

# AMERICAN RADIO

Spring 1981



James H. Duncan, Jr.

AMERICAN RADIO  
SPRING 1981 REPORT

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## INTRODUCTION

This is the 11th 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 strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you understand all of the information given in the Individual Market Reports. However, if you have any questions please feel free to call me. I figure that my time and my call back to you is part of the subscription price. Also I always enjoy talking about American Radio.

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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.

Any corrections made by Arbitron to earlier published market reports are included if they were received by August 22, 1981.

Work on this edition was completed on September 2, 1981. Mailing will begin on September 8, 1981. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

This edition is dedicated with great affection and thanks to Jan Duncan.

## HIGHLIGHTS AND COMMENTS

This is the 11th edition of American Radio and this month (September) marks the fifth anniversary of the publication of the first edition back in 1976. I am most pleased and proud about the support I have received from the radio industry. That first issue sold only about 200 copies but almost 10,000 copies have been sold since then.

Recently I reviewed my subscriber list for that first edition. I picked out those people and companies which purchased the first edition and have purchased every issue since then. My thanks to all of you for your support during the last five years and a special thanks to my charter subscribers listed below:

Booth Bdcst - John Booth II	McCormick - Bill McCormick
WVIC - Joe Buys	WOAI - John Barger
WMUS - Tim Achterhoff	Chapman
Jim Stansell	WRVA
Dave Hicks - WKFR	Blackburn
Cox Broadcasting	KASE/ <del>KVET</del> - Ron Rogers
Doubleday - Gary Stevens	Torbet - Peter Moore
WCCW - John Anderson	Southern Broadcasting
McKenna, Wilkinson, Kittner	EZ - Art Keller
Bonneville	Schulke Radio Productions
RAB	Drake - Chenault
Park Broadcasting - Roger Turner	WLAC
Holt Corporation	Katz Agency - Bill Schrank
TM	Paul Kagan
RKO Rep	Major Market Radio
Westinghouse - Dick Harris, Roy Shapiro	Blair Radio - Bob Galen
Crisler	Norman Fischer
NBC - Chuck Renwick	WBNS
Nationwide	WVBF - Jay Williams
Malrite	UPI - Gordon Rice
Midwest TV - Jack Everette	Corp for Public Bdcst
WOOK-WALT - Ed Holladay	WEZN - Dick Ferguson
WIKY - John Engelbrecht	Insilco
RKO - Dwight Case	Mid America
J.N. Wells Co.	GCC - John Tenaglia
Taft - Carl Wagner	BENI
Greater Media - Julian Breen	WMCA
KOSI - Al Perry	WKBZ - George Corwin
DWJ Associates	Federated Media - John Dille III
KalaMusic - Stephen Trivers	Dick Foreman
Dick Rakovan	Fred Tascone
Kepper and Associates	Dick Janssen
Ron Cutler	Hugh Barr
Larry Lichty	Rand Gottlieb
John Bayliss	Howard Frederick

Bill McClenaghan

## COUNTRY AND BIG BAND/NOSTALGIA POST IMPRESSIVE GAINS

Perhaps the biggest story from this Spring's sweeps is the dramatic growth in audience for the Country and Big Band/Nostalgia formats. Country's share of audience is up a stunning 18.1% in the last year. Big Band/Nostalgia is up over 218% although from a much smaller base. Rock/AOR/Contemp and Beautiful Music showed the greatest declines although News/Talk and Black/Urban also fell.

One interesting note about the gains for Country: the number of stations programming the format grew by only 3.5%

### LEADING STATIONS

WBLS remains the highest rated station (1/4 HR AVG). Stations in the top 100 making large gains include: WOR, WNBC, KABC, WPLJ, WYNY, WCOZ, KLOS, WMGK, KMJQ, WPIX, WLLZ, WDAS, WXKS-F, WLS-F, KSOL, KSTP, KSCS, WSOC, KHTZ, WDVE KSFO, WIFI, KILT, XTRA, WMET, WFBQ, KIQQ and WIVK.

OTHER LEADERS:	Teens - WPLJ	AMD - WOR
	18-34 - WBLS	TSA CUME - WNBC
	18-49 - WBLS	Cume Rating - WWNC (Ashville)
	25-54 - WBLS	Metro Share - WWNC
	35-64 - WOR	FM Station Share - WIVK (Knoxville)

### AUDIENCE LEVELS RISE

Radio's audience levels have climbed significantly in the last year. There are probably two reasons for this. First of all Arbitron used population estimates based on preliminary 1980 census data. Thus the population base increased in most markets. Secondly the Average Person Rating jumped from 15.42% to 16.04%--a gain of 4%. Thus people were listening more. Utica had the highest APR (20.0) and Lynchburg the lowest (12.2).

### RADIO COST-PER-THOUSAND

Radio's CPM's showed the smallest increase in the last five years. It was only 6.73% compared to an average of 12.53% in each of the previous four years. Actual dollar increases were probably close to those of the previous years. However, the increase in audience levels helped to maintain efficiencies.

The average 12+ CPM is now \$3.17. Steubenville, Manchester and Stockton were the most expensive markets. Knoxville, New York and Baton Rouge were the least expensive.

### FM SHARE CONTINUES TO GROW

The national FM share is now 57.353% an increase of 5.7% over 1980 levels. The rate of increase has declined for three straight years, but this is misleading since the growth rate had to slow once the share rose above 50%.

Greenville-New Bern, Lancaster and Lansing have the highest FM share of listening and Honolulu, Ashville and Altoona have the lowest.

You will note that the regular feature "100 Leading FM Stations" has been deleted from this issue. I no longer feel that table is needed.

### AMERICA'S LEADING STATIONS BY FORMAT

Per your many requests I have listed America's leading stations by format or format groupings. This new feature can be found beginning on A-24. Those tables took a lot of work--hope you like it.

ROCK/TOP 40/CONTEMP	- WNBC	NEWS/TALK	- WOR
AOR	- WPLJ-F	COUNTRY	- WMAQ
AC/SOFT ROCK/OLDIES	- WYNY-F	BLACK/URBAN	- WBLS-F
MOR	- WGN	SPANISH	- WADO
BTFL MUSIC	- WRFM-F	RELIGION	- KBRT
BIG BAND	- WNEW	CLASSICAL	- WQXR-F

### GROUP OWNERS

Some of the groups showing significant growth in the last year include NBC, Century, Gannett, Storz, Doubleday, Malrite, Metroplex, Susquehanna, Scripps-Howard and Guy Gannett.

New groups qualifying for the first time include Liggett, Security, Manship, Crawford, Eastman, Executive, Forward, Mortenson, Epperson and Walton.

### OTHER LEADERS

Revenue per capita: Fargo the highest and Anchorage the lowest.

Profit per capita: Wheeling the highest and Pueblo the lowest.

National revenue per capita: San Francisco the highest and Anaheim the lowest.

Profit Margin: Columbus, OH, Atlanta and Wheeling the highest.

Radio Reps: Katz leads followed by Eastman, Mc-Guild, Torbet and Blair.

Syndicators/Consultants: Burkhart-Abrams continues to lead. Al Ham shows the greatest increase.

WMAQ shows up in more Arbitron markets than any other station (12).

WWSH-F shows up in more Arbitron markets than any FM station (7).

GREATEST SHARE INCREASE: KLLL-F in Lubbock, TX +12.7

GREATEST SHARE LOSS: KYVA-F in Billings, MT -10.7

About a year ago I received a letter from Bill Rust in which he claimed that some of my power and HAAT figures were inaccurate. I double-checked my sources (in this case SRDS) and wrote back to Bill saying I thought my figures were OK. Bill wrote again saying, in effect, don't mess with an old engineer. He said that often certain stations will hype or hide their true figure in SRDS and Broadcasting Yearbook.

I had seen some weird format descriptions in SRDS (beautiful music described as contemporary, black described as MOR, etc.), but I didn't think anyone would be deceitful about their power and HAAT. I was wrong--another blow to innocence and idealism. Many stations are deceitful or dishonest in their station listings.

I find such actions to be utterly contemptible. From now on I will make note of any stations which I find are not publishing accurate data in SRDS. This will probably cost me a few subscribers, but I really don't care. Such deceit can only do harm to all stations.

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Individual Market Reports for these markets in alphabetical order:

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Albany-Schen-Troy	Charlotte	Green Bay	Lubbock
Albuquerque	Chattanooga	Greens-WS	Lynchburg
Allen-Beth-East	Chicago	Greenville-NB	Macon
Altoona	Cincinnati	Greenville, SC	Madison
Amarillo	Cleveland	Harrisburg	Manchester
Anaheim	Colorado Spr	Hartford	McAllen-Browns
Anchorage	Columbia, SC	Honolulu	Medford
Appleton-Oshkosh	Columbus, GA	Houston	Melb-Titus-Cocoa
Asheville	Columbus, OH	Huntington	Memphis
Atlanta	Corpus Christi	Huntsville	Miami
Atlantic City	Dallas-FW	Indianapolis	Milwaukee
Augusta	Daven-RI-Mol	Jackson, MS	Minn-SP
Austin	Dayton	Jacksonville	Mobile
Bakersfield	Daytona Beach	Joh City-King-Bri	Modesto
Baltimore	Denver	Johnstown	Montgomery
Baton Rouge	Des Moines	Kalamazoo	Nashville
Beaumont	Detroit	Kansas City	Nassau-Suffolk
Billings	Duluth	Knoxville	New Haven
Binghampton	El Paso	Lafayette	New Orleans
Birmingham	Erie	Lakeland	New York
Bloomington, Ill	Eugene-Spr	Lancaster	Norfolk
Boise	Evansville	Lansing	NE PA
Boston	Fargo	Las Vegas	Oklahoma City
Bridgeport	Fayetteville	Lexington	Omaha
Buffalo	Flint	Lincoln	Orlando
Canton	Ft. Lauderdale	Little Rock	Pensacola
Cedar Rapids	Ft. Wayne	Los Angeles	Peoria
Charleston, SC	Fresno		

Philadelphia	Rochester	Shreveport	Tucson
Phoenix	Rockford	Sioux Falls	Tulsa
Pittsburgh	Sacramento	South Bend	Utica
Portland, ME	Saginaw	Spokane	Waco
Portland, OR	St. Louis	Springfield, MA	Washington
Providence	Salinas-Seaside	Springfield, MO	Waterloo-CF
Pueblo	Salt Lake City	Steubenville	West Palm Beach
Raleigh	San Antonio	Stockton	Wheeling
Reading	San Diego	Syracuse	Wichita
Reno	San Francisco	Tallahassee	Wilmington, DE
Richland, WA	San Jose	Tampa-St. Pete	Wilmington, NC
Richmond	Sarasota	Terre Haute	Worcester
Riverside-SB-Ont	Savannah	Toledo	Yakima
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			Youngstown

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 C6 Bismarck, ND; Boulder, CO; Bozeman, MT  
 C7 Burlington, VT; Cape Cod, MA; Casper, WY  
 C8 Charlottesville, VA; Champaign, IL; Cheyenne, WY  
 C9 Chico, CA; Danbury, CT; Danville, IL; Dothan, AL  
 C10 Dubuque, IA; Eau Claire, WI; Fayetteville, AR  
 C11 Fort Myers, FL; Ft. Pierce, FL; Ft. Smith, AR  
 C12 Ft. Walton Beach, FL; Frederick, MD; Grand Forks, ND; Grand Junction, CO  
 C13 Great Falls, MT; Hagerstown, MD; Ithaca, NY; Joplin, MO  
 C14 Killeen, TX; La Crosse, WI; Lafayette, Ind  
 C15 Lake Charles, LA; Lawton, OK; Long Branch, NJ; Longview, TX  
 C16 Minot, ND; Monroe, LA; Morristown, NJ; Muskegon, MI  
 C17 New Bedford, MA; Odessa, TX; Ogden, UT; Owensboro, KY  
 C18 Palm Springs, CA; Panama City, FL; Parkersburg, WV; Plattsburgh, NY  
 C19 Poughkeepsie, NY; Provo, UT; Rapid City, SD; Redding, CA  
 C20 Rochester, MN; St. Cloud, MN; Salem, OR; San Angelo, TX  
 C21 Santa Barbara, CA; Santa Fe; Santa Rosa  
 C22 Sioux City, IA; Springfield, IL; Staunton, VA; Texarkana, TX  
 C23 Twin Falls, ID; Victoria, TX; Waterbury, CT  
 C24 Watertown, NY; Wenatchee, WA; Wichita Falls, TX; Williamsport, PA  
 C25 Yuma, AZ  
 C25 Metro Share Leaders - ARB Condensed Markets

Mediastat Non-Monthly Reports

C26 Troy, AL; Pine Bluff, AR; Aspen; Boulder; Canaan, CT; Dover, DE; Naples, FL  
 C27 Charleston, IL; Jacksonville, IL; Anderson, IN; Bloomington, IN; Kokomo, IN;  
 Marion, IN; Valparaiso, IN  
 C28 Murray, KY; Crowley, LA; Leesville, LA; Aroostook County, ME; Cambridge, MD;  
 Salisbury, MD; Jackson, MI  
 C29 Marquette, MI; Mount Pleasant, MI; Niles, MI; Meridian, MS; Oxford, MS; Butte, MT;  
 Franklin, NH  
 C30 Hobbs, NM; Roswell, NM; Elmira, NY; Burlington, NC; Roanoke Rapids, NC; Shelby, NC;  
 Southern Pines, NC; Dickinson, ND  
 C31 Minot, ND; Middletown, OH; Enid, OK; Indiana, PA; Anderson, SC; Georgetown, SC;  
 Rock Hill, SC; Sumter, SC  
 C32 Aberdeen, SD; Huron, SD; Marshall, TX; Tyler, TX; Winchester, VA; Beloit, WI;  
 Rice Lake, WI  
 C33 Gillette, WY; Norwalk, CT; Columbus, MS; Lima, OH; Petersburg, VA



AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS\*

STATION	MARKET	1/4 HR AVG	FORMAT	OWNER	A/M 80 RANK
1. WBLS-F	New York	1871	Black	Inner City	1
2. WOR	New York	1655	Talk	RKO	5
3. WKTU-F	New York	1616	Urban	SJR	2
4. WNBC	New York	1537	Contemp	NBC	7
5. WCBS	New York	1356	News	CBS	3
6. WABC	New York	1313	Contemp	ABC	6
7. KABC	Los Angeles	1305	Talk	ABC	17
8. WRFM-F	New York	1279	BTFL	Bonneville	10
9. WGN	Chicago	1254	MOR/Talk	WGN Cont	4
10. WPLJ-F	New York	1170	AOR	ABC	15
11. WINS	New York	1078	News	Westinghouse	8
12. WMAQ	Chicago	1067	Country	NBC	11
13. KDKA	Pittsburgh	1057	MOR	Westinghouse	12
14. WJR	Detroit	1029	MOR	Capital Cities	13
15. WNEW	New York	966	Big Band	Metromedia	22
16. KMOX	St. Louis	962	News/Talk	CBS	21
17. WYNY-F	New York	944	AC	NBC	37
18. WLS	Chicago	925	Rock	ABC	9
19. WCOZ-F	Boston	923	AOR	John Blair	103
20. WPAT-F	New York	921	BTFL	Capital Cities	19
21. KBIG-F	Los Angeles	914	BTFL	Bonneville	23
22. KGO	San Francisco	907	News/Talk	ABC	18
23. KYW	Philadelphia	900	News	Westinghouse	16
24. WBBM	Chicago	877	News	CBS	20
25. WCCO	Minneapolis	843	MOR		14
26. KMET-F	Los Angeles	761	AOR	Metromedia	26
27. WNEW-F	New York	734	AOR	Metromedia	36
28. WHN	New York	722	Country	Mutual	27
29. WPAT	New York	707	BTFL	Capital Cities	33
30. KNX	Los Angeles	693	News	CBS	24
31. WLOO-F	Chicago	688	BTFL	Century	31
32. WBAP	Dallas-FW	683	Country	Capital Cities	30
33. KLOS-F	Los Angeles	604	AOR	ABC	99
34. WMGK-F	Philadelphia	598	AC	Greater Media	57
35. KMJQ-F	Houston	597	Urban	Amaturo	227
36. WDAF	Kansas City	591	Country	Taft	43
37. WBZ	Boston	587	MOR	Westinghouse	32
38. WMCA	New York	587	Talk		25
39. WCBS-F	New York	580	Oldies	CBS	27
40. WPIX-F	New York	569	Rock	WGN Cont	91
41. KFI	Los Angeles	552	AC	Cox	29
42. KJOI-F	Los Angeles	550	BTFL	LA Coke	34
43. WLLZ-F	Detroit	546	AOR	Doubleday	500+
44. KFVB	Los Angeles	545	News	Westinghouse	39
45. KRTH-F	Los Angeles	536	AC	RKO	47
46. KRLA	Los Angeles	529	Rock		51
47. WMMS-F	Cleveland	527	AOR	Malrite	52
48. WMMR-F	Philadelphia	527	AOR	Metromedia	49
49. WHDH	Boston	517	AC	John Blair	35
50. WTIC	Hartford	511	MOR		39

\*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>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>A/M 80 RANK</u>
51.	WDAS-F	Philadel	505	Urban	NBN	70
52.	KCBS	San Fran	499	News	CBS	50
53.	WEAZ-F	Philadel	498	BTFL		67
54.	WADO	New York	491	Spanish		48
55.	WWSH-F	Philadel	487	BTFL	Cox	43
	KLAC	Los Angeles	487	Country	Metromedia	38
57.	KNX-F	Los Angeles	471	Soft Rock	CBS	63
	WXKS-F	Boston	471	Contemp/Urb	Hefstel	114
59.	KIIS-F	Los Angeles	462	Disco	Gannett	54
60.	WJIB-F	Boston	454	BTFL	GE	65
61.	WLS-F	Chicago	448	Rock	ABC	151
62.	KSOL-F	San Francisco	436	Black	United	112
63.	KSTP-F	Minn-SP	433	Contemp	Hubbard	100
64.	KNBR	San Francisco	428	MOR	NBC	56
65.	KOST-F	Los Angeles	427	BTFL	Cox	66
66.	KFRC	San Francisco	423	Rock	RKO	77
	KSCS-F	Dallas-FW	423	Country	Capital Cities	107
68.	WIND	Chicago	418	Talk	Westinghouse	43
69.	WSOC-F	Charlotte	417	Country	Cox	145
70.	KHTZ-F	Los Angeles	415	Contemp	Greater Media	125
71.	WTFM-F	New York	414	AC		64
72.	WGCI-F	Chicago	412	Black	Gannett	83
73.	WDVE-F	Pittsburgh	411	AOR	Taft	128
74.	WXLO-F	New York	405	Urban	RKO	55
	WEEI	Boston	405	News	CBS	61
76.	WIP	Philadelphia	403	MOR	Metromedia	41
77.	WROR-F	Boston	401	AC	RKO	88
78.	KSFO	San Francisco	397	MOR/Talk	Golden West	185
79.	KMPC	Los Angeles	395	Talk	Golden West	75
80.	WJIT	New York	391	Spanish	SJR	79
	WAAF-F	Boston	391	AOR	Park City	79
82.	WRAL-F	Raleigh	389	Rock	Capitol	103
83.	WMAL	Washington	383	MOR	ABC	59
84.	WKQX-F	Chicago	380	AC	NBC	101
85.	WIFI-F	Philadelphia	378	Rock	GCC	213
86.	KILT-F	Houston	376	Country	LIN	271
87.	XTRA	Tijuana	373	Rock	Noble	214
88.	WMET-F	Chicago	371	AOR	Metromedia	191
89.	WJPC	Chicago	368	Black		308
90.	WFBQ-F	Indianapolis	365	Rock	Gulf/Rahall	277
91.	WPGC-F+	Washington	364	Contemp	First Media	62
92.	KIQQ-F	Los Angeles	362	Rock	Outlet	189
93.	WLAK-F	Chicago	361	BTFL	Storer	42
94.	WCLR-F	Chicago	360	MOR	Bonneville	118
95.	KVIL-F	Dallas	359	AC	Fairbanks	85
96.	WKLS-F	Atlanta	357	AOR	SJR	130
97.	WIVK-F	Knoxville	355	Country	Dick	214
98.	WQXR-F+	New York	354	Classical	NY Times	72
99.	WZGC-F	Atlanta	350	Contemp	Hefstel	101
100.	WLUP-F	Chicago	349	AOR	Hefstel	58

101.	WRIF-F	Detroit	346				
102.	WGCL-F	Cleveland	345				
103.	KWST-F	Los Angeles	343				
104.	CKLW	Detroit	340				
105.	WNCN-F	New York	339				
	WAIT	Chicago	339				
107.	WIOQ-F	Philadelphia	337				
	KFAB	Omaha	337				
109.	WWDB-F	Philadelphia	336				
110.	WLW	Cincinnati	328				
111.	WWJ	Detroit	326				
112.	WJEZ-F	Chicago	323				
113.	WRQX-F	Washington	322				
114.	WBCN-F	Boston	320				
115.	WBAL	Baltimore	319				
116.	KMEL-F	San Francisco	317				
	WHIO-F	Dayton	317				
118.	WGAY-F	Washington	316				
119.	WWWW-F	Detroit	315				
120.	KBPI-F	Denver	314				
121.	WNIC-F	Detroit	313				
122.	WYSP-F	Philadelphia	311				
	KSSN-F	Little Rock	311				
124.	WWDC-F	Washington	309				
125.	WHYI-F	Miami	307				
126.	KUTE-F	Los Angeles	306				
	KKDA-F	Dallas	306				
128.	KTSA	San Antonio	304				
129.	KTRH	Houston	303				
130.	WJR-F	Detroit	302				
	WTQR-F	Green-WS	302				
	WXKX-F	Pittsburgh	302				
133.	KYUU-F	San Francisco	301				
	WRBQ-F	Tampa	301				
135.	WWBA-F	Tampa	300				
136.	WVBF-F	Boston	298				
	WSB	Atlanta	298				
	KRLD	Dallas	298				
139.	WIBC	Indianapolis	297				
140.	WSHH-F	Pittsburgh	295				
141.	WOWO	Fort Wayne	294				
142.	WFYR-F	Chicago	293				
	KKYX	San Antonio	293				
	WJYE-F	Buffalo	293				
145.	KV00	Tulsa	292				
146.	WMJC-F	Detroit	290				
147.	WBMX-F	Chicago	289				
148.	KIKK-F	Houston	288				
	WIYY-F	Baltimore	288				
150.	WTMJ	Milwaukee	287				
	WXLK-F	Roanoke	287				
152.	KABL-F	San Francisco	284				
	WGY	Schenectady	284				
154.	WOKI-F	Knoxville	281				
	KYND-F	Houston	281				
156.	WQAL-F	Cleveland	280				
157.	WCAU-F	Philadelphia	279				
	KSHE-F	St. Louis	279				
	WNWS	Miami	279				
160.	KIRO	Seattle	278				
161.	WKHK-F	New York	277				
162.	WPEN	Philadelphia	276				
	WEEI-F	Boston	276				
	WLVQ-F	Columbus	276				
165.	KISW-F	Seattle	275				
	WDOK-F	Cleveland	275				
167.	WHB	Kansas City	274				
	KHJ	Los Angeles	274				
169.	WKYS-F	Washington	272				
	WEZW-F	Milwaukee	272				
171.	WZZP-F	Cleveland	271				
	WEZN-F	Bridgeport	271				
	WXTZ	Indianapolis	271				
174.	KOA	Denver	270				
175.	KLOL-F	Houston	267				
176.	WQYK-F	Tampa	266				
177.	WPRO-F	Providence	265				
178.	KTNQ	Los Angeles	263				
179.	WXYZ	Detroit	259				
180.	WOMC-F	Detroit	257				
	KMEZ-F	Dallas	257				
182.	WABX-F	Detroit	256				
183.	WBBM-F	Chicago	255				
	WEZO-F	Rochester	255				
	WISN	Milwaukee	255				
186.	KRBE-F	Houston	254				
187.	WPOC-F	Baltimore	253				
	WRVA	Richmond	253				
	WHO	Des Moines	253				
190.	WDGY	Minn-SP	252				
191.	KIOI-F	San Francisco	251				
192.	WCZY-F	Detroit	250				
193.	WCXI	Detroit	249				
	KZAP-F	Sacramento	249				
	WXYV-F	Baltimore	249				
196.	WWWE	Cleveland	248				
	KODA-F	Houston	248				
198.	WQXI-F	Atlanta	247				
	WBEN	Buffalo	247				
	WBEN-F	Buffalo	247				

201.	KKGO-F	LA	246	251.	KGBT	McA-BR	214	301.	WSHE-F	Miami	189
	WKRQ-F	Cin	246		WMC-F	Memp	214		KDAY	LA	189
	KZEW-F	Dall	246	253.	WQXM-F	Tampa	213		WAYL-F	M-SP	189
	WRHC	Miami	246		WLTA-F	Atl	213		KGW	Portl	189
205.	WROQ-F	Charl	245	255.	KMEO-F	Phoe	212	305.	WKBW	Buff	188
	WTAE	Pitts	245		WGAR	Cleve	212		WGR	Buff	188
207.	WNDU-F	S Bend	243		WDIZ-F	Orl	212	307.	WPRO	Prov	187
	WVEE-F	Atl	243	258.	KJLH	LA	211		WWSW-F	Pitts	187
209.	KNEW	SF	242		KTXQ-F	Dall	211		WRVQ-F	Rich	187
210.	KZLA-F	LA	239		WLAV-F	GR	211	310.	KMBR-F	Kans C	186
	WSUN	Tampa	239	261.	WOOD-F	GR	210		WTWR-F	Det	186
212.	WZZK-F	Birm	238	262.	WFIL	Phil	209	312.	KOSI-F	Denv	185
	WAMO-F	Pitts	238		KOAX-F	Dall	209		WPCH-F	Atl	185
	KPLX-F	D-FW	238	264,	WCFL	Chi	208		WFBR	Balt	185
215.	KEZK-F	St Lou	236		WBT	Charl	208		WKXX-F	Birm	185
	WNCI-F	Colum	236	266.	WRC	Wash	207	316.	WLAP-F	Lex	184
	WEEP	Pitts	236	267.	WIL-F	St Lou	206		WCMS-F	Norf	184
218.	WHK	Cleve	234		KSD	St Lou	206		WZXR-F	Memp	184
	KROQ-F	LA	234		WKRC	Cin	206		WHAS	Louis	184
220.	WNAP-F	Indy	232		KBLX-F	SF	206		KFOG-F	SF	184
	WCAU	Phil	232	271.	KLZ	Denv	205	321.	KGfJ	LA	183
222.	WVKX-F+	Wash	230		WHCN-F	Hartf	205		WPNT-F	Pitts	183
	KYYS-F	K City	230		WKSS-F	Hartf	205	323.	WTIX	NO	182
	WWWK-F	St. Lou	230	274.	KNIX-F	Phoe	203		WHUE-F	Bost	182
	KOMO	Sea	230	275.	WFMT-F	Chi	202	325.	WBLI-F	L Isl	181
226.	KJQY-F	SD	229		WMZQ-F	Wash	202		WWKX-F	Nashv	181
	KDWB-F	Minn	229		WMYK-F	Norf	202		WEZI-F	Memp	181
	WJYW-F	Tampa	229	278.	WQBA	Miami	200		WKEE-F	Hunt	181
229.	WINZ-F	Miami	228		WWEZ-F	Cin	200	329.	KDFC-F+	SF	180
	WASH-F	Wash	228		KOME-F	S Jose	200	330.	KRLY-F	Hous	179
	WXKS	Bost	228	281.	KWKW	LA	199	331.	WRKZ-F	Lanc	178
	KRAK	Sacra	228		WEBN-F	Cin	199	332.	KSEA-F	Sea	177
233.	WDRQ-F	Det	227	283.	WIOT-F	Tol	198	333.	WPTY-F	Albany	176
	WLYF-F	Miami	227		WBCS-F	Milw	198		WRCH-F	Hartf	176
235.	KMJM-F	St Lou	225	285.	KNOK-F	Dall	197		WDBO-F	Orl	176
	KEGL-F	Dall	225		WESC-F	Gr-Spa	197	336.	KOIT-F	SF	175
237.	WOW	Omaha	224		WINZ	Miami	197		WXGT-F	Colum	175
	KGON-F	Port	224		WAVA-F	Wash	197		WFMS-F	Indy	175
	KQRS-F+	Minn	224	289.	WANS-F	Gr-Spa	196	339.	WFMF-F	B Rouge	174
	WLKW-F	Prov	224	290.	KFYE-F	Fresno	195		WIOD-F	Miami	174
	KPRC	Hous	224	291.	WJBR-F	Wilm,DE	194		WKQS-F	Miami	174
242.	WHUR-F	Wash	223		KSL	SLC	194		WAMZ-F	Louis	174
243.	WSNI-F	Phil	221		WBCY-F	Charl	194		WKTZ-F	Jckv	174
244.	WCBM	Balt	219		WFLA-F	Tampa	194	344.	WUSL-F	Phil	173
	KOMA	Ok Cit	219	295.	KEEY-F	M-SP	193		WYNK-F	B Rouge	173
246.	WEZB-F	NO	218	296.	WTVN	Colum	192	346.	KSLQ-F	St Lou	172
	KTAR	Phoe	218		WMT	C Rapi	192	347.	KABL	SF	171
248.	KXOK	St Lou	217	298.	KIMN	Denver	191		WAIL-F	NO	171
249.	WRKO	Bost	216		KACE-F	LA	191		KNUS-F	Dall	171
	WVNJ-F	Newark	216	300.	WHUD-F	NY	190		WFAA	Dall	171

	WIKS-F	Indy	171		KFAC-F	LA	156		WXKW-F	All-Be	143
	WEZK-F	Knox	171		WTOP	Wash	156		KLOK	San Jo	143
353.	WHLI	L Isl	170		WIRE	Indy	156		WLIR-F	L Isl	143
	WJMD-F	Wash	170	404.	KCMO	Kan Ci	155	454.	WNOE-F	NO	142
355.	KOAQ-F	Denv	169	405.	WITS	Bost	154		WKDF-F	Nashv	142
	KSFI-F	SLC	169		KALI	LA	154		WENN-F	Birm	142
	KCEZ-F	Kan Ci	169		WYNF-F	Tampa	154	457.	WSEZ-F	Gr-WS	141
	KGB-F	SD	169		WSM	Nashv	154	458.	WXRT-F	Chi	140
	WWJ-F	Det	169		KLIR-F	Denv	154		WWWM-F	Cleve	140
360.	KBAY-F	S Jose	168	410.	WLQR-F	Tol	153		WAXX-F	Eau Cl	140
	KJR	Sea	168		KOFM-F	Ok Cit	153	461.	WBAB-F	L Isl	139
	WSYR-F	Syra	168		KDKB-F	Phoe	153		WCCO-F	M-SP	139
	WKBN-F	Young	168		WMAR-F	Balt	153		WKCI-F	New Ha	139
364.	WEZC-F	Charl	167		KSFM-F	Sacra	153		WQFM-F	Milw	139
	WBSB-F	Balt	167		WVON	Chi	153		WVEZ-F	Louis	139
	KSAN-F	SF	167		WFLN-F+	Phil	153		KEZO-F	Omaha	139
	WJLB-F	Det	167	417.	WLIB	NY	152	467.	WBEQ-F	Kan Ci	138
368.	WNJR	Newark	166		WSSH-F	Bost	152		WTUE-F	Dayt	138
369.	WEFM-F	Chi	165		KYGO-F	Denv	152		WBIE-F	Atl	138
	WCKX-F	Tampa	165	420.	WYYD-F	Ral	151		WYDD-F	Pitts	138
	WPJB-F	Prov	164		KFMB	SD	151		WEDR-F	Miami	138
	WLPX-F	Milw	164	422.	WSRS-F	Worc	150		WGLD-F	Gr-WS	138
	KUPL-F	Port	164		KXL-F	Port	150	473.	WKQQ-F	Lex	137
374.	KLVE-F	LA	163		WQAM	Miami	150		WQSM-F	Fayet	137
	WGRQ-F	Buff	163	425.	WRTH	St Lou	149		WEAT-F	W Palm	137
	WPLO	Atl	163		KVI	Sea	149		WWWL-F	Miami	137
377.	KRMG	Tulsa	162		WHAM	Roch	149		WCMQ-F	Miami	137
	WAXY-F	Miami	162		WQDR-F	Ral	149		KSDO	SD	137
	KEX	Port	162		WPTF	Ral	149		KENR	Hous	137
	KMBZ	Kan Ci	162	430.	WLEV-F	All-Be	148	480.	WCTC-F	New Br	136
	WKSW-F	Cleve	162		KSD-F	St Lou	148		KNBQ-F	Tacoma	136
382.	WOAI	SA	161		WJMI-F	Jack,MS	148	482.	WGMS-F+	Wash	135
	WSIX-F	Nashv	161	433.	WHRK-F	Memp	147	483.	WHLY-F	Orl	134
	WCOS-F	Col,SC	161		WMPS	Memp	147		WHYN	Spr, MA	134
	KOY	Phoe	161		KOPA-F	Phoe	147		WIXX-F	Gr Bay	134
	KQYT-F	Phoe	161	436.	KING	Sea	146	486.	WSKZ-F	Chatt	133
387.	WWVA	Wheel	160		KSO	Des M	146		WRRM-F	Cin	133
388.	WSTW-F	Wilm,DE	159		KTOK	Ok Cit	146		KYYX-F	Sea	133
	KEBC-F	Ok Cit	159		KKNG-F	Ok Cit	146	489.	WBYU-F	NO	132
	WMC	Memp	159	440.	WSYR	Syra	145	490.	WZUU-F	Milw	131
	KAZY-F	Denver	158		KNOB-F	LA	145		WQXA-F	York	131
	KPRS-F	Kan Ci	158		WGPR-F	Det	145		KMJ	Fresno	131
	WERE	Cleve	158		WLOL-F	M-SP	145		KIKI	Hono	131
	WOOK-F	Wash	158		WMHE-F	Toledo	145	494.	KTTS-F	Spr,MO	130
395.	WGRD-F	GR	157	445.	WCKY	Cin	144		WZEE-F	Madis	130
	KSFX-F	SF	157		WRNO-F	NO	144	496.	WZZO-F	All-Be	129
	KZZP-F	Phoe	157		KHOW	Denv	144		KILT	Hous	129
	WTLC-F	Indy	157		WIVY-F	Jckv	144		WBBQ-F	Augus	129
399.	KFMK-F	Hous	156		WKSJ-F	Mobile	144		WQIK-F	Jcksv	129
	WLBS-F	Det	156	450.	KQXT-F	SA	143		KWTO	Spr,MO	129
									KWTO-F	Spr, MO	129
									KRAV-F	Tulsa	129

AMERICA'S LEADING STATIONS--TEENS\*

1. WPLJ-F	New York	KROQ-F	Los Angeles
2. WBLS-F	New York	52. WPGC-F+	Washington
3. WKTU-F	New York	KYYS-F	Kansas City
4. WCOZ-F	Boston	54. WINZ-F	Miami
5. WPIX-F	New York	55. KGON-F	Portland
6. WNBC	New York	WAIL-F	New Orleans
7. WLLZ-F	Detroit	57. KTXQ-F	Dallas
8. KSOL	San Francisco	58. WXKS-F	Boston
9. KMET-F	Los Angeles	KRLY-F	Houston
10. KFRC	San Francisco	60. WVBF-F	Boston
KMJQ-F	Houston	WABX-F	Detroit
12. WLS	Chicago	KEGL-F	Dallas
13. WLS-F	Chicago	WGRQ-F	Buffalo
14. WIFI-F	Philadelphia	64. WEZB-F	New Orleans
15. KLOS-F	Los Angeles	WYNY-F	New York
16. WMET-F	Chicago	66. KUPD-F	Phoenix
17. WLUP-F	Chicago	WXGT-F	Columbus
KRBE-F	Houston	68. KILT-F	Houston
19. WMMR-F	Philadelphia	KSTP-F	Minn-SP
20. KIIS-F	Los Angeles	WQXM-F	Tampa
21. WWDC-F	Washington	71. KMEL-F	Los Angeles
22. WDAS-F	Philadelphia	KOPA-F	Phoenix
23. WWWK-F	St. Louis	WGCL-F	Cleveland
WXKX-F	Pittsburgh	74. WPJB-F	Providence
XTRA	Los Angeles	WRIF-F	Detroit
26. WJPC	Chicago	WLPX-F	Milwaukee
27. WABC	New York	77. KSHE-F	St. Louis
KLOL-F	Houston	KOME-F	San Jose
29. KWST-F	Los Angeles	KDAY	Los Angeles
30. WZGC-F	Atlanta	WKQX-F	Chicago
31. WXLO-F	New York	81. WKRQ-F	Cincinnati
32. KIQQ-F	Los Angeles	WEBN-F	Cincinnati
WYSP-F	Philadelphia	KQRS-F+	Minn-SP
34. KISW-F	Seattle	WXYV-F	Baltimore
35. WKLS-F	Atlanta	85. WBMX-F	Chicago
36. WIYY-F	Baltimore	WMMS-F	Cleveland
KUTE-F	Los Angeles	WVEE-F	Atlanta
WGCI-F	Chicago	KOAQ-F	Denver
39. KDWB-F	Minn-SP	89. WKXX-F	Birmingham
40. WDRQ-F	Detroit	KPLX-F	Dallas
41. WDVE-F	Pittsburgh	91. KNOK-F	Dallas
WRQX-F	Washington	WRBQ-F	Tampa
43. KZAP-F	Sacramento	KTFM-F	San Antonio
44. KGFJ	Los Angeles	94. KNBQ-F	Seattle
KMJM-F	St. Louis	WFBQ-F	Indianapolis
46. KRLA	Los Angeles	KWK	St. Louis
KNUS-F	Dallas-FW	WKDF-F	Nashville
48. WAMO-F	Pittsburgh	98. WLYT-F	Cleveland
KBPI-F	Denver	KSFM-F	Sacramento
50. KKDA-F	Dallas	100. KZZP-F	Phoenix
		WTLC-F	Indianapolis
		WHYI-F	Miami

\*Based on Metro Teens, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-34\*

1. WBLS-F	New York	51. KYUU-F	San Francisco
2. WKTU-F	New York	52. KABC	Los Angeles
3. WPLJ-F	New York	53. KZEW-F	Dallas
4. WNEW-F	New York	54. WIYY-F	Baltimore
5. WYNY-F	New York	55. WPGC-F+	Washington
6. WABC	New York	56. KIOI-F	San Francisco
7. WNBC	New York	57. WLWQ-F	Columbus
8. KMET-F	Los Angeles	58. KSCS-F	Fort Worth
9. KLOS-F	Los Angeles	WABX-F	Detroit
10. WCOZ-F	Boston	WBMX-F	Chicago
11. KRTH-F	Los Angeles	61. WBCN-F	Boston
WMGK-F	Philadelphia	WRQX-F	Washington
13. KRLA	Los Angeles	WCAU-F	Philadelphia
14. WLS-F	Chicago	KLOL-F	Houston
15. KNX-F	Los Angeles	65. KJLH-F	Los Angeles
16. KHTZ-F	Los Angeles	66. KBPI-F	Denver
17. KMJQ-F	Houston	67. WQXI-F	Atlanta
18. WCBS-F	New York	68. WKYS-F	Washington
19. WLLZ-F	Detroit	KUTE-F	Los Angeles
20. WDAS-F	Philadelphia	70. KFRC	San Francisco
21. WTFM-F	New York	71. WINS	New York
22. WXKS-F	Boston	72. KFI	Los Angeles
23. WGCI-F	Chicago	73. KROQ-F	Los Angeles
24. WPIX-F	New York	74. KISW-F	Seattle
25. KMEL-F	San Francisco	75. WWDC-F	Washington
26. WXLO-F	New York	WXYV-F	Baltimore
WLS	Chicago	77. KBIG-F	Los Angeles
28. WMET-F	Chicago	KTNQ	Los Angeles
KIIS-F	Los Angeles	WBBM-F	Chicago
30. WKQX-F	Chicago	80. KGB-F	San Diego
KSTP-F	Minn-SP	KBLX-F	San Francisco
32. WFYR-F	Chicago	82. WVEE-F	Atlanta
33. KVIL-F	Dallas	83. KACE-F	Los Angeles
34. WMMR-F	Philadelphia	84. WAVA-F	Washington
35. WNIC-F	Detroit	KOME-F	San Jose
36. WRIF-F	Detroit	86. WASH-F	Washington
37. KWST-F	Los Angeles	KKDA-F	Dallas
38. KSOL-F	San Francisco	88. KEGF-F	Dallas
WMMS-F	Cleveland	89. KQRS-F+	Minn-SP
40. WIOQ-F	Philadelphia	90. WRBQ-F	Tampa
WLUP-F	Chicago	91. WIFI-F	Philadelphia
42. WCLR-F	Chicago	92. KFMK-F	Houston
43. KIQQ-F	Los Angeles	KTXQ-F	Dallas
KILT-F	Houston	94. WZGC-F	Atlanta
45. WDVE-F	Pittsburgh	WPRO-F	Providence
46. WROR-F	Boston	96. KIKK-F	Houston
WJPC	Chicago	WVBF-F	Boston
48. KSHE-F	St. Louis	98. KYW	Philadelphia
49. WKLS-F	Atlanta	99. WEEI-F	Boston
WMJC-F	Detroit	WRFM-F	New York

\*Based on Adults, 18-34, Metro, Broadcast Week, 1/4 HR

AMERICA'S LEADING STATIONS - ADULTS 18-49\*

1. WBLS-F	New York	51. KYUU-F	San Francisco
2. WKTU-F	New York	52. WMAQ	Chicago
3. WNBC	New York	WJPC	Chicago
4. WABC	New York	54. WHDH	Boston
5. WYNY-F	New York	55. WNIC-F	Detroit
6. WPLJ-F	New York	56. WBBM	Chicago
7. WNEW-F	New York	57. KMEL-F	San Francisco
8. WCBS-F	New York	58. WJIT	New York
9. KMET-F	Los Angeles	KSOL-F	San Francisco
10. WMGK-F	Philadelphia	60. KFI	Los Angeles
11. KABC	Los Angeles	61. WMET-F	Chicago
12. WINS	New York	WRIF-F	Detroit
13. KRLA	Los Angeles	63. WMMR-F	Philadelphia
14. WRFM-F	New York	64. WPGC-F+	Washington
15. WGN	Chicago	65. KWST-F	Los Angeles
16. KRTH-F	Los Angeles	66. KLAC	Los Angeles
17. KBIG-F	Los Angeles	67. WJEZ-F	Chicago
18. WPAT-F	New York	68. WMJC-F	Detroit
KLOS-F	Los Angeles	69. KIOI-F	San Francisco
20. KMJQ-F	Houston	70. KGO	San Francisco
21. WCBS	New York	WCCO	Minn-SP
22. KHTZ-F	Los Angeles	72. WIOQ-F	Philadelphia
23. KNX-F	Los Angeles	73. WMMS-F	Cleveland
24. WTFM-F	New York	74. WLUP-F	Chicago
25. WOR	New York	75. WBBM-F	Chicago
WCOZ-F	New York	KSHE-F	St. Louis
27. WDAS-F	Philadelphia	77. KKDA-F	Dallas
28. WLS	Chicago	78. WDVE-F	Pittsburgh
WHN	New York	WIP	Philadelphia
30. WGCI-F	Chicago	80. WCAU-F	Philadelphia
KDKA	Pittsburgh	WADO	New York
32. WNEW	New York	82. KTNQ	Los Angeles
33. KYW	Philadelphia	KFRC	San Francisco
34. WLS-F	Chicago	84. WOMC-F	Detroit
35. KILT-F	Houston	WKYS-F	Washington
36. WPIX-F	New York	WBMX-F	Chicago
37. KSTP-F	Minn-SP	87. WJR	Detroit
38. WXKS-F	Boston	KIKK-F	Houston
39. KVIL-F	Dallas	90. WQXI-F	Atlanta
40. WKQX-F	Chicago	91. WRQX-F	Washington
41. WCLR-F	Chicago	WKHK-F	New York
42. KIIS-F	Los Angeles	93. KUTE-F	Los Angeles
KSCS-F	Dallas-FW	94. KSFO	San Francisco
44. WLLZ-F	Detroit	95. KNBR	San Francisco
45. WROR-F	Boston	96. WBCN-F	Boston
WLOO-F	Chicago	97. KZEW-F	Dallas
47. WXLO-F	New York	KJOI-F	Los Angeles
48. KMOX	St. Louis	99. WASH-F	Washington
49. WFYR-F	Chicago	WWW-F	Detroit
50. KIQQ-F	Los Angeles		

\*Based on Adults, 18-49, Metro, Broadcast Week, 1/4 HR AVG



AMERICA'S LEADING STATIONS - ADULTS 25-54\*

1. WBLN-F	New York	51. WGCI-F	Chicago
2. WKTU-F	New York	52. KOST-F	Los Angeles
3. WNBC	New York	53. KSFO	San Francisco
4. WABC	New York	WDAS-F	Philadelphia
5. WYNY-F	New York	55. KYUU-F	San Francisco
6. KABC	Los Angeles	56. WWWW-F	Detroit
7. WRFM-F	New York	57. KMET-F	Los Angeles
8. WINS	New York	58. WFYR-F	Chicago
9. WGN	Chicago	KMPC	Los Angeles
10. WNEW	New York	60. KILT-F	Houston
11. WPAT-F	New York	61. WPAT	New York
12. WCBS	New York	62. KNBR	San Francisco
13. WOR	New York	63. KIKK-F	Houston
14. WCBS-F	New York	64. WXLO-F	New York
15. KBIG-F	Los Angeles	WKHK-F	New York
16. KDKA	Pittsburgh	WKQX-F	Chicago
17. KYW	Philadelphia	KLOS-F	Los Angeles
18. WNEW-F	New York	WOMC-F	Detroit
19. WHN	New York	WBZ	Boston
20. KMOX	St. Louis	70. KCBS	San Francisco
21. WLOO-F	Chicago	71. WROR-F	Boston
22. WMAQ	Chicago	KTNQ	Los Angeles
23. WMGK-F	Philadelphia	73. WMCA	New York
24. KRTH-F	Los Angeles	74. KIQQ-F	Los Angeles
25. KRLA	Los Angeles	KNX	Los Angeles
26. WHDH	Boston	76. WJIB-F	Boston
27. WBBM	Chicago	77. KZLA-F	Los Angeles
28. KGO	San Francisco	WEAZ-F	Philadelphia
29. WTFM-F	New York	79. KIIS-F	Los Angeles
30. WJIT	New York	WTAE	Pittsburgh
31. WCCO	Minn-SP	81. WBBM-F	Chicago
32. WJR	Detroit	82. WGAY-F	Washington
33. KSCS-F	Dallas-FW	83. WASH-F	Washington
34. KLAC	Los Angeles	84. KKGO-F	Los Angeles
WPLJ-F	New York	85. WQXR-F+	New York
36. WLS	Chicago	86. WMJC-F	Detroit
37. WADO	New York	87. WNIC-F	Detroit
38. WNCN-F	New York	88. WJPC	Chicago
39. WCLR-F	Chicago	89. KHJ	Los Angeles
40. KJOI-F	Los Angeles	KMEZ-F	Dallas
41. WIP	Philadelphia	91. WCBM	Baltimore
42. KNX-F	Los Angeles	92. CKLW	Detroit
43. KHTZ-F	Los Angeles	WCZY-F	Detroit
WMAL	Washington	94. KIOI-F	San Francisco
45. KFWB	Los Angeles	95. WLAK-F	Chicago
46. WJEZ-F	Chicago	96. WPIX-F	New York
47. KFI	Los Angeles	WAIT	Chicago
48. KVIL-F	Dallas	98. KJLH-F	Los Angeles
49. KSTP-F	Minn-SP	99. WDGY	Minn-SP
50. KMJQ-F	Houston	100. KKDA-F	Dallas
		WCFL	Chicago

\*Based on Adults 25-54, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 35-64\*

1. WOR	New York	WEEI	Boston
2. WCBS	New York	52. KABL-F	San Francisco
3. WRFM-F	New York	WWWW-F	Detroit
4. WNEW	New York	54. WJR-F	Detroit
5. WPAT-F	New York	55. WWJ	Detroit
6. WGN	Chicago	56. WBZ	Boston
7. WINS	New York	57. WBAL	Baltimore
8. KABC	Los Angeles	58. WTIC	Hartford
9. KBIG-F	Los Angeles	59. KYND-F	Houston
10. KDKA	Pittsburgh	60. WSHH-F	Pittsburgh
11. WABC	New York	61. WIND	Chicago
12. WBLS-F	New York	62. WEZW-F	Milwaukee
13. KMOX	St. Louis	63. KSCS-F	Dallas-FW
14. KYW	Philadelphia	64. WWDB-F	Philadelphia
15. WLOO-F	Chicago	65. WJYE-F	Buffalo
16. WNBC	New York	66. WRHC	Miami
17. WBBM	Chicago	WEZO-F	Rochester
18. WPAT	New York	68. WCZY-F	Detroit
19. KGO	San Francisco	69. WMGK-F	Philadelphia
20. WJR	Detroit	70. WVNJ-F	Newark
21. WHN	New York	71. WXKS	Boston
22. KNX	Los Angeles	72. KMEZ-F	Dallas-FW
23. WKTU-F	New York	KEZK-F	St. Louis
24. WCCO	Minneapolis	74. KFI	Los Angeles
25. WMAQ	Chicago	WHIO-F	Dayton
26. KJOI-F	Los Angeles	WLKW-F	Providence
27. KLAC	Los Angeles	77. KNBR	San Francisco
28. WHDH	Boston	KJQY-F	San Diego
29. WMCA	New York	79. WSB	Atlanta
30. KFWB	Los Angeles	80. WXYZ	Detroit
31. WYNY-F	New York	WIBC	Indianapolis
32. WMAL	Washington	82. WQAL-F	Cleveland
33. WCBS-F	New York	WKHK-F	New York
34. WIP	Philadelphia	84. WTMJ	Milwaukee
35. WADO	New York	WOMC-F	Detroit
36. KOST-F	Los Angeles	86. WPOC-F	Baltimore
37. WNCN-F	New York	87. KZLA-F	Los Angeles
38. WEAZ-F	Philadelphia	WDOK-F	Cleveland
39. KCBS	San Francisco	WBEN	Buffalo
40. KMPC	Los Angeles	90. WBAP	Dallas-FW
41. WAIT	Chicago	KRLD	Dallas-FW
42. KSFO	San Francisco	92. WLIF-F	Baltimore
43. WLAK-F	Chicago	KRLA	Los Angeles
44. WJIT	New York	KHJ	Los Angeles
45. WPEN	Philadelphia	KODA-F	Houston
46. WJIB-F	Boston	96. WHK	Cleveland
47. WGAY-F	Washington	KNEW	San Francisco
48. WQXR-F+	New York	98. WCTC-F	Long Island
49. WWSH-F	Philadelphia	WCXI	Detroit
WJEZ-F	Chicago	100. KMEO-F	Phoenix

\*Based on Adults, 35-64, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - 12+ AM DRIVE\*

1. WOR	New York	51. KMPC	Los Angeles
2. WCBS	New York	52. CKLW	Detroit
3. WGN	Chicago	53. KRLD	Dallas
4. WNBC	New York	54. KNBR	San Francisco
5. WINS	New York	KFAB	Omaha
6. KDKA	Pittsburgh	56. KVIL-F+	Dallas
7. WLS+	Chicago	57. KJOI-F	Los Angeles
8. KYW	Philadelphia	58. WLOO-F	Chicago
9. WBLS-F	New York	59. WIVK-F+	Knoxville
10. WABC	New York	60. WCBS-F	New York
11. KABC	Los Angeles	61. KRLA	Los Angeles
12. WCCO	Minneapolis	62. KABL-F+	San Francisco
13. WNEW	New York	63. WOWO	Ft. Wayne
14. WKTU-F	New York	64. WIND	Chicago
15. KMOX	St. Louis	65. KRTH-F	Los Angeles
16. WBBM	Chicago	66. WBAL	Baltimore
17. WJR	Detroit	KSTP-F	Minn-SP
18. KGO	San Francisco	68. WMMS-F	Cleveland
19. KNX	Los Angeles	69. WTMJ	Milwaukee
20. WMAQ	Chicago	70. KTRH	Houston
21. WRFM-F	New York	71. KIRO	Seattle
22. WTIC	Hartford	72. WPIX-F	New York
23. KFI	Los Angeles	73. WGY	Schenectady
24. KFWB	Los Angeles	74. WDAS-F	Philadelphia
25. WPLJ-F	New York	WRVA	Richmond
26. WBZ	Boston	76. KNX-F	Los Angeles
27. KCBS	San Francisco	77. WGCI-F	Chicago
28. KBIG-F	Los Angeles	78. WNIC-F+	Detroit
29. WBAP	Dallas-FW	79. WSOC-F	Charlotte
30. WADO	New York	80. WPGC-F+	Washington
31. WYNY-F	New York	81. KHTZ-F	Los Angeles
32. WDAF	Kansas City	82. WIBC	Indianapolis
33. WHDH	Boston	83. KVOO	Tulsa
34. WIP	Philadelphia	84. WHK	Cleveland
35. WMAL	Washington	85. WBEN	Buffalo
36. WEEI	Boston	86. KOA	Denver
37. WPAT	New York	87. WWSH-F	Philadelphia
38. WJIT	New York	88. KSFO	San Francisco
39. WHN	New York	WROR-F	Boston
40. KLOS-F	Los Angeles	KSCS-F	Dallas-FW
41. KMET-F	Los Angeles	91. KMJQ-F	Houston
42. WCOZ-F	Boston	92. WEAZ-F	Philadelphia
43. WPAT-F	New York	93. KILT-F	Houston
44. WNEW-F	New York	94. WWDB-F	Philadelphia
45. KFRC	San Francisco	95. WQXI-F+	Atlanta
46. KLAC	Los Angeles	96. KIIS-F	Los Angeles
47. WMCA	New York	97. KIQQ-F	Los Angeles
48. WSB	Atlanta	98. KTNQ	Los Angeles
49. WWJ	Detroit	WMMR-F	Philadelphia
50. WMGK-F	Philadelphia	100. WROQ-F+	Charlotte

\*Based on Total Persons, TSA, Mon-Fri, 6A-10A, 1/4 HR AVG

AMERICA'S LEADING STATIONS-12+ TSA CUME\*

1. WNBC	New York	29529	51. KLAC	LA	8065	101. WXKX-F	Pitt	5306
2. WABC	New York	28376	52. WLLZ-F	Detroit	7934	102. WXKS-F	Bost	5298
3. WCBS	New York	25385	53. WL00-F	Chicago	7900	103. WZGC-F	Atl	5289
4. WINS	New York	23751	54. KIQQ-F	LA	7889	104. WFYR-F	Chi	5267
5. WLS	Chicago	21742	55. CKLW	Detroit	7778	105. KIRO	Seattle	5219
6. WKTU-F	New York	21398	56. WHDH	Boston	7773	106. WDAS-F	Phil	5184
7. WOR	New York	20742	57. KJOI-F	LA	7625	107. WMJC-F	Det	5172
8. WBLS-F	New York	19405	58. KNX-F	LA	7436	108. WIOQ-F	Phil	5171
9. WMAQ	Chicago	18387	59. KHTZ-F	LA	7246	109. WVBF-F	Bost	5129
10. WGN	Chicago	17401	60. WLUP-F	Chicago	7188	110. WJR-F	Det	5025
11. WYNY-F	New York	17261	61. WDAF	Kan C	7025	111. WWDC-F	Wash	4999
12. KABC	LA	17203	62. WMMS-F	Cleve	6967	112. KTSA	San Ant	4956
13. WPLJ-F	New York	16793	63. WKQX-F	Chicago	6811	113. WDRQ-F	Det	4950
14. KYW	Phila	16021	64. WRIF-F	Detroit	6781	114. KMEL-F	SF	4944
15. WBBM	Chicago	15795	65. WWSH-F	Phil	6773	115. WBCN-F	Bost	4943
16. WJR	Detroit	14144	66. WTFM-F	NY	6755	116. WISN	Milw	4934
17. KNX	LA	13847	WIP	Phil	6773	117. WSB	Atl	4922
18. KDKA	Pitt	13811	68. WEEL	Bost	6748	118. WRAL-F	Ral	4919
19. WNEW	New York	13552	69. KSFO	SF	6672	119. WWWE	Cleve	4855
20. KMET-F	LA	13261	70. KWST-F	LA	6630	120. WDVE-F	Pitt	4849
21. WRFM-F	New York	12925	71. WCLR-F	Chi	6613	121. WCFL	Chi	4833
22. KFWB	LA	12742	72. WMET-F	Chi	6567	122. WNCN-F	NY	4818
23. KFI	LA	12598	73. WWJ	Det	6487	123. WJEZ-F	Chi	4802
24. KBIG-F	LA	12468	74. WEAZ-F	Phil	6406	124. KYUU-F	SF	4801
25. WPAT-F	New York	12023	75. WIFI-F	Phil	6390	125. KVIL-F	Dall	4780
26. WPIX-F	New York	11789	76. WTIC	Hartf	6299	126. WADO	NY	4772
27. WNEW-F	New York	11447	77. WLW	Cin	6276	127. KROQ-F	LA	4718
28. KLOS-F	LA	11348	78. KOST-F	LA	6273	128. KMJQ-F	Hou	4710
29. WCBS-F	New York	11332	79. WABX-F	Det	6184	129. WCAU-F	Phil	4686
30. WHN	New York	11121	80. WYSP-F	Phil	6155	130. WHYI-F	Miami	4682
31. WCCO	Minn-SP	11061	81. WROR-F	Bost	6149	131. WEEL-F	Bost	4676
32. WMCA	New York	11017	82. WIND	Chi	5969	132. KTRH	Hou	4628
33. WBZ	Boston	10838	83. WNIC-F	Det	5906	133. WOW	Omaha	4568
34. KGO	San Fran	10612	84. WFIL	Phil	5898	134. WOWO	F Wayne	4530
35. WBAP	Dall-FW	10548	85. WMAL	Wash	5892	135. WWWW-F	Det	4524
36. WPAT	New York	10453	86. KRLD	Dall-FW	5854	WKHK-F	NY	4524
37. WCOZ-F	Boston	10450	87. KHJ	LA	5808	137. WHB	Kan C	4499
38. KFRC	San Fran	10348	88. WGCL-F	Cleve	5755	138. WBAL	Balt	4444
39. KMOX	St. Louis	10003	89. WRKO	Bost	5712	139. KOA	Denver	4401
40. KRTH-F	LA	9730	90. WPGC-F+	Wash	5687	140. KIKK-F	Hous	4398
41. WMGK-F	Phil	9457	91. KSTP-F	Minn-SP	5672	141. WAAF-F	Worc	4395
42. KIIS-F	LA	9251	92. WJIB-F	Bost	5647	142. KIOI-F	SF	4370
43. XTRA	LA	8923	93. WGCI-F	Chi	5645	143. KILT-F	Hous	4350
44. KCBS	SF	8907	KSCS-F	Dall-FW	5641	144. WKRQ-F	Cin	4267
45. WXLO-F	New York	8607	95. WCAU	Phil	5628	145. WKYS-F	Wash	4263
46. WLS-F	Chicago	8533	96. WBBM-F	Chi	5536	KRBE-F	Hous	4263
47. KRLA	LA	8519	97. KUTE-F	LA	5416	147. WJPC	Chi	4254
48. KNBR	San Fran	8491	98. WBMX-F	Chi	5365	148. KFAB	Omaha	4221
49. WMMR-F	Phil	8371	99. WLAK-F	Chi	5362	150. WGAY-F	Wash	4214
50. KMPC	LA	8182	100. WRQX-F	Wash	5313			

\*Based on Weekly 12+ Cume, Mon-Sun, 6AM-MID, TSA

151. WGY	Schen	4152	201. WTQR-F	Green-WS	3509	251. WLIF-F	Balt	3121
152. KEGL-F	Dall-FW	4147	202. WFBR	Balt	3497	252. WRVA	Rich	3116
153. WGAR	Cleve	4110	203. WHAS	Louis	3487	WVON	Chi	3116
154. WPEN	Phil	4108	204. WHO	Des M	3474	254. WWMW-F	Cleve	3104
155. WTAE	Pitt	4093	205. KSD	St. Lou	3471	255. KOMA	Ok1 C	3101
156. WIBC	Indy	4084	206. KODA-F	Hous	3462	256. WXLK-F	Roan	3099
157. WTMJ	Milw	4049	207. KABL	SF	3461	257. WFAA	Dall	3098
158. WAIT	Chi	4048	208. KSLQ-F	St. Lou	3464	258. WFMT-F	Chi	3097
159. WPRO-F	Prov	4032	209. KPRC	Hous	3444	259. KRAK	Sacra	3077
160. WXYZ	Det	4025	210. WBEN	Buff	3418	260. WBLI-F	Long I	3073
KSOL-F	SF	4025	211. WJLB-F	Det	3414	261. WCBM	Balt	3076
162. WWDB-F	Phil	4012	212. WSNI-F	Phil	3408	262. WXTZ-F	Indy	3054
WVNJ-F	Newark	4012	213. KDAY	LA	3407	263. WOMC-F	Det	3051
164. WDGY	Minn-SP	3980	214. KDWB	Minn-SP	3391	264. KGFJ	LA	3034
165. KBPI-F	Denver	3970	215. WPRO	Prov	3381	265. KSAN-F	SF	3024
166. WKLS-F	Atl	3946	216. KSTP	Minn-SP	3379	266. WHUE-F	Bost	2999
167. KNEW	SF	3944	217. WASH-F	Wash	3371	267. WOOK-F	Wash	2979
168. WNCI-F	Colum	3939	218. KKYX	San Ant	3370	268. KISW-F	Sea	2974
169. KGW	Port	3933	219. KNUS-F	Dall	3366	269. KJLH-F	LA	2967
170. KIMN	Denver	3924	220. KSHE-F	St. Lou	3357	270. WNAP-F	Indy	2965
171. WQXI-F	Atl	3908	221. KYYS-F	Kan Cit	3337	271. WLYF-F	Miami	2954
172. WSOC-F	Charl	3904	222. WTOP	Wash	3335	272. WIVK-F	Knoxv	2952
173. WCZY-F	Det	3898	223. WWJ-F	Det	3325	273. KLZ	Denver	2938
174. WSHH-F	Pitt	3869	224. WINZ	Miami	3310	KMEZ-F	Dall	2938
175. WCXI	Det	3860	225. KVOO	Tulsa	3308	275. WWBA-F	Tampa	2937
176. KQRS-F+	Minn-SP	3850	226. WOKI-F	Knoxv	3302	276. KTNQ	LA	2936
177. WINZ-F	Miami	3830	227. WLWQ-F	Colum	3300	277. WCCO-F	Minn-S	2929
178. WJIT	NY	3796	228. KCMO	Kans Cit	3297	278. WJYE-F	Buff	2919
179. KKGQ-F	LA	3789	WIYY-F	Balt	3297	279. KILT	Hous	2916
180. WKBW	Buff	3784	230. KFOG-F	SF	3288	280. KOME-F	San Jo	2913
181. WGR	Buff	3784	231. WTVN	Colum	3287	281. WROQ-F	Charl	2912
182. WZZP-F	Cleve	3777	232. WEZW-F	Milw	3284	282. WJJD	Chi	2910
183. KXOK	St. Lou	3776	233. KSL	Salt La	3277	283. WPNT-F	Pitt	2906
184. KABL-F	LA	3734	234. KYND-F	Hous	3264	284. KHOW	Denv	2905
185. KFAC-F	LA	3694	235. WHIO-F	Dayt	3261	285. WGRD-F	G Rap	2884
186. KOMO	Sea	3693	236. WSUN	Tampa	3260	286. WSM	Nashv	2880
187. WWSW-F	Pitt	3665	237. WTVR-F	Det	3253	287. WEFM-F	Chi	2878
188. WHUR-F	Wash	3648	238. WLWL-F	Minn-SP	3252	288. WEZB-F	NO	2875
189. KING	Sea	3640	239. WMC-F	Memp	3249	289. WGPR-F	Det	2872
190. WBEN-F	Buff	3629	240. WTIK	NO	3248	290. KBLX-F	SF	2866
191. KKDA-F	Dall-FW	3613	241. WAVA-F	Wash	3237	291. KSSN-F	Lit Ro	2863
192. WDOK-F	Cleve	3612	WQAL-F	Cleve	3237	292. WLPX-F	Milw	2860
193. KZEW-F	Dall-FW	3598	243. KRLY-F	Hous	3226	293. KDFC-F+	SF	2849
WFBQ-F	Indy	3598	244. WBT	Charl	3218	294. WCAO	Balt	2848
195. KZLA-F	LA	3589	245. WUSL-F	Phil	3217	295. KOIT-F	SF	2843
196. WEZN-F	Bridge	3567	246. KOAQ-F	Denv	3183	296. KMBZ	Kan Ci	2839
197. WKRC	Cin	3555	247. WIL-F	St. Lou	3179	297. KOAX-F	Dall	2836
198. KTXQ-F	Dall	3537	248. WPJB-F	Prov	3157	KFMB	San Di	2836
199. KDWB-F	Minn-SP	3534	249. WLBS-F	Det	3139	299. WWWK-F	St Lou	2825
200. WRBQ-F	Tampa	3512	250. KPLX-F	Dall-FW	3129	300. WVEE-F	Atl	2822

AMERICA'S LEADING STATIONS - METRO CUME RATING\*

1. WWNC	Asheville	62.0	WEEU	Reading	35.0
2. WJBC	Bloomington, Il	59.1	52. KDON-F	Salinas	34.8
3. KWLO	Waterloo	56.4	53. KBOI	Boise	34.7
4. WOWO	Ft. Wayne	54.7	54. KLLL-F	Lubbock	34.6
5. KDKA	Pittsburgh	51.0	55. KKRC	Sioux Falls	34.3
6. WFBG	Altoona	50.3	KYJC	Medford	34.3
7. WICC	Bridgeport	47.9	57. WMEE-F	Fort Wayne	34.2
8. WIXX-F	Green Bay	45.6	WELI	New Haven	34.2
9. WMT	Cedar Rapids	45.5	59. WISE	Asheville	34.1
10. WTIC	Hartford	45.1	60. WNAM	Appleton	33.9
11. WBBQ-F	Augusta	44.5	61. WBT	Charlotte	33.7
KFAB	Omaha	44.5	WVAF-F	Charleston, WV	33.7
13. WWVA	Wheeling	42.5	63. KIXZ	Amarillo	33.5
14. WGBF	Evansville	42.3	64. WNOK-F	Columbia, SC	33.3
15. WROK	Rockford	42.0	WIBC	Indianapolis	33.3
16. WCKK-F	Erie	41.6	66. WISN	Milwaukee	33.2
17. WCCO	Minneapolis	41.2	67. KFQD	Anchorage	33.1
18. WNDU-F	South Bend	41.1	68. KIT	Yakima	33.0
KWTO-F	Springfield, MO	41.1	WKDQ-F	Evansville	33.0
20. KOOK	Billings	41.0	70. KCNB-F	Waterloo	32.9
21. WRVA	Richmond	40.9	KFOR	Lincoln	32.9
22. KMOX	St. Louis	40.5	WSYR	Syracuse	32.9
23. KSOO	Sioux Falls	40.1	73. WROV	Roanoke	32.8
24. WDUZ	Green Bay	39.8	74. WNFL	Green Bay	32.7
25. WLAP-F	Lexington	39.6	75. WHP	Harrisburg	32.6
26. KCRG	Cedar Rapids	39.3	WRTA	Altoona	32.6
27. WKEE-F	Huntington	39.2	77. WSBT	South Bend	32.5
28. WBNQ-F	Bloomington, Il	38.8	WRAL-F	Raleigh, NC	32.5
29. WGEE	Green Bay	38.7	79. WGLF-F	Tallahassee	32.3
30. WJET	Erie	38.6	80. KVOL	Lafayette, LA	32.2
WGY	Schenectady	38.6	81. KHFI-F	Austin	32.1
32. WIVK-F	Knoxville	37.8	82. KGHL	Billings	32.0
33. KQWB	Fargo	37.4	83. WKSJ-F	Mobile	31.9
34. WACO	Waco	37.3	84. KYA-F	Billings	31.8
35. WVLK	Lexington	37.2	85. KONA	Richland, WA	31.5
36. WNBK	Binghampton	37.1	86. KRMG	Tulsa	31.4
KELO	Sioux Falls	37.1	87. WMRV-F	Binghampton	31.2
38. KGBT	Harlingen	37.0	WHYN	Springfield, MA	31.2
WHBC	Canton	37.0	89. WABB-F	Mobile	31.1
40. KFGO	Fargo	36.2	90. WYFM	Youngstown	31.0
41. WRKY-F	Steubenville	36.0	WTHI-F	Terre Haute	31.0
42. KSTT	Daven-RI-Moline	35.5	92. WTAG	Worcester	30.8
43. WXLK-F	Roanoke	35.4	93. WSGW	Saginaw	30.7
44. KQCR-F	Cedar Rapids	35.1	94. KIDD	Salinas	30.6
KBOY-F+	Medford	35.1	WKZO	Kalamazoo	30.6
WHHY	Montgomery	35.1	WKBW	Buffalo	30.6
47. WGAN	Portland, MA	35.0	WFMF-F	Baton Rouge	30.6
WMAZ-F	Macon	35.0	98. WHBF	Davenport	30.5
WCKS-F	Melbourne	35.0	99. WRVQ-F	Richmond	30.3
KYW	Philadelphia	35.0	KSPZ-F	Colorado Springs	30.3

\*Based on 12+ Metro Cume Rating, Mon-Sun, 6AM-MID

AMERICA'S LEADING STATIONS - 12+ METRO SHARE\*

1. WWNC	Asheville	39.3	26. KIXZ	Amarillo	21.6
2. WJBC	Bloomington, IL	39.1	27. WLAP-F	Lexington	21.4
3. KGBT	McAllen-Browns	33.2	28. KVOL	Lafayette, LA	21.3
4. WFBG	Altoona	30.7	29. WKQQ-F	Lexington	21.2
5. WMT	Cedar Rapids	30.3	30. KFGO	Fargo	21.1
6. KWLO	Waterloo	29.3	31. WNOK-F	Columbia, SC	20.9
7. WIVK-F	Knoxville	28.0	32. WRVA	Richmond	20.8
8. WQSM-F	Fayetteville	25.8	33. WPVR-F	Roanoke	20.4
9. KUTI	Yakima	25.2	WIXX-F	Green Bay	20.4
10. WKEE-F	Huntington	24.3	35. WCCO	Minneapolis	20.2
11. WKSJ-F	Mobile	23.8	WACO	Waco	20.2
12. WBBQ-F	Augusta	23.6	37. WIKY-F	Evansville	20.1
	KMOX	23.6	38. WJET	Erie	19.8
14. WNDU-F	South Bend	23.5	KFQD	Anchorage	19.8
	KFAB	23.5	40. KSOO	Sioux Falls	19.7
16. WTIC	Hartford	23.4	41. WHIO-F	Dayton	19.6
	WCKK-F	23.4	WHHY	Montgomery	19.6
18. KWTO-F	Springfield, MO	23.0	43. KYYA-F	Billings	19.5
19. KLLL-F	Lubbock	22.7	44. WCOS-F	Columbia, SC	19.2
20. WXLK-F	Roanoke	22.6	45. WFMF-F	Baton Rouge	19.0
	WWVA	22.6	46. KTMT-F	Medford	18.7
22. KDKA	Pittsburgh	22.3	47. WQDW-F	Green-New Bern	18.6
23. WVAF-F	Charleston, WV	22.0	48. WDIZ-F	Melbourne	18.5
	KSSN-F	22.0	49. WELI	New Haven	18.4
25. WOWO	Ft. Wayne	21.9	WJMI-F	Jackson, MS	18.4

AMERICA'S LEADING FM STATIONS - 12+ METRO SHARE\*

1. WIVK-F	Knoxville	28.0	26. WJMI-F	Jackson, MS	18.4
2. WQSM-F	Fayetteville	25.8	27. WBNQ-F	Bloomington, IL	18.2
3. WKEE-F	Huntington	24.3	28. WLWI-F	Montgomery, AL	18.0
4. WKSJ-F	Mobile	23.8	29. WEZO-F	Rochester	17.8
5. WBBQ-F	Augusta	23.6	30. WEAS-F	Savannah	17.7
6. WNDU-F	South Bend	23.5	WDOQ-F	Daytona Beach	17.7
7. WCKK-F	Erie	23.4	32. WAAV-F	Wilmington, NC	17.5
8. KWTO-F	Springfield, MO	23.0	33. WKDQ-F	Evansville	17.3
9. KLLL-F	Lubbock	22.7	34. KQCR-F	Cedar Rapids	17.2
10. WXLK-F	Roanoke	22.6	35. KTTS-F	Springfield, MO	17.1
11. WVAF-F	Charleston, WV	22.0	WVLV-F	Daytona Beach	17.1
	KSSN-F	22.0	KDON-F	Salinas	17.1
13. WLAP-F	Lexington	21.4	38. KFMQ-F	Lincoln	16.9
14. WKQQ-F	Lexington	21.2	39. WTQR-F	Greens-WS	16.6
15. WNOK-F	Columbia, SC	20.9	40. WGLF-F	Tallahassee	16.5
16. WPVR-F	Roanoke	20.4	41. WEZK-F	Knoxville	16.4
	WIXX-F	20.4	WMAZ-F	Macon	16.4
18. WIKY-F	Evansville	20.1	WMRV-F	Binghampton	16.4
19. WHIO-F	Dayton	19.6	44. KTPK-F	Topeka	16.3
20. KYYA-F	Billings	19.5	WLVU-F	Erie	16.3
21. WCOS-F	Columbia, SC	19.2	WLAN-F	Lancaster	16.3
22. WFMF-F	Baton Rouge	19.0	47. WEZN-F	Bridgeport	16.0
23. KTMT-F	Medford	18.7	WOWD-F	Tallahassee	16.0
24. WQDW-F	Green-New Bern	18.5	KSMB-F	Lafayette, LA	16.0
25. WDIZ-F	Melbourne	18.5	50. WLVQ-F	Columbus	15.9

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

MARKETS WITH HIGHEST AND LOWEST APR'S\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Utica	20.0	1. Lynchburg	12.2
2. Pittsburgh	18.8	2. Memphis	12.6
3. Miami	18.7	3. Lafayette	12.7
Fort Lauderdale	18.7	4. Wilmington, NC	13.5
NE PA	18.7	5. Greenville-New Bern	13.7
Providence	18.7	Louisville	13.7
7. Bridgeport	18.6	Macon	13.7
Boston	18.6	8. Little Rock	13.8
9. Duluth	18.4	Shreveport	13.8
Tampa-St. Pete	18.4	10. Billings	13.9
Allen-Beth-Easton	18.4	Chattanooga	13.9
New York	18.4	Medford	13.9
13. South Bend	18.3	Jackson, MS	13.9
14. Harrisburg	18.2		
15. Hartford	18.0		
Worcester	18.0		

MEAN FOR ALL RATED MARKETS

A/M 81	16.04
O/N 80	15.62
A/M 80	15.42
O/N 79	15.28
A/M 79	15.62
O/N 78	15.41
O/N 77	15.20
A/M 76	15.40
A/M 75	15.74

\*The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

CONTINUATION OF COST-PER-THOUSANDS PAGE:

A/M 81 CPM (167 markets):	\$3.17	(6.73% increase over A/M 80)
O/N 80 CPM (109 markets):	\$3.11	(13.92% increase over O/N 79)
A/M 80 CPM (176 markets):	\$2.97	(12.46% increase over A/M 79)
A/M 79 CPM (171 markets):	\$2.60	(15.56% increase over A/M 78)
A/M 78 CPM (168 markets):	\$2.25	(8.17% increase over A/M 77)
A/M 77 CPM (164 markets):	\$2.08	

CPM increase since A/M 77 (4 years): 52.40%



NATIONAL FM SHARES\*

METRO

SPRING 81	57.353%	(11,225,100 of 19,571,700)
OCT/NOV 80	56.116	(9,480,500 of 16,894,600 )
APR/MAY 80	54.254	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627	(8,329,900 of 15,539,900)
APR/MAY 79	50.887	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698	(7,525,600 of 14,843,000)
APR/MAY 78	47.638	(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 13,874,200)
APR/MAY 76	40.886	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO)

APR/MAY 76 to APR/MAY 77:	7.225%
APR/MAY 77 to APR/MAY 78:	8.663%
APR/MAY 78 to APR/MAY 79:	6.820%
APR/MAY 79 to APR/MAY 80:	6.617%
APR/MAY 80 to APR/MAY 81:	5.712%

ADI

SPRING 81	58.47%	(10,880,900 of 18,610,600)
OCT/NOV 80	56.96	(10,010,100 of 17,573,600)
APR/MAY 80	55.50	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42	(9,038,100 of 16,919,000)
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)

APR/MAY 75 to APR/MAY 76:	7.967%
APR/MAY 76 to APR/MAY 77:	9.093%
APR/MAY 77 to APR/MAY 78:	6.241%
APR/MAY 78 to APR/MAY 79:	7.270%
APR/MAY 79 to APR/MAY 80:	6.220%
APR/MAY 80 to APR/MAY 81:	5.351%

\*Based on MSA or ADI, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in survey are included.

ADI RANKINGS - FM SHARE OF AUDIENCE\*

<u>SPRING 81 RANK</u>	<u>MARKET</u>	<u>SPR 81</u>	<u>O/N 80</u>	<u>A/M 80</u>	<u>A/M 75</u>
1.	Washington	74.64%	69.42%	69.18%	47.73%
2.	Charlotte	71.73	61.46	58.03	40.50
3.	Houston	70.05	64.64	63.92	40.42
	Atlanta	70.05	67.67	67.14	45.62
5.	Grand Rapids/Kala	69.38	61.55	62.94	38.09
6.	Dallas-Fort Worth	69.28	65.36	63.74	37.94
7.	Indianapolis	67.91	63.99	61.29	33.54
8.	Orlando	67.35	68.98	68.18	44.50
9.	Detroit	66.80	63.83	60.37	41.12
10.	Tampa	66.71	64.30	64.49	40.65
11.	Philadelphia	66.65	64.42	63.25	43.74
12.	Norfolk	65.62	66.48	64.39	44.38
13.	Nashville	64.84	62.89	54.59	33.96
14.	Harris-Lanc-York	64.12	62.23	62.13	43.62
	Columbus	64.12	60.31	60.07	31.63
16.	Boston	62.31	58.88	55.28	44.98
17.	New Orleans	62.28	57.81	51.86	37.34
	Cleveland	62.28	62.07	58.28	40.01
19.	San Diego	61.59	64.83	57.05	33.31
20.	Greenville-Spart	61.33	57.64	57.62	38.77
21.	Baltimore	59.88	58.73	54.88	33.27
22.	Sacramento	59.87	54.98	54.99	34.38
23.	Birmingham	59.77	58.71	55.17	-----
24.	Oklahoma City	59.68	56.25	59.58	35.78
25.	Dayton	59.01	54.00	52.27	42.89
26.	Buffalo	58.02	51.47	52.08	38.99
27.	Raleigh	57.27	52.30	55.00	-----
28.	Louisville	57.09	57.45	49.52	22.04
29.	Cincinnati	56.93	59.96	54.84	32.75
30.	Charleston-Huntin	56.89	55.85	54.43	28.62
31.	Memphis	56.88	56.53	52.07	27.70
32.	Phoenix	56.46	58.11	55.22	34.17
33.	Los Angeles	55.01	53.47	52.65	39.37
34.	Providence	54.43	57.24	58.00	39.82
35.	San Francisco	54.16	51.95	51.59	34.63
36.	Denver	53.91	50.69	48.17	38.31
37.	Kansas City	53.27	53.14	48.52	42.38
38.	New York	53.03	53.27	51.94	40.63
39.	Chicago	53.02	55.34	52.93	33.48
40.	NE PA	52.59	52.89	47.78	31.76
41.	Miami	52.20	53.08	55.28	45.93
42.	Hartford/NH	51.85	53.74	51.94	41.60
43.	Milwaukee	51.68	54.81	52.83	36.28
44.	Minneapolis/SP	51.63	50.37	43.36	27.80
45.	Portland	51.22	47.71	45.30	32.14
46.	Pittsburgh	50.65	46.51	49.93	31.56
47.	Seattle	50.16	48.40	48.53	32.98
48.	St. Louis	48.68	50.00	46.91	32.57
49.	Albany-Schen-Troy	47.75	45.93	45.70	34.31
50.	Salt Lake City	45.38	41.85	45.78	-----
		58.47%	56.96%	55.50%	38.91%

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

MARKETS WITH HIGHEST AND LOWEST PERCENTAGES OF FM LISTENERSHIP\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Greenville-New Bern, NC	85.61%	1. Honolulu	26.10%
2. Lancaster	79.21	2. Asheville	28.23
3. Lansing	76.71	3. Altoona	29.94
4. Melbourne-Titus-Cocoa	75.39	4. McAllen-Brownsville	34.99
5. Mobile	74.43	5. Bakersfield	35.35
6. Wilmington, DE	72.89	6. Yakima	37.05
7. Washington	72.82	7. Anchorage	37.31
8. Dallas-Fort Worth	72.78	8. Medford	37.41
9. Columbia, SC	72.30	9. Fargo	37.43
10. Daytona Beach	72.29	10. Waterloo	38.36
11. Terre Haute	70.67	11. JC-Kings-Bristol	39.66
12. Houston	70.56	12. Daven-RI-Bristol	40.00
13. Oklahoma City	70.13	13. Waco	40.10
14. Lynchburg	69.66	14. Sioux Falls	40.15
15. West Palm Beach	69.52	15. Bloomington, Ill	41.78
16. Grand Rapids	68.94	16. San Antonio	42.97
17. Greensboro-WS	68.91	17. Billings	43.44
18. Saginaw	68.73	18. Tucson	44.31
19. Savannah	68.31	19. Bridgeport	44.96
20. Atlantic City	68.00	20. Duluth	45.34
21. Pensacola	67.74	21. Shreveport	45.85
22. Detroit	67.19		
23. Knoxville	66.92		
24. Tampa	66.40		
25. Wilmington, NC	66.21		

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

STATION FORMAT AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	1,226,100 (199)	4,964,900 (548)	6,191,000 (747)	31.51
MOR/AC	2,350,600 (435)	881,600 (90)	3,232,200 (525)	16.45
BTFL MUSIC	224,300 (41)	2,625,900 (283)	2,870,200 (324)	14.61
COUNTRY	1,318,800 (323)	1,063,300 (154)	2,382,100 (476)	12.12
NEWS/TALK	1,764,000 (87)	30,300 (1)	1,794,300 (88)	9.13
BLACK/URBAN	522,600 (103)	1,259,600 (73)	1,782,200 (176)	9.07
SPANISH	342,900 (53)	72,700 (15)	415,600 (68)	2.12
BIG BAND/NOST	369,900 (61)	30,300 (11)	400,200 (72)	2.04
CLASSICAL	27,400 (8)	228,200 (27)	255,600 (35)	1.30
RELIGION	162,100 (124)	79,000 (59)	241,100 (183)	1.23
OTHERS/UNKNOWN	47,500 (31)	33,700 (30)	81,200 (61)	0.41
<b>TOTALS</b>	<b>8,376,200 (1465)</b>	<b>11,269,500 (1290)</b>	<b>19,646,700 (2755)</b>	

\*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 80</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>A/M 77</u>
ROCK/AOR/CONTEMP	14.64%	44.06%	31.51%	33.04%	34.55%	35.91%	34.80%
MOR/AC	28.06	7.82	16.45	16.11	15.00	16.83	17.32
BTFL MUSIC	2.92	23.30	14.61	15.58	16.08	16.71	17.66
COUNTRY	15.74	9.44	12.12	10.26	9.61	9.27	9.32
NEWS/TALK	21.06	0.27	9.13	9.68	9.67	8.75	9.26
BLACK/URBAN	6.24	11.18	9.07	9.76	9.75	7.33	6.64
SPANISH	4.09	0.65	2.12	2.02	2.18	1.73	1.88
BIG BAND/NOST	4.42	0.27	2.04	0.64	0.15	0.15	0.12
CLASSICAL	0.33	2.02	1.30	1.27	1.24	1.40	1.31
RELIGION	1.94	0.70	1.23	1.24	1.05	1.20	0.89
OTHERS/UNKNOWN	0.57	0.30	0.41	0.47	0.72	0.72	0.77

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 31.51%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Fayetteville, NC	67.8%	1. West Palm Beach	18.0%
2. Anchorage	61.2	2. Columbus, GA	21.0
3. Lafayette, LA	59.1	Sarasota	21.0
4. Waterloo	54.1	4. Lakeland	21.3
5. Richland, WA	48.8	San Francisco	21.3
6. Appleton	48.5	6. Houston	21.4
7. Binghampton	48.4	7. Dallas-FW	21.7
8. Erie	48.0	8. Miami	22.0
9. New Haven	47.9	9. Chicago	22.5
10. Springfield, MA	47.3	10. Chattanooga	23.0
11. Huntsville	46.8	11. New York	24.2
12. Tallahassee	46.2	12. Orlando	24.6
Daven-RI-Moline	46.2	13. Asheville	25.4
14. Roanoke	45.7	14. Richmond	25.7
15. Lexington	45.5	15. Waco	26.6

BEAUTIFUL MUSIC (National Average: 14.61%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Daytona Beach	34.5%	1. El Paso	3.6%
2. Sarasota	33.3	2. Fayetteville, NC	4.2
3. Tampa-St. Pete	30.2	3. Lafayette, LA	4.4
4. West Palm Beach	38.6	4. McAllen-Browns	4.6
5. Orlando	25.4	5. Columbia, SC	6.3
6. Atlantic City	24.4	6. Augusta, GA	6.6
7. Melbourne	24.3	7. Bloomington, IL	6.8
8. Tucson	23.2	Mobile	6.8
9. Evansville	22.8	9. Duluth	7.3
10. Fort Lauderdale	22.6	10. Tallahassee	7.6
11. Riverside-SB-Ontario	22.2	11. Honolulu	8.2
		12. Little Rock	8.3
		Pensacola	8.3
		14. Lubbock	8.6

NOTE: Format information from this section came from July or August editions of SRDS and/or the 1981 Broadcasting Yearbook. In some cases phone calls were made. In many cases I had to make a judgement based on the demographic spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

MOR/ADULT CONTEMP (National Average: 16.45%)

HIGHEST %

1. Bloomington, Ill	44.5%
2. Pittsburgh	37.7
3. Lincoln	36.3
4. Omaha	35.9
5. Syracuse	35.2
6. NE PA	33.8
7. Atlantic City	33.4
8. Bridgeport	33.1
9. Worcester	32.4
10. Manchester	32.2
11. Reading	31.8
12. Steubenville	31.7
13. Cedar Rapids	31.5
14. Cincinnati	31.3
15. Toledo	31.1

LOWEST %

1. Columbus, GA	0.0%
Fayetteville, NC	0.0
Little Rock	0.0
Fargo	0.0
5. Shreveport	1.0
6. McAllen-Browns	1.4
Montgomery	1.4
8. Knoxville	1.5
9. Tallahassee	1.6
10. Corpus Christi	2.5
11. Huntsville	2.6
12. Evansville	2.9
13. El Paso	3.4
14. Fresno	3.5
15. Lubbock	3.7

COUNTRY (National Average: 12.12%)

HIGHEST %

1. Asheville	47.8%
2. Fargo	46.7
3. Lubbock	44.3
4. Knoxville	41.8
5. Springfield, MO	38.9
6. Lakeland	37.2
7. Waco	37.0
8. JC-Kings-Bristol	36.9
9. Wichita	36.1
10. Little Rock	35.5
11. Johnstown, PA	34.9
12. Beaumont	33.7
13. Topeka	32.7
14. Austin	32.2
Duluth	32.2

LOWEST %

1. Bridgeport	0.0%
Boston	0.0
3. Philadelphia	0.7
4. Hartford	0.8
5. New Haven	1.1
6. Atlantic City	1.8
7. Springfield, MA	2.0
8. Providence	2.6
9. Miami	2.9
10. Worcester	3.4
11. New York	3.7
12. Buffalo	4.3
13. Honolulu	4.5

NEWS /TALK

(Nat Avg: 9.13%)

1. St Louis	25.4
2. Minn-SP	22.7
3. Philadel	21.6
4. LA	19.9
5. NY	18.8
6. SF	15.5
7. Seattle	14.9
8. Portland	13.4
9. Youngstown	12.3
10. Chicago	11.9
Ft Luader	11.9
12. Sal-Sea-Mont	11.8
13. Dav-RI-Mol	11.7
14. Denver	11.5
15. Houston	11.4

BLACK/URBAN

(Nat Avg: 9.07%)

1. Colum, GA	33.7
2. Savannah	32.7
3. Charles,SC	28.9
4. Jackson,MS	28.6
5. Macon	28.1
6. Raleigh	24.1
7. Green-NB	22.5
8. Memphis	20.9
9. Birmingham	20.2
10. Pensacola	18.8
11. Tallahassee	18.5
12. Baton Rouge	17.8
13. Mobile	17.5
14. NY	16.9
15. Norfolk	16.8

SPANISH

(Nat Avg: 2.12%)

1. McA-Brow	40.7
2. Miami	35.5
3. Corp Chr	17.3
4. San Ant	17.1
5. El Paso	16.4
6. Fresno	10.2
7. Stockton	9.4
8. Bakersfield	9.3
9. Sal-Sea-Mont	8.4
10. Pueblo	7.6
11. Las Vegas	6.8
12. Albuquerque	6.6
13. Tucson	6.2
14. LA	5.9
15. Houston	4.6

RELIGION

(Nat Avg: 1.23%)

1. Shreve	9.3
2. Eugene	8.8
3. Huntington	7.5
4. Lancaster	7.2
5. Jcksville	6.8
6. Birmingham	6.5
7. Colum,GA	5.7
8. JC-King-Bris	5.4
9. Billings	4.9
10. Greenv-NB	4.6
Jackson,MS	4.6
Tulsa	4.6
13. Green-WS	4.4
Spring,MO	4.4
15. Memphis	4.3

CLASSICAL (National Average: 1.30%)

1. San Diego	4.2	4. Washington	3.2	7. Seattle	2.5	Reno	2.4
2. San Fran	4.0	5. NY	2.8	8. Albuq	2.5	11. Cleve	2.3
3. Denver	3.5	6. Chicago	2.7	9. Milw	2.4	12. Ft. Lauder	2.2
						13. Philadel	2.0

AMERICA'S LEADING STATIONS BY FORMAT

<u>ROCK/TOP 40/CONTEMP</u>	<u>AOR</u>	<u>ADULT CONT/SOFT ROCK/OLDIES</u>
1. WNBC New York	1. WPLJ-F New York	1. WYNY-F New York
2. WABC New York	2. WCOZ-F Boston	2. WMGK-F Philadelphia
3. WLS Chicago	3. KMET-F Los Angeles	3. WCBS-F New York
4. WPIX-F New York	4. WNEW-F New York	4. KFI Los Angeles
5. KRLA Los Angeles	5. KLOS-F Los Angeles	5. KRTH-F Los Angeles
6. WXKS-F Boston	6. WLLZ-F Detroit	6. WHDH Boston
7. WLS-F Chicago	7. WMMS-F Philadelphia	7. KNX-F Los Angeles
8. KSTP-F Minneapolis	WMMR-F Cleveland	8. WTFM-F New York
9. KFRC San Francisco	9. WDVE-F Pittsburgh	9. WROR-F Boston
10. KHTZ-F Los Angeles	10. WAAF-F Worcester	10. WKQX-F Chicago
11. WRAL-F Raleigh	11. WMET-F Chicago	11. KVIL-F Dallas
12. WFIL-F Philadelphia	12. WKLS-F Atlanta	12. CKLW Detroit
13. XTRA Tijuana	13. WLUP-F Chicago	13. WNIC-F Detroit
14. WFBQ-F Indianapolis	14. WRIF-F Detroit	14. KYUU-F San Francisco
15. WPGC-F+ Washington	15. KWST-F Los Angeles	15. WFYR-F Chicago
16. KIQQ-F Los Angeles	16. WBCN-F Boston	16. WMJC-F Detroit
17. WZGC-F Atlanta	17. KMEL-F San Francisco	17. WEEI-F Boston
18. WGCL-F Cleveland	18. KBPI-F Denver	18. WHB Kansas City
19. WIOQ-F Philadelphia	19. WYSP-F Philadelphia	19. WZZP-F Cleveland
20. WRQX-F Washington	20. WWDC-F Washington	20. WOMC-F Detroit
21. WHYI-F Miami	21. WIYY-F Baltimore	21. WBBM-F Chicago
22. KTSA San Antonio	22. KSHE-F St. Louis	22. KIOI-F San Francisco
23. WXKX-F Pittsburgh	23. WLWQ-F Columbus	23. WQXI-F Atlanta
24. WRBQ-F Tampa	24. KISW-F Seattle	24. WTAE Pittsburgh
25. WVBF-F Boston	25. KLOL-F Houston	25. WASH-F Washington
26. WXLK-F Roanoke	26. WABX-F Detroit	26. WOW Omaha
27. WOKI-F Knoxville	27. KZAP-F Sacramento	27. WSNI-F Philadelphia
28. WPRO-F Providence	28. KZEW-F Dallas	28. WLTA-F Atlanta
29. KRBE-F Houston	29. WROQ-F Charlotte	29. WKRC Cincinnati
30. WBEN-F Buffalo	30. KYYS-F Kansas City	30. WPRO Providence
31. WKRQ-F Cincinnati	31. WWWK-F St. Louis	31. WTWR-F Detroit
32. WNDU-F South Bend	32. KDWB-F Minn-SP	32. WFBR Baltimore
33. WNCI-F Columbus	33. WINZ-F Miami	33. WTIK New Orleans
34. WNAP Indianapolis	34. KGON-F Portland	34. WIOD-F Miami
35. WDRQ-F Detroit	KQRS-F Minneapolis	35. WUSL-F Philadelphia
36. KEGL-F Dallas	36. WQXM-F Tampa	36. WAXY-F Miami
37. WEZB-F New Orleans	37. WDIZ-F Orlando	37. KPRS-F Kansas City
38. KXOK St. Louis	38. WLAV-F Grand Rapids	38. KSFM-F Sacramento
39. WRKO Boston	39. KTXQ-F Dallas	39. KSD-F St. Louis
40. WMC-F Memphis	40. WHCN-F Hartford	40. WLOL-F Minneapolis
41. WANS-F Greenville,SC	41. WMYK-F Norfolk	41. WWL-F Miami
42. KFYE-F Fresno	42. KOME-F San Jose	
43. WBCY-F Charlotte	43. WEBN-F Cincinnati	
44. KIMN Denver	44. WIOT-F Toledo	
45. KGW Portland	45. WAVA-F Washington	
46. WKBW Buffalo	46. WSHE-F Miami	
47. WWSW Pittsburgh	47. WZXR-F Memphis	
48. WRVQ-F Richmond	48. KNUS-F Dallas	
49. WKXX-F Birmingham	49. KGB-F San Diego	
50. WLAP-F Lexington	50. WSYR-F Syracuse	

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

MOR

1.	WGN	Chicago
2.	KDKA	Pittsburgh
3.	WJR	Detroit
4.	WCCO	Minneapolis
5.	WBZ	Boston
6.	WTIC	Hartford
7.	KNBR	San Francisco
8.	WIP	Philadelphia
9.	WMAL	Washington
10.	WCLR-F	Chicago
11.	KFAB	Omaha
12.	WLW	Cincinnati
13.	WBAL	Baltimore
14.	WSB	Atlanta
15.	WIBC	Indianapolis
16.	WOWO	Fort Wayne
17.	WTMJ	Milwaukee
18.	WGY	Schenectady
19.	WISN	Milwaukee
20.	WRVA	Richmond
21.	WWWE	Cleveland
22.	WBEN	Buffalo
23.	KOMO	Seattle
24.	WCBM	Baltimore
25.	WGAR	Cleveland
26.	WFIL	Philadelphia
27.	WCFL	Chicago
28.	WBT	Charlotte
29.	KSL	Salt Lake City
30.	WTVN	Columbus
31.	WMT	Cedar Rapids
32.	WGR	Buffalo
33.	WHAS	Louisville
34.	KRMG	Tulsa
35.	KEX	Portland
36.	KMBZ	Kansas City
37.	KOY	Phoenix
38.	KFMB	San Diego
39.	WHAM	Rochester
40.	WPTF	Raleigh
41.	KTOK	Oklahoma City
42.	WSYR	Syracuse
43.	WCKY	Cincinnati
44.	KHOW	Denver
45.	KLOK	San Jose
46.	WTAR	Norfolk
47.	WHP	Harrisburg
48.	WFLA	Tampa-SP
49.	WICC	Bridgeport
50.	WHEN WARM	Syracuse Scranton

BEAUTIFUL MUSIC

1.	WRFM-F	New York
2.	WPAT-F	New York
3.	KBIG-F	Los Angeles
4.	WPAT	New York
5.	WLOO-F	Chicago
6.	KJOI-F	Los Angeles
7.	WEAZ-F	Philadelphia
8.	WWSH-F	Philadelphia
9.	WJIB-F	Boston
10.	KOST-F	Los Angeles
11.	WLAK-F	Chicago
12.	WAIT	Chicago
13.	WHIO-F	Dayton
14.	WGAY-F	Washington
15.	WJR-F	Detroit
16.	WWBA-F	Tampa
17.	WSHH-F	Pittsburgh
18.	WJYE-F	Buffalo
19.	KABL-F	San Francisco
20.	KYND-F	Houston
21.	WQAL-F	Cleveland
22.	WDOK-F	Cleveland
23.	WEZW-F	Milwaukee
24.	WEZN-F	Bridgeport
	WXTZ-F	Indianapolis
26.	KMEZ-F	Dallas
27.	WEZO-F	Rochester
28.	WCZY-F	Detroit
29.	KODA-F	Houston
30.	KEZK-F	St. Louis
31.	KJQY-F	San Diego
	WJYW-F	Tampa
33.	WLYF-F	Miami
34.	WLKW-F	Providence
35.	WVNJ-F	Newark
36.	KMEO-F	Phoenix
37.	WOOD-F	Grand Rapids
38.	KOAX-F	Dallas
39.	WKSS-F	Hartford
40.	WWEZ-F	Cincinnati
41.	WJBR-F	Wilmington, DE
42.	WFLA-F	Tampa
43.	KEEY-F	Minneapolis
44.	WHUD-F	New York
45.	WAYL-F	Minneapolis
46.	KOSI-F	Denver
	WPCH-F	Atlanta
48.	KFOG-F	San Francisco
49.	WPNT-F	Pittsburgh
50.	WHUE-F	Boston

NEWS AND TALK

1.	WOR	New York
2.	WCBS	New York
3.	KABC	Los Angeles
4.	WINS	New York
5.	KMOX	St. Louis
6.	KGO	San Francisco
7.	KYW	Philadelphia
8.	WBBM	Chicago
9.	KNX	Los Angeles
10.	WMCA	New York
11.	KFWB	Los Angeles
12.	KCBS	San Francisco
13.	WIND	Chicago
14.	WEEI	Boston
15.	KMPC	Los Angeles
16.	WWDB-F	Philadelphia
17.	WWJ	Detroit
18.	KTRH	Houston
19.	KRLD	Dallas
20.	WNWS	Miami
21.	KIRO	Seattle
22.	KOA	Denver
23.	WXYZ	Detroit
24.	WHO	Des Moines
25.	WCAU	Philadelphia
26.	KPRC	Houston
27.	KTAR	Phoenix
28.	WRC	Washington
29.	WINZ	Miami
30.	WFAA	Dallas
31.	WOAI	San Antonio
32.	WERE	Cleveland
33.	WTOP	Washington
34.	KCMO	Kansas City
35.	WITS	Boston
36.	KVI	Seattle
37.	KSDO	San Diego
38.	KMJ	Fresno
39.	WEAN	Providence



COUNTRY

1. WMAQ Chicago
2. WHN New York
3. WBAP Dallas-FW
4. WDAF Kansas City
5. KLAC Los Angeles
6. KSCS-F Dallas-FW
7. WSOC-F Charlotte
8. KILT-F Houston
9. WIVK-F Knoxville
10. WJEZ-F Chicago
11. WWWW-F Detroit
12. KSSN-F Little Rock
13. WTQR-F Greens-WS
14. KKYX San Antonio
15. KVOO Tulsa
16. KIKK-F Houston
17. WKHK-F New York
18. KHJ Los Angeles
19. WQYK-F Tampa
20. WPOC-F Baltimore
21. WDGY Minneapolis
22. WCXI Detroit
23. KNEW San Francisco
24. KZLA-F Los Angeles  
WSUN Tampa
26. WZZK-F Birmingham
27. KPLX-F Dallas-FW
28. WEEP Pittsburgh
29. WHK Cleveland
30. WVKX-F+ Washington
31. KRAK Sacramento
32. KOMA Oklahoma City
33. WIL-F St. Louis  
KSD St. Louis
35. KLZ Denver
36. KNIX-F Phoenix
37. WMZQ-F Washington
38. WBCS-F Milwaukee
39. WESC-F Green-Spart
40. WCMS-F Norfolk
41. WFMS-F Indianapolis
42. WAMZ-F Louisville
43. WYNK-F Baton Rouge
44. KSAN-F San Francisco
45. WPLO Atlanta
46. WKSW-F Cleveland
47. WSIX-F Nashville  
WCOS-F Columbia,SC
49. WWVA Wheeling

BLACK/URBAN/DISCO/JAZZ

1. WBLS-F New York
2. WKTU-F New York
3. KMJQ-F Houston
4. WDAS-F Philadelphia
5. KIIS-F Los Angeles
6. KSOL-F San Francisco
7. WGCI-F Chicago
8. WXLO-F New York
9. WJPC Chicago
10. KUTE-F Los Angeles
11. KKDA-F Dallas
12. WBMX-F Chicago
13. WCAU-F Philadelphia
14. WKYS-F Washington
15. WXYV-F Baltimore
16. WVEE-F Atlanta
17. WAMO-F Pittsburgh
18. KMJM-F St. Louis
19. WHUR-F Washington
20. WJLH Los Angeles
21. KBLX-F Los Angeles
22. KNOK-F Dallas
23. KACE-F Los Angeles
24. KDAY Los Angeles
25. WAIL-F New Orleans
26. WJLB-F Detroit
27. WNJR Newark
28. WOOK-F Washington
29. WTLC-F Indianapolis
30. WLBS-F Detroit
31. WVON Chicago
32. WLIB New York
33. WJMI-F Jackson, MS
34. WHRK-F Memphis
35. WGPR-F Detroit
36. WENN-F Birmingham
37. WEDR-F Miami
38. KDIA San Francisco
39. WTMP Tampa  
WWIN Baltimore
41. WDMT-F Cleveland
42. WJZZ-F Detroit
43. WRBD Ft. Lauderdale
44. WQDW-F Green-NB
45. WWRL New York
46. WPLZ-F Richmond
47. WRAP Norfolk
48. WZAK-F Cleveland
49. WCIN Cincinnati
50. WCHB Detroit

SPANISH

1. WADO	New York
2. WJIT	New York
3. KTNQ	Los Angeles
4. WRHC	Miami
5. KROQ-F	Los Angeles
6. KGBT	McAllen-Browns
7. WQBA	Miami
8. KWKW	Los Angeles
9. KLVE-F	Los Angeles
10. KALI	Los Angeles
11. WCMQ-F	Miami
12. KCOR	San Anotnio
13. WHTT	Miami
14. WOJO-F	Chicago
15. WCMQ	Miami
16. KEYH	Houston
17. WQBA-F	Miami
18. KBRG-F	San Francisco
KPHX	Phoenix
20. KXEX	Fresno
21. KLAT	Houston
KLVL	Houston
23. KIQI	San Francisco
24. WOCN	Miami
25. KUNO	Corpus Christi
KAMA	El Paso
27. KVAR-F	San Antonio
28. KGST	Fresno
29. WYOU	Tampa
KOFY	San Francisco

RELIGION

1. KBRT	Los Angeles
2. KIEV	Los Angeles
3. WROL	Boston
4. KPBC	Dallas
5. KBIQ	Seattle
6. KFAX	San Francisco
7. WDJC-F	Birmingham
8. WYCB	Washington
9. WMUZ-F	Detroit
WPIT	Pittsburgh
11. KGDN	Seattle
12. WENN	Birmingham
KGOL-F	Houston
KYMS-F	Los Angeles
15. KCIJ	Shreveport
16. KCFO-F	Tulsa
17. WEZE	Boston
WRBS-F	Baltimore
WEMM-F	Huntington
20. WXRI-F	Norfolk
21. WHPE-F	Green-WS
KSKY	Dallas
23. WDAC-F	Lancaster
24. KHCBS-F	Houston
WUST	Washington
WPAY-F	Huntington
27. WSUM	Parma, OH
KSUD	Memphis
29. WZZD	Philadelphia
30. KEXS	Kansas City

BIG BAND

1. WNEW	New York
2. WPEN	Philadelphia
3. WXKS	Boston
4. WHLI	Long Island
5. KEZW	Denver
6. WCOL	Columbus
7. WLKW	Providence
KGIL+	Los Angeles
9. KMPX	San Francisco
10. KIXI	Seattle
11. KFJZ	Dallas
12. WMAS	Springfield, MA
13. KMLO	San Diego
14. WLQY	St. Lauderdale
15. WITH	Baltimore
16. KLFF	Phoenix
17. WFBL	Syracuse
18. WSHO	New Orleans
19. WAYE	Baltimore
20. WKAT	Miami
21. WPXN	Rochester
22. WNUF-F	Pittsburgh
23. WEAM	Washington
24. WEW	St. Louis
25. WAMR	Sarasota
WINN	Louisville
WEST	Allen-Beth
WAVZ	New Haven
WWIW	New Orleans
30. KRSI-F	Minneapolis

CLASSICAL

1. WQXR-F	New York	8. KKHI-F+	San Francisco	15. KFAC	Los Angeles
2. WNCN-F	New York	9. WCRB-F	Boston	16. KLEF-F	Houston
3. WFMT-F	Chicago	10. KFSD-F	San Diego	17. WNIB-F	Chicago
4. KDFC-F+	San Francisco	11. KVOD-F	Denver	18. WRR-F	Dallas
5. KFRC-F	Los Angeles	12. WTMI-F	Miami	19. WFMR-F	Milwaukee
6. WFLN-F+	Philadelphia	13. WCLE-F	Cleveland		
7. WGMS-F+	Washington	14. KING-F	Seattle		

NOTE: Add WQRS-F in Detroit - # 9

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 600 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.

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): The methodology is the same as that for Teens, etc.

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

( ) = A/M 80 figures

	STAT	TSL	T/O RATIO	% EXCL	% TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	100 (110)	8.0 (7.3)	15.9 (17.2)	9.5 (8.9)	24.2 (24.9)	58.3 (56.0)	70.9 (69.1)	4.9 (6.0)	44.1 (43.9)	55.9 (56.1)
AOR	71 (65)	9.4 (9.2)	13.5 (13.7)	9.7 (9.7)	26.2 (23.7)	69.0 (71.5)	72.6 (75.1)	1.2 (1.2)	65.6 (65.6)	34.4 (34.4)
AC/SOFT	54 (54)	7.6 (7.6)	16.6 (16.5)	6.1 (7.0)	5.2 (5.4)	63.4 (60.5)	83.6 (83.3)	11.2 (11.3)	41.5 (42.1)	58.5 (57.9)
MOR	70 (67)	8.3 (8.3)	15.1 (15.2)	10.9 (11.5)	2.2 (2.2)	20.3 (19.3)	46.0 (45.2)	51.8 (52.6)	44.1 (43.6)	55.9 (56.4)
BTFL MUSIC	106 (103)	10.3 (10.1)	12.2 (12.5)	9.9 (9.9)	0.9 (1.0)	15.6 (17.0)	42.4 (43.7)	56.7 (55.3)	40.0 (41.2)	60.0 (58.8)
COUNTRY	88 (74)	9.7 (9.8)	13.0 (12.8)	15.0 (15.6)	4.2 (3.5)	30.7 (30.1)	62.5 (63.6)	33.3 (32.9)	49.5 (49.2)	50.5 (50.8)
NEWS/TALK	47 (43)	7.8 (7.5)	16.3 (15.8)	8.1 (9.2)	0.9 (1.0)	13.0 (13.8)	31.9 (34.7)	67.2 (64.3)	47.8 (50.3)	52.2 (49.7)
BLACK/URBAN	47 (47)	10.0 (9.8)	12.6 (12.8)	20.5 (16.5)	21.4 (21.3)	54.1 (53.4)	69.6 (68.3)	10.0 (10.4)	43.2 (42.7)	56.8 (57.3)
RELIGION	14 (13)	8.1 (8.1)	15.6 (15.5)	10.2 (10.5)	4.4 (4.2)	30.9 (27.7)	48.9 (56.9)	46.7 (38.9)	31.9 (31.8)	68.1 (68.2)
SPANISH	15 (11)	14.3 (13.5)	8.8 (9.3)	24.0 (28.3)	4.5 (3.1)	28.9 (33.3)	57.1 (62.8)	38.4 (34.1)	35.3 (35.4)	64.7 (64.6)
CLASSICAL	19 (19)	7.5 (7.3)	16.9 (17.2)	6.0 (6.0)	1.1 (1.2)	28.4 (29.7)	59.2 (56.4)	39.7 (42.4)	53.3 (54.4)	46.7 (45.6)
BIG BAND/NOST	17	9.5	13.2	8.4	0.8	8.2	28.5	70.7	45.7	54.3

(April/May 80 information not available)

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WABC	NY	5.9	21.5	4.8	8	44	71	21	53	47
WNBC	NY	6.4	19.7	5.4	18	42	71	11	48	52
WPIX	NY	6.1	20.7	4.8	39	45	55	6	42	58
WLS	Chi	5.4	23.4	9.2	26	47	64	10	44	56
WKQX	Chi	7.4	17.6	6.4	12	61	78	10	42	58
WLS-F	Chi	6.6	19.0	5.4	28	69	71	1	62	38
WNDU-F	SB	13.2	9.6	8.5	24	57	68	8	48	52
WIFI	Phil	7.8	16.1	9.6	39	45	56	5	34	66
WIOQ	Phil	7.7	16.3	4.1	6	86	91	3	43	57
KIQQ	LA	5.9	22.3	5.3	23	57	74	3	45	55
KRLA	LA	8.1	15.5	8.6	13	61	81	6	50	50
KGB	SD	6.0	20.9	8.0	31	48	67	2	55	45
KFRC	SF	5.5	22.8	7.3	38	43	56	6	42	58
KSFX	SF	4.7	26.5	4.2	17	63	80	3	45	55
WVBF	Boston	6.7	18.8	5.1	28	64	70	2	40	60
WDRQ	Det	5.8	21.7	6.6	36	40	61	3	43	57
KSTT	D-RI-M	8.3	15.2	11.6	12	63	81	7	45	55
WSTW	Wilm	10.0	12.6	7.4	18	67	81	1	44	56
WPJB	Prov	6.4	19.8	4.4	35	52	61	4	44	56
WPRO-F	Prov	8.2	15.4	6.2	15	54	77	8	41	59
KRBE	Hou	7.6	16.6	7.3	43	46	55	2	47	53
WPGC	Wash	8.1	15.6	7.2	21	59	76	4	37	63
WRQX	Wash	8.3	15.3	5.8	27	62	71	2	50	50
WGCL	Cleve	6.9	18.3	6.5	30	58	68	2	51	49
KSFM	Sacra	8.3	15.1	6.1	37	55	62	1	40	60
WEZB	NO	9.6	13.1	15.7	35	52	61	4	55	45
WTIX	NO	8.7	14.5	13.4	12	63	76	12	49	51
KSTP	M-SP	9.8	12.8	9.7	14	63	82	4	40	60
WBSB	Balt	7.7	16.3	8.3	23	67	74	3	45	55
KOPA	Phoe	7.8	16.1	7.3	27	48	62	1	37	63
KZZP+	Phoe	8.9	14.1	4.5	26	66	71	3	42	58
WKRQ	Cin	7.3	17.2	10.2	28	58	70	2	41	59
WQXI-F	Atl	8.2	15.3	4.2	7	77	92	1	46	54
WZGC	Atl	8.4	14.9	11.7	33	51	64	3	42	58
KEGL	D-FW	6.8	18.4	4.2	27	67	71	2	61	39
KNUS	D-FW	6.0	20.9	2.7	47	45	52	1	45	55
KSLQ	ST L	6.4	19.8	6.1	22	52	67	11	29	71
WNCI	Col,0	8.0	15.7	6.2	8	74	88	4	39	61
WXGT	Col,0	8.9	14.2	11.5	33	56	67	0	42	58
KBEQ	KC	7.1	17.7	5.3	23	71	76	1	43	57
WHB	KC	8.1	15.5	13.5	7	70	89	4	36	64
WXKX	Pitt	7.1	17.6	8.2	40	45	57	3	36	64
WBEN-F	Buff	6.6	19.0	4.1	21	56	73	6	35	65
WKBW	Buff	6.6	19.0	8.8	15	44	71	14	42	58
KIMN	Denver	5.8	21.6	7.2	17	60	76	7	48	52
KOAQ	Denver	7.0	17.9	3.3	35	52	64	1	44	56
WZUU	Milw	6.2	20.2	6.8	11	60	79	10	44	56
WGH	Norf	6.7	18.9	9.4	16	54	69	15	41	59
WINZ-F	Miami	8.1	15.5	9.4	36	48	60	4	43	57
WHYI	Miami	8.3	15.1	6.1	24	62	71	5	36	64

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		8.0	15.9	9.5	24.2	58.3	70.9	4.9	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>
WCKX	Tampa	10.9	11.5	10.5	23	54	70	7	44	56
WRBQ	Tampa	11.5	10.9	15.6	19	61	77	4	43	57
KJR	Sea	5.6	22.4	4.9	22	60	74	4	48	52
KNBQ	Sea	9.3	13.6	16.3	34	58	64	2	54	46
KYYX	Sea	7.4	17.0	8.1	20	63	77	3	54	46
WIKS	Indy	7.0	18.0	7.6	28	58	66	6	30	70
WNAP	Indy	10.9	11.6	7.7	19	74	79	2	50	50
KOFM	OK C	7.9	16.0	7.5	30	61	66	4	37	63
WMC-F	Memph	7.2	17.4	9.7	37	51	59	4	43	57
WWKX	Nash	8.3	15.2	6.5	27	58	72	1	60	40
KGW	Port	6.8	18.4	10.7	10	56	73	17	35	65
WGRD	GR	6.7	18.8	7.5	46	43	51	3	32	68
WKFR	Kala	11.2	11.2	4.5	12	76	88	0	43	57
WMEE	F. Wayne	7.4	17.0	3.4	27	56	65	8	40	60
WPTH	F. Wayne	7.0	17.9	3.7	29	64	69	3	44	56
WZEE	Mad	8.4	15.0	2.4	25	69	75	0	61	39
WLAN-F	Lanc	10.8	11.7	12.2	23	64	74	3	50	50
WQXA	York	8.6	14.6	8.9	30	58	67	3	56	44
WFBC-F	Green,SC	9.7	17.6	8.1	10	61	82	8	37	63
WANS-F	Green,SC	11.6	10.8	12.8	24	65	74	2	62	38
WBCY	Char,NC	8.1	15.6	7.5	18	71	76	9	53	47
WVIC	Lans	5.1	24.9	8.3	24	59	74	2	42	58
WQSM	Fay,NC	10.3	12.2	13.9	13	80	87	0	65	35
WBJW	Orl	8.2	15.5	15.4	34	60	65	1	45	55
WRAL	Ral	9.8	12.9	9.1	8	70	85	7	40	60
WSEZ	G-WS	10.5	12.0	14.0	33	46	59	8	44	56
WKJJ	Louis	8.2	15.3	7.3	34	51	63	3	43	57
WKXX	Birm	11.5	11.0	14.5	29	56	66	5	41	59
WFLY	A-S-T	7.4	17.1	6.8	36	49	63	1	30	70
WKRZ	NE PA	9.8	12.9	9.9	19	60	72	9	43	57
WKEE	Hunt,WV	12.3	10.2	19.1	22	58	69	9	45	55
WVAF	Char,WV	12.3	10.2	22.2	28	57	65	7	44	56
WCKK	Erie	10.5	12.0	21.1	18	63	77	5	43	57
WFBG	Altoo	10.9	11.5	17.7	20	40	60	20	32	68
WRVQ	Rich	8.8	14.3	10.3	19	67	78	3	40	60
WXLK	Roan	11.7	10.7	19.7	27	48	68	5	43	57
WNOK	Col,SC	11.5	11.0	19.9	18	68	79	3	49	51
WBBQ-F	Aug	9.8	12.9	12.6	17	58	77	6	55	45
WFMF	BR	14.0	9.0	17.7	24	63	74	2	47	53
KHFI	Austin	10.8	11.7	15.8	28	64	69	3	47	53
WSKZ	Chatta	10.0	12.6	17.1	37	52	63	0	34	66
WGBF	Evans	7.6	16.6	14.2	17	51	65	18	39	61
KFYE	Fresno	8.7	14.5	9.6	18	65	80	2	42	58
KYNO-F	Fresno	11.9	10.6	21.5	21	70	76	3	31	69
WIXX	G. Bay	8.7	14.5	10.9	29	60	69	2	44	56
KTSA	S. Ant	7.9	16.0	10.4	16	49	77	7	40	60
KWTO-F	Spr,MO	11.6	10.9	18.4	20	65	74	6	43	57
WMHE	Toledo	9.1	13.9	11.6	19	65	79	2	40	60
KEYN	Wich	10.6	11.8	15.4	23	64	74	3	37	63
WYFM	Young	6.4	19.8	6.7	38	45	59	3	40	60

		AOR								
NATIONAL MEAN:		9.4	13.5	9.7	26.2	69.0	72.6	1.2	65.6	34.4
		<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	8.1	15.5	3.3	5	80	89	6	61	39
WPLJ	NY	9.1	13.9	9.6	36	60	63	1	66	34
WLUP	Chi	6.0	20.9	2.9	32	65	68	0	66	34
WMET	Chi	7.0	18.1	4.1	30	66	69	1	65	35
WMMR	Phil	7.6	16.7	2.8	29	64	70	1	59	41
WYSP	Phil	6.4	19.8	3.4	38	56	60	2	64	36
KLOS	LA	6.5	19.2	3.3	22	72	76	2	64	36
KMET	LA	7.2	17.4	3.7	23	68	74	3	67	33
KGB-F	SD	8.8	14.3	7.4	12	85	88	0	66	34
KMEL	SF	8.1	15.6	4.2	16	78	83	1	67	33
KOME	SF/SJ	8.9	14.2	6.2	24	71	76	0	73	27
WBCN	Boston	7.3	17.4	6.9	10	80	89	1	62	38
WCOZ	Boston	11.6	10.9	13.2	42	55	58	0	59	41
WABX	Det	5.4	23.4	1.0	23	71	76	1	59	41
WLLZ	Det	8.9	14.2	4.4	41	56	58	1	62	38
WRIF	Det	6.5	19.4	2.6	16	73	83	1	73	27
WZZO	A-B-E	10.7	11.7	9.5	32	57	62	6	59	41
WLOL	Hou	12.9	9.8	13.2	33	65	67	0	67	33
WAVA	Wash	7.9	15.9	5.9	19	76	81	0	53	47
WWDC	Wash	8.0	15.8	7.0	38	60	62	0	64	36
WMMS	Cleve	9.9	12.7	9.2	16	77	81	3	63	37
KZAP	Sacra	11.7	10.7	17.9	39	56	59	2	68	32
WHCN	Hart	8.9	14.2	1.1	38	62	62	0	58	42
KDWB	M-SP	7.6	16.6	4.6	41	57	58	1	59	41
KQRS+	M-SP	7.3	17.2	4.1	24	74	75	1	66	34
WIYY	Balt	11.0	11.5	12.5	29	67	70	1	59	41
KDKB	Phoe	10.4	12.1	12.7	23	73	76	1	71	29
WEBN	Cin	9.6	13.2	11.6	28	68	71	1	69	31
WKLS	Atl	11.0	11.5	17.1	31	67	69	0	69	31
KTXQ	D-FW	7.5	16.7	4.3	30	68	70	0	61	39
KZEW	D-FW	8.7	14.5	6.7	10	86	89	1	73	21
KSHE	ST L	10.8	11.7	9.8	18	74	82	0	75	25
WWWK	ST L	9.7	13.0	8.1	44	53	56	0	59	41
WLVQ	Col,0	12.1	10.4	17.5	17	78	83	0	55	45
KYYS	KC	8.9	14.2	13.8	40	56	60	0	63	37
WDVE	Pitt	11.3	11.2	6.3	26	69	72	2	59	41
WGRQ	Buff	10.4	12.1	11.1	42	54	57	1	62	38
KAZY	Denver	8.6	14.7	2.1	21	71	75	4	54	46
KBPI	Denver	9.3	13.6	6.9	27	68	73	0	58	42
WLPX	Milw	7.6	16.7	6.3	34	64	65	1	63	37
WQFM	Milw	9.1	13.8	2.0	17	83	83	0	66	34
WTUE	Dayton	9.4	13.5	9.4	27	69	72	1	64	36
WNOR-F	Norf	10.6	11.8	11.5	6	89	93	1	70	30
WMYK	Norf	10.6	11.9	18.3	29	64	69	2	70	30
WQXM	Tampa	12.4	10.2	14.7	28	67	71	1	66	34
KISW	Sea	12.3	10.3	13.3	34	63	65	1	71	29
WFBQ	Indy	12.4	10.2	11.8	25	67	73	2	59	41
KXXY	OK C	11.0	11.5	7.0	29	69	70	1	86	14
WZXR	Memph	12.8	9.9	16.6	26	69	72	2	77	23
WKDF	Nash	10.8	11.7	14.2	33	61	66	1	63	37

AOR

NATIONAL MEAN:		9.4	13.5	9.7	26.2	69.0	72.6	1.2	65.6	34.4
		<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>
KGON	Port,0	10.4	12.1	14.9	38	59	59	3	67	33
WLAV	GR	9.7	13.0	11.0	18	78	81	1	70	30
WWCK	Flint	9.0	14.0	10.4	31	62	69	0	59	41
WTPA	Harris	12.2	10.4	15.6	16	84	84	0	62	38
WROQ	Char,NC	8.8	14.4	9.4	17	81	83	0	74	36
WJXQ	Lans	9.6	13.1	11.2	26	70	74	0	71	29
WDIZ	Orl	10.9	11.5	20.7	31	68	68	1	69	31
WQDR	Ral	8.9	14.1	9.6	19	76	80	1	58	42
WPYX	A-S-T	12.5	10.0	14.1	21	72	75	4	61	39
WAAF	Worc	10.2	12.4	10.3	31	66	69	0	77	23
WSYR	Syra	8.9	14.2	8.2	30	60	67	3	57	43
WCMF	Roch	10.1	12.5	5.1	20	79	80	0	70	30
WRXL	Rich	11.2	11.2	15.1	27	62	70	3	63	37
KWXL	Alb	11.3	11.1	16.5	25	70	73	2	67	33
KLBJ-F	Austin	11.1	11.3	16.3	5	85	90	5	67	33
KILO	Col Spg	10.5	12.0	15.7	14	84	86	0	70	30
KLAQ	EP	14.4	8.8	23.5	30	65	68	2	80	20
KDUK	Hono	11.7	10.8	13.6	23	72	75	2	81	19
KEZO	Omaha	11.6	10.9	13.8	27	67	72	1	69	31
WIOT	To1	11.6	10.9	13.5	24	71	74	2	69	21
WSRD	Young	9.3	13.6	2.5	27	64	70	3	65	35

AC/SOFT

NATIONAL MEAN:		7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
		<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-F	NY	6.4	19.5	3.5	3	50	88	9	50	50
WTFM	NY	7.6	16.6	3.0	2	65	87	11	51	49
WYNY	NY	6.9	18.2	4.3	6	62	85	9	41	59
WICC	Bridge	7.7	16.4	8.5	8	30	61	31	35	65
WBBM	Chi	5.9	21.3	3.3	8	60	87	5	42	58
WFYR	Chi	7.0	18.1	3.6	2	80	94	4	35	65
WROK	Rock	7.5	16.7	9.3	4	37	66	30	44	56
WMGK	Phil	8.1	15.5	5.7	5	65	86	9	33	67
WSNI	Phil	8.8	14.3	7.1	2	25	63	35	40	60
KHTZ	LA	7.4	17.1	6.6	8	74	89	3	38	62
KNX	LA	8.1	15.5	3.7	2	78	93	5	50	50
KRTH	LA	6.7	18.8	3.1	5	79	92	3	49	51
KFMB-F	SD	5.5	22.9	3.7	7	73	82	11	33	67
KIOI	SF	7.3	17.3	2.8	6	72	90	4	50	50
KYUU	SF	8.0	15.7	5.8	9	64	88	3	47	53
WEEI	Boston	7.6	16.6	4.5	2	63	81	16	41	59
WROR	Boston	9.6	13.5	5.7	4	63	91	5	45	55
WMJC	Det	7.1	17.8	4.5	9	71	83	8	41	59
WNIC	Det	6.6	19.0	2.5	6	75	89	5	43	57
WTWR	Det	7.3	17.2	3.5	6	68	91	3	45	55
CKLW	Det	4.7	26.8	4.3	10	49	78	12	46	54
WLEV	A-B-E	10.9	11.6	9.1	8	58	86	6	43	57
WPRO	Prov	7.2	17.5	6.5	5	37	68	27	35	65
KFMK	Hou	7.9	15.9	6.5	7	86	91	2	35	65
WASH	Wash	9.2	13.8	8.1	0	67	90	10	41	59

## AC/SOFT

NATIONAL MEAN:		7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
		<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>
WJMD	Wash	8.0	15.7	4.0	1	74	90	9	49	51
WZZP	Cleve	8.7	14.5	6.3	6	71	87	7	29	71
KXOA	Sacra	9.0	13.9	6.7	4	73	87	9	31	69
WIOF	Hartf	6.4	19.8	5.8	4	75	91	5	45	55
WCCO	M-SP	5.8	21.6	4.5	3	75	85	12	36	64
KBBC	Phoe	8.9	14.1	6.1	2	86	96	2	40	60
KOOL	Phoe	8.9	14.1	7.6	3	77	92	5	48	52
WRRM	Cin	10.2	12.4	11.0	3	63	91	6	42	58
WKRC	Cin	7.3	17.3	7.4	3	45	64	33	41	59
WLTA	Atl	11.7	10.8	9.2	2	59	93	5	34	66
KMGC	D-FW	6.4	19.7	4.5	4	79	95	1	44	56
KVIL	D-FW	9.4	13.4	11.2	6	68	88	6	42	58
KSD-F	ST L	7.4	17.1	4.6	8	60	76	16	39	61
KUDL	KC	7.3	17.3	1.1	6	69	89	5	37	63
WTAE	Pitt	7.8	16.2	6.2	2	46	77	21	51	49
WGR	Buff	5.7	22.2	7.2	7	34	62	31	46	54
KPPL	Denver	8.6	14.7	2.7	12	61	86	2	33	67
WWDE	Norf	9.4	13.4	5.1	1	58	90	9	40	60
WWWL	Miami	8.6	14.6	6.4	3	90	97	3	56	44
KING	Sea	5.7	22.1	5.9	8	69	80	12	43	57
WSM-F	Nash	10.5	12.0	11.7	0	65	80	20	47	53
WJFM	GR	8.2	15.3	5.7	6	74	93	1	33	67
WFMK	Lans	8.8	14.3	6.0	4	78	90	6	39	61
WRMF-F	W. Palm	10.9	11.6	8.7	7	61	80	13	38	62
WHYN	Spr,MA	7.8	16.2	11.0	7	44	68	25	47	53
WHEN	Syra	6.8	18.5	8.6	13	50	67	20	37	63
WVOR	Roch	9.4	13.4	7.6	3	63	86	11	43	57
WBBF	Roch	5.6	22.5	9.5	11	51	67	22	42	58
WROV	Roan	8.2	15.3	8.6	5	54	71	24	36	64

## MOR

NATIONAL MEAN:		8.3	15.1	10.9	2.2	20.3	46.0	51.8	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>
WGN	Chi	9.6	13.1	8.2	1	11	40	59	46	54
WJBC	Bloom	12.8	9.9	20.6	2	22	45	53	47	53
WIP	Phil	8.0	15.8	10.1	3	23	57	40	39	61
KFMB	SD	6.7	18.8	9.2	1	28	64	35	56	44
KNBR	SF	6.2	20.3	4.8	5	32	61	34	55	45
KSFO	SF	7.7	16.4	6.0	3	18	51	46	58	42
WBZ	Boston	6.6	19.1	8.0	3	19	44	53	38	62
WHDH	Boston	8.8	14.4	7.5	3	22	56	41	34	66
WJR	Det	8.5	14.8	7.3	3	12	30	67	50	50
WOMC	Det	10.7	11.8	9.0	2	36	83	15	42	58
WMBD	Peo	8.6	14.7	10.7	2	10	25	73	30	70
WEEU	Read	11.3	11.1	7.5	0	7	26	74	37	63
WDEL	Wilm	7.0	18.1	10.4	2	15	37	61	44	56
WHJJ	Prov	6.1	19.5	5.0	2	26	48	50	55	45
WMAL	Wash	8.1	15.6	10.0	2	12	52	46	46	54



## MOR

NATIONAL MEAN:		8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WWWE	Cleve	6.7	18.9	6.8	3	32	60	37	63	37
WGAR	Cleve	7.3	17.2	11.6	5	44	68	27	46	54
KGNR	Sacra	7.5	16.8	11.7	1	13	42	57	44	56
WTIC	Hart	11.8	10.7	15.6	2	13	33	65	41	59
WELI	NH	11.1	11.4	16.4	0	12	31	69	41	59
WSMB	NO	12.8	9.8	8.2	1	0	16	83	34	66
WCCO-F	M-SP	10.2	12.4	12.4	1	12	37	62	48	52
WBAL	Balt	9.5	13.3	10.0	0	5	25	75	44	56
WCBM	Balt	9.3	13.6	10.7	3	36	67	30	46	54
KOY	Phoe	7.5	16.8	9.7	1	29	67	32	45	55
WCKY	Cin	10.7	11.7	10.8	0	7	23	77	41	59
WLW	Cin	6.8	18.4	9.5	2	21	39	59	54	46
WSB	Atl	7.8	16.2	15.5	1	10	37	62	39	61
KMBZ	KC	7.9	15.9	9.5	1	26	44	55	45	55
KDKA	Pitt	10.3	12.2	12.6	2	11	39	59	40	60
WBEN	Buff	9.5	13.2	13.4	1	17	37	62	44	56
KHOW	Denver	5.9	21.3	4.6	3	44	78	19	47	53
WISN	Milw	6.5	19.3	4.4	5	33	60	35	53	47
WTMJ	Milw	9.0	14.0	6.7	2	12	29	69	44	56
WHIO	Dayton	9.9	12.8	11.2	1	13	42	57	46	54
WTAR	Norf	10.8	11.7	17.7	1	18	43	56	51	49
WIOD	Miami	8.3	15.2	3.0	1	10	37	62	50	50
WFLA	Tampa	6.5	19.3	7.4	1	17	40	59	47	53
KOMO	Sea	7.2	17.5	11.2	1	13	46	54	52	48
WIBC	Indy	9.9	12.7	17.5	2	24	48	50	43	57
KTOK	OK C	9.7	13.0	17.7	1	14	36	63	39	61
KEX	Port,0	8.9	14.1	6.0	2	27	55	43	46	54
WOOD	GR	7.8	16.1	11.7	1	13	46	53	41	59
WKZO	Kala	8.0	15.7	10.6	2	13	33	65	41	59
WSGW	Sag	10.4	12.2	18.8	0	15	48	52	41	59
WOWO	F Wayne	8.2	15.4	15.5	6	31	45	49	42	58
KSL	SLC	7.6	16.6	13.2	2	39	68	30	47	53
WHP	Harris	11.0	11.5	14.8	1	7	29	70	42	58
WSBA	York	8.1	15.6	10.8	3	28	61	36	37	63
WBT	Char,NC	8.3	15.1	14.8	7	36	66	27	44	56
WDBO	Orl	8.3	15.2	9.5	0	9	28	72	42	58
WPTF	Ral	8.2	15.4	13.9	0	20	41	59	39	61
WSJS	G-WS	9.5	13.2	17.9	1	21	40	59	38	62
WHAS	Louis	6.8	18.5	11.9	3	29	50	47	49	51
WGY	A-S-T	9.1	13.8	10.0	4	22	47	49	42	58
WARM	NE PA	8.3	15.1	8.7	2	15	39	59	36	64
WGAN	Port,M	7.6	16.6	10.8	5	34	58	37	53	47
WRIE	Erie	7.4	16.9	10.5	3	35	65	32	42	58
WSYR	Syra	9.0	14.0	11.5	2	10	27	71	34	66
WHAM	Roch	7.3	17.2	9.0	2	14	32	66	44	56
WRVA	Rich	10.5	12.0	18.7	1	19	41	58	39	61
WAKR	Akron	7.4	16.9	10.9	3	11	33	64	37	63
KOB	Albuq	7.5	16.8	11.4	0	30	65	35	39	61
KRNT	Des M	8.9	14.1	13.6	2	17	46	52	37	63
KSSK	Hono	7.4	17.1	10.0	3	34	64	33	51	49
KFAB	Omaha	10.6	11.8	23.2	2	16	44	54	43	57
WSPD	Toledo	8.0	15.8	10.3	3	18	44	53	44	56
KRMG	Tulsa	10.1	12.5	12.9	3	15	35	62	40	60
WKBN	Young	7.4	16.9	9.3	1	23	54	45	47	53

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
		<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>
WPAT-F	NY	9.6	13.1	4.2	0	13	42	58	44	56
WRFM	NY	12.8	9.9	9.7	1	10	33	66	40	60
WEZN	Bridge	14.2	8.9	11.6	1	12	37	62	38	62
WLAK	Chi	8.4	15.1	5.2	1	13	30	69	53	47
WLOO	Chi	10.9	11.5	11.9	1	12	42	57	41	59
WRWC	Rock	13.1	9.6	9.4	0	20	40	60	45	55
WEAZ	Phil	10.0	12.6	6.4	1	10	33	66	36	64
WWSH	Phil	9.1	13.9	4.2	1	16	37	62	42	58
KBIG	LA	9.1	13.8	8.6	1	20	50	49	37	63
KJOI	LA	9.4	13.4	8.9	2	13	36	62	38	62
KOST	LA	8.3	15.2	4.1	3	15	52	45	43	57
KDUO	R-SB-On	11.4	11.0	8.8	0	3	35	65	42	58
KEZL	SD	9.0	14.0	3.0	0	27	61	39	52	48
KJQY	SD	12.0	10.5	9.2	0	9	30	70	42	58
KABL-F	SF	9.6	13.1	7.5	1	12	38	61	44	56
KFOG	SF	7.1	17.8	5.1	0	17	45	55	38	62
KOIT	SF	7.8	16.1	5.3	1	9	40	59	43	57
WHUE	Bost	7.0	17.9	3.9	0	14	39	61	46	54
WJIB	Bost	10.3	12.3	5.9	0	19	45	55	52	48
WCZY	Det	8.1	15.5	5.8	4	25	55	41	37	63
WJR	Det	8.0	15.8	3.4	0	9	32	68	40	60
WWJ-F	Det	6.6	19.0	4.1	2	17	42	56	34	66
WSWT	Peo	11.2	11.3	10.2	1	17	49	50	40	60
WQQQ	A-B-E	11.2	11.3	13.3	0	19	43	57	40	60
WJBR	Wilm	12.5	10.0	9.0	0	3	29	71	40	60
WHJY	Prov	8.9	14.1	1.5	0	7	39	61	52	48
WLKW	Prov	11.2	11.2	8.4	1	14	40	59	41	59
KODA	Hou	9.1	13.9	8.9	1	28	52	47	41	59
KYND	Hou	10.6	11.8	10.1	2	19	46	52	42	58
WGAY	Wash	9.6	13.2	9.7	1	16	47	52	38	62
WDOK	Cleve	10.0	12.6	12.4	1	12	36	63	37	63
WQAL	Cleve	10.6	11.9	10.0	0	13	45	55	48	52
KCTC	Sacra	9.8	12.8	7.9	3	23	69	38	49	51
KEWT	Sacra	10.7	11.8	14.0	0	11	33	67	40	60
WRCH	Hartf	9.5	13.3	5.8	1	15	37	62	44	56
WKSS	Hartf	13.4	9.4	9.2	1	13	35	64	43	57
WAJY	NO	8.7	14.5	13.6	2	34	73	25	35	65
WBYU	NO	11.3	11.1	11.5	2	16	34	64	46	54
KEEY	M-SP	9.0	14.0	2.8	1	22	54	45	41	59
WAYL-F	M-SP	8.3	15.2	6.0	2	22	40	58	32	68
WLIF	Balt	10.7	11.8	9.0	1	18	45	54	36	64
WMAR	Balt	10.8	11.7	5.3	1	16	44	55	42	58
KMEO	Phoe	11.3	11.1	8.2	1	7	28	71	36	64
KQYT	Phoe	10.2	12.4	11.5	0	13	44	56	39	61
WWEZ	Cin	11.1	11.5	8.8	0	13	36	64	45	55
WPCH	Atl	9.3	13.6	8.7	0	19	53	47	44	56
WSB	Atl	7.9	15.9	6.0	2	7	45	53	35	65
KMEZ	D-FW	11.4	11.1	11.9	0	26	60	40	40	60
KOAX	D-FW	9.9	12.7	13.5	2	10	37	61	37	63
KEZK	ST L	10.5	12.0	7.4	0	18	49	51	45	55

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WRTH	ST L	7.6	16.6	8.0	1	8	39	60	47	53
WBNS	Col,0	9.2	13.7	6.2	1	19	54	45	43	57
KCEZ	KC	11.3	11.1	10.5	1	16	32	67	36	64
KMBR	KC	10.7	11.8	6.3	3	15	55	42	42	58
WPNT	Pitt	8.3	15.2	2.1	0	15	39	61	34	66
WSHH	Pitt	10.6	11.9	5.1	0	8	32	68	35	65
WJYE	Buff	12.5	10.1	10.1	1	14	35	64	50	50
KLIR	Denver	9.0	14.0	8.6	1	21	47	52	41	59
KOSI	Denver	8.7	14.5	10.0	4	19	45	51	32	68
WEZW	Milw	10.6	11.9	7.7	0	12	43	57	39	61
WHIO	Dayton	13.2	9.6	13.5	1	18	44	55	40	60
WFOG	Norf	11.2	11.3	11.7	0	30	52	48	40	60
WKEZ	Norf	10.7	11.8	10.4	1	20	50	49	34	66
WLYF	Miami	8.4	14.9	7.5	1	7	34	65	38	62
WFLA	Tampa	9.6	13.2	12.0	0	4	14	86	34	66
WJYW	Tampa	11.1	11.3	11.4	0	13	35	65	44	56
WWBA	Tampa	13.1	9.6	15.1	1	8	17	82	44	56
KEZX	Sea	9.6	13.2	6.7	0	7	25	75	33	67
KSEA	Sea	10.8	11.6	5.5	0	15	42	58	39	61
WXTC	Indy	12.4	10.0	15.9	1	23	41	58	38	62
KKNG	OK C	12.2	10.3	15.6	0	17	52	48	40	60
WEZI	Memph	11.0	11.5	18.1	1	20	57	42	42	58
WZEZ	Nash	11.1	11.4	18.6	1	15	51	48	40	60
KUPL-F	Port,0	8.3	15.3	7.3	1	12	50	49	39	61
KXL-F	Port,0	9.8	12.9	8.5	0	18	39	61	38	62
WOOD-F	GR	10.7	11.7	8.8	0	15	38	62	39	61
WQLR	Kala	11.3	11.1	4.6	3	18	59	38	39	61
WGMZ	Flint	12.2	10.3	5.1	0	29	61	39	49	51
WGER	Sag	10.5	12.0	10.0	0	14	49	51	23	77
WEZV	F Wayne	10.7	11.8	4.0	0	25	47	53	35	65
KSFI	SLC	8.2	15.3	10.6	0	31	54	46	42	58
WHP-F	Harris	12.9	9.7	13.0	1	13	44	55	36	64
WSBA	York	10.7	11.8	14.0	5	24	57	38	37	63
WSPA-F	Green,SC	10.8	11.6	7.7	0	28	46	54	35	65
WEZC	Char,NC	12.1	10.4	15.0	0	10	45	55	51	49
WDBO-F	Orl	8.9	14.1	15.1	0	11	24	76	40	60
WHOO-F	Orl	12.3	10.3	16.5	0	16	41	59	34	66
WEAT-F	W Palm	12.4	10.2	14.4	0	8	16	84	37	63
WYYD	Ral	11.3	11.1	13.3	1	36	52	47	51	49
WGLD	G-WS	10.7	11.8	9.7	1	16	52	47	38	62
WVEZ	Louis	10.8	11.7	11.1	1	12	42	57	37	63
WROW-F	A-S-T	10.2	12.3	8.2	0	11	35	65	45	55
WLVU	Erie	10.4	12.1	12.1	4	9	35	61	43	57
WSRS	Worc	13.0	9.7	9.4	0	17	47	53	39	61
WHYN	Spr,MA	12.2	10.4	10.9	2	17	49	49	38	62
WEZO	Roch	12.5	10.1	20.1	1	8	36	63	38	62
WPVR	Roan	13.5	9.4	18.9	0	19	44	56	39	61
KKJY	Alb	12.1	10.4	18.8	0	10	40	60	46	54
KASE	Austin	11.5	11.0	21.5	0	11	42	58	33	67
WIKY	Evans	13.5	9.3	18.3	1	11	41	58	37	63
KKNU	Fresno	14.6	8.7	19.3	1	13	33	66	33	67

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
		<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>
WEZK	Knox	14.0	9.0	11.7	2	21	46	52	27	73
WLQR	Toledo	12.5	10.0	11.5	2	15	42	56	35	65
KBEZ	Tulsa	10.7	11.8	12.1	0	19	47	53	34	66
KBRA	Wich	12.3	10.2	18.0	0	14	33	67	42	58
WKBN	Young	10.1	12.5	8.2	1	14	40	59	28	72

COUNTRY

NATIONAL MEAN:		9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	51.5
		<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	8.1	15.6	3.7	2	16	53	45	57	43
WKHK	NY	7.8	16.3	4.2	3	33	78	19	52	48
WJEZ	Chi	8.8	14.3	12.0	2	34	71	27	55	45
WMAQ	Chi	7.4	17.0	12.0	4	22	50	46	50	50
KHJ	LA	6.2	20.4	6.3	3	36	63	34	40	60
KLAC	LA	7.4	16.9	7.2	2	16	57	41	59	41
KSON-F	SD	8.5	14.8	11.9	14	35	64	22	44	56
KNEW	SF	7.7	16.4	8.2	3	27	59	38	42	58
KSAN	SF	6.8	18.5	5.4	1	45	77	22	56	44
WCXI	Det	8.1	15.5	8.9	3	21	65	32	41	59
WWWW	Det	9.4	13.4	7.0	6	21	68	26	48	52
WHBF	D-RI-M	9.9	12.8	18.3	1	13	39	60	49	51
WXCL	Peo	10.0	12.6	18.3	3	27	56	41	47	53
WXKW	A-B-E	12.2	10.3	11.6	1	29	71	28	55	45
KENR	Hou	6.7	18.7	4.8	2	38	62	36	50	50
KIKK-F	Hou	8.4	14.9	10.2	8	50	78	14	56	44
WMZQ	Wash	11.3	11.2	12.9	1	36	74	25	58	42
WVKX+	Wash	11.1	11.4	11.7	2	36	62	36	52	48
WHK	Cleve	12.2	10.3	22.8	1	15	47	52	36	64
KILT-F	Hou	11.1	11.3	12.4	14	56	84	2	48	52
KRAK	Sacra	10.3	12.3	19.6	2	18	58	40	58	42
WNOE-F	NO	8.7	14.5	14.6	7	39	72	21	51	49
WDGY	M-SP	8.7	14.5	11.5	3	42	76	21	50	50
WPOC	Balt	12.5	10.0	14.7	3	22	62	35	54	46
KNIX	Phoe	9.4	13.3	13.8	5	36	74	21	46	54
WUBE-F	Cin	9.9	12.8	17.2	2	36	72	26	46	54
WPLO	Atl	10.5	12.0	18.0	1	41	68	31	41	59
KBOX	D-FW	9.4	13.4	15.3	6	23	47	47	53	47
KPLX-F	D-FW	9.7	13.0	5.9	20	49	71	9	61	39
KSCS	D-FW	10.1	12.5	10.2	9	46	77	14	48	52
WBAP	D-FW	7.2	17.5	12.1	3	23	47	50	62	38
KSD	ST L	6.3	19.9	9.3	5	26	59	36	49	51
WIL-F	ST L	8.5	15.0	8.0	2	38	70	28	44	56
WDAF	KC	11.8	10.7	17.8	2	26	54	44	50	50
WEEP	Pitt	12.6	10.0	5.2	3	28	62	35	39	61
KLZ	Denver	9.5	13.3	10.8	6	30	65	29	53	47
KYGO	Denver	11.0	11.5	9.7	4	40	82	14	49	51
WBCS	Milw	10.0	12.6	9.3	2	34	70	28	46	54
WONE	Dayton	6.7	18.9	11.4	2	31	63	35	51	49
WCMS-F	Norf	11.6	10.8	22.5	3	25	67	30	53	47

		COUNTRY								
NATIONAL MEAN:		9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	51.5
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WQAM	Miami	6.9	18.3	8.2	7	23	42	51	59	41
WQXK	Tampa	13.7	9.2	27.5	5	29	58	47	42	58
WSUN	Tampa	9.5	13.3	15.0	0	13	27	73	51	49
KMPS	Sea	7.4	17.0	9.5	1	22	61	38	46	54
WFMS	Indy	11.0	11.4	19.1	5	42	74	21	50	50
WIRE	Indy	9.4	13.4	19.2	4	11	44	52	50	50
KEBC	OK C	11.4	11.1	14.9	4	28	60	36	43	57
KOMA	OK C	8.2	15.3	14.0	8	42	65	27	50	50
WMC	Memph	9.1	13.8	24.2	2	31	60	38	54	46
WMPS	Memph	10.0	12.6	15.1	6	16	52	42	37	63
WSM	Nash	6.4	19.7	10.5	2	20	52	46	51	49
WSIX-F	Nash	10.0	12.5	16.5	2	24	56	42	34	66
KWJJ	Port,0	6.4	19.8	11.8	0	17	63	37	57	43
WCUZ-F	GR	10.5	12.0	7.6	9	54	85	6	56	44
WKCQ	Sag	9.6	13.1	9.3	8	43	73	19	53	47
WQHK	F Wayne	10.9	11.6	14.7	4	33	60	36	57	43
WTSO	Mad	10.5	12.0	13.1	3	16	56	41	47	53
KSOP-F	SLC	9.4	13.4	14.1	11	38	64	25	53	47
WESC-F	Green SC	11.4	11.1	16.8	5	32	74	21	59	41
WWNC	Ashe	11.8	10.7	22.6	5	19	48	47	42	58
WSOC-F	Char NC	13.0	9.7	15.7	4	28	66	30	46	54
WITL-F	Lans	11.3	11.2	18.8	4	22	54	42	44	56
WHOO	Orl	11.0	11.5	23.9	6	22	62	32	44	56
WGTO	Lake	12.9	9.8	22.2	2	38	64	34	56	44
WIRK-F	W Palm	10.3	12.2	19.8	4	33	65	31	63	37
WTQR	G-WS	11.6	10.9	21.3	3	36	68	29	55	45
WAMZ	Louis	10.5	12.0	20.1	3	51	81	16	52	48
WZZK	Birm	12.5	10.0	18.1	5	48	77	18	48	52
WWVA	Wheel	11.0	11.5	23.9	0	16	47	53	43	57
WPOR-F	Port M	14.6	8.6	19.8	4	29	58	38	44	56
WCOS-F	Col SC	12.0	10.5	19.7	3	42	70	27	48	52
KWKH	Shreve	8.8	14.3	17.7	2	17	35	63	47	53
WYNK-F	BR	12.3	10.2	24.2	4	40	70	26	43	57
KVET	Austin	11.7	10.8	14.4	5	24	52	43	61	39
KOKE-F	Austin	9.6	13.2	9.7	8	48	72	20	46	54
KSO	Des M	10.1	12.4	24.1	3	26	69	28	40	60
WDSM	Duluth	11.3	11.1	11.7	3	24	50	47	43	57
KLOZ	EP	10.7	11.8	13.0	11	53	83	6	57	43
WROZ	Evans	9.1	13.8	17.4	0	6	34	66	43	57
WIVK-F	Knox	16.2	7.8	20.6	3	36	68	29	52	48
KSSN	L Rock	13.4	9.4	18.7	4	46	78	18	57	43
KLLL-F	Lubbock	12.3	10.2	19.4	10	62	79	11	38	62
WKSJ	Mobile	14.1	8.9	27.8	6	41	71	23	46	54
KKYX	S Ant	10.8	11.6	16.2	5	23	60	37	59	41
KTTS-F	Spr MO	12.4	10.1	15.1	4	22	51	45	38	62
WTOD	Toledo	13.0	9.7	11.2	2	20	56	42	50	50
KVOO	Tulsa	11.4	11.0	24.1	2	23	48	50	56	44
KFDI	Wich	9.2	13.7	19.0	0	16	49	51	45	55

NEWS/TALK

NATIONAL MEAN:		7.8	16.3	8.1	0.9	13.0	31.9	67.2	47.8	52.2
		<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	7.0	18.1	6.0	1	14	30	69	54	46
WINS	NY	5.8	21.9	6.4	1	14	40	59	48	52
WMCA	NY	6.6	19.0	1.5	1	12	24	75	45	55
WOR	NY	9.8	12.8	6.1	1	7	23	76	30	70
WBBM	Chi	7.5	16.9	7.6	1	15	35	64	49	51
WIND	Chi	9.1	13.8	8.6	0	12	24	76	36	64
KYW	Phil	7.5	16.9	10.4	1	16	38	61	51	49
WCAU	Phil	5.2	24.4	2.8	1	14	28	71	44	56
WWDB	Phil	11.0	11.5	4.7	0	14	32	68	47	53
KABC	LA	9.7	13.0	7.9	1	16	37	62	44	56
KFWB	LA	5.4	23.2	8.8	1	13	32	67	50	50
KMPC	LA	6.2	20.2	4.2	2	13	48	50	54	46
KNX	LA	6.5	19.4	6.8	0	6	27	73	50	50
KSDO	SD	7.8	16.2	8.7	1	15	38	61	52	48
KCBS	SF	6.7	18.7	5.7	1	14	34	65	54	46
KGO	SF	11.1	11.4	10.0	1	11	31	68	48	52
WEEI	Bost	7.9	15.9	8.8	1	10	26	73	46	54
WITS	Bost	7.5	16.7	3.1	3	9	34	63	50	50
WWJ	Det	6.6	19.2	5.7	1	7	22	77	50	50
WXYZ	Det	8.1	15.6	6.5	0	10	31	69	27	73
WOC	D-RI-M	9.7	13.0	5.8	2	12	32	66	37	63
WEAN	Prov	6.9	18.3	9.7	0	5	18	82	45	55
KPRC	Hou	8.2	15.4	8.8	1	15	35	64	47	53
KTRH	Hou	7.9	16.0	9.7	2	10	32	66	53	47
WRC	Wash	9.9	12.7	9.4	0	14	29	71	41	59
WTOP	Wash	6.1	20.8	7.8	5	13	29	66	54	46
WERE	Cleve	8.5	14.9	9.4	0	10	28	72	43	57
KFBK	Sacra	6.1	20.6	9.0	0	14	40	60	53	47
WPOP	Hart	6.1	20.8	4.3	2	17	36	62	50	50
WGSO	NO	7.1	17.6	2.4	0	13	31	69	44	56
KTAR	Phoe	10.6	11.9	9.4	0	9	26	74	49	51
WGST	Atl	7.1	17.8	6.3	0	27	40	60	53	47
KRLD	D-FW	6.9	18.3	8.7	0	16	40	60	56	44
KMOX	ST L	12.6	10.0	16.5	1	13	35	64	48	52
KCMO	KC	6.6	19.2	5.3	0	30	46	54	44	56
KQV	Pitt	7.2	17.6	4.6	0	11	26	74	45	55
KOA	Denver	8.5	14.8	8.5	2	12	35	63	51	49
WNIS	Norf	6.8	18.6	7.1	3	23	53	44	62	38
WINZ	Miami	8.0	15.7	13.5	0	4	13	87	48	52
WNWS	Miami	17.8	7.1	11.5	0	5	7	93	44	56
KIRO	Sea	6.6	19.0	7.5	1	21	42	57	48	52
KYXI	Port O	8.0	15.7	9.5	0	9	24	76	61	39
WHO	Des M	7.5	16.8	17.2	0	9	30	70	40	60
KMJ	Fresno	9.1	13.9	17.9	2	9	33	65	57	43
KHVH	Hono	8.9	14.2	10.6	3	18	44	53	63	37
WOAI	S Ant	8.1	15.5	9.6	0	25	42	58	57	43
WBBW	Young	14.2	8.9	9.1	0	7	18	82	34	66

BLACK/URBAN

NATIONAL MEAN:		10.0	12.6	20.5	21.4	54.1	69.6	10.0	43.2	56.8
		<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>
WBLS	NY	12.2	10.3	14.0	20	57	71	9	41	59
WKTU	NY	9.5	13.3	9.7	23	54	73	4	44	56
WGCI	Chi	9.2	13.7	18.1	18	59	77	5	49	51
WJPC	Chi	10.9	11.6	21.3	24	53	70	6	34	66
WDAS	Phil	12.2	10.4	26.3	20	58	73	7	53	47
WCAU-F	Phil	7.4	17.0	6.4	5	74	90	5	44	56
KDAY	LA	7.1	17.9	8.9	24	52	72	4	27	73
KUTE	LA	7.1	17.8	2.7	28	59	71	1	32	68
KBLX	SF	8.9	14.2	7.6	9	73	90	1	39	61
KSOL	SF	13.9	9.1	11.1	39	49	58	3	40	60
WJLB	Det	5.9	21.2	6.6	10	40	71	19	48	52
WLBS	Det	6.3	19.9	5.2	19	61	78	3	45	55
KMJQ	Hou	16.0	7.9	36.6	25	52	67	8	49	51
WHUR	Wash	7.1	17.7	7.7	7	65	88	5	50	50
WKYS	Wash	7.9	15.9	13.5	15	65	82	3	44	56
WOOK	Wash	6.9	18.3	6.8	21	63	76	3	43	57
WZAK	Cleve	8.3	15.2	17.9	31	58	64	5	45	55
WAIL	NO	12.7	9.9	23.7	47	39	50	3	35	65
WXYV	Balt	11.5	11.0	16.6	18	60	73	9	47	53
WCIN	Cin	12.1	10.4	26.5	19	56	73	8	42	58
WAOK	Atl	4.4	28.5	14.0	10	47	69	21	33	67
WVEE	Atl	10.8	11.7	28.1	21	67	75	4	54	46
KKDA	D-FW	10.8	11.7	14.5	22	48	73	5	41	59
KNOK	D-FW	11.5	11.0	13.7	22	55	68	10	40	60
KMJM	ST L	10.9	11.6	12.5	30	53	66	4	37	63
KPRS	KC	15.3	8.2	26.8	18	55	73	9	50	50
WAMO	Pitt	12.8	9.8	24.8	31	50	62	7	47	53
WBLK	Buff	14.3	8.8	22.5	21	41	62	17	42	58
KDKO	Denver	15.2	8.3	33.8	21	72	78	1	57	43
WRAP	Norf	9.3	13.6	15.6	27	47	60	13	49	51
WOWI	Norf	7.7	16.3	7.8	18	58	80	2	55	45
WEDR	Miami	13.8	9.1	35.8	19	61	73	8	47	53
WTMP	Tampa	13.1	9.6	14.1	22	31	59	19	35	65
WTLC	Indy	14.3	8.8	42.8	25	39	58	17	43	57
WDIA	Memph	5.8	21.6	14.3	8	36	52	40	30	70
WHRK	Memph	8.8	14.3	22.8	28	58	69	3	58	42
WVOL	Nash	12.1	10.4	38.0	23	43	57	20	40	60
WDZZ	Flint	14.2	8.9	37.7	30	44	61	9	45	55
WHYZ	Green SC	15.2	8.3	29.2	15	42	58	27	40	60
WPEG	Char NC	9.6	13.1	15.2	29	60	69	2	39	61
WDUR	Ral	14.7	8.6	24.2	24	60	69	7	43	57
WQMG	G-WS	13.0	9.7	35.6	18	70	77	5	41	59
WLOU	Louis	10.7	11.8	38.6	25	48	64	11	37	63
WENN-F	Birm	13.5	9.4	23.3	20	61	70	10	51	49
WPLZ	Rich	12.9	9.7	16.0	19	68	77	4	51	49
KOKA	Shrev	11.8	10.7	26.1	18	44	59	23	33	67
KOKY	L Rock	15.0	8.4	49.1	22	49	64	14	41	59

RELIGION

NATIONAL MEAN:		8.1	15.6	10.2	4.4	30.9	48.9	46.7	31.9	68.1
		<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>
KBRT	LA	10.1	12.5	6.7	13	71	81	6	46	54
KIEV	LA	6.7	18.9	0	0	9	24	76	37	63
KFAX	SF	9.1	13.8	6.6	0	7	25	75	28	72
WROL	Bost	5.6	22.3	2.4	2	5	21	77	27	73
WMUZ	Det	7.9	15.9	7.1	10	50	71	19	55	45
KGOL	Hou	8.4	15.0	16.0	11	41	68	21	23	77
WYCB	Wash	7.5	16.8	23.2	10	35	46	44	26	74
KPBC	D-FW	11.2	11.3	4.3	7	69	81	12	32	68
WPIT	Pitt	8.4	15.1	2.1	0	3	18	82	32	68
WXRI	Norf	8.5	14.9	14.6	0	67	78	22	67	33
KGDN	Sea	10.2	12.3	25.2	0	2	34	66	5	95
WHPE	G-WS	5.7	22.0	13.9	0	19	31	69	12	88
WDJC	Birm	8.0	15.8	5.2	4	29	64	32	30	70
WEMM	Hunt WV	10.4	12.1	14.8	4	25	42	54	26	74

SPANISH

NATIONAL MEAN:		14.3	8.8	24.0	4.5	28.9	57.1	38.4	35.3	64.7
		<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>
WADO	NY	13.0	9.7	18.6	3	18	42	55	36	64
WJIT	NY	13.0	9.7	13.1	8	31	63	29	29	71
WOJO	Chi	11.4	11.1	38.9	13	37	76	11	40	60
KTNQ	LA	11.9	10.6	11.5	8	58	81	11	41	59
KWKW	LA	10.7	11.8	25.6	6	30	54	40	24	76
KBRG	SF	8.6	14.7	11.4	2	58	78	20	33	67
KEYH	Hou	17.0	7.4	22.3	0	53	84	16	47	53
KPHX	Phoe	20.0	6.3	30.2	3	25	69	28	37	63
WCMQ-F	Miami	17.4	7.2	20.6	2	39	83	15	37	63
WHTT	Miami	17.1	7.4	17.6	17	20	42	41	27	73
WQBA	Miami	16.1	7.8	21.2	0	13	34	66	44	56
WRHC	Miami	28.4	4.4	25.9	2	5	33	65	37	63
KAMA	EP	14.5	8.7	22.1	0	16	42	58	24	76
KGBT	Mc-Brn	19.9	6.3	52.0	3	17	42	55	39	61
KCOR	S. Ant	14.5	8.7	28.6	1	14	34	65	34	66

CLASSICAL

NATIONAL MEAN:		7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
		<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>
WNCN	NY	8.9	14.1	7.7	0	18	47	53	52	48
WQXR	NY	6.2	20.4	5.1	0	16	41	59	56	44
WFMT	Chi	8.2	15.3	8.3	2	28	44	54	45	55
WFLN+	Phil	6.9	18.3	4.3	1	23	71	28	47	53
KFAC-F	LA	5.0	25.2	1.4	1	34	62	37	60	40
KFSD	SD	11.0	11.4	4.9	1	25	59	40	59	41
KDFC+	SF	8.1	15.5	5.0	4	40	61	35	49	51
KKHI+	SF	7.8	16.1	3.2	3	25	46	51	67	33
WCRB	Bost	6.1	20.6	4.1	1	16	47	52	43	57
WQRS	Det	8.4	15.0	1.2	1	14	64	35	49	51



CLASSICAL

NATIONAL MEAN:		7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
		<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>
KLEF	Hou	9.5	13.2	4.4	0	44	65	35	51	49
WGMS	Wash	6.7	18.7	10.1	0	40	64	36	52	48
WCLV	Cleve	7.4	17.1	14.9	0	22	51	49	58	42
WRR	D-FW	8.0	15.8	11.8	2	18	68	30	40	60
KVOD	Denver	8.7	14.5	7.6	0	41	72	28	44	56
WFMR	Milw	8.2	15.3	5.5	2	30	62	36	51	49
WGH	Norf	6.5	19.3	7.1	0	62	76	24	69	31
WTMI	Miami	8.4	15.0	5.9	0	14	49	51	72	28
KING-F	Sea	6.6	19.2	1.5	2	30	75	23	49	51

BIG BAND/NOSTALGIA

NATIONAL MEAN:		9.5	13.2	8.4	0.8	8.2	28.5	70.7	45.7	54.3
		<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>
WNEW	NY	9.2	13.7	8.5	1	13	33	66	43	57
WPEN	NY	9.0	14.1	7.7	0	6	36	64	50	50
KMLO	SD	15.7	8.0	16.5	0	2	24	76	49	51
KMPX	SF	11.4	11.1	3.3	3	19	34	63	56	44
WXKS	Bost	16.2	7.8	2.0	0	4	31	69	58	42
WLKW	Prov	10.8	11.7	4.2	0	2	23	77	40	60
WITH	Balt	8.6	14.6	9.9	0	4	21	79	40	60
KLFF	Phoe	12.6	10.0	9.0	1	23	51	48	60	40
KFJZ	D-FW	7.5	16.8	5.4	1	5	16	83	57	43
WCOL	Col,0	9.5	13.3	8.8	3	13	35	62	34	66
KEZW	Denver	9.9	12.8	7.8	2	6	32	66	44	56
KIXI	Sea	10.2	12.4	11.1	0	2	18	82	36	64
WINN	Louis	5.2	24.5	6.7	0	11	39	61	42	58
WYNZ	Port,M	9.0	14.0	11.3	3	3	24	73	39	61
WMAS	Spr,MA	12.8	9.8	18.0	0	9	18	82	45	55
WFBL	Syra	9.0	14.1	7.6	0	12	37	63	48	52
WPXN	Roch	8.3	15.2	5.2	0	5	23	77	36	64

## 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)

(A/M 79) RANK	(A/M 80) RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(1)	(1)	1.	ABC	8214	13	631.8	4.7	6.5	20.681	268,851
(4)	(3)	2.	NBC	5117	8	639.6	4.8	6.8	19.596	156,765
(2)	(2)	3.	CBS	7100	14	507.1	5.0	10.4	9.752	136,528
(3)	(4)	4.	Metromedia	5564	13	428.0	5.9	8.6	8.435	109,657
(6)	(5)	5.	Westinghouse	5978	13	459.8	16.2	6.8	4.174	54,261
(5)	(6)	6.	RKO	4609	11	419.0	9.2	11.9	3.827	42,099
(12)	(10)	7.	Century	2222	6	370.3	6.3	10.0	5.878	35,267
(7)	(8)	9.	SJR	3490	9	387.8	9.7	10.2	3.920	35,267
(13)	(7)	9.	Inner City	2902	7	414.6	3.6	22.9	5.029	35,204
(8)	(11)	10.	Bonneville	3802	11	345.6	15.0	8.5	2.711	29,816
(11)	(9)	11.	Hearst	1571	6	261.8	18.0	3.2	4.545	27,271
(9)	(12)	12.	Capital Cit	5180	13	398.5	20.3	9.8	2.003	26,041
(15)	(15)	13.	Gannett	2594	11	235.8	12.5	9.8	1.925	21,173
(14)	(14)	14.	Taft	2843	12	236.9	27.0	5.3	1.655	19,865
(10)	(13)	15.	Cox	3393	12	282.8	27.3	6.7	1.546	18,533
(29)	(22)	16.	Storz	1291	6	215.2	26.5	4.3	1.889	11,331
(--)	(30)	17.	Doubleday	1415	7	202.1	14.4	8.7	1.613	11,292
(23)	(20)	18.	Golden West	1694	8	211.8	14.6	10.9	1.331	10,647
(20)	(17)	19.	Plough	2088	12	174.0	20.5	10.3	.824	9,889
(17)	(18)	20.	Harte-Hanks	1837	11	167.0	33.6	6.2	.802	8,818
(24)	(27)	21.	Malrite	1718	9	190.0	23.7	8.6	.937	8,429
(26)	(28)	22.	WGN Cont	2121	5	424.2	36.0	7.0	1.683	8,417
(19)	(19)	23.	GE	1628	8	203.5	32.9	6.5	.952	7,613
(--)	(37)	24.	Metroplex	1034	5	206.8	17.4	8.0	1.486	7,428
(21)	(16)	25.	LIN	1491	10	149.1	18.6	11.5	.697	6,970

(A/M 79) RANK	(A/M 80) RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(22)	(23)	Nationwide	1196	6	199.3	28.5	6.3	1.110	6.660
(--)	(25)	First Media	1120	6	186.7	16.7	10.5	1.065	6.388
(31)	(24)	HefTel	1461	7	208.7	26.7	8.9	.878	6.148
(34)	(31)	Greater Media	2375	11	215.9	25.6	15.4	.548	6.024
(28)	(26)	Group One	1159	8	144.9	35.0	6.3	.657	5.257
(27)	(33)	Fairbanks	1337	7	191.0	34.3	7.6	.733	5.129
(--)	(21)	Viacom	1251	8	156.4	15.1	16.4	.632	5.052
(25)	(29)	United	979	7	139.9	12.1	18.6	.622	4.351
(42)	(43)	Susquehanna	1633	13	125.6	38.3	9.8	.335	4.350
(37)	(32)	Charter	851	6	141.8	14.8	13.3	.720	4.322
(30)	(34)	Meredith	977	6	162.8	38.7	6.0	.701	4.207
(44)	(40)	Outlet	1293	7	184.7	25.7	12.6	.570	3.993
(47)	(44)	Great Trails	857	7	122.4	37.7	6.4	.507	3.551
(39)	(36)	Entercom	808	8	101.0	13.0	17.6	.441	3.531
(36)	(46)	Shamrock	1052	7	150.3	24.1	13.3	.469	3.282
(--)	(--)	Scripps-Howard	849	6	141.5	39.2	7.0	.516	3.094
(33)	(35)	Swanson	1179	9	131.0	48.9	8.0	.335	3.015
(45)	(47)	Jefferson-Pil	1444	11	131.3	67.5	7.3	.266	2.931
(41)	(39)	Multimedia	1134	12	95.5	96.6	4.6	.213	2.552
(--)	(--)	Guy Gannett	895	7	127.9	85.9	4.1	.363	2.542
(50)	(41)	Hubbard	747	5	149.4	67.6	4.4	.502	2.511
(43)	(45)	Rust	1004	11	91.3	67.6	6.0	.225	2.476
(33)	(--)	Gulf United	705	5	141.0	40.0	7.8	.452	2.260
(--)	(49)	EZ	667	5	133.4	37.6	8.6	.413	2.063
(--)	(--)	Tichenor	578	5	115.6	74.6	3.8	.408	2.039

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

(A/M 79) (A/M 80)

<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
(1)	(1)	1.	ABC	13	8214	631.8
(2)	(2)	2.	CBS	14	7100	507.1
(6)	(3)	3.	Westinghouse	13	5978	459.8
(3)	(4)	4.	Metromedia	13	5564	428.0
(4)	(5)	5.	Capital Cities	13	5180	398.5
(9)	(6)	6.	NBC	8	5117	639.6
(5)	(7)	7.	RKO	11	4609	419.0
(8)	(9)	8.	Bonneville	11	3802	345.6
(7)	(8)	9.	SJR	9	3490	387.8
(10)	(10)	10.	Cox	12	3393	282.8
(12)	(11)	11.	Inner City	7	2902	414.6
(11)	(12)	12.	Taft	12	2843	236.9
(13)	(13)	13.	Gannett	11	2594	235.8
(19)	(15)	14.	Greater Media	11	2375	215.9
(18)	(17)	15.	Century	6	2222	370.3
(14)	(14)	16.	WGN Continental	5	2121	424.2
(20)	(16)	17.	Plough	12	2088	174.0
(16)	(18)	18.	Harte-Hanks	11	1837	167.0
(27)	(25)	19.	Malrite	9	1718	190.9
(25)	(24)	20.	Golden West	8	1694	211.8
(29)	(28)	21.	Susquehanna	13	1633	125.6
(21)	(19)	22.	GE	8	1628	203.5
(22)	(21)	23.	Hearst	6	1571	261.8
(23)	(22)	24.	LIN	10	1491	149.1
(34)	(23)	25.	Heftel	7	1461	208.7
(33)	(29)	26.	Jefferson-Pil	11	1444	131.3
(--)	(47)	27.	Doubleday	7	1415	202.1
(24)	(31)	28.	Fairbanks	7	1337	191.0
(43)	(33)	29.	Outlet	7	1293	184.7
(37)	(32)	30.	Storz	6	1291	215.2
(--)	(20)	31.	Viacom	8	1251	156.4
(26)	(26)	32.	Nationwide	6	1196	199.3
(36)	(37)	33.	Swanson	9	1179	131.0
(31)	(30)	34.	Group One	8	1159	144.9
(28)	(27)	35.	Multimedia	12	1134	94.5
(--)	(34)	36.	First Media	6	1120	186.7
(32)	(39)	37.	Shamrock	7	1052	150.3
(--)	(52)	38.	Metroplex	5	1034	206.8
(40)	(35)	39.	Rust	11	1004	91.3
(45)	(43)	40.	Mid America	10	979	97.9
(30)	(41)	41.	United	7	979	139.9
(38)	(40)	42.	Meredith	6	977	162.8
(35)	(36)	43.	King	9	945	105.0
(44)	(51)	44.	Guy Gannett	7	895	127.9
(47)	(46)	45.	Booth	8	858	107.3
(53)	(50)	46.	Great Trails	7	857	122.4
(50)	(42)	47.	Affiliated	10	853	85.3
(51)	(44)	48.	Charter	6	851	141.8
(--)	(56)	49.	Scripps-Howard	6	849	141.5
(52)	(54)	50.	Summit	8	811	101.4

(A/M 79) (A/M 80)

<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
(48)	(48)	51.	Entercom	8	808	101.0
(48)	(49)	52.	Park	14	805	57.5
(49)	(58)	53.	Federated	7	758	108.3
(61)	(53)	54.	Hubbard	5	747	149.4
(--)	(67)	55.	Beck-Ross	6	710	118.3
(46)	(61)	56.	Gulf United	5	705	141.0
(--)	(64)	57.	Capitol (WRAL)	5	703	140.6
(70)	(76)	58.	Sudbrink	7	687	98.1
(39)	(45)	59.	Insilco	7	685	97.9
(57)	(57)	60.	EZ	5	667	133.4
(58)	(71)	61.	Lotus	10	666	66.6
(59)	(60)	62.	Great Empire	10	641	64.1
(62)	(65)	63.	Stoner	10	620	62.0
(41)	(38)	64.	Kaye-Smith	5	616	123.2
(--)	(--)	65.	Sandusky Newsp	5	606	121.2
(55)	(66)	66.	Bluegrass	7	595	85.0
(79)	(68)	67.	Western Cities	6	583	97.2
(54)	(59)	68.	Associated	10	580	58.0
(56)	(63)	69.	Tichenor	5	578	115.6
(78)	(75)	70.	Newhouse	5	551	110.2
(69)	(69)	71.	Des Moines Reg	6	550	91.7
(--)	(77)	72.	Buckley	6	540	90.0
(77)	(62)	73.	BENI	7	483	69.0
(--)	(--)	74.	Liggett	6	456	76.0
(64)	(73)	75.	Stauffer	8	447	55.9
(82)	(81)	76.	Capitol (Johns)	6	427	85.4
(--)	(--)	77.	Security	6	412	68.7
(72)	(87)	78.	Sunbelt	5	404	80.8
(--)	(72)	79.	Regional	7	402	57.4
(--)	(74)	80.	Clear Channel	7	380	54.3
(74)	(86)	81.	McClatchy	7	378	54.0
(60)	(70)	82.	Rollins	5	377	75.4
(66)	(80)	83.	Colum Pic Ind	5	372	74.4
(76)	(84)	84.	Stuart	5	368	73.6
(65)	(83)	85.	Sterling	8	337	42.1
(80)	(84)	86.	Midwest Family	8	331	41.4
(--)	(--)	87.	Manship	5	328	65.6
(--)	(79)	88.	SBI	6	324	54.0
(--)	(--)	89.	Crawford	5	310	62.0
(75)	(82)	90.	Beasley	7	303	43.4
(--)	(--)	91.	Eastman	5	284	56.8
(--)	(88)	92.	Davis & Weaver	5	278	55.6
(84)	(89)	93.	Brdcst Assoc	6	259	43.2
(81)	(90)	94.	Bahakel	7	248	35.4
(83)	(92)	95.	Hatch	6	241	40.2
(--)	(--)	96.	Executive	5	240	48.0
(--)	(91)	97.	Peoria Jr Star	6	234	39.0
(--)	(93)	98.	Buck	6	207	34.5
(--)	(--)	99.	Forward	5	172	34.4
(--)	(--)	100.	Mortenson	5	114	22.8
(--)	(--)	101.	Epperson-Atsinger	5	113	22.6
(--)	(--)		Walton	5	113	22.6

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

(A/M 79)	(A/M 80)				
<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
(1)	(1)	1.	ABC	14,274,400	1,098,000
(2)	(2)	2.	CBS	12,521,200	894,400
(3)	(3)	3.	Westinghouse	10,352,500	796,300
(7)	(5)	4.	NBC	9,212,700	1,151,600
(5)	(4)	5.	Metromedia	9,008,100	692,900
(4)	(6)	6.	RKO	7,903,800	718,500
(6)	(7)	7.	Capital Cities	7,694,300	591,900
(9)	(9)	8.	Bonneville	5,245,200	476,800
(8)	(8)	9.	Cox	5,099,000	424,900
(10)	(10)	10.	SJR	4,184,000	534,900
(11)	(11)	11.	Gannett	4,272,700	388,400
(12)	(12)	12.	Taft	4,094,800	341,200
(20)	(15)	13.	Greater Media	3,707,500	337,000
(15)	(13)	14.	Inner City	3,672,400	524,600
(13)	(14)	15.	WGN Continental	3,394,900	679,000
(21)	(17)	16.	Century	3,306,300	551,100
(17)	(19)	17.	Golden West	2,975,200	371,900
(22)	(16)	18.	Plough	2,947,200	245,600
(18)	(22)	19.	LIN	2,695,000	269,500
(19)	(18)	20.	Harte-Hanks	2,569,000	233,500
(23)	(20)	21.	GE	2,497,400	312,200
(24)	(29)	22.	Hearst	2,493,400	415,600
(--)	(40)	23.	Doubleday	2,404,400	343,500
(30)	(28)	24.	Malrite	2,381,100	264,600
(31)	(23)	25.	Jefferson-Pilot	2,300,100	209,100
(35)	(24)	26.	Outlet	2,256,100	322,300
(44)	(25)	27.	Hefstel	2,172,100	310,300
(28)	(26)	28.	Storz	2,093,800	349,000
(--)	(21)	29.	Viacom	2,069,800	258,700
(26)	(27)	30.	King	1,974,000	219,300
(25)	(34)	31.	Fairbanks	1,935,400	276,500
(34)	(31)	32.	Susquehanna	1,902,500	146,300
(29)	(33)	33.	Multimedia	1,852,300	154,400
(37)	(37)	34.	Group One	1,828,900	228,600
(38)	(30)	35.	Charter	1,752,200	292,000
(--)	(41)	36.	First Media	1,745,500	290,900
(27)	(32)	37.	Nationwide	1,720,900	286,800
(32)	(35)	38.	Shamrock	1,708,700	244,100
(33)	(36)	39.	Meredith	1,618,900	269,800
(40)	(46)	40.	Swanson	1,610,000	178,900
(36)	(39)	41.	Rust	1,524,600	138,600
(45)	(45)	42.	Mid America	1,418,500	141,900
(43)	(38)	43.	United	1,411,700	201,700
(46)	(--)	44.	Guy Gannett	1,405,100	200,700
(48)	(43)	45.	Great Trails	1,368,000	195,400
(41)	(47)	46.	Park	1,291,300	92,200
(--)	(--)	47.	Metroplex	1,270,300	254,100
(--)	(44)	48.	Affiliated	1,261,000	126,100
(--)	(--)	49.	Scripps-Howard	1,260,100	210,000
(47)	(--)	50.	Booth	1,251,400	156,400

NOTE: Figures are not in hundreds

MAJOR GROUP OWNERS

ABC	(Ben Hoberman)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	BAHAKEL (Cy Bahakel)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WABC	NY	1313	28376	6	1	Contemp	KXEL Waterloo	39	564	4	217	Country
WPLJ-F	NY	1170	16793	8	1	AOR	KCNB-F Waterloo	42	667	3	217	Rock
WLS	Chi	925	21742	3	3	Rock	WDOD Chatta	43	741	7	96	Country
WLS-F	Chi	448	8533	6	3	Rock	WDOD-F Chatta	73	959	3	96	Country
KGO	SF	904	10612	1	7	News/Talk	WKIN Kingsport	33	465	7	95	Rock
KSFX-F	SF	157	4252	21	7	Rock	WWOD Lynch	15	162	6	204	Country
KABC	LA	1305	17203	1	2	Talk	WKZZ Lynch	3	83	13	204	? ?
KLOS-F	LA	604	11348	5	2	AOR	Others: WLBK A/F (Bowling Green,KY); WABG (Greenwood,MS)					
WXYZ	Det	259	4025	10	5	Talk	BEASLEY (George Beasley)					
WRIF-F	Det	346	6781	3	5	AOR	WMOO Mobile	4	134	14	91	Religion
WMAL	Wash	383	5892	1	8	MOR	WBLX-F Mobile	95	1217	4	91	Black
WRQX-F	Wash	322	5313	3	8	Rock	WGAC Aug	17	364	8	127	MOR
KSAR-F	Hou	78	1874	17	9	Contemp	WKBX Savan	7	143	12	161	MOR
							WSGF-F Savan	38	753	6	161	Rock
							WFAI Fayette	23	364	7	154	Contemp
							WDMT-F Cleve	119	1821	12	20	Black
AFFILIATED COMMUNICATIONS (Jay Berkson)												
WOKV	Jkville	12	385	17	57	? ?	Others: WFMC,WOKN-F (Goldsboro,NC); WJNC,WRCM-F (Jacksville,NC)					
WAIV-F	Jkville	22	569	10	57	Contemp	WMMO-F (Reidsville,NC)					
WSAI	Cin	65	1338	15	28	Country	BECK-ROSS (Martin Beck)					
WSAI-F	Cin	40	919	17	28	Country	WKTZ Jkville	25	288	9	59	Big Band
KRAK	Sacra	196	2529	2	39	Country	WKTZ-F Jkville	174	1823	1	59	BTFL
KEWT-F	Sacra	122	1519	4	39	BTFL	WKMF Flint	46	571	12	81	Country
KMPS	Sea	84	1457	14	16	Country	WGMZ-F Flint	79	919	5	81	BTFL
KMPS-F	Sea	83	864	16	16	Country	WHCN-F Hartford	205	2792	2	38	AOR
WHYN	Spr,MA	95	1626	3	80	Contemp	WBLI-F Long,Is1	181	3073	29	1	Rock
WHYN-F	Spr,MA	134	1404	1	80	BTFL	BLUEGRASS (Wm. Stakelin)					
Others: WFAS, WMYD-F (White Plains, NY)												
ASSOCIATED (Myles Berkman)												
WSOL	Tampa		DID NOT SHOW			Country	WHOO Or1	111	1376	5	58	Country
WWOL	Buff	71	835	9	32	Country	WHOO-F Or1	116	1318	4	58	BTFL
WACJ-F	Buff	32	644	12	32	AC/Contemp	WVOC-F Col,GA	84	1184	1	158	Contemp
WPXN	Roch	44	668	13	41	Big Band/MOR	MVLK Lex	75	1617	3	120	MOR
WPXY-F	Roch	46	1004	12	41	Soft Rock	MVLK-F Lex	73	942	4	120	BTFL
WPIT	Pitt	48	669	18	13	Re1	MWSA Sav	16	256	9	161	MOR
WPIT-F	Pitt	28	704	23	13	Re1	WCHY-F Sav	120	1147	1	161	Country
WSNI-F	Phil	221	3408	15	4	AC						
WRCP	Phil	45	650	25	4	Country						
WSTV	Steuben	19	345	4	199	MOR						
WRKY-F	Steuben	26	486	1	199	Rock						

\*Group must have five stations in rated markets to qualify. Simulcasted stations count as one station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast Week. Market rank is SRDS rank.



