

AMERICAN RADIO

Summer 1998 Ratings Report

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DUNCAN'S AMERICAN RADIO

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SUMMER 1998 RATINGS REPORT

Arbitron Rating Period: 2 July-23 September 1998

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INTRODUCTION

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

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

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

Release of the Arbitron market reports began on 14 October and ended on 30 October. Compilation of this edition was completed 9 November. Mailing will begin on or before 23 November. Any corrections made by Arbitron to earlier published reports are included if they were received before 9 November. Station sales through 31 October are included.

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

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

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton

Thom Moon

Jim Nolan

Sherry Roberts

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INDIVIDUAL MARKET REPORTS

Definitions, Clarifications and Explanations

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

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

Arbitron Rank: 68	Pop (12+):	572,900
MSA Rank:		77
MSA Pop:		687,000
DMA #	Cleveland (#13)	
Average Persons Ratings:		16.8
Market TSL In Hours:		22.00

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

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

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

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

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 22.00 hours listening to radio over the broadcast week.

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

Stations:		28 / 6
Diaries	1,781 / 331:1 / 51.4%	
Sample Target:		1,760
% Below Line:		55.7
% Not Listed:		17.8
Pop per Station:		95,483

There are 28 stations listed in the Akron Arbitron market report. Of those 28, 6 are home to the Arbitron metro survey area – listed "above the line." Thus, 22 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

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

1,781 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

331:1 – an approximate "persons per diary" value: in the metro, the typical diary represents 331 persons 12+ (generally, the lower the number, the better)

51.4% – 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 70%) in response to broadcasters' concerns over unstable results.

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

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

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

Next, we move to the top right column:

Last Year's Revenue: \$17,900,000
 Household Income: \$42,512
 Retail Dollars: \$7.0 Bil
 #1 Biller: WKDD-F \$4,800,000
 #1 Billing Portfolio:
 WAKR/WONE-F/WQMX-F \$9,000,000

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

"HH Income" is Median Household Income within the Arbitron Metro Survey Area. The estimate for Akron is \$42,512.

"Total Retail Sales" is the metro survey area's estimated Total Retail Sales – in this case, \$7.0 Billion. Both median household income and total retail sales figures are based on census data, updated to 1/1/98 by Market Statistics, Inc. for Arbitron.

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

The next section is the trended 12+ information:

12+ Metro	Format	Summer 98 Spg 97	Win 97	Fall 97	Sum 97	4 Book Avg	12+ Metro Cume / Rating	Spg 97	Sum 97	12+ TSA AQH / Cume	Revenue Level
2 WQMX-F	C	58 / 6.0	7.5	7.5	7.8	8.2	7.2	805 / 14.1	14.5	16.5	E WQMX-F

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

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

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

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

Within the numbers, reading from left to right, WQMX-FM has 5,800 listeners per average quarter hour in the metro. This gives it a 6.0 share of audience during the latest survey period. Shares from the previous four surveys follow. In Continuous Measurement markets (those measured four times a year, we also present a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WQMX-F has 80,500 cume listeners 12+, which give it a 14.1 cume rating. Historical cume ratings follow (prior major survey and prior year).

In Fall and Spring reports, the TSA (Total Survey Area) 12+ average persons (AQH) and cume estimates follow metro cumes. These columns will be blank in the Winter and Summer American Radio ratings reports (Arbitron does not measure the TSA in Winter and Summer).

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

The codes for revenue levels are:

A -	Less than \$500,000	G -	\$ 5,000,000 to \$ 6,999,999
B -	\$500,000 to \$1,000,000	H -	\$ 7,000,000 to \$ 9,999,999
C -	\$1,000,000 to \$1,999,999	I -	\$10,000,000 to \$14,999,999
D -	\$2,000,000 to \$2,999,999	J -	\$15,000,000 to \$19,999,999
E -	\$3,000,000 to \$3,999,999	K -	\$20,000,000 to \$29,999,999
F -	\$4,000,000 to \$4,999,999	L -	\$30,000,000+

Then there's a line by itself:

12 + FM Share (Metro): 82.78% (654 of 790) (Summer 97: 74.51%)

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

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

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

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

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

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

	12+	25-54	Revenue
Local	15.2%	14.8%	50.3%
WAKR-AM, WONE-FM, WQMX-FM			

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 15.2% of the 12+ total week metro audience and 14.8% of the adults 25-54 total week metro audience, as well as 50.3% of last year's revenue in the market.

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

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

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwd, ABC, ESPN	\$37.00	Christal	WQMX-F/WONE-F
WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	D&R	Barnstable

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

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

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

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

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

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

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

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

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

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

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

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

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

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Summer 1998 Arbitron.

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

AKRON

Arbitron Rank: 68 Pop (12+): 572,900	Stations: 28 / 6	Last Year's Revenue: \$17,900,000
MSA Rank: 77	Diaries: 1,781 / 322:1 / 51.4%	Household Income: \$42,512
MSA Pop: 687,000	Sample Target: 1,760	Total Retail Sales: \$7.0 Bil
DMA: Cleveland (#13)	% Below Line: 55.7	#1 Biller: WKDD-F \$4,800,000
Average Persons Rating: 16.8	% Not Listed: 17.8	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 95,483	WAKR/WONE-F/WOMX-F \$9,000,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
		1/4	Share									
1	WMJI-F	Q	61 / 6.3	5.4	6.7	5.0	5.7	5.9	974 / 17.0	149	156	WMJI-F
2	WOMX-F	C	58 / 6.0	7.5	7.5	7.8	8.2	7.2	805 / 14.1	145	165	E WOMX-F
3	WKDD-F	CHR/AC	52 / 5.4	4.1	5.7	5.8	4.9	5.3	850 / 14.8	15.0	14.6	F WKDD-F
4	WNIR-F	T	51 / 6.3	6.0	5.2	5.9	6.0	5.6	632 / 11.0	94	117	D WNIR-F
	WDOK-F	SAC	51 / 6.3	5.3	5.5	5.9	4.8	5.5	729 / 12.7	130	133	WDOK-F
6	WTAM	N/T	46 / 4.8	3.5	3.2	2.2	3.3	3.4	826 / 14.4	12.2	80	WTAM
7	WAKR	T/FS	44 / 4.6	3.5	2.8	3.0	4.0	3.5	741 / 12.9	12.3	12.5	C WAKR
	WONE-F	AOR	44 / 4.6	4.6	5.3	5.5	6.3	5.0	784 / 13.7	13.4	14.9	E WONE-F
9	WMVX-F	AC/CHR	43 / 4.5	4.2	3.6	2.0	1.5	3.6	654 / 11.4	11.4	72	WMVX-F
10	WNCX-F	CL ADR	42 / 4.4	5.0	5.0	5.0	4.3	4.8	765 / 13.3	13.3	13.2	WNCX-F
11	WZAK-F	B	37 / 3.9	3.3	4.6	3.9	3.9	3.9	572 / 10.0	10.1	10.1	WZAK-F
12	WGAR-F	C	33 / 3.4	3.6	2.7	3.4	4.7	3.3	634 / 11.1	10.3	12.5	WGAR-F
13	WMMS-F	AOR-NR	27 / 2.8	3.8	3.3	3.6	3.8	3.4	557 / 9.7	10.7	11.8	WMMS-F
	WRMR	ST	27 / 2.8	3.3	2.6	3.3	3.5	3.0	383 / 6.7	5.9	6.3	WRMR
	WENZ-F	AOR-NR	27 / 2.8	3.3	2.9	3.0	3.1	3.0	564 / 9.8	12.3	11.2	WENZ-F

12+ FM Share (Metro): 82.78% (654 of 790) (Summer 97: 74.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZJM-F	1 WMVX-F <	1 WKDD-F	1 WKDD-F	1 WMJI-F	1 WMJI-F <	1 WNCX-F	1 WNIR-F <	1 WNIR-F <	1 WTAM	1 WOMX-F
2 WZAK-F	2 WKDD-F >	2 WONE-F	2 WMVX-F <	2 WOMX-F <	2 WNIR-F	2 WMJI-F	2 WDOK-F <	2 WOMX-F	2 WAKR	2 WMJI-F
3 WENZ-F >>	WNCX-F	WMVX-F <	3 WMJI-F <	3 WKDD-F <	3 WAKR <	3 WAKR	3 WKDD-F <	WMJI-F	3 WZAK-F	3 WAKR <
4 WONE-F	4 WMMS-F <	4 WOMX-F <	4 WOMX-F <	4 WMVX-F <	4 WTAM	4 WKDD-F <	4 WMVX-F <	4 WKDD-F <	4 WDOK-F <	4 WZAK-F <
	WQAL-F >	5 WONE-F	5 WNCX-F <	5 WNCX-F	5 WDOK-F <	5 WOMX-F	5 WTAM <	5 WDOK-F <	5 WOMX-F <	5 WDOK-F
		6 WMJI-F	WONE-F	6 WNCX-F <	6 WOMX-F	6 WDOK-F <	6 WOMX-F <	6 WMVX-F <	6 WMJI-F	WKDD-F <
		7 WDOK-F	7 WDOK-F	7 WONE-F	7 WKDD-F <	7 WMVX-F <	7 WONE-F <	7 WNIR-F <	7 WONE-F <	7 WONE-F <
		8 WZAK-F	8 WMMS-F <	8 WTAM <	8 WTAM	8 WRMR	8 WNIR-F	WMJI-F >	8 WTAM <	8 WENZ-F
		9 WQAL-F	9 WTAM <	9 WZAK-F <	9 WZAK-F <	9 WONE-F	WONE-F <	9 WNCX-F	9 WGAR-F <	9 WTAM <
		10 WZJM-F <		10 WNIR-F <	WGAR-F	10 WZAK-F	10 WGAR-F <	10 WMMS-F <	10 WZJM-F <	10 WENZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKDD-F	1 WMVX-F <	1 WKDD-F	1 WKDD-F	1 WKDD-F <	1 WONE-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WNCX-F <	1 WTAM
	WENZ-F	2 WKDD-F >	WMVX-F	2 WDOK-F <	WENZ-F	2 WMMS-F	2 WMMS-F	2 WONE-F	2 WMJI-F	2 WMJI-F
	WQAL-F	3 WOMX-F	3 WZAK-F	3 WDOK-F	3 WMJI-F <	3 WONE-F	3 WMVX-F	3 WOMX-F <	3 WTAM <	WAKR
	WMVX-F	4 WZJM-F	4 WOMX-F	4 WOMX-F <	4 WOMX-F	4 WENZ-F <	4 WRQK-F	4 WMVX-F	4 WOMX-F	4 WOMX-F
5 WZJM-F	WZAK-F	5 WONE-F	5 WMJI-F <	5 WMVX-F	5 WOMX-F	5 WKDD-F	WKDD-F >	WMMS-F <	5 WMVX-F <	5 WNIR-F
6 WMJI-F	WQAL-F		6 WONE-F >	6 WONE-F	6 WKDD-F >	WQMX-F		6 WMJI-F	6 WONE-F <	WDOK-F
	WONE-F	7 WONE-F	7 WQAL-F	7 WZAK-F		WMVX-F		7 WKDD-F	7 WKDD-F	
	WOMX-F >	WQXK-F		8 WGAR-F		8 WRQK-F		8 WTAM	8 WMMS-F	
				9 WGAR-F		9 WZAK-F		9 WENZ-F	9 WDOK-F	
									WNIR-F	

Other Rated Stations	Metro Share	Cume Rating
WTOU B/AC 1350 Akron	0.6	1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCLV-F CL 95.5 Cleveland	1.2	3.9
WHBC FS 1480 Canton	0.3	0.7
WHBC-F AC 94.1 Canton	0.6	3.5
WHOT-F CHR 101.1 Youngstown	0.7	3.9
WKNR SPRTS 1220 Cleveland	1.0	4.4
WNWV-F J 107.3 Elyria	1.8	5.8
WQAL-F AC/CHR 104.1 Cleveland	2.5	12.0
WQKT-F C 104.5 Wooster	0.5	2.8
WQXK-F C 105.1 Salem	1.7	4.4
WRQK-F AOR 106.9 Canton	1.5	4.1
WZJM-F CHR 92.3 Cleveland Heights	2.4	10.2
WZKL-F O 92.5 Alliance	0.4	1.9

AKRON

Consolidation Report	12+	25-54	Revenue
Local WAKR-AM, WONE-FM, WQMX-FM	15.2 %	14.8 %	50.3 %
	15.2 %	14.8 %	50.3 %

AM Stations

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

FM Stations

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

Notes: Other ranked stations -- See Cleveland

Jim Duncan

Comments: Listening levels are up moderately (+0.7 ratings point) . . . WMJI-F leads the market in 12+ for the first time since Fall 1996 . . . WQMX-F has its lowest share in more than two years . . . WKDD-F recovered from its weak Spring book . . . Cleveland's WTAM has its highest share in many years . . . WAKR enjoys its highest share since Summer '96 . . . FM's share of audience jumps from about 75% to nearly 83%

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

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

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

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 58 Pop (12+): 736,400	Stations: 30 / 28	Last Year's Revenue: \$30,800,000
MSA Rank: 67	Diaries: 2,067 / 356:1 / 54.8%	Household Income: \$47,100
MSA Pop: 876,000	Sample Target: 2,030	Total Retail Sales: \$8.3 Bil.
DMA: 52	% Below Line: 0.9	#1 Biller: WGNA-AF \$6,100,000
Average Persons Rating: 16.1	% Not Listed: 13.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 26,300	Capstar \$11,250,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1	WGNA-F	C 140 / 11.8	10.9	9.8	11.3	10.3	11.0	1416 / 19.2	19.8	17.9	F WGNA-F
2	WGY	FS 111 / 9.4	9.4	9.9	9.5	8.7	9.5	1562 / 21.2	21.4	19.3	E WGY
3	WFLY-F	CHR 109 / 9.2	9.7	10.0	8.7	9.2	9.4	2019 / 27.4	27.5	26.2	E WFLY-F
4	WQBK-FF	AOR-NR 91 / 7.7	7.1	6.1	7.5	7.8	7.1	1462 / 19.9	20.0	20.4	D WQBK-FF
5	WYJB-F	SAC 86 / 7.3	7.5	9.0	7.6	8.5	7.8	1381 / 18.8	20.6	18.9	D WYJB-F
6	WABY-AF	ST 84 / 7.1	6.5	7.1	5.2	6.6	6.5	933 / 12.7	11.0	11.5	B WABY-AF
7	WRVE-F	AC-NR 70 / 5.9	5.0	4.3	5.5	4.7	5.2	1116 / 15.2	14.4	13.8	D WRVE-F
8	WPYX-F	AOR 59 / 5.0	5.7	5.6	4.3	5.9	5.1	1143 / 15.5	15.9	17.0	F WPYX-F
9	WTRY-F	O 39 / 3.3	3.6	3.4	3.4	3.0	3.4	876 / 11.9	12.8	9.0	B* WTRY-F
10	WHRL-F	J 33 / 2.8	2.5	2.5	3.4	2.5	2.8	427 / 5.8	6.0	5.6	B WHRL-F
11	WXLE-F	AOR-P 32 / 2.7	1.9	1.9	1.9	2.5	2.1	711 / 9.7	9.3	8.6	B WXLE-F
	WXCR-F	CL AOR 32 / 2.7	2.0	2.4	2.4	2.5	2.4	614 / 8.3	9.1	8.2	B WXCR-F
13	WKLI-FF	AC/CHR 28 / 2.4	2.7	2.7	3.4	2.7	2.8	694 / 9.4	9.5	10.5	C WKLI-FF
14	WROW	T 26 / 2.2	1.9	2.5	1.7	1.4	2.1	446 / 6.1	5.4	5.1	A WROW
15	WTRY	O 13 / 1.1	1.4	1.2	1.4	1.3	1.3	328 / 4.5	4.4	4.0	WTRY
16	WEQX-F	ADR-NR 12 / 1.0	1.1	0.7	0.9	1.8	0.9	380 / 5.2	5.5	6.3	WEQX-F

12+ FM Share (Metro): 82.42% (844 of 1024) (Summer 97: 83.73%)

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

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

Other Rated Stations	Metro Share	Cume Rating
WBKK-F	CL 97.7	Amsterdam 0.7 2.5
WBUG	C 157.0	Amsterdam 0.1 0.4
WBUG-F	C 101.1	Fl. Plain 0.3 1.0
WCSS	T 124.0	Amsterdam 0.5 1.1
WGHA	C 146.0	Albany 0.1 0.6
WJKE-F	AC 101.3	Stillwater 0.7 3.1
WPTR-F	C 95.3	Voorheesville 0.9 4.5
WSRD-F	O 104.9	Johnstown 0.4 0.7
WTMM	SPRTS 130.0	Rensselaer 0.3 1.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WENU-F	ST 101.7	Hudson Falls 0.5 0.9
WJIV-F	REL 101.9	Cherry Valley 0.4 1.5

ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue
Albany, pend. WFLY-FM, WIZR-AM, WPTR-FM, WROW-AM, WSRD-FM, WYJB-FM	20.1 %	19.6 %	23.4 %
Bendat WABY-AF, WKBE-FM, WKLI-FM	9.4 %	6.1 %	5.9 %
Capstar WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WTRY-FM, WXLE-FM	24.0 %	28.8 %	38.6 %
Clear Channel WGY-AM, WHRL-FM, WQBJ-FM, WQBK-FM, WRVE-FM, WTMM-AM, WXCR-FM	28.8 %	30.0 %	31.9 %
	82.3 %	84.5 %	99.8 %

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Product
WABY	1400	1 kw	Standards	CNN	\$17.00	Christal	Bendat
WGY	810	50 kw	Full Service	ABC	\$60.00	Katz	Clear Channel
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI	\$20.00	Allied	Albany
WTRY	980	5 kw (DA-N)	Oldies	AMFM	\$<20.00	Eastman	Capstar

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Product
WABY	94.5	3 kw @ 328	Standards	CNN	\$20.00	Banner	Ravena
WEQX	102.7	1.27 kw @ 2490	AOR-New Rock	AP, ABC	\$<20.00	—	Manchester, VT
WFLY	92.3	17 kw @ 850	CHR	ABC	\$71.00	Allied	Albany
WGNA	107.7	12 kw @ 984	Country	AMFM	\$102.00	Eastman	Capstar
WHRL	103.1	6 kw @ 325	Jazz	CBS	\$<20.00	Katz	Clear Channel
WKBE	100.3	1.45 kw @ 1312	See WKLI-F				Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR		\$45.00	Banner	Bendat
WPYX	106.5	16 kw @ 902	AOR	AMFM	\$71.00	Eastman	Capstar
WQBJ	103.5	50 kw @ 492	See WQBK-F				Cobleskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS, Westwd	\$47.00	Cir Chnl	Clear Channel
WRVE	99.5	15 kw @ 927	Modern AC	ABC	\$51.00	Katz	Clear Channel
WTRY	98.3	6 kw @ 328	Oldies	AMFM	\$ NA	Eastman	Capstar
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd	\$22.00	Cir Chnl	Clear Channel
WXLE	104.5	5 kw @ 351	Progressive AOR		\$<20.00	Christal	Capstar
WYJB	95.5	12 kw @ 1023	Soft AC		\$56.00	Allied	Albany

Notes: * WTRY revenue included in WTRY-F revenue level . . . 10/98 WJKE-F (101.3; Stillwater) changed from AC/CHR to AC as WQAR-F ("Star 101") . . . 10/98 WIZR (930)/WSRD-F (104.9) sold to Albany for \$2,200,000

Jim Duncan

Comments: Listening levels are steady . . . WGNA-F has its highest share in more than two years

ALBUQUERQUE

Arbitron Rank: 71 Pop (12+): 552,400	Stations: 33 / 31	Last Year's Revenue: \$34,500,000
MSA Rank: 79	Diaries: 1,769 / 312:1 / 53.0%	Household Income: \$40,872
MSA Pop: 686,000	Sample Target: 1,700	Total Retail Sales: \$7.4 Bil
DMA: 48	% Below Line: 1.5	#1 Billing: KRST-F \$5,600,000
Average Persons Rating: 16.2	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 17,819	Citadel \$17,150,000

12+ Metro	Format	Summer 98		Spq 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Sum 97	Revenue Level	
		1/4	Share										
1	KKOB	FS	75 / 8.4	8.7	9.3	8.5	8.2	8.7	1057 / 19.1	19.2	18.8	F	KKOB
2	KRST-F	C	70 / 7.8	9.3	10.2	11.6	11.1	9.7	1026 / 18.6	19.3	21.9	G	KRST-F
3	KIOT-F	CL AOR	50 / 5.6	5.1	4.5	3.7	4.1	4.7	823 / 14.9	14.8	14.0	C	KIOT-F
4	KZRR-F	AOR	46 / 5.2	5.5	5.2	5.0	5.3	5.2	681 / 12.3	13.6	14.2	D	KZRR-F
5	KHFM-F	CL	42 / 4.7	3.6	5.2	4.7	5.0	4.6	460 / 8.3	9.3	11.5	C	KHFM-F
6	KPEK-F	AC-NR	41 / 4.6	5.0	5.3	4.6	4.8	4.9	784 / 14.2	17.4	14.7	C	KPEK-F
7	KYLZ-F	CHR/U	40 / 4.5	4.0	4.3	4.3	3.4	4.3	679 / 12.3	10.8	10.6	A	KYLZ-F
8	KKOB-F	AC	38 / 4.3	5.2	5.4	3.3	4.1	4.5	795 / 14.4	16.6	18.8	E	KKOB-F
9	KTBL-F	C/O	37 / 4.1	4.6	3.5	3.6	3.2	4.0	655 / 11.9	11.3	10.2	C	KTBL-F
	KKSS-F	CHR/U	37 / 4.1	4.2	4.3	5.8	5.6	4.6	789 / 14.3	14.3	16.8	C	KKSS-F
11	KMMG-F	B/O	35 / 3.9	3.0	0.9	0.8	0.3	2.1	592 / 10.7	8.8	2.2		KMMG-F
12	KZKL-F	O	33 / 3.7	2.9	3.4	3.9	5.0	3.5	595 / 10.8	11.3	13.1	C	KZKL-F
13	KIVA	ST	30 / 3.4	3.9	3.3	3.1	3.0	3.4	356 / 6.4	7.1	6.5	B	KIVA
	KMGA-F	SAC	30 / 3.4	3.0	3.8	3.6	4.3	3.4	584 / 10.6	10.6	10.7	D	KMGA-F
15	KTEG-F	AOR-NR	27 / 3.0	4.0	3.4	3.8	3.8	3.5	633 / 11.5	14.3	13.3	C	KTEG-F
16	KLVO-F	SP-C	23 / 2.6	3.1	3.3	1.7	3.2	2.7	344 / 6.2	6.3	6.8	C	KLVO-F
17	KLSK-F	CL AOR	22 / 2.5	2.8	2.3	2.9	3.1	2.6	514 / 9.3	10.1	10.3	C	KLSK-F
18	KRZN-F	J	17 / 1.9	2.0	2.1	2.6	2.2	2.2	376 / 6.8	6.3	6.1	B	KRZN-F
	KABG-F	O	17 / 1.9	2.5	1.6	2.0	1.0	2.0	305 / 5.5	8.1	4.6		KABG-F
20	KNKT-F	REL	13 / 1.5	0.7	1.0	1.2	1.1	1.1	210 / 3.8	3.0	3.4		KNKT-F

12+ FM Share (Metro): 81.40% (652 of 801) (Summer 97: 82.13%)

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

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

ALBUQUERQUE

Other Rated Stations				Metro Share	Cume Rating
KALY	SP-R	1240	Los Ranchos ...	0.4	0.9
KEXT-AF	SP-R	104.7	Los Lunas	0.6	1.5
KEZF-F	SAC	101.3	Albuquerque	1.2	3.9
KHTL	T	920	Albuquerque	0.4	2.0
KKIM	REL	1000	Albuquerque	0.3	0.7
KNML	SPRTS	1050	Los Ranchos ...	1.2	2.2
KRZY	SP-R	1450	Albuquerque	1.0	1.6
KRZY-F	SP-C	105.9	Santa Fe	0.7	2.3
KXKS	SP	1190	Albuquerque	0.7	1.2
KZSS	T	610	Albuquerque	0.6	2.2

Consolidation Report	12+	25-54	Revenue
American General	15.0 %	14.0 %	5.3 %
KABG-FM, KARS-AM, KKIM-AM, KLVO-FM, KMMG-FM, KYLZ-FM			
Citadel	34.4 %	32.9 %	49.7 %
KHFM-FM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM			
Simmons	10.2 %	9.2 %	14.3 %
KDZZ-AM, KEZF-FM, KIVA-AM, KRZN-FM, KZKL-FM			
Trumper, pend.	19.4 %	18.8 %	25.0 %
KKSS-FM, KLSK-FM, KPEK-FM, KSVA-FM, KTEG-FM, KZRR-FM			
	79.1 %	74.9 %	94.3 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KBAC-F	AOR-P	98.1	Las Vegas, NM	1.0	2.0
KBOM-F	O	106.7	Los Alamos	0.4	2.9

AM Stations

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

FM Stations

KABG	98.5	100 kw @ 1781	Oldies		\$ NA	Christal	American General	Los Alamos
KHFM	96.3	20 kw @ 4133	Classical		\$40.00	Allied	Citadel	
KIOT	102.5	50 kw @ 371	Classic AOR		\$ 30.00	Allied	Simmons	Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC		\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw @ 1875	CHR/Urban		\$44.00	D&R	Trumper	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic AOR	ABC	\$23.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic Contemp.		\$<20.00	Lotus	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel	
KMMG	95.5	19 kw @ 1791	Black Oldies		\$ NA	Christal	American General	Los Alamos
KNKT	107.1	24.5 kw @ 705	Religion		\$ NA	---		Armijo
KPEK	100.3	22.5 kw @ 4107	Modern AC		\$29.00	Eastman	Trumper	
KRST	92.3	22 kw @ 4160	Country		\$97.00	Mc-Guild	Citadel	
KRZN	105.1	100 kw @ 1936	Jazz	JRN	\$<20.00	Allied	Simmons	Santa Fe
KTBL	103.3	20.5 kw @ 4186	Classic Country		\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock		\$31.00	Banner	Trumper	
KYLZ	106.3	100 kw @ 860	CHR/Urban		\$ NA	---	American General	Los Lunas
KZKL	101.7	3 kw @ 92	Oldies		\$40.00	Allied	Simmons	Rio Rancho
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$52.00	Eastman	Trumper	

Notes: 10/98 KSVA-F (95.1; Corrales) was sold to Trumper for KHTZ (1520), KZSS (610) + \$1,500,000 ... 10/98 KLSK-F changed from Classic AOR to Classic Hits as "Eagle 104"

Jim Duncan

Comments: Listening levels are down slightly ... KRST-F continues to decline; it's at its lowest share in over four years ... This allowed KKOB to move into the 12+ lead ... KIOT-F has its highest share in many years, if not ever ... KMMG-F continues its strong growth

ALLENTOWN-BETHLEHEM

Arbitron Rank: 67 Pop (12+): 601,100	Stations: 44 / 13	Last Year's Revenue: \$22,900,000
MSA Rank: 86	Diaries: 1,894 / 317:1 / 58.9%	Household Income: \$47,556
MSA Pop: 614,000	Sample Target: 1,790	Total Retail Sales: \$6.1 Bil.
DMA: Philadelphia DMA (#4)	% Below Line: 23.3	#1 Biller: WAEB-F \$5,400,000
Average Persons Rating: 16.5	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 46,238	Capstar \$11,700,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WAEB-F	CHR	121 / 12.2	14.1	11.7	13.1	13.4	12.8	1862 / 31.0	32.8	31.4	G	WAEB-F
2	WCTO-F	C	105 / 10.6	11.3	9.1	11.4	8.9	10.6	1145 / 19.0	18.5	20.0	D	WCTO-F
3	WLEV-F	AC	95 / 9.6	8.1	9.4	8.8	8.6	9.0	1284 / 21.4	19.0	17.9	F	WLEV-F
4	WODE-F	O	93 / 9.4	9.4	9.4	9.3	11.3	9.4	1456 / 24.2	24.5	26.8	F	WODE-F
5	WZZO-F	AOR	86 / 8.7	8.7	9.9	8.7	9.0	9.0	1244 / 20.7	19.0	20.7	F	WZZO-F
6	WKAP	ST	36 / 3.6	4.7	4.0	4.4	3.8	4.2	411 / 6.8	7.7	7.1	A	WKAP
7	WAEB	T	33 / 3.3	4.4	4.7	4.7	3.9	4.3	713 / 11.9	13.1	11.1	C	WAEB
8	WYSP-F	T/CL AOR	27 / 2.7	2.2	3.3	2.5	2.7	2.7	574 / 9.5	7.6	9.5		WYSP-F
9	WABC	T	17 / 1.7	0.9	0.7	0.6	1.2	1.0	274 / 4.6	2.8	2.9		WABC
	WOR	T	17 / 1.7	0.7	0.8	0.5	1.0	0.9	217 / 3.6	2.2	2.1		WOR
11	WYNS	C	14 / 1.4	1.1	1.1	0.9	1.2	1.1	116 / 1.9	2.1	2.7		WYNS
	WEST	ST	14 / 1.4	1.9	2.1	2.3	1.4	1.9	144 / 2.4	2.9	3.1	A	WEST

12+ FM Share (Metro): 79.23% (679 of 857) (Summer 97: 81.41%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WAEB-F >>>	1 WAEB-F >>	1 WAEB-F >	1 WAEB-F	1 WAEB-F	1 WZZO-F >>	1 WZZO-F >>	1 WZZO-F >	1 WZZO-F >	1 WZZO-F >	1 WCTO-F
2 WLEV-F	2 WLEV-F <	2 WCTO-F <	2 WLEV-F	2 WLEV-F	2 WYSP-F	2 WYSP-F <	2 WYSP-F	2 WCTO-F	2 WCTO-F	2 WZZO-F
WCTO-F >	3 WCTO-F >	3 WLEV-F >	3 WCTO-F >	3 WCTO-F	WAEB-F	3 WAEB-F <	3 WAEB-F	3 WAEB-F	3 WODE-F <	WODE-F
4 WZZO-F >	4 WZZO-F >>	4 WZZO-F >	4 WODE-F	4 WODE-F >	WCTO-F >	4 WCTO-F >	WCTO-F	4 WYSP-F <	4 WAEB-F	4 WAEB-F
	5 WODE-F >>	5 WODE-F >>	5 WZZO-F >>	5 WZZO-F >>	5 WLEV-F	5 WLEV-F	5 WLEV-F	5 WODE-F	5 WLEV-F <	5 WLEV-F
					WPLY-F >	6 WTKZ	6 WTKZ	6 WYSP-F >>	6 WYSP-F >>	6 WAEB >>
								7 WMGK-F	7 WAEB	

Consolidation Report	12+	25-54	Revenue
Capstar WAEB-AM, WAEB-FM, WZZO-FM	24.2 %	27.3 %	51.1 %
Citadel WCTO-FM, WLEV-FM	20.2 %	23.1 %	27.9 %
	44.4 %	50.4 %	79.0 %

ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
WEEX	T	1230	Easton	0.4	1.4	KYW	N	1060	Philadelphia	0.5	3.8
WGPA	VA	1100	Bethlehem	0.7	1.4	WBEB-F	AC	101.1	Philadelphia	0.5	2.1
WRNJ	AC	1510	Hackettstown	1.0	1.4	WBYN-F	REL	107.5	Boyerstown	0.4	1.8
WTKZ	SPRTS	1320	Allentown	0.7	1.7	WCBS-F	O	101.1	New York	0.4	0.8
						WDHA-F	AOR	105.5	Dover, NJ	0.5	0.8
						WFAN	SPRTS	660	New York	0.8	2.9
						WHCY-F	C	106.3	Blairstown, NJ	0.5	1.9
						WIOQ-F	CHR	102.1	Philadelphia	1.1	5.6
						WIP	SPRTS	610	Philadelphia	0.6	2.1
						WJJZ-F	J	106.1	Philadelphia	0.6	2.4
						WKRZ-FF	CHR	98.5	Wilkes Barre	0.7	3.6
						WKXW-F	T	101.5	Trenton, NJ	0.8	3.1
						WMGK-F	CL HITS	102.9	Philadelphia	1.3	5.0
						WNEW-F	CL AOR	102.7	New York	0.4	1.1
						WPLY-F	CHR-NR	100.3	Media, PA	0.6	2.7
						WPST-F	CHR	97.5	Trenton, NJ	0.8	4.7
						WRFY-F	CHR	102.5	Reading	0.6	3.0
						WSBG-F	CHR	93.5	Stroudsburg	0.6	3.3
						WUSL-F	B	98.9	Philadelphia	1.2	5.2
						WWDB-F	.T	96.5	Philadelphia	0.8	2.0
						WWYY-F	C	107.1	Belvidere, NJ	1.1	3.4
						WXRK-F	T/NR	92.3	New York	0.4	2.0
						WXTU-F	C	92.5	Philadelphia	0.4	1.8
						WXXM-F	AC-NR	95.7	Philadelphia	0.5	2.1
						WYXR-F	AC/CHR	104.5	Philadelphia	0.4	3.6
						WZMT-FF	AOR	97.9	Hazellon	0.6	1.3

AM Stations

WAEB	790	3.8 kw/1.5 kw (DA-2)	Talk	CBS, Westwd	\$35.00	Katz	Capstar	
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild		Easton
WKAP	1470	5 kw (DA-N)	Standards	ABC, Westwd	\$<20.00	Katz	Capstar	
WYNS	1160	4 kw/1 kw (DA-2)	Country	ABC	\$ NA	—		Lehighton

FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	Capstar	
WCTO	96.1	50 kw @ 500	Country		\$53.00	Mc-Guild	Citadel	
WLEV	100.7	11 kw @ 1073	AC		\$91.00	Mc-Guild	Citadel	
WODE	99.9	50 kw @ 449	Oldies	Westwd	\$71.00	Clr Chnl	Clear Channel	Easton
WWYY	107.1	1.2 kw @ 719	Country		\$<20.00	—	Big City	Belvidere, NJ
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Capstar	

Notes: Other ranked stations – See New York or Philadelphia

Jim Duncan

Comments: Listening levels are down sharply (-0.8 ratings point) . . . No major changes among the market's viable stations

ATLANTA

Arbitron Rank: 13 Pop (12+): 3,012,000
MSA Rank: 9
MSA Pop: 3,650,000
DMA: 10
Average Persons Rating: 15.6
Market TSL In Hours: 20.50

Stations: 27 / 26
Diaries: 3,932 / 766:1 / 49.7%
Sample Target: 3,740
% Below Line: 0.4
% Not Listed: 12.0
Pop per Station: 115.846

Last Year's Revenue: \$222,000,000
Household Income: \$49,305
Total Retail Sales: \$37.8 Btl
#1 Billing: WSB \$25,400,000
#1 Billing Portfolio: Cox \$48,000,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WSB	463 / 9.9	10.2	11.0	9.3	8.9	10.1	7351 / 24.4	23.3	23.0	K	WSB
2	WVEE-F	419 / 8.9	8.9	8.7	9.7	9.7	9.1	6657 / 18.8	19.8	19.8	K	WVEE-F
3	WSTR-F	373 / 7.9	7.9	8.3	8.1	7.0	8.1	7089 / 23.5	22.2	20.7	J	WSTR-F
4	WKHX-F	315 / 6.7	6.8	6.6	7.3	6.1	6.9	4708 / 15.6	15.0	14.7	J	WKHX-F
5	WALR-F	284 / 6.1	5.5	5.5	6.2	6.2	5.8	3742 / 12.4	12.7	13.4	I	WALR-F
6	WNNX-F	244 / 5.2	4.2	5.9	5.5	5.1	5.2	4565 / 15.2	14.1	14.2	I	WNNX-F
7	WHTA-F	223 / 4.8	4.6	4.7	5.0	5.1	4.8	3581 / 11.9	11.8	12.6	G	WHTA-F
8	WPCH-F	214 / 4.6	5.6	5.6	5.1	5.9	5.2	4153 / 13.8	14.0	15.0	J	WPCH-F
9	WKLS-F	204 / 4.3	5.0	3.8	4.5	4.7	4.4	4127 / 13.7	14.4	13.8	I	WKLS-F
10	WSB-F	200 / 4.3	5.4	5.7	5.7	5.5	5.3	4444 / 14.8	16.3	16.8	J	WSB-F
11	WFOX-F	190 / 4.0	4.1	3.6	4.2	4.0	4.0	4071 / 13.5	13.6	14.2	I	WFOX-F
12	WGST-AF	184 / 3.9	3.5	4.1	3.1	3.1	3.7	3336 / 11.1	9.7		I	WGST-AF
13	WYAY-F	178 / 3.8	3.9	2.9	3.4	4.0	3.5	2698 / 9.0	9.3	9.8	G	WYAY-F
14	WZGC-F	147 / 3.1	3.1	3.5	3.9	4.0	3.4	3269 / 10.9	10.4	12.7	I	WZGC-F
15	WJZF-F	117 / 2.5	2.4	2.4	2.6	3.2	2.5	2266 / 7.5	7.2	8.2	G	WJZF-F
16	WAMJ-F	107 / 2.3	2.6	2.2				1687 / 5.6	6.1			WAMJ-F
17	WAOK	79 / 1.7	1.7	2.1	2.1	2.0	1.9	1040 / 3.5	3.5	4.0	D	WAOK

12+ FM Share (Metro): 80.81% (3340 of 4133) (Summer 97: 83.64%)

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

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

Other Rated Stations	Metro Cume Share Rating
WALR	B/G 1340 Atlanta 0.8 1.5
WCNN	N/T 680 N. Atlanta 0.5 3.1
WGKA	VA 1190 Atlanta 0.4 1.1
WNIV	REL 970 Atlanta 0.3 1.3
WPLO	SP-R 610 Grayson 0.4 0.7
WQXI	SPR-TS 790 Atlanta 0.7 3.1
WVNF	REL 1400 Alpharetta 0.0 0.1
WYZE	B/G 1480 Atlanta 0.5 0.7

Other Rated Stations--Outside Market	Metro Cume Share Rating
WVFJ-F	REL-CC 93.3 Manchester 0.4 2.1

AUSTIN

Consolidation Report	12+	25-54	Revenue
Capstar KASE-FM, KVET-AM, KVET-FM	16.2 %	15.9 %	27.1 %
CBS KAMX-FM, KJCE-AM, KKMJ-FM, KQBT-FM	20.0 %	18.0 %	15.7 %
Clear Channel KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM	13.2 %	13.5 %	24.3 %
LBJ-Sinclair Commun. KAJZ-FM, KGSR-FM, KLBJ-AM, KLBJ-FM, KROX-FM	18.6 %	20.8 %	29.8 %
Local KELG-AM, KKLB-FM, KTXZ-AM	2.4 %	2.5 %	0.9 %
	70.4 %	70.7 %	97.8 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Comments
KIXL	970	1 kw (DA-2)	Religion	\$ NA	Republic		Del Valle
KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC	\$<20.00	Eastman	CBS Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$78.00	Mc-Guild	LBJ-S
KVET	1300	5 kw/1 kw (DA-2)	Talk	ABC, CBS, ESPN	\$20.00	Katz	Capstar

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Comments
KAHK	107.7	9.1 kw @ 538	Classic Hits	\$ NA	Allied	Simmons	Georgetown
KAJZ	93.3	100 kw @ 1949	Jazz	\$32.00	---	LBJ-S	Killeen
KAMX	94.7	50 kw @ 1308	Modern AC	\$45.00	Eastman	CBS	Luling
KASE	100.7	100 kw @ 1190	Country	\$190.00	Katz	Capstar	
KEYI	103.5	100 kw @ 1257	Oldies	\$63.00	Cir Chnl	Clear Channel	San Marcos
KGSR	107.1	39 kw @ 499	Progressive AOR	\$56.00	Mc-Guild	LBJ-S	Bastrop
KHFI	96.7	100 kw @ 951	CHR	\$86.00	Cir Chnl	Clear Channel	Georgetown
KJFK	98.9	18.5 kw @ 1814	Talk	Westwd	\$<20.00	D&R	Shamrock Lampasas
KKLB	92.5	1.6 kw @ 449	Hispanic Contemp.	\$<20.00	Caballero	KELG/KTXZ	Elgin
KKMJ	95.5	96 kw @ 1001	Soft AC	\$102.00	Eastman	CBS	
KLBJ	93.7	97 kw @ 1050	AOR	\$95.00	Mc-Guild	LBJ-S	
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Cir Chnl	Clear Channel	
KQBT	104.3	48 kw @ 492	CHR/Urban	\$ NA	Eastman	CBS	Taylor
KROX	101.5	100 kw @ 981	AOR - New Rock	\$45.00	Mc-Guild	LBJ-S	Giddings
KVET	98.1	100 kw @ 686	Country	ABC	\$50.00	Katz	Capstar

Notes: 9/98 KAJZ-F changed from Jazz to Country; new calls will follow . . . 10/98 KVET (AM) changed from Talk to Sports as "The Zone" . . . 10/98 KTXZ (1560) changed from Tejano to Hispanic-Tropical as "La Nueva Planeta"

Jim Duncan

Comments: Listening levels are steady . . . KQBT-F quickly has had an enormous impact on the market and has hurt KHFI-F seriously

BAKERSFIELD

Arbitron Rank: 85 Pop (12+): 432,300	Stations: 33 / 26	Last Year's Revenue: \$16,900,000
MSA Rank: 82	Diaries: 1,505 / 287:1 / 51.3%	Household Income: \$35,053
MSA Pop: 646,000	Sample Target: 1,420	Total Retail Sales: \$3.8 Bil
DMA: 132	% Below Line: 5.1	#1 Biller: KUZZ-AF \$3,700,000
Average Persons Rating: 15.9	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 16,627	Mondosphere \$4,160,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KUZZ-AF	C	78 / 11.3	13.5	12.9	10.6	12.9	12.1	1042 / 24.1	24.2	23.9	E KUZZ-AF
2	KISV-F	CHR	50 / 7.3	7.6	9.8	8.8	5.5	8.4	814 / 18.8	18.6	13.2	B KISV-F
3	KKXX-F	CHR	48 / 7.0	5.4	4.6	4.9	9.2	5.5	840 / 19.4	18.4	24.6	C KKXX-F
4	KGFM-F	SAC	46 / 6.7	6.5	5.1	4.5	5.2	5.7	591 / 13.7	12.9	12.5	C KGFM-F
5	KERN	N/T	42 / 6.1	6.2	5.3	6.1	6.6	5.9	476 / 11.0	12.4	13.3	D KERN
6	KLLY-F	CHR/AC	36 / 5.2	5.1	3.6	3.1	5.2	4.3	628 / 14.5	12.5	12.5	B KLLY-F
7	KRAB-F	AOR	34 / 4.9	5.9	5.6	5.0	7.5	5.4	628 / 14.5	14.4	18.0	C KRAB-F
8	KIWI-F	SP-C	33 / 4.8	4.4	2.9	4.1	4.4	4.0	418 / 9.7	8.8	8.5	C KIWI-F
9	KKBB-F	CL AOR	29 / 4.2	4.0	4.6	4.1	2.3	4.2	367 / 8.5	9.2	9.2	B KKBB-F
10	KSMJ-F	J	23 / 3.3	2.2	3.2	3.9	2.4	3.2	336 / 7.8	5.5	6.9	B KSMJ-F
11	KSUV-F	SP-R	21 / 3.1	3.1	3.3	3.8	2.1	3.3	277 / 6.4	8.5	5.4	B KSUV-F
12	KKDJ-F	O	19 / 2.8	2.5	2.0	1.8	0.8	2.3	422 / 9.8	7.1	1.7	KKDJ-F
	KNZR	N/T	19 / 2.8	2.2	1.7	1.4	2.1	2.0	270 / 6.3	6.8	6.4	A KNZR
14	KRME-F	SP-C	16 / 2.3	1.3	1.3	1.8	1.5	1.7	208 / 4.8	4.1	4.0	KRME-F
15	KCWR-F	C	15 / 2.2	2.3	1.3	1.7	1.5	1.9	215 / 5.0	4.6	5.0	A KCWR-F
16	KMYX-AF	SP	12 / 1.7	1.5	2.0	1.0	1.2	1.6	143 / 3.3	3.9	2.9	KMYX-AF
	KCOO-F	O	12 / 1.7	2.1	1.7	2.4	1.4	2.0	219 / 5.1	4.8	4.6	KCOO-F
18	KWAC	SP	11 / 1.6	1.3	2.0	2.2	1.5	1.8	119 / 2.7	2.9	3.3	KWAC

12+ FM Share (Metro): 81.48% (497 of 610) (Summer 97: 78.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKXX-F <	1 KUZZ-AF <	1 KUZZ-AF >	1 KUZZ-AF	1 KUZZ-AF >	1 KUZZ-AF	1 KUZZ-AF >	1 KUZZ-AF	1 KUZZ-AF	1 KISV-F	1 KUZZ-AF >
2 KISV-F >>	2 KISV-F	2 KISV-F <	2 KGFM-F <	2 KGFM-F	2 KERN	2 KERN	2 KERN <	2 KKXX-F	2 KKXX-F <	2 KISV-F
3 KLLY-F	3 KKXX-F <	3 KKXX-F <	3 KKBB-F	3 KKBB-F <	3 KGFM-F >	3 KGFM-F	3 KGFM-F	3 KISV-F	3 KUZZ-AF	KKXX-F
4 KRAB-F >	4 KRAB-F	4 KGFM-F <	4 KISV-F <	4 KERN <	4 KKBB-F	KRAB-F	4 KISV-F <	4 KGFM-F <	4 KNZR <	4 KIWI-F
5 KUZZ-AF	5 KLLY-F	5 KKBB-F	5 KIWI-F <	5 KISV-F <	5 KSMJ-F	5 KISV-F	5 KKXX-F	5 KERN <	5 KRAB-F <	5 KGFM-F
	6 KIWI-F >	KRAB-F <	6 KERN	6 KIWI-F <	6 KNZR	6 KLLY-F <	6 KLLY-F	6 KLLY-F <	6 KGFM-F	6 KRAB-F
7 KGFM-F	7 KLLY-F <	KRAB-F <	7 KLLY-F	7 KLLY-F	7 KIWI-F	7 KKXX-F	7 KKBB-F	7 KKBB-F <	7 KLLY-F	KLLY-F
8 KSUV-F	8 KIWI-F	8 KKXX-F <	KRAB-F <	8 KDJ-F	8 KDJ-F	8 KIWI-F	KIWI-F	8 KIWI-F	8 KRME-F	8 KKBB-F <
	9 KERN >	9 KLLY-F >	9 KKXX-F >	9 KRAB-F >	9 KSUV-F	9 KSUV-F	9 KRAB-F	9 KRAB-F	9 KSMJ-F	9 KSUV-F <
	10 KSUV-F	10 KDJ-F	10 KSMJ-F <		KKBB-F <	KSMJ-F	10 KSMJ-F	10 KSMJ-F	10 KIWI-F	10 KSMJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 KKXX-F	1 KISV-F	1 KISV-F	1 KUZZ-AF	1 KUZZ-AF	1 KKXX-F	1 KRAB-F <	1 KRAB-F	1 KUZZ-AF	1 KUZZ-AF	1 KNZR
	KLLY-F	KUZZ-AF	2 KGFM-F	2 KGFM-F >	KISV-F	2 KUZZ-AF	2 KUZZ-AF	2 KRAB-F	2 KERN	2 KUZZ-AF >>
	KUZZ-AF	3 KKXX-F	3 KIWI-F	3 KISV-F	3 KISV-F >	3 KISV-F	3 KISV-F	3 KKBB-F <	3 KKBB-F	3 KKXX-F
4 KSOF-F	KLLY-F	KLLY-F	4 KLLY-F <	4 KIWI-F	4 KRAB-F >>	KKXX-F >	KKXX-F	4 KKXX-F	4 KRAB-F	4 KRAB-F
	KISV-F	5 KGFM-F	5 KGFM-F	5 KIWI-F	5 KLLY-F	5 KLLY-F	5 KIWI-F	5 KERN	5 KKXX-F <	
6 KRAB-F >	KIWI-F	KKXX-F	KKXX-F >	6 KDJ-F	KIWI-F >>	KLLY-F >	KLLY-F	KISV-F	6 KISV-F	
7 KGFM-F	7 KRAB-F	7 KMYX-AF	7 KKBB-F	KKXX-F		7 KCWR-F	7 KCWR-F	7 KIWI-F	7 KLLY-F	
	KIWI-F >>	8 KMYX-AF	KSUV-F	KKDJ-F	KKBB-F	KKBB-F	8 KKBB-F	8 KLLY-F	8 KGFM-F	
		9 KRME-F	9 KRAB-F	9 KSUV-F				9 KGFM-F	KIWI-F >	
	10 KSOF-F	KRAB-F	10 KSUV-F	KSMJ-F				10 KRME-F		

Other Rated Stations Metro Cume Share Rating

KAFY	SP-C	970	Bakersfield	0.9	2.1
KBID	ST	1350	Bakersfield	0.7	3.2
KCHJ	SP-C	1010	Delano	0.6	2.3
KCNO-F	C	1025	Kernville	0.7	1.5
KERI	REL	1180	Wasco	0.4	2.0
KGEO	T	1230	Bakersfield	1.0	2.6

Other Rated Stations--Outside Market Metro Cume Share Rating

KBOS-F	CHR	94.9	Tulare	0.7	3.6
KCBS-F	CL AOR	93.1	Los Angeles	0.9	0.9
KFI	T	640	Los Angeles	0.4	1.9
KFSO-F	O	92.9	Visalia	0.4	1.3
KMJ	N/T	580	Fresno	0.6	1.5
KSOF-F	SAC	98.9	Dinuba	0.9	1.4
KTPI-F	C	103.1	Tehachapi	1.2	2.4

BAKERSFIELD

Consolidation Report	12+	25-54	Revenue
American General KBID-AM, KCOO-FM, KERN-AM, KISV-FM	15.8 %	14.6 %	18.3 %
Buck Owens KCWR-FM, KUZZ-AF	13.5 %	12.9 %	23.1 %
Buckley KKBB-FM, KLLY-FM, KNZR-AM	12.2 %	14.1 %	11.3 %
Local KCHJ-AM, KIWI-FM, KWAC-AM	7.0 %	7.6 %	8.8 %
Mondosphere KKDJ-FM, KKXX-FM, KRAB-FM, KSMJ-FM	18.0 %	16.6 %	24.6 %
Z-Spanish KRME-FM, KSUV-AM, KSUV-FM	5.4 %	5.6 %	4.4 %
	71.9 %	71.4 %	90.5 %

AM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Chrstal	American General
KGEO	1230	1 kw	Talk	Westwd	\$<20.00	Chrstal	KGFM-F
KMYX	1310	1 kw/0.045 kw	See KMYX-F				Taft
KNZR	1560	25 kw/10 kw (DA-N)	News/Talk	CBS, CNN	\$ NA	D&R	Buckley
KUZZ	550	5 kw (DA-2)	See KUZZ-F				
KWAC	1490	1 kw	Hispanic		\$ NA	Lotus	KCHJ/KIWI-F

FM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KCOO	104.3	6 kw @ 305	Oldies		\$ NA	K&P	American General Shafter
KCWR	107.1	6 kw @ 164	Country		\$ NA	Katz	Buck Owens
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Chrstal	KGEO
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Chrstal	American General
KIWI	92.1	6 kw @ 164	Hispanic Contemp		\$29.00	Lotus	KWAC/KCHJ
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley
KKDJ	98.5	50 kw @ 499	Oldies		\$ NA	Mc-Guild	Mondosphere Delano
KKXX	105.3	35.4 kw @ 584	CHR	AMFM	\$35.00	Mc-Guild	Mondosphere Delano
KLLY	95.3	12.5 kw @ 463	CHR/AC		\$29.00	D&R	Buckley Oildale
KMYX	103.9	3 kw @ 328	Hispanic		\$ NA	---	Taft
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Mc-Guild	Mondosphere Greenacre
KRME	97.7	3 kw @ 328	Hispanic Contemp		\$ NA	Caballero	Z-Spanish Shafter
KSMJ	96.5	50 kw @ 500	Jazz		\$ NA	Mc-Guild	Mondosphere
KSUV	102.9	20.5 kw @ 364	Hispanic-Regional		\$21.00	Caballero	Z-Spanish McFarland
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz	Buck Owens

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

Jim Duncan

Comments: Listening levels are up a bit (+0.5 ratings point) . . . KKXX-F recovered somewhat from a series of weak books . . . KGFM-F has its highest share in more than two years . . . KKDJ-F (98.5) has had four consecutive up books . . . KNZR has its highest share in more than two years

BALTIMORE

Arbitron Rank: 20 Pop (12+): 2,068,700
MSA Rank: 18
MSA Pop: 2,500,000
DMA: 23
Average Persons Rating: 17.2
Market TSL In Hours: 22.50

Stations: 39 / 19
Diarles: 3,276/ 631:1/ 51.7%
Sample Target: 3,270
% Below Line: 16.2
% Not Listed: 12.5
Pop per Station: 108,879

Last Year's Revenue: \$90,300,000
Household Income: \$49,709
Total Retail Sales: \$22.3 Bil.
#1 Biller: WQSR-F \$12,400,000
#1 Billing Portfolio: CBS \$41,060,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1 WERQ-F	B/CHR	340 / 9.5	8.8	9.8	9.8	9.2	9.5	3678 / 17.8	17.8	18.0	H	WERQ-F
2 WBAL	N/T	299 / 8.4	6.8	6.8	7.0	9.4	7.2	4086 / 19.7	18.0	22.4	H	WBAL
3 WPOC-F	C	265 / 7.4	7.2	6.7	6.4	6.4	6.9	3071 / 14.8	16.4	15.2	H	WPOC-F
4 WQSR-F	O	206 / 5.8	6.1	5.5	7.2	6.8	6.1	3225 / 15.6	15.8	15.7	I	WQSR-F
5 WLIF-F	SAC	204 / 5.7	5.0	5.8	4.5	5.3	5.3	2529 / 12.2	12.7	12.4	H	WLIF-F
6 WWMX-F	AC	175 / 4.9	4.7	5.4	5.0	5.5	5.0	3581 / 17.3	15.9	17.5	I	WWMX-F
7 WWIN-F	B/AC	168 / 4.7	5.8	4.1	3.4	3.6	4.5	2160 / 10.4	11.0	9.4	F	WWIN-F
8 WIYY-F	AOR	149 / 4.2	4.2	3.9	4.3	3.9	4.1	2283 / 11.0	11.4	12.3	G	WIYY-F
9 WOCT-F	CL HITS	137 / 3.8	3.3	2.9	2.8	3.4	3.2	2656 / 12.8	11.4	11.5	G	WOCT-F
10 WXYV-F	CHR	134 / 3.8	4.0	4.8	4.1	3.8	4.2	3055 / 14.8	14.9	13.6	F	WXYV-F
11 WCAO	B/G	101 / 2.8	2.9	3.3	4.2	2.2	3.3	1275 / 6.2	6.8	5.1	C	WCAO
12 WHFS-F	AOR-NR	101 / 2.8	3.4	2.4	2.7	3.7	2.8	2556 / 12.4	12.0	13.2		WHFS-F
13 WCBM	T	76 / 2.1	2.1	2.1	2.3	2.1	2.2	1153 / 5.6	5.2	6.0	D	WCBM
14 WPGC-F	B/CHR	61 / 1.7	1.7	1.7	1.6	1.4	1.7	1777 / 8.6	7.6	7.4		WPGC-F
15 WRBS-F	REL	55 / 1.5	1.7	2.2	1.9	1.5	1.8	831 / 4.0	4.3	4.3		WRBS-F
16 WHUR-F	B	54 / 1.5	1.5	2.0	1.4	1.6	1.6	979 / 4.7	4.6	4.7		WHUR-F
17 WJFK	T/J	50 / 1.4	1.6	1.7	1.8	1.6	1.6	934 / 4.5	4.1	4.9	B	WJFK
18 WWDC-F	AOR	46 / 1.3	1.3	0.7	1.0	1.2	1.1	1308 / 6.3	5.8	6.0		WWDC-F
19 WWLG	ST	45 / 1.3	1.1	1.3	1.2	1.0	1.2	587 / 2.8	2.2	2.5	B	WWLG
20 WGRX-F	C	42 / 1.2	1.2	1.2	1.2	1.5	1.2	767 / 3.7	4.4	5.2	C	WGRX-F

12+ FM Share (Metro): 77.99% (2435 of 3122) (Summer 97: 77.22%)

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

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

BALTIMORE

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			
WOLB	B/T	1010	Baltimore	0.9	1.6	CBS	32.8 %	37.1 %	45.4 %
WRNR-F	AOR-P	103.1	Grasonville	0.7	2.4	WBGR-AM, WBMD-AM, WJFK-AM, WLIF-FM, WQSR-FM, WWMX-FM, WXYV-FM			
WWIN	B/G	1400	Baltimore	1.0	2.9	Jacor	14.0 %	15.1 %	16.9 %
						WCAO-AM, WOCT-FM, WPOC-FM			
						Radio One	16.1 %	16.0 %	15.4 %
						WERO-FM, WOLB-AM, WWIN-AM, WWIN-FM			
						WCBM	3.4 %	1.4 %	3.4 %
						WASA-AM, WCBM-AM, WWLG-AM			
						66.3 %	69.6 %	81.1 %	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WARW-F	CL AOR	94.7	Bethesda, MD	0.5	2.1
WASH-F	AC	97.1	Washington	0.5	2.3
WBIG-F	O	100.3	Washington	0.9	3.5
WFRE-F	C	99.9	Frederick, MD	0.4	1.7
WGAY-F	SAC	99.5	Washington	1.0	2.8
WGMS-F	CL	103.5	Washington	0.4	1.0
WKYS-F	B	93.9	Washington	1.1	5.2
WMAL	FS/T	630	Washington	0.6	1.4
WMZQ-F	C	98.7	Washington	0.6	2.4
WROX-F	AC/CHR	107.3	Washington	1.0	4.8
WTOP-AF	N	1500	Washington	0.8	4.1
WWMD-F	EZ	104.7	Hagerstown, MD	0.3	1.2
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.1	0.3
WWZZ-F	CHR	104.1	Waldorf, MD	0.6	2.8
WXCY-F	C	103.7	Havre de Grace	0.4	1.1

AM Stations

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

FM Stations

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

Notes: WWIN revenue included in WWIN-F revenue level . . . Other ranked stations – See Washington, DC . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WCAO; WOCT-F; WPOC-F

Jim Duncan

Comments: Listening levels are down slightly . . . WPOC-F has had three consecutive 12+ share increases and is at its highest share since Winter '97 . . . WLIF-F has its highest share in about two years . . . WOCT-F has its highest share in two years

BATON ROUGE

Arbitron Rank: 82 Pop (12+): 458,700	Stations: 27 / 19	Last Year's Revenue: \$21,200,000
MSA Rank: 90	Diaries: 1,651 / 278:1 / 49.6%	Household Income: \$41,811
MSA Pop: 573,000	Sample Target: 1,590	Total Retail Sales: \$5.7 Bil.
DMA: 98	% Below Line: 12.5	#1 Biller: WYNK-AF \$4,300,000
Average Persons Rating: 14.8	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 24.142	Capstar \$10,325,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share										
1	WDGL-F	55 / 8.1	5.5	6.4	5.8	6.3	6.4	894 / 19.5	15.4	16.0	E	WDGL-F	
	WYNK-F	55 / 8.1	9.0	9.9	11.1	10.2	9.5	889 / 19.4	18.9	24.3	F	WYNK-F	
3	WEMX-F	48 / 7.1	7.3	7.6	7.7	7.5	7.4	715 / 15.6	16.2	15.8	B	WEMX-F	
4	KRVE-F	48 / 6.8	4.4	5.0	6.2	6.1	5.6	724 / 15.8	13.4	15.9	D	KRVE-F	
5	KQXL-F	41 / 6.1	5.2	5.1	5.3	4.0	5.4	578 / 12.6	12.5	12.2	D	KQXL-F	
6	WXOK	38 / 5.6	5.0	6.0	4.9	6.6	5.4	475 / 10.4	9.4	11.6	C	WXOK	
7	WXCT-F	37 / 5.5	8.0	5.8	4.3	5.4	5.9	654 / 14.3	14.7	14.0	C	WXCT-F	
8	WLSS-F	34 / 5.0	3.9	4.7	4.5	4.0	4.5	766 / 16.7	17.5	14.8	C	WLSS-F	
9	WJBO	31 / 4.6	6.0	6.7	5.6	5.5	5.7	552 / 12.0	13.8	12.6	D	WJBO	
10	WCKW-F	28 / 4.1	3.6	4.0	3.1	3.2	3.7	572 / 12.5	13.3	12.0	D	WCKW-F	
11	KTBT-F	25 / 3.7	4.8	5.0	4.2	5.2	4.4	516 / 11.3	12.8	13.0	A	KTBT-F	
	KUMX-F	25 / 3.7	4.1	3.8	4.2	4.7	3.9	680 / 14.8	14.4	14.1	A	KUMX-F	
13	WKJN-F	17 / 2.5	3.8	3.3	3.0	3.5	3.2	531 / 11.6	12.0	12.4	C	WKJN-F	
14	WQCK-F	15 / 2.2	2.0	1.5	1.9	1.6	1.9	284 / 6.2	4.3	4.6	A	WQCK-F	
15	WTGE-F	11 / 1.6	1.9	1.8	3.3	2.7	2.2	276 / 6.0	6.4	8.9	A	WTGE-F	
16	WIBR	10 / 1.5	1.0	0.7	1.2	1.4	1.1	172 / 3.7	2.7	4.2	A	WIBR	

12+ FM Share (Metro): 79.72% (460 of 577) (Summer 97: 78.05%)

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

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

Other Rated Stations		Metro Share	Cume Rating
KBRH	B/O 1260 Baton Rouge	0.6	1.6
KKAY-F	O 104.9 Donaldsonville	0.6	2.6
WNDC	B/G 910 Baton Rouge	1.3	3.4
WPFC	REL 1550 Baton Rouge	1.2	2.7
WYNK	KIDS 1380 Baton Rouge	0.6	1.8

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WADU-F	ST 94.9 Reserve	0.4	1.2
WQUE-F	B 93.3 New Orleans	1.0	4.7
WTKL-F	O 95.7 New Orleans	0.6	1.5
WWL	N/T 870 New Orleans	0.9	2.9
WYLD	B/G 940 New Orleans	1.0	1.1
WYLD-F	B/A/C 98.5 New Orleans	0.7	2.0

BATON ROUGE

Consolidation Report	12+	25-54	Revenue
Capstar KRVE-FM, WJBO-AM, WLSS-FM, WSKR-AM, WYNK-AM, WYNK-FM	25.1 %	25.3 %	48.2 %
Citadel, pend. KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM	22.8 %	22.1 %	26.5 %
Guaranty WDGL-FM, WTGE-FM, WXCT-FM	15.2 %	17.7 %	24.3 %
	63.1 %	65.1 %	99.0 %

AM Stations

WIBR	1300	5 kw/1 kw (DA-N)	Sports		\$ NA	Eastman	Citadel, pend.
WJBO	1150	5 kw (DA-1)	News/Talk	CBS, Westwd, ABC	\$43.00	Sentry	Capstar
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild	Citadel, pend.

FM Stations

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

Notes: Other ranked stations -- See New Orleans . . . 9/98 Citywide sold these stations to Citadel as part of a \$34,000,000 group transaction: KQXL-F; WEMX-F; WIBR; WKJN-F; WXOK

Jim Duncan

Comments: Listening levels are down moderately (-0.7 ratings point) . . . WDGL-F vaults into a tie for first place with venerable WYNK-F . . . All three Country stations had significant share declines from their Spring levels

BIRMINGHAM

Arbitron Rank: 56 Pop (12+): 806,200	Stations: 26 / 23	Last Year's Revenue: \$37,800,000
MSA Rank: 65	Diaries: 1,436 / 561:1 / 51.3%	Household Income: \$39,443
MSA Pop: 904,000	Sample Target: 1,400	Total Retail Sales: \$9.4 Bil
DMA: 51	% Below Lino: 1.6	#1 Biller: WZZK-F \$6,800,000
Average Persons Rating: 14.7	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 35,052	Cox \$14,070,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WZZK-F	C	112 / 9.4	11.3	11.2	10.2	12.3	10.5	1631 / 20.2	23.4	25.3	G	WZZK-F
2	WRAX-F	AOR-NR	99 / 8.3	8.2	8.3	6.0	3.5	7.7	1536 / 19.0	17.6	9.1	C	WRAX-F
3	WBHJ-F	B	96 / 8.1	7.6	8.3	6.2	8.3	7.5	1171 / 14.5	14.2	15.8	C	WBHJ-F
4	WBHK-F	B/A/C	92 / 7.7	7.9	8.0	5.1	5.5	7.2	1073 / 13.3	13.2	11.4	D	WBHK-F
5	WERC	N/T	70 / 5.9	4.5	5.6	5.6	5.4	5.4	1055 / 13.1	11.0	11.2	E	WERC
6	WZRR-F	AOR/CL	63 / 5.3	5.6	6.2	6.3	5.4	5.9	1076 / 13.4	13.5	15.1	F	WZRR-F
7	WMJJ-F	AC	60 / 5.1	7.2	5.4	7.6	5.1	6.3	1023 / 12.7	14.8	15.0	G	WMJJ-F
8	WQEN-F	AC/CHR	55 / 4.6	2.5	1.3	0.9	1.7	2.3	1218 / 15.1	7.4	3.8		WQEN-F
9	WYSF-F	SAC	53 / 4.5	3.6	3.9	5.0	6.0	4.2	1089 / 13.5	12.4	15.4	D	WYSF-F
10	WODL-F	O	43 / 3.6	4.7	5.4	5.0	6.5	4.7	984 / 12.2	11.9	15.4	D	WODL-F
11	WAGG	B/G	40 / 3.4	3.8	2.8	5.1	3.9	3.8	481 / 6.0	7.6	7.5	B	WAGG
12	WEZN	ST	38 / 3.2	2.6	2.4	3.2	1.0	2.9	529 / 6.6	4.9	2.2	A	WEZN
13	WOWC-F	C	36 / 3.0	3.2	3.1	1.8	2.7	2.8	763 / 9.5	10.6	10.0	C	WOWC-F
14	WJOX	SPRTS	31 / 2.6	1.6	2.3	3.4	2.0	2.5	575 / 7.1	6.4	6.0	C	WJOX
15	WATV	B/O	28 / 2.4	3.1	3.1	2.3	2.5	2.7	427 / 5.3	6.0	4.4	B	WATV
16	WDJC-F	REL	24 / 2.0	1.8	2.4	3.5	3.0	2.4	618 / 7.7	6.7	8.3	C	WDJC-F
17	WAPI	N	23 / 1.9	0.9	0.9	1.0	0.5	1.2	467 / 5.8	3.3	3.2	A	WAPI
18	WENN-F	B	22 / 1.9	2.8	2.0	4.2	5.5	2.7	610 / 7.6	8.6	13.4	D	WENN-F
19	WJLD	B	21 / 1.8	1.4	1.8	1.2	1.8	1.6	421 / 5.2	5.2	3.7	A	WJLD

12+ FM Share (Metro): 75.52% (799 of 1058) (Summer 97: 79.46%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WBHJ-F	1 WBHJ-F <	1 WRAX-F	1 WBHK-F	1 WBHK-F <	1 WBHJ-F <	1 WRAX-F	1 WRAX-F >	1 WRAX-F	1 WZRR-F
2	WRAX-F >	2 WRAX-F	WBHJ-F <	2 WMJJ-F	2 WZZK-F	2 WRAX-F >>	2 WBHJ-F >	2 WZRR-F >	2 WZRR-F	2 WRAX-F
3	WQEN-F	3 WZZK-F <	3 WBHK-F	3 WZZK-F <	3 WMJJ-F	3 WZZK-F	3 WZRR-F	3 WBHJ-F >	3 WBHJ-F	3 WBHK-F <
4	WYSF-F >	4 WBHK-F	WMJJ-F <	4 WBHJ-F <	4 WYSF-F	4 WQEN-F	4 WQEN-F >	4 WJOX	4 WZZK-F	4 WZZK-F
5	WBHK-F	WYSF-F	5 WZZK-F	5 WRAX-F	5 WBHJ-F <	5 WOWC-F >	5 WZZK-F	WQEN-F	5 WBHK-F	5 WERC
6	WZZK-F	WMJJ-F <	6 WYSF-F	6 WYSF-F	6 WRAX-F	6 WFMH-F >	6 WJOX	WERC >	6 WQEN-F <	6 WBHJ-F
7	WMJJ-F	7 WQEN-F >	7 WQEN-F	7 WQEN-F	7 WODL-F <		WOWC-F	7 WAGG >	7 WJOX	WJLD
8	WZRR-F	WZRR-F >	8 WZRR-F	8 WAGG	8 WAGG	8 WERC	8 WERC	8 WERC >	8 WODL-F	8 WODL-F
9	WAGG	9 WAGG	9 WODL-F	WZRR-F	9 WODL-F	9 WAGG	9 WAGG		9 WQEN-F	9 WQEN-F
10	WENN-F		WAGG	10 WQEN-F >						

Other Rated Stations Metro Share Cume Rating

WAYE	B/G	1220	Birmingham	0.7	2.3
WFMH-F	C	101.1	Cullman	1.2	3.9
WKLD-F	C	97.7	Oneonta	0.4	1.0
WZJT-F	CHR/B	92.5	Dora	0.5	2.4

Other Rated Stations--Outside Market Metro Share Cume Rating

WHMA-F	C	100.5	Anniston	0.5	1.4
WRS-A-F	SAC	96.9	Decatur	0.6	1.4
WTUG-F	B	92.9	Tuscaloosa	0.5	1.8

BIRMINGHAM

Consolidation Report	12+	25-54	Revenue
Capstar WERC-AM, WMJJ-FM, WOWC-FM, WQEN-FM	18.6 %	18.1 %	25.7 %
Cox WAGG-AM, WBHJ-FM, WBHK-FM, WEZN-AM, WODL-FM, WZZK-FM	35.4 %	34.9 %	37.2 %
Dick WAPI-AM, WENN-FM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM	24.5 %	27.9 %	30.9 %
	78.5 %	80.9 %	93.8 %

AM Stations

Station	Power	Time	Genre	Network	Rate	Agency	Advertiser
WAGG	1320	5 kw/0.11 kw	Black Gospel	AURN, CBS, ABC	\$24.00	Eastman	Cox
WAPI	1070	50 kw/5 kw (DA-N)	News	CNN	\$21.00	Christal	Dick
WATV	900	1 kw/0.165 kw	Black Oldies	ABC	\$22.00	Interep	
WERC	960	5 kw (DA-N)	News/Talk	ABC	\$59.00	Sentry	Capstar
WEZN	610	5 kw/1 kw (DA-N)	Standards	ABC	\$ NA	Katz	Cox
WJLD	1400	1 kw	Black	Westwd, ABC	\$<20.00	Unirep	
WJOX	690	50 kw/0.5 kw (DA-N)	Sports		\$22.00	Christal	Dick

FM Stations

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

Notes: 10/98 WZJT-F (92.5; Dora) changed from Dance CHR (CHR/B) to AOR . . . 10/98 WYDE changed calls to WMKI ("Mickey"); remains Children's

Jim Duncan

Comments: Listening levels are down slightly . . . WZZK-F has fallen out of double figures for the first time in many years . . . WRAX-F is solidifying its new position as one of the market's stronger stations . . . WQEN-F is now at its highest share ever

BOSTON

Arbitron Rank: 10 Pop (12+): 3,290,700	Stations: 33 / 28	Last Year's Revenue: \$219,000,000
MSA Rank: 7	Diaries: 4,148 / 793:1 / 49.3%	Household Income: \$56,795
MSA Pop: 3,870,000	Sample Target: 4,100	Total Retail Sales: \$36.5 Bil
DMA: 6	% Below Line: 2.4	#1 Biller: WBZ \$26,000,000
Average Persons Rating: 17.0	% Not Listed: 15.1	#1 Billing Portfolio: CBS \$93,530,000
Market TSL In Hours: 22.50	Pop per Station: 117,525	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WBZ	N/T	442 / 7.9	7.8	7.9	9.4	8.4	6.3	7672 / 23.3	21.9	21.5	K	WBZ
2	WJMN-F	CHR	383 / 6.8	7.1	6.6	6.2	6.1	6.7	5912 / 18.0	18.7	22.3	I	WJMN-F
3	WMJX-F	AC	380 / 6.8	6.0	6.8	6.0	5.7	6.4	5424 / 16.5	16.4	15.8	J	WMJX-F
4	WRKO	T	337 / 6.0	5.7	5.7	6.4	5.5	6.0	3843 / 11.7	11.9	11.2	H	WRKO
5	WBCN-F	AOR	319 / 5.7	5.8	5.5	5.2	5.2	5.6	5498 / 16.7	16.9	17.6	K	WBCN-F
6	WXKS-F	CHR/AC	313 / 5.6	5.8	6.3	5.9	6.6	5.9	6950 / 21.1	19.8	22.3	K	WXKS-F
7	WBMX-F	AC	268 / 4.8	4.6	3.9	3.6	3.8	4.2	5156 / 15.7	15.3	13.4	I	WBMX-F
8	WODS-F	O	258 / 4.6	4.1	4.3	5.0	4.4	4.5	4815 / 14.6	12.8	13.9	J	WODS-F
9	WEEI	SPRTS	201 / 3.6	3.9	3.7	3.4	3.3	3.6	3727 / 11.3	12.4	10.7	K	WEEI
10	WZLX-F	CL AOR	185 / 3.3	3.2	3.0	3.3	3.1	3.2	3052 / 9.3	10.8	10.2	I	WZLX-F
11	WCRB-F	CL	182 / 3.3	4.6	4.8	4.0	4.0	4.2	3560 / 10.8	11.4	11.2	E	WCRB-F
12	WROR-F	AC	156 / 2.8	3.0	2.7	2.9	3.8	2.8	2617 / 8.0	8.6	9.5	H	WROR-F
13	WKLB-F	C	152 / 2.7	2.5	3.3	3.2	3.4	2.9	2371 / 7.2	5.8	7.6	G	WKLB-F
14	WEGQ-F	CL HITS	145 / 2.6	2.2	2.1	2.7	2.9	2.4	3167 / 9.6	8.5	10.5	G	WEGQ-F
15	WAAF-F	AOR-NR	143 / 2.6	3.2	2.7	3.0	2.9	2.9	2305 / 7.0	8.2	8.9	G	WAAF-F
16	WSJZ-F	J	127 / 2.3	2.4	2.8	1.8	1.4	2.3	1818 / 5.5	6.1	5.0	E	WSJZ-F
	WXKS	ST	127 / 2.3	1.7	1.4	2.5	2.4	2.0	1321 / 4.0	3.6	4.6	A	WXKS
18	WBOS-F	AOR-P	111 / 2.0	2.2	2.5	2.1	2.9	2.2	3062 / 9.3	10.2	11.7	H	WBOS-F
19	WFNX-F	AOR-NR	87 / 1.6	1.2	1.2	1.2	1.3	1.3	2021 / 6.1	5.6	6.3	D	WFNX-F
20	WXR-V	AOR-P	60 / 1.1	0.9	0.7	0.9	0.7	0.9	1159 / 3.5	3.4	3.2		WXR-V

12+ FM Share (Metro): 73.43% (3487 of 4749) (Summer 97: 72.10%)

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

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

Other Rated Stations		Metro	Cume	Share	Rating
WBOQ-F	CL	104.9	Gloucester	0.5	1.3
WCAV-F	C	97.7	Brookton	0.4	0.7
WILD	B	1090	Boston	0.8	2.0
WJDA	ST	1300	Quincy	0.4	1.3
WJIB	EZ	740	Cambridge	0.4	1.1
WNFT	AOR-NR	1150	Boston	0.8	1.6
WPLM-F	J	99.1	Plymouth	0.6	2.1
WRCA	E	1330	Waltham	0.3	0.9

Other Rated Stations--Outside Market		Metro	Cume	Share	Rating
WCTK-F	C	98.1	New Bedford	0.4	1.4
WHJY-F	AOR	94.1	Providence	0.6	1.8
WOKQ-F	C	97.5	Portsmouth, NH	0.5	1.5
WSNE-F	AC	93.3	Taunton, MA	0.3	1.3
WXLO-F	AC	104.5	Fitchburg, MA	0.6	3.4

BOSTON

Consolidation Report	12+	25-54	Revenue
CBS WBCN-FM, WBMX-FM, WBZ-AM, WODS-FM, WZLX-FM	26.3 %	27.8 %	42.7 %
Chancellor WJMN-FM, WXKS-AM, WXKS-FM	14.7 %	10.9 %	15.4 %
Entercom WAAF-FM, WEEI-AM, WEGQ-FM, WRKO-AM	14.8 %	13.7 %	19.4 %
Greater Media WBOS-FM, WKLB-FM, WROR-FM, WSJZ-FM	9.8 %	13.0 %	18.6 %
	65.6 %	65.4 %	96.1 %

AM Stations

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

FM Stations

Station	Power	Time	Genre	Parent	Revenue	Agency	Advertiser
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	Entercom Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	CBS	CBS
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal	CBS
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Mc-Guild	Greater Media Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied	Charles River Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	Entercom Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock	Westwd	\$60.00	Allied	Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	CBS
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild	Greater Media Framingham
WSJZ	96.9	9 kw @ 1152	Jazz		\$150.00	Mc-Guild	Greater Media
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor Medford
WXRV	92.5	25 kw @ 711	Progressive AOR	Westwd, CBS	\$ NA	—	Haverhill
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	CBS

Notes: 9/98 WNFT (1150) sold by CBS to Mega for \$5,000,000

Jim Duncan

Comments: Overall listening to radio is up slightly . . . WBOS-F has its lowest share in many years . . . WBMX-F is at its highest share in more than two years . . . WCRB-F slipped to its lowest share in more than two years, but I predict it will be back above a four share in a book or two . . . WXRV-F has climbed into the top 20 stations

BUFFALO

A Arbitron Rank: 42 **Pop (12+):** 979,500
MSA Rank: 46
MSA Pop: 1,170,000
DMA: 39
Average Persons Rating: 17.0
Market TSL In Hours: 22.25

Stations: 25 / 23
Diaries: 2,566 / 382:1 / 57.6%
Sample Target: 2,420
% Below Line: 2.3
% Not Listed: 10.4
Pop per Station: 42,587

Last Year's Revenue: \$44,600,000
Household Income: \$41,120
Total Retail Sales: \$10.2 Bil
#1 Biller: WBEN \$6,750,000
#1 Billing Portfolio:
 Sinclair Broadcast Group \$18,020,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WYRK-F	C	145 / 8.7	8.3	8.7	10.3	8.1	9.0	1810 / 18.5	15.6	16.2	F	WYRK-F
2	WGRF-F	AOR/CL	142 / 8.5	7.6	7.5	7.5	8.9	7.8	1955 / 20.0	18.9	18.2	G	WGRF-F
3	WBLK-F	B	133 / 8.0	7.5	7.8	6.6	7.4	7.5	1405 / 14.3	15.0	13.3	D	WBLK-F
4	WJYE-F	SAC	120 / 7.2	8.5	8.0	8.3	7.8	8.0	1839 / 18.8	20.2	18.3	F	WJYE-F
5	WBEN	FS/T	119 / 7.1	7.9	8.5	10.2	8.7	8.4	1923 / 19.6	20.0	22.9	G	WBEN
6	WKSE-F	CHR	117 / 7.0	7.6	6.6	6.4	6.3	6.9	2301 / 23.5	23.7	21.4	F	WKSE-F
7	WECK	ST	113 / 6.8	4.8	6.1	4.6	6.5	5.6	1289 / 13.2	10.8	11.3	A	WECK
	WHTT-F	O	113 / 6.8	7.7	7.2	6.4	7.5	7.0	1853 / 18.9	23.1	20.1	F*	WHTT-F
9	WMJQ-F	AC/CHR	83 / 5.0	4.2	4.6	4.9	4.6	4.7	1540 / 15.7	14.4	14.9	F	WMJQ-F
10	WEDG-F	AOR-NR	80 / 4.8	4.6	4.5	4.1	4.2	4.5	1491 / 15.2	14.5	14.5	E	WEDG-F
11	WGR	T	79 / 4.7	5.5	5.6	5.2	4.5	5.3	1519 / 15.5	16.5	16.6	D*	WGR
12	WLCE-F	AC-NR	56 / 3.4	4.0	4.6	5.2	5.9	4.3	1658 / 16.9	16.4	20.9	C	WLCE-F
13	WWWS	B/O	27 / 1.6	1.4	1.5	1.0	1.3	1.4	326 / 3.3	2.6	2.9	A	WWWS
14	WNUC-F	C	24 / 1.4	1.0	1.3	1.5	1.4	1.3	726 / 7.4	5.4	6.2	B	WNUC-F
15	CILQ-F	AOR	21 / 1.3	1.2	0.8	1.0		1.1	449 / 4.6	4.0			CILQ-F
	CKEY-F	AOR-P	21 / 1.3	1.5	1.2	0.5	0.6	1.1	734 / 7.5	6.5	3.1		CKEY-F
17	WWKB	SPRTS	18 / 1.1	0.7	0.6	0.8	0.8	0.8	333 / 3.4	3.1	2.9	*	WWKB

12+ FM Share (Metro): 73.69% (1101 of 1494) (Summer 97: 73.25%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSE-F	1 WKSE-F	1 WYRK-F <	1 WJYE-F <	1 WYRK-F	1 WGRF-F	1 WGRF-F	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WBLK-F >
2 WBLK-F >	2 WYRK-F <	2 WKSE-F	2 WKSE-F <	WJYE-F	2 WEDG-F	2 WEDG-F >	2 WEDG-F >	2 WEDG-F <	2 WYRK-F	2 WYRK-F
3 WJYE-F	3 WBLK-F	WMJQ-F	3 WYRK-F	3 WHTT-F <	3 WBLK-F	3 WBLK-F	3 WYRK-F	3 WBLK-F	3 WHTT-F <	WGR
4 WLCE-F	4 WMJQ-F <	4 WGRF-F	4 WMJQ-F <	4 WMJQ-F	4 WKSE-F >>	4 WKSE-F	4 WBLK-F	4 WYRK-F >	4 WBLK-F	WBEN <
5 WYRK-F	5 WLCE-F	WLCE-F <	5 WBLK-F <	5 WKSE-F	5 WYRK-F >	WYRK-F >	5 WLCE-F	5 WKSE-F <	WEDG-F	5 WHTT-F
6 WGRF-F	6 WGRF-F	6 WBLK-F	6 WGRF-F	WGRF-F		6 WLCE-F	CILQ-F	6 WMJQ-F	6 WBEN <	
7 WEDG-F	7 WJYE-F >	7 WJYE-F >	7 WHTT-F	7 WBLK-F		CILQ-F	7 WGR	7 WGR	7 WGR <	
	WMJQ-F >>		8 WLCE-F >	8 WLCE-F >		WMJQ-F	WMJQ-F	WHTT-F <	8 WMJQ-F	
									9 WJYE-F	

Other Rated Stations	Metro Share	Cume Rating
CFNY-F	AOR-NR	102.1 Toronto, ON 0.8 3.6
WDCX-F	REL	99.5 Buffalo 1.0 2.7
WHLD	VA	1270 Niagara Falls 0.4 1.4
WHTT	B/G	1120 Buffalo 0.4 1.1
WLVL	T	1340 Lockport 0.3 1.3
WUFO	B	1080 Amherst 0.7 1.8
WXRL	C	1300 Lancaster 0.4 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CHTZ-F	AOR	97.7 St. Catharines, ON 1.0 3.8

BUFFALO

Consolidation Report	12+	25-54	Revenue
CBS WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM	34.1 %	30.8 %	29.7 %
Mercury WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM	20.5 %	26.2 %	29.3 %
Sinclair Broadcast Group WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM	26.5 %	23.6 %	39.7 %
	81.1 %	80.6 %	98.7 %

AM Stations

Station	Freq	Power	Service	Advertiser	Agency	Product	Station
WBEN	930	5 kw (DA-N)	Full Service/Talk	CBS	\$100.00	Allied	Sinclair Bcst Gp
WECK	1230	1 kw	Standards	Westwd	\$<20.00	Christal	CBS Cheektowaga
WGR	550	5 kw (DA-N)	Talk	ABC, ESPN	\$49.00	Katz	Sinclair Bcst Gp
WWKB	1520	50 kw (DA-1)	Sports	1-On-1, ABC	\$25.00	D&R	Sinclair Bcst Gp
WWWS	1400	1 kw	Black Oldies	ABC	\$ NA	D&R	Sinclair Bcst Gp

FM Stations

Station	Freq	Power	Service	Advertiser	Agency	Product	Station
CILQ	107.1	40 kw @ 1381	AOR	\$ NA	Canadian	Shaw	Toronto, ON
CKEY	101.1	26 kw @ 400	Progressive AOR	\$ NA	—	—	Fl Erie, ON
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Katz	CBS Depew
WDCX	99.5	110 kw @ 640	Religion	\$ NA	—	Crawford	—
WEDG	103.3	49 kw @ 340	AOR-New Rock	\$64.00	Interep	Mercury	—
WGRF	96.9	24 kw @ 712	AOR/Classic AOR	\$79.00	Interep	Mercury	—
WHTT	104.1	50 kw @ 390	Oldies	Westwd	\$85.00	Allied	Mercury
WJYE	96.1	47 kw @ 505	Soft AC	\$84.00	Christal	CBS	—
WKSE	98.5	46 kw @ 420	CHR	\$77.00	D&R	Sinclair Bcst Gp	Niagara Falls
WLCE	92.9	91 kw @ 580	Modern AC	CBS	\$45.00	Christal	CBS
WMJQ	102.5	110 kw @ 1340	AC/CHR	\$70.00	D&R	Sinclair Bcst Gp	—
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	—	Wethersfield
WYRK	106.5	50 kw @ 466	Country	\$90.00	Christal	CBS	—

Notes: * WGR revenue level includes WWKB revenue; WHTT-F revenue level includes WHTT (AM)

Jim Duncan

Comments: Listening levels are steady . . . WBEN is at its lowest share in more than two years . . . WECK has its highest share in more than two years . . . WLCE-F is down for the fourth straight survey and has its lowest share since changing to Modern AC

CHARLESTON, SC

Arbitron Rank: 97 Pop (12+): 389,000	Stations: 25 / 24	Last Year's Revenue: \$16,500,000
MSA Rank: 102	Diaries: 1,102 / 353:1 / 55.5%	Household Income: \$39,638
MSA Pop: 485,000	Sample Target: 1,040	Total Retail Sales: \$4.7 Bil.
DMA: 108	% Below Line: 0.3	#1 Billing: WEZL-F \$3,100,000
Average Persons Rating: 16.3	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 16,208	Wicks \$8,110,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WWWZ-F	B	82 / 12.9	9.7	13.9	11.7	11.5	12.1	899 / 23.1	20.2	22.4	D	WWWZ-F
2	WEZL-F	C	65 / 8.7	7.5	7.1	9.7	8.9	8.2	712 / 18.3	16.8	19.2	E	WEZL-F
3	WSSX-F	CHR/AC	41 / 6.5	6.8	6.5	6.9	5.7	6.7	851 / 21.9	21.5	21.7	C	WSSX-F
4	WXLY-F	O	37 / 6.8	6.0	5.4	5.5	6.0	5.7	613 / 15.8	15.0	15.2	C	WXLY-F
	WTMA	N/T	37 / 6.8	3.8	5.5	4.6	4.1	4.9	497 / 12.8	9.7	9.4	C	WTMA
6	WAVF-F	AOR	36 / 6.7	4.9	4.8	5.1	6.4	5.1	616 / 15.8	14.5	18.8	C	WAVF-F
7	WLLC-F	AC-NR	34 / 5.4	4.9	4.3				637 / 16.4	15.7			WLLC-F
8	WMGL-F	B/AC	32 / 5.0	5.5	4.3	4.6	3.1	4.9	436 / 11.2	8.5	8.4	B	WMGL-F
9	WRFQ-F	CL HITS	27 / 4.2	3.9	4.2	3.7	4.7	4.0	459 / 11.8	12.2	14.2	B	WRFQ-F
10	WSUY-F	SAC	25 / 3.9	6.4	5.4	6.0	3.9	5.4	386 / 9.9	13.1	10.7	C	WSUY-F
11	WXTC	B/G	20 / 3.1	6.3	3.5				208 / 5.3	7.6			WXTC
12	WNKT-F	C	18 / 2.8	2.4	3.5	4.3	5.7	3.3	409 / 10.6	9.5	14.6	C	WNKT-F
13	WYBB-F	CL AOR	17 / 2.7	3.1	2.6	2.5	3.9	2.7	405 / 10.4	9.7	12.1	B	WYBB-F
14	WSSP-F	ST	16 / 2.6	2.5	3.4	2.9	3.2	2.8	236 / 6.1	6.1	6.6		WSSP-F
16	WJNI-F	B/G	13 / 2.0						200 / 5.2				WJNI-F
15	WHBZ-F	AC	13 / 2.0	1.9	1.5	1.7	2.0	1.8	169 / 4.3	4.5	5.5		WHBZ-F
17	WPAL	B	12 / 1.9	3.6	1.1	4.1	3.9	2.7	162 / 4.2	5.2	7.1	B*	WPAL
18	WPAL-F	B	11 / 1.7	1.7	2.5	2.8	2.2	2.2	306 / 7.9	7.8	8.4	*	WPAL-F

12+ FM Share (Metro): 84.55% (476 of 563) (Summer 97: 85.50%)

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

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

Other Rated Stations		Metro Share	Cume Rating
WNST-F	AC/CHR 105.3 Moncks Corner	1.4	5.3
WQNT	T 1450 Charleston	1.1	3.8
WQSC	SPRTS 1340 Charleston	1.4	4.8
WTUA-F	B/G 106.1 St Stephen	1.3	1.5
WZJY	B/G 1480 Mt Pleasant	0.3	0.9

Other Rated Stations—Outside Market		Metro Share	Cume Rating
WHLZ-F	C 92.5 Manning, SC	0.3	2.0

CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue
Jacor, pend. WEZL-FM, WLLC-FM, WPAL-AM, WRFO-FM, WSSP-FM, WXLY-FM	28.5 %	30.3 %	33.5 %
LM WNST-FM, WYBB-FM	4.1 %	4.4 %	4.8 %
Local WQNT-AM, WQSC-AM	2.5 %	2.8 %	%
Wicks WMGL-FM, WNKT-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-AM	40.0 %	40.2 %	48.6 %
	75.1 %	77.7 %	86.9 %

AM Stations

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

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Comments
WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal	
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Banner	Jacor
WHBZ	99.7	100 kw @ 1210	AC		\$ NA	K&P	WWBZ-F Port Royal
WJNI	106.3	3 kw @ 328	Black Gospel		\$ NA	---	Ladson
WLLC	100.5	18 kw @ 394	Modern AC		\$28.00	---	Jacor
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Wicks Ravenal
WNKT	107.5	100 kw @ 984	Country		\$39.00	Allied	Wicks St. George
WNST	105.3	13.5 kw @ 446	AC/CHR		\$ NA	---	LM Moncks Corner
WPAL	100.9	25 kw @ 328	Black		\$ NA	Unirep	Walterboro
WRFO	104.5	28 kw @ 656	Classic Hits		\$17.00	Katz	Jacor Mt. Pleasant
WSSP	94.3	3 kw @ 480	Standards	Westwd	\$<20.00	---	Jacor Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Katz	Wicks
WSUY	96.9	100 kw @ 1770	Soft AC		\$<20.00	Mc-Guild	Wicks
WWBZ	98.9	50 kw @ 492	See WHBZ-F				McCiellan
WWWZ	93.3	50 kw @ 492	Black	AURN, ABC	\$44.00	D&R	Wicks Summerville
WXLY	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM Folly Beach

Notes: * WPAL revenue level includes WPAL-F revenue . . . The historic data for WSUY-F prior to Winter 1998 are its share/cume ratings from when it operated on 100.5 . . . 9/98 WPAL (AM) sold to Jacor for \$1,350,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WEZL-F; WLLC-F; WPAL; WRFO-F; WSSP-FM; WXLY-F

Jim Duncan

Comments: Listening levels are down by 0.5 ratings point . . . WWWZ-F recovered nicely from its weak Spring book . . . WLLC-F continues to grow (WLLC-F occupies the former frequency of WSUY-F, which moved to 96.9)

CHARLOTTE

Arbitron Rank: 37 Pop (12+): 1,135,400
 MSA Rank: 41
 MSA Pop: 1,370,000
 DMA: 28
 Average Persons Rating: 15.3
 Market TSL in Hours: 20.25

Stations: 29 / 25
 Diaries: 2,296 / 495 1 / 48 1%
 Sample Target: 2,230
 % Below Line: 3 2
 % Not Listed: 16 1
 Pop per Station: 45,416

Last Year's Revenue: \$77,800,000
 Household Income: \$44,591
 Total Retail Sales: \$13.2 Bil
 #1 Biller: WRFX-F \$11,500,000
 #1 Billing Portfolio: CBS \$30,510,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WPEG-F	B	182 / 10.5	9.8	9.9	10.2	10.0	10 1	2133 / 18.8	18 7	18 8	H WPEG-F
2	WRFX-F	AOR	124 / 7.1	6.1	6.8	5.7	7.0	6.4	1860 / 16.4	16 3	17 4	I WRFX-F
3	WNKS-F	CHR	109 / 6.3	6.1	5.6	5.8	5.1	5.9	2175 / 19.2	20 1	16 5	F WNKS-F
4	WBT	FS	107 / 6.1	4.8	6.3	5.3	5.0	5.6	1468 / 12.9	12 7	12 7	G WBT
5	WSOC-F	C	103 / 5.9	7.7	7.4	7.4	7.6	7.1	1742 / 15.3	19 2	17 7	I WSOC-F
6	WWMG-F	O	100 / 5.7	5.0	5.8	5.7	6.2	5.6	1562 / 13.8	12 9	14 8	G WWMG-F
7	WLYT-F	SAC	96 / 5.5	7.3	6.6	7.2	5.6	6.7	1509 / 13.3	16 7	13 6	H WLYT-F
8	WKKT-F	C	95 / 5.5	7.3	6.3	5.3	5.3	6.1	1737 / 15.3	16 6	14 7	G WKKT-F
9	WBAV-F	B/AC	90 / 5.2	6.1	5.6	5.0	5.6	5.5	1157 / 10.2	10 6	10 9	E WBAV-F
10	WSSS-F	CL HITS	67 / 3.9	4.2	3.1	4.1	4.6	3.8	1193 / 10.5	12 0	12 1	F WSSS-F
11	WLNK-F	AC-NR	59 / 3.4	4.2	4.7	3.9	4.1	4.0	1627 / 14.3	14 1	12 2	F WLNK-F
12	WEND-F	AOR-NR	58 / 3.3	3.6	3.5	4.0	3.9	3.6	1214 / 10.7	9 4	11 2	D WEND-F
13	WXRC-F	AOR	50 / 2.9	2.3	2.7	2.2	2.0	2.5	916 / 8.1	8 2	6 0	B WXRC-F
14	WNMX-F	ST	36 / 2.1	1.8	2.5	2.0	2.0	2.1	620 / 5.5	5 1	4 9	A WNMX-F
15	WCCJ-F	J	30 / 1.7	1.9	2.4	2.4	1.6	2.1	560 / 4.9	4 9	4 2	C WCCJ-F
16	WFNZ	SPRTS	28 / 1.6	1.3	0.9	1.0	0.7	1.2	441 / 3.9	3 1	2 6	WFNZ

12+ FM Share (Metro): 86.78% (1267 of 1460) (Summer 97: 90.35%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPEG-F	1 WPEG-F	1 WNKS-F <	1 WPEG-F <	1 WBAV-F	1 WPEG-F >	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WRFX-F >	1 WPEG-F >
2 WLYT-F	2 WNKS-F >	2 WPEG-F	2 WLYT-F	WLYT-F	2 WNKS-F <	2 WRFX-F >	2 WRFX-F >	2 WPEG-F >	2 WPEG-F	2 WBT <
WNKS-F >	3 WLYT-F <	3 WBAV-F <	3 WNKS-F	3 WWMG-F	3 WRFX-F >	3 WNKS-F <	3 WXRC-F	3 WNKS-F <	3 WWMG-F <	3 WBAV-F
4 WEND-F	4 WSOC-F	4 WBAV-F <	4 WBAV-F	4 WPEG-F	4 WEND-F	4 WXRC-F	4 WFNZ <	4 WBT	4 WBT	4 WNKS-F
5 WSOC-F >	5 WEND-F <	5 WSSS-F <	5 WKKT-F <	5 WKKT-F <	5 WXRC-F	5 WENO-F	5 WEND-F	5 WWMG-F <	5 WKKT-F	
	6 WBAV-F <	6 WKKT-F	6 WSOC-F <	6 WNKS-F <	6 WKKT-F >	6 WKKT-F	6 WBT <	6 WKKT-F <	6 WSOC-F <	
	7 WLNK-F	7 WLNK-F <	7 WWMG-F	7 WSSS-F <	7 WSOC-F	7 WBT <	7 WKKT-F	7 WXRC-F	7 WBAV-F <	
	WKKT-F	8 WEND-F	8 WSSS-F <	8 WSOC-F <	8 WFNZ	8 WFNZ	8 WNKS-F	8 WSSS-F <	8 WSSS-F	
	9 WSSS-F	9 WRFX-F	9 WRFX-F <	9 WLNK-F <	9 WLNK-F	9 WSOC-F	9 WLNK-F	9 WBAV-F	9 WXRC-F <	
		WLYT-F	10 WLNK-F >	10 WRFX-F >			WSOC-F	WSOC-F	10 WNKS-F <	

Other Rated Stations	Metro Share	Cume Rating
WAVO	REL 1150	Rock Hill, SC 0.1 0.2
WBT-F	FS 99.3	Chester, SC 0.7 3.4
WCSL	C 1590	Cherryville 0.3 0.4
WGIV	B/G 1600	Charlotte 0.9 2.4
WGSP	B/G 1310	Charlotte 0.7 1.2
WHVN	REL 1240	Charlotte 0.3 1.1
WIXE	C 1190	Monroe 0.5 0.6
WSAT	ST 1280	Salisbury 0.5 0.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFMX-F	C 105.7	Statesville 0.7 3.6
WJMH-F	B 102.1	Reidsville 0.4 1.2
WMIT-F	REL 106.9	Black Mtn. 1.5 4.5
WTPT-F	AOR-NR 93.3	Forest City 0.6 2.4

CHARLOTTE

Consolidation Report	12+	25-54	Revenue
Capstar WKKT-FM, WLYT-FM, WRFX-FM	18.1 %	20.9 %	31.5 %
CBS WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	34.3 %	34.3 %	39.1 %
Dalton WEND-FM, WWMG-FM	9.0 %	10.0 %	9.7 %
Jefferson-Pilot WBT-AM, WBT-FM, WLNK-FM	10.2 %	10.3 %	13.7 %
	71.6 %	75.5 %	94.0 %

AM Stations

Station	Power	Frequency	Service	Advertiser	Agency	Product	Station
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	CBS	Jefferson-Pilot
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman	CBS
WGIV	1600	1 kw (DA-N)	Black Gospel	ABC	\$ NA	---	CBS

FM Stations

Station	Power	Frequency	Service	Advertiser	Agency	Product	Station
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	CBS
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis
WEND	106.5	65 kw @ 1046	AOR-New Rock		\$53.00	Mc-Guild	Dalton
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R	Capstar
WLNK	107.9	100 kw @ 1694	Modern AC		\$80.00	Banner	Jefferson-Pilot
WLYT	102.9	31 kw @ 1535	Soft AC		\$100.00	Eastman	Capstar
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Christal	CBS
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin	GHB
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Katz	CBS
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	Capstar
WSOC	103.7	100 kw @ 1059	Country		\$175.00	Katz	CBS
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz	CBS
WWMG	96.1	100 kw @ 1745	Oldies		\$90.00	Mc-Guild	Dalton
WXRC	95.7	100 kw @ 1020	AOR	ABC	\$ NA	---	Hickory

Notes: WBT revenue level includes WBT-F revenue . . . 9/98 WTLT (1480) changed calls to WGFY ("Goofy"); remains Children's

Jim Duncan

Comments: Listening levels are steady . . . WSOC-F fell to its lowest share in many, many years (format competitor WKKT-F also fell sharply) . . . WLYT-F has its lowest share in over two years . . . WBT recovered from its weak Spring book

CHATTANOOGA

Arbitron Rank: 102 Pop (12+): 386,800	Stations: 24 / 23	Last Year's Revenue: \$18,600,000
MSA Rank: 114	Diarles: 1,540 / 251:1 / 47.7%	Household Income: \$36,970
MSA Pop: 452,000	Sample Target: 1,430	Total Retail Sales: \$4.7 Bil
DMA: 82	% Below Line: 0.3	#1 Billing: WUSY-F \$5,300,000
Average Persons Rating: 15.4	% Not Listed: 13.8	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 16,817	Cumulus \$7,520,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1	WUSY-F	105 / 17.6	18.6	21.6	22.3	20.2	20.0	1158 / 29.9	34.6	36.4	G WUSY-F
2	WJTT-F	52 / 8.7	7.6	7.2	7.8	7.0	7.8	486 / 12.6	10.2	10.0	C WJTT-F
3	WDEF-F	49 / 8.2	7.5	7.8	8.5	8.0	8.0	645 / 16.7	15.0	18.5	D WDEF-F
4	WDOF-F	48 / 8.1	7.3	6.7	6.6	6.0	7.2	711 / 18.4	17.7	16.2	B WDOF-F
5	WSKZ-F	46 / 7.7	6.0	6.9	6.1	6.2	6.7	670 / 17.3	16.5	18.4	E WSKZ-F
6	WKXJ-F	40 / 6.7	6.0	5.2	5.2	4.7	5.8	559 / 14.5	14.4	12.9	A WKXJ-F
7	WOGT-F	26 / 4.4	5.3	5.0	3.6	5.2	4.6	486 / 12.6	13.3	14.3	C WOGT-F
8	WGOW-F	24 / 4.0	4.3	3.6	4.3	3.4	4.1	336 / 8.7	9.8	8.7	B WGOW-F
9	WDOD	20 / 3.4	2.7	2.9	3.5	3.4	3.1	244 / 6.3	4.7	6.6	A WDOD
10	WLMX-F	19 / 3.2	4.3	3.6	3.8	4.1	3.7	375 / 9.7	10.6	12.0	C WLMX-F
11	WGOW	16 / 2.7	2.5	2.2	2.1	2.3	2.4	319 / 8.2	6.5	6.3	^ WGOW
12	WNOO	15 / 2.5	2.7	4.1	3.1	3.3	3.1	159 / 4.1	4.1	3.6	A WNOO
13	WBDX-F	10 / 1.7	2.0	2.4	1.6	2.3	1.9	171 / 4.4	5.1	5.6	- WBDX-F
14	WMPZ-F	8 / 1.3	1.8	1.6	1.7	1.8	1.6	151 / 3.9	4.1	3.7	A WMPZ-F
	WSGC-F	8 / 1.3	0.3		1.0	1.0		99 / 2.6	1.1	3.6	WSGC-F

12+ FM Share (Metro): 85.96% (441 of 513) (Summer 97: 85.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKXJ-F >>	1 WDOF-F	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F <	1 WUSY-F >
2 WJTT-F >	2 WUSY-F	2 WSKZ-F <	2 WSKZ-F	2 WSKZ-F	2 WDEF-F >	2 WDEF-F	2 WDEF-F	2 WDOF-F <	2 WJTT-F	2 WJTT-F
3 WDOF-F >	3 WKXJ-F	3 WDOF-F	3 WDOF-F	3 WDEF-F <	3 WSKZ-F	3 WSKZ-F <	3 WDOF-F <	3 WSKZ-F <	3 WKXJ-F >	3 WKXJ-F <
4 WUSY-F >	4 WJTT-F <	4 WJTT-F	4 WJTT-F	4 WJTT-F	4 WJTT-F	4 WDOF-F	4 WSKZ-F	4 WJTT-F <	4 WDOF-F >	4 WSKZ-F
	5 WSKZ-F >	5 WDEF-F	5 WDEF-F	5 WDOF-F	5 WOGT-F <	5 WJTT-F <	5 WJTT-F	5 WDEF-F	5 WSKZ-F	5 WDOF-F
	6 WDEF-F	6 WKXJ-F	6 WOGT-F	6 WOGT-F	6 WDOF	6 WGOW-F	6 WGOW	6 WKXJ-F >	6 WDEF-F	6 WDEF-F
		7 WOGT-F	7 WGOW-F <	7 WGOW-F	7 WGOW-F	7 WKXJ-F	7 WGOW-F <	7 WOGT-F <	7 WLMX-F	7 WOGT-F
		8 WGOW-F <		8 WKXJ-F	8 WDOF-F	8 WDOF <	8 WKXJ-F	8 WGOW-F >	8 WOGT-F	8 WNOO
				9 WLMX-F	9 WNOO	9 WOGT-F <	9 WOGT-F <	9 WOGT-F >	9 WMPZ-F >	9 WDOF >
					WGOW	10 WLMX-F >>	10 WDOF			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKXJ-F >>	1 WKXJ-F	1 WUSY-F	1 WUSY-F >	1 WUSY-F	1 WDOF-F >>>	1 WDOF-F >	1 WUSY-F	1 WUSY-F	1 WUSY-F >	1 WUSY-F
2 WDOF-F	2 WUSY-F	2 WSKZ-F	2 WDEF-F <	2 WDEF-F	2 WSKZ-F	2 WUSY-F	2 WDOF-F >	2 WDOF-F <	2 WSKZ-F	2 WKXJ-F
3 WUSY-F	3 WJTT-F	3 WDEF-F	3 WJTT-F	3 WJTT-F	3 WSKZ-F	3 WSKZ-F	3 WSKZ-F >	3 WSKZ-F >	3 WDOF-F	3 WJTT-F >>
	4 WDEF-F	4 WJTT-F	4 WKXJ-F	4 WSKZ-F	4 WKXJ-F	4 WKXJ-F	4 WGOW-F	4 WJTT-F	4 WGOW-F <	4 WLMX-F
5 WDEF-F >	5 WSKZ-F	5 WKXJ-F	5 WSKZ-F	5 WOGT-F <	5 WUSY-F	5 WKXJ-F	5 WJTT-F	5 WGOW-F	5 WJTT-F	5 WJTT-F
6 WLMX-F	6 WDOF-F >>	6 WDOF-F	6 WDOF-F	6 WLMX-F <		6 WGOW-F >>>	6 WKXJ-F >>>	6 WOGT-F	6 WOGT-F <	6 WOGT-F <
7 WSKZ-F >>	7 WLMX-F	7 WLMX-F	7 WLMX-F <	7 WKXJ-F				7 WKXJ-F	7 WDEF-F	
	8 WOGT-F >	8 WOGT-F >	8 WOGT-F >>	8 WDOF-F >>						

Other Rated Stations		Metro Share	Cume Rating
WDEF	T 1370 Chattanooga	0.7	2.4
WEPG	CL HITS 910 S. Pittsburg	0.5	1.4
WFLI	REL 1070 Lookout Mountain	1.0	2.2
WJOC	REL 1490 Chattanooga	0.3	1.0
WQCH	C 1590 Lafayette, GA	0.3	1.0
WSDQ	C 1190 Soddy-Daisy	0.7	1.2
WXKT-F	C 98.1 Signal Mountain	0.7	4.2

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WALV-F	AC 95.3 Cleveland, TN	0.3	1.2

CHATTANOOGA

Consolidation Report	12+	25-54	Revenue
Bahakel WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM	20.4 %	17.3 %	20.3 %
Bloomington WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM	18.8 %	23.3 %	27.4 %
Brewer WJTT-FM, WMPZ-FM	10.0 %	9.9 %	10.3 %
Cumulus WKXJ-FM, WLMX-AM, WLMX-FM, WUSY-FM, WXKT-FM	28.2 %	27.8 %	40.3 %
	77.3 %	78.3 %	98.3 %

AM Stations

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

FM Stations

Station	Freq	Power	Format	Network	Rate	Advertiser	Product
WBDX	102.7	0.32 kw @ 1375	Contemp. Christian	SRN	\$<20.00	---	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel
WDOD	96.5	100 kw @ 1076	New Rock	Westwd	\$20.00	Banner	Bahakel
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Bloomington
WJTT	94.3	4.7 kw @ 371	Black		\$36.00	Mc-Guild	Brewer
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00	Roslin	S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00	Mc-Guild	Cumulus
WMPZ	93.7	4.9 kw @ 302	Jazz	JRN	\$<20.00	Mc-Guild	Brewer
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington
WSGC	101.9	1.32 kw @ 659	Country		\$ NA	---	Ringgold, GA
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Kalz	Cumulus

Notes: * WNOO revenue level includes WBDX-F revenue . . . ^ WGOW-F revenue level includes WGOW revenue . . . 9/98 WSGC-F changed from simulcasting WKXJ-F to Classic Country, LMA'd by WKWN & WEPG

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . WUSY-F drops to its lowest share in many years . . . WSKZ-F jumps with the help of John Boy & Billy . . . WDOD-F continues to grow with its fourth straight gain and its highest share ever . . . WKXJ-F also has a strong uptrend

CHICAGO

Arbitron Rank: 3 Pop (12+): 6,995,500	Stations: 42 / 42	Last Year's Revenue: \$374,700,000
MSA Rank: 3	Diaries: 5,942/ 1177:1/ 47.1%	Household Income: \$53,177
MSA Pop: 8,680,000	Sample Target: 5,900	Total Retail Sales: \$78.9 Bil.
DMA: 3	% Below Line: 0.0	#1 Biller: WGN \$32,500,000
Average Persons Rating: 17.0	% Not Listed: 11.0	#1 Billing Portfolio: CBS \$123,100,000
Market TSL in Hours: 22.50	Pop per Station: 166,560	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1 WGC1-F	B	945 / 8.0	7.7	6.3	7.2	7.0	7.3	9937 / 14.2	14.2	13.7	K	WGC1-F
2 WGN	FS/T	788 / 6.6	5.8	6.6	6.1	5.6	6.3	10341 / 14.8	13.9	11.9	K	WGN
3 WBBM-F	CHR/U	634 / 5.3	4.8	4.4	4.6	5.0	4.8	13240 / 18.9	18.0	17.7	J	WBBM-F
4 WVAZ-F	B/A/C	577 / 4.9	4.7	4.3	4.3	4.7	4.5	6672 / 9.5	9.2	9.8	J	WVAZ-F
5 WLS	T	516 / 4.3	4.3	4.0	4.3	3.8	4.2	6000 / 8.6	9.0	7.7	H	WLS
6 WNUA-F	J	514 / 4.3	4.1	4.6	4.8	4.3	4.5	7743 / 11.1	10.6	11.3	J	WNUA-F
7 WUSN-F	C	501 / 4.2	3.9	3.4	3.5	3.9	3.8	6923 / 9.9	9.9	9.6	J	WUSN-F
8 WLIT-F	SAC	451 / 3.8	4.6	4.8	4.5	4.5	4.4	7139 / 10.2	11.5	11.6	K	WLIT-F
9 WJMK-F	O	409 / 3.4	3.9	3.3	3.4	3.9	3.5	8745 / 12.5	13.1	14.4	K	WJMK-F
10 WKQX-F	AOR-NR	408 / 3.4	2.8	3.0	2.9	3.4	3.0	10212 / 14.6	12.9	12.8	I	WKQX-F
11 WBBM	N	402 / 3.4	3.6	4.0	3.6	3.8	3.6	9736 / 13.9	14.2	12.8	J	WBBM
12 WTMX-F	AC	345 / 2.9	3.3	2.6	2.6	2.6	2.9	7805 / 11.2	11.8	10.2	I	WTMX-F
13 WNND-F	AC-NR	308 / 2.6	2.6	2.7	2.3	2.1	2.5	6658 / 9.5	9.5	8.4	H	WNND-F
14 WCKG-F	T*	307 / 2.6	2.2	2.9	2.3	2.3	2.5	5003 / 7.2	7.2	8.5	J	WCKG-F
15 WXRT-F	AOR-P	276 / 2.3	2.5	2.6	1.9	2.5	2.3	4717 / 6.7	7.0	7.0	J	WXRT-F
16 WOJO-F	SP-C	263 / 2.2	2.0	2.2	1.8	2.0	2.1	3378 / 4.8	4.6	4.6	I	WOJO-F
17 WXCDF	CL AOR	258 / 2.2	2.7	2.6	2.8	3.3	2.6	6452 / 9.2	9.4	10.3	F	WXCDF
18 WLUP-F	AOR	250 / 2.1	1.7	1.6	1.5	1.8	1.7	5684 / 8.1	7.2	8.4	H	WLUP-F
19 WMAQ	N	240 / 2.0	1.7	2.3	2.3	2.2	2.1	6693 / 9.6	8.7	9.5	J	WMAQ
20 WRCX-F	AOR	236 / 2.0	3.2	3.0	3.0	2.9	2.8	5604 / 8.0	9.7	9.5	J	WRCX-F
21 WLEY-F	SP	231 / 1.9	2.2	2.3	2.5	1.7	2.2	2734 / 3.9	4.0	4.1	D	WLEY-F
22 WAIT	ST	200 / 1.7	2.0	2.8	2.3	2.2	2.2	2206 / 3.2	3.3	3.8	E	WAIT
23 WSCR	SPRTS	199 / 1.7	1.7	1.5	2.0	1.9	1.7	3209 / 4.6	4.3	4.5	H	WSCR
24 WNIB-F	CL	197 / 1.7	1.4	1.9	1.7	1.4	1.7	3529 / 5.0	5.0	5.1	F	WNIB-F
25 WGC1	B/O	146 / 1.2	1.1	1.2	1.7	1.2	1.3	2036 / 2.9	2.9	3.0	E	WGC1
26 WFMT-F	CL	141 / 1.2	1.2	1.2	1.2	1.3	1.2	2849 / 4.1	4.2	4.2	F	WFMT-F

12+ FM Share (Metro): 72.67% (7687 of 10578) (Summer 97: 71.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBBM-F <	1 WGC1-F >	1 WGC1-F >	1 WGC1-F >	1 WGC1-F >	1 WGN >	1 WGN >	1 WGC1-F >	1 WGC1-F >	1 WGC1-F >	1 WGC1-F >
2 WGC1-F >>>	2 WBBM-F >	2 WVAZ-F >	2 WVAZ-F >	2 WVAZ-F >	2 WLS >	2 WGC1-F <	2 WGN <	2 WBBM-F >	2 WBBM-F >	2 WVAZ-F <
3 WKQX-F >>	3 WKQX-F >	3 WBBM-F >	3 WNUA-F <	3 WNUA-F <	3 WNUA-F <	3 WBBM >	3 WNUA-F <	WGN >	3 WGN <	3 WBBM-F <
4 WTMX-F >	4 WKQX-F <	4 WUSN-F <	4 WUSN-F <	4 WUSN-F <	4 WVAZ-F <	4 WKQX-F <	4 WLS <	4 WNUA-F <	4 WVAZ-F <	4 WGN >
5 WVAZ-F <	5 WUSN-F <	5 WCKG-F <	5 WJMK-F <	5 WBBM <	5 WLS <	5 WLS <	5 WLIT-F <	5 WLS <	5 WLS <	5 WUSN-F <
6 WCKG-F <	6 WNUA-F <	6 WXRT-F <	6 WCKG-F <	6 WCKG-F <	6 WUSN-F <	6 WVAZ-F <	6 WBBM-F <	WCKG-F <	6 WKQX-F <	6 WNUA-F <
7 WRCX-F <	7 WTMX-F <	7 WTMX-F <	7 WLIT-F <	7 WLIT-F <	7 WLIT-F <	7 WBBM-F >	7 WUSN-F <	7 WVAZ-F <	7 WNUA-F <	7 WJMK-F <
8 WUSN-F <	8 WCKG-F <	8 WJMK-F <	8 WGN >	8 WGN >	8 WJMK-F <	WUSN-F <	8 WVAZ-F <	8 WUSN-F <	8 WUSN-F <	8 WLS <
9 WLUP-F <	9 WXRT-F <	WLIT-F <	WXRT-F <	9 WGC1-F >	9 WGC1-F >	9 WCKG-F <	9 WJMK-F <	9 WLIT-F <	9 WJMK-F <	9 WLIT-F <
		10 WBBM-F <	10 WTMX-F <					10 WJMK-F <		10 WBBM <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WGC1-F	1 WGC1-F >	1 WGC1-F >	1 WGC1-F >	1 WVAZ-F >	1 WGC1-F	1 WGC1-F	1 WGC1-F	1 WGC1-F	1 WGC1-F <	1 WGN <
2 WBBM-F >	2 WBBM-F <	2 WTMX-F <	2 WVAZ-F >	2 WGC1-F >	2 WKQX-F <	2 WKQX-F >	2 WKQX-F <	2 WCKG-F >	2 WCKG-F >	2 WLS >
3 WTMX-F >	3 WTMX-F >	3 WVAZ-F >	3 WBBM-F <	3 WUSN-F >	3 WBBM-F >	3 WBBM-F >	3 WCKG-F <	WKQX-F >	3 WNUA-F >	3 WGC1-F >
4 WKQX-F >	4 WVAZ-F <	4 WUSN-F >	4 WTMX-F <	4 WNUA-F >	4 WRCX-F >	4 WRCX-F <	4 WRCX-F >	4 WVAZ-F <	WVAZ-F <	4 WBBM >
5 WNND-F >	5 WUSN-F <	5 WBBM-F <	5 WUSN-F >	WLIT-F <	5 WUSN-F >	5 WCKG-F >	5 WLUP-F >	5 WXRT-F >	5 WXRT-F <	5 WBBM-F >
6 WVAZ-F >	6 WNND-F >	6 WNND-F >	6 WNND-F <	6 WNND-F >	6 WLEY-F >	6 WLUP-F >	6 WXRT-F <	6 WBBM-F <	6 WLUP-F <	6 WLUP-F <
7 WUSN-F >	7 WKQX-F >	7 WLIT-F <	7 WNUA-F <	WJMK-F <	7 WOJO-F <	7 WXRT-F <	7 WBBM-F >	7 WNUA-F >	7 WKQX-F >	7 WKQX-F >
8 WLIT-F <	8 WLEY-F <	8 WLIT-F <	8 WLIT-F <	8 WTMX-F >	8 WCKG-F <	8 WTMX-F <	8 WTMX-F <	WLUP-F >	WLUP-F >	WXCDF <
9 WLEY-F <	9 WKQX-F <	9 WJMK-F >	9 WBBM-F >	9 WBBM-F >	9 WLUP-F >	9 WLEY-F <	9 WNUA-F <	9 WRCX-F <	9 WGN >	9 WGN >
	10 WNUA-F <	10 WKQX-F <	10 WGN <	WTMX-F >	10 WNUA-F <	10 WLEY-F <	10 WXCDF <	WSCR <		

