

# AMERICAN RADIO

Winter 1998 Ratings Report

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DUNCAN'S AMERICAN RADIO



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## WINTER 1998 RATINGS REPORT

Arbitron Rating Period: 8 January-1 April 1998

Compiled and Edited by:

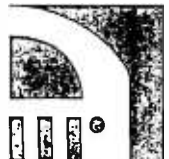
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# INTRODUCTION

AMERICAN RADIO is in its 22<sup>nd</sup> year of publication. We sincerely appreciate your support of our work today and, over the years.

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

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

Release of the Arbitron market reports began on 27 April and ended on 11 May. Compilation of this edition was completed 20 May. Mailing will begin on or before 5 June. Any corrections made by Arbitron to earlier published reports are included if they were received before 20 May. Station sales through 15 May are included.

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

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

## DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton

Thom Moon

Jim Nolan

Margot Ayers

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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 Winter 1998 as an example, starting at the top left of the report:

Arbitron Rank:	67	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 (67 in this case) is Akron's ranking among the 269 Arbitron radio markets.

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

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

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the standard survey week, Monday-Sunday, 6 AM-12 Midnight. The 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 22.50 hours listening to radio over the broadcast week.

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

Stations:	30 / 6
Diaries	1,729 / 331:1/56.2%
Sample Target:	1,760
% Below Line:	57.0
% Not Listed:	15.0
Pop per Station:	95,483

There are 30 stations listed in the Akron Arbitron market report. Of those 30, 6 are home to the Arbitron metro survey area – listed "above the line." Thus, 24 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

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

1,729 – 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)

56.2% – 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	Winter 98 Fall 97	Sum 97	Spq 97	Win 4 Book 97	Avg	12+ Metro Cume / Rating	Fall 97	Win 97	12+ TSA AQH / Cume	Revenue Level
1 WQMX-F	C	72 / 7.5	7.8	8.2	7.5	6.9	7.6	901 / 15.7	15.7	15.8	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
- AC-NR - Modern AC
- AOR - Album Oriented Rock
- AOR-NR - New Rock
- AOR-P - Progressive AOR
- B - Black (audience is 75%+ Black)
- B/AC - Black Adult Contemporary (Soft Black)
- B/O - Black Oldies
- BIZ N - Business News
- C - Country
- C/O - Classic Country
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL - Classical
- CL AOR - Classic AOR, Classic Rock
- CL HITS - Classic Hits/70's Oldies
- E - Ethnic (usually Foreign Language)
- EZ - Easy Listening, Beautiful Music
- FS - Full Service
- G - Gospel (B/G is Black Gospel)
- J - Jazz and New Adult Contemporary
- N - News
- O - Oldies
- REL - Religion, Christian
- REL-CC - Contemporary Christian
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- SP-C - Hispanic Contemporary
- SP-NT - Hispanic News/Talk/Information
- SP-R - Hispanic-Regional
- SP-TJ - Hispanic-Tejano
- SP-TP - Hispanic-Tropical
- SP-VA - Hispanic Variety
- SPRTS - Sports
- ST - Standards, Big Band, Nostalgia
- T - Talk
- U - Urban (majority of audience is non-white)
- VA - Variety
- ? - 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 7,200 listeners per average quarter hour in the metro. This gives it a 7.5 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WONE-FM has 90,100 cume listeners 12+, which give it a 15.7 cume rating. Historical cume ratings follow (prior survey and prior year).

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

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

The codes for revenue levels are:

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

Then there's a line by itself:

12 + FM Share (Metro): 86.40% ( 705 of 816 ) ( Winter 97: 83.50% )

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

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

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

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

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

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	15.6%	15.7%	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 15.6% of the 12+ total week metro audience and 15.7% of the adults 25-54 total week metro audience, as well as 50.3% of last year's revenue in the market.

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

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

WAKR	1590	5 kw (DA-N)	Talk /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, Tiknt	Westwood One Talknet Radio
AURN	American Urban Radio	TARN	Talk America Radio Network
BNN	Business News Network	UBN	United Broadcasting Network
Cara	Cadena Caracol Network	Unica	Radio Unica Network
CBS	CBS	UPI	United Press International Radio
CNN	Westwood One CNN+	USA	USA Radio
JRN	Jones Radio Networks	Westwd, WW1	Westwood One
SBUSA	Sports Byline USA	1-on-1, 1/1	One-on-One Sports Radio

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

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

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

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

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

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

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

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

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Winter 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: 67 Pop (12+): 572,900	Stations: 30 / 6	Last Year's Revenue: \$17,900,000
MSA Rank: 77	Diaries: 1,729/331:1/56.2%	Household Income: \$42,512
MSA Pop: 687,000	Sample Target: 1,760	Total Retail Sales: \$7.0 Bil.
DMA: Cleveland (#13)	% Below Line: 57.0	#1 Biller: WKDD-F \$4,800,000
Average Persons Rating: 16.8	% Not Listed: 15.0	#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$9,000,000
Market TSL In Hours: 22.00	Pop per Station: 95,483	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WQMX-F	C	72 / 7.5	7.8	8.2	7.5	6.9	7.8	901 / 15.7	15.7	15.8	E
2	WMJI-F	O	64 / 6.7	5.0	5.7	6.4	6.4	5.9	1023 / 17.9	16.8	17.3	F
3	WKDD-F	CHR/AC	55 / 5.7	5.8	4.9	5.4	6.6	5.5	860 / 15.0	15.5	14.9	F
4	WDOK-F	SAC	53 / 6.5	5.9	4.8	5.8	6.0	5.5	740 / 12.9	13.4	14.3	F
5	WONE-F	AOR	51 / 5.3	5.5	6.3	6.4	7.0	5.9	831 / 14.5	14.4	16.7	E
6	WNIR-F	T	50 / 5.2	5.9	6.0	4.9	5.5	5.5	670 / 11.7	11.8	11.5	D
7	WNCX-F	CL AOR	48 / 5.0	5.0	4.3	4.1	4.7	4.6	803 / 14.0	14.8	13.7	F
8	WZAK-F	B	44 / 4.6	3.9	3.9	3.6	3.1	4.0	585 / 10.2	8.8	8.9	F
9	WMVX-F	AC/CHR	35 / 3.6	2.0	1.5	2.4	1.9	2.4	658 / 11.5	8.5	7.6	F
10	WMMS-F	AOR-NR	32 / 3.3	3.6	3.8	3.3	3.8	3.5	663 / 11.6	11.8	13.3	F
11	WTAM	N/T	31 / 3.2	2.2	3.3	2.4	2.6	2.8	526 / 9.2	7.5	7.4	F
12	WQAL-F	AC/CHR	29 / 3.0	3.5	2.6	2.9	2.9	3.0	708 / 12.4	12.9	11.3	F
13	WENZ-F	AOR-NR	28 / 2.9	3.0	3.1	2.7	2.5	2.9	618 / 10.8	11.0	9.8	F
14	WAKR	T/FS	27 / 2.8	3.0	4.0	4.5	4.0	3.6	509 / 8.9	10.5	9.8	C

12+ FM Share (Metro): 86.40% (705 of 816) (Winter 97: 83.50%)

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

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

Other Rated Stations	Metro Share	Cume Rating
WTOU	B/AC 1350 Akron	1.4 2.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCLV-F	CL 95.5 Cleveland	1.5 5.1
WGAR-F	C 99.5 Cleveland	2.7 10.0
WHBC-F	AC 94.1 Canton	0.8 5.0
WHK-AF	REL 98.1 Canton	0.4 1.9
WHOT-F	CHR 101.1 Youngstown	1.0 5.7
WKNR	SPRTS 1220 Cleveland	1.6 6.3
WNWV-F	J 107.3 Elyria	2.4 7.8
WQKT-F	C 104.5 Wooster	0.3 2.0
WQXK-F	C 105.1 Salem	1.8 5.5
WRMR	ST 850 Cleveland	2.6 4.6
WRQK-F	AOR 106.9 Canton	0.8 4.6
WYFM-F	CL AOR 102.9 Sharon, PA	0.4 1.6
WZJM-F	CHR 92.3 Cleveland Heights	2.6 9.8
WZKL-F	O 92.5 Alliance	0.3 2.1

# AKRON

Consolidation Report	12+	25-54	Revenue
Local	15.6 %	15.7 %	50.3 %
WAKR-AM, WONE-FM, WQMX-FM			
	15.6 %	15.7 %	50.3 %

## AM Stations

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwtd, ABC, ESPN	\$37.00	Christal	WQMX-FWONE-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	WAKRWQMX-F
WQMX	94.9	16.2 kw @ 878	Country		\$63.00	Christal	WAKRWONE-F

Notes: Other ranked stations -- See Cleveland

Jim Duncan

Comments: Listening levels are up slightly . . . WONE-F is at its lowest share in over three years; the same is true for WAKR . . . In fact, all the Akron stations are down compared to the Fall 97 book

## \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# ALBANY-SCHENECTADY-TROY

Arbitron Rank: 57 Pop (12+): 736,400	Stations: 32 / 29	Last Year's Revenue: \$30,800,000
MSA Rank: 67	Diaries: 2,073/355;1/59.2%	Household Income: \$47,100
MSA Pop: 876,000	Sample Target: 2,030	Total Retail Sales: \$8.3 Bil.
DMA: 52	% Below Line: 1.5	#1 Biller: WGNA-AF \$6,100,000
Average Persons Rating: 16.4	% Not Listed: 14.3	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 25,393	Capstar \$11,250,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WFLY-F	CHR	120 / 10.0	8.7	9.2	9.3	9.5	9.3	1890 / 25.7	25.8	27.1	E	WFLY-F
2	WGY	FS	119 / 9.9	9.5	8.7	9.3	8.8	9.3	1602 / 21.7	20.9	19.6	E	WGY
3	WGNA-F	C	118 / 9.8	11.3	10.3	10.3	10.8	10.4	1467 / 19.9	18.5	22.4	F	WGNA-F
4	WYJB-F	SAC	108 / 9.0	7.6	8.5	7.8	10.3	8.2	1336 / 18.1	16.8	21.8	D	WYJB-F
5	WABY-AF	ST	86 / 7.1	5.2	6.6	6.0	5.9	6.2	891 / 12.1	10.7	11.4	B	WABY-AF
6	WQBK-FF	AOR-NR	73 / 6.1	7.5	7.8	7.1	6.9	7.1	1377 / 18.7	18.6	19.2	D	WQBK-FF
7	WPYX-F	AOR	67 / 5.6	4.3	5.9	7.0	7.2	5.7	1128 / 15.3	14.4	17.8	F	WPYX-F
8	WRVE-F	AC-NR	52 / 4.3	5.5	4.7	5.3	5.8	5.0	1007 / 13.7	14.6	17.0	D	WRVE-F
9	WTRY-F	O	41 / 3.4	3.4	3.0	3.1	1.9	3.2	799 / 10.9	10.7	7.6	B	WTRY-F
10	WKLI-FF	AC/CHR	33 / 2.7	3.4	2.7	3.2	2.1	3.0	657 / 8.9	11.4	9.6	C	WKLI-FF
12	WROW	T	30 / 2.5	1.7	1.4	1.4	1.3	1.7	441 / 6.0	5.6	5.2	A	WROW
11	WHRL-F	J	30 / 2.5	3.4	2.5	1.8	1.4	2.5	424 / 5.8	6.6	3.2	A	WHRL-F
13	WXCR-F	CL AOR	29 / 2.4	2.4	2.5	2.1	2.0	2.4	658 / 8.9	10.3	9.7	B	WXCR-F
14	WXLE-F	AOR-P	23 / 1.9	1.9	2.5	1.2	0.8	1.9	574 / 7.8	8.1	4.6	B	WXLE-F
15	WPTR-F	C	17 / 1.4	1.4	1.4	1.5	1.7	1.4	328 / 4.4	3.7	2.8	A	WPTR-F
16	WTRY	O	15 / 1.2	1.4	1.3	1.3	1.7	1.3	356 / 4.8	4.9	6.3	-	WTRY

12+ FM Share (Metro): 80.54% ( 832 of 1033 ) ( Winter 97: 81.28% )

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

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

Other Rated Stations	Metro Share	Cume Rating
WBKK-F	CL 97.7	Amsterdam 0.8 2.9
WBUG-F	C 101.1	Fl. Plain 0.3 0.9
WCSS	T 1490	Amsterdam 0.6 0.9
WDCO-AF	REL 96.7	Clifton Park 0.3 1.9
WEQX-F	AOR-NR 102.7	Manchester, VT 0.7 4.7
WGNA	C 1460	Albany 0.2 1.5
WJKE-F	AC 101.3	Stillwater 0.7 3.0
WTMM	SPRTS 1300	Rensselaer 0.5 2.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WENU-F	ST 101.7	Hudson Falls 0.5 0.8
WFAN	SPRTS 660	New York 0.5 1.6
WJIV-F	REL 101.9	Cherry Valley 0.5 1.6

# ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue
<b>Albany</b> WFLY-FM, WPTR-FM, WROW-AM, WYJB-FM	22.9 %	24.7 %	23.4 %
<b>Bendat</b> WABY-AM, WKBE-FM, WKLI-FM	4.0 %	3.6 %	5.9 %
<b>Capstar</b> WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WTRY-FM	20.2 %	24.7 %	36.5 %
<b>Dame</b> WGY-AM, WHRL-FM, WRVE-FM	16.7 %	15.4 %	22.5 %
<b>Radio Enterprises/Arcara</b> WQBJ-FM, WQBK-FM, WTMM-AM, WXCR-FM	9.0 %	10.8 %	9.4 %
	<b>72.8 %</b>	<b>79.2 %</b>	<b>97.7 %</b>

## AM Stations

Station	Power	Frequency	Format	Revenue	Advertiser	Agency
WABY	1400	1 kw	Standards	CNN \$17.00	Christal	Bendat
WGY	810	50 kw	Full Service	ABC \$60.00	Katz	Dame
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI \$20.00	Allied	Albany
WTMM	1300	5 kw (DA-2)	Sports	1-on-1, WW1, CBS \$20.00	Clr Chnl	Radio EnL/Arcara
WTRY	980	5 kw (DA-N)	Oldies	\$<20.00	Mc-Guild	Capstar

## FM Stations

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

Notes: \* WTRY revenue included with WTRY-F

Jim Duncan

Comments: Listening levels are steady . . . WFLY-F goes above a ten share for the first time in more than three years . . . WGNA-F fell below a ten share for the first time in many years . . . WPYX-F recovered slightly from its awful Fall book

# ALBUQUERQUE

Arbltron Rank: 70 Pop (12+): 552,400	Stations: 32 / 30	Last Year's Revenue: \$34,500,000
MSA Rank: 79	Diaries: 1,799/307:1/53.1%	Household Income: \$40,872
MSA Pop: 686,000	Sample Target: 1,700	Total Retail Sales: \$7.4 Bil.
DMA: 48	% Below Line: 1.3	#1 Biller: KRST-F \$5,600,000
Average Persons Rating: 16.5	% Not Listed: 9.8	#1 Billing Portfolio: Citadel \$17,150,000
Market TSL In Hours: 22.00	Pop per Station: 18,413	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 KRST-F	C	93 / 10.2	11.6	11.1	10.3	10.5	10.8	1247 / 22.6	23.4	22.4	G	KRST-F
2 KKOB	FS	85 / 9.3	8.5	8.2	8.5	10.1	8.6	1265 / 22.9	21.6	22.2	F	KKOB
3 KKOB-F	AC	49 / 5.4	3.3	4.1	4.7	5.2	4.4	1013 / 18.3	15.2	16.1	E	KKOB-F
4 KPEK-F	AC-NR	48 / 5.3	4.6	4.8	4.6	3.7	4.8	944 / 17.1	13.3	11.8	C	KPEK-F
5 KHFM-F	CL	47 / 5.2	4.7	5.0	4.4	4.4	4.8	690 / 10.7	10.3	10.0	C	KHFM-F
KZRR-F	AOR	47 / 5.2	5.0	5.3	5.5	5.8	5.2	707 / 12.8	12.8	15.3	D	KZRR-F
7 KIOT-F	CL AOR	41 / 4.5	3.7	4.1	4.7	4.2	4.2	704 / 12.7	12.0	12.4	C	KIOT-F
8 KYLZ-F	CHR/U	39 / 4.3	4.3	3.4	1.5	1.1	3.4	702 / 12.7	16.5	5.4	A	KYLZ-F
KKSS-F	CHR/U	39 / 4.3	5.8	5.6	8.1	5.8	5.9	783 / 14.2	16.5	16.4	C	KKSS-F
10 KMGA-F	SAC	35 / 3.8	3.6	4.3	4.4	4.7	4.0	574 / 10.4	11.6	13.4	D	KMGA-F
11 KTBL-F	C/O	32 / 3.6	3.6	3.2	5.3	3.5	3.9	605 / 11.0	12.5	11.9	C	KTBL-F
12 KZKL-F	O	31 / 3.4	3.9	5.0	4.2	3.9	4.1	576 / 10.4	11.5	12.1	C	KZKL-F
KTEG-F	AOR-NR	31 / 3.4	3.8	3.8	3.5	4.6	3.6	778 / 14.1	12.8	12.2	C	KTEG-F
14 KLVO-F	SP-C	30 / 3.3	1.7	3.2	2.9	2.2	2.8	349 / 6.3	5.4	6.0	C	KLVO-F
KIVA	ST	30 / 3.3	3.1	3.0	3.5	4.7	3.2	394 / 7.1	6.6	8.4	B	KIVA
16 KLSK-F	CL AOR	21 / 2.3	2.9	3.1	2.7	2.4	2.8	470 / 8.5	10.2	9.1	C	KLSK-F
17 KRZN-F	J	19 / 2.1	2.6	2.2	1.7	3.9	2.1	413 / 7.5	6.1	7.4	B	KRZN-F
18 KABG-F	O	16 / 1.8	2.0	1.0	0.8	1.3	1.4	292 / 5.3	6.4	3.3	B	KABG-F
19 KNML	SPRFS	12 / 1.3	0.9	0.7	0.7	0.9	0.9	220 / 4.0	4.0	2.6	B	KNML
20 KXKS	SP	10 / 1.1	1.1	0.3	0.7	0.9	0.8	99 / 1.8	1.7	1.9	A	KXKS
KRZY	SP-R	10 / 1.1	0.7	0.9	1.7	0.9	1.1	91 / 1.7	1.5	2.2	A	KRZY

12+ FM Share (Metro): 79.64% (657 of 825) (Winter 97: 78.94%)

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 KRST-F <	1 KKOB <	1 KRST-F	1 KKOB	1 KRST-F >
2 KKSS-F	2 KRST-F	2 KZRR-F <	2 KZRR-F <	2 KKOB	2 KRST-F >	2 KKOB >	2 KRST-F >	2 KKOB <	2 KMGA-F	2 KKOB
3 KTEG-F >	3 KKSS-F	3 KPEK-F <	3 KPEK-F <	3 KZRR-F <	3 KHFM-F >	3 KZRR-F <	3 KIOT-F <	3 KPEK-F	3 KYLZ-F <	3 KHFM-F
	KPEK-F	4 KKOB-F <	4 KIOT-F <	4 KIOT-F	4 KKOB-F	4 KKOB-F	4 KKOB-F	4 KKOB-F <	4 KKSS-F	4 KPEK-F <
	5 KYLZ-F	5 KIOT-F <	5 KKOB-F	KPEK-F <	KIVA	5 KHFM-F	5 KHFM-F <	5 KZRR-F <	5 KHFM-F	5 KKOB-F
	6 KKOB-F <	6 KKOB	KKOB >	6 KKOB-F	6 KIOT-F	6 KZRR-F	6 KZRR-F	6 KYLZ-F <	6 KTEG-F <	6 KYLZ-F <
	7 KTEG-F	7 KKSS-F <	7 KMGA-F	7 KMGA-F <	7 KLVO-F	KPEK-F	KPEK-F	7 KIOT-F <	7 KPEK-F	7 KKSS-F <
	8 KIOT-F <	8 KMGA-F	8 KLSK-F	8 KHFM-F <	KTBL-F	8 KIOT-F	8 KMGA-F <	8 KHFM-F	8 KRST-F	8 KLVO-F <
	9 KMGA-F	9 KYLZ-F <	KKSS-F <	9 KZKL-F	KZKL-F	9 KTBL-F <	9 KTEG-F <	9 KZRR-F		

Wom 18-24	Wom 18-34	Wom 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 KYLZ-F	1 KRST-F	1 KRST-F	1 KRST-F >>	1 KRST-F >>	1 KYLZ-F	1 KZRR-F >	1 KZRR-F >	1 KZRR-F	1 KZRR-F <	1 KKOB >>
2 KRST-F	2 KKSS-F	2 KKSS-F	2 KPEK-F <	2 KKOB	KKSS-F	2 KPEK-F	2 KPEK-F	2 KRST-F	2 KRST-F <	2 KRST-F
3 KKSS-F	3 KPEK-F	3 KKOB-F	3 KKOB-F <	3 KPEK-F	3 KZRR-F	3 KRST-F	3 KRST-F >	3 KKOB	3 KKOB <	3 KMGA-F
4 KKOB-F	4 KZRR-F <	4 KZRR-F	4 KMGA-F <	4 KMGA-F	KTEG-F >	KYLZ-F	4 KIOT-F	KPEK-F <	4 KIOT-F	KKOB-F
KMGA-F	5 KKOB-F	5 KIOT-F	5 KKSS-F <	KKOB-F <	5 KPEK-F	KTEG-F <	KTEG-F	5 KIOT-F	5 KKOB-F <	KKSS-F
6 KZRR-F	KYLZ-F	KKOB-F	6 KIOT-F <	6 KIOT-F <	KZKL-F	6 KKSS-F >	KKOB-F	KKOB-F >	6 KPEK-F >	
KTEG-F	7 KMGA-F	7 KMGA-F	7 KZRR-F <	7 KZKL-F <	KTBL-F >	7 KKOB-F	7 KKOB	7 KTEG-F	7 KHFM-F	
KPEK-F >	8 KIOT-F		8 KKOB <	8 KZRR-F <		KNML	KNML	8 KLSK-F <	KLSK-F	
			9 KYLZ-F <			KKOB				

Other Rated Stations		Metro Cume	Share	Rating
KABQ	SP	1350	Albuquerque	0.3 1.2
KALY	SP-R	1240	Los Ranchos ...	0.5 1.1
KDEF	T	1150	Albuquerque	0.5 2.5
KEZF-F	SAC	101.3	Albuquerque	0.5 2.0
KHTL	T	920	Albuquerque	0.4 1.8
KMMG-F	B/O	95.5	Santa Fe	0.9 3.8
KNKT-F	REL	107.1	Armijo	1.0 3.4
KRZY-F	SP-C	105.9	Santa Fe	0.7 2.0
KZSS	T	610	Albuquerque	0.4 2.2

Other Rated Stations--Outside Market		Metro Cume	Share	Rating
KBAC-F	AOR-P	98.1	Las Vegas, NM	0.8 1.5
KBOM-F	O	106.7	Los Alamos	0.5 2.8

Consolidation Report	12+	25-54	Revenue
<b>American General</b>	11.9 %	10.8 %	5.3 %
KABG-FM, KARS-AM, KKIM-AM, KLVO-FM, KMGG-FM, KYLZ-FM			
<b>Citadel</b>	39.1 %	39.3 %	49.7 %
KHFM-FM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM			
<b>Simmons</b>	9.3 %	7.5 %	14.3 %
KDZZ-AM, KEZF-FM, KIVA-AM, KRZN-FM, KZKL-FM			
<b>Trumper, pend.</b>	20.9 %	22.2 %	25.0 %
KHTZ-AM, KKSS-FM, KLSK-FM, KPEK-FM, KTEG-FM, KZRR-FM, KZSS-AM			
	<b>81.3 %</b>	<b>79.8 %</b>	<b>94.3 %</b>

AM Stations

Station	Power	Daypart	Format	Network	Rate	Advertiser	Agency	Comments
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	
KNML	1050	1 kw/0.5 kw (DA-2)	Sports	CBS, 1-on-1, WW1	\$ NA	---	Citadel	
KRZY	1450	1 kw	Hispanic-Regional		\$ NA	---	EXCL	
KXKS	1190	10 kw (Days)	Hispanic	CNN	\$ NA	Caballero		

FM Stations

Station	Freq	Power	Format	Network	Rate	Advertiser	Agency	Comments
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, pend.	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic AOR		\$ 23.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic Contemp.		\$ < 20.00	---	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$ 56.00	Christal	Citadel	
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		\$ < 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: KPEK-F reclassified from Progressive AOR to Modern AC (AC-NR) based on audience analysis, M Street database classification and station self-description ... 3/98 KBFG-F (95.5; Santa Fe) changed from Country to Black Oldies as "La Mega" ... 4/98 KBFG-F changed calls to KMGG-F ... 4/98 KKSS-F sold by Sunburst to Trumper for \$6,066,000

Jim Duncan

Comments: Overall listening is down slightly ... KHFM-F posted its highest share in many years ... KPEK-F continues to grow ... KKSS-F, hurt by KYLZ-F, turned in its lowest share since 1986

# ALLENTOWN-BETHLEHEM

**Arbltron Rank:** 66 **Pop (12+):** 601,100  
**MSA Rank:** 86  
**MSA Pop:** 614,000  
**DMA:** Philadelphia DMA (#4)  
**Average Persons Rating:** 16.9  
**Market TSL in Hours:** 22.50

**Stations:** 45 / 14  
**Diaries:** 1,765/341:1/57.0%  
**Sample Target:** 1,790  
**% Below Line:** 24.0  
**% Not Listed:** 10.7  
**Pop per Station:** 42,936

**Last Year's Revenue:** \$22,900,000  
**Household Income:** \$47,556  
**Total Retail Sales:** \$6.1 Bil.  
**#1 Biller:** WLEV-F \$5,400,000  
**#1 Billing Portfolio:**  
 Capstar \$11,700,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level
1 WAEB-F	CHR	119 / 11.7	13.1	13.4	13.6	12.6	13.0	1671 / 27.8	30.0	29.6	G WAEB-F
2 WZZO-F	AOR	100 / 9.9	8.7	9.0	8.2	7.0	8.9	1248 / 20.8	20.3	16.2	F WZZO-F
3 WLEV-F	AC	95 / 9.4	8.8	8.6	7.0	8.5	8.4	1195 / 19.9	17.4	16.9	F WLEV-F
	WODE-F	95 / 9.4	9.3	11.3	10.0	10.3	10.0	1469 / 24.4	24.1	23.4	F WODE-F
5 WCTO-F	C	92 / 9.1	11.4	8.9	8.9	8.1	9.6	1045 / 17.4	19.4	19.2	D WCTO-F
6 WAEB	T	48 / 4.7	4.7	3.9	4.0	5.3	4.3	721 / 12.0	11.8	12.3	C WAEB
7 WKAP	ST	41 / 4.0	4.4	3.8	5.2	3.7	4.4	402 / 6.7	6.3	6.7	A WKAP
8 WYSP-F	T/CL AOR	33 / 3.3	2.5	2.7	1.7	1.7	2.5	572 / 9.5	8.4	7.2	WYSP-F
9 WEST	ST	21 / 2.1	2.3	1.4	1.9	1.7	1.9	246 / 4.1	3.6	3.1	A WEST
10 WIOQ-F	CHR	17 / 1.7	1.3	1.6	1.8	1.2	1.6	411 / 6.8	6.5	5.6	WIOQ-F

12+ FM Share (Metro): 79.89% ( 723 of 905 ) ( Winter 97: 78.34% )

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

Consolidation Report	12+	25-54	Revenue
Capstar WAEB-AM, WAEB-FM, WZZO-FM	26.3 %	29.7 %	51.1 %
Citadel WCTO-FM, WLEV-FM	18.5 %	20.5 %	27.9 %
	44.8 %	50.2 %	79.0 %



# ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
WEEX	C/O	1230	Easton	0.6	1.5	KYW	N	1060	Philadelphia	0.7	4.5
WGPA	VA	1100	Bethlehem	1.0	1.7	WABC	T	770	New York	0.7	2.1
WLSH	ST	1410	Lansford	0.4	0.9	WBEB-F	AC	101.1	Philadelphia	0.4	1.5
WRNJ	AC	1510	Hackettstown	0.7	1.4	WBYN-F	REL	107.5	Boyerstown	1.2	2.7
WRNJ-F	C	107.1	Belvidere, NJ	1.4	4.0	WDHA-F	AOR	105.5	Dover, NJ	0.4	0.6
WYNS	C	1160	Lehighton	1.1	2.3	WFAN	SPRTS	660	New York	0.7	1.9
						WHCY-F	C	106.3	Blairstown, NJ	0.6	1.6
						WIP	SPRTS	610	Philadelphia	0.5	1.7
						WJJZ-F	J	106.1	Philadelphia	0.8	2.6
						WKRZ-F	CHR	98.5	Wilkes Barre	0.6	2.6
						WKXW-F	T	101.5	Trenton, NJ	0.8	2.7
						WMGK-F	CL HITS	102.9	Philadelphia	1.6	5.9
						WMMR-F	AOR	93.3	Philadelphia	0.4	2.5
						WNEW-F	CL AOR	102.7	New York	0.5	1.0
						WNNJ-F	AC	103.7	Newton, NJ	0.5	1.4
						WUGL-F	O	98.1	Philadelphia	0.5	1.8
						WOR	T	710	New York	0.8	1.4
						WPLJ-F	CHR-NR	95.5	New York	0.6	1.8
						WPLY-F	CHR-NR	100.3	Media, PA	0.6	2.6
						WPST-F	CHR	97.5	Trenton, NJ	0.6	4.1
						WRFY-F	CHR	102.5	Reading	0.6	3.4
						WSBG-F	CHR	93.5	Stroudsburg	0.9	2.5
						WUSL-F	B	98.9	Philadelphia	1.0	4.6
						WWDB-F	T	96.5	Philadelphia	0.7	3.0
						WXRK-F	T/NR	92.3	New York	0.8	1.8
						WXTU-F	C	92.5	Philadelphia	0.4	2.0
						WYXR-F	AC/CHR	104.5	Philadelphia	0.8	3.7
						WZMT-F	AOR	97.9	Hazleton	0.5	1.7

## 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	\$<20.00	Katz	Capstar	

## FM Stations

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

Notes: Other ranked stations – See Philadelphia . . . 4/98 WEEX (1230) changed form Classic Country to Talk . . . 4/98 WRNJ-F (107.1) sold to Big City Radio (price NA) (Stevens)

Jim Duncan

Comments: The market still has not settled down from the WCTO/WLEV changes

# ATLANTA

Arbitron Rank: 12 Pop (12+): 3,012,000	Stations: 23 / 22	Last Year's Revenue: \$222,000,000
MSA Rank: 9	Diaries: 3,834/786:1/49.7%	Household Income: \$49,305
MSA Pop: 3,650,000	Sample Target: 3,740	Total Retail Sales: \$37.6 Bil.
DMA: 10	% Below Line: 0.4	#1 Biller: WSB \$25,400,000
Average Persons Rating: 16.2	% Not Listed: 11.4	#1 Billing Portfolio: Cox \$48,000,000
Market TSL In Hours: 21.25	Pop per Station: 136,909	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WSB	534 / 11.0	9.3	8.9	8.3	9.0	9.4	7587 / 25.2	23.0	21.7	K	WSB
2	WVEE-F	422 / 8.7	9.7	9.7	10.7	9.8	9.7	5873 / 19.5	19.8	19.5	K	WVEE-F
3	WSTR-F	407 / 8.3	8.1	7.0	7.3	5.9	7.7	6729 / 22.3	20.8	18.4	J	WSTR-F
4	WKHX-F	320 / 6.6	7.3	6.1	6.7	8.3	6.7	5140 / 17.1	16.0	17.3	J	WKHX-F
5	WNNX-F	287 / 5.9	5.5	5.1	4.8	5.0	5.3	4508 / 15.0	15.2	13.6	I	WNNX-F
6	WSB-F	280 / 5.7	5.7	5.5	5.1	4.3	5.5	4875 / 16.2	17.0	14.9	J	WSB-F
7	WALR-AF	275 / 5.6	6.2	6.2	5.9	6.2	6.0	3978 / 13.2	13.1	13.1	I	WALR-AF
8	WPCH-F	271 / 5.6	5.1	5.9	4.9	5.6	5.4	4461 / 14.8	14.4	16.1	J	WPCH-F
9	WHTA-F	231 / 4.7	5.0	5.1	5.2	4.9	5.0	3614 / 12.0	12.3	12.5	G	WHTA-F
10	WKLS-F	185 / 3.8	4.5	4.7	4.8	4.5	4.4	3894 / 12.9	12.5	13.0	I	WKLS-F
11	WFOXF-F	176 / 3.6	4.2	4.0	4.3	4.2	4.0	4127 / 13.7	14.4	13.8	I	WFOXF-F
12	WZGC-F	172 / 3.5	3.9	4.0	4.3	4.2	3.9	3305 / 11.0	12.1	13.9	I	WZGC-F
13	WYAY-F	139 / 2.9	3.4	4.0	3.6	3.4	3.5	2771 / 9.2	8.9	9.8	G	WYAY-F
14	WJZF-F	115 / 2.4	2.6	3.2	2.8	2.3	2.8	2339 / 7.8	8.1	8.4	G	WJZF-F
15	WGST-F	108 / 2.2	1.6	1.8	2.5	2.9	2.0	1882 / 6.2	4.7	6.8	-	WGST-F
	WAMJ-F	108 / 2.2						1612 / 5.4				WAMJ-F
17	WAOK	102 / 2.1	2.1	2.0	2.3	1.5	2.1	1245 / 4.1	4.2	3.7	D	WAOK
18	WGST	92 / 1.9	1.5	1.3	1.9	1.9	1.6	1921 / 6.4	5.5	6.0	I	WGST

12+ FM Share (Metro): 81.26% (3512 of 4322) (Winter 97: 82.96%)

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 WSTR-F <	1 WSTR-F	1 WSB <	1 WSB >>	1 WSB >	1 WSB >	1 WSB >	1 WVEE-F	1 WVEE-F
2 WSTR-F	2 WSTR-F <	2 WVEE-F	2 WSB <	2 WSTR-F	2 WPCH-F <	2 WVEE-F <	2 WSTR-F <	2 WSTR-F	2 WSTR-F	2 WSTR-F <
3 WHTA-F >	3 WNNX-F	3 WNNX-F <	3 WVEE-F <	3 WALR-AF <	3 WKHX-F <	3 WSTR-F	3 WSB-F <	3 WVEE-F	3 WHTA-F	3 WKHX-F
	4 WHTA-F >	4 WSB <	4 WALR-AF <	4 WVEE-F <	4 WALR-AF	4 WKHX-F	4 WPCH-F	4 WSB-F <	4 WALR-AF	4 WALR-AF
	5 WSB-F <	5 WSB-F <	5 WSB-F <	5 WSB-F <	5 WSB-F <	WALR-AF <	5 WVEE-F <	5 WKHX-F <	5 WNNX-F	5 WHTA-F
	6 WKLS-F <	6 WALR-AF <	6 WKHX-F <	6 WKHX-F <	6 WFOXF-F	6 WNNX-F	6 WKHX-F	6 WNNX-F <	6 WKHX-F <	WSB
	7 WKHX-F	7 WKHX-F	7 WNNX-F	7 WPCH-F	7 WSTR-F	7 WPCH-F	7 WNNX-F	7 WPCH-F	7 WSB-F	7 WNNX-F <
		8 WPCH-F <	8 WPCH-F <	8 WNNX-F		8 WSB-F	8 WALR-AF	WHTA-F		8 WPCH-F <
		9 WHTA-F <	9 WZGC-F	9 WZGC-F				9 WALR-AF <		9 WSB-F <

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

Other Rated Stations		Metro	Cume	Share	Rating
WCNN	N/T	680	N. Atlanta	0.5	3.4
WPLO	SP-C	610	Lawrenceville	0.3	0.6
WQXI	SPRTS	790	Atlanta	0.8	2.4

Other Rated Stations--Outside Market		Metro	Cume	Share	Rating
WTSN-F	C	107.1	Rockmart	0.4	1.6

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b> WDWD-AM, WKHX-FM, WYAY-FM	18.9 %	20.2 %	11.3 %
<b>CBS</b> WAOK-AM, WVEE-FM, WZGC-FM	14.3 %	13.4 %	17.6 %
<b>Cox</b> WJZF-FM, WSB-AM, WSB-FM	19.1 %	18.6 %	21.6 %
<b>Jacor, pend.</b> WGST-AM, WGST-FM, WKLS-FM, WPCH-FM	13.5 %	14.5 %	19.9 %
<b>Midwestern (LMA to Cox)</b> WALR-AM, WCNN-AM	6.1 %	7.4 %	4.9 %
	<b>71.9 %</b>	<b>74.1 %</b>	<b>75.3 %</b>

**AM Stations**

Station	Power	Time	Format	Revenue	Advertiser	Agency
WALR	1340	1 kw	See WALR-F			
WAOK	1380	5 kw (DA-N)	Black Gospel	ABC \$53.00	CBS	CBS
WCNN	680	50 kw/10 kw (DA-2)	News/Talk	CNN \$51.00	Christal	Midwestern
WGST	640	50 kw/1 kw (DA-2)	Talk/News	ABC, CBS, AP \$175.00	Eastman	Jacor
WQXI	790	28 kw/1 kw (DA-N)	Sports	Westwd, SBUSA \$ NA	CBS	Jefferson-Pilot
WSB	750	50 kw	Full Service/Talk	AP, CNN \$240.00	Christal	Cox

**FM Stations**

Station	Power	Time	Format	Revenue	Advertiser	Agency	City
WALR	104.7	100 kw @ 983	Black AC	\$165.00	Christal	Midwestern	Athens
WAMJ	107.5	6 kw @ 298	Black Oldies	\$ NA	Allied	Radio One	Roswell
WFOX	97.1	100 kw @ 1570	Oldies	Westwd \$200.00	Century	Chancellor	Gainesville
WGST	105.7	50 kw @ 492	See WGST-AM		Katz	Jacor, pend.	Canton
WHTA	97.5	6.6 kw @ 636	Black	\$110.00	Allied	Radio One	Fayetteville
WJZF	104.1	60 kw @ 1218	Jazz	\$125.00	Christal	Cox	La Grange
WKHX	101.5	100 kw @ 984	Country	\$310.00	Katz	ABC/Disney	
WKLS	96.1	100 kw @ 984	AOR	Source \$220.00	Eastman	Jacor	
WNNX	99.7	100 kw @ 1032	AOR-New Rock	\$210.00	Allied	Susquehanna	
WPCH	94.9	100 kw @ 984	Soft AC	CBS \$274.00	Eastman	Jacor	
WSB	98.5	100 kw @ 1022	AC	\$250.00	Christal	Cox	
WSTR	94.1	100 kw @ 1022	CHR	\$220.00	CBS	Jefferson-Pilot	Smyrna
WVEE	103.3	100 kw @ 1022	Black	\$355.00	CBS	CBS	
WYAY	106.7	99 kw @ 1401	Country	ABC \$145.00	Katz	ABC/Disney	Gainesville
WZGC	92.9	100 kw @ 914	Classic AOR	Westwd \$185.00	CBS	CBS	

Notes: \* WGST-F revenue included with WGST . . . 2/98 WATB (1420; Decatur) sold to Freedom Network for \$525,000 (Sailors) . . . 3/98 WERD (1160; East Point) returned to the air as Classic Country . . . 4/98 WVNF (1400; Alpharetta) sold to Genesis (WNIV 970) for \$275,000 . . . 4/98 WALR changed from simulcasting WALR-F to Black Gospel as "Glory 1340"; WFOM (1230; Marietta) changed from News to simulcasting WALR (AM)

Jim Duncan

Comments: Listening levels are fairly steady . . . WAMJ-F (Black Oldies) debuted with a 2.2 share – Radio One continues to display excellent programming expertise . . . WVEE-F dropped to its lowest share in more than three years . . .WSTR-F has its highest share in more than three years . . . WSB is at its highest share in many years

# AUSTIN

Arbltron Rank: 50 Pop (12+): 876,700	Stations: 26 / 22	Last Year's Revenue: \$52,700,000
MSA Rank: 54	Diaries: 2,054/427:1/50.0%	Household Income: \$42,531
MSA Pop: 1,070,000	Sample Target: 2,030	Total Retail Sales: \$11.6 Bil.
DMA: 64	% Below Line: 1.6	#1 Biller: KASE-F \$10,000,000
Average Persons Rating: 15.9	% Not Listed: 19.2	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 39,850	LBJ/Sinclair Commun. \$15,700,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Wln 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Wln 97	Revenue Level		
1	KASE-F	C	143 / 10.3	9.9	10.2	11.1	12.2	10.4	1839 / 21.0	20.7	22.5	I	KASE-F
2	KHFI-F	CHR	131 / 9.4	9.9	9.8	8.8	9.5	9.5	2268 / 25.9	25.9	25.3	G	KHFI-F
3	KAMX-F	AC-NR	96 / 6.9	5.2	5.2	4.8	3.8	5.5	1638 / 18.7	17.8	16.1	D	KAMX-F
4	KKMJ-F	SAC	91 / 6.5	6.4	6.3	6.2	8.5	6.4	1566 / 17.9	15.5	19.1	G	KKMJ-F
5	KVET-F	C	86 / 6.2	7.2	5.8	5.7	5.7	6.2	1393 / 15.9	15.7	14.3	E	KVET-F
6	KLBJ-F	AOR	77 / 5.5	6.7	6.4	6.2	5.1	6.2	1388 / 15.8	17.9	15.4	G	KLBJ-F
7	KLBJ	N/T	64 / 4.6	4.9	4.6	4.7	4.8	4.7	1174 / 13.4	14.3	12.5	F	KLBJ
8	KEYI-F	O	62 / 4.4	4.2	4.5	5.3	4.4	4.6	1197 / 13.6	13.4	15.1	E	KEYI-F
9	KROX-F	AOR-NR	60 / 4.3	4.2	4.6	3.4	4.2	4.1	1360 / 15.5	15.6	12.0	C	KROX-F
10	KPEZ-F	CL AOR	56 / 4.0	3.9	5.1	5.3	5.0	4.6	1249 / 14.2	15.4	14.9	E	KPEZ-F
11	KAJZ-F	J	44 / 3.2	2.6	2.5	2.4	2.5	2.7	680 / 7.8	7.9	7.2	C	KAJZ-F
	KGSR-F	AOR-P	44 / 3.2	3.6	2.9	3.9	3.8	3.4	875 / 10.0	10.7	9.9	D	KGSR-F
13	KJFK-F	T	29 / 2.1	1.7	1.9	1.3	1.1	1.7	424 / 4.8	4.8	4.3	C	KJFK-F
14	KAHK-F	CL HITS	24 / 1.7		0.2	0.1	0.5		604 / 6.9		2.6		KAHK-F
15	KJCE	B/AC	21 / 1.5	1.7	1.6	2.0	1.5	1.7	266 / 3.0	3.3	3.1	A	KJCE
	KVET	T	21 / 1.5	1.8	1.4	2.2	2.1	1.7	586 / 6.7	7.3	6.8	C	KVET
17	KKLB-F	SP-C	15 / 1.1	0.9	1.8	1.6	1.8	1.3	324 / 3.7	3.6	4.5		KKLB-F

12+ FM Share (Metro): 87.38%      (983 of 1125)      (Winter 97: 84.57%)

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

Wom 18-24	Wom 18-34	Wom 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 KHFI-F >	1 KHFI-F <	1 KAMX-F	1 KASE-F <	1 KASE-F	1 KHFI-F	1 KHFI-F <	1 KROX-F	1 KLBJ-F	1 KLBJ-F	1 KHFI-F <
2 KAMX-F	2 KAMX-F	2 KASE-F <	2 KHFI-F	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	KHFI-F	2 KPEZ-F	2 KVET-F	2 KASE-F >
3 KASE-F >>	3 KASE-F >	3 KHFI-F	3 KAMX-F	3 KHFI-F	KASE-F	3 KPEZ-F <	KLBJ-F <	3 KHFI-F <	3 KPEZ-F	3 KEYI-F
4 KROX-F	4 KKMJ-F	4 KKMJ-F >	4 KKMJ-F >	4 KAMX-F	4 KPEZ-F	4 KAMX-F	4 KAMX-F <	4 KASE-F <	KASE-F <	
	5 KLBJ-F >	5 KLBJ-F	5 KLBJ-F	5 KEYI-F <	5 KAMX-F	KROX-F	5 KPEZ-F >	5 KAMX-F <	5 KAMX-F <	
	6 KROX-F >	6 KROX-F	6 KGSR-F <	6 KLBJ	KROX-F >	6 KASE-F >	6 KASE-F	6 KVET-F	6 KHFI-F	
		7 KEYI-F	7 KEYI-F	7 KVET-F	7 KVET-F	7 KJFK-F	7 KJFK-F	7 KROX-F	7 KKMJ-F <	
			KLBJ	KGSR-F	KKMJ-F >	8 KVET-F	8 KVET-F	8 KKMJ-F <	8 KEYI-F <	

Other Rated Stations		Metro	Cume	Share	Rating
KELG	SP-C	1440	Elgin	0.6	2.0
KFON	SPRTS	1490	Austin	0.4	1.4
KIKY-F	SP-C	92.1	Hutto	0.6	1.4
KIXL	REL	970	Del Valle	0.8	2.5
KTXZ	SP-C	1560	W. Lake Hills	0.4	1.0

Other Rated Stations—Outside Market		Metro	Cume	Share	Rating
KROM-F	SP	92.9	San Antonio	0.4	1.0
KTFM-F	CHRU	102.7	San Antonio	0.4	1.1
KXTN-F	SP-TJ	107.5	San Antonio	0.4	1.5
WOAI	N/T	1200	San Antonio	0.4	2.2

# AUSTIN

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> KASE-FM, KVET-AM, KVET-FM	18.0 %	17.5 %	27.1 %
<b>CBS</b> KAMX-FM, KJCE-AM, KKMJ-FM	14.9 %	15.8 %	15.7 %
<b>Clear Channel</b> KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM	18.2 %	17.8 %	24.3 %
<b>LBJ-S</b> KAJZ-FM, KGSR-FM, KLBJ-AM, KLBJ-FM, KROX-FM	20.8 %	22.9 %	29.8 %
<b>Local</b> KELG-AM, KKLB-FM, KTXZ-AM	2.1 %	1.6 %	0.9 %
	<b>74.0 %</b>	<b>75.6 %</b>	<b>97.8 %</b>

## AM Stations

Station	Power	Time	Format	Company	Revenue	Advertiser	Agency	Market
KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC	<20.00	Allied	CBS	Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$78.00	Eastman	LBJ-S	
KVET	1300	5 kw/1 kw (DA-2)	Talk	ABC, CBS	\$20.00	Katz	Capstar	

## FM Stations

Station	Power	Time	Format	Company	Revenue	Advertiser	Agency	Market
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	100 kw @ 1302	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	Clr 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	Clr 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	Allied	CBS		
KLBJ	93.7	97 kw @ 1050	AOR	\$95.00	Banner	LBJ-S		
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Clr Chnl	Clear Channel		
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:

Jim Duncan

Comments: Listening levels have risen slightly . . . KAMX-F has a record-high book . . . KAHK-F becomes a viable Austin station with a 1.7 debut

# BAKERSFIELD

Arbitron Rank: 84 Pop (12+): 432,300	Stations: 34 / 29	Last Year's Revenue: \$16,900,000
MSA Rank: 82	Diaries: 1,437/301:1/53.4%	Household Income: \$35,053
MSA Pop: 646,000	Sample Target: 1,420	Total Retail Sales: \$3.8 Bil.
DMA: 132	% Below Line: 3.6	#1 Biller: KUZZ-AF \$3,700,000
Average Persons Rating: 16	% Not Listed: 12.3	#1 Billing Portfolio: Mondosphere \$4,160,000
Market TSL In Hours: 21.50	Pop per Station: 14,907	

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									E	Level
1	KUZZ-AF	C	89 / 12.9	10.6	12.9	14.5	12.7	12.7	1015 / 23.5	23.2	25.2	E	KUZZ-AF
2	KISV-F	CHR	68 / 8.8	8.8	5.5	4.3	3.7	7.1	923 / 21.3	20.0	12.0	B	KISV-F
3	KRAB-F	AOR	39 / 5.6	5.0	7.5	8.0	6.2	6.5	653 / 15.1	15.8	17.8	C	KRAB-F
4	KERN	N/T	37 / 5.3	6.1	6.6	5.1	5.7	5.8	494 / 11.4	12.2	12.9	D	KERN
5	KGFM-F	SAC	35 / 5.1	4.5	5.2	5.3	5.4	5.0	535 / 12.4	11.5	12.8	C	KGFM-F
6	KKBB-F	CL AOR	32 / 4.6	4.1	2.3	4.0	3.8	3.8	435 / 10.1	9.8	8.9	B	KKBB-F
	KKXX-F	CHR	32 / 4.6	4.9	9.2	9.7	10.7	7.1	838 / 18.4	19.3	24.6	C	KKXX-F
8	KLLY-F	AC	25 / 3.6	3.1	5.2	3.6	2.6	3.9	516 / 11.8	9.4	8.2	B	KLLY-F
9	KSUV-F	SP-R	23 / 3.3	3.8	2.1	3.4	4.1	3.2	314 / 7.3	6.1	7.8	B	KSUV-F
10	KSMJ-F	J	22 / 3.2	3.9	2.4	4.3	5.4	3.4	275 / 6.4	7.8	8.9	B	KSMJ-F
11	KAFY	SP-C	21 / 3.0	1.4	2.0	1.6	0.6	2.0	191 / 4.4	1.4	1.0		KAFY
12	KIWI-F	SP-C	20 / 2.9	4.1	4.4	2.7	4.1	3.5	292 / 6.8	7.0	6.2	C	KIWI-F
13	KKDJ-F	O	14 / 2.0	1.8	0.8	0.4		1.2	314 / 7.3	6.0			KKDJ-F
	KWAC	SP	14 / 2.0	2.2	1.5	1.6	1.5	1.8	165 / 3.8	4.1	3.1		KWAC
	KMYX-F	SP	14 / 2.0	1.0	1.2	1.0	1.0	1.3	176 / 4.1	2.7	2.8		KMYX-F
16	KGEO	T	13 / 1.9	1.7	0.9	1.4	1.3	1.5	196 / 4.6	4.9	3.6		KGEO
	KNZR	N/T	12 / 1.7	1.4	2.1	2.3	1.6	1.9	229 / 5.3	4.7	5.2	A	KNZR
	KCOO-F	O	12 / 1.7	2.4	1.4	3.1	2.6	2.2	234 / 5.4	6.5	4.3		KCOO-F
19	KBID	ST	11 / 1.6	1.5	0.9	0.6	0.7	1.2	133 / 3.1	3.1	2.6		KBID

12+ FM Share (Metro): 76.48% ( 465 of 608 ) ( Winter 97: 80.86% )

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

# BAKERSFIELD

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
<b>American General</b> KBID-AM, KCOO-FM, KERN-AM, KISV-FM	18.4 %	14.2 %	18.3 %	KCHJ SP-C 1010 Delano	0.9	2.5
<b>Buck Owens</b> KCWR-FM, KUZZ-AF	14.2 %	13.5 %	23.1 %	KCNQ-F C 102.5 Kernville	1.4	3.1
<b>Buckley</b> KKBB-FM, KLLY-FM, KNZR-AM	9.9 %	11.4 %	11.3 %	KCWR-F C 107.1 Bakersfield	1.3	4.8
<b>Local</b> KCHJ-AM, KIWI-FM, KWAC-AM	5.8 %	6.7 %	8.8 %	KERI REL 1180 Wasco	0.4	1.6
<b>Mondosphere</b> KKDJ-FM, KKXX-FM, KRAB-FM, KSMJ-FM	15.4 %	15.5 %	24.6 %	KHIS REL 800 Bakersfield	0.4	1.3
<b>Z-Spanish</b> KRME-FM, KSUV-AM, KSUV-FM	4.6 %	5.8 %	4.4 %	KQAB T 1140 Lake Isabella	0.4	0.8
	<b>68.3 %</b>	<b>67.1 %</b>	<b>90.5 %</b>	KRME-F SP-C 97.7 Shafter	1.3	3.5
				KTRJ CL 1050 Frazier Park	0.4	1.1
				KVLI-F ST 104.5 Lake Isabella	0.6	2.1
					<b>Metro Share</b>	<b>Cume Rating</b>
				<b>Other Rated Stations--Outside Market</b>		
				KBOS-F CHR 94.9 Tulare	1.0	4.5
				KFI T 640 Los Angeles	0.7	2.1
				KLOS-F AOR 95.5 Los Angeles	0.4	0.7
				KSOF-F SAC 98.9 Dinuba	0.6	1.1
				KTPI-F C 103.1 Tehachapi	0.9	1.7

## AM Stations

KAFY	970	1 kw/5 kw (DA-2)	Hispanic		\$ NA	—	
KBID	1350	1 kw/0.033 kw	Standards	CNN, Westwd	\$ NA	K&P	
KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Christal	American General
KGEO	1230	1 kw	Talk	Westwd	\$<20.00	Christal	KGFM-F
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

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	Christal	KGEO	
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Christal	American General	
KIWI	92.1	6 kw @ 164	Hispanic Contemp.		\$29.00	Lotus	KWAC/KCHJ	
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley	
KKDJ	98.5	50 kw @ 499	Oldies		\$ NA	Mc-Guild	Mondosphere	Delano
KKXX	105.3	35.4 kw @ 584	CHR	ABC, Westwd	\$35.00	Mc-Guild	Mondosphere	Delano
KLLY	95.3	12.5 kw @ 463	AC	AP	\$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:

Jim Duncan

Comments: Listening levels are steady . . . KUZZ recovered from its weak Fall book . . . KISV-F has had four strong books in a row and is at its highest share level ever, the exact opposite is true of KKXX-F

# BALTIMORE

Arbitron Rank: 19 Pop (12+): 2,068,700	Stations: 37 / 19	Last Year's Revenue: \$90,300,000
MSA Rank: 18	Diarles: 3,328/622:1/54.7%	Household Income: \$49,709
MSA Pop: 2,500,000	Sample Target: 3,270	Total Retail Sales: \$22.3 Bil.
DMA: 23	% Below Line: 15.2	#1 Biller: WQSR-F \$12,400,000
Average Persons Rating: 17.1	% Not Listed: 13.9	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 108,879	Trust for ARS Stations \$30,910,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									97	97
1 WERQ-F	B/CHR	347 / 9.8	9.8	9.2	10.0	8.0	9.7	3879 / 18.8	17.5	19.0	H	WERQ-F	
2 WBAL	N/T	239 / 6.8	7.0	9.4	7.5	8.5	7.7	3298 / 15.9	18.7	19.0	H	WBAL	
3 WPOC-F	C	236 / 6.7	6.4	6.4	6.4	7.6	6.5	3298 / 15.9	13.3	16.6	H	WPOC-F	
4 WLIF-F	SAC	205 / 5.8	4.5	5.3	4.7	5.6	5.1	2794 / 13.5	13.0	13.8	H	WLIF-F	
5 WQSR-F	O	196 / 5.5	7.2	6.8	6.2	6.0	6.4	3033 / 14.7	16.1	15.3	I	WQSR-F	
6 WWMX-F	AC	191 / 5.4	5.0	5.5	5.9	6.6	5.5	3325 / 16.1	16.5	18.6	I	WWMX-F	
7 WXYV-F	CHR	171 / 4.8	4.1	3.8	3.3	3.5	4.0	3138 / 15.2	14.3	12.6	F	WXYV-F	
8 WWIN-F	B/AC	145 / 4.1	3.4	3.6	3.8	3.6	3.7	1994 / 8.6	8.5	9.0	E	WWIN-F	
9 WIYY-F	AOR	137 / 3.8	4.3	3.9	4.1	4.0	4.0	2445 / 11.8	12.1	13.8	G	WIYY-F	
10 WCAO	B/G	115 / 3.3	4.2	2.2	2.7	2.5	3.1	1194 / 5.8	7.0	5.2	C	WCAO	
11 WOCT-F	CL HITS	104 / 2.9	2.8	3.4	3.7	2.6	3.2	2126 / 10.3	10.9	10.9	G	WOCT-F	
12 WHFS-F	AOR-NR	84 / 2.4	2.7	3.7	3.8	3.3	3.1	2158 / 10.4	11.9	12.9	D	WHFS-F	
13 WRBS-F	REL	79 / 2.2	1.9	1.5	1.6	1.9	1.8	1158 / 5.6	5.2	4.7	D	WRBS-F	
14 WCBM	T	73 / 2.1	2.3	2.1	2.5	2.5	2.3	1109 / 5.4	6.0	6.5	D	WCBM	
15 WHUR-F	B	69 / 2.0	1.4	1.6	1.2	1.4	1.5	1130 / 5.5	4.1	4.8	D	WHUR-F	
16 WPGC-F	B/CHR	61 / 1.7	1.6	1.4	1.6	1.6	1.6	1743 / 8.4	7.6	7.5	D	WPGC-F	
17 WJFK	T/J	60 / 1.7	1.8	1.6	1.8	1.6	1.7	1014 / 4.9	4.9	4.3	B	WJFK	
18 WWLG	ST	45 / 1.3	1.2	1.0	0.8	0.6	1.1	464 / 2.2	2.9	2.0	B	WWLG	
19 WGRX-F	C	43 / 1.2	1.2	1.5	1.0	1.3	1.2	851 / 4.1	4.2	4.7	C	WGRX-F	
20 WOLB	B/T	42 / 1.2	0.9	1.0	1.0	0.6	1.0	386 / 1.9	1.3	1.7	C	WOLB	
21 WWIN	B/G	41 / 1.2	1.0	0.7	0.7	0.9	0.9	563 / 2.7	2.5	2.4	C	WWIN	
22 WRNR-F	AOR-P	40 / 1.1	0.8	0.6	0.8	0.7	0.8	486 / 2.3	2.3	2.1	C	WRNR-F	

12+ FM Share (Metro): 78.42% ( 2387 of 3044 ) ( Winter 97: 76.08% )

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 WERQ-F <	1 WLIF-F	1 WERQ-F >	1 WERQ-F >	1 WERQ-F >
2 WXYV-F >>	2 WWMX-F	2 WWMX-F	2 WWMX-F	2 WPOC-F <	2 WQSR-F	2 WBAL	2 WBAL <	2 WPOC-F <	2 WXYV-F >	2 WPOC-F
	3 WXYV-F <	3 WPOC-F <	3 WPOC-F <	3 WWMX-F	WPOC-F <	3 WPOC-F <	3 WERQ-F <	3 WBAL <	3 WWIN-F	3 WXYV-F <
	4 WIYY-F	4 WIYY-F	4 WLIF-F	WQSR-F <	4 WLIF-F >	4 WQSR-F	4 WPOC-F <	4 WLIF-F <	4 WPOC-F <	4 WQSR-F <
	5 WPOC-F	WXYV-F <	5 WQSR-F	5 WLIF-F	5 WWIN-F	5 WWMX-F	5 WWMX-F	5 WWMX-F <	5 WIYY-F <	5 WWIN-F
	6 WHFS-F	6 WLIF-F	WWIN-F	6 WWIN-F	6 WCAO <	6 WLIF-F	6 WQSR-F	6 WXYV-F	6 WHFS-F <	6 WBAL
		7 WQSR-F <	7 WOCT-F <	7 WBAL <	7 WERQ-F <	7 WIYY-F	7 WWIN-F <	7 WQSR-F	7 WQSR-F	7 WCAO
		8 WWIN-F	8 WIYY-F <	8 WOCT-F <		8 WXYV-F	8 WIYY-F <	8 WIYY-F <	WLIF-F <	8 WLIF-F
			9 WBAL	9 WIYY-F >			9 WXYV-F	9 WWIN-F <	8 WWMX-F <	WWMX-F

Wom 18-24	Wom 18-34	Wom 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 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WERQ-F <	1 WERQ-F >
2 WXYV-F >	2 WWMX-F	2 WWMX-F >	2 WWMX-F	2 WLIF-F <	2 WIYY-F >	2 WIYY-F >	2 WIYY-F >	2 WIYY-F >	2 WPOC-F <	2 WBAL
3 WWMX-F >	3 WXYV-F >	3 WPOC-F <	3 WLIF-F <	3 WWMX-F	3 WXYV-F	3 WWMX-F	3 WWMX-F	3 WOCT-F <	3 WQSR-F <	3 WPOC-F <
4 WPOC-F	4 WPOC-F	4 WLIF-F	4 WXYV-F <	4 WPOC-F <	4 WHFS-F >	WHFS-F	4 WJFK	4 WWMX-F <	4 WIYY-F	4 WWIN-F
	5 WLIF-F >	5 WXYV-F	5 WPOC-F <	5 WQSR-F	5 WWMX-F	5 WXYV-F	5 WHFS-F	5 WBAL <	WBAL	
		6 WWIN-F >	6 WWIN-F	WWIN-F >	6 WPGC-F >	6 WJFK <	6 WPOC-F	6 WPOC-F <	6 WOCT-F <	
			7 WQSR-F	7 WXYV-F		7 WPGC-F <	7 WWIN-F	7 WQSR-F	7 WWMX-F	
				8 WHUR-F			WPGC-F <	8 WHFS-F	8 WLIF-F	
									WWIN-F <	



# BALTIMORE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market			Metro Share	Cume Rating	
<b>CBS</b>	9.8 %	7.9 %	18.8 %	WARW-F	CL AOR	94.7	Belhesda, MD	0.5	1.7
WCAO-AM, WJFK-AM, WXYV-FM				WASH-F	AC	97.1	Washington	0.9	3.2
<b>In Trust</b>	13.8 %	18.0 %	34.2 %	WBIG-F	O	100.3	Washington	0.6	3.0
WBGR-AM, WBMD-AM, WOCT-FM, WQSR-FM, WWMX-FM				WGAY-F	SAC	99.5	Washington	0.8	2.5
<b>Radio One</b>	16.3 %	16.0 %	15.4 %	WJFK-F	T/J	106.7	Manassas, VA	0.5	1.2
WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM				WKYS-F	B	93.9	Washington	0.9	5.0
	39.9 %	41.9 %	68.4 %	WMAL	FS/T	630	Washington	0.4	1.5
				WMZQ-F	C	98.7	Washington	0.8	2.9
				WRQX-F	AC/CHR	107.3	Washington	1.0	4.4
				WTOP	N	1500	Washington	0.8	4.4
				WWDC-F	AOR	101.1	Washington	0.7	4.7
				WWMD-F	EZ	104.7	Hagerstown	0.5	1.4
				WWZZ-F	CHR	104.1	Waldorf, MD	0.6	3.4

## AM Stations

WBAL	1090	50 kw (DA-N)	News/Talk	ABC	\$170.00	D&R	Hearst
WCAO	600	5 kw (DA-1)	Black Gospel	Westwd	\$40.00	Mc-Guild	CBS
WCBM	680	10 kw/5 kw (DA-2)	Talk	CBS, Westwd	\$50.00	Katz	
WJFK	1300	5 kw (DA-2)	Talk/Jazz	Source, Westwd	\$ NA	Infinity	CBS
WOLB	1010	1 kw/0.027 kw	Black Talk	ABC		Allied	Radio One
WWIN	1400	1 kw	Black Gospel		\$28.00	Allied	Radio One
WWLG	1360	5 kw/1.5 kw (DA-2)	Standards	ABC	\$ NA	--	

## FM Stations

WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$125.00	Allied	Radio One	
WGRX	100.7	15.8 kw @ 861	Country	ABC	\$44.00	Allied	Shamrock	Westminster
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$115.00	D&R	Hearst	
WLIF	101.9	13.5 kw @ 960	Soft AC	Westwd	\$177.00	--	CBS	
WOCT	104.3	38 kw @ 469	Classic Hits		\$101.00	Christal	Trust	
WPOC	93.1	16 kw @ 860	Country		\$210.00	Mc-Guild	Jacor, pend.	
WQSR	105.7	50 kw @ 492	Oldies		\$215.00	Christal	Trust	Catonsville
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	--		
WRNR	103.1	6 kw @ 328	New Rock		\$ NA	--	Empire	Grasonville
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	Trust	
WXYV	102.7	50 kw @ 437	CHR	Westwd, Source	\$125.00	CBS	CBS	

Notes: \* WWIN revenue included with WWIN-F . . . Other ranked stations -- See Washington, DC . . . WXYV-F reclassified from CHR/B to CHR based on audience analysis . . . 4/98 WNAV (1430; Annapolis) sold to Pat Sajak for \$2,200,000

Jim Duncan

Comments: Listening levels are up by 1.2 rating points versus last year . . . WQSR-F had its worst book since Spring 95 . . . WXYV-F, reclassified as straight CHR, is moving up rapidly

# BATON ROUGE

Arbitron Rank: 81 Pop (12+): 458,700	Stations: 26 / 19	Last Year's Revenue: \$21,200,000
MSA Rank: 90	Diaries: 1,642/279:1/50.7%	Household Income: \$41,811
MSA Pop: 573,000	Sample Target: 1,590	Total Retail Sales: \$5.7 Bil.
DMA: 98	% Below Line: 11.1	#1 Biller: WYNK-AF \$4,300,000
Average Persons Rating: 15.7	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 24,142	Capstar \$10,325,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									F	WYNK-F
1	WYNK-F	C	71 / 8.9	11.1	10.2	8.4	10.4	9.9	948 / 20.8	21.6	26.0	F	WYNK-F
2	WEMX-F	B	55 / 7.6	7.7	7.5	8.3	7.4	7.8	751 / 18.4	16.0	13.8	B	WEMX-F
3	WJBO	N/T	48 / 6.7	5.6	5.5	5.6	6.2	5.8	705 / 15.4	15.4	14.4	D	WJBO
4	WDGL-F	CL HITS	46 / 6.4	5.8	6.3	5.8	7.0	6.1	727 / 15.9	16.1	17.3	E	WDGL-F
5	WXOK	B	43 / 6.0	4.9	6.6	5.9	6.5	5.8	604 / 11.0	10.9	13.6	C	WXOK
6	WXCT-F	C	42 / 5.8	4.3	5.4	4.5	3.9	5.0	560 / 12.2	10.8	12.0	C	WXCT-F
7	KQXL-F	B/A/C	37 / 5.1	5.3	4.0	5.9	7.2	5.1	598 / 13.0	14.2	16.4	D	KQXL-F
8	KRVE-F	AC	38 / 5.0	6.2	6.1	4.5	6.6	5.5	605 / 13.2	14.9	17.2	D	KRVE-F
	KTBT-F	B	38 / 5.0	4.2	5.2	4.7	0.8	4.8	551 / 12.0	11.5	3.4	A	KTBT-F
10	WLSS-F	CHR	34 / 4.7	4.5	4.0	4.5	4.3	4.4	834 / 18.2	16.9	16.8	C	WLSS-F
11	WCKW-F	CL AOR	29 / 4.0	3.1	3.2	5.0	3.4	3.8	589 / 12.8	13.0	11.7		WCKW-F
12	KUMX-F	CHR	27 / 3.8	4.2	4.7	3.2	4.7	4.0	708 / 15.4	15.9	18.0		KUMX-F
13	WKJN-F	C	24 / 3.3	3.0	3.5	3.7	2.8	3.4	470 / 10.2	10.6	13.0	C	WKJN-F
14	WNDC	B/G	14 / 1.9	1.5	2.0	2.3	2.4	1.9	185 / 4.0	4.3	6.5		WNDC
15	WTGE-F	AOR-NR	13 / 1.8	3.3	2.7	1.1	1.2	2.2	324 / 7.1	9.6	12.0	A	WTGE-F

12+ FM Share (Metro): 77.49% (482 of 622) (Winter 97: 76.05%)

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 WYNK-F	1 WYNK-F	1 WYNK-F >	1 WYNK-F	1 WYNK-F	1 WEMX-F >>	1 WEMX-F
2 KUMX-F >	2 WLSS-F	2 WYNK-F <	2 WYNK-F	2 WDGL-F	2 WJBO	2 WCKW-F <	2 WDGL-F	2 WEMX-F <	2 KQXL-F	2 WYNK-F <
	3 KTBT-F	3 WEMX-F	3 KQXL-F <	3 KQXL-F <	3 WXOK >	3 WXOK <	WJBO	3 WDGL-F	3 KTBT-F <	3 WXOK
	WCKW-F	4 WXCT-F <	4 KRVE-F <	4 KRVE-F <	4 KQXL-F	4 WJBO	4 WXCT-F <	4 WJBO <	4 WYNK-F <	4 KTBT-F <
	WXCT-F	5 KQXL-F <	5 WXCT-F	5 WXOK <	WDGL-F	5 WXCT-F <	5 WXOK <	5 WXCT-F	5 WLSS-F	5 KQXL-F <
	WDGL-F	6 KRVE-F <	6 WCKW-F <	6 WXCT-F <	6 KRVE-F	6 WDGL-F <	6 KRVE-F	6 KTBT-F <	KUMX-F	6 WJBO <
	7 KRVE-F	7 WLSS-F <	7 WXOK	7 WJBO <	7 WXCT-F	7 WEMX-F <	7 WEMX-F <	7 KRVE-F <	WJBO	7 WLSS-F <
	WYNK-F	8 KTBT-F	8 WLSS-F	8 WCKW-F	8 WKJN-F	8 KQXL-F	8 WLSS-F <	8 WLSS-F <	8 WDGL-F	8 WDGL-F
	9 KUMX-F	WCKW-F	WEMX-F	9 WEMX-F <	9 WEMX-F <	9 KRVE-F	9 KTBT-F <	9 KQXL-F	9 KRVE-F	9 KRVE-F <
			WJBO <						WXCT-F	WXCT-F <

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

Other Rated Stations		Metro Share	Cume Rating
KBRH	B/O	1260	Baton Rouge 0.6 1.7
KKAY	G	1590	White Castle 1.1 1.2
KKAY-F	O	104.9	Donaldsonville 0.6 1.2
WIBR	SPRTS	1300	Baton Rouge 0.7 2.8
WPFC	REL	1550	Baton Rouge 1.5 2.4
WQCK-F	REL	92.7	Clinton 1.5 4.8

Other Rated Stations—Outside Market		Metro Share	Cume Rating
WQUE-F	B	93.3	New Orleans 1.4 5.4
WTKL-F	O	95.7	New Orleans 0.6 1.9
WWL	N/T	870	New Orleans 0.6 3.2
WYLD	B/G	940	New Orleans 0.4 1.1
WYLD-F	B/A/C	98.4	New Orleans 0.4 2.0

# BATON ROUGE

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	28.1 %	28.3 %	48.2 %
KRVE-FM, WJBO-AM, WLSS-FM, WSKR-AM, WYNK-AM, WYNK-FM			
<b>Citywide</b>	22.7 %	20.7 %	26.5 %
KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM			
<b>Guaranty</b>	14.0 %	16.8 %	24.3 %
WDGL-FM, WTGE-FM, WXCT-FM			
	<b>64.8 %</b>	<b>65.8 %</b>	<b>99.0 %</b>

## AM Stations

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

## FM Stations

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

Notes: Other ranked stations – See New Orleans . . . 3/98 WYNK (1380) changed from simulcasting WYNK-F to Disney Children's

Jim Duncan

Comments: WJBO has its highest share in more than three years

# BIRMINGHAM

Arbitron Rank: 55 Pop (12+): 806,200	Stations: 26 / 23	Last Year's Revenue: \$37,800,000
MSA Rank: 65	Diarles: 1,468/549:1/52.2%	Household Income: \$39,443
MSA Pop: 904,000	Sample Target: 1,400	Total Retail Sales: \$9.4 Bil.
DMA: 51	% Below Line: 2.8	#1 Biller: WZZK-F \$6,800,000
Average Persons Rating: 15.8	% Not Listed: 10.5	#1 Billing Portfolio: Cox \$14,070,000
Market TSL In Hours: 21.25	Pop per Station: 35,052	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WZZK-F	142 / 11.2	10.2	12.3	11.9	11.6	11.4	1788 / 22.2	25.2	25.5	G	WZZK-F
2	WRAX-F	108 / 8.3	6.0	3.5	4.5	3.9	5.6	1435 / 17.8	13.9	9.2	C	WRAX-F
3	WBHJ-F	105 / 8.3	6.2	8.3	8.5	7.7	7.8	1197 / 14.8	12.6	14.6	C	WBHJ-F
4	WBHK-F	102 / 8.0	5.1	5.5	7.1	6.3	6.4	1140 / 14.1	9.9	12.4	D	WBHK-F
5	WZRR-F	79 / 6.2	6.3	5.4	6.1	7.1	6.0	1089 / 13.5	15.1	15.0	F	WZRR-F
6	WERC	71 / 5.6	5.6	5.4	4.9	5.7	5.4	975 / 12.1	13.1	12.6	E	WERC
7	WMJJ-F	69 / 5.4	7.6	5.1	8.2	6.9	6.6	990 / 12.3	15.9	15.7	G	WMJJ-F
	WODL-F	69 / 5.4	5.0	6.5	3.8	5.7	5.2	1128 / 14.0	16.3	12.5	D	WODL-F
9	WYSF-F	49 / 3.9	5.0	6.0	4.7	6.1	4.9	864 / 12.0	13.9	15.5	D	WYSF-F
10	WATV	39 / 3.1	2.3	2.5	2.9	3.1	2.7	437 / 5.4	4.8	5.0	B	WATV
	WOWC-F	39 / 3.1	1.8	2.7	3.8	3.5	2.9	748 / 9.3	9.9	10.4	C	WOWC-F
12	WAGG	36 / 2.8	5.1	3.9	4.4	3.4	4.1	489 / 6.1	8.6	6.9	B	WAGG
13	WDJC-F	31 / 2.4	3.5	3.0	2.7	3.1	2.9	646 / 8.0	9.4	9.6	C	WDJC-F
14	WEZN	30 / 2.4	3.2	1.0	0.5	0.6	1.8	379 / 4.7	5.4	2.0	A	WEZN
15	WJOX	29 / 2.3	3.4	2.0	1.7	2.2	2.3	527 / 6.5	9.1	6.8	C	WJOX
16	WENN-F	26 / 2.0	4.2	5.5	6.1	5.4	4.5	710 / 8.8	13.0	14.3	D	WENN-F
17	WJLD	23 / 1.8	1.2	1.8	1.0	1.4	1.5	365 / 4.5	3.5	3.6	A	WJLD

12+ FM Share (Metro): 77.75% (884 of 1137) (Winter 97: 79.22%)

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

Wom 18-24	Wom 18-34	Wom 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 WZZK-F >>	1 WZZK-F	1 WZZK-F <	1 WZZK-F >	1 WZZK-F	1 WBHJ-F	1 WRAX-F <	1 WZRR-F	1 WZRR-F	1 WZRR-F	1 WZZK-F
2 WRAX-F	2 WRAX-F >	2 WRAX-F >	2 WBHK-F <	2 WMJJ-F <	WRAX-F >>	2 WBHJ-F <	2 WRAX-F	2 WRAX-F	2 WZZK-F	2 WBHJ-F >
3 WBHJ-F	3 WBHK-F	3 WBHK-F	3 WMJJ-F	3 WBHK-F >	3 WZRR-F >	3 WZRR-F >	3 WBHJ-F	3 WBHJ-F	3 WRAX-F	3 WRAX-F
4 WBHK-F >	WBHJ-F	4 WBHJ-F	4 WRAX-F	4 WODL-F	4 WZZK-F	4 WZZK-F >>	4 WZZK-F >	4 WZZK-F >	4 WBHJ-F	
5 WOWC-F	5 WMJJ-F >	WZRR-F	5 WODL-F	5 WRAX-F <	5 WBHK-F	5 WJOX	5 WJOX	5 WBHK-F	WERC <	
	6 WMJJ-F >	WMJJ-F	WYSF-F <	6 WYSF-F	WENN-F >>	WOWC-F	WERC	WERC	6 WBHK-F	
		7 WAGG >	7 WBHJ-F	7 WAGG			WOWC-F	7 WJOX	WODL-F	
			8 WZRR-F	8 WZRR-F					8 WJOX	

Other Rated Stations	Metro Share	Cume Rating
WAPI N 1070 Birmingham	0.9	2.7
WAYE REL 1220 Birmingham	0.6	2.7
WFHK C 1430 Pell City	0.5	0.6
WFMH-F C 101.1 Cullman	1.2	3.0
WKLD-F C 97.7 Oneonta	0.6	1.6
WZJT-F CHR/B 92.5 Dora	0.8	2.9

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WQEN-F AC/CHR 103.7 Gadsden	1.3	5.4
WRS-A-F SAC 96.9 Decatur	1.0	1.9
WTUG-F B 92.9 Tuscaloosa	0.4	2.9

# BIRMINGHAM

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WERC-AM, WMJJ-FM, WOWC-FM	14.1 %	15.8 %	25.7 %
<b>Cox</b> WAGG-AM, WBHJ-FM, WBHK-FM, WEZN-AM, WODL-FM, WZZK-FM	38.1 %	36.9 %	37.2 %
<b>Dick</b> WAPI-AM, WENN-FM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM	23.6 %	26.7 %	30.9 %
	<b>75.8 %</b>	<b>79.4 %</b>	<b>93.8 %</b>

## AM Stations

WAGG	1320	5 kw/0.11 kw	Black Gospel	AURN	\$24.00	D&R	Cox
WATV	900	1 kw/0.165 kw	Black Oldies	ABC	\$22.00	Banner	
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

WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild	Cox	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Mc-Guild	Cox	Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford	Crawford	
WENN	105.9	1.4 kw @ 673	Black	AURN, ABC	\$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		\$34.00	Eastman	Capstar	Jasper
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: 4/98 WMJJ-F & WOWC-F both began operating at reduced powers due to transmitter fires

Jim Duncan

Comments: Listening levels are steady . . . WRAX-F enjoys its highest share and has become an important factor in the market . . . Heritage Black station WENN-F has faded to a 2 share

# BOSTON

Arbltron Rank: 10 Pop (12+): 3,290,700	Stations: 36 / 29	Last Year's Revenue: \$219,000,000
MSA Rank: 7	Diaries: 4,075/808:1/53.2%	Household Income: \$56,795
MSA Pop: 3,870,000	Sample Target: 4,100	Total Retail Sales: \$36.5 Bil.
DMA: 6	% Below Line: 2.9	#1 Biller: WBZ \$26,000,000
Average Persons Rating: 16.5	% Not Listed: 14.8	#1 Billing Portfolio: CBS \$136,100,000
Market TSL In Hours: 21.75	Pop per Station: 113,472	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WBZ	NT	429 / 7.9	9.4	8.4	7.7	8.1	8.4	7773 / 23.6	25.1	21.0	K	WBZ
2	WMJX-F	AC	367 / 6.8	6.0	5.7	5.4	5.7	6.0	5410 / 16.4	16.0	14.5	J	WMJX-F
3	WJMN-F	CHR	356 / 6.6	6.2	6.1	6.3	5.8	6.3	5716 / 17.4	17.2	17.1	I	WJMN-F
4	WXKS-F	CHR/AC	339 / 6.3	5.9	6.6	6.2	6.0	6.2	6661 / 20.2	19.9	20.7	K	WXKS-F
5	WRKO	T	311 / 5.7	6.4	5.5	5.8	6.2	5.9	4039 / 12.3	13.4	13.1	H	WRKO
6	WBCN-F	AOR	297 / 5.5	5.2	5.2	5.8	4.8	5.4	5567 / 16.9	19.1	17.8	K	WBCN-F
7	WCRB-F	CL	260 / 4.8	4.0	4.0	4.4	5.1	4.3	3952 / 12.0	11.0	11.6	E	WCRB-F
8	WODS-F	O	235 / 4.3	5.0	4.4	4.9	4.8	4.7	4596 / 14.0	14.8	14.7	J	WODS-F
9	WBMX-F	AC	209 / 3.9	3.6	3.8	4.2	3.9	3.9	4461 / 13.6	13.3	13.1	I	WBMX-F
10	WEEI	SPRTS	203 / 3.7	3.4	3.3	3.6	4.1	3.5	3594 / 10.9	9.7	10.8	K	WEEI
11	WKLB-F	C	178 / 3.3	3.2	3.4	3.5	3.1	3.3	2381 / 7.2	6.9	6.5	G	WKLB-F
12	WZLX-F	CL AOR	163 / 3.0	3.3	3.1	3.4	3.5	3.2	3182 / 9.7	10.4	11.4	I	WZLX-F
13	WSJZ-F	J	163 / 2.8	1.8	1.4	1.8	2.0	2.0	2026 / 6.2	5.0	5.5	E	WSJZ-F
14	WAAF-F	AOR-NR	148 / 2.7	3.0	2.9	2.9	2.9	2.9	2780 / 8.4	7.9	8.6	G	WAAF-F
15	WROR-F	AC	144 / 2.7	2.9	3.8	3.2	3.0	3.1	2862 / 8.7	8.5	9.2	H	WROR-F
16	WBOS-F	AOR-P	133 / 2.5	2.1	2.9	2.7	3.2	2.5	3315 / 10.1	10.5	11.3	H	WBOS-F
17	WEGQ-F	CL HITS	116 / 2.1	2.7	2.9	2.7	2.0	2.6	2650 / 8.1	10.0	7.9	G	WEGQ-F
18	WXKS	ST	74 / 1.4	2.5	2.4	1.7	2.4	2.0	1246 / 3.8	4.7	4.0	A	WXKS
19	WFNX-F	AOR-NR	67 / 1.2	1.2	1.3	1.5	1.7	1.3	1790 / 5.4	5.1	6.2	D	WFNX-F
20	WILD	B	52 / 1.0	1.8	1.4	1.1	1.2	1.3	608 / 1.8	2.3	2.2	C	WILD

12+ FM Share (Metro): 73.52% (3393 of 4615) (Winter 97: 71.91%)

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

Other Rated Stations	Metro Share	Cume Rating
WBOQ-F	CL 104.9	Gloucester 0.6 1.4
WCAP	T 980	Lowell 0.3 1.0
WEZE	REL 590	Boston 0.5 1.5
WJDA	ST 1300	Quincy 0.4 1.2
WJIB	EZ 740	Cambridge 0.4 1.2
WLLH	ST 1400	Lowell 0.4 0.7
WROL	REL 950	Boston 0.4 1.8
WUNR	E 1600	Brookline 0.4 1.1
WXR-V	AOR-NR 92.5	Haverhill 0.7 2.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBRU-F	AOR-NR 95.5	Providence 0.4 1.4
WCTK-F	C 98.1	New Bedford 0.3 0.9
WGIR-F	AOR 101.1	Manchester, NH 0.4 1.5
WHJY-F	AOR 94.1	Providence 0.4 1.5
WOKQ-F	C 97.5	Dover, NH 0.4 1.3
WSRS-F	SAC 96.1	Worcester 0.6 1.4
WXLO-F	AC 104.5	Fitchburg 0.4 2.6

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> WAAF-FM, WBCN-FM, WBMX-FM, WBZ-AM, WEEI-AM, WEGQ-FM, WODS-FM, WRKO-AM, WZLX-FM	38.8 %	39.0 %	62.1 %
<b>Chancellor</b> WJMN-FM, WXKS-AM, WXKS-FM	14.3 %	11.0 %	15.4 %
<b>Greater Media</b> WBOS-FM, WKLB-FM, WMJX-FM, WROR-FM, WSJZ-FM	18.1 %	21.6 %	18.6 %
	<b>71.2 %</b>	<b>71.6 %</b>	<b>96.1 %</b>

**AM Stations**

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	CBS	
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P		
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman	CBS	
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz	Chancellor	Everett

**FM Stations**

WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	CBS	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	Allied	Greater Media	Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied	Charles River	Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	CBS	Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock		\$60.00	Allied		Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor	
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media	
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media	
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	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
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	CBS	

Notes: 4/98 WSRO (1470; Marlborough) sold for \$250,000

Jim Duncan

Comments: Listening levels are steady . . . WMJX-F turned in a record high share and has become a huge radio station . . . WCRB-F maintains its lofty position . . . WSJZ-F made a major move to its highest share since 1995

# BUFFALO-NIAGARA FALLS

Arbitron Rank: 41 Pop (12+): 979,500	Stations: 27 / 24	Last Year's Revenue: \$44,600,000
MSA Rank: 46	Diaries: 2,482/395:1/58.8%	Household Income: \$41,120
MSA Pop: 1,170,000	Sample Target: 2,420	Total Retail Sales: \$10.2 Bil.
DMA: 39	% Below Line: 1.9	#1 Biller: WBEN \$6,750,000
Average Persons Rating: 17.2	% Not Listed: 9.4	#1 Billing Portfolio:
Market TSL In Hours: 22.75	Pop per Station: 40,812	Sinclair Broadcast Group \$18,020,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Wln 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Wln 97	Revenue Level	
		1/4	Share									Station	Station
1	WYRK-F	C	146 / 8.7	10.3	8.1	7.3	8.9	8.6	1793 / 18.3	18.6	17.5	F	WYRK-F
2	WBEN	FS/T	143 / 8.5	10.2	8.7	7.4	9.5	8.7	1978 / 20.2	29.3	22.7	G	WBEN
3	WJYE-F	SAC	135 / 8.0	8.3	7.8	8.3	8.4	8.1	2008 / 20.5	16.7	20.1	F	WJYE-F
4	WBLK-F	B	131 / 7.8	6.6	7.4	8.4	6.5	7.5	1313 / 13.4	14.4	11.6	D	WBLK-F
5	WGRF-F	AOR/CL	126 / 7.5	7.5	8.9	9.6	6.5	8.4	1773 / 18.1	17.7	16.5	G	WGRF-F
6	WHTT-F	O	122 / 7.2	6.4	7.5	6.7	7.0	7.0	2047 / 20.9	19.2	19.5	F	WHTT-F
7	WKSE-F	CHR	111 / 6.6	6.4	6.3	7.0	7.6	6.6	2177 / 22.2	22.2	22.5	F	WKSE-F
8	WECK	ST	103 / 6.1	4.6	6.5	5.9	6.5	5.8	1122 / 11.5	10.6	11.6	A	WECK
9	WGR	T	94 / 5.6	5.2	4.5	5.7	6.0	5.2	1531 / 15.6	16.6	18.9	D	WGR
10	WLCE-F	AC-NR	78 / 4.6	5.2	5.9	5.1	3.3	5.2	1762 / 18.0	19.0	9.0	C	WLCE-F
	WMJQ-F	AC/CHR	78 / 4.6	4.9	4.6	5.8	7.0	5.0	1428 / 14.6	14.1	17.8	F	WMJQ-F
12	WEDG-F	AOR-NR	75 / 4.5	4.1	4.2	4.7	5.2	4.4	1442 / 14.7	13.9	17.9	E	WEDG-F
13	WWWS	B/O	26 / 1.5	1.0	1.3	1.6	1.0	1.4	272 / 2.8	6.9	2.3	A	WWWS
14	WNUC-F	C	22 / 1.3	1.5	1.4	1.5	1.2	1.4	593 / 6.1	6.9	5.8	B	WNUC-F
15	CKEY-F	AOR-P	20 / 1.2	0.5	0.6	0.4	0.7	0.7	565 / 5.8	3.4	3.7		CKEY-F
16	WDCX-F	REL	16 / 1.0	0.8	1.4	1.3	1.0	1.1	254 / 2.6	3.3	3.9		WDCX-F

12+ FM Share (Metro): 71.69% ( 1094 of 1526 ) ( Winter 97: 71.99% )

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

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

Other Rated Stations		Metro Share	Cume Rating
CFNY-F	AOR-NR 102.1 Toronto, ON	0.4	3.1
WHLD	VA 1270 Niagara Falls	0.3	1.1
WHTT	B/G 1120 Buffalo	0.5	1.5
WJL	O 1440 Niagara Falls	0.7	1.3
WLVL	T 1340 Lockport	0.7	1.5
WUFO	B 1080 Amherst	0.4	1.4
WWKB	SPRTS 1520 Buffalo	0.6	2.4
WXRL	C 1300 Lancaster	0.5	2.5

Other Rated Stations—Outside Market		Metro Share	Cume Rating
CHTZ-F	AOR 97.7 St. Catharines, ON	0.8	3.1
CILQ-F	AOR 107.1 Toronto, ON	0.8	3.5
WYSL	T 1040 Avon	0.3	0.5



# BUFFALO-NIAGARA FALLS

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM	35.2 %	33.6 %	29.7 %
<b>Mercury</b> WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM	19.7 %	25.3 %	29.3 %
<b>Sinclair Broadcast Group</b> WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM	27.4 %	24.0 %	39.7 %
	<b>82.3 %</b>	<b>82.9 %</b>	<b>98.7 %</b>

## AM Stations

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

## FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Market
CKEY	101.1	26 kw @ 400	Progressive AOR		\$ NA	---	Fl Erie, ON
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Eastman	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		\$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 includes WWKB; WHTT-F revenue includes WHTT (AM) . . . 1/98 WWKB changed from Classic Country to Sports

Jim Duncan

Comments: Listening levels are up slightly . . . Notice how "flat" Buffalo is, with 12 stations evenly spread out between a 4.5 share and an 8.7 . . . WMJQ-F has fallen significantly in the last year

# CHARLESTON, SC

<b>Arbitron Rank:</b> 97 Pop (12+): 389,000	<b>Stations:</b> 28 / 26	<b>Last Year's Revenue:</b> \$16,500,000
<b>MSA Rank:</b> 102	<b>Diaries:</b> 1,072/363:1/55.8%	<b>Household Income:</b> \$39,638
<b>MSA Pop:</b> 485,000	<b>Sample Target:</b> 1,040	<b>Total Retail Sales:</b> \$4.7 Bil.
<b>DMA:</b> 108	<b>% Below Line:</b> 1.1	<b>#1 Biller:</b> WEZL-F \$3,100,000
<b>Average Persons Rating:</b> 16.7	<b>% Not Listed:</b> 10.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 22.00	<b>Pop per Station:</b> 14,962	Wicks \$8,110,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WWWZ-F	B	90 / 13.9	11.7	11.5	11.9	10.9	12.3	876 / 22.5	23.2	21.6	D
2	WEZL-F	C	46 / 7.1	9.7	8.9	7.5	9.9	8.3	657 / 16.9	19.0	20.9	D
3	WSSX-F	CHR/AC	42 / 6.5	6.9	5.7	7.2	5.0	6.6	756 / 19.4	22.3	19.3	C
4	WTMA	N/T	36 / 5.5	4.6	4.1	3.6	6.3	4.5	477 / 12.3	10.0	10.5	C
5	WSUY-F	SAC	35 / 5.4	6.0	3.9	4.7	4.6	5.0	433 / 11.1	10.2	11.0	C
	WXLY-F	O	35 / 5.4	5.5	6.0	5.2	5.2	5.5	561 / 14.4	13.8	14.7	C
7	WAVF-F	AOR	31 / 4.8	5.1	6.4	4.2	5.7	5.1	609 / 15.7	15.9	17.9	C
8	WLLC-F	AC-NR	28 / 4.3						536 / 13.8			
	WMGL-F	B/AC	28 / 4.3	4.6	3.1	2.3	4.3	3.6	435 / 11.2	10.2	9.3	B
10	WRFQ-F	CL HITS	27 / 4.2	3.7	4.7	5.9	3.0	4.6	478 / 12.3	11.3	10.6	B
11	WXTC	B/G	23 / 3.5						252 / 6.5			
	WNKT-F	C	23 / 3.5	4.3	5.7	5.2	5.0	4.7	458 / 11.7	11.7	14.4	C
13	WSSP-F	ST	22 / 3.4	2.9	3.2	3.2	4.7	3.2	284 / 7.3	6.5	5.9	
14	WYBB-F	CL AOR	17 / 2.6	2.5	3.9	7.2	3.0	4.1	420 / 10.8	9.8	10.4	B
15	WPAL-F	B	16 / 2.5	2.8	2.2	3.0	2.5	2.6	344 / 8.9	8.2	8.7	B
16	WNST-F	AC/CHR	14 / 2.2	1.8	2.8	2.6	1.7	2.3	336 / 8.6	8.1	6.6	
17	WHBZ-F	AC	10 / 1.5	1.7	2.0	1.3	2.3	1.6	212 / 5.4	5.2	5.7	

12+ FM Share (Metro): 82.70% (478 of 578) (Winter 97: 83.72%)

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 WWWZ-F >	1 WWWZ-F >	1 WTMA <	1 WWWZ-F >	1 WWWZ-F	1 WWWZ-F >	1 WWWZ-F >>	1 WWWZ-F >>
2 WSSX-F >>	2 WSSX-F	2 WSSX-F <	2 WEZL-F <	2 WEZL-F	2 WEZL-F	2 WEZL-F	2 WTMA	2 WEZL-F <	2 WSSX-F <	2 WEZL-F
	3 WLLC-F	3 WEZL-F	3 WSUY-F <	3 WSUY-F <	3 WXLY-F >	3 WAVF-F	3 WEZL-F	3 WSSX-F	3 WPAL-F	3 WXLY-F
		4 WSUY-F	4 WSSX-F <	4 WXLY-F	4 WSSP-F <	4 WSSX-F <	4 WSSX-F	4 WSUY-F	4 WSUY-F <	4 WSSX-F <
	5 WSUY-F <	5 WAVF-F <	5 WXLY-F	5 WSSX-F <	5 WSUY-F <	5 WRFQ-F <	5 WSUY-F	5 WLLC-F	5 WEZL-F <	5 WXTC
	6 WEZL-F <	6 WRFQ-F	6 WMGL-F	6 WMGL-F	6 WWWZ-F	6 WTMA <	6 WXLY-F	6 WXLY-F <	6 WAVF-F <	6 WAVF-F
	7 WYBB-F	7 WLLC-F <	7 WRFQ-F <	7 WRFQ-F	7 WXTC	7 WSUY-F <	7 WLLC-F	7 WTMA <	7 WMGL-F <	7 WSUY-F <
		8 WMGL-F <	8 WAVF-F <	8 WLLC-F	8 WMGL-F	8 WXLY-F <	8 WSSP-F <	8 WAVF-F <	8 WXLY-F	8 WLLC-F
		9 WXLY-F	9 WLLC-F	9 WTMA	9 WRFQ-F >	9 WMGL-F	9 WRFQ-F	9 WMGL-F <	9 WMGL-F	9 WNKT-F

Wom 18-24	Wom 18-34	Wom 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 WSSX-F	1 WWWZ-F >	1 WSUY-F	1 WWWZ-F >	1 WWWZ-F >>	1 WWWZ-F >>	1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F >>
2 WSSX-F >	2 WSSX-F >	2 WWWZ-F >	2 WSSX-F	2 WWWZ-F	2 WAVF-F >>	2 WAVF-F	2 WLLC-F	2 WAVF-F	2 WEZL-F <	2 WEZL-F >>
3 WLLC-F	3 WSUY-F	3 WSUY-F >	3 WSUY-F	3 WSSX-F <	3 WLLC-F	3 WLLC-F	3 WAVF-F	3 WRFQ-F	3 WRFQ-F	3 WRFQ-F
	4 WLLC-F	4 WEZL-F	4 WEZL-F	4 WEZL-F <	4 WSSX-F	4 WSSX-F	4 WEZL-F	4 WEZL-F <	4 WEZL-F <	4 WXLY-F
	5 WEZL-F	5 WYBB-F	5 WMGL-F <	5 WXLY-F	5 WNKT-F	5 WRFQ-F	5 WRFQ-F	5 WLLC-F	5 WMGL-F	5 WMGL-F
	6 WPAL-F	6 WMGL-F	6 WLLC-F	6 WMGL-F	6 WMGL-F	6 WEZL-F	6 WYBB-F	6 WMGL-F	6 WTMA	6 WTMA
		7 WAVF-F	7 WLLC-F	7 WXTC	7 WXTC	7 WYBB-F >	7 WSSX-F	7 WXLY-F	7 WSUY-F <	7 WSUY-F <
		8 WNST-F	8 WXLY-F	8 WNST-F	8 WNST-F		8 WSUY-F	8 WSSX-F	8 WAVF-F <	8 WAVF-F <
		9 WYBB-F	9 WNST-F	9 WLLC-F	9 WLLC-F			9 WYBB-F	9 WLLC-F	9 WLLC-F

Other Rated Stations	Metro Share	Cume Rating
WMCJ	B/G	950 Moncks Corner 0.6 1.2
WPAL	B	730 Charleston 1.1 4.1
WQIZ	REL	810 St. George 1.1 1.5
WQNT	T	1450 Charleston 0.8 2.6
WQSC	SPRIS	1340 Charleston 1.2 3.2
WTMZ	N	910 N. Charleston 0.8 2.2
WTUA-F	G	106.1 St. Stephen 1.1 2.6
WZJY	REL	1480 ML Pleasant 0.8 2.0

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WHLZ-F	C	92.5 Manning 0.8 1.6
WYAV-F	AOR/CL	104.1 Myrtle Beach 0.3 1.4

# CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue
<b>Jacor</b> WEZL-FM, WLLC-FM, WRFQ-FM, WSSP-FM, WXLV-FM	24.4 %	25.6 %	32.3 %
<b>LM</b> WNST-FM, WYBB-FM	4.8 %	6.0 %	4.8 %
<b>Wicks</b> WMGL-FM, WNKT-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-AM	43.4 %	42.7 %	48.6 %
	<b>72.6 %</b>	<b>74.3 %</b>	<b>85.7 %</b>

## AM Stations

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

## FM Stations

Station	Freq	Power	Format	Daypart	Revenue	Agency	Advertiser
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
WLLC	100.5	18 kw @ 394	Modern AC		\$28.00	Katz	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	Wallerboro
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Allied	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
WTUA	106.1	3 kw @ 328	Black Gospel	AURN	\$ NA	—	St. Stephen
WWBZ	98.9	50 kw @ 492	See WHBZ-F				McClellan
WWWZ	93.3	50 kw @ 492	Black	AURN	\$44.00	D&R	Wicks Summerville
WXLV	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-F revenue includes WPAL . . . WHBZ-F reclassified from Black to AC based on audience analysis . . . The historic data for WSUY-F are its shares/ cume ratings when it operated on 100.5; thus, we have no historic data for the new station on 100.5, WLLC-F . . . 3/98 WBUB-F changed calls to WNKT-F ("Kat Country")

Jim Duncan

Comments: WWWZ-F has its highest share in more than three years . . . WEZL-F dropped to its lowest share in many years