	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>BONNEVILLE</u> (Arch Madson)					
KBIG-F LA	914	12468	2	2	BTFI
KOIT-F SF	175	2843	7	7	BTFI
WCLR-F Chi	360	6613	13	3	AC
KMBZ KC	162	2839	6	29	MOR
KMBR-F KC	186	2235	4	29	BTFI
WRFM-F NY	1279	12925	7	1	BTFI
KSL SLC	194	3277	1	42	MOR
KIRO Sea	278	5219	1	16	News
KSEA-F Sea	177	2010	4	16	BTFI
KAAAM Dallas	14	552	29	10	AC
KAFM-F Dallas	63	1471	19	10	AC

BOOTH (John Booth II, Ralph Booth)

WRBR-F S. Bend	81	1298	2	135	AC
WJLB-F Det	167	3414	18	6	Black
WMZK Det	35	698	28	6	Ethnic
WSGW Sag	101	903	2	162	MOR
WTOG-F Sag	69	1102	4	162	Rock
WTOD To1	94	957	6	54	Country
WKLR-F To1	40	365	9	54	Black
WZZP-F Cleve	271	3777	5	20	Contemp

Others: WIOU, WZWZ-F (Kokomo, Ind);  
WIBM-F, WXCM (Jackson, MI)

BROADCAST ASSOCIATES (Steve Gold)

KVEG LV	63	703	2	88	Country
KFMS-F LV	21	379	13	88	Country
KSET EP	38	465	8	84	Rock
KSET-F EP	37	590	7	84	Rock
KXKS Alb	3	75	19	92	BTFI
KKJY-F Alb	97	1081	1	92	BTFI

BROADCAST ENT NAT (BENI) (Ragen Henry, Sonny Burns)

WAOK Atlanta	51	1453	13	17	Black
WBLZ-F Cin	50	804	16	28	Contemp
WGIN Cin	97	1036	12	28	Black
WJTH Balt	77	1127	12	14	Big Band
WPDQ Jkville	40	532	7	57	Black
WFYV-F Jkville	104	914	4	57	AOR
WKTQ Pitt	64	1424	17	13	Big Band

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>BUCK BDCST</u>					
WCLS Col, GA	6	134	10	158	Religion
WCOS Colum, SC	15	282	9	98	Contemp
WCOS-F Colum, SC	161	1616	1	98	Country
WHVN Charlotte	3	99	21	66	Religion
WYZE Atlanta	18	283	15	17	Black
WNGY Mont, AL	4	115	11	142	Religion
<u>BUCKLEY</u> (Richard Buckley)					
WDRC Hart	74	1644	17	38	AC
WDRC-F Hart	128	2774	6	38	Contemp
KWAV-F Monterey	27	501	8	134	AC
KKHI A/F SF	125	1962	22	7	Classical
WSEN A/F Syra	82	984	4	62	Country
KGIL A/F LA	104	1537	36	2	Big Band

CAPITAL CITIES (Jim Dougherty, Jim Arcara)

WJR Det	1007	14144	1	5	MOR
WJR-F Det	302	5025	7	5	BTFI
KZLA LA	25	949	47	2	Country
KZLA-F LA	239	3589	24	2	Country
WPRO Prov	187	3381	3	45	AC
WPRO-F Prov	265	4032	1	45	Rock
WKBW Buff	188	3784	4	32	Contemp
WPAT NY	707	10453	15	1	BTFI
WPAT-F NY	921	12023	12	1	BTFI
WBAP Dall-FW	683	10548	1	10	Country
KSCS-F Dall-FW	423	5641	2	10	Country
WROW Albany	113	1953	6	53	BTFI
WROW-F Albany	120	1421	4	53	BTFI

CAPITOL (James Goodman, Walter Voigt)

WRAL-F Raleigh	389	4919	1	78	Contemp
WHTN Hunt, WV	42	527	5	122	AC
WKEE-F Hunt, WV	171	2019	1	122	Rock
KMAC San Ant	24	558	18	36	MOR
KISS-F San Ant	77	1009	9	36	AOR

<u>CAPITOL</u> (Ken Johnson)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKBJ	Mobile	5	190	13	91	Country
WKBJ-F	Mobile	144	1347	1	91	Country
WKDY	Spartan	12	201	18	72	Country
WCAW	Char,WV	89	1100	2	145	Country
WVAF-F	Char,WV	106	1190	1	145	Rock
WRKA-F	Louis	71	1034	10	44	Soft/AC
<u>CBS</u> (Robert Hosking)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WCBS	NY	1352	25385	5	1	News
WCBS-F	NY	580	11332	17	1	AC
KNX	LA	693	13847	4	2	News
KNX-F	LA	471	7436	12	2	Soft Rock
WBBM	Chi	877	15795	4	3	News
WBBM-F	Chi	255	5536	19	3	Soft Rock
KMOX	St. Lou	962	10003	1	12	News/Talk
KMOX-F	St. Lou	122	2561	12	12	Soft Rock
WCAU	Phil	232	5628	14	4	News
WCAU-F	Phil	279	4686	12	4	Urban
WEEI	Boston	405	6748	6	6	News
WEEI-F	Boston	276	4676	11	6	Soft Rock
KCBS	SF	495	8907	2	7	News
KCBS-F	SF	101	2672	26	7	AC
<u>CENTURY</u> (Howard Grafman)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WL00-F	Chi	688	7900	5	3	BTFI
WAIT	Chi	339	4048	15	3	BTFI
KSHE-F	St. Lou	279	3357	2	12	AOR
WABX-F	Det	256	6184	12	5	AOR
KWST-F	LA	343	6630	19	2	AOR
KMEL-F	SF	317	4944	7	7	AOR
<u>CHARTER</u> (John Bayliss)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KI01-F	SF	251	4370	10	7	AC/Soft
WDRQ-F	Det	227	4950	15	5	Rock
WMJX-F	Mia		DID NOT SHOW			
WOKY	Milw	94	2405	9	27	Contemp
WMIL-F	Milw		DID NOT SHOW			
KCBQ	SD	86	1603	12	19	Country
KITT-F	SD	21	740	25	19	Rock
KSLQ-F	St. Lou	172	3454	9	12	Rock
<u>CLEAR CHANNEL</u> (John Barger)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KPAC	Beaumont	19	343	11	104	AC
KHYS-F	Beaumont	43	587	6	104	Rock
WOAI	San Ant	161	2396	3	36	News/Talk
WOAI-F	San Ant	29	565	16	36	AC
KELP	EP	22	437	13	84	MOR
KMOD	Tulsa	17	459	13	59	Contemp
KMOD-F	Tulsa	89	1166	5	59	Rock
<u>COLUMBIA PIC IND</u> (Edward Boyd)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WYDE	Birm	67	1086	9	46	Country
KCPX	SLC	75	1634	6	42	Rock
KCPX-F	SLC	91	1323	5	42	Rock
WWVA	Wheel	125	1624	1	181	Country
WCPI-F	Wheel	14	268	11	181	Contemp
<u>COX</u> (William Schwartz)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSB	Atl	298	4922	3	17	MOR
WSB-F	Atl	114	2008	10	17	BTFI
WLIF-F	Balt	271	3121	3	14	BTFI
WSOC	Char	47	1097	9	66	News
WSOC-F	Char	409	3904	1	66	Country
WHIO	Dayton	169	2379	2	48	MOR
WHIO-F	Dayton	317	3145	1	48	BTFI
KFI	LA	552	12598	6	2	Cont/AC
KOST-F	LA	427	6273	14	2	BTFI
WIOD	Miami	174	2580	9	22	MOR
WALA-F	Miami	128	2190	16	22	Soft Rock
WWSH-F	Phil	487	6773	6	4	BTFI
<u>CRAWFORD</u>		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WDJC-F	Birm	55	879	12	46	Religion
KBRT	LA	123	1519	35	2	Religion
WYCA-F	Chi		DID NOT SHOW			
WMUZ-F	Det	48	710	25	5	Religion
WDCX-F	Buff	22	449	15	32	Religion
KPBC	Dallas	62	727	20	10	Religion

TSA AQH CUME MKT #  
TSA RANK #  
TSA CUME RANK  
TSA AQH

DAVIS & WEAVER (Bill Weaver)

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
KARM	Fresno	39	512	82	Various	12	82	Various
KFIG-F	Fresno	42	681	82	Contemp	10	82	Contemp
KLOK	San Jose/SF	132	2341	30	MOR	13	30	MOR
KWIZ	Anaheim	29	801	19	MOR	31	19	MOR
KWIZ-F	Anaheim	36	614	19	AC	29	19	AC

DOUBLEDAY (Gary Stevens)

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
KDWB	Minn-SP	109	3391	15	Rock	11	15	Rock
KDWB-F	Minn-SP	229	3534	15	AOR	4	15	AOR
KHOW	Denver	144	2905	21	MOR	10	21	MOR
KHOW-F	Denver	47	1120	21	Contemp	17	21	Contemp
KWK	St. Lou	110	2335	12	Rock	13	12	Rock
WMMK-F	St. Lou	230	2825	12	AOR	4	12	AOR
WLLZ-F	Det	546	7934	5	AOR	2	5	AOR

DES MOINES REGISTER-TRIBUNE

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
KYXI	Port,OR	88	1423	33	News	10	33	News
KGON-F	Port,OR	224	2570	33	AOR	1	33	AOR
KLAK	Denver	27	580	21	Country	24	21	Country
KPPL-F	Denver	101	1496	21	AC	12	21	AC
WIBA	Madison	50	878	116	MOR	7	116	MOR
WIBA-F	Madison	60	1114	116	AOR	3	116	AOR

EASTMAN

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
WYNZ-F	Port,M	33	566	150	AOR	8	150	AOR
WYNZ	Port,M	32	506	150	Big Band	9	150	Big Band
WAPE	Jkville	85	1471	57	Country	5	57	Country
WIBX	Utica	75	817	115	MOR	1	115	MOR
WIBQ-F	Utica	59	676	115	BTFL	3	115	BTFL

ENTERCOM (Joseph Field)

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
KBRG-F	SF	59	867	7	Spanish	35	7	Spanish
WAYL	Minn-SP	30	859	15	BTFL	17	15	BTFL
WAYL-F	Minn-SP	189	2515	15	BTFL	7	15	BTFL
KLEF	Hou	62	786	9	Classical	19	9	Classical
KTAC	Tac/Sea	40	912	16	Contemp	25	16	Contemp
KBRD-F	Tac/Sea	82	1402	16	BTFL	17	16	BTFL
WEEP	Pitt	236	2426	13	Country	7	13	Country
WDSY-F	Pitt	110	1465	13	Country	14	13	Country

EPERSON-ATSINGER

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
KMFM	SA	14	326	36	Class/Rel	20	36	Class/Rel
KUKA	SA	17	365	36	Spanish	19	36	Spanish
WEZE	Bost	37	544	6	Religion	28	6	Religion
WNYM	NY		DID NOT SHOW					
KCFO-F	Tulsa	38	573	59	Religion	9	59	Religion
KTED-F	Fresno	7	128	82	? ? ?	27	82	? ? ?

EXECUTIVE

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
WIXY	Spr, MA	17	311	80	Country	18	80	Country
WAQY-F	Spr, MA	64	1324	80	Rock	5	80	Rock
WPET	Greens, NC	13	214	49	Religion	25	49	Religion
WKRZ	NE PA	25	498	64	Big Band	19	64	Big Band
WKRZ-F	NE PA	121	1562	64	Rock	1	64	Rock

EZ (Art Keller)

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
WEZB-F	NO	218	2875	34	Rock	1	34	Rock
WEZC-F	Charlotte	167	1581	66	BTFL	5	66	BTFL
WJOI-F	Pitt	70	1464	13	Rock	15	13	Rock
WEZR-F	Wash	26	1572	8	BTFL	17	8	BTFL
WEZS-F	Rich, VA	86	1063	67	BTFL	5	67	BTFL

FAIRBANKS (Jim Hilliard)

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
WIBC	Indy	297	4084	34	MOR	1	34	MOR
WNAP-F	Indy	232	2965	34	Rock	4	34	Rock
WVBF-F	Boston	298	5129	6	Contemp	10	6	Contemp
WKOX	Boston		DID NOT SHOW					
KVIL	Dall-FW	21	641	10	AC	27	10	AC
KVIL-F	Dall-FW	359	4780	10	AC	3	10	AC
WJNO	W. Palm	38	696	73	News	6	73	News
WRMF-F	W. Palm	92	1059	73	AC/Soft	2	73	AC/Soft

FEDERATED (John Dille, III)

STATION	CLASS	TSA AQH	TSA CUME	MKT #	FORMAT	TSA RANK	MKT #	FORMAT
WYEZ-F	S. Bend	75	897	135	BTFL	4	135	BTFL
WQHK	F. Wayne	102	1289	103	Country	2	103	Country
WMEE-F	F. Wayne	98	1682	103	Rock	3	103	Rock
WCUZ	Gr. Rapids	46	693	68	Country	12	68	Country
WCUZ-F	Gr. Rapids	93	1216	68	Country	5	68	Country
WCKY	Cin	144	1851	28	MOR	7	28	MOR
WWEZ-F	Cin	200	2544	28	BTFL	5	28	BTFL

FIRST MEDIA (Glenn Potter)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFMK-F	Hou	156	2532	11	9	AC
KXAM	Phoenix	49	605	18	25	Dance
KOPA-F	Phoenix	147	2446	8	25	Rock
WZGC-F	At1	350	5289	2	17	Contemp
WPGC A/F	Wash	364	5687	2	8	Rock
KBLE-F	Sea	54	896	22	16	Rock
Others: KAYK A/F (Provo, Utah)						
<u>FORWARD (Richard Dudley)</u>						
WKQE	Talla	3	63	10	201	AC
WBCM-F	Talla	31	663	5	201	Contemp
WLO	Waterloo	66	1047	1	217	Contemp
KFMW-F	Waterloo	26	418	7	217	BTFL
WKAU+	Kaukauna, WI	46	891	8	132	Contemp
<u>GUY GANNETT (Bob Gilbertson)</u>						
WINZ	Miami	197	3310	7	22	News
WINZ-F	Miami	228	3830	4	22	Rock
WGAN	Port, M	53	936	5	150	MOR
WGAN-F	Port, M	124	1482	1	150	BTFL
WXLP-F	Moline	57	680	6	105	AOR
WSTT	Daven	83	1370	3	105	Rock
KOFM-F	Ok1 C	153	2443	3	47	Contemp
<u>GANNETT (Joe Dorton)</u>						
KPRZ	LA		DID NOT SHOW			
KIIS-F	LA	462	9251	13	2	Disco
KSDO	SD	137	2223	4	19	News
KEZL-F	SD	83	1160	14	19	BTFL
WWE	Cleve	239	4855	6	20	MOR
WDOK-F	Cleve	275	3612	4	20	BTFL
WVON	Chi	153	3116	23	3	Black
WGCI-F	Chi	412	5645	8	3	Black
WCZY-F	Det	250	3898	13	5	BTFL
WLQV	Det		DID NOT SHOW			
KSD	St. Lou	206	3471	7	12	Country
KSD-F	St. Lou	148	2800	11	12	AC
WJYW-F	Tampa-SP	229	2696	5	23	BTFL

Others: WJAI-F (Eaton, OH); WIZE (Springfield, OH)

GREATER MEDIA (Herb McCord)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGAY	Wash	51	813	20	8	BTFI					
WGAY-F	Wash	316	4214	4	8	BTFI		1443	11	33	Rock
KHTZ-F	LA	415	7246	15	2	AC		1525	14	23	AC
WMJC-F	Det	290	5172	9	5	AC/Contemp					
WHND	Det	107	1830	22	5	Oldies					
WMGK-F	Phil	598	9457	2	4	AC		357	10	194	Country
WPEN	Phil	276	4108	13	4	Big Band		553	5	194	Country
WCIC	NY (NJ)	136	1363	35	1	MOR		584	1	265	MOR
WCIO-F	NY (Long Is)	99	1647	40	1	BTFI		143	7	265	Contemp (?)
WMCQ-F	NY (NJ)		DID NOT SHOW					1189	6	42	AC
WHEZ-F	Hunt, WV	45	547	4	122	BTFI		734	15	42	Contemp/AC
WTCR	Hunt, WV	42	678	5	122	Country					

Others: KVEL, KUIN-F (Vernal, Utah)

GROUP ONE (Roger Berk)

KLZ	Denver	205	4401	3	21	Country		4444	1	14	MOR
KAZY-F	Denver	158	2514	7	21	AOR		3297	2	14	AOR
WAKR	Akron	112	1968	3	61	MOR		4934	3	27	AC
WAEZ-F	Akron	68	884	7	61	BTFI		2860	5	27	AOR
WONE	Dayton	111	1976	5	48	Country		4093	5	13	AC
WTUE-F	Dayton	134	2052	3	48	AOR		5306	3	13	Rock
KBOX	Dall-FW	114	1556	16	10	Country					
KMEZ-F	Dall-FW	257	2938	6	10	BTFI					

HEARST (Franklin Snyder)

WBAL	Balt	319						4444	1	14	MOR
WIYY-F	Balt	288						3297	2	14	AOR
WISN	Milw	253						4934	3	27	AC
WLPX-F	Milw	164						2860	5	27	AOR
WTAE	Pitt	245						4093	5	13	AC
WXKX-F	Pitt	302						5306	3	13	Rock

HEFTEL (Tom Hoyt)

WLUP-F	Chi	349						7188	14	3	AOR
WXKS	Boston	228						1635	12	6	Big Band
WXKS-F	Boston	471						5298	4	6	Contemp
KSSK	Hono	107						1858	4	55	MOR
KULA-F	Hono	44						773	9	55	Rock
WIKS-F	Indy	171						2808	6	34	Rock
WVYS-F	Cin	91						2161	13	28	Contemp

HUBBARD (S.S. Hubbard)

WGTO	Lakeland	65						669	1	124	Country
KSTP	Minn-SP	117						3379	10	15	AC
KSTP-F	Minn-SP	433						5672	2	15	Contemp
KOB	Albuq	93						1737	2	92	MOR
KOB-F	Albuq	39						699	7	92	AC

INNER CITY	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	KING	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>INNE CITY (Pepe Sutton)</u>											
WBL5-F NY	1871	19405	1	1	Black	KYA SF	76	2661	29	7	AC
WLIB NY	152	2019	32	1	Black	KYA-F SF	100	2631	26	7	Contemp
WLSB-F Det	156	3139	19	5	Black	WRTH St. Lou	149	2460	10	12	BTFL
KRE SF	28	845	45	7	Jazz	KGW Port,0	189	3933	2	33	Rock
KBLX-F SF	206	2866	13	7	Black	KINK-F Port,0	107	1543	8	33	Rock
KUTE-F LA	306	5416	20	2	Black	KREM Spokane	14	510	13	111	Contemp
KGFJ LA	183	3034	30	2	Black	KREM-F Spokane	91	968	1	111	AOR
<u>INSILCO (Richard Geisman, Fred Walker)</u>											
WELI N. Haven	116	1417	2	56	MOR	KING Sea	146	3640	7	16	AC/Contemp
WGSO NO	53	994	12	34	News	KING-F Sea	73	1394	19	16	Classical
WQUE-F NO	109	1805	9	34	Contemp	<u>LIN (Donald Pelo)</u>					
KTKO Ok1 C	146	1843	4	47	MOR	WIL St. Lou	98	1954	14	12	Country
KJYO-F Ok1 C	35	619	13	47	BTFL	WIL-F St. Lou	206	3179	7	12	Country
WVCG Miami	102	1482	17	22	BTFL	WBBF Roch	88	1971	6	41	Contemp
WYOR-F Miami	124	1427	16	22	BTFL	WMJQ-F Roch	110	1679	4	41	AOR
<u>JEFFERSON-PILOT (Cullie Tarleton)</u>											
KIMN Denver	191	3924	4	21	Rock	WFIL Phil	209	5898	16	4	AC
KYGO-F Denver	152	1710	9	21	Country	WUSL-F Phil	173	3239	18	4	AC
WQXI At1	48	1389	14	17	Contemp	KILT Hou	129	2916	13	9	Rock
WQXI-F At1	247	3908	4	17	Contemp	KILT-F Hou	376	4350	2	9	Country
WBT Char,NC	208	3218	3	66	AC	WEMP Milw	22	743	23	27	BTFL
WBCY-F Char,NC	179	2452	4	66	Rock	WYX Milw	80	1022	12	27	AC
WBIG Greens,NC	35	713	12	49	AC	<u>LOTUS (Howard Kalmenson)</u>					
WWIL Wiln,NC	27	227	3	221	Black	KLFF Phoe	73	745	13	25	Big Band
WHSL-F Wiln,NC	32	473	2	221	Contemp	KTKT Tucs	36	990	9	75	Rock
WGBS Miami	98	2033	20	22	MOR	KLFX-F Tucs	58	659	3	75	AOR
WLYF-F Miami	227	2954	5	22	BTFL	KWKW IA	199	2375	27	2	Spanish
<u>KAYE-SMITH (Lester Smith)</u>											
KXL Port,0	80	1723	12	33	News	KFSD-F SD	99	1129	7	19	Classical
KXL-F Port,0	150	1896	5	33	BTFL	KENO LV	22	568	11	88	Rock
KISW-F Sea	275	2974	2	16	AOR	KENO-F LV	47	582	5	88	AOR
KJRB Spokane	83	1289	3	111	Rock	KVAR-F SA	44	549	13	36	Spanish
KEZE-F Spokane	28	365	10	111	BTFL	KONE Reno	30	331	6	171	Country
<u>LIGETT (Grant Santimore)</u>											
WFMK-F Lans	95	1363	3	90	Soft Rock	KOZZ-F Reno	58	573	1	171	Rock
WHNN-F Sag	113	1438	1	162	Rock	<u>WFMK-F Lans</u>					
WZZR-F Gr. Rpd	48	1006	11	68	Contemp	WNN-F Sag	113	1438	1	162	Rock
WLWL-F Minn-SP	145	3245	8	15	Soft Rock	WZZR-F Gr. Rpd	48	1006	11	68	Contemp
WCAY Colum, SC	8	184	11	98	Country	WLWL-F Minn-SP	145	3245	8	15	Soft Rock
WZLD-F Colum, SC	47	761	5	98	Rock	WCAY Colum, SC	8	184	11	98	Country
						WZLD-F Colum, SC	47	761	5	98	Rock

MALRITE (Carl Hirsch, Gil Rosenwald)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	METROMEDIA (George Duncan)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKH	Cleve	234	2583	7	20	Country	KLAC	LA	487	8065	11	2	Country
WMMS-F	Cleve	527	6967	1	20	AOR	KMET-F	LA	761	13261	3	2	AOR
WZUU	Milw	43	754	18	27	Contemp	WNEW	NY	966	13552	10	1	Big Band
WZUU-F	Milw	131	2629	7	27	Contemp	WNEW-F	NY	734	11447	13	1	AOR
WNYR	Roch	77	1149	7	41	Country	KSAN-F	SF	167	3024	20	7	Country
WEZO-F	Roch	255	2594	1	41	BTFL	WCBM	Balt	219	3070	6	14	MOR
KEYE	Minn-SP	16	504	19	15	MOR	WMET-F	Chi	371	6567	10	3	AOR
KEYE-F	Minn-SP	193	2687	6	15	BTFL	WIP	Phil	403	6755	7	4	MOR
KNEW	SF	242	3944	11	7	Country	WMMR-F	Phil	527	8371	3	4	AOR
							WOMC-F	Det	257	3051	11	5	MOR
							WASH-F	Wash	228	3371	8	8	AC
<u>MANSHIP</u>							KRLD	Dallas	298	5854	5	10	News
WKQA-F	Peoria	26	429	13	108	Rock	KJR	Sea	146	3693	5	16	Rock
WXCL	Peoria	61	787	5	108	Country							
WJBO	BR	31	745	12	86	MOR							
WFMF-F	BR	174	1752	1	86	Rock							
KRGV	MCA-Brown	36	664	6	92	Rock							
<u>McCLATCHY (Ramsey Elliot)</u>							<u>METROPLEX (Norm Wain)</u>						
KMJ	Fresno	131	1744	2	82	News	KEZK-F	St. Lou	236	2652	3	12	BTFL
KNAX-F	Fresno	11	315	23	82	AC	WHIT	Miami	96	732	21	22	Spanish
KBEE	Modesto	14	273	14	143	BTFL	WHYI-F	Miami	307	4682	1	22	Rock
KBEE-F	Modesto	36	362	9	143	BTFL	WCKX	Tampa	165	2114	8	23	Rock
KOH	Reno	47	606	3	171	News	WPXX/ WVXX	Wash	230	2523	7	8	Country
KFBK	Sacra	91	1737	7	39	News							
KAER-F	Sacra	48	877	16	39	BTFL	<u>MID AMERICA (Les Small)</u>						
							WQUA	Moline	24	554	11	105	MOR
							KRVR-F	Moline	61	794	5	105	BTFL
							WTRX	Flint	55	909	9	81	AC
							WIRL	Peoria	37	857	8	108	AC
							WSWT-F	Peoria	92	1062	1	108	BTFL
WGST	At1	107	1920	11	17	News	KIOA	Des M	92	2212	4	112	Contemp
WPCH-F	At1	185	2629	7	17	BTFL	KMGK-F	Des M	63	1041	8	112	Rock
WOW	Omaha	222	4568	2	70	AC/Contemp	WIRE	Indy	156	2104	8	34	Country
KEZO-F	Omaha	139	1806	3	70	AOR	WXTZ-F	Indy	271	3054	3	34	BTFL
KCMO	KC	155	3297	8	29	News/Talk	KBEZ-F	Tulsa	128	1598	4	59	BTFL
KCEZ-F	KC	169	1969	5	29	BTFL							

<u>MIDWEST FAMILY</u>		<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
<u>TSA</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>FORMAT</u>	<u>TSA</u>	<u>RANK</u>
MKN	Rockford	15	155	11	144	Country	
WYFE-F	Rockford	47	636	6	144	AOR	
WISM	Madison	28	756	11	116	Contemp	
WISM-F	Madison	51	1079	6	116	AC	
WYTL	Oshkosh	49	607	5	132	Country	
WOSH-F	Oshkosh	37	689	9	132	Rock	
WITL	Lansing	12	263	17	90	Country	
WITL-F	Lansing	92	1145	4	90	Country	
Others: WMAY (Springfield, Ill); WSJM, WIRX-F (St. Joseph, MI); WIZM A/F (LaCrosse, WI)							
<u>MORTENSON (Jack Mortenson)</u>							
WJMM-F	Lex	5	186	10	120	Religion	
WHKK-F	Cin	8	240	22	28	Religion	
WAVE	Balt	48	364	18	14	Big Band	
WTOF-F	Canton	16	310	12	96	Religion	
WEMM-F	Hunt, WV	37	496	7	122	Religion	
Others: WSUM (Parma, OH)							
<u>MULTIMEDIA (Bruce Buchanan, Walt Bartlett)</u>							
WVNC	Ashe	97	1171	1	186	Country	
WFBC	Green, SC	37	883	11	72	MOR	
WFBC-F	Green, SC	124	2156	3	72	Contemp	
KAAY	Lit Rock	92	2157	3	102	Contemp	
KLPQ-F	Lit Rock	66	1229	4	102	Rock	
WEZW-F	Milw	272	3284	2	27	BTFL	
WMAZ-F	Macon	91	1279	1	149	Contemp	
WMAZ	Macon	37	835	6	149	MOR	
KEEL	Shreve	64	1467	5	106	Contemp	
KMBQ-F	Shreve	43	598	7	106	AOR	
WAKY	Louis	72	1834	9	44	AC	
WVEZ-F	Louis	139	1530	3	44	BTFL	
<u>NATIONWIDE (Steve Berger)</u>							
WPOC-F	Balt	253	2568	4	14	Country	
WGAR	Cleve	212	4110	8	20	AC	
WKSJ-F	Cleve	162	1898	9	20	Country	
WNCI-F	Colum, O	236	3939	2	37	Contemp	
WSHU-F	Pitt	295	3869	4	13	BTFL	
WLEE	Richmond	38	825	11	67	AC	

NBC (Dick Verne)

<u>TSA</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
WNBC	NY	1522	4	1	Contemp
WYNY-F	NY	17261	11	1	AC
WRC	Wash	2584	10	8	News/Talk
WKYS-F	Wash	4263	6	8	Urban
WMAQ	Chi	18387	2	3	Country
WKQX-F	Chi	6811	9	3	Contemp
KNBR	SF	8491	4	7	MOR
KYUU-F	SF	4801	8	7	AC

NEWHOUSE

<u>TSA</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
WSYR	Syr	2065	2	62	MOR
WSYR-F	Syr	2237	1	62	AOR
WTPA-F	Harris, PA	1115	3	93	AOR
WAPI	Birm	809	14	46	MOR
WAPI-F	Birm	944	8	46	BTFL

OUTLET (Dick Rakovan)

<u>TSA</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
WSNE-F	Prov	1136	12	45	AC
WDBO	Orl	1352	8	58	MOR
WDBO-F	Orl	2229	2	58	BTFL
WTOP	Wash	3335	15	8	News
KIQQ-F	LA	7889	18	2	Rock
WQRS-F	Det	1449	24	5	Classical
WIOQ-F	Phil	5171	9	4	Rock

PARK (William Fowler)

<u>TSA</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>MKT</u>	<u>FORMAT</u>
KRSI	Minm-SP	577	16	15	Big Band
KRSI-F	Minm-SP	799	14	15	Big Band
WONO-F	Syr	150	20	62	BTFL
WHEN	Syr	2284	3	62	AC
WNCT	Green, NC	153	21	298	MOR
WNCT-F	Green, NC	538	5	298	BTFL
WNAX	SiouxF/Yank	1098	1	268	Country
KWJJ	Port, O	1976	9	33	Country
KJIB-F	Port, O	1006	16	33	Country
WDEF	Chatt	921	4	96	MOR
WDEF-F	Chatt	1065	2	96	BTFL
WTVR	Rich	276	16	67	Big Band
WTVR-F	Rich	922	7	67	BTFL
KEZX-F	Sea	1148	13	16	BTFL



PEORIA JOURNAL STAR (Justin Hoberg)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KRKE	Alb	30	598	11	92	Country
KWXL-F	Alb	86	948	3	92	AOR
KSSS	Col Spg	43	564	4	121	Country
KBY	Billings	14	260	6	265	Country
KYNR-F	Pueblo	8	104	10	240	BTFL
KICT-F	Wichita	53	601	5	100	AOR

Others: WAZY A/F (Lafayette, Ind); KFRM (Salina, Kan);  
KNOX, KTYN-F (Grand Forks, ND)

PLOUGH (Wayne Hudson)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WPLO	At1	163	2089	8	17	Country
WVEE-F	At1	243	2822	5	17	Urban
WCAO	Balt	116	2848	11	14	Contemp
WXYV-F	Balt	249	2807	5	14	Urban
WJJD	Chi	123	2910	25	3	Country
WJEZ-F	Chi	323	4802	16	3	Country
WMP	Memphis	147	1918	5	43	Country
WHRK-F	Memphis	147	1747	6	43	Urban
WSUN	Tampa-SP	239	3260	4	23	Country
WQXM-F	Tampa-SP	213	2272	6	23	Country
WUBE	Cin	16	522	21	28	Country
WUBE-F	Cin	109	1475	11	28	Country

RKO (Robert Williamson)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WOR	NY	1624	20742	2	1	Talk
WXLO-F	NY	405	8607	21	1	Rock
WRKO	Bost	216	5712	13	6	AC
WROR-F	Bost	401	6149	7	6	AC
WGMS A/F	Wash	135	2459	16	8	Classical
WAXY-F	Miami	162	2338	11	22	AC
WFYR-F	Chi	293	5267	17	3	AC
WHBQ	Memphis	70	1878	9	43	AC
KFRC	SF	423	10348	5	7	Rock
KHJ	LA	274	5808	21	2	Country
KRTH-F	LA	536	9730	9	2	AC

REGIONAL

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGRD-F	G. Rpds	2884	3	68	Rock
WGRD	G. Rpds	593	16	68	Big Band
WAJX-F	Mel-Titus	166	11	150	Rock
WAMT	Mel-Titus	225	10	150	AC
WPIC	Youngs	581	10	74	MOR
WYFM-F	Youngs	2029	3	74	Rock
WAAL-F	Bingh	860	3	131	Rock

Others: WTRU, WCNF-F (Muskegon); WKNY (Kingston, NY)

ROLLINS (Paul Downs)

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KDAY	LA	3407	29	2	Black
WAMS	Wilm, DE	546	19	79	AC
WRAP	Norfolk	1435	8	51	Black
WCHS	Char, WV	1094	5	145	MOR
WBES-F	Char, WV	434	6	145	BTFL
WBEE	Chi	DID NOT SHOW			

RUST (Bill Rust)

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WPTR	Albany	1055	11	53	AC
WFLY-F	Troy	1926	5	53	Rock
WHAM	Roch	2463	2	41	MOR
WHFM-F	Roch	1245	8	41	AOR
WAEB	Allen	1481	5	65	AC
WXXW-F	Allen	1415	2	65	Country
WNOW	York	458	12	109	Country
WQXA-F	York	2023	2	109	Rock
WRNL	Rich, VA	1232	8	67	Country
WRXL-F	Rich, VA	1211	4	67	AOR
WQXK-F	Salem/Youn	737	7	74	Country

SJR (Ed Cossman)

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KRLY-F	Hou	3226	10	9	Rock
WKLS	At1	367	16	17	AOR
WKLS-F	At1	3946	1	17	AOR
WQAL-F	Cleve	3239	3	20	BTFL
WKTU-F	NY	21398	3	1	Urban
WJIT	NY	3796	22	1	Spanish
WYSP-F	Phi1	6155	11	4	AOR
WJMD-F	Wash	2647	13	8	AC
KNUS-F	Dall-FW	3366	13	10	Rock

TSA CUME RANK MKT #  
 AOH

SANDUSKY NEWSPAPERS (Toney Brooks)

KZAM	Sea	6	370	34	16	Rock
KZAM-F	Sea	84	1485	14	16	Rock
KBPI-F	Denv	314	3970	1	21	AOR
KDJQ	Phoe		DID NOT SHOW			
KDKB-F	Phoe	153	1862	7	25	AOR
KWFM-F	Tucs	49	466	6	75	AOR

Others: KSLY, KUANA-F (San Luis Obispo)

SCRIPPS-HOWARD (Dick Janssen)

WMC	Memphis	159	2231	4	43	Country
WMC-F	Memphis	214	3249	1	43	Rock
WNOX	Knox	64	1311	7	85	Rock
WBSB-F	Balt	167	2758	8	14	Rock
KMEO	Phoe	33	671	20	25	BTFI
KMEO-F	Phoe	212	2381	2	25	BTFI

SECURITY (Ed Muriiz)

WXOK	BR	90	884	5	86	Black
WNNR	NO	39	452	15	34	Black
WAIL-F	NO	171	1798	3	34	Urban
KALO	Beau	40	375	7	104	Black
KZZB-F	Beau	11	321	14	104	Rock
KEZQ-F	Lit Rock	61	717	6	102	BTFI

Others: KIEL, (Jacksonville, Ark)

SHAMROCK (Charles Harper)

KXLR	Lit Rock	15	475	11	102	Country
KABL	SF	171	3461	18	7	BTFI
KABL-F	SF	284	3734	9	7	BTFI
KUDL-F	KC	125	2025	10	29	Soft Rock
KMGC-F	Dallas	118	2321	15	10	Soft Rock
WMMW-F	Det	315	4524	5	5	Country
KYOK	Hou	24	547	25	9	Black

SBI Inc (Ed Shadek)

KOGO	SD	57	1378	18	19	MOR
KPRI-F	SD	121	2081	5	19	AOR
KZZY-F	SA	43	1012	14	36	Rock
KCCW	SA	70	1077	10	36	Country
KYMS	Santa Ana	33	614	30	16	Religion

DID NOT SHOW

KBRN Denver

TSA CUME RANK MKT #  
 AOH

STAUFFER (Al Lobeck)

KARZ	Phoe	58	1129	16	25	Country
KRNT	DM	72	1088	7	112	MOR
KRNQ-F	DM	73	1193	6	112	Rock
WIBW	Topeka	76	1137	2	177	MOR
WIBW-F	Topeka	69	988	3	177	Rock
KGNC-F	Amar	45	569	2	191	BTFI
KGNC	Amar	33	734	1	191	MOR
KGBX	Spr, MO	21	377	8	168	AC

Others: KGFF (Shawnee, OK)

STERLING (Fred Danz, Cliff Hunter)

KSJO-F	San Jose	60	1778	30	19	AOR
KXRX	San Jose		DID NOT SHOW			
KASH	Eug-Spr	3	154	14	136	Rock
KSND-F	Eug-Spr	53	644	2	136	Rock
KZOK	Sea	24	784	29	16	AOR
KZOK-F	Sea	71	1958	20	16	AOR
KALE	Richland	20	409	5	211	Contemp
KIOK-F	Richland	38	361	1	211	Rock
KDKO	Denver	68	562	15	21	Urban

Others: KBFW (Billingham, WA); KEDO, KLYK-F (Longview, WA)

STONER (Glenn Bell)

KSO	DM	146	1710	2	112	Country
KGGO-F	DM	85	1036	5	112	AOR
WGNT	Hunt, WV	47	816	3	122	MOR
WBNF	Bing	64	940	4	131	MOR
WQYT-F	Bing	71	826	2	131	BTFI
KHAK	Ced Rpd	6	170	12	198	Country
KHAK-F	Ced Rpd	31	574	8	198	Country
WHEL	Knox	26	398	8	85	Big Band
WIMZ-F	Knox	95	1234	4	85	AOR
WADV-F	Buff	49	811	10	32	AC

STORZ (Robert Storz)

WQAM	Miami	150	2336	12	22	Country
WHB	KC	274	4499	2	29	Contemp
WDGY	Minn-SP	252	3980	3	15	Country
WTIX	NO	182	3248	2	34	Contemp
KOMA	Ok1 C	216	3101	1	47	Country
KXOK	St. Lou	217	3774	6	12	AC

<u>STUART</u> (Dick Chapin)		<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>
KFOR	Lincoln	42	616	3	178	MOR
KFRX-F	Lincoln	35	540	5	178	AOR
KWTO	Spr,MO	129	1890	2	168	Country
KWTO-F	Spr,MO	129	1311	3	168	Rock
KOEL-F	Waterloo/ Oelwein	33	466	6	217	Country

SUSQUEHANNA (Art Carlson)

<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>		
WQBA	Mimai	200	1578	6	22	Spanish
WQBA-F	Miami	74	779	24	22	Spanish
WKIS	Orl	69	1067	11	58	Talk/MOR
WLTA-F	At1	213	229	6	17	AC
WFMS-F	Indy	175	2123	5	34	Country
WHL0	Akron	22	775	21	61	News/Talk
WRRM-F	Cin	133	1747	9	28	Soft Rock
WLQR-F	Toledo	153	1705	3	54	BTFL
WARM	Scran	118	1773	2	64	MOR
WSBA	York	85	1394	8	109	MOR
WSBA-F	York	86	1119	7	109	BTFL
KPLX-F	Dall-FW	238	3129	8	10	Country
KLIF	Dall-FW	67	1607	18	10	Country

SWANSON (Gerock Swanson)

KWKN	Wich	29	600	13	100	Contemp
WSHO	NO	53	619	13	39	Big Band
WBWY-F	NO	132	1599	6	39	BTFL
KKNG-F	Ok1 C	146	1641	4	47	BTFL
KRMG	Tulsa	162	2123	2	59	MOR
KFJZ	Dall-FW	94	1561	17	10	Big Band
KEGL	Dall-FW	225	4147	9	10	Rock
KKYX	San Ant	293	3370	2	36	Country
KGCS-F	Wich	45	440	6	100	Country

TAFT (Carl Wagner)

WDAF	KC	591	7025	1	29	Country
KYYS-F	KC	230	3337	3	29	AOR
WGR	Buff	188	3784	4	32	AC
WGRQ-F	Buff	163	2082	6	32	AOR
WKRC	Cin	206	3555	4	28	AC
WKRQ-F	Cin	246	4267	3	28	Rock
WTVN	Colum,0	192	3287	3	37	AC
WLWQ-F	Colum,0	276	3300	1	37	AOR
KQV	Pitt	125	2206	11	13	News
WDVE-F	Pitt	411	4849	2	13	AOR
WDAE	Tampa-SP	61	1176	16	23	AC
WYNF-F	Tampa-SP	154	2080	9	23	Rock

<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>		
WORLD	Orl	44	583	13	58	Black
WJYO-F	Orl	85	953	9	58	BTFL
WNWS	Miami	279	2629	2	22	News
KPOI	Hono	52	701	6	55	AC
KDUK-F	Hono	123	1327	2	55	AOR
WLAC	Nash	80	1244	8	51	News
WJYN-F	Nash	24	479	12	51	BTFL

SUMMIT (Dick Barron)

WCOA	Pensa	29	421	8	126	MOR
WJLQ-F	Pensa	61	913	1	126	Rock
WSJS	Win-Sal	90	1240	7	49	MOR
WTQR-F	Win-Sal	302	3509	1	49	Country
WREC	Mem	44	1289	13	43	MOR
WZXR-F	Mem	184	1770	2	43	AOR
KOCY	Ok1 C	7	268	18	47	Country
KXXY-F	Ok1 C	94	1140	6	47	AOR

SUNBELT (C.T. Robinson)

KFYE-F	Fresno	195	2294	1	82	Rock
KQEO	Albuq	31	672	10	92	Oldies
KZZX-F	Albuq	63	1120	6	92	Rock
KSPZ-F	Co1 Spg	77	1011	1	121	Rock
KVOR	Co1 Spg	38	532	6	121	MOR
KTLS	Ok1 C					DID NOT SHOW

Others: KQPD-F (Ogden, UT)

<u>TICHENOR</u> (Mal Kasanoff)		<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>
KUNO	Cor Chr	46	455	4	117	Spanish
KGBT	Harlin	214	1401	1	92	Spanish
KELT-F	Harlin	60	643	4	92	Country
KQXT-F	San Ant	143	1544	4	36	BTFL
KCOR	San Ant	115	1002	6	36	Spanish
<u>UNITED</u> (Gerald Hroblak)						
WSID	Balt	19	284	29	14	Black
WLPL-F	Balt	54	1532	16	14	Rock
WINX	Wash		DID NOT SHOW			
WOOK-F	Wash	158	2979	14	8	Black
WBNX	NY		DID NOT SHOW			
WJMO	Cleve	60	942	19	20	Black
WLYT-F	Cleve	98	2201	16	20	AOR
KALI	LA	154	2154	33	2	Spanish
KSOL-F	SF	436	4025	3	7	Black
<u>VIACOM</u> (Al Greenfield)						
KDIA	SF	124	2288	24	7	Black
WMZQ-F	Wash	202	2505	11	8	Country
WMRL	NY	110	2334	37	1	Black
WKHK-F	NY	277	4524	25	1	Country
WDIA	Memp	81	1759	8	43	Black
WRVR-F	Memp	82	1682	7	43	Contemp
KIKK	Hou	87	1208	15	9	Country
KIKK-F	Hou	288	4398	4	9	Country
<u>WALTON</u>						
KIKX	Tucs	14	357	16	75	Country
KLRB-F	Sal-Sea	18	274	14	134	Rock
KIDD	Sal-Sea	36	743	5	134	Rock
KDJW	Amar	25	369	7	191	Country
KBUY-F	Amar	20	303	8	191	Contemp
<u>WESTERN CITIES</u> (Rick Phalen)						
KMGX	Tucs	20	443	13	75	AC
KRQQ-F	Tucs	58	768	3	75	Rock
KZAP-F	Sacra	249	2754	1	39	AOR
KMJJ	LV	33	640	9	88	AC
KLUC-F	LV	66	886	1	88	Rock
KZZP A/F	Phoe	157	2352	6	25	Rock

WESTINGHOUSE (Dick Harris)

<u>WIND</u>	<u>Chi</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>
WOWO	F. Wayne	292	4530	1	103	AC
KYW	Phil	900	16021	1	4	News
KFWB	LA	545	12742	8	2	News
WINS	NY	1078	23751	9	1	News
WBZ	Boston	587	10838	2	6	MOR
WBZ-F	Boston	49	1619	25	6	Contemp
KDKA	Pitt	1055	13811	1	13	MOR
WPNT-F	Pitt	183	2906	9	13	BTFL
KODA-F	Hou	248	3462	8	9	BTFL
KOAX-F	Dallas	209	2836	11	10	BTFL
KJQY-F	SD	229	2402	1	19	BTFL
KOSI-F	Denver	185	2638	5	21	BTFL

WGN CONTINENTAL (James Dowdle)

<u>WGN</u>	<u>Chi</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>
WICC	Bridge	119	1969	2	98	AC
WPIX-F	NY	569	11789	18	1	Rock
KGNR	Sacra	84	1499	9	39	MOR
KCTC-F	Sacra	110	1291	5	39	BTFL

MARKET REVENUE AND PROFITABILITY: PER CAPITA AND MARGIN ANALYSIS

The tables below are based on financial data for 1979 as released by the FCC in December of 1980.

Table #1 examines total revenue per capita. The market's total revenue (defined as total time sales less commissions, plus talent and program sales, plus other broadcast revenue) is divided by the SMSA population (as of 1 Jan 80 or 1 Jan 81 as available).

Table #2 considers the income per capita. Each market's pre-tax income is divided by the SMSA population.

Table #3 provides national/regional revenue per capita. This figure is before commissions to agencies, representatives and others. These figures should be used with caution since stations differ in their classification of national and local business.

Table #4 shows profit margin. This figure is calculated by dividing a market's total income by total revenue. The figure is pre-tax.

The tables below show which markets scored highest and lowest in each category (highest only for Table #4). Figures for markets not listed below can be found in the Individual Market Reports.

TOTAL U.S. FIGURES

Population	:	227,672,400		
National Revenue	:	\$626,991,738	(\$2.75 per capita)	(\$2.69 in 1978)
Total Revenue	:	\$2,730,922,673	(\$11.99 per capita)	(\$11.63 in 1978)
Total Income	:	\$225,258,757	(\$ .99 per capita)	(\$1.35 in 1978)
Pre-Tax Margin	:	8.248%		(11.617% in 1978)

TABLE # 1: TOTAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Fargo	\$31.02	1. Anaheim	\$2.67
2. Anchorage	30.16	2. River-SB-Ont	6.58
3. Sioux Falls	29.10	3. New Haven	7.44
4. Cedar Rapids	28.97	4. Lancaster	7.50
5. Billings	25.80	5. Mel-Titus-Cocoa	8.18
6. Amarillo	23.36	6. Steubenville	8.21
7. Lincoln	22.68	7. Stockton	8.58
Des Moines	22.68	8. Sarasota	8.60
9. Reno	22.10	9. Wilmington,DE	8.71
10. Wichita	22.08	10. Bridgeport	8.75
11. Wheeling	21.77	11. Youngstown	8.89
12. Charlotte	21.75	12. Johnstown	8.99
13. Springfield, MO	21.14	13. Savannah	9.04
14. Bloomington, Ill	20.44	14. Saginaw	9.09
15. San Francisco	20.40	15. Erie	9.21
16. Lubbock	19.89	16. Reading	9.35
17. Topeka	19.84	17. Norfolk	9.50
18. Las Vegas	18.90	18. Philadelphia	9.55
19. Waterloo-CF	18.84	19. Augusta	9.81
20. Seattle	18.75	20. Allen-Beth-Easton	9.82

TABLE # 2: PROFIT PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Wheeling	\$6.02	1. Pueblo	\$-3.10
2. Atlanta	4.83	2. Eugene-Spr	-2.77
3. Columbus, Ohio	4.83	3. Tallahassee	-2.67
4. Bloomington, Ill	4.50	4. Beaumont-PA-Orange	-2.59
5. Cedar Rapids	4.20	5. Wilmington, NC	-2.57
6. Minn-St. Paul	4.06	6. Anchorage	-2.54
7. Los Angeles	3.99	7. El Paso	-2.52
8. Houston	3.93	8. Amarillo	-1.89
9. York	3.86	9. Jacksonville	-1.78
10. Madison	3.74	10. Honolulu	-1.77
11. Lexington	3.38	11. Sarasota	-1.76
12. Dayton	3.35	12. Daytona Beach	-1.75
13. Roanoke	3.34	13. Columbus, GA	-1.54
14. Sioux Falls	3.19	14. Portland, ME	-1.52
15. Charlotte	3.17	15. Terre Haute	-1.48
16. Lafayette, LA	2.87	16. West Palm Beach	-1.39
17. Reno	2.59	17. Lynchburg	-1.29
18. Lincoln	2.51	18. Waco	-1.12
Greenv-Spart	2.51	19. Utica	-1.04
		20. Colorado Springs	-1.03

TABLE # 3: NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. San Francisco	\$7.90	1. Anaheim	\$ .43
2. Los Angeles	7.33	2. Wilmington, DE	.66
3. Cedar Rapids	7.25	3. Reading	.67
4. Sacramento	7.10	4. Johnstown	.87
5. Wheeling	6.66	5. Allen-Beth-Easton	1.00
6. Sioux Falls	6.37	6. Apple-Oshkosh	1.04
7. Des Moines	5.90	7. Savannah	1.06
8. Charlotte	5.73	8. Sarasota	1.07
9. Portland, OR	5.63	9. Erie	1.13
10. Las Vegas	5.48	10. Asheville	1.14
11. Tucson	5.42	11. Saginaw	1.14
12. Fargo	5.29	12. Huntsville	1.21
13. Flint	5.15	13. River-SB-Ont	1.22
14. Seattle	5.09	14. Pensacola	1.26
15. San Antonio	5.09	15. Pueblo	1.35
16. Phoenix	5.05	16. Baton Rouge	1.37
17. Miami	5.04	17. Honolulu	1.41
18. Eugene-Spring	4.98	18. JC-Kings-Bris	1.42
19. Washington	4.88	19. Atlantic City	1.45
20. Dallas-FW	4.86	20. Utica	1.46

TABLE # 4: PROFIT MARGIN - LEADING MARKETS

1. Columbus, OH	31.4%	8. Wilmington, DE	24.0	15. Lansing	18.8
2. Atlanta	27.7	9. York	23.4	16. Baton Rouge	18.5
3. Wheeling	27.6	10. Bloomington, Ill	22.0	17. Austin	18.3
4. Minn-SP	27.4	11. Stockton	20.9	18. Roanoke	18.0
5. Houston	25.6	12. Madison	20.6	19. Flint	17.6
6. Los Angeles	24.2	13. Baltimore	20.4	Allen-Beth-East	17.6
7. Dayton	24.1	14. Lexington	19.9		

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Apr/May 81. 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-MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying onw 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 cast" 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 80 CPM)</u>
Akron (4 sta)	302	\$119.50	\$2151.00	\$3.96	(\$5.17)
Albany-Schen-Troy	826	277.75	4999.50	3.36	(2.83)
Albuquerque	421	177.50	3195.00	4.22	(3.15)
Allen-Beth-Easton	611	152.78	2750.04	2.50	(2.69)
Altoona	220	82.20	1479.60	3.74	(2.64)
Amarillo	216	58.00	1044.00	2.69	(2.53)
Anaheim	206	149.62	2693.16	7.26	(8.00)
Anchorage	182	108.53	1953.54	5.96	(5.74)
Apple-Osh	260	72.25	1300.00	2.78	(3.15)
Asheville	205	101.50	1827.00	4.95	(3.51)
Atlanta	1495	525.75	9463.50	3.52	(3.22)
Atlantic City	145	78.91	1420.38	5.44	(5.27)
Augusta	300	96.70	1740.60	3.22	(2.86)
Austin	503	153.65	2765.70	3.05	(3.22)
Bakersfield	264	93.20	1677.60	3.53	(4.00)
Baltimore	1380	414.50	7461.00	3.00	(2.45)
Baton Rouge	643	125.40	2257.20	1.95	(2.00)
Beaumont	261	106.12	1910.16	4.07	(2.94)
Billings	155	62.35	1122.30	4.02	(3.78)
Binghampton	326	84.75	1525.50	2.60	(2.65)
Birmingham	749	273.78	4928.04	3.66	(3.59)
Bloomington, Ill (4 sta)	130	89.00	1602.00	6.85	(5.30)
Boise	249	69.51	1251.18	2.79	(2.88)
Boston	2952	817.51	14,715.18	2.77	(2.55)
Bridgeport	416	173.75	3127.50	4.18	(4.17)
Buffalo	1163	460.75	8293.50	3.96	(3.03)
Canton	308	107.72	1938.96	3.50	(2.79)
Cedar Rapids	392	132.00	2376.00	3.37	(3.28)
Charleston,SC	372	111.25	2002.50	2.99	(2.81)
Charleston,WV	360	139.38	2508.84	3.87	(3.55)
Charlotte	1208	393.50	7083.00	3.26	(3.52)
Chattanooga	425	157.63	2837.34	3.71	(2.85)
Chicago	4796	1087.25	19,570.50	2.27	(1.82)
Cincinnati	1174	359.00	6482.00	3.06	(2.55)
Cleveland	1698	489.44	8809.92	2.88	(2.84)
Colorado Springs	286	106.75	1921.50	3.73	(3.32)
Columbia,SC	495	198.45	3572.10	4.01	(3.92)
Columbus, GA	316	84.00	1512.00	2.66	(2.67)
Columbus, OH	1004	398.91	7180.38	3.97	(3.49)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 80 CPM)</u>
Corpus Christi	255	\$102.70	\$1848.60	\$4.03	(\$3.27)
Dallas-Fort Worth	2069	726.26	13,072.68	3.51	(3.16)
Daven-RI-Moline	376	137.70	2478.60	3.66	(4.72)
Dayton	847	332.50	5985.00	4.16	(3.17)
Daytona Beach	204	76.80	1382.40	3.76	(4.62)
Denver	1165	468.25	8428.50	4.02	(4.18)
Des Moines	683	194.20	3495.60	2.84	(2.46)
Detroit	2540	655.13	11,792.34	2.58	(2.76)
Duluth	356	92.06	1657.08	2.59	(2.71)
El Paso	354	112.25	2020.50	3.17	(4.65)
Erie	317	91.63	1649.34	2.89	(3.59)
Eugene-Spring	250	110.55	1989.90	4.42	(3.76)
Evansville	403	144.18	2595.24	3.58	(3.47)
Fargo	301	128.38	2310.84	4.27	(4.42)
Fayetteville	248	78.80	1418.40	3.18	(2.52)
Flint	330	160.30	2885.40	4.86	(4.29)
Ft. Lauderdale	868	346.25	6232.50	3.99	(4.70)
Ft. Wayne	637	215.13	3872.34	3.38	(2.90)
Fresno	575	183.00	3294.00	3.18	(3.15)
Grand Rapids	782	253.48	4562.64	3.24	(3.20)
Green Bay	345	87.00	1566.00	2.52	(2.42)
Greens-WS	804	250.25	4504.50	3.11	(3.53)
Greenville-N. Bern	326	109.25	1966.50	3.35	(2.10)
Greenville,SC	715	194.00	3492.00	2.71	(2.70)
Harrisburg	434	203.38	3660.84	4.69	(4.20)
Hartford	1236	484.00	8712.00	3.92	(3.07)
Honolulu	563	165.31	2975.58	2.94	(2.20)
Houston	1845	603.43	10,861.74	3.27	(3.51)
Huntington	373	134.50	2421.00	3.61	(3.84)
Huntsville	252	81.00	1458.00	3.21	(2.67)
Indianapolis	1340	406.50	7317.00	3.03	(3.46)
Jackson, MS	429	105.93	1906.74	2.47	(1.87)
Jacksonville	636	295.63	5321.34	4.65	(4.77)
John City-King-Bris	333	78.80	1418.40	2.37	(2.39)
Johnstown, PA	180	66.50	1197.00	3.69	(3.66)
Kalamazoo	225	134.91	2428.38	6.00	(5.77)
Kansas City	1450	375.00	6750.00	2.59	(2.63)
Knoxville	975	153.00	2754.00	1.57	(1.77)
Lafayette	272	83.00	1494.00	3.05	(2.34)
Lakeland	197	73.50	1323.00	3.73	(3.83)
Lancaster	335	119.75	2155.50	3.57	(3.64)
Lansing	383	122.39	2203.02	3.20	(2.41)
Las Vegas	293	120.23	2164.14	4.10	(3.69)
Lexington	523	143.25	2578.80	2.74	(2.55)
Lincoln	181	94.00	1692.00	5.19	(6.18)
Little Rock	646	153.88	2769.84	2.38	(2.28)
Los Angeles	4277	1271.25	22,882.50	2.97	(2.72)
Louisville	727	256.70	4620.60	3.53	(2.33)
Lubbock	300	68.40	1231.20	2.28	(2.82)
Lynchburg	98	51.96	935.28	5.30	(5.01)



<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 80 CPM)</u>
Macon	302	\$102.04	\$1836.72	\$3.38	(\$2.54)
Madison	384	119.38	2148.84	3.11	(3.37)
Manchester	174	138.13	2486.34	7.94	(6.70)
McAllen-Browns	492	95.70	1722.60	1.95	(2.02)
Medford	150	50.57	910.26	3.37	(3.13)
Melb-Titus-Cocoa	140	59.70	1074.60	4.26	(4.12)
Memphis	885	347.00	6246.00	3.92	(4.16)
Miami	1287	405.00	7290.00	3.15	(3.36)
Milwaukee	1171	418.38	7530.84	3.74	(2.76)
Minn-St. Paul	1979	640.01	11,520.18	3.23	(2.26)
Mobile	497	149.98	2699.64	3.02	(3.28)
Modesto	245	78.09	1405.62	3.19	(3.89)
Montgomery	350	85.75	1543.50	2.45	(2.59)
Nashville	762	288.75	5197.50	3.79	(3.21)
Nassau-Suffolk	641	222.50	4005.00	3.47	(3.04)
New Haven	363	229.90	4138.20	6.33	(5.87)
New Orleans	857	248.88	4479.84	2.90	(3.98)
New York	7985	1471.88	26,493.84	1.84	(1.73)
Norfolk	757	222.00	3996.00	2.93	(2.38)
NE PA	479	134.13	2414.34	2.80	(2.65)
Oklahoma City	820	257.00	4626.00	3.13	(3.08)
Omaha	884	260.25	4684.50	2.94	(2.73)
Orlando	749	234.25	4216.50	3.13	(3.85)
Pensacola	278	91.25	1642.50	3.28	(3.56)
Peoria	351	125.75	2263.50	3.58	(3.07)
Philadelphia	3028	655.88	11,805.84	2.17	(2.03)
Phoenix	955	346.30	6233.40	3.63	(3.88)
Pittsburgh	2308	499.50	8991.00	2.16	(2.11)
Portland, OR	879	392.50	7065.00	4.47	(3.26)
Portland, ME	450	137.33	2471.94	3.05	(4.87)
Providence	957	307.50	5535.00	3.21	(3.07)
Pueblo	102	54.88	987.84	5.38	(4.48)
Raleigh	902	262.25	4720.50	2.91	(2.86)
Reading (4 sta)	200	95.50	1719.00	4.78	(4.68)
Reno	225	66.15	1190.70	2.94	(3.06)
Richland, WA	150	49.06	883.08	3.27	(4.06)
Richmond	726	222.75	4009.50	3.07	(4.23)
Riverside-SB-Ont	340	178.63	3215.34	5.25	(3.74)
Roanoke	593	161.00	2898.00	2.72	(1.74)
Rochester	752	433.00	7794.00	5.76	(5.04)
Rockford	263	102.25	1840.50	3.89	(3.99)
Sacramento	830	322.25	5800.50	3.88	(3.47)
Saginaw	447	98.00	1764.00	2.19	(1.87)
St. Louis	1932	595.50	10,719.00	3.08	(2.66)
Salinas-Seaside	230	95.50	1719.00	4.15	(3.64)
Salt Lake City	679	215.58	3880.44	3.17	(3.06)
San Antonio	1025	331.88	5973.84	3.24	(3.35)
San Diego	807	437.88	7881.84	5.43	(4.43)
San Francisco	2682	747.62	13,457.16	2.79	(2.64)
San Jose	662	342.25	6160.50	5.17	(5.43)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 80 CPM)</u>
Sarasota	181	\$91.00	\$1638.00	\$5.03	(\$8.26)
Savannah	366	148.00	2664.00	4.04	(3.23)
Seattle-Tacoma	1128	370.00	6660.00	3.28	(3.52)
Shreveport	402	135.50	2439.00	3.37	(2.88)
Sioux Falls	292	166.25	2992.50	5.69	(3.63)
South Bend	526	103.40	1861.20	1.97	(1.93)
Spokane	406	123.73	2227.14	3.05	(3.32)
Springfield, MA	486	188.00	3384.00	3.87	(3.58)
Springfield, MO	478	99.25	1786.50	2.08	(1.91)
Steubenville (4 sta)	61	59.00	1062.00	9.67	(7.82)
Stockton	128	98.50	1773.00	7.70	(6.70)
Syracuse	583	223.63	4025.34	3.84	(3.64)
Tallahassee	200	75.50	1359.00	3.78	(3.52)
Tampa-St. Pete	1335	353.25	6358.50	2.65	(3.53)
Terre Haute	212	96.50	1737.00	4.55	(3.88)
Toledo	702	247.75	4459.50	3.53	(3.11)
Topeka	272	96.69	1740.42	3.55	(3.40)
Tucson	335	118.76	2137.68	3.55	(3.67)
Tulsa	794	191.13	3440.34	2.41	(2.24)
Utica	290	97.50	1755.00	2.97	(4.36)
Waco	183	84.00	1512.00	4.59	(5.46)
Washington	1694	688.50	12,393.00	4.06	(3.41)
Waterloo-CF	206	87.00	1566.00	4.22	(3.86)
West Palm Beach	431	151.25	2722.50	3.51	(3.69)
Wheeling	280	78.00	1404.00	2.79	(3.56)
Wichita	432	133.50	2403.00	3.09	(2.65)
Wilmington, DE	393	113.64	2045.52	2.89	(4.19)
Wilmington, NC	143	50.50	909.00	3.53	(4.47)
Worcester	435	194.75	3505.50	4.48	(3.38)
Yakima	173	55.00	990.00	3.18	(3.12)
York	402	154.00	2772.00	2.83	(2.39)
<b>TOTALS</b>	<b>121266</b>	<b>\$38,416.98</b>	<b>\$691,505.64</b>	<b>\$3.17</b>	<b>(2.97)</b>

MOST EXPENSIVE MARKETS

1. Steubenville	\$9.67
2. Manchester	7.94
3. Stockton	7.70
4. Anaheim	7.26
5. Bloomington, Ill	6.85
6. New Haven	6.33
7. Kalamazoo	6.00
8. Anchorage	5.96
9. Rochester	5.76
10. Sioux Falls	5.69
11. Atlantic City	5.44
12. San Diego	5.43
13. Pueblo	5.38
14. Lynchburg	5.30
15. Riverside-SB-Ont	5.25

LEAST EXPENSIVE MARKETS

1. Knoxville	\$1.57
2. New York	1.84
3. Baton Rouge	1.95
McAllen-Brownsville	1.95
5. South Bend	1.97
6. Springfield, MO	2.08
7. Pittsburgh	2.16
8. Philadelphia	2.17
9. Saginaw	2.19
10. Chicago	2.27
11. Lubbock	2.28
12. John City-Bris-Kingsport	2.37
13. Tulsa	2.41
14. Jackson, MS	2.47
15. Allen-Beth-Easton	2.50

SEE PAGE A-17 FOR PERCENTAGE STUDY

RADIO REPS AND THEIR LEADING STATIONS

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 one or 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 of 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+	TOT	A/M 80 TOT	A/M 79 TOT
1. Katz	6	8	21	14	12	11	10	82	(82)	(77)
2. Eastman	9	4	17	12	10	11	6	69	(67)	(63)
Mc-Guild	6	7	13	12	12	14	5	69	(65)	(63)
4. Torbet	4	5	14	10	8	13	10	64	(70)	(61)
5. Blair	10	4	20	12	7	6	2	61	(60)	(52)
6. Christal	4	6	11	11	5	6	-	43	(36)	(29)
7. Selcom	2	-	6	5	6	6	2	27	(22)	(28)
8. MMR	4	4	7	4	1	2	1	23	(17)	(10)
9. Buckley	3	-	3	3	1	4	3	17	(18)	(29)
HR/Stone	3	-	2	1	4	5	2	17	(24)	(15)
11. Masla	1	1	3	2	2	3	2	14	(17)	(16)
12. Howard	1	-	2	1	3	2	2	11	(7)	(9)
RAR	5	4	1	-	-	1	-	11	(9)	(11)
14. CBS Spot	6	3	1	-	-	-	-	10	(12)	(15)
15. RKO	5	-	-	1	-	-	-	6	(NA)	(NA)

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+	TOT	A/M 80 TOT	A/M 79 TOT
1. Katz	1	1	5	6	4	8	9	34	(33)	(29)
2. Mc-Guild	3	1	1	3	4	6	5	23	(16)	(22)
3. Torbet	-	1	5	-	3	6	7	22	(24)	(25)
Blair	2	1	7	4	3	3	2	22	(20)	(17)
5. Eastman	2	-	2	3	4	4	5	21	(23)	(24)
6. Christal	1	-	2	5	1	2	-	11	(9)	(7)
7. Selcom	-	-	2	1	1	2	1	7	(10)	(3)
Buckley	1	-	1	-	-	3	2	7	(6)	(7)
9. Masla	-	1	-	1	-	2	2	6	(8)	(8)

MMR, HR/Stone - 4 stations

PRO - 2 stations

RAR, CBS Spot, Howard - 3 stations

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major market programmers are performing. The figures are based on 12+, Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR AVG figures are in hundreds. Only those companies sending me their client lists are included.

TOTAL 1/4 HR LISTENERS

<u>Programmer</u>	<u>Stations</u>	<u>Listeners</u>
1. Burkhart-Abrams	93	10611
2. Schulke	72	9933
3. Bonneville	60	7781
4. TM	80	4079
5. FM 100	34	3566
6. Drake-Chenault	61	2843
7. Al Ham	42	2016
8. Century 21	17	674
9. Churchill	6	633
10. KalaMusic	9	415
11. Musicworks	9	172

<u>Programmer</u>	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVG PER STATION</u>	<u>AVG SHARE</u>
<u>Burk-Abrams</u>	AOR	64	8206	128.3	8.74
	OTHER	29	2405	82.9	6.28
		93	10611	114.1	
<u>Schulke</u>	BTFL	58	8362	144.2	8.71
	SRP II	14	1571	112.2	2.57
		72	9933	138.0	
<u>Bonneville</u>	BTFL	60	7781	129.7	9.12
<u>TM</u>	BTFL	22	1207	54.9	7.37
	ROCK	26	1232	47.4	11.81
	COUNTRY	18	873	48.5	6.42
	SOFT ROCK	9	526	58.4	5.06
	BLACK	3	188	62.7	5.67
	MOR	2	53	26.5	3.40
		80	4079	26.5	
<u>FM-100</u>	BTFL	34	3566	104.8	6.00
<u>DRAKE-CHEN</u>	ROCK	24	1236	51.5	10.76
	COUNTRY	20	974	48.7	8.59
	BIG BAND	6	207	34.5	1.77
	BLACK	8	375	46.9	9.34
	OTHER	3	51	17.0	7.40
		61	2843	46.6	
<u>AL HAM</u>	BIG BAND	42	2016	48.0	3.73
<u>CENTURY 21</u>	ROCK	9	282	31.3	7.61
	BTFL	3	207	69.0	3.90
	COUNTRY	5	185	37.0	7.52
		17	674	39.6	
<u>CHURCHILL</u>	BTFL	5	592	118.4	6.22
	AC	1	41	41.0	3.80
		6	633	105.5	
<u>KALAMUSIC</u>	BTFL	9	415	46.1	9.86
<u>MUSICWORKS</u>	COUNTRY	9	172	19.1	5.77

STATIONS APPEARING IN MULTIPLE ARB MARKETS

WMAQ	12	<u>Chicago</u> , South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Indianapolis, Grand Rapids, Kalamazoo, Madison, Terre Haute
WGN	11	<u>Chicago</u> , South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Kalamazoo, Madison, Appleton, Green Bay
WLS	11	<u>Chicago</u> , South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Indianapolis, Grand Rapids, Kalamazoo, Terre Haute
WBBM	9	<u>Chicago</u> , South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Grand Rapids, Terre Haute
WJR	8	<u>Detroit</u> , GR-Kala ADI, Flint, Saginaw, Lansing, Erie, Toledo, Fort Wayne
WNBC	7	<u>New York</u> , Bridgeport, Reading, Philadelphia, Providence, Hartford, New Haven
WWSH-F	7	<u>Philadelphia</u> , Lancaster, Reading, Allen-Beth, Atlantic City, Wilmington, NE PA
KYW	7	<u>Philadelphia</u> , Lancaster, Reading, Allen-Beth, Atlantic City, Wilmington, NE PA
KNBR	6	<u>San Francisco</u> , Salinas, Sacramento, Stockton, Fresno, Modesto
WWWE	6	<u>Cleveland</u> , Columbus, Steubenville, Akron, Canton, Youngstown
KDKA	6	<u>Pittsburgh</u> , Wheeling, Steubenville, Johnstown, Canton, Youngstown
WAAF-F	6	<u>Worcester</u> , Boston, Providence, Springfield, Manchester, Albany ADI
WIFI-F	6	<u>Philadelphia</u> , Lancaster, Reading, Allen-Beth, Wilmington, NE PA ADI
WMGK-F	6	<u>Philadelphia</u> , Lancaster, Reading, Allen-Beth, Wilmington, Atlantic City
WIOQ-F	6	<u>Philadelphia</u> , Lancaster, Reading, Allen-Beth, Wilmington, Atlantic City

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

1. CKLW	4800
2. WWVA	3500
3. WOR	3100
4. WJR	2200
5. WNBC	1500
WGN	1500
WBCY-F	1500

METRO SHARE LEADERS AND MAJOR CHANGES

The following shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest gain and the largest share loss.

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Akron	WMMS-F, 12.7, AOR	WGCL-F, +2.4, Rock	WAKR, -4.2, MOR
Albany-Schen-Troy	WGY, 16.4, MOR	WPYX-F, +5.5, AOR	WFLY-F, -3.9, Rock
Albuquerque	KKJY-F, 11.9, BTFL	KWXL, +4.8, AOR	KRZY, -3.2, Country
Allen-Beth-East	WLEV-F, 13.2, AC	WSAN, +2.8, MOR	WQQQ-F, -3.7, BTFL
Altoona	WFBG, 30.7, Contemp	WFBG, +3.7, Contemp	WKMC, -3.2, Country
Amarillo	KIXZ, 21.6, Country	KHBQ-F, +6.2, Rock	KGNC, -6.1, MOR
Anaheim	KMET-F, 7.5, AOR	KABC, +1.5, Talk	KBIG-F, -2.1, BTFL
Anchorage	KFQD, 19.8, Contemp	KRKN-F, +5.5, Rock	KENI, -3.1, Rock
Appleton-Osh	WROE-F, 11.6, BTFL	WAPL-F, +4.1, AOR	WDUZ-F, -2.2, BTFL
Asheville	WWNC, 39.3, Country	WFBC-F, +2.2, Contemp	WISE, -1.6, Rock
Atlanta	WKLS-F, 10.7, AOR	WLTA-F, +3.2, AC	WVEE-F, -3.0, Urban
Atlantic City	WFPG-F, 15.4, BTFL	WMID, +2.8, MOR	WMGM-F, -4.3, Rock
Augusta	WBBQ-F, 23.6, Rock	WGUS-F, +8.1, Country	WBBQ-F, -3.6, Rock
Austin	KHFI-F, 15.7, Rock	KLBJ-F, +3.4, AOR	KCSW-F, -2.2, Country
Bakersfield	KUZZ, 17.8, Country	KWAC, +3.0, Spanish	KERN, -3.2, Rock
Baltimore	WBAL, 9.5, MOR	WBSB-F, +2.8, Rock	WBAL, -4.0, MOR
Baton Rouge	WFMF-F, 19.0, Rock	WTKL, +5.5, Black	WJBO, -3.4, MOR
Beaumont	KQKY-F, 11.0, BTFL	KRYD-F, +6.1, Country	KZZB-F, -4.0, Rock
Billings	KYYA-F, 19.5, Rock	KGHL, +9.3, MOR	KYYA-F, -10.7, Rock
Binghampton	WMRV-F, 16.4, Rock	WNBF, +5.0, MOR	WENE, -3.3, MOR
		WMRV-F, +5.0, Rock	
Birmingham	WZZK-F, 13.6, Country	WZZK-F, +8.1, Country	WERC, -3.3, Rock
Bloomington, Ill	WJBC, 39.0, MOR	WBNQ-F, +2.2, Rock	WMAQ, -2.0, Country
			WWCT-F, -2.0, Rock
Boise	KBOI, 13.1, MOR	KBBK-F, +7.3, Rock	KFXD, -3.9, Rock
Boston	WCOZ-F, 11.1, AOR	WCOZ-F, +7.0, AOR	WBZ, -2.6, MOR
			WHDH, -2.6, AC
Bridgeport	WEZN-F, 16.0, BTFL	WKCI-F, +1.9, Rock	WDJZ-F, -2.5, Nost
Buffalo	WJYE-F, 15.5, BTFL	WJYE-F, +2.2, BTFL	WYRK-F, -2.4, BTFL
Canton	WHBC, 16.9, MOR	WDJQ-F, +4.0, Rock	WMMS-F, -3.1, AOR
Cedar Rapids	WMT, 30.3, MOR	KQCR-F, +6.5, Rock	KHAK, -6.4, Country
Charleston, SC	WSSX-F, 15.5, AOR	WSSX-F, +7.3, AOR	WTMA, -4.1, MOR
Charleston, WV	WVAF-F, 22.0, Rock	WCAW, +4.1, Country	WCHS, -5.1, MOR
Charlotte	WSOC-F, 15.3, Country	WSOC-F, +4.4, Country	WGIV, -1.7, Black
Chattanooga	WDEF, 13.5, MOR	WJTT-F, +10.5, Black	WNOO, -8.3, Black
	WSKZ-F, 13.5, Rock		
Chicago	WGN, 9.5, MOR	WJPC, +2.0, Black	WLS, -1.5, Rock
Cincinnati	WLW, 11.0, MOR	WRRM-F, +4.0, Soft Rock	WLW, -3.5, MOR
			WSAI-F, -3.5, Country
Cleveland	WMMS-F, 10.5, AOR	WZAK-F, +1.9, Black	WQAL-F, -2.4, BTFL
Colorado Spgs	KSPZ-F, 13.6, Rock	KSPZ-F, +2.5, Rock	KLZ, -2.3, Country
Columbia, SC	WNOK-F, 14.5, Rock	WCOS-F, +6.9, Country	WOIC, -7.4, Black
Columbus, GA	WOKS, 18.2, Black	WFXE-F, +5.1, Black	WCGQ-F, -9.4, Rock
Columbus, OH	WLVQ-F, 15.9, AOR	WLVQ-F, +3.4, AOR	WBNS-F, -2.9, BTFL

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Corpus Christi	KOUL-F, 13.5, Country	KOUL-F, +4.7, Country	KEYS, -8.5, Rock
Dallas-FW	KSOS-F, 8.9, Country	KPLX-F, +2.4, Country	WBAP, -2.7, Country
Daven-RI-Moline	WHBF, 15.9, Country	WXLP-F, +3.9, AOR	WHBF, -1.9, Country
Dayton	WHIO-F, 19.6, BTFL	WHIO-F, +2.6, BTFL	WVUD-F, -3.7, Rock
		WDJX-F, +2.6, Rock	
Daytona Beach	WDOQ-F, 17.7, Rock	WDIZ-F, +6.1, AOR	WSBB, -2.8, BTFL
Denver	KBPI-F, 9.9, AOR	KYGO-F, +2.9, Country	KHOW, -3.3, MOR
Des Moines	KSO, 14.9, Country	KGGO-F, +1.9, AOR	WHO, -6.5, News/Talk
Detroit	WJR, 11.0, MOR	WLLZ-F, +8.0, AOR	WRIF-F, -2.2, AOR
Duluth	WWKQ-F+, 17.0, Country	WDSM, +5.9, Country	KDAL, -6.3, MOR
El Paso	KLAQ-F, 14.1, AOR	KLAQ-F, +11.0, AOR	XROK, -4.4, Spanish
Erie	WCKK-F, 23.4, Rock	WJET, +4.3, Contemp	WSEG-F, -2.0, ? ?
Eugene-Spr	KPNW-F, 14.1, BTFL	KQDQ, +4.4, Big Band	KUGN, -4.8, AC
		KSND-F, +4.4, Rock	
Evansville	WIKY-F, 20.1, BTFL	WKDQ-F, +9.6, Rock	WIKY-F, -6.2, BTFL
Fargo	KFGO, 21.1, Country	KVOX-F, +3.2, Country	WDAY-F, -5.0, BTFL
Fayetteville	WQSM-F, 25.8, Rock	WQDR-F, +4.1, AOR	WIDU, -9.1, Black
Flint	WGMZ-F, 11.1, BTFL	WGMZ-F, +4.2, BTFL	WGER-F, -1.8, BTFL
Ft. Lauderdale	WLYF-F, 7.7, BTFL	WFTL, +2.1, MOR	WLYF-F, -2.4, BTFL
Ft. Wayne	WOWO, 21.9, AC	WQHK, +6.2, Country	WEZV-F, -5.8, BTFL
Fresno	KKNU-F, 11.4, BTFL	KLIP, +2.3, Black	KFRE, -3.6, AC
Grand Rapids	WLAV-F, 14.1, AOR	WLAV-F, +5.0, AOR	WOOD, -5.7, MOR
Green Bay	WIXX-F, 20.4, Rock	WAPL-F, +2.4, AOR	WGEE, -4.6, Country
Greens-WS	WTQR-F, 16.6, Country	WTQR-F, +4.0, Country	WHPE-F, -1.9, Religion
			WKZL-F, -1.9, Rock
Greenville-NB	WQDW-F, 18.6, Black	WQDW-F, +4.8, Black	WSFL-F, -5.7, Rock
Greenville,SC	WANS-F, 12.4, Rock	WANS-F, +2.7, Rock	WASC, -2.7, Black
Harrisburg	WHP, 15.7, MOR	WTPA-F, +7.8, AOR	WRHY-F, -3.7, Big Band
Hartford	WTIC, 23.4, MOR	WKSS-F, +2.8, BTFL	WRCH-F, -3.8, BTFL
Honolulu	KIKI, 12.2, Rock	KDUK-F, +8.2, AOR	KSSK, -8.7, MOR
Houston	KMJQ-F, 13.2, Black	KMJQ-F, +8.1, Black	KRLY-F, -5.5, Rock
Huntington	WKEE-F, 24.3, Rock	WKEE-F, +4.4, Rock	WTCR, -5.5, Country
Huntsville	WZYP-F, 13.6, Rock	WRSA-F, +5.0, BTFL	WBHP, -3.9, Country
Indianapolis	WIBC, 15.6, MOR	WFBQ-F, +3.6, AOR	WIKS-F, -2.8, Rock
Jackson, MS	WJMI-F, 18.4, Black	WCCL, +5.4, Country	WSLI, -4.3, MOR
Jacksonville	WIVY-F, 14.3, Rock	WFYV-F, +5.8, AOR	WPDQ, -4.1, Black
John City-King-Br	WXBQ-F, 12.9, Country	WJSO, +1.8, Rock	WZAP, -1.8, Country
			WJCW, -1.8, Country
Johnstown	WJAC, 11.6, Country	WGLU-F, +5.2, Rock	WDVE-F, -4.5, AOR
Kalamazoo	WKFR-F, 12.9, Contemp	WNWN-F, +3.8, Country	WKMI, -5.3, Rock
Kansas City	WDAF, 13.8, Country	WDAF, +1.8, Country	KJLA, -2.7, Rock
			KSAS-F, -2.7, AOR
Knoxville	WIVK-F, 28.0, Country	WIVK-F, +8.3, Country	WEZK-F, -3.5, BTFL
Lafayette	KVOL, 21.3, Contemp	KTDY-F, +4.2, Rock	KVOL, -7.7, Contemp
Lakeland	WGTO, 12.8, Country	WPCV-F, +4.2, Country	WJYO-F, -5.8, BTFL
	WPCV-F, 12.8, Country		
Lancaster	WLAN-F, 16.3, Rock	WLAN-F, +9.7, Rock	WQXA-F, -6.0, Rock
Lansing	WITL-F, 12.4, Country	WJXQ-F, +10.0, AOR	WILS-F, -7.7, AOR
Las Vegas	KLUC-F, 9.9, Rock	KVOV, +5.4, Spanish	KMJJ, -4.8, AC
Lexington	WLAP-F, 12.4, Rock	WLAP-F, +7.2, Rock	WVLK, -8.8, MOR
Lincoln	KFMQ-F, 16.9, Rock	KFMQ-F, +5.3, Rock	KECK-F, -7.1, Country
Little Rock	KSSN-F, 22.0, Country	KMJX-F, +5.7, Rock	KLPQ-F, -4.6, Rock
Los Angeles	KABC, 8.5, Talk	KABC, +1.5, News	KLAC, -1.3, Country
Louisville	WAMZ-F, 10.6, Country	WRKA-F, +3.7, AC	WAKY, -4.8, AC
Lubbock	KLLL-F, 22.7, Country	KLLL-F, +12.7, Country	KTEZ-F, -4.6, BTFL
Lynchburg	WPVR-F, 14.5, BTFL	WGOL-F, +4.8, Rock	WJJS-F, -8.4, Black

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Macon	WMAZ-F, 16.4, Contemp	WDDO, +9.1, Black	WMAZ, -4.5, MOR
Madison	WTSO, 13.5, Country	WIBA-F, +6.2, AOR	WMAD-F, -3.7, AOR
Manchester	WGIR, 12.4, MOR	WCOZ-F, +3.1, AOR	WFEA, -2.5, Rock
McAllen-Browns	KGBT, 33.2, Spanish	KBOR, +4.6, Rock	KIWW-F, -2.2, Spanish
Medford	KTMT-F, 18.7, BTFL	KRMQ-F, +5.2, Country	KYJC, -4.6, Rock
Melb-Titus-Coc	WDIZ-F, 18.5, AOR	WDIZ-F, +8.5, AOR	WCKS-F, -4.5, Rock
Memphis	WMC, 11.8, Country	WMPS, +3.4, Country	WDIA, -3.4, Black
Miami	WRHC, 9.4, Spanish	WNWS, +3.2, News	WYOR-F, -2.0, BTFL
Milwaukee	WEZW-F, 11.4, BTFL	WQFM-F, +2.3, AOR	WTMJ, -4.3, MOR
		WMYX-F, +2.3, AC	
Minn-SP	WCCO, 20.2, MOR	KDWB-F, +3.5, AOR	KQRS-F+, -2.1, AOR
Mobile	WKSJ-F, 23.8, Country	WKSJ-F, +8.3, Country	WKRG-F, -4.2, Rock
Modesto	KBEE-F, 10.3, BTFL	KOSO-F, +2.6, Rock	KFIV, -3.0, Rock
Montgomery	WHHY, 19.6, Rock	WREZ-F, +2.3, BTFL	WXVI, -1.7, Black
Nashville	WKDF-F, 11.9, AOR	WKDF-F, +6.7, AOR	WJYN-F, -3.8, BTFL
Nassau-Suffolk	WNBC, 9.6, Contemp	WNBC, +2.0, Contemp	WCBS-F, -1.5, AC
New Haven	WELI, 18.4, MOR	WNHC, +3.8, Contemp	WKCI-F, -1.7, Contemp
			WPLR-F, -1.7, Contemp
New Orleans	WEZB-F, 10.3, Rock	WAIL-F, +4.7, Black	WSHO, -3.8, Big Band
New York	WBSL-F, 7.4, Black	WYNY-F, +1.2, AC	WMCA, - .9, Talk
Norfolk	WMYK-F, 10.1, AOR	WCMS-F, +1.6, Country	WFOG-F, -2.7, BTFL
NE PA	WKRZ-F, 10.5, Rock	WKRZ-F, +7.6, Rock	WARM, -3.1, MOR
Oklahoma City	KEBC-F, 12.8, Country	KOMA, +4.7, Country	KJYO-F, -2.5, BTFL
Omaha	KFAB, 23.5, MOR	KQKQ-F, +5.5, Rock	KFAB, -3.7, MOR
Orlando	WHOO, 11.9, Country	WHOO, +4.4, Country	WDBO-F, -3.9, BTFL
Pensacola	WOWW-F, 13.1, Country	WOWW-F, +2.7, Country	WTKX-F, -3.5, AOR
Peoria	WSWT-F, 15.4, BTFL	WWCT-F, +4.0, AOR	WKZW-F, -4.9, Rock
Philadelphia	KYW, 12.3, News	WIFI-F, +1.9, Rock	WUSL-F, -2.3, AC
Phoenix	KTAR, 9.2, News	KZZP-F+, +3.9, Rock	KJJJ, -2.3, Country
Pittsburgh	KDKA, 22.3, MOR	WDVE-F, +2.5, AOR	KDKA, -3.0, MOR
Portland, ME	WPOR-F, 15.7, Country	WPOR-F, +9.0, Country	WGAN-F, -5.7, BTFL
Portland, OR	KGON-F, 9.4, AOR	KLLB-F, +2.6, CONT	KMJK-F, -2.4, Rock
Providence	WPRO-F, 10.5, Rock	WPRO-F, +3.4, Rock	WPJB-F, -3.3, Rock
Pueblo	KIDN, 13.6, Country	KCCY-F, +7.1, Country	KDZA, -7.1, Rock
Raleigh	WRAL-F, 15.6, Contemp	WRAL-F, +3.1, Contemp	WPTF, -3.2, MOR
Reading	WEEU, 18.0, MOR	WEEU, +3.0, MOR	WWSH-F, -1.4, BTFL
Reno	KOZZ-F, 13.6, AOR	KNEV-F, +5.8, BTFL	KOLO, -3.8, MOR
Richland, WA	KONA, 15.1, MOR	KIOK-F, +8.9, Rock	KALE, -7.2, Contemp
Richmond	WRVA, 20.8, MOR	WPLZ-F, +7.8, Black	WKIE, -4.8, Black
Riverside-SB-Ont	KBIG-F, 6.5, BTFL	KNX-F, +1.6, Soft Rock	KMET-F, -3.3, AOR
Roanoke	WXLK-F, 22.6, Rock	WXLK-F, +7.3, Rock	WFIR, -5.3, MOR
Rochester	WEZO-F, 17.8, BTFL	WEZO-F, +5.0, BTFL	WHAM, -4.6, MOR
Rockford	WROK, 16.9, AC	WZOK-F, +4.3, Rock	WGN, -3.8, MOR
Sacramento	KZAP-F, 13.1, AOR	KSFM-F, +2.8, Rock	KEWT-F, -4.3, BTFL
Saginaw	WSGW, 16.7, MOR	WSGW, +2.2, MOR	WIOG-F, -1.8, Rock
			WKCQ-F, -1.8, Country
St. Louis	KMOX, 23.6, News/Talk	KMJM-F, +3.1, Urban	WWWK-F, -1.8, AOR
Salinas-Seaside	KDON-F, 17.1, Rock	KDON-F, +5.7, Rock	KGO, -2.8, News/Talk
Salt Lake City	KSL, 11.1, MOR	KSFI-F, +3.2, BTFL	KALL-F, -4.1, Contemp
San Antonio	KTSA, 11.6, Rock	KTSA, +2.5, Rock	KEDA, -3.3, Spanish
San Diego	KJQY-F, 9.0, BTFL	XHRM-F, +3.4, Rock	KITT-F, -2.3, Rock
San Francisco	KGO, 9.4, News/Talk	KSFO, +1.8, MOR	KFOG-F, -2.5, BTFL
San Jose	KOME-F, 7.6, AOR	KOME-F, +2.6, AOR	KYUU-F, -1.2, AC



<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Sarasota	WDUV-F, 15.3, BTFL	WWBA-F, +3.3, BTFL	WYNF-F, -2.9, Rock
Savannah	WEAS-F, 17.7, Black	WEAS-F, +5.7, Black	WEAS, -7.5, Gospel
Seattle-Tacoma	KISW-F, 8.6, AOR	KISW-F, +2.9, AOR	KZAM-F, -1.8, Rock
Shreveport	KOKA, 15.8, Black	KDKS, +6.9, Rock	KEEL, -4.7, Rock
Sioux Falls	KSOO, 19.7, MOR	KXRB, +6.1, Country	KKRC, -2.0, Rock
South Bend	WNDU-F, 23.5, Rock	WNDU-F, +5.7, Rock	WRBR-F, -4.8, Contemp
Spokane	KJRB, 12.9, Rock	KREM-F, +3.8, AOR	KEZE-F, -3.4, BTFL
	KREM-F, 12.9, AOR		
Springfield, MA	WHYN-F, 13.9, BTFL	WMAS-F, +3.6, Contemp	WAQY-F, -2.7, Rock
Springfield, MO	KWTO-F, 23.0, Rock	KBUG, +3.5, Big Band	KWTO, -6.7, Country
Steubenville	WRKY-F, 13.5, Rock	WDVE-F, +3.7, AOR	WWSW-F, -3.6, Contemp
Stockton	KRAK, 12.2, Country	KSTN-F, +5.1, Spanish	KNBR, -2.6, MOR
Syracuse	WSYR, 14.6, MOR	WFBL, +4.1, Big Band	WNTQ-F, -2.9, BTFL
Tallahassee	WGLF-F, 16.5, Rock	WOWD-F, +9.0, AOR	WBGM-F, -9.7, Rock
Tampa-St. Pete	WWBA-F, 10.5, BTFL	WQYK-F, +3.1, Country	WWLF, -2.6, BTFL
Terre Haute	WTHI-F, 15.5, BTFL	WBDJ-F, +8.3, Rock	WTHI, -9.1, Country
Toledo	WIOT-F, 14.2, AOR	WJR, +2.4, MOR	WXEZ-F, -5.4, Rock
		WMHE-F, +2.4, Rock	
Topeka	KTPK-F, 16.3, Country	WIBW-F, +4.0, Rock	KTOP, -3.8, Oldies
Tucson	KJYK-F, 12.7, BTFL	KNDE-F, +4.8, Country	KWFM-F, -4.0, AOR
Tulsa	KVOO, 17.2, Country	KMYO-F, +2.4, Country	KMOD-F, -3.5, Rock
Utica	WIBX, 13.8, MOR	WIBX, +2.9, MOR	WNTQ-F, -3.3, BTFL
WACO	WACO, 20.2, Country	KHOO-F, +4.5, Rock	KRZI, -5.7, Rock
Washington	WMAL, 8.6, MOR	WWDC-F, +3.0, AOR	WMAL, -1.7, MOR
Waterloo-CF	KWLO, 29.3, Contemp	KLEU, +1.8, Big Band	KXEL, -4.1, Country
West Palm Beach	WEAT-F, 14.9, BTFL	WRMF-F, +4.9, Soft	WIRK-F, -4.7, Country
Wheeling	WWVA, 22.6, Country	WANJ-F, +6.5, BTFL	WWVA, -4.5, Country
Wichita	KEYN-F, 14.5, Rock	KEYN-F, +4.5, Rock	KKRD-F, -3.6, AC
Wilmington,DE	WSTW-F, 13.6, Rock	WMMR-F, +4.8, AOR	WNRK, -2.0, MOR
Wilmington,NC	WAAV-F, 17.5, BTFL	WAAV-F, +7.2, BTFL	WMFD, -6.1, AC
Worcester	WSRS-F, 15.2, BTFL	WNEB, +2.9, Big Band	WTAG, -4.3, MOR
Yakima	KUTI, 25.2, Country	KUTI, +5.7, Country	KIT, -3.7, MOR
York	WQXA-F, 11.6, Rock	WRKZ-F, +5.8, Rock	WYCR-F, -2.1, Rock
			WSBA-F, -2.1, BTFL
Youngstown	WKBN-F, 11.7, BTFL	WQXK-F, +3.7, Country	WKBN-F, -3.8, BTFL

Below is a breakout of how many stations in each format group led the market in overall 12+ share, share gains and share losses. 1980 tables are also shown

	<u>SHARE LEADERS</u>		<u>SHARE GAINERS</u>		<u>SHARE LOSERS</u>	
	<u>1981</u>	<u>1980</u>	<u>1981</u>	<u>1980</u>	<u>1981</u>	<u>1980</u>
ROCK/AOR/CONTEMP	62.5	46.5	88.5	90	59	40.5
MOR/AC	29.5	45	13.5	17	37.5	26
BTFL MUSIC	29	34.5	11.5	15.5	29.5	22.5
COUNTRY	34	29	33	31	20.5	23.5
BLACK/URBAN	7	12	13	13.5	11	9.5
NEWS/TALK	5	6	3	2	3	5
OTHERS	2	2	7.5	5	9.5	10

## SECTION B

### ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports can be found in alphabetical order.

### DEFINITIONS, CLARIFICATION AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the methodology used.

The best way to explain the Individual Market Reports is to take one market and go through the report step-by-step. We will use the Milwaukee report for Spring 1981.

Market # 27; ADI # 28  
Revenue Rank # 25  
Income Rank # 19  
APR 17.1  
SMSA Pop: 1,408,100  
CSI: 12.3 Bil (# 25)

Milwaukee is the 27th largest market in the nation. This is based on market rankings listed in SRDS and generally coincides with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures are for total persons. In some instances (Seattle-Tacoma, Norfolk, New England markets) I had to make my own estimates to adjust to the Arbitron Metro.

The Revenue and Income rankings are based on FCC data for 1979 which is the latest available as of September, 1981. The rankings are based on the income and revenue for all stations in each market.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures. Milwaukee's 17.1 APR is quite high; the mean APR for all rated markets is about 15.9

CSI stands for Consumer Spendable Income. In 1980 the people of Milwaukee had about 12.3 billion dollars (this figure is always in billions) to spend after taxes were deducted. This ranks Milwaukee 25th in the nation.

Revenue : \$18,082,883  
Income : \$ 2,331,151  
% Rev Gain: -1.2  
Stations: 29/32  
Diaries: 1374/1025:1  
CSI HH: 24.5 M (# 33)

In 1979 the stations of Milwaukee grossed about \$18,000,000 after commissions paid to agencies. Total pre-tax income was over 2.3 million. Revenue decreased by 1.2% when compared with the previous year.

There were 29 stations listed in the Milwaukee rating book. The next figure (32) is the number of Milwaukee metro stations which reported their revenue figures to the FCC. Only rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the rating book. Also some stations home to the Milwaukee metro may not have an audience large enough to qualify them for a listing in the rating book.

1374 usable diaries were returned from the Milwaukee metro. There was one diary for each 1025 citizens.

CSI HH means Consumer Spendable Income per household. The Milwaukee figure is \$24,500 which ranks Milwaukee 33rd in the nation.

National Rev: \$3,888,627  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$12.75  
 Tot Inc per Cap: \$1.64  
 Profit Margin: 12.9%  
 Retail \$: 5.9 Bil (# 31)

The Milwaukee stations received about \$3.9 million dollars in national and regional revenue during 1979. This works out to \$2.74 per capita. Total income per capita and total revenue per capita were calculated by dividing the respective dollar figures by the metro population. The resulting figures allow me to compare the profitability of markets which differ greatly in size.

The profit margin is calculated by dividing the market's income by total revenue.

Total retail dollars spent in 1980 are estimated at 5.9 billion dollars. This ranks Milwaukee # 31 in the U.S.

		O/N	A/M	O/N	A/M					
12+ METRO	1/4/SHARE	80	80	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME RAT
1. WEZW-F	252/11.4	11.8	12.0	10.3	12.5	1. WTMJ	284	1. WISN	4934/33.2	

All of the figures in this section are based on the Broadcast Week (Mon-Sun, 6AM-Midnight). The audience figures are in hundreds. The ratings and shares are of course percentages.

WEZW-F has 25,200 listeners per quarter hour in the metro. This represents an 11.4% share during Spring 1981. WTMJ leads the Total Survey Area with an average of 28,400 12+ listeners perquarter hour. WISN leads the Milwaukee TSA in weekly cume with an estimated 493,400 listeners. 33.2% of the 12+ population of the Milwaukee metro are estimated to be listening to WISN for five minutes or more during a given week.

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

12+ FM SHARE (METRO): 58.61% (1222 of 2085) (A/M 80: 54.82%)

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

The sic tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64 and 12+ TSA morning drive. The rankings are based on 1/4 HR AVG, Broadcast Week. All are Metro with the exception of AMD. The number of stations listed depends upon the size of the market. In some cases fewer stations were listed than there was room for. This was done where there was a huge difference between the listed stations and the next ranking station. My agreement with Arbitron does not allow me to publish actual numbers. Ties for the last position were generally broken by considering the station with the largest cume audience.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	132 (2)	538 (5)	670 (7)	32.1

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 in the Metro. In Milwaukee 13,200 people are listening to the two AM stations programming the format. 32.1% of radio listening is to stations programming various types of rock or contemporary formats.

MILWAUKEE 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. WTMJ	1. WISN	1. WLUM-F	WAWA	1590	West Allis	.6

For those markets with an ADI section the above tables are included. The ADI rankings are based on Mon-Sun, 6A-MID. The exclusive cume rankings show the stations which have the greatest number of 12+ listeners who listen only to that station during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column shows the frequency and 12+ Metro share for all stations which are not listed in the 12+ Metro 1/4/SHARE table. This listing will also be found in the Individual Market Reports which do not have an ADI section.

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR                      ABC-I, \$92.50 (Katz)                      Hearst

WISN has a frequency of 1130. The station has a daytime power authorization of 50,000 watts. The nighttime authorization is 10,000 watts with a directional signal. The directionality is listed as follows:

- DA        - directional daytimer                      DA-N - directional at night
- DA-1     - directional day and night - 1 pattern
- DA-2     - directional day and night - 2 patterns

WISN programs an Adult Contemporary/MOR format. Its network affiliation is ABC Information. The network listing is based on information in the Arbitron report. WISN is represented nationally by Katz. The station is owned by Hearst, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AMD, PMD MID and EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate for the four dayparts.

Calculating a rate is becoming very difficult because so many stations have withdrawn their rates from SRDS. Often I had to make an estimate based on a past rate projected to the present.

The FM description differs from AM in that the Height Above Average Terrain (HAAT) is listed. Syndicators and/or consultants are listed immediately following the format.

Some markets would not fit on one page. The information for these markets can be found on the continuation pages which follow the Youngstown market report.



AKRON

Market # 61  
 Revenue Rank # 65  
 Income Rank # 64  
 APR 16.3  
 SMSA Pop: 653,900  
 CSI: 5.2 Bil (# 63)

Revenue : \$7,162,395  
 Income : \$ 645,940  
 % Rev Gain: +6.5  
 Stations: 29/8  
 Diaries: 908/720:1  
 CSI HH: 22.6 M (# 92)

National Rev: \$1,605,761  
 Nat Rev per Cap: \$2.45  
 Tot Rev per Cap: \$10.92  
 Tot Inc per Cap: \$ .99  
 Profit Margin: 9.0%  
 Retail \$: 2.8 Bil (# 64)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WMMS-F 112/12.7	12.5	12.3	11.4	10.3	1. WMMS-F 170	1. WMMS-F 2245/23.6	
2. WAKR 94/10.7	13.7	14.9	14.5	14.3	2. WGCL-F 116	2. WAKR 1968/29.0	
3. WGCL-F 71/ 8.1	6.3	5.7	5.2	2.9	3. WAKR 112	3. WGCL-F 1628/19.1	
4. WSLR 61/ 6.9	5.7	5.6	6.5	8.7	4. WSLR 90	4. WGAR 1598/15.0	
5. WAEZ-F 60/ 6.8	7.4	5.9	6.5	5.2	5. WDBN-F 71	5. WSLR 1275/14.9	
6. WZZP-F 46/ 5.2	5.2	4.6	5.3	4.7	WGAR 71	6. WWWE 1078/ 9.0	
7. WGAR 37/ 4.2	4.0	4.8	5.5	7.5	7. WAEZ-F 68	7. WZZP-F 1055/13.7	
8. WWWM-F 36/ 4.1	4.7	2.8	4.2	5.3	8. WZZP-F 56	8. WWWM-F 1036/11.4	
9. WDOK-F 32/ 3.6	3.5	3.6	2.6	1.3	9. WWWM-F 54	9. WDBN-F 957/ 6.9	
10. WCUE 31/ 3.5	.6	1.9	.7	2.1	10. WWWE 51	10. WAEZ-F 884/12.7	

12+ FM SHARE (METRO): 64.81% (534 of 824) (A/M 80: 59.97%)

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

OTHER RATED STATIONS/METRO SHARE

WHLO 640		1.6	WJW 850	Cleveland	1.0
WKDD-F 96.5		2.4	WKSJ-F 99.5	Cleveland	1.2
WNIR-F 100.1	Kent	3.0	WLYT-F 92.3	Cleveland	.6
WCLV-F 95.5	Cleveland	1.5	WOOS-F 106.9	Canton	.6
WDBN-F 94.9	Medina	2.0	WQAL-F 104.1	Cleveland	2.6
WDJQ-F 92.5	Alliance	.6	WQXK-F 105.1	Salem	.3
WDMT-F 107.9	Cleveland	2.3	WTOF-F 98.1	Canton	1.0
WERE 1300	Cleveland	.3	WWWE 1100	Cleveland	3.0
WHK 1420	Cleveland	1.8	WYFM-F 102.9	Sharon	.7
			WZAK-F 93.1	Cleveland	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		333 (10)	333 (10)	40.4
MOR/AC	166 (4)		166 (4)	20.1
BTFL MUSIC		133 (4)	133 (4)	16.1
COUNTRY	77 (2)	14 (2)	91 (4)	11.0
BLACK/URBAN		32 (2)	32 (2)	3.9
BIG BAND	31 (1)		31 (1)	3.8
NEWS/TALK	17 (2)		17 (2)	2.1
CLASSICAL		13 (1)	13 (1)	1.6
RELIGION		9 (1)	9 (1)	1.1
			824 (29)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR, \$50.00 (Mc-Guild) Group One  
 WCUE, 1150, 1 KW/500 W (DA-2), BIG BAND/NOST (A1 Ham) ABC-I, \$ ? ? (Howard)  
 WSLR, 1350, 5 KW (DA-1), COUNTRY, ABC-E, \$37.50 (Katz) Welcome  
 WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS (Schulke), \$28.13 (Mc-Guild) Group One  
 WDJQ-F, 92.5, 18 KW @ 500, ROCK (TM), ABC-I, \$12.00 (----) (ALLIANCE)

TV STATION WAKR Akron 23 ABC, Group One

NEWSPAPER Akron Beacon Journal E 161,747

ALBANY-SCHENECTADY-TROY

Market # 53; ADI # 49  
 Revenue Rank # 53  
 Income Rank # 49  
 APR 17.1  
 SMSA Pop: 793,000  
 CSI: 6.5 Bil (# 48)

Revenue : \$8,842,361  
 Income : \$ 825,654  
 % Rev Gain: +4.7  
 Stations: 23/21  
 Diaries: 1003/791:1  
 CSI HH: 22.2 M (# 108)

National Rev: \$2,176,133  
 Nat Rev per Cap: \$2.76  
 Tot Rev per Cap: \$11.23  
 Tot Inc per Cap: \$1.05  
 Profit Margin: 9.3%  
 Retail \$: 3.5 Bil (# 52)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGY	187/16.4	16.7	19.6	17.9	18.2	1. WGY 284	1. WGY 4152/38.6	
2. WPYX-F	122/10.7	6.2	5.2	5.9	4.1	2. WPYX-F 176	2. WTRY 2223/26.4	
3. WROW	94/ 8.3	10.2	9.7	11.1	12.8	3. WGNA-F 127	3. WROW 1953/21.7	
WTRY	94/ 8.3	8.4	6.8	7.4	10.3	4. WROW-F 120	4. WFLY-F 1926/18.4	
5. WROW-F	84/ 7.4	10.0	7.1	4.7	2.8	5. WFLY-F 119	5. WPYX-F 1913/18.4	
6. WFLY-F	72/ 6.3	7.1	10.2	8.4	7.0	6. WROW 113	6. WROW-F 1421/15.5	
7. WQBK	70/ 6.2	6.2	5.9	8.9	6.7	7. WTRY 111	7. WGFM-F 1292/12.2	
8. WGNA-F	60/ 5.3	4.3	4.7	4.1	2.4	8. WQBK 73	8. WGNA-F 1246/ 8.7	
9. WWOM-F	51/ 4.5	3.9	3.1	2.5	2.0	9. WGFM-F 63	9. WPTR 1055/12.5	
10. WPTR	41/ 3.6	3.1	4.9	5.2	5.1	10. WWOM-F 53	10. WWOM-F 857/11.6	
WGFM-F	41/ 3.6	3.8	4.1	4.8	5.1	11. WPTR 52	11. WQBK-F 629/ 7.4	
12. WQBK-F	32/ 2.8	2.4	4.7	3.3	4.5	12. WQBK-F 38	12. WQBK 618/ 8.5	

12+ FM SHARE (METRO): 47.06% (505 of 1073) (A/M 80: 44.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFLY-F	1. WPYX-F	1. WPYX-F	1. WGY	1. WGY	1. WGY
WPYX-F	2. WTRY	2. WGY	2. WTRY	2. WROW	2. WROW
3. WTRY	3. WGY	3. WTRY	3. WROW	3. WROW-F	3. WTRY
	4. WFLY-F	4. WFLY-F	4. WROW-F	4. WGNA-F	4. WPYX-F WGNA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	94 (1)	324 (6)	418 (7)	39.0
MOR/AC	262 (5)		262 (5)	24.4
BTFL MUSIC	94 (1)	115 (3)	209 (4)	19.5
COUNTRY	27 (1)	60 (1)	87 (2)	8.1
NEWS/TALK	70 (1)		70 (1)	6.5
RELIGION	10 (2)	6 (1)	16 (3)	1.5
UNKNOWN	11 (1)		11 (1)	1.0
			<u>1073 (23)</u>	

A-S-T 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. WGY	1. WGY	1. WGY	WABY 1400 .5
2. WPYX-F	2. WTRY	2. WPYX-F	WASM-F 102.3 Saratoga Spgs .9
3. WGNA-F	3. WROW	3. WROW	WCSS 1490 Amsterdam 1.1
4. WFLY-F	4. WFLY-F	4. WTRY	WHAZ 1330 .4
5. WROW-F	5. WPYX-F	5. WGNA-F	WHRL-F 103.1 1.8
6. WROW	6. WROW-F	6. WROW-F	WKAJ 900 Sarasota Spgs 1.1
7. WTRY	7. WGFM-F	7. WFLY-F	WOKO 1460 2.4
8. WQBK	8. WGNA-F	8. WPTR	WWWD 1240 1.0
9. WGFM-F	9. WPTR	9. WQBK-F	WMYL 930 Johnstown .8
10. WWOM-F	10. WWOM-F	10. WOKO	WJIV-F 101.9 Cherry Valley .5
11. WPTR	11. WQBK-F		WRCK-F 107.3 Utica .5
12. WQBK-F	12. WQBK		
13. WOKO	13. WOKO		
14. WUHN	14. WBEC		
15. WBEC	15. WWSC		

ADI FM SHARE: 47.75% (786 of 1646) (A/M 80: 45.70%)

AM STATIONS

WGY, 810, 50 KW	, MOR	NBC, \$95.00	(Christal)	GE
WPTR, 1540, 50 KW (DA-1)	, AC	ABC-I, \$44.80	(Eastman)	Rust
WQBK, 1300, 5 KW (DA,DAYS)	, TALK	ABC-E, \$24.50	(Howard)	
WROW, 590, 5 KW/1 KW (DA-2)	, BTFL/MOR	CBS, \$65.00	(Blair)	Capital Cities
WTRY, 980, 5 KW (DA-N)	, ROCK	MBS, \$42.50	(Mc-Guild)	Great Scott
WUHN, 1110, 1 KW (DAYS)	, BIG BAND/NOST (A1 Ham)	ABC-I, \$17.00	(Savalli)	(PITTSFIELD)
WBEC, 1420, 1 KW (DA-N)	, AC	, \$16.00	(Kattell)	(PITTSFIELD)
WWSC, 1450, 1 KW/250 W	, MOR	ABC-E, \$14.50	(Pates)	(GLENS FALLS)

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850, ROCK	ABC-C, \$48.00	(Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930, ROCK	Source, \$33.75	(Christal)	GE
WGNA-F, 107.7, 9 KW @ 980, COUNTRY	, \$27.25	(Torbet)	
WPYX-F, 106.5, 12 KW @ 910, AOR (Burk-Abr)	MBS, \$42.50	(Mc-Guild)	Great Scott
WQBK-F, 103.9, 3 KW @ 300, AOR	ABC-F, \$24.50	(Howard)	
WROW-F, 95.5, 9 KW @ 960, BTFL MUS (Schulke)	, \$65.00	(Blair)	Capital Cities
WWOM-F, 100.9, 3 KW @ 360, CONTEMP	RKO, \$31.25	(Roslin)	

TV STATIONS

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

NEWSPAPERS

Schenectady Gazette	M	69,994
Troy Times Record	E	45,599, Harvitz
Albany Times-Union	M	82,207, Hearst
Albany Knickerbocker	E	51,780, Hearst



ALBUQUERQUE

Market # 92  
 Revenue Rank # 64  
 Income Rank # 240  
 APR 16.0  
 SMSA Pop: 448,100  
 CSI: 3.2 Bil (# 95)

Revenue : \$7,170,289  
 Income : \$ -412,806  
 % Rev Gain: +20.2  
 Stations: 19/17  
 Diaries: 758/591:1  
 CSI HH: 19.9 M (# 221)

National Rev: \$1,959,138  
 Nat Rev per Cap: \$4.66  
 Tot Rev per Cap: \$17.05  
 Tot Inc per Cap: \$-.99  
 Profit Margin: ---  
 Retail \$: 2.0 Bil (# 89)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KKJY-F 70/11.9	15.2	12.7	10.4	6.6	1. KKJY-F 97	1. KOB 1737/24.6
2. KWXL-F 56/ 9.5	5.7	4.7	2.8	4.2	2. KOB 93	2. KFVG-F 1168/20.5
3. KOB 54/ 9.2	8.8	10.4	11.8	11.2	3. KWXL-F 86	3. KZZX-F 1120/21.1
4. KFVG-F 47/ 8.0	9.7	8.3	9.5	4.4	4. KFVG-F 74	4. KKJY-F 1081/19.8
5. KRST-F 44/ 7.5	5.4	4.5	6.9	7.3	5. KRST-F 71	5. KRST-F 1003/16.0
KZZX-F 44/ 7.5	5.6	5.6	4.5	6.2	6. KZZX-F 63	6. KWXL-F 948/16.8
7. KABQ 32/ 5.4	6.1	4.3	7.6	6.0	7. KOB-F 39	7. KOB-F 699/11.4
8. KQEO 30/ 5.1	6.5	3.6	4.7	4.0	8. KRZY 33	8. KQEO 672/17.4
9. KRZY 28/ 4.7	4.8	7.9	7.3	8.1	9. KABQ 32	9. KRZY 600/13.3
10. KZIA 25/ 4.2	4.1	5.0	6.7	7.1	10. KQEO 31	10. KRKE 598/ 9.9

12+ FM SHARE (METRO): 56.04% (297 of 530) (A/M 80: 49.90%)

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

OTHER RATED STATIONS/METRO SHARE

KAMX 1520 3.9	KDAZ 730 1.0	KDRM 1150 .8
KHFM-F 96.3 2.2	KKIM 1000 1.5	KOB-F 93.3 3.9
KRKE 610 2.5	KXKS 1190 .5	KNMX 540 Las Vegas, NM .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	147 (3)	200 (5)	37.7
COUNTRY	43 (2)	44 (1)	87 (3)	16.4
BTFL MUSIC	8 (2)	70 (1)	78 (3)	14.7
MOR/AC	54 (1)	23 (1)	77 (2)	14.5
SPANISH	35 (2)		35 (2)	6.6
NEWS/TALK	25 (1)		25 (1)	4.7
RELIGION	15 (2)		15 (2)	2.8
CLASSICAL		13 (1)	13 (1)	2.5
			530 (19)	

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$29.50 (Eastman)
KAMX, 1520, 1 KW (DAYS), ROCK	, \$20.00 (Howard)
KOB, 770, 50 KW (DA-N), MOR	NBC, \$46.25 (Mc-Guild) Hubbard
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	ABC-C, \$22.50 (Selcom) Sunbelt
KRKE, 610, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-E, \$31.00 (Katz) Peoria Jrnl Star
KRZY, 1450, 1 KW, COUNTRY	CBS, \$19.00 (Torbet)
KZIA, 1580, 10 KW (DAYS), NEWS/TALK	ABC-E,ABC-I, \$24.25 (Masla)
KFVG-F, 107.9, 22 KW @ 4164, ROCK	, \$28.00 (Howard)
KKJY-F, 100.3, 23 KW @ 4107, BTFL MUS (Schulke)	, \$37.25 (MMR) Broadcast Assoc
KOB-F, 93.3, 22 KW @ 4150, AC	MBS, \$25.00 (Mc-Guild) Hubbard
KRST-F, 92.3, 22 KW @ 4110, COUNTRY	, \$30.00 (Torbet)
KWXL-F, 94.1, 23 KW @ 4130, AOR (Burk-Abr)	ABC-F, \$36.00 (Katz) Peoria Jrnl Star
KZZX-F, 99.5, 22 KW @ 4134, ROCK	RKO, \$34.00 (Selcom) Sunbelt

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ALLENTOWN-BETH-EASTON

Market # 65  
 Revenue Rank # 77  
 Income Rank # 42  
 APR 18.4  
 SMSA Pop: 641,800  
 CSI: 5.2 Bil (# 60)

Revenue : \$6,191,258  
 Income : \$1,087,022  
 % Rev Gain: +14.1  
 Stations: 35/16  
 Diaries: 1011/635:1  
 CSI HH: 22.0 M (# 119)

National Rev: \$633,168  
 Nat Rev per Cap: \$1.00  
 Tot Rev per Cap: \$9.82  
 Tot Inc per Cap: \$1.72  
 Profit Margin: 17.6%  
 Retail \$: 2.7 Bil (# 68)

12+ METRO 1/4/SHARE	FAL 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLEV-F 132/13.2	7.7	11.7	7.0	9.9	1. WLEV-F 148	1. WLEV-F 1763/28.1
2. WZZO-F 101/10.1	8.5	8.1	12.4	8.5	2. WXKW-F 143	2. WZZO-F 1580/21.8
3. WXKW-F 99/ 9.9	10.8	9.1	10.8	9.0	3. WZZO-F 129	3. WAEB 1481/26.0
4. WQQQ-F 88/ 8.8	10.5	12.5	12.1	8.1	4. WQQQ-F 103	4. WXKW-F 1415/18.7
5. WAEB 86/ 8.6	9.1	9.8	8.2	8.2	5. WAEB 88	5. WQQQ-F 1241/18.3
6. WFMZ-F 76/ 7.6	10.8	7.7	4.8	3.9	6. WFMZ-F 83	6. KYW 969/13.2
7. WEST 36/ 3.6	5.4	4.6	4.5	8.4	7. KYW 41	7. WFMZ-F 960/15.3
8. WSAN 34/ 3.4	2.4	.6	2.7	3.7	8. WEST 36	8. WSAN 712/13.1
9. KYW 31/ 3.1	3.6	4.6	3.4	3.3	9. WSAN 34	9. WKAP 601/11.1
10. WKAP 30/ 3.0	3.6	3.0	2.7	6.1	10. WKAP 30	10. WIFI-F 579/ 5.9

12+ FM SHARE (METRO): 65.45% (610 of 932) (A/M 80: 59.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WXKW-F	1. WXKW-F
2. WLEV-F	2. WZZO-F	2. WXKW-F	2. WXKW-F	2. WQQQ-F	2. WLEV-F
3. WAEB	3. WAEB	3. WZZO-F	3. WAEB	3. WLEV-F	3. WAEB
4. WYSP-F	4. WXKW-F	4. WAEB	4. WQQQ-F	4. WFMZ-F	4. WZZO-F

OTHER RATED STATIONS/METRO SHARE

WCRV 1580	Washington, NJ	.8	WIFI-F 92.5	Philadelphia	1.5
WEEX 1230		2.8	WIOQ-F 102.1	Philadelphia	.5
WGPA 1100		.8	WIP 610	Philadelphia	.4
WHOL 1600		.6	WMGK-F 102.9	Philadelphia	.5
WLSH 1410	Lansford	.5	WMMR 93.3	Philadelphia	.6
WRNJ 1000	Hackettstown, NJ	.3	WNBC 660	New York	.7
WYNS 1150	Lehighton	.5	WOR 710	New York	1.7
WABC 770	New York	1.1	WRFY-F 102.5	Reading	.6
WBYO-F 107.5	Boyertown	.5	WUSL-F 98.9	Philadelphia	.4
WCAU 1210	Philadelphia	.3	WWDB-F 96.5	Philadelphia	.5
WEAZ-F 101.1	Philadelphia	1.1	WWSH-F 106.1	Philadelphia	1.8
WFLN-F 95.7	Philadelphia	1.4	WYSP-F 94.1	Philadelphia	1.0
			WZTA-F 105.5	Tamaqua	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	104 (3)	275 (7)	379 (10)	40.7
BTFL MUSIC		193 (4)	193 (4)	20.7
MOR/AC	117 (8)	9 (2)	126 (10)	13.5
COUNTRY	14 (2)	99 (1)	113 (3)	12.1
NEWS/TALK	51 (3)	5 (1)	56 (4)	6.0
BIG BAND	36 (1)		36 (1)	3.9
CLASSICAL		14 (1)	14 (1)	1.5
UNKNOWN		10 (1)	10 (1)	1.1
RELIGION		5 (1)	5 (1)	0.5

932 (35)

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, CONTEMP/AC	, \$40.60 (Eastman)	Rust
WEEX, 1230, 1 KW/250 W	, MOR/AC	ABC-C, \$20.80 (Torbet)	
WEST, 1400, 1 KW/250 W	, BIG BAND (Drake-Chen)	CBS, \$45.00 (Katz)	Sound Communi
WKAP, 1320, 5 KW/1 KW (DA-2)	, CONTEMP/AC	ABC-I, \$18.00 (Buckley)	Gulf/Rahall
WSAN, 1470, 5 KW/500 W (DA-1)	, MOR	NBC, \$11.00 (----)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

ALTOONA

Market # 137  
 Revenue Rank # 182  
 Income Rank # 144  
 APR 14.2  
 SMSA Pop: 137,000  
 CSI: .9 Bil (# 241)

Revenue : \$2,192,933  
 Income : \$ 116,890  
 % Rev Gain: -9.5  
 Stations: 15/9  
 Diaries: 589/233:1  
 CSI HH: 17.4 M (# 308)

National Rev: \$314,466  
 Nat Rev per Cap: \$2.30  
 Tot Rev per Cap: \$16.01  
 Tot Inc per Cap: \$ .85  
 Profit Margin: 5.3%  
 Retail \$: .6 Bil (# 230)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFBG 50/30.7	27.0	22.2	1. WFBG 78	1. WFBG 991/50.3
2. WVAM 26/16.0	17.0	20.4	2. WFBG-F 54	2. WFBG-F 824/23.6
3. WRTA 23/14.1	14.5	10.8	3. WJAC 37	3. WJAC 577/ 2.2
4. WFBG-F 20/12.3	8.8	18.6	4. WJAC-F 36	4. WJAC-F 529/ 4.4
5. WPRR-F 12/ 7.4	8.8	9.6	5. WGMR-F 31	5. WRTA 441/32.6
6. WKMC 7/ 4.3	7.5	6.0	6. WVAM 30	6. WVAM 433/29.8
7. WHPA-F 5/ 3.1	5.0	2.4	7. WRTA 27	7. WGMR-F 401/ 4.5
8. WTRN 3/ 1.8	.6	2.4	8. WPRR-F 20	8. WPRR-F 385/22.2
9. WJAC-F 2/ 1.2	.6	3.0	9. WKMC 12	9. WDVE-F 295/ 2.9
WJOI-F 2/ 1.2	1.3	1.2	10. WDVE-F 10	10. WKMC 194/10.6

12+ FM SHARE (METRO): 29.94% (47 of 157) (A/M 80: 30.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG
	2. WVAM	2. WVAM	2. WVAM	2. WVAM	2. WFBG-F
	3. WPRR-F	3. WPRR-F	3. WRTA	3. WRTA	3. WJAC

OTHER RATED STATIONS/METRO SHARE

WJSM-F 92.7	Martinsburg .6	WJAC 850	Johnstown .6
WGMR-F 101.1	Tyrone .8	WPNT-F 92.9	Pittsburgh 1.2
WDVE-F 102.5	Pittsburgh 1.2		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	16 (3)	69 (5)	43.9
COUNTRY	34 (3)	1 (1)	35 (4)	22.3
BTFL MUSIC		29 (4)	29 (4)	18.5
MOR/AC	23 (1)		23 (1)	14.6
RELIGION		1 (1)	1 (1)	0.6
			157 (15)	

RADIO STATIONS

WJAC, 1290, 5 KW/1 KW (DA-N), ROCK	ABC-C,RKO, \$29.20 (Blair) Gilcom
WKMC, 1370, 5 KW (DAYS,DA) , COUNTRY	NBC, \$10.00 (Pates) (ROARING SPRING)
WRTA, 1240, 1 KW/250 W , MOR	ABC-I, \$16.00 (PRO)
WTRN, 1340, 1 KW/250 W , CONTEMP	MBS, \$ 4.22 (Dome) (TYRONE)
WVAM, 1430, 5 KW/1 KW (DA-2), COUNTRY	, \$24.00 (Torbet)
WFBG-F, 98.1, 30 KW @ 1021, BTFL MUS	CBS, \$29.20 (Blair) Gilcom
WHPA-F, 104.9, 135 W @ 1220, BTFL (?)	NBC, \$ 8.50 (----) (HOLLIDAYS BURG)
WPRR-F, 100.1, 3 KW @ 16, CONTEMP	Source, \$24.00 (Torbet)
WGMR-F, 101.1, 8 KW @ 1060, COUNTRY	MBS, \$ 5.70 (----) Allegheny Net (TYRONE)

Other Stations - See Pittsburgh & Johnstown

TV STATIONS

WOPC Altoona	38	ABC
WTAJ Altoona	10	CBS, Gateway

NEWSPAPERS

Altoona Mirror	E	35,292
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AMARILLO

Market # 191  
 Revenue Rank # 117  
 Income Rank # 233  
 APR 15.9  
 SMSA Pop: 172,700  
 CSI: 1.6 Bil (# 166)

Revenue : \$4,035,361  
 Income : \$ -326,765  
 % Rev Gain: +9.8  
 Stations: 14/12  
 Diaries: 489/353:1  
 CSI HH: 23.4 M (# 64)

National Rev: \$663,862  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$23.36  
 Tot Inc per Cap: \$-1.89  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 138)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KIXZ 49/21.6	19.8	15.2	1. KIXZ 79	1. KIXZ 972/33.5
2. KGNC-F 30/13.2	12.9	13.6	2. KGNC-F 45	2. KGNC 734/20.2
3. KYTX-F 23/10.1	9.4	5.8	3. KGNC 33	3. KGNC-F 569/23.1
4. KPUR 20/ 8.8	9.9	18.8	4. KYTX-F 31	4. KPUR 552/25.4
5. KQIZ-F 18/ 7.9	10.4	10.5	5. KPUR 28	5. KQIZ-F 476/23.5
6. KHBQ-F 14/ 6.2	---	---	6. KQIZ-F 26	6. KD JW 369/15.1
KBUY-F 14/ 6.2	6.9	3.7	7. KD JW 25	7. KYTX-F 336/13.1
8. KD JW 12/ 5.3	10.9	8.4	8. KBUY-F 20	8. KHBQ-F 309/18.9
KGNC 12/ 5.3	11.4	10.5	9. KKYN 19	9. KBUY-F 303/14.0
10. KQIZ 7/ 3.1	1.5	2.6	10. KQIZ 7	10. KKYN 150/ 2.7

12+ FM SHARE (METRO): 48.58% (103 of 212) (A/M 80: 42.27%)

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

OTHER RATED STATIONS/METRO SHARE

KHBJ 1550 Canyon 1.8	KWAS-F 101.9 .4	KZIP 1310 .4
KKYN 1090 Plainview .4		

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	69 (4)	89 (5)	42.0
COUNTRY	63 (4)		63 (4)	29.7
BTFL MUSIC		30 (1)	30 (1)	14.2
MOR/AC	19 (2)		19 (2)	9.0
BIG BAND	7 (1)		7 (1)	3.3
RELIGION		4 (1)	4 (1)	1.9
			212 (14)	

RADIO STATIONS

KD JW, 1010, 5 KW/500 W (DA-2), COUNTRY	, \$18.00 (HR/Stone)	Walton
KGNC, 710, 10 KW (DA-2), MOR	CBS, \$16.50 (Katz)	Stauffer
KIXZ, 940, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$12.50 (Buckley)	Mel Tillis
KPUR, 1440, 5 KW/1 KW (DA-N), ROCK (Burk-Abr)	, \$15.00 (Mc-Guild)	
KQIZ, 1360, 500 W (DAYS), BIG BAND/NOST (Al Ham)	RKO, \$15.13 (Selcom)	Wiskes/Abaris
KBUY-F, 94.1, 54 KW @ 700, CONTEMP	ABC-C, \$10.00 (HR/Stone)	Walton
KGNC-F, 97.9, 45 KW @ 1285, BTFL MUS (Bonne)	NBC, \$16.50 (Katz)	Stauffer
KHBQ-F, 107.1, 3 KW @ 303, ROCK	ABC-F, \$10.25 (PRO)	
KQIZ-F, 93.1, 71 KW @ 160, ROCK	RKO, \$15.13 (Selcom)	Wiskes-Abaris
KYTX-F, 98.7, 100 KW @ 470, AOR	, \$ 9.00 (Masla)	

TV STATIONS

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

NEWSPAPERS

Amarillo Globe-Times	E	29,989, Morris
Amarillo News	M	42,450, Morris

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 2,017,100  
 APR 16.8  
 Revenue Rank # 94  
 Income Rank # 72  
 CSI: 19.5 Bil (# 13)

Revenue : \$5,052,638  
 Income : \$ 552,950  
 % Rev Gain: -11.0  
 Stations: 36/7  
 Diaries: 1108/1820:1  
 CSI HH: 25.7 M (# 19)

National Rev: \$14,225  
 Nat Rev per Cap: \$ .43  
 Tot Rev per Cap: \$2.67  
 Tot Inc per Cap: \$ .29  
 Profit Margin: 10.9%  
 Retail \$: 10.2 Bil (# 14)

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.

