

AMERICAN RADIO

Spring 1979

James Duncan, Jr.

Thursday, August 31, 1922.

The Wisconsin State Journal

Thursday, August 31, 1922.

Election Returns By Radio

The Wisconsin State Journal will give its friends next Tuesday the service which made broadcasting stations possible. Use of radio for election returns in Pittsburg in 1920 was the test out of which all big broadcasting stations came. This service is available to Wisconsin State Journal territory next Tuesday night.

Station WGAY of The North Western Radio Company operated for The Wisconsin State Journal will start its election returns at 9 p. m. Tuesday. There will be fifteen minute periods of returns at:

9 p. m.—9:30 p. m.—10 p. m.—10:30 p. m.—11 p. m.

After 11 p. m. if the returns are coming in steadily, the number of periods will be increased, giving almost continuous service. The time of service after 11 p. m. will be announced by WGAY at that hour.

Tune in to WGAY election night. If you have not a radio set, start a movement in your home town to gather at the home of some friend who has.

Get your election returns this year by the fastest method in the world. Listen in on WGAY Tuesday night

The Wisconsin State Journal

AMERICAN RADIO
SPRING 1979 REPORT

Compiled and edited by:

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GILMORE ADVERTISING
KALAMAZOO, MICHIGAN

(616) 381-4262

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Volume IIII, Number 1

INTRODUCTION

This is the seventh edition of American Radio. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I suggest that you carefully read the definitions pages at the front of Section II. This will help you understand all the information given in the individual market reports.

IMPORTANT NOTE: After the "Highlights and Comments" pages can be found two pages which are out of order. The Burlington individual market report arrived too late to be included in Section 2.

The "Burke Demographic and Product Usage Data" page obviously belongs in the Burke section-Section 3. This page introduces the demographic and product usage analysis.

ABOUT THE COVER: My father found this newspaper advertisement while going through some of his father's files. I thank the Wisconsin State Journal for allowing me to reproduce the ad.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

HIGHLIGHTS AND COMMENTS

LEADING STATIONS

WKTU jumped from # 114 to become the most listened to station in the nation. Since A/M 78 these stations also made significant gains: WBSL (22 to 3), WPAT-F (32 to 13), KMET (39 to 21), WNEW-F (46 to 31), WLUP (118 to 38), WMMR (469 to 40), KNBR (106 to 42), KRTH (73 to 46), WADO (97 to 49), WYNY (133 to 52), KRLA (121 to 59), WWWW (198 to 69), WBCN (304 to 80), KALI (371 to 81), WMJC (211 to 86).

WKTU leads the nation with Teens, Adults 18-34, Adults 18-49, and Adults 25-54. WRFM leads in Adults 35-64. WOR is the leading station in AMD.

WABC leads in TSA Cume with 3.3 million. Black Hawk's KWWL (Waterloo) is the leader in cume rating with 68.7%. Multimedia's WWNC (Asheville) replaced WJBC (Bloomington) as the Metro Share leader with 44.0.

The leading FM station in metro share was Booth's WRBR (South Bend) with 26.1.

FM SHARE STILL GROWING

FM stations received 50.887% of all listening which is an increase of 6.82% over the A/M 78 percentage. Look for the FM growth rate to begin slowing in the next 18 months.

FORMAT TRENDS

BLACK/DISCO is the fastest growing format-primarily due to the popularity of Disco. However, Disco's appeal is highly regionalized-perhaps localized is a better term. To say Disco is sweeping the nation is an overstatement. The format is having an effect in some large metropolitan areas.

Both BTFL MUS and MOR/AC continue to lose share of listening.

CPM'S UP SIGNIFICANTLY

The radio CPM's (based upon the top five stations in each market) took a very large jump in the last year. The CPM increased from \$2.25 in A/M 78 to \$2.60 this year. This represents a 15.56% increase in one year.

OTHER LEADERS

Katz again leads the radio rep firms followed by Torbet, Eastman, Blair, and McGavren-Guild. ABC leads all of the group rankings followed by CBS, Metromedia, RKO, and NBC. Burkhart-Abrams has replaced Schulke as the leading Syndicator/Consultant. WLS shows in more rated markets than any other station.

WBBQ-F (Augusta) and KWWL (Waterloo) were the only stations to lead all the rankings (12+ Metro, 12+ TSA, TSA Cume, MSA Cume Rating, Teens, 18-34, 18-49, 25-54, 35-64, AMD) in their Individual Market Reports.

BURKE DEMOGRAPHIC AND PRODUCT USAGE DATA

I am pleased to provide American Radio subscribers with demographic and product usage data for over 250 stations in twenty major markets. This data is provided by Burke Broadcast Research and it is from their Winter 1979 reports.

The Burke data is presented as a metro cume rating. For instance if WAAA has a rating of 17.0 among Adults 18+ with a household income of over \$25,000 it means that 17% of the metro's population meeting those qualifications are weekly (Mon-Sun, 6AM-MID) listeners to the station.

To make comparisons among stations possible all data is expressed as an index. The rating for the demographic/product usage category is divided by the station's overall weekly cume. A resulting figure which is significantly over 100 (100 would be "average") would indicate that that station is relatively more efficient at reaching listeners in the listed category. An index significantly below 100 would indicate the opposite.

The following categories are covered:

1. Household Income (Adults 18+)
 - a. less than \$15,000
 - b. \$15,000 to \$24,000
 - c. more than \$25,000
2. Occupation of Men 18+
 - a. Professional
 - b. White Collar
 - c. Blue Collar
3. Education (Adults 18+)
 - a. High School Graduate
 - b. Some College/College Graduate
4. Heavy users of soft drinks (Total persons 12+)
(Six or more servings per week)
5. Heavy beer drinkers (Men 18+)
(Six or more servings per week)
6. Fast food customers (Total persons 12+)
(One meal or more per week)
7. Airline users (Adults 18+)
(One round trip in last year)
8. Light TV Viewers (Total persons 12+)
(Less than two hours per day)

Immediately following is the average index for eleven formats. It was derived from the 250 stations which are examined individually on the following stations:

<p><u>THIS PAGE IS OUT OF ORDER.</u> It belongs in Section 3 with the Burke data.</p>

BURLINGTON-PLATTSBURGH ADI

APR 16.0

ALL OTHER INFO IS NOT AVAILABLE

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ CUME/CUME RAT</u>		<u>OTHER RATED STA/SHARE</u>	
1. WKDR	87/10.3	9.2	8.4	1. WQCR-F	950/18.1	WCFR-F	93.5	1.7			
2. WQCR-F	55/ 6.5	6.7	6.5	2. WVMT	710/13.5	WCVM-F	100.9	.8			
3. WEZF-F	54/ 6.4	5.5	9.2	3. WEZF-F	666/12.7	WDCR	1340	1.4			
4. WVMT	51/ 6.0	7.1	5.3	4. WKDR	664/12.6	WDOT	1400	.6			
5. WHOM-F	31/ 3.7	.7	1.8	5. WIRY	459/ 8.7	WFAD	1490	1.7			
6. WDEV	28/ 3.3	4.4	3.2	6. WDEV	435/ 8.3	WGFB-F	99.9	1.3			
7. WIRY	27/ 3.2	3.7	2.2	7. WEAV	424/ 8.1	WHWB	1000	.6			
8. WPNH-F+	25/ 2.9	---	.9	8. WRUT-F	362/ 6.9	WHWB-F	98.1	2.3			
9. WSYB	23/ 2.7	2.1	---	9. CKGM	342/ 6.5	WIKE	1490	.8			
10. WEAV	19/ 2.3	.7	1.6	10. WSYB	332/ 6.3	WIPS	1250	1.4			
						WJOY	1230	1.3			
						WORK-F	107.1	1.9			
						WRUT-F	98.9	2.1			

12+ FM SHARE: 53.89% (360 of 668) (A/M 78: 40.20%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQCR-F	1. WQCR-F	1. WKDR	1. WKDR	1. WKDR	1. WVMT
	2. WHOM-F	2. WVMT	2. WVMT	2. WEZF-F	2. WKDR
	3. WKDR	3. WEZF-F	3. WEZF-F	3. WVMT	3. WDEV

OTHER RATED STATIONS/METRO SHARE

WSKI	1240	1.5	WWSR-F	102.3	1.8	WBZ	1030	.5
WSNO	1450	1.3	CHOM-F	97.7	.7	WFLY-F	92.3	.7
WTSL	1400	1.7	CJAD	800	.8	WLNH-F+	98.3	.9
WTWN	1340	1.9	CKGM	980	2.1	WECM-F	106.1	.9

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	48 (4)	147 (9)	195 (13)	29.2
MOR/AC	193 (14)	38 (3)	231 (17)	34.6
COUNTRY	114 (3)	19 (1)	133 (4)	19.9
BTFL MUSIC		85 (2)	85 (2)	12.7
UNKNOWN	27 (1)		27 (1)	4.0
			668 (37)	

RADIO STATIONS

WVMT, 620, 5 KW (DA-2), MOR	NBC, \$12.00 (Torbet)	Goldman (BURLINGTON)
WDEV, 550, 5 KW/1 KW (DA-2), MOR	, \$ 8.00 (Devney)	(WATERBURY)
WIRY, 1340, 1 KW/250 W, ?	MBS, \$11.25 (Masla)	(PLATTSBURGH)
WSYB, 1380, 5 KW/1 KW (DA-N), ROCK	NBC, \$ 9.80 (Torbet)	Goldman (RUTLAND)
WEAV, 960, 5 KW (DA-2), MOR	ABC, \$ 9.25 (Market 4)	(PLATTSBURGH)
WKDR, 1070, 5 KW (DAYS), COUNTRY	, \$ 9.25 (PRO)	(PLATTSBURGH)
CKGM, 980, 10 KW, CONTEMP	, \$? ? ? ?	(MONTREAL)
WQCR-F, 98.9, 33 KW @ 310, ROCK (TM)	, \$14.25 (PRO)	(BURLINGTON)
WEZF-F, 92.9, 36 KW @ 2703, BTFL MUS (TM)	, \$16.00 (Buckley)	(BURLINGTON)
WPNH-F+, 100.1, 3 KW @ 380, MOR	, \$ 7.00 (Queen)	(PLYMOUTH, NH)

WHOM-F see Portland

TV STATIONS

WPTZ	Plattsburgh	5	NBC, Rollins
WEZF	Burlington	22	ABC
WCAX	Burlington	3	CBS

NEWSPAPERS

Plattsburgh Press-Republican	M	20,984, Ottaway
Burlington Free Press	M	48,051, Gannett

AMERICAN RADIO IS DIVIDED INTO FOUR SECTIONS:

1. National Rankings and Ratings Analysis
2. Arbitron Individual Market Reports
3. Burke Broadcast Research Data
4. Media Statistics Data

SECTION 1

NATIONAL RANKINGS AND RATINGS ANALYSIS

(BASED ON ARBITRON DATA)

AMERICA'S 500 MOST LISTENED TO RADIO STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>A/M 78 RANK</u>
1. WKTU-F	New York	1928	Disco	SJR	114
2. WOR	New York	1906	Talk	RKO	3
3. WABC	New York	1629	Rock	ABC	1
4. WBLS-F	New York	1611	Black/Disco	Inner City	22
5. WGN	Chicago	1508	MOR	WGN Cont	4
6. WCBS	New York	1442	News	CBS	6
7. WLS	Chicago	1370	Rock	ABC	8
8. KABC	Los Angeles	1225	Talk	ABC	10
9. WRFM-F	New York	1197	BTFL	Bonneville	9
10. WCCO	Minn-St. Paul	1191	MOR		11
11. WINS	New York	1167	News	Westinghouse	7
12. WJR	Detroit	1127	MOR	Cap Cities	5
13. WPAT-F	New York	1070	BTFL	Cap Cities	32
14. KDKA	Pittsburgh	1035	MOR	Westinghouse	12
15. WMAQ	Chicago	987	Country	NBC	14
16. KMOX	St. Louis	985	Talk/News	CBS	17
17. WBAP	Dallas-FW	954	Country	Cap Cities	19
18. WPLJ-F	New York	919	AOR	ABC	13
19. WNBC	New York	917	Rock	NBC	15
KYW	Philadelphia	917	News	Westinghouse	21
21. KMET-F	Los Angeles	902	AOR	Metromedia	39
22. WNEW	New York	896	MOR	Metromedia	24
23. WHN	New York	892	Country	Storer	25
24. WBBM	Chicago	878	News	CBS	22
25. KGO	San Francisco	849	News/Talk	ABC	29
26. KBIG-F	Los Angeles	797	BTFL	Bonneville	16
27. WMCA	New York	782	Talk		20
28. WCBS-F	New York	752	Oldies	CBS	28
29. WLOO-F	Chicago	736	BTFL	Century	23
30. KNX	Los Angeles	728	News	CBS	26
31. WNEW-F	New York	727	AOR	Metromedia	46
32. WTIC	Hartford	679	MOR		37
33. WXLO-F	New York	676	Rock	RKO	18
34. WBZ	Boston	675	MOR	Westinghouse	30
35. WWSH-F	Philadelphia	651	BTFL	Cox	31
36. WHDH	Boston	634	MOR	Blair	34
37. KFI	Los Angeles	607	MOR/AC	Cox	45
38. WLUP-F	Chicago	580	AOR	Heftel	118
39. WPGC-F+	Washington	564	Rock	First Media	52
40. WMMR-F	Philadelphia	556	AOR	Metromedia	469
41. CKLW	Detroit	552	Cont/AC		38
42. KNBR	San Francisco	544	MOR	NBC	106
43. WJIB-F	Boston	532	BTFL	GE	41
WIP	Philadelphia	532	MOR	Metromedia	33
45. WJIT	New York	530	Spanish	SJR	50
46. KRTH-F	Los Angeles	529	Oldies/Rock	RKO	73
47. KJOI-F	Los Angeles	526	BTFL	LA Coke	36
48. KMPC	Los Angeles	515	MOR	Golden West	55
49. WADO	New York	507	Spanish		97
50. WIND	Chicago	506	Talk	Westinghouse	67

* 1/4/HR AVG, Mon-Sun, 6AM-MID, TSA. If a station shows in other markets those listeners are included providing the survey areas do not overlap.

<u>STATION</u>	<u>MARKET</u>	<u>¼ HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>A/M 78 RANK</u>
51. WPAT	New York	505	BTFL	Cap Cities	35
52. WYNY-F	New York	504	Cont/AC	NBC	133
53. KFRC	San Francisco	498	Rock	RKO	27
54. KFWB	Los Angeles	495	News	Westinghouse	42
55. WDVR-F	Philadelphia	484	BTFL		86
56. WLW	Cincinnati	478	MOR		40
57. WBMX-F	Chicago	471	Black	Sonderling	57
58. WLAK-F	Chicago	465	BTFL	Storer	43
59. KRLA	Los Angeles	456	Rock		121
60. WTFM-F	New York	453	Contemp		61
61. KMJQ-F	Houston	442	Disco/Black	Amaturo	69
62. KCBS	San Francisco	439	News	CBS	47
63. WMAL	Washington	433	MOR	ABC	61
64. KLAC	Los Angeles	432	Country	MetroMedia	78
65. KUTE-F	Los Angeles	424	Black/Disco	Inner City	103
66. WCAU	Philadelphia	418	News/Talk	CBS	72
WDAF	Kansas City	418	Country	Taft	75
68. WVBF-F	Boston	416	Rock	Fairbanks	65
69. WWWW-F	Detroit	409	AOR	Starr	198
70. WTMJ	Milwaukee	407	MOR		60
71. WDVE-F	Pittsburgh	406	AOR	Taft	101
72. WQXR-F+	New York	394	Classical	NY Times	59
73. WGAY-F+	Washington	393	BTFL	Greater Media	146
74. WMMS-F	Cleveland	389	AOR	Malrite	68
75. WSB	Atlanta	385	MOR	Cox	65
76. KOST-F	Los Angeles	382	BTFL	Cox	88
77. WFIL	Philadelphia	381	AC	LIN	53
78. KLOS-F	Los Angeles	373	AOR	ABC	56
79. WCLR-F	Chicago	372	AC/MOR	Bonneville	70
80. WBCN-F	Boston	371	AOR		304
81. KALI	Los Angeles	368	Spanish	United	371
82. WRKO	Boston	366	Rock	RKO	44
83. KVIL-F	Dallas-FW	362	Contemp	Fairbanks	76
84. KTNQ	Los Angeles	359	Rock	Storer	109
85. KNX-F	Los Angeles	355	Soft Rock	CBS	80
86. WMJC-F	Detroit	354	Soft Rock	Greater Media	211
WEEI	Boston	354	News	CBS	94
88. WHYI-F	Miami	351	Rock	Metroplex	84
89. WZGC-F	Atlanta	347	Rock	First Media	82
90. WBAL	Baltimore	344	MOR	Hearst	54
91. KFAB	Omaha	342	MOR	May	101
92. WLYF-F	Miami	340	BTFL	Storer	89
93. WVON	Chicago	339	Black	Combined/Gannett	49
94. WOW	Omaha	338	Rock	Meredith	85
95. KTSA	San Antonio	336	Rock		90
96. WCOZ-F	Boston	335	AOR	Blair	81
97. WSHH-F	Pittsburgh	334	BTFL	Nationwide	100
98. WIFL-F	Philadelphia	332	Rock	GCC	87
99. KIIS-F	Los Angeles	327	Disco	Combined/Gannett	111
100. KYND-F	Houston	327	BTFL	Harte-Hanks	128

101.	WRIF-F	Detroit	326	151.	WINZ	Miami	258
102.	KRLD	Dallas-FW	325		WWWE	Cleveland	258
103.	WXYZ	Detroit	324	153.	WAAF-F	Worcester	257
104.	WFYR-F	Chicago	321		WABX-F	Detroit	257
	WXKS-F	Boston	321	155.	KSOL-F	San Francisco	256
106.	KDAY	Los Angeles	318	156.	WMGK-F	Philadelphia	255
107.	WCAU-F	Philadelphia	317	157.	KOIT-F	San Francisco	254
108.	KIRO	Seattle	315		WTVN	Columbus	254
109.	WXXK-F	Pittsburgh	313	159.	KIQQ-F	Los Angeles	253
110.	WHO	Des Moines	310	160.	KABL	San Francisco	252
	WKRQ-F	Cincinnati	310	161.	KXOK	St. Louis	251
112.	KTRH	Houston	309	162.	WISN	Milwaukee	250
113.	KRBE-F	Houston	305	163.	WXTZ-F	Indianapolis	249
	WSOC-F	Charlotte	305		WROR-F	Boston	249
	XTRA	Los Angeles	305		KTXQ-F	Dallas-FW	249
	WYSP-F	Philadelphia	305	166.	WCZY-F	Detroit	248
117.	WEFM-F	Chicago	304	167.	WBEN	Buffalo	247
118.	KWK+	St. Louis	303		WWDC	Washington	247
119.	WWJ	Detroit	302		WRAL-F	Raleigh	247
	WIBC	Indianapolis	302	170.	WJJD	Chicago	246
121.	WGCL-F	Cleveland	299	171.	WPEZ-F	Pittsburgh	245
	KSCS-F	Dallas-FW	299		WHIO-F	Dayton	245
123.	WPIX-F	New York	298	173.	WUSL-F	Philadelphia	243
124.	WKBW	Buffalo	294	174.	KGW	Portland	241
125.	KDWB+	Minn-SP	293		WVNJ-F	New York	241
	WOMC-F	Detroit	293	176.	KSFO	San Francisco	240
127.	KFOG-F	San Francisco	290	177.	WITS	Boston	239
128.	WOWO	Fort Wayne	287	178.	WCBM	Baltimore	236
	KMBZ	Kansas City	287	179.	WIOT-F	Toledo	235
130.	WQAL-F	Cleveland	286	180.	WDAI-F	Chicago	234
131.	WASH-F	Washington	284		WGR	Buffalo	234
	WRVR-F	New York	284	182.	KYYS-F	Kansas City	232
133.	WBT	Charlotte	282		KFJZ-F	Dallas-FW	232
134.	WIYY-F	Baltimore	279		WJLB	Detroit	232
	WGAR	Cleveland	279		KEZK-F	St. Louis	232
	KHJ	Los Angeles	279	186.	WEEI-F	Boston	231
137.	KPRC	Houston	277	187.	WLIF-F	Baltimore	229
138.	WNCI-F	Columbus	276	188.	KSLQ-F	St. Louis	228
139.	WGY	Schenectady	275		KKGO-F	Los Angeles	228
	WJR-F	Detroit	275	190.	WBBM-F	Chicago	227
141.	WJYE-F	Buffalo	273		WBEN-F	Buffalo	227
142.	WSNI-F	Philadelphia	272	192.	WAIT	Chicago	226
143.	WEZW-F	Milwaukee	271		KKYX	San Antonio	226
144.	WWDB-F	Philadelphia	268	194.	WFAA	Dallas-FW	225
145.	WHUR-F	Washington	266		WQBA	Miami	225
146.	WRVQ-F	Richmond	265		WKLS-F	Atlanta	225
147.	KHOW	Denver	262	197.	WLKW-F	Providence	224
148.	WOOK-F	Washington	261		KQRS-F+	Minn-SP	224
	KIOI-F	San Francisco	261	199.	WAYL-F	Minn-SP	223
150.	KOAX-F	Dallas-FW	259		WEZO-F	Rochester	223

201.	WFLA-F	Tampa-SP	222	WCXI	Detroit	195
	KOA	Denver	222*	KLVE-F	Los Angeles	195
203.	KSTP-F	Minn-SP	220	253. KIMN	Denver	194
204.	KCMO	Kansas City	219	WTQR-F	Greens-WS	194
205.	WDGY	Minn-SP	218	255. WEZI-F	Memphis	193
	WJMD-F	Washington	218	256. WKSS-F	Hartford	192
	KDIA	San Francisco	218	WJOI-F	Pittsburgh	192
208.	WFBQ-F	Indianapolis	217	258. WFBC-F	Greenville,SC	191
209.	WWJ-F	Detroit	216	KEEY-F	Minn-SP	191
	KQYT-F	Phoenix	216	WWWM-F	Cleveland	191
211.	KSEA-F	Seattle	214	261. KTOK	Okla City	190
212.	WCCO-F	Minn-SP	212	WQYK-F	Tampa-SP	190
213.	WPRO	Providence	211	263. KJR	Seattle	189
	WCMQ	Miami	211	WHAS	Louisville	189
215.	WFBR	Baltimore	210	265. KABL-F	San Francisco	187
216.	WWBA-F	Tampa-SP	209	266. WHUE-F	Boston	186
217.	WJYW-F	Tampa-SP	208	WHBQ	Memphis	186
	WMC	Memphis	208	WTIX	New Orleans	186
	WMC-F	Memphis	208	269. WAMO-F	Pittsburgh	185
220.	WLPX-F	Milwaukee	207	WSUN	Tampa-SP	185
	KMEZ-F	Dallas-FW	207	WIVK-F	Knoxville	185
	KOMO	Seattle	207	KRAK	Sacramento	185
223.	WHAM	Rochester	206	273. WNCN-F	New York	183
224.	WNIC-F	Detroit	205	WXYV-F	Baltimore	183
225.	KZLA-F	Los Angeles	204	WXRT-F	Chicago	183
	WJZZ-F	Detroit	204	276. WPJB-F	Providence	182
	WDOK-F	Cleveland	204	WCAO	Baltimore	182
	KKDA-F	Dallas-FW	204	278. WOOD-F	Grand Rapids	181
	WCKY	Cincinnati	204	279. WHIO	Dayton	180
	KIKK-F	Houston	204	KNEW	San Francisco	180
	WBNS-F	Columbus	204	WTAE	Pittsburgh	180
232.	KSHE-F	St. Louis	203	282. WDEE	Detroit	179
233.	WEZN-F	Bridgeport	202	KYA-F	San Francisco	179
	WJPC	Chicago	202	WOKI-F	Knoxville	179
235.	WRBQ-F	Tampa-SP	201	285. WSSH-F	Boston	178
	KYUU-F	San Francisco	201	WHYN-F	Springfield,MA	178
237.	WJEZ-F	Chicago	200	WLQR-F	Toledo	178
238.	WTOP	Washington	199	WROQ-F	Charlotte	178
239.	WQXI-F	Atlanta	198	289. WLIR-F	Long Island	176
	WPRO-F	Providence	198	WNAP-F	Indianapolis	176
	WGCI-F	Chicago	198	WSB-F	Atlanta	176
	KFMB	San Diego	198	KTAR	Phoenix	176
243.	WFLN-F+	Philadelphia	197	KOFM-F	Okla City	176
	WPOC-F	Baltimore	197	294. WMT	Cedar Rapids	175
245.	KSFX-F	San Francisco	196	WKRC	Cincinnati	175
	KVOO	Tulsa	196	WIVY-F	Jacksonville	175
	KILT	Houston	196	297. WBLI-F	Long Island	174
	WDBO-F	Orlando	196	WHEN	Syracuse	174
249.	WIRE	Indianapolis	195	WKXX-F	Birmingham	174
	WIOQ-F	Philadelphia	195	300. KAZY-F	Denver	173

* Short KGBT Harlingen 221

	KMBR-F	Kansas City	173		WKBN-F	Youngstown	151
302.	WWEZ-F	Cincinnati	172		KQV	Pittsburgh	151
303.	WDRQ-F	Detroit	170*		WVYZ-F	Hartford	151
	KLIR-F	Denver	170	354.	WPEN	Philadelphia	150
305.	WNDE	Indianapolis	169		KSL	Salt Lake City	150
306.	KLAZ-F	Little Rock	168		KMEO-F	Phoenix	150
	KQUE-F	Houston	168		KAUM-F	Houston	150
	WQHI-F	Louisville	168		WEZK-F	Knoxville	150
309.	WMZQ-F	Washington	166		KFYE-F	Fresno	150
	WGRD-F+	Grand Rapids	166	360.	KFAC-F	Los Angeles	149
	WPTF	Raleigh	166		WKQX-F	Chicago	149
	KRMG	Tulsa	166		WFMS-F	Indianapolis	149
313.	WAIA-F	Miami	165		WWIN	Baltimore	149
	WRVRA	Richmond	165		WROW	Albany	149
315.	KWKW	Los Angeles	164		WEZC-F	Charlotte	149
316.	WRBR-F	South Bend	163	366.	WEAT-F	West Palm	148
	KWST-F	Los Angeles	163		KILT-F	Houston	148
	KMEL-F	San Francisco	163		WOKY	Milwaukee	148
	KZOK-F	Seattle	163		WUBE-F	Cincinnati	148
	WZUU-F	Milwaukee	163		KOZN-F	San Diego	148
	WKRQ-F	Mobile	163		KEWT-F	Sacramento	148
322.	WFLA	Tampa-SP	162	372.	KVI	Seattle	146
323.	WIL-F	St. Louis	161		KRLY-F	Houston	146
	WYOR-F	Miami	161	374.	WKY	Okla City	145
325.	WRCH-F	Hartford	160		KNOB-F	Los Angeles	145
	WBYU-F	New Orleans	160	376.	WFFM-F	Pittsburgh	144
327.	WONE	Dayton	159	377.	WLVQ-F	Columbus	143
	WAVE	Louisville	159		WGMS-F+	Washington	143
	WQXM-F	Tampa-SP	159	379.	WMET-F	Chicago	142
	WQXA-F	York	159		WOL	Washington	142
331.	WLRS-F	Louisville	158		WAXY-F	Miami	142
	KCEZ-F	Kansas City	158		WOAI	San Antonio	142
	KBAY-F	San Jose	158	383.	WPLR-F	New Haven	141
334.	WTUE-F	Dayton	157		WDRG-F	Hartford	141
	WWVA	Wheeling	157		KLOK	San Jose	141
336.	WCMS-F	Norfolk	156	386.	WIL	St. Louis	140
	WTIC-F	Hartford	156		WPIK	Washington	140
	KROQ-F	Los Angeles	156		KENR	Houston	140
339.	KBEQ-F	Kansas City	155		WDIA	Memphis	140
	WMYK-F	Norfolk	155		WLAV-F	Grand Rapids	140
341.	WHB	Kansas City	154		WSKZ-F	Chattanooga	140
	WVEE-F	Atlanta	154	392.	KJLH-F	Los Angeles	139
343.	KEYH	Houston	153		WJBR-F	Wilmington	139
344.	WCMQ-F	Miami	152		WJMO	Cleveland	139
	WMJQ-F	Rochester	152		WPCH-F	Atlanta	139
	KOSI-F	Denver	152		KNOK-F	Dallas-FW	139
347.	WSTW-F	Wilmington	151		KZEW-F	Dallas-FW	139
	WSRS	Boston	151		KTFM-F	San Antonio	139
	KSD	St. Louis	151		KFGO	Fargo	139
	KBOX	Dallas-FW	151	400.	WHP	Harrisburg	138

* Short WSLQ-F Roanoke 170

	WKTZ-F	Jacksonville	138		WJMI-F	Jackson, MS	129
	WQEN-F	Birmingham	138	452.	KATT-F	Okla City	128
	KSAN-F	San Francisco	138		WSM	Nashville	128
404.	WLIB	New York	137		KWKH	Shreveport	128
	KOME-F	San Jose	137		WAVA-F	Washington	128
	WIOD	Miami	137		WCTO-F	New York	128
	WWKX-F	Nashville	137		WZZD	Philadelphia	128
	WWBA	Tampa-SP	137	458.	KFMB-F	San Diego	127
	WFMF-F	Baton Rouge	137		KEBC-F	Okla City	127
410.	WARM	Scranton	136		KSSN-F	Little Rock	127
	WPTH-F	Fort Wayne	136	461.	WHJY-F	Providence	126
	WQDR-F	Raleigh	136		WBCS-F	Milwaukee	126
	WECP	Pittsburgh	136		WAYS	Charlotte	126
	KSTP	Minn-SP	136		WFOG-F	Norfolk	126
	KXL	Portland	136		WDIZ-F	Orlando	126
	WPLO	Atlanta	136	466.	WTWR-F	Detroit	125
	KDKB-F	Phoenix	136		WAMZ-F	Louisville	125
	WERE	Cleveland	136		WSPD	Toledo	125
	WRTH	St. Louis	136		KSFI-F	Salt Lake City	125
	WFMT-F+	Chicago	136	470.	WAKY	Louisville	124
	WVNJ	Newark	136		WYYD-F	Raleigh	124
422.	KING	Seattle	135		KAAY	Little Rock	124
	WBCY-F	Charlotte	135		KTTS-F	Springfield, MO	124
424.	WHCN-F	Hartford	134	474.	WIGY-F	Portland, ME	123
	KUPL-F	Portland	134		KKNG-F	Okla City	123
	WAKR	Akron	134		WXGT-F	Columbus	123
427.	KQXT-F	San Antonio	133		KVI-F	Seattle	123
428.	WLAC	Nashville	132		KMPS-F	Seattle	123
	KCOR	San Antonio	132	479.	KLYF-F	Des Moines	122
	WTAR	Norfolk	132		WKEZ-F	Norfolk	122
	WBJW-F	Orlando	132		WKAT	Miami	122
	WSAI-F	Cincinnati	132		KGON-F	Portland	122
	KLOL-F	Houston	132		WRNO-F	New Orleans	122
	KOMA	Okla City	132		WKSU-F	Cleveland	122
	WTKF-F	Baltimore	132		WJAR	Providence	122
	WALK-F+	New York	132	486.	WYFM-F	Youngstown	121
437.	WSIX-F	Nashville	131	487.	WOJO	Chicago	120
	WSPA-F	Greenville, SC	131		KMOX-F	St. Louis	120
	WKEE-F+	Huntington	131		WZZP-F	Cleveland	120
	KLZ	Denver	131		KPAM-F	Portland	120
	KGRB	Los Angeles	131		WGRQ-F	Buffalo	120
	WTLC-F	Indianapolis	131	493.	WYNK-F	Baton Rouge	119
	WKYS-F	Washington	131		KGOR-F	Omaha	119
444.	KEZL-F	San Diego	130*		KKYK-F	Little Rock	119
	WZEZ-F	Nashville	130		WGER	Saginaw	119
	WSYR	Syracuse	130		KFAC	Los Angeles	119
447.	WHYN	Springfield, MA	129		XTRA-F	San Diego	119
	WSLR	Akron	129	499.	WMPS	Memphis	118
	KSO	Des Moines	129		KBOS-F	Fresno	118
	WSM-F	Nashville	129		KWJJ	Portland	118
					KHTZ-F	Los Angeles	118
					KCTC-F	Sacramento	118
					KZAP-F	Sacramento	118
					WHBC	Canton	118

* Smart WBBQ-F Augusta 134

AMERICA'S LEADING STATIONS-TEENS*

1. WKTU-F	New York	51. KRTH-F	Los Angeles	*Insert WJIT, NY
2. WPLJ-F	New York	52. WKBW	Buffalo	
3. WBLS-F	New York	WHYI-F	Miami	
4. WABC	New York	54. WWIN	Baltimore	
5. KMET-F	Los Angeles	KTLK	Denver	
6. WLS	Chicago	56. KJR	Seattle	
7. WXLO-F	New York	WPRO-F	Providence	
8. WNBC	New York	58. WBEQ-F	Kansas City	
9. WEFM-F	Chicago	59. KDIA	San Francisco	
10. WVBF-F	Boston	WDRQ-F	Detroit	
WLUP-F	Chicago	WMJC-F	Detroit	
12. KUTE-F	Los Angeles	WGCL-F	Cleveland	
13. WWWW-F	Detroit	KGW	Portland	
14. KTNQ	Los Angeles	64. WKLS-F	Atlanta	
15. WPGC-F+	Washington	KQRS-F+	Minn-SP	
16. KDWB+	Minn-SP	KIIS-F	Los Angeles	
17. KDAY	Los Angeles	67. WWDC-F	Washington	
18. KFJZ-F	Dallas-FW	WNCI-F	Columbus	
19. KFRC	San Francisco	69. WDAI-F	Chicago	
KWK+	St Louis	CKLW	Detroit	
21. WVON	Chicago	71. KKDA-F	Dallas-FW	
22. KSOL-F	San Francisco	KNUS-F	Dallas-FW	
23. WDAS-F	Philadelphia	73. KTXQ-F	Dallas-FW	
24. WIFI-F	Philadelphia	KIQQ-F	Los Angeles	
25. WRIF-F	Detroit	75. KYA	San Francisco	
26. WBMX-F	Chicago	WZUU-F	Milwaukee	
27. KMJQ-F	Houston	KOPA-F+	Phoenix	
28. WDVE-F	Pittsburgh	78. WGRQ-F	Buffalo	
29. WPIX-F	New York	KYYS-F	Kansas City	
30. WZGC-F	Atlanta	80. KMJC	San Diego	
31. WMMR-F	Philadelphia	WLRS-F	Louisville	
32. WXXK-F	Pittsburgh	KIMN	Denver	
33. KRBE-F	Houston	83. WLIR-F	New York	
34. WOOK-F	Washington	84. KTSA	San Antonio	
35. KRLA	Los Angeles	WIOT-F	Toledo	
36. KLOS-F	Los Angeles	WQXM-F	Tampa-St. Pete	
37. WABX-F	Detroit	87. WRBQ-F	Tampa-St. Pete	
WXKS-F	Boston	WPEZ-F	Pittsburgh	
39. WJLB	Detroit	WLPX-F	Milwaukee	
40. WKRQ-F	Cincinnati	WWWM-F	Cleveland	
41. WNEW-F	New York	91. KSFX-F	San Francisco	
42. WIYY-F	Baltimore	KLIV	San Jose	
43. KHJ	Los Angeles	KKTT	Los Angeles	
44. KAUM-F	Dallas	WCBS-F	New York	
45. WMET-F	Chicago	WNDE	Indianapolis	
46. WRKO	Boston	KUPD-F	Phoenix	
47. WPJB-F	Providence	97. WLCY	Tampa-St. Pete	
48. KSLQ-F	St. Louis	WKXX-F	Birmingham	
WYSP-F	Philadelphia	WRQX-F	Washington	
50. KALI	Los Angeles	100. WVIC-F+	Lansing	
		WKTK-F	Baltimore	

*Based on Metro teens, Mon-Sun, 6A-Mid, A/M 79 ARB
1/4 HR AVG

AMERICA'S LEADING STATIONS-18-34*

1. WKTU-F	New York	51. WNEW	New York
2. WBLS-F	New York	WDAI-F	Chicago
3. WABC	New York	53. WWDC-F	Washington
4. WNEW-F	New York	54. WCCO	Minn-SP
5. WPLJ-F	New York	KQRS-F+	Minn-SP
6. WCBS-F	New York	56. WDVE-F	Pittsburgh
7. KMET-F	Los Angeles	57. KHJ	Los Angeles
8. WLUP-F	Chicago	58. WPIX-F	New York
9. WLS	Chicago	59. KIOI-F	San Francisco
10. WXLO-F	New York	WXKS-F	Boston
11. WMMR-F	Philadelphia	61. KABC	Los Angeles
12. WNBC	New York	62. KDAY	Los Angeles
13. WDAS-F	Philadelphia	63. WMMS-F	Cleveland
14. KRTH-F	Los Angeles	64. WRFM-F	New York
15. WYNY-F	New York	65. WGCI-F	Chicago
16. WBMX-F	Chicago	WRKO	Boston
17. WPGC-F+	Washington	67. WGN	Chicago
18. WFYR-F	Chicago	KIQQ-F	Los Angeles
19. KMJQ-F	Houston	69. WMAQ	Chicago
20. WWWW-F	Detroit	WABX-F	Detroit
21. KRLA	Los Angeles	WQXI-F	Atlanta
22. KVIL-F	Dallas-FW	72. WPAT-F	New York
23. KLOS-F	Los Angeles	KSHE-F	St. Louis
24. WMJC-F	Detroit	KSCS-F	Dallas-FW
WBCN-F	Boston	75. WOMC-F	Detroit
26. KFRC	San Francisco	76. KYUU-F	San Francisco
27. KUTE-F	Los Angeles	77. WOOK-F	Washington
28. WCLR-F	Chicago	78. KWK+	St. Louis
29. KNX-F	Los Angeles	KRBE-F	Houston
30. WJIT	New York	80. KNBR	San Francisco
31. KALI	Los Angeles	81. WZGC-F	Atlanta
32. KTXQ-F	Dallas-FW	82. KDKA	Pittsburgh
33. WHUR-F	Washington	WLIR-F	New York
34. WTFM-F	New York	84. WIOT-F	Toledo
35. WCBS	New York	WEEI-F	Boston
36. WRVR-F	New York	86. KSLQ-F	St. Louis
37. WINS	New York	87. KYA-F	San Francisco
38. WCOZ-F	Boston	KMEL-F	San Francisco
KIIS-F	Los Angeles	89. KYYS-F	Kansas City
WFIL	Philadelphia	90. WOR	New York
WCAU-F	Philadelphia	KMOX	St. Louis
42. WHN	New York	92. WVBF-F	Boston
43. WIYY-F	Baltimore	KFI	Los Angeles
44. WYSP-F	Philadelphia	KSOL-F	San Francisco
45. WASH-F	Washington	95. WMGK-F	Philadelphia
46. CKLW	Detroit	KSTP-F	Minn-SP
47. WRIF-F	Detroit	97. WKLS-F	Atlanta
48. KZLA-F	Los Angeles	WLOO-F	Chicago
49. WBBM-F	Chicago	WJPC	Chicago
50. WXRT-F	Chicago	100. WIFI-F	Philadelphia
		KWST-F	Los Angeles

*Based on Adults 18-34, Metro, Mon-Sun, 6A-MID, A/M 79 ARB
1/4 HR AVG

AMERICA'S LEADING STATIONS 18-49*

1. WKTU-F	New York	51. WOMC-F	Detroit
2. WBLN-F	New York	52. WWWW-F	Detroit
3. WABC	New York	WRVR-F	New York
4. WCBS-F	New York	54. CKLW	Detroit
5. WNEW-F	New York	55. WMCA	New York
6. WPLJ-F	New York	56. WBBM	Chicago
7. WLS	Chicago	57. KLOS-F	Los Angeles
8. KMET-F	Los Angeles	58. KNBR	San Francisco
9. WRFM-F	New York	59. WBCN-F	Boston
10. WCBS	New York	60. KTXQ-F	Dallas-FW
11. WHN	New York	WHUR-F	Washington
12. WNBC	New York	62. WLAK-F	Chicago
13. WGN	Chicago	63. WBZ	Boston
14. WNEW	New York	64. WASH-F	Washington
15. WYNY-F	New York	65. KFWB	Los Angeles
16. WXLO-F	New York	KIIS-F	Los Angeles
17. WINS	New York	WCAU-F	Philadelphia
18. WPAT-F	New York	68. KLAC	Los Angeles
19. WLUP-F	Chicago	KIOI-F	Los Angeles
20. WOR	New York	70. WIP	Philadelphia
21. KABC	Los Angeles	71. KSCS-F	Dallas-FW
22. WDAS-F	Philadelphia	72. KGO	San Francisco
23. WJIT	New York	KFI	Los Angeles
24. WLOO-F	Chicago	74. KYND-F	Houston
25. KBIG-F	Los Angeles	75. KDAY	Los Angeles
26. KRTH-F	Los Angeles	KZLA-F	Los Angeles
27. KMOX	St. Louis	WCOZ-F	Boston
WBMX-F	Chicago	78. WMAL	Washington
29. WPGC-F+	Washington	79. WRKO	Boston
WCCO	Minn-SP	WIYY-F	Baltimore
31. KMJQ-F	Houston	WBBM-F	Chicago
32. WIFM-F	New York	82. WVON	Chicago
33. WMMR-F	Philadelphia	83. WQXR-F+	New York
34. WJR	Detroit	84. KHJ	Los Angeles
35. KRLA	Los Angeles	85. WGAY-F+	Washington
36. KDKA	Pittsburgh	86. WDAI-F	Chicago
37. KYW	Philadelphia	KIQQ-F	Los Angeles
38. WADO	New York		
39. WCLR-F	Chicago		
WFYR-F	Chicago		
41. KVIL-F	Dallas-FW		
42. WHDH	Boston		
43. WMAQ	Chicago		
44. KFRC	San Francisco		
45. WFIL	Philadelphia		
46. KALI	Los Angeles		
47. WMJC-F	Detroit		
48. KUTE-F	Los Angeles		
49. KMPC	Los Angeles		
50. KNX-F	Los Angeles		

*Based on Adults 18-49, Mon-S n, 6A-MID, Metro, A/M 79 ARB, 1/4 HR AVG

AMERICA'S LEADING STATIONS 25-54*

1. WKTU-F	New York	41. KDKA	Pittsburgh
2. WBLS-F	New York	42. WGAY-F+	Washington
3. WABC	New York	43. WMAL	Washington
4. WOR	New York	44. KRTH-F	Los Angeles
5. WRFM-F	New York	WFIL	Philadelphia
6. WGN	Chicago	46. KVIL-F	Dallas-FW
7. WNEW	New York	47. WPGC-F+	Washington
8. WCBS	New York	48. WBMX-F	Chicago
9. KABC	Los Angeles	KNBR	San Francisco
10. WCBS-F	New York	50. WXLO-F	New York
11. WPAT-F	New York	51. WDAS-F	Philadelphia
12. WHN	New York	52. KJOI-F	Los Angeles
13. WINS	New York	WQXR-F	New York
14. KMOX	St. Louis	54. KLAC	Los Angeles
15. WJR	Detroit	55. KYND-F	Houston
16. WLOO-F	Chicago	56. KMJQ-F	Houston
17. WADO	New York	57. WBAP	Dallas-FW
KBIG-F	Los Angeles	58. KALI	Los Angeles
19. WCCO	Minn-SP	59. WSB	Atlanta
20. WLS	Chicago	60. WDVR-F	Philadelphia
21. KDKA	Pittsburgh	61. WJIB-F	Boston
22. KYW	Philadelphia	KNX	Los Angeles
23. WJIT	New York	63. WPLJ-F	New York
24. WYNY-F	New York	64. CKLW	Detroit
25. WMCA	New York	65. KNX-F	Los Angeles
26. WHDH	Boston	WFYR-F	Chicago
27. WNBC	New York	67. WPAT	New York
28. WBBM	Chicago	68. KFI	Los Angeles
29. WNEW-F	New York	69. KMET-F	Los Angeles
30. WMAQ	Chicago	70. KKG0-F	Los Angeles
31. KMPC	Los Angeles		
32. WCLR-F	Chicago		
33. WTFM-F	New York		
34. WLAK-F	Chicago		
35. KRLA	Los Angeles		
36. KFWB	Los Angeles		
37. WIP	Philadelphia		
38. KGO	San Francisco		
39. WWSH-F	Philadelphia		
40. WOMC-F	Detroit		

*Based on Adults, 25-54, 1/4 HR AVG, Mon-Sun, 6A-MID, Metro A/M 79 ARB

AMERICA'S LEADING STATIONS 35-64*

1. WRFM-F	New York	51. KNBR	San Francisco
2. WOR	New York	WSB	Atlanta
3. WGN	Chicago	53. WJR-F	Detroit
4. WPAT-F	New York	54. WTIC	Hartford
5. WCBS	New York	55. WCZY-F	Detroit
6. KABC	Los Angeles	56. WNBC	New York
7. WINS	New York	57. WSNI-F	Philadelphia
8. WNEW	New York	58. WCAU	Philadelphia
9. WABC	New York	59. KFOG-F	San Francisco
10. KBIG-F	Los Angeles	60. WVNJ-F	New York
11. WLOO-F	Chicago	61. WYNY-F	New York
12. WJR	Detroit	62. KYND-F	Houston
13. WHN	New York	63. WJYE-F	Buffalo
14. KMOX	St. Louis	64. KPRC	Houston
15. KDKA	Pittsburgh	65. KEZK-F	St. Louis
16. KYW	Philadelphia	66. KABL	San Francisco
17. WCCO	Minn-SP	67. KOIT-F	San Francisco
18. WMCA	New York	68. WWJ	Detroit
19. WBBM	Chicago	69. KMBZ-F	Kansas City
20. WADO	New York	70. WQAL-F	Cleveland
21. WHDH	Boston	71. WTMJ	Milwaukee
22. WWSH-F	Philadelphia	72. KTRH	Houston
23. KGO	San Francisco	73. WAIT	Chicago
WBSL-F	New York	74. WCMQ	Miami
25. KJOI-F	Los Angeles	75. WJJD	Chicago
26. WPAT	New York	76. KIRO	Seattle
27. WKTU-F	New York	WEEI	Boston
KFWB	Los Angeles	78. WQBA	Miami
29. WMAL	Washington	79. KSFO	San Francisco
30. WLAK-F	Chicago	80. WITS	Boston
WMAQ	Chicago	81. WWJ-F	Detroit
32. WIP	Philadelphia	82. WEZW-F	Milwaukee
33. KNX	Los Angeles	83. WJEZ-F	Chicago
34. WDVR-F	Philadelphia	84. WLW	Cincinnati
35. KMPC	Los Angeles	85. WLIF-F	Baltimore
36. WJIB-F	Boston	86. WEZO-F	Rochester
37. WBAP	Dallas-FW	WCLR-F	Chicago
WJIT	New York	88. WHUE-F	Boston
39. WGAY-F+	Washington	89. KQUE-F	Houston
40. KLAC		90. WOMC-F	Detroit
41. WLS	Chicago	91. WWDB-F	Philadelphia
42. WBZ	Boston	KNEW	San Francisco
43. WTFM-F	New York	93. WBEN	Buffalo
44. WCBS-F	New York	WXTZ-F	Indianapolis
45. WSHH-F	Pittsburgh	95. WDOK-F	Cleveland
46. WIND	Chicago	WXYZ	Detroit
47. WBAL	Baltimore	97. WIBC	Indianapolis
48. WQXR-F+	New York	98. KFAC-F	Los Angeles
49. KOST-F	Los Angeles		
50. KCBS	San Francisco		

*Based on Adults 35-64, 1/4 HR AVG, Mon-Sun, 6A-MID, Metro, A/M 79 ARB

AMERICA'S LEADING STATIONS 12+ TSA AMD*

1. WOR	New York	51. WDAF	Kansas City
2. WGN	Chicago	52. KFAB	Omaha
3. WCBS	New York	53. WEEI	Boston
4. WINS	New York	54. WIND	Chicago
5. WCCO	Minn-SP	55. KTRH	Houston
6. WABC	New York	56. KMPC	Los Angeles
7. KDKA	Pittsburgh	57. WOWO	Fort Wayne
8. WLS	Chicago	58. WLUP-F	Chicago
9. WJR	Detroit	59. KLAC	Los Angeles
10. KABC	Los Angeles	60. WFIL	Philadelphia
11. WKTU-F	New York	61. KRTH-F	Los Angeles
12. KMOX	St. Louis	62. WDAS-F	Philadelphia
13. WTIC	Hartford	63. WIBC	Indianapolis
14. WBBM	Chicago	64. WLOO-F	Chicago
15. KYW	Philadelphia	65. KNBR	San Francisco
16. WBLS-F	New York	66. WTMJ	Milwaukee
17. KNX	Los Angeles	67. WTFM-F	New York
18. WBAP	Dallas-FW	68. KIRO	Seattle
19. KGO	San Francisco	69. KHOW	Denver
20. KFI	Los Angeles	70. WWJ	Detroit
21. WRFM-F	New York	KJOI-F	Los Angeles
22. WNEW	New York	72. WBEN	Buffalo
23. WBZ	Boston	73. WJIB-F	Boston
24. WMAQ	Chicago	74. WBT	Charlotte
25. WHN	New York	75. WKBW	Buffalo
26. WPAT-F	New York	76. KALI	Los Angeles
27. WMCA	New York	77. WLW	Cincinnati
28. WMAL	Washington	78. WOW	Omaha
29. KFWB	Los Angeles	79. WGAR	Cleveland
30. WNBC	New York	80. KNX-F	Los Angeles
31. WHDH	Boston	81. KOA	Denver
32. KCBS	San Francisco	82. WYNY-F	New York
33. WIP	Philadelphia	83. KTNQ	Los Angeles
34. WPLJ-F	New York	84. WMMR-F	Philadelphia
35. WPGC-F+	Washington	85. WQXR-F+	New York
36. KMET-F	Los Angeles	WCLR-F	Chicago
37. WSB	Atlanta	87. WPAT	New York
38. CKLW	Detroit	88. WRKO	Boston
39. WXLO-F	New York	KRLA	Los Angeles
40. KBIG-F	Los Angeles	90. WISN	Milwaukee
41. WADO	New York	WINZ	Miami
42. WCAU	Philadelphia	92. KTSA	San Antonio
43. WJIT	New York	93. WGAY-F	Washington
44. WNEW-F	New York	94. WGY	Schenectady
45. KFRC	San Francisco	95. WWWW-F	Detroit
46. WWSH-F	Philadelphia	96. WQXI-F+	Atlanta
47. WCBS-F	New York	97. WLAK-F	Chicago
48. KVIL-F+	Dallas-FW	98. WPRO	Providence
KRLD	Dallas-FW	99. WAYS+	Charlotte
50. WBAL	Baltimore	100. KSFO	San Francisco
		KOST-F	Los Angeles

*Based on Total Persons, 12+,TSA, AMD (6A-MID), Mon-Fri, 1/4 HR AVG, A/M 79 ARB

AMERICA'S LEADING FM STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
1. WKTU	New York	DISCO (Burk/Abr)	SJR	1928
2. WBLS	New York	BLACK/DISCO	Inner City	1611
3. WRFM	New York	BTFL MUS (Bonneville)	Bonneville	1197
4. WPAT	New York	BTFL MUS	Cap Cities	1070
5. WPLJ	New York	AOR	ABC	919
6. KMET	Los Angeles	AOR	Metromedia	902
7. KBIG	Los Angeles	BTFL MUS (Bonneville)	Bonneville	797
8. WCBS	New York	OLDIES	CBS	752
9. WLOO	Chicago	BTFL MUS (FM-100)	Century	736
10. WNEW	New York	AOR	Metromedia	727
11. WXLO	New York	ROCK	RKO	676
12. WWSH	Philadelphia	BTFL MUS (Schulke)	Cox	651
13. WLUP	Chicago	AOR (Burk/Abr)	Heftel	580
14. WPGC+	Washington	ROCK	First Media	564
15. WMMR	Philadelphia	AOR	Metromedia	556
16. WJIB	Boston	BTFL MUS (Schulke)	GE	532
17. KRTH	Los Angeles	OLDIES/ROCK	RKO	529
18. KJOI	Los Angeles	BTFL MUS (Schulke)	LA Coke	526
19. WYNY	New York	CONT/AC	NBC	504
20. WDVR	Philadelphia	BTFL MUS		484
21. WBMX	Chicago	BLACK/DISCO	Sonderling	471
22. WLAK	Chicago	BTFL MUS (Schulke)	Storer	465
23. WTFM	New York	CONTEMP		453
24. KMJQ	Houston	DISCO/BLACK	Amaturo	442
25. KUTE	Los Angeles	DISCO/BLACK	Inner City	424
26. WVBF	Boston	ROCK	Fairbanks	416
27. WWWW	Detroit	AOR (Burk-Abr)	Starr	409
28. WDVE	Pittsburgh	AOR (Burk-Abr)	Taft	406
29. WQXR+	New York	CLASSICAL	NY Times	394
30. WGAY+	Washington	BTFL MUS	Greater Media	393
31. WMMS	Cleveland	AOR	Malrite	389
32. KOST	Los Angeles	BTFL MUS (FM-100)	Cox	382
33. KLOS	Los Angeles	AOR	ABC	373
34. WCLR	Chicago	MOR (Bonneville)	Bonneville	372
35. WBCN	Boston	AOR		371
36. KVIL	Dallas-FW	CONTEMP	Fairbanks	362
37. KNX	Los Angeles	SOFT ROCK	CBS	355
38. WMJC	Detroit	SOFT ROCK	Greater Media	354
39. WHYI	Miami	ROCK	Metroplex	351
40. WZGC	Atlanta	ROCK	First Media	347
41. WLYF	Miami	BTFL MUS (Schulke)	Storer	340
42. WCOZ	Boston	AOR	Blair	335
43. WSHH	Pittsburgh	BTFL MUS (Schulke)	Nationwide	334
44. WFIF	Philadelphia	ROCK	GCC	332
45. KIIS	Los Angeles	DISCO	Combined/Gannett	327
KYND	Houston	BTFL MUS (Schulke)	Harte-Hanks	327
47. WRIF	Detroit	ROCK	ABC	326
48. WFYR	Chicago	CONTEMP	RKO	321
WXKS	Boston	DISCO (Burk-Abr)	Heftel	321
50. WCAU	Philadelphia	DISCO/JAZZ	CBS	317

* Based on 12+ TSA, 1/4 HR AVG, Broadcast Week

<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
51. WXXK	Pittsburgh	ROCK	Hearst	313
52. WKRQ	Cincinnati	ROCK	Taft	310
53. KRBE	Houston	ROCK	Lake Huron	305
WSOC	Charlotte	COUNTRY (TM)	Cox	305
WYSP	Philadelphia	AOR (Burk-Abr)	SJR	305
56. WEFM	Chicago	ROCK	GCC	304
57. WGCL	Cleveland	ROCK		299
KSCS	Dallas-FW	COUNTRY	Cap Cities	299
59. WPIX	New York	ROCK	WGN Cont	298
60. WOMC	Detroit	SOFT ROCK	Metromedia	293
61. KFOG	San Francisco	BTFL MUS (Schulke)	GE	290
62. WQAL	Cleveland	BTFL MUS (Bonne)	SJR	286
63. WASH	Washington	CONTEMP	Metromedia	284
WRVR	New York	JAZZ	GAF	284
65. WIYY	Baltimore	AOR (Burk-Abr)	Hearst	279
66. WNCI	Columbus	ROCK	Nationwide	276
67. WJR	Detroit	BTFL MUS (Bonne)	Cap Cities	275
68. WJYE	Buffalo	BTFL MUS (Schulke)	McCormick	273
69. WSNI	Philadelphia	COUNTRY (FM-100)	Associated	272
70. WEZW	Milwaukee	BTFL MUS (Schulke)	Multimedia	271
71. WWDB	Philadelphia	TALK		268
72. WHUR	Washington	BLACK	Howard Univ	266
73. WRVQ	Richmond	ROCK	Harte-Hanks	265
74. WOOK	Washington	BLACK	United	261
KIOI	San Francisco	CONTEMP		261
76. KOAX	Dallas-FW	BTFL MUS (Schulke)	Metroplex	259
77. WAAF	Worcester	AOR (Burk-Abr)	Park City	257
WABX	Detroit	AOR	Century	257
79. KSOL	San Francisco	BLACK	United	256
80. WMGK	Philadelphia	SOFT ROCK	Greater Media	255
81. KOIT	San Francisco	BTFL MUS (Bonne)	Bonneville	254
82. KIQQ	Los Angeles	ROCK	Outlet	253
83. WXTZ	Indianapolis	BTFL MUS (Schulke)	Mid America	249
WROR	Boston	CONTEMP	RKO	249
KTXQ	Dallas-FW	AOR	Gulf United	249
86. WCZY	Detroit	BTFL MUS (Churchill)	Combined/Gannett	248
87. WRAL	Raleigh	ROCK (Drake-Chen)	Capital	247
88. WPEZ	Pittsburgh	ROCK		245
WHIO	Dayton	BTFL MUS (Bonne)	Cox	245
90. WUSL	Philadelphia	BTFL MUS (FM-100)	LIN	243
91. WVNJ	New York	BTFL MUS		241
92. WIOT	Toledo	AOR (Burk-Abr)	Reams	235
93. WDAI	Chicago	DISCO	ABC	234
94. KYYS	Kansas City	AOR (Burk-Abr)	Taft	232
KFJZ	Dallas-FW	ROCK	Swanson	232
KEZK	St. Louis	BTFL MUS (Schulke)	Metroplex	232
97. WEEI	Boston	CONTEMP	CBS	231
98. WLIF	Baltimore	BTFL MUS (Schulke)	Cox	229
99. KSLQ	St. Louis	ROCK	Charter	228
KKGO	Los Angeles	JAZZ		228

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WABC	New York	33728	51. WCAU	Philadephia	7724
2. WLS	Chicago	27880	52. WYNY-F	New York	7712
3. WCBS	New York	27858	53. WTIC	Hartford	7627
4. WINS	New York	26940	54. WIP	Philadelphia	7517
5. WOR	New York	24006	55. WMMR-F	Philadelphia	7512
6. WNBC	New York	23220	56. KLOS-F	Los Angeles	7435
7. WKTU-F	New York	23200	57. WFIL	Philadelphia	7417
8. WGN	Chicago	22222	58. WTFM-F	New York	7400
9. WMAQ	Chicago	18434	59. KRLA	Los Angeles	7340
10. WBLS-F	New York	17112	WLUP-F	Chicago	7340
11. WJR	Detroit	17012	61. WPIX-F	New York	7216
12. WPLJ-F	New York	16485	62. WRIF-F	New York	7209
13. WBBM	Chicago	15703	63. KHJ	Los Angeles	7109
14. KABC	Los Angeles	15304	64. WIND	Chicago	7050
15. KYW	Philadelphia	15288	65. WDVR-F	Philadelphia	6917
16. WXLO-F	New York	14605	66. WLAK-F	Chicago	6753
17. KNX	Los Angeles	14332	67. WWJ	Detroit	6659
18. WHN	New York	14240	68. KRLD	Dallas-FW	6647
19. WCBS-F	New York	14113	69. KLAC	Los Angeles	6620
20. WCCO	Minneapolis	14005	KIIS-F	Los Angeles	6620
KDKA	Pittsburgh	14005	71. WVBF-F	Boston	6548
22. WRFM-F	New York	13684	72. WBMX-F	Chicago	6505
23. WNEW	New York	13466	73. WWWW-F	Detroit	6433
24. KFI	Los Angeles	12834	74. WMAL	Washington	6365
25. KFVB	Los Angeles	12229	75. WJIB-F	Boston	6343
26. WBZ	Boston	12216	76. KNX-F	Los Angeles	6277
27. WMCA	New York	12008	77. KUTE-F	Los Angeles	6113
28. WPAT-F	New York	11643	78. WTMJ	Milwaukee	6059
29. WBAP	Dallas-FW	11240	79. WIFI-F	Philadelphia	6035
30. KMOX	St. Louis	10894	80. WBBM-F	Chicago	6002
31. KFRC	San Francisco	10794	81. WEFM-F	Chicago	5930
32. KMET-F	Los Angeles	10697	82. WSB	Atlanta	5928
33. WNEW-F	New York	10628	83. KDWB+	Minn-SP	5873
34. KBIG-F	Los Angeles	10488	84. WOW	Omaha	5856
35. CKLW	Detroit	10439	85. WGAR	Cleveland	5855
36. WPAT	New York	10348	86. WYSP-F	Philadelphia	5813
37. KRTH-F	Los Angeles	10222	87. WMJC-F	Detroit	5758
38. KMPC	Los Angeles	10093	88. KOST-F	Los Angeles	5610
39. KGO	San Francisco	9906	89. WGCL-F	Cleveland	5587
40. KNBR	San Francisco	9876	90. WEEI	Boston	5581
41. WRKO	Boston	8743	91. KIQQ-F	Los Angeles	5575
42. WWSH-F	Philadelphia	8531	92. KIRO	Seattle	5470
43. WHDH	Boston	8366	93. KTSA	San Antonio	5470
44. KTNQ	Los Angeles	8248	94. WDAF	Kansas City	5468
45. WLW	Cincinnati	8224	95. WMMS-F	Cleveland	5367
46. WL00-F	Chicago	8190	96. WVON	Chicago	5355
47. KJOI-F	Los Angeles	8142	97. WFYR-F	Chicago	5350
48. KCBS	San Francisco	7976	98. WJIT	New York	5248
49. WQXR-F+	New York	7925	99. WZGC-F	Atlanta	5219
50. WPGC-F+	Washington	7845	100. WCLR-F	Chicago	5152

*Based on weekly 12+ cume, Mon-Sun, 6A-12M, TSA

101.	WCAU-F	Philadelphia	5140	151.	WGR	Buffalo	4154
102.	WABX-F	Detroit	5108	152.	WCFL	Chicago	4153
103.	WXKX-F	Pittsburgh	5100	153.	WASH-F	Washington	4132
104.	KXOK	St. Louis	5041	154.	WMGK-F	Philadelphia	4119
105.	WKBW	Buffalo	5030	155.	WJLB	Detroit	4117
106.	WHYI-F	Miami	5028	156.	KIMN	Denver	4115
107.	KIOI-F	San Francisco	5006	157.	KDAY	Los Angeles	4096
108.	WRVR-F	New York	5005	158.	WMET-F	Chicago	4094
109.	KRBE-F	Houston	4965	159.	WTVN	Columbus	4066
110.	WPEZ-F	Pittsburgh	4881	160.	KOA	Denver	4048
111.	WDAS-F	Philadelphia	4876	161.	WWDC-F	Washington	4045
112.	WBT	Charlotte	4810	162.	WTIX	New Orleans	4042
113.	XTRA	Los Angeles	4808	163.	WHBQ	Memphis	4035
114.	WCOZ-F	Boston	4799	164.	KYA	San Francisco	4021
115.	WWWE	Cleveland	4789	165.	WNIC-F	Columbus	4014
116.	WADO	New York	4767	166.	WIBC	Indianapolis	3989
117.	WXYZ	Detroit	4758	167.	KSLQ-F	St. Louis	3979
118.	WBAL	Baltimore	4745	168.	KSD	St. Louis	3951
119.	KCMO	Kansas City	4734	169.	WKQX-F	Chicago	3930
120.	KABL	San Francisco	4719	170.	WCBM	Baltimore	3923
121.	WOWO	Fort Wayne	4709	171.	WNCN-F	New York	3916
	WDVE-F	Pittsburgh	4709	172.	WINZ	Miami	3900
123.	WJR-F	Detroit	4671	173.	WTAE	Pittsburgh	3894
124.	WVNJ-F	New York	4637	174.	KING	Seattle	3795
125.	WISN	Milwaukee	4600	175.	KOIT-F	San Francisco	3799
126.	KGW	Portland	4581	176.	KJR	Seattle	3795
127.	WITS	Boston	4548	177.	WQAL-F	Cleveland	3790
128.	WNIC-F	Columbus	4527	178.	WCAO	Baltimore	3781
129.	KWK+	St. Louis	4507	179.	WPRO	Providence	3762
130.	KVIL-F	Dallas-FW	4464	180.	KYND-F	Houston	3732
131.	WKRQ-F	Cincinnati	4456	181.	WEEI-F	Boston	3723
132.	WGAY-F+	Washington	4426	182.	WHAS	Louisville	3710
133.	KILT	Houston	4423	183.	KYA-F	San Francisco	3708
134.	KFAB	Omaha	4420	184.	KWST-F	Los Angeles	3706
135.	WBCN-F	Boston	4416	185.	WPEN	Philadelphia	3696
	WGY	Schenectady	4416	186.	WOKY	Milwaukee	3686
137.	WXKS-F	Boston	4371	187.	KMJQ-F	Houston	3669
138.	WTOP	Washington	4355	188.	WLYF-F	Miami	3621
139.	WCCO-F	Minn-SP	4349	189.	WDGY	Minn-SP	3602
140.	KSFO	San Francisco	4327	190.	WKY	Okla City	3601
141.	WIOQ-F	Philadelphia	4324	191.	WFAA	Dallas-FW	3589
142.	WHO	Des Moines	4266	192.	WBEN	Buffalo	3588
143.	WROR-F	Boston	4265	193.	WBEN-F	Buffalo	3586
144.	WDRQ-F	Detroit	4256	194.	WWWM-F	Cleveland	3581
145.	KSFX-F	San Francisco	4246	195.	WOMC-F	Detroit	3570
146.	KFOG-F	San Francisco	4244	196.	KSCS-F	Dallas-FW	3568
147.	WDAI-F	Chicago	4232	197.	WPRC	Houston	3565
148.	WFBR	Baltimore	4211	198.	KFJZ-F	Dallas-FW	3550
149.	WSHH-F	Pittsburgh	4207	199.	KYUU-F	San Francisco	3531
150.	KTRH	Houston	4163	200.	WHAM	Rochester	3524

201.	WHK	Cleveland	3522	251.	WMC-F	Memphis	3070
202.	KDIA	San Francisco	3505	252.	KIKK-F	Houston	3054
203.	WPJB-F	Providence	3482	253.	KLOK	San Jose	3037
204.	WZZD	Philadelphia	3479	254.	WAAF-F	Worcester	3000
205.	KMBZ	Kansas City	3475	255.	KKGO-F	Los Angeles	2991
206.	KHOW	Denver	3468	256.	WZZP-F	Cleveland	2978
207.	WWJ-F	Detroit	3462	257.	WBLI-F	New York	2976
208.	KABL-F	San Francisco	3459	258.	WGRD-F+	Grand Rapids	2974
209.	KSOL-F	San Francisco	3447		WFMT-F+	Chicago	2974
210.	KZLA-F	Los Angeles	3438	260.	WDOK-F	Cleveland	2969
211.	WJJD	Chicago	3424	261.	WSB-F	Atlanta	2966
212.	KSTP	Minn-SP	3407	262.	WRVQ-F	Richmond	2958
213.	WHB	Kansas City	3403	263.	WJPC	Chicago	2950
214.	WKRC	Cincinnati	3402	264.	WKYS-F	Washington	2947
215.	WRAL-F	Raleigh	3401	265.	WSM	Nashville	2940
216.	WIYY-F	Baltimore	3382	266.	KTAR	Phoenix	2926
217.	WUSL-F	Philadelphia	3368	267.	KYYS-F	Kansas City	2909
218.	WZUU-F	Milwaukee	3362	268.	WJYE-F	Buffalo	2906
219.	WQXI-F	Atlanta	3360	269.	WXTZ-F	Indianapolis	2893
220.	KFMB	San Diego	3354	270.	WEZW-F	Milwaukee	2880
221.	WWDB-F	Philadelphia	3347	271.	WDEE	Detroit	2862
222.	WSNI-F	Philadelphia	3331	272.	KRAK	Sacramento	2854
223.	WNDE	Indianapolis	3322	273.	KBAY-F	San Jose	2852
224.	WOOK-F	Washington	3320	274.	KMEL-F	San Francisco	2843
225.	WLIF-F	Baltimore	3283	275.	KSAN-F	San Francisco	2823
226.	WRBQ-F	Tampa-SP	3245	276.	KEZK-F	St. Louis	2814
227.	KOMO	Seattle	3241	277.	KOMA	Oklahoma City	2810
228.	KLIF	Dallas-FW	3240	278.	WFLN-F+	Philadelphia	2796
	KNEW	San Francisco	3240	279.	WDRC-F	Hartford	2795
230.	KSHE-F	St. Louis	3239	280.	KFAC-F	Los Angeles	2794
231.	WCZY-F	Detroit	3227	281.	KMEZ-F	Dallas-FW	2786
232.	WPRO-F	Providence	3212	282.	WLPX-F	Milwaukee	2785
233.	WHUR-F	Washington	3203	283.	WJOI-F	Pittsburgh	2777
234.	WKTQ	Pittsburgh	3186	284.	KQV	Pittsburgh	2766
235.	WAKY	Louisville	3159	285.	KILT-F	Houston	2757
236.	WSOC-F	Charlotte	3157	286.	KNOB-F	Los Angeles	2753
237.	WTIC-F	Hartford	3152	287.	WFLA	Tampa-SP	2749
238.	KIIS	Los Angeles	3148	288.	WAIT	Chicago	2743
239.	WKSS-F	Hartford	3139		WCXI	Detroit	2743
240.	WSUN	Tampa-SP	3133	290.	WHIO-F	Dayton	2742
241.	WGCI-F	Chicago	3130	291.	KAUM-F	Houston	2741
242.	WJZZ-F	Detroit	3127	292.	KVI	Seattle	2732
243.	WXRT-F	Chicago	3124	293.	WHIO	Dayton	2731
244.	KOAX-F	St. Louis	3105	294.	WLAC	Nashville	2726
245.	KQRS-F+	Minn-SP	3102	295.	WMC	Memphis	2725
246.	WAYL-F	Minn-SP	3090	296.	WERE	Cleveland	2717
247.	KSTP-F	Minn-SP	3080	297.	WBNS-F	Columbus	2715
248.	WHEN	Syracuse	3078	298.	WTWR-F	Detroit	2714
249.	KKDA-F	Dallas-FW	3075	299.	WFBQ-F	Indianapolis	2713
	WKLS-F	Atlanta	3075	300.	WJMD-F	Washington	2684

AMERICA'S LEADING STATIONS-MSA CUME RATING*

1. KWWL	Waterloo	68.7	KONA	Richland	39.1
2. WJBC	Bloomington	66.5	52. WKEE-F+	Huntington	39.0
3. WWNC	Asheville	58.3	WSBT	South Bend	39.0
4. WOWO	Fort Wayne	57.7	54. WHEN	Syracuse	38.9
5. WROK	Rockford	56.1	55. WGAN	Portland	38.8
6. WCCO	Minn-SP	56.0	56. KJRB	Spokane	38.6
7. WTIC	Hartford	53.0	57. KSOO	Sioux Falls	38.5
8. KDKA	Pittsburgh	52.9	58. WOW	Omaha	38.4
9. WICC	Bridgeport	50.0	59. KENI	Anchorage	38.3
10. WFBG	Altoona	49.6	60. WEBC	Duluth	38.1
11. KOOK	Billings	49.0	61. KFGO	Fargo	38.0
12. KQDI	Great Falls	46.8	WLAP	Lexington	38.0
13. WHBC	Canton	46.2	63. KIT	Yakima	37.9
14. KMOX	St. Louis	45.9	WVAM	Altoona	37.9
	KATI	45.9	65. KWTO-F	Springfield,MO	37.8
16. KGBT	McAllen-Browns	45.8	66. KFOR	Lincoln	37.5
17. WMT	Cedar Rapids	45.5	KPUR	Amarillo	37.5
18. WDUZ	Green Bay	45.1	WKBW	Buffalo	37.5
19. WWVA	Wheeling	44.9	69. WTMJ	Milwaukee	37.4
20. WBNQ-F	Bloomington	44.4	WMAZ-F	Macon	37.4
21. WIXX-F	Green Bay	43.7	71. WHAM	Rochester	37.1
22. KMON	Great Falls	43.0	WJDX	Jackson	37.1
	WBGH-F	43.0	73. WKMI	Kalamazoo	36.9
24. WGBF	Evansville	42.9	74. KTWO	Casper	36.8
25. KFAB	Omaha	42.8	75. KIXZ	Amarillo	36.4
26. WQSM-F	Fayetteville	42.5	76. KYJC	Medford	36.3
27. KVOL	Lafayette	42.2	77. KTDY	Lafayette	36.1
	WHYN	42.2	78. WHHY	Montgomery	36.0
29. KVOC	Casper	41.8	WAXX-F+	Duluth	36.0
30. WRBR-F	South Bend	41.6	80. KEYS	Corpus Christi	35.9
31. WLVA	Lynchburg	41.2	81. KYVA-F	Billings	35.8
32. WCKK-F	Erie	41.1	82. WGEE	Green Bay	35.7
	KCRG	41.1	83. WIBW	Topeka	35.6
	WLW	41.1	84. WMEE	Fort Wayne	35.5
35. WCKS-F	Melbourne	40.7	85. WSBA	York	35.4
	WJET	40.7	86. WHIO	Dayton	35.2
37. WTAG	Worcester	40.5	WDAY	Fargo	35.2
	WROV	40.5	88. WRVQ-F	Richmond	34.9
39. WVLK	Lexington	40.4	KEIN	Great Falls	34.9
40. KDZA	Pueblo	40.3	90. KKRC	Sioux Falls	34.8
41. KYSN	Colo Springs	40.2	WFLB	Fayetteville	34.8
42. WBBQ-F	Augusta	40.0	92. WBOW	Terre Haute	34.7
43. WHP	Harrisburg	39.5	93. WISE	Asheville	34.6
	KTRN	39.5	WGIR	Manchester	34.6
	WNAM	39.5	95. KSTT	Daven-Mol-RI	34.5
	WNBF	39.5	KRMG	Tulsa	34.5
47. WGY	Schenectady	39.3	KQWB	Fargo	34.5
	WNOX	39.3	98. WRIE	Erie	34.4
49. WRVA	Richmond	39.2	99. WJR	Detroit	34.3
50. WBT	Charlotte	39.1	WRJZ	Knoxville	34.3
			KVOX	Fargo	34.3

*Based on Metro Cume Rating, Mon-Sun, 6AM-MID

AMERICA'S LEADING STATIONS-12+ METRO SHARE*

1. WWNC	Asheville	44.0	31. WGEE	Green Bay	22.5
2. WJBC	Bloomington	40.3	32. KFGO	Fargo	22.4
3. KGBT	Harlingen	38.7	KTMT-F	Medford	22.4
4. KVOC	Casper	34.9	34. WFBG	Altoona	22.2
5. KWVL	Waterloo	33.3	35. KTTS-F	Springfield,MO	22.1
6. WCCO	Minn-SP	30.4	36. KMON	Great Falls	21.4
7. KATI	Casper	30.2	37. KWTO-F	Springfield,MO	20.6
8. WMT	Cedar Rapids	29.3	KLUR-F	Wichita Falls	20.6
9. WTIC	Hartford	28.4	39. WVAM	Altoona	20.4
10. KQDI	Great Falls	27.6	40. WHHY-F	Montgomery	20.3
11. KMOX	St. Louis	26.5	WQSM-F	Fayetteville	20.3
12. WRBR-F	South Bend	26.1	42. WROV	Roanoke	20.1
13. KOOK	Billings	25.8	43. KFMQ-F	Lincoln	20.0
WCKS-F	Cocoa	25.8	44. WIKY-F	Evansville	19.9
15. WBGM-F	Tallahassee	25.1	45. KTDY-F	Lafayette	19.7
16. WWVA	Wheeling	25.0	KYYA-F	Billings	19.7
17. KFAB	Omaha	24.9	47. WQYT-F	Binghamton	19.6
18. WOWO	Fort Wayne	24.5	WFPG-F	Atlantic City	19.6
19. WROK	Rockford	24.3	49. WLVU-F	Erie	19.4
20. KTWO	Casper	23.8	KOOZ-F	Great Falls	19.4
21. KVOL	Lafayette	23.6			
WJJS-F	Lynchburg	23.6			
23. KDKA	Pittsburgh	23.4			
24. WBNQ-F	Bloomington	23.3			
25. WCKK-F	Erie	23.2			
26. WBBQ-F	Augusta	23.1			
27. WHBC	Canton	23.0			
KONA	Richland	23.0			
29. WGBF	Evansville	22.8			
30. KSOO	Sioux Falls	22.7			

*Based on 1/4 Metro Share, 12+, Broadcast Week

AMERICA'S LEADING FM STATIONS-12+ METRO SHARE

1. WRBR-F	South Bend	26.1	31. WRVQ-F	Richmond	17.3
2. WCKS-F	Cocoa	25.8	32. WMEF-F	Fort Wayne	17.1
3. WBGM-F	Tallahassee	25.1	KSRN-F	Reno	17.1
4. WJJS-F	Lynchburg	23.6	34. WMAZ-F	Macon	16.9
5. WBNQ-F	Bloomington	23.3	35. WEZO-F	Rochester	16.8
6. WCKK-F	Erie	23.2	36. WIOT-F	Toledo	16.6
7. WBBQ-F	Augusta	23.1	37. WHYN	Springfield, MA	16.5
8. KTMT-F	Medford	22.4	WPFR-F	Terre Haute	16.5
9. KTTS-F	Springfield, MO	22.1	39. WKBN-F	Youngstown	16.2
10. KWTO-F	Springfield, MO	20.6	40. WWLV-F	Daytona Beach	16.0
KLUR-F	Wichita Falls	20.6	41. KDON-F	Salinas	15.9
12. WHHY-F	Montgomery	20.3	42. WIVY-F	Jacksonville	15.8
WQSM-F	Fayetteville	20.3	43. WFMF-F	Baton Rouge	15.6
14. KFMQ-F	Lincoln	20.0	WTHI-F	Terre Haute	15.6
15. WIKY-F	Evansville	19.9	45. KLAZ-F	Little Rock	15.5
16. KTDY-F	Lafayette	19.7	46. WSRS-F	Worcester	15.4
KYVA-F	Billings	19.7	47. WHIO-F	Dayton	15.3
18. WQYT-F	Binghampton	19.6	WKDQ-F	Evansville	15.3
WFPG-F	Atlantic City	19.6	WVAF-F	Charleston	15.3
20. WLVU-F	Erie	19.4	50. KFFM-F	Yakima	
KOOZ-F	Great Falls	19.4			
22. WIXX-F	Green Bay	18.6			
WFBG-F	Altoona	18.6			
24. WEZK-F	Knoxville	18.4			
WAAV-F	Wilmington,NC	18.4			
26. WKQQ-F	Lexington	18.2			
WDUZ-F	Green Bay	18.2			
28. WEAT-F	West Palm Beach	17.6			
29. WGER-F	Saginaw	17.5			
30. KUEZ-F	Yakima	17.4			

Simulcast Qualifiers:

 WKEE-F+ Huntington 19.1

*Based on 1/4 HR Metro Share, 12+, Broadcast Week

NATIONAL FM SHARES*

METRO

APR/MAY 79	50.887%	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698%	(7,525,100 of 14,843,000)
APR/MAY 78	50.698%	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501%	(6,561,700 of 14,110,900)
APR/MAY 77	44.428%	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818%	(6,079,600 of 16,834,200)
APR/MAY 76	40.886%	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO)

A/M 76 to A/M 77: 7.225%

A/M 77 to A/M 78: 8.663%

A/M 78 to A/M 79: 6.820%

ADI

APR/MAY 79	52.25%	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27%	(8,328,600 of 16,244,500)
APR/MAY 78	48.69%	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82%	(7,474,700 of 15,631,600)
APR/MAY 77	45.83%	(7,669,900 of 16,734,600)
OCT/NOV 76	43.78%	(7,096,200 of 16,208,900)
APR/MAY 76	42.01%	(6,853,400 of 16,312,900)
APR/MAY 75	38.91%	(6,229,800 of 16,009,800)

FM GROWTH RATE (ADI)

A/M 75 to A/M 76: 7.967%

A/M 76 to A/M 77: 9.093%

A/M 77 to A/M 78: 6.241%

A/M 78 to A/M 79: 7.270%

*Based on MSA or ADI: 1/4 HR AVG, 12+ Broadcast Week

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Greenville, NC	78.00%	1. Casper	9.68%
2. Melbourne-Titus-Co	76.10	2. Honolulu	24.17
3. Lancaster	70.80	3. Asheville	24.30
4. Lansing	70.55	4. Fargo	27.68
5. Grand Rapids	68.19	5. Waterloo	29.93
6. Tallahassee	67.32	6. Chattanooga	30.75
7. Washington	66.87	7. McAllen-Browns	31.30
8. Wilmington, DE	64.98	8. Anchorage	31.79
9. Lakeland	64.10	9. Sioux Falls	31.97
10. Dallas-Ft Worth	63.63	10. Duluth	32.35
11. Columbia, SC	62.91	11. Roanoke	32.49
12. West Palm Beach	62.85	12. Albany-Schen-Troy	33.60
13. Mobile	62.47	13. Shreveport	33.77
14. Norfolk	62.39	14. Johnson-King-Bris	34.17
15. Oklahoma City	62.33	15. Great Falls	34.88
16. Portland, ME	61.07	16. Cedar Rapids	35.26
17. Houston	60.36	17. Rockford	35.64
18. Springfield, MO	60.00	18. Daven-RI-Moline	36.08
19. Phoenix	59.96	19. Medford	36.36
20. Philadelphia	59.67	20. Tucson	36.65
21. Saginaw	59.39	21. Bloomington	36.80
22. Rochester	58.99	22. Altoona	36.81
23. South Bend	58.70		
24. York	58.55		
25. Tampa-St. Pete	58.51		

*FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

Among the markets making the greatest increases were:

	<u>A/M 78</u>	<u>A/M 79</u>
Boise	33.04%	54.08%
Charleston,WV	29.43	45.30
Saginaw	46.72	59.39
Montgomery	32.45	56.50
Medford	20.57	36.36
McAllen-Brown	19.55	31.30
Anchorage	20.35	31.79

ADI RANKINGS-FM SHARE OF AUDIENCE*

<u>A/M 79 RANK</u>	<u>MARKET</u>	<u>A/M 79</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>A/M 75</u>
1.	Washington	68.75%	66.57%	63.19%	60.19%	47.73%
2.	Norfolk	63.35	65.21	59.50	56.51	44.38
3.	Nashville	61.93	53.50	52.33	41.25	33.96
4.	Philadelphia	61.23	62.59	55.26	54.74	43.74
5.	Atlanta	61.05	61.56	56.08	50.96	45.62
6.	Orlando	60.81	60.76	61.09	53.45	44.50
7.	Grand Rapids/Kala	60.53	59.54	55.28	50.26	38.09
8.	Houston	59.87	60.76	59.69	55.38	40.42
9.	Harris/Lanc/York	59.76	-----	59.40	49.95	43.62
10.	Dallas/Fort Worth	59.61	60.46	56.89	52.44	37.94
11.	Tampa/St Pete	59.29	57.70	53.60	53.69	40.65
12.	Charlotte	59.12	56.55	49.79	43.03	40.50
13.	Phoenix	58.96	54.01	50.27	44.34	34.17
14.	San Diego	56.65	54.86	49.19	43.48	33.31
15.	Green-Spart-Ashe	56.40	-----	51.29	46.17	38.77
16.	Columbus	56.39	52.77	52.60	49.24	31.63
17.	Boston	56.32	52.20	50.74	46.62	44.98
18.	Detroit	54.91	56.56	53.62	50.32	41.12
19.	Raleigh	54.74	47.34	-----	45.67	-----
20.	Miami	54.21	52.20	53.64	51.31	45.93
21.	Oklahoma City	53.65	44.47	44.16	42.64	35.78
22.	Indianapolis	53.47	50.37	50.61	47.65	33.54
23.	Cincinnati	53.33	51.13	44.30	45.45	32.72
24.	Baltimore	52.29	53.79	47.87	43.91	33.27
25.	Cleveland	51.55	54.11	53.08	46.52	40.01
26.	Charleston/Hunt	50.98	46.70	47.21	41.06	28.62
27.	New York	50.93	49.23	46.96	44.16	40.63
28.	Providence	50.53	51.04	47.37	44.20	39.82
29.	Dayton	50.37	50.07	41.76	44.02	42.89
30.	Pittsburgh	49.87	39.89	45.39	42.35	31.56
31.	Birmingham	49.58	45.30	38.57	34.43	-----
32.	New Orleans	49.40	45.69	42.35	45.05	37.34
33.	Sacramento	49.24	43.11	42.11	42.28	34.38
34.	Hartford/New Haven	49.11	49.52	49.35	45.58	41.60
35.	Los Angeles	48.95	52.61	47.13	47.22	39.37
36.	Chicago	48.20	49.15	48.10	47.41	33.48
37.	Seattle	47.87	40.81	43.26	38.15	32.98
38.	Buffalo	46.96	46.10	43.23	43.95	38.99
39.	Kansas City	46.91	50.70	47.22	41.73	42.38
40.	San Francisco	46.51	47.66	43.82	43.29	34.63
41.	Milwaukee	46.31	48.91	46.16	39.73	36.28
42.	Louisville	45.68	43.79	41.21	41.49	22.04
43.	Memphis	45.42	42.58	37.67	34.36	27.70
44.	Portland	44.13	35.33	36.26	33.89	32.14
45.	Denver	43.94	40.77	45.29	41.93	38.31
46.	NE PENN	43.00	-----	34.94	33.64	31.76
47.	Salt Lake City	41.00	40.60	39.07	-----	-----
48.	St. Louis	40.34	44.82	43.73	38.87	32.52
49.	Minneapolis-SP	39.56	37.61	39.05	33.61	27.80
50.	Alb-Schen-Troy	35.49	37.64	34.90	34.08	34.31
TOP 50 ADI'S-FM SHARE		52.23	51.27	48.69	45.83	38.91

*Based on 12+ ADI, 1/4 HR AVG, Broadcast Week

MARKETS WITH HIGHEST AND LOWEST APR'S*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. NE PA	19.9	1. Huntsville	12.1
2. Miami	18.7	2. New Orleans	12.6
3. New York	18.1	3. Casper	12.7
4. San Antonio	18.0	4. Lynchburg	12.8
5. Reading	17.9	5. Greenville, NC	12.9
Providence	17.9	6. Boise	13.4
Springfield, MA	17.9	7. Cedar Rapids	13.5
8. Bridgeport	17.7	Jackson, MS	13.5
Allen-Beth-East	17.7	9. Birmingham	13.6
Fort Lauderdale	17.7	Shreveport	13.6
11. South Bend	17.6	11. Peoria	13.7
Hartford	17.6	12. Little Rock	13.8
13. Pittsburgh	17.5	13. Tulsa	13.9
Fargo	17.5	Asheville	13.9
15. Tampa-St. Pete	17.4	Montgomery	13.9
		Tallahassee	13.9

MEAN APR FOR ALL RATED MARKETS

A/M 79	15.62
A/M 78	15.42
A/M 77	15.29
A/M 76	15.40
A/M 75	15.74

*Based on 12+ Average Person Rating, Mon-Sun, MSA, 6A-Mid.

The APR shows the average percentage of the 12+ population which is using radio. The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television) rating.

STATION FORMAT AND FORMAT LISTENERSHIP*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1,918,100 (323)	4,407,900 (543)	6,326,000 (866)	34.55
BTFL MUSIC	301,500 (56)	2,642,400 (293)	2,943,900 (349)	16.08
MOR/AC	2,551,100 (402)	194,400 (60)	2,745,500 (462)	15.00
NEWS/INFO/TALK	1,743,600 (83)	27,600 (3)	1,771,200 (86)	9.67
COUNTRY	1,213,400 (297)	546,300 (137)	1,759,700 (434)	9.61
BLACK/DISCO	582,700 (113)	1,109,900 (90)	1,692,600 (203)	9.25
SPANISH	321,100 (38)	77,900 (13)	399,000 (51)	2.18
CLASSICAL	44,500 (12)	181,800 (28)	226,300 (40)	1.24
RELIGION	139,200 (91)	53,400 (52)	192,600 (143)	1.05
JAZZ	4,600 (4)	87,000 (11)	91,600 (15)	0.50
OTHERS/UNKNOWN	53,700 (33)	27,000 (25)	80,700 (58)	0.44
VARIETY	40,900 (23)	10,200 (6)	51,100 (29)	0.28
BIG BAND	17,000 (6)	11,100 (3)	28,100 (9)	0.15
TOTALS	8,931,300 (1481)	9,376,900 (1264)	18,308,200 (2745)	

*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week, Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format.

FORMAT PERCENTAGES-AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>A/M 78</u>	<u>A/M 77</u>
ROCK/CONTEMP	21.48%	47.01%	34.55%	35.91%	34.80%
BTFL MUSIC	3.38	28.18	16.08	16.71	17.66
MOR/AC	28.56	2.07	15.00	16.83	17.32
NEWS/INFO/TALK	19.52	0.29	9.67	8.75	9.26
COUNTRY	13.59	5.83	9.61	9.27	9.32
BLACK/DISCO	6.52	11.84	9.25	6.90	6.33
SPANISH	3.60	0.83	2.18	1.73	1.88
CLASSICAL	0.50	1.94	1.24	1.40	1.31
RELIGION	1.56	0.57	1.05	1.20	0.89
JAZZ	0.05	0.93	0.50	0.43	0.31
OTHERS/UNKNOWN	0.60	0.29	0.44	0.43	0.65
VARIETY	0.46	0.11	0.28	0.29	0.12
BIG BAND	0.20	0.12	0.15	0.15	0.12

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/CONTEMP National Average: 34.55%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Lafayette	66.0	1. Asheville	21.0
2. Waterloo	61.2	2. Miami	22.7
3. Great Falls	60.0	3. Lynchburg	23.2
4. Colorado Springs	58.1	4. Lakeland	23.4
5. Fayetteville	57.3	5. Tampa-St. Pete	24.0
6. Altoona	57.1	6. West Palm Beach	24.7
7. Lansing	54.5	7. Houston	24.9
8. Tallahassee	53.6	8. Baltimore	25.1
9. Rockford	53.5	9. Reading	25.5
10. Wichita Falls	53.0	10. Bridgeport	25.8
11. Appleton-Oshkosh	51.4	11. Shreveport	26.2
12. Allentown-Beth-Easton	50.5	12. Columbia,SC	26.5
13. Huntsville	49.0	13. Fort Lauderdale	26.8
14. Corpus Christi	48.3	14. Wilmington,NC	27.2
15. Anchorage	48.2	15. Chicago	27.4

BEAUTIFUL MUSIC (National Average: 16.08%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Tampa-St. Pete	36.3	1. Wichita Falls	0.0
2. Daytona Beach	31.1	2. Lafayette	3.4
3. West Palm Beach	29.9	3. McAllen-Brownsville	4.7
4. Sarasota	29.4	4. Bloomington	4.9
5. Atlantic City	29.2	5. Augusta	5.9
6. Melbourne-Titus-Cocoa	27.9	6. Beaumont	6.1
7. Medford	27.3	7. Fayetteville	6.9
8. Evansville	25.8	8. Rockford	8.6
9. Fort Lauderdale	25.6	9. Steubenville	8.7
Lakeland	25.6	Madison	8.7
11. Orlando	25.4	11. Greenville, NC	8.8
12. Roanoke	25.3	12. Macon	8.9
13. Tucson	24.9	Duluth	8.9
Boise	24.9	14. Albuquerque	9.4
15. Salt Lake City	24.2	15. Raleigh	9.6

NOTE: Format information for this section came from the 1979 Broadcasting Yearbook and/or the July 1979 or August 1979 edition of SRDS. Often the station format descriptions are cryptic, at best. Sometimes I had to refer to the demographics of a station's audience before I could make a judgement on a format.

In some markets you will notice extremely low figures for a particular format. For instance, in Little Rock I show a MOR percentage of 0.0, In this market the format may be programmed on certain stations at certain times. However, apparently there are not any stations which are using that format for the majority of their broadcast hours.

MOR/AC (National Average: 15.00%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Bloomington	44.2	1. McAllen-Brownsville	0.0
2. Hartford	40.1	Austin	0.0
3. Minneapolis-St Paul	38.6	Little Rock	0.0
4. Cincinnati	37.5	4. Tallahassee	0.7
5. Duluth	36.7	5. Great Falls	1.2
6. Burlington-Platt	34.6	Fayetteville	1.2
Eugene-Spring	34.6	San Antonio	1.2
8. Manchester	34.4	8. Corpus Christi	1.5
9. Syracuse	34.3	9. Dallas-Ft Worth	1.6
10. Fort Wayne	33.4	10. Knoxville	2.0
11. Lincoln	32.8	Huntsville	2.0
12. Pittsburgh	32.6	12. Beaumont	2.2
13. Worcester	32.4	13. Shreveport	2.6
14. Steubenville	32.2	14. Waterloo	2.7
15. Bridgeport	32.0	15. Evansville	2.8

COUNTRY (National Average: 9.61%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Asheville	54.1	1. Hartford	0.0
2. Springfield, MO	47.8	Honolulu	0.0
3. Johnson City-Kings-Bri	41.8	Atlantic City	0.0
4. Knoxville	39.5	Boston	0.0
5. Wichita Falls	35.8	Worcester	0.0
6. Casper	35.5	6. Ft. Lauderdale	2.0
7. Lubbock	33.3	7. Miami	2.7
8. Beaumont	32.4	8. Bridgeport	3.2
9. Wichita	31.1	9. New York	3.3
10. Terre Haute	30.8	New Haven	3.3
11. Waco	30.1	11. Springfield, MA	3.5
12. Fargo	29.9	12. Jackson, MS	3.7
Shreveport	29.9	Philadelphia	3.7
14. Austin	29.0	14. Los Angeles	4.0
15. Billings	28.9	Youngstown	4.0

NEWS/INFO/TALK
(Nat Avg: 9.67%)

1. St. Louis	28.0
2. New York	21.6
3. Philadelphia	21.3
4. Los Angeles	18.2
5. Topeka	17.8
6. Ft. Lauder	16.9
7. Houston	16.7
Youngstown	16.7
9. San Francis	15.8
10. Salinas	14.6
11. Miami	14.4
12. Stockton	12.7
13. Chicago	12.4
14. Seattle	12.0
15. Bost/Dall	11.9

BLACK/DISCO
(Nat Avg: 9.25%)

1. Charles, SC	30.0
2. Jackson, MS	28.0
3. Macon	27.7
4. Columbus, GA	27.4
5. Lynchburg	25.2
6. Memphis	23.8
7. Columbia	20.7
8. Greenville, NC	20.4
9. Birmingham	19.6
10. Houston	19.4
11. Baltimore	18.5
12. Mobile	18.4
13. Wilm, NC	17.9
14. Norfolk	17.6
15. Baton Rouge	16.9

SPANISH
(Nat Avg: 2.18%)

1. McAllen	47.9
2. Miami	27.6
3. El Paso	20.1
4. Corpus Chr	18.0
5. San Antonio	17.5
6. Albuquerque	12.3
7. Pueblo	8.2
8. Lubbock	7.8
9. Los Angeles	7.4
10. Fresno	7.1
11. Bakersfield	6.6
12. Houston	5.6
13. New York	4.9
14. Stockton	4.2
15. Tucson	4.1

RELIGION
(Nat Avg: 1.05%)

1. Savannah	14.1
2. Shreveport	11.4
3. Birmingham	10.4
4. Jacksonv	8.9
5. Lancaster	6.6
6. W-S-Greens	6.5
7. Yakima	6.4
8. Macon	5.9
9. Eug-Spr	4.3
10. Memphis	4.2
11. Charlotte	4.1
12. Wilm, NC	4.0
13. Seattle	3.9
14. Huntington	3.7
15. Chattanooga	3.6

CLASSICAL (Nat Avg: 1.24%)

1. Seattle	4.6	Norfolk	3.0	7. San Francis	2.8	10. Philadel	2.5
2. Denver	3.4	5. Cleveland	3.0	8. San Diego	2.7	11. New York	2.4
Washington	3.4	6. Milwaukee	2.9	Reno	2.7	12. Los Angeles	2.2

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 500 stations is examined. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours. Hourly totals are easier to quickly comprehend.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+: This is simply the percentage of a station's total audience (12+ Metro, Broadcast Week) which lies in these demographic breaks.

PER CENT MALE/FEMALE (% M, % F): This breakdown is new with the Fall 78 edition. The methodology is the same as that for Teens, 18034, etc.

Below are the means for the above breakdowns by format. Also included is the number of stations sampled.

	<u>STAT</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>% M</u>	<u>% F</u>
ROCK/CONTEMP	120	7.5	16.9	8.5	26.2	53.6	67.0	6.8	44.1	55.9
AOR	48	9.0	14.0	7.5	22.9	72.1	75.6	1.5	61.1	38.9
SOFT ROCK	23	8.2	15.4	4.8	7.1	73.5	87.4	5.5	42.7	57.3
MOR/AC	93	8.3	15.1	10.0	2.8	24.1	49.4	47.8	43.4	56.6
BTFL MUSIC	97	10.2	12.3	8.8	0.9	17.0	45.7	53.4	39.7	60.3
COUNTRY	63	9.9	12.7	13.7	3.0	30.3	60.9	36.1	48.9	51.1
NEWS/TALK	40	8.0	15.8	7.9	1.2	13.3	33.1	55.7	46.8	53.2
BLACK/DISCO	45	9.3	13.5	18.9	24.3	51.5	65.5	10.2	41.3	58.7
RELIGION	11	9.9	12.7	9.7	1.7	17.5	45.2	53.1	29.8	70.2
SPANISH	11	18.2	6.9	25.0	4.2	35.8	63.8	32.0	34.9	65.1
CLASSICAL	16	7.5	16.7	6.7	1.5	29.9	60.5	38.0	49.1	50.9

IMPORTANT NOTE: Only stations whose market reports were received by August 20 are included in this section.

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		7.5	16.9	8.5	26.2	53.6	67.0	6.8	44.1	55.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WABC	NY	6.3	20.1	5.6	19	41	64	17	45	55
WCBS-F	NY	6.9	18.4	6.4	5	64	17	6	53	47
WNBC	NY	4.7	26.6	2.6	26	45	64	10	42	58
WXLO-F	NY	5.8	21.7	2.7	32	53	67	1	44	56
KRLA	LA	8.3	15.2	8.2	19	53	71	10	50	50
KRTH-F	LA	6.5	19.4	5.0	14	70	82	4	43	57
KHJ	LA	5.1	24.6	5.4	25	58	66	9	48	52
KFI	LA	5.2	24.3	6.3	9	43	74	17	50	50
KMJC	SD	7.2	17.6	11.2	36	46	63	1	39	61
KFMB-F	SD	6.0	21.1	4.0	24	60	69	7	59	41
WLS	Chi	6.6	19.0	9.8	27	43	60	13	45	55
WFYR	Chi	7.8	16.1	6.7	2	79	92	6	34	66
WEFM	Chi	6.4	19.6	3.8	57	31	43	0	40	60
WKZW	Peo	8.5	14.8	16.6	45	48	53	2	25	75
WROK	Rock	8.1	15.5	13.1	18	35	57	25	42	58
WRBR	SB	13.9	9.1	10.1	29	57	70	1	49	51
KSTT-F	D-RI-M	6.9	18.2	10.6	26	45	66	8	33	67
KIIK	D-RI-M	8.0	15.8	8.9	40	50	60	0	42	58
WFIL	Phil	7.0	17.9	6.4	7	56	82	11	39	61
WDAS-F	Phil	14.0	9.0	12.1	21	62	75	4	45	55
WIFI	Phil	7.4	17.1	7.1	39	44	58	3	36	64
WSTW	Wilm	10.4	12.1	10.3	24	59	76	0	37	63
WLEV	ABE	11.6	10.8	7.0	2	69	89	9	32	68
CKLW	Det	5.3	23.7	6.6	14	50	71	15	43	57
KFRC	SF	6.2	20.3	6.6	28	53	67	5	43	57
KROY-F	Sac	5.9	21.2	6.9	43	44	54	3	40	60
KDON-F	Sal-Sea	10.5	12.0	13.7	30	62	67	3	64	36
WVBF	Bost	8.3	15.1	7.3	46	36	49	5	30	70
WRKO	Bost	5.3	23.7	6.1	24	53	70	6	40	60
WPRO	Prov	7.1	17.6	7.2	7	34	72	21	42	58
WPRO-F	Prov	7.8	16.2	5.2	31	53	66	3	32	68
WPJB	Prov	7.0	18.1	6.1	41	45	57	2	36	64
KWK+	ST L	8.5	14.8	9.3	45	38	58	4	49	51
KXOK	ST L	6.5	19.2	5.9	10	61	80	10	42	58
KSLQ	ST L	7.3	17.2	8.1	30	60	69	1	39	61
WGAR	Cleve	5.8	21.9	7.9	5	71	88	7	46	54
WGCL	Cleve	6.8	18.6	10.9	30	55	66	4	53	47
WWWM	Cleve	7.1	17.8	4.8	31	66	68	1	47	53
WNDE	Indy	6.1	20.7	9.6	44	37	51	5	40	60
WNAP	Indy	8.9	14.1	9.8	21	68	75	4	55	45
WQUE	NO	6.5	19.5	7.2	26	65	74	0	33	67
WTIX	NO	5.9	21.5	10.6	25	36	62	13	37	63
WPGC-F+	Wash	9.3	13.6	10.7	25	59	72	3	36	64
WCAO	Balt	5.8	21.6	6.6	18	54	72	10	32	68
KJR	Sea	6.5	19.3	11.2	32	52	61	7	44	56
KVI-F	Sea	6.6	19.2	2.9	33	47	63	4	38	62
KFJZ-F	D-FW	8.4	14.9	8.6	55	33	42	3	39	61
WOKY	Milw	5.5	22.7	5.5	20	41	62	18	36	64
WZUU-F	Milw	6.5	19.5	6.5	31	51	65	4	39	61
WKRQ	Cin	8.8	14.2	17.5	35	50	63	2	40	60

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		7.5	16.9	8.5	26.2	53.6	67.0	6.8	44.1	55.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KBEQ	KC	8.4	15.0	12.0	41	52	58	1	34	66
WHB	KC	5.2	24.4	4.5	9	63	79	12	43	57
WBEN-F	Buff	7.4	17.0	6.3	18	45	61	21	40	60
WKBW	Buff	7.5	16.9	13.6	24	44	60	16	39	61
KDWB+	Minn-SP	6.3	19.9	11.3	53	39	47	0	47	53
WCCO	Minn-SP	6.2	20.5	3.2	11	58	68	21	42	58
WHYI	Mia	8.3	15.1	12.2	34	45	59	7	49	51
WNCI	Col 0	8.8	14.4	9.0	26	62	69	5	36	64
WXGT	Col 0	7.7	16.3	6.8	24	74	74	2	64	36
KGW	Port 0	6.8	18.5	13.5	29	54	66	5	47	53
KPAM	Port 0	7.6	16.6	5.4	33	50	58	9	48	52
KILT-A	Hou	5.6	22.6	5.8	19	47	61	20	52	48
KRBE	Hou	6.9	18.3	6.7	34	53	63	3	42	58
KIMN-A	Denver	5.9	21.4	8.8	31	52	62	7	38	62
WQXI-F	Atl	7.6	16.6	6.7	15	78	85	0	47	53
WZGC	Atl	7.6	16.6	8.5	37	52	61	2	46	54
KOPA-F+	Phoe	8.4	15.0	4.3	39	51	57	4	45	55
WTRY	A-S-T	6.7	18.8	5.2	31	52	60	9	47	53
WFLY	A-S-T	7.0	18.1	3.3	35	57	65	0	56	44
WTUE	Dayt	12.3	10.3	4.1	21	77	79	0	53	47
WING	Dayt	5.7	22.3	8.6	14	59	81	5	45	55
WAKY	Lou	5.4	23.4	7.5	24	53	66	10	43	57
WQHI	Lou	6.9	18.2	3.3	30	63	70	0	38	62
KOFM	Ok1 C	8.4	15.0	8.2	31	59	68	1	56	44
WKY	Ok1 C	5.1	24.9	9.5	12	60	72	16	37	63
WTIC-F	Hart	6.5	19.5	7.1	32	42	55	13	44	56
WDRC	Hart	5.6	22.6	10.5	11	44	69	20	41	59
WPLR	NH	9.5	13.2	11.0	16	80	82	2	78	22
WHYN	Spr MA	6.7	18.7	11.2	8	43	71	22	37	63
WHBQ	Memp	5.5	22.7	10.7	29	54	69	2	49	51
WMC-F	Memp	8.2	15.4	6.8	30	52	64	6	43	57
KTSA	SA	7.4	16.9	10.1	26	52	66	8	38	62
KIOA	DM	7.3	17.2	7.2	27	51	58	15	49	51
WXXK	Pitt	7.3	17.3	3.5	38	46	57	5	43	57
WLAC	Nash	6.3	20.0	11.7	21	54	67	12	56	44
WKXX	Birm	9.6	13.1	10.9	39	57	61	0	70	30
WSGN	Birm	6.4	19.8	12.4	24	40	60	16	44	56
WBBF	Roch	5.5	23.0	7.1	33	51	61	6	39	61
WOW	Omaha	5.9	21.5	5.6	14	60	75	11	40	60
KFYE	Fres	7.0	18.0	4.2	38	51	60	2	43	57
KORL	Hono	6.7	18.9	4.0	37	59	63	0	64	36
WYFM	Young	7.0	18.0	10.4	29	54	69	2	36	64
WIVY	Jkville	9.3	13.5	12.4	25	64	73	2	54	46
WRBQ	T-SP	7.7	16.4	9.1	30	46	65	5	47	53
WBCY	Char	8.4	15.0	6.2	20	71	75	5	49	51
KCPX	SLC	5.8	21.6	5.5	39	51	57	4	67	33
WGH	Norf	5.5	22.9	6.7	38	49	59	3	49	51
WGRD	GR	7.4	17.1	7.2	30	59	68	2	39	61
WKMI	Kala	6.0	21.0	7.9	18	62	82	0	41	59
WKIX	Raleigh	6.2	20.4	9.4	23	56	67	0	55	45
WRAL	Raleigh	9.2	13.6	6.1	5	76	90	5	46	54

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		7.5	16.9	8.5	26.2	53.6	67.0	6.8	44.1	55.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WQSM	Fayet	8.5	14.8	10.1	15	72	83	2	56	44
KLEO	Wich	6.1	20.5	9.9	30	54	66	4	40	60
WRVQ	Richm	9.7	12.9	12.9	29	59	67	4	37	63
KLAZ-F	LR	9.3	13.5	11.5	20	60	78	2	37	63
WRJZ	Knox	8.4	15.1	7.8	15	53	76	9	42	58
WNOX	Knox	5.9	21.2	7.8	30	39	56	14	39	61
WQXA	York	8.8	14.4	11.4	35	53	65	0	44	56
WVIC-F+	Lans	8.2	15.4	10.9	45	44	52	3	40	60
WPTH	FW	8.3	15.2	9.5	20	65	77	3	50	50
WKRG-F	Mobile	8.3	15.2	9.9	31	47	61	8	42	58
KWWL	Wat-CF	8.8	14.3	12.7	17	46	65	18	42	58
WBJW	Orl	7.1	17.8	6.8	40	43	56	4	40	60
WCKS	Cocoa	11.5	11.0	24.0	28	52	72	0	43	57
WARM	Scran	8.7	14.4	7.7	3	37	66	31	42	58
WFBC-F	Greenv	10.2	12.3	10.2	8	72	87	5	34	66
WKEE+	Hunt,WV	8.9	14.2	7.7	19	64	76	5	35	65
WHHY-F	Montg	11.1	11.3	19.9	19	47	64	17	54	46
WSKZ	Chat	11.4	11.1	10.7	33	54	67	0	61	39
WGBF	Evans	9.8	12.8	19.4	33	51	59	8	43	57

AOR

NATIONAL MEAN:		9.0	14.0	7.5	22.9	72.1	75.6	1.5	61.1	38.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WPLJ-F	NY	7.0	18.0	2.6	38	58	60	2	55	45
WNEW-F	NY	8.7	14.5	4.7	10	77	81	9	64	36
KMET	LA	10.8	11.7	7.3	33	63	67	-	61	39
KLOS	LA	6.6	19.0	1.7	24	69	71	5	54	46
KGB	SD	8.0	15.8	3.6	22	72	77	1	69	31
KPRI	SD	7.8	16.2	0	17	78	82	1	74	26
WLUP	Chi	9.9	12.7	10.2	26	72	73	1	66	34
WMMR	Phil	9.2	13.7	9.4	21	75	77	2	69	31
WYSP	Phil	7.1	17.9	6.4	24	68	73	3	54	46
WZZO	A-B-E	11.5	10.9	3.7	25	63	74	1	50	50
WABX-F	Det	6.3	20.0	0	32	59	65	3	68	32
WRIF-F	Det	5.7	22.3	0.7	36	60	63	1	54	46
WWWW	Det	8.1	15.6	3.7	33	63	65	2	64	36
KYA-F	SF	6.1	20.6	3.9	18	75	82	0	67	33
KMEL	SF	7.5	16.8	4.6	15	75	85	0	57	43
KZAP	Sac	11.0	11.4	9.8	26	65	74	0	64	36
WBCN	Bos	11.1	11.3	8.7	10	85	88	2	78	22
WCOZ	Bos	9.1	13.9	7.6	14	80	83	3	52	48
WAAF	Worc	11.1	11.4	9.6	30	64	69	1	58	42
KSHE	ST L	7.8	16.2	4.9	19	78	78	3	71	29
WMMS	Cleve	9.0	14.0	6.9	15	78	83	2	66	34
WFBQ	Indy	10.6	11.8	15.0	19	77	81	0	62	38
WWDC	Wash	7.9	15.9	3.1	22	69	77	1	50	50
WIYY	Balt	10.3	12.3	12.7	27	67	71	2	64	36
KZOK	Sea	8.7	14.5	5.1	21	75	78	1	50	50

AOR

NATIONAL MEAN:		9.0	14.0	7.5	22.9	72.1	75.6	1.5	42.7	38.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KTXQ	D-FW	12.1	10.4	6.4	18	79	81	1	65	35
WLPX	Milw	7.9	16.0	3.5	28	69	71	1	62	38
WSAI-F	Cin	9.5	13.2	10.5	19	78	79	2	60	40
KYYS	KC	10.9	11.6	18.3	25	72	75	0	66	34
KQRS-F+	M-SP	9.6	13.1	12.6	24	74	75	1	49	51
WLVQ-F	Col 0	8.9	14.2	15.3	22	75	77	1	53	47
KGON	Port 0	12.5	10.1	16.3	12	86	88	0	62	38
KAZY	Den	11.8	10.7	6.3	24	76	76	0	60	40
WKLS-F	Atl	9.5	13.2	10.0	30	67	69	1	54	46
KDKB	Phoe	9.5	13.2	10.2	13	86	87	0	72	28
WLRS	Lou	10.8	11.7	11.0	29	63	68	3	54	46
WHCN	Hart	7.8	16.2	0	40	57	57	3	46	54
WIOT	Tol	12.6	10.0	10.2	22	72	76	2	60	40
WDVE	Pitt	10.5	11.9	12.4	37	60	62	1	58	42
WMJQ	Roch	10.5	12.0	14.8	23	74	77	0	68	32
WQXM	T-SP	10.7	11.8	10.6	28	64	68	4	59	41
WROQ	Char	7.4	17.1	6.3	24	68	72	4	61	39
WMYK	Norf	10.4	12.1	8.5	20	78	79	1	78	22
WNOR	Norf	7.2	17.5	2.7	19	73	80	1	78	22
WLAV	GR	10.1	12.5	4.1	12	87	88	0	63	37
WFFX	GR	7.2	17.4	3.3	9	89	91	0	56	44
WQDR	Raleigh	7.8	16.1	12.7	12	86	88	0	59	41
WDIZ	Orl	8.6	14.7	6.4	33	63	67	0	47	53

SOFT ROCK/EASY ROCK/SOFT AOR

NATIONAL MEAN:		8.2	15.4	4.8	7.1	73.5	87.4	5.5	42.7	57.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KZLA	LA	7.6	16.7	2.8	3	83	95	2	58	42
KIFM	SD	7.8	16.1	2.0	2	91	97	1	56	44
WBBM-F	Chi	4.9	25.5	0.4	1	74	85	14	43	57
WMGK	Phil	7.4	17.1	7.4	5	57	86	9	37	63
WMJC	Det	8.1	15.6	5.7	15	65	77	8	41	59
WNIC	Det	5.9	21.4	1.9	17	58	73	10	32	68
WOMC	Det	10.5	12.0	8.0	5	50	89	6	34	66
KIOI	SF	6.7	18.8	4.5	12	59	83	5	40	60
KEZR	SJ	9.4	13.3	4.6	4	90	94	2	44	56
KXOA	Sac	7.3	17.3	6.3	12	64	84	4	42	58
WEEI-F	Bost	7.3	17.2	4.4	2	83	91	7	42	58
KMOX-F	ST L	6.0	21.0	7.9	2	50	68	30	42	58
WASH	Wash	8.6	14.6	2.3	3	73	90	7	38	62
KMGC	D-FW	8.9	14.2	4.5	5	83	93	2	41	59
KUDL	KC	7.5	16.8	4.1	2	84	92	6	36	64
WWWL	Mia	8.1	15.6	1.7	17	68	83	0	52	48
KMJK	Port 0	9.8	12.8	13.6	3	92	97	0	37	63
KIOG+	Phoe	11.1	11.4	3.7	19	73	79	2	62	38
WVYZ	Hart	11.0	11.5	9.2	5	84	95	0	35	65
WFFM	Pitt	8.8	14.4	2.0	4	76	94	2	41	59
WSM-F	Nash	10.1	12.5	6.8	3	84	92	5	49	51
WJFM	GR	9.0	14.0	2.3	16	71	84	0	54	46
WFMK-F	Lans	7.0	18.1	4.6	7	78	91	2	26	74

MOR/ADULT CONTEMP

NATIONAL MEAN:		8.3	15.1	10.0	2.8	24.1	49.4	47.8	43.4	56.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW	NY	8.3	15.1	5.7	2.3	19	51	47	44	56
WICC	Bridge	7.4	16.9	10.9	6.7	35	66	27	?	?
KMPC	LA	6.6	19.1	4.1	2.4	21	54	43	57	43
KFMB	SD	7.4	16.9	5.7	2.5	40	68	29	61	39
WGN	Chi	9.0	14.0	7.6	0.8	12	38	61	43	57
WCLR-F	Chi	9.1	13.8	8.4	1.1	58	80	19	38	62
WMBD	Peo	8.3	15.1	12.3	1.9	15	31	67	42	58
WJBC	Bloom	12.7	9.9	15.4	2.8	21	48	49	41	59
WSBT	SB	10.7	11.7	7.2	5.3	18	46	49	47	53
WOC	D-RI-M	7.6	16.5	6.1	0	17	38	62	45	55
WIP	Phil	9.5	13.3	8.0	2.2	13	41	57	40	60
WEST	A-B-E	15.3	8.2	12.9	0	8	16	84	39	61
WJR	Det	8.4	15.0	8.3	2.1	14	39	59	48	52
KNBR	SF	7.1	17.8	3.6	4.3	32	57	39	55	45
KSFO	SF	7.3	17.4	8.0	3.4	22	55	42	41	59
KLOK	SJ	6.6	19.0	5.7	6.0	52	92	2	32	68
KGNR	Sac	7.0	17.9	6.0	0	21	63	37	57	43
WBZ	Bost	6.9	18.2	6.2	2.6	21	50	47	47	53
WHDH	Bost	9.9	12.7	8.4	1.9	19	48	50	27	73
WJAR	Prov	6.2	20.4	4.9	1.7	28	57	41	53	47
KSD	ST L	4.8	26.4	5.2	3.5	37	63	34	38	62
WWWE	Cleve	7.1	17.7	10.0	6.0	32	50	44	60	40
WAKR	Akr	8.5	14.8	18.4	1.6	16	34	64	34	66
WHBC	Canton	9.7	13.0	13.8	2.5	17	36	61	35	65
WIBC	Indy	10.2	12.4	10.0	2.8	33	53	44	42	58
WSMB	NO	9.5	13.3	18.0	0	5	20	80	37	63
WMAL	Wash	8.7	14.6	12.0	1.8	15	47	51	46	54
WBAL	Balt	9.0	14.0	10.1	0.9	6	33	66	36	64
WCBM	Balt	7.7	16.3	7.0	3.0	45	70	27	46	54
WFBR	Balt	6.3	19.9	5.9	5.9	32	57	37	62	38
KOMO	Sea	7.3	17.3	8.0	2.0	14	49	49	49	51
KVI	Sea	6.7	18.7	8.3	3.0	31	64	33	56	44
WISN	Milw	6.9	18.2	5.5	2.5	38	63	34	46	54
WTMJ	Milw	8.8	14.3	11.3	4.6	16	40	55	48	52
WCKY	Cin	12.1	10.4	9.6	0.5	4	17	82	34	66
WKRC	Cin	7.2	17.5	9.4	2.1	34	59	49	32	68
WLW	Cin	7.5	16.9	8.7	2.2	23	47	51	53	47
KMBZ	KC	10.8	11.6	16.0	1.5	21	49	50	47	53
KCMO	KC	4.5	28.2	4.7	0	51	77	23	41	59
WBEN	Buff	8.9	14.2	12.7	2.6	14	32	65	35	65
WGR	Buff	7.2	17.4	6.8	7.2	47	75	18	44	56
WCCO	M-SP	10.9	11.5	14.9	2.8	19	42	55	47	53
WIOD	Miami	6.5	19.3	3.4	2.2	7	24	74	45	55
WFTL	FT L	8.5	14.8	9.7	0	23	32	68	24	76
WBNS	Col 0	6.1	20.6	8.4	3.2	47	63	34	47	53
WTVN	Col 0	7.8	16.2	8.9	3.1	29	63	34	44	56
KEX	Port 0	5.8	21.8	8.9	5.4	30	59	36	27	73
KXL-A	Port 0	10.6	11.9	12.2	0	18	47	53	45	55
KULF	Hou	5.5	22.8	9.7	12.5	55	78	10	43	57
KHOW	Den	9.2	13.7	8.9	2.5	44	80	17	42	58

MOR/ADULT CONTEMP

NATIONAL MEAN:		8.3	15.1	10.0	2.8	24.1	49.4	47.8	43.4	56.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KOA	Den	6.3	20.0	7.4	3.1	20	50	47	52	48
WSB	Atl	8.5	14.8	7.8	1.2	25	49	50	46	54
KOY	Phoe	7.2	17.4	13.9	2.6	43	76	21	44	56
WGY	A-S-T	8.6	14.6	14.0	6.2	15	43	51	44	56
WHIO	Dayt	8.8	14.3	10.9	1.8	14	37	61	46	54
WHAS	Lou	6.5	19.3	9.6	2.8	29	58	39	44	56
WAVE	Lou	8.7	14.4	11.0	3.5	15	34	62	45	55
KTOK	Ok1 C	10.3	12.3	15.4	0.7	21	43	56	39	61
WTIC	Hart	11.9	10.6	14.0	2.6	15	42	55	40	60
WKSS	Hart	8.4	15.0	3.5	0	13	37	63	33	67
WELI	NH	11.5	11.0	14.8	0	13	33	34	42	58
WSPD	Tol	8.2	15.4	10.5	2.6	15	34	63	46	54
KRNT	DM	8.0	15.8	4.6	2.1	21	53	45	39	61
KDKA	Pitt	9.8	12.9	9.4	2.4	16	39	59	44	56
WTAE	Pitt	6.1	20.7	4.1	3.0	57	80	17	37	63
WSM	Nash	7.0	17.9	12.4	4.1	14	34	62	44	56
WHAM	Roch	7.4	17.0	12.7	2.3	19	41	57	38	62
WSYR	Syra	9.0	14.1	10.1	1.7	11	31	67	40	60
WHEN	Syra	7.2	17.6	10.6	8.5	45	69	23	44	56
KFAB	Omaha	11.1	11.3	20.4	1.1	11	39	60	46	54
KMJ	Fres	8.5	14.9	10.0	0	9	44	56	51	49
KGMB	Hono	6.8	18.5	5.6	9.3	26	53	38	57	43
WKBN	Young	7.2	17.6	11.1	3.5	19	46	51	40	60
WDAE	T-SP	7.2	17.4	7.7	2.0	38	52	46	44	56
WFLA	T-SP	7.9	15.9	9.1	0.7	23	44	55	49	51
WBT	Char	8.3	15.1	13.1	12.5	49	74	14	45	55
KSL	SLC	6.4	19.8	7.4	2.4	27	54	44	40	60
WTAR	Norf	7.2	17.5	8.2	3.9	33	60	36	48	52
WOOD	GR	7.6	16.5	6.0	2.3	20	42	56	37	63
WKZO	Kala	7.3	17.2	6.7	2.3	11	34	64	44	56
WPTF	Rale	8.8	14.3	12.8	1.1	10	37	62	42	58
KRMG	Tulsa	9.3	13.6	18.4	1.6	36	59	39	48	52
WRVA	Richm	8.8	14.3	10.6	1.4	19	50	49	38	62
WHP	Harris	9.3	13.5	14.0	1.9	8	38	60	41	59
WSBA	York	7.6	16.6	13.7	1.6	38	62	36	40	60
WMT	CRpds	11.0	11.5	18.1	1.8	15	38	60	35	65
WOWO	Ft W	8.5	14.8	10.4	6.9	28	58	35	41	59
WSGW	Sagin	10.0	12.5	11.6	7.1	10	43	50	46	54
WDBO	Orl	7.5	16.8	11.8	0	9	31	69	43	57
WSJS	Win S	8.0	15.8	12.5	0	21	42	58	38	62
KOB	Alb	7.5	16.9	9.1	5.2	31	64	31	49	51
WDEF	Chatt	11.8	10.7	16.2	3.3	14	28	68	35	65
WIS	Col SC	7.9	15.9	14.3	0	30	54	46	49	51

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.2	12.3	8.8	0.9	17.0	45.7	53.4	39.7	60.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WRFM-F	NY	11.3	11.2	5.5	0.5	12	41	58	46	54
WPAT	NY	6.2	20.4	4.8	1.6	9	31	67	47	53
WPAT-F	NY	12.0	10.5	7.3	0.1	13	40	60	51	49
WEZN	Bridge	11.4	11.1	5.1	0	15	52	48	?	?
KBIG	LA	10.3	12.3	8.3	0.6	13	50	50	42	58
KJOI	LA	8.3	15.1	7.2	0.8	16	34	65	47	63
KOST	LA	8.5	14.9	2.3	0	24	51	49	41	59
KEZL	SD	10.5	12.0	7.2	0	11	41	59	45	55
KOZN	SD	10.9	11.6	6.5	0.7	16	42	57	41	59
XTRA	SD	9.1	13.8	4.9	0	14	44	56	47	53
WLAK	Chi	8.8	14.3	5.9	0.9	23	49	50	44	56
WLOO	Chi	11.4	11.1	7.0	0.4	16	49	51	38	62
WSWT	Peo	9.9	12.7	9.4	0	25	55	45	33	67
KRVR	D-RI-M	11.5	10.9	7.4	0	28	60	40	45	55
WWSH	Phil	10.0	12.6	9.9	0.8	15	33	66	40	60
WDVR	Phil	9.1	13.8	8.1	0.9	14	37	62	34	66
WQQQ	A-B-E	9.4	13.4	11.3	0	5	24	76	47	53
WCZY	Det	9.5	13.3	6.6	0.4	9	53	47	54	46
WJR	Det	7.9	15.9	4.4	1.2	15	43	56	34	66
WWJ	Det	7.8	16.2	6.3	1.0	14	51	48	31	69
KABL-A	SF	6.7	18.9	6.9	0	9	34	66	39	61
KFOG	SF	8.8	14.3	3.6	3.9	17	43	53	40	60
KOIT	SF	8.7	14.5	6.1	0.8	23	48	51	47	53
KEWT	Sac	9.6	13.2	9.7	0	12	46	54	34	66
WJIB	Bost	11.0	11.4	6.0	0.2	12	33	67	38	62
WHUE-F	Bost	10.3	12.2	6.9	1.8	10	51	47	41	59
WLKW-F	Prov	12.2	10.3	12.3	0.5	8	30	70	43	57
WHJY	Prov	10.4	12.1	5.6	5.2	8	50	45	45	55
WSRS	Worc	10.2	12.4	9.8	1.2	17	34	65	39	61
KEZK	ST L	10.8	11.6	4.9	0.5	12	48	52	44	56
WRTH	ST L	6.6	19.0	5.0	0.8	4	34	65	32	68
WDOK	Cleve	9.4	13.5	9.3	0	12	32	68	35	65
WQAL	Cleve	9.6	13.1	9.8	0	15	48	52	47	53
WXTZ	Indy	12.2	10.3	12.5	1.6	15	43	55	34	66
WBYU	NO	10.6	11.9	14.2	2.3	20	56	41	44	56
WGAY+	Wash	11.7	10.7	8.6	0.5	16	48	51	35	65
WJMD	Wash	9.8	12.8	3.6	0	25	45	55	46	54
WLIF	Balt	8.9	14.2	3.7	3.2	12	37	60	43	57
KSEA	Sea	12.8	9.9	11.7	0.6	29	58	41	40	60
KEZX	Sea	9.8	12.8	4.7	1.3	11	44	55	38	62
KMEZ	D-FW	9.8	12.8	8.1	0.5	19	60	39	37	63
KOAX	D-FW	10.9	11.6	11.1	0.4	16	50	50	42	58
WEZW	Milw	12.7	9.9	5.6	0.4	23	49	50	48	52
WWEZ	Cin	10.2	12.3	6.9	0.8	9	33	64	45	55
KCEZ	KC	11.2	11.2	12.1	0	26	49	51	39	61
KMBR	KC	10.4	12.1	9.5	0.7	19	44	55	37	63
WJYE	Buff	12.2	10.4	7.2	1.2	12	44	55	47	53
WAYL-F	M-SP	7.8	16.2	3.7	1.9	24	49	50	33	67
KEEY-F	M-SP	8.6	14.7	1.8	0	39	56	44	35	65
WLYF	Miami	10.8	11.7	7.9	0	8	27	73	48	52

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.2	12.3	8.8	0.9	17.0	45.7	53.4	39.7	60.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WYOR	Miami	11.4	11.1	10.9	0	7	26,	74	32	68
WBNS-F	Col O	9.4	13.4	7.4	0.6	27	60	39	41	59
KUPL-F	Port O	9.5	13.2	11.2	0	16	26	74	23	77
KJIB	Port O	7.1	17.6	5.9	2.0	25	43	55	44	56
KYND	Hou	11.2	11.2	11.2	1.0	33	62	37	53	47
KLIR	Den	10.2	12.3	7.1	1.3	14	48	51	46	54
KOSI-F	Den	8.2	15.4	6.0	0	19	50	50	33	67
WPCH	Atl	7.3	17.3	7.4	4.6	22	55	40	46	54
WSB-F	Atl	7.0	18.0	6.5	7.9	29	48	44	37	63
KMEO-F	Phoe	10.3	12.2	6.0	0	9	31	69	42	58
KQYT	Phoe	11.6	10.9	12.4	0	19	42	58	40	60
WROW	A-S-T	9.5	13.2	12.3	1.6	3	30	69	41	59
WHIO-F	Dayt	11.0	11.5	12.5	1.3	16	39	60	42	58
WVEZ	Lou	9.8	12.9	7.0	0	6	38	62	43	57
KKNG	Ok1 C	9.6	13.1	8.6	2.3	10	44	54	37	63
WRCH	Hart	9.7	12.9	4.2	1.0	11	36	63	41	59
WHYN-F	Spr MA	12.1	10.4	11.5	0.7	30	55	44	37	63
WEZI	Memp	11.1	11.4	17.1	0.9	7	34	65	39	61
KQXT	SA	12.6	10.0	14.2	0	21	52	48	39	61
WLQR	Tol	12.3	10.2	11.0	1.3	28	53	46	41	59
KLYF	DM	9.3	13.5	9.8	0	23	44	56	37	63
WJOI	Pitt	7.9	15.9	3.4	2.4	3	40	58	42	58
WZEZ	Nash	12.9	9.8	14.0	2.8	15	44	53	28	72
WEZO	Roch	10.8	11.7	14.9	1.0	12	40	59	42	58
KKNU	Fres	11.5	10.9	17.3	1.4	25	44	54	45	55
WKBN-F	Young	11.3	11.1	5.0	1.9	21	46	52	44	56
WKTZ	Jkville	9.0	14.0	16.6	0	20	41	59	40	60
WFLA-F	T-SP	10.9	11.6	13.5	0	7	24	76	43	57
WJYW	T-SP	12.8	9.9	11.6	1.8	6	25	73	36	64
WWBA-F	T-SP	10.3	12.2	12.2	0	7	29	71	38	62
WEZC	Char	13.0	9.7	12.7	0	24	58	42	42	58
KSFI	SLC	11.0	11.5	10.2	1.2	25	53	46	41	59
WFOG	Norf	10.3	12.2	3.7	0	34	69	31	42	58
WKEZ	Norf	9.5	13.3	8.0	0	6	53	47	27	73
WOOD-F	GR	9.3	13.5	5.5	1.0	22	51	48	50	50
WQLR	Kala	8.6	14.6	5.2	0	15	59	41	50	50
WYYD	Rale	7.0	18.1	8.2	0	24	57	43	39	61
KBEZ	Tulsa	13.1	9.6	12.9	1.1	21	54	45	39	61
WEZS	Richm	11.6	10.9	13.3	0	36	61	39	42	58
WEZK	Knox	14.1	8.9	19.9	0.9	25	51	48	31	69
WHP-F	Harris	10.5	12.0	6.7	3.8	14	44	52	39	61
WGER	Sagin	12.5	10.1	8.3	2.0	24	55	43	40	60
WDBO-F	Orl	9.5	13.3	15.5	0	8	34	66	39	61
WHOO-F	Orl	10.6	11.9	14.9	0	21	52	48	35	65
WSPA-F	GreenSC	10.7	11.8	7.0	0	14	45	55	32	68
WGLD	Greensb	8.4	15.1	13.5	2.4	19	59	39	46	54
WIKY-F	Evans	12.8	9.8	15.9	0	20	49	51	32	68

COUNTRY

NATIONAL MEAN:		9.9	12.7	13.7	3.0	30.3	60.9	36.1	48.9	51.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WHN	NY	7.6	16.6	6.7	2.4	24	60	37	47	53
KLAC	LA	8.9	14.2	15.0	1.7	21	59	39	59	41
KSON	SD	8.9	14.2	11.3	2.3	45	84	14	67	33
WMAQ	Chi	6.4	19.8	5.9	2.4	28	55	43	54	46
WHBF	D-RI-M	10.5	12.0	16.4	0	20	35	65	35	65
WSNI	Phil	11.0	11.4	10.9	0.5	6	60	40	56	44
WXKW	A-B-E	11.8	10.7	10.7	5.9	26	59	35	47	53
WDEE	Det	7.7	16.3	9.9	2.6	31	53	44	44	56
WCXI	Det	8.6	14.7	10.5	1.3	28	76	23	52	48
KNEW	SF	7.3	17.3	13.0	4.0	24	68	28	59	41
KRAK	Sac	9.2	13.7	15.0	1.2	27	57	42	36	64
WIL-F	ST L	8.0	15.8	9.3	2.9	34	60	37	42	58
WHK	Cleve	8.8	14.3	14.5	1.2	17	52	47	44	56
WSLR	Akr	9.8	12.9	15.3	0	16	64	36	38	62
WFMS	Indy	10.5	12.0	12.3	4.0	29	72	24	46	54
WIRE	Indy	10.6	11.9	9.6	2.4	21	49	49	42	58
WMZQ	Wash	8.5	14.8	10.3	2.4	40	89	9	62	38
WPOC	Balt	10.4	12.1	12.4	3.8	44	73	23	39	61
KMPS-F	Sea	14.0	9.0	13.0	2.2	27	63	35	59	41
KBOX	D-FW	10.2	12.3	18.0	8.2	24	53	39	43	57
KSCS	D-FW	11.0	11.4	10.6	4.8	55	79	16	44	56
WBAP	D-FW	9.7	13.0	14.9	5.4	14	41	54	56	44
WBCS-F	Milw	10.1	12.5	5.2	4.3	42	79	17	60	40
WUBE-F	Cin	12.4	10.2	9.8	2.3	43	84	14	33	67
WDAF	KC	8.3	15.2	16.0	2.1	34	63	35	51	49
WDGY	M-SP	7.8	16.1	11.3	6.0	50	77	17	46	54
WMNI	Col 0	9.5	13.3	17.4	2.2	12	30	68	43	57
KWJJ	Port 0	8.3	15.1	17.4	1.0	25	58	41	54	46
KENR	Hou	8.8	14.3	17.6	0.7	39	76	23	50	50
KIKK-F	Hou	8.8	14.3	11.8	5.1	42	79	16	56	44
KLZ	Den	7.6	16.7	13.5	7.5	30	64	28	45	55
WPLO	Atl	7.0	18.0	6.3	2.7	33	72	25	49	51
KNIX-F	Phoe	9.4	13.5	12.8	3.8	39	68	28	48	52
WONE	Dayt	9.8	12.8	23.3	2.0	33	68	30	47	53
WAMZ	Lou	8.1	15.6	6.4	1.8	28	68	30	37	63
KEBC	Ok1 C	12.3	10.2	18.2	3.0	23	59	38	53	47
WMC	Memp	10.7	11.7	18.0	2.6	32	62	35	54	46
KKYX	SA	9.8	12.9	15.9	1.3	27	56	43	53	47
KVET	Aust	10.9	11.6	16.9	5.9	37	58	36	48	52
WTOD	Tol	9.3	13.5	9.0	0	27	63	37	50	50
KSO	DM	13.4	9.4	21.4	5.7	24	64	31	56	44
WSIX	Nash	9.7	13.0	13.8	0	12	51	49	37	63
WYDE	Birm	8.4	15.1	23.9	0	16	45	55	59	41
WQIK-F	Jkv11	7.7	16.3	9.4	11.1	39	65	24	44	56
WQYK	T-SP	11.2	11.3	11.4	2.3	27	49	49	47	53
WSUN	T-SP	7.2	17.5	7.8	0.8	14	39	60	60	40
WSOC-F	Char	11.1	11.3	17.8	1.9	42	76	22	54	46
WCMS-F	Norf	10.5	12.0	18.9	2.8	19	78	19	47	53
WCUZ	GR	6.3	20.0	5.0	2.3	11	45	53	51	49
KVOO	Tul	9.6	13.1	23.1	2.7	26	59	38	56	44

COUNTRY

NATIONAL MEAN:		9.9	12.7	13.7	3.0	30.3	60.9	36.1	48.9	51.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KFDI	Wich	9.8	12.9	16.6	1.6	23	49	49	53	47
KSSN	LR	14.1	8.9	15.8	10.6	47	70	19	48	52
WIVK-F	Knox	11.8	10.7	20.5	8.2	29	51	41	36	64
WIOV	Lancas	14.3	8.8	15.3	0	36	68	32	45	55
WKCQ	Sagin	10.4	12.1	10.1	12.9	29	48	39	52	48
KWKH	Shrev	9.3	13.6	17.1	1.7	12	30	68	39	61
WKSJ	Mobile	10.9	11.5	12.8	0	38	67	33	53	47
WOOO	Orl	8.5	14.8	13.0	1.7	21	53	45	46	54
WESC-F	GreenSC	10.8	11.7	11.2	0	39	73	27	54	46
WWNC	Ashe	13.2	9.5	12.5	0	15	39	61	42	58
WTQR	Win Sal	12.4	10.2	13.3	4.4	35	74	21	63	37
WWVA	Wheel	10.3	12.2	20.2	1.8	26	49	49	43	57
KFGO	Fargo	13.0	9.7	19.7	0	32	50	50	48	52

NEWS /INFO/TALK

NATIONAL MEAN:		8.0	15.8	7.9	1.2	13.3	33.1	55.7	46.8	53.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCBS	NY	6.5	19.3	6.7	0.7	15	36	63	51	49
WOR	NY	10.1	12.4	9.7	1.4	7	23	76	35	65
WINS	NY	5.5	22.7	8.3	2.6	16	36	61	49	51
WMCA	NY	8.1	15.5	4.7	2.1	13	32	66	44	56
KABC	LA	10.4	12.1	5.7	2.2	13	35	63	47	53
KFWB	LA	5.2	24.3	7.2	0.4	15	45	55	51	49
KNX	LA	6.4	19.7	6.6	0.7	10	28	71	46	54
KSDO	SD	7.6	16.6	3.7	2.6	16	29	68	44	56
WBBM	Chi	7.6	16.7	8.4	1.1	11	32	67	45	55
WIND	Chi	9.3	13.5	6.1	2.2	18	31	67	35	65
KYW	Phil	7.8	16.2	6.8	2.0	12	36	62	50	50
WCAU	Phil	6.8	18.6	6.6	3.4	16	39	58	38	62
WWDB	Phil	10.3	10.8	9.3	0	12	27	73	36	64
WWJ	Det	5.8	21.6	5.7	1.0	7	22	77	52	48
WXYZ	Det	8.8	14.3	5.6	1.9	18	28	70	38	62
KGO	SF	10.1	12.4	10.1.	0.3	12	32	68	41	59
KCBS	SF	6.6	19.1	6.9	0.3	10	30	70	53	47
KFBK	Sac	7.3	17.3	8.6	0	8	36	64	48	52
WEEI	Bost	8.5	14.9	9.8	1.8	9	24	74	42	58
WITS	Bost	6.9	18.2	4.4	1.3	15	43	56	61	39
WEAN	Prov	7.0	17.9	7.8	0	6	21	79	44	56
KMOX	ST L	11.9	10.6	13.6	2.0	14	41	57	46	54
WRC	Wash	6.0	20.9	11.5	0	13	38	62	43	57
WTOP	Wash	6.0	21.2	4.6	2.8	27	53	44	60	40
KIRO	Sea	7.4	17.1	10.9	2.2	23	52	46	58	42
KRLD	D-FW	6.8	18.6	6.5	1.6	17	47	52	49	51
WFAA	D-FW	8.9	14.2	6.5	3.0	21	43	54	47	53
WINZ	Miami	8.5	14.9	7.6	0	6	25	75	45	55
KYXI	Port O	5.4	23.2	6.3	0	19	40	60	52	48
KPRC	Hou	10.3	12.3	9.6	1.8	10	27	71	55	45

NEWS/INFO/TALK

NATIONAL MEAN:		8.0	15.8	7.9	1.2	13.3	33.1	55.7	46.8	53.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KTRH	Hou	9.9	12.7	13.2	2.3	5	28	70	37	63
WGST	Atl	6.7	18.8	5.3	0	34	50	50	50	50
KTAR	Phoe	7.8	16.2	10.7	1.8	10	31	67	54	46
WQBK	A-S-T	14.4	8.7	5.2	0	3	12	88	33	67
WPOP	Hart	6.2	20.3	6.0	2.1	11	32	66	54	46
WOAI	SA	8.1	15.6	12.4	1.3	17	42	57	57	43
WHO	DM	8.4	15.1	11.1	0	25	37	63	45	55
KQV	Pitt	7.2	17.6	5.8	0	4	29	71	39	61
WROC	Roch	6.6	19.1	8.2	0	11	28	72	62	38
WBBW	Young	11.9	10.6	14.1	0	4	15	85	37	63

BLACK/DISCO/JAZZ

NATIONAL MEAN:		9.3	13.5	18.9	24.3	51.5	65.5	10.2	41.3	58.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WKTU-F	NY	10.6	11.9	10.1	24	60	72	4	44	56
WBLN-F	NY	12.0	10.5	16.6	18	61	78	4	45	55
KIIS	LA	6.5	19.5	2.9	18	67	77	5	38	62
KUTE	LA	9.1	13.8	4.9	33	54	64	3	42	58
KDAY	LA	10.3	12.3	8.4	37	48	61	2	28	72
WBMX	Chi	9.2	13.7	10.8	21	60	75	4	42	58
WDAI	Chi	7.0	17.9	2.4	21	70	77	2	49	51
WVON	Chi	8.0	15.8	20.3	32	31	55	15	41	59
WCAU-F	Phil	7.6	16.5	7.1	12	67	78	10	41	59
WJLB	Det	7.1	17.7	8.0	32	31	44	24	38	62
WDRQ	Det	5.3	23.8	2.0	31	49	66	3	50	50
KDIA	SF	7.9	15.9	10.7	24	43	63	13	42	58
KSFX	SF	5.9	21.5	2.9	19	56	74	7	52	48
KSOL	SF	9.4	13.4	5.7	42	45	56	2	32	68
WXKS-F	Bost	9.9	12.7	12.8	27	54	62	11	50	50
KKSS	St L	8.7	14.5	8.7	14	74	85	1	47	53
WJMO	Cleve	10.9	11.5	23.5	21	45	70	9	34	66
WTLC	Indy	13.7	9.2	11.5	27	42	60	13	48	52
WYLD-A	NO	7.3	17.2	13.8	33	36	49	18	38	62
WHUR	Wash	10.6	11.9	6.9	8	77	89	3	49	51
WKYS	Wash	4.8	26.3	6.6	11	66	85	4	51	49
WOOK	Wash	10.0	12.6	8.2	33	52	64	3	48	52
WWIN	Balt	9.7	13.0	17.5	37	30	50	13	35	65
WXYV	Balt	9.8	12.8	11.5	18	64	76	6	50	50
KKDA-F	D-FW	8.2	15.4	8.3	27	61	73	0	49	51
KNOK-F	D-FW	8.9	14.2	15.5	21	62	71	8	38	62
WCIN	Cin	7.4	17.1	12.8	19	45	64	17	37	63
WBLK	Buff	12.1	10.4	17.6	20	39	50	30	49	51
WEDR	Miami	13.2	9.6	22.6	24	58	69	7	55	45
KMJQ	Hou	15.4	8.2	19.6	22	55	75	3	35	65
KTLK	Den	7.8	16.2	9.6	50	33	49	1	44	56
WAOK	Atl	7.0	17.9	5.6	19	40	58	23	39	61
WVEE	Atl	9.2	13.7	8.7	16	74	82	2	41	59
KXTC	Phoe	10.6	11.9	10.9	31	60	67	2	24	76
WDAO	Dayt	8.8	14.3	33.5	9	44	59	42	33	67
WLOU	Lou	12.9	9.7	11.0	27	42	60	13	37	63

BLACK/DISCO/JAZZ

NATIONAL MEAN:		9.3	13.5	18.9	24.3	51.5	65.5	10.2	41.3	58.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WLOK	Memp	9.7	12.9	6.7	25	41	65	10	35	65
WDIA	Memp	6.2	20.4	12.9	14	35	52	34	36	64
WAMO	Pitt	11.9	10.6	22.1	22	53	65	13	37	63
WENN-F	Birm	9.0	14.0	13.6	26	43	49	25	18	82
WPDQ	Jkvlle	14.2	8.9	25.3	24	58	70	6	54	46
WGIV	Char	8.2	15.5	19.6	18	45	60	22	24	76
WRAP	Norf	7.3	17.3	10.5	35	52	59	6	53	47
KOKA	Shrev	11.0	11.4	27.9	28	47	62	10	40	60
WBLX	Mobile	10.2	12.3	28.8	24	48	59	17	48	52

RELIGION/GOSPEL

NATIONAL MEAN:		9.9	12.7	9.7	1.7	17.5	45.2	53.1	29.8	70.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WWDJ	NY	6.9	18.4	7.0	0	19	56	44	63	37
KFAX	SF	6.5	19.3	17.3	0	6	11	89	9	91
WROL	Bost	7.3	17.4	2.1	0	17	33	67	42	58
WUST	Wash	13.3	9.5	10.9	6	10	40	54	29	71
KGDN	Sea	11.0	11.4	18.9	0	25	60	40	31	69
KWAM	Memp	13.9	9.1	0	0	15	43	57	22	78
WPIT	Pitt	7.8	16.3	5.5	0	0	46	54	39	61
WENN	Birm	10.9	11.6	8.9	7	27	42	51	14	86
WDAC	Lancas	8.7	14.5	15.5	0	21	63	37	33	67
KCIJ	Shreve	12.1	10.4	8.2	3	18	35	62	30	70
WPET	Greensb	10.4	12.1	12.1	3	34	68	29	16	84

SPANISH

NATIONAL MEAN:		18.2	6.9	25.0	4.2	35.8	63.8	32.0	34.9	65.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WADO	NY	13.4	9.4	24.1	3.1	18	58	39	40	60
WJIT	NY	12.7	9.9	17.8	11.1	38	69	20	33	67
KALI	LA	17.8	7.1	31.0	16.6	54	71	12	29	71
KLVE	LA	11.8	10.7	14.0	3.8	47	83	13	29	71
KWKW	LA	10.4	12.1	24.7	1.2	52	83	16	50	50
WOJO	Chi	24.3	5.2	27.5	0.8	50	59	40	51	49
WCMQ	Miami	28.4	4.4	23.4	0	28	55	45	31	69
WQBA	Miami	16.1	7.8	33.8	0.9	11	48	51	30	70
KEYH	Hou	33.9	3.7	30.0	0.4	61	84	16	33	67
KCOR	SA	17.6	7.2	37.6	3.1	16	53	44	37	63
KAMA	EP	13.9	9.0	11.6	5.1	19	39	56	21	79

CLASSICAL

NATIONAL MEAN:		7.5	16.7	6.7	1.5	29.9	60.5	38.0	49.1	50.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WQXR-F+	NY	6.3	19.9	7.4	0.8	20	50	49	48	52
WNCN	NY	5.9	21.5	0.4	0	38	63	37	51	49
KFAC-F	LA	7.2	17.5	4.7	2.1	24	52	46	47	53
KFSD	SD	8.7	14.5	6.7	3.2	29	46	51	31	69
WFMT-F+	Chi	6.0	20.9	10.1	0.7	24	57	42	56	44

CLASSICAL

NATIONAL MEAN:		7.5	16.7	6.7	1.5	29.9	60.5	38.0	49.1	50.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WFLN+	Phil	8.6	14.6	8.5	0.6	31	72	27	61	39
KDFC	SF	5.8	21.9	5.6	0	48	58	42	48	52
WCRB	Bost	6.9	18.3	5.9	1.2	43	68	31	44	56
WCLV	Cleve	8.5	14.8	22.3	1.4	29	68	31	49	51
WGMS+	Wash	7.6	16.5	5.7	1.5	27	69	29	60	40
KING-F	Sea	5.7	22.7	8.4	2.2	33	53	45	50	50
WFMR	Milw	7.9	15.9	2.3	1.9	28	57	41	52	48
WTMI	Miami	9.7	13.0	3.6	0	13	59	41	41	59
KLEF	Hou	5.6	22.6	3.8	3.0	30	67	30	62	38

THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows. The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average of all the stations in the group (12+, TSA, 1/4 HR).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work with and it's fun to study. If you think about it I think you will agree that it is quite accurate.