# CHARLOTTE

Arbltron Rank: 36 Pop (12+): 1,135,400	Stations: 24 / 19	Last Year's Revenue: \$77,800,000
MSA Rank: 41	Diarles: 2,266/501:1/49.0%	Household Income: \$44,591
MSA Pop: 1,370,000	Sample Target: 2,230	Total Retail Sales: \$13.2 Bil.
DMA: 28	% Below Line: 3.5	#1 Biller: WRFX-F \$11,500,000
Average Persons Rating: 15.4	% Not Listed: 14.3	#1 Billing Portfolio: CBS \$30,510,000
Market TSL In Hours: 20.50	Pop per Station: 59,758	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WPEG-F	173 / 9.9	10.2	10.0	10.9	10.0	10.2	2105 / 18.5	19.2	18.4	H	WPEG-F
2	WSOC-F	130 / 7.4	7.4	7.6	8.6	9.2	7.8	2050 / 18.1	17.8	18.4	I	WSOC-F
3	WRFX-F	120 / 6.8	5.7	7.0	6.8	8.1	6.6	1906 / 16.8	15.0	18.9	I	WRFX-F
4	WLYT-F	116 / 6.8	7.2	5.6	7.1	5.8	6.6	1781 / 15.7	16.1	14.4	H	WLYT-F
5	WKKT-F	111 / 6.3	5.3	5.3	5.1	5.0	5.5	1695 / 14.9	14.8	14.9	G	WKKT-F
6	WBT	110 / 6.3	5.3	5.0	5.7	5.1	5.6	1478 / 13.0	13.5	13.9	G	WBT
7	WWMG-F	101 / 5.8	5.7	6.2	4.9	5.5	5.6	1481 / 13.0	12.9	12.6	G	WWMG-F
8	WBAV-F	99 / 5.6	5.0	5.6	4.3	4.7	5.1	1278 / 11.3	9.6	10.8	E	WBAV-F
	WNKS-F	99 / 5.6	5.8	5.1	4.6	5.0	5.3	2050 / 18.1	18.6	16.7	F	WNKS-F
10	WLNK-F	82 / 4.7	3.9	4.1	3.9	4.1	4.1	1599 / 14.1	12.6	12.2	D	WLNK-F
11	WEND-F	AOR-NR	61 / 3.5	4.0	3.9	3.7	4.3	1183 / 10.4	10.6	11.4	F	WEND-F
12	WSSS-F	CL HITS	55 / 3.1	4.1	4.6	4.2	4.7	1136 / 10.0	11.0	11.8	F	WSSS-F
13	WXRC-F	AOR	47 / 2.7	2.2	2.0	1.6	0.8	955 / 8.4	7.6	3.0	B	WXRC-F
14	WNMX-F	ST	44 / 2.5	2.0	2.0	2.4	2.6	608 / 5.3	4.5	5.0	A	WNMX-F
15	WCCJ-F	J	42 / 2.4	2.4	1.6	2.1	1.9	616 / 5.4	5.1	4.3	C	WCCJ-F

12+ FM Share (Metro): 90.15% (1354 of 1502) (Winter 97: 89.54%)

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 WRFX-F <	2 WRFX-F	2 WBAV-F <	2 WLYT-F <	2 WSOC-F <	2 WPEG-F	2 WLYT-F <	2 WSOC-F	2 WBAV-F	2 WSOC-F
WEND-F >	3 WNKS-F	3 WNKS-F <	3 WLYT-F <	3 WBAV-F	3 WWMG-F <	3 WSOC-F <	3 WSOC-F	3 WLYT-F <	3 WKKT-F <	3 WBAV-F <
	4 WLNK-F	4 WBAV-F	4 WPEG-F <	4 WKKT-F <	4 WLYT-F	4 WLYT-F	4 WWMG-F <	4 WKKT-F <	4 WNKS-F <	4 WKKT-F <
	5 WBAV-F <	WLYT-F	5 WLNK-F <	5 WWMG-F	5 WKKT-F <	WBT <	5 WKKT-F <	5 WBT <	5 WLYT-F	5 WWMG-F <
	6 WSOC-F <	6 WKKT-F <	6 WKKT-F <	WSOC-F <	6 WRFX-F <	6 WLNK-F <	6 WRFX-F <	6 WNKS-F <	6 WSOC-F <	6 WLYT-F
	7 WEND-F <	7 WLNK-F <	7 WSOC-F <	7 WPEG-F <	7 WBAV-F	7 WKKT-F	7 WPEG-F <	7 WWMG-F	7 WEND-F <	WNKS-F
	8 WKKT-F <	8 WSOC-F	8 WNKS-F	8 WLNK-F	8 WNMX-F <	8 WBAV-F <	8 WNKS-F <	8 WRFX-F <	8 WWMG-F	8 WEND-F <
			9 WSSS-F <	9 WNKS-F <	9 WPEG-F	9 WNKS-F <	9 WBAV-F	9 WBAV-F	9 WBAV-F	9 WRFX-F <

Wom 18-24	Wom 18-34	Wom 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 WPEG-F >	1 WPEG-F <	1 WLNK-F	1 WLYT-F <	1 WLYT-F	1 WPEG-F >>	1 WRFX-F <	1 WRFX-F >	1 WRFX-F	1 WRFX-F >	1 WPEG-F >
2 WNKS-F >	2 WNKS-F	2 WNKS-F	2 WPEG-F	2 WLNK-F <	2 WNKS-F <	2 WPEG-F >	2 WPEG-F	2 WPEG-F >	2 WBAV-F <	2 WKKT-F >
3 WLYT-F	3 WLNK-F >	3 WBAV-F	3 WLNK-F	3 WBAV-F <	3 WRFX-F	3 WXRC-F	3 WXRC-F	3 WBAV-F	3 WWMG-F <	3 WBAV-F <
4 WEND-F	4 WLYT-F <	WPEG-F <	WNKS-F	4 WKKT-F	4 WXRC-F	4 WNKS-F	4 WBAV-F	4 WKKT-F	4 WBT	4 WSOC-F <
5 WLNK-F	5 WBAV-F	5 WSOC-F	5 WBAV-F <	5 WNKS-F	5 WEND-F	WEND-F	5 WEND-F	WSOC-F <	WSOC-F	
6 WKKT-F	6 WSOC-F <	6 WKKT-F <	6 WKKT-F	WSOC-F <	6 WKKT-F	WBAV-F	WSOC-F	6 WNKS-F <	WPEG-F	
WRFX-F	7 WKKT-F	7 WLYT-F	7 WSOC-F	7 WPEG-F	WBAV-F	7 WSOC-F	7 WKKT-F	7 WXRC-F	7 WKKT-F	
			8 WRFX-F	WWMG-F	WSOC-F >	8 WKKT-F	WLNK-F	8 WBT	8 WLYT-F <	
								WSSS-F	9 WSSS-F <	

Other Rated Stations	Metro Share	Cume Rating
WBT-F	FS	99.3 Chester, SC
WFNZ	SPRTS	610 Charlotte
WGIV	B/G	1600 Charlotte
WHVN	REL	1240 Charlotte

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WFMX-F	C	105.7 Statesville
WJMH-F	B	102.1 Reidsville
WMIT-F	REL	106.9 Black Mountain
WMQX-F	O	93.1 Winston Salem
WTPT-F	AOR-NR	93.3 Forest City

# CHARLOTTE

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WKKT-FM, WLYT-FM, WRFX-FM	19.7 %	24.1 %	31.5 %
<b>CBS</b> WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	33.2 %	32.3 %	39.1 %
<b>Dalton</b> WEND-FM, WWMG-FM	9.3 %	9.3 %	9.7 %
<b>Jefferson-Pilot</b> WBT-AM, WBT-FM, WLNK-FM	11.7 %	11.4 %	13.7 %
	<b>73.9 %</b>	<b>77.1 %</b>	<b>94.0 %</b>

## AM Stations

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

Notes: WBT revenue includes WBT-F . . . 2/98 WLTC (1370; Gastonia) sold for \$162,000 . . . 2/98 WABZ-F (100.9; Albemarle) sold by William Norman for \$1,275,000 (Doyle Haddon); station immediately was flipped to Susquehanna for \$1,650,000 (Patrick) . . . 3/98 WCGC (1270; Belmont) sold by Hilker to GHB for \$250,000

Jim Duncan

Comments: WKKT-F is closing in on WSOC-F . . . WSSS-F fell to its lowest share in more than three years . . . WXRC-F, albeit at low levels, had its fourth consecutive up book

# CHATTANOOGA

Arbltron Rank: 102 Pop (12+): 386,800	Stations: 24 / 23	Last Year's Revenue: \$18,600,000
MSA Rank: 114	Diaries: 1,402/276:1/50.9%	Household Income: \$36,970
MSA Pop: 452,000	Sample Target: 1,430	Total Retail Sales: \$4.7 Bil.
DMA: 82	% Below Line: 0.5	#1 Biller: WUSY-F \$5,300,000
Average Persons Rating: 15.0	% Not Listed: 13.1	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 16,817	Cumulus, pend. \$7,000,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WUSY-F	C	125 / 21.6	22.3	20.2	23.0	20.2	21.8	1299 / 33.6	34.7	34.6	G	WUSY-F
2	WDEF-F	SAC	45 / 7.8	8.5	8.0	7.7	9.6	8.0	699 / 18.1	19.6	18.7	D	WDEF-F
3	WJTT-F	B	42 / 7.2	7.8	7.0	5.4	7.5	6.9	450 / 11.6	11.0	11.2	C	WJTT-F
4	WSKZ-F	AOR/CL	40 / 6.9	6.1	6.2	7.0	8.8	6.6	724 / 18.7	16.3	19.5	E	WSKZ-F
5	WDOD-F	AOR-NR	39 / 6.7	6.6	6.0	6.1	3.1	6.4	662 / 17.1	17.7	12.1	B	WDOD-F
6	WKXJ-F	CHR	31 / 5.4	5.2	4.7	5.1	4.9	5.1	493 / 12.7	13.4	13.8	B	WKXJ-F
7	WOGT-F	O	29 / 5.0	3.6	5.2	5.1	4.2	4.7	449 / 11.6	11.6	13.2	C	WOGT-F
8	WNOO	B/AC	24 / 4.1	3.1	3.3	3.1	2.8	3.4	192 / 5.0	3.7	2.9	A	WNOO
9	WGOW-F	T	21 / 3.6	4.3	3.4	4.1	4.2	3.9	339 / 8.8	10.2	9.2	B	WGOW-F
	WLMX-F	AC	21 / 3.6	3.8	4.1	3.4	3.8	3.7	402 / 10.4	10.2	9.5	C	WLMX-F
11	WDOD	ST	17 / 2.9	3.5	3.4	3.9	2.4	3.4	197 / 5.1	5.7	4.7	A	WDOD
12	WBDX-F	REL-CC	14 / 2.4	1.6	2.3	1.9	1.8	2.0	174 / 4.5	5.6	4.7	*	WBDX-F
13	WGOW	T	13 / 2.2	2.1	2.3	2.2	2.9	2.2	204 / 5.3	6.2	8.1	^	WGOW
14	WMPZ-F	J	9 / 1.6	1.7	1.8	1.9	1.8	1.8	174 / 4.5	5.4	3.6	A	WMPZ-F
	WZST-F	C	9 / 1.6	1.2	2.6	2.7	4.6	2.0	229 / 5.9	5.2	15.4	B	WZST-F

12+ FM Share (Metro): 85.09% (428 of 503) (Winter 97: 87.31%)

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

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

Other Rated Stations	Metro Share	Cume Rating		
WDEF	T	1370 Chattanooga	0.5	2.1
WEPG	O	910 S. Pittsburg	0.3	1.4
WFLI	REL	1070 Lookout Mountain	1.0	2.3
WQCH	C	1590 Lafayette, GA	0.5	1.3
WSDQ	C	1190 Dunlap	0.7	0.9
WWAM	G	820 Jasper	0.5	0.8

Consolidation Report	12+	25-54	Revenue
<b>Bahakel</b>	17.9 %	14.8 %	20.3 %
WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM			
<b>Bloomington</b>	17.7 %	23.9 %	27.4 %
WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM			
<b>Brewer</b>	8.8 %	9.7 %	10.3 %
WJTT-FM, WMPZ-FM			
<b>Cumulus, pend.</b>	26.8 %	27.1 %	37.6 %
WLMX-AM, WLMX-FM, WUSY-FM, WZST-FM			
<b>Total</b>	<b>71.2 %</b>	<b>75.5 %</b>	<b>95.6 %</b>

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WALV-F	AC	93.5 Cleveland	0.5	1.1

# CHATTANOOGA

## AM Stations

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

## FM Stations

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
WDRZ	103.1	50 kw @ 492	See WKXJ-F				Etowah
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Bloomington
WJTT	94.3	3 kw @ 300	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	Wicks
WMPZ	93.7	3 kw @ 328	Jazz	JRN	\$<20.00	Mc-Guild	Brewer
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Cumulus, pend.
WZST	98.1	1 kw @ 794	Country		\$25.00	---	Wicks

Notes: \* WBDX-F revenue included with WNOO . . . ^ WGOW revenue included with WGOW-F . . . 2/98 WBAC/WALV-F (Cleveland, TN) sold to Brewer for \$1,500,000 . . . 2/98 WGOW-AF/WOGT-F/WSKZ-F sold by Bloomington as part of a \$66,812,850 management buyout . . . 3/98 WDRZ-F (103.1; Etowah) sold (price NA); changed from simulcasting WKXJ-F to simulcasting WBDX-F (after the Winter survey ended) . . . 3/98 WBDX-F sold for \$1,189,395 . . . 4/98 51% of WKXJ-F sold for \$351,852 . . . 5/98 WLMX-AF/WZST-F sold by Wicks to Cumulus for \$5,500,000

Jim Duncan

Comments: Listening levels are down moderately . . . WDOD-F is at record-high levels with its New Rock format . . . WOGT-F recovered from a weak Fall book

### \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# CHICAGO

Arbitron Rank: 3 Pop (12+): 6,995,500	Stations: 39 / 39	Last Year's Revenue: \$374,700,000
MSA Rank: 3	Diaries: 5,937/1178:1/51.2%	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: 17.3	% Not Listed: 11.5	#1 Billing Portfolio: CBS \$123,100,000
Market TSL In Hours: 22.50	Pop per Station: 179,372	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WGN	FS/T	801 / 6.6	6.1	5.6	5.9	6.2	6.1	8229 / 11.8	12.4	13.1	K	WGN
2	WGCI-F	B	764 / 6.3	7.2	7.0	5.6	5.5	6.5	8926 / 12.8	14.6	12.2	K	WGCI-F
3	WLIT-F	SAC	583 / 4.8	4.5	4.5	4.8	5.1	4.7	8682 / 12.4	12.3	12.2	K	WLIT-F
4	WNUA-F	J	550 / 4.6	4.8	4.3	3.9	3.5	4.4	8036 / 11.5	11.0	9.1	J	WNUA-F
5	WBBM-F	CHR/U	534 / 4.4	4.6	5.0	4.5	4.8	4.6	12103 / 17.3	16.9	16.2	J	WBBM-F
6	WVAZ-F	B/AC	516 / 4.3	4.3	4.7	4.2	4.5	4.4	6568 / 9.4	9.5	9.3	J	WVAZ-F
7	WBBM	N	485 / 4.0	3.6	3.8	4.2	4.1	3.9	9836 / 14.1	13.5	16.1	J	WBBM
8	WLS	T	482 / 4.0	4.3	3.8	4.1	4.0	4.1	6355 / 9.1	8.6	8.1	H	WLS
9	WUSN-F	C	409 / 3.4	3.5	3.9	3.4	3.7	3.6	6547 / 9.4	9.5	8.8	J	WUSN-F
10	WJMK-F	O	400 / 3.3	3.4	3.9	4.0	3.3	3.7	8610 / 12.3	13.2	12.4	K	WJMK-F
11	WKQX-F	AOR-NR	368 / 3.0	2.9	3.4	3.3	2.8	3.2	9564 / 13.7	13.3	12.6	I	WKQX-F
12	WRCX-F	AOR	361 / 3.0	3.0	2.9	3.2	3.3	3.0	6551 / 9.4	9.7	11.2	J	WRCX-F
13	WCKG-F	T/CL AOR	353 / 2.9	2.3	2.3	2.8	2.6	2.6	5810 / 8.3	7.7	10.3	J	WCKG-F
14	WAIT	ST	333 / 2.8	2.3	2.2	2.2	2.6	2.4	2472 / 3.5	3.5	4.0	E	WAIT
15	WNND-F	AC-NR	330 / 2.7	2.3	2.1	2.0	2.2	2.3	7601 / 10.9	8.7	8.3	H	WNND-F
16	WTMX-F	AC	319 / 2.6	2.6	2.6	2.7	2.2	2.6	7923 / 11.3	10.7	10.7	I	WTMX-F
17	WXCD-F	CL AOR	318 / 2.6	2.8	3.3	1.5	1.2	2.5	6641 / 9.5	10.3	4.8	F	WXCD-F
18	WXRT-F	AOR-P	313 / 2.6	1.9	2.5	2.9	2.9	2.5	4978 / 7.1	6.2	7.5	J	WXRT-F
19	WLEY-F	SP	275 / 2.3	2.5	1.7	1.0	1.9	1.9	2859 / 4.1	4.5	7.3	D	WLEY-F
20	WMAQ	N	274 / 2.3	2.3	2.2	1.8	2.2	2.1	6604 / 9.4	12.1	10.4	J	WMAQ
21	WOJO-F	SP-C	269 / 2.2	1.8	2.0	2.9	2.7	2.2	3227 / 4.6	4.7	4.6	I	WOJO-F
22	WNIB-F	CL	228 / 1.9	1.7	1.4	1.7	1.6	1.7	3934 / 5.6	5.3	5.4	F	WNIB-F
23	WLUP-F	AOR	195 / 1.8	1.5	1.8	2.0	2.1	1.7	5351 / 7.6	7.9	9.3	H	WLUP-F
24	WSCR	SPRTS	186 / 1.5	2.0	1.9	1.6	2.9	1.8	3210 / 4.6	4.8	4.2	H	WSCR
25	WFMT-F	CL	145 / 1.2	1.2	1.3	1.5	1.4	1.3	2913 / 4.2	4.3	4.4	F	WFMT-F
	WMVP	T	145 / 1.2	1.1	1.4	1.4	1.1	1.3	4183 / 6.0	4.7	5.3	I	WMVP
27	WGCI	B/O	144 / 1.2	1.7	1.2	1.4	1.2	1.4	2113 / 3.0	3.4	3.4	E	WGCI

12+ FM Share (Metro): 70.90%      ( 7584 of 10697 )      ( Winter 97: 67.89% )

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

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



# CHICAGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
<b>Bonneville</b> WLUP-FM, WNND-FM, WTMX-FM	6.9 %	9.0 %	8.6 %	WIIL-F	AOR	95.1	Kenosha, WI	0.3	1.4
<b>CBS</b> WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM	21.8 %	21.3 %	32.2 %	WIND	SP	560	Chicago	0.8	1.8
<b>Chancellor</b> WGCI-AM, WGCI-FM, WMVP-AM, WNUA-FM, WRCX-FM, WVVAZ-FM	20.6 %	22.2 %	23.1 %	WLXX	SP	1200	Chicago	0.4	1.0
<b>HefTel</b> WIND-AM, WLXX-AM, WOJO-FM	3.4 %	4.0 %	5.2 %	WRZA-F	SP	99.9	Kankakee	0.4	1.1
				WTAQ	SP	1300	La Grange	0.4	1.0
				WVON	B	1450	Cicero	0.6	0.8
				WXLG-F	AC	102.3	Waukegan	0.4	2.3
				WYBA-F	B/G	106.3	Lansing	0.6	2.1
				WYCA-F	REL	92.3	Hammond, IN	0.6	1.9
				WZSR-F	AC	105.5	Woodstock	0.5	1.0
	<b>52.7 %</b>	<b>56.5 %</b>	<b>69.1 %</b>						

## AM Stations

Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format
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		Mc-Guild	Chancellor				
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman	Tribune Co.				
WLS	890	50 kw	Talk	ABC	\$130.00	Katz	ABC/Disney				
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$230.00	Group W	CBS				
WMVP	1000	50 kw (DA-2)	Talk/Sports	SBUSA, ABC	\$100.00	Christal	Chancellor				
WSCR	1160	50 kw/5 kw (DA-2)	Sports		\$125.00	CBS	CBS				

## FM Stations

Station	Power	Time	Format	Station	Power	Time	Format	Station	Power	Time	Format
WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00	CBS	CBS				
WCKG	105.9	4.1 kw @ 1581	Talk/Classic AOR	Source	\$188.00	CBS	CBS	Elmwood Park			
WFMT	98.7	15.5 kw @ 1174	Classical		\$110.00	---					
WGCI	107.5	33 kw @ 603	Black		\$350.00	Mc-Guild	Chancellor				
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd	\$325.00	Infinity	CBS				
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock	Source	\$230.00	D&R	Emmis				
WLEY	107.9	21 kw @ 761	Hispanic			Caballero	SBS	Aurora			
WLIT	93.9	4 kw @ 1581	Soft AC		\$325.00	Christal	Chancellor				
WLUP	97.9	6 kw @ 1174	AOR		\$340.00	Sentry	Bonneville				
WNIB	97.1	8.4 kw @ 1190	Classical		\$125.00	Allied					
WNND	100.3	8.3 kw @ 1174	Modern AC		\$178.00	Sentry	Bonneville				
WNUA	95.5	8.3 kw @ 1174	Jazz		\$255.00	Eastman	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: 3/98 WLTH (1370; Gary, IN) sold by Pluria Marshall for \$650,000 . . . 4/98 WLRT-F (92.7; Kankakee) sold to Big City (price NA) (Stevens) . . . 4/98 WLBK/WDEK-F (De Kalb) sold to Big City for \$4,500,000 (Blackburn; Stevens) . . . 4/98 WCBR-F (92.7; Arlington Heights) sold by Darrell Peters to Big City (price NA) (Stevens) . . . 4/98 WAUR (930; Sandwich-Aurora) sold by Children's to Catholic (J. Lynch) as part of \$57,500,000 group sale

Jim Duncan

Comments: WNUA-F held its recent gains and continues to impress . . . WCKG-F is at its highest share in more than three years . . . WSCR is at its lowest share since 1995

# CINCINNATI

Arbitron Rank: 25 Pop (12+): 1,579,400	Stations: 31 / 24	Last Year's Revenue: \$100,200,000
MSA Rank: 31	Diaries: 2,924/540:1/56.4%	Household Income: \$45,453
MSA Pop: 1,940,000	Sample Target: 2,860	Total Retail Sales: \$18.7 Bil.
DMA: 29	% Below Line: 4.7	#1 Biller: WLW \$20,300,000
Average Persons Rating: 15.3	% Not Listed: 12.9	#1 Billing Portfolio: Jacor \$45,800,000
Market TSL In Hours: 20.00	Pop per Station: 65,808	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WUBE-F	C	219 / 9.1	9.4	9.9	8.6	9.6	2908 / 18.4	21.8	20.2	I	WUBE-F
2	WEBN-F	AOR	181 / 7.5	8.0	7.9	7.9	8.9	2798 / 17.7	19.3	19.9	I	WEBN-F
3	WRRM-F	SAC	169 / 7.0	5.6	5.7	5.7	6.0	2491 / 15.8	13.7	15.0	G	WRRM-F
4	WLW	FS/T	160 / 6.6	8.6	9.5	9.5	10.3	3298 / 20.9	21.5	23.3	K	WLW
5	WGRR-F	O	142 / 5.9	6.2	5.6	6.6	5.9	2386 / 15.1	14.6	14.5	H	WGRR-F
6	WIZF-F	B	139 / 5.8	5.8	6.2	5.8	5.0	2018 / 12.8	12.1	11.3	G	WIZF-F
7	WKRQ-F	CHR	125 / 5.2	6.0	7.1	7.0	6.3	3264 / 20.7	21.2	22.2	H	WKRQ-F
	WOFX-F	CL AOR	125 / 5.2	4.6	5.3	4.2	3.8	2581 / 16.3	15.3	13.9	F	WOFX-F
9	WVMX-F	AC/CHR*	123 / 5.1	4.2	4.3	3.6	3.8	2164 / 13.7	12.6	11.8	F	WVMX-F
10	WKRC	T	103 / 4.3	4.8	4.5	4.1	5.0	1653 / 10.5	10.3	12.4	F	WKRC
11	WVAE-F	J	101 / 4.2	3.3	3.3	3.4	3.9	1405 / 8.9	9.7	8.6	D	WVAE-F
12	WSAI	ST	92 / 3.8	3.5	3.8	3.9	4.3	1053 / 6.7	5.9	7.8	E	WSAI
13	WYGY-F	C	71 / 2.9	4.0	3.5	3.3	3.0	1477 / 9.4	11.7	10.9	E	WYGY-F
14	WAQZ-F	AOR-NR	64 / 2.7	2.2	2.1	2.3	2.0	1827 / 11.6	9.6	8.7	C	WAQZ-F
15	WAKW-F	REL-CC	40 / 1.7	2.1	1.2	2.1	1.6	718 / 4.5	5.5	4.7		WAKW-F
16	WCIN	B	28 / 1.2	0.9	0.7	0.9	0.8	375 / 2.4	2.2	1.9	B	WCIN
17	WHKO-F	C	27 / 1.1	1.1	1.2	0.8	1.0	714 / 4.5	1.2	1.0		WHKO-F
18	WCVG	B/G	23 / 1.0	0.5	0.5	0.6	0.4	264 / 1.7	1.2	1.0		WCVG

12+ FM Share (Metro): 78.75% (1653 of 2099) (Winter 97: 74.32%)

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

Wom 18-24	Wom 18-34	Wom 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 WKRQ-F	1 WKRQ-F <	1 WUBE-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 WIZF-F	2 WUBE-F <	2 WKRQ-F	2 WRRM-F	2 WRRM-F >	2 WIZF-F	2 WOFX-F <	2 WOFX-F	2 WOFX-F	2 WOFX-F <	2 WIZF-F <
3 WVMX-F >	3 WVMX-F <	3 WVMX-F	3 WKRQ-F	3 WVMX-F <	3 WOFX-F	3 WUBE-F	3 WUBE-F <	3 WUBE-F	3 WUBE-F <	3 WUBE-F
4 WEBN-F	4 WIZF-F	4 WRRM-F	WVMX-F	4 WGRR-F	WUBE-F	4 WVMX-F	4 WVMX-F	4 WLW	4 WLW	4 WEBN-F
	WUBE-F	5 WEBN-F	WIZF-F <	5 WIZF-F	5 WKRQ-F	5 WAQZ-F	5 WAQZ-F <	5 WLW	5 WVMX-F	5 WVMX-F <
6 WAQZ-F	6 WRRM-F	6 WEBN-F	6 WGRR-F	6 WIZF-F	6 WKRQ-F	6 WIZF-F <	6 WAQZ-F	6 WVAE-F	6 WGRR-F <	6 WGRR-F <
	WYGY-F	7 WAQZ-F	7 WEBN-F <	7 WVAE-F	7 WTUE-F	7 WLW	7 WYGY-F	7 WGRR-F <	7 WRRM-F	7 WRRM-F <
		8 WYGY-F	8 WYGY-F <	8 WEBN-F		8 WKRQ-F	8 WIZF-F	8 WIZF-F	8 WVAE-F >	8 WVAE-F >
			9 WOFX-F	WOFX-F <		WYGY-F				

**Other Rated Stations** Metro Cume Share Rating

WAXZ-F	C	97.7	Georgetown, OH	0.3	0.8
WBOB	SPRTS	116.0	Florence, KY	0.9	2.5
WIOK-F	REL	107.5	Falmouth, KY	0.4	1.0
WNOP	J	74.0	Newport, KY	0.4	0.7
WSCH-F	C	99.3	Aurora, IN	0.3	0.8
WTSJ	REL	105.0	Cincinnati	0.4	0.7
WYLY-F	CL HITS	97.3	Lebanon, OH	0.6	2.8

**Other Rated Stations--Outside Market** Metro Cume Share Rating

WFCJ-F	REL	93.7	Miamisburg, OH	0.4	2.0
WGTZ-F	CHR	92.9	Eaton, OH	0.9	4.6
WLQT-F	SAC	99.9	Kettering, OH	0.3	1.2
WMMX-F	AC	107.7	Dayton	0.5	1.3
WPFB-F	C	105.9	Middletown, OH	0.8	3.1
WTUE-F	AOR	104.7	Dayton	0.7	2.7

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> WGRR-FM, WKRC-FM, WYLY-FM	11.7 %	11.8 %	16.7 %
<b>Chancellor</b> WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM	12.9 %	14.8 %	17.6 %
<b>Jacor</b> WEBN-FM, WKRC-AM, WLW-AM, WOFX-FM, WVMX-FM	28.7 %	30.9 %	45.7 %
<b>Local, SMA to Jacor</b> WAQZ-FM, WCKY-AM, WSAI-AM	6.5 %	3.2 %	4.9 %
<b>Susquehanna</b> WRRM-FM, WVAE-FM	11.2 %	13.2 %	9.5 %
	<b>71.0 %</b>	<b>73.9 %</b>	<b>94.4 %</b>

**AM Stations**

Station	Freq	Power	Format	Company	Revenue	Advertiser	City
WCIN	1480	0.41 kw/0.047 kw	Black		\$ < 20.00	--	
WCVG	1320	0.5 kw/0.43 kw (DA-2)	Black Gospel	AURN, USA	\$ NA	--	Covington, KY
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	Company	Revenue	Advertiser	City
WAKW	93.3	50 kw @ 495	Contemp. Christian		\$ NA	--	Pillar of Fire
WAQZ	107.1	2.8 kw @ 874	AOR-New Rock		\$ 35.00	K&P	Milford
WEBN	102.7	16.5 kw @ 905	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	Erlanger, KY
WKRC	101.9	16.2 kw @ 874	CHR	ABC	\$150.00	Katz CBS	
WOFX	92.5	15.8 kw @ 905	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
WVMX	94.1	32 kw @ 600	AC/CHR	ABC	\$ 88.00	Allied	Jacor
WYGY	96.5	19.5 kw @ 810	Country		\$74.00	Christal	Chancellor

Notes: \* WVMX-F was cited for a "Special Station Activity" for a stunt involving co-owned WKRC-TV . . . WHKO-F -- See Dayton . . . 2/98 WNOP (740) sold for \$500,000 . . . 3/98 WMMA-F (97.3; Lebanon, OH) changed calls to WYLY-F ("Alex @ 97.3"); remains Classic Hits

Jim Duncan

Comments: WLW has its lowest share in many years -- probably its lowest since 1983 when Randy Michaels stepped in to program the station . . . WAQZ-F has its highest share while in its current format . . . WRRM-F is at its highest share in more than three years

# CLEVELAND

Arbitron Rank: 23 Pop (12+): 1,770,200  
 MSA Rank: 23  
 MSA Pop: 2,230,000  
 DMA: 13  
 Average Persons Rating: 16.9  
 Market TSL in Hours: 22.25

Stations: 28 / 23  
 Diaries: 3,068/577:1/56.7%  
 Sample Target: 3,080  
 % Below Line: 2.8  
 % Not Listed: 11.6  
 Pop per Station: 76,965

Last Year's Revenue: \$88,000,000  
 Household Income: \$44,086  
 Total Retail Sales: \$20.0 Bil.  
 #1 Biller: WMJI-FM \$11,900,000  
 #1 Billing Portfolio: Jacor \$38,750,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 WZAK-F	B	278 / 9.3	9.9	8.7	8.0	8.2	9.0	3024 / 17.1	16.5	14.7	I	WZAK-F
2 WMJI-F	D	243 / 8.1	8.0	8.0	8.7	8.8	8.2	3499 / 19.8	19.9	20.5	I	WMJI-F
3 WOOK-F	SAC	214 / 7.2	6.9	5.7	6.8	6.5	6.6	3083 / 17.4	16.8	16.7	H	WOOK-F
4 WGAR-F	C	206 / 6.9	7.5	9.1	8.3	7.5	7.9	2696 / 15.2	15.6	17.4	H	WGAR-F
5 WRMR	ST	185 / 6.2	5.5	6.2	5.5	5.4	5.8	1758 / 9.9	10.2	9.4	O	WRMR
6 WMVX-F	AC/CHR	170 / 5.7	3.3	4.3	4.1	4.4	4.3	3053 / 17.2	12.1	11.8	G	WMVX-F
7 WNCX-F	CL AOR	154 / 5.1	6.9	6.7	5.6	6.2	6.1	2897 / 16.4	18.2	17.3	H	WNCX-F
8 WTAM	N/T	147 / 4.9	4.3	4.7	4.5	5.3	4.6	2374 / 13.4	13.4	12.6	F	WTAM
9 WZJM-F	CHR	145 / 4.8	6.0	5.2	5.0	5.6	5.3	3015 / 17.0	18.9	17.2	E	WZJM-F
10 WMMS-F	AOR-NR	139 / 4.6	4.4	4.8	4.5	4.8	4.6	2172 / 12.3	13.6	16.0	F	WMMS-F
11 WQAL-F	AC/CHR	134 / 4.5	5.0	6.2	5.6	5.8	5.3	3194 / 18.0	17.0	18.0	H	WQAL-F
12 WNVV-F	J	118 / 3.9	4.0	3.6	3.9	3.6	3.9	1892 / 11.3	10.1	10.0	O	WNVV-F
13 WCLV-F	CL	102 / 3.4	2.9	2.1	2.3	3.3	2.7	1355 / 7.7	8.1	7.9	O	WCLV-F
14 WENZ-F	ADR-NR	78 / 2.6	2.0	1.7	2.1	1.6	2.1	1803 / 10.2	9.3	9.0	O	WENZ-F
15 WJMO	B/O	74 / 2.5	1.7	1.7	1.8	1.6	1.9	924 / 5.2	4.8	4.4	B	WJMO
16 WKNR	SPRTS	66 / 2.2	4.5	4.7	5.0	2.7	4.1	1480 / 8.4	16.2	9.3	O	WKNR
17 WABQ	B/G	50 / 1.7	1.0	1.2	1.7	1.7	1.4	416 / 2.3	1.9	2.4		WABQ

12+ FM Share (Metro): 78.11% (2066 of 2645) (Winter 97: 79.10%)

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 WZAK-F <	1 WMJI-F	1 WMJI-F <	1 WMJI-F <	1 WOOK-F <	1 WZAK-F <	1 WZAK-F >	1 WZAK-F
2 WZAK-F >>	2 WNCX-F <	2 WMVX-F <	2 WMJI-F <	2 WZAK-F	2 WRMR <	2 WZAK-F <	2 WMJI-F	2 WOOK-F <	2 WZJM-F >	2 WGAR-F <
3 WMMS-F >	3 WMVX-F	3 WNCX-F	3 WNCX-F <	3 WMVX-F <	3 WOOK-F	3 WNCX-F	3 WMVX-F	3 WGAR-F <	3 WGAR-F <	3 WMJI-F <
4 WOOK-F	4 WMMS-F	4 WMJI-F	4 WMVX-F	4 WNCX-F	4 WGAR-F	4 WOOK-F	4 WGAR-F	4 WMJI-F <	4 WMMS-F <	4 WRMR
5 WZJM-F	5 WMMS-F <	5 WMMS-F <	5 WGAR-F <	WOOK-F <	5 WTAM <	5 WGAR-F	WRMR <	5 WRMR <	5 WMJI-F	5 WZJM-F <
6 WQAL-F	6 WGAR-F <	6 WQAL-F <	6 WQAL-F <	6 WGAR-F	6 WZAK-F	6 WRMR <	6 WTAM <	6 WTAM	6 WOOK-F <	6 WOOK-F <
7 WENZ-F <	7 WQAL-F <	7 WQAL-F <	7 WOOK-F	7 WQAL-F	7 WCLV-F <	7 WMVX-F	7 WZAK-F	WMVX-F <	7 WTAM <	7 WNVV-F <
8 WGAR-F	8 WOOK-F	WMMS-F	8 WMMS-F	8 WNVV-F	8 WQAL-F <	8 WQAL-F <	8 WMMS-F	8 WNVV-F <		
							9 WZJM-F			

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

Other Rated Stations	Metro Share	Cume Rating
WELW	VA 1330	Willoughby 0.4 1.6
WEOL	ST 930	Elyria 0.3 1.6
WERE	N/T 1300	Cleveland 0.6 2.6
WHK-AF	REL 1420	Cleveland 0.3 1.7
WZLE-F	REL 104.9	Lorain 0.3 1.7

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WKDD-F	CHR/AC 96.5	Akron 0.5 3.2
WKKY-F	C 104.9	Geneva 0.5 1.3
WKTX	E 830	Cortland 0.4 0.6
WONE-F	AOR 97.5	Akron 0.6 4.0
WQMX-F	C 94.9	Medina 0.8 3.0

# CLEVELAND

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WENZ-FM, WERE-AM, WNCX-FM	8.3 %	10.2 %	12.5 %
<b>Jacor</b> WGAR-FM, WKNR-AM, WMJI-FM, WMMS-FM, WMVX-FM, WTAM-AM	32.4 %	38.2 %	43.9 %
<b>Zapis</b> WJMO-AM, WZAK-FM, WZJM-FM	16.6 %	15.4 %	16.6 %
	57.3 %	63.8 %	73.0 %

## AM Stations

Station	Power	Time	Format	Source	Rate	Advertiser	Agency
WABQ	1540	1 kw (Days)	Black Gospel	AURN	\$22.00	—	Linn
WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Zapis
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$55.00	CBS	Jacor
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$45.00	MMR/Espnl	Media One
WTAM	1100	50 kw	News/Talk	ABC, AP	\$70.00	Christal	Jacor

## FM Stations

Station	Frequency	Power	Format	Source	Rate	Advertiser	Agency
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espnl	Media One
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$50.00	Clr Chnl	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Jacor
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	Christal	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
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$115.00	Banner	Fairfield/ML
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Zapis
WZJM	92.3	40 kw @ 548	CHR	ABC	\$53.00	D&R	Zapis

Notes:

Jim Duncan

Comments: Listening levels are down slightly . . . WMVX-F (ex-WLTF-F) jumped to its highest share in more than three years . . . WGAR-F is at its lowest share in more than three years . . . WCLV-F is at its highest share in three years . . . WKNR slipped to its lowest share since Winter 1995

# COLORADO SPRINGS

**Arbitron Rank:** 94 **Pop (12+):** 392,700  
**MSA Rank:** 105  
**MSA Pop:** 486,000  
**DMA:** 97 (w/Pueblo)  
**Average Persons Rating:** 15.7  
**Market TSL In Hours:** 21.00

**Stations:** 28 / 18  
**Diaries:** 1,389/283:1/59.3%  
**Sample Target:** 1,360  
**% Below Line:** 15.1  
**% Not Listed:** 11.7  
**Pop per Station:** 21,817

**Last Year's Revenue:** \$18,000,000  
**Household Income:** \$38,571  
**Total Retail Sales:** \$4.9 Bil.  
**#1 Biller:** KKCS-F \$3,500,000  
**#1 Billing Portfolio:** Citadel \$6,650,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KKMG-F	CHR	66 / 9.1	10.0	10.9	10.3	10.2	10.1	997 / 25.4	23.9	26.9	D	KKMG-F
2	KKFM-F	AOR/CL	60 / 8.1	8.6	9.8	9.0	10.0	8.9	721 / 18.4	19.1	19.7	E	KKFM-F
3	KKCS-F	C	42 / 6.8	7.9	8.1	8.2	8.4	7.8	654 / 14.1	16.4	16.8	E	KKCS-F
4	KILO-F	AOR	38 / 6.2	7.9	6.7	7.4	6.2	7.0	621 / 13.3	14.5	14.5	C	KILO-F
5	KSPZ-F	O	36 / 5.8	4.5	6.2	4.8	4.9	5.3	654 / 16.7	12.8	13.7	C	KSPZ-F
	KVUU-F	AC	36 / 5.8	5.0	5.3	5.1	5.4	5.3	759 / 19.3	17.6	16.0	C	KVUU-F
7	KKLI-F	SAC	34 / 5.6	4.5	4.2	6.4	4.3	5.2	624 / 13.3	9.8	12.4	D	KKLI-F
	KVOR	N/T	34 / 5.5	6.0	3.9	4.2	5.1	4.9	491 / 12.5	14.1	14.6	B	KVOR
9	KCCY-F	C	33 / 5.4	7.4	7.4	5.3	6.4	6.4	488 / 12.4	16.5	14.9	B	KCCY-F
10	KSKX-F	J	29 / 4.7	3.8	3.9	4.5	4.4	4.2	381 / 9.7	9.3	10.0	A	KSKX-F
11	KRDO-F	AC	27 / 4.4	3.5	2.8	3.5	4.4	3.5	517 / 13.2	8.9	12.4	B	KRDO-F
12	KOA	T/FS	24 / 3.9	4.0	5.3	4.8	3.3	4.5	443 / 11.3	11.8	9.8		KOA
13	KCMN	ST	20 / 3.2	1.4	1.4	1.9	1.6	2.0	116 / 2.9	2.8	2.1	A	KCMN

12+ FM Share (Metro): 79.23% (431 of 544) (Winter 97: 83.14%)

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

Wom 18-24	Wom 18-34	Wom 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	KKMG-F >	1 KKMG-F <	1 KRDO-F	1 KKMG-F	1 KKLI-F <	1 KILO-F	1 KILO-F	1 KILO-F	1 KKFM-F	1 KKFM-F >	1 KILO-F <
2	KRDO-F >	2 KRDO-F	KVUU-F	2 KRDO-F <	2 KKCS-F <	KVUU-F	2 KKFM-F >	2 KILO-F	2 KILO-F	2 KILO-F	2 KVUU-F
3	KVUU-F >	3 KVUU-F	3 KKFM-F	3 KKLI-F <	3 KSKX-F	3 KKMG-F >	3 KKMG-F	3 KKMG-F	3 KKMG-F	3 KKCS-F	3 KKMG-F <
4	KILO-F	4 KKFM-F	KKMG-F	4 KKCS-F	KKMG-F	4 KKFM-F >>	KVUU-F >	KCCY-F	4 KVUU-F	4 KKMG-F <	4 KKCS-F
	KKCS-F	5 KKLI-F	5 KKLI-F	KVUU-F <	5 KKFM-F	5 KCCY-F	5 KVUU-F >	5 KKCS-F <	5 KKCS-F <	5 KCCY-F	KOA
	KKFM-F	6 KILO-F	6 KILO-F	6 KKFM-F <	KRDO-F	6 KKCS-F	6 KKCS-F	6 KCCY-F	6 KCCY-F	6 KSKX-F	6 KSKX-F
	KKLI-F	KKCS-F	KKCS-F	7 KSKX-F <	KVUU-F <			7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F
	KSPZ-F	KCCY-F >		8 KCCY-F >	8 KCCY-F			KSKX-F		KVOR	KVOR
	KCCY-F >>			9 KSPZ-F	9 KSPZ-F					KVUU-F	KVUU-F

Other Rated Stations	Metro Share	Cume Rating
KBIQ-F	REL 102.7	Manitou Springs 1.9 6.2
KCBR	REL 104.0	Monument 0.5 1.0
KGFT-F	REL 100.7	Pueblo 1.3 6.0
KKCS	T 146.0	Colorado Springs 1.0 3.1
KPRZ-F	REL 96.1	Fountain 1.1 4.7
KRDO	SPRTS 124.0	Colorado Springs 1.0 4.5
KTWK	ST 74.0	Colorado Springs 1.1 3.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KDZA-F	O 107.9	Pueblo 1.0 3.3
KGHF	ST/FS 135.0	Pueblo 1.0 1.4
KHOW	T 63.0	Denver 1.1 3.5
KNKN-F	SP-C 107.1	Pueblo 0.3 1.0
KOKS-F	CHR 107.5	Lakewood 1.3 3.9
KRFX-F	CL AOR 103.5	Denver 0.3 0.7
KYGO-F	C 98.5	Denver 0.5 1.2
KYZX-F	C 104.5	Pueblo 0.3 1.1

# COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue
<b>Citadel</b> KKFM-FM, KCLI-FM, KKMG-FM	22.7 %	24.1 %	36.9 %
<b>Local</b> KCBR-AM, KCMN-AM	3.7 %	0.5 %	2.7 %
<b>Triathlon</b> KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM	18.2 %	16.5 %	21.4 %
	<b>44.6 %</b>	<b>41.1 %</b>	<b>61.0 %</b>

## AM Stations

Station	Freq	Power	Format	Advertiser	Rate	Agency	Product
KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	—	
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	Triathlon
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS, CNN	\$30.00	Katz	Triathlon

## FM Stations

Station	Freq	Power	Format	Advertiser	Rate	Agency	Product
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
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Mc-Guild	Citadel
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R	
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R	Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Triathlon
KVUU	99.9	68 kw @ 2000	AC		\$30.00	Katz	Triathlon

Notes: KOA – See Denver; KCCY-F – See Pueblo in the Fall 1997 American Radio . . . 2/98 KKYD (1580) sold for \$450,000 (Jody McCoy) . . . 3/98 KXRE (1490) changed from News to Hispanic Talk (Radio Unica)

Jim Duncan

Comments: KKCS-F faded to its lowest share in many years . . . KSKX-F has its highest share ever

# COLUMBIA, SC

<b>Arbitron Rank:</b> 90 Pop (12+): 412,700	<b>Stations:</b> 22 / 18	<b>Last Year's Revenue:</b> \$23,900,000
<b>MSA Rank:</b> 101	<b>Diaries:</b> 1,491/277:1/51.1%	<b>Household Income:</b> \$42,308
<b>MSA Pop:</b> 495	<b>Sample Target:</b> 1,450	<b>Total Retail Sales:</b> \$4.6 Bil.
<b>DMA:</b> 89	<b>% Below Line:</b> 1.7	<b>#1 Biller:</b> WWDM-F \$4,500,000
<b>Average Persons Rating:</b> 15.6	<b>% Not Listed:</b> 14.3	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 20.75	<b>Pop per Station:</b> 22,928	<b>Capstar</b> \$10,700,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WWDM-F	B	404 / 16.2	16.1	13.3	16.6	17.8	15.6	997 / 24.2	22.9	25.1	F WWDM-F
2	WCOS-F	C	58 / 9.0	10.8	11.1	9.3	9.8	10.1	830 / 20.1	21.3	21.1	E WCOS-F
3	WTCB-F	AC	51 / 7.9	6.6	4.5	7.2	7.4	6.6	699 / 16.9	15.3	15.0	E WTCB-F
4	WNOK-F	CHR	48 / 7.5	10.2	9.1	8.2	7.3	8.7	962 / 23.3	25.1	15.0	E WNOK-F
5	WMFX-F	AOR/CL	44 / 6.9	6.5	7.0	7.7	6.3	7.0	696 / 16.9	15.5	14.9	D WMFX-F
6	WFMV-F	B/G	38 / 5.9	4.8	7.1	6.1	6.4	6.0	429 / 10.4	11.2	12.5	B WFMV-F
7	WOMG-F	O	35 / 5.5	4.6	4.8	5.5	4.8	5.1	604 / 14.6	14.6	13.9	B WOMG-F
8	WSCQ-F	ST/EZ	33 / 5.1	5.7	5.3	5.0	6.0	5.3	406 / 9.8	10.9	11.0	C WSCQ-F
9	WARQ-F	AOR-NR	32 / 5.0	4.0	4.1	6.3	5.3	4.8	539 / 13.1	13.8	11.0	B WARQ-F
10	WVOC	N/T	29 / 4.5	4.9	5.0	4.1	5.4	4.6	529 / 12.8	13.2	14.9	C WVOC
11	WLXC-F	AC	17 / 2.6	1.7	2.9	1.9	1.0	2.3	218 / 5.3	5.7	4.9	A WLXC-F
12	WHKZ-F	C	13 / 2.0	1.5	3.2	1.6	2.0	2.1	359 / 8.7	7.7	7.3	B WHKZ-F
13	WOIC	B/O	9 / 1.4	1.4	2.3	1.9	2.2	1.8	145 / 3.5	3.8	4.1	A WOIC
	WCOS	SPR/TS	9 / 1.4	2.2	0.9	1.0	1.0	1.4	151 / 3.7	5.7	3.5	* WCOS
15	WTGH	B/G	8 / 1.2	0.8	1.2	0.9	0.6	1.0	125 / 3.0	2.5	1.9	A WTGH

12+ FM Share (Metro): 88.91% (489 of 550) (Winter 97: 87.96%)

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 WMFX-F	2 WMFX-F <	2 WTCB-F <	2 WWDM-F	2 WMFX-F <	2 WTCB-F	2 WTCB-F <	2 WCOS-F	2 WCOS-F
	3 WARQ-F	3 WTCB-F	3 WTCB-F	3 WMFX-F	3 WSCQ-F	3 WCOS-F	3 WCOS-F	3 WNOK-F <	3 WNOK-F	3 WFMV-F <
	4 WMFX-F <	4 WNOK-F	4 WCOS-F <	4 WCOS-F	4 WTCB-F	4 WNOK-F <	4 WVOC	4 WCOS-F	4 WFMV-F <	4 WNOK-F
	5 WTCB-F >	5 WCOS-F	5 WNOK-F <	5 WFMV-F	5 WMFX-F	5 WTCB-F	5 WOMG-F <	5 WARQ-F	5 WARQ-F	5 WTCB-F <
		6 WARQ-F	6 WFMV-F	6 WNOK-F	6 WFMV-F <	6 WSCQ-F <	6 WNOK-F <	6 WOMG-F <	6 WVOC <	6 WSCQ-F <
		7 WFMV-F	7 WOMG-F >	7 WOMG-F >	7 WVOC	7 WFMV-F <	7 WMFX-F	7 WMFX-F <	7 WMFX-F	7 WMFX-F <
						8 WOMG-F	8 WSCQ-F <	8 WFMV-F >		
							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+ Ovrite
1 WWDM-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 WMFX-F <	1 WWDM-F >>
2 WNOK-F >	2 WNOK-F	2 WTCB-F	2 WTCB-F >	2 WTCB-F >	2 WARQ-F >	2 WMFX-F	2 WWDM-F >>	2 WMFX-F >	2 WWDM-F >	2 WCOS-F
3 WARQ-F	3 WTCB-F >	3 WNOK-F	3 WNOK-F	3 WFMV-F	3 WNOK-F	3 WARQ-F	3 WNOK-F	3 WCOS-F	3 WCOS-F	3 WNOK-F
	4 WFMV-F	4 WFMV-F >>	4 WFMV-F	4 WNOK-F <	4 WCOS-F	4 WNOK-F	4 WARQ-F	4 WARQ-F <	4 WOMG-F	
	5 WARQ-F >	5 WARQ-F	5 WCOS-F >	5 WCOS-F >	5 WMFX-F >>	5 WCOS-F	5 WTCB-F	5 WNOK-F <	5 WVOC <	
			6 WARQ-F <	6 WOMG-F				6 WOMG-F	6 WNOK-F	
				7 WMFX-F				7 WVOC	7 WTCB-F	

Other Rated Stations		Metro Share		Cume Rating	
WDXZ-F	C 106.3	Newberry	0.8	2.1	
WISW	N 1320	Columbia	0.9	5.4	

Other Rated Stations--Outside Market		Metro Share		Cume Rating	
WBBQ-F	AC 104.3	Augusta, GA	0.6	3.1	
WQKI-F	B 93.9	St. Matthews	0.6	3.0	
WZNY-F	CHR 105.7	Augusta, GA	0.5	3.3	

Consolidation Report	12+	25-54	Revenue
<b>Bloomington</b> WISW-AM, WOMG-FM, WTCB-FM	14.3 %	17.9 %	19.2 %
<b>Capstar</b> WCOS-AM, WCOS-FM, WHKZ-FM, WNOK-FM, WSCQ-FM, WVOC-AM	29.5 %	24.4 %	44.8 %
<b>Clear Channel</b> WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM	29.5 %	29.5 %	31.7 %
<b>Local</b> WFMV-FM, WLJI-FM	5.9 %	7.0 %	2.9 %
	<b>79.3 %</b>	<b>78.8 %</b>	<b>98.6 %</b>



AM Stations

WCOS	1400	1 kw	Sports	CNN	\$<20.00	Allied	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	
WTGH	620	1 kw/0.125 kw	Gospel	AURN	\$14.00	---	Willis	Cayce
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	---	Capstar	

FM Stations

WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Clr Chnl	Clear Channel	
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Katz	Capstar	
WFMV	95.3	3 kw @ 328	Black Gospel	Westwd	\$21.00	D&R		S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Katz	Capstar	Cayce
WLJI	98.3	6 kw @ 328	See WFMV-F					Summerton
WLXC	98.5	6 kw @ 328	AC (See WHBZ-FF Charleston)		\$ NA	K&P		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
WWDW	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Banner	Clear Channel	Sumter

Notes: \* WCOS revenue included with WVOC . . . WLXC-F reclassified from Black to AC based on audience analysis . . . 2/98 WISW/WOMG-F/WTCB-F sold by Bloomington as part of a \$66,812,850 management buyout

Jim Duncan

Comments: Overall (12+) listening is down nearly a full rating point from Winter 1997 . . . WTCB-F turned in its best 12+ share in at least 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# COLUMBUS, OH

<b>Arbltron Rank:</b> 32 Pop (12+): 1,242,000	<b>Stations:</b> 29 / 28	<b>Last Year's Revenue:</b> \$75,800,000
<b>MSA Rank:</b> 40	<b>Diaries:</b> 2,482/500:1/55.8%	<b>Household Income:</b> \$46,215
<b>MSA Pop:</b> 1,460,000	<b>Sample Target:</b> 2,440	<b>Total Retail Sales:</b> \$18.9 Bil.
<b>DMA:</b> 34	<b>% Below Line:</b> 0.6	<b>#1 Biller:</b> WSNY-F \$11,100,000
<b>Average Persons Rating:</b> 15.0	<b>% Not Listed:</b> 13.1	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 20.25	<b>Pop per Station:</b> 44,357	Jacor (pending) \$32,600,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WNCI-F	179 / 8.6	9.4	10.1	8.8	9.5	9.5	3332 / 26.8	25.3	26.1	I	WNCI-F
2	WTVN	144 / 7.7	7.1	6.6	6.9	7.3	7.1	2053 / 16.5	16.6	17.7	H	WTVN
	WSNY-F	144 / 7.7	7.9	7.3	8.1	8.2	7.8	2244 / 18.1	18.5	19.6	I	WSNY-F
4	WCKX-F	127 / 6.8	3.5	2.8	1.9	2.2	3.8	1464 / 11.8	8.7	7.2	C	WCKX-F
5	WBNS-F	116 / 6.2	5.9	5.5	5.2	4.4	5.7	1789 / 14.6	16.9	14.3	F	WBNS-F
	WCOL-F	116 / 6.2	8.3	8.9	10.0	9.7	8.4	1762 / 14.2	17.0	18.7	H	WCOL-F
7	WLWQ-F	110 / 6.9	5.0	6.0	5.7	5.4	5.6	1748 / 14.1	12.4	13.0	H	WLWQ-F
8	WBZX-F	99 / 5.3	5.3	5.4	5.3	4.3	5.3	1839 / 14.8	15.2	15.7	G	WBZX-F
9	WHOK-F	80 / 4.3	3.4	4.6	4.0	4.5	4.1	1302 / 10.6	10.7	12.1	D	WHOK-F
10	WZAZ-F	67 / 3.6	3.6	3.8	3.6	3.1	3.6	1592 / 12.8	12.4	9.6	C	WZAZ-F
11	WZJZ-F	57 / 3.1	2.4	1.9	1.6	1.5	2.2	865 / 7.0	5.5	4.4	C	WZJZ-F
12	WMNI	56 / 3.0	2.7	2.8	3.2	2.6	2.9	605 / 4.9	5.6	3.4	A	WMNI
13	WCLT-F	41 / 2.2	2.2	2.4	2.6	2.0	2.3	800 / 4.8	4.7	5.1	C	WCLT-F
14	WKFX-F	38 / 2.0	0.7	0.4	0.9	0.5	1.0	836 / 6.7	1.9	2.6	C	WKFX-F
15	WKVO	32 / 1.7	1.7	2.0	2.2	1.5	1.9	406 / 3.3	3.3	3.1	A	WKVO
16	WMXG-F	26 / 1.4	3.6	3.8	3.6	3.1	3.1	615 / 4.9	8.7	10.4	C	WMXG-F
	WWCD-F	26 / 1.4	1.8	1.8	2.2	2.2	1.8	904 / 7.3	7.4	9.1	D	WWCD-F
18	WBNS	24 / 1.3	2.4	1.7	1.7	1.5	1.8	548 / 4.4	9.0	6.0	C	WBNS
19	WAZU-F	22 / 1.2	1.7	1.4	1.7	1.3	1.5	544 / 4.4	4.5	4.2	B	WAZU-F
20	WFII	21 / 1.1	0.8	0.9	0.8	1.3	0.9	398 / 3.2	2.4	4.2	A	WFII
21	WLVR-F	20 / 1.1	0.6	1.0	1.5	2.0	1.1	517 / 4.2	1.5	4.6	B	WLVR-F

12+ FM Share (Metro): 81.08% ( 1316 of 1623 ) ( Winter 97: 80.81% )

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

Wom 18-24	Wom 18-34	Wom 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 WNCI-F	1 WNCI-F >	1 WNCI-F >	1 WNCI-F	1 WSNY-F <	1 WBZX-F	1 WBZX-F	1 WBZX-F	1 WLWQ-F	1 WLWQ-F >	1 WCKX-F
2 WCKX-F >	2 WSNY-F	2 WSNY-F >	2 WSNY-F >	2 WNCI-F >	2 WCKX-F	2 WLWQ-F <	WNCI-F <	2 WBZX-F	2 WBNS-F <	2 WTVN
3 WSNY-F	3 WCKX-F >	3 WLWQ-F	3 WCKX-F <	3 WCOL-F <	3 WCOL-F	3 WNCI-F	3 WLWQ-F >	3 WNCI-F <	3 WBZX-F <	3 WNCI-F
4 WZAZ-F	4 WZAZ-F <	4 WCKX-F	4 WCOL-F >	4 WBNS-F	4 WLWQ-F	4 WCKX-F	4 WZAZ-F	4 WCKX-F <	4 WNCI-F <	4 WCOL-F
	5 WLWQ-F	5 WZAZ-F	5 WBNS-F <	5 WCKX-F <	5 WNCI-F	5 WCOL-F <	5 WCKX-F <	5 WCOL-F <	5 WTVN	
	6 WCOL-F	6 WCOL-F	6 WLWQ-F	6 WHOK-F <	6 WSNY-F	6 WZAZ-F >	6 WCOL-F >	6 WBNS-F	6 WCOL-F <	
		7 WBZX-F	7 WHOK-F <	7 WLWQ-F				7 WZAZ-F	7 WSNY-F	
			8 WZAZ-F	8 WTVN				8 WSNY-F <	8 WCKX-F	
								9 WTVN >		

Other Rated Stations	Metro Share	Cume Rating
WCLT	N/T	1430 Newark
WKJ-F	C	93.3 Chillicothe
WNKO-F	AC	101.7 Newark
WQIO-F	CHR	93.7 Mt. Vernon
WRFD	REL	880 Worthington
WSMZ-F	B	103.1 Johnstown

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

# COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue
<b>Blue Chip</b> WCKX-FM, WJZA-FM	8.1 %	6.3 %	3.0 %
<b>Jacor, pend.</b> WCOL-FM, WFII-AM, WKFX-FM, WNCI-FM, WTVN-AM, WZAZ-FM	30.2 %	29.8 %	43.0 %
<b>Jacor-to be divested</b> WAZU-FM, WHOK-FM, WLWQ-FM	11.4 %	13.4 %	16.7 %
<b>Local</b> WSWZ-FM, WZJZ-FM	1.7 %	1.7 %	2.4 %
	<b>51.5 %</b>	<b>51.2 %</b>	<b>65.1 %</b>

## AM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency
WBNS	1460	5 kw/1 kw (DA-N)	Sports	CBS, 1-on-1	\$28.00	Christal	Columbus Dispatch
WFII	1230	1 kw	Talk	Westwd, CNN	\$29.00	Mc-Guild	Jacor, pend.
WMNI	920	1 kw/500 w (DA-2)	Standards	Westwd	\$25.00	Sentry	WBZX-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC	\$149.00	Katz	Jacor
WVKO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	AURN, Westwd	\$31.00	Mc-Guild	Saga

## FM Stations

Station	Power	Time	Genre	Network	Rate	Advertiser	Agency	Location
WAZU	107.1	3 kw @ 328	AOR-New Rock		\$ NA	Katz	Jacor	Circleville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$80.00	Christal	Columbus Dispatch	
WBZX	99.7	20.2 kw @ 783	AOR		\$97.00	Sentry	WMNI	
WCKX	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, pend.	
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$60.00	Christal	Jacor	Lancaster
WJZA	103.5	5.43 kw @ 328	See WZJZ-F					Lancaster
WKFX	105.7	2.5 kw @ 512	Classic Hits	ABC	\$ NA	Christal	Jacor	Marysville
WLWQ	96.3	18 kw @ 753	AOR/Classic AOR		\$165.00	Katz	Jacor	
WLYR	107.9	6 kw @ 285	Soft AC		\$23.00	---	Associated	Delaware
WMXG	106.3	6 kw @ 328	Black AC	ABC	\$36.00	D&R	Blue Chip	London
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Mc-Guild	Jacor, pend.	
WSMZ	103.1	1.6 kw @ 443	Black	ABC	\$ NA	---		Johnstown
WSNY	94.7	22.3 @ 753	AC		\$175.00	Mc-Guild	Saga	
WWCD	101.1	6 kw @ 328	AOR-New Rock		\$39.00	Roslin		Grove City
WZAZ	98.9	0.58 kw @ 753	Progressive AOR		\$44.00	Katz	Jacor	Upper Arlington
WZJZ	104.3	3.4 kw @ 435	Jazz		\$ NA	Interep	WJZA-F	Richwood

### Notes:

Jim Duncan

Comments: Listening levels are steady . . . WCOL-F has its lowest share in more than three years . . . WZJZ-F has its fifth consecutive up book . . . Classic Hits WKFX-F debuted with a 2.0 . . . WMXG-F has shown a sharp decline while WCKX-F nearly doubled its share since the Fall (both results probably were influenced by the facilities swap the stations did recently) . . . WBNS-F has had four consecutive down books

# DALLAS-FT. WORTH

Arbitron Rank: 6 Pop (12+): 3,726,100	Stations: 37 / 37	Last Year's Revenue: \$249,500,000
MSA Rank: 10-Dallas; 32-Ft. Worth	Diaries: 4,157/896:1/50.0%	Household Income: \$48,003
MSA Pop: 4,700,000	Sample Target: 4,120	Total Retail Sales: \$45.3 Bil.
DMA: 8	% Below Line: 0.0	#1 Biller: KVIL-F \$32,700,000
Average Persons Rating: 16.8	% Not Listed: 8.1	#1 Billing Portfolio: CBS \$96,700,000
Market TSL in Hours: 21.75	Pop per Station: 100,705	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 KHKS-F	CHR	446 / 7.1	7.5	7.3	7.0	6.8	7.2	7679 / 20.6	19.8	20.0	J	KHKS-F
2 KKDA-F	B	441 / 7.0	7.2	6.8	7.1	6.7	7.0	4772 / 12.8	12.4	12.1	I	KKDA-F
3 KSCS-F	C	385 / 6.1	5.5	5.7	5.7	5.8	5.8	5034 / 13.5	13.5	14.2	J	KSCS-F
4 KVIL-F	AC/FS	309 / 4.9	5.7	5.2	5.3	6.0	5.3	6007 / 13.4	17.8	15.2	K	KVIL-F
5 WBAP	FS/T	295 / 4.7	4.9	4.1	4.3	4.4	4.5	4598 / 12.3	12.5	12.2	J	WBAP
6 KRLD	N	254 / 4.1	3.8	4.0	3.6	4.3	3.9	4538 / 12.2	13.0	13.0	J	KRLD
7 KDMX-F	AC/CHR	240 / 3.8	3.9	4.4	4.1	3.5	4.1	4916 / 13.2	13.2	12.0	I	KDMX-F
8 KLUV-F	O	238 / 3.8	3.7	3.9	4.2	3.6	3.9	4704 / 12.6	12.2	12.1	J	KLUV-F
9 KYNG-F	C	219 / 3.5	3.6	3.8	3.3	3.4	3.5	3576 / 9.6	10.0	10.2	I	KYNG-F
10 KZPS-F	CL AOR	215 / 3.4	3.9	3.1	3.8	2.0	3.6	3931 / 10.6	11.3	9.3	H	KZPS-F
11 KLTY-F	REL-CC	212 / 3.4	3.2	3.0	2.7	3.2	3.1	3221 / 8.6	6.8	7.9	F	KLTY-F
12 KEGL-F	AOR	206 / 3.3	2.7	3.3	3.8	4.3	3.3	3689 / 9.9	9.2	12.6	G	KEGL-F
13 KOAI-F	J	205 / 3.3	2.7	2.9	3.1	3.5	3.0	3094 / 8.3	7.5	8.8	H	KOAI-F
14 KRBV-F	B/AC	175 / 2.8	2.9	2.7	2.8	2.5	2.8	2588 / 6.9	6.1	7.4	H	KRBV-F
15 KTCK	SPRTS	172 / 2.7	2.7	2.1	1.7	2.0	2.3	2189 / 5.9	5.7	5.8	H	KTCK
16 KPLX-F	C	170 / 2.7	2.8	3.4	4.1	3.2	3.3	3464 / 8.3	9.1	10.6	I	KPLX-F
17 KTXQ-F	AOR	167 / 2.7	2.4	2.3	2.9	2.8	2.6	4104 / 11.0	9.7	11.0	G	KTXQ-F
18 WRR-F	CL	166 / 2.6	3.1	2.7	2.8	2.9	2.8	3075 / 8.3	8.1	8.0	D	WRR-F
19 KBFB-F	SAC	156 / 2.5	2.6	2.4	1.7	2.3	2.3	2990 / 8.0	7.5	8.4	D	KBFB-F
20 KDGE-F	AOR-NR	152 / 2.4	2.7	3.0	3.0	2.5	2.8	3849 / 10.3	11.7	11.5	H	KDGE-F
21 KLIF	T	103 / 1.6	2.0	1.9	1.4	2.2	1.7	2092 / 5.6	5.7	7.2	H	KLIF
22 KKZN-F	AOR-P	97 / 1.5	1.4	1.8	1.6	0.9	1.6	2466 / 6.6	5.7	3.9	D	KKZN-F
23 KAAM	ST	96 / 1.5	1.4	2.0	1.6	1.5	1.6	1368 / 3.7	3.7	3.1	C	KAAM
24 KHVN	B/G	94 / 1.5	1.3	0.9	1.2	1.4	1.2	1078 / 2.9	2.7	3.0	C	KHVN
25 KRNB-F	B/AC	85 / 1.4	1.0	1.1	1.1	1.6	1.1	1422 / 3.8	3.0	4.7	B	KRNB-F
26 KESS	SP-C	84 / 1.3	1.7	1.5	1.5	2.0	1.5	1154 / 3.1	3.6	4.3	F	KESS
27 KHCK-F	SP-TJ	83 / 1.3	1.4	1.1	1.1	1.0	1.2	994 / 2.7	2.6	3.4		KHCK-F
28 KDXX-AF	SP-R	65 / 1.0	0.5	0.7	1.1	1.0	0.8	1020 / 2.7	2.4	2.2		KDXX-AF

12+ FM Share (Metro): 77.36% (4458 of 5763) (Winter 97: 76.75%)

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

Wom 18-24	Wom 18-34	Wom 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 KKDA-F	1 KHKS-F	1 KHKS-F >	1 KHKS-F >	1 KHKS-F	1 KKDA-F >>	1 KKDA-F >	1 KTCK	1 KKDA-F	1 KTCK <	1 KKDA-F
KHKS-F >	2 KKDA-F	2 KKDA-F <	2 KKDA-F <	2 KVIL-F	2 KEGL-F	2 KEGL-F <	2 KEGL-F	2 KTCK	2 KZPS-F <	2 KHKS-F <
3 KDMX-F	3 KDMX-F	3 KSCS-F	3 KVIL-F <	3 KSCS-F	3 KTXQ-F	3 KTXQ-F	KKDA-F <	KZPS-F	3 KSCS-F <	3 KRLD
4 KYNG-F	4 KSCS-F	4 KDMX-F	4 KDMX-F <	4 KLTY-F <	4 KDGE-F <	KTCK	4 KTXQ-F	4 KEGL-F <	4 WBAP	
5 KDGE-F >	5 KYNG-F	5 KLTY-F <	5 KSCS-F <	5 KLUV-F <	5 KDMX-F	5 KSCS-F <	5 KSCS-F	5 KSCS-F	5 KEGL-F <	
	6 KLTY-F <	6 KOAI-F <	6 KLTY-F	6 KDMX-F <	6 KHKS-F	6 KDMX-F	6 KDMX-F	6 KTXQ-F	6 KKDA-F <	
	7 KDGE-F	7 KVIL-F <	7 KRBV-F <	7 KKDA-F <	KSCS-F	7 KZPS-F <	7 KZPS-F	7 KHKS-F <	7 KOAI-F <	
		8 KRBV-F <	8 KYNG-F <	8 KRBV-F <		8 KHKS-F <	8 KHKS-F	8 WBAP <	8 KVIL-F <	
		9 KRLD-F	9 KLUV-F	9 KOAI-F		9 KDGE-F	9 KDMX-F	9 KDMX-F	9 KTXQ-F <	

# DALLAS-FT. WORTH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating
<b>CBS</b>	24.2 %	26.1 %	38.8 %	KFJZ	SP	870 Ft. Worth	0.4	0.7
KHVN-AM, KLUV-FM, KOAI-FM, KOOO-AM, KRBV-FM, KRLD-AM, KVIL-FM, KYNG-FM				KKDA	B/O	730 Grand Prairie	0.8	1.9
<b>Chancellor</b>	18.1 %	18.2 %	16.0 %	KOOO	T	1190 Dallas	0.3	1.5
KBFB-FM, KDGE-FM, KHKS-FM, KTXQ-FM, KZPS-FM				KRVA	SP	1600 Cockrell Hill	0.3	1.2
<b>HefTel</b>	3.6 %	3.8 %	2.3 %	KWRD-F	REL	94.9 Arlington	0.5	1.9
KDXX-AF, KESS-AM, KHCK-FM				KZDF-FF	SP-R	107.1 Terrell	0.7	1.9
<b>Jacor, pend.</b>	7.1 %	7.2 %	6.7 %	KZMP	SP-R	1540 Ft. Worth	0.7	1.4
KDMX-FM, KEGL-FM								
<b>KKDA</b>	9.2 %	6.8 %	5.8 %					
KKDA-AM, KKDA-FM, KRNB-FM								
<b>Susquehanna</b>	8.5 %	10.8 %	11.4 %					
KKZN-FM, KLIF-AM, KPLX-FM, KTCK-AM								
<b>Z-Spanish</b>	0.7 %	0.7 %	0.6 %					
KZDF-FM, KZDL-FM								
	<b>71.4 %</b>	<b>73.6 %</b>	<b>81.6 %</b>					

## AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KAAM	620	5 kw/4.5 kw (DA-2)	Standards	\$ NA	—	Piano
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	Mc-Guild	CBS
KLIF	570	5 kw (DA-2)	Talk	\$148.00	Mc-Guild	Susquehanna
KRLD	1080	50 kw (DA-N)	News	\$175.00	CBS	CBS
KTCK	1310	5 kw/2.2 kw (DA-2)	Sports	\$60.00	Interep	Susquehanna
WBAP	820	50 kw	Full Service/Talk	\$270.00	Katz	ABC/Disney

## FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
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
KDMX	102.9	100 kw @ 1348	AC/CHR	\$140.00	Allied	Jacor, pend.
KDXX	107.9	100 kw @ 842	Hispanic-Regional	\$ NA	Katz Hisp.	HefTel
KEGL	97.1	100 kw @ 1460	AOR	\$169.00	Christal	Jacor, pend.
KHCK	99.1	100 kw @ 1168	Hispanic-Tejano	\$80.00	Caballero	HefTel
KHKS	106.1	100 kw @ 1590	CHR	\$240.00	D&R	Chancellor
KKDA	104.5	100 kw @ 1590	Black	\$200.00	AP	Christal
KKZN	93.3	50 kw @ 436	Progressive AOR	\$ NA	Eastman	Susquehanna
KLTY	94.1	100 kw @ 1590	Cont. 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
KRBV	100.3	100 kw @ 1440	Black AC/Oldies	\$177.00	ABC	CBS
KRNB	105.7	100 kw @ 1672	Black AC	\$ NA	Christal	KKDA
KSCS	96.3	100 kw @ 1611	Country	\$300.00	Katz	ABC/Disney
KTXQ	102.1	100 kw @ 1447	AOR	\$130.00	Christal	Chancellor
KVIL	103.7	100 kw @ 1570	AC/Full Service	\$485.00	Interep	CBS
KYNG	105.3	100 kw @ 1528	Country	\$260.00	Westwd	CBS
KZPS	92.5	100 kw @ 1590	Classic AOR	\$115.00	Sentry	Chancellor
WRR	101.1	100 kw @ 1348	Classical	\$74.00	AP	Allied

Notes: 1/98 KPAD (1540) changed from Motivational to Hispanic-Regional as KZMP . . . 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 transaction: KBFB-F; KTXQ-F . . . 2/98 KMRT changed calls to KDXX; KICI-F changed calls to KDXX-F . . . 4/98 KAHZ (1360; Ft. Worth) sold by Children's to Catholic as part of a \$57,500,000 group sale

Jim Duncan  
 Comments: Listening levels are steady

# DAYTON

Arbitron Rank: 54 Pop (12+): 819,900	Stations: 27 / 20	Last Year's Revenue: \$31,900,000
MSA Rank: 61	Diaries: 2,105/390:1/56.1%	Household Income: \$45,268
MSA Pop: 948,000	Sample Target: 2,110	Total Retail Sales: \$9.7 Bil.
DMA: 53	% Below Line: 8.4	#1 Biller: WHKO-F \$6,125,000
Average Persons Rating: 15.4	% Not Listed: 12.6	#1 Billing Portfolio: Jacor \$14,320,000
Market TSL In Hours: 20.50	Pop per Station: 40,995	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Wln 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Wln 97	Revenue Level		
1	WHKO-F	C	154 / 12.2	13.6	13.2	12.8	11.3	13.0	1978 / 24.1	26.2	25.8	G	WHKO-F
2	WMMX-F	AC	119 / 9.4	8.7	8.9	9.1	8.6	9.0	1490 / 18.2	19.1	17.3	G	WMMX-F
3	WTUE-F	AOR	82 / 6.5	6.5	7.0	7.0	6.3	6.7	1207 / 14.7	14.1	14.9	E	WTUE-F
4	WGZ-F	CHR	81 / 8.4	4.6	5.2	5.6	4.6	5.5	1683 / 20.5	18.2	16.8	D	WGZ-F
5	WLQT-F	SAC	70 / 5.5	6.3	5.9	7.0	6.7	6.2	1223 / 14.9	14.7	14.6	D	WLQT-F
6	WROU-F	B	67 / 5.3	6.5	5.1	5.0	7.6	5.5	864 / 10.5	10.9	11.9	D	WROU-F
7	WING-F	CL AOR	69 / 4.7	3.9	4.3	4.7	4.2	4.4	1293 / 15.8	13.2	12.1	C	WING-F
	WXEG-F	AOR-NR	59 / 4.7	4.5	3.3	3.9	3.5	4.1	1165 / 14.2	12.9	10.2	C	WXEG-F
9	WHIO	N/T	58 / 4.6	5.3	5.3	5.8	6.3	5.2	1084 / 13.2	12.5	14.2	D	WHIO
10	WLW	FS/T	49 / 3.9	3.3	4.5	4.2	3.8	4.0	756 / 9.2	10.1	9.9		WLW
11	WONE	ST	44 / 3.5	4.5	4.0	3.3	3.5	3.8	592 / 7.2	8.0	6.7	B	WONE
12	WCLR-FF	O	42 / 3.3	3.0	4.0	4.0	2.9	3.6	785 / 9.6	8.6	5.0	A	WCLR-FF
13	WBTT-F	CHR/B	38 / 2.9	3.2	3.3	3.4	4.2	3.2	821 / 10.0	10.7	13.1	B	WBTT-F
14	WDAO	B	32 / 2.5	2.6	1.8	1.2	1.7	2.0	265 / 3.2	3.5	2.9	A	WDAO
15	WKSW-F	C	25 / 2.0	1.1	1.7	1.3	1.7	1.5	335 / 4.1	3.2	3.9	A	WKSW-F
16	WFCJ-F	REL	24 / 1.9	1.2	1.7	2.1	1.6	1.7	425 / 5.2	4.3	4.6		WFCJ-F
17	WPFB-F	C	16 / 1.3	1.8	1.8	1.5	1.3	1.6	385 / 4.7	4.4	5.1		WPFB-F
18	WVAE-F	J	15 / 1.2	0.8	0.9	1.1	1.3	1.0	284 / 3.5	3.5	3.4		WVAE-F
19	WLSN-F	J	13 / 1.0	1.5	0.7	1.1	0.9	1.1	288 / 3.5	4.0	2.9	A	WLSN-F

12+ FM Share (Metro): 81.05% (894 of 1103) (Winter 97: 79.20%)

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

Wom 18-24	Wom 18-34	Wom 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	WGZ-F	1	WMMX-F	1	WMMX-F	1	WXEG-F	1	WTUE-F >	1	WHKO-F
2	WMMX-F	2	WHKO-F <	2	WHKO-F >	2	WTUE-F	2	WXEG-F <	2	WING-F
3	WLQT-F	3	WROU-F <	3	WROU-F <	3	WLQT-F	3	WING-F	3	WXEG-F
	WROU-F	4	WGZ-F	4	WXEG-F	4	WGZ-F	4	WHKO-F	4	WING-F >
5	WHKO-F	5	WXEG-F	5	WGZ-F	5	WLQT-F >	5	WGZ-F	5	WCLR-FF
		6	WLQT-F <	6	WFCJ-F	6	WBTT-F	6	WONE <	6	WMMX-F
				7	WTUE-F	7	WTUE-F	7	WLW <	7	WHIO
											WLQT-F

Other Rated Stations		Metro Share	Cume Rating
WING	N/T	1410	Dayton 0.6 3.2
WIZE	ST	1340	Springfield 0.9 2.0
WRNB-F	B/A/C	96.9	Troy 0.9 2.6

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WEBN-F	AOR	102.7	Cincinnati 0.4 1.4
WKRC	T	550	Cincinnati 0.6 2.1
WOFX-F	CL AOR	92.5	Cincinnati 0.6 2.6
WYGY-F	C	96.5	Hamilton 0.7 2.8

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WGTZ-FM, WING-AM, WING-FM	11.7 %	11.0 %	13.7 %
<b>Cox, pend.</b> WCLR-FM, WHIO-AM, WHKO-FM, WZLR-FM	20.1 %	21.6 %	29.0 %
<b>Jacor</b> WBTT-FM, WIZE-AM, WLQT-FM, WMMX-FM, WONE-FM, WTUE-FM, WXEG-FM	29.9 %	31.1 %	45.3 %
<b>Local (semi-duop)</b> WRNB-FM, WROU-FM	6.2 %	6.2 %	6.6 %
	<b>67.8 %</b>	<b>69.9 %</b>	<b>94.6 %</b>

**AM Stations**

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**

WBTT	94.5	6 kw @ 328	CHR/Black		\$<20.00	---	Jacor	Englewood
WCLR	95.7	50 kw @ 476	Oldies	Westwd	\$20.00	Regional	Cox, pend.	Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00	---		Miamisburg
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00	Mc-Guild	Clear Channel	Eaton
WHKO	99.1	50 kw @ 1065	Country		\$83.00	D&R	Cox	
WING	102.9	50 kw @ 492	Classic AOR	ABC	\$36.00	Mc-Guild	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 @ 479	Jazz	JRN	\$ NA	---	Jacor, pend.	Greenville
WMMX	107.7	50 kw @ 420	AC		\$90.00	Eastman	Jacor	
WPFB	105.9	33.9 kw @ 593	Country	ABC	\$ NA	---	Braden	Middletown
WROU	92.1	0.89 kw @ 597	Black	ABC	\$50.00	Allied	WRNB-F	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				Cox, pend.	Xenia

Notes: Other ranked stations – See Cincinnati . . . 3/98 WPTW/WCLR-F/WZLR-F sold by Charles Giddens to Cox for \$6,300,000 (MVP) . . . 4/98 WLSN-F (106.5; Greenville) sold to Jacor for \$3,400,000

Jim Duncan

Comments: WHIO has its lowest share in many years

# DENVER-BOULDER

**Arbitron Rank:** 22 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:** 3,021/588:1/55.5%  
**Sample Target:** 2,930  
**% Below Line:** 0.0  
**% Not Listed:** 12.1  
**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 (pending) \$59,640,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KYGO-F	C	223 / 7.8	9.3	7.8	7.9	10.5	8.2	3069 / 17.3	18.9	18.8	J	KYGO-F
2	KOA	T/FS	193 / 6.7	7.9	7.8	8.6	7.0	7.8	3550 / 20.0	23.6	19.6	K	KOA
3	KOSI-F	SAC	182 / 6.3	6.2	6.6	6.9	6.3	6.5	3015 / 17.0	15.5	14.8	I	KOSI-F
4	KQKS-F	CHR	174 / 6.1	5.6	6.5	6.2	4.6	6.1	2511 / 14.1	12.3	13.0	E	KQKS-F
5	KRFX-F	CL AOR	170 / 5.9	6.5	5.5	5.1	5.0	5.8	2750 / 15.5	15.0	11.9	H	KRFX-F
6	KHIH-F	J	151 / 5.3	4.1	3.9	3.8	3.5	4.3	2189 / 12.3	9.9	8.9	G	KHIH-F
7	KBCO-F	AOR-P	146 / 5.1	5.2	5.0	4.5	4.2	4.9	2771 / 15.6	14.3	13.2	H	KBCO-F
8	KKHK-F	CL AOR	130 / 4.5	4.4	3.9	4.6	5.4	4.4	2280 / 12.8	14.4	13.8	H	KKHK-F
9	KXKL-F	O	128 / 4.5	4.7	5.4	4.2	4.9	4.7	2705 / 15.2	14.4	13.7	H	KXKL-F
10	KALC-F	AC/CHR	127 / 4.4	4.7	5.0	4.8	5.8	4.7	3010 / 16.9	16.3	17.6	H	KALC-F
11	KHOW	T	123 / 4.3	4.7	3.9	4.0	4.3	4.2	1824 / 10.3	10.6	10.3	E	KHOW
12	KIMN-F	AC	106 / 3.7	3.4	3.5	2.7	2.5	3.3	1824 / 10.3	10.7	9.1	G	KIMN-F
13	KEZW	ST	101 / 3.5	2.6	3.1	3.8	3.2	3.3	1289 / 7.3	5.8	6.6	C	KEZW
14	KBPI-F	AOR-NR	98 / 3.4	3.5	3.5	4.3	3.7	3.7	2237 / 12.6	10.5	11.2	G	KBPI-F
15	KXPK-F	AOR-P	82 / 2.9	3.0	3.1	3.1	3.3	3.0	2158 / 12.2	11.8	11.5	F	KXPK-F
16	KTCL-F	AOR-NR	73 / 2.5	1.9	2.3	1.3	1.6	2.0	1402 / 7.9	6.2	5.7	C	KTCL-F
17	KVOD-F	CL	65 / 2.3	2.2	2.0	1.8	2.8	2.1	1078 / 6.1	5.8	6.3	D	KVOD-F
18	KCKK-AF	C/O	62 / 2.2	2.8	3.1	3.4	3.1	2.9	1202 / 6.8	6.3	6.6	B	KCKK-AF
19	KKFN	SPRTS	44 / 1.5	1.4	1.2	1.6	1.3	1.4	1083 / 6.0	6.4	6.1	B	KKFN

12+ FM Share (Metro): 76.82% (1935 of 2519) (Winter 97: 76.84%)

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 KRFX-F <	1 KYGO-F <	1 KYGO-F <	1 KOA	1 KYGO-F	1 KOA <	1 KYGO-F	1 KQKS-F >	1 KYGO-F
2 KBPI-F <	2 KRFX-F <	2 KYGO-F	2 KRFX-F	2 KRFX-F	2 KYGO-F	2 KOA <	2 KOSI-F <	2 KQKS-F	2 KOSI-F	2 KQKS-F
3 KALC-F	3 KBCO-F <	3 KOSI-F <	3 KBCO-F <	3 KBCO-F <	3 KHIH-F <	3 KRFX-F <	3 KYGO-F	KOSI-F	3 KYGO-F <	3 KHIH-F <
	4 KYGO-F	4 KBCO-F	4 KKHK-F <	4 KOSI-F <	4 KOSI-F	4 KHOW	4 KRFX-F <	KOA <	4 KBPI-F	4 KOSI-F <
	5 KBPI-F	5 KKHK-F <	5 KOSI-F	5 KKHK-F <	5 KHOW	5 KOSI-F	5 KBCO-F <	5 KRFX-F	KOA <	5 KOA <
	KQKS-F	6 KALC-F <	6 KHIH-F	6 KHIH-F <	6 KXKL-F <	6 KALC-F <	6 KHIH-F <	6 KBCO-F <	6 KHIH-F <	6 KBCO-F <
	7 KXPK-F <	7 KHIH-F	7 KIMN-F <	7 KOA <	7 KEZW	7 KQKS-F	7 KKHK-F <	7 KHIH-F <	7 KRFX-F	7 KRFX-F <
	8 KOSI-F	8 KQKS-F	8 KOA <	8 KXKL-F <	8 KRFX-F <	8 KHIH-F	8 KHOW	8 KKHK-F <	8 KBCO-F <	8 KXKL-F <
		KIMN-F <	9 KXKL-F <	9 KIMN-F	9 KKHK-F <	KXKL-F <	9 KIMN-F <	9 KXKL-F <	9 KEZW <	9 KALC-F <

Wom 18-24	Wom 18-34	Wom 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 KALC-F >>	1 KALC-F	1 KYGO-F	1 KOSI-F <	1 KYGO-F	1 KBPI-F	1 KRFX-F	1 KRFX-F	1 KRFX-F >	1 KRFX-F	1 KOA >
2 KQKS-F	2 KYGO-F <	2 KALC-F	2 KYGO-F	KOSI-F >	2 KQKS-F <	2 KBPI-F	2 KBCO-F	2 KKHK-F <	2 KKHK-F	2 KHOW <
3 KOSI-F >	3 KOSI-F	KBCO-F	3 KALC-F	3 KXKL-F <	3 KRFX-F >	3 KBCO-F	3 KKHK-F <	3 KBCO-F	3 KBCO-F <	3 KQKS-F
4 KYGO-F	4 KBCO-F <	4 KOSI-F	4 KIMN-F <	4 KIMN-F <	4 KTCL-F	4 KQKS-F <	4 KBPI-F <	4 KYGO-F <	4 KOA	4 KOSI-F
5 KXPK-F	5 KQKS-F <	5 KXPK-F <	5 KBCO-F	5 KHIH-F <	5 KOSI-F	5 KALC-F <	5 KXPK-F <	5 KOA <	5 KYGO-F	
6 KTCL-F	6 KXPK-F >	6 KKHK-F <	6 KHIH-F <	6 KBCO-F	KALC-F	6 KKHK-F <	6 KALC-F	6 KBPI-F	6 KHIH-F	
	7 KRFX-F <	7 KRFX-F	7 KQKS-F <	7 KKHK-F		7 KXPK-F <	KYGO-F	7 KHIH-F <	7 KHOW <	
		8 KIMN-F	8 KXKL-F	8 KRFX-F		8 KYGO-F <	8 KOA	8 KALC-F <	8 KXKL-F	
		KQKS-F <				9 KTCL-F				



# DENVER-BOULDER

Consolidation Report	12+	25-54	Revenue	Other Rated Stations	Metro Share	Cume Rating
<b>Chancellor</b> KALC-FM, KIMN-FM, KRRF-AM, KVOD-FM, KXKL-FM, KXPK-FM	18.3 %	19.2 %	21.7 %	KBNO SP 1220 Denver	0.3	1.3
<b>Jacor, pend.</b> KBCO-FM, KBPI-FM, KHIH-FM, KHOW-AM, KOA-AM, KRFX-FM, KTCL-FM, KTLK-AM	34.0 %	35.6 %	43.8 %	KDKO B 1510 Littleton	0.6	1.5
<b>Jefferson-Pilot</b> KCKK-FM, KKFN-AM, KQKS-FM, KYGO-AM, KYGO-FM	17.6 %	15.3 %	16.8 %	KJMN-F SP 92.1 Castle Rock	0.6	1.7
<b>Tribune Co.</b> KEZW-AM, KKHK-FM, KOSI-FM	14.3 %	13.8 %	14.8 %	KLZ REL 560 Denver	0.4	1.1
				KMXA SP-C 1090 Aurora	0.7	1.6
				KNUS T 710 Denver	0.6	2.2
				KRKS-F REL 94.7 Boulder	0.4	2.0
				KRRF T 1280 Denver	0.5	1.9
				KTLK T 760 Thornton	0.8	3.5
	<b>84.2 %</b>	<b>83.9 %</b>	<b>97.1 %</b>			

## AM Stations

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

## FM Stations

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

Notes: 2/98 KIIH/KTCL-F sold by Tsunami to Jacor for \$500,000 + assumption of \$5,600,000 debt . . . 2/98 KLMO (1060; Longmont) sold for \$575,000 . . . 4/98 KKYD (1340) sold by Children's to Catholic as part of a \$57,500,000+ group sale

Jim Duncan

Comments: Listening levels are steady . . . KOA is at its lowest share in more than three years . . . KHIH-F posted its highest share ever

# DES MOINES

<b>Arbitron Rank:</b> 88 Pop (12+): 419,700	<b>Stations:</b> 20 / 19	<b>Last Year's Revenue:</b> \$23,600,000
<b>MSA Rank:</b> 118	<b>Diaries:</b> 1,556/270:1/58.4%	<b>Household Income:</b> \$47,832
<b>MSA Pop:</b> 433,000	<b>Sample Target:</b> 1,520	<b>Total Retail Sales:</b> \$6.5 Bil.
<b>DMA:</b> 72	<b>% Below Line:</b> 0.9	<b>#1 Biller:</b> WHO \$6,750,000
<b>Average Persons Rating:</b> 13.9	<b>% Not Listed:</b> 11.3	<b>#1 Billing Portfolio:</b> Jacor \$8,930,000
<b>Market TSL In Hours:</b> 18.75	<b>Pop per Station:</b> 22,089	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WHO	FS	83 / 14.2	13.3	12.1	10.1	11.9	12.4	1061 / 25.3	27.5	24.2	G WHO
2	KSTZ-F	AC/CHR	50 / 8.6	8.2	8.9	7.2	7.3	8.2	1042 / 24.8	23.1	23.1	C KSTZ-F
3	KAZR-F	AOR	46 / 7.9	7.5	6.2	4.7	5.3	6.6	736 / 17.5	15.7	12.1	B KAZR-F
4	KIOA-F	O	43 / 7.4	6.4	7.1	7.5	6.8	7.1	733 / 17.5	17.5	19.2	D KIOA-F
5	KLYF-F	AC	40 / 6.9	3.9	5.7	6.3	8.2	5.7	629 / 15.0	11.6	16.4	C KLYF-F
6	KJJY-F	C	36 / 6.2	9.2	8.4	8.7	10.2	8.1	655 / 15.6	19.3	21.2	E KJJY-F
7	KHKI-F	C	33 / 5.7	8.8	5.2	10.4	4.2	7.5	559 / 13.3	15.0	11.5	C KHKI-F
8	KRKQ-F	CL AOR	30 / 5.1	4.8	7.6	5.3	4.2	5.7	642 / 15.3	14.8	13.4	B KRKQ-F
9	KLTI-F	SAC	29 / 5.0	4.9	3.2	4.3	2.8	4.3	601 / 14.3	12.9	9.6	B KLTI-F
10	KGGO-F	AOR	28 / 4.8	4.9	7.5	4.8	7.0	5.5	535 / 12.7	14.3	14.9	D KGGO-F
11	KKDM-F	CHR-NR	23 / 3.9	3.1	5.5	5.1	6.0	4.4	647 / 15.4	12.7	18.6	C KKDM-F
12	KRNT	ST	19 / 3.3	3.4	3.7	4.7	4.9	3.8	323 / 7.7	7.8	11.1	A KRNT
13	KMXD-F	EZ	12 / 2.1	2.5	2.6	2.6	3.1	2.4	211 / 5.0	6.5	7.0	A KMXD-F
	KCCQ-F	CHR	12 / 2.1	1.1	1.1	1.8	1.2	1.5	265 / 6.3	5.2	4.4	C KCCQ-F
15	KJJC-F	SPRTS	11 / 1.9	0.8	1.0	0.8	0.6	1.1	149 / 3.5	2.5	1.5	C KJJC-F

12+ FM Share (Metro): 77.56%      (401 of 517)      (Winter 97: 76.76%)

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

Wom 18-24	Wom 18-34	Wom 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 KHKI-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 KSTZ-F	2 KHKI-F	2 KLYF-F	2 KLYF-F	2 KIOA-F	2 KGGO-F >	2 KGGO-F	2 KGGO-F	2 WHO	2 KRKQ-F <	2 KHKI-F
3 KLTI-F	3 KLTI-F	3 KLTI-F	3 KHKI-F	3 KLYF-F	3 KKDM-F	3 KRKQ-F >	3 KRKQ-F	3 KGGO-F	3 KAZR-F <	KIOA-F
	KAZR-F >	KAZR-F	4 KAZR-F	4 KLTI-F	4 KJJY-F	KHKI-F	4 KKDM-F	4 WHO	KRKQ-F >	4 KGGO-F <
5 KKDM-F	KLYF-F >	KHKI-F	5 KIOA-F	5 KLTI-F <	KRKQ-F >	WHO	5 KSTZ-F	5 KSTZ-F <	5 KIOA-F <	5 KIOA-F <
	KLYF-F >	6 KKDM-F	KJJY-F	6 WHO		KSTZ-F	KLYF-F	6 KLYF-F <	6 KLYF-F <	6 KLYF-F <
			7 WHO	7 KHKI-F >		KHKI-F	KJJY-F	7 KHKI-F <	7 KSTZ-F >	7 KSTZ-F >
						KJJY-F	8 KIOA-F	8 KIOA-F		

Other Rated Stations		Metro Share	Cume Rating
KASI	T 1430 Ames	0.5	2.3
KLRX-F	CL HITS 96.1 Madrid	0.7	1.1
KXTK	T 940 Des Moines	1.0	3.3
KZZQ-F	REL 99.5 Winterset	0.7	1.9

Other Rated Stations--Outside Market		Metro Share	Cume Rating
KWMT	C 540 Ft. Dodge	0.9	1.4

Consolidation Report	12+	25-54	Revenue
Barnstable	13.1 %	15.6 %	18.1 %
KJJY-FM, KKSO-AM, KRKQ-FM			
Capstar	10.5 %	11.7 %	16.8 %
KDMI-AM, KGGO-FM, KHKI-FM			
Jacor, pend.	23.2 %	21.6 %	37.8 %
KLYF-FM, KMXD-FM, WHO-AM			
Saga	32.2 %	31.8 %	25.6 %
KAZR-FM, KIOA-FM, KLTI-FM, KRNT-AM, KSTZ-FM, KXTK-FM			
<b>Total</b>	<b>79.0 %</b>	<b>80.7 %</b>	<b>98.3 %</b>

# DES MOINES

## AM Stations

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

## FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
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	
KJJC	106.9	27 kw @ 650	Sports	SBUSA	\$ NA	Farmakis		Osceola
KJYJ	92.5	41 kw @ 541	Country		\$70.00	Mc-Guild	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	CHR-New Rock	Westwd	\$29.00	Roslin		
KLTI	104.1	100 kw @ 1010	Soft AC		\$<20.00	Katz	Saga	Ames
KLYF	100.3	100 kw @ 1700	AC		\$47.00	Christal	Jacor	
KMXD	106.3	6 kw @ 328	Easy Listening		\$<20.00	—	Jacor, pend.	Ankeny
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	Mc-Guild	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	AC/CHR		\$46.00	Katz	Saga	

Notes: KKDM-F reclassified from AOR-New Rock to CHR-New Rock based on audience analysis and M Street format description . . . 2/98 KMXD-F sold to Jacor for \$3,000,000

Jim Duncan

Comments: Listening levels are down dramatically (1.7 rating points in the last year) . . . KAZR-F has its highest share ever . . . Notice the erratic ride which KHKI-F has been on . . . KRNT has had five consecutive down books . . . a Sports station on FM (KJJC-F) shows some life

### \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# DETROIT

Arbitron Rank: 7 Pop (12+): 3,692,300	Stations: 29 / 29	Last Year's Revenue: \$203,400,000
MSA Rank: 6	Diarles: 4,436/832:1/53.1%	Household Income: \$49,940
MSA Pop: 4,880,000	Sample Target: 4,360	Total Retail Sales: \$44.0 Bil.
DMA: 9	% Below Line: 0.0	#1 Biller: WNIC-F \$19,500,000
Average Persons Rating: 17.2	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 127,321	Chancellor \$67,550,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WJLB-F	B	515 / 8.1	7.9	7.9	8.1	7.9	8.0	6330 / 17.1	17.4	17.3	J WJLB-F
2	WNIC-F	AC	480 / 7.6	7.4	6.6	7.2	6.8	7.2	6511 / 17.6	16.5	15.6	J WNIC-F
3	WOMC-F	O	371 / 5.9	5.5	5.9	5.8	5.9	5.8	6232 / 16.9	14.8	16.6	J WOMC-F
4	WJR	FS/T	367 / 5.8	6.4	6.7	5.9	6.2	6.2	8323 / 17.1	18.8	17.6	J WJR
5	WWJ	N	313 / 4.9	5.2	4.9	5.3	5.6	5.1	6704 / 18.2	18.4	18.8	J WWJ
6	WVMV-F	J	298 / 4.7	3.5	3.5	3.2	3.3	3.7	4126 / 11.2	9.3	8.7	G WVMV-F
7	WRIF-F	AOR	261 / 4.1	3.8	4.5	4.2	4.7	4.2	4585 / 12.4	11.9	13.5	I WRIF-F
8	WKQI-F	AC/CHR	258 / 4.1	4.1	4.5	4.7	4.6	4.3	6143 / 16.6	16.3	15.6	I WKQI-F
9	WMXD-F	B/AC	255 / 4.0	3.9	3.9	4.3	3.7	4.0	3598 / 9.7	10.2	9.7	H WMXD-F
10	WWWW-F	C	237 / 3.7	3.4	3.5	3.6	3.9	3.6	3984 / 10.8	10.0	10.5	H WWWW-F
11	WCHB-F	B	217 / 3.4	3.2	4.0	3.6	3.2	3.6	3844 / 10.4	9.8	9.5	F WCHB-F
12	WXYT	T	214 / 3.4	3.6	2.6	3.1	3.3	3.2	2891 / 7.8	10.1	7.7	H WXYT
13	WYCD-F	C	193 / 3.0	3.5	3.3	3.5	3.7	3.3	3347 / 9.1	9.7	9.6	I WYCD-F
14	WCSX-F	CL AOR	191 / 3.0	3.1	3.4	3.1	3.1	3.2	4019 / 10.9	9.5	10.2	H WCSX-F
15	WPLT-F	CHR-NR	171 / 2.7	3.0	3.5	2.5	2.5	2.9	4786 / 13.0	13.2	11.6	F WPLT-F
16	WDRQ-F	CHR	164 / 2.6	3.2	3.4	3.8	3.0	3.3	4376 / 11.9	11.6	12.3	G WDRQ-F
17	CKWW	ST	144 / 2.3	3.0	2.9	2.4	2.5	2.6	2066 / 5.6	5.6	4.5	CKWW
18	WDFN	SPRTS	119 / 1.9	1.8	1.4	1.3	1.3	1.6	1783 / 4.8	5.1	3.4	D WDFN
19	WWBR-F	AOR	115 / 1.8	2.3	1.5	1.7	1.9	1.8	2186 / 5.9	6.8	6.5	E WWBR-F
20	WKRK-F	AOR-NR	106 / 1.7	1.4	1.4	1.1	1.2	1.4	2561 / 6.9	7.0	7.0	E WKRK-F
21	WGPR-F	B/AC	91 / 1.4	1.2	0.8	1.3	1.4	1.2	1765 / 4.8	4.1	4.1	D WGPR-F
22	CIMX-F	AOR-NR	86 / 1.4	1.5	1.7	1.8	1.4	1.6	3064 / 8.3	7.5	8.5	CIMX-F
23	WMUZ-F	REL	74 / 1.2	1.5	1.0	1.0	0.9	1.2	1625 / 4.4	4.3	3.4	WMUZ-F
24	WQBH	G	69 / 1.1	1.1	1.5	1.5	1.4	1.3	891 / 2.4	2.8	3.6	C WQBH
25	WXDG-F	AOR-NR	67 / 1.1	1.9	2.4	2.9	2.9	2.1	1821 / 4.9	6.4	7.1	E WXDG-F
26	CIDR-F	AOR-P	62 / 1.0	1.2	1.1	1.2	1.2	1.1	1889 / 5.1	5.3	4.9	CIDR-F

