Not Listed:** 11.2
Average Person Rating: 15.4 **Sample Target:** 570 **Total Retail Sales:** \$3.1 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1	WJYR-F	EZ 25 / 8.7	7.1	9.3	7.8	8.7	299 / 16.1	15.9	14.2	28 / 340	WJYR-F
2	WWXM-F	CHR 24 / 8.4	8.5	10.0	9.3	10.7	360 / 19.4	19.8	21.5	30 / 520	WWXM-F
3	WGTR-F	C 20 / 7.0	6.1	6.9	5.2	3.3	247 / 13.3	14.1	15.0	22 / 294	WGTR-F
	WYAV-F	AOR/CL 20 / 7.0	7.1	4.5	8.5	5.4	282 / 15.2	17.8	14.8	21 / 345	WYAV-F
	WDAI-F	B 20 / 7.0	10.2	9.3	6.7	9.4	301 / 16.1	18.4	17.0	22 / 344	WDAI-F
6	WSYN-F	O 19 / 6.6	8.1	6.6	7.0	9.0	291 / 15.6	14.5	15.8	20 / 314	WSYN-F
7	WWSK-F	CL HITS 18 / 6.3	3.7	3.8	5.2	4.0	247 / 13.3	12.0	11.9	19 / 289	WWSK-F
8	WRNN-F	N/T 15 / 5.2	4.4	4.5	5.2	3.3	209 / 11.3	12.4	10.1	16 / 228	WRNN-F
9	WWWZ-F	B 10 / 3.5	2.7	3.1	3.3	3.0	109 / 5.8	5.6	8.0	11 / 149	WWWZ-F
10	WYAK-F	C 9 / 3.1	6.1	4.5	4.5	4.7	97 / 5.2	13.0	11.0	9 / 114	WYAK-F
11	WKZQ-F	AOR 8 / 2.8	3.1	3.8	3.7	3.7	155 / 8.3	8.6	10.8	9 / 172	WKZQ-F

12+ FM Share (Metro): 97.24% (247 of 254) (Spring 97: 95.45%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWXM-F <	1 WWXM-F	1 WWSK-F	1 WJYR-F	1 WSYN-F	1 WYAV-F	1 WYAV-F	1 WJYR-F	1 WWXM-F	1 WDAI-F <	1 WJYR-F
2 WDAI-F	WYAV-F	WYAV-F <	2 WSYN-F	WDAI-F	2 WWSK-F >	2 WJYR-F	2 WSYN-F	2 WDAI-F	2 WWXM-F	WWXM-F <
3 WYAV-F	3 WWSK-F <	3 WSYN-F <	3 WGTR-F <	3 WGTR-F	3 WSYN-F	3 WWXM-F <	3 WWXM-F <	3 WWSK-F <	3 WWWZ-F	3 WGTR-F
4 WWSK-F	4 WGTR-F <	4 WDAI-F <	4 WRNN-F	4 WWXM-F	WGTR-F	4 WWSK-F	4 WGTR-F <	4 WSYN-F	4 WGTR-F	4 WDAI-F
5 WGTR-F	5 WDAI-F	5 WGTR-F	5 WWSK-F	5 WWSK-F	WRNN-F	5 WGTR-F	5 WRNN-F	WGTR-F	WKZQ-F	5 WWSK-F <
	WZFX-F	6 WSYN-F	6 WWXM-F	WYAV-F >	6 WJYR-F	6 WDAI-F	6 WSYN-F	WYAV-F	WJYR-F <	6 WSYN-F
7 WWWZ-F	7 WRNN-F	7 WRNN-F		7 WMYB-F	WWXM-F	WDAI-F	7 WWSK-F	7 WRNN-F	WTUA-F	7 WWWZ-F
	8 WWWZ-F	8 WJYR-F		WZFX-F	8 WWWZ-F	WRNN-F >	8 WDAI-F	8 WYAV-F >	WJYR-F	WYAV-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGTN-F	C 100.7	Georgetown	1.4 1.8 5 40
WJXY	ST 1050	Conway	1.0 2.5 3 54
WJXY-FF	C 93.9	Conway	1.7 5.5 5 114
WLMC	B/G 1470	Georgetown	1.4 2.5 4 46
WMYB-F	AC 99.5	Socastee	2.1 6.8 6 127
WNMB-F	AC 105.9	N. Myrtle Beach	1.4 5.0 5 114
WVCO-F	J 94.9	Loris	1.0 2.3 5 79

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEGX-F	C 92.9	Dillon	1.7 6.1 11 214
WHLZ-F	C 92.5	Manning	1.4 2.6 8 116
WKML-F	C 95.7	Lumberton, NC	0.3 2.0 8 174
WMNX-F	B 97.3	Wilmington, NC	2.4 8.3 13 278
WSTS-F	G 100.9	Fairmont, NC	1.7 4.9 8 133
WSUY-F	SAC 96.9	Charleston	0.7 2.2 7 73
WTUA-F	B/G 106.1	St. Stephen	2.1 2.3 16 142
WZFX-F	B 99.1	Whiteville, NC	2.4 5.8 21 315

FM Stations

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

Notes: Other ranked stations - See Charleston, SC in the Spring 1998 American Radio ... 4/98 WWSK-F changed from New Rock to Classic Hits as "The Fox"

NEW BEDFORD-FALL RIVER, MA

Arbitron Rank: 156 Pop (12+): 223,600
 Market TSL in Hours: 23.00
 Average Person Rating: 17.1

Stations: 27 / 6
 Diaries: 448/499:1/46.3%
 Sample Target: 440

% Below Line: 57.0
 % Not Listed: 13.8
 Total Retail Sales: \$5.44 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WFHN-F	CHR	40 / 10.4	8.0	5.3	2.9	4.9	584 / 26.1	14.1	13.5	WFHN-F
2	WCTK-F	C	34 / 8.9	5.9	3.2	3.6	6.0	331 / 14.8	12.3	9.9	WCTK-F
3	WHJY-F	AOR	32 / 8.3	6.7	6.5	7.4	8.0	387 / 17.3	16.1	17.5	WHJY-F
4	WPRO-F	CHR	28 / 7.3	3.7	5.3	5.2	4.3	457 / 20.4	13.9	17.3	WPRO-F
5	WWLI-F	SAC	25 / 6.5	7.8	6.8	5.0	6.4	394 / 17.6	15.3	14.2	WWLI-F
6	WCIB-F	CL AOR	19 / 5.0	2.0	1.5	1.5	0.7	159 / 7.1	3.8	3.3	WCIB-F
7	WBSM	T	17 / 4.4	3.2	3.1	4.3	2.4	212 / 9.5	6.4	5.2	WBSM
8	WWBB-F	O	16 / 4.2	4.1	5.0	5.2	4.2	238 / 10.6	11.4	14.6	WWBB-F
9	WSNE-F	AC	14 / 3.7	3.6	6.4	5.2	4.8	280 / 12.5	11.3	13.5	WSNE-F
	WJMN-F	CHR	14 / 3.7	3.1	1.9	1.8	2.8	343 / 15.3	12.8	11.6	WJMN-F
	WBRU-F	AOR-NR	14 / 3.7	2.9	3.1	2.1	1.5	265 / 11.8	14.2	13.8	WBRU-F
12	WWKX-F	CHR	11 / 2.9	2.9	2.7	1.9	2.1	274 / 12.3	9.5	10.5	WWKX-F
	WSAR	T	11 / 2.9	0.9	2.7	1.4	1.2	123 / 5.5	3.3	7.0	WSAR

12+ FM Share (Metro): 83.94% (277 of 330) (Spring 97: 77.49%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFHN-F	1 WHJY-F <	1 WHJY-F	1 WCTK-F >	1 WFHN-F	1 WHJY-F >>	1 WFHN-F <	1 WHJY-F <	1 WFHN-F	1 WFHN-F <	1 WCTK-F <
2 WHJY-F	2 WFHN-F	2 WFHN-F	2 WWLI-F	2 WPRO-F >	2 WCTK-F >	2 WHJY-F	2 WFHN-F	2 WCTK-F	2 WWLI-F	2 WFHN-F
3 WPRO-F >	3 WPRO-F >	3 WCTK-F <	WBSM	3 WWLI-F	3 WSNE-F	3 WCTK-F <	3 WCTK-F	3 WHJY-F	3 WCTK-F	3 WPRO-F
4 WCTK-F	4 WCTK-F	4 WPRO-F	4 WHJY-F	4 WCIB-F	WCIB-F	4 WBSM	4 WPRO-F	4 WPRO-F	4 WJMN-F <	4 WWLI-F <
5 WBRU-F	WCIB-F	5 WCIB-F <	WFHN-F	5 WCTK-F >	5 WFHN-F	5 WPRO-F	5 WWLI-F <	5 WWLI-F	5 WPRO-F <	5 WHJY-F
6 WSNE-F	6 WWLI-F	6 WWLI-F	WCIB-F <	6 WWBB-F	6 WWBB-F	WWLI-F	6 WCIB-F >	6 WWBB-F	6 WBRU-F	6 WBRU-F <
	7 WSNE-F	7 WSNE-F	7 WWBB-F <	7 WSNE-F	WBRU-F	7 WCIB-F		7 WCIB-F	7 WWKX-F	7 WWBB-F
	WBRU-F		8 WPRO-F <			8 WWBB-F <		8 WJMN-F		WJMN-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJFD-F	E	97.3	New Bedford 1.6 4.5
WNBH	C	1340	New Bedford 1.0 3.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBCN-F	AOR	104.1	Boston 1.0 2.9
WBMX-F	AC	98.5	Boston 0.8 2.5
WBZ	N/T	1030	Boston 1.0 4.0
WCRB-F	CL	102.5	Waltham 0.5 2.6
WEEI	SPRTS	850	Boston 1.6 3.3
WHJJ	N/T	920	Providence 1.6 3.1
WQDS-F	O	103.3	Boston 0.5 3.1
WPLM-F	J	99.1	Plymouth 0.8 2.2
WPRO	T	630	Providence 1.3 5.4
WQRC-F	SAC	99.9	Barnstable, MA 0.5 2.0
WWRX-F	CL AOR	103.7	Westerly, RI 1.6 9.0
WXEX-F	AOR-NR	99.7	Wakefield, RI 0.5 3.1

AM Stations

Station	Power	Time	Format	Comments
WBSM	1420	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt
WNBH	1340	1 kw	Classic Country	ABC, Westwd, TARN
WSAR	1480	5 kw (DA-1)	Talk	ABC

FM Stations

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

Notes: Other ranked stations - See Cape Cod, or in the Spring 1998 American Radio, Providence . . . Arbitron has redefined the New Bedford-Fall River metro survey area effective with this survey . . . There is no TSA for the market

NEW LONDON, CT

Arbitron Rank: 163	Pop (12+): 211,100	Stations: 27 / 9	% Below Line: 32.6
Market TSL in Hours: 19.50		Diaries: 465/454:1/55.6%	% Not Listed: 20.0
Average Person Rating: 14.7		Sample Target: 440	Total Retail Sales: \$2.55 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WCTY-F	35 / 11.3	10.6	16.9	15.0	12.7	414 / 19.6	19.1	22.7	49 / 669	WCTY-F
2	WNLC-F	24 / 7.8	6.3	2.8	5.4	5.8	288 / 13.6	9.4	10.0	31 / 326	WNLC-F
3	WQGN-F	23 / 7.4	11.2	12.4	8.7	9.4	540 / 25.6	26.4	29.2	27 / 632	WQGN-F
4	WTYD-F	20 / 6.5	4.5	5.5	6.3	7.5	309 / 14.6	12.4	13.9	22 / 336	WTYD-F
5	WWRX-F	17 / 5.5	6.6	6.9	6.0	4.2	424 / 20.1	23.5	17.6	61 / 945	WWRX-F
6	WBMW-F	16 / 5.2	4.8	2.8	4.8	5.8	326 / 15.5	12.4	11.2	24 / 427	WBMW-F
7	WKSS-F	13 / 4.2	2.4	2.4	1.5	2.3	225 / 10.7	9.9	9.1	13 / 247	WKSS-F
8	WVVE-F	12 / 3.9	3.9	3.5	8.4	4.2	221 / 10.5	13.7	10.4	16 / 318	WVVE-F
9	WICH	11 / 3.6	2.7	2.1	3.9	5.5	178 / 8.4	5.7	4.9	11 / 178	WICH

12+ FM Share (Metro): 84.27% (209 of 248) (Spring 97: 85.54%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQGN-F >	1 WCTY-F	1 WCTY-F	1 WCTY-F	1 WTYD-F	1 WCTY-F >	1 WCTY-F	1 WCTY-F	1 WCTY-F	1 WQGN-F >	1 WCTY-F >
2 WKSS-F	2 WQGN-F	2 WWRX-F	2 WNLC-F >	2 WBMW-F	2 WWRX-F	2 WWRX-F	2 WNLC-F <	2 WQGN-F <	2 WCTY-F	2 WNLC-F <
WCTY-F	3 WWRX-F	3 WBMW-F	3 WTYD-F >	3 WCTY-F	3 WNLC-F	3 WNLC-F <	3 WTYD-F	3 WNLC-F	3 WTYD-F	3 WQGN-F
4 WWRX-F	4 WBMW-F	4 WNLC-F	4 WWRX-F	WWRX-F	4 WKSS-F	4 WBMW-F	4 WBMW-F <	4 WTYD-F >	WKSS-F	4 WKSS-F
5 WBMW-F	5 WTYD-F <	WQGN-F	WBMW-F	WQGN-F >	5 WVVE-F	5 WTC	5 WQGN-F	5 WWRX-F	5 WWRX-F	WWRX-F <
6 WTYD-F	6 WKSS-F	WTYD-F	6 WICH	6 WWYZ-F	WBMW-F	WQGN-F	6 WVVE-F	6 WNLC-F	6 WNLC-F	6 WTYD-F
			WVVE-F			WTYD-F <	7 WICH <		WVVE-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKCD-F J 107.7 Pawcatuck	1.3	6.4	4 134
WSUB T 98.0 Groton	0.6	3.9	2 82

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC T 77.0 New York	0.6	3.5	2 85
WBEA-F AC/CHR 104.7 Montauk, NY	0.6	6.6	2 139
WCBS N 88.0 New York	1.3	8.4	9 269
WDRC-F O 102.9 Hartford	1.9	5.9	7 197
WFAN SPRTS 66.0 New York	2.3	8.5	8 224
WHCN-F CL AOR 105.9 Hartford	1.3	5.2	8 191
WILI-F CHR 98.3 Wilimantic	1.0	6.1	16 291
WKCI-F CHR 101.3 Hamden	0.6	2.8	2 65
WOR T 71.0 New York	1.3	3.4	4 77
WPLR-F AOR 99.1 New Haven	0.6	2.7	2 56
WRCH-F SAC 100.5 New Britain	1.6	4.7	8 123
WTIC FS -108.0 Hartford	2.9	6.7	11 172
WTIC-F AC/CHR 96.5 Hartford	1.3	4.9	7 193
WWYZ-F C 92.5 Waterbury	1.9	4.6	9 226
WXEX-F AOR-NR 99.7 Wakefield, RI	1.9	7.4	21 359
WZMX-F CL HITS 93.7 Hartford	1.6	4.9	5 120

AM Stations

WICH	1310	5 kw (DA-2)	Full Service	D&R	Hall	Norwich
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FM Stations

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

Notes: WWRX-F - See Providence in the Spring 1998 American Radio . . . 4/98 WNLC (1510) changed calls to WWJY & went silent. The station expected to return to the air in August

NEWBURGH-MIDDLETOWN, NY (Mid-Hudson Valley)

Arbitron Rank: 141	Pop (12+): 264,400	Stations: 33 / 6	% Below Line: 71.2
Market TSL in Hours: 21.50		Diaries: 450/588:1/53.3%	% Not Listed: 13.3
Average Person Rating: 16.3		Sample Target: 440	Total Retail Sales: \$3.22 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WSPK-F	CHR	50 / 11.6	12.1	10.2	9.3	779 / 29.5	29.6	24.5	51 / 795	WSPK-F
2	WHUD-F	AC	46 / 10.7	12.6	9.0	11.0	587 / 22.2	19.9	21.4	47 / 592	WHUD-F
3	WPDH-F	AOR/CL	32 / 7.4	8.6	10.0	6.9	512 / 19.3	20.4	21.7	33 / 529	WPDH-F
4	WRRV-F	AOR-NR	21 / 4.9	5.7	9.3	5.1	391 / 14.8	15.0	18.2	22 / 419	WRRV-F
	WCZX-FF	O	21 / 4.9	5.5	6.7	3.4	264 / 10.0	11.6	14.9	21 / 264	WCZX-FF
6	WABC	T	20 / 4.7	2.6	2.1	6.8	297 / 11.2	8.4	8.1	26 / 335	WABC
7	WXRK-F	T/NR	14 / 3.3	1.0	1.7	2.8	176 / 6.6	3.8	8.3	15 / 206	WXRK-F
8	WRWD-F	C	13 / 3.0	2.6	2.9	3.4	231 / 8.7	6.2	6.7	13 / 231	WRWD-F
9	WGNV-F	AC	12 / 2.8	2.6	2.4	2.3	280 / 10.6	11.0	9.0	12 / 280	WGNV-F
10	WTSX-F	AC/CHR	11 / 2.6	1.7	1.2		75 / 2.8	2.6	3.4	14 / 120	WTSX-F

12+ FM Share (Metro): 85.79% (320 of 373) (Spring 97: 87.10%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSPK-F >	1 WSPK-F	1 WHUD-F	1 WHUD-F >>	1 WHUD-F	1 WPDH-F >	1 WHUD-F	1 WHUD-F	1 WSPK-F <	1 WSPK-F >>	1 WSPK-F
2 WPDH-F >	2 WPDH-F	2 WPDH-F	2 WABC <	2 WSPK-F >	2 WHUD-F <	2 WSPK-F	2 WSPK-F <	2 WHUD-F	2 WHUD-F >	2 WHUD-F >
3 WHUD-F	3 WHUD-F >	3 WSPK-F >	3 WPDH-F	3 WCZX-FF	3 WRRV-F	3 WPDH-F	3 WPDH-F	3 WPDH-F	3 WRRV-F <	3 WPDH-F
WTSX-F	4 WRRV-F	4 WCZX-FF <	WCZX-FF >	4 WPDH-F	4 WABC	4 WXRK-F	4 WABC <	4 WRRV-F <	4 WPDH-F >	4 WRRV-F >
5 WXRK-F	5 WCZX-FF	5 WRRV-F	5 WSPK-F	5 WGNV-F >	WXRK-F	5 WFAN	5 WCZX-FF	5 WABC	5 WCZX-FF	5 WABC
6 WRRV-F >	WXRK-F				6 WSPK-F	WRRV-F	6 WRWD-F	6 WCZX-FF >	WQCD-F	WCZX-FF
						WCZX-FF	WRRV-F <			WSKQ-F
							8 WTSX-F <			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WALL T 1340 Middletown	1.4	4.4	6 116
WGNV O 1220 Newburgh	1.6	3.2	7 86
WTHN-F C 99.3 Ellenville	2.3	5.4	10 144

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAXQ-F CL AOR 104.3 New York	0.7	2.6	3 69
WBLS-F B/AC 107.5 New York	0.7	2.2	3 63
WBWZ-F AC 93.3 New Paltz	0.5	2.6	2 68
WCBS N 880 New York	2.1	12.1	9 320
WCBS-F O 101.1 New York	2.3	6.5	12 226
WDST-F AOR-P 100.1 Woodstock	0.5	2.2	2 59
WFAN SPRTS 660 New York	1.9	8.2	10 248
WHTZ-F CHR 100.3 Newark, NJ	1.2	6.6	7 207
WKTU-F CHR/U 103.5 Lk. Success, NY	1.6	6.1	7 174
WLTW-F SAC 106.7 New York	1.2	2.9	6 99
WNEW-F CL AOR 102.7 New York	1.9	4.2	8 134
WOR T 710 New York	0.7	3.1	3 81
WPLJ-F CHR/AC 95.5 New York	2.3	7.9	12 247
WQCD-F J 101.9 New York	1.4	4.8	6 139
WQHT-F U/CHR 97.1 New York	1.4	6.4	7 186
WRKS-F B/AC 98.7 New York	0.9	2.7	4 76
WRNQ-F SAC 92.1 Poughkeepsie	1.9	5.2	8 137
WSKQ-F SP-C 97.9 New York	1.6	2.6	7 67
WWXY-F C 107.1 Briarcliff Manor	0.9	3.7	5 100

AM Stations

WALL	1340	1 kw	Talk	BNN, Westwd, ABC	Katz	Rob Dyson
WGNV	1220	5 kw/0.024 kw (DA-2)	Oldies	ABC	—	Sunrise

FM Stations

WGNV	103.1	6 kw @ 279	AC	ABC	—	Sunrise
WRRV	92.7	3 kw @ 318	New Rock	ABC	Katz	Rob Dyson
WTHN	99.3	0.116 kw @ 1620	Country	Westwd	Straus	Straus Ellenville
WTSX	96.7	3 kw @ 300	AC/CHR	—	—	WDLC Port Jervis
WZAD	97.3	0.6 kw @ 722	Oldies (WCZX-F)	—	—	Rob Dyson Wurtsboro