CHICAGO

Other Rated Stations					Metro Share	Cume Rating	Consolidation Report		
WCCQ-F	C	98.3	Crest Hill	0.3	0.9	ABC/Disney, pend.	7.2 %	6.9 %	7.5 %
WIL-F	AOR	95.1	Kenosha, WI	0.3	1.6	WLS-AM, WMVP-AM, WTAQ-AM, WTAU-AM, WXCD-FM			
WIND	SP	560	Chicago	0.7	1.8	Big City	0.4 %	0.6 %	%
WLXX	SP	1200	Chicago	0.8	1.2	WBRO-FM, WCBR-FM, WXXY-FM, WYXX-FM			
WMVP	T	1000	Chicago	0.7	3.2	Bonneville	7.6 %	9.7 %	8.6 %
WNIZ-F	CL	96.9	Zion, IL	0.0	0.2	WLUP-FM, WNND-FM, WTMX-FM			
WNVR	E	1030	Vernon Hills	0.3	0.8	CBS	22.6 %	22.4 %	32.2 %
WRZA-FF	SP	99.9	Kankakee	0.6	1.2	WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM			
WVON	B	1450	Cicero	0.8	1.0	Chancellor	24.2 %	26.3 %	26.0 %
WLXC-F	AC	102.3	Waukegan	0.4	2.5	WGCI-AM, WGCI-FM, WLIT-FM, WNUA-FM, WRCX-FM, WVAZ-FM			
WXXY-FF	B/AC	103.1	Highland Park	0.4	1.7	Heftel	3.7 %	4.3 %	5.2 %
WYBA-F	B/G	106.3	Lansing	0.6	1.8	WIND-AM, WLXX-AM, WOJO-FM			
WYCA-F	REL	92.3	Hammond	0.6	1.8				
WZSR-F	AC	105.5	Woodstock	0.4	1.0				
							65.7 %	70.2 %	79.5 %

AM Stations

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

FM Stations

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

Notes: * WCKG-F was placed "below the line" for a "special station activity" (comments by a personality about the audience survey process) . . . 7/98 Mancow Miller moved from mornings at WRCX-F to mornings at WKQX-F . . . 9/98 WLRT-F (92.7; Kankakee) changed calls to WBRO-F . . . 10/98 WGCI (AM) changed from Black Oldies to Black Gospel as "Heaven 1390" . . . 10/98 WWCA (1270; Gary, IN) sold by Willis to Alliance for \$2,100,000

Jim Duncan

Comments: Total listening to radio is down slightly . . . WGCI-F has an eight share for the first time in several years . . . WBBM-F is at its highest share in more than two years . . . WVAZ-F also is at its highest point in more than two years - this was a very good book for Urban and Urban-leaning formats in the market . . . WUSN-F has hit its highest share in more than two years . . . With these highs, somebody must be down and WLIT-F, WXCD-F and WRCX-F are the ones hit

CINCINNATI

Arbitron Rank: 26 Pop (12+): 1,579,400	Stations: 31 / 22	Last Year's Revenue: \$100,200,000
MSA Rank: 31	Diaries: 2,946 / 536:1 / 53.4%	Household Income: \$45,453
MSA Pop: 1,940,000	Sample Target: 2,860	Total Retail Sales: \$18.7 Bil.
DMA: 29	% Below Line: 5.9	#1 Billing: WLW \$20,300,000
Average Persons Rating: 15.4	% Not Listed: 11.2	#1 Billing Portfolio: Jacor \$45,800,000
Market TSL in Hours: 20.25	Pop per Station: 71,791	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1 WLW	FS/T	238 / 9.8	9.6	6.6	8.6	9.5	8.7	3548 / 22.5	22.8	24.3	K	WLW
2 WUBE-F	C	212 / 8.7	8.6	9.1	9.4	9.9	9.0	2901 / 18.4	18.3	19.4	I	WUBE-F
3 WEBN-F	AOR	184 / 7.6	7.6	7.5	8.0	7.9	7.7	2891 / 18.3	17.5	19.5	I	WEBN-F
4 WGRR-F	O	169 / 7.0	6.3	5.9	6.2	5.6	6.3	2353 / 14.9	14.7	14.3	H	WGRR-F
5 WKRQ-F	CHR	147 / 6.1	6.7	5.2	6.0	7.1	6.0	3518 / 22.3	23.2	21.8	H	WKRQ-F
6 WRRM-F	SAC	146 / 6.0	6.1	7.0	5.6	5.7	6.2	2001 / 12.7	14.7	14.2	G	WRRM-F
7 WIZF-F	B	138 / 5.7	5.5	5.8	5.8	6.2	5.7	2065 / 13.1	12.9	13.1	G	WIZF-F
8 WOFX-F	CL AOR	118 / 4.9	4.7	5.2	4.6	5.3	4.8	2624 / 16.6	16.0	16.8	F	WOFX-F
9 WVMX-F	AC/CHR	115 / 4.7	5.2	5.1	4.2	4.3	4.8	2286 / 14.5	14.9	11.7	F	WVMX-F
10 WVAE-F	J	103 / 4.2	4.4	4.2	3.3	3.3	4.0	1607 / 10.2	9.6	7.3	D	WVAE-F
11 WKRC	T	102 / 4.2	3.9	4.3	4.8	4.5	4.3	1873 / 11.9	9.4	11.0	F	WKRC
12 WSAI	ST	78 / 3.2	3.8	3.8	3.5	3.8	3.6	965 / 6.1	6.6	7.3	E	WSAI
13 WYGY-F	C	64 / 2.6	3.0	2.9	4.0	3.5	3.1	1408 / 8.9	9.6	11.6	E	WYGY-F
14 WKFS-F	CHR	59 / 2.4	2.3	2.7	2.2	2.1	2.4	1879 / 11.9	10.5	9.1	C	WKFS-F
15 WAKW-F	REL-CC	35 / 1.4	1.7	1.7	2.1	1.2	1.7	841 / 5.3	5.4	4.6		WAKW-F
16 WHKO-F	C	32 / 1.3	1.2	1.1	1.1	1.2	1.2	684 / 4.3	4.5	4.2		WHKO-F
17 WYLY-F	CL HITS	31 / 1.3	0.8	0.6	0.7	0.5	0.8	607 / 3.8	3.0	1.4		WYLY-F

12+ FM Share (Metro): 77.81% (1676 of 2154) (Summer 97: 77.19%)

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

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

Other Rated Stations				Metro Share	Cume Rating
WBOB	SPRTS	1160	Florence, KY	0.9	3.0
WCIN	B/O	1480	Cincinnati	0.7	2.0
WCVG	B/G	1320	Covington, KY	0.4	1.0
WNLT-F	REL-CC	104.3	Harrison, OH	0.5	1.9
WSCH-F	C	99.3	Aurora, IN	0.5	0.9

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WFCJ-F	REL	93.7	Miamisburg, OH	0.4	1.7
WGTZ-F	CHR	92.9	Eaton, OH	1.0	4.7
WLQT-F	SAC	99.9	Kettering, OH	0.5	1.3
WMMX-F	AC	107.7	Dayton, OH	0.5	1.7
WPFB	ST	91.0	Middletown, OH	0.5	1.1
WPFB-F	C	105.9	Middletown, OH	0.7	3.1
WROU-F	B	92.1	W. Carrollton, OH	0.3	1.9
WTUE-F	AOR	104.7	Dayton, OH	0.7	1.9

CINCINNATI

Consolidation Report	12+	25-54	Revenue
CBS WGRR-FM, WKRC-FM, WYLY-FM	14.4 %	15.8 %	16.7 %
Chancellor WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM	12.2 %	13.4 %	17.6 %
Jacor WEBN-FM, WKRC-AM, WLW-AM, WOFX-FM, WVMX-FM	31.2 %	32.5 %	45.7 %
Local (SMA to Jacor) WCKY-AM, WKFS-FM, WSAI-AM	5.6 %	2.5 %	4.9 %
Susquehanna WRRM-FM, WVAE-FM	10.2 %	12.3 %	9.5 %
	73.6 %	76.5 %	94.4 %

AM Stations

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

FM Stations

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

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

Jim Duncan

Comments: Listening levels are steady . . . WEBN-F has found a base level in the mid-sevens . . . WYLY-F shows a bit of growth . . . WVAE-F has found a new support level in the low-four-share region

CLEVELAND

Arbitron Rank: 24 Pop (12+): 1,770,200	Stations: 24 / 20	Last Year's Revenue: \$88,000,000
MSA Rank: 23	Diarles: 3,187 / 555:1 / 55.8%	Household Income: \$44,086
MSA Pop: 2,230,000	Sample Target: 3,080	Total Retail Sales: \$20 0 Bill
DMA: 13	% Below Line: 2.2	#1 Biller: WMJI-FM \$11,900,000
Average Persons Rating: 16.8	% Not Listed: 11.2	#1 Billing Portfolio: Jacor \$35,950,000
Market TSL in Hours: 22.25	Pop per Station: 88,510	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WMJI-F	267 / 9.0	8.5	8.1	8.0	8.0	8.4	3994 / 22.6	21.3	21.9	I	WMJI-F
2	WZAK-F	259 / 8.7	9.0	9.3	9.9	8.7	9.2	2837 / 16.0	15.6	16.0	I	WZAK-F
3	WTAM	258 / 8.7	8.3	4.9	4.3	4.7	6.5	4272 / 24.1	24.7	12.0	F	WTAM
4	WGAR-F	197 / 6.6	8.0	6.9	7.5	9.1	7.3	2665 / 15.1	17.3	17.3	H	WGAR-F
5	WDOK-F	183 / 6.1	6.3	7.2	6.9	5.7	6.6	2597 / 14.7	15.5	16.0	H	WDOK-F
6	WMVX-F	173 / 5.8	5.9	5.7	3.3	4.3	5.2	2984 / 16.9	16.7	11.9	G	WMVX-F
7	WRMR	172 / 5.8	5.4	6.2	5.5	6.2	5.7	1573 / 8.9	10.3	9.9	D	WRMR
8	WZJM-F	166 / 5.6	4.9	4.8	6.0	5.2	5.3	3412 / 19.3	17.2	18.9	E	WZJM-F
9	WNCX-F	155 / 5.2	5.3	5.1	6.9	6.7	5.6	2826 / 16.0	15.3	18.1	H	WNCX-F
10	WQAL-F	133 / 4.5	4.0	4.5	5.0	6.2	4.5	3163 / 17.9	17.5	17.7	H	WQAL-F
11	WNVV-F	123 / 4.1	4.3	3.9	4.0	3.6	4.1	1729 / 9.8	10.4	9.4	D	WNVV-F
	WMMS-F	123 / 4.1	4.1	4.6	4.4	4.8	4.3	2286 / 12.9	12.2	13.9	F	WMMS-F
13	WCLV-F	93 / 3.1	2.3	3.4	2.9	2.1	2.9	1285 / 7.3	6.8	6.0	D	WCLV-F
14	WJMO	67 / 2.2	2.1	2.5	1.7	1.7	2.1	857 / 4.8	5.1	5.2	B	WJMO
15	WENZ-F	62 / 2.1	2.5	2.6	2.0	1.7	2.3	1818 / 10.3	10.5	8.5	D	WENZ-F
16	WKNR	47 / 1.6	2.0	2.2	4.5	4.7	2.6	1014 / 5.7	8.5	16.7	D	WKNR
17	WABQ	39 / 1.3	1.0	1.7	1.0	1.2	1.3	431 / 2.4	1.8	2.3		WABQ
18	WZLE-F	29 / 1.0	0.5	0.3	0.5	0.4	0.6	438 / 2.5	2.2	1.7		WZLE-F

12+ FM Share (Metro): 76.68% (2029 of 2646) (Summer 97: 77.39%)

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

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

Other Rated Stations				Metro Cume Share Rating
WEOL	T/SPRTS	930	Elyria	0.6 1.6
WERE	N/T	1300	Cleveland	0.6 2.9

Other Rated Stations--Outside Market				Metro Cume Share Rating
WKDD-F	CHR/AC	96.5	Akron	0.7 4.2
WKKY-F	C	104.9	Geneva	0.5 1.8
WONE-F	AOR	97.5	Akron	0.4 3.0
WQMX-F	C	94.9	Medina	0.6 3.2

CLEVELAND

Consolidation Report	12+	25-54	Revenue
Chancellor, pend. WDOK-FM, WJMO-AM, WQAL-FM, WRMR-AM, WZAK-FM, WZJM-FM	32.9 %	27.5 %	38.0 %
Clear Channel WENZ-FM, WERE-AM, WNCX-FM	7.9 %	8.9 %	12.5 %
Jacor, pend. WGAR-FM, WMJI-FM, WMMS-FM, WMVX-FM, WTAM-AM, WZLE-FM	35.2 %	39.7 %	40.9 %
	76.0 %	76.1 %	91.4 %

AM Stations

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

FM Stations

Station	Power	Time	Format	Advertiser	Rate	Product	Buyer
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espnl	Chancellor, pend.
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$50.00	Clr Chnl	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Jacor
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Guild	Jacor
WMMS	100.7	32 kw @ 600	AOR-New Rock	Westwd, Source	\$120.00	Katz	Jacor
WMVX	106.5	11.5 kw @ 1037	AC/CHR	AP	\$145.00	Eastman	Jacor
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$153.00	Clr Chnl	Clear Channel
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Allied	WEOL Elyria
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$115.00	Eastman	Chancellor, pend.
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Chancellor, pend.
WZJM	92.3	40 kw @ 548	CHR	ABC	\$53.00	D&R	Chancellor, pend.
WZLE	104.9	1.3 kw @ 499	Contemp. Christian	\$ NA	—	Jacor, pend.	Lorain

Notes: 9/98 WZLE-F (104.9; Lorain) sold by Vernon Baldwin to Jacor for \$8,000,000 . . . 9/98 WMMS-F announced it would "bury the Buzzard" -- its station identity for more than 20 years, and change format after a month-long "wake" . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WGAR-F; WMJI-F; WMMS-F; WMVX-F; WTAM; WZLE-F

Jim Duncan

Comments: The overall listening level is steady . . . WMJI-F has climbed to a nine share . . . WTAM continued to ride the Indians to record high shares . . . WCLV-F recovered from its weak Spring showing . . . Contemporary Christian WZLE-F jumped to a one share

COLORADO SPRINGS

Arbitron Rank: 94 Pop (12+): 392,700	Stations: 27 / 18	Last Year's Revenue: \$18,000,000
MSA Rank: 105	Diaries: 1,366 / 287:1 / 53.0%	Household Income: \$38,571
MSA Pop: 486,000	Sample Target: 1,360	Total Retail Sales: \$4.9 Bil.
DMA: 97 (w/Pueblo)	% Below Line: 12.3	#1 Biller: KKCS-F \$3,500,000
Average Persons Rating: 15.1	% Not Listed: 15.4	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 21.817	Citadel \$6,650,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KKFM-F	AOR/CL	68 / 11.5	8.0	8.1	8.6	9.8	9.0	771 / 19.6	19.3	19.4	E	KKFM-F
	KKMG-F	CHR	68 / 11.5	10.8	9.1	10.0	10.9	10.3	1021 / 26.0	28.6	27.5	D	KKMG-F
3	KKCS-F	C	39 / 6.6	9.1	6.8	7.9	8.1	7.6	568 / 14.5	16.7	16.6	E	KKCS-F
	KVOR	T/N	39 / 6.6	5.4	5.5	6.0	3.9	5.9	507 / 12.9	13.4	10.6	B	KVOR
5	KILO-F	AOR	37 / 6.2	6.8	6.2	7.9	6.7	6.8	597 / 15.2	14.8	14.6	C	KILO-F
6	KSPZ-F	O	34 / 5.7	6.0	5.8	4.5	6.2	5.5	586 / 14.9	15.7	16.0	C	KSPZ-F
7	KVUU-F	AC	30 / 5.1	5.7	5.8	5.0	5.3	5.4	709 / 18.1	20.0	17.8	C	KVUU-F
8	KKLI-F	SAC	25 / 4.2	4.9	5.5	4.5	4.2	4.8	413 / 10.5	11.9	10.6	D	KKLI-F
	KCCY-F	C	25 / 4.2	6.0	5.4	7.4	7.4	5.8	479 / 12.2	13.6	18.1	B	KCCY-F
10	KOA	T/FS	23 / 3.9	3.8	3.9	4.0	5.3	3.9	430 / 10.9	10.4	13.1		KOA
11	KSKX-F	J	21 / 3.5	3.4	4.7	3.8	3.9	3.9	308 / 7.8	8.7	9.8	A	KSKX-F
12	KRDO-F	AC	20 / 3.4	4.1	4.4	3.5	2.8	3.8	405 / 10.3	12.4	9.6	B	KRDO-F

12+ FM Share (Metro): 81.24% (407 of 501) (Summer 97: 83.92%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKMG-F	1 KKMG-F >	1 KKMG-F >	1 KKMG-F >	1 KKMG-F >	1 KILO-F	1 KKFM-F >	1 KKFM-F >>	1 KKFM-F >>	1 KKFM-F >>>	1 KKMG-F >>
2 KKCS-F	2 KVUU-F	2 KVUU-F	2 KVUU-F	2 KSPZ-F <	2 KKFM-F	2 KILO-F >	2 KILO-F >>	2 KILO-F	2 KKCS-F	2 KVOR
	3 KILO-F	3 KILO-F	3 KKFM-F	3 KKFM-F	KKMG-F >>	3 KKMG-F >	3 KKMG-F	3 KKMG-F	3 KILO-F <	3 KILO-F
4 KVUU-F	4 KKLI-F	4 KKFM-F	4 KKCS-F <	4 KVUU-F <	4 KVUU-F	4 KVUU-F	4 KKCS-F	4 KKCS-F	4 KSPZ-F	4 KKCS-F
5 KCCY-F	KCCY-F	KCCY-F	5 KKLI-F	5 KKLI-F	KCCY-F	5 KKCS-F	KVUU-F	5 KVUU-F <	KKMG-F	KCCY-F
	KRDO-F >	6 KKCS-F	6 KSPZ-F	KCCY-F	6 KKCS-F	6 KCCY-F	6 KOA >	6 KVOR	KVOR	
		KKFM-F >	KILO-F >	7 KSPZ-F	7 KCCY-F			7 KSPZ-F	7 KOA	
				KILO-F	8 KSKX-F				8 KSKX-F	
				KRDO-F	9 KVOR				9 KVUU-F	
					KRDO-F				10 KKLI-F	

Other Rated Stations	Metro Share	Cume Rating
KBIO-F	REL 102.7	Manitou Sprngs 1.4 5.5
KCBR	REL 104.0	Monument 0.3 1.0
KCMH	ST 153.0	Colorado Sprngs 0.8 1.9
KGFT-F	REL 100.7	Pueblo 1.5 5.8
KKCS	T 145.0	Colorado Sprngs 0.7 3.1
KPRZ-F	REL 55.1	Fountain 0.7 2.9
KRDO	SPRTS 124.0	Colorado Sprngs 0.8 3.7
KTVK	ST 74.0	Colorado Sprngs 1.7 3.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KBCO-F	AOR-P 97.3	Boulder 0.3 0.9
KDZA-F	O 107.9	Pueblo 0.5 2.3
KHOW	T 63.0	Denver 1.0 2.5
KNKN-F	SP-C 107.1	Pueblo 0.5 0.8
KOKS-F	CHR 107.5	Lakewood 1.2 4.0
KVOD-F	CL 92.5	Greeley 0.3 1.2
KXPK-F	AOR-P 96.5	Evergreen 0.3 1.2

COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue
Capstar, pend. KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM	19.1 %	19.1 %	21.4 %
Citadel KKFM-FM, KCLI-FM, KKMG-FM	27.2 %	29.6 %	36.9 %
Local KCBR-AM, KCMN-AM	1.2 %	%	2.7 %
	47.5 %	48.7 %	61.0 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Comments
KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$ < 20.00	— KCBR
KRDO	1240	1 kw	Sports	ABC, 1-on-1	\$ 12.00	D&R
KTWK	740	3.3 kw/1.5 kw (DA-2)	Standards		\$ NA	Katz Capstar, pend.
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS	\$ 30.00	Katz Capstar, pend.

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Comments
KILO	94.3	83 kw @ 2110		AOR		\$ 32.00 Eastman	Bahakel
KKCS	101.9	72 kw @ 2280		Country		\$ 75.00 Katz	Walton
KKFM	98.1	71 kw @ 2290		AOR/Classic AOR		\$ 56.00 Mc-Guild	Citadel
KCLI	106.3	1.6 kw @ 2224		Soft AC		\$ 30.00 Mc-Guild	Citadel Widefield
KKMG	98.9	70 kw @ 2300		CHR		\$ 40.00 Mc-Guild	Citadel Pueblo
KRDO	95.1	96 kw @ 2010		AC	ABC	\$ 21.00	D&R
KSKX	105.5	0.4 kw @ 2228		Jazz		\$ NA	D&R Security
KSPZ	92.9	72 kw @ 2130		Oldies	Westwd	\$ 38.00	Katz Capstar, pend.
KVUU	99.9	68 kw @ 2000		AC		\$ 30.00	Katz Capstar, pend. Pueblo

Notes: KOA -- See Denver, KCCY-F -- See Pueblo in the Spring 1998 American Radio

Jim Duncan

Comments: Total market listening is off significantly (-1.3 ratings points) . . . KKFM-F bounced back strongly from a series of weak books . . . Both KKFM-F and KKMG-F have their highest shares in several years . . . KVOR is at its highest share in over two years . . . KCCY-F is becoming less of a factor in Colorado Springs

COLUMBIA, SC

Arbitron Rank: 90 Pop (12+): 412,700	Stations: 20 / 18	Last Year's Revenue: \$23,900,000
MSA Rank: 101	Diaries: 1,536 / 269.1 / 51.2%	Household Income: \$42,308
MSA Pop: 495	Sample Target: 1,450	Total Retail Sales: \$4.6 Bil
DMA: 89	% Below Line: 1.4	#1 Biller: WWDM-F \$4,500,000
Average Persons Rating: 14.3	% Not Listed: 15.1	#1 Billing Portfolio:
Market TSL In Hours: 19.00	Pop per Station: 22,928	Capstar \$10,700,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WWDM-F	B	91 / 15.4	16.3	16.2	16.1	13.3	16.0	1020 / 24.7	24.7	23.0	F	WWDM-F
2	WCOS-F	C	63 / 10.7	10.3	9.0	10.8	11.1	10.2	830 / 20.1	21.8	20.1	E	WCOS-F
3	WNOK-F	CHR	50 / 8.5	7.6	7.5	10.2	9.1	8.4	943 / 22.9	23.1	23.1	E	WNOK-F
4	WTCB-F	AC	38 / 6.4	7.1	7.9	6.6	4.5	7.0	581 / 14.1	15.9	13.5	E	WTCB-F
5	WMFX-F	AOR/CL	36 / 6.1	6.9	6.9	6.5	7.0	6.6	623 / 15.1	17.1	15.5	D	WMFX-F
6	WSCO-F	ST/EZ	33 / 5.6	4.1	5.1	5.7	5.3	5.1	436 / 10.6	9.5	9.5	C	WSCO-F
7	WOMG-F	O	32 / 5.4	6.2	5.5	4.6	4.8	5.4	596 / 14.4	14.8	14.2	B	WOMG-F
	WVOC	N/T	32 / 5.4	4.8	4.5	4.9	5.0	4.9	544 / 13.2	11.7	13.4	C	WVOC
9	WFMV-F	B/G	28 / 4.7	5.7	5.9	4.8	7.1	5.3	377 / 9.1	9.8	12.6	B	WFMV-F
10	WARQ-F	AOR-NR	27 / 4.6	5.9	5.0	4.0	4.1	4.9	571 / 13.8	15.7	13.5	B	WARQ-F
11	WLXC-F	AC	16 / 2.7	2.5	2.6	1.7	2.9	2.4	283 / 6.8	5.4	6.8	A	WLXC-F
12	WOIC	B/O	13 / 2.2	1.6	1.4	1.4	2.3	1.7	146 / 3.5	3.5	3.4	A	WOIC
13	WLTY-F	SAC	11 / 1.9	1.6	2.0	1.5	3.2	1.7	267 / 6.5	7.9	9.4		WLTY-F

12+ FM Share (Metro): 87.25% (438 of 502) (Summer 97: 87.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWDM-F >>>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WCOS-F	1 WWDM-F	1 WWDM-F <	1 WWDM-F >	1 WWDM-F >>>	1 WWDM-F >>
2 WNOK-F	2 WNOK-F	2 WNOK-F	2 WCOS-F <	2 WCOS-F	2 WWDM-F	2 WCOS-F	2 WCOS-F	2 WCOS-F <	2 WNOK-F	2 WCOS-F
WARQ-F >>>	3 WMFX-F	3 WCOS-F	3 WNOK-F <	3 WTCB-F	3 WSCO-F	3 WSCO-F <	3 WVOC <	3 WNOK-F >	3 WCOS-F	3 WNOK-F
	4 WARQ-F	4 WMFX-F	4 WTCB-F <	4 WNOK-F <	4 WVOC	4 WMFX-F	4 WNOK-F	4 WTCB-F	4 WFMV-F	4 WFMV-F
	WCOS-F	5 WTCB-F >	5 WMFX-F >	5 WMFX-F	WOMG-F	5 WNOK-F	5 WTCB-F	5 WOMG-F <	5 WARQ-F <	5 WTCB-F <
	6 WTCB-F >	6 WARQ-F	6 WFMV-F <	6 WOMG-F	6 WTCB-F	6 WTCB-F	6 WOMG-F	6 WMFX-F <	6 WMFX-F <	6 WMFX-F <
	7 WFMV-F	7 WOMG-F	7 WOMG-F	7 WFMV-F	7 WNOK-F	7 WOMG-F <	7 WSCO-F <	7 WARQ-F	7 WTCB-F	7 WOMG-F
		WFMV-F	8 WARQ-F	8 WVOC	8 WFMV-F	8 WVOC	8 WMFX-F	8 WFMV-F <	8 WVOC	WSCO-F
			9 WVOC	9 WARQ-F	9 WMFX-F	9 WFMV-F	9 WARQ-F	9 WVOC		9 WARQ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WNOK-F	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F <	1 WMFX-F	1 WWDM-F	1 WWDM-F	1 WWDM-F >>
	WWDM-F >>	2 WNOK-F >	2 WTCB-F	2 WNOK-F	2 WTCB-F <	2 WNOK-F	2 WMFX-F >	2 WWDM-F >	2 WMFX-F	2 WCOS-F >
3 WCOS-F	3 WTCB-F	3 WFMV-F	3 WCOS-F <	3 WNOK-F	3 WARQ-F	3 WNOK-F	3 WCOS-F	3 WCOS-F	3 WCOS-F	3 WNOK-F
	WARQ-F >	4 WCOS-F	4 WNOK-F	4 WTCB-F	WCOS-F	WMFX-F	4 WARQ-F	4 WNOK-F	4 WTCB-F	4 WMFX-F
5 WLTY-F	WARQ-F	WCOS-F	5 WFMV-F >	5 WFMV-F	5 WCOS-F >>	WCOS-F >	5 WARQ-F	5 WARQ-F	5 WVOC	
	WMFX-F	6 WFMV-F >	6 WARQ-F	6 WOMG-F <	6 WOMG-F >>	6 WTCB-F >>	6 WOIC	WNOK-F	WTCB-F	6 WNOK-F
	WQKI-F	7 WLTY-F	7 WMFX-F >	7 WARQ-F		7 WTCB-F	7 WTCB-F	7 WVOC	7 WOMG-F	7 WOMG-F
	WTCB-F >>	WMFX-F >>						8 WOMG-F	8 WARQ-F	
								WCOS >		

Other Rated Stations	Metro Share	Cume Rating
WCOS	SPRTS	1400 Columbia 1.4 3.3
WDXZ-F	G	106.3 Newberry 0.7 2.0
WISW	N	1320 Columbia 1.2 4.9
WTGH	B/G	620 Cayce 0.7 1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBAV-F	B/AC	101.9 Gastonia, NC 0.5 2.4
WQKI-F	B	93.9 Matthews, SC 0.8 3.7

COLUMBIA, SC

Consolidation Report	12+	25-54	Revenue
Bloomington WISW-AM, WOMG-FM, WTCB-FM	13.0 %	16.2 %	19.2 %
Capstar WCOS-AM, WCOS-FM, WLTY-FM, WNOK-FM, WSCQ-FM, WVOC-AM	33.5 %	29.5 %	44.8 %
Clear Channel WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM	28.3 %	29.0 %	31.7 %
Local WFMV-FM, WLJI-FM	4.9 %	5.7 %	2.9 %
	79.6 %	80.4 %	98.6 %

AM Stations

Station	Power	Time	Genre	Advertiser	Agency	Buyer	Product
WCOS	1400	1 kw	Sports	CNN, 1-On-1	\$<20.00	Katz	Capstar
WISW	1320	5 kw/2 5 kw (DA-N)	News	AP	\$ NA	Christal	Bloomington
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Katz	Clear Channel
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	---	Capstar

FM Stations

Station	Power	Time	Genre	Advertiser	Agency	Buyer	Product
WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Clr Chnl	Clear Channel
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Katz	Capstar
WLTY	96.7	3.3 kw @ 443	Soft AC	AMFM	\$25.00	Katz	Capstar
WLXC	98.5	6 kw @ 328	AC (See WHBZ-F Charleston)		\$ NA	K&P	Cayce Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic AOR		\$37.00	Clr Chnl	Clear Channel St. Andrews
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00	Mc-Guild	Capstar
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	---	Capstar W. Columbia
WTCB	106.7	100 kw @ 787	AC		\$62.00	Christal	Bloomington Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Banner	Clear Channel Sumter

Notes: * WVOC revenue level includes WCOS (AM) revenue . . . 8/98 WDXZ-F (106.3; Newberry) changed from Country to Gospel . . . 9/98 WHKZ-F changed from Country to Soft AC as WLTY-F . . . 10/98 WKWQ-F sold to Rainbow (price NA)

Jim Duncan

Comments: Listening levels fell sharply (-1.6 ratings points)

COLUMBUS, OH

Arbitron Rank: 33 **Pop (12+):** 1,242,000
MSA Rank: 40
MSA Pop: 1,460,000
DMA: 34
Average Persons Rating: 14.6
Market TSL in Hours: 19.50

Stations: 27 / 26
Diaries: 2,499 / 497:1 / 51.0%
Sample Target: 2,440
% Below Line: 0.9
% Not Listed: 16.3
Pop per Station: 47,769

Last Year's Revenue: \$75,800,000
Household Income: \$48,215
Total Retail Sales: \$18.9 Bil.
#1 Biller: WSNY-F \$11,100,000
#1 Billing Portfolio: Jacor \$30,700,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WNCI-F	CHR	177 / 9.8	8.8	9.6	9.4	10.1	9.4	3500 / 28.2	26.3	26.8	I	WNCI-F
2	WCOL-F	C	159 / 8.8	7.7	6.2	8.3	8.9	7.7	2308 / 18.6	15.7	18.0	H	WCOL-F
3	WTVN	FS/T	141 / 7.8	7.3	7.7	7.1	6.6	7.5	2007 / 16.2	16.1	15.8	H	WTVN
4	WSNY-F	AC	119 / 6.6	8.4	7.7	7.9	7.3	7.6	2150 / 17.3	18.7	18.5	I	WSNY-F
5	WCKX-F	B	113 / 6.2	7.6	6.8	3.5	2.8	6.0	1524 / 12.3	12.5	7.7	C	WCKX-F
6	WLWQ-F	AOR/CL	108 / 5.9	4.8	5.9	5.0	6.0	5.4	1805 / 14.6	12.1	15.4	H	WLWQ-F
7	WBNS-F	O	86 / 4.7	3.9	6.2	5.9	5.5	5.2	1773 / 14.3	13.5	15.6	F	WBNS-F
8	WBZX-F	AOR	77 / 4.2	5.4	5.3	5.3	5.4	5.1	1732 / 13.9	15.2	16.5	G	WBZX-F
9	WHOK-F	C	71 / 3.9	4.0	4.3	3.4	4.6	3.9	1542 / 12.4	10.8	13.3	D	WHOK-F
10	WZAZ-F	AOR-P	68 / 3.7	3.9	3.6	3.6	3.8	3.7	1494 / 12.0	14.0	12.0	C	WZAZ-F
11	WMNI	ST	53 / 2.9	3.3	3.0	2.7	2.8	3.0	727 / 5.9	5.6	5.7	A	WMNI
12	WXST-F	CL HITS	48 / 2.6	1.6	1.1	0.6	1.0	1.5	998 / 8.0	4.2	3.5		WXST-F
	WZJZ-FF	J	48 / 2.6	2.7	3.1	2.6	1.6	2.8	770 / 6.2	6.3	4.2	C	WZJZ-FF
14	WVVO	B/G	38 / 2.1	1.5	1.7	1.7	2.0	1.8	411 / 3.3	2.6	3.2	A	WVVO
15	WCLT-F	C	37 / 2.0	2.6	2.2	2.2	2.4	2.3	540 / 4.3	5.8	5.0	C	WCLT-F
16	WBNS	SPRTS	29 / 1.6	1.5	1.3	2.4	1.7	1.7	625 / 5.0	4.5	5.8	C	WBNS
17	WWCD-F	AOR-NR	27 / 1.5	1.8	1.4	1.8	1.8	1.6	836 / 6.7	6.5	9.0	D	WWCD-F
18	WAZU-F	AOR-NR	19 / 1.0	1.1	1.2	1.7	1.4	1.3	604 / 4.9	4.3	4.0	B	WAZU-F

12+ FM Share (Metro): 80.13% (1218 of 1520) (Summer 97: 81.98%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WNCI-F	1 WNCI-F >	1 WNCI-F >	1 WNCI-F	1 WNCI-F <	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F >	1 WLWQ-F >	1 WTVN <
2 WCKX-F >	2 WCKX-F	2 WCOL-F <	2 WCOL-F <	2 WSNY-F <	2 WBZX-F <	2 WBZX-F	2 WNCI-F <	2 WBZX-F <	2 WTVN <	2 WCKX-F
3 WZAZ-F	3 WCOL-F	3 WSNY-F	3 WSNY-F	3 WCOL-F >	3 WNCI-F	WNCI-F >	3 WBZX-F >	3 WNCI-F	3 WBZX-F	3 WNCI-F <
4 WXST-F	4 WSNY-F	4 WCKX-F >	4 WCKX-F >>	4 WCKX-F	4 WCOL-F	4 WZAZ-F	4 WZAZ-F <	4 WCOL-F <	WNCI-F	4 WCOL-F >
WCOL-F >	5 WZAZ-F	5 WZAZ-F	5 WZAZ-F	5 WBNS-F	5 WZAZ-F	5 WCOL-F <	5 WXST-F <	5 WTVN	5 WCOL-F	5 WLWQ-F
6 WSNY-F >	6 WXST-F >	6 WXST-F >	WXST-F	6 WTVN >	6 WAZU-F	6 WCKX-F	6 WCKX-F	6 WZAZ-F	6 WBNS-F	6 WSNY-F
7 WBZX-F	7 WBZX-F	7 WBNS-F	7 WBNS-F <	7 WLWQ-F	WCKX-F	7 WXST-F	7 WTVN	7 WCKX-F	7 WZAZ-F <	7 WSNY-F
WHOK-F	8 WLWQ-F	WBZX-F	8 WTVN <	8 WXST-F <	8 WVVO	8 WHOK-F	WCOL-F <	8 WBNS <	8 WSNY-F <	
	WHOK-F		9 WLWQ-F	9 WHOK-F <		WBNS <	9 WBNS	9 WXST-F	9 WBNS <	
			10 WHOK-F					9 WXST-F	10 WHOK-F <	
								WHOK-F		

Other Rated Stations	Metro Share	Cume Rating
WCZZ-F	J 106.3	London 0.9 3.2
WFIL	T 123.0	Columbus 0.8 2.5
WNKO-F	C 101.7	Newark 0.4 1.1
WQIO-F	CHR 93.7	Mt. Vernon 0.8 2.5
WRFD	REL 88.0	Worthington 0.6 1.8
WSMZ-F	B 103.1	Johnstown 0.7 2.8
WXMG-F	B/AC 98.9	Upper Arlington 0.6 2.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WLW	FS/T 700	Cincinnati 0.9 2.9

COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue
Blue Chip WCKX-FM, WCZZ-FM, WXMG-FM	7.6 %	6.5 %	5.4 %
CBS WAZU-FM, WHOK-FM, WLVO-FM	10.8 %	11.9 %	16.7 %
Jacor WCOL-FM, WFII-AM, WNCI-FM, WTVN-AM, WZAZ-FM	30.9 %	30.2 %	40.5 %
Local WJZA-FM, WZJZ-FM	2.6 %	2.6 %	2.4 %
	51.9 %	51.2 %	65.0 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Comments
WBNS	1460	5 kw/1 kw (DA-N)	Sports	SBUSA, 1-On-1, ESPN	\$28.00	Christal Columbus Dispatch
WFII	1230	1 kw	Talk	Westwd, CNN	\$29.00	Mc-Guild Jacor
WMNI	920	1 kw/500 w (DA-2)	Standards	Westwd	\$25.00	D&R WBZX-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC	\$149.00	Katz Jacor
WVKO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	AURN, Westwd	\$31.00	Mc-Guild Saga

FM Stations

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

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

Jim Duncan

Comments: Listening levels are down slightly . . . WSNY-F dipped to its lowest share in more than two years . . . WBZX-F also has its lowest share in over two years . . . WBNS-F partially recovered from its weak Spring showing . . . WXST-F is beginning to have an impact on the market

DALLAS-FORT WORTH

Arbitron Rank: 6 Pop (12+): 3,726,100
MSA Rank: 10-Dallas; 32-Ft. Worth
MSA Pop: 4,700,000
DMA: 8
Average Persons Rating: 15.7
Market TSL In Hours: 20.75

Stations: 40 / 40
Diaries: 4,280 / 871:1 / 48.5%
Sample Target: 4,120
% Below Line: 0.0
% Not Listed: 8.7
Pop per Station: 93,152

Last Year's Revenue: \$249,500,000
Household Income: \$48,003
Total Retail Sales: \$45.3 Bil.
#1 Biller: KVIL-F \$32,700,000
#1 Billing Portfolio: CBS \$96,700,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KHKS-F	CHR	452 / 7.7	8.0	7.1	7.5	7.3	7.6	7566 / 20.3	21.7	21.6	J	KHKS-F
2	KKDA-F	B	409 / 7.0	7.1	7.0	7.2	6.8	7.1	5078 / 13.6	13.2	13.1	I	KKDA-F
3	KVIL-F	AC/F5	303 / 5.2	5.3	4.9	5.7	5.2	5.3	5182 / 13.9	13.0	13.6	K	KVIL-F
4	KSCS-F	C	301 / 5.1	4.6	6.1	5.5	5.7	5.3	4834 / 13.0	12.6	14.6	J	KSCS-F
5	WBAP	FS/T	276 / 4.7	3.9	4.7	4.9	4.1	4.6	4225 / 11.3	11.4	10.7	J	WBAP
6	KRLD	N	248 / 4.2	3.5	4.1	3.8	4.0	3.9	5001 / 13.4	12.4	10.7	J	KRLD
7	KEGL-F	AOR	241 / 4.1	4.4	3.3	2.7	3.3	3.6	3565 / 9.6	10.9	9.5	G	KEGL-F
8	KZPS-F	CL AOR	237 / 4.0	3.3	3.4	3.9	3.1	3.7	4197 / 11.3	10.2	9.5	H	KZPS-F
9	KDMX-F	AC/CHR	224 / 3.8	5.0	3.8	3.9	4.4	4.1	5422 / 14.6	15.0	13.3	I	KDMX-F
10	KLUV-F	O	213 / 3.6	3.6	3.8	3.7	3.9	3.7	4523 / 12.1	12.3	13.0	J	KLUV-F
11	KOAI-F	J	197 / 3.4	3.2	3.3	2.7	2.9	3.1	3334 / 8.9	8.1	7.8	H	KOAI-F
12	KPLX-F	C	194 / 3.3	3.1	2.7	2.8	3.4	3.0	3609 / 9.7	9.3	9.5	I	KPLX-F
13	KLTY-F	REL-CC	186 / 3.2	2.8	3.4	3.2	3.0	3.1	2988 / 8.0	7.0	7.9	F	KLTY-F
14	KYNG-F	C	178 / 3.0	3.2	3.5	3.6	3.8	3.3	3531 / 9.5	9.4	10.1	I	KYNG-F
15	KTCK	SPRTS	162 / 2.8	2.3	2.7	2.7	2.1	2.6	2017 / 5.4	4.8	5.2	H	KTCK
16	KRBV-F	B/AC	145 / 2.5	2.8	2.8	2.9	2.7	2.7	2465 / 6.7	7.1	6.7	H	KRBV-F
17	KBFB-F	SAC	142 / 2.4	2.8	2.5	2.6	2.4	2.6	2800 / 7.5	7.0	7.1	D	KBFB-F
18	KDGE-F	AOR-NR	137 / 2.3	2.5	2.4	2.7	3.0	2.5	3841 / 10.3	11.6	11.1	H	KDGE-F
19	KTXQ-F	B/O	126 / 2.1	2.4	2.7	2.4	2.3	2.4	3285 / 8.8	10.4	10.4	G	KTXQ-F
20	WRR-F	CL	124 / 2.1	2.4	2.6	3.1	2.7	2.5	2729 / 7.3	7.6	7.3	D	WRR-F
21	KKZN-FF	AOR-P	120 / 2.0	1.9	1.5	1.4	1.8	1.7	2775 / 7.4	6.4	6.3	D	KKZN-FF
22	KLIF	T	84 / 1.4	1.5	1.6	2.0	1.9	1.6	1613 / 4.3	4.4	5.7	H	KLIF
23	KESS	SP-C	80 / 1.4	1.3	1.3	1.7	1.5	1.4	892 / 2.4	2.8	3.3	F^	KESS
24	KHCK-F	SP-TJ	64 / 1.1	1.1	1.3	1.4	1.1	1.2	1171 / 3.1	2.6	2.3	^	KHCK-F
25	KDXX-AF	SP-R	62 / 1.1	0.9	1.0	0.5	0.7	0.9	971 / 2.6	2.7	1.8	^	KDXX-AF
26	KHVN	B/G	58 / 1.0	1.1	1.5	1.3	0.9	1.2	1096 / 2.9	3.2	2.4	C	KHVN
27	KRNB-F	B/AC	56 / 1.0	1.0	1.4	1.0	1.1	1.1	1349 / 3.6	3.5	3.8	B	KRNB-F
	KZDF-FF	SP-R	56 / 1.0	0.7	0.7	1.1	1.8	0.9	666 / 1.8	1.5	2.4		KZDF-FF

12+ FM Share (Metro): 78.33% (4194 of 5354) (Summer 97: 79.38%)

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

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

DALLAS-FORT WORTH

Other Rated Stations				Metro Cume Share Rating		Consolidation Report			
				12+	25-54	Revenue			
KAAM	ST	620	Plano	0.5	1.4	ABC/Disney	12.2 %	12.3 %	15.4 %
KFJZ	SP	870	Fort Worth	0.5	0.9	KAAM-AM, KNKI-FM, KSCS-FM, WBAP-AM			
KHYI-F	C	95.3	Howe	0.5	1.0	CBS	23.3 %	24.9 %	38.8 %
KKDA	B/O	730	Grand Prairie	0.8	2.0	KHVN-AM, KLUV-AM, KLUV-FM, KOAI-FM, KRBY-FM, KRLD-AM, KVIL-FM, KYNG-FM			
KLUV	O	1190	Dallas	0.4	1.6	Chancellor	18.5 %	18.6 %	16.0 %
KRVA	SP	1600	Cockrell Hill	0.4	1.1	KBFB-FM, KDGE-FM, KHKS-FM, KTXQ-FM, KZPS-FM			
KWRD-F	REL	94.9	Arlington	0.6	2.1	HefTel	3.6 %	3.4 %	2.3 %
KXEB	G	910	Sherman	0.5	0.8	KDXX-AF, KESS-AM, KHCK-FM			
KZMP	SP-R	1540	Fort Worth	0.7	1.4	Jacor	7.9 %	8.0 %	6.7 %
						KDMX-FM, KEGL-FM			
						KKDA	8.8 %	6.3 %	5.8 %
						KKDA-AM, KKDA-FM, KRNB-FM			
						Susquehanna	9.5 %	13.8 %	11.4 %
						KKLF-AM, KKZN-FM, KLIF-AM, KPLX-FM, KTCK-AM, KXZN-FM			
						Z-Spanish	2.0 %	2.1 %	0.6 %
						KRVA-AM, KZDF-FM, KZDL-FM, KZMP-AM			
							85.8 %	89.4 %	97.0 %

AM Stations

Station	Power	Frequency	Service	Advertiser	Agency	Product
KDXX	1480	5 kw/1.9 kw (DA-2)	See KDXX-F			
KESS	1270	5 kw (DA-2)	Hispanic-Contemp.	\$65.00	Katz Hisp.	HefTel
KHVN	970	1 kw/0.27 kw	Black Gospel	\$32.00	ABC, Westwd	Mc-Guild CBS
KLIF	570	5 kw (DA-2)	Talk	\$148.00	Westwd, ABC, CBS	Mc-Guild Susquehanna
KRLD	1080	50 kw (DA-N)	News	\$175.00	CBS, Westwd	CBS CBS
KTCK	1310	5 kw/2.2 kw (DA-2)	Sports	\$60.00	Westwd, ABC	Interep Susquehanna
WBAP	820	50 kw	Full Service/Talk	\$270.00	ABC	ABC Disney

FM Stations

Station	Power	Frequency	Service	Advertiser	Agency	Product	Location
KBFB	97.9	100 kw @ 1611	Soft AC	\$114.00	Christal	Chancellor	
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00	Sentry	Chancellor	Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR	\$140.00	Allied	Jacor	
KDXX	107.9	100 kw @ 842	Hispanic-Regional	\$ NA	Katz Hisp.	HefTel	Corsicana
KEGL	97.1	100 kw @ 1460	AOR	\$169.00	Katz	Jacor	
KHCK	99.1	100 kw @ 1168	Hispanic-Tejano	\$80.00	Caballero	HefTel	Denlon
KHKS	106.1	100 kw @ 1590	CHR	\$240.00	D&R	Chancellor	Denton
KKDA	104.5	100 kw @ 1590	Black	\$200.00	AP	Christal	
KKZN	93.3	50 kw @ 436	Progressive AOR	\$ NA	Eastman	Susquehanna	Haltom City
KLTY	94.1	100 kw @ 1590	Contemp. Christian	\$85.00	AP	Katz	
KLUV	98.7	100 kw @ 1590	Oldies	\$221.00	Infinity	CBS	
KOAI	107.5	28 kw @ 1591	Jazz	\$190.00	CBS	CBS	
KPLX	99.5	100 kw @ 1678	Country	\$200.00	AP	Mc-Guild	Susquehanna
KRBY	100.3	100 kw @ 1440	Black AC/Oldies	\$177.00	ABC	CBS	CBS
KRNB	105.7	100 kw @ 1672	Black AC	\$ NA	Christal	KKDA	Stephenville
KSCS	96.3	100 kw @ 1611	Country	\$300.00	ABC	ABC	ABC/Disney
KTXQ	102.1	100 kw @ 1447	Black Oldies	\$130.00	Christal	Chancellor	
KVIL	103.7	100 kw @ 1570	AC/Full Service	\$485.00	Interep	CBS	Highland Park
KXZN	104.1	11 kw @ 492	See KKZN-F				Sanger
KYNG	105.3	100 kw @ 1528	Country	\$260.00	Westwd	CBS	CBS
KZDF	106.9	3 kw @ 328	See KZDL-F				McKinney
KZDL	107.1	4.3 kw @ 396	Hispanic	\$ NA	Caballero	Z-Spanish	Terrell
KZPS	92.5	100 kw @ 1590	Classic AOR	\$115.00	Sentry	Chancellor	
WRR	101.1	100 kw @ 1348	Classical	\$74.00	AP	Allied	City of Dallas

DALLAS-FORT WORTH

Notes: * KKDA-F revenue level includes KKDA (AM) revenue ^ KESS revenue level includes revenue of KDXX AF & KHCK-F 9/98 KYNG-F changed format from AOR to "Jammin' Oldies" (Black Oldies) 9/98 KNKI-F (96.7, Flower Mound) began operation programming Oldies 10/98 Jacor sold these stations to Clear Channel as part of a merger valued at \$4.4 Bll KDMX-F, KEGL-F 10/98 KAHZ (1360, Fort Worth) sold by Children's to Univision as part of a \$29,250,000, four-station transaction

Jim Duncan

Comments: Overall listening is off significantly (-0.8 ratings point) KZPS-F has its highest share in several years KDMX-F fell back from its big Spring 1998 KYNG-F has its fourth straight down book KTCK has achieved historically high levels

FORMAT CODES

<ul style="list-style-type: none"> AC - Adult Contemporary AC-NR - Modern AC AOR - Album Oriented Rock AOR-NR - New Rock AOR-P - Progressive AOR B - Black (audience 75%+ Black) B/AC - Black Adult Contemporary B/O - Black Oldies BIZ N - Business News C - Country C/O - Classic Country CHR - Contemporary Hit Radio, Top 40, Contemporary CL - Classical CL AOR - Classic AOR, Classic Rock CL HITS - Classic Hits/70's Oldies E - Ethnic (usually Foreign Language) EZ - Easy Listening, Beautiful Music FS - Full Service G - Gospel (B/G is Black Gospel) 	<ul style="list-style-type: none"> J - Jazz and New Adult Contemporary N - News O - Oldies REL - Religion, Christian REL-CC - Contemporary Christian SAC - Soft Adult Contemporary SP - Hispanic/Spanish SP-C - Hispanic Contemporary SP-NT - Hispanic News/Talk/Information SP-R - Hispanic-Regional SP-TP - Hispanic-Tropical SP-VA - Hispanic Variety SP-TJ - Tejano SPRTS - Sports ST - Standards, Big Band, Nostalgia T - Talk U - Urban (majority of audience is non-white) VA - Variety ? - Others or Unknown
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REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

DAYTON

Arbitron Rank: 55 Pop (12+): 819,900	Stations: 30 / 22	Last Year's Revenue: \$31,900,000
MSA Rank: 61	Diaries: 2,184 / 375:1 / 55.0%	Household Income: \$45,268
MSA Pop: 948,000	Sample Target: 2,110	Total Retail Sales: \$9.7 Bil.
DMA: 53	% Below Line: 9.7	#1 Biller: WHKO-F \$6,125,000
Average Persons Rating: 14.6	% Not Listed: 13.5	#1 Billing Portfolio: Jacor \$14,320,000
Market TSL in Hours: 19.50	Pop per Station: 37,268	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WHKO-F	C	133 / 11.1	12.2	12.2	13.6	13.2	12.3	2022 / 24.7	25.2	27.5	G	WHKO-F
2	WMMX-F	AC	92 / 7.7	8.6	9.4	8.7	8.9	8.6	1505 / 18.4	18.7	18.9	G	WMMX-F
3	WLQT-F	SAC	75 / 6.2	7.1	5.5	6.3	5.9	6.3	1142 / 13.9	15.9	15.1	D	WLQT-F
4	WHIO	N/T	71 / 5.9	5.7	4.6	5.3	5.3	5.4	1200 / 14.6	13.6	14.1	D	WHIO
5	WROU-F	B	68 / 5.7	6.0	5.3	6.5	5.1	5.9	980 / 12.0	11.7	10.3	D	WROU-F
	WING-F	CL AOR	68 / 5.7	4.7	4.7	3.9	4.3	4.7	1226 / 15.0	13.7	13.4	C	WING-F
7	WTUE-F	ADR	66 / 5.5	6.4	6.5	6.5	7.0	6.2	1206 / 14.7	14.3	16.0	E	WTUE-F
8	WXEG-F	AOR-NR	56 / 4.7	3.8	4.7	4.5	3.3	4.4	1074 / 13.1	11.3	10.9	C	WXEG-F
9	WGTZ-F	CHR	55 / 4.6	4.5	6.4	4.6	5.2	5.0	1528 / 18.6	17.1	17.4	D	WGTZ-F
10	WLW	FS/T	51 / 4.2	3.3	3.9	3.3	4.5	3.7	814 / 9.9	10.0	12.4		WLW
11	WCLR-FF	O	45 / 3.7	3.3	3.3	3.0	4.0	3.3	932 / 11.4	10.7	11.2	A	WCLR-FF
12	WONE	ST	41 / 3.4	4.4	3.5	4.5	4.0	4.0	711 / 8.7	8.7	8.3	B	WONE
13	WBTT-F	CHR/B	30 / 2.5	5.0	2.9	3.2	3.3	3.4	942 / 11.5	12.9	10.8	B	WBTT-F
14	WDAO	B	24 / 2.0	1.6	2.5	2.6	1.8	2.2	296 / 3.6	3.2	3.2	A	WDAO
16	WFCJ-F	REL	22 / 1.8	1.7	1.9	1.2	1.7	1.7	452 / 5.5	5.2	5.3		WFCJ-F
15	WLSN-F	J	22 / 1.8	1.3	1.0	1.5	0.7	1.4	323 / 3.9	3.3	2.8	A	WLSN-F
18	WPFB-F	C	19 / 1.6	1.0	1.3	1.8	1.8	1.4	345 / 4.2	4.5	4.7		WPFB-F
17	WKSW-F	C	19 / 1.6	1.1	2.0	1.1	1.7	1.4	275 / 3.4	3.1	3.8	A	WKSW-F

12+ FM Share (Metro): 78.42% (814 of 1038) (Summer 97: 79.84%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmte
1 WMMX-F	1 WMMX-F	1 WMMX-F >	1 WMMX-F	1 WHKO-F <	1 WXEG-F	1 WTUE-F	1 WTUE-F >	1 WING-F	1 WING-F	1 WROU-F <
	WROU-F	2 WHKO-F	WHKO-F >	2 WMMX-F	2 WTUE-F >	2 WXEG-F	2 WING-F	2 WTUE-F	2 WTUE-F <	2 WHKO-F <
3 WGTZ-F	WROU-F	WXEG-F <	3 WLQT-F <	3 WLQT-F >	3 WING-F	3 WING-F >	WXEG-F >	3 WHKO-F	3 WHKO-F >	3 WHIO
	WHKO-F	4 WGTZ-F <	4 WROU-F	4 WROU-F	4 WROU-F	WBTT-F	4 WHKO-F	4 WXEG-F	4 WMMX-F	4 WLQT-F <
5 WTUE-F	5 WXEG-F	5 WGTZ-F	5 WGTZ-F	5 WCLR-FF >	WROU-F	WROU-F	5 WMMX-F	5 WMMX-F	5 WLQT-F	5 WLW <
6 WXEG-F >	6 WTUE-F <	6 WLQT-F >	6 WCLR-FF <	6 WGTZ-F	6 WGTZ-F	6 WMMX-F	6 WROU-F >>	6 WROU-F	WLW <	6 WING
	7 WLQT-F >	7 WTUE-F >	7 WXEG-F <	7 WXEG-F	7 WHKO-F	7 WGTZ-F	7 WGTZ-F	7 WLQT-F	7 WHIO	
			8 WTUE-F >	8 WTUE-F		8 WBTT-F >	WHIO	WLW	WXEG-F >	
			9 WING-F	WHIO			WLQT-F	9 WHIO <	9 WROU-F	
				WING-F				10 WGTZ-F	WCLR-FF	

Other Rated Stations		Metro Share	Cume Rating
WBZI	C/O 1500 Xenia	0.4	0.6
WING	N/T 1410 Dayton	0.8	4.4
WIZE	ST 1340 Springfield	0.5	1.8
WPFB	ST 910 Middletown	0.6	1.3
WRNB-F	B/AC 96.9 Troy	0.7	2.3

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WEBN-F	AOR 102.7 Cincinnati	0.6	1.7
WGRR-F	O 103.5 Hamilton	0.4	1.7
WKRC	T 550 Cincinnati	0.7	2.7
WOFX-F	CL AOR 92.5 Cincinnati	0.4	1.5
WVAE-F	J 94.9 Fairfield	1.2	3.9
WYGY-F	C 96.5 Hamilton	0.4	2.7

DAYTON

Consolidation Report	12+	25-54	Revenue
Clear Channel WGTZ-FM, WING-AM, WING-FM	11.1 %	11.5 %	13.7 %
Cox WCLR-FM, WHIO-AM, WHKO-FM, WZLR-FM	20.7 %	21.0 %	29.0 %
Jacor WBTT-FM, WIZE-AM, WLQT-FM, WLSN-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM	32.3 %	33.8 %	46.1 %
Local (semi-duop) WRNB-FM, WROU-FM	6.4 %	6.1 %	6.6 %
	70.5 %	72.4 %	95.4 %

AM Stations

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

FM Stations

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

Notes: WLW - See Cincinnati . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WBTT-F; WIZE; WLQT-F; WLSN-F; WMMX-F; WONE; WTUE-F; WXEG-F

Jim Duncan

Comments: Overall listening to radio is down significantly (-1.4 ratings points) . . . WMMX-F is at its lowest share in nearly two years . . . WING-F has its highest share in many years while WTUE-F has its lowest . . . WBTT-F fell way back from its strong Spring showing

DENVER

Arbitron Rank: 23 Pop (12+): 1,776,100
MSA Rank: 26-Dvr.; 171-Bldr.
MSA Pop: 2,330,000
DMA: 18
Average Persons Rating: 16.1
Market TSL in Hours: 21.25

Stations: 29 / 29
Diaries: 3,048/ 583:1/ 53.5%
Sample Target: 2,930
% Below Line: 0.0
% Not Listed: 13.7
Pop per Station: 61,245

Last Year's Revenue: \$136,300,000
Household Income: \$47,797
Total Retail Sales: \$22.4 Bil.
#1 Biller: KOA \$22,700,000
#1 Billing Portfolio: Jacor \$59,640,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KYGO-F	C	225 / 7.9	8.2	7.8	9.3	7.8	8.3	3023 / 17.0	17.8	15.9	J KYGO-F
2	KOA	T/FS	213 / 7.4	8.5	6.7	7.9	7.8	7.6	3878 / 21.8	22.1	21.7	K KOA
3	KQKS-F	CHR	160 / 5.6	6.2	6.1	5.6	6.5	5.9	2332 / 13.1	13.5	14.3	E KQKS-F
4	KRFX-F	CL AOR	159 / 5.6	5.8	5.9	6.5	5.5	5.9	2575 / 14.5	14.8	14.7	H KRFX-F
5	KOSI-F	SAC	149 / 5.2	6.1	6.3	6.2	6.6	6.0	2619 / 14.7	16.2	15.7	I KOSI-F
6	KALC-F	AC/CHR	145 / 5.1	4.0	4.4	4.7	5.0	4.5	2974 / 16.7	16.8	17.5	H KALC-F
7	KBCO-F	AOR-P	142 / 5.0	4.7	5.1	5.2	5.0	5.0	2817 / 15.9	14.6	15.5	H KBCO-F
8	KXKL-F	O	141 / 4.9	4.8	4.5	4.7	5.4	4.7	2484 / 14.0	15.4	15.6	H KXKL-F
9	KBPI-F	AOR-NR	130 / 4.5	5.0	3.4	3.5	3.5	4.1	2077 / 11.7	14.0	11.3	G KBPI-F
10	KHOW	T	127 / 4.4	3.8	4.3	4.7	3.9	4.3	1832 / 10.3	9.7	9.4	E KHOW
11	KHIH-F	J	104 / 3.6	4.2	5.3	4.1	3.9	4.3	1856 / 10.4	9.9	10.5	G KHIH-F
	KKHK-F	CL AOR	104 / 3.6	4.0	4.5	4.4	3.9	4.1	2290 / 12.9	13.0	12.0	H KHKH-F
13	KIMN-F	AC	99 / 3.5	3.2	3.7	3.4	3.5	3.4	1756 / 9.9	10.5	10.9	G KIMN-F
14	KEZW	ST	85 / 3.0	3.3	3.5	2.6	3.1	3.1	1047 / 5.9	5.8	5.9	C KEZW
15	KXPK-F	AOR-P	83 / 2.9	2.3	2.9	3.0	3.1	2.8	2071 / 11.7	11.2	12.5	F KXPK-F
16	KTCL-F	AOR-NR	81 / 2.8	3.0	2.5	1.9	2.3	2.6	1674 / 9.4	9.3	8.7	C KTCL-F
17	KCKK-AF	C/O	66 / 2.3	2.5	2.2	2.8	3.1	2.5	1161 / 6.5	6.8	4.8	B KCKK-AF
18	KVOD-F	CL	49 / 1.7	2.3	2.3	2.2	2.0	2.1	911 / 5.1	6.4	5.5	D KVOD-F
19	KMXA	SP-R	48 / 1.7	1.0	0.7	0.9	0.9	1.1	528 / 3.0	1.6	1.4	B KMXA

12+ FM Share (Metro): 75.60% (1868 of 2471) (Summer 97: 76.01%)

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

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

DENVER

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			12+	25-54	Revenue
KDKO	B	1510	Littleton	0.6	1.8	Chancellor			18.9 %	20.2 %	21.7 %
KJME	SP	1390	Denver	0.4	1.2	KALC-FM, KIMN-FM, KRRF-AM, KVOD-FM, KXKL-FM, KXPB-FM					
KJMN-F	SP-C	92.1	Castle Rock	0.8	2.3	Jacor			34.2 %	36.1 %	43.8 %
KKFN	SPRTS	950	Denver	0.7	3.5	KBCO-FM, KBPI-FM, KHHH-FM, KHOW-AM, KOA-AM, KRFX-FM, KTCL-FM, KTLK-AM					
KLDC	REL	800	Brighton	0.3	0.7	Jefferson-Pilot			16.5 %	14.4 %	16.8 %
KNUS	T	710	Denver	0.5	1.7	KCKK-FM, KKFN-AM, KQKS-FM, KYGO-AM, KYGO-FM					
KRKS-F	REL	94.7	Boulder	0.6	2.0	Tribune Co.			11.8 %	11.4 %	14.8 %
KRRF	T	1280	Denver	0.8	2.2	KEZW-AM, KKHK-FM, KOSI-FM					
KTLK	T	760	Thornton	0.9	4.6						
									81.4 %	82.1 %	97.1 %

AM Stations

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

FM Stations

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

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KBCO-F; KBPI-F; KHHH-F; KHOW; KOA; KRFX-F; KTCL-F; KTLK . . . 10/98 KXPB-F changed from Progressive AOR to New Rock

Jim Duncan

Comments: Listening levels are steady . . . KVOD-F has fallen to its lowest share in several years . . . KRFX-F has its third consecutive down book . . . KOSI-F is trending downward and has its lowest share in over two years

DES MOINES

Arbitron Rank: 88	Pop (12+): 419,700	Stations: 21 / 20	Last Year's Revenue: \$23,600,000
MSA Rank: 118		Diaries: 1,583 / 265 1 / 56 0%	Household Income: \$47,832
MSA Pop: 433,000		Sample Target: 1,520	Total Retail Sales: \$6.5 Bil
DMA: 72		% Below Line: 0.5	#1 Biller: WHO \$6,750,000
Average Persons Rating: 14.2		% Not Listed: 11.9	#1 Billing Portfolio: Jacor \$8,930,000
Market TSL in Hours: 19:25		Pop per Station: 20,985	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Simulcast Gp. Code
1 WHO	FS	70 / 11.7	12.5	14.2	13.3	12.1	12.9	1063 / 25.3	25.5	22.0	G WHO
2 KSTZ-F	CHR/AC	52 / 8.7	8.2	8.6	8.2	8.9	8.4	966 / 23.0	23.9	24.0	C KSTZ-F
3 KAZR-F	AOR	43 / 7.2	7.7	7.9	7.5	6.2	7.6	690 / 16.4	15.7	16.4	H KAZR-F
4 KIOA-F	O	42 / 7.0	7.5	7.4	6.4	7.1	7.1	732 / 17.4	19.2	19.2	D KIOA-F
5 KHKI-F	C	41 / 6.9	6.7	5.7	8.8	5.2	7.0	568 / 13.5	14.0	12.9	C KHKI-F
6 KJJY-F	C	37 / 6.2	8.0	6.2	9.2	8.4	7.4	720 / 17.2	16.8	19.3	E KJJY-F
7 KRKQ-F	CL AOR	34 / 5.7	4.9	5.1	4.8	7.6	5.1	646 / 15.4	15.5	17.3	B KRKQ-F
8 KMXD-F	AC/CHR	33 / 5.5	4.5	6.9	3.9	5.7	5.2	578 / 13.8	11.6	13.1	I KMXD-F
9 KGGO-F	AOR	28 / 4.7	7.1	4.8	4.9	7.5	5.4	499 / 11.9	14.7	17.3	D KGGO-F
	KLTI-F	SAC	28 / 4.7	3.9	5.0	4.9	3.2	596 / 14.2	11.9	9.8	B KLTI-F
11 KKDM-F	CHR NR	27 / 4.5	4.2	3.9	3.1	5.5	3.9	636 / 15.1	14.0	14.5	C KKDM-F
12 KRNT	ST	24 / 4.0	3.5	3.3	3.4	3.7	3.6	426 / 10.2	8.0	8.5	A KRNT
13 KYSY-F	SAC	18 / 3.0	3.3	2.1	2.5	2.6	2.7	279 / 6.6	7.5	5.2	A KYSY-F
14 KCCO-F	CHR	16 / 2.7	2.5	2.1	1.1	1.1	2.1	374 / 8.9	6.2	5.1	KCCO-F

12+ FM Share (Metro) 79.13% (417 of 527) (Summer 97 80.11%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Lvc	12+ Wind
1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 WHO	1 WHO	1 WHO	1 WHO	1 WHO	1 WHO
2 KAZR-F	2 KAZR-F	2 KAZR-F	2 KRKQ-F	2 KRKQ-F	2 KIOA-F	2 KAZR-F	2 KSTZ-F	2 KSTZ-F	2 KSTZ-F	2 KSTZ-F
3 KHKI-F	3 KHKI-F	3 KHKI-F	3 KMXD-F	3 KIOA-F	3 KJJY-F	3 KRKQ-F	3 KHKI-F	3 KIOA-F	3 KAZR-F	3 KHKI-F
4 KMXD-F	4 KRKQ-F	4 KRKQ-F	4 WHO	4 KRNT	4 KSTZ-F	4 KIOA-F	4 KRKQ-F	4 KRKQ-F	4 KAZR-F	4 KAZR-F
5 KRKQ-F	5 KMXD-F	5 WHO	5 KMXD-F	5 KLTI-F	5 KIOA-F	5 KMXD-F	5 KMXD-F	5 KJJY-F	5 KLTI-F	5 KIOA-F
6 KGGO-F	6 KGGO-F	6 KGGO-F	6 KRKQ-F	6 KRKQ-F	6 KRKQ-F	6 KJJY-F	6 KJJY-F	6 KMXD-F	6 KIOA-F	6 KJJY-F
7 KRDM-F	7 KJJY-F	7 KJJY-F	7 KJJY-F	7 KRKQ-F	7 KRKQ-F	7 KRKQ-F	7 KAZR-F	7 KAZR-F	7 KRDM-F	7 KRDM-F
8 KJJY-F	8 KIOA-F	8 KAZR-F	8 KAZR-F	8 KAZR-F	8 KYSY-F	8 KMXD-F	8 KGGO-F	8 KRKQ-F	8 KRNT	8 KRDM-F
	9 WHO	9 KGGO-F	9 KGGO-F	9 KMXD-F	9 KGGO-F	9 KRKQ-F	9 KGGO-F	9 KCCO-F	9 KRNT	9 KRNT
	10 KLTI-F	10 KLTI-F	10 KLTI-F	10 KSTZ-F	10 KGGO-F	10 KRNT	10 KRDM-F	10 KRDM-F	10 KMXD-F	10 KSTZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Overall
1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KAZR-F	1 KAZR-F	1 KAZR-F	1 KAZR-F	1 WHO	1 WHO
2 KMXD-F	2 KMXD-F	2 KMXD-F	2 KMXD-F	2 KIOA-F	2 KRKQ-F	2 KSTZ-F	2 KRKQ-F	2 KGGO-F	2 KRKQ-F	2 KSTZ-F
3 KRDM-F	3 KRKQ-F	3 KRKQ-F	3 KJJY-F	3 KJJY-F	3 KGGO-F	3 KRKQ-F	3 KSTZ-F	3 KRKQ-F	3 KAZR-F	3 KRDM-F
4 KGGO-F	4 KJJY-F	4 KJJY-F	4 KRKQ-F	4 KMXD-F	4 KCCO-F	4 KRKQ-F	4 KGGO-F	4 KRKQ-F	4 KRKQ-F	4 KSTZ-F
5 KJJY-F	5 KRDM-F	5 KLTI-F	5 KLTI-F	5 KRKQ-F	5 KSTZ-F	5 KGGO-F	5 KRKQ-F	5 KSTZ-F	5 KGGO-F	5 KRDM-F
6 KAZR-F	6 KAZR-F	6 KRKQ-F	6 KIOA-F	6 KLTI-F	6 KRDM-F	6 KMXD-F	6 KMXD-F	6 WHO	6 KRKQ-F	6 KRKQ-F
	7 KLTI-F	7 KGGO-F	7 KRKQ-F	7 WHO	7 KRDM-F	7 KRDM-F	7 KRDM-F	7 KRDM-F	7 KRDM-F	7 KRDM-F
		8 KAZR-F	8 KRDM-F	8 KYSY-F				8 KIOA-F	8 KMXD-F	8 KMXD-F
			9 WHO					9 KRDM-F	9 KJJY-F	9 KJJY-F

Other Rated Stations	Metro Share	Cume Rating
KJDA	14.6	Dis. Moner 0.5 1.0
KJDF	10.6	Dis. Moner 1.3 3.1
KJDF	9.1	Market 1.0 1.3
KJDF	11.0	Dis. Moner 0.7 2.3
KJDF	9.0	Dis. Moner 1.0 3.9
KJDF	9.0	Watercast 0.7 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KJDF	9.0	140 Total 0.5 1.2

DES MOINES

Consolidation Report	12+	25-54	Revenue
Barnstable KJJY-FM, KKSO-AM, KRKQ-FM	13.7 %	16.7 %	18.1 %
Capstar KDMI-AM, KGGO-FM, KHKI-FM	12.1 %	15.2 %	16.8 %
Jacor KMXD-FM, KYSY-FM, WHO-AM	20.2 %	19.2 %	37.8 %
Saga KAZR-FM, KIOA-FM, KLTJ-FM, KRNT-AM, KSTZ-FM, KXTK-AM	32.6 %	32.3 %	25.6 %
	78.6 %	83.4 %	98.3 %

AM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Katz	Saga
KXTK	940	10 kw/5 kw (DA-2)	Talk	ABC	\$ NA	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tlknl	\$110.00	Christal	Jacor

FM Stations

Station	Freq	Power	Format	Comments	Advertiser	Agency	Buyer
KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga Pella
KCCQ	105.1	25 kw @ 328	CHR		\$ NA	---	KASI Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Capstar
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	Capstar
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga
KJJY	92.5	41 kw @ 541	Country		\$70.00	D&R	Barnstable Ankeny
KKDM	107.5	23 kw @ 722	CHR-New Rock	Westwd	\$29.00	Roslin	
KLTJ	104.1	100 kw @ 1010	Soft AC		\$<20.00	Katz	Saga Ames
KMXD	100.3	100 kw @ 1700	AC/CHR		\$47.00	Christal	Jacor
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	D&R	Barnstable Boone
KSTZ	102.5	100 kw @ 1260	CHR/AC		\$46.00	Katz	Saga
KYSY	106.3	18 kw @ 328	Soft AC		\$<20.00	Christal	Jacor Ankeny

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

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . For the first time, KHKI-F is the market's #1 Country station

DETROIT

Arbitron Rank: 7 Pop (12+): 3,692,300
MSA Rank: 6
MSA Pop: 4,880,000
DMA: 9
Average Persons Rating: 16.9
Market TSL in Hours: 22.25

Stations: 33 / 30
Diaries: 4,464 / 827:1 / 51.8%
Sample Target: 4,360
% Below Line: 1.1
% Not Listed: 11.3
Pop per Station: 123.077

Last Year's Revenue: \$203,400,000
Household Income: \$49,940
Total Retail Sales: \$44.0 Bil.
#1 Biller: WNIC-F \$19,500,000
#1 Billing Portfolio:
 Chancellor \$67,550,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WNIC-F	AC	500 / 8.0	7.5	7.6	7.4	6.6	7.6	6453 / 17.5	15.9	15.7	J WNIC-F
2	WJLB-F	B	444 / 7.1	7.7	8.1	7.9	7.9	7.7	6110 / 16.5	16.2	17.1	J WJLB-F
3	WOMC-F	O	410 / 6.6	5.6	5.9	5.5	5.9	5.9	6518 / 17.7	14.4	16.8	J WOMC-F
4	WJR	FS/T	373 / 6.0	6.8	5.8	6.4	6.7	6.2	6145 / 16.6	20.5	17.4	J WJR
5	WWJ	N	328 / 5.3	5.1	4.9	5.2	4.9	5.1	6555 / 17.8	16.8	17.6	J WWJ
6	WVMV-F	J	299 / 4.8	4.1	4.7	3.5	3.5	4.3	4205 / 11.4	9.7	9.2	G WVMV-F
7	WKQI-F	AC/CHR	284 / 4.6	4.3	4.1	4.1	4.5	4.3	6384 / 17.3	16.6	16.3	I WKQI-F
8	WCSX-F	CL AOR	258 / 4.1	3.9	3.0	3.1	3.4	3.5	4498 / 12.2	11.9	10.9	H WCSX-F
9	WWWWW-F	C	251 / 4.0	3.2	3.7	3.4	3.5	3.6	4132 / 11.2	9.4	9.5	H WWWWW-F
10	WMXD-F	B/AOR	223 / 3.6	3.9	4.0	3.9	3.9	3.8	3432 / 9.3	9.5	9.4	H WMXD-F
11	WRIF-F	AOR	221 / 3.5	3.4	4.1	3.8	4.5	3.7	4116 / 11.1	11.9	12.4	I WRIF-F
12	WDTJ-F	B	202 / 3.2	3.5	3.4	3.2	4.0	3.3	3956 / 10.7	10.4	11.2	F WDTJ-F
13	WYCD-F	C	198 / 3.2	3.0	3.0	3.5	3.3	3.2	3547 / 9.6	8.6	9.1	I WYCD-F
14	WXYT	T	192 / 3.1	2.8	3.4	3.6	2.6	3.2	2681 / 7.3	6.8	7.4	H WXYT
15	WDRQ-F	CHR	188 / 3.0	3.5	2.6	3.2	3.4	3.1	4701 / 12.7	13.3	12.4	G WDRQ-F
16	WPLT-F	CHR-NR	143 / 2.3	2.6	2.7	3.0	3.5	2.6	4470 / 12.1	12.4	13.8	F WPLT-F
17	CKWW	ST	125 / 2.0	3.1	2.3	3.0	2.9	2.6	1766 / 4.8	6.1	4.9	CKWW
18	WKRK-F	AOR-NR	115 / 1.8	2.0	1.7	1.4	1.4	1.7	2806 / 7.6	7.9	6.3	E WKRK-F
19	WWBR-F	AOR	106 / 1.7	2.0	1.8	2.3	1.5	2.0	2335 / 6.3	6.7	5.6	E WWBR-F
20	WDFN	SPRTS	96 / 1.5	1.6	1.9	1.8	1.4	1.7	1486 / 4.0	4.7	4.1	D WDFN
21	CIMX-F	AOR-NR	88 / 1.4	1.5	1.4	1.5	1.7	1.5	2850 / 7.7	8.0	7.8	CIMX-F
22	WQBH	G	87 / 1.4	0.9	1.1	1.1	1.5	1.1	1173 / 3.2	2.6	3.1	C WQBH
23	CIDR-F	AOR-P	72 / 1.2	0.9	1.0	1.2	1.1	1.1	1956 / 5.3	5.0	5.3	CIDR-F
24	WXDG-F	AOR-NR	67 / 1.1	1.6	1.1	1.9	2.4	1.4	2034 / 5.5	5.4	6.3	E WXDG-F
25	WGPR-F	B/AOR	61 / 1.0	1.3	1.4	1.2	0.8	1.2	1613 / 4.4	4.2	4.0	D WGPR-F

12+ FM Share (Metro): 76.96% (4260 of 5535) (Summer 97: 76.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJLB-F >	1 WJLB-F >	1 WNIC-F	1 WNIC-F >	1 WNIC-F	1 WNIC-F <	1 WNIC-F <	1 WNIC-F >	1 WNIC-F <	1 WJLB-F >	1 WJLB-F
2 WDTJ-F >	2 WRIF-F <	2 WJLB-F	2 WJLB-F <	2 WOMC-F	2 WOMC-F <	2 WWJ	2 WJLB-F	2 WJLB-F	2 WVMV-F <	2 WOMC-F
3 WKQI-F <	3 WKQI-F <	3 WCSX-F <	3 WOMC-F <	3 WJLB-F <	3 WJR	3 WJR <	3 WJR <	3 WOMC-F	3 WNIC-F	3 WNIC-F
4 WDRQ-F	4 WNIC-F <	4 WKQI-F <	4 WCSX-F	4 WCSX-F <	4 WWJ	4 WOMC-F	4 WJLB-F <	4 WJR <	4 WDTJ-F	4 WJR
5 WDRQ-F <	5 WOMC-F <	5 WKQI-F <	5 WVMV-F	5 WVMV-F	5 WRIF-F	5 WKQI-F <	5 WVMV-F <	5 WJR	5 WJR	5 WVMV-F <
6 WDTJ-F	6 WRIF-F	6 WVMV-F	6 WKQI-F	6 WXYT <	WJLB-F >	6 WXYT <	6 WKQI-F <	6 WOMC-F <	6 WWJ <	6 WWJ <
7 WPLT-F <	7 WVMV-F	7 WRIF-F <	7 WRIF-F	7 WWWV-F	7 WKQI-F <	7 WCSX-F <	7 WWJ <	7 WMXD-F <	7 WWWV-F	7 WWWV-F
8 WCSX-F <	8 WMXD-F <	8 WMXD-F	WJR	WMXD-F <	8 WMXD-F <	8 WVMV-F	8 WWWV-F <	8 WKQI-F	8 WMXD-F <	8 WMXD-F <
9 WYCD-F <	9 WDRQ-F	9 WWWV-F <	WMXD-F	9 WCSX-F	9 WCSX-F	9 WWWV-F	9 WCSX-F	9 WDRQ-F <	9 WKQI-F	9 WKQI-F
	WWWWW-F <	10 WYCD-F <	10 WWWV-F <			WWJ				WCSX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJLB-F	1 WJLB-F	1 WJLB-F <	1 WNIC-F >	1 WNIC-F >	1 WJLB-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F <	1 WOMC-F <	1 WJLB-F >
2 WDRQ-F	2 WKQI-F <	2 WNIC-F <	2 WJLB-F	2 WOMC-F <	2 WRIF-F	2 WJLB-F >	2 WJLB-F	2 WCSX-F	2 WCSX-F <	2 WWJ
3 WKQI-F	3 WNIC-F	3 WKQI-F >	3 WKQI-F >	3 WKQI-F <	3 WDTJ-F	3 WKRK-F <	3 WDFN <	3 WJLB-F	3 WRIF-F	3 WVMV-F <
4 WDTJ-F	4 WDRQ-F	4 WPLT-F	4 WOMC-F	4 WKQI-F	4 WDRQ-F	4 WCSX-F <	4 WKRK-F	4 WOMC-F	4 WNIC-F	4 WDTJ-F <
5 WNIC-F >	5 WDTJ-F <	5 WWWV-F <	5 WDRQ-F	5 WVMV-F <	5 WCSX-F <	5 WDTJ-F	5 WWBR-F <	5 WVMV-F <	5 WVMV-F	5 WMXD-F <
6 WWWV-F <	6 WPLT-F	6 WDRQ-F <	WMXD-F <	6 WWWV-F <	6 WKQI-F	6 WDFN	6 WYCD-F <	6 WNIC-F	6 WJR <	6 WJR <
7 WPLT-F <	7 WWWV-F	7 WDTJ-F <	7 WWWV-F	7 WMXD-F	7 WKRK-F	7 WKRK-F	7 WCSX-F	7 WJR <	7 WJLB-F	7 WJLB-F
	8 WYCD-F	8 WCSX-F <	8 WVMV-F <	8 WYCD-F <	8 WWBR-F	8 WYCD-F <	8 WPLT-F	8 WDFN	8 WWJ <	8 WWJ <
	9 WMXD-F	9 WYCD-F	9 WCSX-F <	9 WCSX-F	9 WDRQ-F <	9 WNIC-F	9 WNIC-F	9 WYCD-F <	9 WDFN	9 WDFN
	WCSX-F		10 WYCD-F		10 WPLT-F <					

DETROIT

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			
CKLW	N/T	800	Windsor, ON	0.4	2.4	ABC/Disney	11.3 %	9.2 %	13.6 %
WEXL	G	1340	Royal Oak	0.3	1.5	WDRQ-FM, WJR-AM, WPLT-FM			
WHMI-F	AC	93.5	Howell	0.3	1.1	CBS	24.8 %	24.7 %	32.5 %
Wmuz-F	REL	103.5	Detroit	0.7	3.5	WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM			
WYUR	ST	1310	Dearborn	0.4	1.3	Chancellor	29.2 %	37.1 %	33.2 %
						WDFN-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM			
						Greater Media	8.7 %	11.0 %	13.5 %
						WCSX-FM, WRIF-FM, Wxdg-FM			
						Radio One, pend.	4.9 %	4.1 %	3.6 %
						WCHB-AM, WDTJ-FM, WWBR-FM			
							78.9 %	86.1 %	96.4 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WCRZ-F	AC	107.9	Flint	0.4	1.1
WHNN-F	O	96.1	Bay City	0.4	1.2
WTWR-F	CHR	98.3	Monroe	0.3	1.1

AM Stations

Station	Power	Frequency	Format	Company	City
CKWW	580	0.5 kw (DA-1)	Standards	Westwd	Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	Chancellor
WJR	760	50 kw	Full Svc./Talk	ABC	ABC/Disney
WQBH	1400	1 kw	Black Gospel		Patt
WWJ	950	5 kw (DA-N)	News	CBS	CBS
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	CBS

FM Stations

Station	Power	Frequency	Format	Company	City		
CIDR	93.9	100 kw @ 699	Progressive AOR	\$77.00	D&R	CHUM, Ltd.	Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock	\$22.00	D&R	CHUM, Ltd.	Windsor, ON
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd \$150.00	Mc-Guild	Greater Media	Birmingham
WDRQ	93.1	26.5 kw @ 668	CHR	\$130.00	ABC	ABC/Disney	
WDTJ	105.9	20 kw @ 724	Black	\$80.00	Allied	Radio One	
WGPR	107.5	50 kw @ 375	Black AC	\$43.00	—		
WJLB	97.9	50 kw @ 490	Black	\$240.00	Sentry	Chancellor	
WKQI	95.5	100 kw @ 426	AC/CHR	\$184.00	Eastman	Chancellor	
WKRK	97.1	15 kw @ 890	AOR-New Rock	\$100.00	CBS	CBS	
WMUZ	103.5	50 kw @ 465	Religion	\$ NA	Crawford	Crawford	
WMXD	92.3	22 kw @ 459	Black AC	ABC \$140.00	Allied	Chancellor	
WNIC	100.3	32 kw @ 600	AC	AMFM \$215.00	Eastman	Chancellor	Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd \$221.00	Infinity	CBS	
WPLT	96.3	20 kw @ 786	CHR-New Rock	ABC \$100.00	ABC	ABC/Disney	
WRIF	101.1	27 kw @ 880	AOR	\$180.00	Mc-Guild	Greater Media	
WVMV	98.7	50 kw @ 463	Jazz	Westwd \$90.00	Group W	CBS	
WWBR	102.7	50 kw @ 500	AOR	ABC, Westwd \$55.00	D&R	Radio One, pend.	Mt. Clemens
WWWV	106.7	61 kw @ 510	Country	Westwd \$160.00	Katz	Chancellor	
WXDG	105.1	20 kw @ 784	AOR-New Rock	\$ NA	Mc-Guild	Greater Media	
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source \$190.00	Group W	CBS	

Notes: 9/98 WCAR (1090; Livonia) changed from Variety to ETWN Catholic Network/Gospel . . . 9/98 WCHB-F changed calls to WDTJ-F ("Detroit Jamz"); remains Black . . . 10/98 WWBR-F sold by Syncom to Radio One for \$27,000,000

Jim Duncan

Comments: Overall listening to radio is steady . . . WVMV-F is up to record-high share levels . . . WOMC-F has its best book in more than two years . . . WJLB-F has its lowest share in many years as does WMXD-F . . . WCSX-F hit its highest share in more than two years . . . WPLT-F is down for the fourth straight survey . . . CKWW slipped to its poorest 12+ share in more than two years

EL PASO

Arbitron Rank: 70 Pop (12+): 555,700	Stations: 34 / 30	Last Year's Revenue: \$18,400,000
MSA Rank: 76	Diaries: 1,156 / 481 1 / 53 2%	Household Income: \$30,263
MSA Pop: 714,000	Sample Target: 1,070	Total Retail Sales: \$5.1 Bil
DMA: 99	% Below Line: 3.7	#1 Biller: KBNA-AF \$3,600,000
Average Persons Rating: 16.5	% Not Listed: 6.9	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 18,523	Clear Channel \$4,420,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									D	Station
1	KPRR-F	CHR/U	159 / 17.3	13.7	15.5	15.5	13.8	15.5	1992 / 35.9	34.8	34.8	D	KPRR-F
2	KLAQ-F	AOR	96 / 10.5	10.8	11.4	11.2	14.2	11.0	1514 / 27.2	25.6	27.0	D	KLAQ-F
3	KBNA-AF	SP-C	93 / 10.1	11.3	12.3	13.5	13.5	12.6	1407 / 25.3	29.3	28.6	E	KBNA-AF
4	KSII-F	AC	73 / 8.0	7.8	6.7	7.2	6.4	7.4	1378 / 24.8	21.2	19.5	B	KSII-F
5	KOFX-F	O	68 / 7.4	4.9	6.1	6.2	4.8	6.2	976 / 17.6	15.1	16.8	C	KOFX-F
6	KTSM-F	SAC	55 / 6.0	8.4	6.9	7.1	6.9	7.1	1038 / 18.7	19.8	17.8	C	KTSM-F
7	KHEY-F	C	47 / 5.1	5.7	6.2	6.6	4.3	5.9	890 / 16.0	12.8	12.4	C	KHEY-F
8	KTSM	N/T	31 / 3.4	3.9	3.7	3.8	4.6	3.7	361 / 6.5	6.5	8.2	B	KTSM
9	XHH-F	SP-C	28 / 3.1	3.2	3.2	2.7	3.3	3.0	541 / 9.7	8.9	9.7		XHH-F
10	KATH-F	C	27 / 2.9	2.8	1.7	2.1	2.3	2.4	517 / 9.3	7.6	8.3	B	KATH-F
11	KINT-F	SP-C	21 / 2.3	3.1	2.7	2.1	3.5	2.5	622 / 11.2	11.8	10.3	C	KINT-F
12	XEWR	SP	15 / 1.6	2.0	1.7	1.4	2.5	1.7	294 / 5.3	5.4	5.4		XEWR

12+ FM Share (Metro) 82.79% (707 of 854) (Summer 97 83.22%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KPRR-F >>>	1 KPRR-F >>	1 KPRR-F >	1 KPRR-F >	1 KPRR-F	1 KPRR-F >	1 KLAQ-F	1 KLAQ-F >>	1 KLAQ-F	1 KLAQ-F	1 KPRR-F >
2 KSII-F	2 KLAQ-F	2 KSII-F	2 KSII-F <	2 KBNA-AF	2 KLAQ-F >	2 KPRR-F >>	2 KPRR-F	2 KPRR-F	2 KOFX-F	2 KLAQ-F >
KLAQ-F >>	3 KSII-F >	3 KLAQ-F	3 KBNA-AF	3 KSII-F	3 KATH-F >	3 KSII-F	3 KSII-F	3 KBNA-AF <	3 KBNA-AF	3 KHEY-F
4 KBNA-AF	4 KBNA-AF >	4 KBNA-AF >	4 KLAQ-F	4 KTSM-F <	4 KBNA-AF	4 KBNA-AF	4 KOFX-F	4 KOFX-F	4 KSII-F	4 KATH-F
5 XHH-F	5 XHH-F	5 XHH-F	5 KTSM-F	5 KOFX-F <	5 KSII-F	5 KATH-F	KBNA-AF >>	5 KSII-F >	KPRR-F >>	KOFX-F
KHEY-F >	6 KTSM-F	KTSM-F >	6 KOFX-F	6 KLAQ-F		KOFX-F >>	6 KHEY-F	6 KATH-F >	6 KTSM-F	6 KTSM-F
	7 KHEY-F		7 KHEY-F	7 KHEY-F			KTSM-F	7 KHEY-F	7 KHEY-F	7 KHEY-F
	KATH-F		8 XHH-F	8 XHH-F				8 KTSM		8 KTSM

Other Rated Stations					Other Rated Stations--Outside Market						
Station	Format	Pop	Metro Share	Cume Rating	Station	Format	Pop	Metro Share	Cume Rating		
KAMA	SP	750	El Paso	0.5	3.2	XEVR	SP-C	1000	Ciudad Juarez, MX	0.8	2.6
KELP	REL	1590	El Paso	0.9	2.6	XHPX-F	SP-C	98.3	Ciudad Juarez, MX	0.8	3.0
KFNA	SP-NI	1060	El Paso	0.7	1.0	XJPV	SP	1560	Ciudad Juarez, MX	0.5	1.0
KHEY	SPRTS	690	El Paso	0.7	3.4						
KPAS-F	REL	1031	Fabens	0.3	1.2						
KROD	T	600	El Paso	1.3	3.9						
KROL-F	REL-CC	99.5	Las Cruces, NM	0.3	1.5						
KSVE	SP	1150	El Paso	0.3	1.4						
KVIV	SP	1340	El Paso	1.3	2.1						
XEP	SP	1300	Ciudad Juarez, MX	0.3	1.0						
XEPZ	SP	1190	Ciudad Juarez, MX	0.7	1.1						
XEWG	SP	1240	Ciudad Juarez, MX	0.5	1.4						
XHEM-F	SP	1035	Ciudad Juarez, MX	0.8	3.6						
XHGU-F	SP-C	105.9	Ciudad Juarez, MX	1.3	3.4						
XHIM-F	SP	105.1	Ciudad Juarez, MX	1.1	2.7						
XHNZ-F	SP	107.5	Ciudad Juarez, MX	0.7	2.9						
XHTO-F	SP-C	104.3	Ciudad Juarez, MX	0.4	2.8						
XROK	SP	800	Ciudad Juarez, MX	1.2	2.7						

EL PASO

Consolidation Report	12+	25-54	Revenue
Clear Channel KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM	32.5 %	26.1 %	37.5 %
Heftel KAMA-AM, KBNA-AM, KBNA-FM	10.7 %	12.5 %	21.0 %
Local KATH-FM, KOFX-FM	10.3 %	13.3 %	11.6 %
New Wave KLAQ-FM, KROD-AM, KSII-FM	19.8 %	22.0 %	23.0 %
	73.3 %	73.9 %	93.1 %

AM Stations

KBNA	920	1 kw/0.5 kw (DA-N)	See KBNA-F				
KROD	600	5 kw (DA-N)	Talk	CBS	\$<20.00	Mc-Guild	New Wave
KTSM	1380	5 kw/0.5 kw	News/Talk	Talknt. ABC, Westwd	\$25.00	Christal	Clear Channel
XEWG	1240	1 kw	Hispanic		\$ NA	Lotus	Ciudad Juarez, MX
XROK	800	50 kw/150 kw	Hispanic		\$ NA	Advtg. Best	Ciudad Juarez, MX

FM Stations

KATH	94.7	100 kw @ 1194	Country		\$26.00	Katz	KOFX-F
KBNA	97.5	100 kw @ 1088	Hispanic Contemp.		\$64.00	Katz Hisp.	Heftel
KHEY	96.3	100 kw @ 1388	Country	ABC	\$52.00	Cir Chnl	Clear Channel
KINT	93.9	100 kw @ 1420	Hispanic Contemp.		\$31.00	Caballero	
KLAQ	95.5	100 kw @ 1388	AOR		\$55.00	Mc-Guild	New Wave
KOFX	92.3	100 kw @ 1860	Oldies		\$33.00	Katz	KSET-F
KPRR	102.1	100 kw @ 1190	CHR/Urban		\$50.00	Cir Chnl	Clear Channel
KSII	93.1	100 kw @ 1420	AC		\$22.00	Mc-Guild	New Wave
KTSM	99.9	100 kw @ 1820	Soft AC		\$35.00	Christal	Clear Channel
XHH	100.7	100 kw @ 249	Hispanic Contemp.		\$22.00	Caballero	Ciudad Juarez, MX

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

Jim Duncan

Comments: Listening levels are down significantly (-0.9 ratings point) . . . KPRR-F is at record-high levels . . . KSII-F has its highest share in more than two years; the same is true for KOFX-F

FRESNO

Arbitron Rank: 65 Pop (12+): 612,200	Stations: 31 / 28	Last Year's Revenue: \$28,700,000
MSA Rank: 66	Diaries: 1,700/ 360:1/ 50.0%	Household Income: \$33,176
MSA Pop: 904,000	Sample Target: 1,670	Total Retail Sales: \$5.9 Bil.
DMA: 56	% Below Line: 3.8	#1 Biller: KMJ \$5,750,000
Average Persons Rating: 16.1	% Not Listed: 12.2	#1 Billing Portfolio: CBS \$12,300,000
Market TSL in Hours: 22.00	Pop per Station: 21,864	

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									Level	Station
1	KMJ	N/T	91 / 9.2	8.8	10.1	10.2	8.9	9.6	1026 / 16.8	16.0	16.4	G	KMJ
2	KNAX-F	B/O	56 / 5.7	3.1	3.5	3.5	4.6	3.9	828 / 13.5	8.4	8.9	B	KNAX-F
3	KBOS-F	CHR	55 / 5.6	5.3	6.6	8.9	8.4	6.6	1147 / 18.7	18.3	20.5	E	KBOS-F
4	KSKS-F	C	53 / 5.4	4.4	4.0	3.6	6.6	4.3	761 / 12.4	10.6	12.3	D	KSKS-F
5	KRZR-F	AOR	45 / 4.6	3.5	2.8	4.4	4.5	3.8	687 / 11.2	10.0	11.2	C	KRZR-F
6	KSOF-F	AC	42 / 4.2	4.3	3.2	3.0	3.5	3.7	696 / 11.4	10.8	9.6	C	KSOF-F
7	KJWL-F	ST	39 / 3.9	5.5	5.6	5.8	5.2	5.2	505 / 8.2	9.6	8.8	B	KJWL-F
	KJFX-F	CL AOR	39 / 3.9	3.9	4.0	3.6	4.0	3.9	659 / 10.8	10.5	10.7	C	KJFX-F
	KRNC-F	SP-C	39 / 3.9	3.6	3.3	3.6	3.0	3.6	449 / 7.3	8.0	7.2	A	KRNC-F
10	KOQO-F	SP	38 / 3.8	4.8	5.3	5.0	3.0	4.7	563 / 9.2	10.2	7.8	C	KOQO-F
	KLBN-F	SP-R	38 / 3.8	3.6	5.9	4.6	3.9	4.5	539 / 8.8	9.9	8.7	C	KLBN-F
12	KALZ-F	AC-NR	34 / 3.4	4.0	2.8	2.5	3.4	3.2	841 / 13.7	12.7	11.0		KALZ-F
13	KVSR-F	AC-NR	32 / 3.2	4.8	5.2	5.0	5.5	4.6	788 / 12.9	15.8	17.4	C	KVSR-F
14	KEZL-F	J	30 / 3.0	4.2	4.8	2.5	2.8	3.6	438 / 7.2	9.1	6.8	C	KEZL-F
	KFSO-F	O	30 / 3.0	3.5	4.0	4.4	5.5	3.7	641 / 10.5	11.1	12.6	D	KFSO-F
16	KTAA-F	CHR/U	29 / 2.9	3.8	2.1				464 / 7.6	8.4			KTAA-F
17	KSEQ-F	CHR	28 / 2.8	1.7	2.0	1.8	0.8	2.1	661 / 10.8	9.2	3.6		KSEQ-F
18	KFRR-F	AOR-NR	21 / 2.1	3.3	2.7	2.6	3.1	2.7	541 / 8.8	10.9	9.8	B	KFRR-F
19	KFRE	T	19 / 1.9	1.4	1.9	1.5	1.1	1.7	292 / 4.8	4.5	3.3		KFRE
20	KGST	SP	17 / 1.7	1.7	1.1	1.0	1.5	1.4	219 / 3.6	3.7	3.3	A	KGST
21	KZFO-F	SP-C	14 / 1.4	1.4	1.3	1.8	1.6	1.5	193 / 3.1	3.1	3.4		KZFO-F
22	KMPH-F	N	12 / 1.2	1.4	1.5	0.9	1.3	1.3	341 / 5.6	5.3	5.2		KMPH-F
23	KXEX	SP-C	10 / 1.0		0.5	0.4	0.6		136 / 2.2		1.8		KXEX

12+ FM Share (Metro): 79.35% (688 of 867) (Summer 97: 81.66%)

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

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

FRESNO

Other Rated Stations				Metro Share	Cume Rating
KBIF	REL	900	Fresno	0.5	1.4
KCBL	SPRTS	1340	Fresno	0.9	1.7
KIGS	E	620	Hanford	0.9	0.8
KMMM-F	SP	107.1	Madera	0.9	2.7
KOOR	SP-R	790	Clovis	0.6	1.5
KYNO	SPRTS	1300	Fresno	0.8	2.1

Consolidation Report	12+	25-54	Revenue
Capstar KALZ-FM, KBOS-FM, KCBL-AM, KEZL-FM, KFSO-FM, KRDU-AM, KRZR-FM, KSOF-FM	24.7 %	26.8 %	40.4 %
CBS KMJ-AM, KNAX-FM, KOOR-AM, KOOO-FM, KRNC-FM, KSKS-FM, KVSR-FM	31.8 %	33.3 %	42.9 %
Mondosphere KFRR-FM, KJFX-FM, KYNO-AM	6.8 %	8.6 %	7.0 %
	63.3 %	68.7 %	90.3 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KCIV-F	REL	99.9	Mt. Bullion	0.5	1.6
KNBR	SPRTS/FS	680	San Francisco	0.5	1.5

AM Stations

Station	Power	Format	Advertiser	Agency	Buyer
KFRE	940	50 kw (DA-2)	Talk	Westwd	\$ NA Lotus Pappas
KGST	1600	5 kw (DA-N)	Hispanic	Unica	\$ <20.00 Lotus Lotus
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$102.00 Katz CBS
KXEX	1550	5 kw/2.5 kw (DA-2)	Hispanic Contemp.		\$ NA Caballero

FM Stations

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

Notes: KSEQ-F -- See Visalia-Tulare-Hanford in the Spring 1998 American Radio . . . 10/98 KTAA-F sold for \$1,140,000

Jim Duncan

Comments: Listening levels are steady . . . KNAX-F shows fine growth after its format change . . . KJWL-F has its lowest share in many years . . . KSKS-F has picked up some listeners from the "old" KNAX-F . . . Fresno remains one of the two or three most crowded radio markets in the nation

GRAND RAPIDS

Arbitron Rank: 66 Pop (12+): 610,600	Stations: 26 / 25	Last Year's Revenue: \$33,000,000
MSA Rank: 58	Diaries: 1,808 / 338:1 / 57.6%	Household Income: \$51,858
MSA Pop: 766,000	Sample Target: 1,740	Total Retail Sales: \$7.7 Bil
DMA: 38 (w/Kalamazoo)	% Below Line: 1.7	#1 Biller: WLHT-F \$5,250,000
Average Persons Rating: 15.4	% Not Listed: 16.3	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 24,424	Clear Channel \$12,310,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WLAV-F	87 / 9.3	8.9	9.8	9.9	9.8	9.5	1157 / 19.0	20.1	18.3	F	WLAV-F
2	WSNX-F	74 / 7.9	7.7	7.2	7.1	7.4	7.5	1233 / 20.2	20.5	20.4	C	WSNX-F
3	WGRD-F	71 / 7.6	7.0	6.2	7.9	7.5	7.2	1293 / 21.2	18.5	19.4	E	WGRD-F
4	WBCT-F	64 / 6.8	7.4	7.1	7.8	7.9	7.3	931 / 15.2	16.1	15.2	G	WBCT-F
5	WLHT-F	60 / 6.4	6.1	5.6	5.6	5.4	5.9	833 / 13.7	13.7	13.7	G	WLHT-F
6	WKLO-F	52 / 5.5	5.4	4.2	3.1	3.6	4.6	803 / 13.1	13.4	13.6	C	WKLO-F
7	WOOD	51 / 5.4	6.1	7.1	5.5	7.3	6.0	821 / 13.4	14.3	15.4	D	WOOD
8	WOOD-F	50 / 5.3	6.5	7.1	6.0	5.0	6.2	978 / 16.0	17.4	16.6	D	WOOD-F
9	WCUZ-F	39 / 4.2	3.7	3.5	4.3	2.8	3.9	510 / 8.4	8.2	9.6	C	WCUZ-F
10	WVTI-F	33 / 3.5	4.1	4.1	2.4	2.7	3.5	876 / 14.3	15.0	12.1	B	WVTI-F
11	WODJ-F	30 / 3.2	3.5	3.8	3.8	4.2	3.6	695 / 11.4	11.4	13.0	C	WODJ-F
	WTRV-F	30 / 3.2	3.8	3.3	3.2	3.8	3.4	525 / 8.6	9.9	8.8		WTRV-F
13	WJOK-F	27 / 2.9	2.8	2.5	2.6	2.8	2.7	414 / 6.8	7.1	8.6		WJOK-F
14	WMJH	21 / 2.2	2.9	3.2	3.1	3.3	2.9	220 / 3.6	3.6	4.2	A	WMJH
15	WFGF-F	17 / 1.8	2.8	2.1	3.2	2.5	2.5	389 / 6.4	6.8	7.4	A	WFGF-F
16	WMUS-F	16 / 1.7	1.6	1.6	2.0	2.2	1.7	277 / 4.5	4.5	6.0		WMUS-F
17	WFUR-F	12 / 1.3	1.7	1.6	2.1	1.7	1.7	267 / 4.4	5.7	5.0		WFUR-F
18	WGHN-AF	11 / 1.2	0.4	0.6	0.8	0.4	0.7	112 / 1.8	1.3	1.6		WGHN-AF

12+ FM Share (Metro): 85.64% (674 of 787) (Summer 97: 80.68%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnile
1 WSNX-F >	1 WSNX-F	1 WLHT-F	1 WLHT-F	1 WLHT-F	1 WSNX-F >	1 WKLO-F	1 WKLO-F	1 WLAV-F >	1 WLAV-F >	1 WLAV-F >>
2 WBCT-F	2 WBCT-F	2 WBCT-F	2 WSNX-F <	2 WBCT-F	2 WKLO-F	2 WLAV-F <	2 WLAV-F	2 WKLO-F	2 WKLO-F	2 WSNX-F
3 WGRD-F	3 WLHT-F	WVTI-F	3 WBCT-F	3 WLAV-F	3 WGRD-F	3 WGRD-F	3 WGRD-F	3 WGRD-F	3 WGRD-F	3 WOOD-F
	WKLO-F	WGRD-F <	4 WLAV-F	4 WLAV-F	4 WSNX-F <	4 WLAV-F >>	WSNX-F >	4 WBCT-F	4 WSNX-F	4 WCUZ-F <
5 WOOD-F >	5 WVTI-F <	WSNX-F	5 WGRD-F	5 WOOD-F	5 WBCT-F	5 WBCT-F >	5 WSNX-F	5 WBCT-F >	5 WBCT-F <	5 WBCT-F <
6 WLAV-F	6 WLAV-F	6 WGRD-F	6 WOOD-F	6 WGRD-F	WVTI-F	6 WVTI-F	6 WCUZ-F	6 WOOD-F	6 WLHT-F	WOOD
	WVTI-F	7 WKLO-F	7 WJOK-F	7 WVTI-F	7 WODJ-F	WJOK-F	WOOD-F	7 WOOD-F	7 WCUZ-F	7 WODJ-F
		WOOD-F	8 WOOD-F	8 WTRV-F <	WTRV-F	WOOD-F		WLHT-F	8 WOOD-F	8 WOOD-F
		WTRV-F	WTRV-F	9 WKLO-F	WVTI-F	WOOD >>		9 WOOD	9 WOOD	9 WOOD
		10 WTRV-F	WJOK-F							WSNX-F

Other Rated Stations		Metro Cume		Share Rating	
WBBL	SPRTS	1340	Grand Rapids	0.7	2.1
WHTC	T	1400	Holland	0.7	2.0
WKWM	B	1140	Kentwood	0.7	1.3
WMFN	SPRTS	640	Zeeland	0.7	2.5
WMRR-F	AOR	1017	Muskegon Hts.	0.4	2.6
WTKG	T	1230	Grand Rapids	0.6	2.6
WWJQ	REL	1260	Zeeland	0.4	1.4

GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue
Bloomington WBBL-AM, WKLO-FM, WLAV-FM	15.5 %	20.0 %	20.5 %
Capstar WGRD-FM, WLHT-FM, WRCV-AM, WTRV-FM	17.2 %	19.3 %	26.7 %
Clear Channel WBCT-FM, WCUZ-FM, WOOD-AM, WOOD-FM, WTKG-AM, WVTI-FM	25.8 %	24.8 %	37.3 %
Goodrich WKWM-AM, WMRR-FM, WODJ-FM, WSNX-FM	12.3 %	11.2 %	10.8 %
Local WMFN-AM, WMJH-AM	2.9 %	2.2 %	0.6 %
	73.8 %	77.5 %	95.9 %

AM Stations

WGHN	1370	0.5 kw/0.022 kw	See WGHN-F					Grand Haven
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	\$ NA	---	WMFN	Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd	\$52.00	Clr Chnl	Clear Channel	

FM Stations

WBCT	93.7	320 kw @ 780	Country		\$110.00	Clr Chnl	Clear Channel	
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Clr Chnl	Clear Channel	
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied		
WFUR	102.9	50 kw @ 492	Contemp. Christian		\$<20.00	---	Kuiper	
WGHN	92.1	3 kw @ 247	AC	CBS	\$ NA	Patt		Grand Haven
WGRD	97.9	13 kw @ 590	AOR-New Rock	AMFM	\$54.00	Eastman	Capstar	
WJQK	99.3	4.7 kw @ 371	Contemp. Christian	ABC	\$<20.00	Salem		Zeeland
WKLO	94.5	50 kw @ 500	AOR	ABC	\$60.00	Katz	Bloomington	Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC	\$77.00	---	Bloomington	
WLHT	95.7	40 kw @ 554	AC	ABC	\$87.00	Eastman	Capstar	
WODJ	107.3	50 kw @ 492	Oldies		\$40.00	D&R	Goodrich	Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$65.00	Clr Chnl	Clear Channel	
WSNX	104.5	32 kw @ 620	CHR		\$38.00	D&R	Goodrich	Muskegon
WTRV	100.5	3 kw @ 328	Soft AC	AMFM	\$ NA	Eastman	Capstar	Walker
WVTI	96.1	50 kw @ 492	CHR/AC		\$<20.00	Clr Chnl	Clear Channel	Holland

Notes: 9/98 WRCV (1410) changed from Country to CNN News as WNWZ . . . 10/98 WJNZ (1680) began operation, simulcasting Black WKWM; reportedly, WKWM will change to satellite-delivered Talk in December

Jim Duncan

Comments: Listening levels are steady . . . WKLO-F continues to recover and has its highest share in more than two years . . . WSNX-F is at record-high share levels

GREENSBORO-WINSTON SALEM

Arbitron Rank: 41 **Pop (12+):** 987,700
MSA Rank: 47
MSA Pop: 1,170,000
DMA: 47
Average Persons Rating: 15.2
Market TSL in Hours: 20.25

Stations: 32 / 22
Diaries: 2,372 / 416:1 / 55.7%
Sample Target: 2,250
% Below Line: 8.3
% Not Listed: 16.4
Pop per Station: 44,895

Last Year's Revenue: \$36,500,000
Household Income: \$40,095
Total Retail Sales: \$12.0 Bil
#1 Biller: WTQR-F \$6,850,000
#1 Billing Portfolio:
Clear Channel \$11,550,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WTQR-F	C	152 / 10.1	111	97	104	95	103	2082 / 21.1	230	207	G WTQR-F
2	WJMH-F	B	138 / 9.2	92	76	85	93	86	1831 / 18.5	166	169	D WJMH-F
3	WQMG-F	BIAC	106 / 7.0	62	65	64	70	65	1206 / 12.2	120	128	D WQMG-F
4	WMAG-F	AC	98 / 6.5	69	63	74	64	68	1572 / 15.9	153	137	F WMAG-F
5	WKRR-F	AOR/CL	96 / 6.4	49	49	69	49	58	1440 / 14.6	131	130	E WKRR-F
6	WMQX-F	O	94 / 6.2	57	59	57	55	59	1537 / 15.6	137	145	D WMQX-F
7	WHSL-F	C	76 / 5.1	48	57	54	53	52	1228 / 12.4	122	125	D WHSL-F
8	WKZL-F	AC/CHR	74 / 4.9	43	54	39	49	46	1456 / 14.7	150	159	F WKZL-F
9	WSJS	FS/T	68 / 4.5	47	53	36	40	45	945 / 9.6	110	91	D WSJS
10	WKSI-F	AC-NR	66 / 4.4	41	43	42	42	42	1623 / 16.4	157	149	C WKSI-F
11	WXRA-F	AOR	42 / 2.8	27	24	22	32	25	1027 / 10.4	100	89	C WXRA-F
12	WKXU-F	C	30 / 2.0	19	20	38	30	24	582 / 5.9	70	78	WKXU-F
13	WEAL	B/G	21 / 1.4	17	19	22	09	18	232 / 2.4	21	15	WEAL
14	WDCG-F	CHR	20 / 1.3	13	14	13	15	13	486 / 4.9	52	48	WDCG-F
15	WEND-F	AOR-NR	18 / 1.2	16	17	18	29	16	520 / 5.3	65	85	WEND-F
16	WPET	REL	17 / 1.1	06	06	08	04	08	150 / 1.5	12	12	WPET

12+ FM Share (Metro) 86.95% (1093 of 1257) (Summer 97 89.77%)

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

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

Other Rated Stations	Metro Share	Cume Rating
WAAA	B	980 Winston Salem 0.8 15
WBAG	ST	1150 Burlington 0.5 10
WGOS	VA	1590 High Point 0.3 0.6
WIST-F	ST	983 Thomasville 0.9 2.6
WMPR	T/S	1230 High Point 0.9 2.3
WFOI	B/G	1340 Winston Salem 0.4 1.0
WTNC	B/G	790 Thomasville 0.6 1.2
WWGL-F	REL	941 Lexington 0.9 4.2
WYII	N	830 Kernersville 0.4 1.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBRF-F	C	981 Galax 1.0 2.8
WFMY-F	C	1057 Statesville 0.4 3.4
WKIX-F	C	969 Goldsboro 0.3 0.7
WLNK-F	AC-NR	1079 Charlotte 0.3 1.6
WQOK-F	B	975 5 Boston, VA 0.4 2.8
WRSN-F	AC	939 Burlington 0.5 1.1
WSSS-F	CL HITS	1047 Charlotte 0.3 1.7

GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue
Capstar WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	12.5 %	13.8 %	20.9 %
Clear Channel WSJS-AM, WSML-AM, WTQR-FM, WXRA-FM	17.4 %	15.4 %	31.6 %
Dick WKRR-FM, WKZL-FM	11.3 %	15.7 %	20.8 %
Sinclair Broadcast Group WEAL-AM, WJMH-FM, WMOX-FM, WQMG-FM	16.8 %	13.4 %	21.6 %
	58.0 %	58.3 %	94.9 %

AM Stations

WEAL	1510	1 kw (Days)	Black Gospel	\$ NA	Mc-Guild	Sinclair Bcst Gp
WPET	950	0.5 kw/0.08 kw	Gospel	\$ NA	Eastman	Bahakel
WSJS	600	5 kw (DA-2)	Full Svc/Talk	ABC, ESPN, Talknt	\$60.00	Interep Clear Channel

FM Stations

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

Notes: Other ranked stations -- See Charlotte or Raleigh-Durham . . . 9/98 WKEW (1400; Greensboro) changed from Talk to Children's as WRDG . . . 9/98 WBAG (1150; Burlington) sold for \$150,000

Jim Duncan

Comments: Listening levels are down a bit (-0.5 ratings point)

GREENVILLE-NEW BERN-JACKSONVILLE

Arbitron Rank: 81 Pop (12+): 460,500	Stations: 42 / 30	Last Year's Revenue: \$18,800,000
MSA Rank: 281 - Greenville; 243 - Jksnvl	Diaries: 1,647 / 280:1 / 55.4%	Household Income: \$35,556
MSA Pop: 418,000	Sample Target: 1,530	Total Retail Sales: \$4.8 Bil.
DMA: 104	% Below Line: 9.6	#1 Biller: WRNS-AF \$4,000,000
Average Persons Rating: 15.6	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 15,350	Beasley \$7,700,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WRNS-AF	C	88 / 12.3	17.3	17.3	16.2	16.5	15.8	1162 / 25.2	26.5	29.9	F	WRNS-AF
2	WIKS-F	B	87 / 12.1	14.0	12.1	12.3	13.1	12.6	986 / 21.4	21.7	22.1	O	WIKS-F
3	WSFL-F	AOR	62 / 8.6	7.1	8.3	8.6	7.0	8.2	893 / 19.4	16.0	15.3	D	WSFL-F
4	WRHT-FF	CHR	36 / 5.0	5.1	4.8	5.2	4.8	5.0	769 / 16.7	16.5	15.2	C	WRHT-FF
5	WNCT-F	O	33 / 4.6	4.3	3.8	3.8	3.6	4.1	549 / 11.9	9.9	10.3	C	WNCT-F
6	WMGV-F	AC/CHR	31 / 4.3	4.5	4.5	4.4	3.3	4.4	586 / 12.7	11.7	8.7	A	WMGV-F
7	WXNR-F	AOR-NR	29 / 4.0	4.4	4.8	4.1	5.0	4.3	666 / 14.5	12.8	11.7	A	WXNR-F
8	WKOO-FF	O	23 / 3.2	2.7	2.5	3.4	3.3	3.0	420 / 9.1	8.8	7.0	C	WKOO-FF
	WERO-F	CL HITS	23 / 3.2	2.5	2.3	2.7	4.0	2.7	521 / 11.3	10.5	10.6	C	WERO-F
10	WELS-F	B/G	18 / 2.5	2.3	3.4	2.8	2.1	2.8	278 / 6.0	5.3	4.7	A	WELS-F
	WQSL-F	CHR	18 / 2.5	2.1	1.8	1.6	2.1	2.0	360 / 7.8	7.8	7.2		WQSL-F
12	WRSV-F	B	16 / 2.2	1.8	1.8	1.7	0.4	1.9	248 / 5.4	5.3	1.8		WRSV-F
13	WZXS-F	ST	11 / 1.5	1.8	1.0	1.4	0.7	1.4	123 / 2.7	2.8	1.9		WZXS-F
14	WXQR-F	AOR	10 / 1.4	1.1	1.3	1.4	1.3	1.3	216 / 4.7	3.0	4.6		WXQR-F
	WANG-F	ST	10 / 1.4	0.8	0.8	0.7	1.1	0.9	121 / 2.6	3.1	2.7		WANG-F
	WMNX-F	B	10 / 1.4	0.5	0.8	0.6	0.4	0.8	202 / 4.4	2.2	1.8		WMNX-F

12+ FM Share (Metro): 93.68% (578 of 617) (Summer 97: 91.85%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIKS-F	1 WIKS-F	1 WIKS-F <	1 WIKS-F	1 WIKS-F <	1 WRNS-AF >	1 WSFL-F <	1 WRNS-AF	1 WRNS-AF	1 WIKS-F >	1 WIKS-F
2 WRHT-FF >	2 WSFL-F	2 WSFL-F <	2 WSFL-F <	2 WRNS-AF	2 WIKS-F	2 WIKS-F <	2 WIKS-F	2 WIKS-F	2 WRNS-AF	2 WRNS-AF >>
3 WRSV-F	3 WRNS-AF	3 WRNS-AF >	3 WRNS-AF >	3 WSFL-F >	3 WSFL-F	3 WRNS-AF >>	3 WSFL-F >	3 WSFL-F >	3 WRSV-F	3 WSFL-F <
	WXNR-F	4 WRHT-FF	4 WRHT-FF <	4 WMGV-F <	4 WMGV-F	4 WNCT-F	4 WRHT-FF	4 WMGV-F <	4 WRHT-FF >	4 WRHT-FF
5 WQSL-F	5 WXNR-F	5 WMGV-F	5 WNCT-F	5 WNCT-F	5 WMGV-F	5 WMGV-F	5 WRHT-FF	5 WRHT-FF	5 WXNR-F <	5 WNCT-F
6 WRNS-AF >	6 WMGV-F <	6 WXNR-F <	6 WERO-F <	6 WERO-F	6 WKOO-FF	6 WRHT-FF <	WNCT-F	WXNR-F	6 WMGV-F	6 WXNR-F
7 WQSL-F	7 WNCT-F <	7 WKOO-FF	WKOO-FF	7 WERO-F	7 WERO-F	7 WXNR-F	7 WXNR-F	7 WNCT-F	7 WSFL-F	WERO-F <
8 WERO-F <	8 WERO-F	WRHT-FF	8 WRHT-FF <	WELS-F	8 WKOO-FF	8 WKOO-FF	8 WERO-F	8 WERO-F	8 WQSL-F	8 WKOO-FF <
9 WRSV-F	9 WKOO-FF	9 WXNR-F	9 WELS-F	9 WZXS-F	9 WZXS-F	9 WELS-F	9 WERO-F <	9 WKOO-FF	9 WQSL-F	9 WMGV-F
	10 WQSL-F	WELS-F	WXNR-F >	WANG-F	10 WERO-F	10 WTKF-F <	10 WQSL-F	10 WELS-F	10 WELS-F	10 WELS-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnile
1 WRHT-FF	1 WIKS-F	1 WIKS-F >	1 WIKS-F	1 WRNS-AF <	1 WSFL-F	1 WSFL-F	1 WIKS-F	1 WSFL-F >	1 WSFL-F	1 WRNS-AF
2 WIKS-F >	2 WRHT-FF <	2 WRNS-AF >	2 WRNS-AF >	2 WIKS-F >>	2 WRNS-AF <	2 WIKS-F	2 WSFL-F >	2 WIKS-F	2 WIKS-F	2 WIKS-F >>
3 WRNS-AF	3 WRNS-AF >	3 WSFL-F	3 WRHT-FF	3 WMGV-F	3 WXNR-F	3 WRNS-AF	3 WRNS-AF >	3 WRNS-AF >	3 WRNS-AF >>	3 WRHT-FF
4 WERO-F	4 WSFL-F	4 WMGV-F	4 WMGV-F	WNCT-F	4 WIKS-F	4 WXNR-F >	4 WXNR-F	4 WXNR-F	4 WMGV-F	4 WNBR-FF >
5 WXNR-F >	5 WMGV-F	WRHT-FF	5 WERO-F	5 WSFL-F	5 WRHT-FF >	5 WRHT-FF >	5 WRHT-FF	5 WMGV-F	WNCT-F >	
6 WSFL-F	6 WQSL-F	6 WELS-F	WNCT-F <	WKOO-FF	6 WQSL-F	6 WQSL-F	6 WROU-F	6 WRHT-FF	6 WXNR-F	
WMGV-F	WERO-F	WERO-F	7 WSFL-F	7 WERO-F	7 WMGV-F	WMGV-F	WMGV-F	7 WNCT-F	7 WKOO-FF	
WQSL-F	8 WXNR-F	WGPM-F	8 WKOO-FF	WELS-F	WRSV-F	8 WRDU-F	8 WERO-F	8 WERO-F	8 WERO-F	
WRSV-F >>	WRSV-F	WQSL-F >	9 WQSL-F	9 WRHT-FF >	WMNX-F	WXQR-F	9 WKOO-FF	9 WKOO-FF	9 WRHT-FF	
			WELS-F	WRAL-F >						