*Based on TSA, 12+, Mon-Sun, 6AM-MID.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

RANK	(A/M 78) RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
1.	(1)	ABC	8098	13	622.9	4.8	7.4	17.537	227.981
2.	(2)	CBS	7310	14	522.1	5.0	10.1	10.339	144.746
3.	(3)	Metromedia	5637	13	433.6	5.3	9.6	8.522	110.786
4.	(5)	NBC	3541	8	442.6	4.5	12.4	7.932	63.456
5.	(4)	RKO	5295	11	481.4	9.3	9.1	5.688	62.568
6.	(6)	Westinghouse	5203	9	578.1	16.6	7.6	4.582	41.238
7.	(17)	SJR	3824	10	382.4	9.6	11.0	3.621	36.210
8.	(8)	Bonneville	3816	11	346.9	15.9	7.7	2.833	31.163
9.	(7)	Cap Cities	5419	13	416.8	19.3	9.2	2.347	30.511
10.	(10)	Cox	3495	12	291.3	27.2	4.8	2.231	26.772
11.	(12)	Hearst	1573	6	262.2	16.3	3.7	4.348	26.088
12.	(9)	Century	1748	6	291.3	5.2	13.8	4.059	24.354
13.	(--)	Inner City	2384	7	340.6	3.9	27.9	3.130	21.910
14.	(13)	Taft	2633	12	219.4	25.8	5.3	1.605	19.260
15.	(14)	Gannett/Comb	2294	12	191.2	9.8	13.5	1.445	17.340
16.	(16)	Storer	1923	5	384.6	19.6	8.0	2.453	12.265
17.	(19)	Harte Hanks	1870	11	170.0	35.2	5.5	.878	9.658
18.	(18)	Sonderling	1866	11	169.6	12.5	15.5	.875	9.625
19.	(21)	GE	1654	8	206.8	33.1	5.3	1.179	9.432
20.	(23)	Plough	1662	10	166.2	20.2	9.0	.914	9.140
21.	(15)	LIN	1569	9	174.3	23.6	7.9	.935	8.415
22.	(22)	Nationwide	1351	7	193.0	25.4	6.6	1.151	8.057
23.	(26)	Golden West	1463	8	182.9	16.0	11.6	.985	7.880
24.	(24)	Malrite	1328	8	166.0	23.3	7.6	.937	7.496
25.	(27)	United	1170	8	146.3	11.0	14.9	.893	7.144

RANK	(A/M 78) RANK	GROUP	TOTAL		STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
			LISTENERS	STATIONS					
26.	(28)	WGN Cont	2205	6	367.5	53.2	6.5	1.063	6.378
27.	(17)	Fairbanks	1496	8	187.0	31.3	8.5	.703	5.624
28.	(31)	Group One	1146	8	143.3	34.0	6.3	.669	5.352
29.	(25)	Storz	1021	6	170.2	27.5	7.3	.848	5.088
30.	(29)	Meredith	1006	6	167.7	38.7	6.0	.722	4.332
31.	(--)	HefTel	1046	5	209.2	20.6	12.0	.846	4.230
32.	(37)	Insilco	998	8	124.8	38.8	6.3	.511	4.088
33.	(32)	Swanson	1029	7	147.0	43.8	6.3	.533	3.731
34.	(36)	Greater Media	1685	10	168.5	27.9	17.0	.355	3.550
35.	(33)	Gulf/Rahall	767	5	153.4	39.2	5.6	.699	3.495
36.	(40)	Starr/Shamrock	1081	8	135.1	25.6	12.3	.429	3.432
37.	(20)	Charter	705	5	141.0	16.2	13.0	.670	3.350
38.	(--)	Affiliated	729	6	121.5	28.7	7.7	.550	3.300
39.	(43)	Entercom	745	8	93.1	14.0	16.5	.403	3.224
40.	(39)	Kaye-Smith	924	9	102.7	36.9	8.1	.344	3.096
41.	(34)	Multimedia	1306	13	100.5	99.6	4.5	.224	2.912
42.	(35)	Susquehanna	1288	12	107.3	48.7	9.1	.242	2.904
43.	(45)	Rust	941	10	94.1	66.6	5.4	.262	2.620
44.	(42)	Outlet	897	6	149.5	31.3	12.2	.392	2.352
45.	(30)	Jefferson-Pil	1062	9	118.0	77.1	5.9	.259	2.331
46.	(47)	King	1043	9	115.9	41.0	10.9	.259	2.330
47.	(38)	Great Trails	603	7	86.1	35.0	9.1	.270	1.890
48.	(46)	Mid America	882	9	98.0	86.2	5.6	.203	1.827
49.	(49)	Federated	733	7	104.7	75.8	5.6	.247	1.729
50.	(--)	Hubbard	536	5	107.2	68.4	5.0	.313	1.565

AMERICA'S LEADING GROUPS-1/4 HOUR AVERAGES

<u>RANK</u>	<u>A/M 78 RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
1.	(1)	ABC	13	8098	622.9
2.	(2)	CBS	14	7310	522.1
3.	(6)	Metromedia	13	5637	433.6
4.	(4)	Capital Cit	13	5419	416.8
5.	(3)	RKO	11	5295	481.4
6.	(5)	Westinghouse	9	5203	578.1
7.	(14)	SJR	10	3824	382.4
8.	(7)	Bonneville	11	3816	346.9
9.	(9)	NBC	8	3541	442.6
10.	(8)	Cox	12	3495	291.3
11.	(15)	Taft	12	2633	219.4
12.	(--)	Inner City	7	2384	340.6
13.	(10)	Gannett/Comb	12	2294	191.2
14.	(11)	WGN Cont	6	2205	367.5
15.	(12)	Storer	5	1923	384.6
16.	(18)	Harte-Hanks	11	1870	170.0
17.	(13)	Sonderling	11	1866	169.6
18.	(17)	Century	6	1748	291.3
19.	(21)	Greater Media	10	1685	168.5
20.	(16)	Plough	10	1662	166.2
21.	(20)	GE	8	1654	206.8
22.	(24)	Hearst	6	1573	262.2
23.	(19)	LIN	9	1569	174.3
24.	(22)	Fairbanks	8	1496	187.0
25.	(23)	Golden West	8	1463	182.9
26.	(25)	Nationwide	7	1351	193.0
27.	(26)	Malrite	8	1328	166.0
28.	(28)	Multimedia	13	1306	100.5
29.	(27)	Susquehanna	12	1288	107.3
30.	(34)	United	8	1170	146.3
31.	(37)	Group One	8	1146	143.3
32.	(39)	Starr-Shamrock	8	1081	135.1
33.	(32)	Jeff-Pilot	9	1062	118.0
34.	(--)	Heftel	5	1046	209.2
35.	(35)	King	9	1043	115.9
36.	(33)	Swanson	7	1029	147.0
37.	(30)	Storz	6	1021	170.2
38.	(31)	Meredith	6	1006	167.7
39.	(48)	Insilco	8	998	124.8
40.	(36)	Rust	10	941	94.1

<u>RANK</u>	<u>A/M 78 RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
41.	(41)	Kaye-Smith	9	924	102.7
42.	(44)	Park	14	905	64.6
43.	(43)	Outlet	6	897	149.5
44.	(42)	Guy Gannett	8	887	110.9
45.	(40)	Mid America	9	882	98.0
46.	(45)	Gulf/Rahall	5	767	153.4
47.	(38)	Booth	9	749	83.2
48.	(55)	Entercom	8	745	93.1
49.	(47)	Federated	7	733	104.7
50.	(--)	Affiliated	6	729	121.5
51.	(29)	Charter	5	705	141.0
52.	(61)	Summit	8	610	76.3
53.	(51)	Great Trails	7	603	86.1
54.	(58)	Associated (Rust Craft)	10	592	59.2
55.	(66)	Bluegrass	8	569	71.1
56.	(46)	Tichenor	5	560	112.0
57.	(57)	EZ	5	556	111.2
58.	(52)	Lotus	10	546	54.6
59.	(65)	Great Empire	8	542	67.8
60.	(54)	Rollins	5	541	108.2
61.	(56)	Hubbard	5	536	107.2
62.	(62)	Stoner	7	506	72.3
63.	(49)	Rounsaville	6	503	83.8
64.	(64)	Stauffer	8	424	53.0
65.	(68)	Sterling	8	402	50.3
66.	(60)	Colum Pic Ind	5	390	78.0
67.	(59)	Gaylord	5	382	76.4
68.	(67)	Mooney	5	369	73.8
69.	(--)	Des Moines Reg	6	368	61.3
70.	(--)	Sudbrink	5	347	69.4
71.	(63)	McKenna	5	340	68.0
72.	(--)	Sunbelt	5	327	65.4
73.	(--)	Sandusky News	5	325	65.0
74.	(74)	McClatchy	7	295	42.1
75.	(78)	Beasley	7	286	40.9
76.	(--)	Stuart	5	278	55.6
77.	(69)	Bdcst Ent Net	5	276	55.2
	(73)	Newhouse	5	276	55.2
79.	(--)	KLUC Inc	5	275	55.0
80.	(70)	Midwest Family	8	244	30.5
81.	(71)	Bahakel	7	235	33.6
82.	(76)	Capitol	5	233	46.6
83.	(77)	Hatch	6	182	30.3
84.	(--)	Broadcast Asso	5	145	29.0

AMERICA'S LEADING GROUPS-WEEKLY 12+ CUME

<u>RANK</u>	<u>A/M 78 RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
1.	(1)	ABC	14,380,808	1,106,200
2.	(2)	CBS	12,978,840	927,000
3.	(4)	Westinghouse	9,586,700	1,065,200
4.	(3)	RKO	9,403,900	854,900
5.	(6)	Metromedia	8,486,900	652,800
6.	(5)	Capital Cities	7,963,200	612,600
7.	(7)	NBC	7,199,100	899,900
8.	(9)	Cox	5,315,000	442,900
9.	(8)	Bonneville	5,224,400	474,900
10.	(16)	SJR	4,926,100	492,600
11.	(10)	Gannett/Combined	4,032,300	336,000
12.	(13)	Taft	3,909,300	325,800
13.	(11)	WGN Continental	3,515,300	585,900
14.	(14)	Sonderling	3,109,200	282,700
15.	(--)	Inner City	2,951,900	421,700
16.	(12)	Storer	2,894,400	578,900
17.	(17)	Golden West	2,767,400	345,900
18.	(15)	LIN	2,759,300	306,600
19.	(23)	Harte-Hanks/South	2,697,000	245,200
20.	(20)	Greater Media	2,625,700	262,600
21.	(21)	Century	2,556,100	426,000
22.	(18)	Plough	2,537,800	253,800
23.	(19)	GE	2,519,900	315,000
24.	(24)	Hearst	2,450,600	408,400
25.	(25)	Fairbanks	2,327,800	291,000
26.	(29)	King	2,267,800	252,000
27.	(22)	Nationwide	2,222,100	317,400
28.	(26)	Storz	2,111,300	351,900
29.	(28)	Multimedia	2,047,100	157,500
30.	(30)	Malrite	1,986,600	248,300
31.	(31)	Jefferson-Pilot	1,966,700	218,500
32.	(34)	Starr/Shamrock	1,921,000	240,100
33.	(32)	Meredith	1,791,300	298,600
34.	(33),	Susquehanna	1,697,400	141,400
35.	(37)	Outlet	1,692,400	282,100
36.	(36)	Rust	1,629,200	162,900
37.	(40)	Group One	1,562,600	195,300
38.	(27)	Charter	1,559,700	311,900
39.	(49)	Insilco	1,529,600	191,200
40.	(35)	Swanson	1,508,500	215,500
41.	(44)	Park	1,483,800	106,000
42.	(39)	Kaye-Smith	1,481,500	164,600
43.	(38)	United	1,463,500	182,900
44.	(--)	Heftel	1,442,900	288,600
45.	(43)	Mid America	1,348,300	149,800
46.	(47)	Guy Gannett	1,336,600	167,100
47.	(42)	Booth	1,280,500	142,300
48.	(46)	Great Trails	1,193,900	170,600
49.	(--)	Entercom	1,172,100	146,500
50.	(41)	Gulf/Rahall	1,027,100	205,400

<u>BOOTH</u> (John Booth, II)		TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
MRBR-F	S. Bend	163	1867	1	135	ROCK
WJLB	Det	232	4117	12	5	BLACK
WMZK-F	Det	38	765	28	5	ETHNIC
MSGW	Saginaw	64	937	3	158	MOR
WIOG-F	Saginaw	9	299	12	158	AOR
WTOD	Toledo	79	963	7	51	COUNTRY
WKLR-F	Toledo	14	224	13	51	DISCO
WABQ	Cleve	30	655	22	17	BLACK
WZZP-F	Cleve	120	2978	13	17	ROCK
<u>BROADCAST ASSOC</u>						
KVEG	Las Vegas	34	492	7	100	COUNTRY
KFMS-F	Las Vegas	22	509	11	100	ROCK
KSET	E1 Paso	32	486	8	88	DISCO
KKJY	Alb	15	212	14	94	BTFL
KKJY-F	Alb	42	575	7	94	BTFL
<u>BDCST ENT NET (Ragen Henry)</u>						
WTAN	T-SP	34	541	20	24	BTFL
WOKF-F	T-SP	75	1101	15	24	DISCO
WAOK	At1	77	1414	14	18	BLACK
WGIV	Char	43	693	9	66	BLACK
WCIN	Cin	47	804	15	26	BLACK
<u>CAPITAL CITIES (Joe Daugherty)</u>						
WJR	Det	1091	17012	1	5	MOR
WJR-F	Det	275	4671	9	5	BTFL
KPOL	LA	85	2562	40	3	MOR
KZLA-F	LA	204	3438	24	3	SOFT AOR
WPRO	Prov	211	3762	2	44	CONTEMP
WPRO-F	Prov	198	3212	3	44	ROCK
WKBW	Buff	294	5030	1	27	ROCK
WPAT	NY	505	10348	19	1	BTFL
WPAT-F	NY	1070	11643	8	1	BTFL
WBAP	Ft Worth	954	11240	1	10	COUNTRY
KSCS-F	Ft Worth	299	3568	4	10	COUNTRY
WROW	Albany	149	2104	2	49	BTFL/MOR
WROW-F	Albany	84	1042	5	49	BTFL
<u>CAPITOL (Ken Johnson)</u>						
WKSJ	Mobile	8	128	11	91	COUNTRY
WKSJ-F	Mobile	79	907	2	91	COUNTRY
WKDX	Spartan	12	261	21	73	BLACK
WCAW	Char, WVA	68	994	2	146	COUNTRY
WVAF-F	Char, WVA	66	725	4	146	AOR
<u>CENTURY (Howard Grafman)</u>						
WLOO-F	Chi	736	8190	5	2	BTFL
WAIT	Chi	226	2743	17	2	BTFL
KSHE-F	St Louis	203	3239	6	12	AOR
WABX-F	Det	257	5108	10	5	AOR
KWST-F	LA	163	3438	27	3	AOR
KMEL-F	SF	163	2843	18	7	AOR
<u>CBS (Peter Lund, J. Robert Cole)</u>						
WCBS	NY	1442	27858	5	1	NEWS
WCBS-F	NY	752	14113	14	1	OLDIES/ROCK
KNX	LA	728	14332	4	3	NEWS
KNX-F	LA	355	6277	17	3	SOFT ROCK
WBMM	Chi	876	15703	4	2	NEWS
WBMM-F	Chi	227	1002	16	2	SOFT ROCK
KMOX	St Lou	985	10894	1	12	NEWS/TALK
KMOX-F	St Lou	120	2624	11	12	SOFT ROCK
WCAU	Phi1	418	7724	7	4	NEWS
WCAU-F	Phi1	317	5140	10	4	DISCO/JAZZ
WEEI	Bos	354	5581	7	6	NEWS
WEEI-F	Bos	231	3723	12	6	SOFT ROCK
KCBS	SF	433	7976	4	7	NEWS
KCBS-F	SF	72	1837	30,	7	CONTEMP
<u>COLUMBIA PICTURE IND (Fred Keshner)</u>						
WYDE	Birm	65	1039	9	47	COUNTRY
KCPX	SLC	87	1920	4	46	ROCK
KCPX-F	SLC	74	1476	6	46	ROCK
WVVA	Wheeling	155	1898	1	175	COUNTRY
WCPI-F	Wheeling	9	251	13	175	AOR

COMBINED COMMUNI (John Bayliss)				ENTERCOM (Joseph Field)				TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
TSA	AQH	CUME	RANK	TSA	AQH	CUME	RANK	AQH	CUME	RANK	MKT	FORMAT		
KIIS	LA	99	38	KBRG-F	SF	742	35	56	742	35	7	SPANISH		
KIIS-F	LA	327	18	WAYL	Minn-SP	1590	11	60	1590	11	15	MOR		
KSDO	SD	114	8	WAYL-F	Minn-SP	3090	4	223	3090	4	15	BTFL		
KEZL-F	SD	130	3	KLEF	Hou	761	23	33	761	23	11	CLASSICAL		
WWWE	Cleve	258	5	KIAC	Tacoma	1604	15	79	1604	15	19	ROCK		
WDOK-F	Cleve	204	7	KBRD-F	Tacoma	816	19	60	816	19	19	BTFL		
WYON	Chi	339	11	WEEP	Pitts	1909	11	136	1909	11	13	COUNTRY		
WGCI-F	Chi	198	20	WDSY	Pitts	1209	14	98	1209	14	13	COUNTRY		
WDEE	Det	179	17	EZ (Art Keller)										
WCZY-F	Det	248	11	WEZB-F	NO	881	15	40	881	15	34	DISCO		
KSD	St Lou	151	8	WEZC-F	Char	1634	4	149	1634	4	66	BTFL		
KCFM-F	St Lou	47	16	WJOL-F	Pitts	2777	6	192	2777	6	13	BTFL		
COX (Michael Kievman)				WEZR-F	Wash	1193	21	71	1193	21	8	BTFL		
WSB	At1	385	1	WEZS-F	Rich	1186	3	104	1186	3	68	BTFL		
WSB-F	At1	176	5	FAIRBANKS (James Hilliard)										
WLIF-F	Balt	229	4	WIBC	Ind	3989	1	302	3989	1	33	MOR		
WSOC	Char	50	8	WNAP-F	Ind	2582	5	176	2582	5	33	ROCK		
WSOC-F	Char	305	1	WVBF-F	Bos	6548	4	416	6548	4	6	ROCK		
WHIO	Dayt	180	2	WKOX	Bos	NO SHOW								
WHIO-F	Dayt	244	1	WZZD	Phil	3479	20	128	3479	20	4	MOR/AC		
KFI	LA	591	5	KVIL	Dallas	1192	18	58	1192	18	10	CONTEMP		
KOST-F	LA	382	13	KVIL-F	Dallas	4464	2	362	4464	2	10	CONTEMP		
WIOD	Miami	137	10	WJNO	W Palm	418	12	19	418	12	77	MOR		
WALA-F	Miami	165	6	WJNO-F	W Palm	606	6	35	606	6	77	ROCK		
WWSH-F	Phil	651	2	FEDERATED (John Dille, III)										
CHARTER (Russ Wittberger)				WYEZ-F	S. Bend	777	6	52	777	6	135	BTFL		
WDRQ-F	Det	170	18	WMEE	F Wayne	1517	4	74	1517	4	101	ROCK		
WMJX-F	Miami	90	19	WMEF-F	F Wayne	1372	3	111	1372	3	101	BTFL		
WOKY	Milw	148	6	WCUZ	GR	968	11	47	968	11	71	COUNTRY		
KSLQ-F	St Lou	228	5	WFFX-F	GR	1190	5	73	1190	5	71	AOR		
KCBQ	SD	69	17	WCKY	Cin	2278	4	204	2278	4	26	MOR		
DES MOINES REGISTER-TRIB (George Hager)				WWEZ-F	Cin	2093	6	172	2093	6	26	BTFL		
KYXI	Port	54	13	GUY GANNETT (Robert Gilbertson)										
KGON	Port	122	4	WINZ	Mia	3900	3	258	3900	3	21	NEWS		
KLAK	Den	42	18	WINZ-F	Mia	1336	25	68	1336	25	21	AOR		
KPPL	Den	57	14	WGAN	Port, M	1028	4	66	1028	4	174	MOR		
WIBA	Mad	55	4	WGAN-F	Port, M	1211	3	82	1211	3	174	BTFL		
WIBA-F	Mad	38	6											

<u>TSA</u>		<u>AQH</u>	<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
<u>GUY GANNETT (con't)</u>								
<u>WHYN</u>	Spring, MA	129	2325	2	72	CONTEMP		
<u>WHYN-F</u>	Spring, MA	178	1717	1	72	BTFI		BTFI
<u>WXLN-F</u>	Moline	39	485	9	101	AOR		COUNTRY
<u>KSTT</u>	Daven	67	1364	3	101	ROCK		SOFT ROCK
<u>GAYLORD</u>								
<u>KRKE</u>	Alb	66	1333	2	94	CONTEMP		OLDIES
<u>KRKE-F</u>	Alb	36	829	9	94	CONTEMP		SOFT ROCK
<u>WKY</u>	OKL C	145	3601	3	53	CONTEMP		MOR/AC
<u>KYTE</u>	Port	71	1882	9	35	CONTEMP		BTFI
<u>KLBB-F</u>	Port	64	1064	12	35	COUNTRY		BTFI
<u>GENERAL ELCTRIC</u>								
<u>KFOG-F</u>	SF	290	4244	7	7	BTFI		COUNTRY
<u>KOA</u>	Denver	222	4048	2	23	MOR/NEWS		AOR
<u>KOAQ-F</u>	Denver	85	2091	10	23	CONTEMP		MOR/AC
<u>WJIB-F</u>	Bos	532	6343	3	6	BTFI		BTFI
<u>WGY</u>	Schen	275	4146	1	49	MOR		COUNTRY
<u>WGFN-F</u>	Schen	83	1777	6	49	ROCK		ROCK
<u>WSIX</u>	Nash	36	811	11	54	MOR		COUNTRY
<u>WSIX-F</u>	Nash	131	1739	2	54	COUNTRY		BTFI
<u>GOLDEN WEST</u>								
<u>KMPC</u>	LA	515	10093	8	3	MOR		COUNTRY
<u>KSFO</u>	SF	240	4327	10	7	MOR		ROCK
<u>KVI</u>	Sea	146	2772	6	19	MOR		AOR
<u>KVI-F</u>	Sea	123	2207	8	19	ROCK		CONTEMP
<u>KEX</u>	Port	96	2279	8	35	MOR		AOR
<u>KQFM-F</u>	Port	23	539	18	35	CONTEMP		
<u>WCXI</u>	Det	195	2743	16	5	COUNTRY		MOR/AC
<u>WTWR-F</u>	Det	125	2714	19	5	CONTEMP		BTFI
<u>GREAT TRAILS (Alexander Williams)</u>								
<u>WKLO</u>	Louis	80	1873	7	42	CONTEMP		CONTEMP
<u>WCNS-F</u>	Louis	45	775	11	42	BTFI		MOR
<u>WCOL</u>	Columbus	83	2149	8	36	CONTEMP/AC		BTFI
<u>WXGT-F</u>	Columbus	123	2032	5	36	ROCK		MOR
<u>WING</u>	Dayton	115	2522	5	45	ROCK		ROCK
<u>WBCS</u>	Milw	31	865	21	22	COUNTRY		SOFT ROCK
<u>WBCS-F</u>	Milw	126	1723	7	22	COUNTRY		ROCK

GREATER MEDIA (Peter Bordes)

<u>TSA</u>	<u>AQH</u>	<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
<u>WGAY-F+</u>	Wash	393	4426	3	8		BTFI
<u>KHTZ-F</u>	LA	118	1933	34	3		COUNTRY
<u>WMJC-F</u>	Det	354	5758	4	5		SOFT ROCK
<u>WHND</u>	Det	80	1726	22	5		OLDIES
<u>WMGK-F</u>	Phil	255	4119	14	4		SOFT ROCK
<u>WPEN</u>	Phil	150	3696	19	4		MOR/AC
<u>WHEZ-F</u>	Hunt	52	631	5	124		BTFI
<u>WCTO-F</u>	NY	128	1948	32	1		BTFI
<u>WMGQ-F</u>	NY	94	1384	34	1		SOFT ROCK
<u>WTCR</u>	Hunt	61	636	3	124		COUNTRY

GROUP ONE (Roger Berk)

<u>TSA</u>	<u>AQH</u>	<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
<u>KLZ</u>	Denver	131	2306	7	23		COUNTRY
<u>KAZY-F</u>	Denver	173	1914	4	23		AOR
<u>WAKR</u>	Akron	133	2022	2	58		MOR/AC
<u>WAEZ-F</u>	Akron	47	856	10	58		BTFI
<u>WONE</u>	Dayton	147	2110	4	45		COUNTRY
<u>WTUE-F</u>	Dayton	157	1770	3	45		ROCK
<u>KBOX</u>	Dallas	151	1862	11	10		COUNTRY
<u>KMEZ-F</u>	Dallas	207	2786	9	10		BTFI

GULF UNITED

<u>TSA</u>	<u>AQH</u>	<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
<u>WVOJ</u>	Jk'ville	75	735	6	57		COUNTRY
<u>WNE</u>	Ind	169	3322	6	33		ROCK
<u>WFBQ-F</u>	Ind	217	2713	3	33		AOR
<u>WKAP</u>	Allen	57	839	7	63		CONTEMP
<u>KTXQ-F</u>	Dal-FW	249	2662	6	10		AOR

HARTE-HANKS (Bob Jones)

<u>TSA</u>	<u>AQH</u>	<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
<u>KOY</u>	Phoe	130	2328	5	28		MOR/AC
<u>KQYT-F</u>	Phoe	216	2412	1	28		BTFI
<u>WSGN</u>	Birm	106	2113	3	47		CONTEMP
<u>WRBQ-F</u>	Tampa	201	3245	4	24		ROCK
<u>WEZI-F</u>	Memphis	193	2260	3	43		BTFI
<u>KULF</u>	Hou	115	2528	15	11		MOR
<u>KYND-F</u>	Hou	327	3732	2	11		BTFI
<u>WRVA</u>	Rich	165	2509	2	68		MOR
<u>WRVQ-F</u>	Rich	265	2958	1	68		ROCK
<u>KMJK</u>	Port	43	611	15	35		SOFT ROCK
<u>WLCY</u>	Tampa	109	2274	10	24		ROCK

<u>HATCH</u>		<u>TSA AQH</u>		<u>TSA CUME</u>	<u>TSA RANK</u>	<u>MKT #</u>	<u>FORMAT</u>	<u>INSILCO (Richard Geismer)</u>		<u>TSA AQH</u>	<u>TSA CUME</u>	<u>TSA RANK</u>	<u>MKT #</u>	<u>FORMAT</u>
<u>HATCH (George Hatch)</u>														
KJOT-F	Boise	11	154	9	199	COUNTRY	WSSS-F	Hart	192	3139	2	37	MOR/BTFL	
KGEM	Boise	33	601	6	199	COUNTRY	WELI	New Hav	117	1451	1	55	MOR	
KGHL	Billings	13	447	2	268	MOR	WGSO	NO	59	1239	13	34	MOR/AC	
KALL	SLC	65	1259	7	46	AC	WQUE-F	NO	112	2265	4	34	ROCK	
KALL-F	SLC	49	940	9	46	CONTEMP	KTKO	OKL C	190	2339	1	53	MOR	
KIDX-F	Billings	11	126	7	268	COUNTRY	KZUE	OKL C	75	1358	8	53	ROCK	
HEARST							WVCG	Miami	92	1415	14	21	BTFL	
WBAL	Balt	344	4745	1	14	MOR	WYOR	Miami	161	2090	7	21	BTFL	
WIYY-F	Balt	279	3382	2	14	BTFL	<u>JEFFERSON-PILOT (Cullie Tarleton)</u>							
WISN	Milw	250	4600	3	22	MOR/AC	KIMN	Denver	194	4115	3	23	ROCK	
WLPX-F	Milw	207	2785	4	22	AOR	KIMN-F	Denver	70	1809	13	23	ROCK	
WTAE	Pitt	180	3894	8	13	AC	WQXI	At1	87	2369	10	18	ROCK	
WXKX-F	Pitt	313	5100	4	13	ROCK	WQXI-F	At1	198	3360	4	18	ROCK	
HEFTEL	(Tom Hoyt)						WBT	Char	282	4810	2	66	AC/MOR	
KGMB	Hono	112	2000	1	56	MOR	WBCY-F	Char	135	1924	5	66	ROCK	
WIKS	Ind	20	459	13	33	DISCO	WBIG	Greens	33	553	11	52	MOR/AC	
WLUP	Chi	580	7340	6	2	AOR	WWIL	Wilm,NC	28	238	3	214	BLACK	
WXKS	Bos	321	4371	9	6	DISCO	WHSL	Wilm,NC	35	489	2	214	ROCK	
WXKS-F	Bos	13	259	31	6	DISCO	<u>KAYE-SMITH</u>							
HUBBARD	(Stanley Hubbard)						KCKN	KC	32	764	14	29	COUNTRY	
WGTO	Lakeland	36	410	4	124	COUNTRY	KCKN-F	KC	90	1232	9	29	COUNTRY	
KSTP	Minn-SP	136	3407	9	15	CONTEMP	WUBE	Cin	34	617	17	26	COUNTRY	
KSTP-F	Minn-SP	220	3085	5	15	CONTEMP	WUBE-F	Cin	148	1488	8	26	COUNTRY	
KOB	Alb	98	1971	1	94	MOR	KXL	Port	136	1959	2	35	MOR	
KOB-F	Alb	46	768	6	94	MOR	KXL-F	Port	105	1569	7	35	BTFL	
INNER CITY							KJR	Sea	189	3795	4	19	ROCK	
WLIB	NY	137	1975	30	1	BLACK	KISW-F	Sea	99	1931	11	19	ROCK	
WBLS-F	NY	1611	17112	4	1	BLACK/DISCO	KJRB	Spokane	91	1460	1	114	ROCK	
WLBS-F	Det	73	1068	24	5	DISCO	KING							
KRE	SF	21	688	45	7	JAZZ	KYA	SF	120	4021	23	7	ROCK	
KBLX-F	SF	40	948	39	7	BLACK/DISCO	KYA-F	SF	179	3708	17	7	AOR	
KKTT	LA	78	1615	41	3	BLACK	WRTH	St Lou	136	2463	10	12	BTFL	
KUTE-F	LA	424	6113	12	3	DISCO	KGW	Port	241	4581	1	35	CONTEMP	
							KINK-F	Port	70	1289	10	35	AOR	
							KREM	Spokane	34	657	8	114	CONTEMP	
							KREM-F	Spokane	66	853	4	114	AOR	
							KING	Sea	135	3866	7	19	CONTEMP	
							KING-F	Sea	62	1240	18	19	CLASSICAL	

KLUC, INC		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	McCLATCHY (con't)			TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KMGX	Tuc	29	695	11	83	AC/MOR	KMJ-F	Fresno	14	343	16	84	CONT/AC	
KRQQ-F	Tuc	55	1010	3	83	ROCK	KBEE	Modesto	8	193	18	150	BTFL	
KZAP-F	Sacra	118	1476	4	41	AOR	KBEE-F	Modesto	20	268	10	150	BTFL	
KMJJ	LV	33	544	8	100	ROCK	KOH	Reno	25	387	4	191	MOR	
KLUC	LV	40	741	2	100	ROCK	KFBK	Sac	98	1574	7	41	NEWS	
							KAER-F	Sac	20	417	19	41	CLASS	
<u>LIN (Donald Peis)</u>														
WIL	St Lou	140	2414	9	12	COUNTRY	MCKENNA	(Jim McKenna)						
WIL-F	St Lou	161	2507	7	12	COUNTRY	KQRS A/F	Minn-SP	224	3102	3	15	AOR	
WBBF	Roch	97	2172	5	39	ROCK	WCMB	Harris	24	514	12	90	MOR	
WMJQ-F	Roch	152	1812	3	39	AOR	WSFM-F	Harris	60	891	6	90	ROCK	
WFIL	Phil	381	7417	8	4	CONTEMP/AC	WWQM	Madison	18	224	11	115	OLDIES	
WUSL-F	Phil	243	3368	15	4	BTFL	WWQM-F	Madison	14	404	12	115	ROCK	
KILT	Hous	196	4423	7	11	ROCK								
KILT-F	Hous	148	2757	11	11	ROCK	MEREDITH	(Richard Carr)						
KHFI-F	Austin	51	723	6	80	DISCO	WGST	Atl	86	1689	11	18	NEWS	
<u>LOTUS (Howard Kalmenson)</u>														
KRUX	Phoe	52	1182	13	28	ROCK	WPCH-F	Atl	139	2613	7	18	BTFL	
KTKT	Tucson	77	1480	1	83	ROCK	WOW	Omaha	335	5856	2	69	CONTEMP/AC	
KCEE-F	Yucson	36	480	9	83	BTFL	KEZO-F	Omaha	69	1178	6	69	ROCK	
KWKW	LA	164	2048	25	3	SPANISH	KCMO	KC	219	4734	4	29	AC/MOR	
KFSD-F	SD	63	916	18	20	CLASSICAL	KCEZ-F	KC	158	1843	6	29	BTFL	
KENO	LV	37	756	4	100	ROCK	<u>METROMEDIA (George Duncan)</u>							
KENO-F	LV	37	475	5	100	ROCK	KLAC	LA	432	6620	11	3	COUNTRY	
KONE	Reno	22	311	5	191	COUNTRY	KMET-F	LA	902	10697	2	3	AOR	
KVAR-F	SA	36	311	17	38	SPANISH	WNEW	NY	896	13466	11	1	MOR	
KOZZ-F	Reno	22	284	6	191	ROCK	WNEW-F	NY	727	10628	15	1	AOR	
MALRITE	(Carl Hirsch)						KNEW	SF	180	3240	16	7	COUNTRY	
WHK	Cleve	252	3522	6	17	COUNTRY	KSAN-F	SF	138	2823	21	7	AOR	
WMMS-F	Cleve	389	5367	1	17	AOR	WCBM	Balt	226	3923	3	14	MOR/AC	
WZUU	Milw	32	771	18	22	ROCK	WMET-F	Chi	146	4094	23	2	ROCK	
WZUU-F	Milw	163	3362	5	22	ROCK	WIP	Phil	532	7517	5	4	MOR	
WNYR	Roch	40	676	9	39	COUNTRY	WMMR-F	Phil	556	7512	3	4	AOR	
WEZO-F	Roch	223	2626	1	39	BTFL	WOMC-F	Det	293	3570	8	5	SOFT ROCK	
KEYE	Minn-SP	38	936	13	15	MOR	WASH-F	Wash	284	4132	4	8	CONTEMP	
KEYE-F	Minn-SP	191	2606	8	15	BTFL	KRLD	Dallas	325	6647	3	10	NEWS	

McCLATCHY

KMJ

Fresno 110

1550 +3

84 MOR

MID AMERICA (Burrell Small)										NATIONWIDE (Clark Pollack)											
TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	
AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	AQH	
CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	CUME	
RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	
MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	MKT	
FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	FORMAT	
KRVR-F	Moline	66	830	4	101	BTFL	WROC-F	Balt	197	2319	6	14	COUNTRY								
WQUA	Moline	34	871	11	101	MOR/AC	WGAR	Cleve	279	5855	4	17	CONT/MOR								
WTRX	Flint	38	842	12	76	CONTEMP	WKSW-F	Cleve	122	1671	12	17	BTFL								
WIRL	Peoria	45	1010	7	105	CONTEMP	WNCI-F	Columbus	276	4014	1	36	ROCK								
WSWT-F	Peoria	72	949	1	105	BTFL	WKTQ	Pitts	105	3186	12	13	ROCK								
KLOA	DM	115	2388	4	111	CONTEMP	WSHH-F	Pitts	334	4207	3	13	BTFL								
KNCK-F	DM	68	1092	5	111	ROCK	WLEE	Rich													
WIRE	Ind	195	2608	4	33	COUNTRY															
WXTZ-F	Ind	249	2893	2	33	BTFL															
<u>MIDWEST FAMILY</u>																					
WKKN	Rockford	10	214	12	140	COUNTRY	WSYR	Syr	130	1951	2	59	MOR								
WYFE-F	Rockford	26	410	7	140	AOR	WSYR-F	Syr	40	736	10	59	SOFT ROCK								
WISM	Madison	53	1044	5	115	ROCK	WTPA-F	Harris	29	589	11	90	? ? ?								
WISM-F	Madison	24	557	8	115	MOR	WAPI	Birm	30	857	16	47	MOR								
WYTL	Oshkosh	29	404	11	126	COUNTRY	WAPI-F	Birm	47	940	12	47	BTFL								
WOSH-F	Oshkosh	32	591	10	126	ROCK															
WITL	Lansing	17	357	12	85	COUNTRY	<u>NBC</u>														
WITL-F	Lansing	53	781	5	85	COUNTRY	WNBC	NY	917	23220	10	1	ROCK								
<u>MOONEY (George Mooney)</u>																					
WERC	Birm	49	1448	11	47	ROCK	WYNY-F	NY	504	7712	20	1	CONTEMP								
WKXX-F	Birm	174	2289	1	47	ROCK	WRC	Wash	110	2341	16	8	NEWS/TALK								
WBSR	Pensa	35	551	7	131	ROCK	WKYS-F	Wash	131	2947	14	8	DISCO								
WBYQ-F	Nash	62	994	8	54	ROCK	WMAQ	Chi	984	18434	3	2	COUNTRY								
WMAK	Nash	49	772	9	54	DISCO/ROCK	WKQX-F	Chi	150	3930	22	2	CONT/AC								
<u>MULTIMEDIA (Walt Bartlett)</u>																					
WVNC	Asheville	104	1181	1	189	COUNTRY	KNBR	SF	544	9876	2	7	MOR								
WFBC	Greenv	52	1008	8	73	MOR	KYUU-F	SF	201	3531	12	7	AC/MOR								
WFBC-F	Greenv	191	2389	1	73	CONTEMP	<u>OUTLET</u>														
WBIR	Knox	13	438	9	88	MOR	WJAR	Prov	122	2535	6	44	MOR								
WBIR-F	Knox	89	1516	7	88	COUNTRY	WDBO	Orl	89	1472	6	64	MOR								
KAAY	Lit Rock	124	2418	3	102	ROCK	WDBO-F	Orl	196	2271	1	64	BTFL								
WLPQ	Lit Rock	44	626	8	102	AOR	WTOP	Wash	199	4355	9	8	NEWS								
WEZW-F	Milw	271	2880	2	22	BTFL	KIQQ-F	LA	253	5575	22	3	ROCK								
WMAZ	Macon	58	886	2	151	MOR	WQRS	Det	38	716	29	5	CLASS								
WMAZ-F	Macon	109	1688	1	151	ROCK	<u>PARK (Roger Turner)</u>														
KEEL	Shreve	103	1900.	2	107	ROCK	KRSI	Minn-SP	30	741	14	15	COUNTRY								
KMBQ-F	Shreve	24	382	9	107	AOR	KFMX-F	Minn-SP	55	1179	12	15	CONTEMP								
WAKY	Lou	124	3159	6	42	ROCK	WHEN	Syr	174	3078	1	59	MOR								
							WONO-F	Syr	8	182	20	59	BTFL								
							WNCT	Green, NC	4	210	20	305	MOR								
							WNCT-F	Green, NC	40	583	6	305	BTFL								
							WNAX	Sioux F	63	1049	3	267	COUNTRY								
								Yank													

<u>PARK</u>	<u>(con't)</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>	
<u>ROUNSAVILLE (R.W. Rounsaville)</u>												
KWJJ	Port	118	1919	6	35	COUNTRY	Jkville	19	478	10	57	MOR
KJIB-F	Port	68	1121	11	35	BTFL	Jkville	60	1023	8	57	ROCK
WDEF	Chat	93	1015	2	96	MOR	Orl	41	1166	12	64	ROCK
WDEF-F	Chat	59	1079	3	96	BTFL	Orl	132	2142	2	64	ROCK
WTVR	Rich	18	344	13	68	BTFL	Nash	43	641	10	54	BLACK
WTVR-F	Rich	74	1005	4	68	BTFL	Tampa-SP208		2021	3	24	BTFL
KEZX-F	Sea	101	1333	10	19	BTFL						
<u>PLOUGH (H. Wayne Hudson)</u>												
WPLO	Atl	136	2298	8	18	COUNTRY	Alb	58	1801	9	49	ROCK
WVEE-F	Atl	154	2071	6	18	DISCO	Roch	206	3524	2	39	MOR
WCAO	Balt	176	3781	8	14	ROCK	Roch	75	1563	6	39	ROCK
WXYV-F	Balt	183	2311	7	14	DISCO	Troy	110	1937	4	49	ROCK
WJJD	Chi	246	3424	14	2	COUNTRY	Allen	78	1502	6	63	ROCK
WJEZ-F	Chi	200	2670	19	2	COUNTRY	Allen	99	1147	1	63	COUNTRY
WMPS	Mem	118	2265	6	43	COUNTRY	York	57	608	11	109	COUNTRY
WHRK-F	Mem	105	1583	8	43	DISCO	York	159	2348	1	109	ROCK
WSUN	Tamp-SP	185	3133	6	24	COUNTRY	Rich	34	896	9	68	MOR/AC
WQXM-F	Tampa-SP	159	1842	8	24	AOR	Rich	65	966	5	68	AOR
<u>RKO (Dwight Case)</u>												
WOR	NY	1906	24006	2	1	TALK	Tampa		NO SHOW		27	COUNTRY
WXLO-F	NY	676	14605	16	1	ROCK	Buff	49	696	10	27	COUNTRY
WRKO	Bos	366	8743	6	6	ROCK	Buff	46	451	11	39	NEWS
WROR	Bos	249	4265	10	6	CONTEMP	Roch	53	1010	7	39	BTFL
WGMS A/F	Wash	143	2454	11	8	CLASSICAL	Roch	34	869	12	39	RELIG
WXY-F	Mia	142	2456	9	21	OLD/CONTEMP	Pitts	40	733	17	13	? ?
WFYR-F	Chi	321	5350	12	2	OLDIES/AC	Pitts	20	527	21	13	COUNTRY
WHBQ	Minn	186	4035	4	43	CONTEMP	Phil	33	548	27	4	COUNTRY
KFRC	SF	498	10794	3	7	ROCK	Phil	272	3331	12	4	MOR
KHJ	LA	279	7109	21	3	ROCK	Steuben	27	419	2	192	ROCK
KRTH-F	LA	529	10222	6	3	OLDIES/AC	Steuben	18	314	3	192	ROCK
<u>ROLLINS (Paul Downs)</u>												
KDAY	LA	318	4096	19	3	BLACK	Sea	12	397	31	19	AOR
WAMS	Wilm	35	771	8	75	CONTEMP	Sea	72	942	16	19	AOR
WRAP	Norf	86	1490	8	50	BLACK	Den	97	1763	9	23	AOR
WCHS	Char WVA	73	1121	1	146	MOR	Phoe	8	190	26	28	OLDIES
WBES-F	Char WVA	29	321	7	146	BTFL	Phoe	136	1808	4	28	AOR
<u>RUST CRAFT (Ralph Becker)</u>												
WSOL	Tampa											
WWOL	Buff											
WMOR-F	Buff											
WROC	Roch											
WPXY-F	Roch											
WPIT	Pitts											
WPIT-F	Pitts											
WRCP	Phil											
WSNI-F	Phil											
WSTV	Steuben											
WRKY	Steuben											
<u>SANDUSKY NEWSPAPERS (Eric Hauenstein)</u>												
KZAM	Sea											
KZAM-F	Sea											
KBPI	Den											
KDKB	Phoe											
KDKB-F	Phoe											

SJR		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	STAUFFER (con't)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KRLY	Hous	146	2306	12	11	DISCO	KGNC	Amarillo	46	3	193	MOR
WKLS	At1	11	448	19	18	AOR	KGNC-F	Amarillo	40	4	193	BTFL
WKLS-F	At1	225	3075	3	18	AOR	KGBX	Spring, M021		6	168	MOR
WQAL-F	Cleve	286	3790	3	17	BTFL	STERLING	(Fred Danz)				
WKIU-F	NY	1928	23200	1	1	DISCO	KSJO-F	San Jose	95	4	32	AOR
WJIT	NY	530	5248	17	1	SPANISH	KXRX	San Jose	47	11	32	NEWS/TALK
WYSP	Phil	305	5813	11	4	AOR	KASH	Eug-Spr	22	8	144	ROCK
WUST	Wash	63	616	22	8	RELIG	KSND-F	Eug-Spr	28	6	144	ROCK
WJMD-F	Wash	218	2684	8	8	BTFL	KZOK	Sea	14	30	19	AOR
KNUS-F	Dallas	112	2081	14	10	ROCK	KZOK-F	Sea	163	5	19	AOR
SONDERLING (Egmont Sonderling)							KALE	Richlnd	19	4	239	CONTEMP
KDIA	Oak	218	3505	11	7	BLACK	KIOK-F	Richlnd	14	7	239	AOR
WOL	Wash	142	2162	12	8	BLACK	STONER	(Glenn Bell)				
WMZQ-F	Wash	166	2566	10	8	COUNTRY	KSO	DM	129	2	111	COUNTRY
WOPA	Chi	48	816	31	2	RELIG	KGGO-F	DM	44	9	111	AOR
WBMX-F	Chi	471	6505	8	2	BLACK	WVEZ-F	Louis	77	8	42	BTFL
WVRL	NY	98	2459	33	1	BLACK	WGNT	Hunting	59	4	124	MOR
WVVR-F	NY	266	5005	24	1	JAZZ	WNBF	Bing	71	3	118	MOR
WDIA	Mem	140	2625	5	43	BLACK	WQYT-F	Bing	100	1	118	BTFL
WQUD-F	Mem	71	1282	10	43	CONTEMP	KHAK+	Ced Rpd	26	6	188	COUNTRY
KIKK	Hous	42	1113	21	11	COUNTRY	STORER	(Peter Storer)				
KIKK-F	Hous	204	3054	6	11	COUNTRY	WLAK-F	Chi	465	9	2	BTFL
STARR/SHAMROCK (Bruce Johnson)							WLYF-F	Mia	340	2	21	BTFL
KXLR	Lit Rock	18	432	10	102	COUNTRY	WSPD	To1	125	3	51	MOR
KABL	SF	252	4719	9	7	BTFL	WHN	NY	892	12	1	COUNTRY
KABL-F	SF	187	3459	14	7	BTFL	WGWS	Mia	101	14	21	MOR
KUDL-F	KC	55	974	11	29	SOFT ROCK	STORZ	(Robert Storz)				
WBOK	NO	28	735	17	34	BLACK	WQAM	Mia	80	22	21	ROCK
KMGC-F	Dallas	76	1120	17	10	SOFT ROCK	WHB	KC	154	8	29	ROCK
WWWW-F	Det	409	6433	3	5	AOR	WDGY	Minn-SP	218	6	15	COUNTRY
KYOK	Hous	56	1338	17	11	BLACK	WTIX	NO	186	1	34	ROCK
STAUFFER (Jerry Holley)							KOMA	OKL C	132	4	53	ROCK
KARZ	Phoe	73	1314	10	28	MOR	KXOK	St Lou	251	3	12	Rock
KRNT	DM	56	1035	8	111	MOR						
KRNQ-F	DM	59	1089	7	111	ROCK						
WIBW	Topeka	91	1300	2	170	NEWS/MOR						
WIBW-F	Topeka	38	721	4	170	ROCK						

<u>STUART</u>	(R.W. Chapin)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>KFOR</u>	Lincoln 43	615	2	173	MOR	
<u>KFZ-F</u>	Lincoln 22	361	6	173	ROCK	
<u>KWTO</u>	Spring, MO 94	1799	3	168	COUNTRY	
<u>KWTO-F</u>	Spring, MO 08	1413	2	168	ROCK	
<u>KOEL</u>	Waterloo 11	195	9	212	COUNTRY	
<u>SUDBRINK</u>	(Robert Sudbrink)					
<u>WORJ-F</u>	Orl 98	1224	5	64	AOR	
<u>WORL</u>	Orl 50	538	10	64	DISCO	
<u>WNWS</u>	Mia 98	1757	15	21	NEWS	
<u>KFOI</u>	Hono 80	970	3	56	CONTEMP	
<u>KDUK-F</u>	Hono 21	636	16	56	DISCO	

SUMMIT (Richard Barron, Lee Wallenhaupt)

<u>WCOA</u>	Pensa 38	535	6	131	MOR	
<u>WJLQ-F</u>	Pensa 64	1009	2	131	ROCK	
<u>WSJS</u>	Win-Sa1 93	1529	4	52	MOR	
<u>WTQR-F</u>	Win-Sa1 194	2148	1	52	COUNTRY	
<u>WREC</u>	Mem 53	1413	12	43	MOR	
<u>WZXR-F</u>	Mem 107	1192	7	43	AOR	
<u>KOCY</u>	OKL C 21	527	13	53	COUNTRY	
<u>KXXY-F</u>	OKL C 40	502	12	53	AOR	
<u>SUNBELT</u>						
<u>KFYE</u>	Fresno 150	1997	1	84	ROCK	
<u>KQEO</u>	Albu 24	530	13	94	DISCO/CONT	
<u>KZZX-F</u>	Albu 63	947	5	94	ROCK	
<u>KVOR</u>	Col Spr 34	522	6	128	MOR	
<u>KSPZ-F</u>	Col Spr 56	757	4	128	ROCK	
<u>SUSQUEHANNA</u>	(John Herr)					
<u>WQBA</u>	Mia 225	1753	4	21	SPANISH	
<u>WQBA-F</u>	Mia 54	690	26	21	CONT/SPAN	
<u>WKIS</u>	Orl 58	996	8	64	MOR	
<u>WLTA-F</u>	At1 83	1410	13	18	MOR/BTFL	
<u>WFMS-F</u>	Ind 149	1840	7	33	COUNTRY	
<u>WHLO</u>	Akron 45	795	12	58	NEWS/TALK	
<u>WLQA-F</u>	Cin 90	1185	11	26	BTFL	
<u>WLQR-F</u>	Toledo 178	1866	2	51	BTFL	
<u>WARM</u>	Scran 136	2036	1	62	ROCK	

TAFT (Carl Wagner)

<u>WDAF</u>	KC 418	5468	1	29	COUNTRY	
<u>KYYS-F</u>	KC 232	2909	3	29	AOR	
<u>WGR</u>	Buff 234	4154	4	27	AC/MOR	
<u>WGRQ-F</u>	Buff 120	1831	6	27	AOR	
<u>WKRC</u>	Cin 175	3402	5	26	AC/MOR	
<u>WKRQ-F</u>	Cin 310	4456	2	26	ROCK	
<u>WTVN</u>	Colum 254	4066	2	36	AC/MOR	
<u>WLVQ-F</u>	Colum 143	1970	4	36	AOR	
<u>KQV</u>	Pitts 406	4709	9	13	NEWS	
<u>WDVE-F</u>	Pitts 151	2766	2	13	AOR	
<u>WDAE</u>	Tamp-SP 100	1751	11	24	AC/CONTEMP	
<u>WYNF-F</u>	Tamp-SP 90	1611	14	24	CONTEMP	
<u>TICHENOR</u>	(Ma1 Kasanoff)					
<u>KUNO</u>	Corp Chr 41	370	4	117	SPANISH	
<u>KGBT</u>	Harlin 221	1589	1	145	SPANISH	
<u>KELT-F</u>	Harlin 33	353	5	145	COUNTRY	
<u>KCOR</u>	San Ant 132	939	6	38	SPANISH	
<u>KQXT-F</u>	San Ant 133	1379	5	38	BTFL	

SUSQUEHANNA (con't)

<u>WSBA</u>	York 102	1695	4	109	MOR	
<u>WSBA-F</u>	York 89	1286	5	109	BTFL	
<u>KPLX-F</u>	Dall-FW 79	1422	16	10	BTFL	
<u>SWANSON</u>	(Gerock Swanson)					
<u>KLEO</u>	Wich 71	1492	5	97	ROCK	
<u>WBYU-F</u>	NO 160	1893	2	34	BTFL	
<u>KKNG-F</u>	OKL C 123	1497	7	53	BTFL	
<u>KRMG</u>	Tulsa 166	2571	2	65	MOR	
<u>KFJZ</u>	FW 51	1422	19	10	ROCK	
<u>KFJZ-F</u>	FW 232	3550	7	10	ROCK	
<u>KKXX</u>	San Ant 226	2660	2	38	COUNTRY	

<u>UNITED</u> (Richard Eaton)		<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
WINX	Wash	16	435	29	8	MOR
WOOK	Wash	261	3320	6	8	BLACK
WSID	Balt	38	756	19	14	BLACK
WLPL-F	Balt	62	1370	13	14	ROCK
WJMO	Cleve	139	1601	9	17	BLACK
WLYT-F	Cleve	30	1106	21	17	ROCK
KALI	LA	368	2600	15	3	SPANISH
KSOL	SF	256	3447	7	7	BLACK

<u>WESTINGHOUSE</u> (Richard Harris)		<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
WIND	Chi	506	7050	7	2	TALK/NEWS
WOWO	F Wayne	287	4709	1	101	MOR
WBZ	Bos	669	12216	1	6	MOR
WBZ-F	Bos	50	1626	25	6	CONTEMP
WINS	NY	1167	26940	7	1	NEWS
KDKA	Pitts	1035	14005	1	13	MOR
KDKA-F	Pitts	83	1804	16	13	BTFL
KYW	Phil	911	15288	1	4	NEWS
KFWB	LA	495	12229	9	3	NEWS

<u>WGN CONTINENTAL</u> (Sheldon Cooper)		<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
WGN	Chi	1507	22222	1	2	MOR/TALK
WICC	Bridge	109	1853	1	95	MOR
KDAL	Duluth	87	1014	1	139	MOR
KGNR	Sac	86	1663	9	41	MOR
KCTC-F	Sac	118	1185	4	41	MOR
WPIX-F	NY	298	7216	23	1	ROCK

<u>WICHITA GREAT EMPIRE</u> (Mike Lynch, Mike Oatman)		<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
KFDI	Mich	91	1373	2	97	COUNTRY
KFDI-F	Mich	28	530	9	97	COUNTRY
KWKH	Shreve	128	1953	1	107	COUNTRY
KROK-F	Shreve	77	1018	4	107	ROCK
KYNN	Omaha	57	691	8	69	COUNTRY
KYNN-F	Omaha	6	217	12	69	COUNTRY
KTTS	Spr, MO	31	571	5	168	COUNTRY
KTTS-F	Spr, MO	124	1187	1	168	COUNTRY

PER CAPITA ANALYSIS OF REVENUE AND PROFITABILITY

The following tables take a different approach to the analysis of a radio market's revenue and profitability. The analysis is made on a per capita basis.

Table # 1 examines total per capita. The total revenue for the market is divided by the SMSA population. The revenue figures for this table (and other tables) were extracted from the FCC financial data for 1977. Where available the revenue from independent FM's are added to the figures for AM and AM/FM combinations. Unfortunately, the data for independent FM's (and for FM's reported separately from their co-owned AM's) is not available in many smaller markets.

Table # 2 considers the profitability of the markets rated by Arbitron in Oct/Nov 78. The methodology is the same as in Table # 1. Table # 3 examines the amount of national/regional business which was placed in the Oct/Nov markets.

The figures for the other markets can be found in the Individual Market Reports.

IMPORTANT NOTE: This table uses population figures based upon the Standard Metropolitan Statistical Area (SMSA). In American Radio 78 I used the Arbitron metro population figures. Thus comparisons may be misleading. From now on the SMSA figures will be used so comparisons between years will be valid.

TABLE # 1: TOTAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Casper	\$26.41	1. Stockton	\$3.80
2. Fargo	23.82	2. Bridgeport	3.89
3. Cedar Rapids	22.83	3. Worcester	3.92
4. Anchorage	21.76	4. Lancaster	4.50
5. Lincoln	20.70	5. Reading	5.08
6. Amarillo	18.98	6. Springfield, MA	5.43
7. Billings	18.55	7. Lakeland	5.49
8. Des Moines	18.38	8. Saginaw	5.56
9. Wheeling	18.37	9. Lansing	5.82
10. Wichita	18.19	10. Melbourne-Titus-Coc	5.93
11. Lubbock	18.05	11. Binghamton	5.97
12. Great Falls	17.99	12. New Haven	6.02
13. Springfield, MO	17.78	13. Tallahassee	6.35
14. Sioux Falls	17.19	14. Steubenville	6.47
15. Charlotte	16.71	15. Wilmington, DE	6.73
16. Topeka	16.15	16. Youngstown	6.89
17. Little Rock	16.13	17. Hartford	7.01
18. Waterloo-Cedar Fl	15.67	18. Green-NB-Wash, NC	7.07
19. Fort Wayne	15.21	19. Utica	7.18
20. Raleigh	15.02	20. Wilmington, NC	7.28

TABLE # 2; PROFIT PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Casper	\$6.10	1. Tallahassee	\$-3.76
2. Wheeling	4.90	2. Pueblo	-2.41
3. Madison	3.87	3. Boise	-2.04
4. Columbus, Ohio	3.28	4. Columbus, GA	-1.82
5. Indianapolis	2.94	5. Honolulu	-1.76
6. Atlanta	2.81	6. El Paso	-1.45
7. Los Angeles	2.79	7. Springfield, MA	-1.36
8. Houston	2.75	8. Savannah	-1.27
9. Minneapolis-St P	2.65	9. Lynchburg	-1.22
10. Richland-Kenne	2.57	10. Shreveport	-1.19
11. Waterloo-Ced Fall	2.50	11. Daytona Beach	-1.18
12. Cedar Rapids	2.49	12. Melbourne-Tit-Coc	-1.15
13. Fargo	2.44	13. Worcester	-1.10
14. Fort Wayne	2.43	14. Beaumont	-1.06
15. Denver	2.37	15. Waco	- .97
16. Lexington	2.21	16. West Palm Beach	- .88
17. Dayton	2.20	17. Colorado Springs	- .87
18. Lincoln	2.19	18. Albuquerque	- .82
19. Lafayette, LA	2.18	19. McAllen-Brownsville	- .72
20. Baltimore	2.14	20. Utica	- .58

TABLE # 3; NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. San Francisco	\$5.62	1. South Bend	\$.54
2. Wheeling	5.35	2. Pensacola	.56
3. Casper	5.18	3. Allen-Beth-Easton	.57
4. Waterloo-Ced Fall	4.88	4. Appleton-Oshkosh	.60
5. Cedar Rapids	4.70	5. Wilmington, Del	.62
6. Sioux Falls	4.63	6. Bridgeport	.65
7. Los Angeles	4.36	7. McAllen-Brownsville	.72
8. Portland, Ore	3.90	8. Lexington	.83
9. Charlotte	3.73	New Haven	.83
10. Fargo	3.71	10. Saginaw	.85
11. Spokane	3.60	Lynchburg	.85
12. Seattle	3.56	12. Utica	.86
13. Corpus Christi	3.55	13. Binghamton	.88
14. Fresno	3.53	14. Huntington	.89
15. Des Moines	3.50	15. Charleston, SC	.91
16. Omaha	3.33	16. Lancaster	.92
17. Phoenix	3.32	17. Atlantic City	.94
18. St. Louis	3.31	18. Worcester	.96
19. Washington	3.30	Huntsville	.96
20. Tucson	3.20	20. Stockton	.98
Miami	3.20		

TABLE # 4: PROFIT MARGIN-LEADING MARKETS*

1. Columbus, Ohio	27.1%	11. Lansing	20.8
2. Wheeling	26.7	Flint	20.8
3. Madison	25.9	13. Indianapolis	20.7
4. Minneapolis-St. P	25.2	14. Dayton	20.1
5. Casper	23.1	15. Los Angeles	19.8
6. Houston	22.7	16. Harrisburg	19.6
7. Cedar Rapids	22.4	17. York	19.3
8. Atlanta	21.9	18. Lafayette, LA	19.2
9. Wilmington, Del	21.8	19. Omaha	18.9
10. Baltimore	21.5		

*Calculated by dividing a market's income by its gross revenue. The resulting percentage is the margin.

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Apr/May 79. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-12MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-MID. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 78 CPM)</u>
Akron	391	\$153.63	\$2765.34	\$3.93	(3.34)
Albany-Schen-Troy	734	244.75	4405.50	3.33	(2.73)
Albuquerque	337	153.38	2760.84	4.55	(2.94)
Allen-Beth-Easton	469	102.33	1841.94	2.18	(1.95)
Altoona	166	52.65	947.70	3.17	(2.70)
Amarillo	244	66.50	1197.00	2.73	(3.07)
Anaheim	183	154.65	2783.70	8.45	(7.38)
Anchorage	171	92.00	1656.00	5.38	(4.81)
Appleton-Oshkosh	251	64.50	1161.00	2.57	(2.35)
Asheville	227	59.30	1067.40	2.61	(2.78)
Atlanta	1331	390.00	7020.00	2.93	(3.22)
Atlantic City	160	75.00	1350.00	4.69	-----
Augusta	266	71.50	1287.00	2.69	(2.46)
Austin	394	104.25	1876.50	2.65	(2.44)
Bakersfield	239	68.94	1240.92	2.88	(2.42)
Baltimore	1298	375.13	6752.34	2.89	(2.22)
Baton Rouge	467	79.75	1435.50	1.71	(1.86)
Beaumont	271	70.28	1265.04	2.59	(1.84)
Billings	149	48.01	864.18	3.22	(3.39)
Binghampton	315	86.00	1548.00	2.73	(2.69)
Birmingham	592	190.71	3432.78	3.22	(3.23)
Bloomington, Il (4 sta)	135	74.25	1336.50	5.50	(5.42)
Boise	203	46.75	841.50	2.30	(2.11)
Boston	2622	686.87	12,363.66	2.62	(2.20)
Bridgeport	345	130.50	2349.00	3.78	(2.38)
Buffalo	1275	312.97	5633.46	2.45	(2.41)
Burling-Platts	278	59.50	1071.00	2.14	(2.01)
Canton	269	82.34	1482.12	3.06	(2.95)
Casper	82	58.07	1045.26	7.08	----
Cedar Rapids	342	104.50	1881.00	3.06	(2.64)
Charleston, SC	332	110.13	1982.34	3.32	(2.50)
Charleston, WV	321	122.00	2196.00	3.80	(3.17)
Charlotte	1049	311.46	5606.28	2.97	(2.47)
Chattanooga	402	135.03	2430.54	3.36	(2.28)
Chicago	5468	914.37	16,458.66	1.67	(1.46)
Cincinnati	1311	285.75	5143.50	2.18	(2.31)
Cleveland	1511	412.25	7420.50	2.73	(2.16)
Colorado Springs	298	77.00	1386.00	2.58	(1.91)
Columbia, SC	381	121.80	2192.40	3.20	(2.53)
Columbus, GA	269	52.23	940.14	1.94	(2.13)
Columbus, OH	1000	336.25	6052.50	3.36	(2.82)
Corpus Christi	254	74.00	1332.00	2.91	(2.40)
Dallas-Ft Worth	2257	587.50	10,575.00	2.60	(1.89)
Daven-Rock Is-Moline	373	152.20	2739.60	4.08	(3.97)
Dayton	843	271.63	4889.34	3.22	(3.20)
Daytona Beach	143	47.00	846.00	3.29	(3.93)
Denver	1021	367.38	6612.84	3.60	(3.17)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 78 CPM)</u>
Des Moines	739	\$161.66	\$2909.88	\$2.19	(2.70)
Detroit	2603	580.95	10,457.10	2.23	(1.64)
Duluth	329	79.53	1431.54	2.42	(2.17)
El Paso	299	80.56	1450.08	2.69	(2.25)
Erie	269	93.00	1674.00	3.46	(2.85)
Eugene-Spr	204	80.25	1444.50	3.93	(3.36)
Evansville	363	108.85	1959.30	3.00	(3.32)
Fargo	313	120.75	2173.50	3.86	(4.29)
Fayetteville	229	55.35	996.30	2.42	(1.98)
Flint	297	127.50	2295.00	4.29	(3.55)
FT Lauderdale (3 sta)	205	112.10	2017.80	5.47	
FT Wayne	663	188.38	3390.84	2.84	(2.37)
Fresno	591	117.75	2119.50	1.99	(2.41)
Grand Rapids	658	184.25	3316.50	2.80	(2.44)
Great Falls	145	42.44	763.92	2.93	(3.32)
Green Bay	380	71.20	1281.60	1.87	(2.45)
Greensboro-WS	588	207.75	3739.50	3.53	(3.24)
Green-N Bern-Wash NC	304	42.25	760.50	1.39	(1.21)
Greenville, SC	561	171.75	3091.50	3.06	(2.44)
Harrisburg	389	142.83	2570.94	3.67	(3.05)
Hartford	1338	375.00	6750.00	2.80	(2.15)
Honolulu	430	99.00	1782.00	2.30	(1.89)
Houston	1660	520.25	9364.50	3.13	(2.99)
Huntington	370	92.33	1661.94	2.50	(2.31)
Huntsville	231	61.91	1114.38	2.68	(2.61)
Indianapolis	1139	323.50	5823.00	2.84	(2.82)
Jackson, MS	466	90.50	1629.00	1.94	(1.70)
Jacksonville	577	215.38	3876.84	3.73	(2.59)
John City-Kings-Bris	261	79.80	1436.40	3.06	(1.96)
Kalamazoo	196	102.25	1840.50	5.22	(4.23)
Knoxville	736	111.75	2011.50	1.52	(1.42)
Lafayette, LA	297	63.98	1151.64	2.15	(1.46)
Lakeland	146	53.38	960.84	3.66	(2.69)
Lancaster	198	72.25	1300.50	3.65	(4.53)
Lansing	312	84.84	1526.40	2.72	(2.17)
Las Vegas	205	75.04	1350.72	3.66	(2.61)
Lexington	415	86.00	1548.00	2.07	(1.74)
Lincoln	170	85.75	1543.50	5.04	(4.30)
Little Rock	626	128.75	2317.50	2.06	(1.73)
Los Angeles	4243	728.48	13,112.64	1.72	(1.68)
Louisville	799	179.50	3231.00	2.25	(2.51)
Lubbock	255	52.75	949.50	2.07	(1.93)
Lynchburg	133	50.79	914.22	3.82	(3.11)
Macon	298	61.72	1110.96	2.07	(1.86)
Madison	377	95.07	1711.26	2.52	(2.67)
Manchester	123	76.50	1377.00	6.22	(4.61)
McAllen-Browns	436	76.38	1374.84	1.75	(1.92)
Medford	161	31.34	564.12	1.95	(2.26)
Melbourne-Titus-Cocoa	139	44.10	793.80	3.17	(3.54)
Memphis	935	310.75	5593.50	3.32	(3.15)
Miami	1385	327.31	5891.58	2.36	(2.14)
Milwaukee	1298	269.75	4855.50	2.08	(2.19)
Minneapolis-St Paul	2151	430.50	7749.00	2.00	(1.73)
Mobile	434	110.91	1996.38	2.56	(2.30)
Modesto	142	58.81	1058.58	4.14	(4.82)
Montgomery	275	81.25	1462.50	2.95	(1.77)
Nashville	655	184.63	3323.34	2.82	(3.02)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 78 CPM)</u>
Nassau-Suffolk	634	\$166.00	\$2988.00	\$2.62	(2.39)
New Bedford (4 sta)	148	38.00	684.00	2.57	(3.04)
New Haven (4 sta)	337	188.65	3395.70	5.60	(4.33)
New Orleans	686	222.63	4007.34	3.24	(3.28)
New York	8516	1302.51	23,445.18	1.53	(1.10)
Norfolk	691	173.00	3114.00	2.50	(2.15)
NE PA	469	128.25	2308.50	2.73	(1.62)
Oklahoma City	771	203.01	3654.18	2.63	(2.21)
Omaha	943	202.50	3645.00	2.15	(1.99)
Orlando	667	223.03	4014.54	3.34	(2.33)
Pensacola	250	89.25	1606.50	3.57	(2.78)
Peoria	305	100.50	1809.00	3.30	(3.15)
Philadelphia	3187	470.93	8476.74	1.48	(1.73)
Phoenix	808	274.75	4945.50	3.40	(2.45)
Pittsburgh	2342	416.00	7488.00	1.78	(1.48)
Portland, ME	422	110.00	1980.00	2.60	(2.23)
Portland, OR	753	262.81	4730.58	3.49	(2.84)
Providence	941	273.25	4918.50	2.90	(1.85)
Pueblo	117	41.70	750.60	3.56	(3.85)
Raleigh	746	214.13	3854.34	2.87	(2.44)
Reading (4 sta)	201	79.00	1422.00	3.93	(3.33)
Reno	168	57.50	1035.00	3.42	(1.91)
Richland, Wash	129	41.50	747.00	3.22	-----
Richmond	673	226.50	4077.00	3.37	(3.39)
Roanoke	434	107.46	1934.28	2.48	(2.40)
Rochester	785	284.50	5121.00	3.62	(3.20)
Rockford	212	91.50	1647.00	4.32	(4.57)
Sacramento	649	239.25	4306.50	3.69	(3.34)
Saginaw	330	82.67	1488.06	2.51	(1.90)
St. Louis	1999	365.00	6570.00	1.83	(1.88)
Salinas-Seaside	257	60.50	1089.00	2.35	(2.25)
Salt Lake City	548	153.63	2765.34	2.80	(2.67)
San Antonio	976	251.75	4531.50	2.58	(2.18)
San Diego	732	188.75	3397.50	2.58	(3.43)
San Francisco	2587	620.74	11,173.32	2.40	(2.09)
San Jose	581	275.50	4959.00	4.74	(3.20)
Sarasota	180	101.25	1822.50	5.63	-----
Savannah	296	85.59	1540.62	2.89	(3.21)
Seattle	1088	320.00	5760.00	2.94	(2.33)
Shreveport	501	107.13	1928.34	2.14	(2.12)
Sioux Falls	285	100.46	1808.28	3.52	(2.93)
South Bend	422	76.35	1374.30	1.81	(1.81)
Spokane	359	90.10	1621.80	2.51	(3.42)
Springfield, Mass	497	145.00	2610.00	2.92	(2.34)
Springfield, MO	400	67.70	1218.60	1.69	-----
Steubenville (4 sta)	68	40.55	729.90	5.96	-----
Stockton	123	65.50	1179.00	5.33	(5.04)
Syracuse	526	207.88	3741.84	3.95	(2.89)
Tallahassee	169	51.87	933.66	3.07	(2.51)
Tampa-St Pete	1030	325.69	5862.42	3.16	(2.32)
Terre Haute	191	70.75	1273.50	3.70	(3.73)
Toledo	701	181.55	3267.90	2.59	(2.41)
Topeka	243	84.81	1526.58	3.49	(2.77)
Tucson	297	93.75	1687.50	3.16	(2.18)
Tulsa	666	158.25	2848.50	2.38	(1.97)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 78 CPM)</u>
Utica	288	\$120.00	\$2160.00	\$4.17	(3.74)
Waco	217	67.53	1215.54	3.11	(2.87)
Washington	1940	561.50	10,107.00	2.89	(2.70)
Waterloo	207	68.25	1228.50	3.30	(2.96)
West Palm Beach	337	112.75	2029.50	3.35	(2.47)
Wheeling	305	86.25	1552.50	2.83	(2.55)
Wichita	427	121.85	2193.30	2.85	(2.39)
Wichita Falls	188	63.00	1134.00	3.35	(3.30)
Wilmington, DE	335	95.66	1721.88	2.86	(3.41)
Wilmington, NC	146	39.25	706.50	2.69	-----
Worcester	428	116.50	2097.00	2.72	(2.72)
Yakima	175	42.05	756.90	2.40	(2.33)
York	466	107.50	1935.00	2.31	(1.95)
Youngstown	551	128.50	2313.00	2.33	(2.24)
TOTALS	115677	\$30,129.42	\$542,329.56	\$2.60	(\$2.25)

MOST EXPENSIVE MARKETS

1. Anaheim*	\$8.45
2. Casper	7.08
3. Manchester	5.96
4. Steubenville	5.96
5. Sarasota	5.63
6. New Haven	5.60
7. Bloomington, Ill	5.50
8. Anchorage	5.38
9. Stockton	5.33
10. Kalamazoo	5.22
11. Lincoln	5.04
12. San Jose	4.74
13. Atlantic City	4.69
14. Albuquerque	4.55
15. Rockford	4.32

LEAST EXPENSIVE MARKETS

1. Greenville, NC	\$1.39
2. Philadelphia	1.48
3. Knoxville	1.52
4. New York	1.53
5. Springfield, MO	1.69
6. Baton Rouge	1.71
7. Los Angeles	1.72
8. McAllen-Brownsville	1.75
9. Pittsburgh	1.78
10. South Bend	1.81
11. St. Louis	1.83
12. Jackson, Miss	1.84
13. Green Bay	1.87
14. Medford	1.95
15. Minneapolis-St P	2.00

*Orange County only

A/M 79 CPM (171 Markets):	\$2.60	(15.56% increase over A/M 78)
O/N 78 CPM (80 Markets):	\$2.35	(10.85% increase over O/N 77)
A/M 78 CPM (168 Markets):	\$2.25	(8.17% increase over A/M 77)
O/N 77 CPM (74 Markets):	\$2.12	
A/M 77 CPM (164 Markets):	\$2.08	

RADIO REPS AND THEIR LEADING GROUPS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten up to seven stations/reps were listed; in 100+ markets only two stations/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations to a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOTAL
1. Katz	5	8	20	16	9	9	10	77
2. Eastman	5	3	23	12	5	11	4	63
Mc-Guild	5	6	12	10	10	14	6	63
4. Torbet	5	5	9	12	14	11	5	61
5. Blair	8	2	24	9	3	3	3	52
6. Christal	4	5	9	7	1	3	-	29
Buckley	3	4	5	6	3	7	1	29
8. Selcom	2	2	6	5	5	5	3	28
9. Masla	2	1	2	1	3	3	4	16
10. HR/Stone	-	-	5	2	4	1	3	15
CBS Spot	8	4	2	1	-	-	-	15
12. RAR	5	4	1	-	-	1	-	11
13. MMR	3	2	4	1	-	-	-	10
14. RKO	3	2	3	1	-	-	-	9
Howard	1	-	2	-	2	3	1	9
16. PRO	-	-	1	2	-	2	3	8

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figures in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE # 2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOTAL
1. Katz	1	-	4	4	4	7	10	29
2. Torbet	1	1	3	1	6	8	5	25
3. Eastman	2	-	4	7	1	6	4	24
4. Mc-Guild	-	2	1	2	4	6	7	22
5. Blair	1	1	6	4	-	2	3	17
6. Masla	1	-	-	-	1	2	4	8
7. Buckley	1	-	-	1	-	4	1	7
Christal	-	1	4	1	-	1	-	7
RAR - 5 stations HR/Stone, PRO - 4 stations CBS, Selcom - 3 stations								

MUSIC SYNDICATORS AND CONSULTANTS

This table gives an indication as to how well the leading music programmers are doing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. All of the listed programmers sent me their lists except for Schulke.

TOTAL 1/4 HR LISTENERS

<u>Programmer</u>	<u>Stations</u>	<u>Listeners</u>
1. Burkhart-Abrams	57	8298
2. Schulke	59	8333
3. Bonneville	76	7081
4. TM	104	5096
5. FM 100	40	3769
6. Drake-Chen	69	2522
7. Churchill	4	655
8. Radio Arts	19	396
9. Centruy 21	17	391
10. KalaMusic	6	155
11. Musicworks	4	59

<u>Programmer</u>	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVE PER STATION</u>	<u>AVG SHARE</u>
<u>Schulke</u>	BTFL	59	8333	141	9.14
<u>Bonneville</u>	BTFL	56	6397	114	8.25
	MOR	7	623	89	3.70
	Others	3	61	20	3.30
		<hr/> 76	<hr/> 7081	<hr/> 93	
<u>TM</u>	BTFL	44	2531	58	8.70
	Rock	38	1768	47	8.76
	Country	11	424	39	6.72
	Soft Rock	9	351	39	3.73
	Others	2	22	11	.55
		<hr/> 104	<hr/> 5096	<hr/> 49	
<u>Drake-Chen</u>	Rock	27	1064	39	8.21
	AOR	10	173	17	5.53
	Country	16	738	46	5.76
	MOR	2	92	46	9.10
	Black	5	182	36	8.42
	Disco	5	142	28	5.94
	Big Band	1	75	75	2.50
	BTFL	3	56	19	1.40
		<hr/> 69	<hr/> 2522	<hr/> 37	
<u>FM 100</u>	BTFL	32	3257	102	7.39
	MOR	6	213	36	4.20
	Country	2	299	150	2.60
		<hr/> 40	<hr/> 3769	<hr/> 94	
<u>Burkhart-Abrams</u>	AOR	40	4857	121	7.80
	Disco	17	3441	202	3.85
		<hr/> 57	<hr/> 8298	<hr/> 146	
<u>Radio Arts</u>	MOR	16	379	24	5.22
	Country	3	17	6	2.43
		<hr/> 19	<hr/> 396	<hr/> 21	
<u>Century 21</u>	Rock	11	278	25	10.66
	Country	4	94	24	5.63
	Disco	2	19	10	2.70
		<hr/> 17	<hr/> 391	<hr/> 23	
<u>KalaMusic</u>	BTFL	6	155	26	7.58
<u>Musicworks</u>	Country	4	59	15	9.23
<u>Churchill</u>	BTFL	4	655	164	6.10

STATIONS WHICH APPEAR IN MULTIPLE ARB MARKETS

WLS	12	<u>Chicago</u> , Peoria, Bloomington, Rockford, South Bend, Davenport, Milwaukee, Indianapolis, Kalamazoo, Grand Rapids, Madison, Terre Haute
WMAQ	11	<u>Chicago</u> , Bloomington, Rockford, South Bend, Davenport, Indianapolis, Milwaukee, Kalamazoo, Grand Rapids, Madison, Fort Wayne
WBBM	11	<u>Chicago</u> , Peoria, Bloomington, Rockford, South Bend, Davenport, Milwaukee, Kalamazoo, Grand Rapids, Madison, Appleton
WGN	9	<u>Chicago</u> , Peoria, Rockford, South Bend, Davenport, Milwaukee, Kalamazoo, Madison, Terre Haute
KGO	9	<u>San Francisco</u> , Sacramento, Stockton, Modesto, Salinas, Seattle, Portland, Richland, Medford
WJR	8	<u>Detroit</u> , Cleveland, Toledo, Kalamazoo ADI, Lansing, Fort Wayne, Saginaw, Flint
WLW	8	<u>Cincinnati</u> , Indianapolis, Columbus, Dayton, Louisville, Fort Wayne, Huntington ADI, Lexington
WBZ	7	<u>Boston</u> , Springfield, Providence, New Britain, Worcester, Portland, Burlington
KYW	7	<u>Philadelphia</u> , Wilmington, Atlantic City, Allentown, Reading, Lancaster, NE PA
WIFI-F	6	<u>Philadelphia</u> , Wilmington, Atlantic City, Allentown, Reading, NE PA
KCBS	6	<u>San Francisco</u> , Sacramento, Stockton, Modesto, Salinas, Fresno
CKLW	6	<u>Detroit</u> , Cleveland, Dayton, Toledo, Lansing, Flint

Stations picking up greatest amount of listeners outside of their own market:

1. CKLW	9700
2. WJR	3600
3. KGO	3200
4. WLW	2800
5. KFI	1600

SPECIAL MENTION

WCAO (Baltimore) picked up 600 listeners in Norfolk
KFI (Los Angeles) picked up 700 listeners in Phoenix and 900 in Salt Lake City
WLAC (Nashville) picked up 700 listeners in Greenville, SC

SECTION 2

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports can be found in alphabetical order. Following these reports are the Arbitron "Condensed Radio Market Reports" - or at least those issued by 20 August.

OTHER DEFINITIONS

- 1.) + = simulcast
- 2.) The directionality of stations is listed as follows:
 - DA - A directional daytimer
 - DA-N - Directional at night
 - DA-1 - Directional day and night - 1 pattern
 - DA-2 - Directional day and night - 2 patterns
- 3.) The network listing is based on the station's listing in SRDS or Broadcasting Yearbook.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

The best way to explain the Individual Market Reports is to take one station and go through the report step by step. We will use the Baltimore market and station WBAL.

SRDS Market # 14; ADI # 19
FCC Revenue Rank # 17
FCC Income Rank # 8
APR 16.5
SMSA Pop: 2,160,200

Baltimore is the fourteenth largest market in the country. The SRDS rankings generally coincide with the government's Standard Metropolitan Statistical Area (SMSA). The ADI is Arbitron's TV market designation. The ADI rankings are listed only if there is a radio ADI section.

The FCC Revenue and Income ranks are based upon the 1977 FCC financial reports. 1977 data is the latest available. The rankings are based on the income and revenue figures for AM stations and AM/FM stations which report to the FCC in combination.

The APR is the Average Persons Rating. The APR indicates the percentage of the 12+ Metro population which is using the radio from 6 AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Households Using Television (HUT) figures.

Revenue : \$17,252,511
Income : \$ 4,194,879
FM Rev : \$ 4,248,063
FM Inc : \$ 420,183
Comb Rev: \$21,500,574
Comb Inc: \$ 4,615,062

Baltimore's revenue and income figures are based upon the financial data reported to the FCC by AM stations and AM/FM combinations which report together. FM revenue and income includes independent FM's and FM's which report separately from their co-owned AM's. By adding these figures together we derive a Combined Revenue and Combined Income figure. This figure gives a better picture of each market's financial condition.

Unfortunately, I was not able to follow this procedure in some of the smaller markets since not enough stations reported to the FCC. The FCC withheld the figures unless at least three stations reported.

National Revenue : \$5,023,576
Nat Rev per Cap : \$2.33
Total Rev per Cap : \$9.95
Total Inc per Cap : \$2.14
Profit Margin : 21.5%

The National Revenue figures are from 1977. The three per capita figures use the combined figures for revenue and income along with the national revenue. The methodology involves dividing each figure by the metro population. The resulting figures can give us a different view of how profitable the market is. Market which differ greatly in size can be compared.

IMPORTANT NOTE: Comparisons with the Apr/May 78 edition of American Radio are not valid since the population base is not the same. From now on the SMSA population figures will be used.

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBAL 318/10.7	12.2	15.2	1. WBAL 344	1. WBAL 4745/24.6

All of the calculations in this section are based on the broadcast week (Mon-Sun, 6 AM-Midnight). WBAL has 31,800 listeners per average quarter hour. This represents a

10.7% share in Apr/May 79. The station had a 12.2% share in Oct/Nov 78 and a 15.2% share in Apr/May 78. WBAL leads the Baltimore Total Survey Area with 34,400 listeners per average quarter hour. The station also leads in the cumulative audience with an estimated 474,500 listeners during an average week in the TSA. The MSA Cume Rating figures represent the percentage of the 12+ Metro population which listens to WBAL weekly.

If a station is simulcasting, this symbol (+) will appear next to the call letters everywhere in the book. Whether I labeled the simulcasting stations as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 51.86% (1406 of 2711) (A/M 78: 47.10%)

These figures show how well FM radio is doing in the market—at least as far as listenership levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 AM-Mid, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listenership to stations which do not qualify for a listing in the ARB report for the market. However, this amount is usually very small and it should not significantly affect the percentages.

The six tables directly below the FM percentages show the leaders in the Teens, 18-34, 18-49, 25-54, and 35-64 year old adults plus 12+ TSA morning drive (Mon-Sun). The demographic splits are based on Metro, Broadcast Week.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	760 (4)		760 (4)	28.0

This table is based on the Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station listed in the Metro. In Baltimore 76,000 people are listening to the four AM stations programming MOR or adult contemporary music. 28.0% of the radio listening in Baltimore is listening to MOR/AC stations.

<u>BALTIMORE ADI</u>			<u>OTHER RATED STATIONS/METRO SHARE</u>		
<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>WAYE</u>	<u>860</u>	<u>1.3</u>
1. WBAL	1. WBAL	1. WBAL			

For those markets with an ADI section the above tables are provided. The ADI rankings are based on Mon-Sun, 6 AM-Mid. The ADI FM share figures are calculated in the same manner as the Metro and TSA FM shares.

The exclusive cume rankings show the stations which have the greatest number of listeners who listen exclusively to that station during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column shows the frequency and metro share for all stations listed in the metro which did not finish high enough to be included in the 12+ Metro 1/4/SHARE table. This table also can be found in the Individual Market Reports which do not have ADI sections.

AM STATIONS

WBAL, 1090, 50 KW, MOR NBC, \$77.00 (Blair) Hearst

WBAL's frequency is 1090, The station has a fulltime 50,000 watt power authorization. WBAL's format is MOR. It is affiliated with the NBC network. The average 60 second spot on the station will cost about \$77.00. WBAL's national representative is Blair. The station is owned by a group owner - in this case it is Hearst.

The spot rate is based upon an 18 spot per week schedule with equal distribution among the dayparts. TAP plans were used if the spots could be evenly distributed.

In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate.

The FM description differs from AM only in that the highest above average terrain (HAAT) is given. Syndicators and/or consultants are listed immediately following format.

AKRON

SRDS Market # 58
 FCC Revenue Rank # 53
 FCC Income Rank # 33
 APR 15.7
 SMSA Pop: 664,000

Revenue : \$5,760,970
 Income : \$ 939,801
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$1,720,864
 Nat Rev per Cap: \$2.59
 Tot Rev per Cap: \$8.68
 Tot Inc per Cap: \$1.42
 Profit Margin : 16.3%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WAKR 122/14.3	16.1	13.9	1. WMMS-F 150	1. WGAR 2143/19.2
2. WMMS-F 88/10.3	10.6	11.8	2. WAKR 133	2. WAKR 2022/33.1
3. WSLR 74/ 8.7	6.1	7.2	3. WGAR 107	3. WMMS-F 2011/22.1
4. WGAR 64/ 7.5	9.4	6.5	4. WSLR 98	4. WSLR 1352/17.5
5. WWWM-F 45/ 5.3	5.0	7.2	5. WDBN-F 68	5. WWWM-F 1351/17.4
6. WAEZ-F 44/ 5.2	6.7	6.7	6. WGCL-F 67	6. WGCL-F 1257/11.2
7. WZZP-F 40/ 4.7	5.3	4.7	7. WOOS-F 66	7. WOOS-F 1131/ 3.2
8. WDBN-F 37/ 4.3	4.6	3.8	8. WWWM-F 65	8. WWWE 1054/ 7.4
9. WHLO 29/ 3.4	2.4	2.6	9. WWWE 52	9. WDBN-F 998/ 9.0
10. WKDD-F 26/ 3.0	4.3	3.4	10. WAEZ-F 47	10. WZZP-F 991/13.4

12+ FM SHARE (METRO): 52.54% (404 of 769) (A/M 78: 54.68%)
 12+ FM SHARE (TSA) : 56.06% (703 of 1254) (A/M 78: 49.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WAKR
2. WZZP-F	2. WGAR	2. WGAR	2. WSLR	2. WSLR	2. WMMS-F
WGCL-F	3. WWWM-F	3. WSLR	3. WGAR	3. WAEZ-F	3. WGAR
4. WWWM-F	4. WKDD-F	4. WAKR	4. WAEZ-F	4. WDBN-F	4. WSLR

OTHER RATED STATIONS/METRO SHARE

WCUE 1150	2.1	WERE 1300	.5	WKSX-F 99.5	.5
WKNT 1520	.9	WGCL-F 98.5	2.9	WNYN 900	1.8
WKNT-F 100.1	2.6	WHBC-F 94.1	.7	WOOS-F 106.9	.5
WCLV-F 95.5	1.2	WHK 850	1.3	WQAL-F 104.1	2.9
WDMT-F 107.9	1.5	WJW 850	.9	WTOF-F 98.1	.5
WDOK-F 102.1	1.3			WWWE 1100	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP MOR	82 (2)	241 (7)	323 (9)	42.0
BTFL MUSIC		127 (6)	127 (6)	16.5
COUNTRY	100 (3)		100 (3)	13.0
NEWS/INFO/TALK	33 (2)		33 (2)	4.3
UNKNOWN	8 (1)	22 (1)	30 (2)	3.9
CLASSICAL		10 (1)	10 (1)	1.3
RELIGION		4 (1)	4 (1)	0.5

769 (27)

AM STATIONS

WAKR, 1590, 5 KW (DA-N), MOR/AC, \$50.00 (Buckley) Group One
 WHLO, 640, 1 KW (DA-1, L-KFI), NEWS/TALK, MBS, NBC, \$26.25 (Torbet) Susquehanna
 WSLR, 1350, 5 KW (DA-1), COUNTRY, ABC-E, \$37.50 (Katz) Welcome Radio

FM STATIONS

WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS, \$37.50 (Buckley) Group One
 WKDD-F, 96.5, 50 KW @ 450, SOFT ROCK, \$39.75 (HR/Stone)
 WDBN-F, 94.9, 118 KW @ 310, BTFL MUS, \$22.75 (-----) (MEDINA)

FOR OTHER STATIONS SEE CLEVELAND AND CANTON.
 Please see continuation page at end of this section.

ALBANY--SCHENECTADY--TROY

SRDS Market # 49; ADI # 45
 FCC Revenue Rank # 45
 FCC Income Rank # 41
 APR 14.8
 SMSA Pop: 794,800

Revenue : \$6,539,209
 Income : \$ 788,618
 FM Rev : \$1,164,443
 FM Inc : \$ 2,081
 Comb Rev: \$7,703,652
 Comb Inc: \$ 790,699

National Rev : \$1,788,002
 Nat Rev per Cap: \$2.25
 Tot Rev per Cap: \$9.69
 Tot Inc per Cap: \$.99
 Profit Margin : 10.3%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WGY	178/18.2	16.2	16.1			1. WGY	275	1. WGY	4146/39.3
2. WROW	125/12.8	13.1	12.5			2. WROW	149	2. WTRY	2239/28.8
3. WTRY	101/10.3	8.4	10.6			3. WTRY	116	3. WROW	2104/25.0
4. WFLY-F	69/ 7.0	6.2	4.2			4. WFLY-F	110	4. WFLY-F	1937/18.9
5. WQBK	66/ 6.7	7.1	5.4			5. WROW-F	84	5. WPTR	1801/22.2
6. WGFM-F	50/ 5.1	6.6	6.9			6. WGFM-F	83	6. WGFM-F	1777/18.4
WPTR	50/ 5.1	7.2	6.0			7. WSHH-F	71	7. WROW-F	1042/ 9.2
8. WQBK-F	44/ 4.5	3.3	1.9			8. WQBK	68	8. WSHH-F	953/ 8.8
9. WSHH-F	40/ 4.1	5.1	5.4			9. WPTR	58	9. WQBK-F	702/ 9.1
10. WROW-F	27/ 2.8	4.3	7.5			10. WGNA-F	57	10. WGNA-F	692/ 5.2

12+ FM SHARE (METRO): 33.60% (294 of 875) (A/M 78: 35.94%)
 12+ FM SHARE (TSA) : 39.45% (512 of 1298) (A/M 78: 39.45%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTRY	1. WTRY	1. WGY	1. WGY	1. WGY	1. WGY
2. WFLY-F	2. WFLY-F	2. WTRY	2. WROW	2. WROW	2. WROW
3. WGY	3. WQBK-F	3. WFLY-F	3. WTRY	3. WQBK	3. WTRY
4. WPTR	4. WGFM-F	4. WGFM-F	4. WPTR	4. WSHH-F	4. WFLY-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	151 (2)	185 (5)	336 (7)	38.4
BTFL MUSIC	125 (1)	83 (3)	208 (4)	23.8
MOR/AC	191 (4)	2 (1)	193 (5)	22.1
NEWS/INFO/TALK	66 (1)		66 (1)	7.5
COUNTRY	31 (2)	24 (1)	55 (3)	6.3
RELIGION	11 (1)		11 (1)	1.3
VARIETY	6 (1)		6 (1)	0.7
			875 (22)	

A-S-T ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WGY	1. WGY	1. WGY	WABY	1400	1.1
2. WROW	2. WTRY	2. WROW	WCSS	1490	.7
3. WTRY	3. WROW	3. WTRY	WGNA-F	107.7	2.4
4. WFLY-F	4. WFLY-F	4. WSHH-F	WHAZ	1330	1.1
5. WGFM-F	5. WPTR	5. WQBK-F	WHRL-F	103.1	1.6
6. WROW-F	6. WGFM-F	6. WGFM-F	WOKO	1460	2.0
7. WQBK	7. WROW-F	7. WPTR	WWOM-F	100.9	2.0
8. WSHH-F	8. WSHH-F	8. WFLY-F	WWWD	1240	.6
9. WPTR	9. WQBK-F	9. WQBK	WIZR+	930	.4
10. WGNA-F	10. WOKO		WWSA	1450	.4
11. WQBK-F	11. WGNA-F		WYLR-F	95.9	.2
12. WBTN	12. WBEC				
13. WBEC	13. WWOM-F				
14. WOKO	14. WQBK				
15. WBRK	15. WUPE-F+				

ADI FM SHARE: 35.49% (527 of 1485) (A/M 78: 34.90%)

AM STATIONS

WGY, 810, 50 KW (Clear)	, MOR	NBC, \$86.25 (Christal)	GE
WOKO, 1460, 5 KW (DA-N)	, COUNTRY	ABC-I, \$24.50 (Selcom)	
WPTR, 1540, 50 KW (DA-1)	, CONTEMP	ABC-C, \$28.25 (Eastman)	Rust
WQBK, 1300, 5 KW (DAYS) (DA)	, TALK	ABC-E, \$15.00 (Howard)	
WROW, 590, 5 KW/1 KW (DA-2)	, BTFL/MOR	CBS, \$48.75 (Blair)	Cap Cities
WTRY, 980, 5 KW (DA-N)	, ROCK	MBS, \$52.50 (Mc-Guild)	Great Scott
WBEC, 1420, 1 KW (DA-N)	, ROCK	ABC-I, \$14.00 (Kettell-Carter)	(PITTSFIELD)
WBRK, 1340, 1 KW/250 W	, MOR/AC	CBS, \$12.85 (Queen)	(PITTSFIELD)
WBTN, 1370, 1 KW (DAYS)	, ? ?	, \$ 4.00 (----)	(BENNINGTON)

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850, ROCK		, \$28.25 (Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930, ROCK (TM)		, \$36.25 (Christal)	GE
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		, \$17.00	
WSHH-F, 106.5, 12 KW @ 910, BTFL MUS (Schulke)		MBS, \$30.00 (Mc-Guild)	Great Scott
WQBK-F, 103.9, 3 KW @ 300, AOR		ABC-F, \$15.00 (Howard)	
WROW-F, 95.5, 50 KW @ 910, BTFL MUS (Bonne)		, \$29.00 (Blair)	Cap Cities
WWOM-F, 100.9, 3 KW @ 360, DISCO (Bonne)		, \$10.00 (-----)	
WUPE-F, 95.9, .7 KW @ 560, CONTEMP		, \$11.00 (Schutz)	(PITTSFIELD)

TV STATIONS

WAST	Albany	13	ABC, Sonderling
WRGB	Schenectady	6	NBC, General Electric
WTEN	Albany	10	CBS, Poole

NEWSPAPERS

Schenectady Gazette	M	67,817
Troy Times Record	E	46,315, Harvitz
Albany Times-Union	M	86,174, Hearst
Albany Knickerbocker News	E	57,093, Hearst

ALBUQUERQUE

SRDS Market # 94
 FCC Revenue Rank # 71
 FCC Income Rank # 306
 APR 15.8
 SMSA Pop: 403,600

Revenue : \$4,208,965
 Income : \$ -329,780
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$972,260
 Nat Rev per Cap: \$2.41
 Tot Rev per Cap: \$10.43
 Tot Inc per Cap: \$-.82
 Profit Margin : NA

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOB 58/11.2	14.9	14.9	1. KOB 98	1. KOB 1971/29.8
2. KRZY 42/ 8.1	6.1	9.6	2. KRKE 66	2. KRKE 1333/20.7
3. KRST-F 38/ 7.3	9.2	8.2	3. KRZY 61	3. KZZX-F 947/16.0
4. KZIA 37/ 7.1	3.9	1.7	4. KRST-F 59	4. KRZY 834/20.2
5. KKJY-F 34/ 6.6	---	---	5. KZZX-F 53	5. KRKE-F 829/13.9
6. KZZX-F 32/ 6.2	9.8	6.5	6. KOB-F 46	6. KOB-F 768/13.4
7. KABQ 31/ 6.0	8.8	5.6	7. KKJY-F 42	7. KRST-F 752/13.0
8. KRKE 30/ 5.8	9.6	9.2	8. KZIA 38	8. KKJY-F 575/13.6
9. KAMX 25/ 4.8	3.1	4.8	9. KRKE-F 36	9. KQEO 530/13.9
10. KOB-F 24/ 4.6	8.1	9.0	10. KABQ 31	10. KAMX 405/ 9.7

12+ FM SHARE (METRO): 39.78% (181 of 455) (A/M 78: 33.99%)
 12+ FM SHARE (TSA) : 41.78% (277 of 663) (A/M 78: 35.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRKE	1. KRST-F	1. KOB	1. KOB	1. KOB	1. KOB
2. KZZX-F	2. KZZX-F	2. KRST-F	2. KRZY	2. KKJY-F	2. KRZY
KAMX	3. KFMG-F	3. KRZY	3. KKJY-F	3. KRZY	3. KRKE
4. KQEO	4. KOB	4. KZZX	4. KABQ	4. KZIA	4. KOB-F

OTHER RATED STATIONS/METRO SHARE

KFMG-F	107.9	4.4	KKIM	1000	1.7	KRKE-F	94.1	4.2
KHFM-F	96.3	1.5	KQEO	920	4.0	KUFF	1150	2.3
KKJY	1190	1.7						

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	30 (1)	115 (4)	145 (5)	31.8
MOR/AC	58 (1)	24 (1)	82 (2)	18.0
SPANISH	56 (2)		56 (2)	12.3
COUNTRY	42 (1)	12 (1)	54 (2)	11.8
BTFL MUSIC	9 (1)	34 (1)	43 (2)	9.4
NEWS/INFO/TALK	37 (1)		37 (1)	8.1
DISCO	22 (1)		22 (1)	4.8
RELIGION	9 (1)		9 (1)	2.0
CLASSICAL		8 (1)	8 (1)	1.8
			456 (17)	

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$24.00	(Lotus)	
KAMX, 1520, 1 KW (DAYS), SPANISH	, \$? ?	(Sav-Gates)	
KOB, 770, 50 KW (DA-N), MOR	NBC,MBS, \$29.75	(Mc-Guild)	Hubbard
KRKE, 610, 5 KW (DA-N), CONTEMP	, \$26.00	(Katz)	Gaylord
KRZY, 1450, 1 KW, COUNTRY	CBS, \$30.50	(Torbet)	
KZIA, 1580, 1 KW (DAYS), NEWS/TALK	ABC-I, \$11.25	(PRO)	
KQEO, 920, 1 KW/500 W (DA-N), DISCO/CONT	, \$22.50	(Selcom)	Sunbelt
WFMG-F, 107.9, 22 KW @ 4164, AOR	, \$14.00	(Sav-Gates)	
KKJY-F, 100.3, 9 KW @ 4110, BTFL MUS (Schulke)	, \$18.00	(Christal)	Broadcast Assoc
KOB-F, 93.3, 22 KW @ 4150, MOR (Radio Arts)	MBS, \$18.00	(Mc-Guild)	Hubbard
KRKE-F, 94.1, 23 KW @ 4130, CONTEMP	, \$21.75	(Katz)	Gaylord
KRST-F, 92.3, 22 KW @ 5000, AOR	, \$26.75	(Torbet)	
KZZX-F, 99.5, 22 KW @ 4134, ROCK	, \$40.38	(Selcom)	Sunbelt

PLEASE SEE CONTINUATION PAGE FOR TV STATIONS AND NEWSPAPERS.

ALLENTOWN-BETH-EASTON

SRDS Market # 63
 FCC Revenue Rank # 84
 FCC Income Rank # 61
 APR 17.7
 SMSA Pop: 627,200

Revenue : \$3,588,372
 Income : \$ 545,115
 FM Rev : \$1,102,712
 FM Inc : \$ 176,415
 Comb Rev : \$4,691,084
 Comb Inc : \$ 721,530

National Rev : \$358,607
 Nat Rev per Cap : \$.57
 Tot Rev per Cap : \$7.48
 Tot Inc per Cap : \$1.15
 Profit Margin : 15.4%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WLEV-F	93/9.9	9.5	10.6	1. WXKW-F	99	1. WAEB	1502/27.1	2. WQQQ-F	1344/19.1	3. WXKW-F	1147/17.1
2. WXKW-F	85/9.0	12.9	4.2	WLEV-F	99	2. WQQQ-F	1344/19.1	4. WLEV-F	1124/19.0	4. WLEV-F	1124/19.0
3. WZZO-F	80/8.5	---	---	3. WQQQ-F	98	3. WXKW-F	1147/17.1	5. WZZO-F	1063/16.5	5. WZZO-F	1063/16.5
4. WEST	79/8.4	4.6	5.9	4. WZZO-F	92	4. WLEV-F	1124/19.0	6. WKAP	839/15.7	6. WKAP	839/15.7
5. WAEB	77/8.2	12.6	8.0	5. WEST	81	5. WZZO-F	1063/16.5	7. WEEX	759/12.6	7. WEEX	759/12.6
6. WQQQ-F	76/8.1	8.2	10.7	6. WAEB	78	6. WKAP	839/15.7	8. KYW	749/10.1	8. KYW	749/10.1
7. WKAP	57/6.1	7.3	8.6	7. WKAP	57	7. WEEX	759/12.6	9. WEST	677/12.3	9. WEST	677/12.3
8. WFMZ-F	37/3.9	5.3	7.7	8. WEEX	39	8. KYW	749/10.1	10. WFMZ-F	588/ 9.2	10. WFMZ-F	588/ 9.2
9. WEEX	36/3.8	4.3	7.0	WFMZ-F	39	9. WEST	677/12.3				
10. WSAN	35/3.7	1.6	3.2	KYW	39	10. WFMZ-F	588/ 9.2				

12+ FM SHARE (METRO): 52.52% (407 of 775) (A/M 78: 50.37%)
 12+ FM SHARE (TSA) : 52.84% (483 of 914) (A/M 78: 51.39%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAEB	1. WLEV-F	1. WLEV-F	1. WXKW-F	1. WXKW-F	1. WEST
WZZO-F	2. WZZO-F	2. WZZO-F	2. WLEV-F	WQQQ-F	2. WXKW-F
3. WKAP	3. WAEB	3. WXKW-F	3. WAEB	3. WEST	3. WAEB
	4. WKAP	4. WAEB	4. WKAP	4. WAEB	4. WLEV-F

OTHER RATED STATIONS/METRO SHARE

WCRV	1580	1.1	KYW	1060	3.3	WOR	710	1.2
WGPA	1100	1.4	WABC	770	.6	WWSH-F	106.1	3.1
WHOL	1600	1.4	WIFI-F	92.5	.7			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	211 (5)	180 (3)	391 (8)	50.5
BTFL MUSIC		142 (3)	142 (3)	18.3
COUNTRY	23 (2)	85 (1)	108 (3)	13.9
MOR	92 (2)		92 (2)	11.9
NEWS/INFO/TALK	42 (2)		42 (2)	5.4
			775 (18)	

AM STATIONS

WAEB, 790, 1 KW (DA-2)	, ROCK	, \$32.83	(Eastman)	Rust
WEEX, 1230, 1 KW/250 W (DA-D)	, CONTEMP	ABC-C, \$13.00	(Mc-Guild)	
WEST, 1400, 1 KW/250 W	, MOR (Drake-Chen)	CBS, \$15.50	(Katz)	Sound Commun
WKAP, 1320, 5 KW/1 KW	, CONTEMP	, \$18.00	(Torbet)	Gulf/Rahall
WSAN, 1470, 5 KW (DA-N)	, ROCK	NBC, \$11.00	(-----)	

FM STATIONS

WFMZ-F, 100.7, 13 KW @ 870, BTFL MUS (TM)	, \$13.00	(P/W)	
WLEV-F, 96.1, 50 KW @ 500, CONTEMP (Drake-Chen)	, \$28.00	(Katz)	Sound Communi
WQQQ-F, 99.9, 50 KW @ 456, BTFL MUSIC (Bonne)	, \$13.00	(Mc-Guild)	
WXKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen)	, \$32.83	(Eastman)	Rust
WZZO-F, 95.1, 11 KW @ 627, AOR (Burk-Abr)	, \$13.00	(Sav-Gates)	Holt

TV STATION WFMZ Allentown 69 IND

<u>NEWSPAPERS</u>					
Allen Call	M	102,556	Beth Globe-Times	E	34,630
Allen Chron	E	22,466	Easton Express	E	52,163

ALTOONA

SRDS Market # 224
 FCC Revenue Rank # 146
 FCC Income Rank # 112
 APR 15.0
 SMSA Pop: 131,400

Revenue : \$1,936,649
 Income : \$ 180,250
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$309,425
 Nat Rev per Cap: \$2.35
 Tot Rev per Cap: \$14.74
 Tot Inc per Cap: \$1.37
 Profit Margin : 9.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WFBG 37/22.2	18.7	16.0	1. WFBG-F 50	1. WFBG 781/49.6
2. WVAM 34/20.4	12.0	20.2	2. WFBG 45	2. WFBG-F 584/31.0
3. WFBG-F 31/18.6	15.1	9.8	3. WVAM 35	3. WVAM 475/37.9
4. WRTA 18/10.8	18.1	17.8	4. WRTA 19	4. WRTA 377/33.7
5. WVAM-F 16/ 9.6	14.5	13.5	5. WKMC 17	5. WVAM-F 315/25.1
6. WKMC 10/ 6.0	8.4	7.4	6. WVAM-F 16	6. WKMC 215/12.1
7. WJAC-F 5/ 3.0	3.6	1.8	7. WJAC-F 11	7. WTRN 132/ 8.7
8. WTRN 4/ 2.4	1.2	3.1	8. WTRN 6	8. WJAC-F 127/ 5.5
WHPA-F 4/ 2.4	---	---	9. WHPA-F 5	9. WDVE-F 105/ 2.3
10. WJOI-F 2/ 1.2	---	1.2	10. WDVE-F 3	10. WHPA-F 77/ 5.6

12+ FM SHARE (METRO): 36.81% (60 of 163) (A/M 78: 38.36%)
 12+ FM SHARE (TSA) : 41.90% (88 of 216) (A/M 78: 49.24%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG-F	1. WFBG
2. WVAM-F	2. WVAM	2. WFBG-F	2. WFBG	WVAM	2. WVAM
3. WVAM	WVAM-F	3. WVAM-F	3. WVAM	3. WFBG	3. WFBG-F

OTHER RATED STATIONS/METRO SHARE

WDVE-F 102.5 .6 WYDD-F 104.7 .6

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	75 (3)	18 (3)	93 (6)	57.1
BTFL MUSIC		38 (3)	38 (3)	23.3
MOR/AC	18 (1)		18 (1)	11.0
COUNTRY	10 (1)		10 (1)	6.1
VARIETY		4 (1)	4 (1)	2.5

163 (12)

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$17.00 (Blair)	Gilcom
WKMC, 1370, 5 KW (DAYS) (DA), COUNTRY (Musicworks)	NBC, \$ 7.00 (Walton)	(ROARING SPG)
WRTA, 1240, 1 KW/250 W, MOR/OLDIES	ABC-I, \$12.25 (PRO)	
WTRN, 1340, 1 KW/250 W, ROCK	MBS, \$ 3.49 (Masla)	(TYRONE)
WVAM, 1430, 5 KW/1 KW (DA-N), CONTEMP	, \$12.15 (Torbet)	
WFBG-F, 98.1, 30 KW @ 1021, BTFL MUS	CBS, \$12.75 (Blair)	Gilcom
WHPA-F, 104.9, 122 W @ 2650, VARIETY	NBC, \$ 6.00 (----)	(HOLIDAYSBURG)
WVAM-F, 100.1, 3 KW @ 16, ROCK (Drake-Chen)	, \$14.18 (Torbet)	
WJAC-F, 95.5, 50 KW @ 1060, BTFL MUS	, \$ 8.00 (Torbet)	(JOHNSTOWN)

FOR OTHER STATIONS SEE PITTSBURGH

TV STATIONS

WOPC	Altoona	38	ABC
WTAJ	Altoona	10	CBS, Gateway
WJAC	Johnstown	6	NBC, Johnstown Tribune
WJNL	Johnstown	19	CBS/ABC

NEWSPAPERS

Johnstown Tribune-Democrat	M	58,935
Altoona Mirror	E	35,543

AMARILLO

SRDS Market # 193
 FCC Revenue Rank # 122
 FCC Income Rank # 178
 APR 14.3
 SMSA Pop: 163,600

Revenue : \$2,454,050
 Income : \$ 68,115
 FM Rev : \$ 650,678
 FM Inc : \$ 226,717
 Comb Rev: \$3,104,728
 Comb Inc: \$ 294,832

National Rev : \$504,504
 Nat Rev per Cap: \$3.08
 Tot Rev per Cap: \$18.98
 Tot Inc per Cap: \$1.80
 Profit Margin : 9.51%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KPUR 36/18.8	12.2	15.1	1. KIXZ 76	1. KIXZ 1120/36.4
2. KIXZ 29/15.2	5.6	10.5	2. KPUR 52	2. KPUR 815/37.5
3. KGNC-F 26/13.6	16.7	12.8	3. KGNC 46	3. KGNC 725/19.9
4. KQIZ-F 20/10.5	18.3	14.5	4. KGNC-F 40	4. KGNC-F 548/24.1
KGNC 20/10.5	12.2	12.2	5. KDJW 30	5. KDJW 519/24.2
6. KDJW 16/ 8.4	13.3	18.0	6. KQIZ-F 27	6. KQIZ-F 452/23.2
7. KYTX-F 11/ 5.8	----	----	7. KYTX-F 13	7. KBUY-F 248/10.9
8. KBUY-F 7/ 3.7	3.3	1.2	8. KBUY-F 12	8. KYTX-F 229/11.7
9. KQIZ 5/ 2.6	2.8	2.9	9. KWAS-F 11	9. KQIZ 149/ 9.4
KWAS-F 5/ 2.6	1.1	2.9	10. KQIZ 6	10. KZIP 109/ 4.6
12+ FM SHARE (METRO): 38.55% (69 of 179) (A/M 78: 42.77%)				
12+ FM SHARE (TSA) : 32.29% (103 of 319) (A/M 78: 34.50%)				

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KPUR	1. KPUR	1. KPUR	1. KGNC-F	1. KGNC-F	1. KGNC
2. KQIZ-F	2. KQIZ-F	2. KIXZ	KIXZ	2. KIXZ	2. KIXZ
	3. KIXZ	3. KQIZ-F	3. KDJW	3. KDJW	3. KPUR

OTHER RATED STATIONS/METRO SHARE

KHBJ 1550 1.0 KZIP 1310 1.0

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	36 (1)	38 (3)	74 (4)	41.3
COUNTRY	47 (3)		47 (3)	26.3
MOR/AC	27 (3)		27 (3)	15.1
BTFL MUSIC		26 (1)	26 (1)	14.5
RELIGION		5 (1)	5 (1)	2.8
			179 (12)	

RADIO STATIONS

KDJW, 1010, 5 KW/500 W (DA-2), COUNTRY	ABC-I, \$17.00 (HR/Stone)	Walton
KGNC, 710, 10 KW (DA-2), MOR/FARM	CBS, \$20.00 (Katz)	Stauffer
KIXZ, 940, 5 KW/1 KW (DA-2), COUNTRY (?)	, \$10.50 (Buckley)	Mel Tillis
KPUR, 1440, 5 KW/1 KW (DA-N), ROCK	, \$14.00 (Mc-Guild)	
KQIZ, 1360, 500 W (DAYS), MOR	, \$ 9.94 (Selcom)	Wiskes-Abaris
KBUY-F, 94.1, 54 KW @ 700, CONTEMP	, \$ 6.00 (HR/Stone)	Walton
KGNC-F, 97.9, 45 KW @ 1285, BTFL MUS (TM)	, \$13.00 (Katz)	Stauffer
KQIZ-F, 93.1, 71 KW @ 160, CONTEMP	, \$12.50 (Selcom)	Wiskes-Abaris
KWAS-F, 101.9, 100 KW @ 730, RELIGION/MOR	, \$? ? (-----)	
KYTX-F, 98.7, 100 KW @ 470, ROCK	, \$ 5.60 (-----)	

TV STATIONS

KAMR	Amarillo	4	NBC
KFDA	Amarillo	10	CBS
KVII	Amarillo	7	ABC

NEWSPAPERS

Amarillo Globe-Times	E	30,062
Amarillo News	M	43,441

ANAHEIM (ORANGE COUNTY)

SMSA POP: 1,824,600

APR 17.8

ALL OTHER INFORMATION NOT AVAILABLE

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE LOS ANGELES METRO. FOR THIS MARKET REPORT ONLY THOSE STATIONS HOME TO ORANGE COUNTY ARE LISTED. THERE IS NO TSA.

<u>12+ METRO</u>	<u>1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ METRO</u>	<u>CUME/MSA</u>	<u>CUME RAT</u>
1. KWIZ	49/1.9	1.3	1.6	1. KEZY	1256/8.5	
2. KEZY	44/1.7	3.0	2.9	2. KEZY-F	1023/6.9	
3. KWIZ-F	37/1.4	2.0	.6	3. KWIZ	862/5.8	
4. KEZY-F	29/1.1	1.1	1.1	4. KWIZ-F	655/4.4	
5. KYMS-F	24/ .9	.9	1.1	5. KOCM-F	455/3.1	
6. KORJ-F	22/ .8	.5	.6	6. KYMS-F	407/2.8	
KOCM-F	22/ .8	.8	.9	7. KORJ-F	406/2.8	

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ AMD</u>
1. KEZY	1. KWIZ-F	1. KWIZ	1. KWIZ	1. KWIZ	1. KWIZ
2. KEZY-F	2. KEZY	2. KWIZ-F	2. KWIZ-F	2. KOCM-F	2. KEZY

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), ROCK	, \$57.00	(Market 4)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, \$44.25	(HR/Stone)	
KWIZ-F, 96.7, 3 KW @ 175, CONTEMP	, \$29.00	(HR/Stone)	
KEZY-F, 95.9, 2.5 KW @ 330, ROCK	, \$28.25	(Market 4)	
KORJ-F, 94.3, 3 KW @ 245, CONTEMP	, \$20.00	(Walton)	
KOCM-F, 103.1, 2 KW @ 300, MOR (?)	, \$? ?	(----)	
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, \$12.00	(----)	Southwestern

ANCHORAGE

SRDS Market # 178
 FCC Revenue Rank # 79
 FCC Income Rank # 168
 APR 14.7
 SMSA Pop: 180,000

Revenue : \$3,916,837
 Income : \$ 80,403
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$539,709
 Nat Rev per Cap: \$3.00
 Tot Rev per Cap: \$21.76
 Tot Inc per Cap: \$.45
 Profit Margin : 2.1%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KENI	39/18.4	22.6	17.8	1. KENI	48	1. KENI	665/38.3
2. KFQD	32/15.1	17.0	19.1	2. KFQD	40	2. KFQD	585/31.0
3. KHAR	28/13.2	10.4	15.7	3. KHAR	35	3. KHAR	423/24.2
4. KGOT-F	22/10.4	12.2	6.5	4. KGOT-F	24	4. KGOT-F	324/20.7
5. KKLV-F	20/ 9.4	9.6	8.7	KKLV-F	24	5. KYAK	277/14.7
6. KYAK	14/ 6.6	7.8	9.6	6. KYAK	20	6. KBYR	266/16.9
7. KANC	11/ 5.2	6.5	10.0	7. KANC	13	7. KKLV-F	253/16.5
8. KBYR	9/ 4.2	3.5	6.1	8. KBYR	9	8. KANC	157/10.3
9. KJZZ-F	8/ 3.8	1.7	.9	9. KNIK-F	8	9. KNIK-F	147/ 9.9
10. KNIK-F	7/ 3.3	5.7	3.9	KJZZ-F	8	10. KJZZ-F	113/ 7.8

12+ FM SHARE (METRO): 31.79% (62 of 195) (A/M 78: 20.35%)
 , 12+ FM SHARE (TSA) : 29.49% (69 of 234) (A/M 78: 18.25%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KENI	1. KFQD 2. KENI KGOT-F	1. KHAR 2. KENI 3. KGOT-F	1. KHAR 2. KFQD 3. KYAK	1. KHAR 2. KYAK	1. KFQD 2. KHAR 3. KENI

OTHER RATED STATIONS/METRO SHARE KHVN-F 100.5 2.4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	50 (2)	42 (2)	92 (4)	48.2
MOR/AC	41 (2)		41 (2)	21.0
BTFL MUSIC	28 (1)	7 (1)	35 (2)	17.9
COUNTRY	14 (1).		14 (1)	7.2
JAZZ		8 (1)	8 (1)	4.1
RELIGION		5 (1)	5 (1)	2.6
			195 (11)	

RADIO STATIONS

KANC, 1080, 10 KW	, ROCK	, \$16.00	(Radio Time Sales)
KBYR, 700, 1 KW/500 W	, MOR	CBS, \$11.00	(Masla) Northern TV
KENI, 550, 5 KW	, ROCK	ABC-C,ABC-I, \$20.50	(Howard) Midnight Sun
KFQD, 750, 50 KW/10 KW	, MOR/AC	, \$27.50	(Mc-Guild)
KHAR, 590, 5 KW	, BTFL MUS (TM)	, \$21.75	(Sav/Gates)
KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY		MBS, \$23.50	(Masla) Big Country
KGOT-F, 101.3, 26 KW @ -66, AOR (Drake-Chen)		MBS, \$11.00	(HR/Stone) Big Country
KJZZ-F, 102.1, 25 KW @ 386, JAZZ/AOR		, \$14.00	(-----)
KKLV-F, 103.9, 2.8 KW @ 54, SOFT ROCK (TM)		, \$12.63	(Sav/Gates)
KNIK-F, 105.5, 3 KW @ 265, BTFL MUS (Bonne)		, \$ 7.50	(Masla) Northern TV

TV STATIONS

KENI	Anchorage	2	NBC, Midnight Sun
KYVA	Anchorage	11	CBS
KIMO	Anchorage	13	ABC

NEWSPAPERS

Anchorage News	M	12,556, McClatchy
Anchorage Times	E	46,081

APPLETON-OSHKOSH

SRDS Market # 126
 FCC Revenue Rank # 120
 FCC Income Rank # 222
 APR 15.1
 SMSA Pop: 291,700

Revenue : \$2,566,419
 Income : \$ 16,268
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$175,343
 Nat Rev per Cap: \$.60
 Tot Rev per Cap: \$8.80
 Tot Inc per Cap: \$.06
 Profit Margin : 0.6%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WNAM 46/12.8	13.6	13.6	1. WIXX-F 98	1. WIXX-F 1521/25.1
2. WHBY 43/11.9	10.6	12.7	2. WGEE 74	2. WNAM 1342/39.5
3. WROE-F 32/ 8.9	11.9	11.5	3. WROE-F 67	3. WGEE 974/14.0
WKAU+ 32/ 8.9	10.6	10.6	4. WNAM 58	4. WKAU+ 872/25.1
5. WIXX-F 29/ 8.1	9.5	7.1	5. WDUZ-F 55	5. WDUZ 790/ 2.4
6. WYTL 28/ 7.8	8.4	9.8	6. WKAU+ 48	6. WTOE-F 760/20.1
7. WOSH-F 26/ 7.2	6.5	3.8	7. WHBY 43	7. WDUZ-F 664/ 4.6
8. WAPL-F 24/ 6.7	1.4	---	8. WDUZ 38	8. WHBY 598/24.2
9. WGEE 17/ 4.7	1.9	3.8	9. WAPL-F 35	9. WOSH-F 591/16.5
10. WMKC-F 10/ 2.8	4.1	2.4	10. WOSH-F 32	10. WTMJ 560/ 7.7

12+ FM SHARE (METRO): 46.55% (155 of 333) (A/M 78: 45.00%)
 12+ FM SHARE (TSA) : 52.40% (371 of 708) (A/M 78: 45.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNAM	1. WNAM	1. WNAM	1. WNAM	1. WHBY	1. WGEE
2. WKAU+	2. WAPL-F	2. WIXX-F	2. WHBY	2. WROE	2. WIXX-F
3. WIXX-F	3. WKAU+	3. WKAU+	3. WYTL	3. WYTL	3. WNAM

OTHER RATED STATIONS/METRO SHARE

WAGO 690	.8	WBKV-F 92.5	.8	WISS 1090	1.1
WEMI-F 100.1	1.1	WDUZ 1400	1.1	WLIH-F 93.5	.6
WYNE 1150	2.5	WDUZ-F 98.5	2.5	WTMJ 620	.8
WBBM 780	.6	WISN 1130	.8		

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	74 (4)	97 (5)	171 (9)	51.4
MOR/AC	53 (4)	10 (1)	63 (5)	18.9
COUNTRY	49 (3)		49 (3)	14.7
BTFL MUSIC		44 (3)	44 (3)	13.2
RELIGION		4 (1)	4 (1)	1.2
NEWS/INFO/TALK	2 (1)		2 (1)	.6
			333 (22)	

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	, \$11.75	(Buckley)	Dubuque Tele-Herald
WKAU+, 1050, 1 KW (DAYS) (DA)	, ROCK	, \$15.00	(Selcom)	Forward
WNAM, L280, 5 KW/1 KW (DA-1)	, ROCK	ABC-I, \$14.50	(Masla)	Cummings
WYTL, 1490, 1 KW/250 W	, COUNTRY	NBC, \$11.50	(HR/Stone)	Midwest Family
WAPL-F, 105.7, 50 KW @ 310	, AOR	, \$13.25	(Buckley)	Dubuque Tele-Herald
WMKC-F, 96.7, 3 KW @ 295	, MOR (?)	MBS, \$ 5.00	(-----)	
WOSH-F, 103.9, 2.4 KW @ 330	, ROCK	, \$ 7.75	(HR/Stone)	Midwest Family
WROE-F, 94.3, 3 KW @ 320	, BTFL MUS (Schulke)	, \$10.00	(-----)	

WTMJ - see Milwaukee

ALL OTHER STATIONS SEE GREEN BAY

FOR TV AND NEWSPAPER INFO SEE GREEN BAY

ASHEVILLE

SRDS Market # 189
 FCC Revenue Rank # 156
 FCC Income Rank # 133
 APR 13.9
 SMSA Pop: 170,500

Revenue : \$1,778,925
 Income : \$ 132,724
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$173,151
 Nat Rev per Cap: \$1.02
 Tot Rev per Cap: \$10.43
 Tot Inc per Cap: \$.78
 Profit Margin : 7.5%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWNC 88/44.0	38.4	41.5	1. WWNC 104	1. WWNC 1181/58.3
2. WISE 28/14.0	15.2	21.0	2. WLOS-F 55	2. WLOS-F 638/21.8
3. WLOS-F 25/12.5	14.6	10.3	3. WFBC-F 41	3. WISE 582/34.6
4. WRAQ 13/ 6.5	5.1	2.2	4. WISE 31	4. WKIT-F 457/10.8
5. WFBC-F 8/ 4.0	7.1	5.8	5. WKIT-F 23	5. WFBC-F 422/10.6
WKIT-F 8/ 4.0	2.5	1.8	6. WSPA-F 16	6. WRAQ 295/18.1
7. WFGW 4/ 2.0	1.5	2.7	7. WRAQ 14	7. WSKY 238/16.2
8. WMIT-F 2/ 1.0	---	.9	8. WMIT-F 8	8. WSPA-F 228/ 2.4
WMMH 2/ 1.0	1.0	.9	9. WFGW 5	9. WMIT-F 186/ 4.1
WSKY 2/ 1.0	3.0	2.7	10. WSKY 3	10. WFGW 98/ 5.8

12+ FM SHARE (METRO): 24.30% (44 of 181) (A/M 78: 28.25%)
 12+ FM SHARE (TSA) : 47.35% (143 of 302) (A/M 78: 40.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC	1. WWNC
2. WRAQ	2. WWNC	2. WISE	2. WLOS-F	2. WLOS-F	2. WLOS-F
	3. WRAQ	3. WLOS-F	3. WISE		3. WISE

OTHER RATED STATIONS/METRO SHARE

WSPA-F 98.9 .5

FORMATS	AM	FM	TOTAL	%
COUNTRY	90 (2)	8 (1)	98 (3)	54.1
ROCK/CONTEMP	30 (2)	8 (1)	38 (3)	21.0
BTFL MUSIC		26 (2)	26 (2)	14.4
MOR/AC	13 (1)		13 (1)	7.2
RELIGION	4 (1)	2 (1)	6 (2)	3.3
			181 (11)	

RADIO STATIONS

WFGW, 1010, 50 KW (DAYS) (DA) , RELIGION	ABC-I, \$ 1.60 (Beaver) (BLACK MOUNTAIN)
WISE, 1310, 5 KW/1 KW (DA-N) , ROCK	ABC-C, \$14.50 (Mc-Guild)
WMMH, 1460, 500 W (DAYS) , COUNTRY	, \$ 1.90 (----) (MARSHALL)
WRAQ, 1380, 5 KW/1 KW (DA-N) , MOR	CBS, \$ 6.50 (Bolton)
WSKY, 1230, 1 KW/250 W , CONTEMP	, \$ 6.00 (-----)
WWNC, 570, 5 KW (DA-N) , COUNTRY	NBC, \$21.75 (Katz) Multimedia
WMIT-F, 106.9, 36 KW @ 3050, RELIGION	ABC-I, \$ 1.60 (Beaver) (BLACK MOUNTAIN)
WLOS-F, 99.9, 53 KW @ 2624, BTFL MUS (Bonne)	, \$10.00 (Buckley) Wometco
WKIT-F, 102.5, 100 KW @ 332, COUNTRY (Drake-Chen)	ABC-F, \$ 6.55 (Southern) (HENDERSONVILLE)

FOR OTHER STATIONS SEE GREENVILLE

FOR ADI, NEWSPAPER AND TV INFO SEE GREENVILLE

ATLANTA

SRDS Market # 18; ADI # 16
 FCC Revenue Rank # 14
 FCC Income Rank # 10
 APR 14.7
 SMSA Pop: 1,900,100

Revenue : \$18,155,406
 Income : \$ 3,787,337
 FM Rev : \$ 6,256,825
 FM Inc : \$ 1,552,251
 Comb Rev: \$24,412,231
 Comb Inc: \$ 5,339,588

National Rev : \$4,239,911
 Nat Rev per Cap: \$2.23
 Tot Rev per Cap: \$12.85
 Tot Inc per Cap: \$2.81
 Profit Margin : 21.9%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WSB	333/15.3	13.6	16.3	1. WSB 385	1. WSB 5928/33.1
2. WZGC-F	245/11.2	12.0	12.3	2. WZGC-F 347	2. WZGC-F 5219/27.3
3. WQXI-F	179/ 8.2	6.9	7.0	3. WKLS-F 225	3. WQXI-F 3360/20.0
4. WKLS-F	169/ 7.7	6.9	6.7	4. WQXI-F 198	4. WKLS-F 3075/15.1
5. WSB-F	139/ 6.4	6.7	6.2	5. WSB-F 176	5. WSB-F 2966/16.9
6. WVEE-F	132/ 6.0	7.0	4.6	6. WVEE-F 154	6. WPCF-F 2613/12.6
7. WPLO	110/ 5.0	4.5	5.4	7. WPCF-F 139	7. WQXI 2369/15.3
8. WPCF-F	108/ 4.9	7.2	6.3	8. WPLO 136	8. WPLO 2298/13.3
9. WGST	86/ 3.9	4.0	2.5	9. WBIE-F 100	9. WVEE-F 2071/12.2
WQXI-F	86/ 3.9	3.1	5.1	10. WQXI 87	10. WBIE-F 1697/ 7.7
11. WRNG	78/ 3.6	4.2	4.4	11. WGST 86	11. WGST 1689/10.9
12. WAOK	77/ 3.5	3.8	3.7	WRNG 86	12. WAOK 1414/ 9.3

12+ FM SHARE (METRO): 56.09% (1115 of 1988) (A/M 78: 51.15%)
 12+ FM SHARE (TSA) : 59.91% (1433 of 2396) (A/M 78: 55.31%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WZGC-F	1. WQXI-F	1. WSB	1. WSB	1. WSB	1. WSB
2. WKLS-F	2. WZGC-F	2. WQXI-F	2. WPLO	2. WPLO	2. WQXI-F+
3. WQXI-F	3. WKLS-F	3. WZGC-F	3. WQXI-F	3. WSB-F	3. WZGC-F
4. WVEE-F	4. WVEE-F	4. WKLS-F	4. WZGC-F	4. WPCF-F	4. WKLS-F+
5. WAOK	5. WSB	5. WVEE-F	5. WSB-F	5. WBIE-F	5. WSB-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	96 (2)	593 (3)	689 (5)	34.7
MOR/AC	334 (2)	80 (2)	414 (4)	20.8
BTFL MUSIC		247 (2)	247 (2)	12.4
BLACK/DISCO	96 (2)	132 (1)	228 (3)	11.5
COUNTRY	110 (1)	63 (1)	173 (2)	8.7
NEWS/INFO/TALK	164 (2)		164 (2)	8.2
RELIGION	29 (3)		29 (3)	1.5
CLASSICAL	26 (1)		26 (1)	1.3
OTHER	18 (1)		18 (1)	0.9
			<u>1988 (23)</u>	

ATLANTA ADI

OTHER RATES STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WSB	1. WSB	1. WSB	WBIE-F	101.5	2.9
2. WZGC-F	2. WZGC-F	2. WZGC-F	WCOB	1080	.8
3. WKLS-F	3. WQXI-F	3. WVEE-F	WGKA	1190	1.2
4. WQXI-F	4. WKLS-F	4. WPLO	WKLS	970	.5
5. WSB-F	5. WSB-F	5. WAOK	WLTA-F	99.7	3.2
6. WVEE-F	6. WPCH-F	6. WKLS-F	WTJH	1260	.4
7. WPCH-F	7. WQXI	7. WSB-F	WXLL	1310	.4
8. WPLO	8. WPLO	8. WQXI	WYNX	1550	.5
9. WBIE-F	9. WVEE-F	9. WQXI-F	WJGA-F+	92.1	.5
10. WGST	10. WGST	10. WPCH-F	WYZE	1480	.9
WQXI	11. WBIE-F				
12. WRNG	12. WAOK				
13. WLTA-F	13. WLTA-F				
14. WAOK	14. WRNG				
15. WNGC-F	15. WFOX-F				

ADI FM SHARE: 61.05% (1671 of 2737) (A/M 78: 56.08%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$42.00 (Selcom)	Bdcst Ent Net
WGST, 920, 5 KW/1 KW	, NEWS	ABC-E, \$79.00 (Katz)	Meredith
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$69.00 (Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW (DA-N)	, ROCK	, \$75.00 (RAR)	Jeff-Pilot
WRNG, 680, 25 KW (DAYS)	, NEWS/TALK	CBS, \$45.00 (MMR)	
WSB, 750, 50 KW (Clear)	, MOR	NBC, \$125.00 (Christal),	Cox

FM STATIONS

WBIE-F, 101.5, 100 KW @ 900, COUNTRY	, \$19.50 (HR/Stone)	
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr)	, \$55.00 (Masla)	SJR
WLTA-F, 99.7, 100 KW @ 1000, MOR/BTFL	, \$47.00 (Eastman)	Susquehanna
WPCH-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke)	, \$79.00 (Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 410, ROCK	, \$75.00 (RAR)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740, BTFL MUS (FM-100)	MBS, \$40.00 (Christal)	Cox
WVEE-F, 103.3, 100 KW @ 450, DISCO	ABC-F, \$61.00 (Mc-Guild)	Plough
WZGC-F, 92.9, 100 KW @ 590, ROCK	, \$95.00 (Torbet)	First Media
WNGC-F, 95.5, 100 KW @ 605, COUNTRY	, \$ 8.00 (Southern)	(ATHENS)
WFOX-F, 97.1, 100 KW @ 540, ROCK	, \$ 7.00 (-----)	(GAINESVILLE)

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANX	Atlanta	46	IND, Christian
WATL	Atlanta	36	IND
WSB	Atlanta	2	NBC, Cox
WTCG	Atlanta	17	IND, Ted Turner
WXIA	Atlanta	11	ABC, Combined Communications/Gannett

NEWSPAPERS

Atlanta Constitution	M	219,153, Cox
Atlanta Journal	E	218,347, Cox

ATLANTIC CITY

SRDS Market # 172
 FCC Revenue Rank # 192
 FCC Income Rank # 162
 APR 14.6
 SMSA Pop: 188,300

Revenue : \$1,363,567
 Income : \$ 91,256
 FM Rev : \$ 570,557
 FM Inc : \$ -34,394
 Comb Rev: \$1,934,124
 Comb Inc: \$ 56,862

National Rev : \$176,397
 Nat Rev per Cap: \$.94
 Tot Rev per Cap: \$10.27
 Tot Inc per Cap: \$.30
 Profit Margin : 2.9%

12+ METRO 1/4/SHARE

1. WFPG-F 45/19.6
2. WMGM-F 26/11.3
3. WIIN 23/10.0
4. WOND 18/ 7.8
5. WMID 17/ 7.4
6. WUSS 12/ 5.2
7. WGRF-F 11/ 4.8
8. WCAU 10/ 4.3
9. WSLT-F 9/ 3.9
10. WAYV-F 7/ 3.0

12+ TSA 1/4

1. WFPG-F 50
2. WMGM-F 34
3. WMID 29
4. WIIN 25
5. WSLT-F 22
6. WOND 20
7. WCAU 15
8. WGRF-F 13
- WUSS 13
10. WMMR-F 9

12+ TSA CUME/MSA CUME RAT

1. WFPG-F 567/30.9
2. WMGM-F 547/24.0
3. WMID 423/19.0
4. WOND 386/21.1
5. WIIN 339/19.9
6. WSLT-F 268/ 8.4
7. WCAU 257/10.7
8. WGRF-F 228/13.1
9. WUSS 214/11.2
10. WMMR-F 164/ 7.1

12+ FM SHARE (METRO): 56.94% (119 of 209) (A/M 78: NA)
 12+ FM SHARE (TSA) : 56.27% (157 of 279) (A/M 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMGM-F	1. WMGM-F	1. WMGM-F	1. WFPG-F	1. WFPG-F	1. WFPG-F
	2. WMID	2. WFPG-F	2. WIIN	2. WIIN	2. WIIN
	3. WFPG-F	3. WMID	3. WMID	3. WOND	3. WMID

OTHER RATED STATIONS/METRO SHARE

WRDI	1580	1.7	WFLN-F	95.7	.4	WIP	610	.9
KYW	1060	.9	WIBG	1520	.4	WMMR-F	93.3	3.0
WCAU-F	98.1	.9	WIFI-F	92.5	.4	WWSH-F	106.1	.9
WDVR-F	101.1	2.2	WIOQ-F	102.1	1.3	WFIL	560	.4

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	65 (6)		65 (6)	31.1
BTFL MUSIC		61 (4)	61 (4)	29.2
ROCK/CONTEMP	1 (1)	55 (6)	56 (7)	26.8
BLACK/DISCO	12 (1)	2 (1)	14 (2)	6.7
NEWS/INFO/TALK	12 (2)		12 (2)	5.7
CLASSICAL		1 (1)	1 (1)	0.5
			<u>209 (22)</u>	

AM STATIONS

WIIN, 1450, 1 KW/250 W, MOR (Radio Arts) CBS, \$17.00 (PRO)
 WMID, 1340, 1 KW/250 W, MOR/AC NBC, \$ 9.00 (Masla)
 WOND, 1400, 1 KW/250 W, MOR/AC ABC-E, \$15.00 (Mc-Guild) Green
 WUSS, 1490, 1 KW/250 W, BLACK/DISCO NBN, \$19.50 (-----)

FM STATIONS

WAYV-F, 95.1, 20 KW @ 300, CONTEMP , \$10.60 (Buckley)
 WFPG-F, 96.9, 50 KW @ 360, BTFL MUS , \$26.00 (PRO)
 WGRF-F, 99.3, 3 KW @ 290, ROCK (Drake-Chen) , \$ 8.00 (Masla)
 WMGM-F, 103.7, 20 KW @ 200, ROCK (TM) , \$15.00 (Mc-Guild) Green
 WSLT-F, 106.3, 3 KW @ 326, BTFL MUS , \$ 8.00 (-----)
 FOR WCAU, WMMR SEE PHILADELPHIA FOR TV STATIONS SEE PHILADELPHIA

NEWSPAPER

Atlantic City Press

M

72,107

AUGUSTA

SRDS Market # 129
 FCC Revenue Rank # 127
 FCC Income Rank # 285
 APR 15.8
 SMSA Pop: 289,900

Revenue : \$2,321,743
 Income : \$ -115,637
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$509,899
 Nat Rev per Cap: \$1.76
 Tot Rev per Cap: \$8.01
 Tot Inc per Cap: \$-.40
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WBBQ-F	84/23.1	15.8	15.0	1. WBBQ-F	134	1. WBBQ-F	1588/40.0
2. WBIA	34/ 9.3	7.2	7.2	2. WBBQ	36	2. WBBQ	737/28.0
3. WBBQ	33/ 9.1	11.5	12.2	3. WBIA	34	3. WRDW	494/16.0
4. WTHB	29/ 8.0	6.2	7.8	4. WGAC	31	WZZW-F	494/20.2
5. WGAC	27/ 7.4	8.0	8.6	WTHB	31	5. WGAC	480/16.8
6. WGUS-F	25/ 6.9	---	---	6. WRDW	29	6. WTHB	383/12.5
7. WRDW	22/ 6.0	6.4	9.4	7. WGUS-F	27	7. WAUG-F	374/14.3
8. WZZW-F	21/ 5.8	11.0	6.9	8. WNEZ-F	26	8. WGUS-F	334/10.9
9. WAUG-F	20/ 5.5	4.3	7.5	9. WZZW-F	22	9. WNEZ-F	310/10.6
WNEZ-F	20/ 5.5	---	---	10. WAUG-F	21	10. WBIA	275/11.8

12+ FM SHARE (METRO): 50.88% (173 of 340) (A/M 78: 41.18%)
 12+ FM SHARE (TSA) : 56.22% (235 of 418) (A/M 78: 47.28%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBBQ	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F+
2. WRDW	2. WZZW-F	2. WBBQ	2. WGUS-F	2. WBIA	
	3. WTHB	3. WGUS-F	3. WBBQ	WGUS-F	

OTHER RATED STATIONS/METRO SHARE

WAKN	990	1.9	WHGI	1050	1.9
WGUS	1380	2.2	WCOS-F	97.9	.8

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	33 (1)	125 (3)	158 (4)	46.5
MOR/AC	61 (2)		61 (2)	17.9
BLACK	51 (2)		51 (2)	15.0
COUNTRY	15 (2)	28 (2)	43 (4)	12.6
BTFL MUSIC		20 (1)	20 (1)	5.9
UNKNOWN	7 (1)		7 (1)	2.1
			<u>340 (14)</u>	

RADIO STATIONS

WBBQ, 1340, 1 KW/250 W	, ROCK	ABC-C, \$30.60 (Eastman)	
WBIA, 1230, 1 KW/250 W	, MOR	NBC, \$12.00 (Busby)	
WGAC, 580, 5 KW/1 KW (DA-N)	, MOR/C&W	CBS, \$17.50 (Katz)	Beasley
WRDW, 1480, 5 KW (DA-N)	, BLACK	MBN, \$ 8.00 (PRO)	
WTHB, 1550, 5 KW (DAYS)	, BLACK (Drake-Chen)	ABC-E, NBN, \$ 8.00 (Bolton)	
WAUG-F, 105.7, 50 KW @ 83,	CONTEMP	ABC-I, \$14.00 (Masla)	
WBBQ-F, 104.3, 100 KW @ 550,	ROCK	ABC-C, \$30.60 (Eastman)	
WGUS-F, 102.3, 3 KW @ 280,	COUNTRY	, \$16.50 (Sav/Gates)	
WNEZ-F, 99.3, 3 KW @ 300,	BTFL MUS (TM)	, \$10.50 (-----)	(AIKEN)
WZZW-F, 103.1, 3 KW @ 300,	ROCK (Drake-Chen)	, \$15.00 (Bolton)	

TV STATIONS

WATU	Augusta	26	NBC
WJBF	Augusta	6	ABC, Fuqua
WRDW	Augusta	12,	CBS, Ziff-Davis

NEWSPAPERS

Augusta Chronicle	M	55,365
Augusta Herald	E	19,022

AUSTIN

SRDS Market # 80
 FCC Revenue Rank # 70
 FCC Income Rank # 39
 APR 16.6
 SMSA Pop: 476,300

Revenue : \$4,405,398
 Income : \$ 839,818
 FM Rev : \$ 805,493
 FM Inc : \$ 82,190
 Comb Rev: \$5,210,791
 Comb Inc: \$ 922,008

National Rev : \$756,557
 Nat Rev per Cap: \$1.59
 Tot Rev per Cap: \$10.94
 Tot Inc per Cap: \$1.94
 Profit Margin : 17.7%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>		<u>A/M 78</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KVET	102/15.0	12.6	15.2	1. KVET	109	1. KVET	1308/28.9				
2. KASE-F	91/13.4	14.6	14.8	2. KASE-F	103	2. KASE-F	988/21.7				
3. KLBJ-F	60/ 8.8	9.4	13.9	3. KOKE-F	62	3. KLBJ	959/18.7				
4. KNOW	57/ 8.4	11.5	8.5	KLBJ-F	62	4. KNOW	889/21.5				
5. KOKE-F	52/ 7.7	6.7	6.2	5. KNOW	58	5. KLBJ-F	845/19.4				
6. KHFI-F	51/ 7.5	6.1	8.5	6. KCSW-F	51	6. KOKE-F	768/15.7				
7. KCSW-F	50/ 7.4	11.3	9.2	KHFI-F	51	7. KTSA	724/13.2				
8. KLBJ	37/ 5.4	7.3	4.6	8. KLBJ	45	8. KHFI-F	723/17.7				
9. KTSA	32/ 4.7	1.9	1.7	9. KTSA	40	9. KCSW-F	700/16.7				
10. KIXL	16/ 2.4	2.7	.6	10. KIXL	16	10. WOAI	317/ 5.3				

12+ FM SHARE (METRO): 54.30% (322 of 593) (A/M 78: 61.90%)
 12+ FM SHARE (TSA) : 52.90% (347 of 656) (A/M 78: 56.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KHFI-F	1. KLBJ-F	1. KVET	1. KVET	1. KASE-F	1. KVET
2. KTSA	2. KCSW-F	KLBJ-F	2. KASE-F	2. KVET	2. KLBJ
3. KNOW	3. KVET	3. KNOW	3. KLBJ-F	3. KLBJ	3. KNOW
	4. KNOW	4. KCSW-F	4. KOKE-F	4. KOKE-F	4. KOKE-F+

OTHER RATED STATIONS/METRO SHARE

KMXX-F	102.3	2.1	KTAE	1260	.4	KTFM-F	102.7	.6
KOKE	1370	1.5	KKYX	680	.7	WOAI	1200	1.3

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	89 (2)	114 (3)	203 (5)	34.2
COUNTRY	120 (4)	52 (1)	172 (5)	29.0
BTFL MUSIC	37 (1)	91 (1)	128 (2)	21.6
DISCO		51 (1)	51 (1)	8.6
RELIGION	16 (1)		16 (1)	2.7
SPANISH		14 (1)	14 (1)	2.4
NEWS/INFO/TALK	9 (1)		9 (1)	1.5
			593 (16)	

RADIO STATIONS

KIXL, 970, 1 KW (DAYS) (DA), RELIGION	, \$ 8.00 (Miller)	
KLBJ, 590, 5 KW/1 KW (DA-N), BTFL MUS/NEWS	MBS, CBS, \$15.75 (Torbet)	
KNOW, 1490, 1 KW	, \$19.25 (Mc-Guild)	Mayes
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY	, \$33.75 (Katz)	
KASE-F, 100.7, 98 KW @ 510, BTFL MUS (Bonne)	, \$20.00 (Katz)	
KCSW-F, 103.7, 97 KW @ 580, CONTEMP	ABC-F, \$26.00 (Mc-Guild)	Mayes
KHFI-F, 98.3, 1.3 KW @ 418, DISCO	MBN, \$19.75 (Selcom)	LIN
KLBJ-F, 93.7, 100 KW @ 1057, AOR	MBS, \$20.25 (Torbet)	
KOKE-F, 95.5, 10 KW @ 265, COUNTRY	, \$11.00 (Riley)	

KTSA, WOAI - see San Antonio

TV STATIONS

KTBC	Austin	7	CBS, Times-Mirror
KTUV	Austin	36	NBC, LIN
			KVUE Austin 24 ABC, Det News

NEWSPAPERS

Austin Amer-Statesman	ME	120,952, Cox	Austin Citizen	E	12,473
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BAKERSFIELD

SRDS Market # 104
 FCC Revenue Rank # 78
 FCC Income Rank # 206
 APR 15.7
 SMSA Pop: 370,500

Revenue : \$3,944,548
 Income : \$ 39,794
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$26,375
 Nat Rev per Cap: \$2.23
 Tot Rev per Cap: \$10.65
 Tot Inc per Cap: \$.11
 Profit Margin : 1.0%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KKXX-F 60/13.2	4.9	11.2	1. KKXX-F 60	1. KERN 774/25.9
2. KUZZ 58/12.8	17.1	13.6	2. KUZZ 58	2. KKXX-F 729/23.7
3. KERN 45/ 9.9	13.4	14.3	3. KERN 45	3. KUZZ 665/21.9
4. KLYD-F+ 40/ 8.8	8.9	10.0	4. KLYD-F+ 40	4. KAFY 604/15.5
5. KGFM-F 32/ 7.0	3.9	3.1	5. KGFM-F 36	5. KLYD-F+ 422/13.1
6. KWAC 27/ 5.9	2.0	---	6. KWAC 27	6. KGFM-F 416/13.3
7. KAFY 20/ 4.4	8.7	11.7	7. KAFY 23	7. KPMC 374/12.5
8. KGAM 19/ 4.2	5.9	4.5	8. KGAM 19	8. KGAM 291/ 9.8
9. KPMC 15/ 3.3	2.6	2.1	9. KPMC 15	9. KFI 228/ 7.3
10. KMET-F 12/ 2.6	---	---	10. KMET-F 12	10. KWAC 215/ 7.2

12+ FM SHARE (METRO): 38.20% (157 of 411) (A/M 78: 27.03%)
 12+ FM SHARE (TSA) : 37.97% (161 of 424) (A/M 78: 24.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ
2. KERN	2. KERN	2. KUZZ	2. KGFM-F	2. KLYD-F+	2. KLYD-F+
3. KMET-F	3. KUZZ	3. KERN	KLYD-F+	3. KGFM-F	3. KERN

OTHER RATED STATIONS/METRO SHARE

KCHJ	1010	.4	KZIQ	1360	2.6	KMPC	710	1.5
KDOL	1340	1.1	KZIQ-F	92.7	.4	KNX	1070	.7
KHIS+	800	1.7	KBIG-F	104.3	2.2	KNX-F	93.1	.9
KLOA	1240	1.1	KFI	640	1.8	KOST-F	103.5	1.5
KWSO	1050	1.1	KLOS-F	95.5	1.1			

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	73 (3)	81 (4)	154 (7)	37.5
BTFL MUSIC	34 (2)	51 (4)	85 (6)	20.7
COUNTRY	81 (4)	2 (1)	83 (5)	20.2
MOR/AC	29 (3)	23 (1)	52 (4)	12.7
SPANISH	27 (1)		27 (1)	6.6
RELIGION	5 (1)		5 (1)	1.2
NEWS/INFO/TALK	3 (1)		3 (1)	0.7
VARIETY	2 (1)		2 (1)	0.5
			411 (26)	

RADIO STATIONS

KAFY, 550, 1 KW (DA-N), CONTEMP, \$20.00 (Mc-Guild)
 KERN, 1410, 1 KW, ROCK, ABC-C, \$19.25 (Katz)
 KGAM, 1230, 1 KW/250 W, BTFL MUS (TM), NBC, \$ 9.75 (Torbet)
 KPMC, 1560, 10 KW (DA-1), BTFL MUS, CBS, MBS, MBN, \$13.00 (Howard)
 KUZZ, 970, 1 KW (DA-2), COUNTRY, \$20.25 (Christal) Buck Owens
 KWAC, 1490, 1 KW/250 W, SPANISH, \$12.00 (Lotus)
 KGFM-F, 101.5, 33 KW @ 1300, BTFL MUS (TM), NBC, \$ 8.75 (Torbet)
 KKXX-F, 107.9, 5.5 KW @ 1340, ROCK, \$11.50 (Christal) Buck Owens
 KLYD-F+, 94.1, 4.5 KW @ 1310, MOR (Radio Arts) ABC-E, \$ 9.19 (Selcom)

TV STATIONS

KBAK Bakersfield 29 ABC, Harriscope KPWR Bakersfield 17 CBS, Gillett
 KERO Bakersfield 23 NBC, McGraw-Hill

NEWSPAPER Bakersfield Californian E 62,395

BALTIMORE

SRDS Market # 14; ADI # 19
 FCC Revenue Rank # 17
 FCC Income Rank # 8
 APR 16.5
 SMSA Pop: 2,160,200

Revenue : \$17,252,511
 Income : \$ 4,194,879
 FM Rev : \$ 4,248,063
 FM Inc : \$ 420,183
 Comb Rev: \$21,500,574
 Comb Inc: \$ 4,615,062

National Rev : \$5,023,576
 Nat Rev per Cap: \$2.33
 Tot Rev per Cap: \$9.95
 Tot Inc per Cap: \$2.14
 Profit Margin : 21.5%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBAL	318/10.7	12.2	15.2	1. WBAL 344	1. WBAL 4745/24.6
2. WIYY-F	265/ 8.9	6.9	4.2	2. WIYY-F 279	2. WFBR 4211/22.5
3. WCBM	226/ 7.6	6.2	9.0	3. WCBM 236	3. WCBM 3923/20.5
4. WLIF-F	217/ 7.3	7.5	8.2	4. WLIF-F 229	4. WCAO 3781/18.9
5. WFBR	204/ 6.9	4.1	4.2	5. WFBR 210	5. WIYY-F 3382/18.0
6. WXYV-F	174/ 5.8	6.4	5.3	6. WPOC-F 197	6. WLIF-F 3283/17.1
7. WCAO	158/ 5.3	5.0	6.2	7. WXYV-F 183	7. WPOC-F 2319/10.5
8. WPOC-F	157/ 5.3	5.1	3.7	8. WCAO 176	8. WKTK-F 2312/12.5
9. WWIN	149/ 5.0	4.4	4.7	9. WWIN 149	9. WXYV-F 2311/12.4
10. WKTK-F	130/ 4.4	3.1	2.6	10. WKTK-F 132	10. WWIN 1942/10.8
11. WMAR-F	115/ 3.9	4.3	4.6	11. WMAR-F 117	11. WLPL-F 1370/ 7.2
12. WAYE	75/ 2.5	1.3	1.0	12. WAYE 75	12. WMAR-F 1362/ 7.5

12+ FM SHARE (METRO): 51.86% (1406 of 2711) (A/M 78: 47.10%)
 12+ FM SHARE (TSA) : 52.49% (1526 of 2907) (A/M 78: 48.89%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WBAL	1. WBAL	1. WBAL
2. WWIN	2. WXYV-F	2. WCBM	2. WCBM	2. WLIF-F	2. WCBM
3. WKTK-F	3. WCBM	3. WXYV-F	3. WPOC-F	3. WCBM	3. WFBR
4. WXYV-F	4. WCAO	4. WFBR	4. WFBR	4. WFBR	4. WCAO
5. WCAO	WKTK-F	5. WPOC-F	5. WLIF-F	5. WPOC-F	5. WPOC-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	760 (4)		760 (4)	28.0
ROCK/CONTEMP	159 (2)	521 (8)	680 (10)	25.1
BLACK/DISCO	182 (2)	319 (3)	501 (5)	18.5
BTFL MUSIC	61 (1)	357 (3)	418 (4)	15.4
COUNTRY	34 (1)	183 (2)	217 (3)	8.0
BIG BAND	75 (1)		75 (1)	2.8
RELIGION		26 (1)	26 (1)	1.0
NEWS/INFO/TALK	34 (1)		34 (1)	1.3
			<u>2711 (29)</u>	

BALTIMORE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WBAL	1. WBAL	1. WBAL	WBKZ-F	95.9	1.3
2. WIYY-F	2. WFBR	2. WIYY-F	WBMD	750	1.1
3. WCBM	3. WCBM	3. WWIN	WITH	1230	2.0
4. WLIF-F	4. WCAO	4. WCBM	WITH-F	104.3	1.8
5. WFBR	5. WIYY-F	5. WXYV-F	WLPL-F	92.3	2.0
6. WPOC-F	6. WLIF-F	6. WFBR	WNAV-F	99.1	.8
7. WXYV-F	7. WKTK-F	7. WPOC-F	WRBS-F	95.1	.9
8. WCAO	8. WXYV-F	8. WCAO	WSID	1010	1.1
9. WWIN	9. WPOC-F	9. WMAR-F	WTTR-F	100.7	.9
10. WKTK-F	10. WWIN	10. WLIF-F	WASH-F	97.1	1.1
11. WMAR-F	11. WMAR-F		WHUR-F	96.3	.5
12. WAYE	12. WLPL-F		WMAL	630	.4
13. WLPL-F	13. WITH-F		WPGC-F+	95.5	1.1
14. WITH	14. WITH		WRQX-F	107.3	.5
15. WITH-F	15. WTOP		WTOP	1500	1.1
			WWDC-F	101.1	.7

ADI FM SHARE: 52.29% (1528 of 2922) (A/M 78: 47.87%)

AM STATIONS

WAYE, 860, 1 KW (DAYS) (DA), BIG BAND (Drake-Chen)	, \$25.50 (P/W)	
WBAL, 1090, 50 KW (DA-N), MOR	NBC, \$77.00 (Blair)	Hearst
WCAO, 600, 5 KW (DA-1), CONTEMP	ABC-C, \$70.00 (Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW (DA-2), MOR/AC	ABC-E, \$93.25 (Katz)	Metromedia
WFBR, 1300, 5 KW (DA-1), MOR/AC	CBS,ABC-I, \$61.13 (MMR)	
WITH, 1230, 1 KW/250 W, BTFL MUS	CBS,MBS, \$22.00 (Masla)	
WWIN, 1400, 1 KW/250 W, BLACK	NBN, \$34.00 (Howard)	

FM STATIONS

WITH-F, 104.3, 50 KW @ 422, ROCK	, \$22.00 (Masla)	
WIYY-F, 97.9, 50 KW @ 946, AOR (Burk-Abr)	, \$66.25 (Blair)	Hearst
WKTK-F, 105.7, 50 KW @ 245, DISCO	ABC-F, \$36.00 (Buckley)	
WLIF-F, 101.9, 13.5 KW @ 961, BTFL MUS (Schulke)	, \$77.50 (Christal)	Cox
WLPL-F, 92.3, 20 KW @ 400, CONTEMP	, \$34.00 (UBC)	United
WMAR-F, 106.5, 50 KW @ 620, BTFL MUS (FM 100)	, \$27.50 (? ?)	Abell
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	, \$45.75 (Eastman)	Nationwide
WXYV-F, 102.7, 50 KW @ 400, DISCO	, \$55.00 (Mc-Guild)	Plough

TV STATIONS

WBAL	Baltimore	11	NBC, Hearst
WBFF	Baltimore	45	IND
WJZ	Baltimore	13	ABC, Westinghouse
WMAR	Baltimore	2	CBS, Abell

NEWSPAPERS

Baltimore News American	E	153,608, Hearst
Baltimore Sun	E	170,753, Abell
	M	174,753, Abell

BATON ROUGE

SRDS Market # 90
 FCC Revenue Rank # 89
 FCC Income Rank # 62
 APR 15.2
 SMSA Pop: 431,200

Revenue : \$3,440,094
 Income : \$ 525,560
 FM Rev : \$1,001,157
 FM Inc : \$ 234,478
 Comb Rev: \$4,441,251
 Comb Inc: \$ 760,038

National Rev : \$453,922
 Nat Rev per Cap: \$1.05
 Tot Rev per Cap: \$10.30
 Tot Inc per Cap: \$1.76
 Profit Margin : 17.1%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WFMF-F	83/15.6	14.5	6.0	1. WFMF-F	137	1. WFMF-F	1687/30.9
2. WYNK-F	68/12.8	12.7	7.9	2. WYNK-F	119	2. WYNK-F	1540/25.1
3. WXOK	59/11.1	12.9	14.1	3. WXOK	76	3. WAFB-F	1202/13.4
4. WJBO	57/10.7	6.9	8.5	4. WAFB-F	69	4. WJBO	1053/23.2
5. WQXY-F	52/ 9.8	10.1	13.0	5. WJBO	66	5. WIBR	1039/24.2
6. WLCS	48/ 9.0	10.1	9.4	WQXY-F	66	6. WXOK	1023/20.8
7. WIBR	41/ 7.7	8.5	9.8	7. WLCS	52	7. WLCS	995/23.7
8. WYNK	33/ 6.2	5.3	7.5	8. WIBR	48	8. WQXY-F	936/18.1
9. WAFB-F	25/ 4.7	3.4	6.2	9. WYNK	43	9. WWL	640/ 6.5
10. WSLG	10/ 1.9	---	1.1	10. WWL	19	10. WYNK	635/13.7

12+ FM SHARE (METRO): 47.69% (237 of 497) (A/M 78: 35.04%)
 12+ FM SHARE (TSA) : 55.66% (403 of 724) (A/M 78: 40.81%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WQXY-F	1. WYNK-F
2. WXOK	2. WYNK-F	2. WYNK-F	2. WQXY-F	2. WYNK-F	2. WFMF-F
3. WLCS	3. WAFB-F	3. WQXY-F	3. WJBO	3. WJBO	3. WJBO
	WLCS	4. WIBR	4. WLCS	4. WYNK	4. WQXY-F