Notes: Other ranked stations - See Poughkeepsie, or in the Spring 1998 American Radio, New York . . . WCZX-FF is WCZX-F Hyde Park-Poughkeepsie & WZAD-F Wurtsboro . . . 7/98 WHUD-F changed from AC to Hot AC (AC/CHR) . . . 7/98 WBNR (1260) changed from News/Talk/Sports to Standards

NORTHWEST MICHIGAN (Traverse City-Petoskey-Charlevoix)

Arbitron Rank: 195	Pop (12+): 160,900	Stations: 23 / 21	% Below Line: 0.8
Market TSL in Hours: 21.25		Diaries: 611/263:1/64.5%	% Not Listed: 14.3
Average Person Rating: 16.0		Sample Target: 540	Total Retail Sales: \$2.3 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	WTCM-F	C	38 / 14.7	17.8	19.7	15.0	19.2	479 / 29.8	29.5	31.6	114 / 1058	WTCM-F
2	WKLT-FF	AOR	28 / 10.9	11.0	10.8	12.5	10.5	316 / 19.7	23.2	23.7	46 / 560	WKLT-FF
3	WTCM	N/T	23 / 8.9	8.3	6.6	4.0	6.2	320 / 19.9	16.7	13.3	26 / 433	WTCM
4	WKPK-F	CHR	18 / 7.0	7.2	7.7	4.5	6.2	366 / 22.8	22.0	22.3	33 / 647	WKPK-F
5	WGFM-FF	CL AOR	17 / 6.6	4.5	3.5	5.3	5.0	285 / 17.7	12.2	12.0	41 / 575	WGFM-FF
6	WCCW-F	O	15 / 5.8	4.5	4.2	5.3	5.4	226 / 14.1	12.6	12.6	18 / 318	WCCW-F
	WKHQ-F	CHR	15 / 5.8	6.1	7.3	7.7	5.8	334 / 20.8	22.1	21.3	19 / 508	WKHQ-F
8	WLDR-F	SAC	12 / 4.7	3.8	5.4	5.7	4.3	165 / 10.3	8.6	10.0	13 / 207	WLDR-F
9	WLXT-F	SAC	11 / 4.3	2.3	4.6	4.9	3.6	184 / 11.4	6.6	11.0	16 / 300	WLXT-F
10	WMKC-F	C	9 / 3.5	7.2	5.8	6.5	5.8	178 / 11.1	12.6	10.5	22 / 384	WMKC-F
	WJZJ-F	AOR-NR	9 / 3.5	1.5	3.5			164 / 10.2	5.1	3.8	18 / 269	WJZJ-F

12+ FM Share (Metro): 85.07% (188 of 221) (Spring 97: 88.79%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAIR-F	O	92.5	Atlanta 1.6 5.8 17 285
WBCM-F	C	93.5	Boyne City 1.2 3.4 6 133
WBNZ-F	AC/CHR	99.3	Frankfort 0.4 1.8 1 61
WBYB-F	C	94.3	Leland 2.7 7.4 7 131
WCCW	ST	1310	Traverse City 1.9 4.5 5 72
WJML	T	1110	Petoskey 0.4 1.7 1 39
WMBN	ST	1340	Petoskey 1.6 3.2 4 55

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLJZ-F	AOR-NR	94.5	Mackinaw City 0.4 1.7 2 53
WUPS-F	AC	98.5	Houghton Lake 0.4 2.0 12 180

AM Stations

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

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

Notes: 3/98 WJZJ-F & WLJZ-F changed from Jazz to New Rock ("The Zone")

ODESSA-MIDLAND, TX

Arbitron Rank: 174 Pop (12+): 187,600	Stations: 18 / 18	% Below Line: 0.0
Market TSL in Hours: 22.50	Diaries: 661/284:1/48.0%	% Not Listed: 9.9
Average Person Rating: 16.6	Sample Target: 620	Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Spring 98		Fall	Spq	Fall	Spq	12+ Metro	Fall	Spq	12+ TSA		
		1/4	Share	97	97	96	96		Cume / Rtg	97	97	AQH / Cume	
1	KCHX-F	CHR	48 / 15.4	12.1	12.8	10.4	7.3	504 / 28.9	25.2	24.1	61 / 717	KCHX-F	
2	KGEE-F	C	33 / 10.6	11.7	7.9	12.8	10.8	452 / 24.1	23.0	17.1	52 / 672	KGEE-F	
3	KNFM-F	C	29 / 9.3	8.6	10.8	9.7	10.1	360 / 19.2	22.4	19.1	40 / 539	KNFM-F	
4	KMCM-F	O	22 / 7.0	3.8	5.6	5.7	6.0	279 / 14.9	12.9	12.0	29 / 369	KMCM-F	
	KODM-F	AC	22 / 7.0	10.5	6.2	8.1	11.1	300 / 16.0	18.3	17.9	27 / 390	KODM-F	
6	KKJW-F	C/O	18 / 5.8	7.3				203 / 10.8	12.6		22 / 267	KKJW-F	
7	KMRK-F	SP-C	14 / 4.5	3.8	5.9	8.7	4.4	161 / 8.6	10.3	10.8	21 / 230	KMRK-F	
	KMND	ST/T	14 / 4.5	4.8	5.6	5.4	4.1	134 / 7.1	5.3	7.1	16 / 145	KMND	
	KCDQ-F	AOR	14 / 4.5	3.2	5.3	3.0	3.2	193 / 10.3	7.8	9.6	20 / 254	KCDQ-F	
10	KQLM-F	SP-C	13 / 4.2	5.4	5.9	3.4	0.9	125 / 6.6	9.5	7.4	25 / 203	KQLM-F	
	KCRS-F	AC	12 / 3.8	3.8	2.0	3.7	3.2	173 / 9.2	13.1	4.2	16 / 267	KCRS-F	
12	KBAT-F	AOR	11 / 3.5	4.1	6.2	5.0	7.6	226 / 12.0	12.3	14.9	16 / 308	KBAT-F	
	KQRX-F	AOR-NR	11 / 3.5	2.2	4.9	4.0	3.8	152 / 8.1	9.5	9.7	11 / 168	KQRX-F	

12+ FM Share (Metro): 91.46% (257 of 281) (Spring 97: 95.44%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCHX-F >	1 KCHX-F	1 KGEE-F <	1 KGEE-F	1 KCHX-F <	1 KGEE-F >	1 KCHX-F <	1 KCHX-F <	1 KCHX-F >	1 KCHX-F >>>	1 KCHX-F >>
2 KNFM-F >	2 KGEE-F <	2 KCHX-F	2 KMCM-F	2 KODM-F	2 KCDQ-F	2 KGEE-F	2 KGEE-F	2 KGEE-F	2 KGEE-F <	2 KGEE-F
3 KQLM-F	3 KNFM-F <	3 KODM-F	3 KNFM-F <	3 KNFM-F	3 KMCM-F	3 KNFM-F >	3 KNFM-F	3 KNFM-F	3 KNFM-F <	3 KMCM-F
	KGEE-F	4 KODM-F >	KNFM-F	4 KKJW-F	4 KGEE-F	4 KODM-F	4 KODM-F	4 KMCM-F	4 KQLM-F	KNFM-F
5 KQRX-F	5 KMCM-F	5 KMCM-F	KODM-F <	5 KMCM-F	5 KNFM-F	5 KMCM-F <	5 KMCM-F	5 KODM-F	5 KMCM-F	5 KODM-F <
	KBAT-F	KCDQ-F	6 KCDQ-F	6 KMND	6 KMRK-F	6 KODM-F >	6 KKJW-F	6 KKJW-F	6 KBAT-F	6 KMRK-F <
		7 KMRK-F <	7 KMRK-F	7 KCHX-F	7 KCRS-F	7 KMRK-F	7 KCDQ-F <	KMND	7 KCDQ-F <	KKJW-F
		8 KBAT-F								8 KBAT-F

Other Rated Stations				Metro	Cume	TSA	
				Share	Rating	AQH	Cume
KCRS	N	550	Midland	1.9	6.6	6	143
KIOL-F	SAC	104.7	Lamesa	1.9	8.6	14	296
KKKK-F	REL	101.3	Crane	1.3	4.4	6	117
KOZA	SP	1230	Odessa	1.0	2.0	3	41
KRIL	N/T	1410	Odessa	0.3	2.3	1	43

AM Stations

KMND	1510	2.4 kw (Days)	Standards/Talk	ABC	Katz	Cumulus
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FM Stations

KBAT	93.3	100 kw @ 500	AOR		Eastman	Cumulus	
KCDQ	102.1	100 kw @ 977	AOR	ABC	Christal	Capstar	Monahans
KCHX	106.7	100 kw @ 679	CHR	Westwd	—	Capstar	
KCRS	103.3	100 kw @ 920	AC		Mc-Guild		
KGEE	99.9	98.4 kw @ 574	Country	ABC	Katz	Cumulus	Monahans
KKJW	105.9	32 kw @ 440	Classic Country		—		Stanton
KMCM	96.9	100 kw @ 500	Oldies	ABC	—		
KMRK	96.1	50 kw @ 492	Hispanic Contemp.		—	Capstar	
KNFM	92.3	100 kw @ 984	Country	ABC	Katz	Cumulus	
KODM	97.9	100 kw @ 361	AC		Katz	Cumulus	
KQLM	107.9	100 kw @ 846	Hispanic Contemp.		—		
KQRX	95.1	10.35 kw @ 505	AOR-New Rock		—		

Notes: 3/98 KCDQ-F/KCHX-F/KMRK-F sold by Champion to Capstar as part of an \$11,300,000 group sale that includes Champion's stations in Alexandria, LA and Amarillo (Whitley) . . . 8/98 KIOL-F (104.7) sold to Texas Eagle/Equicom for \$300,000 (Whitley)

OWENSBORO, KY

Arbitron Rank: 257 Pop (12+): 75,100	Stations: 15 / 6	% Below Line: 35.0
Market TSL in Hours: 21.25	Diaries: 274/274:1/54.2%	% Not Listed: 12.0
Average Person Rating: 15.6	Sample Target: 280	Total Retail Sales: \$0.96 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro	Fall	Spg	12+ TSA	WBKR-F
		1/4	Share	97	97	96	96		Cume / Rtg	97		
1	WBKR-F	C	31 / 26.5	28.5	23.5		31.8	326 / 43.4	48.6	43.8	105 / 1364	WBKR-F
2	WSTO-F	CHR	12 / 10.3	17.7	21.7		15.5	245 / 32.6	37.9	40.2	82 / 1699	WSTO-F
	WQXQ-F	AC/CHR	12 / 10.3	3.9	4.5		4.5	182 / 21.5	11.4	12.9	39 / 588	WQXQ-F
4	WBIO-F	C/O	8 / 6.8	5.9	9.0		8.2	122 / 16.3	14.2	15.5	10 / 174	WBIO-F
5	WKDQ-F	C	6 / 5.1	5.9	5.4		6.4	114 / 15.2	15.3	14.2	82 / 1219	WKDQ-F
	WJPS-F	O	6 / 5.1	2.9	1.8		1.8	49 / 6.5	7.1	5.8	37 / 563	WJPS-F
	WIKY-F	AC	6 / 5.1	6.9	5.4		6.4	111 / 14.8	13.0	12.9	101 / 1169	WIKY-F
8	WOMI	N/T	5 / 4.3	2.9	2.7		2.7	76 / 10.1	8.2	7.3	7 / 95	WOMI

12+ FM Share (Metro): 93.20% (96 of 103) (Spring 97: 89.80%)

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

Other Rated Stations				Metro	Cume	TSA	
				Share	Rating	AQH	Cume
WKTG-F	CL AOR	93.9	Madisonville, KY	3.4	7.7	17	259
WVJS	ST	1420	Owensboro	1.7	7.4	3	66

Other Rated Stations--Outside Market				Metro	Cume	TSA	
				Share	Rating	AQH	Cume
WABX-F	CLAOR	107.5	Evansville	0.9	4.1	25	349
WDKS-F	AC/CHR	106.1	Newburgh, IN	0.9	5.4	19	439
WGBF-F	AOR	103.1	Henderson, KY	3.4	10.1	43	789
WXCM-F	AOR-NR	97.1	Hawesville, KY	3.4	10.5	18	208
WYNG-F	C	105.3	Evansville	0.9	3.7	27	523

AM Stations

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

FM Stations

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

Notes: Other ranked stations -- See Evansville in the Spring 1998 American Radio

PALM SPRINGS, CA

Arbitron Rank: 149 Pop (12+): 242,100
 Market TSL in Hours: 23.25
 Average Person Rating: 17.7

Stations: 21 / 17
 Diaries: 646/375:1/53.7%
 Sample Target: 620

% Below Line: 2.8
 % Not Listed: 10.7
 Total Retail Sales: \$3.19 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KCLB-F	AOR	55 / 12.8	6.6	4.5	5.3	4.5	492 / 20.3	14.0	10.4	KCLB-F
2	KPSI-F	CHR	47 / 11.0	11.5	13.8	14.6	14.7	654 / 27.0	30.2	31.6	KPSI-F
3	KWXY-AF	EZ	45 / 10.5	11.2	10.7	13.7	12.7	336 / 13.9	14.2	14.0	KWXY-AF
4	KPLM-F	C	36 / 8.4	6.9	7.2	6.7	7.2	407 / 16.8	10.7	11.7	KPLM-F
5	KLOB-F	SP-C	31 / 7.2	6.4	9.3	7.7	6.7	347 / 14.4	11.8	14.8	KLOB-F
6	KKUU-F	CHR/U	29 / 6.8	3.6	3.6	4.6	4.2	426 / 17.6	10.7	10.2	KKUU-F
7	KDES-F	O	27 / 6.3	6.6	6.0	7.2	7.7	486 / 20.1	15.1	18.3	KDES-F
	KUNA-F	SP-R	27 / 6.3	7.6	6.7	6.0	6.2	335 / 13.8	12.1	11.9	KUNA-F
9	KEZN-F	SAC	23 / 5.4	7.4	4.8	9.8	6.7	378 / 15.6	14.7	11.2	KEZN-F
10	KJJZ-F	J	16 / 3.7	4.1	3.6	1.4	2.0	214 / 8.8	8.2	9.1	KJJZ-F
11	KPSI	N/T	11 / 2.6	2.8	3.1	2.6	2.7	126 / 5.2	6.0	6.7	KPSI
12	KNWZ	T	8 / 1.9	2.3	2.6	2.3	0.7	142 / 5.9	6.1	8.5	KNWZ

12+ FM Share (Metro): 90.31% (345 of 382) (Spring 97: 81.16%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCLB	SP	970	Coachella 0.9 3.2
KCMJ	ST	1140	Palm Springs 0.9 3.3
KGAM	T	1450	Palm Springs 0.9 3.1
KYOR-F	AC/CHR	106.9	Yucca Valley 0.7 4.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFI	T	640	Los Angeles 0.5 2.4
KFRG-F	C	95.1	San Bernardino 0.7 2.1
KKBT-F	B	92.3	Los Angeles 0.7 2.0
KSSE-F	SP	97.5	Riverside 0.9 1.6

AM Stations

KNWZ	1010	3.6 kw / 0.4 kw (DA-2)	Talk	Westwd	Mc-Guild	Morris	Thousand Palms
KPSI	920	5 kw / 1 kw (DA-2)	News/Talk	ABC	Christal	KDES-AF/KPSI-F	
KWXY	1340	1 kw	See KWXY-F				Cathedral City

FM Stations

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

Notes: There is no TSA for the market . . . 3/98 KCMJ-F changed calls to KKUU-F; remains CHR/U

PANAMA CITY, FL

Arbitron Rank: 226	Pop (12+): 122,800	Stations: 14 / 14	% Below Line: 0.0
Market TSL in Hours: 19.00		Diaries: 356/345:1/48.8%	% Not Listed: 12.4
Average Person Rating: 13.8		Sample Target: 330	Total Retail Sales: \$1.75 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WILN-F	CHR	26 / 15.3	12.4	9.1	14.4	407 / 33.1	28.2	28.0	29 / 509	WILN-F
2	WPAP-F	C	22 / 12.9	15.9	21.9	10.1	311 / 25.4	29.2	34.2	50 / 718	WPAP-F
3	WFSY-F	AC	21 / 12.3	13.0	10.2	6.4	281 / 22.9	22.8	21.3	44 / 534	WFSY-F
4	WRBA-F	CL AOR	14 / 8.2	6.5	7.5	10.6	160 / 13.0	12.9	16.2	21 / 274	WRBA-F
5	WPBH-F	O	10 / 5.9	4.7	4.3	2.7	131 / 10.7	9.1	11.5	18 / 261	WPBH-F
6	WYYX-F	AOR	9 / 5.3	3.5	3.2	0.5	143 / 11.6	10.1	8.9	14 / 270	WYYX-F
	WYOO-F	N/T	9 / 5.3	4.1	5.3	4.8	159 / 12.9	10.4	11.8	9 / 162	WYOO-F
	WDIZ	ST	9 / 5.3	1.2	2.1		107 / 8.7	3.9	5.0	12 / 144	WDIZ
9	WMXP-F	CHR	7 / 4.1	2.4			146 / 11.9	6.5	8.5	8 / 196	WMXP-F

12+ FM Share (Metro): 89.93% (134 of 149) (Spring 97: 97.06%)

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

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAKT-F	C	105.1	Panama City Bch.	2.9 11.3 12 249
WDRK-F	AOR	107.9	Panama City	1.2 6.9 5 168
WLTG	N/T	1430	Panama City	3.5 7.3 6 90
WPCF-F	REL-CC	100.1	Panama City Bch.	1.8 7.1 4 131
WSHF-F	AC/CHR	99.3	Mexico Beach	3.5 6.1 8 100

AM Stations

WDIZ	590	1.7 kw/2.5 kw (DA-N)	Standards	ABC	Mc-Guild	Clear Channel
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FM Stations

WAKT	105.1	50 kw @ 377	Country	Westwd	Christal	Root	Panama City Beach
WDRK	107.9	100 kw @ 781	AOR		—	Root	
WFSY	98.5	100 kw @ 1056	AC	Westwd	Mc-Guild	Clear Channel	
WILN	105.9	50 kw @ 394	CHR		Eastman	Empire	
WMXP	103.5	100 kw @ 423	CHR		—	Root	Callaway
WPAP	92.5	100 kw @ 1338	Country	Westwd	Mc-Guild	Clear Channel	
WPBH	94.5	100 kw @ 991	Oldies	Westwd	Mc-Guild	Clear Channel	Parker
WRBA	95.9	50 kw @ 492	Classic AOR	Westwd	Christal	Root	Springfield
WYOO	101.1	5.2 kw @ 236	News/Talk	Westwd, CNN, TARN	—	Styles	Springfield
WYYX	97.7	91.66 kw @ 830	AOR		Eastman		Bonifay

Notes: WYYX-F is LMA'd to WILN-F . . . 7/98 WYYX-F sold for \$850,000

PARKERSBURG-MARIETTA, WV-OH

Arbitron Rank: 220	Pop (12+): 127,600	Stations: 15 / 11	% Below Line: 4.1
Market TSL in Hours: 18.00		Diaries: 561/227:1/63.8%	% Not Listed: 14.8
Average Person Rating: 13.2		Sample Target: 520	Total Retail Sales: \$1.53 Bil.