12+ FM Share (Metro): 75.65% (4212 of 5568) (Winter 97: 74.68%)

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

Wom 18-24	Wom 18-34	Wom 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 WRIF-F	1 WJLB-F >
2 WCHB-F <	2 WNIC-F	2 WNIC-F	2 WJLB-F >	2 WJLB-F	2 WRIF-F >	2 WJLB-F >	2 WJLB-F	2 WJLB-F	2 WCSX-F <	2 WWJ <
3 WNIC-F	3 WKQI-F	3 WKQI-F	3 WKQI-F	3 WOMC-F <	3 WKRK-F	3 WKRK-F	3 WWBR-F	3 WCSX-F	3 WOMC-F <	3 WJR <
4 WKQI-F	4 WPLT-F <	4 WWWW-F <	4 WMXD-F <	4 WKQI-F <	4 WCHB-F >	WWBR-F <	4 WCSX-F	4 WOMC-F <	4 WJR	4 WVMV-F
5 WPLT-F	5 WCHB-F	5 WPLT-F	5 WOMC-F	5 WMXD-F	5 WDRQ-F	5 WCHB-F	5 WDFN <	5 WJR <	5 WJLB-F <	
WDRQ-F >	6 WYCD-F <	WYCD-F	6 WVMV-F <	6 WVMV-F <	WKQI-F	6 WCSX-F <	6 WKRK-F <	6 WWBR-F <	6 WVMV-F	
	7 WDRQ-F	7 WVMV-F	7 WYCD-F <	7 WWWW-F <	WWWW-F	7 WPLT-F <	7 WCHB-F	7 WVMV-F	7 WWBR-F	
	WWWW-F		8 WWWW-F <	8 WYCD-F		8 WKQI-F	WPLT-F <	8 WDFN	WNIC-F <	
						WDFN <	9 WJR <			

# DETROIT

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>ABC/Disney</b>	11.1 %	9.6 %	13.6 %	CKLW	N/T	800	Windsor, ON	0.4	2.0
WDRQ-FM, WJR-AM, WPLT-FM				WCHB	B/G	1200	Taylor	0.9	1.5
<b>CBS</b>	23.6 %	23.2 %	32.5 %	WYUR	ST	1310	Dearborn	0.8	1.5
WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM									
<b>Chancellor</b>	30.2 %	32.2 %	33.2 %						
WDFN-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM									
<b>Greater Media</b>	8.2 %	11.2 %	13.5 %						
WCSX-FM, WRIF-FM, WXDG-FM									
	73.1 %	76.2 %	92.8 %						

## AM Stations

Call	Power	Time	Genre	Station	Rate	Agency	Advertiser	Location
CKWW	580	0.5 kw (DA-1)	Standards	Westwd	\$50.00	D&R	CHUM, Ltd.	Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00	Katz	Chancellor	
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00	Katz	ABC/Disney	
WQBH	1400	1 kw	Gospel		\$23.00	Patt		
WWJ	950	5 kw (DA-N)	News	CBS	\$210.00	CBS	CBS	
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$154.00	Infinity	CBS	

## FM Stations

Call	Power	Time	Genre	Station	Rate	Agency	Advertiser	Location
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
WCHB	105.9	20 kw @ 724	Black		\$80.00	Allied	Radio One	
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	Christal	ABC/Disney	
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		\$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	Katz	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	Syncom	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: 2/98 Control of WQBH transferred (price NA)

Jim Duncan

Comments: Listening levels are steady . . . WJR has its lowest share in many years . . . WVMV-F (as with many Smooth Jazz stations this sweep) has its highest share in many years

# EL PASO

Arbltron Rank: 69 Pop (12+): 555,700	Stations: 32 / 28	Last Year's Revenue: \$18,400,000
MSA Rank: 76	Diaries: 1,110/501:1/50.7%	Household Income: \$30,263
MSA Pop: 714,000	Sample Target: 1,070	Total Retail Sales: \$5.1 Bil.
DMA: 99	% Below Line: 3.6	#1 Biller: KBNA-AF \$3,600,000
Average Persons Rating: 17.8	% Not Listed: 8.2	#1 Billing Portfolio:
Market TSL In Hours: 23.50	Pop per Station: 19,846	Clear Channel \$4,420,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 KPRR-F	CHRU	154 / 15.6	15.5	13.8	15.6	15.4	15.1	2051 / 36.9	35.6	34.9	D	KPRR-F
2 KBNA-AF	SP-C	122 / 12.3	13.5	13.5	14.7	17.9	13.5	1580 / 28.4	28.3	31.3	E	KBNA-AF
3 KLAQ-F	AOR	113 / 11.4	11.2	14.2	9.1	9.1	11.5	1385 / 24.9	24.3	24.9	D	KLAQ-F
4 KTSM-F	SAC	68 / 6.9	7.1	6.9	7.0	7.2	7.0	1050 / 18.9	20.1	19.6	C	KTSM-F
5 KSII-F	AC	66 / 6.7	7.2	6.4	7.2	5.5	6.9	1148 / 20.7	21.7	18.8	B	KSII-F
6 KHEY-F	C	61 / 6.2	6.6	4.3	6.4	5.4	5.9	742 / 13.3	13.5	15.1	C	KHEY-F
7 KOFX-F	O	60 / 6.1	6.2	4.8	5.8	6.4	5.7	1034 / 18.6	16.9	18.3	C	KOFX-F
8 KTSM	N/T	37 / 3.7	3.8	4.6	3.6	4.2	3.9	424 / 7.6	7.1	6.7	B	KTSM
9 XHH-F	SP-C	32 / 3.2	2.7	3.3	2.7	2.2	3.0	613 / 11.0	8.3	7.6		XHH-F
10 KINT-F	SP-C	27 / 2.7	2.1	3.5	3.8	3.8	3.0	606 / 10.9	8.5	13.0	C	KINT-F
11 KROD	T	18 / 1.8	2.6	1.1	1.4	1.0	1.7	335 / 6.0	7.5	4.7	A	KROD
12 KATH-F	C	17 / 1.7	2.1	2.3	2.2	2.4	2.1	399 / 7.2	6.6	9.0	B	KATH-F
XEWR	SP	17 / 1.7	1.4	2.5	1.3	0.7	1.7	334 / 6.0	4.8	2.4		XEWR
14 KVIV	SP	10 / 1.0	0.5	0.4	1.6	0.9	0.9	103 / 1.9	0.9	2.4		KVIV
XHNZ-F	SP	10 / 1.0	0.5	0.6	0.7	1.0	0.7	180 / 3.2	2.5	4.3		XHNZ-F
XEWG	SP	10 / 1.0	1.0	0.4	0.3	0.8	0.7	149 / 2.7	2.8	1.7		XEWG

12+ FM Share (Metro): 81.65% (743 of 910) (Winter 97: 85.26%)

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

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

Other Rated Stations		Metro	Cume	Share	Rating
KAMA	SP	750	El Paso	0.6	2.8
KELP	REL	1590	El Paso	0.6	2.3
KHEY	SPRTS	690	El Paso	0.7	3.7
KSVE	SP	1150	El Paso	0.6	2.6
XEJ	SP	970	Cd. Juarez, MX	0.6	2.2
XEP	SP	1300	Cd. Juarez, MX	0.3	1.4
XEPZ	SP	1190	Cd. Juarez, MX	0.3	1.0
XHEM-F	SP	103.5	Cd. Juarez, MX	0.7	3.4
XHGU-F	SP-C	105.9	Cd. Juarez, MX	0.7	3.2
XHIM-F	SP	105.1	Cd. Juarez, MX	0.3	2.1
XHTO-F	SP-C	104.3	Cd. Juarez, MX	0.6	2.4
XROK	SP	800	Cd. Juarez, MX	0.8	3.1

Other Rated Stations--Outside Market		Metro	Cume	Share	Rating
KSNM-F	ST	98.7	Trth/Consequen	0.3	1.2
XEFV	SP-C	1000	Cd. Juarez, MX	0.8	2.6
XHPX-F	SP-C	98.3	Cd. Juarez, MX	0.8	4.1

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel, pend.</b> KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM	33.0 %	29.4 %	37.5 %
<b>Heftel</b> KAMA-AM, KBNA-AM, KBNA-FM	13.0 %	14.6 %	21.0 %
<b>Local</b> KATH-FM, KOFX-FM	7.8 %	10.1 %	11.6 %
<b>New Wave</b> KLAQ-FM, KROD-AM, KSII-FM	19.9 %	20.6 %	23.0 %
	<b>73.7 %</b>	<b>74.7 %</b>	<b>93.1 %</b>

**AM Stations**

KBNA	920	1 kw/0.5 kw (DA-N)	See KBNA-F				
KROD	600	5 kw (DA-N)	Talk	CBS	\$ < 20.00	Eastman	New Wave
KTSM	1380	5 kw/0.5 kw	News/Talk	Talknt, ABC, Westwd	\$ 25.00	Christal	Clear Channel, pend.
KVIV	1340	1 kw	Hispanic		\$ 17.00	Lotus	
XEWG	1240	1 kw	Hispanic		\$ NA	Lotus	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	95.3	100 kw @ 1388	Country	ABC	\$ 52.00	Clr Chnl	Clear Channel
KINT	93.9	100 kw @ 1420	Hispanic Contemp.		\$ 31.00	Caballero	
KLAQ	95.5	100 kw @ 1388	AOR		\$ 55.00	Eastman	New Wave
KOFX	92.3	100 kw @ 1860	Oldies	Westwd	\$ 33.00	Katz	KSET-F
KPRR	102.1	100 kw @ 1190	CHR/Urban		\$ 50.00	Clr Chnl	Clear Channel
KSII	93.1	100 kw @ 1420	AC		\$ 22.00	Eastman	New Wave
KTSM	99.9	100 kw @ 1820	Soft AC		\$ 35.00	Christal	Clear Channel, pend.
XHH	100.7	100 kw @ 249	Hispanic Contemp.		\$ 22.00	Caballero	Ciudad Juarez, MX
XHNZ	107.5	100 kw @ 400	Hispanic		\$ NA	Advtg. Bcstg.	Ciudad Juarez, MX

Notes: Facilities of Mexican stations not verified; use with caution . . . 2/98 KTSM-AF sold by Galloway to Clear Channel for \$10,500,000 . . . 3/98 KSET-F changed calls to KATH-F ("Cat Country"); remains Country

Jim Duncan

Comments: KBNA-AF falls to its lowest share in many years . . . Listening levels are steady

# FRESNO

Arbitron Rank: 64 Pop (12+): 612,200	Stations: 30 / 28	Last Year's Revenue: \$28,700,000
MSA Rank: 66	Diaries: 1,785/343:1/52.9%	Household Income: \$33,176
MSA Pop: 904,000	Sample Target: 1,670	Total Retail Sales: \$5.9 Bil.
DMA: 56	% Below Line: 2.5	#1 Biller: KMJ \$5,750,000
Average Persons Rating: 16.4	% Not Listed: 12.5	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 21,864	CBS \$12,300,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KMJ	N/T	102 / 10.1	10.2	8.9	8.6	11.6	9.5	1220 / 19.9	17.8	19.6	G	KMJ
2	KBOS-F	CHR	66 / 6.6	8.9	8.4	8.5	8.2	8.1	1221 / 19.9	22.0	22.4	E	KBOS-F
3	KLBN-F	SP-R	59 / 5.9	4.6	3.9	6.0	5.2	5.1	666 / 10.9	9.6	10.0	C	KLBN-F
4	KJWL-F	ST	56 / 5.6	5.8	5.2	4.4	6.1	5.2	602 / 9.8	9.3	10.5	B	KJWL-F
5	KOQO-F	SP	53 / 5.3	5.0	3.0	3.6	3.5	4.2	659 / 10.8	11.1	9.6	C	KOQO-F
6	KVSR-F	AC-NR	52 / 5.2	5.0	5.5	6.3	5.6	5.5	973 / 15.9	16.5	15.7	C	KVSR-F
7	KEZL-F	J	48 / 4.8	2.5	2.8	3.2	3.3	3.3	589 / 9.6	6.6	8.5	C	KEZL-F
8	KFSO-F	O	40 / 4.0	4.4	5.5	3.7	3.9	4.4	681 / 11.1	12.0	13.6	D	KFSO-F
	KSKS-F	C	40 / 4.0	3.6	6.6	4.6	4.9	4.7	668 / 10.9	10.7	12.9	D	KSKS-F
	KJFX-F	CL AOR	40 / 4.0	3.6	4.0	4.0	2.6	3.9	693 / 11.3	10.3	10.2	C	KJFX-F
11	KNAX-F	C/O	35 / 3.5	3.5	4.6	4.0	3.2	3.9	571 / 9.3	9.0	7.8	B	KNAX-F
12	KRNC-F	SP-C	33 / 3.3	3.6	3.0	3.2	1.7	3.3	477 / 7.8	7.7	5.0	A	KRNC-F
13	KSOF-F	AC	32 / 3.2	3.0	3.5	3.9	3.6	3.4	511 / 8.3	10.6	11.0	C	KSOF-F
14	KTHT-F	AC/CHR	28 / 2.8	2.5	3.4	4.0	4.5	3.2	563 / 9.2	9.6	13.7	C	KTHT-F
	KRZR-F	AOR	28 / 2.8	4.4	4.5	4.8	5.2	4.1	548 / 8.9	10.6	11.1	C	KRZR-F
16	KFRR-F	AOR-NR	27 / 2.7	2.6	3.1	2.6	2.9	2.8	538 / 8.8	8.3	9.6	B	KFRR-F
17	KTAA-F	CHR/U	21 / 2.1				0.4		349 / 5.7		1.4		KTAA-F
18	KSEQ-F	CHR	20 / 2.0	1.8	0.8	0.5		1.3	585 / 9.6	8.1			KSEQ-F
19	KFRE	T	19 / 1.9	1.5	1.1	1.1	1.2	1.4	309 / 5.0	3.8	2.9		KFRE
20	KMPH-F	N	15 / 1.5	0.9	1.3	1.0	1.0	1.2	288 / 4.7	4.1	4.3		KMPH-F
21	KZFO-F	SP-C	13 / 1.3	1.8	1.6	1.8	1.1	1.6	201 / 3.3	4.1	2.6		KZFO-F
22	KGST	SP	11 / 1.1	1.0	1.5	1.4	1.2	1.3	223 / 3.7	3.4	3.3	A	KGST
23	KOOR	SP-R	10 / 1.0	0.3		0.7	0.2		111 / 1.8	1.3	0.8		KOOR

12+ FM Share (Metro): 80.70% (711 of 881) (Winter 97: 76.78%)

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

Wom 18-24	Wom 18-34	Wom 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 KLBN-F <	1 KOQO-F	1 KBOS-F <	1 KEZL-F	1 KBOS-F	1 KVSR-F	1 KVSR-F	1 KJFX-F	1 KMJ	1 KRNC-F <
2 KLBN-F	2 KBOS-F <	KLBN-F	2 KEZL-F	2 KSOF-F	2 KOQO-F	2 KOQO-F	2 KJFX-F	2 KMJ	2 KJFX-F	2 KMJ
3 KOQO-F	3 KOQO-F	3 KEZL-F	KSOF-F <	3 KFSD-F	3 KFRR-F	KBOS-F <	3 KLBN-F	3 KVSR-F <	3 KLBN-F <	3 KVSR-F
	KVSR-F	KVSR-F	4 KLBN-F <	KJWL-F <	KVSR-F >	4 KJFX-F	KRZR-F	4 KLBN-F <	4 KFSD-F	KJFX-F
	KRNC-F >	5 KSKS-F	5 KVSR-F <	5 KOQO-F	5 KLBN-F	KLBN-F <	5 KMJ	5 KBOS-F <	KVSR-F <	KVSR-F <
		6 KSOF-F	6 KOQO-F	KVSR-F		6 KRZR-F <	6 KRNC-F	6 KOQO-F <	6 KEZL-F	
		KRNC-F	7 KBOS-F	KSKS-F	KLBN-F	7 KRNC-F <	7 KOQO-F	7 KFSD-F	7 KOQO-F <	
		8 KEZL-F	KTHT-F	8 KTHT-F <	KSKS-F	8 KMJ	KZFO-F	8 KRZR-F	8 KRZR-F	
		KTHT-F >	9 KFSD-F	KBOS-F <		9 KFRR-F	9 KBOS-F		KRNC-F <	

Other Rated Stations	Metro Share	Cume Rating
KCBL	SPRTS 1340	Fresno 0.4 2.1
KFIG	SP-VA 1430	Fresno 0.4 2.2
KQEQ	B 1220	Fowler 0.7 1.9
KRDU	REL 1130	Dinuba 0.4 1.0
KXEX	SP-C 1550	Fresno 0.5 1.5
KYNO	SPRTS 1300	Fresno 0.4 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KCIV-F	REL 99.9	Mt. Bullion 0.5 1.7



Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	25.0 %	29.6 %	40.4 %
KBOS-FM, KCBL-AM, KEZL-FM, KFSO-FM, KRDU-AM, KRZR-FM, KSOF-FM, KTHT-FM			
<b>CBS</b>	32.4 %	30.0 %	42.9 %
KMJ-AM, KNAX-FM, KOOR-AM, KOQO-FM, KRNC-FM, KSKS-FM, KVSR-FM			
<b>Mondosphere</b>	7.1 %	8.4 %	7.0 %
KFRR-FM, KJFX-FM, KYNO-AM			
	64.5 %	68.0 %	90.3 %

AM Stations

Station	Power	Frequency	Format	Daypart	Rate	Agency	Advertiser
KFIG	1430	5 kw (DA-1)	Hispanic-Variety		\$ < 20.00	Lotus	Lieberman
KFRE	940	50 kw (DA-2)	Talk	Westwd, TARN, USA	\$ NA	---	Pappas
KGST	1600	5 kw (DA-N)	Hispanic		\$ < 20.00	Lotus	Lotus
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$ 102.00	Katz	CBS
KOOR	790	5 kw/2.5 kw (DA-2)	Hispanic-Regional		\$ NA	Katz Hisp.	CBS Clovis

FM Stations

Station	Power	Frequency	Format	Daypart	Rate	Agency	Advertiser
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	CBS	\$ 24.00	Lotus	Lotus Auberry
KMPH	107.5	20.5 kw @ 783	News	CBS, AP	\$ 20.00	Roslin	Pappas Hanford
KNAX	97.9	2.1 kw @ 1988	Classic Country		\$ 39.00	D&R	CBS
KOQO	101.9	2.3 kw @ 1948	Hispanic	CNN	\$ 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	AC	ABC	\$ 29.00	Eastman	Capstar Dinuba
KTAA	94.3	3 kw @ 328	Dance CHR		\$ NA	---	Kerman
KTHT	102.7	50 kw @ 500	AC/CHR	ABC	\$ 30.00	Mc-Guild	Capstar
KVSR	101.1	10 kw @ 1076	AC-New Rock		\$ 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 Fall 1997 American Radio . . . 3/98 KNAX-F shifted from Country to Classic Country . . . 3/98 KTHT-F changed from AC/CHR to Modern AC (AC-NR) as "Alice" (after the Winter survey ended) . . . 4/98 KTHT-F changed its calls to KALZ-F

Jim Duncan

Comments: KBOS-F is down to its lowest share in more than three years . . . KOQO-F has its highest share ever; the same is true for KEZL-F

# GRAND RAPIDS

Arbitron Rank: 65 Pop (12+): 610,600	Stations: 26 / 25	Last Year's Revenue: \$33,000,000
MSA Rank: 58	Diaries: 1,770/345:1/59.9%	Household income: \$51,858
MSA Pop: 766,000	Sample Target: 1,740	Total Retail Sales: \$7.7 Bil.
DMA: 38 (w/Kalamazoo)	% Below Line: 1.6	#1 Biller: WLHT-F \$5,250,000
Average Persons Rating: 16	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 24,424	Clear Channel \$12,310,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level
1	WLAV-F	96 / 9.8	9.9	9.8	11.6	8.3	10.3	1175 / 19.2	19.6	17.2	F WLAV-F
2	WSNX-F	70 / 7.2	7.1	7.4	7.2	6.0	7.2	1204 / 19.7	19.7	19.4	C WSNX-F
3	WBCT-F	69 / 7.1	7.8	7.9	7.0	8.3	7.4	971 / 15.9	16.1	16.9	G WBCT-F
	WOOD-F	69 / 7.1	6.0	5.0	6.3	7.0	6.1	1102 / 18.0	17.0	19.7	D WOOD-F
	WOOD	69 / 7.1	5.5	7.3	7.3	6.8	6.8	998 / 16.4	14.5	14.9	D WOOD
6	WGRD-F	61 / 6.2	7.9	7.5	5.9	6.3	6.9	1070 / 17.5	20.9	17.1	E WGRD-F
7	WLHT-F	55 / 5.6	5.6	5.4	5.4	6.4	5.5	809 / 13.2	12.8	14.8	G WLHT-F
8	WKLO-F	41 / 4.2	3.1	3.6	4.3	4.0	3.8	732 / 12.0	11.8	12.3	C WKLO-F
9	WVTI-F	40 / 4.1	2.4	2.7	3.2	2.8	3.1	865 / 14.2	10.7	9.2	B WVTI-F
10	WODJ-F	37 / 3.8	3.8	4.2	4.0	4.3	3.9	654 / 10.7	11.4	13.4	C WODJ-F
11	WCUZ-F	34 / 3.5	4.3	2.8	3.8	4.7	3.6	538 / 8.8	10.5	12.7	C WCUZ-F
12	WQFN-F	32 / 3.3	3.2	3.8	2.2	1.8	3.1	534 / 8.7	8.1	4.8	A WQFN-F
13	WMJH	31 / 3.2	3.1	3.3	3.2	2.3	3.2	217 / 3.5	4.2	2.8	A WMJH
14	WJQK-F	24 / 2.5	2.6	2.8	2.9	2.7	2.7	454 / 7.4	7.4	8.2	A WJQK-F
15	WFGR-F	21 / 2.1	3.2	2.5	1.7	2.9	2.4	398 / 6.5	9.3	8.7	A WFGR-F
16	WMUS-F	16 / 1.6	2.0	2.2	2.1	1.9	2.0	285 / 4.7	4.4	5.8	A WMUS-F
	WFUR-F	16 / 1.6	2.1	1.7	1.1	2.0	1.6	376 / 6.2	6.6	6.8	A WFUR-F
18	WKWM	10 / 1.0	1.5	2.4	1.1	1.4	1.5	82 / 1.3	1.8	1.5	A WKWM

12+ FM Share (Metro): 83.49% ( 693 of 830 ) ( Winter 97: 83.57% )

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

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

# GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Cume		
							Share	Rating	
Bloomington WBBL-AM, WKLQ-FM, WLAV-FM	14.7 %	19.2 %	20.5 %	WBBL	SPRTS	1340	Grand Rapids	0.7	2.7
Capstar WGRD-FM, WLHT-FM, WQFN-FM, WRCV-AM	15.1 %	16.5 %	26.7 %	WGHN-F	AC	92.1	Grand Haven	0.6	1.6
Clear Channel WBCT-FM, WCUZ-FM, WOOD-AM, WOOD-FM, WTKG-AM, WVTI-FM	29.4 %	28.6 %	37.3 %	WHTC	T	1450	Holland	0.5	1.5
Goodrich WKWM-AM, WMRR-FM, WODJ-FM, WSNX-FM	12.6 %	12.3 %	10.8 %	WMFN	SPRTS	640	Zeeland	0.6	2.6
Local WMFN-AM, WMJH-AM	3.8 %	1.2 %	0.6 %	WMRR-F	AOR	101.7	Muskegon Hts.	0.6	2.1
				WTKG	T	1230	Grand Rapids	0.5	2.3
				WYGR	ST	1530	Wyoming	0.4	0.6
	<b>75.7 %</b>	<b>77.8 %</b>	<b>95.9 %</b>						

## AM Stations

Station	Power	Time	Format	Advertiser	Product	Agency	Station	Advertiser
WKWM	1140	5 kw (Days, DA)	Black	AURN	\$<20.00	D&R	Goodrich	Kentwood
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

Station	Power	Time	Format	Advertiser	Product	Agency	Station	Advertiser
WBCT	93.7	320 kw @ 780	Country		\$110.00	Clr Chnl	Clear Channel	
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Clr Chnl	Clear Channel	
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied		
WFUR	102.9	50 kw @ 492	Religion		\$<20.00	---	Kuiper	
WGRO	97.9	13 kw @ 590	AOR-New Rock		\$54.00	Eastman	Capstar	
WJQK	99.3	4.7 kw @ 371	Religion	ABC	\$<20.00	Salem		Zeeland
WKLQ	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	
WMUS	106.9	50 kw @ 480	Country	ABC, Westwd	\$29.00	Christal		Muskegon
WODJ	107.3	50 kw @ 492	Oldies		\$40.00	D&R	Goodrich	Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$65.00	Clr Chnl	Clear Channel	
WQFN	100.5	3 kw @ 328	Soft AC		\$ NA	---	Capstar	Walker
WSNX	104.5	32 kw @ 620	CHR		\$38.00	D&R	Goodrich	Muskegon
WVTI	96.1	50 kw @ 492	AC/CHR		\$<20.00	Clr Chnl	Clear Channel	Holland

Notes: 2/98 WBBL/WKLQ-F/WLAV-F sold by Bloomington as part of a \$66,812,850 management buyout

Jim Duncan

Comments: Listening levels are up slightly . . . WVTI-F is showing good growth

# GREENSBORO-WINSTON-SALEM

Arbitron Rank: 40 Pop (12+): 987,700	Stations: 31 / 22	Last Year's Revenue: \$36,500,000
MSA Rank: 47	Diaries: 2,307/428:1/53.1%	Household Income: \$40,095
MSA Pop: 1,170,000	Sample Target: 2,250	Total Retail Sales: \$12.0 Bil.
DMA: 47	% Below Line: 8.0	#1 Biller: WTQR-F \$6,850,000
Average Persons Rating: 15.2	% Not Listed: 18.3	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 44,895	Clear Channel \$11,550,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WTQR-F	146 / 9.7	10.4	9.5	10.7	12.0	10.1	2018 / 20.4	21.5	24.0	G	WTQR-F
2	WJMH-F	115 / 7.6	8.5	9.3	8.2	7.9	8.4	1604 / 16.2	16.3	16.3	D	WJMH-F
3	WQMG-F	98 / 6.5	6.4	7.0	5.5	7.0	6.4	1254 / 12.7	13.0	12.2	D	WQMG-F
4	WMAG-F	95 / 6.3	7.4	6.4	5.9	6.1	6.5	1469 / 14.9	15.1	14.9	F	WMAG-F
5	WMQX-F	89 / 5.9	5.7	5.5	5.5	5.6	5.7	1422 / 14.4	15.0	13.7	D	WMQX-F
6	WHSL-F	85 / 5.7	5.4	5.3	4.8	4.9	5.3	1157 / 11.7	12.2	12.8	D	WHSL-F
7	WKZL-F	AC/CHR	81 / 5.4	3.9	4.9	6.2	4.9	1551 / 15.7	14.4	14.5	F	WKZL-F
8	WSJS	FS/T	79 / 5.3	3.6	4.0	3.1	4.7	995 / 10.1	9.8	11.1	D	WSJS
9	WKRR-F	AOR/CL	73 / 4.9	6.9	4.9	5.5	5.9	1241 / 12.6	15.2	15.0	E	WKRR-F
10	WKSI-F	AC-NR	65 / 4.3	4.2	4.2	4.8	2.6	1418 / 14.4	15.4	9.9	C	WKSI-F
11	WXRA-F	AOR	36 / 2.4	2.2	3.2	3.0	3.7	837 / 8.5	9.6	11.8	C	WXRA-F
12	WKXU-F	C	31 / 2.1	3.8	3.0	2.9	2.2	633 / 6.4	8.5	7.4		WKXU-F
13	WQMG	B/G	28 / 1.9	2.2	0.9	1.6	1.8	221 / 2.2	2.6	1.9	A	WQMG
14	WEND-F	AOR-NR	26 / 1.7	1.8	2.9	1.8	2.5	677 / 6.9	6.5	7.8		WEND-F
15	WAAA	B	22 / 1.5	0.8	0.9	0.9	1.2	195 / 2.0	2.0	2.6		WAAA
	WMFR	T/FS	22 / 1.5	0.9	0.7	1.6	0.9	246 / 2.5	2.0	2.6	B	WMFR

12+ FM Share (Metro): 83.97% ( 1032 of 1229 ) ( Winter 97: 85.58% )

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

Wom 18-24	Wom 18-34	Wom 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 WKZL-F	1 WQMG-F <	1 WQMG-F <	1 WJMH-F >>	1 WJMH-F	1 WKRR-F	1 WKRR-F <	1 WTQR-F <	1 WTQR-F >
2 WMAG-F	2 WKZL-F	2 WJMH-F	2 WMAG-F <	2 WMAG-F	2 WXRA-F	2 WKRR-F	2 WTQR-F	2 WTQR-F	2 WKRR-F	2 WJMH-F
3 WKSI-F	3 WMAG-F <	3 WHSL-F	3 WKZL-F <	3 WKZL-F <	WTQR-F >	WTQR-F	3 WKSI-F	3 WJMH-F	3 WMQX-F <	WMAG-F
	WTQR-F	4 WHSL-F <	WMAG-F <	4 WHSL-F <	4 WKSI-F	4 WXRA-F <	4 WKZL-F	4 WKZL-F	4 WKZL-F	WQMG-F
5 WHSL-F	5 WKSI-F <	5 WQMG-F <	5 WJMH-F <	5 WTQR-F	WHSL-F	5 WKSI-F	WXRA-F	5 WQMG-F	5 WQMG-F	
	WKZL-F	6 WQMG-F	6 WKSI-F >	6 WTQR-F	6 WMQX-F	WKRR-F	6 WKZL-F <	6 WJMH-F	6 WKSI-F	6 WSJS <
7 WQMG-F	7 WTQR-F >	7 WTQR-F	7 WKSI-F	7 WJMH-F	7 WJMH-F	7 WEND-F	7 WEND-F >	7 WHSL-F	7 WHSL-F	7 WHSL-F <
	WDCG-F	8 WKRR-F >	8 WMQX-F	8 WKSI-F <	8 WKSI-F <	8 WHSL-F		8 WKSI-F	8 WKSI-F	8 WKSI-F <
		9 WKRR-F >	9 WKRR-F	9 WKRR-F				9 WMQX-F	9 WMAG-F	

Other Rated Stations	Metro Share	Cume Rating
WBAG ST 1150 Burlington	0.6	1.5
WGOS VA 1590 High Point	0.4	0.5
WIST-F ST 98.3 Thomasville	1.0	2.3
WKEW T 1400 Greensboro	0.5	1.5
WLXN T 1440 Lexington	0.5	0.7
WPET REL 950 Greensboro	0.6	0.9
WSML REL 1200 Graham	0.5	1.0
WWGL-F REL 94.1 Lexington	0.9	4.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WBRF-F C 98.1 Galax, VA	0.4	1.6
WDCC-F CHR 105.1 Durham	1.4	4.5
WFMX-F C 105.7 Statesville	1.1	4.3
WLYT-F SAC 102.9 Hickory	0.4	1.5
WQOK-F B 97.5 S. Boston, VA	0.6	2.6
WRSN-F AC 93.9 Burlington	0.4	1.0

# GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	13.5 %	13.8 %	20.9 %
<b>Clear Channel</b> WSJS-AM, WTQR-FM, WXRA-FM	17.4 %	15.1 %	31.6 %
<b>Dick</b> WKRR-FM, WKZL-FM	10.3 %	14.7 %	20.8 %
<b>Sinclair Broadcast Group</b> WJMH-FM, WMQX-FM, WQMG-AM, WQMG-FM	21.9 %	21.9 %	21.6 %
	<b>63.1 %</b>	<b>65.5 %</b>	<b>94.9 %</b>

## AM Stations

Station	Freq	Power	Format	Service	Revenue	Company	Market
WAAA	980	1 kw (Days)	Black	AURN	\$16.00	---	
WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	\$24.00	D&R	High Point
WQMG	1510	1 kw (Days)	Black Gospel		\$ NA	Christal	Sinclair Bcst Gp
WSJS	600	5 kw (DA-2)	Full Svc/Talk	Westwd, Tiknt, ABC	\$60.00	Mc-Guild	Clear Channel

## FM Stations

Station	Freq	Power	Format	Service	Revenue	Company	Market
WHSL	100.3	100 kw @ 1035	Country		\$35.00	Allied	Capstar
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Sinclair Bcst Gp
WKIX	96.9	100 kw @ 984	See WKXU-F				Goldsboro
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR		\$65.00	Katz	Dick
WKSI	98.7	100 kw @ 1035	Modern AC		\$40.00	Eastman	Bahakel
WKXU	101.1	100 kw @ 1190	Country	Westwd	\$34.00	Mc-Guild	Curtis
WKZL	107.5	100 kw @ 994	AC/CHR		\$80.00	Katz	Dick
WMAG	99.5	100 kw @ 1500	AC		\$78.00	D&R	Capstar
WMQX	93.1	100 kw @ 1099	Oldies		\$50.00	D&R	Sinclair Bcst Gp
WQMG	97.1	100 kw @ 1234	Black AC		\$35.00	Christal	Sinclair Bcst Gp
WTQR	104.1	100 kw @ 1420	Country		\$172.00	Clr Chnl	Clear Channel
WXRA	94.5	100 kw @ 982	AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel

Notes: WEND-F -- See Charlotte . . . 1/98 WPCM-F changed from locally-originated Country to a simulcast with Country WKIX-F (Goldsboro) as WKXU-F . . . 3/98 WKEW sold for \$420,000

# GREENVILLE-NEW BERN

Arbitron Rank: 80 Pop (12+): 460,500	Stations: 37 / 24	Last Year's Revenue: \$18,800,000
MSA Rank: 281 - Greenville; 243 - Jksnvl	Diaries: 1,520/303:1/56.8%	Household Income: \$35,556
MSA Pop: 418,000	Sample Target: 1,530	Total Retail Sales: \$4.8 Bil.
DMA: 104	% Below Line: 10.1	#1 Biller: WRNS-AF \$4,000,000
Average Persons Rating: 15.4	% Not Listed: 14.8	#1 Billing Portfolio: Beasley \$7,700,000
Market TSL in Hours: 20.50	Pop per Station: 19,188	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WRNS-AF	C	123 / 17.3	16.2	16.5	16.7	17.7	16.7	1260 / 27.4	29.1	29.4	F	WRNS-AF
2	WIKS-F	B	86 / 12.1	12.3	13.1	15.0	11.8	13.1	1039 / 22.6	21.2	22.6	D	WIKS-F
3	WSFL-F	AOR	59 / 8.3	8.6	7.0	8.3	5.9	8.1	776 / 16.9	17.5	15.4	D	WSFL-F
4	WRHT-FF	CHR	34 / 4.8	5.2	4.8	5.0	6.3	4.9	714 / 15.5	15.3	17.3	C	WRHT-FF
	WXNR-F	AOR-NR	34 / 4.8	4.1	5.0	4.7	3.5	4.6	621 / 13.5	12.7	12.9	A	WXNR-F
6	WMGV-F	AC/CHR	32 / 4.5	4.4	3.3	3.6	3.5	4.0	503 / 10.9	12.1	8.2	A	WMGV-F
7	WNCT-F	O	27 / 3.8	3.8	3.6	4.0	5.5	3.8	481 / 10.4	10.5	11.3	C	WNCT-F
8	WELS-F	B/G	24 / 3.4	2.8	2.1	1.7	2.2	2.5	277 / 6.0	5.6	3.2	A	WELS-F
9	WKOO-FF	O	18 / 2.5	3.4	3.3	3.1	3.7	3.1	317 / 6.9	8.1	9.4	C	WKOO-FF
10	WNBR-FF	C/O	16 / 2.3	1.8	1.3	0.6	0.6	0.6	225 / 4.9	3.9	3.2	C	WNBR-FF
	WERO-F	CL HITS	16 / 2.3	2.7	4.0	3.7	5.0	3.2	396 / 8.6	8.6	12.3	C	WERO-F
12	WQSL-F	CHR	13 / 1.8	1.6	2.1	1.3	1.4	1.7	313 / 6.8	6.1	7.2	C	WQSL-F
	WRSV-F	B	13 / 1.8	1.7	0.4				228 / 4.9	3.2		C	WRSV-F
14	WTRG-F	O	12 / 1.7	1.3	1.9	1.5	1.7	1.6	212 / 4.6	4.7	6.1	C	WTRG-F
15	WTKF-F	T	10 / 1.4	1.1	0.7	1.6	1.3	1.2	158 / 3.4	3.7	3.5	C	WTKF-F

12+ FM Share (Metro): 96.69% ( 585 of 605 ) ( Winter 97: 92.67% )

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnlt
1	WIKS-F >	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF	1 WSFL-F	1 WSFL-F	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF
2	WRNS-AF	2 WIKS-F >	2 WIKS-F	2 WIKS-F >	2 WIKS-F <	WRNS-AF	2 WRNS-AF	2 WSFL-F	2 WSFL-F	2 WIKS-F >>
3	WRHT-FF	3 WRHT-FF >	3 WRHT-FF	3 WMGV-F	3 WSFL-F	3 WIKS-F	3 WIKS-F	3 WIKS-F >	3 WIKS-F >>	
4	WMGV-F	4 WMGV-F	4 WMGV-F	4 WSFL-F	4 WSFL-F	4 WXNR-F >	4 WXNR-F >	4 WXNR-F >>	4 WXNR-F >	4 WNCT-F
	WCBZ-F >	5 WSFL-F	5 WSFL-F	5 WRHT-FF	5 WELS-F	5 WRHT-FF >>	5 WRHT-FF >	5 WRHT-FF	5 WRHT-FF >	5 WXNR-F
		WELS-F	WELS-F >	6 WELS-F >	6 WRHT-FF		6 WRSV-F	6 WNCT-F	6 WRHT-FF	6 WRHT-FF
		7 WERO-F	7 WERO-F >	7 WKOO-FF	7 WNCT-F		WERO-F	7 WERO-F	WERO-F	WERO-F
		WXNR-F		WERO-F	WERO-F		WRDU-F >		8 WKOO-FF	8 WKOO-FF
				WKOO-FF >					WMGV-F	WMGV-F

Other Rated Stations	Metro Share	Cume Rating
WANG-F	C	105.1 Havelock 0.8 2.4
WDLX	T	930 Washington 0.4 1.4
WJNC	T	1240 Jacksonville 0.7 1.6
WOOW	G	1340 Greenville 1.0 1.8
WXQR-F	AOR	105.5 Jacksonville 1.3 5.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WDRP-F	REL	98.9 Windsor 0.7 1.5
WFXX-F	B	104.3 Tarboro 1.3 4.1
WGTM	B/G	590 Wilson 0.6 1.5
WKIX-F	C	95.9 Goldsboro 0.7 3.9
WKTC-F	C	95.5 Pinetop 0.4 2.4
WKXB-F	C	99.9 Burgaw 0.4 1.6
WMNX-F	B	97.3 Wilmington 0.8 2.6
WQDR-F	C	94.7 Raleigh 0.4 2.6
WRAL-F	AC/CHR	101.5 Raleigh 0.6 3.0
WRDU-F	AOR	106.1 Wilson 1.0 3.8
WZFX-F	B	99.1 Whiteville 0.6 1.6
WZXS-F	ST	103.9 Topsail Beach 1.0 2.0

# GREENVILLE-NEW BERN

Consolidation Report	12+	25-54	Revenue
<b>Beasley</b> WIKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM	33.5 %	35.3 %	41.0 %
<b>Cumulus</b> WQSR-FM, WXQR-FM	1.3 %	1.5 %	4.3 %
<b>Local - 1</b> WCBZ-FM, WRHT-FM	4.6 %	3.7 %	8.5 %
<b>Local - 2</b> WNBR-FM, WSTK-AM, WZBR-FM	2.1 %	1.2 %	%
<b>Pinnacle</b> WANG-FM, WDLX-AM, WERO-FM, WKJA-FM, WKOO-FM, WRNS-AM, WRNS-FM	23.4 %	26.5 %	34.6 %
	<b>64.9 %</b>	<b>68.2 %</b>	<b>88.4 %</b>

## AM Stations

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

WANG	105.1	18.5 kw @ 384	Country	\$ NA	Katz	Pinnacle	Havelock	
WCBZ	103.7	100 kw @ 981	See WRHT-F				Williamston	
WELS	102.9	3 kw @ 328	Black Gospel	ABC	\$ NA	---	Kinston	
WERO	93.3	100 kw @ 1780	Classic Hits	Westwd	\$36.00	Katz	Pinnacle	Washington
WIKS	101.9	100 kw @ 983	Black	ABC, Westwd	\$55.00	D&R	Beasley	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F				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	\$ 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
WTKF	107.3	7 kw @ 607	Talk	Westwd, Talknt, 1/1	\$16.00	TN		Allantic
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		\$<20.00	Banner	Cumulus	Jacksonville
WZBR	97.7	3 kw @ 249	See WNBR-F					Kinston

Notes: Other ranked stations – See Raleigh-Durham . . . 4/98 WLAS (910; Jacksonville) returned to the air programming talk; changed its calls to WSTK

# GREENVILLE-SPARTANBURG

Arbitron Rank: 58 Pop (12+): 726,900	Stations: 30 / 24	Last Year's Revenue: \$30,500,000
MSA Rank: 64	Diaries: 1,980/367:1/52.4%	Household Income: \$38,757
MSA Pop: 916,000	Sample Target: 1,910	Total Retail Sales: \$8.9 Bil.
DMA: 35 (w/Asheville)	% Below Line: 5.1	#1 Biller: WSSL-F \$5,700,000
Average Persons Rating: 15.3	% Not Listed: 13.5	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 30,288	Capstar \$15,500,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									Level	Level
1	WSSL-F	C	119 / 10.7	10.2	10.9	11.0	12.1	10.7	1606 / 22.1	22.7	26.1	G	WSSL-F
2	WFBC-F	CHR	102 / 9.2	9.0	8.1	6.5	5.5	8.2	1625 / 22.4	21.3	16.6	C	WFBC-F
3	WESC-F	C	100 / 9.0	7.9	8.2	8.4	9.2	8.4	1336 / 18.4	16.4	20.3	E	WESC-F
	WJMZ-F	B	100 / 9.0	9.0	9.9	12.5	9.2	10.1	1168 / 16.1	16.4	15.1	E	WJMZ-F
5	WSPA-F	SAC	71 / 6.4	7.2	6.6	4.9	8.0	6.3	1103 / 15.2	15.3	17.0	D	WSPA-F
6	WROQ-F	AOR	64 / 5.8	8.0	8.2	8.8	8.4	7.7	1204 / 16.6	18.4	17.8	G	WROQ-F
7	WMIY-F	AC	63 / 5.7	6.5	5.9	7.2	7.4	6.3	1241 / 17.1	17.4	18.8	F	WMIY-F
8	WTPT-F	AOR	58 / 5.2	4.2	5.1	5.1	4.5	4.9	947 / 13.0	12.1	12.3	C	WTPT-F
9	WORD-AA	N/T	48 / 4.3	4.2	3.1	3.2	3.2	3.7	576 / 7.9	8.2	6.7	B	WORD-AA
10	WOLI-FF	O	38 / 3.4	2.3	4.0	2.7	2.5	3.1	543 / 7.5	8.1	7.7	C	WOLI-FF
11	WMUU-F	EZ/ST	31 / 2.8	2.7	2.8	2.5	2.3	2.7	428 / 5.9	5.3	5.1	B	WMUU-F
12	WPJM	B/G	27 / 2.4	1.6	2.0	1.1	1.9	1.8	217 / 3.0	2.8	3.5		WPJM
13	WPEG-F	B	21 / 1.9	1.4	1.9	1.1	1.2	1.6	291 / 4.0	3.8	2.7		WPEG-F
14	WPEK-F	T	17 / 1.5	1.4	1.3	1.4	1.1	1.4	382 / 5.2	5.0	3.5		WPEK-F
15	WRIX-F	C	11 / 1.0	1.7	1.0	1.3	1.3	1.3	172 / 2.4	2.6	2.2	A	WRIX-F
	WRIX	G	11 / 1.0	0.9	1.1	0.5	0.7	0.9	56 / 0.8	1.0	1.0		WRIX
	WSPA	FS	11 / 1.0	1.1	1.0	1.3	1.5	1.1	211 / 2.9	3.1	3.0	B	WSPA

12+ FM Share (Metro): 87.23% (840 of 963) (Winter 97: 88.30%)

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

Wom 18-24	Wom 18-34	Wom 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 WSSL-F	1 WFBC-F <	1 WSSL-F	1 WFBC-F	1 WTPT-F <	1 WROQ-F	1 WROQ-F	1 WROQ-F	1 WJMZ-F
2 WJMZ-F	2 WJMZ-F >	WJMZ-F	2 WSSL-F <	2 WJMZ-F	2 WJMZ-F	2 WFBC-F <	2 WTPT-F	2 WJMZ-F <	2 WSSL-F	2 WESC-F
3 WESC-F >	3 WSSL-F	WFBC-F	3 WJMZ-F	3 WMIY-F <	3 WTPT-F >>	3 WROQ-F	3 WSSL-F	3 WTPT-F <	3 WJMZ-F	3 WSSL-F <
4 WTPT-F	4 WESC-F <	4 WMIY-F	4 WMIY-F	4 WSPA-F	4 WMIY-F	4 WJMZ-F <	4 WFBC-F >	4 WSSL-F <	4 WTPT-F	4 WFBC-F >
	WSSL-F	5 WMIY-F <	5 WSPA-F	5 WSPA-F <	5 WFBC-F	5 WSSL-F >>	5 WJMZ-F	5 WFBC-F >	5 WORD-AA <	
	WSPA-F	6 WSPA-F	6 WESC-F	6 WESC-F >	6 WESC-F		6 WORD-AA	6 WESC-F	6 WESC-F <	
	7 WTPT-F	7 WTPT-F	7 WOLI-FF	7 WOLI-FF			WPEG-F	7 WMIY-F	7 WMIY-F	
		WROQ-F	WROQ-F					8 WORD-AA >	8 WFBC-F	
									WSPA-F	

Other Rated Stations		Metro Cume Share Rating		
WAGL-F	C	105.3	Gaffney	0.4 1.1
WANS	ST	1280	Anderson	0.4 0.6
WCCP-F	SPRTS	104.9	Clemson	0.4 1.4
WCKI	G	1300	Greenville	0.7 1.1
WESC	C/O	660	Greenville	0.6 1.8
WHYZ	B/AC	1070	Sans Souci	0.6 1.2

Other Rated Stations--Outside Market		Metro Cume Share Rating		
WBAV-F	B/AC	101.9	Gastonia, NC	0.6 2.2
WLNK-F	AC-NR	107.9	Charlotte	0.7 3.1
WMIT-F	REL	106.9	Black Mtn., NC	0.7 2.5
WNKS-F	CHR	95.1	Charlotte	0.4 2.5
WWMG-F	O	96.1	Shelby, NC	0.8 2.4



# GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue
Capstar WMYI-FM, WROQ-FM, WSSL-FM	22.2 %	29.0 %	50.8 %
Clear Channel, pend. WESC-AM, WESC-FM, WJMZ-FM, WTPT-FM	23.8 %	21.7 %	29.3 %
Local (LMA to Sinclair BG) WOLI-FM, WOLT-FM	3.4 %	4.0 %	3.6 %
Sinclair Broadcast Group WFBC-FM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM	20.9 %	17.9 %	15.6 %
	70.4 %	72.6 %	99.3 %

## AM Stations

Call	Freq	Power	Time	Genre	Net	Station	Comments
WORD	910	3.6 kw/890 w (DA-2)		News/Talk	CBS	\$19.00	Allied Sinclair Bcst Gp
WPJM	800	1 kw/0.44 kw		Black Gospel	ABC	\$ NA	Keystone Greer
WRIX	1020	1 kw (Days)		Gospel	USA	\$ NA	--- WRIX-F Homeland Park
WSPA	950	5 kw (DA-N)		Full Service	CBS, Westwd	\$17.00	Allied Sinclair Bcst Gp
WYRD	1330	5 kw (DA-N)		See WORD			

## FM Stations

Call	Freq	Power	Time	Genre	Net	Station	Comments
WESC	92.5	100 kw @ 2000		Country	ABC	\$77.00	Banner Clear Channel, pend.
WFBC	93.7	100 kw @ 1850		CHR	CBS	\$40.00	Katz Sinclair Bcst Gp
WJMZ	107.3	100 kw @ 1010		Black	ABC	\$59.00	Katz Clear Channel, pend. Anderson
WMUU	94.5	100 kw @ 1200		EZ/Standards	UPI	\$24.00	---
WMYI	102.5	20 kw @ 1782		AC		\$97.00	Christal Capstar Hendersonville, NC
WOLI	103.9	6 kw @ 328		Oldies	ABC	\$21.00	Allied Eastley
WOLT	103.3	2.7 kw @ 495		See WOLI-F			Greer
WPEK	98.1	100 kw @ 1004		Talk	CNN, Westwd	\$ NA	--- Seneca, SC
WRIX	103.1	6 kw @ 328		Country	USA, Westwd	\$16.00	--- Honea Path
WROQ	101.1	100 kw @ 986		AOR	ABC	\$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	Westwd	\$109.00	Mc-Guild Capstar Gray Court
WTPT	93.3	93 kw @ 2030		AOR	ABC	\$22.00	Banner Clear Channel, pend. Forest City, NC

Notes: WPEG-F -- See Charlotte . . . 3/98 Capstar sold these stations to Clear Channel as part of a \$46,500,000 market divestiture: WESC; WESC-F; WJMZ-F; WTPT-F . . . 3/98 WHYZ (1070) changed from Black AC to ABC/Douglas's Personal Achievement Radio . . . 4/98 WMMZ (1400; Spartanburg) returned to County and reassumed its old WKDY calls

Jim Duncan

Comments: Listening levels are down slightly . . . WROQ-F is at its lowest levels in many years; the same is true of WMYI-F

# HARRISBURG-LEBANON-CARLISLE

**Arbltron Rank:** 73 Pop (12+): 520,900  
**MSA Rank:** 85  
**MSA Pop:** 619,000  
**DMA:** 44 (w/Lanc., York)  
**Average Persons Rating:** 16.1  
**Market TSL In Hours:** 21.75

**Stations:** 32 / 19  
**Diarles:** 1,638/318:1/60.4%  
**Sample Target:** 1,650  
**% Below Line:** 23.0  
**% Not Listed:** 11.7  
**Pop per Station:** 27,416

**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:** Dame \$10,000,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WNNK-F	CHR	95 / 11.3	9.2	10.5	11.1	11.4	10.5	1339 / 25.7	24.0	26.7	H	WNNK-F
2	WHP	FS	86 / 10.2	8.0	9.9	8.0	8.9	9.0	971 / 18.6	18.2	19.6	D	WHP
3	WRVV-F	AC-AOR	60 / 7.1	7.1	6.7	7.8	7.7	7.2	867 / 16.7	17.3	16.9	E	WRVV-F
	WRBT-F	C	60 / 7.1	6.8	5.7	6.6	4.7	6.6	723 / 13.9	15.3	12.0	C	WRBT-F
5	WQXA-F	AOR	49 / 5.8	5.6	5.2	4.9	4.2	5.4	772 / 14.8	14.8	13.6		WQXA-F
6	WWKL-F	O	43 / 5.1	5.4	5.7	5.6	4.8	5.5	683 / 13.1	13.4	13.6	D	WWKL-F
7	WTPA-F	AOR	38 / 4.5	5.6	5.6	4.8	5.6	5.1	689 / 13.2	13.9	15.0	E	WTPA-F
8	WROZ-F	SAC	33 / 3.9	3.6	4.2	4.4	3.3	4.0	519 / 10.0	10.7	9.5		WROZ-F
9	WRKZ-F	C	32 / 3.8	5.6	6.5	8.0	9.0	6.0	599 / 11.5	14.0	16.4	E	WRKZ-F
10	WLAN-F	CHR	27 / 3.2	2.1	2.6	2.4	1.9	2.6	582 / 11.2	8.6	7.5		WLAN-F
11	WHYL	ST	24 / 2.9	3.4	3.2	2.8	3.2	3.1	323 / 6.2	7.3	6.4	C	WHYL
12	WNCE-F	EZ/ST	22 / 2.6	2.6	3.3	2.1	2.6	2.7	345 / 6.6	6.8	6.3	B	WNCE-F
13	WDAC-F	REL	21 / 2.5	1.4	1.2	1.5	1.5	1.7	293 / 5.6	3.9	3.8		WDAC-F
	WLBR	FS	21 / 2.5	2.4	1.8	1.7	2.6	2.1	279 / 5.4	5.4	5.2		WLBR
15	WEGK-F	CL AOR	20 / 2.4	2.3	2.0	2.1	2.9	2.2	433 / 8.3	8.2	7.7		WEGK-F
16	WTCY	BIAC	18 / 2.1	2.5	1.5	2.0	2.8	2.0	181 / 3.5	4.5	5.1	A	WTCY
17	WHYL-F	C	15 / 1.8	1.9	3.3	2.3	2.0	2.3	247 / 4.7	5.3	5.9	*	WHYL-F
18	WARM-F	SAC	11 / 1.3	2.1	1.6	1.6	1.2	1.7	273 / 5.2	4.5	4.8		WARM-F
19	WYCR-F	CHR	10 / 1.2	1.0	0.6	0.6	0.8	0.8	317 / 6.1	6.6	5.4		WYCR-F
20	WKBO	ST	8 / 1.0	1.3	1.1	0.4	1.1	0.9	130 / 2.5	3.6	2.9	A^	WKBO

12+ FM Share (Metro): 75.62% ( 515 of 681 ) ( Winter 97: 75.83% )

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

Wom 18-24	Wom 18-34	Wom 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 WNNK-F	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WNNK-F >	1 WTPA-F	1 WQXA-F	1 WQXA-F >	1 WQXA-F	1 WRVV-F	1 WHP
2 WRBT-F >	2 WRBT-F	2 WRVV-F >	2 WRBT-F <	2 WRVV-F >	2 WNNK-F	2 WTPA-F	2 WRVV-F	2 WTPA-F	2 WQXA-F <	2 WNNK-F
3 WQXA-F	3 WLAN-F	3 WROZ-F	3 WRVV-F >	3 WRBT-F <	3 WQXA-F >	3 WRVV-F <	3 WTPA-F >	WRVV-F	3 WHP	3 WRKZ-F
4 WLAN-F	WRVV-F	4 WRBT-F	4 WWKL-F <	4 WWKL-F	4 WRBT-F	4 WNNK-F >	4 WNNK-F >	4 WNNK-F	4 WTPA-F	4 WRBT-F
5 WTPA-F	5 WROZ-F	WLAN-F >	5 WROZ-F	5 WROZ-F	5 WRVV-F	5 WRBT-F >	5 WHP	5 WHP	WWKL-F	
	WQXA-F	6 WQXA-F	6 WLAN-F	6 WHP >			WRBT-F	WRBT-F >	6 WRBT-F <	
		WTPA-F >>	7 WQXA-F						7 WNNK-F	
			WHP						8 WRKZ-F	

Other Rated Stations	Metro Share	Cume Rating
WADV	REL	940 Lebanon 0.4 0.8
WQIC-F	CHR	100.1 Lebanon 0.5 1.5
WQLV-F	SAC	98.9 Millersburg 0.6 1.9
WWII	REL	720 Shiremanstown 0.6 2.1
WWKL	O	1460 Harrisburg 0.1 0.9
WYGL-F	C	100.5 Elizabeth 0.8 1.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WGTY-F	C	107.7 Gettysburg 0.4 1.5
WIOV-F	C	105.1 Ephrata 0.6 2.4
WQXX-F	CHR	94.1 Sunbury 0.5 2.4
WWBE-F	C	98.3 Mifflinburg 0.7 0.7
WWMD-F	EZ	104.7 Hagerstown, MD 0.6 2.1

# HARRISBURG-LEBANON-CARLISLE

Consolidation Report	12+	25-54	Revenue
Dame WCMB-AM, WHP-AM, WKBO-AM, WRBT-FM, WRVV-FM, WWKL-FM	39.9 %	45.1 %	35.4 %
Local WNCE-FM, WTPA-FM	7.1 %	5.9 %	15.4 %
	47.0 %	51.0 %	50.8 %

## AM Stations

Call	Freq	Power	Service	Net	Revenue	Agency	Station	Market
WHP	580	5 kw (DA-N)	Full Service	ABC	\$44.00	Katz	Dame	
WHYL	960	5 kw/0.22 kw (DA-1)	Standards	Westwd	\$<20.00	Unirep		Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Dame	
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P		Lebanon
WTCY	1400	1 kw	Black AC	ABC	\$<20.00	Eastman	Capstar	

## FM Stations

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

Notes: \* WHYL-F revenue included in WHYL's total . . . ^ WKBO revenue includes that of WWKL (AM) . . . Other ranked stations -- See York, or in the Fall 97 American Radio, Lancaster

Jim Duncan

Comments: WNNK-F recovered from its poor Fall book . . . Listening levels are down slightly . . . WRBT-F has its highest share ever and has badly hurt WRKZ-F, which has its lowest share since the late 1970's

# HARTFORD

Arbltron Rank: 42 Pop (12+): 961,600	Stations: 25 / 16	Last Year's Revenue: \$56,800,000
MSA Rank: 49	Diaries: 2,332/412:1/51.2%	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: 6.7	#1 Biller: WRCH-F \$9,900,000
Average Persons Rating: 16.7	% Not Listed: 18.1	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 60,100	CBS \$28,600,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WTIC	FS	182 / 11.3	11.1	12.0	11.4	12.5	11.5	2377 / 24.7	24.6	26.2	H	WTIC
2	WRCH-F	SAC	180 / 11.2	9.9	11.2	12.2	12.8	11.1	2100 / 21.8	21.4	24.3	H	WRCH-F
3	WKSS-F	CHR	125 / 7.8	6.7	5.7	6.4	6.0	6.6	2198 / 22.9	21.9	21.1	F	WKSS-F
4	WTIC-F	AC/CHR	120 / 7.5	6.8	6.3	6.4	7.7	6.7	2203 / 22.9	22.8	23.8	G	WTIC-F
5	WWYZ-F	C	112 / 7.0	8.0	8.5	7.5	8.0	7.7	1435 / 14.9	15.5	16.2	G	WWYZ-F
6	WDRC-F	O	93 / 5.8	6.0	5.5	5.5	5.8	5.7	1540 / 16.0	17.2	17.4	F	WDRC-F
7	WDRC	ST	81 / 5.0	5.0	5.7	4.9	4.7	5.2	841 / 8.7	8.4	8.3	B	WDRC
8	WCCC-AF	AOR	77 / 4.8	4.1	3.5	3.1	2.6	3.9	1185 / 12.1	12.5	10.3	D	WCCC-AF
	WMRQ-F	AOR-NR	77 / 4.8	4.8	5.2	3.9	4.8	4.7	1394 / 14.5	14.5	14.8	E	WMRQ-F
10	WZMX-F	CL HITS	61 / 3.8	4.0	4.1	3.8	3.8	3.9	1163 / 12.1	14.0	13.7	F	WZMX-F
11	WHCN-F	CL AOR	37 / 2.3	3.0	2.0	2.9	3.1	2.6	911 / 8.5	11.8	10.4	E	WHCN-F
12	WNEZ	B	36 / 2.2	3.4	2.5	1.8	0.4	2.5	549 / 5.7	6.8	1.0		WNEZ
13	WAQY-F	CL AOR	26 / 1.6	2.0	2.1	2.4	2.4	2.0	598 / 6.2	7.3	7.5		WAQY-F
14	WFAN	SPRTS	23 / 1.4	1.5	1.5	1.1	1.1	1.4	499 / 5.2	5.8	4.3		WFAN

12+ FM Share (Metro): 73.02% (961 of 1316) (Winter 97: 74.00%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovnrte
1 WKSS-F >	1 WKSS-F <	1 WTIC-F <	1 WRCH-F	1 WRCH-F >	1 WKSS-F	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF	1 WTIC >>
2 WTIC-F	2 WTIC-F	2 WRCH-F	2 WTIC-F	2 WPC-F	2 WCCC-AF	2 WMRQ-F >	2 WMRQ-F >	2 WMRQ-F	2 WDRC-F <	2 WRCH-F >
3 WNEZ	3 WRCH-F >	3 WKSS-F >	3 WKSS-F	3 WWYZ-F	WMRQ-F >	3 WKSS-F <	3 WTIC-F >	3 WKSS-F <	3 WRCH-F	3 WKSS-F >
4 WRCH-F >	4 WWYZ-F <	4 WWYZ-F	4 WWYZ-F	4 WDRC-F	4 WTIC-F >	4 WTIC-F >	4 WHCN-F	4 WTIC-F	WMRQ-F <	
5 WKCI-F	5 WMRQ-F <	5 WZMX-F	5 WDRC-F	5 WKSS-F	5 WRCH-F	5 WRCH-F	WKSS-F	5 WRCH-F <	5 WTIC-F	
WMRQ-F	6 WZMX-F	6 WMRQ-F	6 WZMX-F <	6 WTIC		WWYZ-F	6 WZMX-F	6 WWYZ-F	WWYZ-F	
			7 WTIC	7 WZMX-F >			WWYZ-F <	7 WDRC-F <	7 WKSS-F	
								8 WZMX-F	WTIC <	
									9 WZMX-F	

Other Rated Stations	Metro Share	Cume Rating
WLAT	SP	1230 Manchester 0.9 1.9
WPOP	SPRTS	1410 Hartford 0.4 1.8
WRYM	SP-TP	840 New Britain 0.4 1.1

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WAAF-F	AOR-NR	107.3 Worcester, MA 0.4 1.5
WCBS	N	880 New York 0.4 2.0
WHYN-F	AC	93.1 Springfield, MA 0.4 2.0
WKCI-F	CHR	101.3 Hamden 0.8 5.2
WMAS-F	AC	94.7 Springfield, MA 0.4 2.5
WPKX-F	C	97.9 Enfield 0.4 2.7
WPLR-F	AOR	99.1 New Haven 0.9 4.4

# HARTFORD

Consolidation Report	12+	25-54	Revenue
<b>Buckley</b> WDRG-AM, WDRG-FM, WSNB-AM	10.8 %	9.3 %	9.9 %
<b>Capstar</b> WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	22.3 %	24.3 %	35.1 %
<b>CBS</b> WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM	33.8 %	33.8 %	50.2 %
<b>Mega</b> WLAT-AM, WNEZ-AM	3.1 %	2.7 %	0.9 %
	<b>69.9 %</b>	<b>70.1 %</b>	<b>96.1 %</b>

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product
WCCC	1290	0.5 kw (Days)	See WCCC-F			
WDRG	1360	5 kw (DA-N)	Standards	Westwd	\$30.00	Mc-Guild Buckley
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	Advertiser	Agency	Product
WCCC	106.9	23.2 kw @ 725	AOR	Westwd, 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	AP	\$92.00	Allied Capstar
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$66.00	D&R 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	Group W CBS
WWYZ	92.5	17 kw @ 879	Country	Westwd	\$102.00	Banner Capstar Waterbury
WZMX	93.7	17 kw @ 850	Classic Hits		\$97.00	Katz CBS

Notes: Other ranked stations – See New York or Springfield, MA . . . 2/98 WRDM (1550) sold to Hibernia for \$1,500,000

Jim Duncan

Comments: Listening levels are steady . . . WWYZ-F slipped to its lowest share since 1995 . . . WCCC-F posted its fourth consecutive share gain

# HONOLULU

Arbitron Rank: 59 Pop (12+): 724,000	Stations: 27 / 27	Last Year's Revenue: \$23,100,000
MSA Rank: 68	Diaries: 2,004/361:1/59.5%	Household Income: \$59,870
MSA Pop: 880,000	Sample Target: 1,960	Total Retail Sales: \$9.6 Bil.
DMA: 70	% Below Line: 0.0	#1 Biller: KSSK-F \$4,400,000
Average Persons Rating: 16.5	% Not Listed: 5.6	#1 Billing Portfolio: Capstar \$12,370,000
Market TSL In Hours: 22.25	Pop per Station: 26,815	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KIKI-F	106 / 8.8	12.2	12.1	9.8	11.2	10.7	1608 / 22.2	25.5	27.3	E	KIKI-F
	KSSK-F	106 / 8.8	10.9	9.8	11.0	11.6	10.1	1537 / 21.2	22.4	26.7	F	KSSK-F
3	KINE-F	98 / 8.2	7.7	8.1	7.5	4.8	7.9	1136 / 15.7	15.7	10.4	B	KINE-F
	KCCN-F	98 / 8.2	8.1	9.1	8.1	7.6	8.4	1347 / 18.6	20.9	17.8	E	KCCN-F
5	KUMU-F	76 / 6.3	5.4	4.9	5.9	6.3	5.6	853 / 11.8	11.1	11.4	C	KUMU-F
6	KQMQ-AF	73 / 6.1	6.4	8.6	5.5	7.4	6.6	1573 / 21.7	21.2	22.7	C	KQMQ-AF
	KRTR-AF	73 / 6.1	5.3	5.9	7.2	9.4	6.1	1110 / 15.3	15.3	19.6	D	KRTR-AF
8	KSSK	62 / 5.2	4.8	5.7	7.0	8.8	5.7	725 / 10.0	10.5	14.1	E	KSSK
9	KXME-F	60 / 5.0	2.0					1108 / 15.3	4.8			KXME-F
10	KGMZ-F	50 / 4.2	5.9	5.3	5.5	3.2	5.2	864 / 11.9	14.1	8.2	B	KGMZ-F
11	KUCD-F	40 / 3.3	3.0	1.8	2.0	2.4	2.5	714 / 9.9	8.1	4.8	B	KUCD-F
12	KPOI-F	39 / 3.3	3.7	4.7	4.3	3.0	4.0	806 / 11.1	11.3	9.0	B	KPOI-F
13	KHVV	38 / 3.2	2.6	4.2	4.0	3.9	3.5	449 / 6.2	5.8	7.9	B	KHVV
14	KKLV-F	34 / 2.8	2.5	3.4	3.3	2.4	3.0	556 / 7.7	8.2	8.2	B	KKLV-F
15	KHUL-F	31 / 2.6	2.3	1.4	1.9	2.2	2.0	500 / 6.9	6.3	6.2	B	KHUL-F
16	KUMU	26 / 2.2	1.8	1.4	2.4	2.0	1.9	277 / 3.8	4.0	4.3	*	KUMU
17	KIKI	21 / 1.8						205 / 2.8				KIKI
18	KHNR	20 / 1.7	1.3	1.6	1.3	1.0	1.4	328 / 4.5	5.2	5.0	A	KHNR

12+ FM Share (Metro): 79.13% ( 895 of 1131 ) ( Winter 97: 77.31% )

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

Other Rated Stations		Metro Cume	
		Share	Rating
KAIM-F	REL	95.5	Honolulu 1.4 3.8
KCCN	E	1420	Honolulu 1.4 5.5
KGU	SPRTS	760	Honolulu 1.1 3.0
KLHT	REL	1040	Honolulu 0.4 1.7
KNDI	E	1270	Honolulu 1.2 2.0
KWAI	T	1080	Honolulu 0.4 1.6
KZOO	E	1210	Honolulu 0.8 1.7

Consolidation Report	12+	25-54	Revenue
Capstar KHHV-AM, KIKI-AM, KIKI-FM, KKLV-FM, KSSK-AM, KSSK-FM, KUCC-FM	33.9 %	37.0 %	53.5 %
Caribou KHUL-FM, KPOI-FM, KQMQ-AF	12.0 %	12.8 %	10.5 %
Chagal KGU-AM, KHNR-AM	2.8 %	2.4 %	1.5 %
KHWY, Inc. KCCN-AM, KCCN-FM, KINE-FM	17.8 %	16.7 %	17.1 %
New Planet KGMZ-FM, KRTR-FM, KULA-AM, KXME-FM	15.3 %	16.5 %	11.7 %
	81.8 %	85.4 %	94.3 %

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Advertiser	
KCCN	1420	5 kw	Trad. Hawaiian	\$ NA	Banner	KHWY, Inc.	
KGU	760	10 kw	Sports	CBS, Westwd	<\$20.00	---	Chagal
KHNR	650	10 kw	News	CNN	\$ NA	---	Chagal
KHHV	830	10 kw	News/Talk	ABC	\$25.00	Christal	Capstar
KIKI	990	5 kw	Country		\$ NA	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 KRTR-F				
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Katz	

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Advertiser	Location
KCCN	100.3	100 kw @ 1965	Contemp. Haw'n.	\$60.00	Banner	KHWY, Inc.	
KGMZ	107.9	100 kw @ 1965	Oldies	\$18.00	---	New Planet	Aiea
KHUL	102.7	61 kw @ 1893	Urban Oldies	\$24.00	---	Caribou	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	New Rock		\$28.00	Katz	Caribou
KQMQ	93.1	100 kw @ 1853	CHR		\$38.00	Allied	Caribou
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	---	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 revenue included with KUMU-F . . . KHNR revenue includes KGU . . . KCCN-F revenue includes KCCN . . . 3/98 KORL-F (99.5) sold for \$1,270,000

Jim Duncan

Comments: Total listening is steady . . . KIKI-F and KSSK-F lead the market but each has its lowest share in three years or more . . . Both stations have been hurt by the rise of KXME-F . . . KIKI (AM) reintroduces Country to the market

# HOUSTON-GALVESTON

Arbltrn Rank: 9 Pop (12+): 3,458,300	Stations: 36 / 36	Last Year's Revenue: \$224,000,000
MSA Rank: 8	Diaries: 4,305/803:1/50.7%	Household Income: \$46,756
MSA Pop: 4,310,000	Sample Target: 4,030	Total Retail Sales: \$40.1 Bil.
DMA: 11	% Below Line: 0.0	#1 Biller: KODA-F \$20,200,000
Average Persons Rating: 16.6	% Not Listed: 13.4	#1 Billing Portfolio: Chancellor/Hicks, Muse \$90,800,000
Market TSL In Hours: 21.75	Pop per Station: 96,064	

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									K	Code
1	KODA-F	413 / 7.2	7.1	7.3	7.1	6.7	7.2	6408 / 18.5	19.0	16.8	K	KODA-F	
2	KRBE-F	365 / 6.4	6.3	6.5	6.4	6.6	6.4	7891 / 22.8	22.1	21.8	I	KRBE-F	
3	KMJQ-F	363 / 6.3	5.4	5.5	5.7	5.5	5.7	4183 / 12.1	23.0	12.1	I	KMJQ-F	
4	KBXX-F	B/CHR	354 / 6.2	6.8	7.2	6.5	8.1	5393 / 15.6	17.0	18.4	I	KBXX-F	
5	KILT-F	C	296 / 5.2	5.3	5.9	5.1	4.6	4259 / 12.3	12.8	12.3	J	KILT-F	
6	KLDE-F	O	267 / 4.6	4.5	3.9	4.2	4.4	4594 / 13.3	13.5	13.0	I	KLDE-F	
7	KHMX-F	AC/CHR	259 / 4.5	3.1	3.9	4.3	5.4	5086 / 14.7	13.6	16.6	J	KHMX-F	
8	KTRH	N	253 / 4.4	3.9	3.8	4.5	4.0	5112 / 14.8	14.3	15.0	J	KTRH	
9	KLOL-F	AOR	229 / 4.0	4.1	3.9	3.2	3.3	4260 / 12.3	12.2	10.8	I	KLOL-F	
10	KKRW-F	CL AOR	212 / 3.7	3.6	2.9	2.4	3.1	3971 / 11.5	10.4	10.8	H	KKRW-F	
	KKBQ-F	C	212 / 3.7	4.5	4.3	4.3	4.5	3712 / 10.7	11.7	13.0	J	KKBQ-F	
12	KKPN-F	AC-NR	186 / 3.2	2.6	3.0	3.0	4.7	4474 / 12.9	12.3	8.0	F	KKPN-F	
13	KTBF-F	AOR-NR	179 / 3.1	3.2	3.4	3.3	3.1	3700 / 10.7	10.4	9.9	G	KTBF-F	
14	KQQK-F	SP-C	176 / 3.1	2.6	2.2	2.4	2.7	2792 / 8.1	7.1	8.7	G	KQQK-F	
15	KPRC	T	158 / 2.8	3.0	2.4	2.8	2.8	2182 / 6.3	6.9	6.1	H	KPRC	
16	KIKK-F	C	118 / 2.1	2.5	2.3	2.3	3.4	2914 / 8.4	8.1	11.4	H	KIKK-F	
17	KXTJ-F	SP-R	102 / 1.8	1.4	2.0	1.6	1.2	1784 / 5.2	4.6	4.2	D	KXTJ-F	
18	KHYS-FF	U/CHR	101 / 1.8	2.3	2.1	1.9	2.1	2589 / 7.5	9.4	6.9	C	KHYS-FF	
19	KLTN-FF	SP-C	98 / 1.7	2.1	2.0	2.7	3.0	1426 / 4.1	5.0	6.7	H	KLTN-FF	
20	KILT	SPRST	95 / 1.7	1.6	1.8	1.4	0.9	1462 / 4.2	5.8	3.5	D	KILT	
21	KOVE-AF	SP-C	83 / 1.4	1.2	0.8	0.3	0.4	1311 / 3.8	3.0	2.0	B	KOVE-AF	
22	KSEV	T	66 / 1.1	1.1	1.1	0.8	1.1	1503 / 4.3	4.6	4.0	D	KSEV	
23	KLAT	SP	61 / 1.1	1.2	1.1	1.7	1.6	756 / 2.2	2.8	3.4	D	KLAT	
24	KQUE	ST	56 / 1.0	1.8	1.8	1.9	1.6	732 / 2.1	3.0			KQUE	

12+ FM Share (Metro): 82.59% (4109 of 4975) (Winter 97: 84.88%)

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

Wom 18-24	Wom 18-34	Wom 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 KRBE-F	1 KHMX-F	1 KODA-F	1 KODA-F	1 KBXX-F	1 KLOL-F	1 KLOL-F >	1 KLOL-F	1 KLOL-F <	1 KTRH
2 KRBE-F >	2 KODA-F	KODA-F	2 KRBE-F <	2 KMJQ-F	2 KRBE-F	2 KBXX-F	2 KMJQ-F	2 KMJQ-F <	2 KKRW-F <	2 KMJQ-F
3 KODA-F	KBXX-F	KRBE-F <	3 KMJQ-F <	3 KHMX-F	3 KLOL-F <	3 KRBE-F	3 KKRW-F <	3 KKRW-F	3 KMJQ-F	3 KBXX-F <
4 KHYS-FF	4 KHMX-F <	4 KMJQ-F >	4 KHMX-F	4 KRBE-F	4 KTBF-F	4 KMJQ-F <	4 KTBF-F <	4 KBXX-F <	4 KLDE-F <	4 KODA-F
5 KKPN-F <	5 KMJQ-F	5 KBXX-F	5 KBXX-F	5 KILT-F <	5 KKBQ-F	5 KTBF-F	5 KHMX-F	5 KODA-F <	5 KTRH <	
6 KHMX-F	6 KKPN-F	6 KKPN-F	6 KKBQ-F	6 KKBQ-F	6 KQQK-F <	6 KKRW-F	KRBE-F <	6 KRBE-F <	6 KODA-F <	
7 KILT-F <	7 KKBQ-F <	7 KKBQ-F	KILT-F	KLDE-F	7 KMJQ-F <	KQQK-F <	7 KTRH <	7 KLDE-F <	7 KILT-F <	
	8 KQQK-F <		8 KKPN-F <	8 KKPN-F	8 KODA-F	8 KHMX-F	8 KBXX-F <	8 KTRH <	8 KHMX-F	
	9 KILT-F <		9 KLDE-F			KODA-F	9 KILT			



# HOUSTON-GALVESTON

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>CBS</b>	8.9 %	12.1 %	12.1 %	KCOH	B	1430	Houston	0.7	1.7
KIKK-AM, KIKK-FM, KILT-AM, KILT-FM				KEYH	SP-R	850	Houston	0.5	1.4
<b>Chancellor</b>	29.4 %	31.5 %	40.5 %	KIKK	C	650	Pasadena	0.1	0.3
KKBO-AM, KKBO-FM, KKRW-FM, KLDE-FM, KLLOL-FM, KODA-FM, KQUE-AM, KTRH-AM				KKBQ	C	790	Houston	0.8	2.3
<b>Clear Channel</b>	16.5 %	19.9 %	16.7 %	KKTL-F	T	97.1	Cleveland	0.3	1.2
KBXX-FM, KJOJ-FM, KMJQ-FM, KPRC-AM, KSEV-AM				KRTS-F	CL	92.1	Seabrook	0.8	3.2
<b>El Dorado</b>	5.3 %	5.4 %	4.0 %	KVST-F	C	103.7	Willis	0.5	1.2
KEYH-AM, KLVL-AM, KQOK-FM, KXTJ-FM				KWWJ	B/G	1360	Baytown	0.3	1.2
<b>HefTel, pend.</b>	5.9 %	11.9 %	8.5 %	KYOK	G	1590	Houston	0.6	1.8
KKPN-FM, KLAT-AM, KLTO-FM, KLTP-FM, KOVE-FM, KRTX-AM									
<b>Jacor, pend.</b>	7.6 %	8.3 %	9.6 %						
KHMX-FM, KTBZ-FM									
	73.8 %	89.1 %	91.4 %						

## AM Stations

Station	Power	Time	Genre	Revenue	Group	Station	Revenue	Group	Station
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	ABC, Westwd, Talknt	\$100.00	Katz			Clear Channel
KQUE	1230	1 kw	Standards	ABC	\$ NA	Allied			Chancellor
KRTX	980	1 kw/0.212 kw	See KOVE-F						Rosenberg
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	Genre	Revenue	Group	Station	Revenue	Group	Station
KBXX	97.9	100 kw @ 1920	Black/CHR	\$210.00	Clr Chnl	Clear Channel			
KHMX	96.5	100 kw @ 1920	AC/CHR	\$240.00	Mc-Guild	Jacor, pend.			
KHYS	98.5	100 kw @ 1952	Urban/CHR	\$75.00	Clr Chnl				Pt. Arthur
KIKK	95.7	100 kw @ 1920	Country	\$168.00	Group W	CBS			
KILT	100.3	100 kw @ 1920	Country	\$330.00	Group W	CBS			
KJOJ	106.9	100 kw @ 994	See KHYS-F						Freeport
KKBQ	92.5	100 kw @ 1920	Country	\$341.00	Mc-Guild	Chancellor			Pasadena
KKPN	102.9	100 kw @ 984	Modern AC	\$95.00	Allied	HefTel, pend.			
KKRW	93.7	100 kw @ 1720	Classic AOR	\$160.00	Sentry	Chancellor			
KLDE	94.5	100 kw @ 1920	Oldies	Westwd	\$195.00	D&R	Chancellor		
KLLOL	101.1	100 kw @ 1920	AOR	Source	\$212.00	Christal	Chancellor		
KLTN	93.3	100 kw @ 1952	Hispanic-Contemp.	\$135.00	Katz	Hisp.	HefTel		Pt. Arthur
KLTO	104.9	2.55 kw @ 350	See KLTN-F						Rosenberg
KMJQ	102.1	100 kw @ 1720	Black AC	\$220.00	Clr Chnl	Clear Channel			
KODA	99.1	100 kw @ 1920	Soft AC	\$355.00	Sentry	Chancellor			
KOVE	100.7	100 kw @ 1952	Hispanic-Contemp.	\$ NA	Katz	Hisp.	HefTel		Winnie
KQOK	106.5	100 kw @ 1322	Hispanic-Contemp.	\$80.00	El Dorado	El Dorado	Galveston		
KRBE	104.1	100 kw @ 1920	CHR	\$204.00	Mc-Guild	Susquehanna			
KTBZ	107.5	98 kw @ 1973	AOR-New Rock	\$140.00	Mc-Guild	Jacor, pend.			
KXTJ	107.9	100 kw @ 1807	Hispanic-Regional	\$68.00	El Dorado	El Dorado	Beaumont		

Notes: KHYS-F reclassified from CHR/Urban to Urban/CHR based on audience analysis . . . 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 group sale: KKRW-F; KODA-F; KQUE . . . 3/98 KKPN-F sold by SFX/Capstar to HefTel for \$54,000,000 . . . 4/98 For transferring KODA-F to Chancellor, Capstar will receive WAPE-F/WFYV-F Jacksonville + \$90,250,000 . . . 4/98 KTEK (1110; Alvin) sold by Children's to Catholic as part of \$57,500,000 group sale

Jim Duncan

Comments: KBXX-F is at its lowest share in three years . . . KLDE-F recorded its highest share in about three years . . . KKPN's three share points will be up for grabs when HefTel takes over the station . . . KIKK-F continues its decline; it now is at its lowest share since at least the early 1970's

# HUNTSVILLE

Arbitron Rank: 113 Pop (12+): 365,100	Stations: 26 / 19	Last Year's Revenue: \$14,100,000
MSA Rank: 147-Hunt.; 251-Dec.	Diaries: 930/393:1/55.8%	Household Income: \$44,553
MSA Pop: 439,000	Sample Target: 920	Total Retail Sales: \$4.0 Bil.
DMA: 86 (w/Decatur)	% Below Line: 9.3	#1 Biller: WDRM-F \$4,600,000
Average Persons Rating: 15.9	% Not Listed: 16.4	#1 Billing Portfolio: Capstar \$6,200,000
Market TSL in Hours: 21.00	Pop per Station: 19,216	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WDRM-F	C	124 / 21.4	21.3	19.8	21.6	19.3	21.0	1331 / 36.5	33.9	35.4	F WDRM-F
2	WZYP-F	CHR	64 / 11.1	9.6	12.5	11.7	14.2	11.2	979 / 26.8	25.9	29.9	D WZYP-F
3	WTAK-F	CL AOR	50 / 8.6	7.1	6.6	8.1	5.5	7.6	656 / 18.0	16.7	15.2	C WTAK-F
4	WAHR-F	AC	45 / 7.8	8.3	8.1	8.3	8.2	8.1	603 / 16.5	19.9	17.3	D WAHR-F
5	WRSB-F	SAC	32 / 5.5	6.6	8.3	6.3	7.5	6.7	472 / 12.9	14.8	14.8	C WRSB-F
6	WEUP-F	B	25 / 4.3	2.2	2.8	3.1	3.6	3.1	352 / 9.6	8.3	8.6	B WEUP-F
7	WWXQ-F	O	23 / 4.0	3.4	3.2	2.3	2.5	3.2	454 / 12.4	11.6	7.3	A WWXQ-F
8	WVNN	T	18 / 3.1	4.1	4.3	3.2	3.8	3.7	253 / 6.9	7.8	9.5	B WVNN
	WLOR	B/G	18 / 3.1	3.9	2.5	2.2	2.7	2.9	149 / 4.1	4.1	2.7	A WLOR
10	WEUP	B	17 / 2.9	2.9	2.5	2.2	2.2	2.6	206 / 5.6	6.5	5.3	* WEUP
11	WKDF-F	AOR-NR	14 / 2.4	3.6	2.8	3.6	2.0	3.1	271 / 7.4	9.9	6.8	WKDF-F
12	WPZM-F	C	11 / 1.9	1.5	1.7	1.3	1.5	1.6	283 / 7.8	8.1	6.8	A WPZM-F

12+ FM Share (Metro): 86.36% ( 418 of 484 ) ( Winter 97: 86.39% )

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

Other Rated Stations	Metro Share	Cume Rating
WBHP	N 1230	Huntsville 0.5 1.9
WDJL	B 1000	Huntsville 1.0 1.7
WNDA-F	REL 95.1	Huntsville 1.0 3.5
WQLT-F	AC 107.3	Florence 0.7 3.7
WRJL-F	G 99.9	Eva 0.9 2.9
WTKI	T 1450	Huntsville 0.3 1.8
WUMP	SPRTS 730	Athens 0.3 1.6

Consolidation Report	12+	25-54	Revenue
Athens	16.4 %	15.5 %	24.8 %
WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM			
Capstar	34.5 %	40.3 %	44.0 %
WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM			
	50.9 %	55.8 %	68.8 %

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFMH-F	C 101.1	Cullman 0.7 2.7
WQEN-F	AC/CHR 103.7	Gadsden 0.3 1.9
WQSB-F	C 105.1	Albertville 0.3 1.5
WRAX-F	AOR-NR 107.7	Birmingham 0.9 2.8
WVNA-F	CL AOR 100.3	Tuscumbia 0.3 2.0

# HUNTSVILLE

## AM Stations

WDJL	1000	10 kw (DA, Days)	Black	Westwd	\$ NA	---		
WEUP	1600	5 kw/0.5 kw (DA-N)	Black	AURN	\$<20.00	---		
WLOR	1550	50 kw/0.5 kw (DA-N)	Black Gospel		\$ NA	---		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	ABC, BNN	\$17.00	Christal	Athens	Athens

## FM Stations

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

Notes: WRAX-F - See Birmingham; WKDF-F - See Nashville . . . \* WEUP revenue included with WEUP-F

Jim Duncan

Comments: Listening levels are up a bit . . . WTAK-F has its highest share in more than three 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# INDIANAPOLIS

Arbitron Rank: 37 Pop (12+): 1,133,200	Stations: 24 / 23	Last Year's Revenue: \$70,800,000
MSA Rank: 35	Diaries: 2,871/395:1/57.2%	Household Income: \$47,136
MSA Pop: 1,530,000	Sample Target: 2,810	Total Retail Sales: \$14.6 Bil.
DMA: 25	% Below Line: 0.6	#1 Biller: WFBQ-F \$15,000,000
Average Persons Rating: 15.0	% Not Listed: 9.2	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 49,270	Emmis \$23,600,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WFBQ-F	AOR/T	182 / 10.7	10.9	10.8	10.7	12.1	10.8	2662 / 23.5	25.3	26.2	J	WFBQ-F
	WFMS-F	C	182 / 10.7	13.7	13.8	12.5	11.9	12.7	2248 / 19.8	23.1	22.3	I	WFMS-F
3	WIBC	FS/T	144 / 8.5	8.3	8.0	8.3	9.1	8.3	2055 / 18.1	18.8	19.4	H	WIBC
4	WTPI-F	SAC	103 / 6.1	6.3	4.9	6.3	5.6	5.9	1358 / 12.0	12.1	12.1	G	WTPI-F
5	WZPL-F	CHR/AC	102 / 6.0	5.0	4.9	4.7	4.4	5.1	2078 / 18.3	17.3	16.4	E	WZPL-F
6	WENS-F	AC	93 / 5.5	5.4	4.7	5.9	5.4	5.4	2031 / 17.9	16.4	17.3	G	WENS-F
	WTLC-F	B	93 / 5.5	4.7	4.9	5.6	5.1	5.2	1404 / 12.4	9.9	9.9	E	WTLC-F
8	WGLD-F	O	88 / 5.2	5.0	6.4				1465 / 12.9	12.0		B	WGLD-F
9	WHHH-F	CHR/B	86 / 5.1	5.7	4.7	5.7	6.4	5.3	1603 / 14.1	13.8	13.6	E	WHHH-F
10	WRZX-F	AOR-NR	85 / 5.0	4.4	4.4	4.1	4.2	4.5	1477 / 13.0	11.7	12.6	F	WRZX-F
11	WNAP-F	CL HITS	80 / 4.7	4.5	4.9	5.1	4.2	4.8	1674 / 14.8	14.2	15.8	F	WNAP-F
12	WMYS	ST	47 / 2.8	2.8	4.2	3.3	4.0	3.3	588 / 5.2	5.4	6.7	B	WMYS
13	WTTS-F	AOR-P	45 / 2.6	2.3	2.6	2.1	2.1	2.4	917 / 8.1	7.9	6.5	B	WTTS-F
14	WGGR-F	B/AC	35 / 2.1	2.3	2.5	1.6	1.5	2.1	574 / 5.1	4.7	3.4	A	WGGR-F
15	WGRL-F	C	34 / 2.0	2.5	2.3	5.7	5.6	3.1	611 / 5.4	7.5	13.4	E	WGRL-F
16	WXIR-F	REL	30 / 1.8	1.3	1.3	1.8	1.2	1.5	513 / 4.5	4.0	4.0		WXIR-F
17	WNDE	SPRST	29 / 1.7	1.8	1.2	1.4	1.2	1.5	662 / 5.8	6.2	5.5	B	WNDE

12+ FM Share (Metro): 83.83% (1296 of 1546) (Winter 97: 80.62%)

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 WHHH-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 WIBC <	2 WFBQ-F	2 WFMS-F <	2 WIBC
3 WRZX-F	3 WZPL-F <	3 WENS-F <	3 WENS-F <	3 WTPI-F <	3 WFBQ-F	3 WIBC >	3 WFBQ-F >	3 WIBC <	3 WTLC-F <	3 WTLC-F
4 WTLC-F >	4 WTLC-F	4 WZPL-F <	4 WNAP-F <	4 WENS-F <	WTPI-F	4 WTPI-F <	4 WTPI-F <	4 WZPL-F	4 WRZX-F	WFBQ-F
5 WENS-F <	5 WNAP-F <	5 WTPI-F	5 WNAP-F <	5 WGLD-F >	5 WZPL-F <	5 WGLD-F	5 WRZX-F	5 WRZX-F	5 WZPL-F <	WHHH-F <
6 WHHH-F <	6 WTLC-F	6 WTLC-F <	6 WGLD-F <	6 WNAP-F <	6 WENS-F	6 WENS-F <	6 WENS-F <	WENS-F <	6 WTPI-F <	6 WZPL-F <
7 WFMS-F	WRZX-F <	7 WZPL-F <	7 WZPL-F <	7 WMYS <	7 WNAP-F <	7 WNAP-F <	7 WZPL-F <	7 WHHH-F <	7 WIBC	7 WTPI-F <
	8 WTPI-F	8 WGLD-F <	8 WTLC-F <	8 WENS-F	8 WTLC-F	8 WNAP-F <	8 WGLD-F <	8 WFBQ-F <	8 WFBQ-F <	8 WENS-F <
		9 WIBC <	9 WIBC					9 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+ Ovrite
1 WZPL-F	1 WZPL-F <	1 WENS-F	1 WFMS-F <	1 WFMS-F	1 WFBQ-F	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >>	1 WFMS-F
2 WHHH-F	2 WENS-F <	WTLC-F <	2 WENS-F	2 WENS-F <	2 WRZX-F	2 WRZX-F	2 WRZX-F <	2 WFMS-F <	2 WFMS-F <	2 WIBC
3 WENS-F	3 WTLC-F <	3 WZPL-F <	3 WZPL-F <	3 WTPI-F	WHHH-F >	3 WHHH-F <	3 WTLC-F	3 WNAP-F	3 WNAP-F	3 WTLC-F
4 WRZX-F	4 WFBQ-F	4 WFBQ-F	4 WFBQ-F <	4 WZPL-F <	4 WZPL-F	4 WTLC-F <	WFMS-F	4 WRZX-F	4 WIBC	
WFMS-F	5 WRZX-F	5 WFMS-F <	5 WTPI-F <	5 WFBQ-F <	5 WTLC-F	5 WZPL-F	5 WNAP-F <	5 WIBC <	5 WGLD-F <	
6 WTLC-F	6 WFMS-F	6 WRZX-F	6 WTLC-F	6 WTLC-F <	WFMS-F	WFMS-F <	6 WZPL-F	6 WTLC-F <	6 WRZX-F <	
WFMS-F >	WHHH-F >	7 WTPI-F	7 WGLD-F	7 WGLD-F >		7 WNAP-F	7 WZPL-F <	7 WZPL-F <	7 WTPI-F	
			8 WRZX-F						WTLC-F <	

Other Rated Stations		Metro Share	Cume Rating
WBR	REL	1500 Indianapolis	0.5 1.5
WCBK-F	C	102.3 Martinsville	0.4 1.4
WPZZ-F	REL	95.9 Franklin	0.6 2.0
WQFE-F	O	101.9 Brownsburg	0.8 3.0
WSYW-F	CL	107.1 Danville	1.1 3.0
WTLC	B/GO	1310 Indianapolis	1.2 2.8

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WKKG-F	C	101.5 Columbus, IN	0.6 2.2

# INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WFBQ-FM, WNDE-AM, WRZX-FM	17.4 %	20.3 %	27.7 %
<b>Emmis</b> WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM	25.4 %	24.8 %	33.3 %
<b>Local</b> WGGR-FM, WHHH-FM, WIRE-FM	7.2 %	5.2 %	4.9 %
<b>MyStar</b> WMYS-AM, WTPI-FM, WZPL-FM	14.9 %	13.0 %	12.4 %
<b>Susquehanna</b> WFMS-FM, WGLD-FM, WGRL-FM	17.9 %	18.7 %	19.8 %
	<b>82.8 %</b>	<b>82.0 %</b>	<b>98.1 %</b>

## AM Stations

Station	Freq	Power	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	Westwd, CBS, 1/1	\$20.00	Mc-Guild	Capstar
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$<20.00	Mc-Guild	Emmis

## FM Stations

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

Notes: 3/98 WSYW-F (107.1; Danville) switched from SW Networks' Classic FM to Jones Radio Networks' Classical service

Jim Duncan

Comments: WZPL-F posted its fourth consecutive share gain and its highest share in many years

# JACKSON, MS

Arbitron Rank: 118 Pop (12+): 346,700	Stations: 25 / 25	Last Year's Revenue: \$17,000,000
MSA Rank: 120	Diaries: 925/375:1/48.3%	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: 16.8	% Not Listed: 18.9	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 13,868	Capstar \$7,900,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WJMI-F	B	86 / 14.8	16.3	14.9	16.6	16.4	15.6	858 / 24.7	27.5	24.8	D	WJMI-F
2	WMSI-F	C	53 / 9.1	9.1	10.5	14.0	9.7	10.7	703 / 20.3	21.7	23.3	F	WMSI-F
3	WYOY-F	CHR	43 / 7.4	5.9	7.2	4.4	5.8	6.2	670 / 19.3	16.5	15.2	A	WYOY-F
4	WSTZ-F	AOR	41 / 7.0	5.0	5.8	5.6	4.9	5.9	476 / 13.7	14.5	12.5	D	WSTZ-F
5	WKXI-F	B/AC	39 / 6.7	9.1	6.4	6.9	9.7	7.3	625 / 18.0	20.2	19.7	B	WKXI-F
6	WOAD	B/G	23 / 3.9	3.0	3.2	4.8	3.1	3.7	389 / 11.2	9.4	7.3	A	WOAD
7	WJKK-F	SAC	22 / 3.8	3.9	3.2	2.1	2.3	3.2	331 / 9.5	8.8	6.6	A	WJKK-F
8	WTYX-F	CL HITS	21 / 3.6	3.6	3.2	3.6	4.0	3.5	338 / 9.8	10.8	11.2	C	WTYX-F
9	WJDX-F	AC/CHR	17 / 2.9	3.6	4.3	4.9	5.6	3.9	434 / 12.5	12.5	15.3	D	WJDX-F
	WVIV-F	ST	17 / 2.9	2.9	3.4	3.8	4.3	3.3	206 / 5.9	6.1	7.6	A	WVIV-F
11	WJNT	N/T	15 / 2.6	3.0	4.5	2.5	3.8	3.1	231 / 6.7	7.5	7.4	B	WJNT
12	WZRFX	B/G	13 / 2.2	1.4	3.0	3.6	3.1	2.6	152 / 4.4	4.5	5.5	A	WZRFX
	WKTF-F	C	13 / 2.2	2.9	2.3	2.5	2.0	2.5	271 / 7.8	11.5	8.4	B	WKTF-F
14	WMGO	G	12 / 2.1	1.4	2.1	2.6	1.6	2.0	133 / 3.8	4.0	3.0		WMGO

12+ FM Share (Metro): 81.18% ( 384 of 473 ) ( Winter 97: 82.77% )

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F >	1 WJMI-F >	1 WJMI-F <	1 WJMI-F >>	1 WJMI-F >>	1 WJMI-F	1 WSTZ-F <	1 WSTZ-F >	1 WJMI-F >
2 WYOY-F	2 WYOY-F	2 WYOY-F	2 WKXI-F	2 WMSI-F	2 WYOY-F	2 WSTZ-F	2 WSTZ-F >>	2 WJMI-F >	2 WJMI-F <	2 WKXI-F
3 WKXI-F >	3 WKXI-F >	3 WKXI-F	WYOY-F	3 WKXI-F	3 WKXI-F	3 WYOY-F >	3 WYOY-F	3 WMSI-F <	3 WMSI-F	3 WMSI-F >
4 WJKK-F	4 WJKK-F	4 WMSI-F	4 WJKK-F	WJKK-F	WSTZ-F >	4 WKXI-F	4 WMSI-F	4 WKXI-F	4 WKXI-F	
WKTF-F >>	WMSI-F >	5 WJKK-F	5 WMSI-F	5 WYOY-F >	5 WMSI-F >>	WMSI-F >>	5 WKXI-F	5 WYOY-F	5 WTYX-F	
		6 WJDX-F	6 WJDX-F	6 WJDX-F			6 WVIV-F >	6 WTYX-F >>	6 WYOY-F >>	
			WSTZ-F	WOAD				7 WYJS-F	7 WOAD	
			WOAD	8 WSTZ-F				WJDX-F	WJDX-F	
				9 WTYX-F					WJNT	

Other Rated Stations	Metro Share	Cume Rating		
WBKJ-F	C	105.1	Kosciusko	0.5 2.2
WFMN-F	T	97.3	Flora	0.7 2.9
WHJT-F	REL	93.5	Clinton	1.0 3.9
WIIN	O	780	Ridgeland	0.9 1.7
WJDS	SPRTS	620	Jackson	0.7 2.6
WJXN-F	REL	92.9	Utica	0.7 2.6
WKXI	B/O	1400	Jackson	1.5 3.1
WRJH-F	REL	97.7	Brandon	1.2 2.4
WSLI	T	930	Jackson	0.5 1.9
WVDF	B/G	720	Richland	0.9 0.9
WYJS-F	REL	105.9	Pickins	1.4 3.8

Consolidation Report	12+	25-54	Revenue
Capstar	19.0 %	22.0 %	52.6 %
WJDS-AM, WKTF-FM, WMSI-FM, WSTZ-FM			
Clear Channel	26.9 %	22.8 %	19.7 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM			
New South	12.1 %	12.3 %	5.5 %
WIIN-AM, WJKK-FM, WYOY-FM			
Proteus, pend.	6.5 %	6.5 %	9.8 %
WTYX-FM, WVIV-FM			
<hr/>			
	64.5 %	63.6 %	87.6 %