OTHER RATED STATIONS/METRO SHARE

KSMI-F 104.9 1.7 WLUX 1550 .9 WWL 870 1.3

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	89 (2)	83 (1)	172 (3)	34.6
COUNTRY	40 (2)	68 (1)	108 (3)	21.7
BLACK/DISCO	59 (1)	25 (1)	84 (2)	16.9
MOR/AC	57 (1)	9 (1)	66 (2)	13.3
BTFL MUSIC		52 (1)	52 (1)	10.5
UNKNOWN	10 (1)		10 (1)	2.0
RELIGION	5 (1)		5 (1)	1.0
			497 (13)	

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), ROCK , \$15.84 (HR/Stone)
 WJBO, 1150, 5 KW (DA-1) , MOR NBC,MBS, \$14.50 (Torbet)
 WLCS, 910, 1 KW (DA-1) , ROCK , \$18.50 (Mc-Guild) Air Waves
 WXOK, 1460, 5 KW/1 KW (DA-N), BLACK NBN, \$14.00 (Selcom) Security
 WSLG, 1090, 500 W , ? ? , ? ? (-----) (DONALDSVILLE)
 WYNK, 1380, 5 KW (DAYS) (DA), COUNTRY ABC-E, \$21.00 (Masla)
 WAFB-F, 98.1, 100 KW @ 1550, DISCO (Drake-Chen) , \$15.00 (PRO)
 WFMF-F, 102.5, 100 KW @ 475, ROCK ABC-F, \$15.25 (Torbet)
 WQXY-F, 100.7, 100 KW @ 750, BTFL MUS (Schulke) , \$18.50 (Mc-Guild)
 WYNK-F, 101.5, 100 KW @ 403, COUNTRY ABC-I, \$21.00 (Masla)

WWL - see New Orleans

TV STATIONS WAFB Baton Rouge 9 CBS WBRZ Baton Rouge 2 ABC, Manship
 WRBT Baton Rouge 33 NBC

NEWSPAPERS

Baton Rouge State-Times E 42,590
 Baton Rouge Advocate M 68,922

BEAUMONT--PORT ARTHUR--ORANGE

SRDS Market # 110
 FCC Revenue Rank # 94
 FCC Income Rank # 309
 APR 16.5
 SMSA Pop: 346,100

Revenue : \$3,322,032
 Income : \$ -381,128
 FM Rev : \$ 609,145
 FM Inc : \$ 13,542
 Comb Rev: \$3,931,177
 Comb Inc: \$ -367,586

National Rev : \$449,132
 Nat Rev per Cap: \$1.30
 Tot Rev per Cap: \$11.36
 Tot Inc per Cap: \$-1.06
 Profit Margin : NA

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>		
1. KALO-F	51/10.3	13.1	---	1. KLVI	81	1. KLVI	1175/23.2
2. KLVI	48/ 9.7	10.5	8.3	2. KALO-F	55	2. KWIC-F	591/18.2
3. KWIC-F	46/ 9.3	11.7	11.0	3. KWIC-F	49	3. KYKR-F	581/15.3
4. KTRM	42/ 8.5	6.4	7.6	4. KQXY-F	43	4. KIOC-F	544/13.0
5. KJET	38/ 7.7	5.2	15.9	KTRM	43	5. KQXY-F	541/13.9
6. KYKR-F	36/ 7.3	6.0	6.6	6. KYKR-F	41	6. KTRH	473/11.5
7. KQXY-F	28/ 5.7	6.0	8.3	7. KJET	38	7. KTRM	423/12.9
8. KIOC-F	24/ 4.9	5.7	6.8	8. KIOC-F	30	8. KAYD-F	422/12.2
9. KTRH	23/ 4.7	5.7	5.4	9. KTRH	27	9. KALO-F	408/12.4
10. KHYS-F	17/ 3.4	.7	---	10. KHYS-F	24	10. KHYS-F	389/ 8.7

12+ FM SHARE (METRO): 50.87% (234 of 460) (A/M 78: 42.01%)
 12+ FM SHARE (TSA) : 51.28% (281 of 548) (A/M 78: 42.26%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KALO-F	1. KWIC-F	1. KWIC-F	1. KTRM	1. KLVI	1. KLVI
2. KWIC-F	2. KALO-F	2. KALO-F	2. KLVI	2. KQXY-F	2. KWIC-F
3. KAYD-F	3. KTRM	3. KTRM	3. KALO-F	3. KTRH	3. KTRM

OTHER RATED STATIONS/METRO SHARE

KAYC	1450	2.8	KOGT	1600	3.4	KYKR	1510	1.2
KAYD-F	97.5	3.0	KOLE	1340	2.0	KZOM-F	104.5	3.4
KDLF	1150	2.4	KPAC	1250	3.2			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	14 (1)	153 (5)	167 (6)	36.3
COUNTRY	113 (4)	36 (1)	149 (5)	32.4
BLACK/DISCO	38 (1)	17 (1)	55 (2)	12.0
NEWS/INFO/TALK	39 (2)		39 (2)	8.5
BTFL MUSIC		28 (1)	28 (1)	6.1
UNKNOWN	12 (1)		12 (1)	2.6
MOR/AC	10 (1)		10 (1)	2.2
			<u>460 (18)</u>	

RADIO STATIONS

KJET, 1380, 1 KW (DAYS), BLACK	MBN, \$11.25 (Eastman)
KLVI, 560, 5 KW (DA-N), COUNTRY	, \$15.25 (Torbet)
KTRM, 990, 1 KW (DA-N), COUNTRY	ABC-I, \$17.00 (Selcom) Security
KALO-F, 95.1, 60 KW @ 238, BLACK	MBN, \$17.00 (Selcom) Security
KAYD-F, 97.5, 50 KW @ 320, ROCK	, \$14.25 (HR/Stone) Texas Coast
KHYS-F, 98.5, 65 KW @ 380, DISCO	, \$ 9.00 (PRO) Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, CONTEMP (Drake-Chen)	, \$13.00 (Christal)
KQXY-F, 94.1, 100 KW @ 645, BTFL MUS (Schulke)	, \$14.00 (Mc-Guild) Air Waves
KWIC-F, 107.7, 100 KW @ 389, ROCK	ABC-C, \$15.00 (Eastman)
KYKR-F, 93.3, 100 KW @ 500, COUNTRY	MBS, \$10.75 (Masla)

TV STATIONS

KBMT	Beaumont	12	ABC	KFDM	Beaumont	6	CBS, Belo
KJAC	Port Arthur	4	NBC, Clay				

NEWSPAPERS

Beaumont Enterprise	M	64,829	Beaumont Journal	E	14,423
Orange Leader	E	11,280	Port Arthur News	E	26,875, Cox

BILLINGS

SRDS Market # 268
 FCC Revenue Rank # 147
 FCC Income Rank # 203
 APR 15.5
 SMSA Pop: 103,400

Revenue : \$1,918,067
 Income : \$ 40,353
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$243,094
 Nat Rev per Cap: \$2.35
 Tot Rev per Cap: \$18.55
 Tot Inc per Cap: \$.39
 Profit Margin : 2.1%

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KOOK	34/25.8	22.8	28.0	1. KOOK	49	1. KOOK	619/49.0	
2. KYYA-F	26/19.7	19.3	15.2	2. KGHL	28	2. KGHL	447/28.0	
3. KURL-F	16/12.1	11.4	8.8	KYYA-F	28	3. KYYA-F	334/35.8	
4. KBMY	13/ 9.8	14.9	18.4	4. KOYN	27	4. KBMY	224/21.6	
KGHL	13/ 9.8	12.3	8.8	5. KBMY	17	5. KOYN	206/13.0	
KOYN	13/ 9.8	7.0	12.8	KURL-F	17	6. KURL-F	156/17.7	
7. KIDX-F	11/ 8.3	4.4	---	7. KIDX-F	11	7. KIDX-F	126/13.4	
8. KURL	2/ 1.5	4.4	3.2	8. KURL	4	8. KURL	107/ 9.3	

12+ FM SHARE (METRO): 41.40% (53 of 128) (A/M 78: 36.36%)
 12+ FM SHARE (TSA) : 30.94% (56 of 181) (A/M 78: 27.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KYYA-F	1. KOOK	1. KOOK	1. KOOK	1. KOYN	1. KOOK
2. KOOK	2. KYYA-F	2. KYYA-F	2. KYYA-F	KGHL	2. KGHL
			3. KGHL	KURL-F	3. KYYA-F

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	34 (1)	26 (1)	60 (2)	46.9
COUNTRY	26 (2)	11 (1)	37 (3)	28.9
BTFL MUSIC		16 (1)	16 (1)	12.5
MOR/AC	13 (1)		13 (1)	10.2
RELIGION	2 (1)		2 (1)	1.6
			<u>128 (8)</u>	

RADIO STATIONS

KBMY, 1240, 1 KW/250 W , COUNTRY	MBS, \$ 7.25 (-----)	Peoria Jrnl Star
KGHL, 790, 5 KW (DA-N), MOR (Drake-Chen)	NBC, \$13.25 (Eastman)	Hatch
KOOK, 970, 5 KW (DA-N), ROCK	CBS, \$11.41 (Torbet)	
KOYN, 910, 1 KW (DAYS), COUNTRY	ABC-E, \$ 6.15 (P/W)	
KURL, 730, 500 W (DAYS),RELIG/BTFL	, \$ 2.85 (A/D)	Christian Ent
KIDX-F, 98.5, 50 KW @ 402, COUNTRY (Drake-Chen)	, \$ 5.50 (Eastman)	Hatch
KURL-F, 97.1, 17.5 KW @ 30, BTFL MUS (TM)	, \$ 4.75 (A/D)	Christian Ent
KYYA-F, 93.3, 100 KW @ 700, ROCK (Century 21)	, \$ 9.95 (Masla)	Meyer

TV STATIONS

KTVQ	Billings	2	CBS,NBC, Garryowen
KULR	Billings	8	ABC,NBC,CBS, Harriscope

NEWSPAPER

Billings Gazette M 59,030, Lee

BINGHAMPTON

SRDS Market # 118
 FCC Revenue Rank # 152
 FCC Income Rank # 250
 APR 15.5
 SMSA Pop: 307,000

Revenue : \$1,832,098
 Income : \$ -23,301
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$270,835
 Nat Rev per Cap: \$.88
 Tot Rev per Cap: \$5.97
 Tot Inc per Cap: \$-.08
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQYT-F 77/19.6	16.1	19.3	1. WQYT-F 100	1. WAAL-F 1106/32.1
2. WNBF 69/17.6	19.0	19.3	2. WAAL-F 74	2. WNBF 1035/39.5
3. WAAL-F 57/14.5	13.9	12.6	3. WNBF 71	3. WQYT-F 931/27.5
4. WKOP 35/ 8.9	11.3	6.7	4. WKOP 37	4. WMRV-F 673/23.6
5. WMRV-F 32/ 8.1	7.6	8.8	5. WMRV-F 33	5. WINR 615/19.2
6. WINR 17/ 4.3	7.4	6.4	6. WINR 24	6. WKOP 513/17.5
7. WEBO 16/ 4.1	1.4	1.5	7. WEBO 16	7. WENE 479/17.7
8. WWWT-F 13/ 3.3	2.5	3.1	8. WENE 14	8. WWWT-F 228/ 9.0
WENE 13/ 3.3	4.2	7.7	9. WWWT-F 13	9. WGBI-F 221/ 4.7
10. WGBI-F 5/ 1.3	1.7	1.0	10. WGBI-F 10	10. WEBO 193/ 7.6

12+ FM SHARE (METRO): 55.09% (184 of 334) (A/M 78: 47.44%)

12+ FM SHARE (TSA) : 58.67% (230 of 392) (A/M 78: 48.34%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAL-F	1. WAAL-F	1. WAAL-F	1. WQYT-F	1. WQYT-F	1. WNBF
2. WMRV-F	2. WMRV-F	2. WNBF	2. WNBF	2. WNBF	2. WQYT-F
3. WINR	3. WNBF	3. WQYT-F	3. WAAL-F		3. WAAL-F

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	30 (2)	107 (4)	137 (6)	41.0
MOR/AC	85 (2)		85 (2)	25.4
BTFL MUSIC		77 (1)	77 (1)	23.1
COUNTRY	35 (1)		35 (1)	10.5
			334 (10)	

RADIO STATIONS

WEBO, 1330, 5 KW (DAYS), MOR/AC	MBS, \$ 6.75 (Market 4)	(OWEGO)
WINR, 680, 1 KW/500 W (DA-2), CONTEMP	ABC-I, \$14.25 (Schutz)	
WENE, 1430, 5 KW (DA-N), CONTEMP	ABC-C, \$20.00 (Masla)	
WKOP, 1360, 5 KW/500 W (DA-2), COUNTRY	CBS, \$13.00 (PRO)	
WNBF, 1290, 5 KW (DA-2), MOR	NBC, \$22.75 (Blair)	Stoner
WAAL-F, 99.1, 7.1 KW @ 1090, ROCK	ABC-F, \$25.00 (Torbet)	
WWWT-F, 101.7, 1.1 KW @ 450, ROCK/DISCO	MBS, \$ 7.50 (Market 4)	(OWEGO)
WMRV-F, 105.7, 35 KW @ 570, CONTEMP	ABC-E, \$15.50 (Masla)	
WQYT-F, 98.1, 10 KW @ 950, BTFL MUS (Schulke)	\$22.75 (Blair)	Stoner

TV STATIONS

WMGC	Binghampton	34	ABC, Empire
WICZ	Binghampton	40	NBC
WBNG	Binghampton	12	CBS, Gateway

NEWSPAPERS

Binghampton Press	E	68,115
Binghampton Sun-Bulletin	M	27,090, Gannett

BIRMINGHAM

SRDS Market # 47; ADI # 50
 FCC Revenue Rank # 31
 FCC Income Rank # 31
 APR 13.6
 SMSA Pop: 810,700

Revenue : \$8,681,388
 Income : \$ 976,559
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$1,779,481
 Nat Rev per Cap: \$2.19
 Tot Rev per Cap: \$10.71
 Tot Inc per Cap: \$1.20
 Profit Margin : 11.2%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSGN 93/10.2	8.0	9.5	1. WKXX-F 174	1. WKXX-F 2289/18.0
2. WKXX-F 92/10.1	10.4	10.3	2. WQEN-F 138	2. WSGN 2113/27.4
3. WENN-F 69/ 7.5	9.6	2.6	3. WSGN 106	3. WVOK 1458/11.9
4. WQEZ-F 64/ 7.0	3.0	3.9	4. WENN-F 87	4. WERC 1448/20.8
5. WENN 60/ 6.6	6.3	7.5	WVOK 87	5. WQEN-F 1382/ 2.7
6. WYDE 58/ 6.3	7.0	7.3	6. WQEZ-F 84	6. WENN-F 1370/14.4
7. WRKK-F 53/ 5.8	3.5	4.8	7. WRKK-F 71	7. WQEZ-F 1283/14.8
8. WERC 47/ 5.1	9.1	8.5	8. WZZK-F 69	8. WZZK-F 1140/ 9.2
WJLD 47/ 5.1	4.7	7.3	9. WYDE 65	9. WYDE 1039/13.0
10. WVOK 45/ 4.9	6.7	2.2	10. WENN 61	10. WAPI-F 940/11.0
11. WATV 41/ 4.5	5.3	7.0	11. WERC 49	11. WRKK-F 926/ 9.9
12. WAPI-F 37/ 4.0	3.7	3.0	12. WAPI-F 47	12. WJLD 924/13.3

12+ FM SHARE (METRO): 45.23% (384 of 849) (A/M 78: 36.00%)
 12+ FM SHARE (TSA) : 57.04% (705 of 1236) (A/M 78: 45.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKXX-F	1. WKXX-F	1. WSGN	1. WSGN	1. WQEZ-F	1. WSGN
2. WSGN	2. WRKK-F	WKXX-F	2. WQEZ-F	2. WYDE	2. WKXX-F
3. WENN-F	3. WSGN	3. WRKK-F	3. WYDE	3. WSGN	3. WQEN-F
4. WERC	4. WENN-F	4. WENN-F	4. WENN	4. WENN	4. WYDE
	5. WERC	5. WQEZ-F	WAPI-F	5. WVOK	5. WENN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	140 (2)	158 (3)	298 (5)	35.1
BLACK/DISCO	97 (3)	69 (1)	166 (4)	19.6
COUNTRY	103 (2)	36 (1)	139 (3)	16.4
BTFL MUSIC	16 (1)	101 (2)	117 (3)	13.8
RELIGION/GOSPEL	68 (2)	20 (1)	88 (3)	10.4
MOR/AC	34 (2)		34 (2)	4.0
VARIETY	7 (1)		7 (1)	0.8
			<u>849 (21)</u>	

BIRMINGHAM ADI

OTHER RATED STATIONS/MSA SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WKXX-F	1. WSGN	1. WSGN	WAPI	1070	3.3
2. WSGN	2. WKXX-F	2. WYDE	WBUL	1220	1.0
3. WENN-F	3. WERC	3. WERC	WCRT	1260	1.8
4. WQEN-F	4. WVOK	4. WENN-F	WDJC-F	93.7	2.2
5. WVOK	5. WENN-F	WKXX-F	WLPH	1480	.9
6. WQEZ-F	6. WQEZ-F	6. WZZK-F	WWWB	1360	.4
7. WYDE	7. WZZK-F	7. WJLD	WYAM	1450	.8
WRKK-F	8. WYDE	8. WQEZ-F	WZZK-F	104.7	3.9
9. WENN	9. WJLD	9. WENN	WQEN-F	103.7	1.4
10. WZZK-F	10. WAPI-F	10. WAPI			
11. WERC	11. WQEN-F				
12. WJLD	12. WAPI				
13. WAAX	13. WRKK-F				
WAPI-F	14. WENN				
15. WATV	15. WATV				

ADI FM SHARE 49.58% (653 of 1317) (A/M 78: 38.57%)

AM STATIONS

WAPI, 1070, 50 KW/10 KW (DA-N), MOR/AC (Radio Arts)	NBC, \$31.00 (MMR)	Newhouse
WATV, 900, 1 KW (DAYS), BLACK	, \$16.00 (Howard)	
WENN, 1320, 5 KW (DAYS), GOSPEL	NBN, \$23.00 (Selcom)	
WERC, 960, 5 KW (DA-N), ROCK	, \$60.50 (Mc-Guild)	Mooney
WJLD, 1400, 1 KW/250 W, BLACK	MBN,ABC-C, \$23.80 (HR/Stone)	
WSGN, 610, 5 KW/1 KW (DA-N), CONTEMP	, \$58.88 (Eastman)	Harte-Hanks
WVOK, 690, 50 KW (DAYS), COUNTRY	ABC-E, \$33.33 (Buckley)	
WYDE, 850, 50 KW/1 KW (DA-2), COUNTRY	ABC-I, \$38.75 (Katz)	Columbia Pitt
WAAX, 570, 5 KW/500 W (DA-N), COUNTRY	ABC-E, \$14.25 (PRO)	(GADSDEN)

FM STATIONS

WAPI-F, 94.5, 100 KW @ 982, BTFL MUS	, \$21.00 (MMR)	Newhouse
WENN-F, 107.7, 100 KW @ 640, BLACK/DISCO	NBN, \$23.00 (Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, ROCK	, \$60.50 (Mc-Guild)	Mooney
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM)	, \$25.00 (Blair)	
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$18.00 (Christal)	
WZZK-F, 104.7, 100 KW @ 640, COUNTRY (TM)	ABC-F, \$23.80 (HR/Stone)	
WQEN-F, 103.7, 100 KW @ 1110, CONTEMP	, \$15.00 (Market 4)	(GADSDEN)

TV STATIONS

WAPI	Birmingham	13	NBC, Newhouse
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,269, Newhouse
Birmingham Post-Herald	M	66,236, Newhouse

BLOOMINGTON, IL

SRDS Market # 240

APR 16.7

Metro Pop: 121,600

ALL OTHER INFORMATION IS NOT AVAILABLE

<u>12+ METRO 1/4/SHARE</u>		<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WJBC	71/40.3	44.6	45.7	1. WJBC	75	1. WJBC 804/66.5
2. WBNQ-F	41/23.3	15.7	17.9	2. WBNQ-F	52	2. WBNQ-F 625/44.4
3. WLS	15/ 8.5	9.6	7.9	3. WLS	30	3. WLS 600/30.1
4. WMAQ	13/ 7.4	5.4	3.6	4. WMAQ	28	4. WMAQ 441/17.8
5. WWCT-F	7/ 4.0	4.8	1.4	5. WBBM	14	5. WBBM 178/ 6.9
6. WIHN-F	6/ 3.4	6.0	9.3	6. WWCT-F	9	6. WIHN-F 158/14.0
7. WKZW-F	4/ 2.3	1.8	---	7. WIHN-F	7	7. WKZW-F 140/ 8.8
8. WBBM	2/ 1.1	---	.7	WSWT-F	7	WSWT-F 140/ 7.7
WSWT-F	2/ 1.1	2.4	---	9. WKZW-F	5	9. WWCT-F 85/ 7.4
10. WRBA	1/ .6	.6	---	10. WPEO	4	10. WRBA 81/ 7.3

12+ FM SHARE (METRO): 36.80% (60 of 163) (A/M 78: 32.91%)

12+ FM SHARE (TSA) : 34.48% (80 of 232) (A/M 78: 35.90%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBNQ-F	1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC
WLS	2. WJBC	2. WJBC	2. WBNQ-F	2. WMAQ	2. WBNQ-F
3. WJBC	3. WLS	3. WMAQ	3. WMAQ	3. WIHN-F	3. WLS

OTHER RATED STATIONS/METRO SHARE

WPEO 1020 .6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	72 (2)		72 (2)	44.2
ROCK/CONTEMP	15 (1)	52 (3)	67 (4)	41.1
COUNTRY	13 (1)		13 (1)	8.0
BTFL MUSIC		8 (2)	8 (2)	4.9
NEWS/INFO/TALK	2 (1)		2 (1)	1.2
RELIGION	1 (1)		1 (1)	.6
			163 (11)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W , MOR ABC-I, \$28.25 (Mc-Guild)
 WRBA, 1440, 1 KW/500 W (DA-2), MOR/AC MBS, \$13.25 (Walton)
 WBNQ-F, 101.5, 50 KW @ 460, ROCK (Drake-Chen) , \$17.00 (Mc-Guild)
 WIHN-F, 96.7, 3 KW @ 300, BTFL MUS (TM) , \$14.00 (Walton)

FOR OTHER STATIONS SEE PEORIA AND CHICAGO

NEWSPAPER

Bloomington Pantagraph AD 52,145

BOISE

SRDS Market # 199
 FCC Revenue Rank # 199
 FCC Income Rank # 304
 APR 13.4
 SMSA Pop: 155,500

Revenue : \$1,288,115
 Income : \$ -318,096
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$257,960
 Nat Rev per Cap: \$1.66
 Tot Rev per Cap: \$8.28
 Tot Inc per Cap: \$-2.04
 Profit Margin : ---

<u>12+ TSA 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>		
1. KBXL-F	30/12.0	9.1	11.7	1. KBOI	49	1. KFXD	926/30.6	
2. KBOI-F	28/11.2	6.3	1.9	2. KFXD	44	2. KBOI	764/24.9	
	KBOI	28/11.2	9.5	3. KBXL-F	39	3. KGEM	601/24.0	
4. KGEM	27/10.8	16.6	12.8	4. KBOI-F	37	4. KUUZ-F	484/18.7	
	KFXD	27/10.8	18.6	5. KUUZ-F	34	5. KBXL-F	467/18.6	
6. KUUZ-F	22/ 8.8	4.7	10.1	6. KGEM	33	6. KBOI-F	461/18.2	
7. KBBK-F	20/ 8.0	5.1	5.8	7. KFXD-F	23	7. KFXD-F	450/15.5	
8. KFXD-F	17/ 6.8	4.3	4.3		KBBK-F	23	8. KBBK-F	354/15.7
9. KIDO	9/ 3.6	1.6	.8	9. KIDO	11	9. KIDO	346/16.1	
	KJOT-F	9/ 3.6	---		KJOT-F	11	10. KBRJ	175/ 4.7

12+ FM SHARE (METRO): 54.08% (126 of 233) (A/M 78: 33.04%)
 12+ FM SHARE (TSA) : 51.07% (167 of 327) (A/M 78: 33.30%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFXD	1. KBBK-F	1. KBOI	1. KBOI	1. KBXL-F	1. KBOI
2. KUUZ-F	2. KBOI	2. KBXL-F	2. KBXL-F	2. KBOI-F	2. KGEM
	KFXD-F	3. KBBK-F	3. KBOI-F	3. KGEM	3. KFXD

OTHER RATED STATIONS/METRO SHARE

KAIN	1340	.8	KBRJ	950	.8	KSPD	790	.4
KBGN	1060	2.4	KCID	1490	1.2	KYME	740	.8

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	36 (2)	59 (3)	95 (5)	40.8
BTFL MUSIC		58 (2)	58 (2)	24.9
COUNTRY	29 (2)	9 (1).	38 (3)	16.3
MOR/AC	33 (3)		33 (3)	14.2
RELIGION	6 (1)		6 (1)	2.6
JAZZ	2 (1)		2 (1)	0.9
NEWS/INFO/TALK	1 (1)		1 (1)	0.4
			233 (16)	

RADIO STATIONS

KBOI, 670, 50 KW/25 KW (DA-N), AC/MOR	NBC, \$12.50 (Katz)	Pacific Northwest
KFXD, 580, 5 KW (DA-N), ROCK	, \$ 9.00 (Torbet)	(NAMPA)
KGEM, 1140, 10 KW (DA-1), COUNTRY	ABC-I, \$11.29 (Eastman)	Hatch
KIDO, 630, 5 KW (DA-2), CONTEMP	, \$11.38 (Masla)	
KBBK-F, 92.3, 44 KW @ 2500, ROCK	, \$ 7.00 (-----)	
KBOI-F, 97.9, 47 KW @ 2510, BTFL MUS	, \$11.00 (Katz)	Pacific Northwest
KBXL-F, 94.1, 25 KW @ 2500, BTFL MUS (TM)	, \$10.75 (Market 4)	
KFXD-F, 94.9, 46 KW @ 2520, ROCK (Drake-Chen)	, \$ 6.00 (Torbet)	(NAMPA)
KJOT-F, 105.1, 43 KW @ 2574, COUNTRY (Radio Arts)	, \$ 5.75 (Eastman)	Hatch
KUUZ-F, 96.9, 44 KW @ 2520, ROCK	, \$ 7.50 (Howard)	(NAMPA)

TV STATIONS

KBCI	Boise	2	CBS	KIVI	Nampa	6	ABC	KTVB	Boise	7	NBC
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NEWSPAPER

Boise Idaho Statesman M 55,773, Gannett

BOSTON

SRDS Market # 6; ADI # 6
 FCC Revenue Rank # 8
 FCC Income Rank # 13
 APR 17.3
 SMSA Pop: 3,943,600

Revenue : \$25,930,238
 Income : \$ 3,313,214
 FM Rev : \$ 8,465,368
 FM Inc : \$ 1,132,269
 Comb Rev: \$34,395,606
 Comb Inc: \$ 4,445,483

National Rev : \$11,117,137
 Nat Rev per Cap: \$2.82
 Tot Rev per Cap: \$8.72
 Tot Inc per Cap: \$1.13
 Profit Margin : 12.9%

12+ METRO 1/4/SHARE O/N 78 A/M 78				12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WHDH	566/11.2	11.2	11.5	1. WBZ	669	1. WBZ	12216/26.7
2. WBZ	428/ 8.5	8.0	8.7	2. WHDH	634	2. WRKO	8743/21.6
3. WJIB-F	425/ 8.4	6.8	8.7	3. WJIB-F	532	3. WHDH	8366/24.6
4. WEEI	325/ 6.4	8.2	6.1	4. WVBF-F	416	4. WVBF-F	6548/16.5
5. WVBF-F	318/ 6.3	6.0	6.5	5. WBCN-F	371	5. WJIB-F	6343/16.6
6. WXKS-F	277/ 5.5	3.6	2.3	6. WRKO	366	6. WEEI	5581/16.6
7. WRKO	266/ 5.3	6.8	8.6	7. WEEI	354	7. WCOZ-F	4799/10.8
8. WBCN-F	256/ 5.1	4.1	2.2	8. WCOZ-F	335	8. WITS	4548/14.1
9. WCOZ-F	227/ 4.5	4.8	5.5	9. WXKS-F	321	9. WBCN-F	4416/ 9.9
10. WITS	226/ 4.5	3.5	5.5	10. WROR-F	249	10. WXKS-F	4371/12.0
11. WROR-F	168/ 3.3	3.0	3.4	11. WITS	239	11. WROR-F	4265/10.4
12. WHUE-F	165/ 3.3	---	---	12. WEEI-F	231	12. WEEI-F	3723/ 8.9
13. WEEI-F	151/ 3.0	3.4	3.9	13. WAAF-F	225	13. WPJB-F	3482/ 1.7
14. WSSH-F	111/ 2.2	2.4	2.0	14. WHUE-F	186	14. WAAF-F	3000/ 3.3
15. WCRB-F	82/ 1.6	1.2	1.5	15. WSSH-F	178	15. WHUE-F	2606/ 6.9

12+ FM SHARE (METRO): 52.92% (2440 of 4611) (A/M 78: 45.58%)
 12+ FM SHARE (TSA) : 58.28% (3697 of 6344) (A/M 78: 52.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVBF-F	1. WBCN-F	1. WHDH	1. WHDH	1. WHDH	1. WBZ
2. WXKS-F	2. WCOZ-F	2. WBCN-F	2. WBZ	2. WJIB-F	2. WHDH
3. WRKO	3. WXKS-F	3. WBZ	3. WJIB-F	3. WBZ	3. WEEI
4. WCOZ-F	4. WRKO	4. WCOZ-F	4. WITS	4. WEEI	4. WJIB-F
5. WBCN-F	5. WEEI-F	5. WRKO	5. WRKO	5. WITS	5. WRKO
6. WAAF-F	6. WVBF-F	6. WXKS-F	6. WHUE-F	6. WHUE-F	6. WVBF-F
7. WCGY-F	7. WROR-F	7. WVBF-F	7. WEEI	7. WSSH-F	7. WBCN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	338 (3)	1286 (9)	1624 (12)	35.2
MOR	1068 (4)		1068 (4)	23.2
BTFL MUSIC	65 (1)	728 (4)	793 (5)	17.2
NEWS/INFO/TALK	551 (2)		551 (2)	11.9
BLACK/DISCO	45 (2)	344 (2)	389 (4)	8.4
CLASSICAL		82 (1)	82 (1)	1.8
RELIGION	80 (2)		80 (2)	1.7
VARIETY	24 (1)		24 (1)	0.5
			<u>4611 (31)</u>	

BOSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WHDH	1. WBZ	1. WHDH	WBOS-F	92.9	1.3
2. WBZ	2. WRKO	2. WBZ	WBZ-F	106.7	.8
3. WJIB-F	3. WHDH	3. WEEI	WCAS	740	1.0
4. WVBF-F	4. WVBF-F	4. WXKS-F	WCGY-F	93.7	1.0
5. WEEI	5. WJIB-F	5. WRKO	WESX	1230	.5
WBCN-F	6. WEEI	6. WVBF-F	WEZE	1260	.6
7. WRKO	7. WCOZ-F	7. WJIB-F	WHUE	1150	1.3
8. WCOZ-F	8. WITS	8. WBCN-F	WILD	1090	.7
9. WXKS-F	9. WBCN-F	9. WCOZ-F	WJDA	1300	1.0
10. WITS	10. WXKS-F	10. WITS	WLLH	1400	.4
11. WROR-F	11. WROR-F		WROL	950	1.0
12. WEEI-F	12. WEEI-F		WUNR	1600	.5
13. WAAF-F	13. WAAF-F		WXKS	1430	.2
14. WHUE-F	14. WSSH-F		WAAF-F	107.3	1.1
15. WSSH-F	15. WHUE-F		WSRS-F	96.1	.5
			WPJB-F	105.1	.4

ADI FM SHARE: 56.32% (3698 of 6566) (A/M 78: 50.74%)

AM STATIONS

WBZ, 1030, 50 KW (Clear)	, MOR/TALK	, \$175.00 (RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$100.00 (CBS Spot)	CBS
WHDH, 850, (DA-2)	, MOR/AC	, \$202.50 (Blair)	Blair
WITS, 1510, 50 KW/5 KW (DA-2)	, TALK	NBC, \$ 80.00 (Katz)	Mariner
WRKO, 680, 50 KW (DA-2)	, ROCK	, \$163.75 (RKO)	RKO

FM STATIONS

WBCN-F, 104.1, 50 KW @ 742, AOR	, \$ 93.75 (Torbet)	
WCGY-F, 93.7, 50 KW @ 433, ROCK (TM)	MBS, \$ 40.00 (HR/Stone)	Curt Gowdy
WCOZ-F, 94.5, 6.7 KW @ 1140, AOR	, \$132.50 (Blair)	Blair
WCRB-F, 102.5, 11 KW @ 920, CLASSICAL	, \$ 35.00 (-----)	
WEEI-F, 103.3, 12 KW @ 890, SOFT ROCK	, \$ 88.75 (CBS FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (TM)	, \$ 58.00 (Eastman)	GCC
WJIB-F, 96.9, 8.7 KW @ 1010, BTFL MUS (Schulke)	, \$104.37 (Christal)	GE
WROR-F, 98.5, 5.8 KW @ 1191, CONTEMP	ABC-F, \$ 80.00 (RKO)	RKO
WSSH-F, 99.5, 40 KW @ 550, BTFL MUS (FM 100)	, \$ 25.60 (Selcom)	
WVBF-F, 105.7, 11 KW @ 954, ROCK	, \$111.25 (Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, DISCO (Burk-Abr)	, \$ 54.00 (MMR)	Heftel

WPJB-F See Providence WSRS-F, WAAF-F See Worcester

TV STATIONS

WBZ	Boston	4	NBC, Westinghouse	WSBK	Boston	38	IND, Starr
WCVB	Boston	5	ABC	WXNE	Boston	25	IND, Christian
WLVI	Cambridge	56	IND, Field	WSMW	Worcester	27	IND
WNAC	Boston	7	CBS, RKO				

NEWSPAPERS

Boston Globe	263,296 (M)	167,679 (E)	Affiliated
Boston Herald American	261,035 (M)	Hearst	

BRIDGEPORT

SRDS Market # 95 (48 on county basis)
 FCC Revenue Rank # 169
 FCC Income Rank # 167
 APR 17.7
 SMSA Pop: 409,800
 (809,100 on county basis)

Revenue : \$1,593,912
 Income : \$ 85,880
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$265,767
 Nat Rev per Cap: \$.65
 Tot Rev per Cap: \$3.89
 Tot Inc per Cap: \$.21
 Profit Margin : 5.4%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WICC	105/16.7	17.0	12.6	1. WEZN-F	113	1. WICC	1906/50.0
2. WEZN-F	86/13.7	15.8	15.1	2. WICC	112	2. WCBS	1778/17.5
3. WNAB	54/ 8.6	7.4	7.3	3. WNBC	96	3. WNBC	1758/25.7
4. WNBC	50/ 7.9	7.8	4.9	4. WCBS	89	4. WEZN-F	1327/26.8
5. WPLR-F	45/ 7.2	6.8	11.2	5. WRFM-F	63	5. WABC	989/10.3
6. WDJZ	40/ 6.4	8.0	3.1	6. WRKI-F	60	6. WPLR-F	887/22.5
7. WCBS	26/ 4.1	2.2	5.8	7. WABC	55	7. WRKI-F	886/ 9.6
8. WHN	19/ 3.0	2.4	2.7	8. WNAB	54	8. WNAB	815/22.7
WKCI-F	19/ 3.0	1.0	5.1	9. WPLR-F	51	9. WINS	612/ 9.4
10. WADS	16/ 2.5	2.1	.5	10. WBL5-F	42	10. WHN	549/ 6.3

12+ FM SHARE (METRO): 37.09% (217 of 585) (A/M 78: 34.75%)
 12+ FM SHARE (TSA) : 44.69% (488 of 1092) (A/M 78: 37.08%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNBC	1. WICC	1. WICC	1. WICC	1. WICC	1. WICC
2. WPLR-F	2. WPLR-F	2. WEZN-F	2. WEZN-F	WEZN-F	2. WCBS
3. WICC	3. WNBC	3. WPLR-F	3. WNAB	3. WDJZ	3. WEZN-F
4. WRKI-F	4. WEZN-F	4. WNBC	4. WNBC	4. WCBS	4. WNBC

OTHER STATIONS/MSA SHARE

WABC 770	1.6	WINS 1010	1.3	WQXR-F+	96.3	1.1
WBLI-F 106.1	.8	WLYQ-F 95.9	1.0	WRFM-F	105.1	.8
WBL5-F 107.5	1.0	WMCA 570	1.6	WRKI-F	95.1	2.4
WCBS-F 101.1	1.0	WMMM 1260	.5	WTIC	1080	.6
WDRC-F 102.9	.5	WOR 710	2.4	WWYZ-F	92.5	1.9
WELI 960	.8	WPLJ-F 95.5	.5	WXLO-F	98.7	.3

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	187 (6)		187 (6)	32.0
ROCK/CONTEMP	60 (2)	91 (8)	151 (10)	25.8
BTFL MUSIC		116 (4)	116 (4)	19.8
NEWS/INFO/TALK	59 (4)		59 (4)	10.1
NOSTALGIA/VARIETY	40 (1)		40 (1)	6.8
COUNTRY	19 (1)		19 (1)	3.2
CLASSICAL	3 (1)	4 (1)	7 (2)	1.2
BLACK		6 (1)	6 (1)	1.0
			<u>585 (29)</u>	

RADIO STATIONS

WDJZ, 1530, 5 KW (Days, DA) , NOSTALGIA	ABC-E, \$25.00 (Sav/Gates)	
WICC, 600, 1 KW/500 W (DA-1), MOR/AC	, \$26.00 (Roslin)	WGN Cont
WNAB, 1450, 1 KW/250 W , MOR/AC	ABC-I, \$17.00 (P/W)	
WEZN-F, 99.9, 25 KW @ 680, BTFL MUS (TM)	, \$36.50 (Mc-Guild)	Park City
WRKI-F, 95.1, 50 KW @ 500, ROCK	, \$26.00 (Roslin)	(DANBURY)

NEWSPAPER

Bridgeport Post Telegram ME 90,982

BUFFALO

SRDS Market # 27; ADI # 29
 FCC Revenue Rank # 28
 FCC Income Rank # 22
 APR 15.9
 SMSA Pop: 1,313,500

Revenue : \$ 9,112,217
 Income : \$ 1,638,634
 FM Rev : \$ 3,727,067
 FM Inc : \$ 680,271
 Comb Rev: \$12,839,284
 Comb Inc: \$ 2,318,905

National Rev : \$2,648,171
 Nat Rev per Cap: \$2.02
 Tot Rev per Cap: \$9.77
 Tot Inc per Cap: \$1.77
 Profit Margin : 18.1%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJYE-F 256/14.9	13.8	12.9	1. WKBW 294	1. WKBW 5030/37.5
2. WKBW 240/14.0	12.8	16.5	2. WJYE-F 273	2. WGR 4154/29.0
3. WBEN 228/13.3	13.9	12.5	3. WBEN 247	3. WBEN 3588/30.0
4. WGR 180/10.5	10.2	11.2	4. WGR 234	4. WBEN-F 3586/22.4
5. WBEN-F 142/ 8.3	7.6	5.7	5. WBEN-F 227	5. WJYE-F 2906/24.6
6. WGRQ-F 92/ 5.4	5.1	4.5	6. WGRQ-F 120	6. WGRQ-F 1831/13.7
7. WADV-F 74/ 4.3	5.5	4.4	7. WADV-F 76	7. WPHD-F 1297/10.8
8. WBLK-F 66/ 3.8	3.2	4.2	8. WBLK-F 66	8. WADV-F 868/ 7.8
9. WPHD-F 59/ 3.4	4.0	3.4	9. WPHD-F 65	9. WYSL 851/ 7.5
10. WWOL 47/ 2.7	2.1	2.3	10. WWOL 49	10. WBUF-F 728/ 4.7
11. WWOR-F 33/ 1.9	2.2	1.6	11. WWOR-F 46	11. WBLK-F 697/ 6.4
12. WBUF-F 25/ 1.5	1.0	1.7	12. WBUF-F 38	12. WWOL 696/ 5.9

12+ FM SHARE (METRO): 48.65% (772 of 1587) (A/M 78: 45.39%)
 12+ FM SHARE (TSA) : 49.58% (936 of 1888) (A/M 78: 46.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKBW	1. WKBW	1. WKBW	1. WJYE-F	1. WJYE-F	1. WBEN
2. WGRQ-F	2. WGR	2. WGR	2. WGR	2. WBEN	2. WKBW
3. WBEN-F	3. WBEN-F	3. WJYE-F	3. WKBW	3. WGR	3. WGR
4. WPHD-F	4. WGRQ-F	4. WBEN-F	4. WBEN	4. WADV-F	4. WJYE-F
5. WGR	5. WPHD-F	5. WBEN	5. WBEN-F	5. WKBW	5. WBEN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	290 (4)	318 (4)	608 (8)	38.3
MOR/AC	432 (4)		432 (4)	27.2
BTFL MUSIC		344 (3)	344 (3)	21.7
BLACK/DISCO	32 (1)	66 (1)	98 (2)	6.2
COUNTRY	61 (2)	33 (1)	94 (3)	5.9
RELIGION		11 (1)	11 (1)	0.7
			1587 (21)	

BRIDGEPORT

SRDS Market # 95 (48 on county basis)
 FCC Revenue Rank # 169
 FCC Income Rank # 167
 APR 17.7
 SMSA Pop: 409,800
 (809,100 on county basis)

Revenue : \$1,593,912
 Income : \$ 85,880
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$265,767
 Nat Rev per Cap: \$.65
 Tot Rev per Cap: \$3.89
 Tot Inc per Cap: \$.21
 Profit Margin : 5.4%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WICC	105/16.7	17.0	12.6	1. WEZN-F	113	1. WICC	1906/50.0
2. WEZN-F	86/13.7	15.8	15.1	2. WICC	112	2. WCBS	1778/17.5
3. WNAB	54/ 8.6	7.4	7.3	3. WNBC	96	3. WNBC	1758/25.7
4. WNBC	50/ 7.9	7.8	4.9	4. WCBS	89	4. WEZN-F	1327/26.8
5. WPLR-F	45/ 7.2	6.8	11.2	5. WRFM-F	63	5. WABC	989/10.3
6. WDJZ	40/ 6.4	8.0	3.1	6. WRKI-F	60	6. WPLR-F	887/22.5
7. WCBS	26/ 4.1	2.2	5.8	7. WABC	55	7. WRKI-F	886/ 9.6
8. WHN	19/ 3.0	2.4	2.7	8. WNAB	54	8. WNAB	815/22.7
WKCI-F	19/ 3.0	1.0	5.1	9. WPLR-F	51	9. WINS	612/ 9.4
10. WADS	16/ 2.5	2.1	.5	10. WBLS-F	42	10. WHN	549/ 6.3

12+ FM SHARE (METRO): 37.09% (217 of 585) (A/M 78: 34.75%)
 12+ FM SHARE (TSA) : 44.69% (488 of 1092) (A/M 78: 37.08%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNBC	1. WICC	1. WICC	1. WICC	1. WICC	1. WICC
2. WPLR-F	2. WPLR-F	2. WEZN-F	2. WEZN-F	WEZN-F	2. WCBS
3. WICC	3. WNBC	3. WPLR-F	3. WNAB	3. WDJZ	3. WEZN-F
4. WRKI-F	4. WEZN-F	4. WNBC	4. WNBC	4. WCBS	4. WNBC

OTHER STATIONS/MSA SHARE

WABC	770	1.6	WINS	1010	1.3	WQXR-F+	96.3	1.1
WBLS-F	106.1	.8	WLYQ-F	95.9	1.0	WRFM-F	105.1	.8
WBLS-F	107.5	1.0	WMCA	570	1.6	WRKI-F	95.1	2.4
WCBS-F	101.1	1.0	WMMM	1260	.5	WTIC	1080	.6
WDRG-F	102.9	.5	WOR	710	2.4	WWYZ-F	92.5	1.9
WELI	960	.8	WPLJ-F	95.5	.5	WXLO-F	98.7	.3

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	187 (6)		187 (6)	32.0
ROCK/CONTEMP	60 (2)	91 (8)	151 (10)	25.8
BTFL MUSIC		116 (4)	116 (4)	19.8
NEWS/INFO/TALK	59 (4)		59 (4)	10.1
NOSTALGIA/VARIETY	40 (1)		40 (1)	6.8
COUNTRY	19 (1)		19 (1)	3.2
CLASSICAL	3 (1)	4 (1)	7 (2)	1.2
BLACK		6 (1)	6 (1)	1.0
			<u>585 (29)</u>	

RADIO STATIONS

WDJZ, 1530, 5 KW (Days, DA) , NOSTALGIA	ABC-E, \$25.00 (Sav/Gates)	
WICC, 600, 1 KW/500 W (DA-1), MOR/AC	, \$26.00 (Roslin)	WGN Cont
WNAB, 1450, 1 KW/250 W , MOR/AC	ABC-I, \$17.00 (P/W)	
WEZN-F, 99.9, 25 KW @ 680, BTFL MUS (TM)	, \$36.50 (Mc-Guild)	Park City
WRKI-F, 95.1, 50 KW @ 500, ROCK	, \$26.00 (Roslin)	(DANBURY)

NEWSPAPER

Bridgeport Post Telegram ME 90,982

BUFFALO

SRDS Market # 27; ADI # 29
 FCC Revenue Rank # 28
 FCC Income Rank # 22
 APR 15.9
 SMSA Pop: 1,313,500

Revenue : \$ 9,112,217
 Income : \$ 1,638,634
 FM Rev : \$ 3,727,067
 FM Inc : \$ 680,271
 Comb Rev: \$12,839,284
 Comb Inc: \$ 2,318,905

National Rev : \$2,648,171
 Nat Rev per Cap: \$2.02
 Tot Rev per Cap: \$9.77
 Tot Inc per Cap: \$1.77
 Profit Margin : 18.1%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJYE-F 256/14.9	13.8	12.9	1. WKBW 294	1. WKBW 5030/37.5
2. WKBW 240/14.0	12.8	16.5	2. WJYE-F 273	2. WGR 4154/29.0
3. WBEN 228/13.3	13.9	12.5	3. WBEN 247	3. WBEN 3588/30.0
4. WGR 180/10.5	10.2	11.2	4. WGR 234	4. WBEN-F 3586/22.4
5. WBEN-F 142/ 8.3	7.6	5.7	5. WBEN-F 227	5. WJYE-F 2906/24.6
6. WGRQ-F 92/ 5.4	5.1	4.5	6. WGRQ-F 120	6. WGRQ-F 1831/13.7
7. WADV-F 74/ 4.3	5.5	4.4	7. WADV-F 76	7. WPHD-F 1297/10.8
8. WBLK-F 66/ 3.8	3.2	4.2	8. WBLK-F 66	8. WADV-F 868/ 7.8
9. WPHD-F 59/ 3.4	4.0	3.4	9. WPHD-F 65	9. WYSL 851/ 7.5
10. WWOL 47/ 2.7	2.1	2.3	10. WWOL 49	10. WBUF-F 728/ 4.7
11. WWOR-F 33/ 1.9	2.2	1.6	11. WWOR-F 46	11. WBLK-F 697/ 6.4
12. WBUF-F 25/ 1.5	1.0	1.7	12. WBUF-F 38	12. WWOL 696/ 5.9

12+ FM SHARE (METRO): 48.65% (772 of 1587) (A/M 78: 45.39%)
 12+ FM SHARE (TSA) : 49.58% (936 of 1888) (A/M 78: 46.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKBW	1. WKBW	1. WKBW	1. WJYE-F	1. WJYE-F	1. WBEN
2. WGRQ-F	2. WGR	2. WGR	2. WGR	2. WBEN	2. WKBW
3. WBEN-F	3. WBEN-F	3. WJYE-F	3. WKBW	3. WGR	3. WGR
4. WPHD-F	4. WGRQ-F	4. WBEN-F	4. WBEN	4. WADV-F	4. WJYE-F
5. WGR	5. WPHD-F	5. WBEN	5. WBEN-F	5. WKBW	5. WBEN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	290 (4)	318 (4)	608 (8)	38.3
MOR/AC	432 (4)		432 (4)	27.2
BTFL MUSIC		344 (3)	344 (3)	21.7
BLACK/DISCO	32 (1)	66 (1)	98 (2)	6.2
COUNTRY	61 (2)	33 (1)	94 (3)	5.9
RELIGION		11 (1)	11 (1)	0.7
			1587 (21)	

BUFFALO ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WKBW	1. WKBW	1. WKBW	WDCX-F	99.5	.6
2. WJYE-F	2. WGR	2. WBEN	WHL D	1270	.9
3. WBEN	3. WBEN	3. WGR	WHL D-F	98.5	.8
4. WGR	4. WBEN-F	4. WJYE-F	WJJL	1440	1.3
5. WBEN-F	5. WJYE-F	5. WBEN-F	WLVL	1340	.5
6. WGRQ-F	6. WGRQ-F	6. WBLK-F	WNIA	1230	.7
7. WADV-F	7. WPHD-F	7. WWOL	WUFO	1080	1.9
8. WBLK-F	8. WADV-F	8. WADV-F	WXRL	1300	.8
9. WPHD-F	9. WYSL	9. WGRQ-F	WYSL	1400	.9
10. WWOL	10. WBUF-F	10. WXRL			
11. WESB	11. WBLK-F				
WWOR-F	12. WWOL				
13. WJTN	13. WJTN				
14. WBUF-F	14. WHAM				
15. WUFO	15. WWOR-F				

ADI FM SHARE: 46.96% (989 of 2106) (A/M 78: 43.23%)

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC, \$77.40	(Eastman)	
WGR, 550, 5 KW (DA-N)	, MOR/AC	ABC-E, \$92.50	(Katz)	Taft
WKBW, 1520, 50 KW (DA-1)	, ROCK	, \$68.50	(Blair)	Capital Cities
WUFO, 1080, 1 KW (DAYS)	, BLACK	MBN, MBS, \$11.50	(Howard)	Sheridan
WWOL, 1120, 1 KW (DAYS)	, COUNTRY	ABC-I, \$23.56	(Market 4)	Associated
WYSL, 1400, 1 KW/250 W	, CONTEMP	ABC-C, \$27.00	(Masla)	
WESB, 1490, 1 KW/250 W	, MOR	, \$ 6.50	(-----)	
WJTN, 1240, 500 W/250 W	, MOR	ABC-E, \$11.00	(Masla)	Goldman (JAMESTOWN)

FM STATIONS

WADV-F, 106.5, 30 KW @ 400, BTFL MUS		, \$19.50	(Sav-Gates)	
WBEN-F, 102.5, 110 KW @ 1800, ROCK (TM)		, \$43.75	(Eastman)	
WBLK-F, 93.7, 50 KW @ 380, BLACK		NBN, \$22.00	(PRO)	
WBUF-F, 92.9, 91 KW @ 630, AOR		, \$25.50	(Selcom)	Liggett
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abz)		, \$37.50	(Katz)	Taft
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (Schulke)		, \$55.22	(Torbet)	McCormick
WPHD-F, 103.3, 49 KW @ 423, CONTEMP		ABC-C, \$27.00	(Masla)	
WWOR-F, 104.1, 50 KW @ 250, COUNTRY (TM)		MBS, \$23.56	(Market 4)	Associated

TV STATIONS

WGR	Buffalo	2	NBC, Taft
WIVB	Buffalo	4	CBS
WKBW	Buffalo	7	ABC, Capital Cities
WUTV	Buffalo	29	IND

NEWSPAPERS

Buffalo Courier, Express	M	125,163
Buffalo News	E	266,125
Niagara Falls Gazette	E	31,006, Gannett

CANTON

SRDS Market # 96
 FCC Revenue Rank # 95
 FCC Income Rank # 58
 APR 15.5
 SMSA Pop: 400,800

Revenue : \$3,312,652
 Income : \$ 597,599
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$638,404
 Nat Rev per Cap: \$1.59
 Tot Rev per Cap: \$8.27
 Tot Inc per Cap: \$1.49
 Profit Margin : 18.0%

<u>12+ METRO 1/4/SHARE</u>		<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WHBC	118/23.0	18.4	23.9	1. WHBC	118	1. WHBC	1606/46.2
2. WOOS-F	51/ 9.9	3.8	4.2	2. WOOS-F	57	2. WGAR	1149/29.4
3. WHBC-F	40/ 7.8	12.8	9.2	3. WGAR	50	3. WOOS-F	943/25.3
WGAR	40/ 7.8	9.4	11.3	4. WMMS-F	46	4. WHBC-F	746/19.2
5. WMMS-F	37/ 7.2	5.2	3.2	5. WHBC-F	43	5. WMMS-F	685/15.5
6. WHLO	21/ 4.1	1.8	3.4	6. WGCL-F	28	6. WQIO	574/ 9.5
7. WSLR	20/ 3.9	2.6	4.4	WWWE	28	7. WHLO	430/ 9.9
8. WQIO	18/ 3.5	7.0	5.3	8. WQIO	27	8. WWWE	420/ 6.5
9. WFAH-F	14/ 2.7	2.6	3.4	9. WNYN	24	9. WGCL-F	396/ 5.0
WNYN	14/ 2.7	6.2	5.0	WDBN-F	24	10. WDBN-F	372/ 5.9

12+ FM SHARE (METRO): 43.37% (206 of 475) (A/M 78: 39.15%)
 12+ FM SHARE (TSA) : 44.07% (260 of 590) (A/M 78: 39.60%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WOOS-F	1. WMMS-F	1. WHBC	1. WHBC	1. WHBC	1. WHBC
2. WMMS-F	2. WOOS-F	2. WOOS-F	2. WGAR	2. WHBC-F	2. WGAR
3. WQIO	3. WGAR	3. WGAR	3. WOOS-F	3. WHIO	3. WOOS-F

OTHER RATED STATIONS/METRO SHARE

WFAH	1310	.6	WAKR	1590	1.0	WWVA	1170	.4
WINW	1520	2.3	WDBN-F	94.9	2.3	WWWE	1100	2.7
WTIG	990	.4	WGCL-F	98.5	1.2	WWW-M	105.7	2.1
WTOF-F	98.1	1.2	WKDD-F	96.5	2.3	WYFM-F	102.9	1.0
WAEZ-F	97.5	.6	WQAL-F	104.1	1.2	WZZP-F	106.5	.6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	73 (4)	125 (7)	198 (11)	41.7
MOR/AC	139 (4)		139 (4)	29.3
BTFL MUSIC		61 (4)	61 (4)	12.8
COUNTRY	36 (3)		36 (3)	7.6
NEWS/INFO/TALK	21 (1)		21 (1)	4.4
UNKNOWN		14 (1)	14 (1)	2.9
RELIGION		6 (1)	6 (1)	1.3
			<u>475 (25)</u>	

AM STATIONS

WHBC, 1480, 5 KW (DA-N) , MOR ABC-E, \$33.56 (Torbet)
 WNYN, 900, 500 W (Days) , COUNTRY , \$ 9.15 (Sav-Gates)
 WQIO, 1060, 5 KW (DA (Days),ROCK , \$13.00 (Selcom)

FM STATIONS

WFAH-F, 92.5, 27 KW @ 140, ? ? ? , \$ 7.00 (-----) (ALLIANCE)
 WHBC-F, 94.1, 44 KW @ 361, BTFL MUS (Bonne) , \$13.63 (Torbet)
 WOOS-F, 106.9, 28 KW @ 341, ROCK (TM) , \$13.00 (Howard)

FOR OTHER STATIONS SEE CLEVELAND AND AKRON.

<u>TV STATION</u>	WJAN	Canton	17	IND
<u>NEWSPAPER</u>	Canton Repository	E	65,962,	Thomson

CASPER

SRDS Market # 352
 FCC Revenue Rank # 166
 FCC Income Rank # 74
 APR 12.7
 SMSA Pop: 61,200

Revenue : \$1,616,064
 Income : \$ 373,494
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$317,194
 Nat Rev per Cap: \$5.18
 Tot Rev per Cap: \$26.41
 Tot Inc per Cap: \$6.10
 Profit Margin : 23.1%

12+ METRO 1/4/SHARE

1. KVOC 22/34.9
 2. KATI 19/30.2
 3. KTWO 15/23.8
 4. KAWY-F 6/ 9.5

12+ TSA 1/4

1. KTWO 29
 2. KVOC 24
 3. KATI 19
 4. KAWY-F 10

12+ TSA CUME/MSA CUME RAT

1. KTWO 387/36.8
 2. KVOC 265/41.8
 3. KATI 264/45.9
 4. KAWY-F 120/17.4

12+ FM SHARE (METRO): 9.68% (6 of 62) (A/M 78: NA)
 12+ FM SHARE (TSA) : 12.20% (10 of 82) (A/M 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KATI	1. KATI	1. KATI	1. KVOC	1. KVOC	1. KTWO
2. KAWY-F	2. KTWO	KVOC	2. KTWO	2. KTWO	2. KVOC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	19 (1)	6 (1)	25 (2)	40.3
COUNTRY	22 (1)		22 (1)	35.5
MOR/AC	15 (1)		15 (1)	24.2
			62 (4)	

RADIO STATIONS

KATI, 1400, 1 KW/250 W , CONTEMP/AC CBS, \$14.12 (Masla)
 KTWO, 1030, 50 KW (DA-N),MOR/AC NBC, \$18.75 (Katz) Harriscope
 KVOC, 1230, 1 KW/250 W , COUNTRY ABC-C, \$12.20 (Eastman)
 KAWY-F, 94.5, 25 KW @ 1908, AOR , \$13.00 (Masla)

TV STATIONS

KTWO Casper 2 ABC(primary), NBC,CBS, Harriscope

NEWSPAPER

Casper Star-Tribune M 33,100

CEDAR RAPIDS

SRDS Market # 188
 FCC Revenue Rank # 101
 FCC Income Rank # 77
 APR 13.5
 SMSA Pop: 170,700

Revenue : \$3,201,721
 Income : \$ 345,715
 FM Rev : \$ 695,713
 FM Inc : \$ 78,938
 Comb Rev: \$3,897,434
 Comb Inc: \$ 424,653

National Rev : \$802,362
 Nat Rev per Cap: \$4.70
 Tot Rev per Cap: \$22.83
 Tot Inc per Cap: \$2.49
 Profit Margin : 22.4%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WMT 55/29.3	27.4	30.0	1. WMT 173	1. WMT 1975/45.5
2. KQCR-F 26/13.8	9.5	11.3	2. KQCR-F 57	2. KCRG 1261/41.1
3. KHAK-F+ 25/13.3	13.7	14.6	3. KCRG 55	3. KQCR-F 883/29.1
4. KCRG 24/12.8	15.3	16.0	4. WHO 33	4. WHO 512/ 4.0
5. KLWW 20/10.6	13.7	12.2	5. WMT-F 31	5. WMT-F 466/18.5
WMT-F 20/10.6	8.4	9.4	6. KHAK-F+ 26	6. KLWW 418/28.6
7. KXEL 2/ 1.1	1.1	.5	7. KLWW 20	7. KHAK-F+ 338/22.0
8. WHO 1/ .5	1.1	---	8. KXEL 19	8. KXEL 314/ 2.9

12+ FM SHARE (METRO): 35.26% (61 of 173) (A/M 78: 27.84%)
 12+ FM SHARE (TSA) : 25.10% (104 of 414) (A/M 78: 27.71%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KCRG KLWW	1. KQCR-F 2. KLWW KCRG	1. KHAK-F+ KQCR-F	1. WMT 2. KHAK-F+ 3. KQCR-F	1. WMT 2. KHAK-F+ 3. WMT-F	1. WMT 2. KCRG KQCR-F

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	44 (2)	26 (1)	70 (3)	40.5
MOR/AC	55 (1)		55 (1)	31.8
COUNTRY	12 (2)	15 (1)	27 (3)	15.6
BTFL MUSIC		20 (1)	20 (1)	11.6
NEWS/INFO/TALK	1 (1)		1 (1)	0.6
			<u>173 (9)</u>	

RADIO STATIONS

KCRG, 1600, 5 KW (DA-N), CONTEMP	ABC-C, \$19.00 (Mc-Guild)	Ced Rapd Gazette
KLWW, 1450, 1 KW/250 W, CONTEMP	, \$15.75 (Eastman)	Black Hawk
WMT, 600, 5 KW (DA-N), MOR	CBS, \$33.00 (Katz)	Orion
KHAK-F+, 98.1, 6.8 KW @ 240, COUNTRY	MBS, \$23.50 (Torbet)	Stoner
KQCR-F, 102.9, 100 KW @ 350, CONTEMP (DraMc-Chen)	, \$14.00 (Howard)	
WMT-F, 96.5, 50 KW @ 540, BTFL MUS (Bonne)	, \$15.50 (Katz)	Orion

WHO - see Des Moines KXEL - see Waterloo

TV STATIONS

KDUB	Dubuque	40	ABC, Lloyd
KCRG	Cedar Rapids	9	ABC, Cedar Rapids Gazette
KWWL	Waterloo	7	NBC, Blackhawk
WMT	Cedar Rapids	2	CBS, Orion

NEWSPAPERS

Cedar Rapids Gazette E 67,786

CHARLESTON, SC

SRDS Market # 98
 FCC Revenue Rank # 119
 FCC Income Rank # 198
 APR 16.0
 SMSA Pop: 392,600

Revenue : \$2,623,350
 Income : \$ 47,719
 FM Rev : \$ 903,253
 FM Inc : \$ 107,281
 Comb Rev: \$3,526,603
 Comb Inc: \$ 155,000

National Rev : \$355,985
 Nat Rev per Cap: \$.91
 Tot Rev per Cap: \$8.98
 Tot Inc per Cap: \$ 39
 Profit Margin : 4.4%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WXTC-F 68/13.8	13.6	10.1	1. WXTC-F 79	1. WXTC-F 1030/25.1
2. WCSC 66/13.4	4.2	6.5	2. WCSC 68	2. WTMA 1016/30.2
3. WKTM-F 63/12.8	11.3	8.3	3. WKTM-F 65	3. WCSC 1014/31.3
4. WPAL 58/11.8	11.5	13.6	4. WPXI-F 61	4. WPXI-F 804/21.6
5. WPXI-F 51/10.4	16.5	13.6	5. WPAL 59	5. WKTM-F 772/24.0
6. WTMA 49/10.0	12.5	12.1	6. WTMA 57	6. WPAL 602/18.9
7. WEZL-F 27/ 5.5	8.1	7.7	7. WQIZ-F 44	7. WQIZ-F 599/12.3
8. WQIZ-F 26/ 5.3	---	---	8. WEZL-F 27	8. WEZL-F 441/13.9
9. WQSN 15/ 3.1	3.3	2.6	9. WQSN 15	9. WWWZ-F 286/ 8.2
10. WWWZ-F 11/ 2.2	5.6	5.3	10. WWWZ-F 12	10. WNCG 239/ 7.8

12+ FM SHARE (METRO): 54.82% (250 of 456) (A/M 78: 58.55%)
 12+ FM SHARE (TSA) : 56.26% (292 of 519) (A/M 78: 58.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKTM-F	1. WKTM-F	1. WCSC	1. WXTC-F	1. WXTC-F	1. WTMA
WPAL	2. WCSC	2. WKTM-F	2. WCSC	2. WCSC	2. WCSC
3. WTMA	3. WPAL	3. WPXI-F	3. WPXI-F	3. WPXI-F	3. WXTC-F
4. WPXI-F	4. WPXI-F	WXTC-F	WTMA	4. WEZL-F	4. WKTM-F

OTHER RATED STATIONS/METRO SHARE

WAZS	980	.6	WNCG	910	1.4	WQIZ	810	.4
WBER	950	.4	WOKE	1340	.8	WTWF-F	105.5	.8

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	115 (2)	78 (3)	193 (5)	42.3
BLACK/DISCO	60 (2)	77 (2)	137 (4)	30.0
BTFL MUSIC		68 (1)	68 (1)	14.9
COUNTRY	5 (2)	27 (1)	32 (3)	7.0
MOR/AC	26 (3)		26 (3)	5.7
			456 (16)	

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N)	, CONTEMP	, \$29.00	(Mc-Guild)	
WPAL, 730, 1 KW (DAYS)	, BLACK	NBN, \$24.00	(Howard)	Brothers
WQSN, 1450, 1 KW/250 W	, MOR/AC	ABC-E, \$ 7.00	(Carpenter)	
WTMA, 1250, 5 KW/1 KW (DA-N)	, ROCK	MBS, \$23.50	(Eastman)	
WNCG, 910, 500 W (DAYS)	, AC	ABC-I, \$15.75	(Torbet)	
WEZL-F, 103.5, 25 KW @ 280,	COUNTRY	NBC, \$18.00	(Masla)	
WKTM-F, 102.5, 50 KW @ 220,	ROCK	ABC-C, \$23.63	(Torbet)	
WPXI-F, 95.1, 100 KW @ 432,	BLACK	MBS, \$23.50	(Eastman)	
WQIZ-F, 107.5, 100 KW @ 585,	BLACK/DISCO	, \$ 6.00	(-----)	(ST. GEORGE)
WWWZ-F, 93.5, 3 KW @ 330,	AOR	ABC-F, \$18.50	(Howard)	Brothers
WXTC-F, 96.9, 100 KW @ 782,	BTFL MUS (TM)	, \$29.00	(Mc-Guild)	

TV STATIONS

WCBD	Charleston	2	ABC, State
WCIV	Charleston	4	NBC, Evening Star
WCSC	Charleston	5	CBS

NEWSPAPERS

Charleston Post	E	36,540
Charleston News and Courier	M	66,356
Aiken Standard	E	11,606

CHARLESTON, W VA

SRDS Market # 146
 FCC Revenue Rank # 111
 FCC Income Rank # 91
 APR 15.2
 SMSA Pop: 254,900

Revenue : \$2,761,652
 Income : \$ 290,145
 FM Rev : \$ 305,189
 FM Inc : \$ -26,477
 Comb Rev: \$3,066,841
 Comb Inc: \$ 263,668

National Rev : \$695,612
 Nat Rev per Cap: \$2.73
 Tot Rev per Cap: \$12.03
 Tot Inc per Cap: \$1.03
 Profit Margin : 8.6%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCAW 52/16.3	17.8	17.4	1. WCHS 73	1. WCHS 1121/30.6
2. WVAF-F 49/15.3	8.6	5.8	2. WCAW 68	2. WCAW 994/31.2
3. WCHS 39/12.2	12.3	16.7	3. WQBE-F 67	3. WKAZ 863/30.5
WKAZ 39/12.2	16.3	20.8	4. WVAF-F 66	4. WQBE-F 848/15.7
5. WTIO-F 29/ 9.1	4.9	3.4	5. WKAZ 47	5. WVAF-F 725/22.3
6. WQBE-F 26/ 8.1	3.4	3.8	6. WTIO-F 33	6. WBES-F 321/ 9.1
7. WBES-F 20/ 6.3	6.7	3.1	7. WBES-F 29	7. WTIP 290/10.9
8. WTIP 17/ 5.3	9.5	10.2	8. WTIP 17	8. WTIO-F 285/10.2
9. WXIT 9/ 2.8	5.8	4.1	9. WXIT 9	9. WXIT 200/ 9.2
10. WKLC-F 6/ 1.9	3.1	4.1	10. WKLC-F 7	10. WKLC-F 180/ 6.6

12+ FM SHARE (METRO): 45.30% (130 of 287) (A/M 78: 29.43%)
 12+ FM SHARE (TSA) : 48.44% (202 of 417) (A/M 78: 34.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVAF-F	1. WVAF-F	1. WVAF-F	1. WCAW	1. WCAW.	1. WCHS
2. WKAZ	2. WKAZ	2. WCAW	2. WCHS	2. WCHS	2. WCAW
	3. WCAW	3. WKAZ	3. WKAZ	3. WTIO-F	3. WQBE-F

OTHER RATED STATIONS/METRO SHARE

WKLC 1300 .3

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	48 (2)	75 (2)	123 (4)	42.9
BTFL MUSIC	17 (1)	49 (2)	66 (3)	23.0
COUNTRY	53 (2)	6 (1)	59 (3)	20.6
MOR/AC	39 (1)		39 (1)	13.6
			287 (11)	

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	, \$37.60	(Eastman)	Capital
WCHS, 580, 5 KW (DA-N), MOR/AC	CBS, \$32.25	(Blair)	Rollins
WKAZ, 950, 5 KW/1 KW (DA-N), ROCK	ABC-C, \$37.75	(Mc-Guild)	Nininger
WTIP, 1240, 1 KW/250 W, BTFL MUS (FM-100)	, \$11.50	(Masla)	
WXIT, 1490, 1 KW/250 W, CONTEMP	, \$ 9.50	(PRO)	
WBES-F, 96.1, 50 KW @ 830, BTFL MUS (Bonne)	, \$15.25	(Blair)	Rollins
WKLC-F, 105.1, 50 KW @ 500, COUNTRY	, \$ 5.40	(----	
WQBE-F, 97.5, 50 KW @ 500, CONTEMP	, \$16.00	(Mc-Guild)	Nininger
WTIO-F, 102.7, 50 KW @ 540, BTFL MUS (FM-100)	, \$ 9.20	(Masla)	
WVAF-F, 99.9, 50 KW @ 497, AOR	ABC-F, \$32.90	(Eastman)	Capitol

FOR TV, NEWSPAPER AND ADI INFO SEE HUNTINGTON

CHARLOTTE

SRDS Market # 66; ADI # 34
 FCC Revenue Rank # 37
 FCC Income Rank # 55
 APR 14.6
 SMSA Pop: 605,800

Revenue : \$ 7,840,903
 Income : \$ 647,087
 FM Rev : \$ 2,279,686
 FM Inc : \$ 421,237
 Comb Rev: \$10,120,589
 Comb Inc: \$ 1,068,324

National Rev : \$2,261,529
 Nat Rev per Cap: \$3.73
 Tot Rev per Cap: \$16.71
 Tot Inc per Cap: \$1.76
 Profit Margin : 10.6%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBT 128/17.7	17.7	21.2	1. WSOC-F 305	1. WBT 4810/39.1
2. WSOC-F 104/14.4	9.8	7.2	2. WBT 282	2. WSOC-F 3157/23.9
3. WAYS 80/11.1	11.9	18.0	3. WROQ-F 178	3. WAYS 2533/33.5
4. WEZC-F 74/10.2	14.2	5.1	4. WEZC-F 149	4. WROQ-F 2432/17.3
5. WBCY-F 59/ 8.2	7.4	7.8	5. WBCY-F 135	5. WBCY-F 1924/17.9
6. WROQ-F 50/ 6.9	7.3	10.5	6. WAYS 126	6. WEZC-F 1634/14.5
7. WGIV 40/ 5.5	6.8	6.1	7. WPEG-F 74	7. WSOC 1033/13.7
8. WPEG-F 38/ 5.3	.8	1.9	8. WSOC 50	8. WPEG-F 915/11.3
9. WSOC 25/ 3.5	5.2	6.3	9. WGIV 43	9. WGIV 693/12.5
10. WAME 21/ 2.9	3.1	2.7	10. WAME 21	10. WAME 365/ 6.6

12+ FM SHARE (METRO): 48.82% (332 of 680) (A/M 78: 36.04%)
 12+ FM SHARE (TSA) : 59.46% (852 of 1433) (A/M 78: 49.81%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAYS	1. WBT	1. WBT	1. WBT	1. WSOC-F	1. WBT
2. WBT	2. WSOC-F	2. WSOC-F	2. WSOC-F	2. WBT	2. WAYS+
3. WBCY-F	3. WBCY-F	3. WAYS	3. WEZC-F	3. WEZC-F	3. WSOC-F
WROQ-F	4. WAYS	4. WBCY-F	4. WAYS	4. WSOC	4. WEZC-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	91 (2)	147 (3)	238 (5)	35.0
COUNTRY	25 (3)	104 (1)	129 (4)	19.0
MOR/AC	128 (1)		128 (1)	18.8
BTFL MUSIC		74 (1)	74 (1)	10.9
BLACK/DISCO	46 (2)		46 (2)	6.8
RELIGION	28 (2)		28 (2)	4.1
NEWS/INFO/TALK	25 (1)		25 (1)	3.7
UNKNOWN		7 (1)	7 (1)	1.0
VARIETY	5 (1)		5 (1)	0.7
			<u>680 (18)</u>	

CHARLOTTE ADI

OTHER RATED STATIONS/MSA SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WSOC-F	1. WBT	1. WBT
2. WBT	2. WSOC-F	2. WSOC-F
3. WROQ-F	3. WAYS	3. WGIV
4. WEZC-F	4. WROQ-F	4. WAYS
5. WAYS	5. WBCY-F	5. WEZC-F
6. WBCY-F	6. WEZC-F	6. WSOC
7. WPEG-F	7. WSOC	7. WAME
8. WXRC-F	8. WPEG-F	8. WROQ-F
9. WSOC	9. WGIV	9. WBCY-F
10. WFMX-F	10. WXRC-F	10. WPEG-F
11. WGIV	11. WFMX-F	
12. WIRC	12. WAME	
13. WOHS	13. WFBC-F	
14. WMNC	14. WTQR-F	
WAME	15. WMNC	

WCSL	1590	.4
WGNC	1450	.7
WHVN	1310	1.0
WIST	1240	1.5
WIXE	1190	1.9
WLTC	1370	1.1
WRPL	1540	.8
WZXI-F	101.9	1.0

ADI FM SHARE: 59.12% (1031 of 1744) (A/M 78: 49.79%)

AM STATIONS

WAME, 1480, 5 KW (DA-2), RELIGION	\$15.00 (-----)	Swaggert
WAYS, 610, 5 KW/1 KW (DA-2), ROCK	\$71.58 (Eastman)	Sis
WBT, 1110, 50 KW(DA-N), AC/CONT	ABC-E, \$128.75 (Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	\$23.75 (Selcom)	Bdcst Ent Int
WSOC, 930, 5 KW/1 KW (DA-N), NEWS	NBC,MBS, \$33.13 (Christal)	Cox
WIRC, 630, 1 KW (DAYS), COUNTRY	\$ 7.00 (Southern)	(HICKORY)
WOHS, 730, 1 KW (DAYS), COUNTRY	MBS, \$ 3.25 (Southern)	(SHELBY)
WMNC, 1430, 5 KW/1 KW (DA-N), MOR	NBC, \$ 4.50 (Carpenter)	(MORGANTOWN)

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	\$71.58 (Eastman)	Sis
WBCY-F, 107.9, 100 KW @ 980, ROCK	\$37.13 (Blair)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUSIC	\$68.00 (Torbet)	EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	ABC-I, \$52.00 (Christal)	Cox
WPEG-F, 97.9, 20 KW @ 390, ROCK	MBS, \$20.50 (Southern)	(CONCORD)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY/GOSPEL	\$ 5.50 (Southern)	(STATESVILLE)
WXRC-F, 95.7, 27 KW @ 350, CONTEMP	\$10.25 (Southern)	(HICKORY)
WFBC-F	see Greenville	
WTQR-F	see Winston-Salem	

TV STATIONS

WBTV	Charlotte	3	CBS, Jeff-Pilot
WCCB	Charlotte	18	IND, Bahakel
WRET	Charlotte	36	NBC, Ted Turner
WSOC	Charlotte	9	ABC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer	M	171,219, Knight-Ridder
Charlotte News	E	55,240, Knight-Ridder
Gastonia Gazette	E	33,487, Freedom

CHATTANOOGA

SRDS Market # 96
 FCC Revenue Rank # 91
 FCC Income Rank # 68
 APR 15.2
 SMSA Pop: 396,800

Revenue : \$3,398,525
 Income : \$ 427,033
 FM Rev : \$ 336,179
 FM Inc : \$ -85,593
 Comb Rev: \$3,734,704
 Comb Inc: \$ 341,440

National Rev : \$493,374
 Nat Rev per Cap: \$1.24
 Tot Rev per Cap: \$9.41
 Tot Inc per Cap: \$.86
 Profit Margin : 9.1%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDEF 92/18.7	13.4	14.9	1. WSKZ-F 140	1. WSKZ-F 1502/20.8
2. WSKZ-F 61/12.4	9.9	8.5	2. WDEF 93	2. WFLI+ 1342/29.1
3. WDOD 48/ 9.8	10.2	11.7	3. WDEF-F 59	3. WDEF-F 1079/21.7
4. WFLI+ 44/ 8.9	10.6	17.8	WFLI+ 59	4. WDEF 1015/30.3
5. WDEF-F 39/ 7.9	12.5	7.3	5. WDOD 51	5. WDOD 785/20.4
6. WNOO 34/ 6.9	7.3	7.1	6. WNOO 38	6. WGOW 759/20.9
7. WGOW 30/ 6.1	7.1	4.4	7. WDOD-F 32	7. WDOD-F 627/12.1
8. WLFA 28/ 5.7	3.2	3.0	8. WGOW 31	8. WNOO 406/11.4
9. WDOD-F 25/ 5.1	4.3	3.2	9. WLFA 28	9. WZDQ-F 292/ 7.5
10. WMOC 16/ 3.3	.9	2.0	10. WMOC 16	10. WMOC 235/ 7.2

12+ FM SHARE (METRO): 30.75% (135 of 439) (A/M 78: 29.96%)
 12+ FM SHARE (TSA) : 42.68% (245 of 574) (A/M 78: 34.95%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDEF	1. WDEF	1. WDEF
2. WFLI+	2. WFLI+	2. WDOD	2. WDOD	2. WDOD	2. WSKZ-F
3. WGOW	WDOD	3. WDEF	3. WDEF-F	3. WDEF-F	3. WDEF-F
	4. WDEF	4. WFLI+	4. WSKZ-F	4. WDOD-F	4. WDOD

OTHER RATED STATIONS/METRO SHARE

WDXB	1490	.4	WEPG	910	2.6	WZDQ-F	102.3	1.4
<u>FORMATS</u>			<u>AM</u>			<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP			71 (2)			71 (3)	142 (5)	32.3
MOR/AC			122 (3)				122 (3)	27.8
BTFL MUSIC						64 (2)	64 (2)	14.6
COUNTRY			48 (1)				48 (1)	10.9
BLACK			34 (1)				34 (1)	7.7
UNKNOWN			13 (1)				13 (1)	3.0
RELIGION			16 (1)				16 (1)	3.6
							<u>439 (14)</u>	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, \$22.50	(Eastman)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, \$17.53	(Torbet)	Bahakel
WFLI+, 1070, 50 KW/1 KW (DA-2)	, ROCK	MBS, ABC-C, \$47.00	(Mc-Guild)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, CONTEMP	, \$38.50	(Katz)	
WLFA, 1590, 5 KW (DAYS)	, AC/MOR	, \$ 5.00	(-----)	(LAFAYETTE, GA)
WMOC, 1450, 1 KW/250 W	, RELIGION/MOR	, \$ 4.00	(-----)	
WNOO, 1260, 5 KW (DAYS)	, BLACK	MBN, \$14.00	(Lazar)	
WDEF-F, 92.3, 100 KW @ 895,	BTFL MUS (FM-100)	, \$22.50	(Eastman)	Park
WDOD-F, 96.5, 19 KW @ 1010,	BTFL MUS	, \$11.00	(Torbet)	Bahakel
WSKZ-F, 106.5, 100 KW @ 1076,	ROCK	, \$38.50	(Katz)	
WZDQ-F, 102.3, 3 KW @ 485,	CONTEMP	, \$12.00	(Selcom)	

TV STATIONS

WDEF	Chattanooga	12	CBS, Park	WRCB	Chattanooga	3	NBC, Ziff-Da
WRIP	Chattanooga	61	IND	WTVC	Chattanooga	9	ABC

NEWSPAPERS

Chattanooga News-Free Press	E	65,017
Chattanooga Times	M	54,292

CHICAGO

SRDS Market # 2; ADI # 3
 FCC Revenue Rank # 3
 FCC Income Rank # 2
 APR 16.9
 SMSA Pop: 7,001,000

Revenue : \$55,324,015
 Income : \$11,298,258
 FM Rev : \$21,601,044
 FM Inc : \$ 2,046,806
 Comb Rev : \$76,925,059
 Comb Inc : \$13,344,064

National Rev : \$18,325,422
 Nat Rev per Cap: \$2.62
 Tot Rev per Cap: \$10.99
 Tot Inc per Cap: \$1.91
 Profit Margin : 17.3%

12+ METRO 1/4/SHARE O/N 78 A/M 78				12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WGN	1152/11.0	10.1	13.5	1. WGN	1507	1. WLS	27880/25.3
2. WLS	830/ 7.9	6.3	7.2	2. WLS	1365	2. WGN	22222/25.9
3. WLOO-F	728/ 6.9	7.3	7.6	3. WMAQ	984	3. WMAQ	18434/15.9
4. WBBM	724/ 6.9	7.1	6.3	4. WBBM	876	4. WBBM	15703/19.4
5. WLUP-F	555/ 5.3	2.8	2.8	5. WLOO-F	736	5. WLOO-F	8190/13.0
6. WMAQ	498/ 4.7	6.5	4.7	6. WLUP-F	580	6. WLUP-F	7340/11.3
7. WIND	490/ 4.7	3.0	3.8	7. WIND	506	7. WIND	7050/10.7
8. WBMX-F	456/ 4.3	4.9	4.2	8. WBMX-F	471	8. WLAK-F	6753/10.2
9. WLAK-F	445/ 4.2	3.9	5.1	9. WLAK-F	465	9. WBMX-F	6505/10.0
10. WCLR-F	365/ 3.5	3.8	3.9	10. WCLR-F	372	10. WBBM-F	6002/ 9.1
11. WVON	339/ 3.2	3.3	4.8	11. WVON	339	11. WEFM-F	5930/ 9.1
12. WFYR-F	316/ 3.0	3.5	3.4	12. WFYR-F	321	12. WVON	5355/ 8.6
13. WEFM-F	289/ 2.7	2.6	1.5	13. WEFM-F	304	13. WFYR-F	5350/ 8.2
14. WDAI-F	228/ 2.2	1.3	2.5	14. WJJD	246	14. WCLR-F	5152/ 8.1
15. WBBM-F	221/ 2.1	2.6	1.8	15. WDAI-F	234	15. WDAI-F	4232/ 6.6
16. WJJD	210/ 2.0	2.9	1.9	16. WBBM-F	227	16. WCFL	4153/ 5.5
17. WAIT	206/ 2.0	1.4	1.1	17. WAIT	226	17. WMET-F	4094/ 6.4
18. WJPC	201/ 1.9	1.7	.7	18. WJPC	202	18. WKQX-F	3930/ 6.2
19. WGCI-F	197/ 1.9	1.9	1.5	19. WJEZ-F	200	19. WJJD	3424/ 4.6
20. WXRT-F	185/ 1.8	2.0	1.5	20. WGCI-F	198	20. WGCI-F	3130/ 4.9

12+ FM SHARE (METRO): 49.70% (4875 of 9809) (A/M 78: 50.02%)
 12+ FM SHARE (TSA) : 43.45% (5026 of 11568) (A/M 78: 43.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLS	1. WLUP-F	1. WLS	1. WGN	1. WGN	1. WGN
2. WEFM-F	2. WLS	2. WGN	2. WLOO-F	2. WLOO-F	2. WLS
3. WLUP-F	3. WBMX-F	3. WLUP-F	3. WLS	3. WBBM	3. WBBM
4. WVON	4. WFYR-F	4. WLOO-F	4. WBBM	4. WLAK-F	4. WMAQ
5. WBMX-F	5. WCLR-F	5. WBMX-F	5. WMAQ	WMAQ	5. WIND
6. WMET-F	6. WBBM-F	6. WCLR-F	6. WCLR-F	6. WLS	6. WLUP-F
7. WDAI-F	7. WXRT-F	WFYR-F	7. WLAK-F	7. WIND	7. WLOO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	830 (1)	1857 (7)	2687 (8)	27.4
MOR	1309 (4)	365 (1)	1674 (5)	17.1
BLACK/DISCO	540 (2)	958 (4)	1498 (6)	15.3
BTFL MUSIC	206 (1)	1233 (3)	1439 (4)	14.7
NEWS/INFO/TALK	1214 (2)		1214 (2)	12.4
COUNTRY	708 (2)	182 (1)	880 (3)	9.0
CLASSICAL	10 (1)	160 (2)	170 (3)	1.7
SPANISH		120 (1)	120 (1)	1.2
VARIETY	69 (1)		69 (1)	0.7
RELIGION	48 (1)		48 (1)	0.5
			9809 (34)	

CHICAGO ADI

OTHER RATED STATIONS/MSA SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WCFL	1000	
1. WGN	1. WLS	1. WLS	WFMT-F+	98.7	.8
2. WLS	2. WGN	2. WGN	WJEZ-F	104.3	1.3
3. WBBM	3. WBBM	3. WVON	WJOB	1230	1.7
4. WLOO-F	4. WMAQ	4. WBBM	WJOL	1340	.3
5. WMAQ	5. WLOO-F	5. WLUP-F	WKQX-F	101.1	.7
6. WLUP-F	6. WLUP-F	6. WBMX-F	WMET-F	95.5	1.4
7. WIND	7. WIND	7. WMAQ	WNIB-F	97.1	1.4
8. WBMX-F	8. WLAK-FM	8. WLOO-F	WOJO-F	105.1	.3
9. WLAK-F	9. WBMX-F	9. WIND	WOPA	1490	1.1
10. WCLR-F	10. WEFM-F	10. WLAK	WWCA	1270	.5
11. WVON	11. WBBM-F		WXFM-F	105.9	.3
12. WFYR-F	12. WVON		WYEN-F	106.7	.6
13. WEFM-F	13. WFYR-F				.7
14. WDAI-F	14. WCLR-F				
WJJD	15. WDAI-FM				

ADI FM SHARE: 48.20% (4994 of 10361) (A/M 78: 48.10%)

AM STATIONS

WAIT, 820, 5 KW (L-SS Dallas)	, BTFL (?)	, \$ 26.25 (Mc-Guild)	Century
WBBM, 780, 50 KW (Clear)	, NEWS	CBS, \$218.75 (CBS Spot)	CBS
WCFL, 1000, 50 KW (DA-2)	, MOR	MBS, \$ 81.25 (MMR)	Mutual
WGN, 720, 50 KW (Clear)	, MOR/TALK	, \$158.25 (Buckley)	WGN Cont
WIND, 560, 5 KW (DA-2)	, TALK/NEWS	, \$ 82.50 (RAR)	Westinghse
WJJD, 1160, 50 KW (L-SS Salt Lake)	, COUNTRY	ABC-I, \$ 67.50 (Selcom)	Plough
WJPC, 950, 1 KW (DAYS)	, BLACK	NBN, \$ 80.50 (---)	Johnson Pub
WLS, 890, 50 KW (Clear)	, ROCK	ABC-C, \$217.50 (Blair)	ABC
WMAQ, 670, 50 KW (Clear)	, COUNTRY	NBC, \$194.25 (Eastman)	NBC
WVON, 1390, 5 KW (DA-2)	, BLACK	MBN, \$ 83.00 (Selcom)	Combined

FM STATIONS

WBBM-F, 96.3, 6.2 KW @ 1174, SOFT ROCK	, \$ 77.00 (CBS FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	, \$130.00 (Howard)	Sonderling
WCLR-F, 101.9, 3 KW @ 1500, MOR/AC (Bonne)	, \$ 84.38 (Torbet)	Bonneville
WDAI-F, 94.7, 6.2 KW @ 1170, DISCO	ABC-F, \$103.25 (Katz)	ABC
WEFM-F, 99.5, 6 KW @ 1170, ROCK	, \$ 87.50 (HR/Stone)	GCC
WFYR-F, 103.5, 3 KW @ 1552, OLDIES/AC	, \$106.25 (RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, DISCO	MBS, \$ 50.00 (Selcom)	Combined
WJEZ-F, 104.3, 14 KW @ 820, COUNTRY	ABC-I, \$ 67.50 (Selcom)	Plough
WKQX-F, 101.1, 6 KW @ 1170, CONTEMP	, \$ 82.63 (Eastman)	NBC
WLAK-F, 93.9, 3 KW @ 1530, BTFL MUS (Schulke)	, \$106.25 (Katz)	Storer
WLOO-F, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)	, \$125.62 (Mc-Guild)	Century
WLUP-F, 97.9, 6 KW @ 1170, AOR (Burk-Abr)	, \$115.63 (Christal)	Heftel
WMET-F, 95.5, 6 KW @ 1170, ROCK	, \$ 74.00 (?)	Metromedia
WXRT-F, 93.1, 50 KW @ 500, AOR	, \$ 52.00 (Roslin)	

TV STATIONS

WBBM	Chicago	2	CBS, CBS	WLS	Chicago	7	ABC, ABC
WCIU	Chicago	26	IND	WMAQ	Chicago	5	NBC, NBC
WFLD	Chicago	32	IND, Field	WSNS	Chicago	44	IND,
WGN	Chicago	9	IND, WGN Cont				Harriscope

NEWSPAPERS

Chicago Tribune	AD	783,041, WGN Cont
Chicago Sun Times	M	671,366, Field

CINCINNATI

SRDS Market # 26; ADI # 26
 FCC Revenue Rank # 20
 FCC Income Rank # 25
 APR 15.6
 SMSA Pop: 1,360,700

Revenue : \$12,852,794
 Income : \$ 1,282,654
 FM Rev : \$ 5,629,619
 FM Inc : \$ 1,014,081
 Comb Rev: \$18,481,413
 Comb Inc: \$ 2,296,735

National Rev : \$2,995,176
 Nat Rev per Cap: \$2.20
 Tot Rev per Cap: \$13.58
 Tot Inc per Cap: \$1.69
 Profit Margin : 12.4%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WLW	271/15.6	11.3	16.8	1. WLW	450	1. WLW	8224/41.1		
2. WKRQ-F	210/12.1	12.1	10.8	2. WKRQ-F	310	2. WKRQ-F	4456/26.9		
3. WCKY	187/10.8	11.5	11.5	3. WHIO-F	245	3. WKRC	3402/22.8		
4. WKRC	145/ 8.3	9.5	9.0	4. WCKY	204	4. WHIO-F	2742/ .9		
5. WWEZ-F	123/ 7.1	9.1	5.3	5. WKRC	175	5. WONE	2286/ 1.5		
6. WSAI-F	105/ 6.0	5.0	2.9	6. WWEZ-F	172	6. WCKY	2278/17.5		
7. WUBE-F	88/ 5.1	3.2	5.0	7. WONE	159	7. WWEZ-F	2093/13.6		
8. WLQA-F	87/ 5.0	4.2	4.1	8. WUBE-F	148	8. WSAI-F	1737/12.5		
9. WEBN-F	74/ 4.3	7.3	8.3	9. WSAI-F	132	9. WEBN-F	1724/11.6		
10. WSAI	54/ 3.1	3.0	6.0	10. WEBN-F	95	10. WSAI	1553/ 9.7		
WLWS-F	54/ 3.1	1.6	1.6	11. WLQA-F	90	11. WOKV-F	1513/ 9.1		
12. WCIN	47/ 2.7	4.2	5.4	12. WLWS-F	87	12. WUBE-F	1488/ 8.1		

12+ FM SHARE (METRO): 51.46% (828 of 1609) (A/M 78: 43.93%)
 12+ FM SHARE (TSA) : 54.72% (1414 of 2584) (A/M 78: 42.77%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKRQ-F	1. WKRQ-F	1. WKRQ-F	1. WLW	1. WLW	1. WLW
2. WSAI-F	2. WSAI-F	2. WLW	2. WKRC	2. WCKY	2. WCKY
3. WOKV-F	3. WEBN-F	3. WKRC	3. WUBE-F	3. WWEZ-F	3. WKRQ-F
4. WCIN	4. WLW	4. WSAI-F	4. WKRQ-F	4. WKRC	4. WHIO-F
	5. WKRC	5. WUBE-F	5. WCKY	5. WUBE-F	5. WKRC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	603 (3)		603 (3)	37.5
ROCK/CONTEMP		443 (4)	443 (4)	27.5
BTFL MUSIC		248 (5)	248 (5)	15.4
COUNTRY	95 (3)	88 (1)	183 (4)	11.4
BLACK/DISCO	47 (1)	52 (2)	99 (3)	6.2
VARIETY	18 (1)		18 (1)	1.1
RELIGION	8 (1)	7 (1)	15 (2)	0.9
			<u>1609 (22)</u>	

CINCINNATI ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WLW	1. WLW	1. WKRC	WHKK-F	100.9	.4
2. WKRC-F	2. WKRC-F	2. WLW	WLYK-F	107.1	.4
3. WCKY	3. WKRC	3. WKRC	WNOP	740	1.0
4. WKRC	4. WCKY	4. WCKY	WUBE	1230	1.9
5. WVEZ-F	5. WVEZ-F	5. WSAI-F	WZIP	1050	.5
6. WUBE-F	6. WEBN-F	6. WSAI	WLVV-F	94.9	1.3
7. WSAI-F	7. WSAI-F	7. WVEZ-F	WOKV-F	103.5	2.6
8. WEBN-F	8. WSAI	8. WCIN	WPBF-F	105.9	.3
9. WLQA-F	9. WUBE-F	WLQA-F	WHIO-F	99.1	.5
10. WSAI	10. WOKV-F	10. WUBE-F	WONE	980	.5
WLWS-F	11. WLQA-F				
12. WOKV-F	12. WMOH				
13. WCIN	13. WLWS-F				
14. WLVV-F	14. WCIN				
15. WUBE	15. WLVV-F				

ADI FM SHARE: 53.33% (1128 of 2115) (A/M 78: 44.30%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$31.75 (Selcom)	Bdcst Ent Net
WCKY, 1530, 50 KW (DA-N), MOR	CBS, \$57.50 (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC/MOR	ABC-E, \$48.25 (Katz)	Taft
WLW, 700, 50 KW (Clear), MOR/AC	NBC, \$70.00 (CBS Spot)	
WSAI, 1360, 5 KW (DA-N), COUNTRY	, \$53.34 (Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$33.15 (Mc-Guild)	Kaye-Smith
WMOH, 1450, 1 KW/250 W, ROCK	ABC-C, \$16.50 (HR/Stone)	(HAMILTON)

FM STATIONS

WEBN-F, 102.7, 31 KW @ 610, AOR	, \$60.00 (Torbet)	
WKRC-F, 101.9, 25 KW @ 660, ROCK	, \$95.00 (Katz)	Taft
WLQA-F, 98.5, 15 KW @ 810, BTFL MUS	MBS, \$34.25 (Torbet)	Susquehanna
WSAI-F, 94.1, 34 KW @ 550, AOR	, \$53.34 (Blair)	Affiliated
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$33.15 (Mc-Guild)	Kaye-Smith
WLWS-F, 96.5, 50 KW @ 810, CONTEMP	ABC-F, \$21.50 (CBS Spot)	
WVEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Bonne)	, \$60.00 (Eastman)	Federated
WLVV-F, 94.9, 50 KW @ 500, BTFL MUS (TM)	, \$21.25 (P/W)	Bdcst Manag Corp
WOKV-F, 103.5, 50 KW @ 500, DISCO	, \$17.50 (Selcom)	(HAMILTON)

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, KY	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	179,193, Scripps-Howard
Cincinnati Enquirer	M	189,862, Combined Communications/Gannett

CLEVELAND

SRDS Market # 17; ADI # 9
 FCC Revenue Rank # 18
 FCC Income Rank # 18
 APR 14.9
 SMSA Pop: 1,932,800

Revenue : \$16,258,904
 Income : \$ 2,160,661
 FM Rev : \$ 7,711,126
 FM Inc : \$ 240,453
 Comb Rev: \$23,970,030
 Comb Inc: \$ 2,401,114

National Rev : \$4,476,780
 Nat Rev per Cap: \$2.32
 Tot Rev per Cap: \$12.40
 Tot Inc per Cap: \$1.24
 Profit Margin : 10.0%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WQAL-F 230/9.7	8.7	11.4	1. WMMS-F 389	1. WGAR 5855/20.2
2. WDOK-F 188/7.9	8.5	9.3	2. WGCL-F 299	2. WGCL-F 5587/19.7
3. WMMS-F 184/7.7	8.0	8.8	3. WQAL-F 286	3. WMMS-F 5367/16.1
4. WHK 172/7.2	9.3	6.6	4. WGAR 279	4. WWWE 4789/16.5
5. WGCL-F 170/7.1	3.9	3.4	5. WWWE 258	5. WQAL-F 3790/18.8
6. WWWE 149/6.3	5.8	7.6	6. WHK 252	6. WWWM-F 3581/13.7
7. WGAR 148/6.2	5.4	6.5	7. WDOK-F 204	7. WHK 3522/15.3
8. WJMO 139/5.8	6.2	7.0	8. WWWM-F 191	8. WZZP-F 2978/10.2
9. WERE 132/5.5	5.6	5.1	9. WJMO 139	9. WDOK-F 2969/15.8
10. WWWM 123/5.2	5.8	4.4	10. WERE 136	10. WERE 2717/15.9
11. WKSW-F 99/4.2	4.7	4.4	11. WSLR 129	11. WJW 2208/10.8
12. WJW 91/3.8	4.4	2.2	12. WKSW-F 122	12. WSLR 1994/ 4.1
13. WCLV-F 69/2.9	1.9	2.3	13. WZZP-F 120	13. CKLW 1932/ 2.9
14. WBBG 55/2.3	2.6	1.3	14. WJW 105	14. WKSW-F 1671/ 8.5
WZZP-F 55/2.3	2.9	3.7	15. WDBN-F 96	15. WJMO 1601/10.0

12+ FM SHARE (METRO): 56.39% (1279 of 2268) (A/M 78: 58.30%)
 12+ FM SHARE (TSA) : 57.26% (2011 of 3512) (A/M 78: 59.98%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WQAL-F	1. WQAL-F	1. WGAR
2. WWWM-F	2. WGAR	2. WGAR	2. WHK	2. WDOK-F	2. WMMS-F
3. WJMO	3. WGCL-F	3. WGCL-F	3. WGAR	3. WHK	3. WHK
4. WMMS-F	4. WWWM-F	4. WQAL-F	4. WWWE	4. WWWE	4. WQAL-F
5. WZZP-F	5. WJMO	5. WJMO	5. WDOK-F	5. WKSW-F	5. WGCL-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	159 (2)	643 (7)	802 (9)	35.4
BTFL MUSIC		537 (4)	537 (4)	23.7
MOR/AC	271 (4)		271 (4)	11.9
COUNTRY	203 (2)		203 (2)	9.0
NEWS/INFO/TALK	187 (2)		187 (2)	8.2
BLACK/DISCO	169 (2)		169 (2)	7.5
CLASSICAL		69 (1)	69 (1)	3.0
ETHNIC		30 (1)	30 (1)	1.3
			<u>2268 (25)</u>	

CLEVELAND ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	STATION	SHARE	METRO SHARE
1. WMMS-F	1. WGAR	1. WJMO	WABQ	1540	1.3
2. WGCL-F	2. WGCL-F	2. WHK	WDBN-F	94.9	.8
3. WQAL-F	3. WMMS-F	3. WGCL-F	WDMT-F	107.9	1.8
4. WGAR	4. WWWE	4. WQAL-F	WELW	1330	.5
5. WWWE	5. WQAL-F	5. WWWE	WLYT-F	92.3	1.0
6. WHK	6. WHK	6. WGAR	WPVL	1460	.8
7. WDOK-F	7. WWWM-F	7. WDOK-F	WZAK-F	93.1	1.3
8. WWWM-F	8. WZZP-F	8. WCLV-F	WKDD-F	96.5	1.8
9. WJMO	9. WDOK-F	9. WMMS-F	WSLR	1350	1.3
10. WERE	10. WERE	10. WERE	CKLW	800	.5
11. WAKR	11. WJW				
12. WSLR	12. WAKR				
13. WKSW-F	13. WSLR				
14. WZZP-F	14. CKLW				
WHBC	15. WHBC				

ADI FM SHARE: 51.55% (2242 of 4349) (A/M 78: 53.08%)

AM STATIONS

WBBG, 1260, 5 KW (DA-2)	, TALK	NBC, \$42.50	(Eastman)	
WERE, 1300, 5 KW (DA-1)	, NEWS	ABC-I, MBS, \$35.50	(RKO)	
WGAR, 1220, 50 KW (DA-1)	, CONTEMP/AC	ABC-E, \$78.00	(Blair)	Nationwide
WHK, 1420, 5 KW (DA-N)	, COUNTRY	, \$89.25	(Katz)	Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$46.25	(UBC)	United
WJW, 850, 10 KW/5 KW (DA-2)	, MOR	CBS, \$41.25	(MMR)	
WWWE, 1100, 50 KW (Clear)	, MOR	, \$78.25	(Selcom)	Comb/Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640	, CLASSICAL	, \$28.00	(CMBS)	
WDOK-F, 102.1, 50 KW @ 370	, BTFL MUSIC (Churchill)	, \$58.50	(Selcom)	Comb/Gannett
WGCL-F, 98.5, 40 KW @ 600	, ROCK	, \$41.00	(RKO)	
WKSW-F, 99.5, 50 KW @ 500	, BTFL MUS (Schulke)	, \$26.00	(Blair)	Nationwide
WMMS-F, 100.7, 32 KW @ 600	, AOR	, \$122.50	(Katz)	Malrite
WQAL-F, 104.1, 7.1 KW @ 1080	, BTFL MUS (Bonne)	, \$92.50	(Mc-Guild)	SJR
WWWM-F, 105.7, 27.5 KW @ 900	, ROCK	ABC-C, \$76.25	(Eastman)	
WZZP-F, 106.5, 50 KW @ 575	, ROCK	, \$70.00	(HR/Stone)	Booth

CKLW - see Detroit

WAKR, WSLR - see Akron

WHBC - see Canton

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Starr
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWSPAPERS

Cleveland Plain Dealer	M	382,940
Cleveland Press	E	303,175, Scripps-Howard

COLORADO SPRINGS

SRDS Market # 128
 FCC Revenue Rank # 135
 FCC Income Rank # 302
 APR 17.3
 SMSA Pop: 290,100

Revenue : \$2,096,388
 Income : \$ -283,212
 FM Rev : \$ 657,797
 FM Inc : \$ 31,430
 Comb Rev: \$2,754,185
 Comb Inc: \$ -251,782

National Rev : \$390,501
 Nat Rev per Cap: \$1.35
 Tot Rev per Cap: \$9.49
 Tot Inc per Cap: \$-.87
 Profit Margin : ----

12+ METRO 1/4/SHARE			A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
1. KYSN	64/16.3	11.9	13.7	1. KRDO-F	65	1. KYSN	929/40.2	
2. KIIQ-F+	49/12.5	13.7	6.5	2. KYSN	64	2. KIIQ-F+	852/31.6	
3. KSPZ-F	47/12.0	8.4	7.0	3. KIIQ-F+	62	3. KSPZ-F	757/26.0	
4. KRDO-F	36/ 9.2	11.1	13.0	4. KSPZ-F	56	4. KRDO-F	650/17.0	
5. KVOR	34/ 8.7	8.1	10.6	5. KILO-F	51	5. KVOR	522/22.1	
	KILO-F	34/ 8.7	3.2	4.7	6. KVOR	34	6. KILO-F	455/13.8
7. KSSS	22/ 5.6	11.1	7.8	7. KOA	26	7. KOA	441/ 9.0	
8. KRDO	19/ 4.8	5.4	5.7	8. KSSS	22	8. KKFM-F	396/11.2	
9. KKFM-F	17/ 4.3	5.7	4.9	KKFM-F	22	9. KSSS	384/16.1	
10. KOA	12/ 3.1	4.6	3.4	10. KRDO	20	10. KRDO	325/12.0	

12+ FM SHARE (METRO): 47.73% (179 of 375) (A/M 78: 43.94%)
 12+ FM SHARE (TSA) : 53.48% (261 of 488) (A/M 78: 50.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYSN	1. KYSN	1. KYSN	1. KRDO-F	1. KRDO-F	1. KIIQ-F+
2. KSPZ-F	2. KSPZ-F	2. KIIQ-F+	2. KIIQ-F+	2. KVOR	KYSN
	3. KIIQ-F+	3. KSPZ-F	3. KVOR	3. KSSS	3. KVOR

OTHER RATED STATIONS/METRO SHARE

KPIK	1580	2.8	KHOW	630	1.0	KVOD-F	99.5	1.3
KWYD-F	105.5	1.0	KLZ	560	.8	KYNR-F	99.9	1.8
KXXV	1530	1.8						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	91 (3)	127 (4)	218 (7)	58.1
MOR/AC	69 (4)		69 (4)	18.4
BTFL MUSIC		43 (2)	43 (2)	11.5
COUNTRY	36 (3)		36 (3)	9.6
CLASSICAL		5 (1)	5 (1)	1.3
RELIGION		4 (1)	4 (1)	1.1
			375 (18)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W	, MOR/AC	MBS, \$ 6.38	(Torbet)
KSSS, 740, 1 KW/250 W	, COUNTRY	NBC, \$13.75	(PRO) Peoria Jrnl Star
KVOR, 1300, 5 KW/1 KW	, MOR/AC	CBS, \$17.50	(Selcom) Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N),	ROCK	, \$14.25	(Mc-Guild)
KIIQ-F+, 102.7, 51 KW @ 2080,	CONTEMP	ABC-I, \$19.50	(Eastman) Wiskes-Abaris
KILO-F, 93.9, 83 KW @ 2110,	AOR	, \$11.75	(Sav/Gates)
KKFM-F, 96.5, 23 KW @ 2300,	ROCK	, \$14.06	(Bunchez)
KRDO-F, 95.1, 96 KW @ 2010,	BTFL MUS (Schulke)	, \$11.50	(Torbet)
KSPZ-F, 92.9, 25 KW @ 2130,	ROCK	, \$20.00	(Selcom) Sunbelt

KOA - see Denver

TV STATIONS	KKTIV	Col Spr	11	CBS, Capitol	KRDO	Col Spr	13	ABC
	KOAA	Pueblo	5	NBC, Charleston (SC)	Evening Post			

NEWSPAPERS

Col Spr Gazette Tel	M-16,916	E-54,168,	Freedom
Col Spr Sun	M	26,182	
Pueblo Chieftan	M	36,726	
Pueblo Star-Journal	E	15,103	

COLUMBIA, SC

SRDS Market # 99
 FCC Revenue Rank # 115
 FCC Income Rank # 197
 APR 15.0
 SMSA Pop: 388,100

Revenue : \$2,697,628
 Income : \$ 48,671
 FM Rev : \$1,504,434
 FM Inc : \$ 305,766
 Comb Rev: \$4,202,062
 Comb Inc: \$ 354,437

National Rev : \$774,072
 Nat Rev per Cap: \$1.99
 Tot Rev per Cap: \$10.83
 Tot Inc per Cap: \$1.99
 Profit Margin : 8.4%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WIS 61/13.0	15.4	10.4	1. WNOK-F 103	1. WNOK 1455/27.9
2. WCOS-F 57/12.2	11.9	9.8	2. WCOS-F 95	2. WIS 1195/31.0
3. WNOK-F 55/11.8	14.8	14.5	3. WIS 70	3. WCOS-F 1170/20.6
4. WXYR-F 50/10.7	8.0	8.1	4. WWDM-F 60	4. WWDM-F 758/15.6
5. WOIC 43/ 9.2	9.0	13.6	5. WXYR-F 53	5. WOIC 637/19.2
6. WSCQ-F 37/ 7.9	4.9	5.5	6. WOIC 45	6. WCOS 585/18.1
7. WWDM-F 33/ 7.1	7.4	8.1	7. WSCQ-F 38	7. WXYR-F 574/16.7
8. WZLD-F 29/ 6.2	4.3	6.2	8. WZLD-F 29	8. WZLD-F 564/16.2
9. WCOS 21/ 4.5	9.2	5.5	9. WCOS 21	9. WSCQ-F 474/14.0
10. WCAY 15/ 3.2	3.5	3.2	10. WCAY 15	10. WXAP 404/12.3

12+ FM SHARE (METRO): 62.91% (268 of 426) (A/M 78: 59.59%)
 12+ FM SHARE (TSA) : 69.86% (394 of 564) (A/M 78: 69.86%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WIS	1. WXYR-F	1. WNOK-F
2. WOIC	2. WCOS-F	2. WCOS-F	2. WCOS-F	2. WCOS-F	2. WIS
3. WWDM-F	3. WZLD-F	3. WIS	WXYR-F	3. WIS	3. WCOS-F
4. WCOS	4. WWDM-F	4. WSCQ-F	4. WSCQ-F	4. WSCQ-F	

OTHER RATED STATIONS/METRO SHARE

WBLR-F+	92.1	.6	WXAP	1230	2.6	WPJS-F	106.7	1.1
WQXL	1470	1.1						

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	22 (2)	91 (4)	113 (6)	26.5
MOR/AC	61 (1)	37 (1)	98 (2)	23.0
BLACK/DISCO	55 (2)	33 (1)	88 (3)	20.7
COUNTRY	15 (1)	57 (1)	72 (2)	16.9
BTFL MUSIC		50 (1)	50 (1)	11.7
RELIGION	5 (1)		5 (1)	1.2
			426 (15)	

RADIO STATIONS

WCAY, 620, 500 W (DAYS) (DA), COUNTRY	MBS, \$ 8.00 (Carpenter)	
WCOS, 1400, 1 KW/250 W, CONTEMP	, \$20.00 (HR/Stone)	
WIS, 560, 5 KW (DA-N), MOR/AC	NBC, \$37.75 (Mc-Guild)	Cosmos
WOIC, 1320, 5 KW/1 KW (DA-N), BLACK	NBN, \$23.00 (Eastman)	
WXAP, 1230, 1 KW/250 W, DISCO (Century 21)	ABC-C, \$10.35 (Torbet)	
WCOS-F, 97.9, 20 KW @ 450, COUNTRY	ABC-I, \$21.00 (HR/Stone)	
WNOK-F, 104.7, 100 KW @ 450, ROCK (Century 21)	ABC-C, \$31.05 (Torbet)	
WSCQ-F, 100.1, 2.4 KW @ 330, AC/CONT	, \$18.00 (Southern)	
WXYR-F, 93.5, 3 KW @ 380, BTFL MUS (Bonne)	, \$18.00 (Howard)	
WZLD-F, 96.7, 3 KW @ 300, AOR (Drake-Chen)	ABC-F, \$12.00 (Selcom)	
WWDM-F, 101.3, 100 KW @ 629, BLACK	MBS, \$14.00 (Howard)	

TV STATIONS

WIS Columbia 10 NBC, Cosmos	WLTX Columbia 19 CBS
WOLO Columbia 25 ABC, Bahakel	

<u>NEWSPAPERS</u>			
Columbia State	M	103,010	
Columbia Record	E	33,261	
Columbia Sun News	M	13,243	

COLUMBUS, GA

SRDS Market # 157
 FCC Revenue Rank # 173
 FCC Income Rank # 303
 APR 15.3
 SMSA Pop: 231,800

Revenue : \$1,551,000
 Income : \$ -371,515
 FM Rev : \$ 790,927
 FM Inc : \$ -51,408
 Comb Rev: \$2,341,927
 Comb Inc: \$ -422,923

National Rev : \$383,811
 Nat Rev per Cap: \$1.66
 Tot Rev per Cap: \$10.10
 Tot Inc per Cap: \$-1.82
 Profit Margin : ----

12+ METRO	1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WCGQ-F	40/14.3	21.1	16.7	1. WVOC-F 83	1. WCGQ-F	1049/29.7
2. WVOC-F	36/12.9	7.7	4.2	2. WCGQ-F 71	2. WVOC-F	1036/25.4
3. WFXE-F	35/12.5	8.1	5.6	3. WDAK 40	3. WDAK	789/33.8
4. WPNX	34/12.1	7.7	9.1	4. WFXE-F 38	4. WEIZ-F	529/18.6
WDAK	34/12.1	14.6	15.7	5. WEIZ-F 37	5. WFXE-F	432/21.6
6. WOKS	32/11.4	10.1	18.8	WFDR-F 37	6. WPNX	427/21.8
7. WEIZ-F	27/ 9.6	12.1	8.7	WPNX 37	7. WOKS	424/22.5
8. WRCG	13/ 4.6	2.4	4.5	8. WOKS 33	8. WFDR-F	362/ 3.3
9. WHYD	9/ 3.2	7.7	4.9	9. WHYD 13	9. WRCG	255/12.8
10. WFDR-F	6/ 2.1	.4	3.5	WRCG 13	10. WHYD	236/ 9.2

12+ FM SHARE (METRO): 54.14% (144 of 266) (A/M 78: 51.48%)
 12+ FM SHARE (TSA) : 66.17% (266 of 402) (A/M 78: 56.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCGQ-F	1. WVOC-F	1. WVOC-F	1. WPNX	1. WPNX	1. WVOC-F
2. WOKS	2. WFXE-F	2. WFXE-F	2. WFXE-F	2. WOKS	2. WCGQ-F
3. WDAK	3. WCGQ-F	3. WCGQ-F	3. WOKS	3. WEIZ-F	3. WDAK

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	47 (2)	76 (2)	123 (4)	46.2
BLACK/DISCO	32 (1)	41 (2)	73 (3)	27.4
COUNTRY	34 (1)		34 (1)	12.8
BTFL MUSIC		27 (1)	27 (1)	10.2
RELIGION	9 (1)		9 (1)	3.4
			266 (10)	

RADIO STATIONS

WDAK, 540, 5 KW/500 W (DA-N), CONTEMP, \$11.00 (Eastman)
 WHYD, 1270, 5 KW (DAYS), RELIGION, \$ 6.00 (-----)
 WOKS, 1340, 1 KW/250 W, BLACK, MBN, NBN, \$15.00 (Howard)
 WPNX, 1460, 5 KW/1 KW (DA-N), COUNTRY, NBC, \$10.00 (HR/Stone)
 WRCG, 1420, 5 KW (DA-N), CONTEMP/AC, \$ 7.90 (Selcom) McClure
 WCGQ-F, 107.3, 100 KW @ 550, ROCK, \$15.60 (Selcom) McClure
 WEIZ-F, 100.1, 3 KW @ 300, BTFL MUS (TM), \$ 7.75 (Eastman)
 WFXE-F, 104.9, 3 KW @ 165, DISCO (Drake-Chen) ABC-F, \$ 8.38 (-----)
 WVOC-F, 102.9, 100 KW @ 1521, ROCK (Drake-Chen) MBS, \$ 9.50 (Torbet) Bluegrass

TV STATIONS

WRBL Columbus 3 CBS, Woodruff
 WTVM Columbus 9 ABC, Fuqua
 WYEA Columbus 38 NBC, American Family Corp

NEWSPAPERS

Columbus Ledger E 31,309, Knight-Ridder
 Columbus Enquirer M 33,689, Knight-Ridder

COLUMBUS, OHIO

SRDS Market # 36; ADI # 22
 FCC Revenue Rank # 27
 FCC Income Rank # 14
 APR 15.1
 SMSA Pop: 1,092,100

Revenue : \$10,304,545
 Income : \$ 3,137,684
 FM Rev : \$ 2,943,446
 FM Inc : \$ 449,225
 Comb Rev: \$13,247,991
 Comb Inc: \$ 3,586,909

National Rev : \$2,719,677
 Nat Rev per Cap: \$2.49
 Tot Rev per Cap: \$12.13
 Tot Inc per Cap: \$2.49
 Profit Margin : 2.71%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WNCI-F 185/13.9	11.4	13.3	1. WNCI-F 276	1. WTVN 4066/29.7
2. WBNS-F 166/12.5	11.0	15.3	2. WTVN 254	2. WNCI-F 4014/30.2
3. WTVN 161/12.1	14.2	10.2	3. WBNS-F 204	3. WBNS-F 2715/25.4
4. WXGT-F 106/ 8.0	7.8	7.2	4. WLVQ-F 143	4. WBNS 2179/22.3
5. WLVQ-F 104/ 7.8	8.7	4.6	5. WXGT-F 123	5. WCOL 2149/22.5
6. WBNS 95/ 7.1	6.4	9.1	6. WMNI 114	6. WXGT-F 2032/19.7
7. WMNI 93/ 7.0	5.1	5.9	7. WBNS 102	7. WLVQ-F 1970/16.8
8. WCOL 81/ 6.1	7.2	7.7	8. WCOL 83	8. WMNI 1705/14.1
9. WRMZ-F 38/ 2.9	1.2	2.0	9. WLW 60	9. WLW 1589/ 7.2
10. WVKO-F 36/ 2.7	3.7	2.4	10. WHOK-F 47	10. WHOK-F 847/ 6.1
11. WHOK-F 32/ 2.4	2.0	2.7	11. WRMZ-F 39	11. WRMZ-F 786/ 8.6
12. WVKO 30/ 2.3	2.6	3.6	12. WVKO-F 36	12. WRFD 593/ 4.4

12+ FM SHARE (METRO): 57.69% (705 of 1222) (A/M 78: 54.06%)
 12+ FM SHARE (TSA) : 53.37% (907 of 1592) (A/M 78: 53.37%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNCI-F	1. WNCI-F	1. WNCI-F	1. WBNS-F	1. WBNS-F	1. WTVN
2. WXGT-F	2. WLVQ-F	2. WTVN	2. WTVN	2. WTVN	2. WNCI-F
3. WLVQ-F	3. WXGT-F	3. WBNS-F	3. WNCI-F	3. WMNI	3. WBNS-F
4. WCOL	4. WTVN	4. WLVQ-F	4. WBNS	4. WBNS	4. WMNI
5. WVKO-F	5. WBNS	5. WXGT-F	5. WCOL	5. WNCI-F	5. WBNS

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	81 (1)	395 (3)	476 (4)	39.0
MOR/AC	313 (5)	16 (1)	329 (6)	26.9
BTFM MUSIC		166 (1)	166 (1)	13.6
COUNTRY	93 (1)	32 (1)	125 (2)	10.2
BLACK/DISCO	30 (1)	74 (2)	104 (3)	8.5
JAZZ		22 (1)	22 (1)	1.8
			<u>1222 (17)</u>	

COLUMBUS ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WNCI-F	1. WNCI-F	1. WNCI-F
2. WTVN	2. WTVN	2. WTVN
3. WBNS-F	3. WBNS-F	3. WLVQ-F
4. WLVQ-F	4. WCOL	4. WMNI
5. WXGT-F	5. WBNS	5. WBNS-F
6. WMNI	6. WXGT-F	6. WBNS
7. WBNS	7. WLVQ-F	7. WXGT-F
8. WCOL	8. WMNI	8. WCOL
9. WLW	9. WLW	9. WBBY-F
10. WMRN	10. WHOK-F	10. WRMZ-F
11. WHOK-F	11. WRMZ-F	
12. WRMZ-F	12. WMRN	
13. WVKO-F	13. WRFD	
14. WVKO	WVKO-F	
15. WRFD	15. WVKO	

WBBY-F	103.9	1.7
WHOK	1320	1.1
WNRE-F	107.1	1.2
WRFD	880	1.4
WLW	700	1.8

ADI FM SHARE: 56.39% (975 of 1729) (A/M 78: 52.60%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ 75.00 (Blair)	Col Dispatch
WCOL, 1230, 1 KW/250 W, CONTEMP/AC	, \$ 63.00 (Eastman)	Great Trails
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$ 50.00 (Mc-Guild)	
WRFD, 880, 5 KW (DAYS), MOR/FARM	CBS, \$ 21.00 (Buckley)	Ohio Farm Bur
WTVN, 610, 5 KW (DA-N), AC/MOR	ABC-E, \$106.25 (Katz)	Taft
WVKO, 1580, 1 KW (DAYS) (DA), BLACK	MBN,NBN, \$ 26.33 (Howard)	
WMRN, 1490, 1 KW/250 W, MOR	, \$ 11.63 (----)	(MARION)

WLW - see Cincinnati

FM STATIONS

WBBY-F, 103.9, 2 KW @ 360, JAZZ	ABC-F, \$ 10.00 (Lazar)	
WBNS-F, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$ 75.00 (Blair)	Col Dispatch
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	, \$ 10.00 (----)	Armington (LANCASTER)
WLVQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$ 36.50 (Katz)	Taft
WNCI-F, 97.9, 175 KW @ 565, ROCK	ABC-C, \$ 65.00 (RKO)	Nationwide
WRMZ-F, 99.7, 50 KW @ 500, DISCO (Burk-Abr)	MBS, \$ 37.50 (Mc-Guild)	
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ	, \$ 10.00 (Howard)	
WXGT-F, 92.3, 50 KW @ 311, ROCK/AOR	, \$ 60.00 (Eastman)	Great Trails

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch
WCMH	Columbus	4	NBC, Outlet
WTVN	Columbus	6	ABC, Taft

NEWSPAPERS

Columbus Dispatch	E	202,097
Columbus Citizen Journal	M	110,981

CORPUS CHRISTI

SRDS Market # 117
 FCC Revenue Rank # 112
 FCC Income Rank # 95
 APR 14.3
 SMSA Pop: 307,200

Revenue : \$2,742,960
 Income : \$ 252,112
 FM Rev : \$ 669,274
 FM Inc : \$ -296,490
 Comb Rev: \$3,412,234
 Comb Inc: \$ -44,378

National Rev : \$1,089,532
 Nat Rev per Cap: \$3.55
 Tot Rev per Cap: \$11.11
 Tot Inc per Cap: \$-.14
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEYS 50/14.7	16.7	8.2	1. KEYS 66	1. KEYS 1140/35.9
2. KZFM-F 46/13.5	7.6	5.5	2. KIOU-F 59	2. KRYS 843/25.2
3. KIOU-F 43/12.6	12.5	10.3	3. KZFM-F 48	3. KZFM-F 685/27.3
4. KUNO 37/10.9	14.1	13.7	4. KUNO 41	4. KTSA 603/ 7.7
5. KNCN-F 31/ 9.1	8.4	1.3	5. KRYS 40	5. KIOU-F 542/16.2
6. KOUL-F 29/ 8.5	4.2	3.4	6. KNCN-F 39	6. KNCN-F 483/16.1
KRYS 29/ 8.5	8.6	18.7	KOUL-F 39	7. KOUL-F 456/14.9
8. KCCT 22/ 6.5	7.6	14.2	8. KCCT 34	8. KCCT 418/11.8
9. KIKN 14/ 4.1	4.7	6.3	9. KTSA 24	9. KUNO 370/12.4
10. KROB+ 12/ 3.5	2.9	2.2	10. KIKN 18	10. KIKN 311/11.6

12+ FM SHARE (METRO): 46.48% (152 of 327) (A/M 78: 37.06%)
 12+ FM SHARE (TSA) : 41.81% (189 of 452) (A/M 78: 36.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEYS	1. KNCN-F	1. KZFM-F	1. KIOU-F	1. KIOU-F	1. KEYS
2. KZFM-F	2. KZFM-F	2. KEYS	2. KUNO	2. KUNO	2. KIOU-F
	3. KEYS	3. KNCN-F	3. KNCN-F	3. KOUL-F	3. KUNO

OTHER RATED STATIONS/METRO SHARE

KSIX	1230	1.5	KTSA	550	.6
KTRH	740	.9	WOAI	1200	1.2

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	81 (3)	77 (2)	158 (5)	48.3
SPANISH	59 (2)		59 (2)	18.0
COUNTRY	23 (2)	32 (2)	55 (4)	16.8
BTFL MUSIC		43 (1)	43 (1)	13.1
NEWS/INFO/TALK	7 (2)		7 (2)	2.1
MOR	5 (1)		5 (1)	1.5
			327 (15)	

RADIO STATIONS

KCCT, 1150, 1 KW (DAYS) (DA)	, SPANISH	, \$16.50 (Selcom)	
KEYS, 1440, 1 KW (DA-N)	, ROCK	, \$19.75 (Mc-Guild)	
KIKN, 1590, 1 KW/500 W (DA-2)	, COUNTRY	ABC-E, \$13.00 (Torbet)	
KROB, 1510, 500 W (DAYS)	, COUNTRY	, \$ 6.00 (-----)	(ROBSTOWN)
KRYS, 1360, 1 KW	, CONTEMP	ABC-I, \$13.50 (Masla)	Sigmor
KUNO, 1400, 1 KW	, SPANISH	, \$17.00 (Katz)	Tichenor
KIOU-F, 96.5, 100 KW @ 875,	BTFL MUS (Bonne)	, \$13.00 (PRO)	
KNCN-F, 101.3, 100 KW @ 402,	AOR	, \$15.13 (HR/Stone)	
KOUL-F, 103.3, 100 KW @ 310,	COUNTRY (TM)	, \$ 7.50 (Sav/Gates)	
KZFM-F, 95.5, 41 KW @ 390,	CONTEMP	ABC-C, \$10.75 (Buckley)	

TV STATIONS

KIII	Corpus Christi	3	ABC	KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS	KORO	Corpus Christi	23	IND

NEWSPAPERS

Corpus Christi Caller	M	62,319,	Harte Hanks
Corpus Christi Times	E	26,417,	Harte-Hanks

DALLAS-FT WORTH

SRDS Market # 10; ADI # 10
 FCC Revenue Rank # 9
 FCC Income Rank # 17
 APR 16.9
 SMSA Pop: 2,623,200

Revenue : \$22,515,315
 Income : \$ 2,635,821
 FM Rev : \$ 8,494,616
 FM Inc : \$ 331,437
 Comb Rev: \$31,009,931
 Comb Inc: \$ 2,967,258

National Rev : \$7,278,417
 Nat Rev per Cap: \$2.77
 Tot Rev per Cap: \$11.82
 Tot Inc per Cap: \$1.13
 Profit Margin : 9.6%

12+ METRO 1/4/SHARE			O/N 78	A/M 78	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WBAP	408/11.2	7.8	11.6	1. WBAP	954	1. WBAP	11240/24.5	
2. KVIL-F	341/ 9.3	8.8	9.2	2. KVIL-F	362	2. KRLD	6647/21.2	
3. KSCS-F	251/ 6.9	6.4	6.5	3. KRLD	325	3. KVIL-F	4464/18.8	
4. KTXQ-F	247/ 6.8	4.6	2.8	4. KSCS-F	299	4. WFAA	3589/11.0	
	KRLD	247/ 6.8	7.2	4.8	5. KOAX-F	259	5. KSCS-F	3568/13.3
6. KOAX-F	227/ 6.2	5.6	6.1	6. KTXQ-F	249	6. KFJZ-F	3550/14.3	
7. KFJZ-F	207/ 5.7	4.9	6.2	7. KFJZ-F	232	7. KLIF	3240/11.7	
8. KMEZ-F	197/ 5.4	5.8	4.8	8. WFAA	225	8. KOAX-F	3105/12.2	
9. KKDA-F	172/ 4.7	5.5	5.7	9. KMEZ-F	207	9. KKDA-F	3075/12.3	
10. WFAA	168/ 4.6	4.0	3.2	10. KKDA-F	204	10. KMEZ-F	2786/11.6	
11. KBOX	146/ 4.0	3.3	3.7	11. KBOX	151	11. KTXQ-F	2662/11.9	
12. KNOK-F	133/ 3.6	3.4	2.9	12. KZEW-F	139	12. KZEW-F	2616/10.0	
13. KNUS-F	106/ 2.9	4.1	2.3		KNOK-F 139	13. KNUS-F	2081/ 9.2	
14. KZEW-F	103/ 2.8	3.1	4.0	14. KNUS-F	112	14. KNOK-F	2045/ 8.7	
15. KPLX-F	78/ 2.1	2.3	2.8	15. KLIF	106	15. KBOX	1862/ 8.3	

12+ FM SHARE (METRO): 63.63% (2208 of 3470) (A/M 78: 60.63%)
 12+ FM SHARE (TSA) : 54.51% (2430 of 4458) (A/M 78: 52.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFJZ-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. WBAP	1. WBAP
2. KKDA-F	2. KTXQ-F	2. KTXQ-F	2. WBAP	2. KOAX-F	2. KVIL-F+
	3. KSCS-F	3. KSCS-F	3. KSCS-F	3. KMEZ-F	KRLD
4. KTXQ-F	4. KKDA-F	4. WBAP	4. KOAX-F	4. KRLD	4. KSCS-F
5. KVIL-F	5. KNOK-F	5. KKDA-F	5. KRLD	5. KSCS-F	5. WFAA
6. KNOK-F	6. KZEW-F	6. KMEZ-F	6. KMEZ-F	6. WFAA	6. KFJZ-F
7. WBAP	7. KFJZ-F	7. KRLD	7. KBOX	7. KVIL-F	7. KOAX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	130 (3)	1079 (6)	1209 (9)	34.6
COUNTRY	603 (6)	251 (1)	854 (7)	24.4
BTFL MUSIC		502 (3)	502 (3)	14.4
NEWS/INFO/TALK	415 (2)		415 (2)	11.9
BLACK/DISCO	43 (2)	305 (2)	348 (4)	10.0
MOR	12 (1)	45 (1)	57 (2)	1.6
RELIGION	45 (2)	4 (1)	49 (3)	1.4
CLASSICAL		26 (1)	26 (1)	0.7
			3497 (31)	

DALLAS-FT WORTH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WBAP	1. WBAP	1. WBAP
2. KVIL-F	2. KRLD	2. KVIL-F
3. KRLD	3. KVIL-F	3. KBOX
4. KSCS-F	4. KFJZ-F	4. KSCS-F
5. KOAX-F	5. KSCS-F	5. KRLD
6. KTXQ-F	6. KLIF	6. KNOK-F
7. KFJZ-F	7. KKDA-F	7. KOAX-F
8. KMEZ-F	8. KOAX-F	8. KFJZ-F
9. KKDA-F	9. WFAA	9. KKDA-F
10. WFAA	10. KMEZ-F	10. KMEZ-F
11. KBOX	11. KTXQ-F	
12. KNOK-F	12. KZEW-F	
13. KZEW-F	13. KNUS-F	
14. KNUS-F	14. KNOK-F	
15. KLIF	15. KBOX	

OTHER RATED STATIONS/METRO SHARE

KAAM	1310	.3
KAFM-F	92.5	1.2
KFJZ	1270	1.3
KJIM	870	.4
KKDA	730	.5
KLIF	1190	2.1
KMGC-F	102.9	2.1
KNOK	970	.7
KPBC	1040	.8
KSKY	660	.5
KVIL	1150	1.5
WRR	101.1	.7

ADI FM SHARE: 59.61% (2391 of 4011) (A/M 78: 56.89%)

DALLAS METRO 1/4/SHARE

1. KVIL-F	203/8.6
2. KRLD	199/8.4
3. WBAP	183/7.7
4. KSCS-F	172/7.3
5. KTXQ-F	161/6.8
6. KKDA-F	160/6.7
7. KOAX-F	155/6.5
8. KBOX	143/6.0
9. KMEZ-F	117/4.9
10. KFJZ-F	116/4.9
11. WFAA	106/4.5
12. KNUS-F	87/3.7
13. KZEW-F	65/2.7
14. KNOK-F	63/2.7
15. KLIF	59/2.5

FT WORTH METRO 1/4/SHARE

1. WBAP	226/17.6
2. KVIL-F	138/10.7
3. KFJZ-F	89/ 6.9
4. KTXQ-F	85/ 6.6
5. KSCS-F	81/ 6.3
6. KMEZ-F	79/ 6.1
7. KOAX-F	73/ 5.7
8. KNOK-F	72/ 5.6
9. WFAA	59/ 4.6
10. KRLD	48/ 3.7
11. KPLX-F	37/ 2.9
12. KZEW-F	35/ 2.7
13. KMGC-F	30/ 2.3
14. KFJZ	28/ 2.2
15. KLIF	17/ 1.3

FM SHARE: 63.45%

FM SHARE: 62.15%

AM STATIONS

KBOX, 1480, 5 KW/1 KW (DA-2), COUNTRY	, \$ 86.25 (Mc-Guild)	Group One
KFJZ, 1270, 5 KW (DA-1), ROCK	, \$ 72.80 (Christal)	Swanson
KLIF, 1190, 50 KW/5 KW (DA-2), CONTEMP/AC	, \$ 42.70 (RKO)	Metromedia
KRLD, 1080, 50 KW (DA-N), NEWS	, \$ 90.00 (Katz)	Metromedia
WBAP, 820, 50 KW (Clear), COUNTRY	NBC, \$165.00 (Eastman)	Cap Cities
WFAA, 570, 5 KW (DA-N), TALK/NEWS	MBS,CBS, \$ 50.00 (? ?)	Belo

FM STATIONS

KFJZ-F, 97.1, 100 KW @ 1302, ROCK	, \$ 72.80 (Christal)	Swanson
KKDA-F, 104.5, 100 KW @ 390, BLACK	, \$ 72.00 (HR/Stone)	
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)	, \$ 85.00 (Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, SOFT ROCK (TM)	, \$ 53.75 (Selcom)	Starr
KNOK-F, 107.5, 100 KW @ 445, DISCO (Burk-Abr)	, \$ 48.00 (Howard)	Earl Graves
KNUS-F, 98.7, 100 KW @ 519, ROCK	ABC-F, \$ 48.75 (MMR)	SJR
KOAX-F, 105.3, 100 KW @ 1516, BTFL MUS (Schulke)	, \$ 81.25 (Buckley)	Metroplex
KPLX-F, 99.5, 100 KW @ 1680, BTFL MUS/MOR	ABC-E, \$ 41.25 (Masla)	Susquehanna
KSCS-F, 96.3, 99 KW @ 1680, COUNTRY	, \$ 90.00 (Eastman)	Cap Cities
KTXQ-F, 102.1, 100 KW @ 1420, AOR	MBS, \$ 79.50 (CBS FM)	Gulf/Rahall
KVIL-F, 103.7, 100 KW @ 1570, CONTEMP/AC	ABC-C, \$161.25 (Blair)	Fairbanks
KZEW-F, 97.9, 100 KW @ 1680, AOR	, \$ 60.00 (? ?)	Belo

TV STATIONS

KDFW	Dallas	4	CBS, Times-Mirror
KXTX	Dallas	39	IND, Christian Bdcst Net
WFAA	Dallas	8	ABC, Belo
KTVT	Ft. Worth	11	IND, Gaylord
KXAS	Ft. Worth	5	NBC, LIN

NEWSPAPERS

Dallas News	M	280,124, Belo
Dallas Times Herald	E	242,362
Ft. Worth Star-Telegram	(M-88,561 E-145,245),	Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

SRDS Market # 101
 FCC Revenue Rank # 88
 FCC Income Rank # 120
 APR 14.9
 SMSA Pop: 375,800

Revenue : \$3,427,830
 Income : \$ 214,944
 FM Rev : \$1,015,692
 FM Inc : \$ 774
 Comb Rev : \$4,443,522
 Comb Inc : \$ 215,718

National Rev : \$697,875
 Nat Rev per Cap: \$1.86
 Tot Rev per Cap: \$11.82
 Tot Inc per Cap: \$.57
 Profit Margin : 4.8%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WHBF	79/17.3	14.8	11.8	1. KIIK-F 98	1. KIIK-F 1515/26.8
2. KSTT	58/12.7	12.0	15.7	2. WHBF 90	2. KSTT 1364/34.5
3. KIIK-F	52/11.4	14.6	13.1	3. KSTT 67	3. WHBF 1179/30.8
4. KRVR-F	47/10.3	8.9	12.4	4. KRVR-F 66	4. WLS 1174/10.0
5. WOC	42/ 9.2	10.5	12.7	5. WOC 52	5. WOC 876/22.6
6. WQUA	29/ 6.3	10.8	7.6	6. WMT 48	6. WQUA 871/25.6
WXLN-F	29/ 6.3	---	---	WLS 48	7. WMAQ 851/ 8.1
8. WMAQ	13/ 2.8	1.2	1.6	8. WMAQ 46	8. KRVR-F 830/16.8
9. WGN	12/ 2.6	3.3	2.5	9. WXLN-F 39	9. WGN 727/ 7.4
10. WLS	11/ 2.4	1.4	3.2	10. WGN 38	10. WXLN-F 485/12.1

12+ FM SHARE (METRO): 36.08% (153 of 424) (A/M 78: 34.28%)
 12+ FM SHARE (TSA) : 35.43% (259 of 731) (A/M 78: 37.39%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KIIK-F	1. KIIK-F	1. KSTT	1. WHBF	1. WHBF	1. WHBF
2. KSTT	KSTT	2. KIIK-F	2. KSTT	2. KRVR-F	2. KIIK-F
	3. WXLN-F	3. WHBF	3. KRVR-F	3. WOC	KSTT

OTHER RATED STATIONS/METRO SHARE

KWNT	1580	1.3	WZZC-F	101.3	2.0
WGEN	1500	.4	WBBM	780	1.8
WHBF-F	98.9	1.8	WMT	600	.4
WKEI	1450	2.0	WRSQ-F	104.9	1.8

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	69 (2)	89 (3)	158 (5)	37.3
COUNTRY	100 (4)	9 (1)	109 (5)	25.7
MOR/AC	94 (5)		94 (5)	22.2
BTFL MUSIC		55 (2)	55 (2)	13.0
NEWS/INFO/TALK	8 (1)		8 (1)	1.9
			424 (18)	

AM STATIONS

KSTT, 1170, 1 KW (DA-2), CONTEMP ABC-C, \$24.25 (Katz) Guy Gannett
 WHBF, 1270, 5 KW (DA-N), COUNTRY CBS, \$22.75 (Buckley)
 WOC, 1420, 5 KW (DA-2), MOR NBC, \$30.00 (Blair) Palmer
 WQUA, 1230, 1 KW/250 W, MOR/AC, \$39.20 (Eastman) Mid America
 WMT - See Cedar Rapids WLS, WBBM, WMAQ, WGN - See Chicago

FM STATIONS

KIIK-F, 103.7, 100 KW @ 800, ROCK, \$36.00 (Blair) Palmer
 KRVR-F, 106.5, 60 KW @ 190, BTFL MUS (Schulke), \$39.20 (Eastman) Mid America
 WXLN-F, 96.9, 50 KW @ 500, AOR (Drake-Chen), \$10.25 (Katz) Guy Gannett

TV STATIONS

WHBF Rock Island 4 CBS WQAD Moline 8 ABC
 WOC Davenport 6 NBC, Palmer

NEWSPAPERS Quad City Times AD 63,330, Lee Mol Dis/RI Argus E 59,817

DAYTON

SRDS Market # 45; ADI # 46
 FCC Revenue Rank # 41
 FCC Income Rank # 23
 APR 15.4
 SMSA Pop: 828,700

Revenue : \$6,826,827
 Income : \$1,453,598
 FM Rev : \$2,235,279
 FM Inc : \$ 366,708
 Comb Rev: \$9,062,106
 Comb Inc: \$1,820,306

National Rev : \$973,627
 Nat Rev per Cap: \$1.17
 Tot Rev per Cap: \$10.94
 Tot Inc per Cap: \$2.20
 Profit Margin : 20.1%

12+ METRO 1/4/SHARE O/N 78 A/M 78

12+ TSA 1/4

12+ TSA CUME/MSA CUME RAT

1. WHIO	167/16.0	12.3	19.3
2. WHIO-F	160/15.3	18.8	16.1
3. WTUE-F	125/12.0	13.5	6.4
4. WONE	101/ 9.7	8.8	7.8
5. WING	91/ 8.7	11.3	11.7
6. WDJX-F	68/ 6.5	---	---
7. WDAO-F	54/ 5.2	6.5	7.6
8. WAVI	51/ 4.9	7.7	6.4
9. WLW	30/ 2.9	3.0	4.6
10. WKRQ-F	29/ 2.8	1.2	1.6

1. WHIO-F	244
2. WHIO	180
3. WTUE-F	157
4. WONE	147
5. WING	115
6. WLW	106
7. WDJX-F	80
8. WAVI	59
9. WDAO-F	57
10. WVUD-F	50

1. WHIO	2731/35.2
2. WHIO-F	2657/27.1
3. WING	2522/29.8
4. WLW	2193/11.7
5. WONE	2110/19.0
6. WTUE-F	1770/18.9
7. WDJX-F	1108/14.3
8. WVUD-F	826/ 8.0
9. WDAO-F	815/11.4
10. WAVI	719/ 8.5

12+ FM SHARE (METRO): 53.82% (528 of 981) (A/M 78: 43.39%)
 12+ FM SHARE (TSA) : 53.41% (720 of 1348) (A/M 78: 43.12%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDJX-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO
2. WTUE-F	2. WING	2. WING	2. WONE	2. WHIO	2. WHIO-F
3. WKRQ-F	3. WDJX-F	3. WONE	3. WHIO	3. WONE	3. WONE
4. WING	4. WONE	4. WHIO-F	4. WING	4. WAVI	4. WING
	5. WHIO-F	5. WHIO	5. WTUE-F	5. WING	5. WTUE-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	91 (1)	270 (5)	361 (6)	36.8
MOR/AC	210 (4)		210 (4)	21.4
BTFL MUSIC		187 (4)	187 (4)	19.1
COUNTRY	101 (1)		101 (1)	10.3
BLACK/DISCO		67 (2)	67 (2)	6.8
NEWS/INFO/TALK	51 (1)		51 (1)	5.2
RELIGION		4 (1)	4 (1)	0.4
			<u>981 (19)</u>	

DAYTON ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WHIO-F	1. WHIO	1. WONE
2. WTUE-F	2. WHIO-F	2. WHIO
3. WHIO	3. WING	3. WDAO-F
4. WONE	4. WONE	4. WHIO-F
5. WING	5. WLW	5. WING
6. WLW	6. WTUE-F	6. WDJX-F
7. WDJX-F	7. WDJX-F	7. WTUE-F
8. WAVI	8. WDAO-F	
9. WRIA-F	9. WVUD-F	
10. WDAO-F	10. WIZE	
11. WIZE	11. WAVI	
12. WVUD-F	12. WRIA-F	
13. WKRQ-F	13. WOWO	
14. WKBV	14. WKRQ-F	
15. WMVR	15. CKLW	

WBZI-F	95.3	.7
WFCJ-F	93.7	.4
WPTW	1570	.5
WPTW-F	95.7	1.3
WVUD-F	99.9	2.7
WKRC	550	.8
WLWS-F	96.5	1.9
WOKV-F	103.5	1.2
WWEZ-F	92.5	.6

ADI FM SHARE: 50.37% (758 of 1505) (A/M 78: 41.76%)

AM STATIONS

WAVI, 1210, 250 W (DAYS)	, TALK	ABC-E, \$34.00 (Howard)	
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS, \$64.25 (Christal)	Cox
WING, 1410, 5 KW (DA-N)	, CONTEMP	, \$54.38 (Eastman)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	, \$61.50 (Mc-Guild)	Group One
WIZE, 1340, 1 KW/250 W	, ROCK	ABC-C, \$14.00 (Eastman)	Great Trails (SPRINGFIELD)
WKBV, 1490, 1 KW/250 W	, MOR	ABC-I, \$12.63 (PRO) Central	(RICHMOND)
WMVR, 1080, 250 W (DAYS) (DA), MOR		MBS, \$ 4.25 (Regional)	(SIDNEY)

CKLW - see Detroit

WOWO - see Fort Wayne

FM STATIONS

WDAO-F, 107.7, 50 KW @ 420, BLACK	MBN,NBN,ABC-C, \$32.63 (Howard)	
WDJX-F, 103.9, 3 KW @ 300, ROCK	, \$20.00 (-----)	(XENIA)
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$72.50 (Christal)	Cox
WTUE-F, 104.7, 50 KW @ 500, ROCK	, \$36.50 (Mc-Guild)	Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	ABC-F, \$24.00 (Masla)	Un of Dayton
WRIA-F, 101.3, 23 KW @ , CONTEMP	, \$ 9.50 (PRO) Central	(RICHMOND)

FOR OTHER STATIONS SEE CINCINNATI

TV STATIONS

WDTN	Dayton	2	NBC, Grinnell College (station has announced switch to ABC)
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	ABC

NEWSPAPERS

Dayton News	E	144,104, Cox
Dayton Journal & Herald	M	100,018, Cox
Springfield News	M	18,698, Cox
Springfield Sun	E	27,587, Cox

DAYTONA BEACH

SRDS Market # 160
 FCC Revenue Rank # 155
 FCC Income Rank # 299
 APR 16.2
 SMSA Pop: 221,900

Revenue : \$1,791,341
 Income : \$ -261,923
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$304,313
 Nat Rev per Cap: \$1.37
 Tot Rev per Cap: \$8.07
 Tot Inc per Cap: \$-1.18
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWLV-F 49/16.0	16.9	9.8	1. WWLV-F 51	1. WWLV-F 470/23.7
2. WSBB 35/11.4	4.9	5.8	2. WSBB 35	2. WNDB 436/22.3
3. WDBO-F 33/10.7	14.6	12.7	3. WDBO-F 34	3. WDIZ-F 369/19.0
4. WDIZ-F 28/ 9.1	7.5	9.4	4. WDIZ-F 30	4. WDBO-F 316/16.5
5. WNDB 23/ 7.5	10.9	7.6	5. WNDB 24	5. WMFJ 313/16.5
6. WMFJ 16/ 5.2	7.5	5.8	6. WROD 17	6. WROD 283/14.8
WELE-F 16/ 5.2	6.7	8.3	7. WMFJ 16	7. WDAT 244/12.7
WROD 16/ 5.2	5.2	5.4	WELE 16	8. WSBB 243/11.8
9. WQXQ-F 15/ 4.9	4.9	4.0	9. WQXQ-F 15	9. WQXQ-F 223/11.8
10. WELE 11/ 3.6	4.5	5.8	10. WDAT 11	10. WELE-F 220/11.5

12+ FM SHARE (METRO): 57.69% (165 of 286) (A/M 78: 57.54%)
 12+ FM SHARE (TSA) : 57.82% (170 of 294), (A/M 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WELE-F	1. WWLV-F	1. WSBB
	2. WQXQ-F	2. WROD	2. WDBO-F	2. WDBO-F	2. WWLV-F
	3. WMFJ	3. WELE-F	3. WWLV-F	3. WELE-F	3. WNDB

OTHER RATED STATIONS/METRO SHARE

WCCZ	1550	.3	WBJW-F	105.1	2.9	WHOO	990	.3
WDAT	1380	3.3	WDBO	580	1.0	WHOO-F	96.5	2.3
WETO	1490	1.3	WHLY-F	106.7	1.6	WORJ-F	107.7	1.0
WKKX	1310	.3						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	30 (3)	60 (5)	90 (8)	31.5
BTFL MUSIC		89 (3)	89 (3)	31.1
MOR/AC	77 (4)		77 (4)	26.9
COUNTRY	14 (4)	16 (1)	30 (5)	10.5
			286 (20)	

RADIO STATIONS

WDAT, 1380, 5 KW/2.5 KW (DA-2), CONTEMP/AC	NBC, \$12.50 (Masla)
WELE, 1590, 1 KW (DAYS), COUNTRY	MBS, \$16.15 (Roslin)
WMFJ, 1450, 1 KW/250 W, ROCK	ABC-C, \$10.75 (PRO) Walter-Weeks
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$15.40 (HR/Stone) Bdcst Mng Corp
WROD, 1340, 1 KW/250 W, MOR/AC	ABC-E, \$ 7.00 (Carpenter) Elyria-Lorain
WSBB, 1230, 1 KW/250 W, MOR	MBS, \$ 4.75 (----) (NEW SMYRNA BEACH)
WELE-F, 105.9, 76 KW @ 302, COUNTRY	, \$19.00 (Roslin)
WQXQ-F, 101.9, 25 KW @ 161, AOR (Drake-Chen)	, \$ 9.00 (PRO) Walter-Weeks
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (TM)	, \$15.40 (HR/Stone) Bdcst Mng Corp

OTHER STATIONS - see Orlando

TV AND ADI INFO - see Orlando

NEWSPAPERS

Daytona Beach Journal	M	44,839
Daytona Beach News	E	30,001

DENVER

SRDS Market # 23; ADI # 21
 FCC Revenue Rank # 15
 FCC Income Rank # 16
 APR 16.4
 SMSA Pop: 1,490,400

Revenue : \$18,055,758
 Income : \$ 2,823,054
 FM Rev : \$ 3,975,308
 FM Inc : \$ 702,730
 Comb Rev: \$22,031,066
 Comb Inc: \$ 3,525,784

National Rev : \$4,755,675
 Nat Rev per Cap: \$3.19
 Tot Rev per Cap: \$14.78
 Tot Inc per Cap: \$2.37
 Profit Margin : 16.0%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KHOW 201/9.9	8.1	9.5	1. KHOW 262	1. KIMN 4115/22.7
2. KLIR-F 158/7.8	8.0	7.6	2. KOA 222	2. KOA 4048/20.9
3. KAZY-F 148/7.3	3.9	5.1	3. KIMN 194	3. KHOW 3468/22.3
4. KOSI-F 135/6.7	4.6	5.7	4. KAZY-F 173	4. KOSI-F 2473/16.8
5. KIMN 132/6.5	8.1	5.6	5. KLIR-F 170	5. KLZ 2306/10.8
6. KOA 129/6.4	11.3	7.7	6. KOSI-F 152	6. KLIR-F 2206/15.7
7. KTLK 110/5.4	4.1	4.3	7. KLZ 131	7. KOAQ-F 2091/14.3
8. KBPI-F 94/4.6	4.7	8.7	8. KTLK 114	8. KAZY-F 1914/12.7
9. KLZ 80/3.9	3.7	2.2	9. KBPI-F 97	9. KTLK 1898/14.3
10. KOSI 69/3.4	3.3	3.5	10. KOAQ-F 85	10. KIMN-F 1809/11.6
KOAQ-F 69/3.4	3.1	2.6	11. KVOD-F 75	11. KBPI-F 1763/13.8
12. KVOD-F 65/3.2	3.5	3.9	12. KOSI 71	12. KOSI 1632/12.3

12+ FM SHARE (METRO): 46.81% (894 of 1910) (A/M 78: 46.33%)
 12+ FM SHARE (TSA) : 42.94% (995 of 2317) (A/M 78: 42.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTLK	1. KAZY-F	1. KHOW	1. KHOW	1. KLIR-F	1. KHOW
2. KIMN	2. KHOW	2. KAZY-F	2. KLIR-F	2. KOSI-F	2. KOA
3. KAZY-F	3. KBPI-F	3. KIMN	KOSI-F	3. KHOW	3. KIMN
4. KOAQ-F	4. KIMN	4. KBPI-F	4. KOA	4. KOA	4. KLZ
5. KBPI-F	5. KIMN-F	5. KLIR-F	5. KIMN	5. KOSI	5. KLIR-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	173 (3)	458 (6)	631 (9)	33.0
BTFL MUSIC	69 (1)	324 (3)	393 (4)	20.6
MOR/AC	366 (4)		366 (4)	19.2
COUNTRY	158 (3)		158 (3)	8.3
BLACK/DISCO	139 (2)		139 (2)	7.3
NEWS/INFO/TALK	90 (2)		90 (2)	4.7
CLASSICAL		65 (1)	65 (1)	3.4
JAZZ		47 (1)	47 (1)	2.5
RELIGION	21 (2)		21 (2)	1.1
			<u>1910 (28)</u>	

DENVER ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KHOW	1. KIMN	1. KIMN	KADE	1190	1.0
2. KOA	2. KOA	2. KHOW	KADX-F	105.1	2.3
3. KIMN	3. KHOW	3. KOA	KBCO-F	97.3	1.5
4. KAZY-F	4. KOSI-F	4. KLZ	KBOL	1490	.5
5. KLIR-F	5. KLIR-F	5. KTLK	KBRN	800	.4
6. KOSI-F	6. KOAQ-F	6. KLIR-F	KDEN	1340	1.8
7. KTLK	7. KLZ	7. KOSI-F	KDKO	1510	1.4
8. KLZ	8. KAZY-F	8. KERE	KERE	710	1.9
9. KBPI-F	9. KTLK	9. KAZY-F	KFML	1390	1.0
10. KOAQ-F	10. KBPI-F	10. KDEN	KHOW-F	95.7	1.5
11. KOSI	11. KIMN-F		KLAK	1600	1.9
KVOD-F	12. KOSI		KLDR	1090	1.2
13. KIMN-F	13. KDEN		KPPL-F	107.5	2.8
14. KPPL-F	14. KVOD-F		KRKS	990	.6
15. KWBZ	15. KERE		KWBZ	1150	2.6

ADI FM SHARE: 43.94% (1005 of 2287) (A/M 78: 43.94%)

AM STATIONS

KDEN, 1340, 1 KW/250 W , NEWS	NBC, \$19.25 (Sav-Gates)	
KERE, 710, 5 KW (DA-1), COUNTRY	MBS, \$60.00 (HR/Stone)	Mission
KHOW, 630, 5 KW (DA-N), MOR/AC	, \$95.00 (RAR)	Doubleday
KIMN, 950, 5 KW (DA-1), ROCK	, \$65.88 (Blair)	Jeff-Pilot
KLZ , 560, 5 KW (DA-1), COUNTRY	ABC-E, \$60.00 (Mc-Guild)	Group One
KOA , 850, 50 KW (Clear), MOR/NEWS	CBS, \$98.50 (Katz)	GE
KOSI, 1430, 5 KW (DA-N), BTFL MUS	, \$23.50 (Torbet)	Armstrong
KTLK, 1280, 5 KW (DA-2), DISCO	ABC-C, \$41.00 (Masla)	Welcome Radio
KWBZ, 1150, 5 KW (DAYS), TALK	, \$15.00 (----)	

FM STATIONS

KAZY-F, 106.7, 94 KW @ 960, AOR (Burk-Abr)	, \$57.00 (Mc-Guild)	Group One
KBPI-F, 105.9, 100 KW @ 200, AOR	, \$53.75 (RKO)	Sandusky Newsp
KIMN-F, 98.5, 50 KW @ 720, ROCK	, \$35.00 (Blair)	Jeff-Pilot
KLIR-F, 100.3, 100 KW @ 500, BTFL MUS (Schulke)	, \$51.00 (Selcom)	
KOAQ-F, 103.5, 100 KW @ 1061, ROCK (TM)	, \$24.25 (Katz)	GE
KOSI-F, 101.1, 100 KW @ 780, BTFL MUS (Bonne)	, \$25.00 (Torbet)	Armstrong
KPPL-F, 107.5, 100 KW @ 670, CONTEMP	, \$20.00 (Eastman)	Des Moines Reg
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$28.50 (CMBS)	

TV STATIONS

KBTV	Denver	9	ABC, Combined/Gannett
KMGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, Chicago Tribune Co.