12+ METRO	1/4/SHARE	FAL 80	SPG 80	O/N 79	A/M 79
1. KEZY	49/1.8	2.1	2.3	2.0	1.7
2. KIKF-F	44/1.6	1.0	.5	.4	.8
KEZY-F	44/1.6	1.8	1.6	1.5	1.1
4. KWIZ-F	36/1.3	1.5	.9	1.4	1.4
5. KYMS-F	33/1.2	.7	.9	.5	.9
6. KWIZ	29/1.1	2.1	2.0	2.6	1.9
7. KOCM-F	27/1.0	.8	.8	1.0	.8

12+ METRO	CUME/CUME	RATING
1. KEZY-F	1223/7.6	
2. KEZY	1141/7.1	
3. KWIZ	801/5.0	
4. KIKF-F	619/3.9	
5. KYMS-F	614/3.8	
KWIZ-F	614/3.8	
7. KOCM-F	307/1.9	

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEZY	1. KEZY-F	1. KEZY-F	1. KIKF-F	1. KOCM-F	1. KEZY
2. KEZY-F	2. KYMS-F	2. KIKF-F	2. KWIZ-F	2. KIKF-F	2. KEZY-F

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), AOR	, \$45.25 (Roslin)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, \$44.25 (Buckley)	Davis/Weaver
KEZY-F, 95.9, 2.5 KW @ 330, SOFT AOR	, \$37.75 (Roslin)	
KIKF-F, 94.3, 3 KW @ 245, COUNTRY	, \$30.00 (HR/Stone)	
KOCM-F, 103.1, 2 KW @ 300, BTFL MUSIC	, \$24.00 (----)	Donrey
KWIZ-F, 96.7, 3 KW @ 175, AC/BTFL	, \$35.00 (Buckley)	Davis/Weaver
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, \$10.00 (----)	SBI

LOS ANGELES (Continued)

TV STATIONS

KABC LA 7	ABC, ABC	KNBC LA 4	NBC, NBC
KBSC Corona 52	IND, Oak	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

Long Beach Independent	M	64,709, Knight-Ridder
Long Beach Press Telegram	E	70,704, Knight-Ridder
Los Angeles Times	M	1,024,322
LA Herald-Exam	E	283,710, Hearst
Santa Ana Register	ME	249,392, Freedom

ANCHORAGE

Market # 183  
 Revenue Rank # 87  
 Income Rank # 243  
 APR 15.6  
 SMSA Pop: 180,200  
 CSI: 1.9 Bil (# 145)

Revenue : \$5,435,641  
 Income : \$ -457,160  
 % Rev Gain: +14.1  
 Stations: 11/11  
 Diaries: 437/419:1  
 CSI HH: 32.6 M (# 2)

National Rev: \$847,133  
 Nat Rev per Cap: \$4.70  
 Tot Rev per Cap: \$30.16  
 Tot Inc per Cap: \$-2.54  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 139)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KFQD	42/19.8	19.7	19.4	18.6	15.1	1. KFQD	661/33.1	
2. KHAR	26/12.3	10.5	13.8	14.4	13.2	2. KHAR	485/30.1	
3. KENI	23/10.8	11.0	14.2	14.8	18.4	3. KENI	404/23.3	
4. KKLV-F	22/10.4	12.3	12.5	5.9	9.4	KYAK	393/26.1	
5. KGOT-F	18/ 8.5	7.0	3.9	14.0	10.4	5. KKLV-F	259/17.7	
KRKN-F	18/ 8.5	3.5	3.0	1.7	3.8	6. KGOT-F	228/14.0	
7. KYAK	17/ 8.0	7.5	6.5	6.8	6.6	7. KRKN-F	200/13.0	
8. KNIK-F	13/ 6.1	8.8	5.6	5.1	3.3	KBYR	200/14.4	
9. KBYR	10/ 4.7	7.0	4.3	5.5	4.2	9. KBYR	185/12.4	
10. KANC	8/ 3.8	6.1	5.2	5.1	5.2	10. KANC	163/11.8	

12+ FM SHARE (METRO): 37.31% (75 of 201) (A/M 80: 31.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKLV-F	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
2. KENI	2. KRKN-F	2. KRKN-F	2. KHAR	2. KFQD	2. KHAR
3. KGOT-F	3. KGOT-F	3. KENI	3. KYAK	KYAK	3. KYAK

OTHER RATED STATION/METRO SHARE

KHVN-F 100.5 1.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	65 (2)	58 (3)	123 (5)	61.2
BTFL MUSIC	26 (1)	13 (1)	39 (2)	19.4
COUNTRY	25 (2)		25 (2)	12.4
MOR/AC	10 (1)		10 (1)	5.0
RELIGION		4 (1)	4 (1)	2.0
			201 (11)	

RADIO STATIONS

KANC, 1080, 10 KW , COUNTRY , \$15.50 (Unirep)  
 KBYR, 700, 1 KW/500 W , MOR CBS, \$14.00 (Roslin)  
 KENI, 550, 5 KW , ROCK ABC-C, \$20.50 (Howard)  
 KFQD, 750, 50 KW/10 KW , CONTEMP/AC , \$33.25 (Mc-Guild)  
 KHAR, 590, 5 KW , BTFL MUS (TM) , \$23.75 (Masla)  
 KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY MBS, \$23.50 (HR/Stone)  
 KGOT-F, 101.3, 26 KW @ -66, ROCK MBS, \$13.00 (HR/Stone)  
 KKLV-F, 103.9, 2.8 KW @ 54, ROCK (TM) , \$17.13 (Masla)  
 KNIK-F, 105.5, 3 KW @ 265, BTFL MUS (Bonne) CBS, \$12.00 (Roslin)  
 KRKN-F, 102.1, 25 KW @ 385, ROCK , \$26.50 (----)

TV STATIONS

KENI Anchorage 2 NBC  
 KTVA Anchorage 11 CBS  
 KIMO Anchorage 13 ABC

NEWSPAPERS

Anchorage News M 26,546, McClatchy  
 Anchorage Times E 42,215

APPLETON-OSHKOSH

Market # 132  
 Revenue Rank # 120  
 Income Rank # 205  
 APR 16.1  
 SMSA Pop: 295,400  
 CSI: 2.2 Bil (# 124)

Revenue : \$3,810,211  
 Income : \$ -118,451  
 % Rev Gain: +12.1  
 Stations: 22/13  
 Diaries: 716/413:1  
 CSI HH: 22.2 M (# 107)

National Rev: \$307,114  
 Nat Rev per Cap: \$1.04  
 Tot Rev per Cap: \$12.90  
 Tot Inc per Cap: \$-.40  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 145)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WROE-F 45/11.6	10.2	8.9	1. WIXX-F 100	1. WIXX-F 1546/24.6
2. WNAM 41/10.6	12.3	12.8	2. WGEE 61	2. WNAM 1088/33.9
3. WYTL 36/ 9.3	9.6	7.8	3. WAPL-F 59	3. WGEE 975/13.4
4. WAPL-F 35/ 9.0	5.9	6.7	4. WROE-F 58	4. WKAU-F+ 891/23.6
5. WHBY 34/ 8.8	10.2	11.9	5. WYTL 49	5. WAPL-F 842/17.4
6. WKAU-F+ 33/ 8.5	7.0	8.8	6. WDUZ-F 48	6. WROE-F 697/20.6
WIXX-F 33/ 8.5	8.6	8.1	WNAM 48	7. WOSH-F 689/19.6
8. WOSH-F 23/ 5.9	4.0	7.2	8. WKAU-F+ 46	8. WDUZ-F 655/ 6.6
9. WYNE 14/ 3.6	5.1	2.5	9. WOSH-F 37	9. WYTL 607/18.8
10. WGEE 13/ 3.4	2.9	4.7	10. WHBY 36	10. WHBY 606/22.1

12+ FM SHARE (METRO): 49.86% (178 of 357) (A/M 80: 45.35%)

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

OTHER RATED STATIONS/METRO SHARE

WEMI-F 100.1	Neenah	1.0	WFON-F 107.1	Fond du Lac	.5
WVMS 1570		2.8	WGN 720	Chicago	.8
WCUB 980	Manitowac	1.8	WISS-F+ 102.3	Berlin	1.0
WCWC 1600	Ripon	.5	WLIH-F 93.5	New London	1.0
WDUZ-F 98.5	Green Bay	1.8	WAHC-F 96.7		1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	57 (2)	116 (6)	173 (8)	48.5
COUNTRY	72 (5)	2 (1)	74 (6)	20.7
BTFL MUSIC		52 (2)	52 (2)	14.6
MOR/AC	39 (3)		39 (3)	10.9
BIG BAND	11 (1)		11 (1)	3.1
RELIGION		4 (1)	4 (1)	1.1
UNKNOWN		4 (1)	4 (1)	1.1
			357 (22)	

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS, \$16.50	(----)	Dubuque Tele-Herald
WNAM, 1280, 5 KW/1 KW (DA-1),	ROCK	ABC-I, \$17.00	(Masla)	
WYNE, 1150, 5 KW (DA-N)	, COUNTRY	ABC-E, \$10.00	(Market 4)	
WYTL, 1490, 1 KW/250 W	, COUNTRY	, \$13.00	(HR/Stone)	Midwest Family
WAPL-F, 105.7, 100 KW @ 500,	AOR	, \$17.00	(----)	Dubuque Tele-Herald
WKAU-F+, 104.9, 3 KW @ 700,	CONTEMP	, \$15.00	(Selcom)	Forward
WSOH-F, 103.9, 2.5 KW @ 330,	ROCK	Source, \$10.00	(HR/Stone)	Midwest Family
WROE-F, 94.3, 3 KW @ 320,	BTFL MUS (Schulke)	, \$10.25	(Lotus)	

ALL OTHER STATIONS SEE GREEN BAY

TV AND NEWSPAPER INFO SEE GREEN BAY

ASHEVILLE

Market # 186  
 Revenue Rank # 175  
 Income Rank # 111  
 APR 14.8  
 SMSA Pop: 181,100  
 CSI : 1.2 Bil (# 185)

Revenue : \$2,308,822  
 Income : \$ 241,750  
 % Rev Gain: -2.3%  
 Stations: 14/8  
 Diaries: 642/282:1  
 CSI HH: 18.1 M (# 292)

National Rev: \$206,747  
 Nat Rev per Cap: \$1.14  
 Tot Rev per Cap: \$12.75  
 Tot Inc per Cap: \$1.33  
 Profit Margin: 10.5%  
 Retail \$: .8 Bil (# 190)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWNC 88/39.3	39.2	44.0	1. WWNC 97	1. WWNC 1171/62.0
2. WISE 38/17.0	18.6	14.0	2. WISE 44	2. WISE 658/34.1
3. WLOS-F 31/13.8	14.7	12.5	WLOS-F 44	3. WLOS-F 568/24.9
4. WFBC-F 13/ 5.8	3.4	4.0	4. WFBC-F 40	4. WFBC-F 552/16.1
5. WSKY 10/ 4.5	3.9	1.0	5. WKIT-F 21	5. WKIT-F 438/ 6.7
6. WRAQ 5/ 2.2	2.5	6.5	6. WSKY 15	6. WSKY 323/20.0
WKIT-F 5/ 2.2	1.5	4.0	7. WSPA-F 9	7. WESC-F 173/ 2.4
WFGW 5/ 2.2	2.9	2.0	8. WESC-F 7	8. WSPA-F 141/ 2.4
9. WESC-F 3/ 1.3	---	---	9. WRAQ 5	9. WRAQ 134/ 8.9
WSPA-F 3/ 1.3	---	.5	WFGW 5	10. WMIT-F 126/ 5.0

12+ FM SHARE (METRO): 28.23% (59 of 209) (A/M 80: 23.37%)

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. WWNC	2. WWNC	2. WISE	2. WLOS-F	2. WLOS-F	2. WISE
3. WFBC-F	3. WFBC-F	3. WLOS-F	3. WISE		3. WLOS-F

OTHER RATED STATIONS/METRO SHARE

WBMS 1350	Black Mountain	.4	WMMH 1460	Marshall	1.3
WMIT-F 106.9	Black Mountain	.9	WOKI-F 100.3	Oak Ridge, TN	.9

FORMATS

	AM	FM	TOTAL	%
COUNTRY	92 (3)	8 (2)	100 (5)	47.8
ROCK/AOR/CONTEMP	38 (1)	15 (2)	53 (3)	25.4
BTFL MUSIC		34 (2)	34 (2)	16.3
MOR/AC	15 (2)		15 (2)	7.2
RELIGION	5 (1)	2 (1)	7 (2)	3.3
			209 (14)	

RADIO STATIONS

WFGW, 1010, 50 KW (DAYS,DA) , RELIGION	, \$ ? ? (----)	(BLACK MOUNTAIN)
WISE, 1310, 5 KW/1 KW (DA-N), ROCK	RKO, \$16.00 (Mc-Guild)	Basic
WRAQ, 1380, 5 KW/1 KW (DA-N), MOR	, \$ 8.00 (Carolina)	
WSKY, 1230, 1 KW/250 W , AC	, \$ 9.00 (----)	
WWNC, 570, 5 KW (DA-N) , COUNTRY	NBC, \$51.75 (Katz)	Multimedia
WMIT-F, 106.9, 36 KW @ 3050, RELIGION	, \$ ? ? (----)	(BLACK MOUNTAIN)
WLOS-F, 99.9, 53 KW @ 2624, BTFL MUS (Bonne)	ABC-E, \$16.75 (Torbet)	Wometco
WKIT-F, 102.5, 100 KW @ 332, COUNTRY (Drake-Chen)	ABC-F, \$ 8.00 (Southern)	(HENDERSONVILLE)

Other Stations - See Greenville

ADI, TV and Newspaper info - See Greenville



ATLANTA

Market # 17; ADI # 16  
 Revenue Rank # 11  
 Income Rank # 4  
 APR 14.4  
 SMSA Pop: 2,016,900  
 CSI: 16.3 Bil (# 19)

Revenue : \$33,287,681  
 Income : \$ 9,205,029  
 % Rev Change: +18.8  
 Stations: 21/37  
 Diaries: 1606/1256:1  
 CSI HH: 23.3 M (# 65)

National Rev: \$8,651,314  
 Nat Rev per Cap: \$4.54  
 Tot Rev per Cap: \$17.46  
 Tot Inc per Cap: \$4.83  
 Profit Margin: 27.7%  
 Retail \$: 8.4 Bil (# 17)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA CUME	12+ TSA CUME/MSA CUME RAT
1. WKLS-F	254/10.7	6.6	8.8	8.2	7.7	1. WKLS-F 357	1. WZGC-F 5289/22.9
2. WZGC-F	252/10.6	10.4	10.5	11.1	11.2	2. WZGC-F 350	2. WSB 4922/24.6
3. WSB	249/10.5	10.2	12.1	11.7	15.3	3. WSB 298	3. WKLS-F 3946/17.8
4. WQXI-F	211/ 8.9	10.4	8.2	10.5	8.2	4. WQXI-F 247	4. WQXI-F 3908/19.7
5. WVEE-F	210/ 8.9	8.0	11.9	7.6	6.0	5. WVEE-F 243	5. WVEE-F 2822/14.9
6. WLTA-F	175/ 7.4	6.7	4.2	5.0	3.2	6. WLTA-F 213	6. WPCH-F 2629/12.0
7. WPLO	155/ 6.5	5.1	4.5	5.1	5.0	7. WPCH-F 185	7. WLTA-F 2229/11.5
8. WPCH-F	145/ 6.1	6.8	7.1	7.3	4.9	8. WPLO 163	8. WBIE-F 2095/ 8.7
9. WGST	104/ 4.4	5.0	3.8	5.3	3.9	9. WBIE-F 138	9. WPLO 2089/11.3
10. WSB-F	102/ 4.3	6.0	4.1	5.7	6.4	10. WSB-F 114	10. WSB-F 2008/ 9.9
11. WBIE-F	84/ 3.5	2.7	3.0	2.2	2.9	11. WGST 107	11. WGST 1920/11.3
12. WRNG	70/ 3.0	2.7	3.6	2.5	3.6	12. WRNG 80	12. WAOK 1453/ 8.8

12+ FM SHARE (METRO): 65.05% (1433 of 2203) (A/M 80: 63.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZGC-F	1. WKLS-F	1. WQXI-F	1. WLTA-F	1. WSB	1. WSB
2. WKLS-F	2. WQXI-F	2. WKLS-F	2. WQXI-F	2. WPCH-F	2. WQXI-F+
3. WVEE-F	3. WVEE-F	3. WLTA-F	3. WSB	3. WPLO	3. WKLS-F+
4. WQXI-F	4. WZGC-F	4. WZGC-F	4. WZGC-F	WSB-F	4. WZGC-F
	5. WLTA-F	5. WVEE-F	5. WPLO	5. WLTA-F	5. WLTA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (2)	717 (3)	778 (5)	35.3
MOR/AC	249 (1)	175 (1)	424 (2)	19.2
BLACK/URBAN	78 (3)	210 (1)	288 (4)	13.1
BTFL MUSIC		247 (2)	247 (2)	11.2
COUNTRY	155 (1)	84 (1)	239 (2)	10.8
NEWS/TALK	174 (2)		174 (2)	7.9
RELIGION	29 (2)		29 (2)	1.3
CLASSICAL	14 (1)		14 (1)	0.6
BIG BAND	10 (1)		10 (1)	0.5
			2203 (21)	

ATLANTA 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. WKLS-F	1. WZGC-F	1. WVEE-F	WAOK	1380	2.2
2. WZGC-F	2. WSB	2. WSB	WCOB	1080	Marietta .4
3. WSB	3. WKLS-F	3. WKLS-F	WGKA	1190	.6
4. WQXI-F	4. WQXI-F	4. WZGC-F	WIGO	1340	.4
5. WVEE-F	5. WVEE-F	5. WPLO	WKLS	970	.6
6. WLTA-F	6. WPCH-F	6. WAOK	WQXI	790	2.0
7. WPCH-F	7. WLTA-F	7. WLTA-F	WTJH	1260	.8
8. WPLO	8. WPLO	8. WPCH-F	WYNX	1550	Smyrna .5
9. WBIE-F	9. WBIE-F	9. WQXI-F	WYZE	1480	.8
10. WSB-F	10. WSB-F	10. WGST			
11. WGST	11. WGST				
12. WNGC-F	12. WAOK				
13. WRNG	13. WQXI				
14. WFOX-F	14. WRNG				
15. WAOK	15. WFOX-F				

ADI FM SHARE: 70.05% (2100 of 2998) (A/M 80: 67.14%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00	(Selcom)	BENI
WGST, 920, 5 KW/1 KW	, NEWS	MBS,ABC-E, \$ 55.20	(Katz)	Meredith
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 69.00	(Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW (DA-N)	, CONTEMP/AC		, \$ 50.00	(Blair) Jeff-Pilot
WRNG, 680, 25 KW/10 KW (DA-N)	, TALK	CBS, \$ 46.50	(MMR)	
WSB, 750, 50 KW	, MOR	NBC,MBS, \$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)		Source, \$ 80.00	(Masla)	SJR
WLTA-F, 99.7, 100 KW @ 1000, AC/SOFT		, \$101.88	(Eastman)	Susquehanna
WPCH-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke)		, \$ 96.00	(Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 914, CONTEMP		, \$ 90.00	(Blair)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740, BTFL MUS (FM-100)		, \$ 50.00	(Christal)	Cox
WVEE-F, 103.3, 100 KW @ 450, URBAN/DISCO		ABC-F, \$ 80.00	(Mc-Guild)	Plough
WZGC-F, 92.9, 100 KW @ 910, CONTEMP		ABC-C, \$150.75	(Torbet)	First Media
WFOX-F, 97.1, 100 KW @ 540, ROCK		, \$ 11.00	(----)	(ATHENS)
WNGC-F, 95.5, 100 KW @ 605, COUNTRY		, \$ 11.75	(Southern)	Clarke
				(ATHENS)

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANX	Atlanta	46	IND, Continental
WATL	Atlanta	36	IND
WSB	Atlanta	2	ABC, Cox
WTBS	Atlanta	17	IND, Turner
WXIA	Atlanta	11	NBC, Gannett

NEWSPAPERS

Atlanta Constitution	M	218,807, Cox
Atlanta Journal	E	211,081, Cox

ATLANTIC CITY

Market # 175  
 Revenue Rank # 173  
 Income Rank # 164  
 APR 15.5  
 SMSA Pop: 191,500  
 CSI: 1.5 Bil (# 170)

Revenue : \$2,409,516  
 Income : \$ 57,711  
 % Rev Gain: +13.8  
 Stations: 25/9  
 Diaries: 583/328:1  
 CSI HH: 20.4 M (# 196)

National Rev: \$276,804  
 Nat Rev per Cap: \$1.45  
 Tot Rev per Cap: \$12.58  
 Tot Inc per Cap: \$ .30  
 Profit Margin: 2.4%  
 Retail \$: 1.0 Bil (# 163)

12+ METRO 1/4/SHARE				A/M 80		A/M 79		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	WFGP-F	38/15.4	16.2	19.6	1.	WFGP-F	42	1.	WMGM-F	537/17.9		
2.	WAYV-F	22/ 8.9	12.0	3.0	2.	WMGM-F	38	2.	WFGP-F	527/23.9		
3.	WMMR-F	18/ 7.3	9.5	3.0	3.	WMMR-F	26	3.	WMID	326/16.9		
4.	WMGM-F	17/ 6.9	11.2	11.3	4.	WRDR-F	24	4.	WAYV-F	304/18.7		
5.	WIIN	16/ 6.5	7.5	10.0	5.	WAYV-F	23	5.	WMMR-F	300/13.2		
6.	WOND	15/ 6.1	5.4	7.8	6.	WIIN	18	6.	WOND	289/16.3		
7.	WMID	12/ 4.9	2.1	7.4		WSLT-F	18	7.	WIIN	270/14.5		
8.	WUSS	11/ 4.5	2.1	5.2	8.	WOND	15	8.	WSLT-F	242/ 6.4		
9.	WSLT-F	8/ 3.3	1.7	3.9	9.	WMID	14	9.	WCAU	200/ 9.2		
	WRDR-F	8/ 3.3	2.5	---	10.	WUSS	14	10.	WUSS	189/11.1		

12+ FM SHARE (METRO): 68.00% (153 of 225) (A/M 80: 68.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMMR-F	1. WAYV-F	1. WAYV-F	1. WFGP-F	1. WFGP-F	1. WRDR-F+
2. WAYV-F	2. WMMR-F	2. WMGM-F	2. WMGM-F		2. WFGP-F
WMGM-F	3. WMGM-F	WMMR-F	3. WAYV-F		3. WIIN

OTHER RATED STATIONS/METRO SHARE

WGRF-F	99.3	Pleasantville	2.8	WIOQ-F	102.1	Philadelphia	2.4
WIBG	1520	Ocean City	1.6	WIP	610	Philadelphia	1.6
WRDI	1580	Hammonton	1.2	WMGK-F	102.9	Philadelphia	2.0
KYW	1060	Philadelphia	1.2	WPEN	950	Philadelphia	.4
WCAU	1210	Philadelphia	1.2	WUSL-F	98.9	Philadelphia	.8
WCAU-F	98.1	Philadelphia	1.2	WWDB-F	96.5	Philadelphia	2.0
WEAZ-F	101.1	Philadelphia	3.3	WWSH-F	106.1	Philadelphia	.4
WFLN-F	95.7	Philadelphia	2.0				

FORMATS

	AM	FM	TOTAL	%
MOR/AC	61 (6)	15 (3)	76 (9)	33.4
ROCK/AOR/CONTEMP		70 (5)	70 (5)	31.1
BTFL MUSIC		55 (4)	55 (4)	24.4
NEWS/TALK	6 (2)	5 (1)	11 (3)	4.9
CLASSICAL		5 (1)	5 (1)	2.2
COUNTRY	4 (1)		4 (1)	1.8
BLACK/JAZZ		3 (1)	3 (1)	1.3
BIG BAND	1 (1)		1 (1)	0.4

225 (25)

RADIO STATIONS

WIIN, 1450, 1 KW/250 W, MOR	CBS, \$11.76 (PRO)
WMID, 1340, 1 KW/250 W, MOR	NBC, \$12.00 (Masla)
WOND, 1400, 1 KW/250 W, AC	ABC-E, \$23.50 (Mc-Guild)
WUSS, 1490, 1 KW/250 W, MOR	NBN, \$19.50 (Lotus)
WAYV-F, 95.1, 20 KW @ 300, CONTEMP	, \$20.00 (Roslin)
WFGP-F, 96.9, 50 KW @ 300, BTFL MUS (Bonne)	, \$17.65 (PRO)
WMGM-F, 103.7, 20 KW @ 200, ROCK (TM)	, \$23.50 (Mc-Guild)
WRDR-F, 104.9, 3 KW @ 280, MOR	, \$ 6.00 (----)
WSLT-F, 106.3, 3 KW @ 326, BTFL MUS	, \$11.00 (----)

FOR OTHER STATIONS AND TV STATIONS SEE PHILADELPHIA

NEWSPAPER

Atlantic City Press M 75,134

AUGUSTA, GA

Market # 127  
 Revenue Rank # 143  
 Income Rank # 183  
 APR 14.6  
 SMSA Pop: 308,000  
 CSI: 2.0 Bil (# 140)

Revenue : \$3,022,446  
 Income : \$ 8,137  
 % Rev Gain: -8.5  
 Stations: 17/13  
 Diaries: 747/412:1

National Rev: \$562,389  
 Nat Rev per Cap: \$1.83  
 Tot Rev per Cap: \$9.81  
 Tot Inc per Cap: \$ .03  
 Profit Margin: .3%  
 Retail \$: 1.1 Bil (# 153)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBBQ-F 90/23.6	27.2	23.1	1. WBBQ-F 129	1. WBBQ-F 1656/44.5
2. WGUS-F 50/13.1	5.0	6.9	2. WGUS-F 52	2. WZZW-F 773/27.9
3. WRDW 43/11.3	8.3	6.0	3. WRDW 44	3. WGUS-F 589/18.4
4. WZZW-F 40/10.5	7.7	5.8	4. WZZZ-F 43	4. WRDW 576/20.3
5. WTHB 29/ 7.6	10.4	8.0	5. WTHB 32	5. WBBQ 458/15.5
6. WNEZ-F 24/ 6.3	4.1	5.5	6. WNEZ-F 29	6. WTHB 400/14.5
7. WYMX-F 16/ 4.2	4.1	5.5	7. WYMX-F 19	7. WGAC 364/12.1
8. WGAC 15/ 3.9	5.9	7.4	8. WGAC 17	8. WNEZ-F 362/11.0
9. WBBQ 14/ 3.7	6.8	9.1	9. WTHO-F 15	9. WYMZ-F 348/11.1
10. WGUS 13/ 3.4	5.3	2.2	10. WBBQ 14	10. WTHO-F 222/ 2.1

12+ FM SHARE (METRO): 64.11% (234 of 365) (A/M 80: 53.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WGUS-F	1. WBBQ-F+
2. WYMX-F	2. WRDW	2. WZZW-F	2. WGUS-F	2. WBBQ-F	
3. WRDW	WZZW-F	3. WGUS-F	3. WZZZ-F	3. WNEZ-F	

OTHER RATED STATIONS/METRO SHARE

WAKN 990 Aiken .5	WCOS-F 97.9 Columbia, SC .5
WBIA 1230 3.1	WTHO-F 101.7 Thomson 1.3
WKZK 1600 .8	WWDW-F 101.3 Sumter .5
	WPBM-F 95.9 Aiken 1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	14 (1)	151 (4)	165 (5)	45.2
BLACK	72 (2)	2 (1)	74 (3)	20.3
COUNTRY	15 (2)	57 (3)	72 (5)	19.7
MOR/AC	30 (3)		30 (3)	8.2
BTFL MUSIC		24 (1)	24 (1)	6.6
			365 (17)	

RADIO STATIONS

WBBQ, 1340, 1 KW/250 W , ROCK	ABC-C, \$43.20 (Eastman)
WGAC, 580, 5 KW/1 KW (DA-N), MOR	, \$17.00 (Katz) Beasley
WGUS, 1380, 1 KW (DAYS) , COUNTRY	, \$16.50 (Selcom)
WRDW, 1480, 5 KW (DA-N) , BLACK	, \$ 8.50 (PRO)
WTHB, 1550, 5 KW (DAYS) , BLACK (Drake-Chen)	NBN, \$11.50 (Torbet)
WNEZ-F, 99.3, 3 KW @ 300, BTFL MUS	, \$ 8.00 (----) (AIKEN, SC)
WBBQ-F, 104.3, 100 KW @ 550, ROCK	, \$43.20 (Eastman)
WGUS-F, 102.3, 3 KW @ 280, COUNTRY	, \$16.50 (Selcom)
WYMX-F, 105.7, 50 KW @ 83, AOR (Burk-Abr)	Source, \$15.00 (Mc-Guild)
WZZW-F, 103.1, 3 KW @ 300, CONTEMP (Drake-Chen)	, \$17.00 (Torbet)
WTHO-F, 101.7, 3 KW @ 300, COUNTRY	, \$ 5.60 (----) (THOMSON)

TV STATIONS

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

NEWSPAPERS

Augusta Chronicle M 56,262, Morris	Augusta Herald E 18,357, Morris
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AUSTIN

Market # 76  
 Revenue Rank # 68  
 Income Rank # 37  
 APR 17.4  
 SMSA Pop: 541,900  
 CSI: 4.2 Bil (# 76)

Revenue: \$6,755,139  
 Income: \$1,234,650  
 % Rev Gain: +8.1  
 Stations: 19/14  
 Diaries: 894/606:1  
 CSI HH: 22.8 M (# 82)

National Rev: \$1,263,164  
 Nat Rev per Cap: \$2.51  
 Tot Rev per Cap: \$13.42  
 Tot Inc per Cap: \$2.45  
 Profit Margin: 18.3%  
 Retail \$: 2.8 Bil (# 63)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KHFI-F 121/15.7	12.7	16.7	8.2	7.5	1. KHFI-F 127	1. KHFI-F 1479/32.1
2. KVET 88/11.4	11.8	11.6	12.0	15.0	2. KVET 98	2. KOKE-F 1216/25.3
3. KLBJ-F 86/11.2	6.8	7.8	11.2	8.8	3. KOKE-F 95	3. KVET 1107/21.5
4. KOKE-F 85/11.0	9.2	8.8	7.6	7.7	4. KASE-F 94	4. KASE-F 1055/20.8
5. KASE-F 84/10.9	13.5	10.6	17.1	13.4	5. KLBJ-F 89	5. KLBJ-F 1041/22.0
6. KCSW-F 40/ 5.2	5.2	7.4	5.9	7.4	6. KCSW-F 44	6. KTSA 925/14.0
7. KLBJ 34/ 4.4	6.6	3.0	5.7	5.4	7. KTSA 42	7. KLBJ 799/15.1
8. KTSA 29/ 3.8	4.7	3.7	4.3	4.7	8. KLBJ 38	8. KCSW-F 702/14.6
9. KMXX-F 28/ 3.6	1.7	4.0	1.4	2.1	9. KMXX-F 29	9. KNOW 517/11.2
10. KOKE 21/ 2.7	3.1	2.4	1.4	1.5	10. KOKE 22	10. KOKE 349/ 7.4

12+ FM SHARE (METRO): 65.09% (455 of 699) (A/M 80: 64.92%)

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

OTHER RATED STATIONS/METRO SHARE

KGTN+ 1530	Georgetown	1.4	KELG 1440	Elgin	1.2
KIXL 970		2.2	KIXS-F 93.3	Killeen	1.0
KNOW 1490		2.2	KONO 860	San Antonio	.4
KTAE 1260	Taylor	1.4	WOAI 1200	San Antonio	.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (2)	215 (3)	247 (5)	35.3
COUNTRY	137 (5)	88 (2)	225 (7)	32.2
MOR/AC	51 (2)	40 (1)	91 (3)	13.0
BTFL MUSIC		84 (1)	84 (1)	12.0
SPANISH		28 (1)	28 (1)	4.0
RELIGION	17 (1)		17 (1)	2.4
NEWS/TALK	7 (1)		7 (1)	1.0
			699 (19)	

RADIO STATIONS

KLBJ, 590, 5 KW/1 KW (DA-N), AC	CBS,MBS, \$35.00 (Eastman)
KOKE, 1370, 1 KW (DAYS), COUNTRY	, \$26.40 (HR/Stone)
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$51.25 (Katz)
KASE-F, 100.7, 98 KW @ 510, BTFL MUS (TM)	, \$51.25 (Katz)
KCSW-F, 103.7, 97 KW @ 580, AC/CONTEMP	ABC-F, \$26.00 (Mc-Guild) Mayes
KHFI-F, 98.3, 1.3 KW @ 418, ROCK	RKO, \$31.00 (Torbet)
KLBJ-F, 93.7, 100 KW @ 1057, AOR	, \$35.00 (Eastman)
KMXX-F, 102.3, 741 W @ 550, SPANISH/BLACK	, \$10.00 (Savalli)
KOKE-F, 95.5, 10 KW @ 265, COUNTRY	, \$26.40 (HR/Stone)

KIXS-F - See Killeen Condensed Report

KTSA - See San Antonio

TV STATIONS

KTBC Austin 7	CBS, Times-Mirror
KTVV Austin 36	NBC, LIN
	KVUE Austin 24
	ABC, Detroit News

NEWSPAPERS

Austin Amer-Statesman	ME 127,078, Cox
Austin Citizen	E 14,742

BAKERSFIELD

Market # 101  
 Revenue Rank # 86  
 Income Rank # 114  
 APR 17.0  
 SMSA Pop: 395,400  
 CSI: 2.7 Bil (# 109)

Revenue : \$5,437,035  
 Income : \$ 230,260  
 % Rev Gain: +10.1  
 Stations: 34/24  
 Diaries: 573/690:1  
 CSI HH: 19.9 M (# 223)

National Rev: \$1,369,716  
 Nat Rev per Cap: \$3.65  
 Tot Rev per Cap: \$14.47  
 Tot Inc per Cap: \$ .61  
 Profit Margin: 4.2%  
 Retail \$: 1.8 Bil (# 95)

12+ METRO 1/4/SHARE	FAL 80	SPG 80	A/M 79		12+ CUME/CUME RATING
1. KUZZ 99/17.8	16.9	15.6	12.8		1. KUZZ 932/28.5
2. KKXX-F 59/10.6	11.4	13.4	13.2		2. KKXX-F 726/22.2
3. KGFM-F 39/ 7.0	9.0	5.1	7.0		3. KERN 674/20.6
4. KERN 34/ 6.1	9.2	9.3	9.9	TSA AND METRO	4. KAFY 448/13.7
5. KWAC 33/ 5.9	5.1	2.9	5.9	ARE THE SAME	5. KGFM-F 427/13.0
6. KAFY 29/ 5.2	5.1	3.9	4.4		6. KPMC 333/10.2
7. KLYD-F 26/ 4.7	5.8	4.1	5.1		7. KLYD-F 315/ 9.6
8. KPMC 16/ 2.9	1.9	2.0	3.3		8. KGEO 287/ 8.8
9. KNTB 13/ 3.3	.5	.7	3.7		9. KWAC 200/ 6.1
10. KTKR 12/ 2.2	1.7	---	---		10. KNTB 174/ 5.3

12+ FM SHARE (METRO): 35.35% (175 of 495) (A/M 80: 38.70%)

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

OTHER RATED STATIONS/METRO SHARE

KCHJ 1010	Delano	1.1	KFRE 940	Fresno	.7
KDOL 1340	Mojave	.9	KJOP 1240	Lemoore	.7
KGEO 1230		2.0	KJUG-F 106.7	Tulare	.9
KHIS-F+ 96.5		1.8	KLOS-F 95.5	Los Angeles	1.3
KMGN-F 97.7	Shafter	1.4	KMET-F 94.7	Los Angeles	.7
KVLI 1140	Lake Isabella	1.3	KMJ 580	Fresno	.5
KWSO 1050	Wasco	.4	KMPC 710	Los Angeles	1.4
KXEM 1590	McFarland	1.6	KNX-F 93.1	Los Angeles	.4
KZIQ 1360	Ridgecrest	.4	KOST-F 103.5	Los Angeles	.5
KZIQ-F 92.7	Ridgecrest	1.4	KRTH-F 101.1	Los Angeles	.7
KBIG-F 104.3	Los Angeles	.5	XTRA 690	Tijuana	1.6
KFI 640	Los Angeles	2.0			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	98 (6)	80 (5)	178 (11)	36.0
COUNTRY	112 (4)	5 (1)	117 (5)	23.6
BTFL MUSIC		53 (4)	53 (4)	10.7
MOR/AC	19 (2)	30 (2)	49 (4)	9.9
SPANISH	46 (3)		46 (3)	9.3
NEWS/TALK	21 (2)		21 (2)	4.2
OTHERS/UNKNOWN	19 (2)		19 (2)	3.8
RELIGION	5 (2)	7 (1)	12 (3)	2.4
			495 (34)	

RADIO STATIONS

KAFY, 550, 1 KW (DA-N), ROCK		\$20.00 (Mc-Guild)
KERN, 1410, 1 KW, ROCK	ABC-C,	\$20.50 (MMR) Cleveland Outdoor
KGEO, 1230, 1 KW/250 W, OLDIES	NBC,	\$12.00 (Selcom)
KNTB, 1350, 1 KW (DAYS), NEWS/TALK	ABC-E,ABC-I,	\$15.00 (CBS FM)
KPMC, 1560, 10 KW (DA-1), MOR	CBS,MBS,	\$15.00 (Buckley)
KTKR, 1310, 1 KW (DAYS), VARIOUS		\$ 4.50 (----) (TAFT)
KUZZ, 970, 1 KW (DA-2), COUNTRY		\$32.55 (Christal) Buck Owens
KWAC, 1490, 1 KW/250 W, SPANISH		\$14.20 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

BALTIMORE

Market # 14; ADI # 19  
 Revenue Rank # 16  
 Income Rank # 10  
 APR 17.5  
 SMSA Pop: 2,174,000  
 CSI: 17.2 Bil (# 17)

Revenue : \$25,573,773  
 Income : \$ 5,207,956  
 Rev Gain: +2.8  
 Stations: 34/34  
 Diaries: 1612/1349:1  
 CSI HH: 22.8 M (# 85)

National Rev: \$7,034,542  
 Nat Rev per Cap: \$3.26  
 Tot Rev per Cap: \$11.86  
 Tot Inc per Cap: \$2.41  
 Profit Margin: 20.4%  
 Retail \$: 9.3 Bil (# 16)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBAL	302/9.5	11.2	11.0	13.5	1. WBAL 319	1. WBAL	4444/22.0
2. WIYY-F	264/8.3	8.7	9.9	7.7	2. WIYY-F 288	2. WFBR	3497/18.9
3. WLIF-F	250/7.8	6.7	8.9	7.4	3. WLIF-F 271	3. WIYY-F	3297/16.7
4. WXYV-F	245/7.7	6.2	6.2	7.6	4. WPOC-F 253	4. WLIF-F	3121/16.2
5. WCBM	211/6.6	5.5	5.9	5.1	5. WXYV-F 249	5. WCBM	3070/15.8
6. WPOC-F	201/6.3	7.7	6.0	6.3	6. WCBM 219	6. WCAO	2848/14.3
7. WFBR	180/5.6	3.8	4.0	6.2	7. WFBR 185	7. WXYV-F	2807/14.7
8. WBSB-F	156/4.9	4.7	3.9	2.1	8. WBSB-F 167	8. WBSB-F	2758/13.9
9. WMAR-F	152/4.8	5.3	4.6	3.8	9. WMAR-F 153	9. WPOC-F	2568/11.1
10. WWIN	120/3.8	3.6	3.9	4.3	10. WWIN 120	10. WMAR-F	1857/ 9.7
11. WCAO	109/3.4	4.0	4.2	3.8	11. WCAO 116	11. WWIN	1581/ 8.7
12. WITH	77/2.4	.9	1.2	1.4	12. WITH 77	12. WLPL-F	1532/ 8.3

12+ FM SHARE (METRO): 59.02% (1702 of 2884) (A/M 80: 54.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WCBM	1. WBAL	1. WBAL
2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WPOC-F	2. WPOC-F	2. WCBM
3. WBSB-F	3. WBSB-F	3. WCBM	3. WLIF-F	3. WLIF-F	3. WIYY-F
4. WLPL-F	4. WCBM	4. WPOC-F	4. WXYV-F	4. WCBM	4. WLIF-F
5. WWIN	5. WFBR	5. WBSB-F	5. WFBR	5. WMAR-F	5. WPOC-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	112 (2)	693 (8)	805 (10)	27.9
MOR/AC	693 (3)	20 (1)	713 (4)	24.7
BLACK/URBAN	160 (3)	309 (3)	469 (6)	16.3
BTFM MUSIC		417 (3)	417 (3)	14.5
COUNTRY	8 (1)	208 (2)	216 (3)	7.5
BIG BAND	125 (2)		125 (2)	4.3
NEWS/TALK	55 (2)		55 (2)	1.9
RELIGION	12 (1)	35 (1)	47 (2)	1.6
UNKNOWN	17 (1)	20 (1)	37 (2)	1.3
			<u>2884 (34)</u>	

BALTIMORE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WBAL	1. WBAL	1. WXYV-F	WAYE 860	1.5
2. WIYY-F	2. WFBR	2. WBAL	WBMD 750	.5
3. WLIF-F	3. WIYY-F	3. WIYY-F	WEBB 1360	.7
4. WXYV-F	4. WLIF-F	4. WCBM	WKTK-F 105.7	.9
5. WPOC-F	5. WCBM	5. WPOC-F	WLPL-F 92.3	1.7
6. WCBM	6. WCAO	6. WWIN	WNAV-F 99.1	Annapolis .5
7. WFBR	7. WXYV-F	7. WLIF-F	WRBS-F 95.1	1.1
8. WBSB-F	8. WBSB-F	8. WBSB-F	WSID 1010	.6
9. WMAR-F	9. WPOC-F	9. WFBR	WTOW 1570	Towson .4
10. WWIN	10. WMAR-F	10. WITH	WTTR-F 100.7	Westminster .6
11. WCAO	11. WWIN		WASH-F 97.1	Washington .6
12. WITH	12. WLPL-F		WHUR-F 96.3	Washington 1.4
13. WBKZ-F	13. WBKZ-F		WKYS-F 93.9	Washington .6
14. WLPL-F	14. WITH		WPGC-F+ 95.5	Washington 1.6
WPGC-F+	15. WWDC-F		WVKX-F+ 105.9	Washington .5
			WRC 980	Washington .8
			WRQX-F 107.3	Washington 1.1
			WTOP 1500	Washington .9
			WWDC-F 101.1	Washington 1.1

ADI FM SHARE: 59.88% (1809 of 3021) (A/M 80: 54.88%)

AM STATIONS

WAYE, 860, 1 KW (DAYS,DA), BIG BAND (Orake-Chen)	, \$25.00	(Buckley)	Mortenson
WBAL, 1090, 50 KW (DA-N), MOR	ABC-E, \$77.00	(Blair)	Hearst
WCAO, 600, 5 KW (DA-1), CONTEMP/AC	ABC-C, \$60.00	(Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW (DA-1), AC/MOR	CBS, \$93.25	(Katz)	Metromedia
WFBR, 1300, 5 KW (DA-1), AC/MOR	NBC, \$61.13	(MMR)	
WITH, 1230, 1 KW/250 W, BIG BAND/NOST (Al Ham)	MBS, \$25.00	(Selcom)	BENI
WWIN, 1400, 1 KW, BLACK	NBN, \$34.00	(Howard)	

FM STATIONS

WBKZ-F, 95.9, 5 KW @ 400, CONTEMP	, \$32.13	(MMR)	
WBSB-F, 104.3, 50 KW @ 422, ROCK	MBS, \$42.50	(Torbet)	Scripps-Howard
WIYY-F, 97.9, 50 KW @ 946, AOR (Burk-Abr)	Source, \$90.00	(Blair)	Hearst
WLIF-F, 101.9, 14 KW @ 961, BTFL MUS (Schulke)	, \$77.50	(Christal)	Cox
WLPL-F, 92.3, 20 KW @ 400, ROCK	RKO, \$34.00	(UBC)	United
WMAR-F, 106.5, 50 KW @ 620, BTFL MUS (FM-100)	, \$43.75	(Katz)	Abell
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	ABC-I, \$90.00	(Eastman)	Nationwide
WXYV-F, 102.7, 50 KW @ 400, DISCO/URBAN	, \$80.00	(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	149,092, Hearst
Baltimore Sun	E	167,533, Abell
	M	166,049, Abell



BATON ROUGE

Market # 86  
 Revenue Rank # 85  
 Income Rank # 45  
 APR 17.9  
 SMSA Pop: 482,100  
 CSI: 3.8 Bil (# 86)

Revenue : \$5,463,766  
 Income : \$1,011,790  
 % Rev Gain: -2.5  
 Stations: 13/12  
 Diaries: 448/1017:1  
 CSI HH: 24.0 M (# 43)

National Rev: \$624,261  
 Nat Rev per Cap: \$1.37  
 Tot Rev per Cap: \$11.99  
 Tot Inc per Cap: \$2.22  
 Profit Margin: 18.5%  
 Retail \$: 2.2 Bil (# 83)

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	80	80	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WFMF-F	136/19.0	18.1	20.6	14.1	15.6	1. WFMF-F	174	1. WYNK-F	1813/23.8
2. WYNK-F	93/13.0	11.1	14.5	12.8	12.8	2. WYNK-F	173	2. WFMF-F	1752/30.6
3. WXOK	77/10.8	11.8	9.4	21.2	11.1	3. WQXY-F	103	3. WAFB-F	1600/15.9
WQXY-F	77/10.8	11.1	11.6	11.5	9.8	WAFB-F	103	4. WQXY-F	1039/19.1
5. WLCS	47/ 6.6	9.9	8.3	7.6	9.0	5. WXOK	90	5. WLCS	905/20.5
6. WTKL	39/ 5.5	5.5	---	---	---	6. WLCS	53	6. WXOK	884/17.4
WAFB-F	39/ 5.5	6.3	6.4	4.8	4.7	7. KSMB-F	47	7. WJBO	745/16.3
8. WYNK	37/ 5.2	2.2	4.1	4.1	6.2	8. WTKL	44	8. WIBR	589/12.8
9. WIBR	32/ 4.5	5.8	5.4	6.3	7.7	9. WIBR	39	9. WYNK	498/10.4
10. WJBO	30/ 4.2	7.7	7.6	8.2	10.7	10. WYNK	38	10. WTKL	479/10.3

12+ FM SHARE (METRO): 53.85% (350 of 650) (A/M 80: 57.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
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. WFMF-F	2. WYNK-F	2. WFMF-F
3. WLCS	3. WXOK	3. WXOK	3. WQXY-F	3. WIBR	3. WAFB-F
4. WTKL	4. WAFB-F	4. WQXY-F	4. WXOK	4. WXOK	4. WXOK

OTHER RATED STATIONS/METRO SHARE

WLUX	1550		1.8	KSMB-F	94.5	Lafayette	.7
WSLG	1090	Donaldsonville	2.1	WWL	870	New Orleans	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	47 (1)	180 (3)	227 (4)	34.9
COUNTRY	84 (3)	93 (1)	177 (4)	27.2
BLACK	116 (2)		116 (2)	17.8
BTFL MUSIC		77 (1)	77 (1)	11.8
MOR/AC	40 (2)		40 (2)	6.2
RELIGION	13 (1)		13 (1)	2.0
			650 (14)	

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$19.00 (Katz)
WJBO, 1150, 5 KW (DA-1), MOR	MBS, \$22.25 (Blair) Manship
WLCS, 910, 1 KW (DA-1), ROCK (Burk-Abr)	, \$19.50 (Mc-Guild) Air Waves
WTKL, 1260, 1 KW (DAYS), BLACK (TM)	, \$19.00 (PRO)
WXOK, 1460, 5 KW/1 KW (DA-N), BLACK	NBN, \$24.00 (Selcom) Security
WYNK, 1380, 5 KW (DAYS,DA), COUNTRY	ABC-E, \$19.06 (Torbet)
WAFB-F, 98.1, 100 KW @ 1550, ROCK (Drake-Chen)	CBS, \$15.75 (Katz)
WFMF-F, 102.5, 100 KW @ 475, ROCK	ABC-F, \$31.15 (Blair) Manship
WQXY-F, 100.7, 100 KW @ 750, BTFL MUS (Schulke)	, \$19.50 (Mc-Guild) Air Waves
WYNK-F, 101.5, 100 KW @ 403, COUNTRY	ABC-I, \$35.00 (Torbet)

KSMB-F - See Lafayette

TV STATIONS

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

NEWSPAPERS

Baton Rouge State-Times	E	43,192
Baton Rouge Advocate	M	76,684

BEAUMONT-PORT ARTHUR-ORANGE

Market # 104  
 Revenue Rank # 123  
 Income Rank # 250  
 APR 14.4  
 SMSA Pop: 383,600  
 CSI: 3.4 Bil (# 92)

Revenue : \$3,622,672  
 Income : \$ -943,980  
 % Rev Gain: -8.0  
 Stations: 17/13  
 Diaries: 736/521:1  
 CSI HH: 24.1 M (# 41)

National Rev: \$621,255  
 Nat Rev per Cap: \$1.71  
 Tot Rev per Cap: \$9.95  
 Tot Inc per Cap: \$-2.59  
 Profit Margin: ---  
 Retail \$: 2.1 Bil (# 86)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KQXY-F 49/11.0	8.7	10.9	9.6	5.7	1. KYKR-F 56	1. KLVI 1016/23.4
2. KAYD-F 45/10.1	10.8	4.0	4.9	3.0	2. KAYD-F 55	2. KYKR-F 879/22.9
3. KYKR-F 43/ 9.6	12.3	13.2	8.2	7.3	3. KQXY-F 54	3. KIOC-F 831/19.3
4. KLVI 39/ 8.7	13.5	8.9	9.4	9.7	4. KLVI 51	4. KAYD-F 645/17.3
KALO 39/ 8.7	2.5	5.5	6.2	8.5	5. KIOC-F 45	5. KHYS-F 587/11.6
6. KWIC-F 30/ 6.7	1.8	5.0	5.3	9.3	6. KHYS-F 43	6. KQXY-F 580/15.1
7. KIOC-F 28/ 6.3	4.5	5.5	4.5	4.9	7. KALO 40	7. KWIC-F 548/16.0
8. KHYS-F 25/ 5.6	4.0	3.7	5.1	3.4	8. KWIC-F 31	8. KZOM-F 434/10.4
9. KJET 19/ 4.3	2.5	5.0	5.8	7.7	9. KTRH 30	9. KTRH 418/10.5
KZOM-F 19/ 4.3	6.3	6.7	3.3	3.4	10. KZOM-F 23	10. KALO 375/11.0

12+ FM SHARE (METRO): 60.98% (250 of 410) (A/M 80: 58.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWIC-F	1. KAYD-F	1. KAYD-F	1. KLVI	1. KQXY-F	1. KLVI
2. KHYS-F	2. KALO	2. KALO	2. KQXY-F	2. KLVI	2. KAYD-F
KALO	3. KIOC-F	KYKR-F	3. KYKR-F	3. KYKR-F	3. KYKR-F

OTHER RATED STATIONS/METRO SHARE

KAYC 1450 .9	KOGT 1600 2.5	KOLE 1340 2.9
KPAC 1250 2.7	KZZB-F 95.1 2.5	KTRH 740 Houston 4.0
KDLF 1150 Port Neckes 1.1		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	50 (2)	88 (2)	138 (4)	33.7
ROCK/AOR/CONTEMP		113 (5)	113 (5)	27.6
BLACK	58 (2)		58 (2)	14.1
BTFL MUSIC		49 (1)	49 (1)	12.0
MOR/AC	34 (4)		34 (4)	8.3
NEWS/TALK	18 (1)		18 (1)	4.4
			410 (17)	

RADIO STATIONS

KALO, 990, 1 KW (DA-1), BLACK	ABC-I, \$26.00 (Selcom) Security
KJET, 1380, 1 KW (DAYS), BLACK	SBN, \$15.00 (Eastman)
KLVI, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$36.31 (Torbet) Hicks
KAYD-F, 97.5, 50 KW @ 320, COUNTRY	, \$14.25 (HR/Stone) Texas Coast
KHYS-F, 98.5, 65 KW @ 380, ROCK	Source, \$18.00 (PRO) Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, SOFT ROCK (Century 21)	RKO, \$15.00 (Christal)
KQXY-F, 94.1, 100 KW @ 645, BTFL MUS (Schulke)	NBC, \$25.00 (Mc-Guild) Air Waves
KWIC-F, 107.7, 100 KW @ 389, ROCK	ABC-C, \$17.00 (PRO)
KZOM-F, 104.5, 100 KW @ 440, AOR	, \$10.00 (Buckley)
KYKR-F, 95.3, 100 KW @ 500, COUNTRY	, \$36.31 (Torbet) Hicks

KTRH - See Houston

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

NEWSPAPERS				
Beaumont Enterprise	M	65,281	Jeff-Pilot	
Beaumont Journal	E	14,037	Jeff-Pilot	
Orange Leader	E	11,275		
Port Arthur News	E	26,719	Cox	

BILLINGS

Market # 265  
 Revenue Rank # 152  
 Income Rank # 195  
 APR 13.9  
 SMSA Pop: 107,800  
 CSI: .8 Bil (# 259)

Revenue : \$2,781,432  
 Income : \$ -68,460  
 % Rev Gain: +17.6  
 Stations: 9/9  
 Diaries: 504/214:1  
 CSI HH: 20.5 M (# 194)

National Rev: \$351,152  
 Nat Rev per Cap: \$3.26  
 Tot Rev per Cap: \$25.80  
 Tot Inc per Cap: \$-.64  
 Profit Margin: ---  
 Retail \$: .7 Bil (# 210)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYYA-F 24/19.5	30.2	19.7	1. KGHL 59	1. KGHL 584/32.0
2. KGHL 20/16.3	7.0	9.8	2. KOOK 31	2. KOOK 515/41.0
3. KOOK 19/15.4	23.3	25.8	3. KYYA-F 28	3. KYYA-F 336/31.8
4. KBMY 14/11.4	8.5	9.8	4. KOYN 22	4. KBMY 260/24.4
5. KOOK-F 13/10.6	7.0	---	5. KOOK-F 15	5. KOOK-F 186/16.0
6. KIDX-F 10/ 8.1	6.2	8.3	6. KBMY 14	6. KOYN 157/12.1
KOYN 10/ 8.1	9.3	9.8	7. KIDX-F 10	7. KIDX-F 143/15.4
8. KKOZ-F 6/ 4.9	5.4	12.1	8. KURL 9	8. KURL 98/ 7.1
KURL 6/ 4.9	1.6	1.5	9. KKOZ-F 6	9. KKOZ-F 77/ 7.9

12+ FM SHARE (METRO): 43.44% (53 of 122) (A/M 80: 49.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYA-F	1. KYYA-F	1. KYYA-F	1. KGHL	1. KGHL	1. KGHL
2. KOOK	2. KOOK	2. KGHL	2. KOOK	2. KOOK-F	2. KOOK
3. KGHL	3. KIDX-F	3. KOOK	3. KBMY	KBMY	3. KOYN

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	19 (1)	34 (2)	53 (3)	43.4
COUNTRY	24 (2)		24 (2)	19.7
MOR/AC	20 (1)		20 (1)	16.4
BTFL MUSIC		19 (2)	19 (2)	15.6
RELIGION	6 (1)		6 (1)	4.9
			122 (9)	

RADIO STATIONS

KBMY, 1240, 1 KW/250 W , COUNTRY	ABC-I, \$10.00 (Gillis)	Peoria Jrnl Star
KGHL, 790, 5 KW (DA-N), MOR (Drake-Chen)	CBS, \$16.10 (Eastman)	Hatch
KOOK, 970, 5 KW (DA-N), ROCK	ABC-C, \$18.25 (Torbet)	Matthias
KOYN, 910, 1 KW (DAYS), COUNTRY	ABC-E, \$ 6.50 (P/W)	
KURL, 730, 500 W (DAYS),RELIGION	, \$ 2.50 (A/D)	Christian Ent
KIDX-F, 98.5, 50 KW @ 402, CONTEMP (?)	Source, \$ 6.90 (Eastman)	Hatch
KKOZ-F, 97.1, 35 KW @ 30, BTFL MUS (TM)	, \$ 4.50 (A/D)	Christian Ent
KOOK-F, 102.9, 100 KW @ 750, BTFL MUS (Schulke)	, \$ 8.50 (Torbet)	Matthias
KYYA-F, 93.3, 100 KW @ 700, ROCK	, \$13.00 (Masla)	Meyer

TV STATIONS

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

NEWSPAPER

Billings Gazette      M      59,401, Lee

BINGHAMPTON

Market # 131  
 Revenue Rank # 134  
 Income Rank # 117  
 APR 16.4  
 SMSA Pop: 302,000  
 CSI: 2.1 Bil (# 133)

Revenue : \$3,240,873  
 Income : \$ 218,489  
 % Rev Gain: +20.3  
 Stations: 15/9  
 Diaries: 785/385:1  
 CSI HH: 18.5 M (# 275)

National Rev: \$501,568  
 Nat Rev per Cap: \$1.66  
 Tot Rev per Cap: \$10.73  
 Tot Inc per Cap: \$ .72  
 Profit Margin: 6.7%  
 Retail \$: 1.3 Bil (# 134)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMRV-F 67/16.4	11.4	8.1	1. WMRV-F 81	1. WMRV-F 988/31.2
2. WNBF 64/15.6	10.6	17.6	2. WQYT-F 71	2. WNBF 940/37.1
3. WQYT-F 58/14.2	17.4	19.6	3. WAAL-F 66	3. WAAL-F 860/22.4
4. WAAL-F 47/11.5	12.4	14.5	4. WNBF 64	4. WQYT-F 826/26.3
5. WKOP 42/10.3	6.2	8.9	5. WKOP 44	5. WKOP 603/22.9
6. WWWT-F 29/ 7.1	8.0	3.3	6. WWWT-F 31	6. WINR 564/19.8
7. WINR 20/ 4.9	4.9	4.3	7. WINR 21	7. WENE 521/17.8
8. WENE 17/ 4.2	7.5	3.3	8. WENE 20	8. WWWT-F 443/15.3
9. WGBI-F 7/ 1.7	3.9	1.3	9. WKRZ-F 11	9. WGBI-F 229/ 5.4
10. WKRZ-F 5/ 1.2	---	---	10. WGBI-F 10	10. WAVR 167/ 1.8

12+ FM SHARE (METRO): 59.56% (218 of 366) (A/M 80: 62.43%)

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

OTHER RATED STATIONS/METRO SHARE

WATS 960	Sayre	--	WHCU 870	Ithaca .5
WAVR-F 102.3	Waverly	.7	WNOZ-F 99.9	Cortland .5
WEBO 1330	Owego	.7		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	157 (7)	177 (8)	48.4
MOR/AC	83 (3)	3 (1)	86 (4)	23.5
BTFL MUSIC		58 (1)	58 (1)	15.8
COUNTRY	45 (2)		45 (2)	12.3
			366 (15)	

RADIO STATIONS

WENE, 1430, 5 KW (DA-N)	, MOR/AC (Drake-Chen)	ABC-E, \$20.00 (Masla)
WINR, 680, 1 KW/500 W (DA-2), CONTEMP		ABC-I, \$14.25 (Savalli)
WKOP, 1360, 5 KW/500 W (DA-2), COUNTRY		RKO, CBS, \$13.00 (Howard)
WNBF, 1290, 5 KW (DA-N)	, MOR	NBC, \$21.88 (Blair) Stoner
WAAL-F, 99.1, 7 KW @ 1090, AOR		ABC-F, \$25.00 (Torbet)
WMRV-F, 105.7, 35 KW @ 570, ROCK (Drake-Chen)		Source, \$15.50 (Masla)
WQYT-F, 98.1, 10 KW @ 950, BTFL MUS (Schulke)		, \$21.88 (Blair) Stoner
WWWT-F, 101.7, 1.1 KW @ 450, ROCK/DISCO		ABC-C, \$ 7.50 (Market 4) (OWEGO)

TV STATIONS

WGBI, WKRZ - See NE PA

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

NEWSPAPERS

Binghamton Press	E	66,644, Gannett
Binghamton Sun-Bulletin	M	27,809, Gannett

BIRMINGHAM

Market # 46; ADI # 44  
 Revenue Rank # 42  
 Income Rank # 61  
 APR 17.3  
 SMSA Pop: 850,600  
 CSI: 5.3 Bil (# 56)

Revenue : \$11,312,724  
 Income : \$ 683,018  
 % Rev Gain: +3.5  
 Stations: 22/22  
 Diaries: 1044/815:1  
 CSI HH: 17.9 M (# 297)

National Rev: \$2,558,544  
 Nat Rev per Cap: \$3.09  
 Tot Rev per Cap: \$13.65  
 Tot Inc per Cap: \$ .82  
 Profit Margin: 6.0%  
 Retail \$: 3.5 Bil (# 47)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WZZK-F	163/13.6	7.7	5.5	3.8	3.9	1. WZZK-F 238	1. WZZK-F 2615/23.5
2. WKXX-F	147/12.3	11.1	11.0	13.8	10.1	2. WKXX-F 185	2. WKXX-F 2320/23.3
3. WENN-F	109/ 9.1	11.1	12.4	9.7	7.5	3. WENN-F 142	3. WVOK 1593/13.4
4. WSGN	77/ 6.4	8.3	8.3	6.6	10.2	4. WVOK 95	4. WSGN 1576/21.5
6. WVOK	66/ 5.5	5.6	5.3	3.3	4.9	WQEN-F 95	5. WENN-F 1297/14.8
6. WRKK-F	57/ 4.8	6.6	4.4	5.7	5.8	6. WRKK-F 89	6. WQEN-F 1288/ 3.0
WATV	57/ 4.8	5.7	5.0	5.0	4.5	7. WSGN 80	7. WERC 1237/17.1
8. WAPI-F	56/ 4.7	6.1	6.3	4.3	4.0	8. WAPI-F 77	8. WYDE 1086/12.5
9. WYDE	55/ 4.6	2.9	3.9	4.2	6.3	9. WYDE 67	9. WRKK-F 1036/10.1
10. WERC	54/ 4.5	5.1	4.8	7.9	5.1	10. WQEZ-F 60	10. WAPI-F 944/ 9.7
11. WAPI	49/ 4.1	3.4	2.4	2.9	3.3	11. WATV 57	11. WDJC-F 879/ 6.4
12. WQEZ-F	46/ 3.8	6.1	3.5	6.4	7.0	12. WDJC-F 55	12. WAPI 809/10.3

12+ FM SHARE (METRO): 55.35% (631 of 1140) (A/M 80: 52.38%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	131 (2)	211 (3)	342 (5)	30.0
COUNTRY	138 (5)	163 (1)	301 (6)	26.4
BLACK	121 (3)	109 (1)	230 (4)	20.2
BTFL MUSIC		102 (2)	102 (2)	8.9
RELIGION/GOSPEL	46 (1)	28 (1)	74 (2)	6.5
MOR/AC	49 (1)		49 (1)	4.3
BIG BAND	24 (1)		24 (1)	2.1
UNKNOWN		18 (1)	18 (1)	1.6
			1140 (22)	

BIRMINGHAM

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WZZK-F	1. WZZK-F	1. WZZK-F	WARF 1240	Jasper .3
2. WKXX-F	2. WKXX-F	2. WENN-F	WBUL 1220	2.2
3. WENN-F	3. WSGN	3. WKXX-F	WCRT 1260	2.0
4. WVOK	4. WVOK	4. WSGN	WDJC-F 93.7	2.3
5. WSGN	5. WENN-F	5. WYDE	WENN 1320	3.8
			WJLD 1400	3.2
6. WAPI-F	6. WERC	6. WAPI	WRSM 1540	Sumiton .3
WRKK-F	7. WYDE	7. WERC	WSMQ 1450	Bessemer .8
8. WYDE	8. WAPI-F	8. WVOK	WWWB-F 102.5	Jasper 1.5
9. WATV	9. WRKK-F	9. WQEZ-F		
10. WDJC-F	WDJC-F	10. WJLD	WQEN-F 103.7	Gadsden .6
11. WERC	11. WAPI			
12. WAPI	12. WQEN-F			
WQEZ-F	13. WQEZ-F			
14. WQEN-F	14. WJLD			
WENN	15. WENN			

ADI FM SHARE: 59.77% (1003 of 1678) (A/M 80: 55.17%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), MOR	NBC, \$24.00 (MMR)	Newhouse
WATV, 900, 1 KW (DAYS), BLACK	, \$18.00 (Howard)	
WENN, 1320, 5 KW (DAYS), GOSPEL	NBN, \$48.15 (Selcom)	
WERC, 900, 5 KW (DA-N), CONTEMP	, \$82.50 (Mc-Guild)	Mooney
WJLD, 1400, 1 KW/250 W, BLACK	ABC-C, \$20.50 (HR/Stone)	
WSGN, 610, 5 KW/1 KW (DA-N), CONTEMP	, \$58.88 (Eastman)	Harte-Hanks
WVOK, 690, 50 KW (DAYS), COUNTRY	, \$33.33 (Buckley)	Sanders
WYDE, 850, 50 KW/1 KW (DA-D), COUNTRY	ABC-I, \$38.75 (Katz)	Columbia Pic Ind

FM STATIONS

WAPI-F, 94.5, 100 KW @ 1000, BTFL MUS (FM-100)	, \$24.00 (MMR)	Newhouse
WDJC-F, 93.7, 100 KW @ 871, RELIGION	, \$12.00 (Savalli)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK	NBN, \$64.20 (Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, ROCK	, \$82.50 (Mc-Guild)	Mooney
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM)	MBS, \$25.00 (Blair)	
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$27.50 (Christal)	
WZZK-F, 104.7, 100 KW @ 640, COUNTRY	, \$66.25 (Katz)	Park City
WQEN-F, 103.7, 100 KW @ 1110, ROCK	, \$30.25 (Market 4)	(GADSDEN)

TV STATIONS

WVTM	Birmingham	13	NBC, Times-Mirror
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,074, Newhouse
Birmingham Post-Herald	M	68,349, Newhouse

BLOOMINGTON, ILL

Market # 247  
 Revenue Rank # 168  
 Income Rank # 73  
 APR 15.4  
 SMSA Pop: 124,600  
 CSI: 1.1 Bil (# 209)

Revenue : \$2,488,038  
 Income : \$ 547,566  
 % Rev Gain: +12.7  
 Stations: 11/4  
 Diaries: 510/244:1  
 CSI HH: 23.9 M (# 44)

National Rev: \$236,938  
 Nat Rev per Cap: \$1.95  
 Tot Rev per Cap: \$20.44  
 Tot Inc per Cap: \$4.50  
 Profit Margin: 22.0%  
 Retail \$: .6 Bil (# 232)

12+ METRO 1/4/SHARE	FAL 80	SPG 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJBC 60/39.0	37.3	37.0	40.3	1. WJBC 68	1. WJBC 763/59.1
2. WBNQ-F 28/18.2	18.9	16.0	23.3	2. WBNQ-F 40	2. WBNQ-F 593/38.8
3. WMLA-F 13/ 8.4	7.1	8.3	---	3. WMAQ 27	3. WLS 544/24.8
4. WLS 9/ 5.8	5.3	7.2	8.5	4. WLS 21	4. WMAQ 465/14.1
5. WMAQ 8/ 5.2	4.1	7.2	7.4	5. WMLA-F 15	5. WGN 281/ 8.4
WWCT-F 8/ 5.2	6.5	7.2	4.0	6. WGN 14	6. WMLA-F 188/15.3
7. WIHN-F 7/ 4.5	6.5	3.9	3.4	7. WWCT-F 11	7. WKZW-F 187/ 7.2
8. WGN 5/ 3.2	1.2	1.7	---	8. WKZW-F 10	8. WSWT-F 180/ 6.4
9. WSWT-F 3/ 1.9	1.2	1.7	1.1	9. WBBM 8	9. WBBM 146/ 4.6
10. WKZW-F 2/ 1.3	1.8	1.7	2.3	WSWT-F 8	10. WWCT-F 127/ 7.8

12+ FM SHARE (METRO): 41.78% (61 of 146) (A/M 80: 41.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WLS	2. WJBC	2. WBNQ-F			2. WBNQ-F
	3. WMLA-F	3. WMLA-F			3. WMAQ

OTHER RATED STATION/METRO SHARE

WBBM 780 Chicago 1.3

FORMATS

	AM	FM	TOTAL	%
MOR/AC	65 (2)		65 (2)	44.5
ROCK/AOR/CONTEMP	9 (1)	38 (3)	47 (4)	32.2
COUNTRY	8 (1)	13 (1)	21 (2)	14.4
BTFL MUSIC		10 (2)	10 (2)	6.8
NEWS/TALK	2 (1)		2 (1)	1.4
			146 (11)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR ABC-I, \$33.00 (Buckley)  
 WBNQ-F, 101.5, 50 KW @ 460, ROCK (TM) , \$21.50 (Buckley)  
 WIHN-F, 96.7, 3 KW @ 300, BTFL MUS (FM-100) , \$16.00 (----)  
 WMLA-F, 92.7, 3 KW @ 300, COUNTRY NBC, \$18.50 (Masla)

Other Stations - See Chicago and Peoria

NEWSPAPER

Bloomington Pantagraph AD 51,580

BOISE

Market # 194  
 Revenue Rank # 194  
 Income Rank # 207  
 APR 15.6  
 SMSA Pop: 168,900  
 CSI: 1.2 Bil (# 189)

Revenue : \$2,055,429  
 Income : \$ -130,090  
 % Rev Gain: +1.1  
 Stations: 13/8  
 Diaries: 526/321:1  
 CSI HH: 19.9 M (# 225)

National Rev: \$414,239  
 Nat Rev per Cap: \$2.45  
 Tot Rev per Cap: \$12.17  
 Tot Inc per Cap: \$ .77  
 Profit Margin: ---  
 Retail \$: .9 Bil (# 171)

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KBOI	43/13.1	16.5	11.2	1. KBOI	64	1. KBOI	991/34.7	
2. KBBK-F	36/11.0	3.7	8.0	2. KFXD-F	58	2. KFXD	754/24.5	
KGEM	36/11.0	8.2	10.8	3. KBOI-F	45	3. KGEM	553/20.4	
4. KBOI-F	33/10.1	10.1	11.2	4. KBBK-F	43	4. KFXD-F	539/16.4	
5. KIDQ-F	27/ 8.3	10.9	---	5. KGEM	39	5. KBOI-F	534/17.5	
6. KFXD-F	26/ 8.0	7.1	6.8	6. KBXL-F	37	6. KIDO	457/18.4	
7. KBXL-F	24/ 7.3	9.4	12.0	7. KFXD	33	7. KBBK-F	452/18.2	
8. KIDO	23/ 7.0	7.1	3.6	8. KIDQ-F	32	8. KIDQ-F	370/14.0	
9. KJOT-F	21/ 6.4	3.4	3.6	9. KIDO	31	9. KJOT-F	357/12.3	
10. KFXD	18/ 5.5	9.4	10.8	10. KJOT-F	27	10. KBXL-F	336/11.1	

12+ FM SHARE (METRO): 54.58% (167 of 306) (A/M 80: 52.55%)

<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. KBBK-F	1. KFXD-F	1. KBOI	1. KBOI	1. KGEM	1. KBOI
2. KFXD	2. KIDQ-F	2. KFXD-F	2. KGEM	2. KBOI	2. KGEM
3. KIDQ-F	3. KBOI	3. KIDQ-F	3. KFXD-F	3. KBOI-F	3. KFXD-F

OTHER RATED STATIONS/METRO SHARE

KBGN 1060	Caldwell	2.8	KYME	740	.6
KUUZ-F 96.9	Nampa	2.4			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	18 (1)	97 (4)	115 (5)	37.6
COUNTRY	59 (2)	12 (1)	80 (3)	26.1
BTFL MUSIC		57 (2)	57 (2)	18.6
MOR/AC	43 (1)		43 (1)	14.1
RELIGION	9 (1)		9 (1)	2.9
CLASSICAL/VARIETY	2 (1)		2 (1)	0.7
			306 (13)	

RADIO STATIONS

KBOI, 670, 50 KW/25 KW (DA-N), MOR	NBC, \$20.80 (Katz)
KFXD, 580, 5 KW (DA-N), ROCK	RKO, \$10.25 (Torbet)
KGEM, 1140, 10 KW (DA-N), COUNTRY	ABC-I, \$17.76 (Eastman) Hatch
KIDO, 630, 5 KW (DA-2), COUNTRY	CBS, \$20.03 (Blair)
KBBK-F, 92.3, 44 KW @ 2500, ROCK	, \$ 9.75 (Lotus)
KBOI-F, 97.9, 47 KW @ 2510, BTFL MUS (Bonne)	, \$16.00 (Katz)
KBXL-F, 94.1, 25 KW @ 2500, BTFL MUS (TM)	, \$10.25 (Market 4)
KFXD-F, 94.9, 46 KW @ 2520, ROCK (Drake-Chen)	RKO, \$10.00 (Torbet)
KIDQ-F, 104.3, 43 KW @ 2574, AOR (Burk-Abr)	Source, \$20.03 (Blair)
KJOT-F, 105.1, 43 KW @ 2574, COUNTRY (Drake-Chen)	ABC-I, \$ ? ? (Eastman) Hatch

TV STATIONS

KBCI	Boise	2	CBS
KTVB	Boise	7	NBC, King
KIVI	Nampa	6	ABC

NEWSPAPER

Boise Idaho Statesman M 56,708, Gannett



BOSTON

Market # 6; ADI # 6  
 Revenue Rank # 9  
 Income Rank # 29  
 APR 18.6  
 SMSA Pop: 3,877,600  
 CSI: 33.4 Bil (# 7)

Revenue : \$42,764,849  
 Income : \$ 1,626,803  
 % Rev Change: +10.8  
 Stations: 33/32  
 Diaries: 2263/1713:1  
 CSI HH: 24.7 M (# 29)

National Rev: \$16,047,245  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$10.95  
 Tot Inc per Cap: \$ .42  
 Profit Margin: 3.8%  
 Retail \$: 17.1 Bil (# 6)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	J/A 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WCOZ-F	596/11.1	11.0	9.1	7.8	4.1	1. WCOZ-F	923	1. WBZ 10838/23.7
2. WHDH	457/ 8.5	10.3	9.8	9.5	11.1	2. WBZ	587	2. WCOZ-F 10450/22.5
3. WXKS-F	378/ 7.1	5.0	4.4	5.0	4.4	3. WHDH	517	3. WHDH 7773/22.8
4. WEEI	375/ 7.0	6.5	7.1	5.4	8.0	4. WXKS-F	471	4. WEEI 6748/20.8
5. WBZ	358/ 6.7	8.4	7.9	8.2	9.3	5. WJIB-F	454	5. WROR-F 6149/14.5
6. WJIB-F	339/ 6.3	5.3	7.4	6.2	6.4	6. WEEI	405	6. WRKO 5712/14.7
7. WROR-F	309/ 5.8	4.5	4.4	4.3	4.0	7. WROR-F	401	7. WJIB-F 5647/14.4
8. WBCN-F	210/ 3.9	4.8	4.2	4.4	6.2	8. WBCN-F	320	8. WXKS-F 5298/13.5
9. WVBF-F	199/ 3.7	3.5	4.1	5.6	5.3	9. WAAF-F	301	9. WVBF-F 5129/13.0
WEEI-F	199/ 3.7	3.7	4.7	3.7	2.9	10. WVBF-F	298	10. WBCN-F 4943/12.7
11. WXKS	197/ 3.7	3.0	3.4	3.3	2.8	11. WEEI-F	276	11. WEEI-F 4676/11.5
12. WRKO	173/ 3.2	2.4	2.7	4.0	3.6	12. WXKS	228	12. WAAF-F 4394/ 5.8
13. WITS	139/ 2.6	3.1	2.4	3.6	3.5	13. WRKO	216	13. WHUE-F 2999/ 7.3
14. WHUE-F	117/ 2.2	2.2	2.2	2.0	2.4	14. WHUE-F	182	14. WITS 2719/ 8.1
15. WSSH-F	90/ 1.7	2.0	2.4	2.2	1.6	15. WITS	154	15. WCRB-F 2108/ 5.2

12+ FM SHARE (METRO): 56.70% (2793 of 4926) (A/M 80: 48.32%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	39 (1)	1741 (8)	1780 (9)	36.1
MOR/AC	1112 (6)	365 (2)	1477 (8)	30.0
BTFM MUSIC	30 (1)	574 (4)	604 (5)	12.3
NEWS/TALK	514 (2)		514 (2)	10.4
BIG BAND/NOSTALGIA	197 (1)	20 (1)	217 (2)	4.4
RELIGION	90 (2)		90 (2)	1.8
UNKNOWN	71 (1)	20 (1)	91 (2)	1.8
BLACK	80 (1)		80 (1)	1.6
CLASSICAL		73 (1)	73 (1)	1.5
			4926 (32)	

BOSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WCOZ-F	1. WBZ	1. WCOZ-F	WBOS-F	92.9	Brookline 1.0
2. WBZ	2. WCOZ-F	2. WBZ	WBZ-F	106.7	.7
3. WHDH	3. WHDH	3. WEEI	WCAP	980	Lowell .5
4. WJIB-F	4. WEEI	4. WHDH	WCAS	740	Cambridge .7
5. WXKS-F	5. WROR-F	5. WXKS-F	WCGY-F	93.7	Lawrence .8
6. WEEI	6. WJIB-F	6. WBCN-F	WCRB-F	102.5	1.4
7. WROR-F	7. WRKO	7. WJIB-F	WDLW	1330	1.3
8. WBCN-F	8. WVBF-F	8. WROR-F	WESX	1230	Salem .6
9. WVBF-F	9. WBCN-F	9. WVBF-F	WEZE	1260	.6
10. WAAF-F	10. WXKS-F	10. WRKO	WILD	1090	1.5
11. WEEI-F	11. WEEI-F		WJDA	1300	Quincy 1.3
12. WXKS	12. WAAF-F		WLYN-F	101.7	Lynn .4
13. WRKO	13. WHUE-F		WROL	950	1.1
14. WHUE-F	14. WITS		WSNY	1150	.6
15. WITS	15. WSSH-F		WAAF-F	107.3	Worcester 1.4
			WPLM-F	99.1	Plymouth .4
			WSRS-F	96.1	Worcester .5

ADI FM SHARE: 62.31% (4482 of 7193) (A/M 80: 55.28%)

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, MOR	ABC-E, \$160.00	(RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$133.75	(CBS Spot)	CBS
WHDH, 850, 50 KW (DA-2)	, MOR/AC	, \$226.88	(Blair)	John Blair
WITS, 1510, 50 KW/5 KW (DA-2),	TALK	NBC,MBS, \$ 80.00	(Katz)	Mariner
WRKO, 680, 50 KW (DA-2)	, AC (Burk-Abr)	, \$155.00	(RKO)	RKO
WXKS, 1430, 5 KW (DAYS)	, BIG BAND (Al Ham)	, \$ 46.67	(MMR)	Heftel

FM STATIONS

WBCN-F, 104.1, 50 KW @ 742, AOR	, \$203.12	(Torbet)	Infinity
WCOZ-F, 94.5, 7 KW @ 1140, AOR	, \$202.50	(Blair)	John Blair
WCRB-F, 102.5, 11 KW @ 920, CLASSICAL	, \$ 45.00	(River)	
WEEI-F, 103.3, 12 KW @ 890, SOFT ROCK	, \$115.63	(CBS/FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	, \$ 60.00	(Eastman)	GCC
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Schulke)	, \$105.63	(Christal)	GE
WROR-F, 98.5, 6 KW @ 1191, AC	, \$170.00	(RKO)	RKO
WSSH-F, 99.5, 40 KW @ 550, BTFL MUS (FM-100)	, \$ 40.00	(Buckley)	
WVBF-F, 105.7, 11 KW @ 954, CONTEMP	, \$133.75	(Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, CONTEMP/URBAN	, \$122.50	(MMR)	Heftel

WAAF-F - See Worcester

TV STATIONS

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

NEWSPAPERS

Boston Globe	AD	447,618, Affiliated
Boston Herald American	M	240,703, Hearst

BRIDGEPORT

Market # 98 (52 on county basis)  
 Revenue Rank # 124  
 Income Rank # 133  
 APR 18.6  
 SMSA Pop: 412,500 (814M - County)  
 CSI: 9.3 Bil (# 36)

Revenue : \$3,597,841  
 Income : \$ 175,299  
 % Rev Gain: +25.8  
 Stations: 32/5  
 Diaries: 650/635:1  
 CSI HH: 31.7 M (# 3)

National Rev: \$699,799  
 Nat Rev per Cap: \$1.70  
 Tot Rev per Cap: \$8.75  
 Tot Inc per Cap: \$ .43  
 Profit Margin: +4.9%  
 Retail \$: \$3.5 Bil (# 48)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEZN-F	104/16.0	14.8	16.2	13.7	1. WEZN-F 164	1. WNBC	1993/26.0
2. WICC	102/15.7	14.8	15.1	16.7	2. WICC 119	2. WICC	1969/47.9
3. WNAB	48/ 7.4	7.2	8.3	8.6	3. WNBC 90	3. WEZN-F	1784/26.5
	WNBC 48/ 7.4	7.3	9.2	7.9	4. WCBS 70	4. WCBS	1423/15.4
5. WKCI-F	36/ 5.5	7.3	3.6	3.0	5. WKCI-F 63	5. WKCI-F	902/15.8
6. WPLR-F	35/ 5.4	7.0	6.2	7.2	6. WRKI-F 53	6. WRKI-F	742/ 8.5
7. WDJZ	30/ 4.6	4.2	7.1	6.4	7. WNAB 48	7. WABC	741/ 9.3
8. WRKI-F	24/ 3.7	1.8	2.8	2.4	8. WPLR-F 44	8. WPLR-F	682/14.4
9. WCBS	22/ 3.4	5.7	5.3	4.1	9. WOR 38	9. WNAB	658/18.8
10. WHN	15/ 2.3	1.0	2.1	3.0	WPLJ-F 38	10. WHN	550/ 6.7

12+ FM SHARE (METRO): 44.96% (272 of 605) (A/M 80: 40.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNBC	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WICC
2. WRKI-F	2. WPLR-F	2. WEZN-F	2. WEZN-F	2. WICC	2. WEZN-F
3. WICC	3. WNBC	3. WNBC	3. WNBC	3. WDJZ	3. WNBC
	WKCI-F	4. WPLR-F	4. WKCI-F	4. WNZB	4. WCBS

OTHER RATED STATIONS/METRO SHARE

WABC 770	New York	1.5	WMCA 570	New York	.9
WADS 690	Ansonia	2.3	WMMM 1260	Westport	1.4
WAVZ 1300	New Haven	.8	WNEW 1130	New York	.6
WBLI-F 106.1	Long Island	.8	WOR 710	New York	2.2
WBLS-F 107.5	New York	1.8	WPIX-F 101.9	New York	.3
WCBS-F 101.1	New York	1.1	WPLJ-F 95.5	New York	.6
WDJF-F 107.9	Westport	.3	WQXR-F+ 96.3	New York	1.0
WDRC-F 102.9	Hartford	.5	WRFM-F 105.1	New York	.3
WINS 1010	New York	.6	WWYZ-F 92.5	Waterbury	2.2
WKTU-F 92.3	New York	1.2	WYNY-F 97.1	New York	.8
WLYQ-F 95.9	Norwalk	.6			

FORMATS

	AM	FM	TOTAL	%
MOR/AC	174 (4)	26 (3)	200 (7)	33.1
ROCK/AOR/CONTEMP	58 (2)	115 (9)	173 (11)	28.6
BTFL MUSIC		106 (2)	106 (2)	17.6
NEWS/TALK	46 (4)		46 (4)	7.6
BIG BAND/NOSTALGIA	39 (3)		39 (3)	6.4
BLACK/URBAN		20 (2)	20 (2)	3.3
COUNTRY	15 (1)		15 (1)	2.5
CLASSICAL	1 (1)	5 (1)	6 (2)	1.0
			605 (32)	

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA)	, NOSTALGIA	ABC-E, \$17.50	(Lotus)
WICC, 600, 1 KW/500 W (DA-1),AC/MOR		, \$33.00	(Roslin) WGN Continental
WNAB, 1450, 1 KW/250 W	, MOR/TALK	ABC-I, \$33.25	(Savalli)
WEZN-F, 99.9, 25 KW @ 680, BTFL MUS	<del>WABC</del> (Cascom)	, \$60.00	(Katz) Park City
WRKI-F, 95.1, 50 KW @ 500, ROCK		, \$30.00	(Roslin) (DANBURY)

Other Stations - See New York, New Haven, Hartford

NEWSPAPER

Bridgeport Post Telegram ME 90,701

BUFFALO

Market # 32; ADI # 29  
 Revenue Rank # 29  
 Income Rank # 20  
 APR 16.6  
 SMSA Pop: 1,293,300  
 CSI: 10.3 Bil (# 32)

Revenue: \$15,669,347  
 Income : \$ 2,322,842  
 % Rev Gain: +11.3  
 Stations: 22/21  
 Diaries: 1269/1019:1  
 CSI HH: 22.2 M (# 112)

National Rev: \$4,229,816  
 Nat Rev per Cap: \$3.33  
 Tot Rev per Cap: \$12.13  
 Tot Inc per Cap: \$1.80  
 Profit Margin: 14.8%  
 Retail \$: 5.3 Bil (# 33)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WJYE-F	266/15.5	14.0	13.3	15.6	14.9	1. WJYE-F	293	1. WKBW	3784/30.6
2. WBEN	230/13.4	14.3	12.2	14.3	13.3	2. WBEN	247	WGR	3784/25.8
3. WKBW	166/ 9.7	10.1	9.2	10.9	14.0	WBEN-F	247	3. WBEN-F	3629/22.3
4. WGRQ-F	131/ 7.6	6.0	6.7	3.6	5.4	4. WGR	188	4. WBEN	3418/29.4
5. WBEN-F	121/ 7.1	7.8	9.1	7.7	8.3	WKBW	188	5. WJYE-F	2919/26.0
6. WGR	120/ 7.0	9.5	9.0	11.0	10.5	6. WGRQ-F	163	6. WGRQ-F	2082/15.3
7. WPHD-F	109/ 6.4	4.1	5.0	4.0	3.4	7. WPHD-F	121	7. WBLK-F	954/ 9.1
8. WBLK-F	107/ 6.2	5.9	5.4	5.6	3.8	8. WBLK-F	107	8. WFXZ-F	952/ 7.9
9. WWOL	60/ 3.5	2.8	2.5	3.0	2.7	9. WWOL	71	9. WWOL	835/ 6.6
10. WYRK-F	44/ 2.6	3.5	5.0	3.6	4.3	10. WYRK-F	49	10. WYRK-F	811/ 6.9
11. WFXZ-F	37/ 2.2	1.6	1.4	2.3	1.5	11. WFXZ-F	40	11. WACJ-F	644/ 5.8
12. WACJ-F	29/ 1.7	1.8	1.8	1.3	1.9	12. WACJ-F	32	12. WYSL	617/ 5.8

12+ FM SHARE (METRO): 57.23% (895 of 1564) (A/M 80: 55.28%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	166 (1)	408 (6)	574 (7)	36.7
MOR/AC	391 (5)	37 (1)	428 (6)	27.4
BTFL MUSIC		325 (3)	325 (3)	20.8
BLACK/URBAN	17 (1)	107 (1)	124 (2)	7.9
COUNTRY	68 (2)		68 (2)	4.3
BIG BAND	27 (1)		27 (1)	1.7
RELIGION		18 (1)	18 (1)	1.2
			<u>1564 (22)</u>	

BUFFALO 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. WJYE-F	1. WGR	1. WBEN	WDCX-F	99.5	1.1
2. WBEN	2. WKBW	2. WKBW	WECK	1230	Cheektowaga 1.6
3. WBEN-F	3. WBEN-F	3. WJYE-F	WHLD	1270	Niagara Falls .4
4. WGR	4. WBEN	4. WBLK-F	WJL	1440	Niagara Falls .6
5. WKBW	5. WJYE-F	5. WGR	WUFO	1080	Amherst 1.0
6. WGRQ-F	6. WGRQ-F	6. WGRQ-F	WXRL	1300	Lancaster .5
7. WPHD-F	7. WPHD-F	7. WBEN-F	WYSL	1400	1.4
8. WBLK-F	8. WBLK-F	8. WPHD-F	WZIR-F	98.5	Niagara Falls .5
9. WYRK-F	9. WFXZ-F	9. WWOL	CHRE-F	105.7	St. Catherines .9
10. WYRK-F	10. WWOL	10. WYRK-F	CHUM-F	104.5	Toronto .5
11. WFXZ-F	11. WYRK-F				
12. WHUG-F	12. WACJ-F				
13. WJTN	13. WYSL				
14. WACJ-F	14. WECK				
15. WECK	15. WDCX-F				

ADI FM SHARE: 58.02% (1233 of 2125) (A/M 80: 52.08%)

AM STATIONS

WBEN, 930, 5 KW (DA-N), MOR/AC	NBC, \$100.00 (Eastman)	
WECK, 1230, 1 KW/250 W, BIG BAND/NOST (A1 Ham)	MBS, \$ 14.38 (Buckley)	
WGR, 550, 5 KW (DA-N), MOR	ABC-E, \$123.75 (Katz)	Taft
WKBW, 1520, 50 KW (DA-1), CONTEMP	, \$ 80.00 (Blair)	Capital Citie
WWOL, 1120, 1 KW (DAYS), COUNTRY	ABC-I, \$ 16.25 (RKO)	Associated
WYSL, 1400, 1 KW/250 W, MOR	CBS, \$ 25.00 (Masla)	
WJTN, 1240, 500 W/250 W, MOR	ABC-E, \$ 14.60 (Masla)	Goldman (JAMESTOWN)

FM STATIONS

WACJ-F, 104.1, 50 KW @ 225, AC/CONTEMP	ABC-I, MBS, \$ 16.25 (RKO)	Associated
WBEN-F, 102.5, 110 KW @ 1800, ROCK (TM)	, \$ 65.00 (Eastman)	
WBLK-F, 93.7, 50 KW @ 380, BLACK	NBN, \$ 29.00 (PRO)	
WDCX-F, 99.5, 110 KW @ ? ?, RELIGION	, \$ 13.00 (----)	Crawford
WFXZ-F, 92.9, 91 KW @ 630, CONTEMP	RKO, \$ 30.00 (Selcom)	
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (Schulke)	, \$102.00 (Torbet)	McCormick
WPHD-F, 103.3, 49 KW @ 423, AOR	ABC-C, \$ 45.00 (Masla)	
WYRK-F, 106.5, 30 KW @ 400, BTFL MUS	, \$ 22.00 (Savalli)	
WHUG-F, 101.7, 3 KW @ 300, COUNTRY	, \$ 7.00 (PRO)	(JAMESTOWN)
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	Source, \$ 57.50 (Katz)	Taft

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	126,197
Buffalo News	E	269,474
Niagara Falls Gazette	E	30,247, Gannett

CANTON

Market # 99  
 Revenue Rank # 100  
 Income Rank # 53  
 APR 15.6  
 SMSA Pop: 406,900  
 CSI: 3.2 Bil (# 96)

Revenue : \$4,710,593  
 Income : \$ 780,345  
 % Rev Gain: +5.0  
 Stations: 30/10  
 Diaries: 706/576:1  
 CSI HH: 21.9 M (# 124)

National Rev: \$948,592  
 Nat Rev per Cap: \$2.34  
 Tot Rev per Cap: \$11.61  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 16.6%  
 Retail \$: 1.8 Bil (# 99)

12+ METRO	1/4/SHARE	O/N	A/M	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		80	80	79						
1. WHBC	88/16.9	20.9	19.6	23.0	1. WHBC	90	1. WHBC	1370/37.0		
2. WHBC-F	76/14.6	10.1	12.7	7.8	2. WHBC-F	86	2. WHBC-F	929/22.5		
3. WDJQ-F	44/ 8.4	5.6	4.4	2.7	3. WDJQ-F	62	3. WDJQ-F	883/20.6		
4. WOOS-F	38/ 7.3	9.0	9.0	9.9	4. WMMS-F	46	4. WOOS-F	787/21.2		
5. WMMS-F	32/ 6.1	9.5	9.2	7.2	5. WOOS-F	45	5. WGAR	745/19.4		
6. WSLR	29/ 5.6	2.9	5.0	3.9	6. WSLR	31	6. WMMS-F	737/14.4		
7. WGAR	24/ 4.6	6.5	5.1	7.8	7. WGAR	30	7. WSLR	468/12.2		
8. WFAH	17/ 3.3	1.6	2.2	.6	8. WDBN-F	28	8. WWWE	436/ 6.7		
9. WQIO	15/ 2.9	2.3	2.9	3.5	9. WQIO	25	9. WQIO	403/ 5.8		
10. WWWM-F	11/ 2.1	.7	1.7	2.1	10. WGCL-F	20	10. WGCL-F	374/ 4.6		

12+ FM SHARE (METRO): 56.29% (273 of 485) (A/M 80: 50.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJQ-F	1. WOOS-F	1. WHBC	1. WHBC	1. WHBC	1. WHBC
2. WMMS-F	2. WMMS-F	WOOS-F	2. WHBC-F	WHBC-F	2. WHBC-F
3. WOOS-F	3. WDJQ-F	3. WHBC	3. WDJQ-F	3. WSLR	3. WDJQ-F

OTHER RATED STATIONS/METRO SHARE

WINW	1520		1.0	WJW	850	Cleveland	.4
WNYN	900		1.5	WKDD-F	96.5	Akron	1.3
WTOF-F	98.1		1.5	WKSJ-F	99.5	Cleveland	.8
KDKA	1020	Pittsburgh	.4	WNIR-F	100.1	Kent	.8
WAEZ-F	97.5	Akron	1.0	WQXK-F	105.1	Salem	1.9
WAKR	1590	Akron	.6	WWVA	1170	Wheeling	.8
WDBN-F	94.9	Medina	1.5	WWWE	1100	Cleveland	1.5
WDMT-F	107.9	Cleveland	1.7	WYFM-F	102.9	Sharon	.4
WGCL-F	98.5	Cleveland	1.3	WZAK-F	93.1	Cleveland	.8
WHLO	640	Akron	1.3	WZZP-F	106.5	Cleveland	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		145 (8)	145 (8)	29.9
MOR/AC	133 (7)		133 (7)	27.4
BTFL MUSIC	17 (1)	89 (3)	106 (4)	21.9
COUNTRY	56 (4)	14 (2)	70 (6)	14.4
BLACK/URBAN		13 (2)	13 (2)	2.7
RELIGION		8 (1)	8 (1)	1.6
NEWS/TALK	7 (1)		7 (1)	1.4
UNKNOWN		4 (1)	4 (1)	0.8
			<u>485 (30)</u>	

RADIO STATIONS

WFAH, 1310, 1 KW (DAYS,DA), BTFL/MOR	ABC-I, \$ 7.00 (----) (ALLIANCE)
WHBC, 1480, 5 KW (DA-N), MOR	ABC-E, \$38.66 (Christal)
WQIO, 1060, 5 KW (DAYS,DA), COUNTRY	, \$18.00 (P/W)
WHBC-F, 94.1, 44 KW @ 361, BTFL MUS (Bonne)	, \$19.06 (Christal)
WOOS-F, 106.9, 28 KW @ 341, ROCK (Century 21)	, \$17.00 (Howard)

OTHER STATIONS SEE AKRON AND CLEVELAND

TV STATIONS

WJAN Canton 17 IND

NEWSPAPER

Canton Repository E 65,048, Thomson

CEDAR RAPIDS

Market # 198  
 Revenue Rank # 97  
 Income Rank # 56  
 APR 15.8  
 SMSA Pop: 167,100  
 CSI: 1.4 Bil (# 178)

Revenue : \$4,840,101  
 Income : \$ 701,894  
 % Rev Gain: +13.5  
 Stations: 13/8  
 Diaries: 599/279:1  
 CSI HH: 23.3 M (# 66)

National Rev: \$1,210,716  
 Nat Rev per Cap: \$7.25  
 Tot Rev per Cap: \$28.97  
 Tot Inc per Cap: \$4.20  
 Profit Margin: 14.5%  
 Retail \$: .8 Bil (# 185)

12+ METRO 1/4/SHARE			A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WMT	67/30.3	26.5	29.3	1. WMT	192	1. WMT	1821/45.5	
2. KQCR-F	38/17.2	10.7	13.8	2. KRNA-F	72	2. KQCR-F	1100/35.1	
3. WMT-F	24/10.9	9.7	10.6	3. KQCR-F	61	3. KCRG	1014/39.3	
4. KCRG	22/10.0	13.3	12.8	4. WMT-F	53	4. KRNA-F	954/20.2	
5. KRNA-F	21/ 9.5	7.7	---	5. KCRG	36	5. WHO	654/ 5.8	
6. KCDR	15/ 6.8	6.6	10.6	6. WHO	35	6. WMT-F	605/22.5	
7. KHAK-F	12/ 5.4	8.2	8.0	7. KFMW-F	34	7. KHAK-F	574/15.7	
8. KKRQ-F	6/ 2.7	.5	---	8. KHAK-F	31	8. KFMW-F	483/ 3.2	
9. KHAK	4/ 1.8	8.2	5.3	9. KKRQ-F	24	9. KKRQ-F	378/ 6.4	
10. KFMW-F	3/ 1.4	1.0	---	10. KCDR	16	10. KCDR	341/23.0	

12+ FM SHARE (METRO): 48.61% (105 of 216) (A/M 80: 42.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQCR-F	1. KQCR-F	1. KQCR-F	1. WMT	1. WMT	1. WMT
2. KRNA-F	2. KCRG	2. WMT	2. KCRG	2. WMT-F	2. KRNA-F
	3. KRNA-F	3. KCRG	3. WMT-F	3. KCDR	3. KQCR-F

OTHER RATED STATIONS/METRO SHARE

KTOF-F 104.5 .5      KXIC 800 Iowa City .5      WHO 1040 Des Moines .9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	22 (1)	65 (3)	87 (4)	40.3
MOR/AC	68 (2)		68 (2)	31.5
COUNTRY	19 (2)	12 (1)	31 (3)	14.4
BTFL MUSIC		27 (2)	27 (2)	12.5
NEWS/TALK	2 (1)		2 (1)	0.9
RELIGION		1 (1)	1 (1)	0.5

216 (13)

RADIO STATIONS

KCDR, 1450, 1 KW/250 W , COUNTRY (Drake-Chen) , \$ ? ? (HR/Stone) Cowle  
 KCRG, 1600, 5 KW (DA-N) , CONTEMP ABC-E, \$19.00 (Mc-Guild) CR Gazette  
 KHAK, 1360, 1 KW (DAYS,DA), COUNTRY ABC-I, \$ ? ? (Torbet) Stoner  
 WMT , 600, 5 KW (DA-N) , MOR CBS, \$37.25 (Katz)  
 KHAK-F, 98.1, 100 KW @ 485, COUNTRY ABC-I, \$24.25 (Torbet) Stoner  
 KQCR-F, 102.9, 100 KW @ 350, ROCK (Drake-Chen) , \$33.50 (HR/Stone) Cowle  
 WMT-F , 96.5, 100 KW @ 540, BTFL MUS (Bonne) , \$ ? ? (Katz)  
 KKRQ-F, 100.7, 30 KW @ 304, CONTEMP RKO, \$17.00 (PRO) (IOWA CITY)  
 KRNA-F, 93.9, 100 KW @ 590, AOR , \$18.00 (Roslin) (IOWA CITY)

KFMW-F - See Waterloo

TV STATIONS

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

NEWSPAPER

Cedar Rapids Gazette E 68,078

CHARLESTON, SC

Market # 97  
 Revenue Rank # 102  
 Income Rank # 151  
 APR 15.6  
 SMSA Pop: 416,300  
 CSI: 1.4 Bil (# 118)

Revenue : \$4,566,737  
 Income : \$ 92,293  
 % Rev Gain: +7.5  
 Stations: 15/16  
 Diaries: 663/628:1  
 CSI HH: 19.0 M (# 260)

National Rev: \$650,199  
 Nat Rev per Cap: \$1.64  
 Tot Rev per Cap: \$11.55  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 2.0%  
 Retail \$: 1.4 Bil (# 118)

12+ METRO	1/4/SHARE	0/N	A/M	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		80	80	79				
1. WSSX-F	80/15.5	11.1	8.2	10.4	1. WDWQ-F	86	1. WCSC	967/26.4
2. WCSC	57/11.0	8.9	10.0	13.4	2. WSSX-F	81	2. WDWQ-F	951/11.1
3. WEZL-F	54/10.5	10.7	10.0	5.5	3. WXTC-F	73	3. WSSX-F	837/19.9
4. WWWZ-F	51/ 9.9	1.1	2.9	2.2	4. WQIZ	70	4. WEZL-F	800/20.1
5. WPAL	47/ 9.1	9.8	10.2	11.8	5. WWWZ-F	62	5. WXTC-F	758/15.1
WXTC-F	47/ 9.1	15.4	13.1	13.8	6. WCSC	58	6. WWWZ-F	641/16.1
7. WQIZ	45/ 8.7	5.7	3.5	.4	WEZL-F	58	7. WTMA	588/16.6
8. WDWQ-F	27/ 5.2	7.6	9.0	5.3	8. WPAL	49	8. WPAL	574/16.1
9. WKTM-F	26/ 5.0	6.5	8.2	12.8	9. WKTM-F	26	9. WQIZ	466/ 9.1
10. WTMA	24/ 4.7	5.9	8.8	10.0	WTMA	26	10. WKTM-F	463/14.0

12+ FM SHARE (METRO): 58.10% (287 of 494) (A/M 80: 55.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F	1. WEZL-F	1. WEZL-F
2. WWWZ-F	2. WCSC	2. WCSC	2. WCSC	2. WXTC-F	2. WCSC
3. WDWQ-F	3. WWWZ-F	3. WWWZ-F	3. WXTC-F	3. WQIZ	3. WQIZ
4. WQIZ	4. WPAL	4. WEZL-F	4. WPAL	4. WCSC	4. WDWQ-F

OTHER RATED STATIONS/METRO SHARE

WAZS	980	Summerville	1.6	WQSN	1450	2.3
WKXZ	910		1.6	WPJS-F	106.7	Orangeburg .4
WOKE	1340		1.2			

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	92 (2)	51 (1)	143 (3)	28.9
ROCK/AOR/CONTEMP		133 (3)	133 (3)	26.9
MOR/AC	87 (3)		87 (3)	17.6
COUNTRY	8 (1)	54 (1)	62 (2)	12.6
BTFL MUSIC	12 (1)	47 (1)	59 (2)	11.9
RELIGION	8 (1)	2 (1)	10 (2)	2.0
			494 (15)	

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N)	, AC	, \$33.00	(Mc-Guild)
WPAL, 730, 1 KW (DAYS)	, BLACK	, \$24.00	(Howard)
WQIZ, 810, 5 KW (DAYS,DA)	, BLACK	, \$10.50	(Selcom) (ST. GEORGE)
WTMA, 1250, 5 KW/1 KW (DA-N), MOR/AC		, \$23.50	(Eastman) Scconnix
WDWQ-F, 107.5, 100 KW @ 585, ROCK		, \$14.25	(Selcom) (ST. GEORGE)
WEZL-F, 103.5, 25 KW @ 700, COUNTRY		, \$36.00	(Masla)
WKTM-F, 102.5, 50 KW @ 220, ROCK		, \$25.00	(Torbet)
WSSX-F, 95.1, 100 KW @ 432, AOR		, \$25.00	(Eastman) Scconnix
WWWZ-F, 93.5, 3 KW @ 510, BLACK/URBAN		, \$28.50	(PRO)
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS (Bonne)		, \$33.00	(Mc-Guild)

TV STATIONS

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

NEWSPAPERS

Charleston Post	E	37,452
Charleston News and Courier	M	68,330
Aiken Standard	E	12,599



CHARLESTON, WV

Market # 145  
 Revenue Rank # 114  
 Income Rank # 65  
 APR 15.1  
 SMSA Pop: 268,000  
 CSI: 2.2 Bil (# 129)

Revenue : \$4,082,641  
 Income : \$ 628,277  
 % Rev Gain: +13.9  
 Stations: 13/11  
 Diaries: 612/440:1  
 CSI HH: 21.4 M (# 149)

National Rev: \$837,586  
 Nat Rev per Cap: \$3.13  
 Tot Rev per Cap: \$15.23  
 Tot Inc per Cap: \$2.34  
 Profit Margin: 15.4%  
 Retail \$: 1.3 Bil (# 124)

12+ METRO 1/4/SHARE			A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WVAF-F	72/22.0		20.4	15.3	1. WVAF-F	106	1190/33.7
2. WCAW	56/17.1		13.0	16.3	2. WCAW	89	1100/29.8
3. WKLC-F	32/ 9.8		7.4	1.9	3. WQBE-F	63	1094/25.9
4. WKAZ	28/ 8.5		11.5	12.2	4. WKLC-F	59	853/15.9
5. WQBE-F	25/ 7.6		8.3	8.1	5. WCHS	43	674/25.3
6. WBES-F	24/ 7.3		5.0	6.3	6. WBES-F	33	634/17.0
7. WCHS	23/ 7.0		12.1	12.2	7. WKAZ	31	434/14.7
8. WTIP	19/ 5.8		6.8	5.3	8. WHEZ-F	30	328/ 3.9
9. WTIO-F	11/ 3.4		5.0	9.1	9. WTIP	21	261/10.4
10. WZTQ	8/ 2.4		1.2	---	10. WEMM-F	19	244/ 1.8

12+ FM SHARE (METRO): 55.95% (174 of 311) (A/M 80: 50.79%)

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. WVAF-F
2. WKLC-F	2. WKLC-F	2. WCAW	2. WVAF-F	2. WQBE-F	2. WCHS
3. WCAW	3. WKAZ	3. WKLC-F	3. WKAZ	3. WBES-F	3. WCAW

OTHER RATED STATIONS/METRO SHARE

WSCW	1410	.9	WEMM-F	107.9	Huntington	1.8
			WHEZ-F	103.3	Huntington	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	104 (2)	132 (3)	42.4
COUNTRY	56 (1)	25 (1)	81 (2)	26.0
BTFL MUSIC	19 (1)	39 (3)	58 (4)	18.6
MOR/AC	31 (2)		31 (2)	10.0
RELIGION	3 (1)	6 (1)	9 (2)	2.9
			311 (13)	

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	ABC-E, \$32.00 (Eastman)	Capitol (JOHNSON)
WCHS, 580, 5 KW (DA-N), MOR/AC	CBS, \$37.75 (Blair)	Rollins
WKAZ, 950, 5 KW/1 KW (DA-N), CONTEMP/AC	ABC-C, \$41.63 (Mc-Guild)	Nininger
WTIP, 1240, 1 KW/250 W, BTFL MUS	NBC, \$11.70 (Masla)	
WZTQ, 1080, 5 KW (DAYS,DA), MOR	, \$ 4.50 (----)	(HURRICANE)
WBES-F, 96.1, 50 KW @ 830, BTFL MUS (Bonne)	CBS, \$18.00 (Blair)	Rollins
WKLC-F, 105.1, 50 KW @ 500, AOR (Burk-Abr)	Source, \$20.00 (Torbet)	
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	ABC-I, \$41.63 (Mc-Guild)	Nininger
WTIO-F, 102.7, 50 KW @ 540, BTFL/CLASS/BIG BAND	ABC-F, \$32.00 (Eastman)	Capitol (JOHNSON)

WEMM-F, WHEZ-F - See Huntington

FOR TV, ADI AND NEWSPAPER INFO SEE HUNTINGTON

CHARLOTTE

Market # 66; ADI # 35  
 Revenue Rank # 35  
 Income Rank # 24  
 APR 15.1  
 SMSA Pop: 638,800  
 CSI: 5.0 Bil (# 65)

Revenue : \$13,386,258  
 Income : \$ 1,954,178  
 % Rev Gain: +14.3  
 Stations: 21/21  
 Diaries: 853/749:1  
 CSI HH: 22.3 M (# 103)

National Rev: \$3,529,098  
 Nat Rev perCap: \$5.73  
 Tot Rev per Cap: \$21.75  
 Tot Inc per Cap: \$3.17  
 Profit Margin: 14.6%  
 Retail \$: 2.8 Bil (# 61)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSOC-F 120/15.3	12.6	10.9	12.6	14.4	1. WSOC-F 409	1. WSOC-F 3904/22.3
2. WBT 116/14.8	15.9	15.6	17.2	17.7	2. WROQ-F 245	2. WBT 3218/33.7
3. WBCY-F 72/ 9.2	8.7	6.9	7.2	8.2	3. WBT 208	3. WROQ-F 2912/19.3
4. WROQ-F 70/ 8.9	10.5	9.2	11.1	6.9	4. WBCY-F 179	4. WBCY-F 2452/21.6
5. WEZC-F 69/ 8.8	9.9	8.8	6.8	10.2	5. WEZC-F 167	5. WAYS 1786/24.9
6. WAYS 68/ 8.7	8.5	9.7	10.4	11.1	6. WAYS 82	6. WEZC-F 1581/13.8
7. WPEG-F 58/ 7.4	7.3	6.3	4.9	5.3	7. WPEG-F 81	7. WPEG-F 1224/14.6
8. WGIV 37/ 4.7	4.4	6.4	5.4	5.5	8. WZXI-F 53	8. WSOC 1097/13.9
9. WSOC 35/ 4.5	3.8	6.1	4.7	3.5	9. WSOC 47	9. WZXI-F 969/ 8.9
10. WZXI-F 26/ 3.3	3.0	2.9	2.6	1.0	10. WGIV 38	10. WGIV 607/10.3

12+ FM SHARE (METRO): 55.96% (418 of 747) (A/M 80: 49.08%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	76 (2)	168 (3)	244 (5)	32.7
MOR/AC	148 (5)		148 (5)	19.8
COUNTRY	24 (3)	120 (1)	144 (4)	19.3
BLACK	37 (1)	58 (1)	95 (2)	12.7
BTFL MUSIC		72 (2)	72 (2)	9.6
NEWS/TALK	35 (1)		35 (1)	4.6
RELIGION	9 (2)		9 (2)	1.2
			<u>747 (21)</u>	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WSOC-F	1. WSOC-F	1. WBT	WAAK	960	Dallas	1.0
2. WROQ-F	2. WBT	2. WSOC-F	WAME	1480		.8
3. WBT	3. WROQ-F	3. WPEG-F	WCGC	1270	Belmont	.6
4. WBCY-F	4. WBCY-F	4. WEZC-F	WGAS	1420	Gastonia	.6
5. WEZC-F	5. WAYS	5. WAYS	WGNC	1450	Gastonia	1.9
6. WXRC-F	6. WEZC-F	6. WROQ-F	WHVN	1310		.4
7. WAYS	7. WPEG-F	7. WBCY-F	WIST	1240		1.7
8. WPEG-F	8. WSOC	8. WSOC	WIXE	1190	Monroe	.8
9. WFMX-F	9. WXRC-F	9. WGIV	WLTC	1370	Gastonia	.6
10. WZXI-F	10. WZXI-F	10. WZXI-F	WMAP	1060	Monroe	.9
11. WSOC	11. WGIV		WSPA-F	98.9	Spartanburg	.4
12. WGIV	12. WXIK-F					
13. WTQR-F	13. WHKY-F					
14. WATA WHKY-F	14. WPDZ-F WTQR-F					

ADI FM SHARE: 71.73% (1403 of 1956) (A/M 80: 58.03%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), CONTEMP (Burk-Abr)	, \$ 80.50 (Eastman)
WBT, 1110, 50 KW (DA-N), AC/CONTEMP	ABC-E, \$140.00 (Blair) Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	, \$ 23.75 (Selcom)
WSOC, 930, 5 KW/1 KW (DA-N), NEWS*	MBS, NBC, \$ 34.50 (Christal) Cox
WATA, 1450, 1 KW/250 W, ? ?	ABC-C, MBS, \$ 5.00 (----) (BOONE, NC)

\*Station now programming Nostalgia/Big Band

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	, \$ 80.50 (Eastman)
WBCY-F, 107.9, 100 KW @ 980, ROCK	ABC-F, \$ 60.00 (Blair) Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUS	, \$ 68.00 (Torbet) EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	MBS, \$ 75.00 (Christal) Cox
WZXI-F, 101.9, 43 KW @ 870, SOFT ROCK	ABC-E, \$ 12.50 (Masla)
WPEG-F, 97.9, 20 KW @ 390, BLACK (Drake-Chen)	SBN, \$ 28.00 (HR/Stone)
WXRC-F, 95.7, 100 KW @ 330, ROCK (TM)	, \$ 14.12 (Southern) (HICKORY)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY	, \$ 5.00 (Southern) (STATESVILLE)
WHKY-F, 102.9, 15 KW @ 325, RELIGION	ABC-F, \$ 6.00 (----) (HICKORY)
WXIK-F, 96.1, 100 KW @ 286, CONTEMP	MBS, \$ 6.50 (Southern) (SHELBY)
WPDZ-F, 103.1, 3 KW @ 280, ROCK	ABC-F, \$ ? ? ? (----) (CHERAW, SC)

TV STATIONS

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

NEWSPAPERS

Charlotte Observer	M	169,400, Knight-Ridder
Charlotte News	E	51,809, Knight-Ridder
Gastonia Gazette	E	34,333, Freedom

CHATTANOOGA

Market # 96  
 Revenue Rank # 108  
 Income Rank # 198  
 APR 13.9  
 SMSA Pop: 426,000  
 CSI: 3.1 Bil (# 97)

Revenue : \$4,355,820  
 Income : \$ -80,505  
 % Rev Gain: -6.4  
 Stations: 17/14  
 Diaries: 724/588:1  
 CSI HH: 18.5 M (# 278)

National Rev: \$619,466  
 Nat Rev per Cap: \$1.52  
 Tot Rev per Cap: \$10.68  
 Tot Inc per Cap: \$-.20  
 Profit Margin: ---  
 Retail \$: 1.7 Bil (# 102)

		O/N	A/M	O/N	A/M	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
12+ METRO 1/4/SHARE		80	80	79	79				
1. WDEF	65/13.5	16.8	14.6	14.3	18.7	1. WSKZ-F	133	1. WSKZ-F	1679/23.6
WSKZ-F	65/13.5	14.8	15.1	17.8	12.4	2. WDEF-F	88	2. WFLI	1218/22.1
3. WJTT-F	55/11.4	9.6	.9	1.1	.6	3. WDOD-F	73	3. WDEF-F	1065/20.8
4. WDEF-F	54/11.2	11.4	12.5	14.9	7.9	4. WDEF	66	4. WDOD-F	959/14.5
5. WDOD	43/ 8.9	9.2	13.5	8.2	9.8	5. WFLI	65	5. WDEF	921/24.1
6. WFLI	38/ 7.9	12.4	4.5	5.1	8.3	6. WJTT-F	56	6. WDOD	741/19.0
7. WDOD-F	34/ 7.0	.6	2.6	4.0	5.1	7. WDOD	43	7. WGOW	709/17.7
8. WGOW	31/ 6.4	4.2	5.6	6.7	6.1	8. WGOW	33	8. WJTT-F	533/14.2
9. WNOO	14/ 2.9	2.8	11.2	8.0	6.9	9. WJSQ-F	20	9. WNOO	253/ 7.1
10. WJSQ-F	12/ 2.5	---	---	---	---	10. WNOO	14	10. WJSQ-F	219/ 3.2

12+ FM SHARE (METRO): 51.01% (227 of 445) (A/M 80: 35.84%)

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

OTHER RATED STATIONS/METRO SHARE

WDXB	1490	.4	WMOC	1450	1.9
WEPG	910	S. Pittsburg	1.2	WRIP	980 Rossville,GA .4
WKXC-F	102.3	Soddy-Daisy	1.4	WSVC	1190 Dunlap .8
WLFA	1590	Lafayette, GA	1.2		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	83 (3)	46 (2)	129 (5)	28.9
ROCK/AOR/CONTEMP	31 (1)	72 (2)	103 (3)	23.0
MOR/AC	71 (2)		71 (2)	15.9
BLACK	14 (1)	55 (1)	69 (2)	15.4
BTFL MUSIC		54 (1)	54 (1)	12.1
RELIGION	11 (2)		11 (2)	2.5
UNKNOWN	10 (2)		10 (2)	2.2
			447 (17)	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, \$37.25	(Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, \$22.50	(Torbet)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, COUNTRY	ABC-C, \$47.00	(Mc-Guild)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, CONTEMP	, \$30.62	(Eastman)	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$14.00	(Lazar)	
WDEF-F, 92.3, 100 KW @ 895,	BTFL MUS (FM-100)	, \$37.25	(Katz)	Park
WDOD-F, 96.5, 19 KW @ 1010,	COUNTRY (?)	RKO, \$11.00	(Torbet)	Bahakel
WJTT-F, 94.3, 3 KW @ 325,	BLACK (?)	ABC-C, \$ ? ?	(Mc-Guild)	
WSKZ-F, 106.5, 100 KW @ 1076,	ROCK	, \$42.88	(Eastman)	
WJSQ-F, 101.7, 1.2 KW @ 440,	COUNTRY	, \$ 5.00	(----)	(ATHENS)

TV STATIONS

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

NEWSPAPERS

Chattanooga News-Free Press	E	62,451
Chattanooga Times	M	50,346

CHICAGO

Market # 3; ADI # 3  
 Revenue Rank # 3  
 Income Rank # 6  
 APR 16.1  
 SMSA Pop: 7,140,200  
 CSI: 65.3 Bil (# 3)

Revenue : \$95,126,212  
 Income : \$ 7,220,660  
 % Rev Gain: +8.6  
 Stations: 30/64  
 Diaries: 3217/2220:1  
 CSI HH: 26.0 M (# 15)

National Rev: \$28,788,669  
 Nat Rev per Cap: \$4.08  
 Tot Rev per Cap: \$13.48  
 Tot Inc per Cap: \$1.02  
 Profit Margin: 7.6%  
 Retail \$: 30.3 M (# 3)

12+ METRO 1/4/SHARE	WIN 81	FAL 80	SUM 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGN	960/9.5	10.5	9.7	12.0	10.9	1. WLS 21742/18.6
2. WBBM	722/7.1	6.1	5.8	6.6	6.5	2. WMAQ 18387/13.9
3. WLOO-F	673/6.7	6.9	6.9	6.0	6.7	3. WGN 17401/20.0
4. WMAQ	515/5.1	5.1	4.9	4.7	4.9	4. WBBM 15795/19.4
5. WLS	499/4.9	5.3	5.7	5.7	6.4	5. WLS-F 8533/13.0
6. WLS-F	430/4.3	3.5	1.2	2.2	2.4	6. WLOO-F 7900/12.3
7. WGCI-F	412/4.1	4.9	6.0	4.1	3.5	7. WLUP-F 7188/10.4
8. WIND	382/3.8	3.2	4.6	4.1	4.6	8. WKQX-F 6811/10.4
9. WKQX-F	370/3.7	3.0	3.2	2.9	3.2	9. WCLR-F 6613/10.1
10. WJPC	367/3.6	2.6	2.3	1.9	1.6	10. WMET-F 6567/10.1
11. WMET-F	351/3.5	4.0	3.5	3.2	2.1	11. WIND 5969/ 8.4
12. WCLR-F	336/3.3	3.2	3.3	3.1	2.8	12. WGCI-F 5645/ 9.0
13. WLAK-F	331/3.3	4.4	4.6	5.0	4.6	13. WBBM-F 5536/ 8.2
14. WJEZ-F	315/3.1	2.5	3.3	2.3	3.1	14. WBMX-F 5365/ 8.1
15. WLUP-F	313/3.1	3.4	3.8	4.7	4.0	15. WLAK-F 5362/ 7.9
16. WAIT	300/3.0	1.9	1.3	2.0	2.2	16. WFYR-F 5267/ 8.1
17. WFYR-F	282/2.8	3.3	3.1	3.4	3.3	17. WCFL 4833/ 6.4
18. WBMX-F	260/2.6	3.1	2.9	3.6	3.4	18. WJEZ-F 4802/ 7.1
19. WBBM-F	242/2.4	2.6	2.5	2.4	2.3	19. WJPC 4254/ 6.8
20. WFMT-F	194/1.9	1.9	1.8	1.6	2.0	20. WAIT 4048/ 5.4

12+ FM SHARE (METRO): 54.64% (5087 of 9309) (A/M 80: 54.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLS	1. WLS-F	1. WGN	1. WGN	1. WGN	1. WGN
2. WLS-F	2. WGCI-F	2. WLS	2. WLOO-F	2. WLOO-F	2. WLS+
3. WMET-F	3. WLS	3. WGCI-F	3. WMAQ	3. WBBM	3. WBBM
4. WLUP-F	4. WMET-F	4. WLS-F	4. WBBM	4. WMAQ	4. WMAQ
5. WJPC	5. WKQX-F	5. WKQX-F	5. WLS	5. WAIT	5. WLOO-F
6. WJPC	6. WFYR-F	6. WCLR-F	6. WCLR-F	6. WLAK-F	6. WIND
7. WKQX-F	7. WLUP-F	7. WLOO-F	7. WJEZ-F	7. WJEZ-F	7. WGCI-F
8. WBMX-F	8. WCLR-F	8. WFYR-F	8. WGCI-F	8. WIND	8. WJPC
	9. WJPC	9. WMAQ	9. WFYR-F	9. WLS	9. WCLR-F
	10. WBMX-F	WJPC	10. WKQX-F	10. WFMT-F	10. WJEZ-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1189 (3)	938 (4)	2127 (7)	22.8
ROCK/AOR/CONTEMP	499 (1)	1596 (5)	2095 (6)	22.5
BTFL MUSIC	300 (1)	1167 (3)	1467 (4)	15.8
BLACK/URBAN/JAZZ	520 (2)	727 (3)	1247 (5)	13.4
NEWS/TALK	1104 (2)		1104 (2)	11.9
COUNTRY	610 (2)	315 (1)	925 (3)	9.9
CLASSICAL		249 (2)	249 (2)	2.7
SPANISH		95 (1)	95 (1)	1.0
			9309 (30)	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WGN	1. WLS	1. WLS	WCFL	1000 1.7
2. WBBM	2. WGN	2. WMAQ	WEFM-F	99.5 1.6
3. WLOO-F	3. WBBM	3. WGN	WJJD	1160 .9
4. WMAQ	4. WMAQ	4. WGCI-F	WJOB	1230 Hammond .5
5. WLS	5. WLS-F	5. WBBM	WNIB-F	97.1 .5
6. WLS-F	6. WLOO-F	6. WLOO-F	WOJO-F	105.1 Evanston .9
7. WGCI-F	7. WLUP-F	7. WJPC	WVON	1390 1.5
8. WIND	8. WKQX-F	8. WBMX-F	WXFM-F	105.9 Elmwood Park .5
9. WKQX-F	9. WCLR-F	9. WJEZ-F	WXRT-F	93.1 1.3
10. WMET-F	10. WMET-F	10. WIND	WYEN-F	106.7 Des Plaines .8
11. WCLR-F	11. WGCI-F			
12. WLAK-F	12. WIND			
13. WLUP-F	13. WLAK-F			
14. WAIT	14. WBBM-F			
15. WJEZ-F	15. WFYR-F			

ADI FM SHARE: 53.02% (5238 of 9880) (A/M 80: 53.02%)

AM STATIONS

WAIT, 820, 5 KW (DAYS), BTFL MUS (FM-100)	, \$ 66.67 (Mc-Guild)	Century
WBBM, 780, 50 KW , NEWS	CBS, \$218.75 (CBS Spot)	CBS
WCFL, 1000, 50 KW (DA-2), AC	MBS, \$ 91.00 (----)	Mutual
WGN, 720, 50 KW , MOR/TALK	, \$201.00 (Buckley)	WGN Cont
WIND, 560, 5 KW (DA-2), TALK/NEWS	ABC-E, \$125.00 (RAR)	Westinghouse
WJPC, 950, 1 KW/5 KW , BLACK	NBN, \$ 78.00 (----)	
WLS, 890, 50 KW , ROCK	ABC-C, \$256.25 (Blair)	ABC
WMAQ, 670, 50 KW , COUNTRY	NBC, \$200.00 (Eastman)	NBC
WVON, 1390, 5 KW (DA-1), BLACK	SBN, \$ 70.00 (Selcom)	Gannett

FM STATIONS

WBBM-F, 96.3, 6.2 KW @ 1174, SOFT/AC	, \$ 96.00 (CBS FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	, \$125.00 (Howard)	
WCLR-F, 101.9, 3 KW @ 1500, MOR/AC	, \$116.25 (Torbet)	Bonneville
WEFM-F, 99.5, 6 KW @ 1170, BTFL MUS (Schulke II)	, \$ 90.00 (HR/Stone)	GCC
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$ 91.25 (CMBS)	
WFYR-F, 103.5, 3 KW @ 1552, AC	RKO, \$137.50 (RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, BLACK	, \$100.00 (Selcom)	Gannett
WJEZ-F, 104.3, 19 KW @ 820, COUNTRY	ABC-I, \$ 69.59 (MMR)	Plough
WKQX-F, 101.1, 6 KW @ 1170, AC/CONTEMP	, \$103.12 (Eastman)	NBC
WLAK-F, 93.9, 4.6 KW @ 1530, BTFL MUS (Schulke)	, \$165.00 (Katz)	Storer
WLOO-F, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)	, \$230.00 (Mc-Guild)	Century
WLS-F, 94.7, 6.2 KW @ 1170, ROCK	ABC-F, \$100.00 (Blair)	ABC
WLUP-F, 97.9, 6 KW @ 1170, AOR (Burk-Abr)	, \$166.25 (Christal)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR	Source, \$171.88 (Katz)	Metromedia

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, Harriscope
WGN Chicago	9	IND, WGN Cont			

NEWSPAPERS

Chicago Tribune	AD	789,767, WGN Cont
Chicago Sun Times	E	657,275, Field

CINCINNATI

Market # 28; ADI # 27  
 Revenue Rank # 21  
 Income Rank # 18  
 APR 14.7  
 SMSA Pop: 1,395,800  
 CSI: 11.1 Bil (# 30)

Revenue : \$21,623,963  
 Income : \$ 2,413,557  
 % Rev Gain: +5.6  
 Stations: 22/19  
 Diaries: 1308/1067:1  
 CSI HH: 22.7 M (# 88)

National Rev: \$4,810,015  
 Nat Rev per Cap: \$3.47  
 Tot Rev per Cap: \$15.60  
 Tot Inc per Cap: \$1.74  
 Profit Margin: 11.2%  
 Retail \$: 6.0 Bil (# 29)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLW 184/11.0	8.5	14.5	9.9	15.6	1. WLW 323	1. WLW 6276/29.8
2. WWEZ-F 164/ 9.8	9.7	6.3	7.6	7.1	2. WHIO-F 314	2. WKRQ-F 4267/24.2
3. WKRQ-F 161/ 9.6	10.5	10.7	11.8	12.1	3. WKRQ-F 246	3. WKRC 3555/23.4
WEBN-F 161/ 9.6	8.6	9.7	9.1	4.3	4. WKRC 206	4. WHIO-F 3261/ 1.7
5. WKRC 154/ 9.2	10.4	8.0	9.6	8.3	5. WWEZ-F 200	5. WEBN-F 2708/18.6
6. WCKY 132/ 7.9	6.4	8.0	11.1	10.8	6. WEBN-F 199	6. WWEZ-F 2544/16.2
7. WRRM-F 118/ 7.1	3.4	3.1	5.0	5.0	7. WCKY 144	7. WSKS-F 2348/ 9.5
8. WCIN 97/ 5.8	4.6	4.3	3.2	2.7	8. WTUE-F 138	8. WYYS-F 2161/10.8
9. WUBE-F 70/ 4.2	5.7	5.8	5.4	5.1	9. WRRM-F 133	9. WTUE-F 2095/ 1.6
10. WSAI 48/ 2.9	2.6	3.9	3.0	3.1	10. WONE 119	10. WONE 2069/ 1.6
11. WSKS-F 43/ 2.6	3.0	2.4	2.2	3.1	11. WUBE-F 109	11. WCKY 1851/13.6
12. WYYS-F 42/ 2.5	4.1	1.6	1.8	1.3	12. WCIN 97	12. WRRM-F 1747/12.8

12+ FM SHARE (METRO): 56.46% (874 of 1548) (A/M 80: 53.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WKRC	1. WWEZ-F	1. WLW
WKRQ-F	2. WKRQ-F	2. WKRQ-F	2. WLW	2. WLW	2. WKRC
3. WCIN	3. WRRM-F	3. WRRM-F	3. WWEZ-F	3. WCKY	3. WHIO-F
4. WYYS-F	4. WKRC	4. WKRC	4. WRRM-F	4. WKRC	4. WCKY
5. WSKS-F	5. WCIN	5. WLW	5. WKRQ-F	5. WRRM-F	5. WKRQ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		569 (7)	569 (7)	36.8
MOR/AC	482 (4)		482 (4)	31.1
BTFM MUSIC		193 (3)	193 (3)	12.5
COUNTRY	72 (3)	104 (2)	176 (5)	11.4
BLACK/URBAN	97 (1)		97 (1)	6.3
VARIETY	23 (1)		23 (1)	1.5
RELIGION		8 (1)	8 (1)	0.5
			1548 (22)	

CINCINNATI 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. WLW	1. WLW	1. WLW	WBLZ-F	103.5	Hamilton	2.2
2. WKRQ-F	2. WKRQ-F	2. WKRQ-F	WHKK-F	100.9	Erlanger	.5
3. WWEZ-F	3. WKRC	3. WCIN	WLYK-F	107.1	Milford	1.3
4. WKRC	4. WEBN-F	4. WEBN-F	WNOP	740	Newport	1.4
5. WEBN-F	5. WWEZ-F	5. WKRC	WSAI-F	94.1		2.0
6. WCKY	6. WYYS-F	6. WCKY	WUBE	1230		.7
7. WRRM-F	7. WCKY	7. WWEZ-F	WPFB	910	Middletown	.7
8. WUBE-F	8. WRRM-F	8. WRRM-F	WHIO-F	99.1	Dayton	.5
9. WCIN	9. WSKS-F	9. WUBE-F	WONE	980	Dayton	.7
10. WYYS-F	10. WUBE-F	10. WSAI-F	WTUE-F	104.7	Dayton	.4
11. WSAI	11. WSAI					
12. WSKS-F	12. WCIN					
13. WBLZ-F	13. WSAI-F					
WSAI-F	14. WMOH					
15. WNOP	15. WBLZ-F					

ADI FM SHARE: 56.93% (1166 of 2048) (A/M 80: 54.84%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$31.50 (Selcom)	BENI
WCKY, 1530, 50 KW (DA-N), MOR	CBS, \$63.75 (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC	ABC-E, \$60.25 (Katz)	Taft
WLW, 700, 50 KW, MOR/AC	NBC, \$86.25 (CBS Spot)	
WNOP, 740, 1 KW (DAYS,DA), VARIETY	, \$20.00 (----)	
WSAI, 1360, 5 KW (DA-N), COUNTRY	MBS, \$23.60 (Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$25.00 (Mc-Guild)	Plough
WMOH, 1450, 1 KW/250 W, MOR	ABC-C, \$16.50 (HR/Stone)	(HAMILTON)

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, CONTEMP	, \$21.00 (Selcom)	BENI (HAMILTON)
WEBN-F, 102.7, 31 KW @ 610, AOR (Burk-Abr)	, \$69.00 (Torbet)	Wood
WKRQ-F, 101.9, 25 KW @ 660, ROCK	, \$105.00 (Katz)	Taft
WRRM-F, 98.5, 15 KW @ 810, SOFT ROCK	, \$47.50 (Torbet)	Susquehanna
WSAI-F, 94.1, 32 KW @ 550, COUNTRY	ABC-C, \$23.60 (Blair)	Affiliated
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$45.00 (Mc-Guild)	Plough
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$63.75 (Eastman)	Federated
WSKS-F, 96.5, 50 KW @ 810, CONTEMP	ABC-F, Source, \$37.00 (CBS/FM)	Mariner (HAMILTON)
WYYS-F, 94.9, 27 KW @ 640, CONTEMP	, \$24.00 (MMR)	Heftel (FAIRFIELD)

Other Stations - See Dayton

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	179,827, Scripps-Howard
Cincinnati Enquirer	M	181,555, Gannett



CLEVELAND

Market # 20; ADI # 9  
 Revenue Rank # 14  
 Income Rank # 15  
 APR 16.2  
 SMSA Pop: 1,912,300  
 CSI: 17.1 Bil (# 18)

Revenue : \$30,719,520  
 Income : \$ 3,121,477  
 % Rev Gain: +15.2  
 Stations: 24/24  
 Diaries: 1623/1178:1  
 CSI HH: 25.0 M (# 28)

National Rev: \$7,691,729  
 Nat Rev per Cap: \$4.00  
 Tot Rev per Cap: \$15.96  
 Tot Inc per Cap: \$1.62  
 Profit Margin: 10.2%  
 Retail \$: 8.2 Bil (# 19)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WMMS-F	267/10.5	10.5	8.5	9.0	1. WMMS-F 527	1. WMMS-F	6967/21.5
2. WDOK-F	215/ 8.4	10.1	9.1	8.3	2. WGCL-F 345	2. WGCL-F	5755/18.7
3. WQAL-F	203/ 8.0	9.1	9.4	10.4	3. WQAL-F 280	3. WWWE	4855/17.5
4. WHK	195/ 7.6	5.3	8.5	7.0	4. WDOK-F 275	4. WGAR	4110/14.3
5. WGCL-F	160/ 6.3	7.3	6.6	5.9	5. WZZP-F 271	5. WZZP-F	3777/14.5
6. WZZP-F	157/ 6.2	6.9	5.2	6.0	6. WWWE 239	6. WDOK-F	3612/17.2
7. WERE	155/ 6.1	5.8	6.7	7.9	7. WHK 234	7. WQAL-F	3239/15.4
8. WWWE	145/ 5.7	3.8	3.2	5.5	8. WGAR 212	8. WWWM-F	3104/12.3
9. WGAR	131/ 5.1	4.5	4.8	5.3	9. WKSW-F 162	9. WHK	2583/12.7
10. WJW	92/ 3.6	3.4	5.1	4.8	10. WERE 158	10. WERE	2428/14.7
WLYT-F	92/ 3.6	3.2	2.4	2.8	11. WWWM-F 140	11. WLYT-F	2201/12.3
12. WKSW-F	87/ 3.4	3.8	3.8	2.6	12. WDMT-F 119	12. WAKR	2004/ 1.4
13. WWWM-F	79/ 3.1	3.0	3.0	2.0	13. WAKR 114	13. WKSW-F	1898/ 6.9
14. WZAK-F	74/ 2.9	.9	1.0	1.0	14. WJW 107	14. WDMT-F	1821/ 7.0
15. WDMT-F	71/ 2.8	5.8	5.3	4.5	15. WZAK-F 99	15. WJW	1721/ 8.1
16. WJMO	60/ 2.4	3.2	2.7	2.4	16. WLYT-F 98	16. WZAK-F	1594/ 7.2
17. WCLV-F	55/ 2.2	2.0	2.0	2.4	17. WDBN-F 93	17. WDBN-F	1269/ 2.3

12+ FM SHARE (METRO): 63.06% (1509 of 2393) (A/M 80: 60.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WQAL-F	1. WQAL-F	1. WMMS-F
2. WMMS-F	2. WZZP-F	2. WZZP-F	2. WHK	2. WDOK-F	2. WHK
3. WLYT-F	3. WGCL-F	3. WGCL-F	3. WZZP-F	3. WHK	3. WGAR
4. WZAK-F	4. WWWM-F	4. WHK	4. WGAR	4. WERE	4. WGCL-F
5. WJMO	5. WGAR	WQAL-F	5. WDOK-F	5. WWWE	5. WQAL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		775 (6)	775 (6)	32.4
BTFM MUSIC		447 (3)	447 (3)	18.7
MOR/AC	388 (5)		388 (5)	16.2
COUNTRY	195 (1)	87 (1)	282 (2)	11.8
BLACK/DISCO	99 (2)	145 (2)	244 (4)	10.2
NEWS/TALK	155 (1)		155 (1)	6.5
CLASSICAL		55 (1)	55 (1)	2.3
RELIGION	27 (1)		27 (1)	1.1
BIG BAND	20 (1)		20 (1)	0.8
			<u>2393 (24)</u>	

CLEVELAND 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. WMMS-F	1. WMMS-F	1. WHK	WABQ	1540	1.5
2. WGCL-F	2. WGCL-F	2. WDOK-F	WBBG	1260	.4
3. WQAL-F	3. WWWE	3. WMMS-F	WDBN-F	94.9	Medina 1.1
4. WDOK-F	4. WGAR	4. WGAR	WSUM	1000	Parma 1.1
5. WZZP-F	5. WZZP-F	5. WQAL-F	WAKR	1590	Akron .4
6. WHK	6. WDOK-F	6. WERE	WCUE	1150	Cuyahoga Falls .8
7. WWWE	7. WQAL-F	7. WZAK-F	WKDD-F	96.5	Akron .8
8. WGAR	8. WWWM-F	8. WGCL-F			
9. WKSX-F	9. WHK	9. WWWE			
10. WERE	10. WERE	WJMO			
11. WWWM-F	11. WLYT-F				
12. WAKR	12. WAKR				
13. WDMT-F	13. WKSX-F				
14. WJW	14. WJW				
15. WZAK-F	15. WDMT-F				

ADI FM SHARE: 62.28% (2936 of 4714) (A/M 80: 58.28%)

AM STATIONS

WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	ABC-I, MBS, \$ 70.44	(MMR)
WGAR, 1220, 50 KW (DA-1)	, AC/MOR	ABC-E, \$ 86.00	(Blair) Nationwide
WHK, 1420, 5 KW (DA-N)	, COUNTRY	, \$118.75	(Katz) Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$ 50.50	(UBC) United
WJW, 850, 10 KW/5 KW (DA-N)	, MOR	CBS, \$ 46.25	(Christal)
WWWE, 1100, 50 KW	, MOR/AC	, \$ 88.25	(Eastman) Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640, CLASSICAL	, \$ 33.75	(CMBS)
WDBN-F, 94.9, 118 KW @ 310, BTFL MUS (FM-100)	, \$ 25.56	(Masla)
WDMT-F, 107.9, 70 KW @ 390, URBAN (Burk-Abr)	RKO, \$ 52.50	(Howard) Beasley
WDOK-F, 102.1, 50 KW @ 370, BTFL MUS (Churchill)	, \$ 75.25	(Eastman) Gannett
WGCL-F, 98.5, 40 KW @ 600, ROCK	ABC-F, \$ 70.44	(MMR)
WLYT-F, 92.3, 27 KW @ 234, AOR	, \$ 32.50	(UBC) United
WMMS-F, 100.7, 32 KW @ 600, AOR (Burk-Abr)	Source, \$123.00	(Katz) Malrite
WQAL-F, 104.1, 7 KW @ 1080, BTFL MUS (Bonne)	, \$128.75	(Mc-Guild) SJR
WWWM-F, 105.7, 28 KW @ 900, ROCK	ABC-C, \$ 76.25	(Torbet)
WZAK-F, 93.1, 28 KW @ 620, URBAN (TM)	, \$ 40.63	(Selcom)
WZZP-F, 106.5, 8 KW @ 1060, AC	, \$ 92.00	(Christal) Booth
WKSX-F, 99.5, 50 KW @ 500, COUNTRY (TM)	, \$ 41.25	(Blair) Nationwide

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	359,039, Newhouse
Cleveland Press	E	305,205, Scripps-Howard

COLORADO SPRINGS

Market # 121  
 Revenue Rank # 128  
 Income Rank # 231  
 APR 17.6  
 SMSA Pop: 316,000  
 CSI: 2.3 Bil (# 121)

Revenue : \$3,482,830  
 Income : \$ -306,758  
 % Rev Gain: +8.0  
 Stations: 20/11  
 Diaries: 535/591:1  
 CSI HH: 21.5 M (# 140)

National Rev: \$566,320  
 Nat Rev per Cap: \$1.91  
 Tot Rev per Cap: \$11.75  
 Tot Inc per Cap: \$-1.03  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 129)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA AMD	12+ TSA CUME/MSA	CUME RAT
1. KSPZ-F	61/13.6	16.4	11.1	8.8	12.0	1. KSPZ-F	1011/30.3	
2. KILO-F	50/11.2	11.0	9.6	12.5	8.7	2. KILO-F	861/23.6	
3. KSSS	42/ 9.4	7.6	8.0	9.8	5.6	3. KRDO-F	639/18.1	
4. KRDO-F	40/ 8.9	9.9	11.1	10.6	9.2	4. KYSN	626/24.3	
5. KYSN	35/ 7.8	9.0	8.8	7.7	16.3	5. KOA	619/14.5	
6. KVOR	34/ 7.6	7.3	7.5	9.3	8.7	6. KSSS	564/21.7	
7. KYNR-F	24/ 5.4	4.5	4.7	6.4	1.8	7. KVOR	532/19.9	
8. KOA	22/ 4.9	6.2	4.9	4.0	3.1	8. KIIQ-F+	502/14.7	
9. KRDO	20/ 4.5	4.5	4.1	3.2	4.8	9. KKFM-F	456/13.8	
10. KKCS-F	18/ 4.0	3.4	4.7	.8	---	10. KRDO	450/16.9	

12+ FM SHARE (METRO): 56.82% (229 of 403) (A/M 80: 52.84%)

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

OTHER RATED STATIONS/METRO SHARE

KIIQ-F+	102.7	2.4	KHOW	630	Denver	.7
KKCS	1530	.9	KLZ	560	Denver	1.8
KKFM-F	96.5	3.4	KVOD-F	99.5	Denver	.9
KPIK	1580	.9	KZLO-F	100.7	Pueblo	.9
KWYD-F	105.5	Security .9				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	37 (2)	139 (5)	176 (7)	43.7
COUNTRY	54 (3)	18 (1)	72 (4)	17.9
BTFM MUSIC		64 (2)	64 (2)	15.9
MOR/AC	57 (3)		57 (3)	14.1
NEWS/TALK	22 (1)		22 (1)	5.5
RELIGION	4 (1)	4 (1)	8 (2)	2.0
CLASSICAL		4 (1)	4 (1)	1.0

403 (20)

RADIO STATIONS

KRDO, 1240, 1 KW/250 W	, AC	MBS, \$13.50	(Torbet)
KSSS, 740, 1 KW/250 W (DA-2)	, COUNTRY	NBC, \$20.75	(PRO) Peoria Jrnl Star
KVOR, 1300, 5 KW/1 KW	, MOR	CBS, \$17.50	(Selcom) Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N)	, ROCK	, \$14.00	(Mc-Guild)
KIIQ-F+, 102.7, 51 KW @ 2080	, ROCK	ABC-I, \$21.00	(Eastman) Wiskes-Abaris
KILO-F, 93.9, 83 KW @ 2110	, AOR	, \$27.00	(Christal)
KKCS-F, 101.9, 50 KW @ -310	, COUNTRY	ABC-E, \$11.00	(HR/Stone)
KRDO-F, 95.1, 96 KW @ 2040	, BTFM MUS (Schulke)	, \$21.50	(Torbet)
KSPZ-F, 92.9, 25 KW @ 2130	, ROCK	, \$20.00	(Selcom) Sunbelt

KOA - See Denver

KYNR-F - See Pueblo

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

NEWSPAPERS

Col Spr Gazette	Tel	M-25,237	E-52,063	Freedom
Col Spr Sun	M	28,674	Pueblo Chieftan	M 28,674, Gaylord
Pueblo Star-Journal	E	14,601		

COLUMBIA, SC

Market # 98  
 Revenue Rank # 81  
 Income Rank # 84  
 APR 14.5  
 SMSA Pop: 410,000  
 CSI: 2.9 Bil (# 101)

Revenue : \$5,651,615  
 Income : \$ 439,372  
 % Rev Gain: +8.7  
 Stations: 13/13  
 Diaries: 794/516:1  
 CSI HH: 22.0 M (# 118)

National Rev: \$1,088,404  
 Nat Rev per Cap: \$2.80  
 Tot Rev per Cap: \$14.53  
 Tot Inc per Cap: \$1.13  
 Profit Margin: 7.8%  
 Retail \$: 1.6 Bil (# 108)

		0/N	A/M	0/N	A/M	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
12+ METRO 1/4/SHARE		80	80	79	79				
1.	WNOK-F 99/20.9	19.7	17.5	13.6	11.8	1.	WCOS-F 161	1.	WCOS-F 1616/29.2
2.	WCOS-F 91/19.2	16.1	12.3	11.4	12.2	2.	WNOK-F 124	2.	WNOK-F 1501/33.3
3.	WIS 59/12.4	15.2	10.4	15.9	13.0	3.	WVDM-F 92	3.	WIS 1219/28.5
4.	WZLD-F 42/ 8.9	6.6	7.5	5.6	6.2	4.	WIS 71	4.	WVDM-F 1062/17.1
5.	WVDM-F 35/ 7.4	6.6	7.7	5.4	7.1	5.	WZLD-F 47	5.	WZLD-F 761/19.2
6.	WOIC 34/ 7.2	10.7	14.6	11.9	9.2	6.	WOIC 38	6.	WOIC 749/19.6
7.	WXRY-F 28/ 5.9	7.8	6.7	9.2	10.7	7.	WXRY-F 28	7.	WSCQ-F 363/ 9.3
8.	WSCQ-F 21/ 4.4	5.9	6.1	6.9	7.9	8.	WSCQ-F 23	8.	WXRY-F 357/10.7
9.	WCOS 14/ 3.0	1.4	3.3	6.3	4.5	9.	WCOS 15	9.	WCOS 282/ 7.3
10.	WCAY 8/ 1.7	1.4	3.8	2.2	3.2	10.	WPJS-F 12	10.	WPJS-F 219/ 3.1

12+ FM SHARE (METRO): 72.30% (321 of 444) (A/M 80: 62.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F
2. WVDM-F	2. WCOS-F	2. WCOS-F	2. WNOK-F	2. WIS	2. WNOK-F+
3. WZLD-F	3. WZLD-F	3. WZLD-F	3. WIS	3. WXRY-F	3. WIS
4. WOIC	4. WVDM-F	4. WIS	4. WXRY-F	4. WNOK-F	4. WVDM-F

OTHER RATED STATIONS/METRO SHARE

WNOK 1230 .6 WQXL 1470 1.1 WPJS-F 106.7 Orangeburg 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	17 (2)	141 (2)	158 (4)	35.6
COUNTRY	8 (1)	91 (1)	99 (2)	22.3
MOR/AC	59 (1)	21 (1)	80 (2)	18.0
BLACK	34 (1)	35 (1)	69 (2)	15.5
BTFL MUSIC		28 (1)	28 (1)	6.3
RELIGION	5 (1)	5 (1)	10 (2)	2.3
			444 (13)	

RADIO STATIONS

WCAY, 620, 500 W (DAYS)	, COUNTRY	MBS, \$10.00	(Dora)	
WCOS, 1400, 1 KW/250 W	, CONTEMP	ABC-E, \$30.75	(HR/Stone)	Buck
WIS, 560, 5 KW (DA-N)	, MOR	NBC, \$55.00	(Christal)	Cosmos
WOIC, 1320, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$23.00	(Eastman)	
WCOS-F, 97.9, 20 KW @ 450,	COUNTRY	ABC-I, \$53.70	(HR/Stone)	Buck
WNOK-F, 104.7, 100 KW @ 450,	ROCK (Century 21)	ABC-C, \$47.25	(Blair)	
WSCQ-F, 100.1, 2.4 KW @ 330,	AC	CBS, \$21.25	(Mc-Guild)	
WXRY-F, 93.5, 3 KW @ 360,	BTFL MUS (KalaMusic)	, \$15.00	(Masla)	
WZLD-F, 96.7, 3 KW @ 300,	CONTEMP	RKO, \$18.00	(Selcom)	
WPJS-F, 106.7, 100 KW @ 600,	RELIGION	, \$ 6.00	(----)	(ORANGEBURG)
WVDM-F, 101.3, 100 KW @ 629,	BLACK	SBN, \$24.50	(Howard)	(SUMTER)

TV STATIONS

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

NEWSPAPERS

Columbia State	M	106,157
Columbia Record	E	32,905

COLUMBUS, GA

Market # 158  
 Revenue Rank # 136  
 Income Rank # 236  
 APR 16.3  
 SMSA Pop: 236,600  
 CSI: 1.6 Bil (# 163)

Revenue : \$3,166,564  
 Income : \$ -362,227  
 % Rev Gain: +18.2  
 Stations: 10/9  
 Diaries: 599/395:1  
 CSI HH: 20.0 M (# 215)

National Rev: \$688,303  
 Nat Rev per Cap: \$2.91  
 Tot Rev per Cap: \$13.38  
 Tot Inc per Cap: \$-1.54  
 Profit Margin: ---  
 Retail \$: .9 Bil (# 177)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WOKS 58/18.2	15.6	11.4	1. WVOC-F 84	1. WVOC-F 1184/22.1	
2. WFXE-F 48/15.0	9.9	12.5	2. WFXE-F 61	2. WCGQ-F 823/23.1	
3. WDAK 40/12.5	8.9	12.1	3. WOKS 59	3. WDAK 700/28.3	
4. WEIZ-F 38/11.9	11.3	9.6	4. WCGQ-F 58	4. WFXE-F 625/23.7	
WCGQ-F 38/11.9	21.3	14.3	5. WDAK 54	5. WEIZ-F 510/15.7	
6. WPNX 35/11.0	11.3	12.1	6. WEIZ-F 51	6. WOKS 496/24.1	
7. WVOC-F 28/ 8.8	11.3	12.9	7. WPNX 41	7. WPNX 437/18.1	
8. WHYD 13/ 4.1	2.5	3.2	8. WRCG 18	8. WRCG 306/12.6	
9. WRCG 12/ 3.8	2.5	4.6	9. WHYD 16	9. WHYD 221/ 8.6	
10. WCLS 5/ 1.6	.4	---	10. WCLS 6	10. WCLS 134/ 6.4	

12+ FM SHARE (METRO): 48.25% (152 of 315) (A/M 80: 57.97%)

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

FORMATS

	AM	FM	TOTAL	%
BLACK	58 (1)	48 (1)	106 (2)	33.7
COUNTRY	87 (3)		87 (3)	27.6
ROCK/AOR/CONTEMP		66 (2)	66 (2)	21.0
BTFL MUSIC		38 (1)	38 (1)	12.1
RELIGION	18 (2)		18 (2)	5.7
			315 (10)	

RADIO STATIONS

WCLS, 1580, 1 KW (DA-N)	, GOSPEL	, \$ 5.50 (----)	
WDAK, 540, 5 KW/500 W (DA-N)	, COUNTRY	ABC-I, \$20.00 (Eastman)	
WHYD, 1270, 5 KW (DAYS)	, RELIGION	MBS, \$ 8.00 (----)	CLW
WOKS, 1340, 1 KW/250 W	, BLACK	SBN,NBN, \$21.00 (Howard)	
WPNX, 1460, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, \$18.75 (HR/Stone)	
WRCG, 1420, 5 KW (DA-N)	, COUNTRY	CBS, \$ 7.90 (Selcom)	
WCGQ-F, 107.3, 100 KW @ 610,	ROCK	Source, \$20.00 (Selcom)	
WEIZ-F, 100.1, 3 KW @ 300,	BTFL MUS	ABC-E, \$10.00 (Eastman)	
WFXE-F, 104.9, 3 KW @ 165,	BLACK (Drake-Chen)	ABC-F, \$21.00 (Howard)	
WVOC-F, 102.9, 100 KW @ 1521,	CONTEMP (Drake-Chen)	ABC-C, \$18.00 (Torbet)	Bluegrass

TV STATIONS

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

NEWSPAPERS

Columbus Ledger	E	29,197, Knight-Ridder
Columbus Enquirer	M	33,221, Knight-Ridder

COLUMBUS, OH

Market # 37; ADI # 32  
 Revenue Rank # 27  
 Income Rank # 9  
 APR 15.7  
 SMSA Pop: 1,118,700  
 CSI: 8.7 Bil (# 39)

Revenue : \$17,040,391  
 Income : \$ 5,353,887  
 % Rev Gain: +13.5  
 Stations: 18/19  
 Diaries: 1102/1015:1  
 CSI HH: 21.8 M (# 130)

National Rev: \$4,205,039  
 Nat Rev per Cap: \$3.79  
 Tot Rev per Cap: \$15.36  
 Tot Inc per Cap: \$4.83  
 Profit Margin: 31.4%  
 Retail \$: 5.0 Bil (# 36)

12+ METRO 1/4/SHARE	O/N	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	80	79	79		
1. WLWQ-F 223/15.9	14.0	12.5	12.7	7.8	1. WLWQ-F 276	1. WNCI-F 3939/24.6
2. WXGT-F 151/10.8	9.1	8.2	7.3	8.0	2. WNCI-F 236	2. WLWQ-F 3300/26.1
3. WNCI-F 140/10.0	11.1	11.6	10.1	13.9	3. WTVN 192	3. WTVN 3287/21.9
4. WCOL 111/ 7.9	5.2	6.8	4.7	6.1	4. WXGT-F 175	4. WXGT-F 2726/24.0
5. WBNS-F 109/ 7.8	9.1	10.7	12.2	12.5	5. WBNS-F 125	5. WBNS 2103/21.0
6. WTVN 103/ 7.3	12.3	10.0	14.1	12.1	6. WCOL 116	6. WBNS-F 1872/16.7
7. WMNI 94/ 6.7	6.1	7.0	6.1	7.0	7. WMNI 107	7. WCOL 1688/16.5
8. WBNS 88/ 6.3	5.5	6.4	8.0	7.1	8. WBNS 97	8. WMNI 1505/13.7
9. WHOK-F 65/ 4.6	3.7	2.9	3.7	2.4	9. WHOK-F 95	9. WLW 1358/ 5.6
10. WRMZ-F 48/ 3.4	2.9	2.6	1.8	2.9	10. WRMZ-F 56	10. WHOK-F 1191/ 7.3

12+ FM SHARE (METRO): 63.67% (815 of 1280) (A/M 80: 59.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXGT-F	1. WLWQ-F	1. WLWQ-F	1. WNCI-F	1. WCOL	1. WTVN
2. WLWQ-F	2. WNCI-F	2. WNCI-F	2. WLWQ-F	2. WBNS-F	2. WLWQ-F
	3. WXGT-F	3. WXGT-F	3. WBNS-F	3. WMNI	3. WNCI-F
	4. WTVN	4. WTVN	4. WTVN	4. WTVN	4. WXGT-F
	5. WBNS	5. WBNS	5. WBNS	5. WBNS	5. WMNI

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		514 (3)	514 (3)	40.2
MOR/AC	223 (5)	10 (1)	233 (6)	18.2
COUNTRY	100 (2)	65 (1)	165 (3)	12.9
BTFL MUSIC		157 (2)	157 (2)	12.3
BIG BAND/NOST	111 (1)		111 (1)	8.7
BLACK/JAZZ	31 (1)	69 (2)	100 (3)	7.8
			1280 (18)	

COLUMBUS 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. WLVQ-F	1. WNCI-F	1. WLVQ-F	WBBY-F	103.9	Westerville 1.6
2. WNCI-F	2. WLVQ-F	2. WXGT-F	WHOK	1320	Lancaster 1.1
3. WXGT-F	3. WTVN	3. WMNI	WNRE-F+	107.1	Circleville .8
4. WTVN	4. WXGT-F	4. WBNS	WRFD	880	.4
5. WBNS-F	5. WBNS	5. WNCI-F	WVKO	1580	2.2
6. WCOL	6. WBNS-F	6. WCOL	WVKO-F	94.7	3.4
7. WMNI	7. WCOL	7. WTVN	WLW	700	Cincinnati 1.1
8. WBNS	8. WMNI	8. WBNS-F			
9. WHOK-F	9. WHOK-F	9. WHOK-F			
10. WRMZ-F	10. WLW	10. WVKO-F			
11. WVKO-F	11. WRMZ-F				
12. WLW	12. WVKO-F				
13. WMVO-F	13. WVKO				
14. WVKO	14. WRFD				
15. WMRN-F	15. WMVO-F				

ADI FM SHARE: 64.12% (1165 of 1817) (A/M 80: 60.07%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ 92.16	(Blair)	Columbus Dispatch
WCOL, 1230, 1 KW/250 W, BIG BAND/NOST (Al Ham)	CBS, \$ 48.00	(Eastman)	Great Trails
WMNI, 920, 1 KW/500 W(DA-2), COUNTRY	MBS, \$ 49.00	(Mc-Guild)	
WTVN, 610, 5 KW (DA-N), MOR/AC	ABC-E, \$110.00	(Katz)	Taft
WVKO, 1580, 1 KW (DAYS,DA), BLACK	SBN,NBN, \$ 26.33	(Howard)	

FM STATIONS

WBNS-F, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$ 92.16	(Blair)	Columbus Dispatch
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	, \$ 11.00	(----)	Armington (LANCASTER)
WLVQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$ 75.00	(Katz)	Taft
WNCI-F, 97.9, 175 KW @ 565, CONTEMP	ABC-C, \$ 73.75	(Christal)	Nationwide
WRMZ-F, 99.7, 50 KW @ 542, BTFL MUS (Century 21)	MBS, \$ 35.00	(Mc-Guild)	
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ	SBN,NBN, \$ 20.00	(Howard)	
WXGT-F, 92.3, 50 KW @ 311, ROCK	Source, \$ 48.00	(Eastman)	Great Trails
WMVO-F, 93.7, 20 KW @ 370, AC	, \$ 10.40	(Regional)	(MOUNT VERNON)
WMRN-F, 106.9, 25 KW @ 340, COUNTRY	, \$ 13.00	(----)	(MARION)

WLW - See Cincinnati

TV STATIONS

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

NEWSPAPERS

Columbus Dispatch	E	202,949
Columbus Citizen Journal	M	112,195

CORPUS CHRISTI

Market # 117  
 Revenue Rank # 119  
 Income Rank # 132  
 APR 15.1  
 SMSA Pop: 322,000  
 CSI: 2.3 Bil (# 123)

Revenue : \$3,892,343  
 Income : \$ 178,178  
 % Rev Gain: -6.8  
 Stations: 19/13  
 Diaries: 651/495:1  
 CSI HH: 21.8 M (# 128)

National Rev: \$1,334,923  
 Nat Rev per Cap: \$4.16  
 Tot Rev per Cap: \$12.09  
 Tot Inc per Cap: \$ .55  
 Profit Margin: 4.6%  
 Retail \$: 1.6 Bil (# 107)

12+ METRO 1/4/SHARE			A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KOUL-F	52/13.5	8.8	8.5	1. KOUL-F	61	1. KRYS	770/18.9	
2. KZFM-F	49/12.8	11.4	13.5	2. KZFM-F	57	2. KZFM-F	695/25.6	
3. KIOU-F	45/11.7	8.2	12.6	3. KIOU-F	56	3. KEYS	670/23.0	
4. KUNO	42/10.9	12.5	10.9	4. KUNO	46	4. KOUL-F	609/18.2	
5. KEYS	32/ 8.3	16.8	14.7	5. KNCN-F	35	5. KIOU-F	496/14.0	
6. KNCN-F	25/ 6.5	7.4	9.1	KEYS	35	KNCN-F	496/14.1	
7. KCCT	21/ 5.5	7.2	6.5	7. KKYX	34	7. KTSA	493/ 7.2	
KRYS	21/ 5.5	7.7	8.5	8. KTSA	29	8. KUNO	455/16.8	
9. KIKN	17/ 4.4	4.3	4.1	9. KRYS	27	9. KCCT	431/10.8	
10. KITE-F	14/ 3.6	.5	---	10. KCCT	26	10. KKYX	382/ 2.8	

12+ FM SHARE (METRO): 54.25% (198 of 365) (A/M 80: 41.92%)

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

OTHER RATED STATIONS/METRO SHARE

KCTA	1030		.8	KKYX	680	San Antonio	.8
KEXX-F	93.9		2.3	KTRH	740	Houston	.5
KROB+	1510	Robstown	2.6	KTSA	550	San Antonio	2.1
KSIX	1230		2.3	WOAI	1200	San Antonio	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (3)	83 (3)	144 (6)	39.5
COUNTRY	26 (3)	56 (2)	82 (5)	22.5
SPANISH	63 (2)		63 (2)	17.3
BTFL MUSIC		59 (2)	59 (2)	16.2
MOR/AC	9 (1)		9 (1)	2.5
NEWS/TALK	5 (2)		5 (2)	1.4
RELIGION	3 (1)		3 (1)	0.8
			365 (19)	

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH	, \$15.00 (Selcom)	
KEYS, 1440, 1 KW (DA-N), ROCK	RKO, \$24.70 (Torbet)	
KIKN, 1590, 1 KW/500 W (DA-2), COUNTRY	ABC-E, \$13.00 (Milam)	
KRYS, 1360, 1 KW, CONTEMP	ABC-I, \$16.75 (Masla)	Sigmor
KUNO, 1400, 1 KW, SPANISH	, \$22.25 (Katz)	Tichenor
KIOU-F, 96.5, 100 KW @ 875, BTFL MUS (Bonne)	, \$18.75 (----)	
KITE-F, 105.5, 3 KW @ 360, BTFL MUS (Schulke)	, \$ 8.00 (Buckley)	
KNCN-F, 101.3, 100 KW @ 402, AOR	, \$15.50 (HR/Stone)	
KOUL-F, 103.3, 100 KW @ 310, COUNTRY (TM)	, \$21.50 (Mc-Guild)	
KZFM-F, 95.5, 41 KW @ 390, ROCK	ABC-C, \$24.70 (Torbet)	

KKYX, KTSA - See San Antonio

TV STATIONS

KIII	Corpus Christi	3	ABC	KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS	KORO	Corpus Christi	28	IND

<u>NEWSPAPERS</u>			
	Corpus Christi Caller	M	61,197, Harte-Hanks
	Corpus Christi Times	E	24,277, Harte-Hanks



DALLAS-FT. WORTH

Market # 10; ADI # 10  
 Revenue Rank # 8  
 Income Rank # 11  
 APR 16.9  
 SMSA Pop: 2,965,100  
 CSI : 26.8 Bil (# 9)

Revenue : \$42,838,165  
 Income : \$ 5,073,765  
 % Rev Gain: +12.3  
 Stations: 29/28  
 Diaries: 2227/1331:1  
 CSI HH: 25.2 M (# 25)

National Rev: \$13,560,408  
 Nat Rev per Cap: \$4.86  
 Tot Rev per Cap: \$15.35  
 Tot Inc per Cap: \$1.82  
 Profit Margin: 11.9%  
 Retail \$: 16.0 Bil (# 8)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSCS-F	370/8.9	8.7	7.9	8.2	6.9	1. WBAP	683	1. WBAP 10548/19.2
2. KVIL-F	327/7.9	8.0	9.8	9.9	9.3	2. KSCS-F	423	2. KRLD 5854/17.3
3. KKDA-F	286/6.9	5.5	5.1	5.8	4.7	3. KVIL-F	359	3. KSCS-F 5641/18.9
4. WBAP	269/6.5	6.4	9.2	7.6	11.2	4. KKDA-F	306	4. KVIL-F 4780/17.9
5. KMEZ-F	245/5.9	7.0	5.5	4.8	5.4	5. KRLD	298	5. KEGL-F 4147/15.3
6. KRLD	232/5.6	7.7	6.7	7.3	6.8	6. KMEZ-F	257	6. KKDA-F 3613/13.6
7. KPLX-F	211/5.1	5.8	2.7	1.6	2.1	7. KZEW-F	246	7. KZEW-F 3598/12.3
8. KZEW-F	208/5.0	4.7	4.9	3.8	2.8	8. KPLX-F	238	8. KTXQ-F 3537/13.0
9. KEGL-F	203/4.9	3.5	3.8	3.8	5.7	9. KEGL-F	225	9. KNUS-F 3366/11.8
10. KOAX-F	193/4.7	3.8	6.4	5.1	6.2	10. KTXQ-F	211	10. KPLX-F 3129/11.2
11. KNOK-F	193/4.7	4.4	3.9	4.2	3.6	11. KOAX-F	209	11. WFAA 3098/ 8.5
12. KTXQ-F	191/4.6	4.0	4.5	5.1	6.8	12. KNOK-F	197	12. KMEZ-F 2938/11.1
13. KNUS-F	139/3.4	2.2	2.5	3.3	2.9	13. KNUS-F	171	13. KOAX-F 2836/10.0
14. KMGC-F	115/2.8	3.2	3.8	3.3	2.1	14. WFAA	171	14. KMGC-F 2321/ 9.3
15. WFAA	113/2.7	3.7	4.3	4.4	4.6	15. KMGC-F	118	15. KNOK-F 2183/ 8.7
16. KBOX	111/2.7	3.0	3.3	4.0	4.0	16. KBOX	114	16. KLIF 1607/ 5.5
17. KFJZ	92/2.2	1.8	---	1.0	1.3	17. KFJZ	94	17. KFJZ 1561/ 6.3
18. KLIF	58/1.4	1.6	1.9	2.3	2.1	18. KLIF	67	18. KBOX 1556/ 6.1
19. KPBC	58/1.4	1.2	.9	.5	.8	19. KAFM-F	63	19. KAFM-F 1471/ 5.2
20. KAFM-F	56/1.4	1.7	1.0	1.7	1.2	20. KPBC	62	20. KIXK-F 961/ 3.7

12+ FM SHARE (METRO): 72.78% (2866 of 3938) (A/M 80: 68.00%)

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

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	454 (4)	6119 (3)	1073 (7)	27.2
ROCK/AOR/CONTEMP		856 (5)	856 (5)	21.7
BLACK/URBAN	71 (2)	479 (2)	550 (4)	14.0
BTFL MUSIC		438 (2)	438 (2)	11.1
MOR/AC	34 (2)	383 (2)	417 (4)	10.6
NEWS/TALK	345 (2)		345 (2)	8.8
BIG BAND/NOST	92 (1)		92 (1)	2.3
RELIGION	77 (2)		77 (2)	2.0
CLASSICAL		51 (1)	51 (1)	1.3
SPANISH		40 (1)	40 (1)	1.0
			<u>3938 (29)</u>	

DALLAS-FT. WORTH

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WBAP	1. WBAP	1. WBAP	KAAM	1310 .3
2. KSCS-F	2. KSCS-F	2. KVIL-F	KESS-F	93.9 1.0
3. KVIL-F	3. KRLD	3. KKDA-F	KIXK-F	106.1 Denton .9
4. KKDA-F	4. KVIL-F	4. KSCS-F	KKDA	730 .7
5. KRLD	5. KEGL-F	5. KRLD	KSKY	660 .4
6. KMEZ-F	6. KKDA-F	6. KOAX-F	KVIL	1150 .5
7. KPLX-F	7. KTXQ-F	7. KMEZ-F	KXOL	1360 .4
8. KZEW-F	8. KZEW-F	8. KNOK-F	WRR-F	101.1 1.2
9. KEGL-F	9. KNUS-F	9. KBOX	KNOK	970 1.0
10. KTXQ-F	10. KPLX-F	10. KZEW-F		
11. KOAX-F	11. KMEZ-F			
12. KNOK-F	12. KOAX-F			
13. KNUS-F	13. WFAA			
14. WFAA	14. KMGC-F			
15. KMGC-F	15. KNOK-F			

ADI FM SHARE: 69.28% (3087 of 4456) (A/M 80: 63.74%)

DALLAS METRO 1/4/SHARE

1. KKDA-F	249/9.4
2. KVIL-F	219/8.3
3. KSCS-F	189/7.1
4. KRLD	178/6.7
5. KMEZ-F	155/5.8
6. KTXQ-F	129/4.9
7. WBAP	127/4.8
8. KOAX-F	125/4.7
9. KZEW-F	120/4.5
10. KNOK-F	119/4.5
11. KEGL-F	118/4.4
12. KBOX	110/4.1
13. KMGC-F	87/3.3
14. KNUS-F	86/3.2
15. KPLX-F	81/3.1

FT. WORTH METRO 1/4/SHARE

1. KSCS-F	179/12.1
2. WBAP	143/ 9.7
3. KPLX-F	128/ 8.7
4. KVIL-F	106/ 7.2
5. KMEZ-F	92/ 6.2
6. KZEW-F	85/ 5.7
KEGL-F	85/ 5.7
8. KNOK-F	73/ 4.9
9. KOAX-F	69/ 4.7
10. KTXQ-F	63/ 4.3
11. KRLD	53/ 3.6
12. KNUS-F	50/ 3.4
13. WFAA	48/ 3.2
14. KKDA-F	38/ 2.6
15. KFJZ	34/ 2.3

AM STATIONS

KBOX, 1480,	5 KW/1 KW (DA-2),	COUNTRY	,	\$ 60.00	(Mc-Guild)	Group One
KFJZ, 1270,	5 KW (DA-1)	, BIG BAND/NOST (A1 Ham)	,	\$ 55.00	(Christal)	Swanson
KLIF, 1190,	50 KW/5 KW (DA-2),	COUNTRY	ABC-E,	\$100.00	(RKO)	Susquehanna
KPBC, 1040,	1 KW (DAYS)	, RELIGION	,	\$ 26.00	(----)	
KRLD, 1080,	50 KW (DA-N)	, NEWS	CBS,	\$166.88	(Katz)	Metromedia
WBAP, 820,	50 KW	, COUNTRY	ABC-I,	\$150.00	(Eastman)	Capital Cities
WFAA, 570,	5 KW (DA-2)	, TALK/NEWS	MBS,NBC,	\$ 75.00	(MMR)	Belo

FM STATIONS

KAFM-F, 92.5,	100 KW @ 1685,	AC	,	\$ 30.00	(Torbet)	Bonneville
KEGL-F, 97.1,	100 KW @ 1302,	ROCK	ABC-C,RKO,	\$ 72.80	(Christal)	Swanson
KIXK-F, 106.1,	100 KW @ 480,	COUNTRY	,	\$ 40.00	(Buckley)	
KKDA-F, 104.5,	100 KW @ 390,	BLACK	MBS,	\$106.25	(HR/Stone)	
KMEZ-F, 100.3,	89 KW @ 1280,	BTFL MUS (Bonne)	,	\$ 90.00	(Mc-Guild)	Group One
KMGC-F, 102.9,	100 KW @ 1572,	SOFT ROCK (TM)	,	\$ 93.13	(Selcom)	Shamrock
KNOK-F, 107.5,	100 KW @ 445,	BLACK	NBN,	\$ 60.00	(Howard)	Earl Graves
KNUS-F, 98.7,	100 KW @ 1585,	ROCK	ABC-F,	\$ 50.00	(Masla)	SJR
KOAX-F, 105.3,	100 KW @ 1560,	BTFL MUS (Schulke)	,	\$ 88.75	(RAR)	Westinghouse
KPLX-F, 99.5,	100 KW @ 1680,	COUNTRY	ABC-E,	\$110.00	(RKO)	Susquehanna
KSCS-F, 96.3,	99 KW @ 1680,	COUNTRY	,	\$140.00	(Eastman)	Capital Cities
KTXQ-F, 102.1,	100 KW @ 1420,	AOR	,	\$ 79.50	(CBS/FM)	Gulf
KVIL-F, 103.7,	100 KW @ 1570,	AC/CONTEMP	,	\$193.13	(Blair)	Fairbanks
KZEW-F, 97.9,	100 KW @ 1680,	AOR	Source,	\$ 95.00	(MMR)	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	243,358,	Belo
Dallas Times Herald	E	236,286	
Ft. Worth Star-Telegram	M	86,708	E 144,361, Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

Market # 105  
 Revenue Rank # 88  
 Income Rank # 153  
 APR 12.9  
 SMSA Pop: 380,900  
 CSI: 3.3 Bil (# 93)

Revenue : \$5,407,696  
 Income : \$ 86,748  
 % Rev Gain: +6.7  
 Stations: 16/14  
 Diaries: 678/562:1  
 CST HH: 23.7 M (# 50)

National Rev: \$1,194,596  
 Nat Rev per Cap: \$3.18  
 Tot Rev per Cap: \$14.39  
 Tot Inc per Cap: \$ .23  
 Profit Margin: 1.6%  
 Retail \$: 1.8 Bil (# 100)

12+ METRO 1/4/SHARE	FAL	SPG	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHBF 75/15.9	14.0	17.8	17.3	1. KTIK-F 88	1. KSTT 1370/35.5
2. KSTT 73/15.5	12.2	13.9	12.7	2. WHBF 87	2. KTIK-F 1369/26.3
3. WXLN-F 51/10.8	6.0	6.9	6.3	3. KSTT 83	3. WHBF 1169/30.5
4. WOC 49/10.4	7.5	10.2	9.2	4. WMAQ 66	4. WMAQ 1054/ 6.3
5. KTIK-F 48/10.2	10.0	9.5	11.4	5. KRVR-F 61	5. WLS 851/ 6.9
6. KRVR-F 44/ 9.3	10.5	9.2	10.3	6. WXLN-F 57	6. WOC 829/20.3
7. WQUA 22/ 4.7	8.5	5.8	6.3	7. WOC 55	7. KRVR-F 794/17.6
WHBF-F 22/ 4.7	6.2	4.6	1.8	8. WGN 35	8. WHBF-F 770/16.3
9. WMAQ 12/ 2.5	2.5	2.1	2.8	9. WMT 33	9. WXLN-F 680/17.1
10. WZZC-F 10/ 2.1	5.7	3.9	2.0	10. WLS 31	10. WGN 607/ 6.5

12+ FM SHARE (METRO): 40.00% (175 of 437) (A/M 80: 37.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTIK-F	1. KSTT	1. KSTT	1. KSTT	1. WHBF	1. WHBF
2. WXLN-F	2. WXLN-F	2. WXLN-F	2. WHBF	2. KRVR-F	2. KSTT
3. KSTT	3. KTIK-F	3. KTIK-F	3. KRVR-F	3. WOC	3. KTIK-F

OTHER RATED STATIONS/METRO SHARE

KWNT 1580		.8	WGN 720	Chicago	1.7
WKEI 1450	Kewanee	1.3	WLS 890	Chicago	1.7
WBBM 780	Chicago	.4	WMT 600	Cedar Rapids	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	81 (2)	121 (3)	202 (5)	46.2
COUNTRY	87 (2)	10 (1)	97 (3)	22.2
NEWS/TALK	51 (2)		51 (2)	11.7
BTFL MUSIC		44 (1)	44 (1)	10.1
MOR/AC	39 (4)		39 (4)	8.9
BIG BAND	4 (1)		4 (1)	0.9
			437 (16)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), CONTEMP	ABC-C, \$27.25 (Katz)	Guy Gannett
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, \$23.00 (Buckley)	
WOC, 1420, 5 KW (DA-2), NEWS/TALK	NBC, \$36.00 (Blair)	Palmer
WQUA, 1230, 1 KW/250 W, MOR	ABC-E, \$39.20 (Eastman)	Mid America
KTIK-F, 103.7, 100 KW @ 800, ROCK	, \$36.00 (Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFL MUS (Bonne)	, \$39.20 (Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, SOFT ROCK (TM)	, \$12.50 (Buckley)	
WXLN-F, 96.9, 50 KW @ 500, AOR	ABC-F, \$19.75 (Katz)	Guy Gannett
WZZC-F, 101.3, 50 KW @ 453, COUNTRY	RKO, \$13.50 (Roslin)	

WMT - See Cedar Rapids

Other Stations - See Chicago

TV STATIONS

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

NEWSPAPERS

Quad City Times	AD	64,238, Lee
Moline Dispatch/Rock Island Argus	E	58,808

DAYTON

Market # 48; ADI # 50  
 Revenue Rank # 41  
 Income Rank # 17  
 APR 15.6  
 SMSA Pop: 831,200  
 CSI: 6.9 Bil (# 44)

Revenue : \$11,572,025  
 Income : \$ 2,787,447  
 % Rev Gain: +6.1  
 Stations: 20/15  
 Diaries: 1070/777:1  
 CSI HH: 23.5 M (# 57)

National Rev: \$2,007,502  
 Nat Rev per Cap: \$2.41  
 Tot Rev per Cap: \$13.90  
 Tot Inc per Cap: \$3.35  
 Profit Margin: 24.1%  
 Retail \$: 3.6 Bil (# 46)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHIO-F	208/19.6	15.1	17.0	15.4	15.3	1. WHIO-F 317	1. WHIO-F	3145/29.3
2. WHIO	151/14.2	11.9	12.6	15.4	16.0	2. WHIO 169	2. WHIO	2379/28.3
3. WTUE-F	103/ 9.7	11.4	9.9	8.1	12.0	3. WTUE-F 134	3. WLW	2256/ 7.8
4. WDJX-F	93/ 8.8	7.2	6.2	6.8	6.5	4. WING 116	4. WING	2157/26.1
5. WING	92/ 8.7	9.6	6.7	8.9	8.7	5. WONE 111	5. WTUE-F	2052/20.4
6. WDAO-F	78/ 7.4	8.8	7.5	5.6	5.2	6. WLW 101	6. WONE	1976/17.2
7. WONE	62/ 5.8	9.8	9.2	6.6	9.7	7. WDJX-F 100	7. WDJX-F	1631/21.3
8. WVUD-F	35/ 3.3	3.3	7.0	6.4	2.7	8. WDAO-F 83	8. WSKS-F	1333/ 9.0
9. WAVI	33/ 3.1	6.0	5.8	6.8	4.9	9. WSKS-F 55	9. WVUD-F	1192/11.2
10. WSKS-F	25/ 2.4	1.5	2.0	1.3	1.9	10. WVUD-F 48	10. WDAO-F	925/11.4
						WYYS-F 48		

12+ FM SHARE (METRO): 63.27% (627 of 991) (A/M 80: 59.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJX-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO-F	1. WHIO-F
2. WTUE-F	2. WING	2. WING	2. WHIO	2. WHIO	2. WHIO
3. WDAO-F	3. WDJX-F	3. WTUE-F	3. WING	3. WONE	3. WING
	4. WDAO-F	4. WHIO	4. WONE	4. WING	4. WONE
	5. WHIO-F	5. WDJX-F	5. WDAO-F	5. WDAO-F	5. WTUE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		298 (8)	298 (8)	30.1
MOR/AC	269 (4)		269 (4)	27.1
BTFM MUSIC		213 (2)	213 (2)	21.5
COUNTRY	62 (1)	28 (2)	90 (3)	9.1
BLACK/URBAN		78 (1)	78 (1)	7.9
NEWS/TALK	33 (1)		33 (1)	3.3
RELIGION		10 (1)	10 (1)	1.0
			<u>991 (20)</u>	

DAYTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WHIO-F	1. WHIO-F	1. WHIO-F	WBZI-F	95.3	Xenia	1.0
2. WHIO	2. WHIO	2. WDAO-F	WFCJ-F	93.7	Miamisburg	.9
3. WTUE-F	3. WING	3. WHIO	WJAI-F	92.9	Eaton	1.6
4. WING	4. WTUE-F	4. WING	WPTW	1570	Piqua	.2
5. WDJX-F	5. WONE	5. WDJX-F	WPTW-F	95.7	Piqua	.5
6. WONE	6. WDJX-F	6. WONE	WAZU-F	102.9	Springfield	.6
7. WDAO-F	7. WLW	7. WTUE-F	WBLZ-F	103.5	Hamilton	1.0
8. WLW	8. WLW		WLW	700	Cincinnati	2.3
9. WVUD-F	9. WDAO-F		WPBF-F	105.9	Middletown	1.3
WAVI	10. WSKS-F		WYYS-F	94.9	Fairfield	1.0
11. WBLV	11. WIZE					
12. WSKS-F	12. WAVI					
13. WIZE	13. WAZU-F					
14. WJAI-F	14. WOWO					
15. WHON	15. WBZI-F					

ADI FM SHARE: 59.01% (889 of 1498) (A/M 80: 52.27%)

AM STATIONS

WAVI, 1210, 250 W (DAYS)	, TALK	ABC-C, \$26.00	(Howard)	
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS, \$70.00	(Christal)	Cox
WING, 1410, 5 KW (DA-N)	, AC	ABC-I, \$97.50	(Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	, \$60.00	(Mc-Guild)	Group One
WBLV, 1600, 1 KW (DAYS)	, COUNTRY	MBS, \$17.00	(Regional)	(SPRINGFIELD)
WIZE, 1340, 1 KW/250 W	, CONTEMP	ABC-C, \$14.00	(Torbet)	Great Trails (SPRINGFIELD)
WHON, 930, 500 W (DAYS,DA)	, COUNTRY (MusicWorks)	, \$14.00	(Savalli)	(CENTERVILLE,IND)

FM STATIONS

WBZI-F, 95.3, 3 KW @ 300, COUNTRY	, \$14.00	(Regional)	(XENIA)
WDAO-F, 107.7, 50 KW @ 420, BLACK	, \$39.00	(Howard)	
WDJX-F, 103.9, 3 KW @ 331, ROCK	, \$30.00	(Buckley)	
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$80.00	(Christal)	Cox
WJAI-F, 92.9, 20 KW @ 135, COUNTRY	, \$22.00	(Katz)	Great Trails (EATON)
WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr)	, \$65.00	(Mc-Guild)	Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	ABC-F, \$28.50	(Masla)	Univ of Dayton
WAZU-F, 102.9, 50 KW @ 195, CONTEMP	MBS, \$ 9.25	(Regional)	(SPRINGFIELD)
WLW, WSKS-F - See Cincinnati			
WOWO - See Fort Wayne			

TV STATIONS

WDTN	Dayton	2	ABC, Hearst
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	NBC

NEWSPAPERS

Dayton News	E	140,674, Cox
Dayton Journal & Herald	M	100,886, Cox
Springfield News	M	17,827, Cox
Springfield Sun	E	27,247, Cox

DAYTONA BEACH

Market # 152  
 Revenue Rank # 146  
 Income Rank # 238  
 APR 15.9  
 SMSA Pop: 254,700  
 CSI: 1.7 Bil (# 160)

Revenue : \$2,902,669  
 Income : \$ -398,542  
 % Rev Gain: +22.0  
 Stations: 20/12  
 Diaries: 595/428:1  
 CSI HH: 15.3 M (# 334)

National Rev: \$575,521  
 Nat Rev per Cap: \$2.52  
 Tot Rev per Cap: \$12.71  
 Tot Inc per Cap: \$-1.75  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 125)

12+ METRO 1/4/SHARE	O/N	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	80	79	79		
1. WDOQ-F 63/17.7	15.4	11.7	8.0	4.9	1. WDOQ-F 64	1. WDOQ-F 646/28.0
2. WWLV-F 61/17.1	15.7	19.0	16.8	16.0	WWLV-F 64	2. WWLV-F 628/26.8
3. WDIZ-F 40/11.2	7.7	5.1	8.0	9.1	3. WDIZ-F 40	3. WELE-F 472/20.5
4. WDBO-F 35/ 9.8	14.7	11.7	11.8	10.7	4. WDBO-F 37	4. WDIZ-F 419/18.5
WELE-F 35/ 9.8	10.4	12.0	8.8	5.2	5. WELE-F 36	5. WDBO-F 392/17.0
6. WNDB 23/ 6.5	6.7	7.7	7.3	7.5	6. WNDB 23	6. WNDB 349/15.4
7. WSBB 16/ 4.5	5.0	7.3	8.4	11.4	7. WSBB 17	7. WROD 286/12.6
8. WELE 11/ 3.1	4.3	1.8	3.8	3.6	8. WELE 11	8. WSBB 274/12.1
9. WROD 9/ 2.5	4.0	2.9	6.1	5.2	9. WROD 9	9. WDAT 186/ 8.1
WMFJ 9/ 2.5	1.7	2.6	2.3	5.2	WMFJ 9	10. WMFJ 174/ 7.7

12+ FM SHARE (METRO): 72.29% (240 of 332) (A/M 80: 68.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WWLV-F	1. WWLV-F
2. WDIZ-F	WDIZ-F	2. WDIZ-F	WELE-F	2. WELE-F	2. WDOQ-F
3. WELE-F		3. WELE-F	3. WWLV-F	3. WDOQ-F	3. WNDB

OTHER RATED STATIONS/METRO SHARE

WCCZ 1550	New Smyrna Beach	.6	WHOO 990	Orlando	.8
WDAT 1380	Ormond Beach	2.2	WHOO-F 96.5	Orlando	.6
WDLF 1310	DeLand	.8	WJYO-F 107.7	Mt. Dora	.6
WDBO 580	Orlando	.8	WKIS 740	Orlando	.8
WHLY-F 106.7	Leesburg	.6	WAPE 690	Jacksonville	.6

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	16 (1)	100 (4)	116 (5)	34.5
ROCK/AOR/CONTEMP		103 (2)	103 (2)	31.0
COUNTRY	18 (4)	35 (1)	53 (5)	16.0
MOR/AC	46 (5)	2 (1)	48 (6)	14.5
RELIGION	9 (1)		9 (1)	2.7
TALK	3 (1)		3 (1)	0.9
			332 (20)	

RADIO STATIONS

WELE, 1590, 1 KW (DAYS), COUNTRY	MBS, \$24.20 (Roslin)
WMFJ, 1450, 1 KW/250 W, RELIGION	ABC-I, \$ 8.00 (----)
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$19.60 (HR/Stone) Bdcst Manage
WROD, 1340, 1 KW/250 W, MOR	ABC-E, \$ 9.15 (Market 4) Elyria-Lorain
WSBB, 1230, 1 KW, BTFL/BIG BAND	MBS, \$ 8.00 (Lotus)
WDOQ-F, 101.9, 100 KW @ 265, ROCK	, \$20.00 (----)
WELE-F, 105.9, 100 KW @ 600, COUNTRY	MBS, \$24.20 (Roslin) <i>Elyria - Lorain</i>
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (Bonne)	, \$19.60 (HR/Stone) Bdcst Manage

Other Stations - See Orlando

TV and Newspapers - See Orlando

DENVER

Market # 21; ADI # 20  
 Revenue Rank # 18  
 Income Rank # 28  
 APR 17.8  
 SMSA Pop: 1,654,600  
 CSI: 15.0 Bil (# 22)

Revenue : \$25,303,429  
 Income : \$ 1,660,118  
 % Rev Gain: +8.4  
 Stations: 28/32  
 Diaries: NA  
 CSI HH: 24.1 M (# 39)

National Rev: \$6,761,307  
 Nat Rev per Cap: \$4.36  
 Tot Rev per Cap: \$16.33  
 Tot Inc per Cap: \$1.07  
 Profit Margin: 6.6%  
 Retail \$: 7.6 Bil (# 23)

12+ METRO	1/4/SHARE	A/M 80	O/N 80	A/M 79	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBPI-F	238/9.9	8.6	9.0	4.9	4.6	1. KBPI-F 314	1. KOA 4401/19.6
2. KOA	178/7.4	7.8	6.5	9.9	6.4	2. KOA 270	2. KBPI-F 3970/24.0
3. KLIR-F	142/5.9	6.1	7.3	6.5	7.8	3. KLZ 205	3. KIMN 3924/20.6
4. KAZY-F	138/5.7	4.2	5.2	6.1	7.3	4. KIMN 191	4. KOAQ-F 3183/16.8
5. KOSI-F	136/5.7	6.7	5.7	6.9	6.7	5. KOSI-F 185	5. KLZ 2938/13.0
KYGO-F	136/5.7	3.5	2.8	3.1	3.0	6. KOAQ-F 169	6. KHOW 2905/16.2
7. KLZ	132/5.5	4.7	6.7	5.4	3.9	7. KAZY-F 158	7. KOSI-F 2638/14.6
8. KIMN	129/5.4	5.4	7.7	6.8	6.5	8. KLIR-F 154	8. KAZY-F 2514/15.0
9. KEZW	126/5.2	3.2	3.2	2.1	3.4	9. KYGO-F 152	9. KLIR-F 2130/14.7
KOAQ-F	126/5.2	6.0	2.7	2.6	3.4	10. KHOW 144	10. KYGO-F 1710/11.6
11. KHOW	103/4.3	5.8	7.6	7.7	9.9	11. KEZW 126	11. KEZW 1642/11.9
12. KPPL-F	98/4.1	5.1	4.9	3.6	2.8	12. KPPL-F 101	12. KPPL-F 1496/10.7
13. KVOD-F	81/3.4	4.8	3.8	4.1	3.2	13. KVOD-F 90	13. KVOD-F 1329/ 8.7
14. KBCO-F	75/3.1	2.4	1.6	1.3	1.5	14. KBCO-F 77	14. KHOW-F 1120/ 7.6
15. KDKO	68/2.8	2.5	.9	1.6	1.4	15. KDKO 68	15. KDEN 957/ 7.0

12+ FM SHARE (METRO): 56.58% (1299 of 2296) (A/M 80: 50.34%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	165 (3)	663 (6)	828 (9)	36.1
COUNTRY	180 (3)	136 (1)	316 (4)	13.8
BTFM MUSIC		278 (2)	278 (2)	12.1
MOR/AC	177 (4)	98 (1)	275 (5)	12.0
NEWS/TALK	264 (3)		264 (3)	11.5
BIG BAND	126 (1)		126 (1)	5.5
BLACK/JAZZ	68 (1)	43 (1)	111 (2)	4.8
CLASSICAL		81 (1)	81 (1)	3.5
RELIGION	17 (1)		17 (1)	0.7
			<u>2296 (28)</u>	



DENVER 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. KBPI-F	1. KBPI-F	1. KBPI-F	KADE	1190	Boulder .5
2. KOA	2. KIMN	KOA	KADX-F	105.1	1.8
3. KOSI-F	3. KOA	3. KIMN	KBRQ	1280	1.0
4. KIMN	4. KOAQ-F	4. KOSI-F	KDEN	1340	1.9
5. KOAQ-F	5. KHOW	5. KDKO	KERE	710	1.3
6. KLZ	6. KOSI-F	6. KLZ	KFML	1390	1.0
7. KAZY-F	7. KAZY-F	7. KLIR-F	KHOW-F	95.7	1.8
8. KYGO-F	8. KLZ	8. KYGO-F	KLAK	1600	1.0
9. KLIR-F	9. KLIR-F	9. KEZW	KLDR	1090	1.5
10. KHOW	10. KYGO-F	10. KHOW	KLMO	1060	Longmont .3
11. KEZW	11. KEZW		KRKS	990	.7
12. KPPL-F	12. KPPL-F		KWBZ	1150	Englewood 1.7
13. KVOD-F	13. KVOD-F		KTCL-F	93.3	Fort Collins 1.7
14. KBCO-F	14. KHOW-F				
15. KDKO	15. KDEN				

ADI FM SHARE: 53.91% (1525 of 2829) (A/M 80: 48.17%)

AM STATIONS

KDEN, 1340,	1 KW/250 W	, NEWS	NBC, \$ 34.00	(Savalli)	
KDKO, 1510,	5 KW/1 KW (DA-2),	URBAN	SBN, \$ 37.50	(Roslin)	Sterling
KERE, 710,	5 KW (DA-1)	, AC	MBS, \$ 33.00	(----)	Mission
KEZW, 1430,	5 KW (DA-N)	, BIG BAND/NOST (A1 Ham)	, \$ 35.00	(Torbet)	
KHOW, 630,	5 KW (DA-N)	, MOR	, \$ 84.98	(Eastman)	Doubleday
KIMN, 950,	5 KW (DA-1)	, ROCK	, \$ 98.00	(Blair)	Jeff-Pilot
KLZ, 560,	5 KW (DA-1)	, COUNTRY	ABC-E, \$ 90.00	(Mc-Guild)	Group One
KOA, 850,	50 KW	, TALK/NEWS	CBS, \$120.00	(Katz)	GE

FM STATIONS

KAZY-F, 106.7,	94 KW @ 960,	AOR (Burk-Abr)	, \$ 90.00	(Mc-Guild)	Group One
KBCO-F, 97.3,	25 KW @ 1860,	AOR	, \$ 37.00	(Masla)	(BOULDER)
KBPI-F, 105.9,	100 KW @ 900,	AOR	Source, \$105.00	(Selcom)	Sandusky News
KHOW-F, 95.7,	100 KW @ 725,	CONTEMP	, \$ 43.77	(Eastman)	Doubleday
KLIR-F, 100.3,	100 KW @ 500,	BTFL MUS (Schulke)	, \$ 60.00	(Christal)	Duffy
KOAQ-F, 103.5,	100 KW @ 1061,	ROCK	, \$ 65.00	(Katz)	GE
KOSI-F, 101.1,	100 KW @ 790,	BTFL MUS (Bonne)	, \$ 55.25	(RAR)	Westinghouse
KPPL-F, 107.5,	100 KW @ 1800,	AC	RKO, \$ 66.38	(MMR)	Des Moines Reg
KVOD-F, 99.5,	100 KW @ 380,	CLASSICAL	, \$ 42.50	(CMBS)	
KYGO-F, 98.5,	50 KW @ 720,	COUNTRY (TM)	, \$ 50.00	(Blair)	Jeff-Pilot

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	260,331, Times-Mirror
Rocky Mountain News	M	271,153, Scripps-Howard

DES MOINES

Market # 112  
 Revenue Rank # 60  
 Income Rank # 51  
 APR 14.9  
 SMSA Pop: 338,000  
 CSI: 2.8 Bil (# 107)

Revenue : \$7,668,292  
 Income ; \$ 810,380  
 % Rev Gain: +6.7  
 Stations: 14/13  
 Diaries: 706/479:1  
 CSI HH: 22.4 M (# 101)

National Rev: \$1,995,163  
 Nat Rev per Cap: \$5.90  
 Tot Rev per Cap: \$22.68  
 Tot Inc per Cap: \$2.40  
 Profit Margin: 10.6%  
 Retail \$: 1.8 Bil (# 98)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSO	62/14.9	10.3	14.6	10.5	17.6	1. WHO 246	1. WHO 3474/25.9	
2. KGGO-F	54/13.0	8.8	11.1	7.4	6.3	2. KSO 146	2. KIOA 2212/24.7	
3. KRNT	52/12.5	13.1	11.9	10.8	11.8	3. KLYF-F 114	3. KSO 1710/27.7	
4. KLYF-F	47/11.3	13.3	12.4	11.0	13.1	4. KIOA 92	4. KLYF-F 1431/20.9	
5. WHO	43/10.4	15.1	16.9	16.4	15.1	5. WGGO-F 85	5. KRNT 1193/22.0	
6. KRNT	42/10.1	11.6	9.8	9.5	7.6	6. KRNT 73	6. KRNT 1088/26.4	
7. KIOA	31/ 7.5	8.3	6.9	10.3	12.1	7. KRNT 72	7. KMGK-F 1041/17.2	
8. KMGK-F	28/ 6.7	11.3	6.6	9.7	7.6	8. KMGK-F 63	8. KGGO-F 1036/19.5	
9. KJJY-F	8/ 1.9	1.0	1.6	.8	1.0	9. WOW 42	9. WOW 826/ 1.8	
KEZT-F	8/ 1.9	---	.8	2.8	.8	10. KEZT-F 23	10. KEZT-F 361/ 4.0	

12+ FM SHARE (METRO): 48.60% (191 of 393) (A/M 80: 44.82%)

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

OTHER RATED STATIONS/METRO SHARE

KCBC	1390	1.4	KDMI-F	97.3	1.0	KEZT-F	104.1	Ames	1.9
						WOW	590	Omaha	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	124 (3)	157 (5)	39.9
COUNTRY	62 (1)	8 (1)	70 (2)	17.8
MOR/AC	58 (2)	8 (1)	66 (3)	16.8
BTFL MUSIC		47 (1)	47 (1)	12.0
NEWS/TALK	43 (1)		43 (1)	10.9
RELIGION	6 (1)	4 (1)	10 (2)	2.5
			393 (14)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP	, \$39.95 (Eastman)	Mid America
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$32.75 (Katz)	Stauffer
KSO, 1460, 5 KW (DA-N), COUNTRY	ABC-I, \$32.75 (Torbet)	Stoner
WHO, 1040, 50 KW, NEWS/TALK	NBC, \$67.50 (Blair)	Palmer
KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr)	Source, \$34.00 (Torbet)	Stoner
KMGK-F, 93.3, 100 KW @ 420, ROCK	, \$28.20 (Eastman)	Mid America
KJJY-F, 103.3, 3 KW @ 300, COUNTRY	, \$26.00 (Selcom)	
KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke)	, \$22.00 (Blair)	Palmer
KRNT-F, 102.5, 100 KW @ 514, ROCK (TM)	, \$28.50 (Katz)	Stauffer
KEZT-F, 104.1, 100 KW @ 465, AC	, \$14.50 (----)	(AMES)

WOW - See Omaha

TV STATIONS

KCCI	Des Moines	8	CBS, Cowles
WOI	Ames	5	ABC, Iowa State
WHO	Des Moines	13	NBC, Palmer

NEWSPAPERS				
	Des Moines Register	M	210,577	
	Des Moines Tribune	E	82,201	

DETROIT

Market # 5; ADI # 7  
 Revenue Rank # 6  
 Income Rank # 43  
 APR 17.2  
 SMSA Pop: 4,365,000  
 CSI: 39.9 Bil (# 5)

Revenue : \$46,549,732  
 Income : \$ 1,038,870  
 % Rev Change: + .1%  
 Stations: 28/38  
 Diaries: 2370/1842:1  
 CSI HH: 26.5 M (# 10)

National Rev: \$14,186,158  
 Nat Rev per Cap: \$3.25  
 Tot Rev per Cap: \$10.65  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 2.2%  
 Retail \$: 19.7 Bil (# 4)

12+ METRO	1/4/SHARE	WIN	O/N	J/A	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		81	80	80	80				
1. WJR	669/11.0	10.6	8.7	13.8	11.8	1. WJR	1007	1. WJR	14144/27.9
2. WLLZ-F	490/ 8.0	9.2	7.9	---	---	2. WLLZ-F	546	2. WLLZ-F	7934/19.6
3. WWJ	304/ 5.0	6.7	6.5	5.5	5.0	3. WRIF-F	346	3. CKLW	7778/16.0
4. WRIF-F	292/ 4.8	4.3	5.1	6.1	7.0	4. WWJ	326	4. WRIF-F	6781/16.0
5. WNIC-F	285/ 4.7	4.0	5.3	4.4	4.4	5. WWWW-F	315	5. WWJ	6487/16.4
6. WJR-F	278/ 4.6	5.1	4.5	3.5	4.7	6. WNIC-F	313	6. WABX-F	6184/15.8
7. WWWW-F	271/ 4.4	1.9	1.6	4.2	3.4	7. WJR-F	302	7. WNIC-F	5906/15.2
8. WMJC-F	266/ 4.4	4.5	5.0	6.2	5.5	8. CKLW	292	8. WMJC-F	5172/13.4
9. WXYZ	249/ 4.1	3.6	3.4	3.0	2.7	9. WMJC-F	290	9. WJR-F	5025/12.4
10. WOMC-F	244/ 4.0	3.5	3.9	3.3	4.4	10. WXYZ	259	10. WDRQ-F	4950/13.1
11. WABX-F	240/ 3.9	3.1	2.7	3.3	3.7	11. WOMC-F	257	11. WWWW-F	4524/10.2
12. WCZY-F	234/ 3.8	4.1	4.2	4.5	5.3	12. WABX-F	256	12. WXYZ	4025/10.9
13. WDRQ-F	215/ 3.5	2.8	3.6	4.3	4.6	13. WCZY-F	250	13. WCZY-F	3898/10.2
14. CKLW	212/ 3.5	3.7	3.6	2.8	4.6	14. WCXI	249	14. WCXI	3860/ 9.0
15. WCXI	206/ 3.4	4.6	5.5	4.3	5.1	15. WDRQ-F	227	15. WJLB-F	3414/ 9.3
16. WTWR-F	179/ 2.9	2.4	2.9	3.1	2.4	16. WTWR-F	186	16. WWJ-F	3325/ 8.9
17. WWJ-F	167/ 2.7	3.8	3.0	2.3	3.4	17. WWJ-F	169	17. WTWR-F	3253/ 8.7
18. WJLB-F	156/ 2.6	3.0	.5	.5	.5	18. WJLB-F	167	18. WLBS-F	3139/ 8.7
19. WLBS-F	155/ 2.5	2.8	3.2	3.3	2.1	19. WLBS-F	156	19. WOMC-F	3051/ 8.1
20. WGPR-F	140/ 2.3	1.8	1.6	2.3	2.4	20. WGPR-F	145	20. WGPR-F	2872/ 7.8

12+ FM SHARE (METRO): 67.19% (3887 of 5785) (A/M 80: 61.49%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLLZ-F	1. WLLZ-F	1. WLLZ-F	1. WJR	1. WJR	1. WJR
2. WDRQ-F	2. WNIC-F	2. WNIC-F	2. WWWW-F	2. WWWW-F	2. WWJ
3. WABX-F	3. WRIF-F	3. WRIF-F	3. WOMC-F	3. WJR-F	3. CKLW
4. WRIF-F	4. WMJC-F	4. WMJC-F	4. WMJC-F	4. WWJ	4. WNIC-F+
5. WGPR-F	5. WABX-F	5. WOMC-F	5. WNIC-F	5. WCZY-F	5. WRIF-F
6. WLBS-F	6. WTWR-F	6. WJR	6. CKLW	6. WXYZ	6. WLLZ-F
7. WCHB	7. CKLW	7. WWWW-F	WCZY-F	7. WOMC-F	7. WCXI

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	128 (2)	1788 (6)	1916 (8)	33.1
MOR/AC	881 (2)	423 (2)	1304 (4)	22.5
BTFL MUSIC		679 (3)	679 (3)	11.7
BLACK/URBAN/JAZZ	95 (1)	560 (4)	655 (5)	11.3
NEWS/TALK	553 (2)		553 (2)	9.6
COUNTRY	206 (1)	308 (2)	514 (3)	8.9
CLASSICAL		87 (1)	87 (1)	1.5
RELIGION		42 (1)	42 (1)	0.7
ETHNIC	35 (1)		35 (1)	0.6
			5785 (28)	

DETROIT 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. WJR	1. WJR	1. WJR	WCHB	1440	Inkster 1.6
2. WLLZ-F	2. WLLZ-F	2. WWJ	WJZZ-F	105.9	1.8
3. WRIF-F	3. CKLW	3. WDRQ-F	WMUZ-F	103.5	.7
4. WWJ	4. WRIF-F	4. WLLZ-F	WMZK	1400	.6
5. WNIC-F	5. WWJ	5. WCXI	WNIC	1310	Dearborn .5
6. WWWW-F	6. WABX-F	6. WOMC-F	WQRS-F	105.1	1.4
7. WJR-F	7. WNIC-F	7. WWWW-F	WHND	560	Monroe 1.6
8. WMJC-F	8. WMJC-F	8. WXYZ	CKLW-F	93.9	Windsor .6
9. WOMC-F	9. WDRQ-F	9. CKLW			
10. WABX-F	10. WJR-F	10. WJLB-F			
11. WXYZ	11. WWWW-F				
12. WCZY-F	12. WXYZ				
13. CKLW	13. WCZY-F				
14. WDRQ-F	14. WJLB-F				
15. WCXI	15. WCXI				

ADI FM SHARE: 66.80% (4111 of 6154) (A/M 80: 60.37%)

AM STATIONS

CKLW, 800, 50 KW	, CONTEMP/AC	, \$130.00	(Christal)	Baton
wcxi, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$200.00	(Katz)	Golden West
WJR, 760, 50 KW	, MOR/TALK	NBC, \$185.00	(Eastman)	Capital Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$125.00	(CBS Spot)	Detroit News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$ 82.50	(Blair)	ABC

FM STATIONS

WABX-F, 99.5, 6.5 KW @ 870, AOR		, \$105.00	(Mc-Guild)	Century
WCZY-F, 95.5, 100 KW @ 430, BTFL MUS (Schulke II)	ABC-E,	\$ 80.63	(Selcom)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, ROCK		, \$102.50	(Masla)	Charter
WGPR-F, 107.5, 50 KW @ 388, BLACK	SBN,	\$ 45.00	(Lazar)	
WJLB-F, 97.9, 50 KW @ 410, BLACK		, \$ 77.50	(HR/Stone)	Booth
WJR -F, 96.3, 50 KW @ 480, BTFL MUS (Schulke)		, \$ 83.00	(Eastman)	Capital Cities
WLBS-F, 102.7, 40 KW @ 410, BLACK/URBAN		, \$ 69.00	(Unirep)	Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR		, \$175.00	(RAR)	Doubleday
WMJC-F, 94.7, 10 KW @ 950, CONTEMP/AC	ABC-C,	\$145.00	(MMR)	Greater Media
WNIC-F, 100.3, 50 KW @ 400, CONTEMP/AC		, \$120.00	(RKO)	Marv Josephson
WOMC-F, 104.3, 190 KW @ 416, AC/MOR		, \$106.88	(Torbet)	Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR	ABC-F,	\$118.25	(Blair)	ABC
WTWR-F, 92.3, 22 KW @ 742, AC	ABC-E,	\$200.00	(Katz)	Golden West
WWJ-F, 97.1, 12 KW @ 892, BTFL MUS (FM-100)		, \$ 75.00	(CBS Spot)	Detroit News
WWWW-F, 106.7, 61 KW @ 508, COUNTRY		, \$ 51.88	(Buckley)	Shamrock

TV STATIONS

CBET Windsor	9	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	607,647, Knight-Ridder
Detroit News	E	628,574

DULUTH

Market # 151  
 Revenue Rank # 139  
 Income Rank # 107  
 APR 18.4  
 SMSA Pop: 257,800  
 CSI: 1.9 Bil (# 148)

Revenue : \$3,070,118  
 Income : \$ 251,009  
 % Rev Gain: -21.3  
 Stations: 17/12  
 Diaries: 551/468:1  
 CSI HH: 20.0 M (# 216)

National Rev: \$382,542  
 Nat Rev per Cap: \$1.48  
 Tot Rev per Cap: \$11.91  
 Tot Inc per Cap: \$ .98  
 Profit Margin: 8.2%  
 Retail \$: 1.2 Bil (# 146)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKKQ-F+ 70/17.0	12.4	12.9	1. WKKQ-F+ 108	1. WEBC 1002/28.6
2. WDSM 58/14.1	8.2	6.2	2. WDSM 90	2. WDSM 940/28.7
3. KDAL 50/12.2	18.5	18.6	3. KDAL 71	3. WKKQ-F+ 909/23.6
4. WEVE-F+ 33/ 8.0	9.7	6.8	4. WAKX-F 46	4. KDAL 871/28.4
5. KZIO-F 32/ 7.8	7.9	---	5. WEBC 41	5. WAKX-F 653/21.6
6. WEBC 28/ 6.8	7.7	11.3	6. KZIO-F 37	6. KZIO-F 490/18.5
WGGR-F 28/ 6.8	7.9	8.1	7. WGGR-F 35	7. WEVE-F+ 449/19.5
WAKX-F 28/ 6.8	7.7	11.9	8. WEVE-F+ 33	8. WGGR-F 439/15.6
9. KQDS-F 21/ 5.1	2.9	3.0	9. KQDS-F 24	9. KQDS-F+ 310/11.7
10. WMFG+ 12/ 3.0	4.7	6.5	10. WWJC 14	10. WAKX 269/10.6

12+ FM SHARE (METRO): 45.34% (175 of 386) (A/M 80: 36.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZIO-F	1. WKKQ-F+	1. WKKQ-F+	1. WDSM	1. WKKQ-F+	1. WKKQ-F+
2. WAKX-F	2. KZIO-F	2. WDSM	2. WKKQ-F	2. WEBC	2. KDAL
3. KQDS-F	3. WEBC	3. WEBC	3. KDAL	3. KDAL	3. WDSM

OTHER RATED STATIONS/METRO SHARE

WAKX 970		1.9	WWJC 850	1.9
WHLB 1400 Virginia		1.9	WCCO 830 Minneapolis	.5

FORMATS

	AM	FM	TOTAL	%
COUNTRY	91 (2)	37 (1)	128 (3)	33.2
ROCK/AOR/CONTEMP	18 (2)	104 (4)	122 (6)	31.6
MOR/AC	94 (5)	6 (1)	100 (6)	25.9
BTFL MUSIC		28 (1)	28 (1)	7.3
RELIGION	8 (1)		8 (1)	2.1
			386 (17)	

RADIO STATIONS

KDAL, 610, 5 KW (DA-N), MOR	CBS, \$18.06 (Buckley)	
WDSM, 710, 10 KW/5 KW (DA-N), COUNTRY	NBC, \$20.00 (Torbet)	
WEBC, 560, 5 KW (DA-2), AC	ABC-E, \$17.00 (Katz)	Midwest
WEVE+, 1340, 1 KW/250 W, CONTEMP	ABC-C, \$10.00 (Howard)	(EVELETH)
WWJC, 850, 10 KW (DAYS), RELIGION	ABC-E, \$ 4.00 (----)	
KQDS-F, 94.9, 40 KW @ 400, AOR	, \$20.31 (Masla)	
KZIO-F, 102.5, 100 KW @ 600, CONTEMP (Drake-Chen)	Source, \$18.00 (Torbet)	
WAKX-F, 98.9, 100 KW @ 600, ROCK	ABC-I, \$18.00 (Howard)	
WGGR-F, 105.1, 100 KW @ 749, BTFL MUS	, \$14.50 (Lotus)	
WKKQ-F+, 93.9, 100 KW @ 546, COUNTRY	, \$19.00 (Savalli)	(HIBBING)
WMFG-F+, 106.3, 600 W @ 269, MOR	ABC-I, \$ 6.75 (Hurley)	(HIBBING)

TV STATIONS

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

NEWSPAPERS

Duluth Herald	E	19,878, Knight-Ridder
Duluth News-Tribune	M	51,192, Knight-Ridder
Superior Telegram	E	14,640, Morgan Murphy

EL PASO

Market # 84  
 Revenue Rank # 96  
 Income Rank # 251  
 APR 16.2  
 SMSA Pop: 489,000  
 CSI: 3.1 Bil (# 98)

Revenue : \$4,886,158  
 Income : \$-1,150,532  
 % Rev Gain: +26.1  
 Stations: 23/16  
 Diaries: 794/616:1  
 CSI HH: 20.8 M (# 175)

National Rev: \$1,903,860  
 Nat Rev per Cap: \$4.16  
 Tot Rev per Cap: \$10.69  
 Tot Inc per Cap: \$-2.52  
 Profit Margin: ---  
 Retail \$: 2.1 Bil (# 85)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLAQ-F 84/14.1	4.0	3.1	5.2	9.2	1. KLAQ-F 102	1. KHEY 900/15.9
2. KLOZ-F 53/ 8.9	10.4	9.4	5.4	2.3	2. KLOZ-F 72	2. KLAQ-F 828/20.1
3. KAMA 45/ 7.6	8.1	4.2	9.2	11.4	3. KHEY 67	3. KROD 813/15.8
4. KHEY 42/ 7.0	7.3	10.4	11.3	7.1	4. KROD 57	4. KLOZ-F 776/17.0
5. KHEY-F 39/ 6.5	7.2	7.5	8.6	8.7	5. KHEY-F 56	5. KINT-F 746/17.4
6. KSET 36/ 6.0	5.5	6.7	2.9	3.5	6. KAMA 46	6. KHEY-F 728/11.9
7. KSET-F 35/ 5.9	6.4	8.3	5.6	6.0	7. KSET-F 38	7. KSET-F 590/14.8
KROD 35/ 5.9	1.9	1.5	2.9	3.9	8. KSET 37	8. KFIM-F 580/12.5
9. KINT-F 32/ 5.4	7.5	7.9	11.7	7.9	9. KTSM-F 36	9. KSET 465/11.9
10. KFIM-F 25/ 4.2	4.9	5.4	5.6	4.0	10. KINT-F 34	10. KELP 437/11.2

12+ FM SHARE (METRO): 53.89% (305 of 566) (A/M 80: 52.36%)

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

OTHER RATED STATIONS/METRO SHARE

KAMA-F 93.1	1.2	KELP 920	3.2	KISO 1150	2.5
KKOL 1590	.8	KPAS-F 93.9	1.7	KTSM 1380	3.9
KTSM-F 99.9	3.4	XCJC 1490	Cuidad Juarez	.3	
XEFV 1000	Cuidad Juarez	XEJ 970	Cuidad Juarez	1.3	
XEP 1300	Cuidad Juarez	XROK 800	Cuidad Juarez	2.3	
		XZOL 860	Cuidad Juarez	2.2	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	71 (2)	176 (4)	247 (6)	43.6
COUNTRY	42 (1)	92 (2)	134 (3)	23.7
SPANISH	86 (7)	7 (1)	93 (8)	16.4
NEWS/TALK	23 (1)		23 (1)	4.1
BTFL MUSIC		20 (1)	20 (1)	3.6
MOR/AC	19 (1)		19 (1)	3.4
BIG BAND	15 (1)		15 (1)	2.7
UNKNOWN		10 (1)	10 (1)	1.8
RELIGION	5 (1)		5 (1)	0.9

566 (23)

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS)	, SPANISH	, \$27.80	(Eastman)
KELP, 920, 1 KW/500 W (DA-N)	, AC	, \$ ? ?	(Christal) Clear Channel
KHEY, 690, 10 KW (DA-2)	, COUNTRY (Burk-Abr)	ABC-I, \$40.50	(Katz)
KROD, 600, 5 KW (DA-N)	, CONTEMP	, \$13.00	(Torbet) Rex
KSET, 1340, 1 KW/250 W	, ROCK (Burk-Abr)	, \$25.00	(Mc-Guild) Brdcst Assoc
KFIM-F, 92.3, 100 KW @ 1860,	ROCK	ABC-F, \$15.00	(HR/Stone)
KHEY-F, 96.3, 100 KW @ 1388,	COUNTRY (Burk-Abr)	, \$40.50	(Katz)
KINT-F, 97.5, 60 KW @ 1080,	ROCK	, \$18.00	(Selcom)
KLAQ-F, 95.5, 100 KW @ 1300,	AOR (Burk-Abr)	Source, \$15.00	(Torbet) Rex
KLOZ-F, 102.1, 57 KW @ 1160,	COUNTRY	, \$38.75	(Blair) Henson
KSET-F, 94.1, 100 KW @ 732,	ROCK	, \$25.00	(Mc-Guild) Brdcst Assoc
KTSM-F, 99.9, 100 KW @ 1820,	BTFL MUS	, \$ 8.50	(Howard)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ERIE

Market # 139  
 Revenue Rank # 166  
 Income Rank # 161  
 APR 14.8  
 SMSA Pop: 274,700  
 CSI: 1.9 Bil (# 146)

Revenue : \$2,529,179  
 Income : \$ 65,163  
 % Rev Gain: -4.0%  
 Stations: 12/9  
 Diaries: 549/500:1  
 CSI HH: 20.8 M (# 176)

National Rev: \$310,216  
 Nat Rev per Cap: \$1.13  
 Tot Rev per Cap: \$9.21  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 2.6%  
 Retail \$: 1.1 Bil (# 155)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCKK-F 79/23.4	23.3	23.2	1. WCKK-F 97	1. WCKK-F 1277/41.6
2. WJET 67/19.8	15.5	13.3	2. WJET 67	2. WJET 892/38.6
3. WLVU-F 55/16.3	16.8	19.4	3. WZPR-F 61	3. WLVU-F 741/29.2
4. WRIE 37/10.9	12.7	15.2	4. WLVU-F 55	4. WRIE 632/27.4
5. WLKK 33/ 9.8	10.6	10.8	5. WRIE 37	5. WZPR-F 478/ 4.0
6. WSEG-F 10/ 3.0	5.0	5.7	6. WLKK 33	6. WLKK 444/19.5
7. WREO-F 7/ 2.1	.6	---	7. WREO-F 25	7. WREO-F 334/ 4.3
WZPR-F 7/ 2.1	.9	---	8. WSEG-F 11	8. WSEG-F 192/ 8.1
9. WCTL-F 4/ 1.2	---	1.0	9. WCTL-F 4	9. WJR 135/ 3.2
10. WHYP-F+ 3/ .9	---	1.3	10. WHYP-F+ 3	10. WHYP-F+ 123/ 5.4

12+ FM SHARE (METRO): 53.95% (164 of 304) (A/M 80: 52.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCKK-F	1. WCKK-F	1. WCKK-F	1. WCKK-F	1. WLVU-F	1. WCKK-F+
2. WJET	2. WJET	2. WJET	2. WLVU-F	2. WJET	2. WJET
	3. WRIE	3. WRIE	3. WRIE	3. WRIE	3. WRIE

OTHER RATED STATIONS/METRO SHARE

WJR 760 Detroit .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (1)	79 (1)	146 (2)	48.0
BTFL MUSIC		62 (2)	62 (2)	20.4
COUNTRY	34 (2)	9 (2)	43 (4)	14.1
MOR/AC	39 (2)		39 (2)	12.8
UNKNOWN		10 (1)	10 (1)	3.3
RELIGION		4 (1)	4 (1)	1.3
			304 (12)	

RADIO STATIONS

WJET, 1400, 1 KW/250 W , CONTEMP/AC	, \$17.13 (Eastman)	Myron Jones
WLKK, 1260, 5 KW (DA-2), COUNTRY	NBC, \$13.00 (Buckley)	Goldman
WRIE, 1330, 5 KW (DA-2), AC/MOR	ABC-E, \$24.50 (Mc-Guild)	
WCTL-F, 106.3, 3 KW @ 300, RELIGION (?)	, \$ ? ? (----)	(UNION CITY)
WCKK-F, 103.7, 50 KW @ 1154, ROCK	ABC-C, \$19.50 (Katz)	
WHYP-F+, 100.9, 3 KW @ -95, COUNTRY	, \$10.00 (----)	(NORTH EAST)
WLVU-F, 99.9, 9.7 KW @ 400, BTFL MUS (Schulke)	, \$20.00 (Buckley)	Goldman
WSEG-F, 102.3, 3 KW @ 401, ? ? ?	, \$10.00 (Groskin)	(McKean)
WREO-F, 97.1, 50 KW @ 500, BTFL MUS	, \$12.50 (----)	(ASHTABULA)
WZPR-F, 100.3, 10 KW @ 585, COUNTRY	ABC-I, \$10.50 (Regional)	Regional (MEADVILLE)

TV STATIONS

WICU Erie 12	NBC, Lamb Communications
WJET Erie 24	ABC, Myron Jones
WSEE Erie 35	CBS, Gillett

NEWSPAPERS

Erie Times E	50,427, Mead
Erie News M	24,402, Mead

EUGENE-SPRINGFIELD

Market # 136  
 Revenue Rank # 112  
 Income Rank # 248  
 APR 16.0  
 SMSA Pop: 281,400  
 CSI: 2.2 Bil (# 126)

Revenue : \$4,181,509  
 Income : \$ -735,141  
 % Rev Gain: -11.6  
 Stations: 15/12  
 Diaries: 589/478:1  
 CSI HH: 21.8 M (# 126)

National Rev: \$1,318,958  
 Nat Rev per Cap: \$4.98  
 Tot Rev per Cap: \$15.79  
 Tot Inc per Cap: \$-2.77  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 126)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KPNW-F	52/14.1	13.9	13.3	14.5	12.7	1. KPNW-F	71	1. KPNW 837/19.1
2. KSND-F	51/13.9	10.5	9.5	8.0	8.0	2. KSND-F	53	2. KPNW-F 709/23.4
3. KUGN	36/ 9.8	14.2	14.6	11.6	9.4	3. KPNW	51	3. KUGN 658/26.4
4. KEED	29/ 7.9	9.3	9.5	9.1	5.0	4. KZEL-F	38	4. KSND-F 644/25.8
5. KPNW	28/ 7.6	9.6	9.5	8.5	10.7	5. KUGN	37	5. KZEL-F 526/17.6
KZEL-F	28/ 7.6	9.9	11.4	11.1	9.0	6. KEED	31	6. KEED 437/17.0
7. KQDQ	23/ 6.3	---	1.9	6.8	8.7	7. KUGN-F	25	7. KBDF 392/15.0
8. KUGN-F	22/ 6.0	3.7	5.4	2.8	2.7	KRKT-F+	25	8. KUGN-F 381/13.4
9. KBDF	15/ 4.1	5.1	7.0	6.5	11.4	9. KQDQ	23	9. KRKT-F+ 350/ 2.1
10. KBMC-F	14/ 3.8	1.7	---	.9	---	10. KBDF	17	10. KORE 191/ 8.2

12+ FM SHARE (METRO): 53.14% (169 of 318) (A/M 80: 45.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSND-F	1. KSND-F	1. KSND-F	1. KSND-F	1. KPNW-F	1. KPNW
	2. KZEL-F	2. KPNW-F	KPNW-F	2. KUGN	2. KUGN
	3. KPNW-F	3. KZEL-F	KEED	3. KEED	3. KPNW-F

OTHER RATED STATIONS/METRO SHARE

KASH	1600	.8	KRKT-F+	99.1	Albany	.8
KORE	1050	3.3	KWIL	790	Albany	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (2)	79 (2)	97 (4)	30.5
MOR/AC	64 (2)		64 (2)	20.1
COUNTRY	30 (2)	24 (2)	54 (4)	17.0
BTFM MUSIC		52 (1)	52 (1)	16.4
RELIGION	14 (2)	14 (1)	28 (3)	8.8
BIG BAND	23 (1)		23 (1)	7.2

318 (15)

RADIO STATIONS

KBDF, 1280, 5 KW/L KW (DA-N),	OLDIES/CONT	RKO, \$12.50	(Buckley)
KEED, 1450, .1 KW	, COUNTRY	ABC-E,ABC-I, \$17.00	(Selcom)
KPNW, 1120, 50 KW (DA-2)	, MOR	NBC, \$48.00	(Katz) Pacific NW
KQDQ, 1320, 1 KW (DAYS)	, BIG BAND/NOST (A1 Ham)	MBS, \$13.00	(HR/Stone) Empire
KUGN, 590, 5 KW/1 KW (DA-N),	MOR/AC	CBS, \$26.75	(Torbet)
KBMC-F, 94.5, 3.4 KW @ 800,	RELIGION	, \$13.00	(----)
KPNW-F, 99.1, 100 KW @ 1485,	BTFM MUS (Bonne)	, \$48.00	(Katz) Pacific Northwest
KSND-F, 93.1, 27 KW @ 1800,	ROCK (TM)	Source, \$13.30	(Roslin) Sterling
KUGN-F, 97.9, 100 KW @ 785,	COUNTRY (TM)	MBS, \$19.50	(Torbet)
KZEL-F, 96.1, 100 KW @ 872,	AOR	, \$18.50	(Buckley)

KRKT - See Albany Condensed Report

TV STATIONS

KEZI	Eugene	IND, Teleprompter
KVAL	Eugene	ABC

NEWSPAPER

Eugene Register-Guard E 65,537



EVANSVILLE

Market # 130  
 Revenue Rank # 89  
 Income Rank # 79  
 APR 14.5  
 SMSA Pop: 302,500  
 CSI: 2.1 Bil (# 132)

Revenue : \$5,264,377  
 Income : \$ 525,656  
 % Rev Gain: +6.0  
 Stations: 16/14  
 Diaries: 701/432:1  
 CSI HH: 19.5 M (# 237)

National Rev: \$467,363  
 Nat Rev per Cap: \$1.55  
 Tot Rev per Cap: \$17.40  
 Tot Inc per Cap: \$1.74  
 Profit Margin: 10.0%  
 Retail \$: 1.3 Bil (# 130)

12+ METRO 1/4/SHARE			A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WIKY-F	74/20.1	26.3	19.9	1. WKDQ-F	124	1. WKDQ-F	1527/33.0	
2. WGBF	65/17.6	21.3	22.8	2. WIKY-F	96	2. WGBF	1372/42.3	
3. WKDQ-F	64/17.3	7.7	15.3	3. WGBF	79	3. WIKY-F	995/27.0	
4. WROZ	35/ 9.5	9.6	10.4	4. WBKR-F	69	4. WBKR-F	771/10.5	
5. WHKC-F	21/ 5.7	3.5	.6	5. WROZ	35	5. WROZ	503/18.9	
6. WKKR	20/ 5.4	3.7	2.0	6. WSTO-F	30	6. WKKR	473/16.1	
7. WBKR-F	19/ 5.1	3.2	4.0	7. WKKR	27	7. WSTO-F	401/ 4.2	
8. WRAY-F+	15/ 4.0	5.6	2.6	8. WHKC-F	26	8. WRAY-F+	319/ 8.8	
9. WSON	12/ 3.3	1.9	5.8	9. WRAY-F+	17	9. WHKC-F	311/10.7	
10. WIKY	7/ 1.9	5.1	4.3	10. WSON	15	10. WSON	257/ 7.6	

12+ FM SHARE (METRO): 57.51% (199 of 346) (A/M 80: 52.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKDQ-F	1. WKDQ-F	1. WKDQ-F	1. WGBF	1. WIKY-F	1. WIKY-F+
2. WGBF	2. WGBF	2. WGBF	2. WIKY-F	2. WROZ	2. WKDQ-F
3. WHKC-F	3. WHKC-F	3. WIKY-F	3. WKDQ-F	3. WGBF	3. WGBF

OTHER RATED STATIONS/METRO SHARE

WBNL-F+	107.1	Boonville	.8	WRUL-F	97.3	Carmi, IL	1.1
WVHI-F	105.3		.5	WSTO-F	96.1	Owensboro	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	65 (1)	85 (2)	149 (3)	43.1
COUNTRY	67 (3)	23 (2)	90 (5)	26.0
BTFL MUSIC		79 (2)	79 (2)	22.8
UNKNOWN	6 (1)	9 (1)	15 (2)	4.3
MOR/AC	9 (2)	1 (1)	10 (3)	2.9
RELIGION		2 (1)	2 (1)	0.6
			346 (16)	

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N), CONTEMP	, \$41.50	(Mc-Guild)
WIKY, 820, 250 W (DAYS), BTFL MUS	, \$12.00	(Selcom) South Central
WKKR, 1330, 5 KW/1 KW (DA-N), COUNTRY (Musicworks) CBS,	\$28.50	(Savalli)
WROZ, 1400, 1 KW/250 W, COUNTRY	ABC-I, \$18.00	(HR/Stone) Fuqua
WSON, 860, 500 W (DAYS), COUNTRY (Drake-Chen)	, \$ 9.00	(Regional)
WHKC-F, 103.1, 3 KW @ 300, AOR	Source, \$19.25	(Mc-Guild)
WIKY-F, 104.1, 50 KW @ 480, BTFL MUS (Bonne)	, \$42.88	(Selcom) South Central
WKDQ-F, 99.5, 50 KW @ 906, ROCK (Drake-Chen)	RKO, \$21.00	(Regional) Lackey
WRAY-F+, 98.1, 50 KW @ 425, ? ? ?	, \$10.00	(Devney) (PRINCETON)

WBKR, WSTO - See Owensboro Condensed Report

TV STATIONS

WEHT	Evansville	25	CBS, Gilmore
WFIE	Evansville	14	NBC, Orion
WTVW	Evansville	7	ABC, Woods

NEWSPAPERS

Evansville Courier	M	62,861, Scripps-Howard
Evansville Press	E	43,801, Scripps-Howard

FARGO

Market # 224  
 Revenue Rank # 110  
 Income Rank # 185  
 APR 16.0  
 SMSA Pop: 137,400  
 CSI: 1.0 Bil (# 219)

Revenue : \$4,263,195  
 Income : \$ 7,063  
 % Rev Gain:+15.4  
 Stations: 8/7  
 Diaries: 528/260:1  
 CSI HH: 21.1 M (# 167)

National Rev: \$726,751  
 Nat Rev per Cap: \$5.29  
 Tot Rev per Cap: \$31.02  
 Tot Inc per Cap: \$ .05  
 Profit Margin: .2%  
 Retail \$: .8 Bil (# 191)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFGO 39/21.1	22.8	22.4	1. KFGO 121	1. KFGO 1297/36.2
2. KQWB 32/17.3	16.8	15.3	2. WDAY 53	2. WDAY 840/28.6
3. KQWB-F 28/15.1	15.2	11.7	3. KFYZ 44	3. KQWB 640/37.4
4. KVOX-F 20/10.8	7.6	3.1	4. KQWB-F 42	4. KFYZ 604/ 4.6
5. WDAY 21/11.4	10.3	15.8	5. KQWB 41	5. KQWB-F 527/29.9
6. WDAY-F 16/ 8.6	13.6	10.2	6. WDAY-F 25	6. WDAY-F 426/18.6
7. KVOX 14/ 7.6	6.5	10.2	7. KVOX-F 21	7. KVOX 340/24.7
8. KFYZ 1/ .5	---	----	8. KVOX 16	8. KVOX-F 229/15.9

12+ FM SHARE (METRO): 37.43% (64 of 171) (A/M 80: 39.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQWB-F	1. KQWB	1. KQWB	1. KFGO	1. KFGO	1. KFGO
2. KQWB	2. KQWB-F	2. KQWB-F	2. KQWB	2. KVOX-F	2. WDAY
	3. KVOX	3. KFGO	3. KVOX-F	3. WDAY	3. KQWB

FORMATS

	AM	FM	TOTAL	%
COUNTRY	60 (2)	20 (1)	80 (3)	46.7
ROCK/AOR/CONTEMP	47 (3)	28 (1)	75 (4)	43.9
BTFL MUSIC		16 (1)	16 (1)	9.4
			171 (8)	

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	, COUNTRY	CBS, \$42.88	(Katz)	Communi Prop
KQWB, 1550, 5 KW (DA-N)	, CONTEMP	RKO, \$19.50	(Torbet)	Midwest
KVOX, 1280, 1 KW/500 W (DA-N)	, CONTEMP	ABC-C, \$15.00	(Howard)	
WDAY, 970, 5 KW (DA-N)	, COUNTRY (Burk-Abr)	NBC, \$38.50	(Mc-Guild)	
KQWB-F, 98.7, 100 KW @ 465,	ROCK/AOR	RKO, \$19.50	(Torbet)	Midwest
KVOX-F, 99.9, 27 KW @ 170,	COUNTRY	ABC-F, \$ 7.50	(Howard)	
WDAY-F, 93.7, 100 KW @ 1050,	BTFL MUS (Bonne)	MBS, \$18.00	(Mc-Guild)	

KFYZ - See Bismarck Condensed Report

TV STATIONS

KTHI	Fargo	11	ABC, Morgan Murphy
KXJB	Valley City	4	CBS, Central Minnesota TV
WDAY	Fargo	6	NBC

NEWSPAPERS

Fargo Forum	AD	58,048
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FAYETTEVILLE, NC

Market # 154  
 Revenue Rank # 162  
 Income Rank # 98  
 APR 14.5  
 SMSA Pop: 245,400  
 CSI: 1.6 Bil (# 165)

Revenue : \$2,596,823  
 Income: \$ 310,361  
 % Rev Gain: 4.9%  
 Stations: 11/6  
 Diaries: 498/493:1  
 CSI HH: 20.6 M (# 188)

National Rev: \$632,442  
 Nat Rev per Cap: \$2.58  
 Tot Rev per Cap: \$10.58  
 Tot Inc per Cap: \$1.26  
 Profit Margin: 12.0%  
 Retail \$: .9 Bil (# 172)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQSM-F 71/25.8	23.2	20.3	1. WQSM-F 137	1. WQSM-F 1942/45.8
2. WQDR-F 36/13.1	9.0	16.1	2. WRAL-F 92	2. WRAL-F 1244/21.5
3. WFNC 29/10.5	10.1	8.4	3. WQDR-F 61	3. WQDR-F 752/22.3
4. WRAL-F 26/ 9.5	7.9	4.2	4. WFNC 36	4. WFNC 617/20.6
5. WFBS 23/ 8.4	.7	1.5	5. WSTS-F 28	5. WSTS-F 486/ 6.8
WFAI 23/ 8.4	10.1	8.8	6. WFBS 24	6. WFLB 436/21.4
7. WFLB 22/ 8.0	10.1	12.3	7. WFLB 23	7. WFAI 364/19.2
8. WIDU 15/ 5.5	14.6	13.4	WFAI 23	8. WFBS 292/13.4
9. WYYD-F 9/ 3.3	4.1	3.4	9. WYYD-F 19	9. WYYD-F 282/ 7.9
10. WSTS-F 7/ 2.5	2.6	2.3	10. WIDU 15	10. WIDU 237/12.5

12+ FM SHARE (METRO): 57.41% (151 of 263) (A/M 80: 51.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WFNC	1. WQSM-F
2. WFLB	2. WQDR-F	2. WQDR-F	2. WFNC	2. WFAI	2. WRAL-F
	3. WFBS	3. WRAL-F	3. WFAI		3. WQDR-F

OTHER RATED STATIONS/METRO SHARE

WQTI-F 103.1 Dunn .7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	45 (2)	133 (3)	178 (5)	67.8
COUNTRY	52 (2)		52 (2)	19.8
BLACK	15 (1)		15 (1)	5.7
BTFL MUSIC		11 (2)	11 (2)	4.2
RELIGION		7 (1)	7 (1)	2.7
			263 (11)	

RADIO STATIONS

WFAI, 1230, 1 KW/250 W	, COUNTRY	, \$12.00	(Howard)	Beasley
WFBS, 1450, 1 KW/250 W	, CONTEMP	, \$ ? ?	(Southern)	(SPRING LAKE)
WFLB, 1490, 1 KW/250 W	, ROCK	ABC-C, \$13.75	(Masla)	(Masla)
WFNC, 940, 50 KW/1 KW (DA-N)	, COUNTRY (TM)	CBS, \$18.49	(Eastman)	Cape Fese
WIDU, 1600, 1 KW (DAYS)	, BLACK	SBN, \$ 9.00	(----)	
WQSM-F, 98.1, 100 KW @ 500	, ROCK (TM)	, \$28.81	(Eastman)	Cape Fear
WSTS-F, 96.5, 100 KW @ 650	, GOSPEL/BLACK	, \$10.05	(Savalli)	(LAURINBERG)

Other Stations - See Raleigh

TV and NEWSPAPERS - See Raleigh

FLINT

Market # 81  
 Revenue Rank # 74  
 Income Rank # 39  
 APR 16.9  
 SMSA Pop: 526,600  
 CSI: 4.6 Bil (# 70)

Revenue : \$6,401,379  
 Income : \$1,124,783  
 % Rev Gain: +2.3  
 Stations: 23/10  
 Diaries: 758/695:1  
 CSI HH: 25.4 M (# 24)

National Rev: \$1,371,232  
 Nat Rev per Cap: \$2.61  
 Tot Rev per Cap: \$12.19  
 Tot Inc per Cap: \$2.14  
 Profit Margin: 17.6%  
 Retail \$: 2.6 Bil (# 69)

12+ METRO 1/4/SHARE	O/N	A/M	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	80	79		
1. WGMZ-F 75/11.1	12.4	6.9	9.0	1. WHNN-F 103	1. WHNN-F 1475/ 7.4
2. WWCK-F 71/10.5	13.8	10.3	10.5	WGER-F 103	2. WKCQ-F 1317/ 7.9
3. WDZZ-F 70/10.3	12.9	11.5	----	3. WJR 86	3. WGER-F 1249/ 9.7
4. WJR 54/ 8.0	6.3	8.5	8.3	4. WKCQ-F 85	4. WWCK-F 1231/23.8
5. WTRX 53/ 7.8	6.6	6.9	6.2	5. WGMZ-F 79	5. WJR 1227/18.0
6. WFMK-F 51/ 7.5	4.5	7.1	4.5	6. WWCK-F 77	6. WIOG-F 1089/ 2.8
7. WKMF 46/ 6.8	5.9	5.8	8.3	7. WDZZ-F 70	7. WTAC 1023/15.6
8. WFDF 44/ 6.5	5.2	8.0	8.2	8. WIOG-F 64	8. WFDF 982/19.1
9. WKCQ-F 23/ 3.4	2.8	2.2	1.5	9. WTRX 55	9. WGMZ-F 919/18.5
WTAC 23/ 3.4	3.1	4.4	7.2	10. WFMK-F 54	10. WTRX 909/19.4

12+ FM SHARE (METRO): 57.82% (355 of 614) (A/M 80: 56.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WGMZ-F	1. WGMZ-F	1. WJR
2. WDZZ-F	2. WTRX	2. WGMZ-F	2. WDZZ-F	2. WKMF	2. WGMZ-F
3. WFMK-F	3. WFMK-F	3. WTRX	3. WTRX	3. WJR	3. WHNN-F
4. WTAC	4. WDZZ-F	4. WDZZ-F	4. WKMF	4. WFDF	4. WGER-F

OTHER RATED STATIONS/METRO SHARE

WFLT 1420		1.9	WITL-F 100.7	Lansing	1.6
WLQB 1570		.7	WLLZ-F 98.7	Detroit	.9
WOAP 1080	Owosso	1.2	WNIC-F 100.3	Detroit	.7
WCXI 1130	Detroit	1.0	WRIF-F 101.1	Detroit	.4
WGER-F 102.5	Bay City	2.9	WWJ 950	Detroit	.9
WHNN-F 96.1	Bay City	1.9	WWWS-F 107.1	Saginaw	.4
WIOG-F 106.3	Saginaw	.6			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	153 (7)	176 (8)	28.7
MOR/AC	159 (4)		159 (4)	25.9
BTFL MUSIC		95 (2)	95 (2)	15.5
COUNTRY	53 (2)	34 (2)	87 (4)	14.2
BLACK/URBAN		73 (2)	73 (2)	11.9
BIG BAND	13 (1)		13 (1)	2.1
NEWS/TALK	6 (1)		6 (1)	1.0
RELIGION	5 (1)		5 (1)	0.8
			614 (23)	

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-1), MOR	CBS, \$36.25 (Blair)	
WKMF, 1470, 5 KW/1 KW (DA-1), COUNTRY	ABC-E, \$33.55 (Katz)	Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), CONTEMP	ABC-C, \$27.50 (HR/Stone)	
WTRX, 1330, 5 KW/1 KW (DA-2), AC/CONTEMP	ABC-I, \$24.50 (Christal)	Mid America
WDZZ-F, 92.7, 3 KW @ 260, BLACK	SBN, \$31.00 (Masla)	
WGMZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne)	, \$33.55 (Katz)	Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR (Burk-Abr)	ABC-F, \$35.00 (Mc-Guild)	Reams

WJR - See Detroit 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 106,777, Newhouse

FT. LAUDERDALE

Market # 40  
 Revenue Rank # 43  
 Income Rank # 223  
 APR 17.4  
 SMSA Pop: 910,000  
 CSI: 8.7 Bil (# 38)

Revenue : \$10,870,276  
 Income : \$ -218,557  
 % Rev Gain: +17.9  
 Stations: 27/11  
 Diaries: 935/1092:1  
 CSI HH: 20.6 M (# 181)

National Rev: \$2,861,539  
 Nat Rev per Cap: \$3.14  
 Tot Rev per Cap: \$11.95  
 Tot Inc per Cap: \$-.24  
 Profit Margin: ---  
 Retail \$: 6.0 Bil (# 30)

12+ METRO 1/4/SHARE	O/N	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	80	79	79		
1. WLYF-F 218/7.7	7.8	10.1	16.1	13.1	1. WHYI-F 307	1. WHYI-F 4682/19.6
2. WHYI-F 121/7.3	6.2	7.7	7.6	10.2	2. WNWS 279	2. WINZ-F 3705/11.2
3. WKQS-F 120/7.2	9.7	7.2	6.8	4.2	3. WLYF-F 225	3. WINZ 3249/16.7
4. WNWS 97/5.8	6.5	7.0	3.2	4.6	4. WINZ-F 217	4. WLYF-F 2941/16.6
WSHE-F 97/5.8	4.6	4.4	1.8	3.6	5. WINZ 195	5. WNWS 2621/13.3
6. WRBD 94/5.7	4.0	5.7	3.0	4.0	6. WSHE-F 189	6. WIOD 2484/12.8
7. WINZ 90/5.4	5.1	5.3	6.5	9.5	7. WKQS-F 174	7. WAXY-F 2338/12.1
8. WFTL 87/5.2	2.7	3.1	4.5	4.5	8. WIOD 166	8. WQAM 2250/ 9.3
9. WAXY-F 86/5.2	5.4	6.9	3.5	4.0	9. WAXY-F 162	9. WSHE-F 2185/10.7
10. WIOD 81/4.9	4.7	4.3	5.0	4.9	10. WQAM 142	10. WKQS-F 2167/15.5

12+ FM SHARE (METRO): 57.62% (904 of 1569) (A/M 80: 60.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WSHE-F	1. WSHE-F	1. WHYI-F	1. WKQS-F	1. WNWS
WCKO	2. WHYI-F	2. WHYI-F	2. WAIA-F	2. WLQY	2. WHYI-F
3. WRBD	3. WAXY-F	3. WAXY-F	3. WAXY-F	3. WLYF-F	3. WINZ
4. WINZ-F	4. WRBD	4. WRBD	4. WQAM	4. WFTL	4. WAXY-F
	5. WWL-F	5. WAIA-F	5. WLYF-F	5. WIOD	5. WIOD

OTHER RATED STATIONS/METRO SHARE

WCKO-F 102.7	Pompano Beach	3.1	WINZ-F 94.9	Miami	2.9
WEXY 1520	Oakland Park	.6	WIRK-F 107.9	West Palm Beach	.6
WLQY 1320	Hollywood	4.5	WKAT 1360	Miami	.5
WPIP 980	Pompano Beach	.6	WQAM 560	Miami	3.7
WSRF 1580		.5	WTMI-F 93.1	Miami	2.0
WWJF-F 106.7		1.9	WVCG 1080	Miami	1.3
WAIA-F 97.3	Miami	4.4	WWL-F 93.9	Miami	3.6
WEAT-F 104.5	West Palm Beach	.3	WYOR-F 105.1	Miami	2.3
WGBS 710	Miami	1.3			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		451 (6)	451 (6)	28.7
BTFM MUSIC	31 (2)	323 (5)	354 (7)	22.6
MOR/AC	189 (3)	86 (1)	275 (4)	17.5
NEWS/TALK	187 (2)		187 (2)	11.9
BLACK/URBAN	94 (1)		94 (1)	6.0
BIG BAND	84 (2)		84 (2)	5.4
COUNTRY	70 (2)	10 (1)	80 (3)	5.1
CLASSICAL		34 (1)	34 (1)	2.2
RELIGION	10 (1)		10 (1)	0.6
			1569 (27)	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W, MOR ABC-I, \$31.25 (Buckley) Amature  
 WLQY, 1320, 5 KW (DA-2), BIG BAND/NOST (A1 Ham), \$35.00 (HR/Stone) Sunshine Wireless  
 WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK NBN, \$39.25 (Lazar)

ALL OTHER STATIONS - SEE MIAMI

TV AND NEWSPAPERS - SEE MIAMI

FORT WAYNE

Market # 103  
 Revenue Rank # 73  
 Income Rank # 66  
 APR 16.2  
 SMSA Pop: 385,700  
 CSI: 3.0 Bil (# 100)

Revenue : \$6,415,878  
 Income : \$ 613,589  
 % Rev Gain: +1.5  
 Stations: 15/13  
 Diaries: 668/577:1  
 CSI HH: 22.4 M (# 100)

National Rev: \$1,142,891  
 Nat Rev per Cap: \$3.01  
 Tot Rev per Cap: \$16.88  
 Tot Inc per Cap: \$1.61  
 Profit Margin: 9.6%  
 Retail \$: 1.6 Bil (# 109)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WOWO 109/21.9	17.8	26.0	26.7	24.5	1. WOWO 292	1. WOWO 4530/54.7
2. WQHK 70/14.1	11.3	7.9	7.1	12.4	2. WQHK 102	2. WMEE-F 1682/34.2
3. WMEE-F 62/12.5	14.3	14.7	13.9	17.1	3. WMEE-F 98	3. WPTH-F 1583/26.3
4. WEZV-F 55/11.1	12.0	16.9	17.1	.4	4. WPTH-F 79	4. WQHK 1289/26.4
5. WXKE-F 47/ 9.5	11.3	9.3	6.4	9.7	5. WEZV-F 66	5. WEZV-F 803/21.1
6. WPTH-F 45/ 9.1	9.6	9.7	8.0	12.7	6. WXKE-F 52	6. WXKE-F 588/16.6
7. WKSJ-F 19/ 3.8	1.5	---	---	---	7. WKSJ-F 41	7. CKLW 502/ 1.7
8. WLYV 11/ 2.2	4.6	3.3	2.1	4.4	8. CKLW 26	8. WJR 454/ 2.8
9. WIFF 11/ 2.2	1.5	.6	1.6	1.3	9. WJR 17	9. WKSJ-F 422/ 7.7
10. WGL 8/ 1.6	1.3	2.5	3.6	3.2	10. WIFF 14	10. WGL 295/ 9.2

12+ FM SHARE (METRO): 50.78% (228 of 449) (A/M 80: 55.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMEE-F	1. WXKE-F	1. WOWO	1. WOWO	1. WOWO	1. WOWO
2. WPTH-F	2. WMEE-F	2. WQHK	2. WQHK	2. WQHK	2. WQHK
3. WOWO	3. WOWO	3. WMEE-F	3. WEZV-F	3. WEZV-F	3. WMEE-F
WXKE-F	4. WPTH-F	4. WXKE-F	4. WMEE-F		4. WPTH-F

OTHER RATED STATIONS/METRO SHARE

WADM 1540 Decatur	.4	CKLW 800 Detroit	.6
WFCV 1090	.8	WJR 760 Detroit	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	154 (3)	157 (4)	35.0
MOR/AC	133 (5)		133 (5)	29.6
COUNTRY	81 (2)		81 (2)	18.0
BTFL MUSIC		74 (2)	74 (2)	16.5
RELIGION	4 (1)		4 (1)	0.9
			449 (14)	

RADIO STATIONS

WGL, 1250, 1 KW (DA-2), MOR	CBS, \$ 7.00 (Savalli)	
WIFF, 1570, 500 W (DAYS), COUNTRY	MBS, \$ 6.45 (Walton)	(AUBURN)
WLYV, 1450, 1 KW/250 W, OLDIES	ABC-C, \$23.00 (Regional)	Jack Nicklaus
WOWO, 1190, 50 KW (DA-N), MOR/AC	, \$70.63 (RAR)	Westinghouse
WQHK, 1380, 5 KW (DA-2), COUNTRY (Burk-Abr)	ABC-E, \$38.00 (Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$38.50 (Christal)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, ROCK	, \$36.00 (Eastman)	Federated
WPTH-F, 95.1, 44 KW @ 680, ROCK	ABC-I, \$32.00 (Torbet)	Sarkes-Tarzian
WXKE-F, 103.9, 3 KW @ 250, AOR	Source, \$22.00 (Selcom)	
WKSJ-F, 106.3, 3 KW @ 300, BTFL MUS (Bonne)	, \$10.00 (Regional)	(COLUMBIA CITY)

TV STATIONS

WANE Ft. Wayne 15	CBS, Corinthian	WFFT Ft. Wayne 55	IND
WKJG Ft. Wayne 33	NBC, Tony Hulman Family	WPTA Ft. Wayne 21	ABC, Comb/ Gannett

NEWSPAPERS

Fort Wayne Jour Gazette	M	60,093
Fort Wayne News-Sentinel	E	71,705

FRESNO

Market # 82  
 Revenue Rank # 66  
 Income Rank # 136  
 APR 17.9  
 SMSA Pop: 515,700  
 CSI: 3.6 Bil (# 88)

Revenue : \$7,070,101  
 Income : \$ 153,015  
 % Rev Gain: -14.3  
 Stations: 28/17  
 Diaries: 779/662:1  
 CSI HH: 20.0 M (# 213)

National Rev: \$2,515,838  
 Nat Rev per Cap: \$5.15  
 Tot Rev per Cap: \$14.47  
 Tot Inc per Cap: \$ .31  
 Profit Margin: 2.2%  
 Retail \$: 2.4 Bil (# 74)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KKNU-F	85/11.4	9.6	9.5	10.6	11.7	1. KFYE-F	195	1. KFYE-F 2294/19.2
2. KYNO-F	82/11.0	7.0	9.0	9.4	3.6	2. KMJ	131	2. KMJ 1744/22.1
3. KMJ	66/ 8.8	8.6	8.5	8.4	9.0	3. KKNU-F	100	3. KFRE 1115/ 8.9
4. KFYE-F	55/ 7.4	9.3	7.4	7.5	7.3	4. KYNO-F	86	4. KYNO-F 1044/20.9
5. KFIG-F	41/ 5.5	7.7	3.9	2.9	7.5	5. KFRE	63	5. KKNU-F 1000/17.7
6. KMAK	38/ 5.1	5.8	6.9	8.1	7.8	6. KKDJ-F	62	6. KKDJ-F 843/11.9
7. KGST	36/ 4.8	3.3	3.9	4.0	3.9	7. KBOS-F	60	7. KBOS-F 783/ 8.5
8. KXEX	35/ 4.7	8.0	3.6	4.8	2.8	8. KXEX	56	8. KYNO 692/13.6
9. KKDJ-F	34/ 4.6	3.8	6.1	---	---	9. KGST	43	9. KFIG-F 681/13.7
10. KBOS-F	32/ 4.3	2.6	3.1	4.4	5.9	10. KFIG-F	42	10. KIOY-F 662/ 9.6

12+ FM SHARE (METRO): 57.58% (399 of 693) (A/M 80: 53.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYNO-F	1. KYNO-F	1. KYNO-F	1. KKNU-F	1. KKNU-F	1. KMJ
2. KFYE-F	2. KFYE-F	2. KFYE-F	2. KMAK	2. KMJ	2. KFYE-F
KBOS-F	3. KKDJ-F	3. KFIG-F	3. KFYE-F	3. KMAK	3. KFRE-F
4. KKDJ-F	4. KFIG-F	4. KMAK	4. KYNO-F, KMJ	4. KXEX	4. KKNU-F

OTHER RATED STATIONS/METRO SHARE

KARM	1430	3.6	KYNO	1300	2.8
KBIF	900	.8	KCBS	740	San Francisco .5
KFRE	940	1.2	KGO	810	San Francisco .4
KFRY-F	101.9	2.9	KIOY-F	103.7	Hanford 3.1
KIRV	1510	1.2	KJUG-F	106.7	Tulare .4
KLIP	1220	Fowler 2.3	KLTA-F	98.9	Dinuba .7
KNAX-F	97.9	1.5	KNBR	680	San Francisco .5
KTED-F	96.7	Fowler .8	KNGS	620	Hanford .5
KXQR	790	Clovis 1.6	KRDU	1130	Dinuba .4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	267 (6)	288 (7)	41.6
BTFL MUSIC	21 (2)	90 (2)	111 (4)	16.0
NEWS/TALK	73 (3)		73 (3)	10.5
SPANISH	71 (2)		71 (2)	10.2
COUNTRY	42 (2)	25 (2)	67 (4)	9.7
UNKNOWN/OTHER	27 (1)	6 (1)	33 (2)	4.8
NOR/AC	13 (2)	11 (1)	24 (3)	3.5
BLACK	17 (1)		17 (1)	2.5
RELIGION	9 (2)		9 (2)	1.3

693 (28)

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, AC	ABC-I, \$30.50	(Mc-Guild)
KGST, 1600, 5 KW (DA-N)	, SPANISH	, \$13.00	(Lotus)
KMAK, 1340, 1 KW/250 W	, COUNTRY	ABC-E, \$20.38	(Christal)
KMJ, 580, 5 KW	, NEWS/TALK	CBS, NBC, \$42.50	(Katz) McClatchy
KXEX, 1550, 500 W (DAYS)	, SPANISH	, \$14.00	(Caballero)
KYNO, 1300, 5 KW/1 KW (DA-N)	, ROCK	, \$30.00	(Eastman)
KFIG-F, 101.1, 50 KW @ 352	, CONTEMP	, \$25.00	(Buckley) Davis/Weaver
KFYE-F, 93.7, 68 KW @ 1950	, ROCK	RKO, \$50.00	(Selcom) Sunbelt
KKDJ-F, 105.9, 2.4 KW @ 1960	, AOR	, \$24.50	(HR/Stone)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GRAND RAPIDS

Market # 68; ADI # 38  
 Revenue Rank # 48  
 Income Rank # 50  
 APR 17.4  
 SMSA Pop: 596,200  
 CSI: 4.3 Bil (# 72)

Revenue : \$9,538,960  
 Income : \$ 811,184  
 % Rev Gain: +9.9  
 Stations: 28/21  
 Diaries: 835/714:1  
 CSI HH: 21.5 M (# 141)

National Rev: \$1,505,500  
 Nat Rev per Cap: \$2.55  
 Tot Rev per Cap: \$16.13  
 Tot Inc per Cap: \$1.37  
 Profit Margin: 8.5%  
 Retail \$: 2.7 Bil (# 67)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WLAV-F	120/14.1	13.3	9.1	9.1	9.1	1. WLAV-F	211	1. WGRD-F 2884/26.8
2. WOOD-F	109/12.8	12.9	15.1	14.9	13.2	2. WOOD-F	210	2. WOOD-F 2652/26.1
3. WOOD	71/ 8.3	12.2	14.0	11.4	12.0	3. WGRD-F	157	3. WLAV-F 2388/23.6
4. WGRD-F	70/ 8.2	7.2	7.7	5.2	9.5	4. WJFM-F	111	4. WJFM-F 1676/16.8
5. WCUZ-F	65/ 7.6	5.0	4.5	3.4	4.6	5. WCUZ-F	93	5. WOOD 1372/23.3
6. WJFM-F	54/ 6.3	6.4	5.8	6.1	4.2	6. WOOD	83	6. WCUZ-F 1216/15.9
7. WCUZ	45/ 5.3	3.7	5.9	7.3	6.0	7. WQLR-F	62	7. WKZO 1028/ 2.0
8. WFUR-F	38/ 4.5	3.7	2.9	4.3	5.6	8. WKZO	56	8. WZZR-F 1006/14.5
9. WZZR-F	37/ 4.3	8.3	6.0	4.7	5.4	9. WMUS-F	54	9. WQLR-F 893/ 2.3
10. WTWN	26/ 3.1	2.7	1.8	1.8	2.0	10. WQWQ-F	52	10. WQWQ-F 744/ 5.6

12+ FM SHARE (METRO): 68.94% (546 of 792) (A/M 80: 66.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WLAV-F	1. WLAV-F	1. WOOD-F	1. WOOD-F	1. WOOD-F
2. WLAV-F	2. WJFM-F	2. WCUZ-F	2. WCUZ-F	2. WOOD	2. WLAV-F
	3. WCUZ-F	3. WJFM-F	3. WJFM-F	3. WCUZ-F	3. WGRD-F+
	4. WZZR-F	4. WGRD-F	4. WOOD	4. WCUZ	4. WCUZ-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (2)	227 (3)	251 (5)	31.7
NOR/AC	118 (5)	54 (1)	172 (6)	21.7
BTFL MUSIC		169 (6)	169 (6)	21.3
COUNTRY	50 (2)	88 (4)	138 (6)	17.4
NEWS/TALK	41 (3)		41 (3)	5.2
RELIGION	13 (2)	8 (1)	21 (3)	2.7
			792 (28)	



GRAND RAPIDS-KALAMAZOO 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. WOOD-F	1. WGRD-F	1. WOOD	WFUR	1570 .8
2. WLAV-F	2. WOOD-F	2. WLAV-F	WGHN	1370 Grand Haven 2.5
3. WGRD-F	3. WLAV-F	3. WOOD-F	WGRD	1410 2.5
4. WJFM-F	4. WJFM-F	4. WGRD-F	WHTC	1450 Holland 1.8
5. WCUZ-F	5. WOOD	5. WCUZ-F	WHTC-F	96.1 Holland .5
6. WOOD	6. WCUZ-F	6. WJFM-F	WJBL-F	94.5 Holland .9
7. WKFR-F	7. WKZO	7. WCUZ	WJPW	810 Rockford .8
8. WQLR-F	8. WKFR-F	8. WZZR-F	WMAX	1480 1.1
9. WNWN-F	9. WZZR-F		WYGR	1530 .7
WKZO	10. WQLR-F		WZND-F	99.3 Zeeland 1.3
11. WMUS-F	11. WQWQ-F		WKZO	590 Kalamazoo .5
12. WQWQ-F	12. WCUZ		WMUS-F	106.9 Muskegon .7
13. WBCK	13. WNWN-F		WPLB-F	107.3 Greenville .7
14. WZZR-F	14. WKMI		WQLR-F	106.5 Kalamazoo .5
15. WCUZ	15. WMUS-F		WQWQ-F	104.5 Muskegon 1.6
			WBBM	780 Chicago .7
			WLS	890 Chicago .4
			WMAQ	670 Chicago .6

ADI FM SHARE: 69.38% (1319 of 1901) (A/M 80: 62.94%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W , COUNTRY (Burk-Abr)	CBS, \$31.73 (Eastman)	Federated
WOOD, 1300, 5 KW (DA-N), MOR	NBC, \$49.75 (Katz)	WOOD Inc
WTWN, 1340, 1 KW/250 W , TALK	ABC-C, \$18.00 (Mc-Guild)	

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY (Burk-Abr)	, \$31.73 (Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257, BTFL MUS	, \$12.00 (Mich Spot)	Kuiper
WGRD-F, 97.9, 13 KW @ 590, ROCK	, \$54.50 (Torbet)	Regional
WJFM-F, 93.7, 320 KW @ 850, SOFT ROCK (TM)	, \$24.25 (Buckley)	Fetzer
WLAV-F, 96.9, 50 KW @ 500, AOR (Burk-Abr)	ABC-F, \$55.00 (Mc-Guild)	
WOOD-F, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$88.00 (Katz)	WOOD Inc
WZZR-F, 95.7, 50 KW @ 175, AC/CONTEMP	, \$31.50 (Selcom)	Liggett
WMUS-F, 106.9, 50 KW @ 285, COUNTRY	, \$13.50 (Masla)	(MUSKEGON)
WQWQ-F, 105.5, 50 KW @ 375, BTFL MUS (TM)	, \$15.00 (HR/Stone)	(MUSKEGON)

Other Stations - See Kalamazoo

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	125,222, Newhouse
Kalamazoo Gazette	E	59,559, Newhouse
Muskegon Chronicle	E	44,198, Newhouse
Battle Creek Enquirer	E	33,366, Gannett

GREEN BAY

Market # 185  
 Revenue Rank # 144  
 Income Rank # 146  
 APR 15.5  
 SMSA Pop: 182,400  
 CSI: 1.3 Bil (# 182)

Revenue : \$2,974,415  
 Income : \$ 106,278  
 % Rev Gain: +7.0  
 Stations: 12/6  
 Diaries: 501/364:1  
 Retail \$: 21.7 M (# 135)

National Rev: \$488,491  
 Nat Rev per Cap: \$2.68  
 Tot Rev per Cap: \$16.31  
 Tot Inc per Cap: \$ .58  
 Profit Margin: 3.6%  
 Retail \$: .8 Bil (# 180)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIXX-F 45/20.4	21.3	18.6	1. WIXX-F 134	1. WIXX-F 2046/45.6
2. WGEE 40/18.1	22.7	22.5	2. WGEE 72	2. WGEE 1133/38.7
3. WNFL 29/13.1	12.0	10.0	3. WDUZ-F 63	3. WKAU-F+ 1018/17.0
WDUZ-F 29/13.1	13.8	18.2	4. WKAU-F+ 60	4. WNAM 1001/ 9.0
5. WDUZ 23/10.4	14.7	13.9	5. WAPL-F 55	5. WDUZ-F 855/26.1
6. WAPL-F 15/ 6.8	4.4	3.9	6. WNFL 45	6. WAPL-F 769/15.4
7. WKAU-F+ 8/ 3.7	3.6	3.5	7. WNAM 43	7. WDUZ 742/39.8
8. WAUN-F 7/ 3.2	4.4	3.9	8. WAUN-F 31	8. WNFL 640/32.7
9. WYNE 4/ 1.8	---	---	9. WYNE 29	9. WYNE 446/ 3.9
10. WNAM 1/ .5	1.8	1.7	10. WDUZ 28	10. WAUN-F 290/ 4.4

12+ FM SHARE (METRO): 50.00% (101 of 202) (A/M 80: 44.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WNFL	1. WGEE	1. WIXX-F
2. WAPL-F	2. WNFL	2. WNFL	2. WGEE	2. WDUZ-F	2. WGEE
	3. WGEE	3. WGEE	3. WIXX-F	3. WNFL	3. WNFL

OTHER RATED STATIONS/METRO SHARE

WGN 720 Chicago .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	65 (3)	68 (4)	33.7
MOR/AC	54 (4)		54 (4)	26.7
COUNTRY	44 (2)		44 (2)	21.8
BTFL MUSIC		29 (1)	29 (1)	14.4
BIG BAND		7 (1)	7 (1)	3.5
			202 (12)	

RADIO STATIONS

WDUZ, 1400, 1 KW/250 W	, MOR	ABC-C, \$21.00	(Mc-Guild)	Laird
WGEE, 1360, 5 KW (DA-N)	, COUNTRY	NBC, \$31.00	(Blair)	
WNFL, 1440, 5 KW/500 W (DA-2),AC		CBS, \$15.00	(Buckley)	Communi Prop
WDUZ-F, 98.5, 100 KW @ 1254, BTFL MUS (FM-100)		, \$21.00	(Mc-Guild)	Laird
WIXX-F, 101.1, 100 KW @ 1828, ROCK (TM)		ABC-F, \$36.00	(Blair)	
WAUN-F, 92.7, 3 KW @ 300, BIG BAND/POLKA		MBS, \$ 6.00	(----)	(KEWAUNEE)

OTHER STATIONS SEE APPLETON-OSHKOSH

TV STATIONS

WBAY Green Bay	2	CBS, Nationwide
WFRV Green Bay	5	NBC, Orion
WLUK Green Bay	11	ABC, Post Corp
WLRE Green Bay	26	IND

NEWSPAPERS

Green Bay News-Chronicle	M	12,945
Green Bay Press-Gazette	E	58,142, Gannett
Appleton Post-Crescent	E	52,228
Oshkosh Northwestern	E	28,993

GREENSBORO/WINSTON-SALEM

Market # 49  
 Revenue Rank # 45  
 Income Rank # 57  
 APR 15.5  
 SMSA Pop: 824,300  
 CSI: 6.2 Bil (# 53)

Revenue : \$9,870,241  
 Income : \$ 700,309  
 % Rev Gain: +2.1  
 Stations: 35/27  
 Diaries: 1151/716:1  
 CSI HH: 20.6 M (# 180)

National Rev: \$1,503,527  
 Nat Rev per Cap: \$1.89  
 Tot Rev per Cap: \$12.42  
 Tot Inc per Cap: \$ .88  
 Profit Margin: 7.1%  
 Retail \$: 3.5 Bil (# 49)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WTQR-F	178/16.6	11.2	12.6	11.6	1. WTQR-F 302	1. WTQR-F	3509/28.0
2. WGLD-F	102/ 9.5	7.4	10.1	8.9	2. WSEZ-F 141	2. WGLD-F	1729/17.4
3. WSEZ-F	99/ 9.2	3.3	7.3	5.7	3. WGLD-F 138	3. WSEZ-F	1704/17.2
4. WSJS	80/ 7.4	8.0	8.0	8.8	4. WKZL-F 113	4. WRQK-F	1598/16.5
WKZL-F	80/ 7.4	10.4	9.3	7.9	5. WQMG-F 110	5. WKZL-F	1593/17.2
6. WQMG-F	71/ 6.6	5.7	5.7	4.6	6. WRQK-F 93	6. WSJS	1240/15.3
7. WRQK-F	67/ 6.2	8.1	6.2	5.6	7. WSJS 90	7. WQMG-F	1083/ 9.9
8. WBIG	34/ 3.2	3.6	3.7	3.1	8. WSOC-F 51	8. WBIG	713/ 9.5
9. WAAA	27/ 2.5	5.2	3.4	5.4	9. WRAL-F 41	9. WRAL-F	638/ 3.1
10. WAIR	26/ 2.4	2.3	2.7	2.9	10. WEZC-F 40	10. WSOC-F	633/ 3.0

12+ FM SHARE (METRO): 68.91% (696 of 1010) (A/M 80: 65.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSEZ-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WQMG-F	2. WKZL-F	2. WKZL-F	2. WGLD-F	2. WGLD-F	2. WSJS
WKZL-F	3. WQMG-F	3. WSEZ-F	3. WRQK-F	3. WSJS	3. WSEZ-F
4. WRQK-F	4. WSEZ-F	4. WRQK-F	4. WSEZ-F	4. WEZ-F	4. WGLD-F

OTHER RATED STATIONS/METRO SHARE

WBUY 1440	Lexington	1.2	WTNC 790	Thomasville	1.4
WLXN-F 94.1	Lexington	.3	WTOB 1380		1.0
WCOG 1320		1.1	WZOO 710	Asheboro	1.3
WCSE-F 92.3	Asheboro	.5	WEZC-F 104.7	Charlotte	.5
WEAL 1510		2.4	WPCM-F 101.1	Burlington	.8
WEYE-F 98.3	Thomasville	.5	WPTF 680	Raleigh	.4
WGWR 1260	Asheboro	.5	WQDR-F 94.7	Raleigh	.5
WHPE-F 95.5		1.5	WRAL-F 101.5	Raleigh	.8
WKEW 1400		.4	WROQ-F 95.1	Charlotte	.6
WMFR 1230		2.2	WSLQ-F 99.1	Roanoke	.9
WMFR-F 99.5		.6	WSOC-F 103.7	Charlotte	.7
WOKX 1590		.6	WWMO-F 102.1	Reidsville	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		276 (7)	276 (7)	27.3
COUNTRY	21 (2)	200 (4)	221 (6)	21.9
MOR/AC	190 (9)		190 (9)	18.8
BLACK	79 (3)	71 (1)	150 (4)	14.9
BTFL MUSIC		113 (3)	113 (3)	11.2
RELIGION	13 (1)	31 (3)	44 (4)	4.4
BIG BAND	11 (1)		11 (1)	1.1
UNKNOWN		5 (1)	5 (1)	0.5
			1010 (35)	

RADIO STATIONS

WAAA, 980, 1 KW (DAYS), BLACK	NBN, \$21.00 (PRO)	
WAIR, 1340, 1 KW/250 W, BLACK	, \$10.50 (Torbet)	
WBIG, 1470, 5 KW (DA-N), AC	CBS, \$30.00 (Christal)	Jeff-Pilot
WSJS, 600, 5 KW (DA-2), MOR	NBC, \$85.00 (Mc-Guild)	Summit

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GREENVILLE-NEW BERN, NC

Market # 298 (Greenville only)

Stations: 22/ ?

FINANCIAL INFO NOT

APR 13.7

Diaries: 738/NA

AVAILABLE

SMSA Pop: 86,300 (Greenville only)

CSI HH: 17.4 M (# 306)

Retail \$: .4 Bil (# 300)

CSI: .5 Bil (# 319)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQDW-F 59/18.6	13.8	14.5	1. WITN-F 102	1. WITN-F 1389/22.7
2. WITN-F 37/11.7	10.0	10.6	2. WRAL-F 92	2. WRAL-F 1369/13.5
3. WAZZ-F 32/10.1	9.0	4.2	3. WQDW-F 79	3. WSFL-F 785/21.3
4. WNCT-F 28/ 8.8	5.2	7.8	4. WAZZ-F 61	4. WQDW-F 741/21.2
5. WSFL-F 26/ 8.2	13.5	13.1	5. WNCT-F 48	5. WAZZ-F 646/15.8
6. WKJA-F 13/ 4.1	---	---	6. WSFL-F 36	6. WNCT-F 538/14.0
7. WRAL-F 12/ 3.8	4.2	3.5	7. WYYD-F 29	7. WKTC-F 412/ 4.9
8. WRNS-F 11/ 3.5	8.7	6.4	8. WOKN-F 20	8. WYYD-F 395/ 2.1
WRQR-F 11/ 3.5	---	2.1	9. WKTC-F 19	9. WOKN-F 316/ 3.9
10. WFTC 9/ 2.8	6.2	2.8	WBIC 19	10. WRQR-F 303/ 8.9

12+ FM SHARE (METRO): 85.61% (244 of 285) (A/M 80: 77.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WAZZ-F	1. WAZZ-F	1. WITN-F
2. WITN-F	2. WITN-F	2. WITN-F	2. WQDW-F	WNCT-F	2. WRAL-F
3. WSFL-F	3. WSFL-F	3. WAZZ-F	3. WNCT-F		3. WAZZ-F

OTHER RATED STATIONS/METRO SHARE

WBIC 1380		2.2	WOOW 1340		.9
WBZQ 1550		1.9	WKTC-F 104.3	Tarboro	1.6
WELS 1010	Kinston	2.2	WOKN-F 102.3	Goldsboro	.9
WGHB 1250	Farmville	.6	WRSV-F 92.1	Rocky Mount	.6
WITN 930		1.9	WXQR-F 105.5	Jacksonville	.9
WNCT 1070		.3	WYYD-F 96.1	Raleigh	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	91 (5)	94 (6)	33.0
COUNTRY	10 (3)	59 (4)	69 (7)	24.2
BLACK		64 (3)	64 (3)	22.5
BTFL MUSIC		30 (2)	30 (2)	10.5
MOR/AC	15 (2)		15 (2)	5.3
RELIGION	13 (2)		13 (2)	4.6
			285 (22)	

RADIO STATIONS

WFTC, 960, 5 KW/1 KW (DA-N), AC	ABC-E, \$ 5.50 (T-N)
WBIC, 1330, 5 KW (DAYS), RELIGION	RKO, \$ 5.00 (Savalli)
WAZZ-F, 101.9, 100 KW @ 580, COUNTRY (TM)	NBC, \$18.00 (Southern)
WITN-F, 93.3, 100 KW @ 1900, ROCK (TM)	ABC-F, \$34.25 (Katz)
WKJA-F, 92.1, 3 KW @ ??, AOR (?)	, \$ ? ? (----) (BELHAVEN)
WNCT-F, 107.7, 100 KW @ 550, BTFL MUS (FM-100)	CBS, \$27.50 (Katz) Park
WQDW-F, 97.7, 3 KW @ 228, BLACK (Drake-Chen)	, \$11.00 (Lazar)
WRNS-F, 95.1, 100 KW @ 285, COUNTRY	, \$ 6.50 (T-N)
WRQR-F, 94.3, 3 KW @ 360, CONTEMP	, \$ 6.50 (T-N) (FARMVILLE)
WSFL-F, 106.5, 100 KW @ 725, ROCK	RKO, \$18.50 (Savalli)
WKTC-F, 104.3, 100 KW @ 285, COUNTRY	, \$ 7.25 (T-N) (TARBORO)
WOKN-F, 102.3, 3 KW @ 275, BLACK	NBN, \$ 7.00 (Howard) (GOLDSBORO)

TV STATIONS

WCTI New Bern 12	ABC, Malrite	WITN Washington 7	NBC
WNCT Greenville 9	CBS, Park		

NEWSPAPERS

New Bern Sun-Journal	E	14,669, Freedom
Greenville Daily Reflector	E	15,416
Washington Daily News	E	9,451

GREENVILLE-SPARTANBURG

Market # 72; ADI # 37  
 Revenue Rank # 59  
 Income Rank # 46  
 APR 15.7  
 SMSA Pop: 579,100  
 CSI: 4.0 Bil (# 80)

Revenue : \$7,850,169  
 Income : \$ 985,330  
 % Rev Gain: +3.4  
 Stations: 23/23  
 Diaries: 962/602:1  
 CSI HH: 19.7 M (# 232)

National Rev: \$1,383,382  
 Nat Rev per Cap: \$2.51  
 Tot Rev per Cap: \$14.25  
 Tot Inc per Cap: \$2.51  
 Profit Margin: 12.6%  
 Retail \$: 2.2 Bil (# 82)

12+ METRO 1/4/SHARE	O/N	A/M	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	80	79		
1. WANS-F 91/12.4	6.3	9.7	2.3	1. WESC-F 197	1. WFBC-F 2156/25.1
WESC-F 91/12.4	12.3	11.4	8.0	2. WANS-F 196	2. WANS-F 2064/21.0
3. WSPA-F 68/ 9.2	9.5	10.8	9.9	3. WFBC-F 124	3. WESC-F 2048/21.4
4. WFBC-F 67/ 9.1	12.7	11.7	14.7	4. WSPA-F 119	4. WSPA-F 1504/16.9
5. WHYZ 53/ 7.2	10.5	6.6	6.3	5. WHYZ 79	5. WGXL-F 1177/11.0
6. WESC 43/ 5.8	2.2	6.2	5.0	6. WGXL-F 73	6. WAIM-F 1090/ 7.6
7. WSPA 37/ 5.0	3.8	5.1	4.7	7. WBCY-F 60	7. WFBC 883/15.4
8. WQOK 34/ 4.6	5.6	5.5	6.2	8. WESC 52	8. WESC 771/10.0
9. WFBC 31/ 4.2	5.0	4.8	6.2	9. WAIM-F 38	9. WORD 708/13.5
WORD 31/ 4.2	3.9	4.1	8.9	10. WSPA 37	10. WSPA 682/12.4

12+ FM SHARE (METRO): 57.31% (396 of 691) (A/M 80: 55.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANS-F	1. WANS-F	1. WESC-F	1. WESC-F	1. WESC-F	1. WESC-F+
2. WQOK	2. WFBC-F	WANS-F	2. WFBC-F	2. WSPA-F	2. WFBC-F+
3. WHYZ	3. WESC-F	3. WFBC-F	3. WSPA-F	3. WESC	3. WANS-F+
4. WFBC-F	4. WHYZ	4. WSPA-F	4. WHYZ	4. WHYZ	4. WGXL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	65 (2)	185 (4)	250 (6)	36.2
COUNTRY	55 (2)	96 (2)	151 (4)	21.9
MOR/AC	71 (3)	27 (1)	98 (4)	14.2
BTFL MUSIC	8 (1)	77 (2)	85 (3)	12.3
BLACK	74 (2)		74 (2)	10.7
RELIGION	11 (2)		11 (2)	1.6
CLASSICAL		11 (1)	11 (1)	1.6
BIG BAND	11 (1)		11 (1)	1.6
			691 (23)	

GREEN-SPART-ASHE 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. WANS	1. WFBC-F	1. WESC-F	WASC	1530 2.9
2. WESC-F	2. WESC-F	2. WHYZ	WCKI	1300 Greer .4
3. WFBC-F	3. WANS-F	3. WANS-F	WELP	1360 Easley 1.1
4. WSPA-F	4. WSPA-F	4. WFBC-F	WELP-F	103.9 Easley .7
5. WWNC	5. WGXL-F	5. WFBC	WKDY	1400 1.6
6. WNGC-F	6. WGXL-F	6. WSPA	WMRB	1490 1.5
7. WHYZ	7. WAIM-F	WORD	WMUU	1260 1.1
8. WGXL-F	8. WLOS-F	8. WSPA-F	WMUU-F	94.5 1.5
9. WLOS-F	9. WFBC	9. WASC	WAIM-F	101.1 Anderson 1.6
10. WESC	10. WESC	10. WESC	WANS	1280 Anderson .4
11. WISE	11. WORD		WGXL-F	100.5 Laurens 3.7
12. WAIM-F	12. WSPA		WLOS-F	99.9 Asheville 1.2
13. WSPA	13. WISE		WBCY-F	107.9 Charlotte 2.0
WQOK	14. WQOK			
WFBC	15. WKIT-F			

ADI FM SHARE: 61.33% (1107 of 1805) (A/M 80: 57.62%)

AM STATIONS

WESC, 660, 10 KW (DAYS)	, COUNTRY	ABC-E, \$45.00	(Blair)
WFBC, 1330, 5 KW (DA-N)	, MOR	NBC, \$60.00	(Katz) Multimedia
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	NBN, \$14.00	(----)
WORD, 910, 5 KW/1 KW (DA-2)	, CONTEMP	, \$22.63	(Eastman)
WQOK, 1440, 5 KW (DA-N)	, ROCK	ABC-C, \$23.50	(HR/Stone)
WSPA, 950, 5 KW (DA-N)	, MOR/AC	CBS, \$40.00	(Mc-Guild) Spartan

FM STATIONS

WESC-F, 92.5, 100 KW @ 2000	, COUNTRY	ABC-E, \$45.00	(Blair)
WFBC-F, 93.7, 100 KW @ 1840	, CONTEMP (Drake-Chen)	ABC-F, \$60.00	(Katz) Multimedia
WSPA-F, 98.9, 100 KW @ 1910	, BTFL MUS (FM-100)	, \$40.00	(Mc-Guild) Spartan
WAIM-F, 101.1, 100 KW @ 330	, CONTEMP/AC	MBS, \$22.71	(----) (ANDERSON)
WANS-F, 107.3, 100 KW @ 1008	, ROCK	Source, \$35.00	(HR/Stone) (ANDERSON)
WGXL-F, 100.5, 100 KW @ 760	, AC	ABC-I, \$25.25	(Selcom) (LAURENS)
WNGC-F, 95.5, 100 KW @ 605	, COUNTRY	, \$14.00	(Southern) Clarke (ATHENS,GA)

WBCY-F - See Charlotte

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

NEWSPAPERS

Anderson Independent	(M - 41,234), Mail	(E - 7,224), Harte-Hanks
Spartanburg Herald	(M - 41,230), Journal	(E - 8,123)
Greenville News	(M - 84,975), Piedmont	(E - 23,947), Multimedia
Asheville Citizen, Times	ME 64,573, Multimedia	

HARRISBURG

Market # 93; ADI # 46  
 Revenue Rank # 90  
 Income Rank # 63  
 APR 18.2  
 SMSA Pop: 443,000  
 CSI: 3.9 Bil (# 83)

Revenue : \$5,161,182  
 Income : \$ 660,394  
 % Rev Gain: +8.0  
 Stations: 22/13  
 Diaries: 732/605:1  
 CSI HH: 23.2 M (# 68)

National Rev: \$1,056,031  
 Nat Rev per Cap: \$2.43  
 Tot Rev per Cap: \$11.88  
 Tot Inc per Cap: \$1.52  
 Profit Margin: 12.8%  
 Retail \$: 2.1 Bil (# 87)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHP 107/15.7	17.6	16.4	18.8	1. WRKZ-F 137	1. WQXA-F 1542/13.2
2. WHP-F 90/13.2	12.1	14.5	14.1	2. WHP 120	2. WHP 1442/32.6
3. WTPA-F 73/10.7	7.3	2.9	4.0	3. WTPA-F 111	3. WRKZ-F 1403/15.0
4. WRKZ-F 57/ 8.3	8.5	4.8	---	4. WHP-F 102	4. WTPA-F 1115/20.1
5. WKBO 52/ 7.6	5.9	5.0	9.9	5. WQXA-F 101	5. WHP-F 1038/23.3
6. WSFM-F 38/ 5.6	5.9	4.6	8.8	6. WSBA-F 55	6. WKBO 944/23.8
7. WCMB 37/ 5.4	3.2	2.8	3.5	7. WKBO 54	7. WCMB 855/17.7
8. WQXA-F 32/ 4.7	5.0	6.6	5.6	8. WNCE-F 50	8. WSFM-F 677/15.7
9. WHYL 23/ 3.4	5.8	7.0	2.1	9. WCMB 47	9. WNCE-F 669/ 6.9
10. WQVE-F 18/ 2.6	3.5	2.1	1.9	10. WSFM-F 41	10. WSBA-F 663/ 4.6

12+ FM SHARE (METRO): 58.81% (367 of 624) (A/M 80: 54.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WHP-F	1. WHP	1. WHP
2. WQXA-F	2. WSFM-F	2. WRKZ-F	2. WHP	2. WHP-F	2. WRKZ-F
3. WQVE-F	3. WRKZ-F	3. WHP-F	3. WKBO	3. WRKZ-F	3. WQXA-F
	4. WKBO	4. WKBO	4. WRKZ-F	4. WKBO	4. WTPA-F WKBO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	11 (1)	170 (6)	181 (7)	29.0
MOR/AC	173 (4)	4 (1)	177 (5)	28.4
BTFL MUSIC		117 (3)	117 (3)	18.8
COUNTRY	60 (2)	57 (1)	117 (3)	18.8
BLACK/DISCO	13 (1)		13 (1)	2.1
BIG BAND		11 (1)	11 (1)	1.8
RELIGION		8 (2)	8 (2)	1.3
			<u>624 (22)</u>	

HARRIS-LANC-YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WRKZ-F	1. WQXA-F	1. WHP	WFEC	1400 1.9
2. WQXA-F	2. WRKZ-F	2. WTPA-F	WI00	1000 Carlisle 1.6
3. WTPA-F	3. WHP	3. WHP-F	WQIN	1290 Lykens 1.8
4. WHP	4. WSBA	4. WKBO	WZUE-F	102.3 Carlisle .6
5. WHP-F	5. WTPA-F	5. WRKZ-F	WAHT	1510 Annville .3
6. WNCE-F	6. WNCE-F	6. WQVE-F	WDAC-F	94.5 Lancaster .4
7. WSBA-F	7. WSBA-F	7. WCMB	WGCB-F	96.1 Red Lion .7
8. WSBA	8. WLAN-F	8. WHYL	WNCE-F	101.3 Lancaster 1.8
9. WLAN-F	9. WYCR-F		WRHY-F	92.7 Starview 1.6
10. WKBO	10. WHP-F		WSBA-F	103.3 York 2.2
11. WYCR-F	11. WKBO		WUFM-F	100.1 Lebanon .4
12. WCMB	12. WCMB		WQKX-F	94.1 Sunbury .9
13. WNOW	13. WSFM-F			
14. WSFM-F	14. WLAN			
15. WDAC-F	15. WLBR			

ADI FM SHARE: 64.15% (1140 of 1777) (A/M 80: 62.13%)

AM STATIONS

WCMB, 1460, 5 KW (DA-N)	COUNTRY (Drake-Chen)	ABC-I, \$28.13	(Christal)	McKenna
WHP, 580, 5 KW (DA-N)	MOR	CBS, \$92.50	(Katz)	
WHYL, 960, 5 KW (DAYS,DA)	COUNTRY		\$21.15 (PRO)	
WKBO, 1230, 1 KW/250 W	AC	NBC, \$30.25	(Blair)	

FM STATIONS

WHP-F, 97.3, 50 KW @ 840, BTFL MUS (Schulke)*			\$92.50 (Katz)	
WQVE-F, 93.5, 3 KW @ 300, ROCK		Source, \$16.50	(Buckley)	
WSFM-F, 99.3, 3 KW @ 150, CONTEMP		ABC-F, \$28.13	(Christal)	McKenna
WTPA-F, 104.1, 24 KW @ 670, AOR (Burk-Abr)			\$47.50 (Selcom)	Newhouse

\*Station now uses Bonneville

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	63,433, Newhouse
Harrisburg Patriot	M	48,617, Newhouse
Lancaster New Era	E	59,621
Lancaster Intel Journal	M	40,287
York Dispatch	E	50,147
York Record	M	34,654, Buckner News Alliance



HARTFORD

Market # 38; ADI # 26  
 Revenue Rank # 44  
 Income Rank # 109  
 APR 18.0  
 SMSA Pop: 636,000  
 CSI: 9.7 Bil (# 34)

Revenue : \$10,833,569  
 Income : \$ 247,766  
 % Rev Gain: +15.1  
 Stations: 25/12  
 Diaries: 1073/593:1  
 CSI HH: 26.2 M (# 13)

National Rev: \$3,532,607  
 Nat Rev per Cap: \$3.38  
 Tot Rev per Cap: \$10.37  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 2.3 %  
 Retail \$: 3.9 Bil (# 40)

12+ METRO	1/4/SHARE	0/N 80	A/M 80	0/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WTIC	336/23.4	23.0	24.2	24.8	28.4	1. WTIC 511	1. WTIC	6299/45.1
2. WKSS-F	114/ 7.9	6.3	5.1	6.6	6.9	2. WHCN-F 205	2. WHCN-F	2792/15.8
3. WRCH-F	110/ 7.7	9.2	11.5	9.4	8.2	WKSS-F 205	3. WDRC-F	2774/16.4
4. WHCN-F	89/ 6.2	5.1	4.3	3.9	3.9	4. WRCH-F 176	4. WTIC-F	2579/19.6
5. WKND	73/ 5.1	2.2	2.4	2.8	2.5	5. WKCI-F 139	5. WNBC	2566/ 4.4
6. WTIC-F	67/ 4.7	6.2	7.9	4.0	6.3	6. WDRC-F 128	6. WRCH-F	2489/18.3
7. WDRC	60/ 4.2	5.3	3.3	5.4	5.0	7. WHYN-F 127	7. WCCC-F	2441/13.5
8. WWYZ-F	58/ 4.0	3.4	3.1	3.9	4.5	8. WCCC-F 124	8. WKCI-F	2271/ 4.9
WDRC-F	58/ 4.0	3.4	3.8	2.4	3.4	9. WWYZ-F 122	9. WKSS-F	2244/13.4
10. WPOP	53/ 3.7	5.6	4.4	4.1	3.9	10. WNBC 117	10. WWYZ-F	2019/10.9
WIOF-F	53/ 3.7	4.3	3.7	2.3	2.0			

12+ FM SHARE (METRO): 52.75% (691 of 1310) (A/M 80: 54.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WHCN-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WTIC-F	2. WWYZ-F	2. WWYZ-F	2. WKSS-F	2. WKSS-F	2. WDRC-F+
3. WKND	3. WTIC	3. WHCN-F	3. WRCH-F	3. WRCH-F	3. WNBC
WCCC-F	4. WKND	4. WKND	4. WDRC	4. WPOP	4. WHCN-F
5. WDRC-F	5. WIOF-F	5. WIOF-F	5. WWYZ-F	5. WDRC	5. WKSS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	81 (3)	452 (10)	533 (13)	40.7
MOR/AC	349 (2)		349 (2)	26.6
BTFL MUSIC	25 (1)	239 (3)	264 (4)	20.2
BLACK	73 (1)		73 (1)	5.6
NEWS/TALK	57 (2)		57 (2)	4.4
SPANISH	14 (1)		14 (1)	1.1
COUNTRY	11 (1)		11 (1)	0.8
BIG BAND	9 (1)		9 (1)	0.7
			1310 (25)	

HARTFORD-NEW HAVEN ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WTIC	1. WTIC	1. WTIC	WCCC	1290	.4
2. WKSS-F	2. WDRC-F	2. WKSS-F	WCCC-F	106.9	3.6
3. WHCN-F	3. WKCI-F	3. WWYZ-F	WINF	1230	Manchester .9
4. WRCH-F	4. WHCN-F	WRCH-F	WMLB	1550	.8
5. WKCI-F	5. WTIC-F	5. WDRC	WRCQ	910	New Britain 1.7
6. WDRC-F	6. WRCH-F	6. WKND	WRYM	840	New Britain 1.0
7. WELI	7. WNBC	7. WTIC-F	WKCI-F	101.3	Hamden 1.2
8. WWYZ-F	8. WKSS-F	WDRC-F	WPLR-F	99.1	New Haven 1.5
9. WTIC-F	9. WWYZ-F	9. WIOF-F	WAQY-F	102.1	Springfield,MA 1.9
10. WIOF-F	10. WIOF-F	10. WPOP	WCBS	880	New York .3
11. WNBC	11. WELI		WHYN-F	93.1	Springfield,MA 1.0
12. WPLR-F	12. WPLR-F		WMAS	1450	Springfield,MA .6
13. WKND	13. WDRC		WMAS-F	94.7	Springfield,MA .6
14. WDRC	14. WCCC-F		WNBC	660	New York 1.0
15. WEZN-F	15. WCBS				

ADI FM SHARE: 51.85% (1342 of 2588) (A/M 80: 51.94%)

AM STATIONS

WDRC, 1360, 5 KW (DA-N), CONTEMP/AC	\$52.00 (Buckley)	Buckley
WKND, 1480, 500 W (DAYS,DA), BLACK	NBN, \$35.00 (Lazar)	
WPOP, 1410, 5 KW (DA-2), NEWS	CBS, \$48.80 (Torbet)	Merv Griffin
WTIC, 1080, 50 KW (DA-N), MOR	NBC, \$272.50 (Katz)	

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR	ABC-C, \$31.00 (Selcom)	
WDRC-F, 102.9, 20 KW @ 810, CONTEMP	, \$52.00 (Buckley)	Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr)	ABC-F, \$47.00 (Masla)	Beck-Ross
WKSS-F, 95.7, 15 KW @ 820, BTFL MUS (Bonne)	, \$57.50 (Blair)	Sturgeon
WRCH-F, 100.5, 25 KW @ 720, BTFL MUS (Schulke)	, \$55.00 (Christal)	
WTIC-F, 96.5, 15 KW @ 810, ROCK	, \$75.00 (Katz)	
WIOF-F, 104.1, 14 KW @ 835, SOFT ROCK (TM)	ABC-E, \$48.80 (Torbet)	Merv Griffin (WATERBURY)
WWYZ-F, 92.5, 16 KW @ 740, SOFT ROCK	, \$43.00 (CBS/FM)	(WATERBURY)

OTHER STATIONS - See New Haven, Bridgeport, Springfield, New York

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	212,244, Times-Mirror
New Haven Register	E	100,093
New Haven Journal-Courier	M	37,264
New Britain Herald	E	40,485
Waterbury Republican	M	36,442
Waterbury American	E	36,340

HONOLULU

Market # 55  
 Revenue Rank # 47  
 Income Rank # 253  
 APR 17.2  
 SMSA Pop: 778,100  
 CSI: 6.4 Bil (# 49)

Revenue : \$9,543,553  
 Income : \$-1,295,030  
 % Rev Gain: +10.7  
 Stations: 22/20  
 Diaries: 893/871:1  
 CSI HH: 25.0 M (# 27)

National Rev: \$1,033,005  
 Nat Rev per Cap: \$1.41  
 Tot Rev per Cap: \$13.06  
 Tot Inc per Cap: \$-1.77  
 Profit Margin: ---  
 Retail \$: 3.3 Bil (# 55)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. KIKI	131/12.2	14.2	9.8	12.2	4.4
2. KDUK-F	123/11.5	6.4	3.3	2.2	2.1
3. KKUA	115/10.7	10.7	6.3	7.4	7.0
4. KSSK	107/10.0	15.7	18.7	16.3	10.7
5. KHVH	87/ 8.1	4.4	5.3	6.8	5.4
6. KPOI	52/ 4.9	5.3	4.8	5.0	8.8
7. KDEO	47/ 4.4	.6	.7	.4	---
8. KUMU-F	45/ 4.2	6.9	8.1	7.5	6.6
9. KULA-F	44/ 4.1	3.7	2.1	2.5	5.8
10. KGU	43/ 4.0	3.6	2.7	4.7	5.4

METRO AND TSA  
 ARE THE SAME

12+ CUME/CUME	RATING
1. KKUA	1858/29.8
2. KSSK	1829/29.4
3. KIKI	1775/28.5
4. KDUK-F	1327/21.3
5. KHVH	1238/19.9
6. KULA-F	773/12.4
7. KDEO	752/12.1
8. KUMU-F	712/11.4
9. KPOI	701/11.3
10. KCCN	642/10.3

12+ FM SHARE (METRO): 26.10% (274 of 1050) (A/M 80: 26.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIKI	1. KDUK-F	1. KDUK-F	1. KSSK	1. KSSK	1. KSSK
2. KDUK-F	2. KKUA	2. KKUA	2. KKUA	2. KHVH	2. KIKI+
3. KKUA	3. KIKI	3. KIKI	3. KIKI	3. KIOE	3. KKUA
	4. KSSK	4. KSSK	4. KHVH	4. KUMU-F	4. KHVH

OTHER RATED STATIONS/METRO SHARE

KAIM 870 .5	KAIM-F 95.5 1.3	KCCN 1420 3.0
KMAI-F 93.9 1.1	KIOE 1080 3.7	KISA 1540 1.0
KOHO 1170 2.2	KORL 650 3.3	KQM-Q-F 93.1 1.8
KUMU 1500 2.2	KZ00 1210 2.1	KJYE-F 96.3 Kailja 1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	246 (2)	186 (3)	432 (5)	41.1
MOR/AC	242 (4)	12 (1)	254 (5)	24.2
ETHNIC	90 (4)		90 (4)	8.6
NEWS/TALK	87 (1)		87 (1)	8.3
BTFL MUSIC	24 (1)	62 (2)	86 (3)	8.2
COUNTRY	47 (1)		47 (1)	4.5
BIG BAND	35 (1)		35 (1)	3.3
CLASSICAL		14 (1)	14 (1)	1.3
RELIGION	5 (1)		5 (1)	0.5
				1050 (22)

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN MUSIC	, \$11.67 (PRO)	
KDEO, 940, 10 KW, COUNTRY (Drake-Chen)	MBS, \$ ? ? (HR/Stone)	
KGU, 760, 10 KW, AC	CBS, \$21.00 (Blair)	
KHVH, 990, 5 KW, NEWS	ABC-E,NBC, \$29.75 (Buckley)	
KIKI, 830, 10 KW, ROCK	ABC-C, \$33.00 (Masla)	
KKUA, 690, 10 KW, ROCK	, \$28.56 (Selcom)	LA Coke
KORL, 650, 10 KW, BIG BAND/NOST (Al Ham)	ABC-I, \$20.50 (Christal)	O'Day
KPOI, 1040, 10 KW, AC	, \$31.25 (Katz)	Sudbrink
KSSK, 590, 5 KW, MOR	, \$42.75 (Eastman)	Heftel
KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr)	, \$31.25 (Katz)	Sudbrink
KULA-F, 92.3, 100 KW @ 1685, CONTEMP	MBS, \$15.00 (Eastman)	Heftel
KUMU-F, 94.7, 60 KW @ -140, BTFL MUSIC (FM-100)	, \$24.00 (Torbet)	

TV STATIONS KIKU Honolulu 13 IND, United KHON Honolulu 2 NBC, DM Register

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

HOUSTON

Market # 9; ADI # 10  
 Revenue Rank # 10  
 Income Rank # 3  
 APR 16.5  
 SMSA Pop: 2,969,900  
 CSI: 26.4 Bil (# 10)

Revenue : \$42,433,223  
 Income : \$10,845,391  
 % Rev Gain: +15.3  
 Stations: 28/33  
 Diaries: 2271/1308:1  
 CSI HH: 25.2 M (# 26)

National Rev: \$11,357,126  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$15.37  
 Tot Inc per Cap: \$3.93  
 Profit Margin: 25.6%  
 Retail \$: 17.1 Bil (# 7)

12+ METRO 1/4/SHARE	WIN 81	O/N 80	J/A 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KMJQ-F 544/13.2	11.0	10.8	8.6	5.1	1. KMJQ-F 597	1. KMJQ-F 4710/17.1
2. KILT-F 357/ 8.6	2.9	3.0	2.6	4.6	2. KILT-F 376	2. KTRH 4628/15.0
3. KYND-F 258/ 6.2	5.6	5.4	5.3	6.7	3. KTRH 303	3. KIKK-F 4398/15.2
4. KLOL-F 257/ 6.2	5.7	4.7	3.7	4.9	4. KIKK-F 288	4. KILT-F 4350/16.2
5. KIKK-F 255/ 6.2	9.0	10.5	9.2	8.6	5. KYND-F 281	5. KRBE-F 4263/15.1
6. KTRH 235/ 5.7	6.2	5.0	4.6	4.3	6. KLOL-F 267	6. KODA-F 3462/12.2
7. KRBE-F 228/ 5.5	6.9	5.6	4.0	5.3	7. KRBE-F 254	7. KPRC 3444/13.2
8. KODA-F 220/ 5.3	4.6	5.3	4.2	4.2	8. KODA-F 248	8. KYND-F 3264/12.2
9. KPRC 215/ 5.2	5.3	5.3	8.1	7.0	9. KPRC 224	9. KRLY-F 3226/12.4
10. KRLY-F 176/ 4.3	4.0	4.6	7.6	9.8	10. KRLY-F 179	10. KILT 2916/ 9.5
11. KFMK-F 152/ 3.7	2.8	3.5	3.9	1.9	11. KFMK-F 156	11. KLOL-F 2640/10.0
12. KENR 136/ 3.3	3.1	3.2	2.8	3.3	12. KENR 137	12. KENR 2597/10.2
13. KQUE-F 123/ 3.0	3.8	2.5	4.4	2.8	13. KILT 129	13. KFMK-F 2532/ 9.7
14. KULF 80/ 1.9	2.7	2.6	2.2	2.9	14. KQUE-F 126	14. KULF 2903/ 7.2
15. KSRR-F 78/ 1.9	2.3	2.8	3.0	4.7	15. KIKK 87	15. KSRR-F 1874/ 7.4

12+ FM SHARE (METRO): 70.56% (2778 of 3937) (A/M 80: 65.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KYND-F	1. KTRH
2. KRBE-F	2. KILT-F	2. KILT-F	2. KILT-F	2. KODA-F	2. KMJQ-F
3. KLOL-F	3. KLOL-F	3. KIKK-F	3. KIKK-F	3. KTRH	3. KILT-F
4. KRLY-F	4. KFMK-F	4. KLOL-F	4. KODA-F	4. KMJQ-F	4. KPRC
5. KILT-F	5. KIKK-F	5. KFMK-F	5. KYND-F	5. KILT-F	5. KIKK-F
	6. KRBE-F	6. KRBE-F	6. KFMK-F	KPRC	6. KYND-F
	7. KRLY-F	7. KYND-F	7. KTRH	7. KIKK-F	7. KRBE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	104 (1)	739 (4)	843 (5)	21.4
BLACK/URBAN	47 (2)	544 (1)	591 (3)	15.0
COUNTRY	277 (4)	612 (2)	889 (6)	22.6
BTFL MUSIC		478 (2)	478 (2)	12.1
NEWS/TALK	450 (2)		450 (2)	11.4
MOR/AC	80 (1)	275 (2)	355 (3)	9.0
SPANISH	182 (3)		182 (3)	4.6
RELIGION	19 (1)	73 (2)	92 (3)	2.3
CLASSICAL		57 (1)	57 (1)	1.4
			<u>3937 (28)</u>	

HOUSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	KCOH	1430	.6
2. KILT-F	2. KILT-F	2. KILT-F	KEYH	850	1.8
3. KIKK-F	3. KIKK-F	3. KIKK-F	KFRD	980	Rosenburg .5
4. KYND-F	4. KTRH	4. KTRH	KGOL-F	107.3	Lake Jackson 1.1
5. KTRH	5. KRBE-F	5. KLOL-F	KHCB-F	105.7	.7
6. KLOL-F	6. KPRC	6. KYND-F	KIKK	650	1.9
7. KRBE-F	7. KODA-F	7. KPRC	KILT	610	2.5
8. KODA-F	8. KYND-F	8. KRLY-F	KLAT	1010	1.3
9. KPRC	9. KRLY-F	9. KRBE-F	KLEF-F	94.5	1.4
10. KRLY-F	10. KILT	10. KODA-F	KLVL	1480	1.3
11. KFMK-F	11. KLOL-F		KNUZ	1230	1.1
12. KENR	12. KENR		KXYZ	1320	.5
13. KQUE-F	13. KSRR-F		KYOK	1590	.6
14. KILT	14. KSRR-F				
15. KIKK	15. KULF				

ADI FM SHARE: 70.05% (2928 of 4180) (A/M 80: 63.92%)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$192.38	(Katz)	Lake Huron
KIKK, 650, 250 W (DAYS), COUNTRY	, \$ 51.00	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2), CONTEMP	, \$ 85.00	(Blair)	LIN
KTRH, 740, 50 KW (DA-1), NEWS/TALK	CBS, MBS, \$ 79.00	(Christal)	
KULF, 790, 5 KW (DA-2), AC	RKO, \$ 78.13	(Eastman)	Harte-Hanks
KPRC, 950, 5 KW (DA-N), NEWS/TALK	NBC, \$ 81.88	(CBS Spot)	Houston Post

FM STATIONS

KFMK-F, 97.9, 100 KW @ 500, AC/CONTEMP	, \$ 70.00	(RKO)	First Media
KIKK-F, 95.7, 100 KW @ 995, COUNTRY	, \$152.55	(Torbet)	Viacom
KILT-F, 100.3, 100 KW @ 790, COUNTRY	, \$100.00	(Blair)	LIN
KLOL-F, 101.1, 100 KW @ 790, AOR	, \$ 75.00	(Christal)	
KMJQ-F, 102.1, 100 KW @ 790, BLACK/AOR	, \$150.00	(Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 86.25	(RAR)	Westinghouse
KQUE-F, 102.9, 280 KW @ 700, AC	ABC-E, \$ 75.00	(HR/Stone)	Texas Coast
KRBE-F, 104.1, 100 KW @ 790, ROCK	, \$193.38	(Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, ROCK	, \$122.50	(Masla)	SJR
KSRR-F, 96.5, 100 KW @ 580, CONTEMP	ABC-C, \$ 66.75	(Selcom)	ABC
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$121.88	(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	321,133
Houston Post	M	304,525

HUNTINGTON

Market # 122; ADI # 43  
 Revenue Rank # 113  
 Income Rank # 60  
 APR 15.8  
 SMSA Pop: 312,700  
 CSI: 2.1 Bil (# 135)

Revenue : \$4,165,881  
 Income : \$ 687,491  
 % Rev Gain: +16.0  
 Stations: 16/13  
 Diaries: 637/491:1  
 CSI HH: 18.1 M (# 289)

National Rev: \$1,026,541  
 Nat Rev per Cap: \$3.39  
 Tot Rev per Cap: \$13.74  
 Tot Inc per Cap: \$2.27  
 Profit Margin: 16.5%  
 Retail \$: 1.2 Bil (# 142)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKEE-F	99/24.3	18.9	19.9	17.2	15.1	1. WKEE-F 171	1. WKEE-F 2019/39.2
2. WGNT	47/11.5	11.8	11.0	16.9	16.3	2. WAMX-F 68	2. WAMX-F 1131/21.6
3. WTCR	40/ 9.8	10.7	15.3	15.3	15.4	3. WGNT 47	3. WGNT 816/29.1
4. WHTN	39/ 9.6	6.3	8.1	7.1	4.0	4. WHEZ-F 45	4. WTCR 678/22.0
5. WHEZ-F	38/ 9.3	12.3	11.6	11.7	11.1	5. WHTN 42	5. WHEZ-F 547/15.6
6. WAMX-F	33/ 8.1	16.7	9.0	8.6	13.1	WTCR 42	6. WHTN 527/16.6
7. WEMM-F	24/ 5.9	3.8	3.8	4.3	2.6	7. WEMM-F 37	7. WPAY-F 508/ 3.7
8. WNST-F+	13/ 3.2	1.9	.6	2.5	3.7	8. WPAY 33	8. WEMM-F 496/11.2
9. WIRO	10/ 2.5	1.9	4.3	2.1	4.6	9. WPAY-F 30	9. WPAY 400/ 3.5
WCMI	10/ 2.5	1.4	3.2	1.8	1.4	10. WNST-F+ 16	10. WIRO 287/ 8.5

12+ FM SHARE (METRO): 59.22% (228 of 385) (A/M 80: 52.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WHEZ-F	1. WKEE-F
2. WAMX-F	2. WHTN	2. WHTN	2. WTCR	2. WTCR	2. WGNT
	3. WAMX-F	3. WTCR	3. WGNT	3. WGNT	3. WAMX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		141 (3)	141 (3)	36.6
MOR/AC	96 (3)		96 (3)	24.9
COUNTRY	61 (4)	20 (3)	81 (7)	21.0
BTFL MUSIC		38 (1)	38 (1)	9.9
RELIGION		29 (2)	29 (2)	7.5
			385 (16)	

HUNTINGTON-CHARLESTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WKEE-F	1. WKEE-F	1. WKEE-F	WCAK-F 92.7 Catlettsburg 1.5
2. WVAF-F	2. WAMX-F	2. WTCR	WITO-F 107.1 Irononton 1.2
3. WCAW	3. WVAF-F	3. WGNT	WKLC-F 105.1 St. Albans 2.2
4. WAMX-F	4. WCAW	4. WHEZ-F	WPAY 1400 Portsmouth 1.7
5. WQBE-F	5. WCHS	5. WEMM-F	WPAY-F 104.1 Portsmouth 1.2
WKLC-F	6. WQBE-F	6. WAMX-F	
7. WXIL-F	7. WGNT	7. WHTN	
8. WHEZ-F	8. WKAZ		
9. WPRT+	9. WKLC-F		
WGNT	10. WTCR		
11. WEMM-F	11. WXIL-F		
12. WXCC-F	12. WDOC-F		
WLSI	13. WEMM-F		
14. WCHS	14. WHEZ-F		
WTCR	15. WHEZ-F		
WHTN			

ADI FM SHARE: 56.89% (912 of 1603) (A/M 54.43%)

AM STATIONS

WCMI, 1340, 1 KW/250 W	, COUNTRY	CBS, \$10.00 (Torbet)
WGNT, 930, 5 KW/1 KW (DA-N)	, MOR	NBC, \$28.75 (Torbet) Stoner
WHTN, 800, 5 KW (DAYS)	, CONTEMP/AC (Drake-Chen)	, \$48.00 (Katz) Capitol (WRAL)
WIRO, 1230, 1 KW/250 W	, MOR	MBS, \$ 6.50 (Regional)
WTCR, 1420, 5 KW/500 W (DA-N)	, COUNTRY	ABC-I, \$32.75 (Mc-Guild) Greater Med
WPRT, 960, 5 KW (DAYS)	, MOR	RKO, \$ 7.90 (Savalli) (PRESTONSBURG)
WLSI, 900, 5 KW (DAYS)	, COUNTRY	, \$ 8.20 (----) (PIKEVILLE)
WPAY, 1400, 1 KW/250 W	, COUNTRY	CBS, \$ 9.00 (Mid-Amer) Braden (PORTSMOUTH)

FM STATIONS

WAMX-F, 93.7, 32 KW @ 400, AOR	ABC-E, \$20.00 (Torbet)
WEMM-F, 107.9, 50 KW @ 500, RELIGION	, \$ 7.00 (----) Mortenson
WHEZ-F, 103.3, 50 KW @ 490, BTFL MUS (KalaMusic)	, \$32.75 (Mc-Guild) Greater Med
WKEE-F, 100.5, 53 KW @ 556, ROCK (Drake-Chen)	RKO, \$48.00 (Katz) Capitol (WRAL)
WNST-F+, 106.3, 128 KW @ 1226, COUNTRY	, \$12.00 (----) (MILTON)
WXIL-F, 95.1, 50 KW @ 500, ROCK	, \$11.00 (----) (PARKERSBURG)
WPAY-F, 104.1, 100 KW @ 840, RELIGION/COUNTRY	MBS, \$ 9.00 (Mid-Amer) Braden (PORTSMOUTH)
WXCC-F, 96.5, 50 KW @ 500, COUNTRY	MBS, \$ 5.75 (----) (WILLIAMSON)
WDOC-F, 95.5, 100 KW @ 202, ROCK	, \$ 8.55 (Regional) (PRESTONSBURG)

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	55,940, Clay
Huntington-Herald-Dispatch	M	48,665, Gannett
Charleston Mail	E	56,229, Clay

HUNTSVILLE

Market # 129  
 Revenue Rank # 129  
 Income Rank # 106  
 APR 14.5  
 SMSA Pop: 302,900  
 CSI: 2.2 Bil (# 130)

Revenue : \$3,479,850  
 Income : \$ 257,694  
 % Rev Gain:+16.2  
 Stations: 22/16  
 Diaries: 697/435:1  
 CSI HH: 21.3 M (# 151)

National Rev: \$366,709  
 Nat Rev per Cap: \$1.21  
 Tot Rev per Cap: \$11.49  
 Tot Inc per Cap: \$ .85  
 Profit Margin: 7.4%  
 Retail \$: 1.2 Bil (# 143)

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WZYP-F	50/13.6	9.6	9.8	1. WZYP-F	86	1. WZYP-F	1195/29.8
2. WBHP	39/10.6	14.5	11.9	2. WAHR-F	49	2. WAAY	760/25.3
3. WAHR-F	38/10.3	9.3	4.6	3. WBHP	40	3. WAHR-F	737/19.1
4. WAAY	37/10.0	13.6	15.8	4. WRSA-F	39	4. WBHP	617/22.1
5. WRSA-F	32/ 8.7	3.7	5.6	5. WAAY	38	5. WRSA-F	563/14.0
WEUP	32/ 8.7	4.6	4.2	6. WEUP	34	6. WQEN-F	381/10.9
7. WQEN-F	20/ 5.4	6.2	7.7	7. WQEN-F	30	7. WEUP	343/11.5
8. WAVU	16/ 4.3	3.4	4.2	8. WDRM-F	23	8. WDRM-F	333/ 3.3
WTWX-F	16/ 4.3	3.1	1.8	9. WAVU	17	9. WFIX	295/11.3
10. WFIX	9/ 2.4	3.7	6.0	10. WTWX-F	16	10. WTWX-F	197/ 7.4

12+ FM SHARE (METRO): 53.18% (184 of 346) (A/M 80: 40.64%)

<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. WZYP-F	1. WZYP-F	1. WZYP-F	1. WBHP	1. WRSA-F	1. WZYP-F
2. WEUP	2. WAHR-F	2. WAAY	2. WAAY	2. WBHP	2. WBHP
WAHR-F	3. WAAY	3. WAHR-F	WZYP,WRSA	3. WAAY	3. WAHR-F

OTHER RATED STATIONS/METRO SHARE

WBSA	1300	Boaz	.5	WQSB-F	105.1	Albertville	1.9
WCRQ-F	92.7	Arab	1.1	WRAB	1380	Arab	1.9
WGSV	1270	Guntersville	1.4	WVOV	1000		2.2
WJMW	730	Athens	1.1	WDRM-F	102.1	Decatur	2.2
WKAC	1080	Athens	.8	WQLT-F	107.3	Florence	.5
WNDA-F	95.1		1.1	WRKK-F	99.5	Birmingham	.8

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	45 (2)	117 (5)	162 (7)	46.8
COUNTRY	71 (6)	19 (2)	90 (8)	26.0
BLACK	32 (1)		32 (1)	9.2
BTFL MUSIC		32 (1)	32 (1)	9.2
UNKNOWN	5 (1)	12 (2)	17 (3)	4.9
MOR/AC	9 (1)		9 (1)	2.6
RELIGION		4 (1)	4 (1)	1.2
			<u>346 (22)</u>	

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N), CONTEMP	, \$17.50 (Torbet)	
WAVU, 630, 1 KW (DAYS), COUNTRY	, \$ 7.00 (----)	(ALBERTVILLE)
WBHP, 1230, 1 KW, COUNTRY	ABC-I, \$25.00 (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN, \$12.75 (----)	
WFIX, 1450, 1 KW/250 W, MOR (Century 21)	CBS, \$14.00 (Smith)	
WAHR-F, 99.1, 100 KW @ 540, ROCK	ABC-F, \$13.50 (PRO)	
WTWX-F, 95.9, 3 KW @ 300, COUNTRY	ABC-F, \$ 4.75 (----)	(GUNTERSVILLE)
WZYP-F, 104.3, 50 KW @ 760, ROCK	RKO, \$14.00 (Buckley)	(ATHENS)
WDRM-F, 102.1, 100 KW @ 165, ? ?	ABC-F, \$ 6.00 (----)	(DECATUR)
WRSA-F, 96.9, 100 KW @ 830, BTFL MUS (?)	NBC, \$11.00 (Bolton)	(DECATUR)

TV STATIONS

WAAY	Huntsville	31	ABC
WHNT	Huntsville	19	CBS, NY Times
WAFF	Huntsville	48	NBC, American Family Corp

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION



INDIANAPOLIS

Market # 34: ADI # 21  
 Revenue Rank # 23  
 Income Rank # 22  
 APR 16.8  
 SMSA Pop: 1,182,500  
 CSI: 9.4 Bil (# 35)

Revenue : \$19,810,537  
 Income : \$ 2,233,900  
 % Rev Gain: +7.6  
 Stations: 21/22  
 Diaries: 1542/767:1  
 CSI HH: 22.6 M (# 96)

National Rev: \$5,062,248  
 Nat Rev per Cap: \$4.35  
 Tot Rev per Cap: \$17.00  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 11.3%  
 Retail \$: 5.2 Bil (# 34)

12+ METRO 1/4/SHARE	FAL 80	SPG 80	FAL 79	SPG 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIBC 248/15.6	15.6	15.7	15.9	17.5	1. WFBQ-F 365	1. WIBC 4084/33.3
2. WXTZ-F 203/12.8	10.3	12.5	13.5	13.6	2. WIBC 297	2. WFBQ-F 3598/17.7
3. WFBQ-F 164/10.3	7.4	6.7	9.9	8.7	3. WXTZ-F 271	3. WXTZ-F 3054/21.8
4. WNAP-F 159/10.0	9.9	7.1	8.1	8.9	4. WNAP-F 232	4. WNAP-F 2965/19.5
5. WTLC-F 153/ 9.6	9.3	9.2	9.8	8.8	5. WFMS-F 175	5. WIKS-F 2808/18.9
6. WFMS-F 136/ 8.6	9.0	7.4	8.4	7.1	6. WIKS-F 171	6. WFMS-F 2123/16.4
7. WIRE 128/ 8.1	9.3	8.8	9.5	11.9	7. WTLC-F 157	7. WIRE 2104/18.2
8. WIKS-F 99/ 6.2	8.1	9.0	4.6	.8	8. WIRE 156	8. WNDE 1759/13.7
9. WNDE 53/ 3.3	5.0	5.3	5.4	6.0	9. WGTC-F 82	9. WTLC-F 1428/14.3
10. WATI 41/ 2.6	3.7	2.9	2.5	2.7	10. WNDE 64	10. WGTC-F 972/ 3.9
11. WGTC-F 28/ 1.8	1.8	.8	.5	---	11. WLHN-F 43	11. WIFE 949/ 7.5
12. WIFE 19/ 1.2	1.8	2.9	3.4	4.9	WATI 43	12. WLHN-F 822/ 1.9

12+ FM SHARE (METRO): 64.60% (971 of 1503) (A/M 80: 58.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBQ-F	1. WNAP-F	1. WNAP-F	1. WIBC	1. WIBC	1. WIBC
2. WTLC-F	2. WFBQ-F	2. WFBQ-F	2. WFMS-F	2. WXTZ-F	2. WFBQ-F
3. WNAP-F	3. WIBC	WIBC	3. WXTZ-F	3. WIRE	3. WXTZ-F
4. WIKS-F	WTLC-F	4. WFMS-F	4. WIRE	4. WFMS-F	4. WIRE
	5. WIKS-F	5. WTLC-F	5. WNAP-F	5. WTLC-F	5. WNAP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		422 (3)	422 (3)	28.1
MOR/AC	342 (6)	4 (1)	346 (7)	23.0
COUNTRY	128 (1)	164 (2)	292 (3)	19.4
BTFL MUSIC	41 (1)	211 (2)	252 (3)	16.8
BLACK		153 (1)	153 (1)	10.2
RELIGION	21 (2)	9 (1)	30 (3)	2.0
UNKNOWN		8 (1)	8 (1)	0.5
			1503 (21)	

INDIANAPOLIS 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. WFBQ-F	1. WIBC	1. WTLC-F	WBRI 1500 .8
2. WIBC	2. WFBQ-F	2. WIBC	WCBK-F+102.3 Martinsville .4
3. WIBC	3. WXTZ-F	3. WIRE	WFBM 1110 Noblesville .9
4. WNAP-F	4. WNAP-F	4. WXTZ-F	WNTS 1590 .5
5. WFMS-F	5. WIKS-F	5. WFMS-F	WSVL-F 97.1 Shelbyville .5
6. WIKS-F	6. WFMS-F	6. WFBQ-F	WXIR-F 98.3 Plainfield .6
7. WTLC-F	7. WIRE	7. WNAP-F	WLHN-F 97.9 Anderson .5
8. WIRE	8. WNDE	8. WIKS-F	WLW 700 Cincinnati .3
9. WWKI-F	9. WTLC-F		
10. WGTC-F	10. WLS		
11. WNDE	11. WIFE		
12. WZWZ-F	12. WLBC-F		
13. WMDH-F	13. WLHN-F		
14. WLHN-F	14. WGTC-F		
15. WATI	15. WOWO		

ADI FM SHARE: 67.91% (1841 of 2711) (A/M 80: 61.29%)

AM STATIONS

WATI, 810, 250 W (DAYS)	, BTFL MUS	, \$ 14.00	(Masla)	Sarkes-Tarzian
WIBC, 1070, 50 KW/10 KW (DA-2), MOR		, \$101.25	(Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW (DA-N), AC/TALK		ABC-C, \$ 37.50	(Buckley)	Communicom
WIRE, 1430, 5 KW (DA-N), COUNTRY		ABC-E, \$ 78.00	(Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N), AC		CBS, \$ 50.00	(Katz)	Gulf/Rahall

WLS - See Chicago

WOWO - See Ft. Wayne

FM STATIONS

WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)		, \$100.00	(Katz)	Gulf/Rahall
WFMS-F, 95.5, 50 KW @ 500, COUNTRY		NBC, \$ 70.00	(Torbet)	Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK (Burk-Abr)		, \$ 34.00	(MMR)	Heftel
WNAP-F, 93.1, 50 KW @ 1022, ROCK		, \$ 64.75	(Blair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK		NBN, \$ 51.50	(Howard)	
WXTZ-F, 103.3, 18 KW @ 360, BTFL MUS (Bonne)		, \$ 80.50	(Eastman)	Mid America
WGTC-F, 92.3, 37 KW @ 1091, COUNTRY		, \$ 8.00	(PRO)	Sarkes-Tarzian (BLOOMINGTON)
WLHN-F, 93.5, 3 KW @ 300, ROCK		, \$ 15.00	(Torbet)	Booth (KOKOMO)
WWKI-F, 100.5, 20 KW @ 480, COUNTRY		, \$ 16.00	(----)	(KOKOMO)
WMDH-F, 102.5, 21 KW @ 355, COUNTRY		, \$ 8.00	(----)	(NEW CASTLE)
WLBC-F, 104.1, 50 KW @ 505, ROCK (Drake-Chen)		, \$ 9.75	(PRO)	(MUNCIE)

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sunrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, McGraw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Indianapolis	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	215,858, Central
Indianapolis News	E	143,499, Central

JACKSON, MS

Market # 119  
 Revenue Rank # 84  
 Income Rank # 69  
 APR 13.9  
 SMSA Pop: 320,400  
 CSI: 2.2 Bil (# 128)

Revenue : \$5,514,148  
 Income : \$ 580,238  
 % Rev Gain: 11.7%  
 Stations: 12/15  
 Diaries: 582/551:1  
 CSI HH: 20.3 M (# 198)

National Rev: \$761,874  
 Nat Rev per Cap: \$2.38  
 Tot Rev per Cap: \$17.21  
 Tot Inc per Cap: \$1.81  
 Profit Margin: 10.5%  
 Retail \$: 1.4 Bil (# 119)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJMI-F 65/18.4	20.2	11.1	1. WJMI-F 148	1. WJMI-F 1534/24.3
2. WLIN-F 44/12.4	14.6	13.0	2. WLIN-F 94	2. WZZQ-F 1166/20.9
3. WSLI 39/11.0	15.3	16.7	3. WZZQ-F 77	3. WJDX 1157/24.8
4. WZZQ-F 36/10.2	8.1	9.6	4. WJDX 60	4. WLIN-F 1101/20.5
5. WTYX-F 31/ 8.8	8.1	6.2	5. WTYX-F 50	5. WTYX-F 894/19.2
6. WCCL 29/ 8.2	2.8	.9	6. WSLI 49	6. WSLI 794/23.5
WJDX 29/ 8.2	10.0	16.1	7. WCCL 38	7. WKXI 511/16.2
8. WKXI 21/ 5.9	6.2	9.3	8. WKXI 35	8. WCCL 455/13.5
9. WJXN 16/ 4.5	2.8	---	9. WOKJ 29	9. WOKJ 395/10.7
10. WOKJ 13/ 3.7	4.4	5.6	10. WRKN 18	10. WJXN 228/ 8.8

12+ FM SHARE (METRO): 50.87% (176 of 346) (A/M 80: 53.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJMI-F	1. WJMI-F	1. WJMI-F	1. WLIN-F	1. WLIN-F	1. WJMI-F
2. WZZQ-F	2. WZZQ-F	2. WZZQ-F	2. WCCL, WSLI	2. WSLI	2. WSLI
3. WJDX	3. WTYX-F	3. WTYX-F	WJMI-F		3. WLIN-F

OTHER RATED STATIONS/METRO SHARE

WJQS 1400 3.7 WRKN 970 Brandon 2.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (1)	77 (2)	106 (3)	30.6
BLACK	34 (2)	65 (1)	99 (3)	28.6
COUNTRY	52 (3)		52 (3)	15.0
BTFL MUSIC		44 (1)	44 (1)	12.7
MOR/AC	39 (1)		39 (1)	11.3
RELIGION/GOSPEL	16 (1)		16 (1)	4.6
			346 (12)	

RADIO STATIONS

WCCL, 1590, 5 KW/1 KW (DA-N), COUNTRY	ABC-E, \$12.00 (PRO)
WJDX, 620, 5 KW/1 KW (DA-N), AC/CONTEMP	NBC, \$29.75 (Eastman)
WJXN, 1450, 1 KW/250 W, GOSPEL	MBS, \$ 3.00 (----)
WKXI, 1300, 5 KW/1 KW, BLACK	SBN, \$18.00 (HR/Stone)
WOKJ, 1550, 50 KW/10 KW (DA-2), BLACK	, \$19.20 (Howard)
WRKN, 970, 1 KW (DAYS, DA), COUNTRY	, \$ 4.05 (----) (BRANDON)
WSLI, 930, 5 KW (DA-N), MOR	ABC-I, \$21.00 (Katz)
WJMI-F, 99.7, 100 KW @ 1060, BLACK	ABC-F, \$28.80 (Howard)
WLIN-F, 95.5, 100 KW @ 1069, BTFL MUS (Schulke)	, \$24.13 (Christal)
WTYX-F, 94.7, 100 KW @ 430, ROCK (TM)	, \$18.00 (HR/Stone)
WZZQ-F, 102.9, 100 KW @ 1800, ROCK*	RKO, \$17.50 (Eastman)

\*Station now programming Country (TM)

TV STATIONS

WAPT Jackson 16	ABC, Clay
WJTV Jackson 12	CBS, Capitol
WLBT Jackson 3	NBC

NEWSPAPERS

Jackson Clarion-Ledger	M	63,521
Jackson News	E	39,635

JACKSONVILLE

Market # 57  
 Revenue Rank # 62  
 Income Rank # 252  
 APR 14.6  
 SMSA Pop: 733,800  
 CSI: 4.9 Bil (# 66)

Revenue : \$7,310,268  
 Income : \$-1,277,914  
 % Rev Gain: -4.7  
 Stations: 22/29  
 Diaries: 849/864:1  
 CSI HH: 18.6 M (# 270)

National Rev: \$1,789,326  
 Nat Rev per Cap: \$2.49  
 Tot Rev per Cap: \$10.16  
 Tot Inc per Cap: \$-1.78  
 Profit Margin: ---  
 Retail \$: 3.5 Bil (# 51)

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	80	80	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WIVY-F	127/14.3	14.7	12.2	11.0	15.8	1. WKTZ-F	174	1. WIVY-F	1936/27.5
2. WKTZ-F	112/12.6	13.1	11.8	12.2	11.0	2. WIVY-F	144	2. WKTZ-F	1823/22.3
3. WQIK-F	108/12.2	12.8	11.0	9.8	8.3	3. WQIK-F	129	3. WAPE	1471/17.2
4. WFYV-F	104/11.7	7.0	5.9	---	---	4. WFYV-F	104	4. WQIK-F	1371/18.6
5. WAPE	65/ 7.3	8.8	6.3	8.0	7.1	5. WAPE	85	5. WFYV-F	914/14.8
6. WJAX-F	41/ 4.6	2.1	3.1	7.2	8.6	6. WJAX-F	50	6. WJAX-F	588/ 7.6
7. WPDQ	40/ 4.5	5.7	8.6	11.1	7.6	7. WPDQ	40	7. WVOJ	587/ 9.7
8. WVOJ	35/ 4.0	6.9	6.6	7.8	8.4	8. WVOJ	35	8. WAIV-F	569/ 8.7
9. WKTZ	25/ 2.8	.5	1.0	1.0	1.5	9. WKTZ	25	9. WPDQ	532/ 8.6
10. WCRJ-F	21/ 2.4	3.2	3.1	3.4	2.6	10. WAIV-F	22	10. WCRJ-F	416/ 6.4

12+ FM SHARE (METRO): 66.43% (550 of 828) (A/M 80: 58.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFYV-F	1. WIVY-F	1. WIVY-F	1. WQIK-F	1. WQIK-F	1. WKTZ-F
2. WIVY-F	2. WFYV-F	2. WFYV-F	2. WKTZ-F	WKTZ-F	2. WQIK-F
3. WPDQ	3. WAPE	3. WQIK-F	3. WIVY-F	3. WAPE	3. WAPE
4. WQIK-F	4. WQIK-F	4. WAPE	4. WAPE	4. WVOJ	4. WIVY-F

OTHER RATED STATIONS/METRO SHARE

WAIV-F	96.9	2.3	WCGL	1360	1.9	WCRJ	1530	2.3
WERD	1400	1.7	WEXI	1280	.7	WJAX	930	1.7
WOKV	600	1.4	WOZN	970	.6	WROS	1050	1.6
WBKF-F	92.1	MacClenny	.7	WFOY	1240	St. Augustine		1.0
				WKUE-F	92.7	Green Cove Spg		1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		292 (4)	292 (4)	35.3
COUNTRY	100 (2)	114 (2)	214 (4)	25.8
BTFL MUSIC		133 (2)	133 (2)	16.1
RELIGION/GOSPEL	56 (4)		56 (4)	6.8
BLACK	55 (2)		55 (2)	6.6
MOR/AC	24 (2)	11 (1)	35 (3)	4.2
BIG BAND	25 (1)		25 (1)	3.0
UNKNOWN	12 (1)		12 (1)	1.4
NEWS/TALK	6 (1)		6 (1)	0.7

828 (22)

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), COUNTRY	ABC-I, \$50.25 (Eastman) Eastman
WKTZ, 1220, 1 KW (DAYS), BIG BAND/NOST (A1 Ham)	, \$91.50 (Katz) Beck-Ross
WPDQ, 1460, 5 KW (DA-N), BLACK	NBN, \$38.50 (Howard) BENI
WVOJ, 1320, 5 KW (DA-N), COUNTRY	MBS, \$36.25 (MMR) Gulf/Rahall
WAIV-F, 96.9, 100 KW @ 935, CONTEMP	RKO, \$45.62 (Blair) Affiliated
WCRJ-F, 107.3, 100 KW @ 350, BTFL MUS	, \$33.13 (Masla)
WFYV-F, 104.5, 100 KW @ 700, AOR (Burk-Abr)	, \$43.88 (Selcom) BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK	, \$65.00 (Torbet) Infinity
WJAX-F, 95.1, 100 KW @ 567, ROCK	ABC-C, \$ ? ? (Buckley) City of Jacksonville
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke)	, \$91.50 (Katz) Beck-Ross
WQIK-F, 99.1, 100 KW @ 620, COUNTRY	, \$45.00 (Mc-Guild)

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 95  
 Revenue Rank # 101  
 Income Rank # 194  
 APR 15.6  
 SMSA Pop: 435,500  
 CSI: 2.6 Bil (# 113)

Revenue : \$4,662,095  
 Income : \$ -65,337  
 % Rev Gain: +.1  
 Stations: 25/23  
 Diaries: 714/ 610:1  
 CSI HH: 17.1 M (# 314)

National Rev: \$594,702  
 Nat Rev per Cap: \$1.42  
 Tot Rev per Cap: \$11.12  
 Tct Inc per Cap: \$-.16  
 Profit Margin: ---  
 Retail \$: 1.7 Bil (# 101)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WXBQ-F 74/12.9	14.0	12.0	4.0	1. WXBQ-F 108	1. WXBQ-F 1217/23.2
2. WJCW 58/10.1	9.0	11.9	9.3	2. WKPT-F 60	2. WQUT-F 835/18.5
3. WKPT-F 52/ 9.1	7.6	7.6	10.1	3. WJCW 59	3. WFHG 786/17.4
4. WQUT-F 48/ 8.4	10.4	10.1	8.0	4. WQUT-F 57	4. WKPT-F 770/16.0
5. WFHG 43/ 7.5	5.3	7.5	8.7	5. WFHG 49	5. WETB 744/15.0
6. WKIN 33/ 5.8	5.5	6.7	9.3	6. WETB 42	6. WJCW 731/19.6
7. WETB 31/ 5.4	7.1	6.7	5.0	7. WKIN 33	7. WKIN 465/12.0
8. WJSO 26/ 4.5	7.2	2.7	7.8	8. WZAP 31	8. WZAP 430/ 7.3
9. WGOC 23/ 4.0	2.7	3.1	.8	9. WJSO 26	9. WJSO 397/10.3
10. WKPT 22/ 3.8	2.1	2.5	3.8	10. WGOC 24	10. WKPT 383/10.2

12+ FM SHARE (METRO): 39.66% (213 of 537) (A/M 80: 38.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKIN	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F
2. WETB	2. WXBQ-F	2. WQUT-F	2. WKPT-F	2. WJCW	2. WJCW
3. WJSO	3. WFHG	3. WKPT-F	3. WJCW	3. WKPT-F	3. WFHG
WQUT-F	4. WKPT-F	4. WFHG	4. WFHG	4. WGOC	4. WKPT-F

OTHER RATED STATIONS/METRO SHARE

WABN-F 92.7	Abingdon, VA	2.3	WMCH 1260	Church Hill, TN	1.0
WBBI 1230	Abingdon, VA	2.3	WOPI 1490	Bristol	.7
WBCV 1550	Bristol	.9	WRGS 1370	Rogersville, TN	1.6
WBEJ 1240	Elizabethton, TN	2.8	WZAP 690	Bristol	2.6
WEMB 1420	Erwin, TN	1.6	WIMZ-F 103.5	Knoxville	1.4
WGAT 1050	Gate City, VA	.9	WIVK-F 107.7	Knoxville	1.6
WIDO 1520	Elizabethton	1.0	WOFM-F 94.9	Greenville, TN	.5
WIDD-F 99.3	Elizabethton	1.0			

FORMATS

	AM	FM	TOTAL	%
COUNTRY	112 (7)	86 (3)	198 (10)	36.9
ROCK/AOR/CONTEMP	90 (3)	69 (3)	159 (6)	29.6
MOR/AC	94 (5)		94 (5)	17.5
BTFL MUSIC		52 (1)	52 (1)	9.7
RELIGION	23 (1)	6 (1)	29 (2)	5.4
UNKNOWN	5 (1)		5 (1)	0.9
			537 (25)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS)	, ROCK	, \$ 6.00	(Carpenter)	
WFHG, 980, 5 KW/1 KW (DA-N)	, AC	, \$18.50	(Mc-Guild)	Nininger
WGOC, 1090, 1 KW (DAYS,DA)	, RELIGION	, \$11.00	(----)	
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	, \$19.25	(HR/Stone)	
WJSO, 1590, 5 KW (DAYS)	, CONTEMP	, \$ 8.50	(PRO)	
WKIN, 1320, 5 KW (DAYS)	, ROCK	, \$17.00	(Torbet)	Bahakel
WKPT, 1400, 1 KW/250 W	, CONTEMP/AC	, \$17.40	(Buckley)	
WZAP, 690, 10 KW	, COUNTRY	, \$12.00	(PRO)	
WKPT-F, 98.5, 100 KW @ 1260,	BTFL MUS (Bonne)	, \$20.30	(Buckley)	
WQUT-F, 101.5, 100 KW @ 1500,	AOR	, \$19.25	(HR/Stone)	
WXBQ-F, 96.9, 67 KW @ 2240,	COUNTRY	, \$18.50	(Mc-Guild)	Nininger

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSTOWN, PA

Market # 140  
 Revenue Rank # 170  
 Income Rank # 148  
 APR 16.4  
 SMSA Pop: 273,300  
 CSI: 2.0 Bil (# 142)

Revenue : \$2,458,049  
 Income : \$ 101,306  
 % Rev Gain: +15.1  
 Stations: 23/15  
 Diaries: 641/426:1  
 CSI HH: 20.0 M (# 212)

National Rev: \$237,446  
 Nat Rev per Cap: \$ .87  
 Tot Rev per Cap: \$8.99  
 Tot Inc per Cap: \$ .37  
 Profit Margin: 4.1%  
 Retail \$: 1.0 Bil (# 160)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJAC 42/11.6	14.8	9.3	1. WJAC 48	1. WJAC 687/28.0
2. WJAC-F 40/11.0	9.7	8.2	2. WJAC-F 43	2. WJAC-F 631/24.8
3. WCRO 29/ 8.0	10.3	14.6	3. WJNL-F 33	3. WJNL-F 603/24.3
WJNL-F 29/ 8.0	6.1	9.3	4. WCRO 29	4. KDKA 538/ 7.1
5. WJNL 27/ 7.5	5.3	6.2	5. WDVE-F 28	5. WCRO 494/21.5
6. WVSC-F+ 25/ 6.9	4.7	3.9	6. WJNL 27	6. WDVE-F 479/11.9
7. WWBR 24/ 6.6	4.2	7.9	7. KDKA 26	7. WJNL 444/19.4
8. WGLU-F 19/ 5.2	---	---	8. WVSC-F+ 25	8. WWSW-F 351/10.2
WIYQ-F 19/ 5.2	6.7	4.2	9. WWBR 24	9. WGLU-F 336/15.0
10. WNCC 13/ 3.6	2.5	2.5	10. WIYQ-F 20	10. WVSC-F+ 334/14.7

12+ FM SHARE (METRO): 50.73% (173 of 341) (A/M 80: 48.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCRO	1. WCRO	1. WCRO	1. WJAC	1. WJAC	1. WJAC
2. WGLU-F	2. WGLU-F	2. WJAC	2. WJAC-F	WJAC-F	2. WJNL
3. WDVE-F	3. WJNL-F	3. WJAC-F	3. WCRO	3. WWBR	3. WVSC-F+

OTHER RATED STATIONS/METRO SHARE

WAMQ 1400	Loretto 2.2	WFRB-F+ 105.3	Frostburg,MD 1.9
WWZE-F 101.7	Central City 1.7	WPNT-F 92.9	Pittsburgh 1.4
KDKA 1020	Pittsburgh .8	WWSW-F 94.5	Pittsburgh 3.0
WDVE-F 102.5	Pittsburgh 3.3	WXXK-F 96.1	Pittsburgh 2.2
WEEP 1080	Pittsburgh .6	WYDD-F 104.7	Pittsburgh 1.1
WFBG 1290	Altoona 2.2		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	37 (2)	83 (6)	120 (8)	35.2
COUNTRY	80 (5)	39 (3)	119 (8)	34.9
MOR/AC	51 (4)		51 (4)	15.0
BTFM MUSIC		45 (2)	45 (2)	13.2
UNKNOWN		6 (1)	6 (1)	1.8
			341 (23)	

RADIO STATIONS

WCRO, 1230, 1 KW/250 W, ROCK	ABC-C, \$19.50 (HR/Stone)
WJAC, 850, 10 KW (DA-1), COUNTRY	NBC, \$23.20 (Torbet) John Trib-Dem
WJNL, 1490, 1 KW/250 W, MOR	CBS, \$14.00 (PRO)
WNCC, 950, 500 W (DAYS), MOR	ABC-E, \$ 6.80 (Savalli) (BARNESBORO)
WWBR, 1350, 2.5 KW (DAYS), COUNTRY	ABC-E, \$ 7.50 (----) (WINDBER)
WGLU-F, 92.1, 175 W @ 1000, ROCK	Source, \$12.00 (Buckley)
WIYQ-F, 99.1, 50 KW @ 500, COUNTRY	, \$ 5.00 (P/W) (EDENSBURG)
WJAC-F, 95.5, 57 KW @ 1060, BTFM MUS (FM-100)	, \$17.40 (Torbet) John Trib-Dem
WJNL-F, 96.5, 50 KW @ 100, CONTEMP	, \$14.00 (PRO)
WVSC-F+, 97.7, 3 KW @ 270, COUNTRY/MOR	ABC-I, \$ 9.00 (Regional) (SOMERSET)

OTHER STATIONS - See Pittsburgh

TV STATIONS See Altoona

NEWSPAPER

Johnstown Tribune-Democrat M 56,777

KALAMAZOO

Market # 137  
 Revenue Rank # 141  
 Income Rank # 172  
 APR 16.8  
 SMSA Pop: 277,300  
 CSI: 2.0 Bil (# 141)

Revenue : \$3,052,908  
 Income : \$ 31,606  
 % Rev Gain: -2.0  
 Stations: 17/7  
 Diaries: 592/468:1  
 CSI HH: 19.9 M (# 218)

National Rev: \$441,105  
 Nat Rev per Cap: \$1.60  
 Tot Rev per Cap: \$11.80  
 Tot Inc per Cap: \$ .11  
 Profit Margin: 1.0%  
 Retail \$: 1.2 Bil (# 136)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WKFR-F	50/12.9	12.1	11.1	9.9	7.1	1. WKFR-F	55	1. WKZO	902/30.6
2. WKZO	45/11.6	15.9	16.3	13.5	13.6	2. WKZO	55	2. WGRD-F	795/22.1
3. WQLR-F	39/10.1	9.2	6.4	7.9	10.5	3. WGRD-F	49	3. WKFR-F	677/24.2
4. WGRD-F	31/ 8.0	6.6	8.7	7.9	8.3	4. WQLR-F	47	4. WKMI	665/26.9
5. WKMI	29/ 7.5	6.1	12.8	9.6	12.0	5. WOOD-F	43	5. WOOD-F	557/15.7
WOOD-F	29/ 7.5	6.9	5.8	9.6	7.4	6. WJFM-F	37	6. WQLR-F	552/18.8
7. WNWN-F	27/ 7.0	4.9	3.2	2.3	---	WNWN-F	37	7. WJFM-F	505/15.4
8. WJFM-F	21/ 5.4	4.6	4.4	3.3	.9	8. WKMI	31	8. WLAV-F	464/12.5
9. WLAV-F	17/ 4.4	4.3	7.0	5.3	4.3	9. WLAV-F	30	9. WNWN-F	460/13.4
10. WBUK	14/ 3.6	1.2	2.9	5.0	2.8	10. WNDU-F	21	10. WMAQ	328/ 8.5

12+ FM SHARE (METRO): 62.90% (217 of 345) (A/M 80: 53.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WKFR-F	1. WKFR-F	1. WQLR-F	1. WKZO	1. WKZO
2. WKFR-F	2. WGRD-F	2. WQLR-F	WKFR-F	2. WQLR-F	2. WQLR-F
	3. WKMI	3. WKMI	WNWN-F	3. WOOD-F	3. WJFM-F
		WNWN-F			

OTHER RATED STATIONS/METRO SHARE

WJOR	940	South Haven	1.3	WLS	890	Chicago	1.0
WKPR	1420		3.4	WMAQ	670	Chicago	2.8
WOAM	980	Otsego	1.3	WNDU-F	92.9	South Bend	.8
WGN	720	Chicago	.5				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	101 (4)	134 (6)	38.8
MOR/AC	66 (4)	21 (1)	87 (5)	25.2
BTFL MUSIC		68 (2)	68 (2)	19.7
COUNTRY	11 (1)	27 (1)	38 (2)	11.0
RELIGION	13 (1)		13 (1)	3.8
BIG BAND	5 (1)		5 (1)	1.4
			345 (17)	

RADIO STATIONS

WBUK, 1560, 1 KW (DAYS)	, OLDIES	ABC-E, \$13.00	(PRO)	MacVay
WKMI, 1360, 5 KW/1 KW (DA-N)	, CONTEMP	ABC-C, \$33.75	(Mc-Guild)	
WKZO, 590, 5 KW (DA-N)	, MOR	CBS, \$30.75	(Buckley)	Fetzer
WQLR-F, 106.5, 33 KW @ 600,	BTFL MUS (KalaMusic)	, \$20.00	(Masla)	Fairfield
WKFR-F, 103.3, 50 KW @ 370,	CONTEMP (Drake-Chen)	RKO, \$35.25	(HR/Stone)	(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500,	COUNTRY	, \$15.16	(Howard)	(COLDWATER)

WMAQ - See Chicago                      WNDU-F - See South Bend

Other Stations - See Grand Rapids

TV, ADI, NEWSPAPER INFO - SEE GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 25  
 Revenue Rank # 24  
 Income Rank # 21  
 APR 16.0  
 SMSA Pop: 1,344,100  
 CSI: 11.9 Bil (# 27)

Revenue : \$19,046,700  
 Income : \$ 2,278,397  
 % Rev Gain: +8.4  
 Stations: 22/20  
 Diaries: 1256/1070:1  
 CSI HH: 23.6 M (# 54)

National Rev: \$5,477,443  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$14.28  
 Tot Inc per Cap: \$1.71  
 Profit Margin: 12.0%  
 Retail \$: 6.4 Bil (# 27)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDAF 240/13.8	11.4	12.0	11.9	8.8	1. WDAF 591	1. WDAF 7025/23.5
2. WHB 166/ 9.5	9.1	8.6	6.0	4.8	2. WHB 274	2. WHB 4499/23.6
3. KMBR-F 157/ 9.0	6.9	8.1	9.3	9.4	3. KYYS-F 230	3. KYYS-F 3337/20.3
4. KYYS-F 156/ 9.0	10.3	10.2	12.7	10.3	4. KMBR-F 186	4. KCMO 3297/17.4
5. KMBZ 152/ 8.7	8.8	10.8	8.9	16.8	5. KCEZ-F 169	5. KMBZ 2839/22.1
6. KCEZ-F 133/ 7.6	7.8	6.0	7.8	7.9	6. KMBZ 162	6. KBEQ-F 2249/16.5
7. KPRS-F 131/ 7.5	6.2	6.8	5.8	4.3	7. KPRS-F 158	7. KMBR-F 2235/17.0
8. KUDL-F 104/ 6.0	8.1	5.2	3.5	3.2	8. KCMO 155	8. KUDL-F 2025/16.5
9. KBEQ-F 102/ 5.9	6.8	4.6	6.5	7.9	9. KBEQ-F 138	9. KCEZ-F 1969/13.5
10. KCMO 99/ 5.7	6.0	4.1	6.2	4.6	10. KUDL-F 125	10. KCKN-F 1355/10.0
11. KCKN-F 64/ 3.7	2.7	4.0	3.6	3.5	11. KCKN-F 78	11. KPRS-F 1234/ 9.9

12+ FM SHARE (METRO): 54.46% (909 of 1669) (A/M 80: 52.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYS-F	1. WHB	1. WHB	1. WDAF	1. WDAF	1. WDAF
2. KBEQ-F	2. KYYS-F	2. WDAF	2. WHB	2. KMBR-F	2. WHB
3. KPRS-F	3. KBEQ-F	3. KPRS-F	3. KMBR-F	3. KCEZ-F	3. KYYS-F
4. WHB	KPRS-F	4. KYYS-F	4. KMBZ	4. KMBZ	4. KMBR-F
	KUDL-F	5. KUDL-F	5. KUDL-F	5. KCMO	5. KMBZ

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	185 (2)	397 (6)	582 (8)	34.9
COUNTRY	257 (2)	72 (2)	329 (4)	19.7
BTFL MUSIC		290 (2)	290 (2)	17.4
BLACK/URBAN	34 (1)	131 (1)	165 (2)	9.9
MOR/AC	152 (1)		152 (1)	9.1
NEWS/TALK	110 (2)		110 (2)	6.6
RELIGION	22 (2)		22 (2)	1.3
CLASSICAL		19 (1)	19 (1)	1.1
			1669 (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. WDAF	KBEA	1480	Mission .6
2. KYYS-F	2. WHB	2. WHB	KCCV	1510	Independence .4
3. WHB	3. KYYS-F	3. KYYS-F	KCKN	1340	1.0
4. KMBR-F	4. KMBZ	4. KPRS-F	KEXS	1090	Excelsior Spgs .9
5. KCEZ-F	5. KCMO	5. KMBZ	KJLA	1190	1.1
6. KMBZ	6. KMBR-F	6. KCEZ-F	KPRT	1590	2.0
7. KPRS-F	7. KBEQ-F	7. KCKN-F	KSAS-F	106.5	1.0
8. KBEQ-F	8. KUDL-F	8. KMBR-F	KWKI-F	93.3	.4
9. KUDL-F	9. KCEZ-F	9. KCMO	KXTR-F	96.5	1.1
10. KCMO	10. KCKN-F	10. KBEQ-F	KLZR-F	105.9	Lawrence .6
11. KCKN-F	11. KPRS-F		KTRO-F	98.9	Leavenworth .5
12. WIBW-F	12. KSAS-F				
13. KSAS-F	13. KJLA				
14. KPRT	14. WIBW-F				
15. KFEQ	15. KXTR-F				

ADI FM SHARE: 53.27% (1262 of 2369) (A/M 80: 48.52%)

AM STATIONS

KCMO, 810, 50 KW/10 KW (DA-N), NEWS/TALK	CBS, MBS, \$ 64.00 (MMR) Meredith
KMBZ, 980, 5 KW (DA-N), MOR	NBC, \$ 80.00 (Torbet) Bonneville
KPRT, 1500, 1 KW (DAYS), RELIG/BLACK	SBN, \$ 50.00 (Howard)
WDAF, 610, 5 KW, COUNTRY	, \$115.00 (Katz) Taft
WHB, 710, 10 KW/5 KW (DA-2), CONTEMP	, \$ 85.00 (Blair) Storz

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, ROCK	ABC-C, \$ 60.50 (Christal) Mariner
KCEZ-F, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	, \$ 50.00 (MMR) Meredith
KCKN-F, 94.1, 100 KW @ 465, COUNTRY (Burk-Abr)	, \$ 36.13 (Mc-Guild) Albritton
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS (Bonne)	, \$ 60.00 (Torbet) Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK	NBN, \$ 57.00 (Howard)
KSAS-F, 106.5, 100 KW @ 880, AOR	RKO, \$ 19.13 (CBS/FM)
KUDL-F, 98.1, 100 KW @ 250, SOFT ROCK (TM)	ABC-F, \$ 62.50 (Selcom) Shamrock
WXTR-F, 96.5, 100 KW @ 546, CLASSICAL	, \$ 17.00 (CMBS)
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	, \$120.00 (Katz) Taft

WIBW-F - See Topeka

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	271,833, Capital Cities
Kansas City Times	M	295,426, Capital Cities

KNOXVILLE

Market # 85  
 Revenue Rank # 78  
 Income Rank # 113  
 APR 17.4  
 SMSA Pop: 484,500  
 CSI: 3.4 Bil (# 91)

Revenue : \$6,043,223  
 Income : \$ 230,805  
 % Rev Gain: -3.7  
 Stations: 18/15  
 Diaries: 695/697:1  
 CSI HH: 19.3 M (# 246)

National Rev: \$1,270,026  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$13.02  
 Tot Inc per Cap: \$ .50  
 Profit Margin: 3.8%  
 Retail \$: 2.2 Bil (# 80)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIVK-F 196/28.0	20.4	19.7	20.9	16.6	1. WIVK-F 355	1. WOKI-F 3302/22.8
2. WEZK-F 115/16.4	16.7	19.9	16.4	18.4	2. WOKI-F 281	2. WIVK-F 2952/37.8
3. WIMZ-F 57/ 8.1	7.0	6.1	6.3	4.6	3. WEZK-F 171	3. WEZK-F 1695/25.7
4. WOKI-F 55/ 7.8	11.5	8.3	7.7	5.7	4. WIMZ-F 95	4. WNOX 1311/23.1
5. WRJZ 53/ 7.6	8.2	10.5	9.9	14.8	5. WIVK 73	5. WRJZ 1290/23.0
6. WIVK 48/ 6.8	8.8	9.9	8.5	10.6	6. WRJZ 69	6. WIMZ-F 1234/16.1
7. WNOX 45/ 6.4	8.4	7.1	11.9	12.0	7. WNOX 64	7. WIVK 1229/19.1
8. WGAP 23/ 3.3	1.7	2.9	2.7	3.6	8. WHEL 26	8. WHEL 398/ 8.2
9. WHEL 20/ 2.9	1.4	1.9	1.4	1.5	9. WMYU-F 24	9. WMYU-F 352/ 5.2
10. WMYU-F 13/ 1.9	---	---	---	---	10. WGAP 23	10. WKGN 266/ 6.6

12+ FM SHARE (METRO): 66.92% (445 of 665) (A/M 80: 59.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOKI-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F+
2. WNOX	2. WIMZ-F	2. WEZK-F	2. WEZK-F	2. WEZK-F	2. WOKI-F
3. WIMZ-F	3. WRJZ	3. WIMZ-F	3. WRJZ		3. WEZK-F
4. WRJZ	4. WOKI-F	4. WRJZ	4. WIVK		4. WRJZ

OTHER RATED STATIONS/METRO SHARE

WATO 1290	Oak Ridge	.6	WKXV 900	.6
WBMK 1430		1.0	WSKT 1580	.7
WITA 1490		.4	WYSH-F+ 104.9	Clinton 1.6
KGN 1340		.9		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	73 (3)	205 (2)	278 (5)	41.8
ROCK/AOR/CONTEMP	98 (2)	125 (3)	223 (5)	33.5
BTFL MUSIC		115 (1)	115 (1)	17.3
BIG BAND	20 (1)		20 (1)	3.0
RELIGION	12 (3)		12 (3)	1.8
BLACK	7 (1)		7 (1)	1.1
			665 (18)	

RADIO STATIONS

WGAP, 1400, 1 KW/250 W	COUNTRY	\$ 7.50	(Midsouth)	(MARYVILLE)
WHEL, 1240, 1 KW/250 W	BIG BAND/NOST (A1 Ham)	CBS,MBS, \$13.00	(Katz)	Stoner
WIVK, 850, 50 KW (DAYS,DA)	COUNTRY	ABC-E, \$27.00	(Torbet)	Dick
WNOX, 990, 10 KW (DA-N)	ROCK	ABC-C, \$25.00	(Blair)	Scripps-Howard
WRJZ, 620, 5 KW (DA-N)	CONTEMP	\$35.00	(Mc-Guild)	Basic Media
WEZK-F, 97.5, 100 KW @ 1250	BTFL MUS (Bonne)	\$50.00	(Selcom)	South Central
WIMZ-F, 103.5, 100 KW @ 1800	AOR (Burk-Abr)	Source, \$24.50	(Katz)	Stoner
WIVK-F, 107.7, 100 KW @ 1970	COUNTRY	ABC-E, \$27.00	(Torbet)	Dick
WOKI-F, 100.3, 100 KW @ 2000	ROCK	MBS, \$33.50	(Buckley)	(OAK RIDGE)
WMYU-F, 102.1, 22 KW @ 383	CONTEMP (?)	\$ 7.60	(----)	(SEVIERVILLE)

TV STATIONS

WATE	Knoxville	6	ABC, Nationwide
WBIR	Knoxville	10	CBS, Multimedia
WTVK	Knoxville	26	NBC, South Central

NEWSPAPERS			
	Knoxville Journal	M	56,908, Gannett
	Knoxville News-Sentinel	E	102,488, Scripps-Howard

LAFAYETTE, LA

Market # 213  
 Revenue Rank # 169  
 Income Rank # 85  
 APR 12.7  
 SMSA Pop: 146,700  
 CSI: 1.1 Bil (# 211)

Revenue : \$2,476,293  
 Income : \$ 420,400  
 % Rev Gain: +21.2  
 Stations: 11/5  
 Diaries: 618/237:1  
 CSI HH: 23.2 M (# 71)

National Rev: \$619,409  
 Nat Rev per Cap: \$4.22  
 Tot Rev per Cap: \$16.88  
 Tot Inc per Cap: \$2.87  
 Profit Margin: 17.0%  
 Retail \$: .8 Bil (# 181)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KVOL 32/21.3	29.0	23.6	1. WSMB-F 78	1. WTDY-F 925/23.2
2. KSMB-F 24/16.0	12.9	14.6	2. KTDY-F 66	2. KVOL 853/32.2
3. KTDY-F 20/13.3	9.1	19.7	3. KVOL 55	3. KSMB-F 628/19.7
KXKW 20/13.3	11.3	12.1	4. KASC-F 43	4. WAFB-F 476/ 6.3
5. KPEL 14/ 9.3	8.6	8.9	5. KXKW 30	5. KXKW 468/19.3
6. KASC-F 11/ 7.3	5.9	5.1	KDEA-F 30	6. KASC-F 413/12.2
7. KDEA-F 6/ 4.0	5.4	3.2	7. WAFB-F 29	7. KDEA-F 390/ 9.2
8. WAFB-F 4/ 2.7	1.6	3.8	8. KTIZ-F 28	8. KROF 358/ 3.7
9. KTIZ-F 3/ 2.0	---	---	9. KPEL 18	9. KTIZ-F 278/ 4.6
10. KAJN-F 2/ 1.3	.5	.6	10. KROF 17	10. KPEL 250/15.9

12+ FM SHARE (METRO): 51.09% (70 of 137) (A/M 80: 40.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KVOL	1. KSMB-F	1. KVOL	1. KXKW	1. KVOL	1. KSMB-F
KSMB-F	2. KTDY-F	2. KSMB-F	2. KVOL	KXKW	2. KVOL
3. KTDY-F	3. KVOL	3. KTDY-F	3. KTDY-F	3. KPEL	3. KASC-F

OTHER RATED STATIONS/METRO SHARE

KROF 960 Abbeville .7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	48 (3)	81 (5)	59.1
COUNTRY	20 (1)	11 (1)	31 (2)	22.6
MOR/AC	14 (1)		14 (1)	10.4
BTFL MUSIC		6 (1)	6 (1)	4.4
BLACK		3 (1)	3 (1)	2.2
RELIGION		2 (1)	2 (1)	1.5

137 (11)

RADIO STATIONS

KPEL, 1420, 1 KW/500 W (DA-N), AC (Century 21)      ABC-I, CBS, \$17.00 (HR/Stone)  
 KVOL, 1330, 5 KW/1 KW (DA-N), CONTEMP              NBC, \$19.00 (Mc-Guild) Kirk  
 KXKW, 1520, 10 KW (DAYS,DA), COUNTRY              , \$16.50 (Torbet)  
 KROF, 960, 1 KW (DAYS), CONTEMP (?)              , \$ 6.80 (----) (ABBEVILLE)  
 KSMB-F, 94.5, 56 KW @ 400, AOR (Burk-Abr)              , \$20.00 (Masla)  
 KTDY-F, 99.9, 100 KW @ 500, ROCK                      , \$18.25 (HR/Stone)  
 KAJN-F, 102.9, 100 KW @ ? ?, RELIGION                  , \$ 8.00 (Miller) (CROWLEY)  
 KASC-F, 104.9, 3 KW @ 255, COUNTRY                   MBS, \$ 9.25 (----) (ABBEVILLE)  
 KDEA-F, 99.1, 50 KW @ 441, BTFL MUS (KalaMusic)       , \$10.00 (Midsouth) (NEW IBERIA)  
 KTIZ-F, 96.9, 100 KW @ 850, BLACK                      NBN, \$ 9.75 (HR/Stone) (ALEXANDRIA)  
 WAFB-F - See Baton Rouge

TV STATIONS

KATC Lafayette 3 ABC  
 KLFY Lafayette 10 CBS  
 KADN Lafayette 15 IND

NEWSPAPERS

Lafayette Advertiser E 29,140  
 New Iberia Iberian E 15,830

LAKELAND

Market # 124  
 Revenue Rank # 142  
 Income Rank # 246  
 APR 15.3  
 SMSA Pop: 311,500  
 CSI: 2.0 Bil (# 138)

Revenue : \$3,046,994  
 Income : \$ -531,668  
 % Rev Gain: +7.3  
 Stations: 22/11  
 Diaries: 560/556;1  
 CSI HH: 17.9 M (# 298)

National Rev: \$503,767  
 Nat Rev per Cap: \$1.62  
 Tot Rev per Cap: \$9.78  
 Tot Inc per Cap: \$-1.71  
 Profit Margin: ---  
 Retail \$: 1.6 Bil (# 110)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGTO 53/12.8	9.4	8.9	1. WGTO 65	1. WPCV-F 731/20.9
WPCV-F 53/12.8	8.6	8.6	2. WPCV-F 63	2. WGTO 669/19.1
3. WVFM-F 40/ 9.6	12.8	12.4	3. WVFM-F 43	3. WRBQ-F 641/20.3
4. WRBQ-F 34/ 8.2	6.5	12.1	4. WYNF-F 42	4. WYNF-F 500/15.3
5. WTMP 30/ 7.2	---	1.4	5. WRBQ-F 40	5. WVFM-F 446/15.1
6. WYNF-F 26/ 6.3	4.9	---	6. WFLA-F 31	6. WFLA-F 393/ 9.7
7. WFLA-F 19/ 4.6	3.9	6.3	7. WTMP 30	7. WONN 325/12.0
8. WONN 18/ 4.3	3.9	5.7	8. WDBO-F 19	8. WSUN 322/ 9.2
9. WSUN 12/ 2.9	2.3	2.0	9. WONN 18	9. WQYK-F 242/ 6.4
10. WSIR 8/ 1.9	1.3	1.1	WSUN 18	10. WDBO-F 240/ 4.6

12+ FM SHARE (METRO): 59.65% (207 of 347) (A/M 80: 68.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRBQ-F	1. WYNF-F	1. WGTO	1. WGTO	1. WGTO	1. WGTO
2. WPCV-F	2. WGTO	2. WPCV-F	2. WPCV-F	2. WPCV-F	2. WPCV-F
	WRBQ-F	3. WRBQ-F	3. WRBQ-F	3. WVFM-F	3. WRBQ-F

OTHER RATED STATIONS/METRO SHARE

WIPC 1280	Lake Wales	.5	WHLY-F 106.7	Leesburg	1.7
WPUL 1130	Bartow	1.4	WINQ 1010	Tampa	.5
WQPD 1430		1.0	WJYO-F 107.7	Mt. Dora	1.2
WWAB 1130		1.2	WJYW-F 100.7	Tampa	1.4
WCKX-F 95.7	Clearwater	1.2	WQXM-F 97.9	Tampa	1.2
WDBO-F 92.3	Orlando	.5	WQYK-F 99.5	Tampa	1.2

FORMATS

	AM	FM	TOTAL	%
COUNTRY	71 (3)	58 (2)	129 (5)	37.2
ROCK/AOR/CONTEMP	4 (1)	70 (4)	74 (5)	21.3
BTFL MUSIC	2 (1)	72 (5)	74 (6)	21.3
BLACK	35 (2)		35 (2)	10.0
MOR/AC	26 (2)	7 (1)	33 (3)	9.5
RELIGION	2 (1)		2 (1)	0.6
			347 (22)	

RADIO STATIONS

WGTO, 540, 50 KW/1 KW (DA-2), COUNTRY	ABC-E, \$16.00 (Christal)	Landmark
WONN, 1230, 1 KW/250 W, AC	NBC, \$10.00 (PRO)	
WSIR, 1490, 1 KW/250 W, MOR/TALK	CBS, \$10.00 (Smith)	
WPCV-F, 97.5, 100 KW @ 499, COUNTRY (Drake-Chen)	ABC-E, \$18.25 (PRO)	
WVFM-F, 94.1, 100 KW @ 390, BTFL MUS	, \$19.25 (Torbet)	

FOR OTHER STATIONS SEE TAMPA AND ORLANDO

NEWSPAPERS

Lakeland Ledger M 46,756, New York Times

LANCASTER

Market # 110  
 Revenue Rank # 158  
 Income Rank # 102  
 APR 15.0  
 SMSA Pop: 362,100  
 CSI: 2.8 Bil (# 105)

Revenue : \$2,664,542  
 Income : \$ 283,619  
 % Rev Gain: +2.0  
 Stations: 28/9  
 Diaries: 655/553:1  
 CSI HH: 22.5 M (# 98)

National Rev: \$817,844  
 Nat Rev per Cap: \$2.30  
 Tot Rev per Cap: \$7.50  
 Tot Inc per Cap: \$ .80  
 Profit Margin: 10.6%  
 Retail \$: 1.5 Bil (# 115)

12+ METRO	1/4/SHARE	0/N	A/M	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		80	80	79				
1. WLAN-F	73/16.3	12.5	6.6	3.6	1. WRKZ-F	112	1. WQXA-F	1431/14.1
2. WNCE-F	37/ 8.3	9.9	10.9	8.3	2. WQXA-F	88	2. WSBA	1208/10.7
3. WRKZ-F	34/ 7.6	7.1	5.0	.5	3. WLAN-F	81	3. WRKZ-F	1197/13.0
4. WSBA-F	30/ 6.7	10.6	5.9	6.5	4. WNCE-F	77	4. WLAN-F	1080/28.7
5. WIOV-F	25/ 5.6	8.5	6.8	14.9	WSBA	77	5. WSBA-F	922/14.6
6. WDAC-F	24/ 5.4	6.9	6.6	5.4	6. WSBA-F	72	6. WNCE-F	899/16.3
7. WIOQ-F	22/ 4.9	---	---	---	7. WTPA-F	45	7. WYCR-F	812/ 8.1
WSBA	22/ 4.9	4.3	5.9	7.2	8. WYCR-F	37	8. WLAN	622/19.6
9. WQXA-F	20/ 4.5	7.3	10.5	11.0	9. WIOV-F	34	9. WIOV-F	522/11.2
10. WLAN	18/ 4.0	2.6	5.0	5.9	10. WDAC-F	31	10. WTPA-F	484/ 5.1

12+ FM SHARE (METRO): 79.21% (320 of 404) (A/M 80: 76.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F	1. WSBA
	2. WQXA-F	2. WRKZ-F	2. WRKZ-F	2. WSBA-F	2. WRKZ-F
	3. WRKZ-F	3. WNCE-F	3. WNCE-F	3. WIOQ-F	3. WSBA-F

OTHER RATED STATIONS/METRO SHARE

WGSA	1310	Ephrata	3.6	KYW	1060	Philadelphia	1.8
WLPA	1490		2.2	WBYO-F	107.5	Boyertown	.4
WGCB-F	96.1	Red Lion	.7	WEEU	850	Reading	.4
WHP	580	Harrisburg	.7	WHUM	1240	Reading	.7
WSFM-F	99.3	Harrisburg	.4	WJBR-F	99.5	Wilmington	.7
WTPA-F	104.1	Harrisburg	2.7	WMGK-F	102.9	Philadelphia	.4
WUFM-F	100.1	Lebanon	.9	WRFY-F	102.5	Reading	1.3
WVLV	940	Lebanon	.4	WWSH-F	106.1	Philadelphia	1.1
WYCR-F	98.5	York	2.5	WYSP-F	94.1	Philadelphia	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (1)	157 (10)	175 (11)	43.3
BTFM MUSIC		75 (4)	75 (4)	18.6
COUNTRY	5 (2)	59 (2)	64 (4)	15.8
MOR/AC	53 (5)		53 (5)	13.1
RELIGION		29 (3)	29 (3)	7.2
NEWS/TALK	8 (1)		8 (1)	2.0

404 (28)

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), CONTEMP/AC	MBS,ABC-C, \$16.50 (Masla)
WDAC-F, 94.5, 50 KW @ 500, RELIGION	, \$ 9.50 (----) Crawford
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC-E, \$16.75 (Buckley)
WLAN-F, 96.9, 50 KW @ 500, ROCK	ABC-F, \$26.00 (Masla)
WNCE-F, 101.3, 5.5 KW @ 1293, BTFM MUS (FM-100)	, \$25.00 (Mc-Guild) Hall
WRKZ-F, 106.7, 20 KW @ 500, COUNTRY	, \$42.50 (Mc-Guild) (ELIZABETHTOWN)

For other stations - See Harrisburg and York

FOR ADI, TV AND NEWSPAPER INFO - SEE HARRISBURG

LANSING

Market # 90  
 Revenue Rank # 92  
 Income Rank # 47  
 APR 15.8  
 SMSA Pop: 471,200  
 CSI: 3.8 Bil (# 87)

Revenue : \$5,133,427  
 Income : \$ 966,054  
 % Rev Gain: +5.0  
 Stations: 25/14  
 Diaries: 776/607:1  
 CSI HH: 23.2 M (# 70)

National Rev: \$785,412  
 Nat Rev per Cap: \$1.68  
 Tot Rev per Cap: \$10.99  
 Tot Inc per Cap: \$2.07  
 Profit Margin: 18.8%  
 Retail \$: 2.0 Bil (# 90)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WITL-F	76/12.4	11.1	10.2	10.2	9.1	1. WJR 121	1. WJR 1520/16.8
2. WFMK-F	67/11.0	15.6	13.5	14.0	9.6	2. WJXQ-F 107	2. WFMK-F 1363/24.9
3. WJXQ-F	61/10.0	---	---	---	---	3. WFMK-F 95	3. WJXQ-F 1341/20.8
4. WJR	49/ 8.0	6.8	5.9	7.4	7.1	4. WITL-F 92	4. WITL-F 1145/22.0
5. WJIM-F	42/ 6.9	10.4	7.3	6.4	6.8	5. WRIF-F 50	5. WVIC-F 980/22.0
6. WILS-F	41/ 6.7	9.1	14.4	9.3	9.6	6. WJIM-F 46	6. WJIM-F 660/14.4
7. WVIC-F	34/ 5.6	11.8	11.6	10.7	11.4	7. WILS-F 43	7. WILS-F 657/16.1
8. WOOD-F	23/ 3.8	3.1	3.4	5.0	3.0	WVIC-F 43	8. WRIF-F 606/ 3.3
9. WJIM	19/ 3.1	4.3	3.3	4.3	3.7	9. WOOD-F 24	9. WJIM 453/11.1
10. WILS	18/ 2.9	2.1	3.3	6.0	4.3	10. WILS 19	10. WVIC 359/ 7.8

12+ FM SHARE (METRO): 76.71% (415 of 541) (A/M 80: 79.41%)

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. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WFMK-F	2. WJIM-F	2. WITL-F
	3. WILS-F	3. WITL-F	3. WJR	3. WJR	3. WFMK-F
	4. WVIC-F	4. WILS-F	4. WJIM-F	4. WOOD-F	4. WJXQ-F

OTHER RATED STATIONS/METRO SHARE

WGKY 1390	Charlotte	.7	WJR-F 96.3	Detroit	.5
WION 1430	Ionia	1.1	WLAV-F 96.9	Grand Rapids	1.8
WITL 1010		2.0	WPLB-F 107.3	Greenville	1.0
WVIC 730		2.8	WQLR-F 106.5	Kalamazoo	1.0
WCUZ-F 101.1	Grand Rapids	2.1	WRIF-F 101.1	Detroit	1.3
WGER-F 102.5	Bay City	.7	WWWW-F 106.7	Detroit	.8
WGRD-F 97.9	Grand Rapids	1.0	WZZR-F 95.7	Grand Rapids	.8
WJFM-F 93.7	Grand Rapids	.7			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		237 (9)	237 (9)	43.8
COUNTRY	12 (1)	100 (4)	112 (5)	20.7
MOR/AC	97 (5)		97 (5)	17.9
BTFL MUSIC		78 (5)	78 (5)	14.4
BLACK	17 (1)		17 (1)	3.1
			541 (25)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), MOR	CBS, \$15.60 (Torbet)	
WITL, 1010, 500 W (DAYS,DA), COUNTRY	, \$18.88 (Mc-Guild)	Midwest Family
WJIM, 1240, 1 KW/250 W, MOR	, \$11.00 (PRO)	Gross
WVIC, 730, 500 W (DAYS,DA), BLACK	, \$ 8.00 (Buckley)	
WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK	RKO, \$39.00 (Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	, \$18.80 (Torbet)	
WITL-F, 100.7, 55 KW @ 378, COUNTRY	, \$32.09 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$13.00 (PRO)	Gross
WVIC-F, 94.9, 49 KW @ 500, ROCK	, \$22.59 (Buckley)	
WJXQ-F, 106.1, 50 KW @ 500, AOR	, \$19.50 (Christal)	Patten (JACKSON)

WJR, WRIF-F - See Detroit

WOOD-F - See Grand Rapids

TV STATIONS  
 NEWSAPAER WJIM Lansing 6 CBS, Gross  
 Lansing State Journal E

WILX Jackson 10 NBC, ATO  
 73,814, Gannett

LAS VEGAS

Market # 88  
 Revenue Rank # 61  
 Income Rank # 62  
 APR 16.9  
 SMSA Pop:475,000  
 CSI: 3.9 Bil (# 82)

Revenue : \$7,569,844  
 Income : \$ 680,649  
 % Rev Gain: +6.0  
 Stations: 15/14  
 Diaries: 689/689:1  
 CSI HH: 23.5 M (# 58)

National Rev: \$2,195,079  
 Nat Rev per Cap: \$5.48  
 Tot Rev per Cap: \$18.90  
 Tot Inc per Cap: \$1.70  
 Profit Margin: 9.0%  
 Retail \$: 2.5 Bil (# 70)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLUC-F 64/9.9	12.4	10.0	8.8	8.7	1. KLUC-F 66	1. KLUC-F 886/22.7
2. KVEG 62/9.6	11.6	9.0	6.5	7.4	2. KVEG 63	2. KVEG 703/18.1
3. KORK-F 58/9.0	10.2	10.5	10.4	11.3	3. KXTZ-F 59	3. KMJJ 640/16.2
4. KXTZ-F 56/8.7	6.8	9.0	9.9	8.5	4. KORK-F 58	4. KORK-F 617/16.0
5. KENO-F 47/7.3	3.6	2.9	5.2	8.0	5. KENO-F 47	5. KXTZ-F 610/15.6
6. KUDO-F 44/6.8	3.6	1.9	---	---	6. KUDO-F 44	6. KDWN 600/13.5
7. KVOV 40/6.2	2.0	.6	---	.9	7. KDWN 42	7. KENO-F 582/15.2
8. KDWN 39/6.0	8.2	4.4	5.9	6.7	8. KVOV 40	8. KENO 568/14.9
9. KMJJ 32/5.0	4.8	9.8	7.4	7.2	9. KMJJ 33	9. KUDO-F 514/13.4
10. KLAV 31/4.8	5.0	5.9	6.1	3.9	10. KLAV 31	10. KLAV 513/13.4

12+ FM SHARE (METRO): 49.32% (290 of 588) (A/M 80: 44.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KVOV	1. KLUC-F	1. KLUC-F	1. KVEG	1. KORK-F	1. KLUC-F
2. KLAV	2. KENO-F	2. KUDO-F	2. KLUC-F	2. KXTZ-F	KVEG
3. KLUC-F	3. KUDO-F	3. KVEG	3. KXTZ-F	3. KVEG	3. KORK-F
4. KENO-F	4. KMJJ	4. KENO-F	4. KUDO-F	4. KDWN	4. KXTZ-F

OTHER RATED STATIONS/METRO SHARE

KENO 1460 3.4	KORK 920 3.3	KFMS-F 101.9 3.3
KRAM 1340 4.8	KNUU 970 3.1	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	155 (3)	208 (5)	35.4
COUNTRY	93 (2)	21 (1)	114 (3)	19.4
BTFL MUSIC		114 (2)	114 (2)	19.4
MOR/AC	92 (3)		92 (3)	15.6
SPANISH/BLACK	40 (1)		40 (1)	6.8
NEWS/TALK	20 (1)		20 (1)	3.4
			588 (15)	

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, MOR	, \$16.00 (Blair)	
KENO, 1460, 5 KW/1 KW (DA-N)	, ROCK (Burk-Abr)	ABC-C, \$22.10 (Lotus)	Lotus
KLAV, 1230, 1 KW/250 W	, ROCK	MBS, \$11.50 (Masla)	
KMJJ, 1140, 10 KW/2.5 KW (DA-N)	, AC/CONTEMP	ABC-E, \$24.60 (Mc-Guild)	Western Cities
KRAM, 1340, 1 KW/250 W	, COUNTRY	, \$12.00 (Torbet)	
KVEG, 1400, 1 KW/250 W	, COUNTRY	, \$29.63 (Katz)	Broadcast Assoc
KVOV, 1280, 5 KW (DAYS)	, BLACK,SPANISH	SBN, \$ 8.00 (Lazar)	
KENO-F, 92.3, 100 KW @ 1520	, AOR (Burk-Abr)	ABC-F, \$22.10 (Lotus)	Lotus
KFMS-F, 101.9, 20 KW @ 41	, COUNTRY (Burk-Abr)	Source, \$29.63 (Katz)	Broadcast Assoc
KLUC-F, 98.5, 25 KW @ 180	, ROCK	, \$28.00 (Mc-Guild)	Western Cities
KORK-F, 97.1, 44 KW @ 195	, BTFL MUS (Schulke)	, \$21.50 (Eastman)	Donrey
KUDO-F, 93.1, 25 KW @ 260	, SOFT ROCK (TM)	RKO, \$14.00 (Blair)	
KXTZ-F, 94.1, 100 KW @ 1250	, BTFL MUS (Master)	, \$19.00 (Selcom)	

TV STATIONS

KLAS Las Vegas 8	CBS, Landmark	KVBC Las Vegas 3	NBC
KTNV Las Vegas 13	ABC	KVVU Henderson 5	IND, J. Carson

NEWSPAPERS	Las Vegas Review Journal	E	83,232, Donrey
	Las Vegas Sun	M	56,446

LEXINGTON

Market # 120  
 Revenue Rank # 91  
 Income Rank # 44  
 APR 16.3  
 SMSA Pop: 319,800  
 CSI: 2.3 Bil (# 122)

Revenue : \$5,141,091  
 Income : \$1,025,381  
 % Rev Gain: +2.6  
 Stations: 14/12  
 Diaries: 588/544:1  
 CSI HH: 1.5 M (# 114)

National Rev: \$642,917  
 Nat Rev per Cap: \$2.12  
 Tot Rev per Cap: \$16.94  
 Tot Inc per Cap: \$3.38  
 Profit Margin: 19.9%  
 Retail \$: 1.5 Bil (# 114)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLAP-F 91/21.4	20.5	14.2	14.1	8.7	1. WLAP-F 184	1. WLAP-F 1936/39.6
2. WKQQ-F 90/21.2	12.8	16.5	16.1	18.2	2. WKQQ-F 137	2. WVLK 1617/37.2
3. WVLK 51/12.0	14.7	20.8	15.2	16.4	3. WVLK 75	3. WKQQ-F 1472/29.7
4. WVLK-F 40/ 9.4	15.4	11.7	14.1	13.5	4. WVLK-F 73	4. WHAS 1083/10.4
5. WTKC 38/ 8.9	8.7	6.6	6.2	5.8	5. WTKC 54	5. WVLK-F 942/20.0
6. WLAP 27/ 6.4	6.5	9.4	9.6	11.1	6. WHAS 47	6. WLAP 930/23.4
7. WAXU-F+ 21/ 5.0	3.9	9.1	11.3	8.4	7. WAXU-F+ 38	7. WTKC 682/16.2
8. WHAS 12/ 2.8	1.7	1.5	1.7	1.8	8. WLAP 36	8. WAXU-F+ 629/13.2
9. WNVL 11/ 2.6	2.4	1.5	2.3	4.2	9. WNVL 12	9. WJMM-F 186/ 4.4
10. WBGR-F 5/ 1.2	.7	.3	.6	1.6	10. WJMM-F 5	10. WNVL 99/ 3.5

12+ FM SHARE (METRO): 60.55% (241 of 398) (A/M 80: 51.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKQQ-F	1. WKQQ-F	1. WLAP-F	1. WVLK	1. WVLK	1. WVLK
2. WLAP-F	2. WLAP-F	2. WKQQ-F	2. WLAP-F	2. WVLK-F	2. WLAP-F
		3. WVLK	3. WKQQ-F	3. WTKC	3. WKQQ-F

OTHER RATED STATIONS/METRO SHARE

WBGR 1440	Paris	.9	WWKY 1380	Winchester	.9
WJMM-F 106.3	Versailles	.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		181 (2)	181 (2)	45.5
MOR/AC	98 (5)	5 (1)	103 (6)	25.9
COUNTRY	59 (3)	11 (1)	70 (4)	17.6
BTFL MUSIC		40 (1)	40 (1)	10.1
RELIGION		4 (1)	4 (1)	1.0
			398 (14)	

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), MOR	CBS, MBS, \$41.25 (Mc-Guild) Illinois Bdcst
WNVL, 1250, 500 W (DAYS), COUNTRY	, \$ 6.75 (Regional) (NICHOLASVL)
WTKC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY (TM)	, \$20.00 (Selcom)
WVLK, 590, 5 KW/1 KW (DA-2), MOR	, \$ 31.85 (Torbet) Bluegrass

WHAS - See Louisville

WAXU-F+, 103.1, 3 KW @ 300, COUNTRY	MBS, \$10.00 (Savalli) (GEORGETOWN)
WBGR-F, 96.7, 3 KW @ 105, MOR	, \$ 3.00 (----) (PARIS)
WKQQ-F, 98.1, 100 KW @ 551, AOR	, \$33.00 (Christal)
WJMM-F, 106.3, 3 KW @ 276, RELIGION	, \$ 52.00 (----) (VERSAILLES)
WLAP-F, 94.5, 50 KW @ 660, ROCK (TM)	RKO, \$41.25 (Mc-Guild) Illinois Bdc
WVLK-F, 92.9, 100 KW @ 854, BTFL MUS (FM-100)	, \$31.85 (Torbet) Bluegrass

TV STATIONS

WKYT	Lexington	27	CBS, Bluegrass
WTVQ	Lexington	62	ABC, Shamrock
WLEX	Lexington	18	NBC, Gay-Bell

NEWSPAPERS

Lexington Herald	M	70,790, Knight-Ridder
Lexington Leader	E	34,105, Knight-Ridder



LINCOLN

Market # 178  
 Revenue Rank # 109  
 Income Rank # 81  
 APR 15.2  
 SMSA Pop: 188,400  
 CSI: 1.4 Bil (# 175)

Revenue : \$4,273,797  
 Income : \$ 472,565  
 % Rev Gain: -4.9  
 Stations: 17/7  
 Diaries: 538/350:1  
 CSI HH: 19.4 M (# 243)

National Rev: \$318,429  
 Nat Rev per Cap: \$1.69  
 Tot Rev per Cap: \$22.68  
 Tot Inc per Cap: \$2.51  
 Profit Margin: 11.1%  
 Retail \$: .8 Bil (# 182)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFMQ-F 42/16.9	11.6	20.0	1. KFAB 69	1. KFAB 811/18.9
2. KFOR 37/14.9	14.9	17.6	2. KFMQ-F 43	2. WOW 655/16.7
3. KLIN-F 35/14.1	9.1	12.2	3. KFOR 42	3. KFOR 616/32.9
4. KFAB 19/ 7.6	5.8	6.5	4. KLIN-F 41	4. KFRX-F 540/23.2
5. KHAT-F 18/ 7.2	5.4	1.2	5. KFRX-F 35	5. KFMQ-F 496/25.0
KFRX-F 18/ 7.2	7.0	6.5	6. WOW 32	6. KLIN-F 461/23.5
KLIN 18/ 7.2	7.4	6.1	7. KEZO-F 23	7. KLMS 318/17.7
8. KLMS 11/ 4.4	11.2	9.8	8. KSRD-F 20	8. KLIN 310/18.4
9. WOW 9/ 3.6	5.8	3.7	9. KHAT-F 18	9. KEZO-F 303/ 9.3
10. KECK 7/ 2.8	9.9	5.7	KLIN 18	10. KHAT-F 293/17.2

12+ FM SHARE (METRO): 56.54% (134 of 237) (A/M 80: 41.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFRX-F	1. KFMQ-F	1. KFMQ-F	1. KFOR	1. KLIN-F	1. KFAB
	2. KHAT-F	2. KLIN-F	KLIN-F	2. KFOR	2. KFOR
	3. KFOR	3. KFOR	3. KLIN	3. KFAB	3. KLIN-F

OTHER RATED STATIONS/METRO SHARE

KBHL-F 95.3		2.0	KOIL 1290	Omaha .4
KEZO-F 92.3	Omaha	2.4	KQKQ-F 98.5	Omaha .4
KGOR-F 99.9	Omaha	1.6	KSRD-F 96.9	Omaha 2.0
KMA 960	Shenandoah,IA	.4		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	10 (2)	89 (6)	99 (8)	41.8
MOR/AC	86 (5)		86 (5)	36.3
BTFL MUSIC		35 (1)	35 (1)	14.8
COUNTRY	7 (1)	10 (2)	17 (3)	7.2
			237 (17)	

RADIO STATIONS

KECK, 1530, 5 KW (DAYS,DA), COUNTRY	, \$21.00 (Savalli)	
KFOR, 1240, 1 KW/250 W , MOR	ABC-I, \$26.75 (Mc-Guild)	Stuart
KLIN, 1400, 1 KW/250 W , MOR	CBS, \$19.00 (Howard)	
KLMS, 1480, 1 KW (DA-2) , AC	, \$19.00 (Eastman)	
KFMQ-F, 101.9, 100 KW @ 275, ROCK	, \$20.00 (Eastman)	
KFRX-F, 102.7, 100 KW @ 500, AOR (Noble)	ABC-F, \$14.25 (Mc-Guild)	Stuart
KHAT-F, 106.3, 3 KW @ 145, SOFT ROCK (TM)	, \$10.00 (Savalli)	
KLIN-F, 107.3, 100 KW @ 300, BTFL MUS (Bonne)	, \$23.00 (Howard)	
KSRD-F, 96.9, 100 KW @ 580, COUNTRY	, \$10.00 (----)	(SEWARD)

OTHER STATIONS - See Omaha

TV STATIONS

KOLN Lincoln	10	CBS, Fetzer
KHAS Hastings	5	NBC, Seaton
KHGI Kearney	13	ABC, Amaturro

NEWSPAPERS

Lincoln Star	M	30,741, Lee
Lincoln Journal	E	43,935, Lee

LITTLE ROCK

Market # 102  
 Revenue Rank # 76  
 Income Rank # 224  
 APR 13.8  
 SMSA Pop: 394,300  
 CSI: 2.9 Bil (# 103)

Revenue : \$6,369,508  
 Income : \$ -225,930  
 % Rev Gain: -.2%  
 Stations: 13/15  
 Diaries: 716/551:1  
 CSI HH: 19.9 M (# 228)

National Rev: \$1,582,766  
 Nat Rev per Cap: \$4.12  
 Tot Rev per Cap: \$16.58  
 Tot Inc per Cap: \$-.59%  
 Profit Margin: ---  
 Retail \$: 1.8 Bil (# 97)

		O/N	A/M	O/N	A/M	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
12+ METRO 1/4/SHARE		80	80	79	79				
1.	KSSN-F 97/22.0	14.7	17.3	14.4	11.2	1.	KSSN-F 311	1.	KSSN-F 2863/28.6
2.	KOKY 59/13.4	9.9	10.0	16.1	10.0	2.	KKYK-F 112	2.	KAAY 2157/21.7
3.	KKYK-F 38/ 8.6	7.6	8.4	4.6	8.6	3.	KAAY 92	3.	KKYK-F 1815/20.4
	KLAZ-F 38/ 8.6	11.2	12.1	13.0	15.5	4.	KLPQ-F 66	4.	KLAZ-F 1322/18.7
	KLRA 38/ 8.6	10.1	11.2	10.8	10.7	5.	KLRA 65	5.	KLPQ-F 1229/14.3
6.	KEZQ-F 35/ 7.9	11.0	7.0	9.0	7.9	6.	KEZQ-F 61	6.	KLRA 956/18.0
7.	KAAY 28/ 6.3	7.8	5.8	6.8	9.1	7.	KOKY 59	7.	KEZQ-F 717/12.8
8.	KARN 24/ 5.4	10.8	8.6	6.4	9.3	8.	KLRA 56	8.	KARN 673/15.6
9.	KLPQ-F 23/ 5.2	5.7	9.8	6.8	6.9	9.	KMJX-F 37	9.	KMJX-F 589/ 9.2
	KMJX-F 23/ 5.2	2.5	---	---	---	10.	KARN 26	10.	KOKY 495/15.5

12+ FM SHARE (METRO): 60.48% (254 of 420) (A/M 80: 56.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKY	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F
2. KLAZ-F	2. KOKY	2. KOKY	2. KOKY	2. KLRA	2. KAAY+
3. KLPQ-F	3. KKYK-F	3. KKYK-F	3. KKYK-F	3. KEZQ-F	3. KKYK-F
	4. KLAZ-F	4. KLAZ-F	4. KLAZ-F	4. KARN	4. KLRA

OTHER RATED STATIONS/METRO SHARE

KBBA 690	Benton .5	KXLR 1150	2.7
KITA 1440	.7		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	122 (4)	150 (5)	35.7
COUNTRY	52 (3)	97 (1)	149 (4)	35.5
BLACK	59 (1)		59 (1)	14.0
BTFL MUSIC		35 (1)	35 (1)	8.3
NEWS/TALK	24 (1)		24 (1)	5.7
RELIGION	3 (1)		3 (1)	0.7
			420 (13)	

RADIO STATIONS

KAAY, 1090, 50 KW (DA-N)	, CONTEMP/AC	ABC-C, \$28.00	(Katz) Multimedia
KARN, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, \$24.00	(Blair)
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$18.50	(Mc-Guild) Signal Media
KOKY, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$50.00	(Torbet) Ron Curtis
KLPQ-F, 94.1, 100 KW @ 770, ROCK		, \$21.50	(Katz) Multimedia
KEZQ-F, 100.3, 100 KW @ 295, BTFL MUS (FM-100)		, \$20.00	(Selcom) Security
KKYK-F, 103.7, 100 KW @ 1510, CONTEMP/AC		, \$24.00	(Blair)
KLAZ-F, 98.5, 100 KW @ 880, ROCK		, \$50.00	(Torbet) Ron Curtis
KSSN-F, 95.7, 100 KW @ 1000, COUNTRY (TM)		, \$40.63	(Eastman) Firstcom
KMJX-F, 105.1, 100 KW @ 534, ROCK		, \$13.00	(Christal) (CONWAY)

TV STATIONS

KARK Little Rock	4	NBC, Gannett
KTHV Little Rock	11	CBS
KATV Little Rock	7	ABC, Leake

NEWSPAPERS

Little Rock Arkansas Democrat	E	66,275
Little Rock Arkansas Gazette	M	129,274

LOS ANGELES

Market # 2; ADI # 2  
 Revenue Rank # 1  
 Income Rank # 1  
 APR 17.2  
 SMSA Pop: 7,382,500  
 CSI: 70.3 Bil (# 2)

Revenue : \$116,691,312  
 Income : \$ 28,276,426  
 % Rev Gain: +4.1  
 Stations: 49/51  
 Diaries: 3925/1881:1  
 CSI HH: 24.0 M (# 42)

National Rev: \$52,000,786  
 Nat Rev per Cap: \$7.33  
 Tot Rev per Cap: \$16.46  
 Tot Inc per Cap: \$3.99  
 Profit Margin: 24.2%  
 Retail \$: 34.0 Bil (# 1)

		WIN	FAL	SUM	SPR				
12+ METRO 1/4/SHARE		81	80	80	80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KABC	1158/8.5	6.9	6.9	7.6	7.0	1. KABC	1305	1. KABC	17203/19.2
2. KBIG-F	743/5.5	6.5	5.1	4.8	5.7	2. KBIG-F	914	2. KNX	13847/12.5
3. KMET-F	617/4.6	3.9	3.6	5.0	4.9	3. KMET-F	761	3. KMET-F	13261/13.7
4. KFVB	519/3.8	4.8	5.0	3.8	4.2	4. KNX	693	4. KFVB	12742/15.3
5. KJOI-F	513/3.8	4.3	4.3	4.6	4.8	5. KLOS-F	604	5. KFI	12598/10.6
6. KNX	509/3.8	3.5	4.2	4.0	4.8	6. KFI	552	6. KBIG-F	12468/13.0
7. KRLA	503/3.7	2.9	4.1	3.1	3.8	7. KJOI-F	550	7. KLOS-F	11348/11.9
8. KLOS-F	488/3.6	2.9	2.7	3.4	2.4	8. KFVB	545	8. KRTH-F	9730/ 9.9
9. KRTH-F	416/3.1	3.9	3.2	3.4	3.5	9. KRTH-F	536	9. KIIS-F	9251/10.1
10. KIIS-F	404/3.0	2.7	3.3	3.2	3.3	10. KRLA	529	10. XTRA	8923/ 6.8
11. KHTZ-F	400/3.0	3.6	3.0	2.3	2.2	11. KLAC	487	11. KRLA	8519/10.0
12. KLAC	394/2.9	3.2	3.7	4.0	4.2	12. KNX-F	471	12. KMPC	8182/ 8.8
13. KNX-F	378/2.8	4.3	2.8	3.2	3.2	13. KIIS-F	462	13. KLAC	8065/ 8.5
14. KIQQ-F	352/2.6	2.7	3.1	2.8	1.8	14. KOST-F	427	14. KIQQ-F	7889/ 9.6
15. KMPC	344/2.5	2.1	2.6	2.9	2.8	15. KHTZ-F	415	15. KJOI-F	7625/ 8.8
16. KFI	343/2.5	3.1	3.0	2.7	3.1	16. KMPC	395	16. KNX-F	7436/ 7.5
17. KOST-F	342/2.5	2.9	2.5	3.0	2.7	17. XTRA	373	17. KHTZ-F	7246/ 8.7
18. KWST-F	314/2.3	1.6	1.7	1.1	1.0	18. KIQQ-F	362	18. KWST-F	6630/ 7.7
19. KUTE-F	271/2.0	1.4	1.7	1.8	2.0	19. KWST-F	343	19. KOST-F	6273/ 6.6
20. KHJ	256/1.9	2.0	1.3	1.7	2.2	20. KUTE-F	306	20. KHJ	5808/ 6.7

12+ FM SHARE (METRO): 54.50% (6922 of 12700) (A/M 80: 51.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMET-F	1. KMET-F	1. KMET-F	1. KABC	1. KABC	1. KABC
2. KLOS-F	2. KLOS-F	2. KABC	2. KBIG-F	2. KBIG-F	2. KNX
3. KIIS-F	3. KRTH-F	3. KRLA	3. KRTH-F	3. KNX	3. KFI
4. XTRA	4. KRLA	4. KRTH-F	4. KRLA	4. KJOI-F	4. KFVB
5. KWST-F	5. KNX-F	5. KBIG-F	5. KLAC	5. KLAC	5. KBIG-F
6. KIQQ-F	6. KHTZ-F	6. KLOS-F	6. KJOI-F	6. KFVB	6. KLOS-F
7. KUTE-F	7. KIIS-F	7. KHTZ-F	7. KNX-F	7. KOST-F	7. KMET-F
8. KGFJ	8. KWST-F	8. KNX-F	8. KHTZ-F	8. KMPC	8. KLAC
9. KRLA	9. KIQQ-F	9. KIIS-F	9. KFVB	9. KFI	9. KMPC
10. KROQ-F	10. KABC	10. KIQQ-F	10. KFI	10. KZLA-F	10. KJOI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1147 (4)	2832 (8)	3979 (12)	31.3
NEWS/TALK	2530 (4)		2530 (4)	19.9
BTFL MUSIC		1734 (4)	1734 (4)	13.7
BLACK/URBAN/JAZZ	372 (2)	1277 (5)	1649 (7)	13.0
COUNTRY	675 (3)	271 (2)	946 (5)	7.4
SPANISH	599 (3)	150 (1)	749 (4)	5.9
MOR/AC	42 (1)	457 (2)	499 (3)	3.9
RELIGION	174 (2)	46 (1)	220 (3)	1.7
CLASSICAL	68 (1)	125 (1)	193 (2)	1.5
BIG BAND/NOST	79 (1)	22 (1)	101 (2)	0.8
UNKNOWN	92 (2)	8 (1)	100 (3)	0.8

12700 (49)

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. KABC	1. KABC	1. KABC	KACE-F	103.9	Inglewood	1.4
2. KBIG-F	2. KMET-F	2. KFWB	KALI	1430	San Gabriel	1.1
3. KMET-F	3. KFWB	3. KBIG-F	KBRT	740	Avalon	.6
4. KNX	4. KBIG-F	4. KRLA	KDAY	1580	Santa Monica	1.4
5. KLOS-F	5. KNX	KNX	KEZY	1190	Anaheim	.6
6. KJOI-F	6. KFI	6. KJOI-F	KEZY-F	95.9	Anaheim	.4
7. KFWB	7. KLOS-F	7. KWKW	KFAC	1330		.5
8. KRLA	8. KRTH-F	8. KFI	KFAC-F	92.3		.9
9. KRTH-F	9. KIIS-F	9. KLAC	KGfJ	1230		1.4
10. KFI	10. KRLA	10. KHTZ-F	KGIL+	1260	San Fernando	.8
11. KLAC	11. KMPC		KGRB+	900	West Covina	.4
12. KNX-F	12. KLAC		KIEV	870	Glendale	.7
13. KIIS-F	13. KIQQ-F		KIKF-F	94.3	Garden Grove	.3
14. KOST-F	14. KJOI-F		KJLH-F	102.3	Compton	1.6
15. KHTZ-F	15. KHTZ-F		KKGO-F	105.1		1.5
			KLVE-F	107.5		1.1
			KNOB-F	97.9	Long Beach	1.0
			KROQ-F	106.7	Pasadena	1.7
			KTNQ	1020		1.9
			KWIZ	1480	Santa Ana	.3
			KWIZ-F	96.7	Santa Ana	.3
			KWKW	1300	Pasadena	1.5
			KYMS-F	106.3	Santa Ana	.3
			KZLA	1540		.2
			XPRS	1090	Tijuana	.4
			XTRA	690	Tijuana	1.6

ADI FM SHARE: 55.01% (7918 of 14393) (A/M 80: 52.65%)

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I, \$331.25	(Katz)	ABC
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 95.00	(Howard)	Rollins
KFI, 640, 50 KW	, CONTEMP/AC	ABC-E, \$185.00	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, \$171.88	(RAR)	Westinghouse
KGfJ, 1230, 1 KW/250 W	, BLACK	, \$ 65.55	(HR/Stone)	Inner City
KHJ, 930, 5 KW	, COUNTRY (Burk-Abr)	RKO, \$100.00	(RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$167.50	(Eastman)	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, TALK	, \$116.94	(MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$153.75	(CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, ROCK	, \$162.50	(P/W)	

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800, BTFL MUS (Bonne)	, \$220.00	(Torbet)	Bonneville
KHTZ-F, 97.1, 55 KW @ 770, AC/SOFT	Source, \$111.75	(Selcom)	Greater Media
KIIS-F, 102.7, 8 KW @ 2790, DISCO	ABC-C, \$124.38	(Blair)	Gannett
KIQQ-F, 100.3, 58 KW @ 1180, ROCK	, \$110.00	(Masla)	Outlet
KJOI-F, 98.7, 75 KW @ 1833, BTFL MUS (Schulke)	, \$205.88	(Selcom)	LA Coke
KLOS-F, 95.5, 68 KW @ 2920, AOR	ABC-F, \$178.75	(Katz)	ABC
KMET-F, 94.7, 58 KW @ 2835, AOR	, \$387.50	(Eastman)	Metromedia
KNX-F, 93.1, 54 KW @ 2870, SOFT ROCK	, \$163.00	(CBS/FM)	CBS
KOST-F, 103.5, 13 KW @ 6100, BTFL MUS (FM-100)	, \$120.00	(Christal)	Cox
KRTH-F, 101.1, 58 KW @ 2930, AC	RKO, \$195.00	(RKO)	RKO
KUTE-F, 101.9, 690 W @ 2780, BLACK	, \$150.88	(HR/Stone)	Inner City
KWST-F, 105.9, 72 KW @ 2000, AOR	, \$ 90.00	(Masla)	Century
KZLA-F, 93.9, 49 KW @ 2000, COUNTRY	, \$100.00	(Blair)	Capital Cities

PLEASE SEE ANAHEIM FOR TV STATIONS AND NEWSPAPERS

LOUISVILLE

Market # 44; ADI # 42  
 Revenue Rank # 40  
 Income Rank # 88  
 APR 13.7  
 SMSA Pop: 924,700  
 CSI: 7.3 Bil (# 42)

Revenue: \$11,951,230  
 Income : \$ 371,786  
 % Rev Gain: +6.6  
 Stations: 17/17  
 Diaries: 1135/815:1  
 CSI HH: 23.0 M (# 72)

National Rev: \$2,943,147  
 Nat Rev per Cap: \$3.31  
 Tot Rev per Cap: \$13.45  
 Tot Inc per Cap: \$ .42  
 Profit Margin: 3.1%  
 Retail \$: 3.9 Bil (# 43)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WAMZ-F 107/10.6	11.7	8.8	6.9	5.6	1. WHAS 184	1. WHAS 3487/24.6
2. WVEZ-F 105/10.4	9.9	10.7	12.9	6.2	2. WAMZ-F 174	2. WAMZ-F 2183/17.4
3. WHAS 98/ 9.7	7.8	8.9	10.8	10.7	3. WVEZ-F 139	3. WKJJ-F 2002/18.3
4. WKJJ-F 88/ 8.7	10.5	7.8	10.2	3.4	4. WKJJ-F 122	4. WAKY 1834/17.9
5. WAVE 83/ 8.2	6.8	7.7	8.2	14.0	5. WQFM-F 108	5. WAVE 1788/20.4
6. WRKA-F 69/ 6.8	3.6	3.1	1.6	1.2	6. WAVE 90	6. WQMF-F 1691/14.7
7. WCII 68/ 6.7	4.7	4.5	4.7	---	7. WCII 85	7. WCII 1588/16.7
8. WLOU 64/ 6.3	5.7	9.4	4.7	6.6	8. WLRS-F 84	8. WVEZ-F 1530/16.7
9. WQMF-F 62/ 6.1	3.9	3.7	4.7	8.4	9. WAKY 72	9. WLRS-F 1349/16.3
10. WLRS-F 61/ 6.0	8.5	5.7	10.1	13.6	10. WRKA-F 71	10. WRKA-F 1034/13.6
11. WAKY 51/ 5.0	9.5	9.8	5.7	8.1	11. WLOU 67	11. WINN 907/11.9
12. WINN 36/ 3.6	5.0	5.9	8.0	5.0	12. WINN 36	12. WLOU 800/10.2

12+ FM SHARE (METRO): 52.64% (508 of 965) (A/M 80: 46.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKJJ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WVEZ-F	1. WHAS
2. WLRS-F	2. WRKA-F	2. WRKA-F	2. WHAS	2. WHAS	2. WKJJ-F+
3. WQMF-F	3. WKJJ-F	3. WKJJ-F	WVEZ-F	3. WAMZ-F	3. WAMZ-F
4. WLOU	4. WQMF-F	4. WHAS	4. WCII	4. WAVE	4. WAVE
	5. WLRS-F	5. WQMF-F	WRKA-F	5. WCII	5. WAKY

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		280 (4)	280 (4)	29.0
MOR/AC	232 (3)		232 (3)	24.0
COUNTRY	91 (2)	107 (1)	198 (3)	20.5
BTFL MUSIC		109 (2)	109 (2)	11.3
BLACK	64 (1)		64 (1)	6.6
BIG BAND/NOST	57 (2)		57 (2)	5.9
RELIGION	13 (1)	12 (1)	25 (2)	2.6
			<u>965 (17)</u>	

LOUISVILLE 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. WAMZ-F	1. WHAS	1. WLOU	WFIA 900 1.3
2. WHAS	2. WAMZ-F	2. WAMZ-F	WJYL-F 101.7 Jeffersontown .4
3. WVEZ-F	3. WKJJ-F	3. WHAS	WTMT 620 2.3
4. WKJJ-F	4. WAKY	4. WCII	WXLN-F 103.9 1.2
5. WQMF-F	5. WAVE	5. WVEZ-F	WXVW 1450 Jeffersonville,IN 2.1
6. WAVE	6. WQMF-F	6. WAVE	
7. WCII	7. WCII	7. WAKY	
8. WLRS-F	8. WVEZ-F	8. WKJJ-F	
9. WRKA-F	9. WLRS-F	9. WLRS-F	
10. WAKY	10. WRKA-F	10. WRKA-F	
11. WLOU	11. WINN		
12. WINN	12. WLOU		
13. WTMT	13. WINN		
14. WXVW	14. WFIA		
15. WFIA	WIEL		

ADI FM SHARE: 57.09% (837 of 1466) (A/M 80: 49.52%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), AC	ABC-I, \$64.31 (Eastman) Multimedia
WAVE, 970, 5 KW (DA-2), MOR/AC	NBC, \$43.00 (Katz)
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	MBS, \$34.00 (Torbet) Great Trails
WFIA, 900, 1 KW (DAYS), RELIGION	, \$10.00 (Radio Spot)
WHAS, 840, 50 KW, MOR	CBS, \$71.25 (Blair)
WINN, 1240, 1 KW/250 W, MOR/NOST	, \$35.00 (Mc-Guild)
WLOU, 1350, 5 KW (DAYS), BLACK	NBN, SBN, \$35.00 (Howard)
WTMT, 620, 500 W (DAYS, DA), COUNTRY	, \$15.50 (Masla)
WXVW, 1450, 1 KW/250 W, BIG BAND/NOST (A1 Ham)	, \$ 9.50 (Savalli)

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	ABC-E, \$65.75 (Blair)
WKJJ-F, 99.7, 20 KW @ 720, ROCK	, \$55.00 (Torbet) Great Trails
WLRS-F, 102.3, 3 KW @ 300, AOR (Burk-Abr)	, \$50.00 (Katz) Henson
WQMF-F, 95.7, 34 KW @ 580, AOR	, \$29.00 (Selcom) Wood
WRKA-F, 103.1, 3 KW @ 300, CONTEMP/SOFT	ABC-C, \$28.00 (Christal) Capital
	(JOHNSON)
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$51.45 (Eastman) Multimedia

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Gannett

NEWSPAPER

Louisville Courier-Journal, Times ME 342,919

LUBBOCK

Market # 164  
 Revenue Rank # 107  
 Income Rank # 206  
 APR 14.9  
 SMSA Pop: 220,100  
 CSI: 1.8 Bil (# 154)

Revenue : \$4,376,824  
 Income : \$ -129,219  
 % Rev Gain: +1.0  
 Stations: 12/13  
 Diaries: 622/354:1  
 CSI HH: 22.9 M (# 78)

National Rev: \$647,049  
 Nat Rev per Cap: \$2.94  
 Tot Rev per Cap: \$19.89  
 Tot Inc per Cap: \$-.59  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 123)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KLLL-F 58/22.7	10.1	12.5	1. KLLL-F 113	1. KLLL-F 1069/34.6	
2. KSEL-F 32/12.5	15.4	10.0	2. KSEL-F 64	2. KSEL-F 830/27.0	
3. KFMX-F 29/11.4	7.0	6.3	3. KFMX-F 49	3. KSEL 626/22.1	
4. KSEL 22/ 8.6	10.6	11.4	4. KSEL 39	4. KFYO 528/18.1	
5. KTEZ-F 21/ 8.2	12.8	12.9	5. KFYO 35	5. KFMX-F 522/20.7	
6. KFYO 19/ 7.5	7.0	6.3	6. KTEZ-F 33	6. KTEZ-F 502/17.7	
7. KEND 17/ 6.7	7.0	11.4	7. KEND 22	7. KEND 402/14.9	
8. KLLL 14/ 5.5	2.2	7.4	8. KLLL 21	8. KLLL 372/14.3	
9. KKAM 10/ 3.9	4.8	4.4	9. KLFB 12	9. KKAM 199/10.6	
10. KRLB 9/ 3.5	5.7	3.3	10. KRLB 11	10. KRLB 166/ 7.6	

12+ FM SHARE (METRO): 59.43% (145 of 244) (A/M 80: 55.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSEL-F	1. KLLL-F	1. KLLL-F	1. KLLL-F	1. KTEZ-F	1. KLLL-F+
KSEL	2. KFMX-F	2. KFMX-F	2. KSEL-F	2. KLLL-F	2. KSEL-F+
3. KLLL-F	3. KSEL-F	3. KSEL-F	KEND	3. KEND	3. KFYO

OTHER RATED STATIONS/METRO SHARE

KJAK-F 92.7 Slaton 2.0 KLFB 1420 3.1

FORMATS

	AM	FM	TOTAL	%
COUNTRY	50 (3)	58 (1)	108 (4)	44.3
ROCK/AOR/CONTEMP	32 (2)	61 (2)	93 (4)	38.1
BTFL MUSIC		21 (1)	21 (1)	8.6
MOR/AC	9 (1)		9 (1)	3.7
SPANISH	8 (1)		8 (1)	3.3
RELIGION		5 (1)	5 (1)	2.0
			244 (12)	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2), COUNTRY, \$11.13 (Howard)  
 KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY, CBS, \$12.00 (Savalli)  
 KKAM, 1340, 1 KW/250 W, CONTEMP (Burk-Abr) ABC-C, \$12.60 (Selcom) Southern Minnesota  
 KLFB, 1420, 500 W (DA-1), SPANISH, \$15.00 (Caballero)  
 KLLL, 1460, 1 KW (DAYS), COUNTRY (Musicworks) MBS, \$10.00 (Eastman)  
 KRLB, 580, 500 W (DAYS,DA), MOR (TM), \$ 7.00 (PRO)  
 KSEL, 950, 5 KW/500 W (DA-2), ROCK, RKO, \$16.10 (Mc-Guild)  
 KFMX-F, 94.5, 100 KW @ 680, ROCK, Source, \$14.40 (Selcom) Southern Minnes  
 KLLL-F, 96.3, 100 KW @ 580, COUNTRY, MBS, \$19.00 (Eastman)  
 KSEL-F, 93.7, 100 KW @ 736, ROCK, RKO, \$16.10 (Mc-Guild)  
 KTEZ-F, 101.1, 100 KW @ 862, BTFL MUS (Schulke), \$21.00 (Torbet)

TV STATIONS

KCBD Lubbock 11 NBC, Columbia (SC) State-Record  
 KLBK Lubbock 13 CBS  
 KAMC Lubbock 28 ABC

NEWSPAPER

Lubbock Avalanche-Journal (M-55,997) (E-14,602), Morris

LYNCHBURG

Market # 204  
 Revenue Rank # 180  
 Income Rank # 219  
 APR 12.2  
 SMSA Pop: 154,600  
 CSI: 1.1 Bil (# 212)

Revenue: \$2,206,326  
 Income : \$ -198,958  
 % Rev Gain: +18.7  
 Stations: 16/13  
 Diaries: 536/288:1  
 CSI HH: 19.9 M (# 219)

National Rev: \$253,488  
 Nat Rev per Cap: \$1.64  
 Tot Rev per Cap: \$14.27  
 Tot Inc per Cap: \$-1.29  
 Profit Margin: ---  
 Retail \$: .7 Bil (# 203)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WPVR-F 23/14.5	11.1	6.8	1. WXLK-F 37	1. WXLK-F 571/25.8
2. WJJS-F 22/13.8	22.2	23.6	2. WPVR-F 33	2. WLVA 407/28.2
3. WXLK-F 20/12.6	11.7	4.3	3. WJJS-F 28	3. WPVR-F 361/19.3
4. WGOL-F 16/10.1	5.3	11.2	4. WGOL-F 26	4. WGOL-F 319/17.1
5. WLVA 15/ 9.4	16.4	18.6	5. WLVA 17	5. WJJS-F 305/19.8
6. WWOD 13/ 8.2	9.4	13.0	6. WWOD 15	6. WSLQ-F 231/10.5
7. WCNV-F 7/ 4.4	---	---	7. WSLQ-F 13	7. WCNV-F 186/ 9.8
8. WTTX-F 6/ 3.8	---	---	8. WTTX-F 12	8. WWOD 162/10.8
9. WSLQ-F 5/ 3.1	6.4	5.0	9. WCNV-F 11	9. WLLL 146/ 9.2
10. WAKG-F 4/ 2.5	3.5	---	10. WAKG-F 8	10. WTTX-F 133/ 5.8

12+ FM SHARE (METRO): 69.66% (101 of 145) (A/M 80: 65.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXLK-F	1. WXLK-F	1. WJJS-F	1. WPVR-F	1. WPVR-F	1. WXLK-F
	2. WJJS-F	2. WGOL-F	2. WLVA	2. WLVA	2. WPVR-F
	WGOL-F	WXLK-F	3. WXLK-F	3. WWOD	3. WLVA

OTHER RATED STATIONS/METRO SHARE

WBRG 1050	2.5	WLGM 1320	.6
WKDE 1000 Altavista	.6	WLLL 930	1.9
WKZZ-F 100.1	1.9	WFLO 870 Farmville	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		41 (3)	41 (3)	28.3
COUNTRY	18 (3)	17 (3)	35 (6)	24.1
BTFL MUSIC		23 (1)	23 (1)	15.9
BLACK		22 (1)	22 (1)	15.2
MOR/AC	19 (3)		19 (3)	13.1
UNKNOWN	2 (1)	3 (1)	5 (2)	3.4
			145 (16)	

RADIO STATIONS

WLVA, 590, 1 KW (DA-2), MOR	ABC-I, \$13.50 (PRO)	
WWOD, 1390, 5 KW/1 KW (DA-N), COUNTRY	CBS, \$14.16 (Savalli)	Bahakel
WCNV-F, 107.9, 4 KW @ 1920, COUNTRY	MBS, \$ 8.25 (----)	
WGOL-F, 98.3, 3 KW @ 248, ROCK (TM)	Source, \$ 9.80 (Market 4)	
WJJS-F, 101.7, 3 KW @ 300, BLACK	ABC-F, \$12.25 (Howard)	
WTTX-F, 107.1, 3 KW @ 300, COUNTRY	ABC-C, \$ 2.25 (Southern)	(APPOMATTOX)
WAKG-F, 103.3, 100 KW @ 600, COUNTRY	ABC-F, \$ 8.50 (Carolina)	(DANVILLE)

FOR OTHER STATIONS SEE ROANOKE

FOR TV AND NEWSPAPERS SEE ROANOKE



MACON

Market # 149  
 Revenue Rank # 150  
 Income Rank # 112  
 APR 13.7  
 SMSA Pop: 259,800  
 CSI: 1.7 Bil (# 157)

Revenue : \$2,830,426  
 Income : \$ 235,093  
 % Rev Gain: -5.5  
 Stations: 15/12  
 Diaries: 600/433:1  
 CSI HH: 19.5 M (# 238)

National Rev: \$485,913  
 Nat Rev per Cap: \$1.87  
 Tot Rev per Cap: \$10.89  
 Tot Inc per Cap: \$ .90  
 Profit Margin: 8.3%  
 Retail \$: 1.0 Bil (# 164)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMAZ-F 46/16.4	20.1	16.9	1. WMAZ-F 91	1. WMAZ-F 1379/35.0
2. WPEZ-F 41/14.6	11.9	8.1	2. WDEN-F 66	2. WMAZ 835/26.0
3. WDDO 39/13.9	4.8	14.6	3. WPEZ-F 63	3. WPEZ-F 724/22.6
4. WDEN-F 32/11.4	12.3	8.8	4. WCEH+ 43	4. WDEN-F 679/18.7
5. WMAZ 30/10.7	15.2	13.2	5. WDDO 39	5. WDDO 469/22.4
6. WIBB 28/10.0	5.6	8.8	6. WMAZ 37	6. WIBB 455/16.8
7. WRNB-F 12/ 4.3	4.5	5.8	7. WIBB 34	7. WPGA-F 429/ 9.6
8. WNEX 11/ 3.9	3.0	5.1	8. WPGA-F 22	8. WCEH+ 359/ 2.7
9. WPGA-F 7/ 2.5	6.3	---	9. WIZY-F 14	9. WIZY-F 300/ 6.5
10. WBML 6/ 2.1	2.2	5.4	10. WRBN-F 13	10. WNEX 262/11.6

12+ FM SHARE (METRO): 55.51% (146 of 263) (A/M 80: 61.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WDEN-F	1. WPEZ-F	1. WMAZ-F
2. WDDO	2. WDDO	2. WDDO	2. WMAZ-F	2. WDEN-F	2. WPEZ-F
3. WRBN-F	3. WIBB	3. WDEN-F	WPEZ-F	3. WMAZ	3. WCEH+

OTHER RATED STATIONS/METRO SHARE

WAVC 1350	Warner Robins	.7	WIZY-F 107.1	Gordon	1.1
WDEN 1500		.4	WKLS-F 96.1	Atlanta	1.1
WCEH+ 610	Hawkinsville	.7			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	64 (4)	75 (5)	28.5
BLACK	67 (2)	7 (1)	74 (3)	28.1
BTFL MUSIC		41 (1)	41 (1)	15.6
COUNTRY	1 (1)	34 (2)	35 (3)	13.3
MOR/AC	30 (1)		30 (1)	11.4
RELIGION	8 (2)		8 (2)	3.0

263 (15)

RADIO STATIONS

WBML, 900, 250 W (DAYS)	, RELIGION	ABC-I, \$14.00	(Savalli)
WDDO, 1240, 1 KW/250 W	, BLACK	NBN, \$10.75	(Selcom)
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN, \$13.00	(Howard)
WMAZ, 940, 50 KW/10 KW (DA-N)	, MOR	CBS, \$50.00	(Katz) Multimedia
WNEZ, 1400, 1 KW/250 W	, ROCK	ABC-C, \$10.25	(P/W)
WCEH+, 610, 500 W (DAYS)	, COUNTRY	ABC-C, \$ 5.55	(Carpenter) (HAWKINSVILLE)
WDEN-F, 105.3, 50 KW @ 300,	COUNTRY	ABC-E, \$19.80	(HR/Stone)
WMAZ-F, 99.1, 100 KW @ 662,	CONTEMP (Drake-Chen)	ABC-F, \$50.00	(Katz) Multimedia
WPEZ-F, 107.9, 100 KW @ 700,	BTFL MUS (TM)	NBC, \$15.94	(Selcom)
WPGA-F, 100.9, 3 KW @ 200,	BLACK	, \$ 7.00	(----) (PERRY)
WRBN-F, 101.7, 3 KW @ 205,	ROCK	MBS, \$ 8.00	(Bolton) (WARNER-ROBINS)
WIZY-F, 107.1, 3 KW @ 328,	ROCK	Source, \$12.65	(----) (GORDON)

TV STATIONS

WCWB Macon	41	NBC
WMAZ Macon	13	CBS, ABC, Multimedia

NEWSPAPERS

Macon News E 19,495, Knight-Ridder      Macon Telegraph M 50,850, Knight-Ridder

MADISON

Market # 116  
 Revenue Rank # 80  
 Income Rank # 38  
 APR 16.5  
 SMSA Pop: 324,800  
 CSI: 2.7 Bil (# 108)

Revenue : \$5,914,002  
 Income : \$1,216,050  
 % Rev Gain: +3.5  
 Stations: 15/9  
 Diaries: 677/480:1  
 CSI HH: 22.9 M (# 76)

National Rev: \$779,523  
 Nat Rev per Cap: \$2.40  
 Tot Rev per Cap: \$18.41  
 Tot Inc per Cap: \$3.74  
 Profit Margin: 20.6%  
 Retail \$: 1.6 Bil (# 111)

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WTSO	61/13.5	15.5	18.0	1. WZEE-F	130	1. WZEE-F	1737/26.2	
2. WZEE-F	48/10.6	9.3	7.4	2. WTSO	83	2. WTSO	1233/26.8	
3. WI BA	47/10.4	10.3	12.7	3. WI BA-F	60	3. WI BA-F	1114/26.4	
4. WI BA-F	44/ 9.7	3.5	7.4	WLVE-F	60	4. WISM-F	1079/26.6	
5. WISM-F	37/ 8.2	10.3	4.6	5. WMAQ	59	5. WMAQ	1066/ 5.9	
6. WLVE-F	35/ 7.7	9.0	6.7	6. WISM-F	51	6. WI BA	878/29.4	
7. WMAD-F	30/ 6.6	10.3	8.1	7. WI BA	50	7. WLVE-F	766/16.5	
8. WWQM-F	27/ 6.0	4.3	3.2	8. WFAW-F	48	8. WISM	756/23.9	
9. WISM	25/ 5.5	8.0	10.4	9. WMAD-F	35	9. WMAD-F	603/16.4	
10. WFAW-F	9/ 2.0	2.5	.9	WGN	35	10. WFAW-F	454/ 5.2	

12+ FM SHARE (METRO): 61.52% (235 of 382) (A/M 80: 58.00%)

<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. WZEE-F	1. WI BA-F	1. WZEE-F	1. WTSO	1. WTSO	1. WZEE-F
2. WI BA-F	2. WZEE-F	2. WI BA-F	2. WI BA	2. WLVE-F	2. WTSO
3. WMAD-F	3. WISM-F	3. WTSO	3. WZEE-F	3. WI BA	3. WI BA

OTHER RATED STATIONS/METRO SHARE

WGN	720	Chicago	.7	WMAQ	670	Chicago	1.3
WISN	1130	Milwaukee	.4	WTMJ	620	Milwaukee	.7
WLUV-F	96.7	Rockford, Ill	1.1				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	25 (1)	122 (3)	147 (4)	38.5
COUNTRY	67 (2)	27 (1)	94 (3)	24.6
MOR/AC	55 (4)	37 (1)	92 (5)	24.1
BTFL MUSIC		49 (3)	49 (3)	12.8
			382 (15)	

RADIO STATIONS

WI BA, 1310, 5 KW (DA-N)	, MOR	CBS, \$19.00	(Selcom)	Des Moines Reg
WISM, 1480, 5 KW (DA-1)	, CONTEMP	, \$28.00	(Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2),	COUNTRY	, \$24.63	(Torbet)	Midcontinent
WI BA-F, 101.5, 50 KW @ 470,	AOR (Noble)	, \$15.00	(Selcom)	Des Moines Reg
WISM-F, 98.1, 20 KW @ 350,	AC	, \$30.25	(Mc-Guild)	Midwest Family
WMAD-F, 92.1, 3 KW @ 380,	AOR (Burk-Abr)	Source, \$27.75	(Christal)	Patten
WWQM-F, 106.3, 1.8 KW @ 380,	COUNTRY	ABC-I, \$15.75	(Masla)	McKenna
WZEE-F, 104.1, 6 KW @ 1120,	ROCK	, \$24.50	(Torbet)	Midcontinent
WFAW-F, 107.3, 50 KW @ 500,	BTFL MUS (FM-100)	, \$12.00	(----)	(FORT ATKINSON)
WLVE-F, 94.9, 37 KW @ 1300,	BTFL MUS (KalaMusic)	, \$25.00	(HR/Stone)	(BARABOO)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC, Liberty
WMTV	Madison	15	NBC, Forward

NEWSPAPERS

Madison Capitol Times	E	33,701
Wisconsin State Journal	M	76,640

MANCHESTER

Market # 202  
 Revenue Rank # 171  
 Income Rank # 197  
 APR 16.3  
 CSI: 2.1 Bil (# 134)  
 SMSA Pop: 161,400

Revenue : \$2,454,911  
 Income : \$ -75,713  
 % Rev Gain: -3.2%  
 Stations: 22/5  
 Diaries: 565/286:1  
 CSI HH: 21.4 M (# 145)

National Rev: \$492,684  
 Nat Rev per Cap: \$3.05  
 Tot Rev per Cap: \$15.21  
 Tot Inc per Cap: \$-.47  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 137)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGIR 28/12.4	10.6	16.8	1. WCOZ-F 65	1. WBZ 691/15.0
2. WFEA 26/11.6	14.1	11.0	2. WOKQ-F 45	2. WCOZ-F 670/18.8
3. WZID-F 25/11.1	10.1	8.7	3. WZID-F 40	3. WGIR 605/30.3
4. WKBR 23/10.2	9.0	11.0	4. WBZ 36	4. WZID-F 569/22.8
5. WCOZ-F 17/ 7.6	3.5	5.8	5. WGIR 34	5. WFEA 523/29.3
6. WOKQ-F 13/ 5.8	3.0	4.0	6. WFEA 31	6. WOKQ-F 510/11.3
7. WJIB-F 9/ 4.0	1.0	1.7	7. WVBF-F 26	7. WGIR-F 401/15.7
WGIR-F 9/ 4.0	5.0	4.0	8. WKBR 24	8. WVBF-F 372/ 9.2
9. WBZ 7/ 3.1	3.0	3.5	9. WJIB-F 18	9. WKBR 367/25.7
WROR-F 7/ 3.1	3.5	2.9	10. WHOM-F 15	10. WROR-F 365/ 9.3
WVBF-F 7/ 3.1	5.5	2.0	WROR-F 15	

12+ FM SHARE (METRO): 58.17% (121 of 208) (A/M 80: 58.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCOZ-F	1. WFEA	1. WFEA	1. WFEA	1. WGIR	1. WCOZ-F
2. WAAF-F	2. WCOZ-F	2. WGIR	2. WKBR	WZID-F	2. WBZ
WFEA		WKBR	3. WGIR	WKBR	3. WGIR

OTHER RATED STATIONS/METRO SHARE

WAAF-F 107.3	Worcester	2.7	WHOM-F 94.9	Mt. Washington	.4
WBCN-F 104.1	Boston	2.7	WOTW-F 106.3	Nashua	.4
WBOS-F 92.9	Boston	.4	WRKO 680	Boston	1.3
WEET-F 103.3	Boston	2.2	WSSH-F 99.5	Boston	2.7
WCGY-F 93.7	Boston	1.3	WXKS-F 107.9	Boston	1.8
WHDH 850	Boston	.4			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (2)	54 (8)	83 (10)	39.9
MOR/AC	59 (4)	8 (2)	67 (6)	32.2
BTFL MUSIC		41 (4)	41 (4)	19.7
COUNTRY		13 (1)	13 (1)	6.3
BLACK/URBAN		4 (1)	4 (1)	1.9
			208 (22)	

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2), ROCK	ABC-C, \$31.00 (Mc-Guild)	Ocean Coast
WGIR, 610, 5 KW/1 KW (DA-2), MOR	NBC, \$24.00 (MMR)	Knight
WKBR, 1250, 5 KW (DA-2), MOR	CBS,MBS, \$16.13 (Buckley)	
WGIR-F, 101.1, 10 KW @ 920, AOR	Source, \$12.50 (MMR)	Knight
WZID-F, 95.7, 11 KW @ 930, BTFL MUSIC	, \$23.00 (Torbet)	
WOKQ-F, 97.5, 50 KW @ 290, COUNTRY	, \$44.00 (Selcom)	(DOVER)

TV STATION

WMUR Manchester 9 ABC, United

NEWS PAPER

Manchester Union Leader AD 65,168

McALLEN-BROWNSVILLE

Market # 92 (Approx)  
 Revenue Rank # 108 (Approx)  
 Income Rank # 137 (Approx)  
 APR 17.6  
 SMSA Pop: 456,400  
 CSI: 1.1 Bil (# 213)

Revenue : \$4,333,864  
 Income : \$ 151,848  
 % Rev Gain: +6.0  
 Stations: 16/11  
 Diaries: 906/504:1  
 CSI HH: 17.5 M (# 305)

National Rev: \$1,169,067  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$10.17  
 Tot Inc per Cap: \$ .36  
 Profit Margin: 3.5%  
 Retail \$: .9 (# 176)

12+ METRO	1/4/SHARE	O/N	A/M	A/M
		80	80	79
1. KGBT	209/33.2	34.5	35.1	38.7
2. KBFM-F	93/14.8	14.6	16.1	11.3
3. KRIO	64/10.2	10.2	8.6	8.7
4. KELT-F	54/ 8.6	4.7	4.6	5.0
5. KBOR	39/ 6.2	5.4	1.6	2.0
6. KRGV	33/ 5.2	8.7	5.4	8.7
7. KIWW-F	17/ 2.7	2.1	4.9	3.9
8. KDUV-F	16/ 2.5	2.9	3.1	3.1
9. KSOX	13/ 2.1	2.4	1.5	1.3
10. KRIX-F	11/ 1.7	3.3	3.7	3.0

12+ TSA	1/4
1. KGBT	214
2. KBFM-F	106
3. KRIO	72
4. KELT-F	60
5. KBOR	40
6. KRGV	36
7. KSOX	19
8. KIWW-F	17
9. KDUV-F	16
10. KVLV-F	15

12+ TSA	CUME/MSA	CUME	RAT
1. KGBT	1401/37.0		
2. KBFM-F	1028/25.9		
3. KRIO	776/18.4		
4. KRGV	664/16.1		
5. KELT-F	643/15.3		
6. KBOR	421/11.2		
7. KSOX	352/ 7.3		
8. KRIX-F	180/ 4.8		
9. KIWW-F	157/ 4.4		
10. KVLV-F	154/ 3.3		

12+ FM SHARE (METRO): 34.99% (204 of 583) (A/M 80: 39.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT	
2. KRIO	2. KGBT	2. KBFM-F	2. KBFM-F		2. KBFM-F	
3. KBOR	3. KELT-F	3. KELT-F	3. KRIO		3. KRIO	

OTHER RATED STATIONS/METRO SHARE

KIRT	1580	Mission	1.0	KVLV-F	107.9	Edinburg	1.7
KQXX-F	98.5		.3	KTRH	740	Houston	.6
KURV	710	Edinburg	1.3	XEQQ	1110	Rio Bravo	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	136 (3)	104 (2)	240 (5)	41.2
SPANISH	218 (3)	19 (2)	237 (5)	40.7
COUNTRY	13 (1)	54 (1)	67 (2)	11.5
BTFL MUSIC		27 (2)	27 (2)	4.6
MOR/AC	8 (1)		8 (1)	1.4
NEWS/TALK	4 (1)		4 (1)	0.7

583 (16)

RADIO STATIONS

KBOR, 1600, 1 KW (DA-2)	, ROCK	, \$ 7.95 (Riley)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$42.75 (Katz)	Tichenor
KRGV, 1290, 5 KW (DA-N)	, ROCK	, \$17.00 (Blair)	
KRIO, 910, 5 KW (DA-N)	, ROCK	, \$19.00 (Mc-Guild)	
KSOX, 1240, 1 KW/250 W	, COUNTRY	, \$10.90 (----)	(RAYMONDVILLE)
KBFM-F, 104.1, 100 KW @ 505,	ROCK	, \$11.00 (Torbet)	
KDUV-F, 100.3, 100 KW @ 500,	BTFL MUS (TM)	, \$12.13 (HR/Stone)	
KELT-F, 94.5, 100 KW @ 800,	COUNTRY (Drake-Chen)	, \$18.50 (Katz)	Tichenor
KIWW-F, 96.1, 100 KW @ 565,	SPANISH	, \$15.00 (Savalli)	
KRIX-F, 99.5, 100 KW @ 480,	ROCK	, \$11.00 (Mc-Guild)	
KVLV-F, 107.9, 100 KW @ 490,	BTFL MUS (Bonne)	, \$12.25 (----)	Tippie

TV STATIONS

KGBT	Harlingen	4	CBS/NBC, Tichenor
KRGV	Weslaco	5	ABC, Manship

NEWSPAPERS

Brownsville Herald	E	14,590, Freedom	McAllen Monitor	E	22,928, Freedom
Harlingen Valley Star	M	23,615, Freedom			

MEDFORD

Market # 227  
 APR 13.9  
 SMSA Pop: 135,900  
 CSI: .9 Bil (# 234)

Stations: 13/NA  
 Diaries: 518/260:1  
 CSI HH: 18.0 M (# 296)

OTHER INFO NOT  
 AVAILABLE  
 Retail \$: .6 Bil (# 215)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KTMT-F 29/18.7	22.1	22.4	1. KTMT-F 43	1. KBOY-F+ 463/35.1
2. KBOY-F+ 26/16.8	16.9	15.1	2. KBOY-F+ 36	2. KTMT-F 456/26.8
3. KYJC 24/15.5	20.1	17.8	3. KAJO 28	3. KYJC 389/34.3
4. KCMX 18/11.6	12.3	9.9	4. KYJC 24	4. KMED 264/22.1
5. KMED 14/ 9.0	7.8	6.6	5. KCMX 19	5. KCMX 246/20.9
6. KHUG 10/ 6.5	3.9	3.3	6. KMED 15	6. KAJO 218/ 3.0
7. KRWQ-F 8/ 5.2	---	---	7. KRWQ-F 13	7. KRWQ-F 209/13.1
8. KDOV 5/ 3.2	1.9	2.0	8. KHUG 11	8. KCMX-F 125/ 9.1
KCMX-F 5/ 3.2	5.8	5.9	9. KCMX-F 6	9. KHUG 108/ 8.9
10. KISD 4/ 2.6	5.2	5.3	10. KDOV 5	10. KISD 87/ 7.5

12+ FM SHARE (METRO): 37.41% (55 of 147) (A/M 80: 38.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBOY-F+	1. KYJC	1. KBOY-F+	1. KYJC	1. KTMT-F	1. KTMT-F
2. KYJC	KBOY-F+	KYJC	KTMT-F	2. KCMX	2. KAJO
		3. KCMX	3. KCMX,KBOY-F	3. KHUG	3. KYJC

OTHER RATED STATIONS/METRO SHARE

KAGO 1150 Klamath Falls .6                      KAJO 1270 Grants Pass 1.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (3)	18 (2)	56 (5)	38.1
COUNTRY	28 (2)	8 (1)	36 (3)	24.5
BTFL MUSIC		29 (1)	29 (1)	19.7
MOR/AC	21 (3)		21 (3)	14.3
RELIGION	5 (1)		5 (1)	3.4
			147 (13)	

RADIO STATIONS

KCMX, 580, 1 KW (DA-2), COUNTRY	MBS, \$ 9.45 (Katz)	(ASHLAND)
KDOV, 1350, 1 KW (DAYS), RELIGION	, \$ 4.00 (Oakes)	(ASHLAND)
KHUG, 1300, 5 KW (DAYS), COUNTRY	ABC-I, \$ 6.25 (Tacher)	
KISD, 860, 1 KW (DAYS), MOR	RKO, \$ 6.00 (P/W)	
KMED, 1440, 5 KW/1 KW, MOR	NBC, \$10.08 (Savalli)	
KYJC, 1230, 1 KW, ROCK	ABC-C, \$12.94 (Moore)	
KAJO, 1270, 5 KW (DAYS), MOR	ABC-I, \$ 7.00 (----)	(GRANTS PASS)
KBOY-F+, 95.3, 3 KW @ 357, ROCK	ABC-E, \$10.50 (Roslin)	
KCMX-F, 101.7, 3 KW @ 287, CONTEMP	Source, \$ 9.45 (Katz)	(ASHLAND)
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY	, \$ 7.25 (----)	(GOLD HILL)
KTMT-F, 93.7, 19 KW @ 3260, BTFL MUSIC	ABC-I, \$10.68 (Selcom)	

TV STATIONS

KOBI Medford 5 CBS/ABC, Cal-Oregon  
 KTVL Medford 10 NBC/ABC, *Freedom*

NEWSPAPER

Medford Mail Tribune E 27,429, Ottaway

MELBOURNE-TITUSVILLE-COCOA

Market # 150  
 Revenue Rank # 188  
 Income Rank # 212  
 APR 15.4  
 SMSA Pop: 258,100  
 CSI: 1.9 Bil (# 151)

Revenue : \$2,110,069  
 Income : \$ -155,052  
 % Rev Gain: -8.7  
 Stations: 19/11  
 Diaries: 538/498:1  
 CSI HH: 20.3 M (# 203)

National Rev: \$677,373  
 Nat Rev per Cap: \$2.62  
 Tot Rev per Cap: \$8.18  
 Tot Inc per Cap: \$-.60  
 Profit Margin:---  
 Retail \$: 1.2 Bil (# 140)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDIZ-F 66/18.5	10.0	11.3	1. WDIZ-F 66	1. WCKS-F 843/35.0
2. WCKS-F 56/15.7	20.1	25.8	2. WCKS-F 56	2. WDIZ-F 613/26.6
3. WDBO-F 42/11.8	14.3	11.3	3. WDBC-F 45	3. WDBO-F 426/17.5
4. WMEL 32/ 9.0	3.9	6.5	4. WMEL 32	4. WMEL 378/16.1
5. WYRL-F 20/ 5.6	6.5	2.7	5. WTRL-F 20	5. WTRL-F 300/12.4
6. WEZY-F 16/ 4.5	6.5	5.8	6. WLLV-F 16	6. WRKT-F+ 250/10.8
7. WLLV-F 15/ 4.2	7.2	5.2	WEZY-F 16	7. WAMT 225/ 9.3
8. WMMB 14/ 3.9	.7	1.7	8. WMME 14	8. WMMB 212/ 9.1
9. WRKT-F+ 11/ 3.1	---	1.7	9. WRKT-F+ 11	9. WEZY-F 206/ 8.8
10. WAMT 9/ 2.5	3.6	2.4	10. WAMT 9	10. WAJX-F 166/ 7.2

12+ FM SHARE (METRO): 75.39% (239 of 317) (A/M 80: 77.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WCKS-F	1. WDBO-F	1. WCKS-F
2. WCKS-F	2. WCKS-F	2. WCKS-F	2. WDBO-F	2. WMEL	2. WDIZ-F
	3. WMEL	3. WMEL	3. WMEL	3. WCKS-F	3. WDBO-F

OTHER RATED STATIONS/METRO SHARE

WAJX-F 98.3	1.7	WBJW-F 105.1	Orlando .6
WCWR 1350	2.2	WDBO 580	Orlando 1.1
WKKO 860	1.1	WELE-F 105.9	De Land .8
WTAI 1560	1.7	WHOO-F 96.5	Orlando 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	2 (1)	139 (5)	141 (6)	44.5
BTFL MUSIC		77 (4)	77 (4)	24.3
MOR/AC	63 (5)		63 (5)	19.9
COUNTRY	14 (2)	23 (2)	37 (4)	11.7
			317 (19)	

RADIO STATIONS

WAMT, 1060, 10 KW/5 KW (DA-2), AC	ABC-I, \$ 8.63 (Torbet)	Regional
WMEL, 920, 1 KW (DA-N), AC	CBS, \$10.10 (Masla)	Elyria-Lorain
WMMB, 1240, 1 KW/250 W, CONTEMP	MBS, \$ 6.85 (Roberts)	
WAJX-F, 98.3, 3 KW @ 234, ROCK	, \$ 7.25 (Torbet)	Regional
WCKS-F, 101.1, 100 KW @ 500, ROCK	, \$20.50 (P/W)	
WEZY-F, 99.3, 3 KW @ 300, BTFL MUS	, \$12.50 (----)	
WLLV-F, 107.1, 3 KW @ 300, BTFL MUS (TM)	, \$ 8.00 (----)	
WRKT-F+, 104.1, 30 KW @ 165, CONTEMP	NBC, \$ 5.00 (----)	
WYRL-F, 102.3, 3 KW @ 239, COUNTRY	MBS, \$ 8.60 (Roberts)	

For other stations - See Orlando

TV and ADI see Orlando

NEWSPAPER

Cocoa Today M 66,828, Gannett

MEMPHIS

Market # 43; ADI # 34  
 Revenue Rank # 36  
 Income Rank # 33  
 APR 12.6  
 SMSA Pop: 931,700  
 CSI: 6.4 Bil (# 51)

Revenue : \$13,333,564  
 Income : \$ 1,360,126  
 % Rev Gain: +12.8  
 Stations: 17/20  
 Diaries: 1082/861:1  
 CSI HH: 19.8 M (# 230)

National Rev: \$3,926,632  
 Nat Rev per Cap: \$4.38  
 Tot Rev per Cap: \$14.86  
 Tot Inc per Cap: \$1.52  
 Profit Margin: 10.2%  
 Retail \$: 3.9 Bil (# 41)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WMC	109/11.8	10.9	9.7	8.8	14.0	1. WMC-F 214	1. WMC-F	3249/22.6
2. WZXR-F	106/11.5	13.4	10.2	8.6	7.5	2. WZXR-F 184	2. WMC	2231/20.5
3. WEZI-F	100/10.8	12.1	10.5	10.9	10.4	3. WEZI-F 181	3. WEZI-F	2130/15.7
4. WMC-F	95/10.3	7.4	9.4	10.5	10.1	4. WMC 159	4. WMPS	1918/11.0
5. WHRK-F	89/ 9.6	11.1	12.6	9.2	7.2	5. WHRK-F 147	5. WHBQ	1878/14.4
6. WMPS	64/ 6.9	4.2	3.5	6.3	3.8	WMPS 147	6. WZXR-F	1770/14.3
7. WRVR-F	61/ 6.6	5.4	5.6	5.8	5.6	7. WRVR-F 82	7. WDIA	1759/14.7
8. WDIA	50/ 5.4	5.9	8.7	7.9	7.5	8. WDIA 81	8. WHRK-F	1747/17.4
9. WLVS-F	48/ 5.2	5.0	3.5	2.3	2.1	9. WHBQ 70	9. WRVR-F	1682/16.1
10. WLOK	47/ 5.1	4.7	6.7	5.8	8.6	10. WLVS-F 51	10. WREC	1289/10.1
11. WHBQ	41/ 4.4	4.8	3.8	6.6	7.7	11. WLOK 47	11. WLOK	978/13.2

12+ FM SHARE (METRO): 56.73% (506 of 892) (A/M 80: 56.18%)

<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. WZXR-F	1. WMC	1. WEZI-F	1. WMC
2. WZXR-F	2. WHRK-F	2. WMC	2. WEZI-F	2. WMC	WMC-F
3. WHRK-F	3. WMC-F	3. WHRK-F	3. WMC-F	3. WMPS	3. WMPS
	4. WRVR-F	4. WEZI-F	4. WRVR-F	4. WLVS-F	4. WZXR-F
	5. WMC	5. WMC-F	5. WHRK-F	5. WRVR-F	5. WEZI-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	41 (1)	214 (2)	255 (3)	28.6
BLACK/URBAN	97 (2)	89 (1)	186 (3)	20.9
COUNTRY	173 (2)	48 (1)	221 (3)	24.8
BTFL MUSIC		100 (1)	100 (1)	11.2
MOR/AC	27 (1)	48 (1)	75 (2)	8.4
RELIGION	31 (2)	7 (1)	38 (3)	4.3
NEWS/TALK	13 (1)		13 (1)	1.5
UNKNOWN	4 (1)		4 (1)	0.4
			892 (17)	

MEMPHIS 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. WMC-F	1. WMC-F	1. WMC	KSUD	730	W. Memphis, Ark 1.3
2. WZXR-F	2. WMC	2. WHRK-F	KWAM	990	2.1
3. WMC	3. WEZI-F	3. WEZI-F	KWAM-F	101.1	.8
4. WEZI-F	4. WRVR-F	4. WZXR-F	WKBL	1250	Covington .4
5. WHRK-F	5. WHBQ	5. WMC-F	WREC	600	2.9
6. WMPS	6. WHRK-F	6. WDIA	WWE	1430	1.4
7. WRVR-F	7. WMPS	7. WREC			
8. WDIA	8. WZXR-F	8. WMPS			
9. WHBQ	9. WDIA	9. WLOK			
10. WLVS-F	10. WREC	10. WLVS-F			
11. WLOK	11. WLOK				
12. WREC	12. WLVS-F				
13. KCRV	13. KWAM				
14. KWAM	14. KWAM-F				
15. KSUD	15. WKIR-F				

ADI FM SHARE: 56.88% (880 of 1547) (A/M 80: 52.07%)

AM STATIONS

KSUD, 730, 1 KW/250 W	, RELIGION	, \$ 8.00	(----)	
KWAM, 990, 10 KW (DAYS,DA)	, RELIGION	, \$16.00	(Stars)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	MBS, \$57.50	(Howard)	Viacom
WHBQ, 560, 5 KW/1 KW (DA-2)	, AC/CONTEMP (Burk-Abr)	RKO, \$65.00	(RKO)	RKO
WLOK, 1340, 1 KW/250 W	, BLACK	NBN,SBN, \$37.50	(HR/Stone)	Gilliam
WMC, 790, 5 KW (DA-N)	, COUNTRY	ABC-I, \$99.00	(Blair)	Scripps-Howard
WMPS, 680, 10 KW/5 KW (DA-N)	, COUNTRY	ABC-E, \$72.00	(Eastman)	Plough
WREC, 600, 5 KW (DA-N)	, MOR	CBS,MBS, \$48.00	(Mc-Guild)	Summit
KCRV, 1370, 1 KW (DAYS)	, COUNTRY	MBS, \$ 5.00	(Corbett)	(CARUTHERSVILLE,MO)

FM STATIONS

KWAM-F, 101.1, 100 KW @ 500	, RELIGION	, \$14.00	(Stars)	Dee Rivers
WEZI-F, 105.9, 100 KW @ 762	, BTFL MUS (Schulke)	, \$70.00	(Katz)	Harte-Hanks
WHRK-F, 97.1, 100 KW @ 530	, DISCO/URBAN	ABC-F, \$72.00	(Eastman)	Plough
WLVS-F, 94.3, 3 KW @ 300	, COUNTRY	MBS, \$22.80	(Selcom)	
WMC-F, 99.7, 300 KW @ 970	, ROCK	ABC-C, \$99.00	(Blair)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750	, CONTEMP/AC	, \$46.88	(Howard)	Viacom
WZXR-F, 102.7, 100 KW @ 900	, AOR (Burk-Abr)	Source, \$55.00	(Mc-Guild)	Summit
WKIR-F, 104.1, 100 KW @ 640	, COUNTRY	ABC-F, \$ 9.70	(----)	(JACKSON)

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	203,847	Scripps-Howard
Memphis Press-Scimitar	E	96,602	Scripps-Howard



MIAMI

Market # 22; ADI # 17  
 Revenue Rank # 19  
 Income Rank # 152  
 APR 18.7  
 SMSA Pop: 1,631,700  
 CSI: 13.8 Bil (# 23)

Revenue : \$24,668,638  
 Income : \$ 87,855  
 % Rev Gain: +7.8  
 Stations: 28/23  
 Diaries: 1407/1160:1  
 CSI HH: 22.1 M (# 117)

National Rev: \$7,448,393  
 Nat Rev per Cap: \$5.04  
 Tot Rev per Cap: \$16.70  
 Tot Inc per Cap: \$ .06  
 Profit Margin: .03%  
 Retail \$: 8.4 Bil (# 18)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRHC	242/9.4	10.6	9.5	7.5	4.0	1. WHYI-F 307	1. WHYI-F 4682/17.8
2. WQBA	196/7.6	5.5	7.9	10.8	9.0	2. WNWS 279	2. WINZ-F 3830/18.6
3. WNWS	176/6.8	5.0	3.6	3.2	.9	3. WRHC 246	3. WINZ 3310/11.4
4. WINZ-F	165/6.4	1.1	4.3	4.6	1.9	4. WINZ-F 228	4. WLYF-F 2954/ 8.1
5. WHYI-F	161/6.3	6.8	7.2	4.4	7.1	5. WLYF-F 227	5. WNWS 2629/ 9.1
6. WCMQ-F	137/5.3	3.9	4.8	3.4	6.5	6. WQBA 200	6. WIOD 2580/ 8.1
7. WEDR-F	135/5.3	4.3	5.4	5.3	4.7	7. WINZ 197	7. WAXY-F 2338/ 7.3
8. WINZ	100/3.9	4.4	4.6	4.1	4.9	8. WSHE-F 189	8. WQAM 2336/ 9.5
9. WHTT	95/3.7	2.3	3.4	1.7	2.8	9. WIOD 174	9. WSHE-F 2216/ 6.4
10. WCMQ	86/3.3	3.9	1.7	3.2	9.0	WKQS-F 174	10. KAIA-F 2190/ 6.5
11. WYOR-F	82/3.2	4.8	5.2	3.6	5.0	11. WAXY-F 162	11. WKQS-F 2168/ 2.8
12. WVCG	79/3.1	1.8	2.7	3.5	2.7	12. WQAM 150	12. WGBS 2033/ 7.9
13. WLYF-F	74/2.9	2.2	3.3	4.6	5.3	13. WEDR-F 138	13. WWWL-F 1883/ 7.5
14. WSHE-F	73/2.8	2.4	1.8	2.4	.7	14. WCMQ-F 137	14. WCKO-F 1834/ 4.0
WIOD	73/2.8	2.9	3.0	5.0	1.9	WWWL-F 137	15. WQBA 1578/11.1
WQBA-F	73/2.8	3.0	3.2	3.9	2.1		

12+ FM SHARE (METRO): 48.51% (1195 of 2463) (A/M 80: 52.80%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WINZ-F	1. WHYI-F	1. WHYI-F	1. WRHC	1. WRHC	1. WNWS
2. WHYI-F	2. WEDR-F	WCMQ-F	2. WCMQ-F	2. WQBA	2. WQBA
3. WEDR-F	3. WINZ-F	3. WINZ-F	3. WQBA	3. WCMQ-F	3. WHYI-F
4. WHTT	4. WWWL-F	WEDR-F	4. WCMQ	4. WCMQ	4. WINZ
5. WCKO-F	5. WSHE-F	5. WRHC	5. WHYI-F	5. WVCG	5. WRHC

FORMATS

	AM	FM	TOTAL	%
SPANISH	665 (5)	210 (2)	875 (7)	35.5
ROCK/AOR/CONTEMP		542 (6)	542 (6)	22.0
BTFL MUSIC	79 (1)	205 (4)	284 (5)	11.5
NEWS/TALK	276 (2)		276 (2)	11.2
MOR/AC	133 (2)	60 (1)	193 (3)	7.8
BLACK/URBAN	8 (1)	135 (1)	143 (2)	5.8
COUNTRY	71 (1)		71 (1)	2.9
CLASSICAL		43 (1)	43 (1)	1.7
BIG BAND	36 (1)		36 (1)	1.5
			2463 (28)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WHYI-F	1. WHYI-F	1. WEDR-F	WAIA-F	97.3	1.8
2. WNWS	2. WINZ-F	2. WQBA	WGBS	710	2.3
3. WRHC	3. WINZ	3. WRHC	WKAT	1360	1.4
4. WINZ-F	4. WLYF-F	4. WINZ-F	WMBM	1490	.3
5. WLYF-F	5. WNWS	5. WINZ	WOCN	1450	1.8
6. WQBA	6. WIOD	6. WCMQ-F	WQAM	560	2.8
7. WINZ	7. WQAM	7. WHYI-F	WTMI-F	93.1	1.7
8. WSHE-F	8. WAXY-F	8. WNWS	WWWL-F	93.9	2.7
9. WIOD	9. WAIA-F	9. WVCG	WAXY-F	105.9	Ft. Lauder 2.3
10. WAXY-F	10. WSHE-F	10. WYOR-F	WCKO-F	102.7	Ft. Lauder 1.1
11. WKQS-F	11. WGBS		WWJF-F	106.7	Ft. Lauder 1.2
12. WQAM	12. WKQS-F		WKQS-F	99.9	Boca Raton .7
WEDR-F	13. WWWL-F				
WCMQ-F	14. WQBA				
15. WWWL-F	15. WVCG				

ADI FM SHARE: 52.20% (2110 of 4042) (A/M 80: 55.28%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ 75.15 (MMR)	
WGBS, 710, 50 KW (DA-2)	, MOR	ABC-E, \$ 55.65 (CBS Spot)	Jeff-Pilot
WHTT, 1260, 5 KW (DA-2)	, SPANISH CONTEMP	, \$ 41.50 (Mc-Guild)	Metroplex
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	CBS,MBS, \$ 90.00 (Katz)	Guy Gannett
WIOD, 610, 5 KW (DA-2)	, MOR/AC	ABC-I,MBS, \$ 53.25 (Christal)	Cox
WNWS, 790, 5 KW (DA-2)	, NEWS	, \$ 52.50 (Howard)	Sudbrink
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$102.50 (Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50 (Eastman)	Susquehanna
WRHC, 1550, 10 KW (DAYS,DA)	, SPANISH NEWS/TALK	, \$115.00 (P/W)	
WVCG, 1080, 50 KW/10 KW (DA-2)	, BTFL MUS (TM)	, \$ 33.75 (Torbet)	Insilco

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/SOFT	ABC-C, \$ 55.00 (Christal)	Cox
WCMQ-F, 92.1, 3 KW @ 300, SPANISH	, \$ 75.15 (MMR)	
WEDR-F, 99.1, 70 KW @ 175, BLACK	NBN, \$ 50.00 (Stars)	
WINZ-F, 94.9, 100 KW @ 650, ROCK	, \$ 50.00 (Katz)	Guy Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$ 75.00 (CBS Spot)	Jeff-Pilot
WQBA-F, 107.5, 100 KW @ 500, SPANISH	, \$ 75.00 (Eastman)	Susquehanna
WWWL-F, 93.9, 100 KW @ 650, SOFT ROCK	Source, \$ 42.50 (Masla)	
WYOR-F, 105.1, 100 KW @ 650, BTFL MUS (Master)	, \$ 58.00 (Torbet)	Insilco
WAXY-F, 105.9, 100 KW @ 1049, AC/OLDIES	, \$ 91.75 (RKO)	RKO
WCKO-F, 102.7, 100 KW @ 345, ROCK	, \$ 47.50 (Lotus)	
WSHE-F, 103.5, 100 KW @ 600, AOR (Burk-Abr)	ABC-F, \$ 55.00 (Selcom)	
WHYI-F, 100.7, 100 KW @ 1000, ROCK	, \$112.50 (Mc-Guild)	Metroplex
WKQS-F, 99.9, 100 KW @ 930, BTFL MUS (Bonne)	, \$ 55.00 (HR/Stone)	Sunshine Wireless

TV STATIONS

WCIX Miami 6	IND, GCC	WLTV Miami 23	IND, Spanish Int
WCKT Miami 7	NBC	WPLG Miami 10	ABC, Post-Newsweek
WHFT Miami 45	IND, Trinity	WTVJ Miami 4	CBS, Wometco
		WKID Ft. Lau 51	IND

NEWSPAPERS

Miami Herald	M	354,578, Knight-Ridder
Ft. Lauderdale News	E	102,022, Chi Tri
Miami News	E	61,380, Cox
Ft. Lauderdale Sun-Sent	M	58,676, Chi Tri

MILWAUKEE

Market # 27; ADI # 28  
 Revenue Rank # 25  
 Income Rank # 19  
 APR 17.1  
 SMSA Pop: 1,408,100  
 CSI: 12.3 Bil (# 25)

Revenue : \$18,082,883  
 Income : \$ 2,331,151  
 % Rev Gain: -1.2  
 Stations: 29/32  
 Diaries: 1374/1025:1  
 CSI HH: 24.5 M (# 33)

National Rev: \$3,888,627  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$12.75  
 Tot Inc per Cap: \$1.64  
 Profit Margin: 12.9%  
 Retail \$: 5.9 Bil (# 31)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEZW-F	252/11.4	11.8	12.0	10.3	12.5	1. WTMJ 284	1. WISN	4934/33.2
2. WTMJ	237/10.7	12.3	15.0	15.3	15.9	2. WEZW-F 272	2. WTMJ	4049/25.5
3. WISN	223/10.1	11.0	10.3	10.7	10.7	3. WISN 253	3. WEZW-F	3284/23.2
4. WBCS-F	183/ 8.3	8.2	8.7	7.1	6.1	4. WBCS-F 198	4. WLPX-F	2860/17.9
5. WLPX-F	139/ 6.3	6.0	7.2	8.1	7.1	5. WLPX-F 164	5. WZUU-F	2629/18.2
6. WQFM-F	132/ 6.0	4.3	3.7	4.4	3.6	6. WQFM-F 139	6. WBCS-F	2572/17.8
7. WZUU-F	117/ 5.3	4.8	4.0	5.1	7.2	7. WZUU-F 131	7. WOKY	2405/16.6
8. WOKY	89/ 4.0	3.0	3.4	7.2	6.6	8. WKTI-F 95	8. WKTI-F	2218/15.3
9. WKTI-F	87/ 3.9	2.5	3.3	3.8	1.9	9. WOKY 94	9. WQFM-F	1999/14.1
10. WMYX-F	79/ 3.6	1.5	1.3	.6	1.4	10. WRKR-F 88	10. WMAQ	1799/ 6.2
11. WRKR-F	63/ 2.8	2.3	2.2	.9	.8	11. WMAQ 83	11. WRKR-F	1687/ 9.7
12. WLUM-F	57/ 2.6	3.2	2.7	1.8	1.6	12. WMYX-F 80	12. WBBM	1117/ 5.9

12+ FM SHARE (METRO): 58.61% (1222 of 2085) (A/M 80: 54.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WQFM-F	1. WISN	1. WEZZ-F	1. WEZW-F	1. WTMJ
2. WRKR-F	2. WLPX-F	2. WBCS-F	WBCS-F	2. WTMJ	2. WZUU-F+
3. WQFM-F	3. WISN	3. WQFM-F	3. WISN	3. WBCS-F	3. WISN
4. WKTI-F	4. WZUU-F	4. WEZW-F	4. WTMJ	4. WISN	4. WBCS-F
5. WZUU-F	5. WKTI-F	5. WZUU-F	5. WZUU-F		5. WEZW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	132 (2)	538 (5)	670 (7)	32.1
MOR/AC	528 (6)	85 (2)	613 (8)	29.4
BTFL MUSIC	21 (1)	309 (3)	330 (4)	15.8
COUNTRY	74 (2)	183 (1)	257 (3)	12.3
BLACK/URBAN	23 (2)	57 (1)	80 (3)	3.8
NEWS/TALK	65 (2)		65 (2)	3.1
CLASSICAL		50 (1)	50 (1)	2.4
RELIGION	20 (1)		20 (1)	1.0
			2085 (29)	

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WTMJ WEZW-F	1. WISN 2. WTMJ	1. WLUM-F 2. WEZW-F	WAWA	1590	West Allia	.6
3. WISN	3. WEZW-F	3. WTMJ	WBKV	1470	West Bend	.9
4. WBCS-F	4. WLPX-F	4. WBCS-F	WBKV-F	92.5	West Bend	.8
5. WLPX-F	5. WZUU-F	5. WISN	WEMP	1250		.9
6. WQFM-F	6. WBCS-F	6. WZUU-F	WFMR-F	96.5		2.3
7. WZUU-F	7. WOKY	7. WLPX-F	WMKE	1340		2.0
8. WOKY WKTI-F	8. WKTI-F	8. WOKY	WNOV	860		.5
9. WQFM-F	9. WQFM-F	9. WRJN	WRJN	1400	Racine	1.1
10. WMYX-F	10. WRKR-F	10. WMYX-F	WTKM-F+	104.9	Hartford	.5
11. WRKR-F	11. WMAQ		WXJY-F	98.3	Menomonee Falls	1.8
12. WLUM-F	12. WBBM		WYLO	540	Jackson	.9
13. WFMR-F WMAQ	13. WMYX-F		WZUU	1290		1.9
14. WMKE	14. WMKE		WBBM	780	Chicago	1.1
15. WFAW-F	15. WLUM-F		WGN	720	Chicago	.9
			WIND	560	Chicago	1.8
			WMAQ	670	Chicago	1.3

ADI FM SHARE: 51.68% (1401 of 2711) (A/M 80: 52.38%)

AM STATIONS

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR	ABC-I, \$ 92.50 (Katz)	Hearst
WMKE, 1340, 1 KW/250 W, COUNTRY	MBS, \$ 23.75 (Torbet)	Great Trails
WOKY, 920, 5 KW/1 KW (DA-2), CONTEMP	, \$ 59.50 (Blair)	Charter
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$110.63 (Christal)	Milw. Journal

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440, COUNTRY	MBS, \$ 87.50 (Torbet)	Great Trails
WEZW-F, 103.7, 20 KW @ 820, BTFL MUS (Schulke)	, \$ 75.25 (MMR)	Multimedia
WFMR-F, 96.5, 50 KW @ 387, CLASSICAL	, \$ 34.38 (Roslin)	
WKTI-F, 94.5, 16 KW @ 911, ROCK (TM)	ABC-C, \$ 29.00 (Christal)	Milw Journal
WLPX-F, 97.3, 12 KW @ 920, AOR (Burk-Abr)	, \$ 72.50 (Katz)	Hearst
WLUM-F, 102.1, 50 KW @ 360, BLACK	, \$ 35.00 (Howard)	
WMYX-F, 99.1, 50 KW @ 486, AC/CONTEMP	CBS, \$ 16.00 (Mc-Guild)	LIN
WQFM-F, 93.3, 50 KW @ 210, AOR	, \$ 31.75 (Selcom)	Shamrock Dev'
WRKR-F, 100.7, 50 KW @ 500, ROCK	ABC-C, \$ 32.25 (HR/Stone)	Bdcst Mng (RACINE)
WZUU-F, 95.7, 34 KW @ 610, CONTEMP/AC	Source, \$ 46.40 (Eastman)	Malrite

Other Stations - See Chicago

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee Journal
WVTV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	163,224
Milwaukee Sentinel	E	323,932
Racine Journal Times	E	39,016, Lee

MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 13  
 Revenue Rank # 13  
 Income Rank # 5  
 APR 16.4  
 SMSA Pop: 2,099,200  
 CSI: 18.9 Bil (# 15)

Revenue : \$30,886,601  
 Income : \$ 8,451,317  
 % Rev Gain: +13.1  
 Stations: 21/32  
 Diaries: 1870/1123:1  
 CSI HH: 25.5 M (# 22)

National Rev: \$6,537,480  
 Nat Rev per Cap: \$3.14  
 Tot Rev per Cap: \$14.83  
 Tot Inc per Cap: \$4.06  
 Profit Margin: 27.4%  
 Retail \$: 10.2 Bil (# 13)

12+ METRO	1/4/SHARE	0/N 80	A/M 80	0/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCCO	579/20.2	24.5	22.5	22.4	30.4	1. WCCO 841	1. WCCO 11061/41.2
2. KSTP-F	357/12.4	10.1	9.5	10.4	6.1	2. KSTP-F 433	2. KSTP-F 5672/26.3
3. WDGY	203/ 7.1	5.3	7.1	6.6	5.7	3. WDGY 252	3. WDGY 3980/16.8
4. KQRS-F+	185/ 6.4	5.5	8.5	10.0	7.9	4. KDWB-F 229	4. KQRS-F+ 2850/18.3
5. KDWB-F	182/ 6.3	5.7	2.8	2.6	3.2	5. KQRS-F+ 224	5. KDWB-F 3534/17.3
6. KEEY-F	168/ 5.9	6.0	4.3	7.1	5.9	6. KEEY-F 193	6. KDWB 3391/15.0
7. WAYL-F	139/ 4.8	4.5	4.9	4.9	5.9	7. WAYL-F 189	7. KSTP 3379/16.2
8. WLOL-F	127/ 4.4	5.8	4.9	1.9	1.9	8. WLOL-F 145	8. WLOL-F 3252/16.8
9. WCCO-F	110/ 3.8	4.3	4.4	4.9	5.8	9. WCCO-F 139	9. WCCO-F 2929/13.6
10. KSTP	101/ 3.5	3.2	4.5	4.2	3.3	10. KSTP 117	10. KEEY-F 2687/13.5
11. WWTC	91/ 3.2	3.5	3.9	2.6	.6	11. KDWB 109	11. WAYL-F 2515/12.1
12. KTCR-F	80/ 2.8	1.6	1.8	1.6	1.0	12. WWTC 97	12. WWTC 1728/ 9.4

12+ FM SHARE (METRO): 54.25% (1386 of 2555) (A/M 80: 46.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDWB-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO
2. KSTP-F	2. KQRS-F+	2. WCCO	2. KSTP-F	2. WDGY	2. KSTP-F
3. KQRS-F+	3. KDWB-F	3. WDGY	3. WDGY	3. KEEY-F	3. WDGY
4. WLOL-F	4. WDGY	4. KQRS-F+	4. KEEY-F	4. KSTP-F	4. KDWB-F
5. KDWB	5. WCCO-F WLLOL-F	5. KDWB-F	5. WCCO-F	5. WAYL-F	5. KQRS-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	189 (3)	828 (4)	1017 (7)	39.8
TALK/VARIETY	579 (1)		579 (1)	22.7
BTFL MUSIC	28 (1)	307 (2)	335 (3)	13.1
COUNTRY	213 (2)	80 (1)	293 (3)	11.5
MOR/AC	130 (3)	110 (1)	240 (4)	9.4
BIG BAND	30 (1)	33 (1)	63 (2)	2.5
BLACK/JAZZ		28 (1)	28 (1)	1.1
			<u>2555 (21)</u>	

MINNEAPOLIS-ST. PAUL

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WCCO	1. WCCO	1. WCCO	KEYE	1400 .5
2. KSTP-F	2. KSTP-F	2. KSTP-F	KRSI	950 1.0
3. WDGY	3. WDGY	3. WDGY	KRSI-F	104.1 1.2
4. KDWB-F	4. KQRS-F+	4. KDWB-F	KTCR	690 .3
5. KQRS-F+	5. KDWB-F	5. KQRS-F+	KTWN-F	107.9 Anoka 1.0
6. KEYE-F	6. KSTP	6. WAYL-F	WAYL	980 1.0
7. WAYL-F	7. KDWB	7. WCCO-F	WMIN	1010 Maplewood .5
8. WLOL-F	8. WLOL-F	8. KSTP		
9. WCCO-F	9. WCCO-F	9. KDWB		
10. KSTP	10. KEYE-F	WLOL-F		
11. KDWB	11. WAYL-F			
12. WWTC	12. WWTC			
13. KTCR-F	13. KTCR-F			
14. KNUJ	14. WAYL			
15. KCLD-F	15. KRSI-F			

ADI FM SHARE: 51.63% (1824 of 3533) (A/M 80: 43.36%)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK	, \$ 84.38 (RAR) Doubleday
KSTP, 1500, 50 KW (DA-N), AC	ABC-I, \$ 52.50 (Mc-Guild) Hubbard
WCCO, 830, 50 KW, TALK/VARIETY/MOR	CBS, \$215.00 (CBS Spot)
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	NBC, \$109.38 (Blair) Storz
WWTC, 1280, 5 KW (DA-N), CONTEMP/AC	MBS, \$ 39.13 (Masla)

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, AOR	, \$ 84.38 (RAR) Doubleday
KEYE-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne)	, \$ 59.50 (Katz) Malrite
KQRS-F+, 92.5, 50 KW @ 822, AOR (Burk-Abr)	Source, \$107.50 (Torbet) McKenna
KRSI-F, 104.1, 52 KW @ 260, BIG BAND/NOST (Al Ham)	ABC-F, \$ 35.00 (Buckley) Park
KSTP-F, 94.5, 100 KW @ 1250, CONTEMP	, \$123.75 (Christal) Hubbard
KTCR-F, 97.1, 50 KW @ 150, COUNTRY (TM)	, \$ 25.00 (Roslin)
WAYL-F, 93.7, 100 KW @ 822, BTFL MUS (FM-100)	, \$ 50.63 (MMR) Entercom
WCCO-F, 102.9, 100 KW @ 1304, AC	ABC-C, \$ 43.13 (Eastman)
WLOL-F, 99.5, 100 KW @ 844, SOFT ROCK	RKO, \$ 49.00 (RKO) Liggett

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	206,700
Minneapolis Tribune	M	230,815
St Paul Dispatch	E	114,858, Knight-Ridder
St Paul Pioneer Press	M	100,672, Knight-Ridder

MOBILE

Market # 91  
 Revenue Rank # 95  
 Income Rank # 208  
 APR 15.0  
 SMSA Pop: 463,900  
 CSI: 2.9 Bil (# 102)

Revenue : \$4,959,547  
 Income : \$ -130,987  
 % Rev Gain: +1.8  
 Stations: 14/17  
 Diaries: 768/604:1  
 CSI HH: 19.1 M (# 255)

National Rev: \$843,946  
 Nat Rev per Cap: \$1.88  
 Tot Rev per Cap: \$11.06  
 Tot Inc per Cap: \$-.29  
 Profit Margin: ---  
 Retail \$: 1.7 Bil (# 104)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKSJ-F 126/23.8	20.1	15.5	8.8	10.7	1. WKSJ-F 144	1. WKRG-F 1914/29.3	
2. WABB-F 78/14.7	11.5	13.3	16.8	10.2	2. WKRG-F 119	2. WABB-F 1573/31.1	
3. WKRG-F 69/13.0	13.3	17.2	15.8	14.1	3. WABB-F 101	3. WKSJ-F 1347/31.9	
4. WBLX-F 51/ 9.6	9.0	8.4	7.4	11.3	4. WBLX-F 95	4. WBLX-F 1217/21.2	
5. WKRG 37/ 7.0	10.5	10.0	10.6	6.8	5. WJLQ-F 54	5. WJLQ-F 802/ 2.6	
6. WGOK 34/ 6.4	10.9	6.5	6.9	5.9	6. WKRG 38	6. WKRG 538/14.7	
7. WLPR-F 33/ 6.2	6.1	6.3	7.6	10.5	7. WGOK 34	7. WGOK 501/13.6	
8. WABB 16/ 3.0	3.5	4.1	5.1	5.1	WLPR-F 34	8. WLPR-F 457/12.0	
9. WUNI 15/ 2.8	1.0	2.0	4.2	9.4	9. WQID-F 31	9. WABB 425/11.2	
10. WMOB 13/ 2.5	3.3	1.6	2.1	3.7	10. WABB 16	10. WQID-F 407/ 1.9	

12+ FM SHARE (METRO): 74.43% (361 of 485) (A/M 80: 67.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WABB-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F+
2. WBLX-F	2. WKSJ-F	2. WABB-F	2. WABB-F		2. WKRG-F
3. WABB-F	3. WKRG-F	3. WKRG-F	3. WKRG-F		3. WABB-F+
4. WKSJ-F	4. WBLX-F	4. WBLX-F	4. WBLX-F		4. WBLX-F

OTHER RATED STATIONS/METRO SHARE

WKSJ 1270	.9	WJLQ-F 100.7	Pensacola .4
WMOO 1550	.8	WQID-F 93.7	Biloxi .4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	151 (4)	167 (5)	34.4
COUNTRY	20 (2)	126 (1)	146 (3)	30.1
BLACK	34 (1)	51 (1)	85 (2)	17.5
MOR/AC	50 (2)		50 (2)	10.3
BTFL MUSIC		33 (1)	33 (1)	6.8
RELIGION	4 (1)		4 (1)	0.8
			485 (14)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, CONTEMP	ABC-C, \$38.48	(Eastman)
WGOK, 900, 1 KW	, BLACK	SBN, \$15.00	(Savalli)
WKRG, 710, 1 KW/500 W (DA-N)	, MOR	CBS,MBS, \$23.75	(HR/Stone)
WMOB, 840, 1 KW (DAYS)	, MOR	ABC-E, \$16.00	(Bolton)
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.25	(PRO) Kirk
WABB-F, 97.5, 100 KW @ 593,	ROCK	ABC-C, \$38.48	(Eastman)
WBLX-F, 92.9, 63 KW @ 470,	BLACK	NBN, \$29.00	(Howard)
WKRG-F, 99.9, 100 KW @ 850,	ROCK	ABC-E, \$42.75	(HR/Stone)
WKSJ-F, 94.9, 100 KW @ 410,	COUNTRY (Century 21)	, \$35.00	(Blair) Capitol
WLPR-F, 96.1, 40 KW @ 444,	BTFL MUS (TM)	, \$17.00	(----)

WJLQ - See Pensacola

WQID - See Biloxi Condensed Report

TV STATIONS

WALA	Mobile	10	NBC, Detroit News
WEAR	Pensacola	3	ABC, Rollins
WKRG	Mobile	5	CBS

NEWSPAPERS			
	Mobile Press	E	53,616, Newhouse
	Mobile Register	M	50,174, Newhouse

MODESTO

Market # 143  
 Revenue Rank # 147  
 Income Rank # 199  
 APR 15.4  
 SMSA Pop: 271,500  
 CSI: 2.0 Bil (# 136)

Revenue : \$2,872,864  
 Income : \$ -80,747  
 % Rev Gain: -10.1  
 Stations: 19/9  
 Diaries: 491/553:1  
 CSI HH: 20.9 M (# 170)

National Rev: \$843,946  
 Nat Rev per Cap: \$4.57  
 Tot Rev per Cap: \$10.58  
 Tot Inc per Cap: \$-.30  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 147)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBEE-F 35/10.3	10.5	7.1	1. KHOP-F 79	1. KHOP-F 1159/19.0
2. KOSO-F 30/ 8.8	6.2	2.5	2. KRAK 71	2. KRAK 856/ 9.6
3. KHOP-F 28/ 8.3	6.9	2.1	3. KOSO-F 58	3. KCBS 825/13.6
KFIV-F 20/ 5.9	7.2	7.5	4. KFYE-F 56	4. KNBR 802/14.4
5. KTRB 20/ 5.9	8.0	10.0	5. KCBS 47	5. KOSO-F 723/14.6
6. KCBS 19/ 5.6	6.9	3.6	6. KSTN-F 45	6. KFYE-F 558/ 3.9
7. KRAK 17/ 5.0	3.3	5.0	7. KNBR 44	7. KTRB 544/15.9
KCEY 17/ 5.0	5.8	2.9	8. KMYT-F 39	8. KFRC 491/ 6.2
9. KNBR 15/ 4.4	5.8	8.2	9. KBEE-F 36	9. KCEY 463/ 8.8
KMYT-F 15/ 4.4	5.8	2.5	10. KCEY 33	10. KFIV-F 433/17.4
			KTRB 33	

12+ FM SHARE (METRO): 58.94% (178 of 302) (A/M 80: 54.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KOSO-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KRAK
2. KFIV-F	2. KFIV-F	KFIV-F	2. KCEY	2. KCEV	2. KCBS
KOSO-F	3. KHOP-F	3. KRAK	3. KRAK	KRAK	3. KHOP-F
				KMYT-F	

OTHER RATED STATIONS/METRO SHARE

KBEE 970	3.5	KFRC 610	San Francisco 1.2
KFIV 1360	2.1	KFYE-F 93.7	Fresno 1.5
KLOC 920	Ceres 3.8	KQKK-F 96.7	Manteca 2.9
KMIX-F 98.3	Turlock 4.1	KSTN-F 107.3	Stockton 1.2
KAMB-F 101.5	Merced 2.7		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (2)	109 (6)	120 (8)	39.7
COUNTRY	54 (3)	10 (1)	64 (4)	21.2
BTFL MUSIC	12 (1)	50 (2)	62 (3)	20.5
NEWS/TALK	19 (1)		19 (1)	6.3
MOR/AC	15 (1)		15 (1)	5.0
SPANISH	13 (1)		13 (1)	4.3
UNKNOWN		9 (1)	9 (1)	3.0
			302 (19)	

RADIO STATIONS

KCEY, 1390, 5 KW (DA-2), COUNTRY	ABC-E, \$18.00 (Christal) Behan
KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY	MBS, \$21.75 (Torbet)
KBEE-F, 103.3, 11 KW @ 150, BTFL MUS (TM)	, \$13.83 (Katz) McClatchy
KFIV-F, 102.3, 3 KW @ 300, CONTEMP	, \$29.75 (Mc-Guild)
KHOP-F, 104.1, 50 KW @ 499, ROCK	MBS, \$21.75 (Torbet)
KOSO-F, 93.1, 3 KW @ 3300, ROCK	ABC-I, \$13.00 (Selcom) Space Com
KMYT-F, 97.5, 50 KW @ 493, BTFL MUSIC	, \$11.50 (Torbet) (MERCED)

OTHER STATIONS - See San Francisco, Sacramento, Fresno and Stockton

TV and NEWSPAPER see Sacramento



MONTGOMERY

Market # 142  
 Revenue Rank # 111  
 Income Rank # 220  
 APR 16.5  
 SMSA Pop: 271,700  
 CSI: 1.9 Bil (# 143)

Revenue : \$4,253,160  
 Income : \$ -202,423  
 % Rev Gain: +10.2  
 Stations: 15/14  
 Diaries: 522/520:1  
 CSI HH: 21.1 M (# 161)

National Rev: \$616,067  
 Nat Rev per Cap: \$2.27  
 Tot Rev per Cap: \$15.65  
 Tot Inc per Cap: \$-.75  
 Profit Margin: ---  
 Retail \$: 1.1 Bil (# 157)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHHY 72/19.6	18.5	17.9	1. WLWI-F 110	1. WLWI-F 1161/27.5
2. WLWI-F 66/18.0	17.6	9.6	2. WHHY 73	2. WHHY-F 1080/25.6
3. WHHY-F 45/12.3	13.7	20.3	3. WHHY-F 66	3. WHHY 863/35.1
4. WREZ-F 34/ 9.3	7.0	10.3	4. WBAM 53	4. WBAM 665/10.7
5. WBAM-F 31/ 8.4	6.4	4.5	5. WBAM-F 48	5. WBAM-F 629/15.8
6. WXVI 29/ 7.9	9.6	5.2	6. WREZ-F 35	6. WQIM-F 443/13.7
7. WQIM-F 25/ 6.8	6.7	7.6	7. WQIM-F 32	7. WREZ-F 419/16.3
8. WBAM 17/ 4.6	6.1	7.9	8. WXVI 31	8. WCOV 389/12.4
9. WCOV 16/ 4.4	4.5	3.8	9. WBIL 29	9. WXVI 388/14.8
10. WLSQ 4/ 1.1	1.9	3.4	10. WCOV 18	10. WBIL 235/ 2.6

12+ FM SHARE (METRO): 57.10% (201 of 352) (A/M 80: 53.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHHY	1. WLWI-F	1. WLWI-F	1. WLWI-F	1. WLWI-F	1. WHHY+
2. WBAM-F	2. WHHY-F	2. WHHY	2. WHHY	2. WHHY	2. WLWI-F
3. WQIM-F	3. WHHY	3. WHHY-F	3. WHHY-F	3. WREZ-F	3. WBAM

OTHER RATED STATIONS/METRO SHARE

WABT 1000		.5	WAPI 1070	Birmingham	.8
WETU 1250	Wetumpka	.5	WBIL 580	Tuskegee	.8
WMGY 800		.8			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	76 (2)	76 (2)	152 (4)	43.2
COUNTRY	19 (2)	66 (1)	85 (3)	24.1
BLACK	32 (2)	25 (1)	57 (3)	16.2
BTFM MUSIC		34 (1)	34 (1)	9.7
BIG BAND	16 (1)		16 (1)	4.5
MOR/AC	5 (2)		5 (2)	1.4
RELIGION	3 (1)		3 (1)	0.9
			352 (15)	

RADIO STATIONS

WBAM, 740, 50 KW (DAYS,DA)	COUNTRY	\$13.00	(Torbet)
WCOV, 1170, 10 KW/1 KW (DA-2)	BIG BAND	NBC, \$11.75	(Savalli) Gay-Bell
WHHY, 1440, 5 KW/1 KW (DA-N)	ROCK	ABC-C, \$39.75	(Masla)
WLSQ, 950, 1 KW (DA-N)	AOR (Burk-Abr)	Source, \$18.75	(Buckley)
WXVI, 1600, 5 KW/1 KW (DA-2)	BLACK	NBN, \$18.00	(Howard)
WBIL, 580, 500 W (DAYS)	BLACK	SBN, \$ 8.50	(Carpenter) (TUSKEGEE)
WBAM-F, 98.9, 100 KW @ 730	CONTEMP (Drake-Chen)	\$13.00	(Torbet)
WHHY-F, 101.9, 100 KW @ 1050	ROCK	\$39.75	(Masla)
WLWI-F, 92.3, 100 KW @ 700	COUNTRY	ABC-E, \$22.00	(HR/Stone)
WQIM-F, 95.3, 3 KW @ 230	BLACK	\$12.80	(Selcom)
WREZ-F, 103.3, 28 KW @ 290	BTFM MUS (Schulke)	MBS, \$18.75	(Buckley)

TV STATIONS

WCOV	Montgomery	20	CBS, Gay-Bell
WKAB	Montgomery	32	ABC, Bahakel
WSFA	Montgomery	12	NBC, Cosmos

NEWSPAPERS	Montgomery Advertiser	M	47,551, Multimedia
	Montgomery Journal	E	24,495, Multimedia

NASHVILLE

Market # 51; ADI # 30  
 Revenue Rank # 37  
 Income Rank # 245  
 APR 15.2  
 SMSA Pop: 819,200  
 CSI: 6.2 Bil (# 52)

Revenue : \$13,270,915  
 Income : \$ -496,409  
 % Rev Gain: +9.0  
 Stations: 23/27  
 Diaries: 995/823:1  
 CSI HH: 20.9 M (# 173)

National Rev: \$3,766,776  
 Nat Rev per Cap: \$4.70  
 Tot Rev per Cap: \$16.56  
 Tot Inc per Cap: \$-.62  
 Profit Margin: ---  
 Retail \$: 3.8 Bil (# 44)

12+ METRO	1/4/SHARE	0/N	A/M	0/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		80	80	79	79				
1. WKDF-F	125/11.9	7.3	5.2	4.6	8.5	1. WWKX-F	181	1. WSM	2880/18.9
2. WSM-F	98/ 9.4	6.5	6.0	5.8	8.1	2. WSIX-F	161	2. WWKX-F	2710/19.0
WSIX-F	98/ 9.4	11.0	9.9	6.9	8.7	3. WSM	154	3. WSIX-F	2126/17.8
4. WWKX-F	86/ 8.2	8.3	6.0	6.8	6.1	4. WKDF-F	142	4. WKDF-F	1904/21.3
WZEZ-F	86/ 8.2	11.5	9.9	11.5	11.3	5. WSM-F	124	5. WSM-F	1793/17.1
6. WVOL	82/ 7.8	9.0	10.6	6.3	4.6	6. WZEZ-F	114	6. WZEZ-F	1318/14.2
7. WSM	66/ 6.3	8.5	7.8	10.4	7.9	7. WVOL	85	7. WLAC	1244/13.5
8. WLAC	59/ 5.6	4.5	6.1	7.9	9.5	8. WLAC	80	8. WVOL	964/12.4
9. WBYQ-F	53/ 5.1	3.7	5.6	4.9	6.5	9. WBYQ-F	53	9. WBYQ-F	958/13.7
10. WSIX	41/ 3.9	3.4	4.2	5.1	3.4	10. WSIX	43	10. WSIX	885/11.9

12+ FM SHARE (METRO): 62.08% (596 of 960) (A/M 80: 53.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSIX-F	1. WZEZ-F	1. WSM
2. WWKX-F	2. WSM-F	2. WSM-F	2. WSM-F	2. WSIX-F	2. WSIX-F
3. WVOL	3. WWKX-F	3. WWKX-F	3. WZEZ-F	3. WSM	3. WWKX-F
	4. WVOL	4. WSIX-F	4. WBYQ-F	4. WSM-F	4. WSM-F
	5. WBYQ-F	5. WVOL	5. WKDF-F	5. WLAC	5. WKDF-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	264 (3)	284 (4)	29.6
COUNTRY	110 (5)	112 (3)	222 (8)	23.1
MOR/AC	45 (2)	113 (2)	158 (4)	16.5
BTFL MUSIC		107 (2)	107 (2)	11.1
BLACK	82 (1)		82 (1)	8.5
NEWS/TALK	59 (1)		59 (1)	6.1
BIG BAND	30 (1)		30 (1)	3.1
RELIGION	18 (2)		18 (2)	1.9
			960 (23)	

NASHVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WWKX-F	1. WSM	1. WVOL	WAMB 1170	2.9
2. WSIX-F	2. WWKX-F	2. WKDF-F	WDBL-F+ 94.3	Springfield .6
3. WSM	3. WSIX-F	3. WSIX-F	WGNS 1450	Murfreesboro .4
4. WKDF-F	4. WKDF-F	4. WZEZ-F	WJRB 1430	Madison 1.9
5. WSM-F	5. WSM-F	5. WSM-F	WJYN-F 105.9	2.0
6. WZEZ-F	6. WZEZ-F	6. WSM	WKDA 1240	1.5
7. WVOL	7. WLAC	7. WSIX	WKOS-F 96.3	Murfreesboro 1.4
8. WLAC	8. WVOL	8. WBYQ-F	WMAK 1300	1.9
9. WBYQ-F	9. WBYQ-F	9. WWKX-F	WMTS 810	Murfreesboro .7
10. WSIX	10. WSIX	10. WLAC	WNAH 1360	.6
11. WKOA-F	11. WKOS-F		WUSW-F 107.3	Lebanon .9
WANY-F+	12. WMAK		WWGM 1560	1.1
13. WGGC-F	13. WKOA-F			
WABD	14. WJYN-F			
15. WKOS-F	15. WAKQ-F			

ADI FM SHARE: 64.84% (1195 of 1843) (A/M 80: 54.59%)

AM STATIONS

WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	, \$48.00	(Blair)	Sudbrink
WMAK, 1300, 5 KW (DA-N)	, CONTEMP	, \$27.00	(HR/Stone)	Mooney
WSIX, 980, 5 KW (DA-N)	, MOR	CBS, \$88.75	(Katz)	GE
WSM, 650, 50 KW	, COUNTRY	NBC, \$83.12	(Christal)	
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$44.00	(Howard)	
WABD, 1370, 1 KW (DAYS)	, CONTEMP	ABC-C, \$ 6.00	(----)	(FORT CAMPBELL)

FM STATIONS

WJYN-F, 105.9, 100 KW @ 410, BTFL/VOCAL (Schulke II)	, \$32.00	(Blair)	Sudbrink
WKDF-F, 103.3, 100 KW @ 550, AOR	, \$45.00	(Torbet)	Dick
WBYQ-F, 92.1, 3 KW @ 300, ROCK	, \$27.00	(HR/Stone)	Mooney
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$88.75	(Katz)	GE
WKOS-F, 96.3, 20 KW @ 170, CONTEMP	, \$ 8.00	(Midsouth)	(MURFREESBORO)
WSM-F, 95.5, 100 KW @ 1280, AC	, \$83.12	(Christal)	
WWKX-F, 104.5, 100 KW @ 1050, ROCK	, \$45.00	(Masla)	
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne)	, \$45.00	(Selcom)	South Central
WKOA-F, 100.3, 100 KW @ 602, ROCK	, \$10.50	(----)	(HOPKINSVILLE)
WGGC-F, 95.1, 100 KW @ 385, COUNTRY	, \$ 7.00	(Regional)	(GLASGOW)
WAKQ-F, 101.1, 100 KW @ 513, CONTEMP	, \$ 7.50	(----)	(RUSSELLVILLE)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND, Multimedia
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	84,134, Gannett
Nashville Tennessean	M	135,688, Gannett

NASSAU-SUFFOLK

Revenue Rank # 38  
 Income Rank # 36  
 APR 17.8  
 CSI: 25.2 Bil (# 11)

Revenue : \$12,835,913  
 Income : \$ 1,300,887  
 % Rev Change: +31.4  
 CSI HH: 29.6 M (# 4)

Diaries: 1235  
 Stations: 42/16  
 Retail Sales: 12.4 Bil (#11)

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.

12+ METRO 1/4/SHARE	FAL 80	SPG 80	A/M 79		12+ CUME/CUME RATING
1. WBLI-F 174/4.5	4.9	4.5	4.2		1. WBLI-F 2735/12.6
2. WHLI 143/3.7	4.0	3.6	1.5		2. WBAB-F 2251/10.4
3. WBAB-F 128/3.3	2.7	1.8	1.5		3. WLIR-F 1637/ 7.6
4. WTFM-F 106/2.7	2.6	2.5	2.1		4. WTFM-F 1442/ 6.7
5. WALK-F+ 90/2.3	2.5	2.6	3.3		5. WALK-F+ 1375/ 6.4
6. WCTO-F 89/2.3	2.9	3.2	3.2		6. WCTO-F 1253/ 5.8
7. WKJY-F 87/2.3	1.5	1.8	1.8		7. WHLI 1164/ 5.4
8. WLIR-F 77/2.0	1.6	1.9	3.4		8. WKJY-F 783/ 3.6
9. WGSM 55/1.4	1.3	1.5	2.0		9. WGSM 697/ 3.2
10. WRCN-F 31/ .8	.8	1.2	1.8		10. WRCN-F 687/ 3.2

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBAB-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WHLI	1. WBLI-F
2. WLIR-F	2. WBAB-F	2. WBAB-F	2. WTFM-F	2. WCTO-F	2. WBAB-F
3. WBLI-F	3. WTFM-F	WTFM-F	3. WALK-F+	3. WALK-F+	3. WHLI
4. WRCN-F	4. WLIR-F	4. WLIR-F	4. WCTO-F	4. WGSM	4. WALK-F+

AM STATIONS

WHLI, 1100, 10 KW (DAYS,DA), BIG BAND/NOST (A1 Ham) , \$35.00 (Masla)  
 WGSM, 740, 5 KW (DAYS,DA), MOR , \$39.00 (Mc-Guild) Greater Media

FM STATIONS

WALK-F+, 97.5, 15 KW @ 520, BTFL/BIG BAND , \$23.75 (Roslin)  
 WBAB-F, 102.3, 3 KW @ 175, AOR , \$28.00 (----) Franz Allina  
 WBLI-F, 106.1, 10 KW @ 500, ROCK , \$47.00 (Masla)  
 WCTO-F, 94.3, 3 KW @ 300, BTFL MUS , \$39.00 (Mc-Guild) Greater Media  
 WKJY-F, 98.3, 3 KW @ 300, BTFL MUS , \$35.00 (Masla)  
 WLIR-F, 92.7, 3 KW @ 300, AOR , \$70.00 (Roslin)  
 WRCN-F, 103.9, 3 KW @ 320, AOR (Burk-Abr) , \$25.00 (Lotus)

WTFM - See New York

NEW HAVEN

Market # 56 (97 on SMSA basis)  
 Revenue Rank # 82  
 Income Rank # 203  
 APR 16.3  
 SMSA Pop: 417,300  
 CSI: 6.5 Bil (# 47)

Revenue: \$5,607,842  
 Income : \$ -108,244  
 % Rev Change: +10.3  
 Stations: 22/6  
 Diaries: 657/635:1  
 CSI HH: 23.8 M (# 48)

National Rev: \$1,148,350  
 Nat Rev per Cap: \$1.53  
 Tot Rev per Cap: \$7.44  
 Tot Inc per Cap: \$-.14  
 Profit Margin: ---  
 Retail \$: 2.8 Bil (# 62)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WELI	111/18.4	20.0	18.5	21.6	16.8	1. WKCI-F 119	1. WKCI-F 1694/22.7
2. WKCI-F	56/ 9.3	10.7	11.0	8.4	7.6	2. WELI 116	2. WELI 1417/34.2
3. WNBC	41/ 6.8	5.2	6.8	6.0	4.5	3. WNBC 63	3. WNBC 1288/21.8
4. WPLR-F	37/ 6.1	9.3	7.8	7.9	8.9	4. WKSS-F 58	4. WTIC 887/ 9.5
WCBS	37/ 6.1	4.1	4.9	3.3	2.9	5. WPLR-F 57	5. WCBS 876/17.7
6. WNHC	35/ 5.8	1.8	2.0	.8	1.8	WEZN-F 57	6. WPLR-F 862/14.3
7. WHCN-F	32/ 5.3	3.2	2.5	1.9	1.8	7. WHCN-F 54	7. WDRC-F 822/10.2
8. WAVZ	29/ 4.8	8.2	4.4	1.6	10.5	8. WCBS 52	8. WEZN-F 769/11.4
9. WEZN-F	28/ 4.7	5.5	6.1	5.2	4.2	9. WTIC 51	9. WHCN-F 718/ 9.9
10. WKSS-F	25/ 4.2	2.3	3.1	6.2	4.2	10. WDRC-F 43	10. WWYZ-F 694/10.2

12+ FM SHARE (METRO): 48.26% (264 of 547) (A/M 80: 49.53%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI	1. WELI
2. WNBC	2. WPLR-F	2. WELI	2. WKCI-F	2. WEZN-F	2. WKCI-F
WDRC-F	3. WNBC	3. WPLR-F	3. WNBC	3. WCBS	3. WTIC
4. WKCI-F	4. WNHC	4. WNBC	4. WCBS	WAVZ	4. WNBC

OTHER RATED STATIONS/METRO SHARE

WYBC-F	94.3		2.2	WTIC-F	96.5	Hartford	.7
WDRC	1360	Hartford	.2	WWYZ-F	92.5	Waterbury	3.7
WDRC-F	102.9	Hartford	3.5	WABC	770	New York	.3
WIOF-F	104.1	Waterbury	2.0	WBLS-F	107.5	New York	1.0
WRCH-F	100.5	New Britain	1.3	WHN	1050	New York	1.0
WTIC	1080	Hartford	2.5	WOR	710	New York	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	78 (3)	184 (7)	262 (10)	47.9
MOR/AC	127 (3)		127 (3)	23.2
BTFL MUSIC		61 (3)	61 (3)	11.2
NEWS/TALK	43 (2)		43 (2)	7.9
BIG BAND	29 (1)		29 (1)	5.3
BLACK/JAZZ		19 (2)	19 (2)	3.5
COUNTRY	6 (1)		6 (1)	1.1
			547 (22)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), BIG BAND/NOST (A1 Ham)	ABC-I, \$55.00 (Mc-Guild)	
WELI, 960, 5 KW (DA-N), MOR	, \$62.25 (Blair)	Insilco
WNHC, 1340, 1 KW/250 W, CONTEMP	, \$25.00 (Savalli)	
WKCI-F, 101.3, 10 KW @ 1070, ROCK	, \$55.00 (Mc-Guild)	
WPLR-F, 99.1, 10 KW @ 950, ROCK	, \$67.65 (Eastman)	General

WEZN - See Bridgeport

Other Stations - See New York or Hartford

FOR ADI, TV AND NEWSPAPER INFO SEE HARTFORD

NEW ORLEANS

Market # 34; ADI # 36  
 Revenue Rank # 32  
 Income Rank # 31  
 APR 15.5  
 SMSA Pop: 1,190,200  
 CSI: 9.9 Bil (# 33)

Revenue : \$15,291,350  
 Income : \$ 1,468,551  
 % Rev Gain: +8.7  
 Stations: 20/20  
 Diaries: 1321/901:1  
 CSI HH: 23.6 M (# 52)

National Rev: \$3,862,712  
 Nat Rev per Cap: \$3.34  
 Tot Rev per Cap: \$13.22  
 Tot Inc per Cap: \$1.27  
 Profit Margin: 9.6%  
 Retail \$: 5.2 Bil (# 35)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	FAL 79	SPG 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZB-F	153/10.3	10.7	10.3	4.2	3.0	1. WEZB-F 218	1. WTIK 3248/17.4
2. WAIL-F	124/ 8.4	5.2	3.7	4.4	2.9	2. WTIK 182	2. WEZB-F 2875/21.0
3. WRNO-F	120/ 8.1	6.5	4.8	4.4	7.4	3. WAIL-F 171	3. WNOE-F 2251/15.0
4. WTIK	115/ 7.8	6.9	8.4	6.8	8.7	4. WRNO-F 144	4. WWL 2151/12.0
5. WBYU-F	114/ 7.7	8.0	8.6	11.6	11.5	5. WNOE-F 142	5. WQUE-F 1805/14.8
6. WNOE-F	99/ 6.7	9.9	4.2	4.6	5.0	6. WBYU-F 132	6. WAIL-F 1798/12.9
7. WQUE-F	92/ 6.2	4.5	5.1	6.9	7.4	7. WWL 112	7. WRNO-F 1716/14.3
8. WAJY-F	88/ 5.9	3.1	3.0	3.4	3.9	8. WAJY-F 112	8. WAJY-F 1657/13.3
9. WYLD-F	83/ 5.6	6.7	7.0	3.8	3.6	9. WQUE-F 109	9. WBYU-F 1599/13.3
10. WSMB	77/ 5.2	5.7	6.5	7.4	7.2	10. WSMB 104	10. WYLD-F 1262/10.2
11. WWL	58/ 3.9	4.8	4.5	6.2	5.6	11. WSMB 86	11. WNOE 1250/ 8.4
12. WGSO	45/ 3.0	5.6	5.2	6.3	4.9	12. WGSO 53	12. WGSO 994/ 8.3

12+ FM SHARE (METRO): 62.90% (873 of 1388) (A/M 80: 49.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAIL-F	1. WEZB-F	1. WEZB-F	1. WTIK	1. WBYU-F	1. WTIK
2. WEZB-F	WRNO-F	2. WRNO-F	2. WNOE-F	2. WNOE-F	2. WWL
3. WRNO-F	3. WTIK	3. WTIK	3. WAJY-F	3. WAJY-F	3. WEZB-F
4. WTIK	4. WQUE-F	4. WQUE-F	4. WQUE-F	4. WSMB	4. WNOE-F
5. WYLD-F	5. WYLD-F	5. WNOE-F	5. WEZB-F	5. WWL	5. WBYU-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	115 (1)	448 (4)	563 (5)	40.6
BLACK/URBAN	84 (3)	124 (1)	208 (4)	15.0
BTFM MUSIC		202 (2)	202 (2)	14.6
MOR/AC/VARIETY	144 (3)		144 (3)	10.4
COUNTRY	30 (1)	99 (1)	129 (2)	9.3
BIG BAND/NOSTALGIA	77 (2)		77 (2)	5.5
NEWS/TALK	45 (1)		45 (1)	3.2
RELIGION	20 (1)		20 (1)	1.4
			<u>1388 (20)</u>	

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WEZB-F	1. WEZB-F	1. WEZB-F	WARB	730	Covington .6
2. WTIK	2. WTIK	2. WAIL-F	WBOK	1230	1.8
3. WAIL-F	3. WNOE-F	3. WTIK	WNNR	990	2.3
4. WRNO-F	4. WQUE-F	4. WNOE-F	WNOE	1060	2.0
5. WNOE-F	5. WWL	5. WYLD-F	WSHO	800	2.8
6. WBYU-F	6. WRNO-F	6. WRNO-F	WVOG	600	1.4
7. WQUE-F	7. WAJY-F	7. WAJY-F	WWIW	1450	2.4
8. WAJY-F	8. WBYU-F	8. WBYU-F	WYLD	940	1.6
9. WYLD-F	9. WAIL-F	9. WWL			
10. WWL	10. WYLD-F	10. WBOK			
11. WSMB	11. WNOE				
12. WGSO	12. WGSO				
13. WSHO	13. WSMB				
14. WNOE	14. WBOK				
15. WNNR	15. WYLD				

ADI FM SHARE: 62.28% (1202 of 1930) (A/M 80: 51.86%)

AM STATIONS

WBOK, 1230, 1 KW/250 W	, BLACK	SBN, \$32.75	(Buckley)	Shamrock
WGSO, 1280, 5 KW (DA-1)	, NEWS/TALK	ABC-I, \$61.60	(Eastman)	Insilco
WNNR, 990, 1 KW (DAYS)	, BLACK	NBN, \$15.00	(Selcom)	Security
WNOE, 1060, 50 KW/5 KW (DA-1)	, COUNTRY	, \$30.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA)	, BIG BAND/NOST (Al Ham)	, \$26.95	(Christal)	Swanson
WSMB, 1350, 5 KW (DA-N)	, MOR	ABC-C, \$29.00	(Howard)	McMillan
WTIX, 690, 10 KW/5 KW (DA-2)	, CONTEMP	, \$69.00	(Blair)	Storz
WWL, 870, 50 KW (DA-1)	, VARIETY/COUNTRY	CBS, \$74.00	(Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W (DA-1)	, BLACK (Orake-Chun)	, \$22.50	(HR/Stone)	

FM STATIONS

WAIL-F, 105.3, 100 KW @ 407, URBAN		NBN, \$25.00	(Selcom)	Security
WAJY-F, 101.9, 100 KW @ 825, BTFL MUS (Schulke II)		, \$74.00	(Katz)	Loyola Univ
WBYU-F, 95.7, 100 KW @ 600, BTFL MUS (Schulke)		, \$53.38	(Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511, ROCK		RKO, \$60.00	(Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440, COUNTRY (TM)		, \$50.00	(Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512, CONTEMP		, \$61.60	(Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 500, ROCK		ABC-F, \$44.88	(Masla)	Gulf South
WYLD-F, 98.5, 100 KW @ 480, AOR		, \$40.00	(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	213,283, Newhouse
New Orleans States-Item	E	111,043, Newhouse

NEW YORK

Market # 1; ADI # 1  
 Revenue Rank # 2  
 Income Rank # 3  
 APR 18.4  
 SMSA Pop: 8,978,500  
 CSI: \$83.2 Bil (# 1)

Revenue : \$114,237,435  
 Income : \$ 13,557,470  
 % Rev Gain: +1.3  
 Stations: 43/41  
 Diaries: 5154/1742:1  
 CSI HH: \$23.4 M (# 63)

National Rev: \$33,411,439  
 Nat Rev per Cap: \$3.67  
 Tot Rev per Cap: \$12.55  
 Tot Inc per Cap: \$1.49  
 Profit Margin: 11.9%  
 Retail \$: \$32.2 Bil (# 2)

12+ METRO 1/4/SHARE	WIN 81	FAL 80	SUM 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WBLS-F	1848/7.4	6.4	7.1	8.1	8.1	1. WBLS-F 1871	1. WNBC 29529/16.8
2. WKTU-F	1580/6.4	6.5	8.3	6.2	6.7	2. WOR 1624	2. WABC 28376/18.2
3. WOR	1463/5.9	6.5	6.2	5.7	5.2	3. WKTU-F 1616	3. WCBS 25385/16.1
4. WRFM-F	1228/4.9	4.4	4.3	4.7	4.7	4. WNBC 1522	4. WINS 23751/17.2
5. WCBS	1201/4.8	4.7	4.8	5.1	5.5	5. WCBS 1352	5. WKTU-F 21398/15.6
6. WNBC	1156/4.6	4.8	4.7	4.7	4.1	6. WABC 1313	6. WOR 20742/13.9
7. WABC	1143/4.6	3.5	3.6	4.2	4.5	7. WRFM-F 1279	7. WBLS-F 19405/14.1
8. WPLJ-F	1120/4.5	4.1	3.7	4.2	3.9	8. WPLJ-F 1170	8. WYNY-F 17261/12.1
9. WINS	1063/4.3	5.3	4.9	4.6	4.9	9. WINS 1078	9. WPLJ-F 16793/11.5
10. WNEW	922/3.7	2.9	2.7	3.1	3.1	10. WNEW 966	10. WNEW 13552/ 9.3
11. WYNY-F	897/3.6	3.7	3.2	2.2	2.4	11. WYNY-F 944	11. WRFM-F 12925/ 9.0
12. WPAT-F	889/3.6	3.7	3.9	3.9	3.4	12. WPAT-F 921	12. WPAT-F 12023/ 8.6
13. WPAT	700/2.8	2.5	2.4	2.3	2.6	13. WNEW-F 734	13. WPIX-F 11789/ 8.3
14. WNEW-F	696/2.8	3.0	2.8	2.9	2.3	14. WHN 722	14. WNEW-F 11447/ 8.0
15. WHN	604/2.4	2.2	2.6	2.6	2.5	15. WPAT 707	15. WCBS-F 11332/ 8.0
16. WMCA	559/2.2	2.4	2.3	2.9	3.1	16. WMCA 587	16. WHN 11121/ 7.0
17. WCBS-F	553/2.2	2.5	2.9	2.9	2.9	17. WCBS-F 580	17. WMCA 11017/ 7.9
18. WPIX-F	541/2.2	2.2	1.8	1.6	1.4	18. WPIX-F 569	18. WPAT 10453/ 7.6
19. WADO	488/2.0	2.0	1.7	2.2	2.0	19. WADO 491	19. WXLO-F 8607/ 6.2
20. WTFM-F	397/1.6	1.5	1.8	1.8	1.7	20. WTFM-F 414	20. WQXR-F+ 6946/ 4.8
WXLO-F	397/1.6	1.8	1.1	1.6	1.9		

12+ FM SHARE (METRO): 53.46% (12160 of 22744) (O/N 80: 52.51%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPLJ-F	1. WBLS-F	1. WBLS-F	1. WBLS-F	1. WOR	1. WOR
2. WBLS-F	2. WKTU-F	2. WKTU-F	2. WKTU-F	2. WCBS	2. WCBS
3. WPIX-F	3. WPLJ-F	3. WNBC	3. WNBC	3. WRFM-F	3. WNBC
4. WPIX-F	4. WNEW-F	4. WABC	4. WABC	4. WNEW	4. WINS
5. WNBC	5. WYNY-F	5. WYNY-F	5. WYNY-F	5. WPAT-F	5. WBLS-F
6. WABC	6. WABC	6. WPLJ-F	6. WINS	6. WINS	6. WABC
7. WXLO-F	7. WNBC	7. WNEW-F	7. WRFM-F	7. WABC	7. WNEW
8. WYNY-F	8. WCBS-F	8. WCBS-F	8. WNEW	8. WBLS-F	8. WKTU-F
9. WBAB-F	9. WTFM-F	9. WINS	9. WPAT-F	9. WNBC	9. WRFM-F
10. WNEW-F	10. WPIX-F	10. WRFM-F	10. WCBS	10. WPAT	10. WPLJ-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	2299 (2)	3211 (7)	5510 (9)	24.2
NEWS/TALK	4286 (4)		4286 (4)	18.8
BLACK/URBAN/DISCO	425 (3)	3428 (2)	3853 (5)	16.9
BTFL MUSIC	813 (2)	2700 (7)	3513 (9)	15.4
MOR/AC	149 (2)	1924 (4)	2073 (6)	9.1
BIG BAND	1092 (2)		1092 (2)	4.8
SPANISH	879 (2)		879 (2)	3.9
CLASSICAL	67 (1)	581 (2)	648 (3)	2.8
OTHERS/UNKNOWN		69 (1)	69 (1)	0.3
			22774 (43)	



NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WBLS-F	1. WABC	1. WBLS-F	WALK-F+ 97.5	Patchogue .4
2. WKTU-F	2. WNBC	2. WKTU-F	WBAB-F 102.3	Babylon .6
3. WOR	3. WCBS	3. WINS	WBLI-F 106.1	Patchogue .7
4. WNBC	4. WINS	4. WPLJ-F	WCTC 1450	New Brunsw .5
5. WABC	5. WKTU-F	5. WCBS	WCTO-F 94.3	Smithtown .4
6. WCBS	6. WOR	6. WNBC	WDHA-F 105.5	Dover .3
7. WRFM-F	7. WBLS-F	7. WABC	WHLI 1100	Hempstead .7
8. WPLJ-F	8. WYNY-F	8. WRFM-F	WHUD-F 100.7	Peekskill .3
9. WINS	9. WPLJ-F	9. WOR	WJIT 1480	1.6
10. WNEW	10. WNEW	10. WNEW	WKWK-F 106.7	1.0
11. WYNY-F	11. WRFM-F		WKJY-F 98.3	Hempstead .4
12. WPAT-F	12. WPAT-F		WLIB 1190	.6
13. WNEW-F	13. WPIX-F		WLIR-F 92.7	Garden City .6
14. WPAT	14. WNEW-F		WNCN-F 104.3	1.3
15. WHN	15. WCBS-F		WNJR 1430	Newark .7
			WQXR-F+ 96.3	1.3
			WVNJ 620	Newark .5
			WVNJ-F 100.3	Newark .8
			WWRL 1600	.4
			WEZN-F 99.9	Bridgeport .4

ADI FM SHARE: 53.03% (12928 of 24377) (A/M 80: 51.94%)

AM STATIONS

WABC, 770, 50 KW, CONTEMP	ABC-C, \$244.38 (Blair)	ABC
WADO, 1280, 5 KW (DA-1), SPANISH	, \$ 83.75 (----)	
WCBS, 880, 50 KW, NEWS	CBS, \$375.00 (CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1), COUNTRY	MBS, \$240.75 (Christal)	Mutual
WINS, 1010, 50 KW (DA-1), NEWS	ABC-I, \$300.00 (RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2), SPANISH	, \$ 78.00 (Caballero)	SJR
WMCA, 570, 5 KW (DA-1), TALK	SBN, \$140.00 (Buckley)	
WNBC, 660, 50 KW, CONTEMP	NBC, \$240.00 (MG 2)	NBC
WNEW, 1130, 50 KW (DA-N), BIG BAND/MOR	, \$161.25 (Katz)	Metromedia
WOR, 710, 50 KW (DA-1), TALK	ABC-E, \$250.00 (RKO)	RKO
WPAT, 930, 5 KW (DA-2), BTFL MUS (Schulke II)	, \$125.00 (Eastman)	Capital Cities

FM STATIONS

WBLS-F, 107.5, 5.0 KW @ 1241, BLACK/DISCO	, \$290.00 (Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300, CONTEMP	, \$194.38 (CBS-FM)	CBS
WKHK-F, 106.7, 5.4 KW @ 1218, COUNTRY	, \$ 98.75 (Howard)	Viacom
WKTU-F, 92.3, 5.4 KW @ 1200, URBAN	, \$316.88 (Masla)	SJR
WNCN-F, 104.3, 5.4 KW @ 1220, CLASSICAL	, \$ 72.50 (Unirep)	GAF
WNEW-F, 102.7, 5.9 KW @ 1360, AOR	Source, \$206.88 (Katz)	Metromedia
WPAT-F, 93.1, 13 KW @ 870, BTFL MUS (Schulke)	, \$125.00 (Eastman)	Capital Cities
WPIX-F, 101.9, 5.4 KW @ 1228, ROCK	, \$ 90.62 (Selcom)	WGN Continental
WPLJ-F, 95.5, 4.6 KW @ 1270, AOR	ABC-F, \$212.50 (Blair)	ABC
WQXR-F+, 96.3, 5.4 KW @ 1220, CLASSICAL	, \$ 85.00 (Mc-Guild)	New York Times
WRFM-F, 105.1, 5.2 KW @ 1220, BTFL MUS (Bonne)	, \$175.00 (Torbet)	Bonneville
WTFM-F, 103.5, 3.9 KW @ 1390, AC	, \$ 88.75 (Buckley)	
WXLO-F, 98.7, 5.4 KW @ 1250, ROCK	RKO, \$106.25 (RKO)	RKO
WYNY-F, 97.1, 7.2 KW @ 1300, AC	, \$170.00 (MG 2)	NBC

TV STATIONS

WWHT Newark 68 IND	WABC New York 7	ABC, ABC
WCBS New York 2 CBS, CBS	WNBC New York 4	NBC, NBC
WNEW New York 5 IND, Metromedia	WOR New York 9	IND, RKO
WPIX New York 11 IND, WGN Cont		
WXTV Paterson 41 IND, Sp Int	WNJU Newark 47	IND

NORFOLK

Market # 34; ADI # 47  
 Revenue Rank # 43 (approx)  
 Income Rank # 220 (approx)  
 APR 16.9  
 SMSA Pop: 1,196,400  
 CSI: 5.9 Bil (# 54)

Revenue : \$11,206,416  
 Income : \$ -191,617  
 % Rev Gain: +1.2  
 Stations: 26/26  
 Diaries: 1380/867:1  
 CSI HH: 22.1 M (# 116)

National Rev: \$3,170,249  
 Nat Rev per Cap: \$2.69  
 Tot Rev per Cap: \$9.50  
 Tot Inc per Cap: \$-.16  
 Profit Margin: ---  
 Retail \$: 3.4 Bil (# 54)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMYK-F 163/10.1	8.1	9.0	5.3	8.7	1. WMYK-F 202	1. WMYK-F 2395/20.3
2. WCMS-F 158/ 9.8	8.0	8.2	10.9	7.7	2. WCMS-F 184	2. WCMS-F 1982/17.9
3. WNOR-F 122/ 7.6	6.8	6.9	7.6	7.4	3. WTAR 127	3. WGH 1819/17.7
4. WTAR 120/ 7.4	6.6	6.1	6.0	9.3	4. WNOR-F 124	4. WOWI-F 1742/14.4
5. WFOG-F 105/ 6.5	7.6	9.2	5.1	7.8	5. WOWI-F 120	5. WTAR 1641/14.7
6. WWDE-F 96/ 5.9	5.5	5.7	4.1	2.7	6. WFOG-F 119	6. WNOR-F 1473/15.2
7. WRAP 95/ 5.9	5.0	5.3	6.2	5.7	7. WWDE-F 103	7. WRAP 1435/13.6
8. WGH 89/ 5.5	5.5	7.1	5.5	5.9	8. WRAP 100	8. WQRK-F 1432/14.5
9. WOWI-F 84/ 5.2	9.8	6.8	6.8	6.1	9. WGH 99	9. WWDE-F 1379/13.5
10. WKEZ-F 74/ 4.6	3.9	4.3	6.6	7.5	10. WKEZ-F 96	10. WFOG-F 1361/12.4
WQRK-F 74/ 4.6	4.5	3.2	5.2	4.1	11. WQRK-F 85	11. WKEZ-F 1141/ 9.1
12. WPCE 67/ 4.2	3.2	3.6	3.6	4.6	12. WPCE 68	12. WPCE 795/ 8.1

12+ FM SHARE (METRO): 64.35% (980 of 1523) (A/M 80: 63.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMYK-F	1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WCMS-F
2. WRAP	2. WMYK-F	2. WMYK-F	2. WWDE-F	2. WTAR	2. WTAR
3. WOWI-F	3. WQRK-F	3. WCMS-F	3. WFOG-F	3. WFOG-F	3. WMYK-F+
4. WGH	WWDE-F	4. WWDE-F	4. WTAR	4. WKEZ-F	4. WNOR-F
5. WQRK-F	5. WOWI-F	5. WOWI-F	5. WGH	5. WPCE	5. WWDE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	142 (4)	381 (4)	523 (8)	34.3
BLACK/JAZZ	172 (3)	84 (1)	256 (4)	16.8
MOR/AC	125 (2)	96 (1)	221 (3)	14.5
COUNTRY	43 (1)	175 (3)	218 (4)	14.3
BTFL MUSIC	13 (1)	179 (2)	192 (3)	12.6
RELIGION	8 (1)	36 (1)	44 (2)	2.9
NEWS/TALK	40 (1)		40 (1)	2.6
CLASSICAL		29 (1)	29 (1)	1.9
			1523 (26)	

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMYK-F	1. WMYK-F	1. WCMS-F	WBCI-F+ 96.5	Williamsburg	2.0
2. WCMS-F	2. WCMS-F	2. WMYK-F	WCMS 1050		2.7
3. WTAR	3. WGH	3. WTAR	WCPK 1600		.8
4. WNOR-F	4. WOWI-F	4. WPCE	WGH-F 97.3		1.8
5. WFOG-F	5. WTAR	5. WRAP	WNIS 1350		2.5
	6. WNOR-F	6. WNOR-F	WNOR 1230		1.4
7. WWDE-F	7. WQRK-F	7. WGH	WPEX 1490		.3
8. WGH	8. WRAP	8. WFOG-F	WPMH 1010		.5
9. WRAP	9. WWDE-F	9. WOWI-F	WQZQ-F 92.1	Moyock	.4
10. WKEZ-F	10. WFOG-F	10. WKEZ-F	WTJZ 1270		.6
			WXRI-F 105.3		2.2
11. WQRK-F	11. WKEZ-F		WYVA-F 94.1	Yorktown	.7
12. WPCE	12. WPCE		WZAM 1110		1.2
13. WCMS	13. WNIS				
14. WBCI-F+	14. WBCI-F+				
15. WNIS	15. WGH-F				

ADI FM SHARE: 65.26% (1174 of 1789) (A/M 80: 64.39%)

AM STATIONS

WCMS, 1050, 5 KW (DAYS,DA), COUNTRY		\$20.00 (Katz)	
WGH, 1310, 5 KW (DA-N), ROCK		\$34.00 (Blair)	
WNIS, 1350, 5 KW (DA-2), NEWS/TALK	NBC, \$27.00 (Unirep)		Sinclair
WPCE, 1400, 1 KW/250 W, BLACK/GOSPEL		\$21.00 (HR/Stone)	
WRAP, 850, 5 KW/1 KW, BLACK	NBN, \$36.25 (Howard)		Rollins
WTAR, 790, 5 KW (DA-N), MOR	CBS, \$50.00 (Christal)		Landmark

FM STATIONS

WBCI-F+, 96.5, 50 KW @ 400, CONTEMP	MBS, \$14.00 (----)		(WILLIAMSBURG)
WCMS-F, 100.5, 50 KW @ 409, COUNTRY	ABC-E, \$55.75 (Katz)		
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)		\$54.75 (Torbet)	McCormick
WGH-F, 97.3, 74 KW @ 420, CLASSICAL		\$16.00 (Blair)	
WKEZ-F, 95.7, 40 KW @ 881, BTFL MUS (Schulke)		\$40.00 (Christal)	Landmark
WNOR-F, 93.7, 50 KW @ 549, AOR	RKO, \$40.00 (RKO)		Marvin Josephson
WOWI-F, 102.9, 50 KW @ 500, BLACK (Orake-Chun)		\$35.00 (HR/Stone)	
WQRK-F, 104.5, 50 KW @ 418, ROCK		\$26.00 (Selcom)	
WWDE-F, 101.3, 50 KW @ 380, AC		\$37.50 (CBS/FM)	
WMYK-F, 93.7, 100 KW @ 940, AOR		\$41.25 (Eastman)	

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Knight-Ridder
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	94,332, Landmark
Norfolk Virginian-Pilot	M	125,787, Landmark
Newport News Press	M	56,669
Newport News Times-Herald	E	42,602



NORTHEAST PENNSYLVANIA

(Scranton/Wilkes-Barre)

Market # 64; ADI # 48  
 Revenue Rank # 69  
 Income Rank # 178  
 APR 18.7  
 SMSA Pop: 645,900  
 CSI: 4.3 Bil (# 73)

Revenue : \$6,737,704  
 Income : \$ 18,598  
 % Rev Gain: +3.1  
 Stations: 34/23  
 Diaries: 950/680:1  
 CSI HH: 18.0 M (# 295)

National Rev: \$921,771  
 Nat Rev per Cap: \$1.47  
 Tot Rev per Cap: \$10.72  
 Tot Inc per Cap: \$ .03  
 Profit Margin: .3%  
 Retail \$: 2.5 Bil (# 72)

12+ METRO 1/4/SHARE	O/N	A/M	A/M
	80	80	79
1. WKRZ-F	106/10.5	7.7	2.9
2. WARM	99/ 9.8	10.3	12.9
3. WNAK	82/ 8.1	9.8	9.2
4. WEZX-F	74/ 7.3	7.5	5.8
5. WILK	63/ 6.2	3.7	6.0
6. WGBI-F	57/ 5.6	9.6	8.2
7. WYZZ-F	42/ 4.2	3.4	4.4
8. WEJL	38/ 3.8	4.3	4.2
9. WICK	34/ 3.4	1.6	3.0
10. WVCD-F	32/ 3.2	3.8	4.1

12+ TSA 1/4	
1. WKRZ-F	121
2. WARM	118
3. WNAK	90
4. WEZX-F	81
5. WGBI-F	69
6. WILK	66
7. WYZZ-F	45
8. WEJL	42
9. WCDL-F+	41
10. WVCD-F	38

12+ TSA CUME/MSA	CUME RAT
1. WARM	1773/27.7
2. WKRZ-F	1562/25.2
3. WGBI-F	1263/19.3
4. WILK	1128/19.6
5. WEZX-F	842/14.5
6. WNAK	685/11.6
7. WYZZ-F	600/ 9.6
8. WGBI	599/ 9.7
9. WEJL	595/ 9.7
10. WVCD-F	564/ 6.7

12+ FM SHARE (METRO): 48.48% (462 of 953) (A/M 80: 44.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WARM	1. WARM	1. WARM
2. WEZX	2. WEZX-F	2. WEZX-F	2. WKRZ-F	2. WNAK	2. WKRZ-F
3. WGBI-F	3. WGBI-F	3. WARM	3. WGBI-F	3. WILK	3. WILK
4. WILK	4. WILK	WGBI-F	4. WNAK	WEJL	4. WEZX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	70 (3)	311 (8)	381 (11)	40.0
MOR/AC	299 (9)	23 (2)	322 (11)	33.8
BTFL MUSIC	34 (1)	97 (5)	131 (6)	13.7
COUNTRY	56 (2)	15 (1)	71 (3)	7.5
BIG BAND/NOST	25 (1)		25 (1)	2.6
UNKNOWN		16 (1)	16 (1)	1.7
NEWS/TALK	7 (1)		7 (1)	0.7
			953 (34)	

OKLAHOMA CITY

Market # 47; ADI # 39  
 Revenue Rank # 39  
 Income Rank # 249  
 APR 15.5  
 SMSA Pop: 831,600  
 CSI: 7.0 Bil (# 43)

Revenue : \$12,101,497  
 Income : \$ -824,637  
 % Rev Gain: +6.4  
 Stations: 21/20  
 Diaries: 971/856:1  
 CSI HH: 21.5 M (# 142)

National Rev: \$2,691,317  
 Nat Rev per Cap: \$3.34  
 Tot Rev per Cap: \$15.04  
 Tot Inc per Cap: \$-1.02  
 Profit Margin: ---  
 Retail \$: 3.8 Bil (# 45)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KEBC-F	134/12.8	12.2	10.9	11.9	10.2	1. KOMA 216	1. KOMA 3101/21.0	
2. KKNG-F	121/11.5	13.0	13.6	12.4	8.7	2. KEBC-F 159	2. KOFM-F 2443/21.2	
3. KTOK	115/11.0	13.7	11.7	17.8	14.4	3. KOFM-F 153	3. WKY 1931/16.5	
4. KOMA	93/ 8.9	6.1	4.2	6.2	6.2	4. KKNG-F 146	4. KEBC-F 1916/21.9	
5. KOFM-F	90/ 8.6	9.9	7.8	8.9	9.7	KTOK 146	5. KTOK 1843/22.2	
6. KXXY-F	89/ 8.5	6.2	9.0	5.9	4.0	6. KXXY-F 94	6. KKNG-F 1641/18.5	
7. KATT-F	56/ 5.3	5.3	5.6	4.8	9.2	7. KATT-F 78	7. KATT-F 1188/12.8	
8. KLTE-F	54/ 5.2	6.0	6.1	3.1	4.7	8. WKY 68	8. KXXY-F 1140/15.1	
9. WKY	44/ 4.2	6.2	5.6	5.8	8.4	9. KLTE-F 57	9. KLTE-F 1026/14.1	
10. KLNK-F	42/ 4.0	3.6	---	1.4	.6	10. KVOO 56	10. KVOO 773/ 2.3	
11. KKLR-F	41/ 3.9	2.6	2.9	1.7	.7	11. KLNK-F 44	11. KLNK-F 768/10.3	
12. KJYO-F	31/ 3.0	3.2	5.5	4.2	5.8	12. KKLR-F 43	12. KJYO-F 619/ 8.1	

12+ FM SHARE (METRO): 70.13% (695 of 991) (A/M 80: 69.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOFM-F	1. KXXY-F	1. KEBC-F	1. KEBC-F	1. KEBC-F	1. KOMA
2. KXXY-F	2. KOFM-F	2. KKNG-F	2. KKNG-F	2. KKNG-F	2. KTOK
3. KLNK-F	3. KATT-F	3. KXXY-F	3. KTOK	3. KTOK	3. KEBC-F
	4. KOMA	4. KOMA	4. KOMA	4. KOMA	4. KOFM-F
	5. KLTE-F	5. KOFM-F	5. KLTE-F		5. KKNG-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	284 (5)	296 (6)	29.9
COUNTRY	113 (4)	175 (2)	288 (6)	29.1
MOR/AC	159 (2)	54 (1)	213 (3)	21.5
BTFM MUSIC		152 (2)	152 (2)	15.3
BLACK		24 (1)	24 (1)	2.4
RELIGION	4 (1)	6 (1)	10 (2)	1.0
UNKNOWN	8 (1)		8 (1)	.8
			991 (21)	

OKLAHOMA CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KOMA	1. KOMA	1. KTOK	KAEZ-F 107.7	2.3
2. KEBC-F	2. KOFM-F	2. KEBC-F	KATT 1140	1.1
3. KOFM-F	3. KEBC-F	3. KOMA	KBYE 890	.4
4. KKNG-F	4. WKY	4. KKNG-F	KGFF 1450 Shawnee	.8
5. KTOK	5. KTOK	5. KOFM-F	KGOU-F 106.3 Norman	.7
6. KXXY-F	6. KKNG-F	6. KLTE-F	KJIL-F 104.9 Bethany	.6
7. KATT-F	7. KATT-F	7. KAEZ-F	KOCY 1340	.7
8. WKY	8. KXXY-F	8. KXXY-F	WNAD 640 Norman	.7
9. KLTE-F	9. KLTE-F	9. KCLR-F	KV00 1170 Tulsa	.6
10. KLNK-F	10. KLNK-F	10. WKY		
11. KCLR-F	11. KJYO-F			
12. KV00	12. KCLR-F			
13. KJYO-F	13. KV00			
14. KAEZ-F	14. KAEZ-F			
15. WNAD	15. KNID-F			

ADI FM SHARE: 59.68% (928 of 1555) (A/M 80: 59.98%)

AM STATIONS

KOMA, 1520, 50 KW (DA-N), COUNTRY	, \$43.00 (Blair)	Storz
KTOK, 1000, 5 KW (DA-2), MOR	ABC-I, \$60.00 (Eastman)	Insilco
WKY, 930, 5 KW (DA-N), AC	NBC, \$46.00 (Katz)	Gaylord
WNAD, 640, 1 KW (DAYS), COUNTRY	MBS, \$15.00 (----)	(NORMAN)

KV00 - See Tulsa

FM STATIONS:

KAEZ-F, 107.7, 100 KW @ 180, BLACK	, \$31.50 (----)	
KATT-F, 100.5, 100 KW @ 598, AOR	Source, \$28.00 (RKO)	
KEBC-F, 94.7, 100 KW @ 440, COUNTRY	ABC-E, \$50.00 (Torbet)	
KJYO-F, 102.7, 100 KW @ 1003, BTFL MUS (Schulke II)	ABC-F, \$27.38 (Eastman)	Insilco
KCLR-F, 97.7, 3 KW @ 300, COUNTRY	, \$20.25 (Howard)	
KKNG-F, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$64.00 (Christal)	Swanson
KLNK-F, 98.9, 100 KW @ 1120, ROCK	, \$25.00 (Selcom)	
KLTE-F, 101.9, 100 KW @ 420, AC	, \$48.75 (HR/Stone)	
KOFM-F, 104.1, 100 KW @ 1425, CONTEMP	ABC-C, \$40.00 (Buckley)	Guy Gannett
KXXY-F, 96.1, 100 KW @ 300, AOR (Burk-Abr)	, \$30.00 (Mc-Guild)	Summit

TV STATIONS

KTVY	Oklahoma City	4	NBC, Detroit News
KOCO	Oklahoma City	5	ABC, Combined/Gannett
KWTV	Oklahoma City	9	CBS
KOKH	Oklahoma City	25	IND, Blair
KAUT	Oklahoma City	43	IND, Golden West
KGMC	Oklahoma City	34	IND

NEWSPAPERS

Oklahoma City Oklahoman	M	181,994, Gaylord
Oklahoma City Times	E	84,657, Gaylord

OMAHA

Market # 70  
 Revenue Rank # 56  
 Income Rank # 68  
 APR 14.7  
 SMSA Pop: 590,700  
 CSI: 4.7 Bil (# 68)

Revenue : \$8,483,970  
 Income : \$ 564,587  
 % Rev Gain: -5.2  
 Stations: 13/11  
 Diaries: 905/653:1  
 CSI HH: 22.2 M (# 110)

National Rev: \$1,809,098  
 Nat Rev per Cap: \$3.06  
 Tot Rev per Cap: \$14.36  
 Tot Inc per Cap: \$ .96  
 Profit Margin: 7.8%  
 Retail \$: 2.4 Bil (# 77)

		O/N	A/M	O/N	A/M				
12+ METRO	1/4 SHARE	80	80	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KFAB	172/23.5	28.0	27.2	34.1	24.9	1. KFAB	337	1. WOW	4568/26.2
2. KEZO-F	89/12.2	10.8	11.0	5.7	5.8	2. WOW	222	2. KFAB	4221/44.5
3. KQKQ-F	80/10.9	10.7	5.4	2.9	6.9	3. KEZO-F	139	3. KEZO-F	1806/21.2
4. KESY-F	68/ 9.3	8.3	10.1	8.2	8.9	4. KQKQ-F	103	4. KGOR-F	1725/20.9
5. WOW	61/ 8.3	8.9	10.2	10.2	11.8	5. KGOR-F	83	5. KQKQ-F	1578/26.8
6. KOIL	48/ 6.6	4.6	5.7	6.4	8.7	KMA	83	6. KOIL	1551/24.5
7. KYNN	47/ 6.4	4.5	4.8	3.9	7.1	7. KESY-F	78	7. KMA	1043/ 4.1
KGOR-F	47/ 6.4	6.1	9.3	12.6	10.9	8. KOIL	60	8. KESY-F	809/15.0
9. KYNN-F	31/ 4.2	4.1	3.1	1.5	.4	9. KYNN	48	9. KYNN-F	654/10.4
10. KLNG	14/ 1.9	3.2	.8	1.5	.7	10. KYNN-F	43	10. KYNN	510/ 9.7

12+ FM SHARE (METRO): 46.12% (315 of 683) (A/M 80: 44.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQKQ-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KEZO-F	2. KQKQ-F	2. KEZO-F	2. KESY-F	2. KESY-F	2. WOW
3. KGOR-F	3. WOW	3. KQKQ-F	3. WOW	3. KYNN	3. KMA
4. KOIL	4. KGOR-F	4. WOW	4. KOIL	4. KYNN-F	4. KEZO-F KQKQ-F

OTHER RATED STATIONS/METRO SHARE

KCRO 660 .8 KOOO 1420 1.1 KMA 960 Shenandoah, IA 1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (1)	216 (3)	264 (4)	38.7
MOR/AC	245 (3)		245 (3)	35.9
COUNTRY	55 (2)	31 (1)	86 (3)	12.6
BTFL MUSIC		68 (1)	68 (1)	10.0
BLACK	14 (1)		14 (1)	2.0
RELIGION	6 (1)		6 (1)	0.9
			683 (13)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N), MOR	NBC, \$101.25 (Christal)	May
KLNG, 1560, 1 KW (DAYS), BLACK	ABC-I, \$ 20.00 (Roslin)	
KOIL, 1290, 5 KW (DA-N), CONTEMP	RKO, \$ 19.00 (Eastman)	
KYNN, 1490, 1 KW/250 W, COUNTRY	ABC-E, \$ 21.15 (Torbet)	Great Empire
WOW, 590, 5 KW, CONTEMP/AC	ABC-C, \$ 74.00 (Blair)	Meredith
KMA, 960, 5 KW (DA-N), MOR	ABC-E, ABC-I, \$ 37.50 (Katz)	(SHENANDOAH, IA)
KESY-F, 104.5, 31 KW @ 285, BTFL MUS (TM)	, \$ 33.00 (Selcom)	
KEZO-F, 92.3, 100 KW @ 1210, AOR (Burk-Abr)	ABC-F, \$ 30.00 (Blair)	Meredith
KGOR-F, 99.9, 115 KW @ 1227, ROCK	, \$ 30.00 (Christal)	May
KQKQ-F, 98.5, 100 KW @ 510, ROCK	, \$ 35.00 (Roslin)	
KYNN-F, 94.1, 100 KW @ 510, COUNTRY	ABC-E, \$ 17.00 (Torbet)	Great Empire

TV STATIONS

KETV	Omaha	7	ABC, Pulitzer
WOWT	Omaha	6	CBS, San Francisco Chron
KMTV	Omaha	3	NBC, May

NEWSPAPER

Omaha World-Herald M-125,533 E-109,780



ORLANDO

Market # 58; ADI # 40  
 Revenue Rank # 56  
 Income Rank # 68  
 APR 15.2  
 SMSA Pop: 701,700  
 CSI: 5.2 Bil (# 61)

Revenue : \$8,483,970  
 Income : \$ 603,993  
 % Rev Gain: +3.7  
 Stations: 20/16  
 Diaries: 861/815:1  
 CSI HH: 19.9 M (# 224)

National Rev: \$1,809,098  
 Nat Rev per Cap: \$2.88  
 Tot Rev per Cap: \$13.52  
 Tot Inc per Cap: \$ .96  
 Profit Margin: 7.1%  
 Retail \$: 3.5 Bil (# 50)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHOO	105/11.9	7.6	7.5	6.8	7.4	1. WDIZ-F	212	1. WDIZ-F 2348/19.1
2. WDIZ-F	97/11.0	6.5	7.1	6.4	7.3	2. WDBO-F	176	2. WDBO-F 2229/17.4
3. WHOO-F	85/ 9.6	8.7	9.6	8.1	9.6	3. WHLY-F	134	3. WBJW-F 1757/22.0
4. WBJW-F	83/ 9.4	14.7	9.2	8.5	9.6	4. WHOO-F	116	4. WHLY-F 1401/12.7
5. WDBO-F	72/ 8.1	11.6	12.0	12.0	12.7	5. WHOO	111	5. WHOO 1376/20.7
6. WDBO	65/ 7.4	9.7	8.5	9.6	8.3	6. WBJW-F	104	6. WDBO 1352/17.0
7. WKIS	60/ 6.8	7.5	7.3	5.9	5.7	7. WPCV-F	98	7. WHOO-F 1318/15.0
WHLY-F	60/ 6.8	5.9	8.0	8.7	3.8	8. WDBO	91	8. WKIS 1067/15.0
9. WJYO-F	57/ 6.4	3.1	6.4	8.3	6.4	9. WJYO-F	85	9. WELE-F 970/ 4.8
10. WORL	42/ 4.8	4.7	3.6	4.9	5.8	10. WGTO	74	10. WJYO-F 953/10.2

12+ FM SHARE (METRO): 60.17% (506 of 841) (A/M 80: 61.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WHOO	1. WHOO	1. WDBO-F
2. WBJW-F	2. WHLY-F	2. WHOO	2. WJYO-F	2. WDBO-F	2. WDIZ-F
3. WORL	WBJW-F	3. WHLY-F	3. WHOO-F	3. WHOO-F	3. WBJW-F+
	4. WHOO	4. WBJW-F	4. WHLY-F	4. WDBO	4. WHLY-F

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC		214 (3)	214 (3)	25.4
ROCK/AOR/CONTEMP	27 (1)	180 (2)	207 (3)	24.6
COUNTRY	119 (2)	38 (2)	157 (4)	18.7
MOR/AC	71 (2)	65 (2)	136 (4)	16.2
TALK	60 (1)		60 (1)	7.1
BLACK	51 (2)		51 (2)	6.1
RELIGION	7 (2)	9 (1)	16 (3)	1.9
			841 (20)	

ORLANDO 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. WDIZ-F	1. WDIZ-F	1. WHOO	WAJL	1440	Winter Park .7
2. WDBO-F	2. WDBO-F	2. WDIZ-F	WHHL	1190	Pine Castle .7
3. WHLY-F	3. WBJW-F	3. WBJW-F	WLOF	950	3.1
4. WHOO-F	4. WHOO	4. WORL	WLOQ-F	103.1	Winter Park .6
5. WHOO	5. WDBO	5. WDBO-F	WOKB	1600	Winter Garden 1.0
6. WBJW-F	6. WHLY-F	6. WHOO-F	WTLN	1520	Apopka .1
7. WDBO	7. WHOO-F	7. WHLY-F	WTLN-F	95.3	Apopka 1.0
8. WJYO-F	8. WKIS	8. WDBO	WELE-F	105.9	De Land 2.0
9. WWLV-F	9. WELE-F	9. WKIS	WGTO	540	Cypress Gard 1.6
WKIS	10. WJYO-F	10. WJYO-F	WPCV-F	97.5	Winter Haven 2.3
11. WDOQ-F	11. WCKS-F				
12. WELE-F	12. WDOQ-F				
13. WCKS-F	13. WLOF				
14. WPCV-F	14. WWLV-F				
15. WORL	15. WORL				

ADI FM SHARE: 67.35% (1240 of 1841) (A/M 80: 68.18%)

AM STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC-E, \$56.25 (Blair)	Outlet
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	ABC-I, \$72.00 (Torbet)	Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1), TALK/MOR	CBS, \$33.00 (Eastman)	Susquehanna
WLOF, 950, 5 KW (DA-N), CONTEMP	RKO, \$35.00 (Buckley)	
WORL, 1270, 5 KW (DAYS), BLACK	, \$43.75 (Katz)	Sudbrink

WGTO - See Lakeland

FM STATIONS

WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)	, \$56.25 (Blair)	Outlet
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr)	Source, \$48.75 (Selcom)	Shamrock Dev
WHOO-F, 96.5, 100 KW @ 493, BTFL MUS (FM-100)	, \$72.00 (Torbet)	Bluegrass
WBJW-F, 105.1, 100 KW @ 370, ROCK	RKO, \$73.00 (Buckley)	
WHLY-F, 106.7, 100 KW @ 799, AC/CONTEMP	, \$39.25 (Christal)	General
WJYO-F, 107.7, 100 KW @ 829, BTFL MUS (Schulke II)	, \$43.75 (Katz)	Sudbrink

WWLV-F, WDOQ-F, WELE-F - See Daytona Beach      WCKS- F - See Melbourne

TV STATIONS

WOFL	Orlando	35	IND
WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPER

Orlando Sentinel Star      AD      201,383, Tribune Co.

PENSACOLA

Market # 126  
 Revenue Rank # 126  
 Income Rank # 189  
 APR 16.8  
 SMSA Pop: 309,500  
 CSI: 2.0 Bil (# 137)

Revenue : \$3,586,770  
 Income : \$ -40,959  
 % Rev Gain: +1.2  
 Stations: 14/11  
 Diaries: 717/432:1  
 CSI HH: 18.8 M (# 264)

National Rev: \$390,604  
 Nat Rev per Cap: \$1.26  
 Tot Rev per Cap: \$11.59  
 Tot Inc per Cap: \$-.13  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 128)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WOWW-F 51/13.1	10.4	5.1	1. WJLQ-F 61	1. WJLQ-F 913/28.3
2. WBOP 49/12.6	15.2	12.3	2. WOWW-F 58	2. WKRG-F 706/21.0
3. WJLQ-F 48/12.3	9.8	14.1	WTKX-F 58	3. WTKX-F 700/18.1
4. WMEZ-F 31/ 8.0	11.0	11.2	4. WBOP 51	4. WXBM-F 681/17.7
WTKX-F 31/ 8.0	11.5	3.7	5. WXBM-F 50	5. WOWW-F 677/24.0
WXBM-F 31/ 8.0	7.0	8.0	6. WMEZ-F 42	6. WMEZ-F 498/15.5
7. WKRG-F 29/ 7.5	8.4	10.1	7. WKRG-F 39	7. WCOA 421/17.6
8. WCOA 28/ 7.2	9.8	10.1	8. WCOA 29	8. WBOP 351/13.9
9. WBLX-F 21/ 5.4	2.8	---	9. WBLX-F 21	9. WABB-F 308/ 8.9
10. WNVY 12/ 3.1	3.4	3.5	10. WABB-F 18	10. WBSR 248/10.5

12+ FM SHARE (METRO): 67.74% (252 of 372) (A/M 80: 63.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WJLQ-F	1. WOWW-F	1. WOWW-F	1. WXBM-F	1. WXBM-F
2. WBOP	2. WOWW-F	2. WJLQ-F	2. WXBM-F	2. WMEZ-F	2. WOWW-F
3. WJLQ-F	3. WTKX-F	3. WBOP	WJLQ-F	3. WOWW-F	3. WJLQ-F

OTHER RATED STATIONS/METRO SHARE

WBSR 1450	2.8	WHYM 610	2.1	WABB-F 97.5	2.6
WABB-F 97.5	Mobile				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	118 (4)	129 (5)	34.7
COUNTRY	24 (2)	82 (2)	106 (4)	28.5
BLACK	49 (1)	21 (1)	70 (2)	18.8
BTFL MUSIC		31 (1)	31 (1)	8.3
MOR/AC	28 (1)		28 (1)	7.5
RELIGION	8 (1)		8 (1)	2.2
			372 (14)	

RADIO STATIONS

WBOP, 980, 1 KW (DAYS), BLACK	MBS,NBN, \$24.00 (Howard)
WBSR, 1450, 1 KW, CONTEMP	ABC-E, \$16.00 (Torbet)
WCOA, 1370, 5 KW (DA-N), MOR	MBS,CBS, \$23.75 (Mc-Guild) Summit
WNVY, 1230, 1 KW, COUNTRY	NBC, \$11.00 (Lotus)
WJLQ-F, 100.7, 100 KW @ 500, ROCK	, \$23.75 (Mc-Guild) Summit
WMEZ-F, 94.1, 100 KW @ 320, BTFL MUS (Schulke)	ABC-F, \$35.00 (Torbet)
WOWW-F, 107.3, 100 KW @ 360, COUNTRY	ABC-C, \$25.50 (HR/Stone)
WTKX-F, 101.5, 100 KW @ 490, AOR	MBS, \$24.00 (Howard)
WXBM-F, 102.7, 100 KW @ 500, COUNTRY	ABC-I, \$12.00 (----) (MILTON)

Other Stations and TV Stations see Mobile

NEWSPAPERS

Pensacola News	E	13,541, Gannett
Pensacola Journal	M	57,526, Gannett

PEORIA

Market # 108  
 Revenue Rank # 99  
 Inocme Rank # 147  
 APR 15.1  
 SMSA Pop: 371,200  
 CSI: 3.3 Bil (# 94)

Revenue : \$4,789,148  
 Income : \$ 103,787  
 % Rev Gain: +6.9  
 Stations: 17/12  
 Diaries: 711/522:1  
 CSI HH: 24.2 M (# 38)

National Rev: \$1,190,404  
 Nat Rev per Cap: \$3.26  
 Tot Rev per Cap: \$13.11  
 Tot Inc per Cap: \$ .28  
 Profit Margin: 2.2%  
 Retail \$: 1.8 Bil (# 96)

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80.	80	79	79		
1. WSWT-F 69/15.4	17.1	15.1	15.4	13.5	1. WSWT-F 92	1. WKZW-F 1064/26.8
2. WMBD 61/13.6	16.0	13.9	13.6	13.3	2. WWCT-F 76	2. WSWT-F 1062/26.1
3. WXCL 59/13.1	7.2	12.9	10.5	11.3	3. WMBD 64	3. WMBD 987/30.1
4. WWCT-F 54/12.0	6.3	8.0	6.9	10.8	WJBC 64	4. WLS 908/11.6
5. WKZW-F 47/10.5	12.6	15.3	16.6	14.3	5. WXCL 61	5. WIRL 857/25.6
6. WIRL 33/ 7.3	6.3	8.2	11.0	10.3	6. WKZW-F 58	6. WXCL 787/25.0
7. WKQA-F 25/ 5.6	5.6	3.3	1.8	2.5	7. WBNQ-F 42	7. WBNQ-F 763/ 8.5
8. WVFL+ 18/ 4.0	3.2	4.3	5.1	4.9	8. WIRL 37	8. WMAQ 723/ 6.6
9. WGN 15/ 3.3	1.4	1.6	2.0	3.4	WMAQ 37	9. WJBC 711/ 2.0
10. WLS 8/ 1.8	1.8	3.1	4.0	2.0	10. WLS 33	10. WWCT-F 686/14.1

12+ FM SHARE (METRO): 51.42% (217 of 422) (A/M 80: 50.12%)

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. WKQA-F	2. WKZW-F	2. WSWT-F	2. WXCL	2. WXCL	2. WJBC
3. WWCT-F	3. WIRL	3. WXCL	3. WIRL	3. WMBD	3. WXCL

OTHER RATED STATIONS/METRO SHARE

WPEO 1020		.9	WBNQ-F 101.5	Bloomington 1.3
WTAZ-F 102.3	Morton	1.8	WJBC 1230	Bloomington .9
WBBM 780	Chicago	.9	WMAQ 670	Chicago 1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	132 (4)	140 (5)	33.2
MOR/AC	113 (4)	8 (1)	121 (5)	28.7
BTFL MUSIC	10 (1)	77 (2)	87 (3)	20.6
COUNTRY	66 (2)		66 (2)	15.6
RELIGION	4 (1)		4 (1)	0.9
NEWS/TALK	4 (1)		4 (1)	0.9
			422 (17)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), AC	, \$33.25	(Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$28.75	(Katz)	Midwest TV
WVFL+, 1140, 5 KW (DAYS), BTFL MUS (FM-100)	, \$15.00	(Torbet)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$30.00	(Blair)	
WKQA-F, 104.9, 3 KW @ 260, CONTEMP	, \$30.00	(Blair)	
WKZW-F, 93.3, 40 KW @ 570, ROCK	, \$39.50	(Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Bonne)	, \$27.00	(Eastman)	Mid America
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, \$20.00	(HR/Stone)	

Other Stations - See Bloomington and Chicago

TV STATIONS

WEEK Peoria 25	NBC, Mid America	WMBD Peoria 31	CBS, Mid TV
		WRAU Peoria 19	ABC, Forward

NEWSPAPERS

Peoria Journal Star	AD	102,556
Pekin Times	E	22,082

PHILADELPHIA

Market # 4; ADI # 4  
 Revenue Rank # 7  
 Income Rank # 12  
 APR 16.8  
 SMSA Pop: 4,729,000  
 CSI: 40.5 Bil (# 4)

Revenue : \$45,353,530  
 Income : \$ 4,686,107  
 % Rev Gain: +3.0  
 Stations: 29/35  
 Diaries: 2579/1834:1  
 CSI HH: 24.6 M (# 31)

National Rev: \$16,143,306  
 Nat Rev per Cap: \$3.40  
 Tot Rev per Cap: \$9.55  
 Tot Inc per Cap: \$ .99  
 Profit Margin: 10.3%  
 Retail \$: 18.3 Bil (# 5)

12+ METRO	1/4/SHARE	WIN 81	FAL 80	J/A 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KYW	812/12.3	9.4	11.6	12.1	11.4	1. KYW 900	1. KYW	16021/35.0
2. WMGK-F	505/ 7.7	7.2	9.0	6.9	5.7	2. WMGK-F 598	2. WMGK-F	9457/20.0
3. WDAS-F	450/ 6.8	6.2	5.3	5.9	5.5	3. WMMR-F 527	3. WMMR-F	8371/14.6
4. WEAZ-F	427/ 6.5	6.2	5.9	4.5	5.0	4. WDAS-F 505	4. WWSH-F	6773/12.4
5. WIP	363/ 5.5	6.0	6.6	7.3	6.6	5. WEAZ-F 498	5. WIP	6755/14.6
6. WWSH-F	350/ 5.3	6.1	6.1	5.5	5.7	6. WWSH-F 487	6. WEAZ-F	6406/13.7
7. WMMR-F	342/ 5.2	5.9	5.3	5.1	5.3	7. WIP 403	7. WIFI-F	6390/11.9
8. WIFI-F	289/ 4.4	3.0	2.7	1.7	2.5	8. WIFI-F 378	8. WYSP-F	6155/10.8
9. WWDB-F	275/ 4.2	4.4	4.2	5.2	3.7	9. WIOQ-F 337	9. WFIL	5898/12.0
10. WPEN	264/ 4.0	4.6	3.8	2.5	2.8	10. WWDB-F 336	10. WCAU	5628/11.7
11. WIOQ-F	237/ 3.6	4.0	3.4	3.0	3.0	11. WYSP-F 311	11. WDAS-F	5184/11.9
12. WCAU-F	227/ 3.4	2.6	3.6	3.3	2.8	12. WCAU-F 279	12. WIOQ-F	5171/ 9.9
13. WYSP-F	214/ 3.2	4.8	4.1	3.8	4.3	13. WPEN 276	13. WCAU-F	4686/ 9.9
14. WCAU	188/ 2.9	4.2	4.4	3.6	4.1	14. WCAU 232	14. WPEN	4108/ 9.5
WSNI-F	188/ 2.9	2.0	2.4	2.3	3.6	15. WSNI-F 221	15. WWDB-F	4012/ 8.1
16. WFIL	171/ 2.6	3.1	3.1	3.2	4.7	16. WFIL 209	16. WSNI-F	3408/ 6.8
17. WUSL-F	124/ 1.9	3.1	2.7	3.3	4.2	17. WJBR-F 194	17. WUSL-F	3239/ 6.1
18. WFLN-F+	118/ 1.7	2.2	2.2	2.4	2.3	18. WUSL-F 173	18. WFLN-F+	2745/ 5.5
19. WDAS	87/ 1.3	1.2	1.4	2.1	2.4	19. WSTW-F 159	19. WSTW-F	2711/ 2.5
20. WHAT	80/ 1.2	1.4	1.1	1.2	1.1	20. WFLN-F+ 153	20. WJBR-F	2232/ 2.8

12+ FM SHARE (METRO): 64.42% (3895 of 6046) (A/M 80: 60.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WMGK-F	1. WMGK-F	1. KYW	1. KYW	1. KYW
2. WMMR-F	2. WDAS-F	2. WDAS-F	2. WMGK-F	2. WIP	2. WIP
3. WDAS-F	3. WMMR-F	3. KYW	3. WIP	3. WEAZ-F	3. WMGK-F
4. WYSP-F	4. WIOQ-F	4. WMMR-F	4. WDAS-F	4. WPEN	4. WDAS-F
5. WPST-F	5. WCAU-F	5. WIOQ-F	5. WEAZ-F	5. WWSH-F	5. WWSH-F
6. WMGK-F	6. WIFI-F	6. WIP	6. WPEN	6. WWDB-F	6. WEAZ-F
	7. KYW	7. WCAU-F	7. WSNI-F	7. WMGK-F	7. WWDB-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	40 (1)	1676 (7)	1716 (8)	28.4
NEWS/TALK	1031 (3)	275 (1)	1306 (4)	21.6
MOR/AC	562 (3)	312 (2)	874 (5)	14.5
BTFM MUSIC		853 (3)	853 (3)	14.1
BLACK/URBAN	167 (2)	677 (2)	844 (4)	14.0
BIG BAND/NOST	264 (1)		264 (1)	4.4
CLASSICAL	16 (1)	102 (1)	118 (2)	2.0
COUNTRY	45 (1)		45 (1)	0.7
RELIGION	26 (1)		26 (1)	0.4
			6046 (29)	

PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KYW	1. KYW	1. KYW	WCOJ	1420	Coatesville .4
2. WMGK-F	2. WMGK-F	2. WDAS-F	WRCP	1540	.7
3. WDAS-F	3. WMMR-F	3. WIP	WZZD	990	.4
4. WMMR-F	4. WIP	4. WMGK-F	WJBR-F	99.5	Wilmington 1.2
5. WEAZ-F	5. WWSH-F	5. WIFI-F	WPST-F	97.5	Trenton .9
6. WWSH-F	6. WEAZ-F	6. WEAZ-F	WSTW-F	93.7	Wilmington .4
7. WIP	7. WIFI-F	7. WFIL	WTM	920	Trenton .6
8. WIFI-F	8. WYSP-F	8. WPEN	WOR	710	New York .5
9. WWDB-F	9. WFIL	9. WCAU-F			
10. WIOQ-F	10. WCAU	10. WWSH-F			
11. WYSP-F	11. WDAS-F				
12. WPEN	12. WIOQ-F				
13. WCAU-F	13. WCAU-F				
14. WCAU	14. WPEN				
15. WFIL	15. WWDB-F				

ADI FM SHARE: 66.65% (5713 of 8571) (A/M 80: 63.25%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	ABC-I, \$153.75	(RAR)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$ 94.77	(CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 82.50	(Howard)	NBN
WFIL, 560, 5 KW (DA-2)	, AC/MOR	, \$135.00	(Blair)	LIN
WHAT, 1340, 1 KW/250 W	, BLACK	SBN, \$ 38.00	(Buckley)	
WIP, 610, 5 KW (DA-1)	, MOR	, \$135.00	(Katz)	Metromedia
WPEN, 950, 5 KW (DA-N)	, BIG BAND/NOST	ABC-E, \$120.25	(MMR)	Greater Media

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000, URBAN		, \$ 78.75	(CBS/FM)	CBS
WDAS-F, 105.3, 3.3 KW @ 870, BLACK		NBN, \$116.88	(Howard)	NBN
WEAZ-F, 101.1, 12 KW @ 1010, BTFL MUS (Bonne)		, \$ 92.50	(Eastman)	
WFLN-F+, 95.7, 50 KW @ 490, CLASSICAL		, \$ 56.00	(CMBS)	
WIFI-F, 92.5, 50 KW @ 500, ROCK		ABC-C, \$105.00	(Eastman)	GCC
WIOQ-F, 102.1, 30 KW @ 650, ROCK		RKO, \$ 84.38	(Mc-Guild)	Outlet
WMGK-F, 102.9, 50 KW @ 300, CONT/AC		, \$166.50	(MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670, AOR		, \$126.25	(Katz)	Metromedia
WSNI-F, 104.5, 13 KW @ 1008, AC		MBS, \$ 51.85	(RKO)	Associated
WUSL-F, 98.9, 18 KW @ 830, AC		, \$ 87.13	(Blair)	LIN
WWDB-F, 96.5, 18 KW @ 850, TALK		NBC, \$ 62.16	(Buckley)	
WWSH-F, 106.1, 19 KW @ 740, BTFL MUS (Schulke)		, \$100.63	(Christal)	Cox
WYSP-F, 94.1, 16 KW @ 900, AOR (Burk-Abr)		Source, \$115.00	(Masla)	SJR
WPST-F, 97.5, 50 KW @ 450, ROCK		, \$ 42.75	(Masla) Nassau	(TRENTON)

WJBR-F, WSTW-F, - See Wilmington

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	462,137, Charter
Philadelphia Enquirer	M	425,075, Knight-Ridder
Philadelphia News	E	231,310, Knight-Ridder

PHOENIX

Market # 25; ADI # 31  
 Revenue Rank # 22  
 Income Rank # 30  
 APR 17.6  
 SMSA Pop: 1,535,000  
 CSI: 12.0 Bil (# 26)

Revenue : \$20,429,608  
 Income : \$ 1,604,970  
 % Rev Gain: +28.9  
 Stations: 28/31  
 Diaries: 1297/1184:1  
 CSI HH: 21.3 M (# 152)

National Rev: \$6,782,934  
 Nat Rev per Cap: \$5.05  
 Tot Rev per Cap: \$15.21  
 Tot Inc per Cap: \$1.19  
 Profit Margin: 7.9%  
 Retail \$: 6.7 Bil (# 26)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT	
1. KTAR	203/9.2	6.4	8.4	6.5	9.6	1. KTAR	218	1. KNIX-F	2731/17.6
2. KME0-F	199/9.0	8.8	6.7	7.6	7.6	2. KME0-F	212	2. KOY	2681/18.7
3. KNIX-F	166/7.5	9.1	9.2	7.7	5.2	3. KNIX-F	203	3. KTAR	2651/19.2
4. KQYT-F	151/6.8	7.5	7.8	10.6	11.2	4. KQYT-F	161	4. KOPA-F	2446/16.7
5. KZZP-F+	150/6.8	3.9	2.9	2.1	2.8	KOY	161	5. KME0-F	2381/17.6
6. KDKB-F	145/6.5	6.2	6.4	4.2	7.5	6. KZZP-F+	157	6. KZZP-F+	2352/16.8
7. KOY	141/6.4	8.4	8.2	8.1	6.8	7. KDKB-F	153	7. KQYT-F	2051/14.8
8. KOPA-F	130/5.9	5.8	7.6	4.3	4.4	8. KOPA-F	147	8. KUPD-F	1981/14.2
9. KUPD-F	98/4.4	5.2	4.2	4.7	5.6	9. KOOL-F	107	9. KDKB-F	1862/13.9
10. KOOL-F	92/4.2	4.4	4.3	5.9	3.1	10. KUPD-F	105	10. KOOL-F	1464/10.3
11. KBBC-F	74/3.3	3.4	2.4	3.5	5.1	11. KNIX	84	11. KNIX	1349/ 8.0
12. KLFF	71/3.2	1.1	2.5	1.7	3.0	12. KBBC-F	81	12. KKKQ	1169/ 8.5
13. KKKQ	67/3.0	2.1	2.3	3.1	2.6	13. KKKQ	73	13. KBBC-F	1151/ 8.3
14. KPHX	59/2.7	2.4	1.5	1.1	.8	KLFF	73	14. KARZ	1129/ 8.0
15. KARZ	57/2.6	1.8	2.8	4.1	3.9	15. KJJJ	59	15. KJJJ	1033/ 6.5

12+ FM SHARE (METRO): 58.67% (1255 of 2139) (A/M 80: 56.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KUPD-F	1. KDKB-F	1. KNIX-F	1. KNIX-F	1. KME0-F	1. KTAR
2. KOPA-F	2. KZZP-F+	2. KDKB-F	2. KOY	2. KQYT-F	2. KOY
3. KZZP-F+	3. KOOL-F	3. KZZP-F+	3. KME0-F	3. KTAR	3. KNIX-F
4. KDKB-F	4. KBBC-F	4. KOY	4. KQYT-F	4. KOY	4. KZZP-F+
5. KKKQ	5. KOPA-F	5. KOOL-F	5. KOOL-F	5. KNIX-F	5. KME0-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	89 (2)	575 (5)	664 (7)	31.0
BTFL MUSIC	29 (1)	350 (2)	379 (3)	17.7
COUNTRY	162 (3)	188 (2)	350 (5)	16.4
MOR/AC	141 (1)	92 (1)	233 (2)	10.9
NEWS/TALK	203 (1)		203 (1)	9.5
SPANISH	92 (2)		92 (2)	4.3
BIG BAND	82 (2)	10 (1)	92 (3)	4.3
DISCO	48 (1)		48 (1)	2.2
CLASSICAL		40 (1)	40 (1)	1.9
RELIGION	38 (3)		38 (3)	1.8
			2139 (28)	

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KTAR	1. KNIX-F	1. KNIX-F	KFLR	1230 .4
2. KMEO-F	2. KOY	2. KOY	KHEP	1280 .7
3. KNIX-F	3. KTAR	3. KTAR	KHEP-F	101.5 1.8
4. KOY	4. KOPA-F	4. KDKB-F	KIFN	860 1.5
5. KQYT-F	5. KMEO-F	5. KQYT-F	KJJJ	910 2.0
6. KZZP-F+	6. KZZP-F+	6. KMEO-F	KJJJ-F	92.3 1.0
7. KDKB-F	7. KQYT-F	7. KOPA-F	KMEO	740 1.3
8. KOPA-F	8. KUPD-F	8. KKKQ	KNIX	1580 2.7
9. KOOL-F	9. KDKB-F	9. KPHX	KRDS	1190 .6
10. KUPD-F	10. KOOL-F	10. KOOL-F	KWAO-F	106.3 .5
11. KBBC-F	11. KNIX		KXAM	1440 2.2
12. KNIX	12. KKKQ		KXIV	1400 .5
13. KKKQ	13. KBBC-F			
KLFF	14. KARZ			
15. KPHX	15. KJJJ			

ADI FM SHARE: 56.46% (1372 of 2430) (A/M 80: 55.22%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, COUNTRY	CBS, \$ 30.00	(Katz)	Stauffer
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 36.20	(HR/Stone)	ITC
KKKQ, 1060, 5 KW/500 W (DA-N)	, CONTEMP/OLDIES	, \$ 37.10	(Masla)	
KLFF, 1360, 5 KW/1 KW (DA-N)	, BIG BAND/NOST (Al Ham)	, \$ 31.00	(Lotus)	
KNIX, 1580, 50 KW/10 KW (DA-N)	, COUNTRY	, ? ? ? ?	(Christal)	Buck Owens
KOY, 550, 5 KW/1 KW	, AC	, \$129.50	(Eastman)	Harte-Hanks
KPHX, 1480, 1 KW	, SPANISH	, \$ 28.00	(PRO)	
KTAR, 620, 5 KW (DA-N)	, NEWS	ABC-I, CBS, \$ 69.75	(Blair)	Pulitzer

FM STATIONS

KBBC-F, 98.7, 115 KW @ 1680	, SOFT ROCK	, \$ 63.75	(Blair)	Pulitzer
KDKB-F, 93.3, 100 KW @ 1550	, AOR (Burk-Abr)	Source, \$ 65.00	(Selcom)	Sandusky News
KMEO-F, 96.9, 100 KW @ 1556	, BTFL MUS (Bonne)	, \$ 46.55	(Mc-Guild)	Scripps-Howard
KNIX-F, 102.5, 100 KW @ 1610	, COUNTRY	, \$ 80.00	(Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620	, OLDIES/AC	, \$ 65.00	(Katz)	
KOPA-F, 100.7, 100 KW @ 1847	, ROCK	, \$ 45.00	(Torbet)	First Media
KQYT-F, 95.5, 100 KW @ 1550	, BTFL MUS (Churchill)	, \$ 97.13	(Eastman)	Harte-Hanks
KUPD-F, 97.9, 100 KW @ 1620	, ROCK	, \$ 45.05	(Masla)	
KZZP-F+, 104.7, 100 KW @ 1550	, ROCK	, \$ 45.00	(Mc-Guild)	Western Cities

TV STATIONS

KOOL	Phoenix	10	CBS, Gulf United
KPHO	Phoenix	5	IND
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	260,090
Phoenix Gazette	E	112,781



PITTSBURGH

Market # 13; ADI # 11  
 Revenue Rank # 17  
 Income Rank # 48  
 APR 18.8  
 SMSA Pop: 2,286,100  
 CSI: 18.2 Bil (# 16)

Revenue : \$25,511,615  
 Income : \$ 889,560  
 % Rev Gain: +4.9  
 Stations: 31/38  
 Diaries: 1706/1340:1  
 CSI HH: 22.1 M (# 114)

National Rev: \$8,759,382  
 Nat Rev per Cap: \$3.88  
 Tot Rev per Cap: \$11.29  
 Tot Inc per Cap: \$.39  
 Profit Margin: 3.5%  
 Retail \$: 9.5 Bil (# 15)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KDKA	803/22.3	22.2	25.3	22.2	23.4	1. KDKA 1055	1. KDKA	13811/51.0
2. WDVE-F	285/ 7.9	6.4	5.4	7.5	7.6	2. WDVE-F 411	2. WXKX-F	5306/20.2
3. WSHH-F	251/ 7.0	7.2	7.3	6.8	8.7	3. WXKX-F 302	3. WDVE-F	4849/16.6
4. WTAE	238/ 6.6	6.6	6.6	6.7	5.1	4. WSHH-F 295	4. WTAE	4093/19.9
5. WXKX-F	220/ 6.1	6.8	5.2	5.6	6.6	5. WTAE 245	5. WSHH-F	3869/15.6
6. WAMO-F	208/ 5.8	3.7	4.6	5.3	4.8	6. WAMO-F 238	6. WWSW-F	3665/14.0
7. WEEP	152/ 4.2	6.1	3.6	3.4	3.4	7. WEEP 236	7. WPNT-F	2906/10.8
8. WWSW-F	141/ 3.9	2.7	3.3	2.3	4.5	8. WWSW-F 187	8. WAMO-F	2438/10.7
9. WPNT-F	136/ 3.8	2.7	3.4	3.5	1.6	9. WPNT-F 183	9. WEEP	2426/ 7.9
10. KQV	120/ 3.3	4.1	4.4	3.8	4.4	10. WYDD-F 138	10. WFFM-F	2358/10.1
11. WFFM-F	96/ 2.7	2.8	3.6	3.9	4.2	11. KQV 125	11. WYDD-F	2329/ 7.4
12. WDSY-F	90/ 2.5	3.4	3.1	2.4	2.3	12. WFFM-F 113	12. KQV	2206/11.0
13. WYDD-F	78/ 2.2	1.0	2.2	1.7	1.9	WWVA 113	13. WWVA	1891/ 2.6
14. WWSW	60/ 1.7	3.5	2.3	3.3	2.8	14. WDSY-F 110	14. WWSW	1686/ 8.2
WJOI-F	60/ 1.7	2.2	3.5	4.0	3.7	15. WJOI-F 70	15. WDSY-F	1465/ 6.0

12+ FM SHARE (METRO): 50.43% (1684 of 3339) (A/M 80: 47.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXKX-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WTAE	2. WDVE-F	2. WTAE	2. WSHH-F	2. WTAE
3. WAMO-F	3. WAMO-F	3. WTAE	3. WEEP	3. WTAE	3. WDVE-F
	4. WXKX-F	4. WAMO-F	4. WSHH-F	4. WPNT-F	4. WXKX-F
	5. KDKA	5. WXKX-F	WWSW-F	WEEP	5. WSHH-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1192 (7)	32 (2)	1224 (9)	37.7
ROCK/AOR/CONTEMP	86 (2)	880 (6)	966 (8)	28.9
BTFL MUSIC		387 (2)	387 (2)	11.6
COUNTRY	213 (4)	120 (2)	333 (6)	10.0
BLACK/URBAN		208 (1)	208 (1)	6.2
NEWS/TALK	120 (1)		120 (1)	3.6
RELIGION	44 (2)	19 (1)	63 (3)	1.9
BIG BAND		38 (1)	38 (1)	1.1
			<u>3339 (31)</u>	

PITTSBURGH 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. KDKA	1. KDKA	1. KDKA	WBVP	1230	Beaver Falls 1.2
2. WDVE-F	2. WXXK-F	2. WAMO-F	WCNS	1480	Latrobe .6
3. WSHH-F	3. WDVE-F	3. WXXK-F	WEDO	810	McKeesport .3
4. WXXK-F	4. WTAE	4. WTAE	WESA+	940	Charleroi .4
5. WTAE	5. WSHH-F	5. WDVE-F	WHJB	620	Greensburg .8
6. WEEP	6. WWSW-F	6. WSHH-F	WIXZ	1360	McKeesport .6
7. WAMO-F	7. WPNT-F	7. KQV	WKPA	1150	New Kensington .6
8. WWSW-F	8. WAMO-F	8. WKTQ	WKTQ	1320	1.6
9. WPNT-F	9. WEEP	9. WDSY-F	WMBA	1460	Ambridge .5
10. WYYD-F	10. WFFM-F	10. WWSW	WNUF-F	100.7	New Kensington 1.1
			WOKU-F	107.1	Greensburg .8
			WPIT	730	.9
11. KQV	11. KQV		WPIT-F	101.5	.5
12. WFFM-F	12. WYDD-F		WWKS-F	106.7	Beaver Falls .7
13. WDSY-F	13. WWSW		WWVA	1170	Wheeling .5
14. WMBS	14. WKTQ				
15. WJOI-F	15. WDSY-F				

ADI FM SHARE: 50.65% (2305 of 4551) (A/M 80: 49.93%)

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00	(RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, MBS, \$ 45.00	(Eastman)	Taft
WEEP, 1080, 50 KW (DAYS, DA)	, COUNTRY	, \$ 71.67	(MMR)	Entercom
WKTQ, 1320, 5 KW (DA-N)	, CONTEMP/AC	, \$ 34.50	(Christal)	BENI*
WTAE, 1250, 5 KW (DA-N)	, AC	ABC-E, \$ 90.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, MOR	ABC-I, \$ 43.50	(Blair)	Block
WMBS, 590, 1 KW (DA-N)	, VARIETY	CBS, \$ 9.70	(Regional)	(UNIONTOWN)

WWVA - See Wheeling

WKTQ is now using Al Ham

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440,	BLACK	SBN, \$ 52.50	(HR/Stone)	Sheridan
WDSY-F, 107.9, 50 KW @ 500,	COUNTRY	, \$ 67.50	(MMR)	Entercom
WDVE-F, 102.5, 55 KW @ 820,	AOR (Burk-Abr)	Source, \$ 80.00	(Eastman)	Taft
WFFM-F, 96.9, 60 KW @ 520,	AC/SOFT	RKO, \$ 60.50	(Buckley)	
WJOI-F, 93.7, 41 KW @ 547,	ROCK (Burk-Abr)	, \$ 51.25	(Torbet)	EZ
WPNT-F, 92.9, 47 KW @ 890,	BTFL MUS (Bonne)	, \$ 36.75	(RAR)	Westinghouse
WSHH-F, 99.7, 11 KW @ 920,	BTFL MUS (Schulke)	, \$ 59.50	(Christal)	Nationwide
WWSW-F, 94.5, 50 KW @ 810,	CONTEMP	ABC-C, \$ 43.50	(Blair)	Block
WXXK-F, 96.1, 50 KW @ 500,	ROCK	ABC-F, \$ 70.00	(Katz)	Hearst
WYDD-F, 104.7, 50 KW @ 1573,	AOR (Noble)	, \$ 39.50	(Masla)	

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	177,941, Scripps-Howard
Pittsburgh Post-Gazette	E	258,953, Block

PORTLAND, ME

Market # 150  
 Revenue Rank # 132  
 Income Rank # 230  
 APR 15.9  
 SMSA Pop: 187,300  
 CSI : 1.8 Bil (# 155)

Revenue : \$3,245,812  
 Income : \$ -284,293  
 % Rev Gain: +14.2  
 Stations: 18/11  
 Diaries: 523/358:1  
 CSI HH: 21.0 M (# 168)

National Rev: \$660,023  
 Nat Rev per Cap: \$3.52  
 Tot Rev per Cap: \$17.33  
 Tot Inc per Cap: \$-1.52  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 148)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WPOR-F 45/15.7	6.7	10.1	1. WGAN-F 124	1. WGAN-F 1482/20.1
2. WGAN 38/13.3	11.9	17.5	2. WPOR-F 109	2. WPOR-F 1267/21.5
3. WYNZ 29/10.1	3.6	2.6	3. WBLM-F 95	3. WIGY-F 1045/ 9.8
4. WBLM-F 28/ 9.8	10.3	3.7	4. WIGY-F 69	4. WBLM-F 1010/19.2
5. WJBQ-F 26/ 9.1	8.3	7.8	5. WGAN 53	5. WGAN 936/35.0
6. WGAN-F 25/ 8.7	13.4	8.6	6. WJBQ-F 41	6. WBZ 715/13.3
7. WYNZ-F 19/ 6.6	8.7	6.3	7. WHOM-F 39	7. WJBQ-F 668/19.6
8. WPOR 11/ 3.8	8.3	8.2	8. WYNZ-F 33	8. WHOM-F 658/ 8.0
WGMX-F 11/ 3.8	7.1	7.8	9. WYNZ 32	9. WYNZ-F 566/21.0
WIGY-F 11/ 3.8	4.0	6.7	10. WBZ 30	10. WYNZ 506/22.5

12+ FM SHARE (METRO): 63.64% (175 of 275) (A/M 80: 68.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYNZ-F	1. WBLM-F	1. WPOR-F	1. WPOR-F	1. WPOR-F	1. WPOR-F+
2. WJBQ-F	2. WJBQ-F	2. WBLM-F	2. WGAN	2. WYNZ	2. WGAN
WIGY-F	3. WGAN	3. WGAN	3. WYNZ	3. WGAN	3. WBLM-F

OTHER RATED STATIONS/METRO SHARE

WDCI 1580	Gorham 1.0	WMER 1440	Westbrook 2.1
WKXA 900	Brunswick .3	WBZ 1030	Boston 2.8
WKXA-F 98.9	Brunswick 1.0	WEEL 590	Boston .3
WLOB 1310	1.0	WHOM-F 94.9	Mt. Washington 2.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	84 (4)	87 (5)	31.6
COUNTRY	11 (1)	48 (2)	59 (3)	21.5
MOR/AC	46 (2)	11 (1)	57 (3)	20.7
BTFL MUSIC		32 (2)	32 (2)	11.6
BIG BAND/NOST	29 (1)		29 (1)	10.5
UNKNOWN	6 (1)		6 (1)	2.2
RELIGION	3 (1)		3 (1)	1.1
NEWS/TALK	2 (2)		2 (2)	0.7
			275 (18)	

RADIO STATIONS

WGAN, 560, 5 KW (DA-1), MOR	, \$34.28 (Blair)	Guy Gannett
WPOR, 1490, 1 KW/250 W, COUNTRY (Musicworks)	, \$10.00 (Mc-Guild)	Ocean Coast
WYNZ, 970, 5 KW (DA-N), BIG BAND/NOST (Al Ham)	, \$ ? ? (Eastman)	Eastman
WGAN-F, 102.9, 100 KW @ 1470, BTFL MUS (Schulke)	, \$34.28 (Blair)	Guy Gannett
WJBQ-F, 97.9, 50 KW @ 500, CONTEMP	, \$24.50 (Buckley)	
WGMX-F, 93.1, 50 KW @ 315, CONTEMP/SOFT	, \$15.72 (Torbet)	
WPOR-F, 101.9, 50 KW @ 492, COUNTRY (Musicworks)	, \$39.20 (Mc-Guild)	Ocean Coast
WYNZ-F, 100.9, 3 KW @ 255, AOR (Burk-Abr)	, \$ ? ? (Eastman)	Eastman)
WBLM-F, 107.5, 30 KW @ 612, ROCK	, \$24.00 (Selcom)	
WHOM-F, 94.9, 48 KW @ 3756, BTFL MUS (Bonne)	, \$27.75 (P/W)	(MT. WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, ROCK	, \$17.00 (Masla)	(BATH)

TV STATIONS

WCSH	Portland	6	NBC, Maine Bdcst
WMTW	Portland	8	ABC, Mid New York
WGAN	Portland	13	CBS, Guy Gannett

NEWSPAPERS

Portland Express	E	30,245	Guy Gannett
Portland Press-Herald	M	56,760	Guy Gannett

PORTLAND, OR

Market # 33; ADI # 24  
 Revenue Rank # 28  
 Income Rank # 26  
 APR 15.5  
 SMSA Pop: 1,237,200  
 CSI: 10.5 Bil (# 31)

Revenue : \$16,098,778  
 Income : \$ 1,732,294  
 % Rev Gain: -5.5  
 Stations: 25/22  
 Diaries: 1291/958:1  
 CSI HH: 22.6 M (# 94)

National Rev: \$6,564,599  
 Nat Rev per Cap: \$5.63  
 Tot Rev per Cap: \$13.81  
 Tot Inc per Cap: \$1.49  
 Profit Margin: 10.8%  
 Retail \$: 5.7 Bil (# 32)

12+ METRO	1/4/SHARE	0/N 80	A/M 80	0/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGON-F	152/9.4	10.2	7.9	8.5	7.7	1. KGON-F	224	1. KGW 3933/26.0
2. KGW	147/9.1	9.1	11.1	11.9	13.0	2. KGW	189	2. KGON-F 2570/17.7
3. KEX	128/7.9	9.3	7.3	9.1	5.5	3. KUPL-F	164	3. KEX 2397/17.4
4. KUPL-F	111/6.9	6.7	7.1	7.2	6.7	4. KEX	152	4. KUPL-F 2269/16.3
5. KXL-F	109/6.8	6.7	8.1	5.3	4.6	5. KXL-F	150	5. KWJJ 1976/13.7
6. KINK-F	86/5.3	4.5	4.4	5.9	3.9	6. KLLB-F	122	6. KXL-F 1896/13.5
7. KYTE	85/5.3	4.9	5.5	3.3	4.4	7. KYTE	118	7. KLLB-F 1818/12.2
8. KYXI	82/5.1	4.9	3.7	3.3	3.6	8. KINK-F	107	8. KXL 1723/11.3
9. KLLB-F	80/5.0	3.0	2.4	2.6	2.9	9. KWJJ	100	9. KINK-F 1543/11.7
10. KWJJ	72/4.5	5.1	5.6	5.5	7.3	10. KYXI	88	10. KYTE 1541/11.0
11. KKEY	62/3.8	3.1	3.8	5.5	3.3	11. KMJK-F	82	11. KMJK-F 1443/ 9.9
12. KQFM-F	61/3.8	1.8	2.3	1.9	1.0	12. KXL	80	12. KYXI 1423/12.3

12+ FM SHARE (METRO): 49.48% (759 of 1522) (A/M 80: 46.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGON-F	1. KGON-F	1. KGW	1. KUPL-F	1. KUPL-F	1. KGW
2. KMJK-F	2. KGW	2. KGON-F	2. KEX	2. KEX	2. KEX
3. KGW	3. KINK-F	3. KINK-F	3. KGW	3. KYTE	3. KGON-F
4. KCNR-F	4. KLLB-F	4. KLLB-F	4. KLLB-F	4. KXL-F	4. KWJJ+
5. KYTE	5. KQFM-F	5. KEX	5. KINK-F	5. KWJJ	5. KXL

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	181 (3)	429 (5)	610 (8)	40.1
BTFM MUSIC	46 (1)	220 (2)	266 (3)	17.5
COUNTRY	173 (4)	36 (1)	209 (5)	13.7
NEWS/TALK	204 (4)		204 (4)	13.4
MOR/AC	128 (1)	61 (1)	189 (2)	12.4
RELIGION	31 (2)		31 (2)	2.0
UNKNOWN		13 (1)	13 (1)	0.9
			<u>1522 (25)</u>	

PORTLAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KGON-F	1. KGW	1. KGW	KAAR	1480	Vancouver .6
2. KGW	2. KGON-F	2. KGON-F	KCNR-F	97.1	3.2
3. KUPL-F	3. KEX	3. KWJJ	KGAR	1550	Vancouver .4
4. KEX	4. KUPL-F	4. KYTE	KKSN	910	Vancouver 1.5
5. KXL-F	5. KWJJ	5. KUPL-F	KLIQ	1290	.5
6. KYTE	6. KXL-F	6. KYXI	KMJK-F	106.7	Lake Oswego 3.7
7. KLLB-F	7. KLLB-F	7. KXL-F	KPAM	1410	1.3
8. KINK-F	8. KXL	8. KEX	KPDQ	800	.6
9. KWJJ	9. KYTE	9. KQFM-F	KPDQ-F	93.7	.8
10. KYXI	10. KINK-F	KLLB-F	KRDR	1230	Gresham .6
11. KMJK-F	11. KYXI		KUPL	1330	2.9
12. KXL	12. KMJK-F		KJIB-F	99.5	2.2
13. KQFM-F	13. KCNR-F		KXL	750	3.2
KKEY	14. KQFM-F				
15. KCNR-F	15. KJIB-F				

ADI FM SHARE: 51.22% (1150 of 2245) (A/M 80: 45.30%)

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR/TALK	ABC-I, \$ 60.00	(MMR)	Golden West
KGW , 620, 5 KW (DA-N)	, CONTEMP	, \$140.00	(Blair)	King
KKEY, 1150, 5 KW (DAYS,DA)	, TALK	MBS, \$ ? ?	(----)	
KWJJ, 1080, 50 KW/10 KW (DA-1)	, COUNTRY	ABC-E, \$ 79.88	(Katz)	Park
KXL , 750, 50 KW/1 KW (DA-1)	, NEWS/TALK	MBS, \$ 58.50	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-N)	, COUNTRY	, \$ 46.00	(Selcom)	Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1)	, NEWS	MBS,CBS, \$ 38.88	(Buckley)	Des Moines Reg

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200,	CONTEMP	ABC-C, \$ 38.75	(Christal)	Duffy
KGON-F, 92.3, 100 KW @ 920,	AOR (Burk-Abr)	, \$ 62.00	(Buckley)	Des Moines Reg
KINK-F, 101.9, 100 KW @ 1611,	ROCK	, \$ 60.00	(Blair)	King
KLLB-F, 101.1, 100 KW @ 1640,	CONTEMP	, \$ 46.00	(Selcom)	Gaylord
KMJK-F, 106.7, 94 KW @ 880,	ROCK	, \$ 38.00	(Eastman)	Harte-Hanks
KQFM-F, 100.3, 100 KW @ 920,	OLDIES	ABC-F,Source, \$ 35.00	(MMR)	Golden West
KUPL-F, 98.5, 100 KW @ 1100,	BTFL MUS (Bonne)	, \$ 72.00	(Torbet)	
KJIB-F, 99.5, 100 KW @ 920,	COUNTRY	, \$ 44.35	(Katz)	Park
KXL-F , 95.5, 100 KW @ 920,	BTFL MUS	, \$ 58.50	(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	253,793, Newhouse
Portland Oregon Journal	E	111,728, Newhouse
Oregon Statesman (Salem)	M	48,876, Gannett
Salem Capital Journal	E	16,678, Gannett

PROVIDENCE

Market # 45; ADI # 33  
 Revenue Rank # 51  
 Income Rank # 204  
 APR 18.7  
 SMSA Pop: 862,200  
 CSI: 6.7 Bil (# 45)

Revenue : \$8,969,965  
 Income : \$ -116,682  
 % Rev Gain: +3.6  
 Stations: 39/20  
 Diaries: 1607/537:1  
 CSI HH: 21.3 M (# 153)

National Rev: \$3,439,561  
 Nat Rev per Cap: \$3.82  
 Tot Rev per Cap: \$9.95  
 Tot Inc per Cap: \$-.13  
 Profit Margin: ---  
 Retail \$: 2.9 Bil (# 58)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WPRO-F	235/10.5	8.3	5.8	7.7	9.9	1. WPRO-F	265	1. WPRO-F	4032/30.2
2. WLKW-F	222/10.0	12.8	10.8	12.4	10.1	2. WLKW-F	224	2. WPRO	3381/27.4
3. WPRO	187/ 8.4	8.3	5.8	7.7	9.9	3. WPRO	187	3. WPJB-F	3157/22.5
4. WPJB-F	136/ 6.1	7.7	9.4	7.2	7.2	4. WPJB-F	164	4. WLKW-F	2574/20.9
5. WEAN	116/ 5.2	5.5	5.7	4.9	5.4	5. WCOZ-F	157	5. WEAN	2190/17.8
6. WCOZ-F	104/ 4.7	3.8	1.6	1.8	.6	6. WEAN	117	6. WCOZ-F	2027/12.3
7. WLKW	103/ 4.6	4.7	2.3	2.4	2.6	7. WLKW	104	7. WHJJ	1957/16.0
8. WHJJ	98/ 4.4	2.6	4.7	3.9	5.8	8. WHJJ	99	8. WBZ	1552/ 7.6
9. WHJY-F	83/ 3.7	5.6	5.1	6.0	5.5	9. WHJY-F	92	9. WHJY-F	1373/ 9.8
10. WSNE-F	73/ 3.3	.8	.5	.3	.7	10. WAAF-F	91	10. WMYS-F	1342/ 9.1

12+ FM SHARE (METRO): 55.89% (1176 of 2104) (A/M 80: 58.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPJB-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WLKW-F	1. WPRO
2. WPRO-F	2. WCOZ-F	2. WPRO	2. WLKW-F	2. WPRO	2. WPRO-F
3. WCOZ-F	3. WPJB-F	3. WLKW-F	3. WPRO	3. WLKW	3. WEAN
4. WAAF-F	4. WPRO	4. WPJB-F	4. WSNE-F	4. WPRO-F	4. WLKW-F
5. WXKS-F	5. WAAF-F	5. WCOZ-F	5. WPJB-F	5. WHJY-F	5. WPJB-F

OTHER RATED STATIONS/METRO SHARE

WCRB-F	102.5	Boston	1.0	WJIB-F	96.9	Boston	.9
WEEI	590	Boston	.3	WNBC	660	New York	.7
WEEI-F	103.3	Boston	.9	WPLM-F+	99.1	Plymouth	.5
WHDH	850	Boston	1.2	WROR-F	98.5	Boston	.4
WHUE-F	100.7	Boston		WXKS-F	107.9	Boston	1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (2)	716 (9)	777 (11)	36.9
MOR/AC	523 (11)	83 (2)	606 (13)	28.8
BTFL MUSIC	16 (1)	344 (5)	360 (6)	17.1
NEWS/TALK	147 (3)		147 (3)	7.0
BIG BAND	105 (2)	10 (1)	115 (3)	5.5
COUNTRY	55 (1)		55 (1)	2.6
CLASSICAL		23 (1)	23 (1)	1.1
RELIGION	21 (1)		21 (1)	1.0
			2104 (39)	

PROVIDENCE 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. WPRO-F	1. WPRO-F	1. WPRO-F	WADK	1540	Newport	1.2
2. WLKW-F	2. WPRO	2. WPRO	WALE	1400	Fall River	.6
3. WPRO	3. WPJB-F	3. WLKW-F	WARA	1320	Attleboro	.7
4. WPJB-F	4. WLKW-F	4. WEAN	WBRU-F	95.5		1.6
5. WEAN	5. WEAN	5. WPJB-F	WBSM	1420	New Bedford	2.2
6. WCOZ-F	6. WHJJ	6. WHJJ	WGNG	550	Pawtucket	2.0
7. WLKW	7. WCOZ-F	7. WCOZ-F	WHIM	1110		2.5
8. WHJJ	8. WLKW	8. WBSM	WICE	1290		.9
9. WHJY-F	9. WHJY-F	9. WXKS-F	WKRI	1450	West Warwick	.4
10. WSNE-F	10. WMYS-F	WLKW	WMYS-F	98.1	New Bedford	2.9
11. WAAF-F	11. WAAF-F		WNBH	1340	New Bedford	.7
12. WMYS-F	12. WSNE-F		WOTB-F	107.1	Middletown	.3
13. WHIM	13. WNBC		WPEP	1570	Taunton	1.1
14. WNBC	14. WBZ		WSAR	1480	Fall River	1.5
15. WBZ	15. WGNG		WWON	1240	Woonsocket	.7
			WAAF-F	107.3	Worcester	2.9
			WBCN-F	104.1	Boston	.7
			WBZ	1030	Boston	2.2

ADI FM SHARE: 54.43% (1289 of 2368) (A/M 80: 58.00%)

AM STATIONS

WEAN, 790, 5 KW (DA-2), NEWS	CBS, MBS, \$80.00 (Mc-Guild)	Prov Journal
WGNG, 550, 1 KW (DA-N), CONTEMP/AC	ABC-C, \$26.25 (Christal)	
WHJJ, 920, 5 KW (DA-N), MOR	ABC-E, \$51.25 (Katz)	
WLKW, 990, 50 KW (DAYS, DA), BIG BAND (Al Ham)	ABC-I, \$35.00 (Tornet)	McCormick
WPRO, 630, 5 KW (DA-N), AC/CONTEMP	, \$72.50 (Blair)	Capital Cities
WHIM, 1110, 1 KW (DAYS), COUNTRY	, \$55.00 (Christal)	

FM STATIONS

WHJY-F, 94.1, 50 KW @ 434, BTFL MUS (Churchill)	, \$51.25 (Katz)	
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS (Carson)	, \$85.00 (Torbet)	McCormick
WMYS-F, 98.1, 50 KW @ 589, ROCK (Drake-Chen)	, \$18.70 (Christal)	(NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK	, \$80.00 (Mc-Guild)	Prov Journal
WPRO-F, 102.3, 50 KW @ 500, ROCK	, \$72.50 (Blair)	Capital Cities
WSNE-F, 93.3, 50 KW @ 619, AC	NBC, \$30.00 (Eastman)	Outlet

WAAF-F - See Worcester

Other Stations - See Boston

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WLNE	New Bedford	6	CBS, Knight-Ridder

NEWSPAPER

Providence Bulletin, Journal                      M - 75,435                      E - 141,759

PUEBLO

Market # 240  
 Revenue Rank # 230  
 Income Rank # 239  
 APR 15.5  
 SMSA Pop: 129,100  
 CSI: 1.0 Bil (# 226)

Revenue : \$1,309,683  
 Income : \$ -400,025  
 % Rev Gain: -2.9  
 Stations: 17/8  
 Diaries: 575/225:1  
 CSI HH: 20.1 M (# 209)

National Rev: \$173,770  
 Nat Rev per Cap: \$1.35  
 Tot Rev per Cap: \$10.14  
 Tot Inc per Cap: \$-3.10  
 Profit Margin: ---  
 Retail \$: .5 Bil (# 245)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KIDN 22/13.6	13.7	13.7	1. KIDN 28	1. KIDN 353/26.1
2. KCCY-F 20/12.3	5.2	4.8	2. KCSJ 23	2. KDZA 345/28.0
3. KCSJ 17/10.5	8.5	10.1	3. KCCY-F 20	3. KCSJ 339/21.8
4. KILO-F 15/ 9.3	11.8	8.3	KILO-F 20	4. KILO-F 246/16.8
5. KDZA 14/ 8.6	15.7	18.5	5. KDZA 17	5. KCCY-F 241/21.6
6. KZLO-F 12/ 7.4	6.5	1.8	6. KOA 16	6. KSPZ-F 208/13.3
7. KRDO-F 11/ 6.8	3.9	7.1	7. KRDO-F 15	7. KOA 189/ 7.9
8. KYNR-F 8/ 4.9	4.6	3.0	8. KSPZ-F 14	8. KZLO-F 168/13.5
KSPZ-F 8/ 4.9	4.6	3.6	KZLO-F 14	9. KRDO-F 167/ 8.6
10. KAPI 7/ 4.3	2.6	7.7	10. KYNR-F 8	10. KIIQ-F 127/ 5.8

12+ FM SHARE (METRO): 55.70% (88 of 158) (A/M 80: 43.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDZA	1. KILO-F	1. KCCY-F	1. KIDN	1. KIDN	1. KCSJ
2. KILO-F	2. KCCY-F	2. KIDN	2. KCCY-F	2. KCSJ	2. KIDN
3. KSPZ-F	3. KIDN	3. KILO-F	3. KZLO-F	3. KCCY-F	3. KDZA

OTHER RATED STATIONS/METRO SHARE

KAPI-F 107.1	3.1	KFEL 970	1.2	KPUB 1480	2.5
KRQY-F 98.9	1.2	KIIQ-F 102.7	Colorado Springs	1.9	
KOA 850	Denver 2.5	KKFM-F 96.5	Colorado Springs	2.5	

FORMATS

	AM	FM	TOTAL	%
COUNTRY	26 (2)	20 (1)	46 (3)	29.1
ROCK/AOR/CONTEMP	14 (1)	30 (4)	44 (5)	27.8
MOR/AC	17 (1)	12 (1)	29 (2)	18.4
BTFL MUSIC		19 (2)	19 (2)	12.0
SPANISH	7 (1)	5 (1)	12 (2)	7.6
NEWS/TALK	4 (1)		4 (1)	2.5
RELIGION	2 (1)		2 (1)	1.3
UNKNOWN		2 (1)	2 (1)	1.3
			158 (17)	

RADIO STATIONS

KAPI, 690, 250 W (DAYS)	, SPANISH	, \$ 9.00	(Caballero)
KCSJ, 590, 1 KW (DA-1)	, MOR	ABC-I, \$ 9.50	(Eastman)
KDZA, 1230, 1 KW/250 W	, ROCK	, \$15.50	(Masla)
KIDN, 1350, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, \$15.00	(Torbet) Scribner
KCCY-F, 97.9, 100 KW @ 320,	COUNTRY	, \$11.00	(Savalli)
KYNR-F, 99.9, 68 KW @ 2000,	BTFL MUS (FM-100)	, \$10.75	(PRO) Peoria Jrnl Star
KZLO-F, 100.7, 100 KW @ 800,	AC	ABC-E, \$15.50	(Masla)

KOA - See Denver

OTHER STATIONS - See Colorado Springs

NEWSPAPERS, TV STATIONS - See Colorado Springs



RALEIGH

Market # 78; ADI # 41  
 Revenue Rank # 58  
 Income Rank # 74  
 APR 16.2  
 SMSA Pop: 532,800  
 CSI: 4.2 Bil (# 75)

Revenue : \$7,878,115  
 Income : \$ 541,999  
 % Rev Gain: -5.5  
 Stations: 20/17  
 Diaries: 982/543:1  
 CSI HH: 22.3 M (# 104)

National Rev: \$1,955,748  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$15.47  
 Tot Inc per Cap: \$1.06  
 Profit Margin: 6.9%  
 Retail \$: 2.3 Bil (# 78)

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	80	80	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WRAL-F	112/15.6	13.3	12.5	11.3	13.6	1. WRAL-F	389	1. WRAL-F	4919/32.5
2. WPTF	82/11.4	14.4	14.6	15.1	14.7	2. WYYD-F	151	2. WQDR-F	2228/18.7
3. WYYD-F	73/10.2	7.0	9.0	10.3	8.4	3. WPTF	149	3. WPTF	2212/28.4
4. WQDR-F	59/ 8.2	11.1	9.3	10.8	8.3	WQDR-F	149	4. WYYD-F	1764/18.1
5. WDUR	55/ 7.6	5.7	7.3	4.3	3.3	5. WDUR	64	5. WKIX	1185/20.3
6. WSRC	48/ 6.7	4.7	9.2	3.1	4.0	6. WSRC	52	6. WDCG-F	702/ 8.9
7. WLLE	44/ 6.1	8.3	---	6.4	7.1	7. WLLE	51	7. WLLE	647/11.0
8. WKIX	35/ 4.9	6.6	7.4	7.4	8.6	8. WKIX	46	8. WDUR	559/10.6
9. WDCG-F	22/ 3.1	2.9	5.1	6.2	7.9	9. WDCG-F	37	9. WDNC	503/ 8.3
10. WCHL	17/ 2.4	1.9	1.5	3.1	1.8	10. WAKS-F	24	10. WSRC	488/ 9.0

12+ FM SHARE (METRO): 46.33% (290 of 626) (A/M 80: 42.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDUR	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F
2. WQDR-F	2. WQDR-F	2. WQDR-F	2. WYYD-F	2. WYYD-F	2. WPTF
3. WRAL-F	3. WDUR	3. WDUR	3. WPTF	3. WSRC	3. WQDR-F
4. WDCG-F	4. WYYD-F	WYYD-F	4. WKIX	4. WRAL-F	4. WYYD-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (2)	193 (3)	245 (5)	39.1
BLACK	147 (3)	4 (1)	151 (4)	24.1
MOR/AC	97 (2)		97 (2)	15.5
BTFL MUSIC		73 (1)	73 (1)	11.7
COUNTRY	32 (4)	16 (2)	48 (6)	7.7
RELIGION	8 (1)		8 (1)	1.3
CLASSICAL		4 (1)	4 (1)	.6
			626 (20)	

RALEIGH 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. WRAL-F	1. WRAL-F	1. WPTF	WAKS	1460	Fuquay .4
2. WPTF	2. WQDR-F	2. WRAL-F	WAKS-F	103.9	Fuquay 1.1
WQDR-F	3. WPTF	3. WDUR	WDBS-F	107.1	.6
4. WYYD-F	4. WQSM-F	4. WYYD-F	WDNC	620	2.1
5. WQSM-F	5. WYYD-F	5. WQDR-F	WPJL	1240	1.1
6. WDUR	6. WKIX	6. WKIX	WRBX	1530	Chapel Hill .6
7. WSRC	7. WLLC	7. WSRC	WTIK	1310	1.7
8. WLLC	8. WDCG-F	8. WTIK	WYNA	1550	1.8
9. WKIX	9. WFNC		WPCM-F	101.1	Burlington 1.1
10. WFNC	10. WDUR		WQMG-F	97.1	Greensboro .6
11. WDCG-F	11. WDNC				
12. WARR	12. WSRC				
13. WRSV-F	13. WITN-F				
14. WFAI	14. WFLB				
WFBS	15. WCHL				
WAKS-F					

ADI FM SHARE: 57.27% (997 of 1741) (A/M 80: 55.00%)

WCHL, 1360, 5 KW/1 KW (DA-N), CONTEMP	MBS, \$18.00 (Southern)	(CHAPEL HILL)
WDUR, 1490, 1 KW/250 W, BLACK (Drake-Chen)	ABC-C, \$17.00 (Selcom)	
WDNC, 620, 5 KW/1 KW (DA-2), MOR	CBS, \$21.00 (Torbet)	
WKIX, 850, 10 KW/5 KW (DA-N), CONTEMP	RKO, \$35.50 (Blair)	Mann
WLLC, 570, 500 W (DAYS), BLACK	SBN, \$16.75 (Howard)	
WPTF, 680, 50 KW (DA-N), MOR	NBC,ABC-E, \$54.50 (Christal)	Durham Life
WSRC, 1410, 5 KW (DAYS,DA), BLACK	NBN, \$16.50 (Howard)	

FM STATIONS

WAKS-F, 103.9, 3.5 KW @ ??, COUNTRY (?)	MBS, \$ ?? (----)	(FUQUAY)
WDCG-F, 105.1, 36 KW @ 330, ROCK	ABC-I, \$28.00 (Torbet)	
WQDR-F, 94.7, 100 KW @ 1025, AOR (Burk-Abr)	ABC-F, \$45.00 (Mc-Guild)	Durham Life
WRAL-F, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen)	,\$100.00 (Katz)	Capitol
WYYD-F, 96.1, 98 KW @ 992, BTFL MUS (Bonne)	,\$45.75 (Blair)	Mann Media
WRSV-F, 92.1, 1.7 KW @ 380, BLACK	SBN, \$ 4.00 (Southern)	(ROCKY MOUNT)

Other Stations - See Fayetteville and Greenville, NC

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	131,921
Raleigh Times	E	35,194
Fayetteville Times	M	22,663
Fayetteville Observer	E	42,116
Durham Herald	M	41,886
Durham Sun	E	22,068

READING

Market # 123  
 Revenue Rank # 145  
 Income Rank # 134  
 APR 17.4  
 SMSA Pop: 311,700  
 CSI: 2.6 Bil (# 114)

Revenue : \$2,913,995  
 Income : \$ 155,995  
 % Rev Gain:+9.1  
 Stations: 30/5  
 Diaries: 606/514:1  
 CSI HH: 21.7 M (# 134)

National Rev: \$207,411  
 Nat Rev per Cap: \$ .67  
 Tot Rev per Cap: \$9.35  
 Tot Inc per Cap: \$ .50  
 Profit Margin: 5.4%  
 Retail \$: 1.3 Bil (# 127)

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WEEU	84/18.0	15.0	15.8
2. WRFY-F	51/10.9	11.6	7.3
3. WHUM	40/ 8.6	8.7	14.5
4. WIFI-F	32/ 6.9	5.4	4.5
WYSP-F	32/ 6.9	6.0	4.1
6. WRW	25/ 5.4	6.7	5.3
7. WWSH-F	23/ 4.9	6.3	5.3
8. WEAZ-F	18/ 3.9	2.9	4.1
9. WXKW-F	17/ 3.6	3.8	1.5
10. KYW	15/ 3.2	4.5	6.2

NOTE: The Reading  
 TSA and MSA are  
 the same.

12+ CUME/CUME	RATING
1. WEEU	934/35.0
2. WHUM	687/25.7
3. WRFY-F	648/24.3
4. WRW	558/20.9
5. WIFI-F	472/17.7
6. WYSP-F	415/15.5
7. KYW	404/15.1
8. WMMR-F	263/ 9.8
9. WWSH-F	252/ 9.4
10. WFIL	250/ 9.4

12+ FM SHARE (METRO): 64.50% (278 of 431) (A/M 80: 55.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WYSP-F	1. WRFY-F	1. WEEU	1. WEEU	1. WEEU
2. WYSP-F	2. WRFY-F	2. WYSP-F	WRFY-F	2. WHUM	2. WHUM
	3. WIFI-F	3. WEEU	3. WHUM	3. WRFY-F	3. WRFY-F

OTHER RATED STATIONS/METRO SHARE

WBYO-F	107.5	Boyertown	.9	WLEV-F	96.1	Easton	.6
WAEB	790	Allentown	.4	WMGK-F	102.9	Philadelphia	1.3
WCAU-F	98.1	Philadelphia	.9	WMMR-F	93.3	Philadelphia	2.8
WFIL	560	Philadelphia	2.6	WNCE-F	101.3	Lancaster	.4
WFLN-F	95.7	Philadelphia	.6	WQQQ-F	99.9	Easton	.6
WFMZ-F	100.7	Allentown	.4	WSNI-F	104.5	Philadelphia	.9
WHP-F	97.3	Harrisburg	.4	WUSL-F	98.9		1.3
WIOQ-F	102.1	Philadelphia	.9	WVCD-F	97.9	Hazleton	.6
WIOV-F	105.1	Ephrata	1.1	WWDB-F	96.5	Philadelphia	1.9
WLAN-F	96.9	Lancaster	1.1	WZZO-F	95.1	Bethlehem	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	2 (1)	142 (9)	144 (10)	33.4
MOR/AC	121 (3)	16 (3)	137 (6)	31.8
COUNTRY	40 (1)	22 (2)	62 (3)	14.4
BTFL MUSIC		53 (7)	53 (7)	12.3
NEWS/TALK	15 (1)	9 (1)	24 (2)	5.6
BLACK/JAZZ		4 (1)	4 (1)	0.9
RELIGION		4 (1)	4 (1)	0.9
CLASSICAL		3 (1)	3 (1)	0.7
			431 (30)	

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR ABC-E, \$25.75 (Buckley) Reading Times  
 WHUM, 1240, 1 KW/250 W, COUNTRY NBC, \$21.75 (Torbet) Brill  
 WRW, 1340, 1 KW/250 W, CONTEMP/AC ABC-C, \$21.50 (Masla)  
 WRFY-F, 102.5, 15 KW @ 820, CONTEMP/AC ABC-F,RKO, \$26.50 (HR/Stone)

OTHER STATIONS - SEE PHILADELPHIA, ALLENTOWN, LANCASTER, HARRISBURG

NEWSPAPERS

Reading Eagle E 42,941  
 Reading Times M 42,548

RENO

Market # 171  
 Revenue Rank # 104  
 Income Rank # 77  
 APR 16.8  
 SMSA Pop: 204,500  
 CSI: 1.9 Bil (# 150)

Revenue : \$4,520,197  
 Income : \$ 528,967  
 % Rev Gain:+41.7  
 Stations: 13/10  
 Diaries: 812/252:1  
 CSI HH: 23.8 M (# 49)

National Rev: \$933,390  
 Nat Rev per Cap: \$4.56  
 Tot Rev per Cap: \$22.10  
 Tot Inc per Cap: \$2.59  
 Profit Margin: 11.7%  
 Retail \$: 1.3 Bil (# 122)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOZZ-F 38/13.6	7.9	10.7	1. KOZZ-F 58	1. KOH 606/21.5
2. KRNO-F 34/12.1	14.5	6.3	2. KSRN-F 50	2. KOZZ-F 573/23.0
3. KSRN-F 29/10.4	14.1	17.1	3. KOH 47	3. KCBN 532/25.8
4. KONE 28/10.0	11.5	9.8	4. KRNO-F 38	4. KOLO 464/20.4
5. KOH 27/ 9.6	9.3	9.3	5. KCBN 32	5. KSRN-F 439/16.2
6. KCBN 27/ 9.6	11.9	8.8	6. KONE 30	6. KKBC-F 404/ 8.5
7. KNEV-F 20/ 7.1	1.3	2.4	7. KKBC-F 26	7. KRNO-F 397/22.5
8. KOLO 19/ 6.8	10.6	8.8	8. KOLO 25	8. KONE 331/17.6
9. KBET 10/ 3.6	5.3	5.4	9. KNEV-F 20	9. KCRL 240/ 8.5
10. KKBC-F 9/ 3.2	3.1	7.8	10. KCRL 13	10. KNEV-F 214/12.7

12+ FM SHARE (METRO): 51.37% (131 of 255) (A/M 80: 42.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KCBN	1. KOZZ-F	1. KOZZ-F	1. KRNO-F	1. KONE	1. KOH
2. KOZZ-F	2. KRNO-F	2. KRNO-F	2. KONE	KSRN-F	2. KOZZ-F
	3. KCBN	3. KONE	3. KOLO	3. KOH	3. KSRN-F

OTHER RATED STATIONS/METRO SHARE

KCRL 780 2.1 KEZC-F 101.7 Truckee, CA .4 KROI 1270 2.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	27 (1)	72 (2)	99 (3)	38.8
COUNTRY	38 (2)	10 (2)	48 (4)	18.8
MOR/AC	26 (2)		26 (2)	10.2
BTFL MUSIC		49 (2)	49 (2)	19.2
NEWS/TALK	27 (1)		27 (1)	10.6
CLASSICAL	6 (1)		6 (1)	2.4
			255 (13)	

RADIO STATIONS

KBET, 1340, 1 KW/250 W	, COUNTRY	ABC-I, \$ 7.00	(PRO)
KCBN, 1230, 1 KW/250 W	, ROCK	, \$12.00	(Torbet)
KOH, 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$17.50	(Katz) McClatchy
KOLO, 920, 5 KW/1 KW (DA-N)	, MOR	NBC, \$18.75	(Eastman) Donrey
KONE, 1450, 1 KW/250 W	, COUNTRY	ABC-E, \$15.65	(Lotus) Lotus
KCRL, 780, 50 KW (DA-N)	, CLASSICAL	, \$11.00	(----)
KNEV-F, 95.5, 50 KW @ 530	, BTFL MUS (Bonne)	, \$12.00	(Katz) McClatchy
KOZZ-F, 105.7, 75 KW @ 2120	, AOR (Burk-Abr)	ABC-F, \$15.65	(Lotus) Lotus
KRNO-F, 106.9, 60 KW @ 457	, SOFT ROCK/AC	, \$12.00	(Torbet)
KSRN-F, 104.5, 25 KW @ 2900	, BTFL MUSIC	, \$13.00	(Masla)
KKBC-F, 97.3, 52 KW @ 2240	, COUNTRY	RKO, \$13.25	(Christal) (CARSON CITY)

TV STATIONS

KCRL	Reno	4	NBC
KOLO	Reno	8	ABC, Donrey
KTVN	Reno	2	CBS, Sarkes-Tarzian

NEWSPAPERS

Nevada State Journal	M	32,973, Gannett
Reno Gazette	E	24,098, Gannett

RICHLAND-KENNEWICK-PASCO

Market # 211  
 Revenue Rank # 167  
 Income Rank # 123  
 APR 15.2  
 SMSA Pop: 148,200  
 CSI: 1.2 Bil (# 197)

Revenue : \$2,518,386  
 Income : \$ 199,025  
 % Rev Gain: +10.4  
 Stations: 11/10  
 Diaries: 459/323:1  
 CSI HH: 22.9 M (# 77)

National Rev: \$431,994  
 Nat Rev per Cap: \$2.91  
 Tot Rev per Cap: \$16.99  
 Tot Inc per Cap: \$1.34  
 Profit Margin: 7.9%  
 Retail \$: .6 Bil (# 222)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KONA 27/15.1	20.5	23.0	1. KIOK-F 38	1. KONA 531/31.5
2. KIOK-F 24/13.4	4.5	6.7	2. KONA 33	2. KSXT-F 411/15.6
3. KONA-F 21/11.7	12.9	12.6	3. KONA-F 31	3. KALE 409/29.3
4. KOTY 19/10.6	12.1	11.1	4. KSXT-F 28	4. KIOK-F 361/20.1
KZZK-F 19/10.6	12.1	5.2	5. KALE 20	5. KONA-F 344/18.8
6. KALE 17/ 9.5	16.7	13.3	KOTY 20	6. KOTY 287/22.0
7. KXDD-F 9/ 5.0	6.1	11.1	7. KZZK-F 19	7. KZZK-F 277/21.7
KSXT-F 9/ 5.0	3.0	3.0	8. KORD 14	8. KORD 198/12.2
9. KORD 8/ 4.5	3.0	3.0	9. KXDD-F 9	9. KXDD-F 177/15.1
10. KPG-F 6/ 3.4	---	.7	10. KPQ-F 6	10. KPQ-F 118/ 7.8

12+ FM SHARE (METRO): 55.00% (88 of 160) (A/M 80: 42.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KONA	1. KONA	1. KONA
2. KALE	2. KZZK-F	2. KZZK-F	2. KONA-F	2. KONA-F	2. KONA-F
3. KSXT-F	3. KALE	3. KOTY	3. KOTY	3. KOTY	3. KIOK-F

OTHER RATED STATIONS/METRO SHARE

KGW 620 Portland .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	17 (1)	61 (4)	78 (4)	48.8
MOR/AC	28 (2)		28 (2)	17.5
BTFL MUSIC		27 (2)	27 (2)	16.9
COUNTRY	27 (2)		27 (2)	16.9
			160 (11)	

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), CONTEMP	, \$21.00 (Roslin)	Sterling
KONA, 610, 5 KW (DA-N), MOR	, \$14.00 (Torbet)	
KORD, 910, 1 KW (DAYS), COUNTRY (TM)	, \$ 6.20 (Christal)	
KOTY, 1340, 1 KW/250 W, COUNTRY	, \$ 9.25 (PRO)	KUTI
KIOK-F, 94.9, 100 KW @ 1250, ROCK	, \$21.00 (Roslin)	Sterling
KONA-F, 105.3, 100 KW @ 1180, BTFL MUS	, \$14.00 (Torbet)	
KXDD-F, 106.3, 2.7 KW @ 160, CONTEMP (TM)	, \$ 9.25 (PRO)	KUTI
KZZK-F, 102.7, 100 KW @ 863, CONTEMP	, \$ 9.30 (Christal)	
KPQ-F, SEE WENATCHEE CONDENSED REPORT		
KSXT-F, 97.1, 50 KW @ 1340, ROCK	, \$ 9.00 (PRO)	(WALLA WALLA)

TV STATIONS - See Yakima

NEWSPAPER

Tri City Herald E 39,417

RICHMOND

Market # 67  
 Revenue Rank # 70  
 Income Rank # 118  
 APR 16.3  
 SMSA Pop: 629,500  
 CSI: 5.3 Bil (# 57)

Revenue : \$6,698,168  
 Income : \$ 217,029  
 % Rev Gain: -22.7  
 Stations: 20/14  
 Diaries: 887/710:1  
 CSI HH: 22.7 M (# 89)

National Rev: \$1,625,962  
 Nat Rev per Cap: \$2.63  
 Tot Rev per Cap: \$10.85  
 Tot Inc per Cap: \$ .35  
 Profit Margin: 3.2 %  
 Retail \$: 3.1 Bil (# 56)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRVA 181/20.8	20.2	20.2	20.6	17.6	1. WRVA 253	1. WRVA 3116/40.9
2. WRVQ-F 113/13.0	11.8	12.2	16.3	17.3	2. WRVQ-F 187	2. WRVQ-F 2489/30.3
3. WRXL-F 81/ 9.3	11.0	7.8	5.8	6.7	3. WPLZ-F 101	3. WRNL 1232/19.4
4. WPLZ-F 75/ 8.6	.4	.6	.6	---	4. WRXL-F 99	4. WRXL-F 1211/17.1
5. WRNL 57/ 6.6	3.1	3.8	6.1	3.7	5. WEZS-F 86	5. WEZS-F 1063/13.2
6. WEZS-F 54/ 6.2	7.2	8.0	7.6	10.3	6. WPVA-F 73	6. WPLZ-F 951/13.7
7. WANT 46/ 5.3	8.6	5.7	6.3	2.6	7. WTVR-F 64	7. WTVR-F 922/11.7
8. WTVR-F 44/ 5.1	5.7	4.1	4.2	7.2	8. WRNL 63	8. WLEE 825/15.5
9. WLEE 38/ 4.4	5.1	5.7	4.4	4.5	9. WANT 60	9. WANT 747/11.0
10. WXGI 37/ 4.3	2.7	3.4	3.8	5.6	10. WXGI 41	10. WPVA-F 655/ 6.1

12+ FM SHARE (METRO): 47.58% (393 of 826) (A/M 80: 38.45%)

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
WRXL-F	2. WPLZ-F	2. WRVA	2. WRVQ-F	2. WEZS-F	2. WRVQ-F
3. WANT	3. WRXL-F	3. WPLZ-F	3. WRNL	3. WXGI	3. WPVA-F
4. WPLZ-F	4. WRVA	4. WRXL-F	4. WPLZ-F	4. WTVR-F	4. WEZS-F

OTHER RATED STATIONS/METRO SHARE

WEET 1320	1.5	WENZ 1450	2.0	WBCI-F+ 96.5	Williamsburg	.7
WGOE 1590	1.7	WKIE 1540	1.4	WPVA 1290	Petersburg	.1
WTVR 1380	1.7			WPVA-F 95.3	Petersburg	2.1
WSVS 800	Creve --			WSVS-F 104.7	Creve	.3

FORMATS

	AM	FM	TOTAL	%
MOR/AC	234 (3)		234 (3)	28.3
ROCK/AOR/CONTEMP	13 (2)	199 (3)	212 (5)	25.7
BLACK	63 (2)	75 (1)	138 (3)	16.7
COUNTRY	108 (4)	21 (2)	129 (6)	15.6
BTFL MUSIC		98 (2)	98 (2)	11.9
BIG BAND	15 (1)		15 (1)	1.8
			826 (20)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	, \$27.00	(Masla)	Sinclair
WLEE, 1480, 5 KW (DA-2), AC/CONTEMP	, \$23.00	(Blair)	Nationwide
WRNL, 910, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-I, \$39.00	(MMR)	Rust
WRVA, 1140, 50 KW (DA-N), MOR	NBC, \$78.75	(Eastman)	Harte-Hanks
WXGI, 950, 5 KW (DAYS), COUNTRY	, \$10.00	(----)	
WEZS-F, 103.7, 74 KW @ 440, BTFL MUS	, \$46.25	(Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK	, \$78.75	(Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)	, \$39.00	(MMR)	Rust
WTVR-F, 98.1, 50 KW @ 840, BTFL MUS (FM-100)	, \$28.75	(Buckley)	Park
WPLZ-F, 99.3, 3 KW @ 290, BLACK (TM)	, \$25.00	(Lotus)	(PETERSBURG)
WPVA-F, 95.3, 3 KW @ 300, COUNTRY	, \$15.75	(Southern)	(PETERSBURG)

TV STATIONS

WTVR Richmond 6 CBS, Park  
 WXEX Richmond 8 ABC, Nationwide  
 WWBT Richmond 12 NBC, Jeff-Pilot

NEWSPAPERS

Richmond News-Leader E 114,295  
 Richmond Times-Dispatch M 135,360

RIVERSIDE-SAN BERNADINO-ONTARIO

Market # 26  
 Revenue Rank # 49  
 Income Rank # 115  
 APR 16.4  
 SMSA Pop: 1,504,100  
 CSI: 11.2 Bil (# 29)

Revenue: \$9,357,501  
 Income : \$ 222,619  
 % Rev Gain: +17.7  
 Stations: 39/40  
 Diaries: 1120/1343:1  
 CSI HH: 19.0 M (# 256)

National Rev: \$1,728,003  
 Nat Rev per Cap: \$1.22  
 Tot Rev per Cap: \$6.58  
 Tot Inc per Cap: \$ .16  
 Profit Margin: 2.4%  
 Retail \$: 6.2 Bil (# 28)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KBIG-F	108/6.5	3.5	5.9	1. KFI 132	1. KFI	2351/18.5
2. KFI	103/6.2	6.4	9.4	2. KBIG-F 111	2. KBIG-F	1539/14.5
3. KDUO-F	102/6.1	4.5	6.0	3. KDUO-F 105	3. KNX	1243/10.9
4. KOLA-F	63/3.8	3.2	3.7	4. KNX 65	4. KFXM	1222/11.2
KLAC	63/3.8	6.2	3.3	5. KOLA-F 64	5. KOLA-F	1162/11.0
6. KCKC	61/3.7	4.3	3.6	KLAC 64	6. KDUO-F	1149/11.1
7. KGGI-F	60/3.6	5.7	6.1	KGGI-F 64	7. KGGI-F	1147/10.7
KNX	60/3.6	3.1	4.7	KCKC 64	8. KMET-F	1120/10.2
KOST-F	60/3.6	3.1	4.1	9. KOST-F 61	9. KRTH-F	1020/ 9.5
10. KABC	57/3.4	2.9	2.5	10. KABC 59	10. KABC	974/ 8.9

12+ FM SHARE (METRO): 55.00% (814 of 1480) (A/M 80: 56.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOLA-F	1. KFI	1. KFI	1. KFI	1. KDUO-F	1. KFI
2. KGGI-F	2. KNX-F	2. KNX-F	2. KBIG-F	2. KBIG-F	2. KBIG-F
3. KFXM	3. KRTH-F	3. KRTH-F	3. KDUO-F	3. KOST-F	3. KNX
4. KMET-F	4. KGGI-F	4. KBIG-F	4. KRTH-F	4. KCKC	4. KDUO-F
5. KIIS-F	KCAL-F	5. KGGI-F	5. KNX-F	5. KLAC	5. KLAC

OTHER RATED STATIONS/METRO SHARE

KBON-F	103.9	Lake Arrowhead	1.7	KFWB	980	LA	1.5
KCAL	1410	Redlands	.5	KHJ	930	LA	.8
KCAL-F	96.7	Redlands	2.5	KHTZ-F	97.1	LA	.4
KDIG	1240	San Bernardino	2.3	KIEV	870	Glendale	.7
KFXM	590	San Bernardino	3.2	KIIS-F	102.7	LA	2.2
KHNY-F	92.7	Riverside	.7	KJOI-F	98.7	LA	1.0
KHSJ	1320	Hemet	1.3	KLOS-F	95.5	LA	1.2
KHYE-F	105.5	Hemet	.8	KMET-F	94.7	LA	2.8
KMEN	1290	San Bernardino	1.9	KMPC	710	LA	1.1
KNTF-F	93.5	Ontario	1.7	KNX-F	93.1	LA	3.3
KPRO	1440	Riverside	2.8	KRLA	1110	Pasadena	.8
KQLH-F	95.1	San Bernardino	.6	KRTH-F	101.1	LA	3.1
KBRT	740	Avalon	1.3	KUTE-F	101.9	LA	1.7
KFAC-F	92.3	LA	.7	KZLA-F	93.9	LA	.8
				XTRA	690	Tijuana	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	188 (4)	305 (8)	493 (12)	33.3
BTFL MUSIC		328 (6)	328 (6)	22.2
COUNTRY	175 (4)	42 (2)	217 (6)	14.7
MOR/AC	101 (3)	62 (2)	163 (5)	11.0
NEWS/TALK	161 (4)		161 (4)	10.9
BLACK/URBAN		66 (2)	66 (2)	4.5
RELIGION	32 (2)		32 (2)	2.2
CLASSICAL		11 (1)	11 (1)	0.7
SPANISH	9 (1)		9 (1)	0.6

RADIO STATIONS

KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY , \$24.75 (Mc-Guild) Sunshine Wireless  
 KFXM, 590, 1 KW (DA-2) , ROCK , \$46.38 (Blair)  
 KCAL-F, 96.7, 2.4 KW @ 360, AOR , \$23.00 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

ROANOKE

Market # 167  
 Revenue Rank # 118  
 Income Rank # 54  
 APR 14.6  
 SMSA Pop: 215,800  
 CSI: 1.8 Bil (# 152)

Revenue : \$4,002,714  
 Income : \$ 721,357  
 % Rev Gain: +23.5  
 Stations: 10/11  
 Diaries: 515/419:1  
 CSI HH: 22.8 M (# 83)

National Rev: \$825,898  
 Nat Rev per Cap: \$3.83  
 Tot Rev per Cap: \$18.55  
 Tot Inc per Cap: \$3.34  
 Profit Margin: 18.0%  
 Retail \$: 1.2 Bil (# 144)

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>		
1.	WXLK-F	63/22.6	15.3	10.4	1.	WXLK-F	287	1.	WXLK-F	3099/35.4
2.	WPVR-F	57/20.4	14.6	10.1	2.	WPVR-F	116	2.	WPVR-F	1402/27.9
3.	WROV	41/14.7	11.7	20.1	3.	WSLQ-F	94	3.	WSLQ-F	1287/13.1
4.	WSLC	39/14.0	16.8	13.2	4.	WSLC	55	4.	WFIR	900/26.6
5.	WFIR	21/ 7.5	12.8	12.2	5.	WROV	41	5.	WROV	686/32.8
6.	WSLQ-F	18/ 6.5	6.2	10.1	6.	WFIR	26	6.	WSLC	619/22.9
7.	WTOY	16/ 5.7	7.3	11.1	7.	WTOY	16	7.	WTOY	203/ 9.4
8.	WJLM-F	6/ 2.2	1.8	.7	8.	WJLM-F	8	8.	WJLM-F	178/ 6.5
9.	WRIS	4/ 1.4	2.2	3.5	9.	WRIS	4	9.	WRIS	87/ 4.4
10.	WUEZ	2/ .7	4.0	3.8	10.	WUEZ	2	10.	WUEZ	42/ 2.2

12+ FM SHARE (METRO): 53.93% (144 of 267) (A/M 80: 40.47%)

<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. WXLK-F	1. WXLK-F	1. WXLK-F	1. WPVR-F	1. WPVR-F	1. WXLK-F
2. WSLQ-F	2. WROV	2. WROV	2. WXLK-F	2. WSLC	2. WPVR-F
	3. WTOY	3. WPVR-F	3. WROV	3. WXLK-F	3. WSLQ-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	41 (1)	81 (2)	122 (3)	45.7
BTFM MUSIC		57 (1)	57 (1)	21.3
COUNTRY	39 (1)	6 (1)	45 (2)	16.9
MOR/AC	23 (2)		23 (2)	8.6
BLACK	16 (1)		16 (1)	6.0
RELIGION	4 (1)		4 (1)	1.5
			267 (10)	

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS, \$15.50	(Mc-Guild)	Gibbons
WRIS, 1410, 5 KW (DA,DAYS)	, RELIGION	MBS, \$ 5.50	(----)	
WROV, 1240, 1 KW/250 W	, CONTEMP/AC	ABC-C, \$29.50	(Eastman)	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$55.25	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (DAYS)	, BLACK	SBN, \$14.00	(Masla)	
WUEZ, 1480, 5 KW (DA,DAYS)	, MOR	ABC-I, \$ 5.00	(----)	
WJLM-F, 93.5, 3 KW @ -83,	COUNTRY	ABC-E, \$ 7.00	(----)	
WPVR-F, 94.9, 50 KW @ 1937,	BTFM MUS (KalaMusic)	, \$20.00	(Mc-Guild)	Gibbons
WSLQ-F, 99.1, 200 KW @ 1985,	AOR (Burk-Abr)	ABC-F, \$55.25	(Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050,	ROCK	RKO, \$58.13	(Torbet)	

TV STATIONS

WSET	Lynchburg	13	ABC, Allbritton
WSLS	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

NEWSPAPERS

Roanoke Times and World News		(M-67,560)	(E-48,370), Landmark
Lynchburg News	M	21,019, Worrell	
Lynchburg Advance	E	19,813, Worrell	



ROCHESTER

Market # 41  
 Revenue Rank # 46  
 Income Rank # 35  
 APR 16.4  
 SMSA Pop: 969,700  
 CSI: 8.5 Bil (# 40)

Revenue : \$9,711,937  
 Income : \$1,319,023  
 % Rev Gain: +7.2  
 Stations: 24/18  
 Diaries: 1087/892:1  
 CSI HH: 24.3 M (# 37)

National Rev: \$2,192,376  
 Nat Rev per Cap: \$2.25  
 Tot Rev per Cap: \$9.98  
 Tot Inc per Cap: \$1.36  
 Profit Margin: 13.6%  
 Retail \$: 4.5 Bil (# 39)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEZO-F	234/17.8	17.4	12.8	22.6	16.8	1. WEZO-F	2594/29.3	
2. WHAM	125/ 9.5	8.9	14.1	15.0	14.4	2. WHAM	2463/26.7	
3. WVOR-F	118/ 9.0	9.1	7.4	9.0	8.3	3. WVOR-F	1971/23.8	
4. WCMF-F	95/ 7.2	6.6	4.9	3.7	2.5	4. WMJQ-F	1679/18.1	
5. WMJQ-F	88/ 6.7	6.4	8.4	11.8	11.5	WCMF-F	1661/19.6	
6. WBBF	85/ 6.5	8.1	7.6	6.2	7.5	6. WBBF	1338/14.7	
7. WNYR	76/ 5.8	5.1	5.0	3.7	3.2	7. WNYR	1245/14.4	
8. WDKX-F	60/ 4.6	3.5	4.3	1.1	2.8	8. WHFM-F	1149/14.0	
9. WHFM-F	59/ 4.5	4.5	6.0	6.8	5.6	9. WDKX-F	1004/12.2	
10. WSAY	56/ 4.3	2.8	.5	1.3	.9	10. WSAY	965/11.7	

12+ FM SHARE (METRO): 62.90% (756 of 1202) (A/M 80: 62.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMJQ-F	1. WCMF-F	1. WVOR-F	1. WEZO-F	1. WEZO-F	1. WEZO-F
2. WDKX-F	2. WVOR-F	2. WEZO-F	2. WVOR-F	2. WHAM	2. WHAM
3. WCMF-F	3. WMJQ-F	3. WCMF-F	3. WBBF	3. WNYR	3. WVOR-F
4. WHFM-F	4. WBBF	4. WBBF	4. WHAM	4. WVOR-F	4. WBBF
5. WBBF	5. WHFM-F	WMJQ-F	5. WNYR	5. WPXN	5. WSAY

OTHER RATED STATIONS/METRO SHARE

WACK	1420	Newark	.5	WPXY-F	97.9	3.5
WCGR	1550	Canandaigua	1.2	WWWG	1460	.4
WDNY	1600	Dansville	1.4	WBEN-F	102.5	Buffalo .6
WFLC-F	102.3	Canandaigua	1.4	WGRQ-F	96.9	Buffalo .4
WGVA	1240	Geneva	.4	WKBW	1520	Buffalo .8
WMLV-F	95.1	Bristol Center	1.0	WRLX-F	106.9	Auburn .5
WPXN	1280		3.3	WSYR-F	94.5	Syracuse .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	95 (2)	307 (7)	402 (9)	33.4
MOR/AC	231 (7)	118 (1)	349 (8)	29.0
BTFL MUSIC		240 (2)	240 (2)	20.0
COUNTRY	76 (1)	18 (1)	94 (2)	7.8
BLACK		60 (1)	60 (1)	5.0
BIG BAND	44 (1)		44 (1)	3.7
UNKNOWN		13 (1)	13 (1)	1.1
			<u>1202 (24)</u>	

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), CONTEMP	RKO, \$ 69.00 (Blair)	LIN
WHAM, 1180, 50 KW , MOR	ABC-I, \$101.25 (MMR)	Rust
WNYR, 990, 1 KW/250 W , COUNTRY	NBC, \$157.75 (Katz)	Malrite
WPXN, 1280, 5 KW (DA-N), BIG BAND/MOR (TM)	CBS,MBS, \$ 34.00 (RKO)	Associated
WSAY, 1370, 5 KW (DA-N), MOR	MBS, \$ 40.00 (Christal)	
WCMF-F, 96.5, 20 KW @ 447, AOR	, \$ 52.50 (Eastman)	Sconnix
WDKX-F, 103.9, 8 KW @ 536, BLACK	NBN, \$ 37.00 (PRO)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)	, \$157.75 (Katz)	Malrite
WHFM-F, 98.9, 50 KW @ 340, ROCK (Burk-Abr)	, \$ 28.13 (MMR)	Rust
WMJQ-F, 92.5, 50 KW @ 500, AOR	Source, \$ 69.00 (Blair)	LIN

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ROCKFORD

Market # 144  
 Revenue Rank # 106  
 Income Rank # 75  
 APR 14.9  
 SMSA Pop: 269,200  
 CSI: 2.4 Bil (# 119)

Revenue : \$4,430,540  
 Income : \$ 538,800  
 % Rev Gain: +20.9  
 Stations: 14/11  
 Diaries: 505/533:1  
 CSI HH: 24.6 M (# 32)

National Rev: \$497,130  
 Nat Rev per Cap: \$1.85  
 Tot Rev per Cap: \$16.46  
 Tot Inc per Cap: \$2.00  
 Profit Margin: 12.2%  
 Retail \$: 1.2 Bil (# 150)

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WROK	57/16.9	17.6	24.3	1. WMAQ	80	1. WMAQ	1365/22.9	
2. WRWC-F	51/15.1	11.0	8.0	2. WZOK-F	68	2. WROK	1191/42.0	
3. WZOK-F	40/11.8	7.5	13.2	3. WROK	63	3. WLS	1059/18.7	
4. WYFE-F	39/11.5	7.8	7.1	4. WRWC-F	60	4. WZOK-F	1047/29.6	
5. WMAQ	30/ 8.9	10.7	7.4	5. WGN	48	5. WGN	916/20.3	
6. WYBR-F	21/ 6.2	6.0	4.0	6. WYFE-F	47	6. WRWC-F	673/21.6	
7. WGN	19/ 5.6	9.4	9.2	7. WLS	44	7. WYFE-F	636/21.8	
8. WLS	14/ 4.1	3.4	5.2	8. WYBR-F	25	8. WBBM	517/13.8	
WKKN	14/ 4.1	5.6	2.8	9. WFAW-F	19	9. WYBR-F	392/15.5	
10. WBBM	10/ 3.0	4.1	3.4	10. WBBM	18	10. WFAW-F	213/ 2.2	

12+ FM SHARE (METRO): 50.97% (158 of 310) (A/M 80: 38.33%)

<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. WYFE-F	1. WZOK-F	1. WROK	1. WROK	1. WRWC-F	1. WROK
2. WZOK-F	2. WYFE-F	2. WZOK-F	2. WRWC-F	2. WROK	2. WMAQ
	3. WROK	3. WYFE-F	3. WMAQ	3. WMAQ	3. WGN

OTHER RATED STATIONS/METRO SHARE

WQFL-F	100.9	1.2	WFAW-F	107.3	Ft. Atkinson	.9
WRRR	1330	1.8	WIND	560	Chicago	.6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	14 (1)	100 (3)	114 (4)	36.8
MOR/AC	82 (3)		82 (3)	26.5
BTFL MUSIC		54 (2)	54 (2)	17.4
COUNTRY	44 (2)		44 (2)	14.2
NEWS/TALK	12 (2)		12 (2)	3.9
RELIGION		4 (1)	4 (1)	1.3
			310 (14)	

RADIO STATIONS

WKKN, 1150, 1 KW (DAYS,DA) , COUNTRY	NBC, \$14.50	(HR/Stone)	Midwest Family
WROK, 1440, 5 KW/500 W (DA-D), AC/CONTEMP	ABC-C, \$28.25	(Mc-Guild)	
WRWC-F, 103.1, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$21.00	(----)	
WYBR-F, 104.9, 3 KW @ 308, CONTEMP (Century 21)	, \$14.00	(Roslin)	
WYFE-F, 95.3, 1 KW @ 515, AOR (Burk-Abr)	, \$19.00	(HR/Stone)	Midwest Family
WZOK-F, 97.5, 50 KW @ 235, ROCK	, \$24.00	(Mc-Guild)	
WFAW-F, 107.3, 50 KW @ 500, BTFL MUS	, \$12.00	(----)	(FT. ATKINSON)

TV STATIONS

WREX	Rockford	13	ABC, Gilmore	WIFR	Rockford	23	CBS, Worrell
WTVO	Rockford	17	NBC, Balaban	WQRF	Rockford	39	IND, Lloyd

NEWSPAPER

Rockford Register Star AD 77,798, Gannett

SACRAMENTO

Market # 39; ADI # 22  
 Revenue Rank # 33  
 Income Rank # 34  
 APR 16.1  
 SMSA Pop: 1,028,700  
 CSI: 8.7 Bil (# 37)

Revenue : \$14,026,852  
 Income : \$ 1,322,332  
 % Rev Gain: +51.9  
 Stations: 26/18  
 Diaries: 1129/911:1  
 CSI HH: 22.7 M (# 91)

National Rev: \$6,903,943  
 Nat Rev per Cap: \$7.10  
 Tot Rev per Cap: \$14.42  
 Tot Inc per Cap: \$1.36  
 Profit Margin: 9.4%  
 Retail \$: 4.9 Bil (# 37)

12+ METRO 1/4/SHARE	FAL 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KZAP-F 180/13.1	12.2	14.6	9.7	8.5	1. KZAP-F 249	1. KZAP-F 2754/22.7
2. KRAK 114/ 8.3	9.0	6.4	6.4	6.8	2. KRAK 196	2. KRAK 2529/16.4
3. KSFM-F 108/ 7.9	6.2	5.1	3.8	3.1	3. KSFM-F 153	3. KSFM-F 2202/19.2
4. KEWT-F 87/ 6.3	7.3	10.7	10.8	9.5	4. KEWT-F 122	4. KFRC 1895/ 9.1
5. KXOA-F 83/ 6.1	5.5	5.5	7.1	6.2	5. KCTC-F 110	5. KFBK 1737/12.4
6. KGNR 71/ 5.2	6.7	6.1	7.6	6.7	6. KXOA-F 102	6. KEWT-F 1519/12.0
7. KCTC-F 70/ 5.1	4.7	5.3	3.6	6.6	7. KFBK 91	7. KGNR 1499/14.0
8. KHYL-F 59/ 4.3	5.1	4.8	4.0	4.5	8. KGO 85	8. KNBR 1460/ 5.8
9. KROY-F* 57/ 4.2	3.4	2.5	4.7	5.1	9. KGNR 84	9. KXOA-F 1424/13.6
10. KFBK 51/ 3.7	5.5	4.0	5.4	5.1	10. KROY-F* 79	10. KROY-F* 1404/13.1

12+ FM SHARE (METRO): 62.56% (802 of 1282) (A/M 80: 61.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK	1. KRAK	1. KRAK
2. KSFM-F	2. KXOA-F	2. KXOA-F	2. KXOA-F	2. KEWT-F	2. KZAP-F
	3. KSFM-F	3. KSFM-F	3. KHYL-F	3. KCTC-F	3. KGNR
	4. KROY-F*	4. KRAK	4. KCTC-F	4. KGNR	4. KSFM-F
	5. KHYL-F	5. KHYL-F	5. KSFM-F	5. KFBK	5. KFBK

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	47 (2)	470 (5)	517 (7)	40.3
BTFL MUSIC	41 (1)	194 (3)	235 (4)	18.3
MOR/AC	139 (5)	59 (1)	198 (6)	15.4
COUNTRY	114 (1)	14 (1)	128 (2)	10.0
NEWS/TALK	108 (3)		108 (3)	8.4
BLACK		50 (1)	50 (1)	3.9
RELIGION	12 (1)	15 (1)	27 (2)	2.1
SPANISH	19 (1)		19 (1)	1.5
			1282 (26)	

\*Arbitron has determined that the following stations ran On-Air Survey announcements:  
 KROY, KROY-F.

SACRAMENTO 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. KZAP-F	1. KZAP-F	1. KZAP-F	KAER-F	92.5	2.7
2. KRAK	2. KRAK	2. KRAK	KAHI	950	Auburn .7
3. KSFM-F	3. KSFM-F	3. KEWT-F	KEBR-F	100.5	1.1
4. KEWT-F	4. KFRC	4. KGNR	KFIA	710	Carmichael .9
5. KCTC-F	5. KNBR	5. KPOP-F	KGMS	1380	3.0
6. KXOA-F	6. KFBK	6. KSFM-F	KPIP	1110	Roseville 1.4
7. KNBR	7. KGNR	7. KFBK	KPOP-F	93.5	Roseville 3.6
8. KHOP-F	8. KEWT-F	8. KHYL-F	KWOD-F	106.5	3.1
9. KFBK	9. KXOA-F	9. KXOA-F	KXOA	1470	1.9
10. KGNR	10. KROY-F	10. KCTC-F	KYLO-F	105.5	Davis 1.0
11. KGO	11. KHOP-F		KCBS	740	San Francisco 1.1
12. KROY-F*	12. KCTC-F		KFRC	610	San Francisco 1.2
13. KHYL-F	13. KGO		KGO	810	San Francisco 3.1
14. KCBS	14. KHYL-F		KNBR	680	San Francisco 1.8
15. KFRC	15. KCBS		KSFO	560	San Francisco .6
			KROY*	1240	2.2

ADI FM SHARE: 59.87% (1504 of 2512) (A/M 80: 54.99%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS,MBS, \$46.50 (Katz)	McClatchy
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, \$62.75 (Blair)	WGN Continental
KRAK, 1140, 50 KW (DA-1), COUNTRY	, \$76.52 (Eastman)	Affiliated

FM STATIONS

KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (Schulke)	, \$65.75 (Blair)	WGN Continental
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$75.00 (Eastman)	Affiliated
KHYL-F, 101.1, 50 KW @ 465, OLDIES	, \$38.75 (Buckley)	Empire
KPOP-F, 93.5, 3 KW @ 130, BLACK	MBS, \$29.00 (Lotus)	
KSFM-F, 102.5, 50 KW @ 535, ROCK	, \$47.25 (Christal)	
KXOA-F, 107.9, 28 KW @ 420, SOFT ROCK/AC	Source, \$50.00 (Torbet)	
KZAP-F, 98.5, 50 KW @ 495, AOR (Burk-Abr)	, \$75.00 (Selcom)	Western Cities
KROY-F, 96.9, 50 KW @ 500, CONTEMP	ABC-F, \$45.00 (Mc-Guild)	

Other Stations - See San Francisco

TV STATIONS

KCRA	Sacramento	3	NBC, Kelly
KLOC	Modesto	19	IND
KMUV	Sacramento	31	IND
KOVR	Stockton	13	ABC, Outlet
KTXL	Sacramento	40	IND
KXTV	Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	203,779, McClatchy
Sacramento Union	M	110,104
Stockton Record	E	56,488, Gannett
Modesto Bee	M	65,063, McClatchy

SAGINAW

Market # 162  
 Revenue Rank # 191  
 Income Rank # 156  
 APR 15.1  
 SMSA Pop: 229,800  
 CSI: 1.9 Bil (# 147)

Revenue: \$2,088,630  
 Income : \$ 73,649  
 % Rev Gain: -6.3  
 Stations: 15/5  
 Diaries: 642/358:1  
 CSI HH: 25.4 M (# 23)

National Rev: \$263,074  
 Nat Rev per Cap: \$1.14  
 Tot Rev per Cap: \$9.09  
 Tot Inc per Cap: \$ .32  
 Profit Margin: 3.5%  
 Retail \$: 1.1 Bil (# 156)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSGW 46/16.7	14.5	15.0	1. WHNN-F 113	1. WHNN-F 1438/27.1
2. WHNN-F 39/14.2	12.4	12.1	2. WSGW 101	2. WIOG-F 1102/29.2
3. WKCQ-F 37/13.5	15.3	11.1	WGER-F 101	3. WKCQ-F 1034/26.6
4. WGER-F 35/12.7	11.6	17.5	4. WIOG-F 69	4. WGER-F 972/23.0
5. WIOG-F 31/11.3	13.1	2.5	5. WKCQ-F 63	5. WSGW 903/30.7
6. WWWS-F 28/10.2	10.5	10.7	6. WXOX 47	6. WKNX 571/14.0
7. WSAM 11/ 4.0	4.0	8.2	7. WKNX 36	7. WXOX 445/ 6.5
8. WKNX 9/ 3.3	2.9	7.5	8. WJR 28	8. WSAM 407/17.2
9. WJR 7/ 2.5	1.5	3.9	WWWS-F 28	9. WBCM 373/ 4.5
10. WXOX 5/ 1.8	2.2	1.1	10. WSAM 17	10. WJR 371/ 6.8

12+ FM SHARE (METRO): 68.73% (178 of 259) (A/M 80: 69.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHNN-F	1. WHNN-F	1. WKCQ-F	1. WKCQ-F	1. WSGW	1. WSGW
2. WIOG-F	2. WIOG-F	2. WHNN-F	2. WSGW	2. WGER-F	2. WHNN-F
3. WWWS-F	3. WKCQ-F WWWS-F	3. WSGW	3. WGER-F	3. WKCQ-F	3. WGER-F

OTHER RATED STATIONS/METRO SHARE

WBCM 1440	Bay City	.7	WGMZ-F 107.9	Flint	1.1
WFDF 910	Flint	.4	WWCK-F 105.5	Flint	.7
WFMK-F 99.1	Lansing	1.1			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		75 (4)	75 (4)	29.0
MOR/AC	67 (5)		67 (5)	25.9
COUNTRY	14 (2)	37 (1)	51 (3)	19.7
BTFL MUSIC		38 (2)	38 (2)	14.7
BLACK/URBAN		28 (1)	28 (1)	10.8
			259 (15)	

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS,DA)	COUNTRY	MBS, \$16.17	(Katz)	MacVay
WSAM, 1400, 1 KW/250 W	AC	NBC, \$13.50	(PRO)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	MOR	CBS,ABC-E, \$16.00	(Torbet)	Booth
WBCM, 1440, 5 KW/2.5 KW (DA-2)	MOR	ABC-I, \$11.75	(Masla)	(BAY CITY)
WXOX, 1250, 1 KW (DAYS)	COUNTRY	ABC-E, \$12.00	(HR/Stone)	(BAY CITY)
WIOG-F, 106.3, 3 KW @ 300,	ROCK (TM)	, \$15.00	(Torbet)	Booth
WKCQ-F, 98.1, 50 KW @ 353,	COUNTRY	, \$19.50	(PRO)	MacDonald
WWWS-F, 107.1, 2 KW @ 360,	BLACK	NBN, \$15.00	(HR/Stone)	
WGER-F, 102.5, 86 KW @ 860,	BTFL MUS (Carson)	, \$25.00	(Mc-Guild)	(BAY CITY)
WHNN-F, 96.1, 97 KW @ 420,	ROCK	RKO, \$22.50	(Selcom)	(BAY CITY)

WJR - See Detroit

TV Stations - See Flint

NEWSPAPERS

Bay City Times	E	40,135, Newhouse
Saginaw News	E	54,228, Newhouse

ST. LOUIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KMOX	1. KMOX	1. KMOX	KADI 1320	.2
2. KSHE-F	2. KSLQ-F	2. KMJM-F	KATZ 1600	1.1
3. KEZK-F	3. KXOK	3. KSHE-F	KCFM-F 97.1	.5
4. WWWK-F	4. KSHE-F	4. KXOK	KIRL 1460	St. Charles .4
5. KMJM-F	5. KSD	5. KSD	WESL 1490	East St. Louis 1.4
			WEW 770	1.0
6. WIL-F	6. WIL-F	6. WIL-F	WG NU 920	Granite City .3
7. KXOK	7. WWWK-F	7. WWWK-F	WIBV 1260	Belleville .4
8. KSD	8. KSD-F	8. WRTH	WMRY-F 101.1	Belleville .3
9. KSLQ-F	9. KMJM-F	9. KSLQ-F	WZEN-F 100.3	Alton 1.2
10. WRTH	10. KEZK-F	10. KEZK-F		
11. KSD-F	11. KMOX-F			
12. KMOX-F	12. WRTH			
13. KWK	13. KWK			
14. WIL	14. WIL			
15. KADI-F	15. KADI-F			

ADI FM SHARE: 48.68% (1787 of 3671) (A/M 80: 46.91%)

AM STATIONS

KMOX, 1120, 50 KW	, NEWS/TALK	CBS, \$231.25	(CBS Spot)	CBS
KSD, 550, 5 KW (DA-N)	, COUNTRY	, \$ 75.60	(Torbet)	Gannett
KXOK, 630, 5 KW (DA-2)	, AC/CONTEMP	, \$ 97.50	(Katz)	Storz
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$104.55	(Christal)	LIN
WRTH, 590, 1 KW (DA-2)	, BTFL/MOR	, \$ 57.50	(Blair)	King
KWK, 1380, 5 KW/1 KW (DA-2)	, ROCK	, \$ 96.75	(RAR)	Doubleday

FM STATIONS

KADI-F, 96.3, 100 KW @ 552	CONTEMP	ABC-C, \$ 29.50	(Masla)	
KEZK-F, 102.5, 100 KW @ 500	BTFL MUS (Schulke)	, \$ 70.00	(Torbet)	Metroplex
KMJM-F, 107.7, 100 KW @ 575	URBAN/BLACK	, \$ 65.00	(MMR)	Amaturo
KMOX-F, 103.3, 100 KW @ 1212	SOFT/AC	, \$ 32.75	(CBS/FM)	CBS
KSD-F, 93.7, 100 KW @ 850	AC	, \$ 75.60	(Torbet)	Gannett
KSHE-F, 94.7, 100 KW @ 500	AOR	, \$132.50	(Mc-Guild)	Century
KSLQ-F, 98.1, 100 KW @ 580	ROCK	, \$ 62.50	(Eastman)	Charter
WIL-F, 92.3, 100 KW @ 510	COUNTRY	, \$104.55	(Christal)	LIN
WWWK-F, 106.5, 50 KW @ 592	AOR	, \$ 96.75	(RAR)	Doubleday

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, Times-Mirror

NEWSPAPERS

St. Louis Globe-Democrat	M	240,611, Newhouse
St. Louis Post-Dispatch	E	242,628, Pulitzer

ST. LOUIS

Market # 12; ADI # 14  
 Revenue Rank # 15  
 Income Rank # 13  
 APR 17.2  
 SMSA Pop: 2,377,400  
 CSI: 19.3 Bil (# 14)

Revenue : \$29,069,547  
 Income : \$ 4,652,550  
 % Rev Change: -.7  
 Stations: 25/35  
 Diaries: 1727/1377:1  
 CSI HH: 23.0 M (# 74)

National Rev: \$9,517,442  
 Nat Rev per Cap: \$4.04  
 Tot Rev per Cap: \$12.35  
 Tot Inc per Cap: \$1.98  
 Profit Margin: 16.0%  
 Retail \$: 10.5 Bil (# 12)

12+ METRO	1/4/SHARE	0/N 80	A/M 80	0/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KMOX	783/23.6	23.4	21.6	24.4	26.5	1. KMOX	962	1. KMOX 10003/40.5
2. KSHE-F	258/ 7.8	5.1	7.6	8.9	5.5	2. KSHE-F	279	2. KXOK 3774/13.8
3. KMJM-F	222/ 6.7	5.0	3.6	3.2	3.4	3. KEZK-F	236	3. KSD 3471/12.6
4. WWWK-F*	200/ 6.0	4.8	7.8	8.1	4.3	4. WWWK-F*	230	4. KSLQ-F 3454/15.7
5. KEZK-F	196/ 5.9	7.2	6.4	7.4	6.9	5. KMJM-F	225	5. KSHE-F 3357/15.6
6. WIL-F	175/ 5.3	8.7	5.7	5.6	4.4	6. KXOK	217	6. WIL-F 3179/13.6
7. KXOK	169/ 5.1	4.9	5.0	6.2	5.5	7. KSD	206	7. WWWK-F* 2825/13.4
8. KSLQ-F	153/ 4.6	6.2	5.1	3.2	6.5	WIL-F	206	8. KSD-F 2800/11.3
9. WRTH	141/ 4.2	4.4	5.5	3.9	3.9	9. KSLQ-F	172	9. KMJM-F 2665/13.3
10. KSD-F	127/ 3.8	5.1	1.6	1.0	1.4	10. WRTH	149	10. KEZK-F 2652/12.2
11. KSD	122/ 3.7	2.5	2.3	2.6	3.6	11. KSD-F	148	11. KMOX-F 2561/11.0
12. KWK*	100/ 3.0	1.4	2.2	2.9	4.9	12. KMOX-F	122	12. WRTH 2460/12.1
13. KMOX-F	99/ 3.0	3.6	3.5	3.5	3.2	13. KWK*	110	13. KWK* 2335/10.7
14. WIL	84/ 2.5	3.5	3.3	3.4	4.2	14. WIL	98	14. WIL 1954/ 9.5
15. KADI-F	63/ 1.9	1.6	2.4	1.6	1.8	15. KADI-F	64	15. KADI-F 1706/ 8.5

12+ FM SHARE (METRO): 50.02% (1561 of 3121) (A/M 80: 47.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWWK-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KMJM-F	2. KMJM-F	2. KSHE-F	2. KXOK	2. KEZK-F	2. KSD
3. KSHE-F	3. WWWK-F	3. KMJM-F	3. KEZK-F	3. WRTH	3. KXOK
4. KWK	4. KMOX	4. KXOK	4. WIL-F	WIL-F	4. WWWK-F+
5. KSLQ-F	5. KXOK	5. WIL-F	5. KSHE-F	5. KSD	5. KEZK-F

\* The following stations were determined by Arbitron to have run on-air survey announcements: KWK, WWWK-F.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	100 (1)	773 (5)	873 (6)	28.0
NEWS/TALK	794 (2)		794 (2)	25.4
COUNTRY	206 (2)	175 (1)	381 (3)	12.2
BLACK/URBAN	83 (2)	263 (2)	346 (4)	11.1
BTFL MUSIC	141 (1)	196 (1)	337 (2)	10.8
MOR/AC	190 (3)	127 (1)	317 (4)	10.2
BIG BAND	33 (1)		33 (1)	1.1
UNKNOWN		27 (2)	27 (2)	0.8
RELIGION	13 (1)		13 (1)	0.4
			3121 (25)	

SALINAS-SEASIDE-MONTEREY

Market # 134  
 Revenue Rank # 125  
 Income Rank # 225  
 APR 16.4  
 SMSA Pop: 292,900  
 CSI: 2.2 Bil (# 125)

Revenue : \$3,590,378  
 Income : \$ -240,311  
 % Rev Gain: +9.6  
 Stations: 28/13  
 Diaries: 779/376:1  
 CSI HH: 22.9 M (# 80)

National Rev: \$1,058,649  
 Nat Rev per Cap: \$3.80  
 Tot Rev per Cap: \$12.88  
 Tot Inc per Cap: \$-.86  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 133)

12+ METRO 1/4/SHARE	FAL 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDON-F 66/17.1	8.4	11.4	17.8	15.9	1. KDON-F 101	1. KDON-F 1227/34.8
2. KIDD 35/ 9.0	7.8	10.9	7.9	4.3	2. KGO 79	2. KGO 951/15.6
3. KTOM 27/ 7.0	4.2	5.1	5.7	11.6	3. KCBS 41	3. KIDD 743/30.6
4. KWYT-F 25/ 6.5	7.2	8.2	5.4	9.9	4. KWYT-F 38	4. KCBS 563/11.2
KGO 25/ 6.5	12.0	9.3	9.1	10.6	5. KIDD 36	5. KWAV-F 501/15.2
6. KOKQ-F 21/ 5.4	1.7	1.9	2.7	2.3	6. KBAY-F 29	6. KBAY-F 469/ 9.7
7. KWAV-F 19/ 4.9	5.8	7.2	4.0	5.3	7. KTOM 28	7. KWYT-F 421/12.3
8. KCTY 18/ 4.7	9.2	5.9	8.9	2.8	8. KWAV-F 27	8. KSCO 408/ 4.1
9. KCBS 16/ 4.1	4.2	3.2	3.7	2.3	9. KFAT-F 25	9. KNBR 376/ 7.4
10. KLRB-F 14/ 3.6	5.8	3.7	2.2	4.8	KOKQ-F 25	10. KFAT-F 369/ 6.1

12+ FM SHARE (METRO): 58.96% (204 of 346) (A/M 80: 51.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIDD	1. KDON-F	1. KDON-F	1. KDON-F	1. KWYT-F	1. KGO
2. KDON-F	2. KIDD	2. KTOM	2. KCTY	KGO	2. KDON-F
3. KSJO-F	KOKQ-F	3. KIDD	KTOM	3. KCTY	3. KCBS

OTHER RATED STATIONS/METRO SHARE

KDON 1460		.5	KFRC 610	San Francisco	.8
KESE 1240		.5	KKHI-F 95.7	San Francisco	.5
KOCN-F 104.9	Pacific Grove	1.0	KNBR 680	San Francisco	1.8
KRAY-F 103.9		2.8	KOMY 1340	Watsonville	.5
KRKC 1490	King City	.5	KSCO 1080	Santa Cruz	.8
KARA-F 105.7	Santa Clara	1.3	KSCO-F 99.1	Santa Cruz	.3
KFAT-F 94.5	Gilroy	2.6	KSJO-F 92.3	San Jose	1.6
KYNO-F 95.5	Fresno	.5	KSOL-F 107.7	San Mateo	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (2)	114 (6)	152 (8)	43.9
COUNTRY	31 (3)	10 (1)	41 (4)	11.8
NEWS/TALK	41 (2)		41 (2)	11.8
BTFL MUSIC	3 (1)	39 (3)	42 (4)	12.1
MOR/AC	11 (3)	19 (1)	30 (3)	8.7
SPANISH	18 (1)	11 (1)	29 (2)	8.4
BLACK		9 (2)	9 (2)	2.6
CLASSICAL		2 (1)	2 (1)	0.6

346 (27)

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA) , SPANISH		\$22.00 (Lotus)	
KIDD, 630, 1 KW (DA-2) , ROCK		\$13.00 (HR/Stone)	Walton
KTOM, 1380, 5 KW (DA-2) , COUNTRY	ABC-E,	\$28.00 (Mc-Guild)	
KSCO, 1080, 10 KW/5 KW (DA-N),BTFL MUS (FM-100)		\$ 9.00 (PRO)	(SANTA CRUZ)
KDON-F, 102.5, 19 KW @ 2270, ROCK (TM)	Source,	\$34.00 (Katz)	
KLRB-F, 101.7, 800 W @ 590, AOR		\$11.00 (PRO)	
KOKQ-F, 107.1, 910 W @ 570, CONTEMP		\$ 7.00 (----)	
KWAV-F, 96.9, 18 KW @ 2575, CONTEMP		\$15.50 (Buckley)	Buckley
KWYT-F, 100.7, 910 W @ 2575, BTFL MUS (TM)		\$28.00 (Mc-Guild)	

Other Stations - See San Jose

<u>TV STATIONS</u>	KMST Monterey 46 CBS, Retlaw	KSBW Salinas 8 NBC, Blair
<u>NEWSPAPERS</u>	Salinas Californian E 24,609, Gannett	Monterey Peninsula Herald E 31,772



SALT LAKE CITY

Market # 42; ADI # 45  
 Revenue Rank # 34  
 Income Rank # 27  
 APR 15.2  
 SMSA Pop: 954,400  
 CSI: 6.4 Bil (# 50)

Revenue : \$13,660,888  
 Income : \$ 1,671,166  
 % Rev Gain: +12.8  
 Stations: 27/23  
 Diaries: 1162/821:1  
 CSI HH: 20.3 M (# 199)

National Rev: \$3,075,819  
 Nat Rev per Cap: \$3.56  
 Tot Rev per Cap: \$15.80  
 Tot Inc per Cap: \$1.93  
 Profit Margin: 12.2%  
 Retail \$: 3.9 Bil (# 42)

12+ METRO	1/4/SHARE	0/N 80	A/M 80	0/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSL	121/11.1	11.1	8.5	10.5	9.2	1. KSL 194	1. KSL 3277/28.0
2. KSFI-F	100/ 9.2	8.9	6.0	6.5	8.8	2. KSFI-F 169	2. KSFI-F 2458/21.4
3. KLUB	82/ 7.5	8.0	6.6	7.3	9.3	3. KSOP-F 114	3. KCPX 1634/19.8
4. KALL	74/ 6.8	4.5	7.7	7.7	7.0	4. KLUB 111	4. KLUB 1606/15.8
5. KSOP-F	72/ 6.6	5.9	6.6	3.9	5.3	5. KCPX-F 91	5. KCPX-F 1323/13.3
6. KCPX	70/ 6.4	8.1	5.8	7.0	8.3	6. KALL 75	6. KAYK-F 1304/11.5
7. KCPX-F	69/ 6.3	6.3	8.5	9.9	6.1	KCPX 75	7. KSOP-F 1276/13.4
8. KRGO	63/ 5.8	3.6	4.4	3.5	3.4	8. KRGO 73	8. KISN-F 1257/12.5
9. KRSP-F	52/ 4.8	4.9	4.9	5.7	4.9	9. KISN-F 71	9. KALL 1189/16.0
10. KDAB-F	49/ 4.5	3.6	4.3	2.4	2.5	10. KAYK-F 66	10. KRSP-F 1185/14.0
11. KZAN-F	46/ 4.2	3.3	2.8	2.8	1.0	11. KRSP-F 58	11. KDAB-F 1079/13.1
12. KISN-F	41/ 3.8	3.5	2.9	4.0	3.5	12. KDAB-F 56	12. KRGO 868/ 8.9

12+ FM SHARE (METRO): 49.29% (520 of 1055) (A/M 80: 48.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRSP-F	1. KSL	1. KSL	1. KSL	1. KSFI-F	1. KSL
2. KCPX	2. KALL	2. KALL	2. KSFI-F	2. KSL	2. KSFI-F
3. KCPX-F	KCPX-F	3. KSFI-F	3. KALL	3. KLUB	3. KALL
4. KAYK-F	4. KCPX	4. KCPX-F	4. KRGO	4. KSOP-F	4. KLUB
5. KDAB-F	5. KDAB-F	5. KCPX	5. KSOP-F	5. KZAN-F	5. KSOP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (4)	278 (7)	399 (11)	37.8
COUNTRY	89 (3)	118 (2)	207 (5)	19.6
MOR/AC	201 (3)		201 (3)	19.1
BTFL MUSIC	82 (1)	108 (3)	190 (4)	18.0
NEWS/TALK	36 (2)		36 (2)	3.4
BIG BAND		16 (1)	16 (1)	1.5
RELIGION	6 (1)		6 (1)	0.6
			1055 (27)	

SALT LAKE 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. KSL	1. KSL	1. KSL	KALL-F	94.1 2.0
2. KSFI-F	2. KSFI-F	2. KLUB	KANN	1090 Ogden .5
3. KSOP-F	3. KCPX	3. KSFI-F	KCGL-F	105.5 .4
4. KLUB	4. KLUB	4. KCPX-F	KJQN	1490 Ogden 1.7
5. KCPX-F	5. KCPX-F	5. KSOP-F	KLO	1430 Ogden .5
6. KALL	6. KAYK-F	6. KRSP-F	KPRQ	1230 Murray 1.2
KCPX-F	7. KSOP-F	7. KCPX	KQPD-F	101.9 Ogden .4
8. KRGO	8. KISN-F	8. KRGO	KRSP	1060 1.7
9. KISN-F	9. KALL	9. KALL	KSOP	1370 1.6
10. KAYK-F	10. KRSP-F	10. KSXX	KSVN	730 Ogden .7
11. KRSP-F	11. KDAB-F		KSXX	630 2.3
12. KDAB-F	12. KRGO		KWHO-F	93.3 1.5
13. KZAN-F	13. KRSP		KWMS	1280 1.0
14. KSXX	14. KALL-F		KAYK-F	96.1 Provo 3.3
15. KALL-F	15. KDOT		KRMQ-F	94.9 Provo .8

ADI FM SHARE: 45.38% (756 of 1666) (A/M 80: 45.78%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC-I, \$60.75 (Eastman)	Hatch
KCPX, 1320, 5 KW (DA-1), ROCK	, \$66.50 (Katz)	Columbia Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUS	, \$36.45 (Mc-Guild)	
KRGO, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$20.00 (Christal)	
KSL, 1160, 50 KW, MOR	CBS, \$57.63 (Torbet)	Bonneville
KRSP, 1060, 10 KW/1 KW (DA-N), ROCK	, \$23.00 (Selcom)	
KSXX, 630, 1 KW/500 W (DA-2), TALK	, \$13.00 (PRO)	
KDOT, 960, 5 KW/1 KW (DA-N), CONTEMP/AC	, \$16.00 (Masla)	First Media (PROVO)

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP/AC	, \$50.75 (Eastman)	Hatch
KCPX-F, 98.7, 27 KW @ 2932, ROCK	, \$66.50 (Katz)	Columbia Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, SOFT ROCK (TM)	, \$12.25 (Buckley)	(OGDEN)
KISN-F, 97.1, 26 KW @ 3650, AC (Churchill)	, \$20.25 (Mc-Guild)	
KRSP-F, 103.5, 19 KW @ 3650, ROCK/AOR	, \$23.00 (Selcom)	
KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne)	, \$30.00 (Blair)	
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY	, \$25.00 (HR/Stone)	
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY (?)	, \$ ? ? (Christal)	(OGDEN)
KAYK-F, 96.1, 55 KW @ 2620, ROCK	, \$22.00 (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	114,269
Salt Lake City Deseret News	E	75,866
Ogden Standard Examiner	E	50,104
Provo Herald	E	30,343, Scripps League

SAN ANTONIO

Market # 36  
 Revenue Rank # 26  
 Income Rank # 16  
 APR 15.5  
 SMSA Pop: 1,130,400  
 CSI: 8.1 Bil (# 41)

Revenue : \$17,386,206  
 Income : \$ 2,796,248  
 % Rev Gain: +12.9  
 Stations: 25/27  
 Diaries: 1240/912:1  
 CSI HH: 22.2 M (# 111)

National Rev: \$5,404,557  
 Nat Rev per Cap: \$5.09  
 Tot Rev per Cap: \$16.38  
 Tot Inc per Cap: \$2.63  
 Profit Margin: 16.1%  
 Retail \$: 4.9 Bil (# 38)

12+ METRO 1/4/4SHARE		O/N	A/M	O/N	A/M	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
		80	80	79	79				
1. KTSA	154/11.6	10.7	9.1	8.8	10.8	1. KTSA	304	1. KTSA	4956/28.9
2. KCOR	112/ 8.5	7.6	8.3	8.2	9.1	2. KKYX	293	2. KKYX	3370/15.1
3. KKYX	111/ 8.4	5.9	7.0	8.0	5.5	3. WOAI	161	3. WOAI	2396/14.7
4. KQXT-F	110/ 8.3	7.8	8.2	6.4	8.3	4. KQXT-F	143	4. KTFM-F	1927/19.9
5. KTFM-F	108/ 8.2	8.9	6.8	5.9	8.9	5. KTFM-F	124	5. KONO	1640/15.2
6. WOAI	81/ 6.1	5.0	5.9	7.5	5.6	6. KCOR	115	6. KQXT-F	1544/14.1
7. KONO	74/ 5.6	8.0	3.4	6.0	4.6	7. KONO	103	7. KITY-F	1517/16.7
8. KITY-F	69/ 5.2	4.4	6.7	8.2	5.5	8. KBUC-F	78	8. KCCW	1127/10.4
9. KISS-F	67/ 5.1	5.0	4.2	4.1	4.8	9. KISS-F	77	9. KCCW	1077/ 8.5
10. KBUC-F	58/ 4.4	6.0	5.9	5.2	4.9	10. KCCW	70	10. KZZY-F	1012/10.1
11. KBUC	44/ 3.3	2.7	2.7	3.2	3.0	KITY-F	70	11. KISS-F	1009/ 9.1
KVAR-F	44/ 3.3	3.2	2.7	2.0	2.4	12. KBUC	48	12. KCOR	1002/11.4

12+ FM SHARE (METRO): 42.97% (556 of 1294) (A/M 80: 45.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTFM-F	1. KTSA	1. KTSA	1. KTSA	1. KQXT-F	1. KTSA
2. KISS-F	2. KONO	2. KKYX	2. KQXT-F	2. KKYX	2. KKYX
KITY-F	3. KTFM-F	3. KTFM-F	3. KKYX	3. KCOR	3. WOAI
4. KTSA	4. KISS-F	4. KONO	4. KCOR	4. KTSA	4. KCOR
5. KZZY-F	5. KITY-F	5. KQXT-F	KONO	5. WOAI	5. KBUC-F

OTHER RATED STATIONS/METRO SHARE

KAPE	1480	2.0	KCCW	930	3.0	KEDA	1540	2.9
KMAC	630	1.1	KMFM-F	96.1	1.0	KTUF-F	106.3	.6
KUKA	1250	1.3	KZZY-F	100.3	2.8	WOAI-F	97.3	2.0
KGNB	1420	New Braunfels	1.2	KNBT-F	92.1	New Braunfels	.4	
KWED	1580	Sequin	.7	KWED-F	105.3	Sequin	.8	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	228 (2)	281 (4)	509 (6)	39.3
COUNTRY	195 (3)	68 (2)	263 (5)	20.3
SPANISH	177 (4)	44 (1)	221 (5)	17.1
BTFM MUSIC		115 (2)	115 (2)	8.9
NEWS/TALK	81 (1)		81 (1)	6.3
MOR/AC	30 (2)	35 (2)	65 (4)	5.0
BLACK	27 (1)		27 (1)	2.1
CLASSICAL		13 (1)	13 (1)	1.0

1294 (25)

RADIO STATIONS

KBUC, 1310, 5 KW (DA,DAYS), COUNTRY	, \$ ? ? (Torbet)	Sigmor
KCCW, 930, 5 KW/1 KW (DA-N), COUNTRY (Burk-Abr)	, \$25.00 (RKO)	Southwestern
KCOR, 1350, 5 KW (DA-N), SPANISH	, \$71.25 (Katz)	Tichenor
KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY	, \$51.88 (Christal)	Swanson
KONO, 860, 5 KW/1 KW (DA-N), CONTEMP/AC	, \$80.00 (MMR)	Mission
KTSA, 550, 5 KW (DA-N), ROCK	, \$94.00 (Blair)	
WOAI, 1200, 50 KW, NEWS/TALK	, \$70.00 (Eastman)	Clear Channel
KBUC-F, 107.5, 100 KW @ 408, COUNTRY	, \$50.00 (Torbet)	Sigmor
KISS-F, 99.5, 100 KW @ 570, AOR	, \$35.60 (Mc-Guild)	Capitol (WRAL)
KITY-F, 92.9, 100 KW @ 475, ROCK	, \$80.00 (MMR)	Mission

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

SAN DIEGO

Market # 19; ADI # 23  
 Revenue Rank # 20  
 Income Rank # 23  
 APR 16.2  
 SMSA Pop: 1,918,900  
 CSI: 15.5 Bil (# 20)

Revenue : \$22,810,517  
 Income : \$ 2,189,578  
 % Rev Gain: +6.7  
 Stations: 35/22  
 Diaries: 1411/1360:1  
 CSI HH: 21.2 M (# 159)

National Rev: \$7,612,431  
 Nat Rev per Cap: \$4.22  
 Tot Rev per Cap: \$12.65  
 Tot Inc per Cap: \$1.21  
 Profit Margin: 9.6%  
 Retail \$: 8.0 Bil (# 21)

12+ METRO 1/4/SHARE	WIN 81	FAL 80	SUM 80	SPG 80	MSA EXCL CUME	12+ CUME/CUME RATING
1. KJQY-F 229/9.0	9.0	9.3	6.5	8.4	1. KFMB	1. KFMB 2836/18.1
2. KGB-F 169/6.7	6.6	7.0	5.2	5.4	2. KJQY-F	2. XTRA 2455/15.7
3. KFMB 151/5.9	5.0	4.0	6.4	7.1	3. KSDO	3. KGB-F 2415/15.4
4. KSDO 137/5.4	4.6	5.3	4.1	4.8	4. KGB-F	4. KJQY-F 2402/15.3
5. KPRI-F 121/4.8	4.0	5.8	5.0	5.6	5. XTRA	5. KFMB-F 2271/14.5
6. XTRA-F 110/4.3	5.3	5.4	3.9	4.5	6. KGB	6. KSDO 2223/14.2
7. KFMB-F 99/3.9	4.7	5.1	4.3	4.2	7. KCBQ	7. XTRA-F 2121/13.5
KFSD-F 99/3.9	3.3	3.0	2.7	2.9	8. XHRM-F	8. KPRI-F 2081/13.3
9. XTRA 97/3.8	3.9	4.7	4.7	3.4	9. KSON-F	9. KGB 1986/12.7
10. KGB 95/3.7	4.0	4.3	5.4	4.4	10. KSON	10. KCBQ 1603/10.2
11. XHRM-F 87/3.4	1.7	.8	.4	---	KML0	11. KOGO 1378/ 8.8
12. KCBQ 86/3.4	2.5	2.5	2.0	2.1		12. KNX 1301/ 8.3
13. KML0 84/3.3	1.6	---	.4	.7		13. KSON 1183/ 7.6
14. KEZL-F 83/3.3	3.4	4.7	3.8	3.8		14. KEZL-F 1160/ 7.4
15. KIFM-F 82/3.2	4.0	4.0	3.7	3.9		15. KIFM-F 1139/ 7.3
16. KSON 68/2.7	2.7	3.2	3.1	2.9		16. KFSD-F 1129/ 7.2
17. KSON-F 66/2.6	2.7	3.2	3.1	2.9		17. KFI 1023/ 6.5
18. KBZT-F 57/2.2	2.2	2.2	3.9	2.8		18. KSON-F 974/ 6.2
KJFM-F 57/2.2	1.9	2.0	1.5	1.2		19. KYXY-F 960/ 6.1
KOGO 57/2.2	2.3	2.9	2.1	3.7		20. KBZT-F 948/ 6.1
KYXY-F 57/2.2	3.1	2.9	3.6	3.1		

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ FM SHARE (METRO, ADI): 61.59% (1467 of 2382) (A/M 80: 57.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. XTRA-F	1. KGB-F	1. KGB-F	1. KJQY-F	1. KJQY-F	1. KSDO
2. KGB	2. KPRI-F	2. KFMB	2. KFMB	2. KSDO	2. KJQY-F
3. XHRM-F	3. KIFM-F	KPRI-F	3. KFSD-F	3. KFMB	3. KFMB
XTRA	4. KFMB-F	4. KFMB-F	4. KSDO	4. KML0	4. KGB-F
5. KPRI-F	5. XTRA-F	5. KIFM-F	5. KFMB-F	5. KFSD-F	5. KPRI-F
6. KGB-F	6. XTRA	6. XTRA-F	6. KEZL-F	6. KEZL-F	6. KFMB-F
			KCBQ		

OTHER RATED STATIONS/METRO SHARE

KITT-F 105.3		.8	KFI 640	Los Angeles	1.5
KKOS-F 95.9	Carlsbad	.8	KLOS-F 95.5	Los Angeles	1.3
KMJC 910	El Cajon	.6	KMET-F 94.7	Los Angeles	.4
KOWN-F 92.1	Escondido	.5	KNX 1070	Los Angeles	2.0
KUDE 1320	Oceanside	.7	KRTH-F 101.1	Los Angeles	.5
KABC 790	Los Angeles	.7	XHER-F 104.5	Tijuana	.7
KBRT 740	Los Angeles	.6	XHIS-F 90.3	Tijuana	.9

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	229 (3)	745 (10)	974 (13)	40.9
BTFL MUSIC		387 (4)	387 (4)	16.2
MOR/AC	208 (2)	147 (8)	355 (6)	14.9
COUNTRY	171 (3)	66 (1)	237 (4)	9.9
NEWS/TALK	204 (3)		204 (3)	8.6
CLASSICAL		99 (1)	99 (1)	4.2
BIG BAND/NOST	84 (1)		84 (1)	3.5
RELIGION	29 (2)		29 (2)	1.2
SPANISH		23 (1)	23 (1)	0.9
			<u>2382 (35)</u>	

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	RKO, \$ 69.00 (RKO)	Charter
KFMB, 760, 5 KW (DA-N), MOR/AC	, \$ 70.00 (Mc-Guild)	Midwest TV
KGB, 1360, 5 KW/1 KW, ROCK	, \$111.25 (Katz)	
KOGO, 600, 5 KW (DA-2), MOR	ABC-E, \$ 60.38 (Eastman)	Southwestern
KSDO, 1130, 10 KW (DA-2), NEWS	CBS,MBS, \$ 82.00 (CBS Spot)	Gannett
KMLO, 1000, 1 KW (DAYS,DA), BIG BAND/NOST (Al Ham)	, \$ 21.00 (Roslin)	(VISTA)
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$ 36.00 (Blair)	
XTRA, 690, 50 KW, ROCK	, \$ 54.00 (MMR)	Noble

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	ABC-F, \$ 40.00 (Christal)	
KEZL-F, 102.9, 2 KW @ 1840, BTFL MUS (Schulke II)	, \$ 45.00 (CBS Spot)	Gannett
KFMB-F, 100.7, 30 KW @ 620, SOFT ROCK	, \$ 55.00 (CBS Spot)	Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	, \$ 50.00 (Lotus)	Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	Source, \$111.25 (Katz)	
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$105.63 (RAR)	Westinghouse
KIFM-F, 98.1, 28 KW @ 640, SOFT ROCK	, \$ 59.50 (Selcom)	
KPRI-F, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$ 69.00 (Eastman)	Southwestern
KJFM-F, 102.1, 50 KW @ 1070, BTFL MUS (Century 21)	, \$ 22.00 (Masla)	(OCEANSIDE)
KSON-F, 97.3, 50 KW @ 445, COUNTRY (TM)	NBC, \$ 36.00 (Blair)	
KYXY-F, 96.5, 30 KW @ 540, AC	, \$ 40.00 (CBS/FM)	
XTRA-F, 91.1, 100 KW @ 1000, AOR (Noble)	, \$ 54.00 (MMR)	Noble
XHRM-F, 92.5, 5 KW @ 203, ROCK ( ? ? ? )	, \$ ? ? (Buckley)	

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 Tribune	125,756, Copley
San Diego Union	201,798, Copley

SAN FRANCISCO

Market # 7; ADI # 5  
 Revenue Rank # 4  
 Income Rank # 14  
 APR 17.1  
 SMSA Pop: 3,341,600  
 CSI: 36.0 Bil (# 6)

Revenue : \$65,350,569  
 Income : \$ 3,685,209  
 % Rev Gain: +10.5  
 Stations: 47/37  
 Diaries: 3443/971:1  
 CSI HH: 26.3 M (# 12)

National Rev: \$25,306,802  
 Nat Rev per Cap: \$7.90  
 Tot Rev per Cap: \$20.40  
 Tot Inc per Cap: \$1.15  
 Profit Margin: 5.6%  
 Retail \$: 16.0 Bil (# 9)

12+ METRO 1/4/SHARE	WIN 81	FAL 80	J/A 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGO 703/9.4	9.5	9.3	9.4	9.0	1. KGO 904	1. KGO 10612/18.2
2. KSOL-F 423/5.6	5.7	5.1	4.8	4.3	2. KCBS 495	2. KFRC 10348/18.8
3. KCBS 382/5.1	6.0	7.0	5.1	5.5	3. KSOL-F 436	3. KCBS 8907/16.3
4. KSFO 371/5.0	2.8	3.2	3.0	3.2	4. KNBR 424	4. KNBR 8491/14.2
5. KFRC 361/4.8	4.5	5.1	4.0	4.4	5. KFRC 423	5. KSFO 6672/13.9
6. KNBR 306/4.1	2.9	3.4	4.8	4.3	6. KSFO 397	6. KMEL-F 4944/10.7
7. KMEL-F 301/4.0	3.9	3.2	2.6	2.6	7. KMEL-F 317	7. KYUU-F 4801/10.6
8. KYUU-F 296/4.0	3.2	2.9	3.7	3.6	8. KYUU-F 301	8. KIOI-F 4370/ 9.7
9. KABL-F 272/3.6	2.7	2.7	2.7	3.0	9. KABL-F 284	9. KSFY-F 4252/ 9.5
10. KIOI-F 246/3.3	2.5	2.5	2.8	2.9	10. KIOI-F 251	10. KSOL-F 4025/ 8.8
11. KNEW 230/3.1	3.7	3.0	3.0	2.9	11. KNEW 242	11. KNEW 3944/ 8.6
12. KBLX-F 196/2.6	2.8	2.6	2.3	1.8	12. KRAK 228	12. KABL-F 3734/ 8.1
13. KOME-F 195/2.6	2.8	2.5	2.9	1.8	13. KBLX-F 206	13. KABL 3461/ 7.6
14. KOIT-F 170/2.3	2.6	2.3	2.3	2.3	14. KOME-F 200	14. KFOG-F 3288/ 6.8
15. KFOG-F 167/2.2	3.6	3.5	3.7	4.7	15. KFOG-F 184	15. KRAK 3077/ 1.0
KABL 167/2.2	3.4	3.0	2.9	2.7	16. KDFC-F+ 180	16. KSAN-F 3024/ 6.6
KDFC-F+ 167/2.2	1.4	1.4	2.2	1.7	17. KOIT-F 175	17. KOME-F 2913/ 6.3
18. KSFY-F 157/2.1	2.8	3.1	2.9	3.3	18. KABL 171	18. KBLX-F 2866/ 6.3
19. KSAN-F 155/2.1	2.1	1.9	2.0	1.7	19. KBAY-F 168	19. KDFC-F+ 2849/ 5.9
20. KDIA 123/1.6	1.5	1.7	2.3	3.1	20. KSAN-F 167	20. KOIT-F 2843/ 6.3

12+ FM SHARE (METRO): 53.71% (3759 of 6999) (A/M 80: 51.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSOL-F	1. KMEL-F	1. KYUU-F	1. KGO	1. KGO	1. KGO
2. KFRC	2. KSOL-F	2. KMEL-F	2. KSFO	2. KCBS	2. KCBS
3. KMEL-F	3. KYUU-F	3. KSOL-F	3. KYUU-F	3. KSFO	3. KFRC
4. KOME-F	4. KIOI-F	4. KIOI-F	4. KNBR	4. KABL-F	4. KNBR
5. KYUU-F	5. KFRC	5. KGO	5. KCBS	5. KNBR	5. KABL-F+
6. KSFY-F	6. KBLX-F	6. KFRC	6. KIOI-F	6. KNEW	6. KSFO
7. KBLX-F	7. KOME-F	7. KSFO	7. KFRC	7. KOIT-F	7. KSOL-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	869 (4)	635 (4)	1504 (8)	21.5
ROCK/AOR/CONTEMP	413 (2)	1077 (9)	1490 (11)	21.3
NEWS/TALK	1085 (2)		1085 (2)	15.5
BTFL MUSIC	167 (1)	772 (5)	939 (6)	13.4
BLACK/URBAN/JAZZ	151 (2)	684 (3)	835 (5)	11.9
COUNTRY	337 (3)	203 (2)	540 (5)	7.7
CLASSICAL	73 (2)	208 (2)	281 (4)	4.0
SPANISH	88 (2)	59 (1)	147 (3)	2.1
BIG BAND		96 (1)	96 (1)	1.4
RELIGION	25 (1)	57 (1)	82 (2)	1.2

6999 (47)

SAN FRANCISCO 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. KGO	1. KGO	1. KGO	KARA-F	105.7	Santa Clara .8
2. KSOL-F	2. KFRC	2. KFRC	KBAY-F	100.3	San Jose 1.8
3. KCBS	3. KCBS	3. KSOL-F	KBRG-F	105.3	.8
4. KSFO	4. KNBR	4. KCBS	KCBS-F	97.3	1.2
5. KFRC	5. KSFO	5. KSFO	KEAR-F	106.9	.3
6. KMEL-F	6. KMEL-F	6. KNEW	KEEN	1370	San Jose 1.0
7. KNBR	7. KYUU-F	7. KNBR	KEZR-F	106.5	San Jose 1.5
8. KYUU-F	8. KIOI-F	8. KYUU-F	KFAT-F	94.5	Gilroy .6
9. KABL-F	9. KSFY-F	9. KABL-F	KFAX	1100	.8
10. KIOI-F	10. KSOL-F	10. KLOK	KIQI	1010	.7
11. KNEW	11. KNEW		KJAZ-F	92.7	Alameda .9
12. KOME-F	12. KABL-F		KKHI-F+	95.7	1.6
13. KBLX-F	13. KABL		KLIV	1590	San Jose .7
14. KFOG-F	14. KFOG-F		KLOK	1170	San Jose 1.6
KOIT-F	15. KSAN-F		KMPX-F	98.9	1.3
			KOFY	1050	San Mates .5
			KPEN-F	97.7	Los Altos .4
			KRE	1400	Berkeley .4
			KREO-F	92.9	Healdsburg .3
			KSJO-F	92.3	San Jose .8
			KTIM-F	100.9	San Rafael .6
			KYA	1260	1.0
			KYA-F	93.3	1.3
			KZST-F	100.1	Santa Rosa .4
			KRAK	1140	Sacramento .4

ADI FM SHARE: 54.16% (3740 of 6906) (A/M 80: 51.59%)

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$ 80.00 (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$142.50 (CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	SBN, \$ 54.75 (Howard)	Viacom
KFRC, 610, 5 KW, ROCK (Burk-Abr)	, \$233.62 (RKO)	RKO
KGO, 810, 50 KW, NEWS/TALK	ABC-I, \$166.25 (Blair)	ABC
KNBR, 680, 50 KW, MOR	NBC, \$117.75 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	MBS, \$ 75.63 (Katz)	Malrite
KSFO, 560, 5 KW/1 KW, MOR	, \$ 88.00 (MMR)	Golden West

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$ 80.00 (Christal)	Shamrock
KBLX-F, 102.9, 50 KW @ 1285, BLACK	, \$ 65.88 (P/W)	Inner City
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 63.75 (Selcom)	GE
KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL	, \$ 31.00 (Groskin)	
KIOI-F, 101.3, 125 KW @ 1220, AC/SOFT	, \$ 93.75 (Masla)	Charter
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$132.50 (HR/Stone)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 60.00 (Torbet)	Bonneville
KSAN-F, 94.9, 35 KW @ 1140, COUNTRY	, \$ 67.50 (Katz)	Metromedia
KSFY-F, 103.7, 8 KW @ 1468, ROCK	ABC-F, \$131.25 (Blair)	ABC
KSOL-F, 107.7, 6 KW @ 1588, BLACK	NBN, \$ 87.50 (UBC)	United
KYA-F, 93.3, 25 KW @ 660, CONTEMP	, \$ 61.63 (Eastman)	King
KYUU-F, 99.7, 45 KW @ 1240, AC	, \$100.00 (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	KTZO SF 20 IND	KGO SF 7 ABC, ABC
KPIX SF 5 CBS, Westing	KVOF SF 38 IND	KRON SF 4 NBC, AF Chr

NEWSPAPERS

San Francisco Chronicle M 506,600	Oakland Tribune E 160,755, Gannett
San Francisco Examiner E 159,325, Hearst	

SAN JOSE

Market # 30  
 Revenue Rank # 31  
 Income Rank # 25  
 APR 16.9  
 SMSA Pop: 1,329,700  
 CSI: 13.6 Bil (# 24)

Revenue: \$15,404,899  
 Income : \$ 1,899,558  
 % Rev Gain: +16.5  
 Stations: 42/15  
 Diaries: 1336/995:1  
 CSI HH: 28.0 M (# 7)

National Rev: \$3,413,233  
 Nat Rev per Cap: \$2.71  
 Tot Rev per Cap: \$12.22  
 Tot Inc per Cap: \$1.51  
 Profit Margin: 12.3%  
 Retail \$: 6.7 Bil (# 25)

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 MARKET.

12+ METRO	1/4/SHARE	WIN 80	FAL 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KOME-F	138/7.6	6.8	5.4	5.0	1. KOME-F 183	1. KOME-F	2530/15.1
2. KBAY-F	113/6.2	6.0	5.9	4.6	2. KBAY-F 159	2. KBAY-F	2348/13.3
3. KEZR-F	102/5.6	4.7	5.1	4.0	3. KLOK 132	3. KLOK	2341/14.7
4. KLOK	88/4.8	4.9	4.4	5.3	4. KEZR-F 111	4. KSJO-F	1778/ 9.4
5. KEEN	62/3.4	3.8	4.4	3.6	5. KDFC-F+ 88	5. KEZR-F	1576/ 7.9
6. KARA-F	60/3.3	3.5	3.7	4.1	6. KEEN 77	6. KDFC-F	1278/ 5.1
7. KDFC-F+	44/2.4	1.3	1.3	1.7	7. KFAT-F 69	7. KLIV	1260/ 7.8
8. KSJO-F	36/2.0	2.5	2.6	2.1	8. KARA-F 68	8. KFAT-F	1252/ 5.7
9. KFAT-F	34/1.9	1.6	1.6	1.6	9. KSJO-F 60	9. KEEN	1074/ 7.9
10. KLIV	29/1.6	2.0	2.0	2.4	10. KLIV 48	10. KARA-F	969/ 7.6

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOME-F	1. KOME-F	1. KOME-F	1. KBAY-F	1. KBAY-F	1. KBAY-F
2. KRVE-F	2. KEZR-F	2. KEZR-F	2. KLOK	2. KEEN	2. KLOK
3. KSJO-F	3. KLOK	3. KBAY-F	3. KEEN	3. KLOK	3. KOME-F
4. KLIV	4. KARA-F	4. KLOK	4. KEZR-F	4. KDFC-F+	4. KEZR-F

RADIO STATIONS

KEEN, 1370, 5 KW (DA-2) , COUNTRY , \$60.00 (MMR) Golden Pacific  
 KLIV, 1590, 5 KW (DA-N) , ROCK , \$31.25 (Buckley) Empire  
 KLOK, 1170, 50 KW/5 KW (DA-2), MOR , \$90.00 (Katz) Davis & Weaver  
 KARA-F, 105.7, 50 KW @ 1860, AC , \$56.00 (Buckley) Empire  
 KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS , \$60.00 (MMR) Golden Pacific  
 KEZR-F, 106.5, 50 KW @ 430, SOFT AOR , \$71.00 (Selcom)  
 KFAT-F, 94.5, 1.2 KW @ 2580, COUNTRY , \$29.00 (Masla)  
 KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL , \$31.00 (Groskin)  
 KOME-F, 98.5, 13 KW @ 880, AOR , \$84.00 (Torbet) Infinity  
 KPEN-F, 97.7, 3 KW @ 250, AC/JAZZ , \$15.50 (Radio T.S.)  
 KRVE-F, 95.3, 370 W @ 860, AC/ETHNIC , \$10.00 (----) (LOS GATOS)  
 KSJO-F, 92.3, 50 KW @ 68, AOR , \$40.00 (Roslin) Sterling

TV STATIONS

KNTV San Jose 11 IND  
 KGSC San Jose 36 IND, Ralph Wilson

NEWSPAPERS

San Jose Mercury M 154,983, Knight-Ridder  
 San Jose News E 68,000, Knight-Ridder



SARASOTA

Market # 170  
 Revenue Rank # 208  
 Income Rank # 237  
 APR 15.7  
 SMSA Pop: 209,300  
 CSI: 1.7 Bil (# 159)

Revenue : \$1,800,090  
 Income : \$ -367,843  
 % Rev Gain: +3.9  
 Stations: 27/9  
 Diaries: 563/372:1  
 CSI HH: 18.2 M (# 287)

National Rev: \$223,893  
 Nat Rev per Cap: \$1.07  
 Tot Rev per Cap: \$8.60  
 Tot Inc per Cap: \$-1.76  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 141)

12+ METRO 1/4/SHARE				A/M 80		A/M 79		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	WDUV-F	76/15.3		13.9		13.3	1.	WDUV-F	77	1.	WDUV-F	801/24.6
2.	WSUN	37/ 7.4		7.1		4.8	2.	WSUN	41	2.	WSUN	532/15.2
3.	WAMR	33/ 6.6		3.8		4.6	3.	WAMR	36	3.	WWBA-F	361/10.7
4.	WWBA-F	32/ 6.4		3.1		2.2	4.	WWBA-F	32	4.	WAMR-F	351/ 9.3
5.	WAMR-F	27/ 5.4		4.6		2.9	5.	WAMR-F	29	5.	WQXM-F	331/10.4
6.	WWZZ	21/ 4.2		1.1		1.0	6.	WWZZ	21	6.	WYNF-F	324/ 9.1
	WFLA-F	21/ 4.2		2.4		3.6		WFLA-F	21	7.	WFLA-F	308/ 8.7
	WQXM-F	21/ 4.2		5.3		4.3		WINK-F	21	8.	WKXY	285/ 8.8
9.	WJYW-F	19/ 3.8		4.2		6.3		WQXM-F	21	9.	WSPB	274/ 8.6
10.	WSPB	18/ 3.6		2.6		3.6		WYNF-F	21	10.	WLCY	267/ 8.4

12+ FM SHARE (METRO): 58.66% (271 of 462) (A/M 80: 62.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYNF-F	1. WQXM-F	1. WDUV-F	1. WDUV-F	1. WDUV-F	1. WDUV-F
2. WQXM-F	2. WSUN	2. WSUN	2. WSUN	2. WSUN	2. WSUN
WQYK-F	WDUV-F	3. WQXM-F		3. WWBA-F	3. WAMR-F

OTHER RATED STATIONS/METRO SHARE

WBRD	1420	Bradenton	1.6	WINK-F	96.9	Ft. Myers	1.2
WENG	1530	Englewood	.8	WLCY	1380	St. Petersburg	2.2
WKXY	930		1.6	WPLP	570	Pinellas Park	2.2
WQSA	1220		2.6	WQYK-F	99.5	St. Petersburg	3.6
WSPB-F	106.3		2.0	WRBQ-F	104.7	Tampa	2.2
WSRZ-F	102.5		1.8	WTMP	1150	Tampa	1.2
WTRL	1490	Bradenton	.8	WWLF	680	St. Petersburg	1.2
WCKX-F	95.7	Clearwater	1.6	WYNF-F	94.9	Tampa	2.6
WFLA	970	Tampa					

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	6 (1)	148 (4)	154 (5)	33.3
ROCK/AOR/CONTEMP	19 (2)	78 (7)	97 (9)	21.0
COUNTRY	45 (2)	45 (2)	90 (4)	19.5
BIG BAND/NOST	54 (2)		54 (2)	11.7
MOR/AC	37 (4)		37 (4)	8.0
NEWS/TALK	24 (2)		24 (2)	5.2
BLACK	6 (1)		6 (1)	1.3

462 (27)

RADIO STATIONS

WAMR, 1320, 500 W (DAYS)	, BIG BAND	, \$10.50	(----)	(VENICE)
WSPB, 1450, 1 KW/250 W	, MOR	CBS, \$11.00	(PRO)	
WWZZ, 1280, 500 W (DAYS,DA)	, BIG BAND/NOST (A1 Ham)	, \$ ? ?	(Lotus)	
WAMR-F, 92.1, 3 KW @ 315,	COUNTRY	, \$10.50	(----)	(VENICE)
WDUV-F, 103.3, 100 KW @ 500,	BTFL MUS	, \$38.00	(Masla)	
WSRZ-F, 102.5, 100 KW @ 570,	SOFT ROCK	, \$42.75	(Christal)	Cosmos

WINK-F - See Fort Myers Condensed

OTHER STATIONS SEE TAMPA

TV AND NEWSPAPERS SEE TAMPA

SAVANNAH

Market # 161  
 Revenue Rank # 189  
 Income Rank # 202  
 APR 16.4  
 SMSA Pop: 232,800  
 CSI: 1.5 Bil (# 171)

Revenue : \$2,103,988  
 Income : \$ -104,734  
 % Rev Gain: -23.0  
 Stations: 14/11  
 Diaries: 580/401:1  
 CSI HH: 19.2 M (# 250)

National Rev: \$247,780  
 Nat Rev per Cap: \$1.06  
 Tot Rev per Cap: \$9.04  
 Tot Inc per Cap: \$-.45  
 Profit Margin: ---  
 Retail \$: .9 Bil (# 173)

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WEAS-F	53/17.7	11.9	7.1	1. WCHY-F	120	1. WCHY-F	1147/22.8	
2. WCHY-F	42/14.0	9.8	2.7	2. WEAS-F	81	2. WZAT-F	1007/27.4	
3. WSOK	40/13.4	11.9	9.1	3. WZAT-F	71	3. WSGF-F	753/24.6	
4. WZAT-F	29/ 9.7	10.1	9.5	4. WJCL-F	54	4. WJCL-F	704/19.0	
5. WJCL-F	25/ 8.4	10.1	12.5	5. WSOK	40	5. WEAS-F	689/25.6	
6. WSGF-F	24/ 8.0	9.1	12.5	6. WSGF-F	38	6. WSGA	409/18.7	
7. WAEV-F	19/ 6.4	2.8	3.7	7. WAEV-F	24	7. WREV-F	374/14.6	
8. WSGA	16/ 5.4	7.3	12.5	8. WSGA	19	8. WSOK	364/20.0	
9. WWSA	12/ 4.0	5.2	5.7	9. WWSA	16	9. WWSA	256/12.3	
10. WQQT	10/ 3.3	2.8	3.7	10. WQQT	10	10. WEAS	176/ 7.5	

12+ FM SHARE (METRO): 68.31% (194 of 284) (A/M 80: 58.95%)

<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. WEAS-F	1. WEAS-F	1. WEAS-F	1. WCHY-F	1. WCHY-F	1. WCHY-F
2. WZAT-F	2. WAEV-F	2. WCHY	2. WEAS-F	2. WSOK	2. WZAT-F
3. WSGF-F	3. WCHY-F	3. WSGF-F	3. WSOK	3. WJCL-F	3. WEAS-F

OTHER RATED STATIONS/METRO SHARE

WEAS	900	2.3	WKBX	630	1.0		
WGEC-F	103.9	Springfield	.7	WNMT	1520	Garden City	.7

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BLACK	40 (1)	53 (1)	93 (2)	32.7
ROCK/AOR/CONTEMP	16 (1)	72 (3)	88 (4)	31.0
COUNTRY	12 (2)	44 (2)	56 (4)	19.7
BTFL MUSIC		25 (1)	25 (1)	8.8
MOR/AC	15 (2)		15 (2)	5.3
RELIGION/GOSPEL	7 (1)		7 (1)	2.5
			284 (14)	

RADIO STATIONS

WEAS, 900, 5 KW (DAYS), GOSPEL	\$11.50 (Stars)	Dee Rivers
WQQT, 1450, 1 KW, COUNTRY	MBS, \$13.50 (Masla)	
WSGA, 1400, 1 KW/250 W, CONTEMP	ABC-C, \$56.75 (Katz)	
WSOK, 1230, 1 KW (DAYS), BLACK	SBN, \$27.00 (Selcom)	
WWSA, 1290, 5 KW (DA-N), MOR	ABC-I, \$19.25 (Torbet)	Bluegrass
WAEV-F, 97.3, 100 KW @ 500, CONTEMP/AC	RKO, \$14.00 (Selcom)	
WEAS-F, 93.1, 100 KW @ 355, BLACK	NBN, \$21.00 (Stars)	Dee Rivers
WJCL-F, 96.5, 100 KW @ 1232, BTFL MUS (Bonne)	CBS, \$24.00 (HR/Stone)	
WSGF-F, 99.5, 100 KW @ 384, ROCK	Source, \$22.00 (Mc-Guild)	Beasley
WZAT-F, 102.1, 100 KW @ 620, ROCK	ABC-F, \$56.75 (Katz)	
WCHY-F, 94.1, 100 KW @ 1320, COUNTRY (Drake-Chen)	ABC-E, \$19.25 (Torbet)	Bluegrass

TV STATIONS

WJCL	Savannah	22	ABC
WSAV	Savannah	3	NBC, Savannah News, Press
WTOC	Savannah	11	CBS, American Family Corp

NEWSPAPERS

Savannah News	M	55,760, Southeastern Newsp
Savannah Press	E	21,100, Southeastern Newsp

SEATTLE

Market # 16 (with Tacoma); ADI # 15  
 Revenue Rank # 11 (Approx)  
 Income Rank # 8 (approx)  
 APR 15.5  
 SMSA Pop: 2,068,900  
 CSI: 15.5 Bil (# 21)

Revenue : \$35,826,515  
 Income : \$ 5,942,159  
 % Rev Gain: +21.6  
 Stations: 34/38  
 Diaries: 1663/1244:1  
 CSI HH: 26.2 M (# 14)

National Rev: \$9,725,892  
 Nat Rev per Cap: \$5.09  
 Tot Rev per Cap: \$18.75  
 Tot Inc per Cap: \$3.11  
 Profit Margin: 16.6%  
 Retail \$: 7.7 Bil (# 22)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	FAL 79	SPG 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KISW-F	237/8.6	7.3	5.7	5.7	3.1	1. KIRO	278	1. KIRO 5219/23.9
2. KIRO	222/8.1	10.6	8.9	10.2	11.1	2. KISW-F	275	2. KOMO 3728/17.2
3. KOMO	173/6.3	8.3	7.8	9.8	6.3	3. KOMO	230	3. KJR 3693/16.4
4. KSEA-F	143/5.2	4.8	5.9	6.2	7.4	4. KSEA-F	177	4. KING 3640/14.0
5. KVI	132/4.8	2.4	4.0	4.4	5.6	5. KJR	168	5. KISW-F 2974/13.8
6. KJR	129/4.7	5.2	4.9	6.0	7.0	6. KVI	149	6. KVI 2564/12.9
7. KYYX-F	123/4.5	4.3	3.7	4.9	3.5	7. KING	146	7. KYYX-F 2327/11.9
8. KNBQ-F	116/4.2	2.9	2.7	1.2	2.0	8. KNBQ-F	136	8. KSEA-F 2010/ 9.4
9. KING	112/4.1	3.5	3.4	3.0	3.3	9. KYYX-F	133	9. KZOK-F 1958/ 8.9
10. KIXI-F	110/4.0	2.9	2.5	3.9	2.6	10. KIXI-F	123	10. KNBQ-F 1893/ 8.9
11. KIXI	90/3.3	3.4	2.6	1.2	2.0	11. KIXI	95	11. KIXI-F 1837/ 9.1
12. KPLZ-F	86/3.1	3.9	4.6	3.0	4.1	12. KPLZ-F	94	12. KPLZ-F 1595/ 7.6
13. KZAM-F	76/2.8	3.6	4.6	3.0	2.8	13. KEZX-F	90	13. KZAM-F 1485/ 7.6
14. KMPS	72/2.6	2.9	2.5	2.0	2.8	14. KZAM-F	84	14. KMPS 1457/ 6.9
15. KMPS-F	70/2.6	2.5	3.1	2.5	3.7	KMPS	84	15. KBRD-F 1402/ 5.8

12+ FM SHARE (METRO): 52.41% (1368 of 2610) (A/M 80: 51.77%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO	1. KIRO
2. KNBQ-F	2. KJR	2. KYYX-F	2. KOMO	2. KOMO	2. KOMO
3. KJR	KYYX-F	KJR	3. KVI	3. KSEA-F	3. KISW-F
4. KYYX-F	4. KING	4. KIRO	4. KSEA-F	4. KIXI	4. KMPS+
	5. KPLZ-F	5. KING	5. KIXI-F	5. KVI	5. KING
	6. KZAM-F	6. KIXI-F	6. KJR	6. KMPS	6. KJR

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	285 (6)	752 (7)	1037 (13)	39.7
MOR/AC	311 (4)	110 (1)	421 (5)	16.1
NEWS/TALK	388 (3)		388 (3)	14.9
BTFL MUSIC		278 (3)	278 (3)	10.7
COUNTRY	100 (2)	116 (2)	216 (4)	8.3
RELIGION	44 (1)	48 (1)	92 (2)	3.5
BIG BAND/NOSTALGIA	90 (1)		90 (1)	3.4
CLASSICAL		64 (1)	64 (1)	2.5
UNKNOWN	23 (2)		23 (2)	0.9
			<u>2610 (34)</u>	

SEATTLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KIRO	1. KIRO	1. KOMO	KAYO 1150	1.2
2. KISW-F	2. KOMO	2. KISW-F	KBIQ-F 105.3 Edmonds	1.8
3. KOMO	3. KJR	3. KIRO	KBLE 1050	.3
4. KSEA-F	4. KING	4. KNBQ-F	KBLE-F 93.3	1.9
5. KJR	5. KISW-F	5. KVI	KBRD-F 103.7 Tacoma	2.4
6. KVI	6. KVI	6. KBIQ-F	KEZX-F 98.9	2.5
7. KING	7. KYYX-F	7. KYYX-F	KGDN 630 Edmonds	1.6
8. KNBQ-F	8. KSEA-F	8. KING	KING-F 98.1	2.3
9. KYYX-F	9. KZOK-F	9. KJR	KKFX 1250	.5
10. KIXI-F	10. KNBQ-F	10. KGDN	KMO 1360 Tacoma	1.0
11. KIXI	11. KIXI-F		KRPM-F 106.1 Tacoma	1.7
12. KPLZ-F	12. KPLZ-F		KTAC 850 Tacoma	1.4
13. KEZX-F	13. KZAM-F		KTNT 1400 Tacoma	.4
14. KZAM-F	14. KMPS		KWYZ 1230 Everett	1.2
KMPS	15. KBRD-F		KXA 770	2.4
			KZAM 1540	.2
			KZOK 1590	.4
ADI FM SHARE: 50.16% (1677 of 3343) (A/M 80: 48.53%)			KZOK-F 102.5	2.3
			KEX 1190 Portland	.5

AM STATIONS

KGDN, 630, 5 KW (DAYS), RELIGION	, \$22.00 (----)	
KING, 1090, 50 KW (DA-2), CONTEMP	, \$55.75 (Blair)	King
KIRO, 710, 50 KW (DA-N), NEWS	CBS,MBS, \$90.00 (Torbet)	Bonneville
KIXI, 910, 1 KW (DA-1), BIG BAND/NOST (Al Ham)	, \$25.00 (Christal)	
KJR, 950, 5 KW (DA-N), ROCK (Burk-Abr)	, \$76.25 (Mc-Guild)	Metromedia
KMPS, 1300, 5 KW (DA-N), COUNTRY	, \$40.25 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N), MOR	ABC-I, \$90.00 (Katz)	Fisher
KVI, 570, 5 KW, TALK/NEWS	MBS, \$50.00 (MMR)	Golden West

FM STATIONS

KBIQ-F, 105.3, 115 KW @ 721, RELIGION	, \$22.00 (----)	
KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Schulke)	, \$51.36 (Masla)	Entercom
KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)	ABC-E, \$35.00 (Buckley)	Park
KISW-F, 99.9, 100 KW @ 1200, AOR (Burk-Abr)	, \$70.00 (Mc-Guild)	Kaye-Smith*
KIXI-F, 95.7, 100 KW @ 1100, SOFT/AC	, \$25.00 (Christal)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$40.25 (Eastman)	Affiliated
KNBQ-F, 97.3, 100 KW @ 370, ROCK	, \$39.25 (Market 4)	Tacoma Tribune
KPLZ-F, 101.5, 100 KW @ 1200, ROCK	RKO, \$30.00 (MMR)	Golden West
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$71.00 (Torbet)	Bonneville
KYYX-F, 96.5, 81 KW @ 1223, ROCK	ABC-C, \$45.25 (Christal)	O'Day
KZAM-F, 92.5, 100 KW @ 1100, ROCK/AOR	ABC-F, \$49.50 (Selcom)	Sandusky News
KZOK-F, 102.5, 100 KW @ 1165, AOR	Source, \$60.00 (CBS/FM)	Sterling

\*Sale to Lester Smith pending

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord
KCPQ	Tacoma	13	IND, Kelly

NEWSPAPERS

Seattle Post-Intelligencer	M	197,123, Hearst
Seattle Times	E	253,984
Everett Herald	E	61,037, Post-Newsweek
Tacoma News Tribune	E	107,860

SHREVEPORT

Market # 106  
 Revenue Rank # 75  
 Income Rank # 58  
 APR 13.8  
 SMSA Pop: 376,000  
 CSI: 2.7 Bil (# 112)

Revenue : \$6,396,748  
 Income : \$ 690,323  
 % Rev Gain: +13.9  
 Stations: 14/17  
 Diaries: 688/547:1  
 CSI HH: 20.3 M (# 202)

National Rev: \$1,378,373  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$17.81  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 10.8%  
 Retail \$: 1.6 Bil (# 106)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOKA 66/15.8	17.8	15.9	14.8	1. KRMD-F+ 101	1. KWKH 1708/25.4
2. KRMD-F+ 59/14.1	16.2	16.5	14.0	2. KWKH 98	2. KEEL 1467/27.2
3. KWKH 54/12.9	10.0	17.3	15.3	3. KOKA 74	3. KRMD-F+ 1387/25.8
4. KCOZ-F 45/10.7	11.0	10.0	12.7	4. KROK-F 65	4. KROK-F 1017/17.5
5. KEEL 41/ 9.8	13.0	14.5	13.0	5. KEEL 64	5. KOKA 887/23.2
6. KMBQ-F 35/ 8.4	8.6	7.0	3.8	6. KCOZ-F 48	6. KMBQ-F 598/15.4
7. KCIJ 33/ 7.9	11.0	6.4	8.7	7. KMBQ-F 43	7. KCOZ-F 585/16.9
8. KROK-F 30/ 7.2	6.1	6.1	8.9	8. KCIJ 41	8. KCIJ 423/10.9
9. KDKS-F 29/ 6.9	---	---	---	9. KDKS-F 32	9. KDKS-F 418/11.0
10. KASO 8/ 1.9	2.0	1.1	1.8	10. KASO 8	10. KEPT-F 109/ 3.3

12+ FM SHARE (METRO): 45.85% (188 of 410) (A/M 80: 37.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKA	1. KOKA	1. KOKA	1. KRMD-F+	1. KRMD-F+	1. KWKH
KROK-F	2. KEEL	2. KRMD-F+	2. KOKA	2. KCOZ-F	2. KRMD-F+
3. KMBQ-F	3. KDKS-F	3. KEEL	3. KWKH	KWKH	3. KOKA

OTHER RATED STATIONS/METRO SHARE

WBCL 1220 1.0 KEPT-F 96.5 1.2 KNCB 1320 Vivian .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	41 (1)	94 (3)	135 (4)	32.9
COUNTRY	69 (2)	44 (1)	113 (3)	27.6
BLACK	66 (1)		66 (1)	16.1
BTFL MUSIC		45 (1)	45 (1)	11.0
RELIGION/GOSPEL	33 (1)	5 (1)	38 (2)	9.3
UNKNOWN	10 (2)		10 (2)	2.4
MOR/AC	4 (1)		4 (1)	1.0
			410 (14)	

RADIO STATIONS

KASO, 1240, 1 KW (DAYS) , ? ? ? , \$ 5.00 (Corlett) (MINDEN)  
 KCIJ, 930, 5 KW (DAYS) , BLACK/GOSPEL , \$ 8.00 (Savalli)  
 KEEL, 710, 50 KW/5 KW (DA-2) , CONTEMP , \$38.50 (Mc-Guild) Multimedia  
 KOKA, 1550, 10 KW/500 W (DA-N), BLACK , \$24.50 (Howard)  
 KWKH, 1130, 50 KW (DA-N) , COUNTRY ABC-E, \$34.00 (Torbet) Great Empire  
 KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Bonne) , \$18.25 (Howard)  
 KDKS-F, 92.1, 3 KW @ 300, AOR , \$ ? ? (----) (BENTON)  
 KMBQ-F, 93.7, 100 KW @ 350, AOR , \$38.50 (Mc-Guild) Multimedia  
 KRMD-F+, 101.1, 100 KW @ 1000, COUNTRY (Burk-Abr) , \$18.50 (Katz)  
 KROK-F, 94.5, 100 KW @ 400, ROCK , \$23.00 (Torbet) Great Empire

TV STATIONS

KSLA Shreveport 12 CBS  
 KTAL Terarkana 6 NBC, Camden News  
 KTBS Shreveport 3 ABC

NEWSPAPERS

Shreveport Journal E 33,988, Gannett  
 Shreveport Times M 87,822, Gannett

SIOUX FALLS

Market # 268  
 Revenue Rank # 140  
 Income Rank # 96  
 APR 16.2  
 SMSA Pop: 105,200  
 CSI: .8 Bil (# 256)

Revenue : \$3,060,962  
 Income : \$ 335,624  
 % Rev Gain: +25.3  
 Stations: 10/9  
 Diaries: 545/193:1  
 CSI HH: 21.2 M (# 158)

National Rev: \$669,926  
 Nat Rev per Cap: \$6.37  
 Tot Rev per Cap: \$29.10  
 Tot Inc per Cap: \$3.19  
 Profit Margin: 11.0%  
 Retail \$: .6 Bil (# 217)

12+ METRO 1/4/SHARE				A/M 80		A/M 79		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	KSOO	29/19.7		17.2		22.7	1.	WNAX	86	1.	WNAX	1098/ 9.7
2.	KELO	18/12.2		13.8		12.1	2.	KELO	66	2.	KELO	1082/37.1
3.	KELO-F	17/11.6		12.1		10.6	3.	KXRB	61	3.	KXRB	681/20.5
4.	KKRC	16/10.9		12.9		13.6	4.	KKRC	40	4.	KKRC	627/34.3
5.	KPAT-F	15/10.2		9.5		8.3	5.	KSOO	39	5.	KSOO	566/40.1
	KXRB	15/10.2		4.3		12.1	6.	KELO-F	34	6.	KELO-F	471/19.9
7.	KIOV-F	12/ 8.2		6.9		6.1	7.	KPAT-F	24	7.	KPAT-F	427/27.1
8.	KKRZ-F	11/ 7.5		8.6		4.5	8.	KIOV-F	17	8.	KIOV-F	313/17.7
9.	WNAX	3/ 2.0		2.6		1.5	9.	KKRZ-F	11	9.	KKRZ-F	155/14.8
10.	KRSS	1/ .7		---		.8	10.	KRSS	2	10.	KRSS	78/ 7.6

12+ FM SHARE (METRO): 40.15% (55 of 137) (A/M 80: 42.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKRC	1. KELO	1. KELO	1. KSOO	1. KSOO	1. WNAX
2. KKRZ-F	2. KKRC	2. KKRC	2. KXRB	2. KELO-F	2. KELO
KPAT-F	3. KPAT-F	KSOO	3. KELO	3. KXRB	3. KSOO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (2)	26 (2)	60 (4)	43.8
COUNTRY	18 (2)	12 (1)	30 (3)	21.9
MOR/AC	30 (2)		30 (2)	21.9
BTFL MUSIC		17 (1)	17 (1)	12.4
			137 (10)	

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, CONTEMP/AC	, \$17.50	(Torbet)	Midcontinent
KKRC, 1230, 1 KW/250 W	, ROCK	ABC-C,RKO, \$11.00	(PRO)	Tom Ingstad
KRSS, 1520, 500 W (DAYS,DA)	, MOR	, \$ 5.00	(----)	
KSOO, 1140, 10 KW/5 KW (DA-2)	, MOR	ABC-E,ABC-I, \$23.50	(Mc-Guild)	
KXRB, 1000, 10 KW (DAYS,DA)	, COUNTRY	NBC, \$28.00	(Buckley)	S. Minnesota
WNAX, 570, 5 KW (DA-N)	, COUNTRY	CBS, \$86.25	(Katz)	Park (YANKTON)
KELO-F, 92.5, 100 KW @ 1911	, BTFL MUSIC	, \$12.50	(Torbet)	Midcontinent
KIOV-F, 104.7, 100 KW @ 735	, COUNTRY (Musicworks)	NBC, \$26.25	(Buckley)	S. Minnesota
KKRZ-F, 93.5, 3 KW @ 150	, AOR	Source, \$10.50	(PRO)	Tom Ingstad
KPAT-F, 97.3, 60 KW @ 220	, ROCK	, \$ 9.50	(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 44,208, Gannett

SOUTH BEND

Market # 135  
 Revenue Rank # 131  
 Income Rank # 82  
 APR 18.3  
 SMSA Pop: 282,400  
 CSI: 2.1 Bil (# 131)

Revenue : \$3,395,979  
 Income : \$ 471,520  
 % Rev Gain: +23.5  
 Stations: 18/9  
 Diaries: 606/466:1  
 CSI HH: 21.9 M (# 123)

National Rev: \$455,888  
 Nat Rev per Cap: \$1.61  
 Tot Rev per Cap: \$12.03  
 Tot Inc per Cap: \$1.67  
 Profit Margin: 13.9  
 Retail \$: 1.1 Bil (# 154)

12+ METRO	1/4/SHARE	SPG 80	A/M 79
1. WNDU-F	99/23.5	17.8	8.0
2. WSBT	50/11.8	15.4	19.0
3. WRBR-F	42/10.0	14.8	26.1
4. WWJY-F	38/ 9.0	8.4	8.8
5. WYEZ-F	28/ 6.6	7.5	5.8
6. WNDU	22/ 5.2	3.0	4.0
7. WLS	16/ 3.8	3.0	5.5
8. WJVA	14/ 3.3	3.2	2.5
WMAQ	14/ 3.3	4.0	2.8
WFRN-F	14/ 3.3	1.6	.8

12+ TSA	1/4
1. WNDU-F	239
2. WRBR-F	81
3. WWJY-F	78
4. WYEZ-F	75
5. WMAQ	70
6. WLS	59
7. WSBT	53
8. WOWO	39
9. WFRN-F	37
10. WBBM	26

12+ TSA	CUME/MSA	CUME	RAT
1. WNDU-F	2541	41.1	
2. WLS	1436	16.6	
3. WRBR-F	1298	28.1	
4. WWJY-F	1132	20.3	
5. WMAQ	1129	10.6	
6. WSBT	927	32.5	
7. WYEZ-F	897	16.8	
8. WOWO	635	2.9	
9. WBBM	541	9.2	
10. WGN	472	6.2	

12+ FM SHARE (METRO): 61.66% (238 of 386) (A/M 80: 60.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WSBT	1. WNDU-F	
	2. WRBR-F	2. WRBR-F	2. WSBT	WWJY-F	2. WSBT	
		3. WSBT	3. WRBR-F	3. WNDU-F	3. WYEZ-F	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	151 (3)	167 (4)	43.3
MOR/AC	71 (5)		71 (5)	18.4
BTFL MUSIC		66 (2)	66 (2)	17.1
COUNTRY	50 (3)		50 (3)	13.0
UNKNOWN		16 (2)	16 (2)	4.1
NEWS/TALK	11 (1)		11 (1)	2.8
RELIGION		5 (1)	5 (1)	1.3
			386 (18)	

OTHER RATED STATIONS/METRO SHARE

WHME-F	103.1		1.2	WBBM	780	Chicago	2.6
WTCA	1050	Plymouth	3.1	WCFL	1000	Chicago	.5
WTCA-F	94.3	Plymouth	.5	WGN	720	Chicago	.9
WAOR-F	95.3	Niles	2.4	WOWO	1190	Ft. Wayne	.5

RADIO STATIONS

WJVA, 1580, 1 KW (DAYS), COUNTRY	MBS, \$11.75 (Savalli)	
WNDU, 1490, 1 KW/250 W, COUNTRY	ABC-I, \$23.40 (Mc-Guild)	Notre Dame
WSBT, 960, 5 KW (DA-2), MOR	CBS, \$20.00 (Katz)	S. Bend Tribune
WNDU-F, 92.9, 13 KW @ 880, ROCK	, \$23.40 (Mc-Guild)	Notre Dame
WRBR-F, 103.9, 3 KW @ 290, AC	, \$25.50 (Torbet)	Booth
WWJY-F, 101.5, 9 KW @ 967, BTFL MUS (Schulke)	, \$18.00 (Katz)	S. Bend Tribune
WFRN-F, 104.7, 50 KW @ 455, ? ? ?	, \$11.50 (Buckley)	(ELKHART)
WYEZ-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	, \$16.50 (Selcom)	Federated (ELKHART)

WOWO - See Ft. Wayne

Other Stations - See Chicago

TV STATIONS

WHME	S. Bend	46	IND	WSBT	S. Bend	22	CBS, S. Bend Tribune
WNDU	S. Bend	16	NBC, Notre Dame	WSJV	Elkhart	28	ABC, Quincy Newspapers

NEWSPAPERS

South Bend Tribune	E	106,610	Elkhart Truth	E	29,920, Federated
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SPOKANE

Market # 111  
 Revenue Rank # 93  
 Income Rank # 192  
 APR 15.8  
 SMSA Pop: 356,100  
 CSI: 2.8 Bil (# 106)

Revenue : \$5,059,398  
 Income : \$ -56,824  
 % Rev Gain: -4.2  
 Stations: 14/16  
 Diaries: 686/519:1  
 CSI HH: 21.5 M (#143)

National Rev: \$1,367,690  
 Nat Rev per Cap: \$4.19  
 Tot Rev per Cap: \$15.50  
 Tot Inc per Cap: \$-.17  
 Profit Margin: ---  
 Retail \$: 1.5 Bil (# 112)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KJRB 58/12.9	13.2	12.3	15.5	16.4	1. KREM-F 91	1. KHQ-F 1298/25.3
KREM-F 58/12.9	10.0	9.1	10.9	10.4	2. KHQ-F 88	2. KJRB 1289/30.0
3. KHQ-F 46/10.2	7.4	10.9	7.5	11.2	3. KJRB 83	3. KHQ 978/18.9
4. KXLY-F 44/ 9.8	8.4	9.6	6.7	7.5	4. KXLY-F 80	4. KREM-F 968/22.8
5. KSPO 43/ 9.6	6.7	6.2	4.1	3.5	5. KZUN-F 64	5. KGA 895/17.8
6. KHQ 31/ 6.9	7.9	8.4	8.3	9.2	6. KHQ 57	6. KXLY-F 886/18.3
7. KGA 28/ 6.2	6.5	7.7	7.0	9.0	7. KDRK-F 50	7. KZUN-F 740/11.7
KEZE-F 28/ 6.2	7.9	9.6	14.2	5.0	KGA 50	8. KDRK-F 578/11.6
9. KDRK-F 23/ 5.1	3.2	5.4	4.7	2.5	9. KSPO 43	9. KSPO 553/18.9
10. KZUN-F 21/ 4.7	5.3	3.2	3.4	8.0	10. KEZE-F 28	10. KXLY 511/10.5

12+ FM SHARE (METRO): 51.16% (220 of 430) (A/M 80: 51.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KREM-F	1. KREM-F	1. KXLY-F	1. KXLY-F	1. KHQ
2. KHQ-F	2. KHQ-F	2. KHQ-F	2. KREM-F	2. KSPO	2. KHQ-F
KREM-F	3. KJRB	3. KJRB	3. KHQ-F	3. KGA	3. KJRB

OTHER RATED STATIONS/METRO SHARE

KREM 970 2.9	KXXR 1440 4.0
KXLY 920 2.4	KZUN 630 Opportunity 1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	71 (2)	104 (2)	175 (4)	40.7
COUNTRY	36 (2)	44 (2)	80 (4)	18.6
BTFL MUSIC		72 (2)	72 (2)	16.7
NEWS/TALK	43 (1)		43 (1)	10.0
MOR/AC	42 (2)		42 (2)	9.8
BIG BAND	18 (1)		18 (1)	4.2
			430 (14)	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N), COUNTRY	ABC-I, \$35.50 (Eastman) Community Pacific
KHQ , 590, 5 KW , MOR	NBC, \$27.00 (Katz) Spok Chronicle
KJRB, 790, 5 KW (DA-N), ROCK (Burk-Abr)	, \$29.23 (Mc-Guild) Kaye-Smith
KSPO, 1230, 1 KW/250 W , NEWS	MBS, \$10.75 (Masla)
KXLY, 920, 5 KW , MOR	CBS, \$19.50 (Torbet) Morgan Murphy
KDRK-F, 93.7, 56 KW @ 2380, COUNTRY (TM)	RKO, \$31.07 (Eastman) Community Pacific
KEZE-F, 105.7, 41 KW @ 580, BTFL MUSIC	, \$20.88 (Mc-Guild) Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030, ROCK (TM)	NBC, \$25.00 (Katz) Spok Chronicle
KREM-F, 92.9, 81 KW @ 2100, AOR	, \$28.00 (Blair) King
KXLY-F, 99.9, 25 KW @ 3010, BTFL MUS (Churchill)	, \$19.50 (Torbet) Morgan Murphy
KZUN-F, 96.1, 56 KW @ 2380, COUNTRY (? ?)	ABC-C, \$22.00 (HR/Stone)

TV STATIONS

KHQ Spokane 6	NBC, Spokane Chronicle
KXLY Spokane 4	ABC, Morgan Murphy
KREM Spokane 2	CBS, King

NEWSPAPERS

Spokane Chronicle E	61,580
Spokane Spokesman-Review M	76,648



SPRINGFIELD, MA

Market # 80 (county - # 71)  
 Revenue Rank # 83  
 Income Rank # 140  
 APR 17.6  
 SMSA Pop: 529,000  
 CSI: 4.6 Bil (# 69)

Revenue : \$5,536,501  
 Income : \$ 135,102  
 % Rev Gain: +8.3  
 Stations: 25/13  
 Diaries: 888/596:1  
 CSI HH: 22.8 M (# 84)

National Rev: \$1,378,887  
 Nat Rev per Cap: \$2.59  
 Tot Rev per Cap: \$10.38  
 Tot Inc per Cap: \$10.38  
 Profit Margin: 2.4%  
 Retail \$: 2.4 Bil (# 75)

12+ METRO	1/4/SHARE	FAL 80	A/M 80	A/M 79
1. WHYN-F	121/13.9	14.0	13.8	16.5
2. WMAS-F	97/11.1	10.6	7.5	2.6
3. WHYN	95/10.9	11.5	10.9	12.6
4. WMAS	91/10.5	9.3	9.9	6.6
5. WCCC-F	52/ 6.0	7.6	8.1	5.9
6. WAQY-F	46/ 5.3	6.8	8.0	7.3
7. WAAF-F	34/ 3.9	2.8	1.9	1.3
8. WTIC	30/ 3.4	4.3	3.4	6.0
9. WHMP	28/ 3.2	1.8	3.3	3.4
10. WRCH-F	27/ 3.1	3.1	4.4	2.6

12+ TSA	1/4
1. WHYN-F	134
2. WMAS-F	102
3. WHYN	95
4. WMAS	91
5. WCCC-F	64
6. WAQY-F	64
7. WTIC	61
8. WAAF-F	40
9. WRCH-F	36
10. WHCN-F	35

12+ TSA	CUME/MSA	CUME	RAT
1. WHYN	1626	31.2	
2. WHYN-F	1404	25.4	
3. WAQY-F	1324	20.7	
4. WMAS-F	1310	24.2	
5. WCCC-F	1056	16.9	
6. WTIC	1052	13.5	
7. WMAS	904	18.2	
8. WAAF-F	759	12.4	
9. WSPR	617	11.9	
10. WHCN-F	538	6.4	

12+ FM SHARE (METRO): 58.79% (458 of 779) (A/M 80: 55.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WAQY-F	1. WMAS-F	1. WMAS-F	1. WHYN-F	1. WHYN-F	1. WHYN-F	
2. WAAF-F	2. WHYN	2. WHYN	2. WHYN	2. WMAS	2. WHYN	
3. WCCC-F	WCCC-F	3. WHYN-F	3. WMAS-F	3. WHYN	3. WTIC	
4. WMAS-F	4. WAQY-F	4. WCCC-F	4. WMAS	4. WMAS-F	4. WMAS-F	

OTHER RATED STATIONS/METRO SHARE

WACE	730	Chicopee	1.0	WDRC-F	102.9	Hartford	1.0
WARE	1250	Ware	.6	WHCN-F	105.9	Hartford	1.8
WHMP-F	99.3	Northampton	2.1	WIOF-F	104.1	Waterbury	.7
WIXY	1600	East Longmeadow	1.8	WKSS-F	95.7	Hartford	1.0
WLDM	1570	Westfield	.8	WSRS-F	96.1	Worcester	.6
WREB	930	Holyoke	2.5	WTIC-F	96.5	Hartford	.8
WSPR	1270		2.9	WWYZ-F	92.5	Waterbury	1.3
WDRC	1360	Hartford	.3				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	95 (1)	278 (9)	373 (10)	47.3
BTFL MUSIC		162 (4)	162 (4)	20.5
MOR/AC	98 (6)	18 (1)	116 (7)	14.7
BIG BAND/NOSTALGIA	91 (1)		91 (1)	11.5
NEWS/TALK	22 (1)		22 (1)	2.8
COUNTRY	16 (1)		16 (1)	2.0
RELIGION	9 (1)		9 (1)	1.1

789 (25)

RADIO STATIONS

WHMP, 1400, 1 KW/250 W	, MOR	ABC-I, \$15.00	(Market 4)
WHYN, 560, 5 KW/1 KW (DA-2), CONTEMP/AC		, \$50.25	(Blair) Affiliated
WMAS, 1450, 1 KW/250 W	, BIG BAND/NOST (A1 Ham)	MBS, \$30.00	(Torbet)
WSPR, 1270, 5 KW/1 KW (DA-1), MOR		ABC-E, \$17.00	(Lotus)
WAQY-F, 102.1, 27 KW @ 650, ROCK		ABC-C, \$34.00	(Mc-Guild) Executive
WHYN-F, 93.1, 9 KW @ 970, BTFL MUS		, \$50.25	(Blair)
WMAS-F, 94.7, 50 KW @ 360, ROCK		, \$40.00	(Torbet)

TV STATIONS	Station	Power	Network
WHYN	Springfield	40	ABC, Gannett
WWLP	Springfield	22	NBC

NEWSPAPERS	Station	Class	Revenue
Springfield News	E	75,729	Newhouse
Springfield Union	M	72,195	Newhouse

SPRINGFIELD, MO

Market # 168  
 Revenue Rank # 105  
 Income Rank # 90  
 APR 16.4  
 SMSA Pop: 213,500  
 CSI: 1.4 Bil (# 174)

Revenue : \$4,513,275  
 Income : \$ 362,612  
 % Rev Gain: +11.9  
 Stations: 11/10  
 Diaries: 529/404:1  
 CSI HH: 17.4 M (# 310)

National Rev: \$639,054  
 Nat Rev per Cap: \$2.99  
 Tot Rev per Cap: \$21.14  
 Tot Inc per Cap: \$1.70  
 Profit Margin: 8.0%  
 Retail \$: 1.1 Bil (# 152)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KWTO-F 66/23.0	22.4	20.6	1. KTTS-F 130	1. KWTO 1890/28.5
2. KTTS-F 49/17.1	13.8	22.1	2. KWTO 129	2. KWTO-F 1349/41.1
3. KTTS 29/10.1	9.3	10.7	KWTO-F 129	3. KTTS-F 1311/28.4
KWTO 29/10.1	16.3	13.4	4. KTXR-F 53	4. KTXR-F 788/20.9
5. KTXR-F 28/ 9.8	11.8	11.1	5. KTTS 37	5. KTTS 644/24.7
6. KGBX 20/ 7.0	6.9	5.1	6. KWFC-F 28	6. KGBX 377/20.0
7. KBUG 17/ 5.9	2.4	2.8	7. KBUG 26	7. KICK 301/15.8
KRFG-F 17/ 5.9	6.1	2.8	8. KGBX 21	8. KWFC-F 256/11.3
9. KICK 8/ 2.8	4.1	6.3	9. KRFG-F 17	9. KWFC-F 234/ 6.4
10. KWFC-F 6/ 2.1	1.2	1.6	10. KICK 9	10. KRFG-F 175/ 9.3

12+ FM SHARE (METRO): 60.36% (166 of 275) (A/M 80: 57.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F	1. KTTS-F	1. KTTS-F
	2. KRFG-F	2. KTTS-F	2. KWTO-F	2. KTXR-F	2. KWTO
	3. KGBX	3. KRFG-F	3. KWTO	3. KWTO	3. KWTO-F

OTHER RATED STATION/METRO SHARE

KLFJ 1550 2.1

FORMATS

	AM	FM	TOTAL	%
COUNTRY	58 (2)	49 (1)	107 (3)	38.9
ROCK/AOR/CONTEMP		83 (2)	83 (2)	30.2
BTFL MUSIC		28 (1)	28 (1)	10.2
MOR/AC	28 (2)		28 (2)	10.2
BIG BAND	17 (1)		17 (1)	6.2
RELIGION	6 (1)	6 (1)	12 (2)	4.4
			275 (11)	

RADIO STATIONS

KBUG, 1060, 500 W (DAYS), BIG BAND/NOST (Al Ham)	MBS, \$10.00 (Bunchez)	
KGBX, 1260, 5 KW (DA-N), AC/CONTEMP	CBS, \$ 8.75 (Katz)	Stauffer
KICK, 1340, 1 KW/250 W, AC	, \$ 9.50 (Masla)	
KTTS, 1400, 1 KW/250 W, COUNTRY	ABC-E, \$35.78 (Torbet)	Great Empire
KWTO, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$33.50 (Eastman)	Stuart
KTTS-F, 94.7, 100 KW @ 659, COUNTRY	ABC-E, \$35.78 (Torbet)	Great Empire
KTXR-F, 101.5, 100 KW @ 1150, BTFL MUS (Bonne)	NBC, \$16.00 (PRO)	
KWFC-F, 97.3, 100 KW @ 480, RELIGION	, \$ 6.00 (----)	
KWTO-F, 98.7, 100 KW @ 291, ROCK (TM)	, \$33.50 (Eastman)	Stuart
KRFG-F, 93.5, 2.4 KW @ 330, AOR	Source, \$ 8.00 (----)	(GREENFIELD)

TV STATIONS

KMTC	Springfield	27	ABC
KOLR	Springfield	10	CBS
KYTV	Springfield	3	NBC, Harte-Hanks

NEWSPAPERS

Springfield News	M	37,373, Gannett
Springfield Leader & Press	E	38,388, Gannett

STEUBENVILLE

Market # 199  
 Revenue Rank # 226  
 Income Rank # 127  
 APR 14.2  
 SMSA Pop: 163,800  
 CSI: 1.2 Bil (# 184)

Revenue : \$1,344,552  
 Income : \$ 187,797  
 % Rev Gain: +12.0  
 Stations: 24/4  
 Diaries: 488/336:1  
 CSI HH: 21.1 M (# 164)

National Rev: \$335,711  
 Nat Rev per Cap: \$2.05  
 Tot Rev per Cap: \$8.21  
 Tot Inc per Cap: \$1.15  
 Profit Margin: 14.0%  
 Retail \$: .6 Bil (# 226)

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WRKY-F	26/13.5	13.0	8.9
2. WWVA	23/12.0	13.0	17.2
3. KDKA	20/10.4	7.3	6.9
4. WSTV	19/ 9.9	11.4	13.3
5. WDVE-F	13/ 6.8	3.1	5.4
6. WEIR	11/ 5.7	8.8	8.4
7. WAMO-F	8/ 4.2	2.1	2.5
WSHH-F	8/ 4.2	4.7	2.5
9. WANJ-F	7/ 3.6	2.1	3.0
10. WOMP-F	6/ 3.1	1.6	.5

THIS MARKET'S METRO  
 AND TSA ARE THE SAME.

12+ CUME/METRO	CUME	RAT
1. WRKY-F	486/36.0	
2. WSTV	345/25.6	
3. WWVA	343/25.4	
4. WEIR	298/22.1	
5. KDKA	289/21.4	
6. WDVE-F	216/16.0	
7. WOMP-F	165/12.2	
8. WKWK-F	163/12.1	
9. WSHH-F	153/11.3	
10. WELA-F	123/ 9.1	

12+ FM SHARE (METRO): 55.00% (99 of 180) (A/M 80: 50.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WWVA	1. WWVA
2. WDVE-F	2. WDVE-F	2. WWVA	2. WWVA	2. WSTV	2. WSTV-F
WOMP-F		3. WDVE-F	3. WSTV	3. KDKA	KDKA

OTHER RATED STATIONS/METRO SHARE

WLIT	950		1.0	WOMP	1290	Bellaire	.5
WELA-F	104.3	E. Liverpool	2.6	WPIT-F	101.5	Pittsburgh	.5
WJOI-F	93.7	Pittsburgh	.5	WWKS-F	106.7	Beaver Falls	1.6
WKWK	1400	Wheeling	1.0	WWSW-F	94.5	Pittsburgh	2.6
WKWK-F	97.3	Wheeling	2.6	WWWE	1100	Cleveland	.5
WNEU	1600	Wheeling	1.0	WXKX-F	96.1	Pittsburgh	2.1
WOHI	1490	E. Liverpool	1.0				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		63 (8)	63 (8)	35.0
MOR/AC	57 (7)		57 (7)	31.7
COUNTRY	25 (2)	5 (1)	30 (3)	16.7
BTFL MUSIC		21 (3)	21 (3)	11.7
BLACK		8 (1)	8 (1)	4.4
NEWS/TALK	1 (1)		1 (1)	.6
RELIGION		1 (1)	1 (1)	.6
			<u>180 (24)</u>	

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), AC	CBS, \$13.50 (Masla)	Gilcom
WSTV, 1340, 1 KW/250 W, MOR	, \$30.40 (Mc-Guild)	Associated
WRKY-F, 103.5, 12 KW @ 880, ROCK (TM)	RKO, \$30.40 (Mc-Guild)	Associated
WELA-F, 104.3, 50 KW @ 335, COUNTRY	, \$ 7.50 (----)	(EAST LIVERPOOL)

FOR OTHER STATIONS SEE WHEELING AND PITTSBURGH

FOR TV STATIONS SEE WHEELING

NEWSPAPERS

Steubenville Herald-Star	E	21,857, Thomson
Weirton Times	E	8,224, Thomson

STOCKTON

Market # 113  
 Revenue Rank # 155  
 Income Rank # 70  
 APR 14.9  
 SMSA Pop: 331,600  
 CSI: 2.5 Bil (# 117)

Revenue : \$2,712,876  
 Income : \$ 567,061  
 % Rev Gain: +41.8  
 Stations: 25/8  
 Diaries: 649/511:1  
 CSI HH: 21.8 M (# 129)

National Rev: \$549,819  
 Nat Rev per Cap: \$1.74  
 Tot Rev per Cap: \$8.58  
 Tot Inc per Cap: \$1.79  
 Profit Margin: 20.9%  
 Retail \$: 1.5 Bil (# 116)

12+ METRO 1/4/SHARE	FAL 80	A/M 80	A/M 79
1. KRAK 53/12.2	9.9	13.6	10.4
2. KJAX-F 37/ 8.5	10.7	9.6	12.3
3. KSTN-F 36/ 8.3	6.0	3.2	2.8
4. KHOP-F 33/ 7.6	8.1	8.2	4.5
5. KCBS 22/ 5.1	5.5	5.9	8.1
6. KJOY 20/ 4.6	8.6	6.6	7.8
KNBR 20/ 4.6	7.0	7.2	5.6
8. KSTN 18/ 4.2	2.9	5.3	5.3
9. KWIN-F 17/ 3.9	2.6	2.4	5.6
KZAP-F 17/ 3.9	2.6	1.3	---

NOTE: THE STOCKTON  
 TSA AND MSA ARE THE  
 SAME.

12+ CUME/CUME RATING
1. KRAK 606/20.8
2. KHOP-F 546/18.7
3. KJOY 508/17.4
4. KSTN 440/15.1
KJAX-F 440/15.1
6. KWIN-F 377/12.9
7. KNBR 359/12.3
8. KCBS 355/12.2
9. KFRC 338/11.6
10. KZAP-F 228/ 7.8

12+ FM SHARE (MSA/TSA): 53.39% (205 of 384) (A/M 80: 40.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSTN-F	1. KHOP-F	1. KRAK	1. KRAK	1. KRAK	1. KRAK
KHOP-F	2. KSTN-F	2. KHOP-F	2. KNBR	2. KJAX-F	2. KJAX-F
3. KJOY	3. KZAP-F	3. KSTN-F	3. KSTN-F	3. KCBS	3. KCBS

OTHER RATED STATIONS/METRO SHARE

KFMR-F 100.1		2.8	KTAB 860	Modesto .7
KQKK-F 96.7	Manteca	2.5	KWOD-F 106.5	Sacramento .7
KWG 1230		1.6	KFRC 610	San Francisco 2.8
KWGF-F 100.9	Tracy	3.0	KGO 810	San Francisco 3.5
KEWT-F 105.1	Sacramento	1.2	KKIS 990	Pittsburg .7
KFBK 1530	Sacramento	.9	KSFO 560	San Francisco .5
KOSO-F 93.1	Patterson	3.0	KSOL-F 107.7	San Francisco 1.4
KSFM-F 102.5	Sacramento	.5		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	50 (3)	98 (7)	148 (10)	38.5
COUNTRY	63 (3)	23 (2)	86 (5)	22.4
BTFL MUSIC		42 (2)	42 (2)	10.9
NEWS/TALK	41 (3)		41 (3)	10.7
MOR/AC	22 (2)		22 (2)	5.7
SPANISH		36 (1)	36 (1)	9.4
BLACK		6 (1)	6 (1)	1.6
UNKNOWN	3 (1)		3 (1)	0.8

384 (25)

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N), ROCK	ABC-E, \$45.00 (Mc-Guild)
KSTN, 1430, 5 KW/1 KW (DA-2), CONTEMP	ABC-C, \$16.50 (Howard)
KJAX-F, 99.3, 3 KW @ 331, BTFL MUS (TM)	, \$45.00 (Mc-Guild)
KSTN-F, 107.3, 8 KW @ 1610, SPANISH	, \$10.00 (Howard)
KWIN-F, 97.7, 3 KW @ 300, CONTEMP/AC	, \$22.00 (HR/Stone) Golden Pacific
KOSO-F, KHOP-F - See Modesto	Other Stations - See Sacramento & Stockton

ADI, NEWSPAPERS AND TV SEE SACRAMENTO

SYRACUSE

Market # 62  
 Revenue Rank # 67  
 Income Rank # 222  
 APR 16.1  
 SMSA Pop: 651,200  
 CSI: 5.0 Bil (# 64)

Revenue : \$7,018,153  
 Income : \$ -213,650  
 % Rev Gain: +8.0  
 Stations: 21/20  
 Diaries: 932/699:1  
 CSI HH: 22.2 M (# 65)

National Rev: \$1,565,324  
 Nat Rev per Cap: \$2.40  
 Tot Rev per Cap: \$10.75  
 Tot Inc per Cap: \$-.33  
 Profit Margin: ---  
 Retail \$: 2.7 Bil (# 65)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSYR 124/14.6	14.7	15.5	18.0	14.1	1. WSYR-F 168	1. WHEN 2284/30.2
2. WSYR-F 103/12.1	9.6	8.7	3.3	4.0	2. WSYR 145	2. WSYR-F 2237/27.6
3. WHEN 86/10.1	11.3	10.3	7.7	13.8	3. WHEN 118	3. WSYR 2065/32.9
4. WSEN-F+ 68/ 8.0	9.3	6.4	5.6	6.1	4. WSEN-F+ 82	4. WFBL 1045/17.9
5. WFBL 67/ 7.9	2.3	3.8	6.1	3.9	5. WFBL 70	5. WSEN-F+ 984/15.3
6. WAQX-F 54/ 6.4	5.7	5.4	6.8	5.2	6. WAQX-F 55	6. WKFM-F 926/13.7
7. WNDR 47/ 5.5	5.1	5.0	7.1	5.2	7. WNTQ-F 48	7. WAQX-F 841/15.2
8. WKFM-F 38/ 4.5	4.7	4.8	4.8	5.4	WNDR 48	8. WNDR 834/15.2
9. WNTQ-F 32/ 3.8	5.4	6.7	6.8	7.4	9. WKFM-F 45	9. WOLF 724/13.7
10. WEZG-F 31/ 3.7	6.2	5.5	6.1	6.5	10. WNOZ-F 39	10. WNTQ-F 671/ 9.0

12+ FM SHARE (METRO): 48.79% (382 of 783) (A/M 80: 48.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSYR-F	1. WSYR-F	1. WSYR-F	1. WHEN	1. WSYR	1. WSYR
2. WAQX-F	2. WHEN	2. WHEN	2. WSEN-F+	2. WFBL	2. WHEN
3. WHEN	3. WAQX-F	3. WSEN-F+	3. WSYR	3. WSEN-F+	3. WSYR-F
4. WKFM-F	4. WKFM-F	4. WAQX-F	4. WNDR	4. WHEN	4. WSEN-F+

OTHER RATED STATIONS/METRO SHARE

WMCR+ 1600	Oneida	.7	WSOQ 1220	.8
WMHR-F 102.9		1.1	WYRD 1540	.4
WOLF 1490		2.9	WIBQ-F 98.7	Utica .4
WONO-F 107.9		.8	WKGW-F 104.3	Utica 2.4
WOSC 1300	Fulton	.4	WNOZ-F 99.9	Cortland .5
WSCP 1070	Sandy Creek	.9	WOUR-F 96.9	Utica 1.7
WSGO+ 1440	Oswego	1.9	WRCK-F 107.3	Utica .9

FORMATS

	AM	FM	TOTAL	%
MOR/AC	269 (5)	7 (1)	276 (6)	35.2
ROCK/AOR/CONTEMP	25 (1)	241 (7)	266 (8)	34.0
BTFL MUSIC	7 (1)	73 (4)	80 (5)	10.2
COUNTRY	25 (2)	51 (1)	76 (3)	9.7
BIG BAND	67 (1)		67 (1)	8.6
RELIGION	3 (1)	9 (1)	12 (2)	1.5
UNKNOWN	5 (1)	1 (1)	6 (2)	0.8

783 (27)

RADIO STATIONS

WFBL, 1380, 5 KW (DA-N)	, BIG BAND/NOST (Al Ham)	ABC-C, \$29.50	(Howard) McMillan Oil
WHEN, 620, 5 KW/1 KW (DA-N)	, AC	ABC-E, \$65.00	(Katz) Park
WNDR, 1260, 5 KW (DA-N)	, OLDIES/AC	, \$52.75	(Mc-Guild) Mc-Guild
WOLF, 1490, 1 KW/250 W	, ROCK	RKO, \$30.00	(Torbet)
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$60.00	(MMR) Newhouse
WAQX-F, 95.3, 3 KW @ 300, AOR		ABC-F, \$34.50	(Masla)
WKFM-F, 104.7, 50 KW @ 310, ROCK (TM)		, \$21.50	(Selcom)
WNTQ-F, 93.1, 100 KW @ 660, BTFL MUS (Bonne)		, \$52.75	(Mc-Guild) Mc-Guild
WSEN-F+, 92.1, 3 KW @ 300, COUNTRY		ABC-I, \$35.00	(Buckley) Buckley
WEZG-F, 100.9, 3 KW @ 165, BTFL MUS (Schulke)		, \$24.00	(Christal)
WSYR-F, 94.5, 100 KW @ 650, AOR (Burk-Abr)		Source, \$35.00	(MMR) Newhouse
WNOZ-F, 99.9, 20 KW @ 730, ROCK (TM)		, \$ 9.00	(Market 4) (CORTLAND)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

TALLAHASSEE

Market # 201  
 Revenue Rank # 183  
 Income Rank # 241  
 APR 15.5  
 SMSA Pop: 163,200  
 CSI: 1.1 Bil (# 201)

Revenue : \$2,179,840  
 Income : \$ -436,253  
 % Rev Gain: +37.8  
 Stations: 11/9  
 Diaries: 463/352:1  
 CSI HH: 19.4 M (# 242)

National Rev: \$572,034  
 Nat Rev per Cap: \$3.51  
 Tot Rev per Cap: \$13.36  
 Tot Inc per Cap: \$-2.67  
 Profit Margin: ---  
 Retail \$: .8 Bil (# 186)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGLF-F 34/16.5	14.0	10.5	1. WGLF-F 49	1. WGLF-F 737/32.3
WANM 34/16.5	20.5	14.6	2. WPAP-F 43	2. WBGM-F 663/28.6
3. WOWD-F 33/16.0	7.0	8.2	3. WANM 42	3. WPAP-F 420/15.8
4. WTNT 20/ 9.7	8.2	8.2	4. WOWD-F 35	4. WOWD-F 342/21.3
5. WPAP-F 17/ 8.3	5.3	2.9	5. WBGM-F 31	5. WTNT 320/21.1
6. WBGM-F 16/ 7.8	17.5	25.1	6. WTNT 20	6. WANM 318/17.6
7. WLVW-F 14/ 6.8	11.7	13.5	7. WLVW-F 18	7. WJAD-F 309/ 5.3
8. WTAL 9/ 4.4	4.1	4.1	8. WJAD-F 15	8. WLVW-F 190/12.8
9. WKQE 3/ 1.5	.6	.6	9. WTAL 9	9. WTAL 142/ 9.1
10. WJAD-F 2/ 1.0	.6	---	10. WKQE 3	10. WKQE 63/ 4.8

12+ FM SHARE (METRO): 63.04% (116 of 184) (A/M 80: 62.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANM	1. WOWD-F	1. WOWD-F	1. WANM	1. WPAP-F	1. WGLF-F
2. WGLF-F	2. WGLF-F	WGLF-F	2. WGLF-F	WTNT	2. WPAP-F
3. WOWD-F	3. WANM	3. WANM	WTNT	3. WLVW-F	3. WBGM-F+

OTHER RATED STATIONS/METRO SHARE

WCVC 1330 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		85 (4)	85 (4)	46.2
COUNTRY	20 (1)	17 (1)	37 (2)	20.1
BLACK	34 (1)		34 (1)	18.5
BTFL MUSIC		14 (1)	14 (1)	7.6
BIG BAND	9 (1)		9 (1)	4.9
MOR/AC	3 (1)		3 (1)	1.6
RELIGION	2 (1)		2 (1)	1.1
			184 (11)	

RADIO STATIONS

WANM, 1070, 10 KW (DAYS), BLACK	NBN, \$15.50 (HR/Stone)	
WTNT, 1270, 5 KW (DA-N), COUNTRY (Century 21)	CBS, \$13.25 (Katz)	Ingstad
WTAL, 1450, 1 KW/250 W, BIG BAND/NOST (A1 Ham)	ABC-E, \$ 8.00 (Bolton)	
WKQE, 1410, 5 KW (DAYS), AC	NBC, \$ 8.50 (Selcom)	Forward
WGLF-F, 104.1, 100 KW @ 440, CONTEMP	ABC-F, \$15.50 (HR/Stone)	
WBGM-F, 98.9, 100 KW @ 365, CONTEMP	ABC-C, \$26.50 (Selcom)	Forward
WLVW-F, 94.9, 51 KW @ 210, BTFL MUS (TM)	CBS, \$13.25 (Katz)	Ingstad
WOWD-F, 103.1, 3 KW @ 300, AOR	Source, \$14.00 (Torbet)	
WJAD-F, 97.3, 100 KW @ 850, ROCK	MBS, \$ 8.90 (Busby)	(BAINBRIDGE)
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$11.50 (Savalli)	(PANAMA CITY)

TV STATIONS

WCTV Thomasville, GA	6	CBS
WECA Tallahassee	27	ABC

NEWSPAPER

Tallahassee Democrat M 49,754, Knight-Ridder

TAMPA

Market # 23; ADI # 18  
 Revenue Rank # 30  
 Income Rank # 67  
 APR 18.4  
 SMSA Pop: 1,604,500  
 CSI: 11.4 Bil (# 28)

Revenue : \$15,618,927  
 Income : \$ 606,900  
 % Rev Gain: +12.8  
 Stations: 26/27  
 Diaries: 1372/1169:1  
 CSI HH: 16.6 M (# 323)

National Rev: \$4,402,038  
 Nat Rev per Cap: \$3.06  
 Tot Rev per Cap: \$10.85  
 Tot Inc per Cap: \$ .39  
 Profit Margin: 3.6%  
 Retail \$: 7.3 Bil (# 24)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWBA-F	265/10.5	9.6	10.6	10.8	1. WRBQ-F 301	1. WRBQ-F 3512/17.8
2. WQYK-F	234/ 9.3	8.1	9.7	6.2	2. WWBA-F 300	2. WSUN 3260/16.8
3. WRBQ-F	223/ 8.8	6.1	5.5	6.5	3. WQYK-F 266	3. WWBA-F 2937/18.6
4. WJYW-F	196/ 7.8	9.1	7.3	7.4	4. WSUN 239	4. WQYK-F 2706/15.7
5. WQXM-F	174/ 6.9	5.9	4.6	6.8	5. WJYW-F 229	5. WJYW-F 2696/16.1
6. WSUN	173/ 6.9	6.3	6.5	6.8	6. WQXM-F 213	6. WFLA-F 2596/12.3
7. WCKX-F	151/ 6.0	8.2	5.9	5.8	7. WFLA-F 194	7. WFLA 2407/14.5
8. WFLA-F	128/ 5.1	5.0	6.0	6.2	8. WCKX-F 165	8. WQXM-F 2272/12.9
9. WFLA	103/ 4.1	5.5	5.7	5.4	9. WYNF-F 154	9. WCKX-F 2114/12.7
10. WYNF-F	90/ 3.6	3.7	3.9	2.4	10. WFLA 121	10. WYNF-F 2080/ 8.8
11. WTMP	83/ 3.3	2.0	2.1	2.3	11. WTMP 120	11. WLCY 1525/ 8.9
12. WPLP	70/ 2.8	3.3	2.7	3.5	12. WDUV-F 94	12. WDAE 1176/ 8.2
13. WTAN	61/ 2.4	1.3	1.6	.7	13. WPLP 87	13. WDUV-F 1173/ 2.7
14. WDAE	59/ 2.3	2.8	4.1	3.7	14. WLCY 69	14. WPLP 1106/ 6.7
15. WLCY	57/ 2.3	2.1	2.7	3.1	15. WSRZ-F 65	15. WSRZ-F 1100/ 5.8

12+ FM SHARE (METRO): 66.40% (1557 of 2345) (A/M 80: 61.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXM-F	1. WRBQ-F	1. WRBQ-F	1. WQYK-F	1. WQYK-F	1. WSUN
2. WRBQ-F	2. WQXM-F	2. WQYK-F	2. WRBQ-F	2. WWBA-F	2. WRBQ-F
3. WCKX-F	3. WCKX-F	3. WQXM-F	3. WJYW-F	3. WJYW-F	3. WQYK-F
4. WTMP	4. WYNF-F	4. WCKX-F	4. WCKX-F	4. WFLA-F	4. WWBA-F
5. WYNF-F	5. WQYK-F	5. WYNF-F	5. WTMP	5. WSUN	5. WFLA-F

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	103 (2)	606 (4)	709 (6)	30.2
ROCK/AOR/CONTEMP		689 (5)	689 (5)	29.4
COUNTRY	183 (2)	234 (1)	417 (3)	17.8
MOR/AC	229 (4)	14 (1)	243 (5)	10.4
BLACK/URBAN	120 (2)		120 (2)	5.1
NEWS/TALK	70 (1)		70 (1)	3.0
BIG BAND	30 (1)	14 (1)	44 (2)	1.9
SPANISH	41 (1)		41 (1)	1.7
RELIGION	12 (1)		12 (1)	0.5
			2345 (26)	

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WRBQ-F	1. WRBQ-F	1. WQYK-F	WAZE	860	Clearwater .4
2. WWBA-F	2. WSUN	2. WWBA-F	WGUL	1500	New Port Rich 1.2
3. WQYK-F	3. WWBA-F	3. WRBQ-F	WHBS-F	106.5	Holiday .6
4. WSUN	4. WQYK-F	4. WSUN	WINQ	1010	.5
5. WJYW-F	5. WJYW-F	5. WQXM-F	WPLA	910	Plant City .4
6. WQXM-F	6. WFLA-F	6. WJYW-F	WPSO-F	105.5	New Port Rich .6
7. WFLA-F	7. WFLA	7. WFLA-F	WRXB	1590	1.5
8. WCKX-F	8. WQXM-F	8. WCKX-F	WWLF	680	1.7
9. WYNF-F	9. WCKX-F	9. WPLP	WYOU	1550	1.6
10. WFLA	10. WYNF-F	10. WFLA	WDUV-F	103.3	Bradenton .7
11. WTMP	11. WLCY				
12. WDUV-F	12. WDAE				
13. WPLP	13. WDUV-F				
14. WLCY	14. WPLP				
15. WSRZ-F	15. WSRZ-F				

ADI FM SHARE: 66.71% (2170 of 3253)

AM STATIONS

WDAE, 1250, 5 KW (DA-1)	, AC/MOR	ABC-I, \$40.00	(Katz)	Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19	(Blair)	Media General
WLCY, 1380, 5 KW (DA-N)	, AC/CONTEMP	ABC-C, \$45.00	(Eastman)	Harte-Hanks
WPLP, 570, 500 W (DA-2)	, NEWS	MBS, \$30.00	(RKO)	
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$65.00	(Mc-Guild)	Plough
WTAN, 1340, 1 KW/250 W	, BTFL MUS	, \$11.00	(----)	
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BALCK	SBN, \$37.00	(Howard)	Gulf South

FM STATIONS

WCKX-F, 95.7, 100 KW @ 507, ROCK	, \$76.25	(Selcom)	Metroplex
WFLA-F, 93.3, 100 KW @ 925, BTFL MUS (Schulke)	, \$57.19	(Blair)	Media General
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Bonne)	, \$55.00	(Christal)	Gannett
WQXM-F, 97.9, 100 KW @ 639, AOR (Burk-Abr)	Source, \$64.80	(Mc-Guild)	Plough
WQYK-F, 99.5, 100 KW @ 550, COUNTRY	, \$53.75	(Torbet)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, ROCK	, \$94.50	(Eastman)	Harte-Hanks
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS	, \$90.00	(MMR)	
WYNF-F, 94.9, 100 KW @ 1460, ROCK	ABC-F, \$45.00	(Katz)	Taft

WSRZ, WDUV - 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
WXLN	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times	(M-208,079), Independent	(E-39,752)
Sarasota Herald-Tribune	(M-73,952), Journal	(E-7,694)
Tampa Tribune	(M-39,622), Times	(E-24,120), Media General
Clearwater Sun	E 38,154	



TERRE HAUTE

Market # 190  
 Revenue Rank # 178  
 Income Rank # 228  
 APR 16.8  
 SMSA Pop: 174,100  
 CSI: 1.2 Bil (# 187)

Revenue : \$2,235,880  
 Income : \$ -257,074  
 % Rev Gain: +19.2  
 Stations: 18/11  
 Diaries: 513/339:1  
 CSI HH: 18.1 M (# 290)

National Rev: \$365,391  
 Nat Rev per Cap: \$2.10  
 Tot Rev per Cap: \$12.84  
 Tot Inc per Cap: \$-1.48  
 Profit Margin: ---  
 Retail \$: .8 Bil (# 184)

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WTHI-F 39/15.5	15.3	15.6	1. WVTS-F 57	1. WVTS-F 768/29.9
2. WVTS-F 33/13.1	10.0	6.6	2. WTHI-F 53	2. WTHI-F 672/31.0
3. WBDJ-F+ 31/12.4	3.3	2.8	3. WPF-F 37	3. WTHI 509/28.3
4. WPF-F 25/10.0	18.2	16.5	4. WBDJ-F+ 33	4. WPF-F 472/21.8
5. WTHI 24/ 9.6	18.7	17.0	5. WBOQ-F 32	5. WBOW 396/23.4
WBOQ-F 24/ 9.6	4.3	2.4	6. WTHI 26	6. WBDJ-F+ 393/23.1
7. WBOW 17/ 6.8	12.9	14.6	7. WPRS 20	7. WBOQ-F 360/17.5
8. WAAC 7/ 2.8	2.9	2.4	8. WACF-F 19	8. WACF-F 223/ 6.5
9. WLS 5/ 2.0	1.4	2.4	9. WBOW 17	9. WLS 209/ 6.8
10. WACF-F 4/ 1.6	1.0	3.8	10. WMAQ 14	10. WIBC 179/ 4.2

12+ FM SHARE (METRO): 70.67% (159 of 225) (A/M 80: 57.22%)

<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. WBDJ-F+	1. WVTS-F	1. WVTS-F	1. WTHI-F	1. WTHI-F	1. WTHI-F
2. WVTS-F	2. WPF-F	2. WPF-F	2. WBOQ-F	2. WTHI	2. WVTS-F
3. WPF-F	3. WBDJ-F+	3. WBDJ-F+	WTHI	3. WBOQ-F	3. WTHI

OTHER RATED STATIONS/METRO SHARE

WNDI 1550 Sullivan .8	WIBC 1070 Indianapolis .4
WWVR-F 105.5 1.2	WMAQ 670 Chicago .8
WAXI-F 104.9 Rockville .8	WPRS 1440 Paris, IL 1.2
	WBBM 780 Chicago 1.2

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	7 (2)	87 (3)	94 (5)	41.8
COUNTRY	28 (3)	30 (3)	58 (6)	25.8
BTFL MUSIC		39 (1)	39 (1)	17.3
MOR/AC	28 (4)		28 (4)	12.4
RELIGION		3 (1)	3 (1)	1.3
NEWS/TALK	3 (1)		3 (1)	1.3
			<u>225 (18)</u>	

RADIO STATIONS

WAAC, 1300, 500 W (DAYS), VARIETY	CBS, \$14.00 (----)
WBOW, 1230, 1 KW/250 W, AC/CONTEMP	ABC-C, \$18.50 (Mc-Guild) Quincy Newsp
WTHI, 1480, 5 KW/1 KW (DA-2), COUNTRY	NBC, \$28.75 (Katz)
WPRS, 1440, 1 KW (DAYS), MOR	ABC-E, \$ 8.00 (----) (PARIS)
WBOQ-F, 107.5, 46 KW @ 268, COUNTRY (Drake-Chen)	ABC-E, \$18.50 (Mc-Guild) Quincy Newsp
WPF-F, 102.7, 50 KW @ 500, AOR	ABC-F, \$28.00 (Selcom)
WTHI-F, 99.9, 20 KW @ 419, BTFL MUS (FM-100)	NBC, \$24.75 (Katz)
WVTS-F, 100.7, 50 KW @ 500, ROCK	ABC-I, \$16.00 (Lotus)
WBDJ-F+, 97.7, 3 KW @ 300, ROCK	RKO, \$ 9.25 (Masla) (BRAZIL)
WACF-F, 98.5, 50 KW @ 500, COUNTRY	ABC-E, \$ 8.00 (----) (PARIS,IL)

WIBC - See Indianapolis

WLS,WMAQ - See Los Angeles

TV STATIONS

WBAK Terre Haute 38	ABC, Bahakel
WTHI Terre Haute 10	CBS, Tony Hulman Family
WTWO Terre Haute 2	NBC, Malcolm Glazer

<u>NEWSPAPERS</u>			
	Terre Haute Star	M	24,242
	Terre Haute Tribune	E	21,317

TOLEDO

Market # 54  
 Revenue Rank # 52  
 Income Rank # 55  
 APR 16.2  
 SMSA Pop: 783,700  
 CSI: 6.7 Bil (# 46)

Revenue : \$8,893,299  
 Income : \$ 715,762  
 % Rev Gain: -1.6  
 Stations: 22/15  
 Diaries: 1125/697:1  
 CSI HH: 23.6 M (# 53)

National Rev: \$1,711,527  
 Nat Rev per Cap: \$2.19  
 Tot Rev per Cap: \$11.38  
 Tot Inc per Cap: \$ .92  
 Profit Margin: 8.0%  
 Retail \$: 3.4 Bil (# 53)

		O/N	A/M	O/N	A/M				
12+ METRO	1/4/SHARE	80	80	79	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WIOT-F	149/14.2	14.9	15.1	19.7	16.6	1. WIOT-F	198	1. WIOT-F	2334/25.1
2. WLQR-F	137/13.1	16.0	10.8	15.4	15.0	2. WJR	157	2. WMHE-F	2119/24.6
3. WMHE-F	115/11.0	8.6	8.6	7.4	3.4	3. WLQR-F	153	3. WJR	1961/18.3
4. WSPD	108/10.3	11.3	9.8	10.3	11.2	4. WMHE-F	145	4. WSPD	1878/26.3
5. WTOD	88/ 8.4	6.9	9.2	9.0	5.9	5. WSPD	112	5. WLQR-F	1705/21.1
6. WJR	87/ 8.3	5.7	5.9	5.6	6.7	6. WTOD	94	6. CKLW	1561/11.3
7. WOHO	48/ 4.6	8.7	7.6	4.4	7.8	7. CKLW	61	7. WOHO	1217/17.2
8. WKLR-F*	40/ 3.8	1.9	4.6	1.9	1.2	8. WOHO	51	8. WTOD	957/13.2
9. WCWA	34/ 3.2	2.2	1.3	4.3	3.7	9. WKLR-F*	40	9. WCWA	751/10.8
10. CKLW	25/ 2.4	3.1	2.3	2.4	4.6	10. WCWA	35	10. WXEZ-F	653/ 9.3

12+ FM SHARE (METRO): 55.49% (527 of 942) (A/M 80: 57.02%)

\*Station determined by Arbitron to have run on-air survey announcements

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMP
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WLQR-F	1. WLQR-F	1. WJR
2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WTOD	2. WSPD
		3. WLQR-F	3. WTOD	3. WSPD	3. WIOT-F
		4. WTOD	4. WSPD	4. WJR	4. WLQR-F
		5. WSPD	5. WJR		5. WMHE-F

OTHER RATED STATIONS/METRO SHARE

WHND 560	Monroe, MI	.6	WLLZ-F 98.7	Detroit	2.0
WOSE-F 94.5	Port Clinton	.9	WMJC-F 94.7	Detroit	.6
WVMO-F 98.3	Monroe, MI	.6	WRIF-F 101.1	Detroit	.7
WXEZ-F 105.5		1.7	WWJ 950	Detroit	.5
WCXI 1130	Detroit	1.0	WWWW-F 106.7	Detroit	1.7
WFOB+ 1430	Fostoria	.4			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	310 (5)	335 (6)	35.6
MOR/AC	286 (6)	7 (2)	293 (8)	31.1
BTFL MUSIC		137 (1)	137 (1)	14.5
COUNTRY	99 (2)	27 (2)	126 (4)	4.2
UNKNOWN		6 (1)	6 (1)	0.6
NEWS/TALK	5 (1)		5 (1)	0.5
			942 (22)	

RADIO STATIONS

WCWA, 1230, 1 KW/250 W	, OLDIES/AC	MBS, \$30.00	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/CONTEMP	ABC-E, \$38.43	(Blair)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$36.75	(Katz)	WOOD Inc
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I, \$26.00	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655,	AOR (Burk-Abr)	, \$67.50	(Mc-Guild)	Reams
WLQR-F, 101.5, 16 KW @ 810,	BTFL MUSIC	, \$87.50	(Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480,	CONTEMP	ABC-F, \$30.00	(Christal)	
WKLR-F, 99.9, 9 KW @ 160,	BLACK	SBN, \$19.50	(Masla)	Booth

OTHER STATIONS - See Detroit

TV STATIONS

WDHO Toledo	24	ABC	WTVG Toledo	13	NBC, Storer
			WTOL Toledo	11	CBS, Cosmos

NEWSPAPER

Toledo Blade	E	167,590, Block
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TOPEKA

Market # 177  
 Revenue Rank # 121  
 Income Rank # 160  
 APR 15.6  
 SMSA Pop: 189,700  
 CSI: 1.5 Bil (# 167)

Revenue : \$3,763,257  
 Income : \$ 67,162  
 % Rev Gain: +7.9  
 Stations: 14/8  
 Diaries: 580/327:1  
 CSI HH: 22.4 M (# 99)

National Rev: \$808,647  
 Nat Rev per Cap: \$4.26  
 Tot Rev per Cap: \$19.84  
 Tot Inc per Cap: \$ .35  
 Profit Margin: 1.8%  
 Retail \$: .8 Bil (# 189)

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 80</u>		<u>A/M 79</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	KTPK-F	39/16.3		13.6		10.5		1.	WDAF	109	1291/14.0
2.	KDVV-F	32/13.3		12.7		13.1		2.	WIBW-F	76	1137/23.8
3.	KSWT-F	28/11.7		13.6		12.2		3.	WIBW	69	988/18.8
4.	KSKX	22/ 9.2		7.0		9.6		4.	KTPK-F	52	655/13.3
	WIBW	22/ 9.2		9.2		16.6		5.	KYYS-F	50	604/22.9
6.	WIBW-F	17/ 7.1		3.1		6.1		6.	KSWT-F	38	575/30.1
7.	KTOP	15/ 6.3		10.1		3.9		7.	KDVV-F	37	498/20.1
8.	WREN	14/ 5.8		7.9		7.4		8.	KSKX	26	385/22.7
9.	WDAF	11/ 4.6		5.7		4.8		9.	WHB	16	382/ 3.2
10.	KYYS-F	10/ 4.2		6.6		7.0		10.	WREN	15	379/22.2

12+ FM SHARE (METRO): 59.09% (130 of 220) (A/M 80: 56.87%)

<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. KDVV-F	1. KDVV-F	1. KTPK-F	1. KTPK-F	1. KTPK	1. WDAF
2. WIBW-F	2. KTOP	2. KDVV-F	2. KSKX	2. KSWT-F	2. WIBW
3. KYYS-F	3. KTPK-F	3. KSKX	3. KSWT-F	3. WREN	3. KTPK-F

OTHER RATED STATIONS/METRO SHARE

KCMO	810	Kansas City	1.7	KMBZ	980	Kansas City	.4
KLZR-F	105.9	Lawrence	1.7	WHB	710	Kansas City	.4

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	33 (2)	39 (1)	72 (3)	32.7
ROCK/AOR/CONTEMP	1 (1)	63 (4)	64 (5)	29.1
MOR/AC/OLDIES	52 (4)		52 (4)	23.8
BTFL MUSIC		28 (1)	28 (1)	12.7
NEWS/TALK	4 (1)		4 (1)	1.8
			220 (14)	

RADIO STATIONS

KSKX, 1440, 5 KW/1 KW (DA-2), COUNTRY	NBC, \$13.91 (Torbet)	
KTOP, 1490, 1 KW, OLDIES	MBS, \$14.50 (Blair)	Harris
WIBW, 580, 5 KW (DA-N), MOR	CBS, MBS, \$28.75 (Katz)	Stauffer
WREN, 1250, 5 KW (DA-N), MOR	ABC-I, \$14.50 (PRO)	Landon
KDVV-F, 100.3, 100 KW @ 260, ROCK	, \$21.00 (Blair)	Harris
KSWT-F, 107.7, 100 KW @ 464, BTFL MUS (Schulke)	, \$13.38 (Torbet)	
KTPK-F, 106.9, 100 KW @ 433, COUNTRY (Drake-Chen)	, \$12.56 (Howard)	
WIBW-F, 97.3, 100 KW @ 1217, ROCK (TM)	Source, \$21.00 (Katz)	Stauffer

TV STATIONS

KTSB	Topeka	27	NBC, ABC, Motorcar Transport Co.
WIBW	Topeka	13	CBS, ABC, Stauffer

NEWSPAPERS

Topeka Capital-Journal AD 83,914, Stauffer

TULSA

Market # 59  
 Revenue Rank # 50  
 Income Rank # 80  
 APR 15.7  
 SMSA Pop: 663,000  
 CSI: 5.4 Bil (# 55)

Revenue : \$9,055,822  
 Income : \$ 525,546  
 % Rev Gain: +13.5  
 Stations: 17/19  
 Diaries: 682/972:1  
 CSI HH: 21.4 M (# 144)

National Rev: \$1,564,796  
 Nat Rev per Cap: \$2.44  
 Tot Rev per Cap: \$14.13  
 Tot Inc per Cap: \$ .82  
 Profit Margin: 5.8%  
 Retail \$: 2.9 Bil (# 59)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KVOO 152/17.2	18.4	19.7	16.9	16.0	1. KVOO 286	1. KVOO 3308/29.7
2. KRMG 142/16.0	20.3	16.7	20.0	18.3	2. KRMG 162	2. KRMG 2123/31.4
3. KRAV-F 104/11.8	7.4	11.5	9.8	10.1	3. KRAV-F 129	3. KRAV-F 1886/24.6
4. KBEZ-F 94/10.6	10.1	11.4	10.1	12.8	4. KBEZ-F 128	4. KBEZ-F 1598/19.7
5. KMOD-F 76/ 8.6	13.3	12.1	10.1	4.7	5. KMOD-F 89	5. KWEN-F 1440/18.7
6. KWEN-F 62/ 7.0	5.8	5.7	7.1	9.1	6. KWEN-F 83	6. KMOD-F 1166/17.0
7. KTFX-F 41/ 4.6	4.7	3.2	4.5	3.7	7. KTFX-F 48	7. KELI 899/13.2
8. KCFO-F 31/ 3.5	2.5	2.9	1.7	1.4	8. KGGF 43	8. KTFX-F 676/10.8
9. KMYO-F 31/ 3.5	1.3	.9	2.2	.3	9. KCFO-F 38	9. KGGF 641/ 3.5
10. KELI 26/ 2.9	3.4	5.3	4.9	6.8	10. KELI 36	10. KCFO-F 573/ 7.0

12+ FM SHARE (METRO): 53.90% (442 of 820) (A/M 80: 51.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AM)
1. KWEN-F	1. WRAV-F	1. KRAV-F	1. KVOO	1. KVOO	1. KVOO
KRAV-F	2. KMOD-F	2. KVOO	2. KRMG	2. KRMG	2. KRMG
3. KMOD-F	3. KVOO	3. KMOD-F	KRAV-F	3. KBEZ-F	3. KRAV-F
	4. KWEN-F	4. KRMG	4. KBEZ-F		4. KBEZ-F

OTHER RATED STATIONS/METRO SHARE

KAKC 970 .8	KXOJ+ 1550 Sapulpa .8
KMOD 1300 1.4	KGGF 690 Coffeyville .9
KRAV 1050 2.7	KOMA 1520 Oklahoma City .3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	242 (3)	254 (4)	31.0
COUNTRY	155 (2)	72 (2)	227 (4)	27.7
MOR/AC	204 (5)	3 (1)	207 (6)	25.2
BTFL MUSIC		94 (1)	94 (1)	11.5
RELIGION	7 (1)	31 (1)	38 (2)	4.6
			820 (17)	

RADIO STATIONS

KELI, 1430, 5 KW (DA-N), AC/OLDIES	ABC-I, \$29.00 (Buckley) Signal Media
KRMG, 740, 50 KW/25 KW (DA-2), MOR	, \$38.50 (Christal) Swanson
KVOO, 1170, 50 KW (DA-N), COUNTRY	, \$47.63 (Blair)
KGGF, 690, 10 KW/5 KW (DA-2), MOR	ABC-C, \$14.10 (PRO) (COFFEYVILLE,KAN)
KBEZ-F, 92.9, 100 KW @ 680, BTFL MUS (Bonne)	, \$34.00 (Eastman) Mid America
KCFO-F, 98.5, 100 KW @ 660, RELIGION	, \$12.00 (----)
KMOD-F, 97.5, 50 KW @ 435, ROCK	, \$40.00 (Eastman) Clear Channel
KMYO-F, 92.1, 3 KW @ 245, COUNTRY	ABC-E, \$16.00 (Masla)
KRAV-F, 96.5, 100 KW @ 380, ROCK	RKO, \$31.00 (Selcom)
KTFX-F, 103.3, 100 KW @ 240, COUNTRY	ABC-F,MBS, \$11.50 (HR/Stone)
KWEN-F, 95.5, 100 KW @ 339, ROCK*	, \$25.00 (Katz) Katz

\*KWEN-F now programs country music

TV STATIONS

KOTV Tulsa 6 CBS, Corinthian	KJRH Tulsa 2 NBC, Scripps-Howard
KTUL Tulsa 8 ABC, Leake	KOKI Tulsa 23 IN)

NEWSPAPERS

The Tulsa World M 122,385	The Tulsa Tribune E 76,314
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TUCSON

Market # 75  
 Revenue Rank # 71  
 Income Rank # 100  
 APR 15.1  
 SMSA Pop: 542,600  
 CSI: 4.0 Bil (# 81)

Revenue : \$6,616,597  
 Income : \$ 290,013  
 % Rev Gain: +30.1  
 Stations: 17/15  
 Diaries: 777/698:1  
 CSI HH: 20.0 M (# 217)

National Rev: \$2,576,780  
 Nat Rev per Cap: \$5.42  
 Tot Rev per Cap: \$13.91  
 Tot Inc per Cap: \$ .61  
 Profit Margin: 4.4%  
 Retail \$: 2.4 Bil (# 76)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KJYK-F	85/12.7	11.7	8.3	9.1	6.2	1. KJYK-F	93	1. KTKT 990/17.6
2. KCUB	71/10.6	11.7	13.6	9.5	7.2	2. KCUB	72	2. KJYK-F 888/17.8
3. KLPX-F	57/ 8.5	5.1	5.5	6.3	5.7	3. KRQQ-F	58	3. KCUB 859/18.6
4. KRQQ-F	55/ 8.2	7.0	8.2	5.7	8.1	KLPX-F	58	4. KRQQ-F 768/16.4
5. KAIR	54/ 8.0	6.3	6.5	9.8	6.2	5. KAIR	54	5. KAIR 765/16.9
6. KHYT	40/ 6.0	7.0	6.0	5.1	8.1	6. KWFM-F	49	6. KLPX-F 659/14.5
7. KCEE	36/ 5.4	9.2	2.3	5.4	4.5	7. KCEE	41	7. KCEE 655/12.6
KWFM-F	36/ 5.4	8.5	9.4	9.0	12.1	8. KHYT	40	8. KTUC 638/13.9
9. KNDE-F	32/ 4.8	---	---	---	---	9. KTKT	36	9. KNDE-F 495/11.1
10. KTUC	28/ 4.2	5.2	4.5	4.1	5.6	10. KNDE-F	32	10. KWFM-F 466/ 9.5

12+ FM SHARE (METRO): 44.31% (265 of 598) (A/M 80: 35.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHYT	1. KRQQ-F	1. KRQQ-F	1. KCUB	1. KCUB	1. KCUB
2. KLPX-F	2. KLPX-F	2. KLPX-F	2. KJYK-F	KJYK-F	2. KJYK-F
3. KTKT	3. KWFM-F	3. KCUB	3. KCEE	3. KAIR	3. KAIR
4. KRQQ-F	4. KCEE	4. KWFM-F	4. KAIR	4. KCEE	4. KRQQ-F

OTHER RATED STATIONS/METRO SHARE

KEVT	690	3.7	KFLT	1450	1.8	KIKX	580	.9
KMGX	940	3.0	KTKT	990	3.9	KXEW	1600	1.8
KNIX	1580	Phoenix						.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	78 (3)	148 (3)	226 (6)	37.8
BTFL MUSIC	54 (1)	85 (1)	139 (2)	23.2
COUNTRY	80 (3)	32 (1)	112 (4)	18.7
MOR/AC	56 (2)		56 (2)	9.4
SPANISH	37 (2)		37 (2)	6.2
NEWS/TALK	28 (1)		28 (1)	4.7
			598 (17)	

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	, BTFL MUSIC (Bonnie)	, \$32.80	(Blair)
KCEE, 790, 5 KW/500 W (DA-2)	, AC/OLDIES	MBS, \$27.88	(Christal) Behan
KCUB, 1290, 1 KW	, COUNTRY	, \$25.63	(Eastman) Rex
KHYT, 1330, 500 W/5 KW (DA-N)	, ROCK	RKO, \$30.00	(RKO)
KMGX, 940, 1 KW/250 W	, AC	ABC-I, \$22.28	(Mc-Guild) Western Cit
KTKT, 990, 10 KW/1 KW (DA-N)	, ROCK (Burk-Abr)	, \$25.75	(Lotus) Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	CBS, \$13.50	(Howard) 2588 Newport
KJYK-F, 94.9, 80 KW @ 500,	BTFL MUS (Schulke)	, \$32.80	(Blair)
KLPX-F, 96.1, 93 KW @ 505,	AOR (Burk-Abr)	Source, \$19.00	(Lotus) Lotus
KRQQ-F, 93.7, 26 KW @ 150,	ROCK	ABC-C, \$26.33	(Mc-Guild) Western Cities
KNDE-F, 99.9, 30 KW @ 73,	COUNTRY (Musicworks)	, \$17.00	(Howard) 2588 Newport
KWFM-F, 92.9, 47 KW @ 86,	AOR	ABC-F, \$31.50	(Masla) Sandusky Newsp

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	74,284, Pulitzer
Tucson Citizen	E	67,337, Gannett

UTICA-ROME

Market # 115  
 Revenue Rank # 127  
 Income Rank # 234  
 APK 20.0  
 SMSA Pop: 326,000  
 CSI: 2.2 Bil (# 127)

Revenue : \$3,562,695  
 Income : \$ -338,172  
 % Rev Gain: +24.0  
 Stations: 25/16  
 Diaries: 745/438:1  
 CSI HH: 18.7 M (# 268)

National Rev: \$474,828  
 Nat Rev per Cap: \$1.46  
 Tot Rev per Cap: \$10.93  
 Tot Inc per Cap: \$-1.04  
 Profit Margin: ----  
 Retail \$: 1.3 Bil (# 131)

12+ METRO 1/4/SHARE				A/M 80		A/M 79		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WIBX	73/13.8	10.7	16.1	1. WIBX	75	1. WIBX	817/29.7	1. WIBX	75	1. WRUN	813/29.1
2. WIBQ-F	56/10.6	12.7	14.8	2. WOUR-F	62	2. WRUN	813/29.1	2. WOUR-F	62	3. WRCK-F	782/25.0
3. WOUR-F	55/10.4	9.5	8.2	3. WIBQ-F	59	3. WRCK-F	782/25.0	3. WRCK-F	59	4. WOUR-F	684/21.3
4. WRCK-F	50/ 9.5	7.5	7.3	4. WRCK-F	55	4. WOUR-F	684/21.3	4. WOUR-F	55	5. WIBQ-F	676/23.5
5. WRUN	39/ 7.4	6.8	9.7	5. WSYR-F	40	5. WIBQ-F	676/23.5	5. WSYR-F	40	6. WTLB	652/23.0
6. WKGW-F	33/ 6.3	9.3	6.7	6. WRUN	39	6. WTLB	652/23.0	6. WRUN	39	7. WKGW-F	611/18.6
7. WTLB	32/ 6.1	5.9	8.6	7. WKGW-F	37	7. WKGW-F	611/18.6	7. WKGW-F	37	8. WSYR-F	405/ 8.0
8. WADR	25/ 4.7	4.3	6.7	8. WTLB	34	8. WSYR-F	405/ 8.0	8. WTLB	34	9. WGY	383/ 7.1
9. WUTQ	20/ 3.8	3.9	2.6	9. WADR	27	9. WGY	383/ 7.1	9. WADR	27	10. WSYR	313/ 7.1
WSYR-F	20/ 3.8	3.4	---	10. WUTQ	20	10. WSYR	313/ 7.1				

12+ FM SHARE (METRO): 49.29% (242 of 491) (A/M 80: 54.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRCK-F	1. WOUR-F	1. WOUR-F	1. WIBQ-F	1. WIBQ-F	1. WIBX
2. WOUR-F	2. WKGW-F	2. WKGW-F	2. WIBX	2. WIBX	2. WOUR-F
3. WSYR-F	WRCK-F	3. WRCK-F	3. WRUN	3. WADR	3. WIBQ-F
TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRCK-F	1. WOUR-F	1. WOUR-F	1. WIBQ-F	1. WIBQ-F	1. WIBX
2. WOUR-F	2. WKGW-F	2. WKGW-F	2. WIBX	2. WIBX	2. WOUR-F
3. WSYR-F	WRCK-F	3. WRCK-F	3. WRUN	3. WADR	3. WIBQ-F

OTHER RATED STATIONS/METRO SHARE

WBRV	900	Booneville	1.1	WFBL	1390	Syracuse	1.5
WKAL	1450	Rome	1.5	WGY	810	Schenectady	1.3
WKAL-F	95.9	Rome	.8	WMCR	1600	Oneida	.6
WLFH	1230	Little Falls	1.5	WMHR-F	102.9	Syracuse	.8
WRMV	1420	Herkimer	1.5	WNTQ-F	93.1	Syracuse	.6
WRNY	1350	Rome	1.1	WSEN-F+	92.1	Baldwinsville	.8
WYUT-F	92.7	Herkimer	2.7	WSYR	570	Syracuse	.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	39 (1)	158 (4)	197 (5)	40.1
MOR/AC	145 (8)		145 (8)	29.5
BTFL MUSIC		63 (3)	63 (3)	12.8
COUNTRY	46 (3)	3 (1)	49 (4)	10.0
BIG BAND	16 (2)	14 (1)	30 (3)	6.1
RELIGION		4 (1)	4 (1)	0.8
UNKNOWN	3 (1)		3 (1)	0.6
			491 (25)	

RADIO STATIONS

WADR, 1480, 5 KW (DAYS)	COUNTRY	MBS, \$ 9.00 (PRO)	(REMSON)
WIBX, 950, 5 KW (DA-1)	MOR/VARIETY	CBS, \$32.40 (Eastman)	Eastman
WRUN, 1150, 5 KW/1 KW (DA-2)	CONTEMP	RKO, \$29.50 (Katz)	Deer River
WTLB, 1310, 1 KW/500 W (DA-N)	AC/CONTEMP	ABC-C, \$27.00 (Mc-Guild)	
WUTQ, 1550, 1 KW (DAYS)	COUNTRY	ABC-E, \$ 9.50 (Roslin)	
WIBQ-F, 98.7, 25 KW @ 660,	BTFL MUS (Schulke)	\$25.20 (Eastman)	Eastman
WKGW-F, 104.3, 100 KW @ 370,	CONTEMP	ABC-I, \$29.50 (Katz)	
WOUR-F, 96.9, 16 KW @ 800,	AOR	ABC-F, \$18.00 (Roslin)	Deer River
WRCK-F, 107.3, 50 KW @ 500,	ROCK	ABC-C, \$27.00 (Mc-Guild)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

WACO

Market # 191  
 Revenue Rank # 184  
 Income Rank # 217  
 APR 14.8  
 SMSA Pop: 172,700  
 CSI: 1.2 Bil (# 186)

Revenue : \$2,178,003  
 Income : \$ -194,119  
 % Rev Gain: +56.1  
 Stations: 13/7  
 Diaries: 407/424:1  
 CSI HH: 18.8 M (# 265)

National Rev: \$416,264  
 Nat Rev per Cap: \$2.41  
 Tot Rev per Cap: \$12.61  
 Tot Inc per Cap: \$-1.12  
 Profit Margin: ---  
 Retail \$: .9 Bil (# 170)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WACO 43/20.2	19.1	9.3	1. WBAP 77	1. WBAP 1041/21.5
2. KWTX-F 29/13.6	11.7	14.9	2. WACO 49	2. WACO 659/37.3
3. KWTX 27/12.7	9.9	11.9	3. KWTX-F 44	3. KWTX-F 589/26.2
4. KHOO-F 24/11.3	6.8	10.3	4. KHOO-F 39	4. KWTX 513/27.6
5. WBAP 23/10.8	10.5	12.4	5. KWTX 31	5. KHOO-F 451/20.6
6. KNFO-F 18/ 8.5	11.7	13.9	6. KNFO-F 20	6. KNFO-F 366/23.1
7. KSKY 6/ 2.8	---	---	7. KSCS-F 14	7. KSCS-F 300/ 5.7
8. WFAA 5/ 2.3	1.2	1.0	8. WFAA 11	8. KRLD 289/ 8.9
KRZI 5/ 2.3	8.0	7.2	9. KRLD 10	9. KKIK 235/ 7.0
10. KZEW-F 4/ 1.9	1.2	1.0	10. KKIK 8	10. KRZI 230/13.8

12+ FM SHARE (METRO): 40.10% (77 of 192) (A/M 80: 39.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMI
1. KHOO-F	1. KHOO-F	1. WACO	1. WACO	1. WACO	1. WBAP
2. KNFO-F	2. WACO	2. KHOO-F	2. WBAP	2. WBAP	2. WACO
3. WBAP	3. KNFO-F	3. KNFO-F	3. KWTX	3. KWTX	3. KWTX-F

OTHER RATED STATIONS/METRO SHARE

KKIK 1010		1.4	KSCS-F 96.3	Fort Worth .9
KRLD 1080	Dallas	1.4		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	69 (3)	2 (1)	71 (4)	37.0
ROCK/AOR/CONTEMP	5 (1)	46 (3)	51 (4)	26.6
BTFL MUSIC		29 (1)	29 (1)	15.1
MOR/AC	27 (1)		27 (1)	14.1
NEWS/TALK	8 (2)		8 (2)	4.2
RELIGION	6 (1)		6 (1)	3.1

192 (13)

RADIO STATIONS

KKIK, 1010, 10 KW/2.5 KW (DA-2), COUNTRY (TM)	NBC, \$ 8.00 (Masla)
KRZI, 1580, 1 KW/500 W (DA-2), ROCK	RKO, \$11.00 (PRO)
KWTX, 1230, 1 KW/250 W, MOR/COUNTRY	MBS, \$24.50 (M-Guild)
WACO, 1460, 1 KW (DA-N), COUNTRY (Drake-Chen)	ABC-E, \$31.50 (Torbet)
KHOO-F, 99.9, 100 KW @ 460, ROCK (Drake-Chen)	ABC-F, \$31.50 (Torbet)
KNFO-F, 95.5, 10 KW @ 220, CONTEMP )TM)	Source, \$13.00 (Selcom) Borders
KWTX-F, 97.5, 71 KW @ 1569, BTFL MUSIC	MBS, \$24.50 (Mc-Guild)

FOR OTHER STATIONS SEE DALLAS

TV STATIONS

KCEN Temple 6	ABC,NBC, Mayborn
KWTX Waco 10	ABC,CBS

NEWSPAPERS

Waco Tribune-Herald	AD	48,865, Cox
Temple Telegram	M	25,977
Killeen Herald	E	14,224, Mayborn

WASHINGTON

Market # 8; ADI # 8  
 Revenue Rank # 5  
 Income Rank # 7  
 APR 15.5  
 SMSA Pop: 3,050,800  
 CSI: 32.4 Bil (# 8)

Revenue : \$51,282,629  
 Income : \$ 7,179,558  
 % Rev Gain: +12.5  
 Stations: 29/39  
 Diaries: 1911/1609:1  
 CSI HH: 29.4 M (# 5)

National Rev: \$14,894,532  
 Nat Rev per Cap: \$4.88  
 Tot Rev per Cap: \$16.81  
 Tot Inc per Cap: \$2.35  
 Profit Margin: 14.0%  
 Retail \$: 15.5 Bil (# 10)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WMAL	351/8.6	11.1	10.9	10.3	1. WMAL	383	5892/21.7
2. WPGC-F+	299/7.3	5.5	7.7	8.4	2. WPGC-F+	364	5687/18.4
3. WGAY-F	292/7.1	8.0	8.2	5.6	3. WRQX-F	322	5313/16.3
4. WRQX-F	270/6.6	8.6	7.2	7.9	4. WGAY-F	316	4999/15.3
5. WKYS-F	246/6.0	6.9	7.0	6.2	5. WWDC-F	309	4263/15.5
6. WWDC-F	245/6.0	3.1	2.7	3.0	6. WKYS-F	272	4214/15.2
7. WASH-F	206/5.0	6.3	6.2	4.9	7. WVKX-F+	230	3648/13.1
8. WHUR-F	187/4.6	5.1	4.7	3.8	8. WASH-F	228	3371/11.2
9. WAVA-F	182/4.5	3.5	3.5	4.5	9. WHUR-F	223	3335/10.4
10. WRC	181/4.4	4.1	5.8	3.8	10. WRC	207	3237/11.5
11. WVKX-F+	173/4.2	4.2	3.8	2.2	11. WMZQ-F	202	2979/10.9
12. WMZQ-F	168/4.1	3.6	2.6	3.7	12. WAVA-F	197	2647/ 9.3
13. WOOK-F	150/3.7	3.2	3.5	4.1	13. WJMD-F	170	2584/ 9.1
14. WJMD-F	149/3.6	2.4	2.3	3.6	14. WOOK-F	158	2523/ 7.8
15. WTOP	126/3.1	3.0	3.6	4.2	15. WTOP	156	2505/ 7.4
16. WGMS-F	121/3.0	2.9	2.7	3.1	16. WGMS-F+	135	2459/ 9.0
17. WEZR-F	96/2.4	2.8	1.8	1.2	17. WEZR-F	126	1572/ 5.3

12+ FM SHARE (METRO): 72.82% (2714 of 3727) (A/M 80: 68.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWDC-F	1. WPGC-F+	1. WPGC-F+	1. WMAL	1. WMAL	1. WMAL
2. WRQX-F	2. WRQX-F	2. WKYS-F	2. WGAY-F	2. WGAY-F	2. WPGC-F+
3. WPGC-F+	3. WKYS-F	3. WRQX-F	3. WASH-F	3. WRC	3. WRQX-F
4. WKYS-F	4. WWDC-F	4. WASH-F	4. WPGC-F+	4. WMZQ-F	4. WGAY-F+
5. WAVA-F	5. WAVA-F	5. WMAL	5. WKYS-F	5. WVKX-F+	5. WKYS-F
6. WOOK-F	6. WASH-F	6. WHUR-F	6. WJMD-F	6. WEZR-F	6. WWDC-F+
	7. WHUR-F	7. WWDC-F	7. WHUR-F	7. WASH-F	7. WASH-F
			WMZQ-F		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	64 (2)	1004 (6)	1068 (8)	28.7
MOR/AC	351 (1)	355 (2)	706 (3)	18.9
BLACK/URBAN	27 (1)	583 (3)	610 (4)	16.4
BTFL MUSIC	50 (1)	388 (2)	438 (3)	11.8
COUNTRY	66 (1)	275 (2)	341 (3)	9.1
NEWS/TALK	307 (2)		307 (2)	8.2
CLASSICAL	29 (1)	92 (1)	121 (2)	3.2
RELIGION/GOSPEL	82 (2)		82 (2)	2.2
BIG BAND	37 (1)		37 (1)	1.0
UNKNOWN		17 (1)	17 (1)	0.5
			<u>3727 (29)</u>	



WASHINGTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMAL	1. WMAL	1. WMAL	WEAM	1390	Arlington .9
2. WPGC-F+	2. WPGC-F+	2. WKYS-F	WGAY	1050	Silver Spring 1.2
3. WGAY-F	3. WRQX-F	3. WPGC-F+	WHFS-F	102.3	Bethesda .8
4. WRQX-F	4. WWDC-F	4. WGAY-F	WOL	1450	.7
5. WWDC-F	5. WKYS-F	5. WWDC-F	WUST	1120	.7
6. WKYS-F	6. WGAY-F	6. WHUR-F	WWDC	1260	.6
7. WASH-F	7. WHUR-F	7. WMZQ-F	WYCB	1340	1.3
8. WVKX-F+	8. WAVA-F	8. WRQX-F	WFSI-F	107.9	Annapolis .4
9. WMZQ-F	9. WASH-F	9. WVKX-F+	WIYY-F	97.9	Baltimore .3
10. WAVA-F	10. WOOK-F	10. WASH-F			
11. WHUR-F	11. WTOP				
12. WRC	12. WJMD-F				
13. WJMD-F	13. WMZQ-F				
14. WOOK-F	14. WRC				
15. WTOP	15. WVKX-F+				

ADI FM SHARE: 74.64% (3505 of 4696) (A/M 80: 69.18%)

AM STATIONS

WRC , 980, 5 KW (DA-N), NEWS/TALK	NBC, \$ 80.00 (Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	MBS,CBS, \$ 80.63 (CBS Spot)	Outlet
WMAL, 630, 5 KW (DA-2), MOR/TALK	ABC-I, \$183.75 (Mc-Guild)	ABC

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC/CONTEMP	, \$148.13 (Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, \$ 80.00 (CBS FM)	
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, \$ 33.50 (Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	, \$160.00 (MMR)	Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	, \$ 75.00 (RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ	, \$ 80.00 (----)	Howard Univ
WJMD-F, 94.7, 21 KW @ 780, AC	, \$ 65.00 (Christal)	SJR
WKYS-F, 93.9, 50 KW @ 485, URBAN	Source, \$143.75 (Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	, \$ 70.00 (Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	, \$ 88.25 (UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	, \$160.00 (Torbet)	First Media
WVKX-F+, 105.9, 50 KW @ 410, COUNTRY	ABC-E, \$ 46.25 (Christal)	Metroplex
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, \$128.75 (Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR (Buck-abc)	, \$ 56.00 (Buckley)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Hagerstown	25	NBC

NEWSPAPER

Washington Post M 601,417, Post-Newsweek

WATERLOO-CEDAR FALLS

Market # 217  
 Revenue Rank # 157  
 Income Rank # 122  
 APR 14.8  
 SMSA Pop: 142,800  
 CSI: 1.1 Bil (# 204)

Revenue : \$2,689,850  
 Income : \$ 203,764  
 % Rev Gain: +4.9  
 Stations: 13/6  
 Diaries: 506/282:1  
 CSI HH: 23.6 M (# 55)

National Rev: \$629,331  
 Nat Rev per Cap: \$4.41  
 Tot Rev per Cap: \$18.84  
 Tot Inc per Cap: \$1.43  
 Profit Margin: 7.6%  
 Retail \$: .7 Bil (# 204)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KWLO 49/29.3	27.6	33.3	1. KWLO 66	1. KWLO 1047/56.4
2. KCNB-F 23/13.8	14.5	11.1	2. WMT 55	2. KCNB-F 667/32.9
3. KFMW-F 17/10.2	11.0	13.6	3. KCNB-F 42	3. KXEL 564/24.9
4. KXEL 15/ 9.0	13.1	15.4	4. KXEL 39	4. WMT 504/ 8.7
5. KLEU 11/ 6.6	4.8	3.7	5. WHO 35	5. WHO 482/10.9
6. KOEL-F 7/ 4.2	2.8	1.2	6. KOEL-F 33	6. KOEL-F 466/ 9.5
7. WMT 6/ 3.6	4.8	2.5	7. KFMW-F 26	7. KFMW-F 418/20.1
8. WHO 5/ 3.0	4.1	2.5	8. KLEU 21	8. KQCR-F 299/ 8.8
KQCR-F 5/ 3.0	2.1	1.2	9. KQCR-F 12	9. KLEU 204/10.6
10. KCFI 4/ 2.4	4.1	6.2	10. WMT-F 10	10. KCFI 150/12.8

12+ FM SHARE (METRO): 38.36% (56 of 146) (A/M 80: 35.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWLO	1. KWLO	1. KWLO	1. KWLO	1. KWLO	1. WMT
2. KCNB-F	2. KCNB-F	2. KCNB-F	2. KFMW-F	KXEL	2. KWLO
			3. KXEL	3. KFMW-F	3. WHO

OTHER RATED STATIONS/METRO SHARE

KHAK-F 98.1	Cedar Rapids	.6	WMT-F 96.5	Cedar Rapids	.6
KRNA-F 93.9	Iowa City	1.2			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	49 (1)	30 (3)	79 (4)	54.1
COUNTRY	15 (1)	8 (2)	23 (3)	15.8
BTFL MUSIC		18 (2)	18 (2)	12.3
BIG BAND/NOSTALGIA	11 (1)		11 (1)	7.5
MOR/AC	10 (2)		10 (2)	6.8
NEWS/TALK	5 (1)		5 (1)	3.4
			146 (13)	

RADIO STATIONS

KCFI, 1250, 500 W (DA-1), MOR	MBS, \$10.00	(Savalli)
KLEU, 850, 500 W (DAYS,DA), BIG BAND/NOST (Al Ham)	ABC-E, \$10.50	(Pates)
KWLO, 1330, 5 KW (DA-2), CONTEMP	, \$22.75	(Eastman) Forward
KXEL, 1540, 50 KW (DA-N), COUNTRY	ABC-I, \$19.00	(Torbet) Bahakel
KCNB-F, 105.7, 100 KW @ 569, ROCK (TM)	ABC-C, \$15.00	(Torbet) Bahakel
KFMW-F, 107.9, 100 KW @ 1800, BTFL MUS (TM)	NBC, \$11.00	(Eastman) Forward
KOEL-F, 92.3, 100 KW @ 1501, COUNTRY (Musicworks)	ABC-F, \$19.25	(PRO) Stuart (OELWEIN)

WHO - See Des Moines

OTHER STATIONS SEE CEDAR RAPIDS

TV STATIONS SEE CEDAR RAPIDS

NEWSPAPERS

Waterloo Courier	E	53,670
Cedar Falls Record	M	4,508

WEST PALM BEACH

Market # 73  
 Revenue Rank # 72  
 Income Rank # 247  
 APR 16.6  
 SMSA Pop: 569,800  
 CSI: 4.8 Bil (# 67)

Revenue : \$6,427,895  
 Income : \$ -708,017  
 % Rev Gain: +16.5  
 Stations: 31/19  
 Diaries: 782/729:1  
 CSI HH: 21.6 M (# 137)

National Rev: \$1,052,414  
 Nat Rev per Cap: \$2.07  
 Tot Rev per Cap: \$12.65  
 Tot Inc per Cap: \$-1.39  
 Profit Margin: ---  
 Retail \$: 3.1 Bil (# 57)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEAT-F	120/14.9	12.2	14.6	16.9	17.6	1. WEAT-F	1447/25.2	
2. WRMF-F	82/10.2	8.7	5.3	4.6	4.1	2. WRMF-F	1059/19.6	
3. WIRK-F	54/ 6.7	13.0	11.4	13.2	9.0	3. WIZD-F	932/12.7	
4. WPOM	51/ 6.4	1.6	6.8	2.5	7.7	4. WIRK-F	865/13.6	
WIZD-F	51/ 6.4	2.2	---	---	---	5. WPOM	696/13.9	
6. WJNO	37/ 4.6	3.6	3.3	3.0	2.9	6. WJNO	524/10.3	
7. WKQS-F	33/ 4.1	3.7	4.5	2.2	2.1	7. WKQS-F	437/ 8.4	
8. WNJY-F	28/ 3.5	5.9	3.0	5.2	2.6	8. WNJY-F	418/ 8.5	
9. WHYI-F	27/ 3.4	6.5	3.9	4.0	6.4	9. WHYI-F	397/ 8.1	
10. WLYF-F	25/ 3.1	1.8	2.3	2.8	4.8	10. WLYF-F	385/ 7.7	

12+ FM SHARE (METRO): 69.52% (511 of 735) (A/M 80: 65.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIZD-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WEAT-F	1. WEAT-F
2. WPOM	2. WIZD-F	2. WIRK-F	2. WIRK-F	2. WIRK-F	2. WRMF-F
3. WCKO-F	3. WPOM	3. WIZD-F	3. WEAT-F	3. WRMF-F	3. WIRK-F
	4. WIRK-F	4. WPOM	4. WPOM	4. WNJY-F	4. WIZD-F

OTHER RATED STATIONS/METRO SHARE

WCEZ-F	96.7	Jupiter	.7	WCKO-F	102.7	Pompano Beach	2.9
WDBF	1420	Delray Beach	1.1	WINZ	940	Miami	.7
WEAT	850		2.0	WINZ-F	94.9	Miami	.4
WIRK	1290		1.7	WIOD	610	Miami	1.5
WLIZ	1380	Lake Worth	.6	WNWS	790	Miami	.9
WNGS-F	92.1		2.1	WPIP	980	Pompano Beach	.5
WPBR	1340		3.0	WQAM	560	Miami	1.2
WSBR	740	Boca Raton	1.4	WRBD	1470	Pompano Beach	1.9
WSWN	900	Belle Glade	.4	WSHE-F	103.5	Ft. Lauderdale	2.4
WAIA-F	97.3	Miami	.4	WWWL-F	93.9	Miami	.7
WAXY-F	105.9	Ft. Lauderdale	1.7				

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	4 (1)	206 (4)	210 (5)	28.6
MOR/AC	35 (3)	119 (4)	154 (7)	21.0
ROCK/AOR/CONTEMP		132 (8)	132 (8)	18.0
COUNTRY	26 (2)	54 (1)	80 (3)	10.9
NEWS/TALK	74 (4)		74 (4)	10.1
BLACK	66 (2)		66 (2)	9.0
BIG BAND	11 (1)		11 (1)	1.5
RELIGION	5 (1)		5 (1)	.7
UNKNOWN	3 (1)		3 (1)	.4

735 (31)

RADIO STATIONS

WIRK, 1290, 5 KW/1 KW (DA-N), MOR (Drake-Chen)	RKO, \$38.75 (Mc-Guild)
WJNO, 1230, 1 KW/250 W, NEWS	CBS,ABC-E, \$19.00 (Blair) Fairbanks
WPBR, 1340, 1 KW/250 W, NEWS/TALK	MBS, \$20.50 (Savalli)
WPOM, 1600, 1 KW (DA-1), DISCO	, \$19.00 (Buckley)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

WHEELING

Market # 181  
 Revenue Rank # 116  
 Income Rank # 40  
 APR 16.4  
 SMSA Pop: 185,500  
 CSI: 1.3 Bil (# 179)

Revenue : \$4,038,638  
 Income : \$1,116,368  
 % Rev Gain: +3.6  
 Stations: 14/9  
 Diaries: 584/318:1  
 CSI HH: 18.6 M (# 273)

National Rev: \$1,235,736  
 Nat Rev per Cap: \$6.66  
 Tot Rev per Cap: \$21.77  
 Tot Inc per Cap: \$6.02  
 Profit Margin: 27.6%  
 Retail \$: .7 Bil (# 197)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWVA 58/22.6	27.1	25.0	1. WWVA 125	1. WWVA 1624/42.5
2. WANJ-F 42/16.3	9.8	13.6	2. WANJ-F 57	2. WOMP-F 693/27.8
3. WOMP-F 34/13.2	7.6	10.5	3. WOMP-F 48	3. WRKY-F 656/ 7.3
4. WOMP 23/ 8.9	12.0	11.8	4. KDKA 35	4. KDKA 570/ 9.1
5. WKWK 21/ 8.2	10.7	12.3	5. WRKY-F 31	5. WKWK-F 558/21.1
6. WKWK-F 17/ 6.6	8.4	4.8	6. WDVE-F 29	6. WANJ-F 545/24.0
7. WCPI-F 13/ 5.1	3.1	2.6	7. WKWK 25	7. WKWK 521/27.8
WNEU 13/ 5.1	6.2	3.5	WKWK-F 25	8. WDVE-F 346/ 5.3
9. WEIF 6/ 2.3	.4	1.8	WOMP 25	9. WOMP 328/17.4
KDKA 6/ 2.3	3.1	3.1	10. WNEU 17	10. WCPI-F 268/12.0

12+ FM SHARE (METRO): 47.74% (116 of 243) (A/M 80: 36.62%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOMP-F	1. WOMP-F	1. WWVA	1. WWVA	1. WWVA	1. WWVA
	2. WKWK-F	2. WOMP-F	2. WANJ-F	2. WANJ-F	2. WANJ-F
	3. WWVA	3. WKWK-F	3. WKWK	3. WOMP	3. WOMP-F
		WANJ-F			

OTHER RATED STATIONS/METRO SHARE

WDVE-F 102.5	Pittsburgh 1.9	WRKY-F 103.5	Steubenville .8
WPNT-F 92.9	Pittsburgh .4	WWSW-F 94.5	Pittsburgh .8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	73 (6)	94 (7)	38.7
COUNTRY	58 (1)		58 (1)	23.9
BTFL MUSIC		43 (2)	43 (2)	17.7
NEWS/TALK	23 (1)		23 (1)	9.5
MOR/AC	19 (2)		19 (2)	7.8
RELIGION	6 (1)		6 (1)	2.5
			243 (14)	

RADIO STATIONS

WEIF, 1370, 5 KW (DAYS), RELIGION	MBS, \$ 6.00 (----)	(MOUNDSVILLE)
WKWK, 1400, 1 KW/250 W, CONTEMP	ABC-C, \$14.00 (Torbet)	Community Service
WNEU, 1600, 5 KW (DAYS), AC	ABC-E, \$12.50 (Roberts)	
WOMP, 1290, 1 KW (DAYS), TALK	CBS, \$11.75 (Christal)	T/R
WWVA, 1170, 50 KW (DA-N), COUNTRY	ABC-I, \$39.75 (Eastman)	Columbia Pic Ind
WANJ-F, 107.5, 11 KW @ 907, BTFL MUS (TM)	NBC, \$ 8.50 (Mc-Guild)	
WCPI-F, 98.7, 50 KW @ 390, CONTEMP	ABC-F, \$15.00 (Eastman)	Columbia Pic Ind
WKWK-F, 97.3, 50 KW @ 470, ROCK (Drake-Chen)	, \$14.00 (Torbet)	Community Service
WOMP-F, 100.5, 14 KW @ 550, ROCK	Source, \$11.75 (Christal)	

WRKY - See Steubenville

KDKA,WDVE - See Pittsburgh

TV STATIONS

WTOV Steubenville 9	CBS/ABC, Ziff-Davis
WTRF Wheeling 7	NBC, Forward

NEWSPAPERS

Wheeling Intelligencer M	24,312, Ogden
Wheeling News-Register E	27,626, Ogden

WICHITA

Market # 100  
 Revenue Rank # 54  
 Income Rank # 52  
 APR 17.1  
 SMSA Pop: 397,100  
 CSI: 3.5 Bil (# 89)

Revenue : \$8,834,968  
 Income : \$ 789,825  
 % Rev Gain: +5.3  
 Stations: 18/12  
 Diaries: 651/610:1  
 CSI HH: 23.9 M (# 45)

National Rev: \$892,915  
 Nat Rev per Cap: \$2.23  
 Tot Rev per Cap: \$22.08  
 Tot Inc per Cap: \$1.97  
 Profit Margin: 8.9%  
 Retail \$: 1.8 Bil (# 94)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEYN-F 78/14.5	11.2	10.0	9.6	9.0	1. KEYN-F 108	1. KFDI 1466/22.4
2. KFHH 65/12.1	11.9	11.2	17.3	11.4	2. KFDI 104	2. KFHH 1432/25.4
3. KBRA-F 57/10.6	7.4	13.3	11.3	9.6	3. KFHH 95	3. KEYN-F 1354/27.4
4. KFDI 55/10.2	10.4	13.3	12.7	12.2	4. KBRA-F 72	4. KAKZ 795/20.9
5. KICT-F 42/ 7.8	14.5	8.8	9.4	11.2	5. KICT-F 53	5. KFDI-F 782/16.2
6. KGCS-F 35/ 6.5	3.1	3.9	.8	2.2	6. KGCS-F 45	6. KBRA-F 769/17.3
7. KKR-D-F 31/ 5.8	7.2	9.4	7.3	6.8	7. KFDI-F 42	7. KKR-D-F 647/14.4
8. KFDI-F 30/ 5.6	9.2	7.6	2.9	3.8	8. KKR-D-F 39	8. KQAM 606/15.1
KAKZ 30/ 5.6	8.6	7.8	9.8	12.4	KQAM 39	9. KICT-F 601/13.1
10. KQAM 28/ 5.2	8.6	2.9	3.1	3.8	10. KAKZ 35	10. KWKN 600/14.5

12+ FM SHARE (METRO): 57.81% (296 of 512) (A/M 80: 57.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFHH	1. KFHH	1. KFHH
2. KICT-F	2. KICT-F	2. KFHH	2. KFDI	2. KFDI	2. KFDI
	3. KKR-D-F	3. KICT-F	3. KBRA-F	3. KBRA-F	3. KEYN-F
	4. KQAM	4. KKR-D-F	4. KKR-D-F	4. KAKZ	4. KBRA-F

OTHER RATED STATIONS/METRO SHARE

KOYY+ 1360	El Dorado	.6	KJRG 950	Newton	.7
KSGL 900		2.2	KOEZ-F 92.3	Newton	2.0
KWKN 1480		3.7	KSKU-F 102.1	Hutchinson	.7
KBUZ-F 106.5	Arkansas City	1.3			

FORMATS

	AM	FM	TOTAL	%
COUNTRY	120 (2)	65 (2)	185 (4)	36.1
ROCK/AOR/CONTEMP	20 (1)	131 (4)	151 (5)	29.5
MOR/AC	60 (3)	32 (2)	92 (5)	18.0
BTFM MUSIC		68 (2)	68 (2)	13.3
RELIGION	16 (2)		16 (2)	3.1

512 (18)

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	, AC	, \$25.50	(Blair)	
KFDI, 1070, 10 KW/1 KW (DA-N)	COUNTRY	ABC-E, \$30.00	(Torbet)	Great Empire
KFHH, 1330, 5 KW (DA-N)	COUNTRY	CBS, \$39.60	(Eastman)	
KQAM, 1410, 5 KW/1 KW (DA-N)	OLDIES/AC	RKO, \$22.50	(Mc-Guild)	Long-Pride
KWKN, 1480, 5 KW/1 KW (DA-2)	CONTEMP (?)	ABC-I, \$25.50	(Christal)	Swanson
KBRA-F, 97.9, 85 KW @ 420	BTFM MUS (Schulke)	MBS, \$30.80	(Eastman)	
KEYN-F, 103.7, 100 KW @ 860	ROCK	RKO, \$23.00	(Mc-Guild)	Long-Pride
KFDI-F, 101.3, 100 KW @ 444	COUNTRY	ABC-E, \$13.00	(Torbet)	Great Empire
KGCS-F, 95.9, 3 KW @ 300	COUNTRY	, \$16.00	(Christal)	Swanson (DERBY)
KICT-F, 95.1, 100 KW @ 550	AOR (Burk-Abr)	, \$36.50	(Katz)	Peoria Jrnl Star
KKRD-F, 107.3, 100 KW @ 884	AC	NBC, \$26.75	(HR/Stone)	

TV STATIONS

KAKE	Wichita	10	ABC
KARD	Wichita	3	NBC, Kansas State Network
KTVH	Hutchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS Wichita Eagle M 120,043, Knight-Ridder Wichita Beacon E 37,221, Knight-Ridd

WILMINGTON, DEL

Market # 79  
 Revenue Rank # 103  
 Income Rank # 41  
 APR 16.4  
 SMSA Pop: 530,600  
 CSI: 4.5 Bil (# 71)

Revenue : \$4,556,571  
 Income : \$1,093,869  
 % Rev Gain: +15.6  
 Stations: 33/10  
 Diaries: 787/674:1  
 CSI HH: 24.4 M (# 35)

National Rev: \$344,905  
 Nat Rev per Cap: \$ .66  
 Tot Rev per Cap: \$8.71  
 Tot Inc per Cap: \$2.09  
 Profit Margin: 24.0%  
 Retail \$: 2.2 Bil (# 84)

12+METRO 1/4/SHARE	FAL 80	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSTW-F 98/13.6	13.4	11.4	13.9	1. WSTW-F 135	1. WSTW-F 1688/28.3
2. WJBR-F 73/10.2	8.4	11.1	10.9	2. WJBR-F 116	2. WDEL 1126/24.8
3. WMMR-F 61/ 8.5	3.0	3.7	5.2	3. WMMR-F 80	3. WMMR-F 1084/18.5
4. WDEL 60/ 8.4	9.4	8.4	10.0	4. WDEL 60	4. WJBR-F 964/16.7
5. WMGK-F 33/ 4.6	4.9	3.9	5.3	5. WMGK-F 48	5. WYSP-F 804/12.7
6. WDSD-F 32/ 4.5	4.6	3.3	2.3	6. WDSD-F 51	6. WMGK-F 729/11.4
WIOQ-F 32/ 4.5	2.7	6.1	5.6	7. WIOQ-F 43	7. WILM 678/15.2
8. WILM 31/ 4.3	7.3	3.2	4.4	WYSP-F 43	8. WIP 619/ 9.8
9. WYSP-F 29/ 4.0	5.9	3.6	1.4	WDAS-F 43	9. KYW 579/ 9.2
10. WDAS-F 22/ 3.1	3.5	1.0	---	10. WUSL-F 32	10. WIOQ-F 567/10.3

12+ FM SHARE (METRO): 72.89% (484 of 664) (A/M 80: 65.87%)

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. WSTW-F
2. WMMR-F	2. WMMR-F	2. WMMR-F	WJBR-F	2. WDEL	2. WJBR-F
3. WYSP-F	3. WIOQ-F	3. WIOQ-F	3. WDEL	3. WDSD-F	3. WDEL
4. WIFI-F	4. WMGK-F	WMGK-F	4. WMGK-F	4. WILM	4. WILM

OTHER RATED STATIONS/METRO SHARE

WAMS 1380		1.7	WFLN-F 95.7	Philadelphia	.7
WJBR 1290		1.4	WIFI-F 92.5	Philadelphia	1.5
WNRK 1260	Newark	1.0	WIP 610	Philadelphia	2.1
WSER 1550	Elkton	1.0	WIYY-F 97.9	Baltimore	.8
KYW 1060	Philadelphia	1.7	WPEN 950	Philadelphia	.4
WASA 1330	Havre de Grace	.7	WPOC-F 93.1	Baltimore	1.4
WBAL 1090	Baltimore	.6	WSNI-F 104.5	Philadelphia	.4
WBSB-F 104.3	Baltimore	.4	WUSL-F 98.9	Philadelphia	2.5
WCAU 1210	Philadelphia	1.0	WVCH 740	Chester	.6
WCAU-F 98.1	Philadelphia	2.5	WWDB-F 96.5	Philadelphia	1.3
WEAZ-F 101.1	Philadelphia	2.1	WWSH-F 106.1	Philadelphia	.8
WFIL 560	Philadelphia	.4			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		240 (7)	240 (7)	36.1
MOR/AC	113 (8)	54 (3)	167 (11)	25.2
BTFL MUSIC	10 (1)	94 (3)	104 (4)	15.7
NEWS/TALK	50 (3)	9 (1)	59 (4)	8.9
COUNTRY		42 (2)	42 (2)	6.3
BLACK/URBAN		40 (2)	40 (2)	6.0
CLASSICAL		5 (1)	5 (1)	0.8
RELIGION	4 (1)		4 (1)	0.6
BIG BAND	3 (1)		3 (1)	0.5
			664 (33)	

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2)	, MOR	NBC, \$32.50	(Fastman)
WILM, 1450, 1 KW/250 W	, NEWS	MBS, CBS, \$18.24	(Savalli)
WAMS, 1380, 5 KW/1 KW (DA-3), AC		ABC-C, \$23.00	(Mc-Guild) Rollins
WJBR-F, 99.5, 50 KW @ 500, BTFL MUS (FM 100)		, \$23.40	(Mc-Guild)
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM)		, \$37.50	(Eastman)

PLEASE SEE CONTINUATION AT END OF THIS SECTION

WILMINGTON, NC

Market # 221  
 Revenue Rank # 206  
 Income Rank # 235  
 APR 13.5  
 SMSA Pop: 140,600  
 CSI: 1.0 Bil (# 225)

Revenue : \$1,865,593  
 Income : \$ -360,848  
 % Rev Gain:+29.3  
 Stations: 12/10  
 Diaries: 599/235:1  
 CSI HH: 18.6 M (# 269)

National Rev: \$251,226  
 Nat Rev per Cap: \$1.79  
 Tot Rev per Cap: \$13.27  
 Tot Inc per Cap: \$-2.57  
 Profit Margin: ---  
 Retail \$: .6 Bil (# 228)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WAAV-F 27/17.5	10.3	18.4	1. WAAV-F 36	1. WHSL-F 473/28.9
2. WHSL-F 24/15.6	16.2	14.6	2. WHSL-F 32	2. WAAV-F 374/24.8
3. WWIL 18/11.7	14.7	17.1	3. WWIL 27	3. WMFD 297/23.6
4. WWQQ-F 17/11.0	8.8	10.8	4. WKLM 26	4. WWQQ-F 286/21.2
5. WLCF-F 14/ 9.1	8.8	5.1	5. WWQQ-F 22	5. WKLM 243/15.3
6. WKLM 12/ 7.8	8.1	9.5	WPJC-F 22	6. WWIL 227/14.7
7. WMFD 11/ 7.1	13.2	7.6	7. WLCF-F 14	7. WPJC-F 221/ 9.4
8. WDZD-F 8/ 5.2	2.2	2.5	8. WMFD 12	8. WGNI 200/16.6
9. WGNI 4/ 2.6	2.9	6.3	9. WDZD-F 10	9. WLCF-F 155/13.2
WPJC-F 4/ 2.6	5.1	3.8	10. WGNI 4	10. WDZD-F 112/ 7.1

12+ FM SHARE (METRO): 66.21% (96 of 145) (A/M 80: 52.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHSL-F	1. WHSL-F 2. WLCF-F 3. WWIL	1. WHSL-F 2. WAAV-F 3. WLCF-F	1. WAAV-F 2. WWQQ-F 3. WHSL-F	1. WAAV-F 2. WWQQ-F 3. WKLM	1. WAAV-F 2. WWIL 3. WHSL-F

OTHER RATED STATIONS/METRO SHARE

WVCB 1410 Shallotte 2.6 WNCB-F 105.5 Myrtle Beach 1.3

FORMATS

	AM	FM	TOTAL	%
COUNTRY	16 (2)	25 (2)	41 (4)	28.3
ROCK/AOR/CONTEMP		40 (3)	40 (3)	27.6
BTFM MUSIC		27 (1)	27 (1)	18.6
BLACK	18 (1)		18 (1)	12.4
MOR/AC	15 (2)		15 (2)	10.3
RELIGION		4 (1)	4 (1)	2.8
			145 (12)	

RADIO STATIONS

WGNI, 1340, 1 KW/250 W , AC NBC, \$ 9.00 (Katz)  
 WKLM, 980, 5 KW (DAYS), COUNTRY ABC-E, \$11.00 (HR/Stone)  
 WMFD, 630, 1 KW (DA-2), CONTEMP/AC CBS, \$ 8.00 (Southern)  
 WWIL, 1490, 1 KW/250 W , BLACK (Drake-Chen) SBN, \$ 9.00 (Blair) Jeff-Pilot  
 WAAV-F, 102.7, 100 KW @ 440, BTFM MUS (Bonne) NBC, \$11.50 (Katz)  
 WDZD-F, 93.5, 3 KW @ 300, COUNTRY MBS, \$ 5.00 (----)  
 WHSL-F, 97.3, 100 KW @ 560, ROCK (Drake-Chen) ABC-F, \$12.00 (Blair) Jeff-Pilot  
 WLCF-F, 107.1, 3 KW @ 300, CONTEMP RKO, \$ 9.00 (HR/Stone)  
 WWQQ-F, 100.9, 2 KW @ 350, COUNTRY (TM) , \$ 8.00 (----)  
 WPJC-F, 99.9, 100 KW @ 553, RELIGION , \$ 6.75 (----)

TV STATIONS

WECT Wilmington 6 NBC  
 WWAY Wilmington 3 ABC, Clay

NEWSPAPER

Wilmington Star M 44,934, New York Times

WORCESTER

Market # 106 (approx) (county-#63)  
 Revenue Rank # 115  
 Income Rank # 104  
 APR 18.0  
 SMSA Pop: 377,500  
 CSI: 5.2 Bil (# 59)

Revenue : \$4,057,699  
 Income : \$ 281,572  
 % Rev Gain: +13.5  
 Stations: 23/6  
 Diaries: 721/524:1  
 CSI HH: 23.8 M (# 46)

National Rev: \$1,025,929  
 Nat Rev per Cap: \$2.70  
 Tot Rev per Cap: \$10.70  
 Tot Inc per Cap: \$ .74  
 Profit Margin: 6.9%  
 Retail \$: 2.7 Bil (# 66)

12+ METRO 1/4/SHARE	O/N	A/M	A/M
	80	80	79
1. WSRS-F	88/15.2	19.0	16.0 15.4
2. WTAG	70/12.1	11.8	16.4 15.9
3. WAAF-F	68/11.7	12.5	12.5 13.7
4. WFTQ	36/ 6.2	6.6	5.3 7.8
5. WBZ	35/ 6.0	7.6	6.9 5.7
WROR-F	35/ 6.0	4.6	6.7 2.4
7. WNEB	32/ 5.5	2.6	2.6 4.4
8. WCOZ-F	27/ 4.7	3.9	2.0 2.0
9. WEEI-F	19/ 3.3	3.5	3.6 3.3
10. WORC	18/ 3.1	5.0	2.6 2.2

12+ TSA 1/4	
1. WAAF-F	144
2. WSRS-F	123
3. WTAG	98
4. WBZ	76
5. WCOZ-F	62
6. WROR-F	47
7. WFTQ	37
8. WJIB-F	33
WNEB	33
10. WQVR-F	25

12+ TSA CUME/MSA	CUME	RAT
1. WAAF-F	1500/26.1	
2. WTAG	1434/30.8	
3. WSRS-F	1280/26.4	
4. WBZ	1213/17.1	
5. WCOZ-F	810/12.8	
6. WROR-F	757/14.8	
7. WFTQ	697/20.3	
8. WJIB-F	509/ 5.9	
9. WEEI-F	455/ 9.2	
10. WPJB-F	453/ 6.1	

12+ FM SHARE (METRO): 61.32% (325 of 530) (A/M 80: 58.30%)

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. WROR-F	2. WSRS-F	2. WROR-F	2. WTAG	2. WSRS-F
	3. WCOZ-F	3. WROR-F	3. WTAG	3. WBZ	3. WBZ

OTHER RATED STATIONS/METRO SHARE

WGFP	940	Webster	.5	WPJB-F	105.1	Providence	1.7
WAQY-F	102.1	Springfield	.7	WPRO-F	92.3	Providence	.9
WBCN-F	104.1	Boston	2.2	WQVR-F	100.1	Southbridge	3.1
WCRB-F	102.5	Boston	.5	WSRO	1470	Marlboro	.7
WESO	970	Southbridge	1.2	WVBF-F	105.7	Boston	.3
WJIB-F	96.9	Boston	2.1	WXKS-F	107.9	Boston	1.2
WHUE-F	100.7	Boston	2.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (1)	148 (8)	184 (9)	34.7
MOR/AC	137 (6)	35 (1)	172 (7)	32.4
BTFL MUSIC		114 (3)	114 (3)	21.5
BIG BAND	32 (1)		32 (1)	6.0
COUNTRY		18 (1)	18 (1)	3.4
BLACK/URBAN		7 (1)	7 (1)	1.3
CLASSICAL		3 (1)	3 (1)	0.6
			<u>530 (23)</u>	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, CONTEMP	, \$55.00	(Katz)	Park City
WNEB, 1230, 1 KW/250 W	, BIG BAND/NOST (Al Ham)	, \$22.00	(PRO)	
WORC, 1310, 5 KW/1 KW (DA-2)	, MOR	CBS, \$18.00	(Kadetsky)	
WTAG, 580, 5 KW (DA-2)	, MOR	NBC, \$29.75	(Blair)	Worc Telegram
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr)		, \$105.00	(Katz)	Park City
WSRS-F, 96.1, 25 KW @ 650, BTFL MUS		, \$38.00	(MMR)	Knight
WQVR-F, 100.1, 3 KW @ 300, COUNTRY		, \$ 6.25	(Torbet)	(SOUTHBRIDGE)

FOR OTHER STATIONS SEE BOSTON AND PROVIDENCE

FOR TV STATIONS SEE BOSTON

NEWSPAPERS

Worcester Telegram	M	55,954
Worcester Gazette	E	89,241



YAKIMA

Market # 188  
 Revenue Rank # 161  
 Income Rank # 139  
 APR 17.0  
 SMSA Pop: 177,100  
 CSI: 1.3 Bil (# 183)

Revenue : \$2,625,157  
 Income : \$ 129,926  
 % Rev Gain: +6.7  
 Stations: 17/13  
 Diaries: 573/309:1  
 CSI HH: 19.4 M (# 241)

National Rev: \$692,544  
 Nat Rev per Cap: \$3.91  
 Tot Rev per Cap: \$14.82  
 Tot Inc per Cap: \$ .79  
 Profit Margin: 5.3%  
 Retail \$: .7 Bil (# 196)

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KUTI 60/25.2	19.5	17.9	1. KUTI 64	1. KIT 463/33.0	
2. KIT 32/13.4	17.1	13.8	2. KIT 32	2. KUTI 415/27.6	
3. KUEZ-F 29/12.2	11.7	13.4	3. KUEZ-F 29	3. KMWX 367/23.6	
4. KFFM-F 24/10.1	13.7	15.1	4. KFFM-F 26	4. KFFM-F 366/24.3	
5. KATS-F 22/ 9.2	6.8	5.5	5. KATS 22	5. KUEZ-F 332/23.4	
6. KMWX 17/ 7.1	9.3	11.5	6. KMWX 20	6. KATS-F 274/19.5	
7. KENE 9/ 3.8	1.0	1.4	7. KENE 9	7. KENE 121/ 8.7	
8. KBBO 8/ 3.4	2.9	5.0	8. KBBO 8	8. KBBO 107/ 7.7	
9. KREW 5/ 2.1	1.0	1.8	9. KREW 5	9. KREW 83/ 5.9	
KREW-F 5/ 2.1	1.0	.5	KREW-F 5	10. KONA 81/ 5.7	

12+ FM SHARE (METRO): 37.05% (83 of 224) (A/M 80: 41.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFFM-F	1. KUTI	1. KUTI	1. KUTI	1. KUTI	1. KUTI
2. KATS-F	2. KATS-F	2. KATS-F		2. KUEZ-F	2. KIT
3. KMWX	3. KFFM-F	3. KFFM-F		3. KIT	3. KFFM-F

OTHER RATED STATIONS/METRO SHARE

KENE-F 92.7	Toppenish .8	KARY 1310	Prosser .4
KRSE-F 98.3	.4	KMO 1360	Tacoma .8
KVGM 930	1.3	KONA 610	Kennewick .8
KALE 960	Richland .8		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	63 (3)	7 (2)	70 (5)	31.3
ROCK/AOR/CONTEMP	19 (2)	46 (2)	65 (4)	29.0
MOR/AC	51 (5)		51 (5)	22.8
BTFL MUSIC		29 (1)	29 (1)	12.9
RELIGION	8 (1)		8 (1)	3.6
UNKNOWN		1 (1)	1 (1)	0.4
			224 (17)	

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION	, \$ 5.00 (----)	
KENE, 1490, 1 KW, VARIOUS	MBS, \$ 7.10 (SIR)	(TOPPENISH)
KIT, 1280, 5 KW/1 KW, MOR	ABC-I, \$14.00 (Katz)	
KMWX, 1460, 5 KW (DA-N), CONTEMP	NBC, \$10.50 (Torbet)	
KREW, 1230, 1 KW/250 W, MOR	CBS, \$ 7.50 (Howard)	(SUNNYSIDE)
KUTI, 980, 5 KW, COUNTRY	ABC-E, \$ 9.00 (PRO)	
KATS-F, 94.5, 25 KW @ 910, AOR	ABC-F, \$11.00 (Katz)	
KFFM-F, 107.3, 100 KW @ 970, ROCK (Century 21)	Source, \$11.50 (Torbet)	
KREW-F, 96.7, 3 KW @ 67, COUNTRY	CBS, \$ 4.00 (Howard)	(SUNNYSIDE)
KUEZ-F, 104.1, 63 KW @ 2250, BTFL MUS	, \$ 9.50 (PRO)	

TV STATIONS

KAPP Yakima 35	ABC, Morgan Murphy
KIMA Yakima 29	CBS
KNDO Yakima 23	NBC

NEWSPAPER

Yakima Herald-Republic AD 43,196, Harte-Hanks

YORK

Market # 109  
 Revenue Rank # 79  
 Income Rank # 32  
 APR 17.4  
 SMSA Pop: 368,100  
 CSI: 2.9 Bil (# 104)

Revenue : \$5,945,866  
 Income : \$1,393,569  
 % Rev Gain: +27.2  
 Stations: 28/12  
 Diaries: 826/446:1  
 CSI HH: 21.2 M (# 156)

National Rev: \$657,971  
 Nat Rev per Cap: \$1.82  
 Tot Rev per Cap: \$16.45  
 Tot Inc per Cap: \$3.86  
 Profit Margin: 23.4%  
 Retail \$: 1.4 Bil (# 117)

12+ METRO	1/4/SHARE	0/N	A/M	A/M
		80	80	79
1. WQXA-F	64/11.6	9.4	9.9	12.5
2. WSBA	61/11.0	11.2	12.6	14.3
3. WRKZ-F	50/ 9.0	6.1	3.2	---
4. WNOW	48/ 8.7	7.4	5.9	11.6
5. WSBA-F	42/ 7.6	9.2	9.7	10.7
6. WYCR-F	41/ 7.4	9.2	9.5	5.2
7. WNCE-F	34/ 6.1	6.5	6.5	5.2
8. WPOC-F	25/ 4.5	4.9	3.0	2.5
WTPA-F	25/ 4.5	1.2	.8	1.1
10. WHVR	16/ 2.9	6.1	2.4	2.0

12+ TSA	1/4
1. WRKZ-F	175
2. WQXA-F	126
3. WTPA-F	125
4. WHP	123
5. WHP-F	105
6. WNCE-F	89
7. WSBA-F	86
8. WSBA	85
9. WLAN-F	82
10. WYCR-F	56

12+ TSA	CUME/MSA	CUME	RAT
1. WQXA-F	2023/29.4		
2. WRKZ-F	1829/18.1		
3. WHP	1514/ 4.7		
4. WSBA	1394/29.8		
5. WTPA-F	1287/ 8.2		
6. WNCE-F	1177/11.2		
7. WYCR-F	1157/22.8		
8. WSBA-F	1119/15.5		
9. WLAN-F	1114/ 6.8		
10. WHP-F	1067/ 3.6		

12+ FM SHARE (METRO): 65.52% (342 of 522) (A/M 80: 65.24%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXA	1. WQXA-F	1. WQXA-F	1. WSBA	1. WSBA	1. WHP
2. WYCR-F	2. WYCR-F	2. WSBA	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F
3. WTPA-F	3. WRKZ-F	3. WRKZ-F	3. WSBA-F	3. WSBA-F	3. WSBA
	4. WSBA	4. WYCR-F	WQXA-F	4. WNCE-F	4. WQXA-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F	96.1	Red Lion	.5	WIOV-F	105.1	Ephrata	.7
WGET	1320	Gettysburg	2.9	WLAN-F	96.9	Lancaster	1.6
WRHY-F	92.7	Starview	2.2	WQVE-F	93.5	Mechanicsburg	.7
WZIX	1350		2.3	WSFM-F	99.3	Harrisburg	.5
WCMB	1460	Harrisburg	1.4	WBAL	1090	Baltimore	.5
WDAC-F	94.5	Lancaster	.4	WBSB-F	104.3	Baltimore	.7
WHP	580	Harrisburg	1.4	WFRE-F	99.9	Frederick	.9
WHP-F	97.3	Harrisburg	1.6	WIYY-F	97.9	Baltimore	.7
WHYL	960	Carlisle	1.3	WWMD-F	104.7	Hagerstown	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	145 (7)	158 (8)	30.3
COUNTRY	63 (3)	79 (3)	142 (6)	27.2
MOR/AC	104 (5)		104 (5)	19.9
BTFL MUSIC		101 (6)	101 (6)	19.3
BIG BAND/NOST		12 (1)	12 (1)	2.3
RELIGION		5 (2)	5 (2)	1.0
			522 (28)	

RADIO STATIONS

WHVR, 1280, 5 KW/500 W (DA-2), MOR		\$11.00 (P/W)	(HANOVER)
WNOW, 1250, 1 KW (DAYS), COUNTRY	ABC-I,	\$45.60 (MMR)	Rust
WSBA, 910, 5 KW/1 KW (DA-2), MOR		\$52.50 (Eastman)	Susquehanna
WQXA-F, 105.7, 46 KW @ 520, ROCK		\$45.60 (MMR)	Rust
WSBA-F, 103.3, 7.9 KW @ 750, BTFL MUS		\$52.50 (Eastman)	Susquehanna
WYCR-F, 98.5, 10.5 KW @ 930, CONTEMP		\$26.50 (P/W)	(HANOVER)

WPOC-F - See Baltimore

Other Stations - See Harrisburg & Lancaster

TV, ADI and Newspaper info - See Harrisburg

YOUNGSTOWN

Market # 74  
 Revenue Rank # 98  
 Income Rank # 131  
 APR 17.4  
 SMSA Pop: 547,700  
 CSI: 4.2 Bil (# 77)

Revenue : \$4,836,432  
 Income : \$ 179,462  
 % Rev Gain: +6.5  
 Stations: 24/11  
 Diaries: 858/638:1  
 CSI HH: 2.3 Bil (# 79)

National Rev: \$908,346  
 Nat Rev per Cap: \$1.66  
 Tot Rev per Cap: \$8.89  
 Tot Inc per Cap: \$ .33  
 Profit Margin: 3.7%  
 Retail \$: 2.3 Bil (# 79)

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKBN-F 90/11.7	12.3	15.5	13.7	16.2	1. WKBN-F 168	1. WYFM-F 2029/31.0	
2. WBBW 87/11.4	12.3	14.2	14.4	15.1	2. WSRD-F 102	2. WKBN 1936/26.6	
3. WKBN 69/ 9.0	9.2	9.5	11.2	8.6	3. WYFM-F 96	3. WKBN-F 1672/25.5	
WYFM-F 69/ 9.0	10.5	9.6	10.5	10.6	4. WBBW 90	4. WHOT 1375/24.3	
5. WSRD-F 66/ 8.6	5.7	7.5	4.7	5.1	5. WKBN 88	5. WSRD-F 1269/20.4	
6. WHOT 63/ 8.2	9.4	10.5	8.9	11.6	6. WHOT 75	6. WBBW 815/17.6	
7. WQXK-F 45/ 5.9	5.7	2.2	---	.9	7. WQXK-F 53	7. KDKA 765/ 3.8	
8. WFMJ 36/ 4.7	5.5	4.2	5.5	3.5	8. KDKA 51	8. WQXK-F 737/12.3	
9. WNIO 33/ 4.3	2.5	1.4	4.4	2.6	9. WFMJ 47	9. WFMJ 730/13.4	
10. WMMS-F 30/ 3.9	2.9	3.0	3.1	2.1	10. WPIC 42	10. WMMS-F 650/11.6	

12+ FM SHARE (METRO): 53.05% (374 of 705) (A/M 80: 48.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WSRD-F	1. WSRD-F	1. WKBN	1. WKBN-F	1. WHOT+
2. WSRD-F	2. WHOT	2. WHOT	WKBN-F	2. WBBW	2. WBBW
3. WHOT	3. WYFM-F	3. WYFM-F	3. WQXK-F	3. WKBN	3. WKBN
	4. WMMS-F	4. WKBN	4. WHOT	4. WQXK-F	4. WKBN-F

OTHER RATED STATIONS/METRO SHARE

WQOD-F 93.3		.7	WGBZ-F 95.9	Sharpsville	1.0
WRRO 1440	Warren	2.7	WGCL-F 98.5	Cleveland	.5
WTCL 1570	Warren	.8	WKDD-F 96.5	Akron	.4
KDKA 1020	Pittsburgh	.5	WPIC 790	Sharon	.5
WAEZ-F 97.5	Akron	.4	WTOF-F 98.1	Canton	.8
WDMT-F 107.9	Cleveland	3.8	WWWE 1100	Cleveland	1.0
WDVE-F 102.5	Pittsburgh	.5	WWWM-F 105.7	Cleveland	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (1)	196 (8)	259 (9)	36.7
MOR/AC	148 (7)		148 (7)	21.0
BTFL MUSIC		98 (3)	98 (3)	13.9
NEWS/TALK	87 (1)		87 (1)	12.3
COUNTRY	33 (1)	45 (1)	78 (2)	11.1
BLACK		29 (1)	29 (1)	4.1
RELIGION		6 (1)	6 (1)	0.9
			705 (25)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK	ABC-E,ABC-I, \$32.00	(Mc-Guild)
WFMJ, 1390, 5 KW (DA-N)	, MOR	NBC, \$21.75	(Howard)
WHOT, 1330, 500 W/1 KW (DA-2)	, ROCK	, \$26.00	(Eastman) Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$45.00	(Katz)
WNIO, 1540, 500 W (DAYS,DA)	, COUNTRY	MBS, \$16.00	(Lotus)
WPIC, 790, 1 KW (DAYS)	, MOR	ABC-I, \$26.00	(Torbet) Regional (SHARON)
WSRD-F, 101.1, 16 KW @ 710, AOR		, \$26.00	(Eastman) Myron Jones
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (Bonne)		, \$45.00	(Katz)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY (Drake-Chen)		, \$ 8.00	(MMR) Rust (SALEM)
WYFM-F, 102.9, 26 KW @ 455, ROCK		, \$36.00	(Torbet) Regional (SHARON)
KDKA - See Pittsburgh		WMMS-F - See Cleveland	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION



WEST PALM BEACH

RADIO STATIONS

WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (Schulke)	, \$48.00	(Katz)	Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY	, \$38.75	(Mc-Guild)	
WNJY-F, 94.3, 3 KW @ 480, BTFL MUS (FM-100)	, \$21.00	(Christal)	Patten
WRMF-F, 97.9, 100 KW @ 400, SOFT ROCK	, \$25.50	(Blair)	Fairbanks
WIZD-F, 98.7, 100 KW @ 1400, AOR	, \$20.00	(HR/Stone)	(FORT PIERCE)

Other Stations - See Miami and Ft. Lauderdale

TV STATIONS

WPTV	West Palm Beach	5	NBC, Scripps-Howard
WPEC	West Palm Beach	12	ABC

NEWSPAPERS

West Palm Beach Post	M	93,117, Cox
West Palm Beach Times	E	31,019, Cox

GREENSBORO/WINSTON-SALEM

RADIO STATIONS

WGLD-F, 100.3, 100 KW @ 400, BTFL MUS (Bonne)	, \$47.75	(Blair)	Mann Media
WKZL-F, 107.5, 100 KW @ 500, ROCK	, \$65.00	(Katz)	
WQMG-F, 97.1, 20 KW @ 555, BLACK	, \$26.25	(Howard)	
WRQK-F, 98.7, 100 KW @ 380, ROCK	MBS, \$36.00	(Eastman)	
WSEZ-F, 93.1, 100 KW @ 383, ROCK	RKO, \$26.25	(Torbet)	
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen)	, \$85.00	(Mc-Guild)	Summit

WRAL-F - See Raleigh

WSOC-F, WEZC-F - See Charlotte

TV STATIONS

WFMY	Greensboro	2	CBS
WGHP	High Point	8	ABC, Harte-Hanks
WXII	Winston Salem	12	NBC, Multimedia

NEWSPAPERS

Greensboro News	(M-83,604), Landmark	(E-31,823), Landmark
High Point Enterprise	E 30,508	
Winston Salem Journal	(M-71,696), Sentinel	(E-37,731), Media General

UTICA-ROME

WKTV	Utica	2	NBC
WUTR	Utica	20	ABC, Park

NEWSPAPERS

Utica Press	M	29,068, Gannett
Utica Observer-Dispatch	E	37,652, Gannett
Rome Sentinel	E	19,856

ROCHESTER

RADIO STATIONS

WPXY-F, 97.9, 50 KW @ 500, SOFT ROCK (TM)	MBS, \$34.00	(RKO)	Associated
WVOR-F, 100.5, 50 KW @ 350, AC	, \$52.50	(HR/Stone)	

TV STATIONS

WHEC	Rochester	10	CBS, BENI
WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Ziff-Davis

NEWSPAPERS

Rochester Demo & Chronicle	M	125,316, Gannett
Rochester Times-Union	E	121,897, Gannett

SYRACUSETV STATIONS

WIXT	Syracuse	9	ABC, NY Coke
WSTM	Syracuse	3	NBC, Newhouse
WTVH	Syracuse	5	CBS, Meredith

NEWSPAPERS

Syracuse Herald Journal	E	113,678, Newhouse
Syracuse Post Standard	M	82,121, Newhouse

JACKSONVILLETV STATIONS

WAWS	Jacksonville	30	IND, Malrite
WJKS	Jacksonville	17	ABC, Ziff-Davis
WTLV	Jacksonville	12	NBC, Harte-Hanks
WXAO	Jacksonville	47	IND
WJXT	Jacksonville	4	CBS, Post-News

NEWSPAPERS

Florida Times-Union	M	153,508
Jacksonville Journal	E	47,177

ALBUQUERQUETV STATIONS

KGGM	Albuquerque	13	CBS, Harriscope
KOAT	Albuquerque	7	ABC, Pulitzer
KMXN	Albuquerque	23	IND
KOB	Albuquerque	4	NBC, Hubbard

NEWSPAPERS

Albuquerque Journal	M	84,364, Scripps-Howard
Albuquerque Tribune	E	43,769, Scripps-Howard

EL PASOTV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News
KTSM	El Paso	9	NBC
KVIA	El Paso	13	ABC, Marsh Media
KCIK	El Paso	14	IND
XEJ	Cuidad Juarez	5	IND

NEWSPAPERS

El Paso Herald	E	34,920, Scripps-Howard
El Paso Times	M	56,932, Gannett

FRESNO

KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke)	, \$30.00	(Torbet)
KYNO-F, 95.5, 50 KW @ 318, ROCK (Drake-Chen)	, \$40.00	(Eastman)
KBOS-F, 94.9, 850 W @ 2550, ROCK	ABC-C, \$22.75	(Christal)
KIOY-F, 103.7, 50 KW @ 500, CONTEMP	, \$25.00	(Christal) (HANFORD)

TV STATIONS

KAIL	Fresno	53	IND	KFTV	Hanford	21	IND, Spanish Inter
KMJ	Fresno	24	NBC, McClatchy	KJEO	Fresno	47	ABC, Retlaw
KFSN	Fresno	30	CBS, Cap Cities	KMPH	Tulare	26	IND

NEWSPAPER

Fresno Bee	M	130,279, McClatchy
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HONOLULU

TV STATIONS

KITV	Honolulu	4	ABC
KGMB	Honolulu	9	CBS, Lee

NEWSPAPERS

Honolulu Advertiser	M	85,640, Gannett
Honolulu Star-Bulletin	E	118,952, Gannett

HUNTSVILLE

NEWSPAPERS

Huntsville Times	E	52,011, Newhouse
Huntsville News	M	13,476, Newhouse
Decatur Daily	E	23,197

JOHNSON CITY-KINGSPORT-BRISTOL

TV STATIONS

WJHL	Johnson City	11	CBS, Park
WKPT	Kingsport	19	ABC
WCYB	Bristol	5	NBC

NEWSPAPERS

Johnson City Press-Chronicle		(M-4,469)	(E-22,306)
Bristol Herald-Courier	M	29,775	
Bristol Virginia-Tennessean	E	9,775	
Kingsport News	M	4,654	
Kingsport Times	E	39,901	

SAN ANTONIO

RADIO STATIONS

KQXT-F, 101.9, 100 KW @ 670,	BTFL MUS (Schulke)	, \$60.00	(Katz)	Tichenor
KTFM-F, 102.7, 99 KW @ 660,	ROCK	, \$70.00	(Blair)	
KVAR-F, 104.5, 100 KW @ 750,	SPANISH	, \$29.00	(Lotus)	Lotus
KZZY-F, 100.3, 100 KW @ 580,	ROCK (Burk-Abr)	, \$30.00	(RKO)	Southwestern
WOAI-F, 97.3, 100 KW @ 472,	AC	, \$20.00	(Eastman)	Clear Channel

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	122,600
San Antonio Express	M	82,371
San Antonio News	E	76,594

YOUNGSTOWN

TV STATIONS

WFMJ	Youngstown	21	NBC, Youngstown Vindicator
WKBN	Youngstown	27	CBS
WYTV	Youngstown	33	ABC

NEWSPAPER

Youngstown Vindicator	E	103,310
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SECTION C

OTHER MARKET REPORTS

ARBITRON CONDENSED RADIO MARKET REPORTS

AND

MEDIASTAT REPORTS



ARBITRON CONDENSED RADIO MARKET REPORTS

ABERDEEN, WA

Market # NA/Pop: 69,700  
APR 14.8

Revenue : NA  
Income : NA

Diaries: 293  
FM SHARE: 40.00%

12+ METRO 1/4/SHARE

1. KGHO-F+ 25/30.5
2. KXRO 17/20.7
3. KBKW 14/17.1

12+ TSA 1/4/CUME

1. KGHO-F+ 29/287
2. KXRO 17/238
3. KBKW 14/152

KGHO-F+, 95.3, 1.2 KW @ 450, ROCK  
KXRO, 1320, 5 KW/1 KW (DA-N), MOR  
KBKW, 1450, 1 KW/250 W, COUNTRY

, \$7.00 (Savalli) (HOQUIAM)  
, \$9.74 (PRO)  
ABC-I, \$7.50 (Savalli)

ABILENE, TX

Market # 220/Pop: 141,900  
APR 15.0

Revenue : \$1,570,672  
Income : \$ 36,042

Diaries: 262  
FM SHARE: 48.30%

<u>12+ METRO 1/4/SHARE</u>	A/M	A/M
	80	79

- |           |         |      |      |
|-----------|---------|------|------|
| 1. KEAN-F | 34/19.7 | 21.0 | 11.9 |
| 2. KRBC   | 25/14.5 | 10.2 | 20.3 |
| 3. KFMN-F | 22/12.7 | 9.0  | 9.8  |
| 4. KEAN   | 19/11.0 | 12.0 | 4.9  |
| 5. KBER   | 12/ 6.9 | 12.6 | 2.8  |

12+ TSA 1/4/CUME

1. KEAN-F 57/664
2. KRBC 28/558
3. KFMN-F 25/320
4. KORQ-F 21/394
5. KEAN 20/264

KEAN, 1280, 500 W (DAYS), COUNTRY  
KEAN-F, 105.1, 100 KW @ 808, COUNTRY  
KFMN-F, 107.9, 100 KW @ 285, ROCK  
KRBC, 1470, 5 KW/1 KW (DA-N), AC  
KBER, 1560, 500 W (DAYS), BIG BAND/NOST (Al Ham)  
KORQ-F, 100.7, 100 KW @ 1280, CONTEMP

MBS, \$12.00 (PRO)  
MBS, \$ 5.00 (PRO)  
ABC-F, \$13.00 (Buckley)  
ABC-C, \$21.00 (M-Guild)  
MBS, \$ 8.00 (Lotus)  
NBC, \$ 9.00 (Selcom)

ALBANY, GA

Market # 258/Pop: 111,700  
APR 15.8

Revenue : \$1,892,758  
Income : \$ 70,467

Diaries: 296  
FM SHARE: 74.81%

<u>12+ METRO 1/4/SHARE</u>	A/M	80
----------------------------	-----	----

- |           |         |      |
|-----------|---------|------|
| 1. WJIZ-F | 60/43.5 | 41.0 |
| 2. WWCW-F | 14/10.1 | 13.3 |
| 3. WGPC-F | 12/ 8.7 | 5.7  |
| 4. WJAZ   | 11/ 8.0 | 11.4 |
| WJAD-F    | 11/ 8.0 | 5.7  |

12+ TSA 1/4/CUME

1. WJIZ-F 99/578
2. WWCW-F 31/328
3. WJAD-F 17/254
4. WJAZ 16/190
- WGPC-F 16/184

WJAZ, 960, 5 KW (DAYS,DA), COUNTRY  
WJIZ-F, 96.3, 100 KW @ 470, BLACK  
WWCW-F, 101.7, 3 KW @ 300, COUNTRY  
WGPC-F, 104.5, 43 KW @ 140, BTFL MUSIC  
WJAD-F, 97.3, 100 KW @ 850, ROCK

NBC, \$ 7.00 (Bolton)  
SBN, \$12.00 (----) James Rivers  
ABC-I, \$ ? ? (Masla)  
CBS, \$ 6.00 (Southern)  
MBS, \$ 9.25 (Busby) (BAINBRIDGE)

ALBANY-CORVALLIS-LEBANON, OR

Market # NA/Pop: 93,500  
APR 14.7

Revenue : NA  
Income : NA

Diaries: 322  
FM SHARE: 59.86%

12+ METRO 1/4/SHARE      A/M 80

1. KRKT-F+	21/10.9	11.6
2. KFLY	13/ 6.7	8.7
KPNW-F	13/ 6.7	5.2
4. KIQY-F	10/ 5.2	6.9
KEJO-F	10/ 5.2	3.5

12+ TSA 1/4/CUME

1. KRKT-F+	21/299
2. KFLY	13/361
KPNW-F	13/103
KSKD-F	13/148
KUPL-F	13/133

KSKD - See Salem Conden  
KUPL - See Portland

KRKT-F+, 99.9, 100 KW @ 1075, COUNTRY  
KFLY, 1240, 1 KW/250 W, ROCK  
KIQY-F, 103.7, 53 KW @ 380, CONTEMP  
KEJO-F, 101.5, 28 KW @ 100, ROCK (TM)

ABC-I, \$11.00 (Roslin)  
ABC-C, \$11.00 (S/R)  
    , \$ 9.50 (Bdcast NW) Stereo Bdcst Corp  
ABC-F, \$10.00 (S/R)

ALEXANDRIA, LA

Market # 210/Pop: 149,500  
APR 17.1

Revenue : \$1,545,676  
Income : \$ 24,517

Diaries: 317  
FM SHARE: 51.28%

12+ METRO 1/4/SHARE

1. KTIZ-F	41/19.6
2. KQID-F	35/16.7
3. KALB	27/12.9
4. KDBS	26/12.4
5. KRRV-F	24/11.5

12+ TSA 1/4/CUME

1. KTIZ-F	102/684
2. KQID-F	58/689
3. KRRV-F	36/447
4. KALB	34/624
5. KDBS	27/248

KALB, 580, 5 KW/1 KW (DA-N), COUNTRY  
KDBS, 1410, 1 KW (DAYS) , BIG BAND/NOST (A1 Ham)  
KQID-F, 93.1, 100 KW @ 1008, ROCK  
KRRV-F, 100.3, 29 KW @ 130, COUNTRY  
KTIZ-F, 96.9, 100 KW @ 850, BLACK

CBS, \$17.00 (HR/Stone)  
ABC-C, \$11.50 (Pates)  
ABC-F, \$ 9.00 (Savalli)  
ABC-E, \$ 9.00 (Smith)  
NBN, \$ 9.75 (HR/Stone)

ANN ARBOR, MI

Market # 148/Pop: 261,700  
APR 13.6

Revenue : \$1,080,856  
Income : \$ -314,557

Diaries: 323  
FM SHARE: 59.61%

12+ METRO 1/4/SHARE      A/M 80

1. WJR	57/19.1	21.6
2. WNIC-F	19/ 6.4	3.1
WRIF-F	19/ 6.4	9.3
4. WMJC-F	17/ 5.7	7.9
5. WLLZ-F	15/ 5.0	---

12+ CUME

1. WJR	840
2. WRIF-F	434
3. CKLW	431
4. WNIC-F	361
5. WABX-F	350

For all stations see  
Detroit

AUGUSTA-WATERVILLE, ME

Market # NA/Pop: NA  
APR 16.6

Revenue : NA  
Income : NA

Diaries: 269  
FM SHARE: 88.41%

12+ METRO 1/4/SHARE      A/M 80      A/M 79

1. WABK-F+	32/21.2	25.8	24.0
2. WGAN-F	22/14.6	6.1	8.8
3. WBLM-F	19/12.6	9.5	8.0
4. WIGY-F	18/11.9	15.0	13.6
5. WBGW-F	13/ 8.6	3.4	4.0

12+ TSA 1/4/CUME

1. WBLM-F	36/362
2. WABK-F+	35/490
3. WGAN-F	30/266
4. WIGY-F	22/356
5. WBGW-F	21/171

Other stations see  
Portland or Bangor

WABK-F+, 104.3, 15 KW @ 340, AC

ABC-I, \$10.50 (PRO)

BANGOR, ME

Market # 215/Pop: 143,300  
APR 16.8

Revenue : NA  
Income : NA

Diaries : 269  
FM SHARE: 70.18%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. WBGW-F	43/22.4	22.5	16.9
2. WPBC-F	34/17.7	12.6	9.0
3. WACZ	23/12.0	16.5	23.7
4. WABI	22/11.5	8.2	16.9
5. WGUY-F+	20/10.4	14.3	10.2

12+ TSA 1/4/CUME

1. WBGW-F	82/770
2. WPBC-F	65/513
3. WACZ	43/768
4. WDEA-F+	34/397
5. WTOS-F	33/503

WABI, 910, 5 KW (DA-N), MOR  
WACZ, 620, 5 KW (DA-N), ROCK  
WBGW-F, 97.1, 5 KW @ 1228, COUNTRY  
WGUY-F+, 100.9, 1 KW @ 484, CONTEMP  
WDEA-F, 95.7, 50 KW @ 316, MOR  
WPBC-F, 92.9, 15 KW @ 781, BTFL MUS  
WTOS-F, 105.1, 25 KW @ 2420, ROCK (TM)

ABC-C, \$11.06 (Torbet) Hildreth  
NBC, \$22.25 (Savalli)  
ABC-E, \$12.13 (Torbet) Hildreth  
, \$10.00 (Masla)  
CBS, \$ 8.75 (Devney)  
, \$16.00 (Groskin)  
Source, \$13.50 (Queen)

BATTLE CREEK, MI

Market # 182/Pop: 184,900  
APR 16.3

Revenue : \$1,626,903  
Income : \$ 114,312

Diaries : 325  
FM SHARE: 64.94%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. WBCK	46/18.4	18.6	15.8
2. WJXQ-F	26/10.4	----	----
3. WOOD-F	25/10.0	6.8	6.6
4. WKFR-F	20/ 8.0	10.0	6.6
5. WNNW-F	17/ 6.8	7.2	3.5

12+ TSA 1/4/CUME

1. WKFR-F	68/835	
2. WBCK	48/483	WJXQ - See Lansing
3. WNNW-F	45/510	WNNW,WKFR,WQLR - See Kalamazoo
4. WQLR-F	43/539	WOOD - See Grand Rapids
5. WOOD-F	42/579	
NBC, \$17.00 (Masla)		

WBCK, 930, 5 KW/1 KW (DA-2), MOR

BECKLEY, WV

Market # NA/Pop: NA  
APR 15.8

Revenue : NA  
Income : NA

Diaries : 209  
FM SHARE: 46.15%

12+ METRO 1/4/SHARE A/M 79

1. WJLS	39/35.1	34.7
2. WCIR-F+	22/19.8	25.5
3. WTNJ-F	18/16.2	----
4. WWNR	14/12.6	18.4

12+ TSA 1/4/CUME

1. WJLS	52/619
2. WCIR-F+	51/569
3. WTNJ-F	30/360
4. WWNR	26/403

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY  
WWNR, 620, 1 KW/500 W (DA-N), CONTEMP  
WCIR-F+, 103.7, 25 KW @ 355, ROCK  
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY (TM)

CBS, \$10.50 (Regional)  
ABC-C, \$ 8.00 (Katz) Gulf/Rahall  
Source, \$ 9.50 (----)  
, \$10.00 (----) (MOUNT HOPE)

BELLINGHAM, WA

Market # 264/Pop: 108,000  
APR 17.3

Revenue : NA  
Income : NA

Diaries: 247  
FM SHARE: 47.58%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. KGMI 25/15.9	25.0	26.1
2. KNWR-F 24/15.3	1.8	5.4
3. KISM-F 18/11.5	---	5.4
4. KBFW 14/ 8.9	10.7	15.2

12+ CUME
1. KGMI 320
2. KNWR-F 239
3. KPUG 211
4. KISM-F 121

KBFW, 930, 1 KW (DAYS), COUNTRY  
KPUG, 1170, 10 KW/5 KW (DA-N), CONTEMP (TM)  
KGMI, 790, 5 KW/1 KW (DA-N), MOR  
KNWR-F, 104.3, 60 KW @ 2310, ROCK (TM)  
KISM-F, 92.9, 50 KW @ 2800, AOR

, \$12.00 (Roslin) Sterling  
MBS, \$11.50 (Masla)  
ABC-I, \$11.00 (Market 4)  
, \$10.50 (Masla)  
ABC-F, \$10.75 (Market 4)

BEND, OR

Market # NA/Pop: NA  
APR 15.7

Revenue : NA  
Income : NA

Diaries: 215  
FM SHARE: 60.27%

12+ METRO 1/4/SHARE
1. KXIQ-F 19/23.2
2. KICE-F 16/19.5
3. KGRL 11/13.4
4. KBND 9/11.0
KPRB 9/11.0

12+ TSA 1/4/CUME
1. KXIQ-F 24/244
2. KICE-F 17/199
3. KGRL 11/140
KPRB 11/178
5. KBND 10/206

KGRL, 940, 1 KW (DAYS), AC  
KBND, 1110, 10 KW/1 KW (DA-N), AC  
KPRB, 1240, 1 KW/250 W, COUNTRY  
KXIQ-F, 94.1, 50 KW @ 590, ROCK (TM)  
KICE-F, 100.7, 50 KW @ 598, COUNTRY

, \$10.00 (Lotus) Capps  
CBS, \$ 9.50 (PRO)  
ABC-I, \$ 6.50 (S/R) (REDMOND)  
, \$11.00 (Buckley) Capps  
ABC-E, \$10.58 (Blair)

BILOXI-GULFPORT, MS

Market # 180/Pop: 186,400  
APR: 16.3

Revenue : \$2,581,722  
Income : \$ 208,367

Diaries: 467  
FM SHARE: 57.71%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. WQID-F 97/24.5	23.5	36.4
2. WVMI 55/13.9	12.4	13.1
3. WROA 20/ 5.1	1.3	2.4
4. WTAM 18/ 4.5	1.6	1.5
5. WZKX-F 17/ 4.3	6.5	7.8

12+ TSA 1/4/CUME
1. WQID-F 97/1017
2. WVMI 56/ 686
3. WROA 20/ 285
4. WTAM 18/ 211
5. WZKX-F 17/ 169

WROA, 1390, 5 KW (DA-2), MOR (Century 21)  
WVMI, 570, 5 KW/1 KW (DA-2), COUNTRY  
WTMA, 1240, 1 KW/250 W, BLACK  
WQID-F, 93.7, 100 KW @ 400, ROCK  
WZKX-F, 107.1, 3 KW @ 400, ROCK (Century 21)

NBC, \$ 9.00 (Buckley)  
ABC-E, \$19.30 (Torbet) New South  
ABC-I, \$11.00 (Howard) Roden  
ABC-C, \$24.20 (Torbet) New South  
Source, \$ 9.00 (Buckley)

BISMARCK, ND

Market # 307/Pop: 80,800  
APR 17.4

Revenue : NA  
Income : NA

Diaries: 213  
FM SHARE: 27.27%

12+ METRO 1/4/SHARE A/M 80

1. KBMR	37/32.7	29.7
2. KFYZ	33/29.2	30.6
3. KYYY-F	18/15.9	23.4
4. KQDY-F	8/ 7.1	5.4
KBOM	8/ 7.1	6.3

KBMR, 1130, 10 KW (DAYS), COUNTRY  
KBOM, 1270, 1 KW/250 W, MOR  
KFYZ, 550, 5 KW (DA-N), CONTEMP/AC  
KSJB, 600, 5 KW (DA-1), COUNTRY  
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY  
KYYY-F, 92.9, 100 KW @ 1180, ROCK

12+ TSA 1/4/CUME

1. KFYZ	113/1554
2. KBMR	64/ 479
3. KSJB	47/ 541
4. KYYY-F	28/ 360
5. KQDY-F	15/ 234

ABC-I, \$24.00 (Buckley)  
CBS, \$ 9.00 (Masla)  
NBC, \$31.88 (Blair) Meyer  
, \$18.00 (Torbet) (JAMES TOWN)  
ABC-C, \$ 6.00 (Buckley)  
Source, \$10.63 (Blair) Meyer

BOULDER

Market # NA/Pop: NA  
APR 15.8

Revenue : NA  
Income : NA

Diaries: 274  
FM SHARE: 62.38%

12+ METRO 1/4/SHARE

1. KBPI-F	32/12.5
2. KBCO-F	22/ 8.6
3. KLZ	21/ 8.2
4. KOSI-F	20/ 7.8
5. KOAQ-F	18/ 7.1

KBCO-F, 97.3, 25 KW @ 1860, AOR

12+ CUME

1. KBPI-F	394
2. KIMN	371
3. KOAQ-F	300
4. KBCO-F	258
5. KOSI-F	255

, \$37.00 (Masla)

Other Stations - See Denver

BOZEMAN, MT

Market # NA/Pop: NA  
APR 13.9

Revenue : NA  
Income : NA

Diaries: 216  
FM SHARE: 20.31%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. KBOZ	12/23.5	40.0	43.8
2. KXXL	8/15.7	20.0	18.8
3. KBZN-F	7/13.7	----	----
KBMN	7/13.7	12.5	14.6

KBOZ, 1090, 5 KW (DA-N), AC  
KXXL, 1450, 1 KW/250 W, COUNTRY  
KBMN, 1230, 1 KW/250 W, CONTEMP  
KBZN-F, 93.7, 100 KW @ 248, COUNTRY (Century 21)

12+ TSA 1/4/CUME

1. KBOZ	15/259
2. KBZN-F	10/115
3. KXXL	8/114
4. KBMN	7/182

NBC, \$10.65 (McGuire)  
, \$ ? ? (PRO)  
ABC-I, \$11.50 (Eastman)

BURLINGTON, VT

Market # NA/Pop: 96,100 (12+)  
APR 15.8

Revenue : NA  
Income : NA

Diaries: 299  
FM SHARE: 55.97%

12+ METRO 1/4/SHARE

12+ TSA 1/4/CUME

- 1. WQCR-F 36/23.7
- 2. WKDR 26/17.1
- 3. WVMT 18/11.8
- 4. WEZF-F 16/10.5
- 5. WJOY 12/ 7.9

- 1. WKDR 65/462
- 2. WQCR-F 47/731
- 3. WEZF-F 46/540
- 4. WLFE-F 37/335
- 5. CHOM-F 31/370

WKDR, 1070, 5 KW (DAYS), COUNTRY  
 WJOY, 1230, 1 KW/250 W, MOR/AC  
 WVMT, 620, 5 KW (DA-2), CONTEMP/AC  
 WEZF-F, 92.9, 36 KW @ 2703, BTFL MUS  
 WQCR-F, 98.9, 50 KW @ 310, ROCK (TM)  
 WLFE-F, 102.3, 3 KW @ 215, COUNTRY  
 CHOM-F, 97.7, 41 KW @ ? ?, AOR

ABC-E, \$13.10 (PRO) (PLATTSBURGH)  
 CBS, \$11.25 (PRO)  
 NBC, \$13.50 (Torbet) Goldman  
 , \$15.50 (Buckley)  
 , \$16.25 (PRO)  
 , \$ 8.40 (PRO) (ST. ALBANS)  
 , \$ ? ? (Major Market) (MONTREAL)

CAPE COD, MA

Market # NA/Pop: 127,300 (12+)  
APR 14.8

Revenue : NA  
Income : NA

Diaries: 383  
FM SHARE: 70.83%

12+ METRO 1/4/SHARE A/M 80 A/M 79

12+ TSA 1/4/CUME

- 1. WQRC-F 27/14.3 18.3 13.1
- 2. WCOD-F 18/ 9.5 10.1 11.8
- 3. WOCB 16/ 8.5 6.9 5.0
- WSOX-F 16/ 8.5 7.8 7.7
- 5. WKZE-F 13/ 6.9 8.7 7.7

- 1. WQRC-F 31/334
- 2. WCOD-F 19/279
- WOCB 19/294
- 4. WSOX-F 17/217
- 5. WCIB-F 15/212

WOCB, 1240, 1 KW.250 W, AC  
 WCOD-F, 106.1, 50 KW @ 450, SOFT ROCK  
 WQRC-F, 99.9, 50 KW @ 445, BTFL MUS (FM-100)  
 WSOX-F, 94.9, 50 KW @ 245, BTFL MUS  
 WKZE-F, 104.7, 50 KW @ 500, ROCK  
 WCIB-F, 101.9, 50 KW @ 280, CONTEMP

NBC, \$17.78 (Buckley) Sconnix (W. YARMOUTH)  
 ABC-C, \$30.00 (MMR) (HYANNIS)  
 , \$17.65 (Torbet) (GARNSTABLE)  
 NBC, \$17.78 (Buckley) Sconnix (W. YARMOUTH)  
 , \$16.00 (Mc-Guild) (ORLEANS)  
 , \$30.00 (Lotus) (FALMOUTH)

CASPER, WY

Market # 321/Pop: 72,100  
APR 15.2

Revenue : NA  
Income : NA

Diaries: 194  
FM SHARE: 11.63%

12+ METRO 1/4/SHARE A/M 80 A/M 79

12+ TSA 1/4/CUME

- 1. KATI 31/34.4 29.7 30.2
- 2. KVOC 23/25.6 27.0 34.9
- 3. KTWO 22/24.4 29.7 23.8
- 4. KAWY-F 10/11.1 8.1 9.5

- 1. KTWO 33/527
- 2. KATI 31/320
- 3. KVOC 24/331
- 4. KAWY-F 15/211

KATI, 1400, 1 KW/250 W, ROCK  
 KVOC, 1230, 1 KW/250 W, COUNTRY  
 KTWO, 1030, 50 KW (DA-N), MOR  
 KAWY-F, 94.5, 65 KW @ 1908, COUNTRY (TM)

CBS, \$16.00 (Masla) Stuart  
 ABC-I, \$16.75 (Eastman)  
 NBC, \$28.50 (Katz) Harriscope  
 , \$11.25 (Masla) Stuart

CHARLOTTESVILLE, VA

Market # 287/Pop: 93,800  
APR 15.7

Revenue : NA  
Income : NA

Diaries: 185  
FM SHARE: 35.40%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WCHV	34/26.4	23.0	35.6
2. WWWV-F	18/14.0	11.5	14.4
3. WPED+	17/13.2	14.2	10.6
4. WINA	16/12.4	15.0	9.6
5. WXAM	11/ 8.5	8.0	6.7

WCHV, 1260, 5 KW/1 KW (DA-2), AC  
WPED+, 810, 500 W (DAYS), COUNTRY  
WINA, 1070, 5 KW (DA-N), MOR  
WXAM, 1400, 1 KW/250 W, MOR  
WWWV-F, 97.5, 50 KW @ 450, AOR

12+ TSA	1/4/CUME
1. WCHV	39/498
2. WINA	24/402
WPED+	24/204
4. WWWV-F	22/284
5. WXAM	13/244

ABC-I, \$14.35 (Savalli)  
, \$ 7.90 (----)  
CBS, \$13.00 (PRO)  
ABC-C, \$10.90 (----)  
RKO, \$13.05 (Savalli)

CHAMPAIGN-URBANA, IL

Market # 196/Pop:167,900  
APR 16.6

Revenue : \$2,375,242  
Income : \$ -31,891

Diaries: 301  
FM SHARE: 64.74%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WLRW-F	41/17.7	13.5	10.2
2. WDWS	30/12.9	12.4	11.7
3. WKIO-F	29/12.5	11.4	14.3
4. WDWS-F	24/10.3	9.8	9.7
5. WPGU-F	12/ 5.2	11.9	1.5

WDWS, 1400, 1 KW/250 W, MOR  
WDWS-F, 97.5, 50 KW @ 424, BTFM MUS  
WLRW-F, 94.5, 43 KW @ 401, ROCK (Drake-Chen)  
WKIO-F, 103.9, 3 KW @ 150, CONTEMP  
WPGU-F, 3 KW @ 235, AOR

12+ TSA	1/4/CUME
1. WLRW-F	47/549
2. WDWS	32/433
3. WKIO-F	30/376
4. WDWS-F	26/366
5. WLS	22/451

CBS, \$27.00 (Mc-Guild)  
, \$14.00 (Mc-Guild)  
ABC-E, \$14.00 (PRO)  
ABC-F, \$19.00 (Savalli)  
Source, \$11.50 (Masla)

WLS - See Chicago

CHEYENNE, WY

Market # 322/Pop: 71,900  
APR 15.0

Revenue : NA  
Income : NA

Diaries: 225  
FM SHARE: 39.44%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KFBC	15/17.9	20.8	18.8
2. KFBQ-F	14/16.7	15.3	20.0
3. KUUY	9/10.7	8.3	1.3
4. KKAZ-F	8/ 9.5	12.5	16.3
5. KRAE	6/ 7.1	8.3	7.5

KFBC, 1240, 1 KW/250 W, MOR  
KRAE, 1480, 1 KW (DA-1), MOR  
KUUY, 1530, 10 KW/1 KW (DA-2), COUNTRY  
KKAZ-F, 100.7, 100 KW @ 490, CONTEMP (Century 21)  
KFBQ-F, 97.9, 100 KW @ 580, ROCK (Drake-Chen)

12+ CUME	
1. KFBC	196
2. KFBQ-F	185
3. KIMN	149
4. KKAZ-F	134
5. KUUY	127

ABC-I, \$12.00 (Eastman)  
, \$ 6.00 (PRO)  
MBS, \$ 9.25 (Masla)  
, \$ 9.25 (Masla)  
ABC-F, \$ 9.25 (Eastman)

KIMN - See Denver

Mesa  
Mesa

CHICO, CA

Market # NA/Pop: 125,200 (12+)  
APR 14.9

Revenue : NA  
Income : NA

Diaries: 261  
FM SHARE: 62.00%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. KNVR-F	25/13.4	11.2	16.8
2. KHSL	20/10.8	8.0	5.6
3. KSFM-F	18/ 9.7	4.3	---
4. KPAY-F	16/ 8.6	11.2	8.9
5. KFMM-F	14/ 7.5	6.9	3.9

12+ TSA 1/4/CUME

1. KHSL	41/470
2. KNVR-F	32/327
3. KPAY	28/502
4. KPAY-F	22/351
5. KSFM-F	19/183

KSFM - See Sacramento

KHSL, 1290, 5 KW (DA-N), COUNTRY  
KPAY, 1060, 10 KW (DA-N), MOR  
KPAY-F, 95.1, 6 KW @ 1170, BTFL MUS (Bonne)  
KFMM-F, 93.7, 15 KW @ 290, CONTEMP  
KNVR-F, 96.7, 3 KW @ 285, ROCK

CBS, \$10.90 (Torbet)  
NBC, \$12.00 (Katz)  
, \$ 8.50 (Katz)  
ABC-F, \$ 8.00 (PRO)  
Source, \$ 7.50 (Masla)

DANBURY, CT

Market # 260/Pop: 119/100  
APR 15.1

Revenue : NA  
Income : NA

Diaries: 212  
FM SHARE: 49.04%

12+ METRO 1/4/SHARE FAL 80

1. WDAQ-F	16/11.9	8.1	
2. WRKI-F	15/11.2	14.9	
3. WEZN-F	12/ 9.0	9.5	
WNBC	12/ 9.0	10.1	
5. WLAD	10/ 7.5	19.6	

12+ TSA 1/4/CUME

1. WDAQ-F	18/202
WRKI-F	18/351
3. WEZN-F	17/273
WNBC	17/525
5. WCBS	14/329

WCBS,WNBC - See New York

WEZN - See Bridgeport

WLAD, 800, 1 KW (DAYS), MOR  
WDAQ-F, 98.3, 1.3 KW @ 460, BTFL MUS (KalaMusic)  
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr)

, \$21.70 (Unirep)  
, \$21.70 (Unirep)  
, \$30.00 (Roslin)

DANVILLE, IL

Market # 276/Pop: 98,500  
APR 15.3

Revenue : NA  
Income : NA

Diaries: 315  
FM SHARE: 60.95%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. WDNL-F	32/26.9	24.0	24.2
2. WIAI-F	17/14.3	20.8	19.2
3. WDAN	15/12.6	10.4	14.2
4. WITY	11/ 9.2	8.8	10.8

12+ TSA 1/4/CUME

1. WDNL-F	38/368
2. WIAI-F	27/338
3. WDAN	16/228
4. WITY	11/181

WDAN, 1490, 1 KW/250 W, COUNTRY  
WITY, 980, 1 KW (DA-2), MOR  
WIAI-F, 99.1, 50 KW @ 500, COUNTRY  
WDNL-F, 102.1, 11 KW @ 380, ROCK

CBS, \$16.20 (Masla) Sangamon  
ABC-E, \$10.50 (Lotus)  
, \$22.00 (Buckley)  
Source, \$16.20 (Masla) Sangamon

DOTHAN, AL

Market # 311/Pop: 76,800  
APR 14.4

Revenue : NA  
Income : NA

Diaries: 179  
FM SHARE: 82.28%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. WOOF-F	16/18.4	23.1	21.1
WTVY-F	16/18.4	18.5	15.8
3. WXLE-F	12/13.8	----	----
4. WKMX-F	11/12.6	9.2	13.7

12+ TSA 1/4/CUME

1. WTVY-F	62/773
2. WKMX-F	54/689
3. WOOF-F	38/466
4. WLHQ-F	29/455

WOOF-F, 99.7, 100 KW @ 342, BTFL MUS  
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY (Drake-Chen)  
WXLE-F, 94.3, 3 KW @ 285, BLACK  
WKMX-F, 106.7, 100 KW @ 432, CONTEMP

MBS, \$ 7.20 (Lotus)  
CBS, \$11.00 (PRO)  
SBN, \$ 5.70 (Carpenter) (ABBEVILLE)  
, \$11.75 (Bolton)



DOTHAN, IL

(con't)

WLHQ-F, 96.9, 100 KW @ 300, ROCK

ABC-E, \$ 7.00 (----)

DUBUQUE, IA

Market # 286/Pop: 94,500  
APR 17.6

Revenue : NA  
Income : NA

Diaries: 251  
FM SHARE: 29.91%

12+ METRO 1/4/SHARE A/M 80

1. KDTH	44/33.3	31.3
2. KFMD-F	27/20.5	20.1
WDBQ	27/20.5	24.6
4. KIWI-F	8/ 6.1	9.0

12+ TSA 1/4/CUME

1. KDTH	61/609
2. KFMD-F	50/676
3. WDBQ	31/520
4. WMT	23/291

WMT - See Cedar Rapids

KDTH, 1370, 5 KW (DA-N), COUNTRY  
WDBQ, 1490, 1 KW/250 W, ROCK  
KFMD-F, 92.9, 100 KW @ 470, ROCK  
KIWI-F, 105.3, 50 KW @ 340, BTFL MUS (Bonne)

, \$18.50 (PRO)  
ABC-C, \$15.13 (Buckley) Communi Prop  
, \$14.38 (PRO)  
, \$ 9.40 (Buckley) Communi Prop

EAU CLAIRE, WI

Market # 241/Pop: 128,900  
APR 16.5

Revenue : \$2,850,454  
Income : \$ 352,739

Diaries: 313  
FM SHARE: 63.63%

12+ METRO 1/4/SHARE A/M 80

1. WAXX-F	38/21.1	17.1
2. WBIZ-F	34/18.9	22.9
3. WEAQ	27/15.0	16.0
4. WJJK	18/10.0	5.1
5. WIAL-F	16/ 8.9	13.1

12+ TSA 1/4/CUME

1. WAXX-F	140/1282
2. WBIZ-F	52/ 823
3. WIAL-F	33/ 376
4. WEAQ	29/ 670
5. WWIB-F	27/ 388

WEAQ, 790, 5 KW (DA-N), MOR  
WJJK, 1400, 1 KW/250 W, COUNTRY  
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY  
WBIZ-F, 100.7, 100 KW @ 723, ROCK (Century 21)  
WIAL-F, 94.1, 84 KW @ 351, BTFL MUS (FM-100)  
WWIB-F, 103.7, 100 KW @ ? ?, ? ? ?

NBC, \$13.38 (Selcom)  
MBS, \$ 7.30 (Masla) Sentry  
ABC-I, \$25.00 (Buckley) Post  
ABC-C, \$10.54 (Masla) Sentry  
NBC, \$ 9.26 (Selcom)  
, \$ ? ? (----) (LADYSMITH)

FAYETTEVILLE-SPRINGDALE, AR

Market # 193/Pop: 172,100  
APR 15.0

Revenue : \$2,695,438  
Income : \$ 219,457

Diaries: 319  
FM SHARE: 55.44%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. KMCK-F	35/15.6	18.0	3.7
2. KFAY	34/15.2	12.9	18.7
3. KNWA-F	22/ 9.8	1.1	5.6
4. KAMO-F	18/ 8.0	3.9	2.3
5. KCIZ-F	15/ 6.7	12.9	16.8

12+ TSA 1/4/CUME

1. KMCK-F	48/581
2. KFAY	34/393
3. KNWA-F	22/235
4. KAMO-F	18/231
5. KCIZ-F	15/342

KFAY, 1250, 1 KW (DAYS), COUNTRY  
KMCK-F, 105.7, 100 KW @ 415, ROCK  
KNWA-F, 103.9, .8 KW @ 510, BTFL MUS (?)  
KAMO-F, 94.3, 2.8 KW @ 310, COUNTRY  
KCIZ-F, 104.9, 3 KW @ 137, ROCK (Drake-Chen)

, \$20.00 (Savalli)  
, \$16.00 (----)  
, \$ 8.00 (----)  
CBS, \$ 7.00 (Riley) (ROGERS)  
, \$ 7.20 (----) (SPRINGDALE)

FORT MYERS, FL

Market # 163/Pop: 228,200  
APR 17.6

Revenue : \$2,540,511  
Income : \$ -277,514

Diaries: 326  
FM SHARE: 75.68%

12+ METRO 1/4/SHARE      A/M 80      A/M 79

1. WCVU-F	78/24.6	26.8	31.8
2. WINK-F	44/13.9	15.9	6.1
3. WINK	37/11.7	9.8	7.3
4. WHEW-F	32/10.1	10.6	6.9
5. WLEQ-F	28/ 8.8	6.5	5.4

12+ TSA 1/4/CUME

1. WCVU-F	117/965
2. WINK-F	68/945
3. WINK	43/447
4. WHEW-F	42/526
5. WLEQ-F	32/565

WINK, 1240, 1 KW/250 W, BIG BAND/NOST (Al Ham)	CBS, \$12.75 (PRO)
WINK-F, 96.9, 100 KW @ 833, ROCK	, \$15.13 (PRO)
WCVU-F, 94.5, 100 KW @ 689, BTFL MUS (Schulke)	, \$33.00 (Blair) Palmer (NAPLES)
WHEW-F, 101.9, 71 KW @ 207, COUNTRY	, \$16.60 (----)
WLEQ-F, 95.9, 1.1 KW @ 490, CONTEMP	ABC-C, \$21.00 (Selcom)

FT. PIERCE, FL

Market # 303/Pop: 83,500  
APR 15.2

Revenue : NA  
Income : NA

Diaries: 362  
FM SHARE: 70.41%

12+ METRO 1/4/SHARE      A/M 80      A/M 79

1. WRIT-F	22/20.0	9.0	12.9
2. WIZD-F	16/14.5	16.9	----
3. WIRA	13/11.8	9.0	8.6
WFTP	13/11.8	11.2	15.5
WOVV-F	13/11.8	21.3	21.6

12+ TSA 1/4/CUME

1. WRIT-F	41/346
2. WIZD-F	35/426
3. WGYL-F	33/254
4. WAVW-F	26/256
5. WOVV-F	23/358

WIRA, 1400, 1 KW/250 W, MOR	, \$10.50 (Buckley)
WFTP, 1330, 1 KW/500 W (DA-N), COUNTRY	ABC-E, \$11.70 (PRO)
WIZD-F 98.7, 100 KW @ 1400, ROCK	, \$20.00 (HR/Stone)
WRIT-F, 92.7, 3 KW @ 340, BTFL MUS	, \$12.00 (----) (STUART)
WOVV-F, 95.5, 100 KW @ 518, CONTEMP	, \$17.50 (Buckley)
WGYL-F, 93.5, 3 KW @ 174, BTFL MUS	ABC-F, \$14.70 (----) (VERO BEACH)
WAVW-F, 105.5, 3 KW @ 350, COUNTRY	, \$ 8.00 (Media South) (VERO BEACH)

FT. SMITH, ARK

Market # 172/Pop: 200,400  
APR 15.8

Revenue : \$1,992,965  
Income : \$ -84,391

Diaries: 358  
FM SHARE: 69.92%

12+ METRO 1/4/SHARE

1. KISR-F	92/35.0
2. KTCS-F	34/12.9
3. KTCS	19/ 7.2
4. KINB-F	18/ 6.8

12+ TSA 1/4/CUME

1. KISR-F	122/1034
2. KINB-F	50/ 538
3. KVOO	48/ 598
4. KTCS-F	38/ 524

KVOO - See Tulsa

KTCS, 1410, 1 KW (DAYS), COUNTRY	, \$ 4.50 (----)
KTCS-F, 99.9, 36 KW @ 225, COUNTRY	, \$ 4.50 (----)
KINB-F, 107.3, 100 KW @ 1810, COUNTRY	ABC-E, \$ ? ? (----) (POTEAU)
KISR-F, 93.7, 61 KW @ 19, ROCK	ABC-F, \$13.00 (----)

FT. WALTON BEACH, FL

Market # NA/Pop: 87,500 (12+)  
APR 15.4

Revenue : NA  
Income : NA

Diaries: 245  
FM SHARE: 72.58%

12+ METRO 1/4/SHARE A/M 80

1. WTKX-F	31/23.0	15.8
2. WNUE	22/16.3	26.7
3. WXBM-F	14/10.4	5.0
WJLQ-F	14/10.4	13.9
5. WFTW-F+	11/ 8.1	12.9

12+ TSA 1/4/CUME

1. WTKX-F	32/282
2. WNUE	22/361
3. WJLQ-F	14/241
WXBM-F	14/143
5. WFTW-F+	13/286

Other Stations - See  
Pensacola

WFTW-F+, 99.3, 3 KW @ 209, CONTEMP  
WNUE, 1400, 1 KW/250 W, ROCK

, \$10.00 (----)  
, \$12.79 (Torbet)

FREDERICK, MD

Market # NA/Pop: 96,500 (12+)  
APR 16.8

Revenue : NA  
Income : NA

Diaries: 226  
FM SHARE: 67.39%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. WFMD	37/22.8	19.5	16.7
2. WFRE-F	21/13.0	14.3	14.6
3. WZYQ-F+	16/ 9.9	13.6	15.3
4. WIYY-F	13/ 8.0	1.5	1.4

12+ CUME

1. WFMD	527
2. WZYQ-F+	289
3. WFRE-F	226
4. WRQX-F	212

WRQX - See Washington  
WIYY - See Baltimore

WFMD, 930, 5 KW/1 KW (DA-2), MOR  
WFRE-F, 99.9, 9 KW @ 1123, BTFL MUS (KalaMusic)  
WZYQ-F+, 103.9, 230 W @ ? ?, ROCK

CBS, \$ ? ? (PRO) Gibbons  
, \$ ? ? (PRO) Gibbons  
ABC-C, \$22.00 (----)

GRAND FORKS, ND

Market # 272/Pop: 101,700  
APR 15.6

Revenue : \$3,242,974  
Income : \$ 537,650

Diaries: 207  
FM SHARE: 26.55%

12+ METRO 1/4/SHARE A/M 80

1. KNOX	26/20.3	19.7
2. KKXL	23/18.0	20.5
3. KYTN-F	17/13.3	8.3
4. KROX	15/11.7	7.6
5. KRRK+	10/ 7.9	9.9

12+ TSA 1/4/CUME

1. KKXL	37/485
2. KFGO	29/281
3. KNOX	28/412
4. KYTN-F	26/367
5. KROX	17/170

KFGO - See Fargo

KKXL, 1440, 1 KW/250 W, CONTEMP  
KNOX, 1310, 5 KW (DA-N), AC (Burk-Abr)  
KROX, 1260, 1 KW (DA-N), MOR  
KRRK+, 1590, 5 KW/1 KW (DA-2), COUNTRY  
KYTN-F, 94.7, 100 KW @ 300, ROCK (Burk-Abr)

, \$13.75 (PRO) Ingstad  
ABC-E, \$25.25 (Torbet) Peoria Jrnl Star  
, \$ 7.35 (Cooke) (CROOKSTON, MN)  
MBS, \$17.00 (Masla)  
ABC-C, \$12.50 (Torbet) Peoria Jrnl Star

GRAND JUNCTION, CO

Market # 313/Pop: 76,500  
APR 13.4

Revenue : NA  
Income : NA

Diaries: 211  
FM SHARE: 42.17%

12+ METRO 1/4/SHARE A/M 79

1. KQIX-F	31/33.3	22.8
2. KQIL	27/29.0	20.3
3. KEXO	12/12.9	22.8

12+ CUME

1. KQIX-F	393
2. KQIL	289
3. KEXO	261

KEXO, 1230, 1 KW/250 W, CONTEMP  
KQIL, 1340, 1 KW/250 W, COUNTRY  
KQIX-F, 93.1, 25 KW @ 495, CONTEMP

ABC-C, \$12.50 (Eastman) Greentree  
, \$25.25 (Hix) Mesa  
MBS, \$25.25 (Hix) Mesa

GREAT FALLS, MT

Market # 294/Pop: NA  
APR 16.8

Revenue : \$1,960,423  
Income : \$ -157,338

Diaries: 248  
FM SHARE: 41.18%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KEIN	23/21.1	9.1	14.3
2. KMON	22/20.2	26.1	21.4
3. KNUW-F	18/16.5	14.8	3.1
KOOZ-F	18/16.5	10.2	19.4
5. KQDI	14/12.8	26.1	27.6

12+ TSA	1/4/CUME
1. KMON	45/538
2. KEIN	26/321
3. KNUW-F	23/234
4. KOOZ-F	18/164
KQDI	18/333

KEIN, 1310, 5 KW/1 KW , COUNTRY NBC, \$14.00 (Masla) Meyer  
 KMON, 560, 5 KW (DA-N), COUNTRY ABC-I, \$27.00 (Eastman)  
 KQDI, 1450, 1 KW/250 W, CONTEMP Source, \$17.44 (PRO)  
 KNUW-F, 94.5, 36 KW @ 486, ROCK (TM) RKO, \$ 9.94 (Eastman)  
 KOOZ-F, 106.3, 750 W @ 300, BTFL MUS (FM-100) , \$ 5.81 (PRO)

HAGERSTOWN, MD

Market # NA/Pop: 190,900 (12+)  
APR 18.1

Revenue : NA  
Income : NA

Diaries: 359  
FM SHARE: 73.77%

12+ METRO	1/4/SHARE
1. WQCM-F	57/16.5
2. WIKZ-F	41/11.9
3. WFRE-F	34/ 9.9
4. WYII-F	32/ 9.3
5. WJEJ	25/ 7.2

12+ TSA	1/4/CUME
1. WQCM-F	65/618
2. WFRE-F	46/416
3. WIKZ-F	45/523
4. WYII	37/388
5. WJEJ	27/443

WJEJ, 1240, 1 KW/250 W, MOR CBS, \$ 8.00 (----)  
 WIKZ-F, 95.1, 50 KW @ 265, CONTEMP , \$16.00 (----) (CHAMBERSBURG)  
 WQCM-F, 96.7, 3 KW @ 160, CONTEMP ABC-F, \$10.00 (Dome)  
 WYII-F, 95.9, 3 KW @ 300, COUNTRY NBC, \$ 8.00 (Market 4)

WFRE - See Frederick  
Condensed

ITHACA, NY

Market # NA/Pop: 74,300 (12+)  
APR 16.8

Revenue : NA  
Income : NA

Diaries: 276  
FM SHARE: 47.96%

12+ METRO	1/4/SHARE	A/M 80
1. WTKO	34/27.2	22.6
2. WVBR-F	16/12.8	16.0
3. WHCU-F	15/12.0	9.4
4. WHCU	10/ 8.0	9.4
WNOZ-F	10/ 8.0	14.2

12+ TSA	1/4/CUME
1. WTKO	36/453
2. WNOZ-F	30/377
3. WKRT	26/322
4. WHCU-F	17/232
5. WVBR-F	16/236

WTKO, 1470, 5 KW/500 W (DA-N), MOR ABC-E,ABC-I, \$14.00 (----)  
 WKRT, 920, 1 KW/500 W (DA-N), COUNTRY ABC-C, \$10.15 (Market 4)  
 WHCU, 870, 5 KW (DAYS), VARIOUS CBS, \$15.21 (Lotus) Cornell Univ  
 WHCU-F, 97.3, 52 KW @ 730, VARIOUS CBS, \$15.21 (Lotus) Cornell Univ  
 WNOZ-F, 99.9, 20 KW @ 730, ROCK (TM) , \$ 8.50 (Savalli)  
 WVBR-F, 93.5, 3 KW @ 250, AOR RKO, \$10.15 (Market 4)

JOPLIN, MO

Market# 297/Pop: 86,500  
APR 12.4

Revenue : NA  
Income : NA

Diaries: 187  
FM SHARE: 41.25%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KSYN-F	17/187	22.0	27.2
2. WMBH	16/17.6	14.3	3.7
3. KFBS	14/15.4	12.1	21.0
4. KMRJ-F	8/ 8.8	5.5	---

12+ TSA	1/4/CUME
1. KSYN-F	40/631
2. KKOW	23/463
3. KFBS	22/409
4. WMBH	17/193

JOPLIN, MO (con't)

KFSB, 1310, 5 KW/1 KW (DA-2), ROCK	ABC-E, \$ 8.75 (Pates)	
WMBH, 1450, 1 KW/250 W, COUNTRY	, \$11.00 (Devney)	
KKOW, 860, 10 KW/5 KW (DA-N), COUNTRY	NBC, \$37.00 (Masla)	(PITTSBURG, KN)
KSYN-F, 92.5, 100 KW @ 430, ROCK	ABC-F, \$14.15 (Bunchez)	
KMRJ-F, 96.9, 100 KW @ 390, ROCK	CBS, \$11.75 (PRO)	(PITTSBURG, KN)

KILLEEN-TEMPLE, TX

Market # 160/Pop: 92,100  
APR 17.5

Revenue : \$2,830,809  
Income : \$ 526,967

Diaries: 396  
FM SHARE: 55.56%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KIIZ	60/20.4	5.3	11.4
2. KIXS-F	43/14.6	24.5	23.5
3. KOOV-F	35/11.9	15.5	6.8
4. KTON+	29/ 9.9	18.1	22.7
5. KPLE-F	22/ 7.5	3.0	1.1

12+ TSA	1/4/CUME
1. KIIZ	60/252
2. KIXS-F	48/646
3. KOOV-F	37/411
4. KTON+	31/365
5. KPLE-F	22/281

KIIZ, 1050, 250 W (DAYS), BLACK (TM)  
 KTON+, 940, 1 KW (DAYS,DA), COUNTRY  
 KPLE-F, 104.9, 2.9 KW @ 345, COUNTRY  
 KOOV-F, 103.1, 1.5 KW @ 420, COUNTRY  
 KIXS-F, 93.3, 100 KW @ 520, ROCK

ABC-C, \$12.00 (Selcom)	
ABC-I, \$13.55 (Smith)	Sigmor
MBS, \$14.30 (----)	Formby
ABC-E, \$ 8.00 (Milam)	
ABC-C, \$17.00 (Selcom)	

LACROSSE, WI

Market # 288/Pop: 92,100  
APR 17.3

Revenue : \$2,427,737  
Income : \$ 282,535

Diaries: 241  
FM SHARE: 50.82%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WKTY	37/28.0	28.7	31.5
2. WIZM-F	32/24.2	24.6	18.9
3. WLXR-F	19/14.4	13.1	4.5
4. WIZM	18/13.6	11.5	15.3

12+ TSA	1/4/CUME
1. WIZM-F	60/738
2. WKTY	57/662
3. WLXR-F	23/301
4. WIZM	21/477

WIZM, 1410, 5 KW (DA-N), MOR/AC  
 WKTY, 580, 5 KW/1 KW (DA-2), MOR  
 WIZM-F, 95.3, 100 KW @ 557, ROCK  
 WLXR-F, 104.9, 1.4 KW @ 430, COUNTRY

NBC, \$18.60 (HR/Stone)	Midwest Family
ABC-E, \$22.10 (Buckley)	
Source, \$18.60 (HR/Stone)	Midwest Family
CBS, \$12.00 (PRO)	

LAFAYETTE, IND

Market # 213/Pop: 146,700  
APR 13.2

Revenue : \$1,973,587  
Income : \$ 20,239

Diaries: 237  
FM SHARE: 56.80%

12+ METRO	1/4/SHARE	O/N 80
1. WASK	31/23.0	18.1
2. WAZY-F	25/18.5	15.5
3. WASK-F	20/14.8	15.5
4. WXUS-F	18/13.3	19.0
5. WLS	12/ 8.9	4.3

12+ TSA	1/4/CUME
1. WASK	47/643
2. WASK-F	45/438
3. WAZY-F	44/598
4. WXUS-F	25/355
5. WLS	22/572

WASK, 1450, 1 KW/250 W, MOR  
 WASK-F, 105.3, 50 KW @ 375, COUNTRY (Musicworks)  
 WAZY-F, 96.5, 50 KW @ 500, ROCK  
 WXUS-F, 92.7, 3 KW @ 215, AOR

, \$16.91 (Regional)	
, \$12.98 (Regional)	
ABC-C, \$16.00 (----)	
, \$17.00 (Buckley)	

WLS - See Chicago

LAKE CHARLES, LA

Market # 197/Pop: 167,400  
APR 15.3

Revenue : \$2,208,051  
Income : \$ 34,248

Diaries: 290  
FM SHARE: 60.75%

12+ METRO 1/4/SHARE A/M 80

- 1. KTQQ-F 34/16.5 17.8
- 2. KEZM 26/12.6 6.7
- 3. KLCL 22/10.7 13.9
- 4. KLCL-F 14/ 6.8 8.3
- KYKZ-F 14/ 6.8 6.7

12+ TSA 1/4/CUME

- 1. KTQQ-F 45/498
- 2. KYKZ-F 30/521
- KAJN-F 30/263
- 4. KEZM 26/226
- 5. KLCL 25/339

KEZM, 1310, 500 W (DAYS,DA), BLACK	SBN, \$ 9.70	(Savalli)	(SULPHUR)
KLCL, 1470, 5 KW (DA-N), COUNTRY	NBC, \$12.51	(Torbet)	Perry
KAJN-F, 102.9, 100 KW @ 600, RELIGION	, \$ 8.50	(Miller)	(CROWLEY)
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY (Century 21)	ABC-E, \$ 8.30	(----)	(SULPHUR)
KLCL-F, 99.9, 35 KW @ 400, BTFL MUS (Bonne)	ABC-F, \$11.00	(Selcom)	

LAWTON, OK

Market # NA/Pop: 89,500 (12+)  
APR 14.0

Revenue : \$1,033,344  
Income : \$ 18,677

Diaries: 378  
FM SHARE: 63.87%

12+ METRO 1/4/SHARE

- 1. KLAW-F 52/41.6
- 2. KSWO 27/21.6
- 3. KRLG-F 12/ 9.6
- 4. WBAP 7/ 5.6

12+ TSA 1/4/CUME

- 1. KLAW-F 57/523
- 2. KSWO 27/386
- 3. KRLG-F 12/245
- WBAP 12/132

WBAP - See Dallas

KSWO, 1380, 1 KW (DA-2), ROCK	ABC-C, \$12.10	(PRO)	Devney
KLAW-F, 101.5, 100 KW @ 600, COUNTRY	ABC-I, \$10.00	(Masla)	
KRLG-F, 98.1, 100 KW @ 225, CONTEMP	, \$ ? ?	(Pates)	

LONG BRANCH-ASBURY PARK, NJ

Market # 83/Pop: 512,700  
APR 18.2

Revenue : \$1,562,010  
Income : \$ 344,960

Diaries: 469  
FM SHARE: 60.09%

12+ METRO 1/4/SHARE

- 1. WJLK-F+ 54/7.2
- WPLJ-F 54/7.2
- 3. WNEW-F 52/6.9
- 4. WCBS 45/6.0
- 5. WRFM-F 41/5.5

12+ TSA 1/4/CUME

- 1. WOR 98/960
- 2. WABC 75/1549
- 3. WNBC 73/1589
- 4. WNEW-F 72/832
- 5. WJLK-F+ 66/1240

Other Stations - See  
New York

WJLK-F+, 94.3, 3 KW @ 280, AC/SOFT	, \$21.25	(Masla)	Asbury Park Press
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LONGVIEW, TX

Market # 216/Pop: 143,100  
APR 12.7

Revenue : \$2,160,728  
Income : \$ 126,670

Diaries: 262  
FM SHARE: 63.16%

12+ METRO 1/4/SHARE

- 1. KYKX-F 35/22.2
- 2. KZEY 19/12.0
- 3. KKTX-F 14/ 8.9
- 4. KTYL-F 12/ 7.6
- 5. KNUE-F 11/ 7.0

12+ TSA 1/4/CUME

- 1. KYKX-F 91/865
- 2. KNUE-F 26/296
- 3. KZEY 21/130
- 4. KYLY-F 19/217
- KRMD-F+ 19/216

KRMD - See Shreveport

KZEY, 690, 1 KW (DAYS,DA), BLACK	, \$13.00	(----)	(TYLER)
KYKX-F, 105.7, 100 KW @ 950, COUNTRY	, \$16.00	(PRO)	
KKTX-F, 95.9, 850 W @ 510, ROCK	MBS, \$ 6.60	(----)	Noelmark (KILGORE)
KNUE-F, 101.5, 100 KW @ 402, BTFL MUS (TM)	, \$10.00	(Masla)	(TYLER)
KTYL-F, 93.1, 100 KW @ 378, ROCK	Source, \$12.50	(HR/Stone)	(TYLER)

MINOT, ND

Market # 338/Pop: 62,600  
APR 15.9

Revenue : NA  
Income : NA

Diaries: 228  
FM SHARE: 38.89%

12+ METRO 1/4/SHARE

12+ TSA 1/4/CUME

- 1. KCJB 28/38.4
- 2. KIZZ-F 23/31.5
- 3. KTYN 8/11.0

- 1. KCJB 60/538
  - 2. KIZZ-F 24/281
  - 3. KFYZ 19/358
- KFYR - See Bismarck

KCJB, 910, 5 KW/1 KW (DA-2), COUNTRY (Burk-Abr)  
KTYN, 1430, 5 KW (DAYS), AC  
KIZZ-F, 93.7, 90 KW @ 600, ROCK

ABC-C, \$15.50 (Katz)  
, \$23.10 (Torbet)  
Source, \$12.10 (Masla)

MONROE, LA

Market # 223/Pop: 138,500  
APR 12.9

Revenue : \$1,868,592  
Income : \$ 407,250

Diaries: 293  
FM SHARE: 70.90%

12+ METRO 1/4/SHARE A/M 80

12+ TSA 1/4/CUME

- 1. KYEA-F 45/31.7 22.4
- 2. KNOE-F 29/20.4 22.4
- 3. KNOE 15/10.6 10.2
- 4. KWEZ-F 12/ 8.5 14.3

- 1. KNOE-F 110/1286
- 2. KYEA-F 56/ 346
- 3. KXKZ-F 47/ 606
- 4. KNOE 40/ 641

KNOE, 540, 5 KW/1 KW (DA-N), COUNTRY  
KNOE-F, 101.9, 100 KW @ 1650, CONTEMP  
KYEA-F, 98.3, 1 KW @ 647, BLACK  
KWEZ-F, 104.1, 100 KW @ 1000, BTFL MUS (TM)  
KXKZ-F, 107.5, 100 KW @ 500, COUNTRY

ABC-E, \$24.00 (Mc-Guild) Noe  
ABC-I, \$24.00 (Mc-Guild) Noe  
, \$12.00 (PRO)  
NBC, \$11.50 (Southern)  
, \$ 8.00 (----) (RUSTIN)

MORRISTOWN, NJ

Market # NA/Pop: 340,000 (12+)  
APR 15.8

Revenue : NA  
Income : NA

Diaries: 343  
FM SHARE: 49.06%

12+ METRO 1/4/SHARE A/M 80

12+ CUME

- 1. WOR 60/11.2 9.4
- 2. WNBC 40/ 7.5 4.1
- 3. WPLJ-F 37/ 6.9 7.7
- 4. WMTR 31/ 5.8 9.0
- 5. WCBS 29/ 5.4 2.6

- 1. WOR 823
- 2. WABC 778
- 3. WNBC 741
- 4. WPLJ-F 636
- 5. WPIX-F 591

Other Stations - See  
New York

WMTR, 1250, 5 KW (DAYS,DA), MOR

, \$39.00 (Groskin)

MUSKEGON, MI

Market # 187/Pop: 179,400  
APR 14.5

Revenue : \$1,695,199  
Income : \$ 7,725

Diaries: 326  
FM SHARE: 57.92%

12+ METRO 1/4/SHARE

12+ TSA 1/4/CUME

- 1. WQWQ-F 38/18.0
- 2. WMUS-F 30/14.2
- 3. WLAV-F 24/11.4
- 4. WKBZ 23/10.9
- 5. WGRD-F 19/ 9.0

- 1. WLAV-F 60/611
- 2. WQWQ-F 47/537
- 3. WMUS-F 42/514
- 4. WGRD-F 37/751
- 5. WJFM-F 31/413

Other Stations - See Grand Rapids

WKBZ, 850, 1 KW (DA-1), BIG BAND (Toby Arnold)

, \$8.50 (PRO) Reams

NEW BEDFORD-FALL RIVER, MA

Market # 189/Pop: 474,800  
APR 18.0

Revenue : \$1,339,821  
Income : \$ 183,363

Diaries: 535  
FM SHARE: 53.05%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. WLKW-F 51/7.1	6.5	5.9
2. WBSM 48/6.7	11.0	8.4
3. WCOZ-F 47/6.5	2.8	.9
4. WMYS-F 44/6.1	6.8	3.1

12+ TSA 1/4/CUME
1. WLKW-F 51/608
2. WBSM 48/486
3. WCOZ-F 47/649
4. WMYS-F 44/602

WCOZ - See Boston  
WLKW - See Providence

WBSM, 1420, 5 KW/1 KW (DA-2), MOR  
WMYS-F, 98.1, 50 KW @ 589, CONTEMP

ABC-I, \$21.00 (Buckley)  
ABC-E, \$24.75 (Christal) Hall

ODESSA-MIDLAND, TX

Market # 173/Pop: 200,000 (approx)  
APR 16.3

Revenue : \$2,843,000  
Income : \$ 149,000

Diaries: 328  
FM SHARE: 48.73%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. KYXX 43/16.5	12.1	19.6
2. KBAT-F 33/12.6	9.1	7.1
3. KRIG 30/11.5	14.2	25.0
4. KWMJ-F 27/10.3	8.2	3.6
5. KQIP-F 21/ 8.0	3.9	10.7

12+ TSA 1/4/CUME
1. KYXX 49/490
2. KBAT-F 40/491
3. KCRS 35/775
4. KRIG 31/453
5. KWMJ-F 30/390

KRIG, 1410, 1 KW (DA-N), CONTEMP  
KYXX, 920, 1 KW/500 W (DA-N), COUNTRY  
KCRS, 550, 5 KW/1 KW (DA-2), AC  
KBAT-F, 93.3, 100 KW @ 500, COUNTRY (Drake-Chen)  
KWMJ-F, 103.3, 100 KW @ 923, BTFL MUS (FM-100)  
KQIP-F, 96.9, 100 KW @ 500, ROCK

, \$12.00 (Torbet)  
, \$10.10 (Selcom)  
, \$16.00 (Mc-Guild) Mayes  
\$ ? ? (Savalli)  
, \$16.00 (Mc-Guild) Mayes  
RKO, \$ 6.00 (Smith)

OGDEN, UT

Market # NA/Pop: 113,000 (12+)  
APR 14.2

Revenue : NA  
Income : NA

Diaries: 337  
FM SHARE: 42.68%

12+ METRO 1/4/SHARE
1. KSL 21/13.1
2. KSOP-F 17/10.6
3. KJQN 14/ 8.8
4. KLUB 12/ 7.5
5. KSFI-F 11/ 6.9

12+ TSA 1/4/CUME
1. KSL 48/739
2. KLUB 37/425
3. KCPX 34/506
4. KRG0 24/263
5. KSFI-F 22/428

Others - See Salt Lake City

KJQN, 1490, 1 KW, CONTEMP

ABC-C, \$11.50 (Pates)

OWENSBORO, KY

Market # 302/Pop: 85,000  
APR 12.9

Revenue : NA  
Income : NA

Diaries: 245  
FM SHARE: 63.29%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. WBKR-F 21/23.3	22.0	13.9
2. WVJS 19/21.1	31.9	32.4
3. WKDQ-F 13/14.4	7.7	6.5
4. WSTO-F 11/12.2	9.9	12.0
WOMI 11/12.2	15.4	27.8

12+ TSA 1/4/CUME
1. WBKR-F 71/743
2. WKDQ-F 63/785
3. WVJS 30/555
4. WGBF 25/380
5. WSTO-F 21/321

WGBF,WKDQ - See Evansville

WOMI, 1490, 1 KW/250 W, ROCK  
WVJS, 1420, 5 KW/1 KW (DA-2), MOR/AC  
WBKR-F, 92.5, 77 KW @ 427, COUNTRY (TM)  
WSTO-F, 96.1, 100 KW @ 370, BTFL MUS

NBC, \$16.75 (Buckley)  
ABC-C, \$15.63 (Masla)  
NBC, \$18.43 (Buckley)  
ABC-F, \$14.62 (Masla)



PALM SPRINGS, CA

Market # NA/Pop: 107,200 (12+)  
APR 17.5

Revenue : NA  
Income : NA

Diaries: 321  
FM SHARE: 52.26%

12+ METRO 1/4/SHARE FAL 80

1. KPSI-F	28/14.9	13.6
2. KDES-F	27/14.4	13.1
3. KDES	21/11.2	14.7
4. KWXY-F+	20/10.7	12.6
5. KRCQ	19/10.1	----

12+ CUME

1. KPSI-F	328
2. KDES	312
3. KDES-F	252
4. KRCQ	193
5. KWXY-F+	170

KDES, 920, 5 KW/500 W (DA-2), AC  
KRCQ, 1400, 1 KW/250 W, COUNTRY  
KDES-F, 104.7, 42 KW @ 540, BTFL MUS (TM)  
KPSI-F, 101.1, 3 KW @ 300, ROCK  
KWXY-F+, 98.5, 50 KW @ 500, BTFL MUS

ABC-C, \$20.25 (Mc-Guild)  
, \$10.00 (Unirep) (INDIO)  
, \$20.25 (Mc-Guild)  
ABC-F, \$ ? ? (Christal)  
MBS, \$ 8.55 (Allen)

PANAMA CITY, FL

Market # 267/Pop: 106,100  
APR 16.8

Revenue : NA  
Income : NA

Diaries: 220  
FM SHARE: 80.51%

12+ METRO 1/4/SHARE A/M 80

1. WPFM-F	39/29.3	23.8
2. WPAP-F	38/28.6	21.9
3. WGNE-F	18/13.5	16.2
4. WWWQ	11/ 8.3	5.7

12+ TSA 1/4/CUME

1. WPAP-F	106/819
2. WPFM-F	63/759
3. WGNE-F	21/185
4. WWWQ	12/228

WWWQ, 1430, 5 KW (DA-2), MOR  
WGNE-F, 98.5, 100 KW @ 300, BTFL MUS  
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY  
WPFM-F, 107.9, 100 KW @ 800, ROCK

ABC-E, \$11.50 (HR/Stone) Media South  
ABC-F, \$15.60 (Torbet)  
, \$10.90 (Carpenter)  
, \$15.25 (HR/Stone) Media South

PARKERSBURG, WV

Market # 200/Pop: 163,300  
APR 14.0

Revenue : \$1,962,116  
Income : \$ -131,175

Diaries: 321  
FM SHARE: 53.66%

12+ METRO 1/4/SHARE A/M 79

1. WXIL-F	65/34.8	33.1
2. WKYG	37/19.8	18.8
3. WADC	14/ 7.5	3.3
4. WQAW-F	13/ 7.0	3.3
5. WMOA	10/ 5.3	5.0

12+ TSA 1/4/CUME

1. WXIL-F	115/1174
2. WKYG	38/ 569
3. WADC	18/ 215
4. WQAW-F	17/ 231
5. WIBZ-F	12/ 201

WADC, 1050, 5 KW (DAYS), COUNTRY  
WKYG, 1230, 1 KW/250 W, COUNTRY  
WMOA, 1490, 1 KW/250 W, MOR  
WQAW-F, 103.1, 730 W @ 550, BTFL MUS  
WXIL-F, 95.1, 50 KW @ 500, CONTEMP  
WIBZ-F, 99.3, 3 KW @ 210, AOR

ABC-C, \$ 8.00 (Regional)  
ABC-I, \$12.00 (Savalli)  
CBS, \$ 6.80 (----)  
, \$12.00 (Savalli)  
, \$14.00 (----)  
ABC-F, \$ 8.00 (Regional)

PLATTSBURG, NY

Market # NA/Pop: 64,400 (12+)  
APR 16.0

Revenue : NA  
Income : NA

Diaries: 334  
FM SHARE: 50.00%

12+ METRO 1/4/SHARE

1. WIRY	26/25.2
2. WKDR	16/15.5
WEZF-F	16/15.5
4. WGFB-F	11/10.7

12+ TSA 1/4/CUME

1. WKDR	56/457	
2. WQCR-F	46/660	Other Stations - See Burlington
3. WEZF-F	41/489	
4. WLFE-F	33/328	

WIRY, 1340, 1 KW/250 W, ? ? ?  
WGFB-F, 99.9, 10 KW @ 780, AOR

MBS, \$12.50 (Masla)  
, \$ 9.00 (----)

POUGHKEEPSIE, NY

Market # 159/Pop: 234,800  
APR 16.7

Revenue : \$2,043,890  
Income : 96,933

Diaries: 489  
FM SHARE: 53.25%

12+ METRO 1/4/SHARE

- 1. WHUD-F 48/14.1
- 2. WPDH-F 35/10.3
- 3. WEOK 28/ 8.2
- 4. WNBC 27/ 7.9
- 5. WKIP 21/ 6.2

12+ TSA 1/4/CUME

- 1. WHUD-F 90/961
- 2. WNBC 67/1484
- 3. WABC 58/1286
- 4. WPDH-F 50/661
- 5. WHN 48/673

WKIP, 1450, 1 KW/250 W (DA-D), CONTEMP  
WEOK, 1390, 5 KW (DAYS,DA), COUNTRY  
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS  
WPDH-F, 101.5, 50 KW @ 830, AOR

ABC-C, \$ ? ? (HR/Stone)  
, \$20.70 (Mc-Guild)  
, \$31.00 (Masla) (PEEKSKILL)  
ABC-F, \$24.10 (Mc-Guild)

PROVO-OREM, UT

Market # 165/Pop: 216,600  
APR 14.2

Revenue : \$1,255,701  
Income : \$ -83,697

Diaries: 356  
FM SHARE: 50.49%

12+ METRO 1/4/SHARE A/M 80 A/M 79

- 1. KSL 31/14.1 15.2 18.4
- 2. KSFI-F 27/12.3 9.7 12.6
- 3. KDOT 26/11.8 8.5 9.2
- 4. KAYK-F 24/10.9 12.7 10.8
- 5. KCPX-F 19/ 8.6 8.5 5.7

12+ TSA 1/4/CUME

- 1. KSL 33/628
- 2. KSFI-F 29/394
- 3. KDOT 27/564
- 4. KAYK-F 26/402
- 5. KCPX-F 19/233

Other Stations - See  
Salt Lake City

KDOT, 960, 5 KW/1 KW (DA-N), CONTEMP

, \$ ? ? (Masla) First Media

RAPID CITY, SD

Market # 317/Pop: 74,100  
APR 16.9

Revenue : \$2,632,782  
Income : \$ 410,293

Diaries: 290  
FM SHARE: 38.94%

12+ METRO 1/4/SHARE A/M 80 A/M 79

- 1. KGGG-F 27/22.3 25.4 25.7
- 2. KKLS 22/18.2 13.2 15.9
- 3. KIMM 21/17.4 25.4 25.7
- 4. KOTA 18/14.9 20.2 19.5
- 5. KKHJ-F 15/12.4 13.2 6.2

12+ TSA 1/4/CUME

- 1. KKLS 50/432
- 2. KGGG-F 33/341
- 3. KIMM 30/287
- 4. KOTA 21/321
- 5. KKHJ-F 15/135

KKLS, 920, 5 KW (DAYS,DA), CONTEMP  
KIMM, 1150, 5 KW (DAYS), COUNTRY (Musicworks)  
KOTA, 1380, 5 KW (DA-N), MOR  
KKHJ-F, 93.9, 60 KW @ 200, BTFL MUS (FM-100)  
KGGG-F, 100.3, 100 KW @ 450, ROCK (Century 21)

, \$17.50 (Buckley) So. Minn  
ABC-C, \$16.50 (Eastman)  
CBS, \$12.75 (Katz)  
, \$22.20 (Buckley) So. Minn  
ABC-F, \$11.00 (Eastman)

REDDING, CA

Market # NA/Pop: 97,100 (12+)  
APR 15.7

Revenue : NA  
Income : NA

Diaries: 247  
FM SHARE: 24.29%

12+ METRO 1/4/SHARE A/M 80 A/M 79

- 1. KCLM 30/19.7 13.8 9.6
- 2. KSXO 24/15.8 10.6 14.9
- 3. KQMS 21/13.8 17.9 18.4
- 4. KRDG 16/10.5 12.2 21.1

12+ TSA 1/4/CUME

- 1. KCLM 34/278
- 2. KSXO 25/378
- 3. KQMS 21/287
- 4. KRDG 17/342

KCLM, 1330, 5 KW (DAYS), COUNTRY  
KQMS, 1400, 1 KW/250 W, MOR  
KRDG, 1230, 1 KW/250 W, ROCK  
KSXO, 600, 1 KW (DA-1), AC

, \$11.15 (Market 4)  
NBC, \$ 8.00 (Buckley)  
ABC-C, \$11.30 (Howard)  
, \$10.85 (PRO)

ROCHESTER, MN

Market # 282/Pop: 96,500  
APR 15.5

Revenue : \$2,073,746  
Income : \$ -72,616

Diaries: 247  
FM SHARE: 51.96%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KWEB	14/12.1	20.2	16.8
2. KOLM	12/10.3	4.0	9.3
KNXR-F	12/10.3	13.1	6.5
KRCH-F	12/10.3	8.1	15.9
5. WCCO	11/ 9.5	7.1	10.3

12+ TSA	1/4/CUME
1. KROC-F	76/807
2. KAUS-F	29/452
3. WCCO	24/373
4. KWEB	21/427
5. KNXR-F	15/207

WCCO - See Minneapolis

KOLM, 1520, 10 KW (DAYS), COUNTRY  
KWEB, 1270, 5 KW/1 KW, AC  
KROC-F, 106.9, 100 KW @ 1100, ROCK  
KNXR-F, 97.5, 93 KW @ 625, ? ?  
KRCH-F, 107.1, 710 W @ 560, CONTEMP (TM)  
KAUS-F, 99.9, 100 KW @ 1000, COUNTRY (TM)

MBS, \$15.00 (Torbet)  
ABC-I, \$22.40 (PRO) First Concord  
NBC, \$15.00 (Buckley) So. Minnesota  
ABC-E, \$ 9.71 (Market 4)  
ABC-F, \$11.20 (PRO) First Concord  
MBS, \$12.75 (PRO) (AUSTIN)

ST. CLOUD, MN

Market # NA/Pop: 132,000 (12+)  
APR 17.7

Revenue : \$3,457,498  
Income : \$ 468,375

Diaries: 337  
FM SHARE: 50.25%

12+ METRO	1/4/SHARE	A/M 80
1. KCLD-F	35/15.0	13.1
2. WJON	31/13.3	12.3
3. WCCO	26/11.2	15.3
4. WWJO-F	23/ 9.9	12.3
KASM	23/ 9.9	10.6

12+ TSA	1/4/CUME
1. WCCO	79/1009
2. KCLD-F	55/622
3. WWJO-F	43/541
4. KASM	37/317
5. WJON	32/432

WCCO- See Minneapolis

KASM, 1150, 1 KW (DAYS), COUNTRY  
WJON, 1240, 1 KW/250 W, MOR  
WWJO-F, 98.1, 100 KW @ 420, COUNTRY  
KCLD-F, 104.7, 100 KW @ 500, ROCK

, \$ 5.25 (----) (ALBANY)  
ABC-E, \$29.41 (----)  
ABC-E, \$29.41 (----)  
, \$28.00 (PRO)

SALEM, OR

Market # 156/Pop: 244,200  
APR 13.7

Revenue : \$1,599,488  
Income : \$ -170,179

Diaries: 315  
FM SHARE: 58.08%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KGON-F	48/16.8	5.3	2.8
2. KUPL-F	32/11.2	8.6	9.2
3. KSKD-F	18/ 6.3	6.6	8.2
4. KYTE	15/ 5.2	6.6	2.1
5. KGW	14/ 4.9	9.9	7.4

12+ CUME	
1. KGW	407
2. KGON-F	367
3. KSKD-F	366
4. KEX	336
5. KUPL-F	292

Other Stations - See  
Portland

KSKD-F, 105.1, 100 KW @ 785, ROCK

, \$20.50 (Howard)

SAN ANGELO, TX

Market # 303/Pop: 83,500  
APR 14.1

Revenue : \$1,519,580  
Income : \$ -178,880

Diaries: 252  
FM SHARE: 45.45%

12+ METRO	1/4/SHARE	A/M 79
1. KGKL	22/22.2	22.5
2. KTEO	17/17.2	13.8
3. KBIL-F	12/12.1	----
4. KIXY-F	9/ 9.1	23.8
KWLW-F	9/ 9.1	13.8

12+ TSA	1/4/CUME
1. KGKL	23/341
2. KTEO	17/207
3. KBIL-F	14/237
4. KIXY-F	12/184
KWLW-F	12/152

CONTINUED ON NEXT PAGE

SAN ANGELO, TX

(con't)

KGKL, 960, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$ 8.90 (Torbet)	
KTEO, 1340, 1 KW/250 W, COUNTRY	, \$ 6.25 (PRO)	
KBIL-F, 92.9, 100 KW @ 726, MOR (?)	MBS, \$12.40 (Miller)	
KIXY-F, 94.7, 39 KW @ 140, ROCK	MBS, \$10.68 (Selcom)	Abaris
KWLW-F, 93.9, 34 KW @ 145, COUNTRY	, \$ 8.80 (PRO)	

SANTA BARBARA, CA

Market # 125/Pop: 311,100	Revenue : \$3,679,816	Diaries: 406
APR 13.8	Income : \$ 205,745	FM SHARE: 53.14%

12+ METRO 1/4/SHARE	FAL 80	12+ CUME	
1. KRUZ-F 23/11.8	11.0	1. KTMS-F 322	
2. KTMS 20/10.3	8.7	2. KNX 309	
3. KIST 19/ 9.7	7.8	3. KTMS 284	KNX - See Los Angeles
4. KTMS-F 17/ 8.7	4.6	4. KRUZ-F 276	
5. KNX 15/ 7.7	7.3	5. KIST 269	

KIST, 1340, 1 KW/250 W, MOR	, \$19.50 (Eastman)
KTMS, 1250, 1 KW (DA-1), MOR	NBC, \$12.00 (Howard)
KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS (FM-100)	MBS, \$31.00 (Buckley)
KTMS-F, 97.5, 18 KW @ 2900, AOR	Source, \$15.50 (Howard)

SANTA FE

Market # 323/Pop: 70,700	Revenue : NA	Diaries: 582
APR 15.5	Income : NA	FM SHARE: 61.80%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ CUME	
1. KWXL-F 13/13.7	6.5	6.6	1. KVSF-F 178	
2. KKJY-F 12/12.6	7.6	6.6	2. KFMG-F 168	Other Stations - See
KFMG-F 12/12.6	7.6	3.9	3. KTRC 143	Albuquerque
4. KTRC 11/11.6	12.0	7.9	4. KWXL-F 131	

KTRC, 1400, 1 KW/250 W, AC	ABC-I, \$ 8.80 (Lotus)
KVSF, 1260, 5 KW/1 KW, CONTEMP	Source, \$14.12 (PRO)

SANTA ROSA, CA

Market # 128/Pop: 305,900	Revenue: \$1,892,700	Diaries: 464
APR 17.3	Income : \$ 79,769	FM SHARE: 38.14%

12+ METRO 1/4/SHARE	FAL 80	A/M 80	12+ CUME	
1. KGO 39/9.1	10.1	11.4	1. KFRC 636	
2. KFRC 38/8.9	10.9	9.8	2. KCBS 463	
3. KNEW 36/8.4	8.5	6.1	3. KGO 446	Other Stations - See
4. KZST-F 28/6.5	6.2	3.8	4. KNEW 430	San Francisco
KNBR 28/6.5	3.6	5.8	5. KNBR 404	

KZST-F, 100.1, 3 KW @ 240, BTFL MUS (Bonne)	, \$18.25 (Selcom)
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SIOUX CITY, IA

Market # 251/Pop: 122,400  
APR 13.6

Revenue : \$2,194,267  
Income : \$ 2,139

Diaries: 317  
FM SHARE: 49.59%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KSEZ-F	38/29.2	25.0	20.8
2. KSCJ	21/16.2	22.6	15.7
KWSL	21/16.2	7.3	12.9
4. KBCM-F	12/ 9.2	9.8	16.3
5. KZZL-F	10/ 7.7	8.5	7.9

12+ TSA	1/4/CUME
1. KSEZ-F	56/745
2. KBCM-F	39/473
3. KSCJ	32/529
4. KWSL	25/395
WNAX	25/393

WNAX - See Sioux Falls

KSCJ, 1360, 5 KW (DA-N), MOR  
KWSL, 1470, 5 KW (DA-2), AC  
KBCM-F, 95.5, 100 KW @ 898, COUNTRY  
KSEZ-F, 97.9, 62 KW @ 280, ROCK (TM)  
KZZL-F, 99.5, 100 KW @ 794, BTFL MUS

ABC-I, \$13.00 (HR/Stone)  
NBC, \$10.17 (Torbet)  
    , \$15.00 (PRO)  
ABC-F, \$15.00 (Mc-Guild) Sentry  
    , \$15.00 (Market 4)

SPRINGFIELD, IL

Market # 176/Pop: 190,000  
APR 16.6

Revenue : \$1,330,829  
Income : \$ 182,897

Diaries: 372  
FM SHARE: 50.00%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WDBR-F	40/15.7	17.7	16.2
WTAX	40/15.7	18.5	17.4
3. WFMB-F	30/11.8	11.7	----
4. WVEM-F	23/ 9.0	6.0	8.3

12+ TSA	1/4/CUME
1. WDBR-F	47/654
2. WTAX	40/521
3. WMAY	36/455
4. WCVS	32/582

WCVS, 1450, 1 KW/250 W, AC  
WMAY, 970, 1 KW/500 W (DA-2), COUNTRY  
WTAX, 1240, 1 KW/250 W, MOR (Drake-Chen)  
WDBR-F, 103.7, 20 KW @ 318, ROCK  
WFMB-F, 104.5, 18 KW @ 427, COUNTRY  
WVEM-F, 101.9, 50 KW @ 300, BTFL MUS

ABC-C, \$28.50 (Mc-Guild) Eastern  
NBC, \$20.25 (HR/Stone) Midwest Fam  
CBS, \$28.98 (Eastman) Sentry  
    , \$28.98 (Eastman) Sentry  
ABC-I, \$28.50 (Mc-Guild) Eastern  
ABC-C, \$13.00 (----)

STAUNTON-WAYNESBORO, VA

Market # NA/Pop: 77,500 (12+)  
APR 15.4

Revenue : NA  
Income : NA

Diaries: 250  
FM SHARE: 23.47%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WKDW	36/30.3	31.1	28.1
2. WTON	22/18.5	17.6	21.1
3. WSGM-F	17/14.3	12.6	11.4
4. WSVB	9/ 7.6	1.7	2.6

12+ TSA	1/4/CUME
1. WKDW	40/357
2. WTON	22/339
3. WSGM-F	17/213
4. WSVB	11/187

WKDW, 900, 1 KW (DAYS), COUNTRY  
WTON, 1240, 1 KW/250 W, MOR  
WSVA, 550, 5 KW/1 KW (DA-N), MOR  
WSGM-F 93.5, 3 KW @ 352, ROCK

    , \$ 9.50 (----)  
ABC-E, \$ 7.00 (----)  
    , \$10.58 (PRO) Gilmore (HARRISONBURG)  
    , \$ 7.70 (----)

TEXARKANA, TX

Market # 243/Pop: 127,100  
APR 14.1

Revenue : \$1,595,466  
Income : \$ 287,279

Diaries: 254  
FM SHARE: 38.06%

12+ METRO	1/4/SHARE
1. KADO	33/22.4
2. KTFS	24/16.5
3. KOSY-F	21/14.3
4. KCMC	16/10.9
KADO-F	16/10.9

12+ TSA	1/4/CUME
1. KADO	34/285
2. KOSY-F	24/336
KTFS	24/276
4. KCMC	18/301
5. KADO-F	16/175

TEXARKANA, TX

(con't)

KADO, 940, 2.5 KW (DAYS), COUNTRY (TM)	ABC-E, \$7.50	(Roberts)
KCMC, 740, 1 KW (DA-1), COUNTRY	MBS, \$8.00	(Masla)
KTFS, 1400, 1 KW/250 W, ROCK	ABC-I, \$7.00	(PRO)
KADO-F, 107.1, 3 KW @ 160, BLACK	ABC-C, \$7.50	(Roberts)
KOSY-F, 102.5, 35 KW @ 265, ROCK	, \$8.75	(Savalli)

TWIN FALLS, ID

Market # NA/Pop: 43,100 (12+)	Revenue : NA	Diaries: 243
APR 11.1	Income : NA	FM SHARE: 47.83%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4/CUME
1. KLIx 20/41.7	42.2	29.2	1. KLIx 31/331
2. KFMA-F 8/16.7	13.3	10.8	2. KFMA-F 19/253
3. KMTW-F 7/14.6	20.0	21.5	3. KMTW-F 13/182
4. KEZJ-F 5/10.4	8.9	10.8	4. KEZJ-F 7/135

KLIx, 1310, 5 KW/1 KW (DA-N), COUNTRY	ABC-I, \$15.15	(Eastman)
KEZJ-F, 95.7, 50 KW @ 680, COUNTRY (TM)	, \$10.19	(Buckley) Capps
KFMA-F, 102.9, 100 KW @ 760, ROCK (Century 21)	, \$ 7.00	(Moore) (JEROME)
KMTW-F, 96.5, 100 KW @ 130, CONTEMP	MBS, \$ 9.00	(Eastman)

VICTORIA, TX

Market # 325/Pop: 70,200	Revenue : NA	Diaries: 226
APR 13.5	Income : NA	FM SHARE: 50.77%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4/CUME
1. KVIC-F 19/25.3	7.7	8.8	1. KVIC-F 25/329
2. KNAL 12/16.0	21.5	26.5	2. KZEU-F 17/238
KZEU-F 12/16.0	----	----	3. KNAL 14/252
4. KCWM 8/10.7	38.5	29.4	4. KCWM 9/185

KCWM, 1340, 1 KW, COUNTRY (Drake-Chen)	, \$11.75	(Mc-Guild) Mayes
KNAL, 1410, 500 W (DA-N), COUNTRY	MBS, \$ 9.50	(PRO)
KVIC-F, 95.1, 57 KW @ 500, ROCK	, \$11.75	(Mc-Guild) Mayes
KZEU-F, 107.9, 49 KW @ 485, CONTEMP (Century 21)	, \$ 8.25	(----)

WATERBURY, CT

Market # 163/Pop: 220,400	Revenue : \$2,165,636	Diaries: 406
APR 16.4	Income : \$ -246,988	FM SHARE: 53.56%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4/CUME
1. WATR 38/11.9	13.2	9.6	1. WKCI-F 158/2144
2. WKCI-F 36/11.3	4.6	2.7	2. WEZN-F 153/1618
3. WTIC 30/ 9.4	7.9	16.0	3. WELI 112/1457
4. WKSS-F 23/ 7.2	8.9	8.9	4. WNBC 111/2253
5. WHCN-F 22/ 6.9	4.9	2.0	5. WTIC 101/1444

WATR, 1320, 5 KW/1 KW (DA-2), MOR	ABC-I, \$ ? ?	(CBS/FM)
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Other Stations - See  
New York, New Haven  
or Bridgeport

WATERTOWN, NY

Market # 290/Pop: 90,200  
APR 16.0

Revenue : NA  
Income : NA

Diaries: 227  
FM SHARE: 37.11%

12+ METRO 1/4/SHARE A/M 80

1. WTNY	38/33.3	31.4
2. WNCQ-F	22/19.3	16.9
3. WATN	12/10.5	5.1
4. WOTT	9/ 7.9	16.9

12+ TSA 1/4/CUME

1. WNCQ-F	48/375
2. WTNY	45/507
3. WATN	12/233
4. WOTT	9/236

WATN, 1240, 1 KW/250 W, AC  
WOTT, 1410, 5 KW/1 KW (DA-N), ROCK  
WTNY, 790, 1 KW (DA-N), MOR  
WNCQ-F, 97.5, 41 KW @ 285, COUNTRY

MBS, NBC, \$12.00 (Market 4)  
, \$ 9.50 (Selcom)  
CBS, \$18.88 (Mc-Guild)  
, \$ 9.50 (Selcom)

WENATCHEE, WA

Market # NA/Pop: 57,300 (12+)  
APR 16.1

Revenue: NA  
Income : NA

Diaries: 268  
FM SHARE: 24.00%

12+ METRO 1/4/SHARE FAL 80

1. KPQ	26/28.3	36.5
2. KUEN	18/19.6	12.2
3. KPQ-F	17/18.5	13.5
4. KWWW	12/13.0	21.6

12+ TSA 1/4/CUME

1. KPQ	33/499
2. KPQ-F	32/366
3. KUEN	18/149
4. KWWW	13/156

KPQ, 560, 5 KW (DA-N), AC  
KPQ-F, 102.1, 35 KW @ ? ?, BTFL MUS (FM-100)  
KUEN, 900, 1 KW (DAYS), COUNTRY  
KWWW, 1340, 1 KW/250 W, ROCK (TM)

ABC-I, \$ NA\* (Howard)  
CBS, \$ NA\* (Howard)  
MBS, \$9.00 (Moore)  
RKO, \$9.50 (PRO)

\*If you want a real treat look at this station's rate card in SRDS and try to figure it out. Rubick's Cube is easier to handle. They also hype their antenna height.

WICHITA FALLS, TX

Market # 231/Pop: 134,400  
APR 15.5

Revenue : \$1,646,122  
Income : \$ 143,969

Diaries: 294  
FM SHARE: 67.92%

12+ METRO 1/4/SHARE A/M 80 A/M 79

1. KLUR-F	64/38.3	32.1	20.6
2. KKQV-F	33/19.8	10.2	8.8
3. KWFT	15/ 9.0	11.7	10.0
4. KNIN	13/ 7.8	9.5	10.6
5. KBID-F	11/ 6.6	10.2	13.8

12+ TSA 1/4/CUME

1. KLUR-F	94/849
2. WBAP	63/801
3. KKQV-F	38/468
4. KNIN	31/589
5. KWFT	28/423

KNIN, 990, 10 KW/1 KW (DA-2), CONTEMP  
KWFT, 620, 5 KW (DA-N), MOR  
KBID-F, 92.9, 100 KW @ 925, ? ?  
KKQV-F, 103.3, 100 KW @ 440, CONTEMP  
KLUR-F, 99.9, 100 KW @ 820, COUNTRY

ABC-C, \$12.00 (Torbet)  
CBS, \$12.00 (Buckley)  
MBS, \$13.25 (----)  
RKO, \$ ? ? (MMR)  
ABC-I, \$19.50 (Selcom)

WBAP - See Dallas

WILLIAMSPORT, PA

Market # 255/Pop: 114,900  
APR 18.9

Revenue : \$1,655,689  
Income : \$ 13,818

Diaries: 249  
FM SHARE: 49.69%

12+ METRO 1/4/SHARE A/M 80

1. WILQ-F	40/21.6	22.7
2. WMPT+	25/13.5	12.9
WWPA	25/13.5	14.4
4. WKSb-F	23/12.4	12.1
5. WLYC	20/10.8	6.8
6. WRAC	18/ 9.7	9.1

12+ TSA 1/4/CUME

1. WILQ-F	59/787
2. WKSb-F	47/526
3. WMPT+	26/461
WWPA	26/376
5. WLYC	22/207
6. WRAC	20/340

WILLIAMSPORT, PA

(con't)

WLYC, 1050, 1 KW (DAYS), MOR	, \$12.64	(PRO)
WWPA, 1340, 1 KW/250 W, AC	CBS, \$10.00	(Devney)
WRAK, 1400, 1 KW/250 W, COUNTRY	NBC, \$12.00	(Buckley)
WMPT+, 1450, 1 KW/250 W, CONTEMP	ABC-C, \$ 6.10	(Market 4)
WILQ-F, 105.1, 3.8 KW @ 1300, COUNTRY	, \$16.17	(PRO)
WKSJ-F, 102.7, 53 KW @ 1300, ROCK (Drake-Chen)	ABC-E, \$12.00	(Buckley)

YUMA, AZ

Market # 301, Pop: 85,400  
APR 15.4

Revenue : NA  
Income : NA

Diaries: 240  
FM SHARE: 62.77%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 80</u>
1. KJOK-F 35/31.8	15.6
2. KTTI-F 23/20.9	22.2
3. KVOY 18/16.4	18.9
4. KBLU 16/14.5	12.2

<u>12+ CUME</u>
1. KJOK-F 294
2. KBLU 274
3. KTTI-F 208
4. KVOY 201

KBLU, 560, 1 KW (DA-N), AC  
KVOY, 1400, 1 KW/250 W, MOR  
KJOK-F, 93.1, 30 KW @ 74, ROCK (Century 21)  
KTTI-F, 95.1, 25 KW @ 76, BTFL MUS (Bonne)

NBC, \$ 8.00 (Torbet)  
ABC-I, \$ 9.50 (PRO)  
, \$ 9.50 (PRO)  
CBS, \$10.50 (Buckley)

METRO SHARE LEADERS-ARB CONDENSED MARKETS

1. WJIZ-F Albany,GA	43.5	9. KATI Casper,WY	34.4
2. KLIX Twin Falls,ID	42.2	10. KDTH Dubuque,IA	33.3
3. KLAJ-F Lawton,OK	41.6	KQIX-F Grand Junction,CO	33.3
4. KCJB Minot,ND	38.4	WTNY Watertown,NY	33.3
5. KLUR-F Wichita Falls,TX	38.3	13. KBMR Bismarck,ND	32.7
6. WJLS Beckley,WV	35.1	14. KJOK-F Yuma,AZ	31.8
7. KISR-F Ft. Smith,ARK	35.0	15. KYEA-F Monroe,LA	31.7
8. WXIL-F Parkersburg,WV	34.8	16. KIZZ-F Minot,ND	31.5



MEDIASTAT NON-MONTHLY" REPORTS

TROY, ALABAMA (Spring 81, 6A-7P, M-S)

1. WTBF	29.3	970, 5 KW/500W, CONTEMP	MBS, \$ 5.00	(Southern)
2. WKMX-F	18.8	106.7, 100 KW @ 432, CONTEMP	, \$10.12	(Bolton) (ENTERPRISE)
3. WTSU-F	8.5	89.9, 100 KW @ 560, CLASS/BTFL	, \$-----	(-----)
4. WRFS-F	6.3	105.7, 100 KW @ 372, COUNTRY	, \$ 6.25	(Busby)
5. WBAM	6.1	SEE MONTGOMERY		

PINE BLUFF, ARK (Winter 81, 6A-7P, M-F)

1. KOTN	22.8	1490, 1 KW/250 W, TALK/MOR	, \$10.00	(Walton)
2. KCAT	17.3	1340, 1 KW/250 W, BLACK	SBN, \$ 6.00	(Midsouth)
3. KSSN-F	10.0	SEE LITTLE ROCK		
4. KFYE-F	8.4	92.3, 28 KW @ 150, CONTEMP	, \$10.00	(Walton)
5. KCLA	7.1	1400, 1 KW/250 W, COUNTRY	, \$11.50	(Riley)
6. KAAV	6.7	SEE LITTLE ROCK		

ASPEN, CO (Winter 81, 6A-7P, M-S)

1. KSPN-F	73.2	97.7, 3 KW @ 84, CONTEMP	ABC-I, \$22.00	(McGuire)
2. KSNO	18.7	1260, 5 KW (DAYS), COUNTRY	CBS, \$16.00	(Masla)
3. KQIX-F	3.2	SEE GRAND JUNCTION ARB CONDENSED REPORT		
4. KREX-F	3.0	SEE GRAND JUNCTION ARB CONDENSED REPORT		

BOULDER CO (Fall 80, 6A-7P, M-S)

1. KBCO-F	9.8	97.3, 25 KW @ 1860, AOR	, \$37.00	(Masla)
2. KOSI-F	9.2	SEE DENVER		
3. KOAQ-F	8.4	SEE DENVER		
4. KBPI-F	6.5	SEE DENVER		
5. KIMN	6.1	SEE DENVER		
6. KHOW+	6.0	SEE DENVER		

CANAAN-LITCHFIELD, CT (Spring 81, 6A-7P, M-F)

1. WTIC	28.1	SEE HARTFORD		
2. WHCN-F	10.6	SEE HARTFORD		
3. WKSS-F	10.2	SEE HARTFORD		
4. WSWG	8.3	610, 1 KW/500W (DA-2), MOR	MBS, \$18.00	(Roslin) (TORRINGTON)
5. WTIC-F	4.9	SEE HARTFORD		

DOVER, DE (Fall 80, 6A-7P, M-S)

1. WDSF-F	17.8	94.7, 50 KW @ 400, COUNTRY	MBS, \$10.00	(Masla)	Rau
2. WSTW-F	15.0	SEE WILMINGTON			
3. WDOV	10.0	1410, 5 KW (DA-N), MOR	MBS, \$11.75	(Masla)	Rau
4. WKEN	9.5	1600, 5 KW/1 KW (DA-2), MOR	ABC-E, \$ 7.60	(----)	
5. WAFL-F	9.3	97.7, 3 KW @ 279, COUNTRY	, \$ 9.00	(----)	(MILFORD)
6. WYSP-F	9.1	SEE PHILADELPHIA			

NAPLES, FL (Winter 81, 6A-7P, M-S)

1. WCVU-F	36.0	94.5, 100 KW @ 689, BTFL MUS	, \$32.50	(Blair)	Palmer
2. WNOG	21.7	1270, 500W (DA-N), MOR	CBS,MBS, \$14.50	(Blair)	Palmer
3. WLEQ-F	13.0	SEE FORT MEYERS ARB CRMR			
4. WRGI-F	11.4	93.5, 3 KW @ 300, ROCK	, \$11.45	(Smith)	
5. WSGL-F	10.1	17.7, 2 KW @ 384, COUNTRY	NBC, \$11.50	(HR/Stone)	

CHARLESTON, ILL (Spring 81, 6A-7P, M-S)

1. WEIC-F	19.0	92.1, 2 KW @ 180, ROCK	, \$12.75	(Savalli)
2. WLS	12.0	SEE CHICAGO		
3. WEIC	11.9	1270, 1 KW/500 W (DA-2), MOR	CBS, \$12.75	(Savalli)
4. WMAQ	11.0	SEE CHICAGO		
5. WLBH-F	10.4	96.9, 50 KW @ 500, BTFL MUS	, \$ 8.25	(Pates) Livesay (MATTOON)
6. WLBH	10.1	1170, 5 KW (DAYS), TALK/MOR	, \$ 9.75	(Pates) Livesay (MATTOON)

JACKSONVILLE, ILL (Spring 81, 6A-7P, M-S)

1. WLDS	19.6	1180, 1 KW (DAYS), MOR	, \$12.00	(-----)
2. WJIL	13.4	1550, 1 KW (DA,DAYS), COUNTRY ABC-I,	\$11.00	(Walton)
3. WFME-F	7.6	SEE SPRINGFIELD CRMR		
4. WDBR-F	7.3	SEE SPRINGFIELD CRMR		
5. WEAI-F	6.9	100.5, 10 KW @ 330, ROCK	, \$ 9.50	(-----)

ANDERSON, IND (Spring 81, 6A-7P, M-S)

1. WLHN-F	14.8	97.9, 50 KW @ 534, MOR/BTFL	, \$17.00	(Regional) Eastern
2. WAXT-F	14.2	96.7, 3 KW @ 306, COUNTRY	NBC, \$ 8.00	(----) (ALEXANDRIA)
3. WFBQ-F	11.5	SEE INDIANAPOLIS		
4. WIKS-F	11.1	SEE INDIANAPOLIS		
5. WNAP-F	8.4	SEE INDIANAPOLIS		
6. WHBU	7.4	1240, 1 KW/250 W, COUNTRY/MOR	CBS, \$12.00	(Smith)

BLOOMINGTON, IND (Fall 80, 6A-7P, M-F)

1. WTTS	25.2	1370, 5 KW/500 W (DA-2) CONTEMP/AC	ABC-E, \$11.26	(PRO) Sarkes-Tarzian
2. WGTC-F	22.3	92.3, 37 KW @ 1091, COUNTRY	, \$10.21	(PRO) Sarkes-Tarzian
3. WBWB-F	10.8	96.7, 1.6 KW @ 439, ROCK	, \$ 9.00	(----)
4. WFBQ-F	9.8	SEE INDIANAPOLIS		
5. WNAP-F	9.7	SEE INDIANAPOLIS		

KOKOMO, IND (Summer 80, 5A-7P, M-F)

1. WWKI-F	31.8	100.5, 20 KW @ 480, COUNTRY	, \$17.50	(----)
2. WIOU	15.6	1350, 5 KW/1 KW (DA-2), AC/MOR	ABC-I, \$18.00	(Torbet) Booth
3. WZWZ-F	13.9	93.5, 3 KW @ 300, ROCK	, \$15.00	(Torbet) Booth
4. WFBQ-F	8.8	SEE INDIANAPOLIS		
5. WXTZ-F	6.8	SEE INDIANAPOLIS		

MARION, IND

1. WBAT	18.0	1400, 1 KW/250 W (DA-D), MOR	CBS, \$10.00	(----) Central
2. WFBQ-F	15.3	SEE INDIANAPOLIS		
3. WMRI-F	13.6	106.9, 50 KW @ 300, BTFL MUS	, \$ 9.50	(Regional)
4. WWKI-F	13.4	SEE KOKOMO MEDIASTAT		
5. WLBC-F	12.3	SEE MUNCIE MEDIASTAT		

VALPARAISO, IND (Winter 81, 6A-7P, M-S)

1. WLOO-F	9.4	SEE CHI CAGO		
2. WLS	8.3	SEE CHI CAGO		
3. WMAQ	8.1	SEE CHI CAGO		
4. WKQX-F	7.5	SEE CHI CAGO		
5. WLS-F	7.1	SEE CHI CAGO		
6. WMET-F	6.9	SEE CHI CAGO		

MURRAY, KY (Winter 81, 6A-7P, M-S)

1. WNBS	35.5	1340, 1 KW/250 W, COUNTRY	ABC-I, \$ 6.70	(----)
2. WKOA-F	17.0	100.3, 100 KW @ 602, ROCK	, \$ 9.00	(Regional) (HOPKINSVILLE)
3. WAAW-F	13.4	103.7, 100 KW @ 300, CONTEMP	ABC-F, \$ 8.00	(----)
4. WKYQ-F	10.8	93.3, 31 KW @ 440, COUNTRY	, \$ ? ?	(Mc-Guild) (PADUCAH)
5. WSJP	7.5	1130, 1 KW (DAYS), COUNTRY	, \$ 6.00	(----)

CROWLEY, LA (Winter 81, 6A-7P, M-S)

1. KSIG	26.5	1450, 1 KW/250 W, COUNTRY/ACJUN	ABC-C, \$ 7.05	(Smith)
2. KTDY-F	15.0	SEE LAFAYETTE		
3. KASC-F	10.1	SEE LAFAYETTE		
4. KSMB-F	10.0	SEE LAFAYETTE		
5. KAJN-F+	8.3	102.9, 100 KW @ 1507, GOSPEL	, \$ 8.50	(Miller)
6. KVOL	8.1	SEE LAFAYETTE		

LEESVILLE, LA (Winter 81, 6A-7P, M-S)

1. KVVP-F	24.8	105.5, 3 KW @ 300, ROCK/COUNTRY	MBS, \$ 5.00	(----)
2. KJAE-F	20.3	NO INFO AVAILABLE		
3. KSNS-F	18.3	SEE LAKE CHARLES ARB CRMR		

AROOSTOOK COUNTY, ME (Winter 81, 6A-7P, M-S)

1. WEGP	24.5	1390, 5 KW (DA-N), CONTEMP	, \$ 8.40	(Masla)	(PRESQUE ISLE)
2. WHOU-F+	15.3	100.1, 3 KW @ 420,	ABC-C, \$ 5.25	(Smith)	(HOULTON)
3. WTMS-F	12.2	96.1, 100 KW @ 1310, BTFL MUS	MBS, \$ 8.25	(Masla)	(PRESQUE ISLE)
4. WDHP-F	11.8	96.9, 100 KW @ 500, ROCK	, \$ 6.00	(Savalli)	(PRESQUE ISLE)

CAMBRIDGE, MD (Fall 80, 6A-7P, M-F)

1. WCEM	21.3	1240, 1 KW/250 W, MOR	, \$10.75	(Market 4)
2. WCTD-F	10.4	NO INFO AVAILABLE		
3. WPOC-F	8.7	SEE BALTIMORE		
4. WCAO	7.7	SEE BALTIMORE		

SALISBURY, MD - GEORGETOWN, DE (Spring 81, 6A-7P, M-S)

1. WKHI-F	16.2	99.9, 50 KW @ 319, ROCK	, \$19.50	(----)	(OCEAN CITY)
2. WQHQ-F	14.3	104.7, 33 KW @ 610, BTFL MUS	, \$23.80	(PRO)	(SALISBURY)
3. WICO-F	10.6	94.3, 3 KW @ 150, COUNTRY	, \$ 8.00	(----)	(SALISBURY)
4. WSBY	10.0	960, 5 KW/1 KW (DA-2), MOR	CBS, \$23.80	(PRO)	(SALISBURY)
5. WSEA-F	6.9	93.5, 3 KW @ 350, CONTEMP	MBS, \$11.50	(Pates)	(GEORGETOWN)

JACKSON, MI (Spring 81, 6A-7P, M-F)

1. WJXQ-F	28.9	106.1, 50 KW @ 500, AOR	, \$19.50	(Christal)	Patten
2. WJR	15.4	SEE DETROIT			
3. WXCM	12.9	1450, 1 KW/250 W, COUNTRY	ABC-E, \$11.75	(Torbet)	Booth
4. WKHM	10.8	970, 1 KW (DA-2), MOR	CBS, \$12.90	(Masla)	Patten
5. WIBM-F	8.6	94.1, 50 KW @ 342, CONTEMP	ABC-F, \$12.30	(Torbet)	Booth

MARQUETTE, MI (Winter 81, 6A-7P, M-S)

1. WJPD-F+	24.2	92.3, 100 KW @ 470, COUNTRY	, \$11.20	(Masla)	Halker (ISHPEMING)
2. WJUN-F	23.9	100.1, 3 KW @ 370, ROCK	, \$13.20	(PRO)	(ISHPEMING)
3. WMQT-F	22.7	NO CURRENT INFO AVAILABLE			
4. WDMJ	7.0	1320, 5 KW (DA-N), MOR	ABC-E, \$10.00	(Buckley)	
5. WFNN-F	6.2	104.7, 100 KW @ 400, ROCK	, \$ 8.50	(Masla)	(ESCANABA)
6. WUPY	6.0	970, 5 KW (DAYS), TALK/CONT	, \$11.50	(----)	(ISHPEMING)

MOUNT PLEASANT, MI (Spring 81, 6A-7P, Mon-Sat)

1. WCEN-F	21.2	94.5, 16 KW @ 220, COUNTRY	, \$ 9.00	(Mich Spot)	
2. WCFX-F	17.1	95.3, 3 KW @ 160, CONTEMP	RKO, \$ 6.00	(Pearse)	(CLARE)
3. WMHW-F	16.9	NO CURRENT INFO AVAILABLE			
4. WHNN-F	14.0	SEE SAGINAW			
5. WCEN	11.4	1150, 1 KW (DA-N), MOR	MBS, \$11.30	(Mich Spot)	

NILES, MI (Winter 81, 6A-7P, M-S)

1. WNIL	25.1	1290, 500 W (DAYS), MOR	MBS, \$ 8.00	(Mich Spot)	
2. WNDU-F	19.7	SEE SOUTH BEND			
3. WAOR-F	9.1	95.3, 3 KW @ 330, AOR	, \$ 7.00	(Mich Spot)	
4. WMAQ	8.5	SEE CHICAGO			
5. WWJY-F	7.8	SEE SOUTH BEND			

MERIDIAN, MS

1. WJDQ-F	26.9	101.3, 100 KW @ 580, ROCK	ABC-C, \$ 9.50	(Masla)	
2. WOKK	26.8	910, 5 KW/1 KW, COUNTRY	ABC-I, \$10.80	(Savalli)	New South
3. WALT-F	15.0	97.1, 100 KW @ 330, CONTEMP	ABC-F, \$ 9.91	(Torbet)	New South

OXFORD, MS (Winter 81, 6A-7P, M-S)

1. WOOR-F	31.5	97.5, 25 KW @ 265, ? ?	, \$ 4.50	(----)	
2. WZXR-F	21.2	SEE MEMPHIS			
3. WSUH	12.3	1420, 1 KW (DAYS), ? ?	, \$ 4.50	(----)	
4. WMC-F	12.0	SEE MEMPHIS			

BUTTE, Mont (Summer 80, 6A-7P, M-S)

1. KQUY-F	38.8	NO CURRENT INFO AVAILABLE			
2. KBOW	17.9	550, 5 KW (DA-N), AC/MOR	CBS, \$ 7.60	(Eastman)	
3. KANA	14.9	580, 1 KW (DAYS), COUNTRY	, \$ 4.25	(Masla)	(ANACONDA)
4. KXLF	14.8	1370, 5 KW, CONTEMP	ABC, \$ 6.00	(Moore)	Garryowen
5. KOPR-F	8.4	94.1, 28 KW @ 1840, BTFL	ABC-I, \$ 5.70	(Eastman)	

FRANKLIN, NH (Fall 80, 6A-7P, M-S)

1. WFTN	44.2	1240, 1 KW/250 W, MOR	ABC-E, \$ 9.50	(PRO)	
2. WOKQ-F	9.9	SEE MANCHESTER			
3. WLNH-F	7.7	98.3, 3 KW @ 300, CONTEMP	, \$11.75	(Torbet)	Sconnix (LACONIA)
4. WHOM-F	6.3	SEE PORTLAND, ME			

HOBBS, NM (Spring 81, 6A-7P, M-S)

1. KYKK-F	31.4	94.1, 100 KW @ 400, ROCK	ABC-F, \$ 8.50	(Milam)	Noelmark
2. KPER-F	26.6	95.7, 36 KW @ 115, COUNTRY	, \$ 8.00	(Savalli)	
3. KUUX	13.2	1480, 5 KW/1 KW (DA-N), COUNTRY	MBS, \$ 6.69	(----)	
4. KCIA	10.7	1110, 1 KW (DAYS), COUNTRY (?)	ABC-I, \$ 6.00	(Milam)	Noelmark
5. KLEA+	8.1	630, 500 W (DAYS), COUNTRY	, \$ 5.75	(Oakes)	

ROSWELL, NM (Winter 81, 6A-7P, M-F)

1. KRSY	27.4	1230, 1 KW/250 W, COUNTRY	MBS, \$ 5.00	(Torbet)	
2. KRIZ-F	22.8	97.1, 25 KW @ 235, CONTEMP	, \$ 5.25	(Torbet)	
3. KBIM	21.7	910, 5 KW/500 W, CONTEMP	ABC-I, \$ 7.50	(PRO)	
4. KBIM-F	19.2	94.9, 100 KW @ 1600, BTFL MUS	, \$ 6.50	(PRO)	

ELMIRA, NY (Fall 80, 6A-7P, M-F)

1. WENY	23.8	1230, 1 KW/250 W, MOR	NBC, \$26.75	(Mc-Guild)	Green
2. WLTV-F	19.3	94.3, 950 W @ 480, ROCK (TM)	, \$ 7.55	(Savalli)	
3. WQIX-F	11.7	100.9, 3 KW @ 245, COUNTRY	, \$12.00	(Market 4)	
4. WELM	11.1	1410, 1 KW/500 W (DA-N), MOR	CBS, \$ 9.00	(Savalli)	
5. WIQT	8.1	1000, 1 KW (DAYS), MOR	ABC-E, \$12.00	(Market 4)	
6. WLEZ-F	7.2	92.7, 700 W @ 560, BTFL MUS	, \$26.75	(Mc-Guild)	Green

BURLINGTON, NC (Winter 81, 6A-7P, M-S)

1. WBAG-F	33.4	93.9, 50 KW @ 230, ROCK	, \$ 8.00	(Southern)	
2. WPCM-F	21.9	101.1, 100 KW @ 511, COUNTRY	, \$28.00	(Masla)	Rau

ROANOKE RAPIDS, NC (Winter 81, 6A-7P, M-S)

1. WCBT	30.0	1230, 1 KW/250 W, CONTEMP	, \$ 5.50	(T-N)	
2. WRSV-F	16.9	92.1, 1.7 KW @ 380, BLACK	, \$ 3.00	(Southern)	(ROCKY MOUNT)
3. WSMY	16.7	1400, 1 KW/250 W, MOR	, \$ 4.50	(Southern)	
4. WPTM-F	15.6	102.3, 3 KW @ 300, COUNTRY	, \$ 4.50	(Southern)	

SHELBY, NC (Spring 81, 6A-7P, M-S)

1. WXIK-F	14.2	96.1, 100 KW @ 286, CONTEMP	MBS, \$ 7.00	(Southern)	
2. WOHS	13.7	730, 1 KW (DAYS), COUNTRY	MBS, \$ 5.00	(Southern)	
3. WBCY-F	13.2	SEE CHARLOTTE			
4. WROQ-F	11.6	SEE CHARLOTTE			

SOUTHERN PINES, NC (Winter 81, 6A-7P, M-F)

1. WQDR-F	18.8	SEE RALEIGH			
2. WIOZ-F	16.6	107.1, 3 KW @ 300, BTFL MUS	MBS, \$ 6.00	(Southern)	
3. WRAL-F	12.0	SEE RALEIGH			
4. WUNC-F	9.4	NO RECENT INFO AVAILABLE			
5. WQSM-F	8.0	SEE FAYETTEVILLE			

DICKINSON, ND (Fall 80, 6A-7P, M-S)

1. KLTC	40.1	1460, 5 KW (DA-N), COUNTRY	, \$14.00	(Pates)	
2. KFVR	22.3	SEE BISMARCK			
3. KDIX	20.7	1230, 1 KW, MOR	CBS, \$ 9.00	(----)	

MARQUETTE, MI (Winter 81, 6A-7P, M-S)

1. WJPD-F+	24.2	92.3, 100 KW @ 470, COUNTRY	, \$11.20	(Masla)	Halker (ISHPEMING)
2. WUUN-F	23.9	100.1, 3 KW @ 370, ROCK	, \$13.20	(PRO)	(ISHPEMING)
3. WMQT-F	22.7	NO CURRENT INFO AVAILABLE			
4. WDMJ	7.0	1320, 5 KW (DA-N), MOR	ABC-E, \$10.00	(Buckley)	
5. WFNN-F	6.2	104.7, 100 KW @ 400, ROCK	, \$ 8.50	(Masla)	(ESCANABA)
6. WUPY	6.0	970, 5 KW (DAYS), TALK/CONT	, \$11.50	(----)	(ISHPEMING)

MOUNT PLEASANT, MI (Spring 81, 6A-7P, Mon-Sat)

1. WCEN-F	21.2	94.5, 16 KW @ 220, COUNTRY	, \$ 9.00	(Mich Spot)	
2. WCFX-F	17.1	95.3, 3 KW @ 160, CONTEMP	RKO, \$ 6.00	(Pearse)	(CLARE)
3. WMHW-F	16.9	NO CURRENT INFO AVAILABLE			
4. WHNN-F	14.0	SEE SAGINAW			
5. WCEN	11.4	1150, 1 KW (DA-N), MOR	MBS, \$11.30	(Mich Spot)	

NILES, MI (Winter 81, 6A-7P, M-S)

1. WNIL	25.1	1290, 500 W (DAYS), MOR	MBS, \$ 8.00	(Mich Spot)	
2. WNDU-F	19.7	SEE SOUTH BEND			
3. WAOR-F	9.1	95.3, 3 KW @ 330, AOR	, \$ 7.00	(Mich Spot)	
4. WMAQ	8.5	SEE CHICAGO			
5. WWJY-F	7.8	SEE SOUTH BEND			

MERIDIAN, MS

1. WJDQ-F	26.9	101.3, 100 KW @ 580, ROCK	ABC-C, \$ 9.50	(Masla)	
2. WOKK	26.8	910, 5 KW/1 KW, COUNTRY	ABC-I, \$10.80	(Savalli)	New South
3. WALT-F	15.0	97.1, 100 KW @ 330, CONTEMP	ABC-F, \$ 9.91	(Torbet)	New South

OXFORD, MS (Winter 81, 6A-7P, M-S)

1. WOOR-F	31.5	97.5, 25 KW @ 265, ? ?	, \$ 4.50	(----)	
2. WZXR-F	21.2	SEE MEMPHIS			
3. WSUH	12.3	1420, 1 KW (DAYS), ? ?	, \$ 4.50	(----)	
4. WMC-F	12.0	SEE MEMPHIS			

BUTTE, Mont (Summer 80, 6A-7P, M-S)

1. KQUY-F	38.8	NO CURRENT INFO AVAILABLE			
2. KBOW	17.9	550, 5 KW (DA-N), AC/MOR	CBS, \$ 7.60	(Eastman)	
3. KANA	14.9	580, 1 KW (DAYS), COUNTRY	, \$ 4.25	(Masla)	(ANACONDA)
4. KXLF	14.8	1370, 5 KW, CONTEMP	ABC, \$ 6.00	(Moore)	Garryowen
5. KOPR-F	8.4	94.1, 28 KW @ 1840, BTFL	ABC-I, \$ 5.70	(Eastman)	

FRANKLIN, NH (Fall 80, 6A-7P, M-S)

1. WFTN	44.2	1240, 1 KW/250 W, MOR	ABC-E, \$ 9.50	(PRO)	
2. WOKQ-F	9.9	SEE MANCHESTER			
3. WLNH-F	7.7	98.3, 3 KW @ 300, CONTEMP	, \$11.75	(Torbet)	Sconnix (LACONIA)
4. WHOM-F	6.3	SEE PORTLAND, ME			

HOBBS, NM (Spring 81, 6A-7P, M-S)

1. KYKK-F	31.4	94.1, 100 KW @ 400, ROCK	ABC-F, \$ 8.50	(Milam)	Noelmark
2. KPER-F	26.6	95.7, 36 KW @ 115, COUNTRY	, \$ 8.00	(Savalli)	
3. KUUX	13.2	1480, 5 KW/1 KW (DA-N), COUNTRY	MBS, \$ 6.69	(----)	
4. KCIA	10.7	1110, 1 KW (DAYS), COUNTRY (?)	ABC-I, \$ 6.00	(Milam)	Noelmark
5. KLEA+	8.1	630, 500 W (DAYS), COUNTRY	, \$ 5.75	(Oakes)	

ROSWELL, NM (Winter 81, 6A-7P, M-F)

1. KRSY	27.4	1230, 1 KW/250 W, COUNTRY	MBS, \$ 5.00	(Torbet)	
2. KRIZ-F	22.8	97.1, 25 KW @ 235, CONTEMP	, \$ 5.25	(Torbet)	
3. KBIM	21.7	910, 5 KW/500 W, CONTEMP	ABC-I, \$ 7.50	(PRO)	
4. KBIM-F	19.2	94.9, 100 KW @ 1600, BTFL MUS	, \$ 6.50	(PRO)	

ELMIRA, NY (Fall 80, 6A-7P, M-F)

1. WENY	23.8	1230, 1 KW/250 W, MOR	NBC, \$26.75	(Mc-Guild)	Green
2. WLTV-F	19.3	94.3, 950 W @ 480, ROCK (TM)	, \$ 7.55	(Savalli)	
3. WQIX-F	11.7	100.9, 3 KW @ 245, COUNTRY	, \$12.00	(Market 4)	
4. WELM	11.1	1410, 1 KW/500 W (DA-N), MOR	CBS, \$ 9.00	(Savalli)	
5. WIQT	8.1	1000, 1 KW (DAYS), MOR	ABC-E, \$12.00	(Market 4)	
6. WLEZ-F	7.2	92.7, 700 W @ 560, BTFL MUS	, \$26.75	(Mc-Guild)	Green

BURLINGTON, NC (Winter 81, 6A-7P, M-S)

1. WBAG-F	33.4	93.9, 50 KW @ 230, ROCK	, \$ 8.00	(Southern)	
2. WPCM-F	21.9	101.1, 100 KW @ 511, COUNTRY	, \$28.00	(Masla)	Rau

ROANOKE RAPIDS, NC (Winter 81, 6A-7P, M-S)

1. WCBT	30.0	1230, 1 KW/250 W, CONTEMP	, \$ 5.50	(T-N)	
2. WRSV-F	16.9	92.1, 1.7 KW @ 380, BLACK	, \$ 3.00	(Southern)	(ROCKY MOUNT)
3. WSMY	16.7	1400, 1 KW/250 W, MOR	, \$ 4.50	(Southern)	
4. WPTM-F	15.6	102.3, 3 KW @ 300, COUNTRY	, \$ 4.50	(Southern)	

SHELBY, NC (Spring 81, 6A-7P, M-S)

1. WXIK-F	14.2	96.1, 100 KW @ 286, CONTEMP	MBS, \$ 7.00	(Southern)	
2. WOHS	13.7	730, 1 KW (DAYS), COUNTRY	MBS, \$ 5.00	(Southern)	
3. WBCY-F	13.2	SEE CHARLOTTE			
4. WROQ-F	11.6	SEE CHARLOTTE			

SOUTHERN PINES, NC (Winter 81, 6A-7P, M-F)

1. WQDR-F	18.8	SEE RALEIGH			
2. WIOZ-F	16.6	107.1, 3 KW @ 300, BTFL MUS	MBS, \$ 6.00	(Southern)	
3. WRAL-F	12.0	SEE RALEIGH			
4. WUNC-F	9.4	NO RECENT INFO AVAILABLE			
5. WQSM-F	8.0	SEE FAYETTEVILLE			

DICKINSON, ND (Fall 80, 6A-7P, M-S)

1. KLTC	40.1	1460, 5 KW (DA-N), COUNTRY	, \$14.00	(Pates)	
2. KFYZ	22.3	SEE BISMARCK			
3. KDIX	20.7	1230, 1 KW, MOR	CBS, \$ 9.00	(----)	

MARQUETTE, MI (Winter 81, 6A-7P, M-S)

1. WJPD-F+	24.2	92.3, 100 KW @ 470, COUNTRY	, \$11.20	(Masla)	Halker (ISHPEMING)
2. WUUN-F	23.9	100.1, 3 KW @ 370, ROCK	, \$13.20	(PRO)	(ISHPEMING)
3. WMQT-F	22.7	NO CURRENT INFO AVAILABLE			
4. WDMJ	7.0	1320, 5 KW (DA-N), MOR	ABC-E, \$10.00	(Buckley)	
5. WFNN-F	6.2	104.7, 100 KW @ 400, ROCK	, \$ 8.50	(Masla)	(ESCANABA)
6. WUPY	6.0	970, 5 KW (DAYS), TALK/CONT	, \$11.50	(----)	(ISHPEMING)

MOUNT PLEASANT, MI (Spring 81, 6A-7P, Mon-Sat)

1. WCEN-F	21.2	94.5, 16 KW @ 220, COUNTRY	, \$ 9.00	(Mich Spot)	
2. WCFX-F	17.1	95.3, 3 KW @ 160, CONTEMP	RKO, \$ 6.00	(Pearse)	(CLARE)
3. WMHW-F	16.9	NO CURRENT INFO AVAILABLE			
4. WHNN-F	14.0	SEE SAGINAW			
5. WCEN	11.4	1150, 1 KW (DA-N), MOR	MBS, \$11.30	(Mich Spot)	

NILES, MI (Winter 81, 6A-7P, M-S)

1. WNIL	25.1	1290, 500 W (DAYS), MOR	MBS, \$ 8.00	(Mich Spot)	
2. WNDU-F	19.7	SEE SOUTH BEND			
3. WAOR-F	9.1	95.3, 3 KW @ 330, AOR	, \$ 7.00	(Mich Spot)	
4. WMAQ	8.5	SEE CHICAGO			
5. WWJY-F	7.8	SEE SOUTH BEND			

MERIDIAN, MS

1. WJDQ-F	26.9	101.3, 100 KW @ 580, ROCK	ABC-C, \$ 9.50	(Masla)	
2. WOKK	26.8	910, 5 KW/1 KW, COUNTRY	ABC-I, \$10.80	(Savalli)	New South
3. WALT-F	15.0	97.1, 100 KW @ 330, CONTEMP	ABC-F, \$ 9.91	(Torbet)	New South

OXFORD, MS (Winter 81, 6A-7P, M-S)

1. WOOR-F	31.5	97.5, 25 KW @ 265, ? ?	, \$ 4.50	(----)	
2. WZXR-F	21.2	SEE MEMPHIS			
3. WSUH	12.3	1420, 1 KW (DAYS), ? ?	, \$ 4.50	(----)	
4. WMC-F	12.0	SEE MEMPHIS			

BUTTE, Mont (Summer 80, 6A-7P, M-S)

1. KQUY-F	38.8	NO CURRENT INFO AVAILABLE			
2. KBOW	17.9	550, 5 KW (DA-N), AC/MOR	CBS, \$ 7.60	(Eastman)	
3. KANA	14.9	580, 1 KW (DAYS), COUNTRY	, \$ 4.25	(Masla)	(ANACONDA)
4. KXLF	14.8	1370, 5 KW, CONTEMP	ABC, \$ 6.00	(Moore)	Garryowen
5. KOPR-F	8.4	94.1, 28 KW @ 1840, BTFL	ABC-I, \$ 5.70	(Eastman)	

FRANKLIN, NH (Fall 80, 6A-7P, M-S)

1. WFTN	44.2	1240, 1 KW/250 W, MOR	ABC-E, \$ 9.50	(PRO)	
2. WOKQ-F	9.9	SEE MANCHESTER			
3. WLNH-F	7.7	98.3, 3 KW @ 300, CONTEMP	, \$11.75	(Torbet)	Sconnix (LACONIA)
4. WHOM-F	6.3	SEE PORTLAND, ME			



HOBBS, NM (Spring 81, 6A-7P, M-S)

1. KYKK-F	31.4	94.1, 100 KW @ 400, ROCK	ABC-F, \$ 8.50	(Milam)	Noelmark
2. KPER-F	26.6	95.7, 36 KW @ 115, COUNTRY	, \$ 8.00	(Savalli)	
3. KUUX	13.2	1480, 5 KW/1 KW (DA-N), COUNTRY	MBS, \$ 6.69	(----)	
4. KCIA	10.7	1110, 1 KW (DAYS), COUNTRY (?)	ABC-I, \$ 6.00	(Milam)	Noelmark
5. KLEA+	8.1	630, 500 W (DAYS), COUNTRY	, \$ 5.75	(Oakes)	

ROSWELL, NM (Winter 81, 6A-7P, M-F)

1. KRSY	27.4	1230, 1 KW/250 W, COUNTRY	MBS, \$ 5.00	(Torbet)	
2. KRIZ-F	22.8	97.1, 25 KW @ 235, CONTEMP	, \$ 5.25	(Torbet)	
3. KBIM	21.7	910, 5 KW/500 W, CONTEMP	ABC-I, \$ 7.50	(PRO)	
4. KBIM-F	19.2	94.9, 100 KW @ 1600, BTFL MUS	, \$ 6.50	(PRO)	

ELMIRA, NY (Fall 80, 6A-7P, M-F)

1. WENY	23.8	1230, 1 KW/250 W, MOR	NBC, \$26.75	(Mc-Guild)	Green
2. WLTV-F	19.3	94.3, 950 W @ 480, ROCK (TM)	, \$ 7.55	(Savalli)	
3. WQIX-F	11.7	100.9, 3 KW @ 245, COUNTRY	, \$12.00	(Market 4)	
4. WELM	11.1	1410, 1 KW/500 W (DA-N), MOR	CBS, \$ 9.00	(Savalli)	
5. WIQT	8.1	1000, 1 KW (DAYS), MOR	ABC-E, \$12.00	(Market 4)	
6. WLEZ-F	7.2	92.7, 700 W @ 560, BTFL MUS	, \$26.75	(Mc-Guild)	Green

BURLINGTON, NC (Winter 81, 6A-7P, M-S)

1. WBAG-F	33.4	93.9, 50 KW @ 230, ROCK	, \$ 8.00	(Southern)	
2. WPCM-F	21.9	101.1, 100 KW @ 511, COUNTRY	, \$28.00	(Masla)	Rau

ROANOKE RAPIDS, NC (Winter 81, 6A-7P, M-S)

1. WCBT	30.0	1230, 1 KW/250 W, CONTEMP	, \$ 5.50	(T-N)	
2. WRSV-F	16.9	92.1, 1.7 KW @ 380, BLACK	, \$ 3.00	(Southern)	(ROCKY MOUNT)
3. WSMY	16.7	1400, 1 KW/250 W, MOR	, \$ 4.50	(Southern)	
4. WPTM-F	15.6	102.3, 3 KW @ 300, COUNTRY	, \$ 4.50	(Southern)	

SHELBY, NC (Spring 81, 6A-7P, M-S)

1. WXIK-F	14.2	96.1, 100 KW @ 286, CONTEMP	MBS, \$ 7.00	(Southern)	
2. WOHS	13.7	730, 1 KW (DAYS), COUNTRY	MBS, \$ 5.00	(Southern)	
3. WBCY-F	13.2	SEE CHARLOTTE			
4. WROQ-F	11.6	SEE CHARLOTTE			

SOUTHERN PINES, NC (Winter 81, 6A-7P, M-F)

1. WQDR-F	18.8	SEE RALEIGH			
2. WIOZ-F	16.6	107.1, 3 KW @ 300, BTFL MUS	MBS, \$ 6.00	(Southern)	
3. WRAL-F	12.0	SEE RALEIGH			
4. WUNC-F	9.4	NO RECENT INFO AVAILABLE			
5. WQSM-F	8.0	SEE FAYETTEVILLE			

DICKINSON, ND (Fall 80, 6A-7P, M-S)

1. KLTC	40.1	1460, 5 KW (DA-N), COUNTRY	, \$14.00	(Pates)	
2. KFVR	22.3	SEE BISMARCK			
3. KDIX	20.7	1230, 1 KW, MOR	CBS, \$ 9.00	(----)	

MINOT, ND (Summer 80, 6A-7P, M-F)

1. KCJB	33.3	910, 5 KW/1 KW (DA-2), COUNTRY	ABC-C, \$15.50	(Katz)	
2. KIZZ-F	21.9	93.7, 90 KW @ 600, CONTEMP	Source, \$12.10	(Masla)	Meyer
3. KKOA	18.8	1390, 5 KW/1 KW, COUNTRY	MBS, \$12.00	(PRO)	Ingstad
4. KTYN	12.1	1430, 5 KW, CONTEMP	, \$22.50	(Torbet)	

MIDDLETOWN, OH (Fall 80, 6A-7P, M-F)

1. WKRQ-F	12.9	SEE CINCINNATI			
2. WPFB	10.9	910, 1 KW/100 W, VARIETY	MBS, \$14.13	(Regional)	Braden
3. WWEZ-F	7.5	SEE CINCINNATI			
4. WSKS-F	7.1	SEE CINCINNATI			

ENID, OK (Fall 80, 6A-7P, M-S)

1. KNID-F	19.1	96.9, 76 KW @ 550, COUNTRY	, \$ 9.45	(Savalli)	
2. KOFM-F	17.3	SEE OKLAHOMA CITY			
3. KCRC	16.1	1390, 1 KW, MOR	ABC-C, \$ 8.40	(Savalli)	
4. KGWA	14.1	960, 1 KW, MOR/AC	CBS, \$ 7.75	(-----)	

INDIANA, PA (Winter 81, 6A-7P, M-F)

1. WDAD	22.5	1450, 1 KW/250 W, MOR	CBS, \$ 8.50	(-----)	
2. WQMU-F	19.8	103.1, 3 KW @ 156, SOFT ROCK	, \$ 7.25	(-----)	
3. KDKA	17.4	SEE PITTSBURGH			
4. WDVE-F	9.6	SEE PITTSBURGH			
5. WJAC	7.3	SEE JOHNSTOWN			

ANDERSON, SC (Fall 80, 6A-7P, Mon-Sun)

1. WANS-F	17.7	107.3, 100 KW @ 1008, ROCK	, \$ ? ?	(HR/Stone)	
2. WFBC-F	16.1	SEE GREENVILLE			
3. WAIM-F	12.2	101.1, 100 KW @ 330, CONTEMP	, \$16.00	(-----)	
4. WHYZ	8.8	SEE GREENVILLE			
5. WSPA-F	7.0	SEE GREENVILLE			
6. WAIM	6.7	1230, 1 KW/250 W, COUNTRY	MBS, \$14.62		

GEORGETOWN, SC (Fall 80, Mon-Sun, 6A-7P)

1. WGMB-F	34.6	97.7, 3 KW @ 180, ROCK	ABC-C, \$ 5.25	(Southern)	
2. WYAK-F	18.5	103.1, 3 KW @ 297, COUNTRY	, \$11.00	(-----)	
3. WGTN	11.6	1400, 1 KW/250 W, MOR	, \$ 4.00	(-----)	

ROCK HILL, SC (Fall 80, 6A-7P, M-F)

1. WBT	30.8	SEE CHARLOTTE			
2. WSOC-F	12.7	SEE CHARLOTTE			
3. WROQ-F	11.7	SEE CHARLOTTE			
4. WRHI	11.4	1340, 1 KW/250 W, AC	CBS, \$ 6.50	(-----)	Gray

SUMTER, SC (Winter 81, 6A-7P, M-S)

1. WWDM-F	27.9	101.3, 100 KW @ 629, BLACK	SBN, \$20.50	(Howard)	
2. WDWQ-F	18.9	107.5, 100 KW @ 585, ROCK	, \$14.00	(Selcom)	(ST. GEORGE)
3. WNOK-F	10.7	SEE COLUMBIA, SC			
4. WSSC	7.7	1340, 1 KW/250 W, CONTEMP	ABC-C, \$ 6.64	(-----)	
5. WFIG	6.8	1290, 1 KW (DA-N), COUNTRY	MBS, \$10.00	(Howard)	

ABERDEEN, SD (Fall 80, 6A-7P, M-F)

1. KSDN	50.0	930, 5 KW/1 KW (DA-2), AC	ABC-C, \$26.00	(Mc-Guild) Laird
2. KKA	18.8	1560, 10 KW/5 KW (DA-2), COUNTRY	CBS, \$20.00	(PRO)
3. KQAA-F	15.8	94.9, 100 KW @ 1283, ROCK	, \$11.50	(PRO)
4. KDBQ	8.9	1420, 1 KW (DAYS), AC	NBC, \$14.10	(----)

HURON, SD (Fall 80, 6A-7P, M-S)

1. KIJV	50.0	1340, 1 KW, MOR	, \$ 7.25	(----) Gazette
2. KOKK	14.1	1190, 500 W (DAYS), COUNTRY	ABC-C, \$ 5.25	(PRO)
3. KIJV-F	12.9	92.1, 3 KW @ 175, ROCK	, \$ 6.40	(----) Gazette
4. KDLO-F	8.0	96.9, 100 KW @ 1280, COUNTRY	, \$12.50	(Torbet) Midcontinent (WATERTOWN)

MARSHALL, TX (Spring 81, 6A-7P, M-S)

1. KWKH	14.3	SEE SHREVEPORT		
2. KRMD-F	14.0	SEE SHREVEPORT		
3. KROK-F	12.6	SEE SHREVEPORT		
4. KMHT	10.2	1450, 1 KW/250 W, MOR	MBS, \$ 6.70	(Masla)
5. KMHT-F	8.3	103.9, 3 KW @ 300, BTFL MUS	, \$ 7.80	(Masla)
6. KKYR	7.2	1410, 500 W (DA,DAYS), COUNTRY	, \$ 6.75	(Miller)

TYLER, TX (Spring 81, 6A-7P, M-S)

1. KZEY	21.8	690, 1 KW (DA,DAYS), BLACK	NBN, \$13.00	(Howard)
2. KTBB	19.1	600, 1 KW (DA-N), MOR	ABC-I, \$13.00	(Selcom) Formby
3. KROZ-F	13.5	92.1, 3 KW @ 280, ? ?	, \$13.00	(----)
4. KTYL-F	11.8	93.1, 100 KW @ 470, ROCK	, \$ 8.00	(----)
5. KYKX-F	9.1	105.7, 100 KW @ 950, COUNTRY	, \$16.00	(PRO) (LONGVIEW)

WINCHESTER, VA (Winter 81, 6A-7P, M-S)

1. WINC	16.3	1400, 1 KW/250 W, MOR	ABC-E, \$ 7.65	(PRO)
2. WWDC-F	13.6	SEE WASHINGTON		
3. WQUS-F	9.8	92.5, 22 KW @ 2200, COUNTRY	NBC, \$ 6.65	(PRO)
4. WWO-F	8.6	105.5, 3 KW @ 300, CONTEMP	ABC-I, \$ 5.00	(----) (BERRYVILLE)
5. WFTR	7.2	1450, 1 KW/250 W, MOR/AC	NBC,MBS, \$ 4.00	(----) (FRONT ROYAL)

BELoit, WI (Spring 81, 6A-7P, M-S)

1. WBEL	23.0	1380, 5 KW (DA-N), MOR	, \$15.13	(PRO)
2. WZOK-F	19.6	SEE ROCKFORD		
3. WMAQ	15.5	SEE CHICAGO		
4. WYFE-F	8.6	SEE ROCKFORD		

RICE LAKE, WI (Fall 80, 6A-7P, M-S)

1. WJMC	27.0	1240, 1 KW/250 W, MOR	MBS, \$ 5.50	(PRO)
2. WJMC-F	14.7	96.3, 100 KW @ 575, BTFL	, \$ 4.80	(PRO)
3. WAXX-F	10.6	SEE EAU CLAIRE ARB CRMR		
4. WAQE	10.5	NO INFORMATION AVAILABLE		
5. WBIZ-F	9.0	SEE EAU CLAIRE ARB CRMR		

GILLETTE, WY (Spring 81, 6A-7P, M-S)

1. KIML 55.8 1270, 5 KW, MOR/COUNTRY , \$11.10 (----)  
2. KOLL-F 37.1 93.5, 3 KW @ 180, CONTEMP ABC-F, \$13.00 (Eastman)

NORWALK, CT (Spring 81, 6A-7P, M-S)

1. WNLK 12.1 1350, 1 KW/500 W (DA-N), MOR ABC-E, \$22.00 (Lotus)  
2. WCBS 10.6 SEE NEW YORK  
3. WEZN-F 9.1 SEE BRIDGEPORT  
4. WNBC 7.0 SEE NEW YORK  
5. WOR 5.2 SEE NEW YORK

COLUMBUS, MS (Summer 81, 6A-7P, M-S)

1. WKOR-F 16.5 92.1, 3 KW @ 500, CONTEMP , \$ 7.75 (Midsouth) Charisma  
2. WKOR 9.7 980, 1 KW (DAYS), AC , \$ 7.75 (Midsouth) Charisma  
3. WHKW-F 9.1 98.1, 100 KW @ 400, CONTEMP , \$ 6.80 (Bolton)  
4. WCAR 9.0 1050, 1 KW (DAYS), ROCK/BLACK , \$ 5.00 (Beaver)  
5. WJWF-F 6.7 103.1, 3 KW @ 265, RELIGION , \$ 6.00 (Bunchez)

LIMA, OH (Summer 81, 6A-7P, M-S)

1. WIMA 27.9 1150, 1 KW (DA-N), MOR ABC-E, \$21.45 (Katz)  
2. WIMA-F 18.8 102.1, 15 KW @ 275, COUNTRY , \$20.00 (Katz)  
3. WLSR-F 8.4 104.9, 3 KW @ 220, BTFL MUS ABC-F, \$12.50 (PRO)  
4. CKLW 7.4 SEE DETROIT

PETERSBURG, VA (Spring 81, 6A-7P, M-F)

1. WPLZ-F 19.2 99.3, 3 KW @ 290, BLACK , \$25.00 (Lotus)  
2. WRVQ-F 17.9 SEE RICHMOND  
3. WPVA-F 14.3 95.3, 3 KW @ 300, COUNTRY ABC-E, \$16.75 (Southern) Brill  
4. WRXL-F 8.9 SEE RICHMOND





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