# JACKSON, MS

## AM Stations

WJDS	620	5 kw/1 kw (DA-N)	Sports	ABC	\$ NA	Mc-Guild	Capstar	
WJNT	1180	50 kw/0.5 kw (DA-N)	Talk	CBS, Westwd, CNN	\$21.00	---		Pearl
WMGO	1370	1 kw/0.028 kw	Gospel	Westwd	\$ NA	---		Canton
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Clear Channel	
WZRZ	1590	5 kw/1 kw (DA-N)	Black Gospel		\$<20.00	D&R	Capstar	

## FM Stations

WJDX	96.3	100 kw @ 1410	AC/CHR		\$40.00	Mc-Guild		
WJJK	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	
WJXN	92.9	0.9 kw @ 574	Black Gospel		\$ NA	---	Flinn	Ulica
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Mc-Guild	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	106.7	100 kw @ 1063	AOR		\$50.00	D&R	Capstar	Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal		
WVIV	93.9	6 kw @ 282	Standards	ABC	\$<20.00	---	WTYX-F, pend.	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	Mc-Guild	New South	Gluckstadt

Notes: 2/98 WVIV-F sold to Proteus Investments (WTYX-F) for \$850,000 . . . 4/98 Capstar will sell WJDX-F as part of an agreement reached with DoJ

Jim Duncan

Comments: Listening levels are up modestly

# JACKSONVILLE

Arbitron Rank: 51 Pop (12+): 861,300	Stations: 25 / 24	Last Year's Revenue: \$41,800,000
MSA Rank: 57	Diaries: 2,062/418:1/51.6%	Household Income: \$41,348
MSA Pop: 1,030,000	Sample Target: 2,040	Total Retail Sales: \$10.3 Bil.
DMA: 55	% Below Line: 0.8	#1 Biller: WFYV-F \$5,900,000
Average Persons Rating: 15.7	% Not Listed: 15.6	#1 Billing Portfolio: Capstar \$19,490,000
Market TSL In Hours: 21.00	Pop per Station: 35,888	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WFYV-F	AOR	112 / 8.3	9.4	8.7	8.6	7.9	8.7	1370 / 15.9	17.1	16.1	G	WFYV-F
	WAPE-F	CHR	112 / 8.3	7.7	7.8	8.1	8.2	8.0	1787 / 20.8	20.7	19.8	G	WAPE-F
3	WQIK-F	C	111 / 8.2	7.2	9.2	8.6	9.3	8.3	1368 / 15.9	16.9	16.6	G	WQIK-F
4	WEJZ-F	SAC	96 / 7.1	5.9	6.8	7.3	7.0	6.8	1448 / 16.8	15.5	17.6	F	WEJZ-F
5	WSOL-F	B/A/C	92 / 6.8	6.1	4.9	6.0	5.7	6.0	1080 / 12.5	12.2	10.3	D	WSOL-F
6	WJBT-F	B	80 / 5.9	5.3	5.7	6.4	5.8	5.8	1118 / 13.0	12.9	11.1	D	WJBT-F
7	WKQL-F	O	78 / 5.8	6.4	6.0	6.2	5.3	6.1	1197 / 13.9	16.5	13.3	E	WKQL-F
8	WROO-F	C	75 / 5.5	5.8	5.5	6.9	7.0	5.9	1142 / 13.3	12.8	14.7	E	WROO-F
9	WOKV	N/T	57 / 4.2	3.9	4.2	3.5	4.0	4.0	780 / 9.1	9.7	10.4	F	WOKV
10	WPLA-F	AOR-NR	55 / 4.1	3.8	4.5	5.2	4.1	4.4	882 / 10.2	12.2	11.2	C	WPLA-F
11	WFSJ-F	J	47 / 3.5	2.6	3.6	3.5	2.6	3.3	684 / 7.9	7.6	7.1	B	WFSJ-F
12	WMXQ-F	AC	42 / 3.1	3.5	3.5	3.6	3.7	3.4	791 / 9.2	9.7	11.0	D	WMXQ-F
13	WZAZ	B/G	41 / 3.0	2.4	3.1	1.8	2.7	2.6	462 / 5.4	5.2	5.0	A	WZAZ
14	WVRR-F	CL HITS	22 / 1.6	2.3	2.7	2.5	2.3	2.3	549 / 6.4	7.8	7.1	A	WVRR-F
15	WSVE	B/G	16 / 1.2	1.4	0.6	1.2	0.7	1.1	185 / 2.1	3.3	2.4		WSVE
	WBWL	SPRTS	16 / 1.2	1.7	1.1	0.7	0.7	1.2	327 / 3.8	5.9	3.2	A	WBWL
17	WCGL	REL	14 / 1.0	0.7	1.0	1.6	1.5	1.1	188 / 2.2	2.0	2.1		WCGL
	WGBB-F	CL AOR	14 / 1.0	1.3	0.7		0.5		386 / 4.5	3.5	1.1	A	WGBB-F

12+ FM Share (Metro): 84.59% (966 of 1142) (Winter 97: 85.70%)

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

Other Rated Stations	Metro Share	Cume Rating
WFOY	T	1240 St. Augustine 0.4 1.0
WJGR	T	1320 Jacksonville 0.5 1.9
WJXR-F	C	92.1 Macclenny 0.8 1.4
WNZS	SPRTS	930 Jacksonville 0.9 2.8
WROS	REL	1050 Jacksonville 0.5 1.2
WXQL-F	B/A/C	105.7 Baldwin 0.6 2.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFKS-F	CHR	99.9 Palatka 0.8 3.6



# JACKSONVILLE

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	30.9 %	34.6 %	46.6 %
WAPE-FM, WBWL-AM, WFYV-FM, WKQL-FM, WMXQ-FM, WOKV-AM			
<b>Clear Channel</b>	14.0 %	14.5 %	15.7 %
WFSJ-FM, WNZS-AM, WPLA-FM, WROO-FM, WTLK-FM, WZNZ-AM			
<b>Jacor</b>	24.4 %	22.5 %	24.9 %
WJBT-FM, WJGR-AM, WQIK-FM, WSOL-FM, WZAZ-AM			
<b>Renda</b>	8.7 %	10.3 %	11.7 %
WEJZ-FM, WWRR-FM			
	<b>78.0 %</b>	<b>81.9 %</b>	<b>98.9 %</b>

## AM Stations

Station	Power	Time	Genre	Comments	Rate	Advertiser	Agency
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	Katz	Clear Channel
WOKV	690	50 kw/10 kw (DA-N)	News/Talk		CBS \$53.00	Mc-Guild	Capstar
WSVE	1280	5 kw/0.133 kw	Black Gospel		AURN, Westwd \$ NA	Republic	
WZAZ	1400	1 kw	Black Gospel		ABC \$15.00	Eastman	Jacor

## FM Stations

Station	Freq	Power	Genre	Comments	Rate	Advertiser	Agency
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
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
WFYV	104.5	100 kw @ 1014	AOR		\$115.00	Christal	Capstar
WJBT	92.7	6 kw @ 300	Black		\$39.00	Roslin	Jacor
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
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
WWRR	100.7	36 kw @ 1463	Classic Hits		\$ NA	--	Renda

Notes: 3/98 WAOC/WJQR-F (St. Augustine) sold to Mondosphere for \$1,900,000 . . . 4/98 WAPE-F/WFYV-F (+\$90,250,000) traded by Chancellor to SFX/Capstar for KODA-F Houston . . . 4/98 WELX (1160; Callahan) began operation programming Radio Unica Hispanic Talk

# KANSAS CITY

**Arbitron Rank:** 26 Pop (12+): 1,384,100  
**MSA Rank:** 29  
**MSA Pop:** 1,720,000  
**DMA:** 32  
**Average Persons Rating:** 16.2  
**Market TSL In Hours:** 21.25

**Stations:** 25 / 25  
**Diaries:** 2,690/515:1/54.1%  
**Sample Target:** 2,660  
**% Below Line:** 0.0  
**% Not Listed:** 9.2  
**Pop per Station:** 55,364

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

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KPRS-F	B	187 / 8.3	10.0	8.6	8.0	7.9	8.7	2002 / 14.5	14.5	12.6	G KPRS-F
2	WDAF	C/F5	163 / 7.3	6.3	6.5	6.6	7.5	6.7	1694 / 12.2	11.4	13.3	G WDAF
3	KUDL-F	AC	156 / 7.0	5.1	4.5	3.3	3.6	5.0	2200 / 15.9	13.0	11.9	F KUDL-F
4	KFKF-F	C	145 / 6.5	6.7	6.1	7.0	7.3	6.6	2139 / 15.5	14.5	17.6	H KFKF-F
5	KMXV-F	CHR	140 / 6.2	6.5	8.2	8.3	6.5	7.3	2819 / 20.4	20.9	18.1	G KMXV-F
6	KCIY-F	J	128 / 5.7	4.3	4.5	3.8	4.6	4.6	1621 / 11.0	10.1	10.6	D KCIY-F
7	KMBZ	N/T	120 / 5.4	5.5	6.1	5.8	5.5	5.7	2021 / 14.6	14.5	15.2	F KMBZ
8	KCMO-F	O	117 / 5.2	5.1	6.5	6.3	5.7	5.8	2029 / 14.7	14.1	16.3	F KCMO-F
9	KQRC-F	AOR	115 / 5.1	4.9	5.1	5.3	6.2	5.1	1730 / 12.5	12.5	15.4	F KQRC-F
10	KCFX-F	CL AOR	113 / 5.0	6.0	6.3	6.1	5.4	5.9	2216 / 16.0	22.8	17.7	H KCFX-F
11	KYYS-F	CL AOR	112 / 5.0	5.3	3.7	4.2	4.2	4.6	1522 / 11.0	14.2	11.1	E KYYS-F
12	KBEQ-F	C	111 / 5.0	5.9	6.0	6.2	6.4	5.8	1761 / 12.7	15.5	13.8	G KBEQ-F
13	KCMO	T	93 / 4.2	3.5	3.4	4.3	3.8	3.8	1434 / 10.4	10.3	11.3	C KCMO
14	KOZN-F	AC-NR	82 / 3.7	3.4	3.0	3.4	3.9	3.4	1903 / 13.8	12.2	12.3	E KOZN-F
15	KXTR-F	CL	43 / 1.9	3.8	3.0	2.6	3.3	2.8	840 / 6.1	7.9	8.0	C KXTR-F
16	KNRX-F	AOR-NR	41 / 1.8	1.5	1.6	2.1	2.3	1.8	1050 / 7.6	7.2	9.9	C KNRX-F
17	KPRT	B/G	30 / 1.3	1.3	1.2	1.4	2.0	1.3	460 / 3.3	2.9	3.6	* KPRT
18	KFEZ	ST	29 / 1.3	1.1	1.5	1.2	0.6	1.3	436 / 3.1	2.6	2.4	B KFEZ
19	KCHZ-F	CHR	25 / 1.1	0.8	0.8	0.8		0.9	879 / 6.3	3.6		KCHZ-F
	KLZR-F	AOR-NR	25 / 1.1	0.7	1.0	1.0	0.7	1.0	636 / 4.6	3.2	4.7	KLZR-F

12+ FM Share (Metro): 76.56% (1558 of 2035) (Winter 97: 74.52%)

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

Wom 18-24	Wom 18-34	Wom 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 KPRS-F <	1 KUDL-F <	1 KQRC-F <	1 KQRC-F >	1 KQRC-F >	1 KQRC-F	1 KYYS-F <	1 WDAF <
2 KMXV-F >	2 KPRS-F	2 KBEQ-F	2 KUDL-F <	2 KFKF-F	2 KPRS-F	2 KPRS-F	2 KBEQ-F <	2 KYYS-F <	2 KQRC-F <	2 KPRS-F >
3 KOZN-F	3 KBEQ-F	3 KPRS-F <	3 KMXV-F	3 KCIY-F <	3 KNRX-F	3 KBEQ-F <	3 KPRS-F	3 KCFX-F	3 KCFX-F	3 KCMO <
4 KBEQ-F	4 KUDL-F <	4 KUDL-F	4 KFKF-F <	4 KPRS-F <	4 KCFX-F	4 KMXV-F <	4 KMXV-F <	4 KPRS-F	4 KPRS-F <	4 KFKF-F
5 KUDL-F	5 KFKF-F <	5 KFKF-F	5 KCIY-F	5 KMXV-F <	5 KMXV-F	5 KCFX-F <	5 KCFX-F	5 KBEQ-F <	5 KMBZ	5 KUDL-F
6 KFKF-F	6 KOZN-F	6 KCFX-F	6 KBEQ-F	6 KCMO-F	6 KYYS-F	6 KYYS-F	6 KYYS-F	6 KUDL-F <	6 KUDL-F <	6 KUDL-F
7 KQRC-F	7 KQRC-F <	7 KQRC-F <	7 KCFX-F <	7 KBEQ-F <	7 KCFX-F	7 KOZN-F	7 KOZN-F	7 KMXV-F	7 KBEQ-F <	7 KBEQ-F <
8 KNRX-F	8 KCFX-F	8 KOZN-F	8 KCMO-F <	8 KCFX-F	8 KBEQ-F		KUDL-F	8 KMBZ <	8 KCIY-F	
			9 KYYS-F							

Other Rated Stations	Metro Share	Cume Rating
KCCV-F	REL 92.3	Olathe, KS 0.5 2.4
KCTE	SPR5 1510	Independence 0.9 1.9
KPHN	N/T 1190	Kansas City 0.6 2.2
WHB-AF	C/FARM 810	Kansas City 0.6 2.5

# KANSAS CITY

Consolidation Report	12+	25-54	Revenue
<b>CBS</b>	21.4 %	23.4 %	30.0 %
KBEQ-FM, KFKF-FM, KMXV-FM, KOWW-AM, KOZN-FM			
<b>Entercom</b>	32.8 %	29.3 %	33.8 %
KCMO-AM, KCMO-FM, KMBZ-AM, KOZN-FM, KUDL-FM, WDAF-AM			
<b>Local</b>	1.3 %	0.4 %	1.2 %
KFEZ-AM, KNHN-AM			
<b>Sinclair Broadcast Group</b>	17.7 %	21.2 %	25.3 %
KCAZ-AM, KCFX-FM, KCIY-FM, KQRC-FM, KXTR-FM			
	<b>73.2 %</b>	<b>74.3 %</b>	<b>90.3 %</b>

## AM Stations

Station	Power	Format	Network	Rate	Agency	Company
KCMO	710	10kw/5 kw (DA-2)	Talk	CBS, WW1, ABC	\$40.00	D&R Entercom
KFEZ	1340	1 kw	Standards		\$20.00	— KPHN
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry Entercom
KPRT	1590	1 kw/0.047 kw	Black Gospel	CNN, AURN	\$20.00	Eastman KPRS-F
WDAF	610	5 kw	Country/Full Service	ABC	\$89.00	Katz Entercom

## FM Stations

Station	Freq	Power	Format	Network	Rate	Agency	Company	Location
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	Christal	Sinclair Bcst Gp	Liberty
KCMO	94.9	100 kw @ 1057	Oldies		\$70.00	Sentry	Entercom	
KFKF	94.1	100 kw @ 995	Country		\$140.00	Eastman	CBS	
KLZR	105.9	100 kw @ 770	AOR-New Rock	AP	\$ NA	—		Lawrence, KS
KMXV	93.3	100 kw @ 1056	CHR		\$71.00	Allied	CBS	
KNRX	107.3	100 kw @ 1184	AOR-New Rock		\$35.00	Allied		Lexington, MO
KOZN	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	Allied	Entercom	
KXTR	96.5	100 kw @ 984	Classical		\$51.00	Christal	Sinclair Bcst Gp	
KYYS	99.7	100 kw @ 1010	Classic AOR		\$67.00	D&R	Entercom	

Notes: \* KPRT revenue included with KPRS-F . . . 3/98 KCCX-F changed calls to KNRX-F; remains New Rock . . . 4/98 KCNW (1380) sold by Children's to Catholic as part of a \$57,500,000 group sale

Jim Duncan

Comments: KUDL-F has its highest share since the early 1980's . . . KCIY-F is at its highest share since 1995 . . . KCFX-F slumped to its lowest share in more than three years . . . KBEQ-F recorded its fourth straight share loss and is at its lowest share in more than three years . . . KXTR-F also had its lowest share in more than three years

# KNOXVILLE

Arbitron Rank: 68 Pop (12+): 561,900	Stations: 22 / 21	Last Year's Revenue: \$26,500,000
MSA Rank: 81	Diaries: 1,753/321:1/55.6%	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: 14.9	% Not Listed: 14.0	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 26,757	Dick \$11,850,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level
1 WIVK-F	C	150 / 17.9	21.8	22.4	24.2	20.1	21.6	2040 / 36.3	42.4	38.4	H WIVK-F
2 WJXB-F	AC	97 / 11.6	12.5	10.9	11.7	11.2	11.7	1223 / 21.8	21.9	21.1	F WJXB-F
3 WWST-F	CHR	64 / 7.6	7.1	9.0	8.5	6.5	8.1	1235 / 22.0	21.4	18.6	C WWST-F
4 WIMZ-F	AOR/CL	62 / 7.4	10.3	11.1	11.2	10.1	10.0	947 / 16.9	20.9	21.1	E WIMZ-F
5 WMYU-F	O	46 / 5.5	5.8	6.6	7.3	6.9	6.3	866 / 15.4	18.2	16.5	D WMYU-F
6 WXVO-F	AOR	46 / 5.5	0.7					629 / 11.2	2.1		WXVO-F
7 WQBB-F	ST	41 / 4.9	4.6	4.6	4.1	4.9	4.5	437 / 7.8	8.1	9.3	B WQBB-F
8 WNOX	N/T	38 / 4.5	4.8	3.8	3.5	5.5	4.2	625 / 11.1	11.1	12.2	D WNOX
9 WJZ-F	REL	36 / 4.3	2.9	2.8	2.5	3.7	3.1	493 / 8.8	8.2	8.1	WJZ-F
10 WOKI-F	C	28 / 3.3	4.0	4.2	4.2	4.5	3.9	509 / 9.1	12.9	12.6	C WOKI-F
11 WNFZ-F	AOR-NR	23 / 2.7	1.6	2.1	1.7	1.9	2.0	461 / 8.2	5.9	6.0	A WNFZ-F
12 WKGX	B	19 / 2.3	1.2	1.5	1.2	1.4	1.5	181 / 3.2	3.0	2.6	WKGX
13 WNOX-F	N/T	15 / 1.8	2.0	2.1	1.2	1.8	1.8	313 / 5.6	5.1	5.1	WNOX-F
14 WJOL	N	11 / 1.3	1.4	0.9	0.5	1.0	1.0	153 / 2.7	3.7	3.3	WJOL
15 WRJZ	REL	9 / 1.1	1.8	0.9	1.1	1.2	1.2	218 / 3.9	4.3	2.9	WRJZ
16 WGAP-F	C	8 / 1.0	1.4	1.2	1.3	1.7	1.2	199 / 3.5	4.3	3.8	A WGAP-F

12+ FM Share (Metro): 87.24% ( 629 of 721 ) ( Winter 97: 86.79% )

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 WXVO-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
3 WNFZ-F	WWST-F	3 WIMZ-F	3 WIMZ-F >	3 WIMZ-F >	3 WQBB-F <	3 WIMZ-F >	3 WIMZ-F	3 WWST-F	3 WXVO-F	3 WJXB-F
	WJXB-F	4 WWST-F	4 WWST-F	4 WMYU-F <	4 WMYU-F	4 WWST-F	4 WMYU-F	4 WIMZ-F	4 WJXB-F >	4 WXVO-F <
	5 WIMZ-F >	5 WXVO-F >	5 WMYU-F	5 WWST-F >	5 WNOX <	5 WMYU-F <	5 WWST-F	5 WMYU-F	5 WQBB-F	5 WIMZ-F <
	6 WOKI-F	6 WMYU-F	6 WXVO-F	6 WXVO-F	6 WIMZ-F	6 WQBB-F <	6 WQBB-F <	6 WXVO-F <	6 WIMZ-F	6 WMYU-F
		7 WOKI-F			7 WJZ-F >	7 WNOX <	7 WXVO-F <	7 WNOX	7 WJZ-F	7 WQBB-F <
						8 WXVO-F			WNFZ-F <	8 WJZ-F

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

Other Rated Stations	Metro Share	Cume Rating
WDLY-F C 105.5 Gallinburg	0.6	2.5
WESK-F CL HITS 105.3 Loudon	0.6	2.4
WGAP C 1400 Maryville	0.6	1.5
WKXV REL 900 Knoxville	0.6	1.5
WYSH C 1380 Clinton	0.6	0.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WDRZ-F CHR 103.1 Etowah	0.4	1.0

# KNOXVILLE

Consolidation Report	12+	25-54	Revenue
Dick WVOL-AM, WIVK-FM, WNOX-AM, WNOX-FM, WXVO-FM	31.0 %	29.6 %	44.4 %
Journal Broadcast Group WMYU-FM, WQBB-AM, WQBB-FM, WWST-FM	18.0 %	15.3 %	18.4 %
Local WNFZ-FM, WOKI-FM	6.0 %	5.5 %	7.4 %
South Central WIMZ-AM, WIMZ-FM, WJXB-FM	19.0 %	24.6 %	29.6 %
	74.0 %	75.0 %	99.8 %

## AM Stations

Station	Power	Time	Format	AP	Rate	Buyer	Owner
WVOL	850	50 kw (DA, Days)	News	AP	\$ NA	---	Dick
WKGN	1340	1 kw	Black	AURN	\$19.00	---	
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$40.00	Katz	Dick
WRJZ	620	5 kw (DA-N)	Religion	USA	\$ NA	Salem	Moffitt

## FM Stations

Station	Power	Time	Format	AP	Rate	Buyer	Owner	Location
WGAP	95.7	3 kw @ 328	Country	AP, ABC	\$ NA	Regional		Maryville
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	Eastman	South Central	
WIVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz	Dick	
WJBZ	96.3	2.9 kw @ 479	Religion		<\$20.00	---		Seymour
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman	South Central	
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Journal Bcst Gp	Sevierville
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Allied	WOKI	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
WQBB	104.5	2.8 kw @ 486	Standards	CNN	<\$20.00	Roslin	Journal Bcst Gp	
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman	Journal Bcst Gp	Kams
WXVO	98.7	8 kw @ 571	AOR		\$ NA	Katz	Dick	Oliver Springs

Notes: \* WNOX-F revenue included with WNOX . . . 3/98 WXST-F changed from Oldies to Classic Hits as WESK-F . . . 3/98 WOKI-F changed from Country to Classic AOR as "The Eagle" (near the end of the Winter survey period)

Jim Duncan

Comments: WIVK-F dropped to its lowest share since 1978; the station probably will go back above a 20 share next book because it is a great station and great stations know how to recover . . . Also, WOKI left the Country format in April . . . WXVO-F jumped to a 5.5 share and quickly did harm to WIMZ-F's younger demos

# LANSING

Arbltron Rank: 111 Pop (12+): 369,700	Stations: 21 / 15	Last Year's Revenue: \$16,500,000
MSA Rank: 113	Diaries: 1,063/348:1/54.9%	Household Income: \$45,940
MSA Pop: 439,000	Sample Target: 990	Total Retail Sales: \$4.8 Bil.
DMA: 106	% Below Line: 4.6	#1 Biller: WFMK-F \$4,200,000
Average Persons Rating: 15.4	% Not Listed: 21.1	#1 Billing Portfolio: Liggett \$11,550,000
Market TSL In Hours: 20.50	Pop per Station: 24,647	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Wln 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Wln 97	Revenue Level		
1	WITL-F	C	71 / 12.5	13.7	13.1	14.7	15.3	13.5	907 / 24.5	27.0	26.0	E	WITL-F
2	WFMK-F	AC	68 / 12.0	11.9	9.8	13.6	12.6	11.8	916 / 24.8	23.3	26.1	F	WFMK-F
3	WHZZ-F	CHR	52 / 9.2	8.1	7.2	7.5	6.3	8.0	880 / 23.8	22.7	18.7	B	WHZZ-F
4	WMMQ-F	CL AOR	46 / 8.1	8.2	9.3	7.2	2.2	8.2	657 / 17.8	17.8	10.0	C	WMMQ-F
5	WJIM-F	O	41 / 7.2	8.9	8.0	6.3	7.8	7.6	725 / 19.6	22.7	20.9	C	WJIM-F
6	WJXQ-F	AOR	40 / 7.0	4.9	5.4	2.9	4.3	5.1	587 / 15.9	14.7	11.0	C	WJXQ-F
7	WQHH-F	B	26 / 4.6	3.2	3.0	3.6	4.5	3.6	379 / 10.2	8.3	8.7	A	WQHH-F
8	WXIK-F	C	21 / 3.7	3.9	3.9	4.6	4.7	4.0	300 / 8.1	11.3	12.9	C	WXIK-F
9	WVWX-F	AOR-NR	20 / 3.5	3.3	3.9	2.7	2.5	3.4	561 / 15.2	13.6	11.6	B	WVWX-F
10	WJIM	T	15 / 2.6	3.5	4.1	3.6	5.1	3.5	302 / 8.2	8.7	8.5	B	WJIM
11	WJR	FS	10 / 1.8	2.6	2.5	3.1	2.2	2.5	225 / 6.1	7.5	6.6		WJR
	WILS	ST	10 / 1.8	3.3	4.1	3.8	4.7	3.2	201 / 5.4	6.8	6.5	A	WILS

12+ FM Share (Metro): 89.96%      ( 403 of 448 )      ( Winter 97: 83.74% )

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

Wom 18-24	Wom 18-34	Wom 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	WFMK-F	1 WFMK-F >>	1 WFMK-F >>	1 WFMK-F >	1 WVWX-F	1 WJXQ-F >	1 WJXQ-F >>	1 WMMQ-F <	1 WMMQ-F	1 WITL-F >>
2	WHZZ-F	2 WITL-F <	2 WITL-F	2 WITL-F >	2 WHZZ-F	2 WMMQ-F	2 WMMQ-F >	2 WJXQ-F >	2 WJXQ-F >	2 WJIM
3	WITL-F	3 WHZZ-F >>	3 WHZZ-F >	3 WHZZ-F >	3 WHZZ-F	3 WJXQ-F	3 WHZZ-F >	3 WITL-F <	3 WJIM-F <	3 WFMK-F
4	WQHH-F >>	4 WQHH-F	4 WJXQ-F	4 WJIM-F	4 WJIM-F >	4 WMMQ-F	4 WVWX-F	4 WQHH-F	4 WJIM-F <	4 WITL-F
		5 WXIK-F	5 WMMQ-F	5 WMMQ-F >	5 WITL-F	5 WITL-F	5 WITL-F	5 WHZZ-F	5 WFMK-F	5 WFMK-F
			6 WQHH-F	6 WXIK-F	6 WQHH-F	6 WQHH-F	6 WQHH-F	6 WFMK-F	6 WHZZ-F	6 WHZZ-F
			WXIK-F	WJXQ-F >	WFMK-F >			7 WQHH-F		7 WQHH-F

Other Rated Stations			Metro	Cume	
Station	Format	Pop	Share	Rating	
WVFN	SPRTS	730	E. Lansing	0.5	3.2
WVIC-F	REL-CC	92.7	Charlotte	0.4	1.2
WWSJ	B/G	1580	St. Johns	0.5	0.9
WVLA	B/O	1180	Dimondale	0.7	1.4

Consolidation Report	12+	25-54	Revenue
62nd Street	14.2 %	14.4 %	19.4 %
WJXQ-FM, WVWX-FM, WXIK-FM			
Liggett	42.9 %	47.6 %	70.0 %
WFMK-FM, WITL-AM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM			
<hr/>			
	57.1 %	62.0 %	89.4 %

# LANSING

## AM Stations

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

## FM Stations

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

Notes: WJR – See Detroit

Jim Duncan

Comments: Listening levels are steady . . . WHZZ-F has its highest share ever . . . WJXQ-F seems to be growing after several years of relatively low ratings

# LAS VEGAS

Arbitron Rank: 43 Pop (12+): 955,900	Stations: 21 / 21	Last Year's Revenue: \$52,700,000
MSA Rank: 44	Diaries: 2,019/473:1/54.9%	Household Income: \$43,990
MSA Pop: 1,330,000	Sample Target: 1,980	Total Retail Sales: \$12.4 Bil.
DMA: 66	% Below Line: 0.0	#1 Biller: KSNE-F \$5,080,000
Average Persons Rating: 15.9	% Not Listed: 14.1	#1 Billing Portfolio: CBS \$16,940,000
Market TSL In Hours: 21.00	Pop per Station: 45,519	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KLUC-F	155 / 10.2	9.5	9.7	7.9	8.2	9.3	2301 / 24.1	23.6	20.6	F	KLUC-F
2	KJUL-F	136 / 8.9	8.8	8.6	8.8	8.0	8.8	1444 / 15.1	14.5	14.6	D	KJUL-F
3	KSNE-F	115 / 7.6	7.2	6.1	7.9	6.2	7.2	1573 / 16.5	15.3	14.3	G	KSNE-F
4	KMXB-F	AC/CHR	89 / 5.9	6.5	6.4	5.7	5.6	1992 / 20.8	17.5	17.2	E	KMXB-F
5	KFMS-F	C	88 / 5.8	3.3	4.1	3.9	5.1	1056 / 11.0	8.7	11.1	D	KFMS-F
6	KMZQ-F	AC	77 / 5.1	5.1	6.1	5.3	6.1	1170 / 12.2	13.5	16.1	G	KMZQ-F
7	KWNR-F	C	74 / 4.9	4.7	6.3	6.0	5.7	1133 / 11.9	12.6	13.9	F	KWNR-F
	KXTE-F	AOR-NR	74 / 4.9	5.5	5.2	5.1	4.6	1268 / 13.3	12.9	14.3	D	KXTE-F
9	KKLZ-F	CL AOR	63 / 4.1	4.7	5.0	5.5	5.0	1205 / 12.6	12.3	11.7	E	KKLZ-F
10	KBGO-F	O	62 / 4.1	3.7	3.6	3.5	3.1	1040 / 10.9	10.5	9.2	C	KBGO-F
11	KOMP-F	AOR	57 / 3.8	3.4	3.2	3.2	3.2	907 / 9.5	8.2	9.9	E	KOMP-F
12	KXNT	T	47 / 3.1	4.3	3.0	4.5	2.9	611 / 6.4	8.7	7.6	B	KXNT
	KQOL-F	O	47 / 3.1	3.4	3.5	3.4	4.8	1060 / 11.1	11.8	12.5	D	KQOL-F
	KLSQ	SP	47 / 3.1	3.9	3.1	2.9	3.4	423 / 4.4	5.6	3.9	C	KLSQ
15	KXPT-F	AOR-P	45 / 3.0	1.7	2.4	2.4	2.5	952 / 10.0	6.4	8.3	C	KXPT-F
16	KEDG-F	AOR-NR	36 / 2.4	3.2	3.4	4.1	3.6	1026 / 10.7	11.4	13.5	E	KEDG-F
17	KDOX	SP-C	26 / 1.7	1.8	0.8	0.7	0.9	296 / 3.1	3.4	2.0	B	KDOX
18	KDWN	T	24 / 1.6	2.1	1.5	1.4	1.9	376 / 3.9	4.4	4.8	B	KDWN
19	KVBC-F	N/T	20 / 1.3	1.5	1.1	1.4	1.6	562 / 5.9	4.2	6.2	B	KVBC-F

12+ FM Share (Metro): 87.14% (1138 of 1306) (Winter 97: 84.87%)

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

Wom 18-24	Wom 18-34	Wom 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 KMXB-F <	1 KMXB-F	1 KSNE-F <	1 KSNE-F	1 KLUC-F >	1 KXTE-F	1 KXTE-F >	1 KXTE-F <	1 KKLZ-F <	1 KLUC-F >
2 KMXB-F >	2 KLUC-F	2 KSNE-F	2 KMZQ-F	2 KMZQ-F	2 KXTE-F	2 KLUC-F	2 KOMP-F	2 KLUC-F	2 KXTE-F <	2 KSNE-F
3 KMZQ-F >	3 KMZQ-F <	3 KLUC-F	KLUC-F <	3 KLUC-F	3 KFMS-F	3 KOMP-F	3 KLUC-F	3 KKLZ-F <	3 KOMP-F <	3 KJUL-F <
4 KSNE-F	4 KSNE-F >	4 KMZQ-F	4 KMXB-F >	4 KMXB-F	4 KMXB-F >>	4 KEDG-F	4 KEDG-F <	4 KOMP-F <	4 KLUC-F	4 KMXB-F <
5 KEDG-F	5 KLSQ >	5 KLSQ	5 KWNR-F	5 KWNR-F	5 KKLZ-F	5 KKLZ-F	5 KKLZ-F >	5 KFMS-F	5 KFMS-F	5 KFMS-F
	6 KWNR-F	6 KFMS-F	6 KLSQ <	6 KFMS-F	KEDG-F >	6 KMXB-F	6 KLSQ	6 KMXB-F <	KSNE-F	6 KMXB-F <
	KFMS-F	7 KWNR-F	7 KFMS-F	7 KQOL-F		7 KLSQ	7 KMXB-F	7 KBGO-F	KBGO-F	7 KBGO-F
		8 KOMP-F	8 KXPT-F	8 KBGO-F		KFMS-F	KSNE-F	KXPT-F	8 KXPT-F <	8 KXPT-F <
		KXPT-F	9 KBGO-F	KLSQ			KWNR-F		9 KWNR-F	9 KWNR-F
			KKLZ-F							

Other Rated Stations		Metro Cume	Share	Rating
KENO	SPRTS	1460	Las Vegas	0.7 2.9
KNUU	N	970	Las Vegas	0.9 3.4



# LAS VEGAS

Consolidation Report	12+	25-54	Revenue
CBS KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM	29.2 %	28.4 %	32.1 %
Centennial, pend. KJUL-FM, KKLZ-FM, KQOL-FM	16.1 %	12.7 %	16.3 %
Jacor KBGO-FM, KFMS-FM, KSNE-FM, KWNR-FM	22.4 %	25.8 %	26.3 %
Lotus KBAD-AM, KENO-AM, KOMP-FM, KXPT-FM	7.5 %	10.7 %	11.3 %
	75.2 %	77.6 %	86.0 %

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Product
KDOX	1280	5 kw/0.048 kw	Hispanic Contemp.		\$ NA	Lotus	Henderson
KDWN	720	50 kw (DA-N)	Talk	AP	\$ 23.00	Rostin	
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic	CRC	\$25.00	---	Heffel Laughlin
KNUU	970	5 kw/0.5 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

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Product
KBGO	93.1	24 kw @ 3743	Oldies	\$ 24.00	Katz	Jacor	
KEDG	103.5	100 kw @ 1158	AOR-New Rock	\$65.00	Allied		
KFMS	101.9	100 kw @ 1180	Country	\$55.00	Katz	Jacor	
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd, CNN	\$ 48.00	---	Centennial N. Las Vegas
KKLZ	96.3	100 kw @ 1176	Classic AOR	\$60.00	Sentry	Centennial, pend.	
KLUC	98.5	100 kw @ 1180	CHR	\$67.00	Eastman	CBS	
KMXB	94.1	100 kw @ 1210	AC/CHR	\$44.00	Allied	CBS	Henderson
KMZQ	100.5	100 kw @ 1104	AC	\$80.00	Eastman	CBS	Henderson
KOMP	92.3	100 kw @ 1520	AOR	\$62.00	Christal	Lotus	
KQOL	105.5	3.7 kw @ 1588	Oldies	Westwd	\$38.00	Allied	Centennial Boulder City
KSNE	106.5	100 kw @ 1155	SoR AC	\$92.00	---	Jacor	
KVBC	105.1	50 kw @ 36	News/Talk	CNN	\$ NA	---	
KWNR	95.5	100 kw @ 1160	Country	\$88.00	D&R	Jacor	Henderson
KXPT	97.1	100 kw @ 1919	Prog. AOR	\$40.00	Christal	Lotus	
KXTE	107.5	25 kw @ 3678	AOR-New Rock	\$50.00	Eastman	CBS	Pahrump

Notes: 2/98 KZTY (CP: 620) sold to KSBN Spokane, WA for \$125,000 . . . 3/98 KNUU (970) sold to KFNN Phoenix for \$1,500,000 . . . 4/98 KKLZ-F sold by Apogee to Centennial for \$21,000,000

Jim Duncan

Comments: Listening levels are declining moderately . . . KLUC-F breaks into double figures for the first time in more than three years . . . KBGO-F posted its fourth consecutive share increase

# LITTLE ROCK

Arbitron Rank: 82 Pop (12+): 457,500	Stations: 26 / 24	Last Year's Revenue: \$20,200,000
MSA Rank: 92	Diaries: 1,633/280:1/57.4%	Household Income: \$42,009
MSA Pop: 550,000	Sample Target: 1,550	Total Retail Sales: \$5.8 Bil.
DMA: 58	% Below Line: 1.3	#1 Biller: KSSN-F \$4,000,000
Average Persons Rating: 15.4	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 19,062	Clear Channel \$9,630,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KSSN-F	C	99 / 14.0	12.3	12.4	9.6	12.9	12.1	1070 / 23.4	22.6	24.4	F KSSN-F
2	KMJX-F	AOR/CL	56 / 7.9	10.2	9.8	11.2	7.4	9.8	757 / 16.6	19.2	16.8	D KMJX-F
3	KARN-AF	N/T	53 / 7.5	4.9	3.6	5.1	7.5	5.3	797 / 17.4	13.3	15.7	C KARN-AF
4	KLAL-F	AC-NR	48 / 6.8	3.1	2.2	1.8	2.3	3.5	831 / 18.2	9.7	5.8	A KLAL-F
5	KIPR-F	B	42 / 6.0	9.6	10.1	9.9	10.3	8.9	636 / 13.9	15.5	15.2	D KIPR-F
6	KURB-F	AC/CHR	35 / 5.0	6.8	7.8	7.7	7.4	6.8	750 / 16.4	19.9	20.3	D KURB-F
7	KKPT-F	CL AOR	33 / 4.7	5.0	5.6	5.5	3.8	5.2	609 / 13.3	14.9	12.5	C KKPT-F
8	KSYG-F	T	32 / 4.5	3.6	3.9	2.6	2.6	3.7	523 / 11.4	9.4	12.5	B KSYG-F
9	KOLL-F	O	31 / 4.4	3.9	3.9	4.5	3.7	4.2	532 / 11.6	11.3	11.3	C KOLL-F
10	KVLO-F	SAC	29 / 4.1	3.9	3.5	3.5	4.1	3.8	464 / 10.1	9.4	10.5	B KVLO-F
11	KDDK-F	C	22 / 3.1	3.3	4.5	4.8	3.8	3.9	461 / 10.1	11.4	12.9	C KDDK-F
12	KOKY-F	B/AC	20 / 2.8	2.5	3.9	3.5	4.3	3.2	324 / 7.1	11.6	12.6	A KOKY-F
13	KQAR-F	CHR	19 / 2.7	3.5					461 / 10.1	10.8		A KQAR-F
14	KYFX-F	B/AC	18 / 2.6	4.2	4.1	5.0	3.8	4.0	324 / 7.1	9.4	9.2	B KYFX-F
15	KDRE-F	CHR	16 / 2.3	1.7	2.6	2.3	3.1	2.2	434 / 9.5	9.2	7.7	A KDRE-F
16	KITA	G	13 / 1.8	1.1	2.0	2.3	2.1	1.8	225 / 4.9	3.4	3.6	KITA
17	KHUG-F	C	12 / 1.7	1.1	0.8	0.9		1.1	179 / 3.9	3.7		KHUG-F
18	KGHT	REL	10 / 1.4	2.5	1.5	0.9	1.5	1.6	95 / 2.1	4.1	2.9	KGHT
	KSIZ-F	B	10 / 1.4						190 / 4.1			KSIZ-F
20	KLRG	B/G	9 / 1.3	1.1	0.9	1.0	0.9	1.1	153 / 3.3	3.4	2.2	KLRG

12+ FM Share (Metro): 86.96% ( 547 of 629 ) ( Winter 97: 84.85% )

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 KSSN-F <	1 KSSN-F >	1 KSSN-F >	1 KSSN-F	1 KSSN-F >	1 KSSN-F >	1 KIPR-F <	1 KSSN-F >>
2 KDRE-F	2 KLAL-F	2 KSSN-F	2 KMJX-F	2 KMJX-F	2 KARN-AF >	2 KMJX-F >	2 KARN-AF	2 KARN-AF <	2 KSSN-F	2 KIPR-F
3 KLAL-F	3 KIPR-F <	3 KLAL-F	3 KLAL-F	3 KLAL-F	3 KOLL-F <	3 KARN-AF	3 KMJX-F <	3 KLAL-F	3 KLAL-F	3 KLAL-F <
4 KSSN-F	4 KKPT-F >	4 KKPT-F >	4 KKPT-F	4 KKPT-F <	4 KVLO-F	4 KSYG-F <	4 KLAL-F	4 KMJX-F	4 KMJX-F	4 KARN-AF
5 KURB-F	5 KIPR-F >	5 KURB-F	5 KURB-F	5 KURB-F <	5 KSYG-F	5 KURB-F <	5 KURB-F	5 KIPR-F <	5 KKPT-F	5 KMJX-F <
6 KKPT-F	6 KURB-F	6 KOLL-F <	6 KOLL-F <	6 KOLL-F <	KMJX-F	6 KIPR-F	6 KSYG-F <	6 KKPT-F <	6 KDRE-F	6 KOLL-F <
7 KQAR-F	7 KOLL-F	7 KSYG-F	7 KARN-AF <	7 KARN-AF <	7 KKPT-F	7 KLAL-F <	7 KVLO-F <	7 KSYG-F <	7 KARN-AF <	7 KKPT-F
		KSYG-F	8 KARN-AF <	8 KSYG-F	8 KURB-F	8 KOLL-F	8 KKPT-F <	8 KURB-F <	8 KOKY-F	8 KVLO-F
		9 KARN-AF	9 KIPR-F	9 KVLO-F	KIPR-F	9 KVLO-F	9 KOLL-F	9 KOLL-F		

Wom 18-24	Wom 18-34	Wom 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 KIPR-F	1 KLAL-F	1 KLAL-F >	1 KSSN-F >	1 KSSN-F >>	1 KMJX-F	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KMJX-F >	1 KSSN-F <
2 KMJX-F	2 KIPR-F	2 KURB-F	2 KLAL-F	2 KLAL-F <	2 KIPR-F	2 KLAL-F	2 KLAL-F	2 KLAL-F	2 KSSN-F	2 KIPR-F >
	KSSN-F	KURB-F	3 KSSN-F	3 KURB-F	3 KURB-F	3 KLAL-F >	3 KIPR-F	3 KSSN-F	3 KSSN-F <	3 KLAL-F <
4 KQAR-F	KSSN-F >	4 KIPR-F	4 KIPR-F <	4 KVLO-F <	4 KSSN-F	4 KSSN-F >	4 KSYG-F	4 KKPT-F <	4 KARN-AF <	KARN-AF
	KLAL-F >	5 KKPT-F	5 KMJX-F	5 KOLL-F <	5 KKPT-F >	5 KSYG-F	5 KIPR-F	5 KIPR-F	5 KSYG-F	KURB-F
6 KKPT-F	KMJX-F	6 KOKY-F	KKPT-F	6 KKPT-F	KKPT-F	KKPT-F	6 KSYG-F <	KKPT-F	KKPT-F	KOKY-F
	KOKY-F	7 KOKY-F	KMJX-F	7 KOLL-F	7 KIPR-F	7 KDDK-F	7 KARN-AF	7 KARN-AF	7 KOLL-F >	
	KURB-F >>			KOKY-F	8 KOKY-F	KURB-F	8 KURB-F <	8 KURB-F	8 KURB-F	
				9 KVLO-F <	KMJX-F					

Other Rated Stations	Metro Share	Cume Rating
KKYK-F	CHR 106.3	Lonoke 1.0 3.1
KLIH	B/G 1250	Little Rock 0.7 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KFFB-F	ST 106.1	Fairfield Bay 0.4 1.0
KLAZ-F	CHR 105.9	Hot Springs 0.9 5.4

# LITTLE ROCK

Consolidation Report	12+	25-54	Revenue
<b>Citadel</b> KARN-AF, KIPR-FM, KLAL-FM, KLIH-AM, KOKY-FM, KRNN-AM, KRRN-FM, KURB-FM, KVLO-FM	32.9 %	31.7 %	34.7 %
<b>Clear Channel</b> KDDK-FM, KMJX-FM, KOLL-FM, KQAR-FM, KSSN-FM	32.1 %	34.8 %	47.7 %
<b>Flinn</b> KDRE-FM, KSIZ-FM	3.7 %	1.7 %	1.5 %
<b>Signal</b> KKPT-FM, KSYG-FM	9.2 %	11.4 %	10.0 %
	77.9 %	79.6 %	93.9 %

## AM Stations

Station	Freq	Power	Day	Format	Network	Advertiser	Agency	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	---	
KLRG	1150	5 kw	1 kw (DA-2)	Black Gospel	AURN	\$ NA	K&P	Willis
								N. Little Rock

## FM Stations

Station	Freq	Power	Day	Format	Network	Advertiser	Agency	City
KARN	102.5	3 kw	@ 328	See KARN				Cabot
KDDK	106.7	16 kw	@ 866	Country		\$42.00	Katz	Clear Channel
KDRE	101.1	6 kw	@ 328	CHR		\$<20.00	---	Flinn
KHUG	96.5	10.6 kw	@ 495	Country	USA	\$ NA	---	England
KIPR	92.3	100 kw	@ 938	Black	ABC	\$42.00	Banner	Citadel
KKPT	94.1	100 kw	@ 1602	Classic AOR		\$30.00	D&R	Signal
KLAL	107.7	50 kw	@ 492	Modern AC		\$ NA	Mc-Guild	Citadel
KMJX	105.1	81 kw	@ 1054	AOR/Classic AOR	ABC	\$52.00	Clr Chnl	Clear Channel
KOKY	102.1	4.1 kw	@ 387	Black AC		\$<20.00	Mc-Guild	Citadel
KOLL	94.9	100 kw	@ 1844	Oldies	Westwd	\$30.00	Katz	Clear Channel
KQAR	100.3	44.2 kw	@ 1369	CHR		\$ NA	Clr Chnl	Clear Channel
KSIZ	96.9	4.6 kw	@ 375	Black		\$ NA	---	Flinn
KSSN	95.7	100 kw	@ 1664	Country		\$80.00	Katz	Clear Channel
KSYG	103.7	100 kw	@ 1663	News/Talk		\$<20.00	Christal	Signal
KURB	98.5	100 kw	@ 1285	AC/CHR		\$71.00	Mc-Guild	Citadel
KVLO	102.9	50 kw	@ 492	Soft AC		\$<20.00	D&R	Citadel
KYFX	99.5	3 kw	@ 312	Black AC	CNN	\$21.00	Eastman	Sheridan

Notes: 3/98 KKYK-F (106.3; Lonoke) upgraded to 50 kw @ 492 . . . 4/98 KKYK-F changed calls to KHTE-F ("Hot 106"); remains CHR . . . 4/98 KDRE-F changed from simulcasting KHTE-F to Talk as "The Mouth" . . . 4/98 KRNN (1380) changed from News to Sports

Jim Duncan

Comments: KSSN-F has recovered completely from its poor Spring 1997 book . . . Listening levels are up slightly . . . KLAL-F is at its highest share ever and has become an important factor in the market . . . KIPR-F and KURB-F are in sharp declines

# LOS ANGELES

Arbitron Rank: 2 Pop (12+): 9,920,900	Stations: 47 / 44	Last Year's Revenue: \$579,500,000
MSA Rank: 2	Diaries: 6,921/1433:1/52.0%	Household Income: \$46,261
MSA Pop: 12,700,000	Sample Target: 6,840	Total Retail Sales: \$92.5 Bil.
DMA: 2	% Below Line: 1.4	#1 Biller: KRTH-F \$34,300,000
Average Persons Rating: 17.3	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL In Hours: 22.75	Pop per Station: 225,475	CBS \$189,700,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KSCA-F	922 / 5.4	4.9	4.5	4.4	3.5	4.8	9547 / 9.6	9.0	6.4	J	KSCA-F
2	KLVE-F	917 / 5.3	6.1	6.0	6.6	6.0	6.0	11170 / 11.3	11.8	11.9	K	KLVE-F
3	KFI	748 / 4.4	4.0	4.1	3.7	4.3	4.0	10747 / 10.8	10.0	10.0	K	KFI
4	KPWR-F	UI/CHR	687 / 4.0	4.2	4.6	4.3	4.6	14182 / 14.3	14.7	14.9	K	KPWR-F
5	KKBT-F	B	673 / 3.9	4.5	4.0	4.5	5.5	10230 / 10.3	11.5	11.9	K	KKBT-F
6	KIIS-F	CHR	656 / 3.8	4.0	3.9	3.8	3.2	15575 / 15.7	16.0	14.0	K	KIIS-F
7	KOST-F	AC	646 / 3.8	3.8	3.9	3.6	3.2	12369 / 12.5	12.2	11.4	K	KOST-F
8	KRTH-F	O	589 / 3.4	4.0	4.0	3.9	3.3	13167 / 13.3	13.7	12.9	K	KRTH-F
9	KLAX-F	SP-R	588 / 3.4	2.1	2.3	2.6	3.2	7726 / 7.8	6.3	8.1	J	KLAX-F
10	KROQ-F	AOR-NR	587 / 3.4	3.0	3.6	3.8	3.4	11556 / 11.6	11.2	11.5	K	KROQ-F
11	KTWW-F	J	574 / 3.3	3.4	3.6	3.4	3.8	8993 / 9.1	8.9	8.6	K	KTWW-F
12	KBIG-F	AC	507 / 3.0	2.7	2.6	2.4	2.7	9648 / 9.7	9.5	9.6	K	KBIG-F
13	KYSR-F	AC/CHR	501 / 2.9	2.8	2.5	2.8	2.1	11434 / 11.5	10.9	9.4	K	KYSR-F
14	KCMG-F	B/O	465 / 2.7	1.4	1.7	1.6	1.8	9170 / 9.2	7.2	6.9	I	KCMG-F
15	KABC	T	441 / 2.6	3.0	3.1	2.8	3.0	7044 / 7.1	7.6	7.6	K	KABC
16	KCBS-F	CL AOR	431 / 2.5	2.7	1.9	2.6	2.8	8972 / 9.0	9.8	9.5	K	KCBS-F
17	KNX	N	423 / 2.5	2.0	2.2	2.0	2.4	10511 / 10.6	9.5	10.2	K	KNX
18	KLSX-F	T	408 / 2.4	2.5	2.0	2.0	1.9	6980 / 7.0	6.8	6.1	K	KLSX-F
19	KZLA-F	C	403 / 2.3	2.7	2.5	2.5	2.1	6446 / 6.5	6.9	5.9	J	KZLA-F
20	KLOS-F	AOR	396 / 2.3	2.6	2.0	2.2	2.3	7687 / 7.7	8.7	8.2	K	KLOS-F
21	KLAC	ST	373 / 2.2	2.3	2.6	2.2	2.4	5952 / 6.0	6.0	6.5	E	KLAC
22	KFWB	N	365 / 2.1	2.1	1.8	2.0	2.1	9731 / 9.8	9.6	9.7	K	KFWB
23	KBUE-F	SP	335 / 1.9	1.8	1.5	2.0	2.1	5353 / 5.4	5.4	6.1	F	KBUE-F
24	KKGO-F	CL	322 / 1.9	1.7	1.5	1.5	1.6	6395 / 6.4	5.7	5.3	H	KKGO-F
25	KTNQ	SP-NT	317 / 1.8	2.1	2.0	2.5	2.1	3673 / 3.7	4.5	4.2	H	KTNQ
26	KSSE-F	SP-C	266 / 1.6	1.2	1.4	0.8	0.4	4188 / 4.2	3.7	1.6	D	KSSE-F
27	KJLH-F	B	201 / 1.2	1.4	1.0	1.3	1.7	3476 / 3.5	3.7	4.0	D	KJLH-F

12+ FM Share (Metro): 77.94% (11912 of 15284) (Winter 97: 74.75%)

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

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

# LOS ANGELES

Consolidation Report	12+	25-54	Revenue
<b>ABC/Disney</b> KABC-AM, KDIS-AM, KLOS-FM	5.3 %	5.4 %	8.9 %
<b>CBS</b> KCBS-FM, KFWB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWV-FM	20.2 %	21.6 %	32.7 %
<b>Chancellor</b> KBIG-FM, KCMG-FM, KKBT-FM, KLAC-AM, KYSR-FM	14.7 %	13.9 %	16.2 %
<b>Cox</b> KACE-FM, KFI-AM, KOST-FM, KRTO-FM	9.1 %	8.7 %	10.9 %
<b>Heftel</b> KLVE-FM, KSCA-FM, KTNQ-AM	12.5 %	16.0 %	9.0 %
<b>Liberman</b> KBUA-FM, KBUE-FM, KKJH-AM, KWIZ-FM	2.5 %	2.8 %	1.7 %
	<b>64.4 %</b>	<b>68.4 %</b>	<b>79.4 %</b>

Other Rated Stations						Metro Share	Cume Rating
KACD-FF	U	103.1	Santa Monica	0.6	2.8		
KACE-FF	B/O	103.9	Inglewood	0.9	3.0		
KDIS	KIDS	710	Los Angeles	0.4	2.2		
KFSG-F	REL	96.3	Los Angeles	0.5	2.1		
KGIL	ST	1260	Beverly Hills	0.4	1.4		
KIEV	T	870	Glendale	0.5	1.5		
KIKF-F	C	94.3	Garden Grove	0.3	1.0		
KKHJ	SP-NT	930	Los Angeles	0.6	1.7		
KKLA-F	REL	99.5	Los Angeles	0.6	2.0		
KLYY-F	AOR-NR	107.1	Arcadia	0.8	5.3		
KRLA	O	1110	Los Angeles	0.6	2.5		
KWKW	SP-C*	1330	Los Angeles	0.8	2.0		
KWVE-F	REL	107.9	San Clemente	0.4	2.0		

Other Rated Stations--Outside Market						Metro Share	Cume Rating
KGGI-F	CHR/B	99.1	Riverside	0.4	2.0		
KTPI-F	C	103.1	Tehachapi	0.3	0.6		
XTRA	SPRTS	690	Tijuana, MX	0.8	2.8		

## AM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00	Katz ABC/Disney
KFI	640	50 kw	Talk		\$410.00	Christal Cox
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W CBS
KLAC	570	5 kw (DA-N)	Standards	Westwd	\$59.00	Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$310.00	CBS CBS
KRLA	1110	50 kw/20 kw (DA-2)	Oldies		\$50.00	Allied CBS
KTNQ	1020	50 kw (DA-2)	Hisp.-News/Talk		\$130.00	Katz Hisp. Heftel
KXTA	1150	5 kw (DA-N)	Sports		\$ NA	Katz Jacor

## FM Stations

Station	Freq	Power	Genre	Advertiser	Agency	Product	
KACE	103.9	1.65 kw @ 390	Black Oldies		\$ 80.00	Christal Cox Inglewood	
KBIG	104.3	105 kw @ 2890	AC		\$400.00	Sentry Chancellor	
KBUA	94.3	3 kw @ 85	See KBUE-F				San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic		\$85.00	— Liberman	Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS	\$375.00	CBS CBS	
KCMG	100.3	5.3 kw @ 3004	Black Oldies	Westwd	\$190.00	Eastman Chancellor	
KIIS	102.7	8 kw @ 2960	CHR		\$490.00	Katz Jacor	
KJLH	102.3	2.25 kw @ 338	Black		\$70.00	K&P	Compton
KKBT	92.3	43 kw @ 2910	Black		\$440.00	Allied Chancellor	
KKGO	105.1	18 kw @ 2887	Classical	AP	\$185.00	Allied Mt. Wilson	
KLAX	97.9	50 kw @ 390	Hispanic-Regional		\$305.00	Caballero SBS	
KLOS	95.5	63 kw @ 3130	AOR	ABC	\$420.00	Katz ABC/Disney	
KLSX	97.1	21 kw @ 3002	Talk		\$270.00	Allied 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		\$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: \* KWKW (1300) was cited by Arbitron for "Special Station Activities" and was placed "below the line" . . . 12/97 KIBB-F changed from Black AC to Urban Oldies as "Mega 100" . . . 1/98 KIBB-F changed calls to KCMG-F . . . 3/98 KAZN (1300) sold to Multicultural (Liu) for \$12,000,000 . . . 98/04 KPLS (830; Orange) sold by Children's to Catholic as part of a \$57,500,000 group sale . . . 5/98 KIEV (870; Glendale) sold to Salem for \$33,400,000 (Blackburn)

Jim Duncan

Comments: Hispanic stations, once again, fill the top two spots in the market . . . KPWR-F is at its lowest share level in more than three years, as is KKBT-F . . . KSCA-F is hurting both KPWR-R and KKBT-F, as well as others; it had its fifth consecutive up book . . . Good book also for KLAX-F . . . KCMG-F (ex-KIBB-F) doubled its share since the Fall . . . KABC has its lowest share in three years

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

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

<ul style="list-style-type: none"> <li>* A - Less than \$500,000</li> <li>* B - \$500,000 to \$999,999</li> <li>* C - \$1,000,000 to \$1,999,999</li> <li>* D - \$2,000,000 to \$2,999,999</li> </ul>	<ul style="list-style-type: none"> <li>E - \$3,000,000 to \$3,999,999</li> <li>F - \$4,000,000 to \$4,999,999</li> <li>G - \$5,000,000 to \$6,999,999</li> <li>H - \$7,000,000 to \$9,999,999</li> </ul>	<ul style="list-style-type: none"> <li>I - \$10,000,000 to \$14,999,999</li> <li>J - \$15,000,000 to \$19,999,999</li> <li>K - \$20,000,000 +</li> </ul>
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# LOUISVILLE

<b>Arbltron Rank:</b> 52 Pop (12+): 856,600	<b>Stations:</b> 27 / 26	<b>Last Year's Revenue:</b> \$39,800,000
<b>MSA Rank:</b> 60	<b>Diaries:</b> 1,527/561:1/51.9%	<b>Household Income:</b> \$41,232
<b>MSA Pop:</b> 1,000,000	<b>Sample Target:</b> 1,520	<b>Total Retail Sales:</b> \$9.6 Bil.
<b>DMA:</b> 50	<b>% Below Line:</b> 0.4	<b>#1 Biller:</b> WHAS \$9,500,000
<b>Average Persons Rating:</b> 15.2	<b>% Not Listed:</b> 12.3	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 20.00	<b>Pop per Station:</b> 32,946	<b>Clear Channel \$22,390,000</b>

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WAMZ-F	C	179 / 13.7	14.1	13.9	13.9	15.4	13.9	2220 / 25.9	27.1	28.1	H	WAMZ-F
2	WHAS	FS	159 / 12.2	12.2	11.6	12.1	14.4	12.0	2244 / 26.2	24.1	30.5	H	WHAS
3	WDJX-F	CHR	105 / 8.0	6.9	6.5	7.5	7.3	7.2	2019 / 23.6	20.8	19.0	E	WDJX-F
4	WVEZ-F	SAC	85 / 6.5	6.8	6.4	6.0	5.4	6.4	1331 / 15.5	13.3	13.8	E	WVEZ-F
5	WGZB-F	B	73 / 5.6	7.6	7.0	8.1	8.0	7.1	1030 / 12.0	13.6	12.8	D	WGZB-F
6	WLRS-F	AOR-NR	59 / 4.5	3.2	4.4	2.3	2.1	3.6	1049 / 12.2	10.1	6.9	B	WLRS-F
7	WQMF-F	CL AOR	57 / 4.4	4.8	4.1	4.7	3.2	4.5	1052 / 12.3	12.8	13.9	D	WQMF-F
	WSFR-F	CL HITS	57 / 4.4	4.1	4.0	4.4	4.1	4.2	1057 / 12.3	13.0	10.7	D	WSFR-F
9	WRKA-F	O	50 / 3.8	5.3	4.7	4.9	3.7	4.7	1121 / 13.1	13.1	12.3	D	WRKA-F
10	WTFX-F	AOR	47 / 3.6	3.1	5.0	5.8	5.4	4.4	1044 / 12.2	11.7	14.8	D	WTFX-F
11	WKJK	ST	40 / 3.1	2.0	1.9	0.4	1.2	1.8	351 / 4.1	3.9	2.2		WKJK
12	WHKW-F	C	32 / 2.5	3.4	2.9	2.4	2.8	2.8	744 / 8.7	9.2	9.1	B	WHKW-F
13	WLKY	N	29 / 2.2	0.9	0.5				633 / 7.4	4.8			WLKY
14	WSJW-F	J	23 / 1.8	2.2	2.8	2.9	3.1	2.4	387 / 4.5	6.2	6.9	B	WSJW-F
15	WMJM-F	B/AC	19 / 1.5	1.9	2.3	2.4	1.4	2.0	373 / 4.4	4.7	4.1	*	WMJM-F
16	WLOU	B/G	17 / 1.3	1.8	1.6	0.9	0.8	1.4	221 / 2.6	3.3	2.3		WLOU
17	WWKY	T	15 / 1.1	1.3	1.8	1.3	1.8	1.4	411 / 4.8	4.9	4.9	A	WWKY
18	WRVI-F	CL HITS	14 / 1.1	1.2	0.9	1.2	1.3	1.1	506 / 5.9	4.1	3.7		WRVI-F

12+ FM Share (Metro): 73.89% ( 846 of 1145 ) ( Winter 97: 73.87% )

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

Wom 18-24	Wom 18-34	Wom 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	WDJX-F >	1	WDJX-F	1	WAMZ-F	1	WLRS-F >	1	WLRS-F	1	WAMZ-F
2	WGZB-F	2	WAMZ-F		WAMZ-F >>	2	WVEZ-F <		WVEZ-F >	2	WGZB-F
3	WAMZ-F	3	WGZB-F >	3	WGZB-F	3	WDJX-F >	3	WTFX-F	3	WTFX-F
4	WLRS-F >>	4	WVEZ-F <	4	WGZB-F >	4	WHAS <	4	WDJX-F >	4	WSFR-F <
		5	WSFR-F	5	WRKA-F	5	WRKA-F	5	WDJX-F	5	WQMF-F <
		6	WLRS-F	6	WHAS	6	WGZB-F	6	WDJX-F	6	WDJX-F
				7	WSFR-F			7	WHAS	7	WTFX-F >

Other Rated Stations					Other Rated Stations--Outside Market						
			Metro Share	Cume Rating				Metro Share	Cume Rating		
WAVG	ST	1450	Jeffersonville, IN	0.7	2.7	WINN-F	O	106.1	Columbus, IN	0.4	0.7
WFIA	REL	900	Louisville	0.5	1.7						
WLLV	G	1240	Louisville	0.8	2.2						
WLSY-F	B/O	94.7	New Albany, IN	0.8	2.6						
WMPI-F	C	105.3	Scottsburg, IN	0.8	1.4						
WTHQ-F	C	101.7	Shelbyville	0.6	1.4						
WTMT	SPRYS	620	Louisville	0.9	2.8						
WXLN-F	REL	105.1	Shepherdsville	0.9	1.5						

# LOUISVILLE

Consolidation Report	12+	25-54	Revenue
<b>Blue Chip</b> WGZB-FM, WMJM-FM	7.1 %	4.9 %	5.5 %
<b>Clear Channel</b> WAMZ-FM, WHAS-AM, WKJK-AM, WQMF-FM, WTFX-FM, WWKY-AM	38.1 %	36.2 %	56.3 %
<b>Cox</b> WLSY-FM, WRKA-FM, WRVI-FM	5.7 %	8.1 %	6.9 %
<b>Jacor</b> WDJX-FM, WFIA-AM, WLRS-FM, WSFR-FM, WVEZ-FM	23.9 %	26.9 %	26.0 %
	<b>74.8 %</b>	<b>76.1 %</b>	<b>94.7 %</b>

## AM Stations

Station	Power	Format	Network	Revenue	Company	Market
WHAS	840	50 kw	Full Service	ABC \$132.00	Clr Chnl	Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd \$ NA	Clr Chnl	Clear Channel
WLKY	970	5 kw (DA-2)	News	AP \$ NA	---	Pulitzer
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	Freq	Power	Format	Network	Revenue	Company	Market
WAMZ	97.5	100 kw @ 673	Country		\$155.00	Christal	Clear Channel
WDJX	99.7	24 kw @ 715	CHR		\$60.00	Eastman	Jacor
WGZB	96.5	3 kw @ 328	Black	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
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild	Blue Chip Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR		\$60.00	Katz	Clear Channel Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox
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
WSJW	103.9	1.35 kw @ 490	Jazz		\$25.00	Eastman	
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Mc-Guild	Clear Channel
WVEZ	106.9	24.5 kw @ 670	Soft AC		\$68.00	Eastman	Jacor

Notes: \* WMJM-F revenue included with WGZB-F . . . 4/98 WCND/WTHQ-F (Shelbyville, KY) sold as part of group sale (price NA) . . . 4/98 WBLO-F (104.3; Charlestown, IN) began operation with a Hip-hop (Black) format

Jim Duncan

Comments: WDJX-F climbed to more than an 8 share for the first time in more than years . . . Listening levels, as is the case for most markets this sweep, are steady . . . WGZB-F has its lowest share in two years . . . WLRS-F has its highest share in over three years . . . Jazz WSJW-F, going against the national trend for the format, has had four consecutive down books



# MADISON

Arbitron Rank: 120 Pop (12+):	338,600	Stations:	19 / 16	Last Year's Revenue:	\$22,200,000
MSA Rank:	124	Diaries:	1,308/259:1/63.3%	Household Income:	\$52,999
MSA Pop:	405,000	Sample Target:	1,300	Total Retail Sales:	\$5.0 Bil.
DMA:	83	% Below Line:	2.2	#1 Biller:	WIBA-F \$3,206,000
Average Persons Rating:	14.9	% Not Listed:	17.8	#1 Billing Portfolio:	
Market TSL in Hours:	19.75	Pop per Station:	21,162	Capstar	\$10,260,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WZEE-F	CHR	63 / 12.4	11.4	10.3	11.1	12.3	11.3	1047 / 30.9	31.9	30.5	E	WZEE-F
2	WJJO-F	AOR	47 / 9.3	6.7	11.4	8.1	5.3	8.9	592 / 17.5	14.9	15.6	C	WJJO-F
3	WMGN-F	AC	46 / 9.1	6.7	5.9	6.5	7.4	7.0	640 / 18.9	18.1	16.1	D	WMGN-F
4	WIBA	FS/T	33 / 6.5	7.9	5.7	6.7	6.2	6.7	663 / 19.6	21.8	17.7	D	WIBA
	WWQM-F	C	33 / 6.5	5.8	6.1	8.5	7.8	6.7	469 / 13.9	15.4	18.2	D	WWQM-F
6	WIBA-F	AOR	31 / 6.1	5.0	6.3	7.3	8.4	6.2	553 / 16.3	17.6	18.6	E	WIBA-F
7	WOLX-F	O	30 / 5.9	5.8	6.7	6.7	5.1	6.3	626 / 18.5	19.8	16.4	D	WOLX-F
8	WTDY	T	22 / 4.3	4.0	2.7	4.6	3.3	3.9	396 / 11.7	11.5	9.3	C	WTDY
9	WYZM-F	C	17 / 3.4	1.9	3.0	3.4	2.9	2.9	336 / 9.9	8.1	9.9	B	WYZM-F
10	WMAD-F	AOR-NR	16 / 3.2	4.8	4.8	5.4	4.7	4.5	502 / 14.8	17.3	17.1	B	WMAD-F
	WMMM-F	AOR-P	16 / 3.2	4.4	4.6	4.4	3.9	4.1	400 / 11.8	11.0	10.2	B	WMMM-F
12	WTSO	ST	13 / 2.6	4.8	3.6	2.6	2.9	3.4	290 / 8.6	9.6	7.7	B	WTSO
13	WHIT	SPRST	12 / 2.4	3.8	1.9	1.8	3.1	2.5	135 / 4.0	4.6	3.7	A	WHIT
14	WMLI-F	SAC	11 / 2.2	2.7	2.3	2.0	1.9	2.3	373 / 11.0	11.0	8.8	A	WMLI-F

12+ FM Share (Metro): 78.61% ( 327 of 416 ) ( Winter 97: 77.18% )

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

Other Rated Stations			Metro Share	Cume Rating
WIBU	C	1240	Poynette	1.2 2.4
WSJY-F	SAC	107.3	Ft. Atkinson	1.8 5.3

Other Rated Stations--Outside Market			Metro Share	Cume Rating
WJVL-F	C	99.9	Janesville	0.4 2.1
WKPD-F	CHR	105.9	Evansville	1.2 3.2
WTMJ	FS	620	Milwaukee	0.6 2.3

Consolidation Report	12+	25-54	Revenue
Capstar	33.0 %	28.0 %	46.2 %
WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM			
Midwest Family	31.6 %	36.9 %	35.6 %
WHIT-AM, WJJO-FM, WMGN-FM, WTDY-AM, WWQM-FM			
Woodward	12.5 %	15.9 %	18.1 %
WMMM-FM, WOLX-FM, WYZM-FM			
	77.1 %	80.8 %	99.9 %

# MADISON

## AM Stations

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

## FM Stations

WIBA	101.5	12 kw @ 1017	AOR		\$64.00	Katz	Capstar	
WJJO	94.1	50 kw @ 492	AOR		\$31.00	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
WWQM	106.3	4.5 kw @ 380	Country		\$52.00	Mc-Guild	Midwest Family	Middleton
WYZM	105.1	6 kw @ 243	Country		\$<20.00	—	Woodward	Waunakee
WZEE	104.1	9.4 kw @ 1118	CHR		\$53.00	Katz	Capstar	

Notes:

Jim Duncan

Comments: Listening levels are down slightly . . . WMGN-F has its best book in more than three years . . . WMAD-F, on the other hand, turned in its lowest share performance in more than three years

# McALLEN-BROWNSVILLE

Arbltron Rank: 62 Pop (12+): 648,200	Stations: 28 / 20	Last Year's Revenue: \$17,600,000
MSA Rank: 99-McAllen; 152-Bmsv.	Diaries: 1,654/392:1/49.1%	Household Income: \$23,483
MSA Pop: 847,000	Sample Target: 1,640	Total Retail Sales: \$5.6 Bil.
DMA: 107	% Below LIne: 8.5	#1 Biller: KGBT-AF \$2,900,000
Average Persons Rating: 16.1	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 32,410	Hefel \$4,900,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KBFM-F	CHR	151 / 14.5	15.0	14.0	13.0	11.6	14.1	2340 / 36.1	34.4	29.6	D	KBFM-F
2	KGBT-AF	SP-C	136 / 13.1	12.9	14.7	14.4	16.7	13.8	1660 / 25.6	24.6	28.4	D	KGBT-AF
3	KKPS-F	SP-TJ	94 / 9.0	9.5	7.2	7.7	6.5	8.4	1872 / 28.9	25.4	19.9	C	KKPS-F
4	KVLY-F	AC	82 / 7.9	8.9	7.3	8.5	6.9	8.1	1266 / 19.5	19.7	17.8	C	KVLY-F
5	KTEX-F	C	77 / 7.4	8.1	7.2	6.3	5.8	7.2	1191 / 18.4	18.2	14.1	C	KTEX-F
6	KFRQ-F	AOR	74 / 7.1	4.7	4.2	5.6	6.7	5.4	1055 / 16.3	14.9	17.2	C	KFRQ-F
7	KIWW-F	SP-TJ	71 / 6.8	7.6	10.1	9.1	9.7	8.4	1529 / 23.6	21.1	28.3	D	KIWW-F
8	KTJN-FF	SP-VA	39 / 3.7	4.3	5.1	5.4	3.8	4.6	796 / 12.3	11.3	9.1	C	KTJN-FF
9	XAAA-F	SP-C	33 / 3.2	2.7	2.7	3.2	3.7	2.9	618 / 9.5	7.0	10.2		XAAA-F
10	KURV	T	23 / 2.2	2.2	1.6	2.6	2.5	2.2	321 / 4.9	5.5	5.3		KURV
11	KIRT	SP	22 / 2.1	2.1	1.4	1.7	1.7	1.8	287 / 4.4	4.3	5.3		KIRT
12	KSOX-F	O	21 / 2.0	1.9	1.5	2.3	1.9	1.9	350 / 5.4	6.6	6.5		KSOX-F
13	KRGE	REL	12 / 1.2	1.2	1.6	1.8	2.3	1.4	182 / 2.8	2.7	4.3		KRGE
	XVTH-F	SP-C	12 / 1.2	1.0	1.3	1.7	1.4	1.3	267 / 4.1	4.0	6.2		XVTH-F
15	KESO-F	AOR-NR	10 / 1.0	0.8	0.4	0.4		0.6	152 / 2.3	2.1			KESO-F

12+ FM Share (Metro): 85.24% (791 of 928) (Winter 97: 77.40%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBFM-F >>	1 KBFM-F	1 KBFM-F <	1 KGBT-AF	1 KGBT-AF	1 KGBT-AF >>	1 KGBT-AF	1 KGBT-AF	1 KGBT-AF	1 KBFM-F >>	1 KBFM-F >
2 KKPS-F	2 KFRQ-F	2 KGBT-AF	2 KVLY-F <	2 KVLY-F	2 KTEX-F	2 KBFM-F	2 KTEX-F <	2 KBFM-F >	2 KKPS-F	2 KGBT-AF
3 KFRQ-F >	3 KVLY-F <	3 KKPS-F <	3 KKPS-F <	3 KKPS-F	3 KKPS-F	3 KKPS-F	3 KVLY-F <	3 KKPS-F <	3 KIWW-F	3 KKPS-F >
	4 KKPS-F	4 KFRQ-F	4 KBFM-F <	4 KBFM-F <	4 KVLY-F <	4 KTEX-F <	4 KBFM-F	4 KVLY-F <	4 KFRQ-F <	4 KIWW-F <
	5 KGBT-AF <	KVLY-F	5 KFRQ-F <	5 KIWW-F <	5 KIWW-F >	5 KFRQ-F <	5 KFRQ-F <	5 KIWW-F <	5 KGBT-AF <	5 KTEX-F
	6 KIWW-F <	6 KIWW-F	6 KIWW-F	6 KFRQ-F <	6 KBFM-F >	6 KVLY-F	6 KKPS-F	6 KFRQ-F	6 KVLY-F	6 KVLY-F
	7 KTJN-FF <	7 KTEX-F >	7 KTEX-F >>	7 KTEX-F >		7 KIWW-F <	7 KIWW-F	7 KTEX-F >	KTJN-FF	7 KFRQ-F
						8 KIRT >>				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBFM-F >	1 KBFM-F	1 KVLY-F	1 KBFM-F	1 KGBT-AF <	1 KBFM-F <	1 KFRQ-F	1 KFRQ-F >	1 KFRQ-F	1 KGBT-AF <	1 KBFM-F
2 KKPS-F	2 KVLY-F	2 KBFM-F >	2 KVLY-F <	2 KVLY-F	2 KFRQ-F >>	2 KBFM-F >	2 KVLY-F	2 KGBT-AF	2 KFRQ-F	2 KGBT-AF >
3 KTJN-FF	3 KKPS-F	3 KTEX-F	3 KGBT-AF	3 KBFM-F	3 XAAA-F	3 KKPS-F <	3 KKPS-F	KBFM-F	3 KKPS-F	
4 KFRQ-F	4 KFRQ-F <	KGBT-AF	4 KKPS-F	4 KKPS-F	4 KGBT-AF	4 XAAA-F <	4 KBFM-F	4 KKPS-F	4 KVLY-F <	
5 KVLY-F	5 KTEX-F	KIWW-F	5 KTEX-F	5 KIWW-F <	KKPS-F	5 KGBT-AF	5 XAAA-F	5 KIWW-F	5 KIWW-F	
6 KGBT-AF	KGBT-AF <	KKPS-F	KIWW-F >	6 KTEX-F >		6 KIWW-F	6 KGBT-AF	6 KVLY-F <	6 KTEX-F	
	KTEX-F	7 KFRQ-F >				KVLY-F	KIWW-F	7 XAAA-F	KBFM-F	
							KTJN-FF			

Other Rated Stations	Metro Share	Cume Rating
KBOR	SP-VA	1600 Brownsville 0.6 3.1
KJAV-F	SP	104.9 Alamo 0.4 0.8
KUBR	SP-C	1210 San Juan 0.9 1.5
KVPA-F	CL AOR	101.1 Pl. Isabel 0.9 2.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
XAVO-F	SP-VA	101.5 Reynosa, MX 0.9 2.8
XEEW-F	SP-VA	97.7 Matamoros, MX 0.5 2.1
XEO	SP-C	97.0 Matamoros, MX 0.6 1.4
XHRR-F	SP-C	102.5 Reynosa, MX 0.9 3.1
XMLS-F	SP-C	91.3 Matamoros, MX 0.6 2.8
XRYS-F	SP-C	90.1 Reynosa, MX 0.8 3.1

# McALLEN-BROWNSVILLE

Consolidation Report	12+	25-54	Revenue
Calendar KBFM-FM, KTEX-FM	21.9 %	15.9 %	20.7 %
Heftel KGBT-AM, KGBT-FM, KIWW-FM	19.9 %	21.6 %	27.8 %
Local KBOR-AM, KTJN-FM, KTJX-FM	4.3 %	3.9 %	9.7 %
Sunburst KFRQ-FM, KKPS-FM, KVLV-FM	24.0 %	28.4 %	25.3 %
	<b>70.1 %</b>	<b>69.8 %</b>	<b>83.5 %</b>

## AM Stations

KGBT	1530	50 kw/10 kw (DA-N)	Hispanic Contemp.	\$38.00	Katz	Heftel	
KIRT	1580	1 kw/0.3 kw	Hispanic	\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion	\$<20.00	---		Weslaco
KURV	710	1 kw/0.9 kw (DA-2)	Talk	CBS, SBUSA Westwd	\$<20.00	---	Edinburg

## FM Stations

KBFM	104.1	100 kw @ 998	CHR	ABC	\$42.00	D&R	Calendar	
KESO	92.7	3 kw @ 300	New Rock	JRN	\$ NA	---		S. Padre Island
KFRQ	94.5	100 kw @ 1158	AOR	ABC	\$33.00	Allied	Sunburst	
KGBT	98.5	100 kw @ 997	See KGBT					
KIWW	96.1	100 kw @ 987	Hispanic-Tejano		\$50.00	Katz Hisp.	Heftel	
KKPS	99.5	100 kw @ 1037	Hispanic-Tejano		\$31.00	---	Sunburst	
KSOX	102.1	18 kw @ 758	Oldies	ABC	\$<20.00	---		Raymondville
KTEX	100.3	100 kw @ 1125	Country	ABC	\$42.00	Christal	Calendar	
KTJN	106.3	500 w @ 633	Hispanic-Variety		\$33.00	Caballero	KBOR/KTJX-F	Mercedes
KTJX	105.5	3 kw @ 285	See KTJN-F				KBOR/KTJN-F	Mission
KVLV	107.9	100 kw @ 719	AC		\$35.00	Allied	Sunburst	Edinburg
XAAA	93.1	50 kw @ 230	Hispanic Contemp.		\$ NA	---		Reynosa, MX
XVTH	107.1	50 kw @ 210	Hispanic Contemp.		\$ NA	---		Matamoros, MX

Notes:

Jim Duncan

Comments: Listening overall is down slightly . . . KIWW-F has fallen sharply – apparently hurt by KKPS-F

# MEMPHIS

Arbitron Rank: 45 Pop (12+): 945,700	Stations: 29 / 27	Last Year's Revenue: \$46,000,000
MSA Rank: 52	Diaries: 1,491/634:1/51.6%	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: 15.9	% Not Listed: 9.6	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 35,026	Clear Channel \$17,600,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WHRK-F	B	125 / 8.3	8.9	9.7	11.8	12.8	9.7	1942 / 20.5	22.3	24.1	G	WHRK-F
2	KJMS-F	B/AC	111 / 7.4	6.2	7.4	6.8	8.7	6.9	1423 / 15.0	16.0	19.0	D	KJMS-F
3	WDIA	B	109 / 7.3	6.7	6.9	8.8	5.7	7.4	1288 / 13.6	13.7	14.4	E	WDIA
4	WRVR-F	AC	101 / 6.7	7.2	7.0	8.4	7.9	7.3	1395 / 14.8	17.1	17.7	G	WRVR-F
5	WMC-F	CHR/AC	98 / 6.5	7.0	6.0	6.0	7.8	6.4	1447 / 15.3	17.8	18.4	G	WMC-F
6	WLOK	B/G	95 / 6.3	5.8	6.3	5.9	6.6	6.1	1252 / 13.2	13.4	12.3	C	WLOK
7	WGKX-F	C	77 / 5.1	5.4	5.2	5.5	6.1	5.3	1418 / 15.0	13.8	16.2	G	WGKX-F
8	KXHT-F	B	76 / 5.1	4.7	6.9	4.2	0.5	5.2	1362 / 14.4	13.8	1.4	A	KXHT-F
	WEGR-F	AOR	76 / 5.1	5.0	6.4	5.1	5.8	5.4	1193 / 12.6	13.7	15.0	F	WEGR-F
10	WOGY-F	C	62 / 4.1	3.8	4.4	4.2	4.8	4.1	1198 / 12.7	10.7	12.4	C	WOGY-F
11	WSRR-F	CL HITS	49 / 3.3	4.7	5.2	3.8	2.8	4.2	1008 / 10.7	13.8	10.6	D	WSRR-F
12	WKSL-F	CHR	45 / 3.0	2.1					842 / 8.9	7.8			WKSL-F
13	WMC	N/T	43 / 2.9	2.6	2.3	3.1	3.2	2.7	862 / 9.1	8.1	8.1	D	WMC
14	WREC	T	40 / 2.7	2.7	1.9	1.3	1.4	2.1	761 / 8.0	7.8	6.5	B	WREC
15	WMFS-F	AOR	39 / 2.6	2.5	1.8	2.4	2.0	2.3	660 / 7.0	6.4	6.7	A	WMFS-F
16	WPLX	ST	33 / 2.2	2.4	2.4	2.7	2.3	2.4	267 / 2.8	2.0	2.8	A	WPLX
17	WJCE	B/O	28 / 1.9	1.3	1.6	1.6	1.6	1.6	397 / 4.2	4.1	5.7	A	WJCE
18	KWAM	B/G	24 / 1.6	1.2	1.1	0.6	0.7	1.1	388 / 4.1	3.0	1.7		KWAM
19	WRXQ-F	AOR-NR	22 / 1.5	2.2	2.3	1.9	2.2	2.0	594 / 6.3	8.1	7.1	C	WRXQ-F
	WCRV	REL	22 / 1.5	1.5	1.4	1.7	1.9	1.5	383 / 4.1	5.1	5.2		WCRV
21	WHBQ	SPRTS	18 / 1.2	1.3	0.5	0.5	0.7	0.9	324 / 3.4	3.8	3.5		WHBQ

12+ FM Share (Metro): 67.60% (916 of 1355) (Winter 97: 69.47%)

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

Wom 18-24	Wom 18-34	Wom 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 WMC-F <	1 KJMS-F <	1 KJMS-F	1 KJMS-F <	1 KJMS-F <	1 KXHT-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WHRK-F <
2 WHRK-F	2 WMC-F	2 WMC-F	2 WMC-F	2 WRVR-F <	WHRK-F	WHRK-F	2 KJMS-F	2 WHRK-F	2 KJMS-F	2 KJMS-F <
3 KJMS-F	3 WHRK-F >	3 WRVR-F	3 WRVR-F <	3 WMC-F	3 WMFS-F	3 KJMS-F <	3 WHRK-F >	3 KJMS-F	3 WHRK-F	3 WLOK >
4 KXHT-F >	4 KXHT-F	WHRK-F	4 WHRK-F	4 WDIA	4 WEGR-F >	4 KXHT-F	4 WMC-F	4 WSRR-F <	4 WRVR-F <	
5 WKSL-F	5 WRVR-F	5 WLOK	5 WLOK	5 WLOK	5 WKSL-F	WMFS-F	5 WRVR-F	5 WRVR-F <	5 WSRR-F <	
WMFS-F	6 WLOK	6 KXHT-F	WDIA	6 WHRK-F	KJMS-F	6 WMC-F	WMFS-F	6 WDIA	6 WDIA	
	WKSL-F	WDIA	7 WOGY-F <	7 WOGY-F	WMC-F	7 WKSL-F <	7 WSRR-F	WOGY-F <	7 WGKX-F <	
			8 KXHT-F	8 WGKX-F	WOGY-F	8 WOGY-F <	WRXQ-F	8 WMFS-F <	8 WOGY-F	
								9 KXHT-F <	9 WMC-F <	

Other Rated Stations		Metro Cume Share Rating
KHLS-F	C	96.3 Blytheville, AR 0.4 0.6
WBBP	REL	1480 Memphis 0.9 3.9
WKBL-F	C	93.5 Covington 0.4 0.6
WKRA-F	B/O	92.7 Holly Spgs., MS 0.3 1.0
WMPS	REL	1380 Millington 0.3 1.9
WSFZ	SPRTS	1030 Memphis 0.5 1.8

Other Rated Stations--Outside Market		Metro Cume Share Rating
KFIN-F	C	107.9 Jonesboro, AR 0.5 1.0
KIYS-F	CHR	101.9 Jonesboro, AR 0.7 1.9

# MEMPHIS

Consolidation Report	12+	25-54	Revenue
Barnstable WGKX-FM, WSRR-FM	8.4 %	9.5 %	17.9 %
Clear Channel KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM	33.9 %	35.6 %	38.2 %
Flinn KXHT-FM, WHBQ-AM, WKSL-FM, WOWW-AM	9.3 %	5.6 %	2.0 %
Sinclair Broadcast Group WJCE-AM, WOGY-FM, WRVR-FM	12.7 %	16.2 %	19.3 %
	<b>64.3 %</b>	<b>66.9 %</b>	<b>77.4 %</b>

## AM Stations

Call	Freq	Power	Format	Comments	Revenue	Share	Group	Location
KWAM	990	10 kw (Days, DA)	Black Gospel	Westwd	\$ NA	Clr Chnl	Clear Channel	
WCRV	640	50 kw/0.48 kw (DA-N)	Religion		<\$20.00	---	Bott	Collierville
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC	\$48.00	Clr Chnl	Clear Channel	
WHBQ	560	5 kw/1 kw (DA-2)	Sports	ABC, CBS, Westwd	\$ NA	---	Flinn	
WJCE	680	10 kw/5 kw (DA-N)	Black Oldies	ABC	\$20.00	Allied	Sinclair Bcst Gp	
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	CNN, Westwd	\$19.00	---		Germanatown
WREC	600	5 kw (DA-2)	Talk	CNN, Westwd	<\$20.00	Clr Chnl	Clear Channel	

## FM Stations

Call	Freq	Power	Format	Comments	Revenue	Share	Group	Location
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	Westwd	\$105.00	Clr Chnl	Clear Channel	
WKSL	107.5	3 kw @ 328	CHR		\$ NA	---	Flinn	Germanatown
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	Germanatown
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: 4/98 WMPS (1380) changed its calls to WOOM . . . 4/98 WWKZ-F (soon to move in to the Memphis market) changed calls to WRBO-F

Jim Duncan

Comments: WHRK-F still leads in 12+ despite four straight down books and its lowest share since about 1979

# MIAMI-FT. LAUDERDALE

**Arbitron Rank:** 11 Pop (12+): 3,052,300  
**MSA Rank:** 24-Mia.; 39-Ft. L.  
**MSA Pop:** 3,600,000  
**DMA:** 16  
**Average Persons Rating:** 18.8  
**Market TSL In Hours:** 24.75

**Stations:** 37 / 34  
**Diaries:** 4,801/636:1/48.2%  
**Sample Target:** 4,710  
**% Below Line:** 2.8  
**% Not Listed:** 9.9  
**Pop per Station:** 89,774

**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	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WEDR-F	B	380 / 6.6	4.9	5.3	4.9	5.4	5.4	4913 / 16.1	13.4	13.4	I	WEDR-F
2	WPOW-F	CHR/U	311 / 5.4	5.7	6.1	5.3	5.1	5.6	5542 / 18.2	18.4	17.0	I	WPOW-F
3	WHQT-F	B/AC	293 / 5.1	5.1	5.2	5.2	4.8	5.2	3693 / 12.1	12.4	12.3	H	WHQT-F
4	WLYF-F	SAC	280 / 4.9	5.1	5.0	4.8	4.8	4.9	3960 / 13.0	12.9	12.1	I	WLYF-F
5	WAMR-F	SP	268 / 4.7	4.5	4.8	4.6	5.4	4.6	3418 / 11.2	10.1	10.7	I	WAMR-F
6	WRMA-F	SP-C	223 / 3.9	3.9	3.7	4.0	3.7	3.9	3115 / 10.2	9.4	9.4	H	WRMA-F
7	WAQI	SP-VA	220 / 3.8	3.5	4.4	4.3	3.9	4.0	1904 / 6.2	5.9	6.2	G	WAQI
8	WFLC-F	AC	216 / 3.8	3.7	3.1	3.8	3.1	3.6	3533 / 11.6	10.4	13.6	H	WFLC-F
	WLVE-F	J	216 / 3.8	4.1	3.4	4.0	3.7	3.8	3240 / 10.6	10.4	10.4	H	WLVE-F
10	WKIS-F	C	210 / 3.7	3.8	3.8	4.2	3.8	3.9	2858 / 9.4	9.2	9.3	H	WKIS-F
11	WHYI-F	CHR/AC	204 / 3.6	3.4	3.6	3.3	3.9	3.5	4461 / 14.6	14.4	14.6	H	WHYI-F
12	WCMQ-F	SP-C	195 / 3.4	2.4	2.2	2.2	3.1	2.6	2449 / 8.0	5.4	6.6	G	WCMQ-F
13	WXDJ-F	SP-C	182 / 3.2	2.8	3.6	3.3	3.1	3.2	2931 / 9.6	9.4	8.9	H	WXDJ-F
14	WTMI-F	CL	181 / 3.2	3.0	2.8	3.1	2.5	3.0	2762 / 9.0	8.4	7.5	F	WTMI-F
15	WMXJ-F	O	165 / 2.9	3.4	3.6	3.1	3.1	3.3	3252 / 10.7	11.4	7.5	H	WMXJ-F
16	WQAM	SPRTS	161 / 2.8	2.8	2.4	1.4	1.6	2.4	2239 / 7.3	8.1	4.9	I	WQAM
17	WZTA-F	AOR	158 / 2.8	3.3	3.3	3.5	3.6	3.2	2697 / 8.8	9.4	9.9	H	WZTA-F
18	WBGJ-F	CL AOR	148 / 2.6	3.3	2.7	2.6	2.8	2.8	2611 / 8.6	10.1	8.5	D	WBGJ-F
19	WPLL-F	AC-NR	119 / 2.1	2.3	2.3	2.1	2.2	2.2	2935 / 9.6	10.6	9.3	F	WPLL-F
20	WINZ	T	114 / 2.0	2.7	1.8	2.1	2.2	2.1	2219 / 7.3	9.1	8.1	H	WINZ
21	WQBA	SP	112 / 2.0	2.4	2.5	2.0	2.7	2.2	1207 / 4.0	4.7	4.6	F	WQBA
22	WIOD	N/T	96 / 1.7	1.4	1.4	2.2	2.4	1.7	2472 / 8.1	5.7	7.1	H	WIOD
23	WRTO-F	SP-TP	88 / 1.5	1.2	1.6	1.9	1.9	1.6	1982 / 6.5	5.7	6.9	F	WRTO-F
24	WSUA	SP-C	82 / 1.4	1.6	1.4	1.5	1.4	1.5	799 / 2.6	2.8	2.4	B	WSUA
25	WJNA	ST	80 / 1.4	1.4	1.7	1.8	2.1	1.6	955 / 3.1	2.9	3.8		WJNA

12+ FM Share (Metro): 75.86% (3916 of 5162) (Winter 97: 72.82%)

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

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

# MIAMI-FT. LAUDERDALE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating
<b>Beasley</b> WKIS-FM, WPOW-FM, WQAM-AM	11.9 %	11.6 %	17.2 %	WACC	SP	830 Hialeah	1.0	2.2
<b>Clear Channel, pend.</b> WBGG-FM, WHYI-FM, WINZ-AM, WIOD-AM, WJNO-AM, WLVE-FM, WPLL-FM, WZTA-FM	19.1 %	21.4 %	25.3 %	WAVS	E	1170 Davie	0.6	1.4
<b>Cox</b> WFLC-FM, WHQT-FM	8.9 %	11.8 %	9.3 %	WAXY	T	790 S. Miami	0.4	2.1
<b>Heftel</b> WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM	12.0 %	9.1 %	14.6 %	WFBA	SP-VA	990 Miami	1.0	2.1
<b>Jefferson-Pilot</b> WAXY-AM, WLYF-FM, WMXJ-FM	8.2 %	9.2 %	11.0 %	WFTL	T	1400 Ft. Lauderdale	0.6	2.4
<b>SBS</b> WCMQ-FM, WRMA-FM, WSKP-FM, WXDJ-FM	10.5 %	12.3 %	12.0 %	WJNO	N/T	1040 Boynton Beach	0.5	2.4
	<b>70.7 %</b>	<b>75.4 %</b>	<b>89.4 %</b>	WMBM	G/B	1490 Miami Beach	0.9	2.1
				WOCN	SP	1450 Miami	0.3	1.0
				WVCG	E	1080 Coral Gables	0.5	1.4
				WWFE	SP	670 Miami	0.8	1.9
				<b>Other Rated Stations—Outside Market</b>			<b>Metro Share</b>	<b>Cume Rating</b>
				WEAT-F	SAC	104.3 W. Palm Beach	0.6	3.0
				WRMF-F	AC	97.9 Palm Beach	0.7	3.0

## AM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product
WAQI	710	50 kw (DA-2)	Hispanic		\$82.00	Katz Hisp. Heftel
WINZ	940	50 kw (DA-N)	Talk	USA, CNN	\$73.00	Clr Chnl Clear Channel
WIOD	610	10 kw (DA-2)	News/Talk	Westwd	\$156.00	Katz Clear Channel
WQAM	560	5 kw/1 kw	Sports	Westwd	\$80.00	D&R Beasley
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic		\$67.00	Katz Hisp. Heftel
WSUA	1260	5 kw (DA-2)	Hispanic Contemp.		\$41.00	--- El Dorado

## FM Stations

Station	Power	Time	Genre	Advertiser	Agency	Product
WAMR	107.5	96 kw @ 1006	Hispanic		\$190.00	Katz Hisp. Heftel
WBGG	105.9	100 kw @ 1024	Classic AOR		\$84.00	Clr Chnl Clear Channel
WCMQ	92.3	31 kw @ 618	Hispanic Contemp.		\$69.00	SBS SBS Hialeah
WEDR	99.1	100 kw @ 919	Black	CBS	\$185.00	Sentry Chancellor
WFLC	97.3	100 kw @ 1006	AC		\$177.00	Christal Cox
WHQT	105.1	100 kw @ 1006	Black AC		\$150.00	Christal Cox Coral Gables
WHYI	100.7	100 kw @ 1006	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 @ 1006	Jazz		\$148.00	Clr Chnl Clear Channel
WLYF	101.5	100 kw @ 810	Soft AC		\$170.00	CBS Jefferson-Pilot
WMXJ	102.7	100 kw @ 1006	Oldies		\$168.00	CBS Jefferson-Pilot
WPLL	103.5	100 kw @ 1006	Modern AC		\$85.00	Eastman Clear Channel
WPOW	96.5	100 kw @ 1006	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. Heftel Goulds
WTMI	93.1	100 kw @ 1006	Classical		\$95.00	Mc-Guild Tanger
WXDJ	95.7	46 kw @ 531	Hispanic Contemp.		\$135.00	--- SBS Homestead
WZTA	94.9	100 kw @ 1006	AOR		\$163.00	Clr Chnl Clear Channel

Notes: WJNO -- See West Palm Beach . . . 4/98 WFTL sold by Clear Channel to James Crystal as part of complex sale/trade; see West Palm Beach for details . . .  
4/98 WPLL-F changed from Modern AC to AC

Jim Duncan

Comments: WEDR-F recorded its highest share in over three years . . . Listening levels are steady



# MILWAUKEE-RACINE

Arbltron Rank: 30 Pop (12+): 1,346,500	Stations: 31 / 28	Last Year's Revenue: \$63,800,000
MSA Rank: 38	Diaries: 2,670/504:1/57.2%	Household Income: \$49,600
MSA Pop: 1,460,000	Sample Target: 2,670	Total Retail Sales: \$16.1 Bil.
DMA: 31	% Below Line: 1.3	#1 Biller: WTMJ \$13,800,000
Average Persons Rating: 17.1	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 48,089	Journal Broadcast Group \$17,100,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WTMJ	FS	211 / 9.2	11.1	10.4	8.9	9.3	9.9	3327 / 24.7	30.0	24.2	I	WTMJ
2	WMIL-F	C	158 / 6.9	6.6	8.2	7.7	7.6	7.3	2253 / 16.7	15.5	16.1	H	WMIL-F
3	WKLH-F	CL AOR	155 / 6.7	6.2	7.1	6.9	6.8	6.7	2263 / 16.8	15.3	17.6	H	WKLH-F
4	WKKV-F	B	152 / 6.6	5.3	6.8	6.1	7.4	6.2	1964 / 14.6	14.1	13.4	D	WKKV-F
5	WLZR-F	AOR	147 / 8.4	6.8	5.9	7.0	6.9	6.5	2267 / 16.8	16.6	18.1	G	WLZR-F
6	WMYX-F	AC	118 / 5.1	4.9	3.8	5.2	5.4	4.8	2280 / 16.9	17.2	17.6	E	WMYX-F
7	WLTQ-F	SAC	116 / 5.0	3.7	3.5	4.1	3.9	4.1	1518 / 11.3	9.9	10.5	D	WLTQ-F
8	WKTI-F	AC/CHR	113 / 4.9	5.2	5.6	6.0	5.6	5.4	2415 / 17.9	19.3	18.7	H	WKTI-F
9	WISN	T	112 / 4.9	4.3	4.2	5.0	5.7	4.6	1672 / 12.4	12.3	13.1	E	WISN
10	WOKY	ST	106 / 4.6	5.8	5.7	5.6	5.6	5.4	1378 / 10.2	12.0	11.0	D	WOKY
11	WZTR-F	O	94 / 4.1	4.0	3.8	4.7	4.0	4.1	1870 / 13.9	11.8	12.9	E	WZTR-F
12	WPNT-F	AC-NR	88 / 3.8	3.3	1.7	1.2	0.8	2.5	1956 / 14.5	13.1	2.7	B	WPNT-F
13	WJZI-F	J	62 / 2.7	2.6	3.4	2.7	2.7	2.9	1036 / 7.7	7.0	7.2	C	WJZI-F
14	WLUM-F	AOR-NR	60 / 2.6	3.3	3.3	3.2	3.8	3.1	1596 / 11.9	13.4	13.8	D	WLUM-F
15	WAMG-F	AC/CHR	56 / 2.4	2.7	2.5	1.6	2.2	2.3	962 / 7.1	7.6	7.4	C	WAMG-F
16	WFMR-F	CL	54 / 2.3	2.5	2.0	2.3	1.8	2.3	869 / 6.5	6.7	6.0	C	WFMR-F
17	WMCS	B/AC	48 / 2.1	1.7	1.7	1.9	1.8	1.9	656 / 4.9	4.8	4.4		WMCS
18	WNOV	B	39 / 1.7	2.2	1.3	1.4	1.5	1.6	529 / 3.9	5.4	4.1		WNOV