Other Rated Stations	Metro Share	Cume Rating
WCZI-F	T	98.3 Washington
WELS	B/G	1010 Kinston
WGPM-F	AC	94.3 Farmville
WJCV	G	1290 Jacksonville
WJNC	T	1240 Jacksonville
WMBL	ST	740 Morehead City
WNBR-FF	C/O	97.7 Kinston
WNOS	ST	1450 New Bern
WOOV	G	1340 Greenville
WTKF-F	T	107.3 Allantc
WTOW	B/G	1320 Washington

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WDRP-F	REL	98.9 Windsor
WFXK-F	B	104.3 Tarboro
WGTM	B/G	590 Wilson
WKIX-F	C	96.9 Goldsboro
WKTC-F	C	95.5 Pinelops
WQDR-F	C	94.7 Raleigh
WRAL-F	AC/CHR	101.5 Raleigh
WRDU-F	AOR	106.1 Wilson
WTRG-F	O	100.7 Rocky Mount
WZFX-F	B	99.1 Whiteville

GREENVILLE-NEW BERN-JACKSONVILLE

Consolidation Report	12+	25-54	Revenue
Beasley WIKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM	33.6 %	40.1 %	41.0 %
Cumulus WQSL-FM, WXQR-FM	3.9 %	3.1 %	4.3 %
Local - 1 WCBZ-FM, WRHT-FM	5.0 %	3.4 %	8.5 %
Local - 2 WNBR-FM, WSTK-AM, WZBR-FM	1.3 %	0.8 %	%
Local - 3 WCZI-FM, WGPM-FM	1.5 %	2.5 %	%
Pinnacle WANG-FM, WDLX-AM, WERO-FM, WKJA-FM, WKOO-FM, WRNS-AM, WRNS-FM	20.1 %	21.2 %	34.6 %
	65.4 %	71.1 %	88.4 %

AM Stations

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

Station	Freq	Power	Format	Comments	Advertiser	Agency	Market		
WANG	105.1	18.5 kw @ 384	Standards		\$ NA	Katz	Pinnacle	Havelock	
WCBZ	103.7	100 kw @ 981	See WRHT-F					Williamston	
WELS	102.9	3 kw @ 328	Black Gospel		ABC, AURN	\$ NA ---	Willis	Kinston	
WERO	93.3	100 kw @ 1780	Classic Hits		Westwd	\$36.00	Katz	Pinnacle	Washington
WIKS	101.9	100 kw @ 983	Black		ABC, Westwd	\$55.00	D&R	Beasley	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F					Belhaven	
WKOO	98.7	100 kw @ 978	Oldies		ABC	\$25.00	Allied	Pinnacle	Jacksonville
WMGV	103.3	100 kw @ 593	AC/CHR		Westwd	\$<20.00	D&R	Beasley	Newport
WNBR	94.1	11 kw @ 485	Classic Country		JRN, Westwd	\$ NA	Keystone		Oriental
WNCT	107.9	100 kw @ 1700	Oldies		ABC	\$30.00	D&R	Beasley	Greenville
WQSL	92.3	23 kw @ 725	CHR			\$19.00	Banner	Cumulus	Jacksonville
WRHT	96.3	100 kw @ 492	CHR			\$35.00	---		Morehead City
WRNS	95.1	100 kw @ 1500	Country		ABC	\$74.00	Mc-Guild	Pinnacle	Kinston
WRSV	92.1	1.7 kw @ 380	Black		AURN	\$ NA	---		Rocky Mount
WSFL	106.5	100 kw @ 915	AOR		Westwd	\$47.00	D&R	Beasley	New Bern
WXNR	99.5	16.5 kw @ 843	AOR-New Rock		Westwd	\$17.00	D&R	Beasley	Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic AOR			\$<20.00	Banner	Cumulus	Jacksonville
WZBR	97.7	3 kw @ 249	See WNBR-F						Kinston
WZXS	103.9	21.5 kw @ 328	Standards		ABC	\$ NA	---		Topsail Beach

Notes: WMNX-F - See Wilmington, NC in the Spring 1998 American Radio

Jim Duncan

Comments: Listening levels are up slightly . . . WRNS-AF has fallen to its lowest share since the late 1980's

GREENVILLE-SPARTANBURG

Arbitron Rank: 59 Pop (12+): 726,900	Stations: 28 / 21	Last Year's Revenue: \$30,500,000
MSA Rank: 64	Diaries: 1,889 / 385:1 / 50.0%	Household Income: \$38,757
MSA Pop: 916,000	Sample Target: 1,910	Total Retail Sales: \$8.9 Bil.
DMA: 35 (w/Asheville)	% Below Line: 5.9	#1 Biller: WSSL-F \$5,700,000
Average Persons Rating: 15.0	% Not Listed: 14.8	#1 Billing Portfolio: Capstar \$15,500,000
Market TSL in Hours: 20.00	Pop per Station: 34,614	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WJMZ-F	B	117 / 10.8	10.6	9.0	9.0	9.9	9.8	1161 / 16.0	16.7	16.8	E
2	WROO-F	AOR	93 / 8.6	7.5	5.8	8.0	8.2	7.5	1172 / 16.1	17.0	18.6	G
3	WFBC-F	CHR	89 / 8.2	8.1	9.2	9.0	8.1	8.6	1525 / 21.0	21.8	20.8	C
4	WSSL-F	C	88 / 8.1	9.2	10.7	10.2	10.9	9.5	1514 / 20.8	22.4	24.7	G
5	WESC-F	C	85 / 7.8	7.3	9.0	7.9	8.2	8.0	1219 / 16.8	18.8	20.2	E
6	WMYI-F	AC	77 / 7.1	5.7	5.7	6.5	5.9	6.2	1252 / 17.2	16.6	15.5	F
7	WTPT-F	AOR	66 / 6.1	5.3	5.2	4.2	5.1	5.2	880 / 12.1	12.2	14.0	C
8	WSPA-F	SAC	63 / 5.8	7.6	6.4	7.2	6.6	6.7	1065 / 14.7	13.4	12.6	D
9	WORD-AA	N/T	42 / 3.9	3.9	4.3	4.2	3.1	4.1	659 / 9.1	7.2	6.8	B
	WOLI-FF	O	42 / 3.9	3.2	3.4	2.3	4.0	3.2	673 / 9.3	8.6	9.3	C
11	WMUU-F	EZ/ST	24 / 2.2	2.7	2.8	2.7	2.8	2.6	458 / 6.3	5.8	4.8	B
12	WPEK-F	T	20 / 1.8	2.2	1.5	1.4	1.3	1.7	479 / 6.6	6.4	4.3	
13	WSPA	T	18 / 1.7	0.7	1.0	1.1	1.0	1.1	273 / 3.8	2.1	2.8	B
	WPEG-F	B	18 / 1.7	1.9	1.9	1.4	1.9	1.7	274 / 3.8	4.1	5.0	
15	WMIT-F	REL	13 / 1.2	1.1	0.7	1.3	0.5	1.1	252 / 3.5	3.1	2.0	

12+ FM Share (Metro): 90.93% (842 of 926) (Summer 97: 89.40%)

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

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

Other Rated Stations	Metro Share	Cume Rating
WASC	B/O 1530	Spartanburg 0.5 0.9
WCCP-F	SPRTS 104.9	Clemson 0.6 1.7
WESC	C/O 660	Greenville 0.5 1.0
WPJM	B/G 800	Greer 0.8 2.4
WRIX	G 1020	Hometand Park 0.5 0.8
WRIX-F	C 1031	Honea Path 0.6 2.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBAV-F	B/AC 101.9	Gastonia, NC 0.8 2.3
WFOX-F	O 97.1	Gainesville, GA 0.4 1.8
WHLC-F	EZ 104.5	Highlands, NC 0.4 0.9
WLNK-F	AC-NR 107.9	Charlotte 0.6 2.3
WWMG-F	O 96.1	Shelby, NC 0.8 3.2

GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue
Capstar WGLV-AM, WMYI-FM, WROQ-FM, WSSL-FM	33.2 %	39.9 %	50.8 %
Clear Channel WESC-AM, WESC-FM, WJMZ-FM, WTPT-FM	25.2 %	22.7 %	29.3 %
Local (LMA to Sinclair) WOLI-FM, WOLT-FM	3.9 %	5.3 %	3.6 %
Sinclair Broadcast Group WFBC-FM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM	19.6 %	16.8 %	15.6 %
	81.8 %	84.7 %	99.3 %

AM Stations

Station	Freq	Power	Time	Format	Comments	Revenue	Company	Market
WORD	910	3.6 kw/0.89 kw (DA-2)		News/Talk		\$19.00	Allied	Sinclair Bcst Gp
WSPA	950	5 kw (DA-N)		Talk		\$17.00	Allied	Sinclair Bcst Gp
WYRD	1330	5 kw (DA-N)		See WORD				

FM Stations

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

Notes: WPEG-F -- See Charlotte . . . WMIT-F -- See Asheville in the Spring 1998 American Radio . . . 10/98 WFIS (1600; Fountain Inn) sold for \$195,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WSSL-F has its lowest share in more than two years

HARRISBURG

Arbitron Rank: 74 Pop (12+): 520,900
 MSA Rank: 85
 MSA Pop: 619,000
 DMA: 44 (w/Lanc., York)
 Average Persons Rating: 15.7
 Market TSL in Hours: 21.00

Stations: 31 / 20
 Diaries: 1,734 / 300:1 / 58.8%
 Sample Target: 1,650
 % Below Line: 14.5
 % Not Listed: 12.5
 Pop per Station: 26,045

Last Year's Revenue: \$23,400,000
 Household Income: \$47,329
 Total Retail Sales: \$6.5 Bil.
 #1 Biller: WNNK-F \$7,300,000
 #1 Billing Portfolio:
 Clear Channel \$10,000,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1 WNNK-F	CHR	98 / 12.0	10.2	11.3	9.2	10.5	10.7	1458 / 28.0	23.4	24.7	H	WNNK-F
2 WHP	FS	68 / 8.3	8.0	10.2	8.0	9.9	8.6	857 / 16.5	16.5	17.5	D	WHP
3 WRBT-F	C	66 / 8.1	7.8	7.1	6.8	5.7	7.4	692 / 13.3	15.1	13.3	C	WRBT-F
4 WRVV-F	AC-AOR	56 / 6.9	7.2	7.1	7.1	6.7	7.1	816 / 15.7	18.5	16.2	E	WRVV-F
5 WQXA-F	AOR	49 / 6.0	5.2	5.8	5.6	5.2	5.7	788 / 15.1	14.0	15.5		WQXA-F
6 WWKL-F	O	44 / 5.4	4.8	5.1	5.4	5.7	5.2	724 / 13.9	13.0	15.6	D	WWKL-F
7 WRKZ-F	C	41 / 5.0	6.1	3.8	5.6	6.5	5.1	552 / 10.6	12.8	14.4	E	WRKZ-F
8 WTPA-F	AOR	40 / 4.9	5.6	4.5	5.6	5.6	5.2	696 / 13.4	13.8	13.4	E	WTPA-F
9 WROZ-F	SAC	26 / 3.2	4.2	3.9	3.6	4.2	3.7	524 / 10.1	10.8	10.1		WROZ-F
10 WLAN-F	CHR	25 / 3.1	2.6	3.2	2.1	2.6	2.7	627 / 12.0	11.1	9.4		WLAN-F
11 WHYL	ST	24 / 2.9	3.4	2.9	3.4	3.2	3.2	350 / 6.7	6.3	7.1	C*	WHYL
12 WTCY	B/A/C	21 / 2.6	3.0	2.1	2.5	1.5	2.5	181 / 3.5	4.2	2.1	A	WTCY
13 WLBR	FS	17 / 2.1	1.8	2.5	2.4	1.8	2.2	246 / 4.7	4.6	5.0		WLBR
WNCE-F	EZ/ST	17 / 2.1	1.8	2.6	2.6	3.3	2.3	257 / 4.9	4.8	6.6	B	WNCE-F
15 WHYL-F	C	15 / 1.8	1.7	1.8	1.9	3.3	1.8	228 / 4.4	5.6	6.6	*	WHYL-F
16 WARM-F	SAC	13 / 1.6	1.6	1.3	2.1	1.6	1.6	290 / 5.6	4.7	4.7		WARM-F
WEGK-F	CL AOR	13 / 1.6	1.4	2.4	2.3	2.0	1.9	341 / 6.6	6.9	7.1		WEGK-F
18 WDAC-F	REL	12 / 1.5	1.2	2.5	1.4	1.2	1.6	265 / 5.1	4.3	3.5		WDAC-F
19 WKBO	ST	11 / 1.3	1.7	1.0	1.3	1.1	1.3	173 / 3.3	3.6	3.0	A*	WKBO
20 WQV-F	SAC	10 / 1.2	0.8	0.6	0.6	0.8	0.8	134 / 2.6	2.7	1.5	A	WQV-F
WYCR-F	CHR	10 / 1.2	1.2	1.2	1.0	0.6	1.2	306 / 5.9	6.3	5.6		WYCR-F

12+ FM Share (Metro): 78.71% (562 of 714) (Summer 97: 77.36%)

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

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

Other Rated Stations	Metro Share	Cume Rating
WADV	REL 940	Lebanon 0.9 1.0
WQIC-F	CHR 100	1 Lebanon 0.6 2.1
WWII	REL 720	Shiremanstown 0.4 2.1
WWKL	O 1460	Harrisburg 0.1 0.9
WYGL-F	C 100	5 Elizabeth 0.4 0.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WIKZ-F	CHR/AC 95.1	Chambersburg 0.4 1.1
WIOV-F	C 105.1	Reading 0.7 1.7
WQKX-F	CHR 94.1	Sunbury 0.5 2.5
WSOX-F	O 96.1	Red Lion 0.4 0.9
WWMD-F	EZ 104.7	Hagerstown, MD 0.4 1.5

HARRISBURG

Consolidation Report	12+	25-54	Revenue
Clear Channel WHP-AM, WKBO-AM, WRBT-FM, WRVV-FM, WWKL-AM, WWKL-FM	30.1 %	32.2 %	35.4 %
Local WNCE-FM, WTPA-FM	7.0 %	7.5 %	15.4 %
	37.1 %	39.7 %	50.8 %

AM Stations

Station	Power	Frequency	Service	Network	Rate	Agency	Advertiser
WHP	580	5 kw (DA-N)	Full Service	ABC	\$44.00	Katz	Clear Channel
WHYL	960	5 kw/0.22 kw (DA-1)	Standards	Westwd	\$<20.00	Unirep	Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Clear Channel
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P	WQIC-F Lebanon
WTCY	1400	1 kw	Black AC	ABC, AMFM	\$<20.00	Eastman	Capstar

FM Stations

Station	Power	Frequency	Service	Network	Rate	Agency	Advertiser
WHYL	102.3	3 kw @ 328	Country		\$<20.00	--	Carlisle
WNCE	92.1	3.3 kw @ 300	EZ List./Standards	ABC	\$15.00	Sentry	WTPA-F Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	Westwd, AMFM	\$129.00	Eastman	Capstar
WOLV	98.9	0.78 kw @ 895	Soft AC	CNN	\$ NA	--	Millersburg
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Clear Channel
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel Hershey
WRVV	97.3	17 kw @ 840	AC-AOR	ABC	\$65.00	Katz	Clear Channel
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Sentry	WNCE-F Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies	ABC	\$43.00	Christal	Clear Channel

Notes: * WHYL revenue level includes WHYL-F revenue . . . ^ WKBO revenue level includes WWKL (AM) revenue . . . Other ranked stations -- See York or, in the Spring 1998 American Radio, Lancaster

Jim Duncan

Comments: Listening levels are down significantly (-1.2 ratings points) . . . WNNK-F has its highest share in more than two years . . . WRBT-F has its highest share ever as a Country station

HARTFORD

Arbitron Rank: 43 Pop (12+): 961,600	Stations: 25 / 16	Last Year's Revenue: \$56,800,000
MSA Rank: 49	Diaries: 2,529 / 380:1 / 49.9%	Household Income: \$54,879
MSA Pop: 1,110,000	Sample Target: 2,320	Total Retail Sales: \$11.4 Bil.
DMA: 26 (w/New Haven)	% Below Line: 7.8	#1 Biller: WRCH-F \$9,900,000
Average Persons Rating: 16.1	% Not Listed: 19.6	#1 Billing Portfolio: CBS \$28,600,000
Market TSL In Hours: 21.25	Pop per Station: 60,100	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WRCH-F	SAC	178 / 11.5	11.2	11.2	9.9	11.2	11.0	2144 / 22.3	23.5	20.9	H WRCH-F
2	WTIC	FS	166 / 10.7	11.1	11.3	11.1	12.0	11.1	2235 / 23.2	24.9	24.5	H WTIC
3	WKSS-F	CHR	105 / 6.8	7.5	7.8	6.7	5.7	7.2	2249 / 23.4	24.4	20.3	F WKSS-F
4	WWYZ-F	C	102 / 6.6	8.4	7.0	8.0	8.5	7.5	1224 / 12.7	14.5	15.3	G WWYZ-F
5	WTIC-F	AC/CHR	100 / 6.5	6.7	7.5	6.8	6.3	6.9	2121 / 22.1	23.4	22.5	G WTIC-F
6	WDRG-F	O	96 / 6.2	5.0	5.8	6.0	5.5	6.0	1632 / 17.0	15.4	16.6	F WDRG-F
7	WDRG	ST	73 / 4.7	4.1	5.0	5.0	5.7	4.7	813 / 8.5	8.6	9.8	B WDRG
	WMRQ-F	AOR-NR	73 / 4.7	4.8	4.8	4.8	5.2	4.8	1434 / 14.8	16.4	14.8	E WMRQ-F
9	WCCC-F	AOR	66 / 4.3	4.6	4.7	4.0	3.4	4.4	1144 / 11.9	13.4	11.5	D WCCC-F
10	WHCN-F	CL AOR	47 / 3.0	2.4	2.3	3.0	2.0	2.7	1123 / 11.7	9.8	10.3	E WHCN-F
11	WZMX-F	CL HITS	46 / 3.0	3.2	3.8	4.0	4.1	3.5	1109 / 11.5	12.2	12.8	F WZMX-F
12	WNEZ	B	40 / 2.6	2.5	2.2	3.4	2.5	2.7	565 / 5.9	5.2	5.2	WNEZ
13	WAQY-F	CL AOR	27 / 1.7	2.1	1.6	2.0	2.1	1.9	665 / 6.9	7.9	7.3	WAQY-F
14	WFAN	SPRTS	17 / 1.1	1.2	1.4	1.5	1.5	1.3	373 / 3.9	5.0	4.5	WFAN
15	WPLR-F	AOR	15 / 1.0	1.0	0.9	0.8	1.4	0.9	400 / 4.2	4.5	5.7	WPLR-F

12+ FM Share (Metro): 73.13% (909 of 1243) (Summer 97: 70.79%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WTIC-F <	1 WRCH-F	1 WRCH-F	1 WRCH-F >	1 WTIC	1 WTIC >	1 WRCH-F	1 WRCH-F >	1 WRCH-F	1 WRCH-F
2 WMRQ-F	2 WKSS-F <	2 WTIC-F	2 WTIC-F >	2 WTIC-F	2 WRCH-F >	2 WRCH-F	2 WTIC >	2 WKSS-F <	2 WKSS-F	2 WTIC
3 WNEZ	3 WMRQ-F	3 WKSS-F	3 WCCC-F	3 WDRG-F <	3 WWYZ-F <	3 WCCC-F	3 WWYZ-F <	3 WTIC <	3 WTIC	3 WKSS-F <
4 WTIC-F >	4 WRCH-F	4 WCCC-F <	WKSS-F	4 WWYZ-F <	4 WDRG-F <	4 WTIC-F <	4 WDRG-F <	4 WTIC-F <	4 WMRQ-F <	4 WDRG-F <
	WCCC-F >	5 WMRQ-F <	WWYZ-F <	5 WTIC	5 WDRG	5 WWYZ-F <	5 WTIC-F <	5 WWYZ-F <	5 WTIC-F	5 WWYZ-F
	6 WHCN-F <	6 WWYZ-F <	6 WDRG-F	6 WKSS-F <	6 WTIC-F >	6 WDRG	6 WKSS-F	6 WDRG-F <	6 WDRG-F <	6 WTIC-F <
	7 WWYZ-F	7 WDRG-F	WTIC <	7 WCCC-F	7 WZMX-F	7 WDRG-F	7 WMRQ-F	7 WMRQ-F >	7 WNEZ	7 WDRG
	8 WNEZ	8 WTIC <	8 WMRQ-F <	8 WMRQ-F <	WKSS-F	WKSS-F	WCCC-F <	8 WHCN-F	WWYZ-F	8 WMRQ-F >
		9 WHCN-F <	9 WHCN-F	9 WHCN-F			9 WDRG	9 WDRG	9 WHCN-F >	
								10 WCCC-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F >	1 WKSS-F	1 WTIC-F	1 WRCH-F >	1 WRCH-F >	1 WCCC-F	1 WCCC-F	1 WCCC-F	1 WCCC-F >	1 WCCC-F	1 WTIC >>>
2 WRCH-F	WTIC-F <	2 WRCH-F	2 WTIC-F <	2 WTIC-F	2 WMRQ-F	2 WMRQ-F >	2 WMRQ-F	2 WHCN-F	2 WTIC <	2 WRCH-F <
	WMRQ-F >	3 WKSS-F >	3 WKSS-F >	3 WKSS-F	WKSS-F >	3 WHCN-F <	3 WHCN-F	WMRQ-F	3 WDRG-F	3 WKSS-F
4 WTIC-F	4 WMRQ-F >	4 WMRQ-F	4 WWYZ-F <	4 WDRG-F <	4 WNEZ	4 WTIC-F <	4 WTIC-F >	4 WRCH-F	WHCN-F	4 WDRG-F <
5 WZMX-F	5 WWYZ-F >	5 WWYZ-F >	5 WDRG-F <	5 WWYZ-F	5 WDRG-F	5 WKSS-F >	5 WRCH-F	WTIC-F <	WRCH-F <	5 WDRG <
	WNEZ	6 WDRG-F	6 WDRG-F	6 WMRQ-F	6 WTIC	WHCN-F	6 WRCH-F	WKSS-F	6 WWYZ-F <	6 WWYZ-F
		WZMX-F	7 WTIC >	7 WMRQ-F >	WTIC-F	WZMX-F	7 WAQY-F	7 WZMX-F <	7 WMRQ-F <	7 WTIC-F >
		WNEZ			WWYZ-F	WWYZ-F	WZMX-F	8 WDRG-F	WTIC-F <	
						WNEZ		WTIC <	9 WZMX-F	
								10 WKSS-F		

Other Rated Stations				Metro Share	Cume Rating
WKND	BIAC	1480	Windsor	0.6	1.0
WLAT	SP-TP	1230	Manchester	0.9	1.5
WPOP	SPRTS	1410	Hartford	0.5	2.7

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAAF-F	AOR-NR	107.3	Worcester, MA	0.5	1.6
WCBS	N	880	New York	0.5	3.0
WHYN-F	AC	93.1	Springfield, MA	0.5	2.5
WKCI-F	CHR	101.3	Hamden, CT	0.9	5.6
WMAS-F	AC	104.7	Springfield, MA	0.8	3.9
WPKX-F	C	97.9	Enfield, CT	0.8	2.5

HARTFORD

Consolidation Report	12+	25-54	Revenue
Buckley WDRG-AM, WDRG-FM, WMMW-AM, WSNG-AM	10.9 %	7.8 %	9.9 %
Capstar WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	21.6 %	22.7 %	35.1 %
CBS WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM	31.7 %	32.3 %	50.2 %
Mega WLAT-AM, WNEZ-AM	3.5 %	3.1 %	0.9 %
	67.7 %	65.9 %	96.1 %

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Product
WDRG	1360	5 kw (DA-N)	Standards	Westwd	\$30.00	Mc-Guild Buckley
WLAT	1230	1 kw	Hispanic-Tropical	Westwd	\$22.00	Caballero Mega Manchester
WNEZ	910	5 kw (DA-2)	Black	Westwd	\$ NA	Allied Mega New Britain
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00	Group W CBS

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Product
WCCC	106.9	23.2 kw @ 725	AOR	ABC	\$44.00	Allied Marlin
WDRG	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00	Mc-Guild Buckley
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00	Christal Capstar
WKSS	95.7	16.5 kw @ 879	CHR		\$92.00	Christal Capstar
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$66.00	Christal Capstar
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00	Katz CBS New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00	Eastman CBS
WWYZ	92.5	17 kw @ 879	Country	Westwd	\$102.00	Sentry Capstar Waterbury
WZMX	93.7	17 kw @ 850	Classic Hits		\$97.00	Katz CBS

Notes: Other ranked stations – See New York or Springfield, MA, or, in the Spring 1998 American Radio, New Haven . . . 9/98 WMMW (1470; Meriden) sold to Buckley for \$630,000 (New England) . . . 10/98 WLAT/WNEZ sold by Mega Bcstg. to Mega Communications in a \$13,000,000 corporate reorganization . . . 10/98 WMMW changed from Hispanic-Tropical to simulcasting WDRG . . . 10/98 WZMX-F changed from Classic Hits to Classic AOR as "The Point"

Jim Duncan

Comments: Total listening level is steady . . . WTIC has its lowest share since Summer '96 . . . WWYZ-F is down to its lowest share in more than two years . . . WZMX-F suffered its fourth consecutive decrease and its lowest share in many years

HONOLULU

Arbitron Rank: 60 Pop (12+): 724,000
MSA Rank: 68
MSA Pop: 880,000
DMA: 70
Average Persons Rating: 16.8
Market TSL in Hours: 22.75

Stations: 28 / 28
Diaries: 2,046 / 354:1 / 57.8%
Sample Target: 1,960
% Below Line: 0.0
% Not Listed: 5.6
Pop per Station: 25,857

Last Year's Revenue: \$23,100,000
Household Income: \$59,870
Total Retail Sales: \$9.6 Bil.
#1 Biller: KSSK-F \$4,400,000
#1 Billing Portfolio: Capstar \$12,370,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KSSK-F	AC	119 / 9.8	9.1	8.8	10.9	9.8	9.6	1721 / 23.8	22.2	24.8	F	KSSK-F
2	KCCN-F	E	108 / 8.9	8.6	8.2	8.1	9.1	8.5	1418 / 19.6	19.4	19.2	E+	KCCN-F
3	KIKI-F	CHR	97 / 8.0	6.6	8.8	12.2	12.1	8.9	1476 / 20.4	20.8	25.0	E	KIKI-F
4	KRTR-F	AC	91 / 7.5	5.9	6.0	5.2	5.9	6.1	1314 / 18.2	15.5	15.6	D	KRTR-F
5	KINE-F	E	89 / 7.3	7.8	8.2	7.7	8.1	7.8	1154 / 15.9	13.5	14.7	B	KINE-F
6	KSSK	FS	73 / 6.0	5.9	5.2	4.8	5.7	5.5	739 / 10.2	12.0	10.1	E	KSSK
7	KUMU-F	SAC/EZ	68 / 5.6	5.5	6.3	5.4	4.9	5.7	874 / 12.1	10.0	9.2	C*	KUMU-F
8	KGMZ-AF	O	87 / 5.5	6.7	4.3	6.0	5.3	5.6	972 / 13.4	14.2	12.8	B	KGMZ-AF
	KXME-F	CHR	67 / 5.5	6.5	5.0	2.0		4.8	1220 / 16.9	17.8			KXME-F
10	KQMQ-AF	CHR	54 / 4.4	5.6	6.1	6.4	8.6	5.6	1394 / 19.3	18.9	23.9	C	KQMQ-AF
11	KUCD-F	AC-NR	46 / 3.8	3.5	3.3	3.0	1.8	3.4	790 / 10.9	9.5	5.9	B	KUCD-F
12	KHVH	N/T	44 / 3.6	3.8	3.2	2.6	4.2	3.3	449 / 6.2	6.9	7.1	B	KHVH
13	KKLV-F	CL AOR	39 / 3.2	2.7	2.8	2.5	3.4	2.8	620 / 8.6	8.4	9.4	B	KKLV-F
14	KPOI-F	AOR-NR	31 / 2.5	2.5	3.3	3.7	4.7	3.0	678 / 9.4	9.0	13.2	B	KPOI-F
	KHUL-F	C	31 / 2.5	2.5	2.6	2.3	1.4	2.5	510 / 7.0	8.0	4.7	B	KHUL-F
16	KCCN	T	18 / 1.5	1.4	1.4	2.0	1.4	1.6	282 / 3.9	4.6	5.4	+	KCCN

12+ FM Share (Metro): 80.61% (927 of 1150) (Summer 97: 81.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	KXME-F	1 KCCN-F <	1 KCCN-F <	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KSSK-F >	1 KSSK-F	1 KCCN-F	1 KIKI-F	1 KCCN-F
	KIKI-F >>	2 KIKI-F >	2 KSSK-F <	2 KRTR-F <	2 KRTR-F	2 KINE-F <	2 KSSK	2 KCCN-F	2 KSSK-F <	2 KXME-F <	2 KINE-F <
3	KQMQ-AF	3 KXME-F <	3 KRTR-F	3 KCCN-F	3 KCCN-F	3 KSSK <	3 KINE-F <	3 KRTR-F <	3 KRTR-F	3 KCCN-F	3 KIKI-F <
4	KCCN-F >>	4 KRTR-F	4 KIKI-F >	4 KINE-F <	4 KGMZ-AF <	4 KUMU-F <	4 KIKI-F <	4 KINE-F <	KIKI-F	4 KHVH	4 KRTR-F <
		5 KSSK-F	5 KINE-F	5 KGMZ-AF	5 KINE-F >	5 KGMZ-AF <	5 KCCN-F <	5 KIKI-F	5 KINE-F <	5 KRTR-F <	5 KSSK-F
		6 KUCD-F	6 KGMZ-AF <	6 KUCD-F	6 KKL-V-F	6 KRTR-F	6 KRTR-F	6 KGMZ-AF	6 KXME-F	6 KQMQ-AF	6 KXME-F
		7 KQMQ-AF	7 KUCD-F <	KIKI-F <	KIKI-F <	7 KHVH <	7 KGMZ-AF <	KUMU-F	7 KGMZ-AF <	7 KUMU-F <	KUMU-F <
		8 KPOI-F <	8 KXME-F	8 KKL-V-F	8 KUCD-F <	8 KCCN-F >	8 KUMU-F	8 KSSK	8 KUMU-F	8 KINE-F	8 KGMZ-AF <
		9 KINE-F	9 KKL-V-F <	9 KSSK	9 KSSK >	9 KKL-V-F	9 KHVH <	9 KXME-F	9 KSSK	9 KGMZ-AF <	9 KSSK
		10 KQMQ-AF	10 KHUL-F					10 KQMQ-AF	KQMQ-AF <	10 KSSK-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	KIKI-F	1 KIKI-F	1 KRTR-F	1 KSSK-F <	1 KSSK-F	1 KIKI-F	1 KCCN-F	1 KCCN-F	1 KCCN-F >	1 KSSK-F	1 KSSK-F
2	KCCN-F	2 KCCN-F	KIKI-F <	2 KRTR-F <	2 KRTR-F	2 KCCN-F <	2 KIKI-F	2 KRTR-F	2 KCCN-F <	2 KCCN-F <	2 KSSK
3	KXME-F	3 KRTR-F	3 KCCN-F <	3 KCCN-F <	3 KCCN-F <	3 KXME-F >>	3 KXME-F	3 KSSK-F	KSSK-F <	3 KINE-F	KHVH
4	KRTR-F	4 KSSK-F >	4 KSSK-F >>	4 KIKI-F >	4 KGMZ-AF	4 KQMQ-AF	4 KUCD-F	4 KKL-V-F	4 KIKI-F	4 KRTR-F <	4 KUMU-F
5	KQMQ-AF >	5 KXME-F <	5 KINE-F	5 KGMZ-AF <	5 KIKI-F <	5 KPOI-F	5 KSSK-F	KIKI-F	5 KINE-F	5 KGMZ-AF	5 KXME-F
6	KUCD-F	6 KQMQ-AF	6 KQMQ-AF	6 KQMQ-AF <	6 KINE-F <	6 KRTR-F	6 KRTR-F	6 KPOI-F	6 KXME-F	6 KKL-V-F	KINE-F <
	KSSK-F	7 KUCD-F	KUCD-F	7 KINE-F	7 KSSK	KPOI-F	KXME-F	KUCD-F	7 KUCD-F	7 KUCD-F	
		8 KINE-F	8 KAJM-F	8 KUCD-F	8 KQMQ-AF <		KRTR-F	8 KKL-V-F <	8 KPOI-F <	8 KPOI-F <	
			KHUL-F	9 KSSK <	9 KUCD-F		9 KINE-F	9 KGMZ-AF	9 KHUL-F	9 KHUL-F	
			KXME-F	10 KXME-F				10 KPOI-F			

Other Rated Stations	Metro Share	Cume Rating
KAIM	REL 870 Honolulu	0.2 1.3
KAIM-F	REL-CC 95.5 Honolulu	1.4 3.6
KGU	SPRTS 760 Honolulu	1.0 3.1
KHNR	N 650 Honolulu	1.4 4.7
KIKI	C 990 Honolulu	0.9 2.2
KLHT	REL 1040 Honolulu	0.5 1.8
KNDI	E 1270 Honolulu	1.1 2.0
KORL-F	AC 99.5 Honolulu	0.6 0.6
KUMU	ST 1500 Honolulu	1.4 3.4
KZOO	E 1210 Honolulu	0.4 1.0

HONOLULU

Consolidation Report	12+	25-54	Revenue
Capstar KHHV-AM, KIKI-AM, KIKI-FM, KKLV-FM, KSSK-AM, KSSK-FM, KUCC-FM	35.3 %	36.7 %	53.5 %
Chagal KGU-AM, KHNR-AM	2.4 %	1.2 %	1.5 %
KHWY, Inc. KCCN-AM, KCCN-FM, KINE-FM	17.7 %	17.4 %	17.1 %
New Planet KGMZ-FM, KRTR-FM, KULA-AM, KXME-FM	18.5 %	20.3 %	11.7 %
New Wave, pend. KHUL-FM, KPOI-FM, KQMQ-AF	9.4 %	10.0 %	10.5 %
	83.3 %	85.6 %	94.3 %

AM Stations

Station	Freq	Power	Format	Revenue	Advertiser	Agency
KCCN	1420	5 kw	Talk	\$ NA	Katz	KHWY, Inc.
KHHV	830	10 kw	News/Talk	ABC \$25.00	Christal	Capstar
KQMQ	690	10 kw	See KQMQ-F			
KSSK	590	7.5 kw	Full Service	\$62.00	Eastman	Capstar
KULA	1460	5 kw	See KGMZ-F			
KUMU	1500	10 kw	Standards	Westwd \$ NA	Katz	

FM Stations

Station	Freq	Power	Format	Revenue	Advertiser	Agency	Notes
KCCN	100.3	100 kw @ 1965	Contemp. Haw'n.	\$60.00	Banner	KHWY, Inc.	
KGMZ	107.9	100 kw @ 1965	Oldies	\$18.00	Mc-Guild	New Planet	Aiea
KHUL	102.7	61 kw @ 1893	Country	\$24.00	--	New Wave, pend.	Waipahu
KIKI	93.9	100 kw @ -144	CHR	\$54.00	Christal	Capstar	
KINE	105.1	100 kw @ 1965	Contemp. Haw'n.	\$30.00	Banner	KHWY, Inc.	
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd \$30.00	--	Capstar	
KPOI	97.5	83 kw @ 46	AOR	\$28.00	Katz	New Wave, pend.	
KQMQ	93.1	100 kw @ 1853	CHR	\$38.00	Allied	New Wave, pend.	
KRTR	96.3	75 kw @ 2140	AC	\$40.00	Mc-Guild	New Planet	Kailua
KSSK	92.3	100 kw @ 1950	AC	\$72.00	Eastman	Capstar	Waipahu
KUCD	101.9	100 kw @ 1965	Modern AC	\$25.00	Christal	Capstar	Pearl City
KUMU	94.7	100 kw @ 78	EZ List./Soft AC	\$37.00	Katz		
KXME	104.3	75 kw @ 2116	CHR	\$ NA	Mc-Guild	New Planet	Kaneohe

Notes: * KUMU-F revenue level includes KUMU revenue . . . + KCCN-F revenue levels includes KCCN revenue . . . 8/98 KORL-F sold by Loew to Caribou for \$1,650,000 (Kali) . . . 10/98 Caribou sold these stations to New Wave for \$7,500,000: KHUL-F; KORL-F; KPOI-F; KQMQ-AF . . . 10/98 KHUL-F changed calls to KKHN-F ("Double K Country"); remains Country

Jim Duncan

Comments: Total listening to radio increased significantly (+1.0 ratings point) . . . KIKI-F steadied after recent declines but KQMQ-F has its fourth consecutive down book and its lowest share in many years . . . KUCD-F had its fourth straight share increase

HOUSTON

Arbltron Rank: 9 Pop (12+): 3,458,300
MSA Rank: 8
MSA Pop: 4,310,000
DMA: 11
Average Persons Rating: 16.3
Market TSL In Hours: 21.50

Stations: 35 / 35
Diaries: 4,128/ 838:1/ 48.1%
Sample Target: 4,030
% Below Line: 0.0
% Not Listed: 14.3
Pop per Station: 98,809

Last Year's Revenue: \$224,000,000
Household Income: \$46,756
Total Retail Sales: \$40.1 Bil.
#1 Biller: KODA-F \$20,200,000
#1 Billing Portfolio:
 Chancellor \$90,800,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KBXX-F	B/CHR	425 / 7.6	6.7	6.2	6.8	7.2	6.8	5732 / 16.6	16.5	16.7	I	KBXX-F
2	KODA-F	SAC	358 / 6.4	7.4	7.2	7.1	7.3	7.0	5615 / 16.2	17.9	17.0	K	KODA-F
3	KRBE-F	CHR	357 / 6.3	6.7	6.4	6.3	6.5	6.4	7715 / 22.3	23.7	22.1	I	KRBE-F
4	KILT-F	C	326 / 5.8	4.7	5.2	5.3	5.9	5.2	4469 / 12.9	11.5	13.1	J	KILT-F
5	KMJQ-F	B/AC	317 / 5.6	5.7	6.3	5.4	5.5	5.8	3825 / 11.1	11.9	13.1	I	KMJQ-F
6	KLDE-F	O	241 / 4.3	4.3	4.6	4.5	3.9	4.4	4648 / 13.4	12.8	12.7	I	KLDE-F
7	KTRH	N	230 / 4.1	4.2	4.4	3.9	3.8	4.1	4990 / 14.4	14.7	13.9	J	KTRH
8	KHMX-F	AC/CHR	227 / 4.0	4.4	4.5	3.1	3.9	4.0	5156 / 14.9	15.3	14.6	J	KHMX-F
9	KLTN-F	SP-C	214 / 3.8	1.7	1.5	1.9	1.9	2.2	2407 / 7.0	5.2	5.3	G	KLTN-F
10	KTBF-F	AOR-NR	212 / 3.8	3.5	3.1	3.2	3.4	3.4	4306 / 12.5	10.7	10.3	G	KTBF-F
11	KKBQ-F	C	207 / 3.7	3.5	3.7	4.5	4.3	3.8	3793 / 11.0	10.6	11.7	J	KKBQ-F
12	KLOL-F	AOR	195 / 3.5	4.2	4.0	4.1	3.9	3.9	4069 / 11.8	12.4	11.7	I	KLOL-F
13	KKRW-AF	CL AOR	191 / 3.4	3.8	3.7	3.6	2.9	3.6	4396 / 12.7	11.0	10.0	H	KKRW-AF
14	KIKK-AF	C	164 / 2.9	2.7	2.1	2.5	2.3	2.6	3005 / 8.7	8.5	8.1	H	KIKK-AF
15	KILT	SPRTPS	154 / 2.7	2.0	1.7	1.6	1.8	2.0	2593 / 7.5	6.1	5.9	D	KILT
16	KPRC	T	153 / 2.7	3.1	2.8	3.0	2.4	2.9	2134 / 6.2	6.5	5.7	H	KPRC
17	KQOK-F	SP-C	123 / 2.2	2.3	3.1	2.6	2.2	2.5	2334 / 6.7	7.6	7.2	G	KQOK-F
18	KBME	ST	104 / 1.8	1.4	0.8	0.2		1.1	1201 / 3.5	3.1			KBME
19	KHYS-F	U/CHR	99 / 1.8	1.7	1.8	2.3	2.1	1.9	3219 / 9.3	7.4	8.4	C	KHYS-F
20	KOVE-F	SP-C	98 / 1.7	1.5	1.6	1.3	0.9	1.5	1713 / 5.0	4.0	2.4		KOVE-F
21	KXTJ-F	SP-R	75 / 1.3	1.1	1.8	1.4	2.0	1.4	1494 / 4.3	4.1	5.3	D	KXTJ-F
22	KSEV	T	72 / 1.3	1.1	1.1	1.1	1.1	1.1	1436 / 4.2	4.2	4.0	D	KSEV
23	KLAT	SP	58 / 1.0	0.8	1.1	1.2	1.1	1.0	930 / 2.7	2.1	3.1	D	KLAT

12+ FM Share (Metro): 81.03% (3905 of 4819) (Summer 97: 83.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBXX-F >	1 KBXX-F	1 KBXX-F <	1 KODA-F <	1 KODA-F <	1 KODA-F <	1 KTRH <	1 KODA-F	1 KBXX-F	1 KBXX-F	1 KBXX-F
2 KRBE-F >	2 KRBE-F	2 KRBE-F <	2 KMJQ-F	2 KMJQ-F <	2 KILT-F	2 KILT-F <	2 KBXX-F <	2 KRBE-F <	2 KMJQ-F	2 KRBE-F <
3 KTBF-F >	3 KTBF-F	3 KMJQ-F <	3 KRBE-F <	3 KILT-F <	3 KTRH	3 KRBE-F <	3 KRBE-F <	3 KODA-F <	3 KRBE-F	3 KMJQ-F <
4 KHYS-F	4 KMJQ-F	4 KODA-F	4 KILT-F <	4 KRBE-F	KLDE-F	4 KBXX-F <	4 KILT-F	4 KILT-F	4 KODA-F <	4 KILT-F
	KLTN-F <	5 KILT-F <	5 KBXX-F <	5 KBXX-F	5 KMJQ-F	5 KODA-F	5 KMJQ-F <	5 KLDE-F <	5 KILT	5 KODA-F
	6 KHMX-F <	6 KHMX-F	6 KHMX-F	KHMX-F	6 KPRC	KLTN-F	6 KHMX-F	6 KHMX-F <	6 KILT-F <	6 KLDE-F
	7 KODA-F <	7 KLTN-F <	7 KKRW-AF <	KLDE-F	7 KKRW-AF <	7 KMJQ-F	KLDE-F <	7 KMJQ-F <	7 KTBF-F >	7 KTBF-F <
	8 KLOL-F	8 KKRW-AF <	8 KLTN-F	8 KKRW-AF <		8 KLOL-F <	8 KPRC	8 KTBF-F <	8 KKRW-AF	8 KLTN-F <
	9 KKBQ-F <	9 KLOL-F <	9 KLDE-F	9 KLTN-F		9 KHMX-F	9 KKBQ-F	9 KTRH <	KLOL-F <	9 KTRH <
	10 KILT-F	10 KTBF-F <	KLOL-F <			KLDE-F <	10 KTBF-F	10 KLOL-F	10 KLOL-F	10 KKBQ-F <
							KKRW-AF <	KKBQ-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBXX-F >	1 KBXX-F <	1 KMJQ-F	1 KRBE-F <	1 KODA-F	1 KBXX-F >>	1 KBXX-F >	1 KBXX-F <	1 KBXX-F	1 KILT-F	1 KMJQ-F <
2 KRBE-F >	2 KRBE-F	2 KRBE-F <	2 KODA-F <	2 KMJQ-F	2 KRBE-F <	2 KTBF-F <	2 KTBF-F	2 KLOL-F	2 KLOL-F <	2 KBXX-F <
3 KTBF-F <	3 KHMX-F <	3 KHMX-F <	3 KMJQ-F	3 KRBE-F <	3 KLOL-F	3 KLOL-F <	3 KLOL-F <	3 KILT-F <	3 KILT <	3 KTRH
4 KHMX-F <	4 KMJQ-F	4 KODA-F <	4 KBXX-F <	4 KHMX-F	4 KTBF-F	4 KRBE-F	4 KLTN-F <	4 KLTN-F <	4 KKRW-AF <	4 KILT-F
5 KKBQ-F	5 KODA-F	5 KBXX-F	5 KHMX-F	5 KILT-F <	5 KLTN-F	5 KLTN-F	5 KRBE-F	5 KRBE-F	5 KMJQ-F	5 KPRC
6 KLTN-F	6 KKBQ-F	6 KKBQ-F	6 KILT-F	6 KLDE-F	6 KHMX-F	6 KILT	6 KILT <	KKRW-AF <	KLTN-F	
7 KHYS-F	7 KTBF-F <	7 KILT-F <	7 KKBQ-F	7 KBXX-F <	7 KMJQ-F <	KKRW-AF <	7 KKRW-AF	7 KTBF-F <	KODA-F <	
8 KODA-F	8 KLTN-F <	8 KIKK-AF <	8 KLDE-F <	8 KKBQ-F	8 KHYS-F	8 KILT-F <	KODA-F <	8 KMJQ-F	8 KBXX-F <	
	9 KILT-F <	9 KLTN-F	9 KLTN-F	9 KIKK-AF	KKRW-AF	9 KODA-F	9 KILT-F	KILT <	9 KTRH <	
	10 KIKK-AF >	10 KTBF-F	10 KKRW-AF <	KKRW-AF <	KIKK-AF <	10 KMJQ-F		10 KODA-F	10 KRBE-F <	

HOUSTON

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			
KCOH	B	1430	Houston	0.7	2.0	CBS	11.4 %	12.3 %	12.1 %
KENR	E	1070	Houston	0.3	0.9	KIKK-AF, KILT-AM, KILT-FM			
KEYH	SP-R	850	Houston	0.3	1.3	Chancellor	27.2 %	28.7 %	40.5 %
KKHT-F	REL	106.9	Conroe	0.4	1.5	KBME-AM, KKBO-FM, KKRW-AF, KLDE-FM, KLOL-FM, KODA-FM, KTRH-AM			
KRTS-F	CL	92.1	Seabrook	0.7	2.9	Clear Channel	17.4 %	23.4 %	16.7 %
KVST-F	C	103.7	Willis	0.3	1.0	KBXX-FM, KJOJ-FM, KMJQ-FM, KPRC-AM, KSEV-AM			
KXYZ	SP-NT	1320	Houston	0.4	1.1	El Dorado	3.8 %	3.7 %	4.0 %
KYOK	G	1590	Houston	0.7	2.1	KEYH-AM, KLVL-AM, KQOK-FM, KXTJ-FM			
						Heftel	6.6 %	7.8 %	6.7 %
						KLAT-AM, KLTN-FM, KLTO-FM, KOVA-FM, KOVE-FM, KRTX-AM, KRTX-FM			
						Jacor	7.8 %	8.2 %	9.6 %
						KHMX-FM, KKTL-FM, KTBZ-FM			
							74.1 %	84.1 %	89.6 %

AM Stations

Station	Power	Time	Format	Notes	Advertiser	Agency	Product	Station
KBME	790	5 kw (DA-2)	Standards		ABC, AMFM	\$ NA	Christal	Chancellor
KIKK	650	0.25 kw (Days)	See KIKK-F					Pasadena
KILT	610	5 kw (DA-2)	Sports			\$ NA	Group W	CBS
KLAT	1010	5 kw (DA-2)	Hispanic			\$66.00	Katz Hisp.	Heftel
KPRC	950	5 kw (DA-N)	Talk		CBS, Westwd, Talknt	\$100.00	Katz	Clear Channel
KQUE	1230	1 kw	See KKRW-F					
KSEV	700	15 kw/1 kw (DA-2)	Talk		Westwd, CBS, Talknt	\$50.00	Katz	Clear Channel
KTRH	740	50 kw (DA-2)	News		Westwd, ABC, CNN	\$265.00	Christal	Chancellor

FM Stations

Station	Power	Time	Format	Notes	Advertiser	Agency	Product	Station
KBXX	97.9	100 kw @ 1920	Black/CHR		\$210.00		Cir Chnl	Clear Channel
KHMX	96.5	100 kw @ 1920	AC/CHR		\$240.00		Mc-Guild	Jacor
KHYS	98.5	100 kw @ 1952	Urban/CHR		\$75.00		Cir Chnl	Pt. Arthur
KIKK	95.7	100 kw @ 1920	Country		CBS \$168.00		CBS	CBS
KILT	100.3	100 kw @ 1920	Country		\$330.00		CBS	CBS
KJOJ	103.3	100 kw @ 994	See KHYS-F					Freeport
KKBQ	92.5	100 kw @ 1920	Country		\$341.00		Katz	Chancellor
KKRW	93.7	100 kw @ 1720	Classic AOR		\$160.00		Sentry	Chancellor
KLDE	94.5	100 kw @ 1920	Oldies		AMFM \$195.00		D&R	Chancellor
KLOL	101.1	100 kw @ 1920	AOR		Source \$212.00		Christal	Chancellor
KLTN	102.9	100 kw @ 984	Hispanic-Contemp.		\$135.00		Katz Hisp.	Heftel
KMJQ	102.1	100 kw @ 1720	Black AC		\$220.00		Cir Chnl	Clear Channel
KODA	99.1	100 kw @ 1920	Soft AC		\$355.00		Sentry	Chancellor
KOVA	104.9	2.55 kw @ 350	See KOVE-F					Rosenberg
KOVE	93.3	100 kw @ 1952	Hispanic-Contemp.		\$ NA		Katz Hisp.	Heftel
KQOK	106.5	100 kw @ 1322	Hispanic-Contemp.		\$80.00		El Dorado	El Dorado
KRBE	104.1	100 kw @ 1920	CHR		\$204.00		Mc-Guild	Susquehanna
KTBZ	107.5	98 kw @ 1973	AOR-New Rock		\$140.00		Mc-Guild	Jacor
KXTJ	107.9	100 kw @ 1807	Hispanic-Regional		\$68.00		El Dorado	El Dorado

Notes: 10/98 KKTL-F changed from Talk to simulcasting New Rock KTBZ-F . . . 10/98 Jacor sold these stations to Clear Channel as part of a merger valued at \$4.4 Bil.: KHMX-F; KKTL-F; KTBZ-F

Jim Duncan

Comments: Listening levels are steady . . . KBXX-F climbed back into the #2 in 12+ . . . KILT-F reversed its recent slide . . . KLTN-F, on its new facility, took a big jump and has its highest share in over two years . . . KILT (AM) has its best share ever as a Sports station . . . KBME shows continued growth with its Standards format

HUNTSVILLE

Arbitron Rank: 113 Pop (12+): 365,100
 MSA Rank: 147-Hunt.; 251-Dec.
 MSA Pop: 439,000
 DMA: 86 (w/Decatur)
 Average Persons Rating: 15.0
 Market TSL in Hours: 19.75

Stations: 27 / 19
 Diaries: 930 / 393:1 / 53.6%
 Sample Target: 920
 % Below Line: 5.2
 % Not Listed: 14.2
 Pop per Station: 19,216

Last Year's Revenue: \$14,100,000
 Household Income: \$44,553
 Total Retail Sales: \$4.0 Bil.
 #1 Biller: WDRM-F \$4,600,000
 #1 Billing Portfolio: Capstar \$6,200,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WDRM-F	C	96 / 17.5	20.5	21.4	21.3	19.8	202	1203 / 33.0	36.6	34.1	F	WDRM-F
2	WZYP-F	CHR	58 / 10.6	14.0	11.1	9.6	12.5	11.3	944 / 25.8	29.1	29.5	D	WZYP-F
3	WAHR-F	AC	57 / 10.4	8.2	7.8	8.3	8.1	8.7	624 / 17.1	18.0	18.0	D	WAHR-F
4	WTAK-F	CL AOR	45 / 8.2	7.0	8.6	7.1	6.6	7.7	679 / 18.6	18.7	14.0	C	WTAK-F
5	WRSA-F	SAC	39 / 7.1	5.8	5.5	6.6	8.3	6.2	406 / 11.1	11.9	14.9	C	WRSA-F
6	WXQW-FF	O	37 / 6.7	6.3	4.0	3.4	3.2	5.1	568 / 15.6	13.5	10.2	A	WXQW-FF
7	WEUP-AF	B	27 / 4.9	6.0	7.2	5.1	5.3	5.8	406 / 11.1			B	WEUP-AF
8	WVNN	T	19 / 3.5	3.2	3.1	4.1	4.3	3.5	277 / 7.6	9.0	9.0	B	WVNN
9	WLOR	B/G	17 / 3.1	1.2	3.1	3.9	2.5	2.8	121 / 3.3	2.6	3.4	A	WLOR
10	WPZM-F	C	12 / 2.2	2.3	1.9	1.5	1.7	2.0	345 / 9.4	9.4	7.1	A	WPZM-F
11	WKDF-F	AOR-NR	9 / 1.6	1.5	2.4	3.6	2.8	2.3	276 / 7.6	6.3	8.6		WKDF-F
	WRJL-F	G	9 / 1.6	1.0	0.9	1.0	1.1	1.1	123 / 3.4	3.3	4.0		WRJL-F
	WNDA-F	REL-CC	9 / 1.6	1.3	1.0	0.7	1.3	1.2	231 / 6.3	4.6	5.2		WNDA-F

12+ FM Share (Metro): 86.84% (409 of 471) (Summer 97: 86.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDRM-F	1 WZYP-F	1 WDRM-F	1 WDRM-F	1 WDRM-F	1 WDRM-F >	1 WDRM-F >	1 WDRM-F	1 WDRM-F >	1 WDRM-F <	1 WDRM-F >
WZYP-F >>>	2 WTAK-F >	2 WZYP-F <	2 WTAK-F	2 WAHR-F	2 WAHR-F	2 WAHR-F <	2 WAHR-F	2 WZYP-F	2 WZYP-F	2 WZYP-F
3 WEUP-AF >	3 WDRM-F >	3 WTAK-F	WAHR-F	3 WTAK-F	3 WRSA-F	3 WZYP-F <	3 WZYP-F	3 WAHR-F	3 WTAK-F	3 WXQW-FF <
4 WAHR-F >	4 WAHR-F >	4 WAHR-F >	4 WZYP-F	4 WZYP-F <	4 WXQW-FF >>	4 WTAK-F	4 WRSA-F <	4 WTAK-F	4 WRSA-F	4 WAHR-F <
5 WEUP-AF	5 WXQW-FF	5 WXQW-FF >	5 WXQW-FF >	5 WVNN <	5 WRSA-F	5 WTAK-F <	5 WRSA-F	5 WAHR-F	5 WAHR-F	5 WTAK-F <
6 WLOR >	6 WEUP-AF >	6 WEUP-AF >	6 WEUP-AF >	6 WEUP-AF	6 WXQW-FF <	6 WXQW-FF <	6 WXQW-FF >	6 WEUP-AF	6 WEUP-AF	6 WEUP-AF
	7 WLOR	7 WLOR	7 WLOR	7 WVNN	WTAK-F <	7 WEUP-AF >	7 WVNN >>	7 WEUP-AF >	7 WXQW-FF >>	7 WRSA-F >>
		WVNN	WVNN >	8 WLOR	8 WZYP-F >	8 WEUP-AF >	8 WEUP-AF >			8 WPZM-F
										WLOR >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZYP-F >	1 WZYP-F >	1 WZYP-F >	1 WDRM-F	1 WDRM-F >	1 WZYP-F	1 WTAK-F >>	1 WTAK-F >>	1 WTAK-F >	1 WTAK-F	1 WDRM-F >>
2 WDRM-F >	2 WDRM-F >>	2 WDRM-F >>	2 WZYP-F >	2 WAHR-F	2 WTAK-F >	2 WZYP-F >	2 WAHR-F	2 WAHR-F <	2 WAHR-F	2 WTAK-F <
3 WPZM-F >	3 WTAK-F	3 WEUP-AF	3 WAHR-F	3 WZYP-F	3 WDRM-F >	3 WAHR-F >	3 WZYP-F >	3 WDRM-F	3 WDRM-F >	3 WAHR-F <
4 WEUP-AF >>	WEUP-AF	WTAK-F	4 WXQW-FF	4 WXQW-FF >	4 WRSA-F >>	4 WDRM-F	4 WLOR >	WZYP-F >	4 WXQW-FF	4 WEUP-AF <
5 WPZM-F	5 WAHR-F	5 WAHR-F	5 WTAK-F	5 WEUP-AF	5 WLOR	5 WEUP-AF	5 WXQW-FF >	5 WXQW-FF >	5 WZYP-F	5 WZYP-F >
	WAHR-F	WLOR	WEUP-AF >	6 WTAK-F >	6 WEUP-AF	WVNN	6 WEUP-AF	6 WEUP-AF	6 WVNN	
	7 WLOR	WDJL >>>	7 WPZM-F			WDRM-F	WVNN	7 WEUP-AF >		
	WDJL >									

Other Rated Stations	Metro Share	Cume Rating
WBHP	N	1230 Huntsville 0.4 2.0
WDJL	B	1000 Huntsville 1.3 2.5
WOLT-F	AC	107.3 Florence 0.9 4.7
WUMP	SPRTS	730 Athens 0.5 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFIX-F	REL-CC	93.9 Rogersville 0.5 1.0
WFMH-F	C/O	101.1 Cullman 0.4 2.1
WJOX	SPRTS	690 Birmingham 0.4 1.2
WQDL-F	O	106.9 Birmingham 0.4 1.9
WQEN-F	CHR	103.7 Gadsden 0.5 2.1
WRAX-F	AOR-NR	107.7 Birmingham 1.1 4.7
WVNA-F	CL AOR	100.3 Tusculmbia 0.4 3.2

HUNTSVILLE

Consolidation Report	12+	25-54	Revenue
Athens WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM	16.8 %	15.2 %	24.8 %
Capstar WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM	32.8 %	35.6 %	44.0 %
	49.6 %	50.8 %	68.8 %

AM Stations

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

FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Mc-Guild		
WDRM	102.1	100 kw @ 981	Country		\$115.00	Sentry	Capstar	Decatur
WEUP	92.1	2.6 kw @ 479	Black		\$<20.00	---		Minor Hill, TN
WNDA	95.1	50 kw @ 110	Contemp. Christian	SRN	\$ NA	Salem		
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Chrstal	Athens	Tullahoma, TN
WQLT	107.3	93 kw @ 1017	AC	ABC	\$ NA	---		Florence
WRJL	99.9	6 kw @ 328	Gospel		\$ NA	---		Eva
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	---		Decatur
WTAK	106.1	6 kw @ 328	Classic AOR	ABC	\$30.00	Sentry	Capstar	Hartselle
WWXQ	92.5	3.1 kw @ 423	See WXQW-F					Tnnty
WXQW	94.1	0.41 kw @ 1155	Oldies	ABC	\$<20.00	Sentry	Capstar	Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Chrstal	Athens	Athens

Notes: WKDF-F – See Nashville . . . Historic cume ratings for WEUP-AF not available

Jim Duncan

Comments: Listening levels are fairly steady . . . WXQW-F has its fifth straight up book and its highest share ever . . . WEUP-AF fell back some from its recent strong books

INDIANAPOLIS

Arbitron Rank: 38 Pop (12+): 1,133,200
 MSA Rank: 35
 MSA Pop: 1,530,000
 DMA: 25
 Average Persons Rating: 15.5
 Market TSL in Hours: 20.75

Stations: 27 / 25
 Diaries: 2,848 / 398:1 / 53.3%
 Sample Target: 2,810
 % Below Line: 1.0
 % Not Listed: 8.3
 Pop per Station: 45,328

Last Year's Revenue: \$70,800,000
 Household Income: \$47,136
 Total Retail Sales: \$14.6 Bil.
 #1 Biller: WFBQ-F \$15,000,000
 #1 Billing Portfolio: Emmis \$23,600,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WFMS-F	238 / 13.6	11.4	10.7	13.7	13.8	12.3	2572 / 22.7	21.7	22.8	I	WFMS-F
2	WFBQ-F	180 / 10.3	10.7	10.7	10.9	10.8	10.6	2689 / 23.7	24.1	26.1	J	WFBQ-F
3	WIBC	125 / 7.1	8.9	8.5	8.3	8.0	8.2	1812 / 16.0	21.0	17.9	H	WIBC
4	WTLC-F	108 / 6.2	6.5	5.5	4.7	4.9	5.7	1353 / 11.9	13.3	10.1	E	WTLC-F
5	WZPL-F	105 / 6.0	5.9	6.0	5.0	4.9	5.7	2084 / 18.4	18.9	17.5	E	WZPL-F
	WGLO-F	105 / 6.0	5.0	5.2	5.0	6.4	5.3	1561 / 13.8	13.0	12.8	B	WGLO-F
7	WENS-F	97 / 5.5	6.0	5.5	5.4	4.7	5.6	2018 / 17.8	18.4	15.8	G	WENS-F
8	WHHH-F	94 / 5.4	4.9	5.1	5.7	4.7	5.3	1574 / 13.9	13.8	12.2	E	WHHH-F
9	WRZX-F	88 / 5.0	5.2	5.0	4.4	4.4	4.9	1569 / 13.8	14.0	14.4	F	WRZX-F
10	WTPI-F	85 / 4.9	6.0	6.1	6.3	4.9	5.8	1287 / 11.4	12.5	12.1	G	WTPI-F
11	WNAP-F	57 / 3.3	3.4	4.7	4.5	4.9	4.0	1463 / 12.9	14.3	15.6	F	WNAP-F
	WMYS	57 / 3.3	3.8	2.8	2.8	4.2	3.2	732 / 6.5	6.5	5.4	B	WMYS
13	WTTS-F	49 / 2.8	2.7	2.6	2.3	2.6	2.6	1010 / 8.9	8.4	7.9	B	WTTS-F
14	WBKS-F	34 / 1.9	2.0	2.1	2.3	2.5	2.1	600 / 5.3	4.8	5.1		WBKS-F
15	WYJZ-F	31 / 1.8	0.3					393 / 3.5	1.8			WYJZ-F
16	WNDE	27 / 1.5	1.4	1.7	1.8	1.2	1.6	637 / 5.6	5.5	4.7	B	WNDE
17	WXIR-F	21 / 1.2	1.4	1.8	1.3	1.3	1.4	371 / 3.3	4.0	3.7		WXIR-F
18	WGRL-F	20 / 1.1	1.6	2.0	2.5	2.3	1.8	491 / 4.3	4.5	6.9	E	WGRL-F

12+ FM Share (Metro): 85.37% (1371 of 1606) (Summer 97: 83.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHHH-F >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F <	1 WFMS-F >	1 WFBQ-F	1 WFMS-F >	1 WFMS-F >	1 WFMS-F <	1 WFMS-F >
2 WZPL-F	2 WRZX-F <	2 WFMS-F >	2 WFMS-F >	2 WFMS-F >	2 WIBC	2 WFMS-F >	2 WFBQ-F <	2 WZPL-F	2 WTLC-F	2 WFBQ-F <
3 WTLC-F	3 WZPL-F <	3 WZPL-F <	3 WENS-F <	3 WGLO-F	3 WFBQ-F <	3 WIBC	3 WIBC	3 WFBQ-F <	3 WHHH-F	3 WTLC-F
	WRZX-F	4 WFMS-F	4 WTLC-F <	4 WZPL-F <	4 WENS-F	4 WGLO-F	4 WGLO-F	4 WGLD-F <	4 WIBC <	4 WRZX-F
5 WFMS-F >	5 WTLC-F <	5 WENS-F <	5 WGLO-F <	5 WZPL-F	5 WTPI-F	5 WTLC-F <	5 WZPL-F	5 WHHH-F <	5 WFBQ-F	5 WGLO-F <
	6 WHHH-F	6 WRZX-F <	6 WTLC-F	6 WTLC-F	6 WMYS <	6 WZPL-F <	6 WENS-F <	6 WTLC-F	6 WZPL-F	6 WZPL-F <
	7 WENS-F >	7 WGLO-F	7 WTPI-F <	7 WTPI-F <	7 WENS-F	7 WENS-F	7 WTPI-F <	7 WENS-F <	7 WENS-F <	7 WENS-F
	8 WHHH-F	8 WTTS-F	8 WIBC <	8 WIBC <	8 WTLC-F >	8 WTPI-F	8 WTLC-F	8 WGLO-F <	8 WTPI-F	8 WIBC <
	9 WNAP-F	9 WNAP-F	9 WNAP-F <	9 WNAP-F <	9 WRZX-F <	9 WRZX-F <	9 WRZX-F <	9 WRZX-F	9 WGLO-F	9 WRZX-F
			10 WRZX-F <	10 WTTS-F <			10 WHHH-F	10 WTPI-F		10 WTPI-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHHH-F	1 WZPL-F	1 WZPL-F <	1 WFMS-F >	1 WFMS-F	1 WRZX-F	1 WFBQ-F >	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >	1 WFMS-F
2 WTLC-F	2 WFMS-F <	2 WENS-F	2 WZPL-F	2 WENS-F	2 WFBQ-F	2 WRZX-F >	2 WRZX-F	2 WFMS-F	2 WFMS-F	2 WTLC-F
	WZPL-F <	3 WENS-F	3 WFMS-F	3 WZPL-F <	3 WTLC-F	3 WFMS-F	3 WFMS-F <	3 WRZX-F	3 WGLO-F	3 WFBQ-F
4 WRZX-F <	4 WHHH-F <	4 WFBQ-F <	4 WFBQ-F	4 WZPL-F <	4 WFMS-F	4 WTLC-F	4 WZPL-F	4 WTLC-F	4 WIBC	4 WHHH-F >
5 WFMS-F >>	5 WTLC-F	5 WTLC-F	5 WFBQ-F	5 WFBQ-F	5 WHHH-F >	5 WZPL-F <	5 WTTS-F	5 WTTS-F	5 WTTS-F	5 WZPL-F <
6 WENS-F	6 WRZX-F	6 WHHH-F	6 WGLO-F <	6 WTLC-F	6 WNAP-F	6 WHHH-F <	6 WNAP-F	6 WNAP-F	6 WNAP-F <	6 WGLO-F
	7 WFBQ-F >>	7 WRZX-F	7 WHHH-F >	7 WTPI-F	7 WTPI-F	7 WNAP-F <	7 WTLC-F	7 WZPL-F	7 WRZX-F <	
			8 WRZX-F <	8 WHHH-F	8 WIBC	8 WTTS-F >	8 WIBC	8 WGLO-F	8 WTLC-F <	
			9 WTPI-F	9 WIBC			9 WNDE	9 WIBC <	9 WTPI-F >	
								10 WHHH-F	10 WZPL-F >	

Other Rated Stations	Metro Share	Cume Rating
WBRI	REL 1500	Indianapolis 0.3 1.0
WCBK-F	C 102.3	Martinsville 0.5 1.0
WPZZ-F	B/G 95.9	Franklin 0.9 2.1
WQFE-F	O 101.9	Brownsburg 0.6 2.9
WSYW-F	J 107.1	Danville 0.4 2.0
WTLC	B/G/O 1310	Indianapolis 0.7 2.3
WXLW	REL 950	Indianapolis 0.5 1.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKKG-F	C 101.5	Columbus, IN 0.6 2.3
WLBC-F	CHR/AC 104.1	Muncie 0.3 0.9

INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue
Capstar WFBQ-FM, WNDE-AM, WRZX-FM	16.8 %	18.9 %	27.7 %
Emmis WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM	22.8 %	22.2 %	33.3 %
Local WBKS-FM, WHHH-FM, WYJZ-FM	9.1 %	8.0 %	4.9 %
MyStar WMYS-AM, WTPI-FM, WZPL-FM	14.2 %	11.8 %	12.4 %
Susquehanna WFMS-FM, WGLD-FM, WGRL-FM	20.7 %	21.8 %	19.8 %
	83.6 %	82.7 %	98.1 %

AM Stations

Station	Power	Time	Format	Network	Rate	Agency	Advertiser
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal	Emmis
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 kw (DA-N)	Sports	ESPN, WW1, CBS	\$20.00	Katz	Capstar
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$<20.00	Mc-Guild	Emmis

FM Stations

Station	Power	Time	Format	Network	Rate	Agency	Advertiser	City
WBKS	106.7	3 kw @ 328	Black AC	ABC	\$ NA	Eastman	WHHH-F	Greenwood
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis	Shelbyville
WFBQ	94.7	58 kw @ 804	AOR/Talk		\$260.00	Katz	Capstar	
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna	
WGLD	104.5	50 kw @ 492	Oldies		\$70.00	Mc-Guild	Susquehanna	
WGRL	93.9	2.8 kw @ 492	Country		\$20.00	Mc-Guild	Susquehanna	Noblesville
WHHH	96.3	0.64 kw @ 715	CHR/Black	ABC	\$55.00	Eastman	WGGR-F	
WNAP	93.1	12.5 kw @ 1022	Classic Hits		\$80.00	Christal	Emmis	
WRZX	103.3	18 kw @ 850	AOR-New Rock	Source	\$77.00	Katz	Capstar	
WTLC	105.7	50 kw @ 450	Black	CBS	\$62.00	Mc-Guild	Emmis	
WTPI	107.9	21.9 kw @ 762	Soft AC		\$95.00	O&R	MyStar	
WTTS	92.3	37 kw @ 1090	Progressive AOR	CBS	\$33.00	—	Sarkes Tarzian	Bloomington
WXIR	98.3	3 kw @ 300	Religion		\$ NA	—	WBRI	Plainfield
WYJZ	100.9	3 kw @ 300	Jazz	ABC	\$ NA	Eastman	WHHH-F	Lebanon
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$55.00	O&R	MyStar	Greenfield

Notes: 8/98 WGGR-F changed calls to WBKS-F ("Kiss 106.7"); remains Black AC . . . 10/98 WSYW (810) changed from Classical to brokered Hispanic

Jim Duncan

Comments: Listening levels are up slightly . . . WFBQ-F and WIBC have their lowest shares in more than two years . . . WNAP-F has its lowest share since at least the early 1970's . . . Jazz WYJZ-F debuted with a 1.8 share . . . WTPI-F had its usual weak Summer book

JACKSON, MS

Arbitron Rank: 118 Pop (12+): 346,700	Stations: 25 / 25	Last Year's Revenue: \$17,000,000
MSA Rank: 120	Diaries: 900 / 385:1 / 48.3%	Household Income: \$40,658
MSA Pop: 427,000	Sample Target: 920	Total Retail Sales: \$4.1 Bil.
DMA: 91	% Below Line: 0.0	#1 Biller: WMSI-F \$4,500,000
Average Persons Rating: 15.4	% Not Listed: 17.4	#1 Billing Portfolio: Capstar \$7,900,000
Market TSL in Hours: 20.50	Pop per Station: 13,868	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1 WJMI-F	B	77 / 14.5	15.0	14.8	16.3	14.9	15.1	894 / 25.8	24.3	25.7	D WJMI-F
2 WKXI-F	B/AC	53 / 9.9	7.7	6.7	9.1	6.4	8.4	761 / 22.0	18.3	16.5	B* WKXI-F
3 WYOY-F	CHR	42 / 7.9	9.5	7.4	5.9	7.2	7.7	688 / 19.8	19.0	19.3	A WYOY-F
4 WMSI-F	C	38 / 7.1	10.6	9.1	9.1	10.5	9.0	732 / 21.1	21.3	23.4	F WMSI-F
5 WJNT	T/N	33 / 6.2	2.9	2.6	3.0	4.5	3.7	344 / 9.9	7.5	8.0	B WJNT
6 WSTZ-F	AOR	25 / 4.7	4.2	7.0	5.0	5.8	5.2	393 / 11.3	11.6	12.0	D WSTZ-F
	WOAD	25 / 4.7	3.8	3.9	3.0	3.2	3.8	341 / 9.8	9.4	9.0	A WOAD
8 WJDX-F	AC/CHR	18 / 3.4	3.3	2.9	3.6	4.3	3.3	533 / 15.4	11.5	16.2	D WJDX-F
9 WTYX-F	CL HITS	17 / 3.2	2.9	3.6	3.6	3.2	3.3	376 / 10.9	8.1	10.9	C WTYX-F
10 WVIV-F	ST	14 / 2.6	3.1	2.9	2.9	3.4	2.9	217 / 6.3	6.7	5.8	A WVIV-F
	WJKK-F	14 / 2.6	3.8	3.8	3.9	3.2	3.5	306 / 8.8	8.7	8.6	A WJKK-F
12 WMGO	B/G	13 / 2.4	1.6	2.1	1.4	2.1	1.9	103 / 3.0	2.4	3.6	WMGO
13 WZRZ	B/G	12 / 2.3	1.8	2.2	1.4	3.0	1.9	188 / 5.4	3.9	4.7	A WZRZ
14 WKTF-F	C	11 / 2.1	4.2	2.2	2.9	2.3	2.8	252 / 7.3	9.3	10.1	B WKTF-F
	WFMN-F	8 / 1.5	0.4	0.7	0.7		0.8	140 / 4.0	2.6		WFMN-F

12+ FM Share (Metro): 76.59% (337 of 440) (Summer 97: 80.24%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F	1 WKXI-F	1 WKXI-F	1 WMSI-F	1 WKXI-F	1 WJNT	1 WJMI-F >	1 WJMI-F >>	1 WJMI-F >
2 WYOY-F >>	2 WKXI-F	2 WKXI-F >	2 WJMI-F >	2 WJMI-F >	2 WJNT <	2 WMSI-F <	2 WJMI-F	2 WYOY-F	2 WKXI-F	2 WOAD <
3 WKXI-F >>	3 WYOY-F >	3 WYOY-F	3 WSTZ-F <	3 WSTZ-F <	3 WKXI-F >	3 WJMI-F >	3 WKXI-F	3 WKXI-F	3 WYOY-F >	3 WKXI-F
	4 WSTZ-F >	4 WSTZ-F >	4 WYOY-F	4 WYOY-F	4 WOAD >	4 WYOY-F	4 WMSI-F	4 WMSI-F	4 WMSI-F >	4 WYOY-F >
	5 WJDX-F >	5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WVIV-F	5 WSTZ-F <	5 WYOY-F	5 WSTZ-F <	5 WJKK-F	5 WMSI-F
	6 WMSI-F	6 WMSI-F <	6 WMSI-F <	WMSI-F <	6 WTYX-F <	6 WJNT	6 WSTZ-F >	6 WJNT	6 WOAD	6 WJKK-F
	WKT-F	7 WJDX-F	7 WJNT	7 WJNT	7 WYOY-F	7 WTYX-F <	7 WJDX-F <	7 WJDX-F	WSTZ-F	7 WTYX-F <
		WJNT	8 WJDX-F	8 WJDX-F	WSTZ-F	8 WMGO	8 WOAD	8 WTYX-F		8 WJDX-F
		9 WOAD	9 WJKK-F	9 WJKK-F		WOAD <	WOAD	WOAD		9 WSTZ-F <
			WOAD	WKT-F-F		10 WJDX-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMI-F >	1 WJMI-F	1 WJMI-F	1 WKXI-F	1 WKXI-F >	1 WJMI-F >>>	1 WJMI-F >>	1 WJMI-F >	1 WJMI-F >	1 WKXI-F	1 WJMI-F
2 WKXI-F	2 WKXI-F	2 WKXI-F >>	2 WJMI-F >	2 WJMI-F	2 WYOY-F >>	2 WYOY-F	2 WSTZ-F	2 WKXI-F	WJMI-F	2 WKXI-F >
	WYOY-F >	3 WYOY-F >	3 WJDX-F	3 WYOY-F	3 WKXI-F	3 WKXI-F	3 WSTZ-F	3 WSTZ-F	3 WSTZ-F	3 WMSI-F
	4 WSTZ-F >	4 WJDX-F	WYOY-F	4 WJDX-F	4 WMSI-F	WYJS-F	WSTZ-F >>	4 WYOY-F >>	4 WYOY-F	4 WTYX-F <
	5 WJDX-F	5 WSTZ-F	WKT-F >	5 WSTZ-F	5 WJDX-F	WSTZ-F	5 WYJS-F >	5 WHJT-F	5 WTYX-F	5 WJNT
	WOAD	6 WJKK-F	6 WJNT	6 WOAD	6 WJKK-F	WJDX-F >>	6 WHJT-F	WXXI >	6 WJNT	6 WYOY-F
		WJNT	WJKK-F >>	WMSI-F >	WOAD		WJDX-F	7 WKT-F	7 WMSI-F >	7 WMSI-F >
		WKT-F-F					WXXI	WJDS		
		WOAD >					WTYX-F >	WTYX-F >>		

Other Rated Stations	Metro Share	Cume Rating
WBKJ-F	C	105.1 Kosciusko 0.6 3.4
WHJT-F	REL-CC	93.5 Clinton 1.3 4.0
WIIN	O	780 Ridgeland 0.9 1.6
WJDS	SPRTS	620 Jackson 1.3 3.8
WJXN-F	REL	92.9 Utica 0.4 2.3
WKXI	B/O	1400 Jackson 1.1 3.1
WRJH-F	REL	97.7 Brandon 0.4 1.1
WSLI	T	930 Jackson 0.4 1.7
WYJS-F	REL-CC	105.9 Pickins 1.1 3.3

Consolidation Report	12+	25-54	Revenue
Capstar	15.8 %	16.6 %	48.8 %
WBKJ-FM, WJDS-AM, WKTF-FM, WMSI-FM, WSTZ-FM			
Clear Channel	30.2 %	27.7 %	19.7 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM			
New South	11.4 %	10.7 %	5.5 %
WIIN-AM, WJKK-FM, WYOY-FM			
Proteus	5.8 %	6.9 %	9.8 %
WTYX-FM, WVIV-FM			
	63.2 %	61.9 %	83.8 %

JACKSON, MS

AM Stations

WJOS	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-on-1, ESPN	\$ NA	Mc-Guild	Capstar	
WJNT	1180	50 kw/0 5 kw (DA-N)	Talk/News	CBS, Westwd, CNN	\$21.00	—		Pearl
WKXI	1400	1 kw	Black Oldies	AURN, ABC, Westwd	\$ NA	D&R	Clear Channel	
WJGO	1370	1 kw/0 028 kw	Gospel	Westwd	\$ NA	—		Canton
WQAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Clear Channel	
WZRX	1550	5 kw/1 kw (DA-N)	Black Gospel	AURN	\$<20.00	D&R	Capstar	

FM Stations

WFMN	97.3	19.68 kw @ 357	Talk	ABC	\$ NA	—		Flora
WHJT	93.5	6 kw @ 328	Contemp Christian	USA, SRN	\$ NA	Salem	Miss. College	Clinton
WJDX	95.3	100 kw @ 1410	AC/CHR		\$40.00	Katz	Boswell	
WJKK	98.7	100 kw @ 945	Soft AC	ABC	\$<20.00	Mc-Guild	New South	Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$55.00	D&R	Clear Channel	
WYTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Katz	Capstar	
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Banner	Clear Channel	Magee
WMSI	102.9	100 kw @ 1801	Country	ABC	\$85.00	Mc-Guild	Capstar	
WSTZ	105.7	100 kw @ 1053	AOR		\$50.00	Katz	Capstar	Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal	Proteus	
WYIV	93.9	6 kw @ 282	Standards	ABC, Westwd	\$<20.00	—	Proteus	Pearl
WYQY	101.7	50 kw @ 455	CHR		\$<20.00	Mc-Guild	New South	Gluckstadt

Notes: * WKXI-F revenue level includes WKXI revenue . . . 10/98 WJDX-F changed from AC/CHR to Country as WKXS-F ("Kix 96") . . . 10/98 WBKJ-F (105.1) changed from Country to Black Oldies as WQJO-F ("Q-105.1") . . . 10/98 WJDS changed calls back to WJDX; remains Sports

Jim Duncan

Comments: Listening levels are fairly steady . . . WMSI-F has its lowest share in many years . . . WJNT took a huge jump (at least for an AM station) and has its highest share in many years . . . WKXI-F has its highest share in more than two years

FORMAT CODES

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

REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

JACKSONVILLE

Arbitron Rank: 52 Pop (12+): 861,300	Stations: 27 / 26	Last Year's Revenue: \$41,800,000
MSA Rank: 57	Diaries: 2,142 / 4021 / 47.3%	Household Income: \$41,348
MSA Pop: 1,030,000	Sample Target: 2,040	Total Retail Sales: \$10.3 Bil
DMA: 55	% Below Line: 0.9	#1 Biller: WFYV-F \$5,900,000
Average Persons Rating: 15.8	% Not Listed: 13.2	#1 Billing Portfolio: Capstar \$19,490,000
Market TSL in Hours: 21.25	Pop per Station: 33,127	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WAPE-F	CHR	127 / 9.3	94	83	77	78	87	2017 / 23.4	253	231	G	WAPE-F
2	WEJZ-F	SAC	107 / 7.9	78	71	59	68	72	1530 / 17.8	185	160	F	WEJZ-F
3	WFYV-F	AOR	102 / 7.5	80	83	94	87	83	1386 / 16.1	181	160	G	WFYV-F
4	WOIK-F	C	101 / 7.4	69	82	72	92	74	1409 / 16.4	171	192	G	WOIK-F
5	WSOL-F	B/A/C	97 / 7.1	71	68	61	49	68	1093 / 12.7	116	114	D	WSOL-F
6	WKOL-F	O	80 / 5.9	51	58	64	60	58	1455 / 16.9	155	163	C	WKOL-F
7	WJBT-F	B	79 / 5.8	64	59	53	57	59	1118 / 13.0	137	120	D	WJBT-F
8	WROO-F	C	72 / 5.3	53	55	58	55	55	1127 / 13.1	140	133	E	WROO-F
9	WOKV	N/T	68 / 5.0	41	42	39	42	43	947 / 11.0	86	96	F	WOKV
10	WPLA-F	AOR-NR	64 / 4.7	49	41	38	45	44	1036 / 12.0	118	110	C	WPLA-F
11	WZAZ	B/G	47 / 3.5	22	30	24	31	28	456 / 5.3	57	63	A	WZAZ
12	WMXQ-F	AC	38 / 2.8	33	31	35	35	32	821 / 9.5	93	122	D	WMXQ-F
13	WF SJ-F	J	34 / 2.5	37	35	26	36	31	662 / 7.7	91	87	B	WF SJ-F
14	WWRR-F	CL HITS	28 / 2.1	22	16	23	27	20	614 / 7.1	81	66	A	WWRR-F
15	WBWL	SPRTS	25 / 1.8	18	12	17	11	16	446 / 5.2	40	38	A	WBWL
16	WBGB-F	CL AOR	16 / 1.2	12	10	13	07	12	362 / 4.2	40	25	A	WBGB-F
17	WNZS	SPRTS	14 / 1.0	14	09	13	11	11	353 / 4.1	39	44	B	WNZS
	WCGI	REL	14 / 1.0	14	10	07	10	10	147 / 1.7	30	24		WCGI

12+ FM Share (Metro) 83.16% (983 of 1182) (Summer 97 85.51%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBT-F <	1 WAPE-F <	1 WAPE-F <	1 WFYV-F	1 WFYV-F	1 WEJZ-F	1 WFYV-F	1 WEJZ-F <	1 WAPE-F	1 WJBT-F	1 WAPE-F
2 WAPE-F >>	2 WFYV-F	2 WFYV-F	2 WAPE-F	2 WAPE-F <	2 WOIK-F	2 WSOL-F <	2 WOKV <	2 WOIK-F <	2 WAPE-F	2 WOIK-F
3 WPLA-F >>	3 WJBT-F	3 WSOL-F <	3 WSOL-F <	3 WSOL-F	3 WOKV <	3 WAPE-F <	3 WAPE-F	3 WEJZ-F	3 WSOL-F	3 WJBT-F
4 WKOL-F	4 WPLA-F <	4 WOIK-F <	4 WEJZ-F	WOIK-F <	4 WSOL-F <	4 WOIK-F <	4 WOIK-F <	4 WSOL-F <	4 WJBT-F	WSOL-F
	5 WROO-F <	5 WEJZ-F	WOIK-F	5 WEJZ-F	5 WKOL-F	5 WEJZ-F	5 WFYV-F	5 WKOL-F	5 WPLA-F	5 WKOL-F
6 WSOL-F	6 WROO-F	6 WKOL-F	6 WKOL-F	6 WKOL-F	6 WFYV-F	6 WKOL-F <	6 WROO-F	6 WJBT-F	6 WOIK-F	6 WJBT-F
7 WOIK-F	7 WKOL-F	7 WROO-F	7 WROO-F	7 WROO-F	WAPL-F <	7 WROO-F <	7 WKOL-F <	7 WFYV-F	7 WFYV-F	7 WFYV-F
8 WEJZ-F	WJBT-F	8 WMXQ-F <	8 WOKV	8 WZAZ <	8 WOKV <	8 WSOL-F	8 WROO-F	8 WROO-F	8 WROO-F	8 WPLA-F
	WPLA-F	9 WPLA-F	9 WMXQ-F <	9 WROO-F <	9 WJBT-F	9 WPLA-F	9 WPLA-F	9 WPLA-F	9 WKOL-F	9 WROO-F
	10 WMXQ-F	10 WOKV	10 WPLA-F	10 WFSJ-F <	10 WZAZ <	10 WJBT-F	10 WOKV	10 WZAZ >	10 WZAZ >	10 WZAZ >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Overall
1 WAPE-F >	1 WAPE-F >	1 WAPE-F	1 WAPE-F	1 WEJZ-F >	1 WJBT-F >>	1 WFYV-F >	1 WFYV-F >>	1 WFYV-F >	1 WFYV-F >	1 WJBT-F
2 WJBT-F >	2 WEJZ-F	2 WSOL-F	2 WEJZ-F	2 WAPE-F	2 WAPE-F <	2 WJBT-F <	2 WPLA-F	2 WOIK-F	2 WOIK-F	2 WSOL-F
3 WPLA-F	WSOL-F	3 WEJZ-F <	3 WSOL-F <	3 WSOL-F	3 WFYV-F <	3 WPLA-F <	3 WAPL-F	3 WAPL-F	3 WSOL-F	3 WFYV-F
4 WROO-F	WROO-F	4 WROO-F	4 WKOL-F <	4 WKOL-F	4 WPLA-F >>	4 WAPE-F >	WSOL-F	4 WPLA-F <	4 WAPL-F <	4 WAPL-F
5 WEJZ-F >	5 WJBT-F	5 WFYV-F <	5 WROO-F <	5 WOIK-F	5 WSOL-F	5 WROO-F <	WROO-F	5 WSOL-F	5 WKOL-F	5 WOIK-F
	6 WPLA-F <	6 WOIK-F	6 WOIK-F	WROO-F	WROO-F	6 WSOL-F	WOIK-F >	6 WJBT-F	WROO-F	6 WJBT-F
	7 WFYV-F	7 WMXQ-F	7 WFYV-F <	7 WFYV-F	WOIK-F >>	WOIK-F >	7 WKOL-F	7 WROO-F	WOKV <	7 WROO-F
	WOIK-F	8 WJBT-F	8 WJBT-F	WMXQ-F >			8 WJBT-F	8 WKOL-F <	8 WPLA-F	8 WPLA-F
		WKOL-F	WMXQ-F	9 WOKV <				9 WBWL	9 WBWL	9 WBWL
								10 WJBT-F		10 WJBT-F

Other Rated Stations Metro Cume Share Rating

WJCY	T	1240	St Augustine	0.5	1.0
WJAX	SI	1220	Arlington	0.4	1.3
WJGR	T	1320	Jacksonville	0.6	2.7
WJGR-F	C	1055	St Augustine	0.4	0.7
WJRF	C	921	Macedonny	0.5	1.5
WJOS-F	AC	941	St Augustine	0.6	2.2
WJVI	B/G	1280	Jacksonville	0.7	1.9
WJUL-F	B/A/C	1057	Baldwin	0.4	3.1

Other Rated Stations--Outside Market Metro Cume Share Rating

WFKS-F	CHR	999	Panama	0.5	4.1
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JACKSONVILLE

Consolidation Report	12+	25-54	Revenue
Capstar	32.3 %	37.0 %	46.6 %
WAPE-FM, WBWL-AM, WFYV-FM, WKQL-FM, WMXQ-FM, WOKV-AM			
Clear Channel	14.7 %	16.0 %	15.7 %
WBGB-FM, WFSJ-FM, WNZS-AM, WPLA-FM, WROO-FM, WZNZ-AM			
Jacor	24.4 %	22.3 %	24.9 %
WJBT-FM, WJGR-AM, WQIK-FM, WSOL-FM, WZAZ-AM			
Renda	10.0 %	10.9 %	11.7 %
WEJZ-FM, WWRR-FM			
	81.4 %	86.2 %	98.9 %

AM Stations

Station	Power	Time	Genre	Rate	Agency	Advertiser	
WBWL	600	5 kw (DA-2)	Sports	\$ NA	Mc-Guild	Capstar	
WCGL	1360	5 kw (Days)	Religion	AURN	\$ NA	K&P	
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1, ESPN	\$<20.00	Clr Chnl	Clear Channel
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS	\$53.00	Mc-Guild	Capstar
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman	Jacor

FM Stations

Station	Power	Time	Genre	Rate	Agency	Advertiser	Location	
WAPE	95.1	100 kw @ 984	CHR	\$82.00	Christal	Capstar		
WBGB	106.5	6 kw @ 328	Classic AOR	Westwd	\$ NA	Clr Chnl	Clear Channel	Ponte Verde
WEJZ	96.1	100 kw @ 984	Soft AC	\$80.00	Katz	Renda		
WFSJ	97.9	50 kw @ 482	Jazz	\$22.00	Clr Chnl	Clear Channel	St Augustine	
WFYV	104.5	100 kw @ 1014	AOR	\$115.00	Christal	Capstar		
WJBT	92.7	6 kw @ 300	Black	\$39.00	Eastman	Jacor	Green Cove Springs	
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Sentry	Capstar	
WMXQ	102.9	100 kw @ 1014	AC	\$56.00	Sentry	Capstar		
WPLA	93.3	50 kw @ 463	AOR-New Rock	\$40.00	Clr Chnl	Clear Channel	Callahan	
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman	Jacor	
WROO	107.3	100 kw @ 705	Country	\$60.00	Clr Chnl	Clear Channel		
WSOL	101.5	100 kw @ 1463	Black AC	ABC	\$48.00	Eastman	Jacor	Brunswick, GA
WWRR	100.7	36 kw @ 1463	Classic Hits	\$ NA	---	Renda		

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WJBT-F; WJGR; WQIK-F; WSOL-F; WZAZ; some station divestitures in the market will be required

Jim Duncan

Comments: Listening levels are steady . . . WEJZ-F has its highest share in two years . . . WFYV-F fell to its lowest share in over two years . . . WSOL-F held onto its recent gains

JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 93 Pop (12+): 396,400	Stations: 29 / 25	Last Year's Revenue: \$14,000,000
MSA Rank: 106	Diaries: 1,504 / 264:1 / 55.8%	Household Income: \$33,111
MSA Pop: 460,000	Sample Target: 1,470	Total Retail Sales: \$4.0 Bil.
DMA: 93	% Below Line: 3.3	#1 Biller: WXBQ-AF \$4,700,000
Average Persons Rating: 13.8	% Not Listed: 13.0	#1 Billing Portfolio: Bristol \$5,400,000
Market TSL in Hours: 18.50	Pop per Station: 15,856	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1	WXBQ-F	127 / 23.3	22	3	22	7		1516 / 38.2	37.4		F
2	WAEZ-F	65 / 11.9	10	7	10	8		1017 / 25.6	22.4		B
3	WQUT-F	59 / 10.8	12	3	12	1		898 / 22.6	23.8		D
4	WTFM-F	46 / 8.4	7	0	7	7		834 / 21.0	20.1		D
5	WKOS-F	30 / 5.5	4	4	4	0		507 / 12.8	11.5		B
6	WGOC	19 / 3.5	3	5	4	2		294 / 7.4	6.2		A
7	WJCW	18 / 3.3	2	6	3	7		346 / 8.7	7.4		B*
8	WRZK-F	15 / 2.7	3	5	2	8		325 / 8.2	9.4		
9	WKPT	13 / 2.4	2	0	2	8		187 / 4.7	5.4		
10	WMEV-F	12 / 2.2	1	3	1	4		183 / 4.6	4.4		
11	WETB	10 / 1.8	1	1	2	4		152 / 3.8	3.0		

12+ FM Share (Metro): 81.68% (388 of 475) (Summer 97: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEZ-F >>>	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F	1 WXBQ-F >>>
2 WXBQ-F >>	2 WAEZ-F <	2 WQUT-F	2 WQUT-F	2 WQUT-F	2 WTFM-F <	2 WQUT-F >	2 WTFM-F <	2 WAEZ-F	2 WAEZ-F >	2 WAEZ-F
3 WQUT-F	3 WQUT-F >>	3 WAEZ-F >	3 WAEZ-F	3 WTFM-F <	3 WQUT-F	3 WAEZ-F <	3 WQUT-F <	3 WQUT-F	3 WQUT-F >>	3 WQUT-F
WXIS-F >	4 WTFM-F	4 WTFM-F >	4 WTFM-F >	4 WAEZ-F	4 WKOS-F	4 WTFM-F >	4 WAEZ-F	4 WTFM-F	4 WTFM-F	4 WTFM-F
	5 WRZK-F >>>	5 WKOS-F	5 WKOS-F >	5 WKOS-F >>>	5 WAEZ-F	5 WGOC	5 WKOS-F <	5 WKOS-F >>	WRZK-F <<	5 WKOS-F
		6 WRZK-F >	6 WRZK-F	6 WRZK-F	6 WKOS-F	6 WJCW >	6 WKOS-F	6 WJCW >	6 WRZK-F	6 WKOS-F >>>
					7 WJCW	7 WKPT	7 WGOC			7 WRZK-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WAEZ-F >	1 WQUT-F	1 WQUT-F >>	1 WXBQ-F	1 WXBQ-F <	1 WXBQ-F >>>
2 WAEZ-F >>	2 WAEZ-F >	2 WTFM-F	2 WAEZ-F	2 WTFM-F	2 WXBQ-F	2 WXBQ-F <	2 WXBQ-F	WQUT-F >	2 WQUT-F >	2 WAEZ-F <
3 WQUT-F >	3 WTFM-F	3 WAEZ-F >	3 WTFM-F	3 WAEZ-F	3 WQUT-F >>	3 WAEZ-F >	3 WAEZ-F	3 WAEZ-F >	3 WAEZ-F <	3 WQUT-F >>
4 WTFM-F >>	4 WQUT-F >>>	4 WQUT-F >>	4 WQUT-F >	4 WKOS-F <	4 WRZK-F >>	4 WRZK-F >	4 WRZK-F >	4 WTFM-F	4 WTFM-F	4 WTFM-F
		5 WRZK-F	5 WKOS-F	5 WQUT-F >		5 WTFM-F >>	5 WTFM-F >	5 WRZK-F	5 WKOS-F >	5 WKOS-F
		WMEV-F >>		6 WMEV-F >>				6 WKOS-F >>	6 WRZK-F	6 WRZK-F

Other Rated Stations				Metro Cume Share Rating	
WABN-F	CHR	92.7	Abingdon, VA	0.7	2.7
WBEJ	C	1240	Elizabethhton	0.5	1.7
WEMB	C	1420	Erwin	0.7	1.1
WEYE-F	C	104.3	Surgoinville	0.7	2.2
WIKQ-F	C	94.9	Greenville	0.5	3.6
WKIN	T	1320	Kingsport	0.4	2.0
WMCH	REL	1260	Church Hill	0.4	0.9
WOPI	ST/EZ	1490	Bristol, TN	0.4	1.1
WPWT	T	870	Colonial Hts.	0.4	0.8
WRGS	C	1370	Rogersville	0.5	1.6
WXBQ	T	980	Bristol, VA	1.1	3.6
WXIS-F	CHR	103.9	Erwin	0.9	3.7
WZAP	REL	690	Bristol, VA	0.5	2.1

Consolidation Report	12+	25-54	Revenue
Bloomington	20.0 %	24.9 %	30.5 %
WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM			
Bristol	36.3 %	36.0 %	37.9 %
WAEZ-FM, WXBQ-AM, WXBQ-FM			
Holston Valley	13.4 %	13.9 %	17.5 %
WKPT-AM, WKTP-AM, WMEV-AM, WMEV-FM, WOPI-AM, WTFM-FM			
	69.7 %	74.8 %	85.9 %

Other Rated Stations--Outside Market				Metro Cume Share Rating	
WIMZ-F	AOR	103.5	Knoxville	0.7	2.8
WIVK-F	C	107.7	Knoxville	0.7	2.8
WMIT-F	REL	106.9	Black Mtn., NC	1.5	4.6
WMYU-F	O	102.1	Sevierville	0.4	1.3

JOHNSON CITY-KINGSPORT-BRISTOL

AM Stations

WETB	790	5 kw/0.072 kw	Gospel		\$10.00	---		
WGOC	640	10 kw/0.81 kw (DA-N)	Classic Country	Westwd	\$ NA	Roslin		Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Kalz	Bloomington	
WKPT	1400	1 kw	Standards/EZ List.	ABC	\$<20.00	Eastman	Holston Valley	
WXBO	980	5 kw/1 kw (DA-N)	Talk	ABC, Westwd	\$ NA	Christal	Bristol	

FM Stations

WAEZ	99.3	3.6 kw @ 810	CHR		\$<20.00	Christal	Bristol	Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Kalz	Bloomington	
WMEV	93.9	100 kw @ 1459	Country	Westwd	\$ NA	Regional	Holston Valley	Marion, VA
WQUT	101.5	100 kw @ 1499	AOR/Classic AOR	Westwd, CNN	\$52.00	Kalz	Bloomington	
WRZK	105.9	1.5 kw @ 1296	AOR	ABC	\$ NA	Eastman		Colonial Hts
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman	Holston Valley	
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal	Bristol	
WXIS	103.9	3 kw @ 328	CHR	ABC	\$ NA	---		Erwin

Notes: This is the market's first Summer survey . . . * WJCW revenue level includes WKIN revenue

KANSAS CITY

Arbitron Rank: 27 Pop (12+): 1,384,100
 MSA Rank: 29
 MSA Pop: 1,720,000
 DMA: 32
 Average Persons Rating: 15.7
 Market TSL in Hours: 20.75

Stations: 27 / 27
 Diaries: 2,884 / 480:1 / 51.7%
 Sample Target: 2,660
 % Below Line: 0.0
 % Not Listed: 10.1
 Pop per Station: 51,263

Last Year's Revenue: \$71,400,000
 Household Income: \$46,631
 Total Retail Sales: \$17.5 Bil.
 #1 Biffer: KCFX-F \$9,900,000
 #1 Billing Portfolio:
 Entercom \$24,125,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1 KPRS-F	B	196 / 9.0	7.8	8.3	10.0	8.6	8.8	1877 / 13.6	13.7	12.9	G KPRS-F
2 KMXV-F	CHR	154 / 7.1	7.8	6.2	6.5	8.2	6.9	2962 / 21.4	22.5	22.8	G KMXV-F
3 WDAF	C/FS	149 / 6.9	6.7	7.3	6.3	6.5	6.8	1690 / 12.2	11.4	11.5	G WDAF
4 KMBZ	N/T	122 / 5.6	4.6	5.4	5.5	6.1	5.3	1892 / 14.4	14.3	13.4	F KMBZ
5 KFKF-F	C	121 / 5.6	6.6	6.5	6.7	6.1	6.3	1890 / 13.7	15.0	14.6	H KFKF-F
6 KCFX-F	CL AOR	120 / 5.5	4.6	5.0	6.0	6.3	5.3	2704 / 19.5	16.0	19.6	H KCFX-F
7 KCIY-F	J	111 / 5.1	5.1	5.7	4.3	4.5	5.1	1591 / 11.5	11.3	9.9	D KCIY-F
8 KUDL-F	AC	106 / 4.9	6.0	7.0	5.1	4.5	5.7	1981 / 14.3	15.9	12.9	F KUDL-F
KQRC-F	AOR	106 / 4.9	6.3	5.1	4.9	5.1	5.3	1652 / 11.9	14.5	13.1	F KQRC-F
10 KBEQ-F	C	105 / 4.8	5.0	5.0	5.9	6.0	5.2	1735 / 12.5	12.1	13.3	F KBEQ-F
11 KCMO-F	O	100 / 4.6	4.7	5.2	5.1	6.5	4.9	1999 / 14.4	14.2	17.1	F KCMO-F
12 KYYS-F	CL AOR	94 / 4.3	5.0	5.0	5.3	3.7	4.9	1468 / 10.6	11.0	10.9	E KYYS-F
13 KCMO	T	83 / 3.8	4.1	4.2	3.5	3.4	3.9	1347 / 9.7	10.4	9.6	D KCMO
14 KOZN-F	AC-NR	80 / 3.7	2.8	3.7	3.4	3.0	3.4	1888 / 13.6	12.6	9.2	E KOZN-F
15 KXTR-F	CL	55 / 2.5	2.6	1.9	3.8	3.0	2.7	952 / 6.9	7.0	8.0	C KXTR-F
16 KCHZ-F	CHR	45 / 2.1	1.2	1.1	0.8	0.8	1.3	1291 / 9.3	6.7	5.1	F KCHZ-F
17 KNRX-F	AOR-NR	44 / 2.0	1.8	1.8	1.5	1.6	1.8	1109 / 8.0	8.2	9.0	C KNRX-F
18 KPRT	B/G	33 / 1.5	1.9	1.3	1.3	1.2	1.5	420 / 3.0	3.3	2.8	* KPRT
19 KFEZ	ST	27 / 1.2	1.1	1.3	1.1	1.5	1.2	402 / 2.9	2.8	3.0	B KFEZ
20 KPHN	N/T	23 / 1.1	0.5	0.6	0.7	0.8	0.7	338 / 2.4	2.3	3.0	KPHN

12+ FM Share (Metro): 75.23% (1470 of 1954) (Summer 97: 75.93%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KPRS-F	1 KMXV-F	1 KMXV-F	1 KMXV-F <	1 KMXV-F	1 KQRC-F <	1 KQRC-F	1 KQRC-F	1 KCFX-F	1 KCFX-F <	1 KPRS-F
KMXV-F >	2 KPRS-F >	2 KPRS-F <	2 KPRS-F	KPRS-F <	2 KPRS-F >>	2 KPRS-F	2 KPRS-F	KPRS-F <	2 KYYS-F	2 WDAF
3 KOZN-F	3 KBEQ-F <	3 KBEQ-F	3 KUDL-F	3 KUDL-F	3 KMXV-F	3 KCFX-F <	3 KCFX-F	3 KQRC-F <	3 KPRS-F	3 KCMO
KQRC-F >	4 KOZN-F	4 KOZN-F	4 KFKF-F <	4 KCMO-F <	4 KNRX-F	4 KMXV-F	4 KMXV-F	4 KYYS-F >	4 KQRC-F <	4 KMBZ
5 KFKF-F	5 KQRC-F <	5 KUOL-F	5 KBEQ-F <	5 KFKF-F	5 KCFX-F	5 KBEQ-F <	5 KYYS-F <	5 KBEQ-F	5 KMBZ <	5 KBEQ-F
6 KCFX-F	6 KFKF-F <	6 KFKF-F	6 KCFX-F	6 KBEQ-F <	6 KOZN-F	6 KYYS-F	6 KBEQ-F	6 KMBZ <	6 KCIY-F <	6 KCIY-F <
KBEO-F	7 KCFX-F <	7 KCFX-F	7 KCMO-F <	7 KCFX-F <	7 KFKF-F	7 KOZN-F <	7 KOZN-F <	7 KCIY-F <	7 KBEO-F	7 KBEO-F
	8 KUDL-F	KQRC-F <	8 KOZN-F <	8 KCIY-F	8 KBEO-F	8 KNRX-F	8 KCTE	8 KFKF-F <	8 KFKF-F	8 KFKF-F
	9 KCHZ-F	9 KYYS-F	9 KCIY-F	9 KYYS-F	9 KCHZ-F	9 KFKF-F	KMBZ	9 KMXV-F	9 KCMO-F <	9 KCMO-F <
			10 KQRC-F <	10 KOZN-F			10 KNRX-F <	10 KOZN-F <	10 WDAF <	

Other Rated Stations	Metro Cume Share Rating
KCCV	REL 760 Overland Park 0.4 1.1
KCCV-F	REL 92.3 Olathe, KS 0.6 2.0
KCTE	SPRIS 1510 Independence 0.9 2.2
KCXL	T 1140 Liberty 0.4 0.6
KLZR-F	AOR-NR 105.9 Lawrence, KS 0.8 4.2
WHB-AF	C/FARM 810 Kansas City 0.6 2.1

KANSAS CITY

Consolidation Report	12+	25-54	Revenue
CBS	21.2 %	22.3 %	30.0 %
KBEQ-FM, KFKF-FM, KMXX-FM, KOWW-AM, KOZN-FM			
Entercom	30.1 %	28.8 %	33.8 %
KCMO-AM, KCMO-FM, KMBZ-AM, KUDL-FM, KYYS-FM, WDAF-AM			
Local	2.3 %	1.1 %	1.2 %
KFEZ-AM, KPHN-AM			
Sinclair Broadcast Group	18.0 %	20.3 %	25.3 %
KCAZ-AM, KCFX-FM, KCIY-FM, KQRC-FM, KXTR-FM			
	71.6 %	72.5 %	90.3 %

AM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Agency	Comments
KCMO	710	10kw/5 kw (DA-2)	Talk		CBS, WW1, ABC \$40.00	D&R	Entercom	
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00	---		Independence
KFEZ	1340	1 kw	Standards		JRN \$20.00	---	KPHN	
KMBZ	980	5 kw (DA-N)	News/Talk		ABC, SBUSA, CBS \$67.00	Sentry	Entercom	
KPHN	1190	5 kw/0.25 kw (DA-N)	News/Talk		CNN, Westwd \$ NA	---	KFEZ	
KPRT	1590	1 kw/0.047 kw	Black Gospel		CNN, AURN \$20.00	Eastman	KPRS-F	
WDAF	610	5 kw	Country/Full Service		ABC \$89.00	D&R	Entercom	

FM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Agency	Comments
KBEQ	104.3	100 kw @ 987	Country		ABC \$104.00	Eastman	CBS	
KCFX	101.1	97 kw @ 994	Classic AOR		Westwd \$147.00	Christal	Sinclair Bcst Gp	Harrisonville, MO
KCHZ	95.7	99 kw @ 984	CHR		\$ NA	---		Ottawa, KS
KCIY	106.5	100 kw @ 981	Jazz		\$57.00	Allied	Sinclair Bcst Gp	Liberty
KCMO	94.9	100 kw @ 1057	Oldies		\$70.00	Sentry	Entercom	
KFKF	94.1	100 kw @ 995	Country		\$140.00	Easman	CBS	
KMXV	93.3	100 kw @ 1056	CHR		\$71.00	Katz	CBS	
KNRX	107.3	100 kw @ 1184	New Rock		\$35.00	---		Lexington, MO
KOZH	102.1	100 kw @ 1000	Modern AC		\$87.00	Katz	CBS	
KPRS	103.3	100 kw @ 995	Black		AURN, ABC, WW1 \$79.00	Interep	KPRT	
KQRC	98.9	100 kw @ 1057	AOR		ABC \$77.00	Christal	Sinclair Bcst Gp	Leavenworth, KS
KUDL	98.1	100 kw @ 995	AC		AP \$70.00	D&R	Entercom	
KXTR	96.5	100 kw @ 984	Classical		\$51.00	Allied	Sinclair Bcst Gp	
KYYS	99.7	100 kw @ 1010	Classic AOR		\$67.00	D&R	Entercom	

Notes: * KPRS-F revenue level includes KPRT revenue . . . 9/98 WREN (1250) moved to Kansas City, KS from Topeka with 25 kw/3.7 kw (DA-2), programming Sheridan's Black Gospel format

Jim Duncan

Comments: Listening levels are steady . . . KCFX-F rebounded somewhat from its string of down books . . . KFKF-F has its lowest share in many years . . . KCHZ-F may be on the verge of being a viable Kansas City-market station

KNOXVILLE

Arbitron Rank: 69 Pop (12+): 561,900	Stations: 20 / 19	Last Year's Revenue: \$26,890,000
MSA Rank: 81	Diaries: 1,717 / 327:1 / 52.7%	Household Income: \$37,363
MSA Pop: 666,000	Sample Target: 1,690	Total Retail Sales: \$8.5 Bil.
DMA: 62	% Below Line: 0.4	#1 Biller: WIVK-F \$9,300,000
Average Persons Rating: 14.7	% Not Listed: 14.5	#1 Billing Portfolio: Dick \$11,850,000
Market TSL in Hours: 19.75	Pop per Station: 29,574	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WIVK-F	185 / 22.4	21.6	17.9	21.8	22.4	20.9	2107 / 37.5	39.2	40.1	H	WIVK-F
2	WJXB-F	78 / 9.5	9.3	11.6	12.5	10.9	10.7	1117 / 19.9	20.3	20.8	F	WJXB-F
3	WWST-F	69 / 8.4	7.4	7.6	7.1	9.0	7.6	1216 / 21.6	20.2	21.7	C	WWST-F
4	WIMZ-F	57 / 6.9	7.5	7.4	10.3	11.1	8.0	988 / 17.6	17.4	22.1	E	WIMZ-F
5	WMYU-F	56 / 6.8	6.5	5.5	5.8	6.6	6.1	904 / 16.1	16.4	17.9	D	WMYU-F
6	WOKI-F	45 / 5.5	5.7	3.3	4.0	4.2	4.6	747 / 13.3	13.4	12.3	C	WOKI-F
7	WXVO-F	37 / 4.5	4.4	5.5	0.7		3.8	639 / 11.4	9.5			WXVO-F
8	WNOX	33 / 4.0	3.6	4.5	4.8	3.8	4.2	546 / 9.7	8.9	9.4	D	WNOX
9	WQIX-F	26 / 3.2	2.9	4.9	4.6	4.6	3.9	452 / 8.1	8.4	9.0	B	WQIX-F
10	WJBZ-F	22 / 2.7	4.0	4.3	2.9	2.8	3.5	354 / 6.3	7.9	8.2		WJBZ-F
11	WNFZ-F	21 / 2.5	2.4	2.7	1.6	2.1	2.3	516 / 9.2	8.4	7.1	A	WNFZ-F
12	WKGN	18 / 2.2	1.1	2.3	1.2	1.5	1.7	182 / 3.2	2.2	2.2		WKGN
13	WQBB	16 / 1.9	1.0		0.9			217 / 3.9	2.3		^	WQBB
14	WNOX-F	14 / 1.7	1.6	1.8	2.0	2.1	1.8	257 / 4.6	5.2	5.4	-	WNOX-F

12+ FM Share (Metro): 89.08% (628 of 705) (Summer 97: 89.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWST-F >>>	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >	1 WIVK-F >>
2 WXVO-F	2 WWST-F	2 WJXB-F	2 WJXB-F <	2 WJXB-F	2 WJXB-F	2 WJXB-F	2 WJXB-F >	2 WJXB-F	2 WWST-F >	2 WWST-F
WNFZ-F	3 WXVO-F <	3 WIMZ-F <	3 WIMZ-F	3 WIMZ-F <	3 WMYU-F	3 WIMZ-F	3 WWST-F <	3 WWST-F >	3 WMYU-F	3 WMYU-F
4 WIVK-F >	4 WJXB-F	4 WWST-F	4 WOKI-F <	4 WMYU-F	4 WIMZ-F	4 WMYU-F <	4 WMYU-F <	4 WIMZ-F	4 WXVO-F <	4 WIMZ-F <
	5 WOKI-F	5 WOKI-F	5 WMYU-F	5 WOKI-F	5 WNOX	5 WWST-F >	5 WIMZ-F <	5 WMYU-F <	5 WJXB-F <	5 WJXB-F
	6 WIMZ-F >	6 WMYU-F	WWST-F >>	6 WWST-F >	6 WOKI-F >	6 WNOX <	6 WNOX <	6 WOKI-F <	6 WOKI-F <	WOKI-F >
	7 WQIX-F	7 WXVO-F >>	7 WXVO-F <	7 WNOX	7 WJBZ-F <	7 WOKI-F	7 WOKI-F	7 WXVO-F >	7 WIMZ-F	7 WXVO-F
	WNFZ-F >		8 WNOX	8 WXVO-F	8 WQBB	8 WXVO-F	8 WQIX-F <	8 WQIX-F <	8 WJBZ-F <	8 WJBZ-F <
						9 WQIX-F	9 WQIX-F	9 WNOX <		9 WQIX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F	1 WIVK-F	1 WXVO-F >>	1 WXVO-F <	1 WWST-F	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >
2 WJXB-F	2 WJXB-F <	2 WJXB-F <	2 WJXB-F >	2 WJXB-F >	2 WIVK-F	2 WIVK-F	WIVK-F	2 WIMZ-F	2 WIMZ-F	2 WWST-F >
3 WWST-F	3 WWST-F >>	3 WWST-F >>	3 WWST-F <	3 WMYU-F >	3 WWST-F >	3 WWST-F >	3 WXVO-F	3 WXVO-F <	3 WOKI-F	3 WXVO-F <
4 WQIX-F >	4 WOKI-F	4 WOKI-F	4 WMYU-F	4 WWST-F	4 WNFZ-F	4 WIMZ-F	WIMZ-F	4 WOKI-F	4 WMYU-F	4 WMYU-F <
5 WXVO-F	5 WQIX-F	5 WMYU-F	5 WIMZ-F	WIMZ-F	5 WOKI-F >	5 WOKI-F >	5 WOKI-F >>	5 WWST-F >	WWST-F <	5 WIMZ-F
	6 WIMZ-F	6 WIMZ-F	6 WOKI-F >	6 WOKI-F >>	6 WNFZ-F >	6 WQIX-F	6 WJXB-F	6 WJXB-F	6 WJXB-F <	
			7 WQIX-F >			WNOX	7 WMYU-F	7 WNOX <	7 WNOX <	
						WNFZ-F >	WNOX >	8 WXVO-F >		

Other Rated Stations	Metro Share	Cume Rating
WAHI	REL 1580	Knoxville 0.4 0.6
WDLY-F	C 1055	Gatlinburg 1.0 2.1
WGAP	C 1400	Maryville 0.5 1.6
WGAP-F	C 957	Maryville 0.8 3.1
WIMZ	SPRIS 1240	Knoxville 0.4 1.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WEZG-F	CHR 99.3	Jefferson City 0.4 1.3

KNOXVILLE

Consolidation Report	12+	25-54	Revenue
Dick WIVK-FM, WNOX-AM, WNOX-FM, WXVO-FM	32.6 %	29.8 %	44.0 %
Journal Broadcast Group WMYU-FM, WQBB-AM, WQIX-FM, WWST-FM	20.3 %	18.9 %	18.3 %
Local WNFZ-FM, WOKI-FM	8.0 %	9.1 %	7.1 %
South Central, pend. WGAP-AM, WGAP-FM, WIMZ-AM, WIMZ-FM, WJXB-FM	18.1 %	23.0 %	30.3 %
	79.0 %	80.8 %	99.7 %

AM Stations

Station	Power	Genre	Company	Revenue	Notes	Location
WKGN	1340	1 kw	Black	AURN	\$19.00	---
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$40.00	Katz Dick
WQBB	1040	10 kw (Days)	Standards	CNN	\$ NA	Roslin Journal Bcst Gp Powell

FM Stations

Station	Power	Genre	Company	Revenue	Notes	Location	
WGAP	95.7	3 kw @ 328	Country	AP, ABC	\$ NA	Regional So Central, pend. Maryville	
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	Eastman South Central	
WIVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz Dick	
WJBZ	96.3	2.9 kw @ 479	Gospel		<\$20.00	---	Seymour
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman South Central	
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman Journal Bcst Gp Sevierville	
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Allied WOKI-F Oak Ridge	
WNOX	99.1	6 kw @ 325	News/Talk	ABC, Westwd		Katz Dick Loudon	
WOKI	100.3	100 kw @ 2000	Country	ABC, CBS	\$44.00	Allied WNFZ-F Oak Ridge	
WQIX	104.5	2.3 kw @ 528	Country		<\$20.00	---	Journal Bcst Gp
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman Journal Bcst Gp Karns	
WXVO	98.7	8 kw @ 571	AOR		\$ NA	Katz Dick Oliver Springs	

Notes: * WNOX revenue level includes WNOX-F revenue . . . ^ WQIX-F revenue level includes WQBB . . . WNFZ-F is LMA'd to South Central; WOKI-F is LMA'd to Dick . . . 9/98 WGAP-AF sold to South Central for \$3,000,000 . . . 9/98 WNFZ-F changed from New Rock as "The Planet" to harder New Rock as "Extreme" . . . 9/98 WATO (1290; Oak Ridge) sold to WESK-F for \$289,000 . . . 10/98 WTNN (670) sold for \$275,000

Jim Duncan

Comments: Total radio listening is down slightly . . . WIVK-F showed weakness in the Winter 1998 survey but has totally recovered . . . WIMZ-F has its lowest share in several years

