

# AMERICAN RADIO

Summer 1994 Supplement



James H. Duncan, Jr.



# AMERICAN RADIO

## SUMMER 1994 SUPPLEMENT

(Arbitron Rating Period: 23 June 1994 - 14 September 1994)

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## INTRODUCTION

I am pleased to present the ninth edition of American Radio - Summer 1994 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The Summer Supplement is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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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.

# INDEX

## INDIVIDUAL MARKET REPORTS

(In Alphabetical Order)

Akron	Des Moines	McAllen-Brown	Sacramento
Albany-Schen-Troy	Detroit	Memphis	Saginaw-BC
Albuquerque	El Paso	Miami	St. Louis
Allentown-Beth	Fresno	Milwaukee	Salinas
Atlanta	Grand Rapids	Minneapolis	Salt Lake
Austin	Greensboro-WS	Mobile	San Antonio
Bakersfield	Greenville NC	Nashville	San Diego
Baltimore	Grnvl-Sprtnbrg	Nassau-Suffolk	San Francisco
Baton Rouge	Harrisburg	New Orleans	San Jose
Birmingham	Hartford	New York	Seattle
Boston	Honolulu	Norfolk	Shreveport
Buffalo	Houston	Oklahoma City	Spokane
Charleston SC	Huntsville	Omaha	Springfld. MA
Charlotte	Indianapolis	Orlando	Syracuse
Chattanooga	Jackson	Philadelphia	Tampa-St. Pete
Chicago	Jacksonville	Phoenix	Toledo
Cincinnati	Kansas City	Pittsburgh	Tucson
Cleveland	Knoxville	Portland OR	Tulsa
Colorado Spgs.	Lansing	Providence	Washington
Columbia SC	Las Vegas	Raleigh	W. Palm Bch
Columbus OH	Little Rock	Richmond	Wichita
Dallas-Ft. Worth	Los Angeles	Riverside-SB	WB-Scranton
Dayton	Louisville	Rochester	York
Denver	Madison		

AKRON  
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Arbitron Rank/Pop (12+): 68  
MSA Rank/Pop: 76/673,000  
Cleveland ADI  
Average Person Ratings: 16.1  
Market TSL: 21.25 hours

Stations: 24/6  
Diaries: 1344/417:1/56.5%  
Sample Target: 1340  
% Below Line: 54.8%  
% Not Listed: 15.4%

1993 Revenue: \$13,200,000  
HH Inc.: \$32,643  
Retail \$: 5.3 Bil  
Pop per Station: 93,450  
#1 Biller: WKDD-F \$3,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WQMX-F (C)	75/ 8.3	7.0	5.6	---	4.1	6.3		815/14.5	12.3	10.4	D	WQMX-F
2. WDOK-F (SAC)	61/ 6.8	5.5	7.1	---	5.4	6.2		846/15.1	15.3	12.6		WDOK-F
3. WMJI-F (O)	53/ 5.9	5.1	6.1	---	6.4	5.9		907/16.2	15.4	16.8		WMJI-F
WNIR-F (T)	53/ 5.9	5.9	7.2	---	6.0	6.3		700/12.5	12.2	12.3	D	WNIR-F
5. WKDD-F (CHR/AC)	49/ 5.4	5.1	7.1	---	5.5	5.8		969/17.3	16.1	15.3	E	WKDD-F
6. WONE-F (AOR)	48/ 5.3	7.6	6.1	---	6.5	6.4		824/14.7	17.2	19.6	D	WONE-F
7. WGAR-F (C)	47/ 5.2	5.2	5.4	---	4.3	5.0		797/14.2	14.6	15.3		WGAR-F
8. WNCX-F (CL AOR)	43/ 4.8	5.7	4.4	---	3.9	4.7		745/13.3	14.7	14.9		WNCX-F
9. WAKR (FS)	37/ 4.1	4.2	4.3	---	5.7	4.6		670/11.9	11.8	15.1	D	WAKR
10. WZAK-F (B)	36/ 4.0	4.5	3.2	---	2.9	3.7		523/ 9.3	6.5	7.0		WZAK-F

12+ FM SHARE (METRO): 83.49% (637 of 763) (SUM 93: 79.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQMX-F	1 WQMX-F	1 WQMX-F	1 WQMX-F	1 WQMX-F	1 WNIR-F	1 WNCX-F	1 WNIR-F	1 WQMX-F	1 WQMX-F	1 WWWE
WQAL-F	2 WONE-F	2 WONE-F	2 WMJI-F	2 WMJI-F	WMJI-F	2 WMJI-F	2 WQMX-F	2 WDOK-F	2 WONE-F	2 WNIR-F
WZAK-F	WNCX-F	3 WNCX-F	3 WNCX-F	3 WKDD-F	3 WDOK-F	3 WQMX-F	3 WDOK-F	3 WKDD-F	3 WKNR-F	3 WZAK-F
4	4 WKDD-F	4 WKDD-F	4 WKDD-F	4 WNCX-F	4 WQMX-F	4 WAKR	4 WKDD-F	4 WONE-F	4 WGAR-F	4 WQMX-F
5	5 WMMS-F	5 WDOK-F	5 WONE-F	5 WONE-F	5 WAKR	5 WDOK-F	5 WONE-F	5 WNIR-F	5 WMJI-F	5 WAKR
6	6	WMJI-F	6	6 WONE-F	6	6 WNIR-F	6	6	6 WNIR-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F	1 WQMX-F	1 WQMX-F	1 WQMX-F	1 WQMX-F	1 WONE-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WNCX-F
WZAK-F	2 WKDD-F	2 WKDD-F	2 WKDD-F	2 WKDD-F	2 WQMX-F	2 WONE-F	2 WQMX-F	2 WQMX-F	2 WQMX-F
3 WQMX-F	3 WONE-F	3 WONE-F	3 WDOK-F	3 WKOK-F	3 WNCX-F	3 WQMX-F	3 WONE-F	3 WONE-F	3 WMJI-F
WDOK-F	4 WNCX-F	4	4 WQAL-F	4 WMJI-F	4	4 WMMS-F	4 WMMS-F	4 WMJI-F	4 WONE-F
WENZ-F	WZAK-F	5	5 WMJI-F	5 WQAL-F	5	5 WENZ-F	5 WENZ-F	5 WGAR-F	5 WGAR-F
WNCX-F	6	6	6 WONE-F	6	6	6	6	6 WKDD-F	6 WKDD-F
			WZJM-F						

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WSLR	1350	AKRON	0.8/2.7
WHBC-F	94.1	CANTON	0.7/4.8
WQXK-F	105.1	SALEM	2.3/6.2
WRQK-F	106.9	CANTON	1.0/5.2

SEE CLEVELAND FOR MORE ABOUT THE FOLLOWING:

WCLV-F	1.1/ 3.5	WNWV-F	1.0/ 5.5
WENZ-F	2.4/ 8.3	WQAL-F	3.4/13.8
WKNR	2.8/ 8.7	WRMR	3.2/ 6.1
WLTF-F	2.5/ 9.8	WWWE	3.1/ 7.8
WMMS-F	3.2/11.1	WZJM-F	1.3/ 5.9

RADIO STATIONS

WAKR	1590,	5 KW (DA-N)	Full Service	MBS,	\$40.00	(Mc-Guild)	WQMX duop
WHLO	640,	5 KW/500 W (DA-2),	Religion	ABC,	\$15.00	(---	Mortenson
WSLR	1350,	5 KW (DA-1)	Country	ABC, SMN,	\$17.00	(Eastman)	Barnstable
WKDD-F,	96.5,	50 KW @ 440	CHR/AC	,	\$70.00	(Eastman)	Barnstable
WNIR-F,	100.1,	3 KW @ 315	Talk	CBS,	\$42.00	(K & P)	(KENT)
WONE-F,	97.5,	12 KW @ 889	AOR	,	\$54.00	(Mc-Guild)	WQMX duop
WQMX-F,	94.9,	16 KW @ 879	Country	,	\$43.00	(Banner)	(MEDINA)

Other Ranked Stations -- See Canton or Cleveland

Miscellaneous: Akron was not rated in Fall 1993 because of a sampling problem. . .

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 57/739,900

Stations: 31/27  
Diaries: 1756/421:1/59.2%  
Sample Target: 1550  
% Below Line: 1.7  
% Not Listed: 15.9

1993 Revenue: \$21,600,000  
HH Inc.: \$36,686  
Retail \$: 7.3 Bil  
Pop per Station: 27,403  
#1 Biller: WGNA-AF \$4,100,000

MSA Rank/Pop: 64/880,000  
ADI # 52

Average Person Ratings: 16.3  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WGNA-AF (C)	135/11.1	13.0	11.6	13.6	10.4	12.3		1535/20.7	22.1	21.7	F	WGNA-AF
2. WFLY-F (CHR)	117/ 9.7	10.2	10.3	10.8	11.0	10.3		1934/26.1	24.0	26.4	D	WFLY-F
3. WGY (FS)	108/ 8.9	8.4	9.6	8.9	8.2	9.0		1493/20.2	20.4	19.5	D	WGY
4. WRVE-F (AC)	89/ 7.4	6.4	4.9	3.6	3.3	5.6		1367/18.5	15.3	13.4		WRVE-F
5. WPYX-F (AOR/CL)	83/ 6.9	6.8	6.9	6.8	7.3	6.9		1459/19.7	20.5	19.4	D	WPYX-F
6. WKLI-F (AC)	76/ 6.3	5.9	6.8	7.1	6.6	6.5		1072/14.5	13.2	17.0	D	WKLI-F
7. WYJB-F (SAC)	73/ 6.0	7.1	5.8	6.6	7.4	6.4		1151/15.6	13.5	16.0		WYJB-F
8. WQBK-F (CL AOR)	47/ 3.9	3.6	4.1	4.1	4.4	3.9		879/11.9	11.8	15.6	C	WQBK-F
9. WABY (ST)	46/ 3.8	3.2	3.3	2.2	2.0	3.1		506/ 6.8	5.7	4.4	A	WABY
10. WTRY-AF (O)	40/ 3.3	3.1	2.5	2.0	1.8	2.7		807/10.9	11.1	8.0	B	WTRY-AF
11. WZRQ-F (AOR)	38/ 3.1	4.3	3.3	2.5	4.2	3.3		696/ 9.4	10.0	10.3	A	WZRQ-F
12. WQBK (T)	34/ 2.8	1.9	2.4	3.2	2.7	2.6		497/ 6.7	7.3	7.7	B	WQBK
13. WEQX-F (AOR-NR)	16/ 1.3	1.4	1.2	1.9	1.4	1.5		443/ 6.0	5.0	5.2	A	WEQX-F
14. WXLE-F (AOR-P)	14/ 1.2	1.1	1.9	1.7	2.3	1.5		294/ 4.0	4.9	6.7	A	WXLE-F
15. WHRL-F (J)	13/ 1.1	1.3	1.4	0.7	1.2	1.1		262/ 3.5	4.0	2.5		WHRL-F

12+ FM SHARE (METRO): 76.60% (779 of 1017) (SUM 93: 78.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>>1	WFLY-F<	1 WFLY-F<	1 WRVE-F<	1 WGNA-AF<	1 WGY <	1 WGY	1 WGNA-AF<	1 WGNA-AF	1 WFLY-F	1 WGY >
2 WZRQ-F	2 WPYX-F	2 WRVE-F<	2 WGNA-AF	2 WRVE-F	2 WGNA-AF>	2 WGNA-AF	2 WGY	2 WFLY-F	2 WGNA-AF	2 WGNA-F>
3 WGNA-AF	3 WRVE-F	3 WGNA-AF	3 WFLY-F	3 WFLY-F<	3 WYJB-F	3 WFLY-F	3 WRVE-F	3 WRVE-F	3 WKLI-F	3 WRVE-F
4	4 WGNA-AF	WPYX-F	WPYX-F	4 WKLI-F	4 WKLI-F<	4 WQBK-F<	4 WFLY-F	4 WPYX-F	4 WPYX-F	4 WKLI-F
5	5 WQBK-F	5 WKLI-F	5 WKLI-F	WPYX-F	5 WABY	5 WPYX-F	5 WYJB-F<	5 WKLI-F	5 WGY	5 WPYX-F
6	6	6	6	6	6	6	6 WKLI-F	6 WGY	6	6
7	7	7	7	7	7	7	7 WPYX-F	7 WYJB-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WFLY-F>	1 WFLY-F	1 WFLY-F	1 WKLI-F<	1 WPYX-F	1 WPYX-F>	1 WPYX-F	1 WPYX-F	1 WPYX-F<
2 WPYX-F	2 WRVE-F	WRVE-F	2 WKLI-F<	2 WFLY-F	2 WFLY-F	2 WQBK-F<	2 WGNA-AF	2 WRVE-F<	2 WGNA-AF<
3 WKLI-F	3 WKLI-F	3 WKLI-F	3 WRVE-F	3 WKLI-F	3 WQBK-F	3 WGNA-AF	3 WRVE-F	3 WGNA-AF	3 WRVE-F>
4	4 WPYX-F	4 WPYX-F	4 WGNA-AF>	WRVE-F>	WZRQ-F	WZRQ-F<	4 WQBK-F	4 WQBK-F	4 WQBK-F
5 WGNA-AF	5 WGNA-AF	5	5 WYJB-F	5 WYJB-F	5	5 WRVE-F	5 WZRQ-F	5 WFLY-F	5 WGY
6	6	6	6	6 WGY	6	6 WFLY-F	6 WFLY-F	6 WZRQ-F	6 WFLY-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WBUG-F	101.1	FT. PLAIN	0.7/1.8
WCDA-F	96.3	VOORHEESVILLE	0.7/2.9
WCSS	1490	AMSTERDAM	0.6/1.5
WEMX-F	94.5	RAVENA	0.7/3.9
WHAZ	1330	TROY	0.3/1.4
WJKE-F	101.3	STILLWATER	0.3/1.9
WPTR	1540	ALBANY	0.6/3.6
WROW	590	ALBANY	0.4/3.7
WWCP-F	96.7	CLIFTON PARK	0.8/4.1
WZZM-F	93.5	CORINTH	0.5/0.9
WCKL	560	CATSKILL	0.3/1.0
WDRG-F	102.9	HARTFORD	0.3/0.7
WFAN	660	NEW YORK	0.5/1.1
WJIV-F	101.9	CHERRY VALLEY	0.5/1.6

ALBANY-SCHENECTEDY-TROY

RADIO STATIONS

WABY	,	1400,	1 KW	,	Standards	UNISTR, \$17.00	(Christal)	Bendat
WGY	,	810,	50 KW	,	Full Service	CBS, \$57.00	(Eastman)	Pennsylvania/Dame
WPTR	,	1540,	50 KW (DA-1)	,	Talk/News	ABC, MBS, \$18.00	(Torbet)	
WQBK	,	1300,	5 KW (DA-2)	,	Talk	NBC, ABC, \$20.00	(Banner)	
WROW	,	590,	5 KW/1 KW(DA-2)	,	See WYJB-FM			
WTRY	,	980,	5 KW (DA-N)	,	See WTRY-FM			
WCDA-F,		96.3,	0.2 KW @ 1118	,	Country		( --- )	(VOORHEES.)
WEQX-F,		102.7,	1.3 KW @ 759	,	AOR - New Rock	AP, ABC, \$19.00	( --- )	(MANCHESTER)
WFLY-F,		92.3,	17 KW @ 850	,	CHR	ABC, \$64.00	(Torbet)	
WGNA-F,		107.7,	12 KW @ 981	,	Country	UNISTR, \$95.00	(Katz)	Liberty
WRVE-F,		99.5,	15 KW @ 925	,	AC/AOR		(Eastman)	Pennsylvania/Dame
WHRL-F,		103.1,	3 KW @ 325	,	Jazz/NAC	MBS, \$17.00	( --- )	
WKLI-F,		100.9,	6 KW @ 285	,	AC		\$59.00 (Christal)	Bendat
WPYX-F,		106.5,	16 KW @ 909	,	AOR		\$61.00 (Mc-Guild)	Liberty
WQBK-F,		103.9,	6 KW @ 302	,	Classic AOR	UNISTR, \$40.00	(Banner)	
WYJB-F,		95.5,	12 KW @ 1023	,	Soft AC	ABC, \$42.00	(Torbet)	WFLY duop
WTRY-F,		98.3,	3 KW @ 328	,	Oldies	MBS, \$25.00	(Mc-Guild)	(ROTTERDAM)
WXLE-F,		104.5,	5 KW @ 351	,	AOR - PROG		\$16.00 ( --- )	(MECHANIC.)
WZRO-F,		102.3,	4 KW @ 387	,	AOR	SMN, \$17.00	(Eastman)	(BALSTON)



ALBUQUERQUE

Arbitron Rank/Pop (12+): 71/522,100  
 MSA Rank/Pop: 79/645,000  
 ADI # 51  
 Average Person Ratings: 16.1  
 Market TSL: 21.50 hours

Stations: 30/28  
 Diaries: 1442/362:1/49.0%  
 Sample Target: 1300  
 % Below Line: 1.9  
 % Not Listed: 11.6

1993 Revenue: \$19,700,000  
 HH Inc.: \$30,566  
 Retail \$: 5.3 Bil  
 Pop per Station: 18,646  
 #1 Biller: KRST-AF \$3,900,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KRST-F (C)	110/13.1	10.7	13.9	12.0	11.5	12.4		1365/26.1	24.1	25.0	E	KRST-F
2. KKOB (FS)	85/10.1	9.2	10.1	13.5	9.4	10.7		1160/22.2	21.4	22.4	D	KKOB
3. KKOB-F (AC)	67/ 8.0	7.1	5.2	7.4	7.3	6.9		1036/19.8	21.3	20.3	D	KKOB-F
4. KKSS-F (CHR)	59/ 7.0	7.1	7.8	7.8	7.4	7.4		940/18.0	17.6	19.5	C	KKSS-F
5. KZRR-AF (AOR)	49/ 5.8	5.3	5.7	5.1	6.9	5.5		795/15.2	15.9	16.3	D	KZRR-AF
6. KMGA-F (SAC)	43/ 5.1	4.6	4.7	4.2	6.2	4.7		621/11.9	15.1	15.3	B	KMGA-F
KZKL-F (O)	43/ 5.1	4.2	5.7	4.1	3.9	4.8		778/14.9	12.7	13.8	C	KZKL-E
8. KIVA (ST)	33/ 3.9	3.1	2.8	2.6	2.7	3.1		405/ 7.8	6.6	6.4	A	KIVA
9. KLSK-F (CL AOR)	30/ 3.6	3.1	3.7	5.6	4.0	4.0		674/12.9	12.1	15.0	B	KLSK-F
10. KHFM-F (CL)	29/ 3.4	4.7	2.8	3.7	4.8	3.7		453/ 8.7	9.9	10.9	B	KHFM-F
11. KASY-F (C)	28/ 3.3	5.1	3.8	4.1	4.1	4.1		550/10.5	12.9	11.6	B	KASY-F
12. KOLT-F (C)	23/ 2.7	1.8	1.8	2.2	2.5	2.1		436/ 8.4	8.7	8.1	B	KOLT-F
13. KZRQ-F (AOR)	22/ 2.6	3.3	2.5	4.3	4.8	3.2		517/ 9.9	9.4	9.9	B	KZRQ-F
14. KIOT-F (AOR-P)	18/ 2.1	1.3	0.7	0.2	---	1.1		262/ 5.0	4.0	---		KIOT-F
15. KAMX-AF (AC)	17/ 2.0	1.8	1.7	2.2	2.3	2.0		454/ 8.7	9.4	10.7	A	KAMX-AF
16. KKJY-F (SAC)	14/ 1.7	3.6	2.7	3.2	3.5	2.8		337/ 6.5	9.7	8.9	B	KKJY-F
17. KTMN-F (AOR-P)	12/ 1.4	1.6	0.3	---	---	1.1		257/ 4.9	5.2	---		KTMN-F
KARS-F (?)	12/ 1.4	0.5	0.9	1.0	---	1.0		78/ 1.5	1.4	---		KARS-F
19. KXKS (SP)	10/ 1.2	1.2	2.4	0.9	1.1	1.4		109/ 2.1	3.2	3.7	A	KXKS
20.												

12+ FM SHARE (METRO): 77.28% (575 of 744) (SUM 93: 79.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-F>	1 KRST-F>	1 KRST-F	1 KRST-F>	1 KKOB >	1 KRST-F<	1 KRST-F>	1 KRST-F>	1 KRST-F>	1 KRST-F>
2	2 KZRR-AF<	2 KKOB-F	2 KKOB-F	2 KRST-F>	2 KRST-F>	2 KRST-F>	2 KRST-F>	2 KRST-F>	2 KRST-F>	2 KRST-F>
3	3 KKSS-F<	3 KZRR-AF	3 KKOB	3 KKOB	3 KKOB-F<	3 KKOB-F>	3 KKOB-F	3 KKSS-F	3 KZRQ-F	3 KKSS-F
4	4 KKOB-F>	4 KKOB	4 KZRR-AF	4 KZRR-AF<	4 KIVA	4 KZRR-AF	4 KXTT-AF<	4 KZRR-AF<	4 KKOB-F<	4
5	5 KMGA-F	5 KKSS-F<	5 KZKL-F	5 KZKL-F	5 KZKL-F	5 KKSS-F	5 KMGA-F	5 KKOB	5 KKOB	5
6	6 KLSK-F	6 KMGA-F	6 KMGA-F	6 KMGA-F	6	6 KMGA-F	6 KZKL-F	6	6 KMGA-F	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKSS-F	1 KRST-F>	1 KRST-F	1 KRST-F	1 KRST-F	1 KZRR-AF	1 KRST-F<	1 KRST-F	1 KRST-F<	1 KRST-F
KRST-F	2 KKOB-F<	KKOB-F	2 KKOB-F>	2 KKOB-F>	KKSS-F	2 KZRR-AF>>	2 KZRR-AF	2 KZRR-AF	2 KKOB
3 KKOB-F	3 KKSS-F>	3 KMGA-F	3 KKSS-F	3 KMGA-F	3 KRST-F	3 KKSS-F	3 KLSK-F	3 KKOB <	3 KZRR-AF
4 KASY-F	4 KMGA-F	4 KKSS-F	4 KMGA-F>	4 KKOB	KZRQ-F	4 KKOB-F	4 KKOB-F	4 KKOB-F<	4 KZKL-F
5	5 KZRR-AF	5 KRZZ-AF	5 KKOB	5 KZKL-F	5 KMGA-F	KLSK-F	5 KKOB	5 KZKL-F<	5 KKOB-F
6	6	6	6 KZKL-F	6	KKOB-F	6 KZRQ-F	6	6 KLSK-F	6 KLSK-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KABQ	1350	ALBUQUERQUE	0.5/1.7	
KALY	1240	LOS RANCHOS	1.0/1.9	
KDEF	1150	ALBUQUERQUE	0.4/2.1	
KHTL	920	ALBUQUERQUE	0.4/2.2	
KJBO	1050	LOS RANCHOS	1.0/3.3	
KKIM	1000	ALBUQUERQUE	0.4/1.4	
KUCU-F	107.1	ARMILJO	0.8/2.4	
KBOM-F	106.7	LOS ALAMOS	0.5/3.6	

ALBUQUERQUE

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), Hispanic	, \$ 14.00 (Lotus)	
KARS, 860, 250 W/188 W, Hispanic	ABC, \$ 15.00 (Lotus)	(BELEN)
KIVA, 1310, 5 KW/500 W (DA-2), Standards	UNISTR, \$ 16.00 (Torbet)	
KJBO, 1050, 1 KW/500 W (DA-1), Oldies	SMN, \$ 15.00 ( --- )	(LOS RANCHOS)
KKOB, 770, 50 KW (DA-2), Full Service	ABC, \$ 60.00 (Banner)	Citadel
KHTL, 920, 1 KW/500 W (DA-N), Talk/News	NBC, CNN, \$ 20.00 (Christal)	Citadel
KXKS, 1190, 10 KW (DAYS), Hispanic	UPI, AP, \$ 18.00 (Caballero)	

FM STATIONS

KAMX, 107.9, 23 KW @ 4130, AOR	ABC, \$ 22.00 (Banner)	
KASY, 103.3, 23 KW @ 4185, Country	, \$ 26.00 (Christal)	
KBAC, 98.1, 100 KW @ 1036, AOR	, \$ 19.00 ( --- )	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, Classical	, \$ 29.00 (CMBS)	
KIOT, 102.5, 17 KW @ 4159, AOR-Prog	, \$ 19.00 ( --- )	(LOS LUNAS)
KKJY, 100.3, 23 KW @ 4110, Oldies - 70's	, \$ 23.00 (Torbet)	KAMX owner (D)
KKOB, 93.3, 22 KW @ 4149, AC	, \$ 60.00 (Banner)	Citadel
KKSS, 97.3, 100 KW @ 1876, CHR	, \$ 29.00 (D & R)	Sungroup (SANTA FE)
KLSK, 104.1, 100 KW @ 1876, Classic AOR	, \$ 31.00 (Eastman)	River City (SANTA FE)
KMGA, 99.5, 23 KW @ 4130, AC	UNISTR, \$ 30.00 (Christal)	Citadel
KOLT, 105.9, 100 KW @ 1935, Country	, \$ 23.00 (Katz)	Commonwealth (SANTA FE)
KRST, 92.3, 22 KW @ 4159, Country	, \$ 90.00 (Katz)	Commonwealth
KZKL, 101.7, 3 KW @ 105, Oldies	, \$ 28.00 (Christal)	Territorial (RIO RANCHO)
KZRQ, 105.1, 100 KW @ 1935, AOR	SMN, \$ 19.00 (Torbet)	Territorial (SANTA FE)
KZRR, 94.1, 23 KW @ 4130, AOR	Source, \$ 53.00 (Eastman)	River City

Miscellaneous: KQEO changes to KHTL and format to Talk (Sep). . . KDEF, KUCU-F sold for \$800,000 . . . KKJY-F changes from Soft AC to Oldies - 70's (Oct). . . KAMX-F changes from AC to AOR (Oct). . .

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/598,400  
 MSA Rank/Pop: 83/618,000  
 Philadelphia ADI  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 40/16  
 Diaries: 1261/475:1/57.7%  
 Sample Target: 1210  
 % Below Line: 20.0%  
 % Not Listed: 14.3%

1993 Revenue: \$17,500,000  
 HH Inc.: \$35,969  
 Retail \$: 5.3 Bil  
 Pop per Station: 37,400  
 #1 Biller: WLEV-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WZZO-F (AOR)	119/11.6	13.0	8.9	11.9	11.9	11.4		1457/24.3	27.4	24.4	E	WZZO-F
2. WAEB-F (CHR)	111/10.8	11.6	15.3	11.4	9.3	12.3		1653/27.6	30.7	30.3	D	WAEB-F
WFMZ-F (SAC)	111/10.8	9.2	8.7	8.3	10.6	9.3		1227/20.5	19.1	17.8	C	WFMZ-F
4. WLEV-F (AC)	99/ 9.6	9.9	10.9	11.8	11.9	10.6		1372/22.9	22.6	25.2	F	WLEV-F
5. WODE-F (O)	74/ 7.2	7.3	8.8	8.4	7.4	7.9		1283/21.4	19.8	22.4	E	WODE-F
6. WAEB (N/T)	52/ 5.0	6.4	7.4	4.3	6.1	5.8		816/13.6	14.6	15.8	C	WAEB
7. WXTU-F (C)	29/ 2.8	2.5	3.6	3.1	2.7	3.0		483/ 8.1	7.5	7.7		WXTU-F
8. WEST (ST)	25/ 2.4	2.1	1.9	2.9	2.5	2.3		249/ 4.2	5.1	3.9	A	WEST
9. WKKW (C)	24/ 2.3	2.7	1.8	2.2	2.6	2.3		332/ 5.5	5.6	5.5	B	WKKW
10. WKAP (ST/FS)	19/ 1.8	3.5	2.6	4.3	2.3	3.1		373/ 6.2	7.5	7.1	A	WKAP

12+ FM SHARE (METRO): 78.60% (694 of 883) (SUM 93: 77.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>	1 WZZO-F>	1 WZZO-F	1 WZZO-F<	1 WFMZ-F>	1 WZZO-F<	1 WZZO-F<	1 WZZO-F	1 WAEB-F	1 WZZO-F>
2 WZZO-F	2 WAEB-F>	2 WAEB-F	2 WLEV-F	2 WLEV-F	2 WLEV-F	2 WFMZ-F	2 WAEB-F<	2 WAEB-F<	2 WZZO-F<	2 WAEB <
WIOQ-F	3 WLEV-F>	3 WLEV-F	3 WAEB-F<	3 WODE-F<	3 WODE-F	WLEV-F	3 WFMZ-F<	3 WFMZ-F	3 WLEV-F	3 WAEB-F
4	4	4 WODE-F>	4 WODE-F>	4 WAEB-F>	4 WAEB	4 WAEB-F	4 WLEV-F	4 WODE-F<	4 WFMZ-F	4
5	5	5	5	5 WFMZ-F	5 WAEB-F	5 WAEB	5 WODE-F	5 WLEV-F	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F	1 WAEB-F>>	1 WAEB-F	1 WAEB-F	1 WLEV-F>	1 WZZO-F	1 WZZO-F>>>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F>>
2 WZZO-F	2 WLEV-F	2 WLEV-F	2 WLEV-F>	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WYSP-F	2 WAEB-F	2 WODE-F
3 WLEV-F	3 WZZO-F>	3 WODE-F	3 WODE-F	3 WODE-F<	3 WXTU-F	3 WYSP-F	3 WLEV-F	3 WODE-F	3 WLEV-F
4	4	WZZO-F	4 WZZO-F	4 WFMZ-F>	4 WLEV-F	4	4 WAEB-F	4 WLEV-F	4 WAEB-F
5	5	5	5 WFMZ-F	5 WZZO-F	5	5	5 WODE-F	5	5
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGPA	1100	BETHLEHEM	0.5/2.1
WHCY-F	106.3	BLAIRSTOWN, NJ	0.5/1.9
WIPI	1230	EASTON	0.6/1.9
WLSH	1410	LANSFORD	0.7/0.9
WRNJ	1000	HACKETTSTOWN, NJ	0.8/1.6
WRNJ-F	107.1	BELVIDERE, NJ	0.8/2.2
WYNS	1160	LEHIGHTOWN	0.4/1.6
WBYN-F	107.5	BOYERTOWN	1.3/4.1
WIOV-F	105.1	EPHRATA	0.8/1.1
WKRZ-F	98.5	WILKES-BARRE	0.9/2.6
WMGS-F	92.9	WILKES-BARRE	0.7/1.7
WRFY-F	102.5	READING	0.5/2.0

SEE NEW YORK OR PHILADELPHIA FOR MORE ABOUT THE FOLLOWING:

KYW	1.1/5.7	WJJZ-F	0.5/2.0	WPST-F	0.3/2.7
WABC	1.3/3.1	WMGK-F	0.4/3.2	WUSL-F	0.3/2.6
WDAS-F	0.3/1.1	WMMR-F	0.9/3.9	WVDB-F	1.4/2.9
WFAN	0.9/3.0	WOGL-F	0.4/1.9	WXRK-F	0.3/1.4
WFLN-F	0.6/2.3	WOR	0.6/2.3	WYSP-F	1.7/7.8
WIOQ-F	1.1/4.3	WPLJ-F	0.5/1.8	WYXR-F	0.8/3.9

ALLENTOWN-BETHLEHEM

RADIO STATIONS

WAEB, 790, 3.8 KW/1 KW (DA-2), News/Talk	CBS, MBS, \$ 34.00 (Katz)	CRB
WEST, 1400, 1 KW, Standards	SMN, NBC, \$ 18.00 (McGuild)	Telemidia
WKAP, 1320, 5 KW/1 KW (DA-2), Standards/FS	AP, UNISTR, \$ 16.00 (D & R)	Holt
WXKW, 1470, 5 KW (DA-N), Country	\$ 23.00 (Eastman)	HGF
WAEB-F, 104.1, 50 KW @ 500, CHR	\$ 45.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ	\$ 50.00 (Torbet)	Dean
WLEV-F, 96.1, 50 KW @ 500, AC	\$ 93.00 (McGuild)	Telemidia
WODE-F, 99.9, 50 KW @ 449, Oldies	\$ 70.00 (D & R)	Roth
WZZO-F, 95.1, 30 KW @ 630, AOR	\$ 73.00 (Katz)	CRB

Other Ranked Stations -- See Philadelphia or New York

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

ATLANTA

Arbitron Rank/Pop (12+): 12/2,281,900

Stations: 22/20  
Diaries: 2943/ 911:1/49.7%  
Sample Target: 2860  
% Below Line: 8.3  
% Not Listed: 11.6

1993 Revenue: \$120,000,000  
HH Inc.: \$37,649  
Retail \$: 27.5 Bil  
Pop per Station: 134,095  
#1 Biller: WVEE-F \$14,600,000

MSA Rank/Pop: 9/3,260,000  
ADI # 10  
Average Person Ratings: 16.7  
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WVEE-F (B)	542/12.1	11.1	2.9	13.5	13.2	12.4		5148/19.2	17.6	20.2	I	WVEE-F
2. WKHX-F (C)	412/ 9.2	10.5	9.2	8.9	7.4	9.5		5645/21.0	19.8	16.3	H	WKHX-F
3. WPCH-F (SAC)	308/ 6.9	6.1	6.9	7.1	8.1	6.8		4921/18.3	17.7	22.3	I	WPCH-F
4. WSB -F (AC)	298/ 6.7	6.3	6.4	6.2	5.6	6.4		4754/17.7	17.1	19.4	H	WSB -F
5. WSB (FS/T)	260/ 5.8	5.9	6.2	5.6	6.7	5.9		4483/16.7	16.3	17.8	I	WSB
6. WNNX-F (AOR-NR)	253/ 5.7	5.6	4.3	4.0	4.9	4.9		3922/14.6	14.0	13.3	G	WNNX-F
7. WSTR-F (CHR)	249/ 5.6	5.2	5.7	7.2	6.3	5.9		4740/17.7	16.8	17.2	H	WSTR-F
8. WALR-F (B/AC)	210/ 4.7	4.6	4.8	5.0	5.3	4.8		3505/13.1	11.5	12.8	F	WALR-F
9. WKLS-F (AOR)	209/ 4.7	5.5	5.3	4.8	5.0	5.1		4099/15.3	13.3	14.2	H	WKLS-F
10. WZGC-F (CL AOR)	201/ 4.5	3.3	3.5	3.5	3.4	3.7		3812/14.2	13.0	14.2	H	WZGC-F
11. WFOX-F (O)	174/ 3.9	4.1	3.8	3.8	4.8	3.9		3668/13.7	13.3	16.1	H	WFOX-F
12. WGST (N/T)	172/ 3.8	3.8	3.6	3.8	6.5	3.8		2996/11.2	12.9	18.3	I	WGST
13. WYAY-F (C)	164/ 3.7	4.8	5.1	4.9	3.9	4.6		3073/11.5	11.6	9.8	G	WYAY-F
14. WJZF-F (J)	148/ 3.3	2.7	2.5	1.0	0.9	2.4		2292/ 8.5	6.4	4.2		WJZF-F
15. WGST-F (N/T)	105/ 2.3	1.8	1.8	0.9	0.4	1.7		1781/ 6.6	6.8	2.4		WGST-F
16. WAOK (G)	83/ 1.9	2.3	2.7	2.4	3.1	2.3		1162/ 4.3	4.8	5.3	C	WAOK
17. WCNN (SPRTS)	52/ 1.2	1.0	1.1	0.9	0.7	1.1		1152/ 4.3	3.5	3.3	C	WCNN
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.78% (3310 of 3951) (SUM 93: 77.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WKHX-F<	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F>>	1 WKHX-F
2 WSTR-F>	2 WNNX-F	2 WKHX-F<	2 WSB -F<	2 WKHX-F<	2 WPCH-F<	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WKHX-F<	2 WVEE-F
3	3 WKHX-F	3 WSB -F	3 WKHX-F	3 WSB -F	3 WSB	3 WSB >	3 WPCH-F<	3 WPCH-F	3 WPCH-F<	3 WSB
4	4 WSTR-F	4 WNNX-F	4 WALR-F<	4 WPCH-F	4 WSB -F	4 WSB -F	4 WSB -F	4 WSB -F	4 WALR-F	4 WALR-F
5	5 WKLS-F<	5 WZGC-F<	5 WZGC-F<	5 WALR-F<	5 WVEE-F	5 WSTR-F	5 WSB <	5 WNNX-F	5 WNNX-F	5 WSB -F
6	6 WZGC-F<	6 WKLS-F<	6 WKLS-F	6 WZGC-F<	6 WFOX-F<	WPCH-F	6 WNNX-F<	6 WSTR-F	WSTR-F	6 WYAY-F
7	7 WSB -F	7 WALR-F<	WPCH-F	7 WKLS-F	7 WGST	7 WNNX-F	7 WGST	7 WKLS-F	7 WSB	7 WKLS-F
8	8	8 WPCH-F	8	8 WFOX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F>	1 WVEE-F<	1 WNNX-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F<
2 WSTR-F	2 WNNX-F	2 WNNX-F	2 WSB -F	2 WSB -F	2 WVEE-F	2 WNNX-F	2 WKLS-F	2 WZGC-F<	2 WKHX-F
3 WNNX-F	3 WSTR-F<	3 WSB -F	3 WKHX-F	3 WPCH-F<	3 WZGC-F	3 WZGC-F<	3 WZGC-F	3 WKHX-F<	3 WZGC-F<
4 WKHX-F	4 WKHX-F	4 WKHX-F	4 WSTR-F<	4 WKHX-F	4 WKHX-F	4 WNNX-F<	4 WKHX-F	4 WKLS-F	4 WKLS-F
5	5 WSB -F>	5 WSTR-F	5 WNNX-F	5 WALR-F	5 WPCH-F	5 WKHX-F>	5 WNNX-F	5 WNNX-F>	5 WSB -F
6	6 WPCH-F	6 WPCH-F	WPCH-F	6 WFOX-F	6 WKLS-F	6	6 WSB -F	6 WSB -F	6 WSB
7	7 WALR-F	7 WALR-F	7 WALR-F	7 WSTR-F<	7	7	7 WSB	7 WALR-F	7 WGST
8	8	8	8	8 WNNX-F	8	8	8 WJZF-F	8	8 WJZF-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WAFS	920	ATLANTA	0.4/1.6
WGKA	1190	ATLANTA	0.5/0.9
WQXI	790	ATLANTA	0.8/1.9
WTSH-F	107.1	ROCKMART	0.3/1.1
WVFJ-F	93.3	MANCHESTER	0.5/1.8

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel		\$ 50.00	(Mc-Guild)	Granum
WCNN,	680,	50 KW/10 KW (DA-N),		Sports	CNN, UNISTR,	\$ 33.00	(Banner)	Midwestern (Dickey)
WGKA,	1190,	10 KW (DAYS)	,	Classical		\$ 35.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC, CBS,	\$180.00	(Katz)	Jacor
WQXI,	790,	5 KW/1 KW (DA-N)	,	Standards	UNISTR, TALKNT,	\$ 50.00	(CBS)	Jefferson-Pilot
WSB,	750,	50 KW	,	Full Service/Talk	AP,	\$215.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black/AC	UNISTR,	\$110.00	(Banner)	Midwestern (Dickey)	(ATHENS)
WFOX,	97.1,	97 KW @ 1571	,	Oldies		\$173.00	(Group W)	Shamrock	(GAINESVILLE)
WGST,	105.7,	50 KW @ 492	,	See WGST-AM					(CANTOR)
WJZF,	104.1,	60 KW @ 1217	,	Jazz	CBS, \$ NA		(Christal)	Cox	(LA GRANGE)
WKHX,	101.5,	99 KW @ 968	,	Country		\$200.00	(Katz)	Cap Cities/ABC	
WKLS,	96.1,	99 KW @ 984	,	AOR	Source,	\$210.00	(Katz)	Great American	
WNNX,	99.7,	100 KW @ 1033	,	AOR - New Rock		\$148.00	(MMR)	Susquehanna	
WPCH,	94.9,	99 KW @ 983	,	Soft AC	CBS,	\$240.00	(Eastman)	Jacor	
WSB,	98.5,	100 KW @ 918	,	AC		\$200.00	(Christal)	Cox	
WSTR,	94.1,	100 KW @ 909	,	CHR/AC		\$170.00	(CBS)	Jefferson-Pilot	
WVEE,	103.3,	100 KW @ 1020	,	Black	ABC,	\$300.00	(Mc-Guild)	Granum	
WYAY,	106.7,	99 KW @ 1401	,	Country		\$155.00	(Mc-Guild)	Cap Cities/ABC	
WZGC,	92.9,	99 KW @ 909	,	Classic AOR		\$185.00	(D&R)	Infinity	

AUSTIN

Arbitron Rank/Pop (12+): 55/759,000  
 MSA Rank/Pop: 62/925,000  
 ADI # 66  
 Average Person Ratings: 15.5  
 Market TSL: 21.00 hours

Stations: 24/20  
 Diaries: 1625/467:1/48.8%  
 Sample Target: 1550  
 % Below Line: 3.1  
 % Not Listed: 17.9

1993 Revenue: \$27,500,000  
 HH Inc.: \$32,487  
 Retail \$: 7.9 Bil  
 Pop per Station: 37,950  
 #1 Biller: KASE-F \$6,700,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KASE-F (C)	172/14.6	15.9	12.8	15.5	11.5	14.7		2179/28.7	27.0	25.1	G	KASE-F
2. KHFI-F (CHR)	110/ 9.4	10.1	11.0	9.1	9.5	9.9		1573/20.7	23.9	23.3	D	KHFI-F
3. KKMJ-F (SAC)	77/ 6.5	6.3	6.5	6.4	7.4	6.4		1162/15.3	16.2	18.3	E	KKMJ-F
4. KLBJ-F (AOR)	73/ 6.2	5.9	5.6	6.2	5.7	6.0		1371/18.1	16.5	17.8	D	KLBJ-F
5. KVET-F (C)	71/ 6.0	6.1	6.6	7.2	5.3	6.5		1332/17.5	14.8	14.1	D	KVET-F
6. KLBJ (N/T)	65/ 5.5	7.5	7.8	6.8	6.9	6.9		1041/13.7	16.1	16.6	D	KLBJ
7. KPEZ-F (CL AOR)	54/ 4.6	4.6	4.2	4.5	5.8	4.5		1086/14.3	13.4	15.9	C	KPEZ-F
8. KGSR-F (AOR-P)	47/ 4.0	3.7	3.5	3.5	4.2	3.7		765/10.1	9.1	10.6	C	KGSR-F
9. KEYI-F (AC)	46/ 3.9	3.2	3.6	3.7	4.5	3.6		889/11.7	11.8	13.2	B	KEYI-F
10. KFGI-F (O)	41/ 3.5	3.5	2.6	4.1	2.5	3.4		821/10.8	11.1	9.9	B	KFGI-F
11. KUTZ-F (AOR)	40/ 3.4	2.8	3.7	2.5	4.5	3.1		652/ 8.6	9.4	9.3	B	KUTZ-F
12. KVET (C)	23/ 2.0	1.7	1.9	1.5	1.3	1.8		415/ 5.5	5.3	4.8		KVET
KNNC-F (AOR-NR)	23/ 2.0	1.7	1.7	2.1	2.1	1.9		577/ 7.6	7.9	7.7		KNNC-F
14. KHHT-F (C)	22/ 1.9	2.3	1.8	2.0	1.5	2.0		744/ 9.8	8.8	8.0		KHHT-F
15. KXTN-F (SP)	19/ 1.6	1.3	0.9	0.6	0.9	1.0		182/ 2.4	1.9	2.1		KXTN-F
16. KJCE (O)	17/ 1.4	1.2	1.6	0.3	0.1	1.1		218/ 2.9	2.7	0.6		KJCE
17. KKLB-F (SP)	15/ 1.3	1.4	1.2	1.4	0.5	1.3		211/ 2.8	3.9	3.0		KKLB-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.87% (819 of 965) (SUM 93: 80.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F>>	1 KASE-F<	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F>	1 KASE-F>>
2 KASE-F>	2 KHFI-F>	2 KHFI-F	2 KLBJ-F<	2 KKMJ-F<	2 KKMJ-F<	2 KVET-F	2 KHFI-F	2 KHFI-F>	2 KASE-F>>	2 KVET-F
3	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F<	3 KLBJ	3 KHFI-F	3 KKMJ-F<	3 KLBJ-F<	3 KLBJ-F	3 KHFI-F
4	4 KPEZ-F	4 KKMJ-F<	4 KVET-F	4 KVET-F	4 KVET-F>	4 KLBJ-F<	4 KLBJ	4 KKMJ-F<	4 KPEZ-F	4 KKMJ-F
5	5 KUTZ-F	5 KPEZ-F<	5 KPEZ-F<	5 KPEZ-F	5 KFGI-F	5 KKMJ-F	5 KVET-F	5 KVET-F	5 KKMJ-F	5
6	6	6 KVET-F	6 KGSR-F	6 KGSR-F<	6	6 KLBJ	6	6	6	6
7	7	7	7 KHFI-F	7 KHFI-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KHFI-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F	1 KASE-F<	1 KPEZ-F	1 KASE-F	1 KASE-F>
2 KASE-F	2 KASE-F>>	2 KHFI-F	2 KHFI-F>	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	2 KASE-F	2 KLBJ-F	2 KPEZ-F
3 KKMJ-F	3 KEYI-F	3 KLBJ-F	3 KKMJ-F	3 KHFI-F	3 KUTZ-F	3 KUTZ-F	3 KLBJ-F	3 KPEZ-F	3 KVET-F
4	4 KLBJ-F<	4 KEYI-F	4 KEYI-F	4 KEYI-F<	4 KHFI-F	4 KPEZ-F	4 KUTZ-F	4 KVET-F	4 KLBJ-F
5	5 KKMJ-F	5	5 KLBJ-F	5 KLBJ-F	5	5 KHFI-F	5 KVET-F	5 KUTZ-F	5 KLBJ
6	6	6	6	6 KVET-F	6	6	6 KHFI-F	6 KGSR-F	6 KGSR-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KELG	1440	ELGIN	0.6/1.4
KFON	1490	AUSTIN	0.4/1.3
KIXL	970	DEL VALLE	0.9/2.7
KTXZ	1560	WEST LAKE HILLS	0.9/1.3
KISS-F	99.5	SAN ANTONIO	0.3/1.2
KSAH	720	SAN ANTONIO	0.8/1.6
WACO-F	99.9	WACO	0.4/1.7

AUSTIN

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RADIO STATIONS

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KELG	,	1440,	500 W	,	Hispanic	,	\$ 15.00	(Caballero)	
KIXL	,	970,	1 KW (DA-1)	,	Religion	,	\$ 16.00	(Republic)	Signature
KLBJ	,	590,	5 KW/1 KW (DA-N)	,	News/Talk	CBS, MBS,	\$ 60.00	(Eastman)	
KVET	,	1300,	5 KW/1 KW (DA-2)	,	Country	ABC,	\$ NA	(Katz)	
KASE-F	,	100.7,	100 KW @ 1191	,	Country	,	\$145.00	(Katz)	
KEYI-F	,	103.5,	100 KW @ 1256	,	AC	,	\$ 39.00	(Christal)	
KFGI-F	,	94.7,	97 KW @ 1256	,	Oldies	UNISTR,	\$ 33.00	(MMR)	Amaturo (LULING)
KGSR-F	,	107.1,	46 KW @ 518	,	AOR-PROG	,	\$ 42.00	(Mc-Guild)	Beasley (BASTROP)
KHFI-F	,	96.7,	100 KW @ 686	,	CHR	,	\$ 54.00	(Christal)	Clear Channel (GEORGETOWN)
KHHT-F	,	93.3,	93 KW @ 1948	,	Oldies - 70's	UNISTR,	\$ 30.00	(Eastman)	KLBJ duop (KILLEEN)
KKLB-F	,	92.5,	1.6 KW @ 449	,	Hispanic	,	\$ 27.00	(Caballero)	(ELGIN)
KKMJ-F	,	95.5,	100 KW @ 1000	,	Soft AC	,	\$ 75.00	(MMR)	Amaturo
KLBJ-F	,	93.7,	100 KW @ 1050	,	AOR	,	\$ 68.00	(Eastman)	
KNNC-F	,	107.7,	8 KW @ 538	,	AOR - New Rock	,	\$ 25.00	(K&P)	(GEORGETOWN)
KPEZ-F	,	102.3,	20 KW @ 686	,	Classic AOR	,	\$ 44.00	(Christal)	Clear Channel
KUTZ-F	,	98.9,	19 KW @ 1814	,	AOR	ABC, SMN,	\$ 28.00	(Torbet)	Shamrock (Lynett) (LAMPASAS)
KVET-F	,	98.1,	100 KW @ 686	,	Country	ABC,	\$ 55.00	(Katz)	Spur

Miscellaneous: KHHT-F changes from Country to Oldies - 70's. . .



BAKERSFIELD

Arbitron Rank/Pop (12+): 86/412,600  
 MSA Rank/Pop: 86/618,000  
 ADI # 131  
 Average Person Ratings: 15.4  
 Market TSL: 21.00 hours

Stations: 28/24  
 Diaries: 1143/360:1/47.1%  
 Sample Target: 1080  
 % Below Line: 3.0%  
 % Not Listed: 16.4%

1993 Revenue: \$13,300,000  
 HH Inc.: \$30,684  
 Retail \$: 4.0 Bil  
 Pop per Station: 17,167  
 #1 Biller: KUZZ-AF \$2,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level
1. KUZZ-F (C)	101/16.0	13.5	15.3	17.2	15.0	15.5		1205/29.2	27.4	30.2	KUZZ-F
2. KRAB-F (AOR)	52/ 8.2	7.5	5.2	6.2	7.4	6.8		741/18.0	17.6	14.9	KRAB-F
3. KKXX-F (CHR)	47/ 8.4	10.4	7.2	9.2	6.3	8.6		851/20.7	24.9	21.4	KKXX-F
4. KERN (N/T)	44/ 7.0	8.4	8.4	6.3	7.1	7.5		561/13.6	14.5	14.2	KERN
5. KIWI-F (SP)	39/ 6.2	5.3	6.0	5.5	5.4	5.8		411/10.0	9.0	6.4	KIWI-F
6. KERN-F (O)	36/ 5.7	4.3	3.8	4.9	4.6	4.7		592/14.4	14.1	13.1	KERN-F
7. KGFM-F (SAC)	32/ 5.1	6.6	4.6	5.2	4.7	5.4		516/12.5	14.7	11.0	KGFM-F
8. KLLY-F (AC)	30/ 4.7	3.7	4.9	4.1	4.1	4.4		503/12.2	10.2	9.9	KLLY-F
9. KSUV-F (SP)	20/ 3.2	3.6	3.2	3.3	4.0	3.3		241/ 5.8	7.5	5.8	KSUV-F
10. KCWR (C)	18/ 2.8	1.2	2.6	1.6	4.1	2.1		216/ 5.2	4.1	7.2	KCWR
11. KNZR (N)	12/ 1.9	2.6	1.5	1.4	1.6	1.9		267/ 6.5	8.3	6.0	KNZR
12. KTIE-F (C)	10/ 1.6	1.4	1.2	0.9	1.2	1.3		226/ 5.5	7.0	7.7	KTIE-F
13. KWAC (SP)	9/ 1.4	2.2	2.8	1.7	2.8	2.0		131/ 3.2	4.5	6.0	KWAC
KXHA-F (SP?)	9/ 1.4	---	---	---	---	---		147/ 3.6	---	---	KXHA-F
15. KCNQ-F (C)	8/ 1.3	1.2	2.1	0.8	1.6	1.4		101/ 2.5	1.6	2.8	KCNQ-F

12+ FM SHARE (METRO): 78.64% (416 of 529) (SUM 93: 76.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KUZZ-F<	1 KUZZ-F>	1 KUZZ-F>>	1 KUZZ-F>>	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>>	1 KUZZ-F>	1 KUZZ-F
2 KUZZ-F	2 KRAB-F	2 KRAB-F	2 KRAB-F	2 KRAB-F<	2 KERN >	2 KRAB-F	2 KERN	2 KKXX-F<	2 KKXX-F<	2 KRAB-F
3 KRAB-F	3 KKXX-F	3 KKXX-F	3 KERN-F	3 KERN-F<	3 KERN-F	3 KERN	3 KKXX-F	3 KERN	3 KRAB-F>	3 KIWI-F
4	4 KIWI-F>	4 KIWI-F	4 KIWI-F	4 KERN	4 KGFM-F	4 KERN-F	4 KLLY-F<	4 KRAB-F	4 KERN-F	4
5	5 KLLY-F	5 KERN-F	5 KLLY-F	5 KIWI-F	5 KCWR	5 KIWI-F<	5 KGFM-F	5 KGFM-F	5 KIWI-F	5
6	6	6 KLLY-F	6	6	6	6 KKXX-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F	1 KUZZ-F	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KKXX-F	1 KRAB-F	1 KRAB-F	1 KUZZ-F	1 KUZZ-F>
2 KUZZ-F	2 KKXX-F<	2 KLLY-F	2 KLLY-F	2 KLLY-F	KRAB-F	2 KUZZ-F>	2 KUZZ-F	2 KRAB-F>	2 KRAB-F
KRAB-F	3 KLLY-F<	3 KKXX-F	3 KERN-F	3 KERN-F	KUZZ-F	3 KKXX-F<	3 KIWI-F	3 KKXX-F<	3 KERN
4 KGFM-F	4 KRAB-F	4 KRAB-F	4 KKXX-F	4 KGFM-F>	4 KTIE-F	4 KIWI-F	4 KGEO	4 KIWI-F	4 KIWI-F<
KIWI-F	5 KGFM-F	5 KGFM-F	5 KIWI-F	5 KIWI-F	5 KIWI-F	5	5 KKXX-F	5 KERN	5 KERN-F
6	6 KIWI-F	6 KIWI-F	6 KERN-F	6 KRAB-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
KAFY	970	BAKERSFIELD	0.9/3.7	
KCHJ	1010	DELANO	0.8/2.7	
KDNO-F	98.5	DELANO	0.8/2.1	
KERI	1180	WASCO	0.6/3.0	
KGEO	1230	BAKERSFIELD	1.1/2.9	
KHIS-F	96.5	BAKERSFIELD	0.9/4.0	
KKGO-AF	1050	FRAZIER PARK	0.5/1.5	
KMYX-F	103.9	TAFT	1.1/2.4	
KBOS-F	94.9	TULARE	0.9/3.8	
KFI	640	LOS ANGELES	0.5/2.3	
KLOS-F	95.5	LOS ANGELES	1.1/1.7	
KMJ	580	FRESNO	0.5/1.2	

BAKERSFIELD

RADIO STATIONS

KCWR	,	550,	5 KW (DA-2)	,	Country	,	\$ NA	(Katz)	Buck Owens
KERN	,	1410,	1 KW	,	News/Talk	TALKNT, ABC,	\$ NA	(Christal)	American General
KNZR	,	1560,	10 KW (DA-2)	,	News	CBS, CNN,	\$ NA	(D & R)	Buckley
KWAC	,	1490,	1 KW	,	Hispanic	,	\$ NA	(Lotus)	
KCHT-F,		99.3,	6 KW @ 144	,	CHR	SMN,	\$ NA	( --- )	Dwight Case
KERN-F,		94.1,	4.5 KW @ 1309	,	Oldies	,	\$ NA	(Christal)	American General
KGFM-F,		101.5,	4.8 KW @ 1279	,	Soft AC/EZ	UNISTR,	\$ NA	(Christal)	
KIWI-F,		92.1,	6 KW @ 164	,	Hispanic	,	\$ NA	( --- )	
KKBB-F,		97.7,	3 KW @ 298	,	AOR - Classic	,	\$ NA	(Eastman)	Caballero (SHAFTER)
KKXX-F,		105.3,	35 KW @ 581	,	CHR	,	\$ NA	(D & R)	KRAB duop (DELANO)
KLLY-F,		95.3,	13 KW @ 462	,	AC	AP,	\$ NA	(D & R)	Buckley (OIL DALE)
KRAB-F,		106.3,	4 KW @ 374	,	AOR	,	\$ NA	(Banner)	(GREENACRE)
KUZZ-F,		107.9,	5.8 KW @ 1358	,	Country	,	\$77.00	(Katz)	Buck Owens
KSUV-F,		102.9,	21 KW @ 364	,	Hispanic	,	\$ NA	(Caballero)	Caballero

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,036,100  
 MSA Rank/Pop: 17/2,460,000  
 ADI # 22  
 Average Person Ratings: 17.5  
 Market TSL: 23.00 hours

Stations: 39/21  
 Diaries: 2727/ 747:1/50.5%  
 Sample Target: 2500  
 % Below Line: 17.9  
 % Not Listed: 12.3

1993 Revenue: \$63,500,000  
 HH Inc.: \$37,655  
 Retail \$: 18.9 Bil  
 Pop per Station: 96,957  
 #1 Biller: WBAL \$10,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WPOC-F (C)	297/ 8.3	7.5	7.7	9.9	8.9	8.4		3534/17.4	17.3	17.0	H	WPOC-F
2. WBAL (N/T)	287/ 8.0	8.8	8.5	8.6	10.6	8.5		4236/20.8	21.5	23.0	I	WBAL
3. WIYY-F (AOR)	222/ 6.2	4.4	5.2	5.5	4.5	5.3		3060/15.0	14.4	13.4	G	WIYY-F
4. WWMX-F (AC)	220/ 6.2	5.3	6.7	4.8	3.7	5.8		3342/16.4	15.6	13.4	H	WWMX-F
5. WQSR-F (O)	190/ 5.3	5.9	6.4	5.7	5.3	5.8		3155/15.5	14.3	14.9	H	WQSR-F
6. WXYV-F (B)	172/ 4.8	6.7	6.1	5.8	6.0	5.9		2901/14.2	15.4	15.6	G	WXYV-F
7. WERQ-F (B/CHR)	170/ 4.8	6.0	5.4	4.5	4.6	5.2		2996/14.7	14.0	13.4	D	WERQ-F
8. WLIF-F (SAC)	157/ 4.4	5.2	6.9	4.2	5.7	5.2		2395/11.8	12.1	13.8	G	WLIF-F
9. WHFS-F (AOR-P)	154/ 4.3	3.9	3.3	3.2	3.0	3.7		2739/13.5	12.7	8.1		WHFS-F
10. WSSF-F (SAC)	134/ 3.8	3.6	3.5	3.0	2.3	3.5		2182/10.7	11.6	10.5		WSSF-F
11. WWIN-F (B/AC)	124/ 3.5	2.9	3.6	3.7	3.6	3.4		1664/ 8.2	7.0	9.6	D	WWIN-F
12. WCBM (T)	105/ 2.9	3.1	3.0	4.4	3.4	3.4		1434/ 7.0	6.3	8.6	D	WCBM
13. WCAO (G)	96/ 2.7	3.0	2.2	2.5	2.3	2.6		1171/ 5.8	5.3	4.9		WCAO
14. WRBS-F (REL)	76/ 2.1	1.5	1.3	1.5	1.9	1.6		773/ 3.8	3.7	4.9		WRBS-F
15. WGRX-F (CL AOR)	71/ 2.0	1.9	2.7	2.6	2.4	2.3		1847/ 9.1	7.2	9.9	C	WGRX-F
16. WPGC-F (CHR/U)	70/ 2.0	2.2	1.8	1.7	1.9	1.9		1544/ 7.6	8.2	8.1		WPGC-F
17. WJFK (T)	68/ 1.9	2.0	1.5	1.0	1.6	1.6		853/ 4.2	4.9	3.9		WJFK
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.28% (2386 of 3128) (SUM 93: 70.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERQ-F	1 WIYY-F>	1 WIYY-F	1 WPOC-F	1 WPOC-F<	1 WBAL	1 WBAL	1 WWMX-F<	1 WPOC-F	1 WBAL >	1 WPOC-F<
2 WIYY-F	2 WWMX-F	2 WPOC-F<	2 WQSR-F	2 WQSR-F	2 WPOC-F>	2 WPOC-F	2 WPOC-F	2 WIYY-F<	2 WERQ-F	2 WBAL
3 WXYV-F	3 WHFS-F	3 WWMX-F	3 WWMX-F>	3 WWMX-F>	3 WQSR-F	3 WQSR-F	3 WIYY-F<	3 WWMX-F<	3 WPOC-F	3 WXYV-F
4 WWMX-F	4 WXYV-F<	4 WQSR-F	4 WIYY-F<	4 WIYY-F	4 WLIF-F	4 WWMX-F	4 WBAL	4 WBAL	4 WIYY-F	4 WWMX-F
5	5 WERQ-F	5 WXYV-F	5 WXYV-F	5 WWIN-F	5 WSSF-F	5 WIYY-F	5 WLIF-F	5 WLIF-F	5 WXYV-F	5 WERQ-F
6	6 WPOC-F	6 WHFS-F	6 WHFS-F<	6 WXYV-F	6 WWMX-F	6 WXYV-F	6 WQSR-F	6 WQSR-F<	6 WWIN-F	6 WWIN-F
7	7	7 WERQ-F	7 WWIN-F<	7 WBAL <	7 WCBM	7 WCBM	7	7 WERQ-F	7 WHFS-F	7 WQSR-F
8	8	8	8 WBAL	8 WLIF-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWMX-F	1 WWMX-F>	1 WWMX-F>	1 WWMX-F	1 WPOC-F	1 WIYY-F	1 WIYY-F>>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F
2 WERQ-F	2 WXYV-F<	2 WPOC-F	2 WPOC-F>	2 WWMX-F	2 WERQ-F	2 WHFS-F>	2 WHFS-F	2 WHFS-F	2 WQSR-F
3 WIYY-F	3 WERQ-F<	3 WXYV-F	3 WXYV-F<	3 WQSR-F	3 WHFS-F	3 WXYV-F	3 WJFK	3 WQSR-F	3 WBAL
4 WXYV-F	4 WPOC-F	4 WERQ-F	4 WQSR-F	4 WLIF-F	4 WXYV-F	4 WERQ-F<	4 WXYV-F	4 WBAL	4 WPOC-F
5 WHFS-F	5 WIYY-F	5 WHFS-F	5 WERQ-F	5 WWIN-F<	5 WJFK	5 WJFK	5 WQSR-F	5 WQSR-F	5 WHFS-F
6 WPOC-F	6 WHFS-F	6 WCAO	6 WLIF-F	6 WXYV-F	6 WPOC-F	6	6 WGRX-F	6 WXYV-F	6 WXYV-F
7	7	7 WLIF-F	7 WWIN-F<	7	7	7	7 WPOC-F	7 WJFK	7 WWIN-F
8	8	8 WRQX-F	8 WHFS-F	8	8	8	8 WQSR-F	8	8
9	9	9	9	9	9	9	9	9	9

BALTIMORE

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WBGR	860	BALTIMORE	0.8/2.3
WITH	1230	BALTIMORE	0.7/2.9
WOLB	1010	BALTIMORE	0.4/1.1
WWIN	1400	BALTIMORE	1.0/3.1
WWLG	1360	BALTIMORE	1.1/2.0
WXCY-F	103.7	HAVRE DE GRACE	0.3/1.2
WXZL-F	103.1	GRASONVILLE	0.4/1.9

SEE WASHINGTON FOR MORE ABOUT THE FOLLOWING:

WARW-F	0.5/1.8	WHUR-F	1.1/4.2	WRQX-F	1.4/4.4
WASH-F	0.5/2.9	WJFK-F	0.5/1.9	WTOP	0.7/4.3
WBIG-F	0.7/2.7	WKYS-F	0.4/2.8	WWDC-F	1.4/6.8
WFRE-F	0.9/2.0	WMAL	0.4/1.4	WYCR-F	0.4/1.5
WGAY-F	0.3/2.0	WMZO-AF	0.5/2.7		

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, News/Talk	CBS, \$ 160.00 (D&R)	Hearst
WBGR, 860,	2.5 KW/100 W (DA-1),	Gospel	AURN, \$ 30.00 (Roslin)	Mortenson
WCAO, 600,	5 KW (DA-1)	, Gospel	NBC, \$ 41.00 (Mc-Guild)	Granum
WCBM, 680,	10 KW/5 KW (DA-2)	, Talk	ABC, NBC, \$ 47.00 (Katz)	
WITH, 1230,	1 KW	, Standards	MBS, \$ 35.00 (Roslin)	Guardian
WWIN, 1400,	1 KW	, Gospel	, \$ 28.00 (Torbet)	Radio One

FM STATIONS

WERQ, 92.3,	37 KW @ 571,	Black/CHR	AP, \$ 87.00 (MMR)	Radio One
WGRX, 100.7,	16 KW @ 859,	AOR	ABC, \$ 48.00 (MMR)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9,	14 KW @ 951,	AOR	ABC, \$ 136.00 (D&R)	Hearst
WLIF, 101.9,	14 KW @ 961,	Soft AC	, \$ 150.00 (Eastman)	Infinity
WPOC, 93.1,	16 KW @ 859,	Country	ABC, \$ 165.00 (Mc-Guild)	Nationwide
WQSR, 105.7,	50 KW @ 492,	Oldies	, \$ 170.00 (Christal)	Amer. Radio Systems
WRBS, 95.1,	50 KW @ 500,	Religion	, \$ 25.00 (---)	
WSSF, 104.3,	50 KW @ 420,	Oldies - 70's	, \$ 80.00 (Banner)	Capitol
WWIN, 95.9,	3 KW @ 298,	Black	UNISTR, \$ 70.00 (Torbet)	Radio One
WMMX, 106.5,	7.4 KW @ 1217,	AC	, \$ 170.00 (Katz)	Capitol
WXYV, 102.7,	50 KW @ 400,	Black	, \$ 142.00 (Mc-Guild)	Granum

OTHER RANKED STATIONS -- See Washington

Miscellaneous: WSSF-F changes from Soft AC to Oldies-70's (October, after book). . .

BATON ROUGE

Arbitron Rank/Pop (12+): 82/441,100  
 MSA Rank/Pop: 91/549,000  
 ADI # 95  
 Average Person Ratings: 15.5  
 Market TSL: 20.75 hours

Stations: 18/14  
 Diaries: 1165/379:1/45.5%  
 Sample Target: 1070  
 % Below Line: 8.5  
 % Not Listed: 14.9

1993 Revenue: \$16,500,000  
 HH Inc.: \$33,006  
 Retail \$: 4.6 Bil  
 Pop per Station: 31,507  
 #1 Biller: WYNK-AF \$3,700,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WYNK-AF (C)	107/15.6	16.7	14.9	16.3	13.2	15.9		1346/30.5	31.5	27.0	E	WYNK-AF
2. KQXL-F (B)	80/11.7	11.6	11.8	11.6	11.9	11.7		946/21.4	20.5	21.0	C	KQXL-F
3. WXOK (B)	69/10.1	8.4	8.6	11.4	10.0	9.6		749/17.0	14.5	17.9	B	WXOK
4. KRVE-F (AC)	47/ 6.9	8.4	5.5	4.3	4.5	6.3		741/16.8	20.1	13.8	C	KRVE-F
5. WFMF-F (CHR)	38/ 5.5	5.5	6.2	4.6	5.5	5.5		796/18.0	18.9	18.8	C	WFMF-F
6. WJBO (N/T)	37/ 5.4	4.3	7.3	5.7	7.4	5.7		597/13.5	12.1	16.6	C	WJBO
WTGE-F (ADR)	37/ 5.4	4.4	5.9	4.7	4.2	5.1		713/16.2	15.3	13.3	B	WTGE-F
8. WKJN-F (C)	30/ 4.4	3.7	6.1	6.0	5.5	5.1		698/15.8	15.9	13.6	D	WKJN-F
9. WYCT-F (C)	25/ 3.6	3.3	2.5	2.3	1.9	2.9		505/11.4	9.7	6.8	A	WYCT-F
WQUE-F (B)	25/ 3.6	2.5	2.8	4.6	2.3	3.4		430/ 9.7	7.1	8.1	A	WQUE-F
11. WCKW-F (CL ADR)	24/ 3.5	3.6	3.5	2.7	2.5	3.3		538/12.2	13.2	11.7		WCKW-F
12. WGGZ-F (O)	21/ 3.1	4.3	3.5	3.9	4.9	3.7		555/12.6	13.3	14.2	C	WGGZ-F
13. WNDC (G)	17/ 2.5	2.1	2.1	2.9	2.2	2.4		197/ 4.5	4.7	4.5	A	WNDC
14. WQCK-F (REL)	14/ 2.0	1.2	1.8	1.7	2.5	1.7		247/ 5.6	5.5	5.2		WQCK-F
15.												

12+ FM SHARE (METRO): 76.50% (446 of 583) (SUM 93: 72.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQXL-F	1 WYNK-AF	1 WYNK-AF<	1 WYNK-AF<	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F>	1 KQXL-F
2 WFMF-F>	2 KQXL-F	2 KQXL-F>	2 KQXL-F>	2 KQXL-F>	2 WXOK	2 WXOK	2 WJBO	2 KQXL-F>	2 WXOK	2 WYNK-F
3	3 KRVE-F<	3 KRVE-F	3 KRVE-F<	3 WXOK	3 KQXL-F<	3 KQXL-F	3 WXOK	3 WTGE-F<	3 WYNK-AF	3 WXOK
4	4 WTGE-F	4 WTGE-F	4 WXOK	4 KRVE-F	4 WJBO	4 KRVE-F	4 KRVE-F	4 KQXL-F	4 KRVE-F	4 WQUE-F
5	5 WXOK	WXOK	5 WTGE-F	5 WTGE-F	5	5	5 KRVE-F	5 WFMF-F	5	5
6	6 WFMF-F	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 KQXL-F<	1 WYNK-AF	1 WTGE-F	1 WTGE-F<	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>
2 WFMF-F	WYNK-AF	2 KQXL-F	2 WYNK-AF	2 KQXL-F	2 KRVE-F	2 WYNK-AF	WCKW-F	2 WTGE-F	2 KQXL-F
3 KRVE-F	3 KRVE-F	KRVE-F	3 KRVE-F>	3 KRVE-F	WYNK-AF	3 WCKW-F	3 WTGE-F	3 KQXL-F	3 WTGE-F
4 WYNK-AF	4 WFMF-F	4 WXOK	4 WXOK	WXOK >	4 KQXL-F	4 KQXL-F	4 KQXL-F	4 WCKW-F	WCKW-F
5	5 WXOK	5 WTGE-F	5 WFMF-F	5	WFMF-F	5 WXOK	5 WXOK	5 WJBO	5 WJBO
6	6	6	6	6	WKJN-F	6	WYCT-F	6	6
7	7	7	7	7	WXOK	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WIBR 1300 BATON ROUGE	0.4/2.9			
KHOM-F 104.1 HOUMA	0.6/6.5			
WWL 870 NEW ORLEANS	0.7/3.0			

BATON ROUGE

RADIO STATIONS

WIBR	,	1300,	5 KW/1 KW (DA-2)	,	Talk		SEN, \$16.00	(Eastman)	
WJBO	,	1150,	5 KW (DA-1)	,	Talk/News	CBS, TALKNT,	\$44.00	(Christal)	Jenne
WNDC	,	910,	1 KW (DA-1)	,	Gospel		\$15.00	( --- )	
WXDK	,	1460,	5 KW/1 KW (DA-3)	,	Black	AURN,	\$21.00	(Banner)	Citywide
KQXL-F,		106.5,	50 KW @ 298	,	Black	AURN, ABC,	\$36.00	(Banner)	Citywide (NEW ROADS)
KRVE-F,		96.1,	43 KW @ 449	,	AC		\$30.00	(K & P)	(BRUSLY)
WFME-F,		102.5,	100 KW @ 1260	,	CHR	UNISTR,	\$50.00	(Christal)	Jenne
WGGZ-F,		98.1,	100 KW @ 1499	,	Oldies	UNISTR,	\$37.00	(Katz)	
WKJN-F,		103.3,	100 KW @ 1004	,	Country	MBS,	\$57.00	(Eastman)	(HAMMOND)
WQCK-F,		92.7,	32 KW @ 604	,	Religion		\$16.00	( --- )	(CLINTON)
WTGE-F,		100.7,	100 KW @ 1499	,	AOR	ABC,	\$30.00	(Eastman)	
WYCT-F,		94.1,	100 KW @ 981	,	Country		\$18.00	(Banner)	Citywide (KENTWOOD)
WYNK-F,		101.5,	100 KW @ 1499	,	Country	ABC,	\$90.00	(Torbet)	Narragansett

Other Ranked Stations - See New Orleans

Miscellaneous: WLUX sold by Swaggert for \$450,000. . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

BIRMINGHAM

Arbitron Rank/Pop (12+): 54/775,300  
 MSA Rank/Pop: 66/865,000  
 ADI # 49  
 Average Person Ratings: 16.0  
 Market TSL: 21.75 hours

Stations: 26/21  
 Diaries: 1461/531:1/50.2%  
 Sample Target: 1395  
 % Below Line: 6.0  
 % Not Listed: 11.7

1993 Revenue: \$27,000,000  
 HH Inc.: \$30,698  
 Retail \$: 6.8 Bil  
 Pop per Station: 36,919  
 #1 Biller: WZZK-AF \$6,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WZZK-AF (C)	231/18.6	18.4	18.7	18.6	17.8	18.6		2581/33.3	32.6	32.8	G	WZZK-AF
2. WENN-F (B)	133/10.7	11.4	10.6	10.4	10.9	10.8		1302/16.8	19.5	18.4	D	WENN-F
3. WMJJ-F (AC)	98/ 7.9	8.0	9.8	8.1	6.3	8.5		1417/18.3	18.2	17.7	E	WMJJ-F
4. WERC (N/T)	95/ 7.6	8.0	7.1	7.4	7.6	7.5		1137/14.7	13.7	13.6	E	WERC
5. WZRR-F (AOR/CL)	74/ 5.9	5.6	7.0	5.9	5.9	6.1		1107/14.3	15.1	17.2	C	WZRR-F
6. WODL-F (O)	63/ 5.1	3.8	4.6	4.9	5.3	4.6		954/12.3	11.2	17.5	C	WODL-F
7. WMXQ-F (CHR/AC)	55/ 4.4	5.2	4.6	5.7	5.4	5.0		1242/16.0	17.5	17.2		WMXQ-F
8. WATV (B)	48/ 3.9	4.8	5.0	4.3	3.4	4.5		616/ 7.9	8.7	7.3	A	WATV
9. WTUG-F (B)	47/ 3.8	4.6	3.0	2.5	3.4	3.5		699/ 9.0	9.8	8.4		WTUG-F
10. WAGG (G)	44/ 3.5	3.5	3.9	4.1	4.3	3.8		526/ 6.8	7.5	7.3	A	WAGG
11. WAPI (ST)	34/ 2.7	2.5	2.5	2.3	3.5	2.5		528/ 6.8	6.2	8.7	B	WAPI
12. WDJC-F (REL)	31/ 2.5	2.9	2.8	2.9	2.4	2.8		628/ 8.1	8.8	9.6	B	WDJC-F
13. WWBR-F (AOR)	26/ 2.1	3.4	1.8	1.8	---	2.3		496/ 6.4	5.9	---		WWBR-F
WQWC-F (C)	26/ 2.1	0.8	1.0	1.1	2.0	1.3		648/ 8.4	3.7	8.7		WQWC-F
15. WJLD (B)	21/ 1.7	1.7	1.8	1.6	2.4	1.7		428/ 5.5	5.2	5.9	A	WJLD
16. WJOX (SPRST)	13/ 1.0	2.1	1.2	1.7	1.9	1.5		379/ 4.9	6.7	6.4	B	WJOX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.23% (815 of 1098) (SUM 93: 69.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F>	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>	1 WENN-F	1 WZZK-AF<
2 WZZK-AF	2 WENN-F	2 WENN-F	2 WENN-F<	2 WENN-F<	2 WERC >	2 WERC	2 WENN-F<	2 WENN-F	2 WZZK-AF>>	2 WENN-F>
3 WTUG-F	3 WZRR-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F>	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F<	3 WERC <	3 WMJJ-F	3 WMJJ-F
4 WMXQ-F	4 WMJJ-F>	4 WZRR-F	4 WZRR-F	4 WZRR-F<	4 WODL-F	4 WENN-F>	4 WERC <	4 WMJJ-F	4 WERC	4 WTUG-F<
5	5 WMXQ-F	5 WODL-F	5 WODL-F	5 WODL-F	5 WENN-F	5 WZRR-F<	5 WZRR-F	5 WZRR-F	5 WTUG-F	5 WERC
6	6 WTUG-F	6	6 WERC	6	6 WATV	6	6 WODL-F	6	6 WZRR-F<	6
7	7	7	7	7	7	7	7	7	7 WODL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF	1 WZRR-F<	1 WZRR-F	1 WZZK-AF	1 WZZK-AF<
WZZK-AF	2 WENN-F>	2 WENN-F	2 WENN-F<	2 WMJJ-F	2 WZRR-F	2 WZZK-AF	2 WENN-F	2 WENN-F<	2 WENN-F
3 WZRR-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F>	3 WENN-F	3 WENN-F	3 WENN-F>	3 WZZK-AF	3 WZRR-F	3 WZRR-F<
4 WMJJ-F	4 WTUG-F	4 WTUG-F	4 WODL-F	4 WODL-F	4 WMJJ-F	4 WMJJ-F	4 WMJJ-F	4 WMJJ-F	4 WMJJ-F
WMXQ-F	5 WZRR-F	5 WAGG	5 WZRR-F<	5 WAGG	5	5 WMXQ-F	5 WERC	5 WERC	WERC >
WTUG-F	6 WMXQ-F	6 WZRR-F	6 WAGG	6	6	6 WWBR-F	6	6	6 WODL-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WAYE	1220	BIRMINGHAM	0.7/1.9	
WFFN-F	95.3	CORDOVA	0.5/1.5	
WLBI-F	98.7	WARRIOR	0.3/1.2	
WJRL	760	MOODY	0.5/0.5	
WYDE	850	BIRMINGHAM	0.5/2.8	
WHMA-F	100.5	ANNISTON	0.7/2.9	
WQEN-F	103.7	GADSDEN	0.9/3.3	
WQSB-F	105.1	ALBERTVILLE	0.3/1.0	
WRSA-F	96.9	DECATUR	0.3/1.8	

BIRMINGHAM

RADIO STATIONS

WAGG	,	1320,	5 KW/110 W	,	Gospel	AURN, \$ 26.00	(D&R)		
WAPI	,	1070,	50 KW/5 KW (DA-N),	,	Standards	NBC, \$ 24.00	(Christal)	Dick	
WATV	,	900,	1 KW/165 W	,	Black	ABC, \$ 18.00	(Banner)		
WERC	,	960,	5 KW (DA-N)	,	News/Talk	ABC, MBS, \$ 44.00	(Mc-Guild)	Ameron	
WJLD	,	1400,	1 KW	,	Black	MBS, SMN, \$ 19.00	(K & P)		
WJOX	,	690,	50 KW/500 W	,	Sports	SEN, \$ 20.00	(Eastman)	Dick	
WZZK	,	610,	5 KW/1 KW(DA-N),		--- See WZZK-FM				
WMXO-F,		94.5,	98 KW @ 1210	,	CHR	ABC, \$ 55.00	(Christal)	Dick	
WDJC-F,		93.7,	99 KW @ 1007	,	Religion	, \$ 24.00	( --- )	Crawford	
WENN-F,		107.7,	100 KW @ 1036	,	Black	AURN, \$ 56.00	(D&R)		
WMJJ-F,		96.5,	100 KW @ 1027	,	AC	CBS, \$ 97.00	(Mc-Guild)	Ameron	
WODL-F,		106.9,	99 KW @ 994	,	Oldies	ABC, \$ 70.00	(Katz)	NewCity	
WOWC-F,		102.5,	83 KW @ 2096	,	Country	, \$ 30.00	(Mc-Guild)	Ameron	(JASPER)
WWBR-F,		105.9,	1.4 KW @ 672	,	AOR	MBS, \$ 18.00	( --- )		(TRUSSVILLE)
WZRR-F,		99.5,	100 KW @ 869	,	AOR - Classic	SOURCE, \$100.00	(Eastman)	Dick	
WZZK-F,		104.7,	99 KW @ 1299	,	Country	, \$157.00	(Katz)	NewCity	
WTUG-F,		92.9,	100 KW @ 984	,	Black	AURN, \$ 25.00	(Eastman)		(TUSCALOOSA)

Miscellaneous: WOWC-F (Jasper) sold to Ameron for \$3,200,000. . .



BOSTON  
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Arbitron Rank/Pop (12+): 9/3,191,300  
MSA Rank/Pop: 7/3,770,000  
ADI # 6  
Average Person Ratings: 17.1  
Market TSL: 22.50 hours

Stations: 37/32  
Diaries: 3258/ 980:1/48.3%  
Sample Target: 3135  
% Below Line: 2.7  
% Not Listed: 17.2

1993 Revenue: \$124,300,000  
HH Inc.: \$44,207  
Retail \$: 33.0 Bil  
Pop per Station: 99,728  
#1 Biller: WBCN-F \$16,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WBZ (N)	423/ 7.7	8.0	8.3	7.9	7.3	8.0		6783/21.3	22.4	20.8	I	WBZ
2. WXKS-F (CHR)	396/ 7.2	6.5	6.8	6.5	7.7	6.8		6776/21.2	22.6	23.7	I	WXKS-F
3. WJMN-F (CHR/U)	320/ 5.9	5.8	4.7	5.3	5.8	5.4		4668/14.6	16.5	18.0	G	WJMN-F
4. WODS-F (O)	291/ 5.3	4.6	3.9	4.1	4.6	4.5		4982/15.6	14.1	14.5	H	WODS-F
5. WMJX-F (AC)	270/ 4.9	5.3	4.5	6.6	5.3	5.3		4803/15.1	15.4	15.3	I	WMJX-F
6. WBCN-F (AOR)	255/ 4.7	5.0	5.3	4.7	4.8	4.9		4881/15.3	14.2	14.1	J	WBCN-F
7. WZLX-F (CL AOR)	250/ 4.6	4.3	4.7	4.4	3.5	4.5		4518/14.2	13.9	13.0	H	WZLX-F
8. WRKO (T)	247/ 4.5	5.8	4.7	5.7	6.0	5.2		3884/12.2	14.3	17.1	I	WRKO
9. WBMX-F (AC)	240/ 4.4	4.7	4.1	4.3	4.6	4.4		4742/14.9	14.2	13.9	H	WBMX-F
10. WSSH-F (SAC)	160/ 2.9	3.5	3.7	4.1	3.8	3.6		2850/ 8.9	9.8	10.4	H	WSSH-F
11. WBOS-F (AOR-P)	155/ 2.8	3.8	3.9	3.7	3.6	3.6		3113/ 9.8	11.4	10.7	G	WBOS-F
12. WEEI (T/SPRTS)	151/ 2.8	2.8	3.2	2.8	2.0	2.9		2565/ 8.0	9.4	7.4	G	WEEI
13. WCRB-F (CL)	136/ 2.5	3.0	3.9	3.2	2.1	3.2		2571/ 8.1	9.4	7.0	E	WCRB-F
14. WFNX-F (AOR-NR)	133/ 2.4	2.3	2.2	2.1	1.7	2.3		2270/ 7.1	6.6	5.6	C	WFNX-F
15. WAAF-F (AOR)	131/ 2.4	2.5	2.1	1.3	1.9	2.1		2455/ 7.7	7.3	6.4	E	WAAF-F
16. WCLB-F (CL)	128/ 2.3	2.5	2.2	2.1	2.9	2.3		2072/ 6.5	6.3	8.3	G	WCLB-F
17. WXKS (ST)	124/ 2.3	1.8	1.5	1.7	1.7	1.8		1446/ 4.5	4.1	3.3	B	WXKS
18. WBCS-F (C)	102/ 1.9	1.5	1.7	2.6	2.2	1.9		1583/ 5.0	5.1	5.6	E	WBCS-F
19. WILD (B)	80/ 1.5	1.4	2.1	1.7	3.0	1.7		694/ 2.2	2.3	3.8	C	WILD
20. WCGY-F (O-70's)	67/ 1.2	1.1	1.6	1.1	1.5	1.3		1473/ 4.6	5.0	6.1		WCGY-F

12+ FM SHARE (METRO): 72.84% (3293 of 4521) (SUM 93: 69.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMN-F>>	1 WXKS-F>	1 WXKS-F	1 WZLX-F<	1 WODS-F	1 WBZ >	1 WBZ >	1 WXKS-F	1 WXKS-F	1 WBZ	1 WBZ >>>
2 WXKS-F>>	2 WJMN-F<	2 WZLX-F	2 WXKS-F	2 WZLX-F<	2 WRKO <	2 WXKS-F	2 WODS-F	2 WJMN-F	2 WJMN-F>	2 WMJX-F
3	3 WBCN-F	WBCN-F	WBCN-F<	3 WXKS-F<	3 WODS-F>	3 WRKO	3 WZLX-F	3 WODS-F	3 WMJX-F<	3 WJMN-F
4	4 WZLX-F<	4 WJMN-F	4 WODS-F	4 WBMX-F<	4 WBMX-F<	4 WEEI	4 WMJX-F	4 WBCN-F	4 WBCN-F	4 WRKO
5	5 WMJX-F	WMJX-F	5 WBMX-F	5 WBCN-F	5 WSSH-F<	5 WBCN-F	5 WJMN-F<	WBZ <	5 WXKS-F	5 WBMX-F
6	6 WBOS-F<	6 WBMX-F<	6 WMJX-F	6 WMJX-F	6 WMJX-F<	6 WBMX-F	6 WBZ <	6 WMJX-F	6 WRKO <	WCAP
7	7 WFNX-F	7 WODS-F	7 WJMN-F	7 WBZ	7 WXKS	7 WODS-F	7 WBMX-F	7 WBMX-F	7 WBMX-F	7
8	8 WBMX-F	8 WBOS-F	8 WBOS-F	8 WJMN-F	8	8 WJMN-F	8 WBCN-F	8 WRKO	8	8
9	9	9	WBZ	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F>	1 WXKS-F	1 WXKS-F	1 WXKS-F<	1 WXKS-F	1 WBCN-F	1 WBCN-F	1 WBCN-F<	1 WZLX-F<
2 WMJX-F	2 WMJX-F	2 WBMX-F	2 WBMX-F	2 WBMX-F	2 WBCN-F	2 WXKS-F	2 WXKS-F	2 WZLX-F	2 WBCN-F<
3 WJMN-F	3 WJMN-F	3 WBOS-F	WMJX-F	3 WODS-F	3 WAAF-F	3 WZLX-F<	3 WZLX-F	3 WXKS-F	3 WODS-F>
4 WFNX-F	4 WBMX-F	4 WMJX-F	4 WJMN-F	4 WMJX-F	WJMN-F	4 WJMN-F	4 WFNX-F	4 WJMN-F	4 WBZ <
5 WZLX-F	5 WBOS-F>	5 WJMN-F	5 WODS-F	5 WJMN-F<	5 WZLX-F	5 WFNX-F	5 WJMN-F	WODS-F	5 WEEI
6 WBMX-F	6 WBCN-F	6 WBCN-F	6 WBOS-F	6 WSSH-F<	6 WMJX-F	6 WAAF-F	6 WBOS-F	6 WFNX-F<	6 WFNX-F
7 WBCN-F	WZLX-F	7 WZLX-F	7 WZLX-F<	7 WBOS-F	7 WBMX-F	7 WMJX-F	7 WEEI	7 WEEI	7 WMJX-F
8 WBOS-F	8 WFNX-F	8 WODS-F	8 WSSH-F	8 WBZ	WFNX-F	8 WBOS-F	WMJX-F	8 WBZ	8 WJMN-F
9 WAAF-F	9	9 WFNX-F	9	9	9 WHJY-F	9	9 WODS-F	9	9

BOSTON

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OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

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WBOQ-F	104.9	GLOUCESTER	0.4/1.5
WCAP	980	LOWELL	0.3/1.1
WCAV-F	97.7	BROCKTON	0.3/0.9
WCCM	800	LAURENCE	0.4/0.7
WESX	1230	SALEM	0.7/1.5
WEZE	1260	BOSTON	0.3/1.3
WJDA	1300	QUINCY	0.6/1.2
WJIB	740	CAMBRIDGE	0.4/1.4
WLLH	1400	LOWELL	0.4/0.8
WLYT-F	92.5	HAVERHILL	0.6/3.0
WPLM-F	99.1	PLYMOUTH	1.0/3.1
WROL	950	BOSTON	0.3/1.8
WBRU-F	95.5	PROVIDENCE	0.4/1.7
WCTK-F	98.1	NEW BEDFORD	0.4/1.1
WHDO-F	106.1	CLAREMONT, NH	0.4/1.1
WHJY-F	94.1	PROVIDENCE	0.8/2.9
WXLO-F	104.5	FITCHBURG	0.8/2.8

RADIO STATIONS

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AM STATIONS

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WBZ , 1030, 50 KW (DA-1)	, News	ABC, \$ 270.00 (Group W)	Westinghouse
WBNW, 590, 5 KW (DA-1)	, Business News	ABC, AP, \$ 130.00 (Katz)	
WEEI, 850, 50 KW (DA-2)	, Sports	TALKNT, CBS, \$ 110.00 (Eastman)	Amer. Radio Systems
WILD, 1090, 5 KW (DAYS)	, Black	AURN, ABC, \$ 50.00 (Roslin)	
WRKO, 680, 50 KW (DA-2)	, Talk	MBS, NBC, \$ 190.00 (Eastman)	Amer. Radio Systems
WXKS, 1430, 5 KW/1 KW (DA-N)	, Standards	UNISTR, \$ 55.00 (Katz)	Pyramid

FM STATIONS

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WBCN, 104.1, 19 KW @ 741, AOR		, \$ 360.00 (Torbet)	Infinity
WCBS, 96.9, 13 KW @ 1010, Country		, \$ 130.00 (Mc-Guild)	Greater Media
WBMX, 98.5, 9 KW @ 1145, AC		UNISTR, \$ 240.00 (Eastman)	Amer. Radio Systems
WBOS, 92.9, 9 KW @ 1149, AOR-PROG.		, \$ 145.00 (MMR)	Granum
WCGY, 93.7, 50 KW @ 430, Oldies - 70's		ABC, \$ 54.00 (K & P)	Amer. Radio Systems
WCLB, 105.7, 9 KW @ 1144, Country		, \$ 125.00 (Banner)	Fairbanks
WCRB, 102.5, 15 KW @ 918, Classical		, \$ 100.00 (CMBS)	
WFXN, 101.7, 1.7 KW @ 440, AOR - New Rock		, \$ 50.00 (D & R)	
WJMN, 94.5, 12 KW @ 1053, CHR		, \$ 170.00 (D&R)	Pyramid
WMJX, 106.7, 25 KW @ 718, AC		, \$ 250.00 (Mc-Guild)	Greater Media
WODS, 103.3, 16 KW @ 886, Oldies		CBS, \$ 200.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, AC		UNISTR, \$ 45.00 (D&R)	(PLYMOUTH)
WSSH, 99.5, 32 KW @ 600, Soft AC		, \$ 190.00 (MMR)	Granum
WXKS, 107.9, 24 KW @ 722, CHR		, \$ 288.00 (Katz)	Pyramid
WZLX, 100.7, 20 KW @ 219, Classic AOR		, \$ 190.00 (D&R)	Infinity

WAAF -- See Worcester

Miscellaneous: WCGY-F changed from AOR to Oldies-70's (Oct). . . WEEI changed to WBRN and format from Sports to Business News (Sep). . . WHDH changes to WEEI and format from Talk to Sports (Sep). . .

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 BUFFALO-NIAGARA FALLS  
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Arbitron Rank/Pop (12+): 40/991,900  
 MSA Rank/Pop: 44/1,190,000  
 ADI # 38  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 24/21  
 Diaries: 1971/503:1/55.2%  
 Sample Target: 1850  
 % Below Line: 1.2  
 % Not Listed: 10.9

1993 Revenue: \$31,800,000  
 HH Inc.: \$31,171  
 Retail \$: 9.0 Bil  
 Pop per Station: 47,233  
 #1 Biller: WHTT-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WYRK-F (C)	153/ 9.2	11.5	11.0	9.7	9.7	10.4		1805/18.2	21.5	20.3	E	WYRK-F
2. WBEN (FS/T)	148/ 8.9	7.6	9.7	9.9	10.0	9.0		2236/22.5	18.2	20.2	D	WBEN
3. WKSE-F (CHR)	133/ 8.0	7.9	5.9	6.5	5.8	7.1		2358/23.8	22.4	20.1	D	WKSE-F
4. WJYE-F (SAC)	123/ 7.4	7.6	9.2	8.2	8.1	8.1		1764/17.8	20.2	19.8	E	WJYE-F
5. WHTT-F (O)	120/ 7.2	6.1	6.6	7.0	7.1	6.7		1941/19.6	19.4	19.9	F	WHTT-F
6. WBLK-F (B)	109/ 6.6	7.0	5.1	7.1	6.7	6.5		1018/10.3	11.0	12.0	C	WBLK-F
7. WGRF-F (AOR/CL)	108/ 6.5	7.3	4.7	5.8	6.5	6.1		1693/17.1	19.5	17.8	D	WGRF-F
8. WUFX-F (AOR)	103/ 6.2	6.2	5.4	4.9	5.7	5.7		1544/15.6	16.9	15.4	C	WUFX-F
9. WECK (ST)	94/ 5.7	4.6	3.8	4.2	3.6	4.6		1058/10.7	10.1	8.9	A	WECK
10. WGR (N/T)	91/ 5.5	6.1	7.7	7.3	7.2	6.7		1767/17.8	18.8	20.9	E	WGR
11. WMJQ-F (AC/CHR)	90/ 5.4	4.4	4.8	5.2	5.0	5.0		1725/17.4	15.6	16.6	D	WMJQ-F
12. WBUF-F (AC)	56/ 3.4	2.8	3.6	3.1	3.9	3.2		1171/11.8	12.4	14.3	C	WBUF-F
13. CFNY-F (AOR)	33/ 2.0	1.6	2.1	1.3	1.5	1.8		523/ 5.3	5.3	4.0		CFNY-F
14. WWKB (T)	22/ 1.3	2.1	1.7	2.0	2.2	1.8		500/ 5.0	6.5	6.9	B	WWKB
15. WNUC-F (C)	21/ 1.3	1.8	1.7	1.8	2.4	1.7		572/ 5.8	7.0	7.2	A	WNUC-F

12+ FM SHARE (METRO): 72.92% (1080 of 1481) (SUM 93: 71.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>>1	WUFX-F	1 WGRF-F	1 WGRF-F<	1 WYRK-F<	1 WBEN <	1 WBEN >	1 WJYE-F<	1 WYRK-F	1 WKSE-F>	1 WBEN >
2	2 WKSE-F	2 WUFX-F<	2 WYRK-F<	2 WHTT-F<	2 WYRK-F	2 WYRK-F	2 WBEN	2 WBEN	2 WBLK-F	2 WBLK-F
3	3 WGRF-F<	3 WBLK-F<	3 WHTT-F	3 WJYE-F<	3 WJYE-F<	3 WGR <	3 WYRK-F<	3 WKSE-F<	3 WBEN	3 WYRK-F
4	4 WBLK-F>	4 WKSE-F	4 WJYE-F<	4 WGRF-F	4 WECK <	4 WHTT-F	4 WHTT-F	4 WJYE-F	4 WGRF-F	4 WUFX-F
5	5 WMJQ-F	WYRK-F	5 WBLK-F	5 WBLK-F	5 WHTT-F	5 WJYE-F<	5 WECK	5 WGRF-F	5 WYRK-F<	5 WGRF-F
6	6 WYRK-F<	6 WHTT-F	6 WMJQ-F	6 WMJQ-F	6 WGR	6 WBLK-F<	6 WGRF-F<	6 WUFX-F	6 WUFX-F	6 WGR
7	7 WJYE-F	7 WJYE-F<	7 WUFX-F	7 WUFX-F	7	7 WGRF-F	7 WMJQ-F	7 WHTT-F	7 WHTT-F	7
8	8	8 WMJQ-F	8	8	8	8	WUFX-F	8	8	8
9	9	9	9	9	9	9	9 WKSE-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F	1 WKSE-F	1 WBLK-F	1 WKSE-F<	1 WJYE-F<	1 WUFX-F	1 WUFX-F>	1 WUFX-F	1 WUFX-F	1 WGRF-F<
2 WBLK-F	2 WBLK-F>	WKSE-F	2 WYRK-F<	2 WYRK-F	2 WGRF-F	2 WGRF-F>	2 WGRF-F	2 WGRF-F>	2 WHTT-F
3 WMJQ-F	3 WMJQ-F	3 WJYE-F	3 WJYE-F<	3 WHTT-F	3 WKSE-F	3 WKSE-F	3 WBLK-F	3 WHTT-F	3 WUFX-F
4 WUFX-F	4 WJYE-F	4 WMJQ-F	4 WBLK-F	4 WBLK-F<	4 WBLK-F	4 WBLK-F>	4 WKSE-F	4 WBLK-F	4 WYRK-F
5	WGRF-F<	WYRK-F	5 WGRF-F	5 WGRF-F<	5 CFNY-F	5 WHTT-F	5 WHTT-F	5 WYRK-F	5 WGR
6	6 WYRK-F	6 WGRF-F	WMJQ-F	6 WMJQ-F	6 WHTT-F	6 CFNY-F	6 CFNY-F	6 WKSE-F	6 WBLK-F<
7	7 WUFX-F	7	7 WHTT-F	7 WBLK-F	7	7	7	7	7 WBEN
8	8	8	8	WKSE-F	8	8	8	8	8 WMJQ-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WDCX-F	99.5	BUFFALO	0.7/2.8	
WHLD	1270	NIAGRA FALLS	0.3/1.4	
WHTT	1120	BUFFALO	0.4/1.3	
WLVL	1340	LOCKPORT	0.5/1.6	
WUFO	1080	AMHERST	0.7/1.6	
WWWS	1400	BUFFALO	0.5/1.4	
WXRL	1300	LANCASTER	0.3/2.2	
CKEY-F	101.1	FT. ERIE, ONT	0.4/2.0	
CHTZ-F	97.7	ST. CATHERINES, ONT	0.8/3.9	

BUFFALO-NIAGARA FALLS  
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RADIO STATIONS  
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AM STATIONS  
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WBEN,	930,	5 KW (DA-N)	, Full Service	CBS, \$ 60.00	(D&R)	Keymarket
WECK,	1230,	1 KW	, Standards	NBC, UNISTR, \$ 24.00	(Mc-Guild)	Amer. Radio Systems
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 70.00	(Katz)	
WWKB,	1520,	50 KW (DA-1)	, Talk	ABC, CNN, \$ 28.00	(Banner)	Keymarket

FM STATIONS  
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WBLK,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(D&R)	
WBUF,	92.9,	91 KW @ 581,	AC	, \$ 49.00	(Mc-Guild)	Pyramid
WDCX,	99.5,	110 KW @ 640,	Religion	, \$ 24.00	(---)	Crawford
WGRF,	96.9,	13 KW @ 889,	AOR - Classic	, \$ 66.00	(Katz)	WGR Owner (D)
WHTT,	104.1,	50 KW @ 390,	Oldies	, \$100.00	(MMR)	Pyramid
WJYE,	96.1,	50 KW @ 479,	Soft AC	UNISTR, \$ 75.00	(Mc-Guild)	Amer. Radio Systems
WKSE,	98.5,	46 KW @ 420,	CHR	ABC, \$ 54.00	(Banner)	Keymarket
WMJQ,	102.5,	105 KW @ 1338,	AC/CHR	, \$ 60.00	(D&R)	Keymarket
WNUC,	107.7,	12 KW @ 800,	Country	UNISTR, \$ 25.00	( --- )	(WETHERSFIELD)
WUFX,	103.3,	49 KW @ 341,	AOR	CBS, \$ 50.00	(Katz)	WGR Owner (D)
WYRK,	106.5,	50 KW @ 390,	Country	, \$ 90.00	(Christal)	Amer. Radio Systems

CHARLESTON, SC

Arbitron Rank/Pop (12+): 84/432,800  
 MSA Rank/Pop: 93/540,000  
 ADI # 105  
 Average Person Ratings: 17.2  
 Market TSL: 22.75 hours

Stations: 25/23  
 Diaries: 1118/387:1/60.0%  
 Sample Target: 1035  
 % Below Line: 1.5  
 % Not Listed: 12.2

1993 Revenue: \$12,300,000  
 HH Inc.: \$30,375  
 Retail \$: 3.9 Bil  
 Pop per Station: 18,817  
 #1 Biller: WEZL-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WWVZ-F (B)	82/11.0	11.9	12.0	14.8	13.9	12.4		917/21.2	21.4	23.4	C	WWVZ-F
2. WAVF-F (AOR)	73/ 9.8	7.8	9.3	7.6	7.3	8.6		911/21.0	18.3	17.3	C	WAVF-F
3. WTMA (N/T)	57/ 7.6	5.2	6.0	4.8	7.0	5.9		692/16.0	12.5	15.2	C	WTMA
4. WEZL-F (C)	56/ 7.5	10.1	11.5	8.1	12.6	9.3		813/18.8	22.6	22.1	D	WEZL-F
5. WSSX-F (CHR/AC)	50/ 6.7	6.1	6.0	5.1	4.7	6.0		792/18.3	15.7	15.6	C	WSSX-F
6. WBUB-F (C)	44/ 5.9	7.9	6.8	5.5	8.7	6.5		600/13.9	17.4	17.9	C	WBUB-F
7. WXLY-F (O)	39/ 5.2	4.7	4.6	3.5	5.3	5.1		662/15.3	14.6	15.8	B	WXLY-F
8. WXTC-F (AC)	32/ 4.3	4.2	4.2	6.0	4.3	4.7		621/14.3	11.9	12.0	B	WXTC-F
WSUY-F (SAC)	32/ 4.3	3.0	3.0	3.9	5.0	3.6		445/10.3	9.3	12.0	B	WSUY-F
10. WYBB-F (CL AOR)	29/ 3.9	3.8	4.1	3.9	4.4	3.9		698/16.1	13.3	15.3	B	WYBB-F
11. WMGL-F (B)	28/ 3.8	3.8	2.8	3.1	1.8	3.4		465/10.7	9.6	5.8	A	WMGL-F
12. WPAL (B)	24/ 3.2	2.7	2.1	5.5	2.5	3.4		307/ 7.1	7.4	7.2	A	WPAL
13. WLOW-F (ST)	18/ 2.4	2.1	2.4	1.6	---	2.1		182/ 4.2	4.6	---	---	WLOW-F
14. WSSP-F (ST)	17/ 2.3	2.7	1.7	2.3	2.2	2.3		276/ 6.4	5.3	8.7	A	WSSP-F
15. WZJY (G)	11/ 1.5	3.1	2.3	2.9	1.3	2.5		129/ 3.0	4.0	2.1	A	WZJY
16. WQIZ (G)	9/ 1.2	2.4	2.1	2.2	1.9	2.0		88/ 2.0	2.7	3.1	A	WQIZ
17. WJUK-F (AOR)	8/ 1.1	2.7	1.7	1.3	1.9	1.7		274/ 6.3	7.4	7.3	A	WJUK-F
WTUA-F (G)	8/ 1.1	1.3	1.7	1.5	1.5	1.4		87/ 2.0	2.3	2.8		WTUA-F
WPAL-F (B)	8/ 1.1	0.7	---	---	---	0.9		167/ 3.9	3.3	---		WPAL-F

12+ FM SHARE (METRO): 81.99% (537 of 655) (SUM 93: 83.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWVZ-F>>	1 WAVF-F	1 WAVF-F	1 WWVZ-F<	1 WEZL-F<	1 WTMA >	1 WWVZ-F	1 WTMA	1 WAVF-F	1 WWVZ-F>	1 WWVZ-F>>
2 WSSX-F<	2 WWVZ-F	2 WWVZ-F	2 WAVF-F	2 WWVZ-F	2 WEZL-F	2 WAVF-F	2 WAVF-F	2 WWVZ-F<	2 WAVF-F>>	2 WAVF-F
3 WAVF-F	3 WSSX-F>	3 WSSX-F<	WEZL-F	3 WAVF-F	3 WXLY-F	3 WEZL-F	3 WSSX-F<	3 WTMA	3 WMGL-F	WBUB-F
4	4 WYBB-F<	4 WEZL-F>	4 WSSX-F	4 WTMA <	4 WBUB-F	4 WTMA	4 WEZL-F	4 WEZL-F	4 WXLY-F	WYBB-F
5	5 WEZL-F	5 WYBB-F	5 WTMA	5 WSSX-F	5 WSUY-F	5 WSSX-F	5 WWVZ-F	5 WSSX-F	5 WBUB-F	5
6	6	6	6	6 WXLY-F	WWVZ-F	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAVF-F	1 WWVZ-F<	1 WSSX-F	1 WWVZ-F<	1 WEZL-F<	1 WAVF-F	1 WAVF-F>	1 WAVF-F	1 WAVF-F>	1 WTMA <
2 WWVZ-F	2 WSSX-F<	2 WWVZ-F	2 WSSX-F	2 WWVZ-F<	2 WWVZ-F	2 WWVZ-F>	2 WWVZ-F	2 WWVZ-F>	2 WAVF-F
3 WSSX-F	3 WAVF-F>	3 WAVF-F	3 WAVF-F>	3 WSSX-F	3 WSSX-F	3 WSSX-F	WYBB-F	3 WTMA <	3 WEZL-F
WXTC-F	4 WXTC-F	WBUB-F	4 WXTC-F	4 WSUY-F	4 WBUB-F	WYBB-F	4 WEZL-F	4 WEZL-F<	4 WWVZ-F<
5	5 WBUB-F	WSUY-F	5 WEZL-F	5 WMGL-F	5	5 WEZL-F	WSSX-F	5 WYBB-F	5 WYBB-F
6	6	6	6	WXTC-F	6	6	6 WTMA	6	6 WXLY-F
7	7	7	7	7	7	7	7	7	7

CHARLESTON, SC

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WMCJ	950	MONCK'S CORNER	0.9/1.6
WOKÉ	1340	CHARLESTON	0.5/0.9
WTMZ	910	N. CHARLESTON	0.4/2.5
WXTC	1390	CHARLESTON	0.4/2.1
WFXH-F	106.1	HILTON HEAD	0.4/0.9
WDM-F	101.3	SUMTER	1.1/3.2

RADIO STATIONS

WPAL	, 730,	25 KW/100 W	, Black	ABC, AURN, \$18.00	(Roslin)		
WQIZ	, 810,	5 KW (DAYS)	, Gospel	AURN, \$14.00	(Eastman)		(ST. GEORGE)
WTMA	, 1250,	5 KW/1 KW	, News/Talk	NBC, ABC, \$27.00	(Katz)	Wicks	
WZJY	, 1480,	880 W/40 W	, Gospel	CNN, UNISTR, \$15.00	( --- )		(MT PLEASANT)
WAVF-F,	96.1,	100 KW @ 538	, AOR	, \$44.00	(Christal)		
WBUB-F,	107.5,	100 KW @ 863	, Country	, \$39.00	(Mc-Guild)		(ST GEORGE)
WEZL-F,	103.5,	100 KW @ 659	, Country	MBS, \$60.00	(Banner)	Apollo	
WJUK-F,	104.5,	50 KW @ 656	, AOR	, \$17.00	( --- )		(MT. PLEASANT)
WMGL-F,	101.7,	7 KW @ 423	, Black	ABC, \$19.00	(D & R)		(RAVENAL)
WNCK-F,	99.7,	100 KW @ 1210	, EZ (?)	, \$15.00	( --- )		(PORT ROYAL)
WSSX-F,	95.1,	100 KW @ 1000	, CHR/AC	, \$26.00	(Katz)	Wicks	
WSUY-F,	100.5,	18 KW @ 394	, Soft AC	UNISTR, \$23.00	(Katz)	Wicks	
WTUA-F,	105.9,	3 KW @ 328	, Gospel	AURN, \$15.00	( --- )		(ST. STEPHENS)
WSSP-F,	94.3,	6 KW @ 298	, Standards	NBC, MBS, \$18.00	(Christal)		(GOOSE CREEK)
WWWZ-F,	93.3,	50 KW @ 492	, Black	AURN, \$34.00	(D & R)	Dudley	(SUMMERVILLE)
WLXY-F,	102.5,	100 KW @ 1000	, Oldies	SMN, UNISTR, \$23.00	(Banner)	Bloomington	
WXTC-F,	96.9,	100 KW @ 1768	, AC	, \$27.00	(Mc-Guild)	EBE	
WYBB-F,	98.1,	50 KW @ 500	, Classic AOR	, \$21.00	(Eastman)	Martin	(FOLLY BCH)

Miscellaneous: WSSP-F (Goose Creek) sold by Jones Easton to EBE (D) for \$450,000. . . WOKÉ sold for \$100,000. . .

CHARLOTTE

Arbitron Rank/Pop (12+): 38/1,034,800  
 MSA Rank/Pop: 43/1,260,000  
 ADI # 30  
 Average Person Ratings: 15.5  
 Market TSL: 21.00 hours

Stations: 22/19  
 Diaries: 1778/582:1/47.7%  
 Sample Target: 1705  
 % Below Line: 3.9  
 % Not Listed: 16.6

1993 Revenue: \$40,700,000  
 HH Inc.: \$33,681  
 Retail \$: 10.1 Bil  
 Pop per Station: 54,463  
 #1 Biller: WSOC-F \$7,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WPEG-F (B)	164/10.2	10.9	11.7	9.7	11.0	10.6		1553/15.0	16.5	18.1	G	WPEG-F
2. WSOC-F (C)	161/10.0	11.2	11.1	10.9	11.5	10.8		2288/22.1	22.3	23.2	H	WSOC-F
3. WRFX-F (AOR)	152/ 9.5	8.2	7.3	8.3	8.5	8.3		2265/21.9	20.3	21.8	G	WRFX-F
4. WTDR-F (C)	118/ 7.3	7.3	6.7	7.0	6.9	7.1		1812/17.5	18.6	17.4	E	WTDR-F
5. WBT (FS/T)	116/ 7.2	7.4	7.7	9.5	7.2	8.0		1378/13.3	16.6	15.2	F	WBT
6. WBT -F (AC/CHR)	108/ 6.7	6.4	6.6	5.5	5.9	6.3		1981/19.1	19.2	16.4	E	WBT -F
7. WEDJ-F (CHR)	81/ 5.0	4.9	4.4	3.1	2.6	4.4		1629/15.7	16.3	10.2		WEDJ-F
8. WWMG-F (O)	77/ 4.8	4.8	5.0	4.5	5.3	4.8		1273/12.3	12.5	13.7	D	WWMG-F
9. WBAV-F (B/AC)	64/ 4.0	4.0	2.8	4.7	4.7	3.9		834/ 8.1	9.7	14.9		WBAV-F
10. WEZC-F (SAC)	61/ 3.8	4.9	6.6	4.3	4.7	4.9		1119/10.8	13.8	12.2	E	WEZC-F
11. WRDX-F (?)	40/ 2.5	1.7	0.6	1.0	0.9	1.5		413/ 4.0	4.0	3.3		WRDX-F
12. WSSS-F (O-70's)	37/ 2.3	2.7	3.2	3.9	3.7	3.0		919/ 8.9	8.8	10.9		WSSS-F
13. WXRC-F (AOR)	33/ 2.1	2.7	2.2	2.0	4.1	2.3		768/ 7.4	8.5	10.5	B	WXRC-F
14. WFMX-F (C)	32/ 2.0	1.1	1.0	0.4	1.5	1.1		629/ 6.1	4.1	4.6		WFMX-F

12+ FM SHARE (METRO): 86.35% (1158 of 1341) (SUM 93: 87.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F	1 WRFX-F<	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WSOC-F	1 WRFX-F>	1 WSOC-F<	1 WSOC-F	1 WPEG-F>	1 WSOC-F<
2 WEDJ-F	2 WPEG-F>	2 WPEG-F>	2 WPEG-F	2 WPEG-F<	2 WBT >	2 WSOC-F<	2 WBT	2 WRFX-F<	2 WEDJ-F	2 WPEG-F>
3 WTDR-F>	3 WTDR-F<	3 WTDR-F	3 WSOC-F<	3 WSOC-F	3 WWMG-F>	3 WBT -F	3 WRFX-F	3 WPEG-F<	3 WRFX-F	3 WRFX-F
4	4 WBT -F	4 WBT -F<	4 WTDR-F	4 WTDR-F	4 WRFX-F<	4 WPEG-F	4 WPEG-F<	4 WTDR-F	4 WTDR-F<	4 WWMG-F
5	5 WEDJ-F	5 WSOC-F	5 WBT -F	5 WBT -F<	5 WBT -F	5 WBT	5 WTDR-F	5 WBT -F<	5 WRAV-F<	5 WBT
6	6	6 WWMG-F	6 WWMG-F	6 WWMG-F	6 WEZC-F	6 WTDR-F	6	6 WBT	6 WBT -F	6 WBAV-F
7	7	7	7	7	7	7	7	7	7 WSOC-F	7 WBT -F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F<	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F>>	1 WRFX-F>>
2 WEDJ-F	2 WBT -F	2 WBT -F	2 WBT -F	2 WBT -F<	2 WPEG-F	2 WPEG-F	2 WTDR-F	2 WPEG-F	2 WSOC-F
3 WBT -F	3 WRFX-F	3 WTDR-F	3 WSOC-F<	3 WSOC-F	3 WEDJ-F	3 WTDR-F>	3 WPEG-F	3 WTDR-F	3 WTDR-F<
4 WRFX-F	4 WEDJ-F<	4 WRFX-F	4 WRFX-F<	4 WTDR-F	4 WTDR-F	4 WEDJ-F	4 WSOC-F	4 WSOC-F	4 WWMG-F<
5 WSOC-F	5 WTDR-F	5 WBAV-F	5 WTDR-F	5 WBAV-F	5 WBT -F	5 WBT -F	5 WXRC-F	5 WWMG-F	5 WBT <
6 WTDR-F	6	6 WSOC-F	6 WBAV-F<	6 WEZC-F	6 WXRC-F	6 WXRC-F	6 WBT -F	6 WBT -F	6 WPEG-F
7 WXRC-F	7	7	7 WEDJ-F	7 WRFX-F	7	7	7 WEDJ-F	7	7
8	8	8	8	8 WWMG-F	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WBAV	1600	CHARLOTTE	0.9/2.1	
WGSP	1310	CHARLOTTE	0.4/1.6	
WIST	1480	CHARLOTTE	0.9/1.2	
WIXE	1190	MONROE	0.9/0.9	
WRFX	610	CHARLOTTE	0.6/2.2	
WRHI	1340	ROCK HILL	0.6/1.0	
WMIT-F	106.9	BLACK MTN	1.5/4.4	
WTQR-F	104.1	WINSTON SALEM	0.4/1.3	

CHARLOTTE

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RADIO STATIONS

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WBT , 1110, 50 KW (DA-N)	, Full Service/Talk	CBS , \$ 90.00 (Banner)	Jefferson-Pilot
WBT -F, 107.9, 98 KW @ 1692, AC/CHR		, \$ 70.00 (Banner)	Jefferson-Pilot
WBAV-F, 101.9, 99 KW @ 987, Black AC		ABC , \$ 47.00 (MMR)	Broadcasting Partners
WEDJ-F, 95.1, 100 KW @ 1542, CHR		Source , \$ 42.00 (D & R)	Pyramid
WEZC-F, 102.9, 31 KW @ 1535, Soft AC		ABC, UNISTR , \$ 70.00 (Christal)	Trumper (HICKORY)
WSSS-F, 104.7, 100 KW @ 1230, Oldies - 70's		, \$ 60.00 (D & R)	EZ
WPEG-F, 97.9, 95 KW @ 1610, Black		CBS, UNISTR , \$ 115.00 (Katz)	Broadcast Partners
WRDX-F, 106.5, 100 KW @ 1004, ??? (Rhythm & Beach)		, \$ 25.00 (Southern)	(SALISBURY)
WRFX-F, 99.7, 100 KW @ 1043, AOR		, \$ 145.00 (Mc-Guild)	Pyramid
WSOC-F, 103.7, 100 KW @ 1050, COUNTRY		, \$ 160.00 (D&R)	EZ
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 90.00 (Christal)	Trumper (STATESVILLE)
WVMG-F, 96.1, 100 KW @ 1738, OLDIES		CBS , \$ 62.00 (Katz)	Dalton (SHELBY)
WXRC-F, 95.7, 100 KW @ 1276, AOR		ABC , \$ 26.00 ( --- )	(HICKORY)

Miscellaneous: WVMG-F changed to WSSS-F and format from AC to Oldies - 70's (Sep). . .



CHATTANOOGA

Arbitron Rank/Pop (12+): 98/371,600

Stations: 17/17  
Diaries: 1191/312:1/48.2%  
Sample Target: 1095  
% Below Line: 0.0  
% Not Listed: 18.0

1993 Revenue: \$13,500,000  
HH Inc.: \$28,035  
Retail \$: 3.6 Bil  
Pop per Station: 21,859  
#1 Biller: WUSY-F \$4,000,000

MSA Rank/Pop: 109/435,000  
ADI # 85  
Average Person Ratings: 15.1  
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WUSY-F (C)	128/22.9	23.5	24.2	26.6	26.2	24.3		1361/36.6	38.6	40.2	F	WUSY-F
2. WDEF-F (SAC)	55/ 9.8	7.9	9.6	8.2	9.2	8.9		804/21.6	19.8	20.5	C	WDEF-F
3. WJTT-F (B)	47/ 8.4	8.2	9.1	10.3	10.5	9.0		443/11.9	11.9	13.5	C	WJTT-F
4. WSKZ-F (CL ADR)	43/ 7.7	5.5	6.9	5.2	6.1	6.3		767/20.6	16.4	19.7	C	WSKZ-F
5. WLMX-F (AC)	29/ 5.2	5.8	5.1	4.7	6.1	5.2		504/13.6	14.5	15.4	C	WLMX-F
6. WOGT-F (O)	25/ 4.5	3.8	4.2	0.7	---	3.3		366/ 9.8	10.0	---		WOGT-F
7. WOOD-F (C)	20/ 3.6	4.0	3.9	4.4	3.9	4.0		582/15.7	15.3	13.2	B	WOOD-F
8. WGWOW (T)	18/ 3.2	3.6	5.2	5.9	4.6	4.5		316/ 8.5	8.3	10.6	B	WGWOW
9. WKXJ-F (CHR)	18/ 3.2	3.6	2.0	1.3	1.7	2.5		345/ 9.3	8.1	5.3	A	WKXJ-F
10. WFXS-F (ADR)	17/ 3.0	3.8	3.9	4.7	2.6	3.9		311/ 8.4	9.1	9.1	A	WFXS-F
11. WNOO (B)	14/ 2.5	2.4	2.5	2.2	3.6	2.4		157/ 4.2	5.6	5.0	A	WNOO
12. WOOD (ST)	12/ 2.1	2.7	2.7	1.5	1.7	2.3		238/ 6.4	6.0	5.6	A	WOOD
13. WSGC-F (O)	10/ 1.8	2.4	1.9	3.7	3.1	2.5		247/ 6.6	8.9	10.4	A	WSGC-F
14. WBDX-F (AC/CHR)	9/ 1.6	1.5	1.7	1.5	2.2	1.6		209/ 5.6	6.5	8.4	A	WBDX-F

12+ FM SHARE (METRO): 87.36% (401 of 459) (SUM 93: 85.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJTT-F<	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F>	1 WUSY-F>>
2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F>	2 WSKZ-F>	2 WDEF-F>>	2 WDEF-F>>	2 WDEF-F>	2 WDEF-F>	2 WJTT-F>	2 WSKZ-F>
3 WKXJ-F	3 WJTT-F>	3 WJTT-F	3 WLMX-F	3 WLMX-F<	3 WOGT-F	3 WJTT-F	3 WSKZ-F<	3 WJTT-F	3 WSKZ-F	3 WDEF-F
4 WSKZ-F	4 WLMX-F	4 WDEF-F	4 WOGT-F	4 WOGT-F	4 WJTT-F	4 WSKZ-F	4 WGWOW <	4 WSKZ-F	4 WDEF-F	4
5	5	5 WLMX-F<	5 WJTT-F	5 WDEF-F	5 WGWOW	5	5 WJTT-F	5 WLMX-F	5	5
6	6	6 WOGT-F	6 WDEF-F	6 WJTT-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>>	1 WUSY-F>>
2 WDEF-F	2 WSKZ-F>	2 WSKZ-F	2 WSKZ-F<	2 WLMX-F	2 WJTT-F	2 WSKZ-F>	2 WSKZ-F	2 WSKZ-F>	2 WOGT-F
3 WJTT-F	3 WJTT-F	3 WLMX-F	3 WJTT-F	3 WSKZ-F	3 WSKZ-F	3 WJTT-F	3 WFXS-F	3 WJTT-F	3 WSKZ-F
4 WSKZ-F	4 WLMX-F	4 WJTT-F	4 WLMX-F<	4 WJTT-F	4	4 WFXS-F	4 WJTT-F	4 WOGT-F	4 WDEF-F>
5 WKXJ-F	5 WDEF-F	5 WKXJ-F	5 WDEF-F	5 WDEF-F	5	5	5 WLMX-F	5 WFXS-F	5 WFXS-F
6	6 WKXJ-F	6 WFXS-F	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WEPG 910 S. PITTSBURGH	0.4/1.2			
WFLI 1070 LOOKOUT MTN	0.9/2.9			

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM			
WOOD, 1310, 5 KW (DA-N)	, Standards	SMN, \$ 15.00 (Banner)	Bahakel	
WFLI, 1070, 50 KW/2.5 KW (DA-2)	, Religion	ABC, \$ 14.00 (---)	Benns	(LOOKOUT MT.)
WGWOW, 1150, 5 KW/1 KW (DA-N)	, Talk	MBS, \$ 20.00 (Christal)	Bloomington	
WNOO, 1260, 5 KW (DAYS)	, Black	AURN, \$ 15.00 (Banner)		
WBDX-F, 102.7, .3 KW @ 1374, AC/CHR		, \$ 15.00 (---)	WFXS duop	(TRENTON)
WDEF-F, 92.3, 100 KW @ 1181, Soft AC		CBS, \$ 40.00 (MMR)	Park	
WOOD-F, 96.5, 100 KW @ 1079, Country		UNISTR, \$ 21.00 (Banner)	Bahakel	
WFXS-F, 102.3, 3 KW @ 285, AOR		, \$ 19.00 (Banner)		(SODDY-DAISY)
WJTT-F, 94.3, 3 KW @ 298, Black		CBS, \$ 40.00 (D & R)		(REDBANK)
WKXJ-F, 97.3, 16 KW @ 856, CHR		, \$ 19.00 (Roslin)		(S.PITTS)
WLMX-F, 105.5, 3 KW @ 269, AC		ABC, \$ 41.00 (Mc-Guild)	Wicks	(ROSSVILLE)
WOGT-F, 107.9, 2.9 KW @ 968, Oldies		, \$ 18.00 (Christal)	Bloomington	(EAST RIDGE)
WSGC-F, 101.9, .7 KW @ 702, Oldies		SMN, \$ 17.00 (Banner)		(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1079, Classic AOR		, \$ 46.00 (Christal)	Bloomington	
WUSY-F, 100.7, 100 KW @ 1191, Country		NBC, \$ 91.00 (Katz)	Colonial	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,805,900  
 MSA Rank/Pop: 3/8,360,000  
 ADI # 3  
 Average Person Ratings: 17.5  
 Market TSL: 23.00 hours

Stations: 39/39  
 Diaries: 4665/1459:1/49.9%  
 Sample Target: 4515  
 % Below Line: 0.0  
 % Not Listed: 10.8

1993 Revenue: \$266,800,000  
 HH Inc.: \$42,135  
 Retail \$: 73.0 Bil  
 Pop per Station: 174,510  
 #1 Biller: WGN \$39,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WGCI-F (B)	880/ 7.4	7.0	7.1	7.3	8.5	7.2		9352/13.7	14.4	15.2	J	WGCI-F
2. WGN (FS/T)	768/ 6.4	6.9	6.2	7.7	6.4	6.8		9373/13.8	15.5	15.9	K	WGN
3. WKQX-F (AOR-NR)	518/ 4.3	3.8	3.5	3.4	3.3	3.8		9399/13.8	13.6	11.4	H	WKQX-F
4. WBBM-F (CHR)	512/ 4.3	4.9	5.4	4.7	4.9	4.8		10426/15.3	16.2	16.7	I	WBBM-F
5. WUSN-F (C)	507/ 4.2	4.4	4.4	5.4	4.5	4.6		6936/10.2	11.7	12.4	K	WUSN-F
6. WLIT-F (SAC)	503/ 4.2	3.7	4.0	4.1	3.9	4.0		7705/11.3	11.2	10.9	I	WLIT-F
7. WBBM (N)	487/ 4.1	4.2	4.2	3.8	4.4	4.1		10241/15.0	16.2	16.7	J	WBBM
8. WNUA-F (J)	425/ 3.6	2.5	3.1	3.3	2.8	3.1		6454/ 9.5	8.1	8.8	I	WNUA-F
9. WVAZ-F (B/AC)	422/ 3.5	3.4	3.3	3.5	3.4	3.4		6197/ 9.1	9.0	8.4	I	WVAZ-F
10. WLS (T)	411/ 3.4	3.2	3.5	2.9	2.6	3.3		5249/ 7.7	7.6	7.0	H	WLS
11. WLUP-F (AOR/T)	380/ 3.2	3.1	3.9	4.0	3.2	3.6		5989/ 8.8	9.3	10.5	J	WLUP-F
12. WOJO-F (SP)	340/ 2.8	2.8	1.9	2.2	2.7	2.4		3023/ 4.4	5.1	4.6	G	WOJO-F
13. WRCX-F (AOR)	339/ 2.8	2.7	2.3	3.0	3.0	2.7		7186/10.6	9.3	12.1	H	WRCX-F
14. WXRT-F (AOR-P)	322/ 2.7	2.6	2.7	2.1	2.7	2.5		5011/ 7.4	8.0	7.8	I	WXRT-F
15. WJMK-F (O)	309/ 2.6	3.5	2.6	2.9	4.0	2.9		7791/11.4	12.3	13.7	H	WJMK-F
16. WPNT-F (AC)	307/ 2.6	1.8	2.5	2.5	1.9	2.4		6442/ 9.5	8.1	7.8	G	WPNT-F
17. WCKG-F (CL AOR)	306/ 2.6	2.6	2.5	2.9	2.8	2.7		7364/10.8	10.3	10.9	H	WCKG-F
18. WJJD (ST)	296/ 2.5	2.6	2.9	2.5	3.0	2.6		4470/ 6.6	7.3	7.1	F	WJJD
19. WYSY-F (O-70's)	292/ 2.4	2.6	1.7	0.9	0.9	1.9		5252/ 7.7	8.3	4.1	I	WYSY-F
20. WTMX-F (AC)	266/ 2.2	2.6	2.4	2.5	2.3	2.4		6044/ 8.9	9.3	8.3	G	WTMX-F
21. WMAQ (N)	242/ 2.0	1.9	2.6	3.1	2.4	2.4		6810/10.0	11.6	12.3	K	WMAQ
22. WJPC-F (B)	177/ 1.5	0.8	0.9	1.0	0.7	1.1		3272/ 4.8	3.2	2.9	E	WJPC-F
23. WSCR (SPRTS)	169/ 1.4	1.6	1.9	2.0	1.8	1.7		2370/ 3.5	3.7	4.1	E	WSCR
24. WFMT-F (CL)	167/ 1.4	1.1	1.1	0.9	1.0	1.1		3251/ 4.8	3.7	4.4	E	WFMT-F
25. WGCI (B/O)	154/ 1.3	1.2	1.5	1.2	1.1	1.3		2346/ 3.4	3.8	3.5	E	WGCI
26. WNIB-F (CL)	136/ 1.1	1.1	1.8	1.8	1.6	1.5		3227/ 4.7	4.6	5.1	E	WNIB-F
27. WAIT (ST)	133/ 1.1	1.8	1.6	0.7	0.9	1.3		1439/ 2.1	2.5	1.9	E	WAIT
28. WYCA-F (REL)	105/ 0.9	0.8	0.7	0.7	0.6	0.8		1289/ 1.9	2.0	1.6	E	WYCA-F
29. WIND (SP)	103/ 0.9	0.7	1.2	1.1	1.3	1.0		1365/ 2.0	2.5	2.8	E	WIND
30. WMVP (SPRTS)	102/ 0.9	1.0	1.0	1.1	1.9	1.0		2202/ 3.2	4.0	5.9	H	WMVP
31. WLS -F (T)	100/ 0.8	1.3	1.7	1.5	1.2	1.3		2342/ 3.4	4.5	3.9	E	WLS -F
32.												
33.												
34.												
35.	12+ FM SHARE (METRO):	71.10%	(7567 of 10645)	(SUM 93:	68.72%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGCI-F	1 WGCI-F	1 WGCI-F>	1 WGCI-F>	1 WGCI-F>	1 WGN >	1 WGN >	1 WGCI-F	1 WGCI-F>	1 WGCI-F>	1 WGN
2 WBBM-F>	2 WKQX-F>	2 WKQX-F	2 WNUA-F	2 WNUA-F	2 WBBM	2 WBBM	2 WLIT-F<	2 WLUP-F	2 WBBM-F	2 WBBM
3 WKQX-F	3 WBBM-F	3 WLUP-F	3 WLIT-F	3 WUSN-F	3 WLS	3 WGCI-F	3 WGN	3 WKQX-F<	3 WVAZ-F	3 WGCI-F
4	4 WRCX-F	4 WBBM-F	4 WLUP-F	4 WLIT-F	4 WLIT-F	4 WLS	4 WKQX-F	4 WLIT-F<	4 WGN	4 WLS
5	5 WLUP-F	5 WUSN-F	5 WUSN-F	5 WLUP-F	5 WUSN-F	5 WLUP-F	5 WNUA-F	5 WUSN-F	5 WUSN-F	5 WVAZ-F
6	6 WUSN-F	6 WLIT-F	6 WXRT-F	6 WVAZ-F	6 WNUA-F	6 WUSN-F	6 WUSN-F	6 WBBM-F	6 WUSN-F	6 WUSN-F
7	7 WCKG-F	7 WNUA-F	7 WKQX-F	7 WXRT-F	7 WJJD	7 WLIT-F	7 WLS	7 WGN	7 WLS	7 WLIT-F
8	8 WXRT-F	8 WXRT-F	8 WVAZ-F	8 WYSY-F	8 WVAZ-F	8 WBBM-F	8 WBBM-F	8 WOJO-F	8 WNUA-F	8
9	9 WLIT-F	9 WVAZ-F	9 WYSY-F	9 WKQX-F	9 WGCI-F	9 WKQX-F	9 WBBM	9 WNUA-F	9 WRCX-F	9
10	10 WVAZ-F	10 WRCX-F	10 WCKG-F	10 WJMK-F	10 WJMK-F	10 WJJD	10 WPNT-F	10 WBBM	10 WMAQ	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WGCI-F>	1 WGCI-F	1 WGCI-F>	1 WGCI-F	1 WKQX-F	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGCI-F<
2 WBBM-F	2 WKQX-F<	2 WKQX-F	2 WLIT-F	2 WLIT-F	2 WGCI-F	2 WKQX-F	2 WLUP-F	2 WKQX-F<	2 WLUP-F
3 WKQX-F	3 WBBM-F>	3 WLIT-F	3 WVAZ-F<	3 WVAZ-F	3 WRCX-F	3 WRCX-F<	3 WKQX-F	3 WLUP-F	3 WXRT-F
4 WRCX-F	4 WLIT-F<	4 WBBM-F	4 WBBM-F	4 WNUA-F	4 WBBM-F	4 WLUP-F	4 WXRT-F	4 WXRT-F	4 WUSN-F
5 WUSN-F	5 WUSN-F	5 WUSN-F	5 WKQX-F	5 WPNT-F	5 WLUP-F	5 WBBM-F	5 WRCX-F	5 WRCX-F	5 WNUA-F
6 WPNT-F	6 WPNT-F	6 WYSY-F	6 WPNT-F<	6 WUSN-F	6 WOJO-F	6 WCKG-F	6 WCKG-F	6 WCKG-F	6 WCKG-F
7 WTMX-F	7 WTMX-F	7 WPNT-F	7 WUSN-F	7 WTMX-F	7 WCKG-F	7 WXRT-F	7 WYSY-F	7 WUSN-F	7 WKQX-F
8 WOJO-F	8 WRCX-F	8 WXRT-F	8 WTMX-F	8 WYSY-F	8 WJPC-F	8 WOJO-F	8 WUSN-F	8 WBBM-F	8 WYSY-F
9	9 WVAZ-F	9 WNUA-F	9 WNUA-F	9 WGN	9	9 WUSN-F	9 WNUA-F	9 WNUA-F	9 WRCX-F
10	10 WOJO-F	10	10 WYSY-F	10 WJMK-F	10	10 WVAZ-F	10 WOJO-F	10 WOJO-F	10 WJMK-F

CHICAGO

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WABT-F 103.9	DUNDEE	0.3/1.3	
WBUS-F 99.9	KANKAKEE	0.4/2.4	
WCCQ-F 98.3	CREST HILL	0.5/1.2	
WILL-F 95.1	KENOSHA	0.7/1.9	
WOPA 1200	CHICAGO	0.4/0.9	
WTAQ 1300	LA GRANGE	0.6/1.6	
WVON 1450	CHICAGO	0.8/1.0	
WXLC-F 102.3	WAUKEGAN	0.3/1.2	

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, News	CBS, \$ 265.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, Black Oldies	AURN, \$ NA (Mc-Guild)	Gannett
WGN, 720, 50 KW	, Full Service	ABC, \$ 400.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, Hispanic	, \$ 94.00 (Katz)	Tichenor
WJJD, 1160, 50 KW/4 KW (DA-2)	, Standards	UNISTR, \$ 97.00 (Katz)	Infinity
WLS, 890, 50 KW	, Talk	ABC, \$ 175.00 (Banner)	Cap. Cities/ABC
WMAQ, 670, 50 KW	, News/Sports	NBC, CNN, \$ 210.00 (Group W)	Westinghouse
WMVP, 1000, 50 KW (DA-2)	, Sports	, \$ 90.00 (MMR)	Evergreen
WSCR, 820, 5 KW (DAYS)	, Sports	, \$ 120.00 (CBS)	Diamond
WTAQ, 1300, 5 KW/500W (DA-2)	, Hispanic	CBS, CRC, \$ 50.00 (Lotus)	Lotus

FM STATIONS

WBBM, 96.3, 4.2 KW @ 1555	, CHR	CBS, \$ 225.00 (CBS)	CBS
WCKG, 105.9, 4.1 KW @ 1581	, Classic AOR	, \$ 198.00 (Katz)	Cox
WFMT, 98.7, 16 KW @ 1171	, Classical/Fine Arts	, \$ 105.00 (D&R)	
WGCI, 107.5, 33 KW @ 600	, Black	, \$ 329.00 (Mc-Guild)	Gannett
WJMK, 104.3, 4.0 KW @ 820	, Oldies	UNISTR, \$ 295.00 (Katz)	Infinity
WJPC, 106.3, 3 KW @ 367	, Black	, \$ 48.00 ( --- )	Bdcstg Partners (LANSING)
WKQX, 101.1, 6 KW @ 1171	, AOR - New Rock	Source, \$ 185.00 (D&R)	Emmis
WLIT, 93.9, 4 KW @ 1581	, Soft AC	, \$ 238.00 (Christal)	Viacom
WLS, 94.7, 4.4 KW @ 1528	--- See WLS - AM		
WLUP, 97.9, 6 KW @ 1171	, Talk/AOR	, \$ 305.00 (MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1191	, Classical	, \$ 125.00 (CMBS)	
WNUA, 95.5, 8 KW @ 1171	, Jazz	, \$ 245.00 (D&R)	Pyramid
WOJO, 105.1, 8 KW @ 1174	, Hispanic	, \$ 140.00 (Katz Hisp)	Tichenor
WPNT, 100.3, 8 KW @ 1171	, AC/CHR	, \$ 158.00 (Eastman)	Century
WTMX, 101.9, 4.2 KW @ 1558	, AC	, \$ 145.00 (Mc-Guild)	Bonneville
WUSN, 99.5, 6 KW @ 1171	, Country	, \$ 355.00 (Torbet)	Infinity
WVAZ, 102.7, 6 KW @ 1171	, Black/AC	UPI, \$ 265.00 (Banner)	Broadcasting Partners
WVBZ, 103.5, 4.3 KW @ 1548	, AOR	, \$ 168.00 (Eastman)	Evergreen
WXRT, 93.1, 7 KW @ 1309	, AOR - P	, \$ 195.00 (CBS)	Diamond
WYSY, 107.9, 23 KW @ 741	, Oldies (70's)	, \$ 85.00 ( --- )	Cox (AURORA)

Miscellaneous: WVBZ-F changes to WRCX-F (July). . .

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,528,500

Stations: 28/22  
Diaries: 2341/653:1/54.4%  
Sample Target: 2185  
% Below Line: 4.6  
% Not Listed: 12.2

1993 Revenue: \$64,400,000  
HH Inc.: \$32,844  
Retail \$: 15.0 Bil  
Pop per Station: 69,477  
#1 Biller: WLW A/A \$16,500,000

MSA Rank/Pop: 30/1,880,000

ADI # 31

Average Person Ratings: 16.3

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WLW (FS/T)	308/12.4	12.8	11.4	9.7	11.1	11.6		4408/28.8	31.2	30.1	J	WLW
2. WUBE-F (C)	239/ 9.6	7.8	10.1	10.5	9.1	9.5		2959/19.4	18.2	18.0	G	WUBE-F
3. WEBN-F (AOR)	201/ 8.1	8.6	6.1	6.4	8.0	7.3		3185/20.8	21.5	21.6	G	WEBN-F
4. WKRQ-F (CHR)	158/ 6.3	7.3	6.0	6.9	6.3	6.6		3461/22.6	22.9	20.5	G	WKRQ-F
5. WIZF-F (B)	153/ 6.1	5.3	6.6	5.9	6.9	6.0		1698/11.1	10.9	12.1	D	WIZF-F
6. WGRR-F (O)	142/ 5.7	6.8	6.6	6.7	7.2	6.5		2503/16.4	16.5	20.0	G	WGRR-F
7. WCKY (N/T)	120/ 4.8	5.2	2.7	2.5	3.0	3.8		1851/12.1	12.7	10.2	E	WCKY
8. WYGY-F (C)	113/ 4.5	3.7	3.8	3.1	1.1	3.8		1799/11.8	11.3	4.7	B	WYGY-F
9. WSAI (ST)	112/ 4.5	4.4	5.1	5.0	6.5	4.8		1287/ 8.4	8.4	11.5	B	WSAI
10. WPPT-F (O-70's)	95/ 3.8	4.6	1.8	3.6	2.9	3.5		1917/12.5	13.2	9.6		WPPT-F
11. WRRM-F (AC)	92/ 3.7	4.2	5.2	4.1	4.9	4.3		1753/11.5	12.0	11.8	E	WRRM-F
12. WWNK-F (AC)	91/ 3.7	3.3	4.0	3.4	4.3	3.6		1872/12.2	12.6	12.8	F	WWNK-F
13. WOFX-F (CL AOR)	76/ 3.0	3.6	4.2	5.8	6.0	4.2		1935/12.7	13.5	19.6	E	WOFX-F
14. WCIN (B)	44/ 1.8	0.8	1.4	1.8	1.8	1.5		431/ 2.8	2.5	4.1		WCIN
15. WAQZ-F (AOR-NR)	42/ 1.7	1.5	1.3	1.3	2.6	1.5		980/ 6.4	5.5	7.7		WAQZ-F

12+ FM SHARE (METRO): 71.86% (1573 of 2189) (SUM 93: 70.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIZF-F	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW	1 WLW	1 WLW	1 WLW	1 WLW	1 WLW	1 WLW
2 WKRQ-F	2 WUBE-F	2 WUBE-F	2 WEBN-F	2 WEBN-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WIZF-F	2 WUBE-F
3 WEBN-F	3 WKRQ-F	3 WLW	3 WUBE-F	3 WUBE-F	3 WGRR-F	3 WEBN-F	3 WEBN-F	3 WEBN-F	3 WUBE-F	3 WKRQ-F
4 WUBE-F	4 WIZF-F	4 WKRQ-F	4 WGRR-F	4 WGRR-F	4 WSAI	4 WKRQ-F	4 WKRQ-F	4 WGRR-F	4 WEBN-F	4 WCKY
5	5 WYGY-F	5 WIZF-F	5 WIZF-F	5 WIZF-F	5 WCKY	5 WIZF-F	5 WGRR-F	5 WIZF-F	5 WKRQ-F	5 WEBN-F
6	6 WLW	6 WGRR-F	6 WPPT-F	6 WKRQ-F	6	6 WGRR-F	6 WSAI	6 WKRQ-F	6	6 WIZF-F
7	7	7	7 WKRQ-F	7 WPPT-F	7	7 WSAI	7 WYGY-F	7	7	7 WGRR-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUBE-F	1 WKRQ-F	1 WKRQ-F	1 WUBE-F	1 WGRR-F	1 WEBN-F	1 WEBN-F	1 WEBN-F	1 WEBN-F	1 WLW
2 WKRQ-F	2 WUBE-F	2 WUBE-F	2 WKRQ-F	2 WUBE-F	2 WUBE-F	2 WLW	2 WLW	2 WLW	2 WEBN-F
3 WIZF-F	3 WIZF-F	3 WIZF-F	3 WIZF-F	3 WIZF-F	3 WKRQ-F	3 WUBE-F	3 WUBE-F	3 WUBE-F	3 WUBE-F
4 WEBN-F	4 WYGY-F	4 WYGY-F	4 WGRR-F	4 WKRQ-F	4 WLW	4 WYGY-F	4 WYGY-F	4 WPPT-F	4 WGRR-F
5 WYGY-F	5 WEBN-F	5 WPPT-F	5 WWNK-F	5 WRRM-F	5 WYGY-F	5 WIZF-F	5 WIZF-F	5 WOFX-F	5 WPPT-F
6	6 WWNK-F	6 WWNK-F	6 WYGY-F	6 WWNK-F	6	6 WKRQ-F	6 WOFX-F	6 WGRR-F	6 WOFX-F
7	7 WPPT-F	7 WEBN-F	7 WRRM-F	7 WYGY-F	7	7 WOFX-F	7	7 WIZF-F	7 WYGY-F
8	8	8	8	8 WLW	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAKW-F	93.3	CINCINNATI	1.1/4.4
WAXZ-F	97.7	GEORGETOWN	0.4/0.7
WBND	116.0	FLORENCE	0.3/1.0
WIOK-F	107.5	FALMOUTH, KY	0.4/1.1
WNLT-F	104.3	HARRISON	0.5/1.5
WOXY-F	97.7	OXFORD	0.5/2.1
WSCH-F	99.3	AURORA	0.3/0.9
WGTV-F	92.9	EATON	0.3/2.5
WHKO-F	99.1	DAYTON	1.4/4.2
WPFB	91.0	MIDDLETOWN	1.0/2.3
WPFB-F	105.9	MIDDLETOWN	1.1/4.2
WTUE-F	104.7	DAYTON	0.4/2.3
WVLK-F	92.9	LEXINGTON, KY	0.4/0.8

CINCINNATI

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RADIO STATIONS

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AM STATIONS

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WCIN,	1480,	5 KW/500 W (DA-2),	Black					
WSAI,	1530,	50 KW (DA-N)	Standards	CBS, NBC,	\$ 20.00	( --- )		
WBND,	1160,	5 KW/1 KW (DA-2)	Standards	SMN,	\$ 54.00	(Mc-Guild)		
					\$ 23.00	(Roslin)		(FLORENCE, KY)
WLW,	700,	50 KW	Talk/Full Service	AP, ABC,	\$240.00	(Eastman)	Jacor	
WCKY,	550,	5 KW/1KW (DA-2)	Talk	ABC, CNN,	\$ NA	(Eastman)	Jacor	

FM STATIONS

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WAKW,	93.3,	50 KW @ 500	Religion		\$ NA	( --- )		
WAQZ,	107.1,	3 KW @ 298	AOR - New Rock		\$ 25.00	(K & P)		(MILFORD)
WEBN,	102.7,	17 KW @ 876	AOR		\$165.00	(Eastman)	Jacor	
WGRR,	103.5,	20 KW @ 790	Oldies		\$125.00	(Banner)	Dalton	(HAMILTON)
WPPT,	92.5,	16 KW @ 909	Oldies - 70's	CBS,	\$ 59.00	(Mc-Guild)	Jacor	
WIZF,	100.9,	1.2 KW @ 466	Black	ABC,	\$ 47.00	(D&R)		(ERLANGER, KY)
WKRQ,	101.9,	16 KW @ 876	CHR	ABC,	\$111.00	(Katz)	Citicasters	
WOFX,	94.9,	11 KW @ 1056	Classic AOR		\$ 90.00	(Katz)	Heritage	
WRRM,	98.5,	18 KW @ 807	AC		\$ 84.00	(Banner)	Susquehanna	
WUBE,	105.1,	11 KW @ 918	Country	ABC,	\$160.00	(Christal)	Chancellor	
WVWK,	94.1,	32 KW @ 600	AC		\$103.00	(MMR)	Citicasters	
WYGY,	96.5,	20 KW @ 810	Country		\$ 35.00	(Christal)	Chancellor	(HAMILTON)

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,758,200  
 MSA Rank/Pop: 20/1,820,000  
 ADI # 12  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 26/22  
 Diaries: 2247/782:1/54.5%  
 Sample Target: 2085  
 % Below Line: 2.6%  
 % Not Listed: 11.2%

1993 Revenue: \$61,600,000  
 HH Inc.: \$33,236  
 Retail \$: 14.3 Bil  
 Pop per Station: 79,918  
 #1 Biller: WMJI-F \$7,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WMJI-F (O)	244/ 8.3	8.0	7.5	7.5	8.4	7.8		3305/18.8	20.8	20.1	H	WMJI-F
2. WGAR-F (C)	237/ 8.0	8.9	8.3	10.1	9.0	8.8		2907/16.5	18.8	19.5	G	WGAR-F
3. WMMS-F (AOR)	228/ 7.7	6.7	7.4	5.9	5.3	6.9		3525/20.0	20.0	17.6	H	WMMS-F
4. WZAK-F (B)	225/ 7.6	6.7	6.7	7.4	7.7	7.1		2443/13.9	14.0	13.4	G	WZAK-F
5. WRMR (ST/FS)	177/ 6.0	6.9	6.5	6.1	6.5	6.4		1702/ 9.7	11.4	10.3	C	WRMR
6. WQAL-F (AC)	174/ 5.9	5.1	5.7	5.4	5.2	5.5		3046/17.3	17.6	17.6	F	WQAL-F
7. WNCX-F (CL AOR)	173/ 5.9	5.9	6.9	5.9	4.7	6.2		3081/17.5	17.8	14.3	F	WNCX-F
8. WLTF-F (AC)	171/ 5.8	6.0	6.2	6.5	5.0	6.1		2609/14.8	15.2	17.0	G	WLTF-F
9. WDOK-F (SAC)	170/ 5.8	7.5	7.6	7.7	6.6	7.2		2610/14.8	17.4	17.8	G	WDOK-F
10. WWWE (N/T)	146/ 4.9	4.4	4.8	4.3	4.4	4.6		2234/12.7	11.2	12.1	E	WWWE
11. WKNR (SPRTS)	111/ 3.8	4.0	2.3	2.2	3.6	3.1		2191/12.5	12.2	11.2	C	WKNR
12. WNWV-F (J)	92/ 3.1	2.9	2.8	3.8	3.6	3.2		1459/ 8.3	7.7	9.0	C	WNWV-F
WZJM-F (CHR/U)	92/ 3.1	4.2	4.3	4.3	5.2	4.0		2132/12.1	14.9	15.7		WZJM-F
14. WJMO (B/O)	63/ 2.1	2.1	1.7	2.1	2.9	2.0		774/ 4.4	5.7	5.9		WJMO
15. WENZ-F (CHR/NR)	57/ 1.9	2.3	3.3	2.6	3.0	2.5		1537/ 8.7	9.0	9.5	B	WENZ-F
16. WCLV-F (CL)	53/ 1.8	1.6	2.4	3.0	2.0	2.2		1178/ 6.7	5.6	7.6	C	WCLV-F
17. WABQ (G)	40/ 1.4	1.1	1.4	1.0	1.2	1.2		397/ 2.3	2.2	2.2		WABQ
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.64% (2011 of 2624) (SUM 93: 74.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMMS-F<	1 WMMS-F>	1 WMMS-F	1 WMJI-F	1 WMJI-F	1 WMJI-F	1 WMJI-F	1 WWWE <	1 WMMS-F	1 WZAK-F	1 WZAK-F
2 WZAK-F<	2 WNCX-F<	2 WNCX-F<	2 WNCX-F<	2 WGAR-F	2 WRMR-F	2 WNCX-F	2 WMJI-F<	2 WMJI-F<	2 WKNR	2 WMJI-F<
3 WZJM-F>	3 WZAK-F	3 WMJI-F	3 WGAR-F<	3 WNCX-F	3 WGAR-F	3 WGAR-F	3 WGAR-F<	3 WGAR-F<	3 WMMS-F	3 WGAR-F
4	4 WQAL-F	4 WZAK-F	4 WMMS-F<	4 WLTF-F	4 WDOK-F	4 WMMS-F	4 WMMS-F	4 WZAK-F	4 WGAR-F	4 WQAL-F
5	5 WGAR-F	5 WGAR-F<	5 WLTF-F<	5 WMMS-F<	5 WWWE	5 WZAK-F	5 WRMR-F	5 WRMR-F	5 WLTF-F	5 WNCX-F
6	6 WLTF-F>	6 WQAL-F<	6 WQAL-F<	6 WZAK-F<	6 WLTF-F	6 WQAL-F<	6 WQAL-F	6 WLTF-F<	6 WZJM-F	6 WMMS-F
7	7 WMJI-F	7 WLTF-F	7 WZAK-F	7 WQAL-F	7	7 WDOK-F	7 WLTF-F<	7 WQAL-F	7	7 WWWE
8	8	8	8	8 WDOK-F	8	8	8 WDOK-F	8 WDOK-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZAK-F	1 WZAK-F<	1 WGAR-F	1 WLTF-F<	1 WMJI-F<	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WMMS-F<	1 WMJI-F<
2 WMMS-F	2 WMMS-F<	2 WQAL-F	2 WZAK-F<	2 WLTF-F<	2 WNCX-F	2 WNCX-F	2 WNCX-F	2 WNCX-F>	2 WNCX-F
3 WLTF-F	3 WLTF-F<	3 WLTF-F	3 WMJI-F<	3 WGAR-F	3 WZAK-F	3 WZAK-F>	3 WZAK-F	3 WMJI-F<	3 WMMS-F
WZJM-F	4 WGAR-F<	4 WNCX-F	4 WGAR-F<	4 WQAL-F	4 WQAL-F	4 WQAL-F	4 WGAR-F	4 WZAK-F	4 WGAR-F
5 WDOK-F	5 WQAL-F<	5 WZAK-F	5 WQAL-F	5 WZAK-F<	5	5 WGAR-F	5 WQAL-F	5 WQAL-F<	5 WZAK-F
6 WGAR-F	6 WNCX-F	6 WENZ-F	6 WDOK-F	6 WDOK-F>	6	6	6 WMJI-F	6 WGAR-F	6 WKNR <
7	7 WZJM-F	7	7 WMMS-F	7 WNWV-F	7	7	7	7 WKNR	7 WWWE
8	8	8	8	8 WMMS-F	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WELW	1330	WILLOUGHBY	0.4/1.4	
WEOL	930	ELYRIA	0.8/2.2	
WERE	1300	CLEVELAND	0.6/3.7	
WHK	1420	CLEVELAND	0.7/2.6	
WZLE-F	104.9	LORAIN	0.7/1.6	
WKDD-F	96.5	AKRON	0.4/2.8	
WKKY-F	104.9	GENEVA	0.3/0.9	
WONE-F	97.5	AKRON	1.1/4.4	
WQMX-F	94.9	MEDINA	0.7/2.0	

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, Gospel	AURN, \$ 21.00	( --- )	
WERE, 1300, 5 KW (DA-1)	, Talk	CNN, MBS, \$ 39.00	(Mc-Guild)	Clear Channel
WHK, 1420, 5 KW (DA-N)	, Business News	TALKNT, BRN, \$ 43.00	(Katz)	OmniAmerica
WJMO, 1490, 1 KW	, Black/Oldies	ABC, \$ 27.00	(MMR)	Zapis
WKNR, 1220, 50 KW (DA-N)	, Sports	ABC, CBS, \$ 40.00	(Eastman)	
WRMR, 850, 10 KW/5 KW (DA-2)	, Standards	AP, UNISTR, \$ 39.00	(MMR)	
WWWE, 1100, 50 KW	, News/Talk	CBS, ABC, \$ 71.00	(Christal)	Secret

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 60.00	(CMBS)	
WDOK, 102.1, 12 KW @ 1004	, Soft AC	, \$152.00	(MMR)	
WENZ, 107.9, 70 KW @ 390	, CHR-New Rock	Source, UNISTR, \$ 58.00	(Torbet)	Ardman
WGAR, 99.5, 50 KW @ 500	, Country	ABC, \$155.00	(D & R)	Nationwide
WZJM, 92.3, 40 KW @ 236	, CHR/Urban	ABC, \$ 50.00	(MMR)	Zapis
WLTF, 106.5, 11 KW @ 1059	, AC	AP, \$161.00	(Christal)	Secret
WMJI, 105.7, 27 KW @ 899	, Oldies	NBC, \$180.00	(Katz)	OmniAmerica
WMMS, 100.7, 34 KW @ 600	, AOR	NBC, Source, \$184.00	(Katz)	OmniAmerica
WNCX, 98.5, 16 KW @ 961	, Classic AOR	ABC, MBS, \$102.00	(Mc-Guild)	Clear Channel
WNWV, 107.3, 50 KW @ 466	, Jazz	CBS, \$ 58.00	(Torbet)	(ELYRIA)
WQAL, 104.1, 11 KW @ 1059	, AC/CHR	UNISTR, \$ 89.00	(Banner)	Fairfield/ML
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$115.00	(D & R)	Zapis

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/358,500  
 MSA Rank/Pop: 108/444,000  
 ADI # 98 (w/Pueblo)  
 Average Person Ratings: 15.5  
 Market TSL: 20.75 hours

Stations: 22/17  
 Diaries: 1134/316:1/57.3%  
 Sample Target: 1040  
 % Below Line: 7.7  
 % Not Listed: 15.8

1993 Revenue: \$11,600,000  
 HH Inc.: \$31,395  
 Retail \$: 3.7 Bil  
 Pop per Station: 21,088  
 #1 Biller: KKCS-AF \$2,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KKMG-F (CHR)	57/10.2	9.5	9.4	8.5	9.8	9.4		811/22.6	22.8	17.0	B	KKMG-F
2. KKFM-F (AOR/CL)	52/ 9.3	8.1	8.5	8.9	10.5	8.7		699/19.5	19.5	19.6	C	KKFM-F
3. KKCS-F (C)	51/ 9.2	10.6	10.6	13.0	17.2	10.9		646/18.0	22.3	25.9	D	KKCS-F
4. KILO-F (AOR)	44/ 7.9	6.9	7.1	6.7	6.9	7.1		579/16.2	14.1	14.2	B	KILO-F
5. KVOR (N/T)	40/ 7.2	6.5	5.7	7.5	5.5	6.7		609/17.0	15.1	15.1	B	KVOR
6. KVUU-F (AC)	35/ 6.3	9.2	5.0	7.3	3.8	7.0		670/18.7	19.1	12.2	B	KVUU-F
7. KKLI-F (SAC)	31/ 5.6	5.6	6.1	5.0	6.0	5.6		554/15.5	17.5	15.9	B	KKLI-F
8. KRDO-F (SAC)	27/ 4.8	3.9	4.9	5.2	5.0	4.7		512/14.3	10.1	12.5	B	KRDO-F
9. KOA (N/T)	25/ 4.5	3.7	4.2	4.1	4.5	4.1		457/12.7	11.5	12.6		KOA
10. KSPZ-F (O)	23/ 4.1	7.4	9.4	7.1	7.2	7.0		550/15.3	19.0	16.2	C	KSPZ-F
11. KBIQ-F (REL)	17/ 3.1	2.1	2.6	3.2	2.2	2.8		227/ 6.3	6.1	4.6	A	KBIQ-F
12. KIKX-AF (C)	15/ 2.7	1.9	3.6	2.3	3.4	2.6		349/ 9.7	8.9	8.0		KIKX-AF
13. KCCY-F (C)	11/ 2.0	1.1	1.2	---	---	1.4		230/ 6.4	4.9	---		KCCY-F
14. KCMN (ST)	10/ 1.8	1.4	1.4	2.1	2.4	1.7		147/ 4.1	3.7	3.9	A	KCMN
KGFT-F (REL)	10/ 1.8	0.5	1.6	0.7	0.9	1.2		145/ 4.0	3.0	4.0		KGFT-F

12+ FM SHARE (METRO): 81.23% (381 of 469) (SUM 93: 83.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KILO-F	1 KKFM-F	1 KKFM-F>	1 KKFM-F	1 KVOR	1 KKMG-F<	1 KVOR >	1 KKMG-F<	1 KKMG-F<	1 KVUU-F
2 KILO-F>	KKFM-F<	2 KKMG-F<	2 KKCS-F	2 KKCS-F	2 KKCS-F	2 KKCS-F	2 KKCS-F	2 KKFM-F	2 KILO-F>	2 KILO-F
3	3 KKMG-F>	3 KILO-F<	3 KKMG-F<	3 KKLI-F	3 KKLI-F	KKFM-F	3 KKMG-F<	KILO-F<	3 KKCS-F	3 KKMG-F>
4	4 KVUU-F	4 KKCS-F	4 KKLI-F	4 KKMG-F	4 KOA <	4 KVUU-F	4 KKFM-F	4 KKCS-F>	KKFM-F	4
5	KKCS-F	5 KVUU-F	5 KILO-F	KVUU-F	5 KRDO-F	5 KVOR	5 KILO-F	5 KVUU-F	5	5
6	6	6	6	6 KSPZ-F<	KSPZ-F	6	6	6	6	6
7	7	7	7	7 KILO-F	7	7	7	7	7	7
				KRDO-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F	1 KKMG-F>	1 KKMG-F	1 KKMG-F<	1 KKCS-F<	1 KILO-F	1 KKFM-F	1 KKFM-F	1 KKFM-F>	1 KKFM-F>>
2 KVUU-F	2 KVUU-F<	2 KKCS-F	2 KKCS-F<	2 KKLI-F	2 KKMG-F	2 KILO-F>	2 KILO-F	2 KILO-F>	2 KKCS-F<
3 KILO-F	3 KKCS-F<	3 KKLI-F	3 KVUU-F	3 KKMG-F	3 KKFM-F	3 KKMG-F>	3 KKCS-F	3 KKMG-F	3 KILO-F>
4 KKCS-F	4 KILO-F>	KVUU-F	4 KKLI-F	4 KVUU-F	4 KKCS-F	4 KKCS-F	4 KKMG-F	4 KKCS-F	4 KSPZ-F
	KKFM-F	5	5 KILO-F	5 KRDO-F	KKLI-F	5 KVUU-F	KVUU-F	5 KVUU-F	5 KVUU-F
6	6	6	6	6 KSPZ-F	KVUU-F	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KHII-F	105.5	SECURITY	1.4/4.7	
KRDO	1240	COLORADO SPGS	0.5/4.9	
KTWK	740	COLORADO SPGS	0.5/2.5	
KGHF	1350	PUEBLO	0.4/0.8	
KHOW	630	DENVER	0.5/1.2	
KXPK-F	96.5	EVERGREEN	0.4/0.9	



COLORADO SPRINGS

RADIO STATIONS

KCMN, 1530,	1 KW (DAYS)	, Standards	UNISTR, CNN	, \$ 14.00 (K & P)	
KRDO, 1240,	1 KW (DA-1)	, Country	ABC, MBS	, \$ 12.00 (D & R)	
KTWK, 740,	3.5 KW/1.6 KW(DA-2)	, Talk	CNN, UNISTR	, \$ 15.00 (Katz)	Pourtales
KVOR, 1300,	5 KW/1 KW	, News/Talk	ABC, CBS	, \$ 27.00 (Katz)	Pourtales
KBIQ-F, 96.1,	.5 KW @ 2014,	Religion		, \$ 13.00 ( --- )	(FOUNTAIN)
KGFT-F, 100.7,	13 KW @ 2122,	Religion		, \$ 19.00 ( --- )	(PUEBLO)
KIKX-F, 102.7,	100 KW @ 2001,	Country		, \$ 22.00 (Torbet)	Wiskes/Abaris
KILO-F, 93.9,	83 KW @ 2109,	AOR		, \$ 33.00 (Eastman)	Bahakel
KKCS-F, 101.9,	79 KW @ 2178,	Country		, \$ 54.00 (Torbet)	Walton
KKFM-F, 98.1,	71 KW @ 2289,	AOR - Classic		, \$ 40.00 (Christal)	Citadel
KKLI-F, 106.3,	1.6 KW @ 2224,	Soft AC		, \$ 25.00 (D & R)	Tippie (WIDEFIELD)
KKMG-F, 98.9,	70 KW @ 2299,	CHR		, \$ 24.00 (Christal)	Citadel (PUEBLO)
KHII-F, 105.5,	.4 KW @ 2293,	Country	ABC	, \$ 17.00 (D & R)	(SECURITY)
KRDO-F, 95.1,	96 KW @ 2011,	EZ/Soft AC	ABC	, \$ 22.00 (D & R)	
KSPZ-F, 92.9,	72 KW @ 2129,	Oldies	UNISTR	, \$ 34.00 (Katz)	Pourtales
KVUU-F, 99.9,	68 KW @ 2001,	AC/CHR		, \$ 26.00 (Katz)	Pourtales (PUEBLO)

KOA -- See Denver

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/391,100  
 MSA Rank/Pop: 103/471,000  
 ADI # 86  
 Average Person Ratings: 15.9  
 Market TSL: 21.00 hours

Stations: 17/16  
 Diaries: 1148/341:1/50.6%  
 Sample Target: 1105  
 % Below Line: 0.3  
 % Not Listed: 15.2

1993 Revenue: \$15,400,000  
 HH Inc.: \$32,729  
 Retail \$: 4.1 Bil  
 Pop per Station: 24,443  
 #1 Biller: WWDN-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WWDN-F (B)	110/17.7	17.1	16.5	16.7	20.5	17.0		991/25.3	25.6	21.1	E	WWDN-F
2. WCOS-F (C)	66/10.6	12.2	12.0	12.6	14.2	11.9		951/24.3	24.0	29.8	D	WCOS-F
3. WMFX-F (ADR/CL)	48/ 7.7	5.1	6.8	4.0	3.9	5.9		686/17.5	15.6	13.3	C	WMFX-F
4. WVOC (N/T)	46/ 7.4	5.3	7.1	7.0	6.0	6.7		662/16.9	13.1	12.9	C	WVOC
5. WNOK-F (CHR)	40/ 6.5	8.3	7.9	6.3	7.5	7.3		796/20.4	21.4	22.2	C	WNOK-F
6. WSCQ-F (EZ)	42/ 6.8	5.6	5.1	8.1	4.4	6.4		475/12.1	11.5	8.2	A	WSCQ-F
7. WTCB-F (AC)	39/ 6.3	7.9	6.7	6.4	7.6	6.8		555/14.2	15.5	17.1	D	WTCB-F
8. WFMV-F (G)	27/ 4.4	5.9	5.0	3.1	---	4.6		332/ 8.5	9.7	---	A	WFMV-F
9. WOMG-F (O)	26/ 4.2	5.4	4.7	6.4	5.3	5.2		546/14.0	14.3	17.2	C	WOMG-F
10. WHKZ-F (C)	25/ 4.0	5.0	5.7	5.9	7.9	5.2		483/12.3	10.9	16.5	C	WHKZ-F
11. WARQ-F (ADR)	24/ 3.9	5.3	3.5	4.2	5.1	4.2		439/11.2	11.1	11.8	B	WARQ-F
12. WOIC (B)	12/ 1.9	1.5	2.0	2.6	1.9	2.0		185/ 4.7	3.6	5.6	A	WOIC
13.												
14.												
15.												

12+ FM SHARE (METRO): 87.07% (458 of 526) (SUM 93: 87.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDN-F>>	1 WWDN-F>	1 WWDN-F>	1 WWDN-F>	1 WWDN-F>	1 WCOS-F<	1 WWDN-F<	1 WWDN-F>	1 WWDN-F>	1 WWDN-F>>>	1 WWDN-F
2 WCOS-F>	2 WMFX-F>	2 WMFX-F	2 WMFX-F	2 WMFX-F<	2 WWDN-F<	2 WCOS-F>	2 WVOC	2 WCOS-F	2 WMFX-F	2 WCOS-F>
3 WNOK-F	3 WNOK-F	3 WCOS-F	3 WCOS-F	3 WCOS-F	3 WSCQ-F<	3 WSCQ-F<	WCOS-F	3 WMFX-F	3 WCOS-F	3 WVOC
4	4 WTCB-F	4 WNOK-F	4 WNOK-F	4 WTCB-F	4 WVOC >	4 WMFX-F	4 WMFX-F	4 WVOC <	4	4
5	5 WARQ-F	5 WTCB-F	5 WTCB-F	5 WOMG-F	5	5	5 WTCB-F	5 WNOK-F<	5	5
6	6	6	6	6	6	6	6	6 WTCB-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDN-F	1 WWDN-F>	1 WWDN-F	1 WWDN-F>	1 WWDN-F>	1 WWDN-F	1 WWDN-F>	1 WWDN-F	1 WWDN-F>	1 WWDN-F>
2 WNOK-F	2 WNOK-F<	2 WTCB-F	2 WNOK-F<	2 WTCB-F	2 WCOS-F	2 WMFX-F>	2 WMFX-F	2 WMFX-F>	2 WMFX-F>
3 WMFX-F	3 WTCB-F	3 WNOK-F	3 WTCB-F	3 WCOS-F	WMFX-F	3 WARQ-F>	3 WARQ-F	3 WVOC	3 WCOS-F
4 WTCB-F	4 WMFX-F>	4 WMFX-F	4 WCOS-F	4 WOMG-F	4 WARQ-F	4 WCOS-F	4 WHKZ-F	4 WCOS-F	4 WVOC >
5	5 WFMV-F	5	5 WMFX-F<	5 WNOK-F	5	5 WHKZ-F	5 WNOK-F	5 WARQ-F	5 WHKZ-F
6	6	6	6 WOMG-F	6	6	6	6	6	6 WARQ-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WCOS	1400	COLUMBIA	0.2/1.8	
WKWQ-F	93.1	BATESBURG	1.1/4.1	
WLXC-F	98.5	LEXINGTON	0.3/1.2	
WTGH	620	CAYCE	1.5/2.7	
WQKI-F	93.9	ST. MATTHEWS	0.3/0.9	

COLUMBIA, SC

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, Black		, \$ 15.00 (Katz)	WMFX owner (D)
WTGH, 620, 1 KW/125 W (DA-1)	, Gospel	AURN	, \$ 14.00 (---)	Willis
WVOC, 560, 5 KW (DA-N)	, News/Talk	TALKNT, CNN	, \$ 30.00 (Banner)	
WARQ-F, 93.5, 2.8 KW @ 443,	AOR		, \$ 24.00 (Banner)	Radio Equity
WCOS-F, 97.5, 100 KW @ 984,	Country	ABC	, \$ 76.00 (Katz)	Benchmark
WFMV-F, 95.3, 3 KW @ 328,	Gospel		, \$ 17.00 ( --- )	(S. CONGAREE)
WHKZ-F, 96.7, 3.3 KW @ 443,	Country		, \$ 28.00 (K & P)	Benchmark
WKWQ-F, 93.1, 2.1 KW @ 561,	Black/AC	UNISTR	, \$ 16.00 (---)	(BATESBURG)
				(ST.ANDREWS)
WMFX-F, 102.3, 3 KW @ 321,	AOR/Classic		, \$ 31.00 (D & R)	
WNOK-F, 104.7, 100 KW @ 1000,	CHR	ABC	, \$ 41.00 (Katz)	WMFX owner (D)
WOMG-F, 103.1, 3 KW @ 298,	Oldies	MBS	, \$ 30.00 (Torbet)	
WSCQ-F, 100.1, 5.9 KW @ 331,	EZ	CBS	, \$ 22.00 (Eastman)	
WTCB-F, 106.7, 100 KW @ 787,	AC	AP	, \$ 51.00 (Christal)	Bloomington (ORANGEBURG)
WWDN-F, 101.3, 100 KW @ 1322,	Black	UNISTR	, \$ 70.00 (D & R)	Radio Equity (SUMTER)

Miscellaneous: WOMG A/F sold by John Price to Bloomington (D) for \$3,000,000 (Stevens). . .

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,197,200

Stations: 25/24  
Diaries: 1702/703:1/50.8%  
Sample Target: 1645  
% Below Line: 1.1  
% Not Listed: 13.4

1993 Revenue: \$50,300,000  
HH Inc.: \$34,830  
Retail \$: 12.4 Bil  
Pop per Station: 49,883  
#1 Biller: WSNY-F \$9,000,000

MSA Rank/Pop: 38/1,420,000

ADI # 34

Average Person Ratings: 14.2

Market TSL: 19.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WTVN (FS)	161/ 9.5	8.0	9.2	8.6	8.3	8.8		2263/18.9	17.8	17.1	H	WTVN
2. WCOL-F (C)	147/ 8.6	6.2	4.9	4.0	2.9	5.9		1986/16.6	15.7	11.9	D	WCOL-F
3. WSNY-F (AC)	134/ 7.9	7.8	8.7	8.7	7.9	8.3		2311/19.3	17.4	20.5	H	WSNY-F
4. WNCI-F (CHR)	124/ 7.3	8.5	7.4	5.8	7.6	7.3		2307/19.3	21.7	22.1	H	WNCI-F
5. WBZX-F (AOR)	121/ 7.1	7.8	5.8	5.7	5.2	6.6		1970/16.5	14.6	12.5	E	WBZX-F
6. WLVQ-F (AOR/CL)	100/ 5.9	6.1	7.6	6.7	6.9	6.6		1878/15.7	15.5	15.4	G	WLVQ-F
7. WHOK-F (C)	89/ 5.2	5.2	4.8	7.0	5.9	5.6		1587/13.3	12.8	13.9	E	WHOK-F
8. WBNS-F (O)	81/ 4.8	4.2	3.0	2.3	3.4	3.6		1416/11.8	13.2	11.5	C	WBNS-F
9. WCKX-F (B)	66/ 3.9	4.7	5.7	2.8	3.5	4.3		1213/10.1	8.9	8.4	B	WCKX-F
10. WVKO (B)	61/ 3.6	3.0	3.9	3.2	2.5	3.4		846/ 7.1	6.7	6.5	B	WVKO
11. WRVF-F (C)	53/ 3.1	3.3	4.3	7.0	5.1	4.4		1133/ 9.5	9.0	12.2	E	WRVF-F
12. WCLT-F (C)	42/ 2.5	2.7	2.5	4.1	5.1	3.0		665/ 5.6	6.3	7.9	B	WCLT-F
13. WWCD-F (AOR-NR)	42/ 2.5	2.9	2.6	2.2	2.7	2.6		996/ 8.3	6.6	7.2	C	WWCD-F
14. WAKS-F (O-70's)	39/ 2.3	1.1	2.4	3.1	2.3	2.2		883/ 7.4	5.2	10.6		WAKS-F
15. WCEZ-F (SAC)	39/ 2.3	2.0	1.7	1.3	1.2	1.8		547/ 4.6	5.6	3.9	A	WCEZ-F
16. WBNS (ST)	38/ 2.2	1.8	2.4	3.8	3.2	2.6		604/ 5.0	5.2	7.3	B	WBNS
17. WCOL (T)	27/ 1.6	1.7	1.6	3.1	3.2	2.0		550/ 4.6	4.6	6.5	A	WCOL
18. WMNI (C)	22/ 1.3	1.1	1.9	1.9	1.9	1.6		312/ 2.6	3.3	4.3	A	WMNI
19.												
20.												

12+ FM SHARE (METRO): 76.27% (1125 of 1475) (SUM 93: 74.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKX-F>	1 WBZX-F	1 WCOL-F<	1 WSNY-F	1 WSNY-F	1 WTVN >	1 WTVN >	1 WTVN	1 WCOL-F	1 WBZX-F	1 WTVN
2 WBZX-F	2 WNCI-F<	2 WBZX-F	2 WCOL-F<	2 WCOL-F	2 WSNY-F	2 WNCI-F<	2 WCOL-F	2 WBZX-F<	2 WSNY-F	2 WCOL-F<
3 WCOL-F	3 WCOL-F	3 WNCI-F<	3 WNCI-F<	3 WNCI-F<	3 WBNS-F	3 WSNY-F<	3 WSNY-F<	3 WSNY-F<	3 WNCI-F<	3 WNCI-F<
4 WNCI-F	4 WLVQ-F	4 WSNY-F	4 WLVQ-F	4 WTVN <	4 WHOK-F<	4 WCOL-F	4 WNCI-F	4 WNCI-F	4 WCOL-F<	4 WBZX-F
5	5 WSNY-F	5 WLVQ-F>	5 WTVN <	5 WLVQ-F	5 WCOL-F	5 WLVQ-F	5 WBZX-F	5 WTVN <	5 WCKX-F	5 WSNY-F
6	6 WWCD-F	6 WTVN	6 WBZX-F	6 WBNS-F	6	6 WBZX-F	6 WLVQ-F	6 WLVQ-F	6 WLVQ-F	6 WHOK-F
7	7 WCKX-F	7 WBNS-F	7 WBNS-F	7 WBZX-F	7	7 WHOK-F	7 WHOK-F	7	7	7 WLVQ-F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F	1 WBZX-F	1 WBZX-F>	1 WBZX-F	1 WBZX-F	1 WLVQ-F
2 WBZX-F	2 WCOL-F>	2 WCOL-F	2 WCOL-F<	2 WNCI-F<	2 WVKO	2 WLVQ-F>	2 WLVQ-F	2 WLVQ-F>	2 WTVN <
3 WCOL-F	3 WSNY-F	3 WSNY-F	3 WSNY-F	3 WCOL-F>>	3 WCOL-F	3 WCOL-F	3 WCOL-F	3 WTVN	3 WBZX-F
4 WCKX-F	4 WBZX-F	4 WLVQ-F	4 WHOK-F<	4 WTVN	4 WLVQ-F	4 WNCI-F	4 WNCI-F	4 WCOL-F	4 WBNS-F
5	5 WLVQ-F	5 WBZX-F	5 WLVQ-F<	5 WBNS-F<	5 WRVF-F	5 WWCD-F	5 WTVN	5 WSNY-F	5 WSNY-F
6	6 WCKX-F	6	6 WBZX-F	6 WHOK-F	6	6 WTVN	6 WSNY-F	6 WBNS-F	6 WCOL-F
7	7 WWCD-F	7	7	7	7	7	7 WWCD-F	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAHC-F	107.1	CIRCLEVILLE	1.1/4.4
WCLT	1430	NEWARK	0.5/0.7
WNKO-F	101.7	NEWARK	0.8/1.4
WRFD	880	COLUMBUS	0.8/2.0
WRZR-F	103.1	JOHNSTOWN	0.4/2.2
WSWZ-F	103.5	LANCASTER	0.6/1.8
WLW	700	CINCINNATI	1.1/4.2

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	Standards	CBS, AP, \$ 26.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW ,	Talk	, \$ 21.00	(Christal)	Nationwide
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS, NBC, \$ 23.00	(Eastman)	
WRFD, 880,	9 KW (DAYS, DA) ,	Religion	, \$ 19.00	( --- )	Salem
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC, \$140.00	(Katz)	Great American
WVVO, 1580,	1 KW/250 W (DA-2),	Black	UNISTR, AURN, \$ 28.00	(Mc-Guild)	Saga

FM STATIONS

WAHC, 107.1,	3 KW @ 328	, CHR	, \$ NA	(Torbet)	(CIRCLEVILLE)
WAKS, 106.7,	6 KW @ 328	, 70's - Oldies	ABC, \$ 27.00	(Torbet)	(MARYSVILLE)
WBNS, 97.1,	21 KW @ 781	, Oldies	CBS, \$ 44.00	(Banner)	Columbus Dispatch
WBZX, 99.7,	20 KW @ 781	, AOR	, \$ 79.00	(Eastman)	
WCEZ, 107.9,	6 KW @ 285	, Soft AC	, \$ 19.00	( --- )	(DELAWARE)
WCKX, 106.3,	6 KW @ 328	, Black	AURN, \$ 26.00	( --- )	(LONDON)
WCLT, 100.3,	50 KW @ 390	, Country	MBS, \$ 30.00	( --- )	(NEWARK)
WCOL, 92.3,	22 KW @ 754	, Country	, \$ 75.00	(Christal)	Nationwide
WHOK, 95.5,	50 KW @ 492	, Country	AP, \$ 80.00	(D & R)	OmniAmerica (LANCASTER)
WLWQ, 96.3,	18 KW @ 751	, AOR	, \$150.00	(Katz)	Great American
WNCI, 97.9,	175 KW @ 561	, CHR	AP, \$172.00	(MMR)	Nationwide
WRVF, 98.9,	3 KW @ 328	, Country	, \$ 70.00	(D & R)	OmniAmerica (U. ARLINGTON)
WRZR, 103.1,	1.6 KW @ 443	, Religion	SMN, \$ 19.00	(D & R)	(JOHNSTOWN)
WSNY, 94.7,	22 KW @ 754	, AC	, \$180.00	(Mc-Guild)	Saga
WWCD, 101.1,	6 KW @ 328	, AOR - New Rock	, \$ 35.00	(D & R)	(GROVE CITY)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,458,600  
 11 - Dallas  
 MSA Rank/Pop: 34 - Fortworth/4,360,000  
 ADI # 8  
 Average Person Ratings: 16.9  
 Market TSL: 22.50 hours

Stations: 31/31  
 Diaries: 3213/1076:1/48.5%  
 Sample Target: 3150  
 % Below Line: 0.0  
 % Not Listed: 8.0

1993 Revenue: \$160,600,000  
 HH Inc.: \$37,574  
 Retail \$: 43.0 Bil  
 Pop per Station: 111,568  
 #1 Biller: KVIL-AF \$20,900,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KHKS-F (CHR)	353/ 6.0	6.1	4.7	5.9	4.4	5.7		6023/17.4	17.2	14.1	F	KHKS-F
2. KSCS-F (C)	347/ 5.9	6.5	6.4	6.9	5.4	6.4		5917/17.1	16.3	16.4	J	KSCS-F
KYNG-F (C)	347/ 5.9	5.1	4.8	5.1	5.3	5.2		4420/12.8	12.2	10.6	G	KYNG-F
4. WBAP (FS/T)	335/ 5.7	5.9	5.1	5.5	5.9	5.6		5457/15.8	17.2	15.2	J	WBAP
KKDA-F (B)	335/ 5.7	4.2	3.5	3.4	4.5	4.2		3955/11.4	10.1	10.3	H	KKDA-F
6. KVIL-AF (AC)	320/ 5.5	5.5	5.9	5.4	4.5	5.6		4940/14.3	12.1	12.7	K	KVIL-AF
7. KOAI-F (J)	261/ 4.5	5.1	4.9	3.5	3.7	4.5		3955/11.4	11.6	9.2	F	KOAI-F
8. KEGL-F (AOR)	254/ 4.3	3.2	3.5	3.3	2.7	3.6		4411/12.8	10.7	10.1	E	KEGL-F
9. KPLX-F (C)	242/ 4.1	5.1	4.7	4.6	4.6	4.6		4418/12.8	13.1	13.5	I	KPLX-F
10. KJMZ-F (B)	239/ 4.1	3.4	4.4	3.3	4.8	3.8		3836/11.1	10.8	11.3	G	KJMZ-F
11. KLUV-F (O)	234/ 4.0	3.9	3.8	3.3	4.0	3.8		4464/12.9	11.6	12.8	G	KLUV-F
12. KDGE-F (AOR-NR)	191/ 3.3	3.7	3.1	2.9	2.8	3.3		3727/10.8	11.6	8.2	D	KDGE-F
13. KRLD (N)	185/ 3.2	3.4	4.0	3.0	3.4	3.4		3945/11.4	11.5	12.4	I	KRLD
14. WRR -F (CL)	159/ 2.7	1.9	1.9	2.5	2.2	2.3		2290/ 6.6	6.2	7.6	C	WRR -F
15. KLIF (T)	154/ 2.6	1.8	2.5	3.0	2.7	2.5		2404/ 7.0	6.1	7.2	H	KLIF
16. KDMX-F (AC/CHR)	149/ 2.5	3.1	3.2	3.4	3.2	3.1		3332/ 9.6	10.7	10.4	H	KDMX-F
KLTY-F (REL)	149/ 2.5	2.9	2.9	2.4	2.1	2.7		2096/ 6.1	7.3	6.1	D	KLTY-F
18. KZPS-F (CL AOR)	147/ 2.5	2.9	2.9	3.3	3.8	2.9		3696/10.7	10.9	12.0	G	KZPS-F
19. KSNN-F (C)	138/ 2.4	2.2	2.1	2.3	2.8	2.3		2357/ 6.8	6.3	5.9	D	KSNN-F
20. KTXQ-F (AOR)	136/ 2.3	3.0	3.2	2.9	4.5	2.9		3204/ 9.3	10.5	11.7	H	KTXQ-F
21. KRRW-F (O-70's)	126/ 2.2	3.2	2.1	1.4	3.1	2.2		3038/ 8.8	9.9	8.9	F	KRRW-F
22. KKDA (B/O)	118/ 2.0	1.4	1.8	2.4	2.2	1.9		1404/ 4.1	3.4	4.9		KKDA
23. KHVN (G)	86/ 1.5	1.4	2.4	1.5	1.9	1.7		1242/ 3.6	3.8	3.6	B	KHVN
24. KTCK (T)	79/ 1.3	1.2	1.1	2.3	2.4	1.5		1461/ 4.2	3.8	4.2		KTCK
25. KESS (SP)	83/ 1.4	1.8	1.7	2.6	1.5	1.9		1053/ 3.0	3.2	3.4	C	KESS
26. KRVA (SP)	65/ 1.1	0.7	0.7	1.5	0.7	1.0		763/ 2.2	1.7	2.2		KRVA
27. KDZR-F (AOR)	59/ 1.0	1.2	1.4	1.3	1.6	1.2		1553/ 4.5	4.3	4.5	B	KDZR-F
28.												
29.												
30.												

12+ FM SHARE (METRO): 78.17% (4212 of 5388) (SUM 93: 76.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHKS-F>	1 KKDA-F<	1 KKDA-F<	1 KYNG-F	1 KSCS-F	1 WBAP	1 KSCS-F<	1 WBAP	1 KYNG-F<	1 KKDA-F<	1 KRLD
2 KJMZ-F	2 KHKS-F<	2 KYNG-F	KSCS-F	2 KVIL-AF	2 KVIL-AF	2 KEGL-F<	2 KYNG-F	2 WBAP <	2 KHKS-F<	2 WBAP
3 KKDA-F	3 KYNG-F<	3 KSCS-F<	3 KKDA-F<	KYNG-F	3 KSCS-F	3 KVIL-AF	3 KHKS-F<	3 KHKS-F<	3 KJMZ-F	3 KKDA-F
4 KDGE-F	4 KEGL-F	4 KHKS-F	4 KVIL-AF	4 KOAI-F<	4 KOAI-F	4 KHKS-F	4 KVIL-AF	4 KSCS-F	4 WBAP	4 KSCS-F
5 KYNG-F	5 KSCS-F<	5 KEGL-F	5 KOAI-F	5 KKDA-F<	5 KLUV-F	KYNG-F<	KSCS-F<	5 KKDA-F	5 KDGE-F<	5 KOAI-F
6	6 KJMZ-F	6 KVIL-AF	6 KEGL-F<	6 WBAP	KRLD	6 WBAP	6 KKDA-F	6 KVIL-AF	6 KYNG-F	6 KVIL-F
7	KDGE-F	7 KOAI-F	7 KHKS-F	7 KLUV-F	7 WRR -F	7 KKDA-F	7 KOAI-F	7 KOAI-F	7 KOAI-F<	7 KYNG-F
8	8	8 KLUV-F	8 WBAP	8 KEGL-F	8	8 KPLX-F	8 KLUV-F	8 KLUV-F	8 KVIL-F	8 KHKS-F
9	9	9	9	9 KHKS-F	9	KRLD	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHKS-F	1 KYNG-F<	1 KYNG-F	1 KYNG-F	1 KVIL-AF	1 KKDA-F	1 KEGL-F>	1 KEGL-F	1 KEGL-F	1 WBAP
2 KKDA-F	2 KHKS-F	2 KKDA-F	2 KSCS-F<	2 KYNG-F<	2 KDGE-F	2 KKDA-F	2 KHKS-F	2 KKDA-F	2 KEGL-F
3 KYNG-F	3 KKDA-F	3 KSCS-F	3 KHKS-F<	3 KSCS-F	3 KEGL-F	3 KHKS-F<	3 KYNG-F	3 WBAP	3 KOAI-F<
4 KDGE-F	4 KSCS-F	4 KHKS-F	4 KKDA-F	4 KPLX-F<	4 KJMZ-F	4 KDGE-F	4 KSCS-F	4 KSCS-F	4 KSCS-F
KJMZ-F	5 KPLX-F	5 KPLX-F	5 KVIL-AF	5 KKDA-F	5 KHKS-F	5 KJMZ-F	5 KKDA-F	5 KHKS-F	5 KLIF
6 KSCS-F	6 KJMZ-F	6 KOAI-F	6 KPLX-F	6 KLUV-F	6 KLUV-F	6 KYNG-F	6 KOAI-F	6 KYNG-F	6 KKDA-F<
7 KDMX-F	7 KDMX-F<	7 KEGL-F	7 KLUV-F	7 KHKS-F	7 KYNG-F	7 KSCS-F	7 KJMZ-F	KOAI-F	7 KYNG-F
8	8 KEGL-F	8 KDMX-F	8 KOAI-F	KOAI-F	8	KTXQ-F	8 KDGE-F	8 KJMZ-F	8 KZPS-F
9	9	9	KDMX-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

DALLAS-FT. WORTH

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME		
KFJZ 870 FORT WORTH	0.5/0.9		
KGBS 1190 DALLAS	0.6/1.9		
KICI-F 107.9 CORSICANA	0.5/1.5		

RADIO STATIONS

AM STATIONS

KTCK, 1310, 5 KW/2.5 KW (DA-N), Talk	SMN, AP, \$ 44.00	(D & R)	
KESS, 1270, 5 KW (DA-1), Hispanic	, \$ 50.00	(Katz Hisp.)	Heftel
KFJZ, 870, 500 W (DAYS), Hispanic	, \$ 31.00	(Lotus)	
KGBS, 1190, 50 KW/5 KW (DA-2), Talk	CNN, \$ 30.00	( --- )	
KHVN, 970, 1 KW/280 W, Gospel	UNISTR, ABC, \$ 32.00	(Mc-Guild)	Granum
KKDA, 730, 500 W, Black Oldies	AP, \$ NA	(Christal)	
KLIF, 570, 5 KW, (DA-2), Talk	NBC, CBS, \$140.00	(Eastman)	Susquehanna
KMRT, 1480, 5 KW/1.9 KW (DA-2), Hispanic	, \$ 33.00	(Lotus Hisp.)	
KRLD, 1080, 50 KW (DA-N), News	CBS, \$191.00	(CBS)	SFX
KRVA, 1600, 5 KW/1 KW (DA-2), Hispanic	CBS, \$ 30.00	(Caballero)	(PLANO)
KSKY, 660, 10 KW/500 W(DA-N), Religion	, \$ 29.00	( --- )	Bdcstg Partners
WBAP, 820, 50 KW, Full Service	ABC, \$254.00	(Banner)	Cap Cities/ABC

FM STATIONS

KDGE, 94.5, 100 KW @ 1896, AOR - New Rock	, \$ 62.00	(K & P)	(GAINESVILLE)
KDMX, 102.9, 100 KW @ 1299, AC/CHR	, \$175.00	(MMR)	Nationwide
KDZR, 99.1, 100 KW @ 1168, AOR	SMN, \$ 37.00	(Roslin)	(DENTON)
KEGL, 97.1, 100 KW @ 1460, AOR	, \$ 90.00	(Christal)	Sandusky
KHKS, 106.1, 100 KW @ 1584, CHR	, \$129.00	(D & R)	Gannett (DENTON)
KJMZ, 100.3, 89 KW @ 1279, Black	ABC, \$137.00	(Mc-Guild)	Granum
KKDA, 104.5, 98 KW @ 1591, Black	AP, \$180.00	(Christal)	
KLTY, 94.1, 100 KW @ 1591, Religion (CC)	AP, \$ 80.00	(K & P)	
KLUV, 98.7, 100 KW @ 1584, Oldies	, \$151.00	(Mc-Guild)	TK
KOAI, 107.5, 25 KW @ 1279, Jazz	, \$130.00	(MMR)	Granum
KPLX, 99.5, 100 KW @ 1676, Country	AP, \$286.00	(Eastman)	Susquehanna
KRRW, 97.9, 100 KW @ 1610, Oldies (70's)	, \$140.00	(CBS)	CBS
KSCS, 96.3, 99 KW @ 1679, Country	, \$355.00	(Banner)	Cap Cities/ABC
KSNN, 94.9, 100 KW @ 1509, Country	, \$110.00	(Group W)	Alliance
KTXQ, 102.1, 100 KW @ 1420, AOR	CBS, \$210.00	(CBS)	CBS
KVIL, 103.7, 100 KW @ 1571, AC	, \$380.00	(Torbet)	Infinity
KYNG, 105.3, 100 KW @ 1558, Country	, \$180.00	(Group W)	Alliance
KZPS, 92.5, 96 KW @ 1591, Classic AOR	, \$161.00	(D & R)	Bonneville
WRR, 101.1, 98 KW @ 1509, Classical	AP, \$ 75.00	(CMBS)	City of Dallas

Miscellaneous: KDGE-F (Gainesville) sold to Bonneville (D) for \$11,000,000 (Star). . . KLUV-F sold by TK to Infinity (D) for \$51,000,000 (Star). . . KMRT sold by Granum to Heftel (D) for \$1,500,000 . . .

DAYTON

Arbitron Rank/Pop (12+): 48/838,400  
 MSA Rank/Pop: 56/975,000  
 ADI # 53  
 Average Person Ratings: 14.9  
 Market TSL: 19.75 hours

Stations: 28/21  
 Diaries: 1535/546:1/57.0%  
 Sample Target: 1430  
 % Below Line: 8.8%  
 % Not Listed: 13.8%

1993 Revenue: \$22,500,000  
 HH Inc.: \$33,662  
 Retail \$: 7.9 Bil  
 Pop per Station: 39,924  
 #1 Biller: WHKO-F \$3,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WHKO-F (C)	139/11.1	13.6	13.7	13.1	11.7	12.9		1991/23.7	24.8	22.9	E	WHKO-F
2. WMMX-F (AC)	120/ 9.6	7.8	7.1	7.0	7.4	7.9		1571/18.7	18.4	15.3	E	WMMX-F
3. WTUE-F (AOR)	106/ 8.5	8.9	8.4	7.0	7.8	8.2		1585/18.9	18.3	18.5	E	WTUE-F
4. WHIO (N/T)	98/ 7.8	6.7	6.2	6.6	6.4	6.8		1250/14.9	15.8	16.5	D	WHIO
5. WLQT-F (SAC)	93/ 7.4	7.4	4.7	5.9	5.7	6.4		1267/15.1	16.6	14.0	D	WLQT-F
6. WROU-F (B)	90/ 7.2	6.4	6.5	7.3	7.1	6.9		918/10.9	10.2	11.6	C	WROU-F
7. WGTZ-F (CHR)	78/ 6.2	5.4	7.4	7.6	7.1	6.7		1690/20.2	18.5	21.7	D	WGTZ-F
8. WLW (FS)	64/ 5.1	4.8	3.8	4.1	4.7	4.5		1113/13.3	13.6	13.3		WLW
9. WAZU-F (CL AOR)	31/ 2.5	3.4	2.9	2.4	3.7	2.8		827/ 9.9	11.6	11.8	B	WAZU-F
10. WCLR-FF (O)	27/ 2.2	1.4	1.0	1.2	2.6	1.5		517/ 6.2	4.1	NA		WCLR-FF
WYMJ-F (C)	27/ 2.2	1.5	2.9	4.2	3.0	2.7		557/ 6.6	6.5	10.2	C	WYMJ-F
12. WDAO (B)	25/ 2.0	1.5	3.9	2.1	1.1	2.4		290/ 3.5	4.1	3.6		WDAO
WPFB-F (C)	25/ 2.0	3.0	2.6	2.9	2.8	2.6		508/ 6.1	7.2	7.2		WPFB-F
14. WFCJ-F (REL)	17/ 1.4	1.9	1.6	1.5	1.9	1.6		435/ 5.2	6.0	4.4		WFCJ-F
WONE (T)	17/ 1.4	2.4	1.9	2.3	2.8	2.0		391/ 4.7	7.1	6.0	B	WONE

12+ FM SHARE (METRO): 77.81% (838 of 1077) (SUM 93: 76.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>	1 WMMX-F	1 WMMX-F	1 WMMX-F<	1 WHIO	1 WHKO-F	1 WMMX-F<	1 WHKO-F<	1 WHKO-F	1 WHKO-F
2 WROU-F>>	2 WMMX-F	WTUE-F	2 WHKO-F<	2 WHKO-F	WHKO-F>	2 WTUE-F<	2 WHKO-F<	2 WMMX-F	2 WLW	2 WHIO
3	3 WHKO-F<	3 WHKO-F	3 WTUE-F	3 WTUE-F	3 WMMX-F	3 WMMX-F	3 WHIO	3 WTUE-F<	3 WGTZ-F<	3 WROU-F
4	4 WROU-F	4 WLQT-F	4 WLQT-F	WLQT-F	4 WLQT-F	4 WHIO	4 WLQT-F	4 WLQT-F	4 WROU-F<	4 WTUE-F
5	5 WLQT-F<	5 WROU-F	5 WROU-F>	5 WROU-F>	5 WLW	5 WLQT-F<	5 WTUE-F>	5 WGTZ-F	5 WTUE-F	5 WONE
6	6 WGTZ-F	6 WGTZ-F	6 WGTZ-F	6 WGTZ-F	6 WROU-F	6 WROU-F	6 WROU-F	6 WHIO	6 WHIO	6
7	7	7	7	7	7	7	WGTZ-F	WROU-F	7 WMMX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMX-F	1 WMMX-F	1 WMMX-F	1 WMMX-F	1 WMMX-F	1 WTUE-F	1 WTUE-F>>	1 WTUE-F	1 WTUE-F>>	1 WTUE-F>
2 WTUE-F	2 WHKO-F	2 WHKO-F	2 WHKO-F<	2 WHKO-F	2 WMMX-F	2 WROU-F	2 WROU-F	2 WHKO-F	2 WHKO-F
3 WGTZ-F	WTUE-F	3 WLQT-F	3 WLQT-F	3 WLQT-F	3 WHKO-F	WHKO-F	3 WHKO-F	3 WMMX-F	3 WLQT-F
4 WHKO-F	4 WLQT-F	WROU-F	4 WROU-F<	4 WROU-F	4 WAZU-F	WMMX-F	4 WLW	4 WROU-F<	WLW <
5 WLQT-F	WROU-F	5 WTUE-F	5 WGTZ-F	5 WGTZ-F	WGTZ-F	5 WAZU-F	5 WAZU-F	5 WLQT-F<	5 WROU-F
WROU-F	6 WGTZ-F	6 WGTZ-F	6 WTUE-F	6 WTUE-F	WROU-F	6	6	6 WLW	6 WMMX-F
7	7	7 WAZU-F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WDOL-F	94.5	ENGLEWOOD	1.3/4.4	
WING	1410	DAYTON	0.6/3.7	
WIZE	1340	SPRINGFIELD	1.0/2.2	
WKSU-F	101.7	URBANA	1.1/2.8	
WPFB	910	MIDDLETOWN	1.2/2.6	
WTRJ-F	96.9	TROY	0.7/2.2	
WBNS-F	97.1	COLUMBUS	0.5/1.0	
WGRR-F	103.5	HAMILTON	0.4/2.6	
WLSN-F	106.5	GREENVILLE	1.0/2.8	
WOFX-F	94.9	FAIRFIELD	0.5/4.4	
WOXY-F	97.7	OXFORD	0.8/2.9	
WYGY-F	96.5	HAMILTON	0.5/3.4	



DAYTON  
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RADIO STATIONS  
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WDAO, 1210, 1 KW (DAYS)	, Black	AURN, \$ 19.00	( --- )	
WHIO, 1290, 5 KW (DA-N)	, News/Talk	AP, SUN, \$ 63.00	(D & R)	Cox
WING, 1410, 5 KW (DA-N)	, News	CBS, CNN, \$ 19.00	(Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, Talk	ABC, \$ 26.00	(Eastman)	Amer. Radio Systems
WAZU-F, 102.9, 50 KW @ 492	, Classic AOR	ABC, \$ 23.00	(Katz)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, Oldies	UNISTR, \$ 21.00	(Regional)	(PIQUA)
WDOL-F, 94.5, 6 KW @ 328	, Oldies	, \$ NA	( --- )	Regent (ENGLEWOOD)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 17.00	( --- )	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 551	, CHR	UNISTR, \$ 59.00	(Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1059	, Country	, \$ 85.00	(D & R)	Cox
WKSX-F, 101.7, 2 KW @ 397	, Country	ABC, \$ 18.00	( --- )	(URBANA)
WLQT-F, 99.9, 50 KW @ 500	, Soft AC	, \$ 50.00	(Katz)	Regent
WMMX-F, 107.7, 50 KW @ 420	, AC	, \$ 82.00	(Eastman)	Amer. Radio Systems
WPFB-F, 105.9, 34 KW @ 535	, Country	, \$ 25.00	( --- )	Braden (MIDDLETOWN)
WROU-F, 92.1, .9 KW @ 597	, Black	, \$ 27.00	(K & P)	(W. CARROLL.)
WTUE-F, 104.7, 50 KW @ 500	, AOR	ABC, \$ 72.00	(Eastman)	Amer. Radio Systems
WYMJ-F, 103.9, 1.2 KW @ 522	, Country	, \$ 36.00	(Torbet)	(BEAVERCREEK)

WLW - See Cincinnati

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

DENVER

Arbitron Rank/Pop (12+): 24/1,636,500

Stations: 31/31  
Diaries: 2419/677:1/54.6%  
Sample Target: 2240  
% Below Line: 0.0  
% Not Listed: 10.5

1993 Revenue: \$80,400,000  
HH Inc.: 3538615  
Retail \$: 20.0 Bil  
Pop per Station: 52,790  
#1 Biller: KOA \$18,000,000

MSA Rank/Pop: 26/2,130,000

ADI # 21

Average Person Ratings: 16.9

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KYGO-F (C)	265/ 9.6	9.7	9.9	9.7	10.6	9.7		3355/20.5	20.1	22.6	I	KYGO-F
2. KOA (N/T)	262/ 9.5	8.8	7.3	8.7	9.4	8.6		3999/24.4	26.2	26.9	J	KOA
3. KRFX-F (CL AOR)	202/ 7.3	7.1	7.3	7.4	6.3	7.3		2861/17.5	17.9	17.2	E	KRFX-F
4. KOSI-F (SAC)	166/ 6.0	6.2	6.9	7.3	7.1	6.6		2763/16.9	17.3	18.0	G	KOSI-F
5. KBPI-F (AOR)	147/ 5.3	4.6	2.1	1.9	1.8	3.5		2267/13.9	12.2	6.9	F	KBPI-F
6. KWMX-AF (AC/CHR)	139/ 5.1	4.6	5.5	3.9	3.3	4.8		2316/14.2	16.7	13.0	D	KWMX-AF
7. KXKL-AF (O)	134/ 4.9	4.9	5.7	5.9	5.3	5.4		2757/16.8	16.3	17.0	G	KXKL-AF
8. KBCO-AF (AOR-P)	123/ 4.5	5.6	5.0	5.1	5.2	5.1		1776/10.9	13.0	12.7	H	KBCO-AF
9. KQKS-F (CHR)	108/ 3.9	4.9	5.1	4.2	4.7	4.5		2119/12.9	15.3	12.7	D	KQKS-F
10. KALC-F (AC)	106/ 3.8	3.7	4.1	3.8	4.5	3.9		2253/13.8	11.5	11.9		KALC-F
11. KXPX-F (AOR-P)	105/ 3.8	---	---	---	---	---		1468/ 9.0	---	---		KXPX-F
12. KMJI-F (O-70's)	86/ 3.1	4.0	3.6	4.3	3.1	3.8		1781/10.9	12.3	11.4	F	KMJI-F
13. KHIH-F (J)	80/ 2.9	4.1	3.7	2.6	2.8	3.3		1428/ 8.7	10.0	9.8	E	KHIH-F
14. KEZW (ST)	78/ 2.8	3.1	2.7	2.4	2.0	2.8		802/ 4.9	5.4	5.0		KEZW
15. KVOD-F (CL)	69/ 2.5	2.8	3.0	2.5	2.8	2.7		1125/ 6.9	7.3	7.7	C	KVOD-F
16. KYGO (C)	68/ 2.5	1.9	2.8	1.9	2.1	2.3		823/ 5.0	4.5	5.6		KYGO
17. KHOW (SAC)	60/ 2.2	1.6	1.9	1.4	0.6	1.8		974/ 6.0	5.6	2.3		KHOW
18. KZDG-F (C)	53/ 1.9	2.5	2.4	2.7	3.0	2.4		1332/ 8.1	8.6	9.6	C	KZDG-F
19. KTLK (T)	47/ 1.7	1.6	1.3	1.6	1.5	1.6		901/ 5.5	6.4	4.6	B	KTLK
20. KTCL-F (AOR-NR)	45/ 1.6	2.1	3.1	3.0	1.4	2.5		979/ 6.0	6.8	5.2		KTCL-F
21. KYBG (SPRST)	29/ 1.1	1.7	1.6	2.0	1.5	1.6		716/ 4.4	4.7	5.1		KYBG
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.66% (1818 of 2468) (SUM 93: 74.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KYGO-F	1 KYGO-F<	1 KRFX-F<	1 KYGO-F<	1 KOA >	1 KOA	1 KOA <	1 KYGO-F	1 KOA >	1 KOA >
2 KBPI-F<	2 KBPI-F	2 KRFX-F>	2 KYGO-F>	2 KRFX-F>	2 KYGO-F	2 KYGO-F<	2 KYGO-F	2 KOA	2 KYGO-F<	2 KYGO-F>
3 KALC-F	KRFX-F	3 KBPI-F<	3 KBCO-AF<	3 KOA	3 KOSI-F	3 KRFX-F>	3 KFRX-F<	3 KRFX-F	3 KQKS-F<	3 KEZW
4	4 KXPX-F	4 KBCO-AF	4 KOA	4 KBCO-AF<	4 KXKL-AF	4 KOSI-F<	4 KOSI-F	4 KOSI-F<	4 KBPI-F	4 KOSI-F
5	5 KBCO-AF<	KWMX-AF<	5 KOSI-F<	5 KOSI-F<	5 KRFX-F	5 KBPI-F	5 KWMX-AF	5 KBPI-F	5 KRFX-F	5 KQKS-F
6	6 KALC-F<	6 KOA <	6 KWMX-AF	6 KXKL-AF<	6 KEZW	KWMX-AF	6 KXKL-AF<	6 KWMX-AF<	6 KOSI-F	KRFX-F
7	7 KWMX-AF	7 KOSI-F	7 KXKL-AF	7 KWMX-AF	7	7 KXKL-AF<	7 KBPI-F	7 KXKL-AF<	7	KBPI-F
8	8	8	8	8	8	8	8	8 KBCO-AF	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYGO-F	1 KYGO-F>	1 KYGO-F	1 KYGO-F>	1 KYGO-F	1 KBPI-F	1 KRFX-F<	1 KRFX-F	1 KRFX-F>	1 KRFX-F
2 KALC-F	2 KWMX-AF	2 KBCO-AF	2 KOSI-F<	2 KOSI-F	2 KRFX-F	2 KBPI-F>	2 KBPI-F	2 KBPI-F<	2 KOA
3 KWMX-AF	3 KALC-F	3 KWMX-AF	3 KWMX-AF>	3 KWMX-AF	3 KQKS-F	3 KYGO-F	3 KYGO-F	3 KOA	3 KYGO-F
4 KQKS-F	4 KBCO-AF	4 KRFX-F	4 KBCO-AF	4 KBCO-AF<	KXPX-F	4 KXPX-F	4 KXPX-F	4 KYGO-F	4 KBCO-AF
5 KBPI-F	5 KXPX-F	5 KALC-F	5 KALC-F<	5 KXKL-AF	5 KALC-F	5 KBCO-AF<	5 KBCO-AF	5 KBCO-AF	5 KBPI-F<
KXPX-F	6 KQKS-F<	KXPX-F	6 KXKL-AF	6 KRFX-F	KTCL-F	6 KOA	6 KOA	6 KXPX-F	6 KXKL-AF
7 KOSI-F	7 KOSI-F	7 KMJI-F	7 KMJI-F	7	7 KYGO-F	7 KALC-F	7 KMJI-F	7 KXKL-AF	7 KXPX-F
8	8	KOSI-F	8	8	KBNO	8	8 KALC-F	8	8

DENVER

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OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
KBNO 1220 DENVER	0.7/1.5		
KCUV 1150 ENGLEWOOD	0.5/1.5		
KDKO 1510 LITTLETON	0.6/2.0		
KJME 1390 DENVER	0.4/1.0		
KLZ 560 DENVER	0.4/1.7		
KNUS 710 DENVER	0.5/2.8		
KRKS 990 DENVER	0.3/1.2		

RADIO STATIONS

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AM STATIONS

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KBNO, 1220, 1 KW/17 W	, Hispanic	CBS, \$ 27.00 (Katz Hisp.)	
KDKO, 1510, 10 KW/5 KW (DA-2)	, Black	, \$ 29.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, Standards	SMN, \$ 36.00 (Banner)	Tribune Co.
KHOW, 630, 5 KW (DA-N)	, Soft AC	MBS, NBC, \$ NA (MMR)	Noble
KLZ, 560, 5 KW (DA-1)	, Religion	SMN, UNISTR, \$ 31.00 (Mc-Guild)	Crawford
KNUS, 710, 5 KW (DA-1)	, News/Talk	CNN, BRN, \$ 33.00 (---)	
KOA, 850, 50 KW	, Talk/News	ABC, \$ 21.00 (Eastman)	Jacor
KTLK, 760, 5 KW/1 KW	, Talk	, \$ 36.00 (Christal)	Jacor
KYBG, 1090, 50 KW/500 W	, Sports	NBC, AP, \$ 45.00 (Torbet)	Century
KYGO, 950, 5 KW (DA-N)	, Country	AP, \$ NA (CBS)	Jefferson-Pilot

FM STATIONS

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KBPI, 106.7, 100 KW @ 987, AOR		ABC, \$ 59.00 (Eastman)	Jacor	
KBCO, 97.3, 100 KW @ 1542, AOR - Prog.		, \$ 178.00 (MMR)	Noble	(BOULDER)
KALC, 105.9, 99 KW @ 1469, AC		Source, \$ 130.00 (Banner)	Secret	
KHIH, 95.7, 100 KW @ 1607, Jazz		MBS, \$ 71.00 (MMR)	Noble	
KMJI, 100.3, 100 KW @ 1151, Oldies - 70's		, \$ 126.00 (Christal)	Secret	
KOSI, 101.1, 100 KW @ 1624, Soft AC		, \$ 165.00 (Banner)	Tribune Co.	
KQKS, 104.3, 58 KW @ 1214, CHR		, \$ 61.00 (Torbet)	Western Cities	(LONGMONT)
KRFX, 103.5, 100 KW @ 1050, Classic AOR		, \$ 125.00 (Eastman)	Jacor	
KRKS, 94.7, 100 KW @ 1214, Religion		, \$ 45.00 ( --- )	Salem	(BOULDER)
KTCL, 93.3, 100 KW @ 1328, AOR - New Rock		, \$ 53.00 (Mc-Guild)	University	(FT COLLINS)
KVOD, 99.5, 100 KW @ 279, Classical		, \$ 70.00 (CMBS)	Henry	
KVMX, 107.5, 91 KW @ 1197, CHR/AC		ABC, \$ 77.00 (CBS)	Jefferson-Pilot	
KXKL, 105.1, 100 KW @ 1168, Oldies		, \$ 157.00 (Katz)	Shamrock	
KXPK, 96.5, 100 KW @ 1164, AOR-Prog.		, \$ 59.00 ( --- )		(EVERGREEN)
KYGO, 98.5, 100 KW @ 718, Country		, \$ 240.00 (CBS)	Jefferson-Pilot	
KZDG, 92.5, 57 KW @ 1237, Country		, \$ 48.00 (Torbet)	Shamrock	(GREELEY)

DES MOINES

Arbitron Rank/Pop (12+): 113/339,900  
 MSA Rank/Pop: 118/412,000  
 ADI # 70  
 Average Person Ratings: 14.7  
 Market TSL: 19.75 hours

Stations: 15/15  
 Diaries: 968/351:1/60.1%  
 Sample Target: 910  
 % Below Line: 0.0  
 % Not Listed: 13.6

1993 Revenue: \$15,700,000  
 HH Inc.: \$37,142  
 Retail \$: 4.4 Bil  
 Pop per Station: 22,660  
 #1 Biller: WHO \$3,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level
1. WHO (FS)	72/14.4	15.3	16.1	13.9	14.9	14.9		914/26.9	28.5	30.5	E WHO
2. KGGO-F (AOR)	70/14.0	12.4	13.9	14.0	11.8	13.6		948/27.9	25.7	24.2	D KGGO-F
3. KJJY-F (C)	63/12.6	16.0	15.7	15.9	20.7	15.1		767/22.6	29.1	30.3	E KJJY-F
4. KSTZ-F (CHR/AC)	52/10.4	7.5	7.7	10.4	8.3	9.0		860/25.3	24.0	24.4	C KSTZ-F
5. KLYF-F (AC)	44/ 8.8	7.3	6.9	9.1	6.8	8.0		689/20.3	19.9	17.8	C KLYF-F
6. KFMM-F (AOR-P)	24/ 4.8	4.6	3.8	7.4	5.0	5.2		441/13.0	9.1	9.9	B KFMM-F
7. K10A-F (C)	23/ 4.6	6.6	5.4	5.9	6.2	5.6		446/13.1	17.6	17.1	D K10A-F
8. KHKI-F (C)	22/ 4.4	3.7	2.6	---	---	3.6		315/ 9.3	9.9	---	E KHKI-F
9. KRNT (ST)	20/ 4.0	6.5	6.2	3.9	3.7	5.2		382/11.2	12.2	10.4	A KRNT
10. KMXD-F (SAC-EZ)	11/ 2.2	3.1	3.8	2.6	2.7	2.9		210/ 6.2	7.0	5.4	A KMXD-F
11. KRUU-F (C)	10/ 2.0	3.1	3.4	1.3	0.4	2.5		215/ 6.3	8.6	2.1	A KRUU-F
12. KEZT-F (SAC)	9/ 1.8	1.4	2.0	1.1	1.9	1.6		220/ 6.5	7.1	6.3	A KEZT-F
13.											
14.											
15.											

12+ FM SHARE (METRO): 76.44% (331 of 433) (SUM 93: 73.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGO-F>>>	1 KGGO-F	1 KGGO-F	1 KGGO-F	1 KGGO-F<	1 WHO >	1 WHO >	1 KGGO-F<	1 KGGO-F	1 KGGO-F>	1 WHO <
2 KSTZ-F>	2 KSTZ-F>	2 KSTZ-F	2 KLYF-F<	2 KJJY-F	2 KJJY-F>>	2 KJJY-F	2 WHO <	2 WHO <	2 WHO >	2 KGGO-F>
3	3 KLYF-F	3 KLYF-F<	3 KJJY-F	3 KLYF-F	3 KLYF-F	3 KGGO-F	3 KJJY-F<	3 KJJY-F<	3 KJJY-F	3 KJJY-F>
4	4 KJJY-F>	4 KJJY-F>	4 KSTZ-F	4 KSTZ-F<	4 KRNT	4 KSTZ-F	4 KSTZ-F<	4 KSTZ-F	4 KSTZ-F	4
5	5 KFMM-F	5 KFMM-F<	5 WHO <	5 WHO	5 KGGO-F	5 KLYF-F	5 KLYF-F	5 KLYF-F	5 KHKI-F	5
6	6	6 WHO	6 KFMM-F	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KSTZ-F	1 KSTZ-F>	1 KSTZ-F	1 KSTZ-F	1 KLYF-F<	1 KGGO-F	1 KGGO-F>>>	1 KGGO-F	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F>
2 KGGO-F	2 KGGO-F>	2 KGGO-F	2 KLYF-F	2 KJJY-F<	2 KSTZ-F	2 KSTZ-F	2 KLYF-F	2 KJJY-F	2 KJJY-F	2 KJJY-F<
3 KLYF-F	3 KLYF-F<	3 KJJY-F	3 KJJY-F	3 KSTZ-F>	3 KHKI-F	3 KHKI-F	3 KLYF-F	3 KFMM-F	3 KFMM-F	3 WHO
4	4 KJJY-F>	4 KFMM-F	4 KGGO-F>	4 KGGO-F	4 KRUU-F	4 KJJY-F	4 KJJY-F	4 KSTZ-F	4 KSTZ-F	4 KFMM-F
5	5	5	5	5 K10A-F	5	5	5 KSTZ-F	5 WHO	5 WHO	5 KLYF-F
6	6	6	6	6 WHO	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
K10A	940	DES MOINES	1.0/4.1	
KWKY	1150	DES MOINES	1.0/4.2	
KZZQ-F	99.5	WINTERSET	0.6/1.5	

RADIO STATIONS

K10A, 940,	10 KW/5 KW (DA-2),	SEE K10A-F			
KRNT, 1350,	5 KW (DA-N)	, Standards	CBS, UNISTR	, \$ 22.00 (Katz)	Saga
KWKY, 1150,	1 KW (DA-1)	, Religion	USA, MBS	, \$ 15.00 ( --- )	
WHO, 1040,	50 KW	, Full Service	ABC, MBS	, \$ 75.00 (Christal)	Palmer
KDMI, 1460,	5 KW (DA-1)	, Religion		, \$ 15.00 ( --- )	Amer. Radio Systems
KEZT-F, 104.1,	100 KW @ 1010,	Soft AC		, \$ 16.00 (D&R)	(AMES)
KFMM-F, 103.3,	100 KW @ 745,	AOR - Prog.		, \$ 22.00 ( --- )	(PELLA)
KGGO-F, 94.9,	100 KW @ 1066,	AOR	Source	, \$ 70.00 (Eastman)	Amer. Radio Systems
KHKI-F, 97.3,	115 KW @ 454,	Country		, \$ 30.00 (Eastman)	Amer. Radio Systems
K10A-F, 93.3,	100 KW @ 1063,	Oldies	ABC	, \$ 31.00 (Katz)	Saga
KJJY-F, 92.5,	41 KW @ 1453,	Country		, \$ 77.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3,	100 KW @ 1699,	AC		, \$ 44.00 (Christal)	Palmer
KMXD-F, 106.3,	6 KW @ 328,	EZ/Soft AC		, \$ 16.00 ( --- )	(ANKENY)
KRUU-F, 98.3,	13 KW @ 469,	Country		, \$ 18.00 (Katz)	J. Ingstad (BOONE)
KSTZ-F, 102.5,	100 KW @ 1260,	CHR/AC		, \$ 45.00 (Katz)	Saga

Miscellaneous: KDMI, KGGO-F, KHKI-F sold by Amer. Radio Systems to Community Pacific (D) for \$11,000,000 (Blackburn). . .

DETROIT

Arbitron Rank/Pop (12+): 6/3,643,100  
 MSA Rank/Pop: 5/4,810,000  
 ADI # 9  
 Average Person Ratings: 17.8  
 Market TSL: 23.50 hours

Stations: 30/30  
 Diaries: 3472/1049:1/49.6%  
 Sample Target: 3330  
 % Below Line: 0.0%  
 % Not Listed: 10.1%

1993 Revenue: \$135,400,000  
 HH Inc.: \$37,523  
 Retail \$: 40.0 Bil  
 Pop per Station: 121,437  
 #1 Biller: WJR \$18,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WJR (FS)	517/ 8.0	8.5	7.8	9.3	8.6	8.4		6739/18.5	19.7	21.7	J	WJR
2. WJLB-F (B)	444/ 6.8	6.9	6.3	6.8	6.4	6.7		4879/13.4	14.8	16.1	H	WJLB-F
3. WXYT (T)	357/ 5.5	4.3	5.1	4.9	5.1	5.0		4110/11.3	9.2	11.2	H	WXYT
4. WYCD-F (C)	335/ 5.2	4.7	5.2	4.1	2.9	4.8		4605/12.6	12.2	7.9	D	WYCD-F
5. WWJ (N)	323/ 5.0	4.9	5.8	4.5	4.6	5.1		6391/17.5	17.2	17.8	I	WWJ
6. WMXD-F (B/AC)	317/ 4.9	4.8	4.2	5.2	4.9	4.8		3748/10.3	10.0	12.0	E	WMXD-F
7. WNIC-F (AC)	304/ 4.7	3.8	4.0	3.9	3.4	4.1		4728/13.0	12.3	11.5	H	WNIC-F
8. WWWW-F (C)	279/ 4.3	4.8	4.5	4.9	6.1	4.6		4389/12.0	12.3	16.2	I	WWW-F
9. WKQI-F (AC)	265/ 4.1	5.3	4.7	4.2	4.4	4.6		5429/14.9	16.8	13.9	I	WKQI-F
10. WOMC-F (O)	241/ 3.7	3.9	3.5	3.2	3.5	3.6		4739/13.0	12.1	13.3	I	WOMC-F
11. WCSX-F (CL AOR)	232/ 3.6	3.6	4.1	3.7	3.9	3.8		4431/12.2	12.9	11.3	G	WCSX-F
12. CIMX-F (AOR-NR)	213/ 3.3	2.6	2.1	2.1	1.6	2.5		3577/ 9.8	8.0	6.1		CIMX-F
13. WLTI-F (SAC)	212/ 3.3	3.4	3.8	4.3	2.8	3.7		3341/ 9.2	10.4	9.2	G	WLTI-F
14. WYST-F (O-70's)	211/ 3.2	3.2	4.1	3.2	4.0	3.4		3687/10.1	9.8	10.7		WYST-F
15. WRIF-F (AOR)	204/ 3.1	3.7	3.1	3.2	2.3	3.3		4313/11.8	12.2	10.1	F	WRIF-F
16. WJZZ-F (J)	202/ 3.1	3.2	3.0	3.8	4.1	3.3		3305/ 9.1	9.0	10.5	F	WJZZ-F
17. WHYT-F (CHR)	201/ 3.1	4.0	5.0	5.5	5.1	4.4		4904/13.5	16.0	18.7		WHYT-F
18. WLLZ-F (AOR)	142/ 2.2	2.2	2.0	2.2	2.2	2.2		3806/10.4	11.1	9.8	G	WLLZ-F
19. WDZR-F (AOR)	140/ 2.2	2.0	2.2	1.8	2.7	2.1		3005/ 8.2	7.0	6.6	C	WDZR-F
CKWW (ST)	140/ 2.2	1.9	1.8	2.3	1.6	2.1		1515/ 4.2	3.7	3.2		CKWW
21. WQRS-F (CL)	119/ 1.8	1.7	2.0	2.8	2.4	2.1		2001/ 5.5	6.0	6.3	E	WQRS-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 72.78% (4247 of 5835) (SUM 93: 73.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F	1 WJLB-F>	1 WJLB-F>	1 WYCD-F<	1 WYCD-F	1 WJR >	1 WJR >	1 WXYT	1 WJLB-F	1 WJLB-F>	1 WJR >
2 WJLB-F>>	2 CIMX-F<	2 WYCD-F<	2 WNIC-F	WNIC-F	2 WXYT	2 WWJ >	2 WJR	2 WYCD-F<	2 WJR	2 WWJ
3	3 WYCD-F<	3 WNIC-F	3 WMXD-F<	3 WMXD-F	3 WWJ >	3 WJLB-F	3 WJLB-F	3 WJR	WMXD-F	3 WMXD-F
4	4 WRIF-F	4 WMXD-F	4 WCSX-F<	4 WJLB-F	4 WMXD-F	4 WNIC-F<	WNIC-F	4 WXYT	4 WJZZ-F<	4 WJLB-F
5	5 WNIC-F	5 WCSX-F<	5 WJLB-F	WCSX-F<	5 WOMC-F	5 WKQI-F	5 WYCD-F	5 WWJ	5 WXYT <	5 WJZZ-F
6	6 WLLZ-F<	6 WKQI-F	6 WKQI-F	6 WXYT <	6 WWWW-F	6 WXYT	6 WKQI-F	WMXD-F	6 WYCD-F	6 WNIC-F
7	7 WCSX-F	7 WRIF-F	7 WOMC-F<	7 WKQI-F<	WYST-F	7 WYCD-F	WMXD-F	WNIC-F<	7 CIMX-F	WOMC-F
8	8 WMXD-F	8	8 WJR	8 WOMC-F	8	8 WCSX-F	8 WLTI-F	8 WWWW-F	8	8
9	9	9	9 WJZZ-F	9	9	9	9 WWJ	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F	1 WNIC-F	1 WJLB-F	1 WJLB-F<	1 WRIF-F	1 WCSX-F	1 WCSX-F
2 CIMX-F	2 WNIC-F<	2 WYCD-F	2 WNIC-F	2 WMXD-F<	2 CIMX-F	2 WRIF-F>	2 WCSX-F	2 WRIF-F<	2 WXYT
3 WNIC-F	3 WYCD-F<	3 WNIC-F	3 WMXD-F<	3 WYCD-F<	3 WRIF-F	3 WDZR-F	3 WDZR-F	3 WJLB-F	3 WRIF-F
4 WHYT-F	4 CIMX-F	4 CIMX-F	4 WYCD-F<	4 WKQI-F<	4 WDZR-F	4 WLLZ-F	4 WJLB-F	4 WYCD-F	4 WYCD-F
5 WYCD-F	5 WMXD-F	5 WMXD-F	5 WKQI-F>	5 WJLB-F	5 WHYT-F	5 WCSX-F<	WYCD-F	5 WJR	5 WJR <
6 WLTI-F	6 WKQI-F	6 WKQI-F	6 CIMX-F	6 WOMC-F	6 WKQI-F	6 CIMX-F	6 WXYT	6 WXYT	6 WMXD-F
WMXD-F	7 WLTI-F	7 WJZZ-F	7 WLTI-F	7 WLTI-F	7 WYCD-F	7 WYCD-F	7 WWWW-F	7 WDZR-F	7 WOMC-F
8 WRIF-F	8 WHYT-F	8 WLTI-F	8	8 WJZZ-F	8	8	8 CIMX-F	8 WMXD-F	8 WWJ
9	9	9 WCSX-F	9	9 WWWW-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

DETROIT

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WCHB	1200	TAYLOR	1.0/2.2
WDFN	1130	DETROIT	0.5/1.7
WGPR-F	107.5	DETROIT	0.9/3.6
WHND	560	MONROE	0.5/1.7
WMTG	1310	DEARBORN	0.4/1.4
WMUZ-F	103.5	DETROIT	1.1/3.9
WQBH	1400	DETROIT	1.1/3.0
CKLW	800	WINDSOR, ONT	0.4/1.5
CKLW-F	93.9	WINDSOR, ONT	0.8/5.0

RADIO STATIONS

AM STATIONS

WCHB, 1200, 25 KW/700 W (DA-2), Gospel	AURN, \$ 29.00 ( --- )	
WHND, 560, 500 W (DAYS), Oldies	UNISTR, \$ 28.00 (Mc-Guild)	Greater Media (MONROE)
WJR, 760, 50 KW, Full Service/Talk	ABC, \$ 286.00 (Katz)	Cap Cities/ABC
WMKM, 1440, 1 KW, Black	, \$ 33.00 ( --- )	
WMTG, 1310, 5 KW (DA-2), Black Oldies	SMN, \$ 36.00 (Mc-Guild)	Broadcasting Partners
WQBH, 1400, 1 KW, Gospel	, \$ 40.00 (Patt)	
WWJ, 950, 5 KW (DA-N), News	CBS, \$ 176.00 (CBS)	CBS
WDFN, 1130, 50 KW/10 KW(DA-2), Sports	, \$ NA (Eastman)	Shamrock
WXYT, 1270, 5 KW (DA-N), Talk	CNN, MBS, \$ 150.00 (D & R)	Infinity
CKWW, 580, 500 W, Standards	, \$ 58.00 ( --- )	CHUM (WINDSOR, ONT)

FM STATIONS

WCSX, 94.7, 14 KW @ 945, Classic AOR	UNISTR, \$ 160.00 (Mc-Guild)	Greater Media
WDZR, 102.7, 50 KW @ 500, AOR	SMN, NBC, \$ 48.00 (D & R)	Ragan Henry (MT. CLEMONS)
WGPR, 107.5, 50 KW @ 361, Gospel	AURN, \$ 43.00 (Lazar)	
WHYT, 96.3, 20 KW @ 787, CHR	ABC, \$ 140.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 489, Black	, \$ 190.00 (MMR)	Secret
WYST, 97.1, 12 KW @ 889, Oldies - 70's	, \$ 142.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 725, Jazz	MBS, \$ 115.00 (Torbet)	Bell
WKQI, 95.5, 100 KW @ 430, AC	, \$ 261.00 (Banner)	Broadcasting Partners
WLLZ, 98.7, 50 KW @ 479, AOR	, \$ 152.00 (Group W)	Westinghouse
WLT1, 93.1, 27 KW @ 669, Soft AC	, \$ 149.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 466, Religion	, \$ 48.00 ( --- )	Crawford
WMXD, 92.3, 50 KW @ 459, Black/AC	, \$ 85.00 (D & R)	Secret
WNIC, 100.3, 32 KW @ 600, AC	, \$ 176.00 (Mc-Guild)	Broadcasting Partners
WOMC, 104.3, 190 KW @ 361, Oldies	UNISTR, \$ 220.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, Classical	, \$ 94.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 879, AOR	, \$ 125.00 (Banner)	Greater Media
WWW, 106.7, 61 KW @ 508, Country	UNISTR, \$ 260.00 (Eastman)	Shamrock
WYCD, 99.5, 21 KW @ 754, Country	ABC, NBC, \$ 120.00 (Group W)	Alliance
CIMX, 88.7, 100 KW @ 577, AOR - New Rock	, \$ NA ( --- )	CHUM (WINDSOR, ONT)
CKLW, 93.9, 100 KW @ 699, Oldies	, \$ NA ( --- )	CHUM (WINDSOR, ONT)

Miscellaneous: WJOI-F changes to WYST-F and format from Soft AC to Oldies-70's (Sep). . .

EL PASO  
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Arbitron Rank/Pop (12+): 77/505,100  
MSA Rank/Pop: 80/644,000  
ADI # 100  
Average Person Ratings: 17.5  
Market TSL: 23.25 hours

Stations: 25/17  
Diaries: 1136/445:1/51.3%  
Sample Target: 1070  
% Below Line: 7.6  
% Not Listed: 11.9

1993 Revenue: \$14,300,000  
HH Inc.: \$25,969  
Retail \$: 4.4 Bil  
Pop per Station: 29,712  
#1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Level	
1. KBNA-AF (SP)	113/12.8	11.4	11.7	14.7	11.9	12.7		1310/25.9	24.1	22.1	C	KBNA-AF
2. KPRR-F (CHR)	93/10.5	13.7	12.8	12.5	10.6	12.4		1497/29.6	31.8	29.4	C	KPRR-F
KHEY-F (C)	93/10.5	9.8	8.3	9.0	9.8	9.4		1227/24.3	20.8	23.9	E	KHEY-F
4. KLAQ-F (AOR)	90/10.2	9.4	12.0	11.0	12.5	10.7		1283/25.4	26.5	27.5	D	KLAQ-F
5. KTSM-F (SAC)	85/ 9.6	9.8	8.9	7.7	6.3	9.0		1207/23.9	21.9	17.4	B	KTSM-F
6. KINT-AF (SP)	44/ 5.0	5.5	4.0	7.0	6.6	5.4		616/12.2	16.0	14.3		KINT-AF
7. KAMZ-F (CL AOR)	41/ 4.6	4.5	4.9	4.0	4.0	4.5		758/15.0	15.9	16.7	B	KAMZ-F
8. KTSM (N/T)	32/ 3.6	5.2	3.4	3.0	6.1	3.8		374/ 7.4	11.1	10.9	B	KTSM
KOFX-F (O)	32/ 3.6	5.1	3.2	5.7	3.1	4.4		685/13.6	15.1	13.1	B	KOFX-F
10. KSET-F (C)	31/ 3.5	3.5	5.3	3.9	4.1	4.1		667/13.2	11.0	13.0	B	KSET-F
11. KAMA (SP)	20/ 2.3	1.4	2.3	2.9	3.5	3.2		325/ 6.4	4.8	6.5	C	KAMA
12. XHH -F (SP)	19/ 2.1	3.2	3.0	1.9	2.7	2.6		370/ 7.3	9.3	6.7	A	XHH -F
13. KHEY (C)	12/ 1.4	1.9	0.9	1.0	0.7	1.2		245/ 4.9	4.5	4.6		KHEY
14.												
15.												

12+ FM SHARE (METRO): 82.05% (640 of 780) (SUM 93: 78.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>>1	KLAQ-F>	1 KBNA-AF<	1 KTSM-F<	1 KBNA-AF<	1 KBNA-AF>	1 KBNA-AF>	1 KTSM-F	1 KPRR-F<	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F<	2 KHEY-F	2 KLAQ-F<	2 KBNA-AF	2 KTSM-F	2 KTSM-F	2 KHEY-F	2 KBNA-AF	2 KHEY-F<	2 KLAQ-F	2 KHEY-F
3 KHEY-F	3 KTSM-F	3 KTSM-F	3 KLAQ-F	3 KHEY-F<	3 KHEY-F	3 KLAQ-F	3 KHEY-F<	3 KTSM-F<	3 KHEY-F>	3 KTSM-F
4	4 KBNA-AF<	4 KHEY-F	4 KHEY-F>	4 KLAQ-F>	4 KTSM-F	4 KTSM-F	4 KLAQ-F	4 KLAQ-F>	4 KBNA-AF	4 KBNA-F
5	5 KPRR-F	5 KPRR-F	5 KPRR-F	5 KINT-AF	5 KINT-AF	5 KPRR-F	5 KPRR-F	5 KBNA-AF	5 KTSM-F	5
6	6	6	KINT-AF<	6	6	6	6	6	6	6
7	7	7	7 KAMZ-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBNA-AF	1 KBNA-AF	1 KTSM-F	1 KBNA-AF	1 KBNA-AF<	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>
KHEY-F	KTSM-F<	2 KBNA-AF	2 KTSM-F	2 KTSM-F	2 KPRR-F	2 KHEY-F<	2 KAMZ-F	2 KTSM-F	2 KBNA-AF
3 KPRR-F	3 KHEY-F>	3 KHEY-F	3 KHEY-F	3 KHEY-F>	3 KHEY-F	3 KAMZ-F	3 KHEY-F	KAMZ-F<	3 KTSM-F
4 KLAQ-F	4 KPRR-F<	4 KLAQ-F	4 KPRR-F>	4 KPRR-F	4 KAMZ-F	4 KPRR-F	KTSM-F	4 KHEY-F<	4 KAMZ-F<
5	5 KLAQ-F	5 KPRR-F	5	5 KINT-AF	KSET-F	5 KTSM-F	5 KINT-AF	5 KBNA-AF	5 KHEY-F
6	6	6	6	6	6	6	6	6 KPRR-F	6 KINT-AF
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KELP	1590	EL PASO	1.2/1.7
KROD	600	EL PASO	1.0/4.3
KVIV	1340	EL PASO	0.8/1.3
XEWG	1240	JUAREZ	1.2/3.1
XEF	1420	JUAREZ	0.8/2.5
XEJ	970	JUAREZ	0.7/1.8
XHGU-F	105.9	JUAREZ	0.9/3.5
XHIM-F	105.1	JUAREZ	0.5/2.6
XHNZ-F	107.5	JUAREZ	0.3/1.4
XHPX-F	98.3	JUAREZ	1.0/3.6

EL PASO

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	Hispanic		\$ 27.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-FM			
KHEY,	690,	10 KW (DA-2)	SEE KHEY-FM			
KROD,	600,	5 KW (DA-2)	Oldies/Talk	SMN	\$ 15.00 (D & R)	D & F
KSVE,	1150,	5 KW/380 W (DA-2),	Hispanic		\$ 16.00 (Caballero)	
KTSM,	1380,	5 KW/500 W	News/Talk	TALKNT, CBS	\$ 24.00 (Christal)	
KVIV,	1340,	1 KW	Hispanic	CRC	\$ 17.00 (Lotus)	
KAMZ-F,	93.1,	100 KW @ 1420	Classic AOR		\$ 28.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1089	Hispanic		\$ 45.00 (Katz Hisp)	Tichenor
KHEY-F,	96.3,	100 KW @ 1391	Country	ABC, SMN	\$ 73.00 (Katz)	Ragan Henry
KINT-F,	93.9,	100 KW @ 1210	Hispanic		\$ 28.00 ( --- )	
KLAQ-F,	95.5,	100 KW @ 1391	AOR	Source,	\$ 55.00 (D & R)	D & F
KOFX-F,	92.3,	100 KW @ 1860	Oldies	UNISTR,	\$ 32.00 (Mc-Guild)	KSET owner (D)
KPRR-F,	102.1,	100 KW @ 1191	CHR		\$ 35.00 (D & R)	
KSET-F,	94.7,	61 KW @ 981	Country		\$ 28.00 (D & R)	
KTSM-F,	99.9,	100 KW @ 1820	EZ/Soft AC		\$ 23.00 (Christal)	
XHH -F,	100.7,	100 KW @ 249	Hispanic		\$ 20.00 (Caballero)	(JUAREZ)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	D - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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FRESNO

Arbitron Rank/Pop (12+): 66/580,000  
 MSA Rank/Pop: 68/753,000  
 ADI # 56  
 Average Person Ratings: 16.9  
 Market TSL: 22.75 hours

Stations: 31/27  
 Diaries: 1310/443:1/46.2%  
 Sample Target: 1275  
 % Below Line: 1.9  
 % Not Listed: 11.2

1993 Revenue: \$22,700,000  
 HH Inc.: \$28,600  
 Retail \$: 4.9 Bil  
 Pop per Station: 21,481  
 #1 Biller: KMJ \$5,000,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		SPG 93	SUM 93	Revenue Level	
		94	WIN 94	FAL 93	SUM 93			CUME/CUME RATING					
1. KMJ (N/T)	117/11.9	12.1	13.1	15.2	11.4	13.1	1045/18.0	20.6	21.7			G	KMJ
2. KBOS-F (CHR)	102/10.4	9.8	10.0	10.6	7.3	10.2	1264/21.8	21.1	17.0			C	KBOS-F
3. KOQO-AF (SP)	70/ 7.1	6.0	3.0	2.3	5.5	4.6	710/12.2	10.6	----			B	KOQO-AF
4. KSKS-F (C)	68/ 6.9	6.2	6.6	7.8	6.1	6.9	942/16.2	14.5	13.3			D	KSKS-F
5. KRZR-F (AOR)	57/ 5.8	5.1	7.6	4.3	4.7	5.7	786/13.6	11.5	10.7			B	KRZR-F
6. KFSO-F (O)	44/ 4.5	4.2	4.6	3.6	6.9	4.2	872/15.0	14.0	14.0			D	KFSO-F
KJFX-F (CL AOR)	44/ 4.5	4.4	4.3	3.7	4.3	4.2	641/11.1	11.9	10.7			C	KJFX-F
8. KJOI-F (SAC)	43/ 4.4	3.4	3.1	2.9	3.5	3.5	694/12.0	9.4	9.3			B	KJOI-F
9. KNAX-F (C)	42/ 4.3	6.1	5.5	5.4	7.3	5.3	687/11.8	12.1	14.5			E	KNAX-F
10. KTHT-F (CHR/AC)	37/ 3.8	3.1	3.5	5.1	4.2	3.9	781/13.5	10.9	11.0			B	KTHT-F
11. KJWL-F (?)	34/ 3.5	1.1	---	---	---	---	269/ 4.6	1.2	---				KJWL-F
12. KEZL-F (J)	22/ 2.2	1.4	2.7	4.3	2.7	2.7	392/ 6.8	5.1	5.7			B	KEZL-F
KFRE (C)	22/ 2.2	2.7	2.8	3.0	4.5	2.7	298/ 5.1	5.9	7.3				KFRE
14. KSXY-F (AC)	21/ 2.1	3.2	2.4	2.6	1.9	2.6	456/ 7.9	10.8	7.6			A	KSXY-F
15. KGST (SP)	20/ 2.0	2.2	2.1	2.0	2.8	2.1	327/ 5.6	5.0	6.2			C	KGST
16. KKDJ-F (O-70's)	19/ 1.9	1.5	2.6	2.8	2.5	2.2	367/ 6.3	5.2	6.8			B	KKDJ-F
17. KZFO-F (SP)	18/ 1.8	2.3	1.7	0.7	2.3	1.6	318/ 5.5	4.1	5.9				KZFO-F
18. KSLK-F (SAC)	17/ 1.7	2.6	3.0	2.1	1.6	2.4	197/ 3.4	4.7	3.3			A	KSLK-F
19. KYNO (O)	11/ 1.1	1.3	0.9	0.9	0.5	1.1	266/ 4.6	4.5	4.2				KYNO
20.													

12+ FM SHARE (METRO): 76.40% (667 of 873) (SUM 93: 72.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>>>1	KBOS-F	1 KBOS-F	1 KBOS-F	1 KMJ	1 KMJ	>>>1 KMJ	>> 1 KMJ	> 1 KBOS-F	1 KBOX-F>	1 KMJ >>
2 KOQO-AF	2 KRZR-F<	2 KOQO-AF	2 KOQO-AF<	2 KSKS-F<	2 KSKS-F	2 KBOS-F	2 KBOS-F	2 KMJ	2 KOQO-AF	2 KBOS-F
3	3 KOQO-AF>	3 KRZR-F	3 KSKS-F<	3 KBOS-F	3 KFSO-F<	3 KSKS-F<	3 KSKS-F	3 KSKS-F<	3 KMJ	3 KOQO-F
4	4 KSKS-F	4 KSKS-F	4 KMJ	4 KOQO-AF<	4 KJWL-F	4 KNAX-F	4 KOQO-AF	4 KOQO-AF	4 KRZR-F	4 KRZR-F
5	KJFX-F	5 KJFX-F	5 KFSO-F	5 KFSO-F<	5	5 KOQO-AF	KRZR-F	5 KRZR-F	5 KTHT-F	5
6	6	6 KMJ	KJFX-F<	6 KJOI-F	6	6 KRZR-F	6	6 KJFX-F	6	6
7	7	7	7 KJOI-F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KBOS-F	1 KBOS-F	1 KBOS-F	1 KSKS-F<	1 KRZR-F	1 KRZR-F	1 KBOS-F	1 KRZR-F	1 KMJ >
2 KOQO-AF	2 KOQO-AF<	2 KOQO-AF	2 KSKS-F	2 KBOS-F	2 KBOS-F	2 KBOS-F	KJFX-F	2 KOQO-AF	2 KJFX-F
KSKS-F	3 KSKS-F	3 KSKS-F	3 KOQO-AF	3 KJOI-F<	3 KOQO-AF	3 KOQO-AF	KOQO-AF	KBOS-F	3 KFSO-F
4 KRZR-F	4 KRZR-F	4 KRZR-F	4 KTHT-F	4 KOQO-AF	4 KJFX-F	4 KJFX-F>	KRZR-F	4 KJFX-F<	KOQO-AF
5 KTHT-F	5 KTHT-F	5 KTHT-F	5 KJOI-F	5	5	5	5 KSKS-F	5 KMJ	KRZR-F
6	6	6 KJFX-F	6	6 KNAX-F	6	6	6	6	6 KSKS-F
7	7	7 KNAX-F	7	7 KMJ	7	7	7	7	7
				KFSO-F					

FRESNO  
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OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME  
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KEYQ	980	FRESNO	0.3/1.4
KFCL-F	104.1	WOODLAKE	0.6/2.9
KFIG	1430	FRESNO	0.4/1.4
KKTR	1340	FRESNO	0.3/1.6
KMPH-F	107.5	HANFORD	1.0/5.4
KTAA-F	94.3	KERMAN	1.0/3.3
KXEX	1550	FRESNO	1.0/1.9
KABX-F	97.5	MERCED	0.4/0.9
KNBR	680	SAN FRANCISCO	0.6/2.0
KSEQ-F	97.1	VISALIA	0.6/3.0
KUBB-F	96.3	MARIPOSA	0.3/1.3

RADIO STATIONS  
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AM STATIONS  
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KEYQ,	980,	500 W/48 W	, Standards	SMN, \$15.00	(Mc-Guild)	Americom
KFRE,	940,	50 KW (DA-2)	, Country	ABC, UNISTR, \$ NA	(D&R)	EBE
KGST,	1600,	5 KW (DA-N)	, Hispanic	, \$29.00	(Lotus)	Lotus
KMJ,	580,	5 KW	, News/Talk	TALKNT, NBC, \$90.00	(Katz)	Henry
KXEX,	1550,	5 KW/2.5 KW (DA-2),	Hispanic	, \$17.00	(SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, Oldies	SMN CNN, \$16.00	(CBS)	Brown

FM STATIONS  
-----

KBOS,	94.9,	17 KW @ 850	, CHR	ABC, \$35.00	(Eastman)		(TULARE)
KEZL,	96.7,	25 KW @ 298	, Jazz	, \$26.00	(Mc-Guild)	Americom	(FOWLER)
KFRR,	104.1,	17 KW @ 853	, AC/CHR	, \$23.00	(CMBS)		(WOODLAKE)
KFSO,	92.9,	19 KW @ 820	, Oldies	, \$50.00	(Mc-Guild)	Americom	(VISALIA)
KJFX,	95.7,	50 KW @ 321	, Classic AOR	, \$45.00	(CBS)	Brown	
KJOI,	98.9,	19 KW @ 820	, Soft AC	, \$28.00	(MMR)		(DINUBA)
KJWL,	99.3,	3 KW @ 328	, ??	WONE, CNN, \$ NA	( --- )		
KKDJ,	105.9,	2.4 KW @ 1958	, Oldies - 70's	, \$30.00	(D&R)	Henry	
KMPH,	107.5,	21 KW @ 643	, News	CBS, AP, \$20.00	(Eastman)	Pappas	(HANFORD)
KNAX,	97.9,	48 KW @ 289	, Country	ABC, \$78.00	(D&R)	EBE	
KOQO,	101.9,	2.3 KW @ 1948	, Hispanic	CRC, CNN, \$22.00	(Caballero)	Dwight Case	
KRZR,	103.7,	50 KW @ 500	, AOR	, \$29.00	(Christal)	Wheel-Pitts	(HANFORD)
KSKS,	93.7,	68 KW @ 1909	, Country	, \$48.00	(Katz)	Henry	
KSLK,	105.1,	0.6 KW @ 1903	, EZ/Soft AC	, \$18.00	(K & P)	Lotus	(AUBERRY)
KSXY,	101.1,	4.7 KW @ 1076	, AC	, \$26.00	(Torbet)	EBE	
KTAA,	94.3,	3 KW @ 328	, Hispanic	, \$19.00	( --- )		(KERMAN)
KTHT,	102.7,	50 KW @ 500	, CHR/AC	, \$29.00	(Christal)	Wheel-Pitts.	
KZFO,	92.1,	25 KW @ 1050	, Hispanic	, \$24.00	(Katz Hisp)		(MADERA)

Miscellaneous: KFCL-F changes to KFRR-F and format from Classical to AC/CHR (Sep) . . .

GRAND RAPIDS

Arbitron Rank/Pop (12+): 67/577,200

Stations: 21/19  
Diaries: 1467/393:1/54.8%  
Sample Target: 1330  
% Below Line: 7.7  
% Not Listed: 18.2

1993 Revenue: \$24,700,000  
HH Inc.: \$35,546  
Retail \$: 6.2 Bil  
Pop per Station: 30,379  
#1 Biller: WLHT-F \$4,100,000

MSA Rank/Pop: 55/722,000  
ADI # 37 (w/Kalamazoo)  
Average Person Ratings: 16.0  
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WBCT-F (C)	91/ 9.8	10.3	8.9	10.5	7.8	9.9		1080/18.7	19.1	17.0	E	WBCT-F
2. WLAV-F (CL AOR)	79/ 8.5	8.2	6.3	4.7	4.5	6.9		1117/19.4	17.1	13.4	C	WLAV-F
3. WKLQ-F (AOR)	75/ 8.1	8.2	8.3	6.8	8.6	7.9		1175/20.4	20.1	20.2	E	WKLQ-F
4. WOOD (FS/T)	71/ 7.7	6.8	7.5	7.9	7.6	7.5		1029/17.8	16.6	15.9	D	WOOD
5. WLHT-F (AC)	66/ 7.1	7.0	6.3	7.5	7.7	7.0		789/13.7	14.8	16.6	F	WLHT-F
6. WOOD-F (SAC)	65/ 7.0	8.3	9.2	6.1	7.0	7.7		1048/18.2	19.5	15.8	D	WOOD-F
7. WGRD-AF (CHR)	50/ 5.4	4.4	5.7	5.5	5.0	5.3		1088/18.8	18.4	18.0	C	WGRD-AF
8. WSNX-F (CHR)	46/ 5.0	4.8	3.4	4.8	4.1	4.5		1048/18.2	16.9	14.1		WSNX-F
9. WCUZ-F (C)	41/ 4.4	4.2	5.3	6.2	7.9	5.0		672/11.6	12.9	18.7	E	WCUZ-F
10. WODJ-F (O)	38/ 4.1	4.7	4.7	5.2	4.0	4.7		729/12.6	13.7	14.8	D	WODJ-F
11. WMUS-F (C)	25/ 2.7	2.4	2.9	2.6	3.8	2.7		378/ 6.5	7.9	9.0		WMUS-F
12. WJQK-F (REL)	21/ 2.3	1.6	1.5	2.4	1.6	2.0		327/ 5.7	5.7	5.0		WJQK-F
13. WKWM (B)	19/ 2.1	2.0	2.5	1.5	0.5	2.0		180/ 3.1	2.5	0.9	A	WKWM
14. WKEZ-F (SAC)	17/ 1.8	3.4	4.2	3.4	2.7	3.2		331/ 5.7	6.4	6.6	B	WKEZ-F
15. WFGR-F (CL)	16/ 1.7	1.8	2.6	2.2	2.3	2.1		348/ 6.0	5.8	7.1	A	WFGR-F
16. WCUZ (C)	12/ 1.3	1.9	1.2	1.0	2.1	1.4		281/ 4.9	6.0	6.2		WCUZ
17. WFUR-F (REL)	11/ 1.2	1.0	2.3	1.1	1.4	1.4		343/ 5.9	4.5	6.1		WFUR-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.05% (643 of 756) (SUM 93: 85.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSNX-F>	1 WLAV-F<	1 WLAV-F<	1 WLAV-F<	1 WBCT-F<	1 WOOD	1 WKLQ-F	1 WOOD >	1 WBCT-F	1 WBCT-F	1 WBCT-F
2 WGRD-AF	2 WKLQ-F>	2 WBCT-F<	2 WBCT-F	2 WLAV-F	2 WBCT-F	2 WBCT-F	2 WLAV-F	2 WLAV-F	2 WKLQ-F	2 WKLQ-F
3 WBCT-F	3 WBCT-F	3 WKLQ-F	3 WLHT-F	3 WLHT-F	3 WOOD-F	3 WLHT-F<	3 WBCT-F<	3 WKLQ-F	3 WGRD-AF	3 WCUZ-F
4 WKLQ-F	4 WGRD-AF	4 WLHT-F	4 WKLQ-F	4 WKLQ-F	4 WLHT-F	4 WLAV-F<	4 WLHT-F<	4 WOOD-F<	4 WOOD-F<	4 WLAV-F
5	5 WLHT-F	5 WOOD-F	5 WOOD-F	5 WOOD-F<	5 WODJ-F	5 WOOD	5 WOOD-F	5 WLHT-F	5 WLAV-F	5 WOOD
6	6 WSNX-F	6 WGRD-AF	6 WGRD-AF	6 WOOD	6 WCUZ-F	6 WCUZ-F	6	6 WGRD-AF	6 WSNX-F	6

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBCT-F	1 WBCT-F	1 WBCT-F	1 WBCT-F<	1 WLHT-F	1 WKLQ-F	1 WKLQ-F	1 WLAV-F	1 WLAV-F<	1 WLAV-F>
2 WSNX-F	2 WLAV-F<	2 WLHT-F	2 WLHT-F>	2 WBCT-F>	2 WSNX-F	2 WLAV-F>>	2 WKLQ-F	2 WKLQ-F>	2 WKLQ-F<
3 WGRD-AF	3 WGRD-AF	3 WLAV-F	3 WOOD-F<	3 WOOD-F	3 WLAV-F	3 WBCT-F>	3 WBCT-F	3 WBCT-F>	3 WBCT-F
4 WKLQ-F	4 WLHT-F	4 WGRD-AF	4 WGRD-AF	4 WLAV-F	4	4 WSNX-F	4 WGRD-AF	4 WOOD	4 WOOD >
5 WLAV-F	5 WOOD-F	5 WOOD-F	5 WLAV-F	5 WGRD-AF	5	5 WGRD-AF	5 WJQK-F	5 WLHT-F	5 WLHT-F
6 WOOD-F	6 WKLQ-F	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WBBL	1340	GRAND RAPIDS	0.3/1.2	
WGHN-F	92.1	GRAND HAVEN	0.3/0.7	
WHTC	1450	HOLLAND	0.8/2.4	

GRAND RAPIDS

RADIO STATIONS

WCUZ	,	1230,	1 KW	,	SEE WCUZ-FM				
WKWM	,	1140,	5 KW (DAYS, DA),	,	Black	AURN,	\$17.00	(Patt)	
WBBL	,	1340,	1 KW	,	AOR - New Rock	,	\$15.00	(MMR)	Bloomington
WOOD	,	1300,	5 KW (DA-N)	,	Full Service/Talk	MBS, NBC,	\$48.00	(Katz)	
WBCT-F,		93.7,	320 KW @ 781	,	Country	ABC,	\$60.00	(D&R)	WOOD owners (D)
WCUZ-F,		101.3,	50 KW @ 420	,	Country	ABC,	\$80.00	(Christal)	Federated
WFGR-F,		98.7,	2.8 KW @ 492	,	Classical	,	\$26.00	(CMBS)	
WFUR-F,		102.9,	50 KW @ 500	,	Religion	,	\$17.00	( --- )	Kuiper
WGRD-F,		97.9,	13 KW @ 590	,	CHR	,	\$44.00	(D&R)	Regional
WJQK-F,		99.3,	4.7 KW @ 371	,	Religion	ABC,	\$18.00	(Mich.)	(ZEELAND)
WKEZ-F,		96.1,	50 KW @ 492	,	EZ/Soft AC	CBS,	\$25.00	(Patt)	Federated (HOLLAND)
WKLQ-F,		94.5,	50 KW @ 500	,	AOR	ABC,	\$71.00	(Banner)	Bloomington (HOLLAND)
WLAV-F,		96.9,	50 KW @ 500	,	Classic AOR	Source,	\$39.00	(MMR)	Bloomington
WLHT-F,		95.7,	40 KW @ 551	,	AC	,	\$90.00	(Eastman)	Liggett
WODJ-F,		107.3,	50 KW @ 492	,	Oldies	UNISTR,	\$57.00	(Katz)	Goodrich (GREENVILLE)
WOOD-F,		105.7,	265 KW @ 810	,	Soft AC	,	\$55.00	(Katz)	
WMUS-F,		106.9,	50 KW @ 479	,	Country	,	\$35.00	(Banner)	(MUSKEGON)
WSNX-F,		104.5,	50 KW @ 360	,	CHR	,	\$31.00	(Katz)	Goodrich (MUSKEGON)

Miscellaneous: WLAV-AM changed to WBBL (June). . .

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 43/925,600  
 MSA Rank/Pop: 47/970,000  
 ADI # 48  
 Average Person Ratings: 15.6  
 Market TSL: 20.75 hours

Stations: 33/24  
 Diaries: 1754/528:1/51.0%  
 Sample Target: 1720  
 % Below Line: 7.7  
 % Not Listed: 13.8

1993 Revenue: \$25,600,000  
 HH Inc.: \$31,062  
 Retail \$: 7.9 Bil  
 Pop per Station: 38,567  
 #1 Biller: WTQR-F \$6,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WTQR-F (C)	220/15.2	15.1	13.5	16.2	19.1	15.0		2429/26.2	29.9	33.0	G	WTQR-F
2. WKRR-F (AOR)	118/ 8.2	7.1	7.1	9.1	8.9	7.9		1755/19.0	17.6	19.6	E	WKRR-F
3. WKZL-F (AC/CHR)	89/ 6.2	5.6	5.3	6.5	5.7	5.9		1354/14.6	16.8	15.6	C	WKZL-F
4. WQMG-F (B)	82/ 5.7	6.1	5.3	5.1	5.9	5.6		1063/11.5	13.1	11.7	C	WQMG-F
5. WJMH-F (B)	81/ 5.6	7.5	6.9	7.4	5.9	6.9		1253/13.5	16.6	15.3	C	WJMH-F
6. WMAG-F (AC)	70/ 4.8	4.6	5.7	4.0	2.8	4.8		1127/12.2	10.2	9.5	D	WMAG-F
7. WSJS (FS/T)	69/ 4.8	5.2	6.7	5.2	5.4	5.5		926/10.0	10.9	12.9	D	WSJS
8. WNEU-F (C)	59/ 4.1	3.8	3.6	3.9	3.2	3.9		1053/11.4	11.3	9.6	B	WNEU-F
WMQX-F (O)	59/ 4.1	3.8	3.5	2.7	5.5	3.5		1113/12.0	11.8	12.7	C	WMQX-F
10. WPCM-F (C)	53/ 3.7	5.6	4.6	5.0	2.4	4.7		717/ 7.7	11.5	8.0		WPCM-F
11. WWSB-F (SAC)	48/ 3.3	2.8	3.6	4.8	4.6	3.6		753/ 8.1	7.9	10.6	D	WWSB-F
12. WKSI-F (CHR)	45/ 3.1	4.0	3.1	2.4	3.8	3.2		1170/12.6	13.3	12.5	C	WKSI-F
13. WFMX-F (C)	37/ 2.6	2.0	2.8	1.4	2.2	2.2		714/ 7.7	6.8	8.3		WFMX-F
14. WHPE-F (REL)	21/ 1.5	1.0	2.9	2.1	0.8	1.9		474/ 5.1	4.1	3.3		WHPE-F
15.												

12+ FM SHARE (METRO): 87.24% (1087 of 1246) (SUM 93: 86.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F<	1 WTQR-F
2 WQMG-F	2 WKRR-F>	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS	2 WKZL-F	2 WKRR-F	2 WKRR-F>	2 WJMH-F	2 WPCM-F
WTQR-F	3 WJMH-F	3 WKZL-F	3 WKZL-F>	3 WKZL-F	3 WMQX-F	3 WSJS <	3 WKZL-F<	3 WJMH-F	3 WKRR-F<	3 WKRR-F
4 WKSI-F	4 WQMG-F<	4 WQMG-F	4 WMAG-F	4 WQMG-F	4 WMAG-F<	4 WKRR-F>	4 WMAG-F	4 WKZL-F	4 WQMG-F>	4 WQMG-F
5	5 WKZL-F	5 WJMH-F<	WQMG-F	5 WMAG-F	5 WKRR-F	5 WMAG-F	5 WQMG-F	5 WMAG-F	5	5 WFMX-F
6	6 WKSI-F	6 WMAG-F	6	6	6 WKZL-F	6	6 WSJS	6	6	6 WSJS
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMH-F	1 WTQR-F	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WKRR-F	1 WKRR-F	1 WKRR-F	1 WKRR-F<	1 WTQR-F
2 WQMG-F	2 WQMG-F<	2 WKZL-F	2 WKZL-F<	2 WKZL-F	2 WJMH-F	2 WTQR-F>	2 WTQR-F	2 WTQR-F>	2 WKRR-F>>
3 WKZL-F	3 WKZL-F	3 WKRR-F	3 WQMG-F	3 WMAG-F<	3 WTQR-F	3 WJMH-F	3 WJMH-F	3 WKZL-F	3 WKZL-F
4 WKRR-F	4 WJMH-F	4 WQMG-F	4 WMAG-F	4 WQMG-F	4 WKSI-F	4 WKZL-F	4 WKZL-F	4 WJMH-F	4 WMQX-F
5 WKSI-F	5 WKRR-F	5 WJMH-F	5 WKRR-F	5 WKRR-F	5 WQMG-F	5 WNEU-F	5 WNEU-F	5 WQMG-F	5 WQMG-F
WTQR-F	6 WKSI-F	6 WNEU-F	6 WJMH-F<	6 WNEU-F	6	6	6 WQMG-F	6 WMQX-F	6
7	7 WNEU-F	7	7 WNEU-F	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAAA	980	WINSTON-SALEM	0.6/0.9
WBBB	920	BURLINGTON	0.4/1.0
WFAZ-F	98.3	THOMASVILLE	1.0/2.6
WKEW	1400	GREENSBORO	0.6/1.8
WKXR	1260	ASHEBORO	0.3/1.3
WLXN	1440	LEXINGTON	0.8/0.9
WPET	950	GREENSBORO	0.8/1.0
WQMG	1510	GREENSBORO	1.2/1.6
WSMX	1500	WINSTON-SALEM	0.4/0.8
WWGL-F	94.1	LEXINGTON	1.2/4.3
WDCG-F	105.1	DURHAM	0.6/3.9
WEDJ-F	95.1	CHARLOTTE	0.4/2.1
WQOK-F	97.5	S. BOSTON	0.5/1.5
WRAL-F	101.5	RALEIGH	0.6/1.9
WRDU-F	106.1	RALEIGH	0.3/0.7
WRDX-F	106.5	SALISBURY	1.3/2.9
WROV-F	96.3	MARTINSVILLE, VA	0.6/2.3
WZZU-F	93.9	BURLINGTON	0.8/2.5

GREENSBORO-WINSTON SALEM

RADIO STATIONS

WAAA,	980,	1 KW/69 W	, Black	AURN, \$ 17.00	( --- )	
WMFR,	1230,	1 KW	, Standards	ABC, AP, \$ 25.00	(Christal)	HMW
WSJS,	600,	5 KW (DA-2)	, Full Service/Talk	MBS, NBC, \$ 53.00	(Mc-Guild)	Radio Equity
WHPE-F,	95.5,	100 KW @ 440	, Religion	, \$ 17.00	( --- )	
WJMH-F,	102.1,	100 KW @ 1204	, Black	, \$ 45.00	(D & R)	Max (REIDSVILLE)
WKRR-F,	92.3,	100 KW @ 1289	, AOR/Classic	, \$ 95.00	(Katz)	Dick (ASHEBORO)
WKSI-F,	98.7,	100 KW @ 718	, CHR	, \$ 30.00	(Eastman)	Bahakel
WKZL-F,	107.5,	100 KW @ 994	, AC/CHR	, \$ 52.00	(Katz)	Dick
WMAG-F,	99.5,	100 KW @ 1499	, AC	, \$ 58.00	(Christal)	HMW
WMQX-F,	93.1,	100 KW @ 1099	, Oldies	, \$ 40.00	(MMR)	Max
WXRA-F,	94.5,	100 KW @ 981	, AOR	UNISTR, \$ 33.00	(Christal)	Radio Equity (EDEN)
WPCM-F,	101.1,	100 KW @ 1191	, Country	MBS, \$ 40.00	(Mc-Guild)	(BURLINGTON)
WQMG-F,	97.1,	100 KW @ 1233	, Black	CBS, ABC, \$ 36.00	(Banner)	
WTQR-F,	104.1,	100 KW @ 1420	, Country	, \$154.00	(Mc-Guild)	Radio Equity
WWGL-F,	94.1,	100 KW @ 485	, Religion	CNN, \$ 18.00	(TN)	(LEXINGTON)
WWWB-F,	100.3,	100 KW @ 1046	, Soft AC	UNISTR, \$ 51.00	(MMR)	HMW

Miscellaneous: WNEU-F changes to WXRA-F and format from Country to AOR (Sep, after Summer book). . . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
*	? - Others or Unknown
*	*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

GREENVILLE-NEW BERN, NC

Arbitron Rank/Pop (12+): 81/451,600

Stations: 29/21  
Diaries: 1171/386:1/51.5%  
Sample Target: 1035  
% Below Line: 12.7  
% Not Listed: 13.2

1993 Revenue: NA  
HH Inc.: \$27,690  
Retail \$: 3.7 Bil  
Pop per Station: 21,505  
#1 Biller: WRNS-AF NA

MSA Rank/Pop: NA  
ADI # 101  
Average Person Ratings: 15.7  
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level
1. WIKS-F (B)	126/17.7	15.2	17.5	15.1	17.1	16.4		1080/23.9	25.4	24.3	WIKS-F
2. WRNS-F (C)	124/17.5	21.1	20.2	21.4	20.8	20.1		1306/28.9	33.4	31.6	WRNS-F
3. WDLX-F (AC/CHR)	38/ 5.4	5.6	4.2	3.3	3.9	4.6		661/14.6	14.4	14.3	WDLX-F
WSFL-F (AOR)	38/ 5.4	8.3	7.2	6.5	4.3	6.9		619/13.7	16.9	13.2	WSFL-F
5. WKOO-F (O)	32/ 4.5	5.2	3.9	3.8	4.0	4.4		400/ 8.9	10.5	10.6	WKOO-F
WRHT-F (CHR)	32/ 4.5	4.1	4.2	3.0	4.3	4.0		592/13.1	14.3	11.4	WRHT-F
7. WRDU-F (AOR)	28/ 3.9	4.3	2.7	3.2	3.0	3.5		393/ 8.7	8.9	8.4	WRDU-F
8. WNCT-F (SAC)	21/ 3.0	3.1	2.2	4.3	6.8	3.2		394/ 8.7	8.1	12.6	WNCT-F
9. WTKF-F (T)	19/ 2.7	0.6	0.6	0.7	0.7	1.1		208/ 4.6	2.5	2.1	WTKF-F
10. WXQR-F (AOR)	18/ 2.5	1.7	1.4	1.2	1.8	1.7		206/ 4.6	4.4	4.9	WXQR-F
WKQT-F (AC)	18/ 2.5	1.0	1.3	2.3	1.5	1.8		273/ 6.0	4.9	6.7	WKQT-F
12. WZXS-F (?)	15/ 2.1	1.0	0.7	1.2	---	1.3		149/ 3.3	1.7	---	WZXS-F
13.											
14.											
15.											
12+ FM SHARE (METRO):		92.37%	(569 of 616)	(SUM 93):	92.04%						

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F	1 WIKS-F	1 WIKS-F<	1 WIKS-F<	1 WRNS-F>	1 WRNS-F	1 WRNS-F	1 WRNS-F<	1 WIKS-F>>	1 WRNS-F<
2 WRNS-F	2 WRNS-F>	2 WRNS-F>>	2 WRNS-F>	2 WRNS-F>>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F>>	2 WRNS-F>>	2 WIKS-F
3 WRHT-F	3 WSFL-F	3 WSFL-F	3 WDLX-F	3 WDLX-F	3 WKOO-F	3 WSFL-F	3 WDLX-F	3 WDLX-F	3 WRHT-F	3 WKOO-F
4	WRDU-F	4 WDLX-F	4 WKOO-F<	4 WKOO-F	4	4 WRDU-F	4 WKOO-F	4 WSFL-F	4	4
5	5 WDLX-F	5	5 WSFL-F	5 WSFL-F	5	5 WDLX-F	5	WKOO-F<	5	5
6	6	6	6	6	6	6	6	WRHT-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F	1 WIKS-F	1 WIKS-F	1 WIKS-F	1 WIKS-F	1 WRDU-F	1 WIKS-F	1 WRNS-F	1 WIKS-F	1 WRNS-F
2 WRNS-F	2 WRNS-F>>	2 WRNS-F	2 WRNS-F>>	2 WRNS-F>>	2 WIKS-F	2 WRDU-F	2 WIKS-F	2 WRNS-F<	2 WIKS-F>
3	3 WDLX-F	3 WDLX-F	3 WKOO-F<	3 WKOO-F	3 WSFL-F	3 WSFL-F	3 WSFL-F	3 WSFL-F>	3 WDLX-F
4	4 WRHT-F	4	4 WDLX-F	4 WDLX-F	4 WRNS-F	4 WRNS-F>	4 WDLX-F	4 WRDU-F	4 WSFL-F>
5	5	5	5 WRHT-F	5	5	5	5	5 WDLX-F	5 WKOO-F

OTHER RATED STATIONS	METRO SHARE/RTG	CUME/AQH	TSA/CUME
WELS 1010	KINSTON	0.7/1.8	
WGHB 1250	FARMVILLE	0.6/0.8	
WJCV 1290	JACKSONVILLE	0.6/1.1	
WJNC 1240	JACKSONVILLE	1.1/2.1	
WKJA-F 101.1	BELHAVEN	0.3/1.4	
WMBL 740	MOREHEAD CITY	1.1/1.4	
WNBR-F 94.1	ORIENTAL	0.7/3.6	
WOOW 1340	GREENVILLE	0.8/3.2	
WQSL-F 92.3	JACKSONVILLE	1.1/3.2	
WRRF 930	WASHINGTON	0.8/1.7	
WTND-F 99.5	GRIFTON	0.6/5.8	
WMNX-F 97.3	WILMINGTON	0.6/1.8	

SEE RALEIGH FOR MORE ABOUT THE FOLLOWING:

WFXX-F 1.8/4.8	WRAL-F 0.6/3.4
WGTM 0.8/1.7	WTRG-F 1.8/7.7
WKTC-F 1.0/5.6	

GREENVILLE-NEW BERN, NC

RADIO STATIONS

WJNC, 1240, 1 KW	, Full Service	NBC, MBS, \$	NA ( --- )	(JACKSON.)
WELS, 1010, 1 KW/500 W (DA-N),	Country	NBC, \$	NA (DORA)	(KINSTON)
WDLX-F, 93.3, 100 KW @ 1781,	CHR/AC	ABC, \$	NA (Banner)	(WASHINGTON)
WIKS-F, 101.9, 100 KW @ 981,	Black	UNISTR, ABC, \$	NA (D & R)	Taylor (NEW BERN)
WKOO-F, 98.7, 100 KW @ 977,	Oldies	MBS, \$	NA (D & R)	Winfas (JACKSON.)
WKQT-F, 103.3, 100 KW @ 594,	AC	ABC, \$	NA (Christal)	(NEWPORT)
WNCT-F, 107.9, 100 KW @ 1699,	SAC/EZ	ABC, \$	NA (MMR)	Park (GREENVILLE)
WRHT-F, 96.3, 50 KW @ 472,	CHR	CNN, \$	NA ( --- )	(MOREHEAD)
WRNS-F, 95.1, 100 KW @ 1499,	Country	ABC, UNISTR, \$	NA (Mc-Guild)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915,	AOR	UNISTR, \$	NA (Eastman)	(NEW BERN)
WTKF-F, 107.3, 7 KW @ 607,	Talk	TALKNT, WW1, \$	NA (TN)	(ATLANTIC)
WTND-F, 99.5, 17 KW @ 843,	Country	UNISTR, \$	NA (D & R)	Taylor (GRIFTON)
WXQR-F, 105.5, 3 KW @ 298,	AOR	ABC, \$	NA (TN)	(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous: WSFL-AM sold by Brad Beasley for \$50,000. . .



GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 61/681,800  
 MSA Rank/Pop: 67/860,000  
 ADI # 35 (w/Asheville)  
 Average Person Ratings: 15.9  
 Market TSL: 21.00 hours

Stations: 23/21  
 Diaries: 1704/400:1/48.3%  
 Sample Target: 1460  
 % Below Line: 2.5  
 % Not Listed: 14.8

1993 Revenue: \$22,400,000  
 HH Inc.: \$29,881  
 Retail \$: 7.0 Bil  
 Pop per Station: 32,467  
 #1 Biller: WSSL-AF \$4,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WSSL-AF (C)	199/18.5	17.5	18.1	16.5	19.2	17.7		2192/32.2	32.2	31.8	F	WSSL-AF
2. WESC-F (C)	109/10.0	9.3	12.4	10.3	11.0	10.5		1594/23.4	24.1	24.0	E	WESC-F
3. WROQ-F (AOR)	104/ 9.6	9.6	7.2	12.5	7.0	9.7		1255/18.4	17.0	15.7	D	WROQ-F
4. WJMZ-F (B)	98/ 9.0	7.4	6.3	4.4	1.2	6.8		878/12.9	12.1	5.9	A	WJMZ-F
5. WMYI-F (AC)	93/ 8.6	8.3	9.1	9.3	8.7	8.8		1417/20.8	21.0	21.4	F	WMYI-F
6. WSPA-F (SAC)	71/ 6.5	6.5	6.5	7.2	5.6	6.7		1041/15.3	13.0	14.5	C	WSPA-F
7. WFBC-F (O)	49/ 4.5	5.8	4.4	4.8	4.4	4.9		925/13.6	16.8	14.1	D	WFBC-F
8. WBBO-F (CHR)	38/ 3.5	3.0	2.6	2.6	3.6	2.9		763/11.3	9.2	10.2	B	WBBO-F
9. WLWZ-F (B)	28/ 2.6	4.3	2.9	3.1	7.4	3.2		524/ 7.7	8.9	13.2	C	WLWZ-F
10. WMUU-F (EZ)	26/ 2.4	1.9	3.5	2.7	2.4	2.6		391/ 5.7	5.9	5.9	A	WMUU-F
11. WFBC (N/T)	25/ 2.3	3.0	2.9	1.7	3.3	2.5		399/ 5.9	6.8	7.3	B	WFBC
12. WSPA (FS)	14/ 1.3	1.4	1.6	1.3	1.9	1.4		273/ 4.0	3.5	4.7	A	WSPA
13.												
14.												
15.												

12+ FM SHARE (METRO): 91.99% (850 of 924) (SUM 93: 88.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMZ-F<	1 WSSL-AF<	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WSSL-AF>	1 WESC-F
2 WSSL-AF>>	2 WROQ-F>	2 WROQ-F	2 WROQ-F<	2 WMYI-F<	2 WESC-F>	2 WESC-F<	2 WROQ-F	2 WROQ-F	2 WJMZ-F>	2 WSSL-F
3 WBBO-F	3 WJMZ-F	3 WMYI-F>	3 WMYI-F>	3 WROQ-F>	3 WMYI-F	3 WMYI-F	3 WESC-F	3 WJMZ-F	3 WROQ-F<	3 WSPA-F
4	4 WMYI-F>	4 WJMZ-F	4 WESC-F	4 WESC-F	4 WSPA-F<	4 WROQ-F>	4 WMYI-F<	4 WESC-F	4 WESC-F	4 WMYI-F
5	5 WESC-F	5 WESC-F	5 WJMZ-F	5 WFBC-F<	5 WFBC-F	5 WJMZ-F<	5 WJMZ-F	5 WMYI-F	5 WMYI-F	5
6	6 WSPA-F	6	6 WFBC-F	6 WJMZ-F	6	6 WSPA-F	6	6	6 WSPA-F	6
7	7	7	7	7 WSPA-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMZ-F	1 WSSL-AF>	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>	1 WROQ-F	1 WROQ-F>>	1 WROQ-F	1 WROQ-F	1 WSSL-AF<
2 WSSL-AF	2 WJMZ-F	2 WMYI-F	2 WMYI-F>	2 WMYI-F>	2 WSSL-AF	2 WSSL-AF>>	2 WSSL-AF	2 WSSL-AF>>	2 WROQ-F>
3 WMYI-F	3 WMYI-F>	3 WJMZ-F	3 WJMZ-F	3 WESC-F<	3 WESC-F	3 WJMZ-F<	3 WJMZ-F	3 WESC-F<	3 WMYI-F
4 WSPA-F	4 WSPA-F	4 WROQ-F	4 WSPA-F	4 WJMZ-F	4 WJMZ-F	4 WESC-F	4 WMYI-F	4 WMYI-F	4 WESC-F
5	5 WROQ-F	5 WSPA-F	5 WESC-F	5 WFBC-F	5	5 WMYI-F	5 WESC-F	5 WJMZ-F	5 WFBC-F
6	6 WBBO-F	6	6	6 WSPA-F	6	6	6 WSPA-F	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAGI-F	105.3	GAFFNEY	0.4/0.6
WESC	660	GREENVILLE	0.3/1.3
WORD	910	SPARTANBURG	0.7/2.1
WPJM	800	GREER	1.3/3.6
WRIX	1020	HOMELAND PARK	0.6/0.8
WRIX-F	103.1	HONEA PARK	0.7/2.0
WEDJ-F	95.1	CHARLOTTE	0.5/1.7
WKSF-F	99.9	ASHEVILLE	1.1/5.7
WMIT-F	106.9	BLACK MOUNTAIN	0.9/2.6

GREENVILLE-SPARTANBURG

RADIO STATIONS

WESC	,	660,	50 KW (DAYS, DA),	SEE WEBC-FM				
WFBC	,	1330,	5 KW (DA-N)	News/Talk	NBC, MBS,	\$ 20.00	(Katz)	Multimedia
WHYZ	,	1070,	50 KW/1.5 KW (DA-1),	Black		\$ 19.00	(K & P)	Benchmark/Amcom
WORD	,	910,	3.6 KW/1 KW(DA-2),	Talk	NBC, MBS,	\$ NA	(Katz)	Multimedia
WPJM	,	800,	1 KW/438 W	Gospel	ABC,	\$ 15.00	(Keystone)	(GREER)
WSPA	,	950,	5 KW (DA-N)	Full Service	CBS,	\$ 16.00	(Christal)	
WBBO-F,		93.3,	93 KW @ 2030	CHR		\$ 25.00	(Torbet)	Benchmark/Amcom (FOREST CITY)
WESC-F,		92.5,	100 KW @ 2001	Country	ABC,	\$ 88.00	(Banner)	Benchmark/Amcom
WFBC-F,		93.7,	100 KW @ 1850	Oldies	ABC,	\$ 53.00	(Katz)	Multimedia
WJMZ-F,		107.3,	100 KW @ 1010	Black/CHR		\$ 36.00	(Eastman)	HMW (ANDERSON)
WLWZ-F,		103.9,	6 KW @ 328	Black	AURN,	\$ 31.00	(D & R)	HMW (EASLEY)
WMJU-F,		94.5,	100 KW @ 1200	EZ	AP,	\$ 19.00	( --- )	
WMYI-F,		102.5,	20 KW @ 1778	AC		\$ 96.00	(Eastman)	SFX (HENDERSON.)
WRIX-F,		103.1,	6 KW @ 328	Country	ABC,	\$ 15.00	( --- )	(HONEA)
WROQ-F,		101.1,	100 KW @ 987	AOR	ABC,	\$ 67.00	(Banner)	ABS (ANDERSON)
WSPA-F,		98.9,	100 KW @ 1909	Soft AC		\$ 42.00	(Christal)	
WSSL-F,		100.5,	100 KW @ 1240	Country	MBS, UNISTR,	\$111.00	(Mc-Guild)	SFX (GREY COURT)

Miscellaneous: WFBC A/F, WORD sold by Multimedia to Keymarket (semi-D) for \$6,000,000. . .

HARRISBURG

Arbitron Rank/Pop (12+): 74/510,900

Stations: 29/19  
Diaries: 1083/472:1/62.0%  
Sample Target: 1120  
% Below Line: 11.9  
% Not Listed: 16.1

1993 Revenue: \$15,600,000  
HH Inc.: \$36,617  
Retail \$: 6.0 Bil  
Pop per Station: 26,889  
#1 Biller: WNNK-F \$4,800,000

MSA Rank/Pop: 87/607,000  
ADI #44 (w/York & Lancaster)  
Average Person Ratings: 16.2  
Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WNNK-F (CHR)	100/12.0	13.8	14.6	13.8	13.6	13.6	1437/28.1	32.2	32.0	F	WNNK-F	
2. WRKZ-F (C)	73/ 8.8	8.7	7.6	10.4	7.7	8.9	815/16.0	18.5	16.2	E	WRKZ-F	
3. WTPA-F (AOR)	71/ 8.6	8.4	7.6	7.7	9.0	8.1	975/19.1	18.6	19.0	D	WTPA-F	
4. WRVV-F (AC/AOR)	69/ 8.3	9.0	8.4	6.9	8.6	8.2	960/18.8	18.8	18.4	D	WRVV-F	
5. WHP (FS)	68/ 8.2	8.4	10.0	9.3	7.4	9.0	899/17.6	18.2	17.5	C	WHP	
6. WWKL-F (O)	48/ 5.8	7.2	5.8	6.5	6.4	6.3	729/14.3	17.5	14.9	D	WWKL-F	
7. WHYL (ST)	27/ 3.3	4.5	4.7	3.2	5.0	3.9	330/ 6.5	8.5	8.7	A	WHYL	
WROZ-F (SAC)	27/ 3.3	4.5	3.1	4.1	3.8	3.8	475/ 9.3	13.1	9.9		WROZ-F	
9. WHYL-F (C)	23/ 2.8	3.0	3.6	2.4	3.0	3.0	345/ 6.8	5.8	6.3	D	WHYL-F	
10. WCTX-F (EZ/ST)	19/ 2.3	3.7	1.2	1.5	---	2.2	210/ 4.1	6.1	---		WCTX-F	
11. WCMB (T)	18/ 2.2	1.4	1.4	0.8	1.0	1.5	301/ 5.9	4.0	2.8		WCMB	
WLBR (FS)	18/ 2.2	1.4	2.7	2.6	2.9	2.2	261/ 5.1	5.8	6.9	A	WLBR	
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.73% (541 of 696) (SUM 93: 78.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>>1	WTPA-F<	1 WNNK-F	1 WNNK-F<	1 WNNK-F<	1 WHP <	1 WNNK-F	1 WHP <	1 WNNK-F>	1 WNNK-F	1 WRKZ-F
2	2 WNNK-F	2 WTPA-F<	2 WRVV-F<	2 WRVV-F<	2 WRKZ-F	2 WTPA-F<	2 WNNK-F	2 WTPA-F	2 WRKZ-F	2 WLBR
3	3 WRVV-F>>>	3 WRVV-F>	3 WTPA-F>	3 WTPA-F	3 WNNK-F	3 WRKZ-F	3 WRVV-F<	3 WRVV-F	3 WHP	3 WHP
4	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F<	4 WRKZ-F	4 WWKL-F<	4 WTPA-F	4 WRKZ-F	4 WTPA-F	4 WTPA-F	4
5	5	5 WWKL-F	5 WWKL-F	5 WWKL-F	5 WRVV-F	5 WHP	5 WRKZ-F	5 WWKL-F	5 WRVV-F	5
6	6	6	6	6 WHP	6 WHYL-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F	1 WNNK-F>	1 WNNK-F	1 WNNK-F>	1 WNNK-F	1 WTPA-F	1 WTPA-F>>>	1 WTPA-F	1 WTPA-F>	1 WTPA-F>
2 WTPA-F	2 WRVV-F>	2 WRVV-F	2 WRVV-F>	2 WRVV-F	2 WNNK-F	2 WRVV-F	2 WRVV-F	2 WRVV-F	2 WRKZ-F<
3 WRVV-F	3 WTPA-F>>	3 WTPA-F	3 WTPA-F	3 WWKL-F	3 WHTF-F	3 WNNK-F	3 WRKZ-F	3 WNNK-F	3 WRVV-F<
4	4 WRKZ-F	4 WWKL-F	4 WWKL-F	4 WRKZ-F>	4 WRVV-F	4 WRKZ-F	4 WHP	4 WRKZ-F	4 WNNK-F
5	5 WWKL-F	5	5 WRKZ-F	5 WTPA-F	5	5 WHP	5 WNNK-F	5 WHP <	5 WHP
6	6	6	6	6	6	6	6	6 WWKL-F	6 WWKL-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WADV	940	LEBANON	0.4/0.9
WIMX-F	99.3	HARRISBURG	1.8/7.7
WKBO	1230	HARRISBURG	0.5/3.0
WQIC-F	100.1	LEBANON	0.4/1.8
WQLV-F	98.9	MILLERSBURG	1.3/3.1
WTCY	1400	HARRISBURG	1.3/3.4
WWII	720	SHIRESMAN TOWN	0.7/2.7
WYGL-F	100.5	ELIZABETH	1.2/1.5
WQXX-F	94.1	SUNBURY	0.4/2.0
WRFY-F	102.5	READING	0.4/1.1

SEE LANCASTER OR YORK FOR MORE ABOUT THE FOLLOWING:

WARM-F	1.3/4.1	WLAN-F	0.7/4.2
WDAC-F	1.4/3.9	WQXA-F	1.4/7.0
WHTF-F	1.6/7.2	WYCR-F	1.0/5.0
WIOV-F	0.5/2.5		

HARRISBURG  
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RADIO STATIONS  
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WCMB ,	1460,	5 KW (DA-N)	,	Talk	CBS, IBN, \$ 16.00	(Mc-Guild)	
WTCY ,	1400,	1 KW	,	Black	SMN, ABC, \$ 15.00	(Christal)	Calendar
WHP ,	580,	5 KW (DA-N)	,	Full Service	ABC, CNN, \$ 33.00	(MMR)	Pennsylvania
WHYL ,	960,	5 KW/22 W (DA-1),	,	Standards	UNISTR, \$ 17.00	( --- )	(CARLISLE)
WLBR ,	1270,	5 KW/1 KW (DA-2),	,	Full Service	ABC, \$ 15.00	(K & P)	(LEBANON)
WCTX-F,	92.1,	3.3 KW @ 230	,	EZ/Standards	ABC, \$ 15.00	( --- )	(PALMYRA)
WHYL-F,	102.3,	3 KW @ 328	,	Country	CNN, \$ 24.00	( --- )	(CARLISLE)
WIMX-F,	99.3,	6 KW @ 328	,	AC	UNISTR, \$ 27.00	(Mc-Guild)	
WNNK-F,	104.1,	23 KW @ 725	,	CHR	AP, \$103.00	(Christal)	Calendar
WRKZ-F,	106.7,	14 KW @ 928	,	Country	ABC, \$ 78.00	(Torbet)	Telemidia (HERSHEY)
WRVV-F,	97.3,	17 KW @ 840	,	AC/AOR	, \$ 61.00	(MMR)	Pennsylvania
WTPA-F,	93.5,	1.3 KW @ 718	,	AOR	, \$ 54.00	(Banner)	(MECHANIC.)
WWKL-F,	94.9,	25 KW @ 699	,	Oldies	UNISTR, \$ 51.00	(Katz)	Barnstable

Other Ranked Stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 42/970,200  
 MSA Rank/Pop: 46/1,120,000  
 ADI # 24 (w/New Haven)  
 Average Person Ratings: 16.6  
 Market TSL: 21.75 hours

Stations: 27/15  
 Diaries: 1845/525:1/52.2%  
 Sample Target: 1770  
 % Below Line: 16.7  
 % Not Listed: 18.3

1993 Revenue: \$37,900,000  
 HH Inc.: \$45,367  
 Retail \$: 10.3 Bil  
 Pop per Station: 64,547  
 #1 Biller: WTIC \$6,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WTIC (FS)	196/12.2	10.7	13.6	12.3	11.8	12.2		2677/27.6	24.7	27.2	G	WTIC
2. WRCH-F (SAC)	130/ 8.1	8.9	8.2	8.6	8.2	8.5		1737/17.9	18.3	17.8	F	WRCH-F
3. WKSS-F (CHR)	118/ 7.4	5.8	7.5	6.4	6.2	6.8		2164/22.4	19.6	21.7	D	WKSS-F
4. WTIC-F (CHR)	107/ 6.7	6.2	6.7	5.1	7.6	6.2		2299/23.7	22.0	23.4	E	WTIC-F
5. WDRC-F (O)	94/ 5.9	5.0	4.7	5.2	4.7	5.2		1662/17.2	13.7	16.1	E	WDRC-F
6. WWYZ-F (C)	92/ 5.7	7.2	5.7	7.2	7.8	6.5		1372/14.2	15.2	15.1	F	WWYZ-F
7. WCCC-AF (AOR)	73/ 4.6	5.0	4.6	5.9	5.2	5.0		1428/14.7	15.6	15.4	E	WCCC-AF
8. WHCN-F (AOR)	72/ 4.5	5.0	5.3	5.5	4.9	5.1		1337/13.8	14.6	14.6	F	WHCN-F
9. WDRC (ST)	70/ 4.4	4.2	4.3	4.0	3.1	4.2		948/ 9.8	9.4	8.5	B	WDRC
10. WZMX-F (O-70's)	63/ 3.9	4.1	4.5	4.9	4.9	4.4		1272/13.1	14.2	15.0	E	WZMX-F
11. WYSR-F (AC)	46/ 2.9	2.7	2.9	3.9	3.7	3.1		1116/11.5	10.2	12.0	C	WYSR-F
12. WAQY-F (CL AOR)	44/ 2.7	2.7	2.1	3.1	2.5	2.7		1223/12.6	11.5	10.7	C	WAQY-F
13. WLAT (SP)	32/ 2.0	0.8	0.9	1.3	---	1.3		193/ 2.0	1.5	---	C	WLAT
14. WPOP (N/T)	29/ 1.8	2.2	2.4	3.0	2.4	2.4		645/ 6.7	7.6	7.1	C	WPOP

12+ FM SHARE (METRO): 70.96% (931 of 1312) (SUM 93: 74.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSS-F<	1 WKSS-F	1 WKSS-F	1 WKSS-F<	1 WRCH-F	1 WTIC >	1 WTIC >>	1 WTIC	1 WRCH-F	1 WKSS-F	1 WTIC >>
2 WTIC-F>>	2 WTIC-F	2 WTIC-F	2 WDRC-F<	2 WDRC-F<	2 WRCH-F>	2 WKSS-F<	2 WRCH-F	2 WKSS-F	2 WTIC <	2 WKSS-F
3	3 WCCC-AF	3 WHCN-F	3 WRCH-F<	3 WKSS-F	3 WDRC-F	3 WCCC-AF	3 WDRC-F	3 WTIC-F<	3 WTIC-F	3 WRCH-F
4	WHCN-F	4 WRCH-F	4 WWYZ-F<	WTIC <	4 WDRC	4 WTIC-F<	WKSS-F	4 WTIC	4 WRCH-F>	4 WPOP
5	5 WWYZ-F	5 WDRC-F	5 WHCN-F<	5 WWYZ-F	5 WWYZ-F	5 WDRC	5 WTIC-F	5 WDRC-F<	5 WDRC-F	5 WDRC-F
6	6 WZMX-F	6 WCCC-AF<	6 WTIC <	6 WHCN-F<	6	6 WRCH-F<	6 WWYZ-F	6 WWYZ-F	6	6
7	7 WAQY-F	7 WWYZ-F	7 WTIC-F<	7 WTIC-F	7	7 WWYZ-F	7	7	7	7
8	8	8	8	8 WCCC-AF	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WKSS-F	1 WKSS-F	1 WKSS-F	1 WRCH-F	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF	1 WHCN-F<	1 WDRC-F<
2 WTIC-F	2 WTIC-F	2 WWYZ-F	2 WRCH-F	2 WKSS-F	WHCN-F	2 WHCN-F>	2 WHCN-F	2 WCCC-AF	2 WCCC-AF<
3 WZMX-F	3 WZMX-F	WTIC-F	3 WTIC-F	3 WTIC-F<	3 WKSS-F	3 WKSS-F<	3 WWYZ-F	3 WDRC-F	3 WHCN-F
4 WAQY-F	4 WRCH-F	4 WRCH-F	4 WZMX-F	4 WTIC	WTIC-F	4 WTIC-F	4 WKSS-F	4 WKSS-F	4 WTIC <
5 WRCH-F	5 WWYZ-F	WZMX-F	5 WWYZ-F<	WWYZ-F	5 WLAT-F	5 WWYZ-F	5 WTIC-F	WTIC	5 WWYZ-F
6	6	6 WHCN-F	6 WDRC-F	6 WZMX-F<	6 WPLR-F	6 WAQY-F	6 WAQY-F	WWYZ-F	6 WRCH-F
7	7	7	7	7 WDRC-F	7	7	7 WPLR-F	7 WTIC-F	7 WKSS-F
8	8	8	8	8	8	8	8	8	8 WTIC-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WKND	1480	WINDSOR	0.3/1.1	
WNEZ	910	NEW BRITAIN	0.6/3.7	
WAAF-F	107.3	WORCESTER	0.5/2.9	
WABC	770	NEW YORK	0.4/1.1	
WFAN	660	NEW YORK	1.4/5.2	
WKCI-F	101.3	HAMDEN	1.1/6.8	
WMAS-F	94.7	SPRINGFIELD, MA	0.8/2.9	
WMMW	1470	MERIDEN	0.6/1.5	
WPXK-F	97.9	ENFIELD	0.9/2.4	
WPLR-F	99.1	NEW HAVEN	1.7/8.0	
WRKI-F	95.1	BROOKFIELD	0.3/0.6	
WVRX-F	103.7	WESTERLY	0.6/2.8	

HARTFORD

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RADIO STATIONS

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WDRC, 1300, 5 KW (DA-N)	, Standards	CNN, UNISTR	, \$ 25.00 (Mc-Guild)	Buckley	
WLAT, 1230, 1 KW	, Hispanic	CRC	, \$ 22.00 ( --- )		(MANCHESTER)
WNEZ, 910, 5 KW (DA-N)	, Talk	CNN	, \$ 20.00 (Eastman)	Amer. Radio Systems	
WPOP, 1410, 5 KW (DA-2)	, News/Talk	ABC	, \$ 32.00 (D & R)	Liberty	
WTIC, 1080, 50 KW (DA-N)	, Full Service	CBS	, \$ 137.00 (Group W)	Chase	
WCCC-F, 106.9, 23 KW @ 731, AOR		ABC	, \$ 81.00 (Torbet)		
WDRC-C, 102.9, 20 KW @ 810, Oldies			, \$ 93.00 (Mc-Guild)	Buckley	
WHCN-F, 105.9, 16 KW @ 869, AOR		ABC	, \$ 94.00 (Christal)	Liberty	
WKSS-F, 95.7, 17 KW @ 879, CHR		AP	, \$ 73.00 (MMR)	Precision	
WRCH-F, 100.5, 8 KW @ 1250, Soft AC			, \$ 100.00 (Eastman)	Amer. Radio Systems	
WTIC-F, 96.5, 20 KW @ 810, CHR			, \$ 77.00 (Group W)	Chase	
WWYZ-F, 92.5, 18 KW @ 859, Country		UNISTR	, \$ 96.00 (Banner)		(WATERBURY)
WYSR-F, 104.1, 18 KW @ 836, AOR-NR			, \$ 50.00 (D&R)	Liberty	
WZMX-F, 93.7, 21 KW @ 781, Oldies - 70's			, \$ 82.00 (Katz)	Amer. Radio Systems	

Miscellaneous: WYSR-F changed to AOR-NR in October (after the book) . . . WZMX-F changed to Oldies - 70's in Sep. . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
*	? - Others or Unknown
*	*

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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HONOLULU

Arbitron Rank/Pop (12+): 59/727,800  
 MSA Rank/Pop: 65/879,000  
 NO ADI  
 Average Person Ratings: 15.6  
 Market TSL: 21.25 hours

Stations: 23/23  
 Diaries: 1462/498:1/56.1%  
 Sample Target: 1325  
 % Below Line: 0.0  
 % Not Listed: 10.2

1993 Revenue: \$20,200,000  
 HH Inc.: \$44,154  
 Retail \$: 9.5 Bil  
 Pop per Station: 31,643  
 #1 Biller: KSSK \$3,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KSSK-F (AC)	130/11.4	9.6	12.9	13.1	13.3	11.8		1899/26.1	23.3	26.0	E	KSSK-F
2. KSSK (FS)	105/ 9.2	8.2	9.0	8.5	8.3	8.7		1185/16.3	15.6	18.2	E	KSSK
3. KCCN-F (E)	99/ 8.7	9.6	6.7	10.1	6.8	8.8		1352/18.6	19.7	15.9	C	KCCN-F
4. KUMU-AF (SAC)	103/ 8.2	8.8	8.6	7.0	9.3	8.2		1032/14.2	15.2	16.8	C	KUMU-AF
5. KKL V-F (CL AOR)	83/ 7.3	7.5	2.0	0.9	0.5	4.4		1053/14.5	14.5	3.1		KKL V-F
KIKI-F (CHR)	83/ 7.3	7.8	8.1	9.1	8.2	8.1		1329/18.3	20.6	23.0	D	KIKI-F
7. KQMQ-AF (CHR)	81/ 7.1	8.2	6.6	7.1	7.0	7.3		1570/21.6	23.4	23.7	C	KQMQ-AF
8. KINE-F (E)	77/ 6.8	6.4	5.0	4.4	3.6	5.7		1112/15.3	14.1	9.9		KINE-F
9. KRTR-F (AC)	56/ 4.9	5.4	6.4	6.2	6.3	5.7		1137/15.6	16.3	15.4	C	KRTR-F
10. KPOI-F (AOR-NR)	38/ 3.3	3.2	5.3	3.0	5.2	3.7		791/10.9	10.4	11.9	B	KPOI-F
KHVH (N/T)	38/ 3.3	3.2	2.5	3.0	1.7	3.0		504/ 6.9	7.2	7.0		KHVH
12. KDEO-F (AOR)	23/ 2.0	1.8	2.6	3.7	4.8	2.5		583/ 8.0	6.7	10.0	A	KDEO-F
KGMZ-F (AC)	23/ 2.0	2.8	2.9	1.8	1.8	2.4		343/ 4.7	8.8	5.7	A	KGMZ-F
14. KCCN (E)	22/ 1.9	2.1	2.5	3.0	2.2	2.4		473/ 6.5	7.5	6.3		KCCN
15. KGU (N/T)	21/ 1.8	1.9	2.0	2.4	4.4	2.0		511/ 7.0	7.8	10.0	C	KGU
16. KZOO (E)	16/ 1.4	1.2	1.9	1.3	1.6	1.5		153/ 2.1	2.0	3.0		KZOO
KHNR (N/T)	16/ 1.4	1.4	2.5	1.4	0.9	1.7		454/ 6.2	6.2	5.6	A	KHNR
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.34% (759 of 1021) (SUM 93: 70.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KCCN-F<	1 KSSK-F	1 KSSK-F	1 KSSK-F>	1 KSSK	1 KSSK-F	1 KSSK-F	1 KCCN-F	1 KCCN-F<	1 KSSK
2 KCCN-F<	2 KSSK-F<	2 KKL V-F	2 KKL V-F	2 KKL V-F<	2 KSSK-F	2 KSSK >	2 KSSK <	2 KSSK-F	2 KIKI-F>	2 KSSK-F
3 KQMQ-AF>	3 KKL V-F<	3 KCCN-F	3 KSSK	3 KSSK	KUMU-AF	3 KQMQ-AF<	3 KUMU-AF	3 KIKI-F<	3 KUMU-AF	3 KHNR
4 KDEO-F	4 KQMQ-AF<	4 KQMQ-AF	4 KCCN-F	4 KUMU-AF	4 KINE-F	4 KCCN-F<	4 KKL V-F	4 KKL V-F<	4 KQMQ-AF	4 KKL V-F
5	5 KIKI-F	5 KIKI-F<	5 KRTR-F<	5 KCCN-F	5	5 KUMU-AF	5 KCCN-F<	5 KINE-F	5 KKL V-F	5 KINE-F
6	6	6 KSSK	6 KQMQ-AF	6 KINE-F	6	6	6 KQMQ-AF	KUMU-AF	6	6
7	7	7	7	KQMQ-AF<	7	7	7	7	7	7
8	8	8	8	8 KRTR-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F	1 KQMQ-AF	1 KSSK	1 KSSK-F	1 KSSK-F<	1 KCCN-F	1 KKL V-F	1 KKL V-F	1 KKL V-F<	1 KSSK-F<
KQMQ-AF	KSSK-F	2 KCCN-F	2 KQMQ-AF	2 KUMU-AF<	KIKI-F	KCCN-F	2 KSSK-F	2 KSSK-F	2 KKL V-F>
3 KCCN-F	3 KCCN-F<	KQMQ-AF	3 KCCN-F<	3 KSSK	3 KQMQ-AF	3 KSSK-F<	3 KCCN-F	3 KCCN-F	3 KSSK <
4 KSSK-F	4 KIKI-F	4 KKL V-F	4 KSSK	4 KQMQ-AF	4 KKL V-F	4 KIKI-F	4 KQMQ-AF	4 KIKI-F	4 KCCN-F
5 KKL V-F	5 KKL V-F	KRTR-F	KRTR-F	KRTR-F	KPOI-F	5 KQMQ-AF	5 KPOI-F	5 KQMQ-AF	5 KINE-F
6	6 KRTR-F	6 KPOI-F	6 KUMU-AF<	6 KCCN-F	6 KDEO-F	6 KPOI-F	6 KSSK	6 KSSK	6
7	7	KIKI-F	7	7	7	7	7	7	7
		KUMU-AF							

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KAIM-F	95.5	HONOLULU	1.0/3.0
KIKI	990	HONOLULU	0.7/2.8
KISA	1540	HONOLULU	0.4/1.3
KNDI	1270	HONOLULU	0.9/2.0

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(Banner)	
KJPN	,	940,	10 KW	,	Ethnic	,	MBS, \$17.00	(K & P)	(WAIPAHU)
KGU	,	760,	10 KW	,	News/Talk	TALKNT,	CBS, \$32.00	( --- )	
KHNR	,	650,	10 KW	,	News/Talk		CNN, \$20.00	( --- )	
KHVH	,	830,	10 KW	,	News/Talk	NBC, ABC,	\$ NA	( --- )	Henry
KIKI	,	990,	5 KW	,	Oldies	UNISTR,	\$18.00	(Christal)	Henry
KSSK	,	590,	7.5 KW	,	Full Service		\$65.00	(Eastman)	Wheeling-Pitts.
KULA	,	1460,	5 KW	,	Standards		\$17.00	(Katz)	
KZOO	,	1210,	1 KW	,	Ethnic		\$16.00	( --- )	
KAIM-F	,	95.5,	100 KW @ -23	,	Religion	USA,	\$15.00	( --- )	Billy Graham
KCCN-F	,	100.3,	100 KW @ 1965	,	Ethnic		\$48.00	(Banner)	
KDEO-F	,	102.7,	61 KW @ 1893	,	AOR		\$27.00	(K & P)	(WAIPAHU)
KGZ-F	,	107.9,	100 KW @ 1965	,	Jazz (?)		\$20.00	( --- )	(AIEA)
KKLV-F	,	98.5,	100 KW @ 1073	,	Classic AOR	ABC, NBC,	\$23.00	( --- )	Henry
KIKI-F	,	93.9,	100 KW @ -144	,	CHR		\$50.00	(Christal)	Henry
KINE-F	,	105.1,	100 KW @ 1948	,	Ethnic		\$22.00	(MMR)	KCCN owners
KPOI-F	,	97.5,	80 KW @ 46	,	New Rock		\$30.00	(Katz)	
KQM-F	,	93.1,	54 KW @ -118	,	CHR		\$45.00	(Katz)	
KRTR-F	,	96.3,	75 KW @ 2139	,	AC		\$32.00	(Katz)	(KAILUA)
KSSK-F	,	92.3,	100 KW @ 1948	,	AC		\$74.00	(Eastman)	Wheeling-Pitts.
KUMU-F	,	94.7,	100 KW @ 79	,	EZ/Soft AC		\$41.00	(Banner)	

Miscellaneous: KGZ-F sold for \$797,000. . .



HOUSTON

Arbitron Rank/Pop (12+): 10/3,184,200  
 MSA Rank/Pop: 8/3,980,000  
 ADI # 11  
 Average Person Ratings: 17.4  
 Market TSL: 23.00 hours

Stations: 33/33  
 Diaries: 3256/ 978:1/45.0%  
 Sample Target: 3085  
 % Below Line: 0.0  
 % Not Listed: 13.2

1993 Revenue: \$143,300,000  
 HH Inc.: \$36,812  
 Retail \$: 32.6 Bil  
 Pop per Station: 96,491  
 #1 Biller: KILT-AF \$16,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KILT-F (C)	388/ 7.0	6.2	7.2	6.3	7.1	6.7		5270/16.6	17.2	16.9	J	KILT-F
2. KODA-F (SAC)	317/ 5.7	5.5	5.4	5.4	4.9	5.5		4923/15.5	14.9	13.6	H	KODA-F
3. KRBE-F (CHR)	315/ 5.7	4.4	4.2	4.9	5.2	4.8		5607/17.6	15.6	17.6	G	KRBE-F
4. KKQB-AF (C)	296/ 5.3	5.2	4.8	5.6	4.5	5.2		4354/13.7	13.8	11.5	F	KKQB-AF
5. KMJQ-F (B)	283/ 5.1	4.4	5.3	4.6	4.6	4.9		4327/13.6	13.0	14.1	I	KMJQ-F
6. KLDE-F (O)	263/ 4.7	4.0	3.1	4.2	3.8	4.0		3870/12.2	12.8	12.5	H	KLDE-F
7. KQUE-F (ST)	242/ 4.4	5.6	4.9	5.3	4.8	5.1		2867/ 9.0	5.9	6.2	E	KQUE-F
8. KLOL-F (AOR)	239/ 4.3	3.7	3.8	3.2	3.8	3.8		4572/14.4	12.1	12.7	H	KLOL-F
9. KHMJ-F (AC/CHR)	238/ 4.3	4.1	4.4	4.5	5.2	4.3		4488/14.1	14.0	14.0	I	KHMJ-F
10. KTRH (N)	233/ 4.2	4.2	4.8	4.6	4.1	4.5		4985/15.7	17.1	14.0	I	KTRH
11. KIKK-F (C)	232/ 4.2	4.7	5.5	4.7	6.0	4.8		4506/14.2	15.1	16.4	I	KIKK-F
12. KPRC (T)	213/ 3.8	3.8	4.4	4.3	3.7	4.1		3189/10.0	10.5	9.9	H	KPRC
13. KBXX-F (CHR)	209/ 3.8	4.8	5.2	4.7	4.6	4.6		4047/12.7	14.1	13.5	G	KBXX-F
14. KHYS-F (B)	183/ 3.3	3.1	3.8	3.9	3.3	3.5		2817/ 8.8	8.2	8.4	SEE KMJQ	KHYS-F
15. KKRW-F (O-70's)	174/ 3.1	3.9	2.8	1.9	2.7	2.9		3478/10.9	13.1	10.2	G	KKRW-F
16. KZFX-F (CL AOR)	142/ 2.6	2.3	2.6	3.2	2.9	2.7		2782/ 8.7	9.3	10.1	G	KZFX-F
17. KLTN-F (SP)	103/ 1.9	3.0	2.2	1.4	1.7	2.1		1229/ 3.9	5.9	4.3	C	KLTN-F
KXTJ-F (SP)	103/ 1.9	1.5	1.1	1.0	0.7	1.4		1429/ 4.5	5.0	1.7		KXTJ-F
19. KKZR-F (AOR)	101/ 1.8	2.0	2.2	1.8	1.8	2.0		1802/ 5.7	6.1	4.9	C	KKZR-F
20. KLAT (SP)	83/ 1.5	1.2	0.9	1.0	1.7	1.2		1261/ 4.0	3.5	3.4	E	KLAT
21. KSEV (T)	77/ 1.4	1.4	1.3	1.5	2.3	1.4		1589/ 5.0	5.0	6.0	C	KSEV
22. KQQK-F (SP)	76/ 1.4	1.8	1.3	2.0	2.0	1.6		1448/ 4.5	5.9	6.2	E	KQQK-F
23. KRTS-F (CL)	61/ 1.1	0.6	0.8	0.9	1.1	0.9		1175/ 3.7	2.1	4.0		KRTS-F
24.												
25.												

12+ FM SHARE (METRO): 82.24% (3958 of 4813) (SUM 93: 79.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJQ-F<	1 KRBE-F	1 KILT-F	1 KILT-F<	1 KILT-F	1 KILT-F	1 KILT-F	1 KODA-F<	1 KILT-F	1 KMJQ-F	1 KMJQ-F
2 KRBE-F	2 KMJQ-F<	2 KODA-F<	2 KODA-F	2 KODA-F	KQUE-F	2 KTRH	2 KILT-F<	2 KKQB-AF<	2 KRBE-F	2 KTRH <
3 KBXX-F	3 KLOL-F<	3 KKQB-AF	3 KLDE-F<	3 KLDE-F	3 KODA-F<	KLOL-F	3 KPRC	3 KODA-F<	3 KBXX-F	3 KILT-F>
4 KKQB-AF	4 KHMJ-F	KRBE-F	4 KKQB-AF<	4 KKQB-AF	4 KLDE-F<	4 KODA-F<	4 KKQB-AF	4 KRBE-F	4 KODA-F	4 KODA-F
5	KKQB-AF	5 KHMJ-F<	5 KHMJ-F	5 KHMJ-F	5 KTRH <	5 KRBE-F	5 KLDE-F<	5 KLDE-F	5 KILT-F	5 KHYS-F
6	6 KILT-F	6 KLDE-F<	6 KLDE-F<	6 KIKK-F	6 KPRC >	6 KKQB-AF<	6 KQUE-F	KMJQ-F	6 KHYS-F	6 KIKK-F
7	7 KBXX-F	7 KLOL-F	7 KKRW-F	7 KLOL-F	7 KIKK-F	7 KLDE-F	KRBE-F	7 KHMJ-F<	7 KPRC	7 KKQB-F
8	8	8 KMJQ-F	8	8 KKRW-F	8	8 KHMJ-F	8 KHMJ-F<	8 KIKK-F	8 KHMJ-F	8
9	9	9	9	9	9	9	9 KIKK-F	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRBE-F	1 KRBE-F<	1 KHMJ-F	1 KODA-F	1 KODA-F	1 KRBE-F	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KILT-F
2 KBXX-F	2 KHMJ-F	2 KODA-F	2 KKQB-AF	2 KILT-F	2 KLOL-F	2 KRBE-F	2 KILT-F	2 KILT-F>	2 KLOL-F<
3 KMJQ-F	3 KKQB-AF	3 KKQB-AF	KHMJ-F	3 KKQB-AF<	3 KMJQ-F	3 KMJQ-F	3 KMJQ-F	3 KLDE-F<	3 KLDE-F
4 KHMJ-F	4 KMJQ-F	4 KRBE-F	4 KILT-F<	4 KHMJ-F	4 KBXX-F	4 KILT-F	4 KKQB-AF	4 KRBE-F	4 KODA-F<
KKQB-AF	KODA-F	5 KILT-F	5 KRBE-F	5 KLDE-F	5 KKZR-F	5 KBXX-F	5 KRBE-F	5 KMJQ-F	5 KTRH <
6	6 KBXX-F	6 KIKK-F	6 KLDE-F<	6 KIKK-F<	6 KILT-F	6 KKQB-AF<	6 KKRW-F	KZFX-F	6 KZFX-F
7	7 KILT-F	7 KMJQ-F	7 KHYS-F<	7 KHYS-F	7	7 KKZR-F	KZFX-F	7 KKQB-AF<	7 KPRC
8	8 KIKK-F	8 KKRW-F	8 KMJQ-F	8	8	8 KZFX-F	8	8 KODA-F<	KKQB-AF
9	9	9	9	9	9	9	9	9 KKRW-F	9
10	10	10	10	10	10	10	10	10	10

HOUSTON  
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OTHER RATED STATIONS  
-----  
METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KCOH	1430	HOUSTON	0.6/2.2
KEYH	850	HOUSTON	0.6/1.6
KIKK	650	PASADENA	0.5/1.0
KILT	610	HOUSTON	0.6/1.9
KLVL	1480	PASADENA	0.8/1.3
KWWJ	1360	BAYTOWN	0.5/1.1
KXYZ	1320	HOUSTON	0.6/1.8
KYST	920	TEXAS CTY	0.3/1.1

RADIO STATIONS  
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AM STATIONS  
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KCOH, 1430, 5 KW/55W	, Black	UNISTR, AURN, \$ 40.00 (Roslin)	
KEYH, 850, 10 KW (DAYS)	, Hispanic	, \$ 40.00 (Lotus)	
KIKK, 650, 250 W (DAYS)	, Country Oldies	, \$ NA (Torbet)	Westinghouse
KILT, 610, 5 KW (DA-2)	, Country Oldies	UNISTR, \$ NA (Group W)	Westinghouse
KLAT, 1010, 5 KW (DA-2)	, Hispanic	, \$ 70.00 (Katz Hisp.)	Tichenor
KLVL, 1480, 1 KW/500 W (DA-N)	, Hispanic	, \$ 35.00 (Lotus)	
KPRC, 950, 5 KW (DA-N)	, Talk	CNN, ABC, \$ 140.00 ( --- )	
KSEV, 700, 15 KW/1 KW (DA-2)	, Talk	NBC, ABC, \$ 40.00 (Katz)	KPRC owner (TOMBALL)
KTRH, 740, 50 KW (DA-1)	, News	CBS, MBS, \$ 235.00 (CBS)	Evergreen
KXYZ, 1320, 5 KW (DA-N)	, Hispanic	, \$ 53.00 (Caballero)	Infinity

FM STATIONS  
-----

KBXX, 97.9, 100 KW @ 1919, CHR/Urban		, \$ 145.00 (Banner)	Clear Channel
KHMX, 96.5, 97 KW @ 1919, AC/CHR		, \$ 210.00 (D&R)	Nationwide
KHYS, 98.5, 100 KW @ 417, Black	UNISTR, CBS, \$ 120.00 (Mc-Guild)		Clear Channel (BEAUMONT)
KIKK, 95.7, 95 KW @ 1919, Country		, \$ 275.00 (Torbet)	Westinghouse
KILT, 100.3, 100 KW @ 1919, Country	UNISTR, \$ 340.00 (Group W)		Westinghouse
KKBQ, 92.9, 97 KW @ 1919, Country		, \$ 130.00 (Mc-Guild)	Gannett
KKRW, 93.7, 100 KW @ 1719, Rock Oldies	CBS, \$ 141.00 (CBS)		CBS
KZ2R, 106.9, 100 KW @ 1125, AOR	ABC, SMN, \$ 51.00 (Banner)		Ragan Henry (CONROE)
KLDE, 94.5, 95 KW @ 1919, Oldies	UNISTR, \$ 192.00 (D & R)		Entercom
KLOL, 101.1, 95 KW @ 1919, AOR	Source, \$ 190.00 (CBS)		Evergreen
KLTN, 93.3, 100 KW @ 1919, Hispanic		, \$ 54.00 (Katz Hisp.)	(PORT ARTHUR)
KMJQ, 102.1, 100 KW @ 1719, Black		, \$ 170.00 (Mc-Guild)	Noble
KODA, 99.1, 95 KW @ 1919, Soft AC		, \$ 205.00 (MMR)	SFX
KQQK, 106.5, 100 KW @ 699, Hispanic		, \$ 63.00 (Caballero)	El Dorado (GALVESTON)
KQUE, 102.9, 100 KW @ 971, Standards	ABC, \$ 95.00 (Banner)		
KRBE, 104.1, 100 KW @ 1909, CHR		, \$ 150.00 (Eastman)	Susquehanna
KRTS, 92.1, 33 KW @ 604, Classical		, \$ 60.00 (CMBS)	(SEABROOK)
KXTJ, 107.9, 100 KW @ 1807, Hispanic		, 54.00 ( --- )	(BEAUMONT)
KZFX, 107.5, 95 KW @ 1971, Classic AOR		, \$ 165.00 (Katz)	Shamrock

Miscellaneous: KHYS-F (Beaumont) sold by Clear Channel for \$15,000,000. . . KYOK, KMJQ-F sold by Noble to Clear Channel (D) for \$38,500,000 . . . KPRC, KSEV sold to Clear Channel (D) for \$ \_\_\_\_\_ (80%). . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/352,900  
 MSA Rank/Pop: 149/360,000  
 ADI # 81 (w/Decatur)  
 Average Person Ratings: 15.8  
 Market TSL: 21.25 hours

Stations: 21/18  
 Diaries: 1002/352:1/51.9%  
 Sample Target: 920  
 % Below Line: 9.1  
 % Not Listed: 13.6

1993 Revenue: \$10,800,000  
 HH Inc.: \$35,581  
 Retail \$: 3.2 Bil  
 Pop per Station: 19,606  
 #1 Biller: WDRM-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WDRM-AF (C)	152/27.2	24.5	22.0	25.2	25.8	24.7		1472/41.7	42.5	NA	F	WDRM-AF
2. WZYP-F (CHR)	60/10.7	13.0	11.0	9.1	9.9	11.0		909/25.8	29.8	24.7	C	WZYP-F
3. WRSA-F (SAC)	37/ 6.6	6.4	9.2	10.2	9.6	8.1		420/11.9	15.4	16.9	B	WRSA-F
4. WAHR-F (AC)	36/ 6.4	8.2	8.3	8.3	7.8	7.8		533/15.1	17.8	17.6	C	WAHR-F
5. WTAK-F (AOR)	33/ 5.9	4.3	5.5	4.1	3.3	5.0		381/10.8	11.1	8.4	B	WTAK-F
6. WVNN (T)	25/ 4.5	3.4	4.1	3.1	3.1	3.8		377/10.7	9.6	9.8	A	WVNN
WENN-F (B)	25/ 4.5	5.2	4.4	3.8	4.0	4.5		351/ 9.9	10.0	10.4		WENN-F
8. WKDF-F (AOR)	24/ 4.3	3.6	4.1	3.4	3.8	3.9		348/ 9.9	9.7	7.3		WKDF-F
9. WEUP (B)	15/ 2.7	3.7	3.5	4.1	3.1	3.5		243/ 6.9	8.7	9.3		WEUP
WAZK-F (AOR)	15/ 2.7	2.0	2.0	2.8	3.3	2.4		265/ 7.2	5.8	9.7	A	WAZK-F
11. WHVK-F (C)	12/ 2.1	2.1	3.7	3.1	2.1	2.8		317/ 9.0	9.8	7.8	B	WHVK-F
12. WQLT-F (AC/O)	11/ 2.0	2.0	1.4	2.6	1.4	2.0		214/ 6.1	6.4	5.8	C	WQLT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 86.75% (419 of 483) (SUM 93: 83.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>	1 WDRM-AF>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>>
2 WDRM-AF>	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WAHR-F<	2 WRSA-F>	2 WZYP-F	2 WAHR-F<	2 WZYP-F>	2 WZYP-F>>	2 WZYP-F
3 WENN	3 WTAK-F	3 WAHR-F<	3 WAHR-F	3 WZYP-F	3 WVNN	3 WAHR-F<	3 WZYP-F	3 WRSA-F	3	3
4	4 WKDF-F	4 WTAK-F>	4 WTAK-F	4 WTAK-F	4 WAHR-F	4 WRSA-F	4 WTAK-F	4 WTAK-F	4	4
5	5 WAHR-F	5	5	5 WVNN	5 WZYP-F	5	5 WVNN <	5 WAHR-F	5	5
6	6	6	6	6	6	6	6 WTAK-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F	1 WDRM-AF>	1 WDRM-AF	1 WDRM-AF>>	1 WDRM-AF>>	1 WTAK-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>>
2 WDRM-AF	2 WZYP-F>	2 WAHR-F	2 WZYP-F	2 WAHR-F	2 WDRM-AF	2 WTAK-F	2 WTAK-F	2 WTAK-F<	2 WZYP-F
3 WEUP	3 WAHR-F>	3 WZYP-F	3 WAHR-F>	3 WZYP-F>	3 WKDF-F	3 WKDF-F	3 WKDF-F	3 WZYP-F	3 WTAK-F
4	4 WEUP	4	4	4	4 WZYP-F	4 WZYP-F	4 WZYP-F	4 WKDF-F	4 WAHR-F
5	5	5	5	5	5	5	5	5 WAHR-F	5 WVNN

OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
WBBI 730 MADISON		0.4/2.4
WDJL 1000 HUNTSVILLE		0.4/2.6
WEUP-F 92.1 MINOR HILL		1.1/2.7
WJRA 1310 PRICEVILLE		1.3/1.0
WLOR 1550 HUNTSVILLE		1.4/1.9
WNDA-F 95.1 HUNTSVILLE		1.3/5.3
WTKI 1450 HUNTSVILLE		0.7/2.0
WODL-F 106.9 BIRMINGHAM		0.4/1.0

HUNTSVILLE

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RADIO STATIONS

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WBHP, 1230, 1 KW	, Country/FS	ABC, \$ NA (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N),	Black	AURN, \$ 16.00 ( --- )	
WLOR, 1550, 50 KW/500 W (DA-N),	Gospel	, \$ 12.00 ( --- )	
WDJL, 1000, 10 KW (DAYS)	, ??	, \$ NA (Regional)	
WVNN, 770, 10 KW/250 W (DA-N),	Talk	ABC, BRN, \$ 15.00 (Christal)	Athens (ATHENS)
WAHR-F, 99.1, 100 KW @ 984,	AC	NBC, \$ 31.00 (Torbet)	
WAZK-F, 92.5, 3 KW @ 423,	AOR	SMN, \$ 18.00 (---)	(TRINITY)
WDRM-F, 102.1, 100 KW @ 981,	Country	, \$ 80.00 (Katz)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 984,	Country	ABC, \$ 20.00 (Christal)	Athens (TULLAHOMA, TN)
WNDA-F, 95.1, 50 KW @ 112,	Religion	, \$ 12.00 (---)	
WOLT-F, 107.3, 100 KW @ 1000,	AC/Oldies	ABC, \$ 16.00 (K & P)	(FLORENCE)
WRSA-F, 96.9, 100 KW @ 830,	Soft AC/EZ	CBS, \$ 25.00 (---)	(DECATUR)
WTAK-F, 106.1, 6 KW @ 328,	AOR	, \$ 22.00 (Regional)	(HARTSELLE)
WZYP-F, 104.3, 100 KW @ 1115,	CHR	ABC, \$ 46.00 (Christal)	Athens (ATHENS)

WENN-F - See Birmingham

WKDF-F - See Nashville

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,070,700  
 MSA Rank/Pop: 36/1,320,000  
 ADI # 27  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 26/25  
 Diaries: 2315/463:1/56.3%  
 Sample Target: 2145  
 % Below Line: 0.7  
 % Not Listed: 10.2

1993 Revenue: \$49,300,000  
 HH Inc.: \$34,965  
 Retail \$: 12.0 Bil  
 Pop per Station: 42,828  
 #1 Biller: WFBQ-F \$11,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WFBQ-F (AOR)	230/13.7	12.4	12.3	11.2	11.0	12.4		3007/28.1	25.5	26.8	I	WFBQ-F
WFMS-F (C)	230/13.7	14.0	14.4	14.9	15.1	14.3		2701/25.2	24.5	27.8	H	WFMS-F
3. WIBC (T)	138/ 8.2	8.9	9.9	10.7	10.4	9.4		2001/18.7	21.2	23.8	G	WIBC
4. WENS-F (AC)	105/ 6.3	7.8	7.9	6.4	7.2	7.1		1998/18.7	18.9	20.3	G	WENS-F
5. WZPL-F (CHR)	100/ 6.0	6.0	6.4	6.1	6.2	6.1		1817/17.0	19.0	19.2	E	WZPL-F
6. WTPI-F (SAC)	96/ 5.7	5.4	7.1	7.4	7.1	6.4		1322/12.3	12.4	13.4	E	WTPI-F
7. WNAP-F (O-70's)	91/ 5.4	5.6	4.4	5.2	5.1	5.2		1741/16.3	15.4	17.0		WNAP-F
8. WTLC-F (B)	88/ 5.2	6.1	5.5	5.9	5.7	5.7		1269/11.9	10.6	12.2	D	WTLC-F
9. WRZX-F (AOR)	86/ 5.1	4.5	4.1	3.8	3.2	4.4		1461/13.6	11.6	8.0	C	WRZX-F
10. WHHH-F (B/CHR)	67/ 4.0	3.4	4.0	4.3	5.8	3.9		1182/11.0	10.8	14.2	C	WHHH-F
11. WGRL-F (C)	66/ 3.9	3.0	3.8	3.2	2.9	3.5		1216/11.4	9.6	6.4	B	WGRL-F
12. WTLC (B/G)	33/ 2.0	1.7	1.9	2.2	1.8	2.0		440/ 4.1	3.8	3.8	A	WTLC
13. WNDE (T)	26/ 1.5	1.8	1.6	1.4	0.9	1.6		654/ 6.1	7.6	5.9	B	WNDE
12. WTTS-F (AOR-P)	23/ 1.4	2.2	1.8	1.7	1.5	1.8		594/ 5.5	6.5	5.4		WTTS-F
WXTZ-F (EZ)	23/ 1.4	1.8	1.6	1.0	0.9	1.5		417/ 3.9	4.1	3.1		WXTZ-F
16. WQFE-F (O)	17/ 1.0	1.5	1.3	1.2	1.5	1.3		232/ 2.2	2.9	2.8		WQFE-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 85.07% (1282 of 1507) (SUM 93: 84.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>	1 WFMS-F<	1 WFMS-F	1 WFMS-F	1 WFMS-F<
2 WRZX-F	2 WFMS-F	2 WFMS-F>	2 WFMS-F>	2 WFMS-F>	2 WIBC	2 WFMS-F>	2 WFBQ-F	2 WFBQ-F>	2 WTLC-F<	2 WIBC >
3 WHHH-F	3 WRZX-F	3 WENS-F	3 WENS-F	3 WENS-F	3 WFBQ-F	3 WIBC >	3 WIBC >	3 WENS-F	3 WZPL-F<	3 WTLC-F
4	4 WTLC-F	4 WNAP-F<	4 WNAP-F	4 WNAP-F<	4 WTPI-F	4 WTPI-F	4 WENS-F	4 WNAP-F	4 WRZX-F	4 WTPI-F
5	WENS-F	5 WRZX-F<	5 WTPI-F	5 WTPI-F	5 WNAP-F	5 WENS-F	5 WTPI-F<	5 WRZX-F	5 WFBQ-F<	WFBQ-F>
6	6 WZPL-F	6 WZPL-F<	6 WIBC	6 WIBC	6 WENS-F	6 WTLC-F	6 WZPL-F	WZPL-F<	6 WHHH-F	6 WENS-F
7	7	7 WTLC-F<	7	7	7	7	7	7 WTPI-F	7	7
8	8	8 WTPI-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFMS-F<	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F>
WZPL-F	2 WENS-F	2 WFMS-F	2 WENS-F	2 WFBQ-F<	2 WRZX-F	2 WFMS-F<	2 WFMS-F	2 WFMS-F>	2 WFMS-F>
3 WRZX-F	WFMS-F	WENS-F	WFMS-F>	3 WENS-F>	3 WFMS-F	3 WRZX-F	3 WRZX-F	3 WRZX-F	3 WIBC >
4 WENS-F	4 WZPL-F	4 WTPI-F	4 WNAP-F<	4 WTPI-F	4 WHHH-F	4 WTLC-F>	4 WTLC-F	4 WIBC	4 WNAP-F
WFMS-F	5 WGRL-F<	5 WHHH-F	5 WTPI-F	5 WNAP-F	WTLC-F	5	5 WENS-F	5 WTLC-F	WRZX-F
WGRL-F	6 WHHH-F	6 WGRL-F	WZPL-F	6	6 WZPL-F	6	WIBC	6 WNAP-F	6 WENS-F
7	7 WRZX-F	7 WZPL-F	7	7	7	7	7	7	7 WTLC-F
8	8 WTPI-F	8	8	8	8	8	8	8	8

INDIANAPOLIS

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
WIRE-F 100.9	LEBANON		0.4/1.0
WMYS 1430	INDIANAPOLIS		0.9/1.7
WNYS 1590	BEECH GROVE		0.4/1.0
WPZZ-F 95.9	FRANKLIN		0.4/1.3
WSYW 810	INDIANAPOLIS		0.1/0.2
WSYW-F 107.1	DANVILLE		0.7/2.1
WXLW 950	INDIANAPOLIS		0.3/1.8
WGGR-F 106.7	GREENWOOD		0.7/2.3
WKKG-F 101.5	COLUMBUS		0.7/2.0

RADIO STATIONS

AM STATIONS

WMYS, 1400, 5 KW (DA-N)	, Standards	ABC, \$ 17.00 (D & R)	WTPI owner (D)
WIBC, 1070, 50 KW/10 KW (DA-2),	Talk	ABC, TALKNT, NBC, \$ 124.00 (Christal)	Emmis
WNDE, 1260, 5 KW (DA-N)	, Talk	UNISTR, MBS, \$ 25.00 (Katz)	Secret
WTLC, 1310, 5 KW/1 KW (DA-2)	, Black/Gospel	CBS, \$ 21.00 (D&R)	Panache

FM STATIONS

WENS-F 97.1, 23 KW @ 738, AC		, \$ 131.00 (Mc-Guild)	Emmis
WFBO-F, 94.7, 52 KW @ 850, AOR		Source, \$ 260.00 (Katz)	Secret
WFMS-F, 95.5, 13 KW @ 991, Country		, \$ 189.00 (MMR)	Susquehanna
WGRL-F, 104.5, 40 KW @ 492, Country		, \$ 51.00 (MMR)	Susquehanna
WHHH-F, 96.3, 0.6 KW @ 705, CHR/Urban		, \$ 45.00 ( --- )	
WNAP-F, 93.1, 13 KW @ 1023, Oldies - 70's		, \$ 74.00 (Christal)	Emmis
WRZX-F, 103.3, 18 KW @ 850, AOR		ABC, \$ 54.00 (Banner)	Secret
WSYW-F, 107.1, 88 W @ 604, Classical		, \$ 20.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 449, Black		CBS, \$ 60.00 (D&R)	Panache
WTPI-F, 107.9, 22 KW @ 761, Soft AC		, \$ 81.00 (D&R)	
WTTS-F, 92.3, 37 KW @ 1089, Prog. Rock		, \$ 33.00 (Banner)	Sarkes-Tarzian (BLOOMINGTON)
WXTZ-F, 93.9, 2.8 KW @ 492, EZ		, \$ 21.00 ( --- )	(NOBLESVILLE)
WZPL-F, 99.5, 13 KW @ 991, CHR		AP, \$ 74.00 (D&R)	WTPI owner (D)

Miscellaneous: WCKN changes to WMYS and format to Standards (Aug). . . WKLR-F changed calls to WNAP-F and format from from 60's Oldies to 70's Oldies (Sept). . . WQFE-F and WGGR-F both changed to 60's Oldies (Sept). . .

JACKSON

Arbitron Rank/Pop (12+): 116/331,600  
 MSA Rank/Pop: 119/410,000  
 ADI # 87  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 22/21  
 Diaries: 1082/306:1/53.1%  
 Sample Target: 920  
 % Below Line: 0.5  
 % Not Listed: 17.3

1993 Revenue: \$12,300,000  
 HH Inc.: \$30,857  
 Retail \$: 3.3 Bil  
 Pop per Station: 15,790  
 #1 Biller: WMSI-F \$3,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WMSI-F (C)	105/18.9	16.4	16.8	17.2	14.4	17.3		1114/33.6	31.5	31.4	E	WMSI-F
2. WJMI-F (B)	68/12.3	10.8	10.1	11.9	12.0	11.3		880/26.5	23.0	21.9	C	WJMI-F
3. WJDX-F (AC/CHR)	45/ 8.2	11.5	11.2	6.7	6.9	9.4		651/19.6	21.4	20.9	C	WJDX-F
WSTZ-F (AOR)	45/ 8.1	8.5	8.3	8.1	7.6	8.3		444/13.4	15.1	15.2	C	WSTZ-F
5. WKXI-F (B)	34/ 6.1	5.1	8.1	10.0	8.1	7.3		488/14.7	16.4	17.3	C	WKXI-F
6. WIIN-F (B)	31/ 5.6	3.9	0.7	0.7	0.8	2.7		466/14.1	12.6	6.1		WIIN-F
7. WOAD (G/B)	27/ 4.9	3.2	7.9	7.6	7.3	5.9		313/ 9.4	10.5	12.4		WOAD
8. WTYX-F (O)	18/ 3.2	3.4	2.6	4.3	4.7	3.4		378/11.4	11.9	14.8	C	WTYX-F
WKTf-F (C)	18/ 3.2	3.7	3.1	2.6	2.7	3.2		368/11.1	11.0	10.1		WKTf-F
10. WJNT (T)	16/ 2.9	3.9	2.0	2.2	3.6	2.8		234/ 7.1	8.1	8.9		WJNT
11. WLIN-F (SAC)	9/ 1.6	2.3	3.1	4.1	2.5	2.8		239/ 7.2	8.1	9.4		WLIN-F
12. WMGO (G)	8/ 1.4	1.1	2.0	---	2.2	1.5		103/ 3.1	1.2	2.7		WMGO
13.												
14.												
15.												

12+ FM SHARE (METRO): 84.97% (390 of 459) (SUM 93: 79.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WSTZ-F<	1 WSMI-F>	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>	1 WJMI-F>	1 WMSI-F
2 WMSI-F	2 WJMI-F	2 WJDX-F<	2 WSTZ-F	2 WSTZ-F	2 WOAD	2 WJMI-F	2 WJMI-F<	2 WJMI-F>	2 WMSI-F	2 WJMI-F
WJDX-F	3 WMSI-F>	3 WSTZ-F	3 WJMI-F<	3 WJMI-F<	3 WTYX-F<	3 WSTZ-F	3 WSTZ-F	3 WSTZ-F<	3 WIIN-F	3 WIIN-F
4	4 WJDX-F<	4 WJDX-F	4 WJDX-F	4 WJDX-F	4 WJNT	4 WJDX-F	4 WJDX-F	4 WJDX-F>	4 WKXI-F	4
5	5 WIIN-F	5 WKXI-F	5 WKXI-F	5 WKXI-F	5	5 WKXI-F	5	5 WKXI-F	5	5
6	6	6 WIIN-F	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F	1 WJMI-F	1 WJDX-F	1 WMSI-F	1 WMSI-F>	1 WSTZ-F	1 WSTZ-F	1 WSTZ-F	1 WMSI-F	1 WMSI-F>
2 WIIN-F	2 WJDX-F	2 WSTZ-F	2 WJMI-F	2 WJDX-F	2 WMSI-F	2 WMSI-F	2 WJMI-F	2 WSTZ-F>	2 WSTZ-F>
3 WMSI-F	3 WIIN-F	3 WJMI-F	3 WJDX-F	3 WKXI-F<	WJMI-F	3 WJMI-F>	3 WJMI-F	3 WJMI-F>	3 WJMI-F>
WJDX-F	WSTZ-F<	4 WIIN-F	4 WKXI-F	4 WJMI-F	4	4 WIIN-F	4 WIIN-F	4 WIIN-F	4 WIIN-F
5	5 WMSI-F	WMSI-F	5 WIIN-F	5 WSTZ-F	5	5 WKXI-F	5	5 WKXI-F	5 WJDX-F
6	6	WKXI-F	6	6	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WHJJ-F	93.5	CLINTON	1.3/4.1
WJXN-F	92.9	UTICA	0.9/3.4
WKXI	1300	JACKSON	0.2/1.7
WLRM	780	RIDGELAND	0.4/2.3
WRJH-AF	97.7	BRANDON	0.6/2.4
WSLI	930	JACKSON	0.9/4.0
WWDF	720	RICHLAND	0.5/1.4
WZRX	1590	JACKSON	1.1/2.4
WJNS-F	92.1	YAZOO CITY	0.5/1.1

JACKSON  
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RADIO STATIONS  
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WJNT	,	1180,	50 KW/500W (DA-2),	Talk	CBS, ABC, \$15.00	(Mc-Guild)	
WKXI	,	1300,	5 KW/1 KW	, Black	UNISTR, AURN, \$ NA	(Banner)	Opus
WOAD	,	1400,	1 KW	, Gospel/Black	NBC, \$19.00	(D & R)	Opus
WZRZ	,	1590,	5 KW/1 KW	, Black Oldies	, \$13.00	(D & R)	Lewis
WHJT-F,		93.5,	3 KW @ 298	, Religion	, \$12.00	( --- )	(CLINTON)
WIIN-F,		98.7,	100 KW @ 945	, Black	, \$18.00	(Katz)	(VICKSBURG)
WJDX-F,		96.3,	100 KW @ 1410	, AC/CHR	, \$30.00	( --- )	Spur
WJMI-F,		99.7,	100 KW @ 1059	, Black	ABC, \$45.00	(D & R)	Holt
WKTF-F,		95.5,	100 KW @ 1059	, Country	UNISTR, \$23.00	(D & R)	SFX
WKXI-F,		107.5,	100 KW @ 951	, Black	, \$29.00	(Banner)	Opus (MAGEE)
WLIN-F,		101.7,	6 KW @ 298	, Soft AC	UNISTR, \$17.00	(Eastman)	(GLUCKSTADT)
WMSI-F,		102.9,	100 KW @ 1801	, Country	ABC, \$79.00	(Mc-Guild)	SFX
WSTZ-F,		106.7,	100 KW @ 1063	, AOR	, \$34.00	(D & R)	Lewis (VICKSBURG)
WTYX-F,		94.7,	100 KW @ 1115	, Oldies	ABC, \$31.00	(Banner)	Opus

Miscellaneous: WLRM, WLIN-F (Gluckstadt) sold to New South (D) for \$750,000. . . WOAD sold by Holt to Opus (D). . .



JACKSONVILLE

Arbitron Rank/Pop (12+): 50/817,600  
 MSA Rank/Pop: 58/973,000  
 ADI # 54  
 Average Person Ratings: 15.4  
 Market TSL: 20.75 hours

Stations: 22/21  
 Diaries: 1733/472:1/48.6%  
 Sample Target: 1560  
 % Below Line: 0.8  
 % Not Listed: 17.1

1993 Revenue: \$26,800,000  
 HH Inc.: \$30,486  
 Retail \$: 9.1 Bil  
 Pop per Station: 38,933  
 #1 Biller: WQIK-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WQIK-F (C)	142/11.3	12.5	12.4	10.7	11.2	11.7		1878/23.0	22.3	24.3	G	WQIK-F
2. WEJZ-F (SAC)	108/ 8.6	7.9	7.7	6.8	7.0	7.8		1571/19.2	17.2	16.0	E	WEJZ-F
3. WFYV-F (AOR)	106/ 8.4	8.1	8.1	7.9	6.8	8.1		1460/17.9	16.5	16.3	E	WFYV-F
4. WAPE-F (CHR)	86/ 6.8	7.9	7.2	8.1	7.4	7.5		1749/21.4	21.0	21.1	E	WAPE-F
5. WJBT-F (B)	85/ 6.7	4.5	2.1	2.5	2.4	4.0		981/12.0	10.0	8.8	A	WJBT-F
6. WROO-F (C)	83/ 6.6	8.1	7.7	6.6	6.9	7.3		1184/14.5	15.8	16.3	D	WROO-F
7. WKQL-F (O)	68/ 5.4	5.0	4.8	5.9	5.7	5.3		1057/12.9	13.7	16.0	C	WKQL-F
8. WHJX-F (B)	62/ 4.9	4.2	7.1	8.0	10.6	6.1		1081/13.2	11.5	17.9	C	WHJX-F
9. WIVY-F (AC)	59/ 4.7	4.4	4.9	4.3	4.5	4.6		1003/12.3	11.9	13.5	D	WIVY-F
10. WOKV (N/T)	54/ 4.3	4.4	5.5	6.8	5.0	5.3		814/10.0	8.9	13.1	C	WOKV
11. WAIA-F (CL AOR)	35/ 2.8	2.5	3.6	3.8	2.9	3.2		940/11.5	9.7	10.0	B	WAIA-F
12. WZAZ (B)	28/ 2.2	1.4	1.1	1.2	2.4	1.5		370/ 4.5	4.3	3.8	A	WZAZ
13. WSTF-F (O)	25/ 2.0	1.1	1.3	0.7	1.5	1.3		464/ 5.7	4.8	4.6		WSTF-F
14. WSVF (G)	23/ 1.8	2.9	2.6	1.7	3.0	2.3		303/ 3.7	4.4	5.3	A	WSVF
15.												

12+ FM SHARE (METRO): 83.81% (875 of 1044) (SUM 93: 80.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJBT-F	1 WFYV-F	1 WQIK-F<	1 WQIK-F<	1 WQIK-F	1 WQIK-F	1 WQIK-F>	1 WQIK-F	1 WQIK-F	1 WJBT-F	1 WQIK-F<
2 WHJX-F	2 WAPE-F	2 WFYV-F>	2 WFYV-F	2 WFYV-F	2 WEJZ-F	2 WEJZ-F	2 WEJZ-F	2 WFYV-F<	2 WHJX-F<	2 WFYV-F
3 WAPE-F	3 WJBT-F<	3 WEJZ-F<	3 WEJZ-F	3 WEJZ-F	3 WKQL-F	3 WFYV-F	3 WOKV	3 WEJZ-F	3 WFYV-F<	3 WROO-F
4	4 WQIK-F	4 WAPE-F	4 WKQL-F<	4 WKQL-F	4 WOKV <	4 WROO-F	4 WFYV-F	4 WAPE-F<	4 WQIK-F	4 WKQL-F
5	5 WHJX-F	5 WJBT-F	5 WIVY-F<	5 WROO-F	5 WROO-F	5 WJBT-F	5 WAPE-F<	5 WJBT-F	5 WEJZ-F<	5 WEJZ-F
6	6 WROO-F	6 WROO-F	6 WAPE-F<	6 WAPE-F<	6	6 WAPE-F	6 WROO-F	6 WROO-F	6 WAPE-F	6
7	7	7	7 WROO-F	7 WIVY-F	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJBT-F	1 WJBT-F	1 WIVY-F	1 WQIK-F	1 WQIK-F<	1 WFYV-F	1 WFYV-F>	1 WFYV-F>	1 WFYV-F	1 WFYV-F<
2 WHJX-F	2 WAPE-F<	2 WJBT-F	2 WEJZ-F<	2 WEJZ-F	2 WHJX-F	2 WAPE-F	2 WAPE-F	2 WQIK-F>	2 WQIK-F>
3 WAPE-F	3 WQIK-F<	3 WQIK-F	3 WJBT-F<	3 WKQL-F	3 WJBT-F	3 WQIK-F	3 WQIK-F	3 WAPE-F<	3 WIVY-F
4 WQIK-F	4 WIVY-F	4 WEJZ-F	4 WAPE-F	4 WAPE-F	4 WAPE-F	4 WHJX-F	4 WAIA-F	4 WROO-F<	4 WROO-F<
5	5 WEJZ-F	5 WAPE-F	5 WKQL-F	5 WJBT-F	5 WQIK-F	5 WJBT-F<	5 WROO-F	5 WEJZ-F<	5 WEJZ-F
6	6 WFYV-F	6 WFYV-F	6 WFYV-F	6 WROO-F<	6	6 WROO-F	6 WEJZ-F	6 WIVY-F	6 WKQL-F
7	7 WROO-F	7 WROO-F	7	7 WFYV-F<	7	7	7	7	7
8	8	8	8	8 WIVY-F	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCGL 1360 JACKSONVILLE	0.7/2.9		
WFOY 1240 ST. AUGUSTINE	0.6/1.3		
WJGR 1320 JACKSONVILLE	0.6/3.4		
WNZS 930 JACKSONVILLE	1.2/3.7		
WPDQ 600 JACKSONVILLE	1.3/3.0		
WROS 1050 JACKSONVILLE	0.7/1.7		
WXQL-F 105.7 BALDWIN	0.5/1.0		
WFKS-F 99.9 PALATKA	0.8/4.1		

JACKSONVILLE

RADIO STATIONS

WCGL ,	1360,	5 KW (DAYS)	,	Gospel	AURN, \$ 17.00	(K & P)	
WNZS ,	930,	5 KW (DA-N)	,	News/Talk	CBS, SEN, \$ 16.00	(Banner)	Paxson
WOKV ,	600,	5 KW (DA-N)	,	News/Talk	ABC, CNN, \$ 32.00	(Mc-Guild)	Prism
WSVE ,	1280,	5 KW/132 W	,	Gospel	, \$ 16.00	(Republic)	
WZAZ ,	1400,	1 KW	,	Black	CBS, \$ 15.00	(K & P)	
WAIA-F,	93.3,	50 KW @ 462	,	Classic AOR	, \$ 26.00	(Banner)	Paxson (CALLAHAN)
WAPE-F,	95.1,	100 KW @ 459	,	CHR	, \$ 77.00	(D & R)	OmniAmerica
WEJZ-F,	96.1,	100 KW @ 830	,	Soft AC	, \$ 84.00	(Katz)	Renda
WFYV-F,	104.5,	100 KW @ 1014	,	AOR	, \$ 81.00	(D & R)	OmniAmerica
WHJX-F,	101.5,	100 KW @ 1463	,	Black	ABC, \$ 43.00	(Christal)	(BRUNSWICK, GA)
WIVY-F,	102.9,	98 KW @ 1014	,	AC	, \$ 58.00	(MMR)	Prism
WJBT-F,	92.7,	6 KW @ 298	,	Black	CBS, \$ 23.00	(K & P)	(GREEN COVE)
WKQL-F,	96.9,	100 KW @ 1014	,	Oldies	AP, \$ 55.00	(Mc-Guild)	Prism
WQIK-F,	99.1,	100 KW @ 1014	,	Country	ABC, \$113.00	(Eastman)	Jacor
WROO-F,	107.3,	100 KW @ 705	,	Country	, \$ 60.00	(Banner)	Paxson

KANSAS CITY

Arbitron Rank/Pop (12+): 30/1,338,000

Stations: 27/26  
Diaries: 2159/620:1/51.7%  
Sample Target: 2030  
% Below Line: 0.5  
% Not Listed: 8.8

1993 Revenue: \$43,600,000  
HH Inc.: \$36,743  
Retail \$: 15.0 Bil  
Pop per Station: 51,462  
#1 Biller: KFKF-F \$7,000,000

MSA Rank/Pop: 28/1,650,000

ADI # 28

Average Person Ratings: 15.6

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WDAF (C/FS)	210/10.0	9.8	10.7	8.3	10.5	9.7		2694/20.1	21.9	25.5	F	WDAF
2. KFKF-F (C)	181/ 8.7	8.3	8.4	8.1	8.7	8.4		2553/19.1	18.3	20.2	H	KFKF-F
3. KPRS-F (B)	152/ 7.3	7.1	8.8	7.8	8.3	7.8		1620/12.1	12.0	13.5	D	KPRS-F
4. KBEQ-F (C)	138/ 6.6	6.2	5.1	6.4	4.4	6.1		2152/16.1	15.5	14.1	C	KBEQ-F
5. KUDL-F (AC)	120/ 5.7	4.5	4.9	4.5	4.2	4.9		2030/15.2	14.7	13.4	D	KUDL-F
6. KQRC-F (AOR)	119/ 5.7	3.8	4.7	4.5	6.5	4.7		1687/12.6	11.4	12.6	D	KQRC-F
7. KCMO-F (O)	115/ 5.5	5.1	4.2	4.6	4.8	4.9		2184/16.3	15.0	13.5	D	KCMO-F
8. KLTH-F (SAC)	106/ 5.1	5.9	6.7	7.4	4.8	6.3		1868/14.0	15.5	13.9	D	KLTH-F
9. KCFX-F (CL AOR)	97/ 4.6	4.5	5.3	7.3	5.1	5.4		2289/17.1	14.9	16.3	G	KCFX-F
10. KMBZ (N/T)	93/ 4.4	4.5	5.3	4.9	4.4	4.8		1734/13.0	12.6	14.0	E	KMBZ
11. KYYS-F (AOR)	90/ 4.3	4.3	5.2	4.4	5.4	4.6		1750/13.1	13.5	12.6	F	KYYS-F
12. KMXV-F (CHR)	81/ 3.9	4.7	3.2	2.5	3.4	3.6		2063/15.4	14.4	10.3	D	KMXV-F
13. KISF-F (CHR)	73/ 3.5	3.6	3.4	2.8	4.3	3.3		1613/12.1	13.5	13.1	C	KISF-F
14. KCMO (T)	64/ 3.1	3.7	3.5	4.0	4.3	3.6		1091/ 8.2	9.0	12.8	D	KCMC
15. KXTR-F (CL)	59/ 2.8	3.3	3.2	3.4	2.2	3.2		1086/ 8.1	7.9	7.5	B	KXTR-F
16. KFEZ (ST)	45/ 2.2	2.2	1.0	1.6	2.2	1.8		579/ 4.3	4.7	5.7	A	KFEZ
17. KPRT (G)	31/ 1.5	2.1	1.8	1.3	1.4	1.7		409/ 3.1	4.1	3.1	A	KPRT
18. KKCV-F (C)	25/ 1.2	1.7	1.8	2.1	1.4	1.7		916/ 6.8	7.6	7.0	C	KKCV-F
19. WHB -AF (N/T)	21/ 1.0	1.3	0.5	0.4	1.5	0.8		411/ 3.1	3.0	6.2		WHB -AF
20. KNHN (N)	20/ 1.0	1.0	1.0	1.5	0.6	1.1		397/ 3.0	3.4	3.7	A	KNHN

12+ FM SHARE (METRO): 72.93% (1390 of 1906) (SUM 93: 70.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KISF-F>	1 KBEQ-F<	1 KFKF-F<	1 KFKF-F	1 KFKF-F	1 WDAF >	1 WDAF	1 KFKF-F	1 KFKF-F>	1 WDAF <	1 WDAF >>
2 KQRC-F	2 KQRC-F	2 KBEQ-F<	2 KPRS-F	2 KCMO-F	2 KFKF-F>	2 KFKF-F>	2 WDAF	2 WDAF	2 KPRS-F>	2 KPRS-F
3 KPRS-F<	3 KPRS-F	3 KPRS-F	KCFX-F<	KPRS-F<	3 KCMO-F	3 KBEQ-F<	3 KMBZ	3 KPRS-F	3 KQRC-F	3 KFKF-F
4 KMXV-F	4 KFKF-F<	4 KCMO-F<	4 KCMO-F	4 KUDL-F<	4 KLTH-F	4 KPRS-F	4 KUDL-F	4 KBEQ-F	4 KBEQ-F	4 KCMO
5	5 KYYS-F	5 KCFX-F	5 KUDL-F<	5 KCFX-F<	5 KMBZ-F<	5 KCMO-F	5 KBEQ-F	5 KQRC-F	5 KISF-F	5 KBWQ-F
6	6 KCFX-F	KQRC-F	6 KYYS-F	6 WDAF	6 KUDL-F	6 KUDL-F	6	6 KUDL-F	6 KLTH-F	6 KCMO-F
7	7	KUDL-F	KBEQ-F	7 KBEQ-F	7	7 KYYS-F	7	7	7	7 KQRC-F
8	8	8	8	KLTH-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBEQ-F	1 KBEQ-F	1 KBEQ-F	1 KBEQ-F	1 KLTH-F<	1 KQRC-F	1 KQRC-F>	1 KQRC-F	1 KQRC-F	1 KCFX-F
2 KFKF-F	2 KPRS-F	KPRS-F	2 KFKF-F	2 KFKF-F	2 KBEQ-F	2 KYYS-F<	2 KCFX-F	2 KCFX-F<	2 KFKF-F
KPRS-F	3 KFKF-F	3 KYYS-F	3 KPRS-F	3 KUDL-F<	3 KPRS-F	3 KCFX-F	3 KYYS-F	3 KFKF-F<	WDAF
4 KMXV-F	4 KMXV-F<	4 KUDL-F	4 KUDL-F	4 KPRS-F<	4 KFKF-F	4 KPRS-F<	4 KPRS-F	4 KYYS-F<	4 KYYS-F<
5 KUDL-F	5 KUDL-F	5 KFKF-F	5 KLTH-F<	5 KCMO-F<	5 KYYS-F	5 KBEQ-F	5 KFKF-F	5 KPRS-F	5 KQRC-F
6	6 KYYS-F	6 KCFX-F	6 KCMO-F	6 KBEQ-F	6 KISF-F	6 KFKF-F	6 KBEQ-F	6 KBEQ-F	6 KCMO-F
7	7 KQRC-F	7	7 KMXV-F	7	KMXV-F	7	7 KMBZ	7 KCMO-F	7 KPRS-F
8	8	8	8	8	8 KCMO-F	8	8 KUDL-F	8	8
9	9	9	9	9	9	9	WDAF	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBEA	1480	MISSION, KS	0.4/1.6
KBEQ	1030	BLUE SPGS, MO	0.4/1.2
KCCV	760	OVERLAND PARK, KS	0.5/1.5
KCCV-F	92.3	OLATHE, KS	0.7/2.6
KCTE	1510	INDEPENDENCE, MO	0.6/1.1
KLZR-F	105.9	LAWRENCE	0.5/2.5

KANSAS CITY

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RADIO STATIONS

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AM STATIONS

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KCCV, 760,	6 KW (DAYS)	,	Religion	,	\$ 17.00	( --- )	Bott
KCMO, 810,	50 KW/5 KW (DA-2)	,	Talk/News	CBS, MBS,	\$ 47.00	(Mc-Guild)	Bonneville
KFEZ, 1190,	5 KW/250 W (DA-N)	,	Standards	AP,	\$ 18.00	( --- )	
KCTA, 1510,	10 KW (DAYS)	,	Sports	ABC, SMN,	\$ 16.00	( --- )	(INDEPENDENCE)
KMBZ, 980,	5 KW (DA-2)	,	News/Talk	ABC,	\$ 70.00	(D&R)	Bonneville
KNHN, 1340,	1 KW	,	News	UNISTR, CNN,	\$ 21.00	( --- )	
KPRT, 1590,	1 KW/47 W	,	Gospel	MBS,	\$ 20.00	(Eastman)	
WDAF, 610,	5 KW	,	Country/FS	ABC,	\$ 90.00	(Katz)	Great American
WHB, 710,	10 KW/5 KW (DA-2)	,	Farm	AP,	\$ NA	(MMR)	

FM STATIONS

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KBEQ, 104.3,	99 KW @ 987	,	Country	ABC,	\$ 45.00	(Torbet)	Noble
KCFX, 101.1,	97 KW @ 1056	,	Classic AOR	UNISTR,	\$ 77.00	(Christal)	Heritage
KCMO, 94.9,	100 KW @ 1056	,	Oldies	,	\$ 49.00	(Mc-Guild)	Bonneville
KFKF, 94.1,	100 KW @ 994	,	Country	,	\$154.00	(D&R)	Sconnix
KISF, 107.3,	100 KW @ 1184	,	CHR	,	\$ 35.00	(Banner)	(LEXINGTON)
KKCJ, 106.5,	100 KW @ 981	,	Country	ABC, SMN,	\$ 35.00	(D&R)	(LIBERTY)
KLTH, 99.7,	100 KW @ 987	,	Soft AC	UNISTR,	\$ 55.00	(D&R)	Bonneville
KMXV, 93.3,	100 KW @ 1066	,	CHR	,	\$ 54.00	(MMR)	Apollo
KPRS, 103.3,	100 KW @ 994	,	Black	ABC, AURN,	\$ 48.00	(Eastman)	
KQRC, 98.9,	100 KW @ 1056	,	AOR	,	\$ 53.00	(Christal)	Journal Co (LEAVENWORTH)
KUDL, 98.1,	100 KW @ 508	,	AC	AP,	\$ 51.00	(MMR)	Apollo
KXTR, 96.5,	99 KW @ 984	,	Classical	UNISTR,	\$ 42.00	(CMBS)	
KYYS, 102.1,	100 KW @ 1000	,	AOR	Source,	\$100.00	(Katz)	Great American

KNOXVILLE

Arbitron Rank/Pop (12+): 78/517,300  
 MSA Rank/Pop: 88/609,000  
 ADI # 62  
 Average Person Ratings: 15.0  
 Market TSL: 20.25 hours

Stations: 21/21  
 Diaries: 1444/359:1/54.1%  
 Sample Target: 1290  
 % Below Line: 0.0  
 % Not Listed: 12.1

1993 Revenue: \$16,900,000  
 HH Inc.: \$29,074  
 Retail \$: 5.9 Bil  
 Pop per Station: 24,657  
 #1 Biller: WIVK-AF \$6,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WIVK-F (C)	193/24.8	30.9	21.9	25.8	26.9	25.9		2190/42.3	46.9	47.1	G	WIVK-F
2. WEZK-F (SAC)	84/10.8	7.4	9.8	11.7	9.2	9.9		1177/22.7	18.0	22.2	D	WEZK-F
3. WOKI-F (C)	71/ 9.1	8.2	8.9	8.1	8.4	8.6		1030/19.9	18.8	19.8	C	WOKI-F
4. WIMZ-F (AOR)	67/ 8.6	8.6	9.1	9.3	9.2	8.9		948/18.3	18.4	17.5	C	WIMZ-F
5. WMYU-F (AC)	59/ 7.6	8.4	7.3	6.7	9.1	7.5		883/17.1	20.3	21.8	E	WMYU-F
6. WIVK (N/T)	45/ 5.8	5.1	5.7	4.5	4.9	5.3		625/12.1	11.1	11.9	B	WIVK
7. WQBB-AF (ST)	41/ 5.3	3.3	5.5	5.5	4.4	4.9		541/10.4	7.6	8.9	A	WQBB-AF
8. WWST-F (CHR)	27/ 3.5	4.8	5.1	5.4	5.2	4.7		601/11.6	15.6	15.3		WWST-F
9. WNFZ-F (CHR)	14/ 1.8	1.4	1.2	---	---	1.5		331/ 6.4	5.3	---		WNFZ-F
10. WJBZ-F (REL)	13/ 1.7	2.9	2.3	1.2	1.2	2.0		240/ 4.6	6.3	5.0		WJBZ-F
11. WNOX-F (J)	12/ 1.5	1.7	0.8	0.8	0.3	1.2		202/ 3.9	3.4	1.9		WNOX-F
12.												
13.												
14.												
15.												

12+ FM SHARE (METRO): 89.04% (609 of 684) (SUM 93: 88.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIVK-F>	1 WIVK-F	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WOKI-F	2 WIMZ-F>	2 WIMZ-F	2 WEZK-F<	2 WEZK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F>	2 WEZK-F	2 WOKI-F	2 WOKI-F
3 WWST-F	3 WOKI-F	3 WEZK-F	3 WIMZ-F	3 WMYU-F<	3 WQBB-AF<	3 WIMZ-F	3 WIVK-F<	3 WOKI-F	3 WIMZ-F	3 WMYU-F
4 WNFZ-F	4 WEZK-F>	4 WOKI-F<	4 WMYU-F	4 WIMZ-F	4 WMYU-F	4 WOKI-F<	4 WMYU-F	4 WIMZ-F<	4 WEZK-F	4 WEZK-F
5	5 WMYU-F	5 WMYU-F	5 WOKI-F	5 WOKI-F	5 WIVK <	5 WMYU-F	5 WOKI-F<	5 WMYU-F	5	5
6	6	6	6	6	6 WOKI-F	6	6 WIMZ-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WIVK-F>	1 WIVK-F	1 WIVK-F	1 WIVK-F>	1 WIVK-F	1 WIMZ-F	1 WIMZ-F	1 WIVK-F	1 WIVK-F>
2 WIVK-F	2 WEZK-F	2 WEZK-F	2 WEZK-F>	2 WEZK-F	2 WIMZ-F	2 WIVK-F>	2 WIVK-F	2 WIMZ-F>	2 WIMZ-F>
WEZK-F	3 WOKI-F>	3 WMYU-F	3 WOKI-F>	3 WMYU-F	3 WOKI-F	3 WOKI-F	3 WOKI-F	3 WMYU-F	3 WMYU-F
4	4 WIMZ-F	4 WIMZ-F	4 WMYU-F	4 WOKI-F>	4	4 WMYU-F	4	4 WOKI-F	4 WIVK
5	5 WMYU-F	5 WOKI-F	5 WIMZ-F	5 WIMZ-F	5	5 WIVK	5	5 WIVK	5 WOKI-F
6	6	6	6	6	6	6 WEZK-F	6	6 WEZK-F	6 WEZK-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WGAP	1400	MARYVILLE	1.0/2.7	
WGAP-F	95.7	MARYVILLE	1.0/3.5	
WKGN	1340	KNOXVILLE	1.2/2.4	
WLIL-F	93.5	LENOIR CITY	0.6/1.8	
WRJZ	620	KNOXVILLE	0.6/3.4	
WSEV	930	SEVIERVILLE	0.3/0.9	
WDLY-F	105.5	GATLINBURG	1.3/2.6	
WUTK	850	KNOXVILLE	0.5/2.2	
WXST-F	105.3	LOUDEN	0.9/3.6	

KNOXVILLE  
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RADIO STATIONS  
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WIVK ,	990,	10 KW (DA-1)	,	News/Talk	ABC, BRN, \$ 30.00	(Katz)	Dick
WKGK ,	1340,	1 KW	,	Black	, \$ 19.00	( --- )	
WEZK-F,	97.5,	100 KW @ 1138	,	Soft AC	UNISTR, \$ 60.00	(D & R)	South Central
WIMZ-F,	103.5,	100 KW @ 1722	,	AOR	Source, \$ 42.00	(D & R)	South Central
WIVK-F,	107.7,	91 KW @ 2053	,	Country	ABC, \$146.00	(Katz)	Dick
WJBZ-F,	96.3,	1.2 KW @ 479	,	Religion	, \$ 13.00	( --- )	(SEYMOUR)
WMYU-F,	102.1,	15 KW @ 1978	,	AC	UNISTR, CNN, \$ 67.00	(Eastman)	Jacor
WOKI-F,	100.3,	100 KW @ 2001	,	Country	ABC, CBS, \$ 40.00	(D & R)	(OAK RIDGE)
WQBB-F,	104.5,	2 KW @ 394	,	Standards	UNISTR, CNN, \$ 17.00	(Roslin)	
WWST-F,	93.1,	2.4 KW @ 512	,	CHR	, \$ 20.00	(D & R)	Jacor (KARNS)

Miscellaneous: WKNF-F changes calls to WNFZ-F (July). . .

LANSING

Arbitron Rank/Pop (12+): 103/363,800  
 MSA Rank/Pop: 106/443,000  
 ADI # 104  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 20/14  
 Diaries: 1144/318:1/56.9%  
 Sample Target: 990  
 % Below Line: 6.2  
 % Not Listed: 19.2

1993 Revenue: \$13,100,000  
 HH Inc.: \$35,986  
 Retail \$: 3.8 Bil  
 Pop per Station: 25,986  
 #1 Biller: WITL-AF \$3,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WITL-AF (C)	104/17.9	16.5	15.8	16.6	17.5	16.7		1001/27.5	31.3	30.4	E	WITL-AF
2. WJXQ-F (AOR)	52/ 8.9	8.6	9.6	6.9	8.0	8.5		789/21.7	22.0	20.5	C	WJXQ-F
3. WFMK-F (AC)	47/ 8.1	8.6	6.4	7.1	7.4	7.6		706/19.4	19.4	22.5	D	WFMK-F
4. WIBM-F (O)	42/ 7.2	4.0	5.5	5.0	6.3	5.4		602/16.5	16.2	19.2	C	WIBM-F
5. WVIC-F (CHR)	36/ 6.2	9.1	7.1	9.0	8.0	7.9		767/21.1	27.0	25.5	C	WVIC-F
6. WQHH-F (B)	29/ 5.0	5.0	5.5	5.2	6.1	5.2		365/10.0	10.9	12.1	A	WQHH-F
7. WMMQ-F (CL AOR)	26/ 4.5	4.1	2.6	3.6	2.9	3.7		481/13.2	10.9	11.8	A	WMMQ-F
8. WJIM (T)	24/ 4.1	3.0	4.5	4.0	1.9	3.9		365/10.0	8.5	7.7	A	WJIM
9. WJR (FS)	23/ 4.0	3.3	5.0	5.0	3.4	4.3		331/ 9.1	10.1	11.6		WJR
10. WJIM-F (SAC)	21/ 3.6	5.0	6.2	5.5	6.9	5.1		487/13.4	15.1	14.0	B	WJIM-F
11. WWDX-F (AOR-NR)	20/ 3.4	4.3	3.3	3.1	4.1	3.5		416/11.4	12.6	12.5	A	WWDX-F
12. WILS-F (C)	19/ 3.3	4.5	4.6	3.1	3.6	3.9		330/ 9.1	12.4	9.7	B	WILS-F
13. WILS (ST)	10/ 1.7	2.0	1.5	0.5	---	1.4		177/ 4.9	4.5	---		WILS
14.												
15.												

12+ FM SHARE (METRO): 86.81% (408 of 470) (SUM 93: 91.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>	1 WJXQ-F	1 WITL-AF	1 WITL-AF	1 WITL-AF>	1 WITL-AF>>	1 WITL-AF>	1 WITL-AF>>	1 WITL-AF>	1 WITL-AF>	1 WITL-F>
2 WQHH-F>	2 WITL-AF	2 WJXQ-F	2 WIBM-F	2 WIBM-F<	2 WIBM-F>	2 WFMK-F	2 WFMK-F<	2 WJXQ-F	2 WQHH-F>	2 WFMK-F
3 WIBM-F	3 WFMK-F	3 WFMK-F	3 WFMK-F<	3 WFMK-F	3 WFMK-F	3 WJXQ-F	3 WJXQ-F	3 WFMK-F	3 WJXQ-F	3 WJR
4	4 WVIC-F	4 WIBM-F	4 WJXQ-F>	4 WJXQ-F>	4 WJR	4 WIBM-F	4 WIBM-F	4 WIBM-F	4 WIBM-F	4 WMMQ-F
5	5 WMMQ-F	5 WVIC-F	5	5	5 WJIM-F	5 WVIC-F<	5 WJIM-F	5 WQHH-F	5 WFMK-F	5 WVIC-F
6	6 WQHH-F	6	6	6	6	6 WJR	6	6	6 WIBM-F	6 WVIC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMK-F	1 WITL-AF	1 WVIC-F	1 WITL-AF<	1 WITL-AF	1 WJXQ-F	1 WJXQ-F>	1 WJXQ-F	1 WJXQ-F<	1 WITL-AF
WITL-AF	WFMK-F<	2 WFMK-F	2 WFMK-F>	2 WFMK-F>	2 WITL-AF	2 WITL-AF>	2 WJIM-F	2 WITL-AF<	2 WIBM-F
WWDX-F	3 WVIC-F	WITL-AF	3 WVIC-F	3 WIBM-F	3 WQHH-F	3 WMMQ-F	3 WITL-AF	3 WIBM-F	3 WJXQ-F>>
4 WJXQ-F	4 WJXQ-F	4 WJXQ-F	4 WJXQ-F	4 WVIC-F	4 WMMQ-F	4 WQHH-F	4 WMMQ-F	4 WMMQ-F	4 WFMK-F
WVIC-F	5 WWDX-F	5	5 WIBM-F	5	5	5 WFMK-F	5	5 WFMK-F	5 WQHH-F
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WXLA	1180	DIMONDALE	0.7/1.7	
WBCT-F	93.7	GRAND RAPIDS	0.7/4.1	
WCUZ-F	101.3	GRAND RAPIDS	0.5/1.9	
WODJ-F	107.3	GREENVILLE	0.3/2.6	
WOOD-F	105.7	GRAND RAPIDS	0.3/3.2	
WRIF-F	101.1	DETROIT	0.3/1.6	

LANSING

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RADIO STATIONS

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WJIM	,	1240,	1 KW	,	Talk	NBC,	\$14.00	(Eastman)	Liggett
WFMK-F,	99.1,	28 KW @	600	,	AC	,	\$47.00	(Eastman)	Liggett
WIBM-F,	94.1,	40 KW @	551	,	Oldies	,	\$28.00	(D & R)	WJXQ owner (JACKSON)
WILS-F,	101.7,	3.3 KW @	289	,	Country	,	\$21.00	(D & R)	MacDonald
WITL-F,	100.7,	27 KW @	643	,	Country	ABC,	\$76.00	(Banner)	
WJIM-F,	97.5,	28 KW @	440	,	Soft AC	,	\$27.00	(Eastman)	Liggett
WJXQ-F,	106.1,	50 KW @	489	,	AOR	ABC,	\$40.00	(D & R)	(JACKSON)
WMMQ-F,	92.7,	1.5 KW @	466	,	Classic AOR	NBC, Source,	\$24.00	(Katz)	Goodrich (CHARLOTTE)
WQHH-F,	96.5,	3 KW @	328	,	Black	,	\$18.00	( --- )	(DEWITT)
WVIC-F,	94.9,	49 KW @	500	,	CHR	UNISTR,	\$44.00	(Katz)	Goodrich
WDX-F,	92.1,	4 KW @	400	,	New Rock	,	\$19.00	( --- )	(ST. JOHNS)

WJR - See Detroit

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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LAS VEGAS

Arbitron Rank/Pop (12+): 58/731,300  
 MSA Rank/Pop: 54/875,000  
 ADI # 77  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 24/24  
 Diaries: 1627/449:1/50.0%  
 Sample Target: 1510  
 % Below Line: 0.0  
 % Not Listed: 11.8

1993 Revenue: \$27,000,000  
 HH Inc.: \$30,810  
 Retail \$: 7.2 Bil  
 Pop per Station: 30,471  
 #1 Biller: KFMS-AF \$3,300,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KLUC-F (CHR)	111/ 9.1	8.7	7.8	9.6	8.6	8.8		1514/20.7	22.4	21.6	D	KLUC-F
2. KSNE-F (SAC)	92/ 7.6	5.6	5.6	5.3	4.5	6.0		1167/16.0	15.3	10.2		KSNE-F
3. KJUL-F (ST/EZ)	90/ 7.4	8.8	8.3	8.3	7.8	8.2		969/13.3	14.8	11.4	B	KJUL-F
4. KWNR-F (C)	81/ 6.7	6.1	9.3	6.8	9.2	7.2		1071/14.6	14.2	17.8	D	KWNR-F
5. KFMS-AF (C)	71/ 5.9	5.6	5.9	6.2	7.5	5.9		904/12.4	12.1	14.1	E	KFMS-AF
6. KMZQ-F (AC)	65/ 5.4	5.9	7.4	6.9	4.6	6.4		1054/14.4	15.3	13.5	D	KMZQ-F
KOMP-F (AOR)	65/ 5.4	5.4	6.2	4.8	3.5	5.5		876/12.0	12.1	11.0	D	KOMP-F
8. KKLZ-F (CL ADR)	63/ 5.2	4.4	4.1	3.2	4.0	4.2		976/13.3	12.8	10.9	D	KKLZ-F
9. KEDG-F (ADR-NR)	59/ 4.9	5.6	4.1	6.1	5.6	5.2		919/12.6	13.9	12.8	C	KEDG-F
10. KXTZ-F (U/AC)	57/ 4.7	5.4	5.2	3.5	4.1	4.7		840/11.5	14.2	9.5	C	KXTZ-F
11. KFBI-F (ADR)	52/ 4.3	4.0	3.9	4.2	2.9	4.1		1076/14.7	13.1	10.5	C	KFBI-F
12. KDWN (T)	48/ 4.0	4.2	3.4	4.7	4.0	4.1		612/ 8.4	8.7	9.5	B	KDWN
13. KDOL (SP)	36/ 3.0	2.4	1.9	1.0	1.5	2.1		318/ 4.3	3.4	3.1	A	KDOL
14. KEYV-F (C)	29/ 2.4	2.8	3.7	4.2	2.1	3.3		581/ 7.9	8.1	7.4	A	KEYV-F
KXPT-F (AC/AOR)	29/ 2.4	2.4	2.1	1.7	3.4	2.2		504/ 6.9	6.3	5.9	C	KXPT-F
KRRI-F (O)	29/ 2.4	3.1	2.0	2.2	3.6	2.4		656/ 9.0	9.4	9.0	B	KRRI-F
17. KNUU (N/T)	24/ 2.0	2.0	1.6	1.3	1.5	1.7		500/ 6.8	5.4	6.2	A	KNUU
KORK (ST)	24/ 2.0	1.7	2.2	1.7	3.5	1.9		351/ 4.8	3.4	6.9	B	KORK
19.												
20.												

12+ FM SHARE (METRO): 84.87% (909 of 1071) (SUM 93: 82.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F>>>1	KOMP-F	1 KWNR-F<	1 KWNR-F	1 KWNR-F<	1 KJUL-F>	1 KSNE-F<	1 KSNE-F	1 KLUC-F	1 KLUC-F>	1 KLUC-F
2	2 KLUC-F	2 KOMP-F	2 KOMP-F<	2 KSNE-F	2 KSNE-F<	2 KFBI-F<	2 KLUC-F	2 KSNE-F<	2 KXTZ-F	2 KXTZ-F<
3	3 KEDG-F	KLUC-F	3 KSNE-F<	3 KOMP-F<	3 KFMS-AF	3 KJUL-F<	3 KWNR-F<	3 KJUL-F<	3 KJUL-F	3 KDWN
4	4 KKLZ-F	4 KSNE-F<	4 KKLZ-F	4 KKLZ-F<	4 KWNR-F	4 KLUC-F	4 KJUL-F<	4 KWNR-F<	4 KEDG-F	4 KEDG-F
5	5 KMZQ-F<	5 KKLZ-F<	5 KMZQ-F	5 KMZQ-F<	5 KDWN	5 KWNR-F	5 KFMS-AF	5 KEDG-F	5 KWNR-F<	5 KFBI-F
6	6 KFBI-F	6 KMZQ-F	6 KFBI-F	6 KFMS-AF	6	6 KKLZ-F	KMZQ-F	6 KFMS-AF	6 KOMP-F	6 KOMP-F
7	7 KSNE-F	7 KFBI-F	7	7 KFBI-F	7	7	7	7	7 KSNE-F	7 KNUU
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F	1 KSNE-F	1 KSNE-F	1 KSNE-F<	1 KSNE-F	1 KEDG-F	1 KOMP-F>	1 KOMP-F	1 KOMP-F	1 KOMP-F
2 KEDG-F	KLUC-F<	2 KMZQ-F	2 KMZQ-F<	2 KMZQ-F<	2 KLUC-F	2 KKLZ-F<	2 KKLZ-F	2 KKLZ-F<	2 KWNR-F
3 KMZQ-F	3 KMZQ-F	3 KWNR-F	3 KLUC-F	3 KFMS-AF<	3 KEYV-F	3 KEDG-F<	3 KFBI-F	3 KFBI-F	3 KFBI-F
KXTZ-F	4 KXTZ-F	KXTZ-F	4 KWNR-F	4 KWNR-F	KOMP-F	4 KFBI-F	4 KWNR-F	4 KWNR-F	4 KFBI-F>
5	5 KEDG-F	5 KDOL-F	KXTZ-F	5 KXTZ-F	5 KKLZ-F	5 KLUC-F	5 KEDG-F	5 KEDG-F	5 KSNE-F
6	6 KWNR-F	KLUC-F	6 KFMS-AF	6 KLUC-F	6	6	6	6 KLUC-F	6
7	7	KOMP-F	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG	TSA AQH/CUME
KENO 1460 LAS VEGAS	0.4/2.9	
KKVV 1060 LAS VEGAS	0.5/1.1	
KLAV 1230 LAS VEGAS	1.0/2.5	
KRBO-F 105.1 LAS VEGAS	1.4/4.5	
KVEG 840 LAS VEGAS	0.5/1.9	

LAS VEGAS

RADIO STATIONS

AM STATIONS

KDOL,	1280,	5 KW/500 W	, Hispanic	, \$16.00	(Lotus)	
KDWN,	720,	50 KW (DA-N)	, Talk	, \$22.00	(Roslin)	
KENO,	1460,	5 KW/1 KW (DA-2)	, News	UNISTR, \$13.00	(Christal)	Lotus
KNUU,	970,	5 KW/500 W (DA-2)	, News/Talk	CBS, \$17.00	( --- )	
KORK,	920,	5 KW/500 W (DA-2)	, Standards	ABC, \$15.00	(Christal)	Lotus

FM STATIONS

KEDG,	103.5,	100 KW @ 1210	, New Rock	, \$33.00	(Torbet)	
KEYV,	93.1,	25 KW @ 3726	, Country	, \$22.00	(Katz)	KFMS owner
KFBI,	107.5,	25 KW @ 3677	, AOR/Classic	, \$43.00	(Mc-Guild)	Americom (PAHRUMP)
KFMS,	101.9,	100 KW @ 1181	, Country	, \$71.00	(Katz)	Regent
KJUL,	104.3,	25 KW @ 3726	, Standards/EZ	UNISTR, CNN, \$22.00	(K & P)	
KKLZ,	96.3,	100 KW @ 1174	, Classic AOR	, \$45.00	(D & R)	Pourtales
KLUC,	98.5,	100 KW @ 1181	, CHR	AP, \$64.00	(Mc-Guild)	Nationwide
KMZQ,	100.5,	100 KW @ 1105	, AC	, \$54.00	(Eastman)	Commonwealth (HENDERSON)
KOMP,	92.3,	100 KW @ 1519	, AOR	, \$42.00	(Christal)	Lotus
KRLV,	106.5,	100 KW @ 1155	, Soft AC	, \$40.00	( --- )	Regent
KRRI,	105.5,	3.7 KW @ 1476	, Oldies	NBC, \$21.00	( --- )	(BOULDER CITY)
KWNR,	95.5,	100 KW @ 1161	, Country	UNISTR, \$44.00	(Banner)	(HENDERSON)
KXPT,	97.1,	100 KW @ 1919	, AC/AOR	, \$28.00	(Christal)	Lotus
KXTZ,	94.1,	100 KW @ 1210	, Urban/AC	, \$34.00	(D & R)	Parker (HENDERSON)

Miscellaneous: KRLV-F changed calls to KSNE (Aug). . .

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/440,000  
 MSA Rank/Pop: 94/535,000  
 ADI # 58  
 Average Person Ratings: 15.4  
 Market TSL: 21.00 hours

Stations: 21/21  
 Diaries: 1221/360:1/51.5%  
 Sample Target: 1185  
 % Below Line: 0.0  
 % Not Listed: 11.5

1993 Revenue: \$15,100,000  
 HH Inc.: \$31,626  
 Retail \$: 4.5 Bil  
 Pop per Station: 20,952  
 #1 Biller: KSSN-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KIPR-F (B)	79/11.7	11.4	9.9	9.8	11.0	10.7		808/18.4	16.0	17.0	C	KIPR-F
2. KSSN-F (C)	74/10.9	16.9	19.9	14.6	17.4	15.6		1136/25.8	32.1	35.0	F	KSSN-F
3. KARN (N/T)	60/ 8.8	8.0	9.2	7.7	9.2	8.4		768/17.5	15.5	18.8	C	KARN
4. KURB-F (AC)	52/ 7.7	7.4	7.1	6.8	6.9	7.3		863/19.6	19.6	19.8	C	KURB-F
5. KDDK-F (C)	50/ 7.4	8.0	7.2	7.8	7.4	7.6		793/18.0	19.0	20.8	C	KDDK-F
6. KMJX-F (AOR)	48/ 7.1	5.4	6.0	6.6	7.3	6.3		685/15.6	14.3	15.8	D	KMJX-F
7. KKYK-F (AOR)	34/ 5.0	4.5	3.1	5.0	4.4	4.4		549/12.5	12.9	14.5	B	KKYK-F
8. KKPT-F (O-70's)	33/ 4.9	4.0	3.4	4.8	4.5	4.3		629/14.3	11.8	12.2		KKPT-F
KOLL-F (O)	33/ 4.9	4.5	5.0	5.6	4.4	5.0		576/13.1	12.6	15.2	B	KOLL-F
10. KEZQ-F (SAC)	23/ 3.4	1.7	2.8	3.8	2.6	2.9		318/ 7.2	5.8	7.5	B	KEZQ-F
11. KMKV-F (C)	22/ 3.2	3.8	3.6	1.5	1.0	3.0		407/ 9.3	8.4	8.6	A	KMKV-F
12. KYFX-F (J)	19/ 2.8	2.5	1.1	0.9	1.2	1.8		222/ 5.0	5.7	3.6		KYFX-F
13. KGHT (ST)	12/ 1.8	1.2	0.8	1.7	---	1.4		149/ 3.4	2.0	---		KGHT
KMZX-F (B)	12/ 1.8	2.0	0.9	2.3	2.8	1.8		190/ 4.3	3.5	6.1		KMZX-F
15. KLRG (G)	10/ 1.5	1.2	1.4	1.7	1.7	1.5		209/ 4.8	3.9	4.3		KLRG

12+ FM SHARE (METRO): 82.83% (497 of 600) (SUM 93: 82.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KIPR-F>>>1	KMJX-F	1 KIPR-F<	1 KSSN-F<	1 KSSN-F	1 KSSN-F<	1 KSSN-F<	1 KARN	1 KSSN-F<	1 KIPR-F>>	1 KARN
2	KIPR-F>	2 KMJX-F	2 KMJX-F<	2 KMJX-F<	2 KARN >>	2 KARN <	2 KSSN-F	2 KIPR-F	2 KSSN-F<	KIPR-F<
3	3 KKYK-F	3 KURB-F<	3 KIPR-F<	3 KDDK-F	3 KDDK-F	3 KIPR-F<	3 KIPR-F	3 KURB-F<	3 KDDK-F	3 KSSN-F
4	4 KURB-F	4 KSSN-F	4 KURB-F	KIPR-F	4 KURB-F	4 KURB-F	4 KURB-F<	4 KMJX-F	4 KMJX-F	4 KKYK-F
5	5 KDDK-F	5 KDDK-F	5 KDDK-F	KURB-F	5	5 KMJX-F	5 KDDK-F	5 KDDK-F<	5 KURB-F	5
6	6 KSSN-F	6 KKYK-F	6 KKPT-F	6 KARN	6	6 KDDK-F	6 KMJX-F	6 KARN	6	6
7	7	7 KKPT-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIPR-F	1 KIPR-F	1 KIPR-F	1 KIPR-F<	1 KURB-F<	1 KMJX-F	1 KMJX-F>	1 KMJX-F	1 KMJX-F>	1 KSSN-F
2 KURB-F	2 KURB-F>	2 KURB-F	2 KURB-F>	2 KIPR-F<	2 KKYK-F	2 KKYK-F	2 KDDK-F	2 KSSN-F	2 KMJX-F
3 KKYK-F	3 KKPT-F	3 KKPT-F	3 KSSN-F	3 KSSN-F>	3 KIPR-F	3 KIPR-F	3 KKYK-F	3 KIPR-F	3 KDDK-F
4	4 KKYK-F	4 KMJX-F	4 KKPT-F	4 KKPT-F	4	4 KDDK-F	4 KARN	4 KKYK-F	KARN >
5	5 KMJX-F	5 KDDK-F	KMJX-F<	KDDK-F	5	5 KSSN-F	KIPR-F	KDDK-F	5 KOLL-F
6	6 KSSN-F	KSSN-F	6 KDDK-F	6 KMJX-F	6	6	6	6 KARN	6 KKPT-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KAAY 1090	LITTLE ROCK	0.9/2.8		
KITA 1440	LITTLE ROCK	1.3/3.8		
KLPQ-FF 102.5	CABOT	1.3/5.8		
KSYG 1010	LITTLE ROCK	0.9/4.0		
KYTN-F 107.7	WRIGHTSVILLE	1.3/3.6		

LITTLE ROCK

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, News/Talk	CBS , \$ 31.00 (Katz)	
KAAY, 1090, 50 KW (DA-1)	, Religion	, \$ 17.00 ( --- )	Beasley
KSYG, 1010, 10 KW/5 KW (DA-N)	, News	IBN, NBC , \$ 16.00 (Christal)	Signal
KGHT, 880, 50 KW/1 KW (DA-N)	, Standards	SMN , \$ 15.00 ( --- )	(SHERIDAN)
KLRG, 1150, 5 KW/1 KW (DA-N)	, Gospel	MBS , \$ 14.00 (K & P)	
KDDK-F, 100.3,	44 KW @ 1368, Country	, \$ 46.00 (Mc-Guild)	(JACKSONVILLE)
KEZQ-F, 102.9,	50 KW @ 492, Soft AC	, \$ 23.00 (D & R)	GHB (SHERIDAN)
KKPT-F, 94.1,	100 KW @ 771, Oldies - 70's	, \$ 30.00 (Christal)	Signal
KIPR-F, 92.3,	100 KW @ 938, Black	ABC , \$ 32.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7,	100 KW @ 1509, AOR/CHR	, \$ 23.00 (Banner)	Signal
KLPQ-F, 102.5,	3 KW @ 328, AOR/Classic	, \$ 16.00 ( --- )	(CABOT)
KMJX-F, 105.1,	79 KW @ 1053, AOR	ABC , \$ 50.00 (D & R)	(CONWAY)
KMVK-F, 106.7,	16 KW @ 866, Country	, \$ 20.00 (Katz)	South. Skies (BENTON)
KMZK-F, 106.3,	3 KW @ 289, Black	SMN , \$ 16.00 (K & P)	Willis (LONOKE)
KOLL-F, 94.9,	96 KW @ 1843, Oldies	UNISTR, \$ 29.00 ( --- )	So. Starr (MAUMELLE)
KSSN-F, 95.7,	92 KW @ 1663, Country	ABC , \$ 95.00 (Katz)	South. Skies
KURB-F, 98.5,	99 KW @ 879, AC	, \$ 34.00 (D & R)	GHB
KYFX-F, 99.5,	3 KW @ 312, Jazz	, \$ 15.00 ( --- )	

Miscellaneous: KHLT-F changes to KKPT-F and format from AC to Oldies - 70's (July). . . KOLL-F (Maumelle) sold by Southern Starr to Multimarket for \$1,800,000 (E). . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,705,900  
MSA Rank/Pop: 2/12,600,000  
ADI # 2  
Average Person Ratings: 17.6  
Market TSL: 23.25 hours

Stations: 47/45  
Diaries: 5728/1694:1/48.6%  
Sample Target: 5570  
% Below Line: 1.2  
% Not Listed: 10.4

1993 Revenue: \$418,700,000  
HH Inc.: \$36,869  
Retail \$: 97.4 Bil  
Pop per Station: 215,687  
#1 Biller: KABC \$29,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/RATING	SPG 93	SUM 93	Revenue Level	
1. KLAX-F (SP)	922/ 5.4	6.1	5.6	7.0	6.6	6.0		9804/10.1	10.8	11.3	J	KLAX-F
2. KPWR-F (CHR/D)	921/ 5.4	5.1	4.7	4.4	4.7	4.9		16379/16.9	16.1	17.0	J	KPWR-F
3. KFI (T)	796/ 4.7	3.8	4.5	4.3	4.1	4.3		11583/11.9	10.0	10.1	J	KFI
4. KROQ-F (AOR-NR)	785/ 4.6	4.7	3.8	4.2	3.9	4.3		12347/12.7	11.9	11.7	J	KROQ-F
5. KRTH-F (O)	672/ 3.9	3.2	3.5	3.4	3.3	3.5		12895/13.3	11.9	12.7	K	KRTH-F
6. KIIS-F (CHR)	670/ 3.9	3.9	3.7	4.2	3.8	3.9		15596/16.1	16.1	17.1	K	KIIS-F
7. KOST-F (AC)	648/ 3.8	4.2	4.7	4.4	4.7	4.3		13273/13.7	15.4	16.2	K	KOST-F
8. KABC (T)	635/ 3.7	3.5	3.8	3.0	3.5	3.5		9116/ 9.4	9.1	9.0	K	KABC
9. KBIG-F (AC)	615/ 3.6	2.9	3.4	3.2	3.2	3.3		10680/11.0	10.7	10.0	K	KBIG-F
10. KKBTF-F (B)	543/ 3.2	3.6	3.3	3.4	3.3	3.4		8271/ 9.0	8.5	8.8	J	KKBTF-F
11. KCBS-F (O)	501/ 2.9	3.0	3.2	2.8	1.6	3.0		9049/ 9.3	9.1	6.6	H	KCBS-F
12. KLSX-F (CL AOR)	465/ 2.7	2.8	2.9	3.5	3.2	3.0		9488/ 9.8	9.2	10.8	K	KLSX-F
13. KYSR-F (AC)	460/ 2.7	2.8	2.5	2.3	3.1	2.6		9288/ 9.6	9.3	10.2	I	KYSR-F
14. KNX (N)	447/ 2.6	2.6	2.6	2.6	2.3	2.6		10384/10.7	9.7	9.0	K	KNX
15. KTUV-F (J)	437/ 2.6	2.0	1.8	1.9	2.5	2.1		6877/ 7.1	6.5	7.7	I	KTUV-F
16. KLOS-F (AOR)	432/ 2.5	2.8	2.7	2.8	3.6	2.7		9103/ 9.4	10.1	10.7	K	KLOS-F
17. KLVE-F (SP)	429/ 2.5	3.7	3.2	2.5	2.9	3.0		6112/ 6.3	8.0	7.0		KLVE-F
18. KZLA-F (C)	422/ 2.5	2.9	2.3	2.5	2.1	2.6		5743/ 5.9	6.7	5.8	I	KZLA-F
19. KFWB (N)	396/ 2.3	2.8	3.0	2.7	2.6	2.7		11298/11.6	11.9	12.1	K	KFWB
20. KTNQ (SP)	361/ 2.1	2.2	2.9	2.9	2.5	2.5		4317/ 4.4	4.4	5.0	K	KTNQ
21. KXEZ-F (SAC)	351/ 2.1	1.8	1.8	2.2	1.4	2.0		5731/ 5.9	6.2	5.5	H	KXEZ-F
22. KKGO-F (CL)	315/ 1.8	1.7	1.9	2.1	1.9	1.9		5041/ 5.2	5.8	6.5	G	KKGO-F
23. KLAC (ST)	280/ 1.6	1.7	1.0	0.7	0.7	1.3		3628/ 3.7	3.8	2.0		KLAC
24. KRLA (O)	255/ 1.5	1.2	1.1	0.8	1.0	1.2		4327/ 4.5	3.8	2.9	C	KRLA
25. KKHJ (SP)	223/ 1.3	1.7	2.0	1.7	1.5	1.7		3446/ 3.6	4.6	3.7	E	KKHJ
26. KSCA-F (AOR-P)	181/ 1.1	0.8	0.9	1.0	1.2	1.0		2901/ 3.0	3.7	4.0		KSCA-F
27. KXED (SP)	177/ 1.0	1.3	1.4	1.4	1.1	1.3		2089/ 2.2	2.5	1.8		KXED
28. KWKW (SP)	173/ 1.0	1.1	1.1	1.3	1.4	1.1		3013/ 3.1	3.4	4.0	G	KWKW
29. KJQI-AA (ST)	153/ 0.9	1.3	0.9	1.2	1.1	1.1		2210/ 2.3	2.8	2.8	C	KJQI-AA
30. KJLH-F (B)	149/ 0.9	0.6	1.0	0.8	0.7	0.8		3159/ 3.3	3.1	3.5		KJLH-F
31. KNAC-F (AOR)	148/ 0.9	0.8	0.8	0.7	0.7	0.8		2918/ 3.0	3.0	2.6		KNAC-F
32. KMPC (T)	143/ 0.8	0.7	0.5	0.7	0.7	0.7		4086/ 4.2	3.3	3.2		KMPC
33. KACD-FF (AOR)	138/ 0.8	1.0	0.5	0.6	1.2	0.7		1985/ 2.0	2.4	2.2		KACD-FF
34.												
35.												

12+ FM SHARE (METRO): 71.25% (10876 of 15265) (SUM 93: 71.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>>	1 KLAX-F<	1 KLAX-F	1 KLAX-F	1 KLAX-F	1 KFI	1 KLSX-F<	1 KFI >	1 KPWR-F	1 KPWR-F	1 KABC >>
2 KROQ-F	2 KROQ-F	2 KROQ-F	2 KCBS-F	2 KRTH-F	2 KABC >	2 KABC	2 KLAX-F	2 KLAX-F	2 KROQ-F>	2 KNX
3 KIIS-F	3 KPWR-F	3 KPWR-F	3 KRTH-F	3 KFI	3 KRTH-F	3 KLAX-F	3 KPWR-F	3 KROQ-F	3 KOST-F	3 KFWB
4 KKBTF-F	4 KIIS-F	4 KIIS-F	4 KBIG-F	4 KCBS-F	4 KNX	4 KFI <	4 KRTH-F	4 KRTH-F	4 KKBTF-F	4 KOST-F
5 KLAX-F	5 KKBTF-F	5 KRTH-F	5 KLSX-F	5 KBIG-F	5 KFWB	5 KIIS-F	5 KBIG-F	5 KBIG-F	5 KABC	5 KKBTF-F
6	6 KBIG-F	6 KBIG-F	6 KOST-F	6 KOST-F	6 KOST-F	6 KPWR-F	6 KROQ-F	6 KPWR-F	6 KLAX-F	6 KFI
7	7 KOST-F	7 KOST-F	7 KFI	7 KLSX-F	7 KTUV-F	7 KLOS-F	7 KOST-F	7 KIIS-F	7 KIIS-F	7 KLSX-F
8	8 KYSR-F	8 KCBS-F	8 KLOS-F	8 KLOS-F	8 KKGO-F	8 KNX	8 KIIS-F	8 KFI	8 KRTH-F	8
9	9 KLVE-F	9 KLSX-F	9 KROQ-F	9 KROQ-F	9 KTUV-F	9 KFWB	9 KCBS-F	9 KCBS-F	9 KLVE-F	9
10	10 KLOS-F	10 KKBTF-F	10 KIIS-F	10 KIIS-F	10	10 KROQ-F	10 KABC	10 KKBTF-F	10	10
11	11	11	11	11	11	11	11	11	11	11
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F	1 KIIS-F<	1 KLAX-F	1 KOST-F<	1 KOST-F<		1 KROQ-F	1 KROQ-F<	1 KLAX-F	1 KLAX-F	1 KLSX-F
2 KROQ-F	2 KLAX-F	2 KBIG-F	2 KLAX-F	2 KBIG-F		2 KPWR-F	2 KLAX-F	2 KROQ-F	2 KROQ-F	2 KLAX-F<
3 KBIG-F	3 KPWR-F	3 KIIS-F	3 KBIG-F	3 KLAX-F		3 KLAX-F	3 KPWR-F	3 KLOS-F	3 KLSX-F	3 KCBS-F<
4 KLAX-F	4 KROQ-F<	4 KOST-F	4 KIIS-F	4 KRTH-F		4 KKBTF-F	4 KLSX-F	4 KLSX-F	4 KLSX-F	4 KFI <
5	5 KOST-F	5 KLVE-F	5 KPWR-F	5 KIIS-F		5 KIIS-F	5 KLOS-F	5 KPWR-F	5 KLOS-F	5 KLOS-F
6 KKBTF-F	6 KBIG-F	6 KYSR-F	6 KYSR-F	6 KYSR-F		6 KLVE-F	6 KIIS-F	6 KCBS-F	6 KCBS-F	6 KRTH-F
7 KYSR-F	7 KKBTF-F	7 KPWR-F	7 KRTH-F	7 KFI		7 KRTH-F	7 KKBTF-F	7 KFI	7 KRTH-F	7 KROQ-F
8 KBIG-F	8 KYSR-F	8 KKBTF-F	8 KKBTF-F	8 KCBS-F		8 KLSX-F	8 KRTH-F	8 KTNQ	8 KFI	8 KTUV-F
9	9 KLVE-F	9 KROQ-F	9 KROQ-F	9 KKBTF-F		9 KYSR-F	9 KCBS-F	9 KRTH-F	9 KIIS-F	9 KTNQ
10	10 KCBS-F	10 KCBS-F	10 KLVE-F	10 KLVE-F		10 KBIG-F	10 KLVE-F	10 KIIS-F	10 KTNQ	10 KZLA-F
						11	11	11	11	11

LOS ANGELES

OTHER RATED STATIONS  
-----  
METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME  
-----

KACE-F	103.9	INGLEWOOD	0.6/2.2
KEZY-F	95.9	ANAHEIM	0.4/2.0
KFSG-F	96.3	LOS ANGELES	0.3/1.3
KGfJ	1230	LOS ANGELES	0.6/1.4
KIEV	870	GLENDALE	0.5/2.1
KIKF-F	94.3	GARDEN GROVE	0.6/1.6
KKLA-F	99.5	LOS ANGELES	0.6/2.2
KMQA-F	98.3	WEST COVINA	0.6/1.7
KWIZ	1480	SANTA ANA	0.3/0.9
KWVE-F	107.9	SAN CLEMENTE	0.5/1.7
KGGI-F	99.1	RIVERSIDE	0.5/3.0
XTRA	690	TIJUANA	0.7/2.7

RADIO STATIONS  
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AM STATIONS  
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KABC, 790, 5 KW (DA-N)	, Talk	ABC, \$ 350.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, Hispanic	, \$ 70.00 (Katz Hisp.)	Way
KFI, 640, 50 KW	, Talk	MBS, \$ 270.00 (Christal)	Cox
KFWB, 980, 5 KW	, News	CNN, ABC, \$ 330.00 (Group W)	Westinghouse
KGfJ, 1230, 1 KW	, Black Oldies	MBS, AURN, \$ 70.00 (Roslin)	
KGRB, 900, 500 W/85 W (DA-1)	, Standards	ABC, \$ 75.00 ( --- )	
KJQI, 1260, 5 KW (DA-2)	, Standards	, \$ 95.00 (CMBS)	Mt. Wilson
KKHJ, 930, 5 KW (DA-N)	, Hispanic	, \$ 104.00 (Katz Hisp.)	Lieberman
KLAC, 570, 5 KW (DA-N)	, Standards	ABC, \$ 100.00 (Eastman)	Shamrock
KMPC, 710, 50 KW/10 KW (DA-N)	, Talk	, \$ 160.00 (Banner)	Cap Cities/ABC
KNX, 1070, 50 KW	, News	CBS, \$ 320.00 (CBS)	CBS
KRLA, 1110, 50 KW/20 KW (DA-2)	, Oldies	, \$ 75.00 (MMR)	Greater Media
KTNQ, 1020, 50 KW (DA-2)	, Hispanic	, \$ 195.00 (Caballero)	HefTel
KWKW, 1330, 5 KW (DA-N)	, Hispanic	, \$ 155.00 (Lotus)	Lotus
KXED, 1540, 50 KW/10 KW (DA-2)	, Hispanic	, \$ NA (SBS)	SBS

FM STATIONS  
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KACE, 103.9, 1.7 KW @ 371, Black AC	UNISTR, AP, \$ 80.00 (K & P)	Cox	
KACD, 103.1, 3 KW @ 266, AOR	CBS, ABC, \$ 100.00 (K & P)		
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 420.00 (CBS)	Bonneville	
KCBS, 93.1, 29 KW @ 3496, Oldies	CBS, \$ 290.00 (CBS)	CBS	
KFSG, 96.3, 54 KW @ 479, Religion	AP, \$ NA (---)		
KIIS, 102.7, 8 KW @ 2959, CHR	, \$ 470.00 (Mc-Guild)	Gannett	
KJLH, 102.3, 2.3 KW @ 338, Black	, \$ 95.00 (Roslin)		
KKBT, 92.3, 43 KW @ 2909, Black	, \$ 320.00 (MMR)	Evergreen	
KKGO, 105.1, 18 KW @ 2886, Classical	AP, \$ 190.00 (CMBS)	Mt. Wilson	
KKLA, 99.5, 30 KW @ 669, Religion	, \$ NA ( --- )		
KLAX, 97.9, 50 KW @ 390, Hispanic	, \$ 340.00 (SBS)	SBS	
KSCA, 101.9, 2.5 KW @ 2831, AOR-P	, \$ 95.00 (Banner)	Golden West	
KLOS, 95.5, 61 KW @ 3129, AOR	ABC, \$ 495.00 (Katz)	Cap Cities/ABC	
KLSX, 97.1, 21 KW @ 3001, Classic AOR	, \$ 440.00 (MMR)	Greater Media	
KLVE, 107.5, 30 KW @ 2998, Hispanic	, \$ 250.00 (Caballero)	HefTel	
KMAX, 107.1, 3 KW @ -43, Ethnic	, \$ 75.00 ( --- )	Douglas	
KMQA, 98.3, 2.3 KW @ 328, Hispanic	, \$ 70.00 (Caballero)	El Dorado	
KNAC, 105.5, 1 KW @ 469, AOR	ABC, \$ 90.00 ( --- )	Keymarket	
KOST, 103.5, 13 KW @ 3100, AC	, \$ 560.00 (Christal)	Cox	
KPWR, 105.9, 72 KW @ 771, CHR/Urban	, \$ 400.00 (D & R)	Emmis	
KROQ, 106.7, 6 KW @ 1387, New Rock	, \$ 380.00 (Torbet)	Infinity	
KRTH, 101.1, 51 KW @ 3129, Oldies	UNISTR, \$ 510.00 (Banner)	Infinity	
KTWV, 94.7, 55 KW @ 2831, Jazz	, \$ 350.00 (Group W)	Westinghouse	
KXEZ, 100.3, 5 KW @ 3004, Soft AC/EZ	, \$ 240.00 (Torbet)	Viacom	
KYSR, 98.7, 75 KW @ 1181, AC/CHR	, \$ 290.00 (Torbet)	Viacom	
KZLA, 93.9, 19 KW @ 3136, Country	, \$ 340.00 (Eastman)	Shamrock	

Miscellaneous: KLIT-F changes to KSCA-F and format from Soft AC to Progressive AOR (June). . .

LOUISVILLE

Arbitron Rank/Pop (12+): 52/810,900  
 MSA Rank/Pop: 57/969,000  
 ADI # 47  
 Average Person Ratings: 15.6  
 Market TSL: 21.25 hours

Stations: 22/22  
 Diaries: 1576/515:1/54.4%  
 Sample Target: 1520  
 % Below Line: 0.0  
 % Not Listed: 10.1

1993 Revenue: \$30,300,000  
 HH Inc.: \$31,670  
 Retail \$: 8.2 Bil  
 Pop per Station: 36,859  
 #1 Biller: WAMZ-F \$7,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WAMZ-F (C)	240/19.0	17.0	16.7	19.1	17.3	18.0		2532/31.2	30.8	32.3	H	WAMZ-F
2. WHAS (FS)	164/13.0	13.1	17.9	11.9	14.5	14.0		2268/28.0	28.9	32.6	G	WHAS
3. WDJX-F (CHR)	86/ 6.8	7.5	8.6	7.0	7.6	7.5		1478/18.2	20.7	20.0	D	WDJX-F
4. WQMF-F (CL AOR)	80/ 6.3	4.8	5.3	5.5	5.8	5.5		1301/16.0	14.8	16.0	E	WQMF-F
5. WGZB-F (B)	79/ 6.3	6.1	6.0	6.0	7.4	6.1		883/10.9	11.5	11.3	C	WGZB-F
6. WRKA-F (O)	68/ 5.4	6.0	4.1	5.1	5.6	5.2		1195/14.7	14.4	16.2	D	WRKA-F
WTFX-F (AOR)	68/ 5.4	5.6	4.9	5.5	5.2	5.4		1035/12.8	13.1	12.0	A	WTFX-F
8. WVEZ-F (SAC)	54/ 4.3	6.5	4.9	5.8	5.0	5.4		1066/13.1	17.0	12.5	D	WVEZ-F
9. WLRS-F (AC)	45/ 3.6	4.1	4.2	3.1	3.7	3.8		884/10.9	13.8	11.1	C	WLRS-F
10. WQLL-F (O)	34/ 2.7	0.6	---	---	---	1.7		613/ 7.6	1.3	---		WQLL-F
11. WLSY-F (B/AC)	32/ 2.5	1.4	1.5	2.7	1.7	2.0		438/ 5.4	4.3	3.8	A	WLSY-F
12. WHKW-F (C)	31/ 2.5	2.7	2.4	3.2	3.0	2.7		649/ 8.0	8.5	9.6	B	WHKW-F
13. WAVG (ST)	30/ 2.4	4.5	4.3	4.8	3.9	4.0		612/ 7.5	8.2	8.4	B	WAVG
14. WKJK-F (AC)	28/ 2.2	2.3	1.5	---	---	2.0		378/ 4.7	5.0	---		WKJK-F
15. WLOU (B)	20/ 1.6	0.9	1.7	0.8	1.7	1.3		358/ 4.4	3.9	4.7		WLOU
16. WQNF-F (AOR-P)	19/ 1.5	1.6	1.0	0.8	---	1.2		392/ 4.8	4.7	---		WQNF-F
WLLV (G)	19/ 1.5	0.9	1.8	0.5	1.1	1.2		212/ 2.6	2.2	1.8		WLLV
18.												
19.												
20.												

12+ FM SHARE (METRO): 76.19% (864 of 1134) (SUM 93: 71.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1	WDJX-F	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F<	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F
2	WGZB-F>	2 WDJX-F<	2 WQMF-F<	2 WHAS	2 WHAS >	2 WHAS >>	2 WHAS >>	2 WHAS >>	2 WHAS >	2 WGZB-F	2 WHAS
3	WAMZ-F	3 WQMF-F<	3 WHAS	3 WQMF-F	3 WQMF-F	3 WRKA-F	3 WQMF-F	3 WQMF-F	3 WQMF-F<	3 WHAS <	3 WGZB-F
4	WTFX-F	4 WQMF-F	4 WDJX-F	4 WGZB-F<	4 WGZB-F	4 WVEZ-F	4 WDJX-F	4 WRKA-F<	4 WQMF-F	4 WDJX-F<	4
5	5	5 WGZB-F	5 WGZB-F	5 WQMF-F	5 WRKA-F	5	5	5 WDJX-F	5 WDJX-F<	5 WQMF-F	5
6	6	6	6 WQMF-F	6 WRKA-F	6 WQMF-F	6	6	6	6 WGZB-F	6	6
7	7	7	7 WRKA-F	7 WDJX-F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1	WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>
2	WDJX-F	2 WDJX-F>	2 WDJX-F	2 WDJX-F	2 WHAS	2 WQMF-F	2 WQMF-F<	2 WQMF-F	2 WQMF-F	2 WHAS <
3	WGZB-F	3 WGZB-F	3 WLRS-F	3 WGZB-F	3 WDJX-F	3 WDJX-F	3 WQMF-F	3 WQMF-F	3 WHAS	3 WQMF-F>
4	WQMF-F	4 WLRS-F	4 WGZB-F	4 WLRS-F<	4 WGZB-F<	4 WQMF-F	4 WDJX-F	4 WGZB-F	4 WQMF-F	4 WQMF-F
5	WRKA-F	5 WQMF-F	5	5 WHAS	5 WLRS-F<	5 WKJK-F	5 WGZB-F	5 WDJX-F	5	5 WRKA-F
6	6	6 WQMF-F	6	6 WRKA-F	6 WRKA-F	6	6	6	6	6 WGZB-F
7	7	7	7	7	7	7	7	7	7	7

LOUISVILLE

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

STATION	POWER	CITY	SHARE/RTG/AQH/CUME
WDJX	1080	LOUISVILLE	0.1/1.1
WFIA	900	LOUISVILLE	0.4/2.1
WTMT	620	LOUISVILLE	1.0/2.6
WKY	790	LOUISVILLE	0.8/4.2
WXKN	680	NEWBURGH	0.6/2.3

RADIO STATIONS

STATION	POWER	PROGRAM	SHARE/RTG/AQH/CUME	OWNER	OTHER
WAVG	970	5 KW (DA-N) Standards		SMN, CBS, \$ 20.00 (D&R)	
WHAS	840	50 KW Full Service		ABC, \$105.00 (Christal)	Clear Channel
WLOU	1350	5 KW/500 W (DA-N) Black		AURN, \$ 15.00 ( - - - )	Johnson Prod.
WWKY	790	5 KW/1 KW (DA-2) Talk		NBC, \$ 23.00 (Mc-Guild)	Prism
WAMZ-F	97.5	100 KW @ 500 Country		\$160.00 (Christal)	Clear Channel
WDJX-F	99.7	24 KW @ 715 CHR		AP, \$ 51.00 (Eastman)	Regent
WGZB-F	96.5	3 KW @ 295 Black		\$ 32.00 (Mc-Guild)	(CORYDON)
WHKW-F	107.7	8.2 KW @ 567 Country		\$ 25.00 (Eastman)	Regent (CORYDON)
WQLL-F	103.9	1.4 KW @ 489 Oldies		\$ 23.00 (Eastman)	Regent
WLRS-F	102.3	3 KW @ 285 AC		UNISTR, \$ 40.00 (Torbet)	Liberty
WLSY-F	101.7	1.9 KW @ 413 Black AC		\$ 19.00 (Mc-Guild)	(JEFFERSON.)
WQMF-F	95.7	34 KW @ 580 Classic AOR		\$ 77.00 (Katz)	
WQNF-F	105.9	3 KW @ 328 AOR-P		\$ NA (Katz)	WQMF owner (VALLEY ST.)
WRKA-F	103.1	6 KW @ 312 Oldies		\$ 52.00 (Banner)	Franklin
WTFX-F	100.5	38 KW @ 567 AOR		\$ 32.00 (Mc-Guild)	Prism
WVEZ-F	106.9	25 KW @ 669 Soft AC		\$ 58.00 (Mc-Guild)	Prism
WKJK-F	98.9	50 KW @ 361 AC		SMN, ABC, \$ NA (Christal)	Snowden/Clear Ch. (SALEM, IN)

Miscellaneous: WHKW-F flipped its country programming to 107.7. . . The 103.9 frequency changed calls to WQLL-F and is using an Oldies format. . . WQLL-F sold for \$1,700,000. . . WFIA sold to Regent (D) for \$500,000. . .



MADISON

Arbitron Rank/Pop (12+): 121/321,500  
 MSA Rank/Pop: 124/384,000  
 ADI # 91  
 Average Person Ratings: 16.2  
 Market TSL: 21.25 hours

Stations: 19/17  
 Diaries: 1018/316:1/64.1%  
 Sample Target: 990  
 % Below Line: 1.2  
 % Not Listed: 19.2

1993 Revenue: \$16,400,000  
 HH Inc.: \$37,799  
 Retail \$: 3.8 Bil  
 Pop per Station: 18,912  
 #1 Biller: WIBA-F \$3,400,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WZEE-F (CHR)	59/11.3	9.0	12.2	9.2	10.3	10.4		966/30.0	29.8	29.7	C	WZEE-F
2. WWQM-F (C)	48/ 9.2	8.8	9.4	8.9	12.5	9.1		613/19.1	21.4	21.0	D	WWQM-F
3. WIBA-F (AOR)	44/ 8.4	11.1	8.6	9.6	8.4	9.4		788/24.5	24.9	27.9	E	WIBA-F
4. WOLX-F (O)	42/ 8.1	6.7	6.0	5.7	9.9	6.6		761/23.7	21.2	26.6	D	WOLX-F
5. WMGN-F (AC)	37/ 7.1	7.3	7.0	6.3	4.7	6.9		579/18.0	16.5	14.3	C	WMGN-F
6. WMAD-F (AOR)	33/ 6.3	5.4	4.4	5.0	4.5	5.3		523/16.3	13.1	11.8	A	WMAD-F
7. WIBA (FS/T)	27/ 5.2	6.3	6.2	5.0	5.6	5.7		507/15.8	14.8	14.7	C	WIBA
8. WTDY (T)	25/ 4.8	4.4	4.6	6.5	5.0	5.1		363/11.3	11.4	11.0	B	WTDY
9. WJJO-F (AOR/AC)	20/ 3.8	5.2	5.2	5.0	6.0	4.8		493/15.5	16.5	20.8	B	WJJO-F
10. WTSO (C/FS)	17/ 3.3	3.8	3.2	5.0	3.2	3.8		409/12.7	9.5	13.7	B	WTSO
11. WMMM-F (AC)	16/ 3.1	1.2	1.6	2.4	1.7	2.1		289/ 9.0	5.8	7.5	A	WMMM-F
12. WSJY-F (EZ)	13/ 2.5	2.9	3.0	2.8	2.4	2.8		231/ 7.2	6.4	6.8	A	WSJY-F
13. WMXF-F (O-70's)	12/ 2.3	2.1	2.6	2.8	3.6	2.5		372/11.6	9.1	12.1		WMXF-F
14. WYZM-F (C)	10/ 1.9	4.0	3.8	3.3	1.9	3.3		294/ 9.1	10.9	5.6	A	WYZM-F
15.												

12+ FM SHARE (METRO): 80.76% (340 of 421) (SUM 93: 81.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>>1	WZEE-F<	1 WZEE-F	1 WZEE-F<	1 WWQM-F	1 WOLX-F	1 WIBA-F	1 WIBA-F<	1 WZEE-F	1 WZEE-F>	1 WWQM-F
2	2 WIBA-F	2 WIBA-F	2 WWQM-F<	2 WOLX-F<	2 WWQM-F	2 WZEE-F	2 WZEE-F	2 WWQM-F	2 WWQM-F<	2 WZEE-F>
3	3 WMAD-F>	3 WWQM-F	3 WIBA-F	3 WZEE-F<	3 WMGN-F	3 WWQM-F	3 WWQM-F<	3 WMAD-F<	3 WMAD-F	3 WIBA
4	4 WWQM-F	4 WMGN-F<	4 WOLX-F	4 WIBA-F<	4 WIBA	4 WOLX-F	4 WMGN-F<	4 WOLX-F<	4 WJJO-F	WMAD-F
5	5 WJJO-F	5 WMAD-F	WMGN-F	5 WMGN-F	5	5 WIBA	5 WOLX-F	5 WMGN-F	WMGN-F	5
6	6	WOLX-F	6	6	6	6 WMGN-F	6	6 WIBA-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMAD-F	1 WZEE-F	1 WZEE-F	1 WMGN-F<	1 WMGN-F<	1 WMAD-F	1 WIBA-F	1 WIBA-F	1 WIBA-F<	1 WIBA-F
2 WZEE-F	2 WMAD-F	2 WIBA-F	2 WZEE-F	2 WWQM-F	2 WZEE-F	2 WZEE-F	2 WWQM-F	2 WZEE-F>	2 WOLX-F
3 WIBA-F	3 WIBA-F	3 WMGN-F	3 WWQM-F	3 WZEE-F	3 WIBA-F	3 WMAD-F	3 WZEE-F	3 WMAD-F	WWQM-F<
4 WJJO-F	4 WMGN-F	4 WMAD-F	4 WOLX-F<	WOLX-F>	4	4 WWQM-F	4 WJJO-F	WWQM-F<	4 WZEE-F>
5	5 WWQM-F	WWQM-F	5 WIBA-F	5 WIBA-F	5	5 WJJO-F	5 WTSO	5 WOLX-F	5 WTDY
6	6	6	WMAD-F	6	6	6	6	6 WJJO-F	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WHIT	1550	MADISON	0.4/0.9	
WIBU	1240	POYNETTE	1.0/2.8	
WMAD	1190	SUN PRAIRIE	1.0/1.8	
WJVL-F	99.9	JANESVILLE	0.6/2.2	
WYKY-F	100.5	COLUMBUS	0.6/1.9	

MADISON

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2)	, Full Service	CBS, \$38.00	(Katz)	Double L
WTDY ,	1480,	5 KW (DA-2)	, Talk	ABC, NBC, \$21.00	(Mc-Guild)	Midwest Family
WTSO ,	1070	10 KW/5 KW (DA-2),	Country/FS	ABC, \$24.00	(Banner)	Midcontinent
WIBA-F,	101.5,	12 KW @ 1017	, AOR	, \$72.00	(Katz)	Double L
WJJO-F,	94.1,	50 KW @ 492	, AOR/AC	, \$24.00	(D & R)	(WATERTOWN)
WMAD-F,	92.1,	1.8 KW @ 400	, AOR	, \$21.00	(Katz)	Double L (SUN PRARIE)
WMGN-F,	98.1,	38 KW @ 581	, AC	, \$44.00	(Mc-Guild)	Midwest Family
WMXF-F,	96.3,	5 KW @ 672	, Oldies - 70's	UNISTR, \$19.00	(Mc-Guild)	(SAUK CITY)
WMMM-F,	105.5,	4.4 KW @ 384	, AC	, \$18.00	(K & P)	Woodward (VERONA)
WOLX-F,	94.9,	37 KW @ 1299	, Oldies	, \$50.00	(Christal)	Shockley (BARABOO)
WSJY-F,	107.3,	26 KW @ 676	, EZ	ABC, \$17.00	( --- )	Goetz (FORT ATKINSON)
WYZM-F,	105.1,	6 KW @ 243	, Country	, \$19.00	(K & P)	Woodward (WAUNAKEE)
WWQM-F,	106.3,	4.5 KW @ 380	, Country	ABC, \$54.00	(Christal)	Enterprise (MIDDLETON)
WZEE-F,	104.1,	9.4 KW @ 1118	, CHR	, \$45.00	(Banner)	Midcontinent

Miscellaneous: WMLI-F changes to WMXF-F and format from Soft AC to Oldies - 70's (June) . . .

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 70/540,200

MSA Rank/Pop: 76/700,000  
ADI # 114  
Average Person Ratings: 16.6  
Market TSL: 22.25 hours

Stations: 25/19  
Diaries: 1424/379:1/46.1%  
Sample Target: 1250  
% Below Line: 3.8  
% Not Listed: 10.6

1993 Revenue: \$13,200,000  
HH Inc.: \$20,380  
Retail \$: 4.1 Bil  
Pop per Station: 28,432  
#1 Biller: KTEX-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KBFM-F (CHR)	138/15.4	12.7	12.6	12.9	11.0	13.4		1898/35.1	33.0	32.3	C	KBFM-F
2. KIIW-F (SP)	91/10.2	10.5	12.4	13.5	10.6	11.7		1598/29.6	29.7	31.3	C	KIIW-F
3. KGBT (SP)	84/ 9.4	12.0	9.3	9.0	8.6	9.9		912/16.9	19.5	17.0	C	KGBT
4. KTEX-F (C)	81/ 9.1	8.9	9.0	10.5	11.9	9.4		1201/22.2	23.1	25.3	D	KTEX-F
5. KVLV-F (O)	66/ 7.4	7.1	8.0	8.3	8.6	7.7		966/17.9	19.1	20.4	C	KVLV-F
6. KKPS-F (SP)	54/ 6.0	5.3	5.1	5.9	6.7	5.6		1011/18.7	18.0	18.6	A	KKPS-F
7. KTJN-FF (SP)	47/ 5.2	5.9	5.0	6.0	5.0	5.5		862/16.0	16.7	16.2	B	KTJN-FF
8. KFRQ-F (C)	41/ 4.6	3.2	5.0	5.4	8.4	4.6		848/15.7	14.3	21.6	C	KFRQ-F
9. KSOX-AF (C)	36/ 4.0	2.0	2.2	2.5	---	2.7		547/10.1	7.5	---	A	KSOX-AF
10. KQXX-F (SP)	35/ 3.9	2.9	3.7	3.0	3.5	3.4		463/ 8.6	8.3	8.8	B	KQXX-F
11. KURV (T)	27/ 3.0	2.8	2.8	3.7	3.1	3.1		333/ 6.2	6.2	5.4	B	KURV
12. KRGE (REL)	15/ 1.7	1.7	2.0	0.9	1.8	1.6		178/ 3.3	3.6	4.2		KRGE
13. KBOR (SP)	14/ 1.6	2.6	2.8	0.7	1.6	1.9		230/ 4.3	6.3	5.6		KBOR
14. XRYF-F (SP)	13/ 1.5	1.5	0.9	1.1	0.9	1.3		257/ 4.8	5.6	3.1		XRYF-F

12+ FM SHARE (METRO): 78.75% (630 of 800) (SUM 93: 79.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>>>1	KBFM-F	1 KIIW-F<	1 KIIW-F>	1 KIIW-F	1 KGBT >	1 KBFM-F<	1 KBFM-F	1 KBFM-F	1 KBFM-F>>	1 KBFM-F<
2 KTJN-FF	2 KIIW-F	2 KBFM-F	2 KVLV-F<	2 KVLV-F<	2 KIIW-F	2 KGBT	2 KTEX-F<	2 KGBT <	2 KIIW-F<	2 KGBT
3 KKPS-F	3 KTEX-F	3 KVLV-F	3 KBFM-F	3 KBFM-F	KTEX-F>	3 KIIW-F	3 KIIW-F<	3 KIIW-F	3 KQXX-F	KIWW-F
4	4 KVLV-F	4 KTEX-F	4 KTEX-F	4 KTEX-F	4 KVLV-F	4 KTEX-F	4 KVLV-F<	4 KTEX-F	4 KKPS-F<	KKPS-F
5	5 KFRQ-F	5 KKPS-F	5 KGBT <	KGBT	5 KBFM-F	5 KVLV-F	5 KGBT	5 KVLV-F	5 KTJN-FF	5 KTEX-F
6	6	6	6 KKPS-F<	6 KKPS-F	6	6	6	6	6	6
7	7	7	7 KSOX-AF	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F	1 KBFM-F>	1 KBFM-F	1 KBFM-F	1 KVLV-F<	1 KBFM-F	1 KBFM-F<	1 KIIW-F	1 KIIW-F>	1 KIIW-F>
2 KFRQ-F	2 KTEX-F<	2 KVLV-F	2 KIIW-F	2 KBFM-F<	2 KTJN-FF	2 KIIW-F>	2 KBFM-F	2 KBFM-F>	2 KVLV-F
KTEX-F	3 KIIW-F<	3 KTEX-F	KVLV-F	3 KIIW-F	3 KIIW-F	3 KVLV-F	KVLV-F	3 KTEX-F	3 KSOX-AF
4 KIIW-F	4 KVLV-F	4 KIIW-F	4 KTEX-F>	4 KGBT	KTEX-F	4 KTEX-F	4 KTEX-F	KVLV-F	4 KBFM-F
5	5 KFRQ-F	5	5 KKPS-F	KTEX-F	5	5 KTJN-FF	5	5 KTJN-FF	KGBT
6	6	6	6	6	6	6	6	6	KTEX-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KIRT	1580	MISSION	0.9/2.4
KUBR	1210	SAN JUAN	0.4/1.3
KVPA-F	101.1	PORT ISABEL	1.0/3.9
XERT	1170	REYNOSA, MX	0.6/1.3
KLTG-F	96.5	CORPUS CHRISTI	0.4/1.3
KNCN-F	101.1	CORPUS CHRISTI	0.6/1.4
XAAA-F	93.1	REYNOSA, MX	0.3/2.3
XVTH-F	107.1	MATAMOROS, MX	1.0/4.3

MCALLEN-BROWNSVILLE

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), Hispanic	, \$ 15.00 (Caballero)	
KGBT, 1530, 50 KW/10 KW (DA-N), Hispanic	, \$ 40.00 (Katz)	Tichenor
KRGE, 1290, 5 KW (DA-1), Religion	, \$ 12.00 (---)	
KURV, 710, 1 KW/0.9 KW(DA-2), Talk	ABC, CBS, \$ 17.00 (---)	
KVJY, 840, 5 KW/1 KW (DA-1), EZ	ABC, \$ 16.00 (Christal)	Tate
KBFM-F, 104.1, 100 KW @ 1000, CHR	ABC, \$ 38.00 (D & R)	Calendar
KFRQ-F, 94.5, 100 KW @ 1158, Country	, \$ 31.00 (Torbet)	Signature
KIWW-F, 96.1, 100 KW @ 449, Hispanic	, \$ 40.00 (Katz Hisp)	Tichenor
KKPS-F, 99.5, 100 KW @ 1036, Hispanic	, \$ 19.00 (---)	Signature
KQXX-F, 98.5, 100 KW @ 1319, Hispanic	, \$ 22.00 (Lotus)	
KSOX-F, 102.1, 18 KW @ 758, Country	, \$ 16.00 (---)	
KTEX-F, 100.3, 100 KW @ 449, Country	, \$ 51.00 (Christal)	Tate
KTJN-F, 106.3, 0.5 KW @ 633, Hispanic	, \$ 21.00 (Caballero)	
KTJX-F, 105.5, 3 KW @ 285: SEE KTJN-F		
KVLY-F, 107.9, 100 KW @ 718, Oldies	, \$ 26.00 (Torbet)	Tippie

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

MEMPHIS

Arbitron Rank/Pop (12+): 44/915,300  
 MSA Rank/Pop: 50/1,040,000  
 ADI # 42  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 25/24  
 Diaries: 1429/641:1/44.5%  
 Sample Target: 1485  
 % Below Line: 0.5  
 % Not Listed: 8.7

1993 Revenue: \$31,100,000  
 HH Inc.: \$31,379  
 Retail \$: 8.0 Bil  
 Pop per Station: 38,138  
 #1 Biller: WGKX-F \$7,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WHRK-F (B)	196/13.0	12.2	12.6	12.7	11.6	12.6		2261/24.7	24.1	25.4	E	WHRK-F
2. WGKX-F (C)	126/ 8.5	8.1	8.4	9.8	9.4	8.7		1770/19.3	19.7	21.0	H	WGKX-F
3. WDIA (B)	122/ 8.1	7.7	6.9	9.4	8.4	8.0		1461/16.0	16.6	16.0	D	WDIA
4. WEGR-F (AOR)	103/ 6.8	7.5	7.4	9.1	8.9	7.7		1435/15.7	16.3	17.3	F	WEGR-F
5. WRVR-F (AC)	99/ 6.6	6.1	6.9	6.8	6.2	6.6		1382/15.1	15.3	17.6	E	WRVR-F
6. WMC (N/T)	84/ 5.6	5.7	6.8	5.6	6.4	5.9		1324/14.5	14.3	15.5	D	WMC
7. WMC -F (CHR/AC)	80/ 5.3	6.6	7.3	6.6	7.4	6.5		1458/15.9	17.3	19.6	E	WMC -F
8. KJMS-F (B)	82/ 5.5	7.7	6.5	8.5	7.9	7.1		1699/18.6	20.6	19.0	D	KJMS-F
9. WYKL-F (O)	79/ 5.3	4.0	3.6	2.5	3.0	3.9		1321/14.4	12.7	10.7	D	WYKL-F
10. WOGY-F (C)	63/ 4.2	4.5	4.9	4.9	4.1	4.6		1215/13.3	11.9	13.0	B	WOGY-F
11. WLOK (G)	57/ 3.8	5.0	4.9	4.3	5.9	4.5		832/ 9.1	10.9	11.7	D	WLOK
12. WRXQ-F (AOR-P)	44/ 2.9	3.5	2.1	---	---	2.8		688/ 7.5	7.3	---		WRXQ-F
13. WJCE (B/O)	33/ 2.2	1.5	1.8	0.5	0.2	1.5		446/ 4.9	4.2	0.8		WJCE
14. WMPS (G)	30/ 2.0	0.3	0.6	0.4	0.3	0.8		217/ 2.4	1.3	1.7		WMPS
15. WPLX (ST)	27/ 1.8	1.5	1.7	1.1	0.8	1.5		199/ 2.2	2.2	1.6		WPLX

12+ FM SHARE (METRO): 67.44% (926 of 1373) (SUM 93: 68.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>>1 WHRK-F>	1 WHRK-F>	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F>>	1 WHRK-F>
2 KJMS-F	2 WEGR-F>	2 WEGR-F	2 WDIA	2 WDIA	2 WDIA <	2 WGKX-F	2 WMC	2 WGKX-F	2 WGKX-F<	2 WEGR-F
3	3 KJMS-F	3 WDIA	3 WRVR-F<	3 WRVR-F<	3 WRVR-F	3 WHRK-F	3 WRVR-F<	3 WMC -F	3 KJMS-F	3 WGKX-F
4	4 WGKX-F	4 WYKL-F<	4 WEGR-F	4 WGKX-F	4 WMC -F	4 WDIA	4 WGKX-F	4 WYKL-F<	4 WEGR-F<	4 WDIA
5	5 WMC -F	5 WGKX-F<	5 WYKL-F<	5 WEGR-F<	5 WYKL-F<	5 WRVR-F	5 WMC -F<	5 WEGR-F	5 WDIA	5 WRVR-F
6	6 WDIA <	6 WRVR-F	6 WGKX-F	6 WYKL-F	6 WHRK-F	6 WMC	6 WYKL-F	6 WDIA	6	6 KJMS-F
7	7 WYKL-F	7 WMC -F	7 WMC -F	7 WMC -F	7 WMC -F	7 WLOK	7 WMC -F	7	7	7 WMC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F	1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WDIA <	1 WEGR-F	1 WEGR-F<	1 WHRK-F	1 WEGR-F<	1 WHRK-F<
2 KJMS-F	2 WMC -F	2 WGKX-F	2 WDIA	2 WHRK-F<	2 WHRK-F	2 WHRK-F>	2 WEGR-F	2 WHRK-F>	2 WEGR-F
3 WMC -F	3 KJMS-F	3 WDIA	3 WMC -F<	3 WRVR-F	3 KJMS-F	3 KJMS-F<	3 WYKL-F	3 WYKL-F	3 WGKX-F<
4 WEGR-F	4 WEGR-F<	4 WMC -F	4 WRVR-F	4 WGKX-F	4 WRXQ-F	4 WRXQ-F<	4 WGKX-F	4 WGKX-F	4 WYKL-F
5 WOGY-F	5 WGKX-F	5 WEGR-F	5 WGKX-F	5 WMC -F	5 WMC -F	5 WYKL-F	5 KJMS-F	5 WDIA	5 WDIA
6	6 WDIA <	6 WLOK	6 KJMS-F	6 WYKL-F	6 WOGY-F	6 WGKX-F	6 WDIA	6 KJMS-F	6 WMC <
7	7 WOGY-F	7 WYKL-F	7 WYKL-F	7	7 WYKL-F	7	7 WYKL-F	7 WRVR-F	7 WRVR-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
SHARE/RTG/AQH/CUME			
KFTH-F	107.1	MARION, AR	1.1/5.6
KHLS-F	96.3	BLYTHEVILLE, AR	0.5/1.1
KSUD	730	W. MEMPHIS, AR	0.3/1.3
WBBP	1480	MEMPHIS	1.2/3.3
WCRV	640	COLLIERVILLE	1.5/5.4
WHBQ	560	MEMPHIS	0.7/3.0
WREC	600	MEMPHIS	1.5/5.6
WRRW-F	92.9	BARTLETT	1.3/5.6
WXSS	1030	MEMPHIS	1.0/2.4
KFIN-F	107.9	JONESBORO, AR	0.5/1.0

MEMPHIS

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), Gospel	UNISTR, \$ 16.00 (D&R)	Rivers
WBBP, 1480, 5 KW/100 W (DA-N), Religion	, \$ 14.00 ( --- )	
WCRV, 640, 50 KW/500 W (DA-2), Religion	, \$ 17.00 ( --- )	Bott (COLLIERVILLE)
WDIA, 1070, 50 KW/5 KW (DA-2), Black	CBS, \$ 43.00 (Mc-Guild)	Ragan Henry
WJCE, 680, 10 KW/5 KW (DA-2), Black Oldies	SMN, ABC, \$ 19.00 (MMR)	Keymarket
WLOK, 1340, 1 KW (DA-1), Gospel	NBC, AURN, \$ 29.00 (K & P)	
WMC, 790, 5 KW (DA-N), News/Talk	ABC, NBC, \$ 41.00 (Banner)	Ellis (GERMANTOWN)
WPLX, 1170, 1 KW (DAYS), Standards	CNN, UNISTR, \$ 19.00 ( --- )	Radio Equity
WREC, 600, 5 KW (DA-N), Standards	CBS, AP, \$ 30.00 (McGuild)	
KFTH-F, 107.1, 3 KW @ 328, Gospel/Black	SMN, AURN, \$ 17.00 ( --- )	Willis (MARION)
KJMS-F, 101.1, 100 KW @ 449, Black	NBC, CBS, \$ 39.00 (K & P)	Rivers
WEGR-F, 102.7, 100 KW @ 899, AOR	UNISTR, \$ 95.00 (Mc-Guild)	Radio Equity
WGKX-F, 105.9, 100 KW @ 994, Country	, \$ 158.00 (Katz)	Barnstable
WHRK-F, 97.1, 100 KW @ 531, Black	NBC, \$ 76.00 (Mc-Guild)	Ragan Henry
WMC -F, 99.7, 290 KW @ 909, CHR/AC	Source, \$ 90.00 (Banner)	Ellis
WOGY-F, 94.1, 50 KW @ 472, Country	UNISTR, \$ 39.00 (MMR)	Keymarket (GERMANTOWN)
WRVR-F, 104.5, 100 KW @ 751, AC	, \$ 97.00 (MMR)	Keymarket
WRXQ-F, 95.7, 6 KW @ 328, AOR-P	, \$ NA (Mc-Guild)	Radio Equity (OLIVE BRANCH)
WYKL-F, 98.1, 100 KW @ 1240, Oldies	ABC, \$ 46.00 (Katz)	Barnstable

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,823,900  
 MSA Rank/Pop: 10/3,370,000  
 ADI # 15  
 Average Person Ratings: 18.8  
 Market TSL: 25.25 hours

Stations: 36/33  
 Diaries: 3844/735:1/43.8%  
 Sample Target: 3605  
 % Below Line: 1.6  
 % Not Listed: 9.0

1993 Revenue: \$119,000,000  
 HH Inc.: \$29,286  
 Retail \$: 32.2 Bil  
 Pop per Station: 85,573  
 #1 Biller: WIOD \$10,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WLYF-F (EZ/SAC)	356/ 6.7	6.1	6.3	6.2	5.4	6.3		4081/14.5	14.3	13.0	G	WLYF-F
2. WAQI (SP)	349/ 6.6	4.7	4.3	4.9	5.4	5.1		2313/ 8.2	7.3	7.9	E	WAQI
3. WEDR-F (B)	309/ 5.8	7.4	6.9	7.1	6.6	6.8		4025/14.3	14.7	14.8	H	WEDR-F
4. WRTO-F (SP)	262/ 4.9	5.6	5.0	4.9	4.7	7.7		2400/ 8.5	9.9	9.8	E	WRTO-F
5. WHQT-F (B/CHR)	251/ 4.7	3.8	4.7	5.6	3.9	4.7		3557/12.6	12.3	11.8	G	WHQT-F
6. WPOW-F (CHR)	238/ 4.5	4.9	5.9	5.3	4.7	5.2		4467/15.8	16.8	15.9	H	WPOW-F
7. WHYI-F (AC/CHR)	236/ 4.4	3.8	4.5	5.0	4.1	4.4		4049/14.3	14.3	15.0	H	WHYI-F
8. WXDJ-F (SP)	230/ 4.3	4.0	4.7	4.8	4.4	4.5		2773/ 9.8	10.1	10.0	G	WXDJ-F
9. WFLC-F (AC)	201/ 3.8	4.1	4.1	4.2	3.9	4.1		3497/12.4	14.9	13.4	H	WFLC-F
10. WKIS-F (C)	195/ 3.7	4.8	3.8	4.5	3.8	4.2		2640/ 9.3	10.6	9.4	G	WKIS-F
11. WIOD (T/N)	182/ 3.4	3.6	3.0	3.8	3.0	3.5		2660/ 9.4	8.4	7.9	I	WIOD
12. WLVE-F (J)	181/ 3.4	2.4	2.9	2.7	2.7	2.9		2189/ 7.8	7.8	8.5	G	WLVE-F
13. WMXJ-F (O)	161/ 3.0	2.9	3.0	2.6	2.8	2.9		3065/10.9	10.3	10.1	G	WMXJ-F
14. WSHE-F (AOR)	159/ 3.0	3.3	2.9	3.5	3.0	3.2		2898/10.3	11.2	10.3	F	WSHE-F
15. WTMJ-F (CL)	156/ 2.9	2.7	3.1	2.6	3.1	2.8		2304/ 8.2	8.1	8.1	E	WTMJ-F
16. WCMQ (SP)	118/ 2.2	2.8	1.6	1.6	3.0	2.1		1164/ 4.1	4.5	5.0		WCMQ
17. WINZ (N/T)	114/ 2.1	2.2	1.8	2.2	2.1	2.1		2223/ 7.9	8.1	8.0	E	WINZ
18. WZTA-F (CL AOR)	110/ 2.1	2.6	2.8	2.8	2.6	2.6		2534/ 9.0	10.4	9.6	G	WZTA-F
19. WTPX-F (AC)	108/ 2.0	2.5	1.8	2.0	2.9	2.1		1689/ 8.0	7.8	8.0	F	WTPX-F
20. WQBA (SP)	104/ 2.0	2.0	1.7	1.4	1.9	1.8		1129/ 4.0	4.1	5.4	G	WQBA
21. WQAM (SPRST)	98/ 1.8	1.9	1.8	1.5	1.7	1.8		1625/ 5.8	6.1	5.3	C	WQAM
22. WQBA-F (SP)	85/ 1.6	1.7	1.9	1.4	1.3	1.7		1426/ 5.0	6.5	5.3	G	WQBA-F
23. WSUA (SP)	82/ 1.5	1.7	0.9	0.9	1.0	1.3		687/ 2.4	2.4	1.6		WSUA
24. WBGG-F (O-70's)	81/ 1.5	1.8	1.7	1.4	1.6	1.6		1844/ 6.5	7.8	7.5		WBGG-F
25. WFTL (T)	63/ 1.2	0.8	1.2	1.1	1.5	1.1		820/ 2.9	2.4	3.3		WFTL
26. WKAT (?)	57/ 1.1	0.8	0.6	0.6	0.5	0.8		408/ 1.7	1.9	1.2		WKAT
27. WCMQ-F (SP)	54/ 1.0	1.2	2.1	1.9	2.1	1.6		994/ 3.5	4.2	5.6	F	WCMQ-F
28. WAVS (SP)	52/ 1.0	1.0	0.7	1.2	1.1	1.0		619/ 2.2	2.7	2.8		WAVS
29.												
30.												

12+ FM SHARE (METRO): 71.15% (3441 of 4836) (SUM 93: 70.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F<<	1 WEDR-F	1 WEDR-F	1 WRTO-F<	1 WRTO-F	1 WAQI	1 WAQI	1 WLYF-F	1 WLYF-F	1 WEDR-F	1 WEDR-F
2 WEDR-F>>	2 WPOW-F	2 WHQT-F<	2 WHQT-F<	2 WHQT-F<	2 WLYF-F>	2 WRTO-F<	2 WAQI <	2 WAQI	2 WHQT-F	2 WIOD
3 WHQT-F	3 WHYI-F	3 WHYI-F	3 WEDR-F<	3 WEDR-F	3 WRTO-F	3 WLYF-F	3 WRTO-F	3 WEDR-F	3 WAQI	3 WLYF-F
4 WHYI-F	4 WHQT-F	4 WRTO-F	4 WHYI-F	4 WHYI-F	4 WTMJ-F	4 WEDR-F	4 WHYI-F<	4 WHYI-F	4 WPOW-F	4 WHQT-F
5	5 WSHE-F	5 WFLC-F	5 WFLC-F	5 WFLC-F	5 WKIS-F<	5 WHQT-F	5 WFLC-F	5 WPOW-F<	5 WLYF-F	5 WLVE-F
6	6 WFLC-F	6 WPOW-F<	6 WXDJ-F	6 WXDJ-F	6 WIOD	6 WHYI-F	6 WHQT-F	6 WHQT-F	6 WQBA	6 WINZ
7	7 WXDJ-F	7 WXDJ-F	7 WLVE-F	7 WLYF-F	7	7 WIOD	7 WEDR-F	7 WXDJ-F	7 WHYI-F	7 WPOW-F
8	8	8	8 WSHE-F	8 WLVE-F	8	8	8 WXDJ-F	8 WFLC-F	8	8 WQAM
9	9	9	9	9	9	9	9	9	9	9 WQBA
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEDR-F	1 WEDR-F<	1 WEDR-F	1 WHYI-F	1 WRTO-F	1 WEDR-F	1 WPOW-F	1 WSHE-F	1 WEDR-F<	1 WSHE-F<
2 WPOW-F	2 WHYI-F<	2 WHYI-F	2 WHQT-F<	2 WHQT-F<	2 WPOW-F	2 WSHE-F<	2 WPOW-F	2 WSHE-F	2 WRTO-F
3 WHYI-F	3 WHQT-F	3 WHQT-F	3 WEDR-F	3 WHYI-F<	3 WSHE-F	3 WEDR-F>	3 WZTA-F	3 WPOW-F	3 WEDR-F<
4 WHQT-F	4 WPOW-F<	4 WXDJ-F	4 WRTO-F<	4 WEDR-F	4 WHYI-F	4 WZTA-F	4 WEDR-F	4 WHQT-F<	4 WLVE-F<
5 WFLC-F	5 WFLC-F	5 WFLC-F	5 WFLC-F	5 WLYF-F<	5 WXDJ-F	5 WHYI-F	5 WHQT-F	5 WZTA-F<	5 WIOD
6 WTPX-F	6 WXDJ-F>	6 WRTO-F	6 WXDJ-F	6 WFLC-F<	6 WZTA-F	6 WHQT-F<	6 WHYI-F	6 WHYI-F	6 WHQT-F
7 WXDJ-F	7 WRTO-F	7 WPOW-F	7 WLYF-F	7 WXDJ-F	7 WIOD	7 WXDJ-F	7 WFLC-F	7 WFLC-F<	7 WMXJ-F
8	8	8 WLVE-F	8 WPOW-F	8	8	8	8 WRTO-F	8 WLVE-F	8 WFLC-F
9	9	9 WLYF-F	9	9	9 WFLC-F	9	9	9 WRTO-F	9 WZTA-F

MIAMI-FT. LAUDERDALE

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WMRZ	790	S. MIAMI	0.6/2.5
WRBD	1470	POMPANO BEACH	0.7/2.0
WRFM	830	HIALEAH	0.5/1.1
WWE	670	MIAMI	0.8/1.7
WNN	980	POMPANO BEACH	0.4/1.5
WEAT-F	104.3	WEST PALM BEACH	0.6/2.8
WJNO	1230	WEST PALM BEACH	0.4/1.7
WRMF-F	97.9	WEST PALM BEACH	0.7/2.5

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	,	Hispanic	,	\$ 71.00	(Caballero)	Heftel
WAVS,	1170,	5 KW/250 W (DA-N)	,	EZ	,	\$ 44.00	( --- )	
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	,	Hispanic	,	\$ 55.00	(SBS)	SBS
WFTL,	1400,	1 KW	,	Talk	UNISTR, CNN,	\$ 38.00	( --- )	
WINZ,	940,	50 KW/25 KW (DA-N)	,	News/Talk	CBS, CNN,	\$ 71.00	(Katz)	Paxson
WIOD,	610,	10 KW (DA-2)	,	News/Talk	MBS,	\$149.00	(Christal)	Cox
WMRZ,	790,	25 KW (DA-2)	,	Standards	,	\$ 44.00	(Banner)	Jefferson-Pilot
WQAM,	560,	5 KW/1 KW	,	Sports	UNISTR, NBC,	\$ 45.00	(D&R)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	,	Hispanic	,	\$100.00	(Katz Hisp.)	Heftel
WRBD,	1470,	5 KW/2.5 KW (DA-1)	,	Black/Gospel	AURN,	\$ 35.00	( --- )	Rivers
WSUA,	1260,	5 KW	,	Hispanic	,	\$ 38.00	(Lotus)	WKAT owner
WWE,	670,	50 KW/1 KW (DA-2)	,	Hispanic	UPI,	\$ 44.00	( --- )	WRHC owner

FM STATIONS

WBGJ,	105.9,	100 KW @ 1023	,	Oldies - 70's	,	\$ 78.00	(Mc-Guild)	Clear Channel
WCMQ,	92.3,	31 KW @ 617	,	Hispanic	,	\$ 65.00	(SBS)	SBS
WEDR,	99.1,	100 KW @ 918	,	Black	CBS,	\$165.00	(Mc-Guild)	Rivers
WFLC,	97.3,	100 KW @ 800	,	AC	,	\$170.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007	,	Black/CHR	,	\$130.00	(MMR)	Cox
WHYI,	100.7,	100 KW @ 928	,	AC/CHR	,	\$168.00	(Mc-Guild)	Clear Channel
WKIS,	99.9,	100 KW @ 984	,	Country	UNISTR,	\$150.00	(D&R)	Sunshine Wireless
WLVE,	93.9,	100 KW @ 1007	,	Jazz	,	\$172.00	(Katz)	Paxson
WLYF,	101.5,	100 KW @ 810	,	Soft AC	,	\$176.00	(Banner)	Jefferson-Pilot
WMXJ,	102.7,	100 KW @ 1007	,	Oldies	,	\$149.00	(Eastman)	Jefferson-Pilot
WPOW,	96.5,	100 KW @ 1007	,	CHR	SOURCE,	\$170.00	(D&R)	Beasley
WQBA,	107.5,	95 KW @ 1007	,	Hispanic	,	\$100.00	(Katz Hisp.)	Heftel
WRTD,	98.3,	100 KW @ 1407	,	Hispanic	,	\$ 91.00	(Lotus)	Heftel (GOULDS)
WSHE,	103.5,	100 KW @ 1007	,	AOR	,	\$ 99.00	(Torbet)	TK
WTMI,	93.1,	96 KW @ 1007	,	Classical	,	\$102.00	(CMBS)	Marlin
WTPX,	106.7,	100 KW @ 984	,	Spanish AC	,	\$106.00	(D&R)	WDXJ owner (D)
WXDJ,	95.7,	100 KW @ 980	,	Hispanic	,	\$129.00	( --- )	
WZTA,	94.9,	100 KW @ 1007	,	Classic AOR	,	\$125.00	(Katz)	Paxson

Miscellaneous: WAXY-F changes to WBGJ-F and format from Oldies to 70's Oldies (Sep). . . WTPX-F changes to Spanish/AC (Sep). . .



MILWAUKEE

Arbitron Rank/Pop (12+): 28/1,342,000  
 MSA Rank/Pop: 35/1,470,000  
 ADI # 29  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 26/23  
 Diaries: 2078/646:1/52.6%  
 Sample Target: 2045  
 % Below Line: 1.2  
 % Not Listed: 11.5

1993 Revenue: \$46,300,000  
 HH Inc.: \$37,485  
 Retail \$: 12.8 Bil  
 Pop per Station: 58,348  
 #1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WMIL-F (C)	200/ 8.8	8.6	9.4	10.8	7.7	9.4		2502/18.6	17.7	16.5	F	WMIL-F
2. WTMJ (FS)	182/ 8.0	10.7	8.0	8.2	8.5	8.7		2823/21.0	24.8	24.8	H	WTMJ
3. WKTI-F (AC/CHR)	161/ 7.1	6.9	6.8	5.3	5.5	6.5		3076/22.9	20.8	20.0	G	WKTI-F
4. WKLH-F (CL AOR)	157/ 6.9	7.3	6.6	7.0	6.6	7.0		2536/18.9	17.3	18.3	G	WKLH-F
5. WLZR-F (AOR)	150/ 6.6	6.7	6.2	5.9	5.8	6.4		2356/17.6	15.5	15.1	E	WLZR-F
6. WISN (T)	114/ 5.0	5.0	6.7	5.1	7.1	5.5		1659/12.4	11.6	13.7	D	WISN
7. WOKY (ST/FS)	113/ 5.0	4.2	4.5	4.7	6.1	4.6		1439/10.7	9.4	11.7	D	WOKY
WKKV-F (B)	113/ 5.0	4.6	3.9	2.8	3.7	4.1		1516/11.3	11.3	10.4	C	WKKV-F
9. WEZW-F (SAC)	107/ 4.7	4.2	3.6	3.7	4.1	4.1		1351/10.1	10.2	10.4	C	WEZW-F
10. WMYX-F (AC)	105/ 4.6	3.7	3.8	4.6	4.1	4.2		1843/13.7	11.3	11.3	E	WMYX-F
11. WQFM-F (AOR)	90/ 4.0	3.2	3.2	4.0	3.1	3.6		1915/14.3	12.9	13.2	C	WQFM-F
12. WLUM-F (CHR/U)	87/ 3.8	5.1	5.7	5.3	7.5	5.0		2118/15.8	18.6	20.8	E	WLUM-F
13. WZTR-F (O)	76/ 3.3	4.5	3.9	4.6	4.4	4.1		1697/12.6	14.1	15.5	C	WZTR-F
14. WLTQ-F (AC)	75/ 3.3	2.8	3.5	2.6	3.2	3.1		1104/ 8.2	8.1	10.4	D	WLTQ-F
15. WNOV (G/B)	53/ 2.3	1.7	1.9	1.1	2.2	1.8		744/ 5.5	4.6	5.2		WNOV
16. WFMR-F (CL)	49/ 2.2	1.9	3.0	3.1	2.5	2.6		866/ 8.5	5.9	6.0	B	WFMR-F
17. WMCS (B)	41/ 1.8	2.0	1.7	2.0	1.4	1.9		600/ 4.5	4.7	4.2		WMCS
18.												
19.												
20.												

12+ FM SHARE (METRO): 72.14% (1450 of 2010) (SUM 93: 67.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKKV-F	1 WLZR-F	1 WKLH-F<	1 WKLH-F<	1 WMIL-F<	1 WTMJ	1 WLZR-F<	1 WMIL-F	1 WMIL-F	1 WTMJ >	1 WTMJ
2 WLUM-F>	2 WKLH-F<	2 WLZR-F	2 WMIL-F	2 WKLH-F	2 WMIL-F	2 WMIL-F<	2 WKLH-F<	2 WISN <	2 WKKV-F	2 WMIL-F>
3	3 WKTI-F<	3 WMIL-F<	3 WKLH-F	3 WKTI-F	3 WOKY	3 WTMJ	3 WISN	3 WKLH-F	3 WMIL-F	3 WKTI-F
4	4 WMIL-F	4 WKTI-F>	4 WLZR-F	4 WLZR-F	4 WISN <	4 WKTI-F<	4 WKTI-F	4 WLTQ-F	4 WLUM-F	4 WLZR-F
5	5 WQFM-F	5 WMYX-F	5 WMYX-F	5 WMYX-F	5 WEZW-F	5 WKLH-F	5 WEZW-F<	5 WTMJ	5 WLZR-F<	5 WLUM-F<
6	6 WKKV-F	6 WQFM-F	6 WISN	6 WISN	6	6 WOKY	6 WLZR-F	6 WLZR-F	6 WMYX-F	6 WISN
7	7	7 WKKV-F	7	7 WLTQ-F<	7	7 WQFM-F	7	7 WEZW-F	7 WKLH-F	7
8	8	8	8	8 WTMJ	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKTI-F	1 WKTI-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F	1 WLZR-F	1 WLZR-F>	1 WLZR-F	1 WLZR-F	1 WMIL-F
2 WKKV-F	2 WKLH-F	2 WKLH-F	2 WKLH-F<	2 WKLH-F	2 WQFM-F	2 WMIL-F<	2 WMIL-F	2 WKLH-F<	2 WKLH-F
WQFM-F	3 WKKV-F	3 WKKV-F	3 WMIL-F	3 WMIL-F	3 WKLH-F	3 WKLH-F	3 WKLH-F	3 WMIL-F>	3 WLZR-F
4 WLUM-F	4 WLZR-F	4 WLZR-F	4 WMYX-F<	4 WLTQ-F	4 WKTI-F	4 WQFM-F>	4 WISN	4 WISN	4 WISN >
5 WLZR-F	5 WMIL-F	5 WMIL-F	5 WLTQ-F	5 WMYX-F	5 WKKV-F	5 WKTI-F	5 WQFM-F	5 WQFM-F	5 WMYX-F<
6 WMIL-F	6 WLUM-F	6 WMYX-F	6 WLZR-F	6 WEZW-F	6	6 WISN	6 WTMJ	6 WKTI-F	6 WTMJ
7	7 WMYX-F	7	7 WLUM-F	7 WKKV-F	7	7 WTMJ	7 WKTI-F	7 WTMJ	7 WKTI-F
8	8 WQFM-F	8	8	8	8	8	8	8	8 WZTR-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WBWI-F	92.5	WEST BEND	1.1/3.1
WEMP	1250	MILWAUKEE	1.1/3.0
WHKQ-F	92.1	RACINE	0.8/2.5
WRJN	1400	RACINE	0.7/2.1
WTKM-F	104.9	HARTFORD	0.8/1.9
WYLO	540	JACKSON	0.3/1.0
WGN	720	CHICAGO	0.5/2.1
WIIL-F	95.1	KENOSHA	0.4/2.1
WKQX-F	101.1	CHICAGO	0.3/0.7

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, Oldies	UNISTR, CBS , \$	NA (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, Talk	ABC, MBS , \$	61.00 (Katz)	Hearst
WMCS, 1290, 5 KW (DA-2)	, Black	UNISTR, CBS , \$	27.00 (Banner)	All Pro
WNOV, 860, 250 W (DAYS)	, Black/Gospel	AURN , \$	21.00 ( --- )	
WOKY, 920, 5 KW/1 KW (DA-2)	, Standards/FS	MBS, CNN , \$	55.00 (MMR)	Sundance
WTMJ, 620, 5 KW (DA-N)	, Full Service	TALKNT, CBS , \$	121.00 (Christal)	Journal Co.

FM STATIONS

WEZW, 103.7, 20 KW @ 840,	Soft AC	ABC, MBS , \$	46.00 (Banner)	Heritage	
WFMR, 98.3, 6 KW @ 328,	Classical	NBC , \$	35.00 (CMBS)		(MENOMONEE FALLS)
WKKV, 100.7, 50 KW @ 500,	Urban	UNISTR , \$	37.00 (Torbet)		(RACINE)
WKLH, 96.5, 20 KW @ 810,	Classic AOR		142.00 (Mc-Guild)	Saga	
WXTI, 94.5, 16 KW @ 909,	AC/CHR	ABC , \$	130.00 (Christal)	Journal Co.	
WLTQ, 97.3, 16 KW @ 912,	AC	ABC , \$	59.00 (Katz)	Hearst	
WLUM, 102.1, 50 KW @ 489,	CHR/Urban	Source , \$	75.00 (Banner)	All Pro	
WLZR, 102.9, 50 KW @ 430,	AOR	ABC , \$	81.00 (Eastman)	Saga	
WMIL, 106.1, 13 KW @ 974,	Country		114.00 (MMR)	Sundance	
WMYX, 99.1, 50 KW @ 449,	AC	CBS , \$	92.00 (Eastman)	Heritage	
WQFM, 93.3, 13 KW @ 991,	AOR	ABC , \$	40.00 (MMR)	Shamrock-Lynette	
WZTR, 95.7, 34 KW @ 610,	Oldies		50.00 (Banner)	Shockley	

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,120,500  
 MSA Rank/Pop: 12/2,700,000  
 ADI # 13  
 Average Person Ratings: 16.8  
 Market TSL: 22.00 Hours

Stations: 26/24  
 Diaries: 2471/ 858:1/57.4%  
 Sample Target: 2470  
 % Below Line: 0.7  
 % Not Listed: 15.4

1993 Revenue: \$87,500,000  
 HH Inc.: \$39,282  
 Retail \$: 23.5 Bil  
 Pop per Station: 88,354  
 #1 Biller: WCCO \$23,700,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KQRS-AF (AOR/CL)	469/13.1	10.5	12.2	9.7	10.0	11.4		5998/28.3	27.1	28.0	I	KQRS-AF
2. WCCO (FS)	450/12.6	12.9	12.7	13.4	15.2	12.9		6361/30.0	31.7	33.7	K	WCCO
3. KEGE-F (AOR-NR)	231/ 6.5	5.3	4.2	3.6	5.6	4.9		3526/16.6	16.3	14.0		KEGE-F
4. KDWB-F (CHR)	221/ 6.2	6.8	7.2	6.9	7.3	6.8		4277/20.2	23.0	21.2	G	KDWB-F
5. WLTE-F (SAC)	204/ 5.7	6.4	7.1	7.2	6.7	6.6		3691/17.4	18.9	18.5	H	WLTE-F
6. KSTP-F (AC)	198/ 5.5	7.7	6.9	6.8	7.1	6.7		4338/20.5	23.1	21.3	H	KSTP-F
7. KQQL-F (O)	193/ 5.4	5.2	4.5	6.2	4.5	5.3		3454/16.3	17.0	15.0	G	KQQL-F
8. KEEY-F (C)	179/ 5.0	5.5	5.8	6.7	6.9	5.8		3337/15.7	14.5	17.7	I	KEEY-F
9. WBOB-F (C)	166/ 4.6	4.1	5.4	4.3	3.9	4.6		3074/14.5	13.6	11.8	B	WBOB-F
10. KSTP (N/T)	165/ 4.6	5.1	4.7	5.4	4.3	5.0		2582/12.2	12.6	11.2	E	KSTP
11. KTCZ-F (AOR-P)	139/ 3.9	4.0	3.9	4.3	6.0	4.0		2280/10.8	12.2	14.4	F	KTCZ-F
12. KJJO-F (C)	125/ 3.5	3.3	1.7	1.8	2.6	2.6		1855/ 8.7	8.3	8.4	C	KJJO-F
13. KLBB-AA (ST)	81/ 2.3	1.9	1.9	1.9	1.6	2.0		1062/ 5.0	5.3	4.6	B	KLBB-AA
14. KFAN (SPRST)	60/ 1.7	1.5	1.6	2.3	1.3	1.8		1560/ 7.4	5.3	4.5	C	KFAN
15. KREV-FF (AOR)	42/ 1.2	0.5	---	---	---	---		708/ 3.3	2.1	---		KREV-FF

12+ FM SHARE (METRO): 73.63% (2223 of 3019) (SUM 93: 72.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO >>	1 KQRS-AF	1 KQRS-AF>	1 WCCO <	1 WCCO >	1 WCCO >
2 KEGE-F	2 KEGE-F>	2 KEGE-F	2 KQQL-F	2 WCCO	2 KQQL-F	2 WCCO >>	2 KEGE-F	2 KQRS-AF>	2 KQRS-AF	2 KQRS-F>
3 KQRS-AF	3 KDWB-F	3 KSTP-F	3 KSTP-F	3 KQQL-F	3 WLTE-F<	3 KDWB-F	WLTE-F<	3 KEGE-F	3 KDWB-F<	3 WLTE-F
4 WBOB-F	4 KSTP-F<	4 KQQL-F	4 WLTE-F	4 KSTP-F<	4 KSTP <	4 WLTE-F	4 WCCO	4 KSTP-F<	4 KEGE-F	4 KSTP-F
5	5 WBOB-F	5 KDWB-F<	KTCZ-F<	5 WLTE-F	5 KQRS-AF	5 KEEY-F	5 KSTP	5 KDWB-F<	5 KQQL-F	5 KQQL-F
6	6 KEEY-F	6 WLTE-F	6 WCCO	6 KTCZ-F	6	KSTP-F	6 KDWB-F	6 KQQL-F	6 KSTP-F	KDWB-F
7	7 WLTE-F	7 KEEY-F<	7 KEGE-F	7 KEEY-F	7	7	KSTP-F<	7 WLTE-F	7	KSTP
8	8	8	8	KEGE-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F	1 KQRS-AF<	1 KQRS-AF	1 KQRS-AF<	1 WLTE-F<	1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF>>
2 KEGE-F	2 KDWB-F	2 KDWB-F	2 KSTP-F<	2 KSTP-F	2 KEGE-F	2 KEGE-F>>	2 KEGE-F	2 KEGE-F>	2 WCCO
KQRS-AF	3 KEGE-F<	3 KSTP-F	3 KDWB-F<	3 KQRS-AF<	3 KDWB-F	3	3 KSTP-F	3 KQQL-F	3 KQQL-F
4 WBOB-F	4 KSTP-F	4 KEGE-F	4 WLTE-F	4 KQQL-F	4 WBOB-F	4	4 KTCZ-F	4 KTCZ-F	4 KEGE-F
5 KEEY-F	5 KEEY-F<	5 KEEY-F	5 KEEY-F<	WCCO	5 KSTP	5	5 WBOB-F	5 KSTP <	KTCZ-F
6 KSTP-F	6 WBOB-F	6 WLTE-F	6 KQQL-F<	6 KEEY-F	6 KSTP-F	6	6 KREV-FF	6 KSTP-F	6 KSTP
7 WLTE-F	7 WLTE-F	7 WBOB-F	7 WBOB-F	7 KDWB-F	KFAN	7	7 KJJO-F	7	7 KSTP-F
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCFE-F	105.7	EDEN PRAIRIE	0.7/2.0
KJJO	950	ST. LOUIS PARK	0.1/0.9
WCTS	1030	MAPLEWOOD	0.3/0.7
WIMN	1220	STILLWATER	0.6/1.3
WIXK-AF	107.1	NEW RICHMOND	0.4/1.4
KNXR-F	97.5	ROCHESTER	0.4/0.6
WWJO-F	98.1	ST. CLOUD	0.3/0.9

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KFAN, 1130, 50 KW/25 KW (DA-2), Sports	MBS, \$ 40.00 (Christal)	Shamrock
KLBB, 1400, 1 KW, Standards	UNISTR, ABC, \$ 29.00 ( --- )	
KSTP, 1500, 50 KW (DA-N), Talk	TALKNT, ABC, \$ 74.00 (Mc-Guild)	Hubbard
WCCO, 830, 50 KW, Full Service	UNISTR, CBS, \$ 310.00 (CBS)	CBS
WDGY, 630, 5 KW/500 W (DA-2), Country	, \$ 27.00 ( --- )	

FM STATIONS

KDWB, 101.3, 100 KW @ 1033, CHR	, \$ 149.00 (Banner)	Midcontinent
KEEY, 102.1, 100 KW @ 1033, Country	, \$ 241.00 (Christal)	Shamrock
KJJO, 104.1, 100 KW @ 1069, Country	ABC, \$ 55.00 (MMR)	Park
KQQL, 107.9, 97 KW @ 1089, Oldies	, \$ 127.00 (D&R)	Colfax
KQRS, 92.5, 100 KW @ 1033, Classic AOR	ABC, \$ 255.00 (Katz)	Cap Cities/ABC
KEGE, 93.7, 100 KW @ 820, AOR-NR	Source, \$ 96.00 (D&R)	Cap Cities/ABC
KSTP, 94.5, 100 KW @ 1220, AC	, \$ 178.00 (Mc-Guild)	Hubbard
KTCZ, 97.1, 100 KW @ 1033, Prog. AOR	, \$ 100.00 (MMR)	Chancellor
WBOB, 100.3, 100 KW @ 922, Country	, \$ 60.00 (D & R)	Colfax
WLTE, 102.9, 100 KW @ 1033, Soft AC	, \$ 198.00 (CBS)	CBS

MOBILE

Arbitron Rank/Pop (12+): 90/405,300  
 MSA Rank/Pop: 99/497,000  
 Average Person Ratings: 15.9  
 Market TSL: 21.25 hours

Stations: 24/20  
 Diaries: 1035/392:1/45.5%  
 Sample Target: 990  
 % Below Line: 14.1  
 % Not Listed: 11.9

1993 Revenue: \$11,700,000  
 HH Inc.: \$26,898  
 Retail \$: 3.7 Bil  
 Pop per Station: 20,265  
 #1 Biller: WKSJ-AF \$3,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WBLX-F (B)	83/12.8	15.3	9.8	10.9	13.1	12.2		786/19.4	21.9	20.9	D	WBLX-F
2. WKSJ-F (C)	76/11.8	13.3	15.8	10.4	13.4	12.8		1111/27.4	29.1	26.2	E	WKSJ-F
3. WDLT-F (B/AC)	44/ 6.8	6.8	3.1	0.9	0.4	4.4		481/11.9	11.2	3.0		WDLT-F
4. WABB-F (CHR)	43/ 6.7	6.1	6.6	6.3	7.4	6.4		763/18.8	19.8	20.1	C	WABB-F
5. WWRO-F (O)	41/ 6.3	6.8	5.6	5.4	7.3	6.0		644/15.9	16.0	13.7		WWRO-F
6. WGOK (B/G)	37/ 5.7	3.5	4.6	5.7	3.8	4.9		416/10.3	8.6	9.5	A	WGOK
WMXC-F (AC)	37/ 5.7	4.9	5.6	5.1	4.9	5.3		533/13.2	15.0	16.0		WMXC-F
8. WNTM (N/T)	33/ 5.1	5.5	8.1	7.5	7.3	6.6		436/10.8	11.9	14.1		WNTM
9. WGCK-F (AOR)	31/ 4.8	6.1	7.7	4.6	8.0	5.7		464/11.4	14.2	15.6	B	WGCK-F
WAVH-F (O)	31/ 4.8	4.8	4.1	5.8	5.8	4.9		450/11.1	14.6	15.6	C	WAVH-F
11. WXBM-F (C)	25/ 3.9	4.9	5.0	4.7	3.9	4.6		335/ 8.3	10.7	9.3		WXBM-F
12. WMEZ-F (SAC)	21/ 3.3	1.0	1.3	2.0	1.7	1.9		260/ 6.4	4.1	5.9		WMEZ-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.90% (466 of 569) (SUM 93: 83.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F<	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WKSJ-F>	1 WKSJ-F>	1 WBLX-F<	1 WBLX-F	1 WBLX-F>>	1 WKSJ-F>
2 WABB-F>>	2 WWRO-F	2 WKSJ-F	2 WDLT-F<	2 WDLT-F<	2 WNTM	2 WBLX-F>	2 WKSJ-F	2 WKSJ-F>	2 WABB-F	2 WBLX-F
3	3 WKSJ-F<	3 WWRO-F	3 WWRO-F<	3 WKSJ-F	3 WGOK	3 WNTM <	3 WNTM	3 WWRO-F	3 WKSJ-F	3 WMEZ-F
4	4 WGCK-F	4 WDLT-F	4 WKSJ-F	4 WWRO-F	4 WAVH-F	4 WMXC-F<	4 WMXC-F<	4 WABB-F	4 WDLT-F	4
5	5 WMXC-F	5 WMXC-F<	5 WMXC-F	5 WMXC-F<	5 WBLX-F	5 WWRO-F<	5 WWRO-F	5 WDLT-F	5	5
6	6 WDLT-F<	6 WGCK-F	6	6 WAVH-F	6	6 WDLT-F	6	6	6	6
7	7 WABB-F	7	7	7	7	7 WABB-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WWRO-F	1 WBLX-F	1 WBLX-F<
2 WKSJ-F	2 WWRO-F	2 WWRO-F	2 WKSJ-F	2 WKSJ-F	2 WGCK-F	2 WWRO-F	2 WBLX-F	2 WWRO-F	2 WWRO-F
3 WWRO-F	3 WKSJ-F	3 WDLT-F	3 WMXC-F	3 WMXC-F	3 WABB-F	3 WDLT-F	3 WGCK-F	3 WGCK-F	3 WDLT-F
4	4 WABB-F	4 WMXC-F	4 WDLT-F	4 WDLT-F	4 WKSJ-F	4 WKSJ-F	4 WGCK-F	4 WKSJ-F	4 WKSJ-F
5	5 WMXC-F	5	5 WWRO-F	5 WGOK	5	5 WDLT-F	5	5	5
6	6 WDLT-F	6	6	6	6	6 WMXC-F	6	6	6
7	7	7	7	7	7	7 WZEW-F	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WABF	1220	FAIRHOPE	1.1/1.7
WBHY	840	MOBILE	0.9/2.2
WBLX	660	FAIRHOPE	0.6/2.3
WFMI-F	106.5	BAY MINNETTE	0.6/3.8
WHEP	1310	FOLEY	0.5/1.2
WLTV	1410	MOBILE	1.4/3.4
WMOB	1360	MOBILE	0.6/1.9
WNXP-F	105.5	BAY MINNETTE	0.8/2.2
WZBA-F	104.9	MOSS POINT, MS	0.6/4.5
WOWW-F	107.3	PENSACOLA	0.6/3.8

MOBILE

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RADIO STATIONS

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WABB	,	1480,	5 KW (DA-N)	,	Talk	NBC, ABC,	\$11.00	(Christal)	
WBLX	,	660,	22 KW/0.9KW (DA-2)	,	Black		\$13.00	( --- )	Calendar
WGOK	,	900,	1 KW/500 W (DA-2)	,	Black	AURN,	\$16.00	(Roslin)	
WKRK	,	710,	1 KW/500 W (DA-N)	,	News/Talk	CBS, MBS,	\$28.00	(Katz)	Johnson
WLTV	,	1410,	5 KW (DA-N)	,	Gospel		\$15.00	( --- )	
WMOB	,	1360,	5 KW (DAYS)	,	Religion		\$11.00	( --- )	
WABB-F,		97.5,	100 KW @ 1348	,	CHR	ABC,	\$38.00	(Christal)	
WAVH-F,		96.1,	100 KW @ 1342	,	Oldies	UNISTR,	\$40.00	(Banner)	Pourtales
WBLX-F,		92.9,	100 KW @ 1555	,	Black	UNISTR, ABC,	\$51.00	(D & R)	Calendar
WDLT-F,		98.3,	40 KW @ 298	,	Black AC	UNISTR,	\$ NA	(Torbet)	(CHICKASAW)
WDWG-F,		104.1,	100 KW @ 1555	,	Country	UNISTR, ABC,	\$32.00	(Eastman)	Johnson (ATMORE)
WMXC-F,		99.9,	100 KW @ 1755	,	AC	MBS,	\$30.00	(Katz)	
WKSJ-F,		94.9,	100 KW @ 410	,	Country	ABC,	\$75.00	(Banner)	Pourtales
WZBA-F,		104.9,	33 KW @ 600	,	Country		\$ NA	( --- )	(MOSS POINT)
WGCV-F,		92.1,	14 KW @ 449	,	AOR	CNN,	\$20.00	(Torbet)	Johnson

OTHER RANKED STATIONS - See Pensacola

Miscellaneous: WKRG changes to WNTM (Sep). . . WKRG-F changed to WMXC-F (Sep) . . . After the summer book, in late September, WGCV-F changed to WDWG-F and format from AOR to Country. . . WZEW-F then flipped to the WGCV-F calls. . . WKRG A/F sold to Ken Johnson for \$4,460,000 (Blackburn). . . WGCV-F (Atmore) sold to Ken Johnson (D) for \$3,300,000 (Blackburn). . .

NASHVILLE

Arbitron Rank/Pop (12+): 46/864,000  
 MSA Rank/Pop: 51/1,040,000  
 ADI # 33  
 Average Person Ratings: 15.9  
 Market TSL: 21.00 hours

Stations: 24/22  
 Diaries: 1542/560:1/49.4%  
 Sample Target: 1430  
 % Below Line: 3.3  
 % Not Listed: 11.7

1993 Revenue: \$37,200,000  
 HH Inc.: \$34,418  
 Retail \$: 10.0 Bil  
 Pop per Station: 39,273  
 #1 Biller: WSIX-F \$6,400,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WSIX-F (C)	204/14.8	18.6	14.7	18.4	13.9	16.6		2392/27.7	30.5	25.9	G	WSIX-F
2. WSM -F (C)	171/12.4	10.6	14.0	11.3	12.7	12.1		2269/26.3	23.7	24.0	G	WSM -F
3. WQQK-F (B)	100/ 7.3	8.6	8.2	7.3	8.9	7.9		1065/12.3	14.0	13.9	D	WQQK-F
4. WJXA-F (SAC)	87/ 6.3	5.7	4.9	5.3	4.7	5.6		1096/12.7	13.7	14.1		WJXA-F
5. WKDF-F (AOR)	82/ 6.0	5.6	6.0	5.8	6.8	5.9		1281/14.8	13.3	16.8	F	WKDF-F
6. WYHY-F (CHR)	70/ 5.1	6.0	7.9	5.4	5.7	6.1		1557/18.0	20.2	19.1	E	WYHY-F
7. WGFY-F (O-70's)	67/ 4.9	6.3	4.4	3.8	3.6	4.9		1399/16.2	18.0	14.0	C	WGFY-F
8. WRMX-F (O)	61/ 4.4	3.8	3.4	2.8	4.7	3.6		1112/12.9	10.0	13.0	C	WRMX-F
9. WLAC (N/T)	59/ 4.3	3.7	4.4	3.6	3.9	4.0		895/10.4	8.9	10.5	D	WLAC
10. WLAC-F (AC)	55/ 4.0	5.3	5.5	5.9	6.1	5.2		1259/14.6	15.7	16.6	D	WLAC-F
11. WJCE-F (C)	40/ 2.9	2.2	2.0	2.0	1.3	2.3		511/ 5.9	7.2	5.6		WJCE-F
12. WSM (C/FS)	36/ 2.6	2.2	3.0	3.3	2.4	2.8		568/ 6.6	7.4	5.8	C	WSM
13. WRLT-F (AOR-NR)	29/ 2.1	2.0	2.3	3.5	3.2	2.5		494/ 5.7	6.4	8.1	C	WRLT-F
WWTN-F (T)	29/ 2.1	1.7	1.5	1.8	1.2	1.8		475/ 5.5	3.4	5.4		WWTN-F
15. WAMB (ST)	25/ 1.8	1.9	1.2	0.5	1.3	1.4		366/ 4.2	3.3	4.0		WAMB
16. WVOL (B)	19/ 1.4	2.1	1.6	2.7	2.4	2.0		362/ 4.2	4.9	5.1		WVOL
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 87.14% (1057 of 1213) (SUM 93: 83.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQQK-F	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WQQK-F	1 WSIX-F<
WYHY-F	2 WSM -F	2 WSM -F>	2 WSM -F	2 WSM -F	2 WSM -F>	2 WSM -F>	2 WSM -F	2 WSM -F>	2 WSM -F	2 WSM -F
3 WSIX-F>	3 WKDF-F	3 WQQK-F<	3 WQQK-F<	3 WJXA-F	3 WJXA-F	3 WKDF-F	3 WLAC	3 WQQK-F<	3 WSIX-F>	3 WQQK-F<
4	4 WQQK-F>	4 WKDF-F	4 WRMX-F	4 WGFY-F	4 WRMX-F	4 WJXA-F<	4 WJXA-F	4 WJXA-F	4 WYHY-F<	4 WLAC-F
5	5 WGFY-F<	5 WGFY-F	5 WGFY-F<	5 WRMX-F<	5 WLAC	5 WQQK-F<	5 WKDF-F	5 WKDF-F	5 WJXA-F	5 WKDF-F
6	6 WYHY-F	6 WRMX-F<	6 WJXA-F<	6 WQQK-F	6	6 WYHY-F	6 WQQK-F	6	6	6
7	7	7 WLAC-F	7 WKDF-F	7 WKDF-F	7	7	7	7	7	7
8	8	WJXA-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSM -F	1 WSIX-F<	1 WSIX-F	1 WSIX-F	1 WSIX-F>	1 WSM -F	1 WKDF-F<	1 WKDF-F	1 WSIX-F>	1 WSIX-F>
2 WQQK-F	2 WSM -F>	2 WSM -F	2 WSM -F>	2 WSM -F	2 WKDF-F	2 WSIX-F	2 WSIX-F	2 WKDF-F<	2 WSM -F
WSIX-F	3 WQQK-F	3 WLAC-F	3 WJXA-F	3 WJXA-F	3 WSIX-F	3 WSM -F>	3 WQQK-F	3 WSM -F	3 WGFY-F<
4 WYHY-F	4 WYHY-F	WQQK-F	WLAC-F	4 WLAC-F	4 WQQK-F	4 WQQK-F	4 WGFY-F	4 WGFY-F<	4 WJXA-F<
5 WKDF-F	WJCE-F	5 WRLT-F	WQQK-F	5 WRMX-F	5 WGFY-F	5 WGFY-F	WSM -F	5 WQQK-F	5 WKDF-F
6	6 WLAC-F	6	6 WYHY-F	6 WJCE-F	6	6	WYHY-F	6	6 WQQK-F<
7	7 WKDF-F	7	7 WRMX-F	WQQK-F	7	7	7 WLAC-F	7	7 WRMX-F
				WYHY-F					

NASHVILLE

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WENO	760	NASHVILLE	1.3/2.2
WGNS	1450	MURPHREESBORO	0.4/1.3
WKDA	1240	NASHVILLE	0.7/3.4
WMDB	880	NASHVILLE	0.7/2.0
WQZQ-F	102.5	DICKSON	0.5/1.6
WRLG-F	94.1	SMYRNA	0.6/1.8
WYCO-F	102.9	SHELBYVILLE	1.2/4.7
WVVR-F	100.3	HOPKINSVILLE, KY	0.4/0.7

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), Standards	MBS, \$ 19.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), Talk/News/Relig	CBS, \$ 51.00 (Banner)	Keymarket
WMDB, 880, 2.5 KW (DAYS,DA), Black	, \$ 19.00 (---)	
WSM, 650, 50 KW, Country/FS	NBC, \$ 43.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), Black	SMN, \$ 25.00 (MMR)	

FM STATIONS

WGFX, 104.5, 49 KW @ 1312, Oldies - 70's	Source, \$ 42.00 (Katz)	Dick
WKDF, 103.3, 100 KW @ 1233, AOR	ABC, \$ 100.00 (Katz)	Dick
WLAC, 105.9, 100 KW @ 1233, AC	, \$ 60.00 (Banner)	Keymarket
WQOK, 92.1, 3 KW @ 462, Black	, \$ 46.00 (Torbet)	(HENDERSON.)
WRLT, 100.1, 0.2 KW @ 1181, New Rock	, \$ 30.00 (Dora)	(FRANKLIN)
WRMX, 96.3, 100 KW @ 810, Oldies	, \$ 43.00 (---)	So. Central (MURFREES.)
WSIX, 97.9, 100 KW @ 1138, Country	ABC, \$ 150.00 (Mc-Guild)	SFX
WSM, 95.5, 100 KW @ 1279, Country	, \$ 132.00 (Christal)	Gaylord
WWTN, 99.7, 100 KW @ 1296, Talk	MBS, CBS, \$ 23.00 (Mc-Guild)	(MANCHESTER)
WYCO, 102.9, 100 KW @ 810, Country	, \$ 22.00 (K & P)	Cromwell (SHELBYVILLE)
WYHY, 107.5, 58 KW @ 1233, CHR	, \$ 85.00 (Eastman)	SFX (LEBANON)
WJXA, 92.9, 100 KW @ 1053, Soft AC	, \$ 75.00 (D & R)	So. Central
WJCE, 101.1, 47 KW @ 1289, Country	ABC, \$ 47.00 (---)	Keymarket (RUSSELLVILLE, KY)

Miscellaneous: WBVR-F changes calls to WJCE-F (July). . .



NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,249,400  
 MSA Rank/Pop: 13/2,670,000  
 New York ADI  
 Average Person Ratings: 18.0  
 Market TSL: 23.25 hours

Stations: 40/12  
 Diaries: 2644/851:1/49.3%  
 Sample Target: 2500  
 % Below Line: NA  
 % Not Listed: NA

1993 Revenue: \$33,200,000  
 HH Inc.: \$55,732  
 Retail \$: 27.5 Bil  
 Pop per Station: NA  
 #1 Biller: WALK-AF \$7,700,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WALK-F (AC)	216/ 5.3	6.6	6.5	5.1	5.6	5.9		3244/14.4	15.1	13.9	H	WALK-F
2. WBLI-F (AC/CHR)	161/ 4.0	3.8	3.5	3.9	4.7	3.8		2574/11.4	12.1	13.5	G	WBLI-F
3. WHLI (ST)	156/ 3.9	3.2	2.9	4.0	2.6	3.5		1072/ 4.8	4.6	4.1	B	WHLI
4. WBAB-F (AOR)	152/ 3.8	3.5	4.1	5.1	5.4	4.1		2781/12.4	11.8	14.2	G	WBAB-F
5. WYNY-F (C)	121/ 3.0	2.1	3.1	2.9	2.5	2.8		1538/ 6.8	6.5	7.5		WYNY-F
6. WKJY-F (AC)	120/ 3.0	3.0	3.7	3.9	2.8	3.4		1817/ 8.1	7.3	7.9	E	WKJY-F
7. WBZO-F (O)	96/ 2.4	2.6	1.6	1.4	1.6	2.0		1621/ 7.2	6.3	3.7		WBZO-F
8. WDRE-F (AOR-NR)	78/ 1.9	2.3	1.7	2.1	2.1	2.0		1533/ 6.8	7.3	6.3	D	WDRE-F
9. WRCN-F (AOR)	74/ 1.8	2.3	2.5	3.4	2.6	2.5		1329/ 5.9	NA	NA	C	WRCN-F
10. WGSN (ST)	18/ 0.4	1.4	1.8	2.0	1.5	1.4		372/ 1.7	2.9	2.2	B	WGSN
11. WLNG-F (O)	12/ 0.3	0.4	0.5	---	0.3	---		228/ 1.0	1.1	0.7		WLNG-F
12.												
13.												
14.												
15.												

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WALK-F	1 WBAB-F>	1 WBAB-F	1 WBLI-F<	1 WBLI-F<	1 WHLI <	1 WALK-F>	1 WALK-F	1 WALK-F	1 WBAB-F>	1 WALK-F
2 WBAB-F	2 WALK-F	2 WALK-F	2 WALK-F<	2 WALK-F	2 WALK-F>	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WYNY-F	2 WBZO-F
3 WBLI-F	3 WDRE-F	3 WBLI-F	3 WBAB-F	3 WBAB-F	3 WBLI-F	3 WHLI	3 WBAB-F	3 WBAB-F	3 WALK-F	3 WYNY-F
4 WDRE-F	4 WKJY-F<	4 WKJY-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WBAB-F	4 WBAB-F	4 WYNY-F	4 WBLI-F	4 WBAB-F
5	5 WBLI-F	5 WBZO-F	5 WBLI-F	5 WBZO-F	5 WBZO-F	5 WYNY-F	5 WHLI	5 WKJY-F	5 WDRE-F	5 WBLI-F
6	6 WRCN-F	6	6	6	6 WKJY-F	6	6	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F	1 WBAB-F	1 WBLI-F	1 WALK-F	1 WBLI-F		1 WBAB-F	1 WBAB-F>	1 WBAB-F	1 WBAB-F>	1 WBAB-F>
2 WALK-F	2 WALK-F<	2 WBAB-F	2 WBLI-F>	2 WALK-F>		2 WRCN-F	2 WDRE-F	2 WDRE-F	2 WALK-F	2 WALK-F
3 WKJY-F	3 WBLI-F	3 WALK-F	3 WKJY-F<	3 WKJY-F<		3 WDRE-F	3 WRCN-F	3 WKJY-F	3 WDRE-F	3 WBLI-F<
4 WBLI-F	4 WKJY-F	4 WBZO-F	4 WBAB-F	4 WBZO-F		4 WALK-F	4 WALK-F	4 WALK-F	4 WKJY-F	4 WKJY-F
5	5	5 WKJY-F	5 WBZO-F	5 WYNY-F		5 WBLI-F	5 WKJY-F	5 WRCN-F	5 WRCN-F	5 WBZO-F
6	6	6	6	6		6	6	6	6	6 WDRE-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

SEE NEW YORK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

WABC 4.3/10.2	WHTZ-F 5.5/20.3	WPLJ-F 5.4/15.2
WADO 0.3/ 0.8	WINS 2.4/12.5	WQCD-F 3.0/ 6.9
WAXQ-F 2.1/ 6.6	WLTW-F 2.5/ 7.9	WQEW 1.2/ 3.2
WBLS-F 1.9/ 5.0	WMXV-F 1.9/ 8.2	WQHT-F 2.3/ 8.4
WCBS 3.7/15.7	WNEW-F 1.9/ 8.1	WQXR-F 2.4/ 5.9
WCBS-F 4.5/13.4	WOR 2.5/ 7.3	WRKS-F 1.7/ 6.0
WFAN 3.4/11.9	WPAT-F 1.8/ 5.5	WSKQ-F 0.8/ 1.6
WFME-F 0.4/ 0.7		WXRK-F 4.1/14.1
WEZN-F 99.9	BRIDGEPORT	0.8/ 5.2
WKCI-F 101.3	HAMDEN	0.4/ 1.8
WKHL-F 96.7	STAMFORD	0.3/ 1.8
WPLR-F 99.1	NEW HAVEN	0.6/ 1.7
WWYZ-F 92.5	WATERBURY	0.3/ 1.2

NASSAU-SUFFOLK

RADIO STATIONS

WGSM ,	740,	25 KW (DAYS, DA) ,	Standards	UNISTR, \$ 41.00 (MMR)	Gary Starr
WHLI ,	1100,	10 KW (DAYS, DA) ,	Standards	, \$ 41.00 (Katz)	Barnstable
WALK-F,	97.5,	39 KW @ 554 ,	AC	, \$180.00 (D&R)	Chancellor
WBAB-F,	102.3,	3 KW @ 269 ,	AOR	, \$150.00 (MMR)	Liberty
WBAZ-F,	101.7,	5.5 KW @ 341 ,	Soft AC	UNISTR, CNN, \$ 35.00 (Eastman)	
WBLI-F,	106.1,	25 KW @ 492 ,	AC/CHR	, \$160.00 (Katz)	Liberty
WBZO-F,	103.1,	3 KW @ 285 ,	Oldies	, \$ 40.00 ( --- )	
WDRE-F,	92.7,	1 KW @ 522 ,	New Rock	, \$ 65.00 (Roslin)	Jarad
WKJY-F,	98.3,	3 KW @ 328 ,	AC	, \$ 85.00 (Katz)	Barnstable
WMJC-F,	94.3,	3 KW @ 298 ,	AOR	, \$ 47.00 (MMR)	Gary Starr
WRCN-F,	103.9,	1.5 KW @ 466 ,	AOR	, \$ 36.00 (Mc-Guild)	Gary Starr

Other Stations - See New York

Miscellaneous: WRCN-F and WMJC-F were simulcasted during this book. The format is AOR. . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
*	? - Others or Unknown
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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

Arbitron Rank/Pop (12+): 39/1,024,400  
 MSA Rank/Pop: 41/1,310,000  
 AD1 # 40  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 24/23  
 Diaries: 2134/480:1/45.8%  
 Sample Target: 1900  
 % Below Line: 0.6  
 % Not Listed: 10.7

1993 Revenue: \$34,400,000  
 HH Inc.: \$29,798  
 Retail \$: 11.2 Bil  
 Pop per Station: 44,539  
 #1 Biller: WWL \$8,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WQUE-F (B)	234/13.7	12.4	11.5	12.2	12.2	12.5		2501/24.4	21.6	22.3	E	WQUE-F
2. WYLD-F (B)	163/ 9.5	9.1	7.6	9.1	8.7	8.8		2173/21.2	18.6	21.4	D	WYLD-F
3. WNOE-AF (C)	154/ 9.0	9.0	8.2	9.6	9.6	9.0		1991/19.4	18.9	19.1	F	WNOE-AF
4. WWL (N/T)	143/ 8.4	8.4	8.2	10.1	9.5	8.8		1917/18.7	19.2	21.1	H	WWL
5. WEZB-F (CHR)	99/ 5.8	5.9	6.9	6.7	6.4	6.3		2027/19.8	20.0	20.7	E	WEZB-F
6. WLMG-F (SAC)	93/ 5.4	4.3	6.4	7.3	5.0	5.9		1319/12.9	14.7	15.0	F	WLMG-F
7. WLTS-F (AC)	91/ 5.3	5.6	5.5	4.4	4.8	5.2		1313/12.8	14.2	11.7	D	WLTS-F
8. WTKL-F (O)	87/ 5.1	4.5	3.3	3.3	3.3	4.1		1205/11.8	10.2	10.8	C	WTKL-F
9. KMEZ-F (B/AC)	74/ 4.3	3.8	5.2	4.5	3.9	4.5		1182/11.5	9.7	12.0	C	KMEZ-F
10. WRNO-F (AOR)	67/ 3.9	4.8	3.5	2.9	4.2	3.8		1347/13.1	13.2	11.8	C	WRNO-F
11. WCKW-F (CL AOR)	47/ 2.7	3.7	2.8	2.6	2.8	3.0		1039/10.1	10.6	10.3	C	WCKW-F
12. WYLD (G)	44/ 2.6	3.5	3.5	3.4	2.8	3.3		654/ 6.4	7.6	6.3		WYLD
13. WBYU (ST)	40/ 2.3	3.6	3.7	3.5	3.0	3.3		541/ 5.3	6.5	6.2	B	WBYU
14. WBOK (G)	32/ 1.9	1.2	2.6	2.8	3.9	2.1		535/ 5.2	3.9	7.2	B	WBOK
WZRH-F (AOR-NR)	32/ 1.9	1.5	1.8	1.4	1.7	1.7		593/ 5.8	5.5	4.6	A	WZRH-F
16. KHOM-F (O)	26/ 1.5	2.0	2.6	1.4	1.7	1.9		606/ 5.9	7.1	6.5	B	KHOM-F
17. KLJZ-F (J)	23/ 1.3	1.4	1.4	1.0	2.2	1.3		447/ 4.4	5.1	6.8		KLJZ-F
18. WSMB (T)	22/ 1.3	1.1	1.7	1.0	1.0	1.3		477/ 4.7	3.4	3.8	A	WSMB
19. WTIX (ST)	20/ 1.2	1.2	1.3	0.8	1.3	1.1		314/ 3.1	3.5	2.6		WTIX
20.												

12+ FM SHARE (METRO): 78.48% (1200 of 1529) (SUM 93: 72.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-F>>>>1 WQUE-F>	1 WQUE-F	1 WQUE-F	1 WYLD-F	1 WYLD-F	1 WWL	1 WQUE-F	1 WQUE-F	1 WQUE-F>	1 WQUE-F>	1 WYLD-F
2 WEZB-F	2 WYLD-F	2 WYLD-F	2 WQUE-F<	2 WNOE-AF<	2 WNOE-AF	WWL	WWL	2 WNOE-AF	2 WYLD-F>	2 WQUE-F
3 WYLD-F	3 WEZB-F	3 WNOE-AF	3 WNOE-AF	3 WRNO-F	3 WYLD-F	3 WNOE-AF	3 WNOE-AF	3 WWL <	3 WNOE-AF	3 KMEZ-F
4	4 WRNO-F	4 WLTS-F<	4 WLTS-F<	4 WTKL-F	4 WTKL-F	4 WYLD-F	4 WYLD-F<	4 WYLD-F	4 KMEZ-F<	WWL
5	5 WNOE-AF	5 WEZB-F	5 WLMG-F<	WWL <	5 WLMG-F	5 WRNO-F<	5 WLTS-F<	5 WEZB-F	5 WEZB-F	5 WTKL-F
6	6 WLTS-F	6 WLMG-F	6 WWL <	6 WLTS-F<	6	6 WEZB-F	6 WLMG-F	6 WLMG-F	6	6 WEZB-F
7	7	7	7 WTKL-F	7 WLMG-F	7	7	7	7 WLTS-F	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F<	1 WYLD-F	1 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F>	1 WWL
2 WYLD-F2	WYLD-F>	2 WYLD-F	2 WYLD-F	2 WNOE-AF	2 WRNO-F	2 WRNO-F>	2 WRNO-F	2 WYLD-F	2 WYLD-F
3 WEZB-F	3 WNOE-AF	3 WLTS-F	3 WNOE-AF	3 WLMG-F	3 WYLD-F	3 WYLD-F<	3 WCKW-F	3 WRNO-F<	3 WTKL-F<
4 WNOE-AF	WLTS-F<	WNOE-AF	4 WLTS-F<	4 WLTS-F<	4 WEZB-F	4 WEZB-F	WEZB-F	4 WWL	4 WQUE-F<
5	5 WEZB-F	5 WLMG-F	5 WLMG-F	5 WQUE-F	5	5 WCKW-F	5 WYLD-F	5 WNOE-AF	5 WNOE-AF
6	6 WLMG-F	6 WEZB-F	6 KMEZ-F	6 KMEZ-F	6	6	6 WWL	WEZB-F	6 WRNO-F
7	7	7 KMEZ-F	7 WEZB-F	7 WTKL-F	7	7	7 WNOE-AF	7 WCKW-F	7 WCKW-F
								WTKL-F	

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KGLA	1540	GRETNA	0.4/0.7
WADU-F	94.9	RESERVE	0.4/0.9
WQUE	1280	NEW ORLEANS	0.9/3.9
WFMF-F	102.5	BATON ROUGE	0.6/2.2

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, Gospel	UNISTR, AURN	, \$ 22.00 ( --- )	Willis
WBYU, 1450, 1 KW	, Standards	SMN	, \$ 32.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	-- SEE WNOE-FM			
WQUE, 1280, 5 KW (DA-1)	-- SEE WQUE-FM			
WSMB, 1350, 5 KW (DA-2)	, Talk	ABC	, \$ 21.00 (Katz)	
WTIX, 690, 10 KW/5 KW (DA-2)	, Standards	NBC, MBS	, \$ 22.00 (---)	GHB (Buck)
WWL, 870, 50 KW	, News/Talk	ABC	, \$ 155.00 (Katz)	Keymarket
WYLD, 940, 10 KW/500 W (DA-2)	, Gospel	ABC	, \$ 19.00 (D&R)	Clear Channel

FM STATIONS

KGTR, 106.7, 100 KW @ 981, Country			, \$ 29.00 (Mc-Guild)	Radio Equity	(PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1945, Oldies	UNISTR, NBC		, \$ 27.00 (Torbet)		(HOUMA)
KMEZ, 102.9, 5 KW @ 604, Black AC	SMN		, \$ 39.00 (Katz)		(BELLE CHASE)
WCKW, 92.3, 100 KW @ 1945, Classic AOR			, \$ 46.00 (Banner)		(LAPLACE)
WEZB, 97.1, 100 KW @ 449, CHR			, \$ 87.00 (MMR)	EZ	
WLMG, 101.9, 100 KW @ 830, Soft AC			, \$ 91.00 (Katz)	Keymarket	
WLTS, 105.3, 100 KW @ 902, AC	CBS		, \$ 59.00 (Banner)	Muniz	
WNOE, 101.1, 100 KW @ 1003, Country	SMN, MBS		, \$ 107.00 (Mc-Guild)	Radio Equity	
WQUE, 93.3, 93 KW @ 459, Black			, \$ 79.00 (D&R)	Clear Channel	
WRNO, 99.5, 100 KW @ 1004, AOR/Classic	Source, UNISTR		, \$ 40.00 (Christal)	Galloway	
WTKL, 95.7, 100 KW @ 984, Oldies			, \$ 39.00 (Banner)	Muniz	
WYLD, 98.5, 100 KW @ 361, Black	ABC		, \$ 54.00 (D&R)	Clear Channel	
WZRH, 106.1, 50 KW @ 492, New Rock			, \$ 17.00 ( --- )		(PICAYNE)

Miscellaneous: KGTR-F changes to KLJZ-F and format from Country to Jazz (Sep). . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,033,500  
 MSA Rank/Pop: 1/15,500,000  
 ADI # 1  
 Average Person Ratings: 18.4  
 Market TSL: 24.25 hours

Stations: 44/43  
 Diaries: 8357/1679:1/48.3%  
 Sample Target: 8465  
 % Below Line: 0.7  
 % Not Listed: 11.0

1993 Revenue: \$351,500,000  
 HH Inc.: \$41,700  
 Retail \$: \$110.2 Bil  
 Pop per Station: 326,372  
 #1 Biller: WFAN \$35,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WLTW-F (SAC)	1276/ 4.9	5.0	4.7	4.8	4.3	4.9		18523/13.2	13.6	13.0	K	WLTW-F
2. WHTZ-F (CHR)	1186/ 4.6	4.1	4.0	4.5	4.7	4.3		23678/16.9	16.6	16.8	I	WHTZ-F
3. WPLJ-F (CHR/AC)	1171/ 4.5	4.0	3.4	3.9	4.0	4.0		19763/14.1	13.9	14.3	I	WPLJ-F
4. WQHT-F (CHR/D)	1169/ 4.5	4.4	4.1	3.8	3.6	4.2		18548/13.2	14.1	14.4	I	WQHT-F
5. WCBS-F (O)	1123/ 4.3	4.5	4.6	4.5	3.9	4.5		18024/12.8	13.0	12.3	K	WCBS-F
6. WRKS-F (B)	1075/ 4.2	4.1	4.3	5.8	5.7	4.6		18604/13.3	14.2	14.4	J	WRKS-F
7. WBLS-F (B)	1062/ 4.1	3.8	4.2	4.0	4.1	4.0		16002/11.4	11.9	12.4	I	WBLS-F
8. WABC (T)	1000/ 3.9	3.7	4.2	4.6	4.5	4.1		14025/10.0	9.6	11.9	I	WABC
9. WXRK-F (CL AOR)	970/ 3.7	3.5	4.0	3.6	4.1	3.7		16538/11.8	12.2	13.3	K	WXRK-F
10. WINS (N)	949/ 3.7	4.0	4.3	3.9	3.4	4.0		21125/15.1	16.9	14.9	K	WINS
11. WQCD-F (J)	912/ 3.5	3.6	3.6	3.6	3.0	3.6		13607/ 9.7	9.8	8.4	I	WQCD-F
12. WMXV-F (AC)	878/ 3.4	3.5	3.6	2.8	2.8	3.3		15607/11.1	11.8	10.1	J	WMXV-F
13. WSKQ-F (SP)	867/ 3.4	3.1	3.1	3.0	2.3	3.2		8066/ 5.7	6.1	4.6	H	WSKQ-F
14. WCBS (N)	811/ 3.1	3.1	3.6	2.9	3.6	3.2		18741/13.4	13.5	14.0	K	WCBS
15. WOR (T)	807/ 3.1	3.4	3.1	3.6	3.9	3.3		11120/ 7.9	8.1	9.5	J	WOR
16. WFAN (SPRST)	728/ 2.8	3.1	2.7	3.1	3.1	2.9		12529/ 8.9	10.7	10.0	K	WFAN
17. WQXR-F (CL)	646/ 2.5	2.3	2.2	1.8	1.1	2.2		8800/ 6.3	6.4	4.5	G	WQXR-F
18. WNEW-F (AOR)	641/ 2.5	2.3	2.2	3.0	3.0	2.5		11501/ 8.2	8.6	10.2	J	WNEW-F
19. WPAT-F (EZ/SAC)	641/ 2.5	3.0	2.6	3.3	3.3	2.9		10087/ 7.2	7.8	8.6	H	WPAT-F
20. WADO (SP)	555/ 2.1	1.8	1.7	1.4	2.0	1.8		4780/ 3.4	3.5	3.8	F	WADO
21. WQEW (ST)	549/ 2.1	1.7	1.6	1.6	1.7	1.8		5597/ 4.0	3.5	3.3		WQEW
22. WYNY-F (C)	499/ 1.9	2.0	2.1	2.3	1.6	2.1		7563/ 5.4	5.9	6.1	I	WYNY-F
23. WAXQ-F (AOR)	497/ 1.9	2.0	1.6	1.5	1.5	1.8		7773/ 5.5	6.2	5.0		WAXQ-F
24. WLIB (B/T)	273/ 1.1	1.1	1.3	1.0	1.4	1.1		3142/ 2.2	2.5	2.9		WLIB
25. WSKQ (SP)	268/ 1.0	0.8	1.1	0.6	0.7	0.9		2378/ 1.7	1.8	1.9		WSKQ
26. WALK-F (AC)	227/ 0.9	1.1	1.0	0.8	1.0	1.0		3778/ 2.7	2.8	2.5		WALK-F
27. WHLI (ST)	204/ 0.8	0.6	0.6	0.6	0.8	0.7		1401/ 1.0	1.0	0.9		WHLI
28.												
29.												
30.												

12+ FM SHARE (METRO): 71.30% (16425 of 23037) (SUM 93: 68.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F<	1 WPLJ-F	1 WPLJ-F	1 WLTW-F	1 WLTW-F	1 WCBS-F	1 WXRK-F	1 WLTW-F	1 WPLJ-F	1 WHTZ-F	1 WCBS
2 WHTZ-F	2 WQHT-F	2 WXRK-F<	WPLJ-F	2 WPLJ-F<	WLTW-F<	2 WINS >	2 WABC	2 WLTW-F	2 WQHT-F<	2 WOR
3 WRKS-F	3 WHTZ-F	3 WLTW-F<	3 WXRK-F	3 WCBS-F	2 WABC	3 WCBS	3 WCBS-F<	3 WHTZ-F<	3 WBLS-F	3 WINS
4	4 WRKS-F	4 WBLS-F<	4 WBLS-F	4 WXRK-F	4 WINS	4 WOR	4 WPLJ-F	4 WABC	4 WRKS-F	4 WBLS-F
5	5 WXRK-F<	5 WHTZ-F	WCBS-F	5 WQCD-F<	5 WOR	5 WPLJ-F	5 WMXV-F	5 WCBS-F	5 WQCD-F	5 WABC
6	6 WBLS-F	6 WQHT-F	6 WSKQ-F<	6 WBLS-F	6 WCBS	WFAN	WQHT-F<	WQHT-F	WLTW-F	6 WFAN
7	7 WSKQ-F	WRKS-F	7 WQCD-F<	7 WSKQ-F	7 WQCD-F	7 WQHT-F	7 WHTZ-F	7 WMXV-F	7 WSKQ-F	7 WLTW-F
8	8 WMXV-F<	8 WMXV-F<	8 WMXV-F	8 WMXV-F	8 WRKS-F	WHTZ-F<	8 WQCD-F<	8 WQCD-F<	8 WCBS-F	8 WQCD-F
9	9 WNEW-F	9 WSKQ-F	9 WNEW-F	9 WRKS-F	9 WPAT-F	9 WCBS-F	9 WBLS-F	9 WRKS-F	9 WABC	9 WRKS-F
10	10 WLTW-F<	10 WCBS-F	10 WRKS-F	WNEW-F	10	10 WLTW-F	10 WRKS-F	10 WSKQ-F	10 WPLJ-F	10 WCBS-F
11	11 WAXQ-F	11	11	11	11	11	WSKQ-F	11	11	11

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTZ-F	1 WPLJ-F	1 WPLJ-F	1 WPLJ-F	1 WLTW-F	1 WQHT-F	1 WQHT-F	1 WXRK-F	1 WXRK-F>	1 WXRK-F>
2 WQHT-F	2 WHTZ-F<	2 WLTW-F	2 WLTW-F	2 WPLJ-F	2 WHTZ-F	WXRK-F>	2 WPLJ-F	2 WQHT-F<	2 WCBS-F<
3 WPLJ-F	3 WRKS-F	3 WBLS-F	3 WMXV-F	3 WCBS-F	3 WXRK-F	3 WPLJ-F	3 WSKQ-F	3 WPLJ-F	3 WFAN
4 WRKS-F	4 WQHT-F<	4 WRKS-F	WRKS-F<	4 WBLS-F	4 WRKS-F	4 WHTZ-F<	4 WQHT-F	4 WBLS-F	WLTW-F
5 WMXV-F	5 WBLS-F	5 WMXV-F	5 WHTZ-F<	5 WMXV-F	5 WAXQ-F	5 WAXQ-F	5 WNEW-F	WFAN	5 WPLJ-F
6 WBLS-F	6 WMXV-F	6 WSKQ-F	6 WBLS-F	6 WQCD-F	6 WBLS-F	6 WBLS-F	6 WAXQ-F	WNEW-F	6 WQCD-F
7 WSKQ-F	7 WLTW-F	7 WHTZ-F	7 WSKQ-F	7 WSKQ-F	7 WPLJ-F	7 WRKS-F<	7 WFAN	7 WCBS-F	7 WNEW-F
8 WLTW-F	8 WSKQ-F>	8 WNEW-F	8 WCBS-F	8 WRKS-F	8 WNEW-F	8 WNEW-F	8 WBLS-F	WHTZ-F	8 WSKQ-F
9 WAXQ-F	9 WNEW-F	9 WQHT-F	9 WQCD-F	9 WHTZ-F	9 WSKQ-F	9 WSKQ-F	9 WHTZ-F	WLTW-F	9 WBLS-F
10	10 WXRK-F	WXRK-F	10 WQHT-F	10 WINS	10 WMXV-F	10 WFAN	10 WRKS-F	WSKQ-F	10 WABC
11	11	11 WQCD-F	11	11	11	11	11	11	11

NEW YORK

METRO CUME TSA TSA  
OTHER RATED STATIONS SHARE/RTG/AQH/CUME

WBAB-F	102.3	BABYLON	0.6/2.3
WBBR	1130	NEW YORK	0.4/2.1
WBLI-F	106.1	PATCHOQUE	0.7/2.1
WBZO-F	103.1	BAY SHORE	0.4/1.3
WDHA-F	105.5	DOVER	0.3/1.5
WDRE-F	92.7	GARDEN CITY	0.6/2.6
WFME-F	94.7	NEWARK	0.6/1.2
WHUD-F	100.7	PEEKSKILLE	0.5/1.3
WKJY-F	98.3	HAMPSTEAD	0.5/1.6
WMCA	570	NEW YORK	0.3/1.0
WMGQ-F	98.3	NEW BRUNSWICK, NJ	0.4/1.0
WRCN-F	103.9	RIVERHEAD	0.2/0.7
WNWK-F	105.9	NEWARK	0.4/1.7
WPAT	930	NEW YORK	0.2/1.1
WWRL	1600	NEW YORK	0.5/1.1
WWRV	1330	NEW YORK	0.5/0.7
WXXW-F	101.5	TRENTON	0.7/2.2

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$275.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	,	\$101.00	(Katz Hisp)	Heftel
WBBR,	1130,	50 KW (DA-N)	, Business News	,	\$150.00	( --- )	Bloomberg
WCBS,	880,	50 KW	, News	ABC, CNN,	\$390.00	(CBS)	CBS
WFAN,	660,	50 KW	, Sports	UNISTR, NBC,	\$369.00	(Eastman)	Infinity
WEVD,	1050,	50 KW (DA-1)	, Standards/Ethnic	,	\$ 82.00	(Groskin)	Forward
WINS,	1010,	50 KW (DA-1)	, News	CNN ABC,	\$415.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	CBS,	\$ 80.00	(Katz Hisp)	Way
WLIB,	1190,	10 KW (DAYS, DA)	, Black News/Talk	AURN,	\$ 94.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	,	\$ NA	( --- )	Salem
WOR,	710,	50 KW (DA-1)	, Talk	ABC NBC,	\$320.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, SEE WPAT-FM	,			
WQEW,	1560,	50 KW (DA-2)	, Standards	,	\$100.00	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	, Hispanic	,	\$130.00	(SBS)	SBS
WWRL,	1600,	5 KW (DA-2)	, Gospel	MBS AURN,	\$ 50.00	( --- )	Unity
WWDJ,	970,	5 KW (DA-2)	, Religion	,	\$ 54.00	( --- )	Salem
WWRV,	1330,	5 KW (DA-1)	, Religion/Various	,	\$ NA	( --- )	
WZRC,	1480,	5 KW (DA-2)	, Ethnic/Brokered	,	\$ NA	( --- )	Infinity

FM STATIONS

WAXQ,	104.3,	7.8 KW @ 1220	, AOR	UNISTR,	\$160.00	( --- )	GAF
WBLS,	107.5,	5.4 KW @ 1223	, Black AC	ABC,	\$301.00	(Mc-Guild)	Inner City
WCBS,	101.1,	6.8 KW @ 1325	, Oldies	CBS,	\$505.00	(CBS)	CBS
WFME,	94.7,	37 KW @ 571	, Religion	,	\$ NA	( --- )	Family
WHTZ,	100.3,	7.8 KW @ 1220	, CHR	,	\$325.00	(Christal)	Shamrock
WHUD,	100.7,	50 KW @ 500	, EZ/Soft AC	AP,	\$105.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	,	\$500.00	(Katz)	Viacom
WMXV,	105.1,	7.8 KW @ 1223	, AC	,	\$414.00	(Mc-Guild)	Bonneville
WNEW,	102.7,	7.8 KW @ 1223	, AOR	UNISTR,	\$380.00	(Group W)	Westinghouse
WNWK,	105.9,	2.4 KW @ 722	, Variety/Ethnic	,	\$ NA	( --- )	(NEWARK)
WPAT,	93.1,	5.4 KW @ 1420	, EZ/Soft AC	,	\$246.00	(MMR)	Park
WPLJ,	95.5,	6.7 KW @ 1345	, CHR/AC	ABC,	\$285.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420	, Jazz	,	\$320.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1338	, CHR/Urban	,	\$310.00	(MMR)	Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISTR,	\$205.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1220	, Black	Source, UNISTR,	\$380.00	(MMR)	Emmis
WSKQ,	97.9,	7.8 KW @ 1223	, Hispanic	,	\$130.00	(SBS)	SBS
WXRK,	92.3,	7.6 KW @ 1220	, Classic AOR	ABC,	\$475.00	(Torbet)	Infinity
WYNY,	103.5,	6.7 KW @ 1391	, Country	NBC, MBS,	\$258.00	(D&R)	Broadcasting Partners

NORFOLK

Arbitron Rank/Pop (12+): 33/1,198,300  
 MSA Rank/Pop: 32/1,530,000  
 ADI # 39  
 Average Person Ratings: 16.1  
 Market TSL: 21.50 hours

Stations: 26/25  
 Diaries: 1742/688:1/48.8%  
 Sample Target: 1670  
 % Below Line: 0.4  
 % Not Listed: 10.9

1993 Revenue: \$35,400,000  
 HH Inc.: \$32,775  
 Retail \$: 12.5 Bil  
 Pop per Station: 47,932  
 #1 Biller: WNOR-F \$4,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WOWI-F (B)	223/11.6	10.0	10.1	9.5	10.4	10.3		2534/21.1	20.6	21.4	F	WOWI-F
6. WGH -F (C)	172/ 8.9	7.9	6.9	7.9	6.8	7.9		2089/17.4	17.5	14.9	E	WGH -F
6. WCMS-AF (C)	144/ 7.5	8.1	7.2	8.0	6.7	7.7		1760/14.7	15.8	14.7	D	WCMS-AF
4. WNOR-AF (AOR)	142/ 7.4	7.2	6.6	6.7	6.9	7.0		1922/16.0	16.4	18.1	F	WNOR-AF
5. WFOG-F (SAC)	96/ 5.0	6.5	5.2	6.0	6.3	5.7		1500/12.5	11.9	15.5	D	WFOG-F
6. WAFX-F (CL AOR)	95/ 4.9	2.9	4.4	2.6	3.0	3.7		1488/12.4	10.2	12.3	C	WAFX-F
7. WNVZ-F (CHR)	94/ 4.9	5.1	5.4	4.3	5.3	4.9		2017/16.8	17.0	15.1	C	WNVZ-F
8. WWDE-F (AC)	88/ 4.6	4.5	5.1	5.8	5.3	5.0		1640/13.7	11.5	13.8	E	WWDE-F
9. WROX-F (AOR-NR)	76/ 3.9	2.8	2.9	1.6	2.6	2.8		1200/10.0	7.2	7.2		WROX-F
10. WNIS (N/T)	74/ 3.8	3.4	4.9	4.1	3.8	4.1		1040/ 8.7	8.0	9.3	D	WNIS
11. WMYK-F (B)	67/ 3.5	4.6	2.6	3.6	3.4	3.6		1214/10.1	12.9	9.3		WMYK-F
12. WKOC-F (AOR-P)	66/ 3.4	3.0	3.8	4.7	4.7	3.7		1209/10.1	8.1	10.1	C	WKOC-F
13. WLTY-F (O)	60/ 3.1	2.5	3.7	3.0	3.4	3.1		1071/ 8.9	8.1	11.5	C	WLTY-F
14. WSVY-F (B)	56/ 2.9	2.3	2.6	1.5	1.6	2.3		869/ 7.3	7.0	4.8		WSVY-F
15. WMXN-F (AC)	48/ 2.5	1.7	3.0	2.6	3.6	2.5		1198/10.0	8.5	12.1	C	WMXN-F
16. WJQI-F (AC)	47/ 2.4	3.3	2.5	4.8	3.9	3.3		916/ 7.6	7.0	9.7	C	WJQI-F
17. WPCE (G)	42/ 2.2	1.7	2.3	2.0	2.0	2.1		475/ 4.0	3.7	4.3		WPCE
18. WTAR (T)	39/ 2.0	2.1	2.4	3.2	2.7	2.4		734/ 6.1	6.8	8.1	B	WTAR
19. WSVY (G/B)	29/ 1.5	1.6	1.6	1.8	1.9	1.6		375/ 3.1	3.7	3.6		WSVY
WXEZ-F (SAC)	28/ 1.5	2.0	1.6	1.6	1.4	1.7		450/ 3.8	4.3	3.4		WXEZ-F

12+ FM SHARE (METRO): 87.71% (1506 of 1717) (SUM 93: 85.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F<	1 WOWI-F>	1 WOWI-F	1 WGH -F	1 WGH -F	1 WCMS-AF	1 WOWI-F<	1 WGH -F<	1 WOWI-F	1 WOWI-F>>	1 WOWI-F>
2 WNVZ-F>>	2 WGH -F<	2 WGH -F	2 WOWI-F	2 WOWI-F<	2 WFOG-F	2 WCMS-AF<	2 WOWI-F	2 WGH -F	2 WMYK-F<	2 WGH -F<
3	3 WNOR-AF>	3 WNOR-AF>	3 WNOR-AF	3 WNOR-AF	3 WGH -F	3 WGH -F	3 WNOR-AF	3 WNOR-AF<	3 WNVZ-F<	3 WCMS-F
4	4 WROX-F	4 WAFX-F	4 WAFX-F	4 WAFX-F<	4 WNIS	WNOR-AF>	WCMS-AF	4 WGH -F	4 WMYK-F	4 WMYK-F
5	5 WAFX-F	5 WCMS-AF	5 WCMS-AF	5 WCMS-AF	5 WAFX-F	5 WWDE-F<	5 WNIS	5 WNVZ-F<	WROX-F	5 WNIS <
6	6 WCMS-AF	6 WWDE-F<	6	6 WWDE-F	WOWI-F<	6 WFOG-F	6 WAFX-F	6 WNOR-AF<	6 WNOR-F	6 WNOR-F
7	7	7 WROX-F	7	7	7 WWDE-F	7	7	7 WCMS-AF	7	7
8	8	8	8	8	8	8	8	8	8	8
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WOWI-F<	1 WGH -F<		1 WOWI-F	1 WOWI-F	1 WNOR-AF	1 WOWI-F<	1 WNOR-AF<
2 WGH -F	2 WGH -F>	2 WGH -F	2 WGH -F>	2 WOWI-F>		2 WROX-F	2 WNOR-AF>	2 WGH -F	2 WNOR-AF	2 WGH -F
3 WNVZ-F	3 WNVZ-F	3 WNOR-AF	3 WWDE-F	3 WCMS-AF<		3 WNOR-AF	3 WGH -F<	3 WOWI-F	3 WGH -F>	3 WAFX-F
4 WROX-F	4 WWDE-F<	4 WAFX-F	4 WCMS-AF	4 WWDE-F		4 WGH -F	4 WROX-F>	4 WAFX-F	4 WAFX-F	4 WAFX-F
5 WMYK-F	5 WNOR-AF	5 WNVZ-F	5 WNVZ-F	5 WFOG-F<		5 WNVZ-F	5 WAFX-F	5 WCMS-AF	5 WROX-F	5 WCMS-AF
6 WWDE-F	6 WMYK-F	6 WWDE-F	6 WAFX-F	6 WAFX-F		6	6 WCMS-AF	6	6 WCMS-AF	6 WNIS <
7	7	7 WCMS-AF	7	7		7	7	7	7	7 WKOC-F
8	8	8	8	8		8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WGH	1310	NEWPORT NEWS	0.6/2.4	
WMBG	740	WILLIAMSBURG	0.3/1.2	
WTJZ	1270	NEWPORT NEWS	0.4/1.2	
WOCK-F	96.5	WILLIAMSBURG	0.4/1.0	

NORFOLK

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RADIO STATIONS

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AM STATIONS

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WNIS	,	850,	50 KW/2.5 KW(DA-2),	News/Talk	NBC, ABC,	\$ 48.00	(MMR)	Sinclair
WPCE	,	1400,	1 KW/250 W	Gospel	UNISTR, AURN,	\$ 24.00	(Mc-Guild)	Willis
WSVY	,	1350,	5 KW (DA-2)	Gospel/Black	AURN, ABC,	\$ 24.00	(Mc-Guild)	Ragan Henry
WTAR	,	790,	5 KW (DA-1)	Talk	NBC, CNN,	\$ 30.00	(Katz)	Benchmark

FM STATIONS

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WAFX	,	106.9,	100 KW @ 938	Classic AOR		\$ 43.00	(CBS)	Saga
WCMS	,	100.5,	50 KW @ 499	Country	ABC,	\$ 75.00	(MMR)	
WFOG	,	92.9,	50 KW @ 479	EZ/Soft AC	UNISTR,	\$ 65.00	(Banner)	Sunshine Wireless
WGH	,	97.3,	74 KW @ 394	Country		\$ 75.00	(Eastman)	Susquehanna
WJQI	,	94.9,	50 KW @ 500	AC	UNISTR,	\$ 42.00	(D&R)	Sunshine Wireless
WKOC	,	93.7,	100 KW @ 997	Prog. Rock		\$ 40.00	(Katz)	Benchmark (ELIZABETH CITY, NC)
WLTY	,	95.7,	40 KW @ 879	Oldies		\$ 58.00	(Katz)	Benchmark
WMXN	,	105.3,	50 KW @ 500	AC		\$ 48.00	(Banner)	ML
WMYK	,	92.1,	3.7 KW @ 420	Black		\$ 22.00	(Torbet)	Willis (MOYOCK, NC)
WNOR	,	98.7,	46 KW @ 518	AOR		\$ 97.00	(Mc-Guild)	Saga
WNVZ	,	104.5,	50 KW @ 479	CHR		\$ 45.00	(Christal)	Max
WOWI	,	102.9,	50 KW @ 469	Black	AURN,	\$ 82.00	(Mc-Guild)	Ragan Henry
WROX	,	96.1,	50 KW @ 482	New Rock		\$ 30.00	(MMR)	Sinclair (CAPE CHARLES)
WSVY	,	107.7,	3 KW @ 328	Black	AURN, ABC,	\$ 20.00	(Mc-Guild)	Ragan Henry (WINDSOR)
WUDE	,	101.3,	50 KW @ 500	AC	CBS,	\$ 86.00	(Christal)	Max
WXEZ	,	94.1,	50 KW @ 500	EZ/Soft AC		\$ 23.00	( --- )	Eure



OKLAHOMA CITY  
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Arbitron Rank/Pop (12+): 51/811,400

Stations: 20/19  
Diaries: 1560/520:1/51.7%  
Sample Target: 1440  
% Below Line: 0.4  
% Not Listed: 8.6

1993 Revenue: \$26,200,000  
HH Inc.: \$28,448  
Retail \$: 7.7 Bil  
Pop per Station: 42,705  
#1 Biller: KXXY-AF \$6,500,000

MSA Rank/Pop: 53/987,000

ADI # 45

Average Person Ratings: 15.6

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KXXY-AF (C)	173/13.7	13.8	14.1	15.5	15.4	14.3		2167/26.6	25.6	29.0	G	KXXY-AF
2. KJYO-F (CHR)	114/ 9.0	8.8	8.8	7.9	9.1	8.6		1842/22.7	22.6	23.3	D	KJYO-F
3. KATT-F (AOR)	112/ 8.9	6.0	6.9	6.7	7.7	7.1		1453/17.9	14.7	17.6	D	KATT-F
4. KEBC-F (C)	102/ 8.1	7.0	6.8	10.2	10.5	8.0		1510/18.6	19.9	23.6	D	KEBC-F
5. KTOK (N/T)	93/ 7.4	6.6	8.4	8.9	9.4	7.8		1305/16.1	16.8	19.4	D	KTOK
6. KR XO-F (CL AOR)	88/ 7.0	6.7	7.3	7.1	8.3	7.0		1294/15.9	15.0	17.4	D	KR XO-F
7. KVSP (B)	80/ 6.3	5.9	5.5	4.5	6.1	5.6		622/ 7.7	7.0	8.2	B	KVSP
8. KMGL-F (AC)	73/ 5.8	7.3	5.8	4.9	5.3	6.0		1244/15.3	16.7	12.9	D	KMGL-F
9. KOMA-F (O)	68/ 5.4	7.0	4.5	3.9	2.6	5.2		1031/12.7	14.2	8.7	C	KOMA-F
10. KYIS-F (AC/CHR)	58/ 4.6	4.1	4.5	4.5	3.1	4.4		1130/13.9	14.7	11.7	B	KYIS-F
11. KTST-F (C)	51/ 4.0	4.1	3.9	3.7	2.7	3.9		883/10.9	10.2	9.6		KTST-F
12. KNTL-F (REL)	43/ 3.4	3.2	2.5	2.9	2.2	3.0		591/ 7.3	7.1	6.0		KNTL-F
13. KTNT-F (J)	25/ 2.0	1.4	2.4	1.7	1.4	1.9		494/ 6.1	5.2	5.0	B	KTNT-F
14. WKY (T)	20/ 1.6	1.4	3.5	3.6	3.4	2.5		552/ 6.8	6.7	8.2	B	WKY
15. KOMA (O)	16/ 1.3	1.4	1.4	1.5	1.2	1.4		398/ 4.9	4.5	3.8		KOMA
16. WWLS (SPR TS)	15/ 1.2	1.2	1.7	1.5	1.1	1.4		313/ 3.9	3.9	3.3		WWLS
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 78.31% (903 of 1153) (SUM 93: 73.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-AF<	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F<	1 KXXY-F>>
2 KATT-F	2 KATT-F	2 KATT-F	2 KR XO-F<	2 KR XO-F	2 KTOK	2 KEBC-F<	2 KTOK <	2 KATT-F<	2 KATT-F	2 KEBC-F
3 KVSP	3 KJYO-F	3 KR XO-F	3 KATT-F	3 KATT-F	3 KEBC-F	3 KATT-F<	3 KJYO-F<	3 KJYO-F<	3 KXXY-AF<	3 KR XO-F
4	4 KR XO-F	4 KJYO-F	4 KMGL-F<	4 KEBC-F	4 KOMA-F	4 KR XO-F<	4 KEBC-F<	4 KTOK <	4 KVSP >	KYIS-F
5	5 KVSP	5 KEBC-F<	5 KEBC-F	5 KMGL-F	5 KMGL-F	5 KTOK <	5 KATT-F	5 KEBC-F	5 KEBC-F<	5 KATT-F
6	6 KEBC-F	6 KMGL-F	6 KJYO-F	6 KOMA-F<	6 KR XO-F	6 KJYO-F	6 KMGL-F	6 KR XO-F	6 KR XO-F	6 KJYO-F
7	7	7 KVSP	KOMA-F	7 KVSP	7	7	7	7	7	KOMA-F
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KATT-F	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F	1 KATT-F>	1 KATT-F	1 KATT-F	1 KXXY-AF<
KJYO-F	2 KJYO-F<	2 KVSP	2 KMGL-F<	2 KMGL-F>	2 KJYO-F	2 KJYO-F	2 KXXY-AF	2 KR XO-F	2 KR XO-F
3 KXXY-AF	3 KVSP	3 KJYO-F	3 KJYO-F<	3 KEBC-F<	3 KR XO-F	KR XO-F	3 KR XO-F	3 KXXY-AF	KATT-F
4 KVSP	4 KATT-F	KMGL-F	4 KVSP	4 KVSP	4 KVSP	KXXY-AF	4 KEBC-F	4 KJYO-F	4 KEBC-F
5 KEBC-F	5 KR XO-F<	KYIS-F	5 KATT-F<	KOMA-F	5 KEBC-F	5 KEBC-F	5	5 KEBC-F	5 KVSP
KR XO-F	6 KMGL-F	6 KR XO-F	6 KEBC-F<	KYIS-F<	6	6	6	6 KTOK	6 KJYO-F
7	7 KYIS-F	7	7 KYIS-F	7 KJYO-F	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS  
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METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KQCV	800	OKLAHOMA CTY	0.9/3.1
KTLV	1220	MIDWEST CTY	0.5/1.5
KSPI-F	93.7	STILLWATER	0.4/1.0

OKLAHOMA CITY

RADIO STATIONS

KOMA	,	1520,	50 KW (DA-N)	,	Oldies		CBS, \$ NA	( --- )	Diamond
KQCV	,	800,	250 W (DAYS)	,	Religion		\$ 14.00	( --- )	Bott
KTOK	,	1000,	5 KW (DA-2)	,	News/Talk	MBS, ABC,	\$ 56.00	(Christal)	Clear Channel
KVSP	,	1140,	1 KW (DAYS)	,	Black		\$ 18.00	( --- )	
WKY	,	930,	5 KW (DA-N)	,	Talk/Farm		\$ 22.00	(Torbet)	Gaylord
WWLS	,	640,	1 KW (DA-N)	,	Sports	CBS,	\$ 19.00	(Mc-Guild)	(MOORE)

FM STATIONS

KATT	,	100.5,	97 KW @ 1191	,	AOR	Source,	\$ 57.00	(Banner)	Surrey
KEBC	,	94.7,	100 KW @ 1387	,	Country	ABC,	\$ 60.00	(Banner)	Clear Channel
KJYO	,	102.7,	98 KW @ 899	,	CHR		\$ 53.00	(Christal)	Clear Channel
KMGL	,	104.1,	99 KW @ 1361	,	AC		\$ 65.00	(Eastman)	Renda
KNTL	,	104.9,	3.3 KW @ 298	,	Religion		\$ 18.00	( --- )	CBN (BETHANY)
KOMA	,	92.5,	100 KW @ 899	,	Oldies	CBS,	\$ 41.00	( --- )	Wilks-Schwartz
KTST	,	101.9,	98 KW @ 1387	,	Country		\$ 38.00	(D&R)	Radio Equity
KRXD	,	107.7,	99 KW @ 991	,	Classic AOR		\$ 80.00	( --- )	Diamond
KTNT	,	97.7,	3 KW @ 298	,	Jazz		\$ 30.00	( --- )	(EDMOND)
KXXY	,	96.1,	98 KW @ 1171	,	Country		\$144.00	(Mc-Guild)	Radio Equity
KYIS	,	98.9,	100 KW @ 1099	,	CHR/AC	AP,	\$ 31.00	(D&R)	

Miscellaneous: KNTL-F (Bethany) sold by CBN to Bott for \$600,000. . . KATT-F and KYIS-F merged into a duopoly for an estimated total value of \$10,000,000 (Kalil). . .

OMAHA

Arbitron Rank/Pop (12+): 72/518,000  
 MSA Rank/Pop: 77/662,000  
 ADI # 73  
 Average Person Ratings: 15.3  
 Market TSL: 20.25 hours

Stations: 17/17  
 Diaries: 1093/474:1/57.0%  
 Sample Target: 1130  
 % Below Line: 0.0  
 % Not Listed: 13.1

1993 Revenue: \$23,700,000  
 HH Inc.: \$35,980  
 Retail \$: 6.0 Bil  
 Pop per Station: 30,471  
 #1 Biller: WOW -AF \$5,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KQKQ-F (CHR)	84/10.6	11.6	11.7	11.1	11.3	11.3		1448/28.0	29.8	29.3	E	KQKQ-F
2. KEZO-AF (AOR)	67/ 8.4	10.0	6.8	6.8	10.0	8.0		981/18.9	22.7	21.9	E	KEZO-AF
3. KFAB (FS)	63/ 8.0	8.3	10.4	11.6	10.5	9.6		1126/21.7	21.7	26.5	F	KFAB
4. WOW -F (C)	59/ 7.4	7.2	9.6	9.5	9.0	8.4		850/16.4	14.7	20.0	G	WOW -F
5. KXKT-F (C)	58/ 7.3	6.4	5.6	5.1	5.3	6.1		671/13.0	12.4	13.7	B	KXKT-F
6. KEFM-F (AC)	52/ 6.6	6.6	7.7	7.9	6.6	7.2		1024/19.8	18.3	20.4	D	KEFM-F
KGOR-F (O)	52/ 6.6	7.0	6.6	7.5	6.5	6.9		1013/19.6	19.5	18.3	D	KGOR-F
KESY-AF (SAC)	52/ 6.6	5.7	6.6	7.4	6.8	6.6		798/15.4	13.2	14.6	C	KESY-AF
9. KKAR (N/T)	45/ 5.7	5.9	5.2	4.3	4.2	5.3		702/13.6	14.4	10.5	C	KKAR
10. WOW (C)	43/ 5.4	3.6	3.6	3.5	4.7	4.0		409/ 7.9	7.9	11.8		WOW
11. KRRK-F (AOR)	31/ 3.9	4.9	3.3	3.3	5.3	3.9		593/11.4	11.2	12.0	B	KRRK-F
12. KOIL (ST)	29/ 3.7	2.4	4.3	3.0	---	3.4		457/ 8.8	6.0	---		KOIL
13. KYNN-F (C)	22/ 2.8	2.4	3.2	2.0	1.9	2.6		471/ 9.1	7.4	7.7		KYNN-F
14. KKCD-F (CL AOR)	21/ 2.7	3.6	4.1	4.0	2.5	3.6		593/11.4	12.3	10.5	B	KKCD-F
15. KOTD-F (FS)	10/ 1.3	0.8	1.2	0.8	0.8	1.0		163/ 3.1	2.8	2.0		KOTD-F

12+ FM SHARE (METRO): 73.55% (506 of 688) (SUM 93: 75.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>>1	KEZO-AF>	1 KEZO-AF	1 KQKQ-F<	1 KQKQ-F	1 KFAB	1 KFAB <	1 KKAR	1 KQKQ-F	1 KQKQ-F	1 KFAB
2 KRRK-F	2 KQKQ-F	KQKQ-F	2 KEZO-AF	2 KEZO-AF<	2 KESY-AF<	2 KQKQ-F>	2 KQKQ-F	2 KEZO-AF	2 KEZO-AF	2 WOW -F
KXKT-F	3 KXKT-F	3 KXKT-F<	3 KEFM-F	3 WOW -F<	3 WOW <	3 KEZO-AF<	3 KEZO-AF	3 KXKT-F<	3 KFAB	3 KKAR
4	4 KEFM-F	4 KEFM-F<	4 KGOR-F	4 KEFM-F	4 WOW -F	4 WOW -F	4 WOW -F<	4 KGOR-F<	4 KXKT-F	4 KQKQ-F
5	5 WOW -F	5 KGOR-F	5 KXKT-F	5 KGOR-F<	5 KGOR-F<	5 KEFM-F	5 KGOR-F<	5 WOW -F	5 KEFM-F	5 KEFM-F
6	6	6 WOW -F	6 KESY-AF<	6 KXKT-F	6 KKAR	6 KESY-AF	6 KESY-AF	6 KEFM-F	6	6
7	7	7	7 WOW -F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXKT-F	1 KQKQ-F	1 KQKQ-F	1 KQKQ-F	1 KQKQ-F	1 KEZO-AF	1 KEZO-AF>>1	KEZO-AF	1 KEZO-AF>	1 KEZO-AF>
2 KQKQ-F	2 KEFM-F	2 KEFM-F	2 KEFM-F	2 KEFM-F	2 KRRK-F	2 KRRK-F	2 KRRK-F	2 KQKQ-F<	2 KESY-AF
3 KEZO-AF	3 KXKT-F	3 KEZO-AF	3 KXKT-F<	3 WOW -F	3 KXKT-F	3 KXKT-F>	KXKT-F	3 KXKT-F	WOW -F
4 KEFM-F	4 KEZO-AF>	4	4 KGOR-F	4 KGOR-F	4 KQKQ-F	4 KQKQ-F	4 KKAR	4 KRRK-F	KQKQ-F
5	5 KGOR-F	5	5 WOW -F	5 KXKT-F	5	5 WOW -F	WOW -F	KGOR-F	5 KKAR
6	6	6	6 KEZO-AF	6 KESY-AF	6	6	6	6	6 KXKT-F
7	7	7	7	7	7	7	7	7	KFAB

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

NONE

OMAHA  
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RADIO STATIONS  
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KFAB, 1110, 50 KW (DA-2)	, Full Service	NBC, \$ 71.00 (Christal)	Henry
KKAR, 1290, 5 KW (DA-N)	, News/Talk	CNN, MBS, \$ 25.00 (Katz)	
KOIL, 1180, 5 KW/1 KW	, Standards	CBS, \$ 20.00 (Katz)	KKAR, KQKQ owner
WOW, 590, 5 KW	, Country	ABC, \$ NA (Torbet)	Great Empire
KEFM-F, 96.1, 100 KW @ 1440, AC		, \$ 52.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1086, Soft AC		ABC, \$ 35.00 (D & R)	Sun Group
KEZO-F, 92.3, 100 KW @ 1210, AOR		, \$ 72.00 (Torbet)	Narragansett
KGOR-F, 99.9, 115 KW @ 1230, Oldies		UNISTR, \$ 55.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 328, Classic AOR		, \$ 24.00 (Eastman)	
KQKQ-F, 98.5, 100 KW @ 508, CHR		, \$ 65.00 (Katz)	
KRRK-F, 93.3, 3.6 KW @ 426, AOR		, \$ 19.00 (---)	(BENNINGTON)
KXKT-F, 103.7, 100 KW @ 1246, Country		, \$ 25.00 (---)	(ATLANTIC, IA)
WOW -F, 94.1, 100 KW @ 1184, Country		ABC, \$ 105.00 (Torbet)	Great Empire

KYNN-F - See Lincoln

Miscellaneous: KEZO A/F sold by Narragansett to Journal Co. for \$9,000,000 (MVP). . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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ORLANDO

Arbitron Rank/Pop (12+): 41/988,800

Stations: 27/24

1993 Revenue: \$49,500,000

MSA Rank/Pop: 39/1,370,000

Diaries: 1795/551:1/47.7%

HH Inc.: \$31,267

ADI # 23

Sample Target: 1640

Retail \$: 13.6 Bil

Average Person Ratings: 16.1

% Below Line: 2.4

Pop per Station: 41,200

Market TSL: 21.50 hours

% Not Listed: 9.1

#1 Biller: WKKA-F \$7,400,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WJHM-F (B)	146/ 9.1	9.0	9.0	9.4	9.9	9.1		1595/16.1	17.9	18.9	E	WJHM-F
2. WMGF-F (SAC)	129/ 8.1	7.5	8.3	6.8	6.3	7.7		1818/18.4	18.1	15.3	E	WMGF-F
3. WDBO (FS)	117/ 7.3	6.6	8.2	8.0	9.4	7.5		1442/14.6	15.4	16.5	E	WDBO
4. WOMX-F (AC)	115/ 7.2	9.0	6.8	7.0	6.7	7.5		2109/21.3	22.7	18.7	F	WOMX-F
5. WKKA-F (C)	107/ 6.7	8.2	8.7	7.5	9.3	7.8		1530/15.5	17.8	19.4	H	WKKA-F
6. WTKS-F (T/AOR)	102/ 6.4	3.8	3.5	2.4	2.1	4.0		1502/15.2	11.5	7.6	C	WTKS-F
7. WXXL-F (CHR)	95/ 6.0	6.9	7.0	7.4	6.7	6.8		1739/17.6	20.1	19.6	E	WXXL-F
8. WOCL-F (O)	88/ 5.5	5.1	5.2	6.1	5.9	5.5		1497/15.1	16.3	15.2	G	WOCL-F
9. WJRR-F (AOR)	81/ 5.1	4.7	5.6	6.1	5.0	5.4		1523/12.4	14.6	13.4	C	WJRR-F
10. WDIZ-F (AOR)	67/ 4.2	3.9	4.9	4.4	4.2	4.4		1214/12.3	11.4	13.5	F	WDIZ-F
11. WMMO-F (AC/AOR)	65/ 4.1	4.4	3.2	3.7	5.0	3.9		1124/11.4	9.5	10.3	E	WMMO-F
12. WHTQ-F (CL AOR)	51/ 3.2	3.4	3.5	3.1	2.5	3.3		1103/11.2	9.3	10.4	D	WHTQ-F
13. WLOQ-F (J)	50/ 3.1	3.8	2.9	4.6	5.3	3.6		949/ 9.6	9.7	10.1	C	WLOQ-F
14. WCFB-F (C)	44/ 2.8	3.3	3.1	2.5	2.9	2.9		735/ 7.4	9.9	7.1	C	WCFB-F
15. WHOO (ST)	38/ 2.4	2.6	1.4	1.3	0.3	1.9		427/ 4.3	4.2	1.2		WHOO
16. WTLN-F (REL)	22/ 1.4	1.2	1.8	2.5	2.1	1.7		441/ 4.5	4.9	4.1		WTLN-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 82.77% (1201 of 1451) (SUM 93: 85.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>>1	WJHM-F<	1 WJHM-F	1 WOMX-F<	1 WOMX-F	1 WDBO	1 WDBO	1 WMGF-F	1 WJHM-F<	1 WJHM-F>	1 WJHM-F
2 WXXL-F	2 WXXL-F	WOMX-F<	2 WTKS-F	2 WTKS-F<	2 WMGF-F	2 WOMX-F<	2 WQMX-F<	2 WMGF-F<	2 WTKS-F	2 WDBO
3	3 WOMX-F<	3 WTKS-F	3 WJHM-F	3 WJHM-F	3 WOCL-F	3 WKKA-F	3 WDBO	3 WTKS-F	3 WMGF-F	3 WMGF-F
4	4 WTKS-F	4 WXXL-F<	4 WMGF-F	4 WMGF-F<	4 WKKA-F	4 WJRR-F<	4 WKKA-F	4 WOMX-F	4 WDBO	4 WDIZ-F
5	WJRR-F	5 WMGF-F	5 WMMO-F<	5 WOCL-F	5 WOMX-F	5 WTKS-F<	5 WJHM-F<	WKKA-F	5	5 WXXL-F<
6	6 WDIZ-F	6 WJRR-F<	6 WOCL-F<	6 WKKA-F	6 WTKS-F	6 WJHM-F	6 WXXL-F	6 WXXL-F	6	6 WOMX-F
7	7	7 WKKA-F	7 WKKA-F	7 WMMO-F	7	7 WMGF-F	7 WOCL-F	7 WOCL-F<	7	7
8	8	WMMO-F	8	8	8	8	8	8 WDBO	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WXXL-F	1 WDIZ-F<	1 WTKS-F	1 WTKS-F	1 WTKS-F>
2 WXXL-F	2 WJHM-F	2 WMGF-F	2 WMGF-F	2 WMGF-F	2 WJRR-F	2 WJRR-F<	2 WDIZ-F	2 WJRR-F	2 WJHM-F<
3 WOMX-F	3 WMGF-F	3 WJHM-F	3 WJHM-F	3 WOCL-F	3 WDIZ-F	3 WTKS-F	WJHM-F	WDIZ-F	3 WMMO-F
4 WMGF-F	4 WXXL-F>	4 WXXL-F	4 WXXL-F	4 WJHM-F>	4 WJHM-F	WXXL-F<	4 WJRR-F	WJHM-F	4 WKKA-F
WTKS-F	5 WTKS-F	5	5 WOCL-F	5 WKKA-F<	5	5 WJHM-F>	5 WMMO-F	5 WMMO-F<	WDIZ-F
6	6 WKKA-F	6	6 WTKS-F	6 WXXL-F	6	6 WMMO-F	6 WOMX-F	6 WXXL-F	6 WJRR-F<
7	7 WJRR-F	7	7 WKKA-F	7	7	7 WKKA-F	7	7 WKKA-F	7 WOMX-F<
8	8	8	8	8	8	8	8	8	8 WDBO

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WFIV	1080	KISSIMMEE	0.4/0.7
WGTO	540	PINE HILLS	0.6/2.9
WHBS	1270	EASTONVILLE	0.4/1.2
WOKB	1600	WINTER GARDEN	0.6/1.5
WONQ	1030	OVIEDO	1.3/2.8
WRMQ	1140	ORLANDO	1.2/1.6
WTLN	1520	APOPKA	0.5/0.8
WVNZ	740	ORLANDO	0.9/4.6
WEZY-F	94.1	LAKELAND	0.9/2.0
WGNE-F	98.1	TITUSVILLE	0.4/2.4
WPCV-F	97.5	WINTER HAVEN	1.1/3.5

ORLANDO

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RADIO STATIONS

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WDBO ,	580,	5 KW (DA-N)	, Full Service	ABC, \$ 76.00	(Katz)	NewCity
WHOO ,	990,	50 KW/5 KW (DA-2),	Standards	, \$ 20.00	(Torbet)	TK
WWNZ ,	740,	50 KW (DA-2)	, News/Talk	CBS, AP, \$ 30.00	(Banner)	Paxson
WCFB-F,	94.5,	100 KW @ 1200	, Country	, \$ 45.00	(Katz)	NewCity (DAYTONA BCH)
WDIZ-F,	100.3,	100 KW @ 1187	, AOR	ABC, \$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,	96.5,	100 KW @ 1597	, Classic AOR	Source, \$ 68.00	(Torbet)	TK
WJHM-F,	101.9,	28 KW @ 1584	, Black	, \$ 70.00	(D&R)	Beasley (DAYTONA BCH)
WJRR-F,	101.1,	100 KW @ 1597	, AOR	, \$ 55.00	(Banner)	Paxson (COCOA)
WLOQ-F,	103.1,	2.7 KW @ 351	, Jazz	, \$ 53.00	(Eastman)	
WMGF-F,	107.7,	100 KW @ 1584	, Soft AC	, \$ 98.00	(Banner)	Paxson
WMMO-F,	98.9,	38 KW @ 492	, AOR/AC	, \$ 88.00	(Eastman)	Granum
WOCL-F,	105.9,	100 KW @ 1581	, Oldies	AP, \$131.00	(Christal)	Chancellor (DE LAND)
WOMX-F,	105.1,	100 KW @ 1309	, AC	, \$105.00	(Mc-Guild)	Nationwide
WTKS-F,	104.1,	100 KW @ 1597	, News/Talk/AOR	AP, \$ 40.00	(Mc-Guild)	Press (COCOA BEACH)
WTLN-F,	95.3,	6 KW @ 315	, Religion	USA, \$ 18.00	( --- )	(APOPKA)
WWKA-F,	92.3,	100 KW @ 1338	, Country	, \$161.00	(Katz)	NewCity
WXXL-F,	106.7,	100 KW @ 387	, CHR	AP, \$ 68.00	(MMR)	Taylor (LEESBURG)

WCFB-F - See Daytona Beach

Miscellaneous: WGTO (Pine Hills) sold to Paxson for \$1,300,000 (Leibowitz). . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,101,700  
 MSA Rank/Pop: 4/5,010,000  
 ADI # 4  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 29/24  
 Diaries: 3586/1144:1/47.9%  
 Sample Target: 3540  
 % Below Line: 3.5  
 % Not Listed: 12.7

1993 Revenue: \$148,900,000  
 HH Inc.: \$40,712  
 Retail \$: 41.4 Bil  
 Pop per Station: 170,904  
 #1 Biller: KYW \$20,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KYW (N)	555/ 7.4	7.4	10.0	6.9	7.0	7.9		12793/31.2	29.6	31.3	K	KYW
2. WMDB-F (T)	428/ 5.7	6.1	5.6	5.4	5.7	5.7		5114/12.5	11.8	12.8	G	WMDB-F
3. WMMR-F (ADR)	421/ 5.6	6.6	5.7	6.0	6.7	6.0		6699/16.3	17.8	17.1	I	WMMR-F
4. WUSL-F (B)	392/ 5.2	4.9	4.7	5.0	4.7	5.0		5245/12.8	12.4	12.8	H	WUSL-F
WYSP-F (CL ADR)	392/ 5.2	5.6	5.3	5.6	5.8	5.4		7363/18.0	17.1	19.6	J	WYSP-F
6. WBEB-F (AC/SAC)	387/ 5.1	4.9	4.5	3.3	3.1	4.5		6147/15.0	14.4	10.6	G	WBEB-F
7. WXTU-F (C)	377/ 5.0	4.6	4.0	4.4	4.7	4.5		4321/10.5	11.4	12.3	H	WXTU-F
8. WOGL-F (O)	344/ 4.6	5.0	5.3	5.1	4.2	5.0		5471/13.3	15.7	15.2	I	WOGL-F
9. WIOQ-F (CHR)	343/ 4.6	4.3	4.3	5.2	6.0	4.6		5978/14.6	14.9	17.9	H	WIOQ-F
10. WMGK-F (O-70's)	335/ 4.5	3.6	3.4	3.3	3.5	3.7		5482/13.4	11.6	10.7	H	WMGK-F
11. WDAS-F (B/AC)	328/ 4.4	3.3	4.2	4.0	4.7	4.0		3908/ 9.5	8.5	9.7	F	WDAS-F
12. WPEN (ST/FS)	317/ 4.2	6.1	5.5	5.2	4.1	5.3		3348/ 8.2	10.1	9.2	G	WPEN
13. WPLY-F (CHR)	291/ 3.9	4.0	2.6	2.3	2.7	3.2		5697/13.9	14.4	9.7	E	WPLY-F
14. WJZ-F (J)	265/ 3.5	2.4	2.6	3.0	2.8	2.9		3722/ 9.1	6.7	8.7	G	WJZ-F
WIP (SPRTS)	265/ 3.5	3.3	3.6	4.6	3.3	3.8		3703/ 9.0	9.1	9.2	H	WIP
WYXR-F (AC)	265/ 3.5	3.3	3.5	4.1	4.5	3.6		5535/13.5	13.4	16.6	H	WYXR-F
17. WFLN-F (CL)	163/ 2.2	2.2	3.3	2.7	2.4	2.6		3097/ 7.6	6.3	7.3	F	WFLN-F
18. WIBF-F (AOR-NR)	156/ 2.1	2.8	2.4	2.6	3.1	2.5		3317/ 8.1	9.5	8.0	C	WIBF-F
19. WPST-F (CHR)	131/ 1.7	1.7	1.4	1.2	1.1	1.5		2973/ 7.2	7.2	5.8		WPST-F
20. WHAT (B/T)	83/ 1.1	1.0	1.1	0.8	0.8	1.0		919/ 2.2	2.1	2.2		WHAT
21. WDAS (G/B)	61/ 0.8	1.0	1.2	1.3	0.8	1.1		1162/ 2.8	3.0	2.7		WDAS
22. WGMP (SPRTS)	50/ 0.7	1.1	0.6	1.4	1.8	1.0		1640/ 4.0	7.0	9.7		WGMP
23.												
24.												
25.												

12+ FM SHARE (METRO): 78.40% (5150 of 6569) (SUM 93: 77.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F>	1 WYSP-F<	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW	1 KYW >	1 WBEB-F	1 WBEB-F<	1 WUSL-F	1 WMDB-F
2 WUSL-F>	2 WMMR-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WMDB-F	2 WYSP-F>	WMMR-F	2 WMMR-F	2 WDAS-F<	2 KYW >
3 WPLY-F	3 WUSL-F	3 WUSL-F<	3 WMGK-F<	3 WMGK-F<	3 WPEN	3 WMMR-F<	3 WMDB-F	3 KYW	3 WIOQ-F	3 WUSL-F
4	4 WPLY-F	4 WDAS-F<	4 WDAS-F>	4 WDAS-F<	4 WXTU-F<	4 WMDB-F	4 WMGK-F	4 WXTU-F	4 WYXR-F	4 WDAS-F>
5	5 WMGK-F<	5 WMGK-F	5 WBEB-F<	5 WOGL-F<	5 WOGL-F	5 WXTU-F	5 WXTU-F	5 WMDB-F	5 WMDB-F	5 WIOQ-F
6	6 WIOQ-F	6 WBEB-F<	6 WOGL-F	6 WBEB-F<	6 WBEB-F	6 WIP	6 WOGL-F	6 WMGK-F<	6 KYW	6
7	7 WDAS-F	7 WPLY-F	7 WJZ-F	7 WXTU-F	7	WMGK-F	WPEN	7 WIOQ-F	7 WOGL-F	7
8	8	8	8 KYW	KYW <	8	8	8	8 WUSL-F	8	8
9	9	9	9	9 WJZ-F	9	9	9	9	9	9

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLY-F	1 WUSL-F<	1 WMGK-F	1 WDAS-F<	1 WBEB-F<	1 WUSL-F	1 WYSP-F	1 WYSP-F	1 WMMR-F	1 WMMR-F
2 WUSL-F	2 WPLY-F	2 WMMR-F	2 WBEB-F<	2 WDAS-F<	2 WPLY-F	2 WMMR-F	2 WMMR-F	WYSP-F>	WYSP-F>
3 WYXR-F	3 WIOQ-F<	WDAS-F	3 WMGK-F	3 WMGK-F	3 WMMR-F	3 WUSL-F	3 WIP	3 WUSL-F<	3 WIP
4 WIOQ-F	4 WMGK-F<	4 WUSL-F	4 WYXR-F<	4 WOGL-F	4 WYSP-F	4 WPLY-F	4 WMGK-F	4 WIP	4 WXTU-F
5 WBEB-F	5 WYXR-F	5 WIOQ-F	5 WUSL-F	5 KYW <	5 WIOQ-F	5 WIP <	5 WUSL-F	5 WMGK-F	5 WMGK-F
6 WDAS-F	WDAS-F<	6 WYXR-F	6 WMMR-F<	6 WJZ-F<	6 WIBF-F	6 WMGK-F	6 WPLY-F	6 WPLY-F	WOGL-F
7 WPST-F	7 WMMR-F<	7 WPLY-F	7 WPLY-F<	7 WYXR-F	7	7 WIBF-F<	7 WJZ-F	7 WXTU-F	KYW <
8 WMMR-F	8 WBEB-F	WJZ-F	8 WIOQ-F	8 WXTU-F	8	8 WIOQ-F	8 WMDB-F	8 WDAS-F	8 WJZ-F
9	9	9	9	9	9	9	9 WDAS-F	9	9

PHILADELPHIA

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WNAP	1110	NORRISTOWN, PA	0.3/0.9
WTEL	860	PHILADELPHIA	0.5/0.5
WZZD	990	PHILADELPHIA	0.4/1.7
WFMZ-F	100.7	ALLENTOWN	0.6/1.5
WJBR-F	99.9	WILMINGTON, DE	0.4/1.9
WKXW-F	101.5	TRENTON	0.4/2.7
WSTW-F	93.7	WILMINGTON, DE	0.3/2.4

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, News	NBC, AP, \$ 305.00 (Group W)	Westinghouse
WDAS, 1480, 5 KW/1 KW (DA-2)	, Gospel/Black	AURN, \$ NA (Mc-Guild)	Beasley
WHAT, 1340, 1 KW	, Black Talk	, \$ 34.00 ( --- )	
WIP, 610, 5 KW (DA-1)	, Sports	MBS, \$ 142.00 (Katz)	Infinity
WGMP, 1210, 50 KW	, Sports	CBS, MBS, \$ NA (CBS)	CBS
WPEN, 950, 5 KW (DA-N)	, Standards/FS	UNISTR, \$ 134.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, Oldies	, \$ 28.00 ( --- )	
WPHY, 560, 5 KW (DA-2)	, Religion	, \$ 30.00 ( --- )	Salem
WZZD, 990, 50 KW/10 KW (DA-2)	, Religion	, \$ 32.00 ( --- )	Salem
WTEL, 860, 10 KW/500 W (DA-2)	, Hispanic	, \$ 35.00 (Katz Hisp.)	Beasley

FM STATIONS

WBEB, 101.1, 14 KW @ 941, AC	, \$ 144.00 (Mc-Guild)	
WDAS, 105.3, 17 KW @ 872, Black/AC	, \$ 134.00 (Mc-Guild)	Beasley
WFLN, 95.7, 50 KW @ 500, Classical	, \$ 125.00 (CMBS)	Marlin
WIBF, 103.9, 0.3 KW @ 1000, New Rock	, \$ 63.00 (Groskin)	Jarad (JENKINTOWN)
WIOQ, 102.1, 27 KW @ 649, CHR	, \$ 153.00 (Banner)	EZ
WJJZ, 106.1, 23 KW @ 741, Jazz	ABC, \$ 139.00 (Eastman)	Pyramid
WMGK, 102.9, 8.5 KW @ 1181, Oldies (70's)	, \$ 159.00 (MMR)	Greater Media
WMMR, 93.3, 18 KW @ 827, AOR	UNISTR, \$ 250.00 (Group W)	Westinghouse
WOGI, 98.1, 13 KW @ 1000, Oldies	CBS, \$ 253.00 (CBS)	CBS
WPLY, 100.3, 35 KW @ 600, CHR	, \$ 120.00 (Katz)	
WUSL, 98.9, 18 KW @ 830, Black	, \$ 164.00 (Katz)	EZ
WWDB, 96.5, 17 KW @ 866, Talk	ABC, \$ 140.00 (Banner)	Panache
WXIU, 92.5, 16 KW @ 899, Country	UNISTR, MBS, \$ 180.00 (D&R)	Beasley
WYSP, 94.1, 16 KW @ 899, Classic AOR	ABC, \$ 340.00 (Torbet)	Infinity
WYXR, 104.5, 16 KW @ 872, AC/CHR	, \$ 190.00 (Katz)	Pyramid



PHOENIX

Arbitron Rank/Pop (12+): 21/1,880,800  
 MSA Rank/Pop: 18/2,430,000  
 ADI # 20  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 27/27  
 Diaries: 2244/ 838:1/50.7%  
 Sample Target: 2315  
 % Below Line: 0.0  
 % Not Listed: 15.3

1993 Revenue: \$73,400,000  
 HH Inc.: \$30,821  
 Retail \$: 22.1 Bil  
 Pop per Station: 69,630  
 #1 Biller: KNIX-AF \$11,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KMLE-F (C)	237/ 7.6	7.2	7.4	7.5	6.8	7.4		3361/17.9	15.1	17.0	G	KMLE-F
2. KNIX-F (C)	222/ 7.1	8.0	10.1	9.1	7.5	8.6		3511/18.7	19.7	21.2	I	KNIX-F
3. KOY (ST/FS)	211/ 6.7	5.3	5.6	6.1	5.4	5.9		2037/10.8	10.0	10.9	C	KOY
4. KTAR (N/T)	207/ 6.6	7.0	6.4	7.5	6.3	6.9		3291/17.5	21.5	20.2	H	KTAR
5. KFYI (T)	170/ 5.4	5.8	5.7	5.2	6.9	5.5		1955/10.4	10.6	14.0	E	KFYI
6. KVMY-F (AC)	159/ 5.1	4.5	4.2	4.3	4.1	4.5		2530/13.5	13.3	13.4	E	KVMY-F
7. KKFR-F (CHR)	148/ 4.7	5.2	5.9	6.7	4.5	5.6		2996/15.9	16.8	13.2	D	KKFR-F
8. KDKB-F (AOR)	146/ 4.7	3.8	4.9	4.9	4.4	4.6		2353/12.5	12.4	13.7	F	KDKB-F
9. KUPD-F (AOR)	142/ 4.5	5.4	6.2	5.3	4.9	5.4		2474/13.2	12.8	14.2	G	KUPD-F
10. KSLX-F (CL AOR)	121/ 3.9	4.0	2.2	2.4	3.6	3.1		2330/12.4	12.7	12.6	F	KSLX-F
11. KKLT-F (SAC)	115/ 3.7	4.1	3.8	4.6	5.4	4.1		1887/10.0	10.1	12.7	F	KKLT-F
12. KOOL-F (O)	111/ 3.5	3.2	2.9	2.8	2.9	3.1		2136/11.4	11.6	10.7	E	KOOL-F
13. KESZ-F (AC)	108/ 3.4	3.7	4.0	3.5	4.3	3.7		1907/10.1	9.9	11.2	E	KESZ-F
14. KYOT-F (J)	83/ 2.7	1.3	1.5	0.9	2.9	1.6		1135/ 6.0	4.4	13.2	D	KYOT-F
15. KPSN-F (O)	75/ 2.4	3.1	3.0	2.5	3.0	2.8		1303/ 6.9	7.6	10.4	E	KPSN-F
16. KZON-F (AOR-P)	73/ 2.3	2.8	2.2	3.4	3.0	2.7		924/ 4.9	7.1	6.9	D	KZON-F
17. KEDJ-F (AOR-NR)	65/ 2.1	2.6	2.2	2.9	2.4	2.5		1210/ 6.4	6.2	6.8	B	KEDJ-F
18. KZRFX-F (AOR)	41/ 1.3	1.2	1.4	1.5	1.5	1.4		754/ 4.0	4.4	4.8	B	KZRFX-F
19. KISO (B)	38/ 1.2	1.1	0.6	0.8	0.6	0.9		456/ 2.4	2.6	1.5		KISO
KMJK-F (?)	37/ 1.2	1.2	0.7	---	0.4	0.8		557/ 3.0	3.3	0.6		KMJK-F

12+ FM SHARE (METRO): 72.02% (1910 of 2652) (SUM 93: 72.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>>	1 KMLE-F	1 KMLE-F>	1 KMLE-F	1 KMLE-F	1 KOY	1 KTAR <	1 KFYI	1 KMLE-F<	1 KTAR <	1 KTAR >
2 KVMY-F	2 KUPD-F	2 KNIX-F	2 KNIX-F	2 KNIX-F	2 KTAR	2 KMLE-F	2 KMLE-F<	2 KNIX-F	2 KKFR-F<	2 KFYI
3 KMLE-F	3 KDKB-F<	KDKB-F	KDKB-F	3 KDKB-F	3 KNIX-F	3 KNIX-F	3 KNIX-F<	3 KTAR	3 KMLE-F	3 KNIX-F
4 KUPD-F	4 KVMY-F<	4 KUPD-F<	4 KSLX-F<	4 KSLX-F<	4 KFYI	4 KDKB-F<	4 KOY	KVMY-F	4 KOY <	4 KMLE-F
5	5 KKFR-F	5 KVMY-F	5 KVMY-F<	5 KTAR	5 KMLE-F	5 KOY	5 KTAR	5 KOY	5 KNIX-F	5 KSLX-F
6	6 KNIX-F	6 KSLX-F	6 KESZ-F<	KVMY-F	6 KKLT-F	6 KUPD-F	6 KVMY-F	6 KKFR-F	6 KVMY-F	6 KUPD-F
7	7 KSLX-F	7 KKFR-F	7 KFYI	7 KESZ-F<	7	7 KESZ-F	7 KKFR-F	7 KFYI	7 KUPD-F	7
8	8	8	8	8 KFYI	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKFR-F	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KMLE-F	1 KUPD-F	1 KUPD-F>	1 KDKB-F	1 KDKB-F	1 KDKB-F
2 KVMY-F	2 KESZ-F	2 KVMY-F	2 KVMY-F	2 KNIX-F	2 KKFR-F	2 KDKB-F	2 KMLE-F	2 KUPD-F	2 KMLE-F
3 KMLE-F	3 KKFR-F	3 KNIX-F	3 KNIX-F	3 KVMY-F	3 KDKB-F	3 KMLE-F>	3 KUPD-F	3 KMLE-F	3 KFYI
4 KEDJ-F	4 KNIX-F	4 KDKB-F	4 KKFR-F	4 KKLT-F<	4 KEDJ-F	4 KSLX-F<	4 KFYI	4 KNIX-F	4 KTAR
5 KUPD-F	5 KDKB-F	5 KKFR-F	5 KESZ-F	5 KESZ-F	KNIX-F	5 KKFR-F	5 KSLX-F	KSLX-F	5 KSLX-F<
6 KSLX-F	6 KUPD-F	6 KESZ-F	6 KKLT-F	6 KOOL-F	6	6 KZRFX-F	6	6 KFYI	6 KNIX-F
7	7	7 KKLT-F	7 KSLX-F	7 KSLX-F	7	7 KNIX-F	7	7 KTAR	7 KYOT-F
8	8	8	8	8	8	8	8	8	8 KOOL-F
9	9	9	9	9	9	9	9	9	9

PHOENIX

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KCWW	1580	TEMPE	0.7/1.6
KGME	1360	GLENDALE	0.7/2.3
KOOL	960	PHOENIX	0.7/2.9
KPHX	1480	PHOENIX	0.5/1.5
KSUN	1400	PHOENIX	0.5/1.5
KTWC-F	103.5	GLENDALE	0.9/1.9
KVVA	860	PHOENIX	0.5/1.6

RADIO STATIONS

AM STATIONS

KCWW	, 1580,	50 KW (DA-N)	, Country	SMN, \$ 35.00	(Katz)	Buck Owens
KFYI	, 910,	5 KW (DA-N)	, Talk	CBS, \$ 65.00	(D&R)	Broadcast Group
KOOL	, 960,	5 KW (DA-N)	, SEE KOOL-FM			
KOY	, 550,	5 KW/1 KW	, Standards/FS	UNISTR, CNN, \$ 54.00	(Christal)	Sundance
KSUN	, 1400,	1 KW	, Hispanic	, \$ 27.00	(Caballero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	ABC, CBS, \$184.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/1 KW (DA-2)	, AOR	, \$ 26.00	(Banner)	Sandusky
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KISO	, 1230,	1 KW	, Black	SMN, AP, \$ 24.00	(MMR)	Sundance

FM STATIONS

KDKB	, 93.3,	100 KW @ 1538	, AOR	, \$ 92.00	(Torbet)	Sandusky
KEDJ	, 106.3,	3 KW @ 325	, New Rock	NBC, \$ 44.00	( --- )	(SUN CITY)
KESZ	, 99.9,	100 KW @ 1670	, AC	, \$ 77.00	(Banner)	
KKFR	, 92.3,	100 KW @ 1647	, CHR/Urban	, \$ 61.00	(D&R)	Broadcast Group
KKLT	, 98.7,	115 KW @ 1679	, Soft AC	, \$100.00	(CBS)	Pulitzer
KMJK	, 106.9,	6 KW @ 305	, Black AC	, \$ NA	(K & P)	(BUCKEYE)
KMLE	, 107.9,	100 KW @ 1000	, Country	, \$164.00	(Mc-Guild)	Shamrock
KNIX	, 102.5,	98 KW @ 1620	, Country	, \$259.00	(Katz)	Buck Owens
KOOL	, 94.5,	100 KW @ 1653	, Oldies	, \$ 87.00	(D&R)	Compass
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 97.00	(Eastman)	Greater Media
KPSN	, 96.9,	100 KW @ 1558	, Oldies	, \$ 70.00	(CBS)	Bonneville
KTWC	, 103.5,	62 KW @ 2428	, AC/Oldies	, \$ 55.00	(CBS)	
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$147.00	(Banner)	Sandusky
KVRY	, 104.7,	100 KW @ 1548	, AC	, \$ 81.00	(Mc-Guild)	Nationwide
KYOT	, 95.5,	96 KW @ 1571	, Jazz	, \$ 66.00	(Christal)	Sundance
KZON	, 101.5,	100 KW @ 1738	, Prog. AOR	AP, \$ 60.00	(MMR)	Sundance
KZRX	, 100.3,	90 KW @ 2047	, AOR	UNISTR, ABC, \$ 35.00	(Roslin)	(GLOBE)

Miscellaneous: KYOT changes to KISO (Sep). . .

PITTSBURGH

Arbitron Rank/Pop (12+): 20/2,023,800

Stations: 26/25  
Diaries: 2672/757:1/59.1%  
Sample Target: 2525  
% Below Line: 0.3  
% Not Listed: 12.1

1993 Revenue: \$59,100,000  
HH Inc.: \$30,623  
Retail \$: 18.9 Bil  
Pop per Station: 80,952  
#1 Biller: KDKA \$10,000,000

MSA Rank/Pop: 19/2,380,000  
ADI # 17  
Average Person Ratings: 17.0  
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KDKA (N/T)	475/13.8	15.4	14.4	12.9	13.7	14.1		5798/28.6	31.3	31.1	I	KDKA
2. WQVE-F (ADR)	404/11.7	10.7	8.9	9.2	11.2	10.1		4463/22.1	20.7	21.2	H	WQVE-F
3. WBZZ-F (CHR)	238/ 6.9	6.8	7.7	5.9	6.2	6.8		4741/23.4	20.7	20.0	F	WBZZ-F
4. WWSW-F (D)	213/ 6.1	6.6	5.7	8.0	6.6	6.6		3747/18.5	18.9	20.2	G	WWSW-F
5. WVTY-F (AC)	192/ 5.6	4.6	4.9	4.4	5.5	6.3		3113/15.4	14.6	15.0	F	WVTY-F
6. WSHH-F (SAC)	180/ 5.2	4.9	5.5	5.6	5.1	5.3		2805/13.9	12.4	12.9	E	WSHH-F
7. WAMO-F (B)	167/ 4.8	4.4	5.0	4.1	6.0	4.6		2071/10.2	9.0	11.9	D	WAMO-F
8. WTAE (T)	153/ 4.4	3.3	4.6	5.4	5.0	4.4		2553/12.6	11.2	14.0	D	WTAE
9. WJAS (ST)	145/ 4.2	3.7	4.5	4.2	4.4	4.2		1969/ 9.7	9.9	10.0	B	WJAS
10. WDSY-F (C)	142/ 4.1	5.7	4.7	5.3	5.0	5.0		2330/11.5	12.2	13.7	F	WDSY-F
11. WRRK-F (CL ADR)	135/ 3.9	3.5	3.1	2.7	2.8	3.3		2637/13.0	12.5	12.4	D	WRRK-F
12. WLTJ-F (SAC)	132/ 3.8	3.7	3.9	5.7	3.8	4.3		2285/11.3	11.2	11.3	D	WLTJ-F
13. WQKB-F (C)	82/ 2.4	1.8	1.9	2.5	2.2	2.2		1643/ 8.1	6.7	6.7	C	WQKB-F
14. WXR-B (C)	80/ 2.3	2.8	2.4	2.8	2.3	2.6		1342/ 6.6	6.9	6.3	B	WXR-B
15. WWKS-F (ADR)	75/ 2.2	1.7	1.5	1.0	0.8	1.6		1241/ 6.1	5.6	4.2		WWKS-F
16. WORD-F (REL)	49/ 1.4	1.1	1.4	0.8	1.3	1.2		590/ 2.9	3.7	4.1		WORD-F
17. KQV (N)	43/ 1.2	1.3	1.5	1.6	1.5	1.4		838/ 4.1	5.5	5.9	C	KQV
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.65% (2111 of 3031) (SUM 93: 68.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>>1 WQVE-F>>	1 WQVE-F>>	1 WQVE-F>>	1 WQVE-F>>	1 WQVE-F>	1 KDKA >>	1 KDKA >	1 WQVE-F	1 WQVE-F	1 KDKA >	1 KDKA >>
2 WQVE-F	2 WBZZ-F	2 WBZZ-F<	2 WWSW-F	2 WWSW-F<	2 WWSW-F	2 WQVE-F>	2 KDKA >	2 KDKA	2 WQVE-F	2 WQVE-F
3 WAMO-F	3 WVTY-F	3 WVTY-F<	3 WVTY-F	3 KDKA <	3 WSHH-F<	3 WBZZ-F<	3 WWSW-F<	3 WBZZ-F	3 WBZZ-F	3 WAMO-F
4	4 WAMO-F<	4 WWSW-F	4 KDKA <	4 WVTY-F	4 WJAS <	4 WVTY-F<	4 WVTY-F<	4 WWSW-F	4 WAMO-F>	4
5	5 WRRK-F	5 WAMO-F<	5 WBZZ-F<	5 WBZZ-F	5 WTAE	5 WWSW-F	5 WSHH-F	5 WVTY-F	5 WWSW-F<	5
6	6	6 WRRK-F	6 WRRK-F	6 WRRK-F	6 WQVE-F	6 WSHH-F	6 WBZZ-F	6 WSHH-F	6 WVTY-F	6
7	7	7 KDKA	7	7 WSHH-F	7	7	7 WTAE	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WQVE-F	1 WQVE-F	1 WBZZ-F<	1 WWSW-F<	1 WQVE-F	1 WQVE-F>>>1	WQVE-F	1 WQVE-F>>>1	WQVE-F>>
2 WQVE-F	2 WBZZ-F	2 WVTY-F	2 WQVE-F<	2 WVTY-F<	2 WAMO-F	2 WRRK-F	2 WRRK-F	2 WRRK-F	2 KDKA
3 WAMO-F	3 WVTY-F>	3 WBZZ-F	3 WVTY-F	3 WQVE-F<	3 WBZZ-F	3 WWKS-F<	3 WWKS-F	3 KDKA <	3 WRRK-F<
4 WVTY-F	4 WAMO-F	4 WAMO-F	4 WWSW-F	4 WBZZ-F<	4 WXR-B	4 WAMO-F	4 KDKA	4 WAMO-F	4 WWSW-F
5 WSHH-F	5 WRRK-F	5 WRRK-F	5 WAMO-F	5 KDKA	5 WWKS-F	5 WBZZ-F	5 WVTY-F	5 WWSW-F<	5 WVTY-F
6	6 WSHH-F	6 WWSW-F	6 WLTJ-F	6 WSHH-F	6 WDSY-F	6 WVTY-F	6 WBZZ-F	6 WVTY-F<	6 WDSY-F
7	7	7 WSHH-F	7 WSHH-F	7 WLTJ-F	7 WRRK-F	7	7 WDSY-F	7	7
8	8	8	8	8 WAMO-F	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

PITTSBURGH

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OTHER RATED STATIONS

			METRO CUME TSA TSA
			SHARE/RTG/AQH/CUME
WEDO	810	MCKEESPORT	0.4/1.3
WEPP	1080	PITTSBURGH	0.7/1.7
WESA-F	98.3	CHARLEROI	0.4/1.5
WISR	680	BUTLER	0.3/0.7
WJPA	1450	WASHINGTON	0.4/0.7
WJPA-F	95.3	WASHINGTON	0.4/1.1
WMBS	590	UNIONTOWN	0.8/1.7
WQXK-F	105.1	SALEM, OH	0.3/0.9

RADIO STATIONS

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AM STATIONS

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KDKA,	1020,	50 KW	,	News/Talk	NBC,	\$182.00	(Group W)	Westinghouse
KQV,	1410,	5 KW (DA-2)	,	News	CBS, CNN,	\$ 38.00	(Torbet)	
WEPP,	1080,	50 KW (DAYS, DA)	,	Country	SMN, \$ NA		(D&R)	Entercom
WJAS,	1320,	5 KW (DA-N)	,	Standards	UNISTR, CNN,	\$ 27.00	(Eastman)	
WMBS,	590,	1 KW (DA-N)	,	Full Service	CBS,	\$ 24.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	,	Religion	,	\$ 29.00	( --- )	Salem
WTAE,	1250,	5 KW (DA-N)	,	Talk/News	ABC, MBS,	\$ 74.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	,	See WWSW-FM				

FM STATIONS

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WBZZ,	93.7,	41 KW @ 551	,	CHR	,	\$101.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500	,	Country	UNISTR,	\$ 90.00	(D&R)	Entercom
WDVE,	102.5,	55 KW @ 820	,	AOR	Source,	\$178.00	(Christal)	Secret
WLTJ,	92.9,	47 KW @ 889	,	Soft AC	,	\$ 61.00	(MMR)	Frischling
WORD,	101.5,	48 KW @ 506	,	Religion	,	\$ 38.00	( --- )	Salem
WQKB,	100.7,	17 KW @ 850	,	Oldies - 70's	ABC,	\$ 45.00	(Banner)	EZ (N. KENSINGTON)
WRRK,	96.9,	45 KW @ 531	,	Classic AOR	,	\$ 50.00	(MMR)	Frischling (BRADDOCK)
WSHH,	99.7,	11 KW @ 928	,	Soft AC	UNISTR, UPI,	\$ 83.00	(Eastman)	Renda
WVTY,	96.1,	50 KW @ 500	,	AC	,	\$ 81.00	(Katz)	Hearst
WWKS,	106.7,	47 KW @ 518	,	AOR	UNISTR,	\$ 28.00	(Dome)	(BEAVER FALLS)
WWSW,	94.5,	50 KW @ 810	,	Oldies	ABC,	\$165.00	(Mc-Guild)	Shamrock
WXRБ,	104.7,	50 KW @ 500	,	Country	,	\$ 43.00	(D&R)	Entercom
WAMO,	105.9,	72 KW @ 430	,	Black	AURN,	\$ 54.00	(D&R)	Sheridan

Miscellaneous: WQKB-F changes from Country to Oldies/70's in October (after book). . . WBVP, WWKS-F (Beaver Falls) sold to Schwartz, Daniels, Iorio sold for \$2,000,000. . .

PORTLAND, OR

Arbitron Rank/Pop (12+): 26/1,511,600

Stations: 30/27  
Diaries: 2203/686:1/55.0%  
Sample Target: 2055  
% Below Line: 1.2  
% Not Listed: 11.9

1993 Revenue: \$57,500,000  
HH Inc.: \$32,021  
Retail \$: 15.0 Bil  
Pop per Station: 55,985  
#1 Biller: KUPL-AF \$7,400,000

MSA Rank/Pop: 29/1,640,000  
ADI # 26  
Average Person Ratings: 15.6  
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KWJJ-AF (C)	215/ 9.1	7.9	8.6	6.7	8.8	8.1		2694/17.8	19.5	19.8	D	KWJJ-AF
2. KUPL-F (C)	179/ 7.6	7.8	6.8	7.3	8.3	7.4		2504/16.6	17.2	17.3	H	KUPL-F
3. KKRZ-F (CHR)	170/ 7.2	7.2	7.6	7.6	7.5	7.4		2919/19.3	21.4	19.8	F	KKRZ-F
4. KXL (N/T)	164/ 7.0	7.0	7.9	8.5	7.2	7.6		2128/14.1	14.9	16.3	G	KXL
5. KGON-F (CL AOR)	157/ 6.7	6.1	4.6	5.4	5.2	5.7		2376/15.7	14.7	15.1	D	KGON-F
6. KKSJ-F (O)	143/ 6.1	5.9	5.7	4.1	5.2	5.5		2459/16.3	14.9	17.1	F	KKSJ-F
7. KUFO-F (AOR)	139/ 5.9	7.0	6.0	6.2	9.0	6.3		2134/14.1	17.3	17.1	F	KUFO-F
8. KKCW-F (AC)	133/ 5.6	6.1	5.6	6.1	6.4	5.9		2161/14.3	14.3	14.3	G	KKCW-F
9. KEX (FS)	122/ 5.2	5.9	6.2	7.7	4.4	6.3		1879/12.4	15.8	13.2	G	KEX
10. KINK-AF (AOR-P)	110/ 4.7	4.9	6.5	5.6	5.0	5.4		1763/11.7	11.9	13.8	G	KINK-AF
11. KKJZ-F (J)	102/ 4.3	2.8	1.5	1.4	1.7	2.5		1288/ 8.5	7.0	3.9		KKJZ-F
12. KKSJ (ST)	76/ 3.2	4.4	3.7	2.3	2.9	3.4		873/ 5.8	7.5	5.7	C	KKSJ
13. KXYQ-F (CHR/AC)	75/ 3.2	3.3	3.9	4.6	2.9	3.8		1386/ 9.2	11.5	10.9	C	KXYQ-F
14. KXL -F (SAC)	50/ 2.1	2.7	2.7	2.6	3.5	2.5		1258/ 8.3	10.0	8.9	D	KXL -F
15. KBBT (AOR-NR)	40/ 1.7	1.6	1.5	1.3	1.3	1.5		653/ 4.3	3.9	4.1		KBBT
16. KPDQ-F (REL)	33/ 1.4	1.3	1.2	1.8	1.0	1.4		611/ 4.0	3.8	4.2		KPDQ-F
17. KMUZ-F (EZ)	31/ 1.3	1.5	1.1	1.5	0.9	1.4		376/ 2.5	2.4	2.3		KMUZ-F
18. KFXX (SPRTS)	27/ 1.1	1.2	1.1	1.4	1.1	1.2		462/ 3.1	3.2	3.6	B	KFXX
19.												
20.												

12+ FM SHARE (METRO): 75.28% (1562 of 2075) (SUM 93: 74.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KGON-F<	1 KGON-F<	1 KGON-F	1 KGON-F	1 KXL	1 KXL	1 KXL	1 KWJJ-AF	1 KKRZ-F<	1 KEX
2 KUFO-F	2 KUFO-F<	2 KWJJ-AF<	2 KKSJ-F	2 KKSJ-F<	2 KWJJ-AF<	2 KGON-F	2 KWJJ-AF	2 KKRZ-F<	2 KWJJ-AF	2 KUPL-F
3 KWJJ-AF	3 KKRZ-F<	3 KUPL-F	3 KWJJ-AF<	3 KUPL-F	3 KEX	3 KEX	3 KUPL-F<	3 KUPL-F	3 KUFO-F	3 KWJJ-F
4	4 KWJJ-AF	KUFO-F	4 KUPL-F<	4 KKCW-F<	4 KUPL-F<	KUPL-F<	4 KKRZ-F	4 KGON-F<	4 KUPL-F	4 KXL
5	5 KUPL-F	KKSJ-F<	5 KKCW-F<	5 KWJJ-AF	5 KKSJ-F	5 KWJJ-AF	5 KGON-F	5 KKSJ-F	5 KGON-F<	5 KUFO-F
6	6 KINK-AF	6 KKRZ-F	6 KINK-AF	6 KINK-AF	6 KKCW-F	6 KKCW-F	6 KKSJ-F<	6 KUFO-F	6 KKSJ-F	6 KGON-F
7	7	7 KKCW-F	7 KUFO-F	7 KXL	7	7 KKRZ-F	7 KKCW-F	7 KKCW-F	7	7 KKSJ-F
8	8	8	8	8 KUFO-F	8	8	KUFO-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWJJ-AF	1 KKRZ-F<	1 KUPL-F	1 KKCW-F	1 KKCW-F	1 KUFO-F	1 KUFO-F<	1 KGON-F	1 KGON-F	1 KGON-F>
2 KKRZ-F	2 KWJJ-AF	2 KKRZ-F	KWJJ-AF	2 KUPL-F	2 KKRZ-F	2 KGON-F>	2 KUFO-F	2 KUFO-F	2 KKSJ-F
3 KGON-F	3 KUPL-F>	3 KINK-AF	KUPL-F<	3 KWJJ-AF<	KWJJ-AF	3 KWJJ-AF<	3 KINK-AF	3 KWJJ-AF<	3 KXL
KUPL-F	4 KGON-F	4 KWJJ-AF	4 KKRZ-F	4 KKSJ-F	4 KGON-F	4 KKRZ-F	4 KUPL-F	4 KKSJ-F	4 KWJJ-AF<
5 KKCW-F	5 KINK-AF	5 KXYQ-F	5 KKSJ-F<	5 KINK-AF<	5 KUPL-F	5 KUPL-F	KWJJ-AF	5 KUPL-F<	5 KUPL-F
KKJZ-F	KKCW-F<	6 KGON-F	6 KXYQ-F<	6 KKRZ-F	6	6 KINK-AF	6 KKRZ-F	6 KXL	< KUFO-F<
7	7 KXYQ-F	KKCW-F	7 KINK-AF	KXYQ-F	7	7	7 KBBT	7 KKRZ-F	7 KINK-AF
8	8	8 KUFO-F	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBMS	1480	VANCOUVER, WA	0.5/1.2
KBNP	1410	PORTLAND	0.3/0.6
KCCS	1220	SALEM	0.6/1.0
KDBX-F	107.5	BANKS	0.6/1.7
KKEY	1150	PORTLAND	0.3/1.7
KUPL	1330	PORTLAND	0.4/1.7
KWIP	880	DALLAS	0.7/1.2
KDUK-F	104.7	FLORENCE	0.6/1.3
KFAT-F	106.1	CORVALLIS	0.3/1.1
KSKD-F	107.1	SWEET HOME	0.3/0.6

PORTLAND, OR  
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RADIO STATIONS  
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AM STATIONS  
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KBBT, 970, 5 KW (DA-1)	, New AOR	, \$ 30.00 (Eastman)	Henry
KEX, 1190, 50 KW (DA-1)	, Full Service	ABC, \$ 136.00 (Katz)	Citicasters
KFXJ, 1520, 50 KW/10 KW (DA-1)	, Sports	CNN, \$ 32.00 (CBS)	Apogee
KINK, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, Standards	UNISTR, NBC, \$ 37.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-FM		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-FM		
KXL, 750, 50 KW/20 KW (DA-1)	, News/Talk	CBS, \$ 98.00 (Mc-Guild)	Alexander

FM STATIONS  
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KDBX, 107.5, 4.1 KW @ 397	, Religion	, \$ NA ( --- )		(BANKS)
KGON, 92.3, 100 KW @ 1266	, Classic AOR	, \$ 81.00 (CBS)	Apogee	
KINK, 101.9, 100 KW @ 1673	, Prog. AOR	, \$ 147.00 (MMR)	Nogales	
KKJZ, 106.7, 100 KW @ 879	, Jazz	ABC, Source, \$ 54.00 ( --- )	BayCom	(LAKE OSWEGO)
KKCW, 103.3, 95 KW @ 1653	, AC	, \$ 148.00 (D&R)	Trumper	
KKRZ, 100.3, 95 KW @ 1433	, CHR	, \$ 85.00 (Katz)	Citicasters	
KKSN, 97.1, 100 KW @ 1000	, Oldies	UNISTR, \$ 90.00 (Christal)	Heritage	
KMUZ, 94.7, 3.7 KW @ 850	, EZ	, \$ 27.00 ( --- )		(CAMAS, WA)
KPDQ, 93.7, 100 KW @ 941	, Religion	, \$ 23.00 ( --- )	Salem	
KUFO, 101.1, 100 KW @ 1640	, AOR	, \$ 94.00 (Eastman)	Henry	
KUPL, 98.5, 100 KW @ 1105	, Country	AP, \$ 165.00 (Banner)	BayCom	
KWJJ, 99.5, 52 KW @ 1266	, Country	UNISTR, ABC, \$ 70.00 (D&R)	Park	
KXL, 95.5, 100 KW @ 991	, Oldies - 70's	, \$ 65.00 (Mc-Guild)	Alexander	
KXYQ, 105.1, 100 KW @ 1840	, CHR/AC	ABC, \$ 38.00 (Torbet)	Trumper	(SALEM)

Miscellaneous: KXL-F changes from Soft AC to Oldies - 70's (Oct). . .

PROVIDENCE

Arbitron Rank/Pop (12+): 32/1,278,400

Stations: 36/20  
Diaries: 1704/750:1/50.6%  
Sample Target: 1760  
% Below Line: 13.6%  
% Not Listed: 11.0%

1993 Revenue: \$26,900,000  
HH Inc.: \$33,353  
Retail \$: 6.9 Bil  
Pop per Station: 63,920  
#1 Biller: WHJY-F \$4,100,000

MSA Rank/Pop: 60/922,000

ADI # 43

Average Person Ratings: 16.8

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WHJY-F (AOR)	228/10.6	8.8	8.0	8.6	8.0	9.0		2798/21.9	21.1	21.9	F	WHJY-F
2. WPRO-F (CHR)	175/ 8.2	7.4	9.7	8.7	7.9	8.5		3308/25.9	23.3	26.2	E	WPRO-F
3. WWLI-F (SAC)	172/ 8.0	8.5	7.2	7.6	8.0	7.8		2344/18.3	18.1	18.1	E	WWLI-F
4. WSNE-F (AC)	130/ 6.1	5.3	4.3	5.4	4.9	5.3		1919/15.0	13.8	13.9	F	WSNE-F
5. WLKW (ST)	116/ 5.4	4.4	2.1	3.0	2.9	3.7		1245/ 9.7	21.1	21.9		WLKW
6. WPRO (T)	114/ 5.3	4.3	4.7	4.4	5.7	4.7		1804/14.1	14.3	16.8	D	WPRO
7. WWBB-F (O)	109/ 5.1	4.8	6.0	6.0	4.9	5.5		1884/14.7	14.8	15.5	E	WWBB-F
8. WHJJ (N/T)	102/ 4.8	4.3	5.2	4.8	5.6	4.8		1266/ 9.9	10.4	11.8	D	WHJJ
9. WWRX-F (CL AOR)	96/ 4.5	4.7	4.7	4.8	4.5	4.7		2023/15.8	16.3	17.2		WWRX-F
10. WWKX-F (CHR)	80/ 3.7	4.7	4.1	4.6	3.5	4.3		1687/13.2	13.8	12.3		WWKX-F
11. WBRU-F (AOR-NR)	80/ 3.7	3.5	3.3	4.0	3.7	3.6		1423/11.1	10.8	12.2		WBRU-F
12. WCTK-F (C)	75/ 3.5	5.1	3.9	4.0	3.3	4.1		1098/ 8.6	10.0	8.7		WCTK-F
13. WFHN-F (CHR)	33/ 1.5	1.3	2.0	1.8	1.6	1.7		543/ 4.2	4.1	4.6		WFHN-F
14.												
15.												

12+ FM SHARE (METRO): 75.69% (1445 of 1909) (SUM 93: 73.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWKX-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WWLI-F<	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJJ
2 WPRO-F>>	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WPRO-F<	2 WLKW	2 WWLI-F<	2 WWLI-F	2 WPRO-F	2 WPRO-F	2 WPRO
3	3 WSNE-F	3 WSNE-F	3 WSNE-F	3 WSNE-F<	3 WPRO <	3 WPRO-F<	3 WPRO-F<	3 WWLI-F	3 WWKX-F	3 WWLI-F
4	4 WBRU-F	4 WWLI-F	4 WWLI-F	4 WWLI-F	4 WHJJ	4 WPRO	4 WSNE-F	4 WSNE-F	4 WWLI-F	4 WHJY-F
5	5 WWRX-F	5 WWRX-F	5 WWBB-F	5 WWBB-F	5 WWBB-F	5 WHJJ	5 WLKW <	5 WHJJ	5 WPRO	5 WLKW
6	6 WWLI-F	6 WWBB-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WPRO	6 WLKW <	6 WBRU-F<	6
7	7	7 WBRU-F	7	7	7	7	7 WWBB-F	7 WWRX-F	7 WLKW	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F	1 WPRO-F<	1 WPRO-F	1 WPRO-F	1 WWLI-F<	1 WHJY-F	1 WHJY-F>>>	1 WHJY-F	1 WHJY-F>>	1 WHJY-F>>
2 WPRO-F	2 WHJY-F>	2 WSNE-F	2 WSNE-F<	2 WSNE-F	2 WBRU-F<	2 WPRO-F	2 WPRO-F	2 WWRX-F	2 WWRX-F<
3 WBRU-F	3 WSNE-F>	3 WHJY-F	3 WHJY-F<	3 WPRO-F>	3 WWKX-F	3 WWRX-F	3 WSNE-F	3 WPRO-F	3 WPRO-F<
4 WSNE-F	4 WWLI-F	4 WWLI-F	4 WWLI-F>	4 WWBB-F<	4 WWRX-F	4 WPRO-F	4 WWRX-F	4 WBRU-F	4 WWBB-F<
5 WWLI-F	5 WBRU-F	5 WBRU-F	5 WWBB-F	5 WHJY-F	5 WAAF-F	5 WSNE-F	5 WBRU-F	5 WSNE-F	5 WSNE-F
6	6	6	6 WBRU-F	6	6	6	6	6 WWBB-F	6 WWLI-F
7	7	7	7	7	7	7	7	7 WWLI-F	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WARA	1320	ATTLEBORO, MN	0.4/0.9
WBSM	1420	NEW BEDFORD	1.0/1.8
WHIM	1110	E. PROVIDENCE	0.7/2.4
WNBH	1340	NEW BEDFORD	0.6/1.2
WNRI	1380	WOONSOCKET	0.8/1.3
WOTB-F	100.3	MIDDLETOWN	1.2/4.5
WRCP	1290	PROVIDENCE	0.4/1.3
WCIB-F	101.9	FALMOUTH, MA	0.4/1.0

SEE BOSTON FOR MORE ABOUT THE FOLLOWING:

WAAF-F	1.5/4.7	WBZ	1.4/4.8	WODS-F	0.9/4.1
WBCN-F	1.1/4.4	WCLB-F	0.3/1.5	WPLM-F	0.7/2.9
WBCS-F	0.6/2.3	WCRB-F	1.3/3.7	WRKO	0.5/1.8
WBMX-F	1.2/4.2	WEEI	0.5/1.6	WXKS-F	0.7/3.4
WBOS-F	0.6/3.3	WJMN-F	1.4/6.9	WZLX-F	0.6/3.2

PROVIDENCE

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N), Country	CNN, \$ 20.00 ( --- )	Bear	
WHJJ, 920, 5 KW (DA-N), News/Talk	NBC, \$ 57.00 (Katz)	Liberty	
WLKW, 790, 5 KW (DA-2), EZ/Standards	, \$ 21.00 (Torbet)	Telemedia	
WPRO, 630, 5 KW (DA-N), Talk/News	ABC, \$ 51.00 (Mc-Guild)	Telemedia	
WBRU-F, 95.5, 20 KW @ 440, New AOR	Source, \$ 38.00 (MMR)		
WCTK-F, 98.1, 47 KW @ 508, Country	, \$ 43.00 (D & R)	Hall	(NEW BEDFORD)
WFHN-F, 107.1, 3 KW @ 374, CHR	, \$ 30.00 (Christal)	H & D	(FAIRHAVEN)
WHJY-F, 94.1, 50 KW @ 440, AOR	Source, \$ 87.00 (Katz)	Liberty	
WOTB-F, 100.3, 6 KW @ 302, Jazz	AP, ABC, \$ 26.00 ( --- )		(MIDDLETOWN)
WPRO-F, 92.3, 39 KW @ 551, CHR	ABC, \$ 72.00 (Mc-Guild)	Telemedia	
WSNE-F, 93.3, 30 KW @ 620, AC	, \$ 83.00 (Eastman)	Liberty	(TAUNTON, MA)
WMBB-F, 101.5, 14 KW @ 951, Oldies	, \$ 73.00 (MMR)	Radio Equity	
WWKX-F, 106.3, 1.2 KW @ 194, CHR	UNISTR, \$ 32.00 (Christal)		(WOONSOCKET)
WWLI-F, 105.1, 50 KW @ 500, Soft AC	, \$ 79.00 (Torbet)	Telemedia	
WWRX-F, 103.7, 50 KW @ 500, Classic AOR	CNN, \$ 40.00 (D & R)		(WESTERLY)

Other Ranked Stations - See Boston or New Bedford



RALEIGH

Arbitron Rank/Pop (12+): 53/786,000  
 MSA Rank/Pop: 61/922,000  
 ADI # 32  
 Average Person Ratings: 15.7  
 Market TSL: 20.75 hours

Stations: 27/22  
 Diaries: 1623/484:1/53.9%  
 Sample Target: 1575  
 % Below Line: 5.0  
 % Not Listed: 18.1

1993 Revenue: \$30,600,000  
 HH Inc.: \$35,493  
 Retail \$: 8.2 Bil  
 Pop per Station: 34,173  
 #1 Biller: WRDU-F \$4,750,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WRAL-F (AC)	97/ 7.9	6.9	7.6	7.3	7.9	7.4		1688/21.5	21.4	18.1	F	WRAL-F
2. WPTF (FS)	96/ 7.8	7.1	8.2	7.5	8.5	7.7		1217/15.5	15.2	15.2	E	WPTF
3. WKIX-F (C)	92/ 7.5	5.1	2.5	2.8	3.1	4.5		1270/16.2	13.2	10.0	A	WKIX-F
4. WQOK-F (B)	90/ 7.3	7.6	9.5	7.0	9.4	7.9		1155/14.7	15.4	17.4	E	WQOK-F
5. WDCG-F (CHR)	86/ 7.0	7.1	8.2	6.5	6.5	7.2		1532/19.5	19.7	18.0	D	WDCC-F
6. WQDR-F (C)	84/ 6.8	6.7	9.3	11.6	10.6	8.6		1334/17.0	15.8	18.7	E	WQDR-F
7. WTRG-F (O)	68/ 5.5	6.0	5.8	7.2	6.1	6.1		1062/13.5	14.7	16.7	D	WTRG-F
8. WFXC-FF (B)	67/ 5.5	4.3	3.1	3.4	5.7	4.1		856/10.9	10.0	NA	C	WFXC-FF
9. WRDU-F (AOR)	65/ 5.3	6.0	4.8	5.4	6.9	5.4		1247/15.9	14.7	16.8	F	WRDU-F
10. WZZU-F (CL AOR)	59/ 4.8	5.0	3.4	2.6	3.7	4.0		1060/13.5	14.3	13.3	C	WZZU-F
11. WNND-F (J)	30/ 2.4	3.1	2.1	2.0	1.3	2.4		510/ 6.5	7.5	4.8	C	WNND-F
12. WPCM-F (C)	25/ 2.0	1.6	3.7	3.0	3.2	2.6		419/ 5.3	5.7	7.3		WPCM-F
13. WYLT (ST)	21/ 1.7	1.5	1.0	3.2	1.4	1.9		265/ 3.4	4.2	3.9		WYLT
14. WKTC-F (C)	16/ 1.3	2.1	1.4	2.5	0.9	1.8		341/ 4.3	5.5	4.1		WKTC-F
WLLE (G/B)	16/ 1.3	1.3	2.4	2.2	2.4	1.8		218/ 2.8	3.6	3.9		WLLE

12+ FM SHARE (METRO): 80.95% (816 of 1008) (SUM 93: 79.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WDCG-F	1 WRAL-F	1 WRAL-F	1 WRAL-F	1 WPTF	> 1 WPTF	< 1 WPTF	< 1 WRAL-F	< 1 WQOK-F	< 1 WPTF
2 WQOK-F	2 WQOK-F	2 WKIX-F	2 WKIX-F	2 WKIX-F	2 WRAL-F	< 2 WRAL-F	< 2 WRAL-F	< 2 WQOK-F	< 2 WDCG-F	< 2 WQOK-F
3 WKIX-F	3 WRAL-F	3 WQOK-F	3 WQDR-F	3 WQDR-F	3 WTRG-F	< 3 WQDR-F	< 3 WKIX-F	< 3 WQDR-F	< 3 WKIX-F	< 3 WQDR-F
4	4 WQDR-F	4 WDCG-F	4 WFXC-FF	4 WFXC-FF	4 WFXC-FF	< 4 WDCG-F	< 4 WQDR-F	< 4 WFXC-FF	< 4 WTRG-F	< 4 WRAL-F
5	5 WKIX-F	5 WQDR-F	5 WTRG-F	5 WTRG-F	5 WKIX-F	< 5 WKIX-F	< 5 WDCG-F	< 5 WDCG-F	< 5 WPTF	< 5 WFXC-F
6	6 WRDU-F	6 WRDU-F	6 WQOK-F	6 WQOK-F	6 WQDR-F	< 6 WQDR-F	< 6 WZZU-F	< 6 WTRG-F	6	6
7	7 WZZU-F	7 WZZU-F	7 WZZU-F	7	7	< 7	< 7 WQOK-F	< 7	7	7
8	8	8	8	8	8	< 8	< 8	< 8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDCG-F	1 WDCG-F	1 WRAL-F	1 WRAL-F	1 WRAL-F	1 WDCG-F	1 WZZU-F	1 WZZU-F	1 WZZU-F	1 WZZU-F
2 WQOK-F	2 WRAL-F	2 WQDR-F	2 WKIX-F	2 WKIX-F	2 WQOK-F	2 WRDU-F	2 WRDU-F	2 WRDU-F	2 WPTF
3 WKIX-F	3 WQOK-F	3 WDCG-F	3 WDCG-F	3 WQDR-F	3 WRDU-F	3 WQOK-F	3 WQOK-F	3 WQDR-F	3 WFXC-FF
4 WRDU-F	4 WKIX-F	4 WKIX-F	4 WQOK-F	4 WTRG-F	4 WQDR-F	4 WQDR-F	4 WPTF	4 WQOK-F	4 WRDU-F
5	5 WQDR-F	5 WQOK-F	5 WQDR-F	5 WFXC-FF	5	5 WDCG-F	5 WQDR-F	5 WPTF	5 WTRG-F
6	6 WRDU-F	6	6 WFXC-FF	6 WQOK-F	6	6 WRAL-F	6	6 WKIX-F	6 WQDR-F
7	7	7	7 WDCG-F	7	7	7	7	7 WTRG-F	7 WKIX-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WCHL	1360	CHAPEL HILL	0.3/1.5
WCLY	1550	RALEIGH	0.9/1.8
WDNC	620	DURHAM	0.9/3.4
WDUR	1490	DURHAM	0.7/1.4
WFTK	1030	WAKE FOREST	0.5/0.6
WMPH	1270	SMITHFIELD	0.6/0.9
WSRC	1410	DURHAM	0.9/1.9
WJMH-F	102.1	GREENSBORO	1.4/5.1
WKRR-F	92.3	GREENSBORO	0.5/2.6
WMAG-F	99.5	HIGH POINT	0.4/1.7
WQMG-F	97.1	GREENSBORO	0.7/2.6

RALEIGH

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), Standards	NBC, CNN, \$ 19.00 (Torbet)	
WYLT, 850, 10 KW/5 KW (DA-2), EZ/Standards	UNISTR, MBS, \$ 15.00 (CBS)	Alchemy
WLLE, 570, 500 W/55 W, Gospel/Black	AURN, \$ 16.00 ( --- )	
WPTF, 680, 50 KW (DA-N), Full Service	ABC, CNN, \$ 79.00 (Mc-Guild)	Curtis
WDCG-F, 105.1, 100 KW @ 1525, CHR	ABC, \$ 54.00 (Torbet)	Prism
WFXC-F, 107.1, 2.6 KW @ 505, Black	SMN, \$ 30.00 (Eastman)	Pinnacle
WKIX-F, 96.1, 100 KW @ 984, Country	UNISTR, \$ 40.00 (CBS)	Alchemy
WKTC-F, 96.9, 100 KW @ 607, Country	, \$ 25.00 (D & R)	Curtis (GOLDSBORO)
WNND-F, 103.9, 8 KW @ 577, Jazz	, \$ 28.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1128, Country	UNISTR, \$ 98.00 (Mc-Guild)	Curtis
WQOK-F, 97.5, 100 KW @ 981, Black	ABC, \$ 65.00 (D & R)	Ragan Henry (S. BOSTON)
WRAL-F, 101.5, 97 KW @ 1886, AC	, \$ 100.00 (Katz)	Capitol
WRDU-F, 106.1, 100 KW @ 1348, AOR	Source, \$ 103.00 (MMR)	HMW
WTRG-F, 100.7, 100 KW @ 1968, Oldies	ABC, CBS, \$ 72.00 (D & R)	HMW (ROCKY MOUNT)
WZZU-F, 93.9, 100 KW @ 1269, Classic AOR	ABC, \$ 37.00 (Christal)	Prism (BURLINGTON)

Miscellaneous: WT1K sold to Vernon Baker for \$320,000. . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

RICHMOND

Arbitron Rank/Pop (12+): 56/752,800  
 MSA Rank/Pop: 63/904,000  
 ADI # 60  
 Average Person Ratings: 15.8  
 Market TSL: 21.00 hours

Stations: 23/21  
 Diaries: 1549/486:1/53.0%  
 Sample Target: 1510  
 % Below Line: 1.2  
 % Not Listed: 10.9

1993 Revenue: \$31,400,000  
 HH Inc.: \$35,164  
 Retail \$: 8.4 Bil  
 Pop per Station: 35,848  
 #1 Biller: WKHK-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WCDX-F (B)	147/12.3	10.4	11.3	13.0	11.0	11.8		1387/18.4	17.2	18.4	E	WCDX-F
2. WRVA (FS)	118/ 9.9	12.0	11.2	12.1	13.0	11.3		1575/20.9	24.3	24.6	F	WRVA
3. WKHK-F (C)	115/ 9.6	11.4	11.0	9.8	9.1	10.5		1547/20.5	22.3	21.8	G	WKHK-F
4. WRVQ-F (CHR)	102/ 8.6	6.3	7.0	7.5	6.1	7.4		1591/21.1	21.3	20.7	E	WRVQ-F
5. WPLZ-F (B)	89/ 7.5	8.2	8.1	7.7	7.4	7.9		1322/17.6	16.9	16.4	C	WPLZ-F
6. WMXB-F (AC)	77/ 6.5	6.1	6.4	5.8	8.2	6.2		1272/16.9	16.4	18.3	F	WMXB-F
7. WRXL-F (AOR)	73/ 6.1	6.2	6.6	6.4	7.2	6.3		1323/17.6	16.3	16.4	E	WRXL-F
8. WVGO-F (AOR-P)	69/ 5.8	4.5	4.1	4.8	5.1	4.8		964/12.8	10.6	11.6	D	WVGO-F
9. WTVR-F (SAC)	63/ 5.3	6.8	7.0	6.1	5.3	6.3		1216/16.2	16.6	14.5	C	WTVR-F
10. WDCK-F (O)	46/ 3.9	3.2	3.8	3.0	4.6	3.5		882/11.7	11.3	12.8	D	WDCK-F
11. WSOJ-F (B)	34/ 2.9	2.1	0.4	0.9	0.5	1.6		497/ 6.6	4.9	1.2		WSOJ-F
12. WKIK-F (C)	21/ 1.8	2.1	2.1	2.4	2.5	2.1		519/ 6.9	7.3	7.4	B	WKIK-F
13. WREJ (REL)	18/ 1.5	1.5	1.8	1.1	1.1	1.5		162/ 2.2	3.1	2.8		WREJ
14. WTVR (ST)	15/ 1.3	2.2	2.0	2.2	2.3	1.9		211/ 2.8	5.3	3.8	A	WTVR
15.												

12+ FM SHARE (METRO): 80.41% (854 of 1062) (SUM 93: 75.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WCDX-F>	1 WCDX-F>	1 WKHK-F<	1 WKHK-F<	1 WRVA >	1 WRVA	1 WRVA	1 WCDX-F	1 WCDX-F>	1 WCDX-F
WCDX-F>	2 WRVQ-F<	2 WKHK-F<	2 WCDX-F<	2 WCDX-F<	2 WKHK-F>	2 WKHK-F	2 WRVQ-F<	2 WKHK-F<	2 WPLZ-F>	2 WRVA >
3 WPLZ-F	3 WVGO-F	3 WRVQ-F	3 WMXB-F	3 WMXB-F	3 WCDX-F<	3 WCDX-F	3 WKHK-F	3 WRVQ-F	3 WRVA <	3 WPLZ-F
4	4 WKHK-F	4 WMXB-F<	4 WRVQ-F<	4 WRVQ-F<	4 WTVR-F	4 WRVQ-F	4 WCDX-F<	4 WMXB-F<	4 WRVQ-F	4 WKHK-F
5	5 WPLZ-F<	5 WRXL-F<	5 WPLZ-F<	5 WPLZ-F<	5 WMXB-F	5 WMXB-F	5 WMXB-F	5 WRVA	5 WKHK-F	5 WRXL-F
6	6 WMXB-F	6 WPLZ-F	6 WRXL-F	6 WRXL-F	6 WPLZ-F	6 WRXL-F	6 WTVR-F	6 WRXL-F	6	6
7	WRXL-F	WVGO-F	WVGO-F	WVGO-F	7	7 WVGO-F	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F>	1 WMXB-F	1 WCDX-F	1 WMXB-F<	1 WCDX-F	1 WCDX-F>	1 WKHK-F	1 WCDX-F<	1 WKHK-F<
2 WRVQ-F	2 WMXB-F	2 WCDX-F	2 WMXB-F<	2 WCDX-F	2 WRXL-F	2 WRXL-F	WVGO-F	2 WRXL-F	2 WRXL-F
3 WMXB-F	WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F<	3 WRVQ-F	3 WRVQ-F	3 WPLZ-F	3 WKHK-F<	3 WVGO-F<
WVGO-F	4 WVGO-F	4 WVGO-F	4 WKHK-F	4 WKHK-F	4 WKHK-F	WKHK-F	WRXL-F	4 WVGO-F	4 WPLZ-F
5 WKHK-F	5 WKHK-F	5 WKHK-F	5 WPLZ-F	5 WPLZ-F<	WPLZ-F	WVGO-F<	5 WRVQ-F	5 WPLZ-F	5 WCDX-F<
WPLZ-F	6 WPLZ-F	6 WPLZ-F	6 WVGO-F	6 WTVR-F	WVGO-F	6 WPLZ-F	6 WCDX-F	6 WRVQ-F	6 WRVA <
7	7	7	7 WTVR-F	7	7	7	7	7	7 WRVQ-F
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDYL-F	92.1	CHESTER	0.3/2.5
WFTH	1590	RICHMOND	0.8/2.0
WGCV	1240	PETERSBURG	1.0/1.7
WLEE	1320	RICHMOND	0.8/2.4
WRVH	910	RICHMOND	0.8/3.8
WSTK	1290	COLONIAL HTS	0.8/1.0
WXGI	950	RICHMOND	0.4/2.3
WAFX-F	106.9	SUFFOLK	0.8/2.4
WXEZ-F	94.1	YORKTOWN	0.3/1.6

RICHMOND

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RADIO STATIONS

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WFTH, 1590, 5 KW (DAYS)	, Gospel	AURN, \$ 15.00 ( --- )	
WGCV, 1240, 1 KW	, Gospel/Black	UNISTR, \$ 15.00 (Mc-Guild)	Sinclair
WLEE, 1320, 5 KW (DAYS)	, Talk/News	NBC, ABC, \$ 17.00 ( --- )	
WREJ, 1540, 10 KW (DAYS, DA)	, Religion	, \$ 16.00 ( --- )	
WRVA, 1140, 50 KW (DA-1)	, Full Service	CBS, \$ 89.00 (Mc-Guild)	Clear Channel
WRVH, 910, 5 KW/1.5 KW(DA-N)	, Sports	MBS, CBS, \$ 21.00 (Katz)	Clear Channel
WTVR, 1380, 5 KW (DA-2)	, Standards	ABC, \$ 20.00 (Katz)	Park
WXGI, 950, 5 KW/50 W	, Country	NBC, \$ 16.00 (---)	
WCDX-F, 92.7, 2.4 KW @ 367,	Black	, \$ 68.00 (MMR)	Sinclair (MECHANICSVILLE)
WDCK-F, 96.5, 50 KW @ 558,	Oldies	UNISTR, \$ 50.00 (Christal)	Benchmark (WILLIAMSBURG)
WDYL-F, 92.1, 3 KW @ 298,	Religion	CNN, \$ 24.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	Country	UNISTR, \$ 135.00 (Banner)	ABS (COLONIAL HTS)
WKIK-F, 104.7, 100 KW @ 980,	Country	, \$ 40.00 (Banner)	ABS (CREWE)
WMXB-F, 103.7, 20 KW @ 840,	AC	AP, \$ 100.00 (Eastman)	Liberty
WPLZ-F, 99.3, 3 KW @ 328,	Black	ABC, UNISTR, \$ 40.00 (MMR)	Sinclair
WRVQ-F, 94.5, 200 KW @ 351,	CHR	ABC, \$ 70.00 (Mc-Guild)	Clear Channel
WRXL-F, 102.1, 20 KW @ 790,	AOR	, \$ 67.00 (Katz)	Clear Channel
WSOJ-F, 100.3, 4.7 KW @ 371,	Black	, \$ 17.00 ( --- )	(PETERSBURG)
WTVR-F, 98.1, 50 KW @ 807,	EZ/Soft AC	ABC, \$ 47.00 (Katz)	Park
WVGO-F, 106.5, 8 KW @ 1233,	Prog. AOR	, \$ 55.00 (Christal)	Benchmark

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 27/1,348,400  
 MSA Rank/Pop: 10/2,990,000  
 Los Angeles ADI  
 Average Person Ratings: 16.8  
 Market TSL: 22.50 hours

Stations: 47/16  
 Diaries: 1631/823:1/47.5%  
 Sample Target: 1635  
 % Below Line: 52.2  
 % Not Listed: 11.4

1993 Revenue: \$19,600,000  
 HH Inc.: \$35,202  
 Retail \$: 19.6 Bil  
 Pop per Station: 83,869  
 #1 Biller: KFRG-F \$7,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KGGI-F (CHR)	164/ 7.3	6.4	6.4	6.8	6.6	6.7		2848/21.2	19.0	19.3	F	KGGI-F
2. KFRG-F (C)	155/ 6.9	7.4	6.5	8.3	8.1	7.3		2129/15.9	16.6	20.4	H	KFRG-F
3. KFI (T)	141/ 6.2	7.1	7.0	7.4	7.6	6.9		1828/13.6	15.2	16.5		KFI
4. KCAL-F (AOR)	101/ 4.5	3.2	3.8	4.4	4.5	4.0		1432/10.7	8.2	12.0	E	KCAL-F
5. KLOS-F (AOR)	90/ 4.0	3.5	4.0	4.2	4.6	3.9		1541/11.5	11.5	12.6		KLOS-F
6. KHTX-AF (O)	87/ 3.9	3.3	4.0	5.8	6.5	4.3		1402/10.4	10.0	NA	C	KHTX-AF
7. KROQ-F (AOR)	85/ 3.8	3.8	3.4	3.6	2.3	3.7		1068/ 8.0	9.3	7.2		KROQ-F
8. KBIG-F (AC)	84/ 3.7	2.7	2.4	1.6	2.1	2.6		1195/ 8.9	8.3	7.9		KBIG-F
9. KCBS-F (O-70's)	82/ 3.6	3.8	5.1	3.4	1.8	4.0		1468/10.9	8.5	6.2		KCBS-F
10. KOLA-F (O)	81/ 3.6	4.3	5.2	3.5	4.1	4.2		1614/12.0	13.2	13.2	B	KOLA-F
11. KOST-F (AC)	80/ 3.5	3.3	4.1	3.6	4.1	3.6		1462/10.9	11.7	13.9		KOST-F
12. KWRP-F (EZ/SAC)	62/ 2.7	2.6	2.2	2.9	3.0	2.6		373/ 2.8	3.2	3.6	B	KWRP-F
13. KNX (N)	57/ 2.5	1.7	2.4	1.6	1.4	2.1		1138/ 8.5	6.8	6.9		KNX
14. KIIS-F (CHR)	56/ 2.5	3.9	3.8	4.5	4.4	3.7		1490/11.1	11.6	13.6		KIIS-F
15. KRTH-F (O)	55/ 2.4	2.5	3.0	2.8	2.6	2.7		1193/ 8.9	9.4	10.9		KRTH-F
16. KKBT-F (B)	46/ 2.0	1.9	2.1	2.2	1.6	2.1		995/ 7.4	6.6	5.1		KKBT-F
17. KLAC (ST)	39/ 1.7	0.7	0.7	0.8	---	1.0		363/ 2.7	1.9	---		KLAC
KTWV-F (J)	39/ 1.7	1.3	1.7	1.9	1.5	1.7		604/ 4.5	4.2	4.7		KTWV-F
KCAL (SP)	39/ 1.7	2.3	1.7	1.3	1.4	1.8		523/ 3.9	4.9	2.4		KCAL
20. KAEV-F (B)	34/ 1.5	0.8	0.8	0.6	1.7	0.9		571/ 4.3	2.8	4.1		KAEV-F

12+ FM SHARE (METRO): 78.37% (1569 of 2002) (SUM 93: 77.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>	1 KGGI-F	1 KGGI-F	1 KGGI-F	1 KFRG-F	1 KFI <	1 KFRG-F	1 KFI	1 KGGI-F<	1 KGGI-F>	1 KFI
2 KROQ-F	2 KCAL-F	2 KFRG-F	KLOS-F	2 KGGI-F<	2 KFRG-F>	2 KFI	2 KFRG-F<	2 KFRG-F>	2 KROQ-F	2 KFRG-F
3 KIIS-F	3 KROQ-F<	KCAL-F	3 KCBS-F	3 KFI <	3 KWRP-F	3 KGGI-F	3 KGGI-F	3 KROQ-F	3 KKBT-F	3 KGGI-F
4	4 KLOS-F	4 KLOS-F	KFRG-F	4 KLOS-F	4 KOLA-F	4 KLOS-F>	4 KBIG-F<	4 KFI	4 KFRG-F	4 KAEV-F
5	5 KFRG-F	5 KCBS-F	5 KFI	5 KCBS-F<	5 KGGI-F	5 KCAL-F	5 KCAL-F	5 KHTX-AF	5 KOST-F<	KWRP-F
6	6 KHTX-AF	6	KCAL-F	6 KCAL-F	6	KBIG-F	6	6 KCAL-F	6 KCAL-F	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F	1 KGGI-F>	1 KBIG-F	1 KGGI-F>	1 KFRG-F	1 KGGI-F	1 KLOS-F<	1 KLOS-F	1 KLOS-F	1 KLOS-F
2 KROQ-F	2 KBIG-F<	2 KOST-F	2 KOST-F<	2 KOST-F	2 KROQ-F	2 KCAL-F	2 KCAL-F	2 KCAL-F	2 KCAL-F<
3 KCAL-F	3 KOST-F	3 KFRG-F	3 KFRG-F<	KBIG-F	3 KCAL-F	3 KGGI-F	3 KCBS-F	3 KGGI-F<	3 KCBS-F
KHTX-AF	4 KFRG-F	4 KGGI-F	4 KBIG-F	4 KGGI-F>	4 KFRG-F	KROQ-F	4 KROQ-F	4 KCBS-F	KFI
5 KFRG-F	5 KROQ-F	5 KHTX-AF	5 KHTX-AF	5 KOLA-F	5 KPWV-F	5 KCBS-F	5 KKBT-F	5 KFI	5 KGGI-F<
KIIS-F	6 KHTX-AF	KCBS-F	6	6	6	6	6	6 KFRG-F	6 KFRG-F
7	7	7	7	7	7	7	7	7	7

RIVERSIDE-SAN BERNARDINO

OTHER RATED STATIONS			METRO CUME	TSA	TSA
			SHARE/RTG/AQH/CUME		
KATY-F	101.3	IDYLLWILD	0.3/1.1		
KCKC	1350	SAN BERNARDINO	0.7/2.2		
KDIF	1440	RIVERSIDE	0.8/2.7		
KMEN	1290	SAN BERNARDINO	0.3/1.7		
KOOJ-F	92.7	RIVERSIDE	0.8/3.3		
KSDT	1320	HEMET	0.5/1.4		
KXRS-F	105.7	HEMET	1.1/1.5		
KPSI-F	100.5	PALM SPRINGS	0.3/0.7		

SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING STATIONS:

KABC	0.9/2.8	KLVE-F	1.6/2.8	XTRA	0.7/2.0
KFWB	0.6/2.9	KMPC	0.7/2.6	KWVE-F	0.4/1.2
KOJY	0.8/1.5	KNAC-F	0.4/1.2	KXEZ-F	0.8/2.5
KKGO-F	1.0/2.9	KPWR-F	1.4/6.1	KZLA-F	0.8/2.3
KKLA-F	0.3/1.2	KRLA	0.6/1.8		
KLAX-F	0.8/2.3	KSCA-F	0.3/1.3		
KLSX-F	1.5/4.1	KTNQ	0.4/1.2		

RADIO STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N),	Hispanic		\$ 33.00 (Lotus)	Nogales
KDIF, 1440,	1 KW	Hispanic		\$ 23.00 (Katz Hisp.)	
KHTX, 590,	1 KW (DA-2)	Standards	UNISTR	\$ 25.00 (Eastman)	Embarcadero
KAEV-F, 103.9,	0.2 KW @ 1752,	Urban		\$ 27.00 (D&R)	All Pro
KCAL-F, 96.7,	1.8 KW @ 377,	AOR		\$ 77.00 (Torbet)	Anaheim
KFRG-F, 95.1,	50 KW @ 321,	Country		\$ 160.00 (MMR)	Amaturo
KGGI-F, 99.1,	2.6 KW @ 1843,	CHR	ABC	\$ 95.00 (Mc-Guild)	Chancellor
KHTX-F, 97.5,	72 KW @ 1571,	Oldies		\$ 51.00 (Eastman)	Embarcadero
KOLA-F, 99.9,	31 KW @ 1630,	Oldies	ABC	\$ 44.00 (Torbet)	Anaheim
KOOJ-F, 92.7,	3 KW @ 298,	Country	ABC	\$ 31.00 (MMR)	Amaturo
KWRP-F, 96.1,	60 W @ 1502,	EZ/Soft AC	USA	\$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

ROCHESTER

Arbitron Rank/Pop (12+): 45/888,100  
 MSA Rank/Pop: 48/1,070,000  
 ADI # 69  
 Average Person Ratings: 15.3  
 Market TSL: 20.25 hours

Stations: 25/19  
 Diaries: 1753/507:1/56.1%  
 Sample Target: 1680  
 % Below Line: 4.5  
 % Not Listed: 14.8

1993 Revenue: \$23,900,000  
 HH Inc.: \$36,619  
 Retail \$: 8.4 Bil  
 Pop per Station: 46,742  
 #1 Biller: WCMF-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WBEE-F (C)	172/12.7	11.4	14.1	13.4	12.0	12.9		1863/21.0	22.9	22.4	E	WBEE-F
2. WCMF-F (ADR)	146/10.8	11.2	11.6	10.9	12.9	11.1		2219/25.0	24.7	28.5	G	WCMF-F
3. WHAM (FS)	131/ 9.7	10.8	11.6	12.8	13.0	11.2		1908/21.5	24.0	25.8	E	WHAM
4. WPXY-F (CHR)	128/ 9.4	8.5	8.4	9.0	8.8	8.8		2266/25.5	23.7	25.1	D	WPXY-F
5. WRMM-F (SAC)	105/ 7.7	7.5	6.9	6.6	6.6	7.2		1665/18.7	19.7	19.1	D	WRMM-F
6. WKLX-F (O)	99/ 7.3	6.1	4.6	4.2	6.0	5.6		1548/17.4	18.0	15.8	C	WKLX-F
7. WDKX-F (B)	66/ 4.9	4.6	4.8	5.6	5.6	5.0		791/ 8.9	8.1	11.0	B	WDKX-F
8. WVOR-F (AC)	63/ 4.6	4.9	6.6	5.9	6.6	5.5		1247/14.0	14.7	18.5	D	WVOR-F
9. WBBF (ST)	45/ 3.3	3.6	3.1	4.7	4.4	3.7		713/ 8.0	7.6	9.1	A	WBBF
10. WMAX-F (ADR-P)	37/ 2.7	3.9	2.8	2.7	2.3	3.0		770/ 8.7	8.9	7.3	B	WMAX-F
11. WRQI-F (CL AOR)	34/ 2.5	2.8	1.9	3.3	2.3	2.6		757/ 8.5	10.7	10.1	B	WRQI-F
12. WJZR-F (J)	17/ 1.3	1.3	1.4	1.4	0.8	1.4		300/ 3.4	3.7	3.1	A	WJZR-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.39% (940 of 1155) (SUM 93: 77.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>	1 WCMF-F	1 WCMF-F<	1 WBEE-F<	1 WHAM <	1 WCMF-F<	1 WBEE-F	1 WBEE-F	1 WPXY-F	1 WHAM
2 WDKX-F>	2 WPXY-F<	2 WBEE-F	2 WBEE-F	2 WCMF-F>	2 WBEE-F>	2 WHAM <	2 WCMF-F	2 WPXY-F<	2 WBEE-F	2 WBEE-F>
3	3 WBEE-F>	3 WPXY-F	3 WKLX-F<	3 WKLX-F<	3 WKLX-F<	3 WBEE-F>	3 WPXY-F<	3 WCMF-F	3 WCMF-F	3 WCMF-F<
4	4 WDKX-F	4 WKLX-F	4 WRMM-F<	4 WRMM-F	4 WRMM-F>	4 WPXY-F<	4 WKLX-F<	WHAM	4 WDKX-F	4 WKLX-F
5	5 WRMM-F>	WRMM-F	5 WPXY-F	5 WPXY-F	5 WBBF <	5 WRMM-F	5 WRMM-F	5 WRMM-F	5 WRMM-F<	5 WDKX-F
6	6	6 WVOR-F	6 WVOR-F	6 WVOR-F	6 WCMF-F	6 WKLX-F	6 WHAM	6 WKLX-F	6 WHAM	6 WPXY-F
7	7	7 WDKX-F	7	7 WHAM	7 WVOR-F	7	7	7	7 WKLX-F	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F>	1 WPXY-F>	1 WBEE-F	1 WPXY-F	1 WBEE-F	1 WCMF-F	1 WCMF-F>>>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F
2 WCMF-F	2 WCMF-F<	2 WPXY-F	2 WBEE-F	2 WPXY-F<	2 WBEE-F	2 WBEE-F>	2 WBEE-F	2 WBEE-F	2 WBEE-F
3 WRMM-F	3 WBEE-F>	3 WCMF-F	3 WRMM-F<	3 WRMM-F	3 WRQI-F	3 WRQI-F	3 WHAM	3 WKLX-F>	3 WKLX-F
4 WBEE-F	4 WRMM-F	4 WDKX-F	4 WCMF-F	4 WVOR-F	4 WDKX-F	4 WDKX-F	4 WMAX-F	4 WHAM	4 WHAM
5	5 WDKX-F>	5 WRMM-F	5 WVOR-F	5 WKLX-F<	WPXY-F	WPXY-F	5	5 WRMM-F	5 WRMM-F>
6	6 WVOR-F	6	6 WKLX-F	6 WCMF-F	6	6	6	6 WPXY-F	6
7	7	7	7 WDKX-F	7 WDKX-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WBTA	1490	BATAVIA	0.6/1.1	
WCMF	990	ROCHESTER	0.2/1.9	
WDCZ-F	102.7	WEBSTER	0.5/2.2	
WEZD-F	93.3	AVON	0.8/2.8	
WHTK	1280	ROCHESTER	0.7/3.3	
WWWG	1460	ROCHESTER	0.4/1.1	
WZXV-F	99.7	PALMYRA	0.6/2.0	
WGRF-F	96.9	BUFFALO	0.7/1.5	
WKSE-F	98.5	BUFFALO	0.7/1.7	
WMJQ-F	102.5	BUFFALO	1.1/3.3	
WNUC-F	107.7	WEATHERSFIELD	0.6/2.0	
WYLF	850	PENN YAN	1.0/1.7	
WYRK-F	106.5	BUFFALO	0.4/1.6	

ROCHESTER

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, Standards	UNISTR, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, Full Service	TALKNT, CBS, \$ 74.00 (Mc-Guild)	Lincoln
WHTK, 1280, 5 KW (DA-N)	, Talk	UNISTR, \$ 12.00 (Mc-Guild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	Country	UNISTR, \$ 82.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 449,	AOR	, \$ 120.00 (Torbet)	Amer. Radio Syst.
WDKX-F, 103.9, 0.8 KW @ 541,	Black	, \$ 28.00 ( --- )	
WEZO-F, 93.3, 2.1 KW @ 380,	EZ	, \$ 18.00 (Mc-Guild)	Lincoln (AVON)
WJZR-F, 105.9, 3 KW @ 180,	Jazz	AP, \$ 20.00 ( --- )	
WKLX-F, 98.9, 37 KW @ 564,	Oldies	, \$ 49.00 (Katz)	Heritage
WMAX-F, 106.7, 3.5 KW @ 266,	Prog. AOR	, \$ 21.00 (Eastman)	(IRONDUQUOIT)
WPXY-F, 97.9, 50 KW @ 400,	CHR	, \$ 63.00 (Christal)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	Soft AC	, \$ 60.00 (Torbet)	Amer. Radio Syst.
WRQI-F, 95.1, 50 KW @ 492,	Classic AOR	, \$ 29.00 (D&R)	(S. BRISTOL)
WVOR-F, 100.5, 50 KW @ 479,	AC	, \$ 65.00 (Mc-Guild)	Lincoln

Miscellaneous: WPXY-F sold by Pyramid to Lincoln (D) for \$5,500,000. . .



SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,100  
 MSA Rank/Pop: 33/1,640,000  
 ADI # 19  
 Average Person Ratings: 16.5  
 Market TSL: 22.25 hours

Stations: 30/25  
 Diaries: 2096/639:1/55.0%  
 Sample Target: 1925  
 % Below Line: 4.0  
 % Not Listed: 15.1

1993 Revenue: \$61,400,000  
 HH Inc.: \$35,506  
 Retail \$: 13.4 Bil  
 Pop per Station: 53,604  
 #1 Biller: KFBK \$11,700,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KFBK (N/T)	257/11.6	11.8	13.3	12.6	11.8	12.3		3058/22.8	23.7	24.2	I	KFBK
2. KSFM-F (CHR)	165/ 7.4	8.4	7.2	7.7	9.4	7.7		2389/17.8	17.9	18.7	G	KSFM-F
3. KNCI-F (C)	158/ 7.1	6.4	6.0	7.6	6.3	6.8		2238/16.7	13.8	15.4	D	KNCI-F
4. KRXQ-F (AOR)	122/ 5.5	4.0	4.0	4.4	5.3	4.5		1627/12.1	11.1	13.5	F	KRXQ-F
5. KGBY-F (AC)	117/ 5.3	5.7	6.6	4.4	5.7	5.5		2009/15.0	15.0	14.0	G	KGBY-F
6. KYMX-F (SAC)	113/ 5.1	4.4	5.0	4.7	4.2	4.8		1666/12.4	13.0	10.6	E	KYMX-F
7. KSEG-F (CL AOR)	110/ 5.0	5.0	5.3	4.6	5.6	5.0		1743/13.0	13.7	16.6	G	KSEG-F
8. KXOA-F (O-70's)	101/ 4.6	4.5	3.1	3.9	4.0	4.0		1926/14.4	13.7	10.0	G	KXOA-F
9. KWOD-F (AOR-NR)	100/ 4.5	3.9	4.5	3.3	3.6	4.1		1479/11.0	10.6	9.2	C	KWOD-F
10. KHYL-F (O)	98/ 4.4	3.8	4.9	5.4	4.5	4.6		2072/15.5	14.6	15.1	E	KHYL-F
11. KRAK-F (C)	81/ 3.7	3.9	4.6	4.3	3.8	4.1		1578/11.8	11.6	10.6	H	KRAK-F
12. KCTC (ST)	71/ 3.2	3.9	3.6	2.8	2.6	3.4		831/ 6.2	7.6	7.4	B	KCTC
13. KQPT-F (AOR-P)	65/ 2.9	3.5	1.8	2.6	2.9	2.7		947/ 7.1	7.5	6.9	C	KQPT-F
14. KSSJ-F (REL)	52/ 2.3	1.9	1.5	0.5	0.4	1.6		941/ 7.0	5.5	2.6		KSSJ-F
15. KSTE (T)	38/ 1.7	1.6	2.1	2.2	1.6	1.9		722/ 5.4	5.3	5.0	B	KSTE
16. KGO (T)	35/ 1.6	1.3	1.7	1.6	1.3	1.6		573/ 4.3	3.7	4.6		KGO
17. KQBR-F (J)	25/ 1.1	0.8	0.5	0.7	0.8	0.8		528/ 3.9	2.5	2.9		KQBR-F
18. KZSA-F (SP)	22/ 1.0	1.0	1.7	1.5	0.3	1.3		276/ 2.1	1.2	0.6		KZSA-F
19. KNBR (FS)	22/ 1.0	1.4	1.1	2.2	1.6	1.4		482/ 3.6	4.2	5.1		KNBR
20. KHTK (T)	19/ 0.9	0.5	1.5	1.8	2.3	1.2		291/ 2.2	1.7	5.4		KHTK

12+ FM SHARE (METRO): 73.30% (1378 of 1880) (SUM 93: 69.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F >>	1 KRXQ-F	1 KNCI-F <	1 KFBK	1 KFBK	1 KFBK >>	1 KFBK >>	1 KFBK >>	1 KSFM-F	1 KSFM-F >	1 KFBK >
2 KWOD-F >	2 KSFM-F	2 KFBK	2 KNCI-F	2 KNCI-F	2 KNCI-F <	2 KNCI-F	2 KNCI-F	2 KNCI-F <	2 KRXQ-F	2 KNCI-F
3 KRXQ-F	3 KWOD-F	3 KSFM-F <	3 KXOA-F <	3 KXOA-F <	3 KYMX-F	3 KGBY-F	3 KSFM-F	3 KFBK	KWOD-F	KSEG-F <
4	4 KNCI-F	4 KSEG-F	4 KSEG-F <	4 KGBY-F <	4 KCTC	4 KSFM-F <	4 KGBY-F <	4 KGBY-F	4 KSEG-F	4 KWOD-F <
5	5 KSEG-F	5 KRXQ-F <	5 KGBY-F	5 KSEG-F	5 KHYL-F	5 KSEG-F <	5 KRXQ-F <	5 KRXQ-F <	5 KFBK <	5 KRAK-F
6	6 KGBY-F	6 KGBY-F <	6 KSFM-F <	6 KHYL-F	6 KRAK-F	6 KRXQ-F	6 KYMX-F	6 KSEG-F	6 KYMX-F	6 KGBY-F
7	7	7 KXOA-F	7 KHYL-F	7 KSFM-F	7	7	7	7 KXOA-F	7	7 KSTE
8	8	8	8	8	8	8	8	8	8	8

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWOD-F	1 KSFM-F <	1 KGBY-F	1 KNCI-F <	1 KNCI-F <	1 KRXQ-F	1 KRXQ-F >	1 KRXQ-F	1 KFBK <	1 KFBK >
2 KSFM-F	2 KGBY-F	2 KNCI-F	2 KGBY-F	2 KGBY-F	2 KWOD-F	2 KSEG-F	2 KSEG-F	2 KRXQ-F	2 KSEG-F
3 KNCI-F	KNCI-F <	3 KSFM-F	3 KSFM-F	3 KFBK	3 KSFM-F	3 KSFM-F	3 KXOA-F	3 KSEG-F	3 KXOA-F
4 KGBY-F	4 KWOD-F >	4 KFBK	4 KYMX-F <	4 KYMX-F	4 KSEG-F	KWOD-F	4 KFBK	4 KXOA-F	4 KNCI-F <
5 KRXQ-F	5 KRXQ-F	5 KQPT-F	5 KFBK	5 KHYL-F	5 KGBY-F	KXOA-F >	5 KNCI-F	5 KSFM-F <	5 KRXQ-F
KYMX-F	KFBK	6 KXOA-F	6 KHYL-F	6 KSFM-F <	KRAK-F	6 KNCI-F	6 KSFM-F	6 KNCI-F	6 KHYL-F
7	7 KYMX-F	7	7 KWOD-F	7 KXOA-F <	7	7	7 KWOD-F	7	7 KSFM-F
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KFIA	710	CARMICHAEL	0.8/1.9	
KRCX-AF	1110	ROSEVILLE	0.4/1.3	
KRLT-F	93.9	S. LAKE TAHOE	0.6/1.0	
KSAC	1240	SACRAMENTO	0.5/1.8	
KSMJ	1380	SACRAMENTO	0.6/2.6	
KXOA	1470	SACRAMENTO	0.7/2.4	
KHOP-F	104.1	MODESTO	0.5/1.7	
KITS-F	105.3	SAN FRANCISCO	0.4/1.9	
KMEL-F	106.1	SAN FRANCISCO	0.6/3.1	

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ/Standards	UNISTR,	\$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC, AP,	\$206.00	(Group W)	Chancellor
KHTK	,	1140,	50 KW (DA-2)	,	Talk	,	\$ NA	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2)	,	Hispanic	CNN, CBS,	\$ 37.00	(Caballero)	Embarcadero
KSAC	,	1240,	1 KW	,	Sports	NBC, CBS,	\$ 23.00	(K & P)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN,	\$ NA	(MMR)	Secret
KSTE	,	650,	25 KW/1 KW (DA-2)	,	Talk	ABC, MBS,	\$ 26.00	(Torbet)	Fuller Jeffrey (RANCHO CORDOVA)
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Oldies	,	\$ 21.00	(CBS)	Brown

FM STATIONS

KGBY	,	92.5,	50 KW @ 449	,	AC	,	\$128.00	(Group W)	Chancellor
KHYL	,	101.1,	36 KW @ 567	,	Oldies	,	\$ 77.00	(Eastman)	Chancellor (AUBURN)
KRAK	,	98.5,	50 KW @ 500	,	Country	,	\$ 65.00	(Mc-Guild)	EZ
KQBR	,	104.3,	3 KW @ 462	,	Jazz	,	\$ 30.00	(Katz)	(DAVIS)
KQPT	,	100.5,	115 KW @ 380	,	Prog. AOR	Source,	\$ 51.00	(CBS)	Brown
KNCI	,	105.1,	50 KW @ 500	,	Country	,	\$181.00	(Katz)	EZ
KRXQ	,	93.7,	25 KW @ 298	,	AOR	,	\$ 97.00	(Torbet)	Citicasters (