12+ FM Share (Metro): 71.20% (1456 of 2045) (Winter 97: 69.65%)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite			
1	WKKV-F	1	WMYX-F <	1	WKTI-F <	1	WLTQ-F	1	WLZR-F >	1	WLZR-F >	1	WKLH-F
2	WMYX-F >	2	WKKV-F	2	WMYX-F	2	WKKV-F	2	WKLH-F	2	WKLH-F >	2	WLZR-F
3	WKTI-F	3	WKTI-F	3	WMIL-F	3	WKKV-F <	3	WLTQ-F	3	WTMJ	3	WKLH-F
	WPNT-F >	4	WPNT-F <	4	WLZR-F	4	WLTQ-F	4	WMIL-F	4	WISN <	4	WISN >
5	WLZR-F	5	WMIL-F	5	WPNT-F <	5	WKLH-F	5	WKLH-F	5	WKKV-F	5	WMIL-F
6	WMIL-F	6	WLZR-F	6	WKKV-F	6	WMIL-F	6	WKKV-F	6	WMIL-F <	6	WKKV-F <
		7	WKLH-F	7	WKLH-F <	7	WPNT-F	7	WZTR-F	7	WTMJ	7	WKTI-F <
		8	WLTQ-F <	8	WLTQ-F <	8	WLTQ-F	8	WAMG-F	8	WKTI-F	8	WISN
		9	WLUM-F >	9	WLUM-F	9	WTMJ <						

Other Rated Stations	Metro Cume Share Rating
WAWK	SPRTS 1510 Waukesha 0.5 1.6
WBWI-F	C 92.5 West Bend 0.5 2.4
WEMP	O 1250 Milwaukee 0.3 1.6
WEXT-F	C 104.7 Sturtevant 0.7 2.0
WEZY-F	SAC 92.1 Racine 1.0 2.9
WGLB	B/G 1560 Pt. Washington 0.5 0.7
WJYI	REL-CC 1340 Milwaukee 0.3 0.8
WRJN	T 1400 Racine 0.7 1.8
WTKM-AF	C 104.9 Hartford 1.1 1.9

Other Rated Stations--Outside Market	Metro Cume Share Rating
WBBM	N 780 Chicago 0.4 1.7
WGN	FS/T 720 Chicago 0.4 1.5
WIL-F	AOR 95.1 Kenosha 0.5 1.4

# MILWAUKEE-RACINE

Consolidation Report	12+	25-54	Revenue
<b>All-Pro/Shamrock JOA</b> WJZI-FM, WLUM-FM, WMCS-AM	7.4 %	8.0 %	7.1 %
<b>Clear Channel</b> WKKV-FM, WMIL-FM, WOKY-AM, WZTR-FM	22.2 %	17.3 %	23.5 %
<b>Saga</b> WFMR-FM, WJYI-AM, WKLH-FM, WLZR-FM, WPNT-FM	19.5 %	23.0 %	22.7 %
<b>Sinclair Broadcast Group</b> WAMG-FM, WEMP-AM, WMYX-FM	7.8 %	9.0 %	8.5 %
	<b>57.0 %</b>	<b>57.3 %</b>	<b>61.8 %</b>

## AM Stations

Station	Time	Power	Format	Company	Revenue	Advertiser	Agency	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	Greenfield
WNOV	860	250 w/5 w	Black	AURN	\$22.00	—		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN	\$51.00	Cir 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	Agency	Market
WAMG	103.7	19.5 kw @ 840	AC/CHR	Westwd	\$52.00	Sentry	Sinclair Bcst Gp	Wauwatosa
WEZY	92.1	2.7 kw @ 492	Soft AC		\$ NA	Christal	Bliss	Racine
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Mc-Guild	Saga	Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Cir Chnl	Clear Channel	Racine
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	
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC	\$66.00	Sentry	Capstar	
WLUM	102.1	20 kw @ 761	AOR-New Rock	Source	\$60.00	Banner	All Pro	
WLZR	102.9	50 kw @ 436	AOR	ABC	\$80.00	Eastman	Saga	
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Cir Chnl	Clear Channel	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	Sentry	Sinclair Bcst Gp	
WPNT	106.9	6 kw @ 328	Modern AC		\$ NA	Mc-Guild	Saga	Brookfield
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clear Channel	

Notes: WEZY-F reclassified from Easy Listening to Soft AC based on audience analysis and station self-description . . . 4/98 WZER (540; Jackson) sold by Children's to Catholic as part of a \$57,500,000 group sale

Jim Duncan

Comments: WLTQ-F has its highest share in many years . . . WKT1-F slipped to its lowest share in more than three years . . . WPNT-F continued its strong growth pattern and is becoming one of the strongest Class A's in any major market . . . WLUM-F, hurt by WPNT-F, is at its lowest share level in many years

# MINNEAPOLIS-ST. PAUL

<b>Arbitron Rank:</b> 14 Pop (12+): 2,267,500	<b>Stations:</b> 24 / 24	<b>Last Year's Revenue:</b> \$126,500,000
<b>MSA Rank:</b> 13	<b>Diaries:</b> 3,486/650:1/61.4%	<b>Household Income:</b> \$54,912
<b>MSA Pop:</b> 2,820,000	<b>Sample Target:</b> 3,440	<b>Total Retail Sales:</b> \$29.2 Bil.
<b>DMA:</b> 14	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> WCCO \$22,700,000
<b>Average Persons Rating:</b> 16.4	<b>% Not Listed:</b> 15.9	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 21.50	<b>Pop per Station:</b> 94,479	Chancellor \$40,200,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WCCO	FS	439 / 11.8	12.3	11.6	11.5	13.0	11.8	5976 / 26.4	29.7	29.5	K	WCCO
2	KQRS-F	CL AOR	419 / 11.2	11.2	10.5	10.4	11.3	10.8	6464 / 28.5	27.5	27.1	K	KQRS-F
3	KEEY-F	C	303 / 8.1	8.0	7.5	6.9	6.4	7.6	4477 / 19.7	18.7	15.6	H	KEEY-F
4	KDWB-F	CHR	300 / 8.0	7.8	8.1	6.9	6.4	7.7	5713 / 25.2	25.0	21.9	H	KDWB-F
5	WLTE-F	SAC	221 / 5.9	6.3	6.5	6.7	6.8	6.4	3629 / 16.0	16.9	16.9	I	WLTE-F
6	KSTP	N/T	199 / 5.3	5.0	4.5	5.0	5.2	5.0	2738 / 12.1	11.1	11.2	F	KSTP
7	KQQL-F	O	195 / 5.2	4.5	5.3	5.0	5.4	5.0	4205 / 18.6	16.0	18.2	H	KQQL-F
8	KSTP-F	AC	192 / 5.1	5.3	6.1	5.2	5.4	5.4	4919 / 21.7	21.7	20.1	I	KSTP-F
9	KTCZ-F	AOR-P	140 / 3.8	4.0	4.5	4.4	3.6	4.2	2814 / 12.4	12.9	12.6	G	KTCZ-F
10	KXXR-F	AOR	132 / 3.5	2.8	4.5	4.6	5.6	3.9	2438 / 10.7	10.0	17.1	G	KXXR-F
	WRQC-F	AOR	132 / 3.5	3.8	3.1	4.5	4.3	3.7	2524 / 11.1	11.0	12.5	E	WRQC-F
12	KMJZ-F	J	115 / 3.1	2.9	2.9	3.1	2.4	3.0	1907 / 8.4	8.8	7.6	E	KMJZ-F
13	KFAN	SPRTS	83 / 2.2	2.6	1.4	1.8	1.8	2.0	1690 / 7.5	8.3	6.6	E	KFAN
14	KZNR-F	AOR-P	78 / 2.1	1.3	1.4	1.9	1.6	1.7	1605 / 7.1	6.1	4.9	C	KZNR-F
15	KLBB-AA	ST	54 / 1.4	1.7	1.9	2.5	2.7	1.9	1037 / 4.6	4.4	5.7	C	KLBB-AA
16	KZNF-F	AOR-P	37 / 1.0	0.7	0.5	0.7	0.7	0.7	816 / 3.8	2.9	2.0	*	KZNF-F

12+ FM Share (Metro): 73.51% (2306 of 3137) (Winter 97: 72.01%)

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 WCCO <	1 KDWB-F >	1 WCCO >
2 KDWB-F	2 KEEY-F	2 KEEY-F	2 KEEY-F	2 KEEY-F	2 KQRS-F	2 WCCO >>	2 WCCO <	2 KEEY-F <	2 WCCO	2 KDWB-F <
3 KEEY-F	3 KDWB-F	3 KSTP-F <	3 WLTE-F <	3 WLTE-F <	3 KSTP <	3 KEEY-F <	3 KEEY-F <	3 KDWB-F <	3 KEEY-F	3 KEEY-F
4 KSTP-F	4 KSTP-F	4 KDWB-F <	4 KQQL-F <	4 KQQL-F	4 KEEY-F	4 KDWB-F	4 WLTE-F <	4 KQRS-F <	4 KSTP-F	4 KQQL-F
5 KXXR-F <	5 WLTE-F	5 WLTE-F	WCCO	WCCO	KQQL-F <	5 WRQC-F	5 KSTP	5 KSTP	5 KQRS-F <	KQRS-F
6 WRQC-F >	6 KQQL-F <	6 KQQL-F <	6 KSTP-F <	6 WLTE-F >	6 WLTE-F >	6 WLTE-F	6 KDWB-F	6 KSTP-F <	6 WLTE-F <	6 KSTP-F <
	7 WRQC-F <	7 WCCO <	7 KDWB-F		7 KQQL-F <	7 KQQL-F <	7 WLTE-F <	7 WLTE-F <	7 KXXR-F	7 WLTE-F
	8 KTCZ-F <	8 KTCZ-F <	8 KSTP <	9 KTCZ-F		8 KSTP-F	8 KQQL-F	8 KQQL-F	8 KXXR-F	8 KXXR-F
							9 KTCZ-F			KSTP <

Wom 18-24	Wom 18-34	Wom 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 KDWB-F >	1 KDWB-F	1 KDWB-F <	1 KDWB-F	1 WLTE-F <	1 KXXR-F	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >>
2 KEEY-F	2 KSTP-F	2 KSTP-F	2 KEEY-F	2 KEEY-F <	2 KQRS-F >	2 KXXR-F	2 KXXR-F	2 KEEY-F <	2 KEEY-F <	2 KEEY-F <
3 KSTP-F >>	3 KEEY-F	3 KQRS-F	3 WLTE-F	3 KQRS-F <	3 KDWB-F	3 WRQC-F	3 WRQC-F	3 KXXR-F	3 KSTP <	3 KSTP <
4 WLTE-F	4 KQRS-F	4 KEEY-F	KSTP-F <	4 KDWB-F <	WRQC-F	4 KEEY-F	4 KEEY-F >	4 WRQC-F <	4 KQQL-F <	4 KQRS-F <
KQRS-F	5 WLTE-F	5 WLTE-F	5 KQRS-F >	5 KSTP-F	5 KEEY-F	5 KDWB-F	5 KDWB-F <	5 KSTP	5 WCCO	5 KDWB-F >
6 WRQC-F	6 WRQC-F	6 WRQC-F	6 KQQL-F	6 WCCO <	6 KSTP-F	6 KSTP-F	6 KFAN	6 KTCZ-F <	6 KTCZ-F	
	7 KZNR-F <		7 KTCZ-F	7 KQQL-F >				7 KFAN <	7 KFAN <	
			WCCO					8 WCCO <	8 KXXR-F <	

Other Rated Stations	Metro Share	Cume Rating	Consolidation Report	12+	25-54	Revenue			
KSGS	B/O	950	St. Louis Park	0.5	1.1	ABC/Disney	27.2 %	32.9 %	23.1 %
KXBR	C/O	690	Minneapolis	0.5	0.7	KDIZ-AM, KQRS-FM, KXXR-FM, KZNR-FM, KZNT-FM, KZNF-FM			
WEZU	ST	1220	St. Louis Park	0.5	1.2	Chancellor	31.3 %	33.1 %	31.8 %
WIXK-F	C	107.1	New Richmond	0.8	1.9	KDWB-FM, KEEY-FM, KFAN-AM, KQQL-FM, KTCZ-FM, KXBR-AM, WRQC-FM			
WQPM-F	C	106.1	Princeton	0.3	1.0	Local	1.5 %	4.9 %	1.0 %
						KLBB-AM, WLOL-AM			
<b>59.9 % 70.9 % 55.9 %</b>									

# MINNEAPOLIS-ST. PAUL

## AM Stations

KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ABC	\$60.00	Christal	Chancellor
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	—	
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				Brooklyn Park

## FM Stations

KDWB	101.3	100 kw @ 1035	CHR		\$158.00	Katz	Chancellor	
KEEY	102.1	100 kw @ 1035	Country		\$150.00	Christal	Chancellor	
KMJZ	104.1	100 kw @ 1070	Jazz	ABC	\$75.00	Eastman	Jacor, pend.	
KQQL	107.9	100 kw @ 1090	Oldies	AMFM	\$155.00	Katz	Chancellor	
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$340.00	Katz	ABC/Disney	
KSTP	94.5	100 kw @ 1220	AC		\$160.00	Christal	Hubbard	
KTCZ	97.1	100 kw @ 1035	Progressive AOR		\$145.00	Katz	Chancellor	
KXXR	93.7	100 kw @ 1035	AOR	ABC	\$160.00	—	ABC/Disney	
KZNR	105.1	2.6 kw @ 499	Progressive AOR	ABC	\$50.00	Katz	ABC/Disney	Lakeville
KZNT	105.3	25 kw @ 299	See KZNR-F					Cambridge
KZNZ	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		\$ NA	Sentry	Chancellor	

Notes: \* KZNZ-F revenue included with KZNR-FF . . . 4/98 WWTC (1280) sold by Children's to Catholic as part of a \$57,500,000 group sale . . . 4/98 KYCR (1570) sold by Children's to Salem with KTEK Houston for \$2,700,000

Jim Duncan

Comments: KEEY-F has its fifth consecutive up book and is at its highest share since the old WBOB-F came into the Country format . . . KZNR-F/KZNT-F/KZNZ-F (the ABC/Disney triplecast) is showing some growth, climbing above a 3 share for the first time

### \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# MOBILE

Arbitron Rank: 86 Pop (12+): 430,200	Stations: 30 / 21	Last Year's Revenue: \$15,400,000
MSA Rank: 97	Diaries: 972/443:1/48.9%	Household Income: \$36,325
MSA Pop: 527,000	Sample Target: 990	Total Retail Sales: \$4.8 Bil.
DMA: 61 (w/Pensacola)	% Below Line: 16.8	#1 Biller: WKSJ-AF \$3,300,000
Average Persons Rating: 15.5	% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 20,486	Clear Channel \$6,540,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WGOK	B/G	56 / 8.4	6.9	3.6	6.7	4.8	6.4	409 / 9.5	9.9	7.1	A	WGOK
2	WKSJ-F	C	53 / 8.0	8.5	10.3	9.6	8.5	9.1	782 / 18.2	19.4	20.7	E	WKSJ-F
3	WBLX-F	B	46 / 6.9	7.3	7.7	5.7	7.2	6.9	861 / 20.0	19.1	17.6	D	WBLX-F
	WDLT-F	B/AC	46 / 6.9	6.3	6.4	6.9	6.5	6.6	497 / 11.6	10.4	11.3	C	WDLT-F
5	WYOK-F	B	43 / 6.5	8.7	10.6	6.4	8.2	8.0	683 / 15.9	17.7	14.9	B	WYOK-F
6	WABB-F	CHR	40 / 6.0	8.1	5.4	7.3	7.1	6.7	877 / 20.4	20.9	21.0	C	WABB-F
7	WNTM	N/T	32 / 4.8	3.7	4.3	4.3	5.1	4.3	397 / 9.2	7.5	10.4	C	WNTM
8	WAVH-F	O	26 / 3.9	4.5	5.7	5.1	2.7	4.8	413 / 9.6	9.9	7.2	C	WAVH-F
	WTKX-F	AOR	26 / 3.9	3.7	2.2	5.0	4.5	3.7	407 / 9.5	8.5	10.0		WTKX-F
10	WDWG-F	C	23 / 3.5	2.7	3.6	2.9	2.9	3.2	400 / 9.3	10.4	10.0	C	WDWG-F
11	WRKH-F	CL AOR	22 / 3.3	3.6	3.2	3.4	3.5	3.4	459 / 10.7	7.8	8.5	B	WRKH-F
12	WMXC-F	AC	20 / 3.0	3.1	4.6	4.3	5.1	3.8	425 / 9.9	11.5	12.8	B	WMXC-F
	WWRO-F	CL HITS	20 / 3.0	3.0	3.1	4.1	3.6	3.3	419 / 9.8	10.1	11.6		WWRO-F
13	WXBM-F	C	19 / 2.9	3.4	3.9	2.7	3.6	3.2	305 / 7.1	8.6	8.6		WXBM-F
14	WMEZ-F	SAC	17 / 2.6	3.4	2.5	2.3	2.3	2.7	279 / 6.5	8.6	5.5	C	WMEZ-F
15	WZEW-F	AOR-P	16 / 2.4	3.4	1.7	1.3	0.4	2.2	306 / 7.1	7.2	3.2	A	WZEW-F
16	WBHY	REL	12 / 1.8	0.9		0.4	0.4		85 / 2.0	1.0	1.1		WBHY
	WYCL-F	O	12 / 1.8	1.3	1.4	2.1	2.0	1.7	206 / 4.8	5.1	5.1		WYCL-F

12+ FM Share (Metro): 77.21% (454 of 588) (Winter 97: 82.58%)

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

Wom 18-24	Wom 18-34	Wom 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 WYOK-F	1 WYOK-F	1 WBLX-F	1 WABB-F <	1 WGOK	1 WBLX-F >	1 WTKX-F <	1 WRKH-F	1 WRKH-F <	1 WKSJ-F	1 WDLT-F >
2 WABB-F >	2 WABB-F <	WDLT-F	2 WDLT-F <	2 WDLT-F	2 WYOK-F	2 WRKH-F	WTKX-F >	2 WTKX-F	WDLT-F <	2 WKSJ-F <
3 WBLX-F	3 WBLX-F	3 WABB-F	3 WGOK	3 WABB-F	3 WKSJ-F	3 WBLX-F	3 WYOK-F >	3 WDLT-F <	3 WRKH-F <	3 WGOK
4 WDWG-F >	4 WDLT-F	WGOK	4 WBLX-F <	4 WBLX-F	WRKH-F	WYOK-F >	4 WWRO-F	4 WWRO-F	4 WTKX-F	4 WYOK-F
5 WGOK	5 WGOK	WYOK-F >>	5 WYOK-F >	WKSJ-F >	WTKX-F	5 WKSJ-F >	WKSJ-F	WKSJ-F <	5 WWRO-F	
	WTKX-F	6 WTKX-F	6 WKSJ-F	6 WYOK-F <	WABB-F >	6 WWRO-F	WBLX-F	6 WBLX-F <	6 WMXC-F	
	WMEZ-F	7 WDWG-F	7 WDWG-F	7 WAVH-F	7 WDWG-F	WABB-F	7 WDLT-F	7 WYOK-F	WZEW-F	
	WDLT-F >>		8 WMXC-F	8 WMXC-F	WGOK >>		WZEW-F	8 WZEW-F	8 WBLX-F	
									WNTM	

Other Rated Stations	Metro Share	Cume Rating
WABB	T	1480 Mobile 0.5 2.3
WABF	ST	1220 Fairhope 0.9 2.2
WHEP	T	1310 Foley 1.1 1.9
WHXT-F	G	102.1 Citronelle 0.5 1.7
WLPR	REL	960 Mobile 0.5 1.2
WLTV	REL	1410 Mobile 0.6 2.2
WMOB	REL	1360 Mobile 1.2 1.6
WNSP-F	SPRST	105.5 Bay Minette 1.2 4.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WKNN-F	C	99.1 Pascagoula 0.8 3.1
WMJY-F	AC	93.7 Biloxi 0.6 2.6
WOSM-F	REL	103.1 Ocean Spgs., MS 0.8 1.6
WWL	N/T	870 New Orleans 0.5 1.2

Consolidation Report	12+	25-54	Revenue
<b>Calendar</b> WBLX-FM, WDLT-AM, WDLT-FM	13.8 %	15.1 %	24.7 %
<b>Clear Channel</b> WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNSP-FM, WNTM-AM, WRKH-FM	23.8 %	24.8 %	44.0 %
<b>Local</b> WAVH-FM, WZEW-FM	6.3 %	7.1 %	10.0 %
	<b>43.9 %</b>	<b>47.0 %</b>	<b>78.7 %</b>

## AM Stations

WBHY	840	10 kw (DA, Days)	Religion		\$ NA	Salem	
WGOK	900	1 kw/0.38 kw (DA-2)	Black Gospel	AURN	\$20.00	Allied	
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd	\$31.00	Sentry	Clear Channel

## FM Stations

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

Notes: Other ranked stations – See Pensacola in the Fall 1997 American Radio . . . 3/98 WDLT (660) changed from simulcasting WDLT-F to Black Gospel . . . 4/98 WZEW-F sold to WAVH-F for \$1,400,000 (1997 sale of WZEW-F to WAVH-F apparently never closed)

Jim Duncan

Comments: A great story in this market: Black Gospel WGOK leads the market in 12+ and is a solid #3 in 25-54 . . . This is WGOK's highest share since the late 1980's

# MONTEREY-SALINAS-SANTA CRUZ

Arbltron Rank: 78 Pop (12+): 493,400	Stations: 41 / 24	Last Year's Revenue: \$14,800,000
MSA Rank: 135-Sal.-Mont.; 177-Sta. Cruz	Diaries: 1,703/290:1/54.3%	Household Income: \$50,647
MSA Pop: 608,000	Sample Target: 1,650	Total Retail Sales: \$5.1 Bil.
DMA: 122	% Below Line: 22.7	#1 Biller: KTOM-AF \$2,050,000
Average Persons Rating: 16.8	% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 20,558	Clear Channel \$5,580,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KDON-F	CHR	73 / 8.8	8.4	7.9	7.1	7.6	8.1	1056 / 21.4	21.1	18.8	C	KDON-F
2	KGO	T	57 / 6.9	7.5	6.4	6.4	6.7	6.8	789 / 16.2	16.1	14.7		KGO
3	KTOM-F	C	47 / 5.7	4.6	6.5	6.0	5.8	5.7	572 / 11.6	11.3	13.8	C	KTOM-F
4	KOCN-F	O	42 / 5.1	4.0	5.4	4.4	5.4	4.7	608 / 12.3	10.4	13.7	C	KOCN-F
5	KWAV-F	AC	40 / 4.8	4.1	3.3	4.9	4.8	4.3	604 / 12.2	10.9	13.4	D	KWAV-F
6	KBOQ-F	CL	35 / 4.2	3.9	4.5	3.1	4.2	3.9	581 / 11.8	10.1	10.4	B	KBOQ-F
7	KCDU-F	AC-NR	34 / 4.1	4.5	3.3	3.4	2.1	3.8	873 / 13.8	13.4	6.7	A	KCDU-F
8	KPIG-F	AOR-P	30 / 3.6	2.8	3.2	4.0	2.7	3.4	419 / 8.5	6.3	7.3	C	KPIG-F
	KLOK-F	SP-R	30 / 3.6	3.8	2.4	3.2	3.1	3.3	355 / 7.2	7.2	7.0	B	KLOK-F
10	KRAY-F	SP-C	28 / 3.4	2.4	3.3	3.2	2.5	3.1	469 / 9.5	6.1	6.0	B*	KRAY-F
11	KSCO	T	27 / 3.3	2.9	2.2	3.2	2.5	2.9	414 / 8.4	7.3	6.9	B	KSCO
12	KIDD	ST	25 / 3.0	4.3	3.3	3.7	4.4	3.6	277 / 5.6	6.5	6.2	A	KIDD
13	KXDC-F	J	23 / 2.8	2.5	1.8	2.9	2.5	2.5	258 / 6.2	5.4	5.9	A	KXDC-F
14	KRQC-F	CL HITS	22 / 2.7	3.5	2.6	2.6	3.0	2.8	335 / 6.8	8.1	7.8	B	KRQC-F
	KCBS	N/T	22 / 2.7	1.5	1.9	1.9	2.7	2.0	472 / 9.6	7.1	9.1		KCBS
16	KMBY-F	AOR	20 / 2.4	1.3	2.2	2.7	1.7	2.1	386 / 7.8	5.3	8.1	A	KMBY-F
17	KTGE	SP	18 / 2.2	2.8	2.3	2.9	1.8	2.6	244 / 5.0	4.1	3.7	B^	KTGE

12+ FM Share (Metro): 74.79%      ( 534 of 714 )      ( Winter 97: 71.95% )

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 KWAV-F	1 KWAV-F <	1 KGO >	1 KDON-F <	1 KGO <	1 KDON-F >	1 KOON-F >>	1 KDON-F >
2 KCDU-F	2 KCDU-F	2 KWAV-F <	2 KPIG-F <	2 KOCN-F <	2 KOCN-F	2 KGO >	2 KTOM-F	2 KTOM-F <	2 KGO	2 KGO
3 KLOK-F <	3 KTOM-F <	3 KTOM-F <	3 KTOM-F	3 KTOM-F	KBOQ-F <	3 KTOM-F <	3 KOCN-F	3 KOCN-F <	3 KOCN-F	3 KTOM-F
4 KTOM-F <	4 KCDU-F <	4 KOCN-F <	4 KPIG-F <	4 KPIG-F <	4 KTOM-F	4 KWAV-F	KDON-F <	4 KGO <	4 KBOQ-F <	4 KCDU-F
5 KWAV-F	5 KPIG-F <	5 KCDU-F <	5 KGO	5 KGO	5 KIDD <	5 KLOK-F <	5 KWAV-F	5 KWAV-F <	5 KCDU-F <	5 KBOQ-F
KRAY-F	6 KLOK-F	6 KGO	6 KDON-F	6 KWAV-F	6 KOCN-F	6 KOCN-F	6 KBOQ-F <	6 KCDU-F <	6 KSCO <	KIDD
7 KRQC-F <	KOCN-F <	KLOK-F <	KCDU-F <	KSCO <	7 KCBS	7 KSCO	7 KBOQ-F	7 KTOM-F <	7 KTOM-F <	KRAY-F <
8 KMBY-F	8 KRAY-F <	8 KDON-F <	8 KXDC-F	8 KXDC-F <	KRQC-F <	8 KCDU-F	8 KPIG-F	8 KPIG-F	8 KPIG-F	8 KWAV-F <
	9 KGO <	9 KRQC-F	KLOK-F	9 KCBS	9 KCDU-F <	KIDD <	KCBS <	9 KPIG-F <		

Wom 18-24	Wom 18-34	Wom 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 KPIG-F	1 KPIG-F	1 KGO >
2 KCDU-F	2 KCDU-F	2 KWAV-F	2 KWAV-F	2 KTOM-F	2 KRAY-F	2 KLOK-F	2 KPIG-F	2 KDON-F <	2 KOCN-F	2 KCBS
KTOM-F	3 KWAV-F	KDON-F	3 KTOM-F	3 KOCN-F	3 KCDU-F	3 KRQC-F <	3 KRQC-F	3 KLOK-F <	KGO	3 KOCN-F
4 KWAV-F	KTOM-F	4 KRAY-F	4 KCDU-F	4 KDON-F	KLOK-F	4 KCDU-F	KCDU-F	4 KRQC-F	4 KLOK-F	4 KDON-F >
5 KRAY-F >	5 KRAY-F >	KTOM-F >	5 KOCN-F	5 KGO	KRQC-F >	KMBY-F	5 KDON-F	5 KDON-F	KGO	KWAV-F
	6 KLOK-F		6 KRAY-F	KCDU-F	KPIG-F	KMBY-F	6 KCDU-F	6 KCDU-F	KTOM-F <	
	KOCN-F		7 KLOK-F	7 KXDC-F	7 KRAY-F	7 KOCN-F	KTOM-F	7 KRQC-F <		
			KXDC-F	8 KBOQ-F		KWAV-F	KOCN-F <			
			KRAY-F							

Other Rated Stations		Metro Cume		Share Rating	
KCTY	SP	980	Salinas	0.5	1.8
KISE-F	CL AOR	103.9	Seaside	0.5	2.4
KKMC	REL	880	Gonzales	0.6	1.6
KLFA-F	SP	93.9	King City	1.1	1.7
KLXM-F	SP-C	97.9	Salinas	0.6	2.1
KRKC-F	AC	102.1	King City	0.5	0.8
KRML	J	1410	Carmel	0.5	1.0
KVRG-AF	SP-C	107.1	Seaside	1.7	4.6

Other Rated Stations—Outside Market			Metro Cume		Share Rating	
KARA-F	AC	105.1	Santa Clara	0.5	1.0	
KBAY-F	SAC	94.5	Gilroy	1.9	6.5	
KBRG-F	SP-C	100.3	San Jose	1.1	2.6	
KFOG-F	AOR-P	104.5	San Francisco	0.5	1.5	
KFRC-AF	O	610	San Francisco	0.5	1.4	
KLOK	SP-R	1170	San Jose	0.7	1.8	
KNBR	SPRFS/FS	680	San Francisco	1.9	6.2	
KOME-F	AOR	98.5	San Jose	1.1	5.1	
KSFO	T	560	San Francisco	0.8	1.8	
KSJO-F	AOR	92.3	San Jose	1.7	4.8	
KUFX-F	CL AOR	104.9	Fremont	0.4	1.7	
KZOL-F	SP-R	99.1	Santa Cruz	1.8	6.3	

# MONTEREY-SALINAS-SANTA CRUZ

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> KDON-AM, KDON-FM, KOCN-FM, KRQC-FM, KTOM-AM, KTOM-FM	31.7 %	30.7 %	37.7 %
<b>EXCL</b> KLOK-FM, KVRG-AF	5.3 %	5.8 %	5.4 %
<b>Local</b> KCTY-AM, KLXM-FM, KRAY-FM	4.5 %	4.4 %	6.4 %
<b>New Wave</b> KCDU-FM, KMBY-FM, KPIG-FM, KXDC-FM	12.9 %	16.2 %	14.3 %
	<b>54.4 %</b>	<b>57.1 %</b>	<b>63.8 %</b>

## AM Stations

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

## 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	Allied	New Wave	Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$40.00	Cir 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	Cir Chnl	Clear Channel	Pacific Grove
KPIG	107.5	2.85 kw @ 335	Progressive AOR		\$27.00	Allied	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	
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 . . . 3/98 KIEZ (AM) sold to KNRY (1240) for \$300,000 . . . 3/98 KIEZ changed from Sports & Black AC to simulcast Talk KNRY . . . 3/98 KISE-F (103.9) changed from Black AC to ABC's Classic AOR format

Jim Duncan

Comments: Listening levels are up by a full rating point versus last year . . . KDON-F enjoys its highest share in more than three years



# NASHVILLE

Arbitron Rank: 44 Pop (12+): 951,300	Stations: 25 / 25	Last Year's Revenue: \$58,100,000
MSA Rank: 48	Diaries: 1,391/684:1/52.0%	Household Income: \$47,249
MSA Pop: 1,140,000	Sample Target: 1,430	Total Retail Sales: \$12.3 Bil.
DMA: 33	% Below Line: 0.0	#1 Biller: WSIX-F \$12,600,000
Average Persons Rating: 15.8	% Not Listed: 12.3	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 38,052	Capstar \$24,250,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WSIX-F	174 / 11.6	13.7	12.5	13.8	15.6	12.9	2150 / 22.6	25.9	26.5	I	WSIX-F
2	WQOK-F	161 / 10.7	8.8	10.1	7.2	8.4	9.2	1682 / 17.7	13.5	15.2	E	WQOK-F
3	WSM-F	122 / 8.1	7.8	7.1	6.1	9.2	7.3	1758 / 18.5	18.2	21.6	H	WSM-F
4	WLAC-F	CL AOR	111 / 7.4	3.4	2.8	4.0	3.7	1487 / 15.6	11.8	10.3	E	WLAC-F
5	WJXA-F	SAC	95 / 6.3	4.3	3.7	4.6	4.6	1375 / 14.5	12.5	11.4	F	WJXA-F
6	WGFX-F	CL AOR	88 / 5.9	5.7	8.0	7.6	4.6	1610 / 16.9	16.8	14.5	F	WGFX-F
7	WRVV-F	CHR	77 / 5.1	5.1	6.0	7.6	4.9	1704 / 17.9	18.9	16.2	F	WRVV-F
8	WKDF-F	AOR-NR	69 / 4.6	5.9	6.7	5.0	4.8	1474 / 15.5	16.5	14.8	E	WKDF-F
9	WRMX-F	O	65 / 4.3	5.9	5.6	4.3	4.5	1130 / 11.9	14.8	12.7	D	WRMX-F
10	WWTN-F	T	51 / 3.4	3.5	3.8	3.7	4.2	1067 / 11.2	11.0	10.4	C	WWTN-F
	WLAC	T	51 / 3.4	3.5	3.1	3.8	3.9	934 / 9.8	10.3	9.2	D	WLAC
12	WSM	C/F/S	48 / 3.2	4.0	4.1	2.8	3.7	745 / 7.8	10.2	9.1	D	WSM
13	WJZC-F	J	41 / 2.7	4.0	2.3	3.9	3.9	696 / 7.3	8.9	9.0	C	WJZC-F
14	WVOL	B/O	39 / 2.6	1.5	1.6	1.7	2.0	373 / 3.9	3.3	3.8	A	WVOL
15	WQZQ-F	CHR/B	29 / 1.9	1.8	2.3	2.7	2.0	897 / 9.4	8.5	5.9	B	WQZQ-F
16	WMDB	B	21 / 1.4	1.5	1.1	0.8	0.4	200 / 2.1	2.7	1.7		WMDB
17	WZPC-F	C	16 / 1.1	1.9	1.0	1.0	0.8	487 / 5.1	6.2	4.5	A	WZPC-F

12+ FM Share (Metro): 85.38% ( 1121 of 1313 ) ( Winter 97: 87.34% )

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 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 WQZQ-F <	2 WSIX-F <	2 WQOK-F <	2 WLAC-F	2 WLAC-F	2 WSM-F	2 WQOK-F <	2 WSM-F	2 WQOK-F	2 WSIX-F	2 WLAC-F <
3 WRVV-F <	3 WLAC-F	3 WQOK-F <	3 WQOK-F <	3 WSM-F <	3 WJXA-F	3 WSM-F	3 WJXA-F	3 WSM-F	3 WSIX-F	3 WSIX-F
4 WKDF-F >>	4 WKDF-F <	4 WSM-F <	4 WSM-F	4 WQOK-F	4 WQOK-F	4 WLAC-F	4 WQOK-F <	4 WLAC-F <	4 WLAC-F <	4 WSM-F <
	5 WSM-F	5 WGFX-F	5 WGFX-F <	5 WJXA-F <	WRMX-F <	5 WJXA-F <	5 WLAC-F	5 WGFX-F <	5 WSM-F	5 WGFX-F
	6 WGFX-F <	6 WJXA-F <	6 WJXA-F	6 WGFX-F	6 WLAC-F <	6 WRVV-F <	6 WLAC	6 WJXA-F	WRVV-F <	6 WVOL <
	7 WRVV-F	7 WRVV-F	7 WRVV-F	7 WRVV-F <	7 WGFX-F <	7 WKDF-F <	7 WGFX-F	7 WRVV-F <	7 WKDF-F	7 WRMX-F <
		8 WKDF-F		8 WRMX-F	8 WLAC	8 WGFX-F	8 WRMX-F <	8 WWTN-F <		8 WRVV-F <

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

Other Rated Stations			Metro Share	Cume Rating
WAKM	C	950 Franklin	0.6	1.0
WAMB	ST	1160 Donelson	0.8	2.6
WBOZ-F	G	104.9 Woodbury	0.6	0.9
WKDA	T	1240 Nashville	0.5	1.5
WNQM	REL	1300 Nashville	0.3	1.4
WRLT-F	AOR-P	100.1 Franklin	0.9	3.8

# NASHVILLE

Consolidation Report	12+	25-54	Revenue
Capstar WJZC-FM, WLAC-AM, WLAC-FM, WRVW-FM, WSIX-FM	30.2 %	35.0 %	41.7 %
Cromwell WQZQ-FM, WZPC-FM	3.0 %	2.1 %	1.9 %
Dick WGFX-FM, WKDF-FM	10.5 %	11.2 %	14.3 %
Gaylord WSM-AM, WSM-FM, WWTN-FM	14.7 %	15.1 %	20.4 %
South Central WJXA-FM, WRMX-FM	10.6 %	12.5 %	11.5 %
	<b>69.0 %</b>	<b>75.9 %</b>	<b>89.8 %</b>

## AM Stations

Station	Freq	Power	Format	Source	Rate	Agency	Advertiser	Location
WLAC	1510	50 kw (DA-N)	Talk/Relig	CBS	\$45.00	Banner	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	Format	Source	Rate	Agency	Advertiser	Location
WGFX	104.5	49 kw @ 1312	Classic AOR	Source	\$84.00	Katz	Dick	
WJXA	92.9	100 kw @ 1053	Soft AC		\$79.00	Eastman	South Central	
WJZC	101.1	47 kw @ 1289	Jazz	JRN	\$47.00	Banner	Capstar	Russelville, KY
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$83.00	Katz	Dick	
WLAC	105.9	100 kw @ 1233	Classic AOR		\$80.00	Banner	Capstar	
WQKQ	92.1	3 kw @ 463	Black	ABC	\$62.00	Allied	Dickey	Hendersonville
WQZQ	102.5	100 kw @ 856	Dance CHR	ABC	\$ NA	Regional	Cromwell	Dickson
WRLT	100.1	0.2 kw @ 1181	Progressive AOR		\$31.00	Rostlin		Franklin
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Mc-Guild	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	
WWTN	99.7	100 kw @ 1296	Talk	Westwd	\$33.00	Christal	Gaylord	Manchester
WZPC	102.9	100 kw @ 820	Country		\$ NA	---	Cromwell	Shelbyville

Notes: 3/98 WNPL-F (106.7; Belle Mead) began operations with a Black format

Jim Duncan

Comments: WSIX-F has its lowest share in many years but still leads the market in 12+ share . . . Listening levels are up slightly . . . Big up book for WLAC-F

# NASSAU-SUFFOLK (Long Island)

<b>Arbitron Rank:</b> 16 Pop (12+): 2,262,800	<b>Stations:</b> 40 / 14	<b>Last Year's Revenue:</b> \$41,000,000
<b>MSA Rank:</b> 15	<b>Diaries:</b> 3,352/675: 1/54.2%	<b>Household Income:</b> \$73,888
<b>MSA Pop:</b> 2,660,000	<b>Sample Target:</b> 3,270	<b>Total Retail Sales:</b> \$30.1 Bil.
<b>DMA:</b> New York (#1)	<b>% Below Line:</b> NA	<b>#1 Biller:</b> WALK-AF \$13,700,000
<b>Average Persons Rating:</b> 17.4	<b>% Not Listed:</b> NA	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 22.75	<b>Pop per Station:</b> 161,629	<b>Chancellor (WALK-AF)</b> \$13,700,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WALK-F	AC	224 / 5.7	5.3	5.8	6.2	6.1	5.7	2863 / 13.1	12.7	14.1	I	WALK-F
2	WBLI-F	AC/CHR	178 / 4.6	5.0	3.7	4.4	3.9	4.4	3023 / 13.4	13.5	10.3	G	WBLI-F
3	WHLI	ST	142 / 3.6	2.8	2.8	3.0	3.8	3.1	917 / 4.1	3.5	4.4	B	WHLI
4	WKJY-F	AC	130 / 3.3	2.4	3.1	2.3	2.7	2.8	1543 / 6.8	6.3	6.4	G	WKJY-F
5	WBAB-FF	AOR	113 / 2.9	3.5	3.3	2.6	2.9	3.1	2184 / 9.7	10.5	9.4	G	WBAB-FF
6	WBZO-F	O	103 / 2.6	2.8	2.3	3.2	2.9	2.7	1746 / 7.7	8.1	7.7	E	WBZO-F
7	WMJC-F	C	69 / 1.8	1.2	1.9	1.6	1.5	1.6	871 / 3.8	4.3	3.9	C	WMJC-F
8	WLIR-FF	AC-NR	69 / 1.5	1.3	1.7	1.7	1.1	1.5	1689 / 7.5	7.6	7.1	D	WLIR-FF
9	WLUX	ST	39 / 1.0	0.9	1.0	1.0	1.1	1.0	491 / 2.2	2.2	2.9	A	WLUX
10	WRCN-F	AOR	29 / 0.7	0.8	0.7	1.2	0.9	0.9	551 / 2.4	2.5	2.7	C	WRCN-F
11	WBAZ-F	SAC	16 / 0.4	0.4		0.4	0.3		273 / 1.2	1.1	1.2		WBAZ-F
12	WLVG-F	B/AC	15 / 0.4						284 / 1.3				WLVG-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 WHLI
2 WLIR-FF	2 WBAB-FF	2 WBLI-F	2 WBLI-F <	2 WBLI-F <	2 WHLI	2 WBLI-F	2 WBLI-F	2 WBLI-F >	2 WALK-F >	2 WALK-F <
	3 WALK-F	3 WKJY-F	3 WKJY-F <	3 WKJY-F	3 WKJY-F	3 WKJY-F	WKJY-F	3 WKJY-F	3 WBAB-FF	3 WBLI-F
	4 WLIR-FF	WBAB-FF >	4 WBAB-FF >	4 WBAB-FF >	4 WBLI-F <	4 WBAB-FF <	4 WBAB-FF <	4 WBAB-FF	4 WBAB-FF	4 WBZO-F <
	5 WKJY-F	5 WBZO-F <	5 WBZO-F	5 WBZO-F	5 WBZO-F >	5 WHLI	5 WBZO-F <	5 WHLI	5 WHLI	5 WBAB-FF
		6 WLIR-FF				WBZO-F	6 WHLI	WBZO-F		

Wom 18-24	Wom 18-34	Wom 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 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 WALK-F >	2 WALK-F >	2 WALK-F	2 WBLI-F	2 WKJY-F	2 WALK-F	2 WBLI-F	2 WBLI-F	2 WBLI-F >	2 WBLI-F <	2 WBLI-F
3 WLIR-FF	3 WBAB-FF	3 WBAB-FF	3 WKJY-F >>	3 WBLI-F >	WRCN-F	3 WRCN-F	3 WALK-F	3 WALK-F	3 WALK-F	3 WBZO-F
4 WKJY-F	4 WLIR-FF	4 WKJY-F	4 WBAB-FF <	4 WBZO-F	WBZO-F	WALK-F <	WRCN-F	4 WKJY-F <	4 WKJY-F <	
5 WBAB-FF	WKJY-F >	5 WLIR-FF	5 WBZO-F	5 WBAB-FF	WBAB-FF	5 WLIR-FF	WLIR-FF	5 WBZO-F <	5 WBZO-F	
		WMJC-F >	6 WLIR-FF		6 WLIR-FF >>	6 WKJY-F		6 WLIR-FF		
			WMJC-F >>							

Other Rated Stations--Outside Market				Metro Share	Cume Rating	Consolidation Report			
						12+	25-54	Revenue	
WABC	T	770	New York	3.8	8.8	Barnstable	13.8 %	13.2 %	27.6 %
WAXQ-F	CL AOR	104.3	New York	1.9	8.0	WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM			
WBLS-F	B/AC	107.5	New York	1.0	4.7	Cox, pend.	7.4 %	18.4 %	27.3 %
WCBS	N	880	New York	3.6	15.0	WBAB-FM, WBLI-FM, WG88-AM, WHFM-FM			
WCBS-F	O	101.1	New York	3.9	12.4	Jarad	1.5 %	1.9 %	7.1 %
WEZN-F	SAC	99.9	Bridgeport, CT	0.7	4.3	WDRE-FM, WLIR-FM			
WFAN	SPRTS	660	New York	3.4	10.7				
WHTZ-F	CHR	100.3	Newark, NJ	5.6	20.3		22.7 %	33.5 %	62.0 %
WINS	N	1010	New York	2.2	11.8				
WKTU-F	CHR/U	103.5	Lake Success	3.2	12.8				
WLTW-F	SAC	105.7	New York	3.9	11.3				
WNEW-F	CL AOR	102.7	New York	2.3	7.5				
WNSR-F	AC	105.1	New York	1.1	7.0				
WOR	T	710	New York	3.7	8.2				
WPAT-F	SP-C	93.1	Paterson, NJ	1.0	2.5				
WPLJ-F	CHR	95.5	New York	3.1	12.5				
WPLR-F	AOR	99.1	New Haven, CT	0.4	1.2				
WQCD-F	J	101.9	New York	2.1	7.4				
WQEW	ST	1560	New York	0.9	3.0				
WQHT-F	U/CHR	97.1	New York	3.0	8.0				
WQXR-F	CL	96.3	New York	2.5	5.8				
WRKS-F	B/AC	98.7	New York	1.5	4.1				
WSKQ-F	SP-C	97.9	New York	1.3	3.1				
WWYY-FF	C	107.1	Hampton Bays	0.4	1.5				
WXRK-F	T/NR	92.3	New York	5.3	15.1				

# NASSAU-SUFFOLK (Long Island)

## AM Stations

WHLI	1100	10 kw (Days, DA)	Standards		\$35.00	D&R	Barnstable	Hempstead
WLUX	540	0.25 kw/0.204 kw	Standards	JRN	\$ NA	—		Islip

## FM Stations

WALK	97.5	39 kw @ 554	AC		\$228.00	Katz	Chancellor	Patchogue
WBAB	102.3	3 kw @ 268	AOR	ABC	\$115.00	Mc-Guild	Cox, pend.	Babylon
WBAZ	101.7	5.5 kw @ 341	Soft AC	Westwd, CNN	\$ NA	Allied		Southold
WBLI	106.1	48.5 kw @ 499	AC/CHR		\$110.00	Mc-Guild	Cox, pend.	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
WEHM	96.7	4.3 kw @ 383	Progressive AOR	USA	\$ NA	—		East Hampton
WHFM	95.3	5 kw @ 400	See WBAB-F					Southampton
WKJY	98.3	3 kw @ 328	AC		\$110.00	Interp	Barnstable	Hempstead
WLIR	92.1	1 kw @ 521	Modern AC		\$60.00	Mc-Guild	Jarad	Garden City
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

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here . . . 3/98 WGBB (1240) began a partial simulcast of WALK (AM) . . . 3/98 Capstar/SFX sold these stations to Cox for \$48,000,000: WBAB-F, WHFM-F, WGBB, WBLI-F

Jim Duncan

Comments: Listening levels are down slightly . . . WKJY-F posted its highest share since 1995

### \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# NEW ORLEANS

**Arbitron Rank:** 39 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:** 28 / 27  
**Diaries:** 2,850/360:1/48.6%  
**Sample Target:** 2,810  
**% Below Line:** 0.4  
**% Not Listed:** 11.6  
**Pop per Station:** 38,007

**Last Year's Revenue:** \$50,000,000  
**Household Income:** \$36,375  
**Total Retail Sales:** \$11.7 Bil.  
**#1 Biller:** WWL/WWSMB \$10,300,000  
**#1 Billing Portfolio:** Clear Channel \$21,400,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WQUE-F	237 / 13.9	12.7	13.4	13.2	13.0	13.3	2398 / 23.4	22.7	25.0	G	WQUE-F
2	WYLD-F	149 / 8.7	9.0	10.0	7.7	8.7	8.9	1730 / 16.9	18.3	19.3	G	WYLD-F
3	WWL	143 / 8.4	8.3	7.2	8.5	8.6	8.1	2001 / 19.5	22.2	19.8	I	WWL
4	WNOE-F	94 / 5.5	8.5	6.0	7.7	7.5	6.9	1358 / 13.2	17.0	17.4	G	WNOE-F
5	WTKL-F	90 / 5.3	5.1	5.3	4.1	6.0	4.9	1170 / 11.4	11.7	12.1	D	WTKL-F
6	WEZB-F	82 / 4.8	3.8	4.7	4.0	2.9	4.3	1568 / 15.3	15.7	14.6	D	WEZB-F
7	WLMG-F	79 / 4.6	5.4	5.2	5.1	5.1	5.1	1155 / 11.3	13.4	13.0	E	WLMG-F
8	KUMX-F	78 / 4.6	3.9	4.2	4.2	5.3	4.2	1664 / 16.2	14.3	16.5	C	KUMX-F
9	KKND-F	74 / 4.3	4.8	3.4	3.8	3.8	4.1	1267 / 12.3	12.6	11.2	C	KKND-F
10	WYLD	70 / 4.1	3.3	4.0	3.4	4.1	3.7	779 / 7.6	7.3	8.2	*	WYLD
11	WRNO-F	64 / 3.7	4.1	4.4	3.6	3.4	4.0	1203 / 11.7	13.2	11.6	D	WRNO-F
12	WLTS-F	62 / 3.6	4.0	4.4	5.2	3.7	4.3	1057 / 10.3	9.7	10.3	D	WLTS-F
13	KMEZ-F	58 / 3.4	2.5	3.7	4.8	3.4	3.6	948 / 9.2	8.2	9.7	C	KMEZ-F
14	WCKW-F	50 / 2.9	3.0	3.5	2.7	2.9	3.0	1116 / 10.9	10.0	9.0	C	WCKW-F
15	WBYU	42 / 2.5	3.0	2.1	2.6	2.7	2.5	453 / 4.4	6.1	5.1	B	WBYU
16	WBOK	31 / 1.8	1.9	2.2	2.5	1.7	2.1	364 / 3.5	3.8	3.9	A	WBOK
17	WTIX	17 / 1.0	0.9	0.8	0.6	0.8	0.8	281 / 2.7	2.3	2.5		WTIX

12+ FM Share (Metro): 75.78% ( 1145 of 1511 ) ( Winter 97: 76.84% )

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

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

Other Rated Stations			Metro Share	Cume Rating
KGLA	SP	1540	Gretna	0.4 0.8
KKNO	REL	750	Gretna	0.4 0.6
WCKW	B/G	1010	Garyville	0.8 0.9
WGSO	N	990	New Orleans	0.6 2.6
WKSJ-F	C	106.1	Picayune, MS	0.4 2.6
WODT	B	1280	New Orleans	0.7 2.1
WSMB	T	1350	New Orleans	0.8 3.8
WTIX-F	O	94.3	Galliano	0.5 2.8
WYLA-F	C	94.7	Lacombe	0.4 1.4

Other Rated Stations—Outside Market			Metro Share	Cume Rating
WLSS-F	CHR	102.5	Baton Rouge	0.4 2.7

# NEW ORLEANS

Consolidation Report	12+	25-54	Revenue
<b>Centennial, pend.</b> KMEZ-FM, WBYU-AM, WRNO-FM	9.6 %	9.9 %	10.0 %
<b>Clear Channel</b> KKND-FM, KUMX-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	41.8 %	39.6 %	42.8 %
<b>Sinclair Broadcast Group</b> WEZB-FM, WLMG-FM, WLTS-FM, WSMB-AM, WTKL-FM, WWL-AM	27.5 %	29.8 %	40.3 %
	<b>78.9 %</b>	<b>79.3 %</b>	<b>93.1 %</b>

## AM Stations

Station	Freq	Pwr	Format	Daypart	Rate	Agency	Advertiser
WBOK	1230	1 kw	Gospel	AURN, Westwd	\$23.00	—	Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	—	Centennial, pend.
WSMB	1350	5 kw (DA-N)	Talk	CBS	\$21.00	Allied	Sinclair Bcst Gp
WTIX	690	10 kw/5 kw (DA-2)	Talk	Westwd, BNN	\$22.00	—	GHB
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	Clr Chnl	Clear Channel

## FM Stations

Station	Freq	Pwr	Format	Daypart	Rate	Agency	Advertiser
KKND	106.7	100 kw @ 983	Progressive AOR		\$30.00	Clr Chnl	Clear Channel
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Centennial, pend.
KUMX	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Clr Chnl	Clear Channel
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	Mc-Guild	Sinclair Bcst Gp
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$112.00	Clr Chnl	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	ABC	\$87.00	—	Centennial, pend.
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	Clr Chnl	Clear Channel

Notes: \* WYLD revenue included with WYLD-F . . . WWL revenue includes WSMB . . . 2/98 KHOM-F changed calls to KUMX-F; remains CHR . . . 3/98 Sinclair Broadcast Group sold these stations to Centennial: KMEZ-F; WBYU & WRNO-F for \$16,000,000 total

Jim Duncan

Comments: Listening levels are down slightly . . . WQUE-F has its highest share since 1995 . . . WNOE-F is at its lowest share in many years . . . WEZB-F has risen to its highest share since Winter 1995 . . . WLTS-F experienced its third straight off book and its lowest share since 1995

Arbltron Rank: 1 Pop (12+): 14,236,500  
 MSA Rank: 1  
 MSA Pop: 15,700,000  
 DMA: 1  
 Average Persons Rating: 18.4  
 Market TSL In Hours: 24.50

Stations: 47 / 46  
 Diaries: 10,531/1352:1/51.4%  
 Sample Target: 8,450  
 % Below Line: 0.8  
 % Not Listed: 11.1  
 Pop per Station: 309,489

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	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WLTW-F	1741 / 6.6	6.2	6.4	6.0	5.7	6.3	22116 / 15.6	15.3	14.4	K	WLTW-F
2	WSKQ-F	1688 / 6.1	5.6	5.1	4.3	4.4	5.3	13827 / 9.7	9.5	8.3	K	WSKQ-F
3	WQHT-F	1432 / 5.5	5.9	6.2	6.1	6.1	5.9	19197 / 13.5	14.1	13.3	K	WQHT-F
4	WHTZ-F	1238 / 4.7	3.9	4.3	3.5	3.1	4.1	23293 / 16.4	15.1	13.4	I	WHTZ-F
5	WCBS-F	1199 / 4.6	4.6	4.7	4.7	4.4	4.6	17314 / 12.2	12.0	12.3	K	WCBS-F
6	WXRK-F	1122 / 4.3	4.1	3.5	3.8	3.6	3.9	16735 / 11.8	11.5	11.1	K	WXRK-F
7	WRKS-F	1091 / 4.2	4.4	4.6	4.1	4.3	4.3	14701 / 10.3	11.1	11.2	K	WRKS-F
8	WKTU-F	1006 / 3.8	4.6	4.7	4.7	4.8	4.4	20188 / 14.2	14.4	15.7	K	WKTU-F
9	WINS	935 / 3.6	3.0	3.6	3.5	3.7	3.4	20930 / 14.7	15.7	14.7	K	WINS
10	WPAT-F	911 / 3.5	3.3	2.8	3.2	3.4	3.2	10420 / 7.3	6.8	6.8	I	WPAT-F
11	WQCD-F	842 / 3.2	2.8	3.2	3.4	3.1	3.2	12887 / 8.1	8.3	8.8	K	WQCD-F
12	WOR	803 / 3.1	3.0	3.2	3.6	3.4	3.2	9779 / 6.9	7.6	8.3	K	WOR
13	WABC	787 / 3.0	3.1	3.2	2.7	3.1	3.0	10453 / 7.3	7.8	8.2	I	WABC
14	WQXR-F	767 / 2.9	2.4	2.2	2.9	3.0	2.6	9495 / 6.7	6.3	7.3	I	WQXR-F
15	WCBS	730 / 2.8	3.2	3.2	3.1	3.4	3.1	16416 / 11.5	12.5	13.5	K	WCBS
16	WPLJ-F	672 / 2.6	2.8	2.8	2.6	2.6	2.7	14384 / 10.1	10.1	10.1	K	WPLJ-F
17	WBLS-F	650 / 2.5	2.3	2.5	2.7	2.9	2.5	12590 / 8.8	8.5	8.4	I	WBLS-F
18	WADO	627 / 2.4	2.0	1.8	1.9	2.0	2.0	5227 / 3.7	3.4	3.3	H	WADO
19	WFAN	580 / 2.2	2.8	2.9	2.5	2.5	2.6	10938 / 7.7	9.4	7.7	K	WFAN
20	WQEW	514 / 2.0	2.1	1.8	2.1	1.8	2.0	5894 / 4.1	4.3	4.2	E	WQEW
21	WAXQ-F	399 / 1.5	1.4	1.9	2.0	2.1	1.7	9187 / 6.5	6.1	7.4	I	WAXQ-F
22	WNSR-F	388 / 1.5	1.5	1.6	1.5	1.5	1.5	10593 / 7.4	6.8	6.7	H	WNSR-F
23	WNEW-F	383 / 1.5	1.7	1.8	1.6	1.8	1.6	8900 / 6.3	6.7	6.8	I	WNEW-F
24	WLIB	264 / 1.0	1.3	1.5	0.9	1.0	1.2	2252 / 1.6	2.0	1.9	F	WLIB

12+ FM Share (Metro): 74.57% (17372 of 23296) (Winter 97: 71.52%)

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

Wom 18-24	Wom 18-34	Wom 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 WHTZ-F	1 WHTZ-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WABC
2 WQHT-F	2 WQHT-F	2 WSKQ-F	2 WSKQ-F	2 WSKQ-F	2 WXRK-F	2 WQHT-F	2 WQHT-F	2 WSKQ-F	2 WSKQ-F	2 WINS
3 WSKQ-F	3 WSKQ-F	3 WKTU-F	3 WHTZ-F	3 WRKS-F	3 WHTZ-F	3 WSKQ-F	3 WSKQ-F	3 WQHT-F	3 WCBS-F	WRKS-F
4 WKTU-F	4 WKTU-F	4 WQHT-F	4 WKTU-F	4 WKTU-F	4 WSKQ-F	4 WKTU-F	4 WKTU-F	4 WKTU-F	4 WLTW-F	4 WOR
5 WLTW-F	5 WLTW-F	5 WHTZ-F	5 WRKS-F	5 WCBS-F	5 WKTU-F	5 WHTZ-F	5 WPLJ-F	5 WLTW-F	5 WQCD-F	5 WQHT-F
6 WBLT-F	6 WRKS-F	6 WPLJ-F	6 WQHT-F	6 WQCD-F	6 WRKS-F	6 WLTW-F	6 WHTZ-F	6 WRKS-F	6 WRKS-F	6 WCBS
7 WXRK-F	7 WPLJ-F	7 WRKS-F	7 WPLJ-F	7 WPAT-F	7 WPAT-F	7 WPLJ-F	7 WLTW-F	7 WFAN	7 WFAN	7 WBLT-F
8 WRKS-F	8 WBLT-F	8 WPAT-F	8 WPAT-F	8 WPLJ-F	8 WRKS-F	8 WRKS-F	8 WRKS-F	8 WHTZ-F	8 WKTU-F	
9 WXRK-F	9 WBLT-F	9 WQCD-F	9 WQCD-F	9 WHTZ-F	9 WBLT-F	9 WPAT-F				

# NEW YORK

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
<b>CBS</b>	19.0 %	19.5 %	37.9 %	WALK-F	AC	97.5	Patchogue	0.9	2.2
WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM				WBAB-F	AOR	102.3	Babylon	0.5	1.7
<b>Chancellor</b>	18.1 %	19.8 %	20.6 %	WBBR	N	1130	New York	0.5	2.5
WAXQ-FM, WHTZ-FM, WKTU-FM, WLTW-FM, WNSR-FM				WBLI-F	AC/CHR	106.1	Patchogue	0.7	2.3
<b>Emmis</b>	12.9 %	13.4 %	14.5 %	WBZO-F	O	103.1	Bay Shore	0.4	1.5
WQCD-FM, WQHT-FM, WRKS-FM				WFAS-F	AC	103.9	White Plains	0.3	1.0
<b>SBS</b>	9.6 %	10.9 %	5.9 %	WFME-F	REL	94.7	Newark, NJ	0.6	1.5
WPAT-FM, WSKQ-FM				WHLI	ST	1100	Hempstead	0.6	0.7
				WHUD-F	AC	100.7	Peekskill	0.5	1.2
				WKJY-F	AC	98.3	Hempstead	0.6	1.4
				WLIR-F	AOR-NR	92.7	Garden City	0.3	2.0
				WMCA	REL	570	New York	0.4	1.1
				WMJC-F	C	94.3	Smithtown	0.3	0.7
				WMTR	ST/FS	1250	Morristown, NJ	0.4	0.8
				WNWK-F	E	105.9	Newark, NJ	0.6	2.3
				WWDJ	REL	970	Hackensack	0.3	0.6
				WWRL	B/O	1600	New York	0.5	1.3
				WWXY-F	C	107.1	Briarcliff Manor	0.5	1.3
				WWZY-F	C	107.1	Long Branch, NJ	0.4	1.0
	<b>59.6 %</b>	<b>63.6 %</b>	<b>78.9 %</b>						

Other Rated Stations--Outside Market			Metro Share	Cume Rating	
WKXW-F	T	101.5	Trenton, NJ	0.8	3.3

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WABC	770	50 kw	Talk	ABC	\$355.00	Katz ABC/Disney
WADO	1280	5 kw (DA-1)	Hispanic News-Talk		\$100.00	Katz Hisp Heftel
WCBS	880	50 kw	News	CBS	\$425.00	CBS CBS
WEVD	1050	50 kw (DA-2)	Talk		NA	
WFAN	660	50 kw	Sports	Westwd, CBS	\$470.00	Infinity CBS
WINS	1010	50 kw (DA-2)	News	ABC, CNN	\$445.00	CBS CBS
WLIB	1190	10 kw (Days, DA)	Black News/Talk	AURN, ABC	\$75.00	Mc-Guild Inner City
WOR	710	50 kw (DA-1)	Talk	ABC, Westwd	\$320.00	Mc-Guild Buckley
WQEW	1560	50 kw (DA-2)	Standards		\$90.00	Allied New York Times

## FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
WAXQ	104.3	7.8 kw @ 1223		Classic AOR	\$170.00	Katz Chancellor	
WBLS	107.5	4.2 kw @ 1362		Black AC	ABC \$260.00	Mc-Guild Inner City	
WCBS	101.1	6.8 kw @ 1325		Oldies	CBS \$560.00	CBS CBS	
WHTZ	100.3	6 kw @ 1362		CHR	\$314.00	— Chancellor	Newark, NJ
WKTU	103.5	5.4 kw @ 1420		CHR/Urban	Westwd \$400.00	Eastman Chancellor	Lake Success, NY
WLTW	106.7	6 kw @ 1362		Soft AC	\$580.00	Katz Chancellor	
WNEW	102.7	7.8 kw @ 1223		Classic AOR	Westwd \$305.00	CBS CBS	
WNSR	105.1	6 kw @ 1362		AC	\$320.00	Sentry Chancellor	
WPAT	93.1	5.4 kw @ 1420		Hispanic Contemp.	\$125.00	Caballero SBS	Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335		CHR	ABC \$435.00	Katz 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	D&R 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: 3/98 WFAS-AF (White Plains)/WZZN-F (Mt. Kisco) sold by Capstar to Frank Washington (price NA) . . . 4/98 WJDM (1530)/WJDM-EB (1660; both, Elizabeth, NJ) sold by Children's to Catholic (J. Lynch) as part of \$57,500,000 group sale

Jim Duncan

Comments: Listening levels are down slightly . . . WLTW-F is back in the 12+ lead at its highest share in more than three years . . . WSKQ-F has been up in 7 of the last 8 books and is at all-time high share levels . . . WHTZ-F had its best book in more than three years . . . WKTU-F is at its lowest share since it moved into its format . . . WCBS has its lowest share in years . . . WFAN is at its lowest share in three years . . . WADO is up to its highest share in three years



# NORFOLK-VIRGINIA BEACH

Arbitron Rank: 34 Pop (12+): 1,217,100	Stations: 26 / 24	Last Year's Revenue: \$42,700,000
MSA Rank: 33	Diaries: 1,760/692:1/54.8%	Household Income: \$41,776
MSA Pop: 1,560,000	Sample Target: 1,670	Total Retail Sales: \$13.3 Bil.
DMA: 40	% Below Line: 0.7	#1 Biller: WOWI-F \$5,750,000
Average Persons Rating: 15.7	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 50,712	Sinclair Broadcast Group \$12,450,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WOWI-F	248 / 13.0	12.4	11.9	11.5	10.4	12.2	2576 / 21.2	21.5	19.9	G	WOWI-F
2	WCMS-AF	138 / 7.2	5.8	6.9	6.1	6.1	6.5	1830 / 15.0	12.9	13.8	D	WCMS-AF
3	WNOR-F	121 / 6.3	5.4	6.6	6.7	5.8	6.3	1665 / 13.7	12.1	14.5	F	WNOR-F
4	WGH-F	120 / 6.3	6.1	7.3	6.4	9.2	6.5	1635 / 13.4	12.6	16.3	F	WGH-F
5	WWDE-F	119 / 6.2	5.0	5.8	5.2	4.8	5.6	1652 / 13.6	14.0	12.9	F	WWDE-F
6	WPTE-F	117 / 6.1	4.6	5.1	4.7	3.5	5.1	1951 / 16.0	14.2	11.6	D	WPTE-F
7	WVNZ-F	95 / 5.0	5.0	5.3	4.4	4.4	4.9	2117 / 17.4	14.8	15.0	C	WVNZ-F
8	WJCD-F	89 / 4.7	6.2	4.6	5.2	4.6	5.2	1194 / 9.8	12.1	8.6	D	WJCD-F
9	WVCL-F	84 / 4.4	3.8	4.1	3.9	5.0	4.0	1360 / 11.2	10.4	11.5	C	WVCL-F
10	WFOG-F	82 / 4.3	5.3	3.9	5.6	4.8	4.8	1351 / 11.1	11.5	13.8	D	WFOG-F
11	WSVY-F	76 / 4.0	3.4	3.1	3.5	3.5	3.5	1398 / 11.5	10.3	7.4	C	WSVY-F
12	WAFX-F	61 / 3.2	4.1	4.0	3.5	3.9	3.7	1211 / 10.0	10.3	11.7	C	WAFX-F
13	WROX-F	59 / 3.1	2.3	3.2	3.9	3.6	3.1	1276 / 10.5	10.3	11.2	C	WROX-F
14	WXEZ-F	52 / 2.7	3.4	3.3	3.5	2.9	3.2	680 / 5.6	6.4	5.8	C	WXEZ-F
15	WNIS	44 / 2.3	3.8	2.9	3.0	3.8	3.0	813 / 6.7	8.7	9.4	D	WNIS
16	WGPL	41 / 2.1	2.3	1.0	1.0	0.7	1.6	442 / 3.6	4.1	2.4	A	WGPL
17	WKOC-F	36 / 1.9	1.7	1.9	2.7	2.4	2.0	1022 / 8.4	7.5	10.1	C	WKOC-F
18	WTAR	27 / 1.4	1.0	1.1	1.3	1.3	1.2	438 / 3.6	5.4	4.7	B	WTAR

12+ FM Share (Metro): 90.48% (1512 of 1671) (Winter 97: 87.69%)

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

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

Other Rated Stations Metro Share Rating

WGHI	SPRIS	1310	Newport News	0.7	3.0
WPCE	G	1400	Norfolk	0.9	3.9
WTJZ	REL	1270	Newport News	0.4	1.8
WXGM-F	AC	99.1	Gloucester	0.5	0.9

Other Rated Stations--Outside Market Metro Share Rating

WKLR-F	CL HITS	96.5	Williamsburg	0.4	1.7
WVNS	N	670	Claremont	0.4	0.8

# NORFOLK-VIRGINIA BEACH

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b> WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM	21.7 %	19.0 %	22.4 %
<b>Saga</b> WAFX-FM, WNOR-AM, WNOR-FM	9.5 %	11.1 %	13.4 %
<b>Sinclair Broadcast Group</b> WFOG-FM, WNVZ-FM, WPTE-FM, WVCL-FM, WWDE-FM	26.0 %	26.4 %	29.2 %
<b>Sinclair Communications</b> WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM	8.7 %	7.9 %	12.7 %
<b>Willis</b> WGPL-AM, WPCE-AM	3.0 %	3.3 %	2.2 %
	<b>68.9 %</b>	<b>67.7 %</b>	<b>79.9 %</b>

## AM Stations

Call	Freq	Power	Format	Ownership	Company	Trust
WCMS	1050	5 kw/0.36 kw	See WCMS-F			
WGH	1310	5 kw (DA-N)	Sports	\$24.00	Eastman	In Trust
WGPL	1350	5 kw (DA-2)	Black Gospel	\$ NA	Allied	Willis
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, SBUSA	Allied	Sinclair Commun.
WPCE	1400	1 kw	Religion	AURN, Westwd	Mc-Guild	Willis
WTAR	850	50 kw/25 kw (DA-2)	Talk	CBS, Westwd	Allied	Sinclair Commun.

## FM Stations

Call	Freq	Power	Format	Ownership	Company	Trust	Location
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	Banner	Sinclair Bcst Gp	Suffolk
WGH	97.3	74 kw @ 400	Country	\$83.00	Eastman	In Trust	
WJCD	105.3	50 kw @ 500	Jazz/Urban	\$62.00	D&R	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	Christal	Sinclair Bcst Gp	
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00	Mc-Guild	Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR	\$43.00	Christal	Sinclair Bcst Gp	
WROX	96.1	23 kw @ 722	New Rock	\$43.00	Allied	Sinclair Commun.	Cape Charles
WSVU	92.1	3.7 kw @ 420	See WSVY-F				Moyock, NC
WSVY	107.7	5.2 kw @ 351	Black	ABC	\$33.00	Mc-Guild	Clear Channel
WVCL	95.7	40 kw @ 880	Oldies	\$54.00	Katz	Sinclair Bcst Gp	Windsor
WWDE	101.3	50 kw @ 500	AC	\$92.00	Christal	Sinclair Bcst Gp	
WXEZ	94.1	40 kw @ 531	Soft AC	\$29.00	---	Eure	Yorktown

Notes: 3/98 WGH-AF placed in trust by Sinclair Broadcast Group

Jim Duncan

Comments: WOWI-F registered its fourth consecutive 12+ share gain . . . Listening levels are steady

# OKLAHOMA CITY

Arbitron Rank: 53 Pop (12+): 849,900	Stations: 22 / 20	Last Year's Revenue: \$37,900,000
MSA Rank: 56	Diaries: 1,459/583:1/53.0%	Household Income: \$37,340
MSA Pop: 1,040,000	Sample Target: 1,440	Total Retail Sales: \$9.6 Bil.
DMA: 43	% Below Line: 1.0	#1 Biller: KXXY-F \$6,400,000
Average Persons Rating: 14.4	% Not Listed: 12.0	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 42,495	Clear Channel \$17,600,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KJYO-F	133 / 10.8	10.3	10.2	9.2	9.4	10.1	2214 / 26.0	24.8	23.7	E	KJYO-F
2	KXXY-F	112 / 9.1	11.1	13.6	12.7	15.0	11.6	1749 / 20.6	23.6	24.5	E	KXXY-F
3	KATT-F	100 / 8.2	7.2	6.5	8.4	6.2	7.6	1366 / 16.1	15.8	14.1	G	KATT-F
4	KTOK	92 / 7.5	5.6	6.9	7.1	5.9	6.8	1261 / 14.8	13.6	13.8	E	KTOK
5	KYIS-F	81 / 6.6	5.0	4.1	4.7	3.0	5.1	1476 / 17.4	13.9	11.5	D	KYIS-F
6	KTST-F	74 / 6.0	8.5	8.1	6.8	7.1	7.4	1343 / 15.8	17.8	17.2	C	KTST-F
7	KMGL-F	73 / 6.0	7.1	6.2	7.8	5.9	6.8	1436 / 16.9	16.0	15.5	E	KMGL-F
8	KRXO-F	72 / 5.9	7.2	5.0	4.8	6.0	5.7	1333 / 15.7	16.7	16.5	E	KRXO-F
9	KOMA-F	62 / 5.1	7.9	8.4	7.8	9.7	7.3	1193 / 14.0	18.0	18.3	E	KOMA-F
10	KVSP	60 / 4.9	3.8	4.4	5.2	5.3	4.6	589 / 6.9	6.6	7.0	B	KVSP
11	KQSR-F	59 / 4.8	3.7	4.0	4.0	4.7	4.1	1143 / 13.5	11.0	12.2	C	KQSR-F
12	KTNT-F	41 / 3.3	2.7	3.2	3.4	3.2	3.2	604 / 7.1	6.5	8.1	C	KTNT-F
13	KEBC	28 / 2.3	1.4	1.1	1.0	0.6	1.4	413 / 4.9	4.0	2.4		KEBC
14	WWLS	16 / 1.3	1.9	1.4	1.3	1.7	1.5	338 / 4.0	4.5	5.9	A	WWLS
15	KQCV	15 / 1.2	0.5	1.1	1.0	1.1	1.0	238 / 2.8	2.6	3.1		KQCV
16	KNTL-F	13 / 1.1	0.6	0.7	0.6	0.5	0.8	213 / 2.5	2.1	2.3		KNTL-F

12+ FM Share (Metro): 77.39% ( 835 of 1079 ) ( Winter 97: 79.84% )

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 KJYO-F <	1 KXXY-F <	1 KTOK	1 KJYO-F <	1 KTOK <	1 KJYO-F	1 KJYO-F >>	1 KJYO-F >
2 KVSP >	2 KJYO-F	2 KJYO-F	2 KRXO-F <	2 KJYO-F <	2 KXXY-F >	2 KXXY-F	2 KXXY-F	2 KXXY-F <	2 KTOK	2 KXXY-F <
3 KYIS-F	3 KRXO-F	3 KRXO-F <	3 KATT-F <	3 KRXO-F <	3 KOMA-F	3 KATT-F	3 KJYO-F <	3 KATT-F <	3 KXXY-F	3 KATT-F <
4 KXXY-F	4 KXXY-F <	4 KXXY-F <	4 KATT-F <	4 KATT-F	4 KRXO-F	4 KTOK	4 KATT-F	4 KYIS-F <	KATT-F <	4 KVSP
5 KTST-F	5 KYIS-F <	5 KYIS-F <	5 KYIS-F <	5 KMGL-F	5 KMGL-F	5 KYIS-F	5 KMGL-F <	5 KTOK	5 KTST-F <	5 KTST-F <
6 KMGL-F <	6 KMGL-F <	6 KMGL-F <	6 KMGL-F	6 KYIS-F	6 KQSR-F	6 KTST-F	6 KYIS-F	6 KRXO-F <	6 KYIS-F <	6 KRXO-F <
7 KVSP	7 KTST-F	7 KTST-F <	7 KTST-F <	7 KQSR-F	7 KTST-F	7 KMGL-F <	7 KRXO-F <	7 KMGL-F	7 KMGL-F	7 KOMA-F <
		8 KQSR-F	8 KQSR-F	8 KTNT-F <	8 KTNT-F <	8 KRXO-F	8 KQSR-F <	8 KTST-F <	8 KRXO-F	8 KYIS-F <
			9 KOMA-F <	9 KJYO-F	9 KJYO-F	KOMA-F	9 KTST-F		KVSP <	9 KMGL-F

Wom 18-24	Wom 18-34	Wom 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 KXXY-F	1 KATT-F >>	1 KATT-F >>	1 KATT-F >>	1 KATT-F >	1 KATT-F	1 KEBC <
2 KTST-F	2 KYIS-F <	2 KYIS-F	2 KXXY-F <	2 KJYO-F <	2 KEBC	2 KJYO-F <	2 KYIS-F	2 KRXO-F	2 KRXO-F >	2 KTST-F <
3 KATT-F	3 KXXY-F <	KXXY-F	3 KMGL-F	3 KMGL-F	KVSP	3 KYIS-F >	KJYO-F >	3 KJYO-F	3 KJYO-F <	3 KXXY-F <
4 KYIS-F	4 KTST-F	4 KQSR-F <	4 KYIS-F <	4 KQSR-F	4 KJYO-F	4 KRXO-F	4 KRXO-F	4 KYIS-F	4 KTOK	4 KJYO-F
5 KMGL-F	5 KMGL-F <	5 KMGL-F	5 KTST-F <	5 KYIS-F	5 KYIS-F	5 KMGL-F	5 KMGL-F	5 KTOK <	5 KOMA-F <	
KXXY-F	6 KQSR-F	6 KTST-F	6 KQSR-F	6 KVSP	6 KTST-F	6 KTST-F	6 KTST-F	6 KXXY-F	6 KYIS-F	
KVSP >	KATT-F		7 KVSP	7 KTST-F <	7 KTST-F <	7 KTST-F <	7 KXXY-F	7 KTST-F	7 KXXY-F <	
	8 KVSP >			8 KRXO-F	8 KXXY-F	8 KXXY-F	8 KMGL-F <	8 KTST-F	8 KTST-F	

Other Rated Stations	Metro Share	Cume Rating
KKNG-F	C/O 93.3	Newcastle 0.7 2.1
KOMA	O 1520	Oklahoma City 0.7 2.9
KTLV	REL 1220	Midwest City 0.7 1.6
WKY	REL-CC 930	Oklahoma City 0.9 3.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KRMG	FS 740	Tulsa 0.4 1.3
KSPI-F	AOR-NR 93.7	Stillwater 0.6 1.7

**OKLAHOMA CITY**

Consolidation Report	12+	25-54	Revenue
Caribou KATT-FM, KNTL-FM, KTNT-FM, KYIS-FM	19.2 %	20.6 %	19.1 %
Clear Channel KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM	40.5 %	36.4 %	46.4 %
Renda, pend. KMGL-FM, KOMA-AM, KOMA-FM, KRXO-FM	17.7 %	21.9 %	29.3 %
	<u>77.4 %</u>	<u>78.9 %</u>	<u>94.8 %</u>

**AM Stations**

Station	Power	Daypart	Genre	Source	Rate	Advertiser	Agency
KEBC	1340	1 kw	Country/Hisp./Black		\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (DA-N)	Oldies	CBS	\$ NA	---	Renda, pend.
KQCV	800	2.5 kw/0.5 kw (DA-2)	Religion		\$ NA	---	
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal	Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN, ABC, WW1	\$25.00	---	
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$21.00	---	Moore

**FM Stations**

Station	Power	Daypart	Genre	Source	Rate	Advertiser	Agency
KATT	100.5	100 kw @ 1191	AOR	Source	\$71.00	Banner	Caribou
KJYO	102.7	100 kw @ 985	CHR		\$66.00	Christal	Clear Channel
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman	Renda
KNTL	104.9	6 kw @ 300	Sports	1-on-1	\$ NA	--	Caribou Bethany
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	---	Renda, pend.
KQSR	94.7	100 kw @ 1389	Soft AC		\$ NA	Clr Chnl	Clear Channel
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	---	Renda, pend.
KTNT	97.7	6 kw @ 315	Jazz		\$37.00	---	Caribou Edmond
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel
KXXY	95.1	100 kw @ 1171	Country		\$125.00	Banner	Clear Channel
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$32.00	D&R	Caribou

Notes: 5/98 Diamond sold these stations to Renda: KOMA; KOMA-F; KRXO-F for \$53,375,000 total

Jim Duncan

Comments: KXXY-F drops down below double figures again (it last did so for two surveys in 1996) . . . KYIS-F has its highest share in more than three years . . . KOMA-F is in a rather sharp decline to its lowest share since 1995 . . . KEBC (AM) has had four straight up books with interesting mix of daytime Sports (now Country)/nighttime Ethnic programming

# OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72 Pop (12+): 537,700	Stations: 19 / 19	Last Year's Revenue: \$32,000,000
MSA Rank: 78	Diaries: 1,171/459:1/59.3%	Household Income: \$52,277
MSA Pop: 690,000	Sample Target: 1,130	Total Retail Sales: \$7.0 Bil.
DMA: 75	% Below Line: 0.0	#1 Biller: KEZO-F \$4,000,000
Average Persons Rating: 15.6	% Not Listed: 15.0	#1 Billing Portfolio: Triathlon \$11,200,000
Market TSL in Hours: 21.00	Pop per Station: 28,300	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 KEZO-F	AOR	83 / 9.9	9.0	8.4	8.2	8.6	8.9	929 / 17.3	19.6	19.4	F	KEZO-F
2 KFAB	FS/T	72 / 8.6	7.3	6.9	7.9	6.5	7.7	1024 / 19.0	18.3	16.8	E	KFAB
3 KEFM-F	AC	58 / 6.9	7.3	5.8	6.1	6.1	6.5	912 / 17.0	16.4	16.3	D	KEFM-F
KXKT-F	C	58 / 6.9	8.0	8.6	7.9	10.2	7.8	906 / 16.8	18.0	19.4	E	KXKT-F
5 KQKQ-F	CHR	53 / 6.3	7.0	7.4	6.4	7.4	6.8	1076 / 20.0	23.6	21.3	E	KQKQ-F
KGOR-F	O	53 / 6.3	5.6	7.9	8.0	6.5	7.0	906 / 16.9	17.6	17.7	E	KGOR-F
7 KKCD-F	CL AOR	52 / 6.2	7.0	6.9	8.1	5.7	7.0	755 / 14.0	15.5	13.2	D	KKCD-F
8 KSRZ-F	AC/CHR	50 / 5.9	4.6	4.4	4.5	4.2	4.9	979 / 18.2	11.2	9.9	B	KSRZ-F
9 KKAR	N/T	45 / 5.4	5.0	4.3	4.0	2.9	4.7	580 / 10.8	17.0	9.2	C	KKAR
10 WOW-F	C	43 / 5.1	5.5	6.4	6.4	6.8	5.9	557 / 10.4	13.2	12.8	E	WOW-F
11 KGDE-F	AOR-NR	33 / 3.9	4.2	3.8	4.2	4.6	4.0	751 / 14.0	14.9	12.0	C	KGDE-F
12 KTNP-F	AC/CHR	27 / 3.2	3.5	2.8	2.6	2.5	3.0	734 / 13.7	13.0	10.5	C	KTNP-F
13 KOIL	ST	21 / 2.5	1.9	4.0	3.2	3.1	2.9	353 / 6.6	6.1	7.6	A	KOIL
14 KESY-F	SAC	17 / 2.0	2.2	2.1	3.0	4.0	2.3	313 / 5.8	5.6	7.0	A	KESY-F
15 WOW	C	15 / 1.8	4.0	2.4	2.5	4.3	2.7	304 / 5.7	8.0	6.6	*	WOW

12+ FM Share (Metro): 74.97% ( 536 of 715 ) ( Winter 97: 76.82% )

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 KFAB <	1 KEZO-F	1 KEZO-F	1 KQKQ-F	1 KXKT-F
2 KGDE-F >>	2 KXKT-F	2 KKCD-F <	2 KKCD-F	2 KKCD-F <	2 KGOR-F <	2 KEZO-F >	2 KKAR <	2 KGOR-F <	2 KEZO-F	KEZO-F
	3 KSRZ-F <	3 KXKT-F <	3 KEFM-F <	3 KEFM-F <	3 KKAR	3 KEFM-F	3 KEFM-F <	3 KKCD-F <	3 KSRZ-F <	3 KFAB <
	4 KEFM-F >	4 KEFM-F <	4 KXKT-F	4 KGOR-F	4 WOW-F <	4 KXKT-F	4 KFAB	4 KXKT-F <	4 KGDE-F <	4 KGOR-F <
	5 KKCD-F	5 KSRZ-F	5 KGOR-F <	5 KXKT-F <	5 KKCD-F <	5 KQKQ-F <	5 KXKT-F <	5 KEFM-F	5 KFAB	5 KSRZ-F <
	KQKQ-F <	6 KGOR-F	6 KSRZ-F >	6 KSRZ-F	6 KEFM-F	6 KKCD-F <	6 KGOR-F <	KFAB <	6 KXKT-F	6 KQKQ-F
	7 KGDE-F	7 KQKQ-F	7 KQKQ-F	7 KFAB	7 KXKT-F	7 WOW-F <	7 KKCD-F	7 KSRZ-F	7 KSRZ-F	7 KGOR-F <
				8 KQKQ-F	KEZO-F	8 KGOR-F <	8 KSRZ-F	8 KQKQ-F	8 KKCD-F	8 KKCD-F
						9 KKAR <	WOW-F	9 KGDE-F	KEFM-F	9 KGDE-F

Wom 18-24	Wom 18-34	Wom 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 KSRZ-F	1 KXKT-F <	1 KEFM-F <	1 KEFM-F <	1 KEFM-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >>	1 KFAB
KQKQ-F	2 KEFM-F	2 KXKT-F >	2 KXKT-F	2 KXKT-F	2 KXKT-F	2 KKCD-F	2 KKCD-F	2 KKCD-F >	2 KKCD-F >	2 KQKQ-F >
3 KXKT-F	3 KSRZ-F <	3 KSRZ-F	3 KSRZ-F <	3 KGOR-F	3 WOW-F	3 KSRZ-F	3 KSRZ-F	3 KGOR-F <	3 KGOR-F	3 WOW-F <
4 KEZO-F	4 KQKQ-F	KEZO-F	4 KQKQ-F	4 KSRZ-F <	KGDE-F >	KGDE-F	4 KGDE-F	4 KSRZ-F	4 KKAR	4 KXKT-F
KGDE-F	KEZO-F >	5 KQKQ-F	5 KKCD-F	5 KKCD-F	5 KTNP-F	5 KXKT-F >	5 KXKT-F >	5 KXKT-F	5 KSRZ-F	5 KSRZ-F
	6 KTNP-F	6 KTNP-F	KGOR-F	KQKQ-F >	KSRZ-F	6 KTNP-F	KKAR	KKAR	KFAB	KFAB
			7 KEZO-F	7 KEZO-F <	KQKQ-F >>	WOW-F			7 KXKT-F	7 KXKT-F
				8 KFAB					WOW-F	WOW-F

Other Rated Stations	Metro Share	Cume Rating		
KBBX	B/O	1420	Omaha	1.2 1.5
KCRO	REL	660	Omaha	1.0 1.5
KOSR	SPRTS	1490	Omaha	1.0 2.9
KOTD-F	ST	106.9	Plattsmouth	1.1 3.1

Consolidation Report	12+	25-54	Revenue
Journal Broadcast Group	26.1 %	33.8 %	23.9 %
KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSR-AM, KSRZ-FM			
Local	18.1 %	11.8 %	18.1 %
KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM			
Triathlon	25.0 %	26.1 %	34.9 %
KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM			
	<b>69.2 %</b>	<b>71.7 %</b>	<b>76.9 %</b>

# OMAHA-COUNCIL BLUFFS

## AM Stations

KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$ 72.00	Christal	Triathlon	
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd	\$35.00	Sentry	KOIL/KQKQ-F	
KOIL	1180	25 kw/1 kw (DA-2)	Standards	Westwd	\$ 20.00	Sentry	KKAR/KQKQ-F	Bellevue
KOSR	1490	1 kw	Sports		\$ NA	Eastman	Journal Bcst Gp	
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Great Empire	

## FM Stations

KEFM	96.1	100 kw @1411	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	Allied	Journal Bcst Gp	
KGDE	101.9	100 kw @ 1132	AOR-New Rock		\$30.00	Sentry	KKAR/KQKQ	Lincoln
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	Triathlon	
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Bcst Gp	
KQKQ	98.5	100 kw @ 1175	CHR		\$ 64.00	Sentry	KKAR/KOIL	Council Bluffs
KSRZ	104.5	100 kw @ 1086	AC/CHR		\$40.00	Eastman	Journal Bcst Gp	
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Triathlon	Bennington
KXKT	103.7	100 kw @ 1014	Country		\$63.00	Katz	Triathlon	Glenwood, IA
WOW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Great Empire	

Notes: \* WOW revenue included with WOW-F . . . 2/98 KESY-F changed calls to KSRZ-F; remains AC/CHR . . . 2/98 KOSJ-F changed calls to KESY-F; remains Soft AC . . . 3/98 KOIL changed from Standards to Sports . . . 4/98 KBBX changed from Black Oldies to Hispanic AC . . . 4/98 KGDE-F changed from New Rock to Classic AOR as KZFX-F ("The Fox")

Jim Duncan

Comments: KEZO-F has its highest share in more than three years . . . Listening levels are steady . . . all Country stations are experiencing serious declines

### \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# ORLANDO

Arbitron Rank: 38 Pop (12+): 1,071,700	Stations: 25 / 22	Last Year's Revenue: \$77,100,000
MSA Rank: 37	Diaries: 2,110/508:1/48.7%	Household Income: \$43,550
MSA Pop: 1,480,000	Sample Target: 2,150	Total Retail Sales: \$15.2 Bil.
DMA: 22 w/Daytona, Melbourne	% Below Line: 1.6	#1 Biller: WWKA-F \$8,700,000
Average Persons Rating: 16.1	% Not Listed: 12.2	#1 Billing Portfolio: Chancellor \$26,000,000
Market TSL In Hours: 21.50	Pop per Station: 48,714	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WWKA-F	C	143 / 8.3	8.5	8.8	8.1	10.0	8.4	1523 / 14.2	16.8	17.7	H	WWKA-F
2	WXXL-F	CHR	131 / 7.6	6.1	6.9	6.9	7.7	6.9	2338 / 21.8	20.0	20.7	G	WXXL-F
3	WTKS-F	T	129 / 7.5	7.7	5.8	6.4	5.3	6.8	1707 / 15.9	16.1	14.0	G	WTKS-F
4	WJHM-F	B	116 / 6.7	6.6	7.5	8.2	6.9	7.3	1660 / 15.5	15.8	16.8	G	WJHM-F
5	WMGF-F	SAC	105 / 6.1	4.5	6.9	5.5	6.7	5.7	1694 / 15.8	14.8	15.5	G	WMGF-F
6	WOCL-F	O	103 / 6.0	6.4	5.2	4.4	5.1	5.5	1593 / 14.9	15.4	13.5	G	WOCL-F
7	WDBO	FS	99 / 5.7	6.6	5.4	5.1	6.5	5.7	1428 / 13.3	14.7	15.3	F	WDBO
	WOMX-F	AC	99 / 5.7	5.0	5.1	7.2	5.8	5.8	1974 / 18.4	17.2	17.8	H	WOMX-F
9	WMMO-F	AC-AOR	85 / 4.9	3.8	4.8	4.1	3.9	4.4	1143 / 10.7	11.4	8.5	F	WMMO-F
10	WJRR-F	AOR	78 / 4.5	4.3	3.9	4.1	4.2	4.2	1351 / 12.6	12.3	13.3	F	WJRR-F
11	WCFB-F	B/AC	73 / 4.2	4.3	3.3	3.6	3.5	3.9	895 / 8.3	8.7	8.5	D	WCFB-F
12	WLOQ-F	J	69 / 4.0	4.8	3.8	3.9	4.2	4.1	922 / 8.6	10.7	10.0	E	WLOQ-F
13	WHTQ-F	CL AOR	54 / 3.1	3.8	4.0	4.4	3.5	3.8	1054 / 9.8	9.8	9.8	E	WHTQ-F
14	WHDQ	ST	53 / 3.1	3.0	3.1	4.3	3.2	3.4	607 / 5.7	6.4	5.2	B	WHDQ
15	WSHE-F	CHR/AC	49 / 2.8	3.3	4.5	4.2	3.1	3.7	1420 / 13.2	13.5	12.0	D	WSHE-F

12+ FM Share (Metro): 84.32% (1280 of 1518) (Winter 97: 81.24%)

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 WTKS-F	1 WTKS-F	1 WTKS-F	1 WWKA-F <	1 WTKS-F <	1 WWKA-F	1 WTKS-F <	1 WJHM-F	1 WWKA-F <
2 WXXL-F >>	2 WTKS-F <	2 WXXL-F	2 WMMO-F <	2 WOMX-F <	2 WDBO <	2 WWKA-F	2 WTKS-F <	2 WXXL-F	2 WXXL-F >	2 WXXL-F <
3 WJRR-F >>	3 WJHM-F	3 WOMX-F	3 WOMX-F <	3 WMMO-F <	3 WOCL-F	3 WDBO <	3 WDBO	3 WWKA-F	3 WMGF-F	3 WJHM-F
4 WJRR-F	4 WJHM-F <	4 WXXL-F	4 WOCL-F	4 WOCL-F <	4 WMGF-F	4 WXXL-F	4 WMGF-F <	4 WJHM-F	4 WCFB-F	4 WMGF-F <
5 WWKA-F	5 WMMO-F <	5 WWKA-F <	5 WXXL-F <	5 WTKS-F	5 WTKS-F	5 WOMX-F	5 WOMX-F	5 WMGF-F <	5 WDBO <	5 WOCL-F
6 WOMX-F	6 WWKA-F	6 WMGF-F <	6 WWKA-F	6 WLOQ-F	6 WLOQ-F <	6 WOCL-F <	6 WOCL-F <	6 WOCL-F <	6 WTKS-F <	6 WMMO-F
7 WCFB-F	7 WJRR-F <	7 WOCL-F <	7 WMGF-F	7 WMMO-F <	7 WJHM-F	7 WXXL-F <	7 WOMX-F <	7 WOMX-F <	7 WWKA-F <	7 WOMX-F <
8 WMGF-F <	8 WCFB-F	8 WCFB-F	8 WCFB-F	8 WOMX-F <	8 WMGF-F <	8 WMMO-F <	8 WMMO-F <	8 WMMO-F <	8 WOCL-F	8 WJRR-F <
9 WCFB-F <	9 WHTQ-F <	9 WLOQ-F <	9 WLOQ-F	9 WHOO	9 WCFB-F	9 WJHM-F	9 WJRR-F <	9 WJRR-F <	9 WJRR-F	9 WLOQ-F <

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

Other Rated Stations			Metro Share	Cume Rating
WOKB	E	1600	Winter Garden	1.1 2.7
WONQ	SP	1030	Oviedo	0.9 2.0
WPRD	SP-VA	1440	Winter Park	0.9 0.9
WQTM	SPRST	540	Pine Hills	1.1 4.0
WRLZ	SP-C	1270	Eatonville	0.5 1.2
WTLN-F	REL	95.3	Apopka	1.0 3.4
WWNZ	N	740	Orlando	0.4 3.1

Other Rated Stations—Outside Market			Metro Share	Cume Rating
WGNE-F	C	98.1	Titusville	0.3 2.3
WKRO-F	AOR-NR	93.1	Edgewater	0.6 2.4
WPCV-F	C	97.5	Winter Haven	0.7 3.1

# ORLANDO

Consolidation Report	12+	25-54	Revenue
Chancellor WJHM-FM, WOCL-FM, WOMX-FM, WXXL-FM	26.0 %	24.8 %	33.7 %
Clear Channel WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM	22.4 %	25.3 %	27.1 %
Cox, pend. WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WTLN-FM, WWKA-FM	30.3 %	28.5 %	32.6 %
	78.7 %	78.6 %	93.4 %

## AM Stations

Station	Freq	Power	Service	Advertiser	Agency	Buyer	Product	Location
WDBO	580	5 kw (DA-N)	Full Service	ABC, Westwfd	\$79.00	Katz	Cox	
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00	Christal	Cox	
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS, ESPN	\$20.00	Clr Chnl	Clear Channel	Pine Hills
WWNZ	740	50 kw (DA-2)	News	CBS	\$23.00	Clr Chnl	Clear Channel	

## FM Stations

Station	Freq	Power	Service	Advertiser	Agency	Buyer	Product	Location
WCFB	94.5	100 kw @ 1470	Black AC		\$53.00	Katz	Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$64.00	Christal	Cox	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	Sentry	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$90.00	Clr Chnl	Clear Channel	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$64.00	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		\$155.00	Eastman	Chancellor	
WSHE	100.3	100 kw @ 1188	CHR/AC	ABC	\$54.00	Clr Chnl	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	Westwfd	\$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: 2/98 WAJL (1190) sold to Steve Lapa for \$1,200,000 (Blackburn) . . . 2/98 WTLN-F sold by Thomas Moffitt, Sr. to Cox for \$14,500,000 (MVP) . . . 2/98 WZKD (950) sold by Cox to Thomas Moffitt, Jr. for \$500,000 . . . 3/98 WOTS (1220; Kissimmee) sold to Alliance for \$450,000

Jim Duncan

Comments: Listening levels are steady . . . Not much else of significance seems to be going on



PHILADELPHIA

Arbltron Rank: 5 Pop (12+): 4,073,100	Stations: 30 / 23	Last Year's Revenue: \$230,000,000
MSA Rank: 4	Diaries: 4,703/866:1/52.3%	Household Income: \$52,240
MSA Pop: 4,950,000	Sample Target: 4,630	Total Retail Sales: \$46.7 Bil.
DMA: 4	% Below LIne: 4.5	#1 Biller: KYW \$32,900,000
Average Persons Rating: 17.5	% Not Listed: 14.1	#1 Billing Portfolio: CBS \$93,800,000
Market TSL In Hours: 22.75	Pop per Station: 177,091	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KYW	N	528 / 7.4	6.8	6.3	6.3	7.1	6.7	11919 / 29.3	28.9	31.4	K	KYW
2	WDAS-F	B/AC	454 / 6.4	5.5	5.5	4.9	5.4	5.6	4360 / 10.7	10.8	10.6	I	WDAS-F
3	WBEB-F	AC	413 / 5.8	5.9	5.7	6.0	6.2	5.9	6603 / 16.2	15.3	15.5	J	WBEB-F
4	WYSP-F	T/CL AOR	382 / 5.4	6.3	5.3	6.3	5.5	5.8	6637 / 16.3	19.4	16.4	K	WYSP-F
5	WWDB-F	T	363 / 5.1	4.6	4.7	5.0	5.3	4.9	4722 / 11.6	10.6	12.7	I	WWDB-F
6	WJJZ-F	J	359 / 5.1	4.2	4.2	3.9	4.1	4.3	4725 / 11.8	10.5	10.7	H	WJJZ-F
7	WOGL-F	O	324 / 4.8	5.0	5.4	5.5	4.5	5.1	5806 / 14.3	15.8	14.9	J	WOGL-F
8	WUSL-F	B	303 / 4.3	4.7	4.6	5.0	6.2	4.6	5466 / 13.4	13.4	14.5	I	WUSL-F
9	WXTU-F	C	302 / 4.2	3.7	4.2	4.0	4.4	4.0	3977 / 9.8	9.5	9.3	H	WXTU-F
10	WMGK-F	CL HITS	278 / 3.9	4.7	4.5	4.4	4.1	4.4	5262 / 12.9	14.0	12.5	H	WMGK-F
11	WPEN	ST	270 / 3.8	3.6	4.7	4.0	5.0	4.0	3281 / 8.1	7.7	8.4	F	WPEN
12	WIOQ-F	CHR	264 / 3.7	3.2	4.1	3.6	4.5	3.7	6008 / 14.8	13.6	16.3	H	WIOQ-F
13	WPHI-F	B	250 / 3.5	3.5	4.2	3.9	2.7	3.8	4623 / 11.4	10.5	9.0	E	WPHI-F
14	WIP	SPRTS	245 / 3.4	3.7	3.7	3.4	3.7	3.6	4481 / 11.0	11.4	11.8	I	WIP
15	WYXR-F	AC/CHR	224 / 3.2	3.0	3.6	3.5	2.6	3.3	5061 / 12.4	12.0	12.2	H	WYXR-F
16	WMMR-F	AOR	220 / 3.1	3.2	3.9	4.5	3.5	3.7	4598 / 11.3	12.3	12.4	I	WMMR-F
17	WPLY-F	CHR-NR	159 / 2.2	2.6	3.3	2.7	2.8	2.7	4846 / 11.9	12.1	13.0	H	WPLY-F
18	WXXM-F	AC-NR	158 / 2.2	1.6	2.4	2.6	3.2	2.2	4082 / 10.0	7.5	8.3	E	WXXM-F
19	WDAS	G/B	90 / 1.3	1.2	1.0	1.2	1.1	1.2	1225 / 3.0	2.5	2.5	B	WDAS
20	WPST-F	CHR	89 / 1.3	1.1	1.5	1.2	1.4	1.3	3034 / 7.5	7.0	7.0		WPST-F
21	WPHT	T	76 / 1.1	0.7	0.8	0.8	0.6	0.9	1811 / 4.4	3.9	3.1	D	WPHT
22	WHAT	B/T	75 / 1.1	1.0	0.9	1.6	1.0	1.1	907 / 2.2	2.3	2.5	B	WHAT
23	WKXW-F	T	71 / 1.0	0.9	0.8	0.6	0.9	0.8	1499 / 3.7	3.4	3.5		WKXW-F