12+ Metro	Format	Spring 98		Fall	Spq	Fall	Spq	12+ Metro	Fall	Spq	12+ TSA		
		1/4	Share	97	97	96	96		Cume / Rtg	97	97	AQH / Cume	
1	WNUS-F	C	30 / 17.7	15.5	16.3	18.4		418 / 32.8	31.5	28.2	37 / 518	WNUS-F	
2	WXIL-F	CHR/AC	21 / 12.4	10.3	15.7	20.1		362 / 28.3	26.3	32.3	40 / 676	WXIL-F	
3	WRZZ-F	CL AOR	17 / 10.1	12.0	11.9	6.7		261 / 20.4	21.3	18.8	23 / 328	WRZZ-F	
	WDMX-F	O	17 / 10.1	9.8	10.3	8.9		269 / 21.1	18.0	20.9	20 / 355	WDMX-F	
5	WXKX-F	C	16 / 9.5	9.8	10.9	11.7		324 / 25.4	27.4	24.8	22 / 425	WXKX-F	
6	WURN-F	SAC	13 / 7.7	5.7	4.9	4.5		227 / 17.8	12.4	13.1	23 / 357	WURN-F	
7	WADC	ST	9 / 5.3	3.4	6.5	2.8		123 / 9.6	11.6	9.8	9 / 123	WADC	
8	WHCM-F	C	8 / 4.7	6.9	4.3	3.4		154 / 12.1	14.4	11.8	26 / 419	WHCM-F	

12+ FM Share (Metro): 89.58% (129 of 144) (Spring 97: 82.63%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WKYG	KIDS	1230	Parkersburg	0.6	3.7	1 47
WLTP	T	1450	Parkersburg	1.8	5.7	3 76
WMOA	AC	1490	Marietta	1.2	4.6	3 65

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFBY-F	CL AOR	106.5	Clarksburg, WV	0.6	1.8	7 113
WJAW-F	SAC	100.9	McConnellsville, O	0.6	1.6	2 59
WMGG-F	CL AOR	101.5	Gallipolis, OH	1.2	2.9	8 127
WRRR-F	AC	93.9	St. Marys, WV	1.8	4.6	7 123

AM Stations

WADC	1050	5 kw/0.144 kw	Standards	CBS, Westwd	Regional	Burbach
WKYG	1230	1 kw	Children's	ABC, Tiknt, Westwd	Mc-Guild	Burbach
WLTP	1450	1 kw	Talk/Sports	SBUSA, TARN, USA	Regional	Benns
WMOA	1490	1 kw	AC	ABC	Regional	Marietta

FM Stations

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

Notes: 2/98 WADC/WHCM-F sold to Burbach for \$1,775,000 (Rosenblum) . . . 3/98 WURN-F sold to Benns for \$900,000 . . . 4/98 WKYG changed from Talk to Children's (Disney) . . . 6/98 After the Spring survey, WXKX-F changed from Country to AOR as WHBR-F ("The Bear"); WHCM-F assumed the WXKX-F calls -- remains Country . . . 7/98 WURN-F changed from Soft AC to Modern AC (AC-NR) as WRVB-F ("The River") . . . 8/98 WYLI (910; Marietta) sold for \$310,000

POUGHKEEPSIE, NY

Arbitron Rank: 157 Pop (12+): 220,000
 Market TSL in Hours: 21.50
 Average Person Rating: 16.3

Stations: 27 / 15
 Diaries: 423/520:1/54.7%
 Sample Target: 440

% Below Line: 23.4
 % Not Listed: 21.5
 Total Retail Sales: \$2.19 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WSPK-F	CHR	34 / 9.5	8.4	7.9	6.5	613 / 27.9	25.8	25.4	113 / 1760	WSPK-F
2	WRWD-F	C	31 / 8.7	7.2	9.5	9.9	288 / 13.1	14.0	16.6	75 / 909	WRWD-F
3	WPDH-F	CL AOR	30 / 8.4	8.4	10.6	12.0	500 / 22.7	23.9	25.1	111 / 1440	WPDH-F
4	WHUD-F	AC	19 / 5.3	3.8	3.3	4.7	229 / 10.4	10.9	12.5	67 / 861	WHUD-F
5	WBPM-F	CHR	17 / 4.7	3.8	3.8	1.6	297 / 13.5	9.0	8.2	38 / 576	WBPM-F
6	WCZX-F	O	16 / 4.5	7.5	5.7	5.5	361 / 16.4	16.9	19.1	46 / 739	WCZX-F
7	WRNQ-F	SAC	15 / 4.2	5.0	4.3	4.4	245 / 11.1	10.9	14.9	29 / 411	WRNQ-F
8	WBWZ-F	AC	14 / 3.9	5.3	3.8	2.9	339 / 15.4	14.1	13.9	27 / 566	WBWZ-F
	WEEK	ST	14 / 3.9	4.7	4.6	3.7	158 / 7.2	8.3	8.9	15 / 168	WEEK
10	WRRV-F	AOR-NR	13 / 3.6	4.4	2.2	0.8	163 / 7.4	11.2	6.8	49 / 716	WRRV-F
11	WKIP	T	11 / 3.1	0.6	0.8	0.8	130 / 5.9	2.3	4.1	11 / 130	WKIP

12+ FM Share (Metro): 81.49% (229 of 281) (Spring 97: 82.31%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPDH-F	1 WPDH-F	1 WRWD-F	1 WRWD-F	1 WSPK-F	1 WPDH-F >	1 WPDH-F	1 WRWD-F >	1 WSPK-F	1 WSPK-F >	1 WSPK-F
2 WSPK-F >	2 WSPK-F	WPDH-F	2 WHUD-F	WRWD-F	2 WRWD-F	2 WSPK-F <	2 WSPK-F	2 WRWD-F	2 WPDH-F	2 WPDH-F
3 WRWD-F	WRWD-F >	3 WSPK-F >	3 WCZX-F	3 WRNQ-F	3 WSPK-F	3 WRWD-F >	3 WPDH-F <	3 WPDH-F	3 WRNQ-F	3 WRWD-F
WRRV-F >	4 WBPM-F	4 WCZX-F <	WEEK	WCZX-F	4 WBPM-F	4 WHUD-F	4 WHUD-F	4 WHUD-F	4 WRWD-F	4 WBPM-F
5 WBPM-F	5 WBWZ-F	5 WBPM-F <	WPDH-F	5 WBPM-F	WCZX-F	5 WBPM-F	5 WRRV-F <	5 WBWZ-F <	5 WCZX-F	5 WCZX-F
6 WBWZ-F	WCZX-F	6 WRNQ-F	6 WSPK-F <	WHUD-F	WFAN	WBWZ-F	6 WRNQ-F	6 WRRV-F	6 WRRV-F	6 WRRV-F
WRRB-F	7 WRRV-F	7 WBWZ-F	7 WRNQ-F	7 WBWZ-F		WCZX-F <	WABC <	WCZX-F	7 WBWZ-F	7 WBWZ-F
WRNQ-F	WRNQ-F >	WKIP	WPDH-F			8 WRNQ-F <	8 WKIP <	WRNQ-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCTW-F	AC	98.5	Catskill 0.6 2.6 3 136
WDST-F	AOR-NR	100.1	Woodstock 1.1 3.6 34 363
WRRB-F	AOR-NR	96.9	Arlington 1.7 7.1 21 288
WTND-F	C	96.1	Poughkeepsie 0.8 3.6 7 153

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York 2.8 8.3 38 620
WAXB-F	O	105.5	Patterson 1.4 5.4 6 124
WCBS	N	880	New York 2.2 7.0 18 486
WFAN	SPRTS	660	New York 2.5 7.2 26 473
WKTU-F	CHR/U	103.5	Lk. Success, NY 0.8 2.6 12 300
WPLJ-F	CHR/AC	95.5	New York 0.8 2.9 14 285
WQHT-F	U/CHR	97.1	New York 1.1 3.4 15 276
WRKI-F	AOR	95.1	Brookfield, CT 0.6 3.6 3 113
WRKS-F	B/AC	98.7	New York 1.1 3.2 8 173
WXRK-F	T/NR	92.3	New York 1.1 2.8 18 260

AM Stations

WEEK	1390	5 kw/0.106 kw (DA-2)	Standards	CNN, Westwd	Katz	Rob Dyson
WKIP	1450	1 kw	Talk	ABC, Westwd	Banner	Straus

FM Stations

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

Notes: WHUD-F, WRRV-F -- See Newburgh-Middletown

RAPID CITY, SD

Arbitron Rank: 251	Pop (12+): 87,500	Stations: 16 / 14	% Below Line: 1.5
Market TSL in Hours: 20.50		Diaries: 306/286:1/59.2%	% Not Listed: 7.5
Average Person Rating: 15.2		Sample Target: 290	Total Retail Sales: \$1.42 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA		
		1/4	Share	97	97	96	96		97	97	AQH / Cume		
1	KRCS-F	CHR	16 / 12.1	8.0	8.9		1.5	218 / 24.9	22.2	21.8	21 / 333	KRCS-F	
2	KOTA	N/T	15 / 11.3	6.4	8.2		7.3	206 / 23.5	12.9	20.4	17 / 251	KOTA	
3	KFXS-F	AOR/CL	14 / 10.5	9.6	10.4		13.1	208 / 23.8	15.0	24.6	16 / 248	KFXS-F	
	KOUT-F	C	14 / 10.5	12.8	15.6		13.9	192 / 21.9	22.7	25.8	16 / 243	KOUT-F	
	KKMK-F	AC	14 / 10.5	10.4	8.9		13.1	200 / 22.8	20.0	21.7	15 / 238	KKMK-F	
	KIQK-F	C	14 / 10.5	7.2	8.9		3.6	164 / 18.8	14.9	17.5	17 / 232	KIQK-F	
7	KDDX-F	AOR	9 / 6.8	7.2	3.7		5.1	94 / 10.7	12.3	8.9	14 / 198	KDDX-F	
8	KSQY-F	AOR	7 / 5.3	7.2	6.7		8.0	115 / 13.1	17.8	19.0	15 / 205	KSQY-F	
9	KTOQ	ST	5 / 3.8	3.2	3.0		8.0	70 / 8.0	9.6	9.2	5 / 93	KTOQ	

12+ FM Share (Metro): 76.42% (94 of 123) (Spring 97: 71.54%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBHB	C	810	Sturgis	1.5	4.5	7	118
KIMM	C/O	1150	Rapid City	2.3	7.0	3	80
KKLS	O	920	Rapid City	3.0	12.4	8	158
KLMP-F	REL-CC	97.9	Rapid City	0.8	3.9	1	41
KSLL-F	REL-CC	107.3	Spearfish	2.3	5.1	4	66

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAWK-F	O	105.1	Custer	0.8	4.0	5	81
KZZI-F	C	95.9	Belle Fourche	0.8	3.2	13	146

AM Stations

KOTA	1380	5 kw (DA-N)	News/Talk	CBS, Westwd	Katz	Duhamel
KTOQ	1340	1 kw	Standards	Westwd	Bcst. Reps	KIQK-F

FM Stations

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

Notes: KZZI-F (95.9; Belle Fourche) is LMA'd to Duhamel

READING, PA

Arbitron Rank: 130 Pop (12+): 298,400	Stations: 31 / 5	% Below Line: 60.6
Market TSL in Hours: 21.00	Diaries: 453/659: 1/61.8%	% Not Listed: 11.3
Average Person Rating: 16.1	Sample Target: 440	Total Retail Sales: \$3.56 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume
1	WRFY-F	CHR	62 / 12.9	12.2	18.6	20.4	871 / 29.2	26.8	35.7	WRFY-F
2	WEEU	FS	44 / 9.2	8.6	7.9	10.5	598 / 20.0	20.7	19.4	WEEU
3	WYSP-F	T/CL AOR	30 / 6.3	6.4	5.0	4.6	434 / 14.5	14.8	13.1	WYSP-F
4	WIOV-F	C	25 / 5.2	9.8	8.2	6.5	404 / 13.5	17.4	16.8	WIOV-F
5	WLEV-F	AC	22 / 4.6	4.4	5.8	4.2	353 / 11.8	10.4	12.2	WLEV-F
6	WRW	ST	21 / 4.4	6.4	2.7	6.3	240 / 8.0	8.9	6.3	WRW
7	WOGL-F	O	20 / 4.2	2.4	4.0	2.2	353 / 11.8	9.7	9.9	WOGL-F
8	WXTU-F	C	17 / 3.6	2.6	1.2	2.4	214 / 7.2	6.2	6.9	WXTU-F
9	WUSL-F	B	15 / 3.1	2.2	4.4	1.6	165 / 5.5	8.5	7.5	WUSL-F
10	WJZ-F	J	14 / 2.9	1.8	1.0	1.6	143 / 4.8	5.0	4.2	WJZ-F

12+ FM Share (Metro): 79.76% (339 of 425) (Spring 97: 83.86%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRFY-F >	1 WRFY-F >	1 WRFY-F >	1 WEEU >	1 WRFY-F >>>	1 WRFY-F <	1 WEEU	1 WRFY-F >	1 WRFY-F >>	1 WRFY-F >	1 WRFY-F >
2 WYSP-F >	2 WYSP-F >>	2 WYSP-F >>	2 WRFY-F	2 WOGL-F	2 WYSP-F >	WRFY-F >	2 WEEU >	2 WEEU	2 WYSP-F <	2 WIOV-F <
3 WUSL-F >	3 WUSL-F <	3 WIOV-F	3 WRW <	3 WLEV-F	3 WMMR-F >	3 WYSP-F >	3 WLEV-F <	3 WIOV-F	3 WJZ-F	3 WEEU <
4 WAEB-F	4 WMGK-F <	WMMR-F	4 WIOV-F <	4 WIOV-F	4 WEEU	4 WIOV-F	4 WYSP-F	4 WRW	4 WEEU	4 WLEV-F
	5 WRW-F	WOGL-F <	5 WOGL-F <	WJZ-F	WIOV-F	5 WRW >>	5 WXTU-F	5 WOGL-F <	5 WUSL-F	5 WOGL-F
	WIOV-F	6 WEEU <	6 WLEV-F	WXTU-F	WMGK-F		WIOV-F	6 WYSP-F	WOGL-F	6 WRW
	WMMR-F						7 WRW			WUSL-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBYN-F	REL	107.5	Boyertown 1.0 6.9
WIOV	N/T	1240	Reading 0.6 4.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 1.7 10.8
WAEB	T	790	Allentown 1.0 3.3
WAEB-F	CHR	104.1	Allentown 2.1 4.6
WBEB-F	AC	101.1	Philadelphia 1.0 6.0
WCTO-F	C	96.1	Easton 1.5 2.7
WDAC-F	REL	94.5	Lancaster 1.5 2.9
WIOQ-F	CHR	102.1	Philadelphia 1.7 7.3
WIP	SPRTS	610	Philadelphia 1.0 4.5
WLAN-F	CHR	96.9	Lancaster 1.7 6.2
WMGK-F	CL HITS	102.9	Philadelphia 2.5 6.9
WMMR-F	AOR	93.3	Philadelphia 2.5 7.4
WODE-F	O	99.9	Easton 1.3 3.6
WPLY-F	CHR-NR	100.3	Media 1.9 5.9
WQXA-F	AOR-NR	105.7	York 1.7 4.8
WRKZ-F	C	106.7	Hershey 0.8 3.5
WRV-F	AC-AOR	97.3	Harrisburg 2.3 9.6
WWDB-F	T	96.5	Philadelphia 2.1 3.9
WXXM-F	AC-NR	95.7	Philadelphia 0.8 5.4
WYXR-F	AC/CHR	104.5	Philadelphia 1.7 9.7

AM Stations

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

FM Stations

WIOV	105.1	25 kw @ 695	Country	ABC	Mc-Guild Brill Ephrata
WRFY	102.5	19 kw @ 807	CHR		Allied Clear Channel

Notes: Other ranked stations -- See Allentown-Bethlehem or Philadelphia in the Spring 1998 American Radio . . . There is no TSA for the market

REDDING, CA

Arbitron Rank: 213 Pop (12+): 137,000
 Market TSL in Hours: 20.50
 Average Person Rating: 15.0

Stations: 13 / 10
 Diaries: 382/359:1/61.4%
 Sample Target: 350

% Below Line: 7.3
 % Not Listed: 17.6
 Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KQMS	25 / 12.2	9.3	10.7	17.3	12.3	300 / 21.9	20.1	22.3	25 / 305	KQMS
2	KNNN-F	23 / 11.2	10.3	6.5	2.8	7.0	314 / 22.9	21.8	13.5	24 / 339	KNNN-F
3	KNCQ-F	22 / 10.7	11.3	11.2	14.5	13.4	250 / 18.3	19.6	19.0	27 / 331	KNCQ-F
4	KLXR	21 / 10.3	4.9				195 / 14.3	7.1		21 / 195	KLXR
5	KEWB-F	17 / 8.3	7.9	6.5	7.0	9.1	229 / 16.7	15.4	15.0	17 / 246	KEWB-F
6	KRRX-F	12 / 5.9	10.3	16.3	8.0	5.9	234 / 17.1	20.8	23.9	15 / 286	KRRX-F
7	KSHA-F	11 / 5.4	5.4	7.4	6.1	7.5	164 / 12.0	13.9	14.6	17 / 244	KSHA-F
	KRDG-F	11 / 5.4	5.9	8.8	10.3	6.4	244 / 17.8	14.2	14.8	18 / 316	KRDG-F
9	KRQR-F	10 / 4.9	4.4	5.6	5.1	8.0	157 / 11.4	10.7	16.3	18 / 269	KRQR-F
10	KEGR-F	8 / 3.9	4.4	3.7	6.1	9.1	167 / 12.2	15.4	16.3	12 / 231	KEGR-F

12+ FM Share (Metro): 70.41% (119 of 169) (Spring 97: 80.68%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KNNN-F	1 KNNN-F	1 KNCQ-F	1 KQMS	1 KNCQ-F	1 KNCQ-F	1 KQMS >	1 KQMS	1 KNCQ-F	1 KNNN-F >	1 KLXR
2 KRRX-F	2 KNCQ-F	2 KEWB-F	2 KLXR	2 KNNN-F	2 KQMS	2 KNNN-F	2 KNCQ-F <	2 KLXR	2 KQMS	2 KNCQ-F <
3 KNCQ-F	3 KEWB-F	3 KNNN-F	3 KNCQ-F	3 KEWB-F	KEWB-F	3 KNCQ-F	3 KLXR	3 KNNN-F <	3 KRQR-F	3 KNNN-F
4 KRQR-F	4 KRRX-F	4 KQMS	4 KEWB-F	4 KQMS	4 KRRX-F	4 KLXR	4 KNNN-F	4 KEWB-F	KRRX-F	4 KRDG-F <
5 KEWB-F >	5 KRQR-F	5 KEGR-F	5 KRDG-F	5 KEGR-F >	KRDG-F	KEWB-F >	5 KEWB-F	5 KRRX-F <	5 KEWB-F	5 KEWB-F
	KQMS	6 KSHA-F	6 KSHA-F		KNNN-F		6 KRRX-F <	6 KQMS	6 KNCQ-F	6 KQMS
	KEGR-F	KRRX-F	KEGR-F		7 KSHA-F		7 KSHA-F	7 KEGR-F		7 KRRX-F
		KRDG-F >			KEGR-F >>					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KNRO T 600 Redding	2.0	5.5	5 107

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KALF-F C 95.7 Red Bluff	1.5	4.6	22 232
KCEZ-F CL HITS 100.7 Corning	1.0	3.9	3 100

AM Stations

KLXR 1230 1 kw	Standards	Westwd, CNN	Katz	Regent
KNRO 600 1 kw (DA-1)	Talk	Westwd, 1-on-1	Katz	Regent
KQMS 1400 1 kw	Full Service/Talk	ABC	Christal	Regent

FM Stations

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

Notes: KRQR-F -- See Chico

SAINT CLOUD, MN

Arbitron Rank: 214 Pop (12+): 136,900	Stations: 22 / 16	% Below Line: 7.2
Market TSL in Hours: 22.50	Diaries: 589/232:1/60.2%	% Not Listed: 29.3
Average Person Rating: 17.3	Sample Target: 550	Total Retail Sales: \$2.1 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WWJO-F	26 / 11.0	13.2	12.9	12.0	15.5	331 / 24.2	26.3	33.2	51 / 783	WWJO-F
2	KCLD-F	25 / 10.5	8.7	8.6	8.0	9.9	411 / 30.0	26.9	29.5	70 / 1163	KCLD-F
3	WHMH-F	19 / 8.0	7.3	6.0	3.2	6.0	202 / 14.8	13.2	15.9	25 / 289	WHMH-F
	KZPK-F	19 / 8.0	7.7	9.9	10.4	6.0	247 / 18.0	20.3	22.0	27 / 419	KZPK-F
5	KASM	14 / 5.9	4.6	6.4	7.2	3.9	121 / 8.9	7.0	7.6	15 / 168	KASM
6	KKSR-F	12 / 5.1	4.1	2.6	2.8	4.3	143 / 10.5	9.4	8.1	13 / 183	KKSR-F
	WJON	12 / 5.1	6.8	6.9	6.8	5.2	224 / 16.4	18.0	16.2	12 / 240	WJON
	KQRS-F	12 / 5.1	4.1	3.0	3.6	4.7	233 / 17.0	14.1	16.1	28 / 483	KQRS-F
	KLZZ-F	12 / 5.1	3.6	4.7	4.8	3.9	194 / 14.1	14.8	14.7	19 / 260	KLZZ-F
10	WCCO	11 / 4.6	5.0	4.7	6.8	6.9	156 / 11.4	15.4	13.1	44 / 654	WCCO

12+ FM Share (Metro): 79.62% (168 of 211) (Spring 97: 76.06%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCLD-F	1 KCLD-F	1 WWJO-F	1 WWJO-F >	1 WWJO-F >	1 WHMH-F	1 KQRS-F <	1 WWJO-F <	1 KCLD-F <	1 KCLD-F <	1 WWJO-F
WHMH-F >	WHMH-F <	2 KZPK-F	2 KASM <	2 KKSR-F	2 KZPK-F	2 WWJO-F <	2 WHMH-F <	2 WWJO-F	2 WHMH-F	2 KCLD-F
3 KQRS-F	3 WWJO-F	WHMH-F	3 WJON	3 KZPK-F	KQRS-F	3 WJON <	3 KZPK-F <	3 KZPK-F	3 WWJO-F	3 KASM
KZPK-F	4 KZPK-F	4 KLZZ-F	WCCO	KCLD-F	4 WWJO-F	4 KCLD-F	4 KCLD-F	4 WHMH-F	4 KZPK-F	4 KZPK-F
5 KLZZ-F	5 KQRS-F <	KQRS-F	KZPK-F	5 KMXX-F	5 KLZZ-F >	5 WHMH-F <	5 KKSR-F	5 KKSR-F <	5 KASM	5 WJON
6 WWJO-F	6 KLZZ-F	6 KKSR-F	6 KMXX-F	KLZZ-F	6 KQQL-F	6 WCCO	6 KLZZ-F	6 WCCO	6 WCCO	6 WHMH-F
	KKSR-F >>	7 KCLD-F	7 KKSR-F	7 WJON	7 KMXX-F >	7 KZPK-F	7 KQRS-F	KLZZ-F <	7 WCCO	7 WCCO
		KMXX-F		KASM >		8 KASM	8 KASM	8 KASM <		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDDG-F	C	105.5	Albany	0.8	4.1	3 99	KDWB-F	CHR	101.3	Minneapolis	0.8	6.0	13 358
KKJM-F	AC/CHR	92.9	Saint Joseph	1.7	7.0	5 144	KEEY-F	C	102.1	Minneapolis	0.8	3.7	16 350
KMXK-F	O	94.9	Cold Spring	3.4	9.0	15 207	KIKV-F	C	100.7	Alexandria	0.8	2.3	34 324
KNSI	T	1450	Saint Cloud	0.8	3.3	2 45	KLCI-F	C	106.1	Princeton	0.4	1.9	5 92
KXSS	ST	1390	Waite Park	0.8	3.7	2 64	KQIC-F	AC/CHR	102.5	Willmar	0.8	3.5	20 251
							KQQL-F	O	107.9	Anoka	2.5	10.7	20 409
							KSTP	N/T	1500	Saint Paul	0.8	1.6	5 91
							KSTP-F	AC	94.5	Saint Paul	1.7	9.2	12 283
							KTCZ-F	AOR-P	97.1	Minneapolis	0.4	4.4	3 89
							KXXR-F	AOR	93.7	Minneapolis	0.8	6.7	11 277
							WLTE-F	SAC	102.9	Minneapolis	1.3	4.2	9 157
							WRQC-F	AOR	100.3	Minneapolis	1.7	8.0	10 282

AM Stations

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

FM Stations

KCLD	104.7	100 kw @ 1000	CHR		O'Mally	Leighton
KKSR	96.7	15.5 kw @ 909	AC	Westwd	O'Mally	StarCom Sartell
KLZZ	103.7	6 kw @ 328	AOR		---	StarCom Waite Park
KMXK	94.9	50 kw @ 492	Oldies	ABC	---	WJON/WWJO/KKJM Cold Spring
KZPK	98.9	47.3 kw @ 499	Country	Westwd	O'Mally	Leighton Payneville
WHMH	101.7	38 kw @ 422	AOR		O'Mally	WBHR (660) Sauk Rapids
WWJO	98.1	100 kw @ 1000	Country	ABC	---	WJON/KKJM/KMXX

Notes: WCCO - See Minneapolis-Saint Paul in the Spring 1998 American Radio ... 3/98 WVAL (660) changed to Children's as WBHR; the WVAL calls will move to a new station at 800 kHz ... 7/98 KCML-F (99.9; Saint Joseph) began operation, programming Westwood One Soft AC

SAN ANGELO, TX

Arbitron Rank: 254 Pop (12+) 84,300	Stations: 9 / 9	% Below Line: 0.0
Market TSL in Hours: 19.50	Diaries: 447/189:1/49.9%	% Not Listed: 11.4
Average Person Rating: 14.7	Sample Target: 410	Total Retail Sales: \$0.88 Bil.