LANSING

Arbitron Rank: 111 Pop (12+): 369,700	Stations: 22 / 13	Last Year's Revenue: \$16,500,000
MSA Rank: 113	Diaries: 1,041 / 355:1 / 53.2%	Household Income: \$45,940
MSA Pop: 449,000	Sample Target: 990	Total Retail Sales: \$4.8 Bil.
DMA: 106	% Below Line: 7.3	#1 Biller: WFMK-F \$4,200,000
Average Persons Rating: 15.6	% Not Listed: 21.4	#1 Billing Portfolio: Liggett \$11,550,000
Market TSL in Hours: 20.75	Pop per Station: 28,438	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WFMK-F	63 / 10.9	11.5	12.0	11.9	9.8	11.6	881 / 23.8	28.0	20.9	F	WFMK-F
2	WITL-F	62 / 10.8	11.5	12.5	13.7	13.1	12.1	788 / 21.3	24.7	25.0	E	WITL-F
3	WMMQ-F	45 / 7.8	9.8	8.1	8.2	9.3	8.5	670 / 18.1	19.5	21.4	C	WMMQ-F
4	WHZZ-F	44 / 7.6	9.6	9.2	8.1	7.2	8.6	908 / 24.6	27.0	22.0	B	WHZZ-F
5	WJIM-F	43 / 7.5	9.1	7.2	8.9	8.0	8.2	754 / 20.4	22.7	23.1	C	WJIM-F
6	WJXQ-F	33 / 5.7	6.3	7.0	4.9	5.4	6.0	590 / 16.0	15.0	13.7	C	WJXQ-F
7	WQHH-F	27 / 4.7	3.4	4.6	3.2	3.0	4.0	421 / 11.4	9.7	8.5	A	WQHH-F
8	WVWX-F	25 / 4.3	2.7	3.5	3.3	3.9	3.5	560 / 15.2	14.5	14.2	B	WVWX-F
9	WILS	24 / 4.2	3.9	1.8	3.3	4.1	3.3	292 / 7.9	5.9	5.7	A	WILS
10	WJIM	20 / 3.5	3.8	2.6	3.5	4.1	3.3	346 / 9.3	8.2	8.5	B	WJIM
11	WXIK-F	18 / 3.1	1.9	3.7	3.9	3.9	3.2	297 / 8.0	8.4	9.6	C	WXIK-F
12	WJR	14 / 2.4	1.9	1.8	2.6	2.5	2.2	292 / 7.9	8.5	8.9		WJR

12+ FM Share (Metro): 85.84% (388 of 452) (Summer 97: 84.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHZZ-F >	1 WHZZ-F <	1 WFMK-F	1 WFMK-F	1 WFMK-F	1 WFMK-F <	1 WITL-F <	1 WFMK-F <	1 WFMK-F <	1 WHZZ-F	1 WITL-F
2 WVDX-F	2 WITL-F	2 WITL-F <	2 WMMQ-F	2 WMMQ-F	2 WJIM-F <	2 WFMK-F	2 WITL-F >	2 WITL-F	2 WQHH-F	2 WHZZ-F
3 WQHH-F >>	WFMK-F	3 WMMQ-F	3 WITL-F	3 WITL-F	3 WITL-F	3 WJXQ-F <	3 WMMQ-F <	3 WMMQ-F	3 WFMK-F	3 WFMK-F
4 WITL-F	4 WJXQ-F	4 WHZZ-F	4 WJIM-F	4 WJIM-F >	4 WMMQ-F <	4 WJIM-F	4 WJIM-F	4 WHZZ-F <	4 WJXQ-F	4 WJIM-F <
5 WJXQ-F >	5 WMMQ-F	5 WJXQ-F <	5 WHZZ-F <	5 WHZZ-F	5 WILS >	WMMQ-F >	5 WJIM <	5 WJIM-F >	5 WVDX-F <	5 WMMQ-F <
6 WQHH-F <	6 WJIM-F >	6 WJXQ-F >	WJXQ-F >	6 WJIM >	6 WJIM <	6 WHZZ-F >	6 WHZZ-F	6 WVDX-F	6 WJIM-F <	6 WQHH-F <
7 WVDX-F >	7 WVDX-F	7 WVDX-F	7 WVDX-F	7 WXIK-F	7 WXIK-F	7 WILS	7 WILS	7 WJXQ-F <	7 WMMQ-F	7 WILS
8 WJIM-F >	WQHH-F >	WJIM	8 WJIM <	8 WJR <	WJR <	8 WVDX-F	8 WQHH-F	8 WITL-F	8 WITL-F	8 WJXQ-F
9 WJIM	9 WXIK-F	9 WVDX-F	9 WJXQ-F	9 WJXQ-F	9 WXIK-F <	WJXQ-F >	9 WJIM <	9 WJIM <	9 WBCT-F >>	9 WXIK-F
10 WQHH-F	10 WQHH-F	10 WILS								10 WVDX-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHZZ-F	1 WHZZ-F <	1 WFMK-F	1 WFMK-F >	1 WFMK-F >	1 WJXQ-F >	1 WJXQ-F	1 WMMQ-F	1 WMMQ-F	1 WMMQ-F >	1 WITL-F
2 WITL-F	2 WITL-F	2 WITL-F	2 WITL-F <	2 WITL-F	2 WHZZ-F	2 WMMQ-F >	2 WJXQ-F >	2 WJXQ-F >	2 WITL-F	2 WJXQ-F
3 WFMK-F	WFMK-F >	3 WHZZ-F >>	3 WHZZ-F >	3 WJIM-F	3 WVDX-F	3 WVDX-F	3 WFMK-F	3 WITL-F	3 WJIM-F <	3 WHZZ-F
4 WQHH-F >	4 WQHH-F >	4 WQHH-F	4 WJIM-F >	4 WHZZ-F >	WQHH-F	4 WHZZ-F	4 WVDX-F	4 WFMK-F	4 WJXQ-F <	WQHH-F
5 WVDX-F	5 WVDX-F	5 WVDX-F	5 WQHH-F	5 WMMQ-F	5 WMMQ-F	5 WITL-F	WITL-F >>	5 WHZZ-F	5 WFMK-F >>	5 WJIM-F
6 WBCT-F	6 WJIM-F	WJIM-F >	6 WMMQ-F	6 WXIK-F >	6 WITL-F >	WQHH-F	6 WHZZ-F	WJIM-F <	6 WHZZ-F	6 WMMQ-F >
7 WXIK-F	7 WXIK-F	7 WJIM	7 WJIM	7 WJIM	7 WJIM	WFMK-F >>	WLHT-F	7 WVDX-F	WJIM	
8 WQHH-F >	WQHH-F >	WQHH-F	WQHH-F	WQHH-F	WJR	WQHH-F >>	WQHH-F >>	8 WJIM	8 WXIK-F	
9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	9 WVDX-F	
10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	10 WBCT-F	

Other Rated Stations				Metro Share	Cume Rating
WVFN	SPRIS	730	E. Lansing	0.3	2.9
WVLA	B/O	1180	Dimondale	0.7	1.4

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WBCT-F	C	93.7	Grand Rapids	1.7	2.2
WHNN-F	O	96.1	Bay City	0.3	1.1
WIOG-F	AC/CHR	102.5	Bay City	0.5	4.4
WKFR-F	CHR	103.3	Battle Creek	0.5	1.9

Consolidation Report	12+	25-54	Revenue
62nd Street	13.1 %	12.6 %	19.4 %
WJXQ-FM, WVDX-FM, WXIK-FM			
Liggett	40.8 %	48.3 %	70.0 %
WFMK-FM, WITL-AM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM			
	53.9 %	60.9 %	89.4 %

LANSING

Consolidation Report	12+	25-54	Revenue
62nd Street WJXQ-FM, WWDX-FM, WXIK-FM	13.1 %	12.6 %	19.4 %
Liggett WFMK-FM, WITL-AM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM	40.8 %	48.3 %	70.0 %
	53.9 %	60.9 %	89.4 %

AM Stations

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

FM Stations

WFMK	99.1	28 kw @ 600	AC		\$75.00	Eastman	Liggett	
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald	
WITL	100.7	26.5 kw @ 643	Country	ABC	\$84.00	Eastman	Liggett	
WJIM	97.5	45 kw @ 512	Oldies	ABC	\$41.00	Eastman	Liggett	
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	Katz	62nd St.	Jackson
WMMQ	94.9	49 kw @ 500	Classic AOR	ABC	\$28.00	Eastman	Liggett	
WQHH	95.5	3 kw @ 328	Black		<\$20.00	Allied	WXLA	DeWitt
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	Katz	62nd St	St Johns
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz	62nd St	Jackson

Notes. WJR -- See Detroit

Jim Duncan

Comments: Listening levels are steady . . . WFMK-F is the sole 12+ leader for the first time since the early 1980's (it tied with WITL-F for #1 in Spring 1998)

LAS VEGAS

Arbitron Rank: 44 Pop (12+): 955,900	Stations: 22 / 21	Last Year's Revenue: \$52,700,000
MSA Rank: 44	Diaries: 2,082 / 459:1 / 52.9%	Household Income: \$43,990
MSA Pop: 1,330,000	Sample Target: 1,980	Total Retail Sales: \$12.4 Bil.
DMA: 66	% Below Line: 0.3	#1 Biller: KSNE-F \$5,080,000
Average Persons Rating: 15.6	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 45,519	CBS \$16,940,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KLUC-F	CHR	126 / 8.4	8.3	10.2	9.5	9.7	9.1	1935 / 20.2	22.5	22.4	F	KLUC-F
2	KJUL-F	ST	112 / 7.5	9.9	8.9	8.8	8.6	8.8	1233 / 12.9	13.4	13.8	D	KJUL-F
3	KMXB-F	AC/CHR	98 / 6.6	6.5	5.9	6.5	6.4	6.4	1952 / 20.4	18.3	18.0	E	KMXB-F
4	KSNE-F	SAC	92 / 6.2	6.1	7.6	7.2	6.1	6.8	1245 / 13.0	13.3	14.8	G	KSNE-F
5	KXTE-F	AOR-NR	82 / 5.5	4.5	4.9	5.5	5.2	5.1	1329 / 13.9	12.2	13.1	D	KXTE-F
6	KMZQ-F	AC	77 / 5.2	6.1	5.1	5.1	6.1	5.4	1142 / 11.9	14.9	13.6	G	KMZQ-F
	KWNR-F	C	77 / 5.2	6.6	4.9	4.7	6.3	5.3	1250 / 13.1	13.6	13.9	F	KWNR-F
8	KKLZ-F	CL AOR	70 / 4.7	4.3	4.1	4.7	5.0	4.4	1156 / 12.1	12.1	12.5	E	KKLZ-F
9	KFMS-F	C	65 / 4.4	4.3	5.8	3.3	4.1	4.4	911 / 9.5	11.3	10.7	D	KFMS-F
10	KISF-F	UIAC	61 / 4.1	3.3	2.4	3.2	3.5	3.2	1149 / 12.0	10.2	12.2	E	KISF-F
11	KXPT-F	AOR-P	60 / 4.0	2.6	3.0	1.7	2.4	2.8	1077 / 11.3	9.7	7.5	C	KXPT-F
12	KOOL-F	O	57 / 3.8	3.6	4.1	3.7	3.6	3.8	990 / 10.4	9.6	10.5	D	KOOL-F
13	KLSQ	SP	52 / 3.5	2.4	3.1	3.9	3.1	3.2	431 / 4.5	4.4	4.9	C	KLSQ
14	KSTJ-F	AC/CHR	51 / 3.4	2.8	3.1	3.4	3.5	3.2	949 / 9.9	9.9	10.8		KSTJ-F
15	KXNT	T	49 / 3.3	3.9	3.1	4.3	3.0	3.6	626 / 6.6	8.1	6.1	B	KXNT
16	KOMP-F	AOR	48 / 3.2	3.6	3.8	3.4	3.2	3.5	877 / 9.2	8.4	8.8	E	KOMP-F
17	KVBC-F	T/N	29 / 1.9	2.0	1.3	1.5	1.1	1.7	536 / 5.6	6.2	4.8	B	KVBC-F
18	KDOX	SP-C	26 / 1.7	1.2	1.7	1.8	0.8	1.6	326 / 3.4	2.8	2.1	B	KDOX
19	KNUU	N	22 / 1.5	0.7	0.9	1.1	1.1	1.1	461 / 4.8	3.4	3.5	A	KNUU
20	KDWN	T	18 / 1.2	1.1	1.6	2.1	1.5	1.5	363 / 3.8	3.8	4.4	B	KDWN

12+ FM Share (Metro): 86.25% (1110 of 1287) (Summer 97: 87.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLUC-F >>>	1 KLUC-F <	1 KMXB-F <	1 KMXB-F <	1 KMZQ-F <	1 KJUL-F >	1 KXTE-F	1 KJUL-F <	1 KLUC-F <	1 KLUC-F	1 KLUC-F
2 KMXB-F	2 KXTE-F >	2 KLUC-F <	2 KKLZ-F <	2 KMXB-F <	2 KSNE-F	2 KJUL-F	2 KLUC-F	2 KMXB-F	2 KSNE-F	2 KJUL-F >
3 KXTE-F >>	3 KMXB-F	3 KXTE-F	3 KMZQ-F	3 KSNE-F <	3 KMZQ-F <	3 KLUC-F	3 KSNE-F <	3 KMZQ-F <	3 KMXB-F	3 KMXB-F <
4 KWNR-F >	4 KOMP-F	4 KKLZ-F <	KXPT-F <	4 KKLZ-F <	4 KFMS-F <	4 KMXB-F <	4 KMXB-F <	4 KJUL-F <	4 KXTE-F	4 KSNE-F <
5 KLSQ <	5 KSNE-F <	5 KSNE-F <	5 KXPT-F <	5 KXPT-F <	5 KWNR-F <	5 KWNR-F <	5 KXNT	5 KSNE-F	5 KISF-F	5 KWNR-F
6 KISF-F	6 KMZQ-F <	6 KXTE-F	6 KXTE-F <	6 KOOL-F	6 KSNE-F <	6 KSNE-F <	6 KMZQ-F <	6 KWNR-F <	6 KLSQ <	6 KMZQ-F
7 KKLZ-F <	7 KXPT-F <	7 KISF-F <	7 KLUC-F	7 KXNT	7 KKLZ-F <	7 KKLZ-F <	7 KWNR-F <	7 KXPT-F	7 KJUL-F <	7 KOOL-F <
8 KSNE-F	8 KISF-F <	8 KLUC-F <	KWNR-F <	8 KKLZ-F	8 KFMS-F	8 KXPT-F <	8 KKLZ-F <	8 KWNR-F <	8 KKLZ-F	8 KKLZ-F
9 KWNR-F <	9 KWNR-F <	9 KOMP-F	9 KISF-F	9 KXPT-F <	9 KXPT-F <	9 KMZQ-F	9 KKLZ-F	9 KXTE-F <	9 KOOL-F	9 KFMS-F <
	10 KOMP-F <	KWNR-F	10 KOMP-F <	10 KSTJ-F <	10 KLSQ	10 KFMS-F	10 KFMS-F <	10 KMZQ-F <	10 KISF-F <	10 KISF-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KLUC-F >>	1 KLUC-F <	1 KMXB-F >	1 KSNE-F <	1 KMZQ-F	1 KXTE-F	1 KXTE-F >	1 KXTE-F <	1 KXTE-F	1 KKLZ-F <	1 KLUC-F <
2 KMXB-F	2 KMXB-F >	2 KLUC-F	2 KMXB-F <	KSNE-F	2 KLUC-F >	2 KOMP-F <	2 KOMP-F >	2 KKLZ-F	2 KXTE-F <	2 KXTE-F <
3 KLSQ	3 KSNE-F <	3 KXTE-F	3 KLUC-F <	3 KMXB-F <	3 KMXB-F	3 KLUC-F	3 KLUC-F	3 KMXB-F <	3 KXPT-F <	3 KVBC-F
4 KISF-F	4 KISF-F	KSNE-F	4 KMZQ-F	4 KWNR-F	4 KKLZ-F >	4 KMXB-F	4 KMXB-F <	4 KOMP-F <	4 KOMP-F <	4 KJUL-F <
5 KWNR-F	KWNR-F	5 KISF-F	5 KWNR-F <	5 KLUC-F	5 KOMP-F	5 KKLZ-F	5 KXPT-F	5 KLUC-F <	5 KMXB-F	5 KNUU
KSTJ-F	6 KXTE-F <	KWNR-F	6 KISF-F	KISF-F <	KLSQ >	KLSQ	6 KXPT-F	6 KLUC-F	6 KLUC-F	KOWN
KSNE-F >>	7 KLSQ <	7 KMZQ-F	7 KSTJ-F	7 KSTJ-F	7 KFMS-F >	7 KXPT-F	7 KISF-F	7 KISF-F <	7 KISF-F	KSNE-F
	8 KSTJ-F	8 KOMP-F	8 KXPT-F <	8 KXPT-F	KISF-F	KLUC-F	8 KLSQ	8 KMZQ-F	8 KMZQ-F	
	9 KMZQ-F	KKLZ-F	9 KLSQ	9 KKLZ-F	9 KVBC-F	9 KVBC-F	9 KMZQ-F <	9 KOOL-F	9 KOOL-F	
			KKLZ-F	10 KFMS-F	KOOL-F		10 KFMS-F	10 KFMS-F	10 KFMS-F <	

Other Rated Stations	Metro Share	Cume Rating
KENO	SPRTS	1460 Las Vegas
		0.7 2.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KREC-F	SAC	98.1 Brian Head, UT
		0.3 0.9

LAS VEGAS

Consolidation Report	12+	25-54	Revenue
CBS KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM	29.0 %	28.1 %	32.1 %
Centennial KJUL-FM, KKLZ-FM, KSTJ-FM	15.6 %	12.3 %	16.3 %
Jacor KFMS-FM, KQOL-FM, KSNE-FM, KWNR-FM	19.6 %	20.6 %	26.3 %
Lotus KBD-AM, KENO-AM, KOMP-FM, KXPT-FM	7.9 %	11.3 %	11.3 %
	72.1 %	72.3 %	86.0 %

AM Stations

Call	Freq	Power	Format	Company	City
KDOV	1280	5 kw @ 048 kw	Hispanic Regional	\$ NA	Lotus Henderson
KDHT	720	50 kw (DA-1)	Talk	AP \$ 23.00	Roslin
KLSD	870	10 kw @ 1 kw (DA-2)	Hispanic	\$25.00	Heffel Laughlin
KNUJ	970	5 kw @ 5 kw (DA-2)	News/Talk	CBS \$ <20.00	--- KFNN Phoenix
KXNT	840	50 kw @ 25 kw (DA-2)	Talk	ABC \$27.00	Eastman CBS

FM Stations

Call	Freq	Power	Format	Company	City
KFMS	101.9	100 kw @ 1180	Country	\$55.00	Katz Jacor
KISF	103.5	100 kw @ 1158	Urban AC	\$65.00	D&R
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd \$ 48.00	--- Centennial N Las Vegas
KKLZ	99.3	100 kw @ 1176	Classic AOR	\$60.00	Sentry Centennial
KLUC	99.5	100 kw @ 1180	CHR	\$67.00	Eastman CBS
KMXB	94.1	100 kw @ 1210	AC/CHR	\$44.00	Eastman CBS Henderson
KMZQ	102.5	100 kw @ 1104	AC	\$80.00	Eastman CBS Henderson
KOMP	92.3	100 kw @ 1520	AOR	\$62.00	Chrstal Lotus
KQOL	93.1	24 kw @ 3743	Oldies	\$ 24.00	Katz Jacor
KSNE	105.5	100 kw @ 1155	Soft AC	\$92.00	Katz Jacor
KSTJ	105.5	3.7 kw @ 1588	AC/CHR	\$38.00	Allied Centennial Boulder City
KXPT	105.1	50 kw @ 35	Talk/News	Chin \$ NA	---
KBD	95.6	100 kw @ 1180	Country	\$88.00	D&R Jacor Henderson
KBD	97.1	100 kw @ 1519	Prog AOR	\$40.00	Chrstal Lotus
KXTE	107.5	25 kw @ 3578	AOR-News Rock	\$50.00	Eastman CBS Pahrump

Notes: 9/98 KQOL-F (105.5) changed from Oldies to Hot AC (AC/CHR) as KSTJ-F ("Star 105.5"), KBGO-F changed calls to KQOL-F; it remains Oldies . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil. KFMS-F, KQOL-F, KSNE-F, KWNR-F

Jim Duncan

Comments: Listening levels are steady. KLUC-F is once again the 12+ leader despite fairly stable share levels. KMXB-F has its highest share in more than two years. KISF-F continues to grow with its new format. KXPT-F has its highest share in more than two years.

LITTLE ROCK

Arbitron Rank: 83 Pop (12+): 457,500	Stations: 26 / 25	Last Year's Revenue: \$20,200,000
MSA Rank: 92	Diaries: 1,605 / 285:1 / 55.4%	Household Income: \$42,009
MSA Pop: 550,000	Sample Target: 1,550	Total Retail Sales: \$5.8 Bil.
DMA: 58	% Below Line: 0.4	#1 Biller: KSSN-F \$4,000,000
Average Persons Rating: 15.0	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 18,300	Clear Channel \$9,630,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KSSN-F	C	74 / 10.8	9.3	14.0	12.3	12.4	11.6	974 / 21.3	21.4	22.9	F	KSSN-F
2	KMJX-F	AOR/CL	71 / 10.4	10.3	7.9	10.2	9.8	9.7	866 / 18.9	19.5	19.6	D	KMJX-F
3	KARN-AF	N/T	49 / 7.1	6.9	7.5	4.9	3.6	6.6	686 / 15.0	15.0	10.8	C	KARN-AF
4	KOLL-F	O	42 / 6.1	4.8	4.4	3.9	3.9	4.8	651 / 14.2	12.6	10.8	C	KOLL-F
5	KKPT-F	CL AOR	39 / 5.7	6.0	4.7	5.0	5.6	5.3	679 / 14.8	15.6	15.2	C	KKPT-F
6	KIPR-F	B	36 / 5.3	6.8	6.0	9.6	10.1	6.9	587 / 12.8	13.3	15.5	D	KIPR-F
7	KSYG-F	T	35 / 5.1	4.4	4.5	3.6	3.9	4.4	502 / 11.0	12.1	8.2	B	KSYG-F
8	KVLO-F	SAC	29 / 4.2	4.7	4.1	3.9	3.5	4.2	431 / 9.4	10.5	10.4	B	KVLO-F
	KOKY-F	B/AC	29 / 4.2	2.9	2.8	2.5	3.9	3.1	359 / 7.9	6.6	13.2	A	KOKY-F
10	KLAL-F	AC-NR	28 / 4.1	5.7	6.8	3.1	2.2	4.9	684 / 15.0	17.0	5.6	A	KLAL-F
	KURB-F	AC/CHR	28 / 4.1	6.0	5.0	6.8	7.8	5.5	694 / 15.2	17.8	20.9	D	KURB-F
12	KOAR-F	CHR	23 / 3.4	3.0	2.7	3.5	3.1	3.1	521 / 11.4	12.4		A	KOAR-F
13	KDDK-F	C	18 / 2.6	2.3	3.1	3.3	4.5	2.8	404 / 8.8	8.3	11.5	C	KDDK-F
	KYFX-F	B/AC	18 / 2.6	2.6	2.6	4.2	4.1	3.0	348 / 7.6	6.5	9.2	B	KYFX-F
	KHTE-F	CHR	18 / 2.6	1.8	1.0		0.5		409 / 8.9	7.8	1.8		KHTE-F
16	KITA	B/G	13 / 1.9	1.7	1.8	1.1	2.0	1.6	178 / 3.9	4.6	3.8		KITA
	KGHT	REL	13 / 1.9	2.3	1.4	2.5	1.5	2.0	143 / 3.1	4.0	2.4		KGHT
18	KSIZ-F	B	11 / 1.6	2.4	1.4				287 / 6.3	6.5			KSIZ-F
19	KDRE-F	AOR-NR	10 / 1.5	0.6	2.3	1.7	2.6	1.5	272 / 6.0	2.8	11.3	A	KDRE-F

12+ FM Share (Metro): 86.11% (527 of 612) (Summer 97: 89.13%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIPR-F	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F	1 KMJX-F <	1 KSSN-F	1 KMJX-F	1 KSSN-F	1 KSSN-F	1 KIPR-F	1 KSSN-F >
2 KHTE-F	2 KSSN-F	2 KSSN-F	2 KSSN-F <	2 KSSN-F	2 KARN-AF	2 KSSN-F >	2 KMJX-F	2 KMJX-F	2 KMJX-F	2 KIPR-F <
3 KSIZ-F	3 KIPR-F	3 KKPT-F	3 KKPT-F >	3 KKPT-F	3 KOLL-F >	3 KARN-AF	3 KARN-AF	3 KARN-AF	3 KOKY-F <	3 KKPT-F
4 KLAL-F	4 KKPT-F <	4 KIPR-F	4 KSYG-F <	4 KOLL-F <	4 KSYG-F <	4 KSYG-F	4 KOLL-F	4 KSYG-F <	4 KLAL-F	KMJX-F
	KOAR-F	5 KLAL-F <	5 KSYG-F <	5 KIPR-F	5 KSYG-F	5 KKPT-F	5 KOLL-F	5 KKPT-F <	5 KOLL-F	KSSN-F <
	KMJX-F >>	6 KURB-F	6 KLAL-F	6 KOKY-F <	6 KARN-AF <	6 KVVLO-F	6 KKPT-F	6 KVLO-F	6 KKPT-F	6 KSYG-F
		7 KOAR-F	7 KURB-F <	7 KURB-F <	7 KOKY-F <	7 KOKY-F	7 KIPR-F <	7 KSYG-F	7 KIPR-F <	7 KKPT-F <
		8 KHTE-F	8 KOKY-F <	8 KARN-AF	8 KIPR-F <	8 KMJX-F >	8 KURB-F <	8 KURB-F	8 KLAL-F	8 KHTE-F <
			9 KOLL-F <	9 KOLL-F <	9 KVLO-F <	9 KURB-F <	9 KVLO-F	9 KIPR-F	9 KVLO-F	9 KOAR-F
			10 KARN-AF	10 KLAL-F	10 KURB-F				10 KURB-F	10 KSIZ-F <
										10 KHTE-F <
										KAWW-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSSN-F	1 KMJX-F	1 KMJX-F	1 KSSN-F	1 KSSN-F >	1 KMJX-F >>>	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >	1 KARN-AF
	KOAR-F	2 KSSN-F	2 KSSN-F	2 KMJX-F	2 KLAL-F	2 KSSN-F <	2 KKPT-F	2 KKPT-F <	2 KKPT-F	KIPR-F
	KMJX-F	3 KIPR-F	3 KIPR-F	3 KIPR-F <	KOLL-F <	KIPR-F	3 KKPT-F	3 KSSN-F	KSSN-F	3 KSSN-F
4 KURB-F	4 KURB-F	4 KVLO-F	4 KKPT-F	4 KVLO-F	KSSN-F	4 KLAL-F	4 KLAL-F	4 KSYG-F	4 KSYG-F	4 KKPT-F
	KIPR-F >	5 KOAR-F	5 KURB-F	5 KVLO-F <	5 KKPT-F <	5 KHTE-F >	5 KIPR-F	5 KSYG-F	5 KARN-AF	5 KARN-AF
		6 KLAL-F	6 KLAL-F	6 KURB-F	6 KIPR-F	6 KORE-F	6 KHTE-F	6 KURB-F	6 KIPR-F <	6 KOLL-F
			KYFX-F	KKPT-F	KOKY-F	KKPT-F	KSYG-F	KIPR-F	7 KLAL-F	7 KOKY-F
			KVLO-F	KYFX-F	8 KLAL-F	8 KURB-F	KSIZ-F >>		8 KURB-F	8 KURB-F
			9 KKPT-F	9 KOKY-F >	KOAR-F	9 KLAL-F			9 KOLL-F	KIPR-F
					KOLL-F				KOKY-F	10 KLAL-F

Other Rated Stations		Metro Share	Cume Rating
KAAY	REL	1090	Little Rock 0.4 2.0
KHUG-F	C	96.5	England 1.0 3.9
KLIH	B/G	1250	Little Rock 1.3 3.1
KLRG	B/G	1150	N. Little Rock 0.9 3.2

Other Rated Stations--Outside Market		Metro Share	Cume Rating
KFFB-F	ST	106.1	Fairfield Bay 0.4 1.1

LITTLE ROCK

Consolidation Report	12+	25-54	Revenue
Citadel KAAY-AM, KARN-AM, KIPR-FM, KLAL-FM, KLIH-AM, KOKY-FM, KURB-FM, KVLO-FM	30.8 %	30.4 %	34.7 %
Clear Channel KDDK-FM, KMJX-FM, KOLL-FM, KQAR-FM, KSSN-FM	33.3 %	34.0 %	47.7 %
Flinn KDRE-FM, KSIZ-FM	3.1 %	1.7 %	1.5 %
Kaleidoscope KAWW-FM, KHTE-FM	2.6 %	1.7 %	%
Signal KKPT-FM, KSYG-FM	10.8 %	14.6 %	10.0 %
	80.6 %	82.4 %	93.9 %

AM Stations

Station	Freq	Power	Format	Network	Revenue	Parent	City
KARN	920	5 kw (DA-N)	News/Talk	ABC	\$40.00	Mc-Guild	Citadel
KGHT	880	50 kw/0.22 kw (DA-N)	Gospel	ABC	\$ NA	—	Sheridan
KITA	1440	5 kw/0.24 kw (DA-N)	Gospel		\$ NA	—	

FM Stations

Station	Freq	Power	Format	Network	Revenue	Parent	City
KARN	102.5	3 kw @ 328	See KARN				Cabot
KDDK	106.7	16 kw @ 856	Country		\$42.00	Katz	Jacksonville
KDRE	101.1	6 kw @ 328	New Rock		\$<20.00	—	N. Little Rock
KHTE	106.3	50 kw @ 492	CHR		\$ NA	—	Lonoke
KIPR	92.3	100 kw @ 938	Black	ABC	\$42.00	Banner	Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR		\$30.00	D&R	
KLAL	107.7	50 kw @ 492	Modern AC		\$ NA	Mc-Guild	Wrightsville
KMJX	105.1	81 kw @ 1054	AOR/Classic AOR	ABC	\$52.00	Clr Chnl	Conway
KOKY	102.1	4.1 kw @ 387	Black AC		\$<20.00	Mc-Guild	Sherwood
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$30.00	Clr Chnl	Maumelle
KQAR	100.3	44.2 kw @ 1369	CHR		\$ NA	Clr Chnl	Jacksonville
KSIZ	96.9	4.6 kw @ 375	Black		\$ NA	—	Maumelle
KSSN	95.7	100 kw @ 1664	Country		\$80.00	Clr Chnl	
KSYG	103.7	100 kw @ 1663	News/Talk		\$<20.00	D&R	
KURB	98.5	100 kw @ 1285	AC/CHR		\$71.00	Mc-Guild	
KVLO	102.9	50 kw @ 492	Soft AC		\$<20.00	D&R	Sheridan
KYFX	99.5	3 kw @ 312	Black AC	CNN, ABC	\$21.00	Allied	

Notes: 9/98 KRNN (1380) sold by Citadel for \$200,000 (Management Services)

Jim Duncan

Comments: Listening levels are up slightly . . . KSSN-F recovered somewhat from a weak Spring book . . . KIPR-F fell to its lowest share in many, many years . . . KSYG-F has its highest share in more than two years

LOS ANGELES

Arbitron Rank: 2 Pop (12+): 9,920,900	Stations: 45 / 44	Last Year's Revenue: \$579,500,000
MSA Rank: 2	Diaries: 7,110 / 1395:1 / 50.5%	Household Income: \$46,261
MSA Pop: 12,700,000	Sample Target: 6,840	Total Retail Sales: \$92.5 Bil.
DMA: 2	% Below Line: 0.6	#1 Biller: KRTH-F \$34,300,000
Average Persons Rating: 17.3	% Not Listed: 12.0	#1 Billing Portfolio:
Market TSL in Hours: 23.00	Pop per Station: 225,475	CBS \$189,700,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KLVE-F	SP	1038 / 6.0	6.3	5.3	6.1	6.0	5.9	12079 / 12.2	11.8	12.2	K	KLVE-F
2	KSCA-F	SP-R	1030 / 6.0	5.8	5.4	4.9	4.5	5.5	9609 / 9.7	10.2	9.4	J	KSCA-F
3	KKBT-F	B	693 / 4.0	3.8	3.9	4.5	4.0	4.1	11386 / 11.5	11.2	11.1	K	KKBT-F
4	KOST-F	AC	664 / 3.9	3.3	3.8	3.8	3.9	3.7	12799 / 12.9	11.7	13.5	K	KOST-F
5	KPWR-F	U/CHR	639 / 3.7	3.9	4.0	4.2	4.6	4.0	13914 / 14.0	14.2	16.1	K	KPWR-F
6	KIIS-F	CHR	602 / 3.5	3.3	3.8	4.0	3.9	3.7	15298 / 15.4	14.8	16.2	K	KIIS-F
7	KRTH-F	O	591 / 3.4	3.3	3.4	4.0	4.0	3.5	12108 / 12.2	12.2	14.4	K	KRTH-F
8	KFI	T	587 / 3.4	3.9	4.4	4.0	4.1	3.9	9036 / 9.1	9.8	10.0	K	KFI
9	KROQ-F	AOR-NR	584 / 3.4	3.3	3.4	3.0	3.6	3.3	11019 / 11.1	11.4	11.6	K	KROQ-F
10	KTWW-F	J	565 / 3.3	3.3	3.3	3.4	3.6	3.3	8095 / 8.2	8.4	9.4	K	KTWW-F
11	KCMG-F	B/O	546 / 3.2	3.1	2.7	1.4	1.7	2.6	9854 / 9.9	10.0	7.2	I	KCMG-F
12	KLAX-F	SP-R	545 / 3.2	3.5	3.4	2.1	2.3	3.0	7777 / 7.8	7.9	7.1	J	KLAX-F
13	KYSR-F	AC/CHR	526 / 3.1	2.9	2.9	2.8	2.5	2.9	11867 / 12.0	11.7	10.6	K	KYSR-F
14	KABC	T	485 / 2.8	2.9	2.6	3.0	3.1	2.8	6579 / 6.6	6.7	8.2	K	KABC
15	KBIG-F	AC	453 / 2.6	2.6	3.0	2.7	2.6	2.7	9679 / 9.8	9.1	10.3	K	KBIG-F
16	KLSX-F	T	428 / 2.5	2.2	2.4	2.5	2.0	2.4	6442 / 6.5	6.5	5.6	K	KLSX-F
17	KLOS-F	AOR	418 / 2.4	2.6	2.3	2.6	2.0	2.5	7928 / 8.0	7.9	7.8	K	KLOS-F
18	KCBS-F	CL AOR	416 / 2.4	2.4	2.5	2.7	1.9	2.5	8937 / 9.0	9.2	8.4	K	KCBS-F
19	KNX	N	369 / 2.1	2.4	2.5	2.0	2.2	2.3	9283 / 9.4	9.8	9.4	K	KNX
20	KZLA-F	C	365 / 2.1	2.3	2.3	2.7	2.5	2.4	5497 / 5.5	5.9	6.0	J	KZLA-F
21	KLAC	ST	362 / 2.1	2.2	2.2	2.3	2.6	2.2	4912 / 5.0	6.9	6.2	E	KLAC
22	KFWB	N	353 / 2.1	1.9	2.1	2.1	1.8	2.0	8497 / 8.6	8.7	8.8	K	KFWB
23	KTNQ	SP-NT	330 / 1.9	2.2	1.8	2.1	2.0	2.0	3277 / 3.3	4.2	4.3	H	KTNQ
24	KSSE-F	SP-C	309 / 1.8	1.3	1.5	1.2	1.4	1.4	4662 / 4.7	3.9	4.2	D	KSSE-F
25	KKGO-F	CL	272 / 1.6	1.9	1.9	1.7	1.5	1.8	5868 / 5.9	5.7	5.5	H	KKGO-F
26	KBUE-F	SP	257 / 1.5	1.7	1.9	1.8	1.5	1.7	4628 / 4.7	5.0	5.5	F	KBUE-F
27	KJLH-F	B/AC	219 / 1.3	1.5	1.2	1.4	1.0	1.3	3494 / 3.5	3.8	3.2	D	KJLH-F
28	KACE-F	B/O	185 / 1.1	0.7	0.9	1.1	1.3	1.0	2665 / 2.7	2.5	3.4	D	KACE-F

12+ FM Share (Metro): 78.20% (11830 of 15127) (Summer 97: 74.91%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KPWR-F <	1 KLVE-F <	1 KLVE-F <	1 KLVE-F	1 KLVE-F	1 KKBT-F <	1 KSCA-F >	1 KSCA-F >>	1 KSCA-F >	1 KSCA-F >	1 KABC
2 KLVE-F	2 KSCA-F	2 KSCA-F	2 KSCA-F	2 KOST-F <	2 KPWR-F	2 KKBT-F	2 KLVE-F <	2 KLVE-F	2 KLVE-F	2 KKBT-F
3 KKBT-F <	3 KYSR-F <	3 KYSR-F	3 KOST-F	3 KSCA-F	3 KSCA-F <	3 KROQ-F	3 KROQ-F	3 KROQ-F <	3 KLOS-F	3 KSCA-F <
4 KSCA-F	4 KKBT-F	4 KOST-F <	4 KCMG-F <	4 KCMG-F <	4 KROQ-F	4 KLVE-F <	4 KLAX-F <	4 KKBT-F	4 KLSX-F <	4 KLVE-F
5 KROQ-F <	5 KROQ-F	5 KCMG-F <	5 KYSR-F <	5 KBIG-F	5 KLAX-F	5 KLAX-F <	5 KCBS-F <	5 KLSX-F <	5 KCBS-F	5 KFWB <
6 KYSR-F	6 KOST-F <	6 KKBT-F <	6 KKBT-F <	6 KYSR-F <	6 KLVE-F	6 KPWR-F	6 KPWR-F	6 KLAX-F <	6 KLAX-F	6 KLAX-F
7 KIIS-F <	7 KPWR-F	7 KLAX-F <	7 KBIG-F <	7 KRTH-F <	7 KIIS-F	7 KLSX-F	7 KLSX-F	7 KLOS-F <	7 KLOS-F <	7 KTWW-F <
8 KSSE-F >	8 KIIS-F	8 KROQ-F	8 KIIS-F	8 KTWW-F <	8 KLSX-F	8 KYSR-F	8 KLOS-F <	8 KCBS-F	8 KROQ-F <	8 KROQ-F <
	9 KCMG-F <	9 KIIS-F	9 KPWR-F <	9 KKBT-F <		9 KCBS-F <	9 KYSR-F	9 KOST-F <	9 KRTH-F <	9 KRTH-F <
	10 KLAX-F <	10 KBIG-F	10 KLAX-F <	10 KIIS-F					10 KOST-F <	

LOS ANGELES

Other Rated Stations				Metro Share	Cume Rating
KACD-F	U	103.1	Santa Monica	0.9	3.1
KAZN	E	1300	Pasadena	0.3	0.6
KDIS	KIDS	710	Los Angeles	0.4	2.3
KFSG-F	REL	96.3	Los Angeles	0.3	1.3
KGIL	ST	1260	Beverly Hills	0.4	0.8
KIEV	T	870	Glendale	0.4	1.0
KKHJ	SP-NT	930	Los Angeles	0.5	1.6
KKLA-F	REL	99.5	Los Angeles	0.4	1.5
KLYY-F	AOR-NR	107.1	Arcadia	0.8	5.0
KRLA	O	1110	Pasadena	0.7	2.6
KWKW	SP-C	1330	Los Angeles	0.7	1.8
KWVE-F	REL	107.9	San Clemente	0.4	1.9
KXTA	SPRTS	1150	Los Angeles	0.8	2.8

Other Rated Stations--Outside Market				Metro Share	Cume Rating
XTRA	SPRTS	690	Tijuana, MX	0.6	2.3

Consolidation Report	12+	25-54	Revenue
ABC/Disney KABC-AM, KDIS-AM, KLOS-FM	5.6 %	6.1 %	8.9 %
CBS KCBS-FM, KFVB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWV-FM	19.9 %	20.3 %	32.7 %
Chancellor KBIG-FM, KCMG-FM, KKBT-FM, KLAC-AM, KYSR-FM	15.0 %	14.2 %	15.8 %
Cox KACE-FM, KFI-AM, KOST-FM, KRTO-FM	8.4 %	8.9 %	10.8 %
Heftel KLVE-FM, KSCA-FM, KTNQ-AM	13.9 %	16.7 %	6.8 %
Jacor, pend. KACD-FM, KBCE-FM, KBET-AM, KEZY-FM, KIIS-FM, KORG-AM, KXTA-AM	5.2 %	4.7 %	6.1 %
Liberman KBUA-FM, KBUE-FM, KKHJ-AM, KWIZ-FM	2.0 %	2.0 %	1.7 %
	69.9 %	72.9 %	82.8 %

AM Stations

Station	Power	Time	Format	Ownership	Other
KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00 ABC ABC/Disney
KFI	640	50 kw	Talk		\$410.00 Christal Cox
KFVB	980	5 kw	News	CNN, ABC, AP	\$310.00 Group W CBS
KLAC	570	5 kw (DA-N)	Standards	Westwd	\$59.00 Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$310.00 CBS CBS
KTNQ	1020	50 kw (DA-2)	Hisp.-News/Talk	CAR	\$130.00 Katz Hisp. Heftel
KXTA	1150	50 kw/44 kw (DA-2)	Sports		\$ NA Mc-Guild Jacor

FM Stations

Station	Freq	Power	Format	Ownership	Other	
KACE	103.9	3.2 kw @ 387	Black Oldies		\$ 80.00 Christal Cox Inglewood	
KBIG	104.3	105 kw @ 2890	AC		\$400.00 Sentry Chancellor	
KBUA	94.3	3 kw @ 85	See KBUE-F			San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic		\$85.00 --- Liberman	Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$375.00 CBS CBS	
KCMG	100.3	5.3 kw @ 3004	Urban Oldies	AMFM	\$ NA Easiman Chancellor	
KIIS	102.7	8 kw @ 2960	CHR		\$490.00 Katz Jacor	
KJLH	102.3	2.25 kw @ 338	Black		\$70.00 Mc-Guild	Compton
KKBT	92.3	43 kw @ 2910	Black		\$440.00 Allied Chancellor	
KKGO	105.1	18 kw @ 2887	Classical	AP	\$185.00 Allied Mt. Wilson	
KLAX	97.9	26 @ 682	Hispanic-Regional		\$305.00 Caballero SBS	E. Los Angeles
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$420.00 ABC ABC/Disney	
KLSX	97.1	21 kw @ 3002	Talk		\$270.00 Allied CBS	
KLVE	107.5	29.5 kw @ 2998	Hispanic-AC		\$350.00 Katz Hisp. Heftel	
KLYY	107.1	6 kw @ -44	New Rock		\$70.00 --- Big City	Arcadia
KOST	103.5	12.5 kw @ 3100	AC		\$400.00 Christal Cox	
KPWR	105.9	25 kw @ 3035	Urban/CHR		\$400.00 D&R Emmis	
KROQ	106.7	5.6 kw @ 1387	New Rock		\$475.00 Infinity CBS	Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies		\$545.00 CBS CBS	
KRTO	98.3	0.65 kw @ 971	See KACE-F			W. Covina
KSCA	101.9	4.8 kw @ 2831	Hispanic-Regional		\$190.00 Katz Hisp. Heftel	Glendale
KSSE	97.5	72 kw @ 1827	Hispanic Contemp.		\$ NA Caballero EXCL	San Bernardino
KTWV	94.7	58 kw @ 2831	Jazz	Westwd	\$415.00 CBS CBS	
KYSR	98.7	75 kw @ 1180	AC/CHR		\$390.00 Eastman Chancellor	
KZLA	93.9	18.5 kw @ 3136	Country		\$260.00 Sentry Bonneville	

LOS ANGELES

Notes: 9/98 KMNY (1600; Pomona) sold to Multicultural for \$7,550,000 (Wm. Schutz) . . . 9/98 KORG/KEYZ-F (Anaheim) sold by ML Media to Jacor for \$30,100,000 (Stevens) . . . 9/98 KACE-F upgraded to 3.2 kw @ 387' (6 kw Class A equivalent) . . . 9/98 KBET (1220; Santa Clarita) sold to Jacor for \$3,000,000 (Jorgenson) . . . 10/98 KACD-F/KBCD-F sold by Ken Roberts to Jacor for \$67,000,000 . . . 10/98 Jacor sold these stations to Clear Channel (merger): KACD-F/KBCD-F; KBET; KEYZ-F; KIIS-F; KORG; KXTA . . . 10/98 KACD-F/KBCD-F changed from Urban (Dance) to Progressive AOR/Adult Alternative as "World Class Rock"

Jim Duncan

Comments: Total listening to radio is steady . . . KSCA-F has its seventh consecutive up book – an incredible string for any station in a major market . . . KPWR-F has its fourth straight decrease . . . KCMG-F's share grows again . . . KYSR-F is on a steady growth trend . . . FM's share of audience is up by 4.4% from a year ago – a large change for a major market

FORMAT CODES

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

REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

LOUISVILLE

Arbitron Rank: 53 Pop (12+): 856,600
MSA Rank: 60
MSA Pop: 1,000,000
DMA: 50
Average Persons Rating: 15.0
Market TSL in Hours: 20.00

Stations: 30 / 28
Diarles: 1,557 / 550:1 / 53.0%
Sample Target: 1,520
% Below Line: 1.2
% Not Listed: 9.9
Pop per Station: 30,593

Last Year's Revenue: \$39,800,000
Household Income: \$41,232
Total Retail Sales: \$9.6 Bil.
#1 Biller: WHAS \$9,500,000
#1 Billing Portfolio:
 Clear Channel \$22,390,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WAMZ-F	C	196 / 15.3	11.8	13.7	14.1	13.9	13.7	2570 / 30.0	23.8	26.1	H	WAMZ-F
2	WHAS	FS	142 / 11.1	12.4	12.2	12.2	11.6	12.0	1943 / 22.7	26.1	26.3	H	WHAS
3	WDJX-F	CHR	87 / 6.8	7.2	8.0	6.9	6.5	7.2	1695 / 19.8	20.2	20.4	E	WDJX-F
4	WGZB-F	B	75 / 5.8	6.6	5.6	7.6	7.0	6.4	1108 / 12.9	13.7	12.8	D*	WGZB-F
5	WVEZ-F	SAC	72 / 5.6	7.1	6.5	6.8	6.4	6.5	1125 / 13.1	14.9	14.3	E	WVEZ-F
6	WRKA-F	O	70 / 5.4	5.9	3.8	5.3	4.7	5.1	1203 / 14.0	17.5	17.5	D	WRKA-F
7	WLRS-F	AOR-NR	56 / 4.4	3.9	4.5	3.2	4.4	4.0	964 / 11.3	11.0	10.7	B	WLRS-F
8	WSFR-F	CL HITS	55 / 4.3	5.4	4.4	4.1	4.0	4.5	1033 / 12.1	14.9	11.0	D	WSFR-F
9	WHKW-F	C	49 / 3.8	2.7	2.5	3.4	2.9	3.1	944 / 11.0	7.4	9.3	B	WHKW-F
10	WOMF-F	CL AOR	46 / 3.6	3.7	4.4	4.8	4.1	4.1	857 / 10.0	12.1	12.9	D	WOMF-F
11	WTFX-F	AOR	44 / 3.4	4.0	3.6	3.1	5.0	3.5	1023 / 11.9	11.7	15.7	D	WTFX-F
12	WKJK	ST	42 / 3.3	2.4	3.1	2.0	1.9	2.7	383 / 4.5	4.4	4.2		WKJK
13	WBLO-F	B	37 / 2.9	1.8					556 / 6.5	5.0			WBLO-F
14	WMHX-F	AC/CHR	23 / 1.8	1.5	1.8	2.2	2.8	1.8	412 / 4.8	5.0	7.0		WMHX-F
15	WWKY	T	19 / 1.5	1.5	1.1	1.3	1.8	1.3	456 / 5.3	4.5	4.7	A	WWKY
16	WLou	B/G	17 / 1.3	1.4	1.3	1.8	1.6	1.5	215 / 2.5	2.3	2.3		WLou
17	WLKY	N	15 / 1.2	1.1	2.2	0.9	0.5	1.3	463 / 5.4	6.3	3.1		WLKY
18	WMPI-F	C	14 / 1.1	0.4	0.8	0.8	0.6	0.8	113 / 1.3	1.3	1.5		WMPI-F
	WMJM-F	B/AC	14 / 1.1	2.1	1.5	1.9	2.3	1.6	296 / 3.5	5.3	5.4	*	WMJM-F
19	WRVI-F	CL HITS	12 / 0.9	0.8	1.1	1.2	0.9	1.0	364 / 4.3	4.9	5.1		WRVI-F
	WXLN-F	REL-CC	12 / 0.8	0.7	0.9	0.9	0.1	0.9	244 / 2.8	3.4	2.7		WXLN-F

12+ FM Share (Metro): 77.20% (894 of 1158) (Summer 97: 75.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDJX-F >	1 WAMZ-F >	1 WAMZ-F >>	1 WAMZ-F >>	1 WAMZ-F >>	1 WHAS <	1 WHAS <	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F >
2 WGZB-F >	2 WLRS-F	2 WDJX-F	2 WSFR-F <	2 WHAS <	2 WAMZ-F <<	2 WAMZ-F >>	2 WHAS >	2 WHAS	2 WGZB-F <	2 WHAS
3 WBLO-F >	3 WDJX-F	3 WLRS-F	3 WRKA-F	3 WRKA-F <	3 WRKA-F <	3 WSFR-F	3 WVEZ-F	3 WDJX-F	3 WDJX-F <	3 WDJX-F
4 WAMZ-F	4 WTFX-F <	WGZB-F	4 WVEZ-F	4 WVEZ-F	4 WVEZ-F	4 WDJX-F	4 WDJX-F <	4 WGZB-F <	4 WHAS	4 WGZB-F <
5 WLRS-F	5 WGZB-F	WSFR-F	WOMF-F <	5 WSFR-F <	5 WKJK >	WGZB-F	5 WRKA-F	5 WRKA-F	5 WVEZ-F	5 WRKA-F
WTFX-F	6 WSFR-F <	6 WRKA-F <	6 WHAS <	6 WOMF-F	6 WGZB-F <	WVEZ-F <	6 WKJK <	6 WVEZ-F <	6 WLRS-F	6 WVEZ-F
	7 WOMF-F	7 WOMF-F <	7 WDJX-F <	7 WDJX-F <	7 WSFR-F <	7 WTFX-F <	7 WGZB-F	7 WLRS-F	7 WBLO-F	7 WLRS-F <
	8 WHKW-F	8 WVEZ-F <	8 WGZB-F	8 WLRS-F	8 WHKW-F	8 WRKA-F	8 WLRS-F <	8 WOMF-F <	8 WRKA-F <	8 WHKW-F
	9 WBLO-F	9 WTFX-F	WLRS-F	WGZB-F <		9 WOMF-F	9 WSFR-F	9 WHKW-F	9 WSFR-F	9 WOMF-F <
		WHAS <	10 WHKW-F <	10 WHKW-F		WHKW-F <	WHKW-F	10 WSFR-F <	10 WTFX-F <	10 WSFR-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDJX-F <	1 WAMZ-F >>	1 WAMZ-F >>>	1 WAMZ-F >>	1 WAMZ-F >>	1 WLRS-F	1 WLRS-F >	1 WLRS-F	1 WAMZ-F	1 WAMZ-F >	1 WAMZ-F
2 WAMZ-F >	2 WDJX-F >	2 WDJX-F	2 WDJX-F	2 WVEZ-F	2 WGZB-F	2 WTFX-F <	2 WOMF-F <	2 WLRS-F	2 WSFR-F <	2 WHAS
3 WGZB-F >	3 WGZB-F >	WGZB-F	3 WVEZ-F	3 WRKA-F	3 WDJX-F	3 WAMZ-F	3 WTFX-F <	3 WSFR-F	3 WOMF-F <	3 WDJX-F >>
4 WTFX-F >	4 WVEZ-F <	WVEZ-F	4 WGZB-F	4 WHAS <	4 WTFX-F	WOMF-F	4 WAMZ-F	4 WOMF-F	4 WHAS	4 WGZB-F
5 WLRS-F	5 WHKW-F	5 WHKW-F	WRKA-F >	5 WDJX-F	WSFR-F	5 WSFR-F	5 WSFR-F >	5 WTFX-F <	5 WLRS-F	5 WHKW-F
WBLO-F	WTFX-F <	6 WBLO-F	6 WHAS	6 WGZB-F	6 WBLO-F	6 WDJX-F	6 WDJX-F	6 WGZB-F <	6 WRKA-F <	6 WRKA-F <
WHKW-F	7 WLRS-F	WSFR-F	WHKW-F	7 WMHX-F	WAMZ-F >	7 WGZB-F	WHKW-F	7 WHAS <	7 WTFX-F	7 WHKW-F
	8 WBLO-F	WRKA-F	WSFR-F	WSFR-F		8 WBLO-F	WDJX-F	8 WDJX-F	8 WHKW-F	8 WHKW-F
	WSFR-F	9 WBLO-F	9 WBLO-F	9 WHKW-F		WHKW-F >		9 WHKW-F <	9 WGZB-F	9 WGZB-F
								10 WRKA-F >	WDJX-F <	

Other Rated Stations	Metro Share	Cume Rating
WAVG	ST	1450 Jeffersonville, IN 0.6 2.5
WFIA	REL	900 Louisville 0.5 1.8
WLLV	B/G	1240 Louisville 0.5 1.8
WLSY-F	B/O	94.7 New Albany, IN 0.9 1.9
WTHQ-F	C	101.7 Shelbyville, KY 0.4 1.5
WTMT	SPRTS	620 Louisville 0.6 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WASE-F	O	103.5 Radcliff 0.8 2.1
WULF-F	C	94.3 Hardinsburg 0.4 0.7

LOUISVILLE

Consolidation Report	12+	25-54	Revenue
Blue Chip	6.9 %	5.5 %	5.5 %
WGZB-FM, WMJM-FM			
Clear Channel	38.2 %	36.3 %	56.3 %
WAMZ-FM, WHAS-AM, WKJK-AM, WOMF-FM, WTFX-FM, WWKY-AM			
Cox	7.2 %	9.7 %	6.9 %
WLSY-FM, WRKA-FM, WRVI-FM			
Jacor	21.6 %	21.6 %	26.0 %
WDJX-FM, WFIA-AM, WLRS-FM, WSFR-FM, WVEZ-FM			
	73.9 %	73.1 %	94.7 %

AM Stations

Station	Power	Time	Service	Company	Revenue	Owner	Market
WHAS	840	50 kw	Full Service	ABC	\$132.00	Clr Chnl	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd, ABC	\$ NA	Clr Chnl	Clear Channel
WLKY	970	5 kw (DA-2)	News	AP	\$ NA	--	Hearst-Argyle
WLOU	1350	2.2 kw/0.5 kw (DA-N)	Black Gospel	AURN	\$ NA	--	Mortenson
WWKY	790	5 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$ < 20.00	Mc-Guild	Clear Channel

FM Stations

Station	Frequency	Power	Service	Company	Revenue	Owner	Market
WAMZ	97.5	100 kw @ 673	Country		\$155.00	Christal	Clear Channel
WBLO	104.3	3kw @ 328	Black		\$ NA	Mc-Guild	Charlestown, IN
WDJX	99.7	24 kw @ 715	CHR		\$60.00	Eastman	Jacor
WGZB	96.5	3 kw @ 328	Black	ABC	\$45.00	Mc-Guild	Blue Chip Corydon, IN
WHKW	98.9	50 kw @ 492	Country		\$24.00	Clr Chnl	Snowden Salem, IN
WLRS	102.3	3 kw @ 285	AOR-New Rock		\$30.00	Eastman	Jacor
WMHX	103.9	1.35 kw @ 490	AC/CHR		\$25.00	Eastman	
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$ < 20.00	Mc-Guild	Blue Chip Jeffersontown
WMPI	105.3	2.2 kw @ 512	Country	ABC	\$ NA	Regional	Scottsburg, IN
WOMF	95.7	28.5 kw @ 643	Classic AOR		\$60.00	Clr Chnl	Clear Channel Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox
WRVI	105.9	3 kw @ 328	Classic Hits		\$ NA	Christal	Cox New Albany, IN
WSFR	107.7	31 kw @ 568	Classic Hits		\$31.00	Eastman	Jacor Corydon, IN
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Clr Chnl	Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC		\$68.00	Eastman	Jacor

Notes: * WGZB-F revenue level includes WMJM-F revenue . . . 9/98 WRVI-F changed from Classic Hits to all-80's; we'll continue to classify it as Classic Hits . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.; WDJX-F; WFIA; WLRS-F; WSFR-F; WVEZ-F. Some divestitures will be required.

Jim Duncan

Comments: Listening levels are steady . . . WHAS has its lowest share in more than two years but co-owned WAMZ-F jumped back above the 15-share level . . . WBLO-F shows some length and strength (that's a contract bridge term)

MADISON

Arbitron Rank: 120 Pop (12+): 338,600	Stations: 23 / 19	Last Year's Revenue: \$22,200,000
MSA Rank: 124	Diaries: 1,393 / 243:1 / 62.1%	Household Income: \$52,999
MSA Pop: 405,000	Sample Target: 1,300	Total Retail Sales: \$5 0 Bil
DMA: 83	% Below Line: 2.9	#1 Biller: WIBA-F \$3,200,000
Average Persons Rating: 15.1	% Not Listed: 17.4	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 17,821	Capstar \$10,260,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									Level	Level
1	WZEE-F	CHR	62 / 12.1	10.7	12.4	11.4	10.3	11.7	1094 / 32.3	30.9	29.6	E	WZEE-F
2	WJJO-F	AOR	44 / 8.6	8.9	9.3	6.7	11.4	8.4	600 / 17.7	16.8	20.4	C	WJJO-F
3	WMGN-F	AC	42 / 8.2	6.0	9.1	6.7	5.9	7.5	611 / 18.0	16.6	15.6	D	WMGN-F
4	WOLX-F	O	39 / 7.6	8.0	5.9	5.8	6.7	6.8	769 / 22.7	21.6	22.4	D	WOLX-F
5	WIBA-F	FS/T	34 / 6.6	6.8	6.5	7.9	5.7	7.0	598 / 17.7	16.5	16.8	D	WIBA-F
6	WWQM-F	C	29 / 5.7	7.2	6.5	5.8	6.1	6.3	478 / 14.1	14.5	15.7	D	WWQM-F
7	WIBA-F	AOR	28 / 5.5	4.5	6.1	5.0	6.3	5.3	651 / 19.2	14.9	18.9	E	WIBA-F
8	WMMM-F	AOR-P	21 / 4.1	4.9	3.2	4.4	4.6	4.2	440 / 13.0	13.5	10.8	B	WMMM-F
	WMAD-F	AOR-NR	21 / 4.1	4.3	3.2	4.8	4.8	4.1	556 / 16.4	16.1	18.4	B	WMAD-F
10	WTDY-AA	T	17 / 3.3	3.3	4.3	4.0	2.7	3.7	336 / 9.9	9.0	8.7	C	WTDY-AA
	WTSO	ST	17 / 3.3	3.5	2.6	4.8	3.6	3.6	222 / 6.6	6.7	10.0	B	WTSO
12	WYZM-F	C	14 / 2.7	3.7	3.4	1.9	3.0	2.9	301 / 8.9	9.4	11.7	B	WYZM-F
13	WHIT	SPRTS	10 / 2.0	2.1	2.4	3.8	1.9	2.6	125 / 3.7	4.2	4.2	A	WHIT

12+ FM Share (Metro): 77.78% (329 of 423) (Summer 97: 80.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZEE-F >>	1 WZEE-F <	1 WZEE-F	1 WZEE-F	1 WZEE-F	1 WOLX-F <	1 WZEE-F >	1 WZEE-F	1 WZEE-F	1 WZEE-F >	1 WZEE-F
2 WMAD-F	2 WJJO-F >>	2 WJJO-F	2 WJJO-F	2 WMGN-F <	2 WIBA	2 WJJO-F	2 WJJO-F	2 WMGN-F <	2 WJJO-F <	2 WOLX-F <
3 WOLX-F >	3 WMGN-F	3 WMGN-F	3 WMGN-F <	3 WJJO-F <	3 WMGN-F	3 WMGN-F <	WMGN-F >	3 WJJO-F	3 WIBA	3 WIBA
4 WJJO-F	4 WMAD-F <	4 WOLX-F <	4 WOLX-F	4 WOLX-F	4 WZEE-F	4 WIBA <	4 WOLX-F	4 WOLX-F	4 WOLX-F	4 WJJO-F <
WWQM-F >>	5 WIBA-F <	5 WIBA-F	5 WIBA-F	5 WIBA-F	5 WWQM-F <	5 WOLX-F	5 WIBA-F	5 WWQM-F <	5 WIBA-F <	5 WWQM-F <
	6 WWQM-F	6 WMMM-F	6 WMMM-F >	6 WMMM-F	6 WTSO <	6 WWQM-F	6 WIBA <	6 WIBA-F	6 WWQM-F	6 WMGN-F
	7 WMMM-F	7 WWQM-F <	7 WWQM-F	7 WWQM-F	7 WIBA-F <	7 WIBA-F	7 WTDY-AA	7 WMMM-F	WMAD-F	7 WIBA-F
	8 WYZM-F	8 WMAD-F	8 WIBA	8 WIBA	8 WTDY-AA	8 WMMM-F	WWQM-F <	8 WMAD-F	WMGN-F >	WMAD-F
		9 WIBA <	9 WMAD-F	9 WMAD-F	9 WMMM-F	9 WTDY-AA	9 WMMM-F	9 WIBA	9 WTDY-AA	9 WTSO
			10 WYZM-F <	WTDY-AA	10 WJJO-F	10 WTSO <	10 WMAD-F	10 WYZM-F		10 WMMM-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F	1 WZEE-F <	1 WJJO-F	1 WJJO-F >	1 WJJO-F >>	1 WJJO-F >	1 WJJO-F >	1 WIBA
2 WMAD-F	2 WMGN-F	2 WJJO-F	2 WMGN-F >	2 WMGN-F	2 WZEE-F >>	2 WZEE-F >	2 WHIT	2 WZEE-F	2 WIBA-F	WZEE-F
WMGN-F >	3 WJJO-F	WMGN-F >	3 WOLX-F >	3 WOLX-F >	3 WIBA-F	3 WIBA-F	3 WMMM-F	3 WIBA-F	WOLX-F <	3 WWQM-F
4 WOLX-F	WMAD-F >	4 WIBA-F	4 WMAD-F	4 WWQM-F	4 WWQM-F	4 WWQM-F	4 WWQM-F	4 WMMM-F <	4 WZEE-F	4 WJJO-F
WJJO-F >	5 WYZM-F	WYZM-F	5 WJJO-F	5 WIBA-F	WMGN-F >	5 WMMM-F	WZEE-F	5 WOLX-F	5 WMMM-F	5 WOLX-F
	WWQM-F	WWQM-F	6 WIBA-F	WMMM-F	6 WMAD-F >>	WHIT	WMAD-F	WMGN-F <	6 WHIT	WTDY-AA >
	7 WIBA-F	WMAD-F	WWQM-F	7 WJJO-F	WMAD-F	7 WWQM-F	7 WWQM-F	7 WWQM-F	WMGN-F	
	WOLX-F	WMMM-F >>>	WMMM-F	WMAD-F	WMGN-F >			8 WHIT	8 WIBA	
			9 WYZM-F	9 WIBA				9 WIBA	WWQM-F	
									10 WTDY-AA	

Other Rated Stations		Metro Cume	
Station	Format	Share	Rating
WIBU	C	1240	Poynette 1.2 2.6
WKPO-F	CHR	105.9	Evansville 1.6 4.9
WMLI-F	SAC	96.3	Sauk City 1.8 9.0
WSJY-F	SAC	107.3	Ft. Atkinson 1.0 3.6
WTLX-F	T	100.5	Columbus 0.4 1.4

Other Rated Stations--Outside Market		Metro Cume	
Station	Format	Share	Rating
WEKZ-F	SAC	93.7	Monroe 0.4 0.9
WGN	FS/T	720	Chicago 1.6 2.3
WJVL-F	C	99.9	Janesville 0.6 2.3
WTMJ	FS	620	Milwaukee 0.4 2.6

MADISON

Consolidation Report	12+	25-54	Revenue
Capstar WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM	33.4 %	27.7 %	46.2 %
Mid-West Family WHIT-AM, WJJO-FM, WMGN-FM, WTDA-AM, WTDY-AM, WWOM-FM	27.8 %	30.4 %	35.6 %
Woodward WMMM-FM, WOLX-FM, WYZM-FM	14.4 %	17.8 %	18.1 %
	75.6 %	75.9 %	99.9 %

AM Stations

Station	Freq	Time	Genre	Power	Company	Market
WHIT	1550	5 kW (Days)	Sports	ABC, 1-on-1	\$<20.00	Mc-Guild, Midwest Family
WIBA	1310	5 kW, 5.4 kW (DA-14)	Full Service/Talk	CBS	\$39.00	Katz, Capstar
WTDA	1460	5 kW (DA-2)	Talk	ABC, Westwd	\$24.00	Mc-Guild, Midwest Family
WTDY	1670	10 kW/1 kW	See WTDA			
WTSO	1070	10 kW/5 kW (DA-2)	Standards	ABC, Westwd	\$20.00	Banner, Capstar

FM Stations

Station	Freq	Time	Genre	Power	Company	Market
WIBA	101.5	12 kW @ 1017	AOR	\$64.00	Katz	Capstar
WJJO	94.1	50 kW @ 492	AOR	\$31.00	Mc-Guild	Midwest Family, Watertown
WMAD	92.1	1.8 kW @ 400	AOR-New Rock	\$24.00	Katz	Capstar, Sun Prairie
WMGN	98.1	38 kW @ 581	AC	\$53.00	Mc-Guild	Midwest Family
WMLI	96.3	5 kW @ 672	Soft AC	Westwd, \$<20.00	Katz	Capstar, Sauk City
WMMM	105.5	2 kW @ 573	Progressive AOR	\$<20.00	Mc-Guild	Woodward, Verona
WOLX	94.9	37 kW @ 1299	Oldies	\$50.00	Mc-Guild	Woodward, Baraboo
WWOM	106.3	4.5 kW @ 380	Country	\$52.00	Mc-Guild	Midwest Family, Middleton
WYZM	105.1	6 kW @ 243	Country	\$<20.00	—	Woodward, Waunakee
WZEE	104.1	12 kW @ 1004	CHR	\$53.00	Katz	Capstar

Notes:

Jim Duncan

Comments: Listening levels are down somewhat (-0.5 ratings point) . . . WTDY (1670) is the first expanded band AM station we've seen to make a significant showing (most of the WTDA/WTDY combined share is from listening to WTDY)

MEMPHIS

Arbltron Rank: 46 Pop (12+): 945,700	Stations: 29 / 27	Last Year's Revenue: \$46,000,000
MSA Rank: 52	Diaries: 1,572 / 602:1 / 49.7%	Household Income: \$39,636
MSA Pop: 1,090,000	Sample Target: 1,490	Total Retail Sales: \$10.9 Bil.
DMA: 42	% Below Line: 1.2	#1 Biller: WMC-F \$6,850,000
Average Persons Rating: 16.5	% Not Listed: 10.1	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 35,026	Clear Channel \$17,600,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WRBO-F	B/O	119 / 7.6	0.3				1487 / 15.7	1.2		WRBO-F		
2	WDIA	B	103 / 6.6	8.2	7.3	6.7	6.9	7.2	1222 / 12.9	14.6	12.7	E	WDIA
	WRVR-F	AC	103 / 6.6	5.7	6.7	7.2	7.0	6.6	1400 / 14.8	16.8	16.1	G	WRVR-F
	WHRK-F	B	103 / 6.6	9.1	8.3	8.9	9.7	8.2	1821 / 19.3	20.4	22.6	G	WHRK-F
5	WLOK	B/G	98 / 6.3	5.8	6.3	5.8	6.3	6.0	1066 / 11.3	10.5	11.6	C	WLOK
6	WGKX-F	C	94 / 6.0	5.7	5.1	5.4	5.2	5.6	1382 / 14.8	14.9	15.5	G	WGKX-F
7	WEGR-F	AOR	90 / 5.8	4.7	5.1	5.0	6.4	5.1	1298 / 13.7	11.7	14.2	F	WEGR-F
8	WMC-F	CHR/JAC	78 / 5.0	6.7	6.5	7.0	6.0	6.3	1488 / 15.7	15.2	16.2	G	WMC-F
9	WSRR-F	CL HITS	69 / 4.4	3.4	3.3	4.7	5.2	4.0	1241 / 13.1	12.3	14.4	D	WSRR-F
	WOGY-F	C	69 / 4.4	4.2	4.1	3.8	4.4	4.1	1074 / 11.4	10.1	11.4	C	WOGY-F
	KXHT-F	B	69 / 4.4	5.2	5.1	4.7	6.9	4.9	1296 / 13.7	14.3	14.1	A	KXHT-F
12	KJMS-F	B/AC	58 / 3.7	6.6	7.4	6.2	7.4	6.0	1258 / 13.3	16.5	17.6	D	KJMS-F
13	KWAM	B/G	45 / 2.9	1.7	1.6	1.2	1.1	1.9	553 / 5.9	4.3	3.6		KWAM
14	WREC	T	44 / 2.8	2.6	2.7	2.7	1.9	2.7	752 / 7.9	8.4	6.9	B	WREC
15	WKSL-F	CHR	42 / 2.7	2.3	3.0	2.1		2.5	1005 / 10.6	8.3			WKSL-F
16	WMFS-F	AOR	34 / 2.2	1.9	2.6	2.5	1.8	2.3	561 / 5.9	5.5	6.6	A	WMFS-F
17	WMC	N/T	30 / 1.9	2.8	2.9	2.6	2.3	2.6	608 / 6.4	8.5	7.3	D	WMC
18	WPLX	ST	29 / 1.9	1.2	2.2	2.4	2.4	1.9	303 / 3.2	2.6	3.5	A	WPLX

12+ FM Share (Metro): 69.47% (974 of 1402) (Summer 97: 71.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHRK-F	1 WHRK-F >	1 WRBO-F <	1 WRBO-F <	1 WRBO-F	1 WDIA <	1 WEGR-F <	1 WRVR-F	1 WRBO-F	1 WRBO-F <	1 WDIA <
2 KXHT-F >	2 WRBO-F	2 WEGR-F	2 WEGR-F >	2 WEGR-F	2 WLOK <	2 WDIA	2 WRBO-F <	2 WEGR-F <	2 WHRK-F <	2 WRBO-F <
3 WKSL-F	3 WEGR-F <	3 WHRK-F	3 WRVR-F	3 WRVR-F	3 WRVR-F	3 WRVR-F <	3 WKXK-F	3 WRVR-F <	3 KXHT-F	3 WLOK <
4 WSRR-F	4 KXHT-F <	4 WMC-F	WMC-F <	4 WDIA <	4 WRBO-F	4 WLOK <	4 WDIA <	4 WGKX-F <	4 KJMS-F <	4 WHRK-F
5 WMFS-F	5 WMC-F	5 WRVR-F	5 WSRR-F	5 WMC-F <	5 WGKX-F	5 WGKX-F	5 WSRR-F	5 WHRK-F <	5 WLOK	5 WGKX-F <
	6 WGKX-F	6 WSRR-F <	6 WLOK	6 WSRR-F	6 WEGR-F	WHRK-F <	WMC-F <	6 WLOK <	6 WOGY-F	6 WRVR-F
	7 KJMS-F	7 WGKX-F <	WDIA <	7 WLOK <	7 WOGY-F <	7 WRBO-F	7 WLOK	7 WMC-F <	7 WMFS-F <	7 KXHT-F
	WMFS-F <	8 WOGY-F <	8 WGKX-F <	8 WGKX-F <	8 WSRR-F	8 WMC-F <	WEGR-F	8 WDIA <	8 WKSL-F	8 WEGR-F <
	9 WKSL-F	9 KJMS-F <	9 WOGY-F <	9 WOGY-F	WREC <	9 WOGY-F	9 WOGY-F <	9 WSRR-F <	9 WMC-F <	9 WMC-F
	WOGY-F		10 KJMS-F	10 KJMS-F	10 WMC-F	10 KJMS-F	10 WHRK-F	10 WOGY-F <	10 WDIA	10 WOGY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHRK-F >>	1 WHRK-F	1 WRBO-F	1 WRBO-F <	1 WRBO-F	1 WHRK-F	1 WEGR-F	1 WEGR-F >>	1 WEGR-F >	1 WEGR-F	1 WHRK-F
2 WKSL-F	2 WRBO-F	2 WMC-F >	2 WMC-F	2 WMC-F <	2 KXHT-F	2 WHRK-F <	2 WRBO-F <	2 WRBO-F >	2 WRBO-F >	2 KJMS-F
3 KXHT-F	3 WMC-F >	3 WGKX-F	3 WHRK-F <	3 WLOK	WMFS-F >>	3 KXHT-F	3 KXHT-F	3 WHRK-F	3 WDIA <	3 WRBO-F <
4 WMC-F	4 WGKX-F <	WHRK-F	4 WRVR-F <	WRVR-F	4 WEGR-F	4 WMFS-F >	4 WRBO-F <	4 KXHT-F <	4 WRVR-F <	4 WLOK
5 WGKX-F	5 KJMS-F	5 WLOK	5 WLOK	5 WDIA <	5 WRXQ-F	5 WRBO-F <	5 WSRR-F	5 WSRR-F	5 WSRR-F	5 WMC-F
	6 WKSL-F	6 KJMS-F	6 KJMS-F <	6 WSRR-F	WMC-F	6 WRXQ-F	WOGY-F	WOGY-F	WOGY-F	WOGY-F
	WRBO-F	7 KXHT-F	7 WSRR-F	7 WGKX-F	7 KJMS-F <	7 WKSL-F	WGKX-F <	WGKX-F	7 WGKX-F <	7 WGKX-F
	WOGY-F	WLOK <	8 KWAM	8 WSRR-F	8 KWAM	8 WOGY-F <	8 WRXQ-F	8 WRVR-F	8 WMC-F	8 WMC-F
		9 WOGY-F	WRVR-F	WDIA	WGKX-F	9 WSRR-F	9 WRVR-F	WMFS-F <	9 WHRK-F <	9 WHRK-F <
		WRVR-F <	WEGR-F		10 WEGR-F <		WMC-F	WMFS-F	10 WMC-F <	

Other Rated Stations	Metro Share	Cume Rating		
WAVN	B/G	1240 Southaven, MS	0.3	1.0
WBBP	REL	1480 Memphis	1.4	3.3
WCRV	REL	640 Collierville	1.3	4.8
WHBO	SPRTS	560 Memphis	1.0	3.8
WJCE	B/O	680 Memphis	0.4	2.4
WKRA-F	B/O	92.7 Holly Spgs., MS	0.6	1.3
WOOM	REL	1380 Millington	0.3	1.2
WRXQ-F	AOR-NR	95.7 Olive Branch, MS	1.2	5.0
WSFZ	SPRTS	1030 Memphis	0.4	1.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
KFIN-F	C	107.9 Jonesboro, AR	0.8	1.4
KIYS-F	CHR	101.9 Jonesboro, AR	0.4	1.3

MEMPHIS

Consolidation Report	12+	25-54	Revenue
Barnstable WGKX-FM, WRBO-FM, WSRR-FM	18.0 %	21.3 %	17.9 %
Clear Channel KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM	29.6 %	30.4 %	38.2 %
Flinn KXHT-FM, WHBQ-AM, WKSL-FM, WOWW-AM	8.1 %	5.1 %	2.0 %
Sinclair Broadcast Group WJCE-AM, WOGY-FM, WRVR-FM	11.4 %	13.0 %	19.3 %
	67.1 %	69.8 %	77.4 %

AM Stations

Station	Power	Time	Genre	Network	Rate	Class	Comments
KWAM	990	10 kw (Days, DA)	Black Gospel	Westwd	\$ NA	Clr Chnl	Clear Channel
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC, CBS	\$48.00	Clr Chnl	Clear Channel
WLOK	1340	1 kw	Black Gospel		\$33.00	Unirep	
WMC	790	5 kw (DA-N)	News/Talk	ABC	\$53.00	Mc-Guild	Raycom
WPLX	1170	1 kw (Days)	Standards	Westwd, CBS	\$19.00	---	German town
WREC	600	5 kw (DA-2)	Talk	CNN, Westwd	\$<20.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Genre	Network	Rate	Class	Comments
KJMS	101.1	100 kw @ 450	Black AC	CBS, ABC	\$45.00	Clr Chnl	Clear Channel
KXHT	107.1	12.75 kw @ 479	Black		\$17.00	Williams	Flinn Marion, AR
WEGR	102.7	100 kw @ 900	AOR	Westwd	\$98.00	Clr Chnl	Clear Channel
WGKX	105.9	100 kw @ 984	Country		\$115.00	Katz	Barnstable
WHRK	97.1	100 kw @ 531	Black	CBS, ABC	\$105.00	Clr Chnl	Clear Channel
WKSL	107.5	3 kw @ 328	CHR		\$ NA	---	Flinn Germantown
WMC	99.7	300 kw @ 908	CHR/AC	Source	\$82.00	Mc-Guild	Raycom
WMFS	92.9	6 kw @ 328	AOR		\$21.00	---	Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	Allied	Sinclair Bcst Gp Germantown
WRBO	103.5	100 kw @ 587	Black Oldies		\$ NA	Katz	Barnstable Como, MS
WRVR	104.5	100 kw @ 750	AC		\$125.00	Allied	Sinclair Bcst Gp
WRXQ	95.7	6 kw @ 328	AOR-New Rock		\$24.00	Clr Chnl	Clear Channel Olive Branch, MS
WSRR	98.1	100 kw @ 768	Classic Hits		\$54.00	Katz	Barnstable Millington

Notes: 10/98 WSFZ (1030) reported silent by the M Street Journal

Jim Duncan

Comments: Listening levels are up moderately (+0.7 ratings point) . . . A "worst-to-first" story: Barnstable's WRBO-F came out of nowhere to lead the market 12+; all other Black FM's were hurt badly . . . It will be interesting to see if WRBO can maintain these levels -- most likely not. However, if they can stay above a 5.5 share and rank in the top five or six in 25-54's, the station will be very successful

MIAMI-FORT LAUDERDALE

Arbitron Rank: 12 Pop (12+): 3,052,300
MSA Rank: 24-Miami; 39-Ft. Laud.
MSA Pop: 3,600,000
DMA: 16
Average Persons Rating: 17.7
Market TSL In Hours: 23.75

Stations: 36 / 33
Diaries: 4,689/ 651:1/ 45.1%
Sample Target: 4,710
% Below Line: 2.9
% Not Listed: 9.1
Pop per Station: 92,494

Last Year's Revenue: \$193,800,000
Household Income: \$36,812
Total Retail Sales: \$41.9 Bil.
#1 Biller: WAMR-F \$13,900,000
#1 Billing Portfolio:
 Clear Channel \$50,400,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WEDR-F	B	399 / 7.4	6.1	6.6	4.9	5.3	6.2	5084 / 16.7	15.4	15.0	I	WEDR-F
2	WAMR-F	SP	271 / 5.0	4.1	4.7	4.5	4.8	4.6	3000 / 9.8	9.3	10.0	I	WAMR-F
3	WPOW-F	CHR/U	268 / 5.0	5.0	5.4	5.7	6.1	5.3	5232 / 17.1	18.5	18.9	I	WPOW-F
4	WHQT-F	B/A/C	266 / 4.9	4.7	5.1	5.1	5.2	5.0	3697 / 12.1	12.4	13.9	H	WHQT-F
5	WAQI	SP-VA	236 / 4.4	4.0	3.8	3.5	4.4	3.9	1869 / 6.1	6.4	6.5	G	WAQI
6	WKIS-F	C	226 / 4.2	3.9	3.7	3.8	3.8	3.9	3027 / 9.9	9.0	9.6	H	WKIS-F
	WHYI-F	CHR/AC	226 / 4.2	3.9	3.6	3.4	3.6	3.8	4459 / 14.6	15.8	14.4	H	WHYI-F
8	WLVE-F	J	225 / 4.2	3.3	3.8	4.1	3.4	3.8	3051 / 10.0	9.0	9.9	H	WLVE-F
9	WLYF-F	SAC	218 / 4.0	4.8	4.9	5.1	5.0	4.7	3531 / 11.6	12.1	14.2	I	WLYF-F
10	WFLC-F	AC	187 / 3.5	4.2	3.8	3.7	3.1	3.8	3592 / 11.8	12.2	11.7	H	WFLC-F
11	WMXJ-F	O	186 / 3.4	3.1	2.9	3.4	3.6	3.2	3280 / 10.7	11.3	11.2	H	WMXJ-F
12	WRMA-F	SP-C	180 / 3.3	2.8	3.9	3.9	3.7	3.5	2437 / 8.0	8.2	9.3	H	WRMA-F
13	WBGJ-F	CL AOR	176 / 3.3	3.3	2.6	3.3	2.7	3.1	3187 / 10.4	10.5	10.1	D	WBGJ-F
14	WQAM	SPR/TS	157 / 2.9	3.1	2.8	2.8	2.4	2.9	2290 / 7.5	7.6	7.2	I	WQAM
15	WXDJ-F	SP-C	155 / 2.9	3.3	3.2	2.8	3.6	3.0	2654 / 8.7	9.8	9.5	H	WXDJ-F
16	WTMI-F	CL	151 / 2.8	2.7	3.2	3.0	2.8	2.9	2376 / 7.8	7.4	7.1	F	WTMI-F
17	WZTA-F	AOR	148 / 2.7	3.8	2.8	3.3	3.3	3.2	2667 / 8.7	10.0	9.8	H	WZTA-F
18	WCMQ-F	SP-C	145 / 2.7	3.1	3.4	2.4	2.2	2.9	1891 / 6.2	7.4	5.2	G	WCMQ-F
19	WRTO-F	SP-TP	113 / 2.1	2.1	1.5	1.2	1.6	1.7	2369 / 7.8	7.8	6.1	F	WRTO-F
20	WIOD	N/T	107 / 2.0	1.4	1.7	1.4	1.4	1.6	2379 / 7.8	6.6	4.6	F	WIOD
21	WQBA	SP	100 / 1.9	2.4	2.0	2.4	2.5	2.2	1156 / 3.8	4.5	4.8	F	WQBA
22	WPLL-F	AC	96 / 1.8	2.2	2.1	2.3	2.3	2.1	2714 / 8.9	10.0	10.0	F	WPLL-F
23	WINZ	T	91 / 1.7	1.9	2.0	2.7	1.8	2.1	1750 / 5.7	5.5	6.9	H	WINZ
24	WJNA	ST	89 / 1.6	0.9	1.4	1.4	1.7	1.3	902 / 3.0	1.4	3.6		WJNA
25	WMBM	G/B	81 / 1.5	1.1	0.9	0.8	0.9	1.1	690 / 2.3	2.1	1.9		WMBM
26	WAVS	E	52 / 1.0	0.5	0.6	1.0	1.3	0.7	547 / 1.8	1.2	2.4		WAVS

12+ FM Share (Metro): 75.47% (3705 of 4909) (Summer 97: 73.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F	1 WEDR-F	1 WEDR-F >	1 WEDR-F	1 WEDR-F <	1 WAQI	1 WAMR-F	1 WEDR-F	1 WEDR-F >	1 WEDR-F >	1 WEDR-F >
2 WPOW-F >>	2 WPOW-F	2 WHQT-F <	2 WAMR-F <	2 WHQT-F	2 WAMR-F <	2 WBGJ-F <	2 WLYF-F	2 WPOW-F <	2 WPOW-F	2 WPOW-F
3 WHYI-F >>	3 WHYI-F	3 WHYI-F <	3 WHQT-F <	WAMR-F	3 WLVE-F <	3 WHQT-F <	WHQT-F <	3 WHYI-F <	3 WAQI	3 WHQT-F <
4 WZTA-F	4 WHQT-F	4 WPOW-F <	4 WBGJ-F	4 WBGJ-F <	4 WMXJ-F <	4 WAQI	4 WKIS-F <	4 WKIS-F <	4 WQBA <	4 WAMR-F <
	5 WZTA-F	5 WAMR-F	5 WFLC-F <	5 WFLC-F <	5 WLYF-F <	5 WEDR-F	5 WLVE-F	5 WLYF-F <	5 WHQT-F <	5 WKIS-F <
	6 WFLC-F <	WBGJ-F	6 WHYI-F	6 WLVE-F <	6 WKIS-F	6 WLVE-F	WPOW-F <	6 WAMR-F	6 WAMR-F	6 WLVE-F <
	7 WBGJ-F <	7 WFLC-F	7 WLVE-F <	7 WKIS-F <	WHQT-F	WKIS-F <	7 WHYI-F	WHQT-F <	7 WLVE-F	7 WHYI-F <
	8 WAMR-F	8 WKIS-F	8 WKIS-F <	8 WHYI-F	8 WRMA-F <	8 WCMQ-F <	WAMR-F	8 WLVE-F	WHYI-F	8 WRMA-F <
	9 WKIS-F	WZTA-F <	9 WLYF-F <	WLYF-F	9 WTMI-F <	9 WPOW-F <	WQAM <	WFLC-F	9 WQAM <	9 WXDJ-F
	10 WPLL-F <		10 WPOW-F <	10 WRMA-F <	10 WCMQ-F	10 WHYI-F	10 WMXJ-F <	10 WAQI <	10 WCMQ-F	10 WLYF-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WBGJ-F	1 WEDR-F
2 WPOW-F	2 WHYI-F <	2 WHYI-F	2 WHYI-F	2 WAMR-F <	2 WPOW-F >	2 WPOW-F	2 WBGJ-F	2 WBGJ-F	2 WHQT-F <	2 WLVE-F
3 WHYI-F >>	3 WPOW-F >	3 WHQT-F <	3 WAMR-F	3 WHQT-F	3 WZTA-F	3 WZTA-F <	3 WZTA-F <	3 WHQT-F <	3 WQAM <	3 WAQI
4 WHQT-F	4 WHQT-F	4 WPOW-F	WHQT-F <	4 WLYF-F <	4 WHQT-F	4 WHQT-F <	4 WQAM <	4 WQAM <	4 WEDR-F <	WPOW-F
5 WLYF-F	5 WFLC-F <	5 WAMR-F <	5 WPOW-F	5 WHYI-F <	WHYI-F >	5 WBGJ-F	5 WHQT-F	5 WPOW-F <	5 WAMR-F	5 WHQT-F
	WZTA-F	6 WKIS-F <	6 WFLC-F <	6 WFLC-F <	6 WXDJ-F	6 WHYI-F	WPOW-F <	6 WZTA-F <	6 WFLC-F <	
	WPLL-F <	7 WAMR-F	7 WKIS-F	WLYF-F	7 WLVE-F <	7 WBGJ-F	WQAM <	7 WFLC-F	7 WAMR-F <	7 WKIS-F <
	8 WFLC-F	8 WLYF-F <	8 WLVE-F	8 WKIS-F	8 WRMA-F <	8 WFLC-F	8 WAMR-F	8 WFLC-F	8 WLVE-F <	
	WKIS-F	9 WZTA-F		WLVE-F <	9 WKIS-F	9 WAMR-F	9 WHYI-F	WHYI-F <	9 WZTA-F	
	WXDJ-F	WPLL-F		10 WRMA-F		10 WXDJ-F		10 WKIS-F <	10 WPOW-F <	

MIAMI-FORT LAUDERDALE

Other Rated Stations						Metro Cume			Consolidation Report		
						Share	Rating	12+	25-54	Revenue	
WACC	SP	830	Hialeah	0.7	1.4	Beasley WKIS-FM, WPOW-FM, WOAM-AM Clear Channel WBGG-FM, WHYI-FM, WINZ-AM, WIOD-AM, WJNO-AM, WLVE-FM, WPLL-FM, WZTA-FM Cox WFLL-FM, WHOT-FM Hefel WAMR-FM, WAOL-AM, WOBA-AM, WRTO-FM Jefferson-Pilot WXYI-AM, WLYF-FM, WMDJ-FM SBS WCMO-FM, WRMA-FM, WVMQ-FM, WXDJ-FM	12.1 %	11.5 %	17.2 %		
WANN	T	790	S. Miami	0.4	2.2		20.6 %	22.8 %	25.3 %		
WFLA	SP/VA	950	Miami	0.9	2.1		8.4 %	11.0 %	9.3 %		
WFTL	T	1400	Ft. Lauderdale	0.4	1.4		13.4 %	10.5 %	14.6 %		
WJNO	NT	1040	Raynton Beach	0.7	1.9		7.8 %	8.0 %	11.0 %		
WRMA	SP/NT	1210	Miami Springs	0.6	1.6		8.9 %	9.5 %	12.0 %		
WSUA	SP/C	1260	Miami	0.9	1.7		71.2 %	73.3 %	89.4 %		
WVFE	SP/NT	670	Miami	0.6	1.9						
Other Rated Stations--Outside Market							Metro	Cume			
							Share	Rating			
WLAT	540	104.5	W. Palm Beach	0.6	2.6						
WMLF	40	97.9	Palm Beach	0.6	2.5						

AM Stations

Station	Freq	Power	City	Format	Advertiser	Agency	Comments	
WACC	710	50 kw	(DA 2)	Hispanic Variety	\$52.00	Katz Hisp	Hefel	
WACS	1170	5 kw	10.25 kw	(DA 18)	Eltime	\$ 14	---	Dave
WFLA	950	10 kw	(DA 14)	Tab	USA, CNN	\$73.00	Clr Chnl	Clear Channel
WJNO	610	10 kw	(DA 2)	News/Tab	ARC, CNN, SBUS4	\$156.00	Clr Chnl	Clear Channel
WRMA	1450	1 kw		Black Gospel	Westwd	\$ 14	---	Miami Beach
WOAM	560	5 kw	1 kw	Sports	Westwd	\$80.00	D&R	Beasley
WQBA	1140	50 kw	10 kw	(DA 14)	Hispanic	\$57.00	Katz Hisp	Hefel

FM Stations

Station	Freq	Power	City	Format	Advertiser	Agency	Comments		
WAMR	107.5	95 kw	@ 1006	Hispanic	\$190.00	Katz Hisp	Hefel		
WBGG	105.9	100 kw	@ 1024	Classic AOR	\$84.00	Clr Chnl	Clear Channel		
WCMO	95.3	31 kw	@ 616	Hispanic Contemp	\$59.00	SBS	SBS	Hialeah	
WEDR	99.1	100 kw	@ 919	Black	\$185.00	Sentry	Chancellor		
WFLL	97.3	100 kw	@ 1036	AC	\$177.00	Chrstat	Cox		
WHOT	105.1	100 kw	@ 1036	Black AC	\$150.00	Chrstat	Cox	Coral Gables	
WHYI	100.7	100 kw	@ 1036	CHR/AC	\$176.00	Clr Chnl	Clear Channel		
WKIS	99.9	100 kw	@ 984	Country	Westwd	\$158.00	D&R	Beasley	Boca Raton
WLVE	93.9	100 kw	@ 1036	Jazz	\$148.00	Clr Chnl	Clear Channel		
WLYF	101.5	100 kw	@ 610	Soft AC	\$170.00	CBS	Jefferson-Pilot		
WMDJ	102.7	100 kw	@ 1036	Oldies	\$168.00	CBS	Jefferson-Pilot		
WPLL	103.5	100 kw	@ 1036	AC	\$85.00	Eastman	Clear Channel		
WPOW	95.5	100 kw	@ 1036	CHR/Urban	Source	\$180.00	D&R	Beasley	
WRMA	106.7	100 kw	@ 984	Hispanic AC	\$165.00	---	SBS		
WRTO	98.3	100 kw	@ 1407	Hispanic-Tropical	\$75.00	Katz Hisp	Hefel	Goulds	
WTMI	93.1	100 kw	@ 1036	Classical	\$95.00	Mac-Guild	Tanger		
WXDJ	95.7	45 kw	@ 531	Hispanic Contemp	\$135.00	---	SBS	Homestead	
WZTA	94.9	100 kw	@ 1006	AOR	\$163.00	Clr Chnl	Clear Channel		

Notes: 9/98 WSRF (1580, Ft. Lauderdale) sold for \$1,500,000 (Hadden) . . . 10/98 WLOQ (1320; Hollywood) sold by Genesis to Z-Spanish for \$5,650,000 (Jorgenson)

Jim Duncan

Comments: Listening levels are off significantly (-1.8 ratings points) . . . WEDR-F has its highest share in at least three years . . . WKIS-F equals its best share in the last two years . . . WHYI-F has its highest share in more than two years; the same is true for WLVE-F . . . WIOD is up to a 2.0 for the first time in a year

MILWAUKEE

Arbitron Rank: 31 Pop (12+): 1,346,500
MSA Rank: 38
MSA Pop: 1,460,000
DMA: 31
Average Persons Rating: 16.2
Market TSL in Hours: 21.50

Stations: 32 / 29
Diaries: 2,765 / 487:1 / 54.8%
Sample Target: 2,670
% Below Line: 1.8
% Not Listed: 9.3
Pop per Station: 46,431

Last Year's Revenue: \$63,800,000
Household Income: \$49,600
Total Retail Sales: \$16.1 Bil.
#1 Biller: WTMJ \$13,800,000
#1 Billing Portfolio:
Journal Broadcast Group \$17,100,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WTMJ	FS	252 / 11.6	9.2	9.2	11.1	10.4	10.3	3662 / 27.2	25.9	27.2	I	WTMJ
2	WMIL-F	C	169 / 7.7	7.7	6.9	6.6	8.2	7.2	2258 / 16.8	16.2	17.4	H	WMIL-F
3	WKV-F	B	153 / 7.0	6.7	6.6	5.3	6.8	6.4	2004 / 14.9	14.0	14.2	D	WKV-F
4	WLZR-F	AOR	139 / 6.4	6.2	6.4	6.8	5.9	6.4	2109 / 15.7	15.6	16.6	G	WLZR-F
5	WKLH-F	CL AOR	131 / 6.0	5.6	6.7	6.2	7.1	6.1	2128 / 16.8	15.7	17.3	H	WKLH-F
6	WISN	T	112 / 5.1	4.5	4.9	4.3	4.2	4.7	1524 / 11.3	11.3	11.3	E	WISN
7	WOKY	ST	109 / 5.0	5.9	4.6	5.8	5.7	5.3	1411 / 10.5	10.0	11.0	D	WOKY
8	WMYX-F	AC	101 / 4.6	5.3	5.1	4.9	3.8	5.0	2235 / 16.6	17.3	16.5	E	WMYX-F
9	WKT-F	AC/CHR	98 / 4.5	5.3	4.9	5.2	5.6	5.0	2410 / 17.9	20.2	20.8	H	WKT-F
10	WXSS-F	CHR	97 / 4.4	3.0	2.4	2.7	2.5	3.1	2173 / 16.1	7.9	8.3		WXSS-F
11	WZTR-F	O	92 / 4.2	4.2	4.1	4.0	3.8	4.1	1833 / 13.6	15.3	13.0	E	WZTR-F
12	WLTQ-F	SAC	87 / 4.0	4.1	5.0	3.7	3.5	4.2	1372 / 10.2	10.9	9.5	D	WLTQ-F
13	WJZI-F	J	66 / 3.0	2.7	2.7	2.6	3.4	2.8	1057 / 7.8	7.6	7.4	C	WJZI-F
14	WPNT-F	AC-NR	46 / 2.1	4.2	3.8	3.3	4.3	3.3	1649 / 12.2	16.5	14.4	B	WPNT-F
15	WMCS	BIAC	42 / 1.9	2.4	2.1	1.7	1.7	2.0	644 / 4.8	4.7	4.4		WMCS
	WLUM-F	AOR	42 / 1.9	2.7	2.6	3.3	3.3	2.6	1263 / 9.4	12.6	14.5	D	WLUM-F
17	WNOV	B	41 / 1.9	1.6	1.7	2.2	1.3	1.8	602 / 4.5	3.2	4.0		WNOV
18	WTKM-F	C	34 / 1.6	0.9	1.0	0.7	0.6	1.0	331 / 2.5	1.9	1.7		WTKM-F
19	WFMR-F	CL	33 / 1.5	2.8	2.3	2.5	2.0	2.3	712 / 5.3	6.7	6.5	C	WFMR-F

12+ FM Share (Metro): 67.71% (1342 of 1982) (Summer 97: 70.87%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKV-F	1 WLZR-F	1 WLZR-F <	1 WKLH-F	1 WKLH-F	1 WTMJ >>	1 WTMJ	1 WTMJ	1 WTMJ <	1 WTMJ	1 WTMJ >
2 WXSS-F >>>	2 WKV-F	2 WKLH-F <	2 WLZR-F <	2 WMIL-F <	2 WOKY	2 WLZR-F	2 WMIL-F <	2 WISN	2 WKV-F >	2 WMIL-F <
3 WLZR-F	3 WMIL-F >	3 WMIL-F <	3 WMIL-F	3 WTMJ <	3 WMIL-F	3 WKLH-F <	3 WISN	3 WMIL-F <	3 WXSS-F	3 WKV-F
WMYX-F >	4 WMYX-F <	4 WKV-F	4 WTMJ <	4 WLZR-F	4 WKLH-F	4 WMIL-F	4 WKLH-F <	4 WKV-F	4 WMIL-F	4 WOKY
5 WKLH-F	5 WTMJ	5 WKT-F <	5 WKT-F <	5 WISN <	5 WKT-F <	5 WKT-F <	5 WKV-F <	5 WKLH-F <	5 WLZR-F	5 WXSS-F
WXSS-F	WKT-F <	6 WKV-F <	6 WMYX-F <	6 WZTR-F	6 WKV-F <	6 WMYX-F <	6 WLZR-F <	6 WOKY	6 WKLH-F <	6 WZTR-F
7 WKT-F	7 WMYX-F	7 WMYX-F	7 WKV-F <	7 WLTQ-F <	7 WOKY <	7 WLZR-F	7 WMYX-F <	7 WMYX-F <	7 WMYX-F <	7 WZTR-F
8 WLUM-F	8 WXSS-F <	8 WISN	8 WISN	8 WKT-F <	8 WMYX-F	8 WKT-F <	8 WOKY <	8 WKT-F <	8 WLTQ-F <	8 WLZR-F
WPNT-F <	9 WISN	9 WZTR-F <	9 WZTR-F	9 WJZI-F <	9 WLTQ-F	9 WLTQ-F	9 WLTQ-F <	9 WXSS-F	9 WZTR-F <	9 WKT-F
	10 WLTQ-F <	10 WLTQ-F <	10 WLTQ-F <	10 WMYX-F	10 WZTR-F	10 WZTR-F	10 WZTR-F <	10 WZTR-F <	10 WKT-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnt
1 WKV-F >	1 WKV-F >	1 WKV-F	1 WKV-F	1 WKT-F	1 WLZR-F >>	1 WLZR-F >>	1 WLZR-F >>	1 WLZR-F	1 WKLH-F <	1 WTMJ >
2 WXSS-F	2 WMYX-F	2 WMYX-F	2 WMYX-F <	2 WMIL-F <	2 WKV-F <	2 WMIL-F	2 WMIL-F	2 WKLH-F	2 WLZR-F	2 WKV-F >
3 WLZR-F <	3 WMIL-F	3 WKT-F	3 WMIL-F <	3 WMYX-F	3 WMIL-F	3 WKV-F	3 WISN	3 WMIL-F	3 WTMJ <	3 WMIL-F
4 WMIL-F	4 WXSS-F <	4 WMIL-F	4 WKT-F	4 WLTQ-F	4 WXSS-F >>	4 WKLH-F	4 WKLH-F	4 WTMJ <	4 WISN	4 WLZR-F
WMYX-F	5 WKT-F	5 WKLH-F >	5 WKLH-F <	5 WKV-F <	5 WKLH-F	5 WISN	5 WKV-F	5 WISN	5 WMIL-F	5 WJZI-F
6 WLTQ-F >	6 WLZR-F	6 WLZR-F	6 WLTQ-F	6 WKLH-F	6 WLTQ-F	6 WXSS-F	6 WKT-F	6 WKV-F >	6 WZTR-F	6 WMYX-F <
7 WLUM-F	WKLH-F <	WLTQ-F	7 WXSS-F	7 WTMJ	7 WPNT-F	7 WKT-F	7 WTMJ	7 WZTR-F	7 WKT-F <	
	8 WLTQ-F	WXSS-F	8 WLZR-F	8 WZTR-F <		WLUM-F	8 WLUM-F	8 WKT-F <	8 WKV-F	
		9 WPNT-F >	9 WTMJ <	9 WJZI-F		WTMJ		9 WXSS-F	9 WJZI-F	
			10 WZTR-F	10 WXSS-F					10 WMYX-F	

Other Rated Stations		Metro Cume Share Rating		
WAUK	SPRIS	1510	Waukesha	0.7 1.7
WBWI-F	C	92.5	West Bend	0.5 2.3
WEMP	O	1250	Milwaukee	0.5 2.1
WEXT-F	C	104.7	Sturtevant	0.4 1.8
WEZY-F	SAC	92.1	Racine	0.3 1.9
WGLB	B/G	1560	Pt. Washington	0.3 0.7
WGLB-F	CL HITS	100.1	Pt. Washington	0.7 2.0
WRJN	FS	1400	Racine	0.8 1.8
WTKM	CO	1540	Hartford	0.3 0.5

Other Rated Stations--Outside Market				Metro Cume Share Rating	
WBBM	N	780	Chicago	0.3 1.8	
WGN	FS/T	720	Chicago	0.9 2.8	
WIL-F	AOR	95.1	Kenosha	0.5 1.9	

MILWAUKEE

Consolidation Report	12+	25-54	Revenue
All-Pro/Shamrock JOA WJZI-FM, WLUM-FM, WMCS-AM	6.8 %	8.8 %	7.1 %
Clear Channel WKKV-FM, WMIL-FM, WOKY-AM, WZTR-FM	23.9 %	20.4 %	23.5 %
Saga WFMR-FM, WJYI-AM, WKLH-FM, WLZR-FM, WPNT-FM	16.0 %	20.1 %	22.7 %
Sinclair Broadcast Group WAMG-FM, WEMP-AM, WMYX-FM	5.1 %	6.5 %	8.5 %
	51.8 %	55.8 %	61.8 %

AM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Market
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, Westwd	\$60.00	Sentry	Capstar
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Banner	All Pro
WNOV	860	0.25 kw/0.005 kw	Black	AURN	\$22.00	—	Greenfield
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN, Westwd	\$51.00	Clr Chnl	Clear Channel
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	ABC	\$139.00	Christal	Journal Bcst Gp

FM Stations

Station	Freq	Power	Format	Company	Revenue	Advertiser	Market
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Mc-Guild	Saga
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Clr Chnl	Clear Channel
WKLH	96.5	20 kw @ 807	Classic AOR		\$150.00	Mc-Guild	Saga
WKT1	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Bcst Gp
WLTO	97.3	15.5 kw @ 911	Soft AC	ABC	\$66.00	Sentry	Capstar
WLUM	102.1	20 kw @ 761	AOR	Source	\$60.00	Banner	All Pro
WLZR	102.9	50 kw @ 436	AOR		\$80.00	Mc-Guild	Saga
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Clr Chnl	Clear Channel
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	D&R	Sinclair Bcst Gp
WPNT	106.9	6 kw @ 328	Modern AC		\$ NA	Mc-Guild	Saga
WTKM	104.9	5.8 kw @ 300	Classic Country		\$ NA	—	Brookfield
WXSS	103.7	19.5 kw @ 840	CHR	Westwd	\$52.00	D&R	Sinclair Bcst Gp
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clear Channel

Notes:

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . WTMJ has its highest share in more than two years . . . WPNT-F fell off dramatically from its recent gains . . . WLUM-F fell to its lowest share in many years

MINNEAPOLIS-SAINT PAUL

Arbltron Rank: 15 Pop (12+): 2,267,500
 MSA Rank: 13
 MSA Pop: 2,820,000
 DMA: 14
 Average Persons Rating: 16.2
 Market TSL in Hours: 21.25

Stations: 25 / 24
 Diaries: 3,607 / 629:1 / 59.0%
 Sample Target: 3,440
 % Below Line: 0.4
 % Not Listed: 18.0
 Pop per Station: 94,479

Last Year's Revenue: \$126,500,000
 Household Income: \$54,912
 Total Retail Sales: \$29.2 Bil
 #1 Biller: WCCO \$22,700,000
 #1 Billing Portfolio:
 Chancellor \$40,200,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KQRS-F	CL AOR	414 / 11.3	10.1	11.2	11.2	10.5	10.9	5764 / 25.4	26.6	26.5	K	KQRS-F
2	WCCO	FS	376 / 10.3	10.3	11.8	12.3	11.6	11.2	5648 / 24.9	24.4	27.3	K	WCCO
3	KDWB-F	CHR	291 / 7.9	8.5	8.0	7.8	8.1	8.1	5666 / 25.0	25.5	25.0	H	KDWB-F
4	KEEY-F	C	245 / 6.7	7.6	8.1	8.0	7.5	7.6	3802 / 16.8	17.5	17.4	H	KEEY-F
5	KSTP-F	AC	222 / 6.1	5.3	5.1	5.3	6.1	5.4	5007 / 22.1	22.1	23.8	I	KSTP-F
6	WLTE-F	SAC	195 / 5.3	6.5	5.9	6.3	6.5	6.0	3408 / 15.0	16.3	17.6	I	WLTE-F
7	KSTP	N/T	191 / 6.2	5.0	5.3	5.0	4.5	5.1	2646 / 11.7	11.0	11.2	F	KSTP
8	KQQL-F	O	188 / 5.1	5.4	5.2	4.5	5.3	5.1	4012 / 17.7	16.8	17.2	H	KQQL-F
9	KTCZ-F	AOR-P	172 / 4.7	3.7	3.8	4.0	4.5	4.0	2988 / 13.2	13.6	15.2	G	KTCZ-F
10	KMJZ-F	J	132 / 3.6	3.2	3.1	2.9	2.9	3.2	2249 / 9.9	8.9	8.7	E	KMJZ-F
11	KXXR-F	AOR	125 / 3.4	4.4	3.5	2.8	4.5	3.5	2194 / 9.7	10.5	16.2	G	KXXR-F
12	WRQC-F	AOR	116 / 3.2	3.1	3.5	3.8	3.1	3.4	2343 / 10.3	10.2	10.8	E	WRQC-F
13	KFAN	SPRST	84 / 2.3	2.1	2.2	2.6	1.4	2.3	1551 / 6.8	6.5	4.8	E	KFAN
14	KLBB-AA	ST	62 / 1.7	1.8	1.4	1.7	1.9	1.6	1018 / 4.5	5.2	5.0	C	KLBB-AA
15	KZNR-F	AOR-P	54 / 1.5	2.0	2.1	1.3	1.4	1.7	1327 / 5.9	7.2	4.8	C	KZNR-F
16	KZNF-F	AOR-P	44 / 1.2	1.1	1.0	0.7	0.5	1.0	891 / 3.9	3.4	1.6	-	KZNF-F

12+ FM Share (Metro): 74.73% (2248 of 3008) (Summer 97: 75.41%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDWB-F >>>	1 KQRS-F	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >	1 KQRS-F >	1 KQRS-F >	1 KQRS-F <	1 KDWB-F <	1 WCCO >
2 KEEY-F >	2 KDWB-F	2 KSTP-F <	2 KSTP-F	2 KSTP-F <	2 KQRS-F >	2 WCCO >>	2 KDWB-F <	2 WCCO <	2 WCCO >	2 KDWB-F
3 KQQL-F	3 KSTP-F	3 KDWB-F <	3 KEEY-F <	3 KEEY-F <	3 KQQL-F <	3 KDWB-F <	3 KEEY-F	3 KDWB-F <	3 KSTP-F	3 KEEY-F <
KSTP-F	4 KEEY-F <	4 KEEY-F	4 KTCZ-F	4 KTCZ-F <	4 KSTP <	4 KEEY-F <	KSTP <	4 KEEY-F	4 KQRS-F <	4 KSTP-F <
5 KXXR-F	5 KTCZ-F	5 WLTE-F <	5 WCCO <	5 WLTE-F	5 WRQC-F	5 KSTP-F <	5 KSTP-F	5 KSTP-F	5 KSTP <	5 KQRS-F
6 WRQC-F <	6 WLTE-F	6 KDWB-F <	6 KQQL-F	6 KEEY-F <	6 KSTP-F <	6 WLTE-F <	KSTP <	6 KEEY-F <	6 KEEY-F <	6 KQQL-F <
7 KTCZ-F >	7 KQQL-F	7 KQQL-F <	WLTE-F	7 KMJZ-F	7 WLTE-F <	7 WCCO <	7 KQQL-F <	7 KQQL-F <	7 KQQL-F	7 WLTE-F <
	KXXR-F	8 WCCO	8 KDWB-F <	8 KTCZ-F	8 KQQL-F	8 KTCZ-F <	8 WLTE-F	8 WLTE-F	8 KTCZ-F	8 KTCZ-F
	9 WRQC-F <	9 KSTP	9 KSTP	9 KSTP-F	9 KQQL-F	9 KQQL-F	9 KTCZ-F	9 KQQL-F	9 KXXR-F <	9 KMJZ-F
	10 WCCO <	10 WRQC-F <				10 KMJZ-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KDWB-F >>>	1 KDWB-F	1 KSTP-F	1 KDWB-F <	1 KQRS-F <	1 KQRS-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >>
2 KEEY-F <	2 KSTP-F	2 KQRS-F	2 KSTP-F <	2 KEEY-F	2 KDWB-F <	2 KXXR-F	2 KXXR-F <	2 KXXR-F <	2 KSTP	2 KQRS-F
3 KSTP-F >	3 KEEY-F	3 KEEY-F <	3 KEEY-F <	KSTP-F <	3 KXXR-F >	3 WRQC-F	3 WRQC-F	3 KSTP-F <	WCCO <	3 KSTP
4 KXXR-F <	4 KQRS-F >	4 KDWB-F	4 KQRS-F	4 WLTE-F	4 WRQC-F >	4 KSTP-F	4 KSTP-F	4 WRQC-F <	4 KTCZ-F <	4 KDWB-F <
5 KQRS-F	5 KTCZ-F <	5 KTCZ-F	5 WLTE-F	5 KDWB-F <	5 KSTP-F	KDWB-F	5 KTCZ-F <	5 KTCZ-F	5 KSTP-F <	5 KEEY-F
6 WLTE-F	6 WLTE-F	6 WLTE-F >	6 KTCZ-F	6 KQQL-F	6 KEEY-F	6 KEEY-F <	6 KEEY-F	6 KSTP <	6 KFAN <	
	7 KXXR-F >	7 KXXR-F	7 KQQL-F	7 KTCZ-F	7 KZNF-F	7 KTCZ-F	KFAN	7 KEEY-F	7 KEEY-F <	
			8 KMJZ-F	8 KMJZ-F <		8 KFAN <		KFAN <	8 WRQC-F <	
				9 WCCO >				9 KFAN <	9 KQQL-F <	
								WCCO >	10 KXXR-F >	

Other Rated Stations	Metro Share	Cume Rating
KLCI-F	C	106.1 Princeton 0.5 1.8
KXBR	C/O	690 Minneapolis 0.5 0.9
WEZU	ST	1220 Stillwater 0.4 1.1
WIXX-F	C	107.1 New Richmond, WI 0.4 1.8
WMNN	N	1370 Minneapolis 0.3 1.7

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KCLD-F	CHR	104.7 St. Cloud 0.4 1.9

MINNEAPOLIS-SAINT PAUL

Consolidation Report	12+	25-54	Revenue
ABC/Disney KDIZ-AM, KQRS-FM, KXXR-FM, KZNR-FM, KZNT-FM, KZNY-FM	26.8 %	31.7 %	23.1 %
CBS KMJZ-FM, KSGS-AM, WCCO-AM, WLTE-FM	19.2 %	16.1 %	29.0 %
Chancellor KDWB-FM, KEEY-FM, KFAN-AM, KQQL-FM, KTCZ-FM, KXBR-AM, WRQC-FM	30.4 %	32.5 %	31.8 %
Local KLBB-AM, WLOL-AM	1.7 %	4.6 %	1.0 %
	78.1 %	84.9 %	84.9 %

AM Stations

Station	Power	Time	Format	Revenue	Advertiser	Agency	Location
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ESPN \$60.00	Christal	Chancellor	
KLBB	1400	1 kw	Standards	Westwd, CNN \$32.00	—	WLOL	
KSTP	1500	50 kw (DA-N)	News/Talk	ABC \$74.00	Christal	Hubbard	
WCCO	830	50 kw	Full Service	CBS \$275.00	CBS	CBS	
WLOL	1470	5 kw (DA-2)	See KLBB			KLBB	Brooklyn Park

FM Stations

Station	Power	Time	Format	Revenue	Advertiser	Agency	Location
KDWB	101.3	100 kw @ 1035	CHR	\$158.00	Katz	Chancellor	
KEEY	102.1	100 kw @ 1035	Country	\$150.00	Christal	Chancellor	
KMJZ	104.1	100 kw @ 1070	Jazz	ABC \$75.00	Eastman	CBS	
KQQL	107.9	100 kw @ 1090	Oldies	AMFM \$155.00	Eastman	Chancellor	
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC \$340.00	ABC	ABC/Disney	
KSTP	94.5	100 kw @ 1220	AC	\$160.00	Christal	Hubbard	
KTCZ	97.1	100 kw @ 1035	Progressive AOR	AMFM \$145.00	Katz	Chancellor	
KXXR	93.7	100 kw @ 1035	AOR	ABC \$160.00	ABC	ABC/Disney	
KZNR	105.1	2.6 kw @ 499	Progressive AOR	ABC \$50.00	ABC	ABC/Disney	Lakeville
KZNT	105.3	25 kw @ 299	See KZNR-F				Cambridge
KZNY	105.7	6 kw @ 239	See KZNR-F				Eden Prairie
WLTE	102.9	100 kw @ 1035	Soft AC	\$160.00	CBS	CBS	
WRQC	100.3	100 @ 922	AOR	AMFM \$ NA	Eastman	Chancellor	

Notes: * KZNY-F revenue is included with KZNR-FF . . . 9/98 KMJZ-F changed from Smooth Jazz to Modern AC (AC-NR) as "The Point" (after the Summer survey ended)

Jim Duncan

Comments: Listening levels are down moderately (-0.7 ratings point) . . . WLTE-F has its lowest share in two years . . . KTCZ-F has its highest share in more than two years . . . KMJZ-F had one of its best books ever and still, they dropped the Jazz format

MOBILE

Arbitron Rank: 86 Pop (12+): 430,200
MSA Rank: 97
MSA Pop: 527,000
DMA: 61 (w/Pensacola)
Average Persons Rating: 16.3
Market TSL in Hours: 22.00

Stations: 26 / 18
Diaries: 1,011 / 426:1 / 50.1%
Sample Target: 990
% Below Line: 16.8
% Not Listed: 14.1
Pop per Station: 23,900

Last Year's Revenue: \$15,400,000
Household Income: \$36,325
Total Retail Sales: \$4.8 Bil
#1 Biller: WKSJ-AF \$3,300,000
#1 Billing Portfolio:
 Clear Channel \$6,540,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WKSJ-F	C	66 / 9.4	7.0	8.0	8.5	10.3	8.2	942 / 21.9	19.4	22.1	E
2	WABB-F	CHR	62 / 8.8	10.0	6.0	8.1	5.4	8.2	869 / 20.2	21.9	20.3	C
3	WBLX-F	B	49 / 7.0	8.5	6.9	7.3	7.7	7.4	834 / 19.4	19.5	18.1	D
	WDLT-F	B/AC	49 / 7.0	7.8	6.9	6.3	6.4	7.0	629 / 14.6	13.2	10.6	C
5	WGOK	B/G	46 / 6.6	4.7	8.4	6.9	3.6	6.6	377 / 8.8	9.8	6.8	A
6	WYOK-F	B	44 / 6.3	7.7	6.5	8.7	10.6	7.3	690 / 16.0	15.8	16.8	B
7	WTKX-F	AOR	36 / 5.1	4.9	3.9	3.7	2.2	4.4	350 / 8.1	11.3	8.9	B
8	WRKH-F	CL AOR	33 / 4.7	4.1	3.3	3.6	3.2	3.9	478 / 11.1	11.9	8.9	B
9	WMXC-F	AC	29 / 4.1	3.4	3.0	3.1	4.6	3.4	565 / 13.1	12.5	15.4	B
10	WNTM	N/T	26 / 3.7	2.9	4.8	3.7	4.3	3.8	407 / 9.5	7.2	9.2	C
11	WXBM-F	C	23 / 3.3	2.9	2.9	3.4	3.9	3.1	343 / 8.0	9.4	9.6	C
12	WAVH-F	O	22 / 3.1	5.2	3.9	4.5	5.7	4.2	342 / 7.9	12.3	11.6	C
	WWRO-F	CL HITS	22 / 3.1	3.0	3.0	3.0	3.1	3.0	482 / 11.2	9.5	10.9	C
14	WMEZ-F	SAC	21 / 3.0	2.7	2.6	3.4	2.5	2.9	296 / 6.9	7.5	6.1	C
15	WDWG-F	C	20 / 2.9	2.7	3.5	2.7	3.6	3.0	342 / 8.0	10.9	8.0	C
16	WZEW-F	AOR-P	10 / 1.4	0.8	2.4	3.4	1.7	2.0	186 / 4.3	4.1	4.6	A