NEWSPAPERS

Denver Post	E	267,034
Rocky Mountain News	M	261,079, Scripps-Howard

DES MOINES

SRDS Market # 111
 FCC Revenue Rank # 55
 FCC Income Rank # 67
 APR 14.4
 SMSA Pop: 336,600

Revenue : \$5,514,366
 Income : \$ 436,191
 FM Rev : \$ 671,037
 FM Inc : \$ 34,569
 Comb Rev: \$6,185,403
 Comb Inc: \$ 470,760

National Rev : \$1,177,320
 Nat Rev per Cap: \$3.50
 Tot Rev per Cap: \$18.38
 Tot Inc per Cap: \$1.40
 Profit Margin : 7.6%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSO 70/17.6	14.9	10.6	1. WHO 305	1. WHO 4266/32.8
2. WHO 60/15.1	15.7	14.5	2. KSO 129	2. KIOA 2388/29.9
3. KLYF-F 52/13.1	10.7	13.6	3. KLYF-F 122	3. KLYF-F 1677/25.5
4. KIOA 48/12.1	10.2	10.3	4. KIOA 115	4. KSO 1384/23.9
5. KRNT 47/11.8	12.9	14.8	5. KMGK-F 68	5. WOW 1112/ 2.7
6. KRNQ-F 30/ 7.6	6.6	7.0	6. WOW 62	6. KMGK-F 1092/19.3
KMGK-F 30/ 7.6	8.3	7.5	7. KRNQ-F 59	7. KRNQ-F 1039/17.3
8. KGGO-F 25/ 6.3	8.0	6.4	8. KRNT 56	8. KRNT 1035/26.9
9. KDMI-F 6/ 1.5	.6	.6	9. KGGO-F 44	9. KGGO-F 646/13.3
10. KANY-F 4/ 1.0	1.9	1.9	10. KLFM-F 16	10. KLFM-F 276/ 3.2

12+ FM SHARE (METRO): 39.27% (150 of 382) (A/M 78: 40.75%)
 12+ FM SHARE (TSA) : 32.53% (324 of 996) (A/M 78: 32.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMGK-F	1. KIOA	1. KSO	1. KSO	1. KSO	1. WHO
2. KIOA	2. KGGO-F	2. KIOA	2. KLYF-F	2. KLYF-F	2. KSO
3. KRNQ-F	KRNQ-F	3. KRNT	3. KRNT	3. WHO	3. KIOA
4. KGGO-F	4. KSO	4. KLYF-F	4. WHO	KRNT	4. KLYF-F

OTHER RATED STATIONS/METRO SHARE

KWKY 1150 1.3 KLFM-F 104.1 .8 WOW 590 .5

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	50 (2)	85 (3)	135 (5)	35.3
COUNTRY	70 (1)		70 (1)	18.3
VARIETY	60 (1)		60 (1)	15.7
BTFM MUSIC		56 (2)	56 (2)	14.7
MOR/AC	47 (1)	3 (1)	50 (2)	13.1
RELIGION	5 (1)	6 (1)	11 (2)	2.9
			382 (13)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP, \$39.83 (Eastman) Mid America
 KRNT, 1350, 5 KW (DA-N), MOR, CBS, \$30.50 (Katz) Stauffer
 KSO, 1460, 5 KW (DA-N), COUNTRY, ABC-I, \$32.75 (Torbet) Stoner
 WHO, 1040, 50 KW (Clear), VAR/TALK/COUNT, NBC, \$63.75 (Blair) Palmer
 KANY-F, 106.3, 3 KW @ 300, BTFM MUS, \$ 5.50 (----) (ANKENY)
 KDMI-F, 97.3, 115 KW @ 450, RELIGION, MBS, \$ 4.00 (----)
 KGGO-F, 94.9, 100 KW @ 300, AOR, \$24.00 (Torbet) Stoner
 KLYF-F, 100.3, 100 KW @ 1700, BTFM MUS (Schulke), \$21.00 (Blair) Palmer
 KMGK-F, 93.3, 100 KW @ 420, ROCK, \$22.13 (Eastman) Mid America
 KRNQ-F, 102.5, 100 KW @ 514, ROCK (TM), \$21.50 (Katz) Stauffer
 KLFM-F, 104.1, 100 KW @ 465, MOR, ABC-F, \$12.50 (---) (AMES)

TV STATIONS

KCCI Des Moines 8 CBS, Cowles WHO Des Moines 13 NBC
 WOI Ames 5 ABC, Iowa State KVFD Fort Dodge 50 NBC, PBS

NEWSPAPERS

Des Moines Register M 216,087
 Des Moines Tribune E 87,697

DETROIT

SRDS Market # 5; ADI # 7
 FCC Revenue Rank # 7
 FCC Income Rank # 7
 APR 17.1
 SMSA Pop: 4,387,900

Revenue : \$27,991,969
 Income : \$ 4,456,397
 FM Rev : \$12,578,145
 FM Inc : \$ 2,955,252
 Comb Rev: \$40,570,114
 Comb Inc: \$ 7,411,649

National Rev : \$8,833,561
 Nat Rev per Cap: \$2.01
 Tot Rev per Cap: \$9.25
 Tot Inc per Cap: \$1.69
 Profit Margin : 18.3%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WJR	810/13.3			13.6	16.9	1. WJR	1091	1. WJR	17012/34.3
2. WWWW-F	373/ 6.1			4.2	3.4	2. CKLW	423	2. CKLW	10439/22.7
3. CKLW	340/ 5.6			5.5	3.7	3. WWWW-F	409	3. WRIF-F	7209/17.4
4. WMJC-F	335/ 5.5			2.6	3.3	4. WMJC-F	354	4. WWJ	6659/17.6
5. WXYZ	316/ 5.2			4.2	3.9	5. WRIF-F	326	5. WWWW-F	6433/16.4
6. WWJ	289/ 4.8			4.7	4.7	6. WXYZ	324	6. WMJC-F	5758/14.7
7. WRIF-F	278/ 4.6			5.2	7.2	7. WWJ	302	7. WABX-F	5108/13.2
8. WOMC-F	274/ 4.5			5.0	4.7	8. WOMC-F	293	8. WXYZ	4758/12.8
9. WJR-F	260/ 4.3			4.2	5.8	9. WJR-F	275	9. WJR-F	4671/11.7
10. WABX-F	234/ 3.9			5.4	3.3	10. WABX-F	257	10. WNIC-F	4527/12.0
11. WCZY-F	232/ 3.8			3.6	---	11. WCZY-F	248	11. WDRQ-F	4256/11.2
WJLB	232/ 3.8			5.0	3.8	12. WJLB	232	12. WJLB	4117/11.6
13. WNIC-F	198/ 3.3			5.0	4.4	13. WWJ-F	216	13. WOMC-F	3570/ 9.3
14. WJZZ-F	192/ 3.2			3.3	2.3	14. WNIC-F	205	14. WWJ-F	3462/ 8.7
15. WWJ-F	191/ 3.1			4.3	4.5	15. WJZZ-F	204	15. WCZY-F	3227/ 8.7

12+ FM SHARE (METRO): 55.53% (3192 of 5748) (A/M 78: 54.18%)
 12+ FM SHARE (TSA) : 52.94% (3442 of 6502) (A/M 78: 49.17%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WWWW-F	1. WWWW-F	1. WJR	1. WJR	1. WJR	1. WJR
2. WRIF-F	2. WMJC-F	2. WMJC-F	2. WOMC-F	2. WJR-F	2. CKLW
3. WABX-F	3. CKLW	3. WOMC-F	3. CKLW	3. WCZY-F	3. WWJ
4. WJLB	4. WRIF-F	4. WWWW-F	4. WMJC-F	4. WWJ	4. WWWW-F
5. WMJC-F	5. WABX-F	5. CKLW	5. WCZY-F	5. WWJ-F	5. WMJC-F
WDRQ-F	6. WOMC-F	6. WRIF-F	WJR-F	6. WOMC-F	6. WOMC-F
7. CKLW	7. WNIC-F	7. WABX-F	7. WCXI	7. WXYZ	7. WXYZ

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	481 (4)	1813 (7)	2294 (11)	39.9
MOR/AC	810 (1)		810 (1)	14.1
BTFL MUSIC		683 (3)	683 (3)	11.9
BLACK/DISCO	321 (2)	319 (3)	640 (5)	11.0
NEWS/INFO/TALK	605 (2)		605 (2)	10.5
COUNTRY	311 (2)	71 (1)	382 (3)	6.6
JAZZ		192 (1)	192 (1)	3.3
ETHNIC	28 (1)	34 (1)	62 (2)	1.1
RELIGION		45 (2)	45 (2)	0.8
CLASSICAL		35 (1)	35 (1)	0.6
			<u>5748 (31)</u>	

DETROIT ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WJR	1. WJR	1. WJR
2. WWWW-F	2. CKLW	2. CKLW
3. CKLW	3. WRIF-F	3. WWJ
4. WMJC-F	4. WWJ	4. WJLB
5. WXYZ	5. WWWW-F	5. WMJC-F
6. WRIF-F	6. WMJC-F	6. WOMC-F
7. WWJ	7. WABX-F	7. WXYZ
8. WOMC-F	8. WXYZ	8. WDEE
9. WJR-F	9. WNIC-F	9. WCXI
10. WCZY-F	10. WJR-F	10. WWWW-F
11. WABX-F	11. WDRQ-F	
12. WJLB	12. WJLB	
13. WWJ-F	13. WOMC-F	
14. WNIC-F	14. WWJ-F	
15. WJZZ-F	15. WCZY-F	

WCFG-F	98.7	.4
WCHB	1440	1.5
WCXI	1130	2.6
WDEE	1500	2.6
WDRQ-F	93.1	2.7
WGPR-F	107.5	1.3
WIID	1090	.5
WLBS-F	102.7	1.2
WMUZ-F	103.5	.4
WMZK-F	97.9	.6
WQRS-F	105.1	.6
WTWR-F	92.3	2.0
WWKR	1310	.7
WHND	560	1.2
CKLW-F	93.9	1.2
WTAC	600	.4

ADI FM SHARE: 54.91% (3352 of 6104) (A/M 78: 53.62%)

AM STATIONS

CKLW, 800, 50 KW (Clear)	, CONTEMP/AC	, \$130.00	(Christal)	
WDEE, 1500, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$ 57.50	(Selcom)	Comb/Gannett
WJLB, 1400, 1 KW/250 W	, BLACK	, \$ 82.50	(HR/Stone)	Booth
WJR, 760, 50 KW (Clear)	, MOR	NBC, \$183.25	(Eastman)	Cap Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 70.00	(CBS Spot)	Detroit News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$ 82.50	(Blair)	ABC
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$ 51.25	(MMR)	Golden West

FM STATIONS

WABX-F, 99.5, 6.5 KW @ 870, AOR	, \$ 83.75	(? ?)	Century
WCZY-F, 95.5, 100 KW @ 430, BTFL MUS (Churchill)	, \$ 41.25	(Selcom)	Comb/Gannett
WDRQ-F, 93.1, 20 KW @ 500, DISCO (Burk-Abr)	, \$102.50	(Torbet)	Charter
WJR-F, 96.3, 50 KW @ 480, BTFL MUS (Bonne)	, \$ 57.25	(Eastman)	Cap Cities
WJZZ-F, 105.9, 34 KW @ 300, JAZZ/BLACK	, \$ 57.50	(Howard)	
WMJC-F, 94.7, 10 KW @ 950, SOFT ROCK	, \$ 81.70	(? ?) MMR	Greater Media
WNIC-F, 100.3, 50 KW @ 400, SOFT ROCK	, \$ 86.21	(Mc-Guild)	
WOMC-F, 104.3, 190 KW @ 416, SOFT ROCK/MOR	, \$ 80.00	(? ?)	Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR	ABC-F, \$105.00	(Blair)	ABC
WWJ-F, 97.1, 12 KW @ 892, BTFL MUS (FM-100)	, \$ 37.50	(CBS Spot)	Detroit News
WWWW-F, 106.7, 61 KW @ 508, AOR (Burk-Abr)	, \$ 81.00	(Buckley)	Starr/Shamrock

TV STATIONS

CBET	Windsor	9	CBC, CBC	WDIV	Detroit	4	NBC, Post-News
WGPR	Detroit	62	IND	WXON	Detroit	20	IND
WJBK	Detroit	2	CBS, Storer	WXYZ	Detroit	7	ABC, ABC
WKBD	Detroit	50	IND, Field				

NEWSPAPERS

Detroit Free Press	M	610,849, Knight-Ridder
Detroit News	E	630,795

DULUTH

SRDS Market # 139
 FCC Revenue Rank # 104
 FCC Income Rank # 80
 APR 16.8
 SMSA Pop: 267,200

Revenue : \$3,044,460
 Income : \$ 343,882
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$402,579
 Nat Rev per Cap: \$1.51
 Tot Rev per Cap: \$11.39
 Tot Inc per Cap: \$1.29
 Profit Margin : 11.3%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KDAL	69/18.6	14.2	20.2	1. KDAL 87	1. WEBC 1282/38.1
2. WAXX-F+	52/14.1	13.7	16.6	2. WKKQ 66	2. WAXX-F+ 1029/36.0
3. WKKQ	48/12.9	14.9	12.3	WAXX-F+ 66	3. KDAL 1014/31.1
4. WEBC	42/11.3	12.2	10.8	4. WEBC 61	4. WDSM 713/19.5
5. WGGR-F	30/ 8.1	13.4	7.1	5. WDSM 49	5. WKKQ 633/18.2
6. WEVE-F+	25/ 6.8	3.5	5.0	6. WGGR-F 37	6. WGGR-F 558/16.2
7. WMFG+	24/ 6.5	4.0	5.3	7. WEVE-F+ 27	7. WEVE-F+ 422/17.2
8. WDSM	23/ 6.2	7.0	4.0	8. WMFG+ 26	8. WMFG+ 275/ 9.3
9. KAOH-F+	11/ 3.0	5.7	4.0	9. KAOH-F+ 14	9. KAOH-F+ 209/ 7.0
10. WHLB	6/ 1.6	3.0	3.8	10. WHLB 6	10. WHLB 167/ 6.8

12+ FM SHARE (METRO): 32.25% (109 of 338) (A/M 78: 27.56%)
 12+ FM SHARE (TSA) : 30.13% (135 of 448) (A/M 78: 28.94%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAXX-F+	1. WAXX-F+	1. WAXX-F+	1. WKKQ	1. KDAL	1. KDAL
2. WEBC	2. WEBC	2. WKKQ	2. KDAL	2. WKKQ	2. WEBC
	3. WKKQ	3. WEBC	3. WAXX-F+	3. WGGR-F	3. WAXX-F+

OTHER RATED STATIONS/METRO SHARE

WHLB-F 107.1 1.1 WWJC 850 1.1

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	103 (4)	21 (2)	124 (6)	36.7
ROCK/CONTEMP	50 (2)	44 (1)	94 (3)	27.8
COUNTRY	72 (3)	10 (1)	82 (4)	24.3
BTFL MUSIC		30 (1)	30 (1)	8.9
RELIGION	4 (1)		4 (1)	1.2
UNKNOWN		4 (1)	4 (1)	1.2
			338 (16)	

RADIO STATIONS

KDAL , 610, 5 KW (DA-N)	, MOR	CBS, \$17.50	(Buckley)	WGN Cont
WDSM , 710, 10 KW/5 KW (DA-N)	, COUNTRY	NBC, \$12.25	(Torbet)	
WEBC, 560, 5 KW (DA-2)	, ROCK	ABC-C, \$19.00	(Katz)	Midwest
WHLB , 1400, 1 KW/250 W	, MOR	ABC-E, \$ 5.40	(Bolles)	(VIRGINIA)
WKKQ , 1060, 5 KW (DAYS)	, COUNTRY	, \$16.67	(Market 4)	(HIBBING)
WMFG+, 1240, 1 KW/250 W	, MOR	ABC-I, \$ 5.40	(Bolles)	(HIBBING)
KAOH-F+, 94.9, 26 KW @ 400	, COUNTRY	MBS, \$ 7.90	(Masla)	
WAXX-F+, 98.9, 100 KW @ 600	, ROCK	ABC-I, \$14.11	(Howard)	
WEVE-F+, 100.1, .7 KW @ 550	, MOR	ABC-C, \$ 6.50	(Howard)	(EVELETH)
WGGR-F , 105.1, 100 KW @ 749	, BTFL MUS	, \$17.50	(Lotus)	

TV STATIONS

KBJR Superior 6 NBC KDLH Duluth 3 CBS, Palmer
 WDIO Duluth 10 ABC, Harcourt Brace Jovanovich

NEWSPAPERS

Duluth Herald	E	20,984, Knight-Ridder
Duluth News-Tribune	M	52,343, Knight-Ridder
Superior Telegram	E	14,732, Morgan Murphy

EL PASO

SRDS Market # 88
 FCC Revenue Rank # 97
 FCC Income Rank # 313
 APR 15.4
 SMSA Pop: 442,500

Revenue : \$3,265,834
 Income : \$ -644,713
 FM Rev : \$ 521,678
 FM Inc : \$ 1,343
 Comb Rev: \$3,787,512
 Comb Inc: \$ -643,370

National Rev : \$1,213,090
 Nat Rev per Cap: \$2.74
 Tot Rev per Cap: \$8.56
 Tot Inc per Cap: \$-1.45
 Profit Margin : NA

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KAMA 59/11.4	13.1	16.5	1. KEZB-F 73	1. KELP 964/24.3
2. KELP 49/ 9.4	6.1	4.5	2. KAMA 59	2. KINT-F 892/22.4
3. KLAQ-F 48/ 9.2	1.6	---	KFIM-F 59	3. KHEY 756/18.1
4. KEZB-F 45/ 8.7	9.4	10.2	4. KLAQ-F 55	4. KFIM-F 677/ 9.9
5. KINT-F 41/ 7.9	11.7	10.4	5. KELP 53	5. KEZB-F 674/14.9
6. KHEY 37/ 7.1	8.6	7.3	6. KINT-F 46	6. KAMA 581/15.8
7. KSET-F 31/ 6.0	3.3	---	7. KHEY 41	7. KLAQ-F 532/13.8
8. KPAS-F 23/ 4.4	10.7	10.4	8. KSET-F 32	8. XROK 502/ 8.6
9. KFIM-F 21/ 4.0	4.1	---	9. KTSM 26	9. KSET-F 486/13.7
10. KROD 20/ 3.9	2.5	4.2	10. KROD 23	10. KPAS-F 459/13.0

12+ FM SHARE (METRO): 50.51% (246 of 487) (A/M 78: 44.55%)
 12+ FM SHARE (TSA) : 55.63% (331 of 595) (A/M 78: 45.53%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KELP	1. KLAQ-F	1. KLAQ-F	1. KEZB-F	1. KEZB-F	1. KAMA+
2. KINT-F	2. KINT-F	2. KINT-F	2. KAMA	2. KAMA	KHEY
KSET-F	3. KELP	KHEY	3. KHEY	3. KHEY	3. KEZB-F
4. KLAQ-F	4. KPAS-F	KEZB-F	4. KELP	4. KELP	4. KFIM-F

OTHER RATED STATIONS/METRO SHARE

KAMA-F	93.1	3.3	KTSM	1380	3.7	XEJ	970	3.1
KKOL	1590	2.3	KTSM-F	99.9	1.5	XEWG	1240	.6
KSET	1340	3.5	XEFV	1000	.6	XROK	800	1.0
KLOZ-F	102.1	2.3						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	54 (2)	133 (4)	187 (6)	38.4
SPANISH	81 (4)	17 (1)	98 (5)	20.1
BTFL MUSIC		53 (2)	53 (2)	10.9
MOR/AC	50 (3)		50 (3)	10.3
COUNTRY	37 (1)	12 (1)	49 (2)	10.1
DISCO/BLACK		31 (1)	31 (1)	6.4
NEWS/INFO/TALK	19 (1)		19 (1)	3.9
			487 (20)	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS)	, SPANISH	, \$30.81 (Eastman)	
KELP, 920, 1 KW/500 W (DA-N)	, CONTEMP	, \$12.50 (Buckley)	Clear Channel
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I, \$30.25 (Katz)	
KROD, 600, 5 KW (DA-N)	, MOR	, \$ 7.75 (Torbet)	Rex
XROK, 800, 150 KW	, ROCK	, \$12.00 (Miller)	
KEZB-F, 96.3, 100 KW @ 1388,	BTFL MUS (Schulke)	, \$16.50 (Katz)	
KFIM-F, 92.3, 100 KW @ 1857,	ROCK	, \$13.00 (HR/Stone)	
KINT-F, 97.5, 60 KW @ 1080,	ROCK	ABC-C, \$23.00 (Selcom)	
KLAQ-F, 95.5, 100 KW @ 1300,	AOR (Burk-Abr)	, \$ 7.75 (Torbet)	Rex
KPAS-F, 93.9, 100 KW @ 1160,	AOR	, \$14.00 (Mc-Guild)	
KSET-F, 94.7, 100 KW @ 732,	DISCO (Burk-Abr)	, \$12.50 (Christal)	Broadcast Assoc

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News
KTSM	El Paso	9	NBC
			KVIA El Paso 13 ABC, Marsh Media

NEWSPAPERS

El Paso Herald Post	E	35,599, Scripps-Howard
El Paso Times	M	54,676, Gannett

ERIE

SRDS Market # 136
 FCC Revenue Rank # 123
 FCC Income Rank # 187
 APR 14.1
 SMSA Pop: 270,100

Revenue : \$2,450,735
 Income : \$ 58,378
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$421,901
 Nat Rev per Cap: \$1.56
 Tot Rev per Cap: \$9.07
 Tot Inc per Cap: \$.22
 Profit Margin : 2.4%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCKK-F 73/23.2	20.3	20.6	1. WCKK-F 78	1. WCKK-F 1084/41.1
2. WLWU-F 61/19.4	23.5	22.1	2. WLWU-F 61	2. WJET 933/40.7
3. WRIE 48/15.2	12.8	15.3	3. WRIE 50	3. WRIE 805/34.4
4. WJET 42/13.3	14.8	16.6	4. WJET 43	4. WLWU-F 765/32.7
5. WLKK 34/10.8	7.8	8.0	5. WLKK 37	5. WLKK 587/23.7
6. WMDI-F 18/ 5.7	4.9	2.8	6. WMDI-F 24	6. WMDI-F 216/ 7.7
7. WHYP 4/ 1.3	.3	.6	7. WVCB 5	7. WWGO 162/ 7.2
WWGO 4/ 1.3	2.6	1.5	WCTL-F 5	8. WCTL-F 71/ 2.3
9. WCTL-F 3/ 1.0	1.5	---	9. WHYP 4	9. WHYP 65/ 2.9
WVCB 3/ 1.0	2.0	.6	WWGO 4	10. WVCB 64/ 2.3

12+ FM SHARE (METRO): 53.42% (156 of 292) (A/M 78: 54.86%)
 12+ FM SHARE (TSA) : 53.99% (169 of 313) (A/M 78: 55.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCKK-F	1. WCKK-F	1. WCKK-F	1. WLWU-F	1. WLWU-F	1. WCKK-F+
2. WJET	2. WRIE	2. WRIE	WCKK-F	2. WLKK	2. WRIE
	3. WJET	3. WJET	3. WRIE	3. WRIE	3. WJET

OTHER RATED STATIONS/METRO SHARE WWOW+ 1360 .6

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	42 (1)	91 (2)	133 (3)	45.5
BTFL MUSIC		61 (1)	61 (1)	20.9
MOR/AC	55 (3)		55 (3)	18.8
COUNTRY	39 (3)	1 (1)	40 (4)	13.7
RELIGION		3 (1)	3 (1)	1.0
			292 (12)	

RADIO STATIONS

WHYP, 1530, 1 KW (DAYS)	, COUNTRY	, \$ 5.50	(-----)	(NORTHEAST)
WJET, 1400, 1 KW/250 W	, ROCK	, \$18.75	(Eastman)	Myron Jones
WLKK, 1260, 5 KW (DA-2)	, COUNTRY (TM)	NBC, \$13.00	(Buckley)	Goldman
WRIE, 1330, 5 KW (DA-2)	, CONTEMP/AC	ABC-E, \$21.75	(Mc-Guild)	
WVCB, 1370, 1 KW/500 W (DA-N)	, MOR	, \$ 6.00	(-----)	(CORY)
WWGO, 1450, 1 KW/250 W	, MOR	ABC-I, \$19.50	(Katz)	
WCTL-F, 106.3, 3 KW @ 300	, RELIG/VARIETY	, \$? ?	(-----)	(UNION CITY)
WLWU-F, 99.9, 9.7 KW @ 400	, BTFL MUS (Schulke)	, \$20.00	(Buckley)	Goldman
WMDI-F, 102.3, 3 KW @ 401	, AOR	, \$15.00	(Groskin)	
WCKK-F, 103.7, 50 KW @ 1154	, ROCK	ABC-C, \$19.50	(Katz)	

TV STATIONS

WICU	Erie	12	NBC
WJET	Erie	24	ABC, Myron Jones
WSEE	Erie	35	CBS

NEWSPAPERS

Erie Times	E	51,600
Erie News	M	24,464

EUGENE-SPRINGFIELD

SRDS Market # 144
 FCC Revenue Rank # 97
 FCC Income Rank # 278
 APR 14.1
 SMSA Pop: 254,100

Revenue : \$3,308,208
 Income : \$ -88,563
 FM Rev : \$ 219,679
 FM Inc : \$ -54,316
 Comb Rev: \$3,527,887
 Comb Inc: \$ -142,879

National Rev : \$784,799
 Nat Rev per Cap: \$3.09
 Tot Rev per Cap: \$13.88
 Tot Inc per Cap: \$-.56
 Profit Margin : NA

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KPNW-F 38/12.7	11.6	13.2	1. KPNW 58	1. KPNW 891/21.9
2. KBDF 34/11.4	10.6	10.0	2. KPNW-F 46	2. KBDF 644/27.1
3. KPNW 32/10.7	9.9	10.0	3. KZEL-F 35	3. KSND-F 638/22.9
4. KUGN 28/ 9.4	11.9	16.8	KBDF 35	4. KUGN 627/26.4
5. KZEL-F 27/ 9.0	4.6	3.2	5. KUGN 30	5. KPNW-F 603/20.4
6. KATR 26/ 8.7	9.9	4.6	6. KSND-F 28	6. KZEL-F 446/14.8
7. KSND-F 24/ 8.0	7.6	9.3	7. KATR 27	7. KASH 331/14.7
8. KEED 15/ 5.0	9.9	9.6	8. KASH 22	8. KATR 321/14.7
9. KASH 11/ 3.7	6.6	3.2	9. KEED 15	9. KEED 285/13.5
10. KORE 9/ 3.0	1.3	4.6	10. KORE 10	10. KUGN-F 229/10.2

12+ FM SHARE (METRO): 37.74% (97 of 257) (A/M 78: 31.45%)
 12+ FM SHARE (TSA) : 36.00% (117 of 325) (A/M 78: 31.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBDF	1. KZEL-F	1. KZEL-F	1. KPNW	1. KPNW-F	1. KPNW
2. KSND-F	2. KBDF	2. KPNW	2. KPNW-F	2. KATR	2. KATR
3. KZEL-F	3. KSND-F	3. KBDF	3. KATR	KUGN	3. KUGN

OTHER RATED STATIONS/METRO SHARE

KNND	1440	1.0	KWIL	790	.7	KUGN-F	97.9	2.7
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FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	45 (2)	59 (3)	104 (5)	40.5
MOR/AC	89 (4)		89 (4)	34.6
BTFL MUSIC		38 (1)	38 (1)	14.8
COUNTRY	15 (1)		15 (1)	5.8
RELIGION	11 (2)		11 (2)	4.3
			257 (13)	

AM STATIONS

KASH, 1600, 5 KW/1 KW (DA-N), ROCK	MBS, \$10.00 (Lotus)	Sterling
KATR, 1320, 1 KW (DAYS), MOR/AC	MBS, \$12.00 (PRO)	
KBDF, 1280, 5 KW/1 KW (DA-N), CONTEMP	, \$15.00 (Buckley)	
KEED, 1450, 1 KW, COUNTRY	ABC-I, \$14.00 (Torbet)	
KORE, 1050, 1 KW (DAYS), RELIGION	, \$ 5.50 (-----)	
KPNW, 1120, 50 KW (DA-1), MOR/AC	NBC, \$20.00 (Katz)	
KUGN, 590, 5 KW/1 KW (DA-N), MOR/AC	CBS, \$15.50 (Selcom)	

FM STATIONS

KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Bonne)	, \$16.00 (Katz)	
KSND-F, 93.1, 27 KW @ 1800, ROCK (TM)	, \$14.00 (Lotus)	Sterling
KUGN-F, 97.9, 3.5 KW @ 785, CONTEMP	, \$11.00 (Selcom)	
KZEL-F, 96.1, 100 KW @ 872, AOR	, \$16.75 (Buckley)	

TV STATIONS

Cable TV Eugene 11 IND, Teleprompter	KEZI Eugene 9 ABC
NEWSPAPER Eugene Register-Guard E 60,398	KVAL Eugene 13 NBC

EVANSVILLE

SRDS Market # 130
 FCC Revenue Rank # 98
 FCC Income Rank # 147
 APR 14.6
 SMSA Pop: 289,900

Revenue : \$3,235,489
 Income : \$ 111,290
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$287,867
 Nat Rev per Cap: \$.99
 Tot Rev per Cap: \$11.16
 Tot Inc per Cap: \$.38
 Profit Margin : 3.4%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGBF 79/22.8	24.0	26.1	1. WGBF 97	1. WGBF 1378/42.9	
2. WIKY-F 69/19.9	25.6	27.5	2. WIKY-F 84	2. WKDQ-F 1058/28.5	
3. WKDQ-F 53/15.3	9.9	7.2	3. WKDQ-F 77	3. WIKY-F 863/28.7	
4. WROZ 36/10.4	11.0	8.3	4. WBKR-F 69	4. WBKR-F 744/ 8.4	
5. WSON 20/ 5.8	3.4	3.1	5. WROZ 36	5. WROZ 564/22.9	
6. WIKY 15/ 4.3	5.0	8.9	6. WSTO-F 35	6. WSTO-F 429/ 5.8	
7. WBKR-F 14/ 4.0	2.3	1.7	7. WSON 23	7. WIKY 290/11.2	
WSTO-F 14/ 4.0	1.6	1.7	8. WIKY 15	8. WJPS 271/ 8.5	
9. WRAY-F+ 9/ 2.6	1.8	4.2	WRAY-F+ 15	9. WRAY-F+ 263/ 6.8	
10. WJPS 7/ 2.0	4.2	.8	10. WJPS 9	10. WSON 245/ 6.1	

12+ FM SHARE (METRO): 50.93% (164 of 322) (A/M 78: 47.34%)
 12+ FM SHARE (TSA) : 60.59% (286 of 472) (A/M 78: 53.53%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGBF	1. WGBF	1. WGBF	1. WIKY-F	1. WIKY-F	1. WIKY-F
2. WKDQ-F	2. WKDQ-F	2. WKDQ-F	2. WGBF	2. WROZ	2. WGBF
	3. WIKY-F	3. WIKY-F	3. WKDQ-F	3. WGBF	3. WKDQ-F

OTHER RATED STATIONS/METRO SHARE

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	94 (2)	53 (1)	147 (3)	45.7
BTFL MUSIC		83 (2)	83 (2)	25.8
COUNTRY	56 (2)	14 (1)	70 (3)	21.7
MOR/AC	7 (1)	2 (1)	9 (2)	2.8
UNKNOWN	1 (1)	8 (1)	9 (2)	2.8
RELIGION		4 (1)	4 (1)	1.2
			322 (13)	

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N), CONTEMP	, \$35.50 (Mc-Guild)	
WIKY, 820, 250 W (DAYS), ROCK	, \$19.33 (Selcom)	South Central
WJPS, 1330, 5 KW/1 KW (DA-N), MOR/TALK	ABC-E, \$23.50 (PRO)	
WROZ, 1400, 1 KW/250 W, COUNTRY	CBS, \$ 5.84 (Regional)	Lackey
WIKY-F, 104.1, 50 KW @ 480, BTFL MUS (FM-100)	, \$31.75 (Selcom)	South Central
WKDQ-F, 99.5, 50 KW @ 506, CONTEMP (Drake-Chen)	, \$11.60 (Regional)	Lackey
WRAY-F+, 98.1, 50 KW @ 425, ? ? ?	MBS, \$10.50 (Devney)	(PRINCETON)
WBKR-F, 92.5, 77 KW @ 427, COUNTRY	, \$12.00 (PRO)	(OWENSBORO)
WSTO-F, 96.1, 100 KW @ 370, BTFL MUS (TM)	ABC-F, \$11.12 (Masla)	(OWENSBORO)

TV STATIONS

WEHT	Evansville	25	CBS, Gilmore
WFIE	Evansville	14	NBC, Orion
WTVW	Evansville	7	ABC, Fuqua

NEWSPAPERS

Evansville Courier	M	63,073, Scripps-Howard
Evansville Press	E	44,837, Scripps-Howard

FARGO

SRDS Market # 219
 FCC Revenue Rank # 100
 FCC Income Rank # 83
 APR 17.5
 SMSA Pop: 134,600

Revenue : \$3,206,671
 Income : \$ 328,165
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$499,786
 Nat Rev per Cap: \$3.71
 Tot Rev per Cap: \$23.82
 Tot Inc per Cap: \$2.44
 Profit Margin : 10.2%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFGO 44/22.4	28.5	25.6	1. KFGO 139	1. KFGO 1471/38.0
2. WDAY 31/15.8	17.6	21.8	2. WDAY 64	2. WDAY 827/35.2
3. KQWB 30/15.3	9.1	7.7	3. KSJB 45	3. KQWB 622/34.5
4. WQWB-F 23/11.7	12.1	11.5	4. KQWB 36	4. KSJB 520/ 5.5
5. WDAY-F 20/10.2	8.5	8.3	5. WDAY-F 29	5. KVOX 517/34.3
KVOX 20/10.2	13.3	14.7	KQWB-F 29	6. KQWB-F 427/25.7
7. KVOX-F 6/ 3.1	3.6	3.8	7. KVOX 26	7. WDAY-F 366/19.0
8. KSJB 3/ 1.5	1.8	---	8. KVOX-F 8	8. KVOX-F 198/11.0

12+ FM SHARE (METRO): 27.68% (49 of 177) (A/M 78: 25.64%)
 12+ FM SHARE (TSA) : 17.55% (66 of 376) (A/M 77: 20.07%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQWB	1. KQWB	1. KQWB	1. KFGO	1. WDAY	1. KFGO
2. KVOX	KQWB-F	2. KFGO	2. WDAY	2. KFGO	2. WDAY
3. KQWB-F	3. KFGO	3. KQWB-F	3. WDAY-F	3. WDAY-F	3. KSJB

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	50 (2)	23 (1)	73 (3)	41.2
COUNTRY	47 (2)	6 (1)	53 (3)	29.9
MOR/AC	31 (1)		31 (1)	17.5
BTFL MUSIC		20 (1)	20 (1)	11.3
			177 (8)	

RADIO STATIONS

KFGO, 790, 5 KW (DA-N) , COUNTRY CBS, \$39.75 (Katz) Communications Prop
 KQWB, 1550, 5 KW (DA-N) , CONTEMP , \$17.00 (Torbet) Midwest
 KVOX, 1280, 1 KW/500 W (DA-N), ROCK ABC-C, \$15.00 (Masla)
 WDAY, 970, 5 KW (DA-N) , MOR/COUNTRY MBS,NBC, \$38.50 (Mc-Guild)
 KSJB, 600, 5 KW (DA-1) , COUNTRY ABC-E, \$14.50 (Torbet)
 KQWB-F, 98.7, 100 KW @ 465, ROCK , \$17.00 (Torbet) Midwest
 KVOX-F, 99.9, 27 KW @ 170, COUNTRY (Radio Arts) , \$ 7.50 (Masla)
 WDAY-F, 93.7, 100 KW @ 1050, BTFL MUS (Bonne) MBS, \$18.00 (Mc-Guild)

TV STATIONS

KTHI Fargo 11 ABC, Morgan Murphy
 KXJB Valley City 4 CBS
 WDAY Fargo 6 NBC

NEWSPAPERS

Fargo Forum AD 58,662

FAYETTEVILLE

SRDS Market # 152
 FCC Revenue Rank # 138
 FCC Income Rank # 130
 APR 14.1
 SMSA Pop: 237,100

Revenue : \$2,066,516
 Income : \$ 136,592
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$387,871
 Nat Rev per Cap: \$1.64
 Tot Rev per Cap: \$8.72
 Tot Inc per Cap: \$.58
 Profit Margin : 6.7%

12+ METRO 1/4/SHARE		A/M 78
1. WQSM-F	53/20.3	26.9
2. WQDR-F	42/16.1	1.8
3. WIDU	35/13.4	9.2
4. WFLB	32/12.3	13.1
5. WFAI	23/ 8.8	8.8
6. WFNC	22/ 8.4	9.2
7. WRAL-F	11/ 4.2	11.7
8. WYYD-F	9/ 3.4	8.1
9. WQTI-F	8/ 3.1	---
10. WSTS-F	6/ 2.3	2.1

12+ TSA 1/4	
1. WQSM-F	102
2. WQDR-F	47
3. WRAL-F	45
4. WSTS-F	41
5. WIDU	35
6. WFNC	34
7. WFLB	32
8. WFAI	26
9. WPTF	22
10. WYYD-F	21

12+ TSA CUME/MSA		CUME RAT
1. WQSM-F	1464	42.5
2. WFLB	682	34.8
3. WRAL-F	626	15.0
4. WFNC	614	20.3
5. WQDR-F	482	21.1
6. WFAI	464	23.9
7. WSTS-F	432	6.8
8. WIDU	399	21.6
9. WPTF	304	3.1
10. WYYD-F	294	8.7

12+ FM SHARE (METRO): 52.02% (129 of 248) (A/M 78: 53.96%)
 12+ FM SHARE (TSA) : 63.40% (265 of 418) (A/M 78: 60.88%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFLB	1. WQDR-F	1. WQSM-F	1. WQSM-F	1. WFAI	1. WQSM-F
2. WQSM-F	2. WQSM-F	2. WQDR-F	2. WIDU	2. WIDU	2. WRAL-F
WIDU	3. WFLB	3. WFLB	3. WFLB	3. WFLB	3. WFAI

OTHER RATED STATIONS/METRO SHARE

WFBS 1450 1.5 WPTF 680 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	36 (2)	106 (3)	142 (5)	57.3
COUNTRY	45 (2)		45 (2)	18.1
BLACK	35 (1)		35 (1)	14.1
BTFL MUSIC		17 (2)	17 (2)	6.9
RELIGION		6 (1)	6 (1)	2.4
MOR/AC	3 (1)		3 (1)	1.2
			248 (12)	

RADIO STATIONS

WFAI, 1230, 1 KW/250 W , COUNTRY ABC-E, \$ 8.94 (Torbet) Beasley
 WFLB, 1490, 1 KW/250 W , ROCK ABC-C, \$13.81 (Masla)
 WFNC, 940, 50 KW/1 KW (DA-N), COUNTRY (TM) CBS, \$11.25 (Sav/Gates)
 WIDU, 1600, 1 KW (DAYS) , BLACK MBN, \$ 6.25 (-----)
 WQSM-F, 98.1, 100 KW @ 500, ROCK (TM) , \$15.00 (Sav/Gates)
 WQTI-F, 103.1, 3 KW @ 325, BTFL MUS (FM-100) , \$ 8.80 (Carpenter)

FOR OTHER STATIONS SEE RALEIGH

FOR TV AND NEWSPAPER INFO SEE RALEIGH

FLINT

SRDS Market # 76
 FCC Revenue Rank # 85
 FCC Income Rank # 64
 APR 14.6
 SMSA Pop: 515,500

Revenue : \$3,539,457
 Income : \$ 509,123
 FM Rev : \$1,177,270
 FM Inc : \$ 469,061
 Comb Rev: \$4,716,727
 Comb Inc: \$ 978,184

National Rev : \$902,714
 Mat Rev per Cap: \$1.75
 Tot Rev per Cap: \$9.15
 Tot Inc per Cap: \$1.90
 Profit Margin : 20.8%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWCK-F 63/10.5	12.5	7.3	1. WGER-F 119	1. WJR 1574/25.6
2. WGMZ-F 54/ 9.0	9.6	9.6	2. WJR 87	2. WGER-F 1479/ 9.8
3. WKMF 50/ 8.3	10.6	7.5	3. WHNN-F 72	3. WTAC 1402/22.4
WJR 50/ 8.3	10.1	10.1	4. WKCQ-F 67	4. WFDF 1336/25.3
5. WFDF 49/ 8.2	9.6	12.6	5. WWCK-F 64	5. WHNN-F 1114/ 6.3
6. WTAC 43/ 7.2	5.4	6.0	6. WGMZ-F 62	6. WKCQ-F 988/ 4.2
7. WAMM 40/ 6.7	4.9	6.7	7. WTAC 59	7. WTRX 842/18.2
8. WTRX 37/ 6.2	7.3	6.7	8. WKMF 57	8. WWCK-F 829/17.4
9. WGER-F 29/ 4.8	3.6	5.2	9. WFDF 55	9. WGMZ-F 826/16.2
10. WFMK-F 27/ 4.5	4.2	1.3	10. WWWS-F 48	10. WKMF 687/12.9

12+ FM SHARE (METRO): 41.59% (215 of 517) (A/M 78: 43.53%)
 12+ FM SHARE (TSA) : 55.41% (466 of 841) (A/M 78: 55.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTAC	1. WWCK-F	1. WWCK-F	1. WKMF	1. WKMF	1. WJR
2. WWCK-F	2. WTRX	2. WGMZ-F	2. WFDF	2. WJR	2. WGER-F
3. WAMM	3. WTAC	3. WTRX	3. WGMZ-F	3. WFDF	3. WFDF
4. WHNN-F	4. WFMK-F	WAMM	4. WJR	WGMZ-F	4. WKMF

OTHER RATED STATIONS/METRO SHARE

WLQB 1570	1.8	WHNN-F 96.1	2.0	WWJ 950	1.0
WOAP 1080	1.2	WKCQ-F 98.1	1.5	WWWS-F 107.1	2.8
CKLW 800	1.0	WVIC-F+ 94.9	1.2		

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	89 (4)	106 (4)	195 (8)	37.7
MOR/AC	106 (3)		106 (3)	20.5
BTFM MUSIC		83 (2)	83 (2)	16.1
COUNTRY	50 (1)	9 (1)	59 (2)	11.4
BLACK/DISCO	40 (1)	17 (1)	57 (2)	11.1
RELIGION	11 (1)		11 (1)	2.1
NEWS/INFO/TALK	6 (1)		6 (1)	1.2
			517 (19)	

RADIO STATIONS

WAMM, 1420, 500 W (DAYS) (DA), BLACK	NBN, \$21.83 (Sav-Gates)
WFDF, 910, 5 KW/1 KW (DA-2), MOR	CBS, \$32.00 (Blair)
WKMF, 1470, 5 KW/1 KW (DA-2), COUNTRY	ABC-E, \$25.00 (Masla) Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), ROCK	ABC-C, \$27.50 (HR/Stone) Fuqua
WTRX, 1330, 5 KW/1 KW (DA-2), CONTEMP/AC	ABC-I, \$19.75 (Eastman) Mid-America
WGMZ-F, 107.9, 50 KW @ 370, BTFM MUS	, \$21.00 (Masla) Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR	ABC-F, \$22.00 (Torbet) Reams
WJR - see Detroit	WFMK-F - see Lansing
	Other stations - see Saginaw

TV STATIONS

WEYI	Saginaw	25	CBS, Ziff-Davis
WJRT	Flint	12	ABC, Knight-Ridder
WNEM	Bay City	5	NBC, Meredith

NEWSPAPER

Flint Journal E 105,428, Newhouse

FT. LAUDERDALE

SRDS Market # 40
 FCC Revenue Rank # 72
 FCC Income Rank # 266
 APR 17.7
 SMSA Pop: 952,800

Revenue : \$4,206,467
 Income : \$ -49,621
 FM Rev : \$3,831,767
 FM Inc : \$ -281,776
 Comb Rev : \$8,038,234
 Comb Inc : \$ -331,397

National Rev : \$1,225,806
 Nat Rev per Cap: \$1.29
 Tot Rev per Cap: \$8.44
 Tot Inc per Cap: \$-.35
 Profit Margin : N/A

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WLYF-F 181/13.1	13.2	15.1	1. WHYI-F 351	1. WHYI-F 5005/24.6
2. WHYI-F 142/10.2	10.2	9.9	2. WLYF-F 340	2. WINZ 3847/24.0
3. WINZ 132/ 9.5	5.9	6.1	3. WINZ 257	3. WLYF-F 3616/22.5
4. WAIA-F 104/ 7.5	3.3	5.4	4. WAIA-F 165	4. WAXY-F 2438/13.7
5. WIOD 68/ 4.9	5.4	4.3	5. WYOR-F 159	5. WIOD 2228/14.8
6. WNWS 64/ 4.6	2.4	.7	6. WEAT-F 148	6. WAIA-F 2078/13.9
7. WFTL 62/ 4.5	6.1	7.6	7. WAXY-F 141	7. WYOR-F 2022/ 8.1
8. WKQS-F 58/ 4.2	5.4	---	8. WIOD 129	8. WQAM 1996/ 7.9
9. WAXY-F 56/ 4.0	7.0	4.2	9. WKAT 122	9. WGBS 1951/ 9.7
10. WRBD 55/ 4.0	2.9	4.2	10. WKQS-F 106	10. WKQS-F 1814/12.5

12+ FM SHARE (METRO): 57.87% (765 of 1322) (A/M 78: 61.20%)
 12+ FM SHARE (TSA) : 64.76% (1924 of 2971) (A/M 78: 53.57%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHYI-F	1. WAIA-F	1. WAIA-F	1. WHYI-F	1. WLYF-F	1. WINZ
2. WSHE-F	2. WHYI-F	2. WHYI-F	2. WAIA-F	2. WINZ	2. WHYI-F
3. WRBD	3. WAXY-F	3. WAXY-F	3. WLYF-F	3. WHYI-F	3. WLYF-F
	4. WSHE-F	4. WLYF-F	4. WINZ	4. WRBD	4. WEAT-F
	5. WWL-F	5. WSHE-F	5. WAXY-F	5. WKQS-F	WIOD

OTHER RATED STATIONS/METRO SHARE

WCKO-F 102.7	1.0	WEAT-F 104.5	1.1	WQAM 560	1.9
WEXY 1520	1.3	WGBS 710	2.0	WTMI-F 93.1	1.9
WGMA 1320	1.9	WINZ-F 94.9	1.5	WVCG 1080	2.0
WPIP 980	1.4	WKAT 1360	1.9	WWL-F 93.9	2.3
WSDO-F 106.7	.9	WMJX-F 96.3	1.2	WYOR-F 105.1	2.6
WSHE-F 103.5	3.6				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	26 (1)	328 (7)	354 (8)	26.8
BTFL MUSIC	48 (2)	290 (4)	338 (6)	25.6
MOR/AC	158 (3)	104 (1)	262 (4)	19.8
NEWS/INFO/TALK	223 (3)		223 (3)	16.9
BLACK/DISCO	55 (1)	16 (1)	71 (2)	5.4
COUNTRY	27 (1)		27 (1)	2.0
CLASSICAL		27 (1)	27 (1)	2.0
RELIGION	18 (1)		18 (1)	1.4
			<u>1322 (26)</u>	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W (DA-D), MOR , \$31.25 (HR/Stone) Amaturro
 WRBD, 1470, 5 KW (DAYS) (DA) , BLACK NBN, \$32.00 (PRO)
 WSHE-F, 103.5, 100 KW @ 600, AOR , \$48.75 (Selcom) Van Patrick

WEAT-F, WKQS-F - see West Palm Beach FOR OTHER STATIONS SEE MIAMI

FOR TV STATIONS AND NEWSPAPERS SEE MIAMI

FT. WAYNE

SRDS Market # 101
 FCC Revenue Rank # 69
 FCC Income Rank # 51
 APR 15.9
 SMSA Pop: 373,500

Revenue : \$4,507,873
 Income : \$ 692,279
 FM Rev : \$1,174,590
 FM Inc : \$ 216,941
 Comb Rev: \$5,682,463
 Comb Inc: \$ 909,220

National Rev : \$1,078,963
 Nat Rev per Cap: \$2.89
 Tot Rev per Cap: \$15.21
 Tot Inc per Cap: \$2.43
 Profit Margin : 16.0%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WOWO 116/24.5	26.0	25.1	1. WOWO 287	1. WOWO 4709/57.7
2. WMEF-F 81/17.1	15.4	20.8	2. WPTH-F 136	2. WPTH-F 1935/30.6
3. WPTH-F 60/12.7	14.3	11.0	3. WMEF-F 111	3. WMEE 1517/35.5
4. WMEE 59/12.4	15.4	15.3	4. WMEE 74	4. WMEF-F 1372/27.5
5. WXKE-F 46/ 9.7	11.3	3.7	5. WXKE-F 55	5. WLW 995/ 2.8
6. WLYV 21/ 4.4	5.4	6.6	6. WLW 49	6. WXKE-F 738/15.7
7. WGL 15/ 3.2	1.6	3.4	7. WAWK-F+ 29	7. WLYV 479/14.3
8. WJR 8/ 1.7	.5	.7	8. WLYV 26	8. WGL 331/ 9.8
WADM-F+ 8/ 1.7	.7	1.4	9. WJR 17	9. WJR 317/ 3.9
10. WIFF 6/ 1.3	1.4	.5	10. WGL 16	10. WAWK-F+ 315/ 3.4

12+ FM SHARE (METRO): 45.08% (197 of 437) (A/M 78: 41.63%)
 12+ FM SHARE (TSA) : 39.55% (331 of 837) (A/M 78: 39.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMEE	1. WXKE-F	1. WOWO	1. WOWO	1. WOWO	1. WOWO
2. WPTH-F	2. WPTH-F	2. WPTH-F	2. WMEF-F	2. WMEF-F	2. WPTH-F
3. WOWO	3. WOWO	3. WXKE-F	3. WPTH-F		3. WMEE
4. WXKE-F	4. WMEE	4. WMEF-F	4. WMEE		4. WMEF-F

OTHER RATED STATIONS/METRO SHARE

WFWR 1090	1.1	WAWK-F+	93.3	.6	WMAQ	670	.6
WCMX-F 101.7	.4	WLW	700	.8			

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	59 (1)	106 (2)	165 (3)	37.8
MOR/AC	144 (5)	2 (1)	146 (6)	33.4
BTFL MUSIC	2 (1)	87 (2)	89 (3)	20.4
COUNTRY	30 (3)		30 (3)	6.9
UNKNOWN	5 (1)	2 (1)	7 (2)	1.6
			<u>437 (17)</u>	

RADIO STATIONS

WGL , 1250, 1 KW (DA-2), MOR	CBS, \$ 7.00	(Sav-Gates)	News-Sentinel
WIFF, 1570, 500 W (DAYS),COUNTRY (Musicworks)	, \$ 5.25	(Walton)	(AUBURN)
WLYV, 1450, 1 KW/250 W , COUNTRY	ABC-C, \$23.00	(Regional)	
WMEE, 1380, 5 KW (DA-2), ROCK	, \$35.75	(Eastman)	Federated*
WOWO, 1190, 50 KW (DA-N),MOR/AC	, \$66.88	(RAR)	Westinghouse
WADM-F, 92.7, 3 KW @ 140, BTFL MUSIC	MBS, \$ 4.50	(Regional)	(DECATUR)
WMEF-F, 97.3, 48 KW @ 480, BTFL MUS (Bonne)	, \$43.75	(Eastman)	Federated*
WPTH-F, 95.1, 44 KW @ 680, ROCK (TM)	, \$32.00	(HR/Stone)	Sarkes-Tarzian
WXKE-F, 103.9, 3 KW @ 250, AOR	, \$10.00	(-----)	
WAWK-F, 93.3, 37 KW @ 300, MOR	, \$ 5.00	(-----)	(KENDALLVILLE)

WLW - see Cincinnati

WJR - see Detroit

*NOTE: In August WMEF-F became WMEE-F and changed its format to rock.
 WMEE-AM changed its calls and changed its format to country.

TV STATIONS

WANE	Ft. Wayne	15	CBS, Corinthian	WFFT	Ft. Wayne	55	IND
WKJG	Ft. Wayne	33	NBC, Tony Hulman Fam	WPTA	Ft. Wayne	21	ABC, Comb/Gannett

<u>NEWSPAPERS</u>		M	
	Fort Wayne Journal-Gazette	M	61,346
	Fort Wayne News-Sentinel	M	72,962.

FRESNO

SRDS Market # 84
 FCC Revenue Rank # 64
 FCC Income Rank # 120
 APR 15.8
 SMSA Pop: 465,500

Revenue : \$5,213,046
 Income : \$ 150,625
 FM Rev : \$1,724,402
 FM Inc : \$ 34,368
 Comb Rev: \$6,937,448
 Comb Inc: \$ 184,993

National Rev : \$1,642,818
 Nat Rev per Cap: \$3.53
 Tot Rev per Cap: \$14.90
 Tot Inc per Cap: \$.40
 Profit Margin : 2.6%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGNU-F 72/11.7	10.0	10.0	1. KFYE-F 150	1. KFYE-F 1997/20.9
2. KMJ 55/ 9.0	8.9	10.2	2. KBOS-F 118	2. KMJ 1550/21.0
3. KIOY-F 50/ 8.1	12.6	2.6	3. KMJ 110	3. KFRE 1386/15.2
4. KMAK 48/ 7.8	6.5	6.3	KFRE 110	4. KYNO 1164/24.7
5. KFIG-F 46/ 7.5	3.2	3.0	5. KGNU-F 103	5. KBOS-F 1072/ 7.4
6. KFYE-F 45/ 7.3	8.1	13.2	6. KIOY-F 68	6. KGNU-F 1071/20.2
7. KBOS-F 36/ 5.9	.8	.9	7. KFIG-F 51	7. KIOY-F 912/17.1
8. KFRE 35/ 5.7	4.0	---	KMAK 51	8. KARM 677/13.3
9. KARM 34/ 5.5	2.9	3.0	9. KARM 45	9. KFIG-F 674/15.9
10. KYNO 33/ 5.4	10.4	9.7	10. KYNO 43	10. KMAK 637/14.5

12+ FM SHARE (METRO): 50.60% (293 of 579) (A/M 78: 40.75%)
 12+ FM SHARE (TSA) : 51.74% (549 of 1061) (A/M 78: 45.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIOY-F	1. KFIG-F	1. KFIG-F	1. KMJ	1. KMJ	1. KMJ
2. KFYE-F	2. KBOS-F	2. KGNU-F	KGNU-F	2. KGNU-F	2. KFRE
	3. KFYE-F	3. KMAK	3. KMAK	3. KMAK	3. KFYE-F
	4. KIOY-F	4. KIOY-F	4. KFRE	4. KFRE	4. KBOS-F

OTHER RATED STATIONS/METRO SHARE

KBIF 900 .7	KMJ-F 97.9 2.1	KCBS 740 1.0
KEAP 980 .3	KXEX 1550 2.8	KNGS 620 .7
KFRY-F 101.9 1.5	KXQR 790 1.3	KRDU 1130 1.3
KGST 1600 3.9	KYNO-F 95.5 3.6	KUBB-F 96.3 .5
		KLIP 1220 .8

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	33 (1)	190 (5)	223 (6)	38.5
MOR/AC	98 (3)		98 (3)	16.9
COUNTRY	88 (4)	3 (1)	91 (5)	15.7
BTFM MUSIC	8 (1)	81 (2)	89 (3)	15.4
SPANISH	41 (2)		41 (2)	7.1
BLACK/DISCO	5 (1)	22 (1)	27 (2)	4.7
NEWS/INFO/TALK	6 (1)		6 (1)	1.0
UNKNOWN	4 (1)		4 (1)	0.7
			579 (23)	

RADIO STATIONS

KARM, 1430, 5 KW (DA-1)	, COUNTRY	, \$17.55	(Buckley)
KFRE, 940, 50 KW (DA-2)	, MOR	ABC-I, \$30.50	(Mc-Guild)
KMAK, 1340, 1 KW/250 W	, COUNTRY	ABC-E, \$29.25	(Blair)
KMJ, 580, 5 KW	, MOR (Radio Arts)	NBC, \$29.00	(Katz) McClatchy
KYNO, 1300, 5 KW/1 KW (DA-N)	, ROCK	, \$41.40	(Eastman) Drake-Chen
KFIG-F, 101.1, 50 KW @ 352	, SOFT ROCK	ABC-F, \$25.00	(CBS-FM)
KFYE-F, 93.7, 68 KW @ 1950	, ROCK	, \$29.00	(Selcom) Sunbelt
KGNU-F, 102.7, 50 KW @ 500	, BTFM MUS (Schulke)	, \$23.25	(Torbet)
KBOS-F, 94.9, .9 KW @ 2550	, ROCK	, \$ 6.00	(PRO) (TULARE)
KIOY-F, 103.7, 50 KW @ 500	, ROCK	, \$37.50	(HR/Stone)

TV STATIONS	KAIL	Fresno	53	IND	KFTV	Hanford	21	IND, SpanInt
	KMJ	Fresno	24	NBC, McClatchy	KJEO	Fresno	47	ABC, Retlaw
	KFSN	Fresno	30	CBS, Cap Cities	KMPH	Tulare	26	IND

NEWSPAPER Fresno Bee M 128,773, McClatchy

GRAND RAPIDS

SRDS Market # 71; ADI # 39
 FCC Revenue Rank # 56
 FCC Income Rank # 44
 APR 15.8
 SMSA Pop: 576,900

Revenue : \$5,456,234
 Income : \$ 756,703
 FM Rev : \$1,962,159
 FM Inc : \$ 99,650
 Comb Rev: \$7,418,393
 Comb Inc: \$ 856,353

National Rev : \$841,527
 Nat Rev per Cap: \$1.46
 Tot Rev per Cap: \$12.86
 Tot Inc per Cap: \$1.48
 Profit Margin : 11.5%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WOOD-F 97/13.2	20.1	15.5	1. WOOD-F 181	1. WGRD-F+ 2974/32.5
2. WGRD-F+ 88/12.0	12.3	15.8	2. WGRD-F+ 166	2. WOOD-F 2508/28.2
WOOD 88/12.0	16.7	12.8	3. WLAV-F 140	3. WOOD 1647/31.3
4. WLAV-F 67/ 9.1	5.4	8.6	4. WOOD 98	4. WLAV-F 1501/18.1
5. WCUZ 44/ 6.0	5.2	7.5	5. WFFX-F 73	5. WFFX-F 1190/13.2
6. WFUR-F 41/ 5.6	3.8	3.2	6. WQLR-F 63	6. WKZO 1086/ 2.6
7. WZZR-F 40/ 5.4	6.8	7.6	WKZO 63	7. WQLR-F 998/ 4.0
8. WFFX-F 35/ 4.8	4.1	3.6	8. WZZR-F 55	8. WCUZ 968/19.0
9. WJFM-F 31/ 4.2	1.1	1.0	9. WMUS-F 52	9. WJFM-F 934/ 9.4
10. WPLB-F 16/ 2.2	1.7	2.1	10. WJFM-F 48	10. WMAQ 742/ 4.2

12+ FM SHARE (METRO): 68.19% (448 of 657) (A/M 78: 61.39%)
 12+ FM SHARE (TSA) : 71.47% (887 of 1241) (A/M 78: 70.52%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGRD-F+	1. WLAV-F	1. WGRD-F+	1. WOOD-F	1. WOOD-F	1. WOOD-F
2. WZZR-F	2. WGRD-F+	2. WLAV-F	2. WOOD	2. WOOD	2. WOOD
3. WLAV-F	3. WFFX-F	3. WOOD-F	3. WGRD-F+	3. WCUZ	3. WGRD-F+
4. WJFM-F	4. WZZR-F	4. WOOD	4. WCUZ	4. WFUR-F	4. WLAV-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	38 (3)	243 (5)	281 (8)	42.8
BTFL MUSIC		153 (5)	153 (5)	23.3
MOR/AC	104 (4)		104 (4)	15.8
COUNTRY	49 (2)	41 (3)	90 (5)	13.7
RELIGION	4 (1)	11 (1)	15 (2)	2.3
NEWS/INFO/TALK	14 (2)		14 (2)	2.1
			<u>657 (26)</u>	

GRAND RAPIDS-KALAMAZOO ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WFUR	1570	.5
1. WOOD-F	1. WGRD-F+	1. WGRD-F+	WHTC	1450	1.4
2. WGRD-F+	2. WOOD-F	2. WOOD	WHTC-F	96.1	.4
3. WLAV-F	3. WOOD	3. WOOD-F	WJBL-F	94.5	1.5
4. WOOD	4. WLAV-F	4. WCUZ	WJPW	810	.4
5. WFFX-F	5. WZZR-F	5. WZZR-F	WLAV	1340	2.0
6. WKZO	6. WFFX-F	6. WLAV-F	WMAX	1480	1.1
WQLR-F	7. WKZO	7. WFUR-F	WZND-F	99.3	1.2
8. WZZR-F	8. WQLR-F	8. WLAV	WKZO	590	.4
9. WMUS-F	9. WCUZ	WFFX-F	WMUS-F	106.9	2.2
10. WJFM-F	10. WKMI	10. WJFM-F	WQLR-F	106.5	1.2
11. WKMI	11. WJFM-F		WQWQ-F	104.5	.4
WCUZ	12. WKFR-F		WBBM	780	.8
13. WKNR	13. WMAQ		WLS	890	.7
14. WBCK	14. WTRU		WMAQ	670	.7
15. WKFR-F	15. WLAV				

ADI FM SHARE: 60.53% (960 of 1586) (A/M 78: 55.28%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W	, COUNTRY	ABC-I, \$27.00 (Eastman)	Federated
WLAV, 1340, 1 KW/250 W	, CONTEMP/AC	ABC-C, \$29.00 (Mc-Guild)	
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC, \$39.25 (Katz)	
WBCK, 930, 5 KW/1 KW (DA-2)	, MOR	NBC, \$13.56 (Masla)	(BATTLE CREEK)
WKNR, 1400, 1 KW/250 W	, ROCK	ABC-C, \$16.13 (HR/Stone)	(BATTLE CREEK)
WTRU, 1600, 5 KW (DA-N)	, CONTEMP/AC	NBC, \$ 9.50 (Torbet)	Regional (MUSKEGON)

FM STATIONS

WFFX-F, 101.3, 50 KW @ 420, AOR	, \$17.00 (Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257, BTFL MUS	, \$12.00 (-----)	
WGRD-F+, 97.9, 13 KW @ 590, ROCK	, \$49.00 (Torbet)	Regional
WJFM-F, 93.7, 500 KW @ 850, SOFT CONT (Century 21)	MBS, \$13.75 (Buckley)	Fetzer
WLAV-F, 96.9, 50 KW @ 500, AOR (Burk-Abr)	, \$27.00 (Mc-Guild)	
WOOD-F, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$58.00 (Katz)	
WZZR-F, 95.7, 50 KW @ 175, ROCK	, \$31.50 (Selcom)	
WMUS-F, 106.9, 50 KW @ 285, COUNTRY	, \$ 9.63 (Masla)	(MUSKEGON)
WPLB-F, 107.3, 50 KW @ 358, COUNTRY	, \$ 9.00 (-----)	(GREENVILLE)

WKMI, WKZO, WQLR-F, WKFR-F - see Kalamazoo

WMAQ - see Chicago

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	126,286, Newhouse
Kalamazoo Gazette	E	58,607, Newhouse
Muskegon Chronicle	E	44,790, Newhouse
Battle Creek Enquirer	E	33,508, Gannett

GREEN BAY

SRDS Market # 181
 FCC Revenue Rank # 140
 FCC Income Rank # 137
 APR 16.2
 SMSA Pop: 179,000

Revenue : \$2,020,323
 Income : \$ 126,253
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$462,738
 Nat Rev per Cap: \$2.59
 Tot Rev per Cap: \$11.29
 Tot Inc per Cap: \$.71
 Profit Margin : 6.2%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WGEE	52/22.5	16.5	18.6	1. WIXX-F	107	1. WIXX-F	1615/43.7	2. WGEE	1037/35.7	3. WDUZ	1026/45.1
2. WIXX-F	43/18.6	23.9	16.2	2. WDUZ-F	88	2. WDUZ	916/32.8	4. WDUZ-F	916/32.8	5. WNAM	784/16.0
3. WDUZ-F	42/18.2	14.4	16.2	WGEE	88	6. WKAU+	775/15.1	7. WNFL	558/30.7	8. WAUN-F	414/ 4.1
4. WDUZ	32/13.9	19.7	19.0	4. WAUN-F	54	8. WNFL	414/ 4.1	9. WAPL-F	338/ 8.4	10. WTMJ	207/ 2.6
5. WNFL	23/10.0	9.6	9.5	5. WDUZ	43	9. WAPL-F	338/ 8.4				
6. WAPL-F	9/ 3.9	2.1	---	6. WKAU+	42	10. WTMJ	207/ 2.6				
7. WKAU+	8/ 3.5	5.3	9.5	7. WNAM	27						
8. WNAM	4/ 1.7	1.1	1.4	8. WNFL	26						
WAUN-F	4/ 1.7	2.7	2.9	9. WAPL-F	22						
10. WISN	2/ .9	.5	---								

12+ FM SHARE (METRO): 45.45% (100 of 220) (A/M 78: 45.60%)
 12+ FM SHARE (TSA) : 56.67% (289 of 510) (A/M 78: 56.02%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WDUZ-F	1. WGEE	1. WGEE
	2. WDUZ	2. WDUZ-F	2. WGEE	2. WDUZ-F	2. WDUZ-F
	3. WDUZ-F	3. WDUZ	3. WDUZ	3. WDUZ	3. WIXX-F

OTHER RATED STATIONS/METRO SHARE

WTMJ 620 .4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	10 (2)	54 (3)	64 (5)	29.1
MOR/AC	58 (4)		58 (4)	26.4
COUNTRY	52 (1)		52 (1)	23.6
BTFL MUSIC		42 (1)	42 (1)	19.1
BIG BAND		4 (1)	4 (1)	1.8
			<u>220 (12)</u>	

RADIO STATIONS

WDUZ, 1400, 1 KW/250 W , MOR/AC ABC-C, \$17.00 (HR/Stone)
 WGEE, 1360, 5 KW (DA-N) , COUNTRY CBS, \$18.50 (Blair)
 WNFL, 1440, 5 KW/500 W (DA-2),AC NBC, \$10.33 (Buckley) Communi Prop
 WDUZ-F, 98.5, 100 KW @ 1254, BTFL MUS (FM 100) , \$ 17.00 (HR/Stone)
 WIXX-F, 101.1, 100 KW @ 1828, ROCK (TM) ABC-F, \$28.00 (Blair)
 WAUN-F, 92.7, 3 KW @ 300, BIG BAND, POLKAS , \$ 5.45 (-----) (KEWAUNEE)

WTMJ, WISN - see Milwaukee

FOR OTHER STATIONS SEE APPLETON

TV STATIONS

WBAY Green Bay 2 CBS, Nationwide
 WFRV Green Bay 5 NBC, Orion
 WLUK Green Bay 11 ABC, Post Corp

NEWSPAPERS

Green Bay News-Chronicle M 11,912
 Green Bay Press-Gazette E 56,461
 Appleton Post-Crescent E 50,160
 Oshkosh Northwestern E 30,053

GREAT FALLS

SRDS Market # 298
 FCC Revenue Rank # 177
 FCC Income Rank # 145
 APR 14.4
 SMSA Pop: 85,300

Revenue : \$1,534,624
 Income : \$ 113,285
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$212,572
 Nat Rev per Cap: \$2.49
 Tot Rev per Cap: \$17.99
 Tot Inc per Cap: \$1.33
 Profit Margin : 7.4%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KQDI	27/27.6	20.7	23.1	1. KMON	51	1. KMON	621/43.0
2. KMON	21/21.4	25.3	28.6	2. KQDI	31	2. KEIN	392/34.9
3. KOOZ-F	19/19.4	12.6	3.3	3. KEIN	24	3. KQDI	387/46.8
4. KEIN	14/14.3	14.9	17.6	4. KSEN	20	4. KSEN	172/ 2.2
5. KAAK-F	8/ 8.2	5.7	4.4	5. KOOZ-F	19	5. KOOZ-F	171/25.2
6. KNUW-F	3/ 3.1	10.3	8.8	6. KAAK-F	8	6. KAAK-F	105/14.1
	KARR	3/ 3.1	5.7	7. KARR	5	7. KARR	89/10.9
8. KSEN	1/ 1.0	---	---	8. KNUW-F	3	8. KNUW-F	62/ 9.1

12+ FM SHARE (METRO): 34.88% (30 of 86) (A/M 78: 30.12%)
 12+ FM SHARE (TSA) : 18.60% (30 of 161) (A/M 78: 21.88%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KQDI	1. KQDI	1. KQDI	1. KOOZ-F	1. KMON	1. KMON
2. KEIN	2. KEIN	2. KOOZ-F	2. KQDI	2. KOOZ-F	2. KQDI
3. KMON	3. KAAK-F	3. KEIN	KMON	3. KQDI	3. KSEN

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	41 (2)	11 (2)	52 (4)	60.0
COUNTRY	21 (1)		21 (1)	24.4
BTFL MUSIC		19 (1)	19 (1)	22.0
RELIGION	3 (1)		3 (1)	3.5
MOR/AC	1 (1)		1 (1)	1.2
			86 (8)	

RADIO STATIONS

KARR, 1400, 1 KW/250 W, RELIG/MOR	CBS, \$ 5.00	(Market 4)	Christian Ent
KEIN, 1310, 5 KW/1 KW, CONTEMP	NBC, \$ 9.63	(Masla)	Meyer
KMON, 560, 5 KW (DA-N), COUNTRY (Musicworks)	ABC-I, \$ 9.55	(Eastman)	
KQDI, 1450, 1 KW/250 W, ROCK	, \$ 9.40	(PRO)	Ingstad
KSEN, 1150, 5 KW (DA-2), MOR	ABC-I, CBS, \$ 8.26	(Eastman)	(SHELBY)
KAAC-F, 98.9, 25 KW @ 45, ROCK/AOR	ABC-F, \$ 7.10	(Sand-Glenn)	
KNUW-F, 94.5, 36 KW @ 486, SOFT ROCK (TM)	ABC-E, \$ 4.60	(Eastman)	
KOOZ-F, 106.3, 750 W @ 300, BTFL MUS (TM)	, \$ 5.60	(PRO)	Ingstad

TV STATIONS

KFBB	Great Falls	ABC, CBS, NBC
KRTV	Great Falls	NBC, CBS, Garryowen

NEWSPAPER

Great Falls Tribune	M	39,235
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GREENSBORO/WINSTON-SALEM

SRDS Market # 52
 FCC Revenue Rank # 43
 FCC Income Rank # 49
 APR 15.3
 SMSA Pop: 787,300

Revenue : \$6,619,772
 Income : \$ 702,570
 FM Rev : \$2,145,930
 FM Inc : \$ 389,655
 Comb Rev: \$8,765,702
 Comb Inc: \$1,092,225

National Rev : \$964,924
 Nat Rev per Cap: \$1.23
 Tot Rev per Cap: \$11.13
 Tot Inc per Cap: \$1.39
 Profit Margin : 12.5%

12+ METRO 1/4/SHARE

1. WTQR-F 113/11.6
2. WSJS 85/ 8.7
3. WGLD-F 83/ 8.5
4. WKZL-F 77/ 7.9
5. WSEZ-F 55/ 5.7
6. WRQK-F 54/ 5.5
7. WAAA 52/ 5.3
8. WQMG-F 45/ 4.6
9. WEAL 40/ 4.1
10. WPET 32/ 3.3
11. WBIG 30/ 3.1
12. WAIR 28/ 2.9

NOTE: ARBITRON
 COMBINED GREENS-
 BORO & WINSTON
 SALEM INTO ONE
 REPORT. SEPARATE
 MARKET SHARES
 CAN BE FOUND ON
 CONTINUATION
 PAGE.

12+ TSA 1/4

1. WTQR-F 194
2. WRQK-F 111
3. WGLD-F 100
4. WSJS 93
5. WKZL-F 90
6. WSEZ-F 78
7. WQMG-F 73
8. WAAA 56
9. WPCM-F 49
10. WEAL 40
11. WBIG 33
12. WPET 32

12+ TSA CUME/MSA CUME RAT

1. WTQR-F 2148/17.6
2. WRQK-F 1730/15.3
3. WSJS 1529/20.6
4. WGLD-F 1524/19.2
5. WKZL-F 1284/16.5
6. WSEZ-F 1147/11.6
7. WCOG 776/11.6
8. WQMG-F 666/ 7.4
9. WAIR 659/ 8.6
10. WTOB 640/ 8.8
11. WAAA 574/ 7.9
12. WBIG 553/ 7.8

12+ FM SHARE (METRO): 56.51% (499 of 883) (A/M 78: NA)

12+ FM SHARE (TSA) : 66.23% (804 of 1214) (A/M 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WSEZ-F	1. WKZL-F	1. WTQR-F	1. WTQR-F	1. WGLD-F	1. WTQR-F
2. WRQK-F	2. WTQR-F	2. WKZL-F	2. WGLD-F	2. WTQR-F	2. WSJS
3. WAIR	3. WSEZ-F	3. WGLD-F	3. WSJS	3. WSJS	3. WRQK-F
4. WKZL-F	4. WQMG-F	4. WSEZ-F	4. WKZL-F	4. WAAA	4. WSEZ-F+

OTHER RATED STATIONS/METRO SHARE

WBUY	1440	1.2	WMFR-F	99.5	1.0	WEZC-F	104.7	.5
WCOG	1320	2.5	WTNC	790	.2	WPCM-F	101.1	.9
WGBG	1400	1.3	WTNC-F	98.3	.5	WRAL-F	101.5	1.2
WGOS	1070	.5	WTOB	1380	1.7	WSOC-F	103.7	.5
WHPE-F	95.5	2.1	WZOO	710	.9	WWMO-F	102.1	.6
WMFR	1230	2.5	WBT	1110	1.1			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	78 (4)	243 (5)	321 (9)	36.4
MOR/AC	175 (6)		175 (6)	19.8
COUNTRY		127 (3)	127 (3)	14.4
BLACK/DISCO	92 (2)		92 (2)	10.4
BTFL MUSIC		88 (2)	88 (2)	10.0
RELIGION/GOSPEL	37 (2)	20 (1)	57 (3)	6.5
UNKNOWN		16 (2)	16 (2)	1.8
VARIETY	2 (1)	5 (1)	7 (2)	0.8
			<u>883 (29)</u>	

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	, \$26.33	(Howard)	
WAIR, 1340, 1 KW/250 W	, ROCK/DISCO	, \$ 5.88	(Buckley)	
WBIG, 1470, 5 KW (DA-N)	, MOR/AC	CBS, \$30.00	(Torbet)	Jeff-Pilot
WEAL, 1510, 1 KW (DAYS)	, BLACK	MBN, \$13.00	(Howard)	
WPET, 950, 500 W (DAYS)	, GOSPEL	, \$ 9.00	(Eastman)	
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, \$57.00	(Mc-Guild)	Summit
WSEZ-F, 93.1, 34 KW @ 383,	ROCK/DISCO	, \$15.00	(Buckley)	
WGLD-F, 100.3, 100 KW @ 400,	BTFL MUS (Bonne)	, \$47.75	(Blair)	Mann
WKZL-F, 107.5, 100 KW @ 500,	ROCK	, \$59.00	(Katz)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

GREENVILLE-NEW BERN, NC

SRDS Market # 305
 FCC Revenue Rank # 301
 FCC Income Rank # 249
 APR 12.9
 SMSA Pop: 82,000

Revenue : \$580,058
 Income : \$-21,494
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$193,683
 Nat Rev per Cap: \$2.36
 Tot Rev per Cap: \$7.07
 Tot Inc per Cap: \$-.26
 Profit Margin : ---

12+ METRO 1/4/SHARE A/M 78		
1. WQDW-F	41/14.5	11.4
2. WSFL-F	37/13.1	8.6
3. WITN-F	30/10.6	13.8
4. WNCT-F	22/ 7.8	6.6
5. WRNS-F	18/ 6.4	7.6
6. WRBK-F	12/ 4.2	5.2
7. WKTC-F	11/ 3.9	2.8
8. WRAL-F	10/ 3.5	.7
9. WELS	9/ 3.2	2.8
10. WFTC	8/ 2.8	3.4

12+ TSA 1/4	
1. WITN-F	94
2. WSFL-F	85
3. WRAL-F	72
4. WQDW-F	43
5. WRNS-F	42
6. WNCT-F	40
7. WLAS	32
8. WKTC-F	29
9. WRBK-F	22
10. WOKN-F	20

12+ TSA CUME/MSA CUME RAT	
1. WITN-F	1630/26.1
2. WSFL-F	1199/27.1
3. WRAL-F	1020/ 7.4
4. WNCT-F	583/14.3
5. WRNS-F	565/13.4
6. WGTM	508/ 5.2
7. WQDW-F	502/19.5
8. WKTC-F	465/ 7.7
9. WRBK-F	423/11.3
10. WLAS	410/ 1.1

12+ FM SHARE (METRO): 78.00% (195 of 250) (A/M 78: 67.42%)
 12+ FM SHARE (TSA) : 80.00% (468 of 585) (A/M 78: 79.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQDW-F	1. WSFL-F	1. WSFL-F	1. WSFL-F	1. WRNS-F	1. WRAL-F
2. WSFL-F	2. WITN-F	2. WITN-F	2. WITN-F	2. WNCT-F	2. WSFL-F
3. WITN-F	WQDW-F	3. WQDW-F	3. WRNS-F	3. WKTC-F	WITN-F

OTHER RATED STATIONS/METRO SHARE

WBIC	1380	2.1	WMSQ-F	104.9	1.1	WGTM	590	1.4
WEEW	1320	.7	WNCT	1070	.4	WIAM+	900	.8
WFAG	1250	2.5	WOOW	1340	1.8	WLAS	910	1.4
WHIT	1450	1.1	WRQR-F	94.3	2.1	WOKN-F	102.3	1.4
WITN	930	1.8						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	16 (3)	95 (5)	111 (8)	44.4
BLACK	6 (1)	45 (2)	51 (3)	20.4
COUNTRY	20 (3)	29 (2)	49 (5)	19.6
BTFM MUSIC		22 (1)	22 (1)	8.8
MOR/AC	7 (3)		7 (3)	2.8
VARIETY	6 (2)	1 (1)	7 (3)	2.8
UNKNOWN		3 (1)	3 (1)	1.2

250 (24)

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	COUNTRY	\$3.75 (Carpenter)
WFTC, 960, 5 KW/1 KW (DA-N)	CONTEMP	ABC-E, \$5.50 (T-N)
WLAS, 910, 10 KW/5 KW (DA-N)	COUNTRY	\$5.00 (Market 4)
WITN-F, 93.3, 100 KW @ 1300	ROCK (TM)	ABC-F, \$16.00 (Katz)
WNCT-F, 107.7, 100 KW @ 550	BTFM MUS (FM-100)	CBS, \$10.00 (Eastman) Park
WQDW-F, 97.7, 3 KW @ 228	BLACK	\$ 5.50 (Southern)
WRBK-F, 101.9, 100 KW @ 580	ROCK	\$ 5.95 (Southern)
WRNS-F, 95.1, 100 KW @ 285	COUNTRY	\$ 5.50 (T-N)
WSFL-F, 106.5, 100 KW @ 727	ROCK	MBS, \$ 5.25 (Ochs)
WKTC-F, 104.3, 100 KW @ 285	COUNTRY	\$ 5.50 (T-N)
WOKN-F, 102.3, 3 KW @ 325	BLACK	NBN, \$ 6.50 (Howard)

WRAL-F see Raleigh

TV STATIONS	WCTI	New Bern	12	ABC, Malrite	WITN	Washington	7	NBC
	WNCT	Greenville	9	CBS, Park				

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

GREENVILLE-SPARTANBURG

SRDS Market # 73; ADI # 37
 FCC Revenue Rank # 47
 FCC Income Rank # 37
 APR 15.7
 SMSA Pop: 548,600

Revenue : \$6,413,895
 Income : \$ 896,336
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$1,160,203
 Nat Rev per Cap: \$2.11
 Tot Rev per Cap: \$11.69
 Tot Inc per Cap: \$1.63
 Profit Margin : 14.0%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WFBC-F 103/14.7	13.7	17.8	1. WFBC-F 191	1. WFBC-F 2389/28.6
2. WSPA-F 69/ 9.9	11.7	13.7	2. WSPA-F 131	2. WSPA-F 1529/18.3
3. WORD 62/ 8.9	9.9	9.8	3. WESC-F 92	3. WGXL-F 1294/16.0
4. WESC-F 56/ 8.0	4.6	3.4	4. WGXL-F 76	4. WESC-F 1233/14.7
5. WHYZ 44/ 6.3	4.1	7.4	5. WORD 71	5. WORD 1163/20.3
6. WFBC 43/ 6.2	8.6	11.6	6. WANS-F 66	6. WFBC 1008/17.7
WQOK 43/ 6.2	9.8	7.0	7. WHYZ 60	7. WANS-F 899/ 5.6
WGXL-F 43/ 6.2	5.3	---	8. WFBC 52	8. WQOK 806/18.1
9. WESC 35/ 5.0	4.7	8.1	9. WESC 47	9. WESC 796/11.8
10. WSPA 33/ 4.7	8.2	5.2	10. WQOK 43	10. WSPA 770/14.5

12+ FM SHARE (METRO): 51.05% (339 of 664) (A/M 78: 41.88%)

12+ FM SHARE (TSA) : 65.46% (722 of 1103) (A/M 78: 56.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQOK	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WSPA-F	1. WFBC-F+
2. WHYZ	2. WORD	2. WORD	2. WESC-F	2. WESC-F	2. WESC-F+
3. WORD	3. WESC-F	3. WESC-F	WSPA-F	WESC	3. WGXL-F
4. WFBC-F	4. WSPA-F	4. WSPA-F	4. WGXL-F	4. WGXL-F	4. WSPA-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	105 (2)	144 (4)	249 (6)	37.5
MOR/AC	76 (2)	43 (1)	119 (3)	17.9
COUNTRY	49 (3)	68 (3)	117 (6)	17.6
BTFL MUSIC	6 (1)	77 (2)	83 (3)	12.5
BLACK	75 (2)		75 (2)	11.3
RELIGION	7 (2)		7 (2)	1.1
CLASSICAL		7 (1)	7 (1)	1.1
VARIETY	7 (1)		7 (1)	1.1
			<u>664 (24)</u>	

GREEN-SPART-ASH ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WFBC-F	1. WFBC-F	1. WORD	WASC	1530	4.4
2. WSPA-F	2. WSPA-F	2. WFBC-F	WCKI	1300	.6
3. WWNC	3. WGXL-F	3. WHYZ	WEAB	800	1.0
4. WESC-F	4. WESC-F	4. WESC-F	WELP	1360	1.0
5. WGXL-F	5. WWNC	5. WFBC	WKDY	1400	1.0
6. WLOS-F	6. WORD	6. WSPA-F	WMRB	1490	.9
7. WORD	7. WFBC	WQOK	WMUU	1260	.4
8. WANS-F	8. WLOS-F	WGXL-F	WMUU-F	94.5	1.0
9. WHYZ	9. WANS-F	9. WASC	WAGI-F	105.3	.7
10. WFBC	10. WQOK	10. WSPA	WAIM-F	101.1	2.7
11. WESC	11. WESC		WANS-F	107.3	2.3
12. WQOK	12. WSPA		WKIT-F	102.5	1.0
13. WAIM-F	13. WKIT-F		WLOS-F	99.9	1.1
14. WKIT-F	14. WISE		WROQ-F	95.1	.9
WSPA	15. WAIM-F				

ADI FM SHARE: 56.40% (921 of 1633) (A/M 78: 51.29%)

AM STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	, \$12.50 (Howard)	
WESC, 660, 10 KW (DAYS)	, COUNTRY	ABC-E, \$29.50 (Buckley)	
WHYZ, 1070, 50 KW (DAYS) (DA)	, BLACK	NBN, \$14.00 (-----)	
WFBC, 1330, 5 KW (DA-N)	, MOR	NBC, \$60.50 (Katz)	Multimedia
WORD, 910, 5 KW/1 KW (DA-2)	, CONTEMP	, \$19.25 (Eastman)	
WQOK, 1440, 5 KW (DA-N)	, ROCK	ABC-C, \$23.50 (HR/Stone)	
WSPA, 950, 5 KW (DA-N)	, MOR (Radio Arts)	CBS, \$31.00 (Mc-Guild)	Spartan

FM STATIONS

WESC-F, 92.5, 100 KW @ 630, COUNTRY	ABC-E, \$29.50 (Buckley)	
WFBC-F, 93.7, 100 KW @ 1840, CONTEMP (Drake-Chen)	, \$60.50 (Katz)	Multimedia
WSPA-F, 98.9, 100 KW @ 1910, BTFL MUS (FM-100)	, \$31.00 (Mc-Guild)	Spartan
WGXL-F, 100.5, 100 KW @ 760, AC/MOR	ABC-I, \$31.50 (Torbet)	
WAIM-F, 101.1, 6.4 KW @ 330, AOR	, \$17.00 (Devney)	(ANDERSON)
WANS-F, 107.3, 100 KW @ 260, ROCK	, \$ 8.00 (---)	(ANDERSON)

FOR OTHER STATIONS ASHEVILLE

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia
WGGS	Greenville	16	IND
WLOS	Asheville	13	ABC, Wometco
WSPA	Spartanburg	7	CBS, Spartan
WANC	Asheville	21	IND, Thoms

NEWSPAPERS

Anderson Independent	(M-41,816), Mail (E-9,057)	Harte-Hanks
Spartanburg Herald	(M-40,636), Journal (E-8,486)	
Greenville News	(M-83,771), Piedmont (E-23,534)	Multimedia
Asheville Citizen, Times	ME 66,098, Multimedia	

HARRISBURG

SRDS Market # 90; ADI # 47
 FCC Revenue Rank # 80
 FCC Income Rank # 54
 APR 15.5
 SMSA Pop: 435,000

Revenue : \$3,787,899
 Income : \$ 650,164
 FM Rev : \$ 279,456
 FM Inc : \$ 145,749
 Comb Rev: \$4,067,355

National Rev : \$933,118
 Nat Rev per Cap: \$2.15
 Tot Rev per Cap: \$9.35
 Tot Inc per Cap: \$1.83
 Profit Margin : 19.6%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHP 107/18.8	15.5	17.5	1. WHP 129	1. WHP 1681/39.5
2. WHP-F 80/14.1	12.8	11.5	2. WHP-F 102	2. WQXA-F 1488/15.3
3. WKBO 56/ 9.9	13.9	17.0	3. WQXA-F 101	3. WHP-F 1244/26.1
4. WSFM-F 50/ 8.8	11.3	6.4	4. WKBO 64	4. WKBO 1033/24.7
5. WQXA-F 32/ 5.6	3.7	3.6	5. WSBA 63	5. WSBA 1028/ 2.8
6. WHYL-F 27/ 4.8	2.7	3.5	6. WSFM-F 60	6. WSFM-F 891/21.0
7. WRHY-F 24/ 4.2	4.4	.9	7. WSBA-F 59	7. WSBA-F 883/ 5.9
8. WTPA-F 23/ 4.0	4.1	1.4	8. WRHY-F 43	8. WTPA-F 589/12.1
9. WCMB 20/ 3.5	2.5	6.9	9. WNCE-F 39	9. WRHY-F 577/ 8.4
10. WHYL 12/ 2.1	3.0	3.8	10. WHYL-F 34	10. WNCE-F 531/ 3.6

12+ FM SHARE (METRO): 56.14% (288 of 513) (A/M 78: 52.20%)

12+ FM SHARE (TSA) : 62.84% (536 of 853) (A/M 78: 62.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKBO	1. WSFM-F	1. WHP	1. WHP	1. WHP	1. WHP
WQXA-F	2. WKBO	2. WSFM-F	2. WHP-F	2. WHP-F	2. WSBA
3. WSFM-F	3. WRHY-F	3. WKBO	3. WKBO	3. WHYL-F	3. WQXA-F
4. WRHY-F	4. WQXA-F	4. WHP-F	4. WSFM-F	4. WKBO	4. WHP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	70 (3)	128 (6)	198 (9)	38.6
MOR/AC	132 (3)		132 (3)	25.7
BTFL MUSIC		97 (3)	97 (3)	18.9
UNKNOWN		28 (2)	28 (2)	5.4
COUNTRY		27 (1)	27 (1)	5.3
VARIETY	16 (2)		16 (2)	3.1
DISCO	7 (1)		7 (1)	1.4
RELIGION		8 (1)	8 (1)	1.6
			<u>513 (22)</u>	

HARRISBURG-LANCASTER-YORK ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WQXA-F	1. WQXA-F	1. WHP
2. WHP	2. WHP	2. WKBO
3. WHP-F	3. WSBA	3. WRHY-F
4. WSBA	4. WHP-F	4. WHP-F
5. WSBA-F	5. WSBA-F	5. WCMB
6. WIOV-F	6. WKBO	6. WHYL-F
7. WNCE-F	7. WNCE-F	7. WQXA-F
8. WKBO	8. WSFM-F	
9. WSFM-F	9. WYCR-F	
10. WRHY-F	10. WIOV-F	
11. WNOW	11. WRHY-F	
12. WDAC-F	12. WTPA-F	
13. WYCR-F	13. WDAC-F	
14. WHYL-F	14. WNOW	
15. WLBR	15. WCMB	

WFEC	1400	1.2
WIOO	1000	.4
WQIN	1290	2.1
WQVE-F	93.5	1.9
WSHP	1480	.7
WDAC-F	94.5	1.4
WGCB-F	96.1	.9
WNCE-F	101.3	1.2
WSBA	910	.9
WSBA-F	103.3	1.8
WYCR-F	98.5	.9
WQKX-F	94.1	1.1

ADI FM SHARE: 59.76% (879 of 1471) (A/M 78: 59.40%)

AM STATIONS

WCMB, 1460, 5 KW (DA-N)	, MOR	ABC-I, \$16.25 (Christal)	McKenna
WHP, 580, 5 KW (DA-N)	, MOR	CBS, \$48.00 (Katz)	
WKBO, 1230, 1 KW/250 W	, ROCK	, \$43.88 (Blair)	
WFEC, 1400, 1 KW/250 W	, DISCO	MBS, ABC-E, \$19.50 (Mc-Guild)	Great Scott
WHYL, 960, 5 KW (DAYS) (DA)	, CONTEMP	, \$ 9.75 (PRO)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC-I, \$11.50 (Masla)	(LEBANON)

FM STATIONS

WHP-F, 97.3, 50 KW @ 840, BTFL MUS (Schulke)		, \$48.00 (Katz)	
WHYL-F, 102.3, 3 KW @ 752, COUNTRY		MBS, \$ 7.95 (PRO)	
WSFM-F, 99.3, 3 KW @ 150, ROCK (TM)		ABC-F, \$38.00 (Christal)	McKenna
WTPA-F, 104.1, 10 KW @ 370, ? ? ?		, \$ 8.00 (-----)	Newhouse

FOR OTHER STATIONS SEE YORK AND LANCASTER

TV STATIONS

WGAL	Lancaster	8	NBC, Steinman
WHP	Harrisburg	21	CBS
WLYH	Lancaster	15	CBS, Gateway
WSBA	York	43	CBS, Susquehanna
WTPA	Harrisburg	27	ABC, Newhouse

NEWSPAPERS

Harrisburg News	E	64,511, Newhouse
Harrisburg Patriot	M	47,017, Newhouse
Lancaster New Era	E	60,041
Lancaster Intel Journal	M	40,402
York Dispatch	E	48,859
York Record	M	34,434

HARTFORD

SRDS Market # 37; ADI # 23
 FCC Revenue Rank # 40
 FCC Income Rank # 50
 APR 17.6
 SMSA Pop: 1,067,200

Revenue : \$6,892,671
 Income : \$ 692,415
 FM Rev : \$ 598,312
 FM Inc : \$ -591,870
 Comb Rev: \$7,490,983
 Comb Inc: \$ 100,545

National Rev : \$2,451,850
 Nat Rev per Cap: \$2.30
 Tot Rev per Cap: \$7.01
 Tot Inc per Cap: \$.09
 Profit Margin : 1.3%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WTIC	344/28.4	22.9	25.7			1. WTIC	679	1. WTIC	7627/53.0
2. WRCH-F	99/ 8.2	8.5	7.9			2. WKSS-F	192	2. WTIC-F	3152/21.5
3. WKSS-F	83/ 6.9	7.9	6.6			3. WHYN-F	163	3. WKSS-F	3139/18.0
4. WTIC-F	76/ 6.3	5.7	7.3			4. WRCH-F	160	4. WDRC-F	2795/11.0
5. WDRC	61/ 5.0	7.8	9.5			5. WTIC-F	156	5. WRCH-F	2560/18.6
6. WWYZ-F	55/ 4.5	4.5	6.0			6. WWYZ-F	151	6. WHCN-F	2411/11.0
7. WPOP	47/ 3.9	4.3	4.0			7. WDRC-F	141	7. WCCC-F	2297/11.8
8. WHCN-F	47/ 3.9	3.2	3.0			8. WPLR-F	141	8. WAQY-F	2245/ 9.6
9. WRCQ	44/ 3.6	3.6	4.6			9. WHCN-F	134	9. WPLR-F	2042/ 5.7
10. WDRC-F	41/ 3.4	4.1	3.1			10. WCCC-F	116	10. WWYZ-F	1982/ 9.1

12+ FM SHARE (METRO): 48.42% (537 of 1109) (A/M 78: 46.22%)
 12+ FM SHARE (TSA) : 62.27% (1657 of 2661) (A/M 78: 54.49%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTIC-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WHCN-F	2. WWYZ-F	2. WWYZ-F	2. WRCH-F	2. WRCH-F	2. WHYN-F
3. WCCC-F	3. WTIC-F	3. WTIC-F	3. WKSS-F	3. WKSS-F	3. WTIC-F
4. WAQY-F	4. WDRC-F	WDRC	4. WDRC	4. WPOP	4. WDRC
5. WTIC	WRCQ	5. WRCQ	5. WTIC-F	5. WDRC	5. WWYZ-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	113 (3)	346 (9)	459 (12)	41.4
MOR/AC	361 (2)	83 (1)	444 (3)	40.1
BTFL MUSIC		108 (3)	108 (3)	9.7
NEWS/INFO/TALK	53 (2)		53 (2)	4.8
BLACK	30 (1)		30 (1)	2.7
VARIETY	14 (1)		14 (1)	1.3
			<u>1108 (22)</u>	

HARTFORD-NEW HAVEN ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WTIC	1. WTIC	1. WTIC	WCCC	1290	.7
2. WKSS-F	2. WTIC-F	2. WDRC	WCCC-F	106.9	3.2
3. WTIC-F	3. WKSS-F	3. WTIC-F	WINF	1230	1.4
4. WPLR-F	4. WDRC-F	4. WRCQ	WKND	1480	2.5
5. WWYZ-F	5. WPLR-F	5. WWYZ-F	WMLB	1550	1.2
WRCH-F	6. WRCH-F	6. WPOP	WIOF-F	104.1	2.0
7. WDRC-F	7. WHCN-F	7. WRCH-F	WKCI-F	101.3	.3
8. WELI	8. WWYZ-F	8. WKSS-F	WPLR-F	99.1	1.4
9. WHCN-F	9. WDRC		WAQY-F	102.1	2.6
10. WKCI-F	10. WELI		WCBS	880	.5
11. WDRC	11. WNBC		WHYN-F	93.1	.4
12. WIOF-F	12. WPOP		WMAS-F	94.7	1.3
13. WAVZ	13. WCCC-F				
14. WCCC-F	14. WRCQ				
15. WPOP	15. WKCI-F				

ADI FM SHARE: 49.11% (1317 of 2682) (A/M 78: 49.35%)

AM STATIONS

WDRC, 1360, 5 KW (DA-N), ROCK	, \$57.00 (Buckley)	Buckley
WPOP, 1410, 5 KW (DA-2), NEWS	CBS, \$26.75 (Torbet)	Merv Griffin
WRCQ, 910, 5 KW (DA-2), CONTEMP/AC	MBS, \$55.00 (Christal)	
WTIC, 1080, 50 KW (DA-N), MOR	NBC, \$162.50 (Katz)	

FM STATIONS

WCCC-F, 106.9, 21 KW @ 720, AOR	ABC-C, \$31.00 (Selcom)	
WDRC-F, 102.9, 18 KW @ 800, ROCK	, \$57.00 (Buckley)	Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr)	ABC-F, \$23.50 (Masla)	Beck-Ross
WKSS-F, 95.7, 15 KW @ 820, MOR (Bonne)	, \$41.50 (Blair)	Insilco
WRCH-F, 100.5, 20 KW @ 720, BTFL MUS (Schulke)	, \$55.00 (Christal)	
WTIC-F, 96.5, 15 KW @ 810, ROCK	, \$81.00 (Katz)	
WIOF-F, 104.1, 14 KW @ 835, SOFT AOR	ABC-E, \$24.00 (Torbet)	Merv Griffin
WWYZ-F, 92.5, 16 KW @ 740, SOFT ROCK	, \$35.00 (CBS FM)	

FOR OTHER STATIONS SEE SPRINGFIELD OR NEW HAVEN.

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, Post-Newsweek
WHCT	Hartford	18	IND
WTNH	New Haven	8	ABC, Capital Cities
WVIT	Hartford	30	NBC, Viacom

NEWSPAPERS

Hartford Courant	M	215,385, Times-Mirror
New Haven Register	E	101,268
New Haven Journal-Courier	M	41,169
New Britain Herald	E	38,827
Waterbury Republican	M	35,433
Waterbury American	E	37,151

HONOLULU

SRDS Market # 56
 FCC Revenue Rank # 38
 FCC Income Rank # 315
 APR 15.3
 SMSA Pop: 738,500

Revenue : \$7,589,980
 Income : \$-1,300,809
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$733,818
 Nat Rev per Cap: \$.99
 Tot Rev per Cap: \$10.28
 Tot Inc per Cap: \$-1.76
 Profit Margin : NA

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGMB 97/10.7	14.0	12.3	1. KGMB 112	1. KGMB 2000/30.2
2. KORL 87/ 9.6	12.1	13.6	2. KORL 97	2. KORL 1838/27.6
3. KPOI 80/ 8.8	1.4	6.1	3. KPOI 80	3. KKUA 1780/26.1
4. KKUA 64/ 7.0	9.8	12.2	4. KKUA 74	4. KHVH 1233/18.8
5. KUMU-F 60/ 6.6	6.4	5.1	5. KUMU-F 67	5. KULA-F+ 1106/17.5
6. KULA-F 53/ 5.8	4.0	4.8	6. KGU 57	6. KUMU-F 1040/15.8
7. KGU 49/ 5.4	7.2	7.5	7. KULA-F 56	7. KGU 1031/15.6
KHVH 49/ 5.4	8.6	3.0	8. KHVH 54	8. KCCN 1019/16.0
9. KQM-Q-F 44/ 4.8	2.2	3.5	9. KIKI 50	9. KIKI 987/14.6
10. KCCN 43/ 4.7	6.7	3.4	10. KCCN 45	10. KPOI 970/16.2

12+ FM SHARE (METRO): 24.17% (212 of 877) (A/M 78: 20.89%)
 12+ FM SHARE (TSA) : 23.35% (227 of 972) (A/M 78: 19.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KORL	1. KPOI	1. KPOI	1. KPOI	1. KGMB	1. KGMB
2. KKUA	2. KORL	2. KORL	2. KGMB	2. KUMU-F	2. KORL
3. KIKI	3. KKUA	3. KGMB	3. KUMU-F	3. KHVH	3. KUMU+
4. KGMB	4. KULA-F	4. KKUA	4. KGU	4. KUMU	4. KPOI

OTHER RATED STATIONS/METRO SHARE

KAIM	870	.8	KIOE	1080	4.0	KPIG-F	93.9	1.3
KAIM-F	95.5	.8	KISA	1540	2.9	KUMU	1500	4.5
KDUK-F	97.5	2.1	KKAI-F	96.3	1.9	KZOO	1210	2.0
KIKI	830	4.4	KOHO	1170	3.1			

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	271 (4)	97 (2)	368 (6)	42.0
MOR/AC	146 (2)		146 (2)	16.6
BTFL MUSIC	41 (1)	77 (2)	118 (3)	13.5
ETHNIC	87 (3)		87 (3)	9.9
NEWS/INFO/TALK	49 (1)		49 (1)	5.6
UNKNOWN	36 (1)	12 (1)	48 (2)	5.5
VARIETY	28 (1)		28 (1)	3.2
BLACK/DISCO		19 (1)	19 (1)	2.2
CLASSICAL		7 (1)	7 (1)	0.8
RELIGION	7 (1)		7 (1)	0.8

877 (21)

RADIO STATIONS

Please see continuation page at end of this section for newspapers.

KCCN, 1420, 5 KW, HAWAIIAN		\$11.25 (----)	
KGMB, 590, 5 KW, MOR		\$28.75 (Eastman)	Heftel
KGU, 760, 10 KW, MOR/AC		\$18.25 (Blair)	
KHVH, 990, 5 KW, NEWS	CBS,NBC,ABC-E,	\$19.32 (Buckley)	
KIKI, 830, 10 KW, ROCK		\$13.13 (Masla)	Pacific FM
KKUA, 690, 10 KW, ROCK		\$18.50 (HR/Stone)	LA Coke
KORL, 650, 10 KW, ROCK		\$22.75 (Christal)	O'Day
KPOI, 1040, 10 KW, CONTEMP (?)		\$10.00 (Katz)	Sudbrink
KULA-F, 92.3, 100 KW @ 1685, ROCK (TM)		\$14.06 (PRO)	Withers
KQM-Q-F, 93.1, 100 KW @ -126, CONTEMP		\$ 6.50 (HR/Stone)	
KUMU-F, 94.7, 60 KW @ 140, BTFL MUS (FM 100)		\$19.00 (Torbet)	

TV STATIONS	KIKU Honolulu	13 IND, United	KHON Honolulu	2 NBC, DM Register
	KITV Honolulu	4 ABC, Starr	KGMB Honolulu	9 CBS, Lee

HOUSTON

SRDS Market # 11; ADI # 12
 FCC Revenue Rank # 11
 FCC Income Rank # 6
 APR 16.9
 SMSA Pop: 2,559,700

Revenue : \$21,395,305
 Income : \$ 4,610,601
 FM Rev : \$ 9,566,484
 FM Inc : \$ 2,428,820
 Comb Rev: \$30,961,789
 Comb Inc: \$ 7,039,421

National Rev : \$5,869,021
 Nat Rev per Cap: \$2.29
 Tot Rev per Cap: \$12.10
 Tot Inc per Cap: \$2.75
 Profit Margin : 22.7%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KMJQ-F	437/11.8	11.8	12.1	1. KMJQ-F	442	1. KRBE-F	4965/20.3		
2. KYND-F	313/ 8.4	9.5	8.5	2. KYND-F	327	2. KILT	4423/17.3		
3. KPRC	273/ 7.4	4.0	6.1	3. KTRH	309	3. KTRH	4163/14.9		
4. KTRH	258/ 7.0	6.5	8.3	4. KRBE-F	305	4. KYND-F	3732/16.0		
5. KRBE-F	244/ 6.6	9.5	9.0	5. KPRC	277	5. KMJQ-F	3669/16.2		
6. KIKK-F	195/ 5.3	2.9	5.6	6. KIKK-F	204	6. KPRC	3565/15.3		
7. KILT	169/ 4.6	5.8	6.3	7. KILT	196	7. KIKK-F	3054/12.7		
8. KQUE-F	162/ 4.4	4.1	3.7	8. KQUE-F	168	8. KILT-F	2757/11.5		
9. KAUM-F	150/ 4.0	2.9	4.0	9. KEYH	153	9. KAUM-F	2741/12.3		
KEYH	150/ 4.0	1.2	.9	10. KAUM-F	150	10. KULF	2528/10.8		
11. KILT-F	144/ 3.9	4.1	4.0	11. KILT-F	148	11. KRLY-F	2306/ 9.9		
12. KRLY-F	136/ 3.7	2.6	3.5	12. KRLY-F	146	12. KLOL-F	2279/ 9.8		
13. KENR	135/ 3.6	5.3	3.6	13. KENR	140	13. KENR	1991/ 8.8		
14. KLOL-F	131/ 3.5	2.0	2.3	14. KLOL-F	132	14. KODA-F	1657/ 6.8		
15. KODA-F	107/ 2.9	4.1	2.6	15. KULF	115	15. KQUE-F	1477/ 6.4		

12+ FM SHARE (METRO): 60.36% (2120 of 3512) (A/M 78: 60.68%)
 12+ FM SHARE (TSA) : 59.82% (2232 of 3731) (A/M 78: 59.82%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KYND-F	1. KYND-F	1. KTRH
2. KRBE-F	2. KRBE-F	2. KYND-F	2. KMJQ-F	2. KPRC	2. KPRC
3. KAUM-F	3. KILT-F	3. KIKK-F	3. KIKK-F	3. KTRH	KILT
4. KILT	4. KYND-F	4. KRBE-F	4. KQUE-F	4. KQUE-F	4. KMJQ-F
5. KRLY-F	5. KLOL-F	5. KILT-F	5. KTRH	5. KMJQ-F	5. KYND-F
6. KLOL-F	6. KRLY-F	6. KEYH	6. KENR	6. KIKK-F	6. KRBE-F
7. KILT-F	7. KEYH	7. KLOL-F	7. KPRC	7. KENR	7. KILT-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	169 (1)	705 (5)	874 (6)	24.9
BLACK/DISCO	108 (2)	573 (2)	681 (4)	19.4
BTFL MUSIC	28 (1)	420 (2)	448 (3)	12.8
NEWS/INFO/TALK	586 (3)		586 (3)	16.7
COUNTRY	176 (2)	195 (1)	371 (3)	10.6
MOR/AC	128 (2)	162 (1)	290 (3)	8.3
SPANISH	197 (2)		197 (2)	5.6
CLASSICAL		33 (1)	33 (1)	0.9
RELIGION		32 (1)	32 (1)	0.9
			<u>3512 (26)</u>	

HOUSTON ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	KCOH	1430	1.4
1. KMJQ-F	1. KRBE-F	1. KMJQ-F	KFMK-F	97.9	1.0
2. KYND-F	2. KILT	2. KTRH	KHCB-F	105.7	.9
3. KRBE-F	3. KYND-F	3. KYND-F	KIKK	650	1.1
4. KPRC	4. KTRH	4. KENR	KLEF-F	94.5	.9
KTRH	5. KMJQ-F	5. KIKK-F	KLVL	1480	1.3
6. KIKK-F	6. KPRC	6. KPRC	KNUZ	1230	1.5
7. KILT	7. KIKK-F	7. KRBE-F	KODA	1010	.8
8. KQUE-F	8. KAUM-F	8. KULF	KULF	790	2.8
9. KAUM-F	9. KILT-F	9. KILT	KXYZ	1320	.6
KEYH	10. KULF	10. KILT-F	KYOK	1590	1.5
11. KILT-F	11. KRLY-F				
12. KRLY-F	12. KLLOL-F				
13. KENR	13. KENR				
14. KLLOL-F	14. KODA-F				
15. KULF	15. KQUE-F				

ADI FM SHARE: 59.87% (2205 of 3683) (A/M 78: 59.69%)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$109.38 (Katz)	Lake Huron
KEYH, 850, 10 KW (DAYS) (DA), SPANISH	, \$ 31.00 (Lotus)	
KILT, 610, 5 KW (DA-2), ROCK	, \$ 85.00 (Blair)	LIN
KPRC, 950, 5 KW (DA-N), NEWS/TALK	NBC, \$ 68.75 (CBS Spot)	Houston Post
KTRH, 740, 50 KW (DA-1), NEWS/TALK	MBS,CBS, \$ 65.12 (Christal)	
KULF, 790, 5 KW (DA-2), MOR/AC	, \$113.75 (Eastman)	Harte-Hanks

FM STATIONS

KAUM-F, 96.5, 100 KW @ 580, ROCK	ABC-C, \$ 60.00 (RKO)	ABC
KIKK-F, 95.7, 50 KW @ 995, COUNTRY	, \$ 59.00 (Torbet)	Sonderling
KILT-F, 100.3, 100 KW @ 790, ROCK	, \$ 76.00 (Blair)	LIN
KLLOL-F, 101.1, 100 KW @ 790, AOR	, \$ 48.13 (Christal)	
KMJQ-F, 102.1, 100 KW @ 790, DISCO	, \$ 95.00 (Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 46.88 (Selcom)	
KQUE-F, 102.9, 280 KW @ 700, MOR	, \$ 48.00 (HR/Stone)	Texas Coast
KRBE-F, 104.1, 100 KW @ 790, ROCK	, \$109.38 (Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, DISCO (Burk-Abr)	, \$ 52.50 (Masla)	SJR
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$182.00 (Eastman)	Harte-Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	330,639
Houston Post	M	320,683

HUNTINGTON

SRDS Market # 124; ADI # 44
 FCC Revenue Rank # 139
 FCC Income Rank # 94
 APR 15.6
 SMSA Pop: 292,600

Revenue : \$2,060,335
 Income : \$ 262,512
 FM Rev : \$ 901,435
 FM Inc : \$ 136,911
 Comb Rev: \$2,961,770
 Comb Inc: \$ 399,423

National Rev : \$261,412
 Nat Rev per Cap: \$.89
 Tot Rev per Cap: \$10.12
 Tot Inc per Cap: \$1.37
 Profit Margin : 13.5%

12+ METRO 1/4/SHARE O/N 78 A/M 78

1. WKEE-F+	67/19.1	24.0	23.8
2. WGNT	57/16.3	16.1	13.5
3. WTCR	54/15.4	13.7	11.2
4. WAMX-F	46/13.1	12.9	11.2
5. WHEZ-F	39/11.1	10.0	11.9
6. WIRO	16/ 4.6	3.7	2.7
7. WNST	13/ 3.7	2.1	3.0
8. WEMM-F	9/ 2.6	3.4	5.3
9. WCMF	5/ 1.4	2.4	1.1
WITO-F	5/ 1.4	1.1	---

12+ TSA 1/4

1. WKEE-F+	131
2. WAMX-F	67
3. WTCR	61
4. WGNT	59
5. WHEZ-F	52
6. WQBE-F	22
7. WPAY	18
8. WIRO	16
WNST	16
10. WEMM-F	13

12+ TSA CUME/MSA CUME RAT

1. WKEE-F+	1935/39.0
2. WAMX-F	1043/28.4
3. WGNT	831/31.6
4. WTCR	636/21.3
5. WHEZ-F	631/19.2
6. WIRO	392/15.6
7. WPAY-F	367/ 5.1
8. WEMM-F	358/11.8
9. WQBE-F	332/ 2.2
10. WPAY	321/ 2.1

12+ FM SHARE (METRO): 49.39% (162 of 328) (A/M 78: 49.75%)
 12+ FM SHARE (TSA) : 59.06% (290 of 491) (A/M 78: 53.16%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKEE-F+	1. WKEE-F+	1. WKEE-F+	1. WTCR	1. WTCR	1. WKEE-F+
WAMX-F	2. WAMX-F	2. WTCR	2. WGNT	2. WGNT	2. WGNT
	3. WTCR	3. WAMX-F	3. WKEE-F+	3. WHEZ-F	3. WAMX-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	14 (1)	104 (4)	118 (5)	36.0
COUNTRY	74 (4)	7 (2)	81 (6)	24.7
MOR/AC	78 (3)		78 (3)	23.8
BTFL MUSIC		39 (1)	39 (1)	11.9
RELIGION		12 (2)	12 (2)	3.7
			<u>328 (17)</u>	

HUNTINGTON-CHARLESTON ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WCAK-F	92.7	.6
1. WKEE-F+	1. WKEE-F+	1. WGNT	WKSD	1470	1.1
2. WAMX-F	2. WAMX-F	2. WKEE-F+	WPAY	1400	.9
3. WCAW	3. WCHS	3. WTCR	WPAY-F	104.1	.9
4. WQBE-F	4. WCAW	4. WAMX-F	WQBE-F	97.5	.9
5. WVAF-F	5. WGNT	5. WHEZ-F	WVAF-F	99.9	.6
WCHS	6. WKAZ	6. WEMM-F			
7. WTCR	7. WQBE-F				
8. WGNT	8. WXIL-F				
9. WHEZ-F	9. WVAF-F				
10. WXIL-F	10. WTCR				
11. WKAZ	11. WHEZ-F				
12. WVOW-F+	12. WLW				
13. WTIO-F	13. WPAY-F				
14. WXCC-F	14. WEMM-F				
15. WATH	15. WVOW-F+				

ADI FM SHARE: 50.98% (653 of 1281) (A/M 78: 47.21%)

AM STATIONS

WCMI, 1340, 1 KW/250 W	, MOR	CBS, \$12.75	(Regional)	
WGNT, 930, 5 KW/1 KW (DA-N)	, MOR/AC	NBC, \$22.75	(Torbet)	Stoner
WIRO, 1230, 1 KW/250 W	, MOR	MBS, \$ 5.50	(Regional)	
WNST, 1600, 5 KW (DAYS)	, COUNTRY	, \$ 5.00	(-----)	(MILTON)
WTCR, 1420, 5 KW (DAYS)	, COUNTRY	ABC-I, \$18.33	(Selcom)	Greater Media
WPAY, 1400, 1 KW/250 W	, COUNTRY	CBS, \$ 7.50	(----)	Braden (PORTSMOUTH)
WATH, 970, 1 KW (DAYS)	, MOR	CBS, \$ 6.50	(Regional)	(ATHENS)
	WLW - see Cincinnati			

FM STATIONS

WAMX, 93.7, 32 KW @ 1500,	ROCK	ABC-E, \$ 8.25	(Torbet)	
WEMM, 107.9, 50 KW @ 500,	RELIGION	, \$ 6.00	(----)	
WHEZ, 103.3, 50 KW @ 490,	BTFL MUS (KalaMusic)	, \$18.33	(Selcom)	Greater Media
WITO, 107.1, 3 KW @ 125,	COUNTRY	, \$ 3.00	(Regional)	(IRONTON)
WKEE+, 100.5, 53 KW @ 556,	ROCK	ABC-C, \$35.00	(Mc-Guild)	Capital
				(RALEIGH)
WPAY, 104.1, 93 KW @ 610,	RELIG/COUNT/MOR	, \$ 7.50	(-----)	Braden (PORTSMOUTH)
WVOW+, 101.9, 15 KW @ 830,	MOR	, \$ 4.75	(-----)	(LOGAN)
WXCC, 96.5, 50 KW @ 500,	??	, \$??	(-----)	(WILLIAMSON)
WXIL, 95.1, 50 KW @ 500,	ROCK	, \$14.00	(PRO)	(PARKERSBURG)

FOR OTHER STATIONS SEE CHARLESTON

TV STATIONS

WCHS	Charleston	8	CBS, Rollins
WOWK	Huntington	13	ABC, Gateway
WSAZ	Huntington	3	NBC, Lee

NEWSPAPERS

Charleston Gazette	M	56,002, Clay
Charleston Mail	E	56,742, Clay
Huntington Herald-Dispatch	M	43,007, Gannett
Huntington Advertiser	E	12,570, Gannett

HUNTSVILLE

SRDS Market # 127
 FCC Revenue Rank # 116
 FCC Income Rank # 116
 APR 12.1
 SMSA Pop: 291,500

Revenue : \$2,695,946
 Income : \$ 160,520
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$279,113
 Nat Rev per Cap: \$.96
 Tot Rev per Cap: \$9.25
 Tot Inc per Cap: \$.55
 Profit Margin : 5.9%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WAAY 45/15.8	15.2	15.0	1. WQEN-F 90	1. WAAY 894/33.8
2. WBHP 34/11.9	12.7	13.5	2. WRAY 49	2. WQEN-F 756/10.0
3. WZYP-F 28/ 9.8	---	---	3. WBHP 35	3. WZYP-F 619/19.2
4. WQEN-F 22/ 7.7	8.2	5.5	4. WZYP-F 33	4. WBHP 562/23.1
5. WFIX 17/ 6.0	3.3	3.5	5. WRSA-F 24	5. WDRM-F 387/ 2.5
6. WRSA-F 16/ 5.6	7.0	7.2	6. WDRM-F 21	6. WRSA-F 371/ 8.8
7. WAHR-F 13/ 4.6	3.0	4.0	7. WAVU 20	7. WFIX 305/12.9
8. WAVU 12/ 4.2	---	2.6	8. WEUP 19	8. WEUP 295/10.7
WEUP 12/ 4.2	3.6	6.6	9. WAHR-F 17	9. WAHR-F 291/ 9.8
10. WVOV 10/ 3.5	7.3	8.9	WFIX 17	10. WQLT-F 238/ 4.8

12+ FM SHARE (METRO): 38.74% (98 of 253) (A/M 78: 32.38%)
 12+ FM SHARE (TSA) : 54.31% (208 of 383) (A/M 78: 45.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQEN-F	1. WAAY	1. WAAY	1. WAAY	1. WBHP	1. WQEN-F
2. WAAY	2. WZYP-F	2. WBHP	2. WBHP	2. WRSA-F	2. WAAY
	3. WBHP	3. WZYP-F	3. WZYP-F	3. WAAY	3. WBHP

OTHER RATED STATIONS/METRO SHARE

WGSV 1270	1.4	WRAB 1380	1.4	WQLT-F 107.3	1.8
WJMW 730	3.5	WTWX-F 95.9	1.8	WSLV 1110	.7
WKAC 1080	1.1	WDRM-F 102.1	.7	WSM 650	.7
WQSB-F 105.1	2.5				

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	45 (1)	77 (6)	122 (7)	49.0
COUNTRY	72 (6)		72 (6)	28.5
BTFL MUSIC	17 (1)	16 (1)	33 (2)	13.0
BLACK	12 (1)		12 (1)	4.7
UNKNOWN	4 (1)	5 (1)	9 (2)	3.6
MOR/AC	5 (2)		5 (2)	2.0
			253 (20)	

RADIO STATIONS

WAAY, 1550, 5 KW/500 W (DA-N), ROCK	, \$18.00 (Torbet)	
WAVU, 630, 1 KW (DAYS), COUNTRY	, \$ 5.50 (-----)	(ALBERTVILLE)
WBHP, 1230, 1 KW, COUNTRY	ABC-I, \$13.00 (PRO)	
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	MBN, \$12.00 (-----)	
WFIX, 1450, 1 KW/250 W, BTFL MUS (Bonne)	CBS, \$14.00 (Smith)	Falt
WVOV, 1000, 10 KW (DAYS) (DA), COUNTRY	, \$ 7.75 (Devney)	
WAHR-F, 99.1, 100 KW @ 540, CONTEMP	ABC-F, \$10.00 (Sav/Gates)	
WZYP-F, 104.3, 50 KW @ 760, ROCK (Drake-Chen)	, \$ 6.80 (Midsouth)	
WDRM-F, 102.1, 100 KW @ 165, CONTEMP	ABC-F, \$ 6.00 (Devney)	(DECATUR)
WQEN-F, 103.7, 100 KW @ 1110, CONTEMP	, \$16.25 (Market 4)	
WRSA-F, 96.9, 100 KW @ 830, BTFL MUS	, \$ 7.86 (Bolton)	(DECATUR)

TV STATIONS

WAAY	Huntsville	31	NBC	WYUR	Huntsville	ABC
WHNT	Huntsville	19	CBS			

NEWSPAPERS

Huntsville Times	E	51,400	Newhouse
Decatur Daily	E	21,949	

INDIANAPOLIS

SRDS Market # 33; ADI # 20
 FCC Revenue Rank # 24
 FCC Income Rank # 20
 APR 15.1
 SMSA Pop: 1,144,200

Revenue : \$11,336,612
 Income : \$ 1,947,483
 FM Rev : \$ 4,871,801
 FM Inc : \$ 1,413,197
 Comb Rev: \$16,208,413
 Comb Inc: \$ 3,360,680

National Rev : \$3,184,397
 Nat Rev per Cap: \$2.78
 Tot Rev per Cap: \$14.17
 Tot Inc per Cap: \$2.94
 Profit Margin : 20.7%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WIBC 247/17.5	19.4	18.0	1. WIBC 302	1. WIBC 3989/32.8
2. WXTZ-F 191/13.6	13.7	13.7	2. WXTZ-F 249	2. WNDE 3322/18.6
3. WIRE 168/11.9	7.5	9.0	3. WFBQ-F 217	3. WXTZ-F 2893/21.2
4. WNAP-F 126/ 8.9	9.2	9.3	4. WIRE 195	4. WFBQ-F 2713/15.6
5. WTLC-F 124/ 8.8	7.2	8.2	5. WNAP-F 176	5. WIRE 2608/21.4
6. WFBQ-F 123/ 8.7	6.5	6.0	6. WNDE 169	6. WNAP-F 2582/19.1
7. WFMS-F 100/ 7.1	5.6	8.8	7. WFMS-F 149	7. WIFE 2061/17.4
8. WNDE 84/ 6.0	6.7	7.0	8. WTLC-F 131	8. WFMS-F 1840/12.9
9. WIFE 69/ 4.9	5.3	4.8	9. WIFE 80	9. WTLC-F 1333/12.2
10. WATI 38/ 2.7	3.7	3.6	10. WATI 38	10. WLHN-F 884/ 1.8
11. WXLW 24/ 1.7	2.9	2.5	11. WLHN-F 37	11. WATI 689/ 6.4
12. WBRI 12/ .9	2.2	1.7	12. WXLW 28	12. WXLW 586/ 4.4

12+ FM SHARE (METRO): 51.89% (699 of 1347) (A/M 78: 49.93%)
 12+ FM SHARE (TSA) : 54.61% (1000 of 1831) (A/M 78: 51.63%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNDE	1. WFBQ-F	1. WIBC	1. WIBC	1. WXTZ-F	1. WIBC
2. WTLC-F	2. WNAP-F	2. WFBQ-F	2. WXTZ-F	2. WIBC	2. WIRE
3. WIFE	3. WIBC	3. WNAP-F	3. WIRE	3. WIRE	3. WXTZ-F
WNAP-F	4. WTLC-F	4. WXTZ-F	4. WFMS-F	4. WFMS-F	4. WNAP-F
5. WFBQ-F	5. WIRE	5. WIRE	5. WTLC-F	5. WTLC-F	5. WNDE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	153 (2)	249 (2)	402 (4)	29.8
MOR	272 (3)	12 (2)	284 (5)	21.1
COUNTRY	168 (1)	100 (1)	268 (2)	19.9
BTFL MUSIC	38 (1)	199 (2)	237 (3)	17.6
BLACK/DISCO		135 (2)	135 (2)	10.0
RELIGION	12 (1)		12 (1)	0.9
UNKNOWN	5 (1)	4 (1)	9 (2)	0.7
			<u>1347 (19)</u>	

INDIANAPOLIS ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. WIBC	1. WIBC	1. WIBC	WCBK-F+	102.3	.6
2. WXTZ-F	2. WNDE	2. WTLC-F	WGRT-F	107.1	.4
3. WFBQ-F	3. WXTZ-F	3. WIRE	WIKS-F	99.5	.8
4. WIRE	4. WFBQ-F	4. WXTZ-F	WSVL	1520	.4
5. WNAP-F	5. WNAP-F	5. WFMS-F	WSVL-F	97.1	.3
			WLHN-F	97.9	.6
6. WNDE	6. WIRE	6. WFBQ-F			
7. WFMS-F	7. WIFE	7. WNDE			
8. WTLC-F	8. WFMS-F	8. WNAP-F			
9. WIFE	9. WTLC-F	9. WIFE			
10. WLBC-F	10. WLBC-F	10. WBRI			
11. WWKI-F	11. WOWO				
WZWZ-F	12. WLHN-F				
13. WATI	13. WLS				
14. WLHN-F	14. WATI				
WLBC	15. WLW				

ADI FM SHARE: 53.47% (1295 of 2422) (A/M 78: 50.61%)

AM STATIONS

WATI, 810, 250 W (DAYS)	, BTFL MUS	, \$14.00	(Masla)	Sarkes-Tarzian
WBRI, 1500, 5 KW (DAYS) (DA)	, RELIGION	, \$13.50	(-----)	
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	, \$87.25	(Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW (DA-N)	, ROCK	MBS, \$37.50	(Buckley)	
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-E, MBS, \$63.00	(Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N)	, ROCK	ABC-C, \$82.50	(Katz)	Rahall/Gulf
WXLW, 950, 5 KW (DAYS) (DA)	, MOR	CBS, \$24.50	(Dore-Walton)	
WLBC, 1340, 1 KW/250 W	, MOR	CBS, \$10.00	(PRO)	(MUNCIE)
WLW - see Cincinnati	WLS - see Chicago	WOWO - see Fort Wayne		

FM STATIONS

WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)		, \$82.50	(Katz)	Rahall/Gulf
WFMS-F, 95.5, 50 KW @ 500, COUNTRY		NBC, \$63.75	(Torbet)	Susquehanna
WNAP-F, 93.1, 50 KW @ 358, ROCK		, \$56.50	(Blair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK		MBN, \$35.00	(HR/Stone)	
WXTZ-F, 103.3, 13 KW @ 860, BTFL MUS (Schulke)		, \$60.00	(Eastman)	Mid America
WLBC-F, 104.1, 50 KW @ 505, ROCK		, \$ 8.25	(PRO)	(MUNCIE)
WWKI-F, 100.5, 20 KW @ 480, COUNTRY		, \$13.00	(-----)	(KOKOMO)
WZWZ-F, 93.5, 3 KW @ 200, CONTEMP		, \$13.50	(Torbet)	Booth (KOKOMO)
WLHN-F, 97.9, 50 KW @ 534, BTFL MUS		, \$17.32	(PRO)	Eastern (ANDERSON)

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sumrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, Mc-Graw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Bloomington	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	217,619
Indianapolis News	E	152,367

JACKSON, MS

SRDS Market # 121
 FCC Revenue Rank # 99
 FCC Income Rank # 115
 APR 13.5
 SMSA Pop: 301,500

Revenue : \$3,231,371
 Income : \$ 163,170
 FM Rev : \$1,013,075
 FM Inc : \$ -13,496
 Comb Rev: \$4,244,446
 Comb Inc: \$ 149,674

National Rev : \$554,073
 Nat Rev per Cap: \$1.84
 Tot Rev per Cap: \$14.08
 Tot Inc per Cap: \$.50
 Profit Margin : 3.6%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSLI 54/16.7	14.9	11.6	1. WJMI-F 129	1. WJDX 1583/37.1
2. WJDX 52/16.1	18.1	18.8	2. WZZQ-F 106	2. WZZQ-F 1260/18.9
3. WLIN-F 42/13.0	11.4	12.5	3. WJDX 89	3. WJMI-F 1196/17.4
4. WJMI-F 36/11.1	14.0	16.0	4. WLIN-F 71	4. WSLI 1032/30.5
5. WZZQ-F 31/ 9.6	12.9	8.8	WSLI 71	5. WLIN-F 855/18.0
6. WKXI 30/ 9.3	1.8	3.4	6. WTYX-F 44	6. WTYX-F 651/15.6
7. WTYX-F 20/ 6.2	5.3	4.7	7. WKXI 33	7. WOKJ 560/16.2
8. WOKJ 18/ 5.6	8.5	9.7	8. WOKJ 26	8. WKXI 553/16.2
9. WJQS 11/ 3.4	2.9	5.6	9. WJQS 14	9. WJQS 217/ 7.7
10. WJFR-F 3/ .9	1.5	.9	10. WJFR-F 6	10. WJFR-F 182/ 4.3

12+ FM SHARE (METRO): 44.00% (132 of 300) (A/M 78: 46.67%)
 12+ FM SHARE (TSA) : 60.14% (356 of 592) (A/M 78: 59.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJMI-F	1. WJDX	1. WJDX	1. WJDX	1. WSLI	1. WSLI
2. WZZQ-F	2. WZZQ-F	2. WLIN-F	2. WSLI	2. WLIN-F	WJDX
3. WJDX	3. WKXI	3. WZZQ-F	3. WLIN-F	3. WJDX	3. WJMI-F

OTHER RATED STATIONS/METRO SHARE

WYIG 1590 .9

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	55 (2)	51 (2)	106 (4)	35.3
BLACK/DISCO	48 (2)	36 (1)	84 (3)	28.0
MOR/AC	54 (1)		54 (1)	18.0
BTFL MUSIC		42 (1)	42 (1)	14.0
COUNTRY	11 (1)		11 (1)	3.7
RELIGION		3 (1)	3 (1)	1.0
			300 (11)	

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N), CONTEMP NBC, \$27.20 (Eastman)
 WJQS, 1400, 1 KW/250 W, COUNTRY CBS, \$ 8.00 (Midsouth)
 WKXI, 1300, 5 KW/1 KW, BLACK MBN,NBN, \$17.50 (PRO)
 WOKJ, 1550, 50 KW/10 KW (DA-2)BLACK NBN, \$17.50 (Howard)
 WSLI, 930, 5 KW (DA-N), MOR ABC-I, \$21.00 (Katz)
 WJFR-F, 96.3, 80 KW @ 1450, RELIGION (?) ABC-E, \$ 6.00 (Katz)
 WJMI-F, 99.7, 100 KW @ 1060, DISCO/BLACK/ROCK ABC-F, \$17.50 (Howard)
 WLIN-F, 95.5, 100 KW @ 1069, BTFL MUS (Schulke), \$20.00 (Mc-Guild)
 WTYX-F, 94.7, 68 KW @ 430, ROCK (TM), \$14.00 (PRO)
 WZZQ-F, 102.9, 100 KW @ 1800, ROCK, \$17.00 (Eastman)

TV STATIONS

WAPT Jackson 16 ABC, American Public Life Ins Co
 WJTV Jackson 12 CBS, Capitol
 WLBT Jackson 3 NBC

NEWSPAPERS

Jackson Clarion-Ledger M 60,700
 Jackson News E 40,057

JACKSONVILLE

SRDS Market # 57
 FCC Revenue Rank # 62
 FCC Income Rank # 293
 APR 14.9
 SMSA Pop: 728,200

Revenue : \$5,284,729
 Income : \$ -163,111
 FM Rev : \$ 907,680
 FM Inc : \$ -263,728
 Comb Rev: \$6,192,409
 Comb Inc: \$ -426,839

National Rev : \$1,653,578
 Nat Rev per Cap: \$2.27
 Tot Rev per Cap: \$8.50
 Tot Inc per Cap: \$-.59
 Profit Margin : NA

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIVY-F 138/15.8	14.7	14.7	1. WIVY-F 175	1. WIVY-F 2358/31.8
2. WKTZ-F 96/11.0	15.9	13.9	2. WKTZ-F 138	2. WAPE 1965/21.1
3. WJAX-F 75/ 8.6	6.4	1.1	3. WAPE 96	3. WKTZ-F 1810/22.9
4. WVOJ 73/ 8.4	4.5	8.3	4. WQIK-F 92	4. WQIK-F 1460/20.0
5. WQIK-F 72/ 8.3	6.4	7.4	5. WJAX-F 76	5. WAIV-F 1023/14.5
6. WPDQ 66/ 7.6	3.0	10.9	6. WVOJ 75	6. WJAX-F 807/12.0
7. WAPE 62/ 7.1	10.5	---	7. WPDQ 66	7. WVOJ 735/11.9
8. WAIV-F 49/ 5.6	7.1	5.7	8. WAIV-F 60	8. WPDQ 587/10.0
9. WJEE-F 23/ 2.6	2.8	1.9	9. WJEE-F 23	9. WSNY 478/ 7.4
10. WSNY 19/ 2.2	2.9	2.8	10. WSNY 19	10. WJAX 362/ 5.6

12+ FM SHARE (METRO): 58.02% (470 of 810) (A/M 78: 47.31%)
 12+ FM SHARE (TSA) : 60.37% (582 of 964) (A/M 78: 50.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIVY-F	1. WIVY-F	1. WIVY-F	1. WIVY-F	1. WKTZ-F	1. WAPE
2. WPDQ	2. WJAX-F	2. WJAX-F	2. WVOJ	2. WVOJ	2. WKTZ-F+
3. WAIV-F	3. WAPE	3. WAPE	3. WQIK-F	3. WQIK-F	3. WIVV-F
4. WAPE	4. WPDQ	4. WQIK-F	4. WKTZ-F	4. WIVY-F	4. WQIK-F+

OTHER RATED STATIONS/METRO SHARE

WAYR	550	1.3	WEXI	1280	1.6	WKTZ	1220	1.5
WBIX	1010	1.4	WFOY	1240	.9	WOZN	970	1.8
WCRJ	1530	1.5	WFOY-F	97.7	.9	WQIK	1050	1.5
WERD	1400	1.5	WJAX	930	.8	WKUE-F	92.7	1.0

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	62 (1)	271 (4)	333 (5)	41.1
COUNTRY	86 (2)	72 (1)	158 (3)	19.5
BTFL MUSIC	13 (1)	96 (1)	109 (2)	13.5
BLACK/DISCO	79 (2)		79 (2)	8.9
MOR/AC	34 (3)	31 (2)	65 (5)	8.0
RELIGION	52 (4)		52 (4)	6.4
NEWS/INFO/TALK	14 (1)		14 (1)	1.7
			810 (22)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), ROCK	, \$49.50 (Eastman)	Sis
WPDQ, 1460, 5 KW (DA-N), BLACK	NBN,ABC-I, \$33.50 (Howard)	
WSNY, 600, 5 KW (DA-N), MOR (Radio Arts)	ABC-I, \$31.50 (Buckley)	Rounsaville
WVOJ, 1320, 5 KW (DA-N), COUNTRY	NBC, \$26.00 (Blair)	
WAIV-F, 96.9, 100 KW @ 250, CONTEMP	, \$31.50 (Buckley)	Rounsaville
WIVY-F, 102.9, 100 KW @ 635, ROCK	, \$50.00 (Torbet)	Hemisphere
WJAX-F, 95.1, 100 KW @ 567, AOR	ABC-C, \$21.13 (HR/Stone)	City of Jacksonville
WJEE-F, 107.3, 100 KW @ 350, MOR (FM-100)	, \$16.50 (Masla)	
WKTZ-F, 96.1, 100 KW @ 1000, BTFL MUS (Schulke)	, \$64.25 (Katz)	Jones College
WQIK-F, 99.1, 90 KW @ 620, COUNTRY	ABC-E, \$30.50 (Mc-Guild)	

TV STATIONS

WJXS Jacksonville 17	ABC, Ziff-Davis
WJXT Jacksonville 4	CBS, Post-News WTLV Jacksonville 12
	NBC, Harte-Hanks

NEWSPAPERS			
Florida Times-Union	M	157,514	
Jacksonville Journal	E	51,218	

JOHNSON CITY-KINGSPORT-BRISTOL

SRDS Market # 94
 FCC Revenue Rank # 83
 FCC Income Rank # 181
 APR 14.7
 SMSA Pop: 414,900

Revenue : \$3,634,613
 Income : \$ 63,794
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$488,305
 Nat Rev per Cap: \$1.18
 Tot Rev per Cap: \$8.76
 Tot Inc per Cap: \$.15
 Profit Margin : 1.8%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKPT-F 51/10.1	5.4	5.4	1. WFHG 58	1. WFHG 976/19.6
2. WKIN 47/ 9.3	7.3	7.2	WKPT-F 58	2. WKPT-F 844/20.8
WJCW 47/ 9.3	12.5	8.2	3. WQUT-F 49	3. WJCW 756/20.7
4. WFHG 44/ 8.7	9.8	7.0	4. WKIN 48	4. WQUT-F 733/15.7
5. WQUT-F 40/ 7.9	6.7	8.2	WJCW 48	5. WJSO 649/16.9
6. WJSO 39/ 7.7	7.7	7.0	6. WJSO 43	6. WETB 625/15.0
7. WETB 25/ 5.0	4.4	4.4	7. WZAP 38	7. WKIN 555/15.6
WZAP 25/ 5.0	3.9	11.4	8. WETB 34	8. WKPT 454/11.5
9. WEMB 22/ 4.4	1.9	.9	9. WXBQ-F 23	9. WZAP 423/ 7.9
10. WKPT 19/ 3.8	3.9	3.5	10. WKPT 19	10. WBBI+ 282/ 7.0

12+ FM SHARE (METRO): 34.17% (162 of 474) (A/M 78: 23.83%)
 12+ FM SHARE (TSA) : 35.56% (197 of 554) (A/M 78: 26.94%)

TEENS	18 - 34	18 - 49	25 - 54	, 35 - 64	12+ TSA AMD
1. WFHG	1. WJSO	1. WKIN	1. WKPT-F	1. WKPT-F	1. WJCW
2. WKIN	WQUT-F	2. WJSO	2. WJCW	2. WJCW	2. WFHG
3. WJSO	3. WKIN	3. WFHG	3. WKIN	3. WEMB	3. WKPT-F
4. WETB	4. WFHG	WQUT-F	4. WFHG	4. WZAP	4. WJSO

OTHER RATED STATIONS/METRO SHARE

WBBI+	1230	3.2	WIDD	1520	.8	WBIR-F	103.5	2.0
WBEJ	1240	.6	WIDD-F	99.3	3.8	WIVK-F	107.7	1.6
WGAT	1050	1.4	WMCH	1260	2.4	WLOS-F	99.9	.4
WGAT-F	104.9	1.2	WOPI	1490	.8	WOKI-F	100.3	.4
WGOC	1090	.8	WXBQ-F	96.9	3.6			

FORMATS

	AM	FM	TOTAL	%
COUNTRY	131 (8)	67 (6)	198 (14)	41.8
ROCK/CONTEMP	155 (4)	42 (2)	197 (6)	41.6
BTFL MUSIC		53 (2)	53 (2)	11.2
MOR/AC	26 (3)		26 (3)	5.5
			474 (25)	

RADIO STATIONS

WBBI+, 1230, 1 KW/250 W	, COUNTRY	MBS, \$ 4.00	(-----)	
WEMB, 1420, 5 KW (DAYS)	, COUNTRY	ABC-E, \$ 3.50	(-----)	
WETB, 790, 5 KW (DAYS)	, CONTEMP	MBS, \$ 5.60	(Smith)	
WFHG, 980, 5 KW/1 KW (DA-N)	, ROCK	ABC-C, \$18.50	(Mc-Guild)	Nininger
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$19.25	(HR/Stone)	
WJSO, 1590, 5 KW (DAYS)	, CONTEMP	, \$ 6.50	(PRO)	
WKIN, 1320, 5 KW (DAYS)	, ROCK	, \$17.00	(Torbet)	Bahakel
WKPT, 1400, 1 KW/250 W	, MOR	ABC-E, \$16.80	(Roslin)	
WZAP, 690, 10 KW (DAYS)	, COUNTRY	MBS, \$12.50	(Market 4)	
WKPT-F, 98.5, 100 KW @ 1260, BTFL MUS (TM)		, \$16.80	(Roslin)	
WQUT-F, 101.5, 100 KW @ 1500, AOR		, \$19.25	(HR/Stone)	
WXBQ-F, 96.6, 10 KW @ 2240, COUNTRY		ABC-I, \$18.50	(Mc-Guild)	Nininger

TV STATIONS	WJHL	Johnson City	11	CBS, Park	WKPT	Kingsport	19	ABC
	WCYB	Bristol	5	NBC				

KALAMAZOO

SRDS Market # 136
 FCC Revenue Rank # 120
 FCC Income Rank # 63
 APR 14.6
 SMSA Pop: 269,600

Revenue : \$2,610,000
 Income : \$ 485,000
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$298,608
 Nat Rev per Cap: \$1.11
 Tot Rev per Cap: \$9.68
 Tot Inc per Cap: \$1.80
 Profit Margin : 18.6%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WKZO	44/13.6	14.7	16.3	1. WKZO	63	1. WKZO	1015/34.1
2. WKMI	39/12.0	13.5	17.2	2. WGRD-F+	48	2. WKMI	926/36.9
3. WQLR-F	34/10.5	10.3	10.1	3. WKMI	45	3. WGRD-F+	844/24.3
4. WGRD-F+	27/ 8.3	6.5	13.4	4. WQLR-F	42	4. WQLR-F	647/22.4
5. WOOD-F	24/ 7.4	8.5	5.6	5. WOOD-F	39	5. WOOD-F	608/16.5
6. WKFR-F	23/ 7.1	9.4	5.3	6. WMAQ	38	6. WKFR-F	603/20.8
7. WMAQ	15/ 4.6	2.9	.6	7. WKFR-F	35	7. WMAQ	478/12.7
8. WLAV-F	14/ 4.3	5.9	.9	8. WLAV-F	21	8. WLS	334/ 6.5
9. WBUK	9/ 2.8	4.4	3.0	9. WKPR	11	9. WLAV-F	253/ 7.2
10. WKPR	7/ 2.2	.9	1.5	10. WBUK	9	10. WJFM-F	229/ 6.7
12+ FM SHARE (METRO): 49.02% (125 of 255) (A/M 78: 42.71%)							
12+ FM SHARE (TSA) : 49.61% (189 of 381) (A/M 78: 46.13%)							

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGRD-F+	1. WKMI	1. WKMI	1. WQLR-F	1. WKZO	1. WKZO
2. WKMI	2. WKFR-F	2. WKFR-F	2. WKMI	2. WQLR-F	2. WMAQ
3. WLAV-F	3. WLAV-F	3. WQLR-F	WKZO	3. WOOD-F	3. WKMI

OTHER RATED STATIONS/METRO SHARE

WJOR	940	1.2	WJFM-F	93.7	.9	WGN	720	.6
WYYY	1470	.9	WBBM	780	.6	WLS	890	.6
WBCK	930	.9						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	44 (3)	67 (4)	111 (7)	43.5
BTFL MUSIC		58 (2)	58 (2)	22.7
MOR/AC	53 (4)		53 (4)	20.8
COUNTRY	24 (2)		24 (2)	9.4
RELIGION	7 (1)		7 (1)	2.7
NEWS/INFO/TALK	2 (1)		2 (1)	0.8
			<u>255 (17)</u>	

RADIO STATIONS

WBUK, 1560, 1 KW (DAYS) , COUNTRY ABC-E, \$13.00 (PRO)
 WKMI, 1360, 5 KW/1 KW (DA-N), CONTEMP ABC-C, \$32.00 (Eastman)
 WKPR, 1420, 1 KW (DAYS) (DA), RELIGION , \$ 5.75 (----)
 WKZO, 590, 5 KW (DA-N) , MOR CBS, \$27.25 (Buckley) Fetzer

WKFR-F, 103.3, 31 KW @ 370, CONTEMP (Drake-Chen) , \$20.25 (HR/Stone) (BATTLE CREEK)
 WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic) , \$17.00 (Masla) Fairfield

WMAQ, WLS - see Chicago

WLAV-F, WJFM-F, WOOD-F, WGRD-F+ - see Grand Rapids

FOR NEWSPAPERS, ADI TV INFO SEE GRAND RAPIDS

KANSAS CITY

SRDS Market # 29; ADI # 27
 FCC Revenue Rank # 32
 FCC Income Rank # 100
 APR 15.2
 SMSA Pop: 1,229,100

Revenue : \$ 8,576,524
 Income : \$ 218,672
 FM Rev : \$ 4,387,678
 FM Inc : \$ 786,767
 Comb Rev: \$12,964,202
 Comb Inc: \$ 1,005,439

National Rev : \$2,502,982
 Nat Rev per Cap: \$1.93
 Tot Rev per Cap: \$9.98
 Tot Inc per Cap: \$.77
 Profit Margin : 7.8%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KMBZ 268/16.8	11.4	18.6	1. WDAF 418	1. WDAF 5468/20.4
2. KYYS-F 165/10.3	9.8	8.4	2. KMBZ 287	2. KCMO 4734/19.6
3. KMBR-F 151/ 9.4	10.0	9.1	3. KYYS-F 232	3. KMBZ 3475/29.6
4. WDAF 141/ 8.8	10.2	9.0	4. KCMO 219	4. WHB 3403/17.7
5. KCEZ-F 127/ 7.9	8.3	7.2	5. KMBR-F 173	5. KYYS-F 2909/18.2
6. KBEQ-F 126/ 7.9	9.0	8.6	6. KCEZ-F 158	6. KBEQ-F 2461/18.0
7. WHB 76/ 4.8	4.9	7.6	7. KBEQ-F 155	7. KMBR-F 2207/17.3
8. KCMO 73/ 4.6	9.4	7.9	8. WHB 154	8. KCEZ-F 1843/13.6
9. KPRS-F 68/ 4.3	5.0	5.6	9. KCKN-F 90	9. KCKN-F 1232/ 8.6
10. KCKN-F 56/ 3.5	3.6	3.5	10. KPRS-F 70	10. KJLA 1137/10.7
11. KJLA 55/ 3.4	---	---	11. KUDL-F 55	11. KPRS-F 1010/ 9.2
12. KUDL-F 51/ 3.2	3.3	2.5	KJLA 55	12. KUDL-F 974/ 8.2

12+ FM SHARE (METRO): 51.34% (786 of 1531) (A/M 78: 49.27%)
 12+ FM SHARE (TSA) : 43.55% (992 of 2278) (A/M 78: 40.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBEQ-F	1. KYYS-F	1. KMBZ	1. KMBZ	1. KMBZ	1. WDAF
2. KYYS-F	2. KBEQ-F	2. KYYS-F	2. KMBR-F	2. KMBR-F	2. KMBZ
3. KPRS-F	3. KMBZ	3. WDAF	3. WDAF	3. WDAF	3. KCMO
4. KJLA	4. WDAF	4. KBEQ-F	4. KCEZ-F	4. KCEZ-F	4. KMBR-F
	WHB	5. KMBR-F	5. KCMO	5. KCKN-F	5. KYYS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	76 (1)	352 (4)	428 (5)	28.0
MOR/AC	365 (4)	10 (1)	375 (5)	24.5
BTFL MUSIC		278 (2)	278 (2)	18.2
COUNTRY	179 (3)	56 (1)	235 (4)	15.3
BLACK/DISCO	94 (2)	68 (1)	162 (3)	10.6
RELIGION	31 (2)		31 (2)	2.0
CLASSICAL		22 (1)	22 (1)	1.4
			1531 (22)	

KANSAS CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WDAF	1. WDAF	1. KMBZ	KBEA	1480	.8
2. KMBZ	2. KMBZ	2. KYYS-F	KCCV	1510	.9
3. KYYS-F	3. KCMO	3. WDAF	KCKN	1340	1.6
4. KMBR-F	4. KYYS-F	4. KBEQ-F	KCNW	1380	1.0
5. KCEZ-F	5. WHB	5. KMBR-F	KEXS	1090	.8
6. KBEQ-F	6. KBEQ-F	6. KCEZ-F	KFIX-F	106.5	.6
7. KCMO	7. KMBR-F	7. KPRS-F	KPRT	1590	2.4
8. WHB	8. KCEZ-F	8. KCMO	KWKI-F	93.3	.6
9. KCKN-F	9. KJLA	9. KCKN-F	KXTR-F	96.5	1.4
10. KPRS-F	10. KCKN-F	10. WHB	KCLO	1410	.7
11. KUDL-F	11. KPRS-F				
KJLA	12. KUDL-F				
13. KPRT	13. KCKN				
14. KXTR-F	14. KFEQ				
KFEQ	15. KXTR-F				

ADI FM SHARE: 46.91% (966 of 2059) (A/M 78: 47.22%)

AM STATIONS

KCKN, 1340, 1 KW/250 W	, COUNTRY	, \$33.15	(Mc-Guild)	Kaye-Smith
KCMO, 810, 50 KW/10 KW (DA-N)	, AC/MOR	ABC-E, \$52.00	(MMR)	Meredith
KJLA, 1190, 1 KW/250 W (DA-N)	, DISCO	, \$22.00	(Masla)	
KMBZ, 980, 5 KW (DA-N)	, MOR	CBS, \$66.25	(Torbet)	Bonneville
KPRT, 1590, 1 KW (DAYS)	, BLACK	NBN, \$37.50	(Howard)	
WDAF, 610, 5 KW	, COUNTRY	ABC-I, \$88.75	(Katz)	Taft
WHB, 710, 10 KW/5 KW (DA-2)	, ROCK	, \$51.50	(Blair)	Storz

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953	, ROCK	ABC-C, \$60.50	(RKO)	Mariner
KCEZ-F, 94.9, 100 KW @ 1057	, BTFL MUS (Schulke)	, \$50.00	(MMR)	Meredith
KCKN-F, 94.1, 100 KW @ 465	, COUNTRY	, \$33.15	(Mc-Guild)	Kaye-Smith
KMBR-F, 99.7, 100 KW @ 950	, BTFL MUS (Bonne)	, \$62.50	(Torbet)	Bonneville
KPRS-F, 103.3, 100 KW @ 450	, BLACK/ROCK	MBN, \$42.50	(Howard)	
KUDL-F, 98.1, 100 KW @ 250	, SOFT ROCK (TM)	ABC-F, \$28.00	(Selcom)	Shanrock/Starr
KXTR-F, 96.5, 90 KW @ 670	, CLASSICAL	, \$15.00	(CMBS)	
KYYS-F, 102.1, 100 KW @ 940	, AOR (Burk-Abr)	, \$87.50	(Katz)	Taft

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPERS

Kansas City Star	E	288,283, Capital Cities
Kansas City Times	M	321,002, Capital Cities

KNOXVILLE

SRDS Market # 88
 FCC Revenue Rank # 66
 FCC Income Rank # 93
 APR 15.4
 SMSA Pop: 451,100

Revenue : \$4,982,209
 Income : \$ 271,145
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$1,162,549
 Nat Rev per Cap: \$2.58
 Tot Rev per Cap: \$11.04
 Tot Inc per Cap: \$.60
 Profit Margin : 5.4%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZK-F 107/18.4	16.1	14.3	1. WIVK-F 185	1. WOKI-F 2533/18.6
2. WIVK-F 97/16.6	14.6	11.8	2. WOKI-F 179	2. WIVK-F 2273/27.4
3. WRJZ 86/14.8	16.1	18.1	3. WEZK-F 150	3. WNOX 2238/39.3
4. WNGX 70/12.0	11.3	9.7	4. WRJZ 111	4. WRJZ 1850/34.3
5. WIVK 62/10.6	11.1	11.8	WIVK 111	5. WBIR-F 1516/14.6
6. WOKI-F 33/ 5.7	5.5	4.7	6. WNOX 99	6. WEZK-F 1448/25.3
7. WBIR-F 27/ 4.6	4.8	7.5	7. WBIR-F 89	7. WIVK 1295/19.0
8. WGAP 21/ 3.6	2.4	2.6	8. WGAP 21	8. WBIR 438/ 9.0
9. WBIR 9/ 1.5	2.7	3.8	9. WBIR 13	9. WGAP 335/ 7.0
10. WJBE 7/ 1.2	---	1.6	10. WJBE 7	10. WKGN 207/ 4.9

12+ FM SHARE (METRO): 49.08% (266 of 542) (A/M 78: 45.19%)
 12+ FM SHARE (TSA) : 61.13% (607 of 993) (A/M 78: 57.16%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WNOX	1. WRJZ	1. WRJZ	1. WEZK-F	1. WEZK-F	1. WIVK-F
2. WRJZ	2. WIVK-F	2. WEZK-F	2. WIVK-F	2. WIVK-F	2. WRJZ
3. WIVK-F	3. WEZK-F	3. WIVK-F	3. WRJZ	3. WIVK	3. WEZK-F
4. WOKI-F	WNOX	4. WNOX	4. WIVK	4. WRJZ	4. WOKI-F

OTHER RATED STATIONS/METRO SHARE

WATO	1290	.3	WKGN	1340	.7	WYSH	1380	.9
WEAG	1470	.7	WKXV	900	1.0	WYSH-F	104.9	.3

FORMATS	AM	FM	TOTAL	%
COUNTRY	88 (3)	126 (3)	214 (6)	39.5
ROCK/CONTEMP	156 (2)	33 (1)	189 (3)	34.9
BTFL MUSIC		107 (1)	107 (1)	19.7
BLACK/DISCO	11 (2)		11 (2)	2.0
MOR	11 (2)		11 (2)	2.0
VARIETY	6 (1)		6 (1)	1.1
UNKNOWN	4 (1)		4 (1)	0.7
			542 (16)	

RADIO STATIONS

WBIR, 1240, 1 KW/250 W	, MOR	CBS,ABC-I, \$12.50	(Katz)	Multimedia
WGAP, 1400, 1 KW/250 W	, COUNTRY	, \$ 5.25	(Midsouth)	
WIVK, 850, 50 KW (DAYS) (DA)	, COUNTRY	ABC-E, \$18.75	(Torbet)	
WJBE, 1430, 1 KW (DAYS)	, BLACK	MBN, \$ 9.00	(Smith)	
WKGN, 1340, 1 KW/250 W	, DISCO (Burk-Abr)	, \$17.00	(Bolton)	
WNOX, 990, 10 KW (DA-N)	, CONTEMP	ABC-C, \$21.00	(Blair)	Scripps-Howard
WRJZ, 620, 5 KW (DA-2)	, CONTEMP	, \$33.00	(Mc-Guild)	
WBIR-F, 103.5, 100 KW @ 1800,	COUNTRY	ABC-I, \$12.50	(Katz)	Multimedia
WEZK-F, 97.5, 100 KW @ 1250,	BTFL MUS (FM-100)	, \$22.25	(Selcom)	South Central
WIVK-F, 107.7, 100 KW @ 1970,	COUNTRY	ABC-E, \$18.75	(Torbet)	
WOKI-F, 100.3, 100 KW @ 2000,	ROCK	MBS, \$25.25	(Buckley)	(OAK RIDGE)

TV STATIONS

WATE	Knoxville	6	NBC, Nationwide
WBIR	Knoxville	10	CBS, Multimedia
WTVK	Knoxville	26	ABC, South Central

NEWSPAPERS			
Knoxville Journal	M	57,398	Scripps-Howard
Knoxville News-Sentinel	E	101,628	Scripps-Howard

LAFAYETTE, LA

SRDS Market # 217
 FCC Revenue Rank # 176
 FCC Income Rank # 90
 APR 14.9
 SMSA Pop: 135,200

Revenue : \$1,535,408
 Income : \$ 294,396
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$829,865
 Nat Rev per Cap: \$2.44
 Tot Rev per Cap: \$11.36
 Tot Inc per Cap: \$2.18
 Profit Margin : 19.2%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KVOL 37/23.6	16.9	23.2	1. KTDY-F 100	1. KTDY-F 1254/36.1
2. KTDY-F 31/19.7	27.7	26.5	2. KROF-F+ 66	2. KROF-F+ 962/19.5
3. KSMB-F 23/14.6	10.8	6.6	3. KVOL 54	3. KVOL 939/42.2
4. KXKW 19/12.1	11.4	9.3	4. KSMB-F 47	4. KSMB-F 606/22.5
5. KPEL 14/ 8.9	12.0	9.3	5. KXKW 30	5. WAFB-F 512/12.7
6. KROF-F+ 11/ 7.0	6.6	6.0	6. KDEA-F 25	6. KXKW 435/18.5
7. WAFB-F 6/ 3.8	---	.7	7. WAFB-F 24	7. KDEA-F 431/11.4
8. KDEA-F 5/ 3.2	6.0	7.9	8. KPEL 18	8. KPEL 305/18.4
9. KAJN-F 1/ .6	---	---	9. KAJN-F 12	9. KAJN-F 218/ 3.1

12+ FM SHARE (METRO): 50.34% (74 of 147) (A/M 78: 48.68%)
 12+ FM SHARE (TSA) : 65.96% (248 of 376) (A/M 78: 55.04%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KVOL	1. KTDY-F	1. KTDY-F	1. KXKW	1. KVOL	1. KTDY-F
2. KTDY-F	2. KSMB-F	2. KSMB-F	2. KVOL	2. KXKW	2. KROF-F+
3. KSMB-F	3. KVOL	3. KVOL	3. KTDY-F	3. KPEL	3. KVOL

FORMATS.