12+ Metro	Format	Spring 98		Fall	Spq	Fall	Spq	12+ Metro Cume / Rtg	Fall	Spq	12+ TSA		
		1/4	Share	97	97	96	96		97	97	AQH / Cume		
1	KGKL-F	C	24 / 19.4	15.1	19.5		14.7	290 / 34.4	29.5	35.1	32 / 378	KGKL-F	
2	KIXY-F	CHR	19 / 15.4	18.4	17.4		18.6	329 / 39.1	40.3	37.1	26 / 420	KIXY-F	
3	KWFR-F	AOR/CL	13 / 10.5	10.1	10.9		14.7	161 / 19.1	22.0	20.7	13 / 179	KWFR-F	
4	KELI-F	AC	12 / 9.7	13.4	12.3		10.9	192 / 22.8	24.0	26.4	16 / 263	KELI-F	
	KDCD-F	C	12 / 9.7	10.1	8.7		9.3	188 / 22.3	20.3	16.7	13 / 219	KDCD-F	
6	KGKL	C/O	9 / 7.3	4.2	5.1		5.4	118 / 14.0	9.3	11.5	10 / 135	KGKL	
7	KYZZ-F	SP-C	8 / 6.5	6.7	8.0		4.7	92 / 10.9	11.5	14.1	8 / 92	KYZZ-F	
8	KKSA	T	7 / 5.7	5.0	3.6		4.7	72 / 8.5	9.2	8.6	8 / 83	KKSA	
9	KSJT-F	SP	5 / 4.0	6.7	4.3		6.2	61 / 7.2	9.8	8.8	7 / 101	KSJT-F	

12+ FM Share (Metro): 85.32% (93 of 109) (Spring 97: 90.32%)

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

AM Stations

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

FM Stations

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

Notes:

SAN LUIS OBISPO, CA

Arbitron Rank: 167	Pop (12+): 202,600	Stations: 28 / 18	% Below Line: 14.2
Market TSL in Hours: 19.75		Diaries: 612/331:1/54.9%	% Not Listed: 19.6
Average Person Rating: 14.6		Sample Target: 620	Total Retail Sales: \$1.69 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KZOZ-F	CL AOR	28 / 9.5	9.2	8.5	8.2	412 / 20.3	19.1	18.0	37 / 578	KZOZ-F
2	KSly-F	CHR	22 / 7.4	7.1	7.8	7.8	506 / 25.0	24.0	22.3	34 / 771	KSly-F
3	KSTT-F	AC	18 / 6.1	7.1	6.5	7.8	373 / 18.4	18.8	19.0	25 / 481	KSTT-F
4	KWWV-F	CHR/U	17 / 5.7	2.0	2.9	1.4	265 / 13.1	6.5	6.5	38 / 519	KWWV-F
5	KKJL	ST	13 / 4.4	3.4	3.3	2.4	170 / 8.4	6.7	5.9	18 / 205	KKJL
6	KIQO-F	O	12 / 4.1	5.4	4.9	5.4	262 / 12.9	15.5	15.2	16 / 314	KIQO-F
	KKJG-F	C	12 / 4.1	6.1	8.1	6.1	259 / 12.8	13.0	19.1	16 / 329	KKJG-F
8	KPRL	T	11 / 3.7	3.4	2.3	2.4	133 / 6.6	6.2	4.9	11 / 133	KPRL
	KQJZ-F	J	11 / 3.7	1.7	2.0	1.7	149 / 7.4	3.1	3.5	17 / 239	KQJZ-F
10	KVEC	N/T	10 / 3.4	3.1	3.9	2.0	176 / 8.7	10.8	10.6	10 / 176	KVEC
11	KSNI-F	C	9 / 3.0	1.0	1.6	1.7	119 / 5.9	3.2	3.1	26 / 412	KSNI-F
12	KXFM-F	O	8 / 2.7	1.7	2.0	1.7	138 / 6.8	5.5	6.3	24 / 480	KXFM-F
	KGLW	T	8 / 2.7	3.1	3.3	3.4	116 / 5.7	6.3	5.1	9 / 124	KGLW

12+ FM Share (Metro): 76.05% (181 of 238) (Spring 97: 78.57%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZOZ-F >	1 KZOZ-F >	1 KZOZ-F >	1 KSTT-F	1 KSTT-F	1 KZOZ-F >>	1 KSly-F	1 KZOZ-F >	1 KZOZ-F	1 KSly-F <	1 KZOZ-F
2 KSly-F >>	2 KSly-F	2 KSTT-F <	2 KKJL	2 KZOZ-F	2 KSly-F	2 KZOZ-F	2 KSTT-F	2 KSly-F >	2 KWWV-F <	2 KWWV-F
3 KWWV-F >	3 KSTT-F	3 KSly-F >	KPRL	KSly-F	3 KSTT-F >	3 KSTT-F	3 KGLW	3 KWWV-F <	3 KZOZ-F >>	3 KSly-F <
4 KSTT-F	4 KWWV-F	4 KKJG-F	KQJZ-F <	4 KXFM-F	4 KOTR-F	4 KPRL	4 KKJL	4 KSTT-F <	4 KKJL	4 KSTT-F
	KKJG-F	5 KKJG-F	KQJZ-F	5 KIQO-F	KWWV-F	KQJZ-F	5 KVEC	KSly-F <	5 KQJZ-F	5 KIQO-F
	KXTZ-F	6 KSNI-F	6 KVEC	KKJG-F	KXFM-F	6 KWWV-F <	6 KIQO-F	6 KKJL	KQJZ-F	KKJG-F <
		KOTR-F	7 KGLW	KSNI-F		7 KKJG-F	KWWV-F <	7 KIQO-F <		7 KSNI-F
		KXTZ-F	KOTR-F	KZOZ-F		8 KKJL <	8 KQJZ-F	8 KKJG-F <		8 KKJL >
		KWWV-F	KKJG-F			9 KOTR-F <	KVEC			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBZX-F	AC	103.1	Paso Robles 2.0 4.2 7 117
KDDB-F	C	92.5	Paso Robles 1.0 5.5 4 161
KJDJ	SP	1030	San Luis Obispo 1.4 3.9 4 92
KOTR-F	AOR-P	94.9	Cambria 2.4 6.7 7 138
KWEZ-F	C/O	106.1	Sta. Margarita 2.4 4.7 8 141
KXTZ-F	CL AOR	95.3	Pismo Beach 2.4 5.7 7 129

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOX-F	AC	104.1	Lompoc 0.7 1.8 16 315
KGO	T	810	San Francisco 0.7 2.2 2 56
KHTY-F	AOR-NR	97.5	Santa Barbara 1.4 5.4 15 292
KMJ	N/T	580	Fresno 1.0 2.7 3 71
KRQK-F	SP	100.3	Lompoc 0.7 2.9 13 174
KRUZ-F	AC	103.3	Santa Barbara 2.0 8.3 25 525
KSMA	N/T	1240	Santa Maria 0.7 2.7 12 205
KUHL	T	1440	Santa Maria 1.4 4.1 25 359

AM Stations

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

FM Stations

KIQO	104.5	5.6 kw @ 1410	Oldies	ABC	--	Amer. Gen'l., pend.	Atascadero
KKJG	98.1	3.6 kw @ 1624	Country			Christal	Amer. Gen'l.
KQJZ	107.3	3.5 kw @ 1650	Jazz			Mc-Guild	Mondosphere
KSly	96.1	5.6 kw @ 1410	CHR			Mc-Guild	Mondosphere
KSTT	101.3	3.4 kw @ 1686	AC			Mc-Guild	Mondosphere
KWWV	99.7	0.22 kw @ 1633	CHR/Black			Christal	Morro Bay
KZOZ	93.3	29.5 kw @ 1470	AOR/Classic AOR	Source	Christal	Amer. Gen'l.	

Notes: 3/98 KIXT-F changed from Country to Jazz as KQJZ-F . . . 4/98 KWBR-F changed from simulcasting KOTR-F to Classic AOR as KXTZ-F . . . 7/98 KIQO-F sold to American General for \$1,500,000 . . . 7/98 KWEZ-F sold for \$1,000,000

SANTA BARBARA, CA

Arbitron Rank: 187	Pop (12+): 172,600	Stations: 28 / 14	% Below Line: 18.6
Market TSL in Hours: 20.75		Diaries: 550/314:1/50.2%	% Not Listed: 11.6
Average Person Rating: 15.9		Sample Target: 580	Total Retail Sales: \$1.84 Bil.

12+ Metro	Format	Spring 98		Fall	Spq	Fall	Spq	12+ Metro Cume / Rtg	Fall	Spq	12+ TSA		
		1/4	Share	97	97	96	96		97	97	AQH / Cume		
1	KSBL-F	AC	28 / 10.2	9.0	9.5	6.8	10.2	364 / 21.1	19.8	15.7	30 / 439	KSBL-F	
2	KQSB	T	23 / 8.4	4.3	2.5	2.3	3.4	263 / 15.3	8.1	7.3	26 / 316	KQSB	
3	KRUZ-F	AC	20 / 7.3	7.4	7.4	6.4	3.8	425 / 24.6	22.5	18.7	50 / 1096	KRUZ-F	
4	KTYD-F	AOR	17 / 6.2	5.9	5.0	6.0	4.9	354 / 20.5	19.0	18.4	27 / 565	KTYD-F	
5	KMGQ-F	J	15 / 5.5	7.0	2.5	4.5	4.9	181 / 10.5	11.2	8.6	15 / 213	KMGQ-F	
6	KCAQ-F	CHR	14 / 5.1	5.5	5.0	3.4	4.5	192 / 11.1	12.7	10.3	53 / 877	KCAQ-F	
	KZBN	ST	14 / 5.1	6.7	6.6	4.9	6.4	182 / 10.6	10.0	10.0	16 / 233	KZBN	
8	KIST-F	O	12 / 4.4					210 / 12.2			13 / 244	KIST-F	
9	KBKO	SP-R	11 / 4.0	2.7	2.9	4.9	3.0	115 / 6.7	6.1	7.6	13 / 143	KBKO	
	KSPE-F	SP-R	11 / 4.0	4.3	4.1	3.0	1.1	113 / 6.5	7.2	8.9	17 / 204	KSPE-F	
	KDB-F	CL	11 / 4.0	4.3	7.0	6.0	6.0	196 / 11.3	10.5	11.3	15 / 286	KDB-F	
12	KJEE-F	AOR-NR	10 / 3.6	3.9	3.7	3.4	2.3	307 / 17.8	14.1	14.9	10 / 349	KJEE-F	
13	KTMS	N/T	9 / 3.3	3.5	5.4	8.3	6.4	177 / 10.2	11.3	13.0	10 / 236	KTMS	
14	KHTY-F	AOR-NR	8 / 2.9	3.9	5.0	5.6	6.4	268 / 15.5	15.0	15.8	31 / 695	KHTY-F	

12+ FM Share (Metro): 69.14% (168 of 243) (Spring 97: 70.10%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KXXT	SPRTS	1340	Santa Barbara 1.1 5.3 6 119

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFI	T	640	Los Angeles 1.8 4.2 26 433
KHAY-F	C	100.7	Ventura 2.5 6.3 44 615
KKBT-F	B	92.3	Los Angeles 0.7 4.0 13 390
KLOS-F	AOR	95.5	Los Angeles 1.1 4.8 21 442
KLVE-F	SP	107.5	Los Angeles 0.4 1.9 14 258
KNX	N	1070	Los Angeles 1.8 6.8 20 514
KOCP-F	CL AOR	95.9	Camarillo 2.2 9.2 24 481
KPWR-F	CHR/U	105.9	Los Angeles 0.4 2.5 19 482
KRTH-F	O	101.1	Los Angeles 0.4 3.0 25 577
KTRO	T	1520	Pt. Hueneme 0.7 3.4 4 143
KXLM-F	SP-C	102.9	Oxnard 0.4 2.0 21 411
KXSP	SP	1590	Ventura 0.4 2.6 2 76
XTRA	SPRTS	690	Tijuana, MX 0.7 3.2 10 172

AM Stations

KBKO	1490	1 kw	Hispanic	Caballero	KSPE-F
KQSB	990	5 kw/0.5 kw (DA-2)	Talk	CNN, Westwd	Katz Jacor
KTMS	1250	2.5 kw/1 kw (DA-1)	News/Talk	ABC, CBS, CNN	Eastman KEYT-TV, pend.
KZBN	1290	0.5 kw/0.12 kw	Standards	Westwd	Katz

FM Stations

KDB	93.7	12.5 kw @ 870	Classical	Allied	
KHTY	97.5	17.5 kw @ 2919	New Rock	ABC	Eastman Engles
KIST	107.7	0.93 kw @ 1627	Oldies	Katz	Jacor
KJEE	92.9	0.82 kw @ 686	AC-New Rock	Mc-Guild	Montecito
KMGQ	106.3	0.36 kw @ 827	Jazz	Eastman	Engles Goleta
KRUZ	103.3	105 kw @ 2980	AC	Christal	Grafman
KSBL	101.7	0.31 kw @ 810	AC	Westwd	Katz Jacor
KSPE	94.5	0.88 kw @ 2954	Hispanic	Caballero	KBKO Ellwood
KTYD	99.9	34 kw @ 1279	AOR	Katz	Jacor

Notes: KCAQ-F -- See Oxnard-Ventura in the Spring 1998 American Radio . . . 3/98 KLDZ (1340) changed from simulcasting KLDZ-F to Sports as KXXT ("Xtra Sports") . . . 5/98 KLDZ-F changed calls to KIST-F; remains Oldies . . . 5/98 KTMS sold by Engles to KEYT-TV . . . 7/98 KTMS changed calls to KEYT

SANTA FE, NM

Arbitron Rank: 233 Pop (12+): 117,200
 Market TSL in Hours: 21.75
 Average Person Rating: 16.7

Stations: 26 / 8
 Diaries: 459/255:1/51.5%
 Sample Target: 420

% Below Line: 64.3
 % Not Listed: 17.3
 Total Retail Sales: \$1.85 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KRST-F	C	12 / 6.1	7.2	4.3	4.8	131 / 11.2	12.0	10.1	105 / 1339	KRST-F
	KPEK-F	AOR-P	12 / 6.1	3.1	3.8	1.6	238 / 20.3	12.3	12.4	58 / 1250	KPEK-F
	KLSK-F	CL AOR	12 / 6.1	4.1	6.5	3.7	179 / 15.3	14.0	17.0	44 / 835	KLSK-F
4	KKOB	FS	11 / 5.6	5.1	4.9	4.3	160 / 13.6	12.3	12.2	93 / 1289	KKOB
5	KTRC	ST	10 / 5.1	2.1	1.6		109 / 9.3	7.3	3.3	11 / 138	KTRC
	KHFM-F	CL	10 / 5.1	5.6	7.0	7.4	156 / 13.3	11.0	16.4	44 / 704	KHFM-F
7	KBAC-F	AOR-P	8 / 4.1	3.1	3.2	2.7	114 / 9.7	7.3	9.3	17 / 238	KBAC-F
	KZRR-F	AOR	8 / 4.1	3.1	3.2	2.7	108 / 9.2	8.4	12.9	63 / 920	KZRR-F
	KKOB-F	AC	8 / 4.1	2.1	4.3	3.2	194 / 16.6	10.7	13.2	61 / 1245	KKOB-F
10	KABG-F	O	7 / 3.6	1.5	2.7	3.2	129 / 11.0	9.3	8.3	34 / 654	KABG-F
	KKSS-F	CHR	7 / 3.6	6.7	7.6	8.0	161 / 13.7	17.6	19.8	59 / 1189	KKSS-F

12+ FM Share (Metro): 80.86% (131 of 162) (Spring 97: 87.01%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLSK-F >	1 KLSK-F	1 KLSK-F	1 KLOB	1 KABG-F	1 KBAC-F	1 KLSK-F >	1 KLOB	1 KRST-F	1 KLOB	1 KPEK-F
2 KZRR-F	2 KRST-F	KRST-F	KTRC	KRST-F	KLSK-F	2 KLOB	KLSK-F	KPEK-F	2 KTRC	2 KRST-F
3 KKSS-F	KPEK-F	3 KBAC-F	3 KHFM-F	3 KLSK-F	KRST-F	KTRC	3 KRST-F <	3 KLOB <	3 KPEK-F	3 KTRC
	KPEK-F	4 KLOB-F	4 KRST-F	KPEK-F	4 KLOB	KRST-F	4 KPEK-F	4 KBAC-F	KMGA-F	4 KKSS-F
		KBAC-F	5 KLOB-F	5 KABG-F	5 KLOB-F	5 KHFM-F	5 KTRC	KLSK-F <	5 KTEG-F	KHFM-F
		KZRR-F	KABG-F	KLVO-F	KBAC-F	KZRR-F	KBAC-F	6 KHFM-F >	KHFM-F	6 KLVO-F
		7 KABG-F	KLOB	7 KTBL-F	KKOB	KPEK-F >	KPEK-F	7 KBAC-F <	KRST-F	
		8 KZRR-F	KRZN-F	KTBL-F		8 KKSS-F <	8 KLOB-F	KZRR-F <	KZRR-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBOM-F	O	106.7	Los Alamos 2.6 12.0 18 415
KDCE	SP	950	Espanola 1.5 2.8 15 131
KRSN	T	1490	Los Alamos 0.5 2.2 1 35
KSFQ-F	CL HITS	101.1	White Rock 1.5 3.5 5 82
KSWV	SP	810	Santa Fe 2.0 5.5 4 82
KVSF	T	1260	Santa Fe 1.0 4.8 2 59

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KIOT-F	CL AOR	102.5	Los Lunas 2.6 13.3 57 1053
KLVO-F	SP	97.7	Belen 3.1 6.5 36 453
KMGA-F	SAC	99.5	Albuquerque 2.6 13.2 37 838
KMMG-F	B/O	95.5	Santa Fe 1.5 5.6 35 640
KRZN-F	J	105.1	Santa Fe 2.6 6.2 24 433
KRZY-F	SP	105.9	Santa Fe 1.0 3.8 10 162
KTBL-F	C	103.3	Albuquerque 3.1 8.2 54 833
KTEG-F	AOR-NR	107.9	Albuquerque 2.6 12.3 45 1015
KYLZ-F	CHR/B	106.3	Los Lunas 1.0 4.8 44 758