12+ FM Share (Metro): 84.72% (510 of 602) (Summer 97: 85.16%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WYOK-F	1 WABB-F >	1 WDLT-F	1 WOLT-F	1 WKSJ-F	1 WKSJ-F	1 WKSJ-F <	1 WKSJ-F	1 WYOK-F >	1 WDLT-F
2	WABB-F	2 WTKX-F	2 WBLX-F	2 WABB-F	2 WKSJ-F	2 WGOK	2 WABB-F	2 WABB-F	2 WABB-F <	2 WKSJ-F
3	WBLX-F	3 WYOK-F <	WDLT-F	WBLX-F	WBLX-F <	3 WDLT-F	WGOK	3 WNTM	3 WBLX-F <	3 WBLX-F
4	WTKX-F >>>	4 WBLX-F	4 WRKH-F <	4 WRKH-F <	4 WABB-F <	4 WNTM <	4 WRKH-F <	4 WGOK	4 WYOK-F	4 WDLT-F
		WDLT-F	5 WKSJ-F	5 WKSJ-F	5 WRKH-F	5 WBLX-F	5 WBLX-F	5 WDLT-F <	5 WOLT-F <	5 WKSJ-F
		WRKH-F >	WTKX-F	6 WMXC-F	6 WMXC-F	WMXC-F <	6 WTKX-F <	6 WBLX-F	6 WTKX-F	6 WYOK-F >
		7 WMEZ-F	7 WYOK-F <	WTKX-F	7 WTKX-F	7 WAVH-F	7 WDLT-F	WMXC-F	7 WAVH-F	7 WTKX-F
		8 WKSJ-F	8 WMXC-F	8 WWRO-F	8 WRKH-F	8 WRKH-F	8 WMXC-F	WTKX-F <	8 WRKH-F <	8 WRKH-F <
		WXBM-F	9 WWRO-F <	9 WYOK-F <	WWRO-F <	9 WWRO-F	WYOK-F	9 WYOK-F	9 WMXC-F	9 WMXC-F
			10 WMEZ-F	10 WXBM-F	10 WYOK-F <	WOWG-F <	WXBM-F	10 WRKH-F <	WMEZ-F	
				WMEZ-F <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WABB-F >>	1 WABB-F >	1 WABB-F	1 WDLT-F	1 WTKX-F	1 WTKX-F	1 WTKX-F	1 WTKX-F	1 WOLT-F	1 WKSJ-F
2	WMEZ-F	2 WBLX-F	2 WDLT-F	2 WABB-F	2 WTKX-F >	2 WABB-F <	2 WRKH-F	WRKH-F	WRKH-F	WABB-F
3	WBLX-F	WYOK-F	WDLT-F	3 WBLX-F <	3 WMXC-F	3 WYOK-F	3 WRKH-F >	3 WDLT-F	3 WABB-F <	3 WKSJ-F
		4 WDLT-F	WYOK-F >	4 WMXC-F	4 WBLX-F	4 WRKH-F	4 WDLT-F	4 WABB-F >>	4 WBLX-F	4 WYOK-F >
5	WKSJ-F >	WMEZ-F	5 WMXC-F	5 WMEZ-F <	WKSJ-F	WWRO-F >	5 WYOK-F	5 WKSJ-F	5 WKSJ-F	5 WKSJ-F
		6 WMXC-F	WXBM-F	6 WYOK-F	6 WMEZ-F <	6 WBLX-F	6 WXBM-F	WXBM-F	WOLT-F	6 WABB-F
		7 WKSJ-F	7 WMEZ-F	7 WKSJ-F >	7 WYOK-F	WXBM-F	WBLX-F	WBLX-F	7 WWRO-F	7 WWRO-F
		WXBM-F	WRKH-F >	8 WGOK	8 WXBM-F	WZEW-F >>	8 WKSJ-F	WMEZ-F	8 WYOK-F	8 WAVH-F
		9 WRKH-F		WXBM-F			WWRO-F	WYOK-F	9 WXBM-F	9 WNTM
				10 WWRO-F						

Other Rated Stations	Metro Share	Cume Rating
WABB	T	1480 Mobile 0.7 2.6
WABF	ST	1220 Fairhope 0.4 1.1
WDLT	B/G	660 Fairhope 0.7 2.2
WHEP	T	1310 Foley 0.6 1.1
WHXT-F	G	102.1 Citronelle 1.0 1.9
WNXP-F	SPRIS	105.5 Bay Minette 0.6 3.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKNN-F	C	99.1 Pascagoula, MS 0.6 2.7
WMJY-F	AC	93.7 Biloxi, MS 0.7 3.3
WWL	N/T	870 New Orleans 0.4 1.6
WYCL-F	O	107.3 Pensacola 0.6 5.1

MOBILE

Consolidation Report	12+	25-54	Revenue
American General WAVH-FM, WZEW-FM	4.5 %	5.7 %	10.0 %
Calendar WBLX-FM, WDLT-AM, WDLT-FM	14.7 %	19.2 %	24.7 %
Clear Channel WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNTM-AM, WRKH-FM	24.8 %	26.7 %	42.5 %
	44.0 %	51.6 %	77.2 %

AM Stations

WGOK	900	1 kw/0 38 kw (DA-2)	Black Gospel	AURN, ABC, WW1	\$20.00	Allied	WYOK-F
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd	\$31.00	Clr Chnl	Clear Channel

FM Stations

WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal	
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$35.00	Mc-Guild	American General Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Katz	Calendar
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$25.00	Allied	Calendar Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Clr Chnl	Clear Channel Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$67.00	Clr Chnl	Clear Channel
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Clr Chnl	Clear Channel
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Clr Chnl	Clear Channel
WYOK	104.9	33 kw @ 600	Black	AURN, Westwd, ABC	\$<20.00	Allied	WGOK Moss Point, MS
WZEW	92.1	13.5 kw @ 450	Progressive AOR		\$ NA	Mc-Guild	American General Fairhope

Notes: Other ranked stations -- See Pensacola in the Spring 1998 American Radio . . . 9/98 WYOK-F sold to Roberds (WGOK) for \$1,000,000 . . . 9/98 Clear Channel & WYOK-F proposed a facilities swap: WDWG-F will move to 104.9; WYOK-F, to 104.1

Jim Duncan

Comments: Listening levels are fairly steady . . . WKSJ-F recovered somewhat from a weak Spring book . . . Pensacola's WTKX-F has had four consecutive up books in Mobile

FORMAT CODES

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

REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 79 Pop (12+): 493,400
MSA Rank: 135-Sal.-Mont.; 177-Sta. Cruz
MSA Pop: 608,000
DMA: 122
Average Persons Rating: 16.1
Market TSL In Hours: 21.75

Stations: 44 / 25
Diaries: 1,701/ 290:1/ 49.3%
Sample Target: 1,650
% Below Line: 22.0
% Not Listed: 13.4
Pop per Station: 19,736

Last Year's Revenue: \$14,800,000
Household Income: \$50,647
Total Retail Sales: \$5.1 Bil.
#1 Billing: KTOM-AF \$2,050,000
#1 Billing Portfolio: Clear Channel \$5,580,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KDON-F	CHR	75 / 9.4	8.8	8.8	8.4	7.9	8.9	1031 / 20.9	23.9	20.4	C	KDON-F
2	KTOM-F	C	56 / 7.0	4.9	5.7	4.6	6.5	5.6	600 / 12.2	11.4	11.3	C	KTOM-F
3	KGO	T	49 / 6.2	6.1	6.9	7.5	6.4	6.7	640 / 13.0	16.0	16.3		KGO
4	KLOK-F	SP-R	38 / 4.8	4.3	3.6	3.8	2.4	4.1	367 / 7.4	8.6	5.9	B	KLOK-F
5	KCDU-F	AC-NR	34 / 4.3	5.1	4.1	4.5	3.3	4.5	740 / 15.0	15.8	12.1	A	KCDU-F
6	KWAV-F	AC	33 / 4.2	4.2	4.8	4.1	3.3	4.3	479 / 9.7	10.9	11.0	D	KWAV-F
7	KOCN-F	O	32 / 4.0	4.5	5.1	4.0	5.4	4.4	518 / 10.5	13.1	12.3	C	KOCN-F
8	KPIG-F	AOR-P	30 / 3.8	4.1	3.6	2.8	3.2	3.6	425 / 8.6	9.2	6.7	C	KPIG-F
9	KBOQ-F	CL	28 / 3.5	4.7	4.2	3.9	4.5	4.1	436 / 8.8	11.3	10.3	B	KBOQ-F
10	KIDD	ST	26 / 3.3	2.9	3.0	4.3	3.3	3.4	288 / 5.8	6.8	5.7	A	KIDD
11	KRQC-F	CL AOR	24 / 3.0	2.4	2.7	3.5	2.6	2.9	389 / 7.9	7.6	7.7	B	KRQC-F
12	KRAY-F	SP-C	21 / 2.6	3.3	3.4	2.4	3.3	2.9	352 / 7.1	8.0	8.5	B*	KRAY-F
13	KBAY-F	SAC	19 / 2.4	1.6	1.9	2.6	2.9	2.1	384 / 7.8	6.2	8.5		KBAY-F
14	KMBY-F	AOR	18 / 2.3	2.0	2.4	1.3	2.2	2.0	315 / 6.4	6.5	8.3	A	KMBY-F
15	KNBR	SPRST	17 / 2.1	2.7	1.9	1.8	3.1	2.1	293 / 5.9	8.1	7.8		KNBR
	KSCO	T	17 / 2.1	3.7	3.3	2.9	2.2	3.0	320 / 6.5	9.4	6.2	B	KSCO
17	KZOL-FF	SP-R	16 / 2.0	2.2	1.8	3.8	3.5	2.5	292 / 5.9	5.7	7.4	B	KZOL-FF
18	KXDC-F	J	14 / 1.8	2.7	2.8	2.5	1.8	2.4	219 / 4.4	5.3	4.4	A	KXDC-F
19	KCBS	N/T	13 / 1.6	1.6	2.7	1.5	1.9	1.9	332 / 6.7	7.5	8.0		KCBS
20	KVRG-AF	SP-C	11 / 1.4	1.2	1.7	0.8	1.3	1.3	206 / 4.2	3.6	3.9		KVRG-AF
	KBRG-F	SP-C	11 / 1.4	0.8	1.1				145 / 2.9	1.7			KBRG-F

12+ FM Share (Metro): 75.44% (519 of 688) (Summer 97: 74.82%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDON-F >>>	1 KDON-F >	1 KDON-F	1 KLOK-F	1 KLOK-F <	1 KGO	1 KDON-F	1 KDON-F <	1 KDON-F	1 KDON-F >	1 KDON-F >
2 KCDU-F	2 KLOK-F <	2 KTOM-F	KWAV-F <	2 KTOM-F <	2 KTOM-F	2 KGO <	2 KTOM-F	2 KTOM-F	2 KGO >	2 KTOM-F
KTOM-F	3 KCDU-F	3 KLOK-F	3 KTOM-F <	3 KWAV-F <	3 KIDD <	3 KLOK-F <	3 KGO	3 KLOK-F <	3 KCDU-F	3 KGO
4 KRAY-F >>	KTOM-F	KWAV-F <	4 KPIG-F	4 KPIG-F	4 KOCN-F	4 KTOM-F >	4 KWAV-F <	4 KWAV-F <	4 KTOM-F	4 KPIG-F
	5 KRQC-F	5 KCDU-F <	KCDU-F <	KDON-F	KPIG-F	5 KRQC-F	5 KOCN-F	5 KGO	5 KOCN-F	5 KIDD
	KWAV-F	6 KPIG-F	6 KDON-F	6 KCDU-F <	KBOQ-F	6 KWAV-F <	6 KLOK-F <	6 KCDU-F <	6 KRAY-F	KCDU-F
	7 KMBY-F <	7 KOCN-F <	7 KOCN-F	7 KOCN-F	7 KWAV-F	7 KCDU-F <	7 KCDU-F <	7 KOCN-F	KBOO-F	7 KBOQ-F <
	8 KRAY-F	8 KRQC-F	8 KRQC-F	8 KRQC-F <	8 KDON-F	8 KOCN-F <	8 KBOQ-F	KPIG-F	KRQC-F	8 KLOK-F <
	9 KZOL-FF	9 KMBY-F <	9 KMBY-F	9 KGO	KLOK-F	9 KPIG-F	9 KIDD <	9 KBOO-F	KWAV-F	9 KOCN-F <
		10 KRAY-F				KIDD	10 KPIG-F <			10 KRAY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KDON-F >>	1 KDON-F	1 KCDU-F	1 KDON-F	1 KWAV-F <	1 KDON-F	1 KDON-F <	1 KLOK-F >	1 KRQC-F	1 KLOK-F	1 KGO >>
2 KCDU-F	2 KCDU-F >	2 KDON-F	2 KWAV-F	2 KTOM-F	2 KTOM-F	2 KLOK-F <	2 KMBY-F	KLOK-F <	2 KPIG-F	2 KDON-F
3 KWAV-F	3 KTOM-F	3 KLOK-F	3 KTOM-F <	3 KDON-F	3 KRQC-F	3 KRQC-F	KDON-F	3 KPIG-F <	3 KRQC-F	3 KTOM-F
KTOM-F >	KWAV-F	KTOM-F	4 KCDU-F >	4 KCDU-F	4 KRAY-F	4 KTOM-F	KRQC-F	4 KTOM-F	4 KOCN-F	4 KLOK-F
5 KLOK-F	5 KLOK-F	KWAV-F >	5 KLOK-F	5 KLOK-F	5 KMBY-F >	5 KMBY-F	5 KZOL-FF	KDON-F	KTOM-F	5 KCDU-F
KLXAF	6 KRAY-F	6 KPIG-F	KOCN-F	KOCN-F	6 KSJO-F	6 KRAY-F	KCDU-F	6 KMBY-F	6 KMBY-F	
KRAY-F	7 KZOL-FF	KZOL-FF >	7 KPIG-F	7 KBOQ-F	KOCN-F	7 KZOL-FF	KWAV-F	KOCN-F	KDON-F	
KLFA-F >>	KLXAF		8 KBOQ-F	KPIG-F	KLOK-F	KCDU-F	8 KSJO-F	KCDU-F	KCDU-F	
	KLFA-F		KBAY-F		KPIG-F >>	KSJO-F	KTOM-F	9 KWAV-F	9 KGO	
						KWAV-F		KRAY-F <	10 KWAV-F	

MONTEREY-SALINAS-SANTA CRUZ

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
KCTY	SP	980	Salinas	0.5	1.8	KARA-F	AC	105.7	Santa Clara	0.5	1.6
KISE-F	CL AOR	103.9	Seaside	0.8	1.9	KAZA	SP	1290	Gilroy	0.4	1.0
KKMC	REL	880	King City	0.8	2.1	KEZR-F	AC/CHR	106.5	San Jose	0.4	1.8
KLFA-F	SP	93.9	King City	1.0	2.7	KFRC-F	O	99.7	San Francisco	0.3	0.5
KLUE-F	AC/CHR	106.3	Soledad	0.4	1.1	KLDZ-F	AOR-P	104.9	Fremont	0.1	1.0
KLXM-F	SP-C	97.9	Salinas	0.9	2.4	KLOK	SP-R	1170	San Jose	0.9	2.3
KSEA-F	SP-R	107.9	Greenfield	1.1	2.0	KMPG	SP-C	1520	Hollister	0.4	0.7
KTGE	SP	1570	Salinas	1.1	3.5	KSFO	T	560	San Francisco	0.9	1.9
KTOM	SPRTS	1380	Salinas	0.5	1.6	KSJO-F	AOR	92.3	San Jose	1.3	3.7
						KUFX-F	CL AOR	98.5	San Jose	0.9	2.8
						KZSJ	SP	1120	San Martin	0.4	1.1

Consolidation Report	12+	25-54	Revenue
Clear Channel KDON-AM, KDON-FM, KOCN-FM, KRQC-FM, KTOM-AM, KTOM-FM	33.3 %	32.3 %	37.7 %
EXCL KLOK-FM, KVRG-AM, KVRG-FM	6.2 %	8.5 %	5.4 %
Local KCTY-AM, KLXM-FM, KRAY-FM	4.0 %	3.5 %	6.4 %
New Wave KCDU-FM, KMBY-FM, KPIG-FM, KXDC-FM	12.2 %	15.7 %	14.3 %
	55.7 %	60.0 %	63.8 %

AM Stations

KIDD	630	1 kw (DA-2)	Standards	Westwd, CNN	\$<20.00	D&R	Buckley	
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	---		
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic		\$<20.00	Katz Hisp.	KLFA-F	
KVRG	700	2.5 kw/0.7 kw	See KVRG-F					Soledad

FM Stations

KBOQ	95.5	1.7 kw @ 630	Classical		\$30.00	Mc-Guild		Carmel
KCDU	93.5	0.11 kw @ 2296	Modern AC		\$ NA	Mc-Guild	New Wave	Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$40.00	Clr Chnl	Clear Channel	
KLFA	93.9	5.4 kw @ 702	Hispanic		\$<20.00	Katz Hisp.	KTGE	King City
KLOK	99.5	30 kw @ 640	Hispanic-Regional		\$<20.00	Caballero	EXCL	Greenfield
KMBY	104.3	6 kw @ 328	AOR		\$<20.00	Mc-Guild	New Wave	Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd	\$31.00	Clr Chnl	Clear Channel	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Progressive AOR		\$27.00	Mc-Guild	New Wave	Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic-Contemp.		\$<20.00	Lotus	KCTY/KLXM-F	
KRQC	92.7	6.9 kw @ 620	Classic Hits		\$21.00	Christal	Clear Channel	Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz	Clear Channel	
KVRG	107.1	1.85 kw @ 587	Hispanic-Contemp.		\$ NA	Caballero	EXCL	Seaside
KWAV	96.9	18 kw @ 2450	AC	AP	\$47.00	D&R	Buckley	
KXDC	101.7	2.4 kw @ 528	Jazz		\$<20.00	Mc-Guild	New Wave	Carmel
KZOL	99.1	1.1 kw @ 2608	See KSOL-F San Francisco					Santa Cruz

Notes: * KRAY-F revenue includes KCTY & KLXM-F . . . ^ KTGE revenue includes KLFA-F . . . Other ranked stations - See San Francisco or San Jose . . . 9/98 KLFA-F changed calls to KZSL-F; remains Hispanic . . . 9/98 KLUE-F changed from AC to simulcasting AC KEZR-F, San Jose

Jim Duncan

Comments: Listening levels are steady . . . KDON-F continues its strong growth and has its highest share in several years . . . KTOM-F also is doing well, posting its highest share in more than two years . . . KCDU-F fell back some from its record-high levels in the Spring '98 survey

NASHVILLE

Arbitron Rank: 45 Pop (12+): 951,300
MSA Rank: 48
MSA Pop: 1,140,000
DMA: 33
Average Persons Rating: 15.4
Market TSL In Hours: 20.25

Stations: 24 / 24
Diaries: 1,435 / 663:1 / 48.9%
Sample Target: 1,430
% Below Line: 0.0
% Not Listed: 12.5
Pop per Station: 39,638

Last Year's Revenue: \$58,100,000
Household Income: \$47,249
Total Retail Sales: \$12.3 Bil.
#1 Biller: WSIX-F \$12,600,000
#1 Billing Portfolio: Capstar \$24,250,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WSIX-F	C	180 / 12.3	10.2	11.6	13.7	12.5	11.9	2307 / 24.3	22.8	24 1	I WSIX-F
2	WQOK-F	B	149 / 10.2	9.1	10.7	8.8	10.1	9.7	1560 / 16.4	16 1	14 2	E WQOK-F
3	WSM-F	C	120 / 8.2	7.6	8.1	7.8	7.1	7.9	1699 / 17.9	16 3	16 8	H WSM-F
4	WNRO-F	CL AOR	112 / 7.6	9.5	7.4	3.4	2.8	7.0	1451 / 15.3	19.6	10 8	E WNRO-F
5	WRMX-F	O	96 / 6.5	5.1	4.3	5.9	5.6	5.5	1539 / 16.2	14.6	16 9	D WRMX-F
6	WJXA-F	SAC	88 / 6.0	5.3	6.3	4.3	3.7	5.5	1424 / 15.0	13.4	10 1	F WJXA-F
7	WRVW-F	CHR	66 / 4.5	4.9	5.1	5.1	6.0	4.9	1658 / 17.4	18.5	17 1	F WRVW-F
8	WKDF-F	AOR-NR	61 / 4.2	4.0	4.6	5.9	6.7	4.7	1286 / 13.5	13.2	16 2	E WKDF-F
9	WWTN-F	T	60 / 4.1	3.2	3.4	3.5	3.8	3.5	1093 / 11.5	11.1	10 9	C WWTN-F
10	WGFX-F	CL HITS	53 / 3.6	4.3	5.9	5.7	8.0	4.9	1294 / 13.6	13.6	18 6	F WGFX-F
11	WLAC	T	50 / 3.4	3.2	3.4	3.5	3.1	3.4	833 / 8.8	7 7	8 2	D WLAC
12	WJZC-F	J	42 / 2.9	3.4	2.7	4.0	2.3	3.2	810 / 8.5	7 4	7 7	C WJZC-F
13	WSM	C/FS	41 / 2.8	3.4	3.2	4.0	4.1	3.3	664 / 7.0	7 6	8 3	D WSM
14	WQZQ-F	CHR/B	38 / 2.6	2.8	1.9	1.8	2.3	2.3	920 / 9.7	10 8	9 1	B WQZQ-F
15	WVQL	B/O	28 / 1.9	1.0	2.6	1.5	1.6	1.8	333 / 3.5	3 3	4 1	A WVQL
16	WBOZ-F	G	22 / 1.5	0.8	0.6	0.5	0.9	0.9	331 / 3.5	1 6	1 3	B WBOZ-F
17	WMDB	B	19 / 1.3	2.6	1.4	1.5	1.1	1.7	313 / 3.3	2 5	2 2	D WMDB
	WRLT-F	AQR-P	19 / 1.3	0.9	0.9	1.8	1.4	1.2	435 / 4.6	4 9	4 4	F WRLT-F
19	WZPC-F	C	18 / 1.1	1.1	1.1	1.9	1.0	1.3	460 / 4.8	3 8	4 4	A WZPC-F

12+ FM Share (Metro): 88.79% (1140 of 1284) (Summer 97: 86.69%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >>	1 WNRO-F	1 WSIX-F	1 WSIX-F	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >	1 WSIX-F	1 WSIX-F	1 WQOK-F >>	1 WQOK-F
2 WRVW-F	2 WQOK-F >	2 WNRO-F	2 WNRO-F	2 WNRO-F	2 WSM-F	2 WSM-F	2 WNRO-F <	2 WQOK-F	2 WRMX-F	2 WSIX-F
3 WQZQ-F	3 WSIX-F <	3 WQOK-F >	3 WQOK-F	3 WRMX-F	3 WRMX-F	3 WRMX-F	3 WSM-F	3 WSM-F	3 WSIX-F	3 WSM-F <
4 WKDF-F	4 WKDF-F	4 WJXA-F <	4 WRMX-F <	4 WQOK-F <	4 WJXA-F	4 WQOK-F	4 WJXA-F <	4 WNRO-F <	4 WKDF-F <	4 WRMX-F <
WRMX-F >>	5 WJXA-F <	5 WSM-F	5 WJXA-F <	5 WJXA-F <	5 WQOK-F	5 WJXA-F	5 WQOK-F	5 WRMX-F	5 WSM-F	5 WNRO-F
6 WRVW-F	WRMX-F	6 WSM-F	6 WSM-F	6 WSM-F	6 WLAC	6 WRMX-F <	6 WRMX-F <	6 WJXA-F <	6 WRVW-F <	6 WRVW-F
7 WSM-F	7 WKDF-F <	7 WWTN-F <	7 WWTN-F	7 WWTN-F	7 WNRO-F <	7 WRVW-F	7 WLAC	7 WWTN-F	7 WNRO-F	7 WJXA-F
8 WWTN-F <	8 WWTN-F <	8 WGFX-F	8 WGFX-F	8 WSM <	8 WSM <	8 WSM <	8 WWTN-F	8 WKDF-F <	8 WJZC-F <	8 WKDF-F
9 WGFX-F <	9 WRVW-F	9 WKDF-F <	9 WJZC-F	9 WWTN-F	9 WGFX-F <	9 WGFX-F	9 WRVW-F	9 WRVW-F	9 WQZQ-F <	9 WVQL <
10 WQZQ-F >	WGFX-F >	10 WRVW-F <			10 WKDF-F <	10 WRVW-F <	10 WLAC <	10 WWTN-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WSIX-F	1 WSIX-F >	1 WQOK-F	1 WNRO-F >	1 WNRO-F >>	1 WNRO-F >	1 WNRO-F	1 WQOK-F
2 WSIX-F	2 WSIX-F	WSIX-F	2 WQOK-F	2 WJXA-F <	2 WNRO-F	2 WQOK-F	2 WWTN-F	2 WSIX-F	2 WSIX-F >	2 WSIX-F >
3 WJXA-F	3 WJXA-F	3 WJXA-F	3 WJXA-F	3 WRMX-F <	3 WKDF-F >>	3 WKDF-F	3 WKDF-F	3 WQOK-F	3 WWTN-F	3 WNRO-F <
4 WRVW-F	4 WRVW-F	4 WRVW-F <	4 WSM-F <	4 WQOK-F	4 WRVW-F >	4 WWTN-F	4 WWTN-F	4 WQOK-F	4 WRMX-F	4 WRMX-F
5 WNRO-F	5 WNRO-F	5 WNRO-F <	5 WRMX-F	5 WSM-F >	5 WSIX-F	5 WSIX-F	5 WSIX-F	5 WKDF-F <	5 WGFX-F	5 WSM-F
6 WSM-F	6 WSM-F	6 WSM-F	6 WRVW-F	6 WNRO-F	6 WWTN-F	6 WGFX-F	6 WGFX-F	6 WGFX-F	6 WQOK-F	6 WQOK-F
WQZQ-F	7 WKDF-F	7 WKDF-F	7 WNRO-F >	WRVW-F	WQZQ-F	7 WSM-F	7 WSM-F	7 WRMX-F <	7 WJZC-F	7 WJZC-F
	8 WQZQ-F		8 WKDF-F	8 WGFX-F		WRVW-F	8 WJXA-F	8 WSM-F	8 WSM-F	8 WSM-F
			9 WGFX-F			9 WJXA-F	9 WJZC-F	9 WJZC-F	9 WLAC	9 WLAC
								WLAC	WKDF-F	WKDF-F

Other Rated Stations	Metro Share	Cume Rating
WAMB	ST 1160	Donelson 0.4 2.3
WANT-F	C 98.9	Lebanon 0.5 1.2
WNPL-F	AC-NR 106.7	Belle Meade 0.7 3.9

NASHVILLE

Consolidation Report	12+	25-54	Revenue
Capstar WJZC-FM, WLAC-AM, WNRQ-FM, WRVW-FM, WSIX-FM	30.7 %	33.8 %	41.7 %
Cromwell WQZQ-FM, WZPC-FM	3.7 %	2.8 %	1.9 %
Dick WGFX-FM, WKDF-FM	7.8 %	8.3 %	14.3 %
Dickey WNPL-FM, WQQK-FM, WVOL-AM	12.8 %	9.6 %	7.1 %
Gaylord WSM-AM, WSM-FM, WWTN-FM	15.1 %	13.2 %	20.4 %
South Central WJXA-FM, WRMX-FM	12.5 %	14.6 %	11.5 %
	82.6 %	82.3 %	96.9 %

AM Stations

Station	Freq	Power	Day	Genre	Source	Rate	Agency	Advertiser	Location
WLAC	1510	50 kw	(DA-N)	Talk/Religion	CBS	\$45.00	Sentry	Capstar	
WMDB	880	2.5 kw	(DA, Days)	Black		\$19.00	—		
WSM	650	50 kw		Country/Full Svc.	ABC	\$48.00	Christal	Gaylord	
WVOL	1470	5 kw/1 kw	(DA-2)	Black Oldies	ABC	\$ NA	Allied	Dickey	Berry Hill

FM Stations

Station	Freq	Power	Day	Genre	Source	Rate	Agency	Advertiser	Location
WBOZ	104.9	6 kw	2 328	Gospel	USA	\$ NA	—	Reach	Woodbury
WGFX	104.5	49 kw	@ 1312	Classic Hits	Source	\$84.00	Katz	Dick	
WJXA	92.9	100 kw	@ 1053	Soft AC	UPI	\$79.00	Eastman	South Central	
WJZC	101.1	47 kw	@ 1289	Jazz	JRN	\$47.00	Sentry	Capstar	Russelville, KY
WKDF	103.3	100 kw	@ 1233	AOR-NR	ABC	\$83.00	Katz	Dick	
WNRQ	105.9	100 kw	@ 1233	Classic AOR		\$80.00	Sentry	Capstar	
WQQK	92.1	3 kw	@ 463	Black	ABC	\$62.00	Allied	Dickey	Hendersonville
WQZQ	102.5	100 kw	@ 856	Dance CHR	ABC	\$ NA	—	Cromwell	Dickson
WRLG	94.1	3.9 kw	@ 236	See WRLT-F					Smyrna
WRLT	100.1	0.2 kw	@ 1181	Progressive AOR	AP	\$31.00	Roslin		Franklin
WRMX	96.3	100 kw	@ 826	Oldies		\$59.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw	@ 1235	CHR		\$60.00	Sentry	Capstar	Lebanon
WSIX	97.9	100 kw	@ 1145	Country		\$214.00	Mc-Guild	Capstar	
WSM	95.5	100 kw	@ 1286	Country		\$160.00	Christal	Gaylord	
WVRY	105.1	50 kw	@ 492	See WBOZ-F					Waverly
WWTN	99.7	100 kw	@ 1296	Talk	ABC	\$33.00	Christal	Gaylord	Manchester
WZPC	102.9	100 kw	@ 820	Country		\$ NA	—	Cromwell	Shelbyville

Notes:

Jim Duncan

Comments: Overall listening to radio is up slightly . . . WSIX-F recovered from its weak showing in the Spring . . . WNRQ-F retreated somewhat from its outstanding Spring book . . . WRMX-F posted its best share in several years . . . WGFX-F has been hurt by WNRQ-F; WNRQ-F appears to be a "young" classic rocker

NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 17 Pop (12+): 2,262,800	Stations: 45 / 16	Last Year's Revenue: \$41,000,000
MSA Rank: 15	Diarles: 3,330/680:1/ 51.8%	Household Income: \$73,888
MSA Pop: 2,660,000	Sample Target: 3,270	Total Retail Sales: \$30.1 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$13,700,000
Average Persons Rating: 17.3	% Not Listed: NA	#1 Billing Portfolio:
Market TSL in Hours: 22.75	Pop per Station: 141,425	Chancellor (WALK-AF) \$13,700,000

12+ Metro	Format	Summer 98		Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share										
1 WALK-F	AC	229 / 5.8	5.5	5.7	5.3	5.8	5.6	2816 / 12.4	12.7	12.7	I	WALK-F	
2 WBLI-F	AC/CHR	207 / 5.3	4.3	4.5	5.0	3.7	4.8	3385 / 15.0	12.6	11.6	G	WBLI-F	
3 WBAB-FF	AOR	135 / 3.4	3.5	2.9	3.5	3.3	3.3	2314 / 10.2	10.1	10.2	G	WBAB-FF	
4 WHLI	ST	123 / 3.1	2.5	3.6	2.8	2.8	3.0	1046 / 4.6	3.8	4.1	B	WHLI	
5 WKJY-F	AC	105 / 2.7	2.0	3.3	2.4	3.1	2.6	1511 / 6.7	5.2	7.3	G	WKJY-F	
6 WBZO-F	O	96 / 2.5	2.7	2.6	2.8	2.3	2.6	1932 / 8.5	8.2	6.9	E	WBZO-F	
7 WMJC-F	C	79 / 2.0	1.6	1.8	1.2	1.9	1.7	1112 / 4.9	4.3	4.2	C	WMJC-F	
8 WLIR-FF	AC-NR	57 / 1.5	1.6	1.5	1.3	1.7	1.5	1632 / 7.2	7.1	8.1	D	WLIR-FF	
9 WLUX	ST	51 / 1.3	1.2	1.0	0.9	1.0	1.1	754 / 3.3	2.5	2.0	A	WLUX	
10 WRCN-F	AOR	27 / 0.7	1.0	0.7	0.8	0.7	0.8	519 / 2.3	2.9	2.2	C	WRCN-F	
11 WLVG-F	B/A/C	17 / 0.4	0.4	0.4				272 / 1.2	1.0			WLVG-F	
12 WXXP-F	CHR/U	16 / 0.4						452 / 2.0				WXXP-F	
13 WLIM	ST	14 / 0.4	0.4					182 / 0.8	0.5			WLIM	
WLNG-F	O	14 / 0.4	0.6		0.3	0.3		257 / 1.1	1.0			WLNG-F	

12+ FM Share (Metro): NA

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 WBLI-F >	1 WBLI-F >	1 WBLI-F	1 WALK-F <	1 WALK-F >	1 WBLI-F	1 WBAB-FF	1 WBAB-FF >	1 WBAB-FF >	1 WBAB-FF >	1 WALK-F >
2 WKJY-F >	2 WALK-F >	2 WALK-F >>	2 WBLI-F >	2 WBLI-F >	2 WLIR-FF	2 WBLI-F >	2 WBLI-F >	2 WBLI-F	2 WALK-F	2 WBLI-F
3 WALK-F >	3 WKJY-F >	3 WBAB-FF	3 WKJY-F >	3 WKJY-F	3 WALK-F	3 WALK-F	3 WALK-F >	WALK-F >	3 WBLI-F	3 WBAB-FF
4 WMJC-F	4 WBAB-FF <	4 WKJY-F <	4 WBAB-FF	4 WBAB-FF	WBAB-FF >	4 WLIR-FF >	4 WLIR-FF	4 WLIR-FF	4 WBZO-F	WMJC-F >
5 WLIR-FF	5 WLIR-FF <	5 WLIR-FF >	5 WMJC-F <	WBZO-F	5 WMJC-F	5 WMJC-F	5 WMJC-F >	5 WBZO-F	5 WLIR-FF	
	6 WMJC-F >		6 WBZO-F >	6 WMJC-F	6 WKJY-F >					

NASSAU-SUFFOLK (Long Island)

Other Rated Stations--Outside Market				Metro Share	Cume Rating	Consolidation Report			
						12+	25-54	Revenue	
WABC	T	770	New York	3.2	9.3	Barnstable	12.8 %	11.8 %	27.6 %
WAXQ-F	CL AOR	104.3	New York	2.2	8.9	WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM			
WBBR	BIZ	1130	New York	0.3	1.8	Cox	8.7 %	10.8 %	27.3 %
WBIX-F	AC	105.1	New York	1.1	6.5	WBAB-FM, WBLI-FM, WHFM-FM			
WBLS-F	B/AC	107.5	New York	1.5	5.0	Jarad	1.9 %	1.9 %	7.1 %
WCBS	N	880	New York	3.5	14.7	WDRE-FM, WLIR-FM, WXXP-FM			
WCBS-F	O	101.1	New York	4.0	11.4				
WEVD	T	1050	New York	0.3	0.9		23.4 %	24.5 %	62.0 %
WEZN-F	SAC	99.9	Bridgeport, CT	0.8	4.4				
WFAN	SPRTS	660	New York	3.6	12.3				
WHTZ-F	CHR	100.3	Newark, NJ	5.1	20.6				
WINS	N	1010	New York	2.2	13.0				
WKTU-F	CHR/U	103.5	Lk. Success	3.6	14.3				
WLTW-F	SAC	106.7	New York	3.7	10.8				
WNEW-F	AOR	102.7	New York	1.9	7.7				
WOR	T	710	New York	3.2	6.4				
WPAT-F	SP-C	93.1	Paterson, NJ	0.7	2.3				
WPLJ-F	CHR/AC	95.5	New York	3.2	11.3				
WPLR-F	AOR	99.1	New Haven, CT	0.6	1.7				
WQCD-F	J	101.9	New York	2.5	7.9				
WQEW	ST	1560	New York	1.0	3.2				
WQHT-F	U/CHR	97.1	New York	3.1	10.4				
WQXR-F	CL	96.3	New York	1.3	4.7				
WRKS-F	B/AC	98.7	New York	1.4	4.3				
WRTN-F	ST	93.5	New Rochelle, NY	0.4	1.2				
WSKO-F	SP-C	97.9	New York	1.5	3.0				
WXXY-F	C	107.1	Briarcliff Manor	0.6	1.9				
WXRK-F	T/NR	92.3	New York	5.1	15.4				

AM Stations

Station	Frequency	Power	Format	Company	Market	Notes
WHLI	1100	10 kw (Days, DA)	Standards	D&R	Barnstable	Hempstead
WLIM	1580	10 kw/0.5 kw (DA-N)	Standards	ABC	\$ NA	K&P Patchogue
WLUX	540	0.25 kw/0.204 kw	Standards	JRN	\$ NA	— Islip

FM Stations

Station	Frequency	Power	Format	Company	Market	Notes
WALK	97.5	39 kw @ 554	AC	\$228.00	Katz	Chancellor Patchogue
WBAB	102.3	3 kw @ 268	AOR	ABC	\$115.00	Mc-Guild Cox Babylon
WBLI	106.1	48.5 kw @ 499	AC/CHR	\$110.00	Mc-Guild	Cox Patchogue
WBZO	103.1	3 kw @ 285	Oldies	\$57.00	D&R	Barnstable Bay Shore
WDRE	98.5	6 kw @ 282	See WLIR-F			Westhampton
WHFM	95.3	5 kw @ 400	See WBAB-F			Southampton
WKJY	98.3	3 kw @ 328	AC	\$110.00	Interep	Barnstable Hempstead
WLIR	92.1	1 kw @ 521	Modern AC	ABC	\$60.00	Mc-Guild Jarad Garden City
WLNG	92.1	5.3 kw @ 350	Oldies	Westwd	\$ NA	— Sag Harbor
WLVG	96.1	3 kw @ 328	Black AC		\$ NA	— Center Moriches
WMJC	94.3	3 kw @ 300	Country		\$ NA	Katz Barnstable Smithtown
WRCN	103.9	1.52 kw @ 466	AOR	Westwd	\$46.00	Mc-Guild Barnstable Riverhead
WXXP	105.3	6 kw @ 292	CHR/Urban		\$ NA	— Jarad Calverton-Roanoke

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here . . . 10/98 WGBB (1240; Freeport) sold by Cox for \$1,700,000 . . . 10/98 WGBB changed from Talk/Brokered Programming to Chinese/Brokered Programming

Jim Duncan

Comments: Listening levels are down slightly . . . WBLI-F has its highest share in several years . . . WMJC-F climbs back to a two-share level

NEW ORLEANS

Arbitron Rank: 40 **Pop (12+):** 1,026,200
MSA Rank: 42
MSA Pop: 1,310,000
DMA: 41
Average Persons Rating: 16.7
Market TSL In Hours: 22.25

Stations: 26 / 25
Diarates: 2,767 / 371:1 / 48.3%
Sample Target: 2,810
% Below Line: 0.3
% Not Listed: 12.4
Pop per Station: 41.048

Last Year's Revenue: \$50,000,000
Household Income: \$38,375
Total Retail Sales: \$11.7 Bil.
#1 Biller: WWL/WSMB \$10,300,000
#1 Billing Portfolio: Clear Channel \$21,400,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WQUE-F	B	244 / 14.2	13.8	13.9	12.7	13.4	13.7	2397 / 23.4	23.1	22.6	G	WQUE-F
2	WYLD-F	B/AC	153 / 8.9	8.3	8.7	9.0	10.0	8.7	1830 / 17.8	17.5	19.4	G	WYLD-F
3	WWL	N/T	123 / 7.2	7.5	8.4	8.3	7.2	7.8	1835 / 17.9	17.4	18.9	I	WWL
4	WNOE-F	C	103 / 8.0	5.8	5.5	8.5	6.0	6.5	1424 / 13.9	13.6	15.4	G	WNOE-F
5	KKND-F	AOR-P	102 / 5.9	4.6	4.3	4.8	3.4	4.9	1488 / 14.5	12.2	10.9	C	KKND-F
6	WTKL-F	O	89 / 5.2	5.5	5.3	5.1	5.3	5.3	1184 / 11.5	11.5	12.4	D	WTKL-F
7	WLMG-F	SAC	87 / 5.1	5.3	4.6	5.4	5.2	5.1	1295 / 12.6	13.0	13.2	E	WLMG-F
8	KUMX-F	CHR	69 / 4.0	4.3	4.6	3.9	4.2	4.2	1580 / 15.4	15.3	14.2	C	KUMX-F
9	WCKW-F	CL AOR	68 / 4.0	4.0	2.9	3.0	3.5	3.5	1138 / 11.1	11.1	10.6	C	WCKW-F
10	WRNO-F	CL HITS	67 / 3.9	4.2	3.7	4.1	4.4	4.0	1248 / 12.2	11.2	12.5	D	WRNO-F
11	WYLD	B/G	65 / 3.8	2.9	4.1	3.3	4.0	3.5	740 / 7.2	7.1	8.0	*	WYLD
12	KMEZ-F	B/AC	63 / 3.7	3.9	3.4	2.5	3.7	3.4	897 / 8.7	9.9	10.4	C	KMEZ-F
13	WEZB-F	AC/CHR	62 / 3.6	4.3	4.8	3.8	4.7	4.1	1507 / 14.7	15.4	16.9	D	WEZB-F
14	WLTS-F	AC	51 / 3.0	3.9	3.6	4.0	4.4	3.6	1054 / 10.3	11.4	12.2	D	WLTS-F
15	WBYU	ST	38 / 2.2	2.3	2.5	3.0	2.1	2.5	441 / 4.3	4.6	4.9	B	WBYU
16	WBOK	G	22 / 1.3	1.3	1.8	1.9	2.2	1.6	390 / 3.8	3.1	4.2	A	WBOK
17	WSMB	T	18 / 1.0	1.2	0.8	1.0	0.8	1.0	424 / 4.1	4.4	3.4	*	WSMB

12+ FM Share (Metro): 79.64% (1197 of 1503) (Summer 97: 79.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F	1 WYLD-F	1 WYLD-F	1 WWL	1 WQUE-F	1 WQUE-F	1 WQUE-F >	1 WQUE-F >>	1 WQUE-F >
2 KUMX-F >	2 KKND-F <	2 WYLD-F	2 WQUE-F >	2 WQUE-F >	2 WYLD-F <	2 WWL <	2 WWL	2 WYLD-F	2 WYLD-F >>	2 WYLD-F >
3 WEZB-F <	3 WYLD-F >	3 KKND-F >	3 KKND-F	3 KKND-F <	3 WTKL-F	3 WYLD-F <	3 WYLD-F	3 WWL	3 KKND-F <	3 WNOE-F
4 KKND-F	4 WEZB-F <	4 WRNO-F <	4 WRNO-F <	4 WTKL-F <	4 WLMG-F <	4 KKND-F	4 WNOE-F <	4 WNOE-F	4 KMEZ-F <	4 WYLD <
5 WYLD-F >	5 WNOE-F	5 WCKW-F <	5 WCKW-F <	5 WWL <	5 WNOE-F	5 WNOE-F <	5 WLMG-F <	5 WLMG-F	5 WTKL-F <	5 WWL
	6 KUMX-F	6 WNOE-F	6 WWL <	6 WRNO-F <	6 WYLD <	6 WCKW-F	6 WTKL-F <	6 KKND-F <	6 KUMX-F <	6 WTKL-F
	WCKW-F	7 WWL <	7 WNOE-F <	7 WCKW-F <	7 WQUE-F <	7 WTKL-F	7 KKND-F	7 WTKL-F	7 WTKL-F <	7 WTKL-F <
	8 WLTS-F	8 WEZB-F <	8 WTKL-F	8 WNOE-F <	8 KMEZ-F	8 WLMG-F	8 WRNO-F	8 KUMX-F <	8 WNOE-F <	8 WLMG-F <
		9 WLMG-F <	9 WLTS-F	9 WLMG-F <	WRNO-F	9 WYLD	9 KUMX-F	9 WEZB-F <	9 WYLD	9 KMEZ-F <
		10 WLTS-F	WLMG-F <	10 KMEZ-F	10 WBYU		WLTS-F	10 WRNO-F		10 KUMX-F <
		WTKL-F								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 WQUE-F >>	1 WQUE-F >	1 WQUE-F	1 WQUE-F	1 WYLD-F	1 WQUE-F >>	1 WQUE-F >	1 WQUE-F <	1 WQUE-F	1 WYLD-F	1 WQUE-F
2 WYLD-F	2 WYLD-F >	2 WYLD-F >	2 WYLD-F >>	2 WQUE-F >	2 KKND-F >>	2 KKND-F >	2 KKND-F	2 KKND-F <	2 WCKW-F <	2 WYLD-F >>
3 KKND-F	3 WEZB-F	3 WEZB-F	3 WNOE-F <	3 WTKL-F	3 WYLD-F	3 WCKW-F	3 WCKW-F	3 WYLD-F	3 KKND-F <	3 WSMB
	KUMX-F	4 KKND-F <	4 WLTS-F	4 WLTS-F <	4 WLMG-F	KUMX-F	4 WYLD-F >	4 WYLD-F >	4 WCKW-F	4 WWL
	WEZB-F >	5 KUMX-F <	WNOE-F <	5 KKND-F	WNOE-F <	WCKW-F	5 WNOE-F >	5 WNOE-F >	5 WRNO-F	4 WWL <
	6 WLTS-F	6 WLTS-F <	6 KKND-F	WLMG-F <	6 WYLD <	6 WNOE-F	6 KUMX-F	6 WWL	6 WWL	4 WWL <
	WLMG-F >	7 WNOE-F >	7 KUMX-F <	7 WEZB-F <	7 WLTS-F	7 WEZB-F	WEZB-F <	7 WLMG-F	7 WNOE-F	4 WWL <
		8 WLMG-F	8 WRNO-F	8 KUMX-F <	8 WEZB-F	WRNO-F >>	8 WRNO-F	KMEZ-F	8 KMEZ-F	6 WRNO-F
			9 WYLD	9 WTKL-F <	WRNO-F		9 KMEZ-F	WEZB-F	8 KMEZ-F	6 WRNO-F
			10 WYLD <	10 WYLD <	KKND-F <			WRNO-F	9 WTKL-F <	5 WLMG-F
									10 WLMG-F	WNOE-F

Other Rated Stations	Metro Share	Cume Rating		
KGLA	SP	1540	Gretna	0.6 1.3
WADJ-F	ST	94.9	Reserve	0.4 1.0
WFND	SP-C	830	Norco	0.5 1.4
WGSO	N	990	New Orleans	0.3 1.7
WKSJ-F	CL AOR	106.1	Picayune, MS	0.6 3.0
WODT	B	1280	New Orleans	0.4 1.5
WTIX	T	690	New Orleans	0.5 2.0
WTIX-F	O	94.3	Galiano	0.9 4.0

Other Rated Stations—Outside Market	Metro Share	Cume Rating		
WLSS-F	CHR	102.5	Baton Rouge	0.3 2.1

NEW ORLEANS

Consolidation Report	12+	25-54	Revenue
Centennial KMEZ-FM, WBYU-AM, WRNO-FM	9.8 %	11.0 %	10.0 %
Clear Channel KKND-FM, KUMX-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	43.2 %	40.9 %	42.8 %
Sinclair Broadcast Group WEZB-FM, WLMG-FM, WLTS-FM, WSMB-AM, WTKL-FM, WWL-AM	25.1 %	26.0 %	40.3 %
	78.1 %	77.9 %	93.1 %

AM Stations

Station	Power	Time	Genre	Network	Rate	Agency	Advertiser
WBOK	1230	1 kw	Gospel	AURN, Westwd	\$23.00	—	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	—	Centennial
WSMB	1350	5 kw (DA-N)	Talk	CBS	\$21.00	Allied	Sinclair Bcst Gp
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Sinclair Bcst Gp
WYLD	940	10 kw/0.5 kw (DA-2)	Black Gospel	ABC, AURN	\$19.00	Cir Chnl	Clear Channel

FM Stations

Station	Freq	Power	Genre	Network	Rate	Agency	Advertiser
KKND	106.7	100 kw @ 983	Progressive AOR		\$30.00	Cir Chnl	Clear Channel Pt. Sulphur
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Centennial Belle Chasse
KUMX	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Cir Chnl	Clear Channel Houma
WCKW	92.3	100 kw @ 1946	Classic AOR		\$44.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR	ABC, CBS	\$65.00	Katz	Sinclair Bcst Gp
WLMG	101.9	100 kw @ 984	Soft AC		\$85.00	Allied	Sinclair Bcst Gp
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	D&R	Sinclair Bcst Gp Stidell
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Cir Chnl	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$112.00	Cir Chnl	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	ABC	\$87.00	Mc-Guild	Centennial
WTKL	95.7	100 kw @ 984	Oldies	ABC	\$62.00	Eastman	Sinclair Bcst Gp
WYLD	98.5	100 kw @ 902	Black AC	ABC, USA	\$85.00	Cir Chnl	Clear Channel

Notes: * WYLD revenue is included in WYLD-F revenue level; WWL revenue level includes WSMB . . . 9/98 WYLA-F (94.7; Lacombe, LA) & WYLK-F (104.7; Folsom, LA) sold to Styles for \$1,700,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WQUE-F enjoys its highest share in over two years . . . KKND-F is showing strength

NEW YORK

Arbitron Rank: 1 Pop (12+): 14,236,500
MSA Rank: 1
MSA Pop: 15,700,000
DMA: 1
Average Persons Rating: 17.9
Market TSL in Hours: 23.50

Stations: 49 / 48
Diaries: 10,416/ 1367:1/ 49.4%
Sample Target: 8,450
% Below Line: 0.9
% Not Listed: 11.5
Pop per Station: 296,594

Last Year's Revenue: \$531,500,000
Household Income: \$55,976
Total Retail Sales: \$138.1 Bil.
#1 Biller: WFAN \$50,300,000
#1 Billing Portfolio: CBS \$201,500,000

12+ Metro	Format	Summer 98 1/4 Share	Spq 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spq 98	Sum 97	Revenue Level
1	WSKO-F	1525 / 6.0	5.9	6.1	5.6	5.1	5.9	13458 / 9.5	9.5	9.1	K WSKQ-F
2	WOHT-F	1485 / 5.8	5.6	5.5	5.9	6.2	5.7	21021 / 14.8	14.3	14.2	K WOHT-F
3	WLTW-F	1391 / 5.5	5.9	6.6	6.2	6.4	6.0	19664 / 13.8	15.7	14.9	K WLTW-F
4	WHTZ-F	1181 / 4.6	5.1	4.7	3.9	4.3	4.6	25325 / 17.8	18.2	16.6	I WHTZ-F
5	WCBS-F	1079 / 4.2	4.6	4.6	4.6	4.7	4.5	16297 / 11.4	11.7	12.8	K WCBS-F
6	WKTU-F	998 / 3.9	4.2	3.8	4.6	4.7	4.1	19885 / 14.0	14.0	16.1	K WKTU-F
7	WXRK-F	955 / 3.7	3.8	4.3	4.1	3.5	4.0	16562 / 11.6	11.5	11.7	K WXRK-F
8	WRKS-F	922 / 3.6	4.3	4.2	4.4	4.6	4.1	14727 / 10.3	10.9	11.4	K WRKS-F
9	WINS	913 / 3.6	3.2	3.6	3.0	3.6	3.3	26177 / 15.9	14.5	15.1	K WINS
10	WBLS-F	846 / 3.3	2.7	2.5	2.3	2.5	2.7	14608 / 10.3	9.6	8.7	I WBLS-F
11	WABC	844 / 3.3	3.2	3.0	3.1	3.2	3.2	13199 / 9.3	9.1	9.2	I WABC
12	WPAT-F	827 / 3.2	3.2	3.5	3.3	2.8	3.3	8869 / 6.2	6.3	6.3	I WPAT-F
13	WQCD-F	798 / 3.1	2.8	3.2	2.8	3.2	3.0	12493 / 8.8	8.1	8.8	K WQCD-F
14	WPLJ-F	727 / 2.9	2.7	2.6	2.8	2.8	2.8	15574 / 10.9	10.1	11.0	K WPLJ-F
15	WOR	725 / 2.8	3.2	3.1	3.0	3.2	3.0	10226 / 7.2	7.2	8.1	K WOR
16	WCBS	716 / 2.8	3.0	2.8	3.2	3.2	3.0	16342 / 11.5	12.3	12.8	K WCBS
17	WFAN	656 / 2.6	2.6	2.2	2.8	2.9	2.5	12704 / 8.9	8.6	9.1	K WFAN
18	WQXR-F	620 / 2.4	3.1	2.9	2.4	2.2	2.7	9407 / 6.6	6.9	5.9	I WQXR-F
19	WQEW	511 / 2.0	1.8	2.0	2.1	1.8	2.0	6483 / 4.6	4.2	4.1	E WQEW
20	WCAA-F	434 / 1.7	0.9	0.6	0.7	0.8	1.0	6445 / 4.5	2.8	2.4	I WCAA-F
21	WAXQ-F	433 / 1.7	1.6	1.5	1.4	1.9	1.5	10529 / 7.4	7.0	6.1	I WAXQ-F
22	WADO	413 / 1.6	2.4	2.4	2.0	1.8	2.1	4037 / 2.8	3.3	2.8	H WADO
23	WBIX-F	402 / 1.6	1.5	1.5	1.5	1.6	1.5	10049 / 7.1	7.3	7.5	H WBIX-F
24	WNEW-F	390 / 1.5	1.7	1.5	1.7	1.8	1.6	9561 / 6.7	6.8	7.1	I WNEW-F

12+ FM Share (Metro): 75.42% (17028 of 22577) (Summer 97: 73.10%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmile
1 WOHT-F	1 WOHT-F <	1 WKTU-F <	1 WSKQ-F	1 WLTW-F <	1 WOHT-F >>	1 WOHT-F	1 WXRK-F	1 WXRK-F <	1 WXRK-F <	1 WBLS-F <
2 WHTZ-F >	2 WHTZ-F <	2 WSKQ-F	2 WLTW-F <	2 WSKQ-F	2 WXRK-F	2 WXRK-F	2 WOHT-F	2 WOHT-F <	2 WSKQ-F	2 WOR <
3 WSKQ-F <	3 WSKQ-F	WPLJ-F	3 WHTZ-F	3 WRKS-F	3 WHTZ-F	3 WSKQ-F	3 WSKQ-F	3 WSKQ-F >	3 WCBS-F	3 WINS <
4 WKTU-F <	WKTU-F	4 WLTW-F <	4 WKTU-F <	4 WKTU-F	4 WSKQ-F	4 WKTU-F	4 WKTU-F >	4 WKTU-F	4 WFAN <	4 WOHT-F
5 WBLS-F	5 WBLS-F <	5 WOHT-F <	5 WOHT-F <	WCBS-F <	5 WKTU-F	5 WHTZ-F	5 WPLJ-F	5 WCBS-F <	5 WKTU-F <	WABC
6 WLTW-F >	6 WLTW-F <	6 WRKS-F <	6 WRKS-F <	6 WPLJ-F <	6 WLTW-F	6 WLTW-F <	6 WHTZ-F <	6 WHTZ-F <	6 WOHT-F <	
	7 WPLJ-F	7 WBLS-F <	7 WBLS-F <	7 WBLS-F	7 WBLS-F >	7 WBLS-F	7 WBLS-F	7 WFAN <	7 WLTW-F	
	8 WRKS-F	8 WHTZ-F	8 WPLJ-F	WPAT-F <	8 WPLJ-F	8 WPLJ-F	WFAN <	8 WLTW-F <	WQCD-F	
		9 WPAT-F	9 WPAT-F	9 WHTZ-F <	WRKS-F <	9 WRKS-F <		9 WPAT-F <		
		10 WCBS-F	10 WQCD-F							

NEW YORK

Other Rated Stations			Metro Share	Cume Rating	Consolidation Report	12+	25-54	Revenue	
WALK-F	AC	97.5	Palchogue	0.9	2.3	Big City	1.0 %	1.0 %	%
WBAB-FF	AOR	102.3	Babylon	0.6	1.8				
WBBR	N	1130	New York	0.5	2.5	WWVY-FM, WWXY-FM, WWZY-FM			
WBLI-F	AC/CHR	106.1	Palchogue	0.8	2.7	CBS	18.4 %	20.0 %	37.9 %
WBZO-F	O	103.1	Bay Shore	0.4	1.6	WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM			
WDHA-F	AOR	105.5	Dover, NJ	0.4	1.4	Chancellor	17.3 %	18.5 %	20.6 %
WEVD	T	1050	New York	0.3	1.5	WAXQ-FM, WBIX-FM, WHTZ-FM, WKTU-FM, WLTW-FM			
WFME-F	REL	94.7	Newark, NJ	0.7	1.6	Emmis	12.5 %	12.2 %	14.5 %
WHLI	ST	1100	Hempstead	0.5	0.8	WQCD-FM, WQHT-FM, WRKS-FM			
WHUD-F	AC	100.7	Peekskill	0.4	1.2	SBS	9.2 %	11.2 %	5.9 %
WKJY-F	AC	98.3	Hempstead	0.4	1.2	WPAT-FM, WSKQ-FM			
WLIB	B/T	1190	New York	0.7	1.9				
WLIR-FF	AC-NR	92.7	Garden City	0.4	2.3		58.4 %	62.9 %	78.9 %
WMCA	REL	570	New York	0.3	0.9				
WMGO-F	AC	98.3	New Bruswick	0.4	0.8				
WMJC-F	C	94.3	Smithtown, NY	0.3	0.9				
WMTR	ST	1250	Morristown, NJ	0.3	0.6				
WRTN-F	ST	93.5	New Rochelle, NY	0.3	1.0				
WWRL	B/O	1600	New York	0.4	1.3				
WWXY-FF	C	107.1	Briarcliff Manor	0.5	1.7				
WWZY-F	C	107.1	Long Branch, NJ	0.5	1.1				

Other Rated Stations--Outside Market			Metro Share	Cume Rating	
WXW-F	T	101.5	Trenton, NJ	0.9	2.9

AM Stations

Station	Power	Frequency	Format	Source	Revenue	Advertiser	Agency
WABC	770	50 kw	Talk	ABC	\$355.00	ABC	ABC/Disney
WADO	1280	5 kw (DA-1)	Hispanic News-Talk		\$100.00	Katz Hisp	Heffel
WCBS	880	50 kw	News	CBS	\$425.00	CBS	CBS
WEVD	1050	50 kw (DA-2)	Talk	Westwd	\$ NA	Groskin	
WFAN	660	50 kw	Sports	Westwd, CBS	\$470.00	Infinity	CBS
WINS	1010	50 kw (DA-2)	News	ABC, CNN	\$445.00	CBS	CBS
WOR	710	50 kw (DA-1)	Talk	ABC, Westwd	\$320.00	Mc-Guild	Buckley
WQEW	1560	50 kw (DA-2)	Standards		\$90.00	Allied	New York Times

FM Stations

Station	Freq	Power	Format	Source	Revenue	Advertiser	Agency
WAXQ	104.3	7.8 kw @ 1223	Classic AOR	AMFM	\$170.00	Katz	Chancellor
WBIX	105.1	6 kw @ 1362	AC		\$320.00	Sentry	Chancellor
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC	\$260.00	Mc-Guild	Inner City
WCAA	105.9	0.81 kw @ 1223	Hispanic-Tropical		\$ NA	---	Heffel
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	\$560.00	CBS	CBS
WHTZ	100.3	6 kw @ 1362	CHR		\$314.00	---	Chancellor
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	\$400.00	Eastman	Chancellor
WLTW	106.7	6 kw @ 1362	Soft AC	AMFM	\$580.00	Katz	Chancellor
WNEW	102.7	7.8 kw @ 1223	AOR	Westwd	\$305.00	CBS	CBS
WPAT	93.1	5.4 kw @ 1420	Hispanic Contemp.		\$125.00	Caballero	SBS
WPLJ	95.5	6.7 kw @ 1335	CHR/AC	ABC	\$435.00	ABC	ABC/Disney
WQCD	101.9	6 kw @ 1362	Jazz		\$358.00	Christal	Emmis
WQHT	97.1	6.7 kw @ 1339	Urban/CHR		\$390.00	Allied	Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd	\$190.00	Allied	New York Times
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd	\$475.00	Allied	Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic Contemp.		\$340.00	Caballero	SBS
WXRK	92.3	6 kw @ 1362	Talk/New Rock	Westwd, Source	\$540.00	Infinity	CBS

Notes: 7/98 WNEW-F changed from Classic AOR to AOR . . . 9/98 WRKL (910; New City) sold by Big City for \$1,625,000 . . . 10/98 WJDM (1530)/WBAH (1660) sold by Children's to Unica as part of a \$29,250,000, four-station transaction

Jim Duncan

Comments: Overall listening is down slightly . . . WLTW-F has its lowest share since Summer '96 . . . WBLS-F is at its highest share in more than two years . . . WCAA-F is showing some growth; WBIX-F and WNEW-F are not . . . WRKS-F has its lowest share in more than two years

NORFOLK

Arbitron Rank: 35 Pop (12+): 1,217,100
 MSA Rank: 33
 MSA Pop: 1,560,000
 DMA: 40
 Average Persons Rating: 16.2
 Market TSL in Hours: 21.25

Stations: 26 / 25
 Diaries: 1,648 / 739:1 / 51.9%
 Sample Target: 1,670
 % Below Line: 0.5
 % Not Listed: 11.4
 Pop per Station: 48,684

Last Year's Revenue: \$42,700,000
 Household Income: \$41,776
 Total Retail Sales: \$13.3 Bn
 #1 Biller: WOWI-F \$5,750,000
 #1 Billing Portfolio:
 Sinclair Broadcast Group \$10,120,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WOWI-F	B	262 / 13.3	13.3	13.0	12.4	11.9	13.0	2806 / 23.1	22.2	22.3	G
2	WCMS-AF	C	125 / 6.4	6.7	7.2	5.8	6.9	6.5	1619 / 13.3	14.0	14.7	D
3	WNOR-F	AOR	118 / 6.0	4.7	6.3	5.4	6.6	5.6	1625 / 13.4	13.6	14.0	F
4	WNVZ-F	CHR	115 / 5.8	5.1	5.0	5.0	5.3	5.2	2452 / 20.1	16.9	16.7	C
5	WJCD-F	J/U	114 / 5.8	4.6	4.7	6.2	4.6	5.3	1338 / 11.0	10.5	10.3	D
6	WGH-F	C	109 / 5.5	6.1	6.3	6.1	7.3	6.0	1582 / 13.0	13.2	14.4	F
7	WWDE-F	AC	108 / 5.5	5.7	6.2	5.0	5.8	5.6	1682 / 13.8	14.0	14.4	F
8	WAFX-F	CL AOR	97 / 4.9	5.8	3.2	4.1	4.0	4.5	1397 / 11.5	12.5	10.7	C
9	WSVY-F	FF	90 / 4.6	4.6	4.0	3.4	3.1	4.1	1188 / 9.8	11.0	7.1	C
	WPTE-F	AC/CHR	90 / 4.6	5.1	6.1	4.6	5.1	5.1	1740 / 14.3	14.7	14.2	D
11	WFOG-F	SAC	78 / 4.0	4.0	4.3	5.3	3.9	4.4	1129 / 9.3	10.9	11.1	D
12	WXEZ-F	EZ	71 / 3.6	2.4	2.7	3.4	3.3	3.0	824 / 6.8	5.8	5.9	C
	WVKL-F	O	71 / 3.6	3.5	4.4	3.8	4.1	3.8	1293 / 10.6	10.8	12.2	C
14	WNIS	N/T	61 / 3.1	3.3	2.3	3.8	2.9	3.1	949 / 7.8	9.0	8.3	D
15	WPCE	G	51 / 2.6	1.5	0.9	3.0	2.1	2.0	512 / 4.2	3.8	4.6	B
16	WKOC-F	AOR-P	48 / 2.4	3.0	1.9	1.7	1.9	2.2	1181 / 9.7	8.3	7.5	C
	WROX-F	CHR	48 / 2.4	1.9	3.1	2.3	3.2	2.4	1215 / 10.0	8.1	11.3	C
18	WTAR	T/SPRTS	26 / 1.3	1.5	1.4	1.0	1.1	1.3	606 / 5.0	5.4	4.2	B

12+ FM Share (Metro): 89.44% (1559 of 1743) (Summer 97: 89.45%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WOWI-F >>	1	WOWI-F >	1	WOWI-F >	1	WJCD-F	1	WOWI-F >	1	WOWI-F >>
2	WNVZ-F >>>	2	WNOR-F <	2	WNOR-F <	2	WSVY-F <	2	WNOR-F <	2	WCMS-AF <
3	WNOR-F	3	WGH-F <	3	WGH-F <	3	WCMS-AF <	3	WWDE-F <	3	WJCD-F
4	WPTE-F	4	WNVZ-F <	4	WAFX-F <	4	WWDE-F <	4	WGH-F <	4	WAFX-F <
	WWDE-F	5	WCMS-AF	5	WWDE-F <	5	WXEZ-F <	5	WSVY-F <	5	WJCD-F <
	WAFX-F	6	WWDE-F <	6	WPTE-F <	6	WCMS-AF <	6	WGH-F <	6	WNVZ-F
7	WGH-F	7	WGH-F <	7	WJCD-F	7	WAFX-F	7	WNVZ-F	7	WNOR-F <
8	WROX-F <	8	WNVZ-F	8	WPTE-F <	8	WNVZ-F <	8	WAFX-F <	8	WAFX-F <
		9	WJCD-F >	9	WNVZ-F	9	WPTE-F <	9	WNVZ-F <	9	WNOR-F
				10	WSVY-F <	10	WWDE-F <	10	WNIS	10	WGH-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite	
1	WOWI-F >>	1	WOWI-F >	1	WOWI-F <	1	WOWI-F >>	1	WNOR-F	1	WOWI-F >>
2	WPTE-F <	2	WWDE-F <	2	WWDE-F <	2	WNOR-F	2	WOWI-F >	2	WNOR-F <
3	WNVZ-F >	3	WPTE-F <	3	WGH-F >	3	WROX-F <	3	WCMS-AF <	3	WAFX-F
4	WROX-F	4	WNVZ-F	4	WJCD-F	4	WPTE-F	4	WNVZ-F <	4	WCMS-AF
	WWDE-F	5	WGH-F	5	WFOG-F <	5	WNVZ-F >	5	WPTE-F	5	WJCD-F
	WGH-F	6	WCMS-AF	6	WJCD-F <	6	WCMS-AF	6	WNVZ-F <	6	WGH-F
7	WCMS-AF	7	WROX-F	7	WCMS-AF	7	WROX-F	7	WGH-F	7	WPTE-F
	WAFX-F >	8	WFOG-F <	8	WNVZ-F <	8	WROX-F	8	WGH-F >	8	WJCD-F
		9	WAFX-F <	9	WFOG-F <	9	WNVZ-F <	9	WJCD-F	9	WNVZ-F <
				10	WSVY-F			10	WKOC-F	10	WVKL-F <

Other Rated Stations	Metro Share	Cume Rating
WGH	SPRTS	1310 Newport News 0.5 1.7
WGPL	B/G	1350 Portsmouth 0.8 2.9
WMBG	ST	740 Williamsburg 0.4 0.6
WTJZ	REL	1270 Newport News 0.6 2.3
WXGM-F	AC	99.1 Gloucester 0.4 1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKLR-F	CL HITS	96.5 Williamsburg 0.5 2.5

NORFOLK

Consolidation Report	12+	25-54	Revenue
Clear Channel WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM	23.7 %	21.9 %	22.4 %
Petracom WFOG-FM, WGH-AM, WGH-FM	10.0 %	11.7 %	16.4 %
Saga WAFX-FM, WNOR-AM, WNOR-FM	10.9 %	14.5 %	13.4 %
Sinclair Broadcast Group WNVZ-FM, WPTE-FM, WVKL-FM, WWDE-FM	19.5 %	20.9 %	23.7 %
Sinclair Communications WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM	9.2 %	8.3 %	12.7 %
Willis WGPL-AM, WPCE-AM	3.4 %	2.7 %	2.2 %
	76.7 %	80.0 %	90.8 %

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Comments
WCMS	1050	5 kw/0.36 kw	See WCMS-F				
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, CBS	\$27.00	Allied	Sinclair Commun.
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00	Mc-Guild	Willis
WTAR	850	50 kw/25 kw (DA-2)	Talk/Sports	Westwd, 1-On-1	\$53.00	Allied	Sinclair Commun.

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Comments
WAFX	106.9	100 kw @ 984	Classic AOR		\$61.00	CBS	Saga
WCMS	100.5	50 kw @ 500	Country	ABC	\$82.00	D&R	
WFOG	92.9	50 kw @ 484	Soft AC		\$58.00	D&R	Petracom Suffolk
WGH	97.3	74 kw @ 400	Country		\$83.00	Eastman	Petracom
WJCD	105.3	50 kw @ 500	Jazz/Urban		\$62.00	Clr Chnl	Clear Channel
WKOC	93.7	100 kw @ 935	Progressive AOR		\$45.00	Allied	Sinclair Commun. Elizabeth City, NC
WNOR	98.7	46 kw @ 520	AOR		\$98.00	Mc-Guild	Saga
WNVZ	104.5	50 kw @ 479	CHR		\$49.00	D&R	Sinclair Bcst Gp
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00	Clr Chnl	Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR		\$43.00	D&R	Sinclair Bcst Gp
WROX	96.1	23 kw @ 722	CHR		\$43.00	Allied	Sinclair Commun. Cape Charles
WSVV	92.1	3.7 kw @ 420	See WSVY-F				Moyock, NC
WSVY	107.7	5.2 kw @ 351	Black AC	ABC	\$33.00	Clr Chnl	Clear Channel Windsor
WVKL	95.7	40 kw @ 880	Oldies		\$54.00	---	Sinclair Bcst Gp
WWDE	101.3	50 kw @ 500	AC		\$92.00	D&R	Sinclair Bcst Gp
WXEZ	94.1	40 kw @ 531	Easy Listening		\$29.00	---	Eure Yorktown

Notes:

Jim Duncan

Comments: Listening levels are steady . . . WGH-F has its lowest share in more than two years

OKLAHOMA CITY

Arbitron Rank: 54 **Pop (12+):** 849,900
MSA Rank: 56
MSA Pop: 1,040,000
DMA: 43
Average Persons Rating: 15.0
Market TSL in Hours: 20.25

Stations: 24 / 23
Diaries: 1,853 / 459:1 / 50.6%
Sample Target: 1,785
% Below Line: 0.4
% Not Listed: 9.8
Pop per Station: 36,952

Last Year's Revenue: \$37,900,000
Household Income: \$37,340
Total Retail Sales: \$9.6 Bil
#1 Biller: KXXY-F \$6,400,000
#1 Billing Portfolio: Clear Channel \$17,600,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share										
1	KJYO-F	CHR	135 / 10.6	11.8	10.8	10.3	10.2	10.9	2399 / 28.2	26.4	25.0	E	KJYO-F
2	KATT-F	AOR	118 / 9.3	8.8	8.2	7.2	6.5	8.4	1635 / 19.2	17.5	14.9	E	KATT-F
3	KXXY-F	C	107 / 8.4	9.9	9.1	11.1	13.6	9.6	1615 / 19.0	18.8	25.0	G	KXXY-F
4	KRXO-F	CL AOR	93 / 7.3	5.7	5.9	7.2	5.0	6.5	1390 / 16.4	14.7	14.1	E	KRXO-F
5	KTOK	N/T	88 / 6.9	6.7	7.5	5.6	6.9	6.7	1156 / 13.6	14.8	15.1	E	KTOK
6	KMGL-F	AC	76 / 6.0	5.3	6.0	7.1	6.2	6.1	1279 / 15.0	15.1	15.9	E	KMGL-F
7	KOMA-F	O	75 / 5.9	6.4	5.1	7.9	8.4	6.3	1229 / 14.5	15.3	17.5	F	KOMA-F
8	KQSR-F	SAC	69 / 5.4	4.6	4.8	3.7	4.0	4.6	1058 / 12.5	13.2	11.8	C	KQSR-F
9	KYIS-F	AC-NR	62 / 4.9	5.6	6.6	5.0	4.1	5.5	1463 / 17.2	17.7	15.2	C	KYIS-F
10	KTST-F	C	59 / 4.6	5.3	6.0	8.5	8.1	6.1	1151 / 13.5	13.6	18.2	D	KTST-F
11	KVSP	B	54 / 4.2	3.0	4.9	3.8	4.4	4.0	587 / 6.9	6.2	6.7	B	KVSP
12	KKNG-F	C/O	46 / 3.6	4.5	0.7				740 / 8.7	7.5			KKNG-F
13	KTNT-F	J	41 / 3.2	2.5	3.3	2.7	3.2	2.9	588 / 6.9	6.3	7.0	C	KTNT-F
14	KNTL-F	SPRTS	20 / 1.6	1.0	1.1	0.6	0.7	1.1	296 / 3.5	3.1	3.0		KNTL-F
15	KQCV	REL	17 / 1.3	0.9	1.2	0.5	1.1	1.0	280 / 3.3	3.2	3.4		KQCV
	KOMA	O	17 / 1.3	1.2	0.7	2.0	2.2	1.3	414 / 4.9	4.7	6.1		KOMA

12+ FM Share (Metro): 80.12% (919 of 1147) (Summer 97: 78.73%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJYO-F >>>	1 KATT-F <	1 KATT-F <	1 KATT-F <	1 KRXO-F <	1 KTOK	1 KXXY-F <	1 KJYO-F <	1 KJYO-F	1 KJYO-F >	1 KJYO-F >
2 KATT-F >	2 KJYO-F >	2 KJYO-F	2 KRXO-F	2 KATT-F	KXXY-F	2 KATT-F	2 KTOK	2 KATT-F	2 KATT-F	2 KATT-F
3 KVSP >	3 KYIS-F <	3 KRXO-F	3 KJYO-F	3 KJYO-F	3 KOMA-F <	3 KJYO-F >	KATT-F	3 KTOK <	3 KRXO-F	3 KRXO-F
4 KTST-F	4 KMGL-F	4 KMGL-F <	4 KXXY-F <	KXXY-F	4 KRXO-F	4 KTOK <	4 KXXY-F <	4 KXXY-F <	4 KMGL-F <	KXXY-F
5 KRXO-F	5 KXXY-F	5 KMGL-F	5 KMGL-F <	5 KQSR-F	5 KOMA-F <	5 KOMA-F <	5 KRXO-F	5 KRXO-F	5 KXXY-F	5 KOMA-F
6 KVSP <	6 KYIS-F <	6 KOMA-F	6 KOMA-F <	6 KMGL-F <	6 KRXO-F <	6 KQSR-F <	6 KOMA-F	6 KEBC	6 KMGL-F	6 KMGL-F
7 KTST-F	7 KOMA-F <	7 KQSR-F	7 KQSR-F	7 KKNG-F <	7 KMGL-F	7 KMGL-F <	KMGL-F	7 KVSP <	KQSR-F <	KQSR-F <
8 KQSR-F	8 KQSR-F	KYIS-F	KYIS-F	8 KTNT-F <	8 KQSR-F <	8 KOMA-F	KYIS-F <	8 KTST-F <	8 KVSP	8 KVSP
	KTST-F	9 KTST-F	9 KTST-F <	9 KJYO-F	9 KTST-F	9 KYIS-F	9 KTST-F	9 KQSR-F	9 KTOK <	9 KTOK <
		10 KVSP	10 KTOK <	10 KATT-F <	KYIS-F	10 KTST-F	KTST-F	10 KYIS-F	10 KYIS-F	10 KYIS-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KJYO-F >>>	1 KJYO-F >	1 KJYO-F	1 KJYO-F >	1 KJYO-F <	1 KATT-F <	1 KATT-F >>	1 KATT-F >>	1 KATT-F >	1 KRXO-F	1 KXXY-F
2 KATT-F	2 KMGL-F	2 KMGL-F >	2 KMGL-F <	2 KXXY-F <	2 KJYO-F >>	2 KJYO-F >	2 KRXO-F	2 KRXO-F	KATT-F >>	2 KATT-F <
3 KYIS-F	3 KATT-F	3 KATT-F	3 KXXY-F	3 KMGL-F <	3 KYIS-F	3 KRXO-F <	3 KJYO-F	3 KJYO-F >	3 KXXY-F <	3 KJYO-F
KTST-F	4 KYIS-F <	4 KQSR-F	4 KQSR-F	4 KQSR-F	4 KVSP	4 KYIS-F	4 KYIS-F	4 KYIS-F	4 KJYO-F <	4 KEBC
5 KVSP	5 KVSP <	KYIS-F	5 KTST-F <	5 KOMA-F	KTST-F	5 KMGL-F	5 KMGL-F >	5 KMGL-F <	5 KOMA-F <	5 WKY
6 KMGL-F >	6 KTST-F	KVSP	6 KYIS-F	6 KRXO-F	6 KMGL-F	6 KTST-F	6 KQSR-F	6 KQSR-F	6 KXXY-F	6 KYIS-F
	7 KQSR-F	7 KRXO-F	KVSP	7 KTST-F	7 KRXO-F	7 KVSP <	KXXY-F	KOMA-F	KTOK	KTOK
	8 KXXY-F	KTST-F	KOMA-F	8 KYIS-F	KTUZ-F >	8 KQSR-F	8 KQSR-F	8 KTST-F	8 KMGL-F	8 KTST-F
	9 KRXO-F >	KXXY-F >	KATT-F	KVSP		9 KXXY-F >		KTOK	9 KTNT-F <	
			10 KRXO-F >	10 KATT-F						

Other Rated Stations	Metro Share	Cume Rating
KEBC	VA 1340	Oklahoma City 1.0 3.2
KIRC-F	C 105.9	Seminole 0.8 1.2
KNOR	T 1400	Norman 0.5 1.7
KTLV	REL 1220	Midwest City 0.4 1.1
KTUZ-F	SP-R 105.5	Chickasha 0.6 0.8
WKY	REL-CC 930	Oklahoma City 0.9 4.1
WWLS	SPRTS 640	Moore 0.9 3.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KRMG	FS 740	Tulsa 0.4 1.4

OKLAHOMA CITY

Consolidation Report	12+	25-54	Revenue
Caribou KATT-FM, KNTL-FM, KTNT-FM, KYIS-FM, WWLS-AM	19.9 %	22.6 %	20.3 %
Clear Channel KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM	36.9 %	32.5 %	46.4 %
Renda KMGL-FM, KOMA-AM, KOMA-FM, KRXO-FM	20.5 %	25.7 %	29.3 %
	77.3 %	80.8 %	96.0 %

AM Stations

Station	Power	Time	Format	Source	Revenue	Advertiser
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	Renda
KOCV	600	2.5 kw/0.5 kw (DA-2)	Religion	USA	\$ NA	---
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal, Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN, ABC, WWI	\$25.00	---

FM Stations

Station	Power	Time	Format	Source	Revenue	Advertiser
KATT	100.5	100 kw @ 1191	AOR	Source	\$71.00	Banner, Caribou
KJYO	102.7	100 kw @ 965	CHR		\$66.00	Chnstal, Clear Channel
KKMG	93.3	100 kw @ 797	Classic Country		\$ NA	---
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman, Renda
KNTL	104.9	6 kw @ 300	Sports	1-on-1, ESPN, CBS	\$ NA	---
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	---
KQSR	94.7	100 kw @ 1389	Soft AC		\$ NA	Chr Chnl, Clear Channel
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	---
KTNT	97.7	6 kw @ 315	Jazz		\$37.00	---
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner, Clear Channel
KXXY	96.1	100 kw @ 1171	Country		\$125.00	Banner, Clear Channel
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$32.00	D&R, Caribou

Notes: * KOMA-F revenue level includes KOMA revenue . . . 10/98 WKY changed from Contemporary Christian to Talk

Jim Duncan

Comments: Listening levels are up slightly . . . KATT-F turned in its fourth straight increase and is at its highest share in several years . . . KXXY-F slipped to its lowest share in many years . . . KRXO-F has its best showing in more than two years . . . KTST-F is in a sharp decline; this was an awful book for all three local Country stations

OMAHA

Arbitron Rank: 73 Pop (12+): 537,700
MSA Rank: 78
MSA Pop: 690,000
DMA: 75
Average Persons Rating: 14.9
Market TSL In Hours: 19.75

Stations: 21 / 19
Diaries: 1,166 / 461:1 / 56.0%
Sample Target: 1,130
% Below Line: 1.0
% Not Listed: 13.9
Pop per Station: 28,300

Last Year's Revenue: \$32,000,000
Household Income: \$52,277
Total Retail Sales: \$7.0 Bil.
#1 Biller: KEZO-F \$4,000,000
#1 Billing Portfolio:
Journal Bcst Gp (pend.) \$11,780,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1 KEZO-F	AOR	88 / 11.0	10.1	9.9	9.0	8.4	10.0	1042 / 19.4	16.7	17.8	F KEZO-F
2 KXKT-F	C	76 / 9.5	9.4	6.9	8.0	8.6	8.4	1006 / 18.7	19.5	18.5	E KXKT-F
3 KFAB	FS/T	69 / 8.6	6.6	8.6	7.3	6.9	7.8	970 / 18.0	17.9	17.3	E KFAB
4 KSRZ-F	CHR/AC	64 / 8.0	7.2	5.9	4.6	4.4	6.4	1133 / 21.1	20.3	9.2	B KSRZ-F
5 KQKQ-F	CHR	58 / 7.4	7.0	6.3	7.0	7.4	6.9	1264 / 23.5	21.7	21.5	E KQKQ-F
6 KEFM-F	AC	45 / 5.6	4.9	6.9	7.3	5.8	6.2	776 / 14.4	14.7	16.8	D KEFM-F
KGOR-F	O	45 / 5.6	7.2	6.3	5.6	7.9	6.2	976 / 18.2	18.6	20.5	E KGOR-F
8 WOW-F	C	44 / 5.5	5.2	5.1	5.5	6.4	5.3	613 / 11.4	11.0	13.9	E WOW-F
9 KKAR	N/T	33 / 4.1	4.9	5.4	5.0	4.3	4.9	587 / 10.9	12.5	12.5	C KKAR
10 KKCD-F	CL AOR	29 / 3.6	5.9	6.2	7.0	6.9	5.7	590 / 11.0	13.2	14.8	D KKCD-F
11 KZFX-F	CL HITS	25 / 3.1	2.3	3.9	4.2	3.8	3.4	546 / 10.2	8.0	12.4	C KZFX-F
12 WOW	C	22 / 2.7	2.6	1.8	4.0	2.4	2.8	388 / 7.2	5.9	6.0	* WOW
13 KOTD-F	ST	20 / 2.5	1.3	1.1	1.5	1.2	1.6	243 / 4.5	4.0	2.7	A KOTD-F
14 KESY-F	SAC	17 / 2.1	3.0	2.0	2.2	2.1	2.3	319 / 5.9	8.2	5.8	A KESY-F
15 KOTD	ST	14 / 1.7	1.6		0.4	0.7		125 / 2.3	2.4	2.1	A KOTD
16 KTNP-F	AC/CHR	12 / 1.5	2.2	3.2	3.5	2.8	2.6	424 / 7.9	11.8	11.0	C KTNP-F
17 KOSR	SPRTS	11 / 1.4	1.7	1.0	2.2	1.3	1.6	215 / 4.0	4.4	3.8	A KOSR

12+ FM Share (Metro): 76.52% (528 of 690) (Summer 97: 75.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKQ-F >>>	1 KEZO-F >	1 KEZO-F >	1 KEZO-F >	1 KEZO-F >	1 KFAB >	1 KEZO-F	1 KEZO-F	1 KEZO-F <	1 KQKQ-F >	1 KQKQ-F <
2 KSRZ-F >	2 KSRZ-F	2 KXKT-F <	2 KXKT-F	2 KXKT-F	2 KXKT-F <	2 KFAB	2 KXKT-F <	2 KXKT-F	2 KXKT-F	2 KXKT-F
3 KXKT-F >	3 KXKT-F	3 KSRZ-F >	3 KSRZ-F	3 KSRZ-F <	3 WOW-F <	3 KXKT-F	3 KSRZ-F <	3 KSRZ-F <	3 KSRZ-F	3 KEZO-F <
4 KEZO-F	4 KQKQ-F >	4 KQKQ-F	4 KGOR-F <	4 KEFM-F <	4 KGOR-F	4 KSRZ-F	4 KFAB	4 KQKQ-F	4 KFAB <	4 KGOR-F
KEFM-F >	5 KEFM-F >	5 KEFM-F	5 KEFM-F	5 KGOR-F	5 KKAR	5 WOW-F <	5 KEFM-F <	5 KFAB	5 KGOR-F <	KSRZ-F
	6 KKCD-F	6 KGOR-F	6 WOW-F	6 KFAB	6 KEZO-F <	6 KEFM-F	6 WOW-F <	6 KEFM-F	6 KEZO-F	6 KFAB
		7 WOW-F	KQKQ-F <	7 WOW-F <	7 KEFM-F	7 KQKQ-F <	7 KKAR <	7 KGOR-F <	7 KKAR	7 WOW-F <
		8 KKCD-F	8 KFAB	8 KKCD-F <	8 WOW <	8 KGOR-F	8 KGOR-F <	8 WOW-F	8 KZFX-F	8 KOTD-F
		9 KZFX-F <	KKCD-F <	9 KQKQ-F	9 KOTD-F	9 KKCD-F	9 KQKQ-F >	9 KZFX-F	9 KKAR	9 KKAR
			10 KZFX-F >	10 KZFX-F >	KSRZ-F	10 KKCD-F <	KKCD-F		10 KEFM-F	KEFM-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmtle
1 KSRZ-F	1 KSRZ-F	1 KXKT-F	1 KXKT-F	1 KXKT-F	1 KEZO-F	1 KEZO-F >>>	1 KEZO-F >>>	1 KEZO-F >>	1 KEZO-F >>	1 KFAB >
2 KQKQ-F	2 KXKT-F	KSRZ-F >	KSRZ-F	2 KEFM-F <	2 KQKQ-F	2 KSRZ-F <	2 KXKT-F >	2 KXKT-F	2 KXKT-F	2 KXKT-F
3 KXKT-F >	3 KQKQ-F <	3 KEZO-F	3 KEFM-F <	3 KSRZ-F	3 KSRZ-F >	3 KXKT-F <	3 KSRZ-F	3 KSRZ-F	3 KGOR-F	3 KQKQ-F <
4 KEFM-F	4 KEZO-F	4 KEFM-F	4 KQKQ-F	4 KFAB <	4 KXKT-F >>	4 KQKQ-F >	4 KOSR	4 KKCD-F	4 KKCD-F	4 KEFM-F
5 KEZO-F >	5 KEFM-F >>>	5 KQKQ-F >	5 KEZO-F	5 KGOR-F	5 KZFX-F	5 KOSR	5 KTNP-F	5 KQKQ-F	5 WOW-F	KKAR <
		6 KFAB	KGOR-F	6 KQKQ-F	KOSR	6 KKCD-F	KKCD-F	KGOR-F	KSRZ-F <	6 KEZO-F <
		7 WOW-F	7 KFAB <	7 KEZO-F <	KKCD-F >>	7 KZFX-F		7 WOW-F	7 KFAB <	
		8 KTNP-F	8 WOW-F	8 WOW-F				KZFX-F	8 KZFX-F <	
		9 KKCD-F >	9 KZFX-F	9 KZFX-F					9 KKAR	
				KKCD-F					10 KEFM-F	

Other Rated Stations Metro Share Cume Rating

KCRO	REL	660	Omaha	0.4	0.9
KOIL	SPRTS	1180	Bellevue	0.7	3.5

Other Rated Stations--Outside Market Metro Share Cume Rating

KIA	FS	960	Shenandoah, IA	0.5	0.9
KZXX-F	C	96.9	Seward, NE	0.5	1.3

Consolidation Report 12+ 25-54 Revenue

Capstar, pend.	25.2 %	26.0 %	34.9 %
KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM			
Journal Broadcast Group, pend.	34.3 %	37.8 %	35.6 %
KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSR-AM, KSRZ-FM, WOW-AM, WOW-FM			
Local	15.3 %	12.5 %	18.1 %
KKAR-AM, KOIL-AM, KQKQ-FM, KZFX-FM			
Total	74.8 %	76.3 %	88.6 %

OMAHA

AM Stations

KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$ 72.00	Christal	Capstar, pend.	
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd	\$35.00	Sentry	KOIL/KQKQ-F	
KOSR	1490	1 kw	Sports		\$ NA	Eastman	Journal Bcst Gp	
KOTD	1020	1 kw (Days)	Standards	ABC	\$ NA	---		Plattsmouth
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Journal Bcst Gp, pend.	

FM Stations

KEFM	96.1	100 kw @1414	AC		\$57.00	Mc-Guild		
KESY	97.7	100 kw @ 981	Soft AC		\$31.00	Eastman	Journal Bcst Gp	Nebraska City
KEZO	92.3	100 kw @ 1212	AOR		\$70.00	Eastman	Journal Bcst Gp	
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	Capstar, pend.	
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Bcst Gp	
KOTD	106.9	6 kw @ 328	Standards	ABC	\$ NA	---	Waitt	Plattsmouth
KQKQ	98.5	100 kw @ 1175	CHR		\$ 64.00	Sentry	KKAR/KOIL	Council Bluffs
KSRZ	104.5	100 kw @ 1086	CHR/AC		\$40.00	Eastman	Journal Bcst Gp	
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Capstar, pend.	Bennington
KXKT	103.7	100 kw @ 1014	Country		\$63.00	Katz	Capstar, pend.	Glenwood, IA
KZFX	101.9	100 kw @ 1132	Classic Hits		\$30.00	Sentry	KKAR/KQKQ	Lincoln
WOW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Journal Bcst Gp, pend.	

Notes:

Jim Duncan

Comments: Total listening to radio is down significantly (-1.4 ratings points) . . . KEZO-F has had four consecutive up books and is at its highest shares in more than two years . . . KSRZ-F also has posted four straight gains and is at all-time record-high levels . . . KKCD-F has fallen to its lowest levels in several years

FORMAT CODES

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

REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

ORLANDO

Arbitron Rank: 39 Pop (12+): 1,071,700
 MSA Rank: 37
 MSA Pop: 1,480,000
 DMA: 22 w/Daytona, Melbourne
 Average Persons Rating: 16.4
 Market TSL in Hours: 21.50

Stations: 26 / 23
 Diaries: 2,159 / 496:1 / 48.5%
 Sample Target: 2,150
 % Below Line: 2.5
 % Not Listed: 11.9
 Pop per Station: 46,596

Last Year's Revenue: \$77,100,000
 Household Income: \$43,550
 Total Retail Sales: \$15.2 Bil.
 #1 Biller: WWKA-F \$8,700,000
 #1 Billing Portfolio: Chancellor \$26,000,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WWKA-F	C	136 / 7.7	8.2	8.3	8.5	8.8	8.2	1763 / 16.5	15.2	16.7	H WWKA-F
2	WXXL-F	CHR	128 / 7.3	7.1	7.6	6.1	6.9	7.0	2183 / 20.4	21.5	21.8	G WXXL-F
3	WOMX-F	AC	123 / 7.0	5.9	5.7	5.0	5.1	5.9	2028 / 18.9	17.9	18.6	H WOMX-F
4	WTKS-F	T	122 / 6.9	6.2	7.5	7.7	5.8	7.1	1630 / 15.2	15.3	13.7	G WTKS-F
5	WJHM-F	B	113 / 6.4	7.6	6.7	6.6	7.5	6.8	1558 / 14.5	15.7	16.3	G WJHM-F
6	WDBO	FS	105 / 6.0	7.6	5.7	6.6	5.4	6.5	1361 / 12.7	15.7	13.3	F WDBO
7	WMGF-F	SAC	97 / 5.5	6.5	6.1	4.5	6.9	5.7	1585 / 14.8	15.2	15.7	G WMGF-F
8	WMMO-F	AC-AOR	79 / 4.5	3.4	4.9	3.8	4.8	4.1	1224 / 11.4	9.5	11.6	F WMMO-F
9	WJRR-F	AOR	78 / 4.4	4.5	4.5	4.3	3.9	4.4	1390 / 13.0	11.8	12.8	F WJRR-F
10	WSHE-F	CHR/AC	77 / 4.4	3.3	2.8	3.3	4.5	3.4	1525 / 14.2	12.3	14.7	D WSHE-F
	WOCL-F	O	77 / 4.4	4.4	6.0	6.4	5.2	5.3	1572 / 14.7	14.1	15.2	G WOCL-F
12	WHTQ-F	CL AOR	72 / 4.1	3.1	3.1	3.8	4.0	3.5	1207 / 11.3	9.6	10.7	E WHTQ-F
13	WLOQ-F	J	71 / 4.0	3.8	4.0	4.8	3.8	4.2	1123 / 10.5	10.0	9.4	E WLOQ-F
14	WCFB-F	B/AC	59 / 3.4	4.3	4.2	4.3	3.3	4.0	891 / 8.3	9.3	8.3	D WCFB-F
15	WHOO	ST	48 / 2.7	2.8	3.1	3.0	3.1	2.9	655 / 6.1	5.8	5.7	B WHOO
16	WPCV-F	C	24 / 1.4	1.4	0.7	1.0	0.9	1.1	506 / 4.7	3.8	3.8	F WPCV-F
17	WQTM	SPRTS	21 / 1.2	0.9	1.1	1.8	1.5	1.2	461 / 4.3	4.1	4.9	B WQTM
	WRMQ	SP	21 / 1.2			0.5	0.7		138 / 1.3		1.2	WRMQ

12+ FM Share (Metro): 83.46% (1292 of 1548) (Summer 97: 82.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F	1 WXXL-F <	1 WOMX-F <	1 WOMX-F <	1 WOMX-F <	1 WDBO	1 WTKS-F	1 WDBO	1 WXXL-F <	1 WJHM-F	1 WJHM-F
2 WXXL-F >>	2 WJHM-F <	2 WTKS-F	2 WTKS-F	2 WTKS-F	2 WWKA-F	2 WWKA-F <	2 WWKA-F <	2 WTKS-F	2 WXXL-F	2 WXXL-F
3 WJRR-F	3 WTKS-F <	3 WXXL-F <	3 WWKA-F <	3 WWKA-F	3 WMGF-F <	3 WOMX-F <	3 WTKS-F	3 WWKA-F	3 WMGF-F	3 WXXL-F
4 WWKA-F	4 WOMX-F <	4 WWKA-F	4 WMMO-F <	4 WMMO-F <	4 WOMX-F	4 WDBO <	4 WOMX-F <	4 WOMX-F <	4 WWKA-F	4 WOMX-F
5 WSHE-F	5 WJRR-F	5 WJHM-F <	5 WXXL-F	5 WMGF-F	5 WOCL-F <	5 WXXL-F >	5 WXXL-F <	5 WJHM-F	5 WOMX-F	5 WMGF-F
6 WWKA-F	6 WSHE-F <	6 WHTQ-F <	6 WXXL-F <	6 WTKS-F	6 WMGF-F <	6 WMGF-F <	6 WMGF-F	6 WMGF-F <	6 WJRR-F <	6 WOCL-F <
7 WSHE-F >	7 WMMO-F <	7 WMGF-F <	7 WHTQ-F	7 WLOQ-F <	7 WHTQ-F <	7 WHTQ-F <	7 WMMO-F	7 WSHE-F	7 WTKS-F	7 WLOQ-F <
8 WMMO-F	8 WHTQ-F <	8 WSHE-F	8 WMMO-F <	8 WSHE-F <	8 WMMO-F <	8 WJHM-F	8 WSHE-F	8 WMMO-F <	8 WLOQ-F <	8 WJRR-F
9 WMGF-F <	9 WJRR-F <	9 WLOQ-F <	9 WLOQ-F <	9 WHOO <	9 WHOO <	9 WOCL-F	9 WJRR-F	9 WHTQ-F	9 WSHE-F	9 WSHE-F <
	10 WMGF-F	10 WCFB-F	10 WOCL-F <	10 WHTQ-F	10 WMMO-F <	10 WJHM-F	10 WJRR-F <	10 WCFB-F	10 WCFB-F <	10 WCFB-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WXXL-F	1 WOMX-F	1 WOMX-F	1 WOMX-F >	1 WOMX-F	1 WJHM-F <	1 WTKS-F	1 WTKS-F	1 WTKS-F	1 WTKS-F >	1 WJHM-F
2 WJHM-F	WXXL-F	2 WXXL-F	2 WXXL-F	2 WMGF-F	2 WJRR-F >	WJRR-F	2 WJRR-F	2 WHTQ-F	2 WHTQ-F <	2 WDBO <
3 WOMX-F	3 WJHM-F <	3 WSHE-F <	3 WMGF-F	3 WXXL-F <	3 WXXL-F <	3 WJHM-F <	3 WXXL-F <	3 WJRR-F <	3 WWKA-F	3 WWKA-F <
4 WSHE-F >	4 WSHE-F	4 WWKA-F <	4 WWKA-F <	4 WWKA-F <	4 WTKS-F >	4 WXXL-F	4 WWKA-F	4 WWKA-F	4 WMMO-F	4 WJRR-F
5 WWKA-F >	5 WWKA-F	5 WJHM-F <	5 WSHE-F <	5 WMMO-F	5 WHTQ-F	5 WWKA-F	5 WOMX-F	5 WXXL-F <	5 WOMX-F <	5 WTKS-F
6 WJRR-F	6 WCFB-F	6 WCFB-F <	6 WJHM-F <	6 WLOQ-F	6 WHTQ-F <	6 WHTQ-F <	6 WHTQ-F <	6 WJHM-F <	6 WJRR-F <	6 WMMO-F <
7 WTKS-F	7 WMMO-F <	7 WMMO-F <	7 WMMO-F	7 WOCL-F <	7 WSHE-F >	7 WOMX-F	7 WLOQ-F	7 WMMO-F <	7 WXXL-F <	7 WXXL-F <
8 WOCL-F	8 WMGF-F <	8 WMGF-F <	8 WTKS-F <	8 WSHE-F	8 WSHE-F	8 WSHE-F	8 WSHE-F	8 WSHE-F <	8 WSHE-F <	8 WSHE-F <
9 WTKS-F	9 WTKS-F >	9 WTKS-F >	9 WCFB-F	9 WTKS-F	9 WMMO-F	9 WSHE-F	9 WOMX-F >	9 WDBO <	9 WDBO <	9 WDBO <
			WLOQ-F	WCFB-F <			WJHM-F	10 WLOQ-F <	10 WLOQ-F <	10 WLOQ-F <
			WOCL-F >							

Other Rated Stations	Metro Share	Cume Rating
WAJL	REL 110	Pine Castle 0.4 1.1
WOKB	E 1600	Winter Garden 0.9 2.2
WOHQ	SP 1030	Oviedo 0.9 2.2
WRLZ	SP-C 1270	Eatonville 0.9 1.2
WTLN-F	REL 95.3	Apopka 1.0 2.6
WWHZ	N 740	Orlando 0.4 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WGNE-F	C 98.1	Titusville 0.5 3.5
WKRO-F	AOR-NR 93.1	Edgewater 0.6 2.1

ORLANDO

Consolidation Report	12+	25-54	Revenue
Chancellor WJHM-FM, WOCL-FM, WOMX-FM, WXXL-FM	25.1 %	23.3 %	33.7 %
Clear Channel WJRR-FM, WMGF-FM, WOTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM	22.8 %	24.4 %	27.1 %
Cox WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WTLN-FM, WWKA-FM	29.4 %	29.7 %	32.6 %
	77.3 %	77.4 %	93.4 %

AM Stations

Station	Freq	Power	Daypart	Service	Advertiser	Agency	Buyer	Product
WDBO	580	5 kw (DA-N)		Full Service	ABC, Westwd	\$79.00	Katz	Cox
WHOO	990	50 kw/5 kw (DA-2)		Standards	ABC	\$21.00	Christal	Cox
WOTM	540	50 kw (DA-2)		Sports	1-on-1, CBS, ESPN	\$20.00	Clr Chnl	Clear Channel Pine Hills
WRMQ	1140	4.1 kw (DA, Days)		Hispanic		\$ NA	Caballero	WONO

FM Stations

Station	Freq	Power	Daypart	Service	Advertiser	Agency	Buyer	Product
WCFB	94.5	100 kw @ 1470		Black AC		\$53.00	Katz	Cox Daytona Beach
WHTQ	96.5	100 kw @ 1598		Classic AOR		\$64.00	Christal	Cox
WJHM	101.9	28 kw @ 1585		Black		\$95.00	Sentry	Chancellor Daytona Beach
WJRR	101.1	100 kw @ 1598		AOR		\$90.00	Clr Chnl	Clear Channel Cocoa
WLOO	103.1	14 kw @ 440		Jazz		\$64.00	Eastman	Winter Park
WMGF	107.7	100 kw @ 1585		Soft AC		\$132.00	Clr Chnl	Clear Channel Mt. Dora
WMMO	98.9	38 kw @ 440		AC-AOR		\$81.00	Christal	Cox
WOCL	105.9	100 kw @ 1585		Oldies		\$144.00	Eastman	Chancellor Deland
WOMX	105.1	100 kw @ 1598		AC	AMFM	\$155.00	Eastman	Chancellor
WSHE	100.3	100 kw @ 1188		CHR/AC		\$54.00	Clr Chnl	Clear Channel
WTKS	104.1	100 kw @ 1598		Talk	Westwd	\$105.00	Mc-Guild	Clear Channel Cocoa Beach
WWKA	92.3	100 kw @ 1341		Country		\$160.00	Katz	Cox
WXXL	106.7	100 kw @ 824		CHR		\$110.00	Sentry	Chancellor Leesburg

Notes: WPCV-F – See Lakeland in the Spring 1998 American Radio

Jim Duncan

Comments: Total market listening is up moderately (+0.8 ratings point) . . . WWKA-F had its fourth consecutive down book and its lowest share in years . . . WOCL-F has had two weak books in a row; usually, the Fall book is the station's strongest of the year

PHILADELPHIA

Arbitron Rank: 5	Pop (12+): 4,073,100	Stations: 32 / 25	Last Year's Revenue: \$230,000,000
MSA Rank: 4		Diaries: 4,699 / 867:1 / 48.2%	Household Income: \$52,240
MSA Pop: 4,950,000		Sample Target: 4,630	Total Retail Sales: \$46.7 Bil.
DMA: 4		% Below Line: 5.0	#1 Biller: KYW \$32,900,000
Average Persons Rating: 17.8		% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours: 23.25		Pop per Station: 162,924	CBS \$93,800,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KYW	N	466 / 6.4	7.2	7.4	6.8	6.3	7.0	11395 / 28.0	29.0	28.1	K	KYW
2	WBEB-F	AC	451 / 6.2	7.2	5.8	5.9	5.7	6.3	6390 / 15.7	17.0	15.0	J	WBEB-F
3	WDAS-F	B/AC	422 / 5.8	6.2	6.4	5.5	5.5	6.0	4465 / 11.0	11.1	9.7	I	WDAS-F
4	WYSP-F	T/CL AOR	393 / 5.4	5.1	5.4	6.3	5.3	5.6	6814 / 16.7	16.4	18.0	K	WYSP-F
5	WWDB-F	T	365 / 5.0	4.0	5.1	4.6	4.7	4.7	4683 / 11.5	9.9	12.2	I	WWDB-F
6	WOGL-F	O	355 / 4.9	4.9	4.6	5.0	5.4	4.9	6270 / 15.4	14.8	16.7	J	WOGL-F
7	WXTU-F	C	340 / 4.7	4.3	4.2	3.7	4.2	4.2	4319 / 10.6	9.4	10.2	H	WXTU-F
8	WUSL-F	B	338 / 4.7	5.1	4.3	4.7	4.6	4.7	5641 / 13.9	14.0	13.0	I	WUSL-F
9	WJZ-F	J	300 / 4.1	4.5	5.1	4.2	4.2	4.5	4419 / 10.8	11.5	10.2	H	WJZ-F
10	WMGK-F	CL HITS	298 / 4.1	4.1	3.9	4.7	4.5	4.2	4922 / 12.1	12.3	15.1	I	WMGK-F
11	WIOQ-F	CHR	288 / 4.0	3.9	3.7	3.2	4.1	3.7	6133 / 15.1	14.7	16.4	H	WIOQ-F
12	WMMR-F	AOR	258 / 3.6	3.0	3.1	3.2	3.9	3.2	4991 / 12.3	11.4	13.0	I	WMMR-F
13	WPEN	ST	242 / 3.3	4.1	3.8	3.6	4.7	3.7	2864 / 7.0	7.9	8.6	F	WPEN
14	WPHI-F	B	225 / 3.1	3.4	3.5	3.5	4.2	3.4	3963 / 9.7	10.2	11.1	E	WPHI-F
15	WYXR-F	AC/CHR	223 / 3.1	3.3	3.2	3.0	3.6	3.1	4583 / 11.3	12.3	14.3	H	WYXR-F
16	WIP	SPRTS	194 / 2.7	2.6	3.4	3.7	3.7	3.1	3232 / 7.9	8.7	10.6	I	WIP
17	WXXM-F	AC-NR	169 / 2.3	2.2	2.2	1.6	2.4	2.1	4468 / 11.0	10.5	6.4	E	WXXM-F
18	WPLY-F	CHR-NR	164 / 2.3	2.3	2.2	2.6	3.3	2.3	4806 / 11.8	12.2	13.6	H	WPLY-F
19	WPST-F	CHR	106 / 1.5	1.3	1.3	1.1	1.5	1.3	3323 / 8.2	7.4	8.5		WPST-F
20	WPHT	T	95 / 1.3	1.2	1.1	0.7	0.8	1.1	2268 / 5.6	5.6	4.8	D	WPHT
21	WHAT	B/T	90 / 1.2	1.1	1.1	1.0	0.9	1.1	864 / 2.2	2.3	1.9	B	WHAT
22	WNJO-F	O	75 / 1.0	0.7			0.3		1138 / 2.8	2.8	1.1		WNJO-F
23	WDAS	G/B	73 / 1.0	1.2	1.3	1.2	1.0	1.2	944 / 2.3	3.1	2.9	B	WDAS

12+ FM Share (Metro): 79.08% (4951 of 6261) (Summer 97: 78.46%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WUSL-F	1 WUSL-F	1 WBEB-F <	1 WBEB-F <	1 WBEB-F	1 WYSP-F >	1 WYSP-F >	1 WYSP-F >	1 WYSP-F >	1 WYSP-F	1 KYW
2 WIOQ-F <	2 WBEB-F <	2 WDAS-F	2 WDAS-F	2 WDAS-F >	2 WUSL-F	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WMMR-F <	2 WWDB-F
3 WPHI-F >	3 WIOQ-F <	3 WUSL-F <	3 WUSL-F <	3 WJZ-F <	3 WPHI-F <	3 WUSL-F	3 WMGK-F	3 WMGK-F <	3 WDAS-F <	3 WDAS-F
4 WXXM-F	4 WDAS-F	4 WMGK-F <	4 WIOQ-F	4 WYXR-F	4 WMMR-F >	4 WMGK-F	4 WIP	4 WDAS-F	4 WMGK-F	4 WUSL-F
5 WBEB-F	5 WYXR-F <	5 WYXR-F	5 WYXR-F <	WMGK-F <	5 WIOQ-F	5 WPHI-F <	5 WDAS-F <	5 WIP <	5 WOGL-F <	
6 WYXR-F <	6 WPHI-F	6 WIOQ-F <	6 WMGK-F	6 WOGL-F	6 WPLY-F <	6 WIOQ-F <	6 WUSL-F <	6 WUSL-F <	6 WIP <	
7 WDAS-F	WMGK-F	7 WXXM-F <	7 WJZ-F <	7 WIOQ-F <	7 WMGK-F	7 WIP <	7 WXXM-F <	7 WOGL-F <	7 KYW <	
WYSP-F	WXXM-F	8 WYSP-F	8 WYSP-F <	8 KYW <	8 WXXM-F	8 WXXM-F	8 WIOQ-F <	8 KYW	8 WJZ-F <	
9 WYSP-F >		9 WOGL-F	9 WUSL-F	9 WXTU-F		9 WDAS-F	9 WYXR-F	WXTU-F <	9 WXTU-F >	

Other Rated Stations					Other Rated Stations—Outside Market						
			Metro Share	Cume Rating				Metro Share	Cume Rating		
WFIL	REL	560	Philadelphia	0.4	1.5	WJBR-F	AC	99.5	Wilmington, DE	0.5	1.7
WHAP	REL	1110	Norristown, PA	0.6	1.2	WXXW-F	T	101.5	Trenton, NJ	0.9	3.7
WURD	SP	900	Philadelphia	0.5	0.9	WLEV-F	AC	100.7	Allenstown	0.3	0.9
WWJZ	ST	640	Mt. Holly, NJ	0.7	1.5	WRDR-F	ST	104.9	Egg Harbor, NJ	0.3	1.5
						WSTW-F	CHR/AC	93.7	Wilmington, DE	0.4	2.2

PHILADELPHIA

Consolidation Report	12+	25-54	Revenue
Beasley WTEL-AM, WTMR-AM, WWDB-FM, WXTU-FM	20.9 %	20.6 %	8.5 %
CBS KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM	20.7 %	21.1 %	40.8 %
Chancellor WDAS-AM, WDAS-FM, WIOQ-FM, WJJZ-FM, WUSL-FM, WYXR-FM	22.7 %	25.7 %	22.8 %
Greater Media WMGK-FM, WMMR-FM, WPEN-AM, WXXM-FM	13.3 %	13.7 %	14.6 %
	77.6 %	81.1 %	86.7 %

AM Stations

Station	Freq	Power	Format	Company	Revenue	Group	Parent
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$420.00	Group W	CBS
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN	\$50.00	Eastman	Chancellor
WHAT	1340	1 kw	Black Talk		\$ NA	---	
WIP	610	5 kw (DA-1)	Sports	Westwd	\$170.00	Interep	CBS
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Mc-Guild	Greater Media
WPHT	1210	50 kw	Talk	CBS	\$75.00	Interep	CBS

FM Stations

Station	Freq	Power	Format	Company	Revenue	Group	Parent
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	Eastman	Chancellor
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Eastman	Chancellor
WJJZ	106.1	22.5 kw @ 740	Jazz	AMFM	\$120.00	Christal	Chancellor
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Mc-Guild	Greater Media
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Mc-Guild	Greater Media
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS	CBS
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild	Radio One Jenkintown Media, PA
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied	
WUSL	98.9	18 kw @ 830	Black		\$210.00	Katz	Chancellor
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	D&R	Beasley
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R	Beasley
WXXM	95.7	50 kw @ 500	AC-NR		\$ NA	Allied	Greater Media
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interep	CBS
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz	Chancellor

Notes: WPST-F, WNJO-F -- See Trenton, NJ in the Spring 1998 American Radio Small Market edition . . . 9/98 WSSJ (1310; Camden, NJ) sold to Mega Communications for \$2,000,000 (Foreman; Force) . . . 10/98 WURD (900) sold by Mega Bcstg. to Mega Communications as part of a \$13,000,000 sale/reorganization . . . 10/98 WTEL (860) changed from Ethnic to Talk as WWDB

Jim Duncan

Comments: Listening levels are steady . . . WMMR-F turned around a series of weak books . . . WXTU-F has its highest share in more than two years . . . WPEN slipped to its lowest share in many years

PHOENIX

Arbitron Rank: 18 Pop (12+): 2,226,400
MSA Rank: 12
MSA Pop: 2,850,000
DMA: 17
Average Persons Rating: 16.1
Market TSL in Hours: 21.25

Stations: 32 / 30
Diaries: 3,152 / 706:1 / 52.1%
Sample Target: 3,030
% Below Line: 0.4
% Not Listed: 15.9
Pop per Station: 74,213

Last Year's Revenue: \$123,800,000
Household Income: \$39,837
Total Retail Sales: \$27.2 Bil.
#1 Billing: KNIX-F \$12,700,000
#1 Billing Portfolio:
 Chancellor, pend. \$44,900,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KNIX-F	C	219 / 6.1	6.4	5.1	6.5	5.9	6.0	3619 / 16.3	13.8	14.5	I	KNIX-F
2	KZZP-F	CHR/AC	203 / 5.7	5.8	5.7	4.7	4.4	5.5	4097 / 18.4	17.9	15.4	H	KZZP-F
3	KTAR	N/T	199 / 5.6	5.6	5.7	6.4	5.6	5.8	3494 / 15.7	17.1	14.8	I	KTAR
4	KMLE-F	C	190 / 5.3	5.4	6.2	5.2	5.9	5.5	2967 / 13.3	14.1	15.5	I	KMLE-F
5	KFYI	T	188 / 5.3	5.1	4.7	5.2	5.0	5.1	2491 / 11.2	10.8	11.1	H	KFYI
6	KKFR-F	CHR/U	185 / 5.2	5.4	5.3	4.3	5.9	5.0	3005 / 13.5	13.6	15.2	G	KKFR-F
7	KESZ-F	AC	176 / 4.9	4.4	5.2	4.9	4.2	4.9	2569 / 11.5	11.9	12.4	G	KESZ-F
8	KUPD-F	AOR	164 / 4.6	4.1	4.7	4.9	4.2	4.6	2549 / 11.4	9.6	9.7	H	KUPD-F
9	KEDJ-FF	AOR-NR	158 / 4.4	3.2	3.1	3.5	3.4	3.6	2907 / 13.1	11.6	11.9	E	KEDJ-FF
10	KYOT-F	J	155 / 4.3	3.8	3.6	3.6	3.9	3.8	2052 / 9.2	8.9	9.9	F	KYOT-F
11	KOOL-F	O	144 / 4.0	4.4	5.0	5.1	5.4	4.6	2779 / 12.5	13.6	14.9	H	KOOL-F
12	KOY	ST	140 / 3.9	4.5	5.4	5.3	5.0	4.8	1922 / 8.6	9.2	8.9	D	KOY
13	KZON-F	AOR-P	136 / 3.8	3.7	3.3	3.0	3.8	3.5	2827 / 12.7	11.7	11.4	E	KZON-F
14	KKLT-F	SAC	122 / 3.4	2.9	3.4	3.0	2.6	3.2	2030 / 9.1	8.5	8.4	G	KKLT-F
15	KMXP-F	AC/CHR	113 / 3.2	2.7	2.4	2.4	2.1	2.7	1975 / 8.9	8.8	7.3	D	KMXP-F
16	KDKB-F	AOR	108 / 3.0	3.0	3.3	2.6	3.8	3.0	1878 / 8.4	8.1	9.8	H	KDKB-F
17	KSLX-AF	CL AOR	97 / 2.7	2.7	2.2	2.5	2.7	2.5	2085 / 9.4	7.8	9.3	G	KSLX-AF
18	KHOT-F	AC/U	54 / 1.5	1.7	1.5	0.9	1.2	1.4	1123 / 5.0	4.7	5.3		KHOT-F
19	KPTY-F	CHR/U	50 / 1.4	2.1	2.2	2.4	3.2	2.0	1627 / 7.3	8.4	9.4	D	KPTY-F
20	KWCY-F	C	48 / 1.3	1.4	1.9	2.2	1.4	1.7	1184 / 5.3	5.5	5.2	C	KWCY-F

12+ FM Share (Metro): 78.44% (2317 of 2954) (Summer 97: 76.25%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKFR-F >>>	1 KEQJ-FF	1 KZZP-F	1 KZZP-F <	1 KNIX-F <	1 KTAR	1 KTAR <	1 KFYI	1 KNIX-F <	1 KKFR-F >	1 KKFR-F
2 KEQJ-FF <	KZZP-F <	2 KUPD-F <	2 KNIX-F <	2 KMLE-F	2 KFYI <	2 KEDJ-FF	2 KNIX-F	2 KZZP-F	2 KUPD-F <	2 KNIX-F <
3 KZZP-F <	3 KUPD-F	3 KMLE-F <	3 KMLE-F <	KESZ-F <	3 KNIX-F	3 KNIX-F <	3 KZZP-F <	3 KMLE-F	3 KTAR	3 KZZP-F
4 KPTY-F <	4 KKFR-F	4 KNIX-F <	4 KESZ-F <	4 KZZP-F	4 KOY <	4 KESZ-F <	4 KMLE-F <	4 KKFR-F <	4 KZZP-F	4 KMLE-F <
5 KEQJ-F	5 KZON-F	5 KEDJ-FF <	5 KUPD-F	5 KUPD-F <	5 KYOT-F <	5 KMLE-F <	5 KESZ-F <	5 KFYI <	5 KFYI <	5 KTAR <
	KMLE-F	6 KZON-F	6 KDKB-F	6 KOOL-F <	6 KESZ-F	6 KUPD-F <	6 KYOT-F <	6 KYOT-F <	6 KYLE-F <	6 KYOT-F <
	7 KMXP-F	KESZ-F	KZON-F <	7 KYOT-F <	7 KOOL-F <	7 KZZP-F	7 KZON-F <	7 XESZ-F <	7 KEDJ-FF	7 KOY <
	8 KNIX-F <	8 KKFR-F <	8 KYOT-F	8 KDKB-F <	8 KMLE-F	8 KDKB-F	8 KOOL-F	8 KZON-F <	8 KNIX-F <	8 KUPD-F <
	9 KDKB-F	9 KMXP-F <	KMXP-F	9 KZON-F	9 KKLT-F	9 KOY <	KTAR	9 KOOL-F <	9 KESZ-F	9 KOOL-F <
	10 KESZ-F	10 KDKB-F	10 KOOL-F <	KMXP-F		10 KOOL-F <		10 KTAR <	10 KOY	10 KESZ-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZZP-F	1 KZZP-F >	1 KZZP-F >	1 KZZP-F	1 KESZ-F	1 KEDJ-FF	1 KEDJ-FF <	1 KUPD-F	1 KUPD-F	1 KNIX-F <	1 KTAR
2 KZON-F <	2 KMLE-F <	2 KESZ-F <	2 KESZ-F	2 KZZP-F	2 KKFR-F	2 KUPD-F >	2 KEDJ-FF	2 KEDJ-FF	2 KUPD-F <	2 KFYI
3 KKFR-F <	3 KZON-F <	3 KMXP-F	3 KMLE-F	3 KNIX-F	3 KUPD-F >	3 KKFR-F	3 KDKB-F	3 KNIX-F <	3 KMLE-F	3 KUPD-F <
4 KMLE-F	4 KKFR-F <	4 KUPD-F <	4 KZON-F <	KMLE-F	4 KZZP-F >	4 KZZP-F	4 KMLE-F <	4 KZZP-F	4 KDKB-F <	4 KKFR-F
5 KEDJ-FF >	5 KMXP-F <	5 KMLE-F <	5 KNIX-F	5 KYOT-F <	5 KZON-F	5 KZON-F	5 KZZP-F <	KMLE-F <	5 KSLX-AF <	KMLE-F
6 KPTY-F	6 KEDJ-FF	6 KNIX-F <	6 KKLT-F	6 KKLT-F	6 KMXP-F	KDKB-F <	6 KZON-F	6 KDKB-F <	6 KZZP-F <	6 KNIX-F
7 KNIX-F	KESZ-F <	7 KZON-F	KMXP-F <	7 KOOL-F <	KPTY-F	7 KMLE-F <	KMXP-F	7 KSLX-AF <	7 KEDJ-FF <	
	8 KUPD-F	8 KKFR-F <	8 KKFR-F <	8 KYOT-F <	8 KMXP-F	8 KMXP-F	8 KNIX-F	8 KKFR-F <	8 KOOL-F <	
	KUPD-F	9 KNIX-F	9 KKLT-F	9 KKFR-F <	9 KZON-F	9 KNIX-F >	9 KKFR-F	9 KZON-F	9 KTAR	
		10 KKLT-F <		10 KOOL-F	10 KFYI			10 KMXP-F	KZON-F <	

Other Rated Stations	Metro Share	Cume Rating
KGME	SPRTS	1360 Glendale 0.6 2.4
KISO	C/O	1230 Phoenix 0.8 1.9
KMVP	SPRTS	860 Phoenix 0.6 2.7
KMYL-AF	ST	1190 Tolleson 0.3 1.3
KSUN	SP	1400 Phoenix 0.4 1.4
KVVA-F	SP-C	107.1 Apache Junction 0.9 2.8
KXAM	T	1310 Mesa 0.4 1.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KBZG-FF	0	104.3 Payson 0.4 1.8

PHOENIX

Consolidation Report	12+	25-54	Revenue
Chancellor, pend. KFYI-AM, KISO-AM, KKFR-FM, KMLE-FM, KOOL-FM, KOY-AM, KYOT-FM, KZON-FM	32.6 %	28.3 %	36.2 %
Hearst-Argyle KKLT-FM, KMVP-AM, KTAR-AM	9.6 %	8.0 %	13.7 %
Jacor KMPX-FM, KZZP-FM	8.9 %	10.9 %	8.1 %
New Century KDDJ-FM, KEDJ-FM, KGME-AM, KHOT-FM	6.6 %	6.6 %	3.2 %
OwensMAC (JOA) KESZ-FM, KNIX-FM	11.0 %	13.2 %	16.3 %
Sandusky KDKB-FM, KDUS-AM, KSLX-AM, KUPD-FM	10.3 %	13.8 %	17.5 %
Z-Spanish, pend. KVVA-FM, KWCY-FM	2.2 %	2.7 %	1.5 %
	81.2 %	83.5 %	96.5 %

AM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	Address
KFYI	910	5 kw	(DA-N)	Talk	CBS, Westwd	\$88.00	D&R	Chancellor, pend.
KOY	550	5 kw/1 kw		Standards	Westwd, CNN	\$55.00	Sentry	Chancellor
KSLX	1440	1 kw	(Days)	See KSLX-F				Scottsdale
KTAR	620	5 kw	(DA-N)	News/Talk	ABC	\$174.00	Christal	Hearst-Argyle

FM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	Address
KDDJ	100.3	90 kw	@ 2047	See KEDJ-F				Globe
KDKB	93.3	100 kw	@ 1540	AOR	\$141.00	Eastman	Sandusky	
KEDJ	106.3	23 kw	@ 725	AOR-New Rock	\$84.00	Allied	New Century	Sun City
KESZ	99.9	100 kw	@ 1702	AC	AP \$101.00	Katz	OwensMAC	
KHOT	105.9	8.2 kw	@ 571	AC/Urban	\$ NA	Allied	New Century	Paradise Valley
KKFR	92.3	100 kw	@ 1647	CHR/Urban	\$100.00	D&R	Chancellor, pend.	
KKLT	98.7	100 kw	@ 1788	Soft AC	\$114.00	Christal	Hearst-Argyle	
KMLE	107.9	100 kw	@ 1736	Country	\$214.00	Sentry	Chancellor	
KMPX	96.9	100 kw	@ 1560	AC/CHR	\$77.00	--	Jacor	
KNIX	102.5	100 kw	@ 1620	Country	\$214.00	Katz	OwensMAC	
KOOL	94.5	100 kw	@ 1655	Oldies	\$145.00	Christal	Chancellor	
KPTY	103.9	1.4 kw	@ 1345	CHR/Urban	\$ NA	Roslin	New Planet	Gilbert
KSLX	100.7	100 kw	@ 1840	Classic AOR	\$110.00	Eastman	Sandusky	
KUPD	97.9	100 kw	@ 1620	AOR	\$160.00	Eastman	Sandusky	Tempe
KWCY	103.5	62 kw	@ 2428	Country	\$35.00	Katz	OwensMAC	Glendale
KYOT	96.5	100 kw	@ 1570	Jazz	\$80.00	Sentry	Chancellor	
KZON	101.5	100 kw	@ 1740	Progressive AOR	\$70.00	Sentry	Chancellor	
KZZP	104.7	100 kw	@ 1550	CHR/AC	\$85.00	Mc-Guild	Jacor	

Notes: 9/98 KESP-F (101.1; Payson; 100 kw @ 971) began operations, programming Oldies . . . 9/98 KGLQ-F changed from Classic Hits to AC/CHR as KMPX-F ("Mix 96.9") . . . 9/98 KFYI/KKFR-F sold by Broadcast Group to Chancellor for \$89,900,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KMPX-F; KZZP-F . . . 10/98 KWCY-F sold by OwensMAC to Z-Spanish for \$22,000,000 . . . 10/98 KIDR (740) sold by Children's to Unica as part of a \$29,250,000, four-station transaction

Jim Duncan

Comments: Listening levels are steady . . . Most stations are fairly steady as well . . . Exceptions were KEDJ-F, which enjoys its highest shares in more than two years; KOY, which dropped to its lowest share in many years; and KOOL-F, which had its fifth consecutive down book

PITTSBURGH

Arbitron Rank: 21 Pop (12+): 2,014,200
MSA Rank: 19
MSA Pop: 2,370,000
DMA: 19
Average Persons Rating: 16.9
Market TSL In Hours: 22.25

Stations: 29 / 26
Diaries: 3,407 / 591:1 / 59.0%
Sample Target: 3,300
% Below Line: 1.2
% Not Listed: 11.9
Pop per Station: 77,469

Last Year's Revenue: \$87,500,000
Household Income: \$41,036
Total Retail Sales: \$23.1 Bil.
#1 Biller: KDKA \$13,700,000
#1 Billing Portfolio:
Chancellor \$33,500,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KDKA	NT	440 / 12.9	12.9	12.6	12.4	11.9	12.7	5218 / 25.9	25.9	25.3	I KDKA
2	WDVE-F	AOR	331 / 9.7	8.4	8.6	9.2	9.0	9.0	3909 / 19.4	18.5	20.5	I WDVE-F
3	WDSY-F	C	252 / 7.4	6.2	7.4	7.4	8.1	7.1	3217 / 16.0	15.3	15.4	H WDSY-F
4	WWSW-AF	O	213 / 6.2	6.0	5.6	5.4	6.3	5.8	3469 / 17.2	16.5	17.2	H WWSW-AF
5	WBZZ-F	CHR	199 / 5.8	6.2	6.9	6.5	6.5	6.4	4223 / 21.0	21.4	21.7	H WBZZ-F
6	WXDX-F	AOR-NR	172 / 5.0	5.0	4.2	5.0	4.8	4.8	2848 / 14.1	13.6	15.4	F WXDX-F
7	WJAS	ST	166 / 4.9	5.2	6.2	5.2	5.0	5.4	1813 / 9.0	9.0	8.6	C WJAS
8	WSHH-F	SAC	160 / 4.7	4.6	5.4	4.6	4.1	4.8	2545 / 12.6	12.0	11.5	F WSHH-F
9	WAMO-F	B	140 / 4.1	4.2	4.1	3.4	4.0	3.9	1952 / 9.7	9.7	8.6	D WAMO-F
	WLTJ-F	SAC	140 / 4.1	4.5	4.4	3.9	3.6	4.2	2483 / 12.3	11.9	11.4	D WLTJ-F
11	WZPT-F	CL HITS	122 / 3.6	4.5	3.9	3.5	3.1	3.9	2343 / 11.6	12.5	10.8	D WZPT-F
	WDRV-F	AC-NR	122 / 3.6	3.0	2.8	3.2	3.5	3.1	2662 / 13.2	11.7	12.4	G WDRV-F
13	WJJJ-F	J	104 / 3.0	3.9	2.8	3.5	3.3	3.3	1538 / 7.8	8.4	8.7	D WJJJ-F
14	WRRK-F	CL AOR	102 / 3.0	3.2	2.7	2.4	2.8	2.8	2059 / 10.2	9.7	10.4	D WRRK-F
15	WASP-F	C	61 / 1.5	1.5	1.7	1.5	1.0	1.5	640 / 3.2	3.2	2.8	C WASP-F
16	KOV	N	45 / 1.3	1.0	1.3	1.2	1.1	1.2	986 / 4.9	4.2	4.5	C KOV
17	WEAE	SPRTS	44 / 1.3	1.2	1.4	3.4	3.6	1.8	1010 / 5.0	4.9	10.6	WEAE
18	WMBS	FS	39 / 1.1	0.6	0.7	0.9	0.9	0.8	373 / 1.9	1.5	1.7	WMBS
19	WORD-F	REL	38 / 1.1	1.3	0.9	1.5	0.8	1.2	634 / 3.1	4.2	2.8	WORD-F

12+ FM Share (Metro): 72.80% (2187 of 3004) (Summer 97: 71.71%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAMO-F <	1 WDVE-F	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >	1 KDKA >>	1 KDKA >	1 WDVE-F	1 WDVE-F <	1 KDKA >	1 KDKA >
2 WBZZ-F	2 WXDX-F	2 WBZZ-F <	2 WDSY-F <	2 WWSW-AF <	2 WDSY-F <	2 WDVE-F >	2 KDKA	2 KDKA	2 WAMO-F <	2 WDSY-F
3 WXDX-F >>	3 WBZZ-F	3 WDSY-F <	3 WBZZ-F <	3 WDSY-F	3 WWSW-AF	3 WDSY-F	3 WDSY-F	3 WDSY-F <	3 WDSY-F	3 WWSW-AF <
4 WZPT-F <	4 WXDX-F	4 WWSW-AF	4 WBZZ-F	4 WBZZ-F	4 WJAS <	WXDX-F <	4 WWSW-AF <	4 WWSW-AF	4 WXDX-F <	4 WDVE-F
5 WAMO-F <	5 WWSW-AF <	5 WZPT-F	5 KDKA	5 WDVE-F	5 WDVE-F	5 WBZZ-F	5 WJAS	5 WBZZ-F <	5 WBZZ-F <	5 WBZZ-F
6 WDSY-F <	6 WZPT-F <	6 WXDX-F <	6 WLTJ-F <	6 WSHH-F	6 WWSW-AF <	6 WSHH-F	6 WJAS	6 WJAS	6 WDVE-F <	6 WJAS <
7 WDRV-F	7 WDRV-F	7 WDRV-F <	7 WSHH-F	7 WLTJ-F	7 WRRK-F <	WBZZ-F	7 WXDX-F <	7 WWSW-AF	7 WAMO-F	7 WAMO-F
	8 WAMO-F	8 WLTJ-F	WXDX-F <	8 WJJJ-F <	8 WSHH-F	8 WLTJ-F	8 WSHH-F <	8 WZPT-F	WZPT-F <	WZPT-F <
		9 WRRK-F	9 WZPT-F <	9 WBZZ-F		9 WXDX-F <	9 WAMO-F <	WSHH-F	9 WXDX-F <	9 WXDX-F <
			KDKA <	10 WDRV-F <		10 WDRV-F			10 WSHH-F <	10 WSHH-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBZZ-F	1 WBZZ-F	1 WDVE-F <	1 WBZZ-F	1 WBZZ-F	1 WXDX-F <	1 WDVE-F >	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 KDKA >>>
2 WDRV-F	2 WDVE-F	2 WBZZ-F >	2 WDVE-F	WWSW-AF	2 WDVE-F >	2 WXDX-F >>	2 WXDX-F >	2 WXDX-F	2 WDSY-F	2 WDSY-F >
3 WAMO-F	3 WDRV-F <	3 WZPT-F <	3 WDRV-F <	3 WDSY-F <	3 WAMO-F <	3 WZPT-F <	3 WZPT-F <	3 WDSY-F	3 WWSW-AF	3 WDVE-F <
	4 WXDX-F	4 WLTJ-F	4 WWSW-AF	4 WSHH-F <	4 WBZZ-F <	4 WDSY-F <	4 WDSY-F	4 WRRK-F <	4 KDKA <	4 WAMO-F <
5 WDVE-F	5 WZPT-F <	WXDX-F <	WDSY-F <	5 WDVE-F <	5 WZPT-F	5 WAMO-F	5 WRRK-F >	5 WZPT-F	5 WXDX-F <	5 WSHH-F
6 WSHH-F <	6 WAMO-F	6 WDRV-F	6 WSHH-F <	6 WLTJ-F	WDSY-F <	6 WRRK-F	6 WAMO-F <	6 WAMO-F <	6 WRRK-F	
7 WZPT-F	7 WLTJ-F	7 WAMO-F	7 WLTJ-F	7 WDRV-F	7 WRRK-F >	7 WBZZ-F >	7 KDKA <	7 WWSW-AF <	7 WZPT-F	
8 WDSY-F >	WSHH-F <	WDSY-F <	8 WZPT-F <	8 KDKA				8 WBZZ-F <	8 WBZZ-F <	
	9 WDSY-F >	9 WSHH-F >	9 WXDX-F <	9 WZPT-F <	10 WJJJ-F			9 KDKA		

Other Rated Stations	Metro Share	Cume Rating		
WAMO	B/AC	860 Pittsburgh	0.2	0.9
WBUT	AC	1050 Butler	0.4	1.1
WGBN	B/G	1150 New Kensington	0.3	0.6
WHJB	O	620 Greensburg	0.3	1.3
WPTT	T	1360 McKeesport	0.8	2.5
WZKT-F	CHR	98.3 Charleroi	0.4	2.5

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WKYE-F	AC	95.5 Johnstown	0.3	0.9
WQXK-F	C	105.1 Salem, OH	0.4	0.8
WRKY-F	C	103.5 Steubenville	0.5	1.9

PITTSBURGH

Consolidation Report	12+	25-54	Revenue
CBS KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM	29.7 %	25.5 %	36.9 %
Chancellor WDRV-FM, WDVE-FM, WJJJ-FM, WWSW-AF, WXDX-FM	27.5 %	37.5 %	38.3 %
Frischling WLTJ-FM, WRRK-FM	7.1 %	9.4 %	6.1 %
Renda WJAS-AM, WPTT-AM, WSHH-FM	10.4 %	6.1 %	6.5 %
	74.7 %	78.5 %	87.8 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	CBS	CBS
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$35.00	---	
WEAE	1250	5 kw (DA-N)	Sports	ABC, Westwd	\$88.00	---	Jacor
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied	Renda
WMBS	590	1 kw (DA-N)	Full Service	CBS	\$ NA	Regional	Uniontown
WWSW	970	5 kw (DA-2)	See WWSW-F				

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
WAMO	106.7	47 kw @ 518	Black	AURN	\$ 70.00	D&R	Sheridan Beaver Falls
WASP	94.9	0.2 kw @ 1240	Country		\$ < 20.00	Dome	Oliver
WBZZ	93.7	41 kw @ 547	CHR		\$155.00	Eastman	CBS
WDRV	96.1	44 kw @ 522	Modern AC		\$110.00	Katz	Chancellor
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman	CBS
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal	Chancellor
WJJJ	104.7	20 kw @ 781	Jazz		\$45.00	D&R	Chancellor
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P	Frischling
WORD	101.5	48 kw @ 505	Religion		\$38.00	Salem	Salem
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Mc-Guild	Frischling Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz	Renda
WWSW	94.5	50 kw @ 810	Oldies	ABC, AMFM	\$160.00	Sentry	Chancellor
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$ 50.00	Christal	Chancellor
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Eastman	CBS New Kensington

Notes: 10/98 Jacor sold WEAE to Clear Channel as part of a merger valued at \$4.4 Bil.