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	37 (1)	60 (3)	97 (4)	66.0
COUNTRY	22 (2)	8 (1)	30 (3)	20.4
MOR/AC	14 (1)		14 (1)	9.5
BTFL MUSIC		5 (1)	5 (1)	3.4
RELIGION		1 (1)	1 (1)	0.7
			<u>147 (10)</u>	

RADIO STATIONS

KVOL, 1330, 5 KW/1 KW (DA-N), ROCK	ABC-I, \$13.50 (HR/Stone)
KXKW, 1520, 10 KW/500 W (DA-2), COUNTRY	NBC, \$13.73 (PRO) Kirk
KSMB-F, 94.5, 56 KW @ 400, AOR (Burk-Abr)	MBS, \$13.50 (Torbet)
KTDY-F, 99.9, 100 KW @ 500, ROCK (Century 21)	, \$11.25 (Carpenter)
KAJN-F, 102.9, 100 KW @ 520, RELIGION	, \$20.25 (HR/Stone)
KDEA-F, 99.1, 50 KW @ 441, BTFL MUS (KalaMusic)	, \$ 7.00 (Miller) (CROWLEY)
KROF-F+, 104.9, 3 KW @ 255, COUNTRY (Century 21)	, \$ 6.00 (Carpenter)
	MBS, \$ 5.25 (-----) (ABBEVILLE)
WAFB-F see Baton Rouge	

TV STATIONS

KATC Lafayette	3	ABC
KLFY Lafayette	10	CBS

NEWSPAPERS

Lafayette Advertiser	E	29,900, Thomson
New Iberia Iberian	E	14,651

LAKELAND

SRDS Market # 124
 FCC Revenue Rank # 167
 FCC Income Rank # 310
 APR 14.9
 SMSA Pop: 292,900

Revenue : \$1,609,324
 Income : \$ -390,613
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$310,381
 Nat Rev per Cap: \$1.06
 Tot Rev per Cap: \$5.49
 Tot Inc per Cap: \$-1.33
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>		
1.	WVFM-F	43/12.4	11.8	15.4	1.	WRBQ-F	49	1.	WRBQ-F	721/27.1
2.	WRBQ-F	42/12.1	14.8	11.5	2.	WVFM-F	45	2.	WVFM-F	489/18.2
3.	WGTO	31/ 8.9	10.4	3.3	3.	WFLA-F	41	3.	WPCV-F	445/17.5
4.	WPCV-F	30/ 8.6	8.5	8.0	4.	WGTO	36	4.	WGTO	410/15.0
5.	WORJ-F	29/ 8.3	2.2	3.0	5.	WORJ-F	32	5.	WFLA-F	403/12.1
6.	WFLA-F	22/ 6.3	4.7	7.1	6.	WPCV-F	31	6.	WONN	379/16.2
7.	WONN	20/ 5.7	6.0	5.2	7.	WONN	20	7.	WQPD	318/13.6
8.	WQPD	14/ 4.0	5.5	5.8	8.	WQPD	14	8.	WORJ-F	287/11.4
9.	WWAB	11/ 3.2	4.9	3.0	9.	WWAB	11	9.	WSUN	256/ 9.3
10.	WPUL	10/ 2.9	2.2	1.9	10.	WBJW-F	10	10.	WBJW-F	228/ 9.8

12+ FM SHARE (METRO): 64.10% (200 of 312) (A/M 78: 55.35%)

12+ FM SHARE (TSA) : 66.01% (235 of 356) (A/M 78: 60.15%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WRBQ-F	1. WORJ-F	1. WORJ-F	1. WGTO	1. WVFM-F	1. WRBQ-F
2. WBJW-F	2. WRBQ-F	2. WRBQ-F	2. WPCV-F	2. WPCV-F	2. WVFM-F
3. WQPD	3. WGTO	WGTO	3. WVFM-F	3. WONN	3. WONN

OTHER RATED STATIONS/METRO SHARE

WSIR	1490	1.1	WDBO-F	92.3	1.1	WPLA	910	1.1
WTWB	1570	1.1	WHLY-F	106.7	2.0	WQYK-F	99.5	.6
WBJW-F	105.1	2.9	WHOO-F	96.5	1.7	WSUN	620	2.0
WDBO	580	.6	WJYW-F	100.7	1.4	WTMP	1150	1.4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	52 (4)	32 (2)	84 (6)	26.9
BTFL MUSIC		80 (5)	80 (5)	25.6
ROCK/CONTEMP	14 (1)	59 (3)	73 (4)	
BLACK/DISCO	16 (2)	29 (1)	45 (3)	14.4
MOR	26 (3)		26 (3)	8.3
UNKNOWN	4 (1)		4 (1)	1.3
			<u>312 (22)</u>	

RADIO STATIONS

WGTO, 540, 50 KW/1 KW (DA-2), COUNTRY	ABC-E, \$ 8.75 (Masla)	Hubbard
WONN, 1230, 1 KW/250 W, MOR	NBC, \$ 8.00 (PRO)	
WPUL, 1130, 1 KW (DAYS), COUNTRY	MBS, \$ 5.50 (----)	
WQPD, 1430, 5 KW/1 KW, CONTEMP	ABC-C, \$10.00 (----)	
WWAB, 1330, 1 KW (DAYS), BLACK	MBN, \$ 5.00 (----)	
WPCV-F, 97.5, 100 KW @ 499, COUNTRY (Drake-Chen)	ABC-E, \$10.88 (PRO)	
WVFM-F, 94.1, 100 KW @ 390, BTFL MUS (Bonne)	, \$15.75 (Torbet)	

FOR OTHER STATIONS SEE TAMPA AND ORLANDO

NEWSPAPER

Lakeland Ledger E 36,131

LANCASTER

SRDS Market # 110
 FCC Revenue Rank # 171
 FCC Income Rank # 139
 APR 15.6
 SMSA Pop: 351,100

Revenue : \$1,578,905
 Income : \$ 121,174
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$322,419
 Nat Rev per Cap: \$.92
 Tot Rev per Cap: \$4.50
 Tot Inc per Cap: \$.35
 Profit Margin : 7.7%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIOV-F 66/14.9	11.4	14.8	1. WIOV-F 77	1. WQXA-F 979/25.4
2. WQXA-F 49/11.0	8.3	10.5	2. WQXA-F 67	2. WIOV-F 670/20.5
3. WNCE-F 37/ 8.3	5.0	6.2	3. WNCE-F 44	3. WLAN 544/18.6
4. WSBA 32/ 7.2	3.8	6.2	4. WSBA 32	WSBA 544/19.1
5. WSBA-F 29/ 6.5	8.3	8.9	WSBA-F 32	5. WNCE-F 477/14.9
6. WLAN 26/ 5.9	3.8	2.9	6. WDAC-F 28	6. WSBA-F 419/13.4
7. WDAC-F 24/ 5.4	5.5	5.0	7. WLAN 26	7. WDAC-F 397/12.2
8. WGSA 20/ 4.5	4.0	6.0	8. WUFM-F 23	8. WLPA 368/12.6
9. WLAN-F 16/ 3.6	3.8	2.9	9. WGSA 20	9. WUFM-F 334/ 4.3
10. WLPA 11/ 2.5	5.0	5.7	10. WLAN-F 16	10. WGSA 282/ 9.7

12+ FM SHARE (METRO): 70.80% (257 of 363) (A/M 78: 68.23%)
 12+ FM SHARE (TSA) : 74.89% (337 of 450) (A/M 78: 68.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXA-F	1. WQXA-F	1. WIOV-F	1. WIOV-F	1. WIOV-F	1. WIOV-F
2. WLAN	2. WIOV-F	2. WQXA-F	2. WSBA	2. WSBA-F	2. WQXA-F
3. WYCR-F	3. WSBA	3. WSBA	3. WQXA-F	3. WNCE-F	3. WSBA

OTHER RATED STATIONS/METRO SHARE

WPDC-F	106.7	.7	WHP-F	97.3	1.4	WYCR-F	98.5	2.0
WGCB-F	96.1	.9	WRHY-F	92.7	2.5	KYW	1060	1.1
WHP	580	1.8	WUFM-F	100.1	.9	WEEU	850	.7

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	26 (1)	89 (5)	115 (6)	31.7
MOR/AC	75 (6)	2 (1)	77 (7)	21.2
BTFL MUSIC		72 (3)	72 (3)	19.8
COUNTRY		66 (1)	66 (1)	18.2
RELIGION		24 (1)	24 (1)	6.6
NEWS/INFO/TALK	5 (1)		5 (1)	1.4
UNKNOWN		4 (1)	4 (1)	1.1
			<u>363 (20)</u>	

AM STATIONS

WGSA, 1310, 5 KW (DAYS) (DA), MOR (Radio Arts) ABC-E, \$12.00 (Buckley)
 WLAN, 1390, 5 KW/1 KW (DA-2), CONTEMP ABC-C, \$14.00 (Masla)
 WLPA, 1490, 1 KW/250 W , MOR/AC , \$22.50 (Mc-Guild) Hall

FM STATIONS

WDAC-F, 94.5, 50 KW @ 500, RELIGION , \$ 8.00 (----) Crawford
 WIOV-F, 105.1, 50 KW @ 500, COUNTRY , \$16.75 (Buckley)
 WLAN-F, 96.9, 50 KW @ 76, CONTEMP/AC (Radio Arts) , \$10.00 (Masla)
 WNCE-F, 101.3, 50 KW @ 1293, BTFL MUS (FM-100) , \$22.50 (Mc-Guild) Hall
 WUFM-F, 100.1, 3 KW @ 270, CONTEMP , \$11.00 (Masla) (LEBANON)

FOR OTHER STATIONS SEE YORK

FOR ADI, TV AND NEWSPAPER INFO SEE HARRISBURG

LANSING

SRDS Market # 85
 FCC Revenue Rank # 118
 FCC Income Rank # 60
 APR 15.2
 SMSA Pop: 455,600

Revenue : \$2,649,478
 Income : \$ 551,498
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$556,539
 Nat Rev per Cap: \$1.22
 Tot Rev per Cap: \$5.82
 Tot Inc per Cap: \$1.21
 Profit Margin : 20.8%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WVIC-F+ 77/13.7	13.5	14.1	1. WVIC-F+ 93	1. WVIC-F+ 1373/32.0
2. WFMK-F 54/ 9.6	10.2	14.0	2. WJR 80	2. WJR 1257/19.6
WILS-F 54/ 9.6	10.5	6.9	3. WFMK-F 69	3. WFMK-F 1222/26.3
4. WITL-F 51/ 9.1	8.6	10.3	4. WILS-F 54	4. WILS-F 866/22.8
5. WJR 40/ 7.1	7.3	7.9	5. WITL-F 53	5. WITL-F 781/18.7
6. WJIM-F 38/ 6.8	4.3	4.4	6. WJIM-F 43	6. WILS 739/17.9
7. WILS 24/ 4.3	5.2	5.7	7. WILS 31	7. WJIM 556/14.3
8. WLAV-F 22/ 3.9	---	---	8. WPLB-F 24	8. WJIM-F 386/ 9.5
9. WJIM 21/ 3.7	5.2	5.4	WLAV-F 24	9. WOOD-F 366/ 8.5
10. WOOD-F 17/ 3.0	5.0	7.6	10. WJIM 21	10. WITL 357/ 8.8
12+ FM SHARE (METRO):		70.55%	(321 of 455)	(A/M 78: 68.26%)
12+ FM SHARE (TSA) :		66.73%	(375 of 562)	(A/M 78: 60.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVIC-F+	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WITL-F	1. WJR
2. WILS-F	WILS-F	2. WILS-F	2. WFMK-F	2. WJR	2. WVIC-F+
	3. WVIC-F+	3. WVIC-F+	3. WVIC-F	3. WOOD-F	3. WFMK-F
	4. WLAV-F	4. WJIM-F	4. WJR		4. WITL-F

OTHER RATED STATIONS/METRO SHARE

WCER	1390	1.1	CKLW	800	.5	WGRD-F+	97.9	1.1
WION	1430	1.8	WFFX-F	101.3	1.4	WPLB-F	107.3	1.4
WITL	1010	2.8						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	41 (4)	207 (6)	248 (10)	54.5
MOR/AC	77 (4)		77 (4)	16.9
COUNTRY	16 (1)	59 (2)	75 (3)	16.5
BTFL MUSIC		55 (2)	55 (2)	12.1
			455 (19)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), CONTEMP	, \$15.32	(Torbet)	
WITL, 1010, 500 W (DAYS) (DA), COUNTRY	, \$12.75	(Mc-Guild)	Midwest Fam
WJIM, 1240, 1 KW/250 W , MOR/AC	NBC, \$12.25	(PRO)	Gross
WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK	, \$26.25	(Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	, \$15.50	(Torbet)	
WITL-F, 100.7, 55 KW @ 378, COUNTRY	, \$16.75	(Mc-Guild)	Midwest Fam
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$ 8.00	(PRO)	Gross
WVIC-F+, 94.9, 49 KW @ 500, ROCK	ABC-C, \$18.30	(Eastman)	

WJR - see Detroit

Other stations-see Grand Rapids

TV STATIONS

WJIM	Lansing	6	CBS, Gross
WILX	Jackson	10	NBC, ATO

NEWSPAPER

Lansing State Journal E 73,280, Gannett

LAS VEGAS

SRDS Market # 100
 FCC Revenue Rank # 73
 FCC Income Rank # 108
 APR 15.6
 SMSA Pop: 381,800

Revenue : \$4,138,975
 Income : \$ 196,139
 FM Rev : \$1,215,936
 FM Inc : \$ 43,680
 Comb Rev: \$5,354,911
 Comb Inc: \$ 239,819

National Rev : \$615,069
 Nat Rev per Cap: \$1.61
 Tot Rev per Cap: \$14.03
 Tot Inc per Cap: \$.63
 Profit Margin : 4.5%

12+ METRO 1/4/SHARE O/N 78 A/M 78

1. KORK-F	52/11.3	11.8	10.7
2. KLUC-F	40/ 8.7	9.4	11.4
3. KXTZ-F	39/ 8.5	4.6	6.8
4. KENO-F	37/ 8.0	7.4	9.6
KENO	37/ 8.0	13.6	13.2
6. KRAM	35/ 7.6	6.2	12.8
7. KVEG	34/ 7.4	4.6	---
8. KMJJ	33/ 7.2	8.3	3.4
9. KORK	32/ 7.0	5.3	6.4
10. KDWN	31/ 6.7	4.8	5.5

MSA AND TSA
 1/4 HR FIGURES
 ARE THE SAME

12+ TSA CUME/MSA CUME RAT

1. KENO	756/25.5
2. KLUC-F	741/25.1
3. KORK-F	578/19.6
4. KMJJ	544/18.4
5. KFMS-F	509/17.2
6. KVEG	492/16.6
7. KORK	486/16.4
8. KENO-F	475/16.1
9. KDWN	457/15.3
10. KRAM	453/15.3

12+ FM SHARE (METRO & TSA): 43.68% (190 of 435) (A/M 78: 48.40%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KLUC-F	1. KMJJ	1. KMJJ	1. KORK-F	1. KORK-F	1. KORK-F
2. KENO	2. KENO-F	KENO-F	2. KVEG	2. KVEG	2. KMJJ
3. KLAV	3. KLUC-F	3. KLUC-F	KDWN	3. KXTZ-F	3. KORK
4. KENO-F	4. KENO	4. KENO	4. KMJJ	4. KRAM	4. KVEG

OTHER RATED STATIONS/METRO SHARE

KFMS-F	101.9	4.8	KNUU	970	4.6
KLAV	1230	3.9	KVOV	1280	.9

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	70 (2)	99 (3)	169 (5)	38.9
BTFL MUSIC		91 (2)	91 (2)	20.9
COUNTRY	69 (2)		69 (2)	15.9
MOR/AC	63 (2)		63 (2)	14.5
NEWS/INFO/TALK	21 (1)		21 (1)	4.8
DISCO	18 (1)		18 (1)	4.1
SPANISH	4 (1)		4 (1)	0.9
			<u>435 (14)</u>	

RADIO STATIONS

KDWN, 720, 50 KW/10 KW (DA-N), MOR	, \$12.25 (PRO)	
KENO, 1460, 5 KW/1 KW (DA-N), ROCK	ABC-C, \$16.50 (Lotus)	Lotus
KLAV, 1230, 1 KW/250 W, DISCO	, \$ 8.00 (-----)	Korngold
KMJJ, 1140, 10 KW/2.5 KW (DA-N), ROCK	ABC-E, \$13.60 (Selcom)	KLUC Inc
KORK, 920, 5 KW/500 W (DA-2), MOR	NBC, \$15.00 (Mc-Guild)	Donrey
KRAM, 1340, 1 KW/250 W, COUNTRY	, \$13.00 (Torbet)	
KVEG, 1400, 1 KW/250 W, COUNTRY	, \$12.50 (Katz)	Broadcast Assoc
KENO-F, 92.3, 27 KW @ 179, AOR	ABC-F, \$14.50 (Lotus)	Lotus
KFMS-F, 101.9, 20 KW @ 41, ROCK	, \$15.50 (Katz)	Broadcast Assoc
KLUC-F, 98.5, 5.8 KW @ 180, ROCK	, \$19.04 (Selcom)	KLUC, Inc
KORK-F, 97.1, 44 KW @ 195, BTFL MUS (Schulke)	, \$15.50 (Mc-Guild)	Donrey
KXTZ-F, 94.1, 41 KW @ 100, BTFL MUS (TM)	, \$12.00 (Groskin)	

TV STATIONS

KLAS	Las Vegas	8	CBS, Landmark	KORK	Las Vegas	3	NBC, Donrey
KSHO	Las Vegas	13	ABC	KVVU	Henderson	5	IND, J. Carson

<u>NEWSPAPERS</u>	Las Vegas Review Journal	E	75,246, Donrey
	Las Vegas Sun	M	43,749

LEXINGTON

SRDS Market # 120
 FCC Revenue Rank # 105
 FCC Income Rank # 72
 APR 15.1
 SMSA Pop: 301,200

Revenue : \$3,039,957
 Income : \$ 397,549
 FM Rev : \$ 937,572
 FM Inc : \$ 268,187
 Comb Rev: \$3,977,529
 Comb Inc: \$ 665,736

National Rev : \$249,850
 Nat Rev per Cap: \$.83
 Tot Rev per Cap: \$13.21
 Tot Inc per Cap: \$2.21
 Profit Margin : 16.7%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>		
1. WKQQ-F	69/18.2	13.1	8.2			1. WVLK-F	98	1. WVLK	1741/40.4
2. WVLK	62/16.4	18.6	15.6			2. WKQQ-F	94	2. WLAP	1616/38.0
3. WVLK-F	51/13.5	11.3	11.6			3. WVLK	82	3. WLAP-F	1183/26.7
4. WLAP	42/11.1	13.4	17.9			4. WLAP-F	71	4. WKQQ-F	1000/25.3
5. WLAP-F	33/ 8.7	12.6	15.8			5. WLAP	70	5. WVLK-F	998/23.9
6. WAXU-F	32/ 8.4	10.2	5.8			6. WAXU-F+	42	6. WHAS	777/ 8.8
7. WBLG	22/ 5.8	3.7	7.4			7. WHAS	36	7. WBLG	555/19.2
8. WNVL	16/ 4.2	3.4	2.1			8. WBLG	24	8. WAXU-F+	485/15.2
9. WBGR-F+	11/ 2.9	2.6	1.1			9. WLW	19	9. WLW	443/ 3.5
10. WHAS	7/ 1.8	2.6	2.9			10. WNVL	16	10. WAKY	275/ 4.2

12+ FM SHARE (METRO): 52.11% (185 of 355) (A/M 78: 41.34%)
 12+ FM SHARE (TSA) : 52.25% (302 of 578) (A/M 78: 40.44%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLAP-F	1. WKQQ-F	1. WKQQ-F	1. WVLK	1. WVLK	1. WVLK
2. WKQQ-F	2. WLAP	2. WVLK	2. WVLK-F	2. WVLK-F	2. WLAP
3. WLAP	3. WVLK	3. WLAP	3. WKQQ-F	3. WAXU-F+	3. WVLK-F

OTHER RATED STATIONS/METRO SHARE

WJMM-F	106.3	1.1	WAKY	790	.5
WWKY	1380	.5	WLW	700	.5

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	44 (2)	102 (2)	146 (4)	41.1
MOR/AC	100 (6)	6 (1)	106 (7)	29.9
BTFL MUSIC		51 (1)	51 (1)	14.4
COUNTRY	26 (2)	22 (1)	48 (3)	13.5
RELIGION		4 (1)	4 (1)	1.1
			355 (16)	

RADIO STATIONS

WBLG, 1300, 2.5 KW/1 KW (DA-N), MOR	NBC, \$12.00 (PRO)	
WLAP, 630, 5 KW/1 KW (DA-2), CONTEMP	CBS, \$19.50 (Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (DAYS), COUNTRY/TALK	, \$ 6.75 (Regional)	
WVLK, 590, 5 KW/1 KW (DA-2), AC/CONT	ABC-I, \$22.50 (Torbet)	Bluegrass
WAXU-F+, 103.1, 3 KW @ 300, COUNTRY	MBS, \$ 9.00 (Sav/Gates)	(GEORGETOWN)
WBGR-F+, 96.7, 3 KW @ 105, MOR	ABC-E, \$ 6.00 (----)	(PARIS)
WKQQ-F, 98.1, 50 KW @ 551, AOR	, \$17.00 (PRO)	
WLAP-F, 94.5, 50 KW @ 280, ROCK (TM)	, \$19.50 (Mc-Guild)	Illinois Bdcst
WVLK-F, 92.9, 100 KW @ 854, BTFL MUS (FM 100)	, \$17.00 (Torbet)	Bluegrass

TV STATIONS

WKYT	Lexington	27	CBS, Bluegrass
WTVQ	Lexington	62	ABC, Starr
WLEX	Lexington	18	NBC, Gay-Bell

NEWSPAPERS

Lexington Herald	M	63,926, Knight-Ridder
Lexington Leader	E	33,191, Knight-Ridder

LINCOLN

SRDS Market # 173
 FCC Revenue Rank # 103
 FCC Income Rank # 88
 APR 15.5
 SMSA Pop: 186,800

Revenue : \$3,061,085
 Income : \$ 300,612
 FM Rev : \$ 806,395
 FM Inc : \$ 109,334
 Comb Rev: \$3,867,480
 Comb Inc: \$ 409,946

National Rev : \$248,491
 Nat Rev per Cap: \$1.33
 Tot Rev per Cap: \$20.70
 Tot Inc per Cap: \$2.19
 Profit Margin : 10.6%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>		
1. KFMQ-F	49/20.0	14.6	16.0	1. KFMQ-F	49	1. KFOR	615/37.5	
2. KFOR	43/17.6	18.2	17.5	2. KFOR	43	2. KFAB	612/19.1	
3. KLIN-F	30/12.2	8.8	8.5	3. KFAB	38	3. KLMS	506/30.0	
4. KLMS	24/ 9.8	13.5	14.5	4. KLIN-F	31	4. KFMQ-F	501/30.1	
5. KFRX-F	16/ 6.5	5.8	5.5	5. KLMS	25	5. WOW	465/18.6	
	KFAB	16/ 6.5	4.7	10.0	6. KFRX-F	22	6. KFRX-F	361/16.9
7. KLIN	15/ 6.1	3.6	5.5	7. KECK	20	7. KLIN	322/19.8	
8. KECK	14/ 5.7	5.8	6.5	8. WOW	17	8. KLIN-F	317/17.3	
9. WOW	9/ 3.7	6.9	5.0	9. KLIN	16	9. KECK	266/12.3	
10. KGOR-F	6/ 2.4	5.8	4.5	10. KGOR-F	7	10. KGOR-F	182/ 9.0	

12+ FM SHARE (METRO): 46.72% (107 of 229) (A/M 78: 42.64%)
 12+ FM SHARE (TSA) : 47.86% (120 of 280) (A/M 78: 40.75%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFMQ-F	1. KFMQ-F	1. KFMQ-F	1. KFOR	1. KFOR	1. KFOR
KFRX-F	2. KLMS	2. KFOR	2. KLIN-F	2. KLIN-F	2. KFAB
	3. KLIN-F	KLMS	3. KLMS	KFAB	3. KFMQ-F

OTHER RATED STATIONS/METRO SHARE

KHAT-F	106.3	1.2	KOIL	1290	.4
KEZO-F	92.3	.8	KSRD-F	96.9	.4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	34 (3)	76 (5)	110 (8)	48.0
MOR/AC	74 (3)	1 (1)	75 (4)	32.8
BTFL MUSIC		30 (1)	30 (1)	13.1
COUNTRY	14 (1)		14 (1)	6.1
			229 (14)	

RADIO STATIONS

KECK, 1530, 5 KW (DAYS) (DA), COUNTRY	, \$12.80	(Sav/Gates)	
KFOR, 1240, 1 KW/250 W	, MOR	ABC-I, \$22.00	(Mc-Guild) Stuart
KLIN, 1400, 1 KW/250 W	, MOR	CBS, \$13.00	(----)
KLMS, 1480, 1 KW (DA-2)	, ROCK	, \$16.50	(Buckley)
KFMQ-F, 101.9, 100 KW @ 275, ROCK	, \$16.50	(-----)	
KFRX-F, 102.7, 100 KW @ 500, ROCK (Century 21)	, \$14.25	(Mc-Guild)	Stuart
KLIN-F, 107.3, 100 KW @ 300, BTFL MUS (Bonne)	, \$16.50	(-----)	

FOR OTHER STATIONS SEE OMAHA

TV STATIONS

KOLN	Lincoln	10	CBS, Fetzer
KHAS	Hastings	5	NBC
KHGI	Kearney	13	ABC

NEWSPAPERS

Lincoln Star	M	29,920, Lee
Lincoln Journal	E	44,485, Lee

LITTLE ROCK

SRDS Market # 102
 FCC Revenue Rank # 76
 FCC Income Rank # 78
 APR 13.8
 SMSA Pop: 375,600

Revenue : \$4,063,204
 Income : \$ 345,159
 FM Rev : \$1,996,762
 FM Inc : \$ 37,789
 Comb Rev: \$6,059,966
 Comb Inc: \$ 382,948

National Rev : \$815,415
 Nat Rev per Cap: \$2.17
 Tot Rev per Cap: \$16.13
 Tot Inc per Cap: \$1.02
 Profit Margin : 6.3%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLAZ-F 65/15.5	17.4	22.0	1. KLAZ-F 168	1. KAAAY 2418/26.4
2. KSSN-F 47/11.2	----	----	2. KSSN-F 127	2. KKYK-F 2244/25.8
3. KLRA 45/10.7	10.7	13.8	3. KAAAY 124	3. KLAZ-F 2176/29.0
4. KLAZ 42/10.0	3.9	11.5	4. KKYK-F 119	4. KLRA 1312/20.8
5. KARN 39/ 9.3	8.7	7.5	5. KLRA 88	5. KSSN-F 1308/13.8
6. KAAAY 38/ 9.1	13.3	10.3	6. KEZQ-F 59	6. KARN 756/19.9
7. KKYK-F 36/ 8.6	11.8	5.8	7. KLAZ 45	7. KEZQ-F 667/14.6
8. KEZQ-F 33/ 7.9	3.1	2.3	8. KLPQ-F 44	8. KLPQ-F 626/13.3
9. KLPQ-F 29/ 6.9	8.5	11.0	9. KARN 40	9. KLAZ 590/15.5
10. KXLR 9/ 2.1	3.7	5.8	10. KXLR 18	10. KXLR 432/ 9.2

12+ FM SHARE (METRO): 53.16% (210 of 395) (A/M 78: 43.78%)
 12+ FM SHARE (TSA) : 61.84% (517 of 836) (A/M 78: 52.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLAZ	1. KLAZ-F	1. KLAZ-F	1. KLAZ-F	1. KLRA	1. KLAZ-F+
2. KLAZ-F	2. KKYK-F	2. KAAAY	2. KSSN-F	2. KEZQ-F	2. KLRA
3. KKYK-F	KLPQ-F	3. KKYK-F	3. KEZQ-F	3. KARN	3. KAAAY
4. KAAAY	4. KAAAY	4. KLPQ-F	4. KLRA	4. KSSN-F	4. KSSN-F

OTHER RATED STATIONS/METRO SHARE

KBBA	690	.5	KITA	1440	1.2
KGMR	1500	.5	KSOH	1050	.7

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	38 (1)	130 (3)	168 (4)	42.5
COUNTRY	58 (4)	47 (1)	105 (5)	26.6
BTFL MUSIC	39 (1)	33 (1)	72 (2)	18.2
BLACK/DISCO	42 (1)		42 (1)	10.6
UNKNOWN	5 (1)		5 (1)	1.3
RELIGION	3 (1)		3 (1)	0.8
			395 (14)	

RADIO STATIONS

KAAAY, 1090, 50 KW (DA-N)	, ROCK	ABC-C, \$32.75	(Katz)	Multimedia
KARN, 920, 5 KW (DA-N)	, BTFL MUS (TM)	NBC, \$24.00	(Blair)	
KLAZ, 1250, 1 KW/500 W (DA-N)	, BLACK/DISCO	, \$22.00	(Torbet)	Ron Curtis
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$18.50	(Buckley)	
KXLR, 1150, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E, MBS, \$14.00	(Selcom)	Starr/Shamrock
KEZQ-F, 100.3, 76 KW @ 295,	BTFL MUS (FM-100)	, \$29.00	(Christal)	Security
KKYK-F, 103.7, 100 KW @ 1510,	CONTEMP	, \$24.00	(Blair)	
KLAZ-F, 98.5, 100 KW @ 880,	CONTEMP/AC	, \$40.00	(Torbet)	Ron Curtis
KLPQ-F, 94.1, 100 KW @ 770,	AOR (Burk-Abr)	, \$16.25	(Katz)	Multimedia
KSSN-F, 95.7, 100 KW @ 1000,	COUNTRY (TM)	, \$13.50	(Eastman)	

TV STATIONS

KARK	Little Rock	4	NBC, Combined/Gannett	KATV	Little Rock	7	ABC, Leake
KTHV	Little Rock	11	CBS, Arkansas Democrat				

NEWSPAPERS

Little Rock Arkansas Democrat	E	56,417
Little Rock Arkansas Gazette	M	134,016

LOS ANGELES

SRDS Market # 3; ADI # 2
 FCC Revenue Rank # 1
 FCC Income Rank # 1
 APR 17.2
 SMSA Pop: 6,890,200

Revenue : \$73,028,728
 Income : \$13,353,610
 FM Rev : \$24,239,092
 FM Inc : \$ 5,870,821
 Comb Rev : \$97,267,820
 Comb Inc : \$19,224,431

National Rev : \$30,017,473
 Nat Rev per Cap : \$4.36
 Tot Rev per Cap : \$14.12
 Tot Inc per Cap : \$2.79
 Profit Margin : 19.8%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KABC 1130/8.9	6.5	8.6	1. KABC 1225	1. KABC 15304/18.6
2. KMET-F 739/5.8	4.9	3.6	2. KMET-F 902	2. KNX 14332/14.3
3. KBIG-F 700/5.5	6.0	6.6	3. KBIG-F 797	3. KFI 12834/ 8.8
4. KNX 536/4.2	4.3	4.5	4. KNX 728	4. KFVB 12229/15.6
5. KJOI-F 505/4.0	5.3	4.9	5. KFI 591	5. KMET-F 10697/11.7
6. KFVB 472/3.7	4.2	4.5	6. KRTH-F 529	6. KBIG-F 10488/11.7
7. KMPC 463/3.7	3.1	3.4	7. KJOI-F 526	7. KRTH-F 10222/11.1
8. KRLA 437/3.5	2.6	2.4	8. KMPC 515	8. KMPC 10093/12.0
9. KRTH-F 420/3.3	3.0	2.5	9. KFVB 495	9. KTNQ 8248/ 9.4
10. KUTE-F 395/3.1	2.6	2.6	10. KRLA 456	10. KJOI-F 8142/10.4
11. KALI 368/2.9	1.9	1.2	11. KLAC 432	11. KLOS-F 7435/ 8.4
12. KLAC 357/2.8	3.9	2.6	12. KUTE-F 424	12. KRLA 7340/ 9.0
13. KLOS-F 327/2.6	2.4	2.8	13. KOST-F 382	13. KHJ 7109/ 9.0
14. KDAY 312/2.5	2.5	2.1	14. KLOS-F 373	14. KLAC 6620/ 6.9
15. KTNQ 308/2.4	2.1	2.4	15. KALI 368	15. KIIS-F 6620/ 6.9
16. KOST-F 302/2.4	3.3	2.5	16. KTNQ 359	16. KNX-F 6277/ 6.4
17. KNX-F 273/2.2	3.1	2.6	17. KNX-F 355	17. KUTE-F 6113/ 7.4
KIIS-F 273/2.2	2.1	2.1	18. KIIS-F 327	18. KOST-F 5610/ 6.1
19. KHJ 271/2.1	2.7	3.6	19. KDAY 318	19. KIQQ-F 5575/ 6.7
20. KFI 267/2.1	2.6	2.7	20. XTRA 305	20. XTRA 4808/ 3.0

12+ FM SHARE (METRO): 48.88% (5731 of 11725) (A/M 78: 45.93%)
 12+ FM SHARE (TSA) : 48.05% (6509 of 13545) (A/M 78: 46.19%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KMET-F	1. KMET-F	1. KMET-F	1. KABC	1. KABC	1. KABC
2. KUTE-F	2. KRTH-F	2. KABC	2. KBIG-F	2. KBIG-F	2. KNX
3. KTNQ	3. KRLA	3. KBIG-F	3. KMPC	3. KJOI-F	3. KFI
4. KDAY	4. KLOS-F	4. KRTH-F	4. KRLA	4. KFVB	4. KFVB
5. KRLA	5. KUTE-F	5. KRLA	5. KFVB	5. KNX	5. KMET-F
6. KLOS-F	6. KNX-F	6. KALI	6. KRTH-F	6. KMPC	6. KBIG-F
7. KHJ	7. KALI	7. KUTE-F	7. KJOI-F	7. KLAC	7. KMPC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1456 (6)	2385 (8)	3841 (14)	32.8
NEWS/INFO/TALK	2138 (3)		2138 (3)	18.2
BTFL MUSIC	146 (1)	1638 (4)	1784 (5)	15.2
DISCO/BLACK	390 (2)	868 (4)	1258 (6)	10.7
SPANISH	531 (2)	332 (2)	863 (4)	7.4
MOR	700 (4)	40 (1)	740 (5)	6.3
COUNTRY	357 (1)	108 (1)	465 (2)	4.0
CLASSICAL	115 (1)	141 (1)	256 (2)	2.2
JAZZ		219 (1)	219 (1)	1.9
UNKNOWN	119 (1)		119 (1)	1.0
RELIGION	42 (1)		42 (1)	0.4
			<u>11725 (44)</u>	

LOS ANGELES ADI

OTHER STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KABC	1. KABC	1. KFWB
2. KMET-F	2. KNX	2. KALI
3. KBIG-F	3. KFWB	3. KABC
4. KNX	4. KFI	4. KLAC
5. KJOI-F	5. KMET-F	5. KBIG-F
6. KRTH-F	6. KBIG-F	6. KNX
7. KMPC	7. KRTH-F	7. KMET-F
8. KFI	8. KMPC	8. KJOI-F
9. KFWB	9. KJOI-F	9. KRLA
10. KRLA	10. KTNQ	10. KWKW
11. KUTE-F	11. KRLA	
12. KLAC	12. KLOS-F	
13. KOST-F	13. KHJ	
14. KALI	14. KIIS-F	
15. KLOS-F	15. KLAC	

KACE-F	103.9	.5
KEZY	1190	.6
KEZY-F	95.9	.3
KFAC	1330	.9
KFAC-F	92.3	1.1
KGER	1390	.3
KGRB	900	.9
KHTZ-F	97.1	.9
KIEV	870	.7
KIIS	1150	.8
KIQQ-F	100.3	1.8
KJLH-F	102.3	1.1
KKGO-F	105.1	1.7
KKTT	1230	.6
KLVE-F	107.5	1.5
KNOB-F	97.9	1.0
KPOL	1540	.7
KROQ-F	106.7	1.2
KWIZ	1480	.5
KWIZ-F	96.7	.3
KWKW	1300	1.3
KWST-F	105.9	1.3
KZLA-F	93.9	1.6
XTRA	690	1.2

ADI FM SHARE: 48.95% (6463 of 13202) (A/M 78: 47.22%)

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I, \$166.25	(Katz)	ABC
KALI, 1430, 5 KW (DA-2)	, SPANISH	, \$ 42.50	(UBC)	United
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 79.12	(Howard)	Rollins
KFI, 640, 50 KW (Clear)	, CONTEMP/AC	ABC-E, \$131.60	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	, \$121.88	(RAR)	Westinghouse
KHJ, 930, 5 KW (DA-N)	, ROCK	, \$145.00	(RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$ 98.00	(?) EAST	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, MOR	, \$116.94	(MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$120.63	(CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, ROCK	, \$ 98.50	(P/W)	
KTNQ, 1020, 50 KW (DA-1)	, ROCK	, \$ 74.00	(---)	Storer
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 48.25	(Lotus)	Lotus
XTRA, 690, 50 KW	, BTFL MUSIC	, \$ 46.00	(Buckley)	

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800	, BTFL MUS (Bonne)	, \$135.00	(Torbet)	Bonneville
KIIS-F, 102.7, 8 KW @ 2790	, DISCO	, \$124.38	(Eastman)	Combined
KJOI-F, 98.7, 75 KW @ 1833	, BTFL MUS (Schulke)	, \$153.75	(Selcom)	LA Coke
KIQQ-F, 100.3, 58 KW @ 1180	, CONTEMP	, \$ 72.00	(Masla)	Outlet
KLOS-F, 95.5, 68 KW @ 2920	, AOR	ABC-F, \$111.75	(Katz)	ABC
KMET-F, 94.7, 58 KW @ 2835	, AOR	, \$175.00	(?) EASTMAN	Metromedia
KNX-F, 93.1, 54 KW @ 2870	, SOFT ROCK	, \$100.00	(CBS FM)	CBS
KOST-F, 103.5, 13 KW @ 3100	, BTFL MUS (FM-100)	, \$ 67.50	(Christal)	Cox
KRTH-F, 101.1, 58 KW @ 2930	, OLDIES/AC	, \$101.25	(RKO)	RKO
KUTE-F, 101.9, .7 KW @ 2860	, DISCO	, \$ 87.12	(HR/Stone)	Inner City

TV STATIONS

KABC	LA	7	ABC, ABC	KNBC	LA	4	NBC, NBC
KBSC	Corona	52	IND	KNXT	LA	2	CBS, CBS
KCOP	LA	13	IND, Chris Craft	KSCI	San Bern.	18	IND
KHJ	LA	9	IND, RKO	KTLA	LA	5	IND, Golden West
KMEX	LA	34	IND, SIN	KTTV	LA	11	IND, Metromedia
				KWHY	LA	22	IND

NEWSPAPERS

Los Angeles Times	M	1,038,942	Times Mirror
LA Herald-Exam	E	303,320	Hearst
			Santa Ana Reg. ME 205,957
			Freedom

LOUISVILLE

SRDS Market # 42; ADI # 43
 FCC Revenue Rank # 36
 FCC Income Rank # 52
 APR 14.1
 SMSA Pop: 890,000

Revenue : \$ 7,855,539
 Income : \$ 680,541
 FM Rev : \$ 2,233,750
 FM Inc : \$ -18,308
 Comb Rev: \$10,089,289
 Comb Inc: \$ 662,233

National Rev : \$1,917,422
 Nat Rev per Cap: \$2.15
 Tot Rev per Cap: \$11.34
 Tot Inc per Cap: \$.74
 Profit Margin : 6.6%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WAVE 143/14.0	8.3	13.0	1. WHAS 189	1. WHAS 3710/29.2
2. WLRS-F 139/13.6	13.7	9.2	2. WQHI-F 168	2. WAKY 3159/27.0
3. WHAS 109/10.7	10.8	9.5	3. WAVE 159	3. WQHI-F 2629/21.7
4. WQHI-F 86/ 8.4	11.0	9.0	4. WLRS-F 158	4. WAVE 2308/28.6
5. WAKY 83/ 8.1	9.4	10.2	5. WAMZ-F 125	5. WKLO 1873/21.1
6. WKLO 71/ 7.0	5.4	8.1	6. WAKY 124	6. WLRS-F 1869/22.6
7. WLOU 67/ 6.6	8.3	6.2	7. WKLO 80	7. WAMZ-F 1682/12.4
8. WVEZ-F 63/ 6.2	5.7	8.5	8. WVEZ-F 77	8. WVEZ-F 1024/11.3
9. WAMZ-F 57/ 5.6	5.9	4.9	9. WLOU 67	9. WINN 966/11.7
10. WINN 51/ 5.0	8.6	5.7	10. WINN 53	10. WCSN-F 775/ 8.5
11. WCSN-F 35/ 3.4	4.1	5.9	11. WCSN-F 45	11. WLOU 653/ 9.1
12. WZZX-F 21/ 2.1	---	---	12. WTMT 42	12. WZZX-F 636/ 8.0

12+ FM SHARE (METRO): 42.76% (419 of 980) (A/M 78: 41.72%)

12+ FM SHARE (TSA) : 45.52% (615 of 1351) (A/M 78: 41.88%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLRS-F	1. WLRS-F	1. WLRS-F	1. WHAS	1. WAVE	1. WHAS
2. WQHI-F	2. WQHI-F	2. WHAS	2. WAVE	2. WHAS	2. WAVE
3. WAKY	3. WAKY	3. WQHI-F	3. WLRS-F	3. WVEZ-F	3. WAKY
4. WLOU	4. WHAS	4. WAKY	4. WAKY	4. WAMZ-F	4. WQHI-F
5. WKLO	5. WKLO	5. WAVE	5. WAMZ-F	5. WCSN-F	5. WLRS-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	154 (2)	246 (3)	400 (5)	40.8
MOR/AC	252 (2)	12 (1)	264 (3)	26.9
COUNTRY	70 (2)	57 (1)	127 (3)	13.0
BTFL MUSIC		98 (2)	98 (2)	10.0
BLACK/DISCO	67 (1)		67 (1)	6.8
RELIGION	18 (2)		18 (2)	1.8
UNKNOWN		6 (1)	6 (1)	0.6
			<u>980 (17)</u>	

LOUISVILLE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WHAS	1. WHAS	1. WAVE	WFIA	900	1.4
2. WQHI-F	2. WAKY	2. WHAS	WNUU-F	103.1	1.2
3. WAVE	3. WQHI-F	3. WLRS-F	WOBS	1570	.4
4. WLRS-F	4. WAVE	4. WAKY	WTMT	620	1.9
5. WAKY	5. WLRS-F	5. WKLO	WXLN-F	103.9	.6
6. WAMZ-F	6. WKLO	6. WINN			
7. WKLO	7. WAMZ-F	7. WLOU			
8. WVEZ-F	8. WVEZ-F	8. WVEZ-F			
9. WLOU	9. WINN	WAMZ-F			
10. WINN	10. WCSN-F	10. WQHI-F			
11. WCSN-F	11. WLOU				
12. WTMT	12. WZZX-F				
13. WZZX-F	13. WTMT				
14. WMTL+	14. WFIA				
15. WFIA	15. WLW				

ADI FM SHARE: 45.68% (650 of 1423) (A/M 78: 41.21%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), CONTEMP/AC	, \$40.63 (MMR)	Multimedia
WAVE, 970, 5 KW (DA-N), MOR/AC	NBC, \$32.75 (Katz)	Orion
WFIA, 900, 1 KW (DAYS), RELIGION	, \$ 6.40 (-----)	
WHAS, 840, 50 KW (Clear), MOR	CBS, \$50.00 (Blair)	
WINN, 1240, 1 KW/250 W, COUNTRY	ABC-E, \$32.00 (Torbet)	Bluegrass
WKLO, 1080, 10 KW/1 KW (DA-2), ROCK	ABC-C, \$35.55 (Eastman)	Great Trails
WLOU, 1350, 5 KW (DAYS), BLACK	MBN,NBN, \$30.33 (Howard)	
WTMT, 620, 500 W (DAYS), COUNTRY	, \$13.00 (Masla)	
WMTL+, 1580, 250 W (DAYS), RELIG/COUNTRY	, \$ 2.50 (Regional)	(LEITCHFIELD)

WLW - see Cincinnati

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	, \$32.50 (Blair)	
WCSN-F, 99.7, 20 KW @ 720, BTFL MUS (Bonne)	, \$16.00 (Eastman)	Great Trails
WLRS-F, 102.3, 3 KW @ 300, AOR (Burk-Abr)	ABC-F, \$34.00 (Christal)	Ken Tech Inst
WQHI-F, 95.7, 34 KW @ 580, ROCK (TM)	, \$44.00 (Mc-Guild)	
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$22.00 (Torbet)	Stoner
WZZX-F, 101.7, 3 KW @ 300, ROCK	, \$16.00 (Masla)	

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Combined/Gannett

NEWSPAPER

Louisville Courier-Journal, Times ME 370,003

LUBBOCK

SRDS Market # 163
 FCC Revenue Rank # 93
 FCC Income Rank # 87
 APR 16.0
 SMSA Pop: 213,200

Revenue : \$3,368,701
 Income : \$ 300,748
 FM Rev : \$ 478,961
 FM Inc : \$ 56,691
 Comb Rev: \$3,847,662
 Comb Inc: \$ 357,439

National Rev : \$421,058
 Nat Rev per Cap: \$1.97
 Tot Rev per Cap: \$18.05
 Tot Inc per Cap: \$1.68
 Profit Margin : 9.3%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KTEZ-F	35/12.9	11.8	9.9	1. KLLL-F 63	1. KSEL 986/29.9
2. KLLL-F	34/12.5	5.9	9.9	2. KSEL 59	2. KSEL-F 780/26.6
3. KEND	31/11.4	10.6	13.7	3. KSEL-F 49	3. KLLL-F 597/19.6
	KSEL 31/11.4	15.7	9.4	4. KTEZ-F 48	4. KFYO 529/16.4
5. KSEL-F	27/10.0	10.6	2.6	5. KEND 36	5. KTEZ-F 484/16.0
6. KLLL	20/ 7.4	3.9	6.0	6. KFYO 30	6. KEND 476/23.0
7. KLBK-F,	17/ 6.3	7.8	7.3	7. KLLL 29	7. KLBK-F 434/16.7
	KFYO 17/ 6.3	9.4	11.2	KLBK-F 29	8. KLBK 406/20.5
9. KLFB	14/ 5.2	3.1	4.7	9. KLBK 17	9. KLLL 354/13.8
10. KLBK	12/ 4.4	8.6	11.6	10. KLFB 14	10. KRLB 163/ 6.3

12+ FM SHARE (METRO): 47.45% (121 of 255) (A/M 78: 42.56%)
 12+ FM SHARE (TSA) : 50.26% (197 of 392) (A/M 78: 46.72%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KSEL	1. KLLL-F	1. KLLL-F	1. KTEZ-F	1. KTEZ-F	1. KLLL-F+
2. KSEL-F	2. KSEL-F	2. KTEZ-F	2. KLLL-F	2. KLLL-F	2. KSEL
	3. KSEL	3. KEND	3. KEND	3. KEND	3. KEND

OTHER RATED STATIONS/METRO SHARE

KJAK-F 92.7 .7 KRLB 580 3.3 KWGO-F 99.5 2.2

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	43 (2)	44 (2)	87 (4)	34.1
COUNTRY	51 (2)	34 (1)	85 (3)	33.3
BTFM MUSIC		35 (1)	35 (1)	13.7
MOR/AC	26 (2)		26 (2)	10.2
SPANISH	14 (1)	6 (1)	20 (2)	7.8
RELIGION		2 (1)	2 (1)	0.8
			<u>255 (13)</u>	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2), COUNTRY, \$ 7.25 (Howard)
 KFYO, 790, 5 KW/1 KW (DA-2), MOR, CBS, \$15.00 (Buckley)
 KLBK, 1340, 1 KW/250 W, ROCK, ABC-C, \$14.75 (Selcom) Grayson
 KLFB, 1420, 500 W (DAYS), SPANISH, \$ 9.00 (Sav/Gates)
 KLLL, 1460, 1 KW (DAYS), COUNTRY, NBC, \$ 8.00 (Eastman)
 KSEL, 950, 5 KW/500 W (DA-2), ROCK, \$15.00 (Mc-Guild)
 KLBK-F, 94.5, 100 KW @ 750, SOFT ROCK, \$14.75 (Selcom) Grayson
 KLLL-F, 96.3, 100 KW @ 580, COUNTRY, MBS, \$10.00 (Eastman)
 KSEL-F, 93.7, 100 KW @ 736, ROCK (TM), \$15.00 (Mc-Guild)
 KTEZ-F, 101.1, 59 KW @ 862, BTFM MUS, \$13.50 (Torbet)

TV STATIONS

KCBD Lubbock 11 NBC, Columbus (SC) State-Record
 KLBK Lubbock 13 CBS, Grayson
 KMCC Lubbock 28 ABC

NEWSPAPER

Lubbock Avalanche-Journal (M-56,804) (E-15,257)

LYNCHBURG

SRDS Market # 204
 FCC Revenue Rank # 181
 FCC Income Rank # 296
 APR 12.8
 SMSA Pop: 150,100

Revenue : \$1,474,626
 Income : \$ -183,241
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$127,262
 Nat Rev per Cap: \$.85
 Tot Rev per Cap: \$9.82
 Tot Inc per Cap: \$-1.22
 Profit Margin : ----

12+ METRO 1/4/SHARE A/M 78

1. WJJS-F	38/23.6	21.9
2. WLVA	30/18.6	22.4
3. WWOD	21/13.0	7.3
4. WGOL-F	18/11.2	5.7
5. WPVR-F	11/ 6.8	8.3
6. WSLQ-F	8/ 5.0	7.8
7. WLLL	7/ 4.3	6.8
WLRG-F	7/ 4.3	1.6
9. WBRG	6/ 3.7	4.7
10. WWOD-F	2/ 1.2	4.2

12+ TSA 1/4

1. WJJS-F	47
2. WSLQ-F	34
3. WLVA	30
4. WWOD	23
5. WGOL-F	20
6. WPVR-F	17
7. WLRG-F	14
8. WFLO	13
WLLL	13
10. WBRG	6

12+ TSA CUME/MSA CUME RAT

1. WLVA	548/41.2
2. WSLQ-F	466/13.0
3. WGOL-F	326/21.7
4. WJJS-F	325/21.6
5. WLLL	281/12.3
6. WPVR-F	238/14.2
7. WWOD	216/16.2
8. WFLO	161/ 1.5
9. WLRG-F	146/ 7.6
10. WBRG	140/10.7

12+ FM SHARE (METRO): 55.63% (84 of 151) (A/M 78: 53.04%)
 12+ FM SHARE (TSA) : 61.67% (140 of 227) (A/M 78: 58.51%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WJJS-F	1. WJJS-F	1. WJJS-F	1. WLVA	1. WLVA	1. WLVA
2. WGOL-F	2. WLVA	2. WLVA	2. WJJS-F	2. WJJS-F	2. WJJS-F
	3. WGOL-F	3. WGOL-F	3. WWOD	3. WWOD	3. WSLQ-F

OTHER RATED STATIONS/METRO SHARE

WLGM 1320 1.2 WFLO 870 .6

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BLACK/DISCO		38 (1)	38 (1)	25.2
ROCK/CONTEMP	7 (1)	28 (3)	35 (4)	23.2
MOR/AC	30 (1)		30 (1)	19.9
COUNTRY	28 (3)		28 (3)	18.5
BTFL MUSIC	2 (1)	18 (2)	20 (2)	13.2
			151 (12)	

RADIO STATIONS

WBRG, 1050, 1 KW (DAYS)	, COUNTRY	, \$ 6.50	(Sav-Gates)	
WLLL, 930, 5 KW (DAYS)	, CONTEMP	NBC, \$ 8.80	(Market 4)	
WLVA, 590, 1 KW (DA-2)	, MOR/AC	ABC-I, \$12.05	(PRO)	
WWOD, 1390, 5 KW/1 KW (DA-N)	, COUNTRY	MBS, \$12.00	(Walton)	Bahakel
WFLO, 870, 1 KW (DAYS)	, COUNTRY	, \$ 5.00	(-----)	(FARMVILLE)
WGOL-F, 98.3, 3 KW @ 248	, ROCK (TM)	, \$ 9.80	(Market 4)	
WJJS-F, 101.7, 3 KW @ 300	, BLACK/DISCO	, \$11.94	(Howard)	
WWOD-F, 100.1, 3 KW @ 155	, CONTEMP	MBS, \$12.63	(Walton)	Bahakel

FOR OTHER STATIONS SEE ROANOKE

FOR TV AND NEWSPAPER INFO SEE ROANOKE

MACON

SRDS Market # 151
 FCC Revenue Rank # 136
 FCC Income Rank # 210
 APR 15.3
 SMSA Pop: 244,200

Revenue : \$2,077,356
 Income : \$ 30,912
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$380,182
 Nat Rev per Cap: \$1.56
 Tot Rev per Cap: \$8.51
 Tot Inc per Cap: \$.13
 Profit Margin : 1.5%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WMAZ-F	50/16.9	17.5	14.9	1. WMAZ-F	109,	1. WMAZ-F	1688/37.4
2. WDDO	43/14.6	6.0	17.2	2. WMAZ	58	2. WMAZ	886/32.1
3. WMAZ	39/13.2	18.6	14.9	3. WDEN-F	46	3. WDEN-F	550/15.8
4. WIBB	26/ 8.8	8.4	12.3	4. WDDO	44	4. WCRY-F	507/13.8
WDEN-F	26/ 8.8	9.5	6.8	5. WCRY-F	41	5. WDDO	415/20.7
6. WCRY-F	24/ 8.1	9.1	6.8	6. WIBB	32	6. WIBB	398/17.6
7. WRBN-F	17/ 5.8	3.5	2.6	7. WNEX	19	7. WNEX	386/18.8
8. WBML	16/ 5.4	2.5	4.5	8. WRBN-F	18	8. WRBN-F	284/12.5
9. WNEX	15/ 5.1	5.6	6.5	9. WFDR-F	17	9. WFDR-F	227/ 5.4
10. WFDR-F	6/ 2.0	4.2	1.3	10. WBML	16	10. WKLS-F	196/ 4.2

12+ FM SHARE (METRO): 47.23% (128 of 271) (A/M 78: 50.37%)
 12+ FM SHARE (TSA) : 58.13% (243 of 418) (A/M 78: 64.15%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDDO	1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WMAZ	1. WMAZ-F
2. WMAZ-F	2. WDDO	2. WDDO	2. WDEN-F	2. WDEN-F	2. WMAZ
3. WRBN-F		3. WDEN-F	WMAZ	3. WCRY-F	

OTHER RATED STATIONS/METRO SHARE

WDEN 1500 1.4 WKLS-F 96.1 1.7

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	15 (1)	72 (3)	87 (4)	32.1
BLACK/DISCO	69 (2)	6 (1)	75 (3)	27.7
MOR/AC	39 (1)		39 (1)	14.4
COUNTRY	4 (1)	26 (1)	30 (2)	11.1
BTFL MUSIC		24 (1)	24 (1)	8.9
RELIGION	16 (1)		16 (1)	5.9
			271 (12)	

RADIO STATIONS

WBML, 900, 250 W (DAYS) , RELIGION , \$15.00 (Sav/Gates)
 WDDO, 1240, 1 KW/250 W , BLACK/DISCO NBN, \$14.70 (HR/Stone)
 WIBB, 1280, 5 KW (DAYS) , BLACK , \$12.00 (Dora-Clay)
 WMAZ, 940, 50 KW/10 KW (DA-N),MOR/AC CBS, \$24.25 (Katz) Multimedia
 WNEX, 1400, 1 KW/250 W , ROCK ABC-C, \$10.25 (Media South)
 WCRY-F, 107.9, 100 KW @ 700, BTFL MUS (TM) , \$14.70 (HR/Stone)
 WDEN-F, 105.3, 50 KW @ 300, COUNTRY , \$ 9.54 (Torbet)
 WMAZ-F, 99.1, 100 KW @ 662, ROCK (Drake-Chen) , \$24.25 (Katz) Multimedia
 WRBN-F, 101.7, 3 KW @ 205, CONTEMP , \$ 8.00 (Carpenter) (WARN-ROBBINS)
 WFDR-F, 93.3, 61 KW @ 488, BLACK NBN,MBN, \$24.00 (Carpenter) (MANCHESTER)

WKLS - see Atlanta

TV STATIONS

WCWB Macon 41 NBC
 WMAZ Macon 13 CBS,ABC, Multimedia

NEWSPAPERS

Macon News E 23,847, Knight-Ridder
 Macon Telegraph M 52,118, Knight-Ridder

MADISON

SRDS Market # 115
 FCC Revenue Rank # 81
 FCC Income Rank # 32
 APR 16.4
 SMSA Pop: 315,800

Revenue : \$3,763,392
 Income : \$ 972,541
 FM Rev : \$ 955,031
 FM Inc : \$ 249,466
 Comb Rev: \$4,718,423
 Comb Inc: \$1,222,007

National Rev : \$662,916
 Nat Rev per Cap: \$2.10
 Tot Rev per Cap: \$14.94
 Tot Inc per Cap: \$3.87
 Profit Margin : 25.9%

12+ METRO 1/4/SHARE A/M 78 A/M 77				12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WTSC	78/18.0	12.6	17.5	1. WTSC	107	1. WZEE-F	1178/21.7
2. WIBA	55/12.7	11.2	16.3	2. WZEE-F	84	2. WTSC	1092/28.3
3. WISM	45/10.4	8.4	11.6	3. WLVE-F	78	3. WISM	1044/31.5
4. WYXE-F	35/ 8.1	8.4	1.5	4. WIBA	55	4. WLVE-F	793/16.6
5. WIBA-F	32/ 7.4	7.3	5.2	5. WISM	53	5. WIBA	748/27.4
WZEE-F	32/ 7.4	13.6	11.4	6. WYXE-F	38	6. WYXE-F	597/20.2
7. WLVE-F	29/ 6.7	5.2	3.5	WIBA-F	38	7. WLS	586/ 5.9
8. WISM-F	20/ 4.6	6.3	6.2	8. WISM-F	24	8. WISM-F	557/18.4
9. WWQM	17/ 3.9	1.9	5.7	9. WLS	19	9. WGN	404/ 5.6
10. WWQM-F	14/ 3.2	3.5	4.0	10. WGN	18	10. WIBA-F	381/12.9

12+ FM SHARE (METRO): 44.44% (168 of 378) (A/M 78: 56.75%)

12+ FM SHARE (TSA) : 50.52% (291 of 576) (A/M 78: 55.56%)

TEENS		18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZEE-F	1. WYXE-F	1. WTSC	1. WTSC	1. WTSC	1. WTSC	1. WTSC
2. WYXE-F	2. WISM	2. WISM	2. WISM	2. WIBA	2. WIBA	2. WIBA
WISM	3. WIBA-F	3. WYXE-F	WIBA	3. WLVE-F	3. WZEE-F	3. WZEE-F

OTHER RATED STATIONS/METRO SHARE

WNWC-F	102.5	.5	WFAW-F	107.3	.9	WLS	890	.5
WBRM	780	.9	WGN	720	1.6	WMAQ	670	.5

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	64 (3)	113 (4)	177 (7)	46.8
COUNTRY	80 (2)		80 (2)	21.2
MOR/AC	62 (2)	20 (1)	82 (3)	21.7
BTFL MUSIC		33 (2)	33 (2)	8.7
NEWS/INFO/TALK	4 (1)		4 (1)	1.1
RELIGION		2 (1)	2 (1)	0.5
			378 (16)	

RADIO STATIONS

WIBA, 1310, 5 KW (DA-N), MOR	CBS, \$14.50 (Selcom)	Des Moines Reg
WISM, 1480, 5 KW (DA-2), CONTEMP	, \$23.88 (Mc-Guild)	Midwest Fam
WTSC, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$19.19 (Torbet)	Midcontinent
WWQM, 1550, 5 KW (DAYS) (DA), OLDDIES/ROCK	ABC-C, \$ 9.50 (PRO)	McKenna

WLS, WGN - see Chicago

WIBA-F, 101.5, 50 KW @ 470, AOR	, \$12.20 (Selcom)	Des Moines Reg
WISM-F, 98.1, 20 KW @ 350, MOR/AC	, \$21.62 (Mc-Guild)	Midwest Family
WLVE-F, 94.9, 37 KW @ 1300, BTFL MUS (Bonne)	, \$17.50 (Market 4)	
WWQM-F, 106.3, 1.8 KW @ 380, ROCK (TM)	, \$ 9.00 (PRO)	McKenna
WYXE-F, 92.1, 3 KW @ 300, AOR (Burk-Abr)	, \$15.75 (Masla)	
WZEE-F, 104.1, 6 KW @ 1120, ROCK (Drake-Chen)	, \$20.00 (Torbet)	Midcontinent

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC
WMTV	Madison	15	NBC, Forward

NEWSPAPERS			
	Madison Capitol Times	E	34,581
	Wisconsin State Journal	M	73,413
	Madison Press Connection	M	9,797

MANCHESTER

SRDS Market # 201
 FCC Income Rank # 149
 FCC Income Rank # 235
 APR 14.0
 SMSA Pop: 154,500

Revenue : \$1,892,899
 Income : \$ 3,100
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$374,344
 Nat Rev per Cap: \$2.42
 Tot Rev per Cap: \$12.25
 Tot Inc per Cap: \$.02
 Profit Margin : .016%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WGIR	29/16.8	15.9	10.0	1. WBZ	44	1. WBZ	670/12.1
2. WKBR	19/11.0	11.1	14.7	2. WGIR	42	2. WGIR	645/34.6
WFEA	19/11.0	10.6	11.1	3. WCOZ-F	33	3. WFEA	601/32.7
4. WZID-F	15/ 8.7	9.7	13.7	4. WCGY-F	32	4. WCGY-F	581/17.1
5. WCGY-F	12/ 6.9	5.8	6.3	5. WFEA	27	5. WRKO	499/13.7
6. WCOZ-F	10/ 5.8	5.3	3.2	6. WVBF-F	20	6. WGIR-F	370/14.8
7. WGIR-F	7/ 4.0	3.4	4.2	7. WKBR	19	7. WCOZ-F	337/10.3
WOKQ-F	7/ 4.0	1.4	---	8. WGIR-F	18	8. WZID-F	336/19.2
9. WRKO	6/ 3.5	1.9	6.8	WRKO	18	9. WKBR	316/25.5
WBZ	6/ 3.5	4.3	5.3	10. WZID-F	17	10. WSSH-F	303/ 7.0

12+ FM SHARE (METRO): 49.68% (78 of 157) (A/M 78: 52.55%)
 12+ FM SHARE (TSA) : 57.75% (205 of 355) (A/M 78: 57.37%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFEA	1. WFEA	1. WFEA	1. WGIR	1. WGIR	1. WGIR
2. WCGY-F	WCOZ-F	2. WGIR	2. WKBR	2. WKBR	WBZ
3. WVBF-F	3. WCGY	WCGY-F	3. WFEA	3. WZID-F	3. WFEA

OTHER RATED STATIONS/METRO SHARE

WAAF-F	107.3	.6	WHAV-F	92.5	1.2	WROR-F	98.5	2.9
WBCN-F	104.1	2.9	WHOM-F	94.9	.6	WSSH-F	99.5	2.3
WEEI-F	103.3	.6	WJIB-F	96.9	1.7	WVBF-F	105.7	2.9

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	25 (2)	46 (8)	71 (10)	45.2
MOR/AC	54 (3)		54 (3)	34.4
BTFL MUSIC		23 (4)	23 (4)	14.6
COUNTRY		7 (1)	7 (1)	4.5
UNKNOWN		2 (1)	2 (1)	1.3
			<u>157 (19)</u>	

AM STATIONS

WFEA, 1370, 5 KW (DA-1)	, CONTEMP/AC	ABC-C, \$19.50	(Mc-Guild)	Ocean Coast
WGIR, 610, 5 KW/1 KW (DA-2),	MOR	NBC, \$14.25	(Knight)	Knight
WKBR, 1250, 5 KW (DA-2)	, MOR	, \$16.00	(Torbet)	

FM STATIONS

WGIR-F, 101.1, 9.6 KW @ 920,	SOFT ROCK (Bonne)	, \$12.25	(Knight)	Knight
WZID-F, 95.7, 10.5 KW @ 930,	BTFL MUS (TM)	, \$14.50	(Torbet)	Good Neighbor
WOKQ-F, 97.5, 50 KW @ 290,	COUNTRY	, \$11.75	(Kadetsky)	(DOVER)

TV STATION

WMUR Manchester 9 ABC, United

NEWSPAPER

Manchester Union Leader AD 64,927

McALLEN-BROWNSVILLE

SRDS Market # 145
 FCC Revenue Rank # 182
 FCC Income Rank # 280
 APR 16.8
 SMSA Pop: 255,400

Revenue : \$1,474,353
 Income : \$ -95,745
 FM Rev : \$ 615,438
 FM Inc : \$ -88,467
 Comb Rev: \$2,089,791
 Comb Inc: \$ -184,212

National Rev : \$184,364
 Nat Rev per Cap: \$.72
 Tot Rev per Cap: \$8.18
 Tot Inc per Cap: \$-.72
 Profit Margin : ----

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KGBT	209/38.7	32.2	31.9	1. KGBT	221	1. KGBT	1589/45.8
2. KBFM-F	61/11.3	3.3	5.5	2. KBFM-F	66	2. KRIO	1167/31.6
3. KRGV	47/ 8.7	16.1	21.5	3. KRIO	61	3. KRGV	934/25.5
	KRIO	47/ 8.7	16.5	4. KRGV	55	4. KBFM-F	792/22.7
5. KELT-F	27/ 5.0	3.5	3.8	5. KELT-F	33	5. KELT-F	353/ 9.2
6. KIWW-F	21/ 3.9	1.7	---	6. KIWW-F	23	6. KDUV-F	327/ 9.7
7. KDUV-F	17/ 3.1	2.1	2.0	7. KDUV-F	17	7. KSOX	315/ 8.2
8. KRIX-F	16/ 3.0	4.6	---	8. KRIX-F	16	8. KRIX-F	244/ 7.4
9. KBOR	11/ 2.0	---	1.1	9. KBOR	11	9. KBOR	210/ 6.5
10. KIRT	9/ 1.7	4.0	4.0	10. KIRT	10	10. KIRT	156/ 4.2

12+ FM SHARE (METRO): 31.30% (154 of 492) (A/M 78: 19.55%)
 12+ FM SHARE (TSA) : 30.81% (167 of 542) (A/M 78: 19.32%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRGV	2. KBFM-F	2. KBFM-F	2. KELT-F	2. KIWW-F	2. KBFM-F
KRIO	3. KRIO	3. KRGV	3. KIWW-F	3. KDUV-F	3. KRIO

OTHER RATED STATIONS/METRO SHARE

KESI-F	107.9	1.1	KURV	710	1.5
KQXX-F	98.5	1.1	KSOX	1240	1.3

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	218 (2)	27 (2)	245 (4)	47.9
ROCK/CONTEMP	105 (3)	77 (2)	182 (5)	37.0
COUNTRY	7 (1)	27 (1)	34 (2)	6.9
BTFL MUSIC		23 (2)	23 (2)	4.7
NEWS/INFO/TALK	8 (1)		8 (1)	1.6
			492 (14)	

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, CONTEMP	, \$ 5.50	(Riley)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$34.75	(Katz)	Tichenor
KIRT, 1580, 1 KW	, SPANISH	, \$ 9.50	(Lotus)	Gomez
KRGV, 1290, 5 KW (DA-N)	, ROCK	NBC, \$11.00	(HR/Stone)	
KRIO, 910, 5 KW (DA-2)	, CONTEMP	, \$16.25	(Mc-Guild)	
KBFM-F, 104.1, 100 KW @ 505,	ROCK	, \$ 8.38	(Torbet)	
KDUV-F, 100.3, 100 KW @ 500,	BTFL MUS (FM-100)	, \$10.00	(Milam)	
KELT-F, 94.5, 100 KW @ 800,	COUNTRY (Drake-Chen)	, \$11.25	(Katz)	Tichenor
KIWW-F, 96.1, 100 KW @ 565,	SPANISH	, \$13.50	(Sav/Gates)	
KRIX-F, 99.5, 100 KW @ 480,	CONTEMP (Radio Arts)	, \$ 9.25	(Mc-Guild)	

TV STATIONS

KGBT	Harlingen	4	CBS/NBC, Tichenor
KRGV	Weslaco	5	ABC, Manship

<u>NEWSPAPERS</u>			
Brownsville Herald	E	12,632	Freedom
McAllen Monitor	E	19,582	Freedom
Harlingen Valley Star	M	19,910	Freedom

MEDFORD

SRDS Market # 238
 FCC Revenue Rank # 195
 FCC Income Rank # 173
 APR 15.4
 SMSA Pop: 123,700

Revenue : \$1,332,957
 Income : \$ 73,516
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$190,638
 Nat Rev per Cap: \$1.54
 Tot Rev per Cap: \$10.78
 Tot Inc per Cap: \$.59
 Profit Margin : 5.5%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	KTMT-F	34/22.4	10.9	12.5	1.	KTMT-F	51	1.	KTMT-F	500/30.4	
2.	KYJC	27/17.8	21.8	28.9	2.	KAJO	29	2.	KYJC	366/36.3	
3.	KCMX	15/ 9.9	12.9	13.3	3.	KYJC	27	3.	KBOY	316/24.1	
4.	KBOY	14/ 9.2	12.2	9.4	4.	KAGI	23	4.	KCMX	253/24.7	
5.	KMED	10/ 6.6	10.9	9.4	5.	KBOY	19	5.	KBOY-F	226/20.3	
6.	KKIC-F	9/ 5.9	----	----	6.	KCMX	16	6.	KAGI	225/ 3.8	
	KBOY-F	9/ 5.9	8.8	6.3	7.	KMED	12	7.	KAJO	215/ 2.5	
8.	KSHA	8/ 5.3	8.2	7.8		KBOY-F	12	8.	KMED	185/17.5	
9.	KRVB	5/ 3.3	3.4	5.5	9.	KKIC-F	10	9.	KKIC-F	175/15.0	
10.	KAGI	4/ 2.6	---	.8	10.	KSHA	8	10.	KSHA	123/11.2	

12+ FM SHARE (METRO): 36.36% (52 of 143) (A/M 78: 20.57%)
 12+ FM SHARE (TSA) : 33.33% (73 of 219) (A/M 78: 20.48%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KBOY	1. KYJC	1. KYJC	1. KTMT-F	1. KTMT-F	1. KTMT-F
2. KYJC	2. KBOY	2. KTMT-F	2. KYJC	2. KCMX	2. KAJO
3. KBOY-F	KBOY-F	3. KBOY	3. KCMX	3. KYJC	3. KYJC

OTHER RATED STATIONS/METRO SHARE

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
KDOV 1350 2.0	KAJO 1270 1.3	KG0 810 2.0		
ROCK/CONTEMP	45 (3)	18 (2)	63 (5)	44.1
BTFL MUSIC	5 (1)	34 (1)	39 (2)	27.3
COUNTRY	23 (2)		23 (2)	16.1
MOR/AC	12 (2)		12 (2)	8.4
RELIGION	3 (1)		3 (1)	2.1
NEWS/INFO/TALK	3 (1)		3 (1)	2.1
			143 (13)	

RADIO STATIONS

KBOY, 730, 1 KW (DAYS)	, ROCK	ABC-E, \$ 8.75	(Lotus)
KCMX, 580, 1 KW (DA-2)	, COUNTRY	CBS, \$ 8.25	(PRO)
KMED, 1440, 5 KW/1 KW	, MOR	NBC, \$11.96	(Buckley)
KRVB, 1300, 5 KW (DAYS)	, BTFL MUS	MBS, \$ 5.75	(-----)
KSHA, 860, 1 KW (DAYS)	, COUNTRY	, \$ 6.00	(Lucas)
KYJC, 1230, 1 KW	, ROCK	ABC-C, \$10.59	(Torbet)
KAGI, 930, 5 KW/1 KW (DA-N)	, CONTEMP	MBS, \$ 6.00	(Masla)
KAJO, 1270, 5 KW (DAYS)	, MOR/AC	, \$ 5.00	(-----)
			(GRANTS PASS)
KBOY-F, 95.3, 3 KW @ 357,	ROCK	ABC-E, \$ 8.75	(Lotus)
KKIC-F, 101.7, 3 KW @ 287,	ROCK (Century 21)	CBS, \$ 6.19	(PRO)
KTMT-F, 93.7, 18.4 KW @ 3263,	BTFL MUS	ABC-I, \$10.68	(Buckley)

TV STATIONS

KOBI Medford 5	CBS/ABC, Cal-Oregon
KTVL Medford 10	NBC/ABC

NEWSPAPER

Medford Mail Tribune E 26,979, Ottaway

MELBOURNE-TITUSVILLE-COCOA

SRDS Market # 154
 FCC Revenue Rank # 187
 FCC Income Rank # 300
 APR 14.4
 SMSA Pop: 235,300

Revenue : \$1,396,095
 Income : \$ -270,868
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$256,292
 Nat Rev per Cap: \$1.09
 Tot Rev per Cap: \$5.93
 Tot Inc per Cap: \$-1.15
 Profit Margin : -----

12+ METRO 1/4/SHARE A/M 78 A/M 77

12+ MSA CUME/MSA CUME RAT

1. WCKS-F	75/25.8	18.6	21.8
2. WDIZ-F	33/11.3	9.6	5.3
WDBO-F	33/11.3	12.3	13.0
4. WMEL	19/ 6.5	5.0	4.9
5. WEZY-F	17/ 5.8	6.6	9.5
6. WLLV-F	15/ 5.2	4.0	3.9
7. WCWR	13/ 4.5	4.3	---
8. WORJ-F	12/ 4.1	---	---
9. WYRL-F	8/ 2.7	6.0	4.2
10. WRMF	7/ 2.4	4.7	4.6

TSA AND MSA
 ARE THE SAME

1. WCKS-F	824/40.7
2. WDBO-F	347/17.1
3. WMEL	307/15.2
4. WDIZ-F	300/14.8
5. WRMF	292/14.4
6. WEZY-F	235/11.6
7. WCWR	175/ 8.6
8. WORJ-F	163/ 8.1
9. WLLV-F	155/ 7.7
10. WMMB	149/ 7.4

12+ FM SHARE: 76.10% (207 of 272) (A/M 78: 71.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCKS-F	1. WCKS-F	1. WCKS-F	1. WCKS-F	1. WDBO-F	1. WCKS-F
2. WDIZ-F	2. WDIZ-F	2. WDIZ-F	2. WDBO-F	2. WCKS-F	2. WDBO-F
		3. WDBO-F	3. WMEL	3. WMEL	3. WMEL

OTHER RATED STATIONS/METRO SHARE

WKKO	860	1.4	WRMF-F	98.3	2.4	WDBO	580	.7
WMMB	1240	1.7	WTAI	1560	1.7	WHOO	990	1.4
WMOD	1300	.7	WWBC	1510	1.4	WHOO-F	96.5	1.4
WRKT-F	104.1	1.0						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	4 (1)	123 (4)	127 (5)	46.7
BTFL MUSIC		76 (5)	76 (5)	27.9
MOR/AC	35 (5)		35 (5)	12.9
COUNTRY	26 (4)	8 (1)	34 (5)	12.5
			272 (20)	

RADIO STATIONS

WCWR, 1350, 1 KW (DA-N)	, COUNTRY	ABC-C, \$ 7.60	(-----)
WMEL, 920, 1 KW (DA-N)	, MOR	CBS, \$ 5.50	(Masla)
WRMF, 1060, 10 KW/5 KW (DA-2),MOR		ABC-I, \$ 7.00	(Buckley)
			Elyria-Lorain Regional
WCKS-F, 101.1, 100 KW @ 500, ROCK		, \$16.00	(P/W)
WEZY-F, 99.3, 3 KW @ 300, BTFL MUS		, \$10.00	(----)
WLLV-F, 107.1, 3 KW @ 300, BTFL MUS (TM)		, \$ 5.00	(----)
WYRL-F, 102.3, 3 KW @ 239, COUNTRY		MBS, \$ 7.35	(PRO)

FOR OTHER STATIONS SEE ORLANDO

FOR TV STATIONS AND ADI INFO SEE ORLANDO

NEWSPAPER

Cocoa Today M 57,569, Gannett

MEMPHIS

SRDS Market # 43; ADI # 35
 FCC Revenue Rank # 34
 FCC Income Rank # 47
 APR 15.1
 SMSA Pop: 884,900

Revenue : \$ 8,050,490
 Income : \$ 722,379
 FM Rev : \$ 2,269,345
 FM Inc : \$ 443,509
 Comb Rev: \$10,319,835
 Comb Inc: \$ 1,165,888

National Rev : \$2,594,270
 Nat Rev per Cap: \$2.93
 Tot Rev per Cap: \$11.66
 Tot Inc per Cap: \$1.32
 Profit Margin : 11.3%

<u>12+ METRO 1/4/SHARE 0/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WMC	151/14.0	11.6	13.3	1. WMC	208	1. WHBQ	4035/26.6
2. WEZI-F	112/10.4	11.6	9.1	WMC-F	208	2. WMC-F	3070/23.7
3. WMC-F	109/10.1	6.8	6.5	3. WEZI-F	193	3. WMC	2725/24.9
4. WLOK	92/ 8.6	6.8	6.6	4. WHBQ	186	4. WDIA	2625/23.3
5. WHBQ	83/ 7.7	10.5	12.4	5. WDIA	140	5. WMPS	2265/11.8
6. WZXR-F	81/ 7.5	7.5	6.5	6. WMPS	118	6. WEZI-F	2260/17.9
WDIA	81/ 7.5	7.9	10.6	7. WZXR-F	107	7. WHRK-F	1583/16.9
8. WHRK-F	78/ 7.2	6.1	6.5	8. WHRK-F	105	8. WREC	1413/12.5
9. WQUD-F	60/ 5.6	5.2	4.8	9. WLOK	100	9. WLOK	1328/16.7
10. WMPS	41/ 3.8	3.6	5.6	10. WQUD-F	71	10. WQUD-F	1282/15.0
11. KWAM	40/ 3.7	2.8	2.5	11. KWAM	58	11. WZXR-F	1192/11.0
WREC	40/ 3.7	6.7	6.0	12. WREC	53	12. KWAM-F	549/ 5.3

12+ FM SHARE (METRO): 45.92% (484 of 1054) (A/M 78: 37.75%)
 12+ FM SHARE (TSA) : 44.54% (738 of 1657) (A/M 78: 38.24%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMC-F	1. WZXR-F	1. WMC	1. WMC	1. WEZI-F	1. WHBQ
2. WHBQ	2. WMC-F	2. WMC-F	2. WEZI-F	2. WMC	2. WMC
3. WLOK	3. WMC	3. WZXR-F	3. WLOK	3. WDIA	3. WEZI-F
4. WZXR-F	4. WHBQ	4. WLOK	4. WQUD-F	4. WLOK	4. WMC-F
5. WHRK-F	WHRK-F	5. WHBQ	5. WDIA	5. WMPS	5. WDIA

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	83 (1)	273 (4)	356 (5)	33.8
BLACK/DISCO	173 (2)	78 (1)	251 (3)	23.8
COUNTRY	192 (2)	21 (1)	213 (3)	20.2
BTFL MUSIC		112 (1)	112 (1)	10.6
RELIGION	44 (2)		44 (2)	4.2
MOR/AC	40 (1)		40 (1)	3.8
NEWS/INFO/TALK	29 (1)		29 (1)	2.8
VARIETY	5 (1)		5 (1)	0.5
UNKNOWN	4 (1)		4 (1)	0.4
			<u>1054 (18)</u>	

MEMPHIS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WMC	1. WHBQ	1. WMC
2. WMC-F	2. WMC-F	2. WEZI-F
3. WEZI-F	3. WMC	3. WDIA
4. WHBQ	4. WDIA	4. WHBQ
5. WDIA	5. WEZI-F	5. WHRK-F
6. WHRK-F	6. WMPS	6. WZXR-F
7. WLOK	7. WHRK-F	7. WMC-F
8. WMPS	8. WLOK	8. WLOK
9. WZXR-F	9. WQUD-F	9. WMPS
10. WQUD-F	10. WREC	10. WQUD-F
11. KWAM	11. WZXR-F	
12. WREC	12. KWAM-F	
13. KWAM-F	13. KWAM	
14. WVEE	14. WLVS-F	
15. WLVS-F	15. KXJK	

KSUD	730	.4
KWAM-F	101.1	2.0
WKBL	1250	.5
WLVS-F	94.3	2.1
WMQM	1480	.4
WVEE	1430	2.7

ADI FM SHARE: 45.52% (778 of 1709) (A/M 78: 37.67%)

AM STATIONS

KWAM, 990, 10 KW (DAYS) (DA), RELIGION	, \$15.00 (Stars)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	MBS, \$46.50 (Howard)	Sonderling
WHBQ, 560, 5 KW/1 KW (DA-2), CONTEMP	ABC-I, \$103.25 (RKO)	RKO
WLOK, 1340, 1 KW/250 W, BLACK	, \$21.00 (HR/Stone)	Gilliam
WMC, 790, 5 KW (DA-N), COUNTRY	NBC, \$78.50 (Blair)	Scripps-How
WMPS, 680, 10 KW/5 KW (DA-N), COUNTRY	ABC-E, \$39.38 (Eastman)	Plough
WREC, 600, 5 KW (DA-N), MOR	CBS, \$44.25 (Mc-Guild)	Summit
WVEE, 1430, 1 KW (DAYS), NEWS/TALK	ABC-I, \$15.00 (Selcom)	
KXJK, 950, 5 KW (DAYS), ? ? ?	, \$ 6.00 (Devney)	(FORREST CITY)

FM STATIONS

KWAM-F, 101.1, 100 KW @ 390, COUNTRY	ABC-E, \$11.00 (Bunchez)	Rivers
WEZI-F, 105.9, 100 KW @ 762, BTFL MUS (Schulke)	, \$48.00 (Katz)	Harte-Hanks
WHRK-F, 97.1, 100 KW @ 530, DISCO	ABC-F, \$34.00 (Eastman)	Plough
WLVS-F, 94.3, 3 KW @ 300, CONTEMP	ABC-I, \$15.00 (Selcom)	
WMC-F, 99.7, 300 KW @ 970, ROCK	, \$34.50 (Blair)	Scripps-How
WQUD-F, 104.5, 100 KW @ 750, CONTEMP	, \$30.00 (Torbet)	Sonderling
WZXR-F, 102.7, 100 KW @ 900, AOR (Burk-Abr)	, \$44.25 (Mc-Guild)	Summit

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPERS

Memphis Commercial Appeal	M	209,423, Scripps-Howard
Memphis Press-Scimitar	E	104,125, Scripps-Howard

MIAMI

SRDS Market # **22**; ADI # 15
 FCC Revenue Rank # 19
 FCC Income Rank # 274
 APR 18.7
 SMSA Pop: 1,513,700

Revenue : \$15,080,742
 Income : \$ -77,180
 FM Rev : \$ 5,877,709
 FM Inc : \$ 739,690
 Comb Rev: \$20,958,451
 Comb Inc: \$ 662,510

National Rev : \$4,844,158
 Nat Rev per Cap: \$3.20
 Tot Rev per Cap: \$13.85
 Tot Inc per Cap: \$.44
 Profit Margin : \$ 3.2%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WQBA 212/9.0	12.6	11.0	1. WHYI-F 351	1. WHYI-F 5028/20.0
2. WCMQ 211/9.0	5.8	7.6	2. WLYF-F 340	2. WINZ 3900/13.5
3. WHYI-F 167/7.1	7.4	7.6	3. WINZ 258	3. WLYF-F 3621/11.7
4. WCMQ-F 152/6.5	4.1	4.5	4. WQBA 225	4. WAXY-F 2456/ 8.3
5. WLYF-F 126/5.3	4.4	4.0	5. WCMQ 211	5. WIOD 2342/ 6.9
6. WYOR-F 118/5.0	6.2	7.0	6. WAIA-F 165	6. WGBS 2299/ 8.0
7. WINZ 115/4.9	5.2	3.6	7. WYOR-F 161	7. WQAM 2211/ 9.5
8. WEDR-F 110/4.7	3.9	3.8	8. WCMQ-F 152	8. WYOR-F 2090/10.4
9. WRHC 94/4.0	3.4	3.1	9. WAXY-F 142	9. WAIA-F 2078/ 6.6
10. WKAT 93/3.9	4.2	2.2	10. WIOD 137	10. WMJX-F 1820/ 9.9
11. WSDO-F 70/3.0	2.1	---	11. WKAT 122	11. WKQS-F 1814/ 4.3
WMJX-F 70/3.0	3.3	5.6	12. WEDR-F 114	12. WNWS 1757/ 3.6
13. WWOK 66/2.8	2.3	2.6	13. WKQS-F 106	13. WQBA 1753/13.1
14. WVCG 63/2.7	3.2	4.0	14. WGBS 101	14. WSDO-F 1688/10.3
15. WAXY-F 60/2.5	1.3	2.1	15. WNWS 98	15. WWWL-F 1623/ 7.4

12+ FM SHARE (METRO): 51.86% (1169 of 2254) (A/M 78: 49.40%)
 12+ FM SHARE (TSA) : 57.12% (2079 of 3640) (A/M 78: 57.98%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHYI-F	1. WCMQ-F	1. WCMQ	1. WCMQ	1. WCMQ	1. WINZ
2. WEDR-F	2. WHYI-F	2. WCMQ-F	2. WQBA	2. WQBA	2. WHYI-F
3. WSDO-F	3. WEDR-F	3. WQBA	3. WCMQ-F	3. WLYF-F	3. WQBA
4. WMJX-F	4. WCMQ	4. WHYI-F	4. WHYI-F	4. WYOR-F	4. WLYF-F
5. WQBA-F	5. WMJX-F	5. WEDR-F	5. WLYF-F	5. WCMQ-F	5. WCMQ

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	471 (3)	152 (1)	623 (4)	27.6
ROCK/CONTEMP	42 (1)	469 (7)	511 (8)	22.7
BTFL MUSIC	63 (1)	280 (3)	343 (4)	15.2
NEWS/INFO/TALK	324 (4)		324 (4)	14.4
BLACK/DISCO	23 (1)	180 (2)	203 (3)	9.0
MOR/AC	96 (2)	49 (1)	145 (3)	6.4
COUNTRY	66 (1)		66 (1)	2.9
CLASSICAL		39 (1)	39 (1)	1.7
			<u>2254 (28)</u>	

MIAMI ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. WHYI-F	1. WHYI-F	1. WQBA	WAIR-F	97.3	2.1
2. WLYF-F	2. WINZ	2. WHYI-F	WGBS	710	2.2
3. WINZ	3. WLYF-F	3. WEDR-F	WINZ-F	94.9	1.9
4. WQBA	4. WAXY-F	4. WCMQ	WIOD	610	1.9
5. WCMQ	5. WIOD	5. WRHC	WMBM	1490	1.0
6. WYOR-F	6. WYOR-F	6. WCMQ-F	WNWS	790	.9
7. WAIA-F	7. WGBS	7. WOCN	WOCN	1450	2.0
8. WCMQ-F	8. WQAM	8. WYOR-F	WQAM	560	1.8
9. WKAT	9. WAIA-F	9. WINZ	WQBA-F	1140	2.1
10. WAXY-F	10. WQBA	10. WWOK	WTMI-F	93.1	1.7
11. WEDR-F	11. WMJX-F		WWWL-F	93.9	2.5
12. WIOD	12. WSDO-F		WSHE-F	103.5	.7
13. WRHC	13. WWWL-F		WKQS-F	99.9	1.5
14. WWWL-F	14. WKQS-F				
WKQS-F	15. WNWS				

ADI FM SHARE: 54.21% (1976 of 3645) (A/M 78: 53.64%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$44.00	(Masla)	
WGBS, 710, 50 KW (DA-2)	, MOR	ABC-E, \$69.56	(CBS Spot)	Storer
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	CBS, \$50.00	(Katz)	Guy Gannett
WIOD, 610, 5 KW (DA-2)	, MOR/AC	, \$44.00	(Christal)	Cox
WKAT, 1360, 5 KW/1 KW	, TALK	ABC-I, \$23.25	(Sav-Gates)	
WNWS, 790, 5 KW (DA-2)	, NEWS/TALK	, \$17.00	(----)	Sudbrink
WQAM, 560, 5 KW/1 KW	, ROCK	, \$53.50	(Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$81.25	(Eastman)	Susquehanna
WRHC, 1550, 10 KW (DAYS) (DA)	, NEWS/TALK	, \$18.00	(Sav-Gates)	
WVCG, 1080, 10 KW (DA-2)	, BTFL MUS (TM)	NBC, \$38.75	(Torbet)	Insilco
WWOK, 1260, 5 KW (DA-2)	, COUNTRY	, \$45.00	(Mc-Guild)	Metroplex

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/MOR (Bonne)	ABC-C, \$41.25	(Christal)	Cox
WCMQ-F, 92.1, 3 KW @ 300, SPANISH	, \$44.00	(Masla)	
WEDR-F, 99.1, 70 KW @ 165, BLACK	NBN, \$41.00	(Lazar)	
WINZ-F, 94.9, 100 KW @ 650, AOR	, \$48.75	(Katz)	Guy Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$69.56	(CBS Spot)	Storer
WMJX-F, 96.3, 100 KW @ 890, DISCO (Burk-Abr)	, \$56.25	(P/W)	Charter
WQBA-F, 107.5, 100 KW @ 500, CONTEMP/SPANISH	, \$52.00	(Eastman)	Susquehanna
WTMI-F, 93.1, 100 KW @ 480, CLASSICAL	, \$25.00	(CMBS)	
WWWL-F, 93.9, 100 KW @ 650, SOFT AOR	, \$42.50	(Howard)	
WYOR-F, 105.1, 100 KW @ 650, BTFL MUS	, \$47.50	(Torbet)	Insilco
WAXY-F, 105.9, 100 KW @ 1049, OLDIES/ROCK	ABC-F, \$89.50	(RKO)	RKO
WHYI-F, 100.7, 100 KW @ 1000, ROCK	, \$82.50	(Mc-Guild)	Metroplex
WSDO-F, 106.7, 100 KW @ 980, ROCK	, \$40.00	(HR/Stone)	Amaturo

WKQS - see West Palm Beach

TV STATIONS

WCIX	Miami	6	IND, GCC	WLTV	Miami	23	IND, Sapanish Int
WCKT	Miami	7	NBC	WPLG	Miami	10	ABC, Post-Newsweek
WHFT	Miami	45	IND	WTVJ	Miami	4	CBS, Wometco
				WKID	Ft. Lau	51	IND

NEWSPAPERS

Miami Herald	M	442,560, Knight-Ridder	Ft. Lauderdale News	E	111,400, Chi Tri
Miami News	E	61,684, Cox	Ft. LauderdaleSun-Sent	M	44,039, Chi Tri

MILWAUKEE

SRDS Market # 22; ADI # 25
 FCC Revenue Rank # 25
 FCC Income Rank # 28
 APR 16.5
 SMSA Pop: 1,507,500

Revenue : \$11,099,050
 Income : \$ 1,094,388
 FM Rev : \$ 3,588,751
 FM Inc : \$ 492,016
 Comb Rev: \$14,687,801
 Comb Inc: \$ 1,586,404

National Rev : \$2,864,738
 Nat Rev per Cap: \$1.90
 Tot Rev per Cap: \$9.74
 Tot Inc per Cap: \$1.05
 Profit Margin : 10.8%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTMJ 304/15.9	17.4	18.2	1. WTMJ 407	1. WTMJ 6059/37.4
2. WEZW-F 240/12.5	9.7	7.7	2. WEZW-F 271	2. WISN 4600/32.0
3. WISN 204/10.7	8.0	10.5	3. WISN 250	3. WOKY 3686/24.8
4. WZUU-F 138/ 7.2	6.5	6.9	4. WLPX-F 207	4. WZUU-F 3362/23.1
5. WLPX-F 136/ 7.1	7.3	5.6	5. WZUU-F 163	5. WEZW-F 2880/20.5
6. WOKY 127/ 6.6	7.6	7.3	6. WOKY 148	6. WLPX-F 2785/18.7
7. WBCS-F 117/ 6.1	4.3	5.7	7. WBCS-F 126	7. WBCS-F 1723/12.6
8. WQFM-F 69/ 3.6	3.3	2.0	8. WMAQ 75	8. WMAQ 1617/ 4.4
9. WFMR-F 53/ 2.8	3.2	3.6	9. WQFM-F 74	9. WRKR-F 1461/ 5.7
10. WEMP 41/ 2.1	4.2	3.8	10. WFMR-F 56	10. WQFM-F 1378/10.8
11. WKTI-F 36/ 1.9	2.7	3.2	WBKV-F 56	11. WKTI-F 1349/ 9.9
12. WZUU 31/ 1.6	2.2	1.7	12. WKTI-F 50	12. WLS 1272/ 2.0

12+ FM SHARE (METRO): 49.38% (904 of 1814) (A/M 78: 45.65%)
 12+ FM SHARE (TSA) : 47.77% (1157 of 2422) (A/M 78: 45.16%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WZUU-F	1. WLPX-F	1. WISN	1. WTMJ	1. WTMJ	1. WTMJ
2. WLPX-F	2. WISN	2. WTMJ	2. WEZW-F	2. WEZW-F	2. WISN
3. WOKY	3. WZUU-F	3. WEZW-F	3. WISN	3. WISN	3. WZUU-F
4. WTMJ	4. WQFM-F	4. WLPX-F	4. WBCS-F	4. WBCS-F	4. WOKY
5. WRKR-F	5. WEZW-F	5. WBCS-F	5. WZUU-F	5. WOKY	5. WEZW-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	552 (5)	15 (1)	567 (6)	31.3
ROCK/CONTEMP	165 (3)	395 (5)	560 (8)	30.9
BTFL MUSIC		267 (2)	267 (2)	14.7
COUNTRY	88 (3)	117 (1)	205 (4)	11.3
BLACK/DISCO	40 (2)	57 (2)	97 (4)	5.3
CLASSICAL		53 (1)	53 (1)	2.9
NEWS/INFO/TALK	43 (2)		43 (2)	2.4
RELIGION	22 (1)		22 (1)	1.2
			<u>1814 (27)</u>	

MILWAUKEE ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. WTMJ	1. WTMJ	1. WTMJ	WAWA	1590	.9
2. WEZW-F	2. WISN	2. WISN	WBCS	1340	1.5
3. WISN	3. WOKY	3. WZUU-F	WBKV	1470	.9
4. WLPX-F	4. WZUU-F	4. WOKY	WBKV-F	92.5	1.4
5. WZUU-F	5. WEZW-F	5. WEZW-F	WLUM-F	102.1	1.6
6. WOKY	6. WLPX-F	6. WLPX-F	WNOV	860	1.2
7. WBCS-F	7. WBCS-F	7. WBCS-F	WNUW-F	99.1	1.4
8. WQFM-F	8. WQFM-F	8. WEMP	WTKM-F+	104.9	1.1
9. WFMR-F	9. WKTI-F	9. WLUM-F	WYLO	540	1.1
10. WMAQ	10. WMAQ	10. WBKV-F	WZUU	1290	1.6
11. WKTI-F	11. WRKR-F		WRKR-F	100.7	.8
12. WRKR-F	12. WNUW-F		WBBM	780	1.5
13. WEMP	13. WEMP		WGN	720	1.0
14. WTKM-F+	14. WFMR-F		WIND	560	.7
15. WLUM-F	15. WGN		WLS	890	.4
			WMAQ	670	1.0

ADI FM SHARE: 46.31% (1117 of 2412) (A/M 78: 46.16%)

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	COUNTRY	CBS, \$21.25	(Torbet)	
WISN, 1130, 50 KW/10 KW (DA-N)	MOR/AC	ABC-I, \$56.25	(Katz)	Hearst
WOKY, 920, 5 KW/1 KW (DA-2)	ROCK	, \$59.50	(Blair)	Charter
WTMJ, 620, 5 KW (DA-N)	MOR/AC	NBC, \$82.50	(Christal)	Milw Jrnl
WZUU, 1290, 1 KW (DAYS)	ROCK	, \$10.00	(Eastman)	Malrite

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440	COUNTRY	ABC-E, MBS, \$29.00	(HR/Stone)	Great Trails
WBKV-F, 92.5, 20 KW @ 500	BTFL MUS (Bonne)	, \$ 7.00	(-----)	(WEST BEND)
WEZW-F, 103.7, 14.5 KW @ 820	BTFL MUS (Schulke)	, \$43.50	(Mc-Guild)	Multimedia
WFMR-F, 96.5, 50 KW @ 387	CLASSICAL	, \$39.50	(Roslin)	
WKTI-F, 94.5, 5.6 KW @ 911	ROCK (TM)	ABC-F, \$18.25	(Christal)	Milw Jrnl
WLPX-F, 97.3, 11.7 KW @ 920	AOR (Burk-Abr)	, \$47.50	(Katz)	Hearst
WLUM-F, 102.1, 50 KW @ 160	BLACK/DISCO	, \$21.18	(Howard)	
WNUW-F, 99.1, 50 KW @ 486	DISCO	, \$16.50	(Torbet)	
WQFM-F, 93.3, 50 KW @ 210	ROCK	, \$32.00	(Selcom)	Shamrock
WTKM-F+, 104.9, 3 KW @ 300	MOR/POLKA	, \$ 5.00	(Walton)	(HARTFORD)
WZUU-F, 95.7, 50 KW @ 355	ROCK	, \$40.00	(Eastman)	Malrite
WRKR-F, 100.7, 50 KW @ 500	ROCK	ABC-C, \$18.00	(Masla)	Bdcst Manage
				(RACINE)

FOR OTHER STATIONS SEE CHICAGO

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee Journal
WTVV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	329,929
Milwaukee Sentinel	E	161,641
Racine Journal Times	E	39,598

MINNEAPOLIS-ST. PAUL

SRDS Market # 15; ADI # 14
 FCC Revenue Rank # 10
 FCC Income Rank # 5
 APR 15.9
 SMSA Pop: 2,048,600

Revenue : \$21,607,284
 Income : \$ 5,437,846
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$5,287,467
 Nat Rev per Cap: \$2.58
 Tot Rev per Cap: \$10.55
 Tot Inc per Cap: \$2.65
 Profit Margin : 25.2%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WCCO 809/30.4	28.6	26.0	1. WCCO 1191	1. WCCO 14005/56.0
2. KDWB+ 218/ 8.2	8.6	10.0	2. KDWB+ 293	2. KDWB+ 5873/26.0
3. KQRS-F+ 208/ 7.9	6.7	8.9	3. KQRS-F+ 224	3. WCCO-F 4359/18.9
4. KSTP-F 161/ 6.1	5.0	4.1	4. WAYL-F 223	4. WDGY 3602/14.6
5. WAYL-F 158/ 5.9	5.1	4.4	5. KSTP-F 220	5. KSTP 3407/14.9
KEEY-F 158/ 5.9	6.4	7.4	6. WDGY 218	6. KQRS-F+ 3102/16.3
7. WCCO-F 154/ 5.8	6.0	7.9	7. WCCO-F 212	7. WAYL-F 3090/15.3
8. WDGY 151/ 5.7	4.6	4.1	8. KEEY-F 191	8. KSTP-F 3085/14.8
9. KSTP 88/ 3.3	4.9	4.1	9. KSTP 136	9. KEEY-F 2606/13.9
10. WAYL 53/ 2.0	1.7	2.0	10. WLLOL-F 63	10. WAYL 1590/ 8.8
11. KFMX-F 50/ 1.9	2.6	2.0	11. WAYL 60	11. WLLOL-F 1589/ 8.0
WLLOL-F 50/ 1.9	1.5	1.2	12. KFMX-F 55	12. KFMX-F 1179/ 5.4

12+ FM SHARE (METRO): 42.36% (1018 of 2403) (A/M 78: 43.41%)
 12+ FM SHARE (TSA) : 39.46% (1282 of 3249) (A/M 78: 38.42%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDWB+	1. KQRS-F+	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KQRS-F+	WCCO	2. KQRS-F+	2. KSTP-F	2. WAYL-F	2. KDWB+
3. WCCO	3. KSTP-F	3. KSTP-F	3. WDGY	3. KEEY-F	3. WCCO-F
4. KSTP	4. WCCO-F	4. WDGY	4. KEEY-F	4. WDGY	4. KSTP-F
5. WCCO-F	5. KDWB+	5. WCCO-F	5. WCCO-F	5. KSTP-F	5. WDGY

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	253 (3)	676 (6)	929 (9)	38.7
MOR/AC	928 (6)		928 (6)	38.6
BTFL MUSIC		316 (2)	316 (2)	13.2
COUNTRY	204 (3)	26 (1)	230 (4)	9.6
			<u>2403 (21)</u>	

MINNEAPOLIS-ST. PAUL ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	KEYY	1400	1.0
1. WCCO	1. WCCO	1. WCCO	KRSI	950	1.1
2. KDWB+	2. KDWB+	2. KDWB+	KTCR	690	.9
3. KQRS-F+	3. WCCO-F	3. KQRS-F+	KTCR-F	97.1	1.0
4. WAYL-F	4. WDGY	4. WDGY	WIXK	1590	.4
5. KSTP-F	5. KSTP	5. KSTP-F	WMIN	1010	.5
			WWTC	1280	.6
6. WCCO-F	6. WAYL-F	6. WCCO-F			
7. WDGY	7. KSTP-F	7. WAYL-F			
8. KEYY-F	8. KQRS-F+	8. KSTP			
9. KSTP	9. KEYY-F	9. KEYY-F			
10. WAYL	10. WAYL	10. KRSI			
11. WLOL-F	11. WLOL-F				
12. KFMX-F	12. KFMX-F				
13. KOUZ	13. KEYY				
14. KEYY	14. KRSI				
15. KCLO-F	15. KTCR-F				

ADI FM SHARE: 39.56% (1318 of 3332) (A/M 78: 39.05%)

AM STATIONS

KDWB+, 630, 5 KW/500 W (DA-2), ROCK	, \$91.00 (RAR)	Doubleday
KEYY, 1400, 1 KW/250 W, MOR	, \$22.00 (Katz)	Malrite
KRSI, 950, 1 KW (DA-2), COUNTRY	ABC-E, \$21.00 (Christal)	Park
KSTP, 1500, 50 KW (DA-N), CONTEMP	, \$47.00 (Mc-Guild)	Hubbard
WAYL, 980, 5 KW (DA-1), MOR (FM-100)	, \$30.00 (Buckley)	Entercom
WCCO, 830, 50 KW (Clear), MOR/VARIETY	CBS, \$148.00 (CBS Spot)	
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	, \$47.00 (Blair)	Storz
KDUZ, 1260, 1 KW (DAYS), COUNTRY	, \$ 5.50 (-----)	(HUTCHINSON)

FM STATIONS

KEYY-F, 102.1, 100 KW @ 445, BTFL MUS (Bonne)	, \$47.00 (Katz)	Malrite
KFMX-F, 104.1, 53 KW @ 260, CONTEMP	ABC-F, \$16.00 (Christal)	Park
KQRS-F+, 92.5, 27 KW @ 210, AOR (Burk-Abr)	, \$90.00 (RKO)	McKenna
KSTP-F, 94.5, 100 KW @ 1250, CONTEMP/AC	, \$47.50 (Mc-Guild)	Hubbard
KTCR-F, 97.1, 50 KW @ 150, COUNTRY	MBS, \$24.50 (Masla)	
WAYL-F, 93.7, 100 KW @ 460, BTFL MUS (FM 100)	, \$54.00 (Buckley)	Entercom
WCCO-F, 102.9, 100 KW @ 1304, CONTEMP	ABC-C, \$50.00 (Eastman)	
WLOL-F, 99.5, 72 KW @ 449, EASY ROCK	, \$23.00 (Selcom)	Liggett
KCLD-F, 104.7, 100 KW @ 500, ROCK	, \$24.25 (PRO)	(ST. CLOUD)

TV STATIONS

KMSP	Minneapolis	9	IND, 20th Century Fox
KSTP	Minneapolis	5	ABC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	NBC, Metromedia

NEWSPAPERS

Minneapolis Star	E	231,380
Minneapolis Tribune	M	226,680
St. Paul Dispatch	E	120,123, Knight-Ridder
St. Paul Pioneer Press	M	100,502

MOBILE

SRDS Market # 91
 FCC Revenue Rank # 109
 FCC Income Rank # 232
 APR 15.0
 SMSA Pop: 422,500

Revenue : \$2,868,805
 Income : \$ 4,547
 FM Rev : \$ 982,362
 FM Inc : \$ 151,369
 Comb Rev: \$3,851,172
 Comb Inc: \$ 155,916

National Rev : \$793,679
 Nat Rev per Cap: \$1.88
 Tot Rev per Cap: \$9.12
 Tot Inc per Cap: \$.37
 Profit Margin : 4.0%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKRG-F 72/14.1	18.4	20.8	1. WKRG-F 163	1. WKRG-F 2187/32.1
2. WBLX-F 58/11.3	6.8	7.5	2. WKSJ-F 79	2. WABB-F 1042/22.7
3. WKSJ-F 55/10.7	5.6	9.1	3. WBLX-F 68	3. WKSJ-F 907/18.6
4. WLPR-F 54/10.5	10.7	7.1	4. WABB-F 67	4. WBLX-F 809/20.9
5. WABB-F 52/10.2	14.3	6.5	5. WLPR-F 57	5. WABB 727/20.4
6. WUNI 48/ 9.4	8.3	10.3	6. WUNI 48	6. WKRG 697/17.7
7. WKRG 35/ 6.8	8.6	5.1	7. WKRG 36	7. WUNI 649/18.7
8. WGOK 30/ 5.9	4.9	5.1	8. WGOK 31	8. WLPR-F 623/15.9
9. WABB 26/ 5.1	6.0	10.3	9. WABB 27	9. WGOK 411/11.5
10. WMOB 19/ 3.7	5.1	3.6	10. WMOB 20	10. WMOB 368/10.6

12+ FM SHARE (METRO): 62.47% (298 of 477) (A/M 78: 55.39%)
 12+ FM SHARE (TSA) : 69.89% (441 of 631) (A/M 78: 57.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WKRG-F	1. WKRG-F	1. WKSJ-F	1. WLPR-F	1. WKRG-F
2. WABB-F	2. WABB-F	2. WKSJ-F	2. WUNI	2. WUNI	2. WKSJ-F+
3. WBLX-F	3. WBLX-F	3. WBLX-F	3. WKRG-F	3. WKSJ-F	3. WABB-F+
	4. WKSJ-F	4. WABB-F	4. WBLX-F	4. WGOK	4. WUNI

OTHER RATED STATIONS/METRO SHARE

WHSP-F	92.1	1.4	WLIQ	1360	.8	WWL	870	.4
WKSJ	1270	1.6	WMOO	1550	1.4			

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	26 (1)	124 (2)	150 (3)	31.4
COUNTRY	62 (4)	55 (1)	117 (5)	24.5
BLACK/DISCO	58 (1)	30 (1)	88 (2)	18.4
MOR/AC	54 (2)		54 (2)	11.3
BTFL MUSIC		54 (1)	54 (1)	11.3
RELIGION	7 (1)	7 (1)	14 (2)	2.9
			477 (15)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, ROCK	ABC-C, \$22.05	(Eastman)
WGOK, 900, 1 KW (DAYS)	, BLACK	MBN, \$15.25	(Dore/Walton)
WKRG, 710, 1 KW/500 W (DA-N)	, MOR	CBS, NBC, MBS, \$21.25	(HR/Stone)
WMOB, 840, 1 KW (DAYS)	, MOR	, \$17.00	(Torbet)
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.25	(PRO)
WABB-F, 97.5, 100 KW @ 593,	ROCK	, \$20.83	(Eastman)
WBLX-F, 92.9, 63 KW @ 470,	BLACK	NBN, \$22.50	(Howard) Beasley
WKRG-F, 99.9, 100 KW @ 850,	ROCK	MBS, \$21.25	(HR/Stone)
WKSJ-F, 94.9, 100 KW @ 410,	COUNTRY (Cent 21)	ABC-I, \$29.03	(Blair) Capitol
WLPR-F, 96.1, 40 KW @ 444,	BTFL MUS (TM)	, \$17.30	(Torbet)

TV STATIONS

WALA Mobile	10	NBC, Detroit News	WKRG Mobile	5	CBS
WEAR Pensacola	3	ABC, Rollins			

NEWSPAPERS

Mobile Press	E	54,259, Newhouse
Mobile Register	M	47,488, Newhouse

MODESTO

SRDS Market # 150
 FCC Revenue Rank # 133
 FCC Income Rank # 110
 APR 14.1
 SMSA Pop: 244,300

Revenue : \$2,142,500
 Income : \$ 194,540
 FM Rev : \$ 415,035
 FM Inc : \$ -21,040
 Comb Rev: \$2,557,535
 Comb Inc: \$ 173,500

National Rev : \$758,573
 Nat Rev per Cap: \$3.11
 Tot Rev per Cap: \$10.47
 Tot Inc per Cap: \$.71
 Profit Margin : 6.8%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFIV 28/10.0	13.8	20.3	1. KFYE-F 66	1. KFYE-F 629/ 8.8
KTRB 28/10.0	6.7	6.1	2. KTRB 30	2. KFIV 481/24.2
3. KNBR 23/ 8.2	6.7	4.9	KMYT-F 30	3. KNBR 474/19.3
4. KFIV-F 21/ 7.5	8.9	6.5	4. KFIV 28	4. KCEY 419/10.2
KMIX-F 21/ 7.5	3.0	---	KNBR 28	5. KFIV-F 398/18.9
6. KBEE-F 20/ 7.1	6.3	5.7	6. KCEY 27	6. KTRB 395/16.9
7. KRAK 14/ 5.0	5.9	7.7	KUBB-F 27	7. KUBB-F 363/ 2.6
8. KFRC 12/ 4.3	3.3	5.3	8. KMIX-F 24	8. KMYT-F 327/ 5.4
9. KFYE-F 11/ 3.9	5.6	4.1	9. KFIV-F 21	9. KMIX-F 325/15.4
10. KCBS 10/ 3.6	5.6	4.1	10. KBEE-F 20	10. KRAK 306/13.2

12+ FM SHARE (METRO): 44.19% (114 of 258) (A/M 78: 41.95%)
 12+ FM SHARE (TSA) : 54.72% (232 of 424) (A/M 78: 51.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFIV	1. KFIV	1. KFIV	1. KTRB	1. KTRB	1. KFYE-F
2. KMIX-F	2. KMIX-F	2. KFIV-F	2. KNBR	2. KBEE-F	2. KTRB
3. KFIV-F	3. KFIV-F	3. KMIX-F	3. KFIV-F	KNBR	3. KFIV

OTHER RATED STATIONS/METRO SHARE

KBEE	970	2.5	KAMB-F	101.5	2.5	KMYT-F	97.5	2.5
KCEY	1390	2.9	KCBS-F	97.3	.7	KQKK-F	96.7	1.4
KHOP-F	104.1	2.1	KGO	810	.4	KSFO	560	1.4
KLOC	920	1.4	KJOY	1280	.4	KSRT-F	100.9	2.1
KOSO-F	93.1	2.5	KMJ	580	1.4	KUBB-F	96.3	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	41 (3)	74 (7)	115 (10)	44.6
COUNTRY	54 (4)	2 (1)	56 (5)	21.7
MOR	31 (3)	4 (1)	35 (4)	13.6
BTFL MUSIC	7 (1)	27 (2)	34 (3)	13.2
NEWS/INFO/TALK	11 (2)		11 (2)	4.3
RELIGION		7 (1)	7 (1)	2.7
			258 (25)	

AM STATIONS

KCEY, 1390, 5 KW (DA-2), COUNTRY ABC-E, \$13.91 (Selcom)
 KFIV, 1360, 5 KW/1 KW (DA-2), ROCK ABC-C, \$18.50 (Mc-Guild)
 KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY MBS, \$10.40 (Torbet)

FM STATIONS

KBEE-F, 103.3, 11 KW @ 150, BTFL MUS (TM), \$ 9.82 (Katz) McClatchy
 KFIV-F, 102.3, 3 KW @ 300, CONTEMP (Century 21)ABC-F, \$18.00 (Mc-Guild)
 KHOP-F, 104.1, 50 KW @ 499, AOR (Drake-Chen), \$ 7.75 (Torbet)
 KMIX-F, 98.3, 1.6 KW @ 390, CONTEMP, \$13.65 (Selcom)
 KMYT-F, 97.5, 50 KW @ 493, BTFL MUSIC, \$ 9.00 (Torbet) (MERCED)
 KUBB-F, 96.3, 1.1 KW @ 2079, COUNTRY, \$ 7.00 (Potter)

OTHER STATIONS SEE SACRAMENTO & SAN FRAN. TV & NEWSPAPERS SEE SACRAMENTO

MONTGOMERY

SRDS Market # 143
 FCC Revenue # 113
 FCC Income Rank # 155
 APR 13.9
 SMSA Pop: 259,000

Revenue : \$2,706,194
 Income : \$ 94,229
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$373,471
 Nat Rev per Cap: \$1.44
 Tot Rev per Cap: \$10.45
 Tot Inc per Cap: \$.36
 Profit Margin : 3.5%

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WHHY-F	59/20.3	11.1	7.2	1. WHHY-F	90	1. WHHY-F	1187/31.9
2. WHHY	52/17.9	21.7	29.1	2. WBAM	58	2. WHHY	829/36.0
3. WREZ-F	30/10.3	7.1	7.9	3. WHHY	53	3. WBAM	693/11.7
4. WLWI-F	28/ 9.6	10.2	3.6	4. WREZ-F	37	4. WBAM-F	583/ 9.6
5. WBAM	23/ 7.9	9.6	10.1	WLWI-F	37	5. WLWI-F	556/16.9
6. WQIM-F	22/ 7.6	1.9	---	6. WBAM-F	35	6. WREZ-F	500/17.2
7. WXVI	15/ 5.2	5.9	14.0	7. WQIM-F	24	7. WQIM-F	366/15.3
8. WBAM-F	13/ 4.5	---	---	8. WXVI	15	8. WLSQ	293/11.9
9. WCOV	11/ 3.8	5.0	6.5	9. WMGY	12	9. WXVI	288/13.3
10. WLSQ	10/ 3.4	6.5	.7	10. WLSQ	11	10. WCOV	229/10.5

12+ FM SHARE (METRO): 56.50% (152 of 269) (A/M 78: 32.45%)
 12+ FM SHARE (TSA) : 58.22% (223 of 383) (A/M 78: 24.01%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHHY-F	1. WHHY-F	1. WHHY-F	1. WHHY	1. WHHY	1. WHHY+
2. WHHY	2. WHHY	2. WHHY	2. WHHY-F	2. WREZ-F	2. WBAM
3. WQIM-F	3. WLWI-F	3. WLWI-F	3. WLWI-F	3. WHHY-F	3. WLWI-F

OTHER RATED STATIONS/METRO SHARE

WMGY 800 2.1

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (2)	59 (1)	121 (3)	45.0
COUNTRY	23 (1)	41 (2)	64 (3)	23.8
BLACK	15 (1)	22 (1)	37 (2)	13.8
BTFL MUSIC		30 (1)	30 (1).	11.2
MOR/AC	11 (1)		11 (1)	4.1
RELIGION	6 (1)		6 (1)	2.2
			<u>269 (11)</u>	

RADIO STATIONS

WBAM, 740, 50 KW (DAYS) (DA), MOR	, \$14.00 (Torbet)	
WCOV, 1170, 10 KW/1 KW (DA-2), MOR	NBC, \$ 8.00 (-----)	Gay-Bell
WHHY, 1440, 5 KW/1 KW (DA-N), ROCK	, \$29.00 (Masla)	Holt
WLSQ, 950, 1 KW (DA-N), CONTEMP	MBS, \$16.50 (Mc-Guild)	
WMGY, 800, 1 KW (DAYS), RELIGION	, \$ 4.00 (-----)	McClure
WXVI, 1600, 1 KW (DA-N), BLACK	NBN, \$20.25 (Howard)	
WBAM-F, 98.9, 100 KW @ 748, COUNTRY	, \$14.00 (Torbet)	
WHHY-F, 101.9, 100 KW @ 1050, ROCK/AOR	, \$29.00 (Masla)	Holt
WLWI-F, 92.3, 100 KW @ 700, COUNTRY	ABC-E, \$16.75 (HR/Stone)	
WQIM-F, 95.3, 3 KW @ 230, BLACK (Drake-Chen)	, \$12.50 (Ochs)	(PRATTVILLE)
WREZ-F, 103.3, 28 KW @ 290, BTFL MUS (Schulke)	, \$16.50 (Mc-Guild)	

TV STATIONS

WCOV	Montgomery	20	CBS, Gay-Bell
WKAB	Montgomery	32	ABC, Bahakel
WSFA	Montgomery	12	NBC, Cosmos

NEWSPAPERS

Montgomery Advertiser	M	48,038, Multimedia
Montgomery Journal	E	25,723, Multimedia

NASHVILLE

SRDS Market # 54; ADI # 30
 FCC Revenue Rank # 35
 FCC Income Rank # 282
 APR 14.6
 SMSA Pop: 776,400

Revenue : \$ 8,011,070
 Income : \$ -110,461
 FM Rev : \$ 2,170,802
 FM Inc : \$ 280,006
 Comb Rev: \$10,181,872
 Comb Inc: \$ 169,545

National Rev : \$2,313,984
 Nat Rev per Cap: \$2.98
 Tot Rev per Cap: \$13.11
 Tot Inc per Cap: \$.22
 Profit Margin : 1.7%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WZEZ-F 106/11.3	8.6	7.2	1. WWKX-F 137	1. WSM 2940/20.5
2. WLAC 89/ 9.5	10.8	13.0	2. WSIX-F 131	2. WLAC 2726/27.5
3. WSIX-F 82/ 8.7	9.0	10.1	3. WZEZ-F 130	3. WWKX-F 1757/13.6
4. WKDF-F 80/ 8.5	8.9	9.8	4. WSM-F 129	4. WSIX-F 1739/16.5
5. WSM-F 76/ 8.1	5.4	3.6	5. WSM 128	5. WSM-F 1725/14.7
6. WSM 74/ 7.9	9.3	9.2	6. WLAC 125	6. WZEZ-F 1348/16.0
7. WBYQ-F 61/ 6.5	7.2	5.4	7. WKDF-F 89	7. WKDF-F 1097/11.9
8. WWKX-F 57/ 6.1	3.6	---	8. WBYQ-F 62	8. WBYQ-F 994/15.2
9. WMAK 47/ 5.0	5.1	4.3	9. WMAK 49	9. WKQB-F 923/ 8.9
10. WVOL 43/ 4.6	5.6	11.9	10. WVOL 43	10. WSIX 811/11.4

12+ FM SHARE (METRO): 56.24% (491 of 873) (A/M 78: 46.42%)
 12+ FM SHARE (TSA) : 59.63% (715 of 1199) (A/M 78: 48.23%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WWKX-F	1. WKDF-F	1. WSM-F	1. WZEZ-F	1. WZEZ-F	1. WSM
2. WLAC	2. WSM	WKDF-F	2. WSIX-F	2. WSIX-F	2. WSIX-F
3. WBYQ-F	3. WLAC	3. WLAC	3. WSM-F	3. WSM	3. WSM-F
4. WKDF-F	4. WBYQ-F	4. WZEZ-F	4. WLAC	4. WLAC	4. WWKX-F
5. WMAK	5. WWKX-F	5. WBYQ-F	5. WBYQ-F	5. WAMB	5. WZEZ-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	102 (2)	300 (5)	402 (7)	46.0
COUNTRY*	43 (3)	85 (2)	128 (5)	14.7
MOR/AC*	106 (2)		106 (2)	12.1
BTFL MUSIC		106 (1)	106 (1)	12.1
BLACK/DISCO	90 (2)		90 (2)	10.3
BIG BAND	31 (1)		31 (1)	3.6
RELIGION	10 (1)		10 (1)	1.1
			<u>873 (19)</u>	

* WSM is classified as MOR/AC

NASHVILLE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WWKX-F	1. WSM	1. WLAC
2. WSIX-F	2. WLAC	2. WKDF-F
WSM-F	3. WWKX-F	3. WSM
WZEZ-F	4. WSM-F	4. WSIX-F
5. WLAC	5. WSIX-F	5. WZEZ-F
6. WSM	6. WZEZ-F	6. WVOL
7. WKDF-F	7. WKDF-F	7. WBYQ-F
8. WKTA-F	8. WBYQ-F	8. WSM-F
9. WBYQ-F	9. WKQB-F	9. WSIX
10. WMAK	10. WSIX	10. WMAK
11. WVOL	11. WMAK	
12. WSIX	12. WKDA	
WDVO-F	13. WVOL	
14. WAMB	14. WKTA-F	
15. WKQB-F	15. WAMB	

WAMB	1170	3.3
WDBL+	1590	.7
WGNS	1450	1.4
WJRB	1430	1.2
WKDA	1240	3.0
WKQB-F	105.9	2.8
WSIX	980	3.4
WWGM	1560	

ADI FM SHARE: 61.93% (937 of 1513) (A/M 78: 52.33%)

AM STATIONS

WAMB, 1170, 5 KW (DAYS)	, BIG BAND	, \$20.00 (Sav-Gates)
WKDA, 1240, 1 KW/250 W	, COUNTRY	CBS, \$13.75 (Torbet)
WLAC, 1510, 50 KW (DA-N)	, CONTEMP	, \$60.00 (Blair) Billboard
WMAK, 1300, 5 KW (DA-N)	, DISCO/ROCK	, \$30.00 (HR/Stone) Mooney
WSIX, 980, 5 KW (DA-N)	, MOR/AC	MBS,ABC-I, \$44.00 (Katz) GE
WSM, 650, 50 KW (Clear)	, MOR/COUNTRY	NBC, \$58.88 (Christal)
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	ABC-C, \$30.00 (Howard) Rounsavill

FM STATIONS

WBYQ-F, 92.1, 3 KW @ 300, ROCK	, \$30.00 (HR/Stone) Mooney
WKDF-F, 103.3, 100 KW @ 550, AOR	, \$35.80 (Torbet)
WKQB-F, 105.9, 100 KW @ 410, AOR (Burk-Abr)	, \$30.00 (Blair) Billboard
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	ABC-E, \$44.00 (Katz) GE
WSM-F, 95.5, 100 KW @ 1280, SOFT ROCK	ABC-F, \$38.75 (Christal)
WWKX-F, 104.5, 50 KW @ 1050, ROCK/DISCO	, \$16.00 (Midsouth) (GALLATIN)
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne)	, \$27.00 (Selcom) South Cent
WKTA-F, 106.9, 100 KW @ 500, COUNTRY	MBS,ABC-F, \$ 5.00 (---) (McKENZIE)
WAKQ-F, 101.1, 100 KW @ 513, ROCK	, \$ 6.00 (---) (RUSSELLVILLE, KY)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	83,195, Gannett
Nashville Tennessean	M	129,408

NASSAU-SUFFOLK

FCC Revenue Rank # 50
 FCC Income Rank # 48
 APR 17.6
 Comb Rev: \$8,424,797
 Comb Inc: \$1,078,946

Revenue: \$6,135,145
 Income : \$ 719,373
 FM Rev : \$2,289,652
 FM Inc : \$ 359,573

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ METRO CUME/MSA CUME RAT</u>		
1. WBLI-F	165/4.2	6.1	5.0	1. WBLI-F	2590/11.7	
2. WLIR-F	134/3.4	2.5	2.3	2. WCTO-F	1893/ 8.5	
3. WALK-F+	129/3.3	3.6	1.9	3. WLIR-F	1846/ 8.3	
4. WCTO-F	127/3.2	3.3	4.3	4. WTFM-F	1584/ 7.1	
5. WTFM-F	83/2.1	2.5	2.9	5. WALK-F+	1256/ 5.7	
6. WGSM	79/2.0	2.6	1.9	6. WGBB	1153/ 5.2	
7. WRCN-F+	73/1.9	1.2	.7	7. WRCN-F+	1128/ 5.1	
8. WIOK-F	69/1.8	1.2	2.0	8. WBAB-F	979/ 4.4	
9. WHLI	59/1.5	1.2	2.0	9. WGSM	957/ 4.3	
10. WBAB-F	57/1.5	1.5	1.1	10. WHLI	945/ 4.3	

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLIR-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WCTO-F	1. WALK-F+
2. WRCN-F+	2. WLIR-F	2. WLIR-F	2. WCTO-F	2. WGSM	2. WBLI-F
3. WBLI-F	3. WBAB-F	3. WTFM-F	3. WGSM	3. WALK-F+	3. WCTO-F

AM STATIONS

WGSM, 740, 5 KW (Days-DA), MOR , \$31.50 (P/W) Greater Media
 WHLI, 1100, 10 KW (Days-DA), CONTEMP , \$32.00 (Masla)
 WGBB, 1240, 1 KW/250 W , MOR , \$31.25 (Sav/Gates) Susquehanna

FM STATIONS

WALK-F+, 97.5, 15 KW @ 520, BTFL/MOR , \$23.00 (Roslin)
 WBAB-F, 102.3, 3 KW @ 175, ROCK , \$24.00 (----)
 WBLI-F , 106.1, 10 KW @ 500, CONTEMP , \$33.00 (Masla) Beck-Ross
 WCTO-F , 94.3, 3 KW @ 300, BTFL MUS (Schulke) , \$29.50 (P/W)
 WIOK-F , 98.3, 3 KW @ 300, BTFL MUS (TM) , \$32.50 (Masla)
 WLIR-F , 92.7, 3 KW @ 300, AOR , \$49.00 (Roslin)
 WRCN-F+, 103.9, 3 KW @ 320, AOR (Burk-Abr) , \$22.25 (----)
 WTFM-F - SEE NEW YORK

NEW BEDFORD

SRDS Market # 188
 APR 17.4
 SMSA Pop: 170,700
 ALL OTHER INFORMATION IS NOT AVAILABLE

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>12+ MSA/TSA CUME/CUME RAT</u>
1. WBSM 57/8.4	6.7	1. WPRO 1019/26.0
2. WPRO 55/8.1	6.6	2. WPJB-F 970/24.8
WPJB-F 55/8.1	5.7	3. WPRO-F 817/20.8
4. WPRO-F 50/7.3	5.6	4. WBZ 666/17.0
5. WLKW-F 40/5.9	5.2	5. WJAR 633/16.2
6. WBZ 36/5.3	3.1	6. WBSM 537/13.7
7. WALE 32/4.7	5.5	7. WLKW-F 494/12.6
8. WPEP 31/4.5	2.4	8. WSAR 460/11.7
9. WNBH 28/4.1	4.9	9. WNBH 444/11.3
10. WJAR 23/3.4	3.4	10. WEAN 404/10.3

12+ FM SHARE (MSA,TSA): 44.37% (272 of 613) (A/M 78: 46.88%)

NEW BEDFORD IS PART OF THE PROVIDENCE METRO.

NEW BEDFORD'S MSA AND TSA ARE THE SAME.

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPJB-F	1. WPJB-F	1. WPJB-F	1. WPRO	1. WBSM	1. WALE
2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WLKW-F	2. WBSM
	3. WPRO	3. WPRO	3. WNBH	WPRO	3. WPRO

RADIO STATIONS

WALE, 1400, 1 KW/250 W	, MOR	MBS, \$14.00	(Mc-Guild)	
WBSM, 1420, 5 KW/1 KW (DA-3)	, MOR/TALK	, \$ 9.00	(Mc-Guild)	
WNBH, 1340, 1 KW/250 W	, MOR	ABC-C, \$10.00	(Market 4)	
WPEP, 1570, 1 KW (Days)	, TALK	, \$ 5.00	(Kirby)	
WSAR, 1480, 5 KW (DA-1)	, MOR	CBS, \$11.50	(Knight)	Knight
WMYS-F, 98.1, 50 KW @ 589, CONTEMP (Drake-Chen)		, \$11.00	(Market 4)	

FOR OTHER STATIONS SEE BOSTON AND PROVIDENCE.