12+ FM Share (Metro): 77.75% (4750 of 6109) (Winter 97: 75.88%)

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

Wom 18-24	Wom 18-34	Wom 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	WPHI-F <	1 WDAS-F	1 WDAS-F	1 WDAS-F <	1 WDAS-F <	1 WYSP-F	1 WYSP-F >>	1 WYSP-F >>	1 WYSP-F >	1 WYSP-F	1 KYW <
2	WUSL-F	2 WBEB-F <	2 WBEB-F	2 WBEB-F >	2 WBEB-F >	2 WPHI-F <	2 WMMR-F	2 WIP	2 WIP <	2 WIP	2 WWDB-F
3	WIOQ-F	3 WIOQ-F <	3 WIOQ-F <	3 WIOQ-F	3 WJJZ-F <	3 WUSL-F	WUSL-F	3 WMMR-F <	3 WMGK-F	3 WDAS-F	3 WDAS-F >
4	WBEB-F	4 WUSL-F	4 WYXR-F	4 WYXR-F <	4 WOGL-F <	4 WPLY-F	4 WIP <	4 WMGK-F <	WDAS-F <	WMGK-F	
5	WPLY-F	5 WPHI-F <	5 WUSL-F <	5 WUSL-F <	5 WYXR-F <	5 WMMR-F	5 WDAS-F <	5 WDAS-F	5 WMMR-F	5 KYW	5 KYW
6	WXXM-F	6 WYXR-F	6 WMGK-F <	6 WJJZ-F	6 WIOQ-F <	6 WXXM-F <	6 WMGK-F <	6 WUSL-F	6 KYW	6 WMMR-F <	6 WMMR-F <
7	WDAS-F	7 WYSP-F	7 WYSP-F	7 WMGK-F <	7 KYW	7 WDAS-F <	7 WPHI-F	7 WXTU-F	7 WJJZ-F <	7 WJJZ-F <	7 WJJZ-F <
	WYSP-F	8 WMGK-F <	8 WPHI-F <	8 KYW <	8 WMGK-F <	8 WIOQ-F		8 WUSL-F <	8 WOGL-F	8 WOGL-F	

# PHILADELPHIA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating
<b>Beasley</b> WTEL-AM, WWDB-FM, WXTU-FM	18.7 %	18.4 %	8.5 %	WURD	SP	900 Philadelphia	0.5	1.1
<b>CBS</b> KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM	21.9 %	23.3 %	40.8 %	WWJZ	ST	640 Mt. Holly, NJ	0.3	1.0
<b>Chancellor</b> WDAS-AM, WDAS-FM, WIOQ-FM, WJJZ-FM, WUSL-FM, WYXR-FM	24.0 %	27.5 %	22.8 %	<b>Other Rated Stations--Outside Market</b>			Metro Share	Cume Rating
<b>Greater Media</b> WMGK-FM, WMMR-FM, WPEN-AM, WXXM-FM	13.0 %	12.5 %	14.6 %	WJBR-F	AC	99.5 Wilmington, DE	0.4	2.1
	<b>77.6 %</b>	<b>81.7 %</b>	<b>86.7 %</b>	WLEV-F	AC	100.7 Allentown	0.5	1.1
				WOR	T	710 New York	0.3	0.9
				WRDR-F	ST	104.9 Egg Harbor, NJ	0.7	2.2
				WSTW-F	CHR/AC	93.7 Wilmington, DE	0.3	2.3

### AM Stations

Station	Power	Time	Format	Advertiser	Rate	Agency	Buyer
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	Power	Time	Format	Advertiser	Rate	Agency	Buyer
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	Banner	Chancellor
WJJZ	106.1	22.5 kw @ 740	Jazz		\$120.00	Christal	Chancellor
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Allied	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
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied	Media
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, WKXW-F -- See Trenton in the Fall 1997 American Radio Small Market edition . . . 4/98 WPWA (1590; Chester) sold by Children's to Catholic as part of a \$57,500,000 group sale

Jim Duncan

Comments: Listening levels are steady . . . WJJZ-F has what I believe is its best book ever . . . WUSL-F suffered its fifth consecutive 12+ share loss and is at its lowest share in many years . . . WPLY-F slipped to its lowest share in more than three years

# PHOENIX

**Arbitron Rank:** 17 Pop (12+): 2,226,400  
**MSA Rank:** 12  
**MSA Pop:** 2,850,000  
**DMA:** 17  
**Average Persons Rating:** 16.3  
**Market TSL In Hours:** 20.50

**Stations:** 35 / 34  
**Diarfee:** 3,067/726:1/56.1%  
**Sample Target:** 3,030  
**% Below Line:** 0.4  
**% Not Listed:** 14.1  
**Pop per Station:** 65,482

**Last Year's Revenue:** \$123,800,000  
**Household Income:** \$39,837  
**Total Retail Sales:** \$27.2 Bil.  
**#1 Biller:** KNIX-F \$12,700,000  
**#1 Billing Portfolio:** Chancellor \$32,000,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level
1	KMLE-F	225 / 6.2	5.2	5.9	6.0	6.3	5.8	3041 / 13.7	13.6	15.9	I KMLE-F
2	KZZP-F	208 / 5.7	4.7	4.4	4.5	3.4	4.8	3947 / 17.7	15.8	11.8	H KZZP-F
3	KTAR	205 / 5.7	6.4	5.6	5.5	6.3	5.8	3833 / 16.3	17.7	17.9	I KTAR
4	KOY	196 / 5.4	5.3	5.0	5.1	5.0	5.2	2275 / 10.2	10.5	9.5	D KOY
5	KKFR-F	193 / 5.3	4.3	5.9	4.9	4.7	5.1	2955 / 13.3	12.4	15.5	G KKFR-F
6	KESZ-F	189 / 5.2	4.9	4.2	3.8	4.2	4.5	2901 / 13.0	12.3	11.3	G KESZ-F
7	KNIX-F	183 / 5.1	6.5	5.9	7.0	6.8	6.1	3318 / 14.9	15.5	16.1	I KNIX-F
8	KOOL-F	181 / 5.0	5.1	5.4	6.0	4.8	5.4	2938 / 13.2	14.5	14.8	H KOOL-F
9	KFYI	171 / 4.7	5.2	5.0	5.5	5.4	5.1	2192 / 9.8	10.4	10.2	H KFYI
10	KUPD-F	169 / 4.7	4.9	4.2	4.7	5.1	4.6	2243 / 10.1	10.1	11.2	H KUPD-F
11	KYOT-F	132 / 3.8	3.6	3.9	3.1	3.3	3.6	2172 / 9.8	9.0	8.4	F KYOT-F
12	KKLT-F	122 / 3.4	3.0	2.6	2.9	2.8	3.0	2183 / 9.8	8.9	8.3	G KKLT-F
13	KZON-F	120 / 3.3	3.0	3.8	3.7	3.0	3.5	2396 / 10.8	10.3	9.1	E KZON-F
14	KDKB-F	119 / 3.3	2.6	3.8	3.1	3.5	3.2	1918 / 8.8	8.6	9.8	H KDKB-F
15	KEDJ-F	113 / 3.1	3.5	3.4	3.6	4.0	3.4	2618 / 11.8	11.9	11.9	E KEDJ-F
16	KGLQ-F	87 / 2.4	2.4	2.1	1.7	1.9	2.2	1715 / 7.7	8.9	7.5	D KGLQ-F
17	KSLX-AF	81 / 2.2	2.5	2.7	3.2	2.6	2.7	1882 / 8.6	8.6	9.6	G KSLX-AF
18	KPTY-F	78 / 2.2	2.4	3.2	2.6	2.9	2.6	1704 / 7.7	7.9	7.8	B KPTY-F
19	KWCY-F	69 / 1.9	2.2	1.4	1.9	1.3	1.9	1518 / 6.8	7.0	3.9	C KWCY-F
20	KHOT-F	64 / 1.6	0.9	1.2	1.0	1.5	1.2	1034 / 4.6	3.0	5.4	KHOT-F
21	KVVA-F	37 / 1.0	1.2	0.7	1.4	1.3	1.1	582 / 2.6	3.2	2.4	KVVA-F

12+ FM Share (Metro): 77.03% (2395 of 3109) (Winter 97: 76.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKFR-F >>	1 KZZP-F <	1 KZZP-F <	1 KMLE-F	1 KMLE-F <	1 KTAR <	1 KTAR <	1 KFYI <	1 KMLE-F <	1 KKFR-F <	1 KOY <
2 KPTY-F <	2 KUPD-F >	2 KMLE-F	2 KZZP-F <	2 KOOL-F	2 KOY	2 KESZ-F <	2 KMLE-F	2 KZZP-F	2 KTAR	2 KKFR-F <
3 KZZP-F >	3 KKFR-F <	3 KUPD-F	3 KDKB-F <	3 KZZP-F <	3 KOOL-F <	3 KEDJ-F <	3 KOY <	3 KKFR-F <	3 KZZP-F	3 KNIX-F <
	4 KMLE-F <	4 KDKB-F <	4 KOOL-F <	4 KESZ-F	4 KFYI <	4 KMLE-F	4 KZZP-F <	4 KOOL-F <	4 KMLE-F	4 KZZP-F <
	5 KZON-F	5 KOOL-F	5 KUPD-F <	KDKB-F <	5 KNIX-F	5 KNIX-F	5 KESZ-F	5 KNIX-F <	5 KUPD-F <	5 KMLE-F
	6 KEDJ-F >	KKFR-F	6 KESZ-F <	6 KUPD-F <	KESZ-F <	KUPD-F <	6 KNIX-F	6 KOY	6 KOOL-F <	KTAR <
	7 KDKB-F	KESZ-F <	7 KZON-F <	7 KYOT-F <	7 KMLE-F <	7 KOOL-F <	KOOL-F <	KFYI <	7 KPTY-F <	7 KOOL-F
	8 KESZ-F	8 KZON-F	8 KYOT-F	8 KNIX-F <	8 KYOT-F	8 KZZP-F <	8 KUPD-F <	8 KESZ-F	8 KFYI	8 KUPD-F <
	9 KNIX-F <	9 KEDJ-F		9 KZON-F <		9 KKFR-F <	9 KTAR <	KTAR <		9 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+ Ovrite
1 KZZP-F	1 KZZP-F >	1 KZZP-F >	1 KZZP-F	1 KESZ-F	1 KUPD-F >	1 KUPD-F >>	1 KUPD-F >>	1 KUPD-F >	1 KUPD-F	1 KTAR >
2 KKFR-F <	2 KMLE-F	2 KMLE-F	2 KMLE-F	KMLE-F <	2 KEDJ-F	2 KZON-F	2 KDKB-F <	2 KDKB-F	2 KDKB-F <	2 KFYI <
3 KMLE-F >	3 KKFR-F	3 KZON-F >	3 KESZ-F >	3 KZZP-F	3 KKFR-F	KKFR-F <	3 KZON-F	3 KMLE-F <	3 KOOL-F	3 KNIX-F <
4 KESZ-F <	4 KZON-F	4 KEDJ-F <	4 KKFR-F	4 KKLT-F	4 KPTY-F <	4 KZZP-F <	4 KZZP-F <	4 KZON-F <	4 KMLE-F <	4 KMLE-F <
5 KUPD-F	5 KESZ-F <	5 KESZ-F <	5 KOOL-F	5 KOOL-F <	5 KZZP-F	5 KEDJ-F	5 KKFR-F	5 KEDJ-F	5 KFYI	
6 KEDJ-F	6 KEDJ-F	6 KKFR-F <	KKLT-F	6 KNIX-F	6 KZON-F	6 KDKB-F	6 KEDJ-F <	KOOL-F	6 KYOT-F <	
7 KPTY-F	7 KUPD-F	7 KNIX-F	7 KZON-F <	7 KYOT-F	7 KMLE-F	7 KMLE-F	7 KMLE-F <	7 KZZP-F <	7 KZON-F <	
	8 KNIX-F <	8 KWCY-F <	8 KNIX-F <	8 KZON-F	8 KPTY-F	8 KFYI	8 KKFR-F <	8 KTAR		
	9 KWCY-F		9 KYOT-F <	KKFR-F			9 KFYI <			

# PHOENIX

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>Chancellor</b> KISD-AM, KMLE-FM, KOOL-FM, KOY-AM, KYOT-FM, KZON-FM	23.8 %	24.1 %	25.8 %	KCWW	C/O	1580	Tempe	0.4	0.8
<b>Jacor, pend.</b> KGLQ-FM, KZZP-FM	8.1 %	9.3 %	8.1 %	KFNN	T	1510	Mesa	0.3	1.5
<b>New Century</b> KDDJ-FM, KEDJ-FM, KGME-AM, KHOT-FM	5.4 %	6.0 %	3.2 %	KGME	SPRTS	1360	Glendale	0.7	3.0
<b>OwensMAC (JOA)</b> KCWW-AM, KESZ-FM, KNIX-FM, KWCY-FM	12.6 %	12.0 %	17.1 %	KISO	B/AC	1230	Phoenix	0.3	1.0
<b>Pultzer</b> KKLT-FM, KMVP-AM, KTAR-AM	9.5 %	7.9 %	13.7 %	KMJK-F	B	106.9	Buckeye	0.3	1.1
<b>Sandusky</b> KDKB-FM, KDUS-AM, KSLX-AF, KUPD-FM	10.2 %	13.7 %	17.5 %	KMVP	SPRTS	860	Phoenix	0.4	2.2
				KMYL-AF	ST	1190	Tolleson	0.7	1.8
				KPHX	SP	1480	Phoenix	0.5	0.9
				KSUN	SP	1400	Phoenix	0.5	1.0
				KXAM	T	1310	Mesa	0.3	1.4
				<b>Other Rated Stations--Outside Market</b>				Metro Share	Cume Rating
	69.6 %	73.0 %	85.4 %	KAHM-F	EZ	102.1	Prescott	0.4	1.2

### AM Stations

KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	\$88.00	D&R	Broadcast Group	
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	Pultzer	

### FM Stations

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	
KGLQ	96.9	100 kw @ 1560	Classic Hits		\$77.00	Mc-Guild	Jacor, pend.	
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	Broadcast Group	
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Pultzer	
KMLE	107.9	100 kw @ 1736	Country		\$214.00	Sentry	Chancellor	
KNIX	102.5	100 kw @ 1620	Country		\$214.00	Katz	OwensMAC	
KOOL	94.5	100 kw @ 1655	Oldies		\$145.00	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
KVVA	107.1	25 kw @ 312	Hispanic		\$ NA	Lotus	Z-Spanish	Apache Junction
KWCY	103.5	62 kw @ 2428	Country		\$35.00	Katz	OwensMAC	Glendale
KYOT	96.5	100 kw @ 1570	Jazz		\$80.00	Sentry	Chancellor	
KZON	101.5	100 kw @ 1740	Progressive AOR		\$70.00	Sentry	Chancellor	
KZZP	104.7	100 kw @ 1550	CHR/AC		\$85.00	Mc-Guild	Jacor, pend.	

Notes: 3/98 KISO (1230) changed from Black AC to Classic Country . . . 4/98 The Arizona Cardinals of the NFL will move from KGLQ-F to KDUS (1060)/KSLX-AF beginning with the 1998 season . . . 4/98 KIDR (740) sold by Children's to Catholic as part of a \$57,500,000 group sale

Jim Duncan

Comments: KMLE-F is back in the 12+ lead as KNIX-F caught a terrible book – the latter slipped to its lowest share in twenty years . . . KZZP-F rose to its highest share in many years . . . KESZ-F is at record-high share levels

# PITTSBURGH

Arbitron Rank: 20 Pop (12+): 2,014,200	Stations: 30 / 28	Last Year's Revenue: \$87,500,000
MSA Rank: 19	Diaries: 3,353/601:1/62.6%	Household Income: \$41,036
MSA Pop: 2,370,000	Sample Target: 3,300	Total Retail Sales: \$23.1 Bil.
DMA: 19	% Below Line: 1.2	#1 Biller: KDKA \$13,700,000
Average Persons Rating: 17.3	% Not Listed: 12.5	#1 Billing Portfolio:
Market TSL in Hours: 22.75	Pop per Station: 71,936	Chancellor/Capstar \$39,400,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KDKA	N/T	441 / 12.6	12.4	11.9	13.7	12.2	12.7	5078 / 25.2	24.0	24.8	I	KDKA
2	WDVE-F	AOR	299 / 8.6	9.2	9.0	8.8	9.0	8.9	4260 / 21.2	18.6	19.3	I	WDVE-F
3	WDSY-F	C	258 / 7.4	7.4	8.1	8.3	7.3	7.8	3330 / 16.5	14.5	15.0	H	WDSY-F
4	WBZZ-F	CHR	242 / 6.9	6.5	6.5	7.2	6.3	6.8	4389 / 21.8	21.9	12.8	H	WBZZ-F
5	WJAS	ST	216 / 6.2	5.2	5.0	4.3	4.5	5.2	1935 / 9.6	9.0	9.1	C	WJAS
6	WWSW-AF	O	197 / 5.6	5.4	6.3	5.9	5.3	5.8	3287 / 16.3	16.3	15.7	H	WWSW-AF
7	WSHH-F	SAC	189 / 5.4	4.6	4.1	4.4	5.4	4.6	2628 / 13.0	11.4	12.8	F	WSHH-F
8	WLTJ-F	SAC	154 / 4.4	3.9	3.6	3.7	4.3	3.9	2248 / 11.2	11.5	13.2	D	WLTJ-F
9	WAMO-FF	B	149 / 4.3	3.4	4.0	3.1	3.4	3.7	2010 / 10.0	8.5	8.1	E	WAMO-FF
10	WXDX-F	AOR-NR	147 / 4.2	5.0	4.8	5.0	5.3	4.8	2842 / 14.1	15.6	14.1	F	WXDX-F
11	WZPT-F	CL HITS	135 / 3.9	3.5	3.1	3.2	2.5	3.4	2463 / 13.2	12.2	9.3	D	WZPT-F
12	WDRV-F	AC-NR	99 / 2.8	3.2	3.5	3.1	3.3	3.2	2636 / 12.1	15.2	13.4	G	WDRV-F
	WJJJ-F	J	99 / 2.8	3.5	3.3	3.7	3.8	3.3	1680 / 8.3	8.2	10.3	D	WJJJ-F
14	WRRK-F	CL AOR	94 / 2.7	2.4	2.8	3.1	2.6	2.8	2065 / 10.3	8.6	11.2	D	WRRK-F
15	WASP-F	C	61 / 1.7	1.5	1.0	1.5	1.0	1.4	659 / 3.3	3.1	2.6		WASP-F
16	WTAE	SPRTS	48 / 1.4	3.4	3.6	3.5	3.8	3.0	1446 / 7.2	12.2	12.3	G	WTAE
17	KQV	N	45 / 1.3	1.2	1.1	1.0	1.1	1.1	947 / 4.7	4.9	5.1	C	KQV

12+ FM Share (Metro): 72.52% ( 2217 of 3057 ) ( Winter 97: 71.54% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBZZ-F	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 KDKA >	1 KDKA >	1 KDKA	1 KDKA	1 KDKA	1 KDKA >
2 WAMO-FF >>	2 WBZZ-F <	2 WBZZ-F	2 WBZZ-F	2 WBZZ-F <	2 WJAS	2 WDVE-F	2 WDVE-F <	2 WDVE-F	2 WDVE-F	2 WDSY-F
3 WXDX-F >>>	3 WXDX-F	3 WDSY-F	3 WDSY-F	3 WDSY-F	3 WDSY-F <	3 WBZZ-F	3 WDSY-F	3 WDSY-F <	3 WAMO-FF	3 WWSW-AF
	4 WDSY-F <	4 WZPT-F <	4 WZPT-F <	4 WWSW-AF <	4 WWSW-AF	4 WDSY-F	WJAS	4 WBZZ-F <	4 WBZZ-F <	WBZZ-F <
	5 WZPT-F <	5 WXDX-F	5 WWSW-AF	5 KDKA	5 WSHH-F <	5 WXDX-F	5 WSHH-F <	5 WJAS	5 WSHH-F	5 WJAS <
	6 WAMO-FF	6 WWSW-AF <	6 WSHH-F	6 WSHH-F <	6 WDVE-F	6 WRRK-F <	6 WWSW-AF <	6 WSHH-F <	6 WDSY-F	6 WDVE-F
	7 WDRV-F	7 WSHH-F <	WXDX-F	7 WZPT-F	7 WLTJ-F <	7 WWSW-AF <	7 WBZZ-F	7 WAMO-FF <	7 WXDX-F	7 WAMO-FF
			KDKA	8 WLTJ-F <		8 WSHH-F	8 WLTJ-F	8 WWSW-AF <	8 WWSW-AF <	8 WSHH-F
						WJAS				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBZZ-F <	1 WBZZ-F >	1 WBZZ-F >	1 WBZZ-F >	1 WBZZ-F	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >	1 KDKA >>
2 WAMO-FF >	2 WDVE-F	2 WDVE-F <	2 WSHH-F <	2 WSHH-F <	2 WXDX-F	2 WXDX-F >	2 WXDX-F >	2 WXDX-F	2 KDKA <	2 WAMO-FF
3 WXDX-F <	3 WZPT-F	3 WZPT-F <	3 WDSY-F <	3 WDSY-F <	3 WAMO-FF	3 WDSY-F	3 WDSY-F	3 WDSY-F	3 WDSY-F <	3 WDSY-F <
4 WSHH-F	WDRV-F <	4 WDSY-F	4 WLTJ-F <	4 WLTJ-F <	4 WBZZ-F	4 WBZZ-F	4 WZPT-F	4 WZPT-F	4 WXDX-F <	
5 WDVE-F	5 WAMO-FF <	WDRV-F	5 WDVE-F <	5 WWSW-AF	5 WDSY-F	WZPT-F <	5 WBZZ-F	5 KDKA	5 WWSW-AF	
6 WDRV-F <	6 WDSY-F <	6 WSHH-F	6 WZPT-F <	6 WDVE-F <	6 WAMO-FF	6 WDRV-F	WBZZ-F <	6 WZPT-F <	6 WZPT-F <	
7 WZPT-F	7 WSHH-F <	7 WXDX-F	7 WWSW-AF <	7 WZPT-F <			7 WRRK-F <	7 WRRK-F <	7 WRRK-F <	
	8 WXDX-F	WLTJ-F	8 WDRV-F	8 KDKA	WDRV-F		8 WWSW-AF	8 WBZZ-F	8 WBZZ-F	

Other Rated Stations	Metro Share	Cume Rating
WAMO	B/A/C	860 Pittsburgh 0.4 1.0
WBUT	AC	1050 Butler 0.4 1.0
WESA-F	CHR	98.3 Charleroi 0.5 2.0
WJPA	O	1450 Washington 0.1 0.6
WJPA-F	O	95.3 Washington 0.4 1.5
WMBS	FS	590 Uniontown 0.7 1.6
WORD-F	REL	101.5 Pittsburgh 0.9 3.6
WPGR	B/G	1080 Pittsburgh 0.4 0.7
WPIT	REL	730 Pittsburgh 0.3 1.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WQXK-F	C	105.1 Salem, OH 0.5 1.0
WRKY-F	C	103.5 Steubenville, OH 0.7 2.4

# PITTSBURGH

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM	30.8 %	28.4 %	36.9 %
<b>Chancellor/Capstar</b> WDRV-FM, WDVE-FM, WJJJ-FM, WTAE-AM, WWSW-AF, WXDX-FM	25.4 %	33.8 %	45.0 %
<b>Frischling</b> WLTJ-FM, WRRK-FM	7.1 %	8.9 %	6.1 %
<b>Renda</b> WJAS-AM, WPTT-AM, WSHH-FM	11.6 %	7.2 %	6.5 %
	<b>74.9 %</b>	<b>78.3 %</b>	<b>94.5 %</b>

## 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	—	
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied	Renda
WTAE	1250	5 kw (DA-N)	Sports	ABC, Westwd	\$88.00	Katz	Capstar
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	19 kw @ 794	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
WSSZ	107.1	1.6 kw @ 449	See WAMO-F				Greensburg
WWSW	94.5	50 kw @ 810	Oldies	ABC	\$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: 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 sale: WDVE-F; WXDX-F; WDRV-F; WJJJ-F . . . 3/98 WVTY-F changed calls to WDRV-F ("The River") . . . WBUT/WLER-F/WISR (all in Butler) sold for \$1,327,804 . . . 4/98 WIXZ (1360) changed from Sports to Talk as WPTT . . . 4/98 WXVX (1510; Monroeville) sold to Mortenson for \$235,000 . . . 4/98 WXVX changed from AC to Sheridan Gospel Network's Black Gospel format

Jim Duncan

Comments: Listening levels are steady . . . WJAS is at its highest share in many years . . . WTAE dropped sharply after eliminating most of its non-Sports programming

PORTLAND, OR

Arbitron Rank: 24 Pop (12+): 1,674,400  
 MSA Rank: 27  
 MSA Pop: 1,820,000  
 DMA: 24  
 Average Persons Rating: 14.1  
 Market TSL In Hours: 19.25

Stations: 23 / 22  
 Diaries: 2,711/618:1/56.8%  
 Sample Target: 2,690  
 % Below Line: 0.8  
 % Not Listed: 16.9  
 Pop per Station: 76,109

Last Year's Revenue: \$91,800,000  
 Household Income: \$4,350  
 Total Retail Sales: \$21.4 Bil.  
 #1 Biller: KKCW-F \$10,350,000  
 #1 Billing Portfolio: Jacor \$26,090,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KKRZ-F	CHR	263 / 10.7	9.6	9.5	9.3	7.9	9.8	4088 / 24.4	23.3	20.8	H	KKRZ-F
2	KKCW-F	AC	159 / 8.7	5.1	6.7	6.1	7.3	6.2	2425 / 14.5	12.4	14.4	I	KKCW-F
3	KEX	FS	139 / 6.9	5.7	4.4	4.8	6.9	5.2	2383 / 14.2	15.1	15.5	G	KEX
4	KWJJ-F	C	131 / 5.5	5.3	5.1	5.3	6.5	5.3	2357 / 14.1	12.7	15.1	G	KWJJ-F
5	KUPL-F	C	128 / 5.4	6.4	5.5	5.9	5.5	5.8	2093 / 12.5	13.5	13.7	H	KUPL-F
6	KKSN-F	O	125 / 6.3	6.3	5.6	5.4	4.6	5.6	2372 / 14.2	16.6	14.9	G	KKSN-F
7	KGON-F	CL AOR	120 / 5.1	4.8	5.2	5.2	4.0	5.1	2238 / 13.4	14.4	13.3	H	KGON-F
8	KUFO-F	AOR	119 / 5.0	4.3	4.7	4.4	4.2	4.6	2000 / 11.9	11.5	13.3	G	KUFO-F
9	KXL	N/T	90 / 3.8	3.9	5.5	5.4	6.4	4.7	1680 / 10.0	11.6	14.4	G	KXL
10	KKJZ-F	J	89 / 3.8	2.9	4.5	3.4	3.7	3.6	1327 / 7.9	7.9	8.0	E	KKJZ-F
11	KEWS	N/T	81 / 3.4	4.1	2.6	2.5	2.4	3.2	1434 / 8.6	9.3	6.6	C	KEWS
12	KKRH-F	CL HITS	80 / 3.4	3.2	3.1	3.3	2.6	3.3	1813 / 9.8	9.8	9.1	E	KKRH-F
13	KNRK-F	AOR-NR	71 / 3.0	2.9	3.1	2.9	2.9	3.0	1604 / 9.6	10.7	9.9	D	KNRK-F
14	KINK-F	AOR-P	68 / 2.8	3.4	3.4	3.5	3.5	3.3	1209 / 7.2	9.2	8.3	G	KINK-F
	KKSN	ST	68 / 2.8	3.2	2.6	2.9	3.0	2.9	901 / 5.4	6.2	6.5	C	KKSN
16	KBBT-F	AC-NR	63 / 2.7	2.3	3.0	3.6	3.3	2.9	1719 / 10.3	10.3	11.0	E	KBBT-F
17	KFXX	SPRTS	42 / 1.8	1.8	1.9	0.8	1.3	1.6	680 / 4.1	5.3	3.6	C	KFXX
18	KXL-F	AOR-P	38 / 1.6	2.3	2.4	2.3	2.4	2.1	1028 / 6.1	8.3	9.1	D	KXL-F
19	KPDQ-F	REL	36 / 1.5	1.5	1.4	1.1	1.9	1.4	699 / 4.2	3.6	5.2		KPDQ-F
20	KOTK	T	27 / 1.1	1.4	1.0	1.1	1.5	1.1	589 / 3.5	3.5	3.6	A	KOTK

12+ FM Share (Metro): 75.98% (1493 of 1965) (Winter 97: 71.73%)

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 KKRZ-F <	1 KKCW-F	1 KEX <	1 KKRZ-F	1 KKCW-F <	1 KKRZ-F >	1 KKRZ-F >>	1 KKRZ-F >
2 KUFO-F <	2 KUFO-F	2 KKCW-F <	2 KKCW-F <	2 KKRZ-F <	2 KKCW-F	2 KEX <	2 KKRZ-F	2 KKCW-F	2 KEX	2 KUPL-F <
3 KNRK-F >	3 KWJJ-F	3 KGON-F <	3 KGON-F	3 KGON-F	3 KKS-F	3 KKCW-F <	3 KWJJ-F <	3 KKS-F	3 KUFO-F <	3 KWJJ-F
	4 KGON-F <	4 KUFO-F <	4 KUFO-F	4 KKS-F	4 KUPL-F <	4 KGON-F	4 KKS-F	4 KKS-F	4 KNRK-F <	4 KKS-F <
5 KNRK-F	5 KWJJ-F	5 KKS-F	5 KUFO-F <	5 KXL <	5 KWJJ-F <	5 KEWS <	5 KUPL-F <	5 KUPL-F <	5 KWJJ-F	5 KKCW-F <
	KBBT-F	6 KUPL-F <	KUPL-F <	6 KUPL-F <	6 KKJZ-F <	6 KUPL-F <	6 KEX	6 KUFO-F <	6 KUPL-F <	6 KUFO-F
7 KUPL-F	7 KKS-F	7 KKRH-F <	7 KWJJ-F	7 KGON-F <	7 KKS-F	KUPL-F	7 KGON-F <	7 KGON-F <	7 KGON-F <	7 KKS-F
8 KKCW-F	KKRH-F	8 KWJJ-F	KEX <	8 KEWS <	KXL <	8 KUFO-F	8 KWJJ-F <	8 KEWS	8 KKJZ-F	8 KKJZ-F
			9 KKRH-F		9 KUFO-F	KGON-F	9 KKJZ-F			KEX <

Wom 18-24	Wom 18-34	Wom 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 KKRZ-F >	1 KUFO-F <	1 KUFO-F >	1 KUFO-F <	1 KGON-F	1 KKRZ-F >
2 KWJJ-F >	2 KWJJ-F <	2 KKCW-F >	2 KKCW-F >	2 KKRZ-F >	2 KUFO-F >	2 KKRZ-F >	2 KKRZ-F	2 KGON-F	2 KUFO-F	2 KEX
3 KNRK-F	3 KKCW-F	3 KUPL-F <	3 KWJJ-F	3 KKS-F <	3 KWJJ-F	3 KGON-F <	3 KGON-F	3 KKRZ-F	3 KKS-F <	3 KXL <
	KBBT-F >	4 KBBT-F	4 KWJJ-F <	4 KUPL-F	4 KNRK-F >	4 KWJJ-F	4 KUPL-F	4 KWJJ-F <	4 KKRH-F <	4 KWJJ-F >
		5 KNRK-F	5 KKS-F <	5 KKJZ-F <	5 KBBT-F >	5 KNRK-F <	5 KWJJ-F <	5 KKRH-F	5 KKRZ-F <	
		6 KUPL-F <	6 KKRH-F	6 KGON-F	6 KEX <	6 KUPL-F <	6 KBBT-F	6 KKS-F <	6 KEX	
		7 KGON-F <	7 KUFO-F	7 KKJZ-F	7 KWJJ-F <	7 KBBT-F	7 KNRK-F <	7 KUPL-F	KWJJ-F <	
		8 KUFO-F	KBBT-F <	8 KINK-F <	9 KGON-F <	8 KKRH-F	8 KKCW-F <	8 KKCW-F <	8 KKCW-F <	
								9 KUPL-F		

Other Rated Stations	Metro Share	Cume Rating
KPDQ	REL 800	Portland 0.2 1.5
KUPL	C/O 970	Portland 0.9 2.4

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KRKT-F	C 99.9	Albany 0.8 1.2

# PORTLAND, OR

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM	20.6 %	22.6 %	27.3 %
<b>Entercom</b> KFXX-AM, KGON-FM, KKRH-FM, KKSJ-AM, KKSJ-FM, KNRK-FM	21.4 %	24.0 %	25.8 %
<b>Jacor</b> KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM	26.7 %	24.9 %	28.4 %
	<b>68.7 %</b>	<b>71.5 %</b>	<b>81.5 %</b>

## AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Address
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	Sinclair Best Gp 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	Alexander

## FM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Address
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
KKRH	105.1	100 kw @ 1840	Classic Hits		\$77.00	Christal	Sinclair Best Gp Salem
KKRZ	100.3	100 kw @ 1434	CHR		\$120.00	Katz	Jacor
KKSJ	97.1	100 kw @ 1268	Oldies	Westwd	\$118.00	Christal	Sinclair Best Gp
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$68.00	CBS	Entercom Camas, WA
KPDQ	93.7	100 kw @ 1268	Religion		\$23.00	Salem	Salem
KUFO	101.1	100 kw @ 1640	AOR		\$110.00	Katz	CBS
KUPL	98.7	37 kw @ 1443	Country	AP	\$155.00	Katz	CBS
KWJJ	99.5	52 kw @ 1268	Country		\$155.00	—	Fisher
KXL	95.5	100 kw @ 990	Progressive AOR		\$60.00	Mc-Guild	Alexander

Notes: 3/98 KKEY (1150) changed calls to KKGJ . . . 3/98 KFXX & KKSJ swapped facilities: KFXX is now at 910; KKSJ, at 1520

Jim Duncan

Comments: Listening levels are down moderately from already-low levels . . . KKRZ-F broke into double figures for its highest share in more than three years; this is the first time a Portland station has been in double figures in at least four years . . . KINK-F has its lowest share in many years; that's too bad



# PROVIDENCE

Arbltron Rank: 31 Pop (12+): 1,264,000	Stations: 39 / 23	Last Year's Revenue: \$40,900,000
MSA Rank: 63	Diaries: 1,764/717:1/51.7%	Household Income: \$44,331
MSA Pop: 907,000	Sample Target: 1,760	Total Retail Sales: \$13.2 Bil.
DMA: 46	% Below Line: 17.6	#1 Biller: WHJY-F \$5,200,000
Average Persons Rating: 16.2	% Not Listed: 9.9	#1 Billing Portfolio: Citadel \$14,600,000
Market TSL in Hours: 21.50	Pop per Station: 54,957	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WWLI-F	188 / 9.2	7.9	7.5	7.6	8.8	8.0	2585 / 20.4	18.5	18.0	G	WWLI-F
2	WPRO-F	150 / 7.3	5.3	5.6	7.8	5.7	6.5	2741 / 21.7	19.0	21.9	F	WPRO-F
3	WHJY-F	133 / 6.5	7.3	7.7	6.1	6.9	6.9	2084 / 18.5	16.7	16.9	F	WHJY-F
4	WWBB-F	120 / 5.9	6.1	6.5	7.1	6.2	6.4	1913 / 15.1	16.2	14.6	G	WWBB-F
5	WCTK-F	105 / 5.1	6.0	4.5	3.8	5.3	4.9	1334 / 10.6	12.3	11.5	D	WCTK-F
6	WLKW	101 / 4.9	2.9	0.5	0.4	0.4	2.2	926 / 7.3	7.0	1.3	A	WLKW
7	WSNE-F	100 / 4.9	4.6	5.1	5.5	5.1	5.0	1766 / 14.0	14.2	15.6	E	WSNE-F
8	WWKX-FF	91 / 4.4	4.1	3.7	3.6	4.9	4.0	1625 / 12.9	13.4	13.0	C	WWKX-FF
9	WPRO	90 / 4.4	5.3	5.4	4.2	4.2	4.8	1352 / 10.7	14.0	12.8	D	WPRO
10	WHJJ	86 / 4.2	4.1	3.1	3.4	3.3	3.7	1023 / 8.1	8.9	7.9	D	WHJJ
11	WBRU-F	68 / 3.3	3.4	3.0	2.8	3.6	3.1	1585 / 12.5	14.5	12.6	C	WBRU-F
12	WWRX-F	64 / 3.1	3.8	3.4	3.8	3.7	3.5	1695 / 13.4	14.9	14.8	E	WWRX-F
13	WCRB-F	47 / 2.3	2.5	2.2	1.9	1.2	2.2	807 / 6.4	7.3	4.2		WCRB-F
14	WHKK-F	38 / 1.9	1.0	1.1	1.8	0.9	1.4	745 / 5.9	4.6	4.4	B	WHKK-F
15	WJMN-F	36 / 1.8	2.0	2.5	1.3	1.3	1.9	1037 / 8.2	9.6	9.0		WJMN-F
	WBSM	36 / 1.8	1.2	1.5	1.1	1.0	1.4	283 / 2.2	2.2	1.9		WBSM
17	WFHN-F	35 / 1.7	3.0	1.7	1.9	1.0	2.1	634 / 5.0	6.0	4.7		WFHN-F

12+ FM Share (Metro): 77.87% (1439 of 1848) (Winter 97: 75.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWKX-FF >>	1 WHJY-F <	1 WPRO-F <	1 WWLI-F <	1 WWLI-F	1 WWLI-F	1 WWLI-F <	1 WWLI-F >	1 WWLI-F	1 WWKX-FF >	1 WWLI-F <
2 WPRO-F	2 WPRO-F >	2 WHJY-F <	2 WHJY-F <	2 WPRO-F <	2 WWBB-F <	2 WPRO-F	2 WPRO-F <	2 WHJY-F	2 WWLI-F	2 WPRO-F
3 WJMN-F >	3 WWLI-F <	3 WWLI-F	3 WPRO-F	3 WHJY-F <	3 WLKW	3 WPRO	3 WHJY-F <	3 WPRO-F	3 WHJY-F <	3 WCTK-F
4 WWKX-FF	4 WSNE-F	4 WSNE-F	4 WSNE-F <	4 WWBB-F	4 WPRO <	4 WHJY-F	4 WWBB-F	4 WWBB-F <	4 WPRO-F	4 WWBB-F <
5 WSNE-F	5 WWBB-F	5 WWBB-F	5 WSNE-F	5 WSNE-F	5 WCTK-F	WWBB-F <	5 WLKW <	5 WHJJ	5 WWBB-F	5 WBRU-F <
6 WBRU-F >	6 WWKX-FF <	6 WWRX-F	6 WWRX-F	6 WCTK-F <	WHJJ >	6 WLKW <	6 WHJJ	6 WWKX-FF <	6 WCTK-F	6 WHJY-F <
	7 WBRU-F <	7 WCTK-F	7 WWRX-F	7 WWRX-F	7 WPRO-F <	7 WWRX-F <	WSNE-F <	7 WCTK-F <	7 WCTK-F <	7 WLKW <
	8 WWRX-F	WBRU-F	8 WBRU-F	8 WSNE-F	8 WSNE-F	8 WPRO	8 WSNE-F	8 WSNE-F	8 WSNE-F	8 WSNE-F
							WCTK-F >			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmta
1 WPRO-F	1 WPRO-F >	1 WPRO-F	1 WPRO-F	1 WWLI-F	1 WHJY-F	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >>	1 WHJY-F >	1 WWLI-F <
2 WWKX-FF	2 WWLI-F	2 WWLI-F >	2 WWLI-F	2 WPRO-F	2 WWKX-FF >	2 WPRO-F <	2 WPRO-F	2 WWLI-F <	2 WWBB-F	2 WBZ <
3 WFHN-F	3 WSNE-F <	3 WSNE-F	3 WSNE-F >	3 WSNE-F	3 WBRU-F	3 WWKX-FF	3 WBCN-F	3 WPRO-F <	3 WWLI-F	3 WHJY-F <
4 WWLI-F	4 WWKX-FF	4 WBRU-F >	4 WWBB-F	4 WWBB-F >	4 WPRO-F	4 WBRU-F	4 WAAF-F	4 WWRX-F <	4 WWRX-F <	4 WPRO <
5 WSNE-F	5 WBRU-F <	5 WCTK-F	5 WWKX-FF	5 WCTK-F	5 WSNE-F	5 WSNE-F	WWLI-F	5 WWBB-F	5 WPRO-F	5 WWKX-FF
6 WHJY-F	6 WFHN-F	6 WHJY-F	6 WBRU-F <	6 WBRU-F <	WWLI-F	WAAF-F	WSNE-F	6 WBRU-F <	6 WCTK-F <	6 WCTK-F <
	7 WHJY-F >	WWBB-F	7 WHJY-F <	7 WWRX-F <	WAAF-F	WWLI-F	7 WBRU-F	7 WWKX-FF	7 WSNE-F <	7 WSNE-F <
			8 WFHN-F	8 WHJY-F >			WWRX-F	WSNE-F	8 WHKK-F <	
			WCTK-F							

Other Rated Stations	Metro Share	Cume Rating
WADK	T 1540	Newport 0.5 0.8
WARV	REL 1590	Warwick 0.4 1.5
WJFD-F	E 97.3	New Bedford 0.5 0.9
WNRI	T 1380	Woonsocket 0.6 1.3
WSAR	T 1480	Fall River, MA 0.4 1.4
WSKO	SPRTS 790	Providence 0.3 1.5
WXEX-F	AOR-NR 99.7	Wakefield 1.3 7.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAAF-F	AOR-NR 107.3	Worcester, MA 1.5 3.4
WBCN-F	AOR 104.1	Boston 1.4 4.2
WBMX-F	AC 98.5	Boston 0.9 5.0
WBOS-F	AOR-P 92.9	Brookline, MA 1.2 4.2
WBZ	N/T 1030	Boston 1.6 5.4
WCIB-F	CL AOR 101.9	Falmouth, MA 1.3 3.1
WEEI	SPRTS 850	Boston 0.8 2.2
WMJX-F	AC 106.7	Boston 0.7 2.7
WODS-F	O 103.3	Boston 0.7 3.7
WPLM-F	J 99.1	Plymouth, MA 1.3 3.1
WROR-F	AC 105.7	Frammingham, MA 0.5 2.5
WXKS-F	CHR 107.9	Medford, MA 0.6 3.0
WZLX-F	CL AOR 100.7	Boston 1.0 3.0

# PROVIDENCE

Consolidation Report	12+	25-54	Revenue
<b>Back Bay</b> WAKX-FM, WLKW-AM, WWKX-FM	9.3 %	3.0 %	4.9 %
<b>Capstar</b> WHJJ-AM, WHJY-FM, WSNE-FM	15.6 %	16.9 %	29.3 %
<b>Citadel</b> WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM, WXEX-FM	24.4 %	25.1 %	35.7 %
<b>Clear Channel</b> WWBB-FM, WWRX-FM	9.0 %	12.5 %	19.1 %
	<b>58.3 %</b>	<b>57.5 %</b>	<b>89.0 %</b>

## AM Stations

Station	Power	Frequency	Format	Comments	Advertiser	Agency	Market
WBSM	1420	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	\$ NA	Mc-Guild	New Bedford
WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00	Katz	Capstar
WLKW	550	1 kw/0.5 kw (DA-N)	Standards			Christal	Back Bay
WPRO	630	5 kw (DA-N)	Talk	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel

## FM Stations

Station	Power	Frequency	Format	Comments	Advertiser	Agency	Market
WAKX	102.7	1.95 kw @ 226	See WWKX-F				Narragansett Pier
WBRU	95.5	20 kw @ 440	New Rock		\$45.00	—	
WCTK	98.1	47 kw @ 510	Country		\$50.00	D&R	New Bedford
WFHN	107.1	2.4 kw @ 348	CHR		\$ NA	Mc-Guild	Fairhaven, MA
WHJY	94.1	50 kw @ 440	AOR		\$114.00	D&R	Capstar
WHKK	100.3	3.9 kw @ 236	Classic Hits		\$ NA	Katz	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
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Cir Chnl	Clear Channel
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$45.00	Christal	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	Cir Chnl	Clear Channel
WXEX	99.7	2.3 kw @ 535	New Rock		\$44.00	Katz	Wakefield

Notes: WCRB-F, WJMN-F – See Boston . . . 3/98 WRCP (1290) sold to Boston University for \$1,975,000 . . . 3/98 WRCP changed from Foreign Language to News/Talk as WRNI . . . 3/98 WHIM (1450) changed calls to WDYZ; remains Children's

Jim Duncan

Comments: Listeners have found WLKW at 550 and audience is back to the traditional levels the station had at 790 . . . Meanwhile, the Sports programming on 790 is going nowhere

# RALEIGH-DURHAM

Arbitron Rank: 48 Pop (12+): 896,300	Stations: 32 / 24	Last Year's Revenue: \$54,103,000
MSA Rank: 55	Diaries: 2,146/418:1/56.4%	Household Income: \$46,664
MSA Pop: 1,070,000	Sample Target: 2,060	Total Retail Sales: \$11.9 Btl.
DMA: 30	% Below Line: 5.7	#1 Biller: WDCG-F \$8,500,000
Average Persons Rating: 15.2	% Not Listed: 21.9	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 37,346	Capstar \$22,400,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WQOK-F	B	105 / 7.7	9.2	7.6	9.4	9.3	8.5	1473 / 16.4	17.6	17.0	G	WQOK-F
	WDCG-F	CHR	105 / 7.7	7.3	8.4	7.8	8.6	7.8	2072 / 23.1	23.7	23.6	H	WDCG-F
3	WPTF	FS/T	91 / 6.7	5.6	6.6	6.3	6.3	6.3	1268 / 14.2	13.3	13.1	F	WPTF
4	WRAL-F	AC/CHR	85 / 6.3	6.6	6.3	6.3	7.4	6.4	2020 / 22.5	22.8	22.3	H	WRAL-F
5	WRDU-F	AOR	82 / 6.0	5.3	6.0	7.1	6.9	6.1	1384 / 15.4	16.2	17.2	G	WRDU-F
6	WFXC-FF	B/AC	75 / 5.5	4.8	7.1	4.7	5.7	5.5	1088 / 12.1	10.9	11.8	E	WFXC-FF
7	WTRG-F	O	74 / 5.4	5.0	5.3	6.3	5.5	5.5	1483 / 16.6	15.5	17.2	G	WTRG-F
8	WQDR-F	C	65 / 4.8	5.5	4.8	5.7	6.0	5.2	1265 / 14.1	13.1	13.7	F	WQDR-F
9	WKIX-FF	C	64 / 4.7	2.4	2.4	2.5	2.0	3.0	1148 / 12.8				WKIX-FF
10	WNNL-AF	B/G	58 / 4.3	3.9	2.2	2.2	2.9	3.1	658 / 7.3				WNNL-AF
11	WBBB-F	AOR	54 / 4.0	5.2	5.5	5.3	5.6	5.0	971 / 10.8	12.9	14.4		WBBB-F
12	WRSN-F	AC	50 / 3.7	4.3	4.4	4.2	3.8	4.1	1021 / 11.4	14.4	13.9	D	WRSN-F
13	WJMH-F	B	33 / 2.4	2.4	2.5	2.9	1.8	2.6	621 / 6.9	6.2	6.4		WJMH-F
14	WRBZ	T	20 / 1.5	0.7	0.5	1.1	1.2	0.9	445 / 5.0	2.7	4.3	A	WRBZ

12+ FM Share (Metro): 83.96% ( 890 of 1060 ) ( Winter 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 WDCG-F	1 WDCG-F	1 WRDU-F <	1 WRDU-F <	1 WPTF	1 WDCG-F	1 WPTF >	1 WDCG-F <	1 WQOK-F >>	1 WQOK-F >
2 WDCG-F >	2 WQOK-F	2 WQOK-F <	2 WDCG-F	2 WDCG-F <	2 WTRG-F	2 WRDU-F	2 WRAL-F <	2 WQOK-F <	2 WDCG-F	2 WDCG-F
3 WRAL-F	3 WRDU-F	3 WRDU-F	3 WFXC-FF <	3 WFXC-FF <	3 WFXC-FF	3 WRAL-F <	3 WDCG-F	3 WRAL-F <	3 WFXC-FF	3 WFXC-FF
	4 WBBB-F <	4 WRAL-F <	4 WQOK-F	4 WQOK-F <	4 WRAL-F	4 WPTF	WTRG-F <	4 WRDU-F <	4 WNNL-AF <	WRAL-F <
	5 WRAL-F >	5 WFXC-FF	5 WRAL-F <	5 WTRG-F <	WNNL-AF <	5 WFXC-FF	5 WQOK-F <	5 WTRG-F <	5 WBBB-F	5 WTRG-F <
	6 WRSN-F <	6 WTRG-F <	6 WTRG-F	6 WRAL-F	6 WQDR-F	WQOK-F	6 WRDU-F	6 WFXC-FF <	WRDU-F <	6 WNNL-AF <
	7 WJMH-F	7 WBBB-F	7 WNNL-AF <	7 WPTF <	7 WKIX-FF <	7 WKIX-FF <	7 WFXC-FF <	7 WKIX-FF <	7 WRAL-F <	7 WQDR-F <
	WKIX-FF <	8 WRSN-F <	8 WBBB-F	8 WNNL-AF	8 WRDU-F	8 WQDR-F	8 WKIX-FF	8 WQDR-F <	8 WJMH-F <	8 WRDU-F <
			WRSN-F <	9 WRSN-F <		WTRG-F	WRSN-F <	9 WBBB-F	9 WPTF <	

Wom 18-24	Wom 18-34	Wom 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 WDCG-F	1 WQOK-F	1 WRDU-F	1 WRDU-F	1 WRDU-F >	1 WRDU-F >	1 WQOK-F >
2 WQOK-F	2 WQOK-F >	2 WQOK-F >	2 WQOK-F <	2 WRAL-F	2 WBBB-F <	2 WQOK-F	2 WDCG-F >	2 WBBB-F <	2 WFXC-FF	2 WPTF
3 WJMH-F	3 WRAL-F >	3 WRAL-F >	3 WRAL-F >	WQOK-F <	3 WRDU-F	WDCG-F <	3 WBBB-F <	3 WQOK-F <	3 WDCG-F <	3 WFXC-FF
4 WRAL-F	4 WRSN-F <	4 WNNL-AF	4 WTRG-F <	4 WNNL-AF <	4 WDCG-F >	4 WBBB-F >>	4 WQOK-F	4 WDCG-F	4 WPTF <	4 WNNL-AF
5 WKIX-FF	5 WJMH-F <	WQDR-F	5 WRSN-F <	5 WTRG-F	5 WKIX-FF	5 WRAL-F	5 WFXC-FF	WFXC-FF >	5 WBBB-F <	WKIX-FF
	WRSN-F	6 WKIX-FF	WRSN-F	6 WNNL-AF <	6 WFXC-FF <	6 WQDR-F	WQDR-F <	WPTF	6 WTRG-F <	6 WTRG-F <
	7 WFXC-FF <	7 WFXC-FF	7 WFXC-FF	7 WRSN-F <	7 WRSN-F <	7 WFXC-FF	7 WRAL-F	7 WPTF	7 WQOK-F	7 WRAL-F <
			8 WKIX-FF	8 WQDR-F <		WPTF	WRSN-F	WRAL-F	8 WRAL-F	
			9 WQDR-F <	9 WPTF <				9 WQDR-F <		

Other Rated Stations		Metro Cume Share Rating
WCLY	REL 1550 Raleigh	0.7 0.9
WDNC	N/T 620 Durham	0.9 3.9
WMPM	C 1270 Smithfield	0.8 0.6
WNCA	AC 1570 Siler City	0.4 0.6
WRTP-AA	REL-CC 1530 Chapel Hill	0.4 1.2
WSRC	B/G 1410 Durham	0.6 1.1
WTIK	REL 1310 Durham	0.4 0.7

Other Rated Stations--Outside Market		Metro Cume Share Rating
WHSL-F	C 100.3 High Point	0.4 1.6
WKRR-F	AOR/CL 92.3 Asheboro	0.4 2.0
WKSIF	AC-NR 98.7 Greensboro	0.4 2.0
WMAG-F	AC 99.5 High Point	0.4 2.2
WQMG-F	B/AC 97.1 Greensboro	0.4 1.6
WRCQ-F	AOR 103.5 Dunn	0.7 3.6
WZFX-F	B 99.1 Whiteville	0.7 3.0

# RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue
Capstar WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	22.8 %	26.9 %	41.4 %
Clear Channel WDUR-AM, WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM	17.4 %	19.2 %	18.1 %
Curtis WBBB-FM, WCHL-AM, WKIX-FM, WKXU-FM, WPTF-FM, WQDR-FM	13.6 %	12.1 %	25.9 %
	53.8 %	58.2 %	85.4 %

## AM Stations

Station	Freq	Pwr	Format	Comments	City
WDUR	1490	1 kw	See WNNL-F		Durham
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS \$76.00 Mc-Guild Curtis	
WRBZ	850	10 kw/5 kw (DA-N)	Talk/Sports	Westwd, 1-on-1 \$ NA Allied	

## FM Stations

Station	Freq	Pwr	Format	Comments	City
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 D&R Curtis	Goldsboro
WKXU	101.1	100 kw @ 1190	See WKIX-F		Burlington
WNNL	103.9	7.9 kw @ 577	Black Gospel	ABC \$ NA Clr Chnl Clear Channel	Fuquay-Varina
WQDR	94.7	100 kw @ 1680	Country	Westwd \$83.00 Mc-Guild Curtis	
WQOK	97.5	100 kw @ 981	Black	ABC \$75.00 D&R Clear Channel	S. Boston, VA
WRAL	101.5	100 kw @ 1821	AC/CHR	\$150.00 Katz Capitol	
WRDU	105.1	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 @ 1968	Oldies	ABC \$100.00 Allied Capstar	Rocky Mount

Notes: Other ranked stations – See Greensboro-Winston Salem . . . 1/98 The WKIX-F calls & format moved to 96.9 (ex-WKTC-F); WPCM-F (101.1; Burlington) changed calls to WKXU-F and began simulcasting the new WKIX-F; the 96.1 (ex-WKIX-F) changed to AOR as WBBB-F ("96 Rock") . . . The historic shares for the WKIX-FF simulcast combo represent those of WKTC-F & WPCM-F combined; the historic shares of WBBB-F are those of the former WKIX-F (at 96.1); no historic cume ratings are available . . . 3/98 WZZU-F changed calls to WNNL-F ("The Light"); remains Black Gospel (now simulcast on WDUR) . . . The historic shares of WNNL-AM are those of WDUR & WNNL-F (ex-WZZU-F) combined; no historic cume ratings are available

Jim Duncan

Comments: Listening levels are steady . . . the new WKIX-FF simulcast doubled the combined share of its predecessors, WKTC-F & WPCM-F . . . Black Gospel WNNL-AM continued to grow

# RICHMOND

Arbitron Rank: 56 Pop (12+): 787,200	Stations: 24 / 23	Last Year's Revenue: \$41,000,000
MSA Rank: 62	Diaries: 1,956/402:1/53.9%	Household Income: \$46,206
MSA Pop: 945,000	Sample Target: 1,980	Total Retail Sales: \$9.4 Bil.
DMA: 54	% Below Line: 0.3	#1 Bllier: WKHK-F \$7,000,000
Average Persons Rating: 15.5	% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 34,226	Clear Channel \$18,000,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	W/in 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WKHK-F	129 / 10.6	10.3	10.8	12.9	10.4	11.1	1534 / 19.5	19.3	21.1	H	WKHK-F
2	WCDX-F	123 / 10.1	9.8	11.0	10.7	9.9	10.4	1471 / 18.7	17.7	17.2	F	WCDX-F
3	WTVR-F	122 / 10.0	9.4	9.7	8.0	9.7	9.3	1672 / 21.2	21.1	19.7	G	WTVR-F
4	WRVA	109 / 8.9	8.3	7.6	7.6	9.4	8.1	1485 / 18.9	18.8	20.7	F	WRVA
5	WRVQ-F	86 / 7.0	6.0	6.7	5.7	6.2	6.4	1663 / 21.1	19.4	19.9	E	WRVQ-F
6	WPLZ-F	68 / 5.6	6.4	5.0	4.7	4.8	5.4	1034 / 13.1	13.7	12.8	C	WPLZ-F
7	WSMJ-F	67 / 5.5	4.6	4.2	3.8	5.3	4.5	932 / 11.8	10.9	10.7	B	WSMJ-F
8	WMXB-F	60 / 4.9	4.0	5.4	6.2	6.0	5.1	1354 / 17.2	16.2	15.6	F	WMXB-F
9	WRXL-F	49 / 4.0	3.9	4.3	4.9	5.2	4.3	934 / 11.9	11.8	13.3	E	WRXL-F
10	WKLR-F	44 / 3.6	3.6	2.9	3.2	2.7	3.3	875 / 11.1	11.2	9.0	C	WKLR-F
11	WBZU-F	39 / 3.2	4.4	3.1	3.3	3.8	3.5	760 / 9.7	11.8	11.8	C	WBZU-F
12	WKJS-F	38 / 3.1	3.3	3.2	3.7	2.9	3.3	740 / 9.4	9.9	10.1		WKJS-F
13	WTVR	22 / 1.8	1.4	1.9	1.9	1.8	1.8	331 / 4.2	3.9	4.0	A	WTVR
14	WSOJ-F	19 / 1.6	3.4	3.5	2.8	2.7	2.8	338 / 4.3	8.4	7.1	A	WSOJ-F
15	WREJ	18 / 1.5	2.1	0.8	0.9	0.8	1.3	229 / 2.9	3.4	2.9	A	WREJ
16	WXGI	17 / 1.4	1.4	1.5	1.3	2.4	1.4	226 / 2.9	3.4	4.0		WXGI
17	WFTH	14 / 1.1	0.6	1.5	1.3	1.3	1.1	172 / 2.2	2.0	2.0		WFTH
18	WDYL-F	12 / 1.0	0.5	0.3	0.8	0.7	0.6	237 / 3.0	2.1	2.3		WDYL-F

12+ FM Share (Metro): 79.56% (860 of 1081) (Winter 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 WKHK-F <
2 WRVQ-F >>	2 WKHK-F	2 WTVR-F <	2 WKHK-F <	2 WKHK-F	2 WTVR-F	2 WKHK-F <	2 WKHK-F	2 WTVR-F <	2 WRVQ-F <	2 WCDX-F
3 WPLZ-F >	3 WRVQ-F >	3 WKHK-F	3 WCDX-F	3 WCDX-F >	3 WKHK-F >	3 WCDX-F <	3 WRVA	3 WCDX-F	3 WKHK-F <	3 WPLZ-F
4 WMXB-F	4 WRVQ-F	4 WMXB-F <	4 WSMJ-F <	4 WSMJ-F >	4 WSMJ-F >	4 WTVR-F	4 WCDX-F	4 WRVA <	4 WPLZ-F <	4 WTVR-F <
	WTVR-F	5 WMXB-F <	5 WRXL-F	5 WMXB-F <	5 WCDX-F	5 WRVQ-F >	5 WRVQ-F	5 WRVQ-F	5 WRVA <	5 WRVQ-F <
	WBZU-F	6 WPLZ-F <	WRVQ-F <	6 WRVQ-F <	6 WPLZ-F	6 WKLR-F <	6 WMXB-F	6 WMXB-F	6 WTVR-F <	6 WRVA <
	WRXL-F <	7 WRXL-F <	7 WSMJ-F <	7 WRXL-F <	7 WMXB-F <	7 WPLZ-F <	WSMJ-F	7 WSMJ-F <	7 WSMJ-F >	7 WSMJ-F >
		8 WKLR-F	8 WKLR-F	8 WPLZ-F <	8 WRVQ-F <	8 WSMJ-F <	8 WRXL-F	8 WPLZ-F <		
		WSMJ-F	WPLZ-F	9 WKLR-F <		9 WMXB-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnie
1 WCDX-F >>	1 WCDX-F	1 WCDX-F <	1 WTVR-F	1 WTVR-F >	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WKHK-F <	1 WCDX-F >
2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WKHK-F <	WRXL-F	2 WKHK-F <	2 WCDX-F <	2 WKHK-F
3 WPLZ-F	3 WKHK-F <	3 WMXB-F <	3 WKHK-F	3 WMXB-F	3 WBZU-F	3 WRXL-F	3 WKHK-F	3 WRXL-F	3 WRXL-F	3 WRVA
	WTVR-F	4 WKHK-F >	WRVQ-F	WCDX-F <	4 WRVQ-F	4 WKLR-F	4 WKLR-F >	4 WKLR-F	4 WKLR-F <	
5 WKHK-F >	5 WTVR-F	5 WTVR-F	5 WMXB-F	5 WRVQ-F <	5 WKLR-F	5 WBZU-F	5 WTVR-F	5 WTVR-F	5 WTVR-F	
	6 WPLZ-F	6 WBZU-F	6 WPLZ-F <	6 WSMJ-F	6 WPLZ-F	6 WRVQ-F	WBZU-F	6 WPLZ-F	6 WRVA	
		7 WPLZ-F	7 WSMJ-F >	7 WPLZ-F				WRVA	7 WSMJ-F	
								8 WBZU-F	8 WPLZ-F	
								WRVQ-F		

Other Rated Stations	Metro Share	Cume Rating		
WCLM	B/O	1450	Highland Springs	0.9 2.3
WGCV	B/G	1240	Petersburg	0.8 1.8
WLEE	T	1320	Richmond	0.3 1.0
WRNL	SPRTS	910	Richmond	0.9 4.8
WVNZ	N	990	Richmond	0.4 2.4

Other Rated Stations—Outside Market	Metro Share	Cume Rating		
WXEZ-F	SAC	94.1	Yorktown	0.3 0.6

Consolidation Report	12+	25-54	Revenue
Capstar WBZU-FM, WKHK-FM, WKLR-FM, WMXB-FM	22.3 %	24.6 %	35.2 %
Clear Channel WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM	32.6 %	29.7 %	43.9 %
Local WKJS-FM, WREJ-AM, WSOJ-FM	6.2 %	7.9 %	4.3 %
Sinclair Communications WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM	22.0 %	21.9 %	16.6 %
	83.1 %	84.1 %	100.0 %

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
WFTH	1590	5 kw/0.019 kw	Black Gospel	AURN	\$ NA	---	---
WREJ	1540	10 kw (Days, DA)	Black Gospel		\$<20.00	---	WSOJ-FM/WKJS-F
WRVA	1140	50 kw (DA-1)	Full Service	CBS, ABC	\$80.00	Mc-Guild	Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	ABC	\$<20.00	Katz	Clear Channel
WXGI	950	5 kw/0.057 kw	Country	Westwd	\$<20.00	---	---

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
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
WDYL	105.7	3.3 kw @ 321	Religion		\$ NA	Salem	WGGM Chester
WKHK	95.3	17.5 kw @ 394	Country		\$125.00	Mc-Guild	Capstar Colonial Heights
WKJS	104.7	100 kw @ 981	Black AC	ABC, AURN	\$ NA	Century	WREJ/WSOJ-F Crewe
WKLR	96.5	50 kw @ 492	Classic Hits		\$45.00	Mc-Guild	Capstar Williamsburg
WMXB	103.7	20 kw @ 840	AC	AP	\$81.00	Mc-Guild	Capstar
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, ABC	\$46.00	Allied	Sinclair Commun. Petersburg
WRVQ	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, AURN	\$22.00	---	WREJ/WKJS-F Petersburg
WTVR	98.1	50 kw @ 840	Soft AC		\$85.00	Katz	Clear Channel

Notes: 2/98 WVGO-F changed from Oldies to Black AC as WKJS-F . . . 3/98 WZOD (1290; Colonial Heights) changed calls to WDZY ("Disney")

Jim Duncan

Comments: Listening levels are down moderately . . . WTVR-F rose into double figures for the first time two years . . . WSOJ-F slipped sharply

# RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 29 Pop (12+): 1,357,000	Stations: 47 / 16	Last Year's Revenue: \$27,000,000
MSA Rank: 11	Diaries: 2,463/551:1/50.9%	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: 56.6	#1 Biller: KFRG-FF \$10,400,000
Average Persons Rating: 16.8	% Not Listed: 9.3	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 84,812	CBS \$10,400,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KFRG-F	280 / 12.3	11.3	10.5	10.0	9.2	11.0	2908 / 21.9	20.5	18.8	I	KFRG-F
2	KFI	175 / 7.7	6.1	6.4	7.5	7.7	6.9	2044 / 15.1	13.4	16.0		KFI
3	KGFI-F	127 / 5.6	7.0	6.1	6.1	6.4	6.2	2547 / 18.8	19.0	19.5	F	KGFI-F
4	KSCA-F	106 / 4.8	3.2	2.3	2.0	1.6	3.0	918 / 8.8	6.1	3.4		KSCA-F
5	KKBT-F	87 / 3.8	3.9	5.0	5.2	4.9	4.5	1227 / 9.0	8.5	10.7		KKBT-F
6	KOLA-F	85 / 3.7	4.2	4.9	4.4	4.1	4.3	1733 / 12.8	13.1	13.7	E	KOLA-F
7	KIIS-F	72 / 3.2	2.4	2.1	2.8	2.9	2.6	1747 / 12.9	10.8	11.2		KIIS-F
8	KCXX-F	69 / 3.0	3.2	2.4	1.8	1.6	2.6	1198 / 8.0	8.5	6.2	D	KCXX-F
9	KOST-F	67 / 2.9	3.0	2.1	3.1	3.6	2.8	1367 / 10.1	9.6	10.1		KOST-F
10	KLVE-F	64 / 2.8	2.3	2.1	2.3	1.6	2.4	840 / 6.2	5.6	4.2		KLVE-F
11	KCBS-F	63 / 2.8	2.4	2.9	2.6	2.7	2.7	1144 / 8.4	8.8	10.5		KCBS-F
12	KSSE-F	62 / 2.7	2.7	2.0	2.4	3.8	2.5	975 / 7.2	7.0	5.5		KSSE-F
	KLOS-F	62 / 2.7	2.9	2.9	2.5	3.1	2.8	1108 / 8.2	8.3	8.7		KLOS-F
14	KTWW-F	51 / 2.2	2.1	1.9	2.6	2.8	2.2	650 / 4.8	5.2	6.7		KTWW-F
15	KWRP-F	50 / 2.2	2.8	3.5	2.6	3.8	2.8	515 / 3.8	4.1	4.3	C	KWRP-F
	KNX	50 / 2.2	1.9	1.8	2.0	1.9	2.0	1132 / 8.3	7.4	7.8		KNX
17	KCAL-F	43 / 1.9	2.9	3.8	2.9	3.4	2.9	917 / 6.8	7.1	8.7	E	KCAL-F
18	KROQ-F	41 / 1.8	1.6	2.4	2.1	1.7	2.0	786 / 5.8	6.5	7.8		KROQ-F
19	KBIG-F	40 / 1.8	1.4	2.0	2.2	3.5	1.8	788 / 5.8	5.7	8.3		KBIG-F
20	KPWR-F	38 / 1.7	1.4	1.6	2.4	2.5	1.8	932 / 8.9	5.9	8.7		KPWR-F
21	KRTH-F	36 / 1.6	1.4	2.4	2.2	2.3	1.9	946 / 7.0	6.6	8.2		KRTH-F
	KLSX-F	38 / 1.6	1.4	1.8	1.0	1.2	1.4	519 / 3.8	4.4	3.4		KLSX-F
23	KZLA-F	32 / 1.4	0.9	1.2	1.0	1.2	1.1	662 / 4.9	3.0	4.4		KZLA-F
24	KCAL-AA	31 / 1.4	1.4	0.8	0.7	0.8	1.1	338 / 2.5	2.8	1.8	B	KCAL-AA

12+ FM Share (Metro): 82.36% (1704 of 2069) (Winter 97: 81.30%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KGFI-F >	1 KFRG-F >>	1 KFRG-F >>	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KFRG-F	1 KFRG-F >	1 KGFI-F <	1 KFRG-F >
2	KIIS-F >	2 KKBT-F <	2 KSCA-F	2 KFI <	2 KFI >>	2 KFI >	2 KFI >>	2 KFI <	2 KFRG-F	2 KGFI-F >
3	KPWR-F	3 KGFI-F <	3 KGFI-F <	3 KSCA-F	3 KSCA-F	3 KOLA-F >	3 KSCA-F	3 KSCA-F	3 KFI <	3 KFI <
		4 KSCA-F	4 KFI	4 KLOS-F <	4 KOLA-F <	4 KWRP-F	4 KGFI-F	4 KGFI-F	4 KKBT-F	4 KSCA-F <
		5 KCXX-F <	5 KKBT-F	5 KCBS-F <	5 KCBS-F <	KSCA-F <	5 KLOS-F <	5 KOLA-F	5 KOLA-F <	5 KIIS-F
		6 KSSE-F	6 KLOS-F	6 KGFI-F <	6 KLOS-F	6 KTWW-F <	6 KKBT-F <	KOST-F <	6 KIIS-F	6 KSCA-F
		7 KIIS-F	KCBS-F <	7 KKBT-F <	KGFI-F	7 KNX <	7 KOLA-F	7 KCBS-F <	KCXX-F	KOST-F <
		8 KCXX-F <	8 KOST-F	8 KOST-F	8 KKBT-F	8 KCBS-F <	8 KIIS-F	8 KKBT-F <	8 KSCA-F <	8 KOLA-F
			KOLA-F	KOST-F		KNX		9 KCBS-F		

Wom 18-24	Wom 18-34	Wom 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	KFRG-F	1 KFRG-F >>	1 KFRG-F >>	1 KFRG-F >>	1 KKBT-F	1 KKBT-F <	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KFI
2	KGFI-F	2 KGFI-F	2 KSCA-F	2 KGFI-F <	2 KFI <	2 KGFI-F >	2 KFRG-F	2 KKBT-F	2 KSCA-F	2 KFRG-F >
3	KSSE-F	3 KSCA-F	KKBT-F	3 KSCA-F <	3 KOST-F	3 KSCA-F	3 KSCA-F	3 KFI <	3 KSCA-F	3 KLVE-F <
4	KIIS-F	KSSE-F	KOST-F <	4 KOST-F	4 KSCA-F	4 KFRG-F	KGFI-F	4 KCXX-F	4 KKBT-F <	4 KLOS-F <
	KSCA-F	5 KIIS-F <	5 KGFI-F <	5 KFI	5 KGFI-F <	5 KCXX-F	5 KCXX-F >	5 KGFI-F	5 KLOS-F <	5 KCBS-F
6	KCXX-F	6 KKBT-F <	6 KLVE-F	KIIS-F <	6 KOLA-F <	KPWR-F	6 KCAL-F	6 KCAL-F	6 KGFI-F	6 KOLA-F
	KROQ-F >	7 KOST-F	KSSE-F	7 KSSE-F <	7 KLVE-F <	7 KROQ-F	KSSE-F <	7 KSSE-F	7 KCBS-F	7 KGFI-F <
8	KKBT-F	8 KCXX-F	KIIS-F	8 KKBT-F	8 KIIS-F <		8 KROQ-F	KLOS-F <	8 KCXX-F <	8 KKBT-F
		KLVE-F		KLVE-F	9 KKBT-F <			9 KOLA-F		

# RIVERSIDE-SAN BERNARDINO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
Anaheim KCAL-FM, KOLA-FM	5.6 %	6.8 %	25.1 %	KATY-F	AC	101.3	Idylwild	0.5	1.2
CBS KFRG-FM, KXFG-FM	12.3 %	13.2 %	38.5 %	KBHR-F	AOR-P	93.3	Big Bear	0.5	0.6
EXCL KCAL-AM, KSZZ-AM	1.4 %	1.3 %	2.6 %	KCKC	C	1350	San Bernardino	0.6	1.3
Lazer KXRS-FM, KXSB-FM	1.3 %	1.7 %	%	KDIF	SP-C	1440	Riverside	0.6	1.7
	20.6 %	23.0 %	66.2 %	KELT-F	SAC	92.7	Riverside	0.6	2.2
				KXRS-F	SP-C	105.7	Hemet	0.6	1.3
				KXSB-F	SP-C	101.7	Big Bear Lake	0.7	2.2
				Other Rated Stations--Outside Market			Metro Share	Cume Rating	

KABC	T	790	Los Angeles	0.7	2.4
KCMG-F	B/O	100.3	Los Angeles	1.1	4.2
KFWB	N	980	Los Angeles	0.4	2.0
KKGO-F	CL	105.1	Los Angeles	0.7	2.6
KKLA	REL	99.5	Los Angeles	0.3	1.0
KLAC	ST	570	Los Angeles	1.0	3.0
KLAX-F	SP-R	97.9	Long Beach	0.8	1.9
KLYY-F	AOR-NR	107.1	Arcadia	0.6	2.9
KRTO-F	B/O	98.3	W. Covina	0.8	2.2
KTNQ	SP-NT	1020	Los Angeles	0.7	1.4
KWVE-F	REL	107.9	San Clemente	0.7	2.1
KYSR-F	AC/CHR	98.7	Los Angeles	0.8	3.9
XTRA	SPRTS	690	Tijuana, MX	0.5	1.9

## 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	All-Pro	
KDIF	1440	1 kw	Hispanic-Contemp.	\$ NA	Katz	Hisp.	Jacor, pend.
KMRZ	1290	5 kw (DA-2)	Standards	\$ NA	Mc-Guild	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	—	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	Banner	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Standards	USA, Westwd \$35.00	—		San Jacinto
KXRS	105.7	0.17 kw @ 1023	Hispanic-Contemp.	\$ NA		Lazer	Hemet
KXSB	101.7	0.27 kw @ 1414	See KXRS-F	UPI \$ NA	Lotus	Lazer	Big Bear Lake

Notes: Other ranked stations – See Los Angeles . . . 5/98 KDIF (1440) sold to Jacor for \$2,650,000 (Jorgenson)

Jim Duncan

Comments: KFRG-F continues its astounding performance with its highest share in more than three years . . . KCAL-F is falling dramatically



# ROCHESTER, NY

Arbitron Rank: 47 Pop (12+): 898,400	Stations: 31 / 22	Last Year's Revenue: \$34,500,000
MSA Rank: 51	Diaries: 2,203/408:1/58.2%	Household Income: \$47,287
MSA Pop: 1,090,000	Sample Target: 2,200	Total Retail Sales: \$9.9 Bil.
DMA: 73	% Below Line: 4.1	#1 Biller: WCMF-F \$5,850,000
Average Persons Rating: 16.6	% Not Listed: 15.7	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 40,836	CBS \$15,540,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4 Share	Share									G	WHAM
1 WHAM	FS	161 / 10.8	11.9	11.0	10.7	10.2	11.1	2192 / 24.4	26.5	23.8	G	WHAM	
2 WBEE-F	C	155 / 10.4	11.5	10.5	12.0	9.7	11.1	1693 / 18.8	20.5	17.4	F	WBEE-F	
3 WRMM-F	SAC	108 / 7.2	7.6	6.8	7.4	8.4	7.3	1716 / 19.1	19.9	19.2	F	WRMM-F	
4 WPXY-F	CHR	104 / 7.0	6.6	8.9	7.9	8.2	7.6	2195 / 24.4	23.7	23.8	F	WPXY-F	
5 WCMF-F	AOR	87 / 5.8	6.5	5.8	6.5	7.0	6.2	1377 / 15.3	16.1	17.3	G	WCMF-F	
WVOR-F	AC	87 / 5.8	4.5	4.9	4.5	5.5	4.9	1449 / 16.1	26.5	23.8	G	WVOR-F	
7 WDKX-F	B	80 / 5.4	4.5	5.7	5.0	5.8	5.1	835 / 9.3	8.6	9.7	C	WDKX-F	
WNVE-F	AOR-NR	80 / 5.4	6.5	5.5	5.1	5.2	5.6	1481 / 16.5	17.8	16.6	C	WNVE-F	
9 WKLY-F	O	69 / 4.6	4.6	4.3	4.2	5.5	4.4	1343 / 14.9	14.9	16.5	C	WKLY-F	
WZNE-F	AC-NR	69 / 4.6	4.8	4.7	3.2		4.3	1537 / 17.1	16.0		B	WZNE-F	
11 WQRV-F	CL AOR	35 / 2.3	2.3	1.9	2.9	3.1	2.4	950 / 10.6	8.6	9.9	B	WQRV-F	
12 WBBF	ST	34 / 2.3	3.3	3.0	3.1	2.4	2.9	452 / 5.0	6.4	5.9	A	WBBF	
13 WYSY-F	SAC	28 / 1.9	3.0	2.5	2.3	3.2	2.4	651 / 7.2	9.1	7.4	B	WYSY-F	
14 WHTK	T	23 / 1.5	1.2	1.1	0.8	0.9	1.1	514 / 5.7	5.2	3.5	A	WHTK	
15 WJZR-F	J	21 / 1.4	1.1	0.9	0.9	1.1	1.1	350 / 3.9	3.6	2.5	A	WJZR-F	

12+ FM Share (Metro): 79.89% ( 1005 of 1258 ) ( Winter 97: 81.95% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPXY-F >	1 WBEE-F <	1 WBEE-F	1 WBEE-F <	1 WBEE-F	1 WHAM	1 WHAM	1 WHAM	1 WHAM <	1 WBEE-F	1 WBEE-F
2 WNVE-F <	2 WNVE-F <	2 WCMF-F <	2 WCMF-F <	2 WCMF-F <	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WBEE-F	2 WDKX-F <	2 WHAM
3 WDKX-F >	3 WVOR-F <	3 WVOR-F <	3 WVOR-F	3 WHAM	3 WRMM-F	3 WNVE-F <	3 WRMM-F	3 WPXY-F <	3 WPXY-F	3 WPXY-F <
4 WPXY-F	4 WPXY-F	4 WRMM-F <	WRMM-F	4 WKLY-F	4 WCMF-F	4 WVOR-F	4 WRMM-F	4 WRMM-F	4 WHAM	4 WDKX-F
5 WCMF-F <	5 WNVE-F <	5 WPXY-F	WVOR-F	5 WCMF-F	5 WRMM-F	5 WCMF-F	5 WVOR-F <	5 WVOR-F	5 WRMM-F	5 WRMM-F <
6 WDKX-F	6 WRMM-F <	6 WHAM <	6 WPXY-F	6 WVOR-F <	6 WPXY-F	6 WPXY-F	6 WPXY-F	6 WZNE-F <	6 WZNE-F <	6 WVOR-F <
7 WZNE-F	7 WZNE-F <	7 WZNE-F	7 WKLY-F <	7 WPXY-F	7 WVOR-F <	7 WKLY-F <	7 WDKX-F <	7 WVOR-F <	7 WZNE-F <	7 WZNE-F <
8 WRMM-F >	8 WDKX-F	8 WNVE-F <	8 WZNE-F	8 WDKX-F <	8 WDKX-F <	8 WNVE-F <	8 WKLY-F <	8 WCMF-F	8 WKLY-F <	8 WKLY-F <
9 WHAM	9 WDKX-F <	9 WNVE-F <	9 WNVE-F <	9 WNVE-F <	9 WKLY-F <	9 WKLY-F <	9 WZNE-F	9 WCMF-F <	WNVE-F	9 WNVE-F

Wom 18-24	Wom 18-34	Wom 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 WVOR-F	1 WVOR-F >	1 WVOR-F	1 WVOR-F <	1 WNVE-F >	1 WNVE-F <	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WBEE-F
2 WPXY-F <	2 WPXY-F	2 WPXY-F	2 WPXY-F	2 WRMM-F <	2 WBEE-F	2 WCMF-F >	2 WNVE-F >	2 WBEE-F <	2 WBEE-F <	2 WHAM >
3 WDKX-F	3 WBEE-F	3 WBEE-F	WBEE-F <	3 WBEE-F	3 WDKX-F	3 WBEE-F	3 WBEE-F	3 WHAM >	3 WHAM >	3 WDKX-F <
4 WZNE-F	4 WDKX-F	4 WRMM-F	4 WRMM-F	4 WPXY-F	4 WCMF-F	4 WDKX-F	4 WHAM	4 WHAM	4 WNVE-F	4 WRMM-F <
5 WNVE-F	WZNE-F	WZNE-F <	5 WZNE-F <	5 WZNE-F <	5 WPXY-F >	5 WPXY-F <	WZNE-F	5 WPXY-F <	5 WKLY-F	5 WPXY-F
WVOR-F >	6 WRMM-F	6 WDKX-F	6 WDKX-F >	6 WDKX-F	6 WZNE-F <	6 WHTK	6 WDKX-F <	6 WPXY-F	6 WPXY-F	
7 WRMM-F	7 WNVE-F >	7 WNVE-F	7 WKLY-F	WHAM	7 WVOR-F <	7 WVOR-F	7 WZNE-F	7 WZNE-F	WQRV-F	
		8 WNVE-F	WKLY-F >	WKLY-F >	8 WHAM	8 WDKX-F	WQRV-F <	WRMM-F	WRMM-F	
							WPXY-F	9 WVOR-F	WZNE-F <	

Other Rated Stations		Metro Cume Share	Rating
WBTA	O	1490 Batavia	0.6 1.2
WFLK-F	C	101.7 Geneva	0.3 0.9
WMAX-F	CHR/B	107.3 Honeoye Falls	0.7 3.3
WNNR-F	CL AOR	103.5 Sodus Falls	0.5 1.1
WWWG	REL	1460 Rochester	0.8 1.7
WZXV-F	REL	99.7 Palmyra	0.8 2.2

Other Rated Stations--Outside Market		Metro Cume Share	Rating
CFMX-F	CL	103.1 Coburg, ON	0.5 1.6
WBBS-F	C	104.7 Fullon	0.4 0.8
WBLK-F	B	93.7 Depew	0.5 0.9
WGR	T	550 Buffalo	0.4 1.4
WGRF-F	AOR/CL	96.9 Buffalo	0.3 1.0
WLCE-F	AC-NR	92.9 Buffalo	0.5 2.1
WMJQ-F	AC	102.5 Buffalo	0.5 1.7
WNUC-F	C	107.7 Wethersfield	0.5 1.9
WYLF	ST	850 Penn Yan	0.5 1.3

# ROCHESTER, NY

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> WCMF-FM, WPMY-FM, WRMM-FM, WZNE-FM	24.6 %	28.4 %	45.0 %
<b>Entercom</b> WBBF-AM, WBEE-FM, WKLX-FM, WQRV-FM	19.6 %	19.9 %	21.7 %
<b>Jacor</b> WHAM-AM, WHTK-AM, WMAX-FM, WNVE-FM, WVOR-FM, WYSY-FM	26.1 %	25.6 %	27.6 %
	<b>70.3 %</b>	<b>73.9 %</b>	<b>94.3 %</b>

## AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station
WBBF	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	\$ NA	---	Jacor

## FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Station
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	---	
WKLX	98.9	37 kw @ 564	Oldies		\$52.00	Katz	Entercom
WNVE	95.1	9.5 kw @ 994	New Rock		\$45.00	D&R	Jacor
WPMY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS
WQRV	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	Mc-Guild	Jacor
WYSY	106.7	3.5 kw @ 266	Soft AC		\$28.00	Allied	Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	---	CBS

Notes: 2/98 WMAX-F/WMHX-F changed from Progressive AOR to Soft AC as "Sunny" . . . 2/98 WRCD-F changed from Jazz to Dance CHR . . . 3/98 WMAX-F changed calls to WYSY-F; WMHX-F changed calls to WISY-F; both remain Soft AC . . . 3/98 WRCD-F changed calls to WMAX-F; remains Dance CHR . . . 4/98 WKLX-F now calls itself "99 BBF" on the air and has filed for the WBBF call letters . . . WBBF 950 has filed to change its calls to WEZO

Jim Duncan

Comments: Listening levels are up by almost a full rating point over last year

# SACRAMENTO

**Arbitron Rank:** 27 **Pop (12+):** 1,381,700  
**MSA Rank:** 34  
**MSA Pop:** 1,700,000  
**DMA:** 21 (w/Stockton, Modesto)  
**Average Persons Rating:** 15.2  
**Market TSL In Hours:** 20.25

**Stations:** 32 / 26  
**Diaries:** 2,628/526:1/55.4%  
**Sample Target:** 2,520  
**% Below Line:** 3.0  
**% Not Listed:** 16.8  
**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	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KFBK	N/T	204 / 9.7	9.6	9.8	10.5	10.5	9.9	2831 / 20.5	20.5	21.5	I	KFBK
2	KZZO-F	AC-NR	133 / 6.3	7.2	7.1	8.2	7.1	7.2	2756 / 19.9	21.3	18.6	G	KZZO-F
3	KSFM-F	CHR	130 / 6.2	8.5	7.5	8.0	8.9	7.6	2319 / 16.8	19.0	19.4	H	KSFM-F
4	KGBY-F	AC	99 / 4.7	4.0	4.6	3.8	4.2	4.3	1665 / 12.0	12.1	12.2	H	KGBY-F
5	KRXQ-F	AOR	95 / 4.5	4.1	4.5	4.8	4.1	4.5	1423 / 10.3	10.2	11.4	E	KRXQ-F
6	KNCI-F	C	94 / 4.5	5.1	6.3	5.2	4.5	5.3	1351 / 9.8	10.8	11.8	G	KNCI-F
7	KHYL-F	O	90 / 4.3	4.2	4.5	4.1	4.6	4.3	1735 / 12.6	12.5	14.0	F	KHYL-F
8	KHTK	SPRST	87 / 4.2	3.0	2.5	2.4	2.6	3.0	1162 / 8.4	7.5	7.1	C	KHTK
9	KCTC	ST	85 / 4.1	3.8	3.6	3.4	3.2	3.7	1125 / 8.1	7.7	7.1	B	KCTC
10	KBMB-F	CHR	83 / 4.0	0.9	0.2	0.1	0.5	1.3	1068 / 7.7	2.2	1.2		KBMB-F
11	KYMX-F	SAC	80 / 3.8	3.5	4.0	5.0	4.6	4.1	1416 / 10.2	10.8	12.0	F	KYMX-F
12	KSTE	T	73 / 3.5	2.3	2.9	2.9	2.5	2.9	1237 / 9.0	7.4	8.0	C	KSTE
13	KWOD-F	AOR-NR	70 / 3.3	4.2	3.3	3.8	4.3	3.7	1844 / 13.3	13.2	12.7	E	KWOD-F
	KXOA-F	CL HITS	70 / 3.3	4.2	4.5	3.0	3.5	3.8	1668 / 12.1	12.0	10.9	F	KXOA-F
14	KRAK-F	C	62 / 3.0	3.1	4.0	4.5	3.4	3.7	1206 / 8.7	9.0	10.8	D	KRAK-F
	KSEG-F	CL AOR	62 / 3.0	3.2	3.4	3.0	4.2	3.1	1259 / 9.1	10.6	9.6	E	KSEG-F
16	KSSJ-F	J	50 / 2.4	2.7	3.0	2.8	2.6	2.7	758 / 5.5	7.0	8.5	C	KSSJ-F
17	KQBR-F	B/AC	30 / 1.4	1.0	1.4	1.6	1.7	1.4	474 / 3.4	2.6	3.3		KQBR-F

12+ FM Share (Metro): 70.34% (1226 of 1743) (Winter 97: 73.37%)

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 KFBK <	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KFBK	1 KSFM-F >	1 KSFM-F
2	KRXQ-F	2 KGBY-F <	2 KGBY-F <	2 KZZO-F	2 KCTC	2 KGBY-F	2 KZZO-F <	2 KZZO-F	2 KRXQ-F	2 KZZO-F
3	KSFM-F	3 KSFM-F <	3 KFBK	3 KGBY-F	3 KHYL-F	3 KZZO-F <	3 KHTK <	3 KSFM-F	3 KZZO-F	3 KFBK <
4	KBMB-F	4 KFBK <	4 KHTK	4 KHYL-F <	4 KGBY-F <	4 KNCI-F <	4 KHYL-F <	4 KHYL-F	4 KBMB-F	4 KRXQ-F <
5	KHTK	5 KRXQ-F <	KNCI-F <	5 KHTK	5 KNCI-F <	5 KSFM-F	5 KGBY-F <	KHTK <	5 KFBK <	5 KCTC
6	KGBY-F <	6 KHTK	6 KXOA-F <	KNCI-F <	6 KSTE	6 KYMX-F <	6 KYMX-F <	6 KGBY-F	6 KHTK <	6 KBMB-F <
7	KNCI-F	KNCI-F	7 KSFM-F	7 KYMX-F	7 KYMX-F <	7 KHTK	7 KSTE <	KNCI-F	7 KWOD-F	7 KNCI-F <
8	KWOD-F	KBMB-F	KRXQ-F <	KXOA-F <	8 KZZO-F	KRXQ-F	8 KNCI-F <	KRXQ-F <	8 KNCI-F <	8 KWOD-F <
9	KYMX-F	9 KXOA-F <	9 KHYL-F	8 KSFM-F	KXOA-F	KHYL-F	9 KCTC <	9 KSTE <	9 KSTE <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	KSFM-F	1 KZZO-F	1 KZZO-F <	1 KGBY-F <	1 KGBY-F	1 KRXQ-F	1 KRXQ-F >	1 KRXQ-F	1 KHTK <	1 KFBK	1 KFBK
	KZZO-F >>	2 KSFM-F	2 KGBY-F >	2 KZZO-F	2 KZZO-F	2 KBMB-F	2 KHTK	2 KRXQ-F	2 KHTK	2 KSFM-F	2 KSFM-F
3	KNCI-F	3 KGBY-F	3 KBMB-F <	3 KSFM-F	3 KHYL-F <	3 KSFM-F	3 KZZO-F <	3 KZZO-F	3 KZZO-F <	3 KZZO-F <	3 KRXQ-F
	KBMB-F >	4 KBMB-F	4 KSFM-F <	4 KBMB-F	4 KYMX-F <	4 KHTK	4 KSFM-F <	4 KSEG-F <	4 KFBK	4 KSEG-F <	
5	KGBY-F	5 KNCI-F <	5 KYMX-F	KYMX-F	5 KFBK	5 KWOD-F	5 KBMB-F	5 KSFM-F	KSEG-F	5 KRXQ-F	
	KWOD-F	6 KYMX-F	6 KSTE <	6 KHYL-F	6 KSTE <	6 KZZO-F	6 KSEG-F	6 KFBK	6 KNCI-F <	6 KNCI-F <	
7	KWOD-F <	7 KNCI-F	KNCI-F	7 KNCI-F <	7 KNCI-F <	7 KWOD-F	7 KWOD-F	7 KNCI-F	7 KSFM-F <	7 KXOA-F	
8	KRXQ-F <	8 KRXQ-F	8 KXOA-F <	8 KSFM-F	8 KSFM-F	8 KNCI-F	8 KNCI-F	8 KBMB-F	8 KBMB-F	8 KHYL-F	
9	KSTE			KBMB-F <	KBMB-F <			9 KXOA-F <	9 KSFM-F <		

Other Rated Stations			Metro Share	Cume Rating
KQPT	O	1470	Sacramento	0.5 2.1
KRCX-AF	SP-R	99.9	Maryville	0.9 1.9
KRLT-F	CL AOR	93.9	S. Lake Tahoe	0.6 1.0
KRRE-F	SP-C	101.9	Shingle Springs	0.3 1.5
KTKZ	T	1380	Sacramento	0.3 1.3
KZAC-F	SP	97.9	Esparto	0.5 1.2
KZSA-F	SP-C	92.1	Placerville	0.8 2.0

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KCBS	N/T	740	San Francisco	0.4	1.6
KGO	T	810	San Francisco	0.9	3.2
KHKK-F	CL HITS	104.1	Modesto	0.4	1.1
KMEL-F	CHR/U	106.1	San Francisco	0.3	1.2
KNBR	SPRST	680	San Francisco	0.6	2.7
KSFO	T	560	San Francisco	0.5	1.3

# SACRAMENTO

Consolidation Report	12+	25-54	Revenue
CBS KHTK-AM, KNCI-FM, KQPT-AM, KRAK-FM, KSFM-FM, KYMX-FM, KZZO-FM	28.5 %	29.3 %	39.9 %
Chancellor KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM	22.2 %	22.5 %	32.7 %
Entercom KCTC-AM, KRXQ-FM, KSEG-FM, KSSJ-FM, KXOA-FM	17.3 %	16.1 %	20.9 %
EXCL KMYC-AM, KRCX-AF, KRRE-FM	1.2 %	1.6 %	1.9 %
	69.2 %	69.5 %	95.4 %

## AM Stations

Station	Power	Frequency	Format	Service	Rate	Agency	Advertiser
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	\$30.00	Katz	CBS
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Westwd, Talknt	\$40.00	Sentry	Chancellor Rancho Cordova

## FM Stations

Station	Power	Frequency	Format	Service	Rate	Agency	Advertiser
KBMB	103.5	3 kw @ 295	CHR	ABC	\$ NA	Allied	
KGBY	92.5	50 kw @ 450	AC		\$145.00	Sentry	Chancellor
KHYL	101.1	36.3 kw @ 577	Oldies		\$106.00	Sentry	Chancellor Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	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	ABC	\$147.00	Allied	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	
KXOA	107.9	50 kw @ 404	Classic Hits		\$100.00	D&R	Entercom
KYMX	95.1	50 kw @ 476	Soft AC		\$76.00	Allied	CBS
KZZO	100.5	115 kw @ 328	AC-NR		\$80.00	Eastman	CBS

Notes: 1/98 The KSSJ-F calls & Jazz format moved from 101.9 to 94.7; the 101.9 became Hispanic KRRE-F . . . 3/98 KRAK-F & KRXQ-F swapped facilities: KRAK-F moved to 93.7; KRXQ-F, to 98.5

Jim Duncan

Comments: New CHR KBMB-F has a strong debut book . . . Listening levels are down slightly . . . KSFM-F had its lowest share in more than three years (possibly due to KBMB-F) . . . KHTK recorded its highest share as a Sports station

# SAGINAW-BAY CITY-MIDLAND

Arbitron Rank: 124 Pop (12+): 330,800	Stations: 27 / 17	Last Year's Revenue: \$16,000,000
MSA Rank: 122	Diaries: 941/352:1/59.7%	Household Income: \$42,174
MSA Pop: 404,000	Sample Target: 950	Total Retail Sales: \$4.2 Bil.
DMA: 60 (w/Flint)	% Below Line: 7.5	#1 Biller: WKQC-F \$3,200,000
Average Persons Rating: 16.0	% Not Listed: 13.8	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 19,459	62nd Street \$7,300,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WKQC-F	C	50 / 9.4	11.7	10.2	11.3	12.3	10.7	772 / 23.3	24.8	25.1	E	WKQC-F
2	WSGW	FS/T	46 / 8.7	7.4	8.2	8.6	9.4	8.2	584 / 17.6	16.0	18.6	C	WSGW
3	WTCF-F	CHR	45 / 8.5	7.7	6.8	5.8	5.4	7.2	777 / 23.5	21.3	18.0	C	WTCF-F
4	WKQZ-F	AOR	44 / 8.3	8.3	8.8	9.2	8.0	8.6	595 / 18.0	18.6	16.8	C	WKQZ-F
5	WIOG-F	AC/CHR	40 / 7.5	6.4	9.3	8.3	7.9	7.9	761 / 23.0	19.2	19.4	D	WIOG-F
6	WHNN-F	O	39 / 7.4	8.3	8.6	7.2	7.5	7.9	653 / 19.7	20.9	21.1	D	WHNN-F
7	WGER-F	SAC	31 / 5.8	5.5	5.8	5.6	5.0	5.7	505 / 15.3	12.7	12.0	C	WGER-F
8	WTLZ-F	B	28 / 5.3	6.0	6.0	6.1	7.5	5.8	348 / 10.5	11.3	10.1	B	WTLZ-F
9	WCEN-F	C	25 / 4.7	4.3	4.6	5.2	4.6	4.7	323 / 9.8	10.3	12.4	C	WCEN-F
10	WSAM	ST	22 / 4.1	3.8	5.1	4.3	3.3	4.3	258 / 7.8	9.4	7.8	A	WSAM
11	WMJA-FF	O	19 / 3.6	3.0	1.8	3.6	4.2	3.0	317 / 9.6	8.6	9.2	B	WMJA-FF
12	WKNX	ST	11 / 2.1	1.3	1.6	2.0	2.7	1.8	140 / 4.2	3.0	3.9	A	WKNX

12+ FM Share (Metro): 79.43% (363 of 457) (Winter 97: 78.73%)

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 WIOG-F <	1 WIOG-F <	1 WSGW	1 WSGW >	1 WSGW	1 WKQC-F <	1 WTCF-F	1 WKQC-F
2 WTLZ-F >>	2 WTCF-F	2 WIOG-F	2 WKQZ-F	2 WKQC-F <	2 WKQC-F <	2 WKQC-F	2 WKQC-F	2 WTCF-F	2 WTLZ-F	2 WTCF-F
	3 WIOG-F <	3 WTCF-F <	3 WKQC-F	3 WKQZ-F <	3 WHNN-F >	3 WIOG-F <	3 WIOG-F	3 WKQC-F	3 WKQC-F	3 WIOG-F <
	4 WKQC-F >	4 WKQC-F >	4 WTCF-F	4 WHNN-F <	4 WSAM	4 WHNN-F <	4 WHNN-F <	4 WHNN-F <	4 WKQZ-F	4 WTLZ-F
	5 WTLZ-F	5 WHNN-F <	5 WHNN-F	5 WGER-F <	5 WGER-F <	5 WKQC-F <	5 WHNN-F <	5 WIOG-F	5 WGER-F	5 WHNN-F <
	6 WGER-F	6 WGER-F	6 WGER-F >	6 WTCF-F	6 WIOG-F	6 WTCF-F >	6 WGER-F	6 WGER-F	6 WGER-F	6 WSGW
	7 WMJA-FF	7 WMJA-FF	7 WSGW <	7 WKQZ-F	7 WGER-F	7 WGER-F	7 WTCF-F	7 WMJA-FF	7 WMJA-FF <	7 WKQZ-F
			8 WCEN-F <	8 WCEN-F	8 WCEN-F >	8 WSAM >	8 WSAM >	8 WHNN-F	8 WHNN-F	8 WCEN-F >
			9 WMJA-FF					9 WSGW		