Jim Duncan

Comments: Listening levels are fairly steady . . . WDVE-F has its highest share in more than two years . . . WBZZ-F, on the other hand, is at its lowest 12+ share in more than two years

PORTLAND, OR

Arbitron Rank: 25 Pop (12+): 1,674,400	Stations: 24 / 23	Last Year's Revenue: \$91,800,000
MSA Rank: 27	Diaries: 2,846 / 588:1 / 52.0%	Household Income: \$4,350
MSA Pop: 1,820,000	Sample Target: 2,690	Total Retail Sales: \$21.4 Bil.
DMA: 24	% Below Line: 0.5	#1 Biller: KKCW-F \$10,350,000
Average Persons Rating: 14.6	% Not Listed: 17.0	#1 Billing Portfolio: Jacor \$26,090,000
Market TSL in Hours: 19.50	Pop per Station: 72,800	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KKRZ-F	CHR	233 / 9.5	11.1	10.7	9.6	9.5	10.2	4016 / 24.0	25.4	24.8	H	KKRZ-F
2	KKCW-F	AC	163 / 6.7	6.9	6.7	5.1	6.7	6.3	2356 / 14.1	12.6	13.5	I	KKCW-F
3	KKSN-F	O	150 / 6.1	5.8	5.3	6.3	5.6	5.9	2479 / 14.8	15.0	16.6	G	KKSN-F
4	KUPL-F	C	136 / 5.6	5.8	5.4	6.4	5.5	5.8	2228 / 13.3	13.4	14.0	H	KUPL-F
5	KGON-F	CL AOR	129 / 5.3	4.8	5.1	4.8	5.2	5.0	2423 / 14.5	13.2	14.9	H	KGON-F
6	KUFO-F	AOR	124 / 5.1	4.6	5.0	4.3	4.7	4.7	2277 / 13.6	11.6	12.7	G	KUFO-F
7	KEWS	N/T	116 / 4.7	3.3	3.4	4.1	2.6	3.9	1666 / 9.9	8.2	6.4	C	KEWS
8	KEX	FS	115 / 4.7	5.0	5.9	5.7	4.4	5.3	1897 / 11.3	12.7	11.9	G	KEX
9	KRSK-F	AC/CHR	107 / 4.4	2.7	3.4	3.2	3.1	3.4	2226 / 13.3	8.4	9.6		KRSK-F
10	KNRK-F	AOR-NR	92 / 3.8	3.1	3.0	2.9	3.1	3.2	1860 / 11.1	10.8	11.0	D	KNRK-F
	KWJJ-F	C	92 / 3.8	4.8	5.5	5.3	5.1	4.8	1891 / 11.3	13.3	13.5	G	KWJJ-F
12	KKJZ-F	J	89 / 3.8	3.2	3.8	2.9	4.5	3.4	1409 / 8.4	7.6	9.1	E	KKJZ-F
13	KXL	N/T	88 / 3.6	3.8	3.8	3.9	5.5	3.8	1888 / 11.3	10.1	13.6	G	KXL
14	KINK-F	AOR-P	81 / 3.3	4.2	2.8	3.4	3.4	3.4	1335 / 8.0	9.0	8.1	G	KINK-F
15	KKSN	ST	69 / 2.8	3.2	2.8	3.2	2.6	3.0	766 / 4.6	4.8	5.5	C	KKSN
16	KBBT-F	AC-NR	65 / 2.7	3.1	2.7	2.3	3.0	2.7	2001 / 12.0	11.3	11.8	E	KBBT-F
17	KPDQ-F	REL	36 / 1.5	2.0	1.5	1.5	1.4	1.6	680 / 4.1	4.5	4.4		KPDQ-F
18	KOTK	T	34 / 1.4	0.9	1.1	1.4	1.0	1.2	673 / 4.0	2.9	3.1	A	KOTK
	KFXX	SPRTS	34 / 1.4	1.2	1.8	1.8	1.9	1.5	700 / 4.2	3.8	4.9	C	KFXX
20	KXL-F	AOR-P	27 / 1.1	0.9	1.5	2.3	2.4	1.5	761 / 4.5	4.5	9.3	D	KXL-F

12+ FM Share (Metro): 75.63% (1536 of 2031) (Summer 97: 75.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRZ-F >>>	1 KKRZ-F >	1 KKRZ-F	1 KGON-F	1 KKCW-F <	1 KKCW-F	1 KKRZ-F	1 KKRZ-F <	1 KKRZ-F	1 KKRZ-F >	1 KKRZ-F >
2 KNRK-F	2 KUFO-F	2 KGON-F <	KKCW-F	2 KKSNI-F <	KKSNI-F <	2 KKCW-F <	2 KEWS <	2 KKCW-F <	2 KNRK-F <	2 KUPL-F <
3 KUFO-F >	3 KNRK-F	3 KKCW-F <	KKRZ-F	3 KGON-F	3 KEX <	3 KEX <	3 KKCW-F	3 KKSNI-F	3 KKSNI-F <	3 KKSNI-F
4 KRSK-F	4 KRSK-F	4 KUFO-F <	4 KKSNI-F	KKRZ-F	4 KEWS <	4 KGON-F	4 KKSNI-F	4 KUFO-F <	4 KUFO-F <	4 KUFO-F <
5 KGON-F <	5 KKSNI-F	5 KKSNI-F	5 KUFO-F <	5 KUPL-F <	5 KUPL-F	5 KUPL-F <	5 KUPL-F <	5 KUPL-F <	5 KEX <	5 KKCW-F <
6 KKCW-F <	6 KRSK-F <	6 KUPL-F <	6 KUFO-F <	6 KGON-F <	6 KGON-F <	6 KKSNI-F	6 KUFO-F <	6 KRSK-F	6 KEWS <	6 KGON-F
7 KWJJ-F	7 KUPL-F	7 KINK-F <	7 KINK-F <	7 KXL <	7 KEWS <	7 KRSK-F <	KGON-F	7 KGON-F <	7 KGON-F <	7 KRSK-F <
8 KBBT-F	8 KINK-F <	8 KRSK-F	8 KRSK-F	8 KRSK-F	8 KKJZ-F	8 KXL <	8 KGON-F	8 KWJJ-F <	8 KUPL-F <	8 KKJZ-F
9 KUPL-F >	9 KNRK-F	9 KWJJ-F	9 KEWS <	10 KKJZ-F	10 KKRZ-F <	10 KUFO-F	9 KEX <	9 KKJZ-F <	9 KKCW-F	9 KNRK-F
	KWJJ-F	KEWS <	10 KKJZ-F	10 KKRZ-F <	10 KWJJ-F	10 KKJZ-F	10 KEX	10 KEX	10 KKSNI	10 KKSNI
			KEX <	KEX <	KRSK-F <				KXL <	KXL <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKRZ-F >>	1 KKRZ-F >	1 KKRZ-F	1 KKRZ-F <	1 KKCW-F >	1 KUFO-F >	1 KUFO-F	1 KUFO-F	1 KGON-F <	1 KGON-F	1 KEX
2 KRSK-F <	2 KRSK-F	2 KKCW-F	2 KKCW-F	2 KKRZ-F	2 KNRK-F	2 KNRK-F	2 KNRK-F	2 KUFO-F	2 KKSNI-F <	2 KKRZ-F >
3 KWJJ-F >	3 KKCW-F	3 KRSK-F >	3 KRSK-F	3 KKSNI-F <	KKRZ-F >	KKRZ-F	KKRZ-F <	3 KKRZ-F	3 KUFO-F	3 KXL <
4 KBBT-F	4 KWJJ-F	4 KUPL-F	4 KKSNI-F	4 KRSK-F	4 KGON-F	4 KGON-F >	4 KGON-F >	4 KNRK-F <	4 KKRZ-F	4 KGON-F <
5 KNRK-F	5 KBBT-F <	5 KINK-F <	5 KINK-F <	5 KUPL-F <	KRSK-F	5 KBBT-F	5 KFXX <	5 KKSNI-F	5 KEWS <	5 KUPL-F
6 KUPL-F	6 KUPL-F <	6 KINK-F	6 KUPL-F <	6 KINK-F	6 KWJJ-F	6 KUPL-F <	6 KBBT-F	6 KUPL-F	6 KUPL-F <	6 KUPL-F <
7 KINK-F	7 KNRK-F <	KWJJ-F	7 KWJJ-F	7 KKJZ-F	KUPL-F	7 KWJJ-F	7 KUPL-F	7 KEWS	7 KKCW-F	7 KKCW-F
KUFO-F	8 KINK-F	8 KNRK-F <	8 KGON-F <	8 KWJJ-F	8 KRSK-F <	8 KWJJ-F	8 KWJJ-F	8 KKCW-F	8 KNRK-F <	8 KNRK-F <
	9 KKSNI-F	9 KKSNI-F	9 KBBT-F	KGON-F	9 KFXX	9 KKCW-F	9 KINK-F <	9 KEX <	9 KEX <	9 KEX <
			10 KKJZ-F				10 KEX <	10 KINK-F		

Other Rated Stations	Metro Share	Cume Rating
KMUZ	SP-R 1230	Gresham 0.4 0.7
KUPL	C/O 970	Portland 0.7 1.6
KYKN	T 1430	Salem 0.6 1.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KRKT-F	C 99.9	Albany 0.5 1.1

PORTLAND, OR

Consolidation Report	12+	25-54	Revenue
CBS KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM	21.0 %	22.6 %	27.3 %
Entercom KFXX-AM, KGON-FM, KKSJ-AM, KKSJ-FM, KNRK-FM, KRSK-FM	23.8 %	26.1 %	25.8 %
Jacor KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM	25.6 %	23.5 %	28.4 %
	70.4 %	72.2 %	81.5 %

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Market
KEWS	620	5 kw (DA-N)	News/Talk	ABC, AP	\$27.00	Katz	Jacor
KEX	1190	50 kw (DA-N)	Full Service	ABC	\$110.00	Katz	Jacor
KFXX	910	5 kw (DA-2)	Sports	ABC, CBS, Westwd	\$35.00	D&R	Entercom Vancouver, WA
KKSJ	1520	50 kw/15 kw (DA-2)	Standards	Westwd	\$34.00	Christal	Entercom Oregon City
KOTK	1080	50 kw/10 kw (DA-2)	Talk	CNN, Westwd	\$ NA	Sentry	Fisher
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	\$101.00	Mc-Guild	KXL-F

FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Market
KBBT	107.5	6.3 kw @ 1332	Modern AC		\$50.00	Katz	CBS Banks
KGON	92.3	100 kw @ 1268	Classic AOR		\$140.00	CBS	Entercom
KINK	101.9	100 kw @ 1674	Progressive AOR		\$117.00	Allied	CBS
KKCW	103.3	100 kw @ 1674	AC		\$148.00	Katz	Jacor Beaverton
KKJZ	106.7	100 kw @ 880	Jazz		\$75.00	Katz	CBS Lake Oswego
KKRZ	100.3	100 kw @ 1434	CHR		\$120.00	Katz	Jacor
KKSJ	97.1	100 kw @ 1268	Oldies	Westwd	\$118.00	D&R	Entercom
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$68.00	CBS	Entercom Camas, WA
KPDQ	93.7	100 kw @ 1268	Religion		\$23.00	Salem	Salem
KRSK	105.1	100 kw @ 1840	AC/CHR		\$77.00	D&R	Entercom Salem
KUFO	101.1	100 kw @ 1640	AOR		\$110.00	Katz	CBS
KUPL	98.7	37 kw @ 1443	Country	AP	\$155.00	Katz	CBS
KWJJ	99.5	52 kw @ 1268	Country		\$155.00	Sentry	Fisher
KXL	95.5	100 kw @ 990	Progressive AOR		\$60.00	Mc-Guild	KXL

Notes: 7/98 KKRH-F changed from Classic Hits to AC/CHR as "Rosie 105.1" . . . 8/98 KKRH-F changed calls to KRSK-F . . . 9/98 KSLM (1390; Salem) sold to Entercom for \$605,000; changed from Talk to simulcasting Sports KFXX . . . 10/98 KXL-AM sold by Lester Smith to Paul Allen for a reported \$55,000,000 . . . 10/98 KVAN (1550; Vancouver, WA) sold for \$1,650,000 . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KEWS; KEX; KKCW-F; KKRZ-F; KKLQ-F (CP)

Jim Duncan

Comments: Listening levels are down moderately (0.6 ratings point) . . . KEWS grew to its highest share while in its current format . . . The new KRSK-F recorded a nice jump . . . KWJJ-F fell to its lowest share in many years . . . KXL is trending steadily downward

PROVIDENCE

Arbitron Rank: 32 Pop (12+): 1,264,000
MSA Rank: 63
MSA Pop: 907,000
DMA: 46
Average Persons Rating: 16.9
Market TSL in Hours: 22.50

Stations: 40 / 23
Diarles: 1,855 / 681:1 / 51.4%
Sample Target: 1,760
% Below Line: 18.8
% Not Listed: 9.2
Pop per Station: 54,957

Last Year's Revenue: \$40,900,000
Household Income: \$44,331
Total Retail Sales: \$13.2 Bil.
#1 Biller: WHJY-F \$5,200,000
#1 Billing Portfolio: Citadel \$14,600,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	WWLI-F	186 / 8.7	6.7	9.2	7.9	7.5	8.1	2161 / 17.1	16.2	17.6	G	WWLI-F
2	WHJY-F	144 / 6.7	7.7	6.5	7.3	7.7	7.1	2191 / 17.3	16.5	17.6	G	WHJY-F
	WPRO-F	144 / 6.7	7.3	7.3	5.3	5.6	6.7	2793 / 22.1	23.3	20.8	F	WPRO-F
4	WWBB-F	132 / 6.2	5.8	5.9	6.1	6.5	6.0	2160 / 17.1	14.1	18.4	F	WWBB-F
5	WCTK-F	114 / 5.3	4.8	5.1	6.0	4.5	5.3	1321 / 10.5	10.3	11.7	D	WCTK-F
6	WSNE-F	110 / 5.1	5.9	4.9	4.6	5.1	5.1	1921 / 15.2	15.8	16.5	E	WSNE-F
7	WLKW	100 / 4.7	4.3	4.9	2.9	0.5	4.2	1037 / 8.2	7.4	1.8	A	WLKW
8	WWKX-F	91 / 4.3	5.1	4.4	4.1	3.7	4.5	1760 / 13.9	15.8	11.9	C	WWKX-F
9	WBRU-F	85 / 4.0	3.9	3.3	3.4	3.0	3.6	1796 / 14.2	13.8	14.4	C	WBRU-F
10	WPRO	83 / 3.9	5.3	4.4	5.3	5.4	4.7	1390 / 11.0	12.5	12.1	D	WPRO
11	WWRX-F	70 / 3.3	3.3	3.1	3.8	3.4	3.4	1671 / 13.2	13.1	13.9	E	WWRX-F
12	WHJJ	55 / 2.6	3.0	4.2	4.1	3.1	3.5	905 / 7.2	7.9	7.4	D	WHJJ
13	WCRB-F	45 / 2.1	2.2	2.3	2.5	2.2	2.3	681 / 5.4	6.6	9.4		WCRB-F
	WFHN-F	45 / 2.1	2.1	1.7	3.0	1.7	2.2	845 / 6.7	5.8	9.7		WFHN-F
15	WJMN-F	42 / 2.0	2.3	1.8	2.0	2.5	2.0	1217 / 9.6	10.2	9.4		WJMN-F
16	WPMZ	37 / 1.7	1.4		0.7			130 / 1.0	1.7		A	WPMZ
17	WBMX-F	36 / 1.7	1.2	0.9	1.1	1.5	1.2	728 / 5.8	5.7	5.3		WBMX-F
18	WHKK-F	33 / 1.5	1.9	1.9	1.0	1.1	1.6	729 / 5.8	5.7	5.4	B	WHKK-F
	WAAF-F	33 / 1.5	1.2	1.5	1.6	0.8	1.5	537 / 4.2	3.2	3.9		WAAF-F

12+ FM Share (Metro): 81.18% (884 of 1089) (Summer 97: 75.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWKX-F >>	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJY-F <	1 WWLI-F	1 WWLI-F	1 WWLI-F	1 WWLI-F	1 WWLI-F	1 WWLI-F <
2 WPRO-F	2 WPRO-F	2 WPRO-F <	2 WWLI-F <	2 WWLI-F	2 WWBB-F	2 WHJY-F <	2 WPRO-F <	2 WHJY-F <	2 WWKX-F	2 WWBB-F <
	WJMN-F >	3 WBRU-F <	3 WWLI-F	3 WPRO-F	3 WPRO-F	3 WLKW <	3 WHJY-F	3 WPRO-F	3 WWBB-F <	3 WPRO-F
4 WBRU-F	4 WWKX-F	4 WSNE-F	4 WSNE-F	4 WSNE-F	4 WCTK-F	4 WCTK-F	4 WWBB-F <	4 WWBB-F <	4 WHJY-F <	4 WHJY-F <
5 WFHN-F >	5 WSNE-F <	5 WBRU-F <	5 WWBB-F <	5 WWBB-F <	5 WPRO	5 WSNE-F <	5 WSNE-F <	5 WCTK-F <	5 WPRO-F	5 WCTK-F
6 WWLI-F >	6 WWBB-F <	6 WCTK-F	6 WCTK-F	6 WCTK-F	6 WSNE-F	6 WCTK-F <	6 WLKW <	6 WSNE-F	6 WSNE-F	6 WBRU-F <
7 WWRX-F	7 WCTK-F <	7 WWRX-F <	7 WWRX-F <	7 WWRX-F <	7 WPRO-F	7 WWRX-F	7 WCTK-F	7 WLKW <	WBRU-F	7 WWKX-F
8 WBMX-F <	8 WWKX-F <	8 WBRU-F >	8 WBRU-F >	8 WBRU-F >	8 WHJJ	WPRO <	8 WPRO	8 WBRU-F <	8 WLKW <	8 WLKW <
9 WAAF-F	9 WWRX-F >	9 WWKX-F <	9 WWKX-F <	9 WWKX-F	WHJY-F	9 WLKW	9 WBRU-F <	9 WWKX-F	9 WWRX-F <	9 WSNE-F
			10 WHKK-F	WHKK-F		10 WWKX-F	10 WWKX-F <	10 WPRO <		10 WWRX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWKX-F <	1 WPRO-F >	1 WPRO-F >	1 WWLI-F <	1 WWLI-F	1 WWKX-F <	1 WHJY-F >>>	1 WHJY-F >>>	1 WHJY-F >>	1 WHJY-F >>	1 WWBB-F
2 WPRO-F	2 WWLI-F <	2 WWLI-F	2 WPRO-F	2 WPRO-F <	2 WBRU-F <	2 WBRU-F	2 WWRX-F <	2 WBRU-F	2 WCTK-F <	2 WWLI-F >
3 WBRU-F	3 WSNE-F <	WSNE-F >	3 WSNE-F	3 WSNE-F	3 WHJY-F	3 WWKX-F <	3 WBRU-F	3 WPRO-F	3 WWRX-F	3 WHJY-F
	WHJY-F	4 WWKX-F <	4 WHJY-F	4 WWBB-F <	4 WPRO-F	4 WPRO-F	WAAF-F >	4 WWRX-F <	4 WWLI-F <	4 WHJJ
5 WJMN-F	5 WHJY-F	5 WWKX-F	5 WHJY-F	5 WCTK-F	5 WBCN-F	5 WWRX-F	5 WSNE-F	5 WWLI-F <	5 WBRU-F	5 WWKX-F
6 WWLI-F	6 WBRU-F	WBRU-F <	6 WWKX-F <	6 WHJY-F >	6 WWLI-F	WAAF-F	WPRO-F	6 WCTK-F	6 WPRO-F <	6 WPRO <
	WSNE-F	7 WBMX-F	7 WBMX-F >	7 WCTK-F <	7 WWKX-F <	WXEX-F	7 WSNE-F	7 WWKX-F	7 WWBB-F	7 WCTK-F
		8 WWRX-F		8 WBRU-F	8 WWRX-F		8 WBRU-F	8 WSNE-F <	8 WSNE-F	
		WJMN-F		9 WBMX-F <	WBRU-F		9 WXEX-F <	9 WWBB-F <	9 WAAF-F <	
		WWBB-F <		10 WWRX-F	WBMX-F >					10 WHKK-F <

Consolidation Report	12+	25-54	Revenue
Back Bay WAKX-FM, WLKW-AM, WWKX-FM	9.0 %	11.4 %	4.9 %
Capstar WHJJ-AM, WHJY-FM, WSNE-FM	14.4 %	17.3 %	29.3 %
Citadel WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM, WXEX-FM	22.7 %	23.0 %	35.7 %
Clear Channel WWBB-FM, WWRX-FM	9.5 %	10.8 %	19.1 %
	55.5 %	62.5 %	89.0 %

PROVIDENCE

Other Rated Stations				Metro Cume Share Rating		Other Rated Stations--Outside Market				Metro Cume Share Rating	
WARV	REL	1590	Warwick	0.6	1.0	WBCN-F	AOR	104.1	Boston	1.2	4.2
WBSM	T	1420	New Bedford	0.8	2.0	WBOS-F	AOR-P	92.9	Brookline, MA	0.6	3.1
WJFD-F	E	97.3	New Bedford	0.5	1.9	WBZ	N/T	1030	Boston	1.3	5.1
WNRI	T	1380	Woonsocket	0.9	1.5	WCIB-F	CL AOR	101.9	Falmouth, MA	1.0	2.4
WSAR	T	1480	Fall River, MA	0.6	2.0	WEEI	SPRTS	850	Boston	1.1	2.8
WSKO	SPRTS	790	Providence	0.7	2.5	WMJX-F	AC	106.7	Boston	0.7	2.2
WXEX-F	AOR-NR	99.7	Wakefield	1.1	6.7	WODS-F	O	103.3	Boston	1.3	4.7
						WPLM-F	J	99.1	Plymouth, MA	0.9	3.0
						WRKO	T	680	Boston	0.4	2.1
						WROR-F	AC	105.7	Framingham, MA	0.9	2.2
						WSJZ-F	J	96.9	Boston	0.7	2.1
						WXKS-F	CHR/AC	107.9	Medford, MA	0.5	3.3
						WZLX-F	CL AOR	100.7	Boston	1.0	3.1

AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00	Katz	Capstar	
WLKW	550	1 kw/0.5 kw (DA-N)	Standards	ABC		Allied	Back Bay	
WPMZ	1110	5 kw (DA, Days)	Hispanic-Contemp.	CBS, Unica	\$ NA	---		E. Providence
WPRO	630	5 kw (DA-N)	Talk/Sports	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel	

FM Stations

WAKX	102.7	1.95 kw @ 226	See WWKX-F					Narragansett Pier
WBRU	95.5	20 kw @ 440	New Rock		\$45.00	D&R		
WCTK	98.1	47 kw @ 510	Country		\$50.00	D&R	Hall	New Bedford
WFHN	107.1	2.4 kw @ 348	CHR		\$ NA	Mc-Guild	Spring	Fairhaven, MA
WHJY	94.1	50 kw @ 440	AOR		\$114.00	D&R	Capstar	
WHKK	100.3	3.9 kw @ 236	Classic Hits		\$ NA	Mc-Guild	Citadel	Middletown
WPRO	92.3	39 kw @ 551	CHR		\$80.00	Mc-Guild	Citadel	
WSNE	93.3	29.8 kw @ 619	AC		\$75.00	D&R	Capstar	Taunton
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Clr Chnl	Clear Channel	
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$45.00	Christal	Back Bay	Woonsocket
WWLI	105.1	50 kw @ 500	Soft AC		\$85.00	Mc-Guild	Citadel	
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$65.00	Clr Chnl	Clear Channel	Westerly
WXEX	99.7	2.3 kw @ 535	New Rock		\$44.00	Mc-Guild	Citadel	Wakefield

Notes: Other ranked stations -- See Boston

Jim Duncan

Comments: Overall listening to radio is up slightly . . . WWLI-F recovered nicely after its weak Spring showing . . . Hispanic WPMZ is showing growth . . . WPRO slumped to its lowest share in many years

RALEIGH-DURHAM

Arbitron Rank: 49 Pop (12+): 896,300
 MSA Rank: 55
 MSA Pop: 1,070,000
 DMA: 30
 Average Persons Rating: 15.1
 Market TSL in Hours: 19.75

Stations: 31 / 24
 Diaries: 2,219 / 404:1 / 55.7%
 Sample Target: 2,060
 % Below Line: 6.1
 % Not Listed: 21.3
 Pop per Station: 37,346

Last Year's Revenue: \$54,100,000
 Household Income: \$46,664
 Total Retail Sales: \$11.9 Bil.
 #1 Biller: WDCG-F \$8,500,000
 #1 Billing Portfolio: Capstar \$22,400,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WQDR-F	C	110 / 8.2	56	48	5.5	4.8	60	1486 / 16.6	14.6	11.9	F	WQDR-F
2	WQOK-F	B	93 / 6.9	100	77	9.2	7.6	84	1496 / 16.7	18.6	16.8	G	WQOK-F
3	WRAL-F	AC/CHR	92 / 6.8	58	63	6.6	6.3	64	1922 / 21.4	20.7	22.0	H	WRAL-F
4	WDCG-F	CHR	85 / 6.3	6.4	7.7	7.3	8.4	6.9	1940 / 21.6	21.2	23.4	H	WDCG-F
5	WNNL-AF	B/G	84 / 6.2	5.1	4.3	3.9	2.2	4.9	954 / 10.6	9.3	8.5	C	WNNL-AF
6	WTRG-F	O	80 / 5.9	5.8	5.4	5.0	5.3	5.5	1434 / 16.0	16.7	16.5	G	WTRG-F
7	WPTF	FS/T	77 / 5.7	5.8	6.7	5.6	6.6	6.0	1065 / 11.9	13.3	14.7	F	WPTF
8	WROU-F	AOR	62 / 4.6	4.6	6.0	5.3	6.0	5.1	1244 / 13.9	14.1	17.1	G	WROU-F
9	WRSN-F	AC	57 / 4.2	4.4	3.7	4.3	4.4	4.2	1060 / 11.8	12.7	13.1	D	WRSN-F
10	WFXC-FF	B/AC	56 / 4.2	5.1	5.5	4.8	7.1	4.9	830 / 9.3	10.9	12.8	E	WFXC-FF
11	WBBB-F	AOR	47 / 3.5	5.9	4.0	5.2	5.5	4.6	1084 / 12.1	14.2	12.8	E	WBBB-F
12	WKIX-F	C	40 / 3.0	3.4	2.9	1.1	1.2	2.6	865 / 9.6	8.6	3.7	E	WKIX-F
13	WJMH-F	B	36 / 2.7	2.9	2.4	2.4	2.5	2.6	664 / 7.4	8.0	8.4	E	WJMH-F
14	WKXU-F	C	19 / 1.4	1.5	1.8	1.2	1.3	1.5	386 / 4.3	5.3	4.0	E	WKXU-F
15	WWND-F	J	18 / 1.3						330 / 3.7			E	WWND-F

12+ FM Share (Metro): 87.57% (930 of 1062) (Summer 97: 82.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >	1 WQOK-F <	1 WQDR-F <	1 WQDR-F	1 WQDR-F	1 WPTF <	1 WQDR-F <	1 WQDR-F <	1 WRAL-F <	1 WQOK-F >>	1 WNNL-AF <
2 WDCG-F	2 WDCG-F	2 WDCG-F <	2 WRAL-F <	2 WRAL-F <	2 WQDR-F	2 WDCG-F	2 WPTF	2 WQDR-F <	2 WNNL-AF	2 WQDR-F <
3 WRAL-F	3 WQDR-F <	3 WRAL-F <	3 WDCG-F <	3 WTRG-F <	3 WTRG-F	3 WROU-F <	3 WRAL-F	3 WQOK-F <	3 WDCG-F <	3 WQOK-F
WJMH-F	4 WRAL-F	4 WQOK-F	4 WNNL-AF <	4 WNNL-AF <	4 WNNL-AF <	4 WRAL-F	4 WTRG-F	4 WTRG-F <	4 WRAL-F <	4 WTRG-F
5 WBBB-F >	5 WNNL-AF <	5 WNNL-AF <	5 WRDU-F	5 WDCG-F <	5 WRAL-F	5 WNNL-AF <	5 WDCG-F <	5 WDCG-F	5 WBBB-F <	5 WRAL-F
	6 WRDU-F <	6 WRDU-F	6 WQOK-F	6 WRDU-F <	6 WFXC-FF	6 WQOK-F <	6 WRSN-F <	WNNL-AF	6 WJMH-F	WDCG-F
	7 WBBB-F	7 WTRG-F <	WTRG-F <	7 WFXC-FF	7 WRSN-F	7 WPTF <	7 WQOK-F	7 WRSN-F <	WQDR-F	7 WPTF <
	8 WJMH-F	8 WFXC-FF <	8 WFXC-FF <	8 WRSN-F	8 WRDU-F <	8 WTRG-F	WNNL-AF	8 WRDU-F	8 WFXC-FF	8 WBBB-F <
	9 WRSN-F	9 WRSN-F <	9 WRSN-F	WQOK-F	9 WKIX-F <	9 WFXC-FF	9 WFXC-FF	9 WBBB-F <	9 WPTF <	9 WFXC-FF <
	10 WBBB-F	10 WBBB-F	10 WPTF	10 WDCG-F	10 WRSN-F <	WRDU-F	10 WPTF	10 WTRG-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDCG-F	1 WDCG-F	1 WDCG-F	1 WDCG-F <	1 WNNL-AF <	1 WQOK-F	1 WQOK-F	1 WRDU-F	1 WRDU-F	1 WQDR-F	1 WPTF <
WQOK-F >	2 WQOK-F	2 WNNL-AF	2 WRAL-F	2 WRAL-F <	2 WJMH-F <	2 WRDU-F	2 WQDR-F <	WQDR-F	2 WRDU-F >	2 WQOK-F >
3 WRAL-F	3 WNNL-AF <	WQDR-F	WNNL-AF	3 WQDR-F	3 WRAL-F	3 WQDR-F	3 WDCG-F <	3 WDCG-F <	3 WDCG-F <	3 WNNL-AF
4 WNNL-AF	4 WQDR-F <	WQOK-F	4 WQOK-F <	WTRG-F	4 WBBB-F	4 WDCG-F	4 WQOK-F	4 WDCG-F	4 WTRG-F <	WQDR-F >
5 WBBB-F	5 WRAL-F	5 WRAL-F <	5 WQDR-F <	5 WDCG-F <	5 WQDR-F	WRAL-F <	5 WNNL-AF	WRAL-F	5 WRAL-F	5 WRAL-F
WJMH-F	6 WRSN-F	6 WRSN-F >	6 WRSN-F	6 WRSN-F	WRDU-F	6 WBBB-F	6 WBBB-F	6 WBBB-F	6 WPTF	WDCG-F
WQDR-F	7 WBBB-F	7 WFXC-FF	7 WFXC-FF	7 WFXC-FF <	7 WDCG-F >	7 WJMH-F	WRAL-F >	7 WTRG-F <	WFXC-FF	
WRSN-F >	8 WFXC-FF	8 WTRG-F	8 WTRG-F >	8 WQOK-F >	8 WTRG-F	8 WNNL-AF >	8 WFXC-FF	8 WNNL-AF	8 WQOK-F <	
	9 WJMH-F	9 WKIX-F	9 WKIX-F	9 WKIX-F	9 WTRG-F	9 WTRG-F	9 WPTF <	9 WPTF <	9 WNNL-AF <	
		10 WBBB-F <					10 WFXC-FF	10 WBBB-F	10 WBBB-F	
							WJMH-F			

Other Rated Stations Metro Cume Share Rating

WAUG	B/G	750	New Hope	0.4	0.7
WDNC	N/T	620	Durham	0.7	3.4
WHLO-AF	C	102.5	Louisburg	1.0	1.1
WMPM	C	1270	Smithfield	0.8	1.0
WRBZ	T/SPRTS	850	Raleigh	1.0	3.5
WRTP	REL-CC	1530	Chapel Hill	0.4	0.7

Other Rated Stations--Outside Market Metro Cume Share Rating

WERO-F	CL HITS	93.3	Washington	0.4	1.0
WKRR-F	AOR/CL	92.3	Asheboro	0.6	2.6
WMAG-F	AC	99.5	High Point	0.5	2.4
WQMG-F	B/AC	97.1	Greensboro	0.5	1.9
WRCQ-F	AOR	103.5	Fayetteville	0.6	3.0
WZFX-F	B	99.1	Whiteville	0.8	2.7

RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue
Capstar WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	21.0 %	25.1 %	41.4 %
Clear Channel WDUR-AM, WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM	17.4 %	17.7 %	18.1 %
Curtis WBBB-FM, WCHL-AM, WKIX-FM, WKXU-FM, WPTF-AM, WQDR-FM	21.8 %	20.5 %	25.9 %
	60.2 %	63.3 %	85.4 %

AM Stations

WDUR	1490	1 kW	See WNNL-F					Durham
WPTF	660	50 kW (DA-N)	Full Service/Talk.	CBS	\$76.00	Mc-Guild	Curtis	

FM Stations

WBBB	95.1	100 kW @ 985	AOR	Westwd	\$ NA	Mc-Guild	Curtis	
WDCG	105.1	100 kW @ 1040	CHR	ABC	\$125.00	Allied	Capstar	
WFXC	107.1	2.6 kW @ 500	Black AC	ABC	\$64.00	Eastman	Clear Channel	
WFXK	104.3	100 kW @ 981	See WFXC-F					Tarboro
WKIX	96.9	100 kW @ 984	Country	Westwd	\$26.00	Mc-Guild	Curtis	Goldsboro
WKXU	101.1	100 kW @ 1190	Country	Westwd	\$ NA	Mc-Guild	Curtis	Burlington
WNNL	103.9	7.9 kW @ 577	Black Gospel	ABC	\$ NA	Clr Chnl	Clear Channel	Fuquay-Varina
WQDR	94.7	100 kW @ 1690	Country	Westwd	\$83.00	Mc-Guild	Curtis	
WQOK	97.5	100 kW @ 981	Black	ABC	\$75.00	Clr Chnl	Clear Channel	S. Boston, VA
WRAL	101.5	100 kW @ 1621	AC/CHR		\$150.00	Katz	Capitol	
WRDU	106.1	100 kW @ 1350	AOR	Source	\$101.00	Allied	Capstar	Wilson
WRSN	93.9	100 kW @ 1270	AC		\$55.00	Allied	Capstar	Burlington
WTRG	100.7	100 kW @ 1958	Oldies	ABC	\$100.00	Allied	Capstar	Rocky Mount
WWND	102.9	1.7 kW @ 620	Jazz		\$ NA	---		

Notes.

Jim Duncan

Comments Listening levels are down slightly . . . WQDR-F has its strongest book in years while WQOK-F has its weakest in years . . . WNNL-AM has its fourth straight up book and the highest share ever for the 103.9 . . . WRAL-F bounced back from its weak Spring book

RICHMOND

Arbitron Rank: 57 Pop (12+): 787,200
MSA Rank: 62
MSA Pop: 945,000
DMA: 54
Average Persons Rating: 15.4
Market TSL In Hours: 20.25

Stations: 25 / 23
Diaries: 2,065 / 381:1 / 54.6%
Sample Target: 1,980
% Below Line: 0.7
% Not Listed: 11.3
Pop per Station: 34,226

Last Year's Revenue: \$41,000,000
Household Income: \$46,206
Total Retail Sales: \$9.4 Bil.
#1 Biller: WKHK-F \$7,000,000
#1 Billing Portfolio:
Clear Channel: \$18,000,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WCDX-F	B	115 / 9.5	10.3	10.1	9.8	11.0	9.9	1379 / 17.5	18.1	18.2	F	WCDX-F
2	WKHK-F	C	114 / 9.4	10.8	10.6	10.3	10.8	10.3	1550 / 19.7	19.2	21.9	H	WKHK-F
3	WTVR-F	SAC	110 / 9.1	10.3	10.0	9.4	9.7	9.7	1567 / 19.9	20.8	18.6	G	WTVR-F
4	WRVA	FS	107 / 8.8	7.9	8.9	8.3	7.6	8.5	1407 / 17.9	18.4	16.7	F	WRVA
5	WRVQ-F	CHR	76 / 6.3	6.7	7.0	6.0	6.7	6.5	1643 / 20.9	20.5	21.0	E	WRVQ-F
6	WMXB-F	AC	73 / 6.0	6.2	4.9	4.0	5.4	5.3	1379 / 17.5	18.2	16.3	F	WMXB-F
7	WKJS-F	B/AC	65 / 5.4	4.8	3.1	3.3	3.2	4.1	911 / 11.6	10.2	10.5	F	WKJS-F
8	WKLR-F	CL HITS	57 / 4.7	3.6	3.6	3.6	2.9	3.9	1062 / 13.5	11.6	9.8	C	WKLR-F
	WBZU-F	AOR-NR	57 / 4.7	4.0	3.2	4.4	3.1	4.1	872 / 11.1	11.2	9.7	C	WBZU-F
10	WPLZ-F	B/AC	44 / 3.6	3.9	5.6	6.4	5.0	4.9	922 / 11.7	12.2	12.8	C	WPLZ-F
	WRXL-F	AOR	44 / 3.6	3.3	4.0	3.9	4.3	3.7	994 / 12.6	10.0	13.3	E	WRXL-F
12	WSMJ-F	J	43 / 3.5	3.6	5.5	4.6	4.2	4.3	771 / 9.8	9.9	10.2	B	WSMJ-F
13	WSOJ-F	B	31 / 2.6	2.1	1.6	3.4	3.5	2.4	676 / 8.6	7.0	7.7	A	WSOJ-F
14	WTVR	ST	22 / 1.8	2.1	1.8	1.4	1.9	1.8	327 / 4.2	4.4	3.1	A	WTVR
15	WRNL	SPRTS	21 / 1.7	1.4	0.9	1.8	1.3	1.5	405 / 5.1	4.5	4.2	A	WRNL
16	WFTH	B/G	20 / 1.7	1.2	1.1	0.6	1.5	1.1	214 / 2.7	1.8	2.2		WFTH
17	WXGI	C	18 / 1.5	0.7	1.4	1.4	1.5	1.3	200 / 2.5	2.3	3.1		WXGI
18	WREJ	B/G	14 / 1.2	1.5	1.5	2.1	0.8	1.6	163 / 2.1	2.5	2.4		WREJ

12+ FM Share (Metro): 78.42% (843 of 1075) (Summer 97: 80.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCDX-F	1 WCDX-F >	1 WCDX-F	1 WTVR-F <	1 WTVR-F <	1 WRVA	1 WRVA	1 WTVR-F <	1 WKHK-F <	1 WCDX-F >>	1 WCDX-F <
2 WRVQ-F >>	2 WKHK-F <	2 WKHK-F	2 WKHK-F <	2 WKHK-F	2 WTVR-F	2 WKHK-F <	2 WKHK-F	2 WCDX-F	2 WTVR-F	2 WKHK-F
3 WSOJ-F	3 WMXB-F <	WMXB-F <	3 WCDX-F <	3 WCDX-F <	3 WKHK-F >	3 WTVR-F	WRVA	WTVR-F	3 WRVQ-F <	3 WKJS-F <
	WBZU-F	4 WRVQ-F	4 WTVR-F	4 WMXB-F <	4 WMXB-F <	4 WKJS-F	4 WCDX-F	4 WCDX-F <	4 WMXB-F <	4 WRVA <
5 WKHK-F >	WBZU-F	5 WRVQ-F <	5 WKJS-F <	5 WKJS-F <	5 WSMJ-F	5 WRVQ-F <	5 WRVQ-F <	5 WMXB-F	5 WRVA	5 WKJS-F
	6 WRXL-F	6 WKLR-F <	6 WKJS-F	6 WKLR-F	6 WKLR-F <	6 WKLR-F	6 WRVQ-F	6 WRVQ-F	6 WKHK-F	6 WRVQ-F
	7 WTVR-F	7 WKJS-F <	7 WRVQ-F	7 WRVQ-F <	7 WKLR-F <	WMXB-F	7 WBZU-F <	7 WKJS-F	WSMJ-F <	7 WPLZ-F
		WKLRF-F	8 WBZU-F	8 WRXL-F	8 WRVA	8 WCDX-F	8 WKJS-F	8 WKLR-F	WBZU-F <	8 WBZU-F <
		9 WKJS-F <	9 WRXL-F	9 WRVA <	9 WRXL-F <	9 WRVQ-F	9 WRXL-F <	9 WKLR-F <	9 WPLZ-F	9 WKLR-F <
		10 WPLZ-F	10 WPLZ-F <	10 WSMJ-F <	10 WSMJ-F	10 WBZU-F >	10 WKJS-F >	10 WSMJ-F	10 WMXB-F	10 WMXB-F
										WSMJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WCDX-F >	1 WCDX-F >	1 WKHK-F	1 WCDX-F <	1 WTVR-F	1 WCDX-F >	1 WCDX-F	1 WRXL-F <	1 WKLR-F <	1 WKLR-F >	1 WCDX-F >
2 WMXB-F	2 WRVQ-F <	2 WCDX-F	2 WTVR-F	2 WKHK-F	2 WBZU-F >	2 WBZU-F	2 WCDX-F	2 WCDX-F	2 WKHK-F <	2 WRVA
	WRVQ-F	3 WKHK-F	3 WRVQ-F	3 WKHK-F <	3 WCDX-F	3 WKHK-F	3 WRXL-F	WBZU-F <	3 WBZU-F	3 WMXB-F
4 WBZU-F >>	WMXB-F	WMXB-F <	4 WMXB-F <	4 WMXB-F	4 WRVQ-F	4 WKLR-F <	4 WKLR-F	4 WMXB-F	WRVA <	4 WKHK-F <
5 WKHK-F	5 WTVR-F	5 WTVR-F >	5 WRVQ-F	WKJS-F <	5 WPLZ-F	5 WKHK-F <	5 WRNL	WRXL-F <	5 WKJS-F	5 WBZU-F <
	WTVR-F	6 WKJS-F <	6 WKJS-F >	6 WRVQ-F >	WRXL-F	6 WMXB-F	6 WMXB-F	6 WKHK-F	WRXL-F <	6 WKJS-F
	WSOJ-F	7 WSOJ-F	7 WRXL-F	7 WPLZ-F	7 WSMJ-F	WRVB-F	7 WRVQ-F	7 WKHK-F	7 WKJS-F	7 WCDX-F
			WKLRF-F	8 WSMJ-F	WPLZ-F <		8 WRNL	WKJS-F	8 WRVQ-F	8 WBZU-F <
				WBZU-F <	9 WKLR-F		WKJS-F	9 WRVA	WRVA <	9 WTVR-F <
					WRVA		WPLZ-F		10 WTVR-F <	10 WRNL

Other Rated Stations	Metro Share	Cume Rating
WCLM	B/O	1450 Highland Spgs. 0.6 1.6
WDYL-F	REL	105.7 Chester 0.4 2.3
WGCV	B/G	1240 Petersburg 0.8 1.9
WLEE	O	1320 Richmond 0.6 1.2
WVHZ	N	990 Richmond 0.5 2.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAFX-F	CL AOR	106.9 Suffolk 0.4 1.9
WUVA-F	B/AC	92.7 Charlottesville 0.3 0.9

RICHMOND

Consolidation Report	12+	25-54	Revenue
Capstar WBZU-FM, WKHK-FM, WKLR-FM, WMXB-FM	24.8 %	27.0 %	35.2 %
Clear Channel WRNL-AM, WRVA-AM, WRVO-FM, WRXL-FM, WTVR-AM, WTVR-FM	31.3 %	27.7 %	43.9 %
Local WKJS-FM, WREJ-AM, WSOJ-FM	9.2 %	10.3 %	4.3 %
Sinclair Communications WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM	17.4 %	16.4 %	16.6 %
	82.7 %	81.4 %	100.0 %

AM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Comments
WPTH	1590	5 kw/0.019 kw	Black Gospel	AURN	\$ NA	---	
WREJ	1540	10 kw (Days, DA)	Black Gospel	ABC, AURN	\$<20.00	Sentry	WSOJ-F/WKJS-F
WRNL	910	5 kw/1.5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$21.00	Cir Chnl	Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	ABC	\$80.00	Mc-Guild	Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	JRN	\$<20.00	Katz	Clear Channel
WXGI	950	5 kw/0.057 kw	Country	Westwd	\$<20.00	---	

FM Stations

Station	Freq	Power	Format	Daypart	Revenue	Advertiser	Comments
WBZU	106.5	7.6 kw @ 1234	AOR-New Rock		\$39.00	Banner	Capstar
WCDX	92.1	4.5 kw @ 771	Black		\$95.00	Allied	Sinclair Commun. Mechanicsville
WKHK	95.3	17.5 kw @ 394	Country		\$125.00	Mc-Guild	Capstar Colonial Heights
WKJS	104.7	100 kw @ 981	Black AC	ABC	\$ NA	Sentry	WREJ/WSOJ-F Crewe
WKLR	96.5	50 kw @ 492	Classic Hits		\$45.00	Katz	Capstar Williamsburg
WMXB	103.7	20 kw @ 840	AC	AP	\$81.00	Mc-Guild	Capstar
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, CBS	\$46.00	Allied	Sinclair Commun. Petersburg
WRVO	94.5	200 kw @ 350	CHR	ABC	\$75.00	Cir Chnl	Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$73.00	Cir Chnl	Clear Channel
WSMJ	101.1	2 kw @ 404	Jazz		\$ NA	Allied	Sinclair Commun.
WSOJ	100.3	4.7 kw @ 371	Black	ABC	\$22.00	Sentry	WREJ/WKJS-F Petersburg
WTVR	98.1	50 kw @ 840	Soft AC		\$85.00	Cir Chnl	Clear Channel

Notes: 9/98 WBZU-F changed from New Rock to Oldies as WRCL-F ("Cool 106.5") . . . 9/98 WSMJ-F changed from Smooth Jazz to Country as WJRV-F ("The River") . . . 9/98 According to the M Street Journal, WDYL-F moved from 105.7 to 101.1 while WJRV-F moved from 101.1 to 105.7, with each station maintaining its respective ERP and HAAT; the FCC database shows these as construction permits

Jim Duncan

Comments: Listening levels are down slightly . . . WKHK-F fell out of double figures and its lowest share in several years . . . In fact, no station in Richmond has a ten share or better this time . . . WKLR-F is at its highest share level in many years

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 30 Pop (12+): 1,357,000	Stations: 48 / 16	Last Year's Revenue: \$27,000,000
MSA Rank: 11	Diarlos: 2,546 / 533:1 / 51.3%	Household Income: \$38,473
MSA Pop: 3,100,000	Sample Target: 2,420	Total Retail Sales: \$12.4 Bil
DMA: Los Angeles (#2)	% Below Line: 55.1	#1 Biller: KFRG-FF \$10,400,000
Average Persons Rating: 16.2	% Not Listed: 11.2	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 84,812	CBS \$10,400,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KFRG-FF	C	212 / 9.6	11.2	12.3	11.3	10.5	11.1	2645 / 19.5	20.4	19.8	I KFRG-FF
2	KFI	T	152 / 6.9	6.0	7.7	6.1	6.4	6.7	1761 / 13.0	13.6	12.5	KFI
3	KGGI-F	CHRU	130 / 5.9	6.1	5.6	7.0	6.1	6.2	2557 / 18.8	21.1	19.1	F KGGI-F
4	KOLA-F	O	100 / 4.6	4.6	3.7	4.2	4.9	4.3	1755 / 12.9	11.4	13.8	E KOLA-F
5	KIIS-F	CHR	85 / 3.9	3.0	3.2	2.4	2.1	3.1	1960 / 14.4	12.0	10.6	KIIS-F
6	KSCA-F	SP-R	82 / 3.7	2.8	4.6	3.2	2.3	3.6	750 / 5.5	5.4	4.6	KSCA-F
7	KKBT-F	B	74 / 3.4	3.6	3.8	3.9	5.0	3.7	1367 / 10.1	11.1	9.2	KKBT-F
8	KOST-F	AC	73 / 3.3	2.9	2.9	3.0	2.1	3.0	1374 / 10.1	10.2	8.1	KOST-F
9	KWRP-F	ST	64 / 2.9	3.0	2.2	2.8	3.5	2.7	541 / 4.0	4.0	4.9	C KWRP-F
10	KCAL-F	AOR	62 / 2.8	2.7	1.9	2.9	3.8	2.6	1084 / 8.0	7.0	8.6	E KCAL-F
11	KLOS-F	AOR	60 / 2.7	3.2	2.7	2.9	2.9	2.9	1116 / 8.2	7.7	9.2	KLOS-F
12	KTVW-F	J	58 / 2.6	2.1	2.2	2.1	1.9	2.3	893 / 6.6	6.1	5.3	KTVW-F
13	KLVE-F	SP	57 / 2.6	2.3	2.8	2.3	2.1	2.5	828 / 6.1	4.9	4.8	KLVE-F
14	KCXX-F	AOR-P	54 / 2.5	2.7	3.0	3.2	2.4	2.8	1133 / 8.3	9.2	7.7	D KCXX-F
15	KCBS-F	CL AOR	51 / 2.3	1.7	2.8	2.4	2.9	2.3	1011 / 7.4	6.7	8.0	KCBS-F
	KSSE-F	SP-C	51 / 2.3	1.8	2.7	2.7	2.0	2.4	768 / 5.7	5.5	5.4	KSSE-F
17	KROQ-F	AOR-NR	46 / 2.1	1.5	1.8	1.6	2.4	1.7	988 / 7.4	6.4	7.8	KROQ-F
18	KPWR-F	U/CHR	45 / 2.0	2.3	1.7	1.4	1.6	1.9	1101 / 8.1	8.9	8.0	KPWR-F

12+ FM Share (Metro): 83.81% (1636 of 1952) (Summer 97: 82.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGGI-F	1 KGGI-F <	1 KFRG-FF >	1 KFRG-FF >	1 KFRG-FF >	1 KFRG-FF <	1 KFRG-FF	1 KFI <	1 KFRG-FF >	1 KGGI-F	1 KFRG-FF >
2 KIIS-F >	2 KFRG-FF	2 KGGI-F	2 KFI <	2 KFI <	2 KFI >	2 KFI >	2 KFRG-FF >	2 KGGI-F	2 KFRG-FF	2 KGGI-F >
3 KKBT-F <	3 KKBT-F <	3 KFI <	3 KGGI-F <	3 KOLA-F <	3 KOLA-F	3 KSCA-F <	3 KOLA-F <	3 KFI <	3 KIIS-F <	3 KOLA-F <
4 KPWR-F	4 KSCA-F	4 KSCA-F <	4 KOLA-F <	4 KGGI-F	4 KWRP-F	4 KGGI-F <	4 KGGI-F	4 KOLA-F	4 KKBT-F <	4 KIIS-F <
5 KCXX-F	5 KIIS-F	5 KOLA-F	5 KSCA-F <	5 KSCA-F <	5 KTVW-F	5 KLOS-F <	5 KOST-F <	5 KKBT-F <	5 KOST-F <	5 KFI <
6 KCAL-F <	6 KLOS-F	6 KLOS-F <	6 KLOS-F <	6 KLOS-F	6 KOST-F <	6 KOLA-F <	6 KSCA-F	6 KIIS-F <	6 KFI	6 KSCA-F <
7 KCXX-F <	KIIS-F	7 KCAL-F	7 KCAL-F <	7 KGGI-F	7 KIIS-F	7 KIIS-F <	7 KIIS-F <	7 KOST-F	7 KCXX-F	7 KWRP-F
8 KSSE-F	KKBT-F	8 KKBT-F	8 KOST-F	8 KOST-F	8 KKBT-F	8 KKBT-F	8 KCAL-F	8 KCXX-F	8 KPWR-F <	8 KKBT-F <
9 KROQ-F <	9 KCAL-F	KIIS-F	KCBS-F <	9 KWRP-F	9 KTVW-F <	9 KTVW-F <	9 KTVW-F <	9 KTVW-F <	9 KWRP-F <	9 KCAL-F
	10 KOST-F	KOST-F	10 KTVW-F	KOST-F <		10 KCAL-F <				
		KCBS-F	KKBT-F <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KGGI-F >	1 KFRG-FF	1 KFRG-FF >	1 KFRG-FF >	1 KFRG-FF >>	1 KGGI-F	1 KKBT-F	1 KSCA-F <	1 KFRG-FF	1 KFRG-FF	1 KFRG-FF
2 KIIS-F	KGGI-F >	2 KGGI-F	2 KGGI-F >	2 KGGI-F <	KPWR-F	2 KSCA-F	2 KKBT-F <	2 KLOS-F <	2 KOLA-F <	KFI >>
3 KFRG-FF	3 KIIS-F	3 KSCA-F	3 KIIS-F	3 KFI	3 KKBT-F	3 KGGI-F <	3 KCAL-F	3 KSCA-F	3 KFI	3 KGGI-F
4 KSSE-F	4 KKBT-F <	4 KKBT-F	KOST-F <	4 KOST-F <	4 KIIS-F	4 KFRG-FF <	4 KFRG-FF <	4 KOLA-F	4 KLOS-F	KOLA-F
5 KKBT-F	5 KSCA-F <	5 KIIS-F	5 KFI	5 KOLA-F	5 KSCA-F	5 KCAL-F	5 KLOS-F <	KGGI-F <	5 KSCA-F <	KKBT-F
KOST-F	6 KCXX-F <	6 KCAL-F	6 KOLA-F <	6 KLVE-F <	KSSE-F	6 KLOS-F <	6 KGGI-F <	6 KFI	6 KCAL-F	KIIS-F
KCXX-F	7 KOST-F	7 KSCA-F	7 KSCA-F	7 KSCA-F	7 KFRG-FF	7 KROQ-F	7 KROQ-F <	KCAL-F <	7 KCBS-F <	
8 KPWR-F	8 KSSE-F <	8 KCXX-F <	KKBT-F	KIIS-F	8 KCXX-F	KIIS-F <	8 KCXX-F	8 KKBT-F	8 KGGI-F	
9 KBIG-F	9 KLVE-F	9 KOST-F	KLVE-F	9 KTVW-F <	9 KPWR-F <	9 KCMG-F	9 KCBS-F	9 KKBT-F <	9 KKBT-F <	
	KCAL-F <		10 KSSE-F	10 KKBT-F			10 KIIS-F <	10 KTVW-F		

Consolidation Report	12+	25-54	Revenue
Anaheim KCAL-FM, KOLA-FM	7.4 %	9.5 %	25.1 %
CBS KFRG-FM, KXFG-FM	9.6 %	18.4 %	38.5 %
EXCL KCAL-AM, KSZZ-AM	0.7 %	0.8 %	2.6 %
Jacor, pend. KCKC-AM, KDIF-AM	1.2 %	0.8 %	1.9 %
	19.0 %	29.5 %	68.1 %

RIVERSIDE-SAN BERNARDINO

Other Rated Stations			Metro Cume Share Rating		Other Rated Stations--Outside Market					Metro Cume Share Rating	
KATY-F	AC	101.3	Idyllwild	0.6	1.1	KABC	T	790	Los Angeles	0.7	2.1
KCAL-AA	SP	1410	Redlands	0.7	2.2	KACE-FF	B/O	98.3	W. Covina	0.8	1.9
KCKC	C	1350	San Bernardino	0.6	1.1	KBIG-F	AC	104.3	Los Angeles	1.8	6.4
KDIF	SP-C	1440	Riverside	0.6	1.5	KCMG-F	B/O	100.3	Los Angeles	1.6	5.2
KELT-F	SAC	92.7	Riverside	0.8	2.7	KFWB	N	980	Los Angeles	0.4	2.3
KMRZ	ST	1290	San Bernardino	0.5	1.5	KKGO-F	CL	105.1	Los Angeles	0.9	2.2
KXRS-F	SP-C	105.7	Hemet	0.5	1.3	KLAC	ST	570	Los Angeles	0.7	2.7
KXSB-F	SP-C	101.7	Big Bear Lake	1.0	2.7	KLAX-F	SP-R	97.9	E. Los Angeles	0.8	2.3
						KLSX-F	T	97.1	Los Angeles	1.3	3.2
						KLYY-F	AOR-NR	107.1	Arcadia	0.9	3.8
						KNX	N	1070	Los Angeles	1.6	7.1
						KPSI-F	CHR	100.5	Palm Springs	0.3	0.8
						KRLA	O	1110	Pasadena	0.3	1.3
						KRTH-F	O	101.1	Los Angeles	1.8	6.6
						KTNQ	SP-NT	1020	Los Angeles	0.7	1.3
						KWVE-F	REL	107.9	San Clemente	0.4	1.6
						KYSR-F	AC/CHR	98.7	Los Angeles	1.0	4.3
						KZLA-F	C	93.9	Los Angeles	0.6	3.4
						XTRA	SPRTS	690	Tijuana, MX	0.6	1.6

AM Stations

KCAL	1410	5 kw/4 kw (DA-N)	Hispanic		\$33.00	Caballero	EXCL	Redlands
KCKC	1350	5 kw/0.6 kw (DA-2)	Classic Country	CNN	\$ NA	Mc-Guild	Jacor, pend.	
KDIF	1440	1 kw	Hispanic-Contemp.		\$ NA	—	Jacor	
KMRZ	1290	5 kw (DA-2)	Standards		\$ NA	Century	Chancellor	
KSZZ	590	1 kw (DA-2)	See KCAL			Caballero	EXCL	

FM Stations

KCAL	96.7	1.75 kw @ 376	AOR		\$81.00	Banner	Anaheim	Redlands
KCXX	103.9	0.19 kw @ 1751	Progressive AOR		\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	6 kw @ 328	Soft AC		\$ NA	Lotus	Amaturo	
KFRG	95.1	50 kw @ 490	Country		\$175.00	Allied	CBS	
KGGI	99.1	2.5 kw @ 1844	CHR/Urban		\$102.00	Sentry	Chancellor	
KOLA	99.9	29.5 kw @ 1663	Oldies		\$85.00	D&R	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Standards	USA. Westwd	\$35.00	—		San Jacinto
KXFG	92.9	6 kw @ 328	See KFRG-F					Sun City
KXRS	105.7	0.17 kw @ 1023	Hispanic-Contemp.		\$ NA	Lotus	Lazer	Hemet
KXSB	101.7	0.27 kw @ 1414	Hispanic-Contemp.	UPI	\$ NA	—		Big Bear Lake

Notes: Other ranked stations – See Los Angeles . . . 9/98 KSZZ (590) changed from Hispanic Romantica to simulcasting KCAL (AM) . . . 9/98 KWRP-F sold for \$2,650,000 (Media Services) . . . 9/98 KCKC sold by All-Pro to Jacor for \$2,300,000 (McCoy) . . . 9/98 KATY-F (101.3; Idyllwild) LMA'd by KCXX-F . . . 10/98 Jacor sold these stations to Clear Channel as part of a merger valued at \$4.4 Bil.: KCKC; KDIF

Jim Duncan

Comments: Listening levels are down significantly (-0.9 ratings point) . . . KFRG-F falls out of double figures; in such instances in the past, the station has quickly recovered back above a ten share . . . Listening to local stations is down by 2.3 share points as compared to a year ago

ROCHESTER, NY

Arbitron Rank: 48 Pop (12+): 898,400	Stations: 30 / 22	Last Year's Revenue: \$34,500,000
MSA Rank: 51	Diaries: 2,215 / 406:1 / 54.2%	Household Income: \$47,287
MSA Pop: 1,090,000	Sample Target: 2,200	Total Retail Sales: \$9.9 Bil.
DMA: 73	% Below Line: 4.9	#1 Biller: WCMF-F \$5,850,000
Average Persons Rating: 15.1	% Not Listed: 16.3	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 40,836	CBS \$15,540,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WBEE-F	C	154 / 11.3	10.0	10.4	11.5	10.5	10.8	1699 / 18.9	20.3	18.6	F	WBEE-F
2	WHAM	FS	147 / 10.8	10.0	10.8	11.9	11.0	10.9	2157 / 24.0	21.5	23.6	G	WHAM
3	WRMM-F	SAC	100 / 7.4	7.5	7.2	7.6	6.8	7.4	1666 / 18.5	18.2	17.1	F	WRMM-F
4	WDKX-F	B	94 / 6.9	5.7	5.4	4.5	5.7	5.6	979 / 10.9	10.2	9.1	C	WDKX-F
5	WBBF-F	O	74 / 5.4	4.7	4.6	4.6	4.3	4.8	1381 / 15.4	15.5	13.7	C	WBBF-F
6	WCMF-F	AOR	72 / 5.3	5.5	5.8	6.5	5.8	5.8	1299 / 14.5	15.0	14.9	G	WCMF-F
7	WPXY-F	CHR	71 / 5.2	7.3	7.0	6.6	8.9	6.5	1915 / 21.3	23.5	23.7	F	WPXY-F
8	WVOR-F	AC	69 / 5.1	7.1	5.8	4.5	4.9	5.6	1273 / 14.2	15.8	12.9	C	WVOR-F
9	WNVE-F	AOR-NR	52 / 3.8	5.0	5.4	6.5	5.5	5.2	1228 / 13.7	15.2	17.7	C	WNVE-F
10	WZNE-F	AC-NR	50 / 3.7	5.2	4.6	4.8	4.7	4.6	1227 / 13.7	17.0	16.0	B	WZNE-F
11	WEZO	ST	37 / 2.7	2.8	2.3	3.3	3.0	2.8	526 / 5.9	7.0	7.5	A	WEZO
12	WQRF-F	CL AOR	31 / 2.3	2.4	2.3	2.3	1.9	2.3	744 / 8.3	10.0	8.3	B	WQRF-F
13	WMAX-F	CHR/B	29 / 2.1	1.6	0.7	0.6	0.9	1.3	750 / 8.4	6.0	2.2		WMAX-F
14	WHTK	T	23 / 1.7	1.0	1.5	1.2	1.1	1.3	387 / 4.3	4.1	4.6	A	WHTK
15	WYSY-F	SAC	19 / 1.4	1.7	1.9	3.0	2.5	2.0	445 / 5.0	4.3	8.3	B	WYSY-F
	WJZR-F	J	19 / 1.4	1.3	1.4	1.1	0.9	1.3	317 / 3.5	4.2	3.2	A	WJZR-F

12+ FM Share (Metro): 80.72% (917 of 1136) (Summer 97: 81.51%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WDKX-F	1 WBEE-F >	1 WBEE-F >	1 WBEE-F >	1 WBEE-F	1 WHAM	1 WHAM	1 WBEE-F <	1 WBEE-F	1 WBEE-F <	1 WBEE-F
2	WPXY-F	2 WDKX-F	2 WVOR-F <	2 WHAM	2 WHAM <	2 WBEE-F	2 WBEE-F	2 WHAM	2 WHAM	2 WDKX-F <	2 WDKX-F <
3	WMAX-F	3 WPXY-F <	3 WCMF-F	WRMM-F <	3 WRMM-F	3 WRMM-F	3 WCMF-F <	3 WRMM-F	3 WRMM-F	3 WHAM >	3 WHAM
4	WNVE-F	4 WNVE-F	WDKX-F	4 WCMF-F <	4 WCMF-F <	4 WBBF-F >	4 WRMM-F	4 WVOR-F	4 WDKX-F <	4 WRMM-F	4 WRMM-F <
5	WZNE-F >	WVOR-F	WRMM-F	5 WVOR-F <	5 WBBF-F <	5 WDKX-F <	5 WDKX-F <	5 WBBF-F	5 WBBF-F	5 WBBF-F <	5 WPXY-F <
	WZNE-F	6 WHAM <	6 WDKX-F	6 WVOR-F <	6 WCMF-F <	6 WNVE-F	6 WNVE-F	6 WVOR-F <	6 WVOR-F <	6 WPXY-F	6 WBBF-F
7	WCMF-F <	7 WPXY-F <	WBBF-F	7 WDKX-F	7 WEZO <	7 WPXY-F	7 WCMF-F <	7 WPXY-F	7 WPXY-F	7 WVOR-F	7 WCMF-F
8	WRMM-F >	8 WBBF-F	8 WPXY-F	8 WPXY-F	8 WPXY-F	8 WVOR-F >	8 WBBF-F <	8 WPXY-F	8 WCMF-F	8 WZNE-F <	8 WVOR-F
9	WNVE-F	9 WNVE-F	9 WZNE-F	9 WZNE-F	9 WPXY-F	9 WVOR-F	9 WVOR-F	9 WZNE-F	9 WZNE-F	9 WCMF-F <	9 WZNE-F
	WZNE-F >	10 WNVE-F	10 WNVE-F	10 WNVE-F	10 WZNE-F	10 WZNE-F	10 WZNE-F	10 WNVE-F	10 WNVE-F	10 WNVE-F <	10 WEZO <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WBEE-F >>	1 WBEE-F >	1 WBEE-F <	1 WBEE-F	1 WRMM-F <	1 WBEE-F <	1 WBEE-F <	1 WCMF-F	1 WBEE-F	1 WBEE-F	1 WBEE-F
2	WPXY-F	2 WPXY-F	2 WPXY-F	2 WRMM-F	2 WBEE-F	2 WNVE-F	2 WNVE-F	2 WCMF-F	2 WCMF-F	WHAM <	2 WHAM >
	WDKX-F	WZNE-F <	WZNE-F <	3 WVOR-F <	3 WVOR-F	3 WCMF-F	3 WCMF-F	3 WNVE-F	3 WNVE-F	3 WHAM	3 WPXY-F
	WRMM-F	4 WDKX-F	4 WDKX-F	4 WDKX-F <	4 WDKX-F	4 WDKX-F	4 WDKX-F	4 WNVE-F	4 WBBF-F	WDKX-F <	
5	WVOR-F	WRMM-F	WRMM-F	5 WPXY-F	WBBF-F <	5 WVOR-F	5 WVOR-F	5 WHAM	5 WDKX-F <	5 WDKX-F <	5 WBBF-F
	WZNE-F	6 WVOR-F >	6 WZNE-F <	6 WHAM <	6 WPXY-F	6 WPXY-F	6 WPXY-F	6 WVOR-F <	6 WNVE-F	6 WNVE-F	6 WRMM-F
7	WMAX-F	7 WHAM	7 WBBF-F	7 WPXY-F	7 WQRF-F	7 WQRF-F	7 WQRF-F	7 WBBF-F <	7 WRMM-F	7 WRMM-F	
	WNVE-F	8 WCMF-F	8 WHAM >	8 WZNE-F	8 WMAX-F	8 WZNE-F	8 WZNE-F	8 WPXY-F <	8 WVOR-F	8 WVOR-F	
	9 WBBF-F	9 WBBF-F	9 WCMF-F	9 WCMF-F	WHTK >	WHTK <	9 WHTK	9 WQRF-F >	9 WQRF-F <	9 WQRF-F <	
						10 WHAM >	10 WQRF-F	10 WZNE-F <	10 WPXY-F		

Other Rated Stations	Metro Share	Cume Rating
WSTA	SAC 1450	Batavia 0.5 0.8
WDNY-F	AC 939	Dansville 0.4 0.7
WVOR-F	CL AOR 1035	Sodus 0.4 1.2
WVWG	REL 1450	Rochester 0.4 1.2
WZXY-F	REL 997	Palmyra 0.4 1.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WGRF-F	AOR/CL 96.9	Buffalo 0.6 1.4
WHTT-F	O 104.1	Buffalo 0.7 0.9
WKSE-F	CHR 98.4	Niagara Falls 0.5 1.5
WLCE-F	AC-NR 92.9	Buffalo 0.5 1.5
WVJQ-F	AC/CHR 102.5	Buffalo 0.6 2.1
WVUC-F	C 107.7	Wethersfield 0.9 3.1
WVHT-F	CHR 107.9	Syracuse 0.4 1.6
WYRK-F	C 105.5	Buffalo 0.7 1.1

ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue
CBS WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM	21.6 %	25.5 %	45.0 %
Entercom WBBF-FM, WBEE-FM, WEZO-AM, WORV-FM	21.7 %	21.9 %	21.7 %
Jacor WHAM-AM, WHTK-AM, WISY-FM, WMAX-FM, WNVE-FM, WVOR-FM, WYSY-FM	24.9 %	23.7 %	27.6 %
	68.2 %	71.1 %	94.3 %

AM Stations

Station	Freq	Power	Service	Advertiser	Agency	Buyer	Station
WEZO	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Entercom
WHAM	1180	50 kw	Full Service	CBS, Talknt, ABC	\$79.00	Mc-Guild	Jacor
WHTK	1280	5 kw (DA-N)	Talk	CNN, ESPN	\$ NA	Eastman	Jacor

FM Stations

Station	Freq	Power	Service	Advertiser	Agency	Buyer	Station
WBBF	98.9	37 kw @ 564	Oldies	Westwd	\$52.00	Katz	Entercom
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Entercom
WCMF	96.5	50 kw @ 450	AOR		\$109.00	Christal	CBS
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WISY	102.3	3.4 kw @ 282	See WYSY-F				Canandaigua
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	—	
WMAX	107.3	6 kw @ 302	Dance CHR		\$<20.00	Eastman	Jacor
WNVE	95.1	9.5 kw @ 994	New Rock		\$45.00	D&R	Jacor
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS
WORV	93.3	4 kw @ 390	Classic AOR	Westwd	\$<20.00	Katz	Entercom
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied	CBS
WVOR	100.5	50 kw @ 480	AC		\$46.00	Eastman	Jacor
WYSY	106.7	3.5 kw @ 266	Soft AC		\$28.00	Eastman	Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	—	CBS
							Brighton

Notes: 10/98 Jacor sold these stations to Clear Channel in merger valued at \$4.4 Bil.: WHAM; WHTK; WISY-F; WMAX-F; WNVE-F; WVOR-F; WYSY-F . . . 10/98 WCGR (1310; Canandaigua) changed from Standards to Religion, simulcasting WASB; WLKA (1550; Canandaigua) picked up the WCGR calls and remains Standards

Jim Duncan

Comments: Listening levels are down a bit . . . WDKX-F shows a rising trendline and its highest share in more than two years . . . WBBF-F also shows moderate growth . . . WVOR-F fell off from its strong Spring book . . . WPXY-F suffered its worst book in many years . . . WNVE-F also had its worst book in several years . . . WZNE-F fell sharply . . . There seem to be some significant shifts occurring in the market

SACRAMENTO

Arbitron Rank: 28 Pop (12+): 1,381,700
 MSA Rank: 34
 MSA Pop: 1,700,000
 DMA: 21 (w/Stockton, Modesto)
 Average Persons Rating: 15.8
 Market TSL in Hours: 21.25

Stations: 30 / 26
 Diaries: 2,801 / 493:1 / 50.9%
 Sample Target: 2,750
 % Below Line: 3.1
 % Not Listed: 14.0
 Pop per Station: 53,142

Last Year's Revenue: \$75,000,000
 Household Income: \$44,805
 Total Retail Sales: \$15.4 Bil.
 #1 Biller: KFBK \$10,800,000
 #1 Billing Portfolio: CBS \$29,920,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KFBK	N/T	219 / 10.0	9.3	9.7	9.6	9.8	9.7	2547 / 18.4	18.4	20.0	I KFBK
2	KZZO-F	AC-NR	139 / 6.4	6.5	6.3	7.2	7.1	6.6	2827 / 20.5	19.9	21.7	G KZZO-F
3	KSFM-F	CHR/U	137 / 6.3	6.8	6.2	8.5	7.5	6.9	2638 / 19.1	19.7	17.7	H KSFM-F
4	KRXQ-F	AOR	111 / 5.1	4.1	4.5	4.1	4.5	4.4	1624 / 11.8	11.3	11.4	E KRXQ-F
5	KNCI-F	C	109 / 5.0	6.1	4.5	5.1	6.3	5.2	1521 / 11.0	10.7	12.6	G KNCI-F
6	KGBY-F	AC	98 / 4.5	4.2	4.7	4.0	4.6	4.3	1730 / 12.5	11.6	11.8	H KGBY-F
7	KWOD-F	AOR-NR	94 / 4.3	4.5	3.3	4.2	3.3	4.1	2118 / 15.3	14.4	13.0	E KWOD-F
8	KHYL-F	O	89 / 4.1	4.3	4.3	4.2	4.5	4.2	1783 / 12.9	13.2	13.4	F KHYL-F
	KYMX-F	SAC	89 / 4.1	4.5	3.8	3.5	4.0	4.0	1660 / 12.0	11.9	11.1	F KYMX-F
10	KSEG-F	CL AOR	84 / 3.8	3.7	3.0	3.2	3.4	3.4	1572 / 11.4	11.4	10.7	E KSEG-F
11	KDND-F	CHR	83 / 3.8	4.1	3.3	4.2	4.5	3.8	1977 / 14.3	11.8	13.6	F KDND-F
12	KBMB-F	CHR/U	81 / 3.7	3.6	4.0	0.9	0.2	3.0	1329 / 9.6	8.3	0.6	KBMB-F
13	KSSJ-F	J	80 / 3.7	3.8	2.4	2.7	3.0	3.1	1127 / 8.2	7.2	7.5	C KSSJ-F
14	KHTK	SPRTS	78 / 3.6	2.4	4.2	3.0	2.5	3.3	1059 / 7.7	5.6	5.8	C KHTK
15	KCTC	ST	77 / 3.5	2.4	4.1	3.8	3.6	3.5	1037 / 7.5	6.2	7.9	B KCTC
16	KSTE	T	69 / 3.2	2.2	3.5	2.3	2.9	2.8	1118 / 8.1	7.5	7.6	C KSTE
17	KRAK-F	C	56 / 2.6	2.7	3.0	3.1	4.0	2.8	841 / 6.1	6.8	9.9	D KRAK-F
18	KQBR-F	B/A/C	25 / 1.1	1.5	1.4	1.0	1.4	1.3	507 / 3.7	3.4	3.5	KQBR-F
19	KNBR	SPRTS	24 / 1.1	1.2	0.6	1.2	1.6	1.0	600 / 4.3	4.0	5.4	KNBR

12+ FM Share (Metro): 70.84% (1331 of 1879) (Summer 97: 71.02%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KSFM-F >	1 KZZO-F <	1 KZZO-F	1 KZZO-F	1 KFBK	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KFBK <	1 KSFM-F <	1 KSFM-F
2 KDND-F	2 KRXQ-F <	2 KSFM-F <	2 KFBK <	2 KZZO-F	2 KCTC <	2 KGBY-F <	2 KZZO-F	2 KRXQ-F	2 KRXQ-F	2 KZZO-F
	KWOD-F	3 KSFM-F	3 KRXQ-F <	3 KGBY-F	3 KSSJ-F <	3 KSFM-F <	3 KSFM-F <	3 KSFM-F	3 KFBK <	3 KRXQ-F
4 KZZO-F	4 KWOD-F	4 KGBY-F <	4 KNCI-F <	4 KNCI-F	4 KNCI-F <	4 KNCI-F <	4 KNCI-F <	4 KNCI-F <	4 KBMB-F	KFBK
5 KRXQ-F	5 KBMB-F	5 KFBK <	5 KSEG-F <	5 KSEG-F <	5 KHYL-F <	5 KZZO-F	5 KYMX-F <	5 KWOD-F <	5 KZZO-F	5 KNCI-F <
6 KBMB-F	6 KGBY-F <	6 KNCI-F	6 KSFM-F	6 KHYL-F	6 KYMX-F	6 KRXQ-F <	6 KHTK <	6 KRXQ-F	6 KDND-F	6 KHYL-F <
	7 KDND-F <	KSEG-F <	KRXQ-F <	KYMX-F <	7 KGBY-F <	7 KWOD-F	7 KGBY-F <	KDND-F <	7 KSTE <	7 KBMB-F
	8 KNCI-F	8 KWOD-F <	8 KHTK <	8 KSFM-F <	8 KZZO-F	KHTK <	8 KRXQ-F <	8 KHTK <	8 KWOD-F <	KSSJ-F <
	9 KHTK <	9 KHTK	9 KYMX-F <	9 KRXQ-F	KSTE <	9 KHYL-F	9 KWOD-F <	9 KGBY-F	9 KHYL-F <	9 KWOD-F
	10 KSEG-F >	KBMB-F <	10 KHYL-F	KHTK	10 KSEG-F <	KSEG-F <	10 KSTE <	KYMX-F <	10 KNCI-F <	10 KCTC <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSFM-F	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KRXQ-F	1 KRXQ-F >	1 KRXQ-F >	1 KRXQ-F	1 KFBK	1 KSTE <
2 KWOD-F	2 KSFM-F	2 KNCI-F	2 KGBY-F <	2 KNCI-F <	2 KBMB-F	2 KSFM-F	2 KHTK <	2 KFBK <	2 KHTK	2 KFBK >
3 KZZO-F	3 KNCI-F <	3 KGBY-F <	3 KNCI-F <	3 KGBY-F	3 KSFM-F	KWOD-F	3 KWOD-F	3 KHTK	3 KRXQ-F	3 KSFM-F
4 KBMB-F >	4 KBMB-F <	4 KSFM-F	4 KSFM-F	4 KYMX-F <	4 KWOD-F	4 KZZO-F <	4 KZZO-F	4 KSEG-F	4 KSEG-F	4 KNCI-F <
5 KRXQ-F	5 KGBY-F	5 KDND-F	5 KYMX-F <	5 KFBK	5 KZZO-F >	5 KHTK	5 KSFM-F	KZZO-F <	5 KZZO-F	5 KWOD-F <
	KGBY-F	KWOD-F	6 KBMB-F	6 KHYL-F	6 KHYL-F	6 KSEG-F	6 KBMB-F	6 KFBK <	6 KSFM-F	6 KBMB-F
7 KDND-F	7 KDND-F >	7 KYMX-F	7 KDND-F <	7 KSFM-F	7 KDND-F	7 KSEG-F	7 KSEG-F	7 KWOD-F	KGBY-F <	
	KNCI-F	8 KHYL-F	8 KHYL-F	8 KBMB-F	8 KDND-F <	8 KDND-F <	8 KGBY-F	8 KGBY-F <	8 KHYL-F	
		KYMX-F <	KWOD-F	9 KWOD-F <	9 KSEG-F	9 KFBK	9 KDND-F	9 KBMB-F	KWOD-F	
	10 KRXQ-F	10 KSEG-F	10 KSEG-F	KSSJ-F <		KGBY-F >			10 KYMX-F	

Other Rated Stations	Metro Share	Cume Rating		
KFIA	REL	710 Carmichael	0.5	1.8
KOME	O	1470 Sacramento	0.9	2.8
KRCX-AF	SP-R	99.9 Marysville	0.9	2.3
KRLT-F	CL AOR	93.9 S. Lk. Tahoe	0.4	1.3
KRRE-F	SP-C	101.9 Shingle Spgs.	0.7	1.8
KTKZ	T	1380 Sacramento	0.5	1.5
KZSA-F	SP-C	92.1 Placerville	0.4	1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
KGO	T	810 San Francisco	0.8	2.4
KHKK-F	CL AOR	104.1 Modesto	0.3	1.5
KSFO	T	560 San Francisco	0.9	1.4

SACRAMENTO

Consolidation Report	12+	25-54	Revenue
CBS KHTK-AM, KNCI-FM, KOME-AM, KRAK-FM, KSFM-FM, KYMX-FM, KZZO-FM	28.9 %	30.8 %	39.9 %
Chancellor KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM	21.8 %	22.4 %	32.7 %
Entercom KCTC-AM, KDND-FM, KRXQ-FM, KSEG-FM, KSSJ-FM	19.9 %	18.1 %	20.9 %
EXCL KMYC-AM, KRCX-AF, KRRE-FM	1.6 %	1.6 %	1.9 %
	72.2 %	72.9 %	95.4 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station	Address
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	D&R	Entercom	
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor	
KHTK	1140	50 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$30.00	Katz	CBS	
KSTE	650	21.4 kw/0.92 kw (DA-2)	Talk	ABC, Westwd, Talknl	\$40.00	Christal	Chancellor	Rancho Cordova

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station	Address
KBMB	103.5	3 kw @ 295	CHR/Urban	ABC	\$ NA	Allied		
KDND	107.9	50 kw @ 404	CHR		\$100.00	D&R	Entercom	
KGBY	92.5	50 kw @ 450	AC	AMFM	\$145.00	Sentry	Chancellor	
KHYL	101.1	36.3 kw @ 577	Oldies		\$106.00	Sentry	Chancellor	Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	CBS	
KQBR	104.3	2.95 kw @ 463	Black AC	CBS, Westwd	\$ NA	—		Davis
KRAK	93.7	25 kw @ 328	Country		\$92.00	Katz	CBS	
KRXQ	98.5	50 kw @ 500	AOR		\$85.00	D&R	Entercom	Roseville
KSEG	96.9	50 kw @ 500	Classic AOR		\$99.00	D&R	Entercom	
KSFM	102.5	50 kw @ 500	CHR/Urban	ABC	\$147.00	Eastman	CBS	Woodland
KSSJ	94.7	25 kw @ 325	Jazz		\$45.00	D&R	Entercom	Fair Oaks
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R		
KYMX	96.1	50 kw @ 476	Soft AC		\$76.00	Eastman	CBS	
KZZO	100.5	115 kw @ 328	Modern AC		\$80.00	Eastman	CBS	

Notes: KNBR -- See San Francisco . . . 9/98 KQBR-F changed from Black AC to Dance CHR as KHZZ-F ("The Hot New Z") . . . 10/98 KHZZ-F changed from Dance CHR to Black Oldies

Jim Duncan

Comments: Listening levels are steady . . . KFBK gets back into double figures after a one-year hiatus . . . KRAK-F has its fifth consecutive down book; look for this station to leave the Country format . . . KCTC bounced up after its weak Spring book

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank: 124 Pop (12+): 330,800	Stations: 28 / 17	Last Year's Revenue: \$16,000,000
MSA Rank: 122	Diaries: 1,014 / 326:1 / 53.2%	Household Income: \$42,174
MSA Pop: 404,000	Sample Target: 950	Total Retail Sales: \$4.2 Bn
DMA: 60 (w/Flint)	% Below Line: 8.4	#1 Biller: WKCQ-F \$3,200,000
Average Persons Rating: 15.8	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 19,459	62nd Street \$7,300,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level
1 WKCQ-F	C	58 / 11.1	9.9	9.4	11.7	10.2	10.5	758 / 22.9	21.9	24.5	E WKCQ-F
2 WHNN-F	O	48 / 9.2	8.8	7.4	8.3	8.6	8.4	718 / 21.7	21.1	21.7	D WHNN-F
3 WKQZ-F	AOR	47 / 9.0	10.4	8.3	8.3	8.8	9.0	588 / 17.8	20.4	17.8	C WKQZ-F
4 WSGW	FS/T	43 / 8.2	8.8	8.7	7.4	8.2	8.3	566 / 17.1	17.7	18.9	C WSGW
5 WTCF-F	CHR	42 / 8.0	8.1	8.5	7.7	6.8	8.1	703 / 21.3	22.7	22.2	C WTCF-F
6 WIOG-F	AC/CHR	41 / 7.9	9.0	7.5	6.4	9.3	7.7	705 / 21.3	23.7	22.3	D WIOG-F
7 WGER-F	SAC	26 / 5.0	5.7	5.8	5.5	5.8	5.5	413 / 12.5	13.0	12.6	C WGER-F
WTLZ-F	B	26 / 5.0	4.8	5.3	6.0	6.0	5.3	413 / 12.5	10.1	10.8	B WTLZ-F
9 WCEN-F	C	22 / 4.2	4.8	4.7	4.3	4.6	4.5	318 / 9.6	9.4	10.3	C WCEN-F
10 WSAM	ST	20 / 3.8	2.6	4.1	3.8	5.1	3.6	271 / 8.2	7.8	9.9	A WSAM
11 WMJA-F	O	16 / 3.1	3.8	3.6	3.0	1.8	3.4	302 / 9.1	10.3	8.5	B WMJA-F
12 WWBN-F	AOR	12 / 2.3	2.0	1.1	1.3	0.9	1.7	206 / 6.2	5.1	2.2	WWBN-F
13 WIXC-F	CL AOR	9 / 1.7	1.3	0.8	1.9	1.5	1.4	183 / 5.5	6.4	7.7	A WIXC-F

12+ FM Share (Metro): 81.52% (375 of 460) (Summer 97: 78.48%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WTCF-F >	1 WKQZ-F	1 WKQZ-F <	1 WKQZ-F <	1 WHNN-F	1 WHNN-F	1 WSGW <	1 WKQZ-F >	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F <
2 WTLZ-F	2 WTCF-F <	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F <	WSGW <	2 WKQZ-F	2 WIOG-F	2 WKQZ-F <	2 WTCF-F	2 WHNN-F <
3 WKQZ-F >	3 WKQZ-F	3 WIOG-F	3 WHNN-F	3 WKQZ-F	3 WKQZ-F >	3 WHNN-F <	WHNN-F <	3 WHNN-F <	3 WHNN-F <	3 WKQZ-F <
4 WIOG-F >	WIOG-F >>	4 WTCF-F	WIOG-F	4 WIOG-F	4 WGER-F <	4 WKQZ-F	4 WSGW	4 WIOG-F <	4 WTLZ-F	4 WTCF-F <
	5 WTLZ-F	WHNN-F >	5 WTCF-F >	5 WTCF-F	5 WSAM <	5 WTCF-F <	5 WTCF-F <	5 WTCF-F	5 WKQZ-F <	5 WIOG-F
	WWBN-F	6 WTLZ-F	6 WMJA-F	6 WGER-F	6 WIOG-F	6 WIOG-F	6 WKQZ-F >	6 WSGW	6 WSGW	6 WTLZ-F <
	7 WMJA-F	7 WMJA-F <	WGER-F	WSGW	7 WKQZ-F	7 WGER-F	7 WGER-F <	7 WTLZ-F <	7 WGER-F <	7 WSGW
	WCEN-F	8 WGER-F <	WTLZ-F	8 WTLZ-F <	8 WCEN-F	8 WTLZ-F	8 WCEN-F	8 WCEN-F	8 WIOG-F	8 WSAM
		9 WCEN-F	9 WSGW	9 WMJA-F	9 WTCF-F	9 WSAM	9 WSAM	9 WCEN-F	9 WCEN-F	9 WGER-F
					WTLZ-F	10 WCEN-F <			10 WCEN-F >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WTCF-F >>	1 WTCF-F >>	1 WTCF-F	1 WTCF-F	1 WKQZ-F	1 WKQZ-F	1 WKQZ-F >	1 WKQZ-F	1 WKQZ-F >	1 WKQZ-F <	1 WKQZ-F >
2 WIOG-F	2 WKQZ-F	2 WKQZ-F >	WKQZ-F	2 WHNN-F	2 WKQZ-F >>	2 WIOG-F	2 WIOG-F >>	2 WKQZ-F	2 WHNN-F	2 WKQZ-F
WKQZ-F	3 WIOG-F	3 WKQZ-F	3 WIOG-F	3 WIOG-F <	3 WIOG-F >	3 WKQZ-F >	3 WIOG-F	3 WKQZ-F <	3 WKQZ-F <	WSGW
4 WHNN-F >	4 WKQZ-F >>	4 WIOG-F >	4 WHNN-F	4 WTCF-F	4 WWBN-F	4 WWBN-F	4 WMJA-F	WHNN-F >	4 WIOG-F >	WTLZ-F <
5 WKQZ-F	5 WTLZ-F	5 WTLZ-F	5 WKQZ-F	WGER-F >	WCEN-F	5 WTCF-F	WKQZ-F	5 WMJA-F	5 WMJA-F	5 WIOG-F >
	WHNN-F >	WWBN-F	WGER-F	6 WTLZ-F	WTCF-F	6 WMJA-F	WTCF-F	6 WTCF-F	WSGW	
		WCEN-F	7 WTLZ-F >>	7 WKQZ-F	WTLZ-F >>	WCEN-F	WCEN-F	7 WCEN-F	7 WCEN-F	
				8 WSGW		WTLZ-F >>		8 WTLZ-F	WTCF-F	
								WWBN-F	9 WWBN-F	
								WSGW >		

Other Rated Stations	Metro Share	Cume Rating
WKXN	ST 1250 Frankenmuth	1.1 3.7
WMAX	SPRIS 1440 Bay City	1.1 4.3
WMPX-AF	ST 1490 Midland	1.0 2.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCFX-F	CHR 95.3 Clare	0.4 1.8
WCRZ-F	AC 107.9 Flint	0.4 1.8
WDZZ-F	B 92.7 Flint	0.8 3.6
WFBE-F	C 95.1 Flint	0.4 1.5
WFDF	T 91.0 Flint	0.6 2.2
WJR	FS/T 76.0 Detroit	0.8 4.7
WMMQ-F	CL AOR 94.9 E. Lansing	0.4 1.3
WOWE-F	B 98.9 Vassar	1.1 4.0
WUPS-F	AC 98.5 Houghton Lake	0.8 2.7
WWCK-F	CHR 105.5 Flint	0.6 3.0

SAGINAW-BAY CITY-MIDLAND

Consolidation Report	12+	25-54	Revenue
Citadel, pend. WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM	33.4 %	34.9 %	45.6 %
Liggett, pend. WHNN-FM, WTCF-FM	17.2 %	19.4 %	24.4 %
	50.6 %	54.3 %	70.0 %

AM Stations

Station	Power	Frequency	Format	Market	Revenue	Owner	Notes
WKNX	1250	1 kw (Days)	Standards	USA, AP	\$<20.00	Patt	Frankenmuth
WSAM	1400	1 kw	Standards	ABC, CNN, Westwd	\$<20.00	—	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Katz	Citadel, pend.

FM Stations

Station	Power	Frequency	Format	Market	Revenue	Owner	Notes
WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal	Mt Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	Citadel, pend.
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$60.00	Eastman	Liggett
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Katz	62nd Street
WIXC	97.3	3 kw @ 328	Classic AOR		\$<20.00	---	Midwest Family
WKCO	98.1	50 kw @ 493	Country	ABC	\$66.00	---	MacDonald
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Katz	Citadel, pend.
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Katz	Citadel, pend.
WMJK	100.9	2.6 kw @ 500	See WMJA-F				Pinconning
WTCF	100.5	3 kw @ 328	CHR		\$21.00	Roslin	Liggett, pend.
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Connoisseur, pend.