AM Stations

KTRC 1400 1 kw Standards Westwd --- Withers

FM Stations

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

Notes: Other ranked stations - See Albuquerque in the Spring 1998 American Radio

SANTA MARIA-LOMPOC, CA

Arbitron Rank: 196	Pop (12+): 160,300	Stations: 26 / 10	% Below Line: 43.1
Market TSL in Hours: 21.25		Diaries: 458/350/154.1%	% Not Listed: 20.0
Average Person Rating: 16.2		Sample Target: 410	Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume
1 KWWW-F	CHR/U	21 / 8.1	0.8				254 / 15.9	2.6		KWWW-F
KUHL	N/T	21 / 8.1	4.6	7.4			275 / 17.1	13.9	16.7	KUHL
3 KRUZ-F	AC	19 / 7.3	6.2	5.7			356 / 22.2	18.2	20.0	KRUZ-F
4 KSNI-F	C	17 / 6.5	7.5	4.9			292 / 18.2	16.0	17.0	KSNI-F
5 KXFM-F	O	16 / 6.2	8.3	6.5			342 / 21.3	19.4	22.8	KXFM-F
6 KBOX-F	AC	14 / 5.4	6.2	6.9			278 / 17.3	12.3	14.6	KBOX-F
7 KSLY-F	CHR	12 / 4.6	2.1	2.9			265 / 16.5	9.2	8.3	KSLY-F
8 KHTY-F	AOR-NR	11 / 4.2	3.7	4.1			183 / 11.4	10.9	10.6	KHTY-F
9 KRQK-F	SP	10 / 3.9	6.2	5.3			115 / 7.1	11.0	10.1	KRQK-F
KSMA	N/T	10 / 3.9	5.8	4.1			150 / 9.3	9.6	12.7	KSMA

12+ FM Share (Metro): 78.85% (164 of 208) (Spring 97: 72.16%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWWW-F >	1 KWWW-F <	1 KUHL <	1 KUHL >	1 KXFM-F	1 KUHL	1 KUHL >	1 KUHL >	1 KWWW-F	1 KWWW-F >	1 KWWW-F
2 KRUZ-F	2 KRUZ-F >	2 KRUZ-F	2 KXFM-F	KBOX-F	KZOZ-F	2 KRUZ-F	2 KRUZ-F	KSNI-F	2 KRUZ-F	2 KRUZ-F
3 KHTY-F	3 KBOX-F <	KBOX-F	3 KSNI-F	3 KRQK-F	3 KHTY-F	KSNI-F <	KBOX-F	3 KUHL <	3 KSLY-F	3 KXFM-F <
4 KSLY-F	4 KUHL	4 KRQK-F	4 KSMA	KRUZ-F	KRUZ-F	4 KXFM-F <	4 KXFM-F <	4 KXFM-F	4 KSMA	4 KSLY-F <
KSNI-F	KXFM-F	KSNI-F	5 KBOX-F	KUHL	5 KSNI-F	5 KWWW-F <	5 KSNI-F	5 KRQK-F	5 KRQK-F >	5 KSNI-F
6 KRQK-F	6 KHTY-F	KXFM-F	6 KRUZ-F	6 KWWW-F	6 KRQK-F	6 KBOX-F	6 KWWW-F	KRUZ-F		6 KBOX-F
KBOX-F	KRQK-F			KSTT-F	KBOX-F	KSMA	KHTY-F	7 KBOX-F		
	KSNI-F			KSNI-F >>						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KGDP REL 660 Orcutt	0.8	2.7	
KGDP-F G 95.7 Orcutt	0.4	2.5	
KIDI-F SP 105.5 Guadalupe	1.2	4.4	
KTAP SP 1600 Santa Maria	0.8	2.9	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDDB-F C 92.5 Paso Robles	0.8	3.0	
KIQO-F O 104.5 Atascadero	1.5	3.2	
KKJG-F C 98.1 San Luis Obispo	1.2	4.4	
KKJL ST 1400 San Luis Obispo	1.9	2.2	
KOST-F AC 103.5 Los Angeles	0.4	2.0	
KQJZ-F J 107.3 Grover City	2.3	5.6	
KQSB T 990 Santa Barbara	1.5	2.8	
KSPE-F SP 94.5 Ellwood	1.9	3.9	
KSTT-F AC 101.3 Los Osos	2.7	6.7	
KTYD-F AOR 99.9 Santa Barbara	1.2	3.9	
KWEZ-F C/O 106.1 Sta. Margarita	0.4	2.9	
KZOZ-F AOR/CL 93.3 San Luis Obispo	3.1	10.3	

AM Stations

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

FM Stations

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

Notes: Other ranked stations -- See San Luis Obispo or Santa Barbara . . . There is no TSA for the market . . . 5/98 KGDP-F changed from Religion to Southern Gospel

SIOUX CITY, IA

Arbitron Rank: 243	Pop (12+): 98,600	Stations: 13 / 11	% Below Line: 2.9
Market TSL in Hours: 23.00		Diaries: 432/228:1/55.4%	% Not Listed: 9.9
Average Person Rating: 17.3		Sample Target: 450	Total Retail Sales: \$1.28 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KSUX-F	29 / 17.0	15.6	17.9		13.9	298 / 30.2	27.6	27.8	38 / 428	KSUX-F
	KGLI-F	29 / 17.0	16.9	15.9		19.0	373 / 37.8	37.3	33.7	69 / 920	KGLI-F
3	KSEZ-F	24 / 14.0	17.5	11.9		12.7	223 / 22.6	23.1	23.9	45 / 510	KSEZ-F
4	WNAX-F	14 / 8.2	8.4	7.9		11.4	205 / 20.8	17.0	19.3	22 / 389	WNAX-F
	KSCJ	14 / 8.2	7.8	9.9		9.5	163 / 16.6	20.1	18.1	16 / 231	KSCJ
6	KSFT-F	11 / 6.4	4.5	5.3			121 / 12.3	11.4	8.9	12 / 148	KSFT-F
7	KWSL	10 / 5.8	5.8	3.3		3.8	123 / 12.5	10.7	12.2	13 / 177	KWSL
8	KOLK-F	7 / 4.1	4.5	7.3		5.7	127 / 12.8	12.2	11.7	18 / 290	KOLK-F
	KKMA-F	7 / 4.1	7.1	4.6		7.6	123 / 12.5	18.7	15.1	14 / 283	KKMA-F

12+ FM Share (Metro): 80.52% (124 of 154) (Spring 97: 80.45%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KMNS C 620 Sioux City	1.2	6.3	3	105
KTFC-F REL 103.3 Sioux City	1.2	4.2	2	41

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KQKQ-F CHR 98.5 Council Bluffs, IA	0.6	2.4	1	30
WNAX C/FARM 570 Yankton, SD	2.3	6.0	16	280

AM Stations

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

FM Stations

KGLI	95.5	100 kw @ 984	CHR	ABC	Roslin	Chesterman
KKMA	99.5	100 kw @ 1000	Classic Hits	Westwd, AP	Roslin	Le Mars, IA
KOLK	102.3	100 kw @ 643	Country		Christal	Waitt, pend. Onawa, IA
KSEZ	97.9	100 kw @ 643	AOR	Westwd, Source, ABC	Christal	Chesterman
KSFT	107.1	1.55 kw @ 328	Soft AC	Westwd	---	Chesterman S. Sioux City, IA
KSUX	105.7	50 kw @ 462	Country		Allied	Powell Winnebago, NE
KTFC	103.3	100 kw @ 669	Religion		---	
WNAX	104.1	100 kw @ 981	Oldies		Banner	Saga Yankton, SD

Notes: 7/98 KOLK-F sold to Norm Waitt, Jr. for \$1,850,000

SPRINGFIELD, IL

Arbitron Rank: 190 Pop (12+): 169,500	Stations: 17 / 12	% Below Line: 2.7
Market TSL in Hours: 20.50	Diaries: 617/275:1/59.8%	% Not Listed: 12.7
Average Person Rating: 15.3	Sample Target: 580	Total Retail Sales: \$1.65 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro	Fall	Spg	12+ TSA		
		1/4	Share	97	97	96	96		Cume / Rtg	97	97	AQH / Cume	
1	WDBR-F	CHR	36 / 13.8	10.4	13.4	12.4	12.1	489 / 28.9	29.3	28.3	66 / 913	WDBR-F	
2	WQLZ-F	AOR	27 / 10.4	9.3	10.4	14.3	9.9	347 / 20.5	18.7	20.7	42 / 648	WQLZ-F	
	WNNS-F	AC	27 / 10.4	9.3	10.1	10.0	9.9	310 / 18.3	23.8	24.2	38 / 511	WNNS-F	
4	WFMB-F	C	22 / 8.5	11.5	8.9	11.6	12.1	299 / 17.6	22.8	19.8	47 / 635	WFMB-F	
	WTAX	FS/T	22 / 8.5	7.1	8.6	7.6	8.6	391 / 23.1	21.1	16.2	23 / 473	WTAX	
6	WMAY	T	17 / 6.5	6.3	5.6	4.4	5.6	271 / 16.0	14.6	13.3	21 / 342	WMAY	
7	WYMG-F	AOR/CL	16 / 6.2	7.4	5.6	6.4	5.6	312 / 18.4	15.2	16.8	28 / 543	WYMG-F	
	WQQL-F	O	16 / 6.2	7.8	8.6	6.8	9.5	342 / 20.2	21.1	20.8	27 / 551	WQQL-F	
9	WYXY-F	C	15 / 5.8	5.9	6.7	5.2	3.9	216 / 12.7	14.9	13.4	22 / 427	WYXY-F	
10	WCVS-F	CL AOR	13 / 5.0	1.5	1.9	0.8	1.3	251 / 14.8	5.3	6.2	16 / 279	WCVS-F	
11	WFMB	SPRTS	7 / 2.7	3.7	1.9	2.0	1.3	142 / 8.4	9.2	5.1	7 / 158	WFMB	

12+ FM Share (Metro): 77.53% (176 of 227) (Spring 97: 78.60%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WLUJ-F	REL	97.7	Petersburg	0.8	3.5	3 82	KMOX	T/FS	1120	St. Louis	1.2	5.2	23 395
							KSHE-F	AOR	95.5	Crestwood	0.4	2.1	3 86
							WGN	FS/T	720	Chicago	0.4	2.5	4 106
							WLS	T	890	Chicago	0.4	2.0	6 125
							WSMI-F	C	106.1	Litchfield	0.4	1.7	18 281

AM Stations

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

FM Stations

WCVS	96.7	6 kw @ 328	Classic AOR		Christal	Capstar	Virden
WDBR	103.7	20 kw @ 768	CHR		Christal	Saga	
WFMB	104.5	43 kw @ 430	Country	ABC	Christal	Capstar	
WNNS	98.7	50 kw @ 500	AC		Eastman	Midwest Family	
WQLZ	92.7	11.5 kw @ 482	AOR	ABC	Eastman	Midwest Family	Taylorville
WQQL	101.9	50 kw @ 300	Oldies		Katz	Saga	
WYMG	100.5	40 kw @ 492	AOR/Classic AOR		Katz	Saga	Jacksonville
WYXY	93.9	15 kw @ 430	Country		Christal	Saga	Lincoln

Notes:

STAMFORD-NORWALK, CT

Arbitron Rank: 132	Pop (12+): 290,000	Stations: 37 / 6	% Below Line: 68.8
Market TSL in Hours: 19.50		Diaries: 603/481:1/48.1%	% Not Listed: 14.3
Average Person Rating: 14.7		Sample Target: 620	Total Retail Sales: \$5.48 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WEBE-F	AC	32 / 7.5	5.8	6.7	6.1	6.3	432 / 14.9	13.3	16.6	WEBE-F
2	WFAN	SPRTS	26 / 6.1	6.0	5.0	6.9	4.4	477 / 16.4	16.9	15.7	WFAN
3	WHTZ-F	CHR	25 / 5.9	5.3	4.2	3.7	3.6	550 / 19.0	16.9	17.4	WHTZ-F
4	WCBS	N	22 / 5.2	6.9	6.9	6.1	7.3	562 / 19.4	23.0	23.8	WCBS
5	WEZN-F	SAC	21 / 4.9	4.8	3.8	4.8	4.2	380 / 13.1	15.5	14.2	WEZN-F
6	WRKS-F	B/AC	18 / 4.2	2.5	4.0	3.2	4.6	203 / 7.0	4.5	8.0	WRKS-F
	WXRK-F	T/NR	18 / 4.2	4.8	3.3	2.6	2.3	396 / 13.7	12.5	13.6	WXRK-F
8	WABC	T	17 / 4.0	3.0	3.6	2.8	2.9	272 / 9.4	7.3	8.8	WABC
9	WKHL-F	O	16 / 3.7	4.1	4.8	4.5	3.1	280 / 9.6	10.2	13.6	WKHL-F
10	WQHT-F	U/CHR	15 / 3.5	4.8	3.3	3.2	3.6	212 / 7.3	8.9	9.8	WQHT-F
11	WKTU-F	CHR/U	13 / 3.0	3.0	3.8	3.2	2.5	180 / 8.6	9.4	13.6	WKTU-F
12	WQXR-F	CL	12 / 2.8	1.6	3.1	2.4	3.8	181 / 6.2	6.2	8.2	WQXR-F
13	WSTC	N/T	10 / 2.3	1.4	2.7	2.4	3.6	209 / 7.2	6.0	7.3	WSTC
	WQCD-F	J	10 / 2.3	3.2	2.7	3.0	2.7	225 / 7.8	7.3	7.4	WQCD-F
15	WBLS-F	B/AC	9 / 2.1	1.6	1.7	0.9	1.7	194 / 6.7	4.2	5.1	WBLS-F
	WOR	T	9 / 2.1	3.2	1.5	4.1	2.9	169 / 5.8	7.9	5.5	WOR

12+ FM Share (Metro): 68.97% (240 of 348) (Spring 97: 72.43%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTZ-F	1 WEBE-F	1 WEBE-F	1 WEBE-F	1 WEBE-F >	1 WFAN >	1 WXRK-F <	1 WEBE-F >	1 WEBE-F <	1 WHTZ-F	1 WHTZ-F
2 WQHT-F	2 WHTZ-F <	2 WFAN	2 WFAN <	2 WEZN-F >	2 WXRK-F >	2 WFAN >	2 WABC	2 WHTZ-F	2 WQHT-F	2 WEBE-F
3 WXRK-F	3 WXRK-F	3 WEZN-F	3 WCBS	3 WKHL-F	3 WCBS	3 WEBE-F	3 WFAN	3 WEZN-F	3 WEZN-F <	3 WKHL-F
4 WEBE-F	4 WEZN-F	4 WXRK-F <	4 WABC	WRKS-F	WRKS-F	4 WCBS	WCBS	WFAN <	4 WRKS-F	4 WCBS <
	WRKS-F	WFAN <	5 WKHL-F	5 WKHL-F <	5 WHTZ-F	5 WSTC	WEZN-F	5 WCBS <	5 WABC	5 WQXR-F <
6 WEZN-F	6 WRKS-F	WRKS-F	6 WEZN-F	6 WXRK-F	WHTZ-F	WHTZ-F <	6 WRKS-F	6 WRKS-F	WKTU-F	6 WEZN-F
	7 WKHL-F	7 WHTZ-F	7 WQXR-F	7 WCBS-F	WKTU-F	7 WEZN-F	7 WKHL-F	7 WQHT-F <		7 WFAN <
				WKTU-F	WNEW-F			8 WKTU-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WEFX-F	CL AOR	95.9	Norwalk	1.9	13.2	
WGCH	J	1490	Greenwich	0.7	2.0	
WNLK	N/T	1350	Norwalk	0.7	2.7	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAXQ-F	CL AOR	104.3	New York	0.7	3.9	
WBIX-F	AC	105.1	New York	1.2	6.2	
WBLI-F	AC/CHR	106.1	Patchogue, NY	0.7	4.0	
WCBS-F	O	101.1	New York	1.4	5.8	
WICC	FS	600	Bridgeport	1.4	2.5	
WINS	N	1010	New York	0.9	4.0	
WLIR-F	AC-NR	92.7	Garden City, NY	0.9	5.0	
WLTW-F	SAC	106.7	New York	1.2	3.6	
WMJC-F	C	94.3	Smithtown, NY	0.7	1.7	
WNEW-F	CL AOR	102.7	New York	1.6	7.4	
WPAT-F	SP	93.1	Paterson, NJ	0.7	2.4	
WPLJ-F	CHR/AC	95.5	New York	0.7	6.8	
WPLR-F	AOR	99.1	New Haven	1.4	1.9	
WQEW	ST	1560	New York	1.9	4.2	
WRTN-F	ST	93.5	New Rochelle, NY	0.7	2.4	
WSKQ-F	SP	97.9	New York	1.4	2.0	
WWWY-F	C	107.1	Briarcliff Manor	0.9	4.0	

AM Stations

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

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

Notes: Other ranked stations – See Bridgeport or New York in the Spring 1998 American Radio ... There is no TSA for the market

STATE COLLEGE, PA

Arbitron Rank: 235	Pop (12+): 115,400	Stations: 14 / 9	% Below Line: 22.9
Market TSL in Hours: 19.25		Diaries: 449/257:1/59.7%	% Not Listed: 22.9
Average Person Rating: 14.7		Sample Target: 450	Total Retail Sales: \$1.08 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro Cume / Rtg	Fall	Spg	12+ TSA		
		1/4	Share	97	97	96	96		97	97	AQH / Cume		
1	WZWW-F	AC	24 / 14.1	19.8	26.0	14.2		332 / 28.7	33.4	37.8	28 / 425	WZWW-F	
2	WFGY-FF	C	23 / 13.5	15.4	16.9	15.4		273 / 23.6	24.5	28.1	56 / 776	WFGY-FF	
3	WBHV-F	CHR	17 / 10.0	10.9	9.7	13.0		316 / 27.4	24.7	31.9	17 / 349	WBHV-F	
4	WQWK-F	AOR	16 / 9.4	9.6	10.9	11.2		236 / 20.5	19.2	23.9	17 / 311	WQWK-F	
5	WBUS-F	CL HITS	15 / 8.8					201 / 17.4			21 / 238	WBUS-F	
6	WGMR-F	AOR-NR	14 / 8.2	5.8	4.2	5.3		283 / 24.5	22.2	19.6	21 / 489	WGMR-F	
7	WRSC	FS	8 / 4.7	7.7	5.4	7.1		176 / 15.3	19.1	15.8	8 / 176	WRSC	
	WMAJ	T	8 / 4.7	3.2	1.8	2.4		91 / 7.9	9.7	6.5	8 / 124	WMAJ	

12+ FM Share (Metro): 86.26% (113 of 131) (Spring 97: 89.92%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WIKN-F	CHR/AC	107.9	Pt. Matilda	1.2	5.3	2 61	WALY-F	O	103.9	Bellwood	0.6	2.6	2 82
WPHB	C	1260	Phillipsburg	1.2	2.3	9 101	WPRR-F	CHR	100.1	Altoona	0.6	5.0	4 95

AM Stations

WMAJ	1450	1 kw	Talk	CBS, SRN, Talknt	---	Burbach
WRSC	1390	2 kw/1 kw (DA-N)	Full Service	ABC, Westwd, 1/1	Mc-Guild	Talleyrand

FM Stations

WBHV	103.1	3 kw @ -55	CHR		Katz	Burbach
WBUS	93.7	0.33 kw @ 1361	Classic Hits	Source	---	Boalsburg
WFGI	94.5	0.813 kw @ 630	Country (WFGY-F)			Forever
WIKN	107.9	3 kw @ 328	CHR/AC	Westwd	Mc-Guild	Talleyrand
WQWK	97.1	2 kw @ 403	AOR		Mc-Guild	Talleyrand
WZWW	95.3	0.794 kw @ 636	AC	Westwd, CNN	Allied	Talleyrand

Notes: WFGY-FF is WFGY-F Altoona & WFGI-F State College (WFGY-F -- See Altoona in the Spring 1998 American Radio)

SUSSEX, NJ

Arbitron Rank: 234	Pop (12+): 116,700	Stations: 26 / 2	% Below Line: 64.5
Market TSL in Hours: 20.50		Diaries: 380/307:1/57.9%	% Not Listed: 14.4
Average Person Rating: 15.4		Sample Target: 350	Total Retail Sales: \$1.1 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WSUS-F AC	19 / 10.6		14.5			383 / 32.9	36.7		21 / 411	WSUS-F
	WNNJ-F CL HITS	19 / 10.6		13.0			317 / 27.1	30.7		25 / 417	WNNJ-F
3	WABC T	12 / 6.7		8.5			198 / 17.0	16.9		17 / 236	WABC
4	WXRK-F T/NR	11 / 6.1		4.5			198 / 17.0	15.6		13 / 228	WXRK-F
	WPLJ-F CHRAC	11 / 6.1		4.0			217 / 18.6	18.2		13 / 255	WPLJ-F
6	WHCY-F C	10 / 5.6		4.5			165 / 14.1	13.6		13 / 201	WHCY-F
7	WCBS-F O	9 / 5.0		3.0			136 / 11.6	6.8		12 / 191	WCBS-F
8	WHTZ-F CHR	8 / 4.5		3.5			188 / 16.1	12.4		10 / 222	WHTZ-F
9	WFAN SPRTS	7 / 3.9		1.5			125 / 10.7	6.6		9 / 156	WFAN
10	WLTW-F SAC	6 / 3.3		3.5			139 / 11.9	8.1		7 / 160	WLTW-F
	WNEW-F CL AOR	6 / 3.3		2.5			106 / 9.1	6.9		6 / 130	WNEW-F