FOR TV STATIONS SEE PROVIDENCE

NEWSPAPERS

Fall River Herald News	E	41,285
New Bedford Standard-Times	E	48,704, Ottaway

NEW HAVEN

SRDS Market # 55
 FCC Revenue Rank # 107
 FCC Income Rank # 216
 APR 17.0
 SMSA Pop: 767,800

Revenue : \$2,960,600
 Income : \$ 25,939
 FM Rev : \$1,660,035
 FM Inc : \$ 128,680
 Comb Rev: \$4,620,635
 Comb Inc: \$ 154,619

National Rev : \$634,465
 Nat Rev per Cap: \$.83
 Tot Rev per Cap: \$6.02
 Tot Inc per Cap: \$.20
 Profit Margin : 3.3%

<u>12+ METRO 1/4/SHARE</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
		O/N 78	A/M 78				
1. WELI	104/16.8	18.4	19.9	1. WELI	117	1. WELI	1451/31.3
2. WAVZ	65/10.5	7.5	10.2	2. WPLR-F	88	2. WPLR-F	1182/19.9
3. WPLR-F	55/ 8.9	7.0	8.1	3. WTIC	69	3. WTIC	1026/ 9.6
4. WKCI-F	47/ 7.6	9.4	8.6	4. WAVZ	66	4. WDRC-F	1014/14.6
5. WDRC-F	34/ 5.5	3.3	1.8	WKCI-F	66	5. WAVZ	920/22.6
6. WWYZ-F	30/ 4.8	5.3	5.7	6. WKSS-F	60	6. WNBC	891/14.6
7. WNBC	28/ 4.5	4.6	4.1	WDRC-F	60	7. WKSS-F	807/ 8.8
8. WEZN-F	26/ 4.2	2.8	2.3	8. WEZN-F	53	8. WKCI-F	779/14.1
WKSS-F	26/ 4.2	4.8	3.8	9. WWYZ-F	46	9. WEZN-F	700/ 8.8
10. WTIC	21/ 3.4	2.3	3.2	10. WNBC	44	10. WCBS	688/10.8

12+ FM SHARE (METRO): 46.01% (265 of 576) (A/M 78: 42.55%)
 12+ FM SHARE (TSA) : 49.95% (466 of 933) (A/M 78: 46.01%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNBC	1. WPLR-F	1. WAVZ	1. WELI	1. WELI	1. WELI
2. WPLR-F	2. WAVZ	2. WPLR-F	2. WAVZ	2. WKCI-F	2. WTIC
3. WDRC-F	3. WDRC-F	3. WELI	3. WKCI-F	3. WAVZ	3. WAVZ
4. WTIC-F	4. WWYZ-F	4. WWYZ-F	4. WWYZ-F	4. WKSS-F	4. WPLR-F

OTHER RATED STATIONS/METRO SHARE

WNHC	1340	1.8	WRCH-F	100.5	1.1	WICC	600	.6
WOMN	1220	.5	WRCQ	910	.3	WINS	1010	.5
WYBC-F	94.3	1.0	WRCQ	96.5	2.4	WMCA	570	.6
WCCC-F	106.9	.5	WCBS	880	2.9	WNEW	1130	.5
WHCN-F	105.9	1.8	WDJZ	1530	1.6	WOR	710	1.3
WIOF-F	104.1	.8	WHN	1050	3.1	WQXR	1560	.3
WPOP	1410	1.0						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	110 (5)	153 (7)	263 (12)	45.7
MOR/AC	128 (3)	26 (1)	154 (4)	26.7
BTFL MUSIC		80 (3)	80 (3)	13.9
NEWS/INFO/TALK	39 (5)		39 (5)	6.8
COUNTRY	19 (1)		19 (1)	3.3
OTHER	13 (2)		13 (2)	2.3
CLASSICAL	2 (1)		2 (1)	0.3
JAZZ		6 (1)	6 (1)	1.1
			<u>576 (29)</u>	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), ROCK , \$53.00 (Mc-Guild)
 WELI, 960, 5 KW (DA-N), MOR , \$53.00 (Blair) Insilco
 WKCI-F, 101.3, 12 KW @ 870, BTFL MUS , \$53.00 (Mc-Guild)
 WPLR-F, 99.1, 10 KW @ 950, ROCK , \$67.65 (Eastman)

FOR OTHER STATIONS SEE BRIDGEPORT, NEW YORK OR HARTFORD
 FOR ADI, NEWSPAPER AND TV STATIONS SEE HARTFORD

NEW ORLEANS

SRDS Market # 34; ADI # 36
 FCC Revenue Rank # 30
 FCC Income Rank # 45
 APR 12.6
 SMSA Pop: 1,132,300

Revenue :\$ 8,815,352
 Income :\$ 749,870
 FM Rev :\$ 3,044,241
 FM Inc :\$ 699,279
 Comb Rev:\$11,859,593
 Comb Inc:\$ 1,449,149

National Rev : \$2,587,520
 Nat Rev per Cap: \$2.29
 Tot Rev per Cap: \$10.47
 Tot Inc per Cap: \$1.28
 Profit Margin : 12.2%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBYU-F 133/11.5	7.4	7.0	1. WTIK 186	1. WTIK 4042/23.7
2. WTIK 101/ 8.7	8.3	9.8	2. WBYU-F 160	2. WNOE 2661/18.0
3. WQUE-F 85/ 7.4	8.1	7.9	3. WRNO-F 122	3. WQUE-F 2265/18.1
WRNO-F 85/ 7.4	5.6	6.9	4. WQUE-F 112	4. WWL 2236/14.6
5. WSMB 83/ 7.2	7.4	9.9	5. WSMB 106	5. WBYU-F 1893/17.3
6. WNOE 73/ 6.3	4.8	6.3	WNOE 106	6. WNOE-F 1733/14.0
7. WWL 65/ 5.6	5.0	6.3	7. WWL 99	7. WRNO-F 1720/14.4
8. WNOE-F 58/ 5.0	6.8	5.2	8. WXEL-F 80	8. WSMB 1380/12.0
9. WGSO 57/ 4.9	6.2	4.8	9. WSHO 73	9. WWL-F 1319/ 8.5
10. WSHO 55/ 4.8	5.5	4.9	WNOE-F 73	10. WXEL-F 1301/ 8.1
WYLD 55/ 4.8	4.3	4.8	WYLD 73	11. WGSO 1239/12.6
12. WWL-F 45/ 3.9	3.3	2.6	12. WWL-F 65	12. WYLD 1229/10.3

12+ FM SHARE (METRO): 47.47% (517 of 1089) (A/M 78: 41.04%)
 12+ FM SHARE (TSA) : 49.30% (702 of 1424) (A/M 78: 43.64%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNOE	1. WRNO-F	1. WBYU-F	1. WBYU-F	1. WBYU-F	1. WTIK
WTIK	2. WQUE-F	2. WRNO-F	2. WTIK	2. WSMB	2. WWL
3. WQUE-F	3. WNOE-F	3. WQUE-F	3. WQUE-F	3. WSHO	3. WBYU-F
4. WRNO-F	4. WTIK	WTIK	4. WSHO	4. WTIK	4. WSMB
5. WYLD	5. WNOE	5. WNOE-F	5. WTIK	5. WWL	5. WNOE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	185 (3)	229 (3)	414 (6)	38.0
BTFL MUSIC		178 (2)	178 (2)	16.3
BLACK/DISCO	98 (3)	69 (2)	167 (5)	15.3
MOR/AC	140 (2)		140 (2)	12.9
COUNTRY	120 (2)		120 (2)	11.0
JAZZ		42 (1)	42 (1)	3.9
BIG BAND	29 (1)		29 (1)	2.7
			<u>1089 (19)</u>	

NEW ORLEANS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WTIK	1. WTIK	1. WTIK	WBOK	1230	2.3
2. WBYU-F	2. WNOE	2. WBYU-F	WEZB-F	97.1	3.0
3. WRNO-F	3. WQUE-F	3. WSMB	WNNR	990	1.4
4. WQUE-F	4. WBYU-F	4. WYLD-F	WVOG	600	1.0
5. WNOE	5. WWL	5. WYLD	WWIW	1450	2.5
6. WSMB	6. WRNO-F	6. WXEL-F	WXEL-F	105.3	2.9
7. WWL	7. WGSO	7. WQUE-F	WYLD-F	98.5	3.6
8. WSHO	8. WSMB	8. WRNO-F			
9. WNOE-F	9. WWL-F	9. WWL			
10. WYLD	10. WYLD	10. WSHO			
11. WXEL-F	11. WXEL-F				
12. WGSO	12. WEZB-F				
WVL-F	13. WYLD-F				
14. WYLD-F	14. WSHO				
15. WEZB-F	15. WBOK				

ADI FM SHARE: 49.40% (745 of 1508) (A/M 78: 42.35%)

AM STATIONS

WBOK, 1230, 1 KW/250 W	, BLACK	MBN, \$33.00	(Howard)	Starr
WGSO, 1280, 5 KW (DA-1)	, MOR/AC/NEWS	ABC-I, \$50.38	(Eastman)	Insilco
WNOE, 1060, 50 KW/5 KW (DA-2)	, ROCK	ABC-C, \$50.50	(Mc-Guild)	
WSHO, 800, 1 KW (Days) (DA)	, COUNTRY	MBS, \$24.00	(PRO)	
WSMB, 1350, 5 KW (DA-N)	, MOR	ABC-E, \$24.89	(Buckley)	
WTIX, 690, 10 KW/5 KW (DA-2)	, ROCK	, \$60.00	(Blair)	Storz
WWL, 870, 50 KW (DA-1)	, COUNTRY/VARIETY	CBS, \$65.00	(Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$32.50	(HR/Stone)	

FM STATIONS

WBYU-F, 95.7, 100 KW @ 600	, BTFL MUS (Schulke)	, \$37.50	(Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511	, DISCO (Burk-Abr)	, \$21.00	(Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440	, ROCK	, \$50.50	(Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512	, ROCK (TM)	, \$42.75	(Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 370	, AOR	, \$44.88	(Torbet)	Gulf South
WWL-F, 101.9, 95 KW @ 830	, BTFL MUS (FM-100)	, \$65.00	(Katz)	Loyola Univ
WXEL-F, 105.3, 100 KW @ 407	, BLACK	NBN, \$13.00	(Selcom)	Security
WYLD-F, 98.5, 100 KW @ 480	, JAZZ/PROG	, \$32.50	(HR/Stone)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune	M	215,551, Newhouse
New Orleans States-Item	E	114,624, Newhouse

NEW YORK

SRDS Market # 1; ADI # 1	Revenue : \$68,446,029	National Revenue: \$23,924,090
FCC Revenue Rank # 2	Income : \$28,196,814	Nat Rev per Cap : \$2.53
FCC Income Rank # 3	FM Rev : \$10,615,063	Rev per Capita : \$10.21
APR 18.1	FM Inc : \$ 5,653,667	Inc per Capita : \$1.72
SMSA Pop: 9,462,000	Comb Rev : \$96,642,843	Profit Margin : 16.8%
	Comb Inc : \$16,268,730	

12+ METRO 1/4/SHARE	O/N 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKTU-F 1910/7.6	11.3	1.2	1. WKTU-F 1928	1. WABC 33728/21.3
2. WOR 1758/7.0	6.4	7.1	2. WOR 1906	2. WCBS 27858/17.6
3. WBLS-F 1597/6.4	3.1	7.9	3. WABC 1629	3. WINS 26940/18.8
4. WABC 1469/5.9	7.1	8.1	4. WBLS-F 1611	4. WOR 24006/15.8
5. WCBS 1266/5.0	5.5	5.5	5. WCBS 1442	5. WNBC 23220/13.1
6. WRFM-F 1179/4.7	4.7	5.2	6. WRFM-F 1197	6. WKTU-F 23200/16.4
7. WINS 1146/4.6	5.1	5.5	7. WINS 1167	7. WBLS-F 17112/12.1
8. WPAT-F 1023/4.1	2.6	2.6	8. WPAT-F 1070	8. WPLJ-F 16485/11.3
9. WPLJ-F 870/3.5	3.3	4.1	9. WPLJ-F 919	9. WXLO-F 14605/ 9.8
10. WNEW 842/3.4	2.1	3.1	10. WNBC 917	10. WHN 14240/ 8.9
11. WMCA 750/3.0	2.6	3.2	11. WNEW 896	11. WCBS-F 14113/ 9.8
12. WHN 743/3.0	3.4	2.7	12. WHN 892	12. WRFM-F 13684/ 9.5
13. WCBS-F 736/2.9	3.4	2.8	13. WMCA 782	13. WNEW 13466/ 9.2
14. WNEW-F 715/2.8	1.7	2.1	14. WCBS-F 752	14. WMCA 12008/ 8.4
15. WNBC 684/2.7	2.6	3.0	15. WNEW-F 727	15. WPAT-F 11643/ 7.8
16. WXLO-F 628/2.5	2.6	3.4	16. WXLO-F 676	16. WNEW-F 10628/ 7.5
17. WJIT 530/2.1	2.9	2.1	17. WJIT 530	17. WPAT 10348/ 7.4
18. WADO 507/2.0	1.9	1.4	18. WADO 507	18. WQXR-F+ 7925/ 5.2
19. WPAT 504/2.0	2.7	2.6	19. WPAT 505	19. WYNY-F 7712/ 5.4
20. WYNY-F 496/2.0	1.1	1.1	20. WYNY-F 504	20. WTFM-F 7400/ 5.1

12+ FM SHARE (METRO): 51.22% (11650 of 22746) (A/M 78: 46.72%)
 12+ FM SHARE (TSA) : 49.75% (11959 of 24040) (A/M 78: 45.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKTU-F	1. WKTU-F	1. WKTU-F	1. WKTU-F	1. WRFM-F	1. WOR
2. WPLJ-F	2. WBLS-F	2. WBLS-F	2. WBLS-F	2. WOR	2. WCBS
3. WBLS-F	3. WABC	3. WABC	3. WABC	3. WPAT-F	3. WINS
4. WABC	4. WNEW-F	4. WCBS-F	4. WOR	4. WCBS	4. WABC
5. WXLO-F	5. WPLJ-F	5. WNEW-F	5. WRFM-F	5. WINS	5. WKTU-F
6. WNBC	6. WCBS-F	6. WPLJ-F	6. WNEW	6. WNEW	6. WBLS-F
7. WPIX-F	7. WXLO-F	7. WRFM-F	7. WCBS	7. WABC	7. WNEW

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	2153 (2)	4614 (10)	6767 (12)	29.8
NEWS/INFO/TALK	4920 (4)		4920 (4)	21.6
BLACK/DISCO	317 (3)	3507 (2)	3824 (5)	16.8
BTFL MUSIC	671 (3)	2737 (6)	3408 (9)	15.0
SPANISH	1121 (3)		1121 (3)	4.9
MOR	933 (2)		933 (2)	4.1
COUNTRY	743 (1)		743 (1)	3.3
CLASSICAL	102 (1)	440 (2)	542 (3)	2.4
JAZZ		266 (1)	266 (1)	1.2
VARIETY	57 (1)	86 (1)	143 (2)	0.6
RELIGION	79 (1)		79 (1)	0.3
			<u>22746 (43)</u>	

NEW YORK ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER MSA STATIONS/SHARE</u>	
1. WKTU-F	1. WABC	1. WBL5-F	WALK-F+	97.5 .5
2. WOR	2. WCBS	2. WKTU-F	WBLI-F	106.1 .7
3. WABC	3. WINS	3. WINS	WBNX	1380 .3
4. WBL5-F	4. WOR	4. WOR	WCTO-F	94.3 .5
5. WCBS	5. WKTU-F	5. WABC	WEVD	1330 .4
6. WRFM-F	6. WNBC	6. WCBS	WEVD-F	97.9 .3
7. WINS	7. WBL5-F	7. WADO	WGSM	740 .4
8. WPAT-F	8. WPLJ-F	8. WJIT	WIOK-F	98.3 .3
9. WPLJ-F	9. WXLO-F	9. WCBS-F	WLIB	1190 .5
10. WNEW	10. WCBS-F	10. WHN	WLIR-F	92.7 .7
11. WHN	11. WHN		WGMQ-F	98.3 .4
12. WNBC	12. WRFM-F		WNCN-F	104.3 .7
13. WMCA	13. WNEW		WNJR	1430 .3
14. WCBS-F	14. WMCA		WPIX-F	101.9 1.1
15. WNEW-F	15. WPAT-F		WQXR-F+	96.3 1.4
			WRVR-F	106.7 1.1
			WTFM-F	103.5 1.8
			WVNJ	620 .5
			WVNJ-F	100.3 .9
			WWDJ	970 .3
			WWRL	1600 .4

ADI FM SHARE: 50.93% (12254 of 24060) (A/M 78: 46.96%)

AM STATIONS

WABC, 770, 50 KW	, ROCK	ABC-C, \$278.75 (Blair)	ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$ 64.50 (---)	
WCBS, 880, 50 KW	, NEWS	CBS, \$300.00 (CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	ABC-E, \$206.25 (Christal)	Storer
WINS, 1010, 50 KW (DA-1)	, NEWS	, \$200.00 (RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH	, \$ 62.38 (Caballero)	SJR
WMCA, 570, 5 KW (DA-1)	, TALK	MBS, \$100.00 (MMR)	
WNBC, 660, 50 KW	, CONTEMP	NBC, \$158.75 (? ?)	NBC
WOR, 710, 50 KW (DA-1)	, TALK	ABC-I, \$204.38 (RKO)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL MUS	, \$113.75 (Eastman)	Capital Cities
WNEW, 1130, 50 KW (DA-1)	, MOR	, \$107.50 (Katz)	Metromedia

FM STATIONS

WBL5-F, 107.5, 50 KW @ 1241	, BLACK/DISCO	, \$202.50 (Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300	, ROCK/OLDIES	, \$144.38 (CBS FM)	CBS
WKTU-F, 92.3, 5.4 KW @ 1200	, DISCO (Burk-Abr)	, \$316.88 (Masla)	SJR
WPAT-F, 93.1, 12.5 KW @ 870	, BTFL MUS	, \$113.75 (Eastman)	Cap Cit
WQXR-F+, 96.3, 5.4 KW @ 1220	, CLASSICAL	, \$ 65.50 (CMBS)	NY Times
WNEW-F, 102.7, 4.1 KW @ 1360	, AOR	, \$ 94.00 (Katz)	Metromedia
WPIX-F, 101.9, 5.4 KW @ 1228	, ROCK	, \$ 65.00 (---)	WGN Cont
WPLJ-F, 95.5, 4.6 KW @ 1270	, AOR	ABC-F, \$152.50 (Blair)	ABC
WRFM-F, 105.1, 5.2 KW @ 1220	, BTFL MUS (Bonne)	, \$116.25 (Torbet)	Bonneville
WTFM-F, 103.5, 7 KW @ 960	, CONTEMP	, \$ 68.75 (Buckley)	
WXLO-F, 98.7, 5.4 KW @ 1250	, ROCK	, \$131.75 (RKO).	RKO
WYNY-F, 97.1, 4.6 KW @ 1300	, ADULT CONT	, \$ 65.00 (? ?)	NBC

TV STATIONS

WABC NY 7	ABC,ABC	WOR NY 9	IND, RKO
WCBS NY 2	CBS,CBS	WPIX NY 11	IND, WGN Cont
WNBC NY 4	NBC,NBC	WTVG Newark 68	IND, Wometco
WNEW NY 5	IND,Metromedia	WXTV Paterson 41	IND, Sp Int
		WNJU Newark 47	IND

NEWSPAPERS

New York Times M	863,532	Newark Star-Ledger M	406,252, Newhouse
New York News M	1,636,254, Chi Trib	Long Is. Newsday E	513,714, Times-Mir
New York Post E	624,287, Murdoch		

NORFOLK

SRDS Market # 50; ADI # 48
 FCC Revenue Rank # 33(approx)
 FCC Income Rank # 82(approx)
 APR 14.8
 SMSA Pop: 794,300

Revenue : \$7,540,045
 Income : \$ 341,500
 FM Rev : \$1,311,273
 FM Inc : \$ 264,932
 Comb Rev: \$8,851,318
 Comb Inc: \$ 606,432

National Rev : \$2,059,887
 Nat Rev per Cap: \$2.59
 Tot Rev per Cap: \$11.14
 Tot Inc per Cap: \$.76
 Profit Margin : 6.9%

<u>12+ METRO 1/4/SHARE</u>			<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WTAR	129/9.3	7.7		8.6	1. WCMS-F	156	1. WTAR 2416/24.1
2. WMYK-F	120/8.7	6.5		4.5	2. WMYK-F	155	2. WGH 1938/20.1
3. WFOG-F	108/7.8	11.0		6.4	3. WTAR	132	3. WMYK-F 1929/15.6
4. WCMS-F	107/7.7	5.3		6.4	4. WFOG-F	126	4. WNOR-F 1841/19.1
5. WKEZ-F	104/7.5	5.7		5.8	5. WKEZ-F	122	5. WCMS-F 1768/13.7
6. WNOR-F	102/7.4	9.4		7.5	6. WNOR-F	105	6. WKEZ-F 1712/14.8
7. WOWI-F	84/6.1	6.8		8.9	7. WOWI-F	104	7. WOWI-F 1563/13.8
8. WGH	82/5.9	5.3		8.1	8. WRAP	86	8. WFOG-F 1557/14.1
9. WRAP	79/5.7	4.6		7.3	9. WGH	85	9. WRAP 1490/14.6
10. WPCE	64/4.6	3.0		3.7	10. WPCE	64	10. WQRK-F 1386/14.6
11. WQRK-F	57/4.1	5.7		6.0	11. WQRK-F	58	11. WNOR 830/ 8.8
12. WGH-F	38/2.7	2.0		2.3	12. WCMS	48	12. WWDE-F 728/ 7.3

12+ FM SHARE (METRO): 62.39% (803 of 1287) (A/M 78: 57.03%)
 12+ FM SHARE (TSA) : 65.27% (981 of 1503) (A/M 78: 60.60%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGH	1. WMYK-F	1. WMYK-F	1. WCMS-F	1. WCMS-F	1. WTAR
2. WRAP	2. WNOR-F	2. WCMS-F	2. WTAR	2. WKEZ-F	2. WCMS-F
3. WMYK-F	3. WOWI-F	3. WNOR-F	3. WFOG-F	3. WTAR	3. WFOG-F
4. WNOR-F	4. WTAR	4. WTAR	4. WKEZ-F	4. WFOG-F	4. WMYK-F+
5. WOWI-F	5. WRAP	5. WFOG-F	5. WOWI-F	5. WPCE	5. WGH

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	149 (4)	299 (4)	448 (8)	34.8
BLACK/DISCO	143 (2)	84 (1)	227 (3)	17.6
BTFL MUSIC	12 (1)	212 (2)	224 (3)	17.4
MOR/AC	137 (2)	37 (1)	174 (3)	13.5
COUNTRY	27 (1)	123 (2)	150 (3)	11.7
CLASSICAL		38 (1)	38 (1)	3.0
NEWS/INFO/TALK	10 (1)		10 (1)	0.8
RELIGION		10 (1)	10 (1)	0.8
JAZZ	6 (1)		6 (1)	0.5
			<u>1287 (24)</u>	

NORFOLK ADI

OTHER RATED STATIONS/MSA SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. WCMS-F	1. WTAR	1. WCMS-F	WBCI-F	96.5	1.4
2. WMYK-F	2. WGH	2. WPCE	WCMS	1050	1.9
3. WTAR	3. WMYK-F	3. WTAR	WCPK	1600	.9
4. WFOG-F	4. WNOR-F	4. WRAP	WNIS	1350	.7
5. WKEZ-F	5. WCMS-F	5. WGH	WNOR	1230	1.8
6. WNOR-F	6. WKEZ-F	6. WMYK-F	WTJZ	1270	.4
7. WOWI-F	7. WOWI-F	7. WKEZ-F	WVAB	1550	1.3
8. WRAP	8. WFOG-F	8. WQRK-F	WWDE	1490	.6
9. WGH	9. WRAP	9. WOWI-F	WWDE-F	101.3	2.7
10. WPCE	10. WQRK-F	10. WCMS	WXRI-F	105.3	.7
11. WQRK-F	11. WNOR		WYVA-F	94.1	1.2
12. WCMS	12. WGH-F		WZAM	1110	1.7
13. WWDE-F	13. WPCE				
14. WGH-F	14. WWDE-F				
15. WBCI-F	15. WCMS				

ADI FM SHARE: 63.35% (968 of 1528) (A/M 78: 59.50%)

AM STATIONS

WCMS, 1050, 5 KW (DAYS) (DA), COUNTRY	, \$40.00 (Katz)	
WGH, 1310, 5 KW (DA-N), ROCK	, \$34.00 (Blair)	
WNOR, 1230, 1 KW/250 W, CONTEMP	MBS, ABC-C, \$28.00 (Buckley)	
WPCE, 1400, 1 KW/250 W, BLACK/GOSPEL	MBN, \$20.00 (HR/Stone)	
WRAP, 850, 5 KW/1 KW (DA-2), BLACK	NBN, \$27.00 (Howard)	Rollins
WTAR, 790, 5 KW (DA-N), MOR/AC	CBS, \$40.00 (Christal)	Landmark

FM STATIONS

WCMS-F, 100.5, 50 KW @ 409, COUNTRY	, \$40.00 (Katz)	
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, \$40.00 (Eastman)	McCormick
WGH-F, 97.3, 74 KW @ 420, CLASSICAL	, \$16.00 (Blair)	
WKEZ-F, 95.7, 40 KW @ 881, BTFL MUS (Schulke)	, \$24.00 (Christal)	Landmark
WNOR-F, 98.7, 46 KW @ 549, AOR	, \$34.00 (Buckley)	
WOWI-F, 102.9, 50 KW @ 500, BLACK (Drake-Chen)	MBN, \$32.00 (HR/Stone)	
WQRK-F, 104.5, 50 KW @ 418, ROCK	, \$26.00 (Selcom)	
WWDE-F, 101.3, 50 KW @ 380, AC/MOR (Radio Arts)	, \$29.00 (CBS FM)	
WMYK-F, 93.7, 100 KW @ 940, AOR	, \$31.50 (Eastman)	

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Landmark
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	95,794, Landmark
Norfolk Virginian-Pilot	M	125,305, Landmark
Newport News Press	M	57,040
Newport News Times-Herald	E	43,273

NORTHEAST PENNSYLVANIA
(Wilkes Barre-Scranton)

SRDS Market # 62
FCC Revenue Rank # 67
FCC Income Rank # 101
APR 19.9
SMSA Pop: 635,400

Revenue : \$4,775,724
Income : \$ 218,454
FM Rev : \$ 886,786
FM Inc : \$ -139,786
Comb Rev: \$5,662,510
Comb Inc: \$ 78,668

National Rev : \$972,692
Nat Rev per Cap: \$1.53
Tot Rev per Cap: \$8.91
Tot Inc per Cap: \$.12
Profit Margin : 1.3%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WARM	122/11.2	15.7	13.5			1. WARM	136	1. WARM	2036/32.2
2. WNAK	84/ 7.7	12.8	11.8			2. WGBI-F	99	2. WGBI-F	1281/19.6
WGBI-F	84/ 7.7	8.3	7.3			3. WNAK	89	3. WILK	1173/20.7
4. WILK	66/ 6.1	4.3	6.2			4. WBRE+	73	4. WBRE+	984/15.5
5. WBRE+	64/ 5.9	5.0	6.7			5. WEJL	72	5. WNAK	904/15.3
6. WYZZ-F	57/ 5.2	3.9	4.5			6. WILK	67	6. WEZX-F	805/12.7
7. WVCD-F	51/ 4.7	3.9	3.8			7. WYZZ-F	62	7. WEJL	769/11.4
WEZX-F	51/ 4.7	4.5	3.4			8. WEZX-F	61	8. WYZZ-F	767/11.3
9. WAZL	46/ 4.2	2.2	3.3			9. WAZL	57	9. WGBI	697/10.0
10. WICK	42/ 3.9	1.6	3.3			WVCD-F	57	10. WBAX	644/11.5

12+ FM SHARE (METRO): 39.46% (395 of 1001) (A/M 78: 34.55%)

12+ FM SHARE (TSA) : 42.40% (502 of 1184) (A/M 78: 42.40%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WILK	1. WGBI-F	1. WARM	1. WARM	1. WARM	1. WARM
WGBI-F	2. WARM	2. WGBI-F	2. WEJL	2. WNAK	2. WAZL
3. WEZX-F	3. WEZX-F	3. WEJL	3. WNAK	3. WEJL	3. WGBI-F
	4. WILK	4. WILK	WBAX	4. WVCD-F	4. WILK

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	263 (7)	181 (7)	444 (14)	44.4
MOR/AC	182 (5)	56 (3)	238 (8)	23.8
BTFL MUSIC	42 (1)	117 (3)	159 (4)	15.9
COUNTRY	80 (2)	10 (2)	90 (4)	9.0
NEWS/INFO/TALK	39 (2)	31 (1)	70 (3)	7.0
			<u>1001 (33)</u>	

WILKES BARRE-SCRANTON ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WARM	1. WARM	1. WARM
2. WHLM-F+	2. WGBI-F	2. WILK
3. WGBI-F	3. WILK	3. WGBI-F
4. WNAK	4. WILQ-F	4. WGBI
5. WILQ-F	5. WHLM-F+	5. WNAK
6. WEJL	6. WBRE+	6. WBAX
WBRE+	7. WNAK	7. WAZL
8. WVCD-F	8. WYZZ-F	
9. WILK	9. WEZX-F	
10. WYZZ-F	10. WEJL	
11. WEZX-F	11. WGBI	
12. WPAM	12. WPPA	
WAZL	13. WAZL	
14. WRAK	14. WBAX	
15. WBAX	15. WVCD-F	

WACM-F	103.1	.8
WARD	1540	1.2
WBAX	1240	3.8
WCDL	1440	1.2
WCDL-F	94.3	.8
WGBI	910.	3.6
WMJW-F	92.1	1.5
WSCR	1320	.7
WVPO	840	1.3
WVPO-F	93.5	1.3
WVDL-F	104.9	3.0
WHLM-F+	106.5	.3
WILQ-F	105.1	.5
WLSH	1410	.4
KYW	1060	.6
WABC	770	.6
WLEV-F	96.1	.3
WQQQ-F	99.9	.8
WXXW-F	104.1	.5
WZZO-F	95.1	

ADI FM SHARE: 43.00% (799 of 1858) (A/M 78: 34.94%)

AM STATIONS

WARM, 590, 5 KW (DA-2)	, CONTEMP/AC	, \$48.75 (Eastman)	Susquehanna
WAZL, 1490, 1 KW/250 W	, CONTEMP	NBC, \$ 6.00 (Market 4)	(HAZELTON)
WBAX, 1240, 1 KW/250 W	, COUNTRY	ABC-E, \$14.00 (Torbet)	Merv Griffin
WBRE+, 1340, 1 KW/250 W	, NEWS	NBC, \$11.00 (Buckley)	
WEJL, 630, 500 W (DAYS)	, MOR	ABC-I, \$26.50 (Selcom)	Shamrock
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS, \$12.00 (Torbet)	
WICK, 1400, 1 KW/250 W	, BTFL MUS	MBS, \$11.00 (PRO)	
WILK, 980, 5 KW/1 KW (DA-N)	, ROCK	ABC-C, \$17.00 (Mc-Guild)	
WNAK, 730, 1 KW (DAYS)	, MOR	, \$20.00 (P/W)	(NANTICOKE)
WPAM, 1450, 1 KW/250 W	, MOR	NBC, \$ 6.75 (---)	(POTTSVILLE)
WRAK, 1400, 1 KW/250 W	, MOR	NBC, \$ 7.00 (Dome)	(WILLIAMSPORT)
WPPA, 1360, 5 KW/500 W (DA-2)	, AC/CONT	CBS, \$ 9.50 (PRO)	(POTTSVILLE)

FM STATIONS

WEZX-F, 107.1, 125 W @ 1270, ROCK	ABC-F, \$18.00 (Selcom)	Shamrock
WGBI-F, 101.3, 7 KW @ 1100, ROCK (Drake-Chen)	, \$22.00 (Torbet)	
WVCD-F, 97.9, 24 KW @ 660, BTFL MUS	, \$ 8.00 (Market 4)	(HAZELTON)
WYZZ-F, 92.9, 50 KW @ 1065, BTFL MUS (TM)	MBS, \$10.00 (Market 4)	
WHLM-F+, 106.5, 10 KW @ 597, CONTEMP (?)	NBC, \$ 5.75 (-----)	(BLOOMSBURG)

TV STATIONS

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC

NEWSPAPERS

Scranton Times	E	54,396, (Lynett Family, owners of Shamrock Broadcasting)
Scranton Tribune	M	38,503
Wilkes Barre Times Leader	AD	69,470, Capital Cities

OKLAHOMA CITY

SRDS Market # 53; ADI # 38
 FCC Revenue Rank # 42
 FCC Income Rank # 63
 APR 15.6
 SMSA Pop: 779,000

Revenue : \$6,683,450
 Income : \$ 512,236
 FM Rev : \$2,347,408
 FM Inc : \$ -523,313
 Comb Rev: \$9,030,858
 Comb Inc: \$ -11,077

National Rev : \$2,087,115
 Nat Rev per Cap: \$2.68
 Tot Rev per Cap: \$11.59
 Tot Inc per Cap: ---
 Profit Margin : NA

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KTOK	142/14.4	18.4	11.7	1. KTOK	190	1. WKY	3601/32.6
2. KEBC-F	101/10.2	9.5	8.5	2. KOFM-F	176	2. KOMA	2810/23.2
3. KOFM-F	96/ 9.7	10.2	8.7	3. WKY	145	3. KOFM-F	2472/22.8
4. KATT-F	91/ 9.2	6.2	9.6	4. KOMA	132	4. KTOK	2339/27.4
5. KKNF-F	86/ 8.7	8.7	10.6	5. KATT-F	128	5. KKNF-F	1497/17.8
6. WKY	83/ 8.4	9.4	10.5	6. KEBC-F	127	6. KATT-F	1449/16.8
7. KOMA	61/ 6.2	6.2	7.1	7. KKNF-F	123	7. KEBC-F	1368/16.3
8. KZUE-F	57/ 5.8	3.6	6.1	8. KZUE-F	75	8. KZUE-F	1358/16.2
9. KFNB-F	46/ 4.7	4.0	4.2	9. KFNB-F	68	9. KFNB-F	856/ 8.9
10. KXXY-F	40/ 4.0	1.8	1.8	10. WNAD	46	10. WNAD	720/ 4.6
11. KAEZ-F	32/ 3.2	2.6	.9	11. KXXY-F	40	11. KOCY	527/ 7.2
12. KOCY	21/ 2.1	3.2	3.4	12. KAEZ-F	32	12. KXXY-F	502/ 7.3

12+ FM SHARE (METRO): 62.33% (579 of 929) (A/M 78: 56.69%)
 12+ FM SHARE (TSA) : 58.85% (818 of 1390) (A/M 78: 49.25%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KOFM-F	1. KATT-F	1. KATT-F	1. KEBC-F	1. KTOK	1. KTOK
2. KZUE-F	2. KOFM-F	2. KOFM-F	KTOK	KEBC-F	2. WKY
3. KOMA	3. WKY	3. KTOK	3. KKNF-F	3. KKNF-F	3. KOMA
4. KXXY-F	4. KOMA	4. WKY	4. KOFM-F	4. KFNB-F	4. KOFM-F
5. KATT-F	5. KTOK	KEBC-F	5. WKY	5. WKY	5. KEBC-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	144 (2)	206 (5)	350 (7)	37.7
BTFL MUSIC		143 (3)	143 (3)	15.4
MOR/AC	142 (1)		142 (1)	15.3
COUNTRY	36 (2)	101 (1)	137 (3)	14.7
BLACK/DISCO	14 (1)	123 (2)	137 (3)	14.7
RELIGION	10 (2)	6 (1)	16 (3)	1.7
NEWS/INFO/TALK	4 (1)		4 (1)	0.4
			<u>929 (21)</u>	

OKLAHOMA CITY ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. KTOK	1. WKY	1. KTOK
2. KOFM-F	2. KOFM-F	2. WKY
3. WKY	3. KOMA	3. KEBC-F
4. KATT-F	4. KTOK	4. KATT-F
5. KEBC-F	5. KKNG-F	5. KOFM-F
6. KKNG-F	6. KEBC-F	6. KKNG-F
7. KOMA	7. KATT-F	7. KOMA
8. KZUE-F	8. KZUE-F	8. KFNB-F
9. KFNB-F	9. KFNB-F	9. KAEZ-F
10. WNAD	10. WNAD	10. KOCY
11. KXXY-F	11. KOCY	
12. KAEZ-F	12. KXXY-F	
WBBZ	13. KVOO	
14. KWEY+	14. KRMG	
15. KVOO	15. KCRC	

KATT	1140	1.4
KBYE	890	.4
KCFX-F	97.7	.7
KJIL-F	104.9	.6
KQCV	800	.6
KRMC	1220	.4
KTLS-F	98.9	.6
WNAD	640	1.5
KTEN-F	93.3	1.1

ADI FM SHARE: 53.65% (808 of 1506) (A/M 78: 44.16%)

AM STATIONS

KOCY, 1340, 1 KW/250 W	, COUNTRY (TM)	CBS, \$15.25	(Mc-Guild)	Summit
KOMA, 1520, 50 KW (DA-N)	, ROCK	, \$38.00	(Blair)	Storz
KTOK, 1000, 5 KW (DA-2)	, MOR	ABC-I, \$46.63	(Eastman)	Insilco
WKY, 930, 5 KW (DA-N)	, CONTEMP	, \$48.75	(Katz)	Gaylord
WNAD, 640, 1 KW (DAYS)	, COUNTRY	NBC, \$15.00	(HR/Stone)	(NORMAN)
WBBZ, 1230, 1 KW/250 W	, MOR	MBS, \$ 6.00	(Sav-Gates)	(PONCE CITY)
KWEY+, 1590, 1 KW (DAYS) (DA)	, VARIETY	ABC-I, \$ 5.00	(-----)	(WEATHERFORD)
KCRC, 1390, 1 KW (DA-1)	, MOR	ABC-C, \$ 7.00	(Sav-Gates)	(ENID)

KRMG, KVOD - see Tulsa

FM STATIONS

KAEZ-F, 107.7, 100 KW @ 180, BLACK	, \$17.25	(-----)	
KATT-F, 100.5, 100 KW @ 598, DISCO (Burk-Abr)	MBS, \$35.63	(RKO)	
KEBC-F, 94.7, 100 KW @ 440, COUNTRY	, \$27.00	(Torbet)	
KFNB-F, 101.9, 100 KW @ 420, MOR/BTFL (FM 100)	, \$19.25	(PRO)	
KKNG-F, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$33.50	(Christal)	Swanson
KOFM-F, 104.1, 100 KW @ 1425, ROCK	ABC-C, \$34.00	(Selcom)	American
KXXY-F, 96.1, 100 KW @ 300, AOR (Burk-Abr)	, \$22.00	(Mc-Guild)	Summit
KZUE-F, 102.7, 100 KW @ 1003, ROCK	, \$45.25	(Eastman)	Insilco

TV STATIONS

KOCO	Oklahoma City	5	ABC, Combined/Gannett
KTUY	Oklahoma City	4	NBC, Detroit News
KWTV	Oklahoma City	9	CBS

NEWSPAPERS

Oklahoma City Oklahoman	M	189,847, Gaylord
Oklahoma City Times	E	93,107, Gaylord
Oklahoma City Journal	M	41,060

OMAHA

SRDS Market # 69
 FCC Revenue Rank # 60
 FCC Income Rank # 29
 APR 15.2
 SMSA Pop: 589,400

Revenue : \$5,412,559
 Income : \$1,021,234
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$1,960,224
 Nat Rev per Cap: \$3.33
 Tot Rev per Cap: \$9.18
 Tot Inc per Cap: \$1.73
 Profit Margin : 18.9%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KFAB	180/24.9	32.7	24.2	1. KFAB	342	1. WOW	5856/38.4
2. WOW	85/11.8	12.7	13.5	2. WOW	335	2. KFAB	4420/42.8
3. KGOR-F	79/10.9	7.9	10.3	3. KGOR-F	119	3. KGOR-F	2182/27.2
4. KESY-F	64/ 8.9	1.8	1.5	4. KESY-F	75	4. KOIL	1616/26.5
5. KOIL	63/ 8.7	9.7	6.9	5. KOIL	72	5. KEZO-F	1178/16.3
6. KYNN	51/ 7.1	5.2	5.8	6. KEZO-F	69	6. KMA	905/ 3.1
7. KQKQ-F	50/ 6.9	4.9	7.6	7. KMA	60	7. KESY-F	874/15.5
8. KEZO-F	42/ 5.8	7.2	10.0	8. KYNN	57	8. KQKQ-F	817/14.8
9. KEFM-F	23/ 3.2	2.7	3.4	9. KQKQ-F	53	9. KYNN	691/13.3
10. KESY	15/ 2.1	---	---	10. KEFM-F	38	10. KEFM-F	522/ 7.4

12+ FM SHARE (METRO): 38.96% (261 of 670) (A/M 78: 39.72%)
 12+ FM SHARE (TSA) : 28.87% (360 of 1247) (A/M 78: 30.96%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KOIL	1. KGOR-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KGOR-F	2. WOW	2. WOW	2. KESY-F	2. KESY-F	2. WOW
3. WOW	3. KQKQ-F	3. KGOR-F	3. WOW	3. KYNN	3. KMA
4. KQKQ-F	4. KEZO-F	4. KESY-F	4. KYNN	4. WOW	4. KGOR-F

OTHER RATED STATIONS/METRO SHARE

KLNG 1560 .7 KYNN-F 94.1 .4 KMA 960 1.4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	148 (2)	171 (3)	319 (5)	47.6
MOR/AC	190 (2)		190 (2)	28.4
BTFL MUSIC	15 (1)	64 (1)	79 (2)	11.8
COUNTRY	51 (1)	26 (2)	77 (3)	11.5
UNKNOWN	5 (1)		5 (1)	0.8
			<u>670 (13)</u>	

RADIO STATIONS

KESY, 1420, 1 KW (DAYS) (DA), BTFL MUS CBS, \$19.00 (Buckley)
 KFAB, 1110, 50 KW (DA-N), MOR NBC, \$70.50 (Christal) May
 KOIL, 1290, 5 KW (DA-N), CONTEMP, \$21.00 (PRO)
 KYNN, 1490, 1 KW/250 W, COUNTRY MBS, \$21.50 (Torbet) Great Empire
 WOW, 590, 5 KW, CONTEMP/AC ABC-C, \$74.00 (Blair) Meredith
 KMA, 960, 5 KW (DA-N), MOR, \$23.67 (Katz) May
 (SHENANDOAH, IA)
 KEFM-F, 96.1, 100 KW @ 276, COUNTRY (Drake-Chen), \$10.00 (PRO)
 KESY-F, 104.5, 32 KW @ 285, BTFL MUS (Bonne), \$27.00 (Buckley)
 KEZO-F, 92.3, 100 KW @ 1210, ROCK ABC-F, \$25.00 (Blair) Meredith
 KGOR-F, 99.9, 115 KW @ 1227, ROCK (TM), \$30.25 (Christal) May
 KQKQ-F, 98.5, 100 KW @ 187, AOR, \$24.75 (HR/Stone)

TV STATIONS

KETV Omaha 7 ABC, Pulitzer KMTV Omaha 3 NBC, May
 WOWT Omaha 6 CBS, San Francisco Chronicle

NEWSPAPER

Omaha World-Herald M 124,112
 E 111,092

ORLANDO

SRDS Market # 64; ADI # 40
 FCC Revenue Rank # 65
 FCC Income Rank # 309
 APR 15.5
 SMSA Pop: 619,200

Revenue : \$5,050,865
 Income : \$ -369,976
 FM Rev : \$2,095,596
 FM Inc : \$ 374,389
 Comb Rev: \$7,146,461
 Comb Inc: \$ 4,413

National Rev : \$1,203,854
 Nat Rev per Cap: \$1.94
 Tot Rev per Cap: \$11.54
 Tot Inc per Cap: \$.01
 Profit Margin : 0.1%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WDBO-F 99/12.7	11.9	14.8	1. WDBO-F 196	1. WDBO-F 2271/26.1
2. WHOO-F 75/ 9.6	10.2	8.1	2. WBJW-F 132	2. WBJW-F 2142/26.5
WBJW-F 75/ 9.6	12.5	14.8	3. WDIZ-F 126	3. WDIZ-F 1621/16.6
4. WDBO 65/ 8.3	8.5	9.2	4. WHOO-F 115	4. WDBO 1472/21.6
5. WHOO 58/ 7.4	7.8	6.9	5. WORJ-F 98	5. WHOO-F 1406/17.7
6. WDIZ-F 57/ 7.3	4.7	8.8	6. WDBO 89	6. WORJ-F 1224/12.1
7. WKIS 52/ 6.7	6.9	7.3	7. WHOO 68	7. WLOF 1166/19.5
8. WORJ-F 50/ 6.4	4.7	2.9	8. WKIS 58	8. WHLY-F 1159/12.7
9. WORL 45/ 5.8	4.2	6.5	WHLY-F 58	9. WKIS 996/16.3
10. WLOF 37/ 4.7	5.5	6.0	10. WORL 50	10. WPCV-F 655/ 4.0

12+ FM SHARE (METRO): 57.87% (423 of 731) (A/M 78: 56.40%)
 12+ FM SHARE (TSA) : 67.43% (824 of 1222) (A/M 78: 64.89%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>35 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBJW-F	1. WORJ-F	1. WORJ-F	1. WHOO-F	1. WDBO-F	1. WDBO-F
2. WDIZ-F	2. WDIZ-F	2. WBJW-F	2. WHOO	2. WHOO-F	2. WHOO-F
3. WORL	3. WBJW-F	3. WHOO-F	3. WDBO-F	3. WDBO	3. WBJW-F
4. WHLY-F	4. WORL	4. WDIZ-F	4. WBJW-F	4. WHOO	4. WDBO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	47 (3)	212 (4)	259 (7)	35.4
BTFL MUSIC	12 (1)	174 (2)	186 (3)	25.4
MOR/AC	117 (2)		117 (2)	16.0
COUNTRY	68 (3)	17 (2)	85 (5)	11.6
BLACK/DISCO	62 (2)		62 (2)	8.5
RELIGION	2 (1)	10 (1)	12 (2)	1.6
JAZZ		10 (1)	10 (1)	1.4
			<u>731 (22)</u>	

ORLANDO ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WAJL	1440	1.5
1. WDBO-F	1. WDBO-F	1. WDBO-F	WFIV	1080	.6
2. WDIZ-F	2. WBJW-F	2. WKIS	WHHL	1190	.8
3. WBJW-F	3. WDIZ-F	3. WHOO-F	WLOQ-F	103.1	1.3
4. WHOO-F	4. WDBO	WDBO	WOKB	1600	2.2
5. WDBO	5. WHOO-F	5. WHOO	WTLN	1520	.3
6. WCKS-F	6. WLOF	6. WBJW-F	WTLN-F	95.3	1.3
7. WORJ-F	7. WHOO	7. WORL	WTRR	1400	.5
8. WHOO	8. WHLY-F	8. WDIZ-F	WELE-F	105.9	.5
9. WKIS	9. WKIS	9. WLOF	WHLY-F	106.7	3.8
10. WWLV-F	10. WORJ-F	10. WORJ-F	WGTO	540	.6
11. WHLY-F	11. WCKS-F		WPCV-F	97.5	1.7
12. WORL	12. WORL				
13. WTMC	13. WWLV-F				
14. WLOF	14. WNDB				
15. WSBB	15. WELE-F				

ADI FM SHARE: 60.81% (965 of 1587) (A/M 78: 61.09%)

AM STATIONS

WDBO, 580, 5 KW (DA-N)	, MOR	CBS,ABC-E, \$44.28	(Blair)	Outlet
WHOO, 990, 50 KW/5 KW (DA-N)	, COUNTRY	ABC-I, \$39.25	(Torbet)	Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1)	, MOR	, \$27.25	(Eastman)	Susquehanna
WLOF, 950, 5 KW (DA-N)	, ROCK	, \$63.50	(Buckley)	Rounsaville
WORL, 1270, 5 KW (DAYS)	, DISCO (Burk-Abr)	, \$33.75	(Katz)	Sudbrink
WTMC, 1290, 5 KW/1 KW	, MOR/AC	, \$ 5.25	(PRO)	(OCALA)

FM STATIONS

WBJW-F, 105.1, 100 KW @ 370, ROCK		, \$63.50	(Buckley)	Rounsaville
WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)		, \$44.28	(Blair)	Outlet
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr)		ABC-F, \$34.00	(Selcom)	Shamrock
WHOO-F, 96.5, 100 KW @ 493, BTFL MUS (FM-100)		, \$47.50	(Torbet)	Bluegrass
WHLY-F, 106.7, 100 KW @ 799, AOR		, \$18.25	(Christal)	
WORJ-F, 107.7, 100 KW @ 350, AOR		, \$33.75	(Katz)	Sudbrink
WPCV-F - see Lakeland		WCKS-F - see Melbourne		

FOR OTHER STATIONS SEE DAYTONA BEACH

TV STATIONS

WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	

NEWSPAPERS

Orlando Sentinel Star AD 180,972, Tribune Co.

PENSACOLA

SRDS Market # 131
 FCC Revenue Rank # 129
 FCC Income Rank # 117
 APR 16.5
 SMSA Pop: 160,843

Revenue : \$2,236,680
 Income : \$ 158,299
 FM Rev : \$ 874,288
 FM Inc : \$ 183,316
 Comb Rev: \$3,452,583
 Comb Inc: \$ 341,615

National Rev : \$160,843
 Nat Rev per Cap: \$.56
 Tot Rev per Cap: \$11.95
 Tot Inc per Cap: \$1.18
 Profit Margin : 9.9%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJLQ-F 53/14.1	15.7	15.3	1. WKRG-F 66	1. WJLQ-F 1009/32.9
2. WBOP 46/12.3	2.6	10.4	2. WJLQ-F 64	2. WKRG-F 825/23.2
3. WMEZ-F 42/11.2	13.7	11.2	3. WMEZ-F 53	3. WTKX-F 622/17.5
4. WCOA 38/10.1	9.3	12.1	4. WXBM-F 49	4. WMEZ-F 588/17.6
WKRG-F 38/10.1	11.0	2.0	5. WBOP 46	5. WBSR 551/24.3
6. WBSR 35/ 9.3	10.2	14.4	6. WCOA 38	6. WXBM-F 548/17.1
7. WXBM-F 30/ 8.0	5.2	4.6	7. WBSR 35	7. WCOA 535/23.4
8. WAJB-F 19/ 5.1	2.3	3.2	8. WTKX-F 32	8. WBOP 278/12.3
9. WPFA 16/ 4.3	1.7	3.5	9. WAJB-F 19	9. WAJB-F 233/ 8.1
10. WTKX-F 14/ 3.7	13.1	4.6	10. WPFA 16	10. WNVY 183/ 8.1

12+ FM SHARE (METRO): 55.84% (196 of 351) (A/M 78: 67.07%)
 12+ FM SHARE (TSA) : 64.61% (283 of 438) (A/M 78: 71.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WJLQ-F	1. WJLQ-F	1. WBOP	1. WMEZ-F	1. WKRG-F
2. WJLQ-F	2. WKRG-F	2. WBOP	WXGM-F	2. WCOA	2. WXBM-F
WBSR	3. WBSR	3. WKRG-F	3. WMEZ-F	3. WXBM-F	3. WCOA

OTHER RATED STATIONS/METRO SHARE

WHYM	610	1.9	WNVY	1230	3.5
<u>FORMATS</u>		<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP		35 (1)	124 (4)	159 (5)	45.3
COUNTRY		29 (2)	30 (1)	59 (3)	16.8
BLACK/DISCO		46 (1)		46 (1)	13.1
BTFL MUSIC			42 (1)	42 (1)	12.0
MOR/AC		38 (1)		38 (1)	10.8
RELIGION		7 (1)		7 (1)	2.0
				351 (12)	

RADIO STATIONS

WBOP, 980, 1 KW (DAYS), BLACK	MBN,MBS, \$13.50 (Howard)
WBSR, 1450, 1 KW, ROCK	, \$16.00 (Eastman) Mooney
WCOA, 1370, 5 KW (DA-N), MOR	CBS, \$21.75 (Mc-Guild) Summit
WPFA, 790, 1 KW (DAYS), COUNTRY	ABC-E, \$10.00 (PRO)
WAJB-F, 107.3, 100 KW @ 400, CONTEMP/AC (Radio Arts)	ABC-C, \$10.00 (----)
WJLQ-F, 100.7, 100 KW @ 500, ROCK (TM)	, \$21.75 (Mc-Guild) Summit
WMEZ-F, 94.1, 100 KW @ 320, BTFL MUS	ABC-F, \$35.00 (Torbet)
WTKX-F, 101.5, 100 KW @ 493, AOR	MBS, \$13.50 (Howard)
WXBM-F, 102.7, 100 KW @ 500, COUNTRY	ABC-I, \$ 9.00 (----) (MILTON)

WKRG-F - see Mobile

FOR TV STATIONS SEE MOBILE

NEWSPAPERS

Pensacola News	E	15,389, Gannett
Pensacola Journal	M	57,727, Gannett

PEORIA

SRDS Market # 105	Revenue : \$3,019,262	National Rev : \$940,106
FCC Revenue Rank # 106	Income : \$ 306,615	Nat Rev per Cap : \$2.57
FCC Income Rank # 85	FM Rev : \$ 788,186	Tot Rev per Cap : \$10.43
APR 13.7	FM Inc : \$ 1,052	Tot Inc per Cap : \$.84
SRDS Pop: 365,100	Comb Rev : \$3,807,448	Profit Margin : 8.1%
	Comb Inc : \$ 307,667	

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKZW-F 58/14.3	14.5	5.0	1. WSWT-F 72	1. WKZW-F 1030/28.9
2. WSWT-F 55/13.5	15.0	12.2	2. WKZW-F 67	2. WIRL 1010/29.1
3. WMBD 54/13.3	11.0	18.1	WBNQ-F 67	3. WLS 968/13.4
4. WXCL 46/11.3	9.1	16.9	4. WWCT-F 60	4. WSWT-F 949/23.5
5. WWCT-F 44/10.8	9.1	5.4	5. WMBD 57	5. WMBD 898/27.5
6. WIRL 42/10.3	12.7	14.4	6. WXCL 49	6. WBNQ-F 896/ 6.1
7. WGLO-F 15/ 3.7	---	---	7. WIRL 45	7. WXCL 865/26.6
8. WGN 14/ 3.4	3.2	1.8	8. WLS 35	8. WGN 599/10.0
9. WVEL 11/ 2.7	5.6	8.5	9. WGN 24	9. WWCT-F 555/13.6
10. WZRO-F 10/ 2.5	3.4	.9	10. WGLO-F 15	10. WBBM 270/ 3.5

12+ FM SHARE (METRO): 52.31% (204 of 390) (A/M 78: 46.19%)
 12+ FM SHARE (TSA) : 55.84% (306 of 548) (A/M 78: 46.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZW-F	1. WWCT-F	1. WWCT-F	1. WSWT-F	1. WSWT-F	1. WMBD
2. WWCT-F	2. WKZW-F	2. WSWT-F	2. WXCL	2. WXCL	2. WXCL
3. WIRL	3. WIRL	3. WKZW-FM	3. WMBD	3. WMBD	3. WIRL

OTHER RATED STATIONS/METRO SHARE

WCLL-F	94.3	1.0	WBBM	780	.5
WPEO	1020	2.2	WBNQ-F	101.5	2.0
WTAZ-F	102.3	2.5	WLS	890	2.0

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	50 (2)	110 (3)	160 (5)	41.0
BTFL MUSIC	11 (1)	70 (2)	81 (3)	20.8
MOR/AC	68 (2)		68 (2)	17.4
COUNTRY	46 (1)	14 (2)	60 (3)	15.4
VARIETY		10 (1)	10 (1)	2.6
RELIGION	9 (1)		9 (1)	2.3
NEWS/INFO/TALK	2 (1)		2 (1)	0.5
			390 (16)	

AM STATIONS

WIRL, 1290, 5 KW (DA-2), CONTEMP , \$33.25 (Eastman) Mid America
 WMBD, 1470, 5 KW (DA-2), MOR CBS, \$24.50 (Katz) Midwest TV
 WVEL, 1140, 5 KW (Days), BTFL MUS (FM-100) , \$ 6.00 (PRO)
 WXCL, 1350, 1 KW (DA-2), COUNTRY ABC-I, \$28.00 (Mc-Guild)

FM STATIONS

WKZW-F, 93.3, 27 KW @ 570, ROCK , \$19.50 (Katz) Midwest TV
 WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Schulke) , \$27.00 (Eastman) Mid America
 WGLO-F, 95.3, 3 KW @ 85, BTFL MUS (FM-100) , \$ 6.00 (PRO)
 WWCT-F, 105.7, 36 KW @ 571, AOR , \$14.00 (HR/Stone)
 WZRO-F, 104.9, 3 KW @ 260, COUNTRY (Drake-Chen) , \$12.00 (Mc-Guild)

TV STATIONS

FOR OTHER STATIONS SEE CHICAGO WBNQ-F - SEE BLOOMINGTON
 Please see continuation page at end of this section.
 WEEK Peoria 25 NBC, Mid Amer WMBD Peoria 31 CBS, Mid TV WRAU Peo 19 ABC

PHILADELPHIA

SRDS Market # 4; ADI # 4
 FCC Revenue Rank # 6
 FCC Income Rank # 9
 APR 17.2
 SMSA Pop: 4,797,800

Revenue : \$29,915,719
 Income : \$ 3,932,837
 FM Rev : \$10,959,368
 FM Inc : \$ 1,857,876
 Comb Rev : \$40,875,087
 Comb Inc : \$ 5,790,713

National Rev : \$12,379,425
 Nat Rev per Cap: \$2.58
 Tot Rev per Cap: \$8.52
 Tot Inc per Cap: \$1.21
 Profit Margin : 14.2%

<u>12+ TSA 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KYW	811/11.8	7.8			10.5	1. KYW	911	1. KYW	15288/32.9
2. WDAS-F	494/ 7.2	6.6			6.1	2. WWSH-F	651	2. WWSH-F	8531/15.4
3. WIP	492/ 7.2	8.2			9.0	3. WMMR-F	556	3. WCAU	7724/15.2
4. WWSH-F	488/ 7.1	6.4			8.1	4. WDAS-F	537	4. WIP	7517/16.4
5. WDVR-F	432/ 6.3	4.9			5.1	5. WIP	532	5. WMMR-F	7512/14.5
6. WMMR-F	421/ 6.1	3.1			1.2	6. WDVR-F	484	6. WFIL	7417/14.5
7. WCAU	326/ 4.7	4.6			5.4	7. WCAU	418	7. WDVR-F	6917/15.0
8. WFIL	323/ 4.7	3.6			5.8	8. WFIL	381	8. WIFI-F	6035/11.1
9. WCAU-F	270/ 3.9	3.2			3.1	9. WIFI-F	332	9. WYSP-F	5813/11.6
10. WIFI-F	259/ 3.8	3.9			3.5	10. WCAU-F	317	10. WCAU-F	5140/11.2
WYSP-F	259/ 3.8	4.1			4.3	11. WYSP-F	305	11. WDAS-F	4876/11.2
12. WWDB-F	228/ 3.3	4.0			2.5	12. WSNI-F	272	12. WIOQ-F	4324/ 8.0
13. WSNI-F	202/ 2.9	3.3			2.6	13. WWDB-F	268	13. WMGK-F	4119/ 8.7
WUSL-F	202/ 2.9	3.7			3.3	14. WMGK-F	255	14. WPEN	3696/ 8.3
WMGK-F	202/ 2.9	3.1			3.2	15. WUSL-F	243	15. WZZD	3479/ 7.9

12+ FM SHARE (METRO): 59.67% (3818 of 6399) (A/M 78: 53.74%)
 12+ FM SHARE (TSA) : 63.06% (4965 of 7874) (A/M 78: 56.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDAS-F	1. WMMR-F	1. WDAS-F	1. KYW	1. KYW	1. KYW
2. WIFI-F	2. WDAS-F	2. WMMR-F	2. WIP	2. WWSH-F	2. WIP
3. WMMR-F	3. WCAU-F	3. KYW	3. WWSH-F	3. WIP	3. WCAU
4. WYSP-F	WFIL	4. WFIL	4. WFIL	4. WDVR-F	4. WWSH-F
5. WCAU-F	5. WYSP-F	5. WCAU-F	5. WDAS-F	5. WSNI-F	5. WFIL
6. WPEN	6. WMGK-F	6. WIP	6. WDVR-F	6. WCAU	6. WDAS-F
WFIL	7. WIFI-F	7. WYSP-F	7. WSNI-F	7. WWDB-F	7. WMMR-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	323 (1)	1834 (8)	2157 (9)	33.7
NEWS/INFO/TALK	1137 (2)	228 (1)	1365 (3)	21.3
BTFL MUSIC		1158 (4)	1158 (4)	18.1
MOR/AC	842 (6)		842 (6)	13.2
BLACK/DISCO	190 (2)	270 (1)	460 (3)	7.2
COUNTRY	33 (1)	202 (1)	235 (2)	3.7
CLASSICAL	31 (1)	126 (1)	157 (2)	2.5
RELIGION	25 (1)		25 (1)	0.4
			<u>6399 (30)</u>	

PHILADELPHIA ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WCOJ	1420	.7
1. KYW	1. KYW	1. KYW	WDAS	1480	1.6
2. WWSH-F	2. WWSH-F	2. WDAS-F	WFLN-F+	95.7	2.3
3. WMMR-F	3. WCAU	3. WIP	WHAT	1340	1.1
4. WDAS-F	4. WIP	4. WIFI-F	WNAR	1110	.3
5. WIP	5. WMMR-F	5. WWSH-F	WPEN	950	2.0
6. WDVR-F	6. WFIL	6. WWDB-F	WRCP	1540	.5
7. WCAU	7. WDVR-F	7. WMMR-F	WTMR	800	.4
8. WFIL	8. WIFI-F	8. WCAU-F	WVCH	740	.4
9. WCAU-F	9. WYSP-F	9. WCAU	WZZD	990	1.7
10. WIFI-F	10. WCAU-F	10. WDVR-F	WJBR-F	99.5	.5
11. WYSP-F	11. WDAS-F		WPST-F	97.5	.6
12. WWDB-F	12. WIOQ-F		WSTW-F	93.7	.5
13. WMGK-F	13. WMGK-F				
14. WSNI-F	14. WPEN				
15. WUSL-F	15. WZZD				

ADI FM SHARE: 61.23% (5491 of 8968) (A/M 78: 55.26%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	ABC-I, \$112.50 (RAR)	Westinghouse
WCAU, 1210, 50 KW	, NEWS	CBS, \$ 94.37 (CBS Spot)	CBS
WFIL, 560, 5 KW (DA-2)	, CONTEMP/AC	, \$127.50 (Blair)	LIN
WIP, 610, 5 KW (DA-1)	, MOR	, \$105.00 (Katz)	Metromedia
WPEN, 950, 5 KW (DA-1)	, MOR/AC	, \$ 69.00 (Eastman)	Greater Media
WZZD, 990, 50 KW/10 KW (DA-2)	, MOR/AC	, \$ 72.50 (Mc-Guild)	Fairbanks

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000	, DISCO/JAZZ	, \$ 66.25 (CBS-FM)	CBS
WDAS-F, 105.3, 50 KW @ 200	, ROCK	, \$ 77.80 (Howard)	
WDVR-F, 101.1, 13 KW @ 1010	, BTFL MUSIC	, \$ 81.50 (Torbet)	
WFLN-F, 95.7, 50 KW @ 490	, CLASSICAL	NBC, \$ 41.00 (CMBS)	
WIFI-F, 92.5, 50 KW @ 500	, ROCK	, \$125.00 (← ? → EASTMAN)	GCC
WIOQ-F, 102.1, 30 KW @ 650	, AOR	, \$ 49.88 (Mc-Guild)	
WMGK-F, 102.9, 50 KW @ 300	, SOFT ROCK	, \$ 92.00 (Eastman)	Greater Media
WMMR-F, 93.3, 25 KW @ 670	, AOR	ABC-F, \$ 44.00 (Katz)	Metromedia
WSNI-F, 104.5, 26 KW @ 195	, COUNTRY (FM-100)	, \$ 27.75 (Selcom)	Associated
WUSL-F, 98.9, 14 KW @ 830	, BTFL MUSIC	, \$ 78.75 (Blair)	LIN
WWDB-F, 96.5, 12 KW @ 1200	, TALK	, \$ 32.40 (Sav Gates)	
WWSH-F, 106.1, 19 KW @ 740	, BTFL MUS (Schulke)	, \$100.63 (Christal)	Cox
WYSP-F, 94.1, 16 KW @ 900	, AOR (Burk-Abr)	, \$122.50 (Masla)	SJR

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse
WPVI	Philadelphia	6	ABC, Cap Cities
WKBS	Philadelphia	48	IND, Field
WPHL	Philadelphia	17	IND, Prov Journal
WCAU	Philadelphia	10	CBS, CBS
WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	472,509
Philadelphia Enquirer	M	417,006, Knight-Ridder
Philadelphia News	E	224,091, Knight-Ridder

PHOENIX

SRDS Market # 28; ADI # 33
 FCC Revenue Rank # 21
 FCC Income Rank # 57
 APR 16.5
 SMSA Pop: 1,310,600

Revenue : \$11,622,454
 Income : \$ 633,124
 FM Rev : \$ 2,259,752
 FM Inc : \$ 387,998
 Comb Rev: \$13,882,206
 Comb Inc: \$ 1,021,122

National Rev : \$4,352,609
 Nat Rev per Cap: \$3.32
 Tot Rev per Cap: \$10.59
 Tot Inc per Cap: \$.78
 Profit Margin : 7.4%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KQYT-F 193/11.2	10.2	11.2	1. KQYT-F 216	1. KTAR 2926/25.7
2. KTAR 165/ 9.6	6.7	7.2	2. KTAR 176	2. KQYT-F 2412/20.2
3. KMEO-F 130/ 7.6	7.0	6.0	3. KMEO-F 150	3. KUPD-F 2369/19.1
4. KDKB-F 129/ 7.5	8.5	7.8	4. KDKB-F 136	4. KOY 2328/19.4
5. KOY 116/ 6.8	7.4	8.4	5. KOY 130	5. KDKB-F 1808/16.3
6. KOPA-F+ 109/ 6.3	5.2	2.9	6. KUPD-F 115	6. KMEO-F 1795/15.2
7. KUPD-F 97/ 5.6	6.1	---	7. KNIX-F 113	7. KOPA-F+ 1720/15.7
8. KBBC-F 88/ 5.1	3.7	4.1	8. KOPA-F+ 112	8. KNIX-F 1473/10.3
9. KNIX-F 80/ 4.7	3.4	4.1	9. KBBC-F 96	9. KBBC-F 1351/11.5
10. KXTC-F 67/ 3.9	4.2	1.0	10. KARZ 73	10. KARZ 1314/11.3
KARZ 67/ 3.9	5.5	4.2	11. KXTC-F 71	11. KKKQ 1197/10.3
12. KOOL-F 54/ 3.1	3.9	2.6	12. KOOL-F 59	12. KRUX 1182/10.6
13. KRUX 51/ 3.0	2.6	1.9	13. KRUX 52	13. KOOL-F 1177/10.1
14. KIOG-F+ 48/ 2.8	1.6	1.5	14. KIOG-F+ 50	14. KJJJ 1020/ 8.4
15. KKKQ 44/ 2.6	2.8	2.7	KKKQ 50	15. KXTC-F 843/ 7.6

12+ FM SHARE (METRO): 59.96% (999 of 1666) (A/M 78: 51.52%)
 12+ FM SHARE (TSA) : 60.49% (1127 of 1863) (A/M 78: 52.92%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KOPA-F+	1. KDKB-F	1. KDKB-F	1. KQYT-F	1. KQYT-F	1. KTAR
2. KUPD-F	2. KBBC-F	2. KOY	2. KOY	2. KTAR	2. KOY
3. KXTC-F	3. KOPA-F+	3. KBBC-F	3. KMEO-F	3. KMEO-F	3. KQYT-F
KRUX	4. KOY	4. KQYT-F	4. KTAR	4. KOY	4. KMEO-F+
5. KDKB-F	KUPD-F	5. KOPA-F+	5. KBBC-F	5. KNIX-F	5. KNIX-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	146 (5)	481 (6)	627 (11)	37.6
BTFL MUSIC	19 (1)	337 (3)	356 (4)	21.3
MOR/AC	198 (3)		198 (3)	11.9
NEWS/INFO/TALK	165 (1)		165 (1)	9.9
COUNTRY	69 (2)	80 (1)	149 (3)	8.9
BLACK/DISCO		67 (1)	67 (1)	4.0
SPANISH	43 (2)		43 (2)	2.6
CLASSICAL		34 (1)	34 (1)	2.0
RELIGION	27 (2)		27 (2)	1.6
			<u>1666 (28)</u>	

SPECIAL NOTE: Just before publication a revised Phoenix book was issued to reflect that KNIX and KNIX-F were simulcasted. KNIX-F+ figures are revised as follows:

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
KNIX-F+ 111/6.5	4.6	5.4	159	1829/12.7

In addition KNIX-F+ ranks # 3 in 25-54 and # 4 in 35-64. The station's 12+ ADI rank is # 3 and the ADI Cume rank is # 7.

PHOENIX ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KQYT-F	1. KTAR	1. KTAR	KDJQ	1510	.4
2. KTAR	2. KQYT-F	2. KOY	KFLR	1230	.6
3. KMEO-F	3. KOY	3. KQYT-F	KHEP	1280	1.0
4. KDKB-F	4. KUPD-F	4. KDKB-F	KHEP-F	101.5	2.0
5. KOY	5. KMEO-F	5. KNIX-F	KIFN	860	1.7
			KJJJ	910	2.2
6. KOPA-F+	6. KDKB-F	6. KJJJ	KMEO	740	1.1
KUPD-F	7. KOPA-F+	7. KMEO-F	KNIX	1580	1.8
8. KNIX-F	8. KNIX-F	8. KARZ	KPHX	1480	.8
9. KBBC-F	9. KBBC-F	9. KXTC-F	KWAO-F	106.3	.8
10. KARZ	10. KARZ	10. KRUX	KXIV	1400	.9
11. KXTC-F	11. KKKQ				
12. KOOL-F	12. KOOL-F				
13. KRUX	13. KRUX				
14. KIOG-F	14. KJJJ				
KKKQ	15. KXTC-F				

ADI FM SHARE: 58.96% (1125 of 1908) (A/M 78: 50.27%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, MOR	CBS, \$20.25	(Katz)	Stauffer
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	ABC-E, \$42.00	(Buckley)	ITC
KKKQ, 1060, 5 KW/500 W (DA-N)	, CONTEMP	, \$19.00	(Masla)	
KOY, 550, 5 KW/1 KW	, MOR/AC	, \$78.75	(Eastman)	Harte-Hanks
KRUX, 1360, 5 KW/500 W (DA-N)	, ROCK	, \$20.00	(Lotus)	Lotus
KTAR, 620, 5 KW (DA-N)	, NEWS	MBS, ABC-I, \$52.25	(Blair)	Pulitzer

FM STATIONS

KBBC-F, 98.7, 115 KW @ 1680, SOFT ROCK	ABC-F, \$45.50	(Blair)	Pulitzer
KDKB-F, 93.3, 100 KW @ 1550, AOR (Burk-Abr)	, \$60.00	(Selcom)	Sandusky News
KMEO-F, 96.9, 100 KW @ 1556, BTFL MUS (Bonne)	, \$31.25	(Mc-Guild)	
KNIX-F, 102.5, 100 KW @ 1610, COUNTRY	, \$38.00	(Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620, OLDIES	, \$22.00	(Katz)	
KOPA-F+, 100.7, 50 KW @ 170, ROCK	, \$23.00	(Torbet)	First Media
KIOG-F+, 104.7, 100 KW @ 1500, SOFT ROCK (TM)	, \$30.00	(HR/Stone)	Southwestern
KQYT-F, 95.5, 100 KW @ 1550, BTFL MUS (Churchill)	, \$45.00	(Eastman)	Harte-Hanks
KUPD-F, 97.9, 100 KW @ 1620, ROCK	, \$38.80	(Masla)	
KXTC-F, 92.3, 100 KW @ 308, DISCO (Burk-Abr)	ABC-C, \$31.00	(Buckley)	ITC

TV STATIONS

KOOL	Phoenix	10	CBS, Gene Autrey
KPHO	Phoenix	5	IND, Meredith
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	259,783
Phoenix Gazette	E	110,714

PITTSBURGH

SRDS Market # 13; ADI # 11
 FCC Revenue Rank # 16
 FCC Income Rank # 19
 APR 17.5
 SMSA Pop: 2,279,200

Revenue : \$17,743,502
 Income : \$ 1,972,536
 FM Rev : \$ 3,720,434
 FM Inc : \$ 63,148
 Comb Rev: \$21,463,936
 Comb Inc: \$ 2,035,684

National Rev : \$6,760,625
 Nat Rev per Cap: \$2.97
 Tot Rev per Cap: \$9.42
 Tot Inc per Cap: \$.89
 Profit Margin : 9.5%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KDKA	784/23.4	21.8	24.5			1. KDKA	1035	1. KDKA	14005/52.9
2. WSHH-F	291/ 8.7	6.8	8.6			2. WDVE-F	406	2. WXKX-F	5100/20.0
3. WDVE-F	254/ 7.6	6.7	5.6			3. WSHH-F	334	3. WPEZ-F	4881/15.6
4. WXKX-F	221/ 6.6	4.8	6.3			4. WXKX-F	313	4. WDVE-F	4709/15.9
5. WTAE	169/ 5.1	6.7	6.1			5. WPEZ-F	254	5. WSHH-F	4207/18.4
6. WAMO-F	161/ 4.8	2.5	3.4			6. WJOI-F	192	6. WTAE	3894/18.2
7. WPEZ-F	149/ 4.5	5.2	4.5			7. WAMO-F	185	7. WKTQ	3186/14.4
8. KQV	147/ 4.4	3.9	2.9			8. WTAE	180	8. WJOI-F	2777/10.3
9. WFFM-F	139/ 4.2	3.4	1.7			9. KQV	151	9. KQV	2766/13.5
10. WJOI-F	124/ 3.7	5.7	5.7			10. WFFM-F	144	10. WWSW	2472/11.5
11. WEEP	115/ 3.4	2.1	2.3			11. WEEP	136	11. WFFM-F	2319/10.4
12. WKTQ	96/ 2.9	3.9	4.7			12. WKTQ	105	12. WAMO-F	2072/ 8.9

12+ FM SHARE (METRO): 49.84% (1562 of 3134) (A/M 78: 44.22%)
 12+ FM SHARE (TSA) : 52.85% (2141 of 4051) (A/M 78: 47.17%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDVE-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WXKX-F	2. KDKA	2. WDVE-F	2. WSHH-F	2. WSHH-F	2. WTAE
3. WPEZ-F	3. WFFM-F	3. WTAE	3. WTAE	3. WJOI-F	3. WDVE-F
4. WAMO-F	4. WXKX-F	4. WFFM-F	4. WFFM-F	4. KQV	4. WXKX-F
5. WKTQ	5. WTAE	5. WXKX-F	5. WXKX-F	5. WWSW	5. WSHH-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	1018 (5)	5 (1)	1023 (6)	32.6
ROCK/CONTEMP	97 (2)	835 (6)	932 (8)	29.7
BTFL MUSIC		470 (3)	470 (3)	15.0
COUNTRY	249 (4)	77 (1)	326 (5)	10.4
BLACK/DISCO		161 (1)	161 (1)	5.1
NEWS/INFO/TALK	147 (1)		147 (1)	4.7
RELIGION	44 (2)		44 (2)	1.4
JAZZ	17 (1)		17 (1)	0.5
UNKNOWN		14 (1)	14 (1)	0.4
			<u>3134 (28)</u>	

PITTSBURGH ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KDKA	1. KDKA	1. KDKA	KDKA-F	92.9	1.6
2. WDVE-F	2. WXXK-F	2. WAMO	WBVP	1230	.6
3. WSHH-F	3. WDVE-F	WDVE-F	WDSY-F	107.9	2.3
4. WXXK-F	4. WPEZ-F	4. KQV	WEDO	810	.5
5. WPEZ-F	5. WSHH-F	5. WTAE	WESA+	940	.4
6. WJOI-F	6. WTAE	6. WSHH-F	WHJB	620	.7
7. WTAE	7. WKTQ	7. WXXK-F	WIXZ	1360	.9
8. WAMO-F	8. KQV	8. WWSW	WKPA	1150	.3
9. KQV	9. WJOI-F	9. WPEZ-F	WLOA	1550	---
10. WFFM-F	10. WWSW	10. WKTQ	WPIT	730	.8
11. WEEP	11. WFFM-F		WPIT-F	101.5	.4
12. WKTQ	12. WAMO-F		WWKS-F	106.7	.3
13. WWSW	13. WEEP		WYDD-F	104.7	1.9
14. WDSY-F	14. KDKA-F		WYJZ	860	.5
15. WYDD-F	15. WYDD-F		WASP	1130	.3

ADI FM SHARE: 49.87% (2052 of 4115) (A/M 78: 45.39%)

AM STATIONS

KDKA, 1020, 50 KW (Clear)	, MOR/TALK	, \$140.00 (RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, \$52.50 (Eastman)	Taft
WEEP, 1080, 50 KW (DAYS) (DA)	, COUNTRY	MBS, \$33.28 (RKO)	Entercom
WKTQ, 1320, 5 KW (DA-N)	, ROCK	, \$35.00 (Christal)	Nationwide
WTAE, 1250, 5 KW (DA-N)	, AC/CONTEMP	ABC-E, \$85.00 (Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, COUNTRY	ABC-I, \$85.00 (Blair)	

FM STATIONS

KDKA-F, 92.9, 47 KW @ 890, BTFL MUS	, \$----- (-----)	Westinghouse
WAMO-F, 105.9, 72 KW @ 440, BLACK/DISCO	MBN, \$30.50 (Howard)	Sheridan
WDSY-F, 107.9, 50 KW @ 500, COUNTRY (FM 100)	MBS, \$16.64 (RKO)	Entercom
WDVE-F, 102.5, 55 KW @ 820, AOR (Burk-Abr)	, \$72.00 (Eastman)	Taft
WJOI-F, 93.7, 41 KW @ 547, BTFL MUS	, \$51.25 (Torbet)	EZ
WFFM-F, 96.9, 60 KW @ 520, SOFT CONTEMP	, \$38.00 (CBS FM)	
WPEZ-F, 94.5, 50 KW @ 810, ROCK	, \$85.00 (Blair)	
WSHH-F, 99.7, 11 KW @ 920, BTFL MUS (Schulke)	, \$55.75 (Christal)	Nationwide
WXXK-F, 96.1, 50 KW @ 500, ROCK	, \$63.25 (Katz)	Hearst
WYDD-F, 104.7, 50 KW @ 1573, AOR	, \$39.50 (Mc-Guild)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPGH	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press	M	265,379, Scripps-Howard
Pittsburgh Post-Gazette	E	190,093

PORTLAND, MAINE

SRDS Market # 174
 FCC Revenue Rank # 148
 FCC Income Rank # 227
 APR 15.7
 SMSA Pop: 183,900

Revenue : \$1,901,036
 Income : \$ 9,489
 FM Rev : \$ 496,693
 FM Inc : \$ -16,764
 Comb Rev: \$2,397,729
 Comb Inc: \$ -7,275

National Rev : \$455,174
 Nat Rev per Cap: \$2.48
 Tot Rev per Cap: \$13.04
 Tot Inc per Cap: \$-.04
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>		
1.	WGAN	47/17.5	19.2	15.8			1.	WIGY-F	123	1.	WIGY-F	1447/13.5
2.	WJBQ-F+	32/11.9	17.3	15.1			2.	WPOR-F	91	2.	WGAN-F	1211/20.7
3.	WPOR-F	27/10.1	5.5	9.7			3.	WGAN-F	82	3.	WGAN	1028/38.8
4.	WGAN-F	23/ 8.6	11.1	10.8			4.	WGAN	66	4.	WPOR-F	952/16.0
5.	WPOR	22/ 8.2	6.6	7.3			5.	WJBQ-F+	60	5.	WBLM-F	829/11.5
6.	WGMX-F	21/ 7.8	4.1	4.6			6.	WHOM-F	52	6.	WHOM-F	800/11.0
7.	WIGY-F	18/ 6.7	4.1	4.6			7.	WKXA-F+	51	7.	WJBQ-F+	782/25.2
8.	WLOB-F	17/ 6.3	.7	---			8.	WBLM-F	48	8.	WKXA-F+	569/ 9.4
9.	WHOM-F	12/ 4.5	6.3	4.6			9.	WBZ	29	9.	WBZ	507/ 8.7
	WKXA-F+	12/ 4.5	2.9	.8			10.	WPOR	25	10.	WPOR	391/16.1

12+ FM SHARE (METRO): 61.07% (160 of 262) (A/M 78: 54.23%)
 12+ FM SHARE (TSA) : 74.97% (539 of 719) (A/M 78: 72.64%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLOB-F	1. WJBQ-F+	1. WGAN	1. WGAN	1. WGAN	1. WPOR-F+
WJBQ-F+	2. WGMX-F	2. WJBQ-F+	2. WPOR-F	2. WGAN-F	2. WIGY-F
3. WIGY-F	3. WGAN	3. WGMX-F	3. WGMX-F	WPOR	3. WGAN

OTHER RATED STATIONS/METRO SHARE

WCSH	970	2.6	WBLM-F	107.5	3.7	WITS	1510	1.1
WDCS-F	97.9	1.1	WBZ	1030	2.2	WJTO	730	.4
WLOB	1310	.4						

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	11 (1)	87 (5)	98 (6)	37.4
MOR/AC	62 (5)		62 (5)	23.7
COUNTRY	26 (2)	35 (2)	61 (4)	23.3
BTFL MUSIC		35 (2)	35 (2)	13.4
NEWS/INFO/TALK	3 (1)		3 (1)	1.1
CLASSICAL		3 (1)	3 (1)	1.1
			262 (19)	

RADIO STATIONS

WGAN, 560, 5 KW (DA-1), MOR/AC		\$26.63	(Blair)	Guy Gannett
WPOR, 1490, 1 KW/250 W, COUNTRY (Musicworks)	ABC-E,	\$34.00	(Mc-Guild)	Ocean Coast
WGAN-F, 102.9, 100 KW @ 1470, BTFL MUS (Schulke)		\$17.75	(Blair)	Guy Gannett
WJBQ-F+, 106.3, 3 KW @ 300, ROCK	ABC-C,	\$20.50	(Buckley)	
WKXA-F+, 98.9, 80 KW @ 205, COUNTRY (Drake-Chen)	ABC-I,	\$14.00	(Roslin)	
WLOB-F, 100.9, 3 KW @ 225, AOR (Burk-Abr)		\$17.60	(HR/Stone)	
WGMX-F, 93.1, 50 KW @ 315, SOFT ROCK		\$20.00	(Torbet)	
WPOR-F, 101.9, 50 KW @ 492, COUNTRY	ABC-E,	\$26.00	(Mc-Guild)	Ocean Coast
WBLM-F, 107.5, 30 KW @ 612, AOR		\$18.00	(Kadetsky)	(LEWISTON)
WHOM-F, 94.9, 50 KW @ 3940, BTFL MUS (Bonne)		\$27.00	(P/W)	(MT WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, ROCK		\$20.00	(Masla)	

WBZ - see Boston

<u>TV STATIONS</u>							
WCSH	Portland	6	NBC, Maine Bdcst	WGAN	Portland	13	CBS, Gannett
WMTW	Portland	8	ABC, Mid New York				

<u>NEWSPAPERS</u>			
Portland Express	E	30,245	Guy Gannett
Portland Press-Herald	M	55,307	Guy Gannett

PORTLAND, ORE

SRDS Market # 35; ADI # 22
 FCC Revenue Rank # 22
 FCC Income Rank # 26
 APR 14.2
 SMSA Pop: 1,127,900

Revenue : \$11,396,012
 Income : \$ 1,113,504
 FM Rev : \$ 1,821,690
 FM Inc : \$ -203,648
 Comb Rev: \$13,217,702
 Comb Inc: \$ 909,856

National Rev : \$4,393,669
 Nat Rev per Cap: \$3.90
 Tot Rev per Cap: \$11.72
 Tot Inc per Cap: \$.81
 Profit Margin : 6.9%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KGW	175/13.0	15.1	11.6			1. KGW	241	1. KGW	4581/34.2
2. KGON-F	104/ 7.7	4.9	5.4			2. KXL	136	2. KEX	2279/17.0
3. KXL	102/ 7.6	5.2	6.8			3. KUPL-F	134	3. KPAM-F	2141/16.8
4. KWJJ	99/ 7.3	8.6	7.9			4. KGON-F	122	4. KXL	1959/12.8
5. KPAM-F	96/ 7.1	3.5	4.4			5. KPAM-F	120	5. KWJJ	1919/15.8
6. KUPL-F	91/ 6.7	3.9	5.5			6. KWJJ	118	6. KYTE	1882/16.4
7. KEX	74/ 5.5	6.9	6.6			7. KXL-F	105	7. KUPL-F	1628/12.7
8. KXL-F	62/ 4.6	5.5	5.3			8. KEX	96	8. KXL-F	1569/ 9.8
9. KYTE	59/ 4.4	4.1	8.9			9. KYTE	71	9. KGON-F	1325/11.1
10. KINK-F	52/ 3.9	4.2	3.6			10. KINK-F	70	10. KYXI	1296/11.7
11. KJIB-F	51/ 3.8	4.1	3.4			11. KJIB-F	68	11. KINK-F	1289/11.0
12. KYXI	48/ 3.6	5.3	3.3			12. KLLB-F	64	12. KJIB-F	1121/ 9.5

12+ FM SHARE (METRO): 44.68% (563 of 1260) (A/M 78: 36.78%)
 12+ FM SHARE (TSA) : 46.94% (775 of 1651) (A/M 78: 38.29%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KGW	1. KGW	1. KGW	1. KGW	1. KXL	1. KGW
2. KPAM-F	2. KGON-F	2. KGON-F	2. KXL	2. KUPL-F	2. KXL
3. KYTE	3. KPAM-F	3. KWJJ	3. KWJJ	3. KWJJ	3. KWJJ
4. KGON-F	4. KINK-F	4. KPAM-F	4. KEX	4. KXL-F	4. KEX
	5. KMJK-F	5. KXL	5. KUPL-F	5. KEX	5. KGON-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	257 (4)	304 (5)	561 (9)	44.5
BTFL MUSIC	37 (1)	204 (3)	241 (4)	19.1
MOR/AC	176 (2)		176 (2)	14.0
COUNTRY	115 (3)	39 (1)	154 (4)	12.2
NEWS/INFO/TALK	101 (3)		101 (3)	8.0
UNKNOWN		16 (1)	16 (1)	1.3
RELIGION	11 (1)		11 (1)	0.9
			<u>1260 (24)</u>	

PORTLAND ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KGW	1. KGW	1. KGW	KGAR	1550	.4
2. KXL	2. KEX	2. KWJJ	KKEY	1150	3.3
3. KUPL-F	3. KPAM-F	3. KGON-F	KLLB-F	101.1	2.9
4. KGON-F	4. KXL	4. KXL	KMJK-F	106.7	2.9
5. KWJJ	5. KWJJ	5. KEX	KPAM	1410	.6
6. KPAM-F	6. KYTE	6. KUPL-F	KPDQ	800	.8
7. KXL-F	7. KUPL-F	7. KYTE	KPDQ-F	93.7	1.2
8. KEX	8. KXL-F	8. KPAM-F	KQFM-F	100.3	1.0
9. KYTE	9. KGON-F	9. KINK-F	KRDR	1230	.8
10. KINK-F	10. KYXI	10. KYXI	KUPL	1330	2.7
11. KJIB-F	11. KINK-F		KVAN	1480	1.1
12. KLLB-F	12. KJIB-F		KGO	810	.6
13. KYXI	13. KLLB-F				
14. KKEY	14. KUPL				
15. KUPL	15. KPDQ-F				

ADI FM SHARE: 44.13% (827 of 1874) (A/M 78: 36.26%)

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I, \$ 45.50	(MMR)	Golden West
KGW , 620, 5 KW (DA-N)	, CONTEMP	, \$108.75	(Blair)	King
KKEY, 1150, 5 KW (DAYS) (DA)	, TALK	MBS, \$ 10.00	(-----)	
KUPL, 1330, 5 KW (DA-1)	, BTFL MUS (Bonne)	NBC, \$ 30.00	(Torbet)	
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ 52.88	(Eastman)	Park
KXL , 750, 50 KW (DAYS) (DA-1)	, MOR/BTFL	, \$ 47.81	(Mc-Guild)	Kaye-Smith
KYXI, 1520, 50 KW/10 KW (DA-2)	, NEWS	CBS,MBS, \$ 24.50	(Buckley)	Des Moines Reg
KYTE, 970, 5 KW (DA-1)	, CONTEMP	, \$ 34.75	(Katz)	Gaylord

FM STATIONS

KGON-F, 92.3, 100 KW @ 920,	AOR (Burk-Abr)	, \$ 31.00	(Buckley)	Des Moines Reg
KINK-F, 101.9, 100 KW @ 1611,	AOR	, \$ 30.50	(Blair)	King
KJIB-F, 99.5, 100 KW @ 920,	BTFL MUS (FM 100)	, \$ 35.25	(Eastman)	Park
KLLB-F, 101.1, 100 KW @ 1640,	COUNTRY (TM)	, \$ 26.75	(Katz)	Gaylord
KMJK-F, 106.7, 100 KW @ 877,	SOFT ROCK (TM)	, \$ 28.00	(Selcom)	Harte-Hanks
KPAM-F, 97.1, 100 KW @ 1200,	CONTEMP	ABC-C, \$ 45.25	(RKO)	
KPDQ-F, 93.7, 100 KW @ 940,	? ? ?	, \$ 8.00	(----)	
KUPL-F, 98.5, 100 KW @ 1100,	BTFL MUS (Bonne)	NBC, \$ 30.00	(Torbet)	
KXL-F , 95.5, 100 KW @ 920,	BTFL MUS	, \$ 47.81	(Mc-Guild)	Kaye-Smith

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian	M	242,328, Newhouse
Portland Oregon Journal	E	106,602, Newhouse
Oregon Statesman (Salem)	M	44,860, Gannett
Salem Capital Journal	E	17,939, Gannett

PROVIDENCE

SRDS Market # 44; ADI # 31
 FCC Revenue Rank # 46
 FCC Income Rank # 220
 APR 17.9
 SMSA Pop: 841,500

Revenue : \$6,504,785
 Income : \$ 17,535
 FM Rev : \$1,021,310
 FM Inc : \$ 191,332
 Comb Rev: \$7,526,095
 Comb Inc: \$ 208,867

National Rev : \$2,061,345
 Nat Rev per Cap: \$2.45
 Tot Rev per Cap: \$8.94
 Tot Inc per Cap: \$.25
 Profit Margin : 2.8%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>		
1. WLKW-F	211/10.1	11.4	10.0			1. WLKW-F	224	1. WPRO	3762/31.2
2. WPRO	207/ 9.9	11.1	11.1			2. WPRO	211	2. WPJB-F	3413/23.1
3. WPRO-F	174/ 8.3	7.1	7.6			3. WPRO-F	198	3. WPRO-F	3212/24.1
4. WPJB-F	150/ 7.2	6.8	6.2			4. WPJB-F	182	4. WJAR	2535/21.1
5. WJAR	121/ 5.8	4.1	5.5			5. WHJY-F	126	5. WLKW-F	2275/18.6
6. WHJY-F	115/ 5.5	5.0	5.6			6. WJAR	122	6. WBZ	2044/10.6
7. WEAN	113/ 5.4	5.0	6.3			7. WEAN	114	7. WEAN	2040/17.3
8. WHIM	75/ 3.6	3.8	4.3			8. WBZ	102	8. WHJY-F	1557/11.9
9. WBSM	57/ 2.7	2.3	2.3			9. WHIM	80	9. WMYS-F	1020/ 7.2
10. WLKW	55/ 2.6	3.1	3.6			10. WBSM	66	10. WHDH	931/ 3.1

12+ FM SHARE (METRO): 50.79% (996 of 1961) (A/M 78: 47.83%)
 12+ FM SHARE (TSA) : 53.19% (1284 of 2414) (A/M 78: 48.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPJB-F	1. WPRO-F	1. WPRO	1. WPRO	1. WLKW-F	1. WPRO
2. WPRO-F	2. WPRO	2. WPRO-F	2. WLKW-F	2. WPRO	2. WEAN
	3. WPJB-F	3. WPJB-F	3. WHJY-F	3. WHJY-F	3. WLKW-F
	4. WBRU-F	4. WJAR	4. WJAR	4. WEAN	4. WPRO-F
	5. WJAR	5. WLKW-F	5. WPRO-F	5. WJAR	5. WPJB-F

OTHER RATED STATIONS/METRO SHARE

WADK	1540	1.1	WPEP	1570	1.5	WCOZ-F	94.5	.6
WALE	1400	1.5	WRIB	1220	.5	WCRB-F	102.5	.4
WARA	1320	.7	WRLM-F	93.3	.7	WEEI-F	103.3	1.6
WBRU-F	95.5	2.2	WSAR	1480	.6	WHDH	850	.5
WERI+	1230	1.0	WWON	1240	.8	WHUE-F	100.7	.4
WGNG	550	1.6	WWON-F	106.3	.3	WJIB-F	96.9	1.2
WICE	1290	1.7	WAAF-F	107.3	1.8	WNBC	660	.4
WKRI	1450	.5	WBCN-F	104.1	.9	WPLM-F	99.1	.4
WMYS-F	98.1	2.3	WBOS-F	92.9	.5	WROR-F	98.5	.9
WNBH	1340	1.3	WBZ	1030	2.6	WXKS-F	107.9	1.1
WOTB-F	107.1	1.0						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	249 (3)	537 (9)	786 (12)	40.1
BTFL MUSIC	55 (1)	388 (6)	443 (7)	22.6
MOR/AC	382 (11)	14 (1)	396 (12)	20.2
NEWS/INFO/TALK	159 (3)	6 (1)	165 (4)	8.4
COUNTRY	110 (2)		110 (2)	5.6
BLACK/DISCO		33 (2)	33 (2)	1.7
RELIGION	10 (1)		10 (1)	0.5
CLASSICAL		9 (1)	9 (1)	0.5
BIG BAND		9 (1)	9 (1)	0.5
			1961 (42)	

PROVIDENCE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WLKW-F	1. WPRO	1. WLKW-F
2. WPRO	2. WPRO-F	2. WPRO
3. WPRO-F	3. WPJB-F	3. WPJB-F
4. WPJB-F	4. WJAR	4. WEAN
5. WJAR	5. WLKW-F	5. WPRO-F
WHJY-F	6. WEAN	6. WJAR
7. WHIM	7. WHJY-F	7. WBSM
8. WBSM	8. WBZ	8. WHJY-F
9. WBZ	9. WMYS-F	9. WBZ
10. WLKW	10. WBRU-F	10. WERI
11. WMYS-F	11. WNBC	
12. WBRU-F	12. WGNG	
13. WAAF-F	13. WHIM	
WTYD-F	14. WLKW	
15. WICE	15. WSUB+	

ADI FM SHARE 50.53% (1140 of 2256) (A/M 78: 47.37%)

AM STATIONS

WEAN, 790, 5 KW (DA-2)	, NEWS	CBS, MBS, \$47.00	(Mc-Guild)	Prov Jour
WERI, 1230, 1 KW/250 W	, NEWS/TALK	MBS, \$ 8.38	(Roslin)	(WESTERLY)
WHIM, 1110, 1 KW (DAYS)	, COUNTRY	ABC-E, \$51.25	(Kayz)	
WICE, 1290, 5 KW/1 KW (DA-2)	, COUNTRY (Drake-Chen)	, \$19.75	(Masla)	
WJAR, 920, 5 KW (DA-N)	, MOR	NBC, \$31.00	(MMR)	Outlet
WLKW, 990, 50 KW (Days) (DA-D)	, BTFL MUS	ABC-I, \$? ?	(Torbet)	McCormick
WPRO, 630, 5 KW (DA-N)	, CONTEMP	, \$65.00	(Blair)	Cap Cit
WSUB, 980, 1 KW (Days)	, MOR	ABC-E, \$12.50	(Market 4)	(GROTON)

FM STATIONS

WBRU-F, 95.5, 20 KW @ 434, AOR	ABC-F, \$21.00	(P/W)
WHJY-F, 94.1, 50 KW @ 434, BTFL MUS	, \$51.25	(Katz)
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS	ABC-I, \$55.00	(Torbet) McCormick
WPJB-F, 105.1, 50 KW @ 500, ROCK	, \$47.00	(Mc-Guild) Prov Jrnl
WPRO-F, 92.3, 50 KW @ 500, ROCK	, \$55.00	(Blair) Cap Cit
WTYD-F, 100.9, 3 KW @ 300, BTFL MUS	, \$12.20	(Mc-Guild) (NEW LONDON)

WMYS-F, WBSM - See New Bedford
For other stations see Boston and Worcester

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WTEV	New Bedford	6	CBS, Steinman

NEWSPAPERS

Providence Bulletin, Journal M-65,409 E-142,456

PUEBLO

SRDS Market # 231
 FCC Revenue Rank # 218
 FCC Income Rank # 295
 APR 16.2
 SMSA Pop: 127,600

Revenue : \$1,161,892
 Income : \$ -175,854
 FM Rev : \$ 215,633
 FM Inc : \$ -131,412
 Comb Rev: \$1,377,525
 Comb Inc: \$ -307,266

National Rev : \$259,925
 Nat Rev per Cap: \$2.04
 Tot Rev per Cap: \$10.79
 Tot Inc per Cap: \$-2.41
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KDZA	31/18.5	24.8	22.9	1. KDZA	34	1. KDZA	469/40.3
2. KIDN	23/13.7	12.4	11.1		KIDN 34	2. KIDN	448/26.0
3. KCSJ	17/10.1	9.7	11.1	3. KRDO-F	24	3. KCSJ	290/22.7
4. KILO-F	14/ 8.3	1.4	---	4. KCSJ	19	4. KRDO-F	252/12.5
5. KAPI	13/ 7.7	8.3	7.8	5. KCCY-F	17	5. KCCY-F	212/13.2
6. KRDO-F	12/ 7.1	6.9	6.5	6. KILO-F	14	6. KZLO-F	199/11.2
7. KPLV-F	8/ 4.8	---	---	7. KAPI	13	7. KSPZ-F	172/ 9.6
	KCCY-F 8/ 4.8	---	---	8. KPUB	10	8. KPLV-F	169/14.9
9. KFEL	6/ 3.6	.7	2.6	9. KYNR-F	9	9. KKFM-F	155/ 9.6
	KSPZ-F 6/ 3.6	4.1	.7		KSPZ-F 9	10. KOA	152/ 7.9

12+ FM SHARE (METRO): 38.36% (61 of 159) (A/M 78: 33.33%)

12+ FM SHARE (TSA) : 45.22% (104 of 230) (A/M 78: 47.57%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDZA	1. KDZA	1. KDZA	1. KDZA	1. KCSJ	1. KDZA
2. KPLV-F	2. KILO-F	2. KIDN	2. KIDN	2. KIDN	2. KIDN
	KILO-F	3. KIDN	3. KILO-F	KRDO-F	3. KCSJ

OTHER RATED STATIONS/METRO SHARE

KPUB	1480	2.4	KZLO-F	100.7	1.8	KKFM-F	96.5	2.4
KYNR-F	99.9	3.0	KIIQ-F+	102.7	.6	KOA	850	1.8

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	31 (1)	44 (7)	75 (8)	47.2
COUNTRY	27 (2)		27 (2)	17.0
MOR/AC	20 (2)		20 (2)	12.6
BTFL MUSIC		17 (2)	17 (2)	10.7
SPANISH	13 (1)		13 (1)	8.2
RELIGION	6 (1)		6 (1)	3.8
			<u>159 (16)</u>	

RADIO STATIONS

KAPI, 690, 250 W (DAYS)	, SPANISH	, \$ 8.00	(Caballero)
KCSJ, 590, 1 KW (DA-1)	, MOR	ABC-I, \$ 7.00	(Mountain)
KDZA, 1230, 1 KW/250 W	, ROCK	, \$10.95	(Masla)
KFEL, 970, 1 KW (DAYS)	, RELIGION	, \$ 4.00	(-----)
KIDN, 1350, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, \$ 8.75	(-----)
KPUB, 1480, 1 KW (DAYS) (DA)	, COUNTRY	ABC-C, \$ 6.00	(Smith)
KCCY-F, 97.9, 100 KW @ ? ?	, ROCK (?)	, \$ 7.00	(-----)
KPLV-F, 98.9, 44 KW @ 61,	ROCK	ABC-F, \$ 9.00	(Sav/Gates)
KYNR-F, 99.9, 68 KW @ 2000,	BTFL MUS (FM-100)	, \$ 4.63	(PRO) Peoria Journal
KZLO-F, 100.7, 100 KW @ 800,	ROCK	ABC-E, \$11.50	(Eastman)

KOA - see Denver

FOR OTHER STATIONS SEE COLORADO SPRINGS

FOR NEWSPAPERS AND TV INFO SEE COLORADO SPRINGS

RALEIGH-DURHAM

SRDS Market # 79; ADI # 42
 FCC Revenue Rank # 57
 FCC Income Rank # 69
 APR 14.5
 SMSA Pop: 493,000

Revenue : \$5,454,779
 Income : \$ 423,267
 FM Rev : \$1,948,502
 FM Inc : \$ 390,113
 Comb Rev: \$7,403,281
 Comb Inc: \$ 813,380

National Rev : \$1,212,179
 Nat Rev per Cap: \$2.46
 Tot Rev per Cap: \$15.02
 Tot Inc per Cap: \$1.65
 Profit Margin : 11.0%

12+ METRO	1/4/SHARE	O/N 78	A/M 78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WPTF	89/14.7	17.4	15.6	1. WRAL-F	247	1. WRAL	3401/27.0		
2. WRAL-F	82/13.6	9.4	14.1	2. WPTF	166	2. WPTF	2328/30.7		
3. WKIX	52/ 8.6	9.2	8.7	3. WQDR-F	136	3. WYYD-F	2007/22.2		
4. WYYD-F	51/ 8.4	10.1	7.9	4. WYYD-F	124	4. WQDR-F	1832/19.4		
5. WQDR-F	50/ 8.3	9.2	8.7	5. WDCG-F	73	5. WKIX	1382/25.6		
6. WDCG-F	48/ 7.9	4.6	3.4	6. WKIX	61	6. WDCG-F	1246/18.4		
7. WLLE	43/ 7.1	6.6	5.2	WLLE	61	7. WLLE	711/11.7		
8. WSRC	24/ 4.0	6.6	7.2	8. WSRC	24	8. WDNC	636/12.1		
9. WDUR	20/ 3.3	---	.5	9. WDUR	20	9. WTIK	331/ 7.5		
10. WTIK	19/ 3.1	5.1	2.8	10. WTIK	19	10. WCHL	324/ 7.8		

12+ FM SHARE (METRO): 44.55% (237 of 532) (A/M 78: 40.18%)
 12+ FM SHARE (TSA) : 59.19% (586 of 990) (A/M 78: 55.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WDCG-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WPTF	1. WRAL-F	
2. WKIX	2. WQDR-F	2. WQDR-F	2. WPTF	2. WYYD-F	2. WPTF	
3. WLLE	3. WDCG-F	3. WKIX	3. WYYD-F	3. WRAL-F	3. WYYD-F	
4. WRAL-F	4. WKIX	4. WPTF	4. WDCG-F	4. WLLE	4. WQDR-F	

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	63 (2)	186 (4)	249 (6)	46.8
MOR/AC	105 (2)		105 (2)	19.7
BLACK/DISCO	87 (3)		87 (3)	16.4
BTFL MUSIC		51 (1)	51 (1)	9.6
COUNTRY	34 (2)		34 (2)	6.4
RELIGION		6 (1)	6 (1)	1.1
			532 (15)	

RALEIGH ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WRAL-F	1. WRAL-F	1. WPTF	WCHL	1360	1.8
2. WPTF	2. WPTF	2. WKIX	WDBS-F	107.1	1.0
3. WQDR-F	3. WYYD-F	3. WQDR-F	WDNC	620	2.6
4. WYYD-F	4. WQDR-F	4. WYYD-F	WPJL	1240	1.0
5. WQSM-F	5. WQSM-F	5. WRAL-F	WYNA	1550	2.5
6. WDCG-F	6. WKIX	6. WDCG-F			
7. WKIX	7. WDCG-F	7. WSRC			
WLLE	8. WLLE	8. WTIK			
9. WIDU	9. WFLB	9. WLLE			
10. WFNC	10. WDNC	10. WDUR			
WFLB	11. WITN-F				
12. WITN-F	12. WFNC				
13. WFAI	13. WGBR				
14. WSRC	14. WFAI				
15. WSTS-F	15. WIDU				

ADI FM SHARE: 54.74% (814 of 1487) (A/M 78: NA)

AM STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), MOR/AC	CBS, \$15.30 (Torbet)	
WDUR, 1490, 1 KW/250 W, BLACK (Drake-Chen)	ABC-C, \$ 8.25 (PRO)	
WKIX, 850, 10 KW/5 KW (DA-N), CONTEMP	, \$35.50 (Blair)	Mann
WLLE, 570, 500 W (DAYS), BLACK	MBS, MBN, \$11.50 (Howard)	
WPTF, 680, 50 KW (DA-N), MOR	NBC, \$56.38 (Christal)	Durham Life
WSRC, 1410, 5 KW (DAYS) (DA), BLACK	NBN, \$14.50 (Howard)	
WTIK, 1310, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$14.05 (-----)	
WGBR, 1150, 5 KW/1 KW (DA-2), MOR	ABC-I, \$ 8.00 (T-N)	(GOLDSBORO)

WIDU, WFNC, WFLB, WFAI - see Fayetteville

FM STATIONS

WDCG-F, 105.1, 36 KW @ 330, ROCK	ABC-I, \$11.50 (Torbet)	
WQDR-F, 94.7, 100 KW @ 1025, AOR (Burk-Abr)	ABC-F, \$37.50 (Christal)	Durham Life
WRAL-F, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen)	, \$63.00 (Katz)	Capitol
WYYD-F, 96.1, 98 KW @ 992, BTFL MUS (Bonne)	, \$45.75 (Blair)	Mann
WSTS-F, 96.5, 100 KW @ 650, RELIGION	, \$ 6.00 (----)	(LAURINBERG)

WITN-F - see Fayetteville

TV STATIONS

WPTF	Durham	28	NBC, Durham Life
WRAL	Raleigh	5	ABC, Capitol
WTVD	Durham	11	CBS, Capital Cities

NEWSPAPERS

Raleigh News and Observer	M	129,776
Raleigh Times	E	33,403
Fayetteville Times	M	19,919
Fayetteville Observer	E	42,487
Durham Herald	M	42,097
Durham Sun	E	22,031

READING

SRDS Market # 120
 FCC Revenue Rank # 174
 FCC Income Rank # 166
 APR 17.9
 SMSA Pop: 303,300

Revenue : \$1,541,273
 Income : \$ 86,357
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Rev : \$318,016
 Nat Rev per Cap: \$1.05
 Tot Rev per Cap: \$5.08
 Tot Inc per Cap: \$.28
 Profit Margin : 5.6%

12+ METRO 1/4/SHARE A/M 78 A/M 77

1. WEEU	74/15.8	16.5	16.9
2. WHUM	68/14.5	13.6	10.2
3. WRFY-F	34/ 7.3	7.1	7.9
4. KYW	29/ 6.2	3.8	5.2
5. WRWA	25/ 5.3	10.9	11.7
WWSH-F	25/ 5.3	2.2	3.3
7. WIFI-F	21/ 4.5	7.4	5.7
8. WYSP-F	19/ 4.1	4.5	5.0
WFIL	19/ 4.1	6.0	5.5
WDVR-F	19/ 4.1	.7	1.9

12+ MSA CUME/MSA CUME RAT

1. WEEU	889/33.9
2. WHUM	692/26.4
3. KYW	533/20.4
4. WRWA	521/19.9
5. WIFI-F	485/18.5
6. WRFY-F	411/15.7
7. WFIL	386/14.7
8. WYSP-F	294/11.2
9. WWSH-F	274/10.5
10. WDVR-F	257/ 9.8

NOTE: THE READING
 TSA AND MSA ARE
 THE SAME.

12+ FM SHARE (MSA/TSA): 45.67% (195 of 427) (A/M 78: 37.23%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIFI-F	1. WFIL	1. WHUM	1. WHUM	1. WHUM	1. WEEU
2. WRWA	2. WYSP-F	2. WEEU	2. WEEU	2. WEEU	2. WHUM
3. WYSP-F	3. WMMR-F	3. WRFY-F	3. WRFY-F	3. WRFY-F	3. WRFY-F

OTHER LISTED STATIONS/METRO SHARE

WBYO-F	107.5	1.1	WIP	610	.4	WUFM-F	100.1	.6
WAEB	790	1.1	WJBR-F	99.5	1.1	WUSL-F	98.9	2.6
WDAC-F	94.5	.4	WLEV-F	96.1	.4	WVLV	940	.9
WFMZ-F	100.7	.6	WMMR-F	93.3	3.2	WWDB-F	96.5	.4
WHP-F	97.3	1.1	WPAZ	1370	1.3	WXKW-F	104.1	1.5
WIOV-F	105.1	1.5	WSNI-F	104.5	1.9			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	49 (3)	60 (5)	109 (8)	25.5
BTFL MUSIC		103 (7)	103 (7)	24.1
COUNTRY	72 (2)	23 (3)	95 (5)	22.2
MOR/AC	82 (3)		82 (3)	19.2
NEWS/INFO/TALK	29 (1)	2 (1)	31 (2)	7.3
UNKNOWN		5 (1)	5 (1)	1.2
RELIGION		2 (1)	2 (1)	0.5
			427 (27)	

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR/AC	ABC-E, \$24.25 (Buckley)
WHUM, 1240, 1 KW/250 W, COUNTRY	NBC, \$18.50 (PRO)
WRWA, 1340, 1 KW/250 W, ROCK	, \$21.50 (Mc-Guild)
WRFY-F, 102.5, 15 KW @ 820, BTFL MUSIC	, \$14.75 (HR/Stone)

NEWSPAPER

Reading Eagle (E-44,099)
 Reading Times (42,170)

RENO

SRDS Market # 191
 FCC Revenue Rank # 142
 FCC Income Rank # 107
 APR 15.2
 SMSA Pop: 164,500

Revenue : \$1,991,183
 Income : \$ 197,001
 FM Rev : \$ 453,240
 FM Inc : \$ -62,459
 Comb Rev: \$2,444,423
 Comb Inc: \$ 134,542

National Rev : \$340,186
 Nat Rev per Cap: \$2.07
 Tot Rev per Cap: \$14.85
 Tot Inc per Cap: \$.82
 Profit Margin : 5.5%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	KSRN-F	35/17.1	13.6	5.2	1.	KSRN-F	55	1.	KOLO	477/25.1	
2.	KOZZ-F	22/10.7	6.1	7.3	2.	KKBC-F	39	2.	KKBC-F	438/20.7	
3.	KONE	20/ 9.8	7.5	3.6	3.	KOLO	27	3.	KSRN-F	433/20.9	
4.	KOH	19/ 9.3	9.3	10.4	4.	KOH	25	4.	KCBN	423/28.2	
5.	KOLO	18/ 8.8	13.1	14.6	5.	KOZZ-F	22	5.	KOH	387/19.2	
	KCBN	18/ 8.8	14.0	17.2		KONE	22	6.	KONE	311/20.1	
7.	KKBC-F	16/ 7.8	8.9	9.4	7.	KCBN	19	7.	KOZZ-F	284/20.1	
8.	KRNO-F	13/ 6.3	13.1	7.8	8.	KRNO-F	16	8.	KBET	245/17.2	
9.	KBET	11/ 5.4	4.2	3.6	9.	KBET	12	9.	KRNO-F	231/15.3	
10.	KNEV-F	5/ 2.4	.9	1.0	10.	KCRL	9	10.	KCRL	202/ 7.2	

12+ FM SHARE (METRO): 49.73% (91 of 183) (A/M 78: 44.61%)
 12+ FM SHARE (TSA) : 54.37% (137 of 252) (A/M 78: 52.14%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KCBN	1. KOZZ-F	1. KOZZ-F	1. KSRN-F	1. KSRN-F	1. KOH
2. KOZZ-F	2. KOLO	2. KOLO	2. KONE	2. KONE	2. KSRN-F
KKBC-F	3. KRNO-F	3. KONE	3. KOLO	3. KOH	3. KOLO

OTHER RATED STATIONS/METRO SHARE

KCRL 780 2.4 KWRL 1270 .5

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	19 (2)	51 (3)	70 (5)	38.3
BTFL MUSIC		40 (2)	40 (2)	21.9
MOR/AC	37 (2)		37 (2)	20.2
COUNTRY	31 (2)		31 (2)	16.9
CLASSICAL	5 (1)		5 (1)	2.7
			183 (12)	

RADIO STATIONS

KBET, 1340, 1 KW/250 W , COUNTRY ABC-I, \$ 6.00 (PRO)
 KCBN, 1230, 1 KW/250 W , ROCK , \$12.75 (Torbet)
 KOH , 630, 5 KW/1 KW (DA-N), MOR/NEWS (Radio Arts) CBS,MBS, \$12.00 (Katz) McClatchy
 KOLO, 920, 5 KW/1 KW (DA-N), MOR/AC NBC, \$12.75 (Mc-Guild) Donrey
 KONE, 1450, 1 KW/250 W , COUNTRY ABC-E, \$11.25 (Lotus) Lotus
 KNEV-F, 95.5, 50 KW @ 530, BTFL MUS , \$ 8.00 (Sand-Glenn)
 KOZZ-F, 105.7, 31 KW @ -390, AOR , \$11.25 (Lotus) Lotus
 KRNO-F, 106.9, 60 KW @ 460, ROCK (Century 21) , \$ 9.00 (Torbet)
 KSRN-F, 104.5, 25 KW @ 2900, BTFL MUS , \$10.00 (Masla)
 KKBC-F, 97.3, 52 KW @ 2240, ROCK , \$11.50 (Howard) (CARSON CITY)

TV STATIONS

KCRL Reno 4 NBC
 KOLO Reno 8 ABC, Donrey
 KTVN Reno 2 CBS

NEWSPAPERS

Nevada State Journal, M 28,602, Gannett
 Reno Gazette E 24,912, Gannett

RICHLAND-KENNEWICK-PASCO

SRDS Market # 239
 FCC Revenue Rank # 162
 FCC Income Rank # 84
 APR 14.1
 SMSA Pop: 123,000

Revenue : \$1,736,141
 Income : \$ 315,528
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$242,321
 Nat Rev per Cap: \$1.97
 Tot Rev per Cap: \$14.11
 Tot Inc per Cap: \$2.57
 Profit Margin : 18.2%

12+ METRO 1/4/SHARE

12+ TSA 1/4

12+ TSA CUME/MSA CUME RAT

- 1. KONA 31/23.0
- 2. KALE 18/13.3
- 3. KONA-F 17/12.6
- 4. KOTY 15/11.1
- KXDD-F 15/11.1
- 6. KIOK-F 9/ 6.7
- 7. KORD-F 7/ 5.2
- 8. KORD 4/ 3.0
- KSXT-F 4/ 3.0
- 10. KPQ-F 1/ .7

THIS IS THE
 FIRST SURVEY
 OF THIS MARKET
 IN SEVERAL
 YEARS.

- 1. KONA 35
- 2. KSXT-F 32
- 3. KONA-F 28
- 4. KALE 19
- 5. KOTY 15
- KXDD-F 15
- 7. KIOK-F 14
- 8. KORD-F 8
- 9. KORD 5
- 10. KPQ-F 3

- 1. KONA 483/39.1
- 2. KALE 344/30.6
- 3. KONA-F 321/18.1
- 4. KSXT-F 309/ 7.9
- 5. KXDD-F 208/21.4
- 6. KOTY 179/18.2
- 7. KORD-F 169/14.5
- 8. KIOK-F 157/ 8.0
- 9. KORD 129/11.8
- 10. KPQ-F 77/ 4.8

12+ FM SHARE (METRO): 43.09% (53 of 123) (A/M 78: NA)
 12+ FM SHARE (TSA) : 56.82% (100 of 176) (A/M 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KXDD-F	1. KIOK-F	1. KONA	1. KONA	1. KONA	1. KONA
2. KALE	KALE	2. KALE	2. KONA-F	2. KONA-F	2. KSXT-F
	3. KORD-F	3. KONA-F	KOTY	3. KOTY	3. KONA-F

OTHER RATED STATIONS/METRO SHARE

KARY 1310 .7 KGO 810 .7

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	18 (1)	35 (4)	53 (5)	43.09
MOR/AC	35 (2)		35 (2)	28.5
BTFL MUSIC		18 (2)	18 (2)	14.6
COUNTRY	16 (2)		16 (2)	13.0
NEWS/INFO/TALK	1 (1)		1 (1)	0.8
			<u>123 (12)</u>	

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$10.60 (Lotus)	Sterling
KONA, 610, 5 KW (DA-2), MOR	ABC-I, \$10.75 (Masla)	
KORD, 910, 1 KW (DAYS), AC/MOR	, \$ 9.00 (HR/Stone)	
KOTY, 1340, 1 KW/250 W, COUNTRY	ABC-E, \$ 7.50 (PRO)	
KIOK-F, 94.9, 100 KW @ 1250, AOR	, \$10.30 (Lotus)	
KONA-F, 105.3, 100 KW @ 1180, BTFL MUS	, \$ 5.75 (Masla)	
KORD-F, 102.7, 100 KW @ 863, CONTEMP	, \$ 9.00 (HR/Stone)	
KXDD-F, 106.3, 2.7 KW @ -44, ROCK (Century 21)	, \$ 8.50 (PRO)	
KPQ-F, 102.1, 35 KW @ 2655, BTFL MUS	, \$13.50 (Howard)	(WENATCHEE)
KSXT-F, 97.1, 50 KW @ 1340, ROCK	, \$ 6.90 (PRO)	(WALLA-WALLA)

NEWSPAPER

Tri City Herald E 36,696

RICHMOND

SRDS Market # 68
 FCC Revenue Rank # 52
 FCC Income Rank # 46
 APR 15.6
 SMSA Pop: 602,800

Revenue : \$5,771,077
 Income : \$ 734,727
 FM Rev : \$2,176,239
 FM Inc : \$ 526,899
 Comb Rev: \$7,947,316
 Comb Inc: \$1,261,626

National Rev : \$1,513,924
 Nat Rev per Cap: \$2.51
 Tot Rev per Cap: \$13.18
 Tot Inc per Cap: \$2.09
 Profit Margin : 15.9%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRVA 142/17.6	19.7	18.9	1. WRVQ-F 265	1. WRVQ-F 2958/34.9
2. WRVQ-F 139/17.3	16.4	19.3	2. WRVA 165	2. WRVA 2508/39.2
3. WEZS-F 83/10.3	7.6	7.6	3. WEZS-F 104	3. WEZS-F 1186/17.5
4. WTVR-F 58/ 7.2	7.2	3.3	4. WTVR-F 74	4. WTVR-F 1005/15.4
5. WRXL-F 54/ 6.7	7.3	6.1	5. WRXL-F 65	5. WLEE 969/17.4
6. WENZ 46/ 5.7	8.2	4.5	6. WXGI 55	6. WRXL-F 966/16.7
7. WXGI 45/ 5.6	4.3	6.1	7. WENZ 50	7. WRNL 896/15.2
8. WLEE 36/ 4.5	7.2	7.6	8. WLEE 38	8. WENZ 656/11.9
9. WRNL 30/ 3.7	4.5	4.2	9. WRNL 34	9. WXGI 618/ 8.4
10. WEET 22/ 2.7	4.0	3.1	10. WEET 27	10. WANT 575/ 8.7

12+ FM SHARE (METRO): 48.22% (366 of 759) (A/M 78: 40.41%)
 12+ FM SHARE (TSA) : 55.65% (566 of 1017) (A/M 78: 48.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVA
2. WENZ	2. WRXL-F	2. WRVA	2. WRVQ-F	2. WEZS-F	2. WRVQ-F
3. WRXL-F	3. WEZS-F	3. WEZS-F	3. WEZS-F	3. WXGI	3. WTVR-F+
	4. WRVA	4. WRXL-F	4. WXGI	4. WTVR-F	4. WEZS-F

OTHER RATED STATIONS/METRO SHARE

WANT 990	2.6	WGOE 1590	1.9	WTVR 1380	2.2
WGGM 1410	.7	WIVE-F 100.1	.7	WBCI-F 96.5	1.0
WDYL-F 92.1	1.2	WKIE 1540	1.5	WPVA-F 95.3	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	51 (2)	193 (2)	244 (4)	32.6
MOR/AC	172 (2)	8 (1)	180 (3)	23.7
BTFL MUSIC	18 (1)	141 (2)	159 (3)	20.9
BLACK/DISCO	79 (3)		79 (3)	10.4
COUNTRY	67 (2)	8 (1)	75 (3)	9.9
RELIGION		16 (2)	16 (2)	2.1
UNKNOWN	6 (1)		6 (1)	0.8

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK/DISCO	, \$22.00 (Masla)	Sinclair
WEET, 1320, 5 KW (DAYS) (DA)	, COUNTRY	MBS, \$13.00 (-----)	
WENZ, 1450, 1 KW/250 W	, BLACK	MBN, \$21.00 (Howard)	
WLEE, 1480, 5 KW (DA-2)	, CONTEMP	ABC-C, \$32.75 (Blair)	Nationwide
WRNL, 910, 5 KW (DA-N)	, MOR/AC	ABC-I, \$24.00 (Selcom)	Rust
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, \$86.61 (Eastman)	Harte-Hanks
WXGI, 950, 5 KW (DAYS)	, COUNTRY	, \$ 9.00 (-----)	
WEZS-F, 103.7, 74 KW @ 440,	BTFL MUSIC	, \$40.50 (Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355,	ROCK	, \$73.29 (Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350,	AOR	, \$24.00 (Selcom)	Rust
WTVR-F, 98.1, 50 KW @ 840,	BTFL MUS (FM-100)	ABC-E, \$28.75 (Christal)	Park

TV STATIONS

WTVR	Richmond	6	CBS, Park	WWBT	Richmond	12	NBC, Jeff-Pilot
WXEX	Richmond	8	ABC, Nationwide				

NEWSPAPERS

Richmond News-Leader	E	115,576,	Media General
Richmond Times-Dispatch	M	136,695,	Media General

ROANOKE

SRDS Market # 162
 FCC Revenue Rank # 117
 FCC Income Rank # 66
 APR 15.4
 SMSA Pop: 214,500

Revenue : \$2,677,451
 Income : \$ 436,689
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$540,717
 Nat Rev per Cap: \$2.52
 Tot Rev per Cap: \$12.48
 Tot Inc per Cap: \$2.04
 Profit Margin : 16.3%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WROV	58/20.1	18.6	18.4	1. WSLQ-F	170	1. WSLQ-F	2222/24.1	2. WSLC	928/32.4	3. WPVR-F	912/15.2
2. WSLC	38/13.2	19.7	19.5	2. WLRG-F	71	2. WSLC	864/33.2	3. WPVR-F	832/40.5	4. WFIR	766/19.8
3. WFIR	35/12.2	13.9	7.9	3. WPVR-F	67	3. WSLC	222/9.8	4. WLRG-F	131/6.5	5. WROV	118/6.3
4. WTOY	32/11.1	8.5	6.4	4. WROV	66	6. WFIR	114/3.4	6. WSLQ-F			
5. WLRG-F	30/10.4	12.2	14.3	5. WSLC	60	7. WTOY		7. WTOY			
6. WPVR-F	29/10.1	9.2	7.9	6. WFIR	41	8. WUEZ		8. WUEZ			
WSLQ-F	29/10.1	11.5	14.7	7. WTOY	33	9. WRIS		9. WRIS			
8. WUEZ	11/ 3.8	.7	---	8. WUEZ	11	10. WKBA		10. WKBA			
9. WRIS	10/ 3.5	1.4	1.1	9. WRIS	10						
10. WKBA	3/ 1.0	.7	1.5	10. WJLM-F	6						

12+ FM SHARE (METRO): 32.49% (90 of 277) (A/M 78: 34.39%)
 12+ FM SHARE (TSA) : 58.36% (314 of 538) (A/M 78: 56.72%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WROV	1. WROV	1. WROV	1. WROV	1. WSLC	1. WSLQ-F
2. WTOY	2. WSLQ-F	2. WSLQ-F	2. WSLC	2. WPVR-F	2. WLRG-F
3. WSLQ-F	3. WTOY	3. WSLC	3. WPVR-F	3. WLRG-F	3. WFIR

OTHER RATED STATIONS/METRO SHARE WJLM-F 93.5 .7

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	58 (1)	29 (1)	87 (2)	31.4
BTFL MUSIC	11 (1)	59 (2)	70 (3)	25.3
MOR/AC	45 (2)		45 (2)	16.2
COUNTRY	38 (1)	2 (1)	40 (2)	14.4
BLACK	32 (1)		32 (1)	11.6
RELIGION	3 (1)		3 (1)	1.1
			<u>277 (11)</u>	

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR/AC	CBS, \$15.50	(Mc-Guild)	Gibbons
WKBA, 1550, 10 KW (DAYS) (DA)	, RELIG/COUNTRY	, \$ 8.00	(-----)	
WRIS, 1410, 5 KW (DAYS)	, MOR	MBS, \$ 5.50	(-----)	
WROV, 1240, 1 KW/250 W	, ROCK	ABC-C, \$23.23	(Eastman)	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$41.75	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (DAYS)	, BLACK	MBN, \$14.00	(Masla)	
WUEZ, 1480, 5 KW (DAYS)	, BTFL MUS	ABC-I, \$ 5.00	(-----)	
WJLM-F, 93.5, 3 KW @ -83,	COUNTRY (Radio Arts)	, \$ 5.00	(-----)	
WLRG-F, 92.3, 20 KW @ 2002,	BTFL MUS (Bonne),	ABC-E, \$21.98	(Selcom)	
WPVR-F, 94.9, 50 KW @ 1937,	BTFL MUS (KalaMusic)	, \$15.50	(Mc-Guild)	Gibbons
WSLQ-F, 99.1, 200 KW @ 1985,	ROCK	, \$41.75	(Katz)	

TV STATIONS

WSET	Lynchburg	13	ABC
WSLS	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

<u>NEWSPAPERS</u>			
	Roanoke Times and World-News	(M-64,297)	(E-48,413)
	Lynchburg News	M 20,385	
	Lynchburg Advance	E 20,353	

ROCHESTER

SRDS Market # 39
 FCC Revenue Rank # 48
 FCC Income Rank # 30
 APR 15.2
 SMSA Pop: 975,000

Revenue : \$6,350,635
 Income : \$ 981,776
 FM Rev : \$1,873,189
 FM Inc : \$ 329,805
 Comb Rev: \$8,223,824
 Comb Inc: \$1,311,581

National Rev : \$1,698,938
 Nat Rev per Cap: \$1.74
 Tot Rev per Cap: \$8.43
 Tot Inc per Cap: \$1.35
 Profit Margin : 15.9%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZO-F 205/16.8	15.3	18.6	1. WEZO-F 223	1. WHAM 3524/37.1
2. WHAM 175/14.4	12.4	15.5	2. WHAM 206	2. WEZO-F 2626/29.9
3. WMJQ-F 140/11.5	8.3	6.5	3. WMJQ-F 152	3. WBBF 2172/26.4
4. WVOR-F 101/ 8.3	6.2	4.8	4. WVOR-F 107	4. WMJQ-F 1812/20.9
5. WBBF 92/ 7.5	11.6	10.2	5. WBBF 97	5. WHFM-F 1563/18.5
6. WHFM-F 68/ 5.6	5.7	5.6	6. WHFM-F 75	6. WVOR-F 1432/16.0
7. WROC 53/ 4.3	3.3	3.3	7. WROC 53	7. WROC 1010/12.6
8. WNYR 39/ 3.2	5.0	5.3	8. WBEN-F 42	8. WPXY-F 869/ 9.7
9. WDKX-F 34/ 2.8	5.5	1.3	9. WNYR 40	9. WWVG 801/ 9.9
10. WPXY-F 32/ 2.6	3.8	4.5	10. WKBW 37	10. WCMF-F 757/ 8.9

12+ FM SHARE (METRO): 58.89% (649 of 1102) (A/M 78: 53.28%)
 12+ FM SHARE (TSA) : 58.68% (744 of 1268) (A/M 78: 52.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMJQ-F	1. WMJQ-F	1. WMJQ-F	1. WEZO-F	1. WEZO-F	1. WHAM
2. WBBF	2. WVOR-F	2. WVOR-F	2. WHAM	2. WHAM	2. WEZO-F
3. WHFM-F	3. WBBF	3. WEZO-F	3. WVOR-F	3. WROC	3. WBBF
	4. WHAM	4. WHAM	4. WMJQ-F	4. WVOR-F	4. WVOR-F
	5. WDKX-F	5. WBBF	5. WBBF	WPXY, WNYR	5. WMJQ-F

OTHER RATED STATIONS/METRO SHARE

WACK	1420	.6	WGVA	1240	.9	WBEN-F	102.5	.8
WCGR	1550	1.3	WMIV-F	95.1	.4	WKBW	1520	1.1
WCMF-F	96.5	2.5	WSAY	1370	.9	WSFW	1110	.5
WFLC-F	102.3	1.8	WWVG	1460	2.5	WSFW-F	99.3	.1

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	135 (3)	350 (5)	485 (8)	44.0
BTFL MUSIC		237 (2)	237 (2)	21.5
MOR/AC	215 (5)	1 (1)	216 (6)	19.6
COUNTRY	39 (1)	22 (1)	61 (2)	5.5
NEWS/INFO/TALK	53 (1)		53 (1)	4.8
BLACK/DISCO		34 (1)	34 (1)	3.1
UNKNOWN	11 (1)	5 (1)	16 (2)	1.5
			1102 (22)	

RADIO STATIONS

WBBF, 950, 1 KW (DA-N), ROCK		\$70.00 (Blair)	LIN
WHAM, 1180, 50 KW (Clear), MOR		ABC-I, \$71.50 (MMR)	Rust
WNYR, 680, 250 W (DAYS), COUNTRY		MBS, ABC-E, \$25.00 (Katz)	Malrite
WROC, 1280, 5 KW (DA-N), NEWS		CBS, NBC, MBS, \$17.00 (Market 4)	Associated
WWVG, 1460, 5 KW (DA-N), CONTEMP/AC		ABC-C, \$20.00 (Eastman)	
WCMF-F, 96.5, 20 KW @ 293, AOR		\$42.25 (Torbet)	
WDKX-F, 103.9, 8 KW @ 536, BLACK/JAZZ		NBN, \$19.50 (-----)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)		\$90.00 (Katz)	Malrite
WHFM-F, 98.9, 50 KW @ 340, ROCK		\$22.00 (MMR)	Rust
WMJQ-F, 92.5, 50 KW @ 500, AOR (Burk-Abr)		\$52.50 (Blair)	LIN
WPXY-F, 97.9, 50 KW @ 656, BTFL MUS		\$17.00 (Market 4)	Associated
WVOR-F, 100.5, 50 KW @ 350, CONT/OLDIES		ABC-F, \$35.00 (HR/Stone)	

TV STATIONS

WHEC	Rochester	10	CBS, Gannett	WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Ziff-Davis				

NEWSPAPERS

Rochester Demo & Chron	M	125,561, Gannett	Roch Times-Union	E	124,274, Gannett
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ROCKFORD

SRDS Market # 140
 FCC Revenue Rank # 110
 FCC Income Rank # 75
 APR 14.9
 SMSA Pop: 267,100

Revenue : \$2,778,290
 Income : \$ 369,935
 FM Rev : \$ 519,941
 FM Inc : \$ -165,060
 Comb Rev : \$3,298,231
 Comb Inc : \$ 204,875

National Rev : \$277,044
 Nat Rev per Cap : \$1.04
 Tot Rev per Cap : \$12.35
 Tot Inc per Cap : \$.77
 Profit Margin : \$ 6.2%

12+ METRO 1/4/SHARE		A/M 78	A/M 77	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WROK	79/24.3	25.1	23.6	1. WROK	82	1. WROK	1308/56.1
2. WZOK-F	43/13.2	5.8	8.6	2. WMAQ	66	2. WLS	1035/20.4
3. WGN	30/ 9.2	7.7	9.2	3. WGN	55	3. WMAQ	1030/17.8
4. WRWC-F	26/ 8.0	8.7	4.1	4. WZOK-F	54	4. WGN	827/20.3
5. WMAQ	24/ 7.4	6.4	7.9	5. WLS	44	5. WZOK-F	725/23.6
6. WYFE-F	23/ 7.1	4.8	11.0	6. WRWC-F	28	6. WBBM	505/11.1
7. WRRR	22/ 6.8	7.4	5.8	7. WYFE-F	26	7. WRWC-F	459/16.3
8. WLS	17/ 5.2	7.4	5.8	8. WRRR	22	8. WYFE-F	410/14.5
9. WYBR-F	13/ 4.0	4.5	3.8	9. WYBR-F	21	9. WYBR-F	335/11.3
10. WBBM	11/ 3.4	2.9	3.1	10. WBBM	16	10. WBEL	281/ 3.5

12+ FM SHARE (METRO): 35.64% (108 of 303) (A/M 78: 31.01%)
 12+ FM SHARE (TSA) : 30.03% (133 of 443) (A/M 78: 29.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WROK	1. WZOK-F	1. WROK	1. WROK	1. WROK	1. WROK
2. WZOK-F	2. WROK	2. WZOK-F	2. WZOK-F	2. WRWC-F	2. WMAQ
WLS	3. WYFE-F	3. WMAQ	WMAQ	3. WGN	3. WGN

OTHER RATED STATIONS/METRO SHARE

WBEL	1380	.9	WQFL-F	100.9	.9
			WKKN	1150	2.8

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	96 (2)	66 (2)	162 (4)	53.5
MOR/AC	55 (3)	13 (1)	68 (4)	22.4
COUNTRY	33 (2)		33 (2)	10.9
BTFL MUSIC		26 (1)	26 (1)	8.6
NEWS/INFO/TALK	11 (1)		11 (1)	3.6
RELIGION		3 (1)	3 (1)	1.0
			303 (13)	

AM STATIONS

WROK, 1440, 5 KW/500 W (DA-N), CONTEMP ABC-C, \$31.00 (Mc-Guild)
 WRRR, 1330, 1 KW (Days) , MOR ABC-I, \$12.50 (Roberts)
 WBEL, 1380, 5 KW (DA-N) , MOR/AC , \$12.60 (PRO)

FM STATIONS

WRWC-F, 103.1, 3 KW @ 300, BTFL MUS (KalaMusic) , \$16.00 (----)
 WYBR-F, 104.9, 3 KW @ 308, MOR (Bonnie) ABC-F, \$10.00 (Roslin)
 WYFE-F, 95.3, 1 KW @ 515, AOR , \$14.00 (HR/Stone) Midwest Fam
 WZOK-F, 97.5, 50 KW @ 235, AOR , \$22.00 (Mc-Guild)

TV STATIONS

WREX Rockford 13 ABC, Gilmore WIFR Rockford 23 CBS, Worrell
 WTVO Rockford 17 NBC, Bolaban WQRF Rockford 39 IND, Lloyd

NEWSPAPER

Rockford Register Star AD 79,030, Gannett

SACRAMENTO

SRDS Market # 41; ADI # 24
 FCC Revenue Rank # 49
 FCC Income Rank # 34
 APR 15.2
 SMSA Pop: 922,700

Revenue : \$6,226,251
 Income : \$ 932,185
 FM Rev : \$3,388,173
 FM Inc : \$ 466,633
 Comb Rev: \$9,614,424
 Comb Inc: \$1,398,818

National Rev : \$2,697,623
 Nat Rev per Cap: \$2.46
 Tot Rev per Cap: \$10.42
 Tot Inc per Cap: \$1.52
 Profit Margin : 14.5%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEWT-F 113/9.5	10.6	15.1	1. KRAK 167	1. KFRC 2843/13.9
2. KZAP-F 101/8.5	2.7	3.4	2. KEWT-F 148	2. KRAK 2380/14.2
3. KRAK 81/6.8	7.7	6.3	3. KFRC 126	3. KNBR 2316/ 9.3
4. KGNR 80/6.7	6.9	8.6	4. KCTC-F 118	4. KEWT-F 1874/19.0
5. KCTC-F 79/6.6	5.0	5.3	KZAP-F 118	5. KROY 1842/21.7
6. KXOA-F 74/6.2	7.2	6.4	6. KNBR 113	6. KGNR 1663/18.3
7. KROY 73/6.1	8.1	7.6	7. KFBK 98	7. KROY-F 1651/21.7
8. KFBK 61/5.1	6.1	4.7	8. KROY-F 91	8. KFBK 1574/13.5
KROY-F 61/5.1	5.3	5.4	9. KGNR 86	9. KZAP-F 1476/14.8
10. KGMS 54/4.5	4.6	7.1	KGO 86	10. KXOA-F 1409/16.3
11. KHYL-F 53/4.5	3.1	.6	11. KXOA-F 80	11. KCTC-F 1185/11.3
12. KWOD-F 45/3.8	2.6	1.8	12. KROY 77	12. KGO 1069/ 5.5

12+ FM SHARE (METRO): 53.42% (602 of 1127) (A/M 78: 50.47%)
 12+ FM SHARE (TSA) : 44.96% (762 of 1695) (A/M 78: 41.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KROY	1. KZAP-F	1. KZAP-F	1. KCTC-F	1. KEWT-F	1. KRAK
2. KROY-F	2. KXOA-F	2. KXOA-F	2. KEWT-F	2. KGNR	2. KFBK
KZAP-F	3. KHYL-F	3. KCTC-F	3. KGNR	3. KCTC-F	3. KGNR
	4. KWOD-F	4. KEWT-F	4. KRAK	4. KFBK	4. KEWT-F
	5. KSFM-F	5. KGNR	5. KXOA-F	5. KRAK	5. KFRC

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	127 (3)	371 (6)	498 (9)	44.2
MOR	169 (3)	79 (1)	248 (4)	22.0
BTFM MUSIC	15 (1)	113 (1)	128 (2)	11.4
NEWS/INFO/TALK	99 (3)		99 (3)	8.8
COUNTRY	81 (1)		81 (1)	7.1
CLASSICAL		20 (1)	20 (1)	1.8
BLACK/DISCO	20 (1)		20 (1)	1.8
RELIGION	10 (1)	8 (1)	18 (2)	1.6
SPANISH		11 (1)	11 (1)	1.0
UNKNOWN	4 (1)		4 (1)	0.4
			<u>1127 (25)</u>	

SACRAMENTO ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KRAK	1. KFRC	1. KRAK	KAER-F	92.5	1.7
2. KEWT-F	2. KRAK	2. KEWT-F	KAHI	950	1.3
3. KFRC	3. KNBR	KGNR	KEBR	100.5	.7
4. KCTC-F	4. KEWT-F	4. KROY	KFIA	710	.8
5. KZAP-F	5. KROY	5. KFBK	KPOP	1110	1.7
6. KNBR	6. KGNR	6. KZAP-F	KPIP	93.5	.9
7. KFBK	7. KROY-F	7. KFRC	KXOA	1470	1.6
8. KROY-F	8. KXOA-F	8. KGMS	KKIS	990	.3
9. KGNR	9. KFBK	9. KROY-F	KCBS	740	.3
10. KXOA-F	10. KZAP-F	10. KGO	KFRC	610	2.9
11. KROY	11. KCTC-F		KGO	810	2.9
12. KGO	12. KGMS		KNBR	680	2.9
13. KHYL-F	13. KWOD-F				
14. KGMS	14. KJOY-F				
KWOD-F	15. KGO				

ADI FM SHARE: 49.24% (1005 of 2041) (A/M 78: 42.11%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1)	, NEWS	CBS, MBS, \$35.00	(Katz)	McClatchy
KGMS, 1380, 1 KW (DA-2)	, MOR (FM-100)	, \$28.95	(HR/Stone)	Withers
KGNR, 1320, 5 KW/1 KW (DA-2)	, MOR	NBC, ABC-E, \$56.50	(Blair)	WGN Cont
KRAK, 1140, 50 KW (DA-1)	, COUNTRY	, \$58.75	(Eastman)	Affiliated
KROY, 1240, 1 KW/250 W	, ROCK	ABC-C, \$30.00	(Mc-Guild)	

FM STATIONS

KCTC-F, 96.1, 45 KW @ 520, MOR/CONTEMP	ABC-I, \$53.25	(Blair)	WGN Cont
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$64.50	(Eastman)	Affiliated
KHYL-F, 101.1, 8 KW @ 465, CONTEMP	, \$15.88	(Buckley)	(AUBURN)
KROY-F, 96.9, 64 KW @ 280, ROCK	, \$20.00	(Mc-Guild)	
KSFM-F, 102.5, 50 KW @ 535, ROCK	, \$33.78	(HR/Stone)	Withers
KWOD-F, 106.5, 50 KW @ 310, ROCK	, \$23.75	(Masla)	
KXOA-F, 107.9, 27 KW @ 420, SOFT ROCK	, \$36.00	(Torbet)	
KZAP-F, 98.5, 50 KW @ 296, AOR (Burk-Abr)	, \$30.00	(Selcom)	KLUC

KJOY - see Stockton For all other stations see San Francisco

TV STATIONS

KCRA	Sacramento	3	NBC	KOVR	Stockton	13	ABC, McClatchy
KLOC	Modesto	19	IND	KTXL	Sacramento	40	IND
KMUV	Sacramento	31	IND	KXTV	Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	176,604, McClatchy
Sacramento Union	M	107,187
Stockton Record	E	55,256, Gannett
Modesto Bee	M	60,565, McClatchy

SAGINAW

SRDS Market # 158
 FCC Revenue Rank # 202
 FCC Income Rank # 288
 APR 15.5
 SMSA Pop: 227,800

Revenue : \$1,267,304
 Income : \$ -124,681
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$192,792
 Nat Rev per Cap: \$.85
 Tot Rev per Cap: \$5.56
 Tot Inc per Cap: \$-.55
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGER-F 49/17.5	19.2	9.1	1. WGER-F 90	1. WHNN-F 1143/23.6
2. WSGW 42/15.0	21.5	15.7	2. WHNN-F 79	2. WGER-F 1112/27.3
3. WHNN-F 34/12.1	9.6	12.2	3. WSGW 64	3. WSGW 937/29.2
4. WKCQ-F 31/11.1	8.1	7.3	WKCQ-F 64	4. WKCQ-F 897/20.8
5. WWWS-F 30/10.7	1.2	2.1	5. WJR 36	5. WKNX 785/19.6
6. WSAM 23/ 8.2	8.8	14.3	6. WKNX 33	6. WSAM 639/27.6
7. WKNX 21/ 7.5	4.6	12.9	7. WWWS-F 31	7. WXOX 530/ 8.6
8. WJR 11/ 3.9	6.2	3.8	8. WSAM 28	8. WJR 518/ 9.9
9. WIOG-F 7/ 2.5	4.6	4.2	9. WXOX 27	9. WTAC 429/ 8.8
10. WTAC 3/ 1.1	2.7	2.1	10. WRDD 13	10. WRDD 379/ 5.2

12+ FM SHARE (METRO): 59.39% (155 of 261) (A/M 78: 46.72%)
 12+ FM SHARE (TSA) : 56.30% (277 of 492) (A/M 78: 54.09%)

TEENS	18 - 34	18 - 49.	25 - 54	35 - 64	12+ TSA AMD
1. WWWS-F	1. WHNN-F	1. WGER-F	1. WGER-F	1. WGER-F	1. WSGW
2. WHNN-F	2. WWWS-F	WHNN-F	2. WSGW	2. WSGW	2. WGER-F
3. WSAM	3. WSAM	3. WWWS-F	3. WKCQ-F	3. WKCQ-F	3. WHNN-F

OTHER RATED STATIONS/METRO SHARE

WFDF 910	.7	WRDD 1440	.4	WXOX 1250	1.1
WFMK-F 99.1	1.1	WWCK-F 105.5	.4		

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	47 (3)	45 (4)	92 (7)	35.2
MOR/AC	55 (3)		55 (3)	21.1
BTFL MUSIC		49 (1)	49 (1)	18.8
COUNTRY	4 (2)	31 (1)	35 (3)	13.4
BLACK/DISCO		30 (1)	30 (1)	11.5
			261 (15)	

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS) (DA), CONTEMP/AC	, \$16.17	(Katz)	
WSAM, 1400, 1 KW/250 W	, ROCK	NBC, \$12.50	(PRO)
WSGW, 790, 5 KW/1 KW (DA-2), MOR	ABC-E,CBS, \$15.00	(Torbet)	Booth
WRDD, 1440, 1 KW/500 W	, COUNTRY	ABC-I, \$ 9.75	(Selcom) Liggett
WXOX, 1250, 1 KW (DAYS)	, COUNTRY	, \$16.50	(HR/Stone)
WIOG-F, 106.3, 3 KW @ 300, AOR (Drake-Chen)	, \$ 7.00	(Torbet)	Booth
WKCQ-F, 98.1, 50 KW @ 353, COUNTRY	NBC, \$13.00	(PRO)	
WWWS-F, 107.1, 2 KW @ 400, DISCO/BLACK	NBN, \$15.00	(-----)	
WGER-F, 102.5, 86 KW @ 860, BTFL MUS (TM)	, \$22.00	(Mc-Guild)	
WHNN-F, 96.1, 97 KW @ 420, ROCK	, \$16.50	(Selcom)	Liggett

WJR - see Detroit All other stations - see Flint

FOR TV STATIONS SEE FLINT

NEWSPAPERS

Bay City Times	E	40,518, Newhouse
Saginaw News	E	52,436, Newhouse

ST. LOUIS

SRDS Market # 12; ADI # 13
 FCC Revenue Rank # 12
 FCC Income Rank # 11
 APR 16.3
 SMSA Pop: 2,341,700

Revenue : \$18,657,538
 Income : \$ 3,761,325
 FM Rev : \$ 7,699,691
 FM Inc : \$ 730,248
 Comb Rev: \$26,357,229
 Comb Inc: \$ 4,491,573

National Rev : \$7,760,017
 Nat Rev per Cap: \$3.31
 Tot Rev per Cap: \$11.26
 Tot Inc per Cap: \$1.92
 Profit Margin : 17.0%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KMOX 841/26.5	21.8	25.3	1. KMOX 985	1. KMOX 10894/45.9
2. KWK+ 291/ 9.2	---	---	2. KWK+ 303	2. KXOK 5041/17.1
3. KEZK-F 219/ 6.9	5.6	7.3	3. KXOK 251	3. KWK+ 4507/22.1
4. KSLQ-F 205/ 6.5	7.3	7.7	4. KEZK-F 232	4. KSLQ-F 3979/18.1
5. KSHE-F 176/ 5.5	7.3	8.0	5. KSLQ-F 228	5. KSD 3951/15.6
6. KXOK 173/ 5.5	5.8	4.9	6. KSHE-F 203	6. KSHE-F 3239/14.7
7. WIL-F 140/ 4.4	7.1	3.9	7. WIL-F 161	7. KEZK-F 2814/13.1
8. WIL 133/ 4.2	5.5	5.9	8. KSD 151	8. KMOX-F 2624/10.8
9. WRTH 125/ 3.9	4.4	4.1	9. WIL 140	9. WIL-F 2507/11.4
10. KSD 115/ 3.6	6.0	6.7	10. WRTH 136	10. WRTH 2463/12.2
11. KKSS-F 109/ 3.4	3.5	4.7	11. KMOX-F 120	11. WIL 2414/11.5
12. KMOX-F 100/ 3.2	4.6	3.8	12. KKSS-F 110	12. KADI-F 1843/ 8.9
13. KATZ 86/ 2.7	3.1	2.2	13. KATZ 90	13. KATZ 1657/ 8.4
14. KADI-F 57/ 1.8	3.4	2.6	14. KADI-F 58	14. KKSS-F 1595/ 8.1
15. WESL 56/ 1.8	1.2	.7	15. WESL 56	15. WESL 941/ 4.8

12+ FM SHARE (METRO): 40.63 % (A/M 78: 42.41%)
 12+ FM SHARE (TSA) : 39.20% (A/M 78: 42.24%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWK+	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KSLQ-F	2. KWK+	2. KWK+	2. KXOK	2. KEZK-F	2. KSD
3. KSHE-F	3. KSLQ-F	3. KSLQ-F	3. KEZK-F	3. WRTH	3. KXOK
4. KATZ	4. KMOX	4. KSHE-F	4. KWK+	4. WIL	4. KSLQ-F
WESL	5. KXOK	KXOK	5. KSD	5. WIL-F	5. KWK+

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	344 (3)	719 (6)	1063 (9)	35.4
NEWS/INFO/TALK	841 (1)		841 (1)	28.0
BTFL MUSIC	139 (2)	219 (1)	358 (3)	11.9
COUNTRY	155 (2)	140 (1)	295 (3)	9.8
BLACK/DISCO	142 (2)	120 (2)	262 (4)	8.7
MOR/AC	135 (2)	11 (1)	146 (3)	4.9
UNKNOWN	18 (1)	12 (1)	30 (2)	1.0
RELIGION	10 (1)		10 (1)	0.3
			3005 (25)	

ST. LOUIS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KMOX	1. KMOX	1. KMOX	KCFM-F	93.7	1.4
2. KWK+	2. KWK+	2. KWK+	KIRL	1460	.7
3. KEZK-F	3. KXOK	3. WIL	KKOJ	1320	.5
4. KXOK	4. KSLQ-F	4. KSLQ-F	KSCF-F	97.1	.4
5. KSLQ-F	5. KSD	5. KATZ	KXEN	1010	.3
6. KSHE-F	6. KSHE-F	6. WIL-F	WEW	770	.4
7. WIL-F	7. KEZK-F	7. KXOK	WIBV	1260	.6
8. WIL	8. KMOX-F	8. KMOX-F	WMRY-F	101.1	.3
9. KSD	9. WIL-F	9. KSD	WOKZ	1570	.6
10. WRTH	10. WRTH	10. KSHE-F	WZEN-F	100.3	
11. KMOX-F	11. WIL				
12. KKSS-F	12. KADI-F				
13. KATZ	13. KADI-F				
14. KADI-F	14. KKSS-F				
15. WESL	15. WESL				

ADI FM SHARE: 40.34% (1351 of 3349) (A/M 78: 43.73%)

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	MBN, NBN, \$ 27.37	(Howard)	
KMOX, 1120, 50 KW (Clear)	, NEWS/TALK	CBS, \$103.75	(CBS Spot)	CBS
KSD, 550, 5 KW (DA-N)	, MOR/AC	NBC, \$ 88.00	(Blair)	Comb/Gann
KXOK, 630, 5 KW (DA-2)	, ROCK	, \$ 73.75	(Katz)	Storz
KWK+, 1380, 5 KW/1 KW (DA-2)	, ROCK	, \$ 60.00	(RAR)	Doubleday
WESL, 1490, 1 KW/250 W	, BLACK	, \$ 17.00	(Lazar)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-I, \$104.55	(Christal)	LIN
WRTH, 590, 5 KW/1 KW (DA-2)	, BTFL MUS (FM-100)	ABC-E, \$ 32.00	(Selcom)	King

FM STATIONS

KADI-F, 96.3, 100 KW @ 366, AOR		ABC-F, \$ 31.00	(Masla)	Comm Fund
KEZK-F, 102.5, 100 KW @ 500, BTFL MUS (Schulke)		, \$ 60.00	(Buckley)	Metroplex
KKSS-F, 107.7, 100 KW @ 320, BLACK/DISCO		, \$ 41.25	(HR/Stone)	Amaturo
KMOX-F, 103.3, 100 KW @ 1212, SOFT ROCK		, \$ 28.25	(CBS FM)	CBS
KSHE-F, 94.7, 100 KW @ 500, AOR		, \$ 58.00	(Mc-Guild)	Century
KSLQ-F, 98.1, 100 KW @ 580, ROCK		, \$ 67.50	(Eastman)	Charter
WIL-F, 92.3, 100 KW @ 510, COUNTRY (Drake-Chen)		, \$104.55	(Christal)	LIN

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Newhouse

NEWSPAPERS

St. Louis Globe-Democrat	M	271,645, Newhouse
St. Louis Post-Dispatch	E	257,259, Pulitzer

SALINAS-SEASIDE-MONTEREY

SRDS Market # 132
 FCC Revenue Rank # 151
 FCC Income Rank # 225
 APR 16.8
 SMSA Pop: 279,100

Revenue : \$1,871,445
 Income : \$ 10,843
 FM Rev : \$ 671,216
 FM Inc : \$ -64,462
 Comb Rev: \$2,542,691
 Comb Inc: \$ -53,619

National Rev : \$425,268
 Nat Rev per Cap: \$1.52
 Tot Rev per Cap: \$9.11
 Tot Inc per Cap: \$-.19
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDON-F 63/15.9	13.8	9.6	1. KDON-F 88	1. KDON-F 1117/32.3
2. KTOM 46/11.6	11.3	10.1	2. KGO 76	2. KGO 784/19.2
3. KGO 42/10.6	6.5	5.8	3. KWYT-F 55	3. KDON 623/18.0
4. KWYT-F 39/ 9.9	5.4	11.3	4. KTOM 50	4. KBAY-F 587/ 9.4
5. KWAV-F 21/ 5.3	6.5	6.7	5. KWAV-F 40	5. KWYT-F 540/15.8
6. KLRB-F 19/ 4.8	5.1	2.3	6. KBAY-F 35	6. KWAV-F 466/13.0
7. KIDD 17/ 4.3	2.5	6.1	7. KCBS 31	7. KTOM 459/17.1
8. KDON 14/ 3.5	5.4	6.4	8. KFAT-F 27	8. KNBR 442/10.2
KSJO-F 14/ 3.5	1.4	---	9. KNBR 24	9. KCBS 437/ 6.9
KNBR 14/ 3.5	2.5	1.4	KLRB-F 24	10. KIDD 432/16.2

12+ FM SHARE (METRO): 54.00% (189 of 350) (A/M 78: 48.07%)
 12+ FM SHARE (TSA) : 56.19% (313 of 557) (A/M 78: 48.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDON-F	1. KDON-F	1. KDON-F	1. KTOM	1. KWYT-F	1. KGO
	2. KTOM	2. KTOM	KWYT-F	KGO	2. KDON-F
	3. KLRB-F	3. KWYT-F	3. KDON-F	3. KTOM	3. KTOM

OTHER RATED STATIONS/METRO SHARE

KCTY	980	2.8	KRKC	1490	.5	KFAT-F	94.5	2.3
KESE	1240	.8	KBAY-F	100.3	2.3	KFRC	610	.8
KCON-F	104.9	.8	KCBS	740	2.3	KDFC-F	102.1	.8
KOKQ-F	107.1	2.3						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	17 (2)	96 (3)	113 (5)	32.3
BTFL MUSIC		69 (3)	69 (3)	19.7
COUNTRY	46 (1)	9 (1)	55 (2)	15.7
NEWS/INFO/TALK	51 (2)		51 (2)	14.6
MOR	36 (4)		36 (4)	10.3
SPANISH	11 (1)		11 (1)	3.1
BLACK		9 (1)	9 (1)	2.6
VARIETY		3 (1)	3 (1)	0.9
CLASSICAL		3 (1)	3 (1)	0.9
			350 (20)	

AM STATIONS

KDON, 1460, 5 KW (DA-1), CONTEMP , \$16.00 (Katz)
 KIDD, 630, 1 KW (DA-2), MOR , \$ 6.00 (HR/Stone) Walton
 KTOM, 1380, 5 KW (DA-2), COUNTRY ABC-E, \$15.50 (Mc-Guild)

FM STATIONS

KDON-F, 102.5, 18.5 KW @ 2270, ROCK (TM) , \$16.00 (Katz)
 KLRB-F, 101.7, .8 KW @ 590, ROCK , \$ 8.00 (PRO)
 KWAV-F, 96.9, 18 KW @ 2575, BTFL MUS ABC-F, \$ 8.50 (Torbet)
 KWYT-F, 100.7, .9 KW @ 2575, BTFL MUS (TM) , \$12.50 (Mc-Guild)

TV STATIONS

KMST Monterey 46 CBS, Retlaw KSBW Salinas 8 NBC, John Blair
 Please see continuation page at end of this section.

SALT LAKE CITY

SRDS Market # 46; ADI # 49
 FCC Revenue Rank # 33
 FCC Income Rank # 42
 APR 14.4
 SMSA Pop: 820,300

Revenue : \$8,491,124
 Income : \$ 770,684
 FM Rev : \$ 762,543
 FM Inc : \$ 113,382
 Comb Rev: \$9,253,667
 Comb Inc: \$ 884,066

National Rev : \$1,996,832
 Nat Rev per Cap: \$2.43
 Tot Rev per Cap: \$11.28
 Tot Inc per Cap: \$1.08
 Profit Margin : 9.6%

<u>12+ METRO 1/4/SHARE</u>			<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KLUB	85/9.3		9.4	8.7	1. KSL	150	1. KSL	2658/26.2
2. KSL	84/9.2		11.5	9.1	2. KSFI-F	125	2. KCPX	1920/25.8
3. KSFI-F	81/8.8		7.0	8.1	3. KLUB	110	3. KLUB	1739/20.8
4. KCPX	76/8.3		7.8	10.4	4. KCPX	87	4. KSFI-F	1625/14.7
5. KALL	64/7.0		6.6	4.8	5. KSOP-F	76	5. KCPX-F	1476/15.7
6. KCPX-F	56/6.1		6.6	8.8	6. KCPX-F	74	6. KRSP-F	1308/14.7
7. KSOP-F	49/5.3		5.4	4.6	7. KALL	65	7. KALL	1259/18.9
8. KRSP-F	45/4.9		6.8	5.4	8. KISN-F	58	8. KSOP-F	1216/12.8
9. KSXX	34/3.7		2.8	3.7	9. KALL-F	49	9. KALL-F	940/ 9.5
10. KISN-F	32/3.5		4.5	---	10. KAYK-F	44	10. KRSP	848/10.6
	KALL-F		5.4	3.2	11. KSXX	37	11. KISN-F	828/ 8.7
12. KRGO	31/3.4		4.2	5.3	12. KRGO	36	12. KRGO	742/ 8.9

12+ FM SHARE (METRO): 43.15% (362 of 839) (A/M 78: 42.09%)
 12+ FM SHARE (TSA) : 47.61% (549 of 1153) (A/M 78: 45.09%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KRSP-F	1. KCPX	1. KALL	1. KSL	1. KLUB	1. KSL
2. KCPX	2. KCPX-F	2. KSOP-F	2. KALL	2. KSL	2. KLUB
3. KCPX-F	3. KALL	3. KSL	3. KSFI-F	3. KSFI-F	3. KALL
	4. KALL-F	4. KCPX	4. KSOP-F	4. KALL	4. KCPX
	5. KSL	KSFI-F	5. KLUB	5. KSOP-F	5. KSFI-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	133 (5)	186 (6)	319 (11)	38.0
BTFL MUSIC	85 (1)	118 (3)	203 (4)	24.2
MOR/AC	148 (2)		148 (2)	17.6
COUNTRY	59 (3)	58 (2)	117 (5)	13.9
NEWS/INFO/TALK	48 (2)		48 (2)	5.7
CLASSICAL	4 (1)		4 (1)	0.5
			<u>839 (25)</u>	

SALT LAKE CITY ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KSL	1. KSL	1. KLUB	KDAB-F	101.1	2.5
2. KSFI-F	2. KCPX	2. KSL	KJQN	1490	.9
3. KLUB	3. KLUB	3. KSFI-F	KLO	1430	1.4
4. KCPX	4. KSFI-F	4. KCPX	KPRQ	1230	1.0
5. KSOP-F	5. KCPX-F	5. KALL	KQPD-F	101.9	.5
6. KCPX-F	6. KALL	6. KRGO	KRSP	1060	2.9
7. KALL	7. KRSP-F	7. KSOP-F	KSOP	1370	2.2
8. KRSP-F	8. KSOP-F	8. KCPX-F	KSVN	730	.9
9. KISN-F	9. KALL-F	9. KRSP-F	KWHO	850	.4
10. KALL-F	10. KRSP	10. KSXX	KWHO-F	93.3	1.4
11. KNEU	11. KISN-F		KWMS	1280	1.5
12. KAYK-F	12. KRGO		KZAN-F	97.9	1.0
13. KSXX	13. KAYK-F		KAYK-F	96.1	1.9
14. KRGO	14. KDAB-F				
15. KRSP	15. KSOP				

ADI FM SHARE: 41.00% (551 of 1344) (A/M 78: 39.07%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC/CONT	ABC-I, \$55.00 (Eastman)	Hatch
KCPX, 1320, 5 KW (DA-1), ROCK	, \$33.75 (Katz)	Colum Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUSIC	, \$30.38 (Mc-Guild)	
KRGO, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$18.50 (Buckley)	
KRSP, 1060, 10 KW (DAYS), CONTEMP	, \$23.00 (Selcom)	
KSL, 1160, 50 KW (Clear), MOR	CBS, \$43.00 (Torbet)	Bonneville
KSXX, 630, 1 KW (DAYS) (DA), TALK	NBC, \$20.00 (PRO)	
KNEU, 1250, 5 KW (DAYS), COUNTRY	, \$ 4.25 (----)	(ROOSEVELT)

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP (Drake-Chen)	, \$31.75 (Eastman)	Hatch
KCPX-F, 98.7, 27 KW @ 2932, AOR	, \$23.50 (Katz)	Colum Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, ROCK (TM)	, \$ 9.00 (Market 4)	(OGDEN)
KISN-F, 97.1, 13 KW @ 3650, BTFL MUSIC (TM)	, \$20.25 (Mc-Guild)	
KRSP-F, 103.5, 19 KW @ 3650, ROCK	, \$23.00 (Selcom)	
KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne)	, \$30.00 (Blair)	
KSOP-F, 104.3, 13 KW @ 3650, COUNTRY	, \$16.50 (HR/Stone)	
KAYK-F, 96.1, 38 KW @ 2620, CONTEMP	, \$17.00 (Masla)	First Media (PROVO)

TV STATIONS

KSL	Salt Lake City	5	CBS, Bonneville
KSTU	Salt Lake City	20	IND, Springfield TV
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune	M	106,459
Salt Lake City Deseret News	E	74,087
Ogden Standard Examiner	E	47,439
Provo Herald	E	27,681

SAN ANTONIO

SRDS Market # 38
 FCC Revenue Rank # 26
 FCC Income Rank # 21
 APR 18.0
 SMSA Pop: 1,015,400

Revenue : \$10,911,089
 Income : \$ 1,808,199
 FM Rev : \$ 1,656,115
 FM Inc : \$ 160,525
 Comb Rev: \$12,567,204
 Comb Inc: \$ 1,968,724

National Rev : \$3,207,259
 Nat Rev per Cap: \$3.16
 Tot Rev per Cap: \$12.38
 Tot Inc per Cap: \$1.94
 Profit Margin : 15.7%

<u>12+ METRO 1/4/SHARE</u>				<u>0/N 78</u>		<u>A/M 78</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KTSA	151/10.8	13.6	13.7	1. KTSA	336	1. KTSA	5470/32.7	1. KTSA	336	1. KTSA	5470/32.7
2. KCOR	128/ 9.1	11.8	11.9	2. KKYX	226	2. KKYX	2660/12.7	2. KKYX	226	2. KKYX	2660/12.7
3. KTFM-F	125/ 8.9	5.8	8.3	3. WOAI	142	3. WOAI	2301/15.6	3. WOAI	142	3. WOAI	2301/15.6
4. KQXT-F	116/ 8.3	8.6	9.4	4. KTFM-F	139	4. KTFM-F	1884/20.8	4. KTFM-F	139	4. KTFM-F	1884/20.8
5. WOAI	78/ 5.6	4.4	5.1	5. KQXT-F	133	5. KONO	1626/15.0	5. KONO	133	5. KONO	1626/15.0
6. KKYX	77/ 5.5	8.9	6.8	6. KCOR	132	6. KZZY-F	1519/14.2	6. KZZY-F	132	6. KZZY-F	1519/14.2
KITY-F	77/ 5.5	4.4	2.8	7. KZZY-F	93	7. KQXT-F	1379/14.9	7. KQXT-F	93	7. KQXT-F	1379/14.9
8. KBUC-F	69/ 4.9	4.7	5.6	8. KITY-F	84	8. KITY-F	1300/14.5	8. KITY-F	84	8. KITY-F	1300/14.5
9. KISS-F	68/ 4.8	2.7	2.5	9. KONO	81	9. KBUC-F	992/10.1	9. KBUC-F	81	9. KBUC-F	992/10.1
10. KONO	65/ 4.6	5.5	1.9	10. KBUC-F	79	10. KCOR	939/11.7	10. KCOR	79	10. KCOR	939/11.7
11. KZZY-F	63/ 4.5	5.4	4.2	11. KISS-F	69	11. KCCW	687/ 6.6	11. KCCW	69	11. KCCW	687/ 6.6
12. KAPE	57/ 4.1	1.5	3.3	12. KAPE	58	12. KISS-F	675/ 8.0	12. KISS-F	58	12. KISS-F	675/ 8.0

12+ FM SHARE (METRO): 44.44% (604 of 1359) (A/M 78: 38.80%)
 12+ FM SHARE (TSA) : 36.23% (689 of 1902) (A/M 78: 33.07%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KTSA	1. KTFM-F	1. KTSA	1. KCOR	1. KCOR	1. KTSA
2. KZZY-F	2. KTSA	2. KTFM-F	2. KTSA	2. KQXT-F	2. KKYX
3. KTFM-F	3. KISS-F	3. KCOR	3. KQXT-F	3. KKYX	3. WOAI
4. KITY-F	4. KITY-F	4. KBUC-F	4. KBUC-F	4. WOAI	4. KCOR
5. KISS-F	5. KONO	5. KISS-F	5. KKYX	5. KBUC-F	5. KBUC-F

OTHER RATED STATIONS/METRO SHARE

KBUC	1310	3.0	KGNB	1420	1.2	KVAR-F	104.5	2.4
KCCW	930	2.9	KMAC	630	1.3	KWEN	1580	.7
KDRY	1110	.4	KMFM-F	96.1	.3	KWED-F	105.3	.3
KEDA	1540	3.7	KUKA	1250	1.1	WOAI-F	97.3	3.1
KFHM	1150	.5						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	241 (4)	333 (4)	574 (8)	41.9
SPANISH	206 (4)	34 (1)	240 (5)	17.5
COUNTRY	160 (3)	69 (1)	229 (4)	16.7
BTFL MUSIC		164 (3)	164 (3)	12.0
NEWS/INFO/TALK	78 (1)		78 (1)	5.7
BLACK/DISCO	57 (1)		57 (1)	4.2
MOR	17 (1)		17 (1)	1.2
RELIGION	6 (1)		6 (1)	0.4
CLASSICAL		4 (1)	4 (1)	0.3

1369 (25)

RADIO STATIONS - Please see continuation page at end of this section.