Notes: WWBN-F - See Flint in the Spring 1998 American Radio . . . 9/98 WIXC-F changed from Country to Classic AOR as "Eagle 97.3"; it has applied to change calls to WEEG-F . . . 9/98 WTCF-F sold to Liggett for \$3,590,000 . . . 10/98 WTLZ-F sold by Steve Taylor to Connoisseur for \$1,800,000 (Bergner) . . . 10/98 62nd Street sold these stations to Citadel for \$35,000,000 total: WGER-F; WIOG-F; WKQZ-F; WMJA-F; WMJK-F; WSGW

Jim Duncan

Comments: Listening levels are down significantly (-0.8 ratings point) . . . WKCO-F returned to the 12+ lead after a one-book exile

FORMAT CODES

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

REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

SAINT LOUIS

Arbltron Rank: 19 Pop (12+): 2,095,800	Stations: 27 / 27	Last Year's Revenue: \$107,900,000
MSA Rank: 17	Diarlos: 3,522 / 595:1 / 55.0%	Household Income: \$47,248
MSA Pop: 2,570,000	Sample Target: 3,340	Total Retail Sales: \$24.0 Bil
DMA: 20	% Below Line: 0.0	#1 Biller: KMOX \$24,400,000
Average Persons Rating: 16.8	% Not Listed: 9.4	#1 Billing Portfolio: CBS \$54,500,000
Market TSL in Hours: 22.00	Pop per Station: 77,622	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KMOX	FS/T	496 / 14.1	13.9	10.7	11.2	12.0	12.5	6499 / 31.0	30.8	28.9	K	KMOX
2	KEZK-F	SAC	248 / 7.1	7.0	6.8	5.5	6.0	6.6	3593 / 17.1	17.2	15.7	H	KEZK-F
3	WIL-F	C	244 / 6.9	8.6	7.3	8.5	8.4	7.8	3351 / 16.0	18.4	18.5	H	WIL-F
4	KMJM-F	B	210 / 6.0	6.6	6.1	6.8	7.3	6.4	2338 / 11.2	11.9	12.5	H	KMJM-F
5	KYKY-F	AC	173 / 4.9	4.9	4.7	4.8	5.3	4.8	3023 / 14.4	14.3	15.7	I	KYKY-F
6	KSHE-F	AOR	166 / 4.7	4.7	5.0	4.6	4.5	4.8	2871 / 13.7	13.3	14.2	H	KSHE-F
7	KLOU-F	O	158 / 4.5	3.9	3.9	3.7	4.6	4.0	2917 / 13.9	13.4	15.2	F	KLOU-F
8	KSLZ-F	CHR	156 / 4.4	3.9	4.6	1.8		3.7	3160 / 15.1	14.2		F	KSLZ-F
9	WKXX-F	C	151 / 4.3	4.7	4.2	5.0	5.3	4.5	2562 / 12.2	12.6	14.3	F	WKXX-F
10	KTRS	T	118 / 3.4	3.0	3.3	3.4	2.9	3.3	1907 / 9.1	9.1	8.6	D*	KTRS
11	KPNT-F	AOR-NR	115 / 3.3	3.8	4.9	4.6	4.6	4.1	2460 / 11.7	12.3	14.2	F	KPNT-F
12	KIHT-F	CL HITS	107 / 3.0	3.1	3.1	3.1	2.5	3.1	2128 / 10.2	10.5	9.7	E	KIHT-F
13	WXTM-F	AOR-NR	98 / 2.8	2.0	2.9	3.7	4.1	2.8	1932 / 9.2	12.1	16.8	E	WXTM-F
	KSD-F	CL AOR	98 / 2.8	2.4	2.5	3.0	2.8	2.7	2071 / 9.9	10.7	11.5	G	KSD-F
15	KATZ-F	B/AC	95 / 2.7	2.2	3.0	1.8	1.9	2.4	1307 / 6.2	6.3	5.8	B	KATZ-F
	WVRV-F	AOR-P	95 / 2.7	2.4	3.2	3.0	3.2	2.8	2134 / 10.2	10.8	12.3	F	WVRV-F
17	WRTH	ST	88 / 2.5	2.6	2.4	2.1	2.5	2.4	1059 / 5.1	5.7	5.1	A	WRTH
18	KFUO-F	CL	86 / 2.4	2.8	2.8	3.1	2.6	2.8	1684 / 8.0	7.8	7.4	C	KFUO-F
19	KXOK-F	B/AC	85 / 2.4	1.9	2.1	2.3	2.4	2.2	1170 / 5.6	6.7	7.1	D	KXOK-F
20	KATZ	B/G	74 / 2.1	2.4	1.9	2.1	1.9	2.1	870 / 4.2	4.8	4.1	A	KATZ

12+ FM Share (Metro): 72.20% (2298 of 3183) (Summer 97: 73.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJM-F	1 KMJM-F	1 KEZK-F <	1 KMOX	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX >>	1 KMOX >>
2 KSLZ-F >>	2 KPNT-F <	2 WIL-F	2 KEZK-F	2 KEZK-F	2 WIL-F	2 WIL-F <	2 KEZK-F	2 WIL-F <	2 KMJM-F >	2 WIL-F <
3 KPNT-F >	3 WXTM-F <	KMOX <	WIL-F <	3 WIL-F <	KEZK-F	3 KEZK-F	3 WIL-F	3 KEZK-F	3 KSLZ-F	3 KMJM-F <
4 KSHE-F	4 KSHE-F <	4 KSHE-F <	4 KSHE-F <	4 KSHE-F <	4 KLOU-F	4 KSHE-F <	4 KYKY-F <	4 KMJM-F <	4 WIL-F <	4 KEZK-F
	KEZK-F <	5 KMJM-F	5 KYKY-F >	5 KYKY-F	5 KTRS	5 WKXX-F <	5 KLOU-F	5 KYKY-F <	5 KEZK-F	5 KSLZ-F
6 KYKY-F <	KYKY-F	6 KIHT-F <	6 KLOU-F	6 KLOU-F	6 KYKY-F <	6 KYKY-F <	6 KMJM-F <	6 KSLZ-F	6 KYKY-F	KLOU-F <
7 KSLZ-F <	7 WKXX-F	7 KLOU-F <	7 WKXX-F	7 KSHE-F <	7 KSHE-F <	7 KMJM-F <	7 KSHE-F <	7 KSHE-F	KPNT-F	7 KSHE-F
8 WKXX-F	8 KSLZ-F <	8 KMJM-F	KIHT-F	8 WRTH	8 KTRS	8 WKXX-F <	KTRS <	KSHE-F	8 KYKY-F <	8 KYKY-F <
9 WIL-F <	9 KLOU-F	WKKX-F	9 KMJM-F	9 KFUO-F <	9 KLOU-F <	9 KSLZ-F	9 KLOU-F <	9 KATZ-F	9 WKKX-F	9 WKKX-F
10 WVRV-F	KIHT-F <	KSD-F <	KSD-F <	10 WKXX-F <	10 WXTM-F <	10 WRTH <	10 WKXX-F	10 KPNT-F	10 WKKX-F	10 KPNT-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMJM-F	1 KEZK-F <	1 KEZK-F	1 KEZK-F	1 KEZK-F	1 KMJM-F >	1 KSHE-F <	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX >>
2 KSLZ-F	2 KMJM-F	2 KYKY-F	2 KYKY-F <	2 KYKY-F <	2 KPNT-F	2 KMJM-F	2 WXTM-F >	2 KMOX >	2 KSHE-F >	2 KMJM-F >
3 WKKX-F <	3 KSLZ-F <	3 KMJM-F <	3 WIL-F	3 WIL-F	3 KSHE-F	WXTM-F	3 KIHT-F	3 KMJM-F <	3 WIL-F	3 KEZK-F <
4 KEZK-F <	4 KYKY-F	4 KSLZ-F <	4 KMJM-F	4 KMOX <	WXTM-F	4 KPNT-F >	4 KMJM-F <	4 WXTM-F <	4 KIHT-F <	4 WIL-F
5 KPNT-F <	5 WKXX-F	5 WKKX-F <	5 KSLZ-F <	5 KLOU-F	5 WKKX-F	5 KIHT-F <	5 KPNT-F <	5 WIL-F	5 WXTM-F	KTRS
6 WIL-F	6 KPNT-F <	6 WVRV-F	6 WKKX-F	6 WKKX-F	6 KSLZ-F	6 KSO-F <	6 KMOX <	6 KSD-F <	KLOU-F <	6 KSLZ-F
7 KYKY-F	7 WVRV-F <	7 KPNT-F	7 KLOU-F	7 KMJM-F <	7 KSD-F >	7 WIL-F <	7 WVRV-F	7 KIHT-F	7 KYKY-F <	
	8 WIL-F	8 KXOK-F	8 KXOK-F	8 KATZ-F	8 KMOX <	8 KMOX <	WIL-F	KYKY-F <	8 KEZK-F <	
			KMOX	KXOK-F <	9 KYKY-F <	9 KSD-F <	9 KPNT-F <	9 KSD-F	9 KSD-F	
				10 KSLZ-F			10 WKKX-F <			

Other Rated Stations	Metro Share	Cume Rating
KFAV-F	C	99.9
KFNS	SPRTS	590
KSIV	REL	1320
KZJZ	J	1380
WESL	B/AC	1490
WEW	ST	770
WGNU	T	920
	Warrenton, MO	0.4
	Wood River, IL	1.0
	Clayton, MO	0.3
	St. Louis	0.4
	E. St. Louis	0.3
	St. Louis	0.6
	Granite City, IL	0.5

SAINT LOUIS

Consolidation Report	12+	25-54	Revenue
CBS KEZK-FM, KMOX-AM, KYKY-FM	26.1 %	24.1 %	40.8 %
EmmIs KSHE-FM, WKXX-FM, WXTM-FM	11.8 %	14.6 %	15.3 %
Jacor KATZ-AM, KATZ-FM, KLOU-FM, KMJM-FM, KSD-FM, KSLZ-FM	22.5 %	22.8 %	17.5 %
Sinclair Broadcast Grp., pend. KIHT-FM, KPNT-FM, KXOK-FM, WIL-FM, WRTH-AM, WVRV-FM	20.8 %	22.7 %	23.2 %
	81.2 %	84.2 %	96.8 %

AM Stations

Call	Freq	Power	Format	Advertiser	Agency	Comments
KATZ	1600	5 kw (DA-N)	Black Gospel	AURN	\$ NA	Eastman Jacor
KFNS	590	1 kw (DA-2)	Sports	ESPN, Westwd	\$40.00	D&R Wood River, IL
KMOX	1120	50 kw	Talk/Full Svc.	CBS, CNN	\$300.00	CBS CBS
KTRS	550	5 kw (DA-N)	Talk	ABC	\$32.00	Mc-Guild
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal Sinclair Bcst Gp

FM Stations

Call	Freq	Power	Format	Advertiser	Agency	Comments
KATZ	100.3	50 kw @ 492	Black AC	\$36.00	Eastman Jacor	Alton, IL
KEZK	102.5	100 kw @ 1026	Soft AC	\$165.00	Sentry CBS	
KFUO	99.1	100 kw @ 1026	Classical	Westwd \$56.00	Allied	
KIHT	96.3	80 kw @ 1026	Classic Hits	\$73.00	Christal Sinclair Bcst Gp	
KLOU	103.3	100 kw @ 920	Oldies	CBS \$81.00	CBS Jacor	
KMJM	104.9	7.8 kw @ 575	Black	\$150.00	Eastman Jacor	Columbia, IL
KPNT	105.7	100 kw @ 1375	AOR-New Rock	\$88.00	Allied Sinclair Bcst Gp	Ste. Genevieve
KSD	93.7	100 kw @ 860	Classic AOR	\$104.00	Katz Jacor	
KSHE	94.7	100 kw @ 1026	AOR	\$160.00	D&R Emmis	Crestwood
KSLZ	107.7	100 kw @ 1026	CHR	\$ NA	Eastman Jacor	
KXOK	97.1	100 kw @ 560	Black AC	ABC \$50.00	Allied Frischling	Florissant
KYKY	98.1	90 kw @ 1026	AC	\$180.00	Katz CBS	
WIL	92.3	100 kw @ 984	Country	ABC \$160.00	Christal Sinclair Bcst Gp	
WKXX	106.5	90 kw @ 1026	Country	\$65.00	D&R Emmis	Granite City, IL
WVRV	101.1	44 kw @ 525	Progressive AOR	\$60.00	Mc-Guild Sinclair Bcst Gp	E. St. Louis, IL
WXTM	104.1	39 kw @ 550	New Rock	\$71.00	D&R Emmis	Jerseyville, IL

Notes: * KTRS revenue level includes revenue for former co-owned WIBV . . . 9/98 KXOK-F sold by Frischling to Sinclair Broadcast Group for \$14,130,000 (Bergner) . . . 9/98 KXOK-F changed from Black AC to simulcasting KPNT-F . . . 9/98 WFUN-F (95.5; Bethalto, IL) sold for \$6,700,000 . . . 9/98 KKWK (1380) changed calls to KZJZ; remains Jazz . . . 9/98 KXOK-F changed from simulcasting KPNT-F to Classic AOR . . . 10/08 Jacor sold these stations to Clear Channel as part of a merger valued at \$4.4 Bil.: KATZ; KATZ-F; KLOU-F; KMJM-F; KSLZ-F; KSD-F

Jim Duncan

Comments: Listening levels are fairly steady . . . This was a "Mark McGwire" book for KMOX and the station definitely benefitted . . . WIL-F fell to its lowest share in about two years . . . WXTM-F showed some growth with its new AOR presentation of New Rock; in so doing, it has hurt KPNT-F

SALT LAKE CITY

Arbitron Rank: 36 Pop (12+): 1,205,500
MSA Rank: 45
MSA Pop: 1,580,000
DMA: 36
Average Persons Rating: 13.9
Market TSL in Hours: 18.50

Stations: 33 / 33
Diarlos: 2,507/ 481:1/ 52.5%
Sample Target: 2,350
% Below Line: 0.0
% Not Listed: 8.8
Pop per Station: 36,530

Last Year's Revenue: \$85,500,000
Household Income: \$45,883
Total Retail Sales: \$13.4 Bil
#1 Billing: KSL \$8,440,000
#1 Billing Portfolio: Simmons \$17,390,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KZHT-F	CHR	112 / 6.7	7.1	6.8	5.3	5.4	6.5	2459 / 20.4	20.8	15.0	C	KZHT-F
2	KSFI-F	SAC	107 / 6.4	6.4	8.6	7.6	8.8	7.2	2271 / 18.8	17.9	21.7	H	KSFI-F
3	KSL	FS	91 / 5.4	6.6	6.2	7.3	5.0	6.4	2012 / 16.7	18.4	15.6	H	KSL
4	KXRK-F	AOR-NR	87 / 5.2	4.3	5.2	4.4	4.8	4.8	1698 / 14.1	13.4	12.8	D	KXRK-F
5	KODJ-AF	O	85 / 5.1	5.3	4.5	5.1	4.5	5.0	1777 / 14.7	13.1	13.0	F	KODJ-AF
6	KSOP-AF	C	83 / 5.0	5.2	4.7	4.6	5.7	4.9	1481 / 12.3	11.4	13.8	F	KSOP-AF
7	KUBL-F	C	81 / 4.8	4.6	4.2	4.5	4.2	4.5	1451 / 12.0	12.6	12.0	E	KUBL-F
8	KENZ-F	AOR-NR	77 / 4.6	3.6	4.1	3.9	5.0	4.0	1650 / 12.9	11.0	13.2	D	KENZ-F
9	KKAT-F	C	68 / 4.1	3.4	3.9	3.8	4.0	3.8	1366 / 11.3	10.4	12.7	D	KKAT-F
10	KBER-F	AOR	67 / 4.0	4.1	3.6	5.4	3.8	4.3	1393 / 11.6	12.0	11.0	D	KBER-F
11	KURR-F	AOR	65 / 3.9	3.6	3.2	2.4	2.8	3.3	1006 / 8.3	7.4	6.6	B	KURR-F
12	KISN-F	CHR/AC	63 / 3.8	3.5	4.5	4.0	5.5	3.9	1858 / 15.4	14.4	18.7	E	KISN-F
13	KDYL-AA	ST	60 / 3.8	2.9	2.7	3.7	4.2	3.2	945 / 7.8	6.4	7.5	B	KDYL-AA
14	KQMB-F	AC-NR	58 / 3.5	3.2	2.6	2.2	2.7	2.9	1785 / 14.8	13.3	11.0	C	KQMB-F
15	KRSP-F	CL AOR	57 / 3.4	3.8	4.2	4.3	4.7	3.9	1505 / 12.5	13.0	13.8	F	KRSP-F
	KBEE-F	AC	57 / 3.4	2.9	3.6	4.3	3.9	3.6	1593 / 13.2	13.3	16.1	E	KBEE-F
17	KNRS	N/T	50 / 3.0	2.9	2.5	0.1		2.1	893 / 7.4	6.9			KNRS
18	KOSY-F	SAC	47 / 2.8	1.9	0.6	1.1	1.2	1.6	895 / 7.4	5.1	3.3		KOSY-F
19	KUMT-F	CL HITS	40 / 2.4	2.1	2.7	2.0	3.1	2.3	887 / 7.4	6.0	8.4	C	KUMT-F
20	KALL	T	34 / 2.0	1.8	2.6	4.7	3.2	2.8	625 / 5.2	5.7	7.7	E	KALL
	KBZN-F	J	34 / 2.0	1.7	1.6	2.6	2.9	2.0	778 / 6.5	6.0	6.8	C	KBZN-F
22	KFNZ	SPRTS	29 / 1.7	5.2	2.6	2.6	1.4	3.0	606 / 5.0	15.5	4.6	B	KFNZ

12+ FM Share (Metro): 77.95% (1191 of 1528) (Summer 97: 82.54%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	KZHT-F >>	1 KENZ-F	1 KENZ-F <	1 KSFI-F <	1 KSFI-F <	1 KSL <	1 KSL	1 KSFI-F	1 KSFI-F <	1 KZHT-F	1 KZHT-F
2	KXRK-F >>	2 KXRK-F <	2 KSFI-F <	2 KODJ-AF <	2 KODJ-AF	2 KSFI-F	2 KURR-F <	2 KODJ-AF <	2 KZHT-F	2 KXRK-F >	2 KSL <
3	KUBL-F	3 KZHT-F	3 KURR-F <	3 KURR-F <	3 KURR-F	3 KODJ-AF	3 KSFI-F <	3 KZHT-F	3 KSL <	3 KSFI-F	3 KXRK-F
	KISN-F	4 KBER-F	4 KUBL-F <	4 KENZ-F <	KUBL-F <	4 KDYL-AA	4 KZHT-F <	4 KUBL-F <	4 KUBL-F	4 KISN-F	4 KSOP-AF <
	KQMB-F <	5 KUBL-F <	5 KZHT-F <	5 KUBL-F <	5 KENZ-F <	5 KSOP-AF	5 KXRK-F <	5 KBER-F	KODJ-AF <	KSOP-AF <	5 KODJ-AF
6	KBER-F >	6 KURR-F <	6 KXRK-F <	6 KSOP-AF <	6 KSOP-AF <	6 KNRS	6 KSOP-AF <	KSOP-AF <	6 KSOP-AF	6 KENZ-F <	KSFI-F <
		7 KQMB-F <	KODJ-AF	7 KRSP-F <	7 KSL <	7 KUBL-F <	7 KENZ-F	7 KENZ-F <	KXRK-F <	7 KUBL-F	7 KUBL-F <
		8 KKAT-F	KSOP-AF <	8 KKAT-F <	8 KRSP-F	8 KOSY-F <	KUBL-F <	8 KKAT-F <	8 KENZ-F	KODJ-AF <	8 KENZ-F <
		9 KSOP-AF	9 KBER-F <	9 KISN-F	KKAT-F <	9 KRSP-F	9 KODJ-AF	9 KXRK-F <	9 KQMB-F	9 KBER-F <	9 KKAT-F <
		10 KBEE-F	10 KKAT-F <	KSL	10 KISN-F	KALL <	KKAT-F <	10 KNRS	KKAT-F <	10 KQMB-F <	10 KISN-F <
								KURR-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	KZHT-F <	1 KENZ-F	1 KENZ-F	1 KSFI-F <	1 KSFI-F	1 KXRK-F	1 KBER-F <	1 KENZ-F	1 KURR-F	1 KURR-F	1 KZHT-F <
2	KENZ-F	2 KZHT-F	2 KUBL-F	2 KBEE-F <	2 KODJ-AF <	2 KBER-F	2 KXRK-F <	2 KBER-F	2 KBER-F	2 KODJ-AF	2 KUBL-F <
3	KBEE-F <	3 KBEE-F <	3 KISN-F	3 KENZ-F	3 KISN-F	3 KZHT-F	3 KENZ-F	3 KURR-F	3 KENZ-F <	3 KRSP-F	3 KXRK-F
4	KXRK-F	4 KUBL-F	KZHT-F	KZHT-F <	4 KBEE-F <	4 KURR-F <	4 KURR-F	4 KXRK-F	4 KXRK-F <	4 KENZ-F	4 KDYL-AA <
5	KQMB-F	5 KISN-F	KSFI-F	5 KISN-F	5 KUBL-F <	5 KQMB-F	5 KZHT-F	5 KKAT-F <	5 KRSP-F <	KBER-F	5 KBER-F
6	KKAT-F	6 KKAT-F <	6 KBEE-F	6 KODJ-AF	6 KOSY-F	6 KENZ-F	6 KQMB-F <	6 KSOP-AF	6 KSOP-AF <	KUBL-F	6 KNRS
	KUBL-F	7 KQMB-F <	KKAT-F	KUBL-F <	KENZ-F	7 KUBL-F	7 KSOP-AF <	7 KUBL-F	7 KQMB-F	KSFI-F	7 KISN-F
8	KISN-F	8 KSFI-F <	KSOP-AF	8 KKAT-F	KKAT-F	KSOP-AF	8 KKAT-F	KUBL-F	8 KSFI-F	KSL <	KSOP-AF <
9	KBER-F	9 KXRK-F	9 KQMB-F >	9 KQMB-F	KSOP-AF <	9 KSFI-F	KUBL-F	9 KFNZ	KODJ-AF <	9 KSOP-AF	
		10 KSOP-AF <		KSOP-AF <	10 KZHT-F	10 KRSP-F <	KRSP-F	10 KKAT-F <	10 KUMT-F <		

SALT LAKE CITY

Other Rated Stations				Metro Cume		Consolidation Report			
				Share	Rating		12+	25-54	Revenue
KANN	REL-CC	1120	Ogden	0.4	1.0	Citadel	19.0 %	20.8 %	19.4 %
KCNR	KIDS	860	Salt Lake City	0.5	2.4	KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KFNZ-AM, KUBL-FM			
KKDS	ST	1060	S. Salt Lake City	0.4	0.8	Jacor	24.8 %	24.8 %	19.2 %
KLO	ST	1430	Ogden	0.5	1.7	KALL-AM, KKAT-FM, KNRS-AM, KODJ-FM, KURR-FM, KWLW-AM, KZHT-FM			
KRAR-F	AOR	106.9	Brigham City	0.8	3.0	Simmons	21.8 %	18.2 %	26.5 %
KSVN	SP	730	Ogden	0.5	1.1	KDYL-AM, KMGR-FM, QOMB-FM, KRSP-FM, KSFI-FM, KXRK-FM			
KTKK	T	630	Sandy	1.0	1.6	Trumper	9.0 %	11.2 %	9.5 %
KTUR	N	1010	Tooele	0.4	1.7	KISN-FM, KOSY-FM, KUMT-FM			
							74.6 %	75.0 %	74.6 %

AM Stations

Station	Freq	Power	City	Format	Parent	Share	Rating
KALL	910	5 kw/1 kw (DA-2)		Talk	Westwd. ABC	\$49.00	Eastman Jacor
KDYL	1280	10 kw/0.6 kw (DA-2)		Standards	CNN, Westwd	\$27.00	Allied Simmons
KFNZ	1320	5 kw (DA-1)		Sports	1-On-1, CNN	\$ NA	Mc-Guild Citadel
KNRS	570	5 kw (DA-1)		News/Talk	ABC	\$ NA	Eastman Jacor
KOVO	960	5 kw/1 kw (DA-N)		See KDYL			Provo
KSL	1160	50 kw		Full Service	CBS, ESPN, ABC	\$121.00	Sentry Bonneville
KSOP	1370	5 kw/0.5 kw (DA-N)		See KSOP-F			S. Salt Lake City
KWLW	700	50 kw/1 kw (DA-2)		See KODJ-F			N. Salt Lake City

FM Stations

Station	Freq	Power	City	Format	Parent	Share	Rating
KBEE	98.7	40 kw @ 2933		AC		\$60.00	Mc-Guild Citadel
KBER	101.1	26.3 kw @ 3740		AOR	ABC	\$51.00	Mc-Guild Citadel Ogden
KBZN	97.9	26.3 kw @ 3740		Jazz		\$35.00	Eastman KLO Ogden
KENZ	107.5	45 kw @ 2850		AOR-New Rock		\$30.00	Allied Citadel Orem
KISN	97.1	30 kw @ 3652		CHR/AC		\$71.00	Christal Trumper
KKAT	101.9	26.3 kw @ 3740		Country		\$86.00	Eastman Jacor Ogden
KODJ	94.1	40 kw @ 3063		Oldies		\$65.00	Eastman Jacor
KOSY	106.5	7.5 kw @ 2709		Soft AC		\$ NA	Christal Trumper Spanish Fork
QOMB	102.7	47 kw @ 2699		Modern AC		\$<20.00	Allied Simmons Midvale
KRSP	103.5	27.5 kw @ 3630		Classic AOR		\$95.00	Allied Simmons
KSFI	100.3	26.3 kw @ 3740		Soft AC		\$155.00	Allied Simmons
KSOP	104.3	25.1 kw @ 3640		Country		\$78.00	Allied
KUBL	93.3	26.3 kw @ 3740		Country	ABC	\$60.00	Mc-Guild Citadel
KUMT	105.7	7.3 kw @ 3661		Classic Hits		\$40.00	Christal Trumper Centerville
KURR	99.5	40 kw @ 2953		AOR		\$36.00	Eastman Jacor Bountiful
KXRK	96.1	55 kw @ 2630		AOR-New Rock		\$50.00	Allied Simmons Provo
KZHT	94.9	48 kw @ 2799		CHR		\$34.00	Eastman Jacor Provo

Notes: 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KALL; KKAT-F; KNRS; KODJ-F; KURR-F; KWLW; KZHT-F

Jim Duncan

Comments: Total listening to radio is down by 0.8 ratings point . . . KZHT once again is the 12+ leader . . . KNRS's share continues to grow . . . KURR-F advances to its highest shares yet – this was a good book for Jacor in Salt Lake City

SAN ANTONIO

Arbitron Rank: 34 Pop (12+): 1,221,800
MSA Rank: 36
MSA Pop: 1,530,000
DMA: 37
Average Persons Rating: 17.1
Market TSL In Hours: 22.75

Stations: 32 / 29
Diaries: 2,597 / 470 / 1 / 47.9%
Sample Target: 2,490
% Below Line: 13
% Not Listed: 10.6
Pop per Station: 42,131

Last Year's Revenue: \$65,000,000
Household Income: \$36,905
Total Retail Sales: \$13.3 Bil
#1 Biller: KXTN-F \$8,600,000
#1 Billing Portfolio: Cox \$21,863,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KTFM-F	CHR/U	215 / 10.3	10.0	10.6	10.5	9.6	10.3	3197 / 26.2	25.4	23.2	G	KTFM-F
2	KSMG-F	AC	157 / 7.5	6.5	6.2	6.1	4.7	6.6	2588 / 21.2	20.4	15.8	G	KSMG-F
3	KZEP-F	CL AOR	154 / 7.4	7.7	6.3	7.0	6.5	7.1	1892 / 15.5	18.1	15.2	F	KZEP-F
4	KISS-F	AOR	127 / 6.1	6.2	5.5	4.9	6.3	5.7	1875 / 15.3	16.8	15.1	G	KISS-F
5	KTSA	T	123 / 5.9	3.8	5.0	4.4	6.4	4.8	1241 / 10.2	9.0	10.8	E	KTSA
6	KXTN-F	SP-TJ	116 / 5.5	5.2	6.1	6.2	6.1	5.8	1671 / 13.7	14.6	13.8	H	KXTN-F
7	KAJA-F	C	106 / 5.1	5.0	5.3	5.9	5.1	5.3	1825 / 14.9	14.3	14.9	F	KAJA-F
8	KONO-AF	O	104 / 5.0	5.5	5.3	4.4	5.9	5.0	1997 / 16.3	15.8	14.4	D	KONO-AF
9	KCYY-F	C	101 / 4.8	4.9	4.4	5.6	5.7	4.9	1725 / 14.1	14.0	15.4	G	KCYY-F
10	KOXT-F	SAC	95 / 4.5	4.7	4.2	4.0	4.1	4.4	1555 / 12.7	12.7	10.5	E	KOXT-F
11	KROM-F	SP	81 / 3.9	4.0	4.4	5.3	4.0	4.4	1080 / 8.8	8.3	6.8	D	KROM-F
12	KSJL-F	U	71 / 3.4	4.4	4.4	3.6	3.3	3.9	945 / 7.7	8.9	7.9	C	KSJL-F
13	KCJZ-F	J	61 / 2.9	2.7	2.7	2.5	3.0	2.7	871 / 7.1	7.6	8.1	C	KCJZ-F
14	WOAI	N/T	52 / 2.5	3.8	3.1	3.6	3.5	3.3	1037 / 8.5	11.4	10.2	F	WOAI
15	KLUP	ST	47 / 2.2	2.4	3.1	2.5	2.4	2.6	620 / 5.1	5.6	5.4	B	KLUP
16	KLEY-F	SP-R	39 / 1.9	1.0	1.5	1.0	1.3	1.3	787 / 6.4	4.7	6.0		KLEY-F
17	KCOR	SP	35 / 1.7	2.7	1.8	2.8	3.5	2.2	388 / 3.2	5.3	5.8	C	KCOR
18	KKYX	C	31 / 1.5	2.2	2.4	2.1	2.1	2.0	489 / 4.0	4.3	4.4	B	KKYX
19	KZDC	SP-NT	21 / 1.0	0.5					174 / 1.4	1.0			KZDC

12+ FM Share (Metro): 77.81% (1455 of 1870) (Summer 97: 74.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTFM-F >>>	1 KSMG-F <	1 KZEP-F <	1 KZEP-F <	1 KZEP-F	1 KTSA	1 KTFM-F	1 KZEP-F <	1 KTFM-F	1 KTFM-F >>	1 KTFM-F >
2 KISS-F >>	2 KISS-F <	2 KSMG-F	2 KSMG-F >	KSMG-F	2 KONO-AF	2 KSMG-F <	2 KTSA <	2 KSMG-F <	2 KISS-F	2 KXTN-F
3 KSMG-F >	3 KTFM-F <	3 KTFM-F	3 KTFM-F	3 KTFM-F <	3 KXTN-F <	3 KZEP-F	3 KSMG-F <	3 KZEP-F	3 KSMG-F	3 KZEP-F <
4 KAJA-F	4 KZEP-F >	4 KXTN-F	4 KXTN-F	4 KXTN-F	4 KZEP-F <	4 KTSA <	4 KTFM-F	4 KISS-F	4 KXTN-F <	4 KSMG-F <
KZEP-F	5 KAJA-F	5 KXTN-F <	5 KAJA-F <	5 KONO-AF <	5 KOXT-F <	5 KXTN-F <	5 KISS-F <	5 KTSA <	5 KZEP-F <	5 KISS-F
	6 KCYY-F <	6 KAJA-F	6 KISS-F <	6 KTSA <	6 KTFM-F <	6 KISS-F <	6 KONO-AF <	6 KONO-AF <	6 KOXT-F	6 KONO-AF <
	7 KXTN-F <	7 KCYY-F <	7 KTSA <	7 KAJA-F <	7 KSMG-F <	7 KAJA-F <	7 KAJA-F	7 KCYY-F	7 KONO-AF	7 KAJA-F <
	8 KROM-F	8 KOXT-F <	8 KROM-F	8 KOXT-F <	8 KCYY-F <	8 KCYY-F <	8 KOXT-F <	8 KAJA-F <	8 KISS-F <	8 KSMG-F <
		9 KROM-F <	KOXT-F	9 KCYY-F	9 KAJA-F	9 KROM-F <	9 KCYY-F <	9 KXTN-F <	9 KAJA-F <	9 KSJL-F <
		10 KONO-AF <	KONO-AF <		KCJZ-F	10 KOXT-F	10 KXTN-F	10 KOXT-F >	10 KSJL-F	10 KROM-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KTFM-F >	1 KTFM-F <	1 KSMG-F >	1 KSMG-F <	1 KSMG-F	1 KISS-F >	1 KISS-F <	1 KZEP-F	1 KZEP-F >	1 KZEP-F >	1 KTFM-F <
2 KISS-F	2 KSMG-F >	2 KTFM-F >	2 KTFM-F >	2 KTFM-F <	2 KTFM-F	2 KZEP-F	2 KISS-F <	2 KISS-F	2 KSMG-F	2 KSMG-F >
3 KSMG-F	3 KISS-F <	3 KXTN-F	3 KOXT-F	3 KOXT-F <	3 KZEP-F >	3 KSMG-F	3 KSMG-F >>	3 KSMG-F	3 KISS-F <	3 KOXT-F
4 KOXT-F	4 KOXT-F	4 KXTN-F	4 KXTN-F <	4 KXTN-F	4 KAJA-F	4 KTFM-F	4 KAJA-F	4 KTFM-F	4 KTSA <	4 KISS-F
5 KCYY-F	5 KXTN-F <	KAJA-F <	5 KZEP-F <	5 KONO-AF	KSMG-F	5 KAJA-F	5 KROM-F	5 KAJA-F	5 KXTN-F <	5 KXTN-F
6 KROM-F	6 KCYY-F <	6 KZEP-F	6 KAJA-F <	6 KAJA-F <	6 KCYY-F >>	6 KCYY-F	KTFM-F	6 KXTN-F	6 KTFM-F <	6 KCYY-F <
KXTN-F	7 KZEP-F <	7 KCYY-F	7 KCYY-F <	7 KZEP-F <		7 KROM-F	7 KCYY-F	7 KTSA <	7 KAJA-F <	
KZEP-F	8 KAJA-F	KROM-F	8 KROM-F <	8 KCYY-F <		KXTN-F <	KXTN-F	8 KCYY-F	8 KONO-AF	
	KROM-F >>	9 KISS-F	9 KONO-AF	9 KROM-F			KSJL-F >>	9 KONO-AF <	9 KCYY-F	
		10 KISS-F	10 KISS-F	10 KTSA <				10 KROM-F	10 KSJL-F <	

SAN ANTONIO

Other Rated Stations				Metro Share	Cume Rating
KCHL	B/G	1480	San Antonio	0.5	1.5
KDRY	REL	1110	Alamo Heights	0.5	1.6
KEDA	SP	1540	San Antonio	0.7	1.7
KENS	N	1160	San Antonio	0.4	2.3
KGNB	T	1420	New Braunfels	0.3	1.0
KSAH	SP-C	720	Universal City	0.8	1.4
KSLR	REL	630	San Antonio	0.7	2.4
KTKR	SPRTS	760	San Antonio	0.5	2.0
KXXM-F	AC/CHR	96.1	San Antonio	0.7	1.9

Consolidation Report	12+	25-54	Revenue
Clear Channel KAJA-FM, KQXT-FM, KSJL-FM, KTKR-AM, KXXM-FM, WOAI-AM	16.6 %	17.7 %	22.5 %
Cox KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KONO-AM, KSMG-FM	30.0 %	30.3 %	33.6 %
HefTel KCOR-AM, KPOZ-AM, KROM-FM, KXTN-FM	11.1 %	11.6 %	19.2 %
	57.7 %	59.6 %	75.3 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KAMX-F	AC	94.7	Luling	0.3	2.2
KEYI-F	O	103.5	San Marcos	0.4	1.6
KROX-F	AOR-NR	101.5	Giddings	0.5	2.4

AM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product
KCOR	1350	5 kw (DA-N)	Hispanic			
KKYX	680	50 kw/10 kw (DA-N)	Country	Westlwd	Katz	Cox
KLUP	930	5 kw/1 kw (DA-N)	Standards		CBS	Cox
KONO	860	5 kw/0.9 kw (DA-N)	See KONO-F			
KTSA	550	5 kw (DA-N)	Talk	ABC, Westlwd	Christal	KTFM-F
KZDC	1250	1 kw (DA-N)	Hisp News/Talk	Unica		Lotus
WOAI	1200	50 kw	News/Talk	CBS, ABC	Clr Chnl	Clear Channel

FM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product
KAJA	97.3	100 kw @ 984	Country			
KCJZ	106.7	100 kw @ 1016	Jazz			
KCYY	100.3	100 kw @ 984	Country			
KISS	99.5	100 kw @ 1111	AOR			
KLEY	94.1	22 kw @ 696	Hispanic			
KONO	101.1	100 kw @ 1368	Oldies			
KQXT	101.9	100 kw @ 672	Soft AC			
KROM	92.9	100 kw @ 1016	Hispanic			
KSJL	92.5	50 kw @ 492	Urban	ABC		
KSMG	105.3	100 kw @ 1250	AC			
KTFM	102.7	100 kw @ 672	CHR/Urban			
KXTN	107.5	100 kw @ 1470	Hispanic-Tejano			
KZEP	104.5	100 kw @ 660	Classic AOR			

Notes: 8/98 KTXX-F (92.1, Devine) sold by Khan Hamon to Clear Channel for \$1,500,000 . . . 9/98 KCHG (810; Somerset) changed from Religion to simulcast KSJL-F as KSJL . . . 9/98 The KSJL-F calls and format moved from 96.1 to KTXX-F's facility (92.5; 50 kw @ 492); the 96.1 changed to AC/CHR as KXXM-F ("Mix 96.1")

Jim Duncan

Comments: Listening levels are fairly steady . . . KSMG-F has its fourth consecutive up book and its highest share ever . . . WOAI has its worst share in many, many years . . . FM's share of audience jumped by over three percentage points versus last year

SAN DIEGO

Arbitron Rank: 16 Pop (12+): 2,267,300
MSA Rank: 14
MSA Pop: 2,760,000
DMA: 27
Average Persons Rating: 15.3
Market TSL In Hours: 20.50

Stations: 38 / 32
Diaries: 3,326 / 682:1 / 50.5%
Sample Target: 3,270
% Below Line: 4.5
% Not Listed: 12.8
Pop per Station: 70,853

Last Year's Revenue: \$120,500,000
Household Income: \$44,728
Total Retail Sales: \$24.2 Bil
#1 Biller: KSON-AF \$11,200,000
#1 Billing Portfolio: Jacor \$41,385,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KYXY-F	AC	217 / 6.3	6.8	4.8	5.1	6.1	5.8	3277 / 14.5	15.7	15.6	I	KYXY-F
2	KFMB-F	AC/CHR	214 / 6.2	6.3	6.2	5.2	6.5	6.0	4285 / 18.9	18.2	18.2	H	KFMB-F
3	XHTZ-F	CHRU	182 / 5.3	4.4	5.1	4.3	4.6	4.8	3249 / 14.3	13.8	14.4	G	XHTZ-F
4	KFMB	FS/T	178 / 5.1	4.6	2.7	3.6	5.5	4.0	3300 / 14.6	11.8	14.5	I	KFMB
5	KSON-F	C	172 / 5.0	5.2	6.6	6.4	5.5	5.8	2334 / 10.3	11.5	13.0	I	KSON-F
6	KHTS-F	CHR	162 / 4.7	3.9	3.9	4.1	4.0	4.1	3814 / 16.8	15.9	14.0	E	KHTS-F
7	KOGO	N/T	144 / 4.2	4.5	4.9	4.9	3.9	4.6	2136 / 9.4	10.5	7.9	F	KOGO
8	XTRA-F	AOR-NR	137 / 4.0	3.7	3.0	2.3	2.7	3.2	3272 / 14.4	12.0	11.0	G	XTRA-F
9	KIOZ-F	AOR	134 / 3.9	3.1	4.8	3.5	3.6	3.8	2305 / 10.2	9.9	9.3	G	KIOZ-F
10	KIFM-F	J	132 / 3.8	4.0	3.8	3.8	3.5	3.9	2186 / 9.6	9.6	8.9	G	KIFM-F
11	KGB-F	CL AOR	121 / 3.5	4.3	4.2	4.5	3.8	4.1	2535 / 11.2	11.5	11.5	G	KGB-F
12	XHRM-F	B/AC	107 / 3.1	1.3	1.4	1.5	1.6	1.8	1835 / 8.1	6.5	7.7	D	XHRM-F
13	KBZT-F	O	104 / 3.0	3.1	2.3	3.5	3.5	3.0	2430 / 10.7	10.4	11.7	G	KBZT-F
14	KPOP	ST	97 / 2.8	3.7	3.5	3.1	2.6	3.3	1162 / 5.1	6.5	5.7	C	KPOP
15	XTRA	SPRST	86 / 2.5	1.7	2.1	2.9	2.3	2.3	1579 / 7.0	5.6	7.5	H	XTRA
	KPLN-F	CL HITS	86 / 2.5	2.5	2.6	1.8	1.9	2.3	1683 / 7.4	7.5	6.2	D	KPLN-F
17	KJOY-F	SAC	79 / 2.3	1.8	2.2	1.7	1.5	2.0	1683 / 7.4	5.7	5.6	C	KJOY-F
18	KFI	T	64 / 1.9	2.2	2.1	2.2	2.5	2.1	1323 / 5.8	6.4	7.1		KFI
19	KEBN-F	SP-R	59 / 1.7	2.3	2.3	1.9	1.6	2.0	1633 / 7.2	11.2	7.8		KEBN-F
20	KFSD-F	CL	58 / 1.7	1.3	1.2	1.4	1.7	1.4	1060 / 4.7	4.3	4.1	C	KFSD-F
21	XTIM-F	SP	46 / 1.3	1.0	1.2	1.3	1.0	1.2	699 / 3.1	2.3	2.6		XTIM-F
22	KXST-F	AOR-P	45 / 1.3	1.3	1.1	1.6	1.7	1.3	1035 / 4.6	4.3	4.3	C	KXST-F
	KSDO	T	45 / 1.3	2.0	1.3	1.0	1.3	1.4	1242 / 5.5	6.7	3.9	E	KSDO
24	XHKY-F	SP-R	42 / 1.2	1.1	1.3	1.3	1.3	1.2	881 / 3.9	2.8	3.5	D	XHKY-F
25	KSPA	ST	41 / 1.2	1.0	1.1	1.1	1.2	1.1	577 / 2.5	1.8	2.6		KSPA
26	XLTN-F	SP-C	37 / 1.1	0.9	1.1	1.3	1.2	1.1	629 / 2.8	2.4	2.7	C	XLTN-F
27	KNX	N	36 / 1.0	1.4	1.0	1.1	0.8	1.1	819 / 3.6	3.9	3.0		KNX
28	XBAC	CL	35 / 1.0	1.0	1.1	1.1	1.1	1.0	459 / 2.0	2.5	2.5		XBAC

12+ FM Share (Metro): 72.44% (2184 of 3015) (Summer 97: 71.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTS-F	1 KFMB-F <	1 KFMB-F >	1 KFMB-F	1 KFMB-F	1 KFMB <	1 KFMB-F	1 KYXY-F	1 KFMB	1 KFMB	1 KYXY-F
2 XHTZ-F >>	2 XHTZ-F	2 XHTZ-F <	2 KYXY-F <	2 KYXY-F <	2 KYXY-F	2 KGB-F <	2 KOGO <	2 KFMB-F <	2 XHTZ-F	XHTZ-F <
3 XTRA-F	3 KIOZ-F <	3 KYXY-F <	3 KSON-F	3 KSON-F	3 KOGO	3 KYXY-F	3 KFMB-F <	3 KYXY-F <	3 KHTS-F	3 KFMB <
4 KFMB-F >	4 XTRA-F <	4 KIOZ-F	4 KGB-F <	4 KIFM-F <	4 KIFM-F	KIOZ-F	4 KSON-F	4 XHTZ-F <	4 KYXY-F	4 KHTS-F <
	5 KHTS-F	KSON-F	5 KIFM-F <	5 KGB-F	KSON-F	5 KOGO <	5 XHTZ-F	5 KHTS-F	5 XTRA-F <	5 KSON-F <
6 KSON-F <	6 XTRA-F <	6 KIOZ-F <	6 KFMB <	6 KPOP <	6 KSON-F	6 KHTS-F <	6 KSON-F	6 KIFM-F	6 KFMB-F	6 KFMB-F
7 KYXY-F	7 KGB-F <	7 XHRM-F	7 KIOZ-F <	7 KFMB-F <	7 XHTZ-F	7 KIFM-F <	7 XTRA-F	7 KFMB-F	7 KIFM-F <	7 KIFM-F <
8 KGB-F	8 KHTS-F	8 KPLN-F <	8 XHRM-F <	8 KBZT-F	8 KFMB <	8 XTRA-F	8 KIFM-F <	8 KIOZ-F	8 XTRA-F	8 XTRA-F
9 XHRM-F	9 XHRM-F	9 KFMB	9 KBZT-F <	9 KGB-F	9 KHTS-F <	KIOZ-F <	9 KBZT-F <	9 XHRM-F <	9 KPOP <	9 KPOP <
10 KPLN-F <	10 KIFM-F <	XTRA-F <	10 KPLN-F <		10 XTRA-F	10 XHRM-F <	10 XTRA <	10 KSON-F <	10 KBZT-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KHTS-F	1 KFMB-F	1 KFMB-F >	1 KFMB-F	1 KFMB-F	1 KIOZ-F	1 KIOZ-F	1 KIOZ-F >	1 KIOZ-F	1 KGB-F	1 KOGO
2 XHTZ-F	2 KHTS-F <	2 KYXY-F <	2 KYXY-F <	2 KYXY-F	XHTZ-F	2 XHTZ-F <	2 KFMB-F <	2 KGB-F	2 KIOZ-F <	2 KYXY-F
3 KFMB-F >	3 XHTZ-F	3 KSON-F	3 KSON-F	3 KSON-F >	3 XTRA-F	3 XTRA-F	3 XTRA-F <	3 XTRA-F <	3 KFMB <	3 XHTZ-F
4 KSON-F	4 KSON-F <	4 XHTZ-F	4 KHTS-F <	4 XHRM-F <	4 KFMB-F	4 KFMB-F	4 XHTZ-F <	4 XHTZ-F <	4 XTRA <	4 KHTS-F
5 KYXY-F	5 KYXY-F	5 XTRA-F <	5 XHTZ-F	5 KIFM-F	KHTS-F >	5 KGB-F	5 KGB-F	5 KFMB-F <	5 KIFM-F <	5 KFMB-F <
6 XTRA-F	6 XTRA-F	6 KHTS-F	6 XHRM-F	6 KBZT-F	6 KGB-F	6 KHTS-F	6 KSON-F <	6 XTRA	6 KFMB-F	6 KFMB
7 XTIM-F	7 KIOZ-F <	7 KIFM-F	7 KIFM-F <	7 KJOY-F	7 XTRA	XTRA	7 XTRA <	7 KPLN-F	KPLN-F <	
8 XHRM-F	KIOZ-F	8 KBZT-F	KHTS-F		8 KPLN-F <	8 KPLN-F	8 KPLN-F	8 KFMB	8 KYXY-F	
9 KIFM-F <	XHRM-F >	XTRA-F	XHTZ-F		9 KSON-F	9 XHRM-F	9 KIFM-F <	KSON-F		

SAN DIEGO

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			
KLOV-F	SP-C	102.9	San Diego	0.6	1.9	Astor	12.3 %	12.0 %	%
KPRZ	REL	1210	San Marcos	0.8	2.5	KCEO-AM, KFSD-FM, KSPA-AM			
KSON	KIDS	1240	San Diego	0.5	1.5	Chancellor	8.8 %	10.3 %	11.4 %
KURS	SP	1040	San Diego	0.5	1.9	KPLN-FM, KYXY-FM			
XEMO	SP	860	Tijuana, MX	0.5	1.7	Heftel	2.3 %	2.4 %	%
						KEBN-FM, KLOV-FM			
Other Rated Stations--Outside Market				Metro Share	Cume Rating	Jacor	32.3 %	28.9 %	34.3 %
KLAC	ST	570	Los Angeles	0.3	1.2	KGB-FM, KHTS-FM, KIOZ-FM, KJQY-FM, KMSX-FM, KOGO-AM, KPOP-AM, KSDO-AM, XHRM-FM, XTRA-AM, XTRA-FM			
KLOS-F	AOR	95.5	Los Angeles	0.4	0.8	Jefferson-Pilot	12.3 %	15.4 %	19.7 %
KSSE-F	SP-C	97.5	Riverside	0.5	1.3	KBZT-FM, KIFM-FM, KSON-AM, KSON-FM			
XMMM	SP	800	Tijuana, MX	0.4	0.6				
							68.0 %	69.0 %	65.4 %

AM Stations

Station	Power	Frequency	Format	Company	Value	Partner	Location
KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	\$141.00	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	News/Talk	CNN, ABC, WW1	\$38.00	Katz	Jacor
KPOP	1360	5 kw/1 kw	Standards	Westwd, JRN	\$44.00	Katz	Jacor
KSDO	1130	10 kw (DA-2)	Talk	ABC	\$129.00	Katz	Jacor
KSPA	1450	1 kw	Standards	\$ NA	—	Astor	Escondido
XBAC	540	1 kw	Classical	\$ NA	Allied	Mt. Wilson (LMA)	Tijuana, MX
XTRA	690	77 kw/50 kw (DA-2)	Sports	CBS, ESPN	\$151.00	Eastman	Jacor (LMA)
							Tijuana

FM Stations

Station	Power	Frequency	Format	Company	Value	Partner	Location
KBZT	94.9	22 kw @ 702	Oldies	\$130.00	Banner	Jefferson-Pilot	
KEBN	106.5	50 kw @ 440	Hispanic-Regional	\$ NA	Katz Hisp.	Heftel	
KFMB	100.7	30 kw @ 620	AC/CHR	\$94.00	Mc-Guild	Midwest TV	
KFSD	92.1	0.58 kw @ 1024	Classical	Westwd	\$ NA	—	Astor
KGB	101.5	50 kw @ 500	Classic AOR	\$110.00	Eastman	Jacor	Escondido
KHTS	93.3	1.8 kw @ 1886	CHR	\$ NA	Eastman	Jacor	El Cajon
KIFM	98.1	28 kw @ 640	Jazz	\$120.00	CBS	Jefferson-Pilot	
KIOZ	105.3	29 kw @ 620	AOR	\$107.00	Eastman	Jacor	
KJQY	94.1	100 kw @ 640	Soft AC	\$ 55.00	Eastman	Jacor	
KLOV	102.9	32 kw @ 617	Hispanic-Contemp.		Katz Hisp.	Heftel	
KMCG	95.7	29 kw @ 640	Black AC	\$40.00	Mc-Guild	Jacor	Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits	\$60.00	D&R	Chancellor	
KSON	97.3	50 kw @ 440	Country	\$230.00	Banner	Jefferson-Pilot	
KXST	102.1	14.5 kw @ 817	Progressive AOR	\$77.00	Christal	Compass	Oceanside
KYXY	96.5	41 kw @ 540	AC	\$214.00	Christal	Chancellor	
XHKY	99.3	25 kw @ 328	Hispanic-Regional	\$50.00	Katz Hisp.		Tijuana
XHRM	92.5	50 kw @ 650	Black AC	\$65.00	Katz	Jacor (LMA)	Tijuana
XHTZ	90.3	93 kw @ 840	CHR/Urban	\$125.00	Sentry		Tijuana
XLTN	104.5	57 kw @ 721	Hispanic-Contemp.	\$ NA	Katz Hisp.		Tijuana
XTIM	91.7	25 kw @ 460	Hispanic	\$ NA	—		Tijuana
XTRA	91.1	100 kw @ 791	New Rock	\$130.00	Eastman	Jacor (LMA)	Tijuana

Notes: KFI, KNX -- See Los Angeles . . . 9/98 XHRM-F changed from Progressive AOR to the Black AC programming formerly heard on KMCG-F (95.7); XHRM-F now identifies itself as "Magic 92.5" . . . 9/98 The 95.7 changed to AC/CHR as KMSX-F ("Mix 95.7") . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KGB-F; KHTS-F; KIOZ-F; KJQY-F; KMSX-F; KOGO; KPOP; KSDO; XHRM-F (LMA); XTRA (LMA); XTRA-F (LMA) . . . 10/98 KEBN-F changed calls to KLVN-F ("La Nueva")

Jim Duncan

Comments: Overall listening to radio is down moderately (-0.5 ratings point) . . . KHTS-F has its highest share ever . . . XTRA-F has its highest share in two years . . . XHRM-F is up to its highest share ever with its new format

SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,510,100
MSA Rank: 28-SF; 20-Oakland
MSA Pop: 5,180,000
DMA: 5
Average Persons Rating: 15.5
Market TSL in Hours: 20.50

Stations: 49 / 47
Diarles: 6,733/ 818:1/ 51.2%
Sample Target: 5,100
% Below Line: 0.9
% Not Listed: 16.5
Pop per Station: 117,236

Last Year's Revenue: \$255,000,000
Household Income: \$57,792
Total Retail Sales: \$62.7 Bil
#1 Biller: KGO \$30,700,000
#1 Billing Portfolio:
 Chancellor \$64,100,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fail 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KGO	T	655 / 6.6	6.6	6.4	6.6	6.8	6.5	8597 / 16.8	15 2	15 2	K	KGO
2	KCBS	N/T	390 / 4.6	4.5	5.3	4.8	4.0	4.8	9001 / 16.3	14.7	15 1	K	KCBS
3	KYLD-F	U/CHR	373 / 4.4	4.7	3.8	4.2	4.3	4.3	6630 / 12.0	12.3	12 1	I	KYLD-F
4	KOIT-AF	SAC	362 / 4.2	4.6	4.4	3.8	3.8	4.3	6433 / 11.7	12 3	11 0	J	KOIT-AF
5	KNBR	SPRTS/FS	326 / 3.8	4.4	3.1	4.1	4.5	3.9	5806 / 10.6	10 5	10 9	K	KNBR
6	KABL	ST	304 / 3.6	2.8	3.3	3.2	3.0	3.2	3746 / 6.8	5 3	5 9	D	KABL
7	KFRC-AF	O	290 / 3.4	3.5	2.8	3.3	4.3	3.2	5580 / 10.1	9 7	7 4	J	KFRC-AF
8	KISQ-F	B/AC	287 / 3.4	2.9	3.5	3.0	1.8	3.2	5267 / 9.8	9 2	6 4	G	KISQ-F
9	KSFO	T	277 / 3.2	3.1	3.3	2.6	3.2	3.1	3189 / 6.8	5 4	5 2	G	KSFO
10	KDFC-F	CL	257 / 3.0	2.7	2.3	2.8	2.7	2.7	4441 / 8.1	7 5	8 1	F	KDFC-F
11	KITS-F	AOR-NR	254 / 3.0	1.9	1.8	1.8	1.9	2.1	5175 / 9.4	8 0	8 3	H	KITS-F
12	KKSF-F	J	253 / 3.0	2.8	2.7	3.3	3.3	3.0	4254 / 7.7	7 4	7 9	I	KKSF-F
13	KIOI-F	AC/CHR	247 / 2.9	3.1	3.7	2.9	3.3	3.1	5071 / 9.2	10 0	10 4	J	KIOI-F
14	KMEL-F	CHR/U	246 / 2.9	3.5	2.8	3.4	3.7	3.1	5738 / 10.4	10 1	11 2	I	KMEL-F
15	KLLC-F	AC-NR	237 / 2.8	2.4	2.6	2.5	2.7	2.6	5601 / 10.2	9 9	9 8	H	KLLC-F
16	KFOG-FF	AOR-P	234 / 2.7	2.6	3.2	2.9	2.9	2.9	4842 / 8.8	8 6	8 1	J	KFOG-FF
17	KZQZ-F	CHR	212 / 2.5	3.0	2.9	2.7	1.9	2.8	5731 / 10.4	11 7	6 6	C	KZQZ-F
18	KBLX-F	J/U	177 / 2.1	2.6	2.9	2.9	2.7	2.6	3228 / 5.9	5 9	6 6	I	KBLX-F
19	KSOL-FF	SP-R	169 / 2.0	1.4	1.3	2.3	1.9	1.7	2488 / 4.5	3 7	4 2	G	KSOL-FF
20	KSAN-F	CL HITS	168 / 2.0	1.6	2.0	1.1	1.0	1.7	3053 / 5.5	6 0	3 6	C	KSAN-F
21	KYCY-F	C	156 / 1.8	1.6	2.1	1.5	1.5	1.8	2665 / 4.8	4 5	4 9	G	KYCY-F
22	KSJO-F	AOR	142 / 1.7	1.7	1.6	1.6	1.5	1.6	2704 / 4.9	4 5	4 6		KSJO-F
23	KBRG-F	SP-C	118 / 1.4	1.3	1.4	0.7	0.6	1.2	1786 / 3.2	3 1	1 7		KBRG-F
24	KUFX-F	CL AOR	99 / 1.2	0.6	0.9	1.2	1.2	1.0	2206 / 4.0	2 2	3 7		KUFX-F
	KLOK	SP-R	99 / 1.2	1.4	1.1	1.4	1.2	1.3	1340 / 2.4	2 4	1 9		KLOK
26	KEZR-F	AC/CHR	91 / 1.1	1.0	0.9	0.9	1.2	1.0	2246 / 4.1	3 7	4 1		KEZR-F

12+ FM Share (Metro): 67.79% (4837 of 7135) (Summer 97: 70.66%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLD-F >>	1 KYLD-F <	1 KOIT-AF <	1 KOIT-AF	1 KOIT-AF	1 KGO >	1 KCBS <	1 KGO	1 KGO <	1 KYLD-F <	1 KGO
2 KMEL-F	2 KITS-F <	2 KISQ-F <	2 KISQ-F <	2 KISQ-F <	2 KCBS	2 KGO >	2 KNBR	2 KOIT-AF	2 KGO >	2 KYLD-F <
3 KZQZ-F	3 KLLC-F	3 KYLD-F <	3 KFOG-FF	3 KGO <	3 KABL	3 KITS-F <	3 KOIT-AF <	3 KSFO <	3 KMEL-F <	3 KABL
4 KITS-F >>	4 KMEL-F	4 KLLC-F	4 KIOI-F <	4 KFOG-FF <	4 KNBR	4 KYLD-F <	4 KABL	4 KCBS	4 KOIT-AF <	4 KFRC-AF <
	5 KISQ-F <	KITS-F <	5 KLLC-F <	5 KFRC-AF <	KOIT-AF	5 KSFO <	5 KCBS <	5 KYLD-F <	5 KNBR <	5 KOIT-AF <
	6 KIOI-F <	6 KIOI-F	6 KGO <	6 KKSF-F <	KSFO	6 KOIT-AF	6 KFRC-AF <	6 KISQ-F	6 KZQZ-F <	6 KDFC-F
	7 KZQZ-F	KFOG-FF	7 KKSF-F	7 KIOI-F <	KFRC-AF	7 KLLC-F <	7 KYLD-F	KNBR	7 KISQ-F	KCBS <
	8 KOIT-AF <	8 KGO <	KITS-F <	8 KLLC-F <	8 KOFC-F <	8 KFRC-AF <	KISQ-F	KFRC-AF <	8 KITS-F <	8 KKSF-F <
	9 KSOL-FF <	9 KMEL-F <	9 KFRC-AF <	9 KNBR	9 KKSF-F	9 KNBR	KIOI-F <	9 KABL <	9 KDFC-F	9 KISQ-F
	10 KSJO-F <	10 KKSF-F	10 KNBR <	KCBS <		KISQ-F <	10 KKSF-F <	10 KIOI-F <	10 KCBS <	KNBR <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmile
1 KYLD-F	1 KLLC-F	1 KLLC-F	1 KOIT-AF	1 KOIT-AF	1 KYLD-F >	1 KYLD-F <	1 KITS-F	1 KYLD-F <	1 KNBR	1 KGO >>
2 KZQZ-F <	2 KIOI-F <	2 KIOI-F <	2 KISQ-F <	2 KISQ-F <	2 KITS-F	2 KITS-F >	2 KSJO-F <	2 KITS-F <	2 KFOG-FF	2 KYLD-F
3 KMEL-F <	3 KISQ-F	3 KOIT-AF <	3 KIOI-F	3 KIOI-F	3 KMEL-F <	3 KSJO-F <	3 KLLC-F <	3 KNBR	KGO <	KCBS <
4 KLLC-F <	4 KMEL-F <	4 KISQ-F <	4 KLLC-F	4 KGO	4 KZQZ-F >	4 KMEL-F	4 KNBR	4 KFOG-FF <	4 KITS-F <	4 KSFO >
5 KIOI-F	5 KOIT-AF <	5 KFOG-FF	5 KFOG-FF	5 KFRC-AF	5 KSJO-F <	KLLC-F	KYLD-F	5 KSJO-F <	5 KFRC-AF	
	KISQ-F >	6 KYLD-F	6 KITS-F <	6 KMEL-F	KFOG-FF <	6 KLLC-F <	6 KZQZ-F	6 KSOL-FF <	6 KLLC-F <	KCBS <
7 KITS-F <	7 KITS-F	7 KMEL-F >	KFRC-AF <	7 KKSF-F <	7 KSOL-FF >	7 KSOL-FF <	7 KISQ-F <	7 KISQ-F <	7 KKSF-F <	
8 KSOL-FF <	KZQZ-F <	8 KGO <	8 KLLC-F	8 KLLC-F	8 KNBR	8 KMEL-F <	8 KGO	8 KGO	8 KISQ-F <	
9 KOIT-AF	9 KFOG-FF	9 KZQZ-F <	9 KBLX-F	9 KBLX-F	9 KISQ-F <	9 KISQ-F <	9 KFOG-FF <	9 KSAN-F <	9 KSAN-F	
KBRG-F	10 KSOL-FF	10 KKSF-F	10 KYLD-F	10 KCBS	10 KIOI-F <	10 KLOK <	10 KKSF-F	10 KSAN-F	KSFO <	

SAN FRANCISCO

Other Rated Stations					Metro Share	Cume Rating	Consolidation Report		
KARA-F	O	105.7	Santa Clara	0.8	2.6	ABC/Disney 16.2 % KGO-AM, KSFO-AM Bonneville 9.7 % KDFC-FM, KOIT-AF, KZQZ-FM CBS 15.6 % KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KYCY-AM, KYCY-FM Chancellor 20.9 % KABL-AM, KIOI-FM, KISO-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLD-FM Hefel 2.0 % KSOL-FM, KZOL-FM Susquehanna 9.1 % KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM 73.4 % 66.9 % 94.3 %			
KBAY-F	SAC	94.5	Gilroy	0.8	2.9				
KFAX	REL	1100	San Francisco	0.6	1.7				
KFGY-F	C	92.9	Healdsburg	0.4	1.0				
KIQI	SP	1010	San Francisco	0.6	1.5				
KJZY-F	J	93.7	Sebastopol	0.4	0.8				
KKHI-AF	CL	100.7	San Rafael	0.5	1.8				
KKIQ-F	AC	101.7	Livermore	0.5	1.5				
KLDZ-F	AOR-P	104.9	Fremont	0.3	1.2				
KNEW	C	910	Oakland	0.7	2.4				
KRPQ-F	C	104.9	Rohnert Park	0.4	0.9				
KRTY-F	C	95.3	Los Gatos	0.9	2.4				
KTCT	SPRTS	1050	San Mateo	0.6	1.6				
KVTO	E	1400	Berkeley	0.3	1.1				
KZSF-F	SP	92.7	Alameda	0.5	1.2				
KZST-F	AC	100.1	Santa Rosa	0.5	1.4				

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KHKK-F	CL AOR	104.1	Modesto	0.4	1.5	
KSFM-F	CHR	102.5	Woodland	0.5	1.6	

AM Stations

Station	Power	Frequency	Format	Revenue	Company	City
KABL	960	5 kw (DA-1)	Standards	\$70.00	Century	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS \$355.00	CBS	
KFRC	610	5 kw	See KFRC-F			
KGO	810	50 kw (DA-1)	Talk	ABC \$440.00	ABC	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00	Caballero	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC \$335.00	Mc-Guild	
KOIT	1260	5 kw/1 kw	See KOIT-F			
KSFO	560	5 kw (DA-N)	Talk	ABC \$55.00	ABC	

FM Stations

Station	Power	Frequency	Format	Revenue	Company	City
KBLX	102.9	6.6 kw @ 1290	Jazz/Urban	\$168.00	D&R	Berkeley
KDFC	102.1	33 kw @ 1047	Classical	\$105.00	Katz	
KFFG	97.7	1.6 kw @ 449	See KFOG-F			Los Altos
KFOG	104.5	7.1 kw @ 1506	Progressive AOR	\$240.00	Mc-Guild	
KFRC	99.7	40 kw @ 1299	Oldies	\$285.00	Group W	
KIOI	101.3	125 kw @ 1162	AC/CHR	\$300.00	Christal	
KISO	98.1	100 kw @ 960	Black AC	\$95.00	Eastman	
KITS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	
KKSF	103.7	7.8 kw @ 1470	Jazz	\$234.00	Eastman	
KLLC	97.3	82 kw @ 1014	Modern AC	CBS \$105.00	CBS	
KMEL	106.1	69 kw @ 1290	CHR/Urban	\$263.00	Christal	
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	
KSAN	107.7	8.9 kw @ 1161	Classic Hits	\$145.00	Mc-Guild	
KSOL	98.9	6 kw @ 1355	Hispanic-Regional	\$67.00	Allied	
KYCY	93.3	50 kw @ 492	Country	Westwd \$105.00	CBS	
KYLD	94.9	30 kw @ 1210	Urban/CHR	AP, AMFM \$163.00	Katz	San Mateo
KZOL	99.1	1.1 kw @ 2608	See KSOL-F			Santa Cruz
KZQZ	95.7	6.9 kw @ 1290	CHR	\$100.00	Sentry	

Notes: Other ranked stations - See San Jose . . . 9/98 KNEW changed from Country to simulcasting AC/CHR KIOI-F . . . 9/98 KZWC-F (92.1; Walnut Creek) changed calls to KFJO-F and changed from Hispanic to simulcasting AOR KSJO-F San Jose . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KFJO-F; KZSF-F

Jim Duncan

Comments: Total listening to radio is up a bit . . . KABL is at record-high levels . . . KITS-F, having assumed the programming of San Jose's KOME-F, is up strongly from more than two years of weak books . . . KBLX-F fades to its lowest share in many years . . . KZQZ-F fell off some from its recent strength

SAN JOSE

Arbitron Rank: 29 Pop (12+): 1,365,700
MSA Rank: 30
MSA Pop: 1,640,000
DMA: San Francisco (#5)
Average Persons Rating: 14.5
Market TSL in Hours: 19.50

Stations: 42 / 13
Diaries: 2,796/ 488:1/ 50.6%
Sample Target: 2,620
% Below Line: NA
% Not Listed: NA
Pop per Station: 105,054

Last Year's Revenue: \$42,000,000
Household Income: \$69,652
Total Retail Sales: \$16.6 Bil.
#1 Biller: KSJO-F \$8,000,000
#1 Billing Portfolio:
 Trust for ARS/CBS stations \$12,310,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1 KEZR-F	AC/CHR	76 / 3.8	3.7	3.2	3.4	4.6	3.5	1752 / 12.8	12.0	13.7	G	KEZR-F
2 KSJO-F	AOR	75 / 3.8	3.4	2.8	2.9	2.9	3.2	1280 / 9.4	9.0	8.9	H	KSJO-F
3 KRTY-F	C	63 / 3.2	3.0	3.0	2.8	4.7	3.0	1043 / 7.6	7.2	10.3	E	KRTY-F
4 KARA-F	AC	60 / 3.0	2.7	3.3	3.3	3.7	3.1	1111 / 8.1	7.9	7.8	E	KARA-F
6 KBRG-F	SP-C	50 / 2.5	1.8	2.5	0.9	1.3	1.9	740 / 5.4	4.3	3.3		KBRG-F
5 KLOK	SP-R	50 / 2.5	3.3	2.3	2.5	3.2	2.7	675 / 4.9	4.8	5.0	F	KLOK
7 KUFX-F	CL AOR	48 / 2.4	1.7	2.0	3.5	3.4	2.4	1110 / 8.1	5.0	9.6	D	KUFX-F
8 KBAY-F	SAC	45 / 2.3	3.7	4.0	3.9	5.4	3.5	1031 / 7.5	9.3	11.6	G	KBAY-F
9 KAZA	SP	16 / 0.8	0.7	1.6	0.8	0.7	1.0	208 / 1.5	0.9	1.4	A	KAZA
11 KLDZ-F	AOR-P	15 / 0.8						302 / 2.2				KLDZ-F
10 KZSF	SP-R	15 / 0.8	0.7	0.6				193 / 1.4	1.2			KZSF
12 KLIV	N	14 / 0.7	0.7	1.0	0.7	0.6	0.8	457 / 3.3	3.4	2.8	A	KLIV
14 KZSJ	SP-R	7 / 0.4			0.4			77 / 0.6				KZSJ
13 KVVN	E	7 / 0.4			0.4			144 / 1.1				KVVN

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRTY-F	1 KEZR-F <	1 KSJO-F	1 KSJO-F <	1 KSJO-F <	1 KRTY-F	1 KSJO-F	1 KEZR-F <	1 KEZR-F	1 KEZR-F	1 KRTY-F
KEZR-F	2 KSJO-F >	KEZR-F >	2 KEZR-F	2 KEZR-F	KARA-F	2 KEZR-F <	2 KSJO-F	2 KSJO-F <	2 KSJO-F	2 KBRG-F <
3 KSJO-F >>	3 KLOK <	3 KUFX-F	3 KUFX-F	3 KUFX-F	3 KUFX-F	3 KARA-F <	3 KARA-F	3 KRTY-F	3 KRTY-F	3 KSJO-F <
	4 KBRG-F >	4 KARA-F <	4 KARA-F	4 KARA-F <	4 KBAY-F <	4 KLOK <	4 KRTY-F	4 KARA-F	4 KARA-F	4 KEZR-F
	5 KARA-F	5 KRTY-F	5 KRTY-F	5 KRTY-F <	5 KSJO-F	5 KRTY-F	5 KUFX-F <	5 KLOK <		5 KARA-F
	KRTY-F			6 KLOK						KUFX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F >	1 KEZR-F	1 KSJO-F >	1 KSJO-F	1 KSJO-F >	1 KSJO-F >	1 KSJO-F >	1 KEZR-F
2 KBRG-F >>	2 KBRG-F >	2 KBRG-F	2 KARA-F	2 KARA-F	2 KEZR-F	2 KITS-F	2 KEZR-F	2 KUFX-F <	2 KUFX-F	2 KSJO-F
3 KRTY-F	3 KRTY-F	3 KLOK	KBRG-F <	3 KRTY-F	KLOK	3 KEZR-F	3 KLOK >	3 KEZR-F	3 KEZR-F >	KLOK
	KARA-F	4 KSJO-F	4 KRTY-F <	4 KLOK	KRTY-F	4 KLOK >	4 KARA-F	4 KLOK	4 KLOK <	
5 KLOK	5 KARA-F	5 KRTY-F	5 KLOK	KBAY-F <	5 KZSF	5 KARA-F <	KBAY-F		5 KBAY-F <	
	KSJO-F >			6 KBRG-F	KBRG-F	6 KBRG-F				

SAN JOSE

Other Rated Stations--Outside Market			Metro Share	Cume Rating	Consolidation Report	12+	25-54	Revenue
KABL	ST	960 Oakland	1.5	3.7	In Trust	6.1 %	7.2 %	29.3 %
KBLX-F	J/U	102.9 Berkeley	1.4	3.7	KBAY-FM, KEZR-FM			
KCBS	N/T	740 San Francisco	4.4	14.9	Jacor	7.0 %	9.7 %	23.8 %
KDFC-F	CL	102.1 San Francisco	2.2	6.8	KLDZ-FM, KSJO-FM, KUFX-FM			
KDON-F	CHR	102.5 Salinas	0.9	3.5	Kieve	6.9 %	6.8 %	17.0 %
KFAX	REL	1100 San Francisco	0.6	1.7	KARA-FM, KLIV-AM, KRTY-FM			
KFOG-F	AOR-P	104.5 San Francisco	2.5	7.7				
KFRC-AF	O	99.7 San Francisco	3.8	9.6		20.0 %	23.7 %	70.1 %
KGO	T	810 San Francisco	6.7	15.3				
KIOI-F	AC/CHR	101.3 San Francisco	2.7	8.5				
KIOI	SP	1010 San Francisco	0.4	1.2				
KISQ-F	B/AC	98.1 San Francisco	2.1	6.3				
KITS-F	AOR-NR	105.3 San Francisco	3.0	9.6				
KKSF-F	J	103.7 San Francisco	2.9	7.4				
KLLC-F	AC-NR	97.3 San Francisco	1.6	7.4				
KMEL-F	CHR/U	106.1 San Francisco	1.8	6.8				
KNBR	SPRTS	680 San Francisco	3.7	9.4				
KOIT-AF	SAC	96.5 San Francisco	3.3	9.8				
KSAN-F	CL HITS	107.7 San Mateo	0.9	3.0				
KSFO	T	560 San Francisco	3.4	5.3				
KSOL-F	SP	98.9 San Francisco	2.1	5.4				
KYCY-F	C	93.3 San Francisco	0.7	2.7				
KYLD-F	U/CHR	94.9 San Francisco	5.4	13.0				
KZQZ-F	CHR	95.7 San Francisco	2.8	11.1				

AM Stations

KAZA	1290	5 kw/0.088 kw (DA-2)	Hispanic	\$ NA	Lotus			Gilroy
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Kieve	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00	Caballero	EXCL		
KVVN	1430	1 kw (DA-1)	Ethnic	CBS	\$ NA	D&R	Inner City	Santa Clara
KZSF	1370	5 kw (DA-2)	Hispanic-Regional	\$ NA	---	Z-Spanish		
KZSJ	1120	5 kw/0.15 kw	Hispanic-Regional	\$ NA	Caballero			San Martin

FM Stations

KARA	105.7	50 kw @ 500	AC	\$78.00	Allied	Kieve		Santa Clara
KBAY	94.5	34 kw @ 587	Soft AC	UPI, AP	\$100.00	Christal	In Trust	
KBRG	100.3	14.5 kw @ 2580	Hispanic Contemp.	\$ NA	Caballero	EXCL		
KEZR	106.5	50 kw @ 430	AC/CHR	\$107.00	Christal	In Trust		
KLDZ	104.9	3 kw @ 300	Progressive AOR	ABC	\$ NA	Eastman	Jacor	Fremont
KRTY	95.3	0.9 kw @ 860	Country	\$89.00	Allied	Kieve		Los Gatos
KSJO	92.3	50 kw @ 466	AOR	\$145.00	Katz	Jacor		
KUFX	98.5	12.5 kw @ 880	Classic AOR	ABC	\$55.00	Eastman	Jacor	Gilroy

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankings . . . 10/98 KLDZ (104.9; Fremont) changed from simulcasting KUFX-F to a "Gold-based Alternative" (AOR-P) . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KLDZ-F; KSJO-F; KUFX-F

Jim Duncan

Comments: Listening levels are steady . . . KSJO-F and KUFX-F are showing signs of recovery . . . KBAY-F was the big loser in this book

SEATTLE-TACOMA

Arbitron Rank: 14 Pop (12+): 2,786,100
MSA Rank: 21-Seattle; 80-Tacoma
MSA Pop: 3,390,000
DMA: 12
Average Persons Rating: 15.1
Market TSL In Hours: 20.25

Stations: 28 / 28
Diaries: 3,847 / 724:1 / 51.9%
Sample Target: 3,690
% Below Line: 0.0
% Not Listed: 12.2
Pop per Station: 99,504

Last Year's Revenue: \$150,500,000
Household Income: \$52,009
Total Retail Sales: \$33.2 Bil.
#1 Biller: KIRO \$20,900,000
#1 Billing Portfolio: Entercom \$60,800,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KIRO	N/T	316 / 7.5	7.5	5.6	7.2	9.6	7.0	5736 / 20.6	21.0	26.1	K	KIRO
2	KUBE-F	CHR	277 / 6.6	6.2	5.9	6.3	6.9	6.2	4704 / 16.9	16.8	17.8	H	KUBE-F
3	KMPS-F	C	217 / 5.2	5.2	4.0	4.7	4.7	4.8	3348 / 12.0	12.4	12.2	I	KMPS-F
4	KBSG-AF	O	215 / 5.1	5.8	5.0	4.6	5.0	5.1	3954 / 14.2	15.8	14.9	I	KBSG-AF
5	KBKS-AF	CHR	204 / 4.8	4.0	4.5	3.6	3.3	4.2	4552 / 16.3	15.3	11.9	F	KBKS-AF
6	KLSY-F	AC	200 / 4.8	4.6	4.8	3.4	4.0	4.4	3438 / 12.3	11.9	11.7	H	KLSY-F
7	KNDD-F	AOR-NR	194 / 4.6	3.2	3.9	4.2	4.2	4.0	3736 / 13.4	11.7	13.9	H	KNDD-F
8	KPLZ-F	CHR/VAC	178 / 4.2	4.2	4.6	3.8	4.2	4.2	3885 / 13.9	13.9	15.0	H	KPLZ-F
9	KIXI	ST	168 / 4.0	3.7	3.6	4.0	3.7	3.8	1988 / 7.1	7.7	7.8	D	KIXI
10	KING-F	CL	160 / 3.8	3.8	4.3	3.5	3.4	3.9	2403 / 8.6	9.7	8.0	E	KING-F
11	KISW-F	AOR	152 / 3.6	3.5	3.8	3.8	3.2	3.7	2525 / 9.1	9.2	9.1	H	KISW-F
	KVI	J	152 / 3.6	4.5	3.9	4.7	4.6	4.2	1859 / 6.7	7.4	8.1	H	KVI
13	KWJZ-F	T	150 / 3.6	3.8	3.8	3.5	3.2	3.7	2315 / 8.3	8.0	8.2	E	KWJZ-F
14	KOMO	T	131 / 3.1	3.2	3.2	3.9	3.4	3.4	2975 / 10.7	9.8	10.2	E	KOMO
15	KJR-F	CL HITS	130 / 3.1	2.7	3.1	2.6	2.9	2.9	2848 / 10.2	9.5	9.7	G	KJR-F
16	KZOK-F	CL AOR	128 / 3.0	3.5	3.2	3.4	3.4	3.3	2553 / 9.2	9.7	10.2	H	KZOK-F
17	KRWM-F	SAC	118 / 2.8	3.2	3.6	2.6	2.6	3.1	1787 / 6.4	7.7	7.8	E	KRWM-F
18	KIRO-F	T	115 / 2.7	2.1	2.9	2.8	2.3	2.6	2213 / 7.9	6.9	6.3	E	KIRO-F
19	KMTT-F	AOR-P	103 / 2.4	2.3	3.1	3.1	3.1	2.7	2070 / 7.4	8.1	7.6	G	KMTT-F
20	KYCW-F	C	98 / 2.3	2.1	2.9	2.8	2.6	2.5	1359 / 4.9	5.8	6.6	G	KYCW-F
21	KJR	SPRTS	85 / 2.0	2.3	2.5	2.9	2.2	2.4	1799 / 6.5	8.2	5.9	E	KJR
22	KNWX	N	61 / 1.5	1.1	1.2	1.5	1.3	1.3	1649 / 5.9	5.1	6.2	C	KNWX
23	KCMS-F	REL-CC	59 / 1.4	1.6	1.9	1.7	1.7	1.7	1155 / 4.1	4.5	4.5		KCMS-F

12+ FM Share (Metro): 74.55% (2754 of 3694) (Summer 97: 69.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KUBE-F >>	1 KUBE-F <	1 KUBE-F <	1 KPLZ-F <	1 KIRO <	1 KIRO >	1 KIRO	1 KIRO <	1 KUBE-F <	1 KIRO <	1 KIRO
2 KBKS-AF <	2 KNDD-F <	2 KPLZ-F <	2 KMPS-F	2 KBSG-AF <	2 KBSG-AF <	2 KUBE-F	2 KBSG-AF <	2 KIRO <	2 KUBE-F >	2 KUBE-F
3 KNDD-F >>	3 KPLZ-F <	3 KBKS-AF <	KLSY-F <	3 KLSY-F <	3 KIXI <	3 KMPS-F	3 KMPS-F <	3 KBSG-AF <	3 KNDD-F <	3 KBKS-AF <
4 KMPS-F	4 KBKS-AF	4 KNDD-F <	4 KIRO <	4 KMPS-F <	4 KMPS-F <	4 KVI <	4 KLSY-F <	4 KBKS-AF <	4 KBKS-AF <	4 KMPS-F
KLSY-F <	5 KISW-F <	5 KLSY-F <	5 KBSG-AF <	5 KPLZ-F	5 KING-F <	5 KBSG-AF <	5 KUBE-F <	5 KMPS-F <	5 KLSY-F	KNDD-F <
6 KLSY-F >	6 KMPS-F <	6 KBKS-AF <	6 KBKS-AF <	6 KBKS-AF	6 KVI	6 KLSY-F <	6 KVI <	6 KLSY-F <	6 KING-F <	6 KBSG-AF
7 KMPS-F <	7 KISW-F <	7 KISW-F	KWJZ-F <	7 KWJZ-F <	7 KISW-F	7 KIXI <	7 KNDD-F <	7 KPLZ-F	7 KPLZ-F	KING-F <
8 KYCW-F <	8 KBSG-AF <	KZOK-F <	8 KZOK-F	8 KOMO	KNDD-F <	8 KPLZ-F <	8 KIRO-F	8 KMPS-F <	8 KIXI <	8 KIXI <
9 KJR-F <	9 KIRO <	9 KNDD-F <	KJR-F <	9 KLSY-F <	9 KBKS-AF <	9 KBKS-AF <	9 KING-F <	9 KIRO-F <	9 KIRO-F <	9 KWJZ-F <
	10 KZOK-F <	10 KJR-F <	10 KISW-F	10 KRWM-F <	10 KPLZ-F <	10 KNDD-F <	10 KIXI	10 KOMO <	10 KLSY-F	10 KLSY-F
			KNDD-F				KPLZ-F		KPLZ-F	KPLZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KUBE-F	1 KBKS-AF <	1 KPLZ-F	1 KLSY-F <	1 KLSY-F	1 KUBE-F	1 KNDD-F	1 KISW-F <	1 KISW-F <	1 KIRO <	1 KOMO <
2 KBKS-AF	2 KPLZ-F <	2 KBKS-AF	2 KPLZ-F <	2 KBSG-AF <	2 KNDD-F >	2 KISW-F	2 KNDD-F	2 KNDD-F	2 KISW-F <	2 KIRO <
3 KPLZ-F <	3 KUBE-F	3 KLSY-F	3 KBKS-AF	3 KMPS-F	3 KISW-F	3 KUBE-F	3 KPLZ-F >	3 KZOK-F <	3 KZOK-F	3 KUBE-F
4 KLSY-F >	4 KLSY-F	4 KNDD-F	4 KUBE-F <	KPLZ-F	4 KBKS-AF >	4 KPLZ-F	4 KBKS-AF	4 KUBE-F <	4 KNDD-F <	4 KLSY-F
5 KMPS-F	5 KNDD-F	KUBE-F >	5 KMPS-F <	5 KBKS-AF <	5 KPLZ-F >	5 KBKS-AF >	5 KZOK-F	5 KIRO	5 KBSG-AF <	5 KNDD-F
KNDD-F	6 KMPS-F	6 KMPS-F <	6 KBSG-AF >	6 KRWM-F	6 KLSY-F	6 KLSY-F	6 KJR-F <	6 KPLZ-F <	6 KMPS-F <	KVI <
7 KYCW-F	7 KYCW-F	7 KIRO-F	7 KJR-F	7 KWJZ-F <	KZOK-F	7 KLSY-F <	7 KLSY-F <	7 KBKS-AF <	7 KJR-F <	7 KMPS-F <
	8 KIRO-F	8 KYCW-F	KRWM-F <	8 KIRO <	8 KJR-F <	8 KUBE-F <	8 KMPS-F	8 KWJZ-F <	8 KWJZ-F <	8 KWJZ-F <
			9 KNDD-F	9 KJR-F <	9 KJR-F <	9 KMTT-F <	9 KLSY-F	9 KPLZ-F <	9 KPLZ-F <	9 KPLZ-F <
			KIRO-F <	10 KUBE-F <			10 KJR <	10 KJR <	10 KJR <	10 KJR <
								KBSG-AF <		

SEATTLE-TACOMA

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			12+	25-54	Revenue
KGNW	REL	820	Burien	0.4	1.6	Ackerley			11.7 %	10.7 %	12.3 %
KKBY-F	B	104.9	Eatonville	0.8	1.5	KJR-AM, KJR-FM, KUBE-FM					
KXXO-F	AC	96.1	Olympia	0.8	1.6	CBS			15.3 %	20.9 %	20.7 %
						KBKS-FM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM					
						Entercom			27.4 %	28.6 %	40.4 %
						KBSG-AF, KIRO-AM, KIRO-FM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM					
						Fisher			10.9 %	10.3 %	12.6 %
						KOMO-AM, KPLZ-FM, KVI-AM					
						Sandusky			15.2 %	14.6 %	11.4 %
						KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM					
									80.5 %	85.1 %	97.4 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F				Auburn
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Katz	Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal	Sandusky
KJR	950	50 kw (DA-N)	Sports	ESPN, Westwd	\$54.00	---	Ackerley
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Katz	Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Sentry	Fisher
KRPM	1090	50 kw (DA-2)	See KBKS-F				
KVI	570	5 kw	Talk	ABC	\$117.00	Sentry	Fisher

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
KBKS	106.1	58 kw @ 2343	CHR/AC	\$58.00	Eastman	CBS	Tacoma
KBSG	97.3	55 kw @ 2393	Oldies	\$225.00	D&R	Entercom	Tacoma
KCMS	105.3	115 kw @ 722	Contemp. Christian	UPI	\$ 44.00	Radio Spot	Edmonds
KING	98.1	58 kw @ 2343	Classical	\$95.00	Sentry		
KIRO	100.7	100 kw @ 736	Talk	AP	\$ NA	Katz	Entercom
KISW	99.9	100 kw @ 1148	AOR	\$138.00	Mc-Guild	Entercom	
KJR	95.7	100 kw @ 1180	Classic Hits	\$110.00	Allied	Ackerley	
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal	Sandusky
KMPS	94.1	58 kw @ 2343	Country	AP	\$185.00	Eastman	CBS
KMTT	103.7	58 kw @ 2343	Progressive AOR	\$125.00	D&R	Entercom	Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock	\$140.00	D&R	Entercom	
KPLZ	101.5	100 kw @ 1200	CHR/AC	\$120.00	Sentry	Fisher	
KRWM	106.9	100 kw @ 819	Soft AC	\$71.00	Christal	Sandusky	Bremerton
KUBE	93.3	100 kw @ 1290	CHR	\$145.00	Allied	Ackerley	
KWJZ	98.9	100 kw @ 1110	Jazz	\$ 65.00	Christal	Sandusky	
KYCW	96.5	100 kw @ 1223	Country	\$105.00	Eastman	CBS	
KZOK	102.5	100 kw @ 1194	Classic AOR	\$180.00	Eastman	CBS	

Notes:

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . KIRO leads the market in 12+ as it is helped by baseball, but is down 2.1 shares from last Summer . . . KBKS-F has its highest share ever (in its current format) . . . KVI has its lowest share in several years

SHREVEPORT

Arbitron Rank: 129 Pop (12+): 306,400	Stations: 17 / 16	Last Year's Revenue: \$13,000,000
MSA Rank: 129	Diaries: 933 / 328:1 / 44.0%	Household Income: \$34,637
MSA Pop: 380,000	Sample Target: 940	Total Retail Sales: \$3.8 Bil.
DMA: 76	% Below Line: 1.2	#1 Biller: KRMD-AF \$3,900,000
Average Persons Rating: 14.0	% Not Listed: 9.8	#1 Billing Portfolio:
Market TSL in Hours: 19.00	Pop per Station: 19,150	Capstar \$5,460,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KMJJ-F	B	68 / 15.8	13.3	14.5	17.1	16.9	15.2	740 / 24.2	25.2	24.4	C
2	KRMD-F	C	57 / 13.3	9.8	11.1	13.6	15.2	11.9	770 / 25.1	19.5	24.7	E
3	KDKS-F	B	51 / 11.9	10.1	9.6	7.5	8.5	9.8	654 / 21.3	22.7	19.5	B
4	KRUF-F	CHR	42 / 9.8	10.3	9.6	7.9	7.9	9.4	665 / 21.7	22.8	21.1	B
5	KVKI-F	AC	24 / 5.6	9.6	7.3	8.3	8.5	7.7	464 / 15.1	19.8	20.3	D
	KITT-F	C	24 / 5.6	5.9	7.7	6.8	5.5	6.5	435 / 14.2	13.9	15.1	B
7	KEEL	T	23 / 5.4	4.8	7.3	6.6	5.9	6.0	358 / 11.7	8.8	12.1	B
	KOKA	G/B	23 / 5.4	3.7	4.1	6.8	4.9	5.0	303 / 9.9	8.7	8.4	A'
9	KTAL-F	AOR	17 / 4.0	4.3	3.6	3.9	3.7	3.9	286 / 9.3	10.6	8.5	B
10	KSYR-F	AC	16 / 3.7	3.4	3.0				365 / 11.9	11.9		B
11	KLKL-F	O	12 / 2.8	4.1	3.2	2.6	3.7	3.2	293 / 9.5	10.6	10.2	A
12	KTUX-F	AOR-NR	10 / 2.3	3.9	3.4	4.2	4.3	3.5	232 / 7.6	7.5	9.0	B
13	KVKH	SPRIS	8 / 1.9	2.1	2.8	2.2	2.6	2.3	224 / 7.3	7.8	8.7	A

12+ FM Share (Metro): 84.02% (326 of 388) (Summer 97: 82.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJJ-F <	1 KMJJ-F >	1 KMJJ-F	1 KDKS-F >	1 KRMD-F <	1 KRMD-F	1 KRMD-F	1 KRMD-F	1 KMJJ-F	1 KMJJ-F >	1 KMJJ-F >
2 KRUF-F >>	2 KRUF-F	2 KDKS-F	2 KMJJ-F	2 KDKS-F <	2 KDKS-F	2 KDKS-F <	2 KMJJ-F >	2 KRMD-F <	2 KDKS-F	2 KDKS-F <
3 KDKS-F >>	3 KDKS-F	3 KRMD-F	3 KRMD-F >	3 KMJJ-F >	3 KMJJ-F	3 KMJJ-F >	3 KDKS-F <	3 KRUF-F	3 KRUF-F >	3 KRMD-F
	4 KRMD-F >	4 KRUF-F	4 KRUF-F	4 KRUF-F	4 KEEL	4 KRUF-F	4 KRUF-F <	4 KDKS-F >	4 KRMD-F <	4 KRUF-F >
	5 KVKI-F	5 KVKI-F	5 KVKI-F	5 KVKI-F	KOKA <	5 KEEL	5 KEEL	5 KVKI-F	5 KOKA <	5 KOKA <
	KSYR-F	6 KTAL-F	KTAL-F	6 KTAL-F	6 KITT-F	6 KOKA	6 KITT-F <	6 KITT-F	6 KITT-F	6 KVKI-F
	7 KTAL-F	7 KSYR-F	7 KSYR-F	7 KITT-F <	7 KVKI-F	7 KITT-F	7 KVKI-F	KSYR-F	7 KVKI-F >	7 KITT-F
		KITT-F	KITT-F	8 KEEL	8 KVKI-F	8 KVKI-F	8 KTAL-F	8 KEEL <	8 KTAL-F	8 KTAL-F
				KSYR-F				9 KOKA		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMJJ-F >	1 KRUF-F	1 KRUF-F	1 KMJJ-F	1 KRMD-F	1 KMJJ-F >>>	1 KMJJ-F >>	1 KMJJ-F	1 KMJJ-F >	1 KDKS-F	1 KDKS-F
2 KRUF-F >	2 KMJJ-F	2 KRMD-F	2 KDKS-F <	2 KDKS-F	2 KDKS-F	2 KTAL-F	KTAL-F	2 KDKS-F	2 KRMD-F	KMJJ-F
3 KDKS-F >	3 KDKS-F	3 KRUF-F	3 KRUF-F <	KMJJ-F	KRUF-F >	KSYR-F	3 KSYR-F	3 KTAL-F	KTAL-F	3 KRMD-F
4 KRMD-F	4 KRMD-F	4 KMJJ-F	4 KRMD-F >	4 KRUF-F >	4 KRMD-F	4 KDKS-F	4 KDKS-F	4 KRMD-F	KMJJ-F >	KOKA >
KVKI-F	5 KVKI-F	5 KVKI-F >>	5 KVKI-F	5 KVKI-F	KSYR-F >>	5 KRMD-F	5 KRMD-F >	5 KSYR-F	5 KSYR-F	5 KITT-F >
KITT-F >>	6 KITT-F >>		6 KITT-F >	6 KITT-F		KRUF-F >		6 KEEL	6 KEEL	
								7 KVKI-F	7 KVKI-F	
								KRUF-F	KLKL-F	

Other Rated Stations	Metro Share	Cume Rating
KACQ ST 1240 Minden	0.7	2.2
KFLO REL 1330 Shreveport	0.5	1.1
KRMD SPRIS 1340 Shreveport	0.7	3.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KOLA-F C 1557 Homer, LA	1.2	3.5

Consolidation Report	12+	25-54	Revenue
Capstar	29.8 %	27.9 %	42.0 %
KMJJ-FM, KRMD-AM, KRMD-FM			
Jacor	28.3 %	27.1 %	36.5 %
KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KVKH-AM			
Local	20.6 %	21.8 %	12.5 %
KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM			
Total	78.7 %	76.8 %	91.0 %

SHREVEPORT

Consolidation Report	12+	25-54	Revenue
Capstar KMJJ-FM, KRMD-AM, KRMD-FM	29.8 %	27.9 %	42.0 %
Jacor KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM	28.3 %	27.1 %	36.5 %
Local KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM	20.6 %	21.8 %	12.5 %
	78.7 %	76.8 %	91.0 %

AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Salesperson
KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARN	\$24.00	Katz	Jacor
KOKA	980	5 kw/0.08 kw	Gospel/Black	AURN, Westwd	\$20.00	Allied	KDKS-F
KWKH	1130	50 kw (DA-N)	Sports	Westwd	\$ NA	Katz	Jacor

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Salesperson
KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	Allied	Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00	D&R	Jacor
KLKL	92.1	6 kw @ 325	Oldies	ABC	\$<20.00	Allied	KDKS-F Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd, ABC	\$36.00	Mc-Guild	Capstar
KRMD	101.1	100 kw @ 1118	Country		\$68.00	Eastman	Capstar
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	D&R	Jacor
KSYR	95.7	50 kw @ 469	AC		\$ NA	---	KASO Minden
KTAL	98.1	100 kw @ 1361	AOR		\$25.00	Banner	Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00	Banner	Carthage, TX
KVKI	96.5	100 kw @ 797	AC		\$46.00	K&P	Jacor

Notes: * KOKA revenue level includes KFLO revenue . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: KEEL; KITT-F; KRUF-F; KVKI-F; KWKH . . . 10/98 KRQV-F (102.1) began operation programming Oldies as "The River"

Jim Duncan

Comments: Listening levels are down by a huge amount (-2.0 ratings points) . . . New station KSYR-F continues to show moderate growth . . . KRMD-F recovered from its terrible Spring book . . . KVKI-F caught its worst book in many years (its Spring & Summer shares may be offsetting "wobbles")

FORMAT CODES

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

REVENUE LEVEL CODES

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 to \$29,999,999
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

SPOKANE

Arbitron Rank: 87 Pop (12+): 423,600	Stations: 22 / 22	Last Year's Revenue: \$16,400,000
MSA Rank: 121	Diaries: 1,520 / 279:1 / 54.3%	Household Income: \$38,176
MSA Pop: 417,000	Sample Target: 1,420	Total Retail Sales: \$5.3 Bil.
DMA: 74	% Below Line: 0.0	#1 Biller: KDRK-F \$2,300,000
Average Persons Rating: 15.0	% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 19,255	Capstar, pending \$7,340,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									D	C
1	KKZX-F	58 / 9.1	11.3	10.7	11.8	9.0	10.7	748 / 17.7	20.6	17.6		D	KKZX-F
	KZZU-F	58 / 9.1	7.8	8.3	7.9	7.6	8.3	935 / 22.1	23.1	21.4		C	KZZU-F
3	KDRK-F	52 / 8.2	7.0	8.0	8.2	9.1	7.8	821 / 19.4	15.5	17.9		D	KDRK-F
4	KEYF-AF	45 / 7.1	5.6	6.3	4.2	5.3	5.8	766 / 18.1	18.0	16.0		C	KEYF-AF
5	KXLY-F	42 / 6.6	6.4	6.5	5.7	5.7	6.3	628 / 14.8	14.0	14.2		C	KXLY-F
6	KGA	N/T	38 / 6.0	4.9	4.1	5.0	5.6	446 / 10.5	9.9	9.0		B*	KGA
	KAEP-F	AOR-NR	38 / 6.0	6.2	5.0	5.4	6.8	656 / 15.5	17.7	14.8		C	KAEP-F
8	KXLY	N/T	37 / 5.8	5.6	5.9	4.8	6.4	672 / 15.9	14.9	14.8		B	KXLY
9	KISC-F	AC	32 / 5.0	6.7	5.9	5.3	6.5	563 / 13.3	15.4	15.0		C	KISC-F
10	KHTQ-F	CHR	29 / 4.6	3.2	5.3	4.0	3.7	628 / 14.8	12.5	12.0		B	KHTQ-F
	KNFR-F	C	29 / 4.6	5.2	7.2	6.7	5.6	509 / 12.0	12.5	13.8		C	KNFR-F
	KAQQ	ST	29 / 4.6	4.0	4.1	5.6	5.0	342 / 8.1	7.3	7.8		A	KAQQ
13	KNJY-F	AOR-NR	23 / 3.6	3.2	2.7	3.7	3.4	363 / 8.6	8.2	8.2		A	KNJY-F
14	KCDA-F	C	19 / 3.0	3.7	2.9	5.0	3.4	269 / 6.3	6.3	6.9		A	KCDA-F
15	KTSL-F	REL-CC	10 / 1.6	1.1	1.4	2.8	0.9	169 / 4.0	3.4	3.2		A	KTSL-F

12+ FM Share (Metro): 77.19% (440 of 570) (Summer 97: 77.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>>	1 KZZU-F	1 KKZX-F	1 KKZX-F >	1 KKZX-F >	1 KEYF-AF <	1 KKZX-F	1 KKZX-F	1 KKZX-F <	1 KZZU-F >	1 KZZU-F
2 KNJY-F	2 KKZX-F <	2 KZZU-F	2 KDRK-F <	2 KEYF-AF	2 KXLY-F	2 KDRK-F	2 KXLY-F	2 KZZU-F <	2 KGA	2 KEYF-AF
KHTQ-F	3 KDRK-F	3 KDRK-F	3 KAEP-F <	KDRK-F <	KGA <	3 KZZU-F <	KZZU-F <	3 KDRK-F	3 KKZX-F	3 KDRK-F
4 KAEP-F	4 KAEP-F	4 KAEP-F	4 KZZU-F	4 KXLY-F	4 KKZX-F <	4 KXLY	4 KDRK-F <	4 KAEP-F <	4 KAEP-F	4 KKZX-F
	5 KHTQ-F	5 KXLY-F <	5 KXLY-F	5 KAEP-F	5 KXLY <	5 KGA <	5 KGA	5 KEYF-AF <	KDRK-F <	5 KAEP-F <
	6 KNJY-F	6 KEYF-AF	KEYF-AF <	KZZU-F	6 KAQQ <	6 KXLY-F <	KEYF-AF	6 KXLY-F	6 KEYF-AF <	6 KXLY <
	7 KISC-F <	KNFR-F	7 KNFR-F	7 KISC-F	7 KDRK-F >	7 KEYF-AF <	7 KAEP-F	7 KGA <	7 KXLY-F	7 KXLY-F
	8 KNFR-F >	KISC-F <	KISC-F	8 KISC-F	8 KISC-F <	8 KISC-F <	8 KNFR-F	8 KNFR-F	KXLY <	8 KNFR-F
		9 KHTQ-F	9 KGA <	9 KGA	9 KNFR-F	9 KAQQ	9 KXLY <	9 KISC-F	9 KNFR-F <	KAQQ <
					KAEP-F <	10 KAEP-F	10 KHTQ-F <	KHTQ-F <	10 KNJY-F <	10 KHTQ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZZU-F >>	1 KZZU-F >	1 KZZU-F	1 KZZU-F	1 KXLY-F	1 KHTQ-F	1 KKZX-F	1 KKZX-F	1 KKZX-F >>	1 KKZX-F >>	1 KZZU-F
2 KDRK-F	2 KDRK-F	2 KDRK-F	2 KDRK-F	KDRK-F <	KKZX-F	2 KNJY-F	2 KNJY-F	2 KZZU-F	2 KAEP-F <	2 KGA
3 KAEP-F	3 KISC-F	3 KNFR-F	3 KISC-F <	3 KISC-F	KZZU-F >	3 KZZU-F	3 KAEP-F	KAEP-F <	3 KEYF-AF <	3 KAEP-F <
4 KXLY-F	4 KAEP-F	KISC-F	4 KXLY-F <	KZZU-F <	4 KDRK-F	KAEP-F	4 KDRK-F	4 KDRK-F <	4 KGA <	4 KXLY >
KHTQ-F	5 KNFR-F	5 KAEP-F	5 KAEP-F	5 KEYF-AF	KNJY-F	5 KDRK-F	5 KNJY-F	5 KZZU-F	5 KDRK-F <	5 KDRK-F
KISC-F >	KHTQ-F	KKZX-F	5 KEYF-AF	6 KNFR-F	6 KAEP-F	KHTQ-F >	6 KHTQ-F	6 KHTQ-F <	6 KZZU-F	
7 KKZX-F	KKZX-F >	7 KHTQ-F	KNFR-F <	KKZX-F	KNFR-F >>>	7 KNFR-F >	7 KISC-F	7 KNFR-F	KNJY-F	
KEYF-AF >>	8 KXLY-F	8 KEYF-AF >	8 KKZX-F <	KAEP-F >			KXLY >	KEYF-AF	KXLY-F	
	KEYF-AF >		9 KHTQ-F >					KGA	9 KISC-F	
									10 KXLY	

Other Rated Stations		Metro Share	Cume Rating
KAZZ-F	ST 107.1	Deer Park	0.5 1.3
KJRB	SPRTS 790	Spokane	0.8 3.4
KKPL	ST 630	Opportunity	1.1 3.0
KSPO-F	REL 106.5	Dishman	0.6 1.3
KTRW	SPRTS 970	Spokane	1.4 5.3
KVNI	AC 1080	Coeur d'Alene	0.5 1.6

SPOKANE

Consolidation Report	12+	25-54	Revenue
Capstar, pend. KAOQ-AM KEYF-AF KISC-FM KKZX-FM, KNFR-FM	30.4 %	33.9 %	44.8 %
Citadel KAEP-FM, KDRK-FM KGA-AM, KJRB-AM	21.0 %	21.9 %	25.6 %
Local KCDA-FM, KNJY-FM, KTSU-FM	8.2 %	7.3 %	5.8 %
Morgan Murphy KHTQ-FM, KKPL-AM, KTRW-AM, KVNI-AM, KXLY-AM, KXLY-FM, KZZU-FM	29.1 %	25.4 %	23.3 %
	88.7 %	88.5 %	99.5 %

AM Stations

Call Letters	Freq	Power	Format	Ownership	Advertiser
KAOQ	590	5 kw	Standards	Westwld, CNN	\$ < 20 00 Allied Capstar, pend
KEYF	1050	5 kw @ 355 kw	See KEYF-F		Eastman
KGA	1510	50 kw (DA-N)	News/Talk	Westwld	\$ 20 00 Mc-Guild Citadel
KXLY	920	5 kw	News/Talk	CBS, ABC	\$ 22 00 Eastman Morgan Murphy

FM Stations

Call Letters	Freq	Power	Format	Ownership	Advertiser
KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$ 28 00 Mc-Guild Citadel
KCDA	103.1	2.4 kw @ 1886	Country	ABC	\$ < 20 00 Allied KNJY-F Coeur d'Alene ID
KDPP	93.7	56 kw @ 2380	Country		\$ 57 00 Mc-Guild Citadel
KEYF	101.1	100 kw @ 1955	Oldies		\$ 38 00 Mc-Guild Capstar, pend Cheney
KHTQ	94.5	100 kw @ 1883	CHR	ABC	\$ < 20 00 Moore Morgan Murphy Hayden ID
KJRB	98.1	94 kw @ 2031	AC		\$ 44 00 Allied Capstar, pend
KJRB	98.9	100 kw @ 1614	Classic AOR		\$ 41 00 Mc-Guild Capstar, pend
KNFR	96.1	56 kw @ 2380	Country		\$ 22 00 Allied Capstar, pend Opportunity
KNJY	103.9	5.5 kw @ 303	AOR New Rock	ABC	\$ < 20 00 Eastman KCDA-F
KTSU	101.9	12 kw @ 495	Religion	CRN	\$ NA Salem Morgan Murphy
KXLY	99.9	37 kw @ 3000	Soft AC		\$ 23 00 Allied Morgan Murphy
KZZU	92.9	85 kw @ 2080	CHR		\$ 32 00 Christal Morgan Murphy

Notes * KGA revenue level includes KJRB revenue 9/98 KJRB changed from Talk to Sports as "The Fan" 10/98 KHTQ-F changed from CHR to AOR

Jim Duncan

Comments Listening levels are steady KDRK-F recovered from a weak Spring boot KZZU-F has its highest share in more than two years. The same is true for KEYF-AF

SPRINGFIELD, MA

Arbltron Rank: 78 Pop (12+): 494,900
 MSA Rank: 89
 MSA Pop: 592,000
 DMA: 65
 Average Persons Rating: 16.4
 Market TSL in Hours: 21.75

Stations: 31 / 14
 Diaries: 1,665 / 297:1 / 52.8%
 Sample Target: 1,670
 % Below Line: 29.7
 % Not Listed: 17.1
 Pop per Station: 35,350

Last Year's Revenue: \$17,100,000
 Household Income: \$41,922
 Total Retail Sales: \$4.4 Bil.
 #1 Bitler: WAQY-F \$3,900,000
 #1 Billing Portfolio:
 Clear Channel, pend. \$4,650,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WMAS-F	AC	76 / 9.4	10.0	9.4	9.3	9.2	9.5	1022 / 20.6	20.1	19.6	D	WMAS-F
2	WAQY-F	CL AOR	62 / 7.6	8.6	10.1	6.3	6.9	8.2	997 / 20.1	20.9	21.7	E	WAQY-F
3	WPKX-F	C	56 / 6.9	7.7	8.2	8.1	10.0	7.7	727 / 14.7	15.9	17.6	E	WPKX-F
4	WHYN	T	53 / 6.5	6.2	6.0	4.8	5.6	5.9	712 / 14.4	15.4	15.4	C	WHYN
5	WHYN-F	AC	51 / 6.3	7.3	7.1	7.2	6.4	7.0	867 / 17.5	17.6	16.1	D	WHYN-F
6	WKSS-F	CHR	43 / 5.3	5.5	4.4	4.0	4.8	4.8	908 / 18.4	17.1	14.8		WKSS-F
7	WTIC-F	AC/CHR	40 / 4.9	4.6	4.5	4.2	5.1	4.6	860 / 17.4	19.0	18.1		WTIC-F
8	WMAS	ST	29 / 3.8	3.5	4.8	3.8	4.7	3.9	291 / 5.9	6.6	6.8	B	WMAS
9	WNNZ	T/N	27 / 3.3	3.5	3.7	3.7	3.2	3.6	373 / 7.5	7.8	8.6	B	WNNZ
10	WHMP-F	AOR-NR	26 / 3.2	2.2	2.1	2.7	2.7	2.6	522 / 10.5	10.5	11.1	C	WHMP-F
11	WRCH-F	SAC	25 / 3.1	2.6	2.7	2.7	2.8	2.8	407 / 8.2	6.5	7.4		WRCH-F
12	WDRF-F	O	22 / 2.7	3.3	2.3	3.1	3.2	2.8	454 / 9.2	9.5	10.5		WDRF-F
	WCCC-F	AOR	22 / 2.7	3.5	2.6	2.6	2.7	2.9	532 / 10.8	10.8	11.2		WCCC-F
	WAAF-F	AOR-NR	22 / 2.7	2.7	3.6	3.8	3.7	3.2	460 / 9.3	9.1	10.9		WAAF-F
15	WRNX-F	AOR-P	17 / 2.1	2.1	1.8	2.5	1.7	2.1	333 / 6.7	6.4	7.0	C	WRNX-F

12+ FM Share (Metro): 75.45% (507 of 672) (Summer 97: 77.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>>	1 WAQY-F <	1 WMAS-F <	1 WMAS-F	1 WMAS-F	1 WHYN	1 WAQY-F <	1 WMAS-F	1 WMAS-F	1 WHYN <	1 WPKX-F
2 WAAF-F	2 WMAS-F	2 WAQY-F >	2 WAQY-F >	2 WAQY-F	2 WMAS-F	2 WMAS-F	2 WHYN-F <	2 WAQY-F <	2 WMAS-F <	2 WMAS-F <
3 WAQY-F	3 WTIC-F	3 WPKX-F <	3 WPKX-F	3 WHYN-F <	3 WHYN	3 WAQY-F	3 WAQY-F	3 WPKX-F	3 WKSS-F	3 WKSS-F <
WTIC-F	4 WKSS-F <	4 WTIC-F	WHYN-F <	4 WPKX-F	4 WPKX-F	4 WHYN-F <	4 WPKX-F <	4 WHYN	4 WAQY-F	4 WAQY-F
WHMP-F	5 WPKX-F	5 WHYN-F	5 WTIC-F >	5 WTIC-F >	5 WMAS	5 WPKX-F <	5 WHYN	WHYN-F <	5 WPKX-F	5 WHYN <
WMAS-F >	6 WHMP-F	6 WKSS-F	6 WDRF-F <	6 WHYN <	6 WAQY-F <	6 WCCC-F	6 WTIC-F <	6 WTIC-F <	6 WRCH-F	6 WTIC-F <
	7 WCCC-F <	7 WHMP-F <	7 WHYN	7 WDRF-F	7 WNNZ <	7 WTIC-F	7 WKSS-F <	7 WKSS-F	7 WAAF-F	7 WHYN-F
	8 WAAF-F	8 WCCC-F	WRNX-F	8 WRNX-F	8 WRCH-F	8 WKSS-F	8 WMAS <	8 WNNZ	WTIC-F <	8 WHMP-F <
			WKSS-F <	WKSS-F <	9 WDRF-F	9 WMAS	9 WNNZ	9 WHMP-F	9 WHYN-F	9 WDRF-F
				10 WHMP-F			10 WHMP-F <	10 WMAS <		WMAS

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F	1 WMAS-F >	1 WMAS-F >	1 WMAS-F >	1 WMAS-F >	1 WAQY-F	1 WAQY-F >	1 WAQY-F >>	1 WAQY-F >>	1 WAQY-F >>	1 WAQY-F
WMAS-F >	2 WTIC-F <	2 WTIC-F >	2 WHYN-F	2 WHYN-F	2 WAAF-F	2 WAAF-F <	2 WMAS-F	2 WMAS-F <	2 WMAS-F <	2 WHYN
3 WPKX-F	3 WKSS-F	3 WPKX-F	3 WPKX-F <	3 WPKX-F	3 WHMP-F	3 WHMP-F <	3 WAAF-F	3 WHMP-F	3 WPKX-F	WMAS-F
WTIC-F	4 WPKX-F	WHYN-F	4 WTIC-F	4 WTIC-F >	4 WKSS-F	4 WCCC-F	WCCC-F	WTIC-F	4 WTIC-F	4 WTIC-F
WAQY-F	5 WHYN-F	WKSS-F	5 WKSS-F	5 WAQY-F <	5 WCCC-F	5 WTIC-F	WPKX-F	WPKX-F <	WHYN-F	5 WHYN-F
6 WMRQ-F	6 WAQY-F >	6 WAQY-F >>	6 WAQY-F >	6 WKSS-F	6 WTIC-F	6 WMAS-F	6 WTIC-F	6 WCCC-F	WHYN <	6 WHYN <
WHYN-F	7 WCCC-F	7 WDRF-F	7 WDRF-F	7 WHYN	7 WPKX-F >	7 WPKX-F	WHMP-F	WAAF-F	7 WDRF-F	7 WDRF-F
WCCC-F >	8 WHMP-F			8 WDRF-F	8 WDRF-F	8 WKSS-F	8 WHYN-F	8 WRNX-F	WRNX-F	8 WRNX-F
				WSPR		9 WMRQ-F	9 WMRQ-F >	9 WKSS-F	9 WCCC-F	9 WCCC-F
				10 WRCH-F				WMRQ-F	WHMP-F	WHMP-F

Other Rated Stations	Metro Share	Cume Rating		
WACM	SP	1490 W. Springfield	0.5	1.1
WARE	ST	1250 Ware	1.0	2.3
WHMP	T	1400 Northampton	1.0	2.9
WSPR	SP-TP	1270 Springfield	1.7	2.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WBZ	N/T	1030 Boston	0.6	2.0
WFAN	SPRTS	660 New York	0.7	1.5
WGAM	ST	1520 Greenfield	0.5	0.8
WHCN-F	CL AOR	105.9 Hartford	0.5	3.1
WMRQ-F	AOR-NR	104.1 Waterbury, CT	2.0	8.5
WPVQ-F	C	93.9 Turners Falls	0.4	2.1
WSRS-F	AC	96.1 Worcester	1.0	3.8
WTIC	FS	96.5 Hartford	0.9	2.8
WWYZ-F	C	92.5 Waterbury, CT	0.6	2.5
WZMX-F	CL HITS	93.7 Hartford	1.1	4.5

SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue
Capstar WHMP-AM, WHMP-FM, WPKX-FM	11.1 %	11.3 %	21.6 %
Clear Channel, pend. WHYN-AM, WHYN-FM, WNNZ-AM	16.1 %	14.8 %	27.2 %
	27.2 %	26.1 %	48.8 %

AM Stations

Station	Power	Frequency	Format	Advertisers	Agency	Buyer	Comments
WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN	\$39.00	Clr Chnl	Clear Channel
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz	Clear Chnl., pend. Westfield

FM Stations

Station	Power	Frequency	Format	Advertisers	Agency	Buyer	Comments
WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga
WHMP	99.3	6 kw @ 325	New Rock	JRN	\$30.00	Sentry	Capstar Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clr Chnl	Clear Channel
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild	Lappin
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	Capstar Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	Allied	Amherst

Notes: Other ranked stations – See Hartford or Boston . . . 10/98 WNNZ sold to Clear Channel for \$1,200,000 (Serafin)

Jim Duncan

Comments: Overall listening to radio is steady . . . WPKX-F continued to trend downward and has its lowest share in over two years

SYRACUSE

Arbitron Rank: 72 Pop (12+): 544,100	Stations: 33 / 26	Last Year's Revenue: \$25,000,000
MSA Rank: 73	Diaries: 1,806 / 301:1 / 55.4%	Household Income: \$43,451
MSA Pop: 743,000	Sample Target: 1,740	Total Retail Sales: \$5.5 Bil.
DMA: 69	% Below Line: 5.4	#1 Biller: WYYY-F \$4,400,000
Average Persons Rating: 15.9	% Not Listed: 14.8	#1 Billing Portfolio: Cox \$11,380,000
Market TSL in Hours: 21.25	Pop per Station: 20,927	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WBBS-F	C	84 / 9.7	93	97	97	97	96	1026 / 18.9	18 5	19 4	E	WBBS-F
2	WSYR	FS	77 / 8.9	79	84	77	76	82	1086 / 20.0	18 5	17 9	E	WSYR
3	WAQX-F	AOR	66 / 7.6	73	79	75	71	76	1010 / 18.6	20 2	22 1	D	WAQX-F
4	WNTQ-F	CHR	62 / 7.2	75	69	74	87	72	1300 / 23.9	26 3	25 4	E	WNTQ-F
5	WWHT-F	CHR	58 / 6.7	64	55	49	66	59	1077 / 19.8	20 9	19 3	B	WWHT-F
6	WSEN-F	O	51 / 5.9	52	62	64	64	59	831 / 15.3	16 9	16 5	D	WSEN-F
7	WYYY-F	AC	49 / 5.7	76	57	74	66	68	943 / 17.3	20 1	18 3	F	WYYY-F
8	WLTI-F	SAC	40 / 4.6	49	58	46	35	50	555 / 10.2	11 5	9 5	C	WLTI-F
	WTKW-F	CL AOR	40 / 4.6	42	50	42	50	45	607 / 11.2	10 6	13 0	C	WTKW-F
10	WKRL-F	AOR-NR	37 / 4.3	51	46	55	52	49	617 / 11.3	12 1	14 1	C	WKRL-F
11	WFBL	ST	26 / 3.0	24	30	26	26	28	382 / 7.0	6 1	5 6	A	WFBL
12	WHEN	SPRTS	21 / 2.4	21	26	24	16	24	384 / 7.1	6 7	7 0	A	WHEN
13	WRDS-F	B/AC	20 / 2.3	28	19	25	26	24	224 / 4.1	5 4	4 5	A	WRDS-F
14	WFRG-F	C	19 / 2.2	17	14	18	22	18	273 / 5.0	4 8	4 6		WFRG-F
15	WTLA-AA	ST	17 / 2.0	23	17	23	24	21	232 / 4.3	5 6	5 8	A	WTLA-AA
16	WSCP-AF	C	16 / 1.9	17	14	16	09	16	125 / 2.3	2 3	1 9		WSCP-AF

12+ FM Share (Metro): 78.64% (578 of 735) (Summer 97: 81.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWHT-F >>>	1 WAQX-F >	1 WAQX-F	1 WAQX-F <	1 WBBS-F	1 WSYR	1 WAQX-F <	1 WBBS-F <	1 WBBS-F	1 WWHT-F	1 WBBS-F
2 WKRL-F	2 WNTQ-F <	2 WBBS-F <	2 WBBS-F	2 WAQX-F	2 WBBS-F	2 WSYR	2 WSYR	2 WSYR	2 WSYR	2 WWHT-F
3 WNTQ-F >>>	3 WWHT-F	3 WNTQ-F	3 WNTQ-F	3 WNTQ-F	3 WSEN-F >	3 WBBS-F <	3 WNTQ-F	3 WWHT-F <	3 WBBS-F <	3 WSEN-F <
4 WKRL-F <	4 WYYY-F	4 WYYY-F	4 WYYY-F <	4 WSEN-F	4 WLTI-F	4 WNTQ-F	4 WAQX-F	4 WNTQ-F <	4 WAQX-F	4 WNTQ-F
5 WBBS-F <	5 WTKW-F <	5 WTKW-F	5 WTKW-F	5 WYYY-F	5 WYYY-F <	5 WYYY-F	5 WYYY-F <	5 WAQX-F	5 WNTQ-F <	5 WSYR <
6 WYYY-F	6 WWHT-F	6 WSEN-F	6 WSEN-F	6 WTKW-F	6 WFBL	6 WSEN-F	6 WTKW-F <	6 WYYY-F <	6 WSEN-F <	6 WAQX-F <
7 WTKW-F	7 WKRL-F <	7 WLTI-F	7 WSYR <	7 WNTQ-F <	7 WWHT-F <	7 WSEN-F <	7 WSEN-F <	7 WSEN-F <	7 WKRL-F <	7 WKRL-F <
8 WRDS-F	8 WSEN-F	8 WSYR	8 WLTI-F >	8 WTKW-F	8 WTKW-F <	8 WLTI-F <	8 WLTI-F <	8 WLTI-F <	8 WLTI-F <	8 WYYY-F
	9 WSYR	9 WKRL-F	9 WWHT-F	9 WAQX-F	9 WLTI-F	9 WWHT-F	9 WTKW-F <	9 WHEN	9 WHEN	9 WFBL
	10 WLTI-F	10 WWHT-F	10 WKRL-F	10 WTLA-AA <	10 WKRL-F	10 WKRL-F	10 WKRL-F	10 WYYY-F	10 WTKW-F	10 WTKW-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWHT-F	1 WNTQ-F >	1 WNTQ-F >	1 WNTQ-F	1 WBBS-F	1 WAQX-F	1 WAQX-F >>	1 WAQX-F >>>	1 WAQX-F >	1 WAQX-F >	1 WSYR >>
2 WNTQ-F >>	2 WWHT-F	2 WBBS-F	2 WBBS-F	2 WNTQ-F	2 WKRL-F	2 WKRL-F	2 WKRL-F	2 WBBS-F <	2 WBBS-F	2 WWHT-F <
3 WAQX-F	3 WBBS-F <	3 WYYY-F	3 WYYY-F	3 WYYY-F >	3 WWHT-F	3 WWHT-F	3 WTKW-F	3 WTKW-F	3 WTKW-F	3 WKRL-F
4 WBBS-F	4 WYYY-F	4 WTKW-F	4 WWHT-F	4 WSEN-F	4 WBBS-F >	4 WBBS-F	4 WTKW-F	4 WKRL-F	4 WSEN-F	4 WBBS-F >
5 WRDS-F	5 WAQX-F	5 WAQX-F	5 WLTI-F	5 WLTI-F >	5 WYYY-F >	5 WYYY-F	5 WBBS-F	5 WYYY-F <	5 WSYR	5 WRDS-F
6 WLTI-F	6 WTKW-F	6 WLTI-F	6 WAQX-F	6 WSYR	6 WTKW-F	6 WTKW-F	6 WHEN	6 WSYR	6 WYYY-F <	6 WYYY-F <
7 WKRL-F	7 WLTI-F	7 WWHT-F	7 WTKW-F <	7 WTKW-F	7 WNTQ-F	7 WNTQ-F	7 WWHT-F	7 WSEN-F <	7 WHEN <	7 WHEN <
8 WYYY-F >	8 WKRL-F	8 WKRL-F >>	8 WSEN-F >	8 WAQX-F	8 WRDS-F	8 WRDS-F	8 WRDS-F	8 WWHT-F <	8 WNTQ-F	8 WNTQ-F
	9 WRDS-F >		9 WSYR	9 WWHT-F >			9 WNTQ-F	9 WNTQ-F <	9 WKRL-F	9 WKRL-F
			10 WKRL-F	10 WKRL-F			10 WHEN >	10 WLTI-F	10 WLTI-F	10 WLTI-F

Other Rated Stations	Metro Share	Cume Rating
WDCW	REL 1390	Syracuse 03 15
WHCD-F	J 1059	Auburn 10 35
WMCR-AF	AC 1053	Oneida 03 08
WHSS	N 1250	Syracuse 10 49
WOLF-AF	T 1490	Syracuse 05 24

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKXZ-F	AC 939	Norwich 06 11
WLZW-F	AC 98.7	Utica 03 21
WIVE-F	AOR-NR 95.1	S Bristol 06 2.5
WOUR-F	AOR 96.9	Utica 08 35
WRCK-F	AOR/CL 107.3	Utica 0.6 1.1
WSKS-F	CHR 102.5	Rome 0.3 2.7

SYRACUSE

Consolidation Report	12+	25-54	Revenue
Cox WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM	33.4 %	31.1 %	45.5 %
Pilot WAQX-FM, WLT1-FM, WNSS-AM, WNTQ-FM	20.4 %	24.7 %	33.2 %
Radio Corp. WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM	10.8 %	10.9 %	9.4 %
	64.6 %	66.7 %	88.1 %

AM Stations

Station	Freq	Power	Format	Network	Revenue	Agency	Advertiser	City
WFBL	1050	2.5 kw/0.019 kw (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-On-1, Westwd	\$22.00	Eastman	Cox	
WSCP	1070	2.5 kw (Days)	See WSCP-F					Sandy Creek
WSGO	1440	1 kw/0.045 kw	See WTLA					Oswego
WSYR	570	5 kw (DA-2)	Full Service	Westwd, ABC, CNN	\$66.00	Katz	Cox	
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.	N. Syracuse

FM Stations

Station	Freq	Power	Format	Network	Revenue	Agency	Advertiser	City
WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	D&R	Pilot	Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	—	Cox	Fulton
WKRH	106.5	5 kw @ 328	See WKRL-F					Minetto
WKRL	100.9	6 kw @ 165	AOR-New Rock	ABC	\$25.00	Allied	Radio Corp.	N. Syracuse
WLT1	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	D&R	Pilot	
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	D&R	Pilot	
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Allied		Phoenix
WSCP	101.7	2.5 kw @ 364	Country		\$ NA	—		Pulaski
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 kw @ 417	See WTKW-F					Oswego
WTKW	99.5	6 kw @ 328	Classic AOR	ABC, AP	\$30.00	Allied	Radio Corp.	Bridgeport
WWHT	107.9	50 kw @ 500	CHR	ABC	\$<20.00	Eastman	Cox	
WYYY	94.5	100 kw @ 650	AC		\$93.00	Katz	Cox	

Notes: WFRG-F -- See Utica-Rome in the Spring 1998 American Radio

Jim Duncan

Comments: Listening levels are up slightly . . . WYYY-F has its lowest share in many years

TAMPA-SAINT PETERSBURG

Arbitron Rank: 22 Pop (12+): 1,947,600
MSA Rank: 22
MSA Pop: 2,260,000
DMA: 15
Average Persons Rating: 16.6
Market TSL In Hours: 22.25

Stations: 32 / 31
Diaries: 3,200 / 609:1 / 48.0%
Sample Target: 3,080
% Below Line: 0.4
% Not Listed: 10.2
Pop per Station: 62,826

Last Year's Revenue: \$98,600,000
Household Income: \$35,800
Total Retail Sales: \$24.6 Bil.
#1 Billing: WQYK-AF \$12,700,000
#1 Billing Portfolio: Jacor \$36,170,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									Level	Station
1	WQYK-F	240	7.4	7.5	6.9	8.3	7.2	7.5	2949 / 15.1	13.8	15.6	I	WQYK-F
2	WUV-F	219	6.8	6.5	7.0	7.1	8.7	6.8	2643 / 13.6	12.8	14.2	O	WUV-F
3	WFLZ-F	207	6.4	9.0	9.7	9.3	10.4	8.6	3856 / 19.8	23.8	24.5	I	WFLZ-F
4	WTBT-F	201	6.2	5.5	5.8	5.5	2.9	5.8	2443 / 12.5	13.2	6.8	C	WTBT-F
5	WFLA	198	6.1	6.6	6.5	6.3	7.1	6.4	2622 / 13.5	12.5	12.2	G	WFLA
6	WLLD-F	191	5.9	2.1					2581 / 13.3	5.7			WLLD-F
7	WWRM-F	170	5.3	4.3	4.8	6.5	4.6	5.2	2511 / 12.9	12.4	12.6	G	WWRM-F
8	WXTB-F	162	5.0	4.5	5.6	4.5	4.9	4.9	2072 / 10.6	11.0	11.9	H	WXTB-F
9	WRBQ-F	153	4.7	4.8	4.6	4.4	4.9	4.6	2187 / 11.2	9.8	11.6	H	WRBQ-F
10	WAKS-F	139	4.3	3.2	4.4	3.5	3.6	3.9	1924 / 9.9	9.9	9.6	G	WAKS-F
11	WSJT-F	129	4.0	4.0	4.6	3.9	4.1	4.1	1738 / 8.9	8.7	9.7	F	WSJT-F
12	WGUL-AF	124	3.8	4.8	4.3	4.0	3.5	4.2	1181 / 6.1	6.9	5.7	C	WGUL-AF
13	WSSR-F	113	3.5	4.5	4.3	4.2	4.5	4.1	2291 / 11.8	12.6	13.0	G	WSSR-F
14	WCOF-F	100	3.1	3.6	2.6	3.4	3.8	3.2	1697 / 8.7	9.9	10.2	G	WCOF-F
15	WYUU-F	97	3.0	2.9	2.8	3.4	4.5	3.0	1802 / 9.3	9.4	11.5	G	WYUU-F
16	WLVU-F	73	2.3	1.3	2.0	1.7	1.2	1.8	880 / 4.5	3.1	3.7	B	WLVU-F
17	WHPT-F	63	2.0	2.0	2.0	2.0	3.0	2.0	1506 / 7.7	8.7	9.4	G	WHPT-F
18	WILV-F	51	1.6	0.9	1.3	1.2	0.8	1.3	1011 / 5.2	4.4	2.9	A	WILV-F
19	WRBQ	38	1.2	1.5	1.7	1.9	1.6	1.6	601 / 3.1	3.6	4.0	B	WRBQ
20	WTMP	32	1.0	1.2	1.5	1.7	1.4	1.3	585 / 3.0	3.4	3.9	B	WTMP
21	WZTM	31	1.0	1.1	0.8	1.3	1.1	1.0	595 / 3.1	3.7	3.7	B	WZTM

12+ FM Share (Metro): 81.40% (2359 of 2898) (Summer 97: 80.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLLD-F >>>	1 WXTB-F	1 WTBT-F	1 WTBT-F >	1 WTBT-F >	1 WUV-F	1 WFLZ-F	1 WFLA <	1 WQYK-F <	1 WLLD-F >	1 WUV-F <
2 WFLZ-F >>>	2 WFLZ-F	2 WFLZ-F <	2 WXTB-F <	2 WQYK-F <	2 WFLA <	2 WQYK-F <	2 WQYK-F <	2 WTBT-F <	2 WFLZ-F <	2 WQYK-F >
3 WSSR-F	3 WLLD-F	3 WXTB-F	3 WFLZ-F	3 WFLZ-F <	3 WQYK-F >	3 WFLA <	3 WTBT-F <	3 WLLD-F	3 WQYK-F	3 WLLD-F <
4 WRBQ-F	4 WTBT-F	4 WQYK-F	4 WQYK-F	4 WXTB-F	4 WTBT-F <	4 WXTB-F <	4 WUV-F	4 WUV-F	4 WFLA	4 WFLZ-F <
WQYK-F	5 WSSR-F	WLLD-F <	5 WAKS-F	5 WAKS-F <	5 WGUL-AF <	5 WUV-F	5 WWRM-F	WFLZ-F <	WTBT-F <	5 WWRM-F <
6 WQYK-F <	6 WAKS-F <	WCOF-F <	6 WWRM-F <	6 WWRM-F <	6 WWRM-F	6 WTBT-F	WFLZ-F <	6 WWRM-F <	6 WUV-F	6 WTBT-F
7 WAKS-F <	7 WWRM-F <	7 WWRM-F	7 WCOF-F <	7 WCOF-F <	7 WSJT-F <	7 WWRM-F <	7 WAKS-F <	7 WFLA <	7 WXTB-F <	7 WRBQ-F <
8 WWRM-F <	8 WSSR-F <	8 WSJT-F <	8 WSJT-F	8 WRBQ-F	8 WRBQ-F	8 WRBQ-F	8 WRBQ-F	8 WRBQ-F <	8 WWRM-F <	8 WXTB-F
9 WRBQ-F	9 WRBQ-F	9 WRBQ-F <	9 WRBQ-F <	9 WYUU-F	9 WAKS-F	WXTB-F	9 WAKS-F	9 WSJT-F <	9 WFLA <	9 WFLZ-F <
	WCOF-F	10 WSSR-F <	10 WFLA <	WAKS-F	WGUL-AF <	WLLD-F	10 WGUL-AF <	10 WRBQ-F	10 WSJT-F <	10 WSJT-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WXTB-F	1 WXTB-F >	1 WXTB-F >	1 WTBT-F <	1 WTBT-F >	1 WFLA
2 WLLD-F	2 WSSR-F <	2 WCOF-F <	2 WWRM-F <	WWRM-F <	2 WLLD-F	2 WLLD-F <	2 WTBT-F	2 WXTB-F >	2 WXTB-F >	2 WLLD-F >
3 WAKS-F <	3 WLLD-F <	3 WSSR-F	3 WAKS-F	3 WQYK-F <	3 WFLZ-F >>	3 WFLZ-F	3 WLLD-F	3 WLLD-F <	3 WQYK-F <	3 WFLZ-F
4 WSSR-F	4 WAKS-F <	4 WWRM-F <	4 WSSR-F <	4 WAKS-F	4 WSSR-F >	4 WTBT-F >	WFLZ-F	4 WFLZ-F	4 WFLA	4 WUV-F
5 WRBQ-F	5 WWRM-F <	5 WTBT-F	5 WRBQ-F	5 WCOF-F <	5 WQYK-F	5 WQYK-F	5 WQYK-F >	5 WQYK-F	5 WFLZ-F	5 WQYK-F <
6 WWRM-F	6 WRBQ-F	6 WLLD-F	WQYK-F <	6 WTBT-F	WRBQ-F	6 WSSR-F	6 WAKS-F	6 WSJT-F <	WSJT-F	6 WTBT-F
7 WQYK-F	7 WCOF-F	WAKS-F <	7 WTBT-F <	7 WRBQ-F <	WTBT-F >>	7 WRBQ-F <	7 WSSR-F	7 WFLA	7 WLLD-F <	
8 WXTB-F >	8 WXTB-F	8 WXTB-F	8 WCOF-F	8 WSSR-F <	8 WAKS-F <	WDAE	8 WCOF-F <	8 WAKS-F <	8 WAKS-F <	
	WQYK-F <	WRBQ-F	9 WLLD-F	9 WSJT-F		WWRM-F	9 WSSR-F <	9 WCOF-F	9 WCOF-F	
	10 WTBT-F >	10 WQYK-F >	10 WSJT-F <	10 WYUU-F		WCOF-F	10 WAKS-F <			