12+ FM Share (Metro): 83.77% (129 of 154) (Spring 97: 81.76%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNNJ-F	1 WNNJ-F >	1 WNNJ-F	1 WSUS-F	1 WSUS-F	1 WXRK-F	1 WXRK-F	1 WNNJ-F <	1 WNNJ-F	1 WSUS-F >	1 WNNJ-F
2 WHCY-F	2 WSUS-F	2 WSUS-F >	2 WABC	2 WNNJ-F >	WNNJ-F	2 WSUS-F	2 WSUS-F <	2 WABC	2 WABC	2 WSUS-F >>
3 WXRK-F	3 WXRK-F	3 WPLJ-F	3 WNNJ-F	3 WPLJ-F >	3 WABC	3 WNNJ-F	3 WABC >	WSUS-F	WHTZ-F	3 WPLJ-F
WSUS-F	WPLJ-F >	4 WXRK-F	4 WCBS-F >	4 WLTW-F	WNEW-F	4 WPLJ-F <	4 WCBS-F	4 WPLJ-F >	WNNJ-F >	WHCY-F
WPLJ-F >		5 WCBS-F	5 WPLJ-F	WHCY-F		5 WHCY-F	5 WHCY-F <		5 WLTW-F	WHTZ-F
		WHCY-F	WFAN	WCBS-F >			6 WPLJ-F			

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAWZ-F	REL	99.1	Zarephath, NJ	1.7	4.8	3	56
WAXQ-F	CLAOR	104.3	New York	1.7	7.8	3	91
WBIX-F	AC	105.1	New York	1.1	5.1	2	73
WCBS	N	880	New York	1.7	8.0	3	93
WDHA-F	AOR	105.5	Dover, NJ	2.2	9.4	5	129
WKRF-F	CHR	107.9	Tobyhanna, PA	0.6	1.2	1	14
WKTU-F	CHR/U	103.5	Lk. Success, NY	1.7	5.2	3	74
WODE-F	O	99.9	Easton, PA	2.2	5.9	6	85
WOR	T	710	New York	1.7	7.4	3	86
WPDH-F	CL AOR	101.5	Poughkeepsie	1.7	5.2	3	78
WQHT-F	U/CHR	97.1	New York	1.1	3.0	2	52
WRRV-F	AOR-NR	92.7	Middletown, NY	2.2	7.2	5	112
WTSX-F	AC/CHR	96.7	Port Jervis, NY	0.6	2.6	4	75
WZZO-F	AOR	95.1	Bethlehem, PA	0.0	3.1	1	48

FM Stations

WNNJ	103.7	2.3 kw @ 892	AC			Nassau	Newton
WSUS	102.3	0.59 kw @ 745	AC	Westwd		Nassau	Franklin

Notes: Other ranked stations - See New York or Wilkes Barre-Scranton in the Spring 1998 American Radio

TEXARKANA, TX-AR

Arbitron Rank: 241	Pop (12+): 104,500	Stations: 16 / 13	% Below Line: 8.8
Market TSL in Hours: 20.50		Diaries: 298/351:1/46.5%	% Not Listed: 15.1
Average Person Rating: 15.2		Sample Target: 310	Total Retail Sales: \$1.32 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA		
		1/4	Share								AQH	Cume	
1	KKYR-F	C	22 / 13.9	20.6	17.2	29.4		308 / 29.5	33.1	31.0	37 / 552		KKYR-F
2	KTOY-F	B	19 / 12.0	6.9	12.9	7.4		207 / 19.8	15.5	14.3	19 / 207		KTOY-F
	KTHN-F	CHR	19 / 12.0	4.1	4.3	9.8		233 / 22.3	12.1	10.4	27 / 435		KTHN-F
4	KZRB-F	B	14 / 8.8	5.5	7.9	4.3		151 / 14.4	13.0	16.0	21 / 237		KZRB-F
5	KEWL-F	O	12 / 7.6	7.6	7.9	6.1		135 / 12.9	14.4	18.4	14 / 191		KEWL-F
6	KYGL-F	CL AOR	8 / 5.0	7.6	5.0	6.5		111 / 10.6	16.0	12.4	20 / 244		KYGL-F
7	KRUF-F	CHR	7 / 4.4	7.6	6.5			134 / 12.9	14.8	15.6	25 / 315		KRUF-F
8	KPYN-F	G	6 / 3.8	3.4	4.3	3.7		78 / 7.4	9.7	8.8	15 / 194		KPYN-F
	KOWS-F	C	6 / 3.8	4.1	5.0	4.3		73 / 7.0	6.9	8.8	10 / 124		KOWS-F
10	KTWN-F	AC	5 / 3.2	6.9	5.7	4.3		133 / 12.8	17.6	13.3	10 / 194		KTWN-F

12+ FM Share (Metro): 95.56% (129 of 135) (Spring 97: 96.00%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCMC	SPRST	740	Texarkana, TX	1.9	5.4	3	57
KTFS	T	940	Texarkana, TX	1.9	5.4	4	68
KXAR-F	B	101.7	Hope, AR	2.5	11.1	21	279

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KMUJ-F	B	99.7	Shreveport	2.5	7.2	4	100
KTAL-F	AOR	98.1	Texarkana, TX	1.9	7.6	7	266

FM Stations

KEWL	95.1	25 kw @ 325	Oldies	USA	D&R	KOWS-F	New Boston, TX
KKYR	102.5	100 kw @ 459	Country		Banner	Capstar	
KOWS	103.9	5.1 kw @ 355	Country		D&R	KEWL-F	Ashdown, AR
KPYN	100.1	50 kw @ 492	Southern Gospel		Riley		Atlanta, TX
KTHN	95.9	11.3 kw @ 485	Country		Sentry	Capstar	Hooks
KTOY	104.7	3 kw @ 328	Black	ABC	Allied		
KTWN	107.1	2.9 kw @ 479	AC	ABC	---	Capstar	
KYGL	106.3	50 kw @ 492	Classic AOR		Sentry	Capstar	
KZRB	103.5	50 kw @ 492	Black		Roslin		New Boston, TX

Notes: KRUF-F - See Shreveport in the Spring 1998 American Radio . . . 3/98 KTHN-F changed from Country to CHR . . . 3/98 KHSP (1400) changed from Contemporary Christian to Jones Radio Networks' Standards

TRENTON, NJ

Arbitron Rank: 138	Pop (12+): 280,600	Stations: 39 / 8	% Below Line: 54.1
Market TSL in Hours: 21.75		Diaries: 635/442:1/53.6%	% Not Listed: 16.6
Average Person Rating: 16.7		Sample Target: 620	Total Retail Sales: \$3.06 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	WNJO-F	O	33 / 7.0	0.5	1.7	0.7	0.9	417 / 14.9	1.9	3.4	71 / 1166	WNJO-F
2	WPST-F	CHR	31 / 6.6	8.1	10.4	8.1	8.3	601 / 21.4	23.3	25.2	123 / 2669	WPST-F
3	WKXW-F	T	28 / 6.0	8.1	5.8	8.5	9.2	541 / 19.3	20.5	18.6	88 / 1851	WKXW-F
4	WUSL-F	B	27 / 5.7	4.7	5.0	4.3	3.9	387 / 13.8	13.2	12.4	54 / 1034	WUSL-F
5	WDAS-F	B/AC	25 / 5.3	4.0	3.2	5.2	3.5	245 / 8.7	9.7	8.0	40 / 521	WDAS-F
6	WBUD	O	23 / 4.9	3.3	7.1	5.2	4.8	222 / 7.9	7.9	10.5	42 / 388	WBUD
7	WYSP-F	T/CL AOR	18 / 3.8	5.2	3.0	3.8	5.0	367 / 13.1	12.5	10.8	123 / 2291	WYSP-F
	WOGL-F	O	18 / 3.8	3.1	3.7	3.4	4.1	270 / 9.6	10.6	11.3	82 / 1611	WOGL-F
9	WXTU-F	C	17 / 3.6	4.0	4.7	2.9	3.7	242 / 8.6	10.4	9.8	98 / 1238	WXTU-F
10	WMMR-F	AOR	16 / 3.4	2.6	3.5	2.7	2.6	284 / 10.1	10.6	10.3	74 / 1627	WMMR-F
11	WIMG	B	13 / 2.8	2.1	1.3	2.5	1.7	125 / 4.5	4.2	4.2	15 / 194	WIMG

12+ FM Share (Metro): 77.95% (297 of 381) (Spring 97: 80.54%)

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

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
WCHR	REL 920 Trenton	0.4	1.7	5	127
WHWH	ST 1350 Princeton	1.1	4.3	5	158
WPRB-F	VA 103.3 Princeton	0.4	2.5	5	161

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	1.1	3.9	36	631
WAWZ-F	REL	99.1	Zarephath	0.9	2.2	19	262
WBEB-F	AC	101.1	Philadelphia	0.9	2.7	110	1294
WCBS	N	880	New York	1.1	5.9	21	573
WFAN	SPRTS	660	New York	1.9	7.5	37	806
WHTZ-F	CHR	100.3	Newark	0.4	2.3	13	383
WIOQ-F	CHR	102.1	Philadelphia	1.5	9.2	55	1424
WIP	SPRTS	610	Philadelphia	0.4	2.0	33	690
WJZ-F	J	106.1	Philadelphia	2.3	8.4	60	1057
WLTW-F	SAC	106.7	New York	0.6	2.6	27	549
WMGK-F	CL HITS	102.9	Philadelphia	2.3	8.7	97	1737
WOR	T	710	New York	2.1	4.3	55	652
WPHI-F	B	103.9	Jenkintown, PA	1.3	5.9	38	730
WPHT	T	1210	Philadelphia	0.4	2.2	22	567
WPLJ-F	CHR/AC	95.5	New York	1.1	5.8	25	687
WQHT-F	U/CHR	97.1	New York	1.1	4.6	13	326
WQXR-F	CL	96.3	New York	0.6	2.3	7	242
WRDR-F	ST	104.9	Egg Harbor, NJ	0.6	1.9	22	316
WRKS-F	B/AC	98.7	New York	0.6	1.8	12	243
WSKQ-F	SP-C	97.9	New York	0.4	1.9	14	144
WWDB-F	T	96.5	Philadelphia	0.9	3.0	85	999
WWJZ	ST	640	Mt. Holly, NJ	1.7	2.6	13	174
WXRK-F	T/NR	92.3	New York	1.5	5.5	30	704
WXXM-F	AC/CHR	95.7	Philadelphia	0.6	4.4	38	1161
WYXR-F	AC/CHR	104.5	Philadelphia	2.1	10.6	75	1523

AM Stations

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

FM Stations

WKXW	101.5	19 kw @ 804	Talk		Christal	Press	
WNJO	94.5	50 kw @ 492	Oldies		Katz	Nassau	
WPST	97.5	50 kw @ 430	CHR		Katz	Nassau	

Notes: Other ranked stations -- See Philadelphia in the Spring 1998 American Radio . . . 2/98 WCHR-F changed from Religion to Oldies as WNJO-F

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

Arbitron Rank: 202	Pop (12+): 147,900	Stations: 19 / 15	% Below Line: 7.5
Market TSL in Hours: 20.75		Diaries: 543/272:1/53.6%	% Not Listed: 16.7
Average Person Rating: 15.3		Sample Target: 520	Total Retail Sales: \$1.62 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KEYW-F	AC/CHR	20 / 8.8	6.2	8.3	10.1	367 / 24.8	16.9	22.4	22 / 408	KEYW-F
2	KONA-F	SAC	18 / 7.9	7.6	6.5	8.8	226 / 15.3	13.0	17.1	25 / 343	KONA-F
	KIOK-F	C	18 / 7.9	5.7	6.5	8.8	208 / 14.1	16.7	15.7	50 / 475	KIOK-F
4	KXRX-F	AOR	16 / 7.1	8.5	6.9	7.1	191 / 12.9	15.9	14.9	39 / 441	KXRX-F
	KONA	FS	16 / 7.1	8.5	4.6	6.2	267 / 18.1	20.1	12.7	21 / 367	KONA
6	KZHR-F	SP	13 / 5.7	6.2	5.1	5.7	101 / 6.8	6.6	6.1	23 / 182	KZHR-F
7	KNLT-F	O	12 / 5.3	2.8	4.2	4.8	171 / 11.6	11.1	10.3	25 / 393	KNLT-F
	KUJ-F	CHR	12 / 5.3	3.3	1.4		295 / 20.0	11.4	5.4	20 / 509	KUJ-F
	KORD-F	C	12 / 5.3	7.6	8.8	8.8	182 / 12.3	18.5	19.8	24 / 402	KORD-F
10	KEGX-F	CL AOR	11 / 4.9	5.2	8.8	7.1	193 / 13.0	13.5	15.5	33 / 436	KEGX-F
11	KFLD	SPRTS	9 / 4.0	2.8	3.2	2.2	150 / 10.2	7.6	10.1	9 / 158	KFLD
12	KALE	ST	8 / 3.5	2.8	6.0	3.1	100 / 6.7	6.7	6.5	10 / 131	KALE
13	KTCR	T	7 / 3.1	4.7	4.2	4.4	118 / 8.0	5.9	7.4	7 / 133	KTCR

12+ FM Share (Metro): 78.84% (149 of 189) (Spring 97: 78.45%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KGDN-F	REL	101.3	Pasco	0.9	1.9	3 38	KFFM-F	CHR	107.3	Yakima	0.9	3.3	10 161
KTHK-F	CL AOR	97.9	Milton, OR	1.8	5.3	16 257	KWHT-F	C	103.5	Pendleton, OR	0.9	2.3	9 157
KTWY-F	REL-CC	93.3	Walla Walla	2.6	4.9	8 106	KZXR-F	AC/CHR	101.7	Prosser	0.4	2.7	3 88

AM Stations

KALE	960	5 kw/1 kw (DA-N)	Standards	CBS	D&R	Capstar, pend.
KFLD	870	10 kw/0.25 kw	Sports	CBS, ABC, WW1	Mc-Guild	Citadel
KONA	610	5 kw (DA-2)	Full Service	ABC	Allied	
KTCR	1340	1 kw	Talk	Westwd, TARN, ABC	Christal	Capstar, pend.

FM Stations

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

Notes: KNLT-F is LMA'd by Triathlon/Capstar . . . 2/98 KHSS-F (100.7; Walla Walla) sold for \$160,000 . . . 8/98 KALE/KTCR/KEGX-F/KIOK-F sold by Triathlon to Capstar for \$10,000,000 as part of a group transaction

TUPELO, MS

Arbitron Rank: 176 Pop (12+): 183,600	Stations: 28 / 18	% Below Line: 8.2
Market TSL in Hours: 19.25	Diaries: 690/266:1/53.5%	% Not Listed: 16.7
Average Person Rating: 14.1	Sample Target: 610	Total Retail Sales: \$1.82 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WWZD-F	41 / 15.9	14.5	20.2	13.3	17.0	436 / 23.8	25.5	26.4	50 / 572	WWZD-F
2	WWKZ-F	36 / 14.0	17.0	16.9	11.1	12.7	536 / 29.2	29.7	33.7	52 / 995	WWKZ-F
3	WESE-F	27 / 10.5	9.8	9.9	8.4	9.8	288 / 15.7	15.3	16.0	28 / 302	WESE-F
4	WWMS-F	18 / 7.0	6.2	6.3	8.8	14.4	339 / 18.5	18.2	16.4	30 / 564	WWMS-F
5	WSYE-F	15 / 5.8	5.4	6.6	6.1	7.5	332 / 18.1	12.8	20.8	30 / 722	WSYE-F
6	WFTA-F	10 / 3.9	4.3	4.6	3.1	4.9	202 / 11.0	13.4	13.4	12 / 258	WFTA-F
7	WSMS-F	7 / 2.7	2.2	4.6	4.2	0.7	160 / 8.7	7.2	10.4	12 / 230	WSMS-F
	WBIP-F	7 / 2.7	4.7	3.6	4.2	3.6	154 / 8.4	10.5	8.8	10 / 202	WBIP-F
9	WACR-F	6 / 2.3	4.3	2.0	1.1	2.3	93 / 5.1	7.4	5.4	30 / 446	WACR-F
	WZLQ-F	6 / 2.3	4.0	3.0	3.4	3.3	161 / 8.8	9.8	9.7	14 / 352	WZLQ-F
	WSEL-F	6 / 2.3	2.2	2.6	6.9	2.3	134 / 7.3	5.6	7.2	7 / 150	WSEL-F

12+ FM Share (Metro): 95.35% (205 of 215) (Spring 97: 98.89%)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WAFM-F	AC	95.3 Amory	0.4	2.4	1 51
WAMY	T	1580 Amory	0.4	1.5	1 28
WBIP	SPRTS	1400 Booneville	0.4	2.0	1 36
WCPC	G	940 Houston	1.6	4.2	5 94
WMXU-F	B/AC	106.1 Starkville	1.6	4.0	19 336
WNRX	B/G	1060 Tupelo	0.8	2.7	2 50
WTUP	SPRTS	1490 Tupelo	0.8	1.4	2 26

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WBHJ-F	B	95.7 Tuscaloosa, AL	0.4	1.6	11 219
WEGR-F	AOR	102.7 Memphis	0.4	1.4	5 92
WFCA-F	REL	107.9 Ackerman	1.2	3.0	13 171
WFXX-F	AC	104.9 Iuka	0.4	1.8	14 170
WKOR-F	C	94.9 Columbus	1.2	1.8	10 256
WKRA-F	B/AC	92.7 Holly Springs	0.8	2.0	4 83
WMBC-F	C	103.1 Columbus	0.8	1.8	17 248
WQLT-F	AC	107.3 Florence, AL	1.2	2.7	7 175
WRVR-F	AC	104.5 Memphis	0.4	1.6	2 129
WZBQ-F	CHR	94.1 Carrollton, AL	1.6	5.0	25 400

FM Stations

WACR	103.9	50 kw @ 492	Black		Roslin	Columbus	
WBIP	99.3	6 kw @ 300	Gospel		USA	Booneville	
WESE	92.5	5.4 kw @ 328	Black		ABC	Baldwyn	
WFTA	101.9	50 kw @ 480	AC		ABC	Fulton	
WSEL	96.7	3 kw @ 298	Gospel			Pontotoc	
WSMS	99.9	47 kw @ 505	AOR		ABC	Artesia	
WSYE	93.3	100 kw @ 1804	Soft AC		Mc-Guild	Houston	
WWKZ	105.3	30 kw @ 295	CHR	Westwd, ABC	Allied	Pearce, pend.	Aberdeen, MS
WWMS	97.5	100 kw @ 980	Country	Westwd		Dowdy	Oxford
WWZD	106.7	28.1 kw @ 656	Country	Westwd, ABC		Charisma	New Albany
WZLQ	98.5	100 kw @ 981	Country	ABC		Dowdy	

Notes: 5/98 WWZQ (1240) changed from simulcasting WWZQ-F to simulcasting Talk WAMY . . . 5/98 WWKZ-F calls & format moved to WWZQ-F (105.3) . . . 5/98 WWKZ-F (105.3) sold to Pearce (price NA) . . . 5/98 WSYE-F changed from AC to Westwood One Soft AC

TUSCALOOSA, AL

Arbitron Rank: 215 Pop (12+): 136,200
 Market TSL in Hours: 20.75
 Average Person Rating: 15.6

Stations: 22 / 10
 Diaries: 381/357:1/47.3%
 Sample Target: 360

% Below Line: 26.0
 % Not Listed: 12.3
 Total Retail Sales: \$1.53 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WTXT-F	26 / 12.3	13.7	10.6	16.4	16.4	364 / 26.8	27.5	22.7	30 / 462	WTXT-F
2	WZBQ-F	24 / 11.3	6.4	6.1	10.1	10.1	301 / 22.1	23.6	19.0	38 / 423	WZBQ-F
3	WBHJ-F	21 / 9.9	9.3	11.6	3.2	3.2	205 / 15.1	16.1	19.5	44 / 548	WBHJ-F
4	WTUG-F	18 / 8.5	6.4	7.1	14.8	14.8	211 / 15.5	14.3	16.4	37 / 424	WTUG-F
5	WRTR-F	17 / 8.0	4.9	7.6	2.6	2.6	272 / 20.0	13.7	19.1	18 / 282	WRTR-F
6	WTSK	15 / 7.1	4.9	5.6	5.8	5.8	144 / 10.6	10.5	9.4	20 / 183	WTSK
7	WLXY-F	11 / 5.2	5.9	6.1	6.9	6.9	185 / 13.6	11.9	21.2	14 / 219	WLXY-F
8	WOWC-F	7 / 3.3	3.9	3.0	3.2	3.2	166 / 12.2	13.9	12.4	10 / 249	WOWC-F
	WTBC	7 / 3.3	1.5				74 / 5.5	2.8		7 / 74	WTBC
10	WTID-F	6 / 2.8	2.9	3.0		1.6	112 / 8.2	11.6	11.9	7 / 167	WTID-F

12+ FM Share (Metro): 84.41% (157 of 186) (Spring 97: 82.35%)

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WACT	G	1420 Tuscaloosa	1.4	4.2	4 69
WWPG	B/G	1280 Tuscaloosa	1.9	4.6	4 68

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WACR-F	B	103.9 Columbus, MS	0.5	2.5	6 111
WBHK-F	B/AC	95.7 Tuscaloosa	0.5	2.6	1 44
WDJC-F	REL	93.7 Birmingham	2.4	7.8	7 153
WMJJ-F	AC	96.5 Birmingham	0.9	4.7	4 69
WNPT-F	B/AC	102.9 Linden	0.5	2.6	15 248
WODL-F	O	106.9 Birmingham	1.4	4.5	5 102
WRAX-F	AOR-NR	107.7 Birmingham	1.9	5.0	8 103
WYSF-F	SAC	94.5 Birmingham	1.4	8.2	5 119
WZRR-F	AOR/CL	99.5 Birmingham	1.4	4.4	12 121
WZZK-F	C	104.7 Birmingham	1.9	8.2	15 234