KAPE, 1480, 500 W (DAYS) (DA)	, BLACK	ABC-C, \$14.00	(-----)
KCCW, 930, 5 KW/1 KW (DA-N)	, COUNTRY	, \$26.00	(RKO)
KCOR, 1350, 5 KW (DA-N)	, SPANISH	, \$66.00	(Katz) Tichenor
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	, \$50.75	(Christal) Swanson
KONO, 860, 5 KW/1 KW (DA-N)	, CONTEMP	MBS, \$48.00	(HR/Stone) Mission
KTSA, 550, 5 KW (DA-N)	, ROCK	, \$85.00	(Blair)
WOAI, 1200, 50 KW (Clear)	, NEWS/TALK	CBS,NBC, \$51.00	(Eastman) Clear Channel

SAN DIEGO

SRDS Market # 20; ADI # 28
 FCC Revenue Rank # 23
 FCC Income Rank # 24
 APR 17.3
 SMSA Pop: 1,690,600

Revenue : \$11,386,228
 Income : \$ 1,321,475
 FM Rev : \$ 4,500,551
 FM Inc : \$ 354,841
 Comb Rev : \$15,886,779
 Comb Inc : \$ 1,676,316

National Rev : \$4,607,460
 Nat Rev per Cap: \$2.73
 Rev per Cap : \$9.40
 Inc per Cap : \$.99
 Profit Margin : 10.6%

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>MSA EXCL CUME</u>	<u>12+ CUME/CUME RAT</u>
1. KFMB 198/8.0	3.9	4.1	1. KMJC	1. KFMB 3354/23.5
2. KOZN-F 148/6.0	4.8	3.7	2. KFMB	2. KFMB-F 2682/18.8
3. KEZL-F 130/5.3	5.0	4.5	3. KITT-F	3. KMJC 2021/14.2
4. XTRA 129/5.2	5.0	4.8	4. KSON	4. KSDO 1894/13.3
5. KFMB-F 127/5.1	4.9	7.0	5. KEZL-F	5. KCBQ 1856/13.0
6. XTRA-F 119/4.8	2.5	---	6. KOZN-F	6. XTRA 1786/12.5
7. KMJC 115/4.7	4.7	3.7	7. KFMB-F	7. KOZN-F 1715/12.0
8. KSDO 114/4.6	5.6	5.1	8. KFI	8. KGB-F 1706/12.0
9. KYXY-F 110/4.5	2.7	1.9	9. XTRA	9. KPRI-F 1650/11.6
10. KGB-F 108/4.4	4.8	7.1	10. KSON-F	10. KGB 1568/11.0
11. KITT-F 105/4.4	---	---		11. KEZL-F 1561/11.0
12. KPRI-F 102/4.1	5.2	5.9		12. KIFM-F 1400/ 9.8
13. KSON 88/3.6	3.5	3.0		13. KNX 1342/ 9.4
14. KIFM-F 87/3.5	4.6	4.7		14. KITT-F 1333/ 9.4
15. KBZT-F 71/2.9	3.9	---		15. KOGO 1317/ 9.2

12+ FM SHARE (MSA, TSA, ADI): 56.65% (1303 of 2300) (A/M 78: 49.19%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KMJC	1. XTRA-F	1. KFMB	1. KFMB	1. KOZN-F	1. KSDO
2. KFMB-F	2. KPRI-F	2. XTRA-F	2. XTRA	2. KFMB	2. XTRA
KITT-F	3. KFMB	3. KYXY-F	3. KYXY-F	3. KEZL-F	3. KFMB
4. KGB-F	KIFM-F	4. KFMB-F	4. KOZN-F	4. XTRA	4. KMJC
5. KPRI-FM	KYXY-F	5. KIFM-F	5. KBZT-F	5. KSDO	5. KOZN-F
6. KFI	6. KGB-F	KPRI-F	6. KEZL-F	6. KSON	6. KFMB-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	294 (5)	735 (8)	1029 (13)	44.7
BTFL MUSIC	129 (1)	322 (3)	451 (4)	19.6
MOR/AC	252 (2)	13 (1)	265 (3)	11.5
NEWS/INFO/TALK	210 (3)		210 (3)	9.1
COUNTRY	112 (2)	51 (1)	163 (3)	7.1
BLACK/DISCO		119 (2)	119 (2)	5.2
CLASSICAL		63 (1)	63 (1)	2.7
			2300 (29)	

AM STATIONS

KFMB, 760, 5 KW (DA-N)	, ADULT CONT	, \$46.00	(Mc-Guild)	Midwest TV
KGB, 1360, 5 KW/1 KW	, SOFT CONT	, \$81.50	(Katz)	
KMJC, 910, 1 KW (DA-2)	, ROCK	, \$43.00	(Masla)	
KOGO, 600, 5 KW (DA-1)	, MOR	ABC-E, \$30.00	(MMR)	Southwstrn*
KCBQ, 1170, 50 KW/10 KW (DA-2)	, CONTEMP	ABC-C, \$69.00	(Eastman)	Charter
KSDO, 1130, 5 KW/1 KW (DA-2)	, NEWS	CBS,MBS, \$41.00	(CBS Spot)	Combined
KSON, 1240, 1 KW/250 W	, COUNTRY	NBC,ABC-I, \$30.00	(Blair)	
XTRA, 690, 50 KW	, BTFL MUSIC	, \$46.00	(Buckley)	Noble

* KOGO sale to Southwestern is pending

FM STATIONS

KBZT-F, 94.9, 1.9 KW @ 1850, CONT/AC	, ABC-F, \$50.00	(Christal)	
KEZL-F, 102.9, 1.9 KW @ 1840, BTFL MUS (Bonne)	, \$33.00	(CBS Spot)	Combined
KFMB-F, 100.7, 30 KW @ 620, ROCK	, \$35.00	(Mc-Guild)	Midwest TV
KGB-F, 101.5, 50 KW @ 577, AOR	, \$81.50	(Katz)	
KIFM-F, 98.1, 28 KW @ 640, SOFT ROCK (TM)	, \$43.00	(Selcom)	
KITT-F, 105.3, 29 KW @ 620, DISCO	, \$27.50	(PRO)	
KOZN-F, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$28.75	(Torbet)	
KPRI-F, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$31.50	(RKO)	Southwestern
KYXY-F, 96.5, 30 KW @ 1034, CONTEMP/AC	, \$24.50	(HR/Stone)	
XTRA-F, 91.1, 100 KW @ 1000, ROCK	, \$37.00	(Buckley)	Noble

OTHER RATED STATIONS/SHARE

KCBQ	1170	2.8	KOWN-F	92.1	.4
KFSD-F	94.1	2.5	KSON-F	97.3	2.1
KGB	1360	1.7	KABC	790	1.1
KJFM-F	102.1	1.8	KFI	640	2.4
KKOS-F	95.9	.5	KLAC	570	1.0
KMLO	1000	.3	KNX	1070	2.8
KOGO	600	2.2	XHRM-F	92.5	.6

TV STATIONS

KCOX	Cable # 2	IND, Cox
KCST	39	NBC, Storer
KFMB	8	CBS, Midwest TV
KGTV	10	ABC, McGraw-Hill
XETV	6	IND
XEWT	12	IND

NEWSPAPERS

San Diego Union	207,510, Copley
San Diego Tribune	134,185, Copley

SAN FRANCISCO

SRDS Market # 7; ADI # 5
 FCC Revenue Rank # 4
 FCC Income Rank # 4
 APR 16.4
 SMSA Pop: 3,165,300

Revenue : \$41,887,097
 Income : \$ 6,688,121
 FM Rev : \$ 8,465,934
 FM Inc : \$-2,029,847
 Comb Rev : \$50,347,031
 Comb Inc : \$ 4,658,274

National Rev : \$17,785,492
 Nat Rev per Cap : \$5.62
 Tot Rev per Cap : \$15.90
 Tot Inc per Cap : \$1.47
 Profit Margin : 9.3%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGO 619/8.9	8.4	7.6	1. KGO 822	1. KFRC 10794/19.4
2. KFRC 403/5.8	6.9	8.4	2. KNBR 544	2. KGO 9906/18.2
3. KNBR 399/5.8	2.5	3.3	3. KFRC 498	3. KNBR 9876/16.8
4. KCBS 352/5.1	6.7	5.8	4. KCBS 433	4. KCBS 7976/15.9
5. KFOG-F 281/4.1	3.9	4.4	5. KFOG-F 290	5. KIOI-F 5006/11.2
6. KSOL-F 255/3.7	4.1	2.5	6. KIOI-F 261	6. KABL 4719/10.7
7. KOIT-F 253/3.7	2.6	3.5	7. KSOL-F 256	7. KSFO 4327/ 9.6
KIOI-F 253/3.7	4.0	3.9	8. KOIT-F 254	8. KSFX-F 4246/ 9.7
9. KABL 240/3.5	4.2	3.5	9. KABL 252	9. KFOG-F 4244/ 9.5
10. KSFO 233/3.4	3.7	6.5	10. KSFO 240	10. KYA 4021/ 9.4
11. KDIA 217/3.1	2.9	3.2	11. KDIA 218	11. KOIT-F 3799/ 8.7
12. KYUU-F 196/2.8	1.6	1.7	12. KYUU-F 201	12. KYA-F 3708/ 8.5
13. KSFX-F 190/2.7	3.7	3.4	13. KSFX-F 196	13. KYUU-F 3531/ 8.2
14. KNEW 176/2.5	2.3	2.2	14. KABL-F 187	14. KDIA 3505/ 8.1
15. KYA-F 175/2.5	1.7	1.0	15. KRAK 185	15. KABL-F 3459/ 7.5
16. KABL-F 174/2.5	2.3	2.4	16. KNEW 180	16. KSOL-F 3447/ 8.1
17. KMEL-F 158/2.3	2.2	2.5	17. KYA-F 179	17. KNEW 3240/ 7.2
18. KOME-F 134/1.9	.8	.8	18. KMEL-F 163	18. KLOK 3037/ 6.6
19. KLOK 133/1.9	1.9	2.3	19. KBAY-F 158	19. KRAK 2854/ 1.9
20. KSAN-F 128/1.8	1.8	1.9	20. KLOK 141	20. KBAY-F 2852/ 5.1

12+ FM SHARE (METRO): 48.22% (3112 of 6454) (A/M 78: 42.07%)
 12+ FM SHARE (TSA) : 44.67% (3288 of 7361) (A/M 78: 41.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFRC	1. KFRC	1. KFRC	1. KGO	1. KGO	1. KGO
2. KSOL-F	2. KIOI-F	2. KNBR	2. KNBR	2. KCBS	2. KCBS
3. KDIA	3. KYUU-F	3. KIOI-F	3. KSFO	3. KNBR	3. KFRC
4. KYA	4. KNBR	4. KGO	4. KFRC	4. KFOG-F	4. KNBR
5. KLIV	5. KYA-F	5. KYUU-F	5. KOIT-F	5. KABL	5. KSFO
KSFX-F	KMEL-F	6. KYA-F	6. KCBS	6. KOIT-F	6. KNEW
7. KYA-F	7. KSOL-F	7. KSOL-F	7. KIOI-F	7. KSFO	7. KABL

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	620 (4)	1170 (10)	1790 (14)	27.7
BTFL MUSIC	240 (1)	829 (4)	1069 (5)	16.6
NEWS/INFO/TALK	1019 (3)		1019 (3)	15.8
MOR/AC	765 (4)	220 (2)	985 (6)	15.3
BLACK/DISCO	217 (1)	484 (2)	701 (4)	10.9
COUNTRY	275 (3)	52 (1)	327 (4)	5.1
CLASSICAL	60 (2)	118 (2)	178 (4)	2.8
SPANISH	67 (1)	56 (1)	123 (2)	1.9
BIG BAND		98 (1)	98 (1)	1.5
RELIGION	35 (1)	40 (1)	75 (2)	1.2
JAZZ	21 (1)	45 (1)	66 (2)	1.0
UNKNOWN	23 (1)		23 (1)	0.4
			6454 (47)	

SAN FRANCISCO ADI

OTHER RATED STATIONS/METRO SHAF

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KGO	1. KFRC	1. KGO
2. KNBR	2. KGO	2. KFRC
3. KFRC	3. KNBR	3. KCBS
4. KCBS	4. KCBS	4. KNEW
5. KFOG-F	5. KIOI-F	5. KDIA
6. KSOL-F	6. KABL	6. KSFO
7. KIOI-F	7. KSFY-F	7. KABL
8. KABL	8. KFOG-F	8. KNBR
9. KOIT-F	9. KSFO	9. KOIT-F
10. KSFO	10. KYA	10. KIOI-F
11. KDIA	11. KOIT-F	
12. KYUU-F	12. KYA-F	
13. KSFY-F	13. KDIA	
14. KYA-F	14. KYUU-F	
15. KNEW	15. KSOL-F	

ADI FM SHARE: 46.51% (2931 of 6302) (A/M 78: 43.82%)

KARA-F	105.7	1.0
KBAY-F	100.3	1.7
KBRG-F	105.3	.8
KCBS-F	97.3	1.0
KEAR-F	106.9	.6
KEEN	1370	.9
KEZR-F	106.5	1.2
KFAT-F	94.5	.8
KFAX	1100	.5
KIBE	1220	.3
KDFC-F	102.1	1.0
KIQI	1010	.6
KJAZ-F	92.7	.6
KKHI-F+	95.7	1.3
KKIS	990	.3
KLIV	1590	.9
KMPX-F	98.9	1.4
KOFY	1050	1.0
KRE	1400	.3
KBLX-F	102.9	.6
KRVE-F	95.3	.3
KSJO-F	92.3	1.2
KTIM-F	100.9	.4
KXRX	1500	.7
KYA	1260	1.6
KRAK	1140	.5

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$ 40.00 (Christal)	Starr/Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$117.50 (CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	MBN, \$ 43.00 (Howard)	Sonderling
KFRC, 610, 5 KW, ROCK	, \$233.62 (RK0)	RK0
KGO, 810, 50 KW (DA-1), NEWS/TALK	ABC-I, \$116.25 (Blair)	ABC
KNBR, 680, 50 KW (Clear), MOR/AC	NBC, \$ 92.12 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	MBS, \$ 63.50 (Katz)	Metromedia
KSFO, 560, 5 KW/1 KW, MOR	, \$ 88.00 (MMR)	Golden West
KYA, 1260, 5 KW/1 KW, ROCK	, \$ 85.00 (Eastman)	King

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$ 60.00 (Christal)	Starr/Shamrock
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 61.25 (Selcom)	GE
KIOI-F, 101.3, 125 KW @ 1220, SOFT CONTEMP	, \$ 70.00 (Masla)	Pacific FM
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$ 85.00 (HR/Stone)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 57.50 (Torbet)	Bonneville
KSAN-F, 94.9, 35 KW @ 1140, AOR	, \$ 72.50 (Katz)	Metromedia
KSFY-F, 103.7, 7 KW @ 1430, DISCO/JAZZ	ABC-F, \$118.44 (Blair)	Blair
KSOL-F, 107.7, 6 KW @ 1588, BLACK	, \$ 44.00 (UBC)	United
KYA-F, 93.3, 25 KW @ 660, AOR	, \$ 85.00 (Eastman)	King
KYUU-F, 99.7, 45 KW @ 1240, ADULT CONT	, \$ 42.50 (Mc-Guild)	NBC

KRAK - See Sacramento Other stations - see San Jose

TV STATIONS

KBHK SF 44	IND, Field	KTSF SF 26	IND	KDTV SF 14	IND
KTVU Oak 2	IND, Cox	KEMO SF 20	IND	KGO SF 7	ABC, ABC
KPIX SF 5	CBS, Westing	KVOF SF 38	IND	KRON SF 4	NBC, SF Chronicle

NEWSPAPERS

San Francisco Chronicle	M	498,100
San Francisco Examiner	E	159,879, Hearst
Oakland Tribune	E	141,891, Gannett

SAN JOSE

SRDS Market # 32
 FCC Revenue Rank # 61
 FCC Income Rank # 27
 APR 15.3
 SMSA Pop: 1,224,200

Revenue : \$5,309,626
 Income : \$1,103,599
 FM Rev : \$5,067,263
 FM Inc : \$ 374,576
 Comb Rev: \$10,376,889
 Comb Inc: \$1,478,175

National Rev : \$1,579,147
 Nat Rev per Cap: \$1.29
 Tot Rev per Cap: \$8.48
 Tot Inc per Cap: \$1.21
 Profit Margin : 14.2%

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S METRO ONLY THE LEADING SAN JOSE METRO STATIONS ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN BE CONSIDERED AS A SEPARATE RADIO MARKET.

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLOK 84/5.4	4.7	5.5	1. KBAY-F 149	1. KLOK 2487/15.6
2. KBAY-F 82/5.2	6.3	6.8	2. KOME-F 134	2. KBAY-F 2472/11.9
KOME-F 82/5.2	2.8	2.7	3. KLOK 128	3. KOME-F 2143/13.2
4. KEZR-F 71/4.5	4.0	2.9	4. KSJO-F 95	4. KLIV 1601/13.4
5. KSJO-F 63/4.0	2.4	2.6	5. KEZR-F 75	5. KSJO-F 1396/ 7.8
6. KLIV 55/3.5	3.9	3.6	6. KFAT-F 72	6. KFAT-F 1124/ 4.9
7. KARA-F 51/3.3	3.4	2.7	7. KARA-F 64	7. KXRX 1112/ 7.6
8. KEEN 41/2.6	2.6	2.1	8. KLIV 63	8. KARA-F 1106/ 8.2
9. KXRX 32/2.0	2.6	1.4	9. KEEN 62	9. KEZR-F 1073/ 9.3
10. KFAT-F 31/2.0	1.2	2.1	10. KDFC-F 51	10. KEEN 974/ 6.4

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLIV	1. KEZR-F	1. KLOK	1. KLOK	1. KBAY-F	1. KLOK
2. KOME-F	2. KOME-F	2. KEZR-F	2. KBAY-F	2. KLOK	2. KBAY-F
3. KSJO-F	3. KSJO-F	KOME-F	3. KARA-F	3. KXRX	3. KOME-F
	4. KLOK	4. KSJO-F	4. KEZR-F	4. KEEN	4. KEZR-F

AM STATIONS

KEEN, 1370, 5 KW (DA-2) , COUNTRY , \$26.25 (HR/Stone) Golden Pacific
 KLIV, 1590, 5 KW (DA-N) , ROCK , \$31.25 (Buckley)
 KLOK, 1170, 50 KW/5 KW (DA-2), MOR , \$90.00 (Katz)
 KXRX, 1500, 10 KW/5 KW (DA-2), NEWS/TALK MBS, \$53.00 (Torbet) Sterling

FM STATIONS

KARA-F, 105.7, 50 KW @ 1860, CONTEMP , \$42.00 (Buckley)
 KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS , \$42.50 (HR/Stone) Golden Pacific
 KEZR-F, 106.5, 50 KW @ 430, SOFT ROCK , \$50.00 (Selcom)
 KFAT-F, 94.5, 1.2 KW @ 2580, COUNTRY , \$25.00 (Masla)
 KOME-F, 98.5, 13 KW @ 880, AOR , \$49.00 (Torbet) Hemisphere
 KSJO-F, 92.3, 50 KW @ 68, AOR , \$44.00 (Lotus) Sterling

TV STATIONS

KNTV San Jose 11 IND
 KGSC San Jose 36 IND, Booth (pending)

NEWSPAPERS

San Jose Mercury M 149,966, Knight-Ridder
 San Jose News E 67,332, Knight-Ridder

SARASOTA

SRDS Market # 186
 FCC Revenue Rank # 145
 FCC Income Rank # 274
 APR 15.3
 SMSA Pop: 172,700

Revenue : \$1,944,659
 Income : \$ -78,059
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$504,098
 Nat Rev per Cap: \$2.92
 Tot Rev per Cap: \$11.26
 Tot Inc per Cap: \$-.45
 Profit Margin : ---

12+ METRO 1/4/SHARE

12+ TSA 1/4

12+ TSA CUME/MSA CUME RAT

1. WDUV-F 55/13.3
2. WQSR-F 45/10.9
3. WAMR+ 31/ 7.5
4. WQSA 26/ 6.3
- WJYW-F 26/ 6.3
6. WSUN 20/ 4.8
7. WQXM-F 18/ 4.3
8. WSPB 15/ 3.6
- WFLA-F 15/ 3.6
10. WTRL 13/ 3.1

THIS IS
 THIS MARKET'S
 FIRST BOOK.

1. WDUV-F 56
2. WQSR-F 47
3. WAMR+ 36
4. WQSA 26
- WJYW-F 26
6. WSUN 25
7. WFLA-F 18
- WQXM-F 18
9. WSPB 15
10. WFLA 12

1. WDUV-F 786/28.7
2. WSUN 563/18.7
3. WQSR-F 469/16.1
4. WFLA 380/13.4
5. WAMR+ 374/12.6
6. WQSA 350/12.8
7. WLCY 326/11.5
8. WSPB 316/11.5
9. WFLA-F 277/ 9.2
10. WKXY 256/ 9.0

12+ FM SHARE (METRO): 55.64% (212 of 381)
 12+ FM SHARE (TSA) : 55.58% (224 of 403)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQXM-F	1. WQSR-F	1. WQSR-F	1. WQSR-F	1. WDUV-F	1. WQSR-F
2. WLCY	2. WQXM-F	2. WSUN	2. WDUV-F	2. WJYW-F	2. WDUV-F
3. WKXY	3. WSUN	3. WQXM-F	3. WSUN	3. WSUN	3. WAMR+

OTHER RATED STATIONS/METRO SHARE

WBRD	1420	2.9	WFLA	970	2.9	WTMP	1150	1.4
WENG	1530	1.7	WLCY	1380	3.1	WWBA	680	2.2
WKXY	930	2.4	WQYK-F	99.5	2.9	WWBA-F	107.3	1.7
WSPB-F	106.3	1.9	WRBQ-F	104.7	1.9	WYNF-F	94.9	1.4
WYND	1280	1.0	WSST	800	.7			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC	9 (1)	103 (4)	112 (5)	29.4
ROCK/CONTEMP	23 (2)	85 (5)	108 (7)	28.3
MOR/AC	66 (5)	12 (1)	78 (6)	20.5
COUNTRY	36 (3)	12 (1)	48 (4)	12.6
NEWS/INFO/TALK	26 (1)		26 (1)	6.8
BLACK/DISCO	6 (1)		6 (1)	1.6
RELIGION	3 (1)		3 (1)	0.8
			<u>381 (25)</u>	

RADIO STATIONS

WAMR+, 1320, 500 W (DAYS)	, MOR	, \$ 4.75	(----)	(VENICE)
WKXY, 930, 1 KW/500 W (DA-2)	, ROCK	ABC-C, \$ 8.00	(Corlett)	
WQSA, 1220, 1 KW (DAYS) (DA)	, NEWS	MBS, \$19.00	(Buckley)	
WSPB, 1450, 1 KW/250 W	, MOR	CBS, \$12.00	(PRO)	Walter-Weeks
WTRL, 1490, 1 KW/250 W	, MOR	MBS, \$12.00	(-----)	
WDUV-F, 103.3, 100 KW @ 500,	BTFL MUS	ABC-I, \$22.00	(Roslin)	
WQSR-F, 102.5, 100 KW @ 650,	AOR	MBS, \$43.50	(Buckley)	Cosmos

FOR OTHER STATIONS SEE TAMPA-ST. PETE

FOR TV AND NEWSPAPERS INFO SEE TAMPA-ST. PETE

SAVANNAH

SRDS Market # 164
 FCC Revenue Rank # 163
 FCC Income Rank # 307
 APR 17.0
 SMSA Pop: 212,800

Revenue : \$1,716,971
 Income : \$ -341,606
 FM Rev : \$ 651,321
 FM Inc : \$ 71,821
 Comb Rev: \$2,368,292
 Comb Inc: \$ -269,785

National Rev : \$280,758
 Nat Rev per Cap: \$1.32
 Tot Rev per Cap: \$11.13
 Tot Inc per Cap: \$-1.27
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEAS 41/13.9	5.9	9.7	1. WZAT-F 71	1. WZAT-F 1118/24.4
2. WSGA 37/12.5	11.1	17.2	2. WSGF-F 69	2. WSGF-F 804/25.5
WSGF-F 37/12.5	8.5	5.5	3. WJCL-F 61	3. WTOC-F 642/ 9.1
WJCL-F 37/12.5	10.7	9.2	4. WTOC-F 52	4. WJCL-F 563/17.7
5. WZAT-F 28/ 9.5	9.6	13.4	5. WEAS-F 43	5. WSGA 533/27.6
6. WSOK 27/ 9.1	9.2	8.4	6. WEAS 42	6. WKBX 419/17.1
7. WEAS-F 21/ 7.1	15.5	10.5	7. WSGA 38	7. WSOK 399/19.6
8. WTOC 17/ 5.7	3.3	3.4	8. WSOK 27	8. WEAS-F 392/10.5
9. WKBX 14/ 4.7	5.9	3.4	9. WKBX 18	9. WTOC 336/16.1
10. WXLM-F 11/ 3.7	6.3	2.9	WTOC 18	10. WEAS 325/17.5

12+ FM SHARE (METRO): 48.97% (142 of 290) (A/M 78: 59.09%)
 12+ FM SHARE (TSA) : 66.74% (311 of 466) (A/M 78: 68.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSGF-F	1. WSGF-F	1. WSGF-F	1. WSGA	1. WJCL-F	1. WZAT-F
2. WSGA	2. WSGA	2. WEAS	2. WJCL-F	2. WEAS	2. WSGF-F
WZAT-F	3. WEAS	3. WSGA	3. WEAS	3. WSGA	3. WTOC-F

OTHER RATED STATIONS/METRO SHARE

WNMT 1520 .3 WQQT 1450 3.7 WTOC-F 94.1 2.7

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	37 (1)	76 (3)	113 (4)	39.0
BLACK/DISCO	27 (1)	21 (1)	48 (2)	16.6
BTFL MUSIC		37 (1)	37 (1)	12.8
MOR/AC	31 (2)		31 (2)	10.7
RELIGION/GOSPEL	41 (1)		41 (1)	14.1
COUNTRY	12 (2)	8 (1)	20 (3)	6.9
			<u>290 (13)</u>	

RADIO STATIONS

WEAS, 900, 5 KW (DAYS), RELIGION	NBN, \$11.50 (Lazar)	Dee Rivers
WKBX, 630, 5 KW (DA-N), MOR/AC	NBC, \$14.50 (Blair)	Beasley
WSGA, 1400, 1 KW/250 W, ROCK	ABC-C, \$29.55 (Torbet)	
WSOK, 1230, 1 KW (DAYS), BLACK	MBN, \$15.00 (Selcom)	
WTOC, 1290, 5 KW (DA-N), MOR	CBS, \$14.50 (Katz)	
WEAS-F, 93.1, 100 KW @ 355, BLACK	NBN, \$21.00 (Lazar)	Dee Rivers
WJCL-F, 96.5, 100 KW @ 1232, BTFL MUS (Bonne)	, \$ 8.50 (HR/Stone)	
WSGF-F, 95.5, 100 KW @ 384, ROCK	, \$14.50 (Blair)	Beasley
WTOC-F, 94.1, 89 KW @ 1320, COUNTRY	ABC-E, \$14.50 (Katz)	
WXLM-F, 97.3, 100 KW @ 500, AOR	, \$16.50 (-----)	
WZAT-F, 102.1, 100 KW @ 620, ROCK (Century 21)	ABC-F, \$27.09 (Torbet)	

TV STATIONS

WJCL Savannah 22	ABC
WSAV Savannah 3	NBC, Savannah News, Press
WTOC Savannah 11	CBS

NEWSPAPERS

Savannah News	M	55,934
Savannah Press	E	21,608

SEATTLE-TACOMA

SRDS Market # 19 (approx)
 ADI # 18
 FCC Revenue Rank # 13
 FCC Income Rank # 12
 APR 15.3
 SMSA Pop: 1,836,000

Revenue : \$20,232,934
 Income : \$ 3,793,706
 FM Rev : \$ 4,277,742
 FM Inc : \$-1,240,856
 Comb Rev: \$24,510,676
 Comb Inc: \$ 2,552,850

National Rev : \$6,553,568
 Nat Rev per Cap: \$3.56
 Tot Rev per Cap: \$13.35
 Tot Inc per Cap: \$1.39
 Profit Margin : 10.4%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KIRO	267/11.1	10.3	7.0	1. KIRO	315	1. KIRO	5524/29.1
2. KSEA-F	178/ 7.4	7.1	7.4	2. KSEA-F	214	2. KING	3866/16.9
3. KJR	168/ 7.0	7.0	6.8	3. KOMO	207	3. KJR	3795/20.7
4. KOMO	152/ 6.3	10.8	9.8	4. KJR	189	4. KOMO	3241/16.7
5. KVI	135/ 5.6	7.1	8.8	5. KZOK-F	163	5. KVI	2732/16.1
6. KZOK-F	133/ 5.5	3.3	4.2	6. KVI	146	6. KZOK-F	2299/12.3
7. KVI-F	99/ 4.1	3.4	4.7	7. KING	135	7. KVI-F	2207/12.1
8. KMPS-F	89/ 3.7	1.5	2.2	8. KMPS-F	123	8. KSEA-F	2153/11.2
9. KYYX-F	83/ 3.5	3.9	3.2	KVI-F	123	9. KISW-F	1931/ 9.6
10. KEZX-F	80/ 3.3	3.9	2.9	10. KEZX-F	101	10. KYYX-F	1787/ 9.9
11. KING	79/ 3.3	6.1	5.9	11. KISW-F	99	11. KTAC	1604/ 8.9
12. KISW-F	75/ 3.1	3.2	3.1	12. KYYX-F	92	12. KIXI-F	1392/ 6.9
13. KTAC	74/ 3.1	2.6	3.4	13. KMPS	88	13. KMPS	1347/ 6.4
14. KMPS	67/ 2.8	1.6	2.1	14. KIXI-F	80	14. KEZX-F	1333/ 6.5
KZAM-F	67/ 2.8	2.4	2.5	15. KTAC	79	15. KING-F	1240/ 6.4

12+ FM SHARE (METRO): 46.61% (1065 of 2285) (A/M 78: 41.50%)
 12+ FM SHARE (TSA) : 47.22% (1315 of 2785) (A/M 78: 47.22%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KJR	1. KZOK-F	1. KIRO	1. KIRO	1. KIRO	1. KIRO
2. KVI-F	2. KJR	2. KSEA-F	2. KSEA-F	2. KOMO	2. KOMO
3. KYYX-F	3. KIRO	KZOK-F	3. KVI	3. KSEA-F	3. KVI
4. KZOK-F	4. KZAM-F	4. KJR	4. KOMO	4. KVI	4. KJR
5. KYAC	5. KING	5. KVI	5. KJR	5. KMPS-F	5. KMPS-F+
KTAC	KISW-F	6. KOMO	6. KMPS-F	6. KEZX-F	6. KSEA-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	358 (6)	583 (8)	941 (14)	41.2
BTFM MUSIC	49 (1)	307 (3)	356 (4)	15.6
MOR/AC	287 (2)		287 (2)	12.6
NEWS/INFO/TALK	275 (2)		275 (2)	12.0
COUNTRY	142 (4)	89 (1)	231 (5)	10.1
CLASSICAL	61 (2)	45 (1)	106 (3)	4.6
RELIGION	48 (1)	41 (1)	89 (2)	3.9
			<u>2285 (32)</u>	

SEATTLE-TACOMA ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. KIRO	1. KIRO	1. KIRO	KAYO	1150	1.6
2. KSEA-F	2. KJR	2. KJR	KBIQ-F	105.3	1.7
3. KSEA-F	3. KING	3. KOMO	KBRD-F	103.9	2.0
4. KJR	4. KOMO	4. KVI	KGDN	630	2.0
5. KZOK-F	5. KVI	5. KSEA-F	KING-F	98.1	1.9
			KIXI	910	2.0
6. KVI	6. KZOK-F	6. KYAC	KIXI-F	95.7	2.6
7. KVI-F	7. KVI-F	7. KING	KLAY-F	106.1	.6
KMPS	8. KSEA-F	8. KMPS-F	KMO	1360	.8
9. KING	9. KISW-F	9. KGDN	KNBQ-F	97.3	2.0
10. KEZX-F	10. KYYX-F	10. KZOK-F	KTNT	1400	.5
			KWYZ	1230	.7
11. KISW-F	11. KTAC		KXA	770	.7
12. KYYX-F	12. KIXI-F		KYAC	1250	1.9
13. KMPS	13. KMPS		KZAM	1540	.5
14. KTAC	14. KEZX-F		KZOK	1590	.6
15. KIXI-F	15. KING-F		KGO	810	.3

ADI FM SHARE: 47.87% (1327 of 2772) (A/M 78: 43.26%)

AM STATIONS

KGDN, 630, 5 KW (DAYS), RELIGION		\$17.40 (PRO)	
KING, 1090, 50 KW (DA-2), ROCK		\$55.75 (Blair)	King
KIRO, 710, 50 KW (DA-N), NEWS	MBS,CBS,	\$70.00 (Torbet)	Bonneville
KJR, 950, 5 KW (DA-N), ROCK		\$62.50 (Mc-Guild)	Kaye-Smith
KMPS, 1300, 5 KW (DA-N), COUNTRY		\$43.65 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N), MOR/AC	ABC-I,	\$58.75 (Katz)	Fisher
KTAC, 850, 10 KW/1 KW (DA-2), ROCK		\$36.50 (Masla)	Entercom
KVI, 570, 5 KW, MOR		\$50.00 (MMR)	Golden West
KYAC, 1250, 5 KW (5T-KWSU), CLASSICAL		\$20.00 (Lazar)	

KGO - See San Francisco

FM STATIONS

KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM 100)		\$25.75 (Potter)	Park
KING-F, 98.1, 100 KW @ 700, CLASSICAL		\$20.00 (Blair)	King
KISW-F, 99.9, 100 KW @ 350, ROCK		\$42.50 (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, CONTEMP	NBC,	\$37.00 (HR/Stone)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY		\$43.65 (Eastman)	Affiliated
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	MBS,	\$57.38 (Torbet)	Bonneville
KVI-F, 101.3, 100 KW @ 1150, ROCK	ABC-C,	\$37.50 (MMR)	Golden West
KYYX-F, 96.5, 50 KW @ 1223, ROCK		\$33.25 (Christal)	O'Day
KZAM-F, 92.5, 100 KW @ 1100, AOR		\$33.00 (Selcom)	Sandusky News
KZOK-F, 102.5, 100 KW @ 1165, AOR		\$72.50 (CBS FM)	Sterling

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord

NEWSPAPERS

Seattle Post-Intelligencer	M	198,797, Hearst
Seattle Times	E	257,383
Everett Herald	E	56,538
Tacoma News Tribune	E	101,572

SHREVEPORT

SRDS Market # 107
 FCC Revenue Rank # 77
 FCC Income Rank # 305
 APR 13.6
 SMSA Pop: 361,500

Revenue : \$3,993,537
 Income : \$ -322,023
 FM Rev : \$ 512,264
 FM Inc : \$ -108,591
 Comb Rev: \$4,505,801
 Comb Inc: \$ -430,614

National Rev : \$1,080,852
 Nat Rev per Cap: \$2.99
 Tot Rev per Cap: \$12.46
 Tot Inc per Cap: \$-1.19
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KWKH	60/15.3	11.5	6.7	1. KWKH	128	1. KWKH	1953/28.2	2. KEEL	103	2. KEEL	1900/31.5
2. KOKA	58/14.8	19.0	21.7	2. KEEL	78	3. KRMD-F	1109/12.5	3. KRMD-F	77	4. KROK-F	1018/18.5
3. KEEL	51/13.0	16.1	19.5	4. KROK-F	65	5. KOKA	836/23.0	6. KRMD	54	6. KRMD	731/20.4
4. KCOZ-F	50/12.7	9.4	7.4	5. KOKA	50	7. KCOZ-F	616/16.8	7. KCOZ-F	43	8. KCIJ	564/12.2
5. KRMD	35/ 8.9	6.7	12.1	6. KCOZ-F	24	8. KCIJ	382/ 9.2	9. KMBQ-F	24	9. KMBQ-F	330/ 7.7
KROK-F	35/ 8.9	7.3	7.6	7. KRMD	19	10. KEPT-F					
7. KCIJ	34/ 8.7	8.3	6.5	8. KCIJ							
8. KRMD-F	20/ 5.1	8.5	2.7	9. KMBQ-F							
9. KMBQ-F	15/ 3.8	4.8	3.4	10. KEPT-F							
10. KEPT-F	10/ 2.5	1.8	2.2								

12+ FM SHARE (METRO): 33.77% (130 of 385) (A/M 78: 33.25%)
 12+ FM SHARE (TSA) : 39.76% (262 of 659) (A/M 78: 32.86%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KEEL	1. KOKA	1. KOKA	1. KCOZ-F	1. KCOZ-F	1. KWKH
2. KOKA	2. KEEL	2. KEEL	2. KEEL	KWKH	2. KEEL
3. KROK-F	3. KROK-F	3. KCOZ-F	3. KOKA	3. KRMD	3. KRMD-F+

OTHER RATED STATIONS/METRO SHARE

KASO	1240	1.8	KBCL	1220	2.5
<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>	
COUNTRY	95 (2)	20 (1)	115 (3)	29.9	
ROCK/CONTEMP	51 (1)	50 (2)	101 (3)	26.2	
BLACK	58 (1)		58 (1)	15.1	
BTFL MUSIC		50 (1)	50 (1)	13.0	
RELIGION/GOSPEL	34 (1)	10 (1)	44 (2)	11.4	
MOR/AC	10 (1)		10 (1)	2.6	
UNKNOWN	7 (1)		7 (1)	1.8	
			<u>385 (12)</u>		

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS), GOSPEL		\$ 6.00 (Sav-Gates)	
KEEL, 710, 50 KW/5 KW (DA-2), ROCK	ABC-I, \$35.00 (Mc-Guild)		Multimedia
KOKA, 1550, 10 KW/500 W (DA-N), BLACK/CONT	NBN, ABC-C, \$24.50 (Howard)		
KRMD, 1340, 1 KW/250 W, COUNTRY	NBC, \$18.00 (Katz)		
KWKH, 1130, 50 KW (DA-N), COUNTRY	MBS, \$20.74 (Torbet)		Great Empire
KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Bonne)		\$16.75 (Howard)	
KWPT-F, 96.5, 100 KW @ 480, RELIGION	ABC-E, \$ 7.00 (Melville)		
KMBQ-F, 93.7, 100 KW @ 350, AOR		\$11.00 (Mc-Guild)	Multimedia
KRMD-F, 101.1, 100 KW @ 1000, COUNTRY	NBC, \$18.00 (Katz)		
KROK-F, 94.5, 100 KW @ 400, ROCK		\$18.00 (Torbet)	Great Empire

TV STATIONS

KSLA	Shreveport	12	CBS
KTAL	Terarkana	6	NBC, Camden News
KTBS	Shreveport	3	ABC

NEWSPAPERS

Shreveport Journal	E	36,436
Shreveport Times	M	89,587

SIOUX FALLS

SRDS Market # 267
 FCC Revenue Rank # 157
 FCC Income Rank # 156
 APR 15.6
 SMSA Pop: 103,500

Revenue : \$1,778,801
 Income : \$ 96,124
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$478,841
 Nat Rev per Cap: \$4.63
 Tot Rev per Cap: \$17.19
 Tot Inc per Cap: \$.93
 Profit Margin : 5.4%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSOO 30/22.7	24.8	21.1	1. KXRB 79	1. WNAX 1049/ 8.6
2. KKRC 18/13.6	14.5	11.4	2. KELO 68	2. KELO 1000/32.2
3. KELO 16/12.1	17.9	18.4	3. WNAX 63	3. KXRB 747/23.9
KXRB 16/12.1	11.1	15.8	4. KSOO 38	4. KSOO 664/38.5
5. KELO-F 14/10.6	13.7	7.9	5. KELO-F 37	5. KKRC 579/34.8
6. KPAT-F 11/ 8.3	6.0	8.8	6. KKRC 33	6. KELO-F 474/18.0
7. KIOV-F 8/ 6.1	5.1	5.3	7. KIOV-F 19	7. KPAT-F 352/21.7
8. KLYX-F 6/ 4.5	.9	---	8. KPAT-F 17	8. KIOV-F 261/13.7
9. WNAX 2/ 1.5	---	.9	9. KLYX-F 6	9. KLYX-F 72/ 8.5
10. KLYX 1/ .8	---	---	10. KLYX 1	10. KLYX 34/ 3.7

12+ FM SHARE (METRO): 31.97% (39 of 122) (A/M 78: 27.27%)
 12+ FM SHARE (TSA) : 21.88% (79 of 361) (A/M 78: 29.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKRC	1. KKRC	1. KSOO	1. KSOO	1. KSOO	1. WNAX
2. KELO	2. KELO	KXRB	KXRB	2. KXRB	2. KSOO
3. KPAT-F	3. KPAT-F	3. KKRC	3. KELO-F	3. KELO-F	3. KELO

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	34 (2)	17 (2)	51 (4)	41.8
MOR/AC	31 (2)		31 (2)	25.4
COUNTRY	18 (2)	8 (1)	26 (3)	21.3
BTFL MUSIC		14 (1)	14 (1)	11.5
			122 (10)	

RADIO STATIONS

KELO, 1320, 5 KW (DA-N) , CONT/AC , \$17.50 (HR/Stone) Midcontinent
 KKRC, 1230, 1 KW/250 W , ROCK , \$10.00 (PRO) Ingstad
 KLYX, 1520, 500 W (DAYS) , MOR (Radio Arts) , \$ 6.85 (Walton)
 KSOO, 1140, 10 KW/5 KW (DA-N), MOR ABC-E,ABC-I, \$15.13 (Mc-Guild)
 KXRB, 1000, 10 KW (DAYS) (DA), COUNTRY , \$23.33 (Buckley)
 WNAX, 570, 5 KW (DA-N) , COUNTRY CBS, \$39.50 (Eastman) Park (YANKTON)
 KELO-F, 92.5, 100 KW @ 1911, BTFL MUS , \$12.50 (HR/Stone) Midcontinent
 KIOV-F, 104.7, 100 KW @ 735, COUNTRY (Drake-Chen) , \$ 8.90 (Buckley)
 KLYX-F, 03.5, 3 KW @ 150, CONTEMP MBS, \$ 7.35 (Walton)
 WPAT-F, 97.3, 60 KW @ 220, ROCK (TM) , \$ 7.50 (Mc-Guild)

TV STATIONS

KELO Sioux Falls 11 CBS, Midcontinent
 KSFY Sioux Falls 13 NBC, Forum
 KXON Mitchell 5 ABC, Gillett

NEWSPAPER

Sioux Falls Argus-Leader E 46,167, Gannett

SOUTH BEND

SRDS Market # 135
 FCC Revenue Rank # 210
 FCC Income Rank # 284
 APR 17.6
 SMSA Pop: 273,000

Revenue : \$1,212,280
 Income : \$ -113,525
 FM Rev : \$1,063,100
 FM Inc : \$ 44,131
 Comb Rev : \$2,275,380
 Comb Inc : \$ -69,394

National Rev : \$148,151
 Nat Rev per Cap: \$.54
 Tot Rev per Cap: \$8.33
 Tot Inc per Cap: \$-.25
 Profit Margin : --

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRBR-F 104/26.1	19.1	17.4	1. WRBR-F 163	1. WLS 1867/25.9
2. WSBT 76/19.0	18.6	18.0	2. WLS 86	2. WRBR-F 1648/41.6
3. WWJY-F 35/ 8.8	10.3	8.8	3. WSBT 85	3. WSBT 1128/39.2
4. WNDU-F 32/ 8.0	8.0	10.1	4. WWJY-F 67	4. WMAQ 1087/13.3
5. WYEZ-F 23/ 5.8	7.0	8.5	5. WNDU-F 55	5. WWJY-F 1011/20.6
6. WLS 22/ 5.5	5.8	8.2	6. WYEZ-F 52	6. WNDU-F 1001/25.4
7. WNDU 16/ 4.0	5.5	5.4	7. WGN 40	7. WYEZ-F 777/15.7
8. WTCA-F 11/ 2.8	2.5	1.6	WMAQ 40	8. WGN 588/ 8.4
WMAQ 11/ 2.8	3.8	3.5	9. WBBM 26	9. WBBM 476/ 4.3
10. WJVA 10/ 2.5	5.0	6.3	10. WNDU 16	10. WNDU 433/17.6

12+ FM SHARE (METRO): 58.70% (216 of 368) (A/M 78: 52.69%)

12+ FM SHARE (TSA) : 54.00% (371 of 687) (A/M 78: 54.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRBR-F	1. WRBR-F	1. WRBR-F	1. WSBT	1. WSBT	1. WSBT
2. WLS	2. WNDU-F	2. WSBT	2. WRBR-F	2. WWJY-F	2. WRBR-F
	3. WSBT	3. WNDU-F	3. WNDU-F	3. WRBR-F	3. WLS

OTHER RATED STATIONS/METRO SHARE

WHME-F	103.1	1.0	WCMR	1270	.3
WTCA	1050	2.0	WFRN-F	104.7	.8
WAOR-F	95.3	1.0	WGN	720	.8
			WBBM	780	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	22 (1)	140 (3)	162 (4)	44.0
MOR/AC	104 (5)		104 (5)	28.3
BTFL MUSIC		58 (2)	58 (2)	15.8
COUNTRY	21 (2)	11 (1)	32 (3)	8.7
NEWS/INFO/TALK	5 (1)		5 (1)	1.4
RELIGION		4 (1)	4 (1)	1.1
UNKNOWN		3 (1)	3 (1)	0.8
			368 (17)	

AM STATIONS

WJVA, 1580, 1 KW (Days), COUNTRY	MBS, \$12.50 (Sav-Gates)	
WNDU, 1490, 1 KW/250 W, MOR/AC	ABC-I, \$15.60 (Mc-Guild)	Notre Dame
WSBT, 960, 5 KW (DA-2), MOR	CBS, \$15.75 (Katz)	S. Bend Tribune

FM STATIONS

WNDU, 92.9, 20 KW @ 431, CONTEMP (Drake-Chen)	, \$15.60 (Mc-Guild)	Notre Dame
WRBR, 103.9, 3 KW @ 290, ROCK	, \$19.00 (Torbet)	Booth
WTCA, 94.3, 3 KW @ 235, COUNTRY	, \$ 4.50 (-----)	(PLYMOUTH)
WWJY, 101.5, 9.4 KW @ 967, BTFL MUS (Schulke)	, \$13.00 (Katz)	S. Bend Trib
WYEZ, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	, \$13.00 (Masla)	Federated
		(ELKHART)

TV STATIONS	WHME	S. Bend	46	IND	WSBT	S. Bend	22	CBS, S. Bend Tribune
WNDU	South Bend	16	NBC, Notre Dame	WSJV	Elkhart	28	ABC, Quincy Newspapers	

Please see continuation page at end of this section.

SPOKANE

SRDS Market # 114
 FCC Revenue Rank # 75
 FCC Income Rank # 275
 APR 15.5
 SMSA Pop: 318,100

Revenue : \$4,075,535
 Income : \$ -80,665
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$1,146,484
 Nat Rev per Cap: \$3.60
 Tot Rev per Cap: \$12.81
 Tot Inc per Cap: \$-.25
 Profit Margin : NA

12+ METRO 1/4/SHARE O/N 78 A/M 78

1. KJRB	66/16.4	12.4	17.5
2. KHQ-F	45/11.2	9.5	10.1
3. KREM-F	42/10.4	8.9	7.9
4. KHQ	37/ 9.2	10.0	7.1
5. KGA	36/ 9.0	10.5	9.8
6. KZUN-F	32/ 8.0	7.6	3.7
7. KXLY-F	30/ 7.5	4.6	6.3
8. KREM	20/ 5.0	7.0	6.6
KEZE-F	20/ 5.0	5.4	9.8
10. KXLY	14/ 3.5	4.1	3.4

12+ TSA 1/4

1. KJRB	91
2. KHQ-F	78
3. KHQ	67
4. KREM-F	66
5. KZUN-F	57
6. KGA	56
7. KXLY-F	46
8. KREM	34
9. KXLY	25
10. KEZE-F	21

12+ TSA CUME/MSA CUME RAT

1. KJRB	1460/38.6
2. KHQ-F	1168/24.0
3. KHQ	1055/23.1
4. KGA	988/19.8
5. KREM-F	853/18.9
6. KREM	657/17.3
7. KZUN-F	643/13.4
8. KXLY-F	602/14.1
9. KXLY	567/13.9
10. KSPO	313/11.8

12+ FM SHARE (METRO): 46.37% (179 of 386) (A/M 78: 41.83%)

12+ FM SHARE (TSA) : 48.40% (288 of 595) (A/M 78: 43.92%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KJRB	1. KREM-F	1. KHQ-F	1. KZUN-F	1. KHQ	1. KJRB
	2. KHQ-F	KREM-F	KJRB	2. KZUN-F	2. KHQ
	3. KJRB	KJRB	3. KHQ-F	KGA	3. KHQ-F

OTHER RATED STATIONS/METRO SHARE

KEZE	1380	2.0	KXXR	1440	.7	KZUN	630	2.2
KSPO	1230	3.5	KXXR-F	93.7	2.5			

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	86 (2)	87 (2)	173 (4)	44.8
COUNTRY	48 (3)	32 (1)	80 (4)	20.7
BTFL MUSIC	8 (1)	60 (3)	68 (4)	17.6
MOR/AC	51 (2)		51 (2)	13.2
NEWS/INFO/TALK	14 (1)		14 (1)	3.6
			<u>386 (15)</u>	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N)	, COUNTRY	ABC-I, \$25.00	(Torbet)
KHQ , 590, 5 KW	, MOR	NBC, \$24.00	(Katz) Spokane Chron
KREM, 970, 5 KW/1 KW (DA-N)	, CONTEMP	, \$16.10	(Blair) King
KJRB, 790, 5 KW (DA-N)	, ROCK	, \$26.00	(Mc-Guild) Kaye-Smith
KSPO, 1230, 1 KW/250 W	, NEWS	MBS, \$ 6.48	(Selcom)
KXLY, 920, 5 KW	, MOR	CBS, \$11.25	(PRO) Morgan Murphy
KEZE-F, 105.7, 41 KW @ 580,	BTFL MUS	, \$13.00	(HR/Stone)
KHQ-F , 98.1, 94 KW @ 2030,	ROCK (TM)	, \$16.00	(Katz) Spokane Chron
KREM-F, 92.9, 5 KW @ 2100,	AOR	, \$16.10	(Blair) King
KXLY-F, 99.9, 25 KW @ 4000,	BTFL MUS (Bonne)	, \$13.50	(PRO) Morgan Murphy
KZUN-F, 96.1, 56 KW @ 2380,	COUNTRY (?)	ABC-C, \$ 8.00	(Dore/Walton)

TV STATIONS

KHQ	Spokane	6	NBC, Spokane Chronicle
KREM	Spokane	2	CBS, King
KXLY	Spokane	4	ABC, Morgan Murphy

NEWSPAPERS

Spokane Chronicle	E	61,269
Spokane Spokesman-Review	M	71,603

SPRINGFIELD, MASS

SRDS Market # 72
 FCC Revenue Rank # 108
 FCC Income Rank # 314
 APR 17.9
 SMSA Pop: 538,800

Revenue : \$2,923,911
 Income : \$ -733,038
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$712,583
 Nat Rev per Cap: \$1.32
 Tot Rev per Cap: \$5.43
 Tot Inc per Cap: \$-1.36
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WHYN-F	148/16.5	14.5	15.1	1. WHYN-F	178	1. WHYN	2325/42.2				
2. WHYN	113/12.6	21.7	18.5	2. WHYN	129	2. WHYN-F	1717/30.7				
3. WAQY-F	65/ 7.3	5.3	6.9	3. WTIC	94	3. WTIC	1535/18.6				
4. WMAS	59/ 6.6	1.0	1.8	4. WAQY-F	76	4. WAQY-F	1504/23.0				
5. WTIC	54/ 6.0	6.0	4.5	5. WCCC-F	72	5. WCCC-F	1222/18.3				
6. WCCC-F	53/ 5.9	5.3	8.5	6. WMAS	61	6. WSPR	1014/19.0				
7. WSPR	52/ 5.8	4.3	4.6	7. WSPR	53	7. WHCN-F	802/ 9.2				
8. WREB	36/ 4.0	3.9	2.6	8. WREB	36	8. WMAS	764/14.9				
9. WHMP	30/ 3.4	3.0	3.2	9. WRCH-F	34	9. WRCH-F	636/ 8.5				
10. WIXY	28/ 3.1	2.3	---	10. WHMP	33	10. WHMP-F	499/ 8.5				

12+ FM SHARE (METRO): 48.76% (393 of 806) (A/M 78: 46.92%)
 12+ FM SHARE (TSA) : 52.34% (526 of 1005) (A/M 78: 49.84%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAQY-F	1. WHYN	1. WHYN-F	1. WHYN-F	1. WHYN-F	1. WHYN-F
2. WCCC-F	2. WHYN-F	2. WHYN	2. WHYN	2. WHYN	2. WTIC
3. WHYN	3. WAQY-F	3. WAQY-F	3. WSPR	3. WMAS	3. WHYN
4. WHCN-F	WCCC-F	4. WCCC-F	4. WMAS	4. WTIC	4. WAQY-F

OTHER RATED STATIONS/METRO SHARE

WACE	730	1.1	WTTT	1430	1.2	WIOF-F	104.1	.6
WARE	1250	.7	WAAF-F	107.3	1.3	WKSS-F	95.7	1.6
WHMP-F	99.3	1.7	WBZ	1030	.8	WRCH-F	100.5	2.6
WMAS-F	94.7	2.6	WDRC-F	102.9	.7	WTIC-F	96.5	.6
WNUS	1490	.8	WHCN-F	105.9	2.1	WWYZ-F	92.5	.6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	113 (1)	185 (9)	298 (10)	37.0
MOR/AC	208 (6)	14 (1)	222 (7)	27.5
BTFL MUSIC		171 (2)	171 (2)	21.2
NEWS/INFO/TALK	53 (3)		53 (3)	6.6
COUNTRY	28 (1)		28 (1)	3.5
DISCO		23 (1)	23 (1)	2.9
UNKNOWN	11 (1)		11 (1)	1.4
			<u>806 (25)</u>	

RADIO STATIONS

WHMP, 1400, 1 KW/250 W	, MOR	, \$15.00	(Market 4)	
WHYN, 560, 5 KW/1 KW (DA-2),	CONTEMP	, \$51.43	(Blair)	Guy Gannett
WIXY, 1600, 5 KW/2.5 KW (DA),	COUNTRY (TM)	ABC-I, \$ 9.00	(Mc-Guild)	
WMAS, 1450, 1 KW/250 W	, MOR/BIG BAND	, \$18.25	(Torbet)	
WSPR, 1270, 5 KW/1 KW (DA-2),	MOR/AC	ABC-E, \$11.75	(PRO)	
WREB, 930, 500 W (DAYS)	, TALK	MBS, \$ 7.00	(Devney)	
WAQY-F, 102.1, 27 KW @ 650,	ROCK	ABC-C, \$21.50	(Mc-Guild)	
WHMP-F, 99.3, 3 KW @ 300,	CONTEMP (OraKe-Chen)	, \$15.00	(Market 4)	
WHYN-F, 93.1, 10 KW @ 940,	BTFL MUS	, \$44.00	(Blair)	Guy Gannett

FOR OTHER STATIONS SEE HARTFORD
 Please see continuation page at end of this section.

SPRINGFIELD, MO

SRDS Market # 168
 FCC Revenue Rank # 114
 FCC Income Rank # 204
 APR 15.9
 SMSA Pop: 198,000

Revenue : \$2,701,305
 Income : \$ 40,046
 FM Rev : \$ 818,659
 FM Inc : \$ 238,980
 Comb Rev: \$3,519,964
 Comb Inc: \$ 279,026

National Rev : \$307,091
 Nat Rev per Cap: \$1.55
 Tot Rev per Cap: \$17.78
 Tot Inc per Cap: \$1.41
 Profit Margin : 7.9%

12+ METRO 1/4/SHARE

1. KTTS-F 56/22.1
2. KWTO-F 52/20.6
3. KWTO 34/13.4
4. KTXR-F 28/11.1
5. KTTS 27/10.7
6. KICK 16/ 6.3
7. KGBX 13/ 5.1
8. KBUG 7/ 2.8
- KRFG-F 7/ 2.8
10. KWFC-F 4/ 1.6

THIS IS THE
 FIRST SURVEY OF
 THIS MARKET
 SINCE 1975.

12+ TSA 1/4

1. KTTS-F 124
2. KWTO-F 108
3. KWTO 94
4. KTXR-F 43
5. KTTS 31
6. KGBX 21
7. KICK 16
8. KBUG 7
- KRFG-F 7
10. KWFC-F 6

12+ TSA CUME/MSA CUME RAT

1. KWTO 1799/30.6
2. KWTO-F 1413/37.8
3. KTTS-F 1187/28.8
4. KTXR-F 616/20.8
5. KTTS 571/24.1
6. KICK 395/21.4
7. KGBX 353/15.5
8. KBUG 191/11.0
9. KWFC-F 141/ 5.4
10. KRFG-F 122/ 5.4

12+ FM SHARE (METRO): 60.00% (147 of 245) (A/M 78: NA)
 12+ FM SHARE (TSA) : 62.75% (288 of 459) (A/M 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F	1. KTTS-F	1. KTTS-F
	2. KTTS-F	2. KTTS-F	2. KWTO	2. KTTS	2. KWTO
	3. KWTO	3. KWTO	3. KTTS	3. KTXR-F	3. KWTO-F

OTHER RATED STATIONS/METRO SHARE KLFJ 1550 .4

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	61 (2)	56 (1)	117 (3)	47.8
ROCK/CONTEMP	16 (1)	59 (2)	75 (3)	30.6
BTFL MUSIC		28 (1)	28 (1)	11.4
MOR/AC	13 (1)		13 (1)	5.3
DISCO	7 (1)		7 (1)	2.9
RELIGION	1 (1)	4 (1)	5 (2)	2.0
			<u>245 (11)</u>	

RADIO STATIONS

KBUG, 1060, 500 W (DAYS), DISCO (Century 21)	ABC-C, \$ 6.00 (Bunchez)	
KGBX, 1260, 5 KW (DA-N) , MOR/AC	CBS, \$ 8.94 (Katz)	Stauffer
KICK, 1340, 1 KW/250 W , ROCK	, \$ 9.41 (Masla)	
KTTS, 1400, 1 KW/250 W , COUNTRY	, \$16.34 (Torbet)	Great Empire
KWTO, 560, 5 KW (DA-N) , COUNTRY	ABC-I, \$14.40 (Mc-Guild)	Stuart
KTTS-F, 94.7, 100 KW @ 659, COUNTRY	MBS, \$17.82 (Torbet)	Great Empire
KTXR-F, 101.5, 100 KW @ 1150, BTFL MUS (TM)	NBC, \$ 6.00 (Sav/Gates)	
KWFC-F, 97.3, 100 KW @ 480, RELIGION	ABC-E, \$ 5.00 (-----)	
KWTO-F, 98.7, 100 KW @ 291, ROCK (TM)	, \$20.80 (Mc-Guild)	Stuart
KRFG-F, 93.5, 2.3 KW @ 330, AOR	, \$ 4.00 (-----)	(GREENFIELD)

TV STATIONS

KMTC	Springfield	27	ABC
KOLR	Springfield	10	CBS
KYTV	Springfield	3	NBC

NEWSPAPERS

Springfield News	M	33,921
Springfield Leader & Press	E	45,577

STEUBENVILLE

SRDS Market # 192
 FCC Revenue Rank # 226
 FCC Income Rank # 138
 APR 15.2
 SMSA Pop: 163,700

Revenue : \$1,059,483
 Income : \$ 125,138
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$300,062
 Nat Rev per Cap: \$1.83
 Tot Rev per Cap: \$6.47
 Tot Inc per Cap: \$.76
 Profit Margin : 11.8%

12+ METRO 1/4/SHARE

- 1. WWVA 35/17.2
- 2. WSTV 27/13.3
- 3. WRKY-F 18/ 8.9
- 4. WEIR 17/ 8.4
- 5. KDKA 14/ 6.9
- 6. WPEZ-F 12/ 5.9
- 7. WDVE-F 11/ 5.4
- 8. WOMP-F 6/ 3.0
- WTRF-F 6/ 3.0
- WLIT 6/ 3.0

THE STEUBENVILLE MSA
 AND TSA ARE THE SAME.

THIS IS THE FIRST SURVEY
 OF THIS MARKET BY ARB.

12+ MSA CUME/MSA CUME RAT

- 1. WEIR 445/32.9
- 2. WSTV 419/31.0
- 3. WWVA 413/30.6
- 4. WRKY-F 314/23.2
- 5. KDKA 311/23.0
- 6. WPEZ-F 234/17.3
- 7. WDVE-F 181/13.4
- 8. WLIT 108/ 8.0
- 9. WKWK-F 101/ 7.5
- WOMP-F 101/ 7.5

12+ FM SHARE (MSA,TSA): 38.80% (71 of 183) (A/M 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WPEZ-F	1. WRKY-F	1. WWVA	1. WWVA	1. WWVA	1. WWVA
2. WRKY-F	2. WEIR	2. WRKY-F	2. WSTV	2. WSTV	2. WSTV
3. WEIR	WDVE-F	3. WEIR	3. WRKY-F	3. KDKA	3. WEIR

OTHER RATED STATIONS/METRO SHARE

KDKA-F	92.9	.5	WKWK-F	97.3	1.5
WAMO-F	105.9	2.5	WNEU	1600	2.0
WELA-F	104.3	1.5	WOHI	1490	2.0
WJOI-F	93.7	.5	WOMP	1290	2.0
WKWK	1400	.5	WSSH-F	99.7	2.5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	18 (2)	50 (5)	68 (7)	37.2
MOR/AC	59 (6)		59 (6)	32.2
COUNTRY	35 (1)		35 (1)	19.1
BTFL MUSIC		16 (5)	16 (5)	8.7
BLACK/DISCO		5 (1)	5 (1)	2.7
			<u>183 (20)</u>	

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), CONTEMP	MBS, \$ 8.05 (Masla)	Gilcom
WLIT, 950, 1 KW (Days), MOR/AC	NBC, \$ 8.50 (Regional)	
WSTV, 1340, 1 KW/250 W, MOR	ABC-C, \$12.00 (Mc-Guild)	Associated
WRKY-F, 103.5, 12 KW @ 880, ROCK (TM)	, \$12.00 (Mc-Guild)	Associated

FOR OTHER STATIONS SEE WHEELING AND PITTSBURGH

FOR TV STATIONS SEE WHEELING

NEWSPAPERS

Steubenville Herald-Star	E	25,101, Thomson
Weirton Times	E	8,335, Thomson

STOCKTON

SRDS Market # 116
 FCC Revenue Rank # 214
 FCC Income Rank # 125
 APR 14.2
 SMSA Pop: 313,300

Revenue : \$1,191,685
 Income : \$ 142,138
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$305,710
 Nat Rev per Cap: \$.98
 Tot Rev per Cap: \$3.80
 Tot Inc per Cap: \$.45
 Profit Margin : 11.9%

12+ METRO 1/4/SHARE A/M 78 A/M 77

1. KJAX-F	44/12.3	11.0	13.6
2. KRAK	37/10.4	8.9	12.2
3. KCBS	29/ 8.1	6.3	5.9
4. KJOY	28/ 7.8	12.5	5.3
5. KFRC	24/ 6.7	10.4	10.7
6. KWIN-F	20/ 5.6	4.5	2.1
KNBR	20/ 5.6	5.4	9.8
8. KSTN	19/ 5.3	4.8	8.0
9. KHOP-F	16/ 4.5	3.6	---
10. KSRT-F	12/ 3.4	3.0	2.4

NOTE: THE STOCKTON
 MSA AND TSA ARE
 THE SAME.

12+ TSA CUME/MSA CUME RAT

1. KJOY	764/30.3
2. KFRC	543/21.5
3. KSTN	507/20.1
4. KNBR	489/19.4
5. KRAK	479/19.0
6. KJAX-F	370/14.7
7. KCBS	304/12.1
8. KWIN-F	273/10.8
9. KHOP-F	264/10.5
10. KWG	191/ 7.6

12+ FM SHARE (MSA/TSA): 39.93% (123 of 308) (A/M 78: 32.56%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KJOY	1. KWIN-F	1. KRAK	1. KRAK	1. KJAX-F	1. KRAK
2. KFRC	2. KFRC	2. KWIN-F	2. KJAX-F	2. KRAK	2. KCBS
3. KHOP-F	3. KJOY	KJAX-F	3. KNBR	3. KCBS	3. KJAX-F

OTHER RATED STATIONS/METRO SHARE

KCVR	1570	.8	KEWT-F	105.1	2.5	KOSO-F	93.1	1.1
KQKK-F	96.7	2.2	KFBK	1530	1.1	KTRB	860	.6
KSTN-F	107.3	2.8	KFIV	1360	1.1	KGO	810	1.7
KWG	1230	2.5						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	75 (4)	48 (3)	123 (7)	39.9
BTFL MUSIC		53 (2)	53 (2)	17.2
NEWS/INFO/TALK	39 (3)		39 (3)	12.7
COUNTRY	39 (2)		39 (2)	12.7
MOR	20 (1)	12 (2)	32 (3)	10.4
SPANISH	3 (1)	10 (1)	13 (2)	4.2
BIG BAND	9 (1)		9 (1)	2.9
			308 (20)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N)	, ROCK	ABC-E, \$18.50	(Mc-Guild)
KSTN, 1420, 5 KW/1 KW (DA-2)	, CONTEMP	ABC-C, \$11.00	(Howard)
KWG, 1230, 1 KW/250 W	, BIG BAND	MBS, \$11.25	(Torbet)
KJAX-F, 99.3, 3 KW @ 331,	BTFL MUS (TM)	ABC-F, \$19.75	(Mc-Guild)
KSRT-F, 100.9, 3 KW @ 340,	AOR	, \$ 7.75	(-----) (TRACY)
KWIN-F, 97.7, 3 KW @ 300,	CONTEMP	, \$11.75	(Devney) Golden Pacific

FOR OTHER STATIONS SEE SACRAMENTO, STOCKTON OR SAN FRANCISCO

FOR ADI LISTINGS SEE SACRAMENTO

FOR TV STATIONS AND NEWSPAPERS SEE SACRAMENTO

SYRACUSE

SRDS Market # 59
 FCC Revenue Rank # 59
 FCC Income Rank # 89
 APR 16.0
 SMSA Pop: 656,800

Revenue : \$5,416,342
 Income : \$ 300,520
 FM Rev : \$ 805,474
 FM Inc : \$ -243,557
 Comb Rev: \$6,221,816
 Comb Inc: \$ 56,963

National Rev : \$1,363,764
 Nat Rev per Cap: \$2.08
 Tot Rev per Cap: \$9.47
 Tot Inc per Cap: \$.09
 Profit Margin : 1.0%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSYR 120/14.1	16.4	15.8	1. WHEN 174	1. WHEN 3078/38.9
2. WHEN 118/13.8	10.6	13.6	2. WSYR 130	2. WSYR 1951/31.6
3. WNTQ-F 63/ 7.4	8.4	7.7	3. WKFM-F 88	3. WKFM-F 1672/18.0
4. WEZG-F 55/ 6.5	6.5	6.1	4. WNTQ-F 76	4. WOLF 1178/20.9
5. WSEN+ 52/ 6.1	6.9	4.0	5. WEZG-F 58	5. WNDR 1054/17.4
6. WKFM-F 46/ 5.4	6.7	7.8	WSEN+ 58	6. WFBL 970/15.8
7. WAQX-F 44/ 5.2	3.0	---	7. WNDR 48	7. WNTQ-F 864/12.7
WNDR 44/ 5.2	6.5	3.4	8. WAQX-F 46	8. WEZG-F 833/15.0
9. WOLF 41/ 4.8	6.2	7.6	9. WOLF 44	9. WSEN+ 778/12.6
10. WSYR-F 34/ 4.0	3.4	2.8	10. WSYR-F 40	10. WSYR-F 736/11.2

12+ FM SHARE (METRO): 42.28% (337 of 797) (A/M 78: 36.76%)
 12+ FM SHARE (TSA) : 46.13% (465 of 1008) (A/M 78: 44.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOLF	1. WHEN	1. WHEN	1. WHEN	1. WSYR	1. WHEN
2. WAQX-F	2. WAQX-F	2. WNTQ-F	2. WSYR	2. WHEN	2. WSYR
WHEN	3. WKFM-F	3. WNDR	3. WNTQ-F	3. WNTQ-F	3. WKFM-F
WKFM-F	4. WNDR	WSYR	4. WNDR	4. WSEN+	4. WNDR

OTHER RATED STATIONS/METRO SHARE

WFBL 1390	3.9	WOSC 1300	.6	WIBQ-F 98.7	.8
WMCR-F 106.3	1.0	WSCP 1070	2.5	WKGW-F 104.3	1.1
WMHR-F 102.9	2.2	WSGO 1440	3.5	WOUR-F 96.9	1.6
WONO-F 107.9	.9	WSOQ 1220	3.1		

FORMATS

	AM	FM	TOTAL	%
MOR/AC	262 (4)	11 (1)	273 (5)	34.3
ROCK/CONTEMP	118 (3)	147 (5)	265 (8)	33.2
BTFL MUSIC		133 (4)	133 (4)	16.7
COUNTRY	50 (2)	23 (1)	73 (3)	9.2
BLACK/DISCO	26 (1)		26 (1)	3.3
RELIGION		19 (1)	19 (1)	2.4
UNKNOWN	4 (1)	4 (1)	8 (2)	1.0
			797 (24)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, MOR/AC	CBS,ABC-C, \$30.00	(Buckley)
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC-E, \$55.25	(Eastman) Park
WNDR, 1260, 5 KW (DA-N)	, CONTEMP	, \$52.75	(Mc-Guild)
WOLF, 1490, 1 KW/250 W	, ROCK	MBS, \$30.00	(Katz) Wood River
WSEN+, 1050, 1 KW (DAYS)	, COUNTRY	ABC-I, \$17.00	(Roslin)
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$43.88	(MMR) Newhouse
WEZG-F, 100.9,	3 KW @ 165, BTFL MUS (Schulke)	, \$32.50	(-----)
WAQX-F, 95.3,	3 KW @ 300, AOR	, \$17.00	(Market 4)
WKFM-F, 104.7,	50 KW @ 310, ROCK (TM)	, \$23.50	(Selcom)
WNTQ-F, 93.1,	100 KW @ 660, BTFL MUS (Bonne)	, \$52.75	(Mc-Guild)
WSYR-F, 94.5,	100 KW @ 650, SOFT ROCK (Bonne)	, \$21.00	(MMR) Newhouse

TV STATIONS

WIXT Syracuse 9	ABC, NY Coke	WTVH Syracuse 5	CBS, Meredith
WSYR Syracuse 3	NBC, Newhouse		

NEWSPAPERS

Syracuse Herald Journal	E	118,951, Newhouse
Syracuse Post Standard	M	88,634, Newhouse

TALLAHASSEE

SRDS Market # 205
 FCC Revenue Rank # 245
 FCC Income Rank # 312
 APR 13.9
 SMSA Pop: 149,500

Revenue : \$949,403
 Income : \$-561,934
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$280,542
 Nat Rev per Cap: \$1.88
 Tot Rev per Cap: \$6.35
 Tot Inc per Cap: \$-3.76
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE A/M 78 A/M 77</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBGW-F	43/25.1	8.6	14.4	1. WBGW-F 65	1. WBGW-F 840/43.0
2. WANM	25/14.6	14.2	19.2	2. WANM 29	2. WGLF-F 573/30.3
3. WLWV-F	23/13.5	5.6	3.6	3. WGLF-F 28	3. WANM 314/18.2
4. WGLF-F	18/10.5	22.8	21.0	4. WLWV-F 28	4. WTNT 291/21.4
5. WOWD-F	14/ 8.2	7.4	3.0	5. WPAP-F 19	5. WPAP-F 284/ 9.5
6. WTNT	14/ 8.2	14.2	12.0	6. WTNT 17	6. WLWV-F 268/17.2
7. WTAL	7/ 4.1	3.7	7.2	7. WOWD-F 16	7. WOWD-F 218/14.0
8. WPAP-F	5/ 2.9	2.5	3.0	8. WTAL 8	8. WTAL 212/16.7
9. WCVC	3/ 1.8	3.1	2.4	9. WCVC 3	9. WONS 112/ 7.7
10. WONS	1/ .6	6.2	4.2	10. WONS 1	10. WCVC 56/ 4.4

12+ FM SHARE (METRO): 67.32% (103 of 153) (A/M 78: 53.79%)
 12+ FM SHARE (TSA) : 72.90% (156 of 214) (A/M 78: 65.69%)

<u>TENNS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 54</u>	<u>12+ TSA AMD</u>
1. WBGW-F	1. WBGW-F	1. WBGW-F	1. WBGW-F	1. WLWV-F	1. WBGW-F
2. WANM	2. WGLF-F	2. WANM	2. WANM	2. WTNT	2. WGLF-F
	3. WOWD-F	3. WGLF-F	3. WLWV-F	3. WBGW-F	3. WTNT

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	7 (1)	75 (3)	82 (4)	53.6
BLACK	25 (1)		25 (1)	16.3
BTFL MUSIC		23 (1)	23 (1)	15.0
COUNTRY	14 (1)	5 (1)	19 (2)	12.4
RELIGION	3 (1)		3 (1)	2.0
MOR	1 (1)		1 (1)	0.7
			153 (10)	

RADIO STATIONS

WANM, 1070, 10 KW (DAYS), BLACK	NBN, \$ 9.00 (Howard)	
WCVC, 1330, 5 KW (DAYS), RELIGION	, \$ 4.00 (Busby)	
WONS, 1410, 5 KW (DAYS), MOR	NBC, \$ 7.65 (Selcom)	Forward
WTAL, 1450, 1 KW/250 W, ROCK	, \$ 7.50 (Bolton)	
WTNT, 1270, 5 KW (DA-N), COUNTRY	CBS, \$11.31 (PRO)	Ingstad
WBGW-F, 98.9, 100 KW @ 365, ROCK	, \$14.50 (Selcom)	Forward
WGLF-F, 104.1, 38 KW @ 440, CONTEMP	ABC-F, \$11.25 (Torbet)	
WLWV-F, 94.9, 51 KW @ 210, BTFL MUS (TM)	, \$ 9.12 (PRO)	Ingstad
WOWD-F, 103.1, 3 KW @ 300, AOR	, \$ 8.00 (Lazar)	
WPAP-F, 92.5, 95 KW @ 1230, COUNTRY	, \$ 8.00 (Carpenter)	(PANAMA CITY)

TV STATIONS

WCTV	Thomasville, GA	6	CBS, ABC
WECA	Tallahassee	27	ABC

NEWSPAPER

Tallahassee Democrat M 45,296, Knight-Ridder

TAMPA-ST. PETE

SRDS Market # 24; ADI # 17
 FCC Revenue Rank # 29
 FCC Income Rank # 35
 APR 17.4
 SMSA Pop: 1,463,700

Revenue : \$ 9,102,317
 Income : \$ 915,585
 FM Rev : \$ 2,757,986
 FM Inc : \$ 298,482
 Comb Rev: \$11,860,303
 Comb Inc: \$ 1,214,067

National Rev : \$2,537,450
 Nat Rev per Cap: \$1.73
 Tot Rev per Cap: \$8.10
 Tot Inc per Cap: \$.83
 Profit Margin : 10.2%

<u>12+ METRO 1/4/SHARE</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WWBA-F 202/9.3	10.5	9.1	1. WFLA-F 222	1. WRBQ-F 3245/16.7
2. WQYK-F 171/7.9	4.9	3.8	2. WWBA-F 209	2. WSUN 3133/17.4
3. WJYW-F 168/7.7	6.4	6.9	3. WJYW-F 208	3. WFLA 2749/18.3
4. WFLA-F 149/6.9	6.4	6.8	4. WRBQ-F 201	4. WWBA-F 2685/19.8
5. WFLA 144/6.6	6.8	6.0	5. WQYK-F 190	5. WFLA-F 2587/13.9
6. WQXM-F 137/6.3	5.8	5.4	6. WSUN 185	6. WQYK-F 2277/15.5
7. WRBQ 127/5.8	7.5	5.2	7. WFLA 162	7. WLCY 2274/14.4
8. WWBA 125/5.7	6.6	7.0	8. WQXM-F 159	8. WJYW-F 2021/13.3
9. WSUN 124/5.7	6.7	9.3	9. WWBA 137	9. WQXM-F 1842/12.9
10. WDAE 98/4.5	4.4	3.6	10. WLCY 109	10. WDAE 1751/13.7
11. WLCY 86/4.0	6.3	7.4	11. WDAE 100	11. WWBA 1681/11.8
12. WTMP 85/3.9	2.7	3.4	12. WTMP 99	12. WYNF-F 1611/11.6
13. WYNF-F 83/3.8	4.6	5.5	WQSR-F 99	13. WQSR-F 1254/ 5.7
14. WOKF-F 73/3.4	1.5	2.0	14. WYNF-F 90	14. WDUV-F 1128/ 2.7
15. WQSR-F 49/2.3	1.9	1.0	15. WOKF-F 75	15. WOKF-F 1101/ 8.5

12+ FM SHARE (METRO): 58.51% (1176 of 2010) (A/M 78: 50.38%)
 12+ FM SHARE (TSA) : 60.09% (1527 of 2541) (A/M 78: 54.05%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQXM-F	1. WQXM-F	1. WQXM-F	1. WQYK-F	1. WJYW-F	1. WSUN
2. WRBQ-F	2. WRBQ-F	2. WQYK-F	2. WFLA	2. WWBA-F	2. WFLA
3. WLCY	3. WTMP	3. WRBQ-F	3. WWBA-F	3. WQYK-F	3. WFLA-F
4. WYNF-F	4. WQYK-F	4. WTMP	4. WJYW-F	4. WFLA-F	4. WRBQ-F
	5. WYNF-F	5. WFLA	5. WSUN	5. WSUN	5. WQYK-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC	194 (3)	536 (4)	730 (7)	36.3
ROCK/CONTEMP	86 (1)	396 (4)	482 (5)	24.0
COUNTRY	152 (3)	171 (1)	323 (4)	16.1
MOR/AC	252 (3)		252 (3)	12.5
BLACK/DISCO	85 (1)	73 (1)	158 (2)	7.9
UNKNOWN	37 (1)		37 (1)	1.8
RELIGION	17 (2)		17 (2)	0.8
NEWS/INFO/TALK	11 (1)		11 (1)	0.5

2010 (25)

TAMPA-ST. PETE ADI

OTHER RATED STATIONS/MSA SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	STATION	SHARE
1. WFLA-F	1. WRBQ-F	1. WWBA-F	WAZE	.5
2. WWBA-F	2. WSUN	2. WFLA-F	WGUL	1.6
3. WJYW-F	3. WFLA	3. WQYK-F	WINQ	.4
4. WRBQ-F	4. WWBA-F	4. WFLA	WPLA	.9
5. WQYK-F	5. WFLA-F	5. WJYW-F	WPLP	1.7
6. WSUN	6. WQYK-F	6. WRBQ-F	WSST	.4
7. WFLA	7. WLCY	7. WQXM-F	WTAN	1.6
8. WQXM-F	8. WJYW-F	8. WSUN	WWQT	.5
9. WWBA	9. WQXM-F	9. WDAE	WDUV-F	103.3
10. WLCY	10. WDAE	10. WWBA	WGTO	.4
11. WDAE	11. WWBA			
12. WTMP	12. WYNF-F			
13. WQSR-F	13. WQSR-F			
14. WYNF-F	14. WDUV-F			
15. WOKF-F	15. WOKF-F			

ADI FM SHARE: 59.29% (1694 of 2857) (A/M 78: 53.60%)

AM STATIONS

WDAE, 1250, 5 KW (DA-1)	, CONTEMP/AC	ABC-I, \$45.00 (Katz)	Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19 (Blair)	Media General
WLCY, 1380, 5 KW (DA-N)	, CONTEMP	ABC-C, \$94.50 (Eastman)	Harte-Hanks
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$61.00 (Mc-Guild)	Plough
WTMP, 1150, 5 KW (DAYS) (DA)	, BLACK	MBN, \$33.67 (Howard)	Gulf South
WWBA, 680, 1 KW (DAYS)	, BTFL MUSIC	, \$50.00 (Torbet)	

FM STATIONS

WFLA-F, 93.3, 100 KW @ 925, BTFL MUS	, \$57.19 (Blair)	Media General
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Schulke)	, \$50.25 (Buckley)	Rounsaville
WOKF-F, 95.7, 100 KW @ 507, DISCO/ROCK	, \$20.00 (Selcom)	Bdcst Ent Net
WQXM-F, 97.9, 100 KW @ 505, AOR (Burke-Abr)	, \$61.00 (Mc-Guild)	Plough
WQYK-F, 99.5, 100 KW @ 300, COUNTRY	, \$53.75 (HR/Stone)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, ROCK	, \$94.50 (Eastman)	Harte-Hanks
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS	, \$70.00 (Torbet)	
WYNF-F, 94.9, 100 KW @ 390, CONT/OLDIES	ABC-F, \$45.00 (Katz)	Taft

WDUV-F, WQSR-F - see Sarasota

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WTOG	Tampa	44	IND, Hubbard
WTSP	Largo	10	ABC, Rahall/Gulf
WTVT	Tampa	13	CBS, Gaylord
WXLt	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times	(M-216,918)	Independent	(E-36,242)
Sarasota Herald-Tribune	(M- 65,140)	Journal	(E- 7,549)
Tampa Tribune	(M-192,969)	Times	(E-23,225)
Clearwater Sun	(E- 37,009)		Media General

TERRE HAUTE

SRDS Market # 187
 FCC Revenue Rank # 234
 FCC Income Rank # 219
 APR 14.7
 SMSA Pop: 171,300

Revenue : \$1,026,474
 Income : \$ 21,425
 FM Rev : \$ 514,416
 FM Inc : \$ -115,238
 Comb Rev: \$1,540,890
 Comb Inc: \$ -93,813

National Rev : \$174,314
 Nat Rev per Cap: \$1.02
 Tot Rev per Cap: \$9.00
 Tot Inc per Cap: \$-.55
 Profit Margin : ---

12+ METRO 1/4/SHARE		A/M 78	A/M 77	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WTHI	36/17.0	18.9	19.8	1. WTHI	44	1. WBOW	594/34.7
2. WPFR-F	35/16.5	4.9	7.9	WPFR-F	44	2. WTHI-F	520/26.5
3. WTHI-F	33/15.6	13.1	9.9	3. WTHI-F	41	3. WTHI	516/28.4
4. WBOW	31/14.6	21.4	16.3	4. WBOW	36	4. WPFR-F	505/25.0
5. WVTS-F	14/ 6.6	8.7	6.9	5. WWCM-F+	26	5. WVTS-F	392/17.0
6. WWCM-F+	10/ 4.7	8.3	8.0	6. WACF-F	23	6. WWCM-F+	372/13.5
7. WACF-F	8/ 3.8	1.5	.5	7. WVTS-F	20	7. WLS	312/ 7.8
8. WLS	5/ 2.4	3.9	3.0	8. WLS	16	8. WACF-F	226/ 3.1
WBOQ-F	5/ 2.4	4.4	5.4	9. WBOQ-F	6	9. WAAC	161/ 9.7
WAAC	5/ 2.4	4.9	9.9	10. WIBC	5	10. WBOQ-F	158/ 7.4

12+ FM SHARE (METRO): 55.38% (108 of 195) (A/M 78: 45.26%)
 12+ FM SHARE (TSA) : 57.09% (161 of 282) (A/M 78: 52.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPFR-F	1. WPFR-F	1. WPFR-F	1. WTHI	1. WTHI	1. WTHI
2. WBOW	2. WBOW	2. WTHI	2. WBOW	WTHI-F	2. WBOW
	3. WTHI	3. WBOW	3. WTHI-F	3. WBOW	3. WTHI-F

OTHER RATED STATIONS/METRO SHARE

WNDI	1550	1.9	WGN	720	.5	WIBC	1070	.5
WWVR-F	105.5	2.4	WIAI-F	99.1	.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	36 (2)	54 (3)	90 (5)	46.2
COUNTRY	44 (3)	16 (3)	60 (6)	30.8
BTFL MUSIC		33 (1)	33 (1)	16.9
MOR	7 (3)		7 (3)	3.6
RELIGION		5 (1)	5 (1)	2.6
			195 (16)	

RADIO STATIONS

WAAC, 1300, 500 W (DAYS)	, MOR (Radio Arts)	CBS, \$17.00	(-----)
WBOW, 1230, 1 KW/250 W	, ROCK	ABC-C, \$18.50	(Mc-Guild) Quincy News
WTHI, 1480, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$22.50	(Katz) Tony Hulman Fam
WBOQ-F, 107.5, 46 KW @ 268, AOR (Drake-Chen)		, \$18.50	(Mc-Guild) Quincy News
WPFR-F, 102.7, 33 KW @ 500, AOR		, \$ 8.50	(Sav/Gates)
WTHI-F, 99.9, 20 KW @ 419, BTFL MUS (Bonne)		, \$22.50	(Katz) Tony Hulman Fam
WVTS-F, 100.7, 50 KW @ 500, CONTEMP		ABC-I, \$10.00	(Lotus)
WWCM-F+	97.7, 3 KW @ 300, COUNTRY	MBS, \$16.25	(Masla)
WACF-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E, \$ 5.50	(-----) (PARIS, ILL)

WLS - see Chicago

WIBC - see Indianapolis

TV STATIONS

WBAK	Terre Haute	38	ABC, Bahakel
WTHI	Terre Haute	10	CBS, Tony Hulman Family
WTWO	Terre Haute	2	NBC, Malcolm Glazer

NEWSPAPERS

Terre Haute Star	M	24,489
Terre Haute Tribune	E	22,848

TOLEDO

SRDS Market # 51
 FCC Revenue Rank # 68
 FCC Income Rank # 59
 APR 16.4
 SMSA Pop: 787,600

Revenue : \$4,532,430
 Income : \$ 566,380
 FM Rev : \$2,897,785
 FM Inc : \$ 305,511
 Comb Rev: \$7,430,215
 Comb Inc: \$ 871,891

National Rev : \$827,628
 Nat Rev per Cap: \$1.05
 Tot Rev per Cap: \$9.43
 Tot Inc per Cap: \$1.11
 Profit Margin : 11.7%

<u>12+ METRO 1/4/SHARE</u>				<u>O/N 78</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME</u>	
1. WIOT-F	174/16.6	9.8	9.5			1. WIOT-F	235	1. WIOT-F	2234/27.2
2. WLQR-F	157/15.0	16.5	14.5			2. WLQR-F	178	2. CKLW	2229/20.0
3. WSPD	117/11.2	12.1	12.0			3. WSPD	125	3. WSPD	2031/28.2
4. WOHO	82/ 7.8	7.9	6.5			4. WJR	107	4. WJR	1877/20.1
5. WJR	70/ 6.7	8.2	7.2			5. CKLW	97	5. WLQR-F	1866/25.1
6. WTOD	62/ 5.9	8.5	12.6			6. WOHO	84	6. WOHO	1530/22.9
7. CKLW	48/ 4.6	3.9	6.6			7. WTOD	79	7. WXEZ-F	1070/15.5
8. WXEZ-F	44/ 4.2	6.7	5.1			8. WMHE-F	56	8. WMHE-F	965/10.3
9. WCWA	39/ 3.7	4.1	6.1			9. WXEZ-F	47	9. WTOD	963/13.1
10. WMHE-F	36/ 3.4	3.1	3.9			10. WCWA	43	10. WCWA	785/11.8

12+ FM SHARE (METRO): 50.27% (464 of 923) (A/M 78: 47.42%)
 12+ FM SHARE (TSA) : 50.64% (591 of 1167) (A/M 78: 40.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WLQR-F	1. WLQR-F	1. WSPD
2. WOHO	2. WLQR-F	2. WLQR-F	2. WSPD	2. WSPD	2. WIOT-F
3. CKLW	3. WOHO	3. WOHO	3. WOHO	3. WJR	3. WOHO+
4. WMHE-F	4. CKLW	4. WSPD	4. WIOT-F	4. WTOD	4. WJR
WXEZ-F	5. WXEZ-F	5. WTOD	5. WTOD	5. WOHO	5. WLQR-F

OTHER RATED STATIONS/METRO SHARE

WGOR	1520	.4	WVMO-F	98.3	1.1	WRWR-F	94.5	.5
WHND	560	.5	WCXI	800	1.5	WJR-F	96.3	.4
WJYM	730	1.0	WDEE	1500	.6	WRIF-F	101.1	.4
WKLR-F	99.9	1.2	WFRO-F	99.1	.6	WWW-F	106.7	1.0

RADIO STATIONS

WCWA, 1230, 1 KW/250 W	, AC/MOR	MBS, \$41.60	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, CONTEMP	ABC-C, \$26.95	(Blair)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$32.50	(CBS Spot)	Storer
WTOD, 1560, 5 KW (DAYS) (DA), COUNTRY		ABC-I, \$25.50	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655, AOR (Burk-Abr)		, \$41.60	(Mc-Guild)	Reams
WLQR-F, 101.5, 16 KW @ 810, BTFL MUS		, \$55.00	(Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480, ROCK		ABC-F, \$24.00	(----)	
WXEZ-F, 105.5, 3 KW @ 350, ROCK (TM)		, \$26.95	(Blair)	

CKLW, WJR - see Detroit

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	135 (3)	268 (5)	403 (8)	43.7
MOR/AC	226 (3)	16 (2)	242 (5)	26.2
BTFL MUSIC		167 (3)	167 (3)	18.1
COUNTRY	84 (3)		84 (3)	9.1
RELIGION	14 (2)		14 (2)	1.5
BLACK/DISCO		13 (1)	13 (1)	1.4
			<u>923 (22)</u>	

TV STATIONS

WDHO	Toledo	24	ABC	WSPD	Toledo	13	NBC, Storer
				WTOL	Toledo	11	CBS, Cosmos

NEWSPAPER

Toledo Blade E 170,349

TOPEKA

SRDS Market # 170
 FCC Revenue Rank # 131
 FCC Income Rank # 128
 APR 15.1
 SMSA Pop: 188,600

Revenue : \$2,151,403
 Income : \$ 139,068
 FM Rev : \$ 894,606
 FM Inc : \$ 188,699
 Comb Rev: \$3,046,009
 Comb Inc: \$ 327,767

National Rev : \$587,294
 Nat Rev per Cap: \$3.11
 Tot Rev per Cap: \$16.15
 Tot Inc per Cap: \$1.74
 Profit Margin : 10.8%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WIBW 38/16.6	13.6	16.8	1. WDAF 97	1. WIBW 1300/35.6	
2. KDVV-F 30/13.1	1.2	---	2. WIBW 91	2. WDAF 1050/11.9	
3. KSWT-F 28/12.2	11.6	16.4	3. KSWT-F 48	3. WIBW-F 721/20.2	
4. KTPK-F 24/10.5	12.0	7.7	4. WIBW-F 38	4. KSWT-F 605/23.8	
5. KEWI 22/ 9.6	15.7	15.9	5. KDVV-F 36	5. KEWI 573/29.4	
6. WREN 17/ 7.4	9.9	9.1	6. KYYS-F 35	6. KCMO 556/ 6.5	
7. KYYS-F 16/ 7.0	5.4	3.2	7. KTPK-F 30	7. WREN 508/26.1	
8. WIBW-F 14/ 6.1	9.9	13.6	8. WCMO 27	8. KDVV-F 492/26.3	
9. WDAF 11/ 4.8	5.0	3.2	9. KEWI 25	9. KYYS-F 484/13.1	
10. KTOP 9/ 3.9	4.5	4.5	10. WREN 19	10. KTPK 422/20.8	

12+ FM SHARE (METRO): 47.89% (102 of 213) (A/M 78: 44.50%)
 12+ FM SHARE (TSA) : 40.13% (187 of 466) (A/M 78: 40.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDVV-F	1. KDVV-F	1. KDVV-F	1. WIBW	1. KSWT-F	1. WIBW
2. KYYS-F	2. KYYS-F	2. KTPK-F	KSWT-F	WIBW	2. WDAF
3. KEWI	3. KEWI	3. WIBW	KTPK-F	3. KTPK-F	3. KSWT-F

OTHER RATED STATIONS/METRO SHARE

KCMO 810 1.3 WHB 710 .4

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	32 (3)	60 (3)	92 (6)	43.2
NEWS/INFO/TALK	38 (1)		38 (1)	17.8
COUNTRY	11 (1)	24 (1)	35 (2)	16.4
BTFL MUSIC		28 (1)	28 (1)	13.1
MOR	20 (2)		20 (2)	9.4
			213 (12)	

RADIO STATIONS

KEWI, 1440, 5 KW/1 KW (DA-2), CONTEMP, \$12.93 (Torbet)
 KTOP, 1490, 1 KW, OLDIES, MBS, \$ 9.50 (Masla) Harris
 WIBW, 580, 5 KW (DA-N), NEWS/FARM/MOR, CBS, \$27.00 (Katz) Stauffer
 WREN, 1250, 5 KW (DA-N), MOR/AC, ABC-I, \$14.00 (PRO) Alf Landon
 KDVV-F, 100.3, 100 KW @ 260, ROCK, \$15.25 (Masla) Harris
 KSWT-F, 107.7, 100 KW @ 464, BTFL MUS (Schulke), \$11.12 (Torbet)
 KTPK-F, 106.9, 100 KW @ 433, COUNTRY (Drake-Chen), \$10.44 (Howard)
 WIBW-F, 97.3, 100 KW,@ 1217, ROCK (TM), \$21.00 (Katz) Stauffer

KCMO, WDAF, KYYS-F See Kansas City

TV STATIONS

KTSB Topeka 27 NBC,ABC, Motorcar Transport Co.
 WIBW Topeka 13 CBS,ABC, Stauffer

NEWSPAPERS

Topeka Capital M 59,395, Stauffer
 Topeka State Journal E 26,967, Stauffer

TUCSON

SRDS Market # 83
 FCC Revenue Rank # 74
 FCC Income Rank # 104
 APR 15.2
 SMSA Pop: 470,500

Revenue : \$4,085,486
 Income : \$ 211,279
 FM Rev : \$ 687,006
 FM Inc : \$ 6,547
 Comb Rev: \$4,772,492
 Comb Inc: \$ 217,826

National Rev : \$1,504,110
 Nat Rev per Cap: \$3.20
 Tot Rev per Cap: \$10.14
 Tot Inc per Cap: \$.46
 Profit Margin : 4.6%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KWFM-F	72/12.1	4.1	6.6	1. KTKT 77	1. KTKT 1480/32.0
2. KTKT	63/10.6	9.6	13.9	2. KWFM-F 73	2. KRQQ-F 1010/23.8
3. KHYT	48/ 8.1	.6	.8	3. KRQQ-F 55	3. KMGX 695/17.4
KRQQ-F	48/ 8.1	12.7	10.0	4. KHYT 48	4. KWFM-F 683/16.9
5. KCUB	43/ 7.2	12.3	8.8	5. KCEE 44	5. KCEE 639/10.5
6. KAIR	37/ 6.2	6.3	7.1	6. KCUB 43	6. KCUB 614/15.4
KJYK-F	37/ 6.2	7.6	12.3	7. KJYK-F 38	7. KIKX 547/11.1
8. KCEE-F	34/ 5.7	5.0	3.7	8. KAIR 37	8. KAIR 515/13.2
9. KTUC	33/ 5.6	4.2	4.4	9. KCEE-F 36	9. KCEE-F 480/11.5
10. KMGX	29/ 4.9	6.3	5.2	10. KTUC 33	10. KJYK-F 472/11.1

12+ FM SHARE (METRO): 36.65% (199 of 543) (A/M 78: 37.24%)
 12+ FM SHARE (TSA) : 37.62% (231 of 614) (A/M 78: 36.78%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KHYT	1. KWFM-F	1. KWFM-F	1. KCUB	1. KJYK-F	1. KTKT
2. KTKT	2. KTKT	2. KTKT	2. KTKT	2. KCUB	2. KRQQ-F
3. KRQQ-F	3. KRQQ-F	3. KCUB	KWFM-F	3. KAIR	3. KCEE
4. KWFM-F	4. KHYT	4. KRQQ-F	4. KEVT	4. KCEE	4. KCUB

OTHER RATED STATIONS/METRO SHARE

KCEE	790.	4.5	KFLT	1450	3.0	KNDE-F	99.5	.8
KEVT	690	3.7	KIKX	580	4.0	KNIX-F	102.5	.5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	111 (2)	120 (2)	231 (4)	42.5
BTFL MUSIC	64 (2)	71 (2)	135 (4)	24.9
COUNTRY	67 (2)	3 (1)	70 (3)	12.9
NEWS/INFO/TALK	33 (1)		33 (1)	6.1
MOR/AC	29 (1)		29 (1)	5.3
UNKNOWN	18 (1)	5 (1)	23 (2)	4.2
SPANISH	22 (1)		22 (1)	4.1
			543 (16)	

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	, BTFL MUS (TM)	, \$13.75	(Mc-Guild)	
KCEE, 790, 5 KW/500 W (DA-2)	, BTFL MUS	NBC, \$11.50	(Torbet)	Strauss
KCUB, 1290, 1 KW	, COUNTRY	, \$21.00	(Eastman)	Rex
KEVT, 690, 250 W (DAYS)	, SPANISH	, \$ 9.00	(Sav/Gates)	
KHYT, 1330, 500 W (DAYS)	, ROCK	MBS,MBN, \$18.50	(Smith)	
KIKX, 580, 5 KW/500 W (DA-N)	, COUNTRY	ABC-E, \$11.00	(HR/Stone)	
KMGX, 940, 1 KW/250 W	, CONTEMP/AC	ABC-C, \$19.00	(Selcom)	KLUC Inc
KTKT, 990, 10 KW/1 KW (DA-N)	, ROCK	, \$19.75	(Lotus)	Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	ABC-I,CBS,MBS, \$10.25	(Howard)	
KCEE-F, 96.1, 26 KW @ 77	, BTFL MUS (FM-100)	, \$ 8.44	(? ?)	
KJYK-F, 94.9, 25 KW @ 251	, BTFL MUS (Schulke)	, \$17.75	(Mc-Guild)	
KRQQ-F, 93.7, 26 KW @ 150	, ROCK	, \$26.50	(Selcom)	KLUC Inc
KWFM-F, 92.9, 29 KW @ 86	, AOR	ABC-F, \$17.50	(Masla)	Korngold

TV STATIONS

KGUN	Tucson	9	ABC, May	KVOA	Tucson	4	NBC, Donrey
KOLD	Tucson	13	CBS, Det News	KZAZ	Tucson	11	IND

NEWSPAPERS

Tucson Star	M	64,582	Tucson Citizen	E	58,747
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TULSA

SRDS Market # 65
 FCC Revenue Rank # 44
 FCC Income Rank # 38
 APR 13.9
 SMSA Pop: 609,600

Revenue : \$6,554,195
 Income : \$ 876,784
 FM Rev : \$ 608,663
 FM Inc : \$ -392,779
 Comb Rev: \$7,162,858
 Comb Inc: \$ 484,005

National Rev : \$1,148,605
 Nat Rev per Cap: \$1.88
 Tot Rev per Cap: \$11.75
 Tot Inc per Cap: \$.79
 Profit Margin : 6.8%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KRMG	127/18.3	19.4	15.7	1. KVOO	196	1. KVOO	2666/29.1
2. KVOO	111/16.0	17.3	20.1	2. KRMG	166	2. KRMG	2571/34.5
3. KBEZ-F	89/12.8	13.2	10.8	3. KBEZ-F	117	3. KELI	1422/21.3
4. KRAV-F	70/10.1	9.8	10.6	4. KWEN-F	102	4. KRAV-F	1397/21.8
5. KWEN-F	63/ 9.1	5.7	5.0	5. KRAV-F	85	5. KWEN-F	1338/17.5
6. KELI	47/ 6.8	5.0	7.4	6. KELI	60	6. KBEZ-F	1187/17.2
7. KMOD-F	33/ 4.7	8.2	7.4	7. KMOD-F	45	7. KMOD-F	809/10.3
8. KTFX-F	26/ 3.7	4.1	4.3	8. KTFX-F	36	8. KAKC	773/10.4
9. KAKC	15/ 2.2	4.8	6.1	9. KAKC	25	9. KTFX-F	358/ 6.0
10. KREK-F	14/ 2.0	---	---	10. KREK-F	15	10. KTOW+	341/ 6.4

12+ FM SHARE (METRO): 49.39% (322 of 652) (A/M 78: 42.14%)
 12+ FM SHARE (TSA) : 47.16% (431 of 914) (A/M 78: 41.62%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KWEN-F	1. KRMG	1. KRMG	1. KRMG	1. KVOO	1. KRMB
2. KRAV-F	2. KRAV-F	2. KVOO	2. KVOO	2. KBEZ-F	2. KVOO
KELI	3. KVOO	3. KRAV-F	3. KBEZ-F	3. KRMG	3. KWEN-F
	4. KELI	4. KBEZ-F	4. KRAV		4. KRAV-F

OTHER RATED STATIONS/METRO SHARE

KCFO-F	98.5	1.4	KKMA-F+	104.5	1.5	KXOJ-F	100.9	1.1
KFMJ	1050	1.4	KTOW+	1340	1.7	KXXO	1300	1.0

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (2)	192 (4)	254 (6)	39.0
MOR/AC	130 (3)	15 (2)	145 (5)	22.2
COUNTRY	121 (2)	2 (1)	123 (3)	18.9
BTFL MUSIC		89 (1)	89 (1)	13.7
RELIGION	10 (1)	10 (1)	20 (2)	3.1
UNKNOWN		14 (1)	14 (1)	2.2
NEWS/INFO/TALK	7 (1)		7 (1)	1.1
			<u>652 (19)</u>	

RADIO STATIONS

KAKC, 970, 1 KW (DA-2)	, CONTEMP/AC	, \$30.50	(Katz)	Mark/way
KELI, 1430, 5 KW (DA-N)	, ROCK	, \$15.19	(Buckley)	
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR/AC	, \$38.50	(Christal)	Swanson
KTOW, 1340, 500 W/250 W	, COUNTRY	ABC-E, \$12.00	(-----)	
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	, \$36.50	(Blair)	
KBEZ-F, 92.9, 97 KW @ 678,	BTFL MUS (Schulke)	, \$30.50	(Katz)	Mark/way
KMOD-F, 97.5, 50 KW @ 435,	ROCK/AOR	, \$21.25	(Eastman)	
KRAV-F, 96.5, 100 KW @ 380,	CONTEMP	, \$31.00	(Selcom)	
KREK-F, 104.9, 3 KW @ 300,	???	, \$? ?		
KTFX-F, 103.3, 100 KW @ 240,	ROCK	ABC-F, \$13.00	(-----)	
KWEN-F, 95.5, 100 KW @ 339,	CONTEMP/AC	, \$21.75	(Torbet)	Ron Curtis

TV STATIONS

KOTV	Tulsa	6	CBS, Corinthian	KTEW	Tulsa	2	NBC, Scripps-Howard
KTUL	Tulsa	8	ABC, Leake				

<u>NEWSPAPERS</u>				
	The Tulsa World	M	121,127	
	The Tulsa Tribune	E	77,833	

UTICA-ROME

SRDS Market # 112
 FCC Revenue Rank # 126
 FCC Income Rank # 307
 APR 17.3
 SMSA Pop: 324,500

Revenue : \$2,329,883
 Income : \$ -186,684
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$278,027
 Nat Rev per Cap: \$.86
 Tot Rev per Cap: \$7.18
 Tot Inc per Cap: \$-.58
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	WIBX	75/16.1	16.5	11.9	1.	WIBX	76	1.	WIBX	890/31.6	
2.	WIBQ-F	69/14.8	10.0	10.9	2.	WIBQ-F	75	2.	WRUN	860/30.4	
3.	WRUN	45/ 9.7	12.3	12.8	3.	WRUN	47	3.	WTLB	818/28.9	
4.	WTLB	40/ 8.6	8.7	12.1	4.	WKGW-F	45	4.	WIBQ-F	688/23.7	
5.	WOUR-F	38/ 8.2	8.2	4.1		WOUR-F	45	5.	WKGW-F	596/16.7	
6.	WTLB-F	34/ 7.3	2.4	2.4	6.	WTLB	41	6.	WOUR-F	568/16.8	
7.	WKGW-F	31/ 6.7	9.3	9.9	7.	WADR	35	7.	WTLB-F	482/17.2	
	WADR	31/ 6.7	4.5	6.5		WTLB-F	35	8.	WADR	354/12.4	
9.	WBVM	12/ 2.6	1.1	3.6	9.	WBRV	21	9.	WHEN	311/ 2.5	
10.	WBRV	10/ 2.2	1.3	2.4	10.	WSYR	16	10.	WGY	295/ 6.2	

12+ FM SHARE (METRO): 41.90% (181 of 432) (A/M 78: 40.18%)

12+ FM SHARE (TSA) : 40.41% (215 of 532) (A/M 78: 38.43%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WOUR-F	1. WOUR-F	1. WKGW-F	1. WIBX	1. WIBX	1. WIBX
WTLB-F	WTLB	WTLB	2. WTLB	2. WIBQ-F	2. WIBQ-F
3. WRUN	3. WKGW-F	3. WRUN	3. WIBQ-F	3. WADR	3. WTLB

OTHER RATED STATIONS/METRO SHARE

WALY	1420	1.3	WRNY	1350	1.5	WNDR	1260	.4
WKAL	1450	1.3	WEFL	1390	.6	WNTQ-F	93.1	1.1
WKAL-F	95.9	.9	WGY	810	1.1	WSYR	570	.4
WLFH	1230	1.1	WHEN	620	.4			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	85 (2)	103 (3)	188 (5)	43.5
MOR/AC	135 (12)		135 (12)	31.3
BTFL MUSIC		78 (3)	78 (3)	18.1
COUNTRY	31 (1)		31 (1)	7.2
			432 (21)	

RADIO STATIONS

WADR, 1480, 5 KW (DAYS)	, COUNTRY (TM)	, \$17.00	(PRO)	(REMSSEN)
WBRV, 900, 1 KW (DAYS)	, MOR	, \$ 5.76	(Market 4)	(BOONVILLE)
WBVM, 1550, 1 KW (DAYS)	, MOR	, \$ 9.00	(Roslin)	
WIBX, 950, 5 KW (DA-1)	, MOR/VARIETY	CBS, \$32.85	(Eastman)	
WRUN, 1150, 5 KW/1 KW (DA-2), CONTEMP		, \$34.50	(Katz)	Deer River
WTLB, 1310, 1 KW/500 W (DA-N), ROCK		ABC-C, \$19.60	(Buckley)	
WIBQ-F, 98.7, 25 KW @ 660, BTFL MUS		, \$23.00	(Eastman)	
WKGW-F, 104.3, 100 KW @ 370, ROCK (Drake-Chen)		ABC-I, \$34.50	(Katz)	Deer River
WOUR-F, 96.9, 16 KW @ 800, AOR		ABC-F, \$14.50	(Roslin)	
WTLB-F, 107.3, 3.5 KW @ 510, ROCK		, \$ 7.35	(Buckley)	

WSYR - see Syracuse

TV STATIONS

WKTV	Utica	2	NBC
WUTR	Utica	20	ABC, Park

NEWSPAPERS

Rome Sentinel	E	19,613
Utica Press	M	28,129, Gannett
Utica Observer-Dispatch	E	37,572, Gannett

WACO

SRDS Market # 194
 FCC Revenue Rank # 172
 FCC Income Rank # 291
 APR 14.7
 SMSA Pop: 161,400

Revenue : \$1,559,879
 Income : \$ -156,018
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$493,882
 Nat Rev per Cap: \$3.06
 Tot Rev per Cap: \$9.66
 Tot Inc per Cap: \$-.97
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KWTX-F	29/14.9	16.5	16.0	1. KIXS-F+	103	1. WBAP	1005/25.1
2. KNFO-F	27/13.9	1.6	---	2. WBAP	85	2. KIXS-F	1003/ 3.1
3. WBAP	24/12.4	10.1	12.2	3. KWTX-F	39	3. KWTX	554/30.6
4. KWTX	23/11.9	11.7	10.5	4. KNFO-F	28	4. KWTX-F	518/25.6
5. KHOO-F	20/10.3	12.8	16.6	5. KWTX	26	5. WACO	497/29.7
6. WACO	18/ 9.3	13.3	12.7	6. KHOO-F	21	6. KRZI	366/25.4
7. KRZI	14/ 7.2	12.2	12.2	7. WACO	20	7. KNFO-F	358/25.3
8. KKIK	9/ 4.6	4.3	5.0	8. KKIK	17	8. KHOO-F	310/20.2
9. KRLD	4/ 2.1	1.6	3.3	9. KRZI	16	9. KRLD	295/ 9.8
10. KZEW-F	2/ 1.0	.5	1.1	10. KZEW-F	14	10. WFAA	244/ 7.0

12+ FM SHARE (METRO): 46.59% (82 of 176) (A/M 78: 35.50%)
 12+ FM SHARE (TSA) : 45.64% (183 of 401) (A/M 78: 27.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KNFO-F	1. KNFO-F	1. KNFO-F	1. KWTX-F	1. KWTX-F	1. WBAP
2. KRZI	2. WBAP	2. WBAP	2. WBAP	2. KWTX	2. KIXS-F+
WACO	3. KRZI	3. KHOO-F	3. KHOO-F	3. WBAP	3. KWTX

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	32 (2)	32 (4)	64 (6)	36.4
COUNTRY	33 (2)	20 (1)	53 (3)	30.1
BTFM MUSIC		30 (2)	30 (2)	17.0
MOR/AC	23 (1)		23 (1)	13.1
NEWS/INFO/TALK	6 (2)		6 (2)	3.4
			176 (14)	

OTHER RATED STATIONS/METRO SHARE

KIXS-F	93.3	.5	KVIL-F	103.7	1.0
KOAX-F	105.3	.5	WFAA	570	1.0

AM STATIONS

KKIK, 1010, 10 KW (DAYS (DA) , COUNTRY , \$ 7.25 (Masla)
 KRZI, 1580, 1 KW/500 W (DA-2), ROCK , \$11.00 (PRO)
 KWTX, 1230, 1 KW/250 W , MOR MBS, \$14.48 (Mc-Guild)
 WACO, 1460, 1 KW (DA-N) , ROCK ABC-C, \$18.50 (Katz)

FM STATIONS

KHOO-F, 99.9, 100 KW @ 460, COUNTRY (Drake-Chen) , \$18.50 (Katz)
 KNFO-F, 95.5, 3.4 KW @ 220, ROCK (TM) , \$ 8.00 (Selcom)
 KWTX-F, 97.5, 71.2 KW @ 892, BTFM MUS , \$11.05 (Mc-Guild)
 KIXS-F+, 93.3, 100 KW @ 520, CONTEMP MBS, \$15.50 (Sav-Gates) (KILLEEN)

TV STATIONS KCEN Temple 6 ABC, NBC KWTX Waco 10 ABC, CBS

NEWSPAPERS Waco Tribune-Herald M-31,499 E-16,505, Cox
 Temple Telegram M 24,773 Killeen Herald E 15,128

WASHINGTON

SRDS Market # 8; ADI # 8
 FCC Revenue Rank # 5
 FCC Income Rank # 15
 APR 17.0
 SMSA Pop: 3,071,200

Revenue : \$30,805,822
 Income : \$ 3,120,760
 FM Rev : \$ 9,528,375
 FM Inc : \$ 1,212,761
 Comb Rev: \$40,334,197
 Comb Inc: \$ 4,333,521

National Rev : \$10,134,487
 Nat Rev per Cap: \$3.30
 Tot Rev per Cap: \$13.13
 Tot Inc per Cap: \$1.41
 Profit Margin : 10.7%

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WPGC-F+ 466/11.0	10.9	8.9	1. WPGC-F+ 564	1. WPGC-F+ 7845/25.3
2. WMAL 396/ 9.3	10.9	9.9	2. WMAL 433	2. WMAL 6365/23.1
3. WGAY-F+ 370/ 8.7	7.9	8.1	3. WGAY-F+ 393	3. WGAY-F+ 4426/15.9
4. WOOK-F 253/ 6.0	6.4	6.3	4. WASH-F 284	4. WTOP 4355/15.0
5. WHUR-F 248/ 5.9	4.6	5.3	5. WHUR-F 266	5. WASH-F 4132/13.9
6. WASH-F 237/ 5.6	5.6	6.5	6. WOOK-F 261	6. WWDC-F 4045/14.2
7. WWDC-F 224/ 5.3	4.2	3.9	7. WWDC-F 247	7. WOOK-F 3320/12.8
8. WJMD-F 191/ 4.5	4.5	5.1	8. WJMD-F 218	8. WHUR-F 3203/11.8
9. WTOP 177/ 4.2	3.2	3.6	9. WTOP 199	9. WKYS-F 2947/10.6
10. WOL 142/ 3.3	2.1	2.1	10. WMZQ-F 166	10. WJMD-F 2684/ 9.8
11. WGMS-F+ 134/ 3.1	2.8	2.4	11. WGMS-F+ 143	11. WRQX-F 2631/ 9.0
12. WMZQ-F 127/ 3.0	3.1	3.9	12. WOL 142	12. WMZQ-F 2566/ 7.5
13. WPIK 126/ 3.0	1.7	2.4	13. WPIK 140	13. WAVA-F 2477/ 9.0
14. WAVA-F 119/ 2.8	1.4	1.7	14. WKYS-F 131	14. WGMS-F+ 2454/ 8.8
15. WRC 105/ 2.5	3.4	3.1	15. WAVA-F 128	15. WRC 2341/ 8.8

12+ FM SHARE (METRO): 66.87% (2648 of 3960) (A/M 78: 63.54%)
 12+ FM SHARE (TSA) : 69.02% (3152 of 4567) (A/M 78: 65.03%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPGC-F+	1. WPGC-F+	1. WPGC-F+	1. WGAY-F+	1. WMAL	1. WMAL
2. WOOK-F	2. WHUR-F	2. WHUR-F	2. WMAL	2. WGAY-F+	2. WPGC-F+
3. WWDC-F	3. WASH-F	3. WASH-F	3. WPGC-F+	3. WPIK	3. WGAY-F+
4. WRQX-F	4. WWDC-F	4. WMAL	4. WASH-F	4. WJMD-F	4. WASH-F
5. WAVA-F	5. WOOK-F	5. WGAY-F+	5. WHUR-F	5. WTOP	5. WTOP
WOL	6. WAVA-F	6. WWDC-F	6. WJMD-F	6. WPGC-F+	6. WHUR-F
7. WHUR-F	7. WOL	7. WOOK-F	7. WMZQ-F	7. WGMS-F+	7. WWDC-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	88 (2)	1156 (7)	1244 (9)	31.4
BLACK/DISCO	142 (1)	602 (3)	744 (4)	18.8
BTFL MUSIC	36 (1)	597 (4)	633 (5)	16.0
MOR/AC	496 (5)	24 (1)	520 (6)	13.1
COUNTRY	126 (1)	161 (2)	287 (3)	7.2
NEWS/INFO/TALK	282 (2)		282 (2)	7.1
CLASSICAL	26 (1)	108 (1)	134 (2)	3.4
RELIGION	116 (2)		116 (2)	2.9
			3960 (33)	

WASHINGTON ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WEAM	1390	.8
1. WPGC-F+	1. WPGC-F+	1. WMAL	WEEL	1310	.4
2. WMAL	2. WMAL	2. WPGC-F+	WEZR-F	106.7	1.3
3. WGAY-F+	3. WGAY-F+	3. WGAY-F+	WHFS-F	102.3	1.5
4. WHUR-F	4. WWDC-F	4. WOOK-F	WINX	1600	.4
5. WOOK-F	5. WTOP	5. WRC	WKYS-F	93.9	2.4
6. WASH-F	6. WASH-F	6. WHUR-F	WXRA-F	105.9	.8
7. WWDC-F	7. WOOK-F	7. WMZQ-F	WRQX-F	107.3	2.1
8. WJMD-F	8. WHUR-F	8. WKYS-F	WXTR-F+	104.1	.7
9. WTOP	9. WKYS-F	9. WTOP	WUST	1120	1.5
10. WMZQ-F	10. WJMD-F	10. WOL	WWDC	1260	1.5
11. WOL	11. WRQX-F		WYCB	1340	1.3
12. WGMS-F	12. WMZQ-F		WIYY-F	97.9	.3
13. WPIK	13. WAVA-F		WLIF-F	101.9	.4
14. WKYS-F	14. WGMS-F+				
15. WAVA-F	15. WRC				

ADI FM SHARE: 68.75% (3203 of 4659) (A/M 78: 63.84%)

AM STATIONS

WMAL, 630,	5 KW (DA-2)	, MOR	ABC-I, \$146.25	(Mc-Guild)	ABC
WOL, 1450,	1 KW/250 W	, BLACK	, \$ 50.00	(Howard)	Sonderling
WRC, 980,	5 KW (DA-N)	, NEWS/TALK	NBC, \$ 72.50	(Eastman)	NBC
WPIK, 730,	5 KW (DAYS) (DA)	, COUNTRY (Drake-Chen)	ABC-E, \$ 45.00	(Masla)	
WTOP, 1500,	50 KW (DA-2)	, NEWS	CBS, \$ 80.63	(CBS Spot)	Outlet

FM STATIONS

WASH-F, 97.1,	22.5 KW @ 690,	CONTEMP	, \$ 96.00	(Katz)	Metromedia
WAVA-F, 105.1,	50 KW @ 500,	SOFT AOR	, \$ 35.00	(CBS FM)	
WEZR-F, 106.7,	50 KW @ 500,	BTFL MUS (Schulke)	, \$ 33.00	(Groskin)	EZ
WGAY-F+, 99.5,	21 KW @ 780,	BTFL MUS	, \$126.25	(MMR)	Greater Me
WGMS-F+, 103.5,	20 KW @ 435,	CLASSICAL	, \$ 60.00	(RKO)	RKO
WHUR-F, 96.3,	24 KW @ 670,	BLACK/JAZZ	, \$ 33.00	(-----)	Howard Un
WJMD-F, 94.7,	50 KW @ 780,	BTFL MUS (Bonne)	, \$ 75.00	(Christal)	SJR
WKYS-F, 93.9,	50 KW @ 485,	DISCO (Burk-Abr)	, \$ 50.50	(Eastman)	NBC
WMZQ-F, 98.7,	50 KW @ 485,	COUNTRY	, \$ 46.00	(Howard)	Sonderling
WOOK-F, 100.3,	18.4 KW @ 320,	BLACK	, \$ 77.50	(UBC)	United
WPGC-F+, 95.5,	50 KW @ 496,	ROCK	, \$160.00	(Torbet)	First Med
WRQX-F, 107.3,	50 KW @ 410,	ROCK	ABC-F, \$ 68.75	(Mc-Guild)	ABC
WWDC-F, 101.1,	50 KW @ 500,	AOR	, \$ 60.00	(Blair)	

TV STATIONS

WDCA	Washington	20	IND, (sale to Taft is pending)
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC, Wash. Evening Star
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Hagerstown	25	NBC

NEWSPAPERS

Washington Star	E	340,150,	Time-Life
Washington Post	M	598,213,	Post-Newsweek

WATERLOO-CEDAR FALLS

SRDS Market # 212
 FCC Revenue Rank # 132
 FCC Income Rank # 81
 APR 14.4
 SMSA Pop: 137,000

Revenue : \$2,146,558
 Income : \$ 342,903
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$668,495
 Nat Rev per Cap: \$4.88
 Tot Rev per Cap: \$15.67
 Tot Inc per Cap: \$2.50
 Profit Margin : 16.0%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KWWL 54/33.3	32.5	36.5	1. KWWL 73	1. KWWL 1111/68.7
2. KXEL 25/15.4	15.3	12.4	2. WHO 66	2. WHO 835/ 8.5
3. KFMW-F 22/13.6	13.4	16.1	3. KXEL 47	3. WMT 753/11.8
4. KXEL-F 18/11.1	9.6	6.6	4. WMT 46	4. KXEL 711/30.3
5. KCFI 10/ 6.2	6.4	5.1	5. KFMW-F 40	5. KXEL-F 548/30.5
6. KLEU 6/ 3.7	3.8	3.6	6. KXEL-F 34	6. KFMW-F 467/22.9
7. WHO 4/ 2.5	2.5	2.2	7. KQCR-F 19	7. KLEU 410/19.7
WMT 4/ 2.5	4.5	8.0	8. KLEU 13	8. KQCR-F 250/ 6.4
9. KOEL-F 2/ 1.2	1.9	2.9	9. KOEL-F 11	9. KCFI 215/17.9
KQCR-F 2/ 1.2	1.3	---	10. KCFI 10	10. KOEL-F 195/ 5.9

12+ FM SHARE (METRO): 29.93% (44 of 147) (A/M 78: 28.67%)
 12+ FM SHARE (TSA) : 28.97% (104 of 359) (A/M 78: 30.65%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KWWL	1. KWWL	1. KWWL	1. KWWL	1. KWWL	1. KWWL
2. KXEL-F	2. KXEL-F	2. KXEL	2. KXEL	2. KXEL	2. WHO
3. KLEU	3. KXEL	3. KXEL-F	3. KFMW-F	3. KFMW-F	3. KXEL

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP*	70 (3)	20 (2)	90 (5)	61.2
COUNTRY	25 (1)	2 (1)	27 (2)	18.4
BTFL MUSIC		22 (1)	22 (1)	15.0
MOR	4 (1)		4 (1)	2.7
NEWS/INFO/TALK	4 (1)		4 (1)	2.7
			147 (10)	

*KWWL is classified as a contemporary station.

RADIO STATIONS

KCFI, 1250, 500 W (DAYS) (DA), CONTEMP (Drake-Chen)	MBS, \$10.00 (-----)
KLEU, 850, 500 W (DAYS) (DA), CONTEMP	ABC-E, \$ 8.25 (Waltou)
KWWL, 1330, 5 KW (DA-2) , CONTEMP/AC	, \$20.25 (Eastman) Blackhawk
KXEL, 1540, 50 KW (DA-N) , COUNTRY	ABC-I, \$18.50 (Torbet) Bahakel
KFMW-F, 107.9, 100 KW @ 1800, BTFL MUS (TM)	NBC, \$11.00 (Eastman) Blackhawk
KXEL-F+, 105.7, 100 KW @ 569, CONTEMP	ABC-C, \$10.25 (Torbet) Bahakel
KOEL-F, 92.3, 100 KW @ 1501, COUNTRY	ABC-F, \$ 9.25 (PRO) Stuart (OELWEIN)

*Station changed call letters to KCNB-F in August

FOR TV STATIONS SEE CEDAR RAPIDS

NEWSPAPERS

Waterloo Courier	E	53,222
Cedar Falls Record	M	5,149

WEST PALM BEACH

SRDS Market # 77
 FCC Revenue Rank # 102
 FCC Income Rank # 301
 APR 15.3
 SMSA Pop: 501,800

Revenue : \$3,073,205
 Income : \$ -276,186
 FM Rev : \$1,375,529
 FM Inc : \$ -166,581
 Comb Rev: \$4,448,734
 Comb Inc: \$ -442,767

National Rev : \$671,873
 Nat Rev per Cap: \$1.34
 Tot Rev per Cap: \$8.87
 Tot Inc per Cap: \$-.88
 Profit Margin : N/A

12+ METRO 1/4/SHARE	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEAT-F 115/17.6	16.9	18.6	1. WEAT-F 141	1. WEAT-F 1472/28.9	
2. WIRK-F 59/ 9.0	11.7	9.1	2. WIRK-F 68	2. WIRK-F 825/17.3	
3. WPOM 50/ 7.7	3.6	5.6	3. WPOM 50	3. WJNO-F 606/12.0	
4. WPBR 43/ 6.6	4.4	5.9	4. WHYI-F 44	4. WHYI-F 595/12.9	
5. WHYI-F 42/ 6.4	6.5	4.6	5. WPBR 43	5. WEAT 520/11.9	
6. WLYF-F 31/ 4.8	3.1	2.7	6. WJNO-F 35	6. WPBR 479/11.1	
7. WJNO-F 27/ 4.1	3.8	9.7	7. WLYF-F 32	7. WJNO 418/ 9.8	
8. WNGS-F 23/ 3.5	2.6	---	8. WNGS-F 23	8. WLYF-F 386/ 8.7	
WAXY-F 23/ 3.5	2.0	2.5	WAXY-F 23	9. WGMW-F 385/ 9.0	
10. WEAT 21/ 3.2	3.0	3.1	10. WEAT 22	10. WNGS-F 376/ 8.7	

12+ FM SHARE (METRO): 62.85% (379 of 603) (A/M 78: 67.18%)
 12+ FM SHARE (TSA) : 64.40% (427 of 663) (A/M 78: 67.80%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WIRK-F	1. WIRK-F	1. WIRK-F	1. WEAT-F	1. WEAT-F
2. WPOM	2. WHYI-F	2. WPOM	2. WEAT-F	2. WIRK-F	2. WIRK-F
3. WJNO-F	3. WJNO-F	3. WEAT-F	3. WPOM	3. WPOM	3. WPOM
4. WNGS-F	4. WAXY-F	4. WAXY-F	4. WAXY-F	WLYF-F	4. WPBR

OTHER RATED STATIONS/METRO SHARE

WDBF 1420	1.5	WSWN 900	1.2	WNWS 790	1.7
WGMW-F 94.3	2.6	WAIA-F 97.3	1.5	WPIP 980	.5
WIRK 1290	1.8	WCKO-F 102.7	1.8	WQAM 560	.6
WJNO 1230	2.9	WINZ 940	1.5	WRBD 1470	.9
WKQS-F 99.9	2.1	WIOD 610	2.0	WSHE-F 103.5	.9
WSBR 740	2.1				

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	3 (1)	177 (4)	180 (5)	29.9
ROCK/CONTEMP	16 (2)	133 (6)	149 (8)	24.7
COUNTRY	21 (1)	59 (1)	80 (2)	13.3
NEWS/INFO/TALK	64 (3)		64 (3)	10.6
BLACK/DISCO	64 (3)		64 (3)	10.6
MOR/AC	42 (3)	10 (1)	52 (4)	8.6
BIG BAND	14 (1)		14 (1)	2.3
			603 (26)	

RADIO STATIONS

WEAT, 850, 1 KW (DA-1), COUNTRY	ABC-I, \$38.00 (Katz)	Gowdy
WJNO, 1230, 1 KW/250 W, MOR	CBS, \$10.50 (PRO)	Fairbanks
WPBR, 1340, 1 KW/250 W, NEWS/TALK	MBS, \$13.25 (Smith)	
WPOM, 1600, 1 KW (DA-1), DISCO (Drake-Chen)	, \$19.00 (Buckley)	
WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (Schulke)	, \$38.00 (Katz)	Gowdy
WGMW-F, 94.3, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$11.00 (Sav/Gates)	
WIRK-F, 107.9, 100 KW @ 400, COUNTRY	, \$26.50 (Mc-Guild)	
WJNO-F, 97.9, 100 KW @ 400, AOR (Drake-Chen)	, \$16.00 (PRO)	Fairbanks
WKQS-F, 99.9, 100 KW @ 930, BTFL MUS (Bonne)	, \$41.25 (Buckley)	
WNGS-F, 92.1, 3 KW @ 280, ROCK (TM)	, \$21.00 (-----)	

FOR OTHER STATIONS SEE MIAMI

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

WHEELING

SRDS Market # 175
 FCC Revenue Rank # 92
 FCC Income Rank # 36
 APR 14.8
 SMSA Pop: 184,600

Revenue : \$3,391,414
 Income : \$ 904,218
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$988,461
 Nat Rev per Cap: \$5.35
 Tot Rev per Cap: \$18.37
 Tot Inc per Cap: \$4.90
 Profit Margin : 26.7%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWVA 57/25.0	24.7	18.8	1. WWVA 155	1. WWVA 1898/44.9
2. WTRF-F 31/13.6	10.0	10.0	2. WTRF-F 45	2. WKWK 562/31.2
3. WKWK 28/12.3	10.8	15.1	3. WOMP 36	3. KDKA 538/ 7.1
4. WOMP 27/11.8	14.3	10.5	WOMP-F 36	4. WOMP-F 528/24.1
5. WOMP-F 24/10.5	8.7	12.6	5. WKWK 33	5. WTRF-F 464/21.2
6. WKWK-F 11/ 4.8	2.6	9.6	6. KDKA 25	6. WRKY-F 447/ 5.7
7. WNEU 8/ 3.5	7.4	7.1	7. WRKY-F 24	7. WOMP 375/18.7
8. KDKA 7/ 3.1	3.0	2.5	8. WDVE-F 18	8. WKWK-F 344/15.6
9. WCPI-F 6/ 2.6	4.8	---	9. WPEZ-F 17	9. WPEZ-F 334/ 3.7
10. WEIF 4/ 1.8	1.3	3.3	10. WKWK-F 16	10. WDVE-F 286/ 3.4

12+ FM SHARE (METRO): 38.50% (82 of 213) (A/M 78: 33.02%)
 12+ FM SHARE (TSA) : 41.07% (184 of 448) (A/M 78: 38.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOMP-F	1. WWVA	1. WWVA	1. WWVA	1. WWVA	1. WWVA
2. WKWK	2. WKWK	2. WKWK	2. WTRF-F	2. WTRF-F	2. WKWK+
	3. WOMP-F	3. WTRF-F	3. WKWK	3. WOMP	3. WOMP

OTHER RATED STATIONS/METRO SHARE

WDVE-F	102.5	.4	WPEZ-F	94.5	.4	WSHH-F	99.7	1.8
WJOI-F	93.7	.9	WRKY-F	103.5	.9			

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	28 (1)	44 (5)	72 (6)	33.8
COUNTRY	61 (2)		61 (2)	28.6
MOR/AC	42 (3)		42 (3)	19.7
BTFL MUSIC		38 (4)	38 (4)	17.8
			213 (15)	

RADIO STATIONS

WEIF, 1370, 5 KW (DAYS), COUNTRY	MBS, \$13.50 (-----)	(MOUNDSVILLE)
WKWK, 1400, 1 KW/250 W, ROCK	ABC-C, \$15.50 (Torbet)	Community Service
WNEU, 1600, 5 KW (DAYS), AC/MOR	, \$16.50 (Roberts)	
WOMP, 1290, 1 KW (DAYS), MOR	CBS, \$ 8.25 (Sav/Gates)	T/R
WWVA, 1170, 50 KW (DAYS), COUNTRY	ABC-I, \$34.58 (Eastman)	Columbia Pic
WCPI-F, 98.7, 50 KW @ 320, AOR (Drake-Chen)	, \$10.92 (Eastman)	Columbia Pic
WKWK-F, 97.3, 50 KW @ 470, SOFT ROCK (TM)	, \$15.50 (Torbet)	Community Service
WOMP-F, 100.5, 14 KW @ 550, ROCK	, \$10.00 (Sav/Gates)	T/R
WTRF-F, 107.5, 11 KW @ 907, BTFL MUS	NBC, \$ 7.00 (PRO)	Forward

WRKY-F see Steubenville FOR OTHER STATIONS SEE PITTSBURGH

TV STATIONS

WTOV	Steubenville	9	CBS/ABC, Ziff Davis
WTRF	Wheeling	7	NBC, Forward

NEWSPAPERS

Wheeling Intelligencer	M	24,600
Wheeling News-Register	E	28,417

WICHITA

SRDS Market # 97
 FCC Revenue Rank # 54
 FCC Income Rank # 56
 APR 15.4
 SMSA Pop: 391,700

Revenue : \$5,720,533
 Income : \$ 642,129
 FM Rev : \$1,402,740
 FM Inc : \$ 185,731
 Comb Rev: \$7,123,273
 Comb Inc: \$ 827,860

National Rev : \$598,987
 Nat Rev per Cap: \$1.53
 Tot Rev per Cap: \$18.19
 Tot Inc per Cap: \$2.11
 Profit Margin : 11.6%

<u>12+ METRO 1/4/SHARE O/N 78 A/M 78</u>				<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KAKE	62/12.4	9.4	11.1	1. KEYN-F 98	1. KLEO 1492/31.7
2. KFDI	61/12.2	13.7	13.3	2. KFDI 91	2. KFDI 1373/24.3
3. KFH	57/11.4	8.2	10.1	3. KFH 87	3. KFH 1302/27.2
4. KICT-F	56/11.2	6.4	3.8	4. KICT-F 80	4. KEYN-F 1096/22.6
5. KLEO	50/10.0	11.4	12.5	5. KLEO 71	5. KAKE 1006/28.3
6. KBRA-F	48/ 9.6	9.6	11.5	6. KAKE 63	6. KBRA-F 751/20.0
7. KEYN-F	45/ 9.0	17.3	12.7	7. KARD-F 62	7. KARD 739/13.5
8. KARD-F	34/ 6.8	5.6	6.3	8. KBRA-F 57	KICT-F 739/18.6
9. KEYN	19/ 3.8	3.6	3.0	9. KFDI-F 28	9. KEYN 552/13.7
10. KDRB-F	11/ 2.2	.8	1.8	10. KEYN 24	10. KFDI-F 530/10.8

12+ FM SHARE (METRO): 46.01% (219 of 476) (A/M 78: 42.53%)
 12+ FM SHARE (TSA) : 51.40% (366 of 712) (A/M 78: 44.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KLEO	1. KICT-F	1. KICT-F	1. KAKE	1. KFDI	1. KFH
2. KEYN-F	2. KAKE	2. KAKE	2. KFDI	2. KFH	2. KFDI
3. KICT-F	3. KEYN-F	3. KLEO	3. KFH	3. KBRA-F	3. KAKE
	4. KLEO	4. KEYN-F	4. KARD	4. KAKE	4. KEYN-F

OTHER RATED STATIONS/METRO SHARE

KFDI-F	101.3	3.8	KOEZ-F	92.3	.8	KSKU-F	102.1	.4
KSGL	900	1.6						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	69 (2)	103 (3)	172 (5)	36.1
COUNTRY	118 (2)	30 (2)	148 (4)	31.1
MOR/AC	62 (1)	34 (1)	96 (2)	20.2
BTFL MUSIC		52 (2)	52 (2)	10.9
RELIGION	8 (1)		8 (1)	1.7
			<u>476 (14)</u>	

RADIO STATIONS

KAKE, 1240, 1 KW/250 W	, MOR/AC	ABC-E, \$22.50	(Katz)	
KEYN, 1410, 5 KW/1 KW (DA-2)	, ROCK	, \$24.75	(Mc-Guild)	American Media
KFDI, 1070, 10 KW/1 KW (DA-N)	, COUNTRY	MBS, \$28.35	(Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N)	, COUNTRY	CBS, \$20.00	(Eastman)	
KLEO, 1480, 5 KW/1 KW (DA-2)	, ROCK	, \$25.50	(Christal)	Swanson
KARD-F, 107.3, 100 KW @ 884,	MOR (Bonne)	, \$17.50	(HR/Stone)	Kansas State
KBRA-F, 97.9, 85 KW @ 420,	BTFL MUS (Schulke)	, \$21.50	(Eastman)	
KDRB-F, 95.9, 3 KW @ 300,	COUNTRY (Century 21)	, \$ 6.00	(-----)	
KEYN-F, 103.7, 100 KW @ 860,	ROCK	, \$24.75	(Mc-Guild)	American Media
KFDI-F, 101.3, 100 KW @ 444,	COUNTRY	MBS, \$12.60	(Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 550,	AOR (Burk-Abr)	, \$23.25	(Katz)	

TV STATIONS

KAKE	Wichita	10	ABC
KARD	Wichita	3	NBC, Kansas State Network
KTVH	Hutchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS

Wichita Eagle	M	122,890, Knight-Ridder	Wichita Beacon	E	41,540, Knight-Ridder
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WICHITA FALLS

SRDS Market # 219
 FCC Revenue Rank # 225
 FCC Income Rank # 165
 APR 14.7
 SMSA Pop: 134,600

Revenue : \$1,064,438
 Income : \$ 86,560
 FM Rev : \$ 564,084
 FM Inc : \$ -95,885
 Comb Rev: \$1,628,522
 Comb Inc: \$ -9,325

National Rev : \$273,679
 Nat Rev per Cap: \$2.03
 Tot Rev per Cap: \$12.10
 Tot Inc per Cap: \$-.07
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KLUR-F 33/20.6	23.3	18.7	1. WBAP 103	1. WBAP 1086/22.5
2. KTRN 27/16.9	14.5	14.7	2. KLUR-F 47	2. KNIN 764/32.7
3. KBID-F 22/13.8	12.2	10.0	3. KTRN 40	3. KTRN 723/39.5
4. WBAP 21/13.1	10.5	15.3	4. KNIN 39	4. KWFT 548/20.3
5. KNIN 17/10.6	14.0	16.7	5. KWFT 31	5. KLUR-F 536/32.0
6. KWFT 16/10.0	11.6	7.3	KNTO-F 31	6. KBID-F 424/25.9
7. KNTO-F 14/ 8.8	9.3	9.3	7. KBID-F 30	7. KNTO-F 416/20.4
8. WFAA 1/ .6	---	1.3	8. WFAA 9	8. WFAA 185/ 3.9

12+ FM SHARE (METRO): 45.70% (69 of 151) (A/M 78: 46.95%)
 12+ FM SHARE (TSA) : 32.73% (108 of 330) (A/M 78: 32.73%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KTRN	1. KLUR-F	1. KLUR-F	1. KLUR-F	1. KLUR-F	1. WBAP
2. KNTO-F	KNTO-F	2. KBID-F	2. KBID-F	2. KBID-F	2. KWFT
KNIN	3. KTRN	KTRN	3. KTRN	3. KTRN	3. KLUR-F

OTHER RATED STATIONS/METRO SHARE

NONE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	44 (2)	36 (2)	80 (4)	53.0
COUNTRY	21 (1)	33 (1)	54 (2)	35.8
MOR	16 (1)		16 (1)	10.6
NEWS/INFO/TALK	1 (1)		1 (1)	0.7
			<u>151 (8)</u>	

RADIO STATIONS

KNIN, 990, 10 KW/1 KW (DA-2), CONTEMP	ABC-C, \$12.00 (Torbet)	
KTRN, 1290, 5 KW/1 KW (DA-N), ROCK	, \$10.25 (Riley)	Sammons-Ruff
KWFT, 620, 5 KW (DA-N), MOR (FM 100)	CBS, \$15.75 (Buckley)	
KBID-F, 92.9, 100 KW @ 925, CONTEMP	MBS, \$12.25 (-----)	
KLUR-F, 99.9, 100 KW @ 820, COUNTRY	ABC-I, \$14.00 (Selcom)	
KNTO-F, 103.3, 100 KW @ 440, ROCK	, \$11.00 (Howard)	

WBAP, WFAA - see Dallas-Ft. Worth

TV STATIONS

KAUZ	Wichita Falls	6	CBS
KFOX	Wichita Falls	3	NBC, Clay
KSWO	Lawton	7	ABC

NEWSPAPERS

Wichita Falls Record News	M	33,270
Wichita Falls Times	E	17,778

WILMINGTON

SRDS Market # 75
 FCC Revenue Rank # 87
 FCC Income Rank # 43
 APR 16.9
 SMSA Pop: 523,000

Revenue : \$3,519,782
 Income : \$ 767,244
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Rev : \$324,979
 Nat Rev per Cap: \$.62
 Tot Rev per Cap: \$6.73
 Tot Inc per Cap: \$1.47
 Profit Margin : 21.8%

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSTW-F 102/13.9	1.5	4.4	1. WSTW-F 105	1. WSTW-F 1324/28.4
2. WJBR-F 80/10.9	8.0	9.9	2. WJBR-F 88	2. WDEL 1184/25.8
3. WDEL 73/10.0	15.7	16.5	3. WDEL 75	3. WJBR-F 948/18.0
4. WIOQ-F 41/ 5.6	2.9	5.1	4. WIOQ-F 41	4. WAMS 771/17.7
5. WMGK-F 39/ 5.3	4.3	4.2	5. WMGK-F 39	5. WILM 658/15.1
6. WMMR-F 38/ 5.2	1.5	1.7	6. WMMR-F 38	6. WIOQ-F 639/14.7
7. WAMS 35/ 4.8	6.3	6.0	7. WDSD-F 36	7. WMMR-F 504/11.0
8. WILM 32/ 4.4	3.0	3.8	8. WAMS 35	8. KYW 483/ 9.3
9. WIFI-F 19/ 2.6	5.4	5.4	9. WILM 32	9. WIFI-F 481/10.1
10. KYW 17/ 2.3	1.8	1.3	10. WIFI-F 20	10. WDSD-F 455/ 6.3

12+ FM SHARE (METRO): 64.98% (423 of 651) (A/M 78: 57.31%)
 12+ FM SHARE (TSA) : 66.04% (455 of 689) (A/M 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WDEL
2. WIFI-F	2. WIOQ-F	2. WMGK-F	2. WJBR-F	2. WDEL	WSTW-F
3. WAMS	3. WMMR-F	3. WJBR-F	3. WMGK-F	3. WILM	3. WILM
WIOQ-F	4. WAMS	WIOQ-F	WDEL	4. WMGK-F	4. WDSD-F

OTHER RATED STATIONS/METRO SHARE

WJBR 1290	1.5	WDVR-F 101.1	1.4	WSNI-F 104.5	1.4
WNRK 1260	1.4	WFIL 560	.7	WUSL-F 98.9	1.8
WASA 1330	1.1	WFLN-F 95.7	1.5	WWDB-F 96.5	1.2
WCAU 1210	2.0	WIP 610	2.0	WWSH-F 106.1	1.1
WCAU-F 98.1	1.8	WPEN 950	1.0	WYSP-F 94.1	1.4
WDSD-F 94.7	2.3	WPOC-F 93.1	.4		

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	40 (2)	249 (6)	289 (8)	44.4
BTFL MUSIC	11 (1)	111 (4)	122 (5)	18.7
MOR/AC	103 (4)		103 (4)	15.8
NEWS/INFO/TALK	64 (3)	9 (1)	72 (4)	11.1
COUNTRY		30 (3)	30 (3)	4.6
CLASSICAL		11 (1)	11 (1)	1.7
BLACK/DISCO		13 (1)	13 (1)	2.0
VARIETY	10 (1)		10 (1)	1.5

AM STATIONS

WAMS, 1380, 5 KW/1 KW (DA-3), CONTEMP	ABC-C, \$23.00 (Mc-Guild)	Rollins
WDEL, 1150, 5 KW (DA-2), MOR	NBC, \$24.63 (PRO)	Steinman
WILM, 1450, 1 KW/250 W, NEWS	MBS, \$13.53 (Masla)	

FM STATIONS

WJBR-F, 99.5, 50 KW @ 500, BTFL MUS	\$18.50 (Masla)	
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM)	\$16.00 (PRO)	Steinman
WDSD-F, 94.7, 50 KW @ 400, COUNTRY	MBS, \$ 8.06 (Masla)	Rau (DOVER)

FOR OTHER STATIONS SEE PHILADELPHIA

FOR TV STATIONS SEE PHILADELPHIA

Please see continuation page at end of this section.

WILMINGTON, NC

SRDS Market # 214
 FCC Revenue Rank # 237
 FCC Income Rank # 237
 APR 14.6
 SMSA Pop: 136,600

Revenue : \$994,428
 Income : \$ -2,750
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$180,245
 Nat Rev per Cap: \$1.32
 Tot Rev per Cap: \$7.28
 Tot Inc per Cap: \$-.02
 Profit Margin : ---

<u>12+ METRO 1/4/SHARE</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>
1. WAAV-F 29/18.4		1. WAAV-F 37		1. WHSL-F 489/30.2
2. WWIL 27/17.1		2. WHSL-F 35		2. WAAV-F 336/20.8
3. WHSL-F 23/14.6	THIS IS THE	3. WWIL 28		3. WKLM 309/19.5
4. WWQQ-F 17/10.8	FIRST SURVEY	4. WKLM 26		4. WMFD 268/22.7
5. WKLM 15/ 9.5	FOR THIS MARKET	5. WWQQ-F 20		5. WGNI 246/21.1
6. WMFD 12/ 7.6		6. WMFD 12		6. WWIL 238/19.2
7. WGNI 10/ 6.3		7. WGNI 10		7. WWQQ-F 227/16.8
8. WLCF-F 8/ 5.1		8. WLCF-F 8		8. WPJC-F 135/ 8.2
9. WPJC-F 6/ 3.8		WPJC-F 8		9. WLCF-F 111/10.2
10. WDZD-F 4/ 2.5		10. WDZD-F 5		10. WDZD-F 81/ 6.0

12+ FM SHARE (METRO): 57.61% (87 of 151)
 12+ FM SHARE (TSA) : 59.79% (113 of 189)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49.</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WAAV-F	1. WAAV-F	1. WWIL-F
2. WWIL	2. WWIL	WAAV-F	2. WWIL	2. WWQQ-F	2. WAAV-F
3. WGNI	3. WAAV-F	WWIL	3. WKLM	3. WKLM	3. WKLM

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	10 (1)	31 (2)	41 (3)	27.2
COUNTRY	15 (1)	21 (2)	36 (3)	23.8
BTFL MUSIC		29 (1)	29 (1)	19.2
BALCK	27 (1)		27 (1)	17.9
RELIGION		6 (1)	6 (1)	4.0
MOR	12 (1)		12 (1)	7.9
			<u>151 (10)</u>	

RADIO STATIONS

WGNI, 1340, 1 KW/250 W , ROCK NBC, \$ 8.25 (Katz)
 WKLM, 980, 5 KW (DAYS) , COUNTRY ABC-E, \$ 8.00 (HR/Stone)
 WMFD, 630, 1 KW (DA-2) , MOR CBS, \$ 6.00 (Southern)
 WWIL, 1490, 1 KW/250 W (DA-1),BLACK (Drake-Chen) MBN, \$11.00 (Torbet) Jeff-Pilot
 WAAV-F, 102.7, 50 KW @ 200, BTFL MUS (Bonne) , \$ 8.25 (Katz)
 WHSL-F, 97.3, 100 KW @ 560, ROCK (Drake-Chen) , \$11.00 (Torbet) Jeff-Pilot
 WLCF-F, 107.1, 3 KW @ 300, CONTEMP ABC-C, \$ 4.65 (P/W)
 WWQQ-F, 100.9, 2 KW @ 350, COUNTRY , \$ 6.00 (Southern)

TV STATIONS

WECT Wilmington 6 NBC
 WWAY Wilmington 3 ABC, Clay

NEWSPAPER

Wilmington Star M 35,119

WORCESTER

SRDS Market # 101 (approx)
 FCC Revenue Rank # 179
 FCC Income Rank # 311
 APR 16.8
 SMSA Pop: 378,300

Revenue : \$1,481,599
 Income : \$ -417,819
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$363,923
 Nat Rev per Cap: \$.96
 Tot Rev per Cap: \$3.92
 Tot Inc per Cap: \$-1.10
 Profit Margin : ---

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTAG 86/15.9	18.4	18.9	1. WAAF-F 130	1. WTAG 1607/40.5
2. WSRS-F 83/15.4	12.7	21.9	2. WSRS-F 121	2. WSRS-F 1476/32.0
3. WAAF-F 74/13.7	10.3	7.6	3. WTAG 102	3. WAAF-F 1421/26.3
4. WFTQ 42/ 7.8	7.7	5.9	4. WBZ 66	4. WBZ 1194/15.7
5. WBZ 31/ 5.7	5.6	7.0	5. WFTQ 48	5. WFTQ 772/21.1
6. WNEB 24/ 4.4	4.3	4.9	6. WVBF-F 37	6. WVBF-F 659/ 6.9
7. WBCN-F 20/ 3.7	2.2	1.3	7. WROR-F 35	7. WPJB-F 591/11.2
8. WEEI-F 18/ 3.3	4.1	1.4	8. WPJB-F 31	8. WNEB 524/15.8
9. WROR-F 13/ 2.4	4.5	3.2	9. WEEI-F 29	9. WEEI-F 414/ 8.9
10. WORC 12/ 2.2	3.2	5.9	10. WESO 27	10. WJIB-F 404/ 5.0

12+ FM SHARE (METRO): 55.67% (280 of 503) (A/M 78: 53.67%)
 12+ FM SHARE (TSA) : 63.34% (527 of 832) (A/M 78: 62.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F	1. WTAG
2. WFTQ	2. WBCN-F	2. WFTQ	2. WTAG	2. WTAG	2. WAAF-F
3. WPJB-F	3. WFTQ	WTAG	3. WBZ	3. WBZ	3. WSRS-F

OTHER RATED STATIONS/METRO SHARE

WAQY-F 102.1	.7	WHUE-F 100.7	.4	WRKO 680	.9
WARE 1250	1.9	WJIB-F 96.9	.9	WROL 950	.4
WCOZ-F 94.5	2.0	WPJB-F 105.1	2.6	WSSH-F 99.5	.9
WCRB-F 102.5	.4	WPRO-F 92.3	.7	WVBF-F 105.7	2.2
WESO 970	2.2	WQVR-F 100.1	2.0	WXKS-F 107.9	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	47 (2)	170 (9)	217 (11)	43.1
MOR/AC	163 (5)		163 (5)	32.4
BTFL MUSIC		106 (5)	106 (5)	21.1
BIG BAND	12 (1)		12 (1)	2.4
RELIGION	2 (1)		2 (1)	0.4
CLASSICAL		2 (1)	2 (1)	0.4
BLACK/DISCO		2 (1)	2 (1)	0.4
			503 (25)	

AM STATIONS

WFTQ, 1440, 5 KW (DA-2)	, CONTEMP	, \$22.00	(Roslin)	Park City
WNEB, 1230, 1 KW/250 W	, MOR	ABC-E, \$16.00	(PRO)	
WORC, 1310, 5 KW/1 KW (DA-2)	, BIG BAND	CBS, \$18.00	(Sav-Gates)	
WTAG, 580, 5 KW (DA-2)	, MOR	NBC, \$24.50	(Blair)	Worc Telegram
WESO, 970, 1 KW (Days)	, MOR	, \$ 6.00	(Creed)	(SOUTHBRIDGE)

FM STATIONS

WAAF-F, 107.3, 16.5 KW @ 784, AOR (Burk-Abr)	, \$36.00	(Roslin)	Park City
WSRS-F, 96.1, 25 KW @ 650, BTFL MUS	, \$30.00	(Knight)	Knight

FOR OTHER STATIONS SEE PROVIDENCE AND BOSTON. FOR TV STATIONS SEE BOSTON.