Wom 18-24	Wom 18-34	Wom 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 WIOG-F <	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F >	1 WKQZ-F >>	1 WKQZ-F >	1 WTCF-F
2 WKQZ-F	2 WIOG-F >	2 WIOG-F >	2 WIOG-F	2 WGER-F	2 WMJA-FF	2 WKQC-F	2 WKQC-F >	2 WIOG-F <	2 WIOG-F	2 WKQC-F
	3 WKQC-F	3 WGER-F	3 WKQC-F	3 WKQC-F	3 WTCF-F >	3 WIOG-F >	3 WIOG-F >	3 WKQC-F	3 WKQC-F	3 WCEN-F
4 WKQC-F >	4 WKQZ-F	4 WKQC-F	4 WGER-F	4 WTCF-F <	4 WTLZ-F >>	4 WMJA-FF	4 WWBN-F	4 WMJA-FF	4 WHNN-F <	4 WTLZ-F
	5 WGER-F	5 WTLZ-F	5 WHNN-F	5 WHNN-F >	5 WTCF-F	5 WHNN-F >	5 WHNN-F >	5 WHNN-F	5 WMJA-FF <	5 WKQZ-F >
	6 WCEN-F	6 WTLZ-F	6 WTLZ-F	6 WTLZ-F >	6 WWBN-F	6 WWBN-F	6 WTCF-F	6 WTCF-F	6 WSGW	6 WSGW
	7 WTLZ-F >	7 WKQZ-F			7 WHNN-F			7 WCEN-F	7 WCEN-F	7 WCEN-F
								8 WGER-F	8 WGER-F	8 WGER-F

Other Rated Stations		Metro Share	Cume Rating
WXC-F	C	97.3	Essexville 0.8 5.3
WMAX	SPRTS	1440	Bay City 1.3 4.5
WMPX-AF	ST	97.7	Beaverton 0.9 2.0

Consolidation Report	12+	25-54	Revenue
62nd Street	34.1 %	37.1 %	45.6 %
WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM			
	34.1 %	37.1 %	45.6 %

Other Rated Stations--Outside Market		Metro Share	Cume Rating
WAHV-F	SAC	103.9	Owasso 0.9 1.7
WCRZ-F	AC	107.9	Flint 0.8 2.4
WDZZ-F	B	92.7	Flint 0.6 2.0
WFBE-F	C	95.1	Flint 0.4 2.1
WDFD	T	91.0	Flint 0.4 1.7
WJR	FS	760	Detroit 0.8 3.2
WOWE-F	B	98.9	Vassar 1.3 3.9
WUJPS-F	AC	98.5	Houghton Lake 0.4 1.9
WWBN-F	AOR	101.5	Tuscola 1.1 3.5
WWCK-F	CHR	105.5	Flint 0.9 3.6

# SAGINAW-BAY CITY-MIDLAND

## AM Stations

WKNX	1250	1 kw (Days)	Standards	USA, AP	\$<20.00	Patt		Frankenmuth
WMAX	1440	5 kw/2.5 kw (DA-2)	Sports	1-on-1, CBS	\$14.00	—		
WSAM	1400	1 kw	Standards	Westwd, CNN, ABC	\$<20.00	—	MacDonald	
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Katz	62nd Street	

## FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal		Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	62nd Street	
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	Country		\$<20.00	—	Midwest Family	Essexville
WKCQ	98.1	50 kw @ 493	Country	ABC	\$66.00	—	MacDonald	
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Banner	62nd Street	Midland
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner	62nd Street	
WMJK	100.9	2.6 kw @ 500	See WMJA-F					Pinconning
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	Mc-Guild	Mid-America	Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Steve Taylor	

Notes:

Jim Duncan

Comments: Listening levels are steady versus a year ago . . . WTCF-F has its highest share in more than three years . . . WKCQ-F fell out of double figures but still leads the market in 12+

### \*\*\*\*\* 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 +	*
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999		*

# ST. LOUIS

<b>Arbitron Rank:</b> 18 Pop (12+): 2,095,800	<b>Stations:</b> 31 / 31	<b>Last Year's Revenue:</b> \$107,900,000
<b>MSA Rank:</b> 17	<b>Diaries:</b> 3,393/618:1/55.7%	<b>Household Income:</b> \$47,248
<b>MSA Pop:</b> 2,570,000	<b>Sample Target:</b> 3,340	<b>Total Retail Sales:</b> \$24.0 Bil.
<b>DMA:</b> 20	<b>% Below Line:</b> 0.0	<b>#1 Biller:</b> KMOX \$24,400,000
<b>Average Persons Rating:</b> 17.2	<b>% Not Listed:</b> 9.3	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 22.50	<b>Pop per Station:</b> 67,606	<b>CBS \$54,500,000</b>

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 KMOX	T/FS	386 / 10.7	11.2	12.0	11.8	11.8	11.4	5672 / 28.8	25.8	27.1	K	KMOX
2 WIL-F	C	284 / 7.3	8.5	8.4	7.8	8.6	8.0	3645 / 17.4	18.4	19.5	H	WIL-F
3 KEZK-F	SAC	247 / 8.8	5.5	6.0	6.1	6.9	6.1	3345 / 18.0	15.2	16.7	H	KEZK-F
4 KMJM-F	B	219 / 6.1	6.8	7.3	7.2	7.1	6.8	2245 / 10.7	11.6	11.7	H	KMJM-F
5 KSHE-F	AOR	179 / 5.0	4.6	4.5	4.4	4.0	4.6	2917 / 13.9	13.4	12.7	H	KSHE-F
6 KPNT-F	AOR-NR	178 / 4.9	4.6	4.6	5.4	4.7	4.9	2956 / 14.1	13.8	13.6	F	KPNT-F
7 KYKY-F	AC	170 / 4.7	4.8	5.3	4.9	4.9	4.9	2921 / 13.9	14.6	15.4	I	KYKY-F
8 KSLZ-F	CHR	168 / 4.8	1.8					3052 / 14.8	6.1			KSLZ-F
9 WKXX-F	C	161 / 4.2	5.0	5.3	4.3	4.5	4.7	2689 / 12.8	13.0	14.0	F	WKXX-F
10 KLOU-F	O	142 / 3.9	3.7	4.6	4.9	4.3	4.3	2827 / 13.5	14.4	14.9	F	KLOU-F
11 KTRS	T	120 / 3.3	3.4	2.9	2.3	2.4	3.0	2088 / 10.0	9.4	7.0	D*	KTRS
12 WVRV-F	AOR-P	118 / 3.2	3.0	3.2	3.9	4.0	3.3	2439 / 11.6	11.5	12.2	F	WVRV-F
13 KIHT-F	CL HITS	113 / 3.1	3.1	2.5	2.6	2.6	2.8	2298 / 11.0	11.3	10.0	E	KIHT-F
14 KATZ-F	B/AC	108 / 3.0	1.8	1.9	2.3	1.9	2.3	1511 / 7.2	5.8	6.0	B	KATZ-F
15 WALC-F	AC-NR	105 / 2.9	3.7	4.1	4.2	4.0	3.7	3149 / 15.0	16.7	17.4	E	WALC-F
16 KFUF-F	CL	102 / 2.8	3.1	2.6	2.7	2.8	2.8	1786 / 8.5	8.4	7.8	C	KFUF-F
17 KSD-F	CL AOR	89 / 2.5	3.0	2.8	3.0	3.2	2.8	2040 / 9.7	11.7	10.9	G	KSD-F
18 WRTH	ST	85 / 2.4	2.1	2.5	3.4	2.6	2.6	1189 / 5.7	5.1	5.9	A	WRTH
19 KXOK-F	B/AC	77 / 2.1	2.3	2.4	2.4	2.6	2.3	1416 / 6.8	6.5	7.6	C	KXOK-F
20 KATZ	B/G	69 / 1.9	2.1	1.9	1.0	0.5	1.7	944 / 4.5	4.5	2.4	A	KATZ
21 WEW	ST	36 / 1.0	1.1	1.1	1.0	1.2	1.0	398 / 1.9	2.2	2.1	A	WEW
22 KFNS	SPRST	35 / 1.0	1.2	1.1	0.8	1.2	1.0	734 / 3.5	4.1	4.1	C	KFNS

12+ FM Share (Metro): 74.92% (2450 of 3270) (Winter 97: 74.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJM-F <	1 KPNT-F <	1 KSHE-F	1 KSHE-F	1 KEZK-F <	1 KMOX >	1 KMOX >	1 KMOX	1 KMOX	1 KMJM-F <	1 KMOX
2 KSLZ-F >	2 KMJM-F	2 KMJM-F <	2 KEZK-F <	2 WIL-F <	2 WIL-F <	2 WIL-F	2 KEZK-F	2 KEZK-F <	2 KMOX	2 WIL-F
3 KPNT-F >>	3 KSLZ-F	3 KYKY-F <	3 WIL-F	3 KMOX <	3 KEZK-F >	3 WKXX-F <	3 WIL-F	3 WIL-F <	3 KSLZ-F	3 KMJM-F
4 KSHE-F <	4 KEZK-F	KYKY-F	KYKY-F	4 KSHE-F	4 KLOU-F <	4 KEZK-F <	4 KYKY-F	4 KMJM-F <	4 KPNT-F <	4 KSLZ-F <
5 WKXX-F	KPNT-F <	5 KMOX <	5 KYKY-F	5 KTRS	5 KYKY-F <	5 KSHE-F <	5 KPNT-F	5 WIL-F <	5 KEZK-F <	5 KEZK-F <
6 KYKY-F	6 WIL-F <	6 KIHT-F <	6 KIHT-F	6 KYKY-F <	6 KSHE-F	6 KMJM-F	6 KSLZ-F	6 KSHE-F	6 KLOU-F <	6 KLOU-F <
7 WVRV-F	7 WKXX-F	7 WVRV-F <	WVRV-F <	7 KFUF-F	KMJM-F	7 KLOU-F	7 KYKY-F	7 KEZK-F <	7 KPNT-F <	7 KPNT-F <
8 WALC-F <	8 KMOX <	8 KPNT-F <	8 KLOU-F	8 KLOU-F	KSHE-F <	8 KPNT-F <	8 KSHE-F	8 KATZ-F	8 KSHE-F	8 KSHE-F
9 WIL-F	9 WVRV-F	9 WKXX-F <	WKXX-F <			9 KTRS	9 WVRV-F	9 KTRS		

Wom 18-24	Wom 18-34	Wom 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 KMJM-F >	1 KMJM-F <	1 KYKY-F	1 KYKY-F <	1 KEZK-F	1 KPNT-F	1 KPNT-F <	1 KSHE-F	1 KSHE-F >	1 KSHE-F	1 KMOX >>
2 KSLZ-F	2 KYKY-F	2 WVRV-F <	2 KEZK-F	2 KYKY-F	2 KSHE-F	2 KSHE-F >	2 KPNT-F >	2 KPNT-F	2 KMOX	2 KMJM-F <
3 WKXX-F	KSLZ-F	3 KEZK-F	3 KMJM-F	3 WIL-F	KMJM-F <	3 KMJM-F	3 WKXX-F <	3 KMOX	3 WIL-F	3 KSLZ-F
4 KYKY-F <	4 WKXX-F <	KSLZ-F	4 WKXX-F <	4 KLOU-F	4 KSLZ-F <	4 WKXX-F <	4 KMJM-F	4 WIL-F	4 KPNT-F	4 WIL-F >
5 KPNT-F	5 KEZK-F <	5 WKXX-F	5 WIL-F <	5 WKXX-F <	5 WKXX-F >	5 KSLZ-F	5 WIL-F	5 KMJM-F <	5 KSD-F	
WALC-F >	6 KPNT-F <	KMJM-F	6 KSLZ-F	6 WVRV-F		6 WIL-F	WVRV-F	6 KIHT-F	KIHT-F	
	7 WVRV-F <	KPNT-F	7 WVRV-F	7 KMJM-F		7 WALC-F	KIHT-F <	KSD-F <	7 KEZK-F <	
	8 WALC-F	8 WALC-F		KMOX <		WVRV-F <	8 WALC-F	8 WKXX-F <	8 WVRV-F <	
									9 WKXX-F	

Other Rated Stations		Metro Share	Cume Rating
KFAV-F	C	99.9	Warrenton 0.3 1.5
KIRL	J	1460	St. Charles 0.3 0.7
KSIV	REL	1320	Clayton 0.4 1.8
KSLQ-F	AC	104.5	Washington 0.3 0.9
KWRE	C/O	730	Warrenton 0.3 0.8
WESL	B/G	1490	E. St. Louis, IL 0.5 1.5
WGNU	T	920	Granite City, IL 0.4 1.2
WIBV	T	1260	Belleville, IL 0.5 1.9

# ST. LOUIS

Consolidation Report	12+	25-54	Revenue
<b>CBS</b> KEZK-FM, KLOU-FM, KMOX-AM, KSD-FM, KYKY-FM	28.6 %	29.6 %	50.5 %
<b>Emmis</b> KSHE-FM, WALC-FM, WKKX-FM	12.1 %	15.0 %	15.3 %
<b>Jacor</b> KATZ-AM, KATZ-FM, KMJM-FM, KSLZ-FM	15.6 %	13.2 %	7.8 %
<b>Sinclair Broadcast Group</b> KIHT-FM, KPNT-FM, WIL-FM, WRTH-AM, WVRV-FM	20.9 %	22.3 %	20.7 %
<b>WIBV</b> KTRS-AM, WIBV-AM	3.8 %	2.9 %	2.4 %
	81.0 %	83.0 %	96.7 %

## AM Stations

Station	Power	Time	Format	Daypart	Revenue	Agency	Advertiser	Location
KATZ	1600	5 kw (DA-N)	Black Gospel	AURN	\$ NA	Eastman	Jacor	
KFNS	590	1 kw (DA-2)	Sports		\$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	WIBV	
WEW	770	1 kw (Days)	Standards	CNN	\$27.00	Roslin	Acker	
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal	Sinclair Bcst Gp	

## FM Stations

Station	Power	Time	Format	Daypart	Revenue	Agency	Advertiser	Location
KATZ	100.3	50 kw @ 492	Black AC		\$36.00	Eastman	Jacor	Allon, 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	CBS	
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	CBS	
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	
WALC	104.1	39 kw @ 550	Modern AC		\$71.00	D&R	Emmis	Jerseyville, IL
WIL	92.3	100 kw @ 984	Country	ABC	\$160.00	Christal	Sinclair Bcst Gp	
WKKX	106.5	90 kw @ 1026	Country		\$65.00	D&R	Emmis	Granite City, IL
WVRV	101.1	44 kw @ 525	Progressive AOR		\$60.00	Mc-Guild	Sinclair Bcst Gp	E. St. Louis, IL

Notes: \* KTRS revenue includes that of WIBV . . . 3/98 KMJM (AM) changed its calls back to KATZ (AM); it remains Black Gospel

Jim Duncan

Comments: KSLZ-F has become a contender in its second book out . . . Listening levels are up slightly . . . KATZ-F jumped to its highest share ever . . . WALC-F has fallen to its lowest share while in the Modern AC (AC-NR) format . . . KMOX is down to its lowest share in many years



# SALT LAKE CITY

Arbitron Rank: 35 Pop (12+): 1,205,500	Stations: 32 / 32	Last Year's Revenue: \$65,500,000
MSA Rank: 45	Diaries: 2,378/507:1/55.4%	Household Income: \$45,883
MSA Pop: 1,580,000	Sample Target: 2,350	Total Retail Sales: \$13.4 Bil.
DMA: 36	% Below Line: 0.0	#1 Biller: KSL \$8,440,000
Average Persons Rating: 14.1	% Not Listed: 8.6	#1 Billing Portfolio: Simmons Family \$17,390,000
Market TSL in Hours: 18.50	Pop per Station: 37,672	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KSFI-F	147 / 8.6	7.6	8.8	8.2	9.3	8.3	2581 / 21.4	20.4	24.0	H	KSFI-F
2	KZHT-F	115 / 6.8	5.3	5.4	4.4	4.0	5.5	2386 / 19.8	16.9	13.1	C	KZHT-F
3	KSL	106 / 6.2	7.3	5.0	6.5	6.6	6.3	2264 / 18.8	21.8	19.1	H	KSL
4	KXRK-F	88 / 5.2	4.4	4.8	4.8	3.8	4.8	1624 / 13.5	14.2	11.4	D	KXRK-F
5	KSOP-AF	80 / 4.7	4.6	5.7	3.8	5.5	4.7	1462 / 12.1	11.5	13.2	F	KSOP-AF
6	KODJ-F	77 / 4.5	5.1	4.5	4.6	5.6	4.7	1664 / 13.8	14.5	16.0	E	KODJ-F
7	KISN-F	76 / 4.5	4.0	5.5	6.1	5.3	5.0	1979 / 16.4	14.8	17.4	E	KISN-F
8	KRSP-F	72 / 4.2	4.3	4.7	4.6	5.0	4.5	1794 / 14.9	14.3	16.3	F	KRSP-F
9	KUBL-F	71 / 4.2	4.5	4.2	5.2	4.4	4.5	1234 / 10.2	12.6	12.6	E	KUBL-F
10	KENZ-F	69 / 4.1	3.9	5.0	4.1	4.3	4.3	1513 / 12.5	13.0	12.1	D	KENZ-F
11	KKAT-F	67 / 3.9	3.8	4.0	3.7	4.8	3.9	1365 / 11.3	12.3	14.9	D	KKAT-F
12	KBER-F	62 / 3.6	5.4	3.8	3.2	4.3	4.0	1374 / 11.4	12.9	12.7	D	KBER-F
	KBEE-F	62 / 3.6	4.3	3.9	5.0	4.2	4.2	1847 / 15.3	14.5	16.8	E	KBEE-F
14	KURR-F	54 / 3.2	2.4	2.8	1.7	1.7	2.5	863 / 7.2	6.7	6.9	B	KURR-F
15	KDYL-AA	46 / 2.7	3.7	4.2	4.1	4.0	3.7	619 / 5.1	6.6	7.4	B	KDYL-AA
	KUMT-F	46 / 2.7	2.0	3.1	3.4	2.0	2.8	907 / 7.5	7.9	6.3	C	KUMT-F
17	KFNZ	45 / 2.6	2.6	1.4	2.7	2.0	2.3	1202 / 10.0	7.4	7.1	B	KFNZ
	KALL	45 / 2.6	4.7	3.2	3.2	3.7	3.4	1029 / 8.5	11.6	10.6	E	KALL
19	KQMB-F	44 / 2.6	2.2	2.7	2.2	2.6	2.4	1336 / 11.1	10.9	8.6	C	KQMB-F
20	KNRS	42 / 2.5	0.1		0.8	0.9		722 / 6.0	0.5	4.0		KNRS

12+ FM Share (Metro): 76.64%      ( 1191 of 1554 )      ( Winter 97: 78.03% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KZHT-F >>	1 KXRK-F	1 KSFI-F >	1 KSFI-F >	1 KSFI-F >	1 KSFI-F <	1 KSFI-F >>	1 KSFI-F	1 KZHT-F >	1 KZHT-F
2	KXRK-F >>	2 KENZ-F <	2 KENZ-F	2 KRSP-F <	2 KSL <	2 KSL >	2 KSL	2 KZHT-F	2 KXRK-F	2 KSL <
3	KBER-F <	3 KSFI-F	3 KENZ-F	3 KODJ-F <	3 KODJ-F	3 KODJ-F	3 KZHT-F <	3 KRSP-F <	3 KSL <	3 KSFI-F <
4	KZHT-F	4 KISN-F <	4 KSL <	4 KRSP-F	4 KRSP-F	4 KISN-F <	4 KENZ-F	4 KXRK-F	4 KBER-F	4 KSFI-F <
		5 KXRK-F <	5 KURR-F	5 KSOP-AF	5 KDYL-AA	5 KODJ-F <	5 KSOP-AF <	5 KISN-F	5 KSL	5 KSOP-AF <
6	KSFI-F <	6 KUBL-F <	6 KENZ-F	6 KURR-F <	6 KRSP-F <	6 KSOP-AF <	6 KUBL-F	6 KSOP-AF	6 KFNZ	6 KODJ-F <
7	KUBL-F <	7 KKAT-F <	7 KKAT-F	7 KKAT-F	7 KALL <	7 KXRK-F <	7 KODJ-F <	7 KENZ-F <	7 KUBL-F <	7 KBEE-F
8	KURR-F <	8 KZHT-F	8 KUBL-F	8 KUBL-F <	8 KNRS	8 KURR-F	8 KKAT-F <	8 KRSP-F <	8 KENZ-F	8 KRSP-F
9	KBEE-F <	9 KBEE-F <	9 KISN-F <	9 KISN-F <	9 KKAT-F <	9 KUBL-F <	9 KZHT-F <		9 KISN-F	9 KISN-F
										9 KSOP-AF

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	KISN-F	1 KISN-F	1 KSFI-F	1 KSFI-F >	1 KSFI-F >>	1 KBER-F	1 KBER-F	1 KURR-F	1 KRSP-F <	1 KSL <
	KZHT-F <	KZHT-F <	2 KUBL-F	2 KISN-F	2 KODJ-F <	2 KXRK-F	2 KXRK-F	2 KBER-F <	2 KURR-F <	2 KSFI-F <
3	KXRK-F <	3 KSFI-F	3 KENZ-F	3 KZHT-F <	3 KISN-F	3 KENZ-F	3 KURR-F <	3 KXRK-F	3 KBER-F <	3 KRSP-F
4	KENZ-F <	4 KUBL-F <	4 KISN-F <	4 KBEE-F <	4 KKAT-F	4 KZHT-F	4 KENZ-F	4 KXRK-F <	4 KURR-F	4 KSL
5	KBEE-F	5 KENZ-F	5 KZHT-F	5 KUBL-F <	5 KUBL-F <	5 KRSP-F	5 KRSP-F	5 KSFI-F <	5 KSFI-F <	5 KODJ-F <
6	KUBL-F	6 KXRK-F <	6 KBEE-F	6 KKAT-F	6 KBEE-F	6 KISN-F	6 KSFI-F	6 KRSP-F <	6 KENZ-F	6 KSOP-AF <
7	KKAT-F	7 KBEE-F	7 KURR-F	7 KODJ-F	7 KZHT-F	7 KQMB-F	7 KKAT-F <	7 KSOP-AF	7 KSL <	7 KFNZ
8	KSFI-F	8 KKAT-F	8 KQMB-F	8 KENZ-F	8 KSL <	8 KUBL-F	8 KBEE-F	8 KBEE-F <	8 KFNZ <	8 KBER-F
9	KQMB-F >	9 KQMB-F	9 KKAT-F	9 KXRK-F	9 KRSP-F	9 KKAT-F	9 KZHT-F	9 KKAT-F	9 KSOP-AF	9 KXRK-F
			KXRK-F >				KISN-F <	KFNZ		9 KENZ-F <

# SALT LAKE CITY

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating	
<b>Citadel</b> KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KFZ-AM, KUBL-FM	18.5 %	20.0 %	19.4 %	KBZN-F	J	97.9	Ogden	1.6	5.1
<b>Jacor</b> KALL-AM, KFAM-AM, KKAT-FM, KNRS-AM, KODJ-FM, KURR-FM, KZHT-FM	24.3 %	23.9 %	19.2 %	KCNR	KIDS	860	Salt Lake City	0.4	2.3
<b>Simmons, pend.</b> KDYL-AM, KMGR-FM, KQMB-FM, KRSP-FM, KSFI-FM, KXRK-FM	23.2 %	23.7 %	26.5 %	KFAM	EZ	700	N. Salt Lake City	0.8	1.8
<b>Trumper</b> KISN-FM, KOSY-FM, KUMT-FM	7.8 %	9.0 %	9.5 %	KLO	ST	1430	Ogden	1.2	1.9
	<b>73.8 %</b>	<b>76.6 %</b>	<b>74.6 %</b>	KOSY-F	SAC	106.5	Spanish Fork	0.6	2.6
				KSNU-F	ST	107.9	Roy	0.8	3.3
				KSVN	SP	730	Ogden	0.4	0.8
				KTKK	T	630	Sandy	0.6	1.6
				KUUU-F	AOR	106.9	Brigham City	0.8	3.7
				KWJN	T	1230	Murray	0.8	1.2

## AM Stations

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		\$ 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	\$121.00	Sentry	Bonneville	
KSOP	1370	5 kw/0.5 kw (DA-N)	See KSOP-F					S. Salt Lake City

## FM Stations

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
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	ABC, Westwd	\$65.00	Katz	Jacor	
KQMB	102.7	47 kw @ 2699	Modern AC	Westwd	\$<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	D&R	Simmons, pend.	Provo
KZHT	94.9	48 kw @ 2799	CHR		\$34.00	Allied	Jacor	Provo

Notes: 1/98 KXRK-F sold to Simmons Family for \$10,400,000 . . . 3/98 KLZX-F (106.9) changed calls to KUUU-F; remains AOR

Jim Duncan

Comments: KZHT-F recorded its highest share in many years

# SAN ANTONIO

Arbitron Rank: 33 Pop (12+): 1,221,800	Stations: 31 / 28	Last Year's Revenue: \$65,000,000
MSA Rank: 36	Diaries: 2,603/469:1/50.2%	Household Income: \$35,905
MSA Pop: 1,530,000	Sample Target: 2,490	Total Retail Sales: \$13.3 Bil.
DMA: 37	% Below Line: 2.1	#1 Biller: KXTN-F \$8,600,000
Average Persons Rating: 17.3	% Not Listed: 10.2	#1 Billing Portfolio: Cox \$21,863,000
Market TSL In Hours: 22.50	Pop per Station: 43,636	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 KTFM-F	CHR/U	225 / 10.6	10.5	9.6	9.9	11.3	10.1	3266 / 26.7	25.3	26.0	G	KTFM-F
2 KZEP-F	CL AOR	134 / 6.3	7.0	6.5	7.4	4.3	6.8	1905 / 15.6	16.2	12.2	F	KZEP-F
3 KSMG-F	AC	132 / 6.2	6.1	4.7	5.5	5.7	5.6	2271 / 18.6	16.9	16.3	G	KSMG-F
4 KXTN-F	SP-TJ	128 / 6.1	6.2	6.1	6.1	6.5	6.1	1813 / 14.8	15.1	16.2	H	KXTN-F
5 KISS-F	AOR	117 / 5.5	4.9	6.3	5.2	6.3	5.5	1936 / 15.8	15.1	17.9	G	KISS-F
6 KAJA-F	C	112 / 5.3	5.9	5.1	6.0	5.6	5.6	1818 / 14.9	14.8	15.2	F	KAJA-F
7 KONO-AF	O	111 / 5.3	4.4	5.9	5.4	5.4	5.2	1786 / 14.6	15.1	15.0	D	KONO-AF
8 K TSA	T	106 / 5.0	4.4	6.4	4.1	4.7	5.0	1283 / 10.5	8.9	10.2	E	K TSA
9 KCYY-F	C	93 / 4.4	5.6	5.7	6.1	5.2	5.4	1766 / 14.5	14.5	14.9	G	KCYY-F
KROM-F	SP	93 / 4.4	5.3	4.0	4.9	3.6	4.6	1008 / 8.3	9.5	6.5	D	KROM-F
11 KSJL-F	U	92 / 4.4	3.6	3.3	3.4	4.0	3.7	1186 / 9.7	8.6	9.0	C	KSJL-F
12 KQXT-F	SAC	88 / 4.2	4.0	4.1	4.1	5.2	4.1	1443 / 11.8	10.9	13.3	E	KQXT-F
13 WOAI	N/T	66 / 3.1	3.6	3.5	3.4	4.1	3.4	1400 / 11.5	11.0	12.1	F	WOAI
KLUP	ST	66 / 3.1	2.5	2.4	2.6	1.9	2.7	810 / 6.6	5.9	4.9	B	KLUP
15 KCJZ-F	J	57 / 2.7	2.5	3.0	2.5	2.8	2.7	996 / 8.2	7.9	7.8	C	KCJZ-F
16 KKYX	C	50 / 2.4	2.1	2.1	2.3	2.1	2.2	518 / 4.2	4.6	4.3	B	KKYX
17 KCOR	SP	37 / 1.8	2.8	3.5	3.1	2.4	2.8	508 / 4.2	5.6	4.3	C	KCOR
18 KRIO-F	SP	32 / 1.5	1.0	1.3	1.6	1.7	1.4	764 / 6.3	5.6	7.3	C	KRIO-F
19 KEDA	SP	22 / 1.0	0.8	0.5	1.5	0.9	1.0	209 / 1.7	1.8	2.1	A	KEDA

12+ FM Share (Metro): 76.29% (1448 of 1898) (Winter 97: 76.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wxnd
1 KTFM-F >>	1 KTFM-F	1 KTFM-F	1 KZEP-F	1 KZEP-F <	1 K TSA <	1 KTFM-F >	1 K TSA <	1 KTFM-F	1 KTFM-F >>	1 KTFM-F >
2 KSJL-F	2 KISS-F <	2 KZEP-F <	2 KSMG-F <	2 KSMG-F <	2 KONO-AF	2 KXTN-F	2 KTFM-F <	2 KZEP-F <	2 KISS-F <	2 KXTN-F
3 KISS-F >	3 KSMG-F	3 KSMG-F	3 KTFM-F	3 KTFM-F <	3 KZEP-F <	KSMG-F <	3 KZEP-F <	3 KSMG-F	3 KSJL-F	3 KONO-AF <
4 KZEP-F	4 KISS-F	4 KXTN-F	4 KXTN-F	4 KXTN-F <	4 KZEP-F <	4 KZEP-F <	4 KSMG-F	4 KAJA-F <	4 KXTN-F	4 KZEP-F <
5 KAJA-F	5 KXTN-F <	5 KISS-F	5 KISS-F	5 KONO-AF	5 KLUP <	5 KISS-F	5 KONO-AF <	5 KISS-F <	5 KAJA-F	5 KSMG-F
6 KXTN-F	6 KAJA-F	6 KAJA-F <	6 KAJA-F	6 KAJA-F	6 KQXT-F	KAJA-F	6 KQXT-F <	6 KONO-AF <	KSMG-F <	KROM-F <
7 KROM-F	7 KROM-F <	7 KQXT-F <	KISS-F <	7 WOAI <	7 KONO-AF	7 KAJA-F <	7 KXTN-F <	7 KXTN-F <	7 KZEP-F <	7 KSJL-F
KSJL-F <	8 KQXT-F <	8 KROM-F <	8 KQXT-F <	8 KAJA-F <	K TSA <	8 KXTN-F <	8 KCYY-F	8 KONO-AF	8 KISS-F <	8 KISS-F <
9 KCYY-F >	9 KSJL-F <	9 KONO-AF	9 KCYY-F <	9 KTFM-F <	9 KCYY-F <	9 KISS-F	9 K TSA <	KROM-F <	9 KAJA-F <	9 KAJA-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KTFM-F >>	1 KTFM-F	1 KSMG-F	1 KTFM-F	1 KSMG-F <	1 KTFM-F	1 KISS-F >	1 KISS-F	1 KZEP-F	1 KZEP-F >	1 KTFM-F >>
2 KSMG-F >	2 KSMG-F >	2 KTFM-F <	2 KSMG-F	2 KTFM-F <	2 KISS-F >	2 KTFM-F	2 KZEP-F >	2 KISS-F	2 KISS-F	2 KONO-AF
3 KISS-F	3 KAJA-F	3 KXTN-F <	3 KQXT-F <	3 KQXT-F <	3 KSJL-F	KZEP-F	3 KSMG-F <	3 KTFM-F	3 KONO-AF <	KISS-F <
KSJL-F	KXTN-F	4 KAJA-F	4 KAJA-F	4 KXTN-F	KROM-F	4 KSMG-F >	4 KTFM-F >	4 KSMG-F	4 K TSA <	4 KXTN-F <
5 KAJA-F	5 KSJL-F <	5 KROM-F	KXTN-F	5 KAJA-F	5 KZEP-F	5 KAJA-F	5 KXTN-F	5 KXTN-F	5 KXTN-F	5 KXTN-F
6 KCYY-F	6 KCYY-F	6 KCYY-F	6 KCYY-F	6 KROM-F <	KSMG-F	6 KXTN-F <	6 KAJA-F	6 K TSA <	KSMG-F <	6 KISS-F <
KXTN-F	KROM-F <	7 KQXT-F	KROM-F <	7 KCYY-F	KAJA-F >>	7 KROM-F <	7 KONO-AF <	7 KONO-AF <	7 KTFM-F >	7 KTFM-F >
8 KISS-F <	KSJL-F <	8 KSJL-F	8 KONO-AF <	8 KONO-AF <		8 KAJA-F <	8 KAJA-F <	8 KAJA-F <	8 KAJA-F <	8 KAJA-F <
9 KQXT-F	9 KZEP-F	9 KZEP-F	9 KSJL-F <	9 KSJL-F <		9 KROM-F <	9 KROM-F <	9 KROM-F <		9 KROM-F <

Other Rated Stations	Metro Share	Cume Rating
KBUC-F	C	98.3 Pleasanton 0.5 1.6
KCHL	B/G	1480 San Antonio 0.6 0.9
KDRY	REL	1110 Alamo Heights 0.4 1.3
KENS	N	1160 San Antonio 0.4 2.0
KSAH	SP-C	720 Universal City 0.6 1.5
KSLR	REL	630 San Antonio 0.7 2.4
KTKR	SPRIS	760 San Antonio 0.8 2.5
KWED	C	1580 Seguin 0.4 0.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KAMX-F	AC	94.7 Luling 0.9 4.9
KEYI-F	O	103.5 San Marcos 0.5 2.0
KROX-F	AOR-NR	101.5 Giddings 0.7 2.7

# SAN ANTONIO

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend. KAJA-FM, KQXT-FM, KSJL-FM, KTKR-AM, WOAI-AM	17.8 %	18.4 %	22.5 %
Cox KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KONO-AF, KSMG-FM	29.6 %	29.1 %	33.6 %
Heftel KCOR-AM, KPOZ-AM, KROM-FM, KXTN-FM	12.3 %	13.1 %	19.2 %
	59.7 %	60.6 %	75.3 %

## AM Stations

Station	Power	Time	Genre	Price	Buyer	Seller
KCOR	1350	5 kw (DA-N)	Hispanic	\$32.00	Katz Hisp.	Heftel
KEDA	1540	5 kw/1 kw (DA-2)	Hispanic	\$ NA	Caballero	Davila
KKYX	680	50 kw/10 kw (DA-N)	Country	Westwd \$30.00	Katz	Cox
KLUP	930	5 kw/1 kw (DA-N)	Standards	\$24.00	CBS	Cox
KONO	860	5 kw/0.9 kw (DA-N)	See KONO-F			
KTSA	550	5 kw (DA-N)	Talk	ABC, Westwd \$61.00	Christal	KTFM-F
WOAI	1200	50 kw	News/Talk	CBS, ABC \$87.00	Clr Chnl	Clear Channel

## FM Stations

Station	Power	Time	Genre	Price	Buyer	Seller	Notes
KAJA	97.3	100 kw @ 984	Country	\$85.00	Clr Chnl	Clear Channel	
KCJZ	106.7	100 kw @ 1016	Jazz	\$45.00	Katz	Cox	Terrell Hills
KCYY	100.3	100 kw @ 984	Country	\$131.00	Katz	Cox	
KISS	99.5	100 kw @ 1111	AOR	\$110.00	CBS	Cox	
KONO	101.1	100 kw @ 1368	Oldies	\$54.00	Allied	Cox	Helotes
KQXT	101.9	100 kw @ 672	Soft AC	\$87.00	Clr Chnl	Clear Channel	
KRIO	94.1	22 kw @ 696	Hispanic	\$34.00	---	SBS, pend.	Floresville
KROM	92.9	100 kw @ 1016	Hispanic	\$39.00	Katz Hisp.	Heftel	
KSJL	96.1	100 kw @ 597	Urban	ABC \$35.00	Clr Chnl	Clear Channel, pend.	
KSMG	105.3	100 kw @ 1250	AC	\$83.00	CBS	Cox	Seguin
KTFM	102.7	100 kw @ 572	CHR/Urban	\$105.00	Christal	KTSA	
KXTN	107.5	100 kw @ 1470	Hispanic-Tejano	\$156.00	Katz Hisp.	Heftel	
KZEP	104.5	100 kw @ 660	Classic AOR	\$71.00	D&R	Lotus	

Notes: 3/98 KRIO-F sold by Barger to Spanish Broadcasting System (SBS) for \$9,000,000 . . . 5/98 KSJL-F sold by Inner City to Clear Channel (price NA)

Jim Duncan

Comments: Listening levels are steady . . . KCYY-F dropped to its lowest share in many years; the same is true of WOAI

# SAN DIEGO

Arbitron Rank: 15 Pop (12+): 2,267,300	Stations: 42 / 34	Last Year's Revenue: \$120,500,000
MSA Rank: 14	Diaries: 3,336/680:1/53.9%	Household Income: \$44,726
MSA Pop: 2,760,000	Sample Target: 3,270	Total Retail Sales: \$24.2 Bil.
DMA: 27	% Below Line: 5.5	#1 Biller: KSON-AF \$11,200,000
Average Persons Rating: 15.5	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 66,685	Jacor, pend. \$41,380,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KSON-F	231 / 6.6	6.4	5.5	7.6	4.3	6.5	2835 / 12.6	13.3	10.3	I	KSON-F
2	KFMB-F	219 / 6.2	5.2	6.5	5.3	4.1	5.8	4145 / 18.3	17.3	13.0	H	KFMB-F
3	XHTZ-F	180 / 5.1	4.3	4.6	5.1	5.2	4.8	3383 / 14.9	13.5	14.0	G	XHTZ-F
4	KOGO	171 / 4.9	4.9	3.9	3.0	1.1	4.2	2329 / 10.3	9.3	3.3	F	KOGO
5	KIOZ-F	169 / 4.8	3.5	3.6	3.6	3.5	3.9	2688 / 11.8	9.7	8.8	G	KIOZ-F
	KYXY-F	169 / 4.8	5.1	6.1	5.5	6.4	5.4	2814 / 12.4	13.0	15.5	I	KYXY-F
7	KGB-F	146 / 4.2	4.5	3.8	3.6	2.8	4.0	2675 / 11.8	12.0	9.8	G	KGB-F
8	KHTS-F	138 / 3.9	4.1	4.0	3.9	3.6	4.0	3430 / 15.1	14.0	13.3	E	KHTS-F
9	KIFM-F	134 / 3.8	3.8	3.5	2.9	4.3	3.5	2112 / 9.3	8.9	9.7	G	KIFM-F
10	KPOP	124 / 3.5	3.1	2.6	2.6	3.2	3.0	1438 / 6.3	4.8	6.1	C	KPOP
11	KMCG-F	114 / 3.2	3.3	3.5	3.5	1.6	3.4	1779 / 7.8	7.8	5.3	D	KMCG-F
12	XTRA-F	106 / 3.0	2.3	2.7	3.1	3.5	2.8	2703 / 11.9	10.3	12.9	G	XTRA-F
13	KFMB	95 / 2.7	3.6	5.5	5.3	4.2	4.3	1881 / 8.3	10.6	11.8	I	KFMB
14	KPLN-F	91 / 2.6	1.8	1.9	1.9	2.4	2.0	1686 / 7.4	6.8	8.6	D	KPLN-F
15	KKLQ-F	81 / 2.3	1.9	1.6	1.9	3.5	1.9	2164 / 9.5	8.9	11.5	G	KKLQ-F
16	KBZT-F	80 / 2.3	3.5	3.5	3.9	3.8	3.3	2081 / 9.2	10.2	12.6	G	KBZT-F
17	KJQY-F	78 / 2.2	1.7	1.5	1.5	1.7	1.7	1621 / 7.1	5.3	6.4	C	KJQY-F
18	XTRA	75 / 2.1	2.9	2.3	1.7	2.2	2.3	1470 / 6.5	9.5	7.2	H	XTRA
19	KFI	73 / 2.1	2.2	2.5	1.9	2.5	2.2	1258 / 5.5	6.2	6.1		KFI
20	KXGL-F	64 / 1.8	1.6	2.0	2.1	2.5	1.9	1808 / 8.0	6.1	8.0	C	KXGL-F
21	XHRM-F	48 / 1.4	1.5	1.6	2.1	2.0	1.6	1592 / 7.0	7.0	8.4	D	XHRM-F
22	KSDO	47 / 1.3	1.0	1.3	2.4	4.9	1.5	1180 / 5.1	4.4	10.2	E	KSDO
	XHKY-F	47 / 1.3	1.3	1.3	1.8	1.5	1.4	740 / 3.3	4.3	3.4	D	XHKY-F
24	XTIM-F	43 / 1.2	1.3	1.0	1.2	1.3	1.2	600 / 2.6	3.4	2.7		XTIM-F
25	KFSD-F	41 / 1.2	1.4	1.7	2.1	2.0	1.6	922 / 4.1	3.8	4.8	C	KFSD-F
26	KXST-F	40 / 1.1	1.6	1.7	1.0	1.1	1.4	882 / 3.9	4.2	4.0	C	KXST-F
	XBAC-AA	40 / 1.1	1.1	1.1	0.8	1.0	1.0	711 / 3.1	2.6			XBAC-AA
28	KSPA	38 / 1.1	1.1	1.2	0.9	1.4	1.1	558 / 2.5	2.1	2.2		KSPA
	XLTN-F	38 / 1.1	1.3	1.2	0.8	1.2	1.1	555 / 2.4	3.3	3.1	C	XLTN-F

12+ FM Share (Metro): 74.17%      ( 2323 of 3132 )      ( Winter 97: 72.71% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 XHTZ-F	1 KFMB-F <	1 KFMB-F	1 KSON-F <	1 KSON-F	1 KOGO <	1 KFMB-F <	1 KSON-F	1 KSON-F <	1 XHTZ-F	1 XHTZ-F
2 KHTS-F >>	2 KIOZ-F	2 KSON-F	2 KFMB-F	2 KFMB-F	2 KSON-F	2 KIOZ-F	2 KOGO <	2 KFMB-F	2 KHTS-F	2 KSON-F <
3 XTRA-F >	3 XHTZ-F	3 KIOZ-F	3 KGB-F <	3 KYXY-F <	3 KPOP	3 KSON-F <	3 KYXY-F <	3 XHTZ-F <	3 XTRA-F	3 KFMB-F <
	4 KSON-F	4 KGB-F <	4 KYXY-F <	4 KGB-F <	4 KIFM-F	4 KGB-F	4 KFMB-F	4 KYXY-F <	4 KOGO	4 KHTS-F
	5 KHTS-F	5 KYXY-F <	5 KIOZ-F	5 KIOZ-F	5 KYXY-F <	5 KOGO	5 KIOZ-F <	5 KHTS-F	KSON-F <	5 KPOP
	KGB-F <	6 XHTZ-F	6 KMCG-F <	6 KIFM-F <	6 KFMB <	6 KYXY-F <	6 KIFM-F <	6 KIOZ-F <	6 KFMB-F <	6 KYXY-F <
	7 XTRA-F <	7 KMCG-F <	7 KIFM-F	7 KMCG-F	7 KFMB-F	7 XHTZ-F	7 XHTZ-F	7 KIFM-F	7 KYXY-F	7 KIFM-F
	8 KYXY-F >	8 KHTS-F	8 XHTZ-F	8 XHTZ-F <		8 KFMB	8 KPOP	8 KGB-F <		XTRA-F <
							KGB-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KFMB-F	1 KFMB-F	1 KFMB-F	1 KFMB-F <	1 KSON-F	1 KIOZ-F >	1 KIOZ-F >	1 KIOZ-F >	1 KIOZ-F	1 KIOZ-F <	1 KSON-F <
KHTS-F	2 KSON-F	2 KSON-F	2 KSON-F	2 KFMB-F	2 XHTZ-F	2 XHTZ-F	2 KFMB-F	2 KGB-F	2 KGB-F	2 KOGO
XHTZ-F	3 KYXY-F	3 KYXY-F	3 KYXY-F >	3 KYXY-F	3 KFMB-F <	3 KFMB-F	3 XHTZ-F <	3 KFMB-F	3 KSON-F	3 KYXY-F
4 KYXY-F	4 KHTS-F	4 KMCG-F <	4 KMCG-F	4 KMCG-F <	4 XTRA-F	4 KGB-F	4 KGB-F	4 XHTZ-F <	4 KFMB-F <	4 KIOZ-F
5 KSON-F	5 XHTZ-F	5 KHTS-F	5 KHTS-F	5 KIFM-F >	5 KGB-F <	5 XTRA-F	5 KSON-F	5 KSON-F	5 XTRA	
6 XTRA-F >	6 KMCG-F <	6 KGB-F	6 XHTZ-F <	6 KGB-F	6 KHTS-F >	6 KSON-F <	6 XTRA <	6 XTRA	6 KIFM-F <	
	7 XTRA-F	XHTZ-F	7 KIFM-F	KBZT-F <		7 KHTS-F	7 XTRA-F	7 KPLN-F <	7 KOGO <	
	8 KGB-F <	KIOZ-F	8 KIOZ-F	8 KHTS-F <						
		XTRA-F	KGB-F <							

# SAN DIEGO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>Astor</b> KCEO-AM, KFSD-FM, KSPA-AM	2.7 %	0.8 %	1.3 %	KCEO	T	1000	Vista	0.4	1.3
				KPRZ	REL	1210	San Marcos	0.7	2.6
				KURS	SP	1040	San Diego	0.4	1.1
<b>Chancellor</b> KPLN-FM, KYXY-FM	7.4 %	9.2 %	11.3 %	XEMO	SP	860	Tijuana	0.6	1.9
				XHFG-F	SP-C	107.3	Tijuana	0.5	1.2
<b>Heftel, pend.</b> KJQY-FM, KKLQ-FM	4.5 %	4.6 %	5.9 %					Metro Share	Cume Rating
<b>Jacor, pend.</b> KGB-FM, KHYS-FM, KIOZ-FM, KMCG-FM, KOGO-AM, KPOP-AM, KSDO-AM, KXGL-FM, XTRA-AM, XTRA-FM	32.7 %	31.0 %	34.3 %	KKBT-F	B	92.3	Los Angeles	0.3	1.8
				KLAC	ST	570	Los Angeles	0.4	1.9
				KLVE-F	SP	107.5	Los Angeles	0.4	1.2
				KNX	N	1070	Los Angeles	1.0	3.9
				KWVE-F	REL	107.9	San Clemente	0.6	1.6
<b>Jefferson-Pilot</b> KBZT-FM, KIFM-FM, KSON-AM, KSON-FM	12.7 %	16.1 %	18.8 %	XEAZ	SP-C	1270	Tijuana	0.3	0.6
				XKAM	SP	950	Tijuana	0.3	0.6
	<b>60.0 %</b>	<b>61.7 %</b>	<b>71.6 %</b>						

## AM Stations

KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	\$141.00	Mc-Guild	Midwest TV	
KNOB	540	25 kw/0.24 kw (DA-3)	See XBAC					Costa Mesa
KOGO	600	5 kw (DA-1)	News/Talk	CNN, ABC, WW1	\$38.00	Katz	Jacor	
KPOP	1360	5 kw/1 kw	Standards	Westwd	\$44.00	Katz	Jacor	
KSDO	1130	10 kw (DA-2)	Talk	ABC	\$129.00	Katz	Jacor	
KSPA	1450	1 kw	Standards	Westwd	\$ NA	---	Astor	Escondido
XBAC	540	1 kw	Classical		\$ NA	Allied	Mt. Wilson	Tijuana, MX
XTRA	690	80 kw/50 kw (DA-2)	Sports	CBS, ESPN	\$151.00	Eastman	Jacor	Tijuana

## FM Stations

KBZT	94.9	22 kw @ 702	Oldies		\$130.00	Banner	Jefferson-Pilot	
KFMB	100.7	30 kw @ 620	AC/CHR		\$94.00	Mc-Guild	Midwest TV	
KFSD	92.1	0.17 kw @ 1024	Classical	Westwd	\$ NA	---	Astor	Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$110.00	Eastman	Jacor	
KHYS	93.3	1.8 kw @ 1886	CHR/Urban		\$ 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	102.9	32 kw @ 617	Soft AC		\$ 55.00	Eastman	Jacor	
KKLQ	106.5	50 kw @ 440	CHR/AC		\$195.00	Eastman	Jacor	
KMCG	95.7	29 kw @ 640	Black AC		\$40.00	Mc-Guild	Jacor, pend.	Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits		\$60.00	D&R	Chancellor	
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot	
KXGL	94.1	100 kw @ 640	Classic Hits		\$ NA	Mc-Guild	Jacor, pend.	
KXST	102.1	14.5 kw @ 817	Progressive AOR		\$77.00	Christal	Compass	Oceanside
KYXY	96.5	41 kw @ 540	AC		\$214.00	D&R	Chancellor	
XHKY	99.3	25 kw @ 328	Hispanic-Regional		\$50.00	Katz Hisp.		Tijuana
XHRM	92.5	50 kw @ 650	Progressive AOR	CNN, Westwd	\$65.00	Century		Tijuana
XHTZ	90.3	93 kw @ 840	CHR/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	Tijuana

Notes: KFI - See Los Angeles . . . 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 transaction: KPLN-F & KYXY-F . . . 5/98 KJQY-F & KKLQ-F sold by Jacor to Heftel for a reported \$65,000,000

Jim Duncan

Comments: KYXY-F continued its downtrend while KSON-F jumped back into the 12+ lead . . . KOGO held onto its recent gains and is, by far, the market's leading AM station as KFMB declined sharply . . . KIOZ-F is at its highest share in more than three years . . . KFMB-F enjoys its highest share in more than three years

# SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,510,100	Stations: 48 / 45	Last Year's Revenue: \$255,000,000
MSA Rank: 28-SF; 20-Oakland	Diaries: 6,614/833:1/54.6%	Household Income: \$57,792
MSA Pop: 5,180,000	Sample Target: 5,100	Total Retail Sales: \$62.7 Bil.
DMA: 5	% Below Line: 1.1	#1 Biller: KGO \$30,700,000
Average Persons Rating: 15.2	% Not Listed: 16.7	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 122,447	Chancellor \$64,100,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KGO	T	534 / 8.4	6.6	6.8	6.5	7.0	6.6	8316 / 16.1	16.3	16.0	K	KGO
2	KCBS	N/T	441 / 5.3	4.8	4.0	4.3	4.5	4.6	9436 / 17.1	16.2	16.2	K	KCBS
3	KOIT-AF	SAC	384 / 4.4	3.8	3.8	4.0	3.7	4.0	6401 / 11.6	11.1	11.0	J	KOIT-AF
4	KYLD-F	U/CHR	316 / 3.8	4.2	4.3	4.2	4.8	4.1	5909 / 10.7	11.9	12.9	I	KYLD-F
5	KIOI-F	AC/CHR	310 / 3.7	2.9	3.3	3.2	3.3	3.3	5443 / 9.9	9.4	10.2	J	KIOI-F
6	KISQ-F	B/AC	290 / 3.5	3.0	1.8	2.7	2.4	2.7	4739 / 8.6	8.0	8.9	G	KISQ-F
7	KABL	ST	276 / 3.3	3.2	3.0	2.5	2.1	3.0	3166 / 5.7	5.8	4.8	D	KABL
8	KSFO	T	274 / 3.3	2.6	3.2	2.6	2.2	2.9	2969 / 5.4	4.9	4.4	G	KSFO
9	KFOG-FF	AOR-P	268 / 3.2	2.9	2.9	3.0	3.1	3.0	4880 / 8.8	8.5	9.0	J	KFOG-FF
10	KNBR	SPRTS/FS	255 / 3.1	4.1	4.5	4.3	3.1	4.0	5014 / 9.1	11.5	8.4	K	KNBR
11	KBLX-F	J/U	245 / 2.9	2.9	2.7	3.0	3.2	2.9	3583 / 6.5	6.7	7.0	I	KBLX-F
12	KZQZ-F	CHR	243 / 2.9	2.7	1.9	0.7	1.0	2.1	5971 / 10.8	10.5	4.0	C	KZQZ-F
13	KFRC-AF	O	238 / 2.8	3.3	4.3	3.8	3.5	3.6	4681 / 8.5	9.7	7.9	J	KFRC-AF
14	KMEL-F	CHRU	233 / 2.8	3.4	3.7	3.9	4.1	3.4	4843 / 8.8	10.0	12.3	I	KMEL-F
15	KKSF-F	J	224 / 2.7	3.3	3.3	3.6	3.7	3.2	3938 / 7.1	7.0	8.0	I	KKSF-F
16	KLLC-F	AC-NR	219 / 2.6	2.5	2.7	2.8	2.7	2.7	5446 / 9.9	9.8	9.5	H	KLLC-F
17	KDFC-F	CL	196 / 2.3	2.8	2.7	2.5	2.6	2.6	3682 / 6.7	7.4	7.3	F	KDFC-F
18	KYCY-F	C	173 / 2.1	1.5	1.5	1.3	1.2	1.6	2437 / 4.4	4.2	3.8	G	KYCY-F
19	KSAN-F	CL HITS	166 / 2.0	1.1	1.0	1.9	1.8	1.5	3350 / 6.1	3.8	5.5	C	KSAN-F
20	KOME-F	AOR-NR	162 / 1.8	1.9	2.1	2.0	2.0	2.0	3535 / 6.4	6.4	6.1		KOME-F
21	KITS-F	AOR-NR	148 / 1.8	1.8	1.9	2.1	1.8	1.9	3807 / 6.9	7.4	7.9	H	KITS-F
22	KSJO-F	AOR	131 / 1.6	1.6	1.5	1.9	2.0	1.6	2639 / 4.8	5.3	6.4		KSJO-F
23	KBRG-F	SP-C	116 / 1.4	0.7	0.6	0.7	1.0	0.8	1481 / 2.7	1.6	2.2		KBRG-F
24	KSOL-FF	SP-R	110 / 1.3	2.3	1.9	1.5	1.5	1.8	1896 / 3.4	4.2	3.4	G	KSOL-FF
25	KBAY-F	SAC	102 / 1.2	1.2	1.7	1.3	1.4	1.4	2019 / 3.7	3.8	4.2		KBAY-F
26	KLOK	SP-R	90 / 1.1	1.4	1.2	1.5	1.3	1.3	1179 / 2.1	2.4	2.2		KLOK
27	KRTY-F	C	80 / 1.0	0.7	1.3	0.8	1.0	0.9	1344 / 2.4	2.2	2.4		KRTY-F

12+ FM Share (Metro): 68.78% (4789 of 6963) (Winter 97: 67.73%)

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 KCBS <	1 KGO	1 KGO >
2 KZQZ-F	2 KMEL-F <	2 KISQ-F	KFOG-FF	2 KISQ-F	2 KCBS >	2 KGO >	2 KOIT-AF	2 KGO <	2 KZQZ-F	2 KCBS
3 KMEL-F >>	3 KLLC-F	KFOG-FF <	KISQ-F <	KFOG-FF <	3 KABL <	3 KYLD-F	3 KIOI-F <	3 KOIT-AF	KYLD-F	3 KYLD-F <
4 KZQZ-F <	4 KIOI-F <	4 KIOI-F	4 KIOI-F	4 KIOI-F <	4 KOIT-AF <	4 KOIT-AF	4 KNBR	4 KYLD-F	4 KMEL-F <	4 KISQ-F
5 KISQ-F <	5 KYLD-F	5 KBLX-F <	5 KGO	5 KGO	5 KSFO	KSFO <	KCBS <	KSFO <	5 KCBS <	KOIT-AF
6 KIOI-F <	6 KLLC-F <	6 KGO <	6 KCBS <	6 KCBS <	6 KNBR <	6 KIOI-F <	6 KABL <	6 KIOI-F <	6 KABL <	KABL
7 KOME-F	7 KBLX-F <	7 KLLC-F <	7 KBLX-F <	7 KFRC-AF	7 KNBR <	7 KISQ-F <	7 KFOG-FF <	7 KFOG-FF <	7 KBLX-F <	7 KKSF-F
8 KOIT-AF <	8 KGO <	8 KKSF-F <	8 KKSF-F	8 KKSF-F	8 KIOI-F <	8 KOME-F <	8 KFOG-FF	8 KISQ-F	8 KOIT-AF <	8 KZQZ-F <
9 KITS-F	9 KMEL-F <	9 KCBS		9 KKSF-F <	9 KFOG-FF	KLLC-F	KZQZ-F <			
					KISQ-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KYLD-F >	1 KYLD-F	1 KIOI-F	1 KIOI-F <	1 KIOI-F <	1 KYLD-F >	1 KYLD-F >	1 KOME-F <	1 KFOG-FF	1 KFOG-FF	1 KGO >
2 KMEL-F	2 KLLC-F <	2 KLLC-F <	2 KOIT-AF	2 KOIT-AF	2 KMEL-F	2 KOME-F	2 KLLC-F	2 KYLD-F <	2 KCBS	2 KCBS
3 KZQZ-F	3 KIOI-F	3 KISQ-F	3 KISQ-F	3 KISQ-F	3 KZQZ-F	KMEL-F	3 KISQ-F	KNBR <	3 KBLX-F	3 KBLX-F
4 KLLC-F >	4 KMEL-F <	4 KOIT-AF <	4 KLLC-F <	4 KBLX-F <	4 KOME-F <	4 KLLC-F	4 KMEL-F <	KNBR <	4 KGO <	4 KSFO
5 KOIT-AF	5 KZQZ-F <	5 KBLX-F <	5 KYLD-F <	5 KGO <	5 KSJO-F >	KSJO-F	5 KFOG-FF	5 KOIT-AF <	5 KISQ-F <	
6 KITS-F <	6 KISQ-F	6 KZQZ-F	6 KFOG-FF	6 KFOG-FF	6 KBRG-F <	6 KISQ-F	KSJO-F <	6 KGO <	6 KSFO <	
7 KIOI-F <	7 KOIT-AF	7 KITS-F	KBLX-F	7 KFRC-AF <	7 KSOL-FF <	7 KZQZ-F <	7 KITS-F	7 KCBS <	7 KOIT-AF <	
	8 KITS-F	KFOG-FF <		8 KLLC-F <	8 KIOI-F	8 KFOG-FF	KYLD-F		8 KKSF-F	
	9 KBLX-F					KITS-F				

# SAN FRANCISCO

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
<b>ABC/Disney</b> KGO-AM, KMKY-AM, KSFO-AM	19.1 %	18.1 %	14.2 %	KARA-F	SAC	105.7	Santa Clara	0.9	2.4
<b>Bonneville</b> KDFC-FM, KOIT-AF, KZQZ-FM	9.6 %	8.8 %	8.4 %	KEZR-F	AC/CHR	106.5	San Jose	0.9	3.4
<b>CBS</b> KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KOME-FM, KYCY-AM, KYCY-FM	16.4 %	16.0 %	24.9 %	KFAX	REL	1100	San Francisco	0.6	1.3
<b>Chancellor</b> KABL-AM, KIOI-FM, KISQ-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLD-FM	20.5 %	17.9 %	25.1 %	KIQI	SP	1010	San Francisco	0.4	1.1
<b>Heftel</b> KSOL-FM, KZOL-FM	1.3 %	1.3 %	2.2 %	KKHI-AF	CL	100.7	San Rafael	0.8	1.8
<b>Susquehanna</b> KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM	8.8 %	10.8 %	19.5 %	KMHX-F	AC-NR	104.1	Windsor	0.3	0.7
	<b>75.7 %</b>	<b>72.9 %</b>	<b>94.3 %</b>	KNEW	C	910	Oakland	0.7	2.2
				KTCT	SPRTS	1050	San Mateo	0.5	1.5
				KUFX-F	CLAOR	104.9	Fremont	0.9	2.7
				KVTO	E	1400	Berkeley	0.4	1.1
				KXFX-F	AOR	101.7	Santa Rosa	0.4	0.9
				KZSF-F	SP	92.7	Alameda	0.4	0.8
				KZST-F	AC	100.1	Santa Rosa	0.8	1.7
				<b>Other Rated Stations—Outside Market</b>				Metro Share	Cume Rating
				KATM-F	C	103.3	Modesto	0.4	1.1
				KHKK-F	CLAOR	104.1	Modesto	0.4	1.1
				KSFM-F	CHR	102.5	Woodland	0.3	1.7

## AM Stations

Station	Power	Frequency	Format	Value	Company	Market	City
KABL	960	5 kw (DA-1)	Standards	\$70.00	Century	Chancellor	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS \$355.00	CBS	CBS	
KFRC	610	5 kw	See KFRC-F				
KGO	810	50 kw (DA-1)	Talk	ABC \$440.00	Katz	ABC/Disney	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC \$335.00	Eastman	Susquehanna	
KNEW	910	5 kw (DA-N)	Country	ABC \$50.00	Century	Chancellor	
KOIT	1260	5 kw/1 kw	See KOIT-F				
KSFO	560	5 kw (DA-N)	Talk	ABC \$55.00	Katz	ABC/Disney	

## FM Stations

Station	Power	Frequency	Format	Value	Company	Market	City
KBLX	102.9	6.6 kw @ 1290	Jazz/Urban	\$168.00	D&R	Inner City	Berkeley
KDFC	102.1	33 kw @ 1047	Classical	\$105.00	Katz	Bonneville	
KFFG	97.7	1.6 kw @ 449	See KFOG-F				Los Altos
KFOG	104.5	7.9 kw @ 1450	Progressive AOR	\$240.00	Eastman	Susquehanna	
KFRC	99.7	40 kw @ 1299	Oldies	\$285.00	Group W	CBS	
KIOI	101.3	125 kw @ 1162	AC/CHR	\$300.00	Christal	Chancellor	
KISQ	98.1	100 kw @ 960	Black AC	\$95.00	Eastman	Chancellor	
KITS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	CBS	
KKSF	103.7	7.8 kw @ 1470	Jazz	\$234.00	Eastman	Chancellor	
KLLC	97.3	82 kw @ 1014	Modern AC	CBS \$105.00	CBS	CBS	
KMEL	106.1	69 kw @ 1290	CHR/Urban	\$263.00	Christal	Chancellor	
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	Bonneville	
KSAN	107.7	8.9 kw @ 1161	Classic Hits	\$145.00	Mc-Guild	Susquehanna	
KSOL	98.9	6 kw @ 1355	Hispanic-Regional	\$67.00	Allied	Heftel	
KYCY	93.3	50 kw @ 492	Country	Westwd \$105.00	Infinity	CBS	
KYLD	94.9	30 kw @ 1210	Urban/CHR	AP \$163.00	Katz	Chancellor	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	Bonneville	

Notes: Other ranked stations – See San Jose . . . 3/98 KIQI (1010) sold to Radio Unica for \$12,000,000 . . . 3/98 KIQI changed from Hispanic AC to Hispanic Talk (Radio Unica) . . . 5/98 KZWC-F (92.1; Walnut Creek) sold by Z-Spanish to Jacor for \$4,500,000 (MVP)

Jim Duncan

Comments: KGO still leads the market, but has its lowest share since the early 1970's . . . KISQ-F is showing great growth . . . KSFO has its highest share since the early 1980's (Could it be cannibalizing its sister, KGO?) . . . KFRC-AF is in the midst of a sharp decline . . . KMEL-F has its fifth consecutive down book . . . KKSF-F has its lowest share in more than three years



# SAN JOSE

Arbltron Rank: 28 Pop (12+): 1,365,700	Stations: 41 / 12	Last Year's Revenue: \$42,000,000
MSA Rank: 30	Diaries: 2,605/524:1/53.6%	Household Income: \$69,652
MSA Pop: 1,640,000	Sample Target: 2,620	Total Retail Sales: \$16.6 Bil.
DMA: San Francisco (#5)	% Below Line: NA	#1 Biller: KSJO-F \$8,000,000
Average Persons Rating: 14.7	% Not Listed: NA	#1 Billing Portfolio: Trust \$22,310,000
Market TSL In Hours: 19.50	Pop per Station: 113,808	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KOME-F	AOR-NR	82 / 4.6	4.5	4.4	4.4	4.2	4.5	1950 / 14.3	14.3	13.5	H	KOME-F
2	KBAY-F	SAC	80 / 4.0	3.9	5.4	4.4	4.1	4.4	1354 / 9.9	10.1	10.3	G	KBAY-F
3	KARA-F	AC	66 / 3.3	3.3	3.7	2.5	2.5	3.2	1082 / 7.8	8.5	7.7	E	KARA-F
4	KEZR-F	AC/CHR	65 / 3.2	3.4	4.6	5.3	4.9	4.1	1538 / 11.3	12.0	14.7	G	KEZR-F
5	KRTY-F	C	61 / 3.0	2.8	4.7	2.8	3.7	3.3	1031 / 7.6	7.8	8.0	E	KRTY-F
6	KSJO-F	AOR	66 / 2.8	2.9	2.9	4.1	3.6	3.2	1232 / 9.0	9.4	10.0	H	KSJO-F
7	KBRG-F	SP-C	50 / 2.5	0.9	1.3	1.3	1.6	1.5	687 / 5.0	2.7	3.2		KBRG-F
8	KLOK	SP-R	46 / 2.3	2.5	3.2	4.4	2.5	3.1	586 / 4.3	5.0	4.3	F	KLOK
9	KUFX-F	CL AOR	41 / 2.0	3.5	3.4	4.5	2.1	3.3	843 / 6.2	9.8	8.2	D	KUFX-F
10	KAZA	SP	33 / 1.6	0.8	0.7	0.9	0.4	1.0	156 / 1.1	1.0	1.1	A	KAZA
11	KLIV	N	21 / 1.0	0.7	0.6	0.5	0.7	0.7	485 / 3.6	3.0	3.1	A	KLIV
12	KZSF	SP-R	13 / 0.6			2.3	3.3		162 / 1.2		4.5		KZSF
13	KSJX	E	11 / 0.5	0.5	0.5	0.7	0.5	0.6	226 / 1.7	1.3	1.3		KSJX

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 KOME-F >>	1 KOME-F >	1 KOME-F	1 KOME-F <	1 KEZR-F	1 KBAY-F >	1 KOME-F >	1 KBAY-F <	1 KEZR-F	1 KOME-F	1 KBAY-F
2 KSJO-F >>	2 KSJO-F	2 KEZR-F	2 KEZR-F <	KOME-F	2 KARA-F	2 KBAY-F	2 KARA-F	KBAY-F	2 KBAY-F	2 KOME-F
	3 KEZR-F <	3 KARA-F <	3 KARA-F	KARA-F <	3 KRTY-F <	3 KEZR-F <	3 KOME-F <	3 KARA-F <	3 KSJO-F <	3 KEZR-F
	4 KBRG-F	4 KSJO-F <	4 KBAY-F <	4 KBAY-F	4 KEZR-F	4 KSJO-F <	4 KRTY-F <	4 KRTY-F	4 KBRG-F <	KRTY-F
	5 KRTY-F	5 KBRG-F	5 KSJO-F	5 KRTY-F <	5 KAZA	5 KRTY-F	5 KEZR-F	5 KOME-F <	5 KARA-F	KARA-F
	6 KARA-F	KRTY-F <	KUFX-F <	6 KUFX-F <	KLOK	KARA-F <	6 KBRG-F	6 KSJO-F <	KEZR-F	KSJO-F <
		7 KBAY-F <	7 KRTY-F <	KBRG-F						

Wom 18-24	Wom 18-34	Wom 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 KRTY-F	1 KRTY-F	1 KEZR-F <	1 KEZR-F <	1 KEZR-F <	1 KOME-F	1 KOME-F >	1 KOME-F >	1 KOME-F >	1 KOME-F	1 KEZR-F
KOME-F	KEZR-F	2 KARA-F <	2 KARA-F	2 KARA-F	2 KSJO-F >>	2 KSJO-F >>	2 KSJO-F >	2 KSJO-F	2 KUFX-F	2 KRTY-F
3 KBRG-F	3 KARA-F	3 KRTY-F	3 KRTY-F	3 KRTY-F	3 KLOK	3 KUFX-F	3 KUFX-F >	3 KUFX-F	3 KSJO-F	3 KBAY-F
4 KEZR-F	4 KBRG-F	4 KBRG-F	4 KBRG-F	4 KBAY-F >	KEZR-F	KBRG-F	4 KBRG-F	4 KAZA <	KAZA	
5 KARA-F	5 KOME-F	5 KSJO-F	5 KOME-F	5 KBRG-F		5 KLOK	KLOK	5 KLOK	5 KBAY-F <	
KSJO-F	6 KSJO-F	KOME-F				KEZR-F	6 KEZR-F	KBRG-F	6 KLOK	
KLOK										

# SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations—Outside Market				Metro Share	Cume Rating
<b>Empire</b>	7.3 %	8.7 %	17.0 %	KABL	ST	960	Oakland	1.8	3.1
KARA-FM, KLIV-AM, KRTY-FM				KBLX-F	J/U	102.9	Berkeley	1.6	4.2
<b>In Trust</b>	13.8 %	15.3 %	53.1 %	KCBS	N/T	740	San Francisco	4.7	15.5
KBAY-FM, KEZR-FM, KOME-FM, KUFX-FM				KDFC-F	CL	102.1	San Francisco	2.4	6.9
	21.1 %	24.0 %	70.1 %	KDON-F	CHR	102.5	Salinas	0.6	3.0
				KFAX	REL	1100	San Francisco	0.6	2.1
				KFOG-FF	AOR-P	104.5	San Francisco	2.7	8.3
				KFRC-AF	O	99.7	San Francisco	2.5	6.3
				KGO	T	810	San Francisco	6.8	16.8
				KIOI-F	AC/CHR	101.3	San Francisco	3.0	9.8
				KISQ-F	B/AC	98.1	San Francisco	2.2	6.0
				KITS-F	AOR-NR	105.3	San Francisco	0.9	4.8
				KKSF-F	J	103.7	San Francisco	2.7	7.0
				KLLC-F	AC-NR	97.3	San Francisco	1.4	6.5
				KMEL-F	CHR/U	106.1	San Francisco	1.7	6.2
				KNBR	SPRTS	680	San Francisco	2.9	8.3
				KNEW	C	910	Oakland	0.4	1.3
				KOIT-AF	SAC	96.5	San Francisco	3.0	8.9
				KSAN-F	C	107.7	San Mateo	0.7	3.6
				KSFO	T	560	San Francisco	3.2	5.0
				KSOL-FF	SP	98.9	San Francisco	2.1	4.8
				KYCY-F	C	93.3	San Francisco	0.9	3.0
				KYLD-F	U/CHR	94.9	San Francisco	5.3	12.6
				KZQZ-F	CHR	95.7	San Francisco	3.5	11.9

## AM Stations

KAZA	1290	5 kw/0.088 kw (DA-2)	Hispanic		\$ NA	El Dorado		Gilroy
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Empire	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional		\$74.00	Caballero	EXCL	
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic		\$ NA	—	Multicultural, pend.	
KVVN	1430	1 kw (DA-1)	Ethnic	CBS	\$ NA	D&R	Inner City	Santa Clara
KZSF	1370	5 kw (DA-2)	Hispanic-Regional			—	Z-Spanish	

## FM Stations

KARA	105.7	50 kw @ 500	AC		\$78.00	Allied	Empire	Santa Clara
KBAY	94.5	34 kw @ 587	Soft AC	UPI	\$100.00	Mc-Guild	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	
KOME	98.5	12.5 kw @ 880	AOR-New Rock		\$115.00	Infinity	In Trust	
KRTY	95.3	0.9 kw @ 860	Country		\$89.00	Allied	Empire	Los Gatos
KSJO	92.3	50 kw @ 466	AOR		\$145.00	Katz	Jacor	
KUFX	104.9	3 kw @ 300	Classic AOR	ABC	\$55.00	Mc-Guild	In Trust	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 . . . 1/98 The KBAY-F calls & format moved from 100.3 to 94.5 (ex-KUFX-F); the KUFX-F calls & format moved to 104.9 (ex-KBRG-F); KBRG-F calls & format moved from 104.9 to 100.3 . . . 2/98 KKSJ changed calls to KZSF; remains Hispanic

Jim Duncan

Comments: Listening levels are steady . . . KEZR-F had its third consecutive down book and its lowest share since 1995 . . . KSJO-F also has fallen to record low levels . . . KUFX-F also fell sharply (possibly due, at least in part, to its shift to a Class A facility)

# SEATTLE-TACOMA

**Arbitron Rank:** 13 Pop (12+): 2,786,100  
**MSA Rank:** 21-Seattle; 80-Tacoma  
**MSA Pop:** 3,390,000  
**DMA:** 12  
**Average Persons Rating:** 14.8  
**Market TSL In Hours:** 19.75

**Stations:** 29 / 28  
**Diaries:** 3,716/750:1/56.9%  
**Sample Target:** 3,690  
**% Below Line:** 0.3  
**% Not Listed:** 12.7  
**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	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KUBE-F	244 / 5.9	6.3	6.9	7.1	6.1	6.6	4179 / 15.0	16.9	16.8	H	KUBE-F
2	KIRO	233 / 5.6	7.2	9.6	8.3	6.7	7.7	4744 / 17.0	21.7	17.4	K	KIRO
3	KBSG-AF	206 / 5.0	4.6	5.0	5.6	5.3	5.0	4359 / 15.6	13.9	16.8	I	KBSG-AF
4	KLSY-F	198 / 4.8	3.4	4.0	3.0	3.9	3.8	3677 / 13.2	11.0	10.6	H	KLSY-F
5	KPLZ-F	191 / 4.6	3.8	4.2	3.8	3.7	4.1	3892 / 14.0	12.9	12.8	H	KPLZ-F
6	KBKS-AF	185 / 4.5	3.6	3.3	2.5	2.8	3.5	4258 / 15.3	13.1	9.2	F	KBKS-AF
7	KING-F	177 / 4.3	3.5	3.4	4.3	4.5	3.9	2958 / 10.6	10.2	10.3	E	KING-F
8	KMPS-F	165 / 4.0	4.7	4.7	5.2	4.4	4.7	3076 / 11.0	10.9	12.7	I	KMPS-F
9	KVI	163 / 3.9	4.7	4.6	4.6	4.3	4.5	1970 / 7.1	8.3	8.5	H	KVI
10	KNDD-F	160 / 3.9	4.2	4.2	4.3	4.6	4.1	3403 / 12.2	13.4	13.5	H	KNDD-F
11	KISW-F	158 / 3.8	3.8	3.2	3.8	4.7	3.7	2552 / 9.2	8.8	9.3	H	KISW-F
12	KWJZ-F	157 / 3.8	3.5	3.2	2.6	3.0	3.3	2473 / 8.9	8.8	6.9	E	KWJZ-F
13	KRWM-F	149 / 3.6	2.6	2.6	2.6	2.8	2.9	2379 / 8.5	7.0	7.3	E	KRWM-F
14	KIXI	147 / 3.6	4.0	3.7	4.6	3.9	4.0	2141 / 7.7	8.0	8.0	D	KIXI
15	KZOK-F	134 / 3.2	3.4	3.4	3.7	4.0	3.4	2683 / 9.8	10.0	11.9	H	KZOK-F
16	KOMO	133 / 3.2	3.9	3.4	2.9	2.7	3.3	3182 / 11.4	13.8	10.1	E	KOMO
17	KJR-F	129 / 3.1	2.6	2.9	3.3	3.6	3.0	2816 / 10.1	9.8	12.0	G	KJR-F
18	KMTT-F	127 / 3.1	3.1	3.1	2.9	3.8	3.0	2381 / 8.5	8.7	9.2	G	KMTT-F
19	KYCW-F	119 / 2.9	2.8	2.6	3.3	3.9	2.9	1617 / 5.8	5.8	8.7	G	KYCW-F
20	KIRO-F	118 / 2.9	2.8	2.3	2.0	2.3	2.5	2076 / 7.5	7.6	6.5	E	KIRO-F
21	KJR	102 / 2.5	2.9	2.2	2.5	2.5	2.5	2394 / 8.6	8.1	8.2	E	KJR
22	KCMS-F	80 / 1.9	1.7	1.7	1.9	1.5	1.8	1344 / 4.8	5.2	4.0	G	KCMS-F
23	KNWX	51 / 1.2	1.5	1.3	1.0	1.3	1.3	1621 / 5.8	7.0	5.2	C	KNWX

12+ FM Share (Metro): 75.76% (2734 of 3609) (Winter 97: 74.17%)

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 KPLZ-F <	1 KPLZ-F	1 KBSG-AF <	1 KIRO	1 KIRO	1 KIRO <	1 KUBE-F	1 KUBE-F	1 KUBE-F <
2 KBKS-AF	2 KPLZ-F	2 KUBE-F <	2 KLSY-F <	2 KPLZ-F	2 KBSG-AF <	2 KUBE-F >	2 KPLZ-F	2 KBKS-AF <	2 KLSY-F	2 KBSG-AF <
3 KNDD-F >>	3 KNDD-F	3 KLSY-F <	3 KBSG-AF <	3 KLSY-F	3 KING-F	3 KBSG-AF	KBSG-AF <	3 KBSG-AF <	3 KNDD-F <	3 KIRO
	4 KISW-F	4 KISW-F <	4 KISW-F <	4 KISW-F <	4 KIXI <	KVI	4 KVI <	4 KIRO <	KBKS-AF	KBKS-AF <
	5 KLSY-F <	5 KBKS-AF <	5 KZOK-F <	5 KZOK-F	5 KVI	KISW-F <	5 KLSY-F <	5 KPLZ-F <	5 KOMO	5 KING-F <
	6 KBKS-AF >	6 KBSG-AF <	6 KJR-F	KWJZ-F	6 KWJZ-F	6 KPLZ-F <	6 KRWM-F <	6 KLSY-F	6 KING-F <	6 KIXI <
	7 KMPS-F <	7 KZOK-F <	KMTT-F <	KIRO	KRWM-F	7 KLSY-F <	7 KUBE-F <	KING-F <	7 KPLZ-F	7 KLSY-F <
	8 KJR-F <	8 KNDD-F	8 KWJZ-F <	KMTT-F <	KOMO	8 KMPS-F <	8 KIXI	8 KNDD-F <	8 KJR <	8 KMPS-F <
		9 KMPS-F	9 KJR-F	9 KMPS-F	9 KOMO	KING-F <	9 KIRO-F <	9 KWJZ-F <	9 KWJZ-F <	9 KWJZ-F <
			KUBE-F	KMPS-F						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KUBE-F >	1 KPLZ-F <	1 KPLZ-F >	1 KPLZ-F <	1 KPLZ-F <	1 KUBE-F	1 KISW-F	1 KISW-F >	1 KISW-F	1 KISW-F	1 KOMO >
2 KLSY-F	2 KUBE-F	2 KUBE-F <	2 KLSY-F	2 KLSY-F	2 KNDD-F	2 KNDD-F <	2 KPLZ-F <	2 KZOK-F	2 KZOK-F <	2 KIRO
	KPLZ-F	3 KLSY-F >	3 KUBE-F	3 KBSG-AF	3 KISW-F	3 KUBE-F >	3 KNDD-F	3 KNDD-F <	3 KBSG-AF <	3 KUBE-F
4 KBKS-AF	4 KBKS-AF	4 KIRO-F <	4 KBKS-AF <	KRWM-F <	4 KBKS-AF >	4 KPLZ-F	4 KZOK-F <	4 KUBE-F <	4 KIRO <	4 KRWM-F
5 KNDD-F >	5 KNDD-F	5 KMPS-F	5 KMPS-F <	5 KMPS-F <	5 KLSY-F	5 KZOK-F	5 KUBE-F <	5 KBSG-AF <	5 KMTT-F <	KLSY-F
	6 KMPS-F	KBKS-AF <	6 KRWM-F <	6 KUBE-F <	6 KBKS-AF <	6 KJR	6 KJR <	6 KJR <	6 KJR <	6 KJR <
	7 KIRO-F	7 KJR-F	7 KBSG-AF	7 KWJZ-F	7 KJR	7 KJR-F <	7 KMTT-F <	7 KJR-F	7 KJR-F	7 KJR-F
	8 KJR-F <	KNDD-F	8 KWJZ-F <	8 KIRO-F <	8 KYCW-F	8 KYCW-F <	8 KJR-F	8 KWJZ-F	8 KWJZ-F	8 KWJZ-F
	9 KYCW-F >		9 KBKS-AF <		KLSY-F <	9 KMTT-F >	KIRO	KPLZ-F <		
							KBKS-AF			

# SEATTLE-TACOMA

Consolidation Report	12+	25-54	Revenue	Other Rated Stations			Metro Share	Cume Rating
<b>Ackerley</b> KJR-AM, KJR-FM, KUBE-FM	11.5 %	11.1 %	12.3 %	KCIS	REL	630 Edmonds	0.4	1.4
<b>CBS</b> KBKS-FM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM	14.6 %	15.9 %	20.7 %	KGNW	REL	820 Burien	0.6	1.7
<b>Entercom</b> KBSG-AF, KIRO-AM, KIRO-FM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM	25.5 %	26.7 %	40.4 %	KXXO-F	AC	96.1 Olympia	0.8	2.1
<b>Fisher</b> KOMO-AM, KPLZ-FM, KVI-AM	11.7 %	11.2 %	12.6 %	<b>Other Rated Stations—Outside Market</b>			Metro Share	Cume Rating
<b>Sandusky</b> KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM	15.8 %	14.6 %	11.4 %	KMNT-F	C	102.9 Centralia-Chehalis	0.3	1.0
	<b>79.1 %</b>	<b>79.5 %</b>	<b>97.4 %</b>					

## AM Stations

Station	Power	Time	Format	Advertiser	Agency	Station
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F			
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Sentry Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal Sandusky
KJR	950	50 kw (DA-N)	Sports	Westwd	\$54.00	— Ackerley
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Sentry Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Sentry Fisher
KRPM	1090	50 kw (DA-2)	See KBKS-F			
KVI	570	5 kw	Talk	ABC	\$117.00	Sentry Fisher

## FM Stations

Station	Power	Time	Format	Advertiser	Agency	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	Sentry Entercom
KISW	99.9	100 kw @ 1148	AOR	\$138.00	Mc-Guild	Entercom
KJR	95.7	100 kw @ 1180	Classic Hits	\$110.00	Allied	Ackerley
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal Sandusky Bellevue
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: 2/98 KBRO (1490; Bremerton) & KNTB (1480; Lakewood-Tacoma) sold for \$257,500 . . . 2/98 KJR-AF/KUBE-F (control) sold by New Century to Ackerley for \$17,812,000

Jim Duncan

Comments: Listening levels are down moderately . . . KUBE-F had its third consecutive down book, but it continues to lead the market in 12+ share . . . KLSY-F is up to its highest share in more than three years . . . KBKS-F has become an important factor in the market . . . KWJZ-F is at its highest share while in its current format

# SPRINGFIELD, MA

<b>Arbtrn Rank:</b> 77	<b>Pop (12+):</b> 494,900	<b>Stations:</b> 29 / 15	<b>Last Year's Revenue:</b> \$17,100,000
<b>MSA Rank:</b> 89		<b>Diaries:</b> 1,643/301:1/55.7%	<b>Household Income:</b> \$41,922
<b>MSA Pop:</b> 592,000		<b>Sample Target:</b> 1,670	<b>Total Retail Sales:</b> \$4.4 Bil.
<b>DMA:</b> 65		<b>% Below Line:</b> 27.6	<b>#1 Biller:</b> WAQY-F \$3,900,000
<b>Average Persons Rating:</b> 15.7		<b>% Not Listed:</b> 14.8	<b>#1 Billing Portfolio:</b>
<b>Market TSL In Hours:</b> 21.00		<b>Pop per Station:</b> 32,993	<b>Clear Channel:</b> \$4,000,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									Level	Station
1	WAQY-AF	CL AOR	80 / 10.3	6.4	6.9	9.2	7.4	8.2	1111 / 22.5	17.7	22.0	E	WAQY-AF
2	WMAS-F	AC	73 / 8.4	9.3	9.2	9.4	7.1	9.3	1054 / 21.3	19.6	18.5	D	WMAS-F
3	WPKX-F	C	64 / 8.2	8.1	10.0	7.2	9.4	8.4	872 / 17.8	17.9	16.1	E	WPKX-F
4	WHYN-F	AC	65 / 7.1	7.2	6.4	5.8	7.0	6.6	846 / 17.1	18.0	17.9	D	WHYN-F
5	WHYN	T	47 / 6.0	4.8	5.6	6.0	7.0	5.6	696 / 14.1	13.0	14.2	C	WHYN
6	WMAS	ST	37 / 4.8	3.8	4.7	4.8	4.2	4.5	344 / 7.0	7.2	7.0	B	WMAS
7	WTIC-F	AC/CHR	36 / 4.5	4.2	5.1	4.1	4.4	4.5	828 / 16.7	15.4	16.4		WTIC-F
8	WKSS-F	CHR	34 / 4.4	4.0	4.8	3.4	3.0	4.1	777 / 15.7	14.2	14.0		WKSS-F
9	WNNZ	T/N	29 / 3.7	3.7	3.2	3.0	3.5	3.4	388 / 7.8	9.2	8.2	B	WNNZ
10	WAAF-F	AOR-NR	28 / 3.6	3.8	3.7	3.9	3.9	3.7	454 / 9.2	10.2	10.7		WAAF-F
11	WRCH-F	SAC	21 / 2.7	2.7	2.8	2.9	2.7	2.8	365 / 7.4	7.6	8.0		WRCH-F
12	WCCC-F	AOR	20 / 2.6	2.6	2.7	3.0	2.3	2.7	442 / 8.9	8.7	8.5		WCCC-F
13	WDRC-F	O	18 / 2.3	3.1	3.2	3.3	2.5	3.0	424 / 8.6	9.6	9.0		WDRC-F
14	WHMP-F	AOR-NR	16 / 2.1	2.7	2.7	3.3	2.6	2.7	541 / 10.9	9.7	10.6	C	WHMP-F
15	WSPR	SP	15 / 1.9	1.7	1.7	1.4	1.2	1.7	126 / 2.6	2.6	2.5	A	WSPR
16	WRNX-F	AOR-P	14 / 1.8	2.5	1.7	2.4	2.2	2.1	320 / 8.5	6.2	6.8	C	WRNX-F

12+ FM Share (Metro): 76.77% ( 509 of 663 ) ( Winter 97: 74.61% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >	1 WAQY-AF >	1 WAQY-AF >	1 WAQY-AF >	1 WAQY-AF	1 WPKX-F <	1 WAQY-AF	1 WMAS-F <	1 WAQY-AF	1 WAQY-F	1 WPKX-F
2 WAAF-F >	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WAQY-AF	2 WPKX-F <	2 WMAS-F <	2 WAQY-AF <
3 WAQY-AF	3 WTIC-F	3 WHYN-F <	3 WHYN-F	3 WHYN-F <	WHYN <	3 WHYN <	3 WHYN-F	3 WMAS-F	3 WKSS-F	3 WMAS-F >
4 WAAF-F <	4 WPKX-F	4 WPKX-F	4 WPKX-F >	4 WPKX-F	4 WHYN-F	4 WHYN-F <	4 WHYN-F	4 WPKX-F <	4 WAAF-F	4 WHYN-F <
5 WKSS-F <	5 WTIC-F	5 WTIC-F >	5 WTIC-F	5 WTIC-F	5 WAQY-AF	5 WPKX-F >	5 WHYN	5 WNNZ	5 WPKX-F	5 WMAS <
6 WPKX-F	6 WKSS-F <	6 WHYN	6 WHYN	6 WHYN	WMAS >	6 WCCC-F <	6 WMAS >	6 WHYN <	6 WHYN-F	6 WKSS-F
7 WCCC-F	7 WAAF-F	WCCC-F	7 WDRC-F	7 WNNZ	7 WTIC-F <	7 WTIC-F	7 WAAF-F	7 WTIC-F	7 WTIC-F	7 WTIC-F
8 WCCC-F			WCCC-F <		8 WMAS		8 WTIC-F	WHMP-F <		

Wom 18-24	Wom 18-34	Wom 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 WTIC-F	1 WMAS-F	1 WMAS-F >	1 WMAS-F	1 WMAS-F	1 WAAF-F <	1 WAQY-AF	1 WAQY-AF >>	1 WAQY-AF >>	1 WAQY-AF >>	1 WAQY-F
WAQY-AF	2 WTIC-F	2 WTIC-F	2 WAQY-AF <	2 WHYN-F	2 WAQY-AF >>	2 WAAF-F >	2 WAAF-F	2 WAAF-F <	2 WPKX-F	2 WMAS-F >
WMAS-F	WAQY-AF	3 WAQY-AF	3 WHYN-F <	3 WPKX-F	3 WHMP-F	3 WCCC-F	3 WCCC-F	3 WPKX-F	3 WMAS-F	
WKSS-F	4 WKSS-F >	4 WKSS-F	4 WTIC-F	WAQY-AF	WKSS-F	4 WPKX-F	4 WMAS-F	WCCC-F	4 WHYN-F	
5 WHMP-F	5 WPKX-F	WPKX-F	5 WPKX-F	5 WTIC-F >	WCCC-F	5 WMAS-F	WPKX-F	5 WMAS-F	5 WCCC-F	
WHYN-F	6 WHYN-F >>	6 WHYN-F >	6 WKSS-F >>	6 WKSS-F	6 WPKX-F >>	6 WTIC-F	6 WTIC-F >	6 WHYN-F	6 WAAF-F <	
WPKX-F								7 WHYN		

Other Rated Stations	Metro Share	Cume Rating
WACE	REL 730	Chicopee 0.4 1.8
WACM	SP 1490	W. Springfield 0.4 1.3
WHMP	T 1400	Northampton 1.4 3.2
WTTT	N/T 1430	Amherst 0.4 1.3

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WHCN-F	CL AOR 105.9	Hartford 1.0 4.5
WMRQ-F	AOR-NR 104.1	Waterbury 1.4 8.6
WPVQ-F	C 93.9	Turners Falls 0.5 2.1
WSRS-F	AC 96.1	Worcester 1.3 3.2
WTIC	FS 1080	Hartford 0.8 2.7
WVYZ-F	C 92.5	Waterbury 1.5 3.1
WZMX-F	CL HITS 93.7	Hartford 0.9 4.1

# SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> WHMP-AM, WHMP-FM, WPKX-FM	11.7 %	10.2 %	21.6 %
	11.7 %	10.2 %	21.6 %

## AM Stations

WAQY	1600	2.5 kw (Days)	See WAQY-F					E. Longmeadow
WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN	\$39.00	Banner	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin	
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz		
WSPR	1270	5 kw/1 kw (DA-2)	Hispanic		\$ NA	Roslin		

## FM Stations

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	—		Amherst

Notes: Other ranked stations – See Hartford or Boston

Jim Duncan

Comments: WAQY-F had a huge book – its best since Summer 1995

# SPOKANE

Arbitron Rank: 87 Pop (12+): 423,600	Stations: 23 / 23	Last Year's Revenue: \$16,400,000
MSA Rank: 121	Diarles: 1,471/288:1/59.7%	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: 15.7	% Not Listed: 11.4	#1 Billing Portfolio: Triathlon \$7,340,000
Market TSL in Hours: 21.00	Pop per Station: 18,417	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KKZX-F	AOR/CL	71 / 10.7	11.8	9.0	9.6	7.4	10.3	825 / 19.5	19.1	16.9	D	KKZX-F
2	KZZU-F	CHR	55 / 8.3	7.9	7.6	7.7	7.6	7.9	888 / 21.0	23.4	20.8	C	KZZU-F
3	KDRK-F	C	53 / 8.0	8.2	9.1	6.7	8.3	8.0	683 / 16.1	18.5	18.3	D	KDRK-F
4	KNFR-F	C	48 / 7.2	6.7	5.6	8.4	4.7	7.0	629 / 14.9	13.1	13.9	C	KNFR-F
5	KXLY-F	SAC	43 / 6.5	5.7	5.7	6.0	7.6	6.0	678 / 16.0	14.6	16.6	C	KXLY-F
6	KEYF-AF	O	42 / 6.3	4.2	5.3	6.0	4.4	5.5	679 / 16.0	13.7	15.5	C	KEYF-AF
7	KISC-F	AC	39 / 5.9	5.3	6.5	6.9	8.0	6.1	559 / 13.2	12.7	15.3	C	KISC-F
	KXLY	N/T	39 / 5.9	4.8	6.4	4.5	5.3	5.4	562 / 13.3	14.3	13.4	B	KXLY
9	KHTQ-F	CHR	35 / 5.3	4.0	3.7	2.2	3.0	3.8	640 / 15.1	13.3	8.1	B	KHTQ-F
10	KAEP-F	AOR-NR	33 / 5.0	5.4	6.8	6.5	5.3	5.9	626 / 14.8	13.4	15.3	C	KAEP-F
11	KGA	N/T	27 / 4.1	5.0	5.6	3.4	6.1	4.5	445 / 10.5	8.7	12.1	B	KGA
	KAQQ	ST	27 / 4.1	5.6	5.0	5.4	7.4	5.0	352 / 8.3	9.7	10.6	A	KAQQ
13	KCDA-F	C	19 / 2.9	5.0	3.4	4.7	4.3	4.0	289 / 6.8	8.4	9.0	A	KCDA-F
14	KNJY-F	AOR-NR	18 / 2.7	3.7	3.4	3.9	3.8	3.4	316 / 7.5	7.5	9.7	A	KNJY-F
15	KTSL-F	REL	9 / 1.4	2.8	0.9	2.2	1.2	1.8	185 / 4.4	5.4	3.4	A	KTSL-F
17	KKPL	ST	7 / 1.1	1.1	0.6				115 / 2.7	2.8			KKPL
16	KEZE-F	CL AOR	7 / 1.1	0.6	1.5	1.0	1.3	1.1	156 / 3.7	2.8	3.8	A	KEZE-F

12+ FM Share (Metro): 80.31% ( 473 of 589 ) ( Winter 97: 75.70% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>	1 KKZX-F	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >	1 KKZX-F	1 KKZX-F >	1 KKZX-F	1 KKZX-F	1 KZZU-F	1 KZZU-F
2 KHTQ-F	2 KZZU-F	2 KDRK-F	2 KISC-F	2 KDRK-F <	2 KXLY <	2 KDRK-F <	2 KDRK-F <	2 KZZU-F <	2 KKZX-F >	2 KDRK-F
	3 KHTQ-F	KZZU-F	KXLY-F	3 KXLY-F <	3 KDRK-F	3 KZZU-F <	3 KXLY-F	3 KDRK-F	3 KXLY-F <	KKZX-F <
	4 KAEP-F	4 KISC-F	KDRK-F	4 KEYF-AF <	KEYF-AF	4 KXLY	KNFR-F <	4 KNFR-F <	4 KDRK-F	KNFR-F >
	5 KDRK-F	KNFR-F <	5 KEYF-AF	5 KISC-F <	5 KXLY-F	KNFR-F	5 KISC-F <	5 KXLY <	5 KHTQ-F <	5 KEYF-AF <
	KISC-F <	6 KAEP-F	KNFR-F <	6 KNFR-F	KNFR-F	6 KEYF-AF	6 KEYF-AF <	6 KISC-F	6 KEYF-AF	6 KHTQ-F
	7 KNFR-F <	KHTQ-F	7 KZZU-F <	7 KZZU-F	7 KAQQ	7 KISC-F <	7 KXLY	7 KXLY-F <	7 KNJY-F <	KXLY-F <
		KXLY-F	8 KHTQ-F <	8 KHTQ-F <	8 KISC-F	8 KXLY-F	8 KZZU-F <	8 KEYF-AF <	8 KAEP-F	KAEP-F <
					KGA			9 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 KISC-F	1 KISC-F	1 KISC-F	1 KNJY-F	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >>	1 KKZX-F >>	1 KXLY-F
2 KHTQ-F >	2 KISC-F	2 KXLY-F	2 KXLY-F	KXLY-F <	KAEP-F	2 KAEP-F <	2 KHTQ-F	2 KAEP-F	2 KEYF-AF	2 KKZX-F
3 KDRK-F	KDRK-F	KDRK-F	KDRK-F	3 KDRK-F	3 KKZX-F >	3 KNJY-F <	3 KZZU-F	3 KNFR-F	KNFR-F	KZZU-F
	KNFR-F	KHTQ-F	KZZU-F	4 KKZX-F <	4 KZZU-F	4 KHTQ-F	4 KAEP-F	4 KHTQ-F	4 KDRK-F	4 KDRK-F >
5 KAEP-F	5 KXLY-F	5 KKZX-F	5 KHTQ-F <	5 KEYF-AF <	5 KHTQ-F >	KZZU-F >	5 KNJY-F	KDRK-F <	KAEP-F	
	KISC-F >	6 KNFR-F	6 KHTQ-F	6 KNFR-F	6 KZZU-F		6 KNFR-F	6 KEYF-AF	6 KHTQ-F	
		KKZX-F >		KKZX-F	7 KNFR-F			KZZU-F	KXLY-F	
								KNJY-F	8 KZZU-F	

Other Rated Stations	Metro Cume Share Rating	Consolidation Report	12+	25-54	Revenue
KAZZ-F	ST 107.1 Deer Park	Citadel	17.1 %	17.7 %	25.6 %
KSBN	T 1230 Spokane	KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM			
KSPO-F	REL 106.5 Dishman	Local	8.1 %	7.6 %	6.3 %
KTRW	SPRTS 970 Spokane	KCDA-FM, KEZE-FM, KNJY-FM, KTSL-FM			
KVNI	SAC 1080 Coeur d'Alene	Morgan Murphy	28.3 %	25.0 %	23.3 %
		KHTQ-FM, KKPL-AM, KTRW-AM, KVNI-AM, KXLY-AM, KXLY-FM, KZZU-FM			
		Triathlon	34.2 %	39.3 %	44.8 %
		KAQQ-AM, KEYF-AF, KISC-FM, KKZX-FM, KNFR-FM			
			-----	-----	-----
			87.7 %	89.6 %	100.0 %

# SPOKANE

## AM Stations

KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00	Allied	Triathlon	
KEYF	1050	5 kw/0.355 kw	See KEYF-F					Dishman
KGA	1510	50 kw (DA-N)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel	
KJRB	790	5 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00	Mc-Guild	Citadel	
KKPL	630	0.53 kw/0.053 kw	Standards	ABC	\$ NA	—	Morgan Murphy	Opportunity
KTRW	970	5 kw/1 kw (DA-N)	Sports	1-on-1, CBS, Westwd	\$ NA	Eastman	Morgan Murphy	
KXLY	920	5 kw	News/Talk	CBS, ABC	\$22.00	Eastman	Morgan Murphy	

## FM Stations

KAEP	105.7	100 kw @ 1910	AOR-New Rock		\$28.00	Mc-Guild	Citadel	
KCDA	103.1	2.4 kw @ 1886	Country	ABC	\$<20.00	Allied	KNJY-F	Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380	Country		\$57.00	Mc-Guild	Citadel	
KEYF	101.1	100 kw @ 1965	Oldies		\$38.00	Mc-Guild	Triathlon	Cheney
KEZE	96.9	9.8 kw @ 531	AOR/Classic	ABC	\$ NA	Eastman	KNJY-F	
KHTQ	94.5	100 kw @ 1883	CHR	ABC	\$<20.00	Moore	Morgan Murphy	Hayden, ID
KISC	98.1	94 kw @ 2031	AC		\$44.00	Allied	Triathlon	
KKZX	98.9	100 kw @ 1614	AOR/Classic AOR		\$41.00	Mc-Guild	Triathlon	
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	Triathlon	Opportunity
KNJY	103.9	5.5 kw @ 303	AOR-New Rock	ABC	\$<20.00	Eastman		
KTSL	101.9	12 kw @ 495	Religion	SRN	\$ NA	Salem	KCDA-F	Medical Lake
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Allied	Morgan Murphy	
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Christal	Morgan Murphy	

Notes:



# SYRACUSE

Arbitron Rank: 71 Pop (12+): 544,100	Stations: 29 / 20	Last Year's Revenue: \$25,000,000
MSA Rank: 73	Diaries: 1,871/291:1/62.8%	Household Income: \$43,451
MSA Pop: 743,000	Sample Target: 1,740	Total Retail Sales: \$5.5 Bil.
DMA: 69	% Below Line: 5.8	#1 Biller: WYYY-F \$4,400,000
Average Persons Rating: 15.3	% Not Listed: 14.2	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 27,205	Cox \$11,380,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WBBS-F	81 / 9.7	9.7	9.7	11.6	10.8	10.2	981 / 18.0	17.7	19.2	E	WBBS-F
2	WSYR	70 / 8.4	7.7	7.6	8.4	9.1	8.0	1094 / 20.1	19.5	20.4	E	WSYR
3	WAQX-F	66 / 7.9	7.5	7.1	5.8	5.2	7.1	969 / 17.8	19.8	19.2	D	WAQX-F
4	WNTQ-F	57 / 6.9	7.4	8.7	8.0	9.2	7.7	1355 / 24.9	23.8	29.6	E	WNTQ-F
5	WYYY-F	56 / 6.7	7.4	6.6	6.6	6.9	6.8	988 / 18.2	17.1	20.7	F	WYYY-F
6	WSEN-F	52 / 6.2	6.4	6.4	6.2	6.7	6.3	801 / 14.7	14.3	17.1	D	WSEN-F
7	WLTJ-F	48 / 5.8	4.6	3.5	3.9	4.6	4.4	663 / 12.2	11.6	10.7	C	WLTJ-F
8	WWHT-F	46 / 5.5	4.9	6.6	5.2	4.8	5.6	1035 / 19.0	18.7	13.3	B	WWHT-F
9	WTKW-F	42 / 5.0	4.2	5.0	5.1	4.4	4.8	664 / 12.2	11.2	10.6	C	WTKW-F
10	WKRL-F	38 / 4.6	5.5	5.2	3.9	4.2	4.8	704 / 12.9	11.2	12.5	C	WKRL-F
11	WFBL	25 / 3.0	2.6	2.6	3.3	2.9	2.9	301 / 5.5	5.6	5.9	A	WFBL
12	WHEN	22 / 2.6	2.4	1.6	1.2	1.5	2.0	358 / 6.6	8.2	6.1	A	WHEN
13	WRDS-F	16 / 1.9	2.5	2.6	4.3	3.3	2.8	225 / 4.1	4.6	5.5	A	WRDS-F
14	WTLA-AA	14 / 1.7	2.3	2.4	1.9	2.0	2.1	224 / 4.1	5.0	4.4	A	WTLA-AA
	WNSS	14 / 1.7	1.3	1.2	1.6	1.0	1.5	328 / 6.0	4.6	4.9	A	WNSS

12+ FM Share (Metro): 79.69% (569 of 714) (Winter 97: 80.35%)

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 WBBS-F <	1 WBBS-F	1 WSYR	1 WAQX-F	1 WSYR <	1 WBBS-F	1 WWHT-F <	1 WBBS-F >
2 WNTQ-F	2 WBBS-F	2 WBBS-F	2 WAQX-F <	2 WYYY-F <	2 WBBS-F	2 WBBS-F	2 WBBS-F	2 WYYY-F <	2 WBBS-F	2 WSYR <
3 WKRL-F >>	3 WYYY-F	3 WNTQ-F	3 WYYY-F	3 WSEN-F	3 WSEN-F	WSYR	3 WLTJ-F <	3 WSEN-F <	3 WNTQ-F	3 WWHT-F <
	WKRL-F	WYYY-F	4 WNTQ-F <	WAQX-F	4 WLTJ-F	4 WNTQ-F <	4 WSEN-F <	4 WLTJ-F	WSYR <	4 WNTQ-F
	5 WNTQ-F <	5 WTKW-F <	5 WTKW-F	5 WNTQ-F	5 WYYY-F <	5 WYYY-F	5 WAQX-F <	5 WNTQ-F <	5 WKRL-F <	5 WYYY-F
	6 WWHT-F	6 WSEN-F	WSEN-F	WLTJ-F <	6 WNTQ-F	6 WSEN-F	6 WYYY-F <	6 WWHT-F <	6 WAQX-F	6 WKRL-F
	7 WTKW-F >	7 WKRL-F	7 WLTJ-F >	7 WTKW-F	7 WFBL	7 WTKW-F	7 WTKW-F <	7 WSYR <	7 WYYY-F	WSEN-F <
		WLTJ-F				8 WLTJ-F <	8 WNTQ-F >	8 WKRL-F <	8 WLTJ-F <	8 WLTJ-F
								9 WAQX-F		9 WAQX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 WAQX-F	1 WYYY-F <	1 WBBS-F	1 WYYY-F <	1 WYYY-F <	1 WAQX-F	1 WAQX-F >	1 WAQX-F >	1 WAQX-F >	1 WAQX-F	1 WSYR >
2 WWHT-F	2 WBBS-F <	WYYY-F	2 WNTQ-F	2 WBBS-F <	WKRL-F >>	2 WKRL-F	2 WBBS-F	2 WTKW-F	2 WBBS-F	2 WBBS-F
	WKRL-F	3 WNTQ-F	3 WBBS-F	3 WNTQ-F <	3 WWHT-F	3 WBBS-F	3 WTKW-F	3 WTKW-F	3 WTKW-F <	WYYY-F
4 WNTQ-F	WAQX-F >	4 WTKW-F	4 WLTJ-F	4 WLTJ-F <	4 WNTQ-F	4 WTKW-F	4 WYYY-F	4 WKRL-F	4 WSEN-F	WWHT-F >
5 WYYY-F	5 WWHT-F	WLTJ-F	5 WSEN-F	5 WSEN-F >>	WTKW-F	5 WWHT-F	5 WKRL-F	5 WSEN-F <	5 WYYY-F <	
	6 WKRL-F	WSEN-F	6 WAQX-F	6 WTKW-F	WBBS-F	6 WNTQ-F	6 WWHT-F	6 WNTQ-F <	6 WSYR	
		WAQX-F	7 WWHT-F			WYYY-F		7 WYYY-F <	7 WHEN	
								8 WHEN		

Other Rated Stations	Metro Share	Cume Rating
WHCD-F	J 106.9 Auburn	0.8 2.4
WSCP-F	C 101.7 Pulaski	1.4 2.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFRG-F	C 104.3 Utica	1.4 4.7
WIII-F	CL AOR 99.9 Cortland	0.4 1.6
WKLL-F	AOR 94.9 Frankfort	0.5 1.9
WLZW-F	AC 98.7 Utica	0.4 2.1
WMRV-F	CHR 105.7 Endicott	0.6 0.6
WNVE-F	AOR-NR 95.1 S. Bristol	0.6 2.5
WODZ-F	O 96.1 Rome	0.4 1.1
WOUR-F	AOR 96.9 Utica	1.2 3.2
WSKS-F	CHR 102.5 Rome	0.4 2.7

# SYRACUSE

Consolidation Report	12+	25-54	Revenue
<b>Cox</b> WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM	32.9 %	32.7 %	45.5 %
<b>Pilot</b> WAQX-FM, WLTi-FM, WNSS-AM, WNTQ-FM	22.3 %	25.8 %	33.2 %
<b>Radio Corp.</b> WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM	11.3 %	10.8 %	9.4 %
	66.5 %	69.3 %	88.1 %

## AM Stations

Station	Power	Time	Format	Service	Rate	Agency	Advertiser	Market
WFBL	1050	2.5 kw/19 w (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	
WNSS	1260	5 kw (DA-N)	News	CBS, AP	\$16.00	D&R	Pilot	
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	Service	Rate	Agency	Advertiser	Market
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
WLTi	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	D&R	Pilot	
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	D&R	Pilot	
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Allied		Phoenix
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:

Jim Duncan

Comments: Listening levels are down moderately . . . WAQX-F had its fourth consecutive up book and its highest share since 1995 . . . WNTQ-F faded to its lowest share in more than four years . . . WLTi-F is growing nicely

# TAMPA-ST. PETERSBURG

Arbitron Rank: 21 Pop (12+): 1,947,600	Stations: 30 / 28	Last Year's Revenue: \$98,600,000
MSA Rank: 22	Diaries: 3,077/633:1/53.1%	Household Income: \$35,800
MSA Pop: 2,260,000	Sample Target: 3,080	Total Retail Sales: \$24.6 Bil.
DMA: 15	% Below Line: 0.8	#1 Biller: WQYK-AF \$12,700,000
Average Persons Rating: 16.8	% Not Listed: 11.9	#1 Billing Portfolio: Jacor \$36,170,000
Market TSL in Hours: 22.50	Pop per Station: 69,557	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1 WFLZ-F	CHR	316 / 9.7	9.3	10.4	9.5	9.5	9.7	4668 / 24.0	23.1	23.1	I	WFLZ-F
2 WDUV-F	EZ/ST	228 / 7.0	7.1	8.7	6.7	8.1	7.4	2581 / 13.3	11.7	12.7	D	WDUV-F
3 WQYK-F	C	225 / 6.9	8.3	7.2	6.8	8.2	7.3	2943 / 15.1	17.7	15.9	I	WQYK-F
4 WFLA	T	213 / 6.5	6.3	7.1	6.4	5.8	6.6	2362 / 12.1	12.3	12.4	G	WFLA
5 WTBT-F	CL AOR	190 / 5.8	5.5	2.9	2.9	2.2	4.3	2493 / 12.8	10.2	5.8	C	WTBT-F
6 WXTB-F	AOR	184 / 5.6	4.5	4.9	5.3	4.8	5.1	2361 / 12.1	10.3	11.8	H	WXTB-F
7 WWRM-F	SAC	156 / 4.8	6.5	4.6	6.1	5.6	5.5	2417 / 12.4	14.8	13.8	G	WWRM-F
8 WRBQ-F	C	152 / 4.6	4.4	4.9	4.8	5.0	4.7	2235 / 11.5	10.1	11.7	H	WRBQ-F
9 WSJT-F	J	150 / 4.6	3.9	4.1	3.5	3.3	4.0	1840 / 9.4	9.3	8.6	F	WSJT-F
10 WAKS-F	AC/CHR	145 / 4.4	3.5	3.6	4.4	4.2	4.0	2159 / 11.1	9.8	10.9	G	WAKS-F
11 WSSR-F	AC-NR	142 / 4.3	4.2	4.5	3.3	3.7	4.1	2740 / 14.1	13.4	11.5	G	WSSR-F
12 WGUL-AF	ST	139 / 4.3	4.0	3.5	3.8	5.0	3.9	1164 / 6.0	6.5	6.0	C	WGUL-AF
13 WYUU-F	O	93 / 2.8	3.4	4.5	4.4	3.6	3.8	1729 / 8.9	9.4	10.3	G	WYUU-F
14 WCOF-F	CL HITS	85 / 2.6	3.4	3.8	4.4	4.0	3.5	1669 / 8.6	9.8	10.3	G	WCOF-F
15 WHPT-F	AOR-P	66 / 2.0	2.0	3.0	3.9	3.6	2.7	1519 / 7.8	8.2	9.0	G	WHPT-F
16 WLUV-F	ST	65 / 2.0	1.7	1.2	1.7	2.1	1.6	657 / 3.4	3.2	3.6	B	WLUV-F
17 WRBQ	B/AC	55 / 1.7	1.9	1.6	1.4	1.8	1.6	674 / 3.5	4.4	3.5	B	WRBQ
18 WTMP	B	50 / 1.5	1.7	1.4	1.5	1.5	1.5	771 / 4.0	4.2	2.8	B	WTMP
19 WILV-F	SAC	43 / 1.3	1.2	0.8				848 / 4.4	4.5		A	WILV-F

12+ FM Share (Metro): 80.17% (2309 of 2880) (Winter 97: 80.04%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >>	1 WFLZ-F	1 WFLZ-F	1 WTBT-F <	1 WTBT-F <	1 WDUV-F	1 WFLZ-F >	1 WDUV-F <	1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F
2 WSSR-F	2 WXTB-F >	2 WTBT-F <	2 WFLZ-F	2 WFLZ-F	2 WFLA	2 WFLA <	2 WFLA	2 WDUV-F <	2 WXTB-F	2 WDUV-F <
3 WXTB-F >	3 WSSR-F	3 WXTB-F >	3 WXTB-F	3 WQYK-F <	3 WQYK-F	3 WQYK-F	3 WFLZ-F	3 WQYK-F <	3 WFLA <	3 WQYK-F
	4 WTBT-F <	4 WQYK-F	4 WAKS-F	4 WXTB-F <	4 WGUL-AF	4 WXTB-F	WQYK-F <	4 WTBT-F	4 WSSR-F	4 WTBT-F
	5 WAKS-F	WSSR-F <	WQYK-F	5 WAKS-F <	5 WSJT-F <	5 WDUV-F <	5 WTBT-F <	5 WFLA <	5 WWRM-F	5 WSJT-F <
	6 WQYK-F <	6 WAKS-F	6 WSSR-F	6 WSJT-F	6 WTBT-F <	6 WAKS-F <	6 WWRM-F <	6 WSJT-F <	6 WRBQ-F <	6 WXTB-F <
	7 WRBQ-F	7 WRBQ-F <	WSJT-F <	7 WRBQ-F <	7 WWRM-F	7 WWRM-F	7 WXTB-F	7 WSSR-F <	7 WQYK-F <	7 WRBQ-F <
		8 WSJT-F	8 WRBQ-F	8 WSSR-F	8 WRBQ-F	WTBT-F <	8 WSJT-F <	8 WXTB-F	8 WTBT-F <	8 WGUL-AF
		9 WWRM-F	9 WCOF-F	WWRM-F		9 WGUL-AF <		WRBQ-F <		WFLA

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F	1 WFLZ-F >	1 WFLZ-F	1 WXTB-F	1 WXTB-F	1 WXTB-F >	1 WXTB-F	1 WTBT-F <	1 WFLA
2 WSSR-F >	2 WSSR-F	2 WAKS-F	2 WAKS-F	2 WAKS-F <	2 WFLZ-F >>	2 WFLZ-F >>	2 WFLZ-F >	2 WFLZ-F <	2 WXTB-F	2 WFLZ-F >
3 WILV-F	3 WAKS-F	3 WSSR-F	3 WSSR-F <	3 WQYK-F <	3 WTBT-F >	3 WTBT-F	3 WTBT-F	3 WTBT-F >	3 WFLZ-F <	3 WRBQ-F <
	4 WXTB-F <	4 WRBQ-F	4 WQYK-F	4 WTBT-F	4 WTBT-F	4 WSSR-F	4 WSSR-F	4 WSJT-F <	4 WSJT-F	4 WQYK-F
	5 WWRM-F	5 WQYK-F	WTBT-F	5 WQYK-F	5 WWRM-F <	WQYK-F	5 WQYK-F	5 WAKS-F <	5 WQYK-F	5 WFLA <
	6 WRBQ-F	WWRM-F	WRBQ-F <	WRBQ-F	6 WRBQ-F <	6 WAKS-F <	6 WQYK-F	6 WSSR-F <	6 WQYK-F	6 WQYK-F
		7 WTBT-F <	7 WCOF-F	7 WWRM-F >	7 WSSR-F	7 WHPT-F	7 WFLA <	7 WHPT-F	7 WFLA <	7 WCOF-F <
		8 WXTB-F	8 WWRM-F <		8 WSJT-F		WSJT-F >	8 WCOF-F <	8 WSSR-F <	8 WSSR-F <
								9 WRBQ-F <	9 WAKS-F <	

Other Rated Stations	Metro Share	Cume Rating		
WBDN	SP-TP	760 Brandon	0.3	0.6
WDAE	SPRTS	1250 Tampa	0.7	2.2
WHNZ	N/T	570 Pinellas Park	0.6	2.8
WQYK	T	1010 Seffner	0.8	3.0
WRMD	SP-TP	680 St. Petersburg	0.4	1.2
WRXB	B	1590 St. Pete Beach	0.6	1.4
WSUN	N	620 St. Petersburg	0.6	2.1
WZTM	SPRTS	820 Largo	0.8	3.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating		
WJHM-F	B	101.9 Daytona Beach	0.3	0.6
WPCV-F	C	97.5 Winter Haven	0.5	2.1

# TAMPA-ST. PETERSBURG

Consolidation Report	12+	25-54	Revenue
<b>Clear Channel</b>	20.0 %	25.3 %	26.5 %
WHNZ-AM, WHPT-FM, WILV-FM, WRBQ-AM, WRBQ-FM, WSJT-FM, WSSR-FM, WZTM-AM			
<b>Cox</b>	8.0 %	9.9 %	14.0 %
WCOF-FM, WFNS-AM, WSUN-AM, WWRM-FM			
<b>Jacor</b>	39.7 %	37.9 %	36.2 %
WAKS-FM, WDAE-AM, WDUV-FM, WFLA-AM, WFLZ-FM, WTBT-FM, WXTB-FM			
	<b>67.7 %</b>	<b>73.1 %</b>	<b>76.7 %</b>

## AM Stations

Station	Freq	Power	Format	Daypart	Revenue	Agency	Advertiser	City
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	Roslin		

## FM Stations

Station	Freq	Power	Format	Daypart	Revenue	Agency	Advertiser	City
WAKS	100.7	100 kw @ 1358	AC/CHR		\$115.00	Eastman	Jacor	
WCOF	107.3	100 kw @ 620	Classic Hits		\$75.00	Christal	Cox	
WDUV	103.3	100 kw @ 1358	EZ List./Standards		Westwd \$70.00	Eastman	Jacor	Bradenton
WFLZ	93.3	100 kw @ 1358	CHR		ABC \$165.00	Eastman	Jacor	
WGUL	96.1	4.1 kw @ 394	See WGUL					Dade City
WHPT	102.5	100 kw @ 1663	Progressive AOR		\$140.00	Clr Chnl	Clear Channel	Sarasota
WILV	101.5	100 kw @ 1358	Soft AC		\$ NA	Clr Chnl	Clear Channel	
WLVU	106.3	3.3 kw @ 300	Standards		Westwd \$30.00	—		Holiday
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	Lakeland
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	New Port Richey
WWRM	94.9	100 kw @ 1290	Soft AC		\$110.00	Christal	Cox	
WXTB	97.9	100 kw @ 1345	AOR		ABC \$148.00	Eastman	Jacor	
WYUU	92.5	50 kw @ 488	Oldies		\$85.00	D&R	Entercom	Safety Harbor

Notes: 2/98 WTAN (Clearwater) sold to Wagenvoord for \$120,000 . . . 3/98 WMTX-F changed calls to WSSR-F ("Star 95.7"); remains Modern AC

Jim Duncan

Comments: Listening levels are steady . . . WTBT-F continues to show strong growth and now is the 25-54 leader . . . Both WYUU-F and WCOF-F fell to their lowest levels in more than three years . . . WSJT-F posted its highest share ever

# TOLEDO

Arbitron Rank: 76 Pop (12+): 501,900	Stations: 29 / 19	Last Year's Revenue: \$24,700,000
MSA Rank: 87	Diaries: 1,923/261:1/55.2%	Household Income: \$42,337
MSA Pop: 611,000	Sample Target: 1,910	Total Retail Sales: \$6.7 Bil.
DMA: 65	% Below Line: 8.8	#1 Biller: WTOD/WKKO-F \$5,650,000
Average Persons Rating: 15.7	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 26,416	Jacor \$11,920,000

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro		Fall 97	Win 97	Revenue Level	
		1/4 Share	Share						Cume / Rtg.	97			97	
1 WKKO-F	C	92 / 11.7	13.0	13.9	13.7	15.8	13.1	1163 / 23.2	23.8	25.4			G	WKKO-F
2 WVKF-F	CHR	84 / 10.7	10.2	8.9	9.1	9.5	9.7	1459 / 29.1	28.7	26.2			E	WVKF-F
3 WRVF-F	AC	70 / 8.9	7.6	7.4	6.3	7.8	7.5	999 / 19.9	18.8	19.4			E	WRVF-F
4 WWWW-F	AC	53 / 6.7	7.1	8.0	6.3	6.4	7.0	822 / 16.4	16.1	17.1			D	WWW-F
5 WSPD	FS	49 / 6.2	6.6	6.0	6.2	6.4	6.3	726 / 14.5	15.9	14.3			C	WSPD
6 WIOT-F	AOR	44 / 5.6	6.8	7.8	7.2	5.4	6.8	810 / 16.1	19.0	15.7			E	WIOT-F
7 WRQN-F	O	37 / 4.7	6.2	5.8	5.4	5.1	5.5	717 / 14.3	17.5	15.0			C	WRQN-F
8 WJUC-F	B	31 / 3.9	4.2	2.0	3.1	0.4	3.3	434 / 8.7	7.9	1.0			A	WJUC-F
9 WBUZ-F	AOR	27 / 3.4	5.0	3.6	3.8	3.9	4.0	590 / 11.8	12.8	14.9			B	WBUZ-F
10 WKKR-F	CL AOR	25 / 3.2	1.6	1.2	1.3	1.5	1.8	550 / 11.0	7.5	7.8			A	WKKR-F
11 WJR	FS	21 / 2.7	2.9	2.7	2.7	3.0	2.7	429 / 8.6	9.3	9.0				WJR
12 WJZE-F	CL AOR	20 / 2.5	2.7	3.2	3.3	3.6	2.9	424 / 8.5	8.6	8.9			B	WJZE-F
	WCWA	20 / 2.5	3.1	2.6	3.2	2.6	2.9	312 / 6.2	8.4	6.1			A	WCWA
14 WIMX-F	BIAC	16 / 2.0	1.6	2.0	2.6	3.0	2.1	290 / 5.8	4.6	7.1			B	WIMX-F
15 WTWR-F	CHR	12 / 1.5	1.7	1.2	1.5	1.2	1.5	400 / 8.0	8.9	6.9				WTWR-F

12+ FM Share (Metro): 82.84% (560 of 676) (Winter 97: 80.97%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wkend
1 WVKF-F >>	1 WVKF-F	1 WVKF-F <	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WVKF-F <	1 WKKO-F	1 WKKO-F	1 WVKF-F >	1 WKKO-F <
2 WJUC-F >	2 WKKO-F	2 WKKO-F	2 WVKF-F	2 WRVF-F <	2 WRVF-F <	2 WKKO-F >	2 WRVF-F	2 WVKF-F	2 WJUC-F	2 WVKF-F
	3 WIOT-F	3 WRVF-F <	3 WRVF-F <	3 WVKF-F	3 WSPD >	3 WRVF-F <	3 WSPD <	3 WRVF-F >	WRVF-F <	3 WRVF-F <
	4 WWWW-F	4 WWWW-F <	4 WWWW-F <	4 WWWW-F	4 WWWW-F <	4 WSPD	4 WVKF-F <	4 WIOT-F	4 WKKO-F	4 WWWW-F >
	5 WRVF-F	5 WIOT-F >	5 WIOT-F >	5 WIOT-F <	5 WRQN-F <	5 WWWW-F	5 WWWW-F	5 WWWW-F <	5 WIOT-F <	5 WRQN-F
	WBUZ-F	6 WRQN-F <	6 WRQN-F	6 WRQN-F >	6 WVKF-F	6 WRQN-F	6 WIOT-F	6 WSPD	6 WWWW-F >	6 WIOT-F <
	7 WKKR-F	7 WKKR-F <	7 WKKR-F >	7 WKKR-F <	7 WCWA <	WBUZ-F <	7 WRQN-F	7 WRQN-F <	7 WRQN-F <	7 WJUC-F <
	WJUC-F	8 WBUZ-F		8 WSPD	8 WIOT-F	8 WIOT-F >	8 WKKR-F	8 WJUC-F		8 WSPD
		9 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+ Ovrmt
1 WVKF-F >>	1 WVKF-F >	1 WVKF-F	1 WVKF-F	1 WKKO-F	1 WVKF-F	1 WIOT-F	1 WIOT-F <	1 WIOT-F	1 WIOT-F <	1 WVKF-F
2 WRVF-F	2 WKKO-F <	2 WKKO-F	2 WRVF-F <	WRVF-F	WIOT-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	2 WKKO-F >	2 WSPD
WWW-F	3 WWWW-F	3 WWWW-F	3 WKKO-F <	3 WVKF-F <	WBUZ-F	3 WBUZ-F	3 WBUZ-F	3 WVKF-F	3 WVKF-F	3 WKKO-F >
4 WKKO-F	WRVF-F >>	WRVF-F >>	4 WWWW-F >>	4 WWWW-F >	4 WJZE-F	WVKF-F	WVKF-F	4 WRQN-F <	4 WRQN-F <	
5 WJUC-F	5 WJUC-F		5 WRQN-F >	5 WRQN-F >	WKKO-F	5 WKKR-F	5 WKKR-F >	5 WKKR-F	5 WWWW-F	
	6 WTWR-F			6 WIMX-F	6 WJUC-F	6 WJUC-F	6 WJUC-F	6 WJZE-F	WKKR-F <	
					CIMX-F >	WJZE-F	7 WJZE-F	7 WJZE-F	WRVF-F <	7 WRVF-F <
								8 WWWW-F <	8 WBUZ-F <	

Other Rated Stations	Metro Share	Cume Rating
WHMQ-F	C	107.7 N. Baltimore
WLQR	SPRIS	1470 Toledo
WMTR-F	CL AOR	96.1 Archbold
WTOD	C	1560 Toledo
WVOI	B/G	1520 Toledo

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CIDR-F	AOR-P	93.9 Windsor, ON
CIMX-F	AOR-NR	88.7 Windsor, ON
CKLW	N/T	800 Windsor, ON
CKWW	ST	580 Windsor, ON
WJLB-F	B	97.9 Detroit
WKXA-F	AC/CHR	100.5 Findlay
WLZZ-F	C	104.5 Montpelier, OH
WRIF-F	AOR	101.1 Detroit
WVMV-F	J	98.7 Detroit

# TOLEDO

Consolidation Report	12+	25-54	Revenue
Cumulus, pend. WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WTWR-FM, WWWW-FM, WXKR-FM	29.1 %	34.5 %	43.7 %
Jacor WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM	33.9 %	31.9 %	48.3 %
	63.0 %	66.4 %	92.0 %

## AM Stations

Station	Power	Format	Source	Rate	Advertiser	Agency
WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman Jacor
WLQR	1470	1 kw (DA-2)	Sports	1-On-1, ABC	\$<20.00	D&R Cumulus
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild Jacor

## FM Stations

Station	Freq	Power	Format	Source	Rate	Advertiser	Agency	Location
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	Interep		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	Michigan	Cumulus, pend.	Monroe
WVKS	92.5	50 kw @ 480	CHR		\$67.00	Mc-Guild	Jacor	
WWW	105.5	4.3 kw @ 390	AC		\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	Classic AOR	ABC	\$29.00	Banner	Cumulus	Port Clinton

Notes: WJR -- See Detroit . . . 3/98 WTWR-F (98.3; Monroe, MI) sold to Cumulus for \$3,300,000 . . . 4/98 WVOI (1520) sold for \$200,000

Jim Duncan

Comments: WXKR-F seems to be recovering from a long dry spell . . . Listening levels are steady . . . WJZE-F has its fourth consecutive down book

# TUCSON

Arbitron Rank: 61 Pop (12+): 653,500	Stations: 28 / 22	Last Year's Revenue: \$30,900,000
MSA Rank: 71	Diaries: 1,475/443:1/59.3%	Household Income: \$33,386
MSA Pop: 786,000	Sample Target: 1,475	Total Retail Sales: \$7.2 Bil.
DMA: 80	% Below Line: 4.1	#1 Biller: KIIM-F \$5,550,000
Average Persons Rating: 15.9	% Not Listed: 14.7	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 29,705	Capstar \$8,810,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KIIM-F	109 / 10.5	14.2	12.0	13.5	11.4	12.6	1359 / 20.8	25.9	23.0	G	KIIM-F
2	KMXZ-F	98 / 9.5	8.4	8.8	9.3	9.0	9.0	1256 / 19.2	19.8	19.4	F	KMXZ-F
3	KRQQ-F	77 / 7.4	8.9	9.4	9.5	7.6	8.8	1562 / 23.9	24.7	21.1	E	KRQQ-F
4	KLPX-F	64 / 6.2	7.1	6.9	6.9	6.3	6.8	873 / 13.4	16.3	15.5	D	KLPX-F
5	KNST	58 / 5.6	5.3	5.8	6.1	5.7	5.7	879 / 13.5	13.0	12.5	D	KNST
6	KHYT-F	57 / 5.5	5.2	5.2	4.1	5.7	5.0	853 / 13.1	13.8	13.9	C	KHYT-F
7	KOHT-F	54 / 5.2	2.2	3.8	3.7	6.0	3.7	788 / 12.1	9.5	11.6	B	KOHT-F
8	KWFM-F	53 / 5.1	4.4	4.9	5.7	4.9	5.0	1073 / 16.4	13.5	14.8	D	KWFM-F
	KZPT-F	53 / 5.1	3.3	3.6	3.7	4.6	3.9	945 / 14.5	11.7	12.7	C	KZPT-F
10	KCEE	43 / 4.2	3.5	4.2	2.8	5.8	3.7	538 / 8.2	7.7	9.0	A	KCEE
12	KGVY	28 / 2.7	2.4	1.6	1.6	1.7	2.1	274 / 4.2	3.6	3.0	A	KGVY
11	KFMA-F	28 / 2.7	4.0	4.0	5.6	4.3	4.1	626 / 9.6	11.5	11.6	A	KFMA-F
13	KXEW	20 / 1.9	1.7	1.9	1.1	1.1	1.6	252 / 3.9	3.9	2.8	A	KXEW
14	KZLZ-F	19 / 1.8	1.3	2.3	2.5	1.7	2.0	240 / 3.7	3.2	3.2	B	KZLZ-F
15	KFFN	18 / 1.7	1.1	1.0	0.6	0.7	1.1	264 / 4.0	2.9	2.6	A	KFFN
16	KTZR	17 / 1.6	0.8	1.0	2.1	2.5	1.4	248 / 3.8	2.3	4.2	A	KTZR
17	KCUB	13 / 1.3	1.9	1.9	1.0	0.8	1.5	232 / 3.5	3.6	2.4	A	KCUB
18	KTUC	11 / 1.1	1.6	1.0	0.9	1.4	1.1	306 / 4.7	5.7	4.7	A	KTUC
19	KEVT	10 / 1.0		0.4		0.7		84 / 1.3		1.2		KEVT
	KYOT-F	10 / 1.0	0.4	0.5	1.1	0.5	0.7	209 / 3.2	1.8	1.5		KYOT-F

12+ FM Share (Metro): 72.74% ( 643 of 884 ) ( Winter 97: 73.88% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOHT-F <	1 KIIM-F <	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KMXZ-F <	1 KIIM-F <	1 KMXZ-F	1 KIIM-F <	1 KOHT-F	1 KIIM-F
2 KRQQ-F >>	2 KLPX-F	2 KMXZ-F <	2 KMXZ-F <	2 KMXZ-F	2 KIIM-F	2 KMXZ-F	2 KIIM-F	2 KMXZ-F	2 KIIM-F	2 KRQQ-F
	KZPT-F <	3 KLPX-F <	3 KLPX-F <	3 KLPX-F	3 KNST	3 KRQQ-F >	3 KNST	3 KRQQ-F	3 KRQQ-F	3 KOHT-F <
4 KRQQ-F	4 KRQQ-F <	4 KHYT-F	4 KHYT-F <	4 KHYT-F <	4 KCEE <	4 KLPX-F	4 KHYT-F <	4 KLPX-F <	4 KZPT-F <	4 KMXZ-F <
5 KMXZ-F	5 KHYT-F <	5 KRQQ-F <	5 KRQQ-F <	5 KWFM-F <	5 KWFM-F	5 KWFM-F <	5 KLPX-F <	5 KZPT-F <	5 KMXZ-F <	5 KZPT-F <
6 KOHT-F	6 KZPT-F	6 KZPT-F <	6 KRQQ-F <	6 KRQQ-F <	6 KHYT-F	6 KNST	6 KRQQ-F	6 KHYT-F <	6 KFMA-F	6 KLPX-F <
7 KHYT-F <	7 KWFM-F	7 KWFM-F >	7 KZPT-F >			7 KHYT-F	7 KWFM-F <	7 KWFM-F <	7 KWFM-F <	7 KHYT-F <
8 KFMA-F >	8 KOHT-F						8 KZPT-F <	8 KOHT-F >	KNST	8 KWFM-F <

Wom 18-24	Wom 18-34	Wom 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 KMXZ-F	1 KIIM-F <	1 KIIM-F	1 KMXZ-F	1 KMXZ-F	1 KLPX-F	1 KLPX-F >	1 KLPX-F >	1 KLPX-F	1 KLPX-F	1 KIIM-F
2 KRQQ-F	2 KRQQ-F	2 KRQQ-F <	2 KRQQ-F <	2 KIIM-F	KOHT-F	2 KZPT-F	2 KZPT-F	2 KIIM-F <	2 KIIM-F	2 KNST
3 KOHT-F	KMXZ-F	3 KZPT-F <	3 KIIM-F >	3 KRQQ-F >	3 KFMA-F	3 KFMA-F <	3 KIIM-F	3 KHYT-F	3 KHYT-F	3 KMXZ-F <
4 KIIM-F >	4 KZPT-F	4 KMXZ-F >	4 KZPT-F	4 KZPT-F	KZPT-F	4 KIIM-F	4 KFMA-F	4 KZPT-F	4 KWFM-F	4 KWFM-F
5 KZPT-F	5 KOHT-F	5 KHYT-F >	5 KHYT-F	KWFM-F	5 KRQQ-F	5 KHYT-F	5 KHYT-F	5 KWFM-F	5 KNST <	
	6 KHYT-F >	6 KOHT-F	6 KLPX-F <	6 KHYT-F	6 KIIM-F	6 KOHT-F	6 KFFN	6 KNST <	6 KMXZ-F	
		KZLZ-F	7 KWFM-F	7 KLPX-F >	KWFM-F	KRQQ-F	KRQQ-F >	7 KFMA-F	KZPT-F	
			KOHT-F >					KMXZ-F <	8 KFFN	

Other Rated Stations	Metro Cume Share Rating
KGMS-F	REL 97.1 Green Valley 0.8 2.2
KQTL	SP 1210 Sahuarita 0.9 2.0
KSAZ	ST 580 Marana 0.7 2.0
KTKT	N 990 Tucson 0.7 3.6

Other Rated Stations--Outside Market	Metro Cume Share Rating
KDDJ-F	AOR-NR 100.3 Globe 0.4 2.0
KMLE-F	C 107.9 Chandler 0.4 1.0
KWCY-F	C 103.5 Glendale 0.5 1.6

# TUCSON

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b> KCEE-AM, KNST-AM, KRQQ-FM, KWFN-FM	22.3 %	19.7 %	28.5 %
<b>Journal Broadcast Group</b> KFFN-AM, KIXD-FM, KMXZ-FM, KZPT-FM	16.3 %	20.0 %	21.1 %
<b>Local</b> KOHT-FM, KTZR-AM, KXEW-AM	8.7 %	6.1 %	4.3 %
<b>Lotus</b> KFMA-FM, KLPX-FM, KTKT-AM	9.6 %	11.7 %	14.5 %
<b>Slone</b> KCUB-AM, KHYT-FM, KIIM-FM, KOAZ-FM, KTUC-AM	18.4 %	21.4 %	27.1 %
	<b>75.3 %</b>	<b>78.9 %</b>	<b>95.5 %</b>

## AM Stations

Station	Power	Time	Format	Comments	Rate	Agency	Advertiser
KCEE	940	1 kw/0.25 kw (DA-2)	Standards	Westwd	\$20.00	D&R	Capstar
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz	Slone
KEVT	1030	10 kw/1 kw (DA-2)	Hispanic Religion		\$ NA	---	Cortaro
KFFN	1490	1 kw	Sports	1-on-1, ABC, SBUSA	\$ NA	Eastman	Journal Bcst Gp
KGVI	1080	1 kw (Days)	Standards	AP	\$20.00	---	Green Valley
KNST	790	5 kw/500 w (DA-1)	News/Talk	ABC, Westwd	\$46.00	Banner	Capstar
KTUC	1400	0.757 kw	Talk	CBS, Westwd, Talknt	\$<20.00	---	Slone
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	Comments	Rate	Agency	Advertiser
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
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
KOHT	98.3	3 kw @ 202	Bilingual Dance CHR		\$30.00	Lotus	KTZR/KXEW
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Banner	Capstar
KWFN	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	D&R	Capstar
KZLZ	105.3	50 kw @ 492	Hispanic Contemp.		\$ NA	Katz Hisp.	Kearney
KZPT	104.1	3 kw @ 102	Modern AC		\$45.00	Eastman	Journal Bcst Gp

Notes: KYOT-F - See Phoenix . . . 3/98 KSJM-F changed from Dance CHR to Smooth Jazz as KOAZ-F . . . 3/98 KLQB-F (106.3; Oracle) sold to Journal Broadcast Group for an estimated \$6,500,000 . . . 3/98 KLQB-F changed from AOR to Country as "Kix 106" . . . 3/98 KTUC changed from Talk to Standards . . . 4/98 KLQB-F changed calls to KIXD-F



# TULSA

Arbitron Rank: 60 Pop (12+): 655,400	Stations: 23 / 21	Last Year's Revenue: \$35,300,000
MSA Rank: 72	Diaries: 1,270/516:1/53.8%	Household Income: \$38,175
MSA Pop: 764,000	Sample Target: 1,290	Total Retail Sales: \$7.5 Bil.
DMA: 59	% Below Line: 1.0	#1 Biller: KWEN-F \$5,150,000
Average Persons Rating: 15.5	% Not Listed: 7.9	#1 Billing Portfolio: Cox \$14,000,000
Market TSL In Hours: 1290.00	Pop per Station: 31,210	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	KRMG	114 / 11.2	7.8	9.4	8.4	8.3	9.2	1411 / 21.5	19.1	17.8	F	KRMG
2	KWEN-F	110 / 10.8	10.0	10.5	10.7	11.9	10.5	1336 / 20.4	21.5	23.5	G	KWEN-F
3	KMOD-F	75 / 7.4	8.4	8.3	7.5	7.9	7.9	967 / 14.8	15.0	14.2	E	KMOD-F
4	KHTT-F	73 / 7.2	7.7	6.7	7.1	7.0	7.2	1455 / 22.2	21.9	21.8	C	KHTT-F
5	KMYZ-F	60 / 5.9	6.4	6.5	6.6	5.3	6.4	1018 / 15.5	16.5	14.0	D	KMYZ-F
6	KQLL-F	59 / 5.8	6.0	4.5	4.5	3.7	5.2	890 / 13.6	16.0	12.3	C	KQLL-F
7	KBEZ-F	55 / 5.4	5.2	6.0	5.3	6.3	5.5	861 / 13.1	14.9	14.3	E	KBEZ-F
8	KRAV-F	49 / 4.8	4.1	4.0	5.0	4.6	4.5	900 / 13.7	14.7	14.0	C	KRAV-F
9	KVOO	46 / 4.5	4.5	4.5	3.1	4.4	4.2	487 / 7.4	8.0	7.8	*	KVOO
10	KJSR-F	45 / 4.4	7.0	6.5	6.6	5.0	6.1	1050 / 16.0	16.0	16.0	D	KJSR-F
11	KVOO-F	38 / 3.7	4.2	4.0	4.3	4.6	4.1	681 / 10.4	9.8	10.8	E	KVOO-F
	KXOJ-F	38 / 3.7	4.4	4.6	4.4	3.1	4.3	469 / 7.2	8.5	8.5		KXOJ-F
13	KJMM-F	30 / 3.0	2.9	2.3	4.8	4.5	3.2	416 / 6.3	7.3	7.7	B	KJMM-F
14	KCFM-F	29 / 2.9	2.2	1.9	2.1	1.4	2.3	440 / 6.7	6.6	5.1	B	KCFM-F
15	KGTO	27 / 2.7	2.7	2.5	2.5	3.1	2.6	226 / 3.4	4.0	5.0	A	KGTO
16	KOAS-F	24 / 2.4	2.6	2.5	2.8	2.4	2.6	390 / 6.0	7.1	5.6	B	KOAS-F
17	KMRX-F	18 / 1.8			0.3	0.3		390 / 5.9		1.4		KMRX-F
18	KCKI-F	15 / 1.5	2.4	3.3	2.8	2.6	2.5	457 / 7.0	9.7	7.2	C	KCKI-F

12+ FM Share (Metro): 77.78% ( 728 of 936 ) ( Winter 97: 79.45% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F >	1 KWEN-F <	1 KWEN-F <	1 KWEN-F <	1 KWEN-F <	1 KRMG	1 KRMG	1 KRMG	1 KRMG <	1 KMYZ-F <	1 KWEN-F <
2 KMYZ-F >>	2 KMOD-F <	2 KMOD-F	2 KMOD-F <	2 KRMG	2 KWEN-F	2 KWEN-F	2 KWEN-F >	2 KWEN-F	2 KHTT-F >	2 KHTT-F >
3 KJMM-F >	3 KMYZ-F <	3 KRMG	3 KRMG >	3 KMOD-F	3 KQLL-F	3 KMOD-F >	3 KMOD-F <	3 KHTT-F	3 KJMM-F	3 KRMG <
	4 KHTT-F	4 KHTT-F <	4 KRAV-F <	4 KQLL-F	4 KVOO <	4 KHTT-F	4 KBEZ-F	4 KBEZ-F <	4 KMYZ-F <	4 KMYZ-F <
	5 KRAV-F <	5 KRAV-F <	5 KQLL-F <	5 KBEZ-F <	5 KMOD-F	5 KVOO	5 KQLL-F <	5 KMOD-F	5 KMOD-F <	5 KQLL-F <
	6 KRMG <	6 KMYZ-F <	6 KBEZ-F	6 KRAV-F	6 KBEZ-F	KQLL-F <	6 KRAV-F	6 KQLL-F	6 KRMG	6 KMOD-F
	7 KXOJ-F	7 KQLL-F <	7 KJSR-F <	7 KJSR-F <	7 KGTO <	7 KVOO-F <	7 KHTT-F <	7 KBEZ-F <	7 KQLL-F <	7 KJSR-F <
	8 KJSR-F	8 KJSR-F <	8 KHTT-F	8 KHTT-F	8 KVOO-F	8 KBEZ-F <	8 KRAV-F <	8 KRAV-F <	8 KJSR-F	8 XVOO <
	KBEZ-F <	9 KBEZ-F <				9 KRAV-F		9 KJSR-F		9 KBEZ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHTT-F >	1 KHTT-F <	1 KWEN-F	1 KWEN-F >	1 KWEN-F >	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KMOD-F >	1 KMOD-F	1 KHTT-F >
2 KMYZ-F >	2 KWEN-F >	2 KBEZ-F	2 KBEZ-F	2 KBEZ-F	2 KMOD-F >	2 KMYZ-F	2 KRMG >	2 KRMG	2 KRMG >	2 KWEN-F
3 KXOJ-F	3 KBEZ-F	3 KRAV-F	KHTT-F	3 KRMG <	3 KWEN-F	3 KRMG <	3 KMYZ-F	3 KMYZ-F <	3 KWEN-F <	3 KMYZ-F
	KWEN-F	4 KHTT-F >	KRAV-F	4 KRAV-F <	KJMM-F	4 KWEN-F	4 KWEN-F	4 KWEN-F <	4 KQLL-F	
5 KJMM-F	5 KMYZ-F	5 KVOO-F	5 KRMG <	5 KQLL-F	KHTT-F	5 KXOJ-F	5 KXOJ-F	5 KJSR-F	5 KJSR-F	
	KMRX-F	6 KXOJ-F	6 KMOD-F	6 KQLL-F	6 KHTT-F	6 KJSR-F >	6 KJSR-F	6 KRAV-F	6 KXOJ-F	6 KMYZ-F
	KRAV-F >	KJMM-F	KRMG	7 KMYZ-F	7 KMOD-F	7 KRAV-F	7 KRAV-F	KQLL-F <	7 KRAV-F	
		KJMM-F	KMOD-F <			KHTT-F		8 KHTT-F	KXOJ-F	

Other Rated Stations	Metro Share	Cume Rating
KAKC	SPRTS 1300 Tulsa	0.6 1.8
KCFO	REL 970 Tulsa	0.5 3.3
KQLL	SPRTS 1430 Tulsa	1.0 3.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KHJM-F	G 100.3 Taft	0.6 2.5
KITO-F	C 96.1 Vinita	0.4 1.1

Consolidation Report	12+	25-54	Revenue
Clear Channel	16.6 %	22.2 %	19.8 %
KAKC-AM, KMOD-FM, KMRX-FM, KQLL-AM, KQLL-FM			
Cox	33.9 %	35.4 %	39.7 %
KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KWEN-FM			
Great Empire	9.7 %	6.3 %	14.6 %
KCKI-FM, KVOO-AM, KVOO-FM			
Renda	12.6 %	11.2 %	14.3 %
KBEZ-FM, KHTT-FM			
Shamrock	8.8 %	5.4 %	8.0 %
KCFM-FM, KMYZ-FM			
81.6 % 80.5 % 96.4 %			

# TULSA

## AM Stations

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	Great Empire

## FM Stations

KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda	
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock	Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Great Empire	Henryetta
KHTT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda	Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Unirep		Bixby
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox	
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Clr Chnl	Clear Channel	
KMRX	101.5	6.2 kw @ 656	Modern AC		\$ 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
KOLL	106.1	100 kw @ 1322	Oldies		\$42.00	Banner	Clear Channel	Owasso
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox	
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Great Empire	
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox	
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem		Sapulpa

Notes: \*KVOO's revenue is included with KVOO-F

Jim Duncan

Comments: Listening levels are down slightly . . . KRMG had its best book in over three years . . . KJSR-F had its worst book since changing to its current Classic Hits format

### \*\*\*\*\* 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 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

# WASHINGTON, DC

Arbitron Rank: 8 Pop (12+): 3,559,500	Stations: 38 / 33	Last Year's Revenue: \$228,900,000
MSA Rank: 5	Diaries: 4,183/851:1/54.4%	Household Income: \$66,516
MSA Pop: 4,620,000	Sample Target: 4,030	Total Retail Sales: \$43.0 Bil.
DMA: 7	% Below Line: 2.5	#1 Biller: WPGC-F \$22,900,000
Average Persons Rating: 16.6	% Not Listed: 14.9	#1 Billing Portfolio: Chancellor \$70,650,000
Market TSL in Hours: 21.75	Pop per Station: 107,864	

12+ Metro	Format	Winter 98		Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
		1/4	Share									Station	Station
1	WHUR-F	B/IAC	361 / 6.1	5.2	5.7	5.8	5.6	5.7	4726 / 13.3	13.0	14.2	G	WHUR-F
2	WPGC-F	B/CHR	324 / 5.5	5.6	6.3	5.8	6.5	5.8	6893 / 18.6	16.8	17.6	J	WPGC-F
3	WASH-F	AC	323 / 5.5	4.2	3.9	4.6	3.8	4.5	4696 / 13.2	12.6	13.4	I	WASH-F
4	WKYS-F	B	291 / 4.9	6.3	5.9	5.9	5.1	5.8	5025 / 14.1	14.7	15.1	G	WKYS-F
5	WMZQ-F	C	285 / 4.8	5.1	5.0	5.0	4.5	5.0	3994 / 11.2	11.9	11.1	J	WMZQ-F
6	WMAL	FS/T	273 / 4.6	4.1	4.2	3.6	4.9	4.1	3979 / 11.2	10.3	11.5	I	WMAL
7	WRQX-F	AC/CHR	264 / 4.5	4.3	3.9	3.7	3.9	4.1	6199 / 14.6	14.5	13.3	I	WRQX-F
8	WGMS-F	CL	255 / 4.3	4.0	3.0	4.1	4.0	3.9	3654 / 10.0	9.8	9.8	H	WGMS-F
9	WMMJ-F	B/IAC	249 / 4.2	4.0	3.9	4.1	4.2	4.1	3193 / 9.0	8.5	9.5	H	WMMJ-F
10	WWZZ-F	CHR	230 / 3.9	3.5	3.8	4.4	4.5	3.9	6378 / 15.1	15.2	15.3	C	WWZZ-F
11	WBIG-F	O	224 / 3.8	4.1	4.4	4.7	4.5	4.2	4446 / 12.5	12.7	12.7	H	WBIG-F
12	WJZW-F	J	205 / 3.5	3.4	3.6	3.4	3.8	3.5	3252 / 9.1	9.3	9.1	H	WJZW-F
13	WWDC-F	AOR	201 / 3.4	4.0	3.2	3.5	3.0	3.5	4809 / 13.6	13.9	13.6	H	WWDC-F
14	WTOP-AF	N	200 / 3.4	3.3	3.0	2.9	2.9	3.1	4877 / 13.7	11.8	12.6	I	WTOP-AF
	WJFK-F	TJ	200 / 3.4	4.5	3.6	2.8	3.4	3.6	3295 / 9.3	11.9	8.6	J	WJFK-F
16	WGAY-F	SAC	198 / 3.4	3.7	4.2	3.9	4.5	3.8	3489 / 9.7	12.4	12.5	F	WGAY-F
17	WARW-F	CL AOR	128 / 2.1	2.6	2.6	2.4	2.0	2.4	3488 / 9.8	9.9	8.0	G	WARW-F
18	WHFS-F	AOR-NR	123 / 2.1	2.3	2.4	2.6	2.3	2.3	3958 / 11.1	11.5	11.4	I	WHFS-F
19	WYCB	B/G	85 / 1.1	0.9	1.5	0.9	1.4	1.1	762 / 2.1	2.2	3.1		WYCB
20	WPGC	B/G	84 / 1.1	0.7	0.7	0.9	1.2	0.9	915 / 2.6	2.1	2.4		WPGC
21	WAVA-F	REL	80 / 1.0	0.9	0.8	1.2	0.9	1.0	1310 / 3.7	3.6	3.7		WAVA-F
22	WTEM	SPRTS	69 / 1.0	1.1	1.0	1.0	1.1	1.0	1640 / 4.6	4.6	4.6	E	WTEM

12+ FM Share (Metro): 83.37% (4191 of 5027) (Winter 97: 81.61%)

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 WHUR-F <	1 WHUR-F	1 WHUR-F	1 WHUR-F <	1 WHUR-F	1 WMAL <	1 WASH-F <	1 WPGC-F	1 WHUR-F
2 WWZZ-F >	2 WPGC-F	2 WASH-F <	2 WASH-F	2 WASH-F	2 WMAL	2 WMAL <	2 WASH-F <	2 WPGC-F <	2 WHUR-F	2 WPGC-F <
3 WKYS-F >	3 WASH-F	3 WPGC-F <	3 WRQX-F	3 WRQX-F <	3 WGMS-F	3 WTOP-AF <	3 WMZQ-F <	3 WJFK-F <	3 WKYS-F <	3 WMMJ-F
4 WWDC-F >	4 WWDC-F <	4 WRQX-F <	4 WMMJ-F <	4 WMMJ-F <	4 WMMJ-F <	4 WKYS-F	4 WRQX-F <	4 WRQX-F <	4 WASH-F	4 WGMS-F <
	5 WRQX-F <	5 WKYS-F	5 WMZQ-F <	5 WMZQ-F	5 WMZQ-F <	WJFK-F <	5 WGMS-F	5 WMZQ-F <	5 WWZZ-F <	5 WASH-F <
	6 WWZZ-F <	6 WMZQ-F <	6 WPGC-F <	6 WBIG-F <	6 WBIG-F <	6 WPGC-F <	6 WBIG-F <	6 WKYS-F <	6 WMMJ-F	6 WKYS-F
	7 WJFK-F <	7 WJFK-F	7 WJFK-F <	7 WPGC-F	7 WTOP-AF <	7 WASH-F <	7 WPGC-F <	7 WMAL <	7 WGMS-F <	WMZQ-F <
	8 WHUR-F <	WMMJ-F <	8 WJZW-F <	WJZW-F <	8 WASH-F <	8 WRQX-F <	8 WKYS-F	8 WGMS-F	8 WWDC-F	8 WWZZ-F
	9 WMZQ-F	9 WWZZ-F	9 WKYS-F	9 WJFK-F		9 WMZQ-F	WMMJ-F <	WWZZ-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrite
1 WKYS-F <	1 WKYS-F <	1 WASH-F >	1 WASH-F <	1 WASH-F <	1 WPGC-F	1 WPGC-F <	1 WJFK-F <	1 WJFK-F <	1 WHUR-F <	1 WHUR-F
2 WPGC-F >	2 WPGC-F	2 WKYS-F <	2 WHUR-F <	2 WHUR-F	2 WKYS-F >	2 WKYS-F <	2 WWDC-F <	2 WHUR-F	2 WKYS-F	2 WKYS-F
3 WWZZ-F	3 WASH-F	3 WPGC-F <	3 WRQX-F	3 WRQX-F	3 WJFK-F	3 WJFK-F	3 WASH-F <	3 WPGC-F	3 WMMJ-F <	3 WPGC-F
4 WRQX-F <	4 WRQX-F <	4 WHUR-F	4 WKYS-F	4 WMMJ-F <	4 WWDC-F <	4 WWDC-F	4 WKYS-F <	4 WMZQ-F	4 WASH-F <	4 WMZQ-F <
5 WASH-F	5 WWZZ-F <	WRQX-F	WPGC-F	5 WMZQ-F <	5 WHFS-F	5 WASH-F <	5 WPGC-F	WKYS-F <	5 WMZQ-F <	5 WMAL
6 WMZQ-F <	6 WHUR-F	6 WWDC-F <	6 WMZQ-F <	6 WBIG-F <	6 WWZZ-F	6 WRQX-F <	6 WRQX-F	6 WASH-F <	6 WMAL	
7 WWDC-F <	7 WWDC-F <	7 WWZZ-F	7 WWZZ-F <	7 WJZW-F <	7 WRQX-F <	7 WWZZ-F <	7 WWZZ-F <	7 WWDC-F <	WRQX-F <	
	8 WMZQ-F >		8 WMMJ-F <	8 WPGC-F	8 WMZQ-F >		8 WMZQ-F	8 WRQX-F <	8 WPGC-F	
							WHUR-F	9 WMMJ-F <		

# WASHINGTON, DC

Other Rated Stations					Other Rated Stations—Outside Market						
			Metro Share	Cume Rating				Metro Share	Cume Rating		
WACA	SP-C	1540	Wheaton, MD	0.6	1.0	WBQB-F	AC/CHR	101.5	Fredericksburg	0.3	1.3
WFRE-F	C	99.9	Frederick, MD	0.9	2.2	WFLS-F	C	93.3	Fredericksburg	0.6	1.9
WILC	SP-TP	900	Laurel, MD	0.4	1.5	WINC-F	CHR/AC	92.5	Winchester, VA	0.4	1.9
WKDL	SP-C	1050	Silver Spg., MD	0.4	0.8	WIYY-F	AOR	97.9	Baltimore	0.7	3.3
WOL	B/T	1450	Washington	0.7	1.6	WXYV-F	CHR	102.7	Baltimore	0.5	3.9
WUPP-F	C	94.3	Warrenton, VA	0.7	2.1						
WWDC	ST	1260	Washington	0.5	1.3						
WWRC	T	570	Bethesda, MD	0.6	3.0						
WWVZ-F	CHR	103.9	Frederick, MD	0.2	0.8						

## AM Stations

WMAL	630	5 kw (DA-2)	Full Service/Talk	ABC	\$180.00	Katz	ABC/Disney	
WOL	1450	1 kw	Black Talk	ABC, AURN	\$55.00	Mc-Guild	Radio One	
WPGC	1580	50 kw/0.27 kw (DA-2)	Black Gospel		\$ NA	Infinity	CBS	Morningside, MD
WTEM	980	50 kw/5 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$65.00	Eastman	Chancellor	
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00	Katz	Bonneville	
WYCB	1340	1 kw	Black Gospel	AURN	\$40.00	—	Radio One	

## FM Stations

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	
WAVA	105.1	50 kw @ 500	Religion	Westwd, SRN	\$70.00	Salem	Salem	
WBIG	100.3	36 kw @ 574	Oldies		\$184.00	Eastman	Chancellor	
WGAY	99.5	22 kw @ 751	Soft AC		\$105.00	Interop	Chancellor	
WGMS	103.5	44 kw @ 518	Classical	Westwd	\$195.00	Katz	Bonneville	
WHFS	99.1	50 kw @ 460	AOR - New Rock	AP	\$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	Christal	ABC/Disney	Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black		\$140.00	Mc-Guild	Radio One	
WMMJ	102.3	2.9 kw @ 480	Black AC		\$155.00	Mc-Guild	Radio One	Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country		\$320.00	Christal	Chancellor	
WPGC	95.5	50 kw @ 500	Black/CHR		\$340.00	Interop	CBS	Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC	\$280.00	Katz	ABC/Disney	
WTOP	107.7	29 kw @ 646	See WTOP					Warrenton, VA
WWDC	101.1	22.5 kw @ 760	AOR		\$185.00	Christal	Chancellor, pend.	
WWZZ	104.1	22 kw @ 764	CHR		\$135.00	Sentry	Bonneville	Waldorf, MD

Notes: \* WPGC revenue included with WPGC-F . . . 2/98 WWDC-AF sold to Chancellor for \$72,000,000 . . . 3/98 WTEM moved from 570 to 980; WWRC moved from 980 to 570 . . . 3/98 WKDL (1050)/WKDV (1460) sold to Mega for \$2,500,000 (Blackburn) . . . 3/98 WUPP-F (107.7; Warrenton, VA) sold by Syd Abel to Bonneville for \$8,100,000 + WTOP-F (94.3) for a total value of \$10,700,000 (Media Services) . . . 3/98 WUPP-F and WTOP-F traded facilities: the WTOP-F calls & News programming moved to 107.7; WUPP-F's calls & Country programming moved to 94.3 . . . 4/98 WDCT (1310; Fairfax, VA) changed from Religion to Korean Religion

Jim Duncan

Comments: WHUR-F leads the market in 12+ for what I believe is the first time ever . . . Listening levels are off slightly . . . WASH-F is at its highest level in more than three years . . . WHFS-F declined to its lowest share in more than three years

# WEST PALM BEACH

Arbitron Rank: 49 Pop (12+): 879,600	Stations: 39 / 18	Last Year's Revenue: \$38,000,000
MSA Rank: 59	Diarles: 2,112/416:1/54.6%	Household Income: \$46,187
MSA Pop: 1,020,000	Sample Target: 2,130	Total Retail Sales: \$12.4 Bil.
DMA: 45	% Below Line: 35.2	#1 Biller: WRMF-F \$7,500,000
Average Persons Rating: 16.1	% Not Listed: 12.8	#1 Billing Portfolio: CBS \$15,370,000
Market TSL In Hours: 21.25	Pop per Station: 48,867	

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WEAT-F	122 / 8.6	9.2	8.0	7.8	8.5	8.4	1525 / 17.3	18.4	17.4	G	WEAT-F
2	WRMF-F	93 / 6.6	6.5	6.5	6.9	5.8	6.6	1306 / 14.8	14.9	13.7	H	WRMF-F
3	WJBW-F	81 / 5.7	5.6	4.9	4.7	3.6	5.2	911 / 10.4	9.9	7.0	B	WJBW-F
4	WIRK-F	75 / 5.3	6.8	7.0	5.7	7.0	6.2	1137 / 12.9	12.8	13.4	G	WIRK-F
5	WJNO	52 / 3.7	4.4	3.9	4.0	3.9	4.0	949 / 10.8	11.5	10.0	F	WJNO
6	WMBX-F	50 / 3.5	2.8	3.0	3.2	1.1	3.1	1064 / 12.1	11.5	3.7	A	WMBX-F
7	WEDR-F	49 / 3.5	4.4	2.6	3.7	2.7	3.5	878 / 10.0	9.2	7.8		WEDR-F
8	WPBZ-F	47 / 3.3	3.8	4.1	4.4	4.3	3.9	888 / 10.1	11.3	11.8	D	WPBZ-F
9	WRLX-F	46 / 3.3	2.4	3.5	3.9	6.7	3.3	742 / 8.4	8.8	11.6	D	WRLX-F
10	WTMI-F	44 / 3.1	1.9	2.4	2.0	1.8	2.4	726 / 8.3	6.6	5.1		WTMI-F
11	WKGR-F	43 / 3.0	2.6	3.5	3.2	4.4	3.1	759 / 8.6	8.7	10.6	D	WKGR-F
12	WPOW-F	32 / 2.3	2.0	2.8	2.9	2.3	2.5	869 / 9.9	7.3	8.4		WPOW-F
	WLVE-F	32 / 2.3	1.7	2.5	2.0	1.9	2.1	522 / 5.9	5.0	4.5		WLVE-F
	WBZT	32 / 2.3	3.3	2.9	3.5	3.2	3.0	468 / 5.3	7.5	6.7	C	WBZT
15	WHQT-F	30 / 2.1	1.9	1.8	2.0	2.5	2.0	564 / 6.4	6.5	5.7		WHQT-F
16	WDBF	29 / 2.1	1.4	1.2	1.0	1.5	1.4	367 / 4.2	3.8	3.8	A	WDBF

12+ FM Share (Metro): 80.52% ( 893 of 1109 ) ( Winter 97: 78.11% )

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPBZ-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F <	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F <	1 WJBW-F <
WEDR-F	2 WIRK-F	2 WRMF-F <	2 WRMF-F <	2 WRMF-F	2 WJBW-F	2 WRMF-F >	2 WRMF-F	2 WRMF-F	2 WEDR-F	2 WEAT-F
3 WPOW-F	3 WMBX-F	3 WIRK-F	3 WIRK-F >	3 WIRK-F >	3 WRMF-F	3 WIRK-F	3 WJBW-F	3 WIRK-F <	3 WIRK-F	3 WIRK-F
	WPBZ-F	4 WMBX-F	4 WMBX-F	4 WMBX-F	4 WJNO <	4 WJNO <	4 WIRK-F	4 WJBW-F	4 WIRK-F <	4 WRMF-F <
	WRMF-F <	5 WKGR-F <	5 WKGR-F	5 WKGR-F	5 WIRK-F <	5 WBGG-F	5 WRLX-F <	5 WJNO <	5 WJBW-F	5 WEDR-F
6 WEDR-F	6 WEDR-F	6 WPBZ-F <	6 WPBZ-F <	6 WTMI-F <	6 WJBW-F	6 WJNO <	6 WMBX-F <	6 WPBZ-F <	6 WMBX-F <	6 WMBX-F <
7 WPOW-F <	WPBZ-F	7 WBGG-F <	7 WBGG-F	7 WRLX-F >	7 WRLX-F >	7 WIRK-F <	7 WKGR-F	7 WEDR-F <	7 WMBX-F <	7 WTMI-F <
8 WHYI-F <	8 WBGG-F <	8 WEDR-F	8 WHQT-F <	8 WHQT-F <	8 WMBX-F <	8 WMBX-F <	8 WZZR-F <	8 WPBZ-F	8 WBZT	8 WPBZ-F <
9 WKGR-F	9 WHQT-F <	WHQT-F <	9 WEDR-F <		9 WPBZ-F	9 WBZT <		9 WHQT-F	9 WKGR-F <	9 WKGR-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WPBZ-F	1 WPBZ-F >	1 WPBZ-F	1 WKGR-F <	1 WIRK-F	1 WJNO
2 WEDR-F >	2 WRMF-F	WRMF-F <	2 WRMF-F >	2 WRMF-F >	2 WEAT-F	2 WEDR-F	2 WIRK-F	2 WEAT-F	2 WEAT-F <	2 WEAT-F >
3 WMBX-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WEDR-F	WIRK-F <	3 WBGG-F	WIRK-F <	3 WKGR-F	3 WBZT
WRMF-F	4 WMBX-F	4 WMBX-F >	4 WMBX-F >	4 WMBX-F >	WPOW-F	4 WPOW-F <	WMBX-F	4 WPBZ-F <	4 WBGG-F	4 WEDR-F
WPOW-F	5 WEDR-F	5 WHQT-F	5 WEDR-F	5 WHQT-F <	5 WHYI-F	5 WEAT-F	5 WKGR-F	5 WBGG-F <	WRMF-F <	
6 WHYI-F >	6 WHYI-F	WHYI-F	6 WHQT-F <	6 WRLX-F	6 WKGR-F >	WKGR-F	WEDR-F	6 WZZR-F	6 WZZR-F	
7 WHQT-F	7 WEDR-F	7 WRLX-F	7 WEDR-F <	7 WEDR-F <		WMBX-F	7 WZTA-F	7 WMBX-F	7 WPBZ-F <	
8 WPBZ-F	8 WKGR-F	8 WKGR-F	8 WKGR-F	8 WKGR-F		WBGG-F	WPOW-F	WEDR-F	8 WMBX-F <	
	WPOW-F	WPBZ-F	WPBZ-F			9 WZTA-F	WQAM	9 WRMF-F <	9 WQAM <	
	WAMR-F	WHYI-F								

Consolidation Report	12+	25-54	Revenue
<b>CBS</b>	20.7 %	26.2 %	40.4 %
WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM			
<b>Clear Channel, pend.</b>	12.1 %	11.6 %	26.8 %
WBZT-AM, WJNO-AM, WKGR-FM, WOLL-FM, WTPX-FM, WXFG-FM			
<b>James Crystal, pend.</b>	12.5 %	11.6 %	26.6 %
WEAT-AM, WJNA-AM, WRLX-FM, WRMF-FM			
	<b>45.3 %</b>	<b>49.4 %</b>	<b>93.8 %</b>

# WEST PALM BEACH

Other Rated Stations				Metro Share	Cume Rating	Other Rated Stations--Outside Market				Metro Share	Cume Rating
WEAT	N	850	W. Palm Beach	0.9	4.9	WAMR-F	SP	107.5	Miami	1.3	3.3
WJNA	ST	1230	W. Palm Beach	1.8	5.5	WBGG-F	CL AOR	105.9	Ft. Lauderdale	1.9	6.6
WOLL-F	O	94.3	Riviera Beach	1.6	6.0	WFLC-F	AC	97.3	Miami	0.6	2.8
WPBR	T	1340	Palm Beach	0.4	1.6	WHYI-F	CHR/AC	100.7	Ft. Lauderdale	1.9	6.6
WPOM	B	1600	Riviera Beach	0.8	2.1	WINZ	T	94.0	Miami	0.4	1.8
WSBR	T	740	Boca Raton	0.6	2.8	WIOD	N/T	610	Miami	0.4	2.7
WSWN	B	900	Belle Glade	0.7	1.0	WKIS-F	C	99.9	Boca Raton	1.5	5.3
WXFG-F	C	95.5	Ft. Pierce	1.6	7.0	WLYF-F	SAC	101.5	Miami	1.6	5.0
						WMXJ-F	O	102.7	Ft. Lauderdale	1.7	5.6
						WPLL-F	AOR-P	103.5	Ft. Lauderdale	1.2	5.4
						WQAM	SPRTS	560	Miami	1.4	3.9
						WRMA-F	SP	106.7	Ft. Lauderdale	1.1	3.3
						WRTO-F	SP	98.3	Goulds	0.4	1.6
						WZTA-F	AOR	94.9	Miami Beach	1.1	4.2
						WZZR-F	AOR	92.7	Stuart	1.7	4.4

## AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$34.00	Katz	Clear Channel	
WDBF	1420	5 kw/0.5 kw (DA-2)	Standards	CBS	\$ NA	---		Delray Beach
WEAT	850	5 kw/1 kw (DA-2)	News	CBS, AP	\$ NA	Katz	James Crystal	
WJNO	1040	10 kw/1 kw (DA-2)	News/Talk	CNN	\$73.00	Allied	Clear Channel, pend.	Boynton 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	UPI	\$75.00	Clr Chnl	Clear Channel	Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Katz	CBS	Jensen Beach
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00	Christal	CBS	Indiantown
WRLX	92.1	7 kw @ 499	Soft AC		\$48.00	Allied	James Crystal, pend.	
WRMF	97.9	100 kw @ 1350	AC		\$135.00	Allied	James Crystal, pend.	
WXFG	95.5	100 kw @ 982	Country	Westwd, ABC	\$39.00	Mc-Guild	Clear Channel, pend.	Ft. Pierce

Notes: Other ranked stations - See Miami-Ft. Lauderdale . . . 3/98 Fairbanks sold these stations to Clear Channel for \$85,000,000 total: WJNO; WJNX (Ft. Pierce); WJNA; WXFG-F; WRLX-F; WRMF-F . . . 3/98 James Crystal (Jim Hilliard) traded WTPX-F + \$47,000,000 for these stations: WJNA; WRLX-F; WRMF-F; WFTL (Ft. Lauderdale)

Jim Duncan

Comments: WJBW-F has its fourth consecutive up book and its highest share ever . . . WBZT faded to its lowest share in two years

# WICHITA

Arbltron Rank: 89 Pop (12+): 414,200	Stations: 21 / 20	Last Year's Revenue: \$22,600,000
MSA Rank: 103	Diaries: 992/418:1/57.5%	Household Income: \$43,493
MSA Pop: 483,000	Sample Target: 1,010	Total Retail Sales: \$5.1 Bil.
DMA: 63	% Below Line: 0.8	#1 Biller: KFDI-AF \$5,100,000
Average Persons Rating: 14.6	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 20,710	Great Empire \$8,700,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	KZSN-F	C	62 / 10.3	8.4	11.4	9.6	7.5	9.9	892 / 21.5	18.3	18.1	E	KZSN-F
2	KRBB-F	AC	56 / 9.3	6.9	5.1	7.0	7.5	7.1	737 / 17.8	15.6	16.1	D	KRBB-F
3	KFDI-F	C	52 / 8.6	6.9	11.1	9.1	11.0	8.9	788 / 19.0	17.8	21.0	G	KFDI-F
4	KKRD-F	CHR	48 / 7.9	8.1	8.1	8.9	7.2	8.3	967 / 23.3	23.1	21.6	D	KKRD-F
5	KRZZ-F	AOR/CL	47 / 7.8	8.4	5.2	6.9	6.7	7.1	588 / 14.2	16.8	14.8	D	KRZZ-F
6	KICT-F	AOR	28 / 4.6	6.2	4.1	3.8	5.8	4.7	499 / 12.0	14.8	13.8	C	KICT-F
7	KDGS-F	B	26 / 4.3	4.6	7.5	5.3	4.6	5.4	369 / 8.9	11.6	11.7	B	KDGS-F
	KEYN-F	O	26 / 4.3	6.1	6.1	7.5	5.6	6.0	516 / 12.5	15.7	15.7	C	KEYN-F
	KFH	T	26 / 4.3	3.7	2.9	2.9	2.0	3.5	372 / 9.0	9.5	5.5	A	KFH
10	KFDI	C/F/S	23 / 3.8	3.3	3.8	5.9	3.8	4.2	341 / 8.2	17.8	9.0	*	KFDI
11	KLLS-F	CL HITS	22 / 3.6	3.8	4.1	4.5	4.6	4.0	413 / 10.0	10.6	10.5	C	KLLS-F
12	KNSS	N/T	21 / 3.5	3.5	3.5	3.4	2.9	3.5	449 / 10.8	9.6	9.4	B	KNSS
13	KOEZ-F	SAC	20 / 3.3	6.5	3.8	3.2	4.6	4.2	264 / 6.4	9.8	7.1	B	KOEZ-F
14	KWSJ-F	J	19 / 3.1	3.7	2.8	3.4	4.7	3.3	312 / 7.5	9.2	9.5	A	KWSJ-F
15	KYQQ-F	C	18 / 3.0	2.2	2.8	3.7	2.6	2.9	386 / 9.3	7.9	8.2	A	KYQQ-F
16	KTLI-F	REL-CC	14 / 2.3	3.0	2.9	3.5	4.1	2.9	276 / 6.7	6.0	7.8	A	KTLI-F
17	KQAM	SPRTS	11 / 1.8	0.8	0.8	0.8	1.7	1.0	190 / 4.6	4.4	4.1	A	KQAM
18	KAYY-F	AC/CHR	7 / 1.2	0.8	1.2	1.3	1.7	1.1	180 / 4.4	4.1	7.1		KAYY-F

12+ FM Share (Metro): 83.80% (450 of 537) (Winter 97: 86.78%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	KKRD-F >	1 KZSN-F	1 KZSN-F	1 KRBB-F <	1 KRBB-F <	1 KFDI-F	1 KFDI-F <	1 KZSN-F <	1 KZSN-F	1 KKRD-F	1 KZSN-F <
2	KDGS-F	2 KRZZ-F <	KRBB-F <	2 KZSN-F <	2 KZSN-F	2 KRBB-F	2 KRBB-F <	2 KRBB-F	2 KRZZ-F	2 KZSN-F	2 KKRD-F
3	KICT-F	3 KKRD-F	3 KRZZ-F >	3 KRZZ-F >	3 KRZZ-F >	3 KZSN-F	3 KZSN-F	3 KFDI-F <	3 KRBB-F <	KRBB-F <	3 KRZZ-F
4	KZSN-F >>	4 KICT-F <	4 KKRD-F >	4 KKRD-F <	4 KKRD-F <	4 KFDI <	4 KKRD-F	4 KRZZ-F	4 KKRD-F	4 KICT-F	KFDI-F <
		5 KRBB-F	5 KLLS-F	5 KFH <	5 KFDI-F <	5 KRZZ-F <	5 KFH <	5 KNSS	5 KFDI-F	5 KFDI-F	5 KRBB-F
		6 KDGS-F >	KICT-F <	6 KLLS-F	6 KFH	6 KEYN-F <	6 KRZZ-F	6 KKRD-F	6 KDGS-F	6 KRZZ-F <	6 KICT-F <
		7 KLLS-F	7 KFH	7 KEYN-F	7 KLLS-F	7 KNSS	7 KFDI	7 KEYN-F	KICT-F	7 KDGS-F >	7 KDGS-F <
		8 KEYN-F	8 KFDI-F <	KEYN-F >	KFH	8 KEYN-F	KFH	8 KLLS-F	8 KWSJ-F	8 KWSJ-F	8 KFDI <
		9 KDGS-F <						9 KLLS-F <	KEYN-F <	9 KYQQ-F	9 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+ Ovrite
1	KKRD-F	1 KZSN-F >	1 KRBB-F <	1 KRBB-F	1 KICT-F	1 KRZZ-F	1 KRZZ-F >	1 KRZZ-F >	1 KRZZ-F >	1 KZSN-F
2	KZSN-F	2 KRBB-F	2 KZSN-F >	2 KZSN-F >>	2 KRZZ-F >	2 KICT-F	2 KZSN-F	2 KZSN-F <	2 KFH	2 KFDI-F <
	KRBB-F >	3 KKRD-F >	3 KKRD-F	3 KRZZ-F	3 KDGS-F >	3 KZSN-F	3 KICT-F	3 KFH	3 KZSN-F	3 KKRD-F >
4	KDGS-F >>	4 KDGS-F	4 KRZZ-F	4 KRZZ-F >	4 KFDI-F	4 KZSN-F	4 KKRD-F	4 KRBB-F	4 KRBB-F	
		5 KYQQ-F	5 KLLS-F	5 KYQQ-F	5 KEYN-F	KKRD-F >	5 KDGS-F	5 KLLS-F	5 KLLS-F	
		KRZZ-F	KYQQ-F	6 KDGS-F	KKRD-F	/	6 KLLS-F	KFH	6 KICT-F <	6 KLLS-F
			KDGS-F	KTLI-F	7 KTLI-F		7 KRBB-F	7 KLLS-F	7 KLLS-F	7 KFDI-F <
			KTLI-F	KEYN-F	8 KYQQ-F			8 KEYN-F	8 KEYN-F	8 KEYN-F
			KFH							
			KICT-F							

Other Rated Stations	Metro Share	Cume Rating
KMYR	ST 1410 Wichita	0.5 1.7
KSGL	REL 900 Wichita	0.5 1.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KTCM-F	SP 100.3 Kingman	0.8 1.7

# WICHITA

Consolidation Report	12+	25-54	Revenue
<b>Capstar</b>	19.2 %	19.7 %	23.2 %
KKRD-FM, KNSS-AM, KRZZ-FM			
<b>Great Empire</b>	23.6 %	17.7 %	38.5 %
KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KYQQ-FM			
<b>Local</b>	5.5 %	3.8 %	2.6 %
KAYY-FM, KDGS-FM			
<b>Triathlon</b>	28.8 %	35.5 %	28.2 %
KFH-AM, KQAM-AM, KRBB-FM, KWSJ-FM, KZSN-FM			
	<b>77.1 %</b>	<b>76.7 %</b>	<b>92.5 %</b>

## AM Stations

Station	Power	Time	Genre	Service	Rate	Agency	Advertiser
KFDI	1070	10 kw/1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Great Empire
KFH	1330	5 kw (DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Katz	Triathlon
KNSS	1240	1 kw	News/Talk	Westwd, CNN, CBS	\$27.00	D&R	Capstar
KQAM	1480	5 kw/1 kw (DA-2)	Sports	1-on-1, CBS	\$<20.00	Eastman	Triathlon

## FM Stations

Station	Power	Time	Genre	Service	Rate	Agency	Advertiser
KAYY	98.7	50 kw @ 492	AC/CHR	ABC	\$ NA	Allied	KDGS-F Cleanwater
KDGS	93.9	25 kw @ 328	Black		\$ NA	---	KAYY-F Andover
KEYN	103.7	100 kw @ 860	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Triathlon
KFDI	101.3	100 kw @ 1140	Country	ABC	\$58.00	Allied	Great Empire
KICT	95.1	100 kw @ 897	AOR	ABC	\$38.00	Allied	Great Empire
KKRD	107.3	100 kw @ 860	CHR		\$45.00	D&R	Capstar
KLLS	104.5	46 kw @ 515	Classic Hits	Westwd	\$<20.00	---	Great Empire Augusta
KOEZ	92.3	100 kw @ 640	Soft AC	Westwd	\$24.00	---	Newton
KRBB	97.9	100 kw @ 993	AC		\$42.00	Christal	Triathlon
KRZZ	96.3	50 kw @ 492	AOR/Classic Rock		\$40.00	D&R	Capstar Derby
KTLJ	99.1	100 kw @ 515	Cont. Christian	USA	\$<20.00	Salem	El Dorado
KWSJ	105.3	100 kw @ 993	Jazz		\$ NA	Katz	Triathlon Hayesville
KYQQ	106.5	100 kw @ 1280	Country	ABC	\$20.00	---	Great Empire Arkansas City
KZSN	102.1	100 kw @ 1032	Country		\$60.00	Katz	Triathlon Hulchinson

Notes: \* KFDI's revenue is included with KFDI-F

Jim Duncan

Comments: A very sharp decline in listening levels, down 1.4 rating points versus last year . . . KRBB-F recorded its highest share in more than three years



# WILKES BARRE-SCRANTON

Arbitron Rank: 63 Pop (12+): 635,800	Stations: 42 / 31	Last Year's Revenue: \$24,000,000
MSA Rank: 83	Diaries: 1,240/513:1/58.8%	Household Income: \$36,945
MSA Pop: 622,000	Sample Target: 1,270	Total Retail Sales: \$6.9 Bil.
DMA: 49	% Below Line: 9.8	#1 Biller: WKRZ-FF \$5,700,000
Average Persons Rating: 16.8	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL In Hours: 22.45	Pop per Station: 20,510	Sinclair Broadcast Group \$10,060,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spq 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level		
1	WKRZ-FF	CHR	114 / 10.7	12.9	13.1	11.8	11.8	12.1	1963 / 30.9	32.3	31.2	G	WKRZ-FF
2	WGGY-FF	C	108 / 10.1	8.6	8.7	10.4	10.7	9.5	1320 / 20.8	17.2	21.5	E	WGGY-FF
3	WEZX-F	AOR/CL	83 / 7.8	5.7	5.6	5.9	5.1	6.2	915 / 14.4	14.0	12.4	D	WEZX-F
4	WMGS-F	AC	82 / 7.7	9.8	7.4	7.1	6.5	8.0	980 / 15.4	19.2	16.2	D	WMGS-F
5	WZMT-FF	AOR	59 / 5.5	4.3	5.6	5.4	4.2	5.2	916 / 14.4	13.2	12.3	C	WZMT-FF
6	WNAK	ST/FS	54 / 5.1	3.8	3.0	3.4	4.4	3.8	271 / 4.3	4.7	6.1	B	WNAK
7	WBHT-FF	CHR	49 / 4.6	4.7	4.2	3.7	4.3	4.3	1162 / 18.3	16.7	14.9	B	WBHT-FF
8	WEJL-AA	ST/FS	44 / 4.1	3.8	3.5	3.8	4.7	3.8	609 / 9.6	9.3	9.1	A	WEJL-AA
9	WILK	T	38 / 3.6	4.7	3.7	3.2	4.4	3.8	493 / 7.7	9.9	9.1	B	WILK
10	WODE-F	O	27 / 2.5	1.8	1.8	1.8	1.0	2.0	282 / 4.4	4.7	3.5		WODE-F
	WSGD-FF	O	27 / 2.5	3.3	3.2	1.8	2.5	2.7	524 / 8.2	8.3	6.3	B	WSGD-FF
12	WWSH-FF	SAC	22 / 2.1	2.0	2.3	3.0	2.0	2.3	509 / 8.0	7.7	6.8	A	WWSH-FF
13	WSBG-F	CHR	21 / 2.0	1.8	2.4	1.8	1.4	2.0	380 / 6.0	5.8	5.0		WSBG-F
	WZZO-F	AOR	21 / 2.0	0.8	1.4	1.1	1.0	1.3	216 / 3.4	3.0	2.6		WZZO-F
15	WARM	FS	19 / 1.8	2.8	2.9	3.4	3.9	2.7	510 / 8.0	9.7	9.9	B	WARM
16	WICK	EZ	17 / 1.6	0.8	1.2	0.7	1.5	1.1	172 / 2.7	4.0	3.0		WICK
	WKAB-F	O	17 / 1.6	1.3	1.6	1.9	1.1	1.6	227 / 3.6	3.5	2.7		WKAB-F
18	WQFM-F	O	16 / 1.5	2.4	2.4	2.3	1.5	2.2	321 / 5.1	7.3	5.5	B	WQFM-F
19	WHLM-F	AC/CHR	15 / 1.4	1.2	1.7	1.5	2.9	1.4	260 / 4.1	4.7	5.6		WHLM-F

12+ FM Share (Metro): 78.72% (725 of 921) (Winter 97: 76.65%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKRZ-FF <	1 WKRZ-FF	1 WKRZ-FF	1 WEZX-F <	1 WEZX-F <	1 WGGY-FF <	1 WKRZ-FF <	1 WKRZ-FF <	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF <
2 WBHT-FF >>	2 WZMT-FF	2 WEZX-F	2 WKRZ-FF	2 WKRZ-FF <	2 WMGS-F	2 WGGY-FF	2 WGGY-FF	2 WGGY-FF	2 WBHT-FF <	2 WGGY-FF
	3 WEZX-F	3 WGGY-FF	3 WMGS-F <	3 WMGS-F <	3 WNAK	3 WZMT-FF	3 WEZX-F <	3 WEZX-F <	3 WMGS-F <	3 WMGS-F <
	4 WGGY-FF >	4 WMGS-F <	4 WGGY-FF	4 WGGY-FF >	4 WKRZ-FF <	4 WEZX-F <	4 WMGS-F	4 WMGS-F >>	4 WGGY-FF <	4 WNAK <
	5 WBHT-FF >	5 WZMT-FF >	5 WZMT-FF >>	5 WZMT-FF >	5 WEJL-AA	5 WMGS-F >	5 WILK <	5 WZMT-FF <	5 WEZX-F <	5 WBHT-FF <
	6 WMGS-F <	6 WBHT-FF	6 WODE-F	6 WODE-F <	6 WEZX-F	6 WBHT-FF	6 WZMT-FF	6 WBHT-FF	6 WZMT-FF <	6 WEZX-F
		7 WZZO-F	WZZO-F	7 WSGD-FF <	7 WILK >	7 WILK <	7 WNAK <	7 WNAK <	7 WEJL-AA >	7 WEJL-AA >
			8 WBHT-FF	8 WZZO-F <	8 WODE-F <	8 WEJL-AA	8 WEJL-AA	8 WSGD-FF	8 WZMT-FF <	8 WZMT-FF <
					9 WSGD-FF				9 WODE-F	9 WODE-F

Wom 18-24	Wom 18-34	Wom 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 WKRZ-FF	1 WKRZ-FF >>	1 WKRZ-FF >>	1 WKRZ-FF	1 WMGS-F <	1 WZMT-FF <	1 WZMT-FF <	1 WEZX-F	1 WEZX-F	1 WEZX-F >	1 WKRZ-FF
2 WBHT-FF >>	2 WBHT-FF	2 WGGY-FF	2 WMGS-F >	2 WKRZ-FF >	2 WGGY-FF	2 WEZX-F >	2 WZMT-FF >>	2 WZMT-FF	2 WGGY-FF <	2 WEZX-F
3 WGGY-FF	3 WGGY-FF	3 WMGS-F	3 WGGY-FF	3 WGGY-FF >	3 WKRZ-FF	3 WGGY-FF	3 WGGY-FF <	3 WGGY-FF	3 WZMT-FF	3 WMGS-F <
	WEZX-F >	4 WZMT-FF	4 WZMT-FF >	4 WBHT-FF <	4 WEZX-F	4 WEZX-F >>	4 WKRZ-FF	4 WZZO-F >	4 WKRZ-FF >	4 WKRZ-FF
		WMGS-F	5 WBHT-FF	5 WEZX-F	5 WODE-F <	5 WZZO-F	5 WKRZ-FF >	5 WZZO-F	5 WMGS-F	5 WBHT-FF
	6 WEZX-F >>	WEZX-F >>	6 WZMT-FF	6 WWSH-FF <	6 WWSH-FF <	6 WBHT-FF	6 WBHT-FF	6 WMGS-F >	6 WZZO-F	6 WZZO-F >
			7 WWSH-FF	7 WZMT-FF	8 WHLM-F		7 WSGD-FF	7 WSGD-FF	7 WSGD-FF >	7 WSGD-FF >

Other Rated Stations		Metro Cume Share Rating		
WAZL	T	1490	Hazellon	0.5 1.3
WHCY-F	C	106.3	Blairstown, NJ	0.4 1.0
WJMW	ST	550	Berwick	0.6 1.2
WVPO	ST	840	Stroudsburg	0.8 1.2
WVDL-F	SAC	104.9	Scranton	0.7 2.4

Other Rated Stations--Outside Market				Metro Cume Share Rating	
WABC	T	770	New York	0.4	1.2
WAEB-F	CHR	104.1	Allentown	0.5	2.9
WCTO-F	C	96.1	Easton	1.0	2.7
WILQ-F	C	105.1	Williamsport	0.8	1.7
WKSJ-F	AC	102.7	Williamsport	0.4	1.2
WLEV-F	AC	100.7	Allentown	0.7	1.6
WNNJ-F	AC	103.7	Newton	0.5	1.5
WRNJ-F	C	107.1	Blairstown, NJ	0.8	2.0
WYSP-F	T/CL AOR	94.1	Philadelphia	0.5	0.9

# WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue
<b>Citadel</b> WARM-AM, WAZL-AM, WCDL-AM, WDLS-FM, WEMR-AM, WEMR-FM, WMGS-FM, WSGD-FM, WZMT-FM	16.9 %	20.8 %	26.5 %
<b>Local</b> WICK-AM, WWDL-FM, WYCK-AM	2.3 %	1.2 %	%
<b>Shamrock</b> WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM	13.4 %	13.5 %	12.5 %
<b>Sinclair Broadcast Group</b> WGBI-AM, WGGI-FM, WGGY-FM, WILK-AM, WILP-AM, WKRF-FM, WKRZ-FM, WWFH-FM, WWSH-FM	26.5 %	25.3 %	41.9 %
	59.1 %	60.8 %	80.9 %

## AM Stations

Station	Freq	Power	Service	Market	Revenue	Advertiser	Agency	City
WARM	590	5 kw (DA-2)	Full Service	Westwd	\$30.00	Eastman	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
WICK	1400	1 kw	Easy Listening	ABC	\$ NA	Roslin	WWDL	
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00	D&R	Sinclair Bcst Gp	
WNAK	730	1 kw/0.012 kw	Standards/Full Svc.	Westwd	\$24.00	K&P		Nanticoke

## FM Stations

Station	Freq	Power	Service	Market	Revenue	Advertiser	Agency	City
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman		Mountaintop
WDLS	93.7	1.5 kw @ 697	See WSGD-F					Dallas
WEMR	107.7	0.235 kw @ 1161	See WBHT-F					Tunkhannock
WEZX	106.9	1.45 kw @ 617	AOR/Classic	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
WKAB	103.5	4.1 kw @ 387	Oldies	ABC	\$ NA	Mc-Guild		Berwick
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
WSGD	94.3	1.1 kw @ 771	Oldies	CBS, Westwd	\$<20.00	Roslin	Citadel	Carbondale
WWFH	103.1	1.4 kw @ 679	See WWSH-F				Sinclair Bcst Gp	Freeland
WWSH	102.3	3 kw @ 72	Soft AC	JRN	\$<20.00	---	Sinclair Bcst Gp	Pittston
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Citadel	Hazleton

Notes: WODE-F, WZZO-F – See Allentown-Bethlehem . . . 1/98 WKXP-F changed calls to WGGI-F . . . 2/98 WMXH (750; Olyphant) sold for \$77,500 . . . 3/98 WEZX-F transitioned from AOR/Classic to Classic AOR

Jim Duncan

Comments: Listening levels are down by 1.1 rating points compared to last year . . . WKRZ-F has its lowest share in three years . . . WEZX-F has registered its highest share in more than three years

Arbitron Rank: 103 Pop (12+): 384,100  
 MSA Rank: 133  
 MSA Pop: 449,000  
 DMA: 44 (w/Harris., Lanc.)  
 Average Persons Rating: 16.5  
 Market TSL In Hours: 21.75

Stations: 38 / 11  
 Diaries: 1,397/275:1/67.4%  
 Sample Target: 1,380  
 % Below Line: 42.0  
 % Not Listed: 10.6  
 Pop per Station: 34,918

Last Year's Revenue: \$15,800,000  
 Household Income: \$44,639  
 Total Retail Sales: \$4.3 Bil.  
 #1 Biller: WARM-F \$5,100,000  
 #1 Billing Portfolio: Susquehanna \$8,200,000

12+ Metro	Format	Winter 98 1/4 Share	Fall 97	Sum 97	Spg 97	Win 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Win 97	Revenue Level	
1	WARM-F	AC	71 / 11.2	9.7	9.8	10.3	10.0	10.3	859 / 22.4	21.0	20.6	G WARM-F
2	WGTY-F	C	62 / 9.8	8.6	7.8	8.4	10.4	8.7	710 / 18.5	17.5	19.4	E WGTY-F
3	WQXA-F	AOR	41 / 6.5	8.3	5.7	7.0	5.8	6.9	664 / 17.3	19.0	14.8	C WQXA-F
4	WRKZ-F	C	36 / 5.7	5.4	6.7	5.7	5.4	5.9	564 / 14.7	13.3	14.8	WRKZ-F
	WYCR-F	CHR	36 / 5.7	5.4	6.9	6.0	6.3	6.0	798 / 20.8	17.4	19.9	C WYCR-F
6	WROZ-F	SAC	30 / 4.7	3.9	5.5	4.8	4.8	4.7	509 / 13.2	12.4	14.6	WROZ-F
7	WSBA	FS	29 / 4.6	3.4	3.9	5.6	4.6	4.4	452 / 11.8	12.1	12.5	E WSBA
8	WTPA-F	AOR	25 / 4.0	4.4	3.6	4.8	3.5	4.2	391 / 10.2	11.3	10.8	WTPA-F
9	WEGK-F	CL AOR	24 / 3.8	4.2	3.9	3.2	5.3	3.8	469 / 12.2	13.2	12.8	C WEGK-F
10	WNNK-F	CHR	19 / 3.0	2.1	2.0	1.7	1.6	2.2	333 / 8.7	7.6	6.8	WNNK-F
11	WRVV-F	AC/CHR	16 / 2.5	3.2	3.3	3.5	3.8	3.1	309 / 8.0	8.9	8.3	WRVV-F
	WWKL-F	O	16 / 2.5	2.4	2.4	2.7	2.5	2.5	318 / 8.3	8.2	7.9	WWKL-F
	WHP	FS	16 / 2.5	2.3	2.6	1.9	3.1	2.3	246 / 6.4	7.0	6.4	WHP
14	WWMD-F	EZ	12 / 1.9	2.4	2.3	2.2	3.1	2.2	206 / 5.4	6.4	6.7	WWMD-F
15	WLAN-F	CHR	11 / 1.7	2.4	1.6	1.4	1.6	1.8	404 / 10.5	11.0	8.4	WLAN-F
	WQXA	ST	11 / 1.7	2.4	1.5	1.3	1.5	1.7	104 / 2.7	3.4	2.6	WQXA
17	WHVR	ST	10 / 1.6	1.6	1.3	2.2	1.3	1.7	132 / 3.4	5.1	3.4	WHVR
	WRBT-F	C	10 / 1.6	2.3	1.1	1.1	0.8	1.5	164 / 4.3	5.4	4.1	WRBT-F

12+ FM Share (Metro): 83.89% (474 of 565) (Winter 97: 84.92%)

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 WARM-F	1 WARM-F	1 WARM-F >	1 WARM-F	1 WARM-F <	1 WARM-F	1 WARM-F	1 WYCR-F	1 WGTY-F
2 WQXA-F	2 WYCR-F <	2 WGTY-F <	2 WGTY-F	2 WGTY-F >	2 WGTY-F >	2 WGTY-F <	2 WGTY-F >	2 WGTY-F	2 WROZ-F	2 WARM-F >
3 WARM-F	3 WQXA-F	3 WQXA-F	3 WQXA-F	3 WQXA-F	3 WRKZ-F <	3 WQXA-F >	3 WSBA <	3 WYCR-F	3 WARM-F	3 WYCR-F <
4 WTPA-F	4 WYCR-F	4 WEGK-F	4 WEGK-F	4 WEGK-F	4 WSBA	4 WRKZ-F <	4 WQXA-F <	4 WRKZ-F	4 WQXA-F <	4 WRKZ-F >
5 WGTY-F >	5 WTPA-F <	5 WTPA-F <	5 WTPA-F <	5 WTPA-F	5 WROZ-F	5 WSBA	5 WRKZ-F <	5 WQXA-F <	5 WEGK-F	5 WQXA-F <
6 WROZ-F	6 WEGK-F <	6 WYCR-F	6 WYCR-F	6 WYCR-F <	6 WWKL-F	6 WROZ-F	6 WROZ-F	6 WEGK-F	6 WROZ-F	6 WROZ-F
7 WLAN-F	7 WROZ-F	7 WROZ-F <	7 WROZ-F <	7 WRKZ-F <	7 WEGK-F	7 WYCR-F <	7 WYCR-F	7 WROZ-F <	7 WGTY-F <	7 WTPA-F <
	WEGK-F	8 WNNK-F	8 WNNK-F <	8 WROZ-F	8 WWMD-F	8 WTPA-F	8 WEGK-F	8 WTPA-F	8 WRKZ-F	8 WEGK-F <
	WNNK-F	9 WRKZ-F	9 WRKZ-F <	9 WNNK-F <	9 WHP <	9 WEGK-F <	9 WTPA-F <	9 WNNK-F <	9 WRVV-F	9 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 WYCR-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 WARM-F	2 WARM-F >	2 WARM-F >	2 WYCR-F	2 WGTY-F	2 WTPA-F	2 WTPA-F >	2 WTPA-F >	2 WGTY-F	2 WGTY-F <	2 WARM-F
3 WQXA-F	3 WQXA-F	3 WNNK-F	3 WROZ-F <	3 WROZ-F	3 WGTY-F	3 WGTY-F	3 WGTY-F	3 WTPA-F	3 WARM-F	3 WROZ-F
4 WROZ-F >	4 WNNK-F	4 WGTY-F	4 WGTY-F	4 WYCR-F	4 WYCR-F >	4 WEGK-F	4 WEGK-F	4 WEGK-F <	4 WEGK-F	
5 WNNK-F	5 WROZ-F >	5 WQXA-F	5 WNNK-F	5 WNNK-F >	5 WARM-F	5 WYCR-F	5 WARM-F	5 WARM-F >	5 WTPA-F	
6 WLAN-F >>	6 WGTY-F	6 WRVV-F	6 WQXA-F >	6 WRVV-F	6 WLAN-F >>	6 WARM-F >	6 WSBA	6 WRKZ-F	6 WRKZ-F >	
	WLAN-F >	7 WROZ-F	7 WROZ-F >	7 WEGK-F	7 WRKZ-F	7 WRKZ-F	7 WRVV-F	7 WRKZ-F	7 WWKL-F	
		8 WLAN-F >	8 WRKZ-F	8 WRKZ-F			8 WRKZ-F	8 WSBA	8 WSBA	
							9 WYCY-F >			

Consolidation Report	12+	25-54	Revenue
Citadel	13.9 %	12.4 %	10.1 %
WQXA-AM, WQXA-FM, WRKZ-FM			
Hall (semi-duop)	8.5 %	9.8 %	%
WEGK-FM, WROZ-FM			
	22.4 %	22.2 %	10.1 %

# YORK

Other Rated Stations				Metro Share	Cume Rating
WGET	T	1320	Gettysburg	0.9	2.7
WOYK	C	1350	York	1.4	4.3

Other Rated Stations—Outside Market						Metro Share	Cume Rating
WBAL	N/T	1090	Baltimore	0.9	3.0		
WDAC-F	REL	94.5	Lancaster	1.4	3.9		
WERQ-F	B/CHR	92.3	Baltimore	0.3	1.6		
WFRE-F	C	99.9	Frederick, MD	0.6	3.1		
WGRX-F	C	100.7	Westminster, MD	1.1	4.8		
WHFS-F	AOR-NR	99.1	Annapolis, MD	0.5	1.4		
WHYL	ST	96.0	Carlisle	0.3	1.1		
WIOV-F	C	105.1	Ephrata	0.8	3.1		
WYY-F	AOR	97.9	Baltimore	1.3	3.6		
WLIF-F	SAC	101.9	Baltimore	0.8	1.6		
WNCE-F	EZ/ST	92.1	Palmyra	0.5	1.7		
WOCT-F	CL HITS	104.3	Baltimore	0.6	1.6		
WPOC-F	C	93.1	Baltimore	1.4	2.7		
WQSR-F	O	105.7	Catonsville, MD	0.5	1.3		
WWII	REL	72.0	Shiremansdown	0.3	1.3		
WXYV-F	CHR	102.7	Baltimore	0.5	1.6		

### AM Stations

WHVR	1280	5 kw/0.5 kw (DA-2)	Standards	Westwd	\$13.00	D&R	WYCR-F	Hanover
WQXA	1250	1 kw/0.033 kw	Standards	CBS	\$ NA	Mc-Guild	Citadel	
WSBA	910	5 kw/1 kw (DA-2)	Full Service		\$52.00	Eastman	Susquehanna	

### FM Stations

WARM	103.3	6.4 kw @ 1305	AC		\$105.00	Eastman	Susquehanna	
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source	\$28.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Eastman	WGET	Gettysburg
WQXA	105.7	25 kw @ 705	AOR		\$27.00	Mc-Guild	Citadel	
WYCR	98.5	10.5 kw @ 928	CHR		\$40.00	Allied	WHVR	Hanover

Notes: Other ranked stations – See Harrisburg, or in the Fall 1997 American Radio, Lancaster, or in the Fall 1997 Small Market edition, Hagerstown . . . No revenue share for the Hall semi-duop is available due to overlap with Lancaster

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