AM Stations

WTBC	1230	1 kw	Talk	USA	---
WTSK	790	5 kw/0.036 kw	Black Gospel	ABC	Eastman Air South

FM Stations

WLXY	100.7	11.6 kw @ 485	Classic Hits	Sentry	Northport
WRTR	105.5	6 kw @ 298	Classic AOR	Katz Capstar	
WTID	101.7	23.4 kw @ 727	CHR/AC (Hot AC)	ABC Allied	Air South Reform
WTUG	92.9	100 kw @ 981	Black AC	AURN	Eastman Air South
WTXT	98.1	88.9 kw @ 905	Country	Westwd, ABC	Christal Capstar Fayette
WZBQ	94.1	99 kw @ 1007	CHR	AMFM	Christal WSPZ Carrollton

Notes: Other ranked stations -- See Birmingham in the Spring 1998 American Radio . . . WZBQ-F is LMA'd to Capstar . . . 1/98 WTNW changed calls to WTBC; remains Talk

TYLER-LONGVIEW, TX

Arbitron Rank: 140 Pop (12+): 265,300
 Market TSL in Hours: 19.25
 Average Person Rating: 14.1

Stations: 23 / 15
 Diaries: 658/403:1/47.7%
 Sample Target: 620

% Below Line: 8.3
 % Not Listed: 20.6
 Total Retail Sales: \$3.4 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume		
1	KNUE-F	C	44 / 11.8	9.6	13.2	12.3	11.9	565 / 21.3	22.5	22.5	76 / 1157	KNUE-F
2	KISX-F	CHR	41 / 11.0	14.0	11.6	13.1	10.6	738 / 27.8	25.8	25.6	79 / 1266	KISX-F
3	KOOI-F	AC	39 / 10.5	8.0	7.8	6.8	7.0	454 / 17.1	15.4	16.4	76 / 964	KOOI-F
4	KYKX-F	C	24 / 6.4	8.5	7.2	6.3	9.3	294 / 11.1	13.0	12.0	58 / 827	KYKX-F
5	KTYL-F	AC	22 / 5.9	5.2	3.6	4.9	4.7	349 / 13.2	12.8	12.1	37 / 632	KTYL-F
6	KTBB	N/T	19 / 5.1	3.8	3.1	3.6	4.4	335 / 12.6	10.7	8.6	21 / 379	KTBB
7	KKTX-F	CL AOR	18 / 4.8	4.9	5.2	3.3	3.1	311 / 11.7	11.4	11.5	36 / 566	KKTX-F
8	KZEY	B	17 / 4.6	4.9	6.5	3.6	5.7	233 / 8.8	9.6	10.4	19 / 274	KZEY
9	KDOK-F	ST	16 / 4.3	5.2	5.7	3.6	6.7	199 / 7.5	7.9	10.7	24 / 286	KDOK-F
10	KFRO-F	O	10 / 2.7	2.2	2.6	1.9	3.6	204 / 7.7	7.9	5.2	13 / 367	KFRO-F
11	KKUS-F	C	7 / 1.9	2.5	2.6	1.9	2.6	121 / 4.6	6.2	6.2	10 / 204	KKUS-F

12+ FM Share (Metro): 85.14% (252 of 296) (Spring 97: 82.97%)

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBNB	N	1060 Gilmer	0.5 1.5 2 62
KEES	T	1430 Gladewater	0.8 2.3 3 71
KFRO	N/T	1370 Longview	0.8 2.5 4 94

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KJTX-F	G	104.5 Jefferson	0.8 1.5 4 81
KKDA-F	B	104.5 Dallas	1.1 4.1 10 237
KMJJ-F	B	99.7 Shreveport, LA	0.8 3.0 15 250
KRUF-F	CHR	94.5 Shreveport, LA	1.3 5.2 26 554
KTAL-F	AOR	98.1 Texarkana	0.8 1.6 10 233
KTBB-F	CL AOR	107.7 Nacogdoches	1.6 3.3 13 158
KTUX-F	AOR-NR	98.9 Carthage	0.5 2.3 9 231
KZEY-F	B	103.9 Marshall	1.3 3.0 9 150

AM Stations

KTBB	600	5 kw/2.5 kw (DA-2)	News/Talk	ABC	D&R	Gleiser
KZEY	690	1 kw/0.09 kw (DA-1)	Black	AURN	K&P	KZEY-F

FM Stations

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

Notes: 2/98 KOOI-F transitioned from Soft AC to AC . . . 4/98 KEES/KYZS sold to Gleiser (Broadcasting Partners/Veronis, Suhler & Assoc.) (price NA) . . . 4/98 KFRO-AF sold to Sunburst for \$1,415,000 (Whitley)

WACO, TX

Arbitron Rank: 192 Pop (12+): 168,400	Stations: 28 / 11	% Below Line: 25.2
Market TSL in Hours: 19.25	Diaries: 624/270:1/46.6%	% Not Listed: 10.7
Average Person Rating: 13.9	Sample Target: 580	Total Retail Sales: \$1.78 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume		
1	WACO-F	C	50 / 21.4	13.6	18.5	16.6	15.8	505 / 30.0	25.8	26.7	108 / 1261	WACO-F
2	KWTX-F	CHR	37 / 15.8	12.3	12.5	12.2	10.4	599 / 35.6	33.0	32.8	90 / 1485	KWTX-F
3	KKDA-F	B	21 / 9.0	10.1	7.8	9.2	11.6	271 / 16.1	16.0	13.6	41 / 444	KKDA-F
4	KCKR-F	C	16 / 6.8	5.3	10.3	10.5	12.9	303 / 18.0	18.7	21.9	26 / 557	KCKR-F
5	KBRQ-F	CL AOR	15 / 6.4	7.9	9.1	7.8	7.9	232 / 13.8	14.8	15.1	20 / 364	KBRQ-F
6	KWOW-F	C/O	13 / 5.6	4.8	2.2	2.6	4.1	160 / 9.5	7.8	8.2	22 / 269	KWOW-F
7	WBAP	T/FS	7 / 3.0	5.3	3.9	5.7	7.1	159 / 9.4	12.1	10.1	26 / 430	WBAP
8	KBCT-F	J	5 / 2.1	3.1	3.4	2.2		96 / 5.7	6.4	4.4	5 / 104	KBCT-F
9	KDXX-F	SP-R	4 / 1.7	3.1	3.4	2.2		58 / 3.5	4.3	4.3	6 / 87	KDXX-F
	KZPS-F	CL AOR	4 / 1.7	2.2	1.7	1.3	1.2	97 / 5.8	6.2	6.8	9 / 200	KZPS-F
	KRZI	T	4 / 1.7	2.6	2.2	1.3	2.1	97 / 5.8	6.7	4.4	4 / 97	KRZI

12+ FM Share (Metro): 88.52% (185 of 209) (Spring 97: 86.47%)

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBBW	REL	1010	Marlin	0.9	2.7	4	80
KEYR-F	AC	92.9	Marlin	0.9	6.2	2	104
KKTK	SPRTS	1460	Waco	1.3	4.7	3	92
KWTX	T	1230	Waco	1.3	5.1	5	108

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KBFB-F	SAC	97.9	Dallas	0.4	3.2	4	107
KHKS-F	CHR	106.1	Denton	1.3	7.1	8	193
KHLR-F	AOR-NR	103.9	Cameron	0.9	2.4	4	83
KKDA	B/O	104.5	Dallas	0.4	2.8	1	62
KLIF	T	570	Dallas	0.4	2.7	2	54
KLTD-F	REL	101.7	Temple	0.9	3.4	8	189
KLTY-F	REL-CC	94.1	Fort Worth	0.9	3.7	3	99
KLUV-F	O	98.7	Dallas	1.3	4.7	5	143
KPLX-F	C	99.5	Fort Worth	0.4	1.9	2	92
KRLD	N/T	1080	Dallas	0.9	4.0	4	120
KSCS-F	C	96.3	Fort Worth	0.4	2.9	9	171
KTEM	T	1400	Temple	0.4	2.2	16	194
KYUL-F	O	105.5	Harker Heights	1.3	2.9	33	452

AM Stations

KRZI	1580	1 kw/0.5 kw (DA-2)	News/Talk	BNN, Westwd, Talknt	Roslin	KEYR-F
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FM Stations

KBCT	94.5	3.2 kw @ 453	Jazz		---	
KBRQ	102.5	100 kw @ 450	Classic AOR		Eastman	Capstar Hillsboro
KCKR	95.5	100 kw @ 1069	Country		Banner	Capstar
KWOW	103.3	8.4 kw @ 574	Classic Country	JRN	Roslin	Clifton
KWTX	97.5	100 kw @ 890	CHR		Katz	Capstar
WACO	99.9	100 kw @ 1650	Country	ABC, AMFM	Sentry	Capstar

Notes: Other ranked stations -- See Dallas-Fort Worth in the Spring 1998 American Radio ... 7/98 KCKR-F moved from 95.5 to 95.7 and downgraded from a Class C (100 kw @ 1069') to a Class C2 (24 kw @ 505') to allow the upgrade of KKMJ-F Austin on 95.5 ... 7/98 KWTX (AM) changed from Talk to Children's (Disney)

WATERBURY, CT

Arbitron Rank: 179 Pop (12+): 180,200
 Market TSL in Hours: 23.25
 Average Person Rating: 17.3

Stations: 21 / 2
 Diaries: 461/391:1/52.5%
 Sample Target: 440

% Below Line: 73.5
 % Not Listed: 13.8
 Total Retail Sales: \$1.64 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WWYZ-F	C	37 / 11.8	12.0	9.1	14.8	324 / 18.0	17.1	17.3	53 / 506	WWYZ-F
2	WKSS-F	CHR	29 / 9.3	10.7	6.9	10.6	530 / 29.4	25.0	24.9	37 / 719	WKSS-F
3	WWCO	ST	22 / 7.0	3.3	2.8	1.6	206 / 11.4	5.4	7.5	22 / 215	WWCO
4	WDRC-F	O	21 / 6.7	5.7	5.3	4.8	286 / 15.9	13.4	15.8	34 / 515	WDRC-F
	WEZN-F	SAC	21 / 6.7	4.7	6.6	4.2	244 / 13.6	17.0	14.4	26 / 345	WEZN-F
6	WRCH-F	SAC	17 / 5.4	4.7	8.1	2.9	218 / 12.1	11.4	12.5	21 / 309	WRCH-F
	WMRQ-F	AOR-NR	17 / 5.4	4.7	3.8	5.5	227 / 12.6	14.0	15.1	21 / 382	WMRQ-F
	WATR	FS	17 / 5.4	4.7	7.2	6.4	226 / 12.5	9.9	15.6	18 / 278	WATR
9	WTIC	FS	13 / 4.2	7.0	4.4	6.4	157 / 8.7	12.2	10.9	25 / 408	WTIC
10	WKCI-F	CHR	11 / 3.5	2.0	4.7	4.2	269 / 14.9	12.0	17.4	15 / 335	WKCI-F
	WZMX-F	CL HITS	11 / 3.5	4.3	3.8	5.5	225 / 12.5	13.1	12.6	18 / 441	WZMX-F

12+ FM Share (Metro): 76.21% (205 of 269) (Spring 97: 74.80%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >	1 WKSS-F	1 WWYZ-F	1 WWYZ-F >	1 WKSS-F <	1 WWYZ-F >	1 WWYZ-F	1 WWYZ-F >	1 WWYZ-F	1 WKSS-F	1 WKSS-F
2 WMRQ-F >	2 WWYZ-F	2 WKSS-F	2 WWCO	2 WEZN-F	2 WDRC-F	2 WKSS-F <	2 WDRC-F	2 WKSS-F	2 WWYZ-F	2 WWYZ-F <
3 WEZN-F	3 WEZN-F	WEZN-F	3 WDRC-F <	3 WWYZ-F >	3 WMRQ-F	3 WATR <	3 WEZN-F <	3 WEZN-F <	3 WEZN-F	3 WWCO
WKCI-F	4 WMRQ-F <	4 WDRC-F	4 WATR	4 WDRC-F	4 WEZN-F	4 WWCO	4 WKSS-F <	4 WRCH-F	4 WMRQ-F	4 WATR
WPLR-F >	5 WDRC-F	5 WMRQ-F	5 WEZN-F <	WKCI-F	WZMX-F	WEZN-F <	5 WWCO <	5 WMRQ-F	5 WWCO	5 WDRC-F
6 WWYZ-F	6 WKCI-F	6 WZMX-F	6 WTIC	WRCH-F	6 WKSS-F	6 WDRC-F	6 WRCH-F <	6 WDRC-F	6 WRCH-F	6 WEZN-F <
	WZMX-F	7 WKCI-F	WRCH-F	7 WZMX-F >	WRKI-F	7 WTIC	7 WMRQ-F	7 WWCO >	WEBE-F	7 WMRQ-F <
		WRCH-F			WPLR-F	WZMX-F <				

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	1.0	3.5	4 92
WCBS	N	880	New York	0.3	3.2	3 132
WCCC-F	AOR	106.9	Hartford	1.6	7.0	12 245
WEBE-F	AC	107.9	Westport	2.2	5.4	7 119
WFAN	SPRTS	660	New York	2.6	6.4	15 190
WHCN-F	CL AOR	105.9	Hartford	1.9	9.2	13 265
WPLR-F	AOR	99.1	New Haven	2.9	10.1	16 252
WQHT-F	U/CHR	97.1	New York	1.3	3.6	4 77
WRKI-F	AOR	95.1	Brookfield	2.2	7.6	18 298
WTIC-F	AC/CHR	96.5	Hartford	1.0	8.1	11 309

AM Stations

WATR	1320	5 kw/1 kw (DA-2)	Full Service	CBS, TARN	--	
WWCO	1240	1 kw	Standards	Westwd	--	Buckley

Notes: Other ranked stations - See Hartford, New Haven or New York in the Spring 1998 American Radio

WATERTOWN, NY

Arbitron Rank: 249	Pop (12+): 91,600	Stations: 11 / 8	% Below Line: 5.3
Market TSL in Hours: 20.00		Diaries: 274/334:1/60.0%	% Not Listed: 20.3
Average Person Rating: 14.5		Sample Target: 280	Total Retail Sales: \$1.02 Bil.

12+ Metro	Format	Spring 98		Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA		
		1/4	Share								AQH / Cume		
1	WFRY-F	C	35 / 26.3	31.2	25.9			364 / 39.7	51.0	47.5	37 / 425	WFRY-F	
2	WCIZ-F	AOR	21 / 15.8	8.7	11.6		14.4	229 / 25.0	18.8	27.7	22 / 243	WCIZ-F	
3	WWLF-FF	CHR	18 / 13.5	11.9	3.4			278 / 30.4	28.9	6.5	23 / 346	WWLF-FF	
4	WOTT-F	O	9 / 6.8	3.7	5.5		13.7	152 / 16.6	9.2	15.0	9 / 152	WOTT-F	
5	WTOJ-F	AC	8 / 6.0	7.5	14.3		11.6	165 / 18.0	22.4	30.7	11 / 192	WTOJ-F	
6	WTNY	FS	6 / 4.5	4.4	6.8		7.5	110 / 12.0	15.2	15.3	7 / 123	WTNY	

12+ FM Share (Metro): 92.45% (98 of 106) (Spring 97: 86.18%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFRY-F <	1 WFRY-F	1 WFRY-F >	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >	1 WCIZ-F <	1 WFRY-F >>
2 WCIZ-F >>	2 WCIZ-F >	2 WCIZ-F >>	2 WOTT-F	2 WTOJ-F	2 WCIZ-F >>>	2 WCIZ-F	2 WCIZ-F	2 WWLF-FF	2 WWLF-FF	2 WCIZ-F >
3 WWLF-FF >	3 WWLF-FF >	3 WWLF-FF	3 WTNY	WOTT-F	3 WWLF-FF >	3 WTOJ-F	3 WWLF-FF >	3 WCIZ-F >>	3 WFRY-F >>	3 WWLF-FF >>
4 WTOJ-F >>	4 WTOJ-F >	4 WTOJ-F	WCIZ-F	WWLF-FF >>	4 WTOJ-F	WWLF-FF	4 WOTT-F >>	4 WTOJ-F >	4 WOTT-F >>	4 WTNY
		WOTT-F >>>	5 WWLF-FF		WOTT-F >>	5 WTNY >				WOTT-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WATN	T	1240	Watertown	1.5	4.0	2 40

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CFLY-F	AC	98.3	Kingston, ON	1.5	5.2	2 50
CHXL-F	CLAOR	103.7	Brockville, ON	1.5	8.8	3 85
WBBS-F	C	104.7	Fulton	2.3	5.3	4 64

AM Stations

WTNY	790	1 kw (DA-N)	Full Svc/Stds/Talk	CBS, Westwd, 1-On-1	Allied	Forever
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FM Stations

WBDR	102.7	3 kw @ 328	See WWLF-F				Cape Vincent
WCIZ	93.5	4 kw @ 328	AOR	Westwd	Katz	Forever	
WFRY	97.5	100 kw @ 285	Country	ABC	Katz	Forever	
WOTT	100.7	6 kw @ 328	Oldies	Westwd, CNN	Roslin	Clancy-Mance	Henderson
WTOJ	103.1	0.87 kw @ 594	AC	CNN, Westwd	Roslin	Clancy-Mance	Carthage
WWLF	106.7	1.785 kw @ 1191	CHR		Roslin	Clancy-Mance	Copenhagen

Notes: 4/98 WTNY operated at reduced power between 8 pm and 5 am throughout the survey . . . 4/98 WLKC-F changed from Country to Oldies as WOTT-F ("What Fun Radio")

WAUSAU-STEVENSON POINT, WI

Arbitron Rank: 159	Pop (12+): 216,800	Stations: 20 / 18	% Below Line: 3.8
Market TSL in Hours: 21.25		Diaries: 659/329:1/64.7%	% Not Listed: 15.9
Average Person Rating: 16.0		Sample Target: 620	Total Retail Sales: \$2.8 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WIFC-F	CHR	64 / 18.5	16.1	15.9	12.5	848 / 39.1	33.6	37.0	101 / 1401	WIFC-F
2	WDEZ-F	C	54 / 15.6	12.4	16.2	13.1	612 / 28.2	28.1	30.8	109 / 1104	WDEZ-F
3	WYTE-F	C	22 / 6.3	9.8	7.4	11.9	371 / 17.1	22.2	17.5	25 / 455	WYTE-F
4	WGLX-F	AOR/CL	18 / 5.2	5.5	6.6	5.2	288 / 13.3	12.9	14.8	20 / 373	WGLX-F
5	WLJY-F	SAC	16 / 4.6	4.3	3.8	5.2	255 / 11.8	11.5	10.3	23 / 366	WLJY-F
6	WOFM-F	O	15 / 4.3	4.3	4.9	4.6	277 / 12.8	13.4	11.5	28 / 489	WOFM-F
	WIZD-F	O	15 / 4.3	3.2	3.0	4.4	218 / 10.1	11.7	9.9	21 / 277	WIZD-F
8	WMZK-F	AOR	14 / 4.0	3.2	3.3	2.3	200 / 9.2	9.6	8.4	20 / 329	WMZK-F
9	WYCO-F	AC	10 / 2.9	1.4	2.2	2.9	188 / 8.7	8.2	9.3	19 / 333	WYCO-F
	WAXX-F	C	10 / 2.9	5.8	6.3	4.6	183 / 8.4	12.5	12.5	48 / 592	WAXX-F

12+ FM Share (Metro): 88.36% (258 of 292) (Spring 97: 86.81%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIFC-F >>	1 WIFC-F >	1 WIFC-F	1 WDEZ-F >	1 WIFC-F >	1 WDEZ-F	1 WIFC-F <	1 WIFC-F <	1 WIFC-F	1 WIFC-F >>>	1 WIFC-F
2 WDEZ-F >	2 WDEZ-F >	2 WDEZ-F	2 WIFC-F	2 WDEZ-F >	2 WGLX-F	2 WDEZ-F >>	2 WDEZ-F >>	2 WDEZ-F >>	2 WDEZ-F	2 WDEZ-F >>
3 WMZK-F	3 WGLX-F	3 WGLX-F <	3 WIZD-F	3 WYTE-F >	WIFC-F >	3 WYTE-F	3 WYTE-F	3 WGLX-F	3 WMZK-F	3 WYTE-F
4 WGLX-F	4 WYTE-F	4 WYTE-F >	WYTE-F <	4 WYCO-F	4 WMZK-F	4 WIZD-F	4 WLJY-F <	WYTE-F	4 WGLX-F	4 WGLX-F <
5 WYTE-F >>	5 WMZK-F	5 WOFM-F	5 WLJY-F >	5 WOFM-F	WIZD-F	5 WGLX-F <	5 WOFM-F <	5 WMZK-F	5 WYTE-F	5 WLJY-F
	6 WOFM-F	WIZD-F	6 WOFM-F	WLJY-F	6 WOFM-F	6 WOFM-F <	6 WIZD-F <	6 WOFM-F <	6 WLJY-F	6 WOFM-F
	WYCO-F	7 WYCO-F			WYTE-F >	7 WLJY-F <	7 WGLX-F	7 WYCO-F <	7 WYCO-F	WIZD-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDLB	O	1450	Marshfield 2.0 4.6 7 100
WFHR	T	1320	Wisconsin Rapids 2.3 5.0 8 117
WKQH-F	CL AOR	104.9	Marathon 2.3 7.6 13 231
WOSQ-F	C/O	92.3	Spencer 0.6 2.0 3 68
WRIG	ST	1390	Schofield 1.4 3.1 5 66
WSAU	FS	550	Wausau 2.6 7.3 10 187
WSPT	N/T	1010	Stevens Point 0.9 3.7 3 80
WSPT-F	CHR/AC	97.9	Stevens Point 2.0 10.1 9 287
WXCO	T	1230	Wausau 0.6 3.1 2 71

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCCN-F	CL AOR	107.5	Neillsville 0.9 2.2 7 107

AM Stations

WSAU	550	5 kw (DA-N)	Full Service	ABC, USA, 1-on-1	Christal	Midwest Comm.
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FM Stations

WDEZ	101.9	100 kw @ 1076	Country		Christal	Midwest Commun.
WGLX	103.3	100 kw @ 331	AOR/Classic AOR		---	Bliss Wisconsin Rapids
WIFC	95.5	98 kw @ 1150	CHR		Christal	Midwest Commun.
WIZD	99.9	6 kw @ 328	Oldies	ABC	---	Rudolph
WLJY	106.5	100 kw @ 800	Soft AC		---	Marathon, pend. Marshfield
WMZK	104.1	13 kw @ 446	AOR	Westwd	D&R	Merrill
WOFM	94.7	50 kw @ 492	Oldies		Christal	Midwest Commun. Mosinee
WYCO	107.9	100 kw @ 1000	AC	CBS	Unirep	Seehafer
WYTE	96.7	50 kw @ 492	Country		Mc-Guild	Whiting

Notes: WAXX-F - See Eau Claire, WI . . . 7/98 WDLB/WLJY-F/WOSQ-F sold by Goetz to Marathon as part of an \$18,796,000 group transaction

WICHITA FALLS, TX

Arbitron Rank: 236 Pop (12+): 112,100	Stations: 12 / 7	% Below Line: 10.6
Market TSL in Hours: 19.25	Diaries: 367/305:1/54.9%	% Not Listed: 13.9
Average Person Rating: 13.5	Sample Target: 330	Total Retail Sales: \$1.2 Bil.