NEWSPAPERS Worcester Telegram (M-55,039) Worcester Gazette (E-88,904)

YAKIMA

SRDS Market # 195
 FCC Revenue Rank # 141
 FCC Income Rank # 119
 APR 16.7
 SMSA Pop: 160,500

Revenue : \$2,013,064
 Income : \$ 152,248
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$438,444
 Nat Rev per Cap: \$2.73
 Tot Rev per Cap: \$12.54
 Tot Inc per Cap: \$.95
 Profit Margin : 7.6%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>		
1. KUTI	39/17.9	17.7	20.2			1. KUTI	42	1. KIT	502/37.9
2. KUEZ-F	38/17.4	9.8	13.1			2. KUEZ-F	39	2. KMWX	448/31.7
3. KFFM-F	33/15.1	16.7	8.1			3. KFFM-F	37	3. KFFM-F	446/29.2
4. KIT	30/13.8	14.4	14.6			4. KIT	31	4. KUEZ-F	406/30.0
5. KMWX	25/11.5	9.3	15.7			5. KMWX	26	5. KUTI	357/25.5
6. KIT-F	12/ 5.5	10.7	9.6			6. KIT-F	12	6. KIT-F	209/16.0
7. KBBO	11/ 5.0	2.3	2.5			7. KBBO	11	7. KBBO	157/11.8
8. KREW	4/ 1.8	2.3	.5			8. KREW	4	8. KREW	69/ 5.3
9. KENE	3/ 1.4	2.3	.5			9. KENE	3	9. KENE	65/ 5.0
10. KONA	2/ .9	---	---			10. KONA	2	10. KONA	37/ 2.8

12+ FM SHARE (METRO): 42.57% (86 of 202) (A/M 78: 41.87%)
 12+ FM SHARE (TSA) : 42.92% (91 of 212) (A/M 78: 41.51%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFFM-F	1. KFFM-F	1. KUEZ-F	1. KUEZ-F	1. KUTI	1. KIT
2. KMWX	2. KUEZ-F	2. KUTI	KUTI	2. KUEZ-F	2. KUTI
	3. KMWX	3. KFFM-F	3. KIT	3. KIT	3. KFFM-F

OTHER RATED STATIONS/METRO SHARE

KREW-F	96.7	.5	KYBO-F	98.3	.9
KVGM	930	.5	KALE	960	.5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	26 (2)	45 (2)	71 (4)	35.1
COUNTRY	42 (2)	1 (1)	43 (3)	21.3
BTFL MUSIC		38 (1)	38 (1)	18.8
MOR/AC	36 (3)		36 (3)	17.8
RELIGION	11 (1)	2 (1)	13 (2)	6.4
UNKNOWN	1 (1)		1 (1)	0.5
			202 (14)	

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION	, \$ 3.00 (-----)	
KENE, 1490, 1 KW	, COUNTRY	
KIT, 1280, 5 KW/1 KW	MBS, \$ 4.25 (S/R)	(TOPPENISH)
KMWX, 1460, 5 KW (DA-N)	ABC-I, \$10.63 (Katz)	
KREW, 1230, 1 KW/250 W	NBC, \$ 8.25 (Masla)	
KUTI, 980, 5 KW (DAYS)	CBS, \$ 5.40 (Howard)	(SUNNYSIDE)
	ABC-E, \$,8.17 (PRO)	
KFFM-F, 107.3, 100 KW @ 970, ROCK (Century 21)	, \$ 8.25 (Masla)	
KIT-F, 94.5, 25 KW @ 910, AOR	ABC-F, \$ 6.50 (Katz)	
KUEZ-F, 104.1, 63 KW @ 2250, BTFL MUS (TM)	, \$ 7.75 (PRO)	

KONA - see Richland

TV STATIONS

KAPP	Yakima	35	ABC, Morgan Murphy
KIMA	Yakima	29	CBS
KNDO	Yakima	23	NBC

NEWSPAPER

Yakima Herald-Republic AD 38,763, Harte-Hanks

YORK

SRDS Market # 109
 FCC Revenue Rank # 88
 FCC Income Rank # 53
 APR 14.9
 SMSA Pop: 357,700

Revenue : \$3,462,766
 Income : \$ 667,015
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$468,049
 Nat Rev per Cap: \$1.31
 Tot Rev per Cap: \$9.68
 Tot Inc per Cap: \$1.86
 Profit Margin : 19.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WSBA 63/14.3	11.0	14.8	1. WQXA-F 159	1. WQXA-F 2348/26.8
2. WQXA-F 55/12.5	7.4	5.9	2. WHP 138	2. WHP 1817/ 3.9
3. WNOW 51/11.6	5.7	9.6	3. WHP-F 109	3. WSBA 1695/35.4
4. WSBA-F 47/10.7	13.1	16.1	4. WSBA 102	4. WHP-F 1387/ 2.0
5. WYCR-F 23/ 5.2	12.5	13.5	5. WSBA-F 89	5. WSBA-F 1286/21.9
WNCE-F 23/ 5.2	2.3	3.7	6. WIOV-F 85	6. WKBO 1050/ 3.1
7. WRHY-F 20/ 4.5	3.0	2.4	7. WNCE-F 79	7. WNCE-F 975/11.9
8. WZIX 17/ 3.9	6.1	7.2	8. WKBO 64	8. WSFM-F 941/ 4.1
9. WPOC-F 11/ 2.5	5.3	2.8	9. WSFM-F 61	9. WYCR-F 902/16.5
10. WHVR 9/ 2.0	4.2	3.7	10. WRHY-F 59	10. WIOV-F 808/ 4.3

12+ FM SHARE (METRO): 58.55% (226 of 386) (A/M 78: 61.73%)
 12+ FM SHARE (TSA) : 67.65% (826 of 1221) (A/M 78: 65.93%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WQXA-F	1. WQXA-F	1. WSBA	1. WSBA	1. WSBA	1. WHP
2. WYCR-F	2. WSBA	2. WQXA-F	2. WNOW	WNOW	2. WSBA
3. WRHY-F	3. WYCR-F	3. WNOW	3. WSBA	3. WSBA-F	3. WQXA-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F 96.1	1.1	WHP-F 97.3	1.6	WSFM-F 99.3	2.0
WGET 1320	1.4	WHYL-F 102.3	.7	WTPA-F 104.1	1.1
WDAC-F 94.5	.7	WIOV-F 105.1	1.8,	WFRE-F 99.9	.5
WHP 580	2.0	WKBO 1230	1.1	WLIF-F 101.9	1.1

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	22 (2)	107 (4)	129 (6)	33.4
MOR/AC	87 (4)		87 (4)	22.5
BTFL MUSIC		84 (5)	84 (5)	21.8
COUNTRY	51 (1)	22 (3)	73 (4)	18.9
UNKNOWN		10 (2)	10 (2)	2.6
RELIGION		3 (1)	3 (1)	0.8
			<u>386 (22)</u>	

RADIO STATIONS

WHVRm 1280, 5 KW/500 W (DA-2), MOR	, \$ 9.75	(-----)	(HANOVER)
WNOW, 1250, 1 KW (DAYS)	, COUNTRY	ABC-I, \$17.00	(Selcom) Rust
WSBA, 910, 5 KW/1 KW (DA-2), MOR	, \$52.20	(Eastman)	Susquehanna
WZIX, 1350, 5 KW/1 KW (DA-2), CONTEMP	, \$14.50	(Mc-Guild)	
WQXA-F, 105.7, 46 KW @ 520, ROCK	, \$13.00	(Selcom)	Rust
WRHY-F, 92.7, .8 KW @ 560, AOR	, \$19.50	(Blair)	
WSBA-F, 103.9, 8 KW @ 750, BTFL MUS	, \$52.20	(Eastman)	Susquehanna
WYCR-F, 98.5, 11 KW @ 930, ROCK	, \$20.75	(P/W)	

WPOC-F-see Baltimore FOR OTHER STATIONS SEE HARRISBURG & LANCASTER
 FOR TV STATIONS, NEWSPAPER AND ADI INFO SEE HARRISBURG

YOUNGSTOWN

SRDS Market # 74
 FCC Revenue Rank # 82
 FCC Income Rank # 76
 APR 14.9
 SMSA Pop: 536,600

Revenue : \$3,696,434
 Income : \$ 347,887
 FM Rev : NA
 FM Inc : NA
 Comb Rev: NA
 Comb Inc: NA

National Rev : \$761,431
 Nat Rev per Cap: \$1.42
 Tot Rev per Cap: \$6.89
 Tot Inc per Cap: \$.65
 Profit Margin : 9.4%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>A/M 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	WKBN-F	107/16.2	13.8	16.3	1.	WKBN-F	151	1.	WYFM-F	1974/28.4	
2.	WBBW	100/15.1	11.7	16.4	2.	WYFM-F	121	2.	WKBN-F	1790/26.9	
3.	WHOT	77/11.6	11.4	7.7	3.	WBBW	108	3.	WKBN	1713/22.7	
4.	WYFM-F	70/10.6	10.7	10.1	4.	WKBN	94	4.	WHOT	1583/32.2	
5.	WKBN	57/ 8.6	11.0	7.7	5.	WHOT	77	5.	WBBW	1176/23.9	
6.	WSRD-F	34/ 5.1	5.0	5.4	6.	WSRD-F	41	6.	WFMJ	830/14.4	
7.	WFMJ	23/ 3.5	2.6	4.7	7.	WPIC	35	7.	WSRD-F	718/14.9	
8.	WNIO	17/ 2.6	3.7	5.3	8.	WFMJ	27	8.	WPIC	682/ 3.0	
9.	WFAR-F	15/ 2.3	---	---	9.	WWIZ-F	25	9.	WHHH	409/ 9.2	
10.	WHHH	14/ 2.1	3.8	3.9	10.	WMMS-F	21	10.	WWWE	393/ 7.1	

12+ FM SHARE (METRO): 46.48% (278 of 598) (A/M 78: 39.34%)
 12+ FM SHARE (TSA) : 50.72% (423 of 834) (A/M 78: 41.88%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WYFM-F	1. WHOT	1. WHOT	1. WKBN-F	1. WKBN-F	1. WBBW
2. WHOT	2. WYFM-F	2. WKBN-F	2. WHOT	2. WBBW	2. WHOT+
	3. WSRD-F	3. WYFM-F	3. WKBN	3. WKBN	3. WKBN
	4. WKBN-F	4. WKBN	4. WYFM-F	4. WNIO	4. WKBN-F

OTHER RATED STATIONS/METRO SHARE

WGFT	1500	1.2	WDMT-F	107.9	.6	WSOM-F	105.1	.9
WWIZ-F	103.9	1.1	WFAR	1470	.3	WTOF-F	98.1	.8
WQOD-F	93.3	.5	WMMS-F	100.7	2.1	WWWE	1100	2.0
WTCL	1570	.9	WPIC	790	.5	WWWM-F	105.7	2.0

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	102 (3)	156 (7)	258 (10)	43.1
BTFL MUSIC		107 (1)	107 (1)	17.9
NEWS/INFO/TALK	100 (1)		100 (1)	16.7
MOR/AC	93 (5)		93 (5)	15.6
COUNTRY	17 (1)	7 (1)	24 (2)	4.0
BLACK/DISCO	8 (1)		8 (1)	1.3
RELIGION		5 (1)	5 (1)	0.8
VARIETY		3 (1)	3 (1)	0.5
			<u>598 (22)</u>	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, NEWS/TALK	ABC-I, \$22.00	(Mc-Guild)	
WFMJ, 1390, 5 KW (DA-N)	, CONTEMP	NBC, \$21.75	(Buckley)	
WHHH, 1440, 5 KW (DA-2)	, MOR	, \$11.00	(Market 4)	
WHOT, 1330, 500 W/1 KW (DA-2)	, ROCK	, \$22.50	(Eastman)	Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$33.00	(Katz)	
WNIO, 1540, 500 W (DAYS) (DA)	, COUNTRY	MBS, \$13.00	(PRO)	
WPIC, 790, 1 KW (DAYS)	, MOR	ABC-I, \$26.00	(Torbet)	Regional
WSRD-F, 101.1, 24 KW @ 185, AOR (Burk-Abr)		, \$22.25	(Eastman)	Myron Jones
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (TM)		, \$33.00	(Katz)	
WYFM-F, 102.9, 26 KW @ 455, ROCK		, \$36.00	(Torbet)	Regional
WFAR-F, 95.9, 3 KW @ 285, CONTEMP/OLDIES		, \$ 4.00	(----)	(SHARPSVILLE, PA)

<u>TV STATIONS</u>	<u>WFMJ</u>	<u>Youngstown</u>	<u>21</u>	<u>NBC, Youngstown Vindicator</u>
	WKBN	Youngstown	27	CBS WYTV Youngstown 33 ABC

<u>NEWSPAPER</u>	Youngstown Vindicator	E	102,381
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CONTINUATION PAGE

AKRON

TV STATION - WAKR Akron 23 ABC, Group One
NEWSPAPER - Akron Beacon Journal E 165,223

SALINAS-SEASIDE-MONTEREY

NEWSPAPERS - Salinas Californian E 23,838, Gannett
 Monterey Peninsula Herald E 30,615

PEORIA

NEWSPAPERS- Peoria Journal Star AD 103,096 Pekin Times E 22,700

SOUTH BEND

NEWSPAPERS- South Bend Tribune E 108,294 Elkhart Truth E 30,141, Federate

WILMINGTON

NEWSPAPERS- Wilmington News, Journal M=48,422 E=83,416, Gannett

SPRINGFIELD, MASS

TV STATIONS - WHYN Springfield 40 ABC, Gannett WWLP Springfield 22 NBC
NEWSPAPERS - Springfield News E 76,769, Newhouse
 Springfield Union M 73,937, Newhouse

SAN ANTONIO

FM STATIONS

KBUC-F, 107.5, 100 KW @ 408, COUNTRY ABC-I, \$20.00 (Torbet) Sigmor
 KITY-F, 92.9, 100 KW @ 475, ROCK MBS, \$57.00 (HR/Stone) Mission
 KISS-F, 99.5, 13 KW @ 570, AOR , \$20.00 (----)
 KQXT-F, 101.9, 100 KW @ 670, BTFL MUS (Schulke) , \$45.00 (Katz) Tichenor
 KTFM-F, 102.7, 99 KW @ 660, ROCK , \$48.00 (Blair)
 KZZY-F, 100.3, 100 KW @ 501, ROCK ABC-F, \$26.00 (RKO)

TV STATIONS - KENS San Antonio 5 CBS, Harte-Hanks
 KMOL San Antonio 4 NBC, 20th Century Fox
 KSAT San Antonio 12 ABC, Outlet
 KWEX San Antonio 41 IND, Spanish International

NEWSPAPERS San Antonio Light E 124,754 San Antonio Express M 81,251
 San Antonio News E 75,973

HONOLULU

NEWSPAPERS Honolulu Advertiser M 80,659, Gannett
 Honolulu Star-Bulletin E 120,389, Gannett

ALBUQUERQUE

TV STATIONS KGGM Albuquerque 13 CBS, Harriscope
 KMXN Albuquerque 23 IND
 KOAT Albuquerque 7 ABC, Pulitzer
 KOB Albuquerque 4 NBC, Hubbard

NEWSPAPERS Albuquerque Journal M 79,568, Scripps-Howard
 Albuquerque Tribune E 39,713, Scripps-Howard

ARBITRON CONDENSED MARKET REPORTS

On the following pages the Arbitron "Condensed Market Reports" can be found. Only those reports issued by August 20th are included. Those reports not covered will be included in the Fall 78 edition of American Radio.

The reports are in alphabetical order except for those which arrived just prior to the August 20th deadline. Those reports can be found after the alphabetized reports.

The share figures are 12+ Metro, 1/4 HR AVG, Broadcast Week. None of the data from this section is included in any of the tables in Section 1.

ABILENE, TX

1. KWKC	22.4	1340, 1 KW/250 W	COUNTRY	NBC, \$ 7.19	(Torbet) Frontier
2. KRBC	20.3	1470, 5 KW/1 KW	CONTEMP	ABC-C, \$20.50	(Mc-Guild)
3. KEAN-F	11.9	105.1, 49 KW @ 154	COUNTRY	MBS, \$ 9.38	(Selcom)
4. KORQ-F	11.2	100.7, 100 KW @ 1275	BTFL MUS	, \$ 4.75	(Torbet) Frontier
5. KFMN-F	9.8	107.9, 100 KW @ 365	ROCK	ABC-F, \$ 8.25	(Milam)
6. KEAN	4.9	1280, 500 W (DAYS)	COUNTRY	MBS, \$ 9.38	(Selcom)
7. WBAP	4.2	See Dallas-Ft Worth			
8. KBER	2.8	1560, 500 W (DAYS)	MOR	MBS, \$ 8.00	(Milam)
9. KWFT	.7	See Wichita Falls			

CAPE COD, MASS

1. WQRC-F	13.1	99.9, 50 KW @ 445	BTFL MUS	, \$15.00	(Creed)
2. WCOD-F	11.3	106.1, 25 KW @ 180	ROCK	ABC-C, \$13.50	(Knight)
3. WCIB-F	8.6	101.9, 50 KW @ 280	CONTEMP	, \$20.00	(Buckley)
4. WSOX-F	7.7	94.9, 50 KW @ 245	BTFL MUS	, \$19.71	(Kettell) Sconnix
WLOM-F	7.7	104.7, 50 KW @ 300	AOR	, \$13.50	(PRO)
6. WOCB	5.0	1240, 1 KW/250 W	MOR	NBC, \$19.71	(Kettell) Sconnix
WCOZ-F	5.0	See Boston			
8. WEEI	3.2	See Boston			
WHDH	3.2	See Boston			
WPJB-F	3.2	See Providence			

CHARLOTTESVILLE, VA

1. WCHV	35.6	1260, 5 KW/1 KW	MOR	ABC-I, \$ 9.63	(Sav-Gates) Clay
2. WWV-F	14.4	97.5, 50 KW @ 450	AOR	, \$ 9.88	(Sav-Gates) Clay
3. WPED	10.6	810, 500 W (DAYS)	COUNTRY	, \$ 6.75	(----)
4. WINA	9.6	1070, 5 KW	MOR	CBS, \$ 9.13	(PRO)
5. WELK	6.7	1400, 1 KW/250 W	CONTEMP	ABC-C, \$ 7.80	(----)
6. WQMC-F	3.8	95.3, 3 KW @ 190	BTFL MUS	, \$ 7.25	(PRO)

CHEYENNE, WY

1. KFBQ-F	20.0	97.9, 100 KW @ 580	CONTEMP	ABC-F, \$ 7.25	(Eastman)
2. KFBC	18.8	1240, 1 KW/250 W	MOR	ABC-I, \$ 7.25	(Eastman)
3. KLEN-F	16.3	106.3, 3 KW @ 78	BTFL MUS	MBS, \$ 6.67	(Masla)
4. KIMN	12.5	See Denver			
5. KRAE	7.5	1480, 1 KW (DAYS)	MOR	, \$ 5.00	(PRO)
6. KOA	5.0	See Denver			
7. KHOW	3.8	See Denver			
8. KLZ	2.5	See Denver			
9. KVWO	1.3	1530, 10 KW/1 KW	COUNTRY	MBS, \$ 8.00	(Masla)

CHAMPAIGN-URBANA, ILL

1. WLS	14.3	See Chicago			
WKID-F	14.3	103.9, 3 KW @ 150	CONTEMP	ABC-F, \$ 7.00	(Sav-Gates)
3. WDWS	11.7	1400, 1 KW/250 W	MOR	CBS, \$23.00	(Mc-Guild) News-Gazette
4. WLRW-F	10.2	94.5, 43 KW @ 401	CONTEMP	ABC-E, \$14.00	(PRO)
5. WDWS-F	9.7	97.5, 50 KW @ 424	BTFL MUS	, \$11.00	(Mc-Guild) News-Gazette
6. WRTL-F	7.7	95.3, 3 KW @ 275,	BTFL MUS	, \$ 4.00	(----)
7. WMAQ	3.6	See Chicago			
8. WCCR	3.1	1580, 250 W (DAYS)	COUNTRY	ABC-I, \$12.00	(Walton)
WIAI-F	3.1	See Danville condensed report			
10. WRTL	2.6	1460, 500 W (DAYS)	MOR	, \$ 6.00	(----)

CHICO, CAL

1. KNVR-F	16.8	96.7, 3 KW @ 285,	ROCK	MBS, \$ 7.85	(Rad TS)
2. KPAY	15.6	1060, 10 KW	MOR	NBC, \$ 9.25	(Katz)
3. KGO	10.1	See San Francisco			
4. KPAY-F	8.9	95.1, 6 KW @ 1170	BTFL MUS	, \$ 6.50	(Katz)
5. KHSL	5.6	1290, 5 KW	COUNTRY	CBS, \$ 9.60	(Torbet)
6. KEWQ	4.5	930, 500 W (DAYS)	RELIGION	ABC-E, \$ 3.25	(Sand-Glenn)
KORV	4.5	1340, 1 KW/250 W	MOR	ABC-I, \$11.50	(Sand-Glenn)
8. KFME-F	3.9	93.7, 10 KW @ 290	MELLOW	ABC-F, \$ 8.00	(PRO)
KNBR	3.9	See San Francisco			
10. KFBK	2.8	See Sacramento			

DANVILLE, ILL

1. WDNL-F	24.2	102.1, 11 KW @ 380	ROCK	, \$ 8.11	(Walton)Sangamon
2. WIAI-F	19.2	99.1, 50 KW @ 500	COUNTRY	, \$12.50	(PRO)
3. W DAN	14.2	1490, 1 KW/250 W	VARIETY	CBS, \$12.56	(Walton)Sangamon
4. WITY	10.8	980, 1 KW	CONTEMP	MBS, \$ 8.86	(Masla)
5. WMAQ	6.7	See Chicago			
6. WGN	5.8	See Chicago			
7. WLS	5.0	See Chicago			
8. WDWS-F	3.3	See Champaign condensed report			
9. WACF-F	1.7	98.5, 50 KW @ 500	COUNTRY	ABC-E, \$ 5.40	(---) (PARIS)
10. WBBM	.8	See Chicago			

EUREKA, CAL

1. KFMI-F	29.0	96.3, 30 KW @ 2830	CONTEMP	, \$7.00	(Market 4)
2. KRED	25.2	1480, 5 KW/1 KW	COUNTRY	, \$7.00	(Masla)
3. KINS	16.8	980, 5 KW/500 W	MOR	CBS, \$7.00	(Howard)
4. KXGO-F	7.6	93.5, 250 W @ 1050	BTFL MUS	ABC-E, \$7.00	(Lotus)
5. KATA	6.1	1340, 1 KW/250 W	CONTEMP	, \$7.80	(PRO)
6. KNCR	3.8	1090, 10 KW (DAYS)	MOR	, \$4.25	(Market 4)
7. KGO	.8	See San Francisco			

FLAGSTAFF, AZ

1. KEOS	25.0	690, 1 KW/500 W	CONTEMP	ABC-C, \$ 6.25	(Dwyer)
2. KAFF	19.7	930, 5 KW (DAYS)	COUNTRY	ABC-I, \$ 8.45	(Dahlsten)
KCLS	19.7	600, 5 KW/500 W	SOFT ROCK	NBC, \$10.00	(PRO)
4. KFLG-F	6.6	92.9, 50 KW @ 1600	BTFL MUSIC	, \$ 7.50	(Dahlsten)
5. KPGE	3.9	1340, 1 KW/250 W	VARIETY	, \$ 4.00	(---) (PAGE)
6. KAZM	2.6	1470, 5 KW (DAYS)	MOR	, \$ 6.60	(---) (SEDONA)
7. KCTB-F	1.3	93.9, 100 KW @ 1510	RELIG/BTFL	, \$ 5.75	(---)
KFI	1.3	See Los Angeles			

FREDERICK, MD

1. WFMD	16.7	930, 5 KW/1 KW	MOR	CBS, \$14.20	(Sav-Gates)	Gibbons
2. WZYQ-F+	15.3	103.9, 270 W @ 912	ROCK	ABC-C, \$24.00	(----)	
3. WFRE-F	14.6	99.9, 9 KW @ 1123	BTFL MUS	, \$11.11	(Sav-Gates)	Gibbons
4. WPOC-F	5.6	See Baltimore				
WRFL-F	5.6	92.5, 22 KW @ 1425	COUNTRY	NBC, \$ 6.75	(PRO)	(WINCHESTER)
6. WPGC-F	4.9	See Washington				
WTRI	4.9	1520, 500 W (DAYS)	COUNTRY	, \$ 6.00	(----)	
8. WWCS-F	3.5	106.9, 50 KW @ 841	COUNTRY	MBS, \$ 8.20	(Masla)	Rau (HAGERSTOWN)
WYCR-F	3.5	See York				
10. WASH-F	2.8	See Washington				

KILLEEN-TEMPLE, TX

1. KIXS-F	23.5	93.3, 100 KW @ 520	ROCK	MBS, \$12.50	(Sav-Gates)	
2. KTON	14.9	940, 1 KW (DAYS)	COUNTRY	ABC-I, \$12.35	(---)	Sigmor
3. KIXS	11.4	1050, 250 W (DAYS)	CONTEMP	MBS, \$ 7.75	(Sav-Gates)	
4. WBAP	8.5	See Dallas				
5. KTON-F	7.8	106.3, 950 W @ 400	COUNTRY	ABC-I, \$12.35	(----)	Sigmor
KTEN	7.8	1400, 1 KW/250 W	MOR	, \$12.00	(Selcom)	
7. KOOV-F	6.8	103.1, 3 KW @ 320,	COUNTRY	ABC-E, \$ 6.00	(Milam)	
8. KTSA	1.4	See San Antonio				
9. KRLD	1.1	See Dallas				
KPLE-F	1.1					

LAREDO, TX

1. KLAR	24.3	1300, 1 KW/500 W	CONTEMP	, \$ 6.30	(HR/Stone)	
2. KOYE-F	23.3	94.9, 100 KW @ 900	ROCK	, \$ 5.25	(UBC)	
3. KVOZ	21.4	1490, 1 KW	MOR	, \$ 9.00	(UBC)	
4. KKYX	3.9	See San Antonio				
5. KTSA	2.9	See San Antonio				
6. XEBK	1.9	1340, 500 W	? ?	, \$? ?	(----)	
XEK	1.9	960, 5 KW/1 KW	SPANISH	, \$ 6.40	(Sav-Gates)	
XEWL	1.9	1090, 1 KW	? ?	, \$? ?	(----)	
XGNK	1.9	1390, 250 W	? ?	, \$? ?	(----)	

PITTSFIELD, MA

1. WBEC	18.6	1420, 1 KW	CONTEMP	ABC-I, \$12.80	(Kettell)	
2. WBRK	17.1	1340, 1 KW/250 W	MOR	CBS, \$12.85	(Queen)	
3. WUPE-F	16.1	95.9, 710 W @ 560	CONTEMP	, \$13.00	(Schutz)	
4. WMNB	14.1	1230, 1 KW/250 W	MOR	, \$ 8.25	(Kirby)	
5. WMNB-F	3.5	100.1, 3 KW @ 480	BTFL MUS	, \$ 8.25	(Kirby)	
6. WSBS	3.0	860, 250 W (Days)	MOR	, \$ 8.50	(Kirby)	
7. WFLY-F	2.5	See Albany				
8. WHSH-F	2.0	See Albany				
WBRK-F	2.0	101.7, 3 KW @ 143	BTFL MUS	, \$ 9.50	(Queen)	
10. WPTR	1.5	See Albany				

PROVO, UT

1. KSL	18.4	See Salt Lake City				
2. KSFI-F	12.6	See Salt Lake City				
3. KAYK-F	10.3	96.1, 38 KW @ 2620	CONTEMP	, \$17.00	(Masla)	First Media
4. KAYK	9.2	960, 5 KW/1 KW	CONTEMP	, \$17.00	(Masla)	First Media
5. KLUB	8.6	See Salt Lake City				
6. KCPX-F	5.7	See Salt Lake City				
7. KEYY	3.4	1450, 1 KW/250 W	CONTEMP	, \$11.75	(PRO)	
KSOP-F	3.4	See Salt Lake City				
9. KZAN-F	2.9	97.9, 26 KW	? ?	, \$? ?		

REDDING, CAL

1. KRDG	21.1	1230, 1 KW/250 W	CONTEMP	ABC-C, \$9.90	(Howard)
2. KQMS	18.4	1400, 1 KW/250 W	MOR	NBC, \$7.44	(Buckley)
3. KSXO	11.4	600, 1 KW	MOR	, \$8.80	(PRO)
4. KCLM	9.6	1330, 5 KW (DAYS)	COUNTRY	MBS, \$9.00	(Market 4)
5. KAVA	6.1	1450, 1 KW/250 W	COUNTRY	ABC-I, \$3.40	(Radio TS)
6. KGO	5.3	See San Francisco			
7. KPAY-F	4.4	See Chico condensed report			
KSNR-F	4.4	95.9, 280 W @ 1080	ROCK	ABC-E, \$5.00	(Potter) (RED BLUFF)
9. KVIP	2.6	540, 1 KW (DAYS)	RELIGION	, \$? ?	(-----)
KABL-F	2.6	See San Francisco			

ROCHESTER, MN

1. KWEB	16.8	1270, 5 KW/1 KW	MOR	ABC-I, \$20.00	(PRO)
2. KRCH-F	15.9	101.7, 710 W @ 560	ROCK	ABC-F, \$13.50	(PRO)
3. KROC	14.0	1340, 1 KW/250 W	MOR	NBC, \$10.25	(Buckley)
4. WCCO	10.3	See Minneapolis-St. Paul			
5. KOLM	9.3	1520, 10 KW (DAYS)	COUNTRY	MBS, \$14.00	(Torbet)
6. KNXR-F	6.5	97.5, 93 KW @ 625	VARIETY	ABC-E, \$ 7.00	(----)
7. KWWK-F	4.7	96.7, 3 KW @ 295	ROCK	, \$12.75	(Torbet)
KROC-F	4.7	106.9, 100 KW @ 1100,	CONTEMP	, \$ 7.00	(Buckley)
9. WAYL-F	.9	See Minneapolis-St. Paul			

ROSEBURG, OR

1. KPNW	21.3	See Eugene-Springfield			
2. KQEN	16.0	1240, 1 KW	MOR	ABC-I, \$4.59	(Smith)
KRSB-F	16.0	103.1, 3 KW @ 218	CONTEMP	ABC-E, \$5.00	(Market 4)
4. KRNR	14.9	1490, 1 KW/250 W	COUNTRY	CBS, \$5.25	(PRO)
5. KYES	13.8	950, 1 KW (DAYS)	CONTEMP	, \$5.00	(Masla)
6. KPNW-F	3.2	See Eugene-Springfield			
7. KDUN	2.1	1470, 5 KW (DAYS)	MOR	, \$4.35	(Sand-Glenn)
8. KGO	1.1	See San Francisco			
KUGN	1.1	See Eugene-Springfield			

SALEM, OR

1. KUPL-F	9.2	See Portland			
2. KSKO-F	8.2	105.1, 100 KW @ 785	ROCK	, \$ 8.20	(Howard)
3. KGAY	7.8	1430, 5 KW (DAYS)	COUNTRY	ABC-I, \$ 8.25	(PRO)
4. KGW	7.4	See Portland			
5. KSLM	6.4	1390, 5 KW/1 KW	MOR	MBS, \$11.18	
6. KXL	5.0	See Portland			
KXL-F	5.0	See Portland			
8. KLLB-F	4.3	See Portland			
KEX	4.3	See Portland			
10. KINK-F	3.9	See Portland			

SHERMAN/DENISON, TX

1. WBAP	38.0	See Dallas-Fort Worth			
2. KIKM	13.0	910, 1 KW	MOR	, \$6.50	(Riley)
3. KDSX	10.9	950, 500 W	MOR	MBS, \$4.66	(Sav-Gates)
4. KRLD	6.5	See Dallas-Ft. Worth			
5. KDSQ-F	4.3	101.7, 3 KW @ 260	CONTEMP	ABC-F, \$3.50	(Sav-Gates)
6. KZEW-F	3.3	See Dallas-Ft. Worth			
7. KTXO	2.2	1500, 1 KW (DAYS)	COUNTRY	, \$5.00	(Miller)
KPBC	2.2	See Dallas-Ft. Worth			
KLIF	2.2	See Dallas-Ft. Worth			
KMEZ-F	2.2	See Dallas-Ft. Worth			

SIoux CITY, IA

1. KSEZ-F	20.8	97.9, 62 KW @ 280	ROCK	ABC-F, \$ 8.60	(Mc-Guild) Stuart
2. KBCM-F	16.3	95.5, 100 KW @ 898	COUNTRY	, \$15.50	(PRO)
3. KSCJ	15.7	1360, 5 KW	MOR	ABC-I, \$13.00	(HR/Stone)
4. KWSL	12.9	1470, 5 KW	MOR/AC	NBC, \$16.50	(Torbet)
5. KMNS	8.4	620, 1 KW	CONT/AC	MBS, \$14.50	(Mc-Guild) Stuart
6. KZZL-F	7.9	99.5, 100 KW @ 794	BTFL MUS	, \$12.50	(Midwest)
7. WOW	7.3	See Omaha			
8. KWMT	.6	540, 5 KW	COUNTRY	ABC-C, \$28.50	(Buckley) (FT DODG)
WNAX	.6	570, 5 KW	COUNTRY	CBS, \$34.50	(Eastman) Park (YANKTON)

SPRINGFIELD, ILL

1. WTAX	17.4	1240, 1 KW/250 W	MOR	CBS, \$22.35	(Eastman) Sangamon
2. WDBR-F	16.2	103.7, 20 KW @ 313	ROCK	, \$22.35	(Eastman) Sangamon
3. WMAY	12.6	970, 1 KW/500 W	COUNTRY	NBC, \$17.50	(HR/Stone)Mid-Fam
4. WCVS	12.3	1450, 1 KW/250 W	CONTEMP	ABC-C, \$19.50	(Mc-Guild) Eastern
5. WVEM-F	8.3	101.9, 50 KW @ 275	BTFL MUS	ABC-F, \$ 8.00	(-----)
6. KMOX	3.6	See St. Louis			
WEEE-F	3.6	92.7, 3 KW @ 300	AOR	, \$10.50	(Walton)
8. WDZQ-F	2.8	95.1, 50 KW @ 550	COUNTRY	, \$20.00	(Buckley) Prairieland (DECATUR)
9. WGN	1.2	See Chicago			
KXOK	1.2	See St. Louis			

STAUTON-WAYNESBORO, VA

1. WKDW	28.1	900, 1 KW (DAYS)	COUNTRY	, \$7.92	(PRO)
2. WTON	21.1	1240, 1 KW/250 W	MOR/AC	, \$6.00	(----)
3. WSGM-F	11.4	93.5, 3 KW @ 352	ROCK	, \$5.94	(PRO)
4. WABH	8.8	1150, 1 KW (DAYS)	ROCK	, \$6.50	(Beaver)
5. WQPO-F	5.3	100.7, 7 KW @ 340	CONTEMP	, \$7.50	(PRO) Gilmore (HARRISONBURG)
6. WWWV-F	4.4	See Charlottesville condensed market report			
WANV	4.4	970, 5 KW/1 KW	MOR/AC	, \$5.95	(Busby)
8. WSVB	2.6	550, 5 KW/1 KW	MOR	, \$9.00	(PRO) Gilmore (HARRISONBURG)
9. WPED	1.8	See Charlottesville condensed market report			
WAYB	1.8	1490, 1 KW/250 W	MOR	MBS, \$4.25	(-----)

TRENTON, NJ

1. WHWH	12.3	1350, 5 KW (DA-2)	MOR	ABC-E, \$21.80	(Masla)	Nassau
2. WWSH-F	10.7	See Philadelphia				
3. WPST-F	10.2	97.5, 50 KW @ 450	ROCK			
WMMR-F	10.2	See Philadelphia				
5. WDAS-F	7.0	See Philadelphia				
6. WCAU	6.8	See Philadelphia				
7. WSNI-F	5.7	See Philadelphia				
8. WOR	4.3	See New York				
WTTM	4.3	920, 1 KW (DA-N)	MOR/AC	ABC-C, \$10.15	(Mc-Guild)	Great Scott
10. WFLN-F	3.2	See Philadelphia				

VICTORIA, TX

1. KVIC	29.4	1340, 1 KW	CONTEMP			
2. KNAL	26.5	1410, 500 W	COUNTRY			
3. KCWM-F	8.8	95.1, 57 KW @ 500	BTFM MUSIC			
KKYX	8.8	See San Antonio				
KTSA	8.8	See San Antonio				
6. KTRH	5.9	See Houston				
7. KILT	1.5	See Houston				

WATERBURY-NAUGATUCK, CT

1. WTIC	16.0	See Hartford				
2. WATR	9.6	1320, 5 KW/1 KW	AC			
3. WKSS-F	8.9	See Hartford				
4. WDRC-F	6.8	See Hartford				
WWCO	6.8	1240, 1 KW/250 W	MOR/AC			
6. WPLR-F	5.1	See New Haven				
7. WTIC-F	4.8	See Hartford				
WEZN-F	4.8	See Bridgeport				
9. WNVR	4.4	1380, 5 KW/500 W	CONTEMP/AC	ABC-C, \$17.00	(----)	
10. WOR	3.8	See New York				

BATTLE CREEK, MI

1. WBCK	15.8	930, 5 KW/1 KW, MOR				
2. WKNR	15.1	1400, 1 KW/250 W, ROCK				
3. WKFR-F	6.6	See Kalamazoo				
WOOD-F	6.6	See Grand Rapids				
5. WQLR-F	5.8	See Kalamazoo				
6. WGRD-F+	5.0	See Grand Rapids				
7. WWKQ	4.6	1500, 1 KW (DAYS), COUNTRY				
8. WNWN-F	3.5	98.5, 50 KW @ 500, COUNTRY				

AUGUSTA, ME

1. WABK-F+	24.0	104.3, 15 KW @ 340, MOR				
2. WIGY-F	13.6	See Portland				
3. WFAU-F+	12.8	101.3, 5 KW @ 315, COUNTRY				
4. WGAN-F	8.8	See Portland				
5. WBLM-F	8.0	See Portland				
6. WTVL+	6.4	1490, 1 KW/250 W, MOR				
7. WHOM-F	4.8	See Portland				
WTOS-F	4.8	105.1, 25 KW @ 4300, AOR				

SECTION III - BURKE DATA

The Burke Broadcast Research section of American Radio is divided into two parts. The first part is composed of individual market reports using Burke data from Spring 1979 (April through June). All of the rankings are based on 12+, Monday-Sunday, 6 AM - Midnight.

Part 2 uses Burke data from their Winter sweep (Jan through March 1979). This section features qualitative indices which indicate how well a station performs against a particular qualitative group.

Burke provides a cume rating of a particular grouping for each station. That cume rating is then divided by the total cume rating for the demographic group which includes the individual qualitative grouping.

EXAMPLE: WAAA has a cume rating of 5.0 against 12+ year old heavy soft drink users (six or more servings per week). The stations cume rating against all persons 12+ is 4.0. This figure (4.0) is divided into 5.0 and the result is 1.25 or 125. One can make the conclusion that WAAA performs quite well against heavy soft drink users. If the cume rating figures were reversed the index would be 80 which would indicate that WAAA might not be a very efficient station to use if the target was 12+ heavy soft drink users.

Burke does not compute the index, they only provide the cume rating. American Radio calculated the indices for almost 250 stations for 13 different qualitative groupings. The groupings are as follows:

1. 18+ Household income of less than \$15,000 per year
2. 18+ Household income of \$15,000 to \$25,000 per year
3. 18+ Household income of more than \$35,000 per year
4. 18+ Male occupation - Professional
5. 18+ Male occupation - White Collar
6. 18+ Male occupation - Blue Collar
7. 18+ Education - High School
8. 18+ Education - College
9. 12+ Soft Drink Heavy Users (6 or more serving per week)
10. Men 18+ Beer Heavy Users (6 or more servings per week)
11. 12+ Fast Food Customers (1 or more meals per week)
12. 18+ Airline Users (1 round trip or more in last year)
13. 12+ Light TV Users (less than two hours per day)

After I calculated the data for all of the stations I then took the data and applied it to particular formats. I calculated a mean index for each qualitative group for each format. The results can be found on the first page of part 2.

PART I

BURKE INDIVIDUAL MARKET REPORTS

ATLANTA (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/METRO CUME RAT</u>
1. WZGC-F 428/12.8	1. WZGC-F 510	1. WSB 5317/29.6
2. WSB 378/11.3	2. WKLS-F 454	2. WZGC-F 4815/25.5
3. WKLS-F 334/10.0	3. WSB 446	3. WQXI-F 4078/24.2
4. WVEE-F 326/ 9.8	4. WVEE-F 408	4. WKLS-F 3377/17.8
5. WQXI-F 304/ 9.1	5. WQXI-F 322	5. WSB-F 2750/15.3
6. WSB-F 199/ 6.0	6. WSB-F 244	6. WPCH-F 2477/13.5
7. WPLO 191/5.7	7. WPCH-F 216	7. WPLO 2340/14.6
8. WPCH-F 168/ 5.1	8. WPLO 198	8. WVEE-F 2047/11.8
9. WLTA-F 123/ 3.7	9. WLTA-F 134	9. WQXI 1769/10.7
10. WAOK 109/ 3.3	10. WAOK 112	10. WBIE-F 1321/ 5.6
11. WQXI 106/ 3.2	11. WQXI 111	11. WAOK 1130/ 7.4
12. WBIE-F 75/ 2.2	12. WBIE-F 100	12. WLTA 1067/ 6.1

AVERAGE PERSON RATING: 22.4

BOSTON (BASED ON BURKE DATA - APR-JUNE 79)

12+ METRO	1/4/SHARE	FALL 78
1. WBCN-F	583/9.2	6.0
2. WHDH	510/8.1	9.1
3. WJIB-F	461/7.3	8.2
4. WVBF-F	454/7.2	7.7
5. WBZ	442/7.0	9.6
6. WXKS-F	439/6.9	---
7. WRKO	371/5.9	5.9
8. WCOZ-F	339/5.4	5.1
9. WEEI-F	284/4.5	3.9
10. WEEI	280/4.4	5.0
11. WITS	227/3.6	2.7
12. WROR-F	193/3.0	3.2
13. WBOS-F	176/2.8	5.9
14. WCRB-F	131/2.1	---
15. WSSH-F	114/1.8	---

12+ TA	1/4
1. WBCN-F	682
2. WBZ	660
3. WVBF-F	539
4. WHDH	535
5. WJIB-F	519
6. WRKO	515
7. WXKS-F	490
8. WCOZ-F	485
9. WAAF-F	347
10. WEEI-F	341
11. WEEI	299
12. WROR-F	268
13. WITS	238
14. WBOS-F	185
15. WSSH-F	169

12+ TA	CUME/MSA	CUME RAT
1. WBZ	9623/21.9	
2. WRKO	8093/20.1	
3. WHDH	6722/20.3	
4. WVBF-F	6474/18.1	
5. WBCN-F	6084/15.8	
6. WCOZ-F	5949/14.0	
7. WEEI	5563/17.1	
8. WJIB-F	5544/16.4	
9. WXKS-F	4139/11.6	
10. WITS	3933/11.9	
11. WROR-F	3636/ 9.3	
12. WEEI-F	3571/ 9.5	
13. WAAF-F	3136/ 3.3	
14. WSSH-F	2349/ 5.6	
15. WBOS-F	2231/ 6.2	

AVERAGE PERSON RATING: 20.7

CHICAGO (BASED ON BURKE DATA - APR-JUNE 79)

12+ METRO	1/4/SHARE	FALL 78
1. WLUP-F	1278/9.2	3.0
2. WGN	1176/8.5	7.3
3. WBMX-F	1102/8.0	6.8
4. WLS	1094/7.9	9.0
5. WBBM	711/5.1	6.2
6. WLOO-F	699/5.0	5.4
7. WMAQ	653/4.7	6.8
8. WVON	542/3.9	4.8
9. WFYR-F	534/3.9	3.3
10. WLAK-F	500/3.6	4.3
11. WEFM-F	496/3.6	3.1
12. WIND	490/3.5	2.8
13. WCLR-F	435/3.1	2.4
14. WXRT-F	412/3.0	2.1
15. WGCI-F	410/3.0	1.9
16. WDAI-F	327/2.4	1.8
17. WBBM-F	306/2.2	2.7
18. WJPC	268/1.9	---
19. WFMT-F+	187/1.3	1.7
20. WKQX-F	182/1.3	3.6

12+ TA	1/4
1. WLS	2024
2. WGN	1457
3. WLUP-F	1334
4. WMAQ	1298
5. WBMX-F	1165
6. WBBM	880
7. WLOO-F	704
8. WIND	554
9. WFYR-F	543
10. WVON	542
11. WLAK-F	514
WEFM-F	514
13. WCLR-F	441
14. WGCI-F	433
15. WXRT-F	416
16. WBBM-F	349
17. WDAI-F	332
18. WJPC	318
19. WJJD	210
20. WKQX-F	204

12+ TA	CUME/MSA	CUME RAT
1. WLS	27178/22.7	
2. WGN	16417/19.8	
3. WMAQ	14616/12.2	
4. WBBM	10426/13.5	
5. WLUP-F	7905/12.0	
6. WBMX-F	6558/ 9.5	
7. WIND	5727/ 8.2	
8. WVON	5394/ 8.7	
9. WEFM-F	5090/ 7.8	
10. WLOO-F	5038/ 7.8	
11. WLAK-F	4745/ 7.4	
12. WDAI-F	4477/ 6.9	
13. WFYR-F	4354/ 6.8	
14. WBBM-F	4102/ 6.0	
15. WGCI-F	4079/ 6.2	
16. WMET-F	3928/ 6.2	
17. WCLR-F	3345/ 5.2	
18. WXRT-F	3258/ 5.1	
19. WJPC	3047/ 4.6	
20. WKQX-F	2802/ 4.1	

AVERAGE PERSON RATING: 22.2

DALLAS-FT WORTH (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>
1. KVIL-F 542/10.8	1. WBAP 866	1. WBAP 8179/18.7
2. WBAP 450/ 8.9	2. KVIL-F 568	2. KRLD 4122/14.7
3. KZEW-F 357/ 7.1	3. KZEW-F 435	3. KVIL-F 3834/15.9
4. KKDA-F 339/ 6.7	4. KSCS-F 400	4. KZEW-F 3496/12.9
5. KTXQ-F 330/ 6.6	5. KTXQ-F 369	5. KLIF 3058/11.3
6. KSCS-F 319/ 6.3	6. KKDA-F 360	6. KSCS-F 3056/11.6
7. KFJZ-F 266/ 5.3	7. KFJZ-F 334	7. KFJZ-F 3026/11.5
8. KNOK-F 253/ 5.0	8. KRLD 317	8. WFAA 2601/ 8.2
9. KRLD 227/ 4.5	9. KNOK-F 261	9. KKDA-F 2472/10.1
10. KLIF 190/ 3.8	10. KLIF 229	10. KTXQ-F 2232/ 9.5
11. KBOX 179/ 3.6	11. WFAA 189	11. KNUS-F 2090/ 9.1
12. KNUS-F 154/ 3.1	12. KBOX 183	12. KNOK-F 1884/ 8.0
13. WFAA 143/ 2.8	13. KNUS-F 161	13. KBOX 1760/ 7.9
14. KMEZ-F 136/ 2.7	14. KMEZ-F 154	14. KFJZ 1622/ 6.5
15. KOAX-F 116/ 2.3	15. KOAX-F 134	15. KOAX-F 1323/ 5.5

AVERAGE PERSON RATING: 23.3

DENVER (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>
1. KAZY-F 232/8.5	1. KIMN 328	1. KIMN 3806/22.7
2. KIMN 223/8.1	2. KAZY-F 265	2. KOA 3349/17.8
3. KHOW 208/7.5	3. KHOW 239	3. KHOW 2835/18.8
4. KTLK 200/7.3	4. KOA 214	4. KAZY-F 1987/13.2
5. KBPI-F 161/5.8	5. KLZ 205	5. KBPI-F 1913/15.0
6. KOA 151/5.5	6. KTLK 203	6. KTLK 1881/14.4
7. KLZ 145/5.3	7. KBPI-F 161	7. KLZ 1772/10.4
8. KLIR-F 127/4.6	8. KLIR-F 143	8. KOSI-F 1707/11.7
9. KOSI-F 116/4.2	9. KOAQ-F 129	9. KYGO-F 1515/10.1
10. KPPL-F 108/3.9	KOSI-F 129	10. KOAQ-F 1479/10.2
11. KVOD-F 106/3.8	11. KYGO-F 125	11. KLIR-F 1460/10.7
KOAQ-F 106/3.8	12. KVOD-F 121	12. KOSI 1051/ 7.4
13. KYGO-F 97/3.5	13. KPPL-F 110	13. KLAK 893/ 6.6
14. KADX-F 96/3.5	14. KADX-F 96	14. KVOD-F 875/ 6.4
15. KOSI-F 78/2.8	15. KOSI 81	15. KERE 859/ 5.3

AVERAGE PERSON RATING: 22.2

DETROIT (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>FALL 78</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>			
1. WJR	982/11.3	9.9	1. WJR	1299	1. WJR	13262/28.5
2. WWWW-F	618/ 7.1	5.7	2. CKLW	892	2. CKLW	12553/22.7
3. CKLW	490/ 5.6	3.9	3. WWWW-F	703	3. WRIF-F	7842/19.2
WABX-F	490/ 5.6	7.5	4. WRIF-F	594	4. WWWW-F	6842/17.0
5. WRIF-F	484/ 5.6	8.0	5. WABX-F	553	5. WDRQ-F	5981/16.0
6. WXYZ	429/ 4.9	3.6	6. WDRQ-F	445	6. WABX-F	5829/14.7
7. WDRQ-F	418/ 4.8	5.3	7. WXYZ	440	7. WJR-F	5574/13.4
8. WJR-F	370/ 4.3	6.0	8. WJR-F	439	8. WWJ	4767/12.3
9. WWJ	348/ 4.0	4.4	9. WWJ	398	9. WXYZ	4089/11.2
10. WNIC-F	312/ 3.6	3.5	10. WMJC-F	340	10. WNIC-F	3840/10.2
11. WOMC-F	303/ 3.5	3.3	11. WNIC-F	320	11. WMJC-F	3710/ 9.3
12. WMJC-F	300/ 3.4	2.8	12. WOMC-F	314	12. WOMC-F	3285/ 8.5
13. WJZZ-F	263/ 3.0	4.3	13. WJZZ-F	277	13. WJZZ-F	3282/ 8.8
14. WWJ-F	241/ 2.8	2.8	14. WWJ-F	242	14. WDEE	2685/ 6.6
15. WLBS-F	222/ 2.6	---	15. WLBS-F	222	15. WJLB	2573/ 7.3
16. WJLB	218/ 2.5	4.1	16. WTWR-F	220	16. WTWR-F	2562/ 6.9
17. WTWR-F	214/ 2.5	---	17. WJLB	218	17. WCHB	2272/ 6.4
18. WCHB	205/ 2.4	2.0	18. WDEE	216	18. WWJ-F	2265/ 6.2
19. WDEE	191/ 2.2	2.6	19. WCHB	205	19. CKLW-F	1925/ 3.4
20. WCXI	159/ 1.8	---	20. WCXI	169	20. WCZY-F	1777/ 4.9

AVERAGE PERSON RATING: 24.5

HOUSTON (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>FALL 78</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>			
1. KMJQ-F	547/10.8	13.4	1. KRBE-F	595	1. KRBE-F	5041/20.7
2. KRBE-F	543/10.7	10.2	2. KMJQ-F	560	2. KILT	4520/17.8
3. KLOL-F	373/ 7.3	3.3	3. KLOL-F	389	3. KIKK-F	3469/14.1
4. KYND-F	349/ 6.8	4.5	4. KYND-F	359	4. KMJQ-F	3237/13.9
5. KILT-F	328/ 6.4	5.0	KILT	359	5. KILT-F	3224/13.6
6. KENR	282/ 5.5	4.6	6. KILT-F	343	6. KAUM-F	2830/12.6
7. KILT	272/ 5.4	6.7	7. KIKK-F	294	7. KYND-F	2795/12.2
8. KIKK-F	261/ 5.1	8.2	8. KTRH	285	8. KPRC	2739/11.5
9. KTRH	252/ 5.0	5.0	9. KENR	282	9. KLOL-F	2589/11.2
10. KPRC	206/ 4.1	2.2	10. KPRC	211	10. KTRH	2587/10.4
11. KRLY-F	182/ 3.6	3.4	11. KAUM-F	191	11. KENR	2092/ 9.5
12. KAUM-F	181/ 3.6	3.8	12. KRLY-F	187	12. KRLY-F	2011/ 8.9
13. KQUE-F	125/ 2.5	3.1	13. KQUE-F	129	13. KULF	1600/ 6.7
14. KULF	90/ 1.8	3.3	14. KIKK	96	14. KYOK	1083/ 4.9
15. KIKK	88/ 1.7	---	15. KULF	94	15. KODA-F	1063/ 4.7

AVERAGE PERSON RATING: 23.2

LOS ANGELES (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE FALL 78</u>			<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>		
1. KMET-F	1612/10.1	7.8	1. KMET-F	2019	1. KMET-F	12717/14.1
2. KABC	968/ 6.1	6.0	2. KABC	1099	2. KABC	10480/12.0
4. KLAC	701/ 4.4	4.0	3. KRTH-F	834	3. KFI	10179/ 7.8
4. KLAC	624/ 3.9	2.8	4. KNX	747	4. KNX	10084/10.4
5. KRTH-F	611/ 3.8	3.2	5. KUTE-F	746	5. KLOS-F	9109/10.1
6. KRLA	597/ 3.7	3.3	6. KBIG-F	734	6. KRTH-F	8727/ 9.2
7. KBIG-F	595/ 3.7	3.9	7. KFI	723	7. KBIG-F	7389/ 8.2
8. KNX	546/ 3.4	4.0	8. KLAC	702	8. KHJ	7237/ 9.0
9. KJOI-F	529/ 3.3	3.7	9. KJOI-F	631	9. KFWB	7216/ 8.8
10. KFWB	513/ 3.2	3.7	10. KRLA	629	10. KMPC	6976/ 8.1
KMPC	513/ 3.2	2.5	11. KMPC	577	11. KRLA	6869/ 8.9
12. KIIS-F	468/ 2.9	2.4	12. KFWB	555	12. KTNQ	6741/ 7.9
13. KNX-F	459/ 2.9	---	13. KNX-F	548	13. KLAC	6502/ 7.1
14. KLOS-F	431/ 2.7	3.9	14. KIIS-F	535	14. KNX-F	6071/ 7.1
15. KTNQ	396/ 2.5	2.6	15. KLOS-F	508	15. KUTE-F	5955/ 7.4
16. KFI	392/ 2.5	2.3	16. KTNQ	463	16. KIIS-F	5905/ 6.8
17. KDAY	374/ 2.3	4.2	17. KHJ	390	17. KJOI-F	5064/ 6.0
18. KKG0-F	362/ 2.3	---	18. KKG0-F	384	18. KWST-F	4531/ 5.2
19. KZLA-F	351/ 2.2	---	19. KDAY	383	19. KOST-F	4046/ 4.2
20. KHJ	340/ 2.1	3.3	20. KZLA-F	367	20. KDAY	3480/ 4.6

AVERAGE PERSON RATING: 21.7

MINNEAPOLIS-ST PAUL (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>		<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>		
1. WCCO	697/19.4	1. WCCO	985	1. WCCO	11614/48.2
2. KQRS-F+	517/14.4	2. KQRS-F+	554	2. KDWB+	6263/27.8
3. KDWB+	409/11.4	3. KDWB+	531	3. KSTP	4244/17.0
4. WCCO-F	256/ 7.1	4. WDGY	354	4. KQRS-F+	4206/23.3
5. WDGY	229/ 6.4	5. WCCO-F	352	5. WDGY	4015/16.9
6. KEEY-F	201/ 5.6	6. KSTP	297	6. WCCO-F	3871/16.8
7. KSTP-F	185/ 5.2	7. KSTP-F	238	7. KSTP-F	2059/ 9.8
8. KSTP	184/ 5.1	8. KEEY-F	225	8. KEEY-F	1966/10.4
9. WAYL-F	140/ 3.9	9. WAYL-F	160	9. WAYL-F	1888/ 9.5
10. KFMX-F	102/ 2.8	10. KFMX-F	103	10. KFMX-F	1094/ 6.2

AVERAGE PERSON RATING: 21.5

NEW YORK (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE FALL 78</u>			<u>12+ TA 1/4</u>		<u>12+ TA CUME/MSA CUME RAT</u>	
1. WKTU-F	3392/10.8	9.3	1. WKTU-F	3494	1. WABC	32133/20.0
2. WBLS-F	3043/ 9.7	4.5	2. WBLS-F	3138	2. WKTU-F	25533/18.3
3. WABC	2050/ 6.5	7.1	3. WABC	2358	3. WINS	22558/16.1
4. WOR	1696/ 5.4	5.3	4. WOR	1886	4. WCBS	21666/14.1
5. WCBS	1443/ 4.6	4.1	5. WCBS	1686	5. WNBC	21099/12.5
6. WPLJ-F	1421/ 4.5	4.7	6. WPLJ-F	1547	6. WOR	20531/13.7
7. WINS	1410/ 4.5	4.4	7. WINS	1453	7. WBLS-F	19718/13.8
8. WHN	1065/ 3.4	3.5	8. WNBC	1281	8. WPLJ-F	19113/12.8
9. WNBC	989/ 3.1	3.3	9. WHN	1274	9. WXLO-F	14914/10.0
10. WNEW-F	914/ 2.9	2.7	10. WNEW-F	945	10. WHN	13452/ 8.7
11. WMCA	871/ 2.8	2.1	11. WMCA	892	11. WCBS-F	11947/ 8.2
12. WCBS-F	798/ 2.5	3.3	12. WCBS-F	855	12. WNEW-F	10021/ 7.1
13. WXLO-F	767/ 2.4	3.1	13. WRFM-F	814	13. WNEW	9304/ 6.4
14. WRFM-F	745/ 2.4	3.5	14. WXLO-F	802	14. WPAT-F	9187/ 6.5
15. WPAT-F	724/ 2.3	2.5	15. WPAT-F	739	15. WPIX-F	9116/ 6.3
16. WRVR-F	704/ 2.2	---	16. WRVR-F	706	16. WMCA	8418/ 5.8
17. WQXR-F+	592/ 1.9	1.6	17. WQXR-F+	655	17. WRFM-F	8052/ 5.6
18. WPAT	571/ 1.8	2.1	18. WPAT	583	18. WPAT	7881/ 5.5
19. WPIX-F	497/ 1.6	1.5	19. WNEW	553	19. WRVR-F	6460/ 4.6
20. WTFM-F	451/ 1.4	---	20. WTFM-F	517	20. WADO	5273/ 3.9

AVERAGE PERSON RATING: 23.2

PHILADELPHIA (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE FALL 78</u>			<u>12+ TA 1/4</u>		<u>12+ TA CUME/MSA CUME RAT</u>	
1. KYW	846/9.0	9.0	1. KYW	999	1. KYW	13692/28.3
2. WDAS-F	787/8.4	7.9	2. WDAS-F	852	2. WFIL	7553/14.4
3. WMMR-F	655/7.0	4.7	3. WMMR-F	822	3. WMMR-F	7326/14.6
4. WWSH-F	647/6.9	5.0	4. WWSH-F	770	4. WYSP-F	6678/12.7
5. WIP	461/4.9	5.5	5. WYSP-F	559	5. WCAU	6418/13.8
6. WDVR-F	445/4.7	4.0	6. WIP	557	6. WIFI-F	6342/11.3
7. WFIL	409/4.4	6.3	7. WIFI-F	510	7. WIP	6330/13.3
8. WCAU-F	403/4.3	5.4	8. WFIL	508	8. WCAU-F	6303/13.3
9. WYSP-F	380/4.1	5.3	9. WDVR-F	500	9. WWSH-F	5841/11.4
10. WIFI-F	357/3.8	3.8	10. WCAU-F	493	10. WIOQ-F	5165/ 9.8
11. WSNI-F	331/3.5	2.7	11. WSNI-F	399	11. WDAS-F	4331/ 9.6
12. WCAU	325/3.5	4.1	12. WCAU	395	12. WZZD	3772/ 8.6
13. WMGK-F	320/3.4	2.9	13. WMGK-F	371	13. WDVR-F	3722/ 8.4
14. WIOQ-F	299/3.2	4.7	14. WIOQ-F	366	14. WMGK-F	3399/ 7.4
15. WUSL-F	273/2.9	1.6	15. WUSL-F	351	15. WPEN	2760/ 6.0
16. WFLN-F+	245/2.6	2.7	16. WFLN-F+	299	16. WSNI-F	2502/ 5.0
17. WZZD	227/2.4	2.1	17. WPEN	272	17. WWDB-F	2346/ 4.9
18. WWDB-F	222/2.4	3.4	WZZD	272	18. WUSL-F	2390/ 4.9
19. WPEN	217/2.3	1.6	19. WWDB-F	247	19. WFLN-F	2224/ 4.8
20. WDAS	191/2.0	1.8	20. WDAS	241	20. WDAS	2146/ 4.6

AVERAGE PERSONS RATING: 23.5

PITTSBURGH (BASED ON BURKE DATA - APR-JUNE 79)

12+ METRO 1/4/SHARE

1. KDKA	835/19.8
2. WDVE-F	398/ 9.4
3. WSHH-F	350/ 8.3
4. WTAE	289/ 6.8
5. WAMO-F	272/ 6.4
6. WXXK-F	250/ 5.9
7. WWSW	194/ 4.6
8. KQV	192/ 4.5
9. WFFM-F+	176/ 4.1
10. WPEZ-F	154/ 3.6
11. WJOI-F	145/ 3.4
12. WKTQ	133/ 3.1
13. WYDD-F	129/ 3.1
14. WEEP	113/ 2.7
15. KDKA-F	61/ 1.5

12+ TA 1/4

1. KDKA	1216
2. WDVE-F	676
3. WSHH-F	411
4. WXXK-F	364
5. WPEZ-F	320
6. WAMO-F	319
7. WTAE	318
8. WFFM-F+	221
9. WWSW	204
10. WJOI-F	203
11. KQV	199
12. WYDD-F	170
13. WKTQ	159
WEEP	159
15. KDKA-F	88

12+ TA CUME/MSA CUME RAT

1. KDKA	12848/47.9
2. WDVE-F	4584/16.4
3. WXXK-F	4390/16.7
4. WPEZ-F	4349/12.4
5. WTAE	4049/18.3
6. WSHH-F	3264/13.8
7. WKTQ	2639/11.0
8. KQV	1864/ 4.5
9. WAMO-F	1828/ 7.7
10. WWSW	1822/ 8.5
11. WFFM-F	1765/ 7.8
12. WYDD-F	1641/ 5.8
13. WJOI-F	1498/ 6.2
14. WEEP	1398/ 4.6
15. KDKA-F	1169/ 5.0

AVERAGE PERSON RATING: 22.1

ST LOUIS (BASED ON BURKE DATA - APR-JUNE 79)

12+ METRO 1/4/SHARE

1. KMOX	1008/22.1
2. KSHE-F	527/11.6
3. WWWK-F+	469/10.3
4. KSLQ-F	320/ 7.0
5. WIL-F	276/ 6.1
6. WIL	216/ 4.7
7. KXOK	179/ 3.9
8. KEZK-F	163/ 3.6
9. KSD	152/ 3.3
10. KADI-F	148/ 3.2
11. KADI-F	145/ 3.2
12. KKSS-F	119/ 2.6

12+ TA 1/4

1. KMOX	1129
2. KSHE-F	570
3. WWWK-F+	490
4. KSLQ-F	373
5. WIL-F	350
6. KXOK	299
7. WIL	244
8. KSD	198
9. KEZK-F	178
10. KMOX-F	164
11. KADI-F	151
12. KKSS-F	125

12+ TA CUME/MSA CUME RAT

1. KMOX	9314/38.6
2. KXOK	5198/17.2
3. KSLQ-F	4912/23.0
4. WWWK-F+	4057/19.0
5. KSHE-F	3952/17.4
6. KSD	3402/12.4
7. KADI-F	3023/14.7
8. WIL-F	2837/12.7
9. WIL	2545/12.1
10. KMOX-F	2475/11.2
11. WRTH	1986/ 9.8
12. KKSS-F	1633/ 7.8

AVERAGE PERSON RATING: 23.4

SAN DIEGO (BASED ON BURKE DATA - APR-JUNE 79)

12+ METRO 1/4/SHARE

1.	KGB-F	259/7.9
2.	KFMB-F	217/6.6
3.	KPRI-F	203/6.2
4.	KFMB	170/5.2
5.	KITT-F	147/4.5
6.	KMJC	129/3.9
7.	XTRA-F	127/3.9
8.	XHRM	117/3.6
9.	KJQY-F	113/3.5
10.	KBZT-F	104/3.2
11.	XTRA	95/2.9
12.	KEZL-F	91/2.8

SAN DIEGO MSA AND TA
ARE THE SAME.

12+ TA CUME/MSA CUME RAT

1.	KFMB	2453/17.2
2.	KFMB-F	2262/15.9
3.	KGB-F	2035/14.3
4.	KPRI-F	1645/11.6
5.	KCBQ	1575/11.1
6.	KGB	1371/ 9.6
7.	KMJC	1339/ 9.4
8.	KSDO	1217/ 8.5
9.	KITT-F	1171/ 8.2
10.	XTRA	1089/ 7.6
11.	KNX	1042/ 7.3
12.	KSON	948/ 6.7

AVERAGE PERSON RATING: 23.0

SAN FRANCISCO (BASED ON BURKE DATA - APR-JUNE 79)

12+ METRO 1/4/SHARE

1.	KGO	752/7.9
2.	KFRC	637/6.7
3.	KSOL-F	460/4.8
4.	KMEL-F	358/3.8
5.	KNBR	355/3.7
6.	KDIA	351/3.7
7.	KOME-F	328/3.4
8.	KCBS	324/3.4
9.	KIOI-F	309/3.2
10.	KSFO	302/3.2
11.	KFOG-F	293/3.1
12.	KABL	285/3.0
13.	KYA	247/2.6
14.	KSFX-F	241/2.5
	KNEW	241/2.5
16.	KSAN-F	222/2.3
17.	KABL-F	220/2.3
18.	KYUU-F	197/2.1
19.	KYA-F	192/2.0
20.	KLOK	172/1.8

12+ TA 1/4

1.	KGO	998
2.	KFRC	768
3.	KNBR	552
4.	KCBS	481
5.	KSOL-F	471
6.	KFOG-F	379
7.	KMEL-F	364
8.	KDIA	351
9.	KIOI-F	348
10.	KOME-F	332
11.	KSFX-F	315
12.	KSFO	305
13.	KABL	288
14.	KYA	250
	KNEW	250
16.	KABL-F	247
17.	KSAN-F	242
18.	KYA-F	232
19.	KLOK	217
20.	KYUU-F	215

12+ TA CUME/MSA CUME RAT

1.	KFRC	11661/20.3
2.	KGO	8970/16.5
3.	KNBR	7158/12.7
4.	KCBS	5315/10.6
5.	KSFO	4221/ 9.6
6.	KYA	4182/ 9.5
7.	KIOI-F	4109/ 8.8
8.	KSFX-F	3948/ 8.1
9.	KFOG-F	3920/ 8.0
10.	KYA-F	3682/ 7.3
11.	KSOL-F	3582/ 7.8
12.	KABL	3580/ 8.3
13.	KMEL-F	3576/ 8.4
14.	KABL-F	3346/ 7.1
15.	KLOK	3217/ 6.8
16.	KSAN-F	3125/ 7.0
17.	KNEW	3029/ 6.6
18.	KOME-F	2905/ 6.5
19.	KDIA	2830/ 6.7
20.	KYUU-F	2240/ 4.9

AVERAGE PERSON RATING: 22.6

WASHINGTON BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE FALL 78</u>			<u>12+ TA 1/4</u>		<u>12+ TA CUME/MSA CUME RAT</u>				
1.	WPGC-F+	713/12.1	12.3	1.	WPGC-F+	946	1.	WPGC-F	7627/24.7
2.	WMAL	545/ 9.3	9.5	2.	WMAL	604	2.	WMAL	6525/24.0
3.	WOOK-F	483/ 8.2	7.0	3.	WOOK-F	513	3.	WWDC-F	3955/13.5
4.	WHUR-F	438/ 7.4	8.3	4.	WHUR-F	459	4.	WHUR-F	3791/14.1
5.	WASH-F	322/ 5.5	4.7	5.	WWDC-F	369	5.	WOOK-F	3670/13.5
6.	WWDC-F	306/ 5.2	6.7	6.	WASH-F	357	6.	WTOP	3560/12.6
7.	WAVA-F	251/ 4.3	---	7.	WGAY-F	294	7.	WASH-F	3349/12.1
8.	WMZQ-F	240/ 4.1	2.6	8.	WAVA-F	268	8.	WGAY-F	3161/11.6
9.	WGAY-F	239/ 4.1	4.9	9.	WMZQ-F	262	9.	WKYS-F	3099/10.9
10.	WKYS-F	214/ 3.6	3.5	10.	WKYS-F	250	10.	WRQX-F	2779/10.0
11.	WOL	190/ 3.2	3.4	11.	WTOP	229	11.	WAVA-F	2278/ 8.5
12.	WTOP	172/ 2.9	2.3	12.	WOL	191	12.	WMZQ-F	2068/ 7.1
13.	WRQX-F	163/ 2.8	3.5	13.	WRQX-F	186	13.	WRC	2035/ 7.7
14.	WRC	135/ 2.3	2.0	14.	WHFS-F	147	14.	WOL	2014/ 8.0
15.	WHFS-F	133/ 2.3	---	15.	WRC	138	15.	WWDC	1901/ 6.8

AVERAGE PERSON RATING: 23.5

BALTIMORE (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>			<u>12+ TA 1/4</u>		<u>12+ TA CUME/MSA CUME RAT</u>				
1.	WIYY-F	410/10.0		1.	WIYY-F	414	1.	WBAL	3869/20.7
2.	WWIN	305/ 7.5		2.	WBAL	316	2.	WFBR	3312/18.1
3.	WBAL	303/ 7.4		3.	WWIN	305	3.	WCAO	2836/14.2
4.	WLIF-F	267/ 6.5		4.	WXYV-F	274	4.	WIYY-F	2679/14.5
5.	WCBM	262/ 6.4		5.	WLIF-F	271	5.	WCBM	2633/13.4
6.	WXYV-F	247/ 6.0		6.	WCBM	269	6.	WLIF-F	2263/12.2
7.	WKTK-F	240/ 5.9		7.	WPOC-F	262	7.	WXYV-F	2239/11.7
8.	WPOC-F	230/ 5.6		8.	WKTK-F	247	8.	WKTK-F	2109/11.3
9.	WFBR	215/ 5.3		9.	WFBR	219	9.	WWIN	1833/10.2
10.	WCAO	178/ 4.3		10.	WCAO	196	10.	WLPL-F	1755/ 9.5
11.	WLPL-F	175/ 4.3		11.	WLPL-F	176	11.	WPOC-F	1671/ 8.0
12.	WMAR-F	97/ 2.4		12.	WMAR-F	98	12.	WPGC-F	1076/ 4.1

AVERAGE PERSON RATING: 22.7

CINCINNATI (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>
1. WKRQ-F 396/16.2	1. WKRQ-F 542	1. WLW 7734/41.1
2. WLW 314/12.8	2. WLW 488	2. WKRQ-F 5208/32.6
3. WSAI-F 241/ 9.9	3. WSAI-F 322	3. WKRC 2645/20.4
4. WCKY 194/ 7.9	4. WWEZ-F 218	4. WSAI-F 2363/16.9
5. WWEZ-F 172/ 7.0	5. WEBN-F 206	5. WEBN-F 2303/16.6
6. WKRC 171/ 7.0	6. WCKY 204	6. WWEZ-F 2181/15.1
7. WEBN-F 169/ 6.9	7. WKRC 180	7. WSAI 1923/11.0
8. WUBE-F 110/ 4.5	8. WUBE-F 162	8. WCKY 1852/14.8
9. WLQA-F 96/ 3.9	9. WLQA-F 115	9. WUBE-F 1482/ 8.8
10. WCIN 84/ 3.4	10. WLWS-F 100	10. WUBE 1090/ 7.5

AVERAGE PERSON RATING: 22.0

CLEVELAND (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>
1. WMMS-F 448/14.7	1. WMMS-F 899	1. WMMS-F 6784/22.5
2. WGCL-F 288/ 9.5	2. WGCL-F 465	2. WGAR 4774/15.6
3. WWWM-F 191/ 6.3	3. WWWM-F 287	3. WGCL-F 4590/17.1
4. WDOK-F 175/ 5.8	4. WGAR 286	4. WWWM-F 3487/14.0
WGAR 175/ 5.8	5. WZZP-F 264	5. WZZP-F 3350/11.9
6. WHK 167/ 5.5	6. WHK 230	6. WWWE 2802/10.2
7. WQAL-F 163/ 5.4	7. WWWE 215	7. WKK 2531/12.1
WERE 163/ 5.4	8. WDOK-F 208	8. WQAL-F 2312/11.2
9. WJMO 134/ 4.4	9. WQAL-F 202	9. WERE 2083/12.2
10. WZZP-F 129/ 4.2	10. WERE 170	10. WDOK-F 1905/ 9.8
11. WWWE 124/ 4.1	11. WKDD-F 149	11. WKDD-F 1335/ 3.3
12. WJW 84/ 2.8	12. WJMO 137	12. WSLR 1302/ 1.1

AVERAGE PERSON RATING: 19.0

MIAMI (BASED ON BURKE DATA - APR-JUNE 79)

<u>12+ METRO 1/4/SHARE</u>	<u>FALL 78</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>
1. WHYI-F 645/14.6	12.5	1. WHYI-F 737	1. WHYI-F 6273/27.1
2. WLYF-F 274/ 6.2	4.3	2. WLYF-F 277	2. WMJX-F 2657/11.4
3. WINZ 203/ 4.6	5.0	3. WAXY-F 215	3. WQAM 2581/11.2
4. WAXY-F 191/ 4.3	2.5	4. WINZ 207	4. WINZ 2559/11.3
5. WINZ-F 158/ 3.6	4.9	5. WMJX-F 182	5. WLYF-F 2524/11.8
6. WEDR-F 154/ 3.5	3.5	6. WAIA-F 181	6. WAXY-F 2097/ 8.5
7. WSDO-F 151/ 3.4	3.0	7. WINZ-F 163	7. WSHE-F 1881/ 6.7
8. WQBA 150/ 3.4	3.4	8. WSDO-F 159	8. WIOD 1691/ 7.3
9. WQBA-F 146/ 3.3	---	WQAM 159	9. WINZ-F 1677/ 7.4
10. WMJX-F 145/ 3.3	6.7	10. WEDR-F 154	10. WQBA 1592/ 7.8
WQAM 145/ 3.3	3.9	11. WSHE-F 153	11. WGBS 1474/ 5.8
12. WYOR-F 143/ 3.2	---	WYOR-F 153	12. WYOR-F 1456/ 6.9
13. WAIA-F 141/ 3.2	2.3	13. WQBA-F 151	13. WAIA-F 1411/ 6.2
14. WIOD 112/ 2.5	4.1	14. WQBA 150	14. WWWL-F 1386/ 6.3
15. WNWS 107/ 2.4	---	15. WIOD 127	15. WSDO-F 1292/ 6.3

AVERAGE PERSON RATING: 21.8

FORMAT	SAMPLED STATIONS	18+ HH Income			18+ Occupation			18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	Fast Food	18+ Airline Users	12+ Lt. TV Viewers
		-15M	15-24M	25M+	Prof	White	Blue	HS	Col1					
ROCK/CONT	47	81	109	97	91	131	118	113	107	136	137	128	99	99
AOR	35	94	103	104	81	121	123	107	108	139	173	127	100	122
SOFT ROCK	9	78	108	130	139	125	64	81	142	116	102	119	130	124
DISCO	7	107	107	82	82	141	133	124	94	134	119	123	92	91
BLACK/ETH	19	134	100	55	60	131	153	107	85	122	115	113	84	76
MOR	24	84	102	118	104	119	85	96	110	92	85	100	106	102
ADULT CONT	6	72	105	137	126	128	84	102	116	111	93	119	111	106
BTFL MUSIC	34	81	98	130	124	97	67	91	118	81	70	95	118	109
NEWS/TALK	28	92	96	115	106	99	80	86	116	79	75	93	109	104
COUNTRY	15	91	110	97	82	77	139	114	76	110	101	106	81	92
CLASSICAL	8	67	81	151	158	72	45	42	165	74	80	91	150	170

PART II
QUALITATIVE INDICES

The following pages provide indexes for 250 stations. Immediately after the station's call letters is an abbreviation describing the format. These abbreviations are as follows:

NT - News/Talk
 BM - Beautiful Mus
 M - MOR
 C - Country
 SR - Soft Rock
 AC - Adult Contemp
 AR - Album Rock
 B - Black
 CL - Classical
 R - Rock/Contemporary
 D - Disco

ATLANTA

	18+ -15M	HH Income 15-24M	25M+	Men Prof	18+ Occupation White	Blue	Education HS	18+ Coll	12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers
WQXI-F (R)	81	106	115	73	188	104	96	124	127	165	119	115	120
WZGC (R)	70	116	112	112	25	143	125	88	135	100	114	90	83
WKLS-F (AR)	64	118	117	82	111	124	119	97	140	180	126	96	118
MSB (M)	104	82	121	98	130	93	97	102	87	70	96	96	114
WPCH (BM)	69	98	140	157	121	54	78	134	83	47	93	131	114
MSB-F (BM)	70	95	144	150	129	45	87	116	92	66	95	108	94
WPLO (C)	95	113	87	133	44	121	119	72	100	54	103	71	115
WGST (NT)	85	85	141	111	165	24	62	133	106	80	112	136	128
WAOK (B)	144	120	22	45	62	164	142	67	112	58	83	78	45
WVEE (D)	125	120	46	76	93	163	137	90	127	112	103	93	76

BALTIMORE

WCAO (R)	79	124	99	86	78	149	104	95	123	131	119	103	84
WKTK (R)	96	88	125	98	150	111	107	104	135	125	130	113	104
WITY (AR)	105	91	106	88	89	120	94	122	112	148	124	93	101
WBAL (M)	105	102	85	85	125	87	102	92	86	60	81	103	100
WCBM (M)	87	121	88	94	161	104	105	81	107	99	110	87	112
WLIF (BM)	73	101	149	128	135	63	97	144	88	100	114	126	96
WPOC (C)	91	129	66	79	44	165	100	81	103	123	115	87	105
WXYV (D)	114	100	72	112	146	171	112	89	134	128	101	70	83
WVIN (B)	124	95	64	108	112	185	104	81	138	89	103	65	80

		18+ HH Income			Men 18+ Prof	18+ Occupation		18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers
		-15M	15-24M	25M+		White	Blue	HS	Coll					
BOSTON														
WRKO	(R)	84	111	113	87	131	133	96	114	136	110	145	95	95
WVBF	(R)	73	124	109	86	184	102	114	93	130	138	144	102	82
WROR	(R)	79	127	99	91	118	149	105	111	144	134	149	117	81
WEEI-F	(SR)	72	109	144	150	130	70	83	134	113	121	117	147	122
WBCN	(AR)	103	92	108	89	121	131	111	101	134	198	126	98	138
WCOZ	(AR)	96	94	115	74	147	149	118	103	136	202	138	106	120
WBZ	(M)	87	101	117	96	138	101	103	107	100	76	92	102	80
WHDH	(AC)	77	113	116	93	122	119	101	102	106	107	100	91	100
WBOS	(D)	105	102	91	70	113	151	126	79	130	135	153	89	79
WJIB	(BM)	95	103	104	106	110	77	89	116	91	84	78	118	97
WEEI	(NT)	89	78	143	89	156	83	80	123	84	73	80	126	96
WITS	(NT)	104	99	93	115	81	91	95	117	104	104	112	99	96

CHICAGO

WEFM	(R)	80	93	134	88	195	103	107	105	137	125	118	78	96
WLS	(R)	87	112	99	83	105	133	109	108	122	123	117	89	86
WMET	(R)	85	91	134	41	178	145	138	102	150	153	190	100	98
WGCR	(M)	56	108	146	125	154	90	86	144	117	75	115	115	113
WGN	(M)	81	105	118	125	111	53	100	113	83	79	90	108	100
WKQX	(AR)	86	98	120	103	99	133	105	117	132	168	146	91	145
WLUP	(AR)	97	93	114	92	87	126	80	117	134	164	137	100	148
WXRT	(AR)	90	92	131	92	79	132	115	114	125	182	140	114	180
WDAI	(D)	97	108	94	72	134	129	129	110	125	135	130	103	118
WVON	(B)	153	81	56	50	113	132	95	73	119	33	99	65	69
WGCI	(B)	120	114	49	72	176	118	119	109	120	74	135	93	96
WBMX	(B)	114	113	60	82	153	103	107	99	124	79	117	87	90
WLAJ	(BM)	72	117	151	142	91	62	84	134	63	77	92	139	119
WLOO	(BM)	80	103	137	149	128	42	95	126	83	75	95	116	98
WBBM	(NT)	81	106	119	120	89	139	89	120	75	80	87	119	115
WTND	(NT)	100	112	81	100	123	94	110	96	103	95	102	109	90
WMAQ	(C)	103	97	102	93	90	110	115	83	116	108	104	81	92
WFMT	(CL)	68	89	162	207	80	24	22	200	64	78	67	138	203
WBBM-F	(SR)	94	99	113	116	140	93	66	154	108	159	121	127	146

CINCINNATI	18+ HH Income			Men 18+ Prof	18+ Occupation		18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers
	-15M	15-24M	25M+		White	Blue	HS	Coll					
WKRC (R)	92	109	98	107	112	102	113	109	127	133	122	94	99
WSAI-F (R)	75	143	79	73	129	142	107	125	110	142	138	92	128
WEBN (AR)	66	110	144	97	134	115	66	167	108	174	131	108	131
WCKY (M)	102	92	108	116	90	88	88	99	92	81	94	101	108
WKRC (AC)	96	102	104	150	35	83	107	96	109	83	108	88	118
WJW (AC)	84	115	105	100	123	92	100	115	100	92	111	104	101
WWEZ (BTF)	75	117	121	139	88	83	64	153	105	78	116	106	116
WCIN (B)	118	78	102	44	55	170	77	105	111	139	126	62	79

CLEVELAND	18+ HH Income			Men 18+ Prof	18+ Occupation		18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers
	-15M	15-24M	25M+		White	Blue	HS	Coll					
WGAR (AC)	106	87	117	110	153	97	112	118	136	135	134	93	74
WGCL (R)	90	111	99	107	132	111	124	101	139	107	128	104	87
WWMW (AOR)	91	100	118	85	103	127	117	98	140	147	126	102	121
WMMS (AOR)	83	111	110	83	156	120	122	105	139	173	123	102	99
WJM (M)	115	93	90	118	78	65	91	124	60	48	93	139	78
WWE (M)	54	118	149	119	107	99	82	137	107	98	127	125	80
WDOK (BM)	94	112	90	90	167	83	102	108	87	87	88	99	107
WQAL (BM)	93	89	134	120	60	97	80	127	92	88	94	128	97
WHK (C)	104	105	84	73	108	132	99	82	98	78	115	75	95
WJMO (B)	128	114	24	83	65	160	112	67	118	54	106	71	87

DALLAS - FM

KFJZ-F (R)	101	105	93	60	85	132	113	88	132	153	121	102	75
KLIF (R)	105	105	89	78	136	147	144	98	127	155	117	90	70
KNVC (SR)	103	93	100	117	208	36	90	130	141	136	114	177	172
KTXQ (AR)	115	97	83	74	90	136	127	87	136	212	130	95	100
KZEM (AR)	111	123	59	63	150	146	128	97	151	154	126	102	115
KVLL-F (AC)	53	101	163	143	163	50	78	147	129	60	121	150	107
KRID (NT)	88	86	134	124	66	72	73	124	81	81	102	114	104
WFAA (NT)	121	81	92	109	72	77	82	115	94	113	95	88	108
KOAX (BM)	48	104	171	160	83	28	56	165	65	60	109	123	143
KMEZ (BM)	39	105	179	141	NA	99	74	152	89	23	100	140	144
WBAF (C)	90	100	114	98	89	127	108	79	81	127	87	51	95
KSCS (C)	70	133	102	72	59	199	122	91	114	115	107	79	95
KBOX (C)	106	113	78	46	155	200	136	50	115	67	85	77	93
KKDA-F (B)	122	108	60	73	137	184	105	96	113	197	100	91	73
KNOK-F (B)	145	81	64	68	192	137	140	89	95	263	127	98	102

	18+ HH Income			Men 18+ Occupation			18+ Education			12+ S. Drink			Men 18+ Beer			12+ Fast Food			18+ Airline Users			12+ Lt. TV Viewers		
	-15M	15-24M	25M+	Prof	White	Blue	HS	Coll	Coll	H. Users	H. Users	H. Users	Beer	H. Users	H. Users	H. Users	Food	Food	Users	Users	Users	Viewers	Viewers	Viewers
<u>DENVER</u>																								
KIMN	(R)	84	99	121	92	181	93	107	105	112	114	122	107	103	116	107	103	103	107	103	103	103	103	103
KOAQ	(R)	141	84	70	49	155	159	111	99	127	144	120	99	90	122	99	90	90	99	99	99	99	99	99
KAZY	(AR)	97	99	108	70	150	144	78	112	137	158	116	102	136	128	102	136	128	102	136	128	102	136	128
KBPI	(AR)	121	101	77	61	101	146	101	99	133	196	123	106	119	133	106	119	133	106	119	133	106	119	133
KOA	(M)	84	96	123	115	143	57	74	123	93	78	91	118	115	91	118	115	91	118	115	91	118	115	91
KHOW	(AC)	59	79	170	134	148	63	79	122	109	113	115	119	100	115	119	100	115	119	100	115	119	100	115
KLIR	(BM)	80	91	133	121	150	76	105	108	78	56	99	114	108	99	114	108	99	114	108	99	114	108	99
KOSI-F	(BM)	46	79	187	153	98	32	96	122	63	50	105	107	117	105	107	117	105	107	117	105	107	117	105
KTIK	(D)	109	92	97	32	113	161	155	80	130	127	127	92	82	127	92	82	127	92	82	127	92	82	127
KVOD	(CL)	85	103	115	124	81	24	31	158	46	94	66	132	145	94	132	145	94	132	145	94	132	145	94

DETROIT

CKLM	(AC)	75	119	101	111	114	105	107	108	132	132	121	104	85	132	121	104	85	132	121	104	85	132	121
WMJC	(SR)	63	110	134	165	103	70	73	165	102	85	127	115	136	102	85	127	115	136	102	85	127	115	136
WNIC	(SR)	87	108	105	120	138	95	86	133	129	76	124	116	119	76	124	116	119	76	124	116	119	76	124
WOMC	(SR)	57	96	159	158	32	75	100	133	106	99	104	94	82	106	99	104	94	82	106	99	104	94	82
WJR	(M)	93	102	105	117	87	75	106	111	67	82	91	109	88	67	82	91	109	88	67	82	91	109	88
WABX	(AR)	101	107	89	93	106	135	110	89	139	170	128	98	110	139	128	98	110	139	128	98	110	139	128
WRIF	(AR)	99	106	94	84	162	119	94	112	150	155	130	94	100	155	130	94	100	155	130	94	100	155	130
WMWW	(AR)	115	110	68	72	132	135	106	99	145	150	126	97	109	150	126	97	109	150	126	97	109	150	126
WDRQ	(D)	111	96	90	80	179	107	104	96	150	125	122	90	85	150	122	90	85	150	122	90	85	150	122
WJLB	(B)	118	109	58	56	108	104	86	73	124	131	104	110	94	131	104	110	94	131	104	110	94	131	104
WCZY	(BM)	108	105	88	84	66	86	55	175	74	98	116	103	147	74	98	116	103	147	74	98	116	103	147
WJR-F	(BM)	106	90	108	88	56	106	104	109	73	100	90	109	121	73	100	90	109	121	73	100	90	109	121
WMJ-F	(BM)	133	73	103	94	46	63	106	121	64	76	80	101	125	64	76	80	101	125	64	76	80	101	125
WMJ	(NT)	107	80	120	130	91	59	98	109	60	49	77	122	118	60	49	77	122	118	60	49	77	122	118
WXXYZ	(NT)	83	97	128	67	143	105	95	110	110	47	110	97	89	110	97	89	110	97	89	110	97	89	110
WDEF	(C)	121	101	73	62	62	160	92	51	115	110	118	61	78	115	118	61	78	115	118	61	78	115	118

HOUSTON

KILT-A	(R)	66	124	104	92	143	99	103	103	122	119	116	103	96	119	116	103	96	119	116	103	96	119	116
KRBE	(R)	79	118	99	127	99	76	118	93	130	148	118	101	96	148	118	101	96	148	118	101	96	148	118
KILT-F	(AR)	64	103	130	115	141	80	117	98	133	156	128	133	127	133	128	133	127	133	128	133	127	133	128
KLOL	(AR)	87	101	113	107	142	84	90	122	104	187	108	145	147	104	187	108	145	147	104	187	108	145	147
KYND	(BM)	80	74	146	122	72	68	101	113	73	94	75	111	107	73	94	75	111	107	73	94	75	111	107
KPRC	(NT)	89	92	117	129	15	98	78	117	82	54	93	111	120	82	54	93	111	120	82	54	93	111	120
KTRH	(NT)	132	65	111	116	90	58	64	128	100	53	99	81	97	100	53	99	81	97	100	53	99	81	97

	18+ HH Income			Men 18+ Occupation Prof	White	Blue	18+ Education HS		S. Drink H. Users	Men 18+ Beer Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers
	-15M	15-24M	25M+				Co11	Co11					
<u>HOUSTON (cont.)</u>													
KIKK-F (C)	53	115	126	119	38	118	121	91	116	72	105	89	81
KMJQ (D)	115	109	78	61	178	127	132	91	109	150	111	103	47

LOS ANGELES

KHJ (R)	107	99	92	97	130	131	122	103	135	118	117	96	96
KRLA (R)	107	105	88	87	167	99	92	102	136	129	101	85	78
KRTH (R)	72	133	93	97	171	115	133	98	147	140	128	94	90
KNX-F (SR)	60	109	143	129	158	33	78	134	89	104	109	124	132
KFI (M)	72	98	136	135	132	45	73	131	103	110	110	110	102
KMPC (M)	71	92	149	144	131	31	99	118	77	79	94	116	115
KLOS (AR)	93	103	106	54	155	171	117	100	142	175	126	82	119
KMET (AR)	93	105	105	77	143	143	126	95	128	181	115	98	128
KWST (AR)	116	76	106	47	173	179	155	82	132	176	123	94	103
KDAY (B)	114	124	59	87	136	76	139	84	127	134	125	88	64
KIIS-F (D)	82	123	98	108	191	91	120	108	114	119	104	107	129
KUTE (D)	113	119	65	94	165	122	147	88	146	81	125	85	82
KBIG (BM)	71	110	124	142	46	64	94	112	90	105	92	111	110
KJOI (BM)	84	94	135	140	33	37	71	122	83	81	91	116	97
KABC (NT)	112	78	106	99	122	66	76	121	76	82	91	110	100
KFMB (NT)	82	92	131	110	82	61	84	118	83	70	110	110	95
KNX (NT)	68	117	122	113	45	51	87	117	79	56	98	102	123
KLAG (C)	82	111	114	111	83	87	97	89	118	77	110	105	82
KFAC-F (CL)	73	70	167	138	76	38	45	152	61	57	81	170	165

MIAMI

WHYI (R)	85	125	99	99	170	139	137	86	145	150	126	86	83
WMJX (R)	106	119	69	74	208	144	126	101	143	165	137	111	101
WAXY (R)	65	144	120	93	193	130	114	116	139	121	140	80	116
WAlA (M)	75	92	158	146	224	65	104	123	100	81	108	104	138
WIOD (M)	99	93	107	92	46	135	100	109	121	108	95	102	123
WINZ-F (AR)	84	139	87	56	89	209	114	99	149	141	152	107	108
WLYF (BM)	73	104	149	122	153	47	92	126	87	83	64	127	109
WINZ (NT)	93	96	119	67	121	54	84	125	99	69	104	135	100
WQBA (SP)	154	56	51	48	206	210	52	60	61	121	88	69	104

	18+ HH Income			Men 18+ Prof	18+ Occupation		18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers	
	-15M	15-24M	25M+		White	Blue	HS	Coll						
MINNEAPOLIS-ST. PAUL														
KDWB	(R)	98	93	110	74	104	152	122	97	130	121	108	105	90
KSTP-A	(R)	95	119	80	79	174	133	95	100	123	117	109	97	99
WCCO-F	(R)	96	94	111	81	181	76	101	117	123	116	113	103	94
KQRS	(AR)	119	102	72	74	109	151	110	106	142	148	114	96	121
KFMX	(R)	112	87	101	100	67	169	124	91	123	91	98	135	105
WCCO-A	(M)	87	103	111	104	86	92	93	100	88	80	95	96	100
WAYL-F	(BM)	96	96	108	142	98	49	90	123	78	75	98	127	99
KEYE-F	(BM)	91	101	108	101	104	105	100	120	90	70	106	113	96
WDGY	(C)	95	118	82	101	95	122	141	64	114	110	108	78	94

NEW YORK

WABC	(R)	92	105	102	90	99	114	103	100	124	95	129	95	85
WCBS-F	(R)	78	111	114	94	135	111	85	131	125	153	149	105	103
WNBC	(R)	76	104	126	100	122	74	115	105	116	124	148	101	93
WXLO	(R)	89	89	129	95	102	96	94	104	146	187	144	94	96
WNEW	(M)	83	94	129	101	119	98	110	110	70	42	108	105	101
WNEW-F	(AR)	54	99	149	86	147	90	69	151	103	191	146	130	149
WPLJ	(AR)	84	99	119	71	130	112	97	112	132	214	157	100	112
WBLS	(B)	115	101	81	61	121	141	99	110	128	96	136	96	89
WKTU	(D)	110	103	85	93	137	103	86	107	147	105	138	98	85
WADO	(SP)	194	85	12	9	21	332	47	35	129	120	112	59	79
WRFM	(BM)	71	108	129	119	111	76	100	111	71	53	83	123	114
WPAT-F	(BM)	77	95	136	117	100	65	97	128	86	118	89	133	126
WCBS	(NT)	81	90	134	104	80	104	96	115	90	51	88	115	97
WINS	(NT)	99	81	120	85	110	106	93	106	86	65	87	111	103
WMCA	(NT)	92	102	108	105	134	107	103	102	62	108	72	120	104
WOR	(NT)	101	96	104	109	95	73	111	99	58	97	56	108	110
WHN	(C)	91	100	114	94	81	124	145	68	89	86	114	105	97
WNCN	(CL)	114	105	159	242	124	27	59	181	124	118	139	176	179
WQXR	(CL)	91	85	128	157	80	18	48	146	89	76	110	141	140

		18+ HH Income			Men 18+ Occupation			18+ Education		12+ S. Drink H. Users		Men 18+ Beer H. Users		12+ Fast Food		18+ Airline Users		12+ Lt. TV Viewers	
		-15M	15-24M	25M+	Prof	White	Blue	HS	Coll	H. Users	H. Users	H. Users	H. Users	H. Users	H. Users	H. Users	H. Users	H. Users	
PHILADELPHIA																			
WFIL	(R)	82	114	109	81	110	142	124	86	120	119	115	86	90					
WIFI	(R)	81	108	121	98	83	148	119	106	130	176	116	75	97					
WMNR	(R)	97	110	89	90	99	115	115	117	146	216	143	98	124					
WMGK	(SR)	78	99	142	147	117	59	75	149	146	46	154	131	132					
WDAS-F	(AR)	123	89	80	92	111	89	123	81	124	58	112	89	86					
WYSP	(AR)	101	106	90	86	106	127	129	104	158	193	147	91	101					
WIP	(M)	85	116	101	94	140	112	123	83	97	77	101	99	97					
KYW	(NT)	98	94	114	93	79	109	84	122	90	74	97	106	116					
WCAU	(NT)	95	97	113	123	104	77	71	125	85	75	104	109	96					
WDVR	(BM)	98	89	120	108	107	77	94	120	93	70	93	119	105					
WMSH	(BM)	93	102	106	115	76	87	86	121	83	59	89	107	102					
WCAU-F	(D)	103	84	121	102	98	98	98	104	131	73	104	108	94					
WFLN-F	(CL)	54	101	178	119	51	132	74	167	98	72	106	149	161					

PITTSBURGH

WXKX	(R)	96	94	121	136	53	102	87	142	161	168	132	116	101
WPEZ	(R)	107	90	100	138	46	116	111	112	148	146	127	77	96
WDVE	(AR)	94	94	127	83	126	139	110	123	157	194	143	110	125
WTAE	(AC)	61	120	164	133	174	98	114	113	113	102	116	111	108
KDKA	(M)	96	101	108	108	104	85	97	101	82	71	92	98	113
WSHH	(BM)	81	136	85	120	195	55	111	118	45	117	91	102	121
KQV	(NT)	88	125	86	101	194	69	125	82	53	87	71	63	73
WAMO	(B)	133	76	57	37	28	155	104	96	158	127	141	119	121

ST. LOUIS

KSLQ	(R)	65	145	84	88	74	144	118	99	133	148	119	86	100
KXOK	(R)	68	133	97	105	125	99	101	110	127	115	110	95	98
KMOX-F	(SR)	79	131	126	149	103	48	79	145	111	92	105	136	78
KSHE	(AR)	65	126	112	78	70	136	134	99	134	165	117	74	120
KMOX	(NT)	99	91	118	116	120	82	86	118	78	71	94	114	110
WIL-F	(C)	82	114	104	109	55	114	108	65	121	141	121	81	86
KEZK	(BM)	66	89	176	142	69	106	93	121	88	69	91	157	115
KATZ	(B)	156	87	26	22	168	190	89	89	100	94	88	84	49

	18+ HH Income			Men 18+ Prof	18+ Occupation		18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers	
	-15M	15-24M	25M+		White	Blue	HS	Coll						
<u>SAN DIEGO</u>														
KCBQ	(R)	123	100	64	75	173	107	121	84	135	93	113	88	104
KMJC	(R)	100	128	53	88	183	69	145	62	141	133	133	71	108
KFMB-F	(R)	92	76	147	79	113	134	98	101	151	118	112	101	101
KGB-F	(AR)	100	116	77	64	73	164	79	120	151	136	120	96	116
KPRI	(AR)	117	97	78	95	25	130	101	112	133	131	113	89	136
KFMB	(AC)	95	116	82	74	122	131	126	88	125	128	109	94	72
KOGO	(M)	54	125	133	135	132	71	109	99	81	80	89	100	106
KEZL	(BM)	78	93	144	126	43	81	143	87	96	102	112	91	104
KSDO	(NT)	69	88	125	131	110	63	68	136	61	85	99	117	78

	18+ HH Income			Men 18+ Prof	18+ Occupation		18+ Education		12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers	
	-15M	15-24M	25M+		White	Blue	HS	Coll						
<u>SAN FRANCISCO</u>														
KFRC	(R)	89	111	101	93	67	140	117	94	139	139	122	92	103
KYA	(R)	104	110	86	61	80	166	114	87	137	123	131	80	95
KMEL	(AR)	87	101	113	65	130	156	113	97	170	235	108	83	124
KSAN	(AR)	77	102	125	94	203	121	68	128	112	218	88	119	143
KNBR	(M)	68	100	136	159	126	120	72	127	105	81	125	97	100
KSFO	(M)	87	113	105	112	113	64	85	113	90	115	100	111	87
KABL-A	(BM)	81	98	127	155	53	50	74	126	70	23	104	110	101
KFOG	(BM)	95	90	121	107	128	28	95	113	63	25	103	99	84
KOIT	(BM)	86	88	133	88	174	60	52	138	85	86	104	152	95
KCBS	(NT)	77	99	129	127	129	72	66	123	70	68	96	124	124
KG0	(NT)	92	103	108	98	91	101	105	98	74	59	87	101	81
KDIA	(B)	164	77	55	21	300	149	111	89	131	95	107	89	52
KSOL	(B)	118	105	77	45	120	194	145	79	170	161	114	80	45
KNEW	(C)	108	80	113	100	36	128	89	86	108	87	100	87	97
KKHI	(CL)	72	87	148	137	79	55	33	155	60	68	70	137	194

	18+ -15M	HH Income 15-24M	25M+	Men 18+ Prof	Occupation White	Blue	Education HS	18+ Coll	12+ S. Drink H. Users	Men 18+ Beer H. Users	12+ Fast Food	18+ Airline Users	12+ Lt. TV Viewers
<u>WASHINGTON</u>													
WASH-F (R)	62	120	109	137	172	41	91	120	136	118	123	101	113
WPGC-F (R)	76	113	107	103	165	107	112	101	141	117	117	99	97
WRQX (R)	67	117	108	94	150	154	109	101	151	176	130	107	116
WMAL (M)	67	87	136	115	66	84	89	101	75	104	100	109	114
WMDC-F (AR)	78	119	99	81	161	162	100	101	152	214	127	67	109
WHUR (B)	124	120	63	104	239	53	103	94	98	114	102	96	58
WOOK (B)	137	115	60	68	183	161	115	78	99	132	114	69	67
WGAV-F (BM)	64	85	137	120	21	63	86	119	98	68	89	126	89
WJMD (BM)	89	107	103	104	95	NA	128	100	104	53	84	128	86
WRC (NT)	69	138	88	60	16	102	97	105	83	70	90	101	122
WTOP (NT)	70	116	108	106	61	52	59	137	68	72	87	105	122
WMZQ (C)	73	119	102	103	117	172	119	82	141	165	105	90	82
WGMS (CL)	45	87	153	139	5	44	22	159	51	73	87	154	172

SECTION FOUR

MEDIASTAT MARKET REPORTS

I am very pleased to welcome Media Statistics Incorporated to this edition of American Radio. It appears that Mediastat will be a "survivor" of this year's battle of the ratings services. With Audits and Surveys out of the running and Burke's future in doubt it may be up to Mediastat to provide the alternative rating service.

Part of Mediastat's success has to be credited to their strategy of establishing their services in smaller markets and then moving on to large markets.

Mediastat uses the telephone recall method and only one person per household is interviewed. Those interviewed are asked about radio listening that day and the previous evening. They are then asked what stations they listened to during the last week so that a weekly cume can be calculated.

Mediastat reports are probably the most timely in the industry-reports are usually delivered within four weeks of the completion of the field work.

In 1979 Mediastat will survey approximately 150 markets-all but about 20 are 100+ markets. In most of the top 20 markets Mediastat issues a monthly report.

In this issue of American Radio we will use Mediastat data as follows:

1. Monthly share trends for most of the top 20 markets.
2. An expanded report for San Juan.
3. Summary reports for about 65 small markets.

The monthly share trends show Mon-Sun, 6AM-Mid, 12+ shares for April, May, June and July. The 12+ Weekly Cume figure is shown for the month of July.

The San Juan report is designed basically the same as the ARB Individual Market Reports.

The final pages of this section contain summary reports for many smaller markets. The share figure given is the 12+, 1/4 HR AVG, Mon-Sun. Most reports are based upon 6A-7P listening; a few are 6A-12MID.

ATLANTA MEDIATREND

	July 79	June 79	May 79	Apr 79	July Cume
WSB	13.0	11.2	13.3	11.5	4131
WVEE-F	12.9	10.9	8.4	11.7	2124
WZGC-F	11.3	12.5	12.3	9.4	4165
WQXI-F	10.7	8.9	10.0	7.4	3570
WKLS-F	9.1	12.0	14.2	12.9	2854
WPCH-F	6.3	8.5	5.0	8.9	1647
WSB-F	5.0	4.4	3.4	7.0	2278
WQXI	3.8	1.3	3.3	2.6	1288
WPLO	3.7	1.9	3.3	4.6	1577
WAOK	3.6	3.7	2.5	3.6	1727
WGST	3.2	4.0	3.3	3.7	1373
WRNG	2.6	1.9	2.9	2.1	1169
WLTA-F	2.3	3.6	5.5	3.6	978
WBIE-F	1.9	1.8	2.1	2.0	597
WIGO	0.2	2.0	1.4	1.0	846

BALTIMORE MEDIATREND

	July 79	June 79	May 79	Apr 79	July Cume
WBAL	14.7	13.4	13.1	13.0	5069
WFBR	14.2	12.0	7.5	6.0	5179
WLIF-F	7.9	5.3	5.4	8.1	2568
WIYY-F	7.6	12.1	13.7	9.6	2870
WXYV-F	4.6	5.8	3.0	5.3	1762
WCBM	4.4	2.8	5.7	6.2	2366
WCAO	4.3	3.6	3.7	3.9	3374
WKTK-F	3.2	6.2	3.5	2.9	1852
WLPL-F	3.2	3.3	2.7	2.8	1807
WPOC-F	2.7	2.1	5.9	4.2	1589
WWIN	2.7	4.2	5.6	6.6	1768
WITH-F	2.4	1.5	1.8	0.7	1101
WMAR-F	2.0	2.4	4.4	3.7	894
WSID	1.6	0.9	0.8	1.0	654
WITH	1.2	2.8	1.9	2.7	1021
WBKZ-F	0.9	1.8	2.0	2.9	422

BOSTON MEDIATREND

	July 79	June 79	May 79	Apr 79	July Cume
WHDH	13.6	12.6	11.0	15.7	5446
WVBF-F	9.7	5.9	7.3	8.0	4337
WJIB-F	9.4	5.2	8.1	6.5	4097
WBCN-F	8.8	7.9	7.5	6.1	3465
WCOZ-F	6.3	5.1	6.9	9.1	3753
WBZ	6.2	10.5	9.6	6.9	5664
WXKS-F	6.0	4.7	4.6	2.7	3176
WEEI	5.1	13.7	6.7	11.3	3907
WROR-F	4.7	2.1	1.9	3.7	2138
WEEI-F	4.5	3.1	5.7	1.8	2416
WRKO	3.9	3.8	2.6	3.7	3603
WSSH-F	2.8	1.9	1.7	1.6	1426
WITS	2.5	7.0	4.8	3.7	2843
WCRB-F	0.8	1.1	2.2	2.2	1535
WHUE	0.8	0.5	1.1	---	1008
WHUE-F	0.8	0.8	2.6	---	784
WBZ-F	0.6	---	0.7	1.0	885
WEZE	0.6	0.8	---	---	---
WBOS-F	0.5	0.9	0.7	0.7	1039
WJDA	0.5	0.5	0.6	1.0	496

CHICAGO MEDIATREND

	July 79	June 79	May 79	Apr 79	July Cume
WLUP-F	14.0	5.2	6.8	7.9	8330
WGN	11.0	11.2	10.8	11.9	12291
WLOO-F	7.4	6.4	7.7	5.3	6564
WIND	6.5	3.3	7.3	7.1	6486
WMAQ	5.2	2.6	5.8	3.9	6972
WBMX-F	5.1	5.5	4.6	8.2	5138
WBBM	4.7	5.7	6.4	6.3	9478
WGCI-F	4.4	2.6	1.6	3.0	2930
WVON	4.3	5.2	2.9	2.7	4668
WFYR-F	4.0	3.5	3.2	4.0	4746
WLS	3.9	7.3	7.1	8.0	11695
WDAI-F	3.3	1.9	2.9	2.7	4663
WEFM-F	3.0	3.2	1.6	2.9	4608
WBBM-F	2.7	2.9	2.0	4.0	4643
WXRT-F	2.3	4.8	3.4	2.2	3530
WLAK-F	2.2	5.5	5.7	1.5	5397
WFMT-F+	1.6	2.7	---	2.4	2627
WJJD	1.6	---	---	---	---
WJPC	1.3	2.8	4.3	1.5	3146

CLEVELAND MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
WMMS-F	13.3	16.1	13.2	8.4	3645
WHK	8.6	5.1	8.5	6.1	2139
WGCL-F	8.1	5.6	7.3	6.8	3271
WDOK-F	7.9	10.9	8.1	12.4	2135
WQAL-F	5.9	8.5	10.2	5.4	2046
WWWE	5.9	11.2	6.9	2.7	2776
WJMO	5.8	6.8	5.4	8.6	1601
WWWM-F	5.8	4.4	2.6	4.6	3064
WGAR	5.2	5.3	4.1	7.2	2212
WBBG	4.6	1.0	2.9	3.1	691
WERE	3.9	3.9	4.3	6.7	2092
WCLV-F	3.3	2.3	1.3	2.9	976
WDMT-F	3.2	3.2	2.6	1.4	789
WLYT-F	3.1	1.5	2.6	1.1	1489
WJW	2.8	2.4	3.8	1.6	1418
WZZP-F	2.7	2.2	4.6	4.3	1932
WKSW-F	2.2	3.9	1.8	1.6	1004
WABQ	1.0	1.2	1.6	1.4	827
WDBN-F	0.9	0.2	0.8	1.5	239

DALLAS-FT. WORTH MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>July</u> <u>Cume</u>
WBAP	13.5	13.8	15.4	5555
KTXQ-F	9.6	6.9	7.0	2412
KMEZ-F	8.8	3.9	3.8	2105
KFJZ-F	8.1	7.3	5.5	2795
KKDA-F	8.0	9.7	6.8	2872
KSCS-F	7.5	9.6	4.7	2855
KVIL-F+	6.7	11.1	13.7	3807
KNOK-F	5.3	2.4	2.5	2123
KZEW-F	5.2	4.0	3.8	2693
KOAX-F	4.8	3.2	2.7	1899
KRLD	4.2	4.0	9.6	3646
KBOX	3.3	2.7	3.3	1819
WFAA	2.7	4.7	3.3	2087
KNUS-F	2.4	2.5	3.5	2142
KLIF	1.9	1.9	2.8	2200
KPLX-F	1.4	0.9	0.7	584
KESS-F	1.3	2.4	---	---
KFJZ	1.3	---	0.7	846
KMGC-F	1.1	0.8	1.5	759
KXOL	0.9	1.0	0.9	---

DENVER MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
KAZY-F	10.1	10.7	10.8	8.5	1961
KTLK	9.8	8.8	7.3	7.5	2001
KBPI-F	7.6	4.3	6.4	4.5	1731
KIMN	7.5	4.2	5.4	6.7	2543
KOSI-F	6.2	7.2	3.2	6.7	1876
KHOW	5.9	7.6	6.8	6.4	1808
KVOD-F	5.9	4.9	3.6	2.8	1279
KLIR-F	4.5	6.3	9.1	5.8	1420
KLZ	3.7	6.3	5.7	4.3	1411
KDEN	3.5	1.4	1.5	2.1	781
KOA	3.4	4.3	8.2	8.2	1870
KDKO	2.9	2.4	1.0	---	789
KERE	2.9	---	3.1	3.2	790
KOAQ-F	2.8	2.8	3.0	4.4	1461
KPPL-F	2.8	4.6	3.5	2.1	842
KYGO-F*	2.7	3.8	1.9	4.2	1056
KOSI	2.3	1.1	2.0	---	688
KBCO-F	1.9	3.6	1.3	2.7	---
KLAK	1.8	1.3	---	2.0	723
KHOW-F	1.4	---	---	1.6	468

*Formerly KIMN-F

DETROIT MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
WJR	13.4	15.7	12.6	11.6	10582
WABX-F	7.4	4.4	5.6	5.4	4951
WMJC-F	7.3	5.6	4.7	2.6	5084
WWJ	6.8	5.0	4.2	4.2	4978
WWWW-F	6.6	9.9	8.8	7.9	5235
WXYZ	4.8	3.9	4.3	4.3	3630
WDRQ-F	4.7	3.2	3.8	4.1	3945
WRIF-F	4.7	6.8	5.7	4.0	5981
WJLB	4.4	2.6	2.9	2.6	3153
WOMC-F	4.3	3.8	5.2	5.4	3164
WJR-F	4.1	4.1	3.8	4.5	3819
WTWR-F	3.0	1.9	2.4	2.6	2399
WNIC-F	2.9	4.3	3.4	4.6	3496
WCZY-F	2.8	2.5	2.3	1.8	1135
WWJ-F	2.7	2.0	3.0	2.7	1773
CKLW	2.4	4.5	4.2	6.7	5189
WJZZ-F	2.4	3.6	6.6	4.0	2436
WGPR-F	1.7	2.7	2.2	1.8	1169
WLBS-F	1.5	---	---	---	1440
WCHB	1.4	2.0	2.1	3.7	1689
WDEE	1.4	2.1	3.7	2.9	----

FRESNO MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
KIOY-F	20.8	16.3	17.7	17.4	943
KMJ	9.9	7.7	8.4	8.6	710
KYNO	8.4	11.0	10.7	10.3	767
KFYE-F	8.1	10.5	10.5	7.2	662
KMAK	7.9	6.4	12.1	4.1	526
KYNO-F	5.0	3.3	2.2	4.9	544
KKNU-F	4.8	5.0	6.9	7.7	370
KFRE	4.3	5.0	3.7	4.3	486
KARM	4.2	2.9	3.9	5.3	330
KFIG-F	3.5	7.2	5.2	6.2	402
KXEX	2.9	2.0	2.2	2.7	169
KMJ-F	2.7	1.3	2.2	3.5	189
KGST	1.7	1.9	1.6	1.5	156
KLIP	1.0	0.6	0.2	0.5	46
KFRY-F	0.8	0.1	1.6	1.7	51
KXQR	0.4	1.0	1.7	1.2	71
KIRV	0.1	0.3	0.2	---	21

LOS ANGELES MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
KMET-F	10.0	9.2	7.7	6.5	7803
KABC	7.7	8.2	7.4	5.9	8814
KRLA	5.6	4.5	4.9	5.1	8167
KFWB	5.3	2.7	3.9	4.4	9790
KBIG-F	4.8	5.0	3.9	3.5	5354
KUTE-F	4.6	3.9	3.4	4.7	5520
KJOI-F	3.7	4.6	4.6	5.9	4833
KRTH-F	3.7	5.2	3.1	4.6	5515
KDAY	3.3	---	3.0	2.6	3428
KMPC	3.3	3.5	3.2	---	6651
KLAC	3.1	3.8	2.1	2.9	3546
KIIS-F	3.0	3.2	3.7	3.2	5495
KOST-F	2.8	2.4	2.9	2.9	3198
KFI	2.6	2.8	3.2	2.5	5441
KLOS-F	2.5	2.8	2.2	2.4	5600
KNX-F	2.4	1.7	4.3	3.1	4007
KKGO-F	2.2	1.7	---	2.9	----
KNX	1.8	3.2	4.3	2.3	6389
KTNQ	1.8	3.0	2.2	3.4	3966
KHJ	1.6	1.9	2.3	2.6	4654

MILWAUKEE MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
WLPX-F	16.0	10.6	10.4	8.7	2471
WTMJ	13.9	14.5	19.5	17.3	4656
WISN	11.9	9.3	10.3	6.8	3684
WEZW-F	8.6	11.5	11.8	15.0	2560
WZUU-F+	7.9	8.2	8.4	9.3	3136
WQFM-F	6.7	1.5	3.3	3.2	1821
WOKY	4.5	6.8	4.9	4.3	2806
WBCS-F	3.8	6.0	7.4	0.6	1149
WEMP	3.2	4.6	2.9	4.1	1111
WFMR-F	2.5	2.7	1.3	3.2	630
WKTU-F	2.2	3.0	1.8	1.7	1117
WNUW-F	2.0	2.9	1.4	2.5	817
WLUM-F	1.6	3.3	1.5	3.0	419
WXJY-F	1.6	---	---	---	329
WAWA	1.4	1.6	0.6	0.7	400
WBCS	1.4	1.0	1.3	0.6	346
WBKV-F	0.5	2.0	1.1	1.8	384

NEW YORK MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
WKTU-F	8.8	10.2	8.6	7.4	20399
WBLS-F	8.6	7.2	6.0	4.4	12808
WABC	7.7	6.0	5.1	6.2	26637
WOR	5.9	7.6	8.4	8.2	16932
WADO	5.2	3.4	3.4	3.8	8114
WPLJ-F	5.2	4.9	5.0	5.7	14297
WINS	5.1	5.3	4.9	6.0	20983
WCBS	4.1	3.8	3.8	3.1	14809
WNBC	4.0	2.8	3.0	2.7	13758
WXLO-F	3.6	4.1	2.6	2.3	10982
WNEW	3.0	3.0	---	3.8	6407
WNEW-F	3.0	2.9	3.3	3.7	8842
WMCA	2.8	3.1	3.5	2.8	6941
WPAT-F	2.8	2.3	---	---	7991
WRFM-F	2.8	2.3	4.0	3.7	5483
WHN	2.4	2.2	2.4	2.9	6210
WCBS-F	1.9	2.3	---	2.8	6615
WTFM-F	1.6	---	2.6	---	4944
WPIX-F	1.4	---	---	---	7756
WQXR-F+	1.4	1.7	2.8	2.3	----
WPAT	---	1.8	2.9	2.4	5568

PHILADELPHIA MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
KYW	15.2	14.3	10.1	12.1	12629
WMMR-F	14.5	8.8	4.6	6.2	5216
WIP	7.4	8.0	9.9	7.0	4767
WDAS-F	7.1	5.6	5.1	6.5	3689
WCAU	5.4	2.2	6.9	6.2	5885
WIFI-F	4.6	4.6	5.2	5.5	3525
WDVR-F	4.3	6.2	4.2	7.2	2687
WCAU-F	4.2	6.4	6.9	8.5	3956
WWSH-F	4.2	7.3	5.1	5.2	3836
WYSP-F	4.2	2.6	3.9	2.5	3911
WFIL	3.9	3.0	5.0	2.2	4832
WWDB-F	3.2	2.4	7.7	3.7	1661
WIOQ-F	2.9	1.7	1.7	2.6	3161
WMGK-F	2.8	3.5	5.0	2.3	2190
WFLN-F+	1.8	3.3	1.9	1.5	2115
WSNI-F	1.5	2.4	3.6	3.1	1675
WZZD	1.5	2.7	2.0	2.7	2751
WDAS	1.3	---	1.4	2.7	1782
WPEN	1.2	2.1	1.4	1.4	1774
WUSL-F	1.1	2.6	---	1.2	1162

WASHINGTON MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
WHUR-F	10.5	7.2	9.1	10.8	3252
WPGC-F+	9.5	10.4	8.7	8.9	5691
WOOK-F	8.4	6.1	9.3	5.9	3364
WMAL	7.5	8.6	11.4	9.0	5308
WGAY-F	7.4	5.7	4.3	4.5	2682
WWDC-F	6.6	5.0	5.3	4.0	4130
WASH-F	6.3	5.4	3.1	6.2	3137
WRC	4.3	5.8	3.1	4.5	2579
WTOP	4.3	5.6	3.0	5.0	3651
WAVA-F	3.6	2.8	5.2	2.8	2405
WGMS-F+	3.6	5.2	5.7	4.6	2519
WRQX-F	3.5	2.5	1.4	2.6	2999
WKYS-F	3.4	4.7	2.3	5.2	2875
WJMD-F	3.2	1.8	3.0	3.9	1625
WOL	2.5	3.6	3.0	2.3	1948
WEZR-F	2.1	1.8	0.4	1.7	881
WWDC	1.5	2.0	1.1	1.3	1762
WHFS-F	1.4	2.0	3.2	2.9	1147
WMZQ-F	1.4	1.9	2.1	3.4	1423
WUST	1.3	1.0	---	---	475

ST LOUIS MEDIATREND

	<u>July</u> <u>79</u>	<u>June</u> <u>79</u>	<u>May</u> <u>79</u>	<u>Apr</u> <u>79</u>	<u>July</u> <u>Cume</u>
KMOX	21.3	28.5	25.2	24.1	8537
KSHE-F	12.1	8.7	10.7	8.8	3218
KWK+	10.4	9.4	10.8	4.3	3982
WIL-F	7.1	5.8	5.8	4.4	2281
KKSS-F	7.0	2.8	6.1	5.4	2096
KXOK	6.5	3.8	5.5	4.9	2828
KSLQ-F	4.4	6.4	7.0	11.4	3621
WIL	3.8	6.2	3.3	6.0	2022
KEZK-F	3.4	5.8	4.6	5.4	1530
KATZ	3.2	2.1	3.0	3.9	2826
WRTH	2.9	2.9	4.0	3.8	1509
KMOX-F	2.0	2.2	3.2	1.1	1475
WESL	1.7	1.3	0.5	1.4	966
KADI-F	1.4	2.1	2.1	2.5	2180
KCFM-F	1.2	0.7	0.6	0.9	680
WGNU	0.6	0.4	0.2	0.2	229

SAN JUAN

SRDS Market # 31
 FCC Revenue Rank # 39
 FCC Income Rank # 267
 SMSA Pop: 1,253,400

Revenue : \$7,078,589
 Income : \$ -51,657
 FM Rev : \$ 608,386
 FM Inc : \$ 137,442
 Comb Rev: \$7,686,975
 Comb Inc: \$ 85,785

National Rev : \$2,531,178
 Nat Rev per Cap: \$2.02
 Tot Rev per Cap: \$6.13
 Tot Inc per Cap: \$.07
 Profit Margin : 1.1%

12+ SHARE (6A-12M)

	<u>July 79</u>	<u>May 79</u>		<u>WEEKLY 12+ CUME (JULY)</u>
1. WZNT-F	15.4	18.9	1. WKAQ	354,600
2. WKAQ	13.5	16.4	2. WZNT-F	316,400
3. WQII	8.5	7.3	3. WBMJ	186,300
4. WBMJ	7.6	8.1	4. WQII	176,500
5. WIAC	6.2	4.6	5. WQBS	159,600
6. WQBS	5.8	1.5	6. WLUZ	138,800
7. WKVM-F	5.0	4.4	7. WIAC	135,400
8. WKAQ-F	4.6	4.4	8. WKAQ-F	125,300
9. WLUZ	4.5	4.7	9. WKVM-F	121,300
10. WKVM	2.9	2.8	10. WKVM	109,700
11. WIAC-F	2.8	2.6	11. WAPA	84,300
12. WAPA	2.7	3.0	12. WUNO	68,200

RADIO STATIONS

WKAQ, 580, 5 KW	, NEWS	, \$37.50	(-----)	
WQII, 1140, 10 KW (DA-1)	, MOR/AC	, \$27.00	(Howard)	
WBMJ, 1190, 10 KW/5 KW (DA-1)	, ROCK	, \$43.00	(Masla)	
WIAC, 740, 10 KW (DA-1)	, VARIETY	, \$ 7.00	(----)	
WQBS, 630, 5 KW (DA-2)	, TOP 40/SPAN	, \$20.00	(Caballero)	
WLUZ, 1600, 1 KW (DA-1)	, MOR	, \$? ?	(-----)	
WKVM, 810, 25 KW (DA-1)	, SPANISH (?)	, \$28.00	(-----)	American Colonial
WAPA, 680, 10 KW	, CONTEMP	, \$12.00	(-----)	Hearst
WUNO, 1320, 5 KW/1 KW	, TOP 40	, \$19.67	(-----)	Mooney
WZNT-F, 93.7, 50 KW @ 260	, SALSA	, \$27.00	(Howard)	
WKVM-F, 105.7, 50 KW @ 1100	, SPANISH (?)	, \$13.00	(----)	American Colonial
WKAQ-F, 104.7, 50 KW @ 1120	, TOP 40	, \$10.40	(----)	
WIAC-F, 102.5, 91 KW @ 310	, VARIETY	, \$ 7.00	(----)	

TV STATIONS

WAPA	San Juan	4	NBC
WKAQ	San Juan	2	IND
WLUZ	Ponce	7	IND

NEWSPAPERS

San Juan El Mundo	(Spanish)	M	116,773
San Juan Star	(English)	M	40,595

PRATTVILLE, ALABAMA

1. WHHY-FM	33.1	see Montgomery ARB		
2. WLWI-FM	18.1	" " "		
3. WREZ-FM	13.4	" " "		
4. WBAM	11.9	" " "		
5. WKLF	5.6	980, 1 KW (Days), COUNTRY	, \$4.00 (Beaver)	CLANTON

CARROLLTON, ALABAMA

1. WRAG	42.2	590, 1 KW (Days), COUNTRY/R&B	, \$3.50 (Midsouth)	Hook
2. WAQT-FM	18.2	94.1, 100 KW @ 505, ROCK	, \$3.50 (Midsouth)	Hook
3. WHKW-FM	8.7	98.1, 100 KW @ 400, CONTEMP	, \$7.85 (Bolton)	FAYETTE
5. WENN-FM	4.0	see Birmingham ARB		

PALM SPRINGS, CAL

1. KDES	23.1	920, 5 KW/500 W, DA-2, ROCK	ABC-C, \$11.50 (Smith)	
2. KWXY-F+	19.8	98.5, 50 KW @ 500, BTFL MUS	MBS, \$ 7.00 (Potter)	
3. KDES-FM	19.1	104.7, 42 KW @ 540, BTFL MUS	, \$ 7.25 (Smith)	
4. KCMJ	4.1	1010, 1 KW/500 W, DA-2, MOR	CBS, \$ 7.50 (----)	
5. KGUY	3.9	1270, 1 KW (Days), DA, NEWS	MBS, \$ 7.25 (----)	PALM DESERT
6. KCHV	3.6	970, 5 KW/1 KW, DA-2, MOR	NBC, \$ 8.25 (Lotus)	COACHELLO
7. KRCQ	3.3	1400, 1 KW/250 W, ROCK	, \$ 7.10 (Walton)	INDIO
8. KPSI	3.2	1450, 1 KW/250 W, MOR	ABC-I, \$ 9.00 (Dahlsten)	

VACAVILLE-FAIRFIELD, CAL

1. KFRC	15.7	see San Francisco ARB		
2. KUIC-FM	12.8	95.3, 3 KW @ 205, CONTEMP	, \$10.00 (---)	
3. KGO	8.0	see San Francisco ARB		
4. KMEL-FM	6.0	" " " "		
5. KRAK	5.5	see Sacramento ARB		
6. KSFY-FM	4.6	see San Francisco ARB		
7. KFOG-FM	3.1	" " " "		
8. KSFY-FM	2.9	see Sacramento ARB		

CANAAN-LITCHFIELD-TORRINGTON-WINSTED, CONNECTICUT

1. WTIC	33.8			
2. WTIC-FM	8.2			
3. WSNG	8.0	610, 1 KW/500 W, (DA-2), MOR	\$10.00 (Roslin)	TORRINGTON
4. WKSS-FM	5.8			
5. WCCC-FM	4.9	FOR ALL OTHER STATIONS SEE HARTFORD OR NEW HAVEN ARB		
6. WWYZ-FM	4.8			
7. WPLR-FM	4.3			

DOVER, DEL

1. WDOV	26.0	1410, 5 KW (DA-N), MOR	MBS, \$10.00 (Masla)	Rau
2. WDSD-FM	11.4	94.7, 50 KW @ 400, COUNTRY	MBS, \$ 8.06 (Masla)	Rau
3. WSTW-FM	8.5	see Wilmington ARB		
4. WKEN	8.4	1600, 5 KW/1 KW (DA-2), MOR	ABC-E, \$ 7.00 (-----)	
5. WJBR-FM	5.3	see Wilmington ARB		
6. WTHD	4.4	930, 500 W (DAYS,DA), MOR/CW	, \$ 6.00 (-----)	MILFORD
7. WAFL-FM	3.9	97.7, 3 KW @ 279, COUNTRY	, \$ 6.00 (-----)	MILFORD

Ocala, FL

1. WTMC	23.2	1290, 5 KW/1 KW (DA-N), CONTEMP	, \$ 5.50 (PRO)
2. WFUZ-FM	18.5	93.7, 100 KW @ 252, BTFL MUS	, \$ 5.60 (Southern)
3. WWKE	13.7	1370, 5 KW (Days), CONTEMP	ABC-C, \$ 5.50 (Jones)
4. WMOP	11.3	900, 5 KW (Days), COUNTRY	, \$10.30 (Southern)
5. WMFQ-FM	6.9	92.7, 3 KW @ 300, BTFL MUS	, \$ 7.50 (Jones)

Bainbridge, GA

1. WMGR	32.5	930, 5 KW (DA-N), COUNTRY	MBS, \$ 6.75 (T-N)
2. WJAD-FM	27.0	97.3, 29 KW @ 209, ROCK	, \$ 6.50 (T-N)
3. WAZA	7.8	1360, 1 KW (Days), MOR	ABC-C, \$ 4.00 (Carpenter)
4. WPFM-FM	2.7	107.9, 100 KW @ 800, ROCK	, \$12.50 (HR/Stone)
			PANAMA CITY
WTUF-FM	2.7	107.1, 1.5 KW @ 390, BLACK	NBN, \$ 4.00 (Evans)
			THOMASVILLE

Newman, GA

1. WCOH+	29.5	1400, 1 KW/250 W, MOR	MBS, \$ 3.50 (Ocho)
2. WZGC-FM	14.0	see Atlanta ARB	
3. WFDR-FM	8.6	93.3, 61 KW @ 488, BLACK	MBN, NBN, \$24.00 (Carpenter)
			MANCHESTER
4. WVEE-FM	7.2	see Atlanta ARB	
5. WKLS-FM	6.3	" " "	
6. WPCH-FM	5.5	" " "	

Jacksonville, ILL

1. WLDS	20.7	1180, 1 KW (Days), MOR	, \$8.50 (----)
2. WJIL	10.2	1550, 1 KW (DA-1), COUNTRY	ABC-I, \$9.35 (Walton)
3. WEAI-FM	9.2	100.5, 10 KW @ 330, SOFT ROCK	, \$6.50 (----)
4. WDBR-FM	6.6	See Springfield, Ill. Mediastat	
5. KMOX	6.3	See St. Louis ARB	
6. WMAV	4.9	See Springfield, Ill. Mediastat	

Columbus, IND

1. WCSI-FM	38.6	101.5, 20 KW @ 300, COUNTRY	, \$10.00 (Regional)
2. WFBQ-FM	9.9	See Indianapolis ARB	
3. WWVY-FM	9.8	104.9, 3 KW @ 300, MOR	MBS, \$ 6.00 (Walton)
4. WXTZ-FM	8.5	See Indianapolis ARB	
5. WNDE	7.3	" " "	
6. WCSI	7.2	1010, 500 W (Days), CONTEMP	, \$11.40

Michigan City, IND

1. WIMS	29.6	1420, 5 KW/500 W (DA-2), MOR	, \$7.10 (---)
2. WLUP-FM	12.7	See Chicago ARB	
3. WLOO-FM	8.0	" " "	
4. WEFM-FM	7.0	" " "	
5. WLS	6.1	" " "	
6. WGN	4.7	" " "	
7. WFYR-FM	4.0	" " "	

CAVE CITY-HORSE CAVE-PARK CITY, KY

1. WGGC-FM	29.7	95.1, 100 KW @ 385, COUNTRY	, \$ 3.75 (---) GLASGOW
2. WOVO-FM	27.7	105.5, 1 KW @ 480, ROCK, OLDIES	, \$ 4.25 (---) GLASGOW
3. WKVE	14.0	800, 250 W (Days-DA-1), MOR	ABC-I, \$ 3.50 (Carpenter)
4. WLOC	11.2	1150, 1 KW (Days), ? ?	, \$ 2.25 (Regional) MUNFORDVILLE

RUSSELLVILLE, KY

1. WRUS	36.0	610, 500 W (Days), VARIETY	, \$ 3.90 (---) Hook
2. WAKQ-FM	27.7	101.1, 100 KW @ 513, ROCK	, \$ 6.00 (---) Hook
3. WWKX-FM	20.0	104.5, 50 KW @ 1050, ROCK	, \$ 9.75 (Midsouth) GALLATIN
4. WLAC	4.6	See Nashville ARB	
5. WSM	1.9	" " "	

CAMBRIDGE-EASTON, MD

1. WCEM	24.8	1240, 1 KW/250 W, MOR	, \$ 7.00 (Market 4)
2. WCAO	9.3	See Baltimore ARB	
3. WESP-FM	8.6	106.3, 3 KW @ 150, COUNTRY	, \$ 4.75 (Market 4)
4. WCTD-FM	7.4	NO INFORMATION AVAILABLE	
5. WEMD+	4.6	1460, 1 KW/250 W (DA-2), VARIETY	, \$ 4.00 (Walton)
6. WBAL	3.5	See Baltimore ARB	

PETERSBURG, VA

1. WRVQ-FM	23.6	See Richmond ARB	
2. WRVA	16.8	" " "	
3. WSSV	13.2	1240, 1 KW/250 W, CONTEMP	, \$11.00 (Sav-Gates)
4. WPVA	10.4	1290, 5 KW (Days), COUNTRY	ABC-E, \$11.20 (PRO)
5. WPVA-FM	10.1	95.3, 3 KW @ 300, COUNTRY	ABC-E, \$11.20 (PRO)

LA CROSSE, WIS

1. WKTY	29.8	580, 5 KW/1 KW (DA-2), MOR	ABC-E, \$16.00 (Buckley)
2. WIZM-FM	18.9	93.3, 100 KW @ 557, ROCK	, \$13.65 (HR/Stone) Midwest Family
3. WIZM	15.2	1410, 5 KW (DA-2), AD CONT	NBC, \$13.65 (HR/Stone) Midwest Family
4. WLXR-FM	11.8	104.9, 1.4 KW @ 430, COUNTRY	, \$ 4.70 (PRO)
5. WLCX	10.5	1490, 1 KW/250 W, ROCK	, \$ 6.75 (PRO)
6. WSPL-FM	9.5	95.9, 3 KW @ 900, AOR	ABC-F, \$ 6.50 (Buckley)

MARYVILLE-ALCOA, TN

1. WGAP	30.7	1400, 1 KW/250 W, COUNTRY	, \$ 6.25 (Midsouth)
2. WEZK-FM	15.4	See Knoxville ARB	
3. WRJZ	12.6	" " "	
4. WIVK-FM	11.0	" " "	
5. WNOX	8.5	" " "	

MARSHALL, TX

1. KROK-FM	25.3	See Shreveport ARB	
2. KMHT	20.9	1450, 1 KW/250 W, CONTEMP	MBS, \$ 5.25 (Masla)
3. KMHT-FM	12.7	103.9, 3 KW @ 300, BTFL MUS	, \$ 6.30 (Masla)
4. KEEL	8.4	See Shreveport ARB	
5. KKYR	7.0	1410, 500 W (DAYS-DA), COUNTRY	ABC-C, \$ 6.00 (Smith)

CHARLOTTESVILLE, VA

1. WCHV	30.8	1260, 5 KW/1 KW (DA-2), AD CONT	ABC-I, \$ 8.30 (Sav-Gates)
2. WWWV-FM	22.9	97.5, 50 KW @ 450, AOR	, \$ 8.10 (Sav-Gates)
3. WQMC-FM	9.8	95.3, 3 KW @ 190, BTFL MUS	CBS, \$ 5.50 (PRO)
4. WELK	9.2	1400, 1 KW/250 W (DA-1), CONTEMP	ABC-C, \$ 7.50 (---)
5. WINA	8.3	1070, 5 KW (DA-N), MOR	CBS, \$ 7.50 (PRO)
6. WPED	6.6	810, 500 W (DAYS), COUNTRY	, \$ 6.50 (---)

GETTYSBURG, PA

1. WYCR-FM	30.2	See York ARB	
2. WGET	10.3	1320, 1 KW/500 W (DA-2), MOR	MBS, \$ 5.70 (Dome)
3. WHVR	8.1	1280, 5 KW/500 W (DA-2), MOR	, \$ 9.75 (---) HANOVER
4. WSBA	7.8	See York ARB	
5. WQXA-FM	7.2	" " "	
6. WPOC-FM	6.7	See Baltimore ARB	

WAYNESBORO, PA

1. WAYZ-FM+	21.9	101.5, 3.2 KW @ 21, COUNTRY	ABC-C, \$ 3.47 (---) Mid Atlantic
2. WFRE-FM	10.4	See Hagerstown Mediastat	
3. WEEO	8.6	1130, 1 KW (DAYS,DA), ROCK	, \$ 8.30 (Market 4)
WYII-FM	8.6	See Hagerstown Mediastat	
5. WKSL-FM	5.7	94.3, 1.7 KW @ 360, BTFL MUS	, \$ 4.80 (---) GREENCASTLE

COLUMBIA, TN

1. WKRM	29.7	1340, 1 KW/250W, ROCK	, \$ 6.50 (Devney)
2. WKOM-FM	17.2	101.7, 3 KW @ 300, COUNTRY	, \$ 4.95 (Midsouth)
3. WSM	10.6	See Nashville ARB	
4. WLAC	9.4	" " "	
5. WMCP	9.0	1280, 1 KW (Days), VARIETY	ABC-E, \$ 4.00 (---)

MIDDLETOWN-FRNKLIN, OHIO

1. WPFB	16.1	910, 1 KW/100 W, VARIETY	, \$11.80 (Regional) Braden
2. WKRQ-FM	11.5	See Cincinnati ARB	
3. WLW	7.5	" " "	
4. WEBN-FM	4.8	" " "	
WSAI	4.8	" " "	
6. WMOH	4.3	1450, 1 KW/250 W, ROCK	ABC-C, \$16.50 (HR/Stone) HAMILTON

ST MARY'S-WAPAKONETA, OHIO

1. WAXC-FM	23.6	92.1, 3 KW @ 165, CONTEMP	ABC-C, \$ 5.00 (Regional)
2. WIMA	15.6	1150, 1 KW (DA-2), MOR	ABC-E,I, \$18.00 (Buckley) LIMA
3. WOWO	12.8	See Fort Wayne ARB	
4. WIMA-FM	9.4	102.1, 15 KW @ 250, COUNTRY	ABC-I, \$ 9.75 (Buckley) LIMA
5. CKLW	7.6	See Detroit ARB	
6. WLW	6.8	See Cincinnati ARB	
7. WCSM	6.1	1350, 500 W (DAYS,DA), ROCK	ABC-I, \$ 7.00 (HR/Stone) CELINA

BRADFORD, PA

1. WESB	51.0	1490, 1 KW/250 W, CONTEMP	, \$ 7.50 (---)
2. WBEN-FM	20.3	See Buffalo ARB	
3. WBJZ-FM	8.3	100.9, 1.5 KW @ 405, ? ?	, \$? (---) OCEAN, NY
4. WGR	7.9	See Buffalo ARB	
5. WEBF-FM	6.7	95.7, 43 KW @ 740, ? ?	, \$ 8.00 (---) OCEAN, NY

GREENVILLE, MISS

1. WBAD-FM	26.3	94.3, 3 KW @ 300, BLACK	NBN, \$ 6.75 (---)
2. WDMS-FM	18.9	100.7, 51 KW @ 205, DISCO/ROCK	, \$ 6.00 (Lazar)
3. WGVM	12.2	1260, 5 KW (Days), COUNTRY	, \$12.00 (Devney)
4. WESY	9.3	1580, 1 KW (Days), BLACK	MBN, \$ 5.00 (---)
5. WJPR	8.0	1330, 1 KW/500 W (DA-N), ROCK	CBS, \$ 4.50 (Beaver)
6. WDDT	7.4	900, 1 KW (Days), ROCK	, \$ 7.00 (---)
7. WBAQ-FM	7.1	97.9, 27 KW @ 150, BTFL MUS	, \$ 4.00 (Bolton)

ITHACA, NY

1. WTKO	23.2	1470, 1 KW/500 W (DA-N), MOR	ABC-I, \$10.00 (---)
2. WVBR-FM	16.6	93.5, 3 KW @ 250, AOR	ABC-F, \$12.00 (Smith)
3. WNOZ-FM	14.1	99.9, 20 KW @ 730, ROCK	ABC-C, \$10.50 (Market 4) CORTLAND
4. WICB-FM	9.8	NO INFORMATION AVAILABLE	
5. WHCU-FM	7.4	97.3, 52 KW @ 730, CLASSICAL	, \$11.00 (Regional) CORNELL U
6. WHCU	6.0	870, 5 KW (Days, DA), VARIETY	CBS, \$11.00 (Regional) CORNELL U
7. WKRT	5.0	920, 1 KW/500 W (DA-N), COUNTRY	ABC-C, \$10.00 (Market 4) CORTLAND

HAGERSTOWN, MD

1. WQCM-FM	32.2	96.7, 3 KW @ 160, ROCK	, \$ 8.00 (---)
2. WJEJ	17.6	1240, 1 KW/250 W, MOR	CBS, \$ 7.75 (---)
3. WYII-FM	8.9	95.9, 3 KW @ 300, COUNTRY	NBC, \$ 6.20 (Market 4)
4. WARK	6.5	1490, 1 KW/250 W, CONTEMP	MBS, \$ 7.15 (Masla) Rau
5. WFRE-FM	5.9	99.9, 9 KW @ 1123, BTFL MUS	, \$12.00 (Sav-Gates) FREDERICK
6. WWMD-FM	4.6	104.7, 75 KW @ 1320, BTFL MUS	, \$ 7.75 (---)

SALISBURY-OCEAN CITY, MD/SOUTHERN DELAWARE

1. WKHI-FM	20.6	99.9, 50 KW @ 319, CONTEMP	, \$14.00 (---)
2. WBOC-FM	19.9	104.7, 33 KW @ 610, BTFL MUS	, \$15.00 (Katz) Abell
3. WBOC	10.8	960, 5 KW/1 KW (DA-2), MOR	CBS, \$15.00 (Katz) Abell
4. WSUX-FM	7.6	98.3, 3 KW @ 230, CONTEMP	MBS, \$ 4.00 (Dome) SEAFORD, DE
5. WICO-FM+	6.1	94.3, 3 KW @ 170, COUNTRY	, \$ 7.50 (---)
6. WAFL-FM	5.2	97.7, 3 KW @ 279, COUNTRY	, \$ 7.00 (---)

CAPE COD (BARNSTABLE COUNTY) MASS

1. WCOD-FM	12.5	106.1, 25 KW @ 180, ROCK	ABC-C, \$13.50 (Knight) Knight
2. WLOM-FM	11.2	104.7, 50 KW @ 300, AOR	, \$13.50 (PRO)
3. WCIB-FM	8.6	101.9, 50 KW @ 280, MOR	, \$18.00 (Buckley)
4. WOCB	8.4	1240, 1 KW/250 W, MOR	NBC, \$19.25 (Kettell) Scconnix
5. WQRC-FM	7.4	99.9, 50 KW @ 445, BTFL MUS	, \$15.00 (Creed)
6. WSOX-FM	7.1	94.9, 50 KW @ 245, BTFL MUS	, \$19.25 (Kettell) Scconnix

JACKSON, MICH

1. WHFI-FM	16.9	94.1, 50 KW @ 342, BTFL MUS,	, \$10.45 (Torbet) Booth
2. WJR	13.8	See Detroit ARB	
3. WJOX-FM	13.5	106.1, 20 KW @ 130, ROCK (TM)	, \$ 6.50 (PRO) Patten
4. WIBM	10.0	1450, 1 KW/250 W, ROCK	ABC-C, \$ 9.78 (Torbet) Booth
5. WKHM	6.5	970, 1 KW (DA 2), MOR	CBS, \$10.00 (PRO) Patten
6. WRIF-FM	6.2	See Detroit ARB	
7. WDJD	3.6	1510, 5 KW D-DA, COUNTRY	MBS, \$ 7.00 (Mich Spot)
8. WJR-FM	2.7	See Detroit ARB	
9. CKLW	2.1	" " "	
10. WVIC-FM	1.3	See Lansing ARB	

MARQUETTE-ISHPEMING, MICH

1. WUUN-FM	34.8	100.1, 3 KW @ 250, ROCK	, \$11.25 (PRO)
2. WFNN-FM	13.1	104.7, 100 KW @ 400, ROCK	, \$ 6.75 (Masla)
3. WDMJ	13.0	1320, 1 KW-U, DA-N, MOR	ABC-E, \$ 6.00 (Meil)
4. WJPD-FM	9.5	92.3, 100 KW @ 470, MOR/CW	NBC, \$ 9.25 (P/W)
5. WUPY	8.4	970, 5 KW (Days), CONT	ABC-I, \$ 8.00 (Mich Spot)
6. WJPD	7.6	1240, 1 KW/250 W, MOR/CW	NBC, \$ 9.25 (P/W)
7. WMQT-FM	6.9	NO INFORMATION AVAILABLE	

DOTHAN, ALA

1. WTVY-F	21.6	95.5, 100 KW @ 1078, COUNTRY	CBS, \$ 6.50 (PRO)
2. WOOF	15.6	560, 500 W (DAYS), ROCK	MBS, \$ 6.00 (Carpenter)
3. WOOF-F	14.8	99.7, 100 KW @ 340, BTFL MUS	, \$ 6.00 (Carpenter)
4. WKMX-F	11.4	106.7, 100 KW @ 432, MOR	, \$ 7.80 (Beaver)
5. WPFM-F	9.6	107.9, 100 KW @ 800, ROCK	, \$12.00 (HR/Stone) (PANAMA CITY)
6. WDIG	7.1	1450, 1 KW/250 W, ROCK	ABC-C, \$ 7.20 (Ochs)
7. WAGF	6.2	1320, 1 KW, COUNTRY	, \$ 5.90 (----)
8. WIRB-F	2.5	96.9, 100 KW @ 295, CONTEMP	, \$ 4.70 (----)

SCOTTSBORO, ALA

1. WCNA-F	54.4	98.3, 1.5 KW @ 400, COUNTRY	ABC-E, \$2.75 (Beaver)
2. WCRI	9.8	1050, 250 W (DAYS), MOR	, \$2.50 (Beaver)
3. WQEN-F	9.6	See Birmingham	
4. WKEA	9.1	1330, 1 KW (DAYS)	, \$4.00 (Carpenter)
5. WSKZ-F	2.7	See Chattanooga	

TUSCALOOSA, ALA

1. WTUG-F	19.5	NO INFO AVAILABLE	
2. WTBC	12.9	1230, 1 KW/250 W, ROCK	ABC-C, \$ 9.00 (Busby)
3. WACT-F	9.6	105.5, 3 KW @ 300, COUNTRY	, \$10.00 (PRO)
4. WTUG	9.5	790, 1 KW (DAYS), BLACK	MBN, \$ 8.50 (Howard)
5. WKXX-F	8.7	See Birmingham	
6. WACT	6.5	1420, 5 KW (DAYS), COUNTRY	, \$10.00 (PRO)
7. WJRD	6.4	1150, 5 KW/500 W, MOR	, \$ 7.00 (Ochs)
8. WUOA-F	5.6	95.7, 50 KW @ 320, BTFL MUS	, \$ 6.00 (Busby)

YUMA, AZ

1. KJOK-F	28.6	93.1, 30 KW @ 74, ROCK	, \$7.50 (PRO)
2. KBLU	24.1	560, 1 KW, CONTEMP	NBC, \$7.00 (Buckley)
3. KVOY	22.5	1400, 1 KW/250 W, MOR	ABC-I, \$7.50 (PRO)
4. KTTI-F	17.5	NO INFO AVAILABLE	
5. KLOS-F	2.9	See Los Angeles	

FORT MORGAN-BRUSH, COLO

1. KFTM	49.8	1400, 1 KW, MOR/C&W	, \$5.33 (Hix)
2. KIMN	18.7	See Denver	
3. KBRU-F	7.1	101.7, 1.5 KW @ 135, ? ?	, \$5.33 (Hix)
4. KOA	6.9	See Denver	
5. KAZY-F	6.7	See Denver	
6. KHOW	4.8	See Denver	

FORT WALTON BEACH, FL

1. WNUE	30.7	1400, 1 KW/250 W, ROCK	, \$10.35 (Busby)
2. WFTW-F	13.4	99.3, 3 KW @ 209, MOR	, \$ 7.50 (----)
3. WJLQ-F	12.6	See Pensacola	
4. WTKX-F	7.2	See Pensacola	
5. WXBM-F	6.5	See Pensacola	
6. WMEZ-F	4.9	See Pensacola	
7. WPFM-F	4.8	See Dothan, ALA Mediastat	

ROME, GA

1. WRGA	23.8	1470, 5 KW, COUNTRY	ABC-E, \$6.50 (Devney)
2. WQTU-F	23.1	102.3, 300 W @ 790, AC	, \$7.00 (Devney)
3. WLAQ	9.6	1410, 1 KW, COUNTRY	CBS, \$7.50 (Southern)
4. WROM-F	9.4	97.7, 3 KW @ 820, ROCK	, \$6.60 (Media South)
5. WKLS-F	6.0	See Atlanta	
6. WROM	5.1	710, 1 KW (DAYS), MOR	, \$6.60 (Media South)

CHAMPAIGN-URBANA, ILL

1. WKIO-F	23.8
2. WLRW-F	15.5
3. WDWS	13.0
4. WDWS-F	11.9
5. WPGU-F	7.5
6. WLS	5.8

FOR STATION INFO SEE ARB CONDENSED REPORT FOR THIS MARKET.

SPRINGFIELD, ILL

1. WDBR-F	20.1
2. WTAX	19.4
3. WCVS	12.4
4. WMAY	12.2
5. WFMB-F	11.3
6. WVEM-F	4.8

FOR STATION INFO SEE ARB CONDENSED REPORT FOR THIS MARKET.

IOWA CITY

1. KRNA-F	30.3	93.5, 3 KW @ 270, ROCK	, \$16.25	(Dore-Walton)
2. KCJJ	10.1	1560, 1 KW, MOR	, \$10.00	(----)
3. KXIC	8.8	800, 1 KW (DAYS), CONTEMP	, \$ 8.00	(Midwest)
4. WMT	8.0	See Cedar Rapids		
5. KICG-F	7.2	100.7, 27 KW @ 245, ROCK	, \$ 6.00	(Midwest)
6. KCRG	5.0	See Cedar Rapids		

HOPKINSVILLE, KY

1. WHOP	19.3	1230, 1 KW/250 W, MOR	CBS, \$5.50	(Walton)	Lackey
2. WHOP-F	17.2	98.7, 39 KW @ 204, COUNTRY	, \$5.50	(Walton)	Lackey
3. WKOA	15.5	1480, 1 KW (DAYS), MOR	ABC-E, \$4.60	(Regional)	
4. WKOA-F	9.5	100.3, 30 KW @ 150, BTFL MUS	, \$4.60	(Regional)	
5. WABD-F	8.2	107.9, 80 KW @ 250, AOR	, \$6.15	(---)	(FT CAMPBELL)
6. WAKQ-F	5.2	101.1, 100 KW @ 513, ROCK	, \$6.00	(---)	(RUSSELLVILLE)

LAKE CHARLES, LA

1. KLOU	17.6	1580, 1 KW, CONTEMP	, \$8.50	(PRO)	
2. KSNS-F	12.9	96.1, 100 KW @ 427, CONTEMP	ABC-F, \$9.00	(Sav/Gates)	
3. KLCL	12.2	1470, 5 KW, COUNTRY	NBC, \$9.00	(Torbet)	
4. KEZM	10.7	1310, 500 W (DAYS), BLACK	MBN, \$5.60	(Sav/Gates)	
5. KTQQ-F	9.5	100.9, 3 KW @ 300, COUNTRY	ABC-E, \$5.75	(----)	
6. KGRA-F	8.8	103.7, 100 KW @ 471, AOR	, \$6.50	(Carpenter)	
7. KLCL-F	5.1	99.5, 35 KW @ 400, BTFL MUS	, \$9.00	(Torbet)	

FREDERICK, MD

1. WFMD	22.0
2. WZYQ-F	13.4
3. WFRE-F	12.6
4. WPOC-F	4.9
5. WZYQ	4.7
6. WIYY-F	4.4

FOR STATION INFO SEE ARB CONDENSED REPORT FOR THIS MARKET.

FALL RIVER, MASS

1. WALE	15.7	1400, 1 KW/250 W, MOR	MBS, \$15.11	(Mc-Guild)
2. WPJB-F	12.5			
3. WPRO-F	8.8			
4. WLKW-F	8.4			
5. WHJY-F	4.8			
6. WPRO	4.6			
7. WHIM	4.1			

FOR ALL OTHER STATIONS SEE PROVIDENCE

BILOXI, MISS

1. WQID-F	30.4	93.7, 100 KW @ 400, ROCK	ABC-C, \$11.50	(Torbet)
2. WVMI	14.9	570, 5 KW/1 KW, COUNTRY	ABC-E, \$11.00	(Torbet)
3. WROA-F	8.4	107.1, 3 KW @ 400, BTFL MUS	, \$ 9.00	(Buckley)
4. WTAM-F	5.3	102.3, 3 KW @ 317, BLACK	NBN, \$ 8.00	(Howard)
5. WABB-F	4.8	See Mobile		
6. WTIX	4.3	See New Orleans		

COLUMBUS, MISS

1. WKOR	19.4	980, 1 KW, ROCK	ABC-C, \$5.50	(Midsouth)	
2. WHKW-F	13.6	98.1, 100 KW @ 400, CONTEMP	, \$6.90	(Bolton)	(FAYETTE)
3. WACR	11.5	1050, 1 KW (DAYS), ROCK	, \$3.50	(----)	
4. WSSO+	6.6	1230, 1 KW/250 W, MOR	NBC, \$3.75	(Beaver)	
5. WMBC	5.6	1400, 1 KW/250 W, COUNTRY	NBC, \$3.50	(Beaver)	Gulf Central
WCBI	5.6	550, 1 KW/500 W, MOR	ABC-E, \$4.00	(Midsouth)	Imes

FOREST, MISS

1. WLIN-F	28.8	See Jackson			
2. WMAG	15.9	850, 10 KW (DAYS), COUNTRY	, \$4.00	(-----)	
3. WQST-F	13.0	92.5, 28 KW @ 290, COUNTRY	, \$4.00	(-----)	
4. WJMI-F	9.2	See Jackson			
5. WJDX	7.2	See Jackson			
6. WALT-F	6.7	97.1, 100 KW @ 330, CONTEMP	ABC-F, \$8.83	(Sav/Gates)	New South
7. WKXI	5.6	See Jackson			

HATTIESBURG, MISS

1. WHSY	18.3	1230, 1 KW/250 W, MOR/AC	ABC-C, \$8.00	(Masla)	Holt
2. WFOR	15.3	1400, 1 KW/250 W, VARIETY	NBC, \$5.00	(----)	Gulf Central
3. WHSY-F	13.7	104.5, 50 KW @ 130, AOR	, \$6.00	(Masla)	Holt
4. WORV	12.0	1580, 1 KW (DAYS), BLACK	MBN, \$4.50	(Dora-Clay)	
5. WXXX	10.0	1310, 1 KW (DAYS), ROCK	, \$6.00	(Gill-Perna)	
6. WHER-F	8.0	103.7, 100 KW @ 255, BTFL MUS	, \$3.55	(----)	Gulf Central

PASCAGOULA, MISS

1. WQID-F	28.7	See Biloxi Mediastat			
2. WABB-F	11.3	See Mobile			
WVMI	11.3	See Biloxi Mediastat			
4. WOSM-F	8.8	103.1, 3 KW @ 304, GOSPEL	, \$4.50	(----)	
5. WGUD-F	8.7	106.3, 2 KW @ 350, COUNTRY	, \$4.00	(Bolton)	
6. WKKY-F	5.6	104.9, 3 KW @ 150, ROCK	, \$4.00	(Beaver)	

ST. JOSEPH, MO

1. KKJO	22.6	1550, 5 KW, ROCK	ABC-E, \$20.00	(PRO)	
2. KFEQ	14.9	680, 5 KW, COUNTRY	CBS, \$21.00	(Mc-Guild)	
3. WDAF	12.1	See Kansas City			
4. KCMO	9.8	See Kansas City			
5. KSFT-F	8.8	105.1, 30 KW @ 225, BTFL MUS	, \$ 7.50	(Torbet)	
6. KYYS-F	7.3	See Kansas City			

BURLINGTON, NC

1. WRQK-F	12.7	See Greensboro			
2. WPCM-F	12.5	101.1, 100 KW @ 511, COUNTRY	, \$28.50	(Media South)	Rau
3. WBAG-F	11.6	93.9, 10 KW @ 300, ROCK	, \$ 8.00	(Southern)	
4. WQMG-F	10.2	See Greensboro			
5. WBAG	9.1	1150, 1 KW, MOR	, \$6.00	(Southern)	
6. WSML,	6.1	1190, 500 W (DAYS), COUNTRY	ABC-I, \$5.20	(Bolton)	

ASHTABULA, OHIO

1. WFUN	19.7	970, 5 KW/1 KW, CONTEMP	, \$8.00	(----)
2. WREO-F	17.6	97.1, 50 KW @ 500, BTFL MUS	, \$7.00	(----)
3. WHK	9.9	See Cleveland		
4. WMMS-F	9.1	See Cleveland		
5. CKLW	6.1	See Detroit		
6. WCKK-F	3.8	See Erie		

GEORGETOWN, SC

1. WGMB-F	22.2	97.7, 3 KW @ 180, ROCK	ABC-C, \$4.25	(Southern)
2. WGTN	20.4	1400, 1 KW/250 W, MOR	, \$3.00	(-----)
3. WINH	10.1	1470, 1 KW (DAYS), MOR	ABC-I, \$3.00	(Southern)
4. WYAK-F	9.9	103.1, 3 KW @ 297, COUNTRY	, \$7.00	(-----)
5. WXTG-F	9.7	See Charleston		
6. WKZQ-F	6.2	101.7, 3 KW @ 300, CONTEMP	, \$10.00	(Jones) (MYRTLE BEACH)

SUMPTER, SC

1. WWDM-F	35.7	101.3, 100 KW @ 629, BLACK	, \$14.00	(Howard)
2. WNOK-F	16.2	See Columbia		
3. WSSC	13.4	1340, 1 KW/250 W, CONTEMP	ABC-E, \$ 6.00	(Bolton)
4. WDXY	8.1	1240, 1 KW/250 W, CONTEMP	, \$ 4.00	(PRO)
5. WCOS-F	6.7	See Columbia		
6. WFIG	5.9	1290, 1 KW, COUNTRY	MBS, \$ 9.00	(T-N)

HARRISONBURG, VA

1. WQPO-F	26.0	100.7, 7.2 KW @ 340, CONTEMP	, \$ 7.50	(PRO) Gilmore
2. WSVA	20.4	550, 5 KW/1 KW, MOR	, \$ 9.00	(PRO) Gilmore
3. WKCY	17.3	1300, 5 KW (DAYS), COUNTRY	, \$12.88	(-----)
4. WHBG	8.7	1360, 5 KW (DAYS), ROCK	ABC-C, \$ 7.75	(Walton)
5. WBTX	4.2	1470, 5 KW (DAYS), BTFL/REL	ABC-E, \$ 5.25	(Smith)
6. WMRA-F	3.6	NO INFO AVAILABLE		

LOGAN, W VA

1. WLOG	37.1	1230, 1 KW/250 W, ? ?	MBS, \$5.00	(-----)
2. WVOW-F+	35.9	101.9, 15 KW @ 830, MOR	, \$4.00	(-----)
3. WKEE-F	11.6	See Huntington		
4. WVAF-F	4.4	See Charleston		
5. WEMM-F	3.8	See Huntington		
6. WCAW	2.0	See Charleston		

SHERIDAN, WY

1. KWYO	42.2	1410, 5 KW/500 W, COUNTRY	ABC-I, \$7.25	(Eastman)
2. KROE	21.1	930, 1 KW, COUNTRY	, \$6.75	(Busby)
3. KROE-F	20.5	94.9, 58 KW @ 243, ROCK	, \$6.75	(Busby)
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