TAMPA-SAINT PETERSBURG

Other Rated Stations				Metro Share	Cume Rating	Consolidation Report			
WAMA	SP-C	1550	Tampa	0.3	0.9	CBS, pend.	17.1 %	16.0 %	18.6 %
WBDN	SP-TP	760	Brandon	0.5	1.1	WLLD-FM, WQYK-AM, WQYK-FM, WYUU-FM			
WDAE	SPRTS	1250	Tampa	0.9	2.6	Clear Channel	18.7 %	23.0 %	26.5 %
WHNZ	N/T	570	Pinellas Park	0.7	3.0	WHNZ-AM, WHPT-FM, WILV-FM, WRBQ-AM, WRBQ-FM, WSJT-FM, WSSR-FM, WZTM-AM			
WQYK	T	1010	Seffner	0.8	2.8	Cox, pend.	10.7 %	16.7 %	14.2 %
WRMD	SP-TP	680	St. Petersburg	0.5	1.6	WCOF-FM, WFNS-AM, WLVU-FM, WWRM-FM			
WRXB	B	1590	St. Pete. Beach	0.5	1.4	Jacor	35.7 %	37.1 %	36.2 %
WSUN	N	620	St. Petersburg	0.6	2.7	WAKS-FM, WDAE-AM, WDUV-FM, WFLA-AM, WFLZ-FM, WTBT-FM, WXTB-FM			
Other Rated Stations--Outside Market				Metro Share	Cume Rating		82.2 %	92.8 %	95.5 %
WPCV-F	C	97.5	Winter Haven	0.4	1.5				

AM Stations

Station	Power	Class	Format	Buyer	Price	Agency	Station
WFLA	970	5 kw (DA-2)	Talk	ABC	\$109.00	Eastman	Jacor
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI	\$47.00	Allied	Dunedin
WRBQ	1380	5 kw (DA-N)	Black AC	ABC	\$30.00	Clr Chnl	Clear Channel
WTMP	1150	5 kw/2.5 kw (DA-2)	Black	AURN, Westwd	\$29.00	Allied	
WZTM	820	50 kw/1 kw (DA-2)	Sports	CBS, Westwd	\$ NA	Clr Chnl	Clear Channel
							Largo

FM Stations

Station	Power	Class	Format	Buyer	Price	Agency	Station
WAKS	100.7	100 kw @ 1358	AC/CHR		\$115.00	Eastman	Jacor
WCOF	107.3	100 kw @ 620	Classic Hits		\$75.00	Christal	Cox
WDUV	103.3	100 kw @ 1358	EZ List./Standards	Westwd	\$70.00	Eastman	Jacor
WFLZ	93.3	100 kw @ 1358	CHR	ABC	\$165.00	Eastman	Jacor
WGUL	96.1	4.1 kw @ 394	See WGUL				Dade City
WHPT	102.5	100 kw @ 1663	Progressive AOR		\$140.00	Clr Chnl	Clear Channel
WILV	101.5	100 kw @ 1358	Black Oldies		\$ NA	Clr Chnl	Clear Channel
WLLD	98.7	50 kw @ 489	CHR/Urban		\$ NA	D&R	CBS, pend.
WLVU	106.3	3.3 kw @ 300	Standards	Westwd	\$30.00	---	Cox, pend.
WQYK	99.5	100 kw @ 550	Country		\$215.00	Katz	CBS
WRBQ	104.7	100 kw @ 555	Country	ABC	\$118.00	Clr Chnl	Clear Channel
WSJT	94.1	100 kw @ 1493	Jazz		\$79.00	Clr Chnl	Clear Channel
WSSR	95.7	100 kw @ 606	Modern AC		\$195.00	Clr Chnl	Clear Channel
WTBT	105.5	46 kw @ 1345	Classic AOR	ABC	\$50.00	Eastman	Jacor
WWRM	94.9	100 kw @ 1290	Soft AC		\$110.00	Christal	Cox
WXTB	97.9	100 kw @ 1345	AOR		\$148.00	Eastman	Jacor
WYUU	92.5	50 kw @ 488	Oldies		\$85.00	D&R	CBS, pend.
							Safety Harbor

Notes: 8/98 Entercom sold these stations to CBS: WLLD-F for \$21,000,000; WYUU-F for \$54,000,000 . . . 9/98 WILV-F changed from Soft AC to Black Oldies as WFJO-F, "Jammin' Oldies 101.5" . . . 9/98 WLVU-F sold by Jorgenson to Cox for a reported \$9,750,000 + WSUN . . . 9/98 WFNS (910) changed from simulcasting WCOF-F to 50's Oldies; WLVU-F changed from Standards to 60's Oldies . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WAKS-F; WDAE; WDUV-F; WFLA; WFLZ-F; WTBT-F; WXTB-F. Some divestitures in the market will be required . . . 10/98 WGUL-F sold to Mega for \$3,500,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WQYK-F leads the market for the first time since Fall '96 . . . WFLZ-F falls way off to its lowest share as it has been hurt by WLLD-F . . . WLLD-F has become a strongly viable station . . . WTBT-F has its highest share ever . . . WHPT-F has had four straight 2.0-share books

TOLEDO

Arbltron Rank: 77 Pop (12+): 501,900	Stations: 29 / 19	Last Year's Revenue: \$24,700,000
MSA Rank: 87	Diarles: 1,951 / 257:1 / 50.6%	Household Income: \$42,337
MSA Pop: 611,000	Sample Target: 1,910	Total Retail Sales: \$6.7 Bil
DMA: 65	% Below Line: 7.9	#1 Biller: WTOD/WKCO-F \$5,650,000
Average Persons Rating: 14.9	% Not Listed: 13.4	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 26,416	Jacor \$11,920,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fail 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WKCO-F	C	101 / 13.5	12.4	11.7	13.0	13.9	12.6	1193 / 23.8	23.0	22.7	G	WKCO-F
2	WVKS-F	CHR	87 / 11.6	9.6	10.7	10.2	8.9	10.5	1471 / 28.3	25.6	26.0	E	WVKS-F
3	WRVF-F	AC	56 / 7.5	8.7	8.9	7.6	7.4	8.2	856 / 17.1	18.7	18.1	E	WRVF-F
4	WWWM-F	AC	47 / 6.3	6.5	6.7	7.1	8.0	6.6	824 / 16.4	16.1	17.2	D	WWWM-F
5	WIOT-F	AOR	44 / 5.9	6.1	5.6	6.8	7.8	6.1	870 / 17.3	17.7	18.6	E	WIOT-F
6	WRQN-F	O	39 / 5.2	5.2	4.7	6.2	5.8	5.6	732 / 14.6	14.6	14.7	C	WRQN-F
7	WSPD	FS	38 / 5.1	5.6	6.2	6.6	6.0	5.9	693 / 13.8	14.2	15.4	C	WSPD
8	WJUC-F	B	33 / 4.4	3.8	3.9	4.2	2.0	4.1	455 / 9.1	8.8	4.7	A	WJUC-F
9	WXKR-F	CL AOR	31 / 4.1	4.1	3.2	1.6	1.2	3.3	673 / 13.4	12.6	7.5	A	WXKR-F
10	WCWA	ST	22 / 2.9	2.6	2.5	3.1	2.6	2.8	370 / 7.4	6.4	7.1	A	WCWA
11	WBUZ-F	AOR	21 / 2.8	3.4	3.4	5.0	3.6	3.7	486 / 9.7	11.7	13.8	B	WBUZ-F
12	WJR	FS	19 / 2.5	2.7	2.7	2.9	2.7	2.7	429 / 8.5	9.5	9.3		WJR
13	WIMX-F	B/AC	17 / 2.3	2.2	2.0	1.6	2.0	2.0	252 / 5.0	5.2	5.7	B	WIMX-F
14	WJZE-F	CL AOR	14 / 1.9	1.7	2.5	2.7	3.2	2.2	315 / 6.3	7.1	9.7	B	WJZE-F
16	CIMX-F	AOR-NR	10 / 1.3	1.5	1.4	1.1	0.9	1.3	297 / 5.9	6.1	5.0		CIMX-F
15	WTWR-F	CHR	10 / 1.3	1.7	1.5	1.7	1.2	1.6	388 / 7.7	8.9	7.5		WTWR-F

12+ FM Share (Metro): 83.67% (543 of 649) (Summer 97: 81.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVKS-F >>>	1 WVKS-F >	1 WVKS-F <	1 WKCO-F	1 WKCO-F	1 WKCO-F >	1 WKCO-F <	1 WKCO-F >	1 WKCO-F	1 WVKS-F	1 WKCO-F <
2 WJUC-F >	2 WKCO-F	2 WKCO-F >	2 WVKS-F >	2 WVKS-F	2 WRVF-F	2 WVKS-F >	2 WVKS-F <	2 WVKS-F >	2 WKCO-F	2 WVKS-F >
3 WTWR-F	3 WWWM-F <	3 WWWM-F <	3 WIOT-F	3 WRVF-F	3 WRQN-F <	3 WIOT-F	3 WRVF-F >	3 WRVF-F	3 WJUC-F	3 WWWM-F <
4 WRVF-F	4 WIOT-F	4 WIOT-F	4 WWWM-F <	4 WWWM-F <	4 WSPD	4 WRVF-F	4 WSPD	4 WWWM-F	4 WRVF-F <	4 WRQN-F
5 WIOT-F >	5 WJUC-F	5 WRVF-F	5 WRVF-F <	5 WIOT-F <	5 WVKS-F	5 WSPD	5 WWWM-F	5 WIOT-F	5 WIOT-F <	5 WRVF-F
6 WXKR-F <	6 WXKR-F	6 WXKR-F	6 WXKR-F	6 WRQN-F	6 WCWA <	6 WWWM-F <	6 WIOT-F	6 WRQN-F <	6 WWWM-F	6 WJUC-F
7 WRVF-F <	7 WJUC-F	7 WRQN-F	7 WRQN-F <	7 WXKR-F	7 WWWM-F	7 WRQN-F <	7 WRQN-F <	7 WSPD <	7 WCWA <	7 WIOT-F
8 WBUZ-F >>	WRQN-F	8 WSPD	8 WSPD	8 WJR	8 WBUZ-F	8 WXKR-F	8 WJUC-F	8 WJUC-F <	8 WRQN-F <	8 WXKR-F
	9 WSPD	9 WBUZ-F <	9 WBUZ-F <	9 WIOT-F <	9 WXKR-F >	9 WCWA <	9 WXKR-F >	9 WXKR-F	9 WJUC-F	9 WSPD
	WBUZ-F >	10 WJUC-F <	10 WJUC-F			10 WJUC-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmtl
1 WVKS-F	1 WVKS-F >	1 WVKS-F >>	1 WVKS-F	1 WVKS-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WKCO-F	1 WRVF-F
2 WWWM-F >	2 WWWM-F	2 WKCO-F	2 WKCO-F	2 WKCO-F	WVKS-F >>	2 WVKS-F <	2 WKCO-F	WKCO-F >	2 WIOT-F >	2 WKCO-F
3 WKCO-F	3 WKCO-F	WWWM-F	3 WWWM-F <	3 WRVF-F	3 WKCO-F	3 WKCO-F	3 WXKR-F	3 WVKS-F	3 WXKR-F <	3 WJUC-F <
4 WJUC-F	4 WRVF-F	4 WRVF-F >	4 WRVF-F >	4 WWWM-F >	WJUC-F	4 WBUZ-F <	4 WBUZ-F	4 WXKR-F	4 WRQN-F	4 WSPD
5 WRVF-F >>	5 WJUC-F >>	5 WJUC-F >	5 WJUC-F <	5 WRQN-F	5 WBUZ-F >	5 WXKR-F	5 WVKS-F	5 WBUZ-F	5 WSPD	5 WVKS-F
	6 WIOT-F	6 WIMX-F	6 WRQN-F	6 WXKR-F	6 CIMX-F	6 WJUC-F	6 WSPD	6 WWWM-F <	WVKS-F	
		WXKR-F >	7 WXKR-F >	7 WJUC-F	WXKR-F	7 WWWM-F	WWWM-F >	7 WSPD	7 WBUZ-F	
			8 WIMX-F	WIOT-F	WWWM-F >>	8 WSPD		8 WRQN-F <	WWWM-F	
								9 WJUC-F	9 WRVF-F	
								WJZE-F	WJZE-F >	

Other Rated Stations	Metro Share	Cume Rating
WDMN	REL 1520 Toledo	0.9 1.5
WHMQ-F	C 107.7 N. Baltimore	0.8 1.6
WLQR	SPRTS 1470 Toledo	0.8 3.3
WMTR-F	CL HITS 96.1 Archbold	0.5 2.2
WTOD	C 1560 Toledo	0.8 2.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CIDR-F	AOR-P 93.9 Windsor, ON	0.7 2.4
CKLW	N/T 800 Windsor, ON	0.4 2.1
CKWW	ST 580 Windsor, ON	0.7 1.7
WGPR-F	B/AC 107.5 Detroit	0.5 0.7
WJLB-F	B 97.9 Detroit	0.7 2.6
WQTE-F	C 95.3 Adrian, MI	0.4 1.1
WRIF-F	AOR 101.1 Detroit	0.4 2.0
WZOM-F	O 105.9 Defiance, OH	0.4 0.7

TOLEDO

Consolidation Report	12+	25-54	Revenue
Cumulus	32.0 %	35.9 %	43.7 %
WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WTWR-FM, WWWM-FM, WXKR-FM			
Jacor	33.0 %	31.2 %	48.3 %
WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM			
	65.0 %	67.1 %	92.0 %

AM Stations

WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Sports	1-On-1, ABC	\$<20.00	D&R	Cumulus
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild	Jacor

FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied		Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz		Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$61.00	Eastman	Jacor	
WJUC	107.3	3 kw @ 328	Black		\$ NA	Allied		Swanton
WJZE	97.3	1.6 kw @ 407	Classic AOR		\$ NA	Allied		Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC	\$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$54.00	Mc-Guild	Jacor	
WTWR	98.3	1.4 kw @ 466	CHR	AP	\$ NA	Katz	Cumulus	Monroe
WVKS	92.5	50 kw @ 480	CHR		\$67.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC		\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	Classic AOR		\$29.00	D&R	Cumulus	Port Clinton

Notes: 9/98 WJZE-F changed from Classic AOR to simulcasting AOR WBUZ-F . . . 10/98 Jacor sold these stations to Clear Channel in a merger valued at \$4.4 Bil.: WCWA; WIOT-F; WRVF-F; WSPD; WVKS-F

Jim Duncan

Comments: Overall listening to radio is down dramatically – off 1.2 ratings points . . . WXKR-F held onto its recent gains . . . WWWM-F had its fourth consecutive down book . . . WSPD is at its lowest share level in several years . . . WJUC-F is at its highest share ever

TUCSON

Arbitron Rank: 62 Pop (12+): 653,500	Stations: 28 / 25	Last Year's Revenue: \$30,900,000
MSA Rank: 71	Diaries: 1,542 / 424:1 / 56.0%	Household Income: \$33,386
MSA Pop: 786,000	Sample Target: 1,475	Total Retail Sales: \$7.2 Bil.
DMA: 80	% Below Line: 2.3	#1 Biller: KIIM-F \$5,550,000
Average Persons Rating: 16.4	% Not Listed: 13.6	#1 Billing Portfolio: Capstar \$8,810,000
Market TSL In Hours: 21.75	Pop per Station: 26,140	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	KIIM-F	C	99 / 9.3	12.0	10.5	14.2	12.0	11.5	1434 / 21.9	239	23.4	G	KIIM-F
2	KRQQ-F	CHR	98 / 9.2	8.3	7.4	8.9	9.4	8.4	1720 / 25.3	26.0	26.4	E	KRQQ-F
3	KMXZ-F	AC	94 / 8.8	8.6	9.5	8.4	8.8	8.8	1289 / 19.7	198	21.0	F	KMXZ-F
4	KOHT-F	CHR/U	66 / 6.2	5.6	5.2	2.2	3.8	4.8	875 / 13.4	13.8	10.7	B	KOHT-F
5	KZPT-F	AC-NR	62 / 5.8	4.8	5.1	3.3	3.6	4.8	1050 / 16.1	15.7	12.5	C	KZPT-F
6	KLPX-F	AOR	58 / 5.4	6.3	6.2	7.1	6.9	6.3	919 / 14.1	13.4	15.9	D	KLPX-F
7	KNST	T/N	55 / 6.1	5.3	5.6	5.3	5.8	5.3	778 / 11.9	12.8	12.6	D	KNST
8	KHYT-F	CL HITS	51 / 4.8	4.8	5.5	5.2	5.2	5.1	937 / 14.3	15.5	14.4	C	KHYT-F
9	KWFM-F	O	47 / 4.4	4.9	5.1	4.4	4.9	4.7	990 / 15.1	14.9	15.0	C	KWFM-F
10	KFMA-F	AOR-NR	39 / 3.6	3.7	2.7	4.0	4.0	3.5	788 / 12.1	10.6	11.3	C	KFMA-F
11	KOAZ-F	J	35 / 3.3	1.7		4.9	3.7		493 / 7.5	5.3	10.8	A	KOAZ-F
12	KCEE	ST	28 / 2.8	3.2	4.2	3.5	4.2	3.4	371 / 5.7	7.5	8.3	A	KCEE
13	KIXD-F	C	24 / 2.2	1.0					344 / 5.3	2.0			KIXD-F
14	KCUB	C	21 / 2.0	1.1	1.3	1.9	1.9	1.6	303 / 4.6	3.8	4.6	A	KCUB
15	KFFN	SPRYS	19 / 1.8	1.6	1.7	1.1	1.0	1.5	250 / 3.8	4.0	3.0	A	KFFN
16	KXEW	SP-TJ	18 / 1.7	1.1	1.9	1.7	1.9	1.6	219 / 3.4	3.3	4.6	A	KXEW
	KGUV	ST	18 / 1.7	1.7	2.7	2.4	1.6	2.1	150 / 2.3	2.6	3.4	A	KGUV
18	KZLZ-F	SP-C	16 / 1.5	2.8	1.8	1.3	2.3	1.9	196 / 3.0	5.0	3.8	B	KZLZ-F
19	KSAZ	ST	14 / 1.3	1.0	0.7	1.3	0.7	1.1	183 / 2.8	2.6	2.0		KSAZ
20	KTZR	SP-R	13 / 1.2	2.1	1.6	0.8	1.0	1.4	133 / 2.0	3.5	3.1	A	KTZR
21	KQTL	SP	11 / 1.0	1.3	0.9	0.8	1.6	1.0	137 / 2.1	2.5	2.3		KQTL

12+ FM Share (Metro): 76.19% (704 of 924) (Summer 97: 75.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRQQ-F	1 KRQQ-F >	1 KRQQ-F <	1 KIIM-F	1 KIIM-F <	1 KIIM-F <	1 KRQQ-F	1 KMXZ-F	1 KIIM-F <	1 KRQQ-F	1 KIIM-F
2 KOHT-F >>	2 KZPT-F <	2 KIIM-F <	2 KMXZ-F <	2 KMXZ-F	2 KMXZ-F	2 KIIM-F	2 KIIM-F	2 KMXZ-F	2 KOHT-F <	2 KRQQ-F <
3 KFMA-F	3 KOHT-F <	3 KMXZ-F <	3 KRQQ-F <	3 KRQQ-F <	3 KNST	3 KMXZ-F >	3 KRQQ-F	KRQQ-F	3 KFMA-F <	3 KOHT-F <
4 KMXZ-F >>	4 KIIM-F <	4 KZPT-F <	4 KLPX-F <	4 KLPX-F <	4 KWFM-F	4 KNST	4 KNST <	4 KOHT-F <	4 KIIM-F <	4 KMXZ-F
5 KLPX-F <	5 KLPX-F	5 KHYT-F <	5 KHYT-F	5 KHYT-F	5 KOAZ-F <	5 KLPX-F	5 KHYT-F	5 KZPT-F	5 KMXZ-F	5 KZPT-F
6 KMXZ-F <	6 KHYT-F <	6 KZPT-F	6 KZPT-F	6 KZPT-F	6 KHYT-F <	6 KOHT-F <	KZPT-F	6 KWFM-F <	6 KZPT-F	6 KLPX-F
7 KFMA-F	7 KOHT-F >	7 KOHT-F <	7 KWFM-F	7 KWFM-F	7 KCEE <	7 KHYT-F <	KLPX-F	7 KHYT-F	7 KLPX-F	7 KWFM-F <
8 KHYT-F >>	8 KFMA-F <	8 KWFM-F	8 KOHT-F	8 KOHT-F	8 KLPX-F <	8 KZPT-F <	8 KOHT-F <	KLPX-F	8 KWFM-F <	8 KOAZ-F <
	9 KWFM-F	9 KNST	9 KNST	9 KNST	9 KZPT-F <	9 KWFM-F >	9 KWFM-F	9 KNST	9 KNST	9 KHYT-F
		10 KOAZ-F	10 KOAZ-F >	10 KRQQ-F <		10 KOAZ-F	10 KFMA-F			KFMA-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KRQQ-F	1 KRQQ-F	1 KRQQ-F <	1 KMXZ-F <	1 KMXZ-F	1 KFMA-F	1 KLPX-F <	1 KLPX-F	1 KLPX-F	1 KLPX-F <	1 KIIM-F >
2 KZPT-F >	2 KIIM-F <	2 KIIM-F	2 KIIM-F	2 KIIM-F >	2 KOHT-F	2 KRQQ-F	2 KRQQ-F >	2 KHYT-F	2 KHYT-F	2 KNST
3 KIIM-F	3 KZPT-F	3 KMXZ-F	KRQQ-F	3 KRQQ-F	KRQQ-F	3 KOHT-F	3 KHYT-F	KRQQ-F	3 KIIM-F	3 KMXZ-F
4 KOHT-F	4 KMXZ-F <	4 KOHT-F	4 KZPT-F >	4 KZPT-F	4 KLPX-F	KFMA-F	4 KOHT-F	4 KIIM-F <	4 KRQQ-F	KOHT-F
5 KMXZ-F	5 KOHT-F >	5 KZPT-F >	5 KOHT-F	5 KWFM-F <	5 KZPT-F	5 KZPT-F	KFMA-F	5 KZPT-F <	5 KNST	KRQQ-F
6 KFMA-F >	6 KHYT-F	6 KHYT-F	6 KHYT-F	6 KHYT-F	KMXZ-F >>	KHYT-F	6 KZPT-F	6 KOHT-F <	KZPT-F	
	7 KFMA-F	7 KLPX-F >	7 KLPX-F <	KLPX-F <		7 KIIM-F	KIIM-F	7 KFMA-F	KWFM-F	
		8 KWFM-F	8 KWFM-F	8 KOHT-F		8 KFFN	8 KZLZ-F	8 KMXZ-F	8 KMXZ-F	
				9 KOAZ-F		KMXZ-F >	9 KFFN	9 KNST	9 KOHT-F <	
							10 KMXZ-F	KWFM-F <	10 KFFN <	

Other Rated Stations	Metro Share	Cume Rating
KGMS-F	REL 97.1	Green Valley 0.6 2.0
KMRR	T 1330	S. Tucson 0.5 1.1
KTKT	N 990	Tucson 0.7 3.7
KTUC	ST 1400	Tucson 0.7 2.7
XVOI	REL 690	Tucson 0.4 1.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KDDJ-F	AOR-NR 100.3	Globe 0.5 2.2
KYOT-F	J 95.5	Phoenix 0.4 1.7

TUCSON

Consolidation Report	12+	25-54	Revenue
Capstar KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM	21.3 %	19.0 %	28.5 %
Journal Broadcast Group KFFN-AM, KIXD-FM, KMXZ-FM, KZPT-FM	18.6 %	20.7 %	21.1 %
Local KOHT-FM, KTZR-AM, KXEW-AM	9.1 %	8.2 %	4.3 %
Lotus KFMA-FM, KLPX-FM, KTKT-AM	9.7 %	10.6 %	14.5 %
Slone KCUB-AM, KHYT-FM, KIIM-FM, KOAZ-FM, KTUC-AM	20.1 %	22.4 %	27.1 %
	78.7 %	80.9 %	95.5 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
KCEE	940	1 kw/0.25 kw (DA-2)	Standards	Westwd	\$20.00	Sentry	Capstar
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz	Slone
KFFN	1490	1 kw	Sports	1-on-1, ABC	\$ NA	Eastman	Journal Bcst Gp
KGVY	1080	1 kw (Days)	Standards	AP	\$20.00	---	Green Valley
KNST	790	5 kw/0.5 kw (DA-1)	News/Talk	ABC, Westwd, ESPN	\$46.00	Sentry	Capstar
KQTL	1210	10 kw/1 kw (DA-2)	Hispanic		\$ NA	Caballero	Sahuarita
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	---	Marana
KTZR	1450	1 kw	Hispanic Regional		\$<20.00	Lotus	KXEW/KOHT-F
KXEW	1600	1 kw (DA-N)	Tejano		\$<20.00	Lotus	KTZR/KOHT-F

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Station
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus
KHYT	107.5	15 kw @ 3527	Classic Hits		\$44.00	Katz	Slone
KIIM	99.5	93 kw @ 2036	Country		\$105.00	Katz	Slone
KIXD	106.3	0.44 kw @ 4472	Country			---	Journal Bcst Gp
KLPX	96.1	100 kw @ 1952	AOR	UPI	\$56.00	Christal	Lotus
KMXZ	94.9	100 kw @ 1952	AC	ABC	\$85.00	Eastman	Journal Bcst Gp
KOAZ	97.5	6 kw @ 154	Jazz			Katz	Slone
KOHT	98.3	6 kw @ 184	Bilingual Dance CHR		\$30.00	Lotus	KTZR/KXEW
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Sentry	Capstar
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	Sentry	Capstar
KZLZ	105.3	50 kw @ 492	Hispanic Contemp		\$ NA	Katz Hisp.	
KZPT	104.1	3 kw @ 102	Modern AC		\$45.00	Eastman	Journal Bcst Gp

Notes:

Jim Duncan

Comments: Listening levels are fairly steady . . . KIIM-F fell out of double-figure shares . . . KOHT-F continues to grow strongly . . . KOAZ-F is showing some strength with its new Jazz format

TULSA

Arbltron Rank: 61 Pop (12+): 655,400	Stations: 24 / 23	Last Year's Revenue: \$35,300,000
MSA Rank: 72	Diaries: 1,389 / 472:1 / 52.8%	Household Income: \$38,175
MSA Pop: 764,000	Sample Target: 1,290	Total Retail Sales: \$7.5 Bil
DMA: 59	% Below Line: 0.6	#1 Biller: KWEN-F \$5,150,000
Average Persons Rating: 15.7	% Not Listed: 8.3	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 28,496	Cox \$14,000,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1	KRMG	FS	94 / 9.1	9.3	11.2	7.8	9.4	1215 / 18.5	19.2	20.7	F	KRMG
2	KHTT-F	CHR	90 / 8.7	8.6	7.2	7.7	6.7	1491 / 22.8	21.4	19.9	C	KHTT-F
3	KWEN-F	C	87 / 8.4	9.8	10.8	10.0	10.5	1309 / 20.0	22.8	23.2	G	KWEN-F
4	KMOD-F	AOR	83 / 8.1	8.3	7.4	8.4	8.3	1015 / 15.5	15.6	16.6	E	KMOD-F
5	KQLL-F	O	62 / 6.0	4.6	5.8	6.0	4.5	962 / 14.7	13.2	15.0	C	KQLL-F
	KJSR-F	CL HITS	62 / 6.0	4.5	4.4	7.0	6.5	1243 / 19.0	14.4	18.9	D	KJSR-F
7	KMYZ-F	AOR-NR	56 / 5.4	5.2	5.9	6.4	6.5	846 / 12.9	13.4	15.6	D	KMYZ-F
8	KVOO-F	C	52 / 5.0	4.2	3.7	4.2	4.0	693 / 10.6	11.2	9.1	E	KVOO-F
	KRAV-F	AC	52 / 5.0	4.5	4.8	4.1	4.0	975 / 14.9	14.3	13.9	C	KRAV-F
10	KJMM-F	B	45 / 4.4	3.6	3.0	2.9	2.3	475 / 7.3	6.0	4.8	B	KJMM-F
11	KBEZ-F	SAC	43 / 4.2	4.8	5.4	5.2	6.0	832 / 12.7	12.6	14.1	E	KBEZ-F
12	KVOO	C	41 / 4.0	3.1	4.5	4.5	4.0	453 / 6.9	7.8	8.4	*	KVOO
13	KXOJ-F	REL	39 / 3.8	4.1	3.7	4.4	4.6	544 / 8.3	9.2	11.2		KXOJ-F
14	KCKI-F	C	27 / 2.6	4.5	1.5	2.4	3.3	596 / 9.1	11.0	10.9	C	KCKI-F
15	KCFM-F	CL	23 / 2.2	2.5	2.9	2.2	1.9	397 / 6.1	6.0	6.2	B	KCFM-F
16	KOAS-F	J	22 / 2.1	3.3	2.4	2.6	2.5	326 / 5.0	6.4	5.9	B	KOAS-F
17	KGTO	ST	19 / 1.8	1.7	2.7	2.7	2.5	239 / 3.6	3.2	4.9	A	KGTO
18	KMRX-F	AC-NR	14 / 1.4	1.3	1.8			380 / 5.8	4.5			KMRX-F

12+ FM Share (Metro): 81.25% (767 of 944) (Summer 97: 78.92%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F >>>	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KRMG	1 KRMG	1 KRMG	1 KHTT-F	1 KHTT-F >	1 KHTT-F <
2 KMYZ-F >	2 KHTT-F <	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMOD-F	2 KWEN-F	2 KWEN-F <	2 KMOD-F <	2 KWEN-F
3 KJMM-F >	3 KRAV-F <	3 KHTT-F	3 KJSR-F <	3 KRMG <	3 KQLL-F	3 KWEN-F	3 KMOD-F	3 KMOD-F <	3 KJMM-F <	3 KQLL-F
4 KRAV-F	4 KMYZ-F	KJSR-F	4 KHTT-F	4 KQLL-F <	4 KVOO-F <	4 KHTT-F	4 KHTT-F <	4 KRMG	4 KMYZ-F <	4 KMOD-F <
5 KJSR-F	5 KRAV-F	5 KRAV-F	5 KRAV-F <	5 KJSR-F <	5 KMOD-F	5 KJSR-F <	5 KRAV-F <	5 KQLL-F <	5 KWEN-F <	5 KJSR-F <
6 KWEN-F	6 KMYZ-F <	6 KRMG <	6 KRMG <	6 KHTT-F <	6 KVOO	6 KVOO-F <	6 KJSR-F <	6 KJSR-F <	6 KQLL-F	6 KJMM-F
7 KJMM-F	7 KRMG <	7 KQLL-F <	7 KRAV-F	7 KBEZ-F	7 KVOO	7 KVOO-F <	7 KQLL-F	7 KMYZ-F	KJSR-F	KRMG <
8 KXOJ-F	8 KQLL-F <	8 KXOJ-F <	8 KBEZ-F <	8 KBEZ-F <	KJSR-F >	8 KMYZ-F <	8 KVOO-F <	8 KRAV-F	8 KRMG	8 KVOO-F <
	KRMG >	9 KXOJ-F <	9 KBEZ-F	9 KXOJ-F			9 KMYZ-F	9 KVOO-F <	9 KXOJ-F	9 KMYZ-F
								10 KJMM-F <		10 KRAV-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrntr
1 KHTT-F >	1 KHTT-F	1 KRAV-F	1 KHTT-F <	1 KWEN-F	1 KMYZ-F	1 KMOD-F >>>	1 KMOD-F >>>	1 KMOD-F >>	1 KMOD-F >>	1 KRMG
2 KWEN-F	2 KRAV-F >	2 KHTT-F >	2 KWEN-F	2 KHTT-F <	KMOD-F	2 KMYZ-F <	2 KRAV-F	2 KJSR-F	2 KRMG	2 KHTT-F
	KRAV-F	3 KWEN-F	3 KRAV-F	3 KRAV-F	3 KJMM-F	3 KJSR-F <	KJSR-F	3 KMYZ-F	3 KWEN-F	3 KWEN-F <
4 KMYZ-F	4 KMYZ-F	4 KMYZ-F	4 KJSR-F	4 KBEZ-F <	KJSR-F >	4 KRAV-F	4 KMYZ-F	KWEN-F <	KJSR-F <	4 KXOJ-F
	KJSR-F >>	5 KJSR-F	5 KXOJ-F	5 KBEZ-F <	5 KQLL-F	5 KHTT-F >	KHTT-F <	KWEN-F	5 KRMG	5 KJMM-F <
		6 KXOJ-F	6 KJMM-F	6 KXOJ-F	6 KBEZ-F	6 KJMM-F	KRMG	6 KJMM-F <	6 KVOO-F	
		KJMM-F	KJSR-F	7 KQLL-F <	KJSR-F	KRAV-F >	7 KWEN-F	7 KQLL-F	7 KMYZ-F	
		8 KMRX-F	KMRX-F	8 KMYZ-F	8 KRMG >	8 KRMG >		8 KHTT-F <	KJMM-F <	
		9 KRMG	9 KJMM-F <					9 KVOO-F	9 KHTT-F <	

Other Rated Stations	Metro Share	Cume Rating
KAKC	SPRTS	1300 Tulsa 0.5 1.6
KCFO	REL	970 Tulsa 0.7 2.8
KQLL	SPRTS	1430 Tulsa 0.6 2.3
KTFX-F	C/O	102.3 Sand Springs 0.4 1.0
KTOW	B/G	1340 Sand Springs 0.5 1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KHJM-F	G	100.3 Taft 0.6 2.0

TULSA

Consolidation Report	12+	25-54	Revenue
Clear Channel KAKC-AM, KMOD-FM, KMRX-FM, KQLL-AM, KQLL-FM	16.6 %	21.1 %	19.8 %
Cox KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KWEN-FM	30.3 %	31.2 %	39.7 %
Journal Broadcast Group KCKI-FM, KVOO-AM, KVOO-FM	11.6 %	8.3 %	14.6 %
Renda KBEZ-FM, KHTT-FM	12.9 %	11.9 %	14.3 %
Shamrock KCFM-FM, KMYZ-FM	7.6 %	5.6 %	8.0 %
	79.0 %	78.1 %	96.4 %

AM Stations

Station	Freq	Power	Format	Network	Revenue	Advertiser	Agency
KGTO	1050	1 kw/0.022 kw	Standards	CNN, Westwd	\$<20.00	Allied	Cox
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$72.00	Katz	Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Journal Bcst Gp

FM Stations

Station	Freq	Power	Format	Network	Revenue	Advertiser	Agency
KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Journal Bcst Gp Henryetta
KHTT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Unirep	Perry Bixby
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Clr Chnl	Clear Channel
KMRX	101.5	6.2 kw @ 656	AOR-Progressive		\$ NA	---	Clear Channel Collinsville
KMYZ	104.5	70 kw @ 1130	AOR-New Rock		\$53.00	Allied	Shamrock Pryor
KOAS	92.1	27 kw @ 656	Jazz		\$35.00	---	Clear Channel Broken Arrow
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Banner	Clear Channel Owasso
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Journal Bcst Gp
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem	Sapulpa

Notes: * KVOO-F revenue level includes KVOO revenue . . . 10/98 KAKC (1300) announced it will change from Sports to Z-Spanish Network's "La Bonita" (AC) format on 11/15/98

Jim Duncan

Comments: Listening levels are down moderately (-0.7 ratings point) . . . KRMG leads in 12+ for the first time since Fall '96 . . . KWEN-F has its lowest share in more than two years . . . KHTT-F has its highest share in at least four years . . . KMYZ-F reversed its year-long downtrend

WASHINGTON, DC

Arbitron Rank: 8 Pop (12+): 3,559,500
MSA Rank: 5
MSA Pop: 4,620,000
DMA: 7
Average Persons Rating: 15.9
Market TSL In Hours: 21.00

Stations: 38 / 33
Diaries: 4,149/ 858:1/ 49.7%
Sample Target: 4,030
% Below Line: 2.4
% Not Listed: 14.0
Pop per Station: 107,864

Last Year's Revenue: \$228,900,000
Household Income: \$66,516
Total Retail Sales: \$43.0 Bil.
#1 Biller: WPGC-F \$22,900,000
#1 Billing Portfolio: Chancellor \$70,650,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									J	WPGC-F
1	WPGC-F	B/CHR	360 / 6.3	6.1	5.5	5.6	6.3	5.9	6097 / 17.1	15.9	16.6	J	WPGC-F
2	WHUR-F	B/AC	316 / 5.6	6.1	6.1	5.2	5.7	5.7	4409 / 12.4	13.4	15.3	G	WHUR-F
3	WKYS-F	B	301 / 5.3	5.2	4.9	6.3	5.9	5.4	5021 / 14.1	13.9	15.3	H	WHUR-F
4	WMAL	FS/T	259 / 4.6	3.6	4.6	4.1	4.2	4.2	3851 / 10.8	9.8	10.8	I	WMAL
5	WBIG-F	O	255 / 4.5	3.7	3.8	4.1	4.4	4.0	4916 / 13.8	13.9	12.7	I	WBIG-F
6	WGMS-F	CL	253 / 4.5	3.9	4.3	4.0	3.0	4.2	3255 / 9.1	9.3	8.2	H	WGMS-F
7	WRQX-F	AC/CHR	242 / 4.3	4.0	4.5	4.3	3.9	4.3	4932 / 13.9	13.4	14.1	J	WRQX-F
8	WMZQ-F	C	238 / 4.2	5.5	4.8	5.1	5.0	4.9	3872 / 10.9	11.9	12.8	J	WMZQ-F
9	WJFK-F	T/J	230 / 4.1	3.9	3.4	4.5	3.6	4.0	3354 / 9.4	8.7	8.7	J	WJFK-F
10	WJZW-F	J	226 / 4.0	3.4	3.5	3.4	3.6	3.6	3231 / 9.1	9.6	8.6	H	WJZW-F
11	WASH-F	AC	225 / 4.0	4.2	5.5	4.2	3.9	4.5	4549 / 12.8	12.6	12.8	I	WASH-F
12	WMMJ-F	B/AC	210 / 3.7	4.1	4.2	4.0	3.9	4.0	3106 / 8.7	9.0	8.7	H	WMMJ-F
13	WWZZ-F	CHR	202 / 3.6	3.7	3.9	3.5	3.8	3.7	5022 / 14.1	14.1	16.0	H	WWZZ-F
14	WTOP-AF	N	198 / 3.5	3.7	3.4	3.3	3.0	3.5	4667 / 13.1	13.9	12.8	I	WTOP-AF
15	WWDC-F	AOR	185 / 3.3	3.3	3.4	4.0	3.2	3.5	4816 / 13.5	13.1	14.3	I	WWDC-F
16	WGAY-F	SAC	180 / 3.2	3.4	3.4	3.7	4.2	3.4	3894 / 10.9	10.0	12.2	H	WGAY-F
17	WARW-F	CL AOR	150 / 2.6	2.8	2.1	2.6	2.6	2.5	3886 / 10.9	10.0	9.7	G	WARW-F
18	WHFS-F	AOR-NR	128 / 2.3	2.5	2.1	2.3	2.4	2.3	3746 / 10.5	11.4	12.2	H	WHFS-F

12+ FM Share (Metro): 83.11% (4055 of 4879) (Summer 97: 83.06%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPGC-F	1 WKYS-F	1 WPGC-F	1 WHUR-F	1 WHUR-F	1 WMAL <	1 WHUR-F <	1 WMAL <	1 WPGC-F	1 WPGC-F >	1 WPGC-F <
2 WKYS-F	2 WPGC-F >	2 WKYS-F <	2 WRQX-F <	2 WRQX-F <	2 WGMS-F <	2 WJFK-F	2 WKYS-F <	2 WJFK-F	2 WKYS-F <	2 WHUR-F
3 WWZZ-F >	3 WJFK-F <	3 WHUR-F	3 WPGC-F <	3 WBIG-F <	3 WHUR-F <	3 WPGC-F	3 WKYS-F <	3 WKYS-F <	3 WHUR-F	3 WKYS-F
4 WWDC-F	4 WWZZ-F	4 WRQX-F <	4 WJFK-F <	4 WPGC-F <	4 WBIG-F	WMAL <	WPGC-F	4 WGMS-F <	4 WASH-F <	4 WBIG-F
5 WHFS-F >>	5 WRQX-F <	5 WJFK-F <	5 WJZW-F <	5 WJZW-F <	5 WJZW-F <	5 WKYS-F <	5 WRQX-F <	5 WBIG-F	5 WMMJ-F	WMZQ-F <
6 WASH-F	6 WASH-F	6 WASH-F <	6 WJFK-F <	6 WTOP-AF <	6 WRQX-F <	6 WBIG-F	WRQX-F <	6 WJZW-F <	6 WMMJ-F <	6 WMMJ-F <
7 WWDC-F	7 WJZW-F <	7 WBIG-F <	7 WASH-F <	7 WMMJ-F <	7 WTOP-AF	WJZW-F <	7 WMZQ-F <	7 WTOP-AF	7 WJZW-F	7 WJZW-F
8 WHUR-F	8 WBIG-F	8 WKYS-F <	8 WMZQ-F <	8 WMZQ-F <	8 WMZQ-F <	8 WHUR-F <	WMAL <	WWZZ-F <	8 WGMS-F <	8 WGMS-F <
9 WMZQ-F <	WWZZ-F <	9 WMMJ-F	9 WMMJ-F	9 WGAY-F	9 WMZQ-F	9 WASH-F <	9 WJZW-F	9 WGMS-F <	9 WWZZ-F	9 WWZZ-F
10 WHFS-F	10 WWDC-F <	WMZQ-F <	10 WKYS-F <		10 WGMS-F	10 WMZQ-F <	WASH-F <	10 WWDC-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 WKYS-F <	1 WKYS-F <	1 WPGC-F <	1 WPGC-F <	1 WHUR-F	1 WPGC-F <	1 WPGC-F <	1 WJFK-F >	1 WJFK-F	1 WJFK-F	1 WPGC-F >
2 WPGC-F >	2 WPGC-F	2 WASH-F	2 WHUR-F <	2 WRQX-F <	2 WKYS-F	2 WJFK-F <	2 WKYS-F <	2 WPGC-F	2 WARW-F <	2 WKYS-F <
3 WWZZ-F	3 WASH-F	WKYS-F	3 WRQX-F <	3 WASH-F	3 WWZZ-F	3 WKYS-F >	3 WPGC-F	3 WKYS-F	3 WBIG-F <	3 WHUR-F
4 WASH-F	4 WRQX-F <	4 WRQX-F	4 WASH-F <	4 WJZW-F <	4 WJFK-F	4 WWDC-F	4 WWDC-F	4 WARW-F	4 WHUR-F	4 WMAL <
5 WRQX-F	5 WWZZ-F	5 WKYS-F <	5 WKYS-F	5 WPGC-F <	5 WWDC-F	5 WWZZ-F	5 WARW-F	WWDC-F <	5 WPGC-F <	5 WMZQ-F
6 WWDC-F	6 WHUR-F	6 WHUR-F	6 WJZW-F	6 WBIG-F	6 WHFS-F >	6 WHFS-F <	6 WRQX-F	6 WHUR-F	6 WMZQ-F <	WMMJ-F <
7 WHFS-F	7 WMZQ-F	7 WMZQ-F	7 WMMJ-F	7 WMZQ-F	7 WMZQ-F	7 WARW-F	7 WMZQ-F <	7 WBIG-F <	7 WJZW-F <	7 WTOP-AF
8 WWDC-F	8 WJZW-F	WWZZ-F <	8 WMMJ-F <							
9 WJFK-F <	9 WJFK-F <	9 WMZQ-F <	9 WKYS-F							
10 WHFS-F <	10 WWDC-F <	10 WBIG-F >	10 WWZZ-F <							

WASHINGTON, DC

Other Rated Stations						Metro Share	Cume Rating	Consolidation Report			
WAFY-F	AC	103.1	Middletown, MD	0.7	0.7			ABC/Disney	12.9 %	13.5 %	15.0 %
WAVA-F	REL	105.1	Arlington, VA	1.2	3.7			WJZW-FM, WMAL-AM, WROX-FM			
WFRE-F	C	99.9	Frederick, MD	1.0	2.1						
WILC	SP-TP	900	Laurel, MD	0.3	1.4			Bonneville	11.8 %	9.3 %	13.6 %
WKDL-AA	SP-C	1050	Silver Spring, MD	0.7	1.8			WGMS-FM, WTOP-AF, WWVZ-FM, WWZZ-FM			
WOL	B/T	1450	Washington	1.1	1.4						
WPGC	B/G	1580	Morningside, MD	1.3	3.5			CBS	16.6 %	17.3 %	25.8 %
WTEM	SPRTS	980	Washington	1.1	3.9			WARW-FM, WHFS-FM, WJFK-FM, WPGC-AM, WPGC-FM			
WUST	E	1120	Washington	0.3	0.8						
WWDC	ST	1260	Washington	1.0	1.9			Chancellor	21.7 %	30.8 %	30.9 %
WWRC	T	570	Bethesda, MD	0.4	1.6			WASH-FM, WBIG-FM, WGAY-FM, WMZQ-FM, WTEM-AM, WWDC-AM, WWDC-FM, WWRC-AM			
WWVZ-F	CHR	103.9	Braddock Hts., MD	0.2	0.9			Radio One	11.0 %	9.8 %	10.2 %
WYCB	B/G	1340	Washington	0.9	2.3			WKYS-FM, WMMJ-FM, WOL-AM, WYCB-AM			

Other Rated Stations--Outside Market						Metro Share	Cume Rating				
WBQB-F	AC/CHR	101.5	Fredericksburg	0.3	1.7				74.0 %	80.7 %	95.5 %
WFLS-F	C	93.3	Fredericksburg	0.7	2.5						
WINC-F	CHR/AC	92.5	Winchester	0.3	2.1						
WYY-F	AOR	97.9	Baltimore	0.7	3.3						
WXYV-F	CHR	102.7	Baltimore	0.4	3.3						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WMAL	630	5 kw (DA-2)	Full Service/Talk	ABC	\$180.00	ABC	ABC/Disney
WOL	1450	1 kw	Black Talk	ABC, AURN	\$55.00	Mc-Guild	Radio One
WTEM	980	50 kw/5 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$65.00	Eastman	Chancellor
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00	Katz	Bonneville

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WARW	94.7	21 kw @ 771	Classic AOR	\$114.00	CBS	CBS	Bethesda, MD
WASH	97.1	26 kw @ 686	AC	\$220.00	Banner	Chancellor	
WBIG	100.3	36 kw @ 574	Oldies	\$184.00	Eastman	Chancellor	
WGAY	99.5	22 kw @ 751	Soft AC	\$105.00	Interep	Chancellor	
WGMS	103.5	44 kw @ 518	Classical	Westwd \$195.00	Katz	Bonneville	
WHFS	99.1	50 kw @ 460	AOR - New Rock	\$180.00	CBS	CBS	Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC \$140.00	D&R	Howard Univ.	
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd \$315.00	Infinity	CBS	Manassas, VA
WJZW	105.9	28 kw @ 648	Jazz	\$183.00	ABC	ABC/Disney	Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black	\$140.00	Mc-Guild	Radio One	
WMMJ	102.3	2.9 kw @ 480	Black AC	\$155.00	Mc-Guild	Radio One	Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country	AMFM \$320.00	Christal	Chancellor	
WPGC	95.5	50 kw @ 500	Black/CHR	\$340.00	Interep	CBS	Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC \$280.00	ABC	ABC/Disney	
WTOP	107.7	29 kw @ 646	See WTOP				Warrenton, VA
WWDC	101.1	22.5 kw @ 760	AOR	\$185.00	Christal	Chancellor	
WWZZ	104.1	22 kw @ 764	CHR	\$135.00	Sentry	Bonneville	Waldorf, MD

Notes: WPGC-F revenue level includes WPGC (AM) revenue . . . 10/98 WKDL/WKDV sold by Mega Bcstg. to Mega Communications as part of a \$13,000,000 corporate reorganization

Jim Duncan

Comments: Listening levels are down significantly (-1.2 ratings points) . . . WGMS-F recorded its highest share in more than two years . . . WJZW-F has its highest share in two years . . . The WPGC-F/WHUR-F/WKYS-F battle is fun to watch - three very interesting radio stations . . . WMZQ-F has its lowest share in many years

WEST PALM BEACH

Arbitron Rank: 50 Pop (12+): 879,600	Stations: 35 / 16	Last Year's Revenue: \$38,000,000
MSA Rank: 59	Diaries: 2,112/ 416:1/ 49.3%	Household Income: \$46,187
MSA Pop: 1,020,000	Sample Target: 2,130	Total Retail Sales: \$12.4 Bil.
DMA: 45	% Below Line: 34.7	#1 Biller: WRMF-F \$7,500,000
Average Persons Rating: 15.9	% Not Listed: 13.3	#1 Billing Portfolio: CBS \$15,370,000
Market TSL in Hours: 21.00	Pop per Station: 54,975	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
1 WEAT-F	AC/SAC	102 / 7.3	8.6	8.6	9.2	8.0	8.4	1268 / 14.4	18.0	18.1	G	WEAT-F
2 WRMF-F	AC	90 / 6.4	7.0	6.6	6.5	6.5	6.6	1274 / 14.5	15.8	15.8	H	WRMF-F
3 WJBW-F	ST	89 / 6.4	5.9	5.7	5.6	4.9	5.9	931 / 10.6	11.1	10.1	B	WJBW-F
4 WIRK-F	C	77 / 5.5	6.5	5.3	6.8	7.0	6.0	944 / 10.7	12.0	14.3	G	WIRK-F
5 WJNO	NT	69 / 4.9	3.5	3.7	4.4	3.9	4.1	1108 / 12.6	9.4	10.6	F	WJNO
6 WEDR-F	B	68 / 4.9	3.7	3.5	4.4	2.6	4.1	833 / 9.5	9.9	8.0		WEDR-F
7 WKGR-F	CL AOR	48 / 3.4	2.6	3.0	2.6	3.5	2.9	757 / 8.6	6.1	9.1	D	WKGR-F
8 WPBZ-F	AOR-NR	48 / 3.4	3.5	3.3	3.8	4.1	3.5	955 / 10.9	10.1	11.0	D	WPBZ-F
9 WDBF	ST	47 / 3.4	2.1	2.1	1.4	1.2	2.2	556 / 6.3	4.5	2.5	A	WDBF
10 WMBX-F	AC/CHR	46 / 3.3	3.5	3.5	2.8	3.0	3.3	1006 / 11.4	11.5	10.1	A	WMBX-F
11 WBZT	T	39 / 2.8	2.2	2.3	3.3	2.9	2.6	494 / 5.6	6.0	6.4	C	WBZT
12 WLVE-F	J	36 / 2.6	1.6	2.3	1.7	2.5	2.1	530 / 6.0	5.3	5.9		WLVE-F
13 WBG-G	CL AOR	33 / 2.4	2.6	1.9	1.9	1.5	2.2	620 / 7.0	7.5	5.4		WBG-G
14 WOLL-F	O	32 / 2.3	2.2	1.6	2.0	3.1	2.0	558 / 6.3	6.6	7.2	C	WOLL-F
15 WHQT-F	B	31 / 2.2	1.6	2.1	1.9	1.8	2.0	547 / 6.2	4.9	5.7		WHQT-F
16 WRLX-F	SAC	31 / 2.2	3.8	3.3	2.4	3.5	2.9	503 / 5.7	8.5	9.9	D	WRLX-F
17 WQAM	SPRTS	29 / 2.1	1.3	1.4	1.2	0.9	1.5	401 / 4.6	3.7	3.7		WQAM
18 WTMI-F	CL	27 / 1.9	2.8	3.1	1.9	2.4	2.4	567 / 6.5	6.1	5.8		WTMI-F
19 WPOW-F	CHR	27 / 1.9	2.4	2.3	2.0	2.8	2.2	621 / 7.1	9.6	8.3		WPOW-F
20 WLDI-F	CHR	25 / 1.8	1.6	1.6	1.9	1.4	1.7	579 / 6.6	6.4	7.8		WLDI-F

12+ FM Share (Metro): 79.69% (965 of 1211) (Summer 97: 80.68%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F >>	1 WEDR-F	1 WRMF-F	1 WRMF-F >	1 WRMF-F	1 WJBW-F <	1 WEAT-F	1 WEAT-F <	1 WEAT-F <	1 WEDR-F >>	1 WJBW-F
2 WPBZ-F	2 WPBZ-F	2 WEAT-F <	2 WEAT-F <	2 WEAT-F	2 WEAT-F	2 WRMF-F	2 WRMF-F	2 WRMF-F <	2 WIRK-F	2 WEAT-F
3 WPOW-F	3 WRMF-F	3 WEDR-F	3 WKGR-F	3 WKGR-F	3 WJNO <	3 WJNO <	3 WJBW-F	3 WJBW-F <	3 WPBZ-F	3 WEDR-F
4 WJNO <	4 WMBX-F	4 WKGR-F	4 WEDR-F	4 WIRK-F	4 WRMF-F	4 WBG-G <	4 WIRK-F	4 WIRK-F	4 WEAT-F <	4 WIRK-F
5 WIRK-F >	5 WIRK-F <	5 WIRK-F	5 WIRK-F <	5 WEDR-F <	5 WIRK-F	5 WIRK-F	5 WJNO <	5 WJNO <	5 WPBZ-F	5 WPBZ-F
6 WEAT-F	6 WMBX-F <	6 WMBX-F <	6 WMBX-F <	6 WDBF	6 WDBF	6 WJBW-F >	6 WBZT	6 WEDR-F	6 WJNO <	6 WRMF-F
7 WBG-G	7 WPBZ-F	7 WPBZ-F <	7 WBG-G <	7 WBZT	7 WKGR-F	7 WZZR-F <	7 WKGR-F <	7 WKGR-F <	7 WMBX-F	7 WJNO <
8 WPOW-F <	8 WBG-G >	8 WBG-G >	8 WPBZ-F	8 WLVE-F <	8 WDBF <	8 WEDR-F <	8 WDBF	8 WDBF	8 WLVE-F <	8 WDBF <
9 WKGR-F <	9 WQAM <	9 WOLL-F	9 WOLL-F <	9 WKGR-F	9 WPBZ-F <	9 WKGR-F <	9 WPBZ-F <	9 WKGR-F <	9 WPOW-F <	9 WMBX-F <
10 WZZR-F	10 WOLL-F	10 WQAM	10 WQAM	10 WOLL-F	10 WEDR-F	10 WEDR-F	10 WDBF	10 WMBX-F >	10 WJBW-F	10 WLVE-F <
	WZZR-F <				WBZT	WMBX-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrntr
1 WEDR-F	1 WEDR-F <	1 WRMF-F	1 WRMF-F	1 WRMF-F <	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WKGR-F >	1 WKGR-F	1 WJNO
2 WEAT-F >	2 WEAT-F	2 WMBX-F	2 WEAT-F >	2 WEAT-F >>	2 WMBX-F	WPBZ-F	WPBZ-F	2 WBG-G	2 WRMF-F	2 WBZT
3 WIRK-F	WRMF-F	3 WPBZ-F	3 WEDR-F	3 WIRK-F <	WPBZ-F	3 WZZR-F	WBG-G	WPBZ-F	3 WBG-G	3 WRMF-F
4 WRMF-F	4 WMBX-F <	4 WEDR-F	4 WIRK-F	4 WEDR-F <	4 WZTA-F	4 WBG-G	WZZR-F >	WRMF-F <	WQAM <	WJBW-F
5 WMBX-F	5 WIRK-F	WEAT-F	5 WMBX-F	5 WMBX-F	5 WPOW-F >	5 WZTA-F	5 WZTA-F	5 WEDR-F <	5 WIRK-F	
6 WPOW-F	WPBZ-F	6 WIRK-F	6 WPBZ-F	6 WOLL-F	6 WIRK-F	6 WKGR-F	WKGR-F	6 WQAM <	6 WZZR-F <	
7 WPBZ-F	7 WPOW-F >	7 WPOW-F	7 WKGR-F	WPBZ-F <	WKGR-F	WRMF-F	WRMF-F	7 WZZR-F <	7 WPBZ-F <	
8 WLDI-F	8 WKGR-F	WIRK-F <	8 WKGR-F <	8 WKGR-F <	WRMF-F	8 WMBX-F	8 WIRK-F	8 WMBX-F <	8 WEDR-F <	
9 WIRK-F	WIRK-F	9 WOLL-F	9 WRLX-F	9 WLVE-F <	WZZR-F >>	9 WLDI-F	WLDI-F >>	9 WIRK-F	9 WMBX-F <	
	10 WLDI-F	10 WPOW-F	10 WRLX-F <			WIRK-F		10 WZTA-F	10 WEAT-F	
	WPLL-F							WJNO		

WEST PALM BEACH

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
WDJA	N	850	W. Palm Beach	0.7	3.1	WAMR-F	SP	107.5	Miami	1.1	2.9
WJNA	ST	1230	W. Palm Beach	1.6	5.1	WHYI-F	CHR/JAC	100.7	Ft. Lauderdale	1.6	6.1
WPOM	B	1600	Riviera Beach	1.0	2.3	WIOD	N/T	610	Miami	0.6	3.0
WSWN	B	900	Belle Glade	0.5	1.4	WKIS-F	C	99.9	Boca Raton	1.1	3.6
						WLYF-F	SAC	101.5	Miami	1.0	3.3
						WMXJ-F	O	102.7	Ft. Lauderdale	1.1	5.0
						WPLL-F	AOR-P	103.5	Ft. Lauderdale	0.8	4.3
						WRMA-F	SP	106.7	Ft. Lauderdale	0.9	2.6
						WRTO-F	SP	98.3	Goulds	0.6	2.3
						WZTA-F	AOR	94.9	Miami Beach	1.3	4.0
						WZZR-F	AOR	92.7	Stuart	1.6	4.0

Consolidation Report	12+	25-54	Revenue
CBS WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM	19.5 %	21.4 %	40.4 %
Clear Channel WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WWLV-FM	15.2 %	15.8 %	26.8 %
James Crystal WDJA-AM, WJNA-AM, WRLX-FM, WRMF-FM	10.9 %	12.5 %	26.6 %
	45.6 %	49.7 %	93.8 %

AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$34.00	Clr Chnl	Clear Channel	
WDBF	1420	5 kw/0.5 kw (DA-2)	Standards	CBS	\$ NA	---		Delray Beach

FM Stations

WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00	Katz	CBS	
WIRK	107.9	100 kw @ 340	Country	ABC	\$115.00	Katz	CBS	
WJBW	99.5	6 kw @ 308	Standards		\$25.00	Roslin	Panamedia	Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR		\$75.00	Clr Chnl	Clear Channel	Ft. Pierce
WLDI	95.5	100 kw @ 982	CHR	ABC, Westwd	\$39.00	Clr Chnl	Clear Channel	Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Christal	CBS	Jensen Beach
WOLL	105.5	19 kw @ 807	Oldies		\$38.00	Clr Chnl	Clear Channel	Riviera Beach
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00	Christal	CBS	Indian town
WRLX	92.1	7 kw @ 499	Soft AC		\$48.00	Allied	James Crystal	
WRMF	97.9	100 kw @ 1350	AC		\$135.00	Allied	James Crystal	

Notes: Other ranked stations -- See Miami-Fort Lauderdale . . . 6/98 WEAT (850) changed calls to WDJA; remains News . . . 9/98 WOLL-F (94.3) changed from Oldies to simulcasting Jazz WLVE-F as WWLV-F . . . 9/98 The WOLL-F calls & Oldies format moved to 105.5 (ex-WTPX-F)

Jim Duncan

Comments: Listening levels are down significantly (-1.2 ratings points) . . . WEAT-F has its lowest share since Summer 1996 . . . WJBW-F recorded its sixth consecutive share increase, the longest string of gains in any four-book/year market right now . . . WJNO has its highest share in more than two years

WICHITA

Arbitron Rank: 89 Pop (12+): 414,200	Stations: 21 / 20	Last Year's Revenue: \$22,600,000
MSA Rank: 103	Diaries: 1,024 / 404:1 / 55.6%	Household Income: \$43,493
MSA Pop: 483,000	Sample Target: 1,010	Total Retail Sales: \$5.1 Bil.
DMA: 63	% Below Line: 1.5	#1 Biller: KFDI-AF \$5,100,000
Average Persons Rating: 16.0	% Not Listed: 9.0	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 20,710	Capstar, pend. \$11,300,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share									D	K
1	KKRD-F	CHR	59 / 8.9	10.0	7.9	8.1	8.1	8.7	976 / 23.6	25.9	23.4	D	KKRD-F
2	KZSN-F	C	56 / 8.4	8.8	10.3	8.4	11.4	9.0	865 / 20.9	17.7	19.7	E	KZSN-F
3	KICT-F	AOR	48 / 7.2	5.5	4.6	6.2	4.1	5.9	658 / 15.9	13.9	12.3	C	KICT-F
4	KFDI-F	C	47 / 7.1	8.3	8.6	6.9	11.1	7.7	841 / 20.3	21.7	19.7	G*	KFDI-F
5	KRBB-F	AC	45 / 6.8	7.6	9.3	6.9	5.1	7.6	590 / 14.2	17.1	12.6	D	KRBB-F
6	KRZZ-F	AOR/CL	42 / 6.3	7.4	7.8	8.4	5.2	7.5	655 / 15.8	15.8	13.3	D	KRZZ-F
7	KDGS-F	B	38 / 5.7	5.0	4.3	4.6	7.5	4.9	411 / 9.9	10.7	14.0	B	KDGS-F
	KFDI	C/FS	38 / 5.7	6.4	3.8	3.3	3.8	4.8	389 / 9.4	10.2	8.4	*	KFDI
9	KEYN-F	O	37 / 5.6	4.7	4.3	6.1	6.1	5.2	596 / 14.4	14.5	13.9	C	KEYN-F
10	KLLS-F	CL HTS	29 / 4.4	3.9	3.6	3.8	4.1	3.9	505 / 12.2	10.9	11.8	C	KLLS-F
11	KFH	T	26 / 3.9	4.2	4.3	3.7	2.9	4.0	415 / 10.0	9.6	7.4	A	KFH
12	KTLI-F	REL-CC	23 / 3.5	4.8	2.3	3.0	2.9	3.4	357 / 8.6	8.1	7.0	A	KTLI-F
	KOEZ-F	EZ	23 / 3.5	2.7	3.3	6.5	3.8	4.0	394 / 9.5	6.7	6.7	B	KOEZ-F
14	KNSS	N/T	21 / 3.2	2.6	3.5	3.5	3.5	3.2	456 / 11.0	9.3	9.3	B	KNSS
15	KYQQ-F	C	19 / 2.9	2.0	3.0	2.2	2.8	2.5	332 / 8.0	5.9	7.6	A	KYQQ-F
16	KWSJ-F	J	14 / 2.1	2.4	3.1	3.7	2.8	2.8	240 / 5.8	7.4	6.6	A	KWSJ-F

12+ FM Share (Metro): 82.59% (498 of 603) (Summer 97: 86.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KDGS-F	1 KICT-F <	1 KKRD-F <	1 KZSN-F <	1 KZSN-F <	1 KFDI <	1 KFDI-F <	1 KZSN-F <	1 KKRD-F <	1 KDGS-F
	KKRD-F >	2 KKRD-F <	2 KZSN-F <	2 KRBB-F <	2 KRBB-F <	2 KFDI-F	2 KZSN-F	2 KKRD-F	2 KZSN-F	KICT-F <
3	KICT-F >>	3 KZSN-F	3 KRZZ-F	3 KRZZ-F	3 KRZZ-F	3 KEYN-F	KRBB-F <	3 KICT-F <	3 KICT-F <	3 KRZZ-F <
4	KZSN-F >	4 KRZZ-F >	KICT-F <	KKRD-F <	KKRD-F <	4 KRBB-F	4 KKRD-F >	4 KRBB-F	4 KFDI-F	4 KKRD-F
		5 KRBB-F	5 KRBB-F	5 KICT-F	5 KEYN-F	5 KZSN-F	5 KRZZ-F <	5 KNSS <	5 KRBB-F <	5 KEYN-F
		6 KDGS-F	6 KLLS-F <	6 KLLS-F	KICT-F	6 KFH	6 KICT-F <	6 KFDI-F <	6 KRZZ-F <	6 KRBB-F
		7 KYQQ-F	7 KEYN-F	KEYN-F	7 KLLS-F	KOEZ-F	7 KFDI	7 KFDI <	7 KEYN-F <	KFDI-F
		8 KDGS-F	8 KTLI-F	8 KTLI-F	8 KTLI-F	8 KNSS	8 KFH	8 KEYN-F <	8 KDGS-F	KFDI <
		9 KTLI-F	9 KFH <	KFDI-F	KKRD-F	9 KEYN-F <	9 KEYN-F <	9 KRZZ-F	9 KLLS-F	9 KRZZ-F
		KFDI-F <	10 KFDI-F	10 KFH		10 KLLS-F <	10 KDGS-F <	KFH <	KTLI-F	KEYN-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	KKRD-F	1 KZSN-F	1 KZSN-F <	1 KZSN-F	1 KDGS-F	1 KICT-F	1 KRZZ-F	1 KRZZ-F	1 KRZZ-F >	1 KFDI-F
2	KZSN-F >	KKRD-F	2 KICT-F	2 KKRD-F	2 KRBB-F <	KICT-F	2 KRZZ-F >	2 KICT-F >	2 KEYN-F	2 KFH
3	KDGS-F	3 KICT-F	KKRD-F	3 KRBB-F >	3 KKRD-F >	3 KKRD-F	3 KKRD-F <	3 KZSN-F	3 KLLS-F	KICT-F
	KRZZ-F	4 KRBB-F >	4 KRBB-F >	4 KICT-F >	4 KEYN-F <	4 KYQQ-F	4 KDGS-F	4 KFDI-F	KEYN-F	4 KFH
	KICT-F	5 KRZZ-F	5 KTLI-F	5 KLLS-F	5 KICT-F	KRZZ-F	5 KZSN-F	5 KLLS-F	KKRD-F <	5 KLLS-F
5	KRBB-F >	6 KYQQ-F	6 KLLS-F	6 KLLS-F	6 KLLS-F	6 KLLS-F	KFDI-F	6 KFDI-F <	7 KZSN-F	6 KZSN-F
		KDGS-F		KRZZ-F	KTLI-F	KFDI-F >	7 KYQQ-F	7 KRZZ-F	7 KZSN-F	KFDI-F <
		KTLI-F		8 KDGS-F	8 KRZZ-F	8 KLLS-F	8 KLLS-F	8 KFH	8 KRBB-F	8 KRBB-F
				KEYN-F	9 KYQQ-F			9 KDGS-F	9 KDGS-F	9 KDGS-F
				KFDI-F				KKRD-F	KKRD-F	KKRD-F

Other Rated Stations	Metro Share	Cume Rating
KAYY-F	AC/CHR	93.7 Clearwater
KMYR	ST	1410 Wichita
KQAM	SPRIS	1480 Wichita
KSGI	REL	900 Wichita

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KTCM-F	SP	100.3 Kingman, KS

WICHITA

Consolidation Report	12+	25-54	Revenue
Capstar, pend. KFH-AM, KKRD-FM, KNSS-AM, KQAM-AM, KRBB-FM, KRZZ-FM, KWSJ-FM, KZSN-FM	40.5 %	46.1 %	51.4 %
Journal Broadcast Group KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KYQQ-FM	27.3 %	22.6 %	38.5 %
Local KAYY-FM, KDGS-FM	6.9 %	5.3 %	2.6 %
	74.7 %	74.0 %	92.5 %

AM Stations

Station	Power	Time	Format	Network	Revenue	Advertiser	Comments
KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Journal Bcst Gp
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Katz	Capstar, pend
KNSS	1240	1 kw	News/Talk	Westwd, CNN, CBS	\$27.00	D&R	Capstar

FM Stations

Station	Power	Time	Format	Network	Revenue	Advertiser	Comments
KDGS	93.9	25 kw @ 328	Black		\$ NA	---	KAYY-F Andover
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Capstar, pend
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Journal Bcst Gp
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Journal Bcst Gp
KKRD	107.3	100 kw @ 860	CHR		\$45.00	D&R	Capstar
KLLS	104.5	46 kw @ 515	Classic Hits	Westwd	\$<20.00	---	Journal Bcst Gp Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	---	Newton
KRBB	97.9	100 kw @ 993	AC		\$42.00	Christal	Capstar, pend.
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	Capstar Derby
YTLI	99.1	100 kw @ 515	Contemp Christian	USA	\$<20.00	Salem	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Capstar, pend Hayesville
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	---	Journal Bcst Gp Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Capstar, pend. Hutchinson

Notes: * KFDI-F revenue level includes KFDI revenue

Jim Duncan

Comments: Listening levels are steady . KICT-F has its best share in two years . KKRD-F's 10.0 share in the Spring was its highest since 1988

WILKES BARRE-SCRANTON

Arbitron Rank: 64 Pop (12+): 635,800	Stations: 41 / 30	Last Year's Revenue: \$24,000,000
MSA Rank: 83	Diarlos: 1,394 / 456:1 / 58 4%	Household Income: \$36,945
MSA Pop: 622,000	Sample Target: 1,270	Total Retail Sales: \$6 9 Bn
DMA: 49	% Below Line: 8 1	#1 Biller: WKRZ-FF \$5,700,000
Average Persons Rating: 17.7	% Not Listed: 13 1	#1 Billing Portfolio:
Market TSL In Hours: 23.75	Pop per Station: 21,193	Sinclair Broadcast Group \$10,060,000

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Wln 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level		
1	WKRZ-FF	CHR	133 / 11.8	13.3	10.7	12.9	13.1	12.2	2075 / 32.6	33.8	32.5	G	WKRZ-FF
2	WGGY-FF	C	99 / 8.8	10.5	10.1	8.6	8.7	9.5	1344 / 21.1	21.7	19.7	E	WGGY-FF
3	WEZX-F	CL AOR	81 / 7.2	6.0	7.8	5.7	5.6	6.7	881 / 13.9	14.3	13.3	O	WEZX-F
4	WMGS-F	AC	77 / 6.8	8.4	7.7	9.8	7.4	8.2	1025 / 16.1	19.0	17.1	O	WMGS-F
5	WILK-AA	T	67 / 6.0	3.5	3.6	4.7	3.7	4.5	687 / 10.8	7.9	9.9	B	WILK-AA
6	WZMT-FF	AOR	65 / 5.8	4.4	5.9	4.3	5.6	5.1	906 / 14.2	13.1	12.2	C	WZMT-FF
	WBHT-FF	CHR	65 / 5.8	4.8	4.6	4.7	4.2	5.0	1166 / 18.3	18.2	16.5	B	WBHT-FF
8	WEJL-AA	ST/FS	50 / 4.4	3.9	4.1	3.8	3.5	4.0	552 / 8.7	8.7	8.8	A	WEJL-AA
9	WNAK	ST/FS	40 / 3.6	5.4	5.0	3.8	3.0	4.4	256 / 4.0	5.3	4.7	B	WNAK
10	WQFM-F	O	38 / 3.4	2.7	1.5	2.4	2.4	2.5	577 / 9.1	8.4	6.7	B	WQFM-F
	WCTP-FF	C	38 / 3.4	2.1	2.5	3.3	3.2	2.8	494 / 7.8	7.1	7.8	B	WCTP-FF
12	WARM	FS	26 / 2.3	2.6	1.8	2.8	2.9	2.4	468 / 7.4	7.4	9.1	B	WARM
13	WWSH-FF	T	22 / 2.0	1.7	2.1	2.0	2.3	2.0	390 / 6.1	7.6	7.6	A	WWSH-FF
14	WZZO-F	AOR	17 / 1.5	0.9	2.0	0.8	1.4	1.3	206 / 3.2	2.8	3.6		WZZO-F
15	WHLM-F	AC/CHR	16 / 1.4	1.4	1.4	1.2	1.7	1.3	298 / 4.7	4.7	4.7		WHLM-F

12+ FM Share (Metro): 77.73% (761 of 979) (Summer 97: 80.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHT-FF >>	1 WKRZ-FF >>	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WGGY-FF	1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF
2 WKRZ-FF >>>	2 WZMT-FF <	2 WEZX-F	2 WEZX-F	2 WEZX-F	2 WILK-AA <	2 WZMT-FF <	2 WILK-AA	2 WGGY-FF	2 WEZX-F <	2 WGGY-FF
3 WGGY-FF	3 WEZX-F >	3 WZMT-FF	3 WMGS-F <	3 WMGS-F <	3 WMGS-F <	3 WGGY-FF <	WGGY-FF <	3 WEZX-F	3 WGGY-FF <	3 WBHT-FF
4 WZMT-FF	4 WBHT-FF	4 WGGY-FF	4 WGGY-FF <	4 WGGY-FF	4 WKRZ-FF	4 WMGS-F <	4 WMGS-F <	4 WMGS-F <	4 WBHT-FF >	4 WMGS-F <
5 WSBG-F >	5 WGGY-FF	WMGS-F	5 WZMT-FF	5 WZMT-FF >	5 WEJL-AA	5 WILK-AA <	5 WEZX-F >	5 WBHT-FF	5 WMGS-F <	5 WEZX-F <
	6 WMGS-F >	6 WBHT-FF >>	6 WBHT-FF >	6 WBHT-FF <	6 WEZX-F <	6 WILK	6 WBHT-FF <	6 WZMT-FF	6 WILK-AA	6 WILK-AA
	7 WCTP-FF <	7 WCTP-FF	7 WQFM-F	7 WQFM-F	7 WNAK	7 WEZX-F >	7 WZMT-FF <	7 WILK-AA <	WZMT-FF >	WNAK
		8 WZZO-F	WCTP-FF	8 WILK-AA	8 WQFM-F	8 WBHT-FF <	8 WEJL-AA	8 WEJL-AA	8 WEJL-AA	8 WZMT-FF <
		WQFM-F		9 WCTP-FF	9 WCTP-FF <	9 WEJL-AA	9 WQFM-F	9 WQFM-F <	9 WCTP-FF	9 WCTP-FF
					10 WARM	10 WCTP-FF <	10 WCTP-FF	10 WNAK <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKRZ-FF >>	1 WKRZ-FF >>>	1 WKRZ-FF >>>	1 WKRZ-FF >>	1 WKRZ-FF >	1 WZMT-FF >	1 WZMT-FF	1 WEZX-F <	1 WEZX-F	1 WEZX-F	1 WMGS-F <
2 WBHT-FF >	2 WBHT-FF	2 WMGS-F	2 WMGS-F <	2 WMGS-F	2 WKRZ-FF	2 WEZX-F	2 WZMT-FF >	2 WZMT-FF	2 WKRZ-FF	2 WKRZ-FF
3 WEZX-F >	3 WEZX-F <	WZMT-FF	3 WGGY-FF <	3 WGGY-FF >	3 WEZX-F >	3 WKRZ-FF >>	3 WKRZ-FF >	3 WKRZ-FF >	3 WZMT-FF	3 WILK-AA
4 WGGY-FF	4 WZMT-FF	4 WEZX-F	4 WBHT-FF	4 WEZX-F	4 WBHT-FF >>	4 WBHT-FF	4 WGGY-FF	4 WGGY-FF	4 WGGY-FF	4 WGGY-FF
	WZMT-FF	WMGS-F	WGGY-FF	5 WEZX-F	WBHT-FF	5 WZZO-F	WGGY-FF	WZZO-F	5 WMGS-F >	5 WMGS-F
	6 WGGY-FF >>	6 WBHT-FF	6 WZMT-FF >>	6 WZMT-FF <	WGGY-FF	WZZO-F	6 WILK	6 WZZO-F	6 WILK-AA	6 WILK-AA
	7 WWSH-FF	7 WWSH-FF	7 WWSH-FF	7 WQFM-F >	WCTP-FF >>	7 WCTP-FF	WCTP-FF	WBHT-FF	WZZO-F	7 WCTP-FF
	WSBG-F			8 WWSH-FF		8 WMGS-F	WILK-AA	8 WCTP-FF	8 WCTP-FF	8 WCTP-FF
							WBHT-FF	WQFM-F <		
							WMGS-F			

Other Rated Stations	Metro Share	Cume Rating		
WHCY-F	C	106.3 Blairstown, NJ	0.4	1.6
WICK	O	1400 Scranton	0.4	1.7
WJMW	ST	550 Bloomsburg	0.6	1.4
WKAB-F	O	103.5 Benwick	1.2	3.7
WSBG-F	CHR	93.5 Stroudsburg	1.8	5.1
WVPO	ST	840 Stroudsburg	1.2	1.7
WWDL-F	SAC	104.9 Scranton	0.7	2.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WABC	T	770 New York	0.6	2.1
WAEB-F	CHR	104.1 Allentown	0.4	2.2
WCTO-F	C	96.1 Easton	1.2	2.3
WILQ-F	C	105.1 Williamsport	0.7	2.2
WKSJ-F	AC	102.7 Williamsport	0.4	1.2
WLEV-F	AC	100.7 Allentown	0.4	1.2
WNNJ-F	CL HITS	103.7 Newton, NJ	0.6	2.0
WODE-F	O	99.9 Easton	1.2	4.9
WOR	T	710 New York	0.4	0.9
WVYY-F	C	107.1 Belvidere, NJ	0.6	2.1

WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue
Citadel WARM-AM, WAZL-AM, WCDL-AM, WCTD-FM, WCTP-FM, WEMR-AM, WEMR-FM, WMGS-FM, WZMT-FM	19.1 %	19.7 %	26.5 %
Local WICK-AM, WWDL-FM, WYCK-AM	1.1 %	1.4 %	%
Shamrock WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM	15.0 %	16.1 %	12.5 %
Sinclair Broadcast Group WGBI-AM, WGGI-FM, WGGY-FM, WILK-AM, WILP-AM, WKRF-FM, WKRZ-FM, WWFH-FM, WWSH-FM	28.5 %	27.7 %	41.9 %
	63.8 %	64.9 %	80.9 %

AM Stations

Call	Freq	Power	Service	Comments	Advertiser	Agency	City
WARM	590	5 kw (DA-2)	Full Service	Westwd	\$30.00	Mc-Guild	Citadel
WBAX	1240	1 kw	See WEJL				Wilkes Barre
WEJL	630	0.5 kw/0.032 kw	Standards/Full Svc.	ABC, Westwd	\$<20.00	Eastman	Shamrock Scranton
WGBI	910	1 kw/0.5 kw	See WILK				Scranton
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00	D&R	Sinclair Bcst Gp Wilkes Barre
WNAK	730	1 kw/0.012 kw	Standards/Full Svc.	Westwd	\$24.00	K&P	Nanticoke

FM Stations

Call	Freq	Power	Service	Comments	Advertiser	Agency	City
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman	Mountaintop
WCTD	93.7	1.5 kw @ 697	See WCTP-F				Dallas
WCTP	94.3	1.1 kw @ 771	Country		\$<20.00	Mc-Guild	Citadel Carbondale
WEMR	107.7	0.235 kw @ 1161	See WBHT-F				Tunkhannock
WEZX	106.9	1.45 kw @ 617	Classic AOR	ABC, Westwd	\$44.00	Christal	Shamrock
WGGI	95.9	6 kw @ 328	See WGGY-F				Benton
WGGY	101.3	7 kw @ 1110	Country		\$59.00	Katz	Sinclair Bcst Gp
WHLM	106.5	36 kw @ 579	AC/CHR	Westwd	\$17.00	Banner	Bloomsburg
WKQV	95.7	0.3 kw @ 1010	See WZMT-F				Olyphant
WKRF	107.9	0.84 kw @ 876	See WKRZ-F				Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$100.00	Katz	Sinclair Bcst Gp
WMGS	92.9	5.3 kw @ 1383	AC		\$60.00	Eastman	Citadel
WQFM	92.1	0.76 kw @ 663	Oldies		\$<20.00	Eastman	Shamrock Nanticoke
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Nassau Stroudsburg
WWFH	103.1	1.4 kw @ 679	See WWSH-F				Sinclair Bcst Gp Freeland
WWSH	102.3	3 kw @ 72	Talk	JRN	\$<20.00	D&R	Sinclair Bcst Gp Pittston
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Citadel Hazellon

Notes: 9/98 WICK/WYCK changed from Easy Listening to Oldies . . . 9/98 WWFH-F/WWSH-F changed from Soft AC to simulcasting Talk WILK as WILK-FWILP-F . . .
10/98 WBHT-F sold to Citadel for \$1,200,000 . . . 10/98 WJMW/WHLM-F sold for \$2,510,000

Jim Duncan

Comments: Listening levels are up slightly . . . WILK has its highest share in more than two years . . . WQFM-F is showing good growth

YORK

Arbitron Rank: 103 Pop (12+): 384,100	Stations: 37 / 10	Last Year's Revenue: \$15,800,000
MSA Rank: 133	Diaries: 1,464 / 262:1 / 61.6%	Household Income: \$44,639
MSA Pop: 449,000	Sample Target: 1,380	Total Retail Sales: \$4.3 Bil.
DMA: 44 (w/Harris., Lanc.)	% Below Line: 48.7	#1 Biller: WARM-F \$5,100,000
Average Persons Rating: 16.2	% Not Listed: 11.4	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 38,410	Susquehanna \$8,200,000

12+ Metro	Format	Summer 98		Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Revenue Level	
		1/4	Share										
1	WARM-F	65 / 10.4	10.4	11.2	9.7	9.8	10.4	10.4	790 / 20.6	21.8	22.2	G	WARM-F
2	WGTY-F	48 / 7.7	8.9	9.8	8.6	7.8	8.8	8.8	611 / 15.9	18.1	17.5	E	WGTY-F
3	WQXA-F	46 / 7.4	7.9	6.5	8.3	5.7	7.5	7.5	651 / 17.0	19.0	17.1	C	WQXA-F
4	WYCR-F	44 / 7.1	7.4	5.7	5.4	6.9	6.4	6.4	853 / 22.2	23.1	21.8	C	WYCR-F
5	WRKZ-F	34 / 5.5	5.4	5.7	5.4	6.7	5.5	5.5	466 / 12.1	13.6	15.2		WRKZ-F
6	WROZ-F	32 / 5.1	4.5	4.7	3.9	5.5	4.6	4.6	532 / 13.8	15.2	13.2		WROZ-F
7	WSBA	26 / 4.2	5.0	4.6	3.4	3.9	4.3	4.3	487 / 12.7	12.9	12.4	E	WSBA
8	WTPA-F	19 / 3.1	2.4	4.0	4.4	3.6	3.5	3.5	386 / 10.0	9.7	9.7		WTPA-F
9	WHP	18 / 2.9	2.6	2.5	2.3	2.6	2.6	2.6	283 / 7.4	7.9	7.1		WHP
10	WWKL-F	17 / 2.7	3.2	2.5	2.4	2.4	2.7	2.7	274 / 7.1	8.5	8.0		WWKL-F
11	WWMD-F	16 / 2.6	2.6	1.9	2.4	2.3	2.4	2.4	220 / 5.7	6.2	5.0		WWMD-F
	WSOX-F	16 / 2.6			0.6	0.7			188 / 4.9		1.7		WSOX-F
	WLAN-F	16 / 2.6	2.1	1.7	2.4	1.6	2.2	2.2	436 / 11.3	10.0	9.4		WLAN-F
14	WEGK-F	15 / 2.4	3.5	3.8	4.2	3.9	3.5	3.5	406 / 10.6	11.4	11.8	C	WEGK-F
	WDAC-F	15 / 2.4	2.0	1.4	1.8	2.0	1.9	1.9	233 / 6.1	4.6	4.0		WDAC-F
	WQXA	15 / 2.4	2.4	1.7	2.4	1.5	2.2	2.2	147 / 3.8	4.2	2.8		WQXA
17	WRVV-F	12 / 1.9	2.7	2.5	3.2	3.3	2.6	2.6	246 / 6.4	9.5	8.9		WRVV-F
18	WIYY-F	10 / 1.6	1.5	1.3	1.6	1.3	1.5	1.5	134 / 3.5	3.8	4.1		WIYY-F

12+ FM Share (Metro): 84.24% (465 of 552) (Summer 97: 85.32%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYCR-F >>>	1 WQXA-F >	1 WQXA-F	1 WARM-F <	1 WARM-F	1 WARM-F >	1 WQXA-F <	1 WARM-F >	1 WARM-F	1 WYCR-F >	1 WGTY-F
2 WQXA-F	2 WYCR-F	2 WARM-F <	2 WQXA-F	2 WQXA-F <	2 WGTY-F >	2 WARM-F >	2 WGTY-F <	2 WGTY-F	2 WROZ-F	WARM-F <
3 WLAN-F >>>	3 WARM-F <	3 WGTY-F	3 WGTY-F	3 WGTY-F	3 WRKZ-F	3 WGTY-F	3 WQXA-F	3 WYCR-F <	3 WGTY-F <	3 WYCR-F >
	4 WGTY-F	4 WYCR-F	4 WROZ-F <	4 WROZ-F <	4 WSBA <	4 WSBA <	WYCR-F	4 WQXA-F	4 WARM-F	4 WRKZ-F <
	WROZ-F	5 WROZ-F <	5 WYCR-F	5 WRKZ-F	5 WROZ-F	5 WYCR-F <	5 WROZ-F <	5 WROZ-F	5 WQXA-F <	5 WQXA-F
	6 WRKZ-F <	6 WRKZ-F	WRKZ-F	6 WYCR-F	6 WWMD-F	6 WRKZ-F	6 WRKZ-F	6 WRKZ-F >	6 WRKZ-F	6 WQXA
	7 WLAN-F	7 WTPA-F	7 WTPA-F	7 WTPA-F <	WHP <	7 WROZ-F	7 WSBA	7 WTPA-F	7 WSBA	7 WWMD-F <
	WTPA-F >	8 WEGK-F <	8 WEGK-F <	8 WSBA	8 WQXA-F <	8 WTPA-F <	8 WHP	8 WSBA	8 WLAN-F	8 WROZ-F <
		9 WLAN-F	9 WSOX-F	WWKL-F		9 WHP	9 WTPA-F <	9 WWKL-F <	9 WHP	9 WLAN-F <
		WSOX-F	WSBA							
		WSBA <	WWKL-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WYCR-F >	1 WYCR-F	1 WROZ-F	1 WARM-F >	1 WARM-F >	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F >	1 WQXA-F	1 WGTY-F
2 WQXA-F >	2 WQXA-F	2 WARM-F	2 WYCR-F <	2 WROZ-F	2 WGTY-F	2 WGTY-F	2 WRKZ-F	2 WGTY-F	2 WGTY-F	2 WARM-F
3 WARM-F	WARM-F	WYCR-F	3 WROZ-F	3 WGTY-F	3 WTPA-F	3 WTPA-F	WTPA-F	3 WTPA-F	3 WARM-F <	WYCR-F
	WLAN-F	WROZ-F	4 WQXA-F	4 WGTY-F	WYCR-F >	4 WARM-F	4 WGTY-F	4 WARM-F <	4 WRKZ-F <	4 WRKZ-F
	WROZ-F >>	5 WRKZ-F	5 WQXA-F	5 WRKZ-F <	5 WARM-F	5 WLAN-F	WARM-F	5 WYCR-F	5 WTPA-F	5 WEGK-F
		6 WLAN-F	6 WRKZ-F <	6 WQXA-F	WROZ-F	WYCR-F	WSBA	WRKZ-F	6 WEGK-F	
		7 WGTY-F	WGTY-F >	7 WSOX-F >	7 WSOX-F	WLAN-F >>	WRKZ-F	7 WRVV-F	7 WEGK-F	7 WSBA
		8 WTPA-F		8 WWKL-F	WWKL-F >>		8 WROZ-F	8 WROZ-F	8 WROZ-F	8 WROZ-F
		WRVV-F		WLAN-F			WEGK-F	WEGK-F	9 WSBA	WYCR-F
		WSOX-F >					WSBA	WLAN-F >	10 WIYY-F	

Consolidation Report	12+	25-54	Revenue
Citadel WQXA-AM, WQXA-FM, WRKZ-FM	15.3 %	15.3 %	10.1 %
Hall (semi-duop) WEGK-FM, WROZ-FM	7.5 %	9.7 %	%
	22.8 %	25.0 %	10.1 %

YORK

Other Rated Stations:			Metro Share	Cume Rating
WJLT	1	1-20 Gettysburg	0.5	2.2
WYBK	1	1-20 Hanover	1.3	3.6
WYBY	1	1-20 York	1.4	3.8

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WRAL	NT	1090	Baltimore	10	28	
WTRO-F	RCHP	92.3	Baltimore	0.6	2.4	
WTRE-F	C	99.9	Fredrick MD	0.6	3.0	
WGR-F	C	100.7	Westminster MD	1.3	4.6	
WBYL	ST	95.0	Catole	0.3	1.1	
WBYL-F	C	102.3	Catole	0.3	1.1	
WBYL-F	C	105.1	Episala	1.1	3.0	
WJLF	SAC	101.9	Baltimore	0.3	0.8	
WYCF-F	EZ*ST	92.1	Palmyra	0.5	2.0	
WYHF-F	CHR	104.1	Hanburg	1.1	5.5	
WYCF-F	CI HITS	104.3	Baltimore	0.5	1.5	
WYCF-F	C	93.1	Baltimore	1.0	2.9	
WYCF-F	C	105.7	Catawille MD	0.5	1.5	
WYCF-F	C	94.9	Hanburg	1.3	3.8	
WYCF-F	ACB	107.1	Washington DC	0.3	1.1	

AM Stations

WJLT	1430	11.55-11.57w	Standard	ABC	\$144	Mc Guild	Citadel
WYBK	910	11.57-11.59w	Full Service		\$50.00	Earlman	Suzquchanna

FM Stations

WJLT	101.1	11.57-11.59w	Full		\$105.00	Earlman	Suzquchanna	
WYBK	91.0	11.57-11.59w	Classic AOR	Source	\$28.00	D&R	Hall	Starview
WYBY	91.0	11.57-11.59w	Country	Vested	\$18.00	Earlman	WGET	Gettysburg
WJLT	101.1	11.57-11.59w	Adult		\$21.00	Mc Guild	Citadel	
WYBK	91.0	11.57-11.59w	Adult			Christie	McBitt	Red Lion
WYBY	91.0	11.57-11.59w	Adult		\$40.00	Albia	WYLF	Hanover

Notes: Other ranked stations: See Hanburg, or in the Spring 1998 American Radio Lancaster, or in the Spring 1998 American Radio Small Market edition, Hagerstown Waynesboro Chambersburg. No revenue share for the Hall semi duop is available due to overlap with Lancaster.

Jim Duncan

Comments: Listening levels are steady

**NOTES & COMMENTS ON
THE PUERTO RICO MARKET REPORT**
Thom Moon

Summer 1998 marks Arbitron's first survey of radio listening in Puerto Rico. Arbitron has chosen to measure the entire island as a unit. We have mixed feelings about that decision.

On one hand, it makes sense, as much of the listening (more than half by our estimates) goes to twelve island-wide, full-time-simulcast operations such as "Cosmos," "Salsoul" or "Super Kadena." Twenty-nine of the 59 listed stations belong to these "networks." Arbitron has not chosen (possibly due to software limitations) to report total audience shares for these simulcasts. We have attempted to do so in our "Island Network Report," which replaces for this market only our "Consolidation Report."

On the other, the expansive market definition means 59 stations (of 139 on the island) are listed in the market report. Thirty of them have less than a 1.0 share, and another 14 have between a 1.0 and 1.9 (both, 12+, total week). Providing meaningful information in our usual format for this number of stations is virtually impossible, given the lack of combined-station data for the networks.

We sincerely believe broadcasters and advertisers would be better served by access to several syndicated reports for Puerto Rico: one for the entire Commonwealth, and others for areas centered on major population centers such as San Juan, Mayaguez and Ponce. In this way, both the island-wide networks and local stations would receive reasonable representation, allowing advertisers to make better decisions.

We have some reservations about Arbitron's using its normal procedure of surveying only members of telephone households in an area where as many as 40% of households do not have telephones. To us, this resembles too closely the infamous *Literary Digest* poll published in 1936 which predicted Alf Landon would win the Presidency from Franklin D. Roosevelt. It, too, surveyed only telephone households, which represented fewer than 2/3 of the U.S. total at the time. The long-standing *Asesores* survey of Puerto Rico radio listening uses a personal interview technique (which offers its own challenges), which allows surveying within non-telephone households.

While we are reporting only total week 12+ average persons and come data for this first Puerto Rico Arbitron, we are listing every station shown in the Arbitron market report. This is to give as thorough an overview of listening on the island as possible. Frankly, we're experimenting – trying to get a handle on the market – and we hope to provide more extensive reviews of future reports. Our initial impression is that the structure both of radio, and how people use it, is far different than in the rest of the U.S.

There are a few differences between this report and our usual market summary. First, under "Format," assume the station's programming is in Spanish unless the format code is followed by an (E). We only used that for one station which we are reasonably certain broadcasts in English. Most of the codes are similar to our regular codes; the exception is "TP" for "Tropical." In other markets where this format is found, its code is "SP-TP."

While the format descriptions supplied by the stations and published within the Arbitron market report are a primary source, we also consult the independent listings provided to us by *M Street Corporation*, which we find in the rest of the U.S generally to be more reliable. In most cases, we have used the M Street descriptions for this Puerto Rico summary. In a couple cases in which the station's own format description was at substantial variance with M Street's, we have simply used the format code "SP" (Hispanic).

Where we normally publish the "Revenue Level" codes, we have substituted a "Network Code," which corresponds to the numbers next to the names of the groupings shown in the "Island Network Report." For example, the "9" one finds in the WPRM-F line on the ratings summary means the station is part of the "Salsoul" network. The Island Network Report presents 12+ and 25-54 average persons shares for these groupings.

Some of the findings of the report are very interesting. Primary among these are the high Time Spent Listening and resulting Average Persons (using Radio) Rating of 27.5 hours and 21.0% respectively. These are by far the highest respective rates we've seen in any market in some time.

PUERTO RICO

Arbitron Rank: 11 Pop (12+): 3,067,200	Stations: 59 / 59	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 2,568/ 1194:1/ 59.0%	Household Income: NA
MSA Pop: NA	Sample Target: 2,400	Total Retail Sales: \$11.7 Bil.
DMA: NA	% Below Line: 0.0	#1 Biller: NA
Average Persons Rating: 21.0	% Not Listed: 11.6	#1 Billing Portfolio: NA
Market TSL in Hours: 27.50	Pop per Station: 51,986	

12+ Metro	Format	Summer 98 1/4 Share	Spg 98	Win 98	Fall 97	Sum 97	4-Book Avg	12+ Metro Cume / Rtg.	Spg 98	Sum 97	Network Code
WPRM-F	TP	445 / 6.9						5988 / 19.5			9 WPRM-F
WKAQ	N/T	331 / 5.1						4652 / 15.2			WKAQ
WIAC-F	AC	316 / 4.9						5523 / 18.0			10 WIAC-F
WZNT-F	TP	315 / 4.9						4397 / 14.3			12 WZNT-F
WKAQ-F	CHR	257 / 4.0						5367 / 17.5			5 WKAQ-F
WMEG-F	CHR	246 / 3.8						4031 / 13.1			6 WMEG-F
WFID-F	AC	237 / 3.7						3669 / 12.0			4 WFID-F
WCOM-F	CHR	226 / 3.5						4767 / 15.5			1 WCOM-F
WORO-F	EZ	213 / 3.3						2653 / 8.6			WORO-F
WXYX-F	CHR	191 / 3.0						4415 / 14.4			8 WXYX-F
WUHQ-F	CHR	182 / 2.8						3402 / 11.1			5 WUHQ-F
WIOA-F	SAC	159 / 2.5						3009 / 9.8			3 WIOA-F
WRIO-F	TP	154 / 2.4						2782 / 9.1			9 WRIO-F
WDOY-F	TP	152 / 2.4						3287 / 10.7			WDOY-F
WIVA-F	TP	126 / 2.0						2184 / 7.1			9 WIVA-F
WCTA-F	TP	106 / 1.6						1717 / 5.6			12 WCTA-F
WIOC-F	SAC	103 / 1.6						1610 / 5.2			3 WIOC-F
WZAR-F	TP	98 / 1.5						1872 / 6.1			WZAR-F
WVJP-F	SAC	93 / 1.4						1870 / 6.1			WVJP-F
WOYE-F	CHR	91 / 1.4						1828 / 6.0			1 WOYE-F
WIOB-F	SAC	82 / 1.3						1606 / 5.2			3 WIOB-F
WCMN-F	CHR	82 / 1.3						1622 / 5.3			WCMN-F
WAPA	N/T	80 / 1.2						1502 / 4.9			7 WAPA
WIAC	VÁ	75 / 1.2						1239 / 4.0			WIAC
WKVM	REL	71 / 1.1						886 / 2.9			WKVM
WLUZ	ST	70 / 1.1						818 / 2.7			WLUZ
WCAD-F	AOR-P	65 / 1.0						1436 / 4.7			WCAD-F
WCMN	N/T	65 / 1.0						914 / 3.0			WCMN
WNEL	ST	65 / 1.0						762 / 2.5			WNEL
WAEL-F	AC	56 / 0.9						1205 / 3.9			WAEL-F
WNRT-F	REL	54 / 0.8						1072 / 3.5			WNRT-F
WPAB	N/T	53 / 0.8						879 / 2.9			WPAB
WSKN	N/T	50 / 0.8						964 / 3.1			11 WSKN
WUNO	N/T	47 / 0.7						984 / 3.2			WUNO
WEGM-F	CHR	46 / 0.7						775 / 2.5			6 WEGM-F
WTPM-F	REL	45 / 0.7						283 / 0.9			WTPM-F
WUPR	FS	45 / 0.7						194 / 0.6			WUPR
WDIN-F	AC	44 / 0.7						739 / 2.4			2 WDIN-F
WABA	SAC	43 / 0.7						564 / 1.8			WABA
WXEW	VA	40 / 0.6						614 / 2.0			WXEW
WERR-F	SP	39 / 0.6						895 / 2.9			WERR-F
WPRP	N/T	38 / 0.6						836 / 2.7			11 WPRP
WLEO	N/T	37 / 0.6						552 / 1.8			WLEO
WQQZ-F	O	30 / 0.5						429 / 1.4			WQQZ-F
WOQI-F	CHR	29 / 0.5						928 / 3.0			1 WOQI-F
WSAN-F	EZ	29 / 0.5						447 / 1.5			WSAN-F
WYQE-F	TP	28 / 0.4						353 / 1.2			WYQE-F
WNNV-F	REL-CC	24 / 0.4						359 / 1.2			WNNV-F
WEKO	N/T	24 / 0.4						270 / 0.9			WEKO
WORA	N/T	23 / 0.4						654 / 2.1			11 WORA
WOSO	N/T (E)	21 / 0.3						470 / 1.5			WOSO
WLEY	VA	20 / 0.3						453 / 1.5			WLEY
WZNA	ST	20 / 0.3						330 / 1.1			WZNA
WKFE	VA	19 / 0.3						282 / 0.9			WKFE
WQBS	SP	19 / 0.3						430 / 1.4			WQBS
WBRQ-F	AC	19 / 0.3						554 / 1.8			WBRQ-F
WALO	TP	19 / 0.3						211 / 0.7			WALO
WNIK-F	AC	17 / 0.3						418 / 1.4			WNIK-F
WVOZ-F	AC	17 / 0.3						427 / 1.4			2 WVOZ-F

12+ FM Share (Metro): 77.60% (4416 of 5691) (Summer 97: NA)

PUERTO RICO

Island Network Report	12+	25-54
Cosmos - 1 WCOM-FM, WOQI-FM, WOYE-FM	5.4 %	3.6 %
Dimension - 2 WAHO-FM, WDIN-FM, WVOZ-FM	0.9 %	1.3 %
Estereotempo - 3 WIOA-FM, WIOB-FM, WIOC-FM	5.3 %	7.0 %
Fidelity - 4 WFID-FM, WMIO-FM	3.7 %	4.7 %
KQ-105 - 5 WKAQ-FM, WUKQ-FM	6.8 %	5.4 %
Mega Estacion - 6 WEGM-FM, WMEG-FM	4.5 %	4.0 %
Notiradio - 7 WAPA-AM, WISO-AM	1.2 %	0.7 %
Nueva X - 8 WCFI-FM, WXYX-FM	3.0 %	3.1 %
Salsoul - 9 WIVA-FM, WPRM-FM, WRIO-FM	11.3 %	13.3 %
Sistema 102 - 10 WIAC-FM, WKSA-FM	4.9 %	6.8 %
Super Kadena - 11 WORA-AM, WPRP-AM, WSKN-AM	1.7 %	0.7 %
Zeta - 12 WCTA-FM, WZNT-FM	6.5 %	9.0 %
	55.4 %	59.6 %

AM Stations

Call Letters	Power	Frequency	Format	Service	City
WABA	850	5 kw/1 kw	Soft AC	—	Aguadilla
WALO	1240	1 kw	Tropical	—	Humacao
WAPA	680	10 kw	News/Talk (Eng.?)	Notiradio	San Juan
WCMN	1280	5 kw/1 kw	News/Talk	Noti-Uno	Arecibo
WEKO	930	2.5 kw	News/Talk	Noti-Uno	Cabo Rojo
WIAC	740	10 kw (DA-1)	Variety	—	San Juan
WKAQ	580	10 kw (DA-1)	News/Talk	Rejoj	San Juan
WKFE	1550	0.25 kw	Variety	Noti-Uno	Yauco
WKVM	810	50 kw (DA-1)	Religion	—	San Juan
WLEO	1490	5 kw/1 kw	News/Talk	Noti-Uno	Ponce
WLEY	1080	0.25 kw	Variety	Noti-Uno	Cayey
WLUZ	1600	5 kw (DA-2)	Standards	—	Bayamon
WNEL	1430	5 kw	Standards	Noti-Uno	Caguas
WORA	760	5 kw (DA-1)	See WSKN	Kadena	Mayaguez
WOSO	1030	10 kw (DA-1)	News/Talk (Eng.)	ABC, CBS, WW1	San Juan
WPAB	550	5 kw	News/Talk	CNN, Rejoj	Ponce
WPRP	910	5 kw	See WSKN	Kadena	Ponce
WQBS	870	5 kw (DA-1)	Hispanic	—	San Juan
WSKN	630	5 kw (DA-1)	News/Talk	Kadena	San Juan
WUNO	1320	5 kw/2.3 kw	News/Talk	Noti-Uno	San Juan
WUPR	1530	1 kw/0.25	Full Service	Caballero	Utua
WXEW	840	5 kw/1 kw (DA-N)	Variety	Noti-Uno	Yabucoa
WZNA	1040	5 kw/0.25 kw (DA-2)	Standards	—	Moca

PUERTO RICO

FM Stations

WAEI	96.1	24 kw @ 2011	AC	---	Lopez	Maricao
WBRO	97.7	4.4 kw @ 899	AC	---		Cidra
WCAD	105.7	50 kw @ 1099	Progressive AOR	---		San Juan
WCMN	107.3	50 kw @ 1027	CHR	Noti-Uno	---	Arecibo
WCOM	94.7	32 kw @ 1778	CHR	Cosmos	---	Chancellor
WCTA	95.1	25 kw @ 1969	See WZNT-F	Zeta	---	Chancellor
WDIN	102.9	50 kw @ 59	See WVOZ-F		---	Camuy
WDOY	96.5	11.5 kw @ 2795	Tropical		---	Fajardo
WEGM	92.1	2 kw @ 1106	See WMEG-F	Mega	---	Guayama Bcstg
WERR	104.1	50 kw @ 709	Hispanic		---	Uluado
WFID	95.7	50 kw @ 942	AC		Caballero	Arso
WIAC	102.5	50 kw @ 1138	AC	Sistema 102	---	Bestov
WIOA	99.9	50 kw @ 978	Soft AC	Estereolempo	---	Chancellor
WIOB	97.5	50 kw @ 991	See WIOA-F	Estereolempo	---	Chancellor
WIOC	105.1	50 kw @ -180	See WIOA-F	Estereolempo	---	Chancellor
WIVA	100.3	22 kw @ 2014	See WPRM-F	Salsoul	Caballero	Arso
WKAO	104.7	50 kw @ 1220	CHR	KQ-105	---	El Mundo
WMEG	106.9	21.5 kw @ 1949	CHR	Mega	---	Guayama Bcstg
WNIK	106.5	19.5 kw @ -269	AC	Reloj	---	Arecibo
WNNV	105.5	3 kw @ 1037	Contemp. Christian	Reloj	---	Aguada
WNRT	96.9	50 kw @ 951	Religion	Kadena	---	Manati
WOQI	93.3	14.5 kw @ -226	See WCOM-F	Cosmos	---	Chancellor
WORO	92.5	50 kw @ 1198	Easy Listening		---	WKVM
WOYE	94.1	25 kw @ 1959	See WCOM-F	Cosmos	---	Chancellor
WPRM	98.5	25 kw @ 1909	Tropical	Salsoul	Caballero	Arso
WQOZ	98.3	3 kw @ 1001	Oldies		---	Quebradillas
WRIO	101.1	50 kw @ -46	See WPRM-F	Salsoul	Caballero	Arso
WSAN	98.9	50 kw @ 751	Easy Listening		---	Vieques
WTPM	92.9	50 kw @ 1224	Religion		---	Aguadilla
WUKO	99.1	50 kw @ 1972	See WKAO-F	KQ-105	---	El Mundo
WVJP	103.3	28 kw @ 1906	Soft AC		---	Caguas
WVOZ	107.7	50 kw @ 89	AC	Dimension	---	Carolina
WXYX	100.7	50 kw @ 781	CHR	Nueva X	---	RAAD
WYQE	92.9	3.9 kw @ 751	Tropical		---	Naguabo
WZAR	101.9	14 kw @ 2589	Tropical	Noti-Uno	---	Ponce Bcstg
WZNT	93.7	50 kw @ 259	Tropical	Zeta	---	Chancellor

**AVERAGE PERSONS RATINGS
SUMMER 1998 VS. SUMMER 1997**

12+ Metro Average Persons Using Radio
expressed as a percentage of Population

	Mon-Sun 6 A-12 M		Mon-Fri 6-10 A		Mon-Fri 10 A-3 P		Mon-Fri 3-7 P		Mon-Fri 7 P-12 M	
	Su 98	Su 97	Su 98	Su 97	Su 98	Su 97	Su 98	Su 97	Su 98	Su 97
Akron	16.8	16.1	23.2	21.7	23.8	22.2	19.4	19.2	9.4	9.3
Albany-Schenectady-Troy	16.1	16.1	23.2	23.7	22.7	23.1	18.4	18.4	7.7	7.4
Albuquerque	16.2	16.5	23.3	23.5	24.2	24.7	18.4	18.1	7.1	7.8
Allentown-Bethlehem	16.5	17.3	23.0	24.0	25.4	25.7	19.1	20.6	7.2	8.0
Atlanta	15.6	15.5	21.9	21.5	21.1	21.3	19.5	20.0	8.0	7.9
Austin	15.5	15.4	23.2	21.9	21.1	21.5	19.3	19.5	7.2	7.7
Bakersfield	15.9	15.4	21.8	22.2	22.6	22.4	17.4	16.7	8.3	8.0
Baltimore	17.2	17.5	23.7	24.7	24.2	24.3	20.8	20.4	9.3	9.6
Baton Rouge	14.8	15.5	19.6	20.4	20.6	21.1	17.4	18.3	7.6	8.5
Birmingham	14.7	15.1	21.7	21.3	20.3	20.0	18.1	18.2	7.2	8.2
Boston	17.0	16.6	23.9	23.4	23.7	22.8	19.8	19.3	8.6	8.8
Buffalo	17.0	17.0	22.3	22.2	25.0	25.0	19.5	19.5	8.5	8.7
Charleston, SC	16.3	16.8	22.3	22.3	23.5	24.4	20.3	19.9	7.7	8.5
Charlotte	15.3	15.2	21.8	21.5	21.8	20.7	18.9	18.6	7.1	7.5
Chattanooga	15.4	16.0	21.2	22.3	21.3	22.6	18.8	19.5	7.8	7.9
Chicago	17.0	17.4	24.1	24.7	22.5	23.1	19.9	20.2	8.9	9.0
Cincinnati	15.4	15.5	20.3	20.4	21.9	22.3	18.6	18.6	8.5	8.4
Cleveland	16.8	16.8	21.4	21.9	23.6	24.0	19.8	20.2	9.8	9.1
Colorado Springs	15.1	16.4	19.9	22.4	23.7	24.8	18.2	18.4	6.6	7.7
Columbia, SC	14.3	15.9	20.2	22.5	19.7	22.1	17.5	18.5	7.0	8.1
Columbus, OH	14.6	14.9	20.6	20.7	20.6	21.0	17.8	17.9	7.4	8.2
Dallas-Fort Worth	15.7	16.5	22.7	24.0	21.1	22.5	20.0	20.8	8.0	8.3
Dayton	14.6	16.0	18.9	21.2	21.7	23.1	17.6	18.6	7.6	9.1
Des Moines	14.2	14.8	22.1	22.8	20.6	22.0	16.7	17.5	6.5	6.7
Detroit	16.9	17.0	22.7	22.9	23.7	24.6	20.6	20.6	8.9	8.5
Denver	16.1	16.2	23.2	22.7	24.7	23.6	18.9	19.3	6.9	7.6
El Paso	16.5	17.4	24.1	25.0	23.7	24.8	17.5	18.8	9.1	9.7
Fresno	16.1	16.1	21.3	22.6	22.4	23.1	17.9	17.6	9.3	8.3
Grand Rapids	15.4	15.3	21.8	20.6	23.2	20.8	18.5	18.5	7.5	7.5
Greensboro-Winston Salem	15.2	15.7	21.6	21.7	20.6	21.8	17.9	18.8	7.8	7.8
Greenville-New Bern-Jacksonville	15.6	15.3	20.4	20.2	21.5	20.9	19.0	18.3	7.8	7.9
Greenville-Spartanburg	15.0	14.8	21.4	20.5	20.3	20.0	18.5	17.9	7.2	7.5
Harrisburg	15.7	16.9	23.2	24.8	23.9	26.0	18.2	19.3	6.6	7.4
Hartford	16.1	16.2	24.3	25.1	22.4	22.4	18.3	18.5	7.2	7.2
Honolulu	16.8	15.8	24.8	24.0	25.3	22.6	19.4	17.6	7.2	7.4
Houston	16.3	16.4	22.5	22.2	21.8	21.8	20.4	20.6	8.8	8.4
Huntsville	15.0	14.8	21.8	21.2	21.3	20.4	18.2	16.7	6.1	6.9
Indianapolis	15.5	15.2	22.6	22.3	22.3	21.7	18.7	18.0	6.7	7.0
Jackson, MS	15.4	15.6	21.6	21.6	20.0	20.1	18.2	18.6	8.6	8.4
Jacksonville	15.8	15.8	21.9	21.6	22.9	23.1	19.7	19.8	7.3	7.3
Kansas City	15.7	15.7	22.2	22.2	22.2	22.8	18.4	18.3	8.1	7.6
Knoxville	14.7	15.2	20.4	21.4	21.3	22.3	18.4	18.4	6.9	7.0
Lansing	15.6	15.5	20.6	20.3	23.3	22.6	18.4	19.0	7.7	7.6
Las Vegas	15.6	15.5	21.6	21.5	23.2	23.3	18.1	17.0	7.7	7.7
Little Rock	15.0	14.6	22.7	21.0	21.3	20.7	18.2	17.5	7.2	7.0
Los Angeles	17.3	17.4	24.6	24.1	24.5	24.4	20.5	20.3	9.0	9.6
Louisville	15.0	15.1	18.1	19.7	21.2	21.5	18.9	18.2	9.2	8.4
Madison	15.1	15.6	23.0	22.2	21.5	22.6	17.1	17.7	6.3	7.7
Memphis	16.5	15.8	21.8	22.0	22.7	20.4	19.6	19.0	9.2	8.1
Miami-Fort Lauderdale	17.7	18.5	24.2	25.7	24.9	27.1	20.6	22.8	9.2	10.7
Milwaukee	16.2	16.8	23.1	23.4	23.2	24.3	18.4	20.0	8.1	8.3
Minneapolis-Saint Paul	16.2	16.9	24.0	24.9	23.2	24.1	19.2	20.2	7.6	8.0
Mobile	16.3	16.7	21.6	22.2	22.6	22.5	18.5	18.7	9.0	8.5
Monterey-Salinas-Santa Cruz	16.1	16.1	21.8	21.1	23.8	23.2	18.8	18.8	7.4	8.0

AVERAGE PERSONS RATINGS – SUMMER 1998 VS. SUMMER 1997

	Mon-Sun 6 A-12 M		Mon-Fri 6-10 A		Mon-Fri 10 A-3 P		Mon-Fri 3-7 P		Mon-Fri 7 P-12 M	
	Su 98	Su 97	Su 98	Su 97	Su 98	Su 97	Su 98	Su 97	Su 98	Su 97
Nashville	15.4	15.0	22.7	21.7	21.8	21.6	18.6	18.5	7.1	7.0
New Orleans	16.7	16.5	21.4	20.8	23.3	22.6	19.7	19.8	9.8	9.5
New York	17.9	18.2	24.8	25.6	24.1	24.1	20.2	20.5	9.8	10.0
Norfolk	16.2	16.3	21.1	20.8	23.1	23.6	19.0	19.9	8.6	8.9
Oklahoma City	15.0	14.6	20.0	19.8	22.4	21.9	18.6	16.8	7.4	7.5
Omaha	14.9	16.3	22.6	23.5	22.7	24.5	17.3	18.5	6.1	7.7
Orlando	16.4	15.6	22.6	21.1	24.2	22.7	19.9	19.0	7.9	7.3
Philadelphia	17.8	17.9	25.3	25.4	25.1	25.3	20.3	20.7	9.2	9.1
Phoenix	16.2	16.1	23.7	23.6	23.5	23.6	18.5	18.7	7.2	7.6
Pittsburgh	16.9	16.7	24.0	22.4	24.1	23.9	18.9	19.2	9.2	9.3
Portland, OR	14.6	15.2	20.3	21.1	22.1	21.7	17.0	17.8	6.8	7.8
Providence	16.9	16.6	23.3	23.8	24.5	24.1	20.4	19.8	7.9	7.7
Raleigh-Durham	15.1	15.4	21.6	22.1	20.5	20.9	18.5	18.4	6.8	7.8
Richmond	15.4	15.7	20.9	21.1	21.5	22.1	18.2	18.4	8.1	7.6
Riverside-San Bernardino	16.2	17.1	22.4	22.9	22.8	24.7	19.2	19.8	7.9	8.8
Rochester	15.1	15.6	21.3	22.1	21.7	21.9	17.5	17.9	7.5	7.7
Sacramento	15.8	15.7	21.7	21.7	24.0	23.9	18.2	18.0	7.5	7.3
Saginaw-Bay City-Midland	15.8	16.6	20.5	21.3	23.5	24.0	18.4	20.1	7.8	8.6
Saint Louis	16.8	16.9	22.6	23.7	23.5	23.5	19.0	19.2	9.1	9.3
Salt Lake City	13.9	14.7	20.2	19.5	21.8	23.2	16.9	18.7	6.2	6.8
San Antonio	17.1	16.9	22.9	23.7	24.6	23.3	20.3	19.4	9.1	9.5
San Diego	15.3	15.8	21.1	21.8	22.3	23.3	17.9	18.1	7.8	8.1
San Francisco	15.5	15.0	21.7	20.7	21.5	21.1	18.4	17.8	7.9	8.1
Seattle-Tacoma	15.1	15.7	20.2	20.1	22.0	22.7	18.5	18.6	7.3	8.5
Shreveport	14.0	16.0	18.7	21.4	17.5	20.8	15.4	18.9	9.3	9.2
Spokane	15.0	15.4	20.8	21.1	23.5	23.8	17.7	18.0	6.4	7.1
Springfield, MA	16.4	16.3	23.4	23.2	24.0	23.4	18.7	19.2	8.0	7.6
Syracuse	15.9	15.7	22.9	22.4	22.3	22.3	17.8	18.1	8.1	7.8
Tampa-Saint Petersburg	16.6	16.4	23.0	22.7	24.5	24.5	19.9	19.5	7.4	7.3
Toledo	14.9	16.1	20.6	21.5	21.7	23.9	16.9	19.0	7.9	8.6
Tucson	16.4	16.2	23.7	23.2	24.3	23.9	17.7	17.3	6.9	8.1
Tulsa	15.7	16.4	22.2	22.2	23.1	23.2	18.4	19.5	7.7	8.8
Washington, DC	15.9	17.1	22.8	23.9	21.1	22.5	19.6	20.1	8.6	9.5
West Palm Beach	15.9	17.1	22.1	23.1	24.0	25.6	19.5	20.7	6.6	7.0
Wichita	16.0	15.9	22.4	21.4	23.9	23.1	18.9	18.8	7.6	8.0
Wilkes Barre-Scranton	17.7	17.3	23.8	23.9	27.1	26.5	19.7	19.6	8.2	7.3
York	16.2	16.2	24.0	23.3	24.8	24.1	19.0	19.7	6.9	7.3

91 Markets:

# Higher – Avg. Numerical Change	32	+0.3	37	+0.6	33	+0.7	32	+0.6	28	+0.4
# Lower – Avg. Numerical Change	51	-0.6	49	-0.8	51	-0.9	52	-0.7	58	-0.6
# No Change	8		5		7		7		5	

TOTALS FOR ALL MARKETS

	Mon-Sun 6 A-12 M	Mon-Fri 6-10 A	Mon-Fri 10 A-3 P	Mon-Fri 3-7 P	Mon-Fri 7 P-12 M
Summer 1998 Average APR	15.87	22.14	22.73	18.71	7.85
Summer 1997 Average APR	16.09	22.32	22.94	18.94	8.12
Numerical Change	-0.22	-0.18	-0.21	-0.23	-0.27
Percent Change	-1.37	-0.81	-0.92	-1.21	-3.33

SOURCE: Arbitron ratings, Metro Average Persons Ratings, 91 markets, Summer 1998 vs. Summer 1997. The four markets not included are Johnson City-Kingsport-Bristol & Puerto Rico (year-ago levels not available), and Nassau-Suffolk & San Jose (which are parts of, and are included within, New York & San Francisco, respectively).

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