12+ Metro	Format	Spring 98		Fall	Spg	Fall	Spg	12+ Metro		Fall	Spg	12+ TSA	
		1/4	Share	97	97	96	96	Cume / Rtg	97	97	AQH / Cume		
1	KLUR-F	C	31 / 20.6	16.4	16.0		20.5	416 / 37.1	30.2	31.4		53 / 784	KLUR-F
2	KNIN-F	CHR	24 / 15.9	16.4	15.3		14.9	329 / 29.3	34.5	35.8		39 / 631	KNIN-F
3	KWFS-F	C	21 / 13.9	16.4	18.5		17.4	269 / 24.0	28.4	29.1		33 / 403	KWFS-F
4	KYYI-F	CL AOR	19 / 12.6	4.3	4.5		3.1	229 / 20.4	12.3	15.0		35 / 461	KYYI-F
5	KTLT-F	AC	13 / 8.6	9.3	9.6		13.7	173 / 15.4	14.8	23.0		15 / 198	KTLT-F
6	WBAP	FS/T	7 / 4.6	3.6	3.2		2.5	82 / 7.3	5.0	8.5		25 / 300	WBAP

12+ FM Share (Metro): 89.23% (116 of 130) (Spring 97: 93.80%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KNIN-F	1 KYYI-F <	1 KLUR-F	1 KLUR-F >>	1 KWFS-F	1 KYYI-F	1 KLUR-F	1 KLUR-F	1 KLUR-F <	1 KNIN-F >>	1 KLUR-F
2 KWFS-F	2 KWFS-F	2 KYYI-F <	2 KWFS-F	2 KLUR-F	KLUR-F >>	2 KWFS-F >	2 KWFS-F	2 KNIN-F >	2 KLUR-F	2 KNIN-F
3 KYYI-F >	3 KNIN-F	3 KWFS-F >	3 KYYI-F	3 KTLT-F	3 KWFS-F	3 KNIN-F	3 KYYI-F <	3 KYYI-F <	3 KWFS-F	3 KYYI-F >
4 KLUR-F >>	KLUR-F	4 KTLT-F	KTLT-F	4 KYYI-F >	4 KNIN-F	4 KYYI-F	4 KTLT-F	4 KWFS-F	4 KYYI-F >	4 KWFS-F >
	5 KTLT-F >>>	5 KNIN-F >>	5 WBAP >>	5 KNIN-F >>>	5 KTLT-F >	5 KTLT-F >	5 KNIN-F	5 KTLT-F >>	5 KLIF >	5 KTLT-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KQXC-F	CHR/AC	102.5	Wichita Falls	2.7	12.0	4	134
KWFS	C/O	1290	Wichita Falls	1.3	3.3	3	57

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAAM	ST	620	Plano	2.0	3.6	7	81
KDGE-F	AOR-NR	94.5	Gainesville	0.7	4.8	4	130
KLIF	T	570	Dallas	1.3	3.7	3	60
KVRW-F	O	107.3	Lawton, OK	2.0	4.7	19	334

AM Stations

KWFS	1290	5 kw/1 kw (DA-N)	Classic Country	ABC	Christal	Apex
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FM Stations

KLUR	99.9	100 kw @ 820	Country	ABC	Katz	Cumulus	
KNIN	92.9	100 kw @ 918	CHR		Banner	Apex	
KQXC	102.5	4.5 kw @ 314	CHR/AC	ABC	Katz	Cumulus	
KTLT	106.3	2.4 kw @ 423	AC	Westwd	Mc-Guild	Apex	
KWFS	103.3	100 kw @ 449	Country		Christal	Apex	
KYYI	104.7	100 kw @ 1015	Classic AOR	Westwd	Katz	Cumulus	Burkbumett

Notes: WBAP -- See Dallas-Fort Worth in the Spring 1998 American Radio . . . 4/98 KOLI-F (94.9; Electra, TX) sold to Cumulus for \$238,400 (Fischer)

WILLIAMSPORT, PA

Arbitron Rank: 244	Pop (12+): 98,200	Stations: 17 / 14	% Below Line: 2.0
Market TSL in Hours: 20.50		Diaries: 354/277:1/63.7%	% Not Listed: 15.3
Average Person Rating: 15.3		Sample Target: 320	Total Retail Sales: \$1.28 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	WILQ-F	31 / 20.7	25.8	17.5		22.4	324 / 33.0	36.7	37.2	49 / 612	WILQ-F
2	WKSJ-F	28 / 18.7	20.8	19.5		21.1	361 / 36.7	39.1	31.1	52 / 861	WKSJ-F
3	WZXR-FF	17 / 11.3	10.1	8.4		12.4	185 / 18.8	19.7	15.9	32 / 325	WZXR-FF
4	WHTO-F	14 / 9.3	5.0	9.7		11.2	279 / 28.4	22.6	24.1	16 / 376	WHTO-F
5	WMYL-F	8 / 5.3	10.1	8.4		3.7	99 / 10.1	16.4	10.5	12 / 150	WMYL-F
	WSFT-F	8 / 5.3	3.2	5.8		3.7	112 / 11.4	11.9	8.8	9 / 145	WSFT-F
	WRAK	8 / 5.3	5.7	6.5		3.1	123 / 12.5	13.2	11.5	10 / 145	WRAK
8	WVRT-F	6 / 4.0	4.4	3.9		3.1	140 / 14.2	13.3	8.9	13 / 265	WVRT-F

12+ FM Share (Metro): 92.91% (118 of 127) (Spring 97: 89.71%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZXR-FF	1 WKSJ-F	1 WKSJ-F	1 WILQ-F	1 WKSJ-F	1 WKSJ-F	1 WILQ-F <	1 WKSJ-F	1 WILQ-F	1 WILQ-F	1 WILQ-F
2 WKSJ-F	2 WILQ-F	2 WILQ-F	2 WKSJ-F >>	WILQ-F >>	2 WZXR-FF	2 WKSJ-F >>	WILQ-F	2 WKSJ-F >	2 WKSJ-F	2 WKSJ-F >
WILQ-F	3 WZXR-FF >	3 WZXR-FF >	3 WMYL-F	3 WZXR-FF	3 WILQ-F >>	3 WZXR-FF	3 WZXR-FF >	3 WHTO-F <	WHTO-F >	3 WZXR-FF
4 WHTO-F	4 WHTO-F >>	4 WHTO-F	4 WSFT-F	4 WHTO-F	4 WHTO-F >	4 WHTO-F >	4 WRAK-AA <	4 WZXR-FF >	4 WZXR-FF >>	4 WHTO-F >
5 WVRT-F >>>		5 WSFT-F >>	5 WZXR-FF	WSFT-F >>			5 WSFT-F <	5 WMYL-F >	5 WSFT-F >	5 WMYL-F
			WRAK				6 WRAK			WVRT-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WJSA-F	REL	96.3	Jersey Shore	0.7	5.1	2	62	WHGL-F	C	100.3	Canton	0.7	2.7	1	38
WQBR-F	C	99.9	Avis	1.3	6.7	10	181	WHLM-F	AC/CHR	106.5	Bloomsburg	0.7	5.9	17	361
WZRZ-F	O	98.7	Mill Hall	0.7	3.8	1	56	WKRZ-F	CHR	98.5	Wilkes Barre	0.7	2.9	13	259

AM Stations

WRAK	1400	1 kw	Talk	ABC	Katz	Clr Channel, pend.
------	------	------	------	-----	------	--------------------

FM Stations

WCXR	103.7	0.95 kw @ 801	See WZXR-F			Lewisburg
WHTO	93.3	1.7 kw @ 1220	CHR	ABC	Christal	SabreCom Muncy
WILQ	105.1	9.2 kw @ 1135	Country	ABC	Christal	SabreCom
WKSJ	102.7	53 kw @ 1270	AC	ABC	Katz	Clr Channel, pend.
WMYL	95.5	3.9 kw @ 239	Standards	ABC	Katz	Clr Channel, pend. Salladasburg
WSFT	107.9	0.18 kw @ 1292	Soft AC	Westwd	--	
WVRT	97.7	6 kw @ 298	AC/CHR		Mc-Guild	WQBR-F/WZRZ-F Jersey Shore
WZXR	99.3	0.405 kw @ 1237	AOR		Christal	SabreCom S. Williamsport

Notes: 3/98 WJSA/WVRT-F sold by Forever to WQBR-F/WZRZ-F for \$800,000 . . . 3/98 WLYC sold by SabreCom for \$57,500 . . . 6/98 Dame sold these stations to Clear Channel as part of a group transaction: WRAK for \$900,000; WRKK for \$400,000; WKSJ-F for \$3,300,000; WMYL-F for \$1,000,000 (BT Alex. Brown) . . . 7/98 WJSA changed from Talk to Oldies; WZRZ-F changed from Oldies to Jones Radio Networks' Classic AOR

WINCHESTER, VA

Arbitron Rank: 219 Pop (12+): 130,100
 Market TSL in Hours: 17.75
 Average Person Rating: 13.5

Stations: 26 / 9
 Diaries: 512/254:1/55.8%
 Sample Target: 510

% Below Line: 30.8
 % Not Listed: 16.0
 Total Retail Sales: \$1.42 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	
1	WUSQ-F	C	31 / 17.7	20.3	23.3	23.3	435 / 33.4	36.0	38.4	67 / 799	WUSQ-F
2	WINC-F	AC/CHR	28 / 16.0	12.9	8.7	12.1	452 / 34.7	32.9	26.7	42 / 688	WINC-F
3	WFTR-F	C	8 / 4.6	3.7	3.9	4.4	94 / 7.3	7.9	8.1	8 / 101	WFTR-F
4	WKYS-F	B	7 / 4.0	1.8	1.9	1.9	100 / 7.7	4.8	4.9	11 / 234	WKYS-F
	WSIG-F	C	7 / 4.0	3.7	1.9	3.4	66 / 5.1	6.2	4.3	7 / 72	WSIG-F
6	WAZR-F	ST	6 / 3.4	5.5	5.8	1.9	62 / 4.8	6.1	9.2	7 / 76	WAZR-F
	WFQX-F	CHR	6 / 3.4	3.7	3.4	5.3	146 / 11.2	13.7	12.5	6 / 146	WFQX-F
	WARW-F	CL AOR	6 / 3.4	3.2	3.4	1.9	112 / 8.6	9.5	5.9	14 / 321	WARW-F

12+ FM Share (Metro): 96.58% (141 of 146) (Spring 97: 95.76%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WINC-F	1 WINC-F <	1 WUSQ-F <	1 WUSQ-F	1 WINC-F	1 WUSQ-F >	1 WUSQ-F	1 WUSQ-F	1 WINC-F <	1 WINC-F	1 WUSQ-F
WUSQ-F >>	2 WUSQ-F >>>	2 WINC-F >>>	2 WINC-F >>	2 WUSQ-F >>>	2 WINC-F >	2 WINC-F >>>	2 WINC-F >>>	2 WUSQ-F >>	2 WUSQ-F >	2 WINC-F >>
3 WJFK-F	3 WFQX-F	3 WFQX-F	3 WFTR-F	3 WMZQ-F >	3 WJFK-F	3 WFTR-F <	3 WFTR-F >	3 WJFK-F	3 WKYS-F >>	3 WKYS-F
WFQX-F	4 WJFK-F	WARW-F	4 WAZR-F	4 WBHB-F	WARW-F	4 WARW-F <	4 WAPP-FF	WKYS-F	4 WWDC-F	WSIG-F
WARW-F	WARW-F	5 WJFK-F	WSIG-F >	WFQX-F	5 WAPP-FF	5 WSIG-F	WAZR-F	5 WQPO-F	WSIG-F	5 WFTR-F
6 WKYS-F >	6 WBHB-F	WFTR-F	6 WBIG-F	WFTR-F >>	WFQX-F >	6 WAZR-F	WFOX-F	6 WAZR-F	WQPO-F >	6 WAZR-F
	WKYS-F	WBIG-F				WFOX-F		WFTR-F		WFOX-F
	WMZQ-F	WMZQ-F						WMZQ-F		
	WBHB-F	WBHB-F								

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAPP-FF	C	105.5	Berryville	2.3 6.2 6 109
WINC	N/T	1400	Winchester	1.7 4.4 3 63

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WARX-F	O	106.9	Hagerstown, MD	1.1 4.7 5 157
WBHB-F	CL AOR	103.3	New Market	2.3 3.4 4 50
WBIG-F	O	100.3	Washington	2.3 7.7 10 194
WJFK-F	TJ	106.7	Manassas	2.9 4.9 6 101
WJZW-F	J	105.9	Woodbridge	1.1 2.3 3 52
WKCY-F	C	104.3	Harrisonburg	1.1 3.2 6 130
WKMZ-F	CL HITS	97.5	Martinsburg, WV	1.1 7.7 17 287
WMZQ-F	C	98.7	Washington	2.9 8.9 15 265
WPGC-F	B/CHR	95.5	Morningside, MD	0.6 2.0 2 85
WQPO-F	CHR/AC	100.7	Harrisonburg	2.9 7.3 8 158
WROX-F	AC/AOR	107.3	Washington	0.6 2.1 1 64
WSVA	FS	550	Harrisonburg	1.1 2.4 4 80
WWDC-F	AOR	101.1	Washington	1.7 8.9 20 404
WWMD-F	EZ	104.7	Hagerstown, MD	0.6 2.7 9 116
WWZZ-F	CHR	104.1	Waldorf, MD	1.1 6.3 3 110

AM Stations

WINC 1400 1 kw News/Talk AP --- Lewis

FM Stations

WAPP	105.5	3 kw @ 440	Country	---	Lewis	Berryville
WAZR	93.7	9.8 kw @ -13	Standards	ABC	Savalli	Woodstock
WBPP	104.9	4.1 kw @ 220	See WAPP-F			Strasburg
WFQX	99.3	3 kw @ 297	CHR	---	Capstar	Front Royal
WFTR	95.3	4 kw @ 300	Country	USA, ABC	---	Capstar, pend.
WINC	92.5	22 kw @ 1400	AC/CHR	Westwd	---	Lewis
WSIG	96.9	3 kw @ -29	Country	CNN, JRN	---	Mt. Jackson
WUSQ	102.5	31.6 kw @ 630	Country	ABC	---	Capstar

Notes: Other ranked stations -- See Washington, DC in the Spring 1998 American Radio ... 7/98 WFTR-AF (Front Royal) sold by Straus to Capstar for \$1,300,000

YAKIMA, WA

Arbitron Rank: 185	Pop (12+): 174,500	Stations: 18 / 16	% Below Line: 1.4
Market TSL in Hours: 22.00		Diaries: 562/310:1/54.9%	% Not Listed: 18.2
Average Person Rating: 16.3		Sample Target: 550	Total Retail Sales: \$1.69 Bil.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	
1	KFFM-F	CHR	48 / 16.9	13.7	10.8	14.2	528 / 30.3	27.4	24.9	50 / 574	KFFM-F
2	KXDD-F	C	39 / 13.7	17.4	14.4	14.9	434 / 24.9	29.3	24.6	40 / 463	KXDD-F
3	KIT	T/FS	33 / 11.6	11.0	11.5	10.7	374 / 21.4	21.9	22.8	34 / 397	KIT
4	KATS-F	AOR	30 / 10.5	6.4	9.0	11.0	347 / 19.9	15.1	19.3	33 / 388	KATS-F
5	KRSE-F	SAC	16 / 5.6	7.2	4.7	5.7	207 / 11.8	12.4	11.1	18 / 226	KRSE-F
6	KHHK-F	CL HITS	13 / 4.6	4.9	5.0	1.4	202 / 11.6	12.3	13.6	13 / 204	KHHK-F
7	KZTA-FF	SP-C	10 / 3.5	7.6	5.8	6.4	189 / 10.8	10.7	10.9	10 / 189	KZTA-FF
8	KMWX	O	8 / 2.8	2.3	5.0	5.3	119 / 6.8	9.1	9.4	8 / 133	KMWX
	KQSN-F	AC	8 / 2.8	2.7	4.7	5.3	165 / 9.4	8.3	9.9	9 / 167	KQSN-F

12+ FM Share (Metro): 75.11% (175 of 233) (Spring 97: 69.33%)

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFFM-F >	1 KFFM-F	1 KATS-F	1 KIT <	1 KFFM-F >	1 KATS-F >>	1 KIT	1 KXDD-F <	1 KFFM-F	1 KFFM-F >>	1 KFFM-F <
2 KATS-F >	2 KATS-F >	KFFM-F	2 KXDD-F >>	2 KRSE-F	2 KIT	2 KFFM-F	2 KFFM-F <	2 KXDD-F <	2 KXDD-F	2 KXDD-F >
3 KXDD-F >	3 KXDD-F >	3 KXDD-F	3 KRSE-F <	KXDD-F >	KXDD-F	3 KXDD-F >	3 KATS-F	3 KATS-F	3 KIT <	3 KATS-F <
4 KZTA-FF	4 KHHK-F	4 KRSE-F <	4 KATS-F	4 KATS-F	4 KHHK-F	4 KATS-F	4 KIT	4 KIT	4 KATS-F <	4 KIT >>
KHHK-F	5 KRSE-F	5 KHHK-F	5 KFFM-F >	5 KHHK-F	5 KFFM-F >	5 KRSE-F >	5 KRSE-F >	5 KRSE-F	5 KZTA-FF	5 KZTA-FF
	6 KIT	6 KIT >								

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KARY-F	C	100.9	Grandview	1.8	6.9	5 121	KONA	FS	610	Kennewick	0.4	2.2	1 50
KBBO	REL	1390	Yakima	1.4	5.7	4 110	KONA-F	SAC	105.3	Kennewick	1.1	2.1	3 36
KLES-F	REL-CC	98.7	Mabton	0.4	2.2	1 38							
KREW	ST	1210	Sunnyside	2.1	4.4	6 77							
KYXE	SP	1020	Selah	2.1	4.0	6 70							
KZXR-F	AC/CHR	101.7	Prosser	0.7	2.2	2 38							

AM Stations

KIT	1280	5 kw/1 kw	Talk/Full Svc.	CBS, ABC, Westwd	Mc-Guild	T. Ingstad
KMWX	1460	5 kw/3.7 kw (DA-N)	Oldies	Westwd	Mc-Guild	T. Ingstad
KREW	1210	10 kw/1 kw	Standards	CBS	Tacher	KXDD-F Sunnyside

FM Stations

KATS	94.5	100 kw @ 909	AOR	Mc-Guild	T. Ingstad
KFFM	107.3	100 kw @ 1500	CHR	Mc-Guild	T. Ingstad
KHHK	99.7	7.6 kw @ 584	Classic Hits	Tacher	
KQSN	92.9	17 kw @ 843	AC	Mc-Guild	T. Ingstad Toppenish
KRSE	105.7	100 kw @ 584	Soft AC	Allied	KBBO
KXDD	104.1	61 kw @ 781	Country	ABC	Tacher
KZTA	96.9	5.8 kw @ 36	Spanish	Caballero	KXDD-F Naches
KZTB	96.7	5.8 kw @ -1	See KZTA-F		KXDD-F Sunnyside

Notes: KHHK-F and KYXE are LMA'd by KXDD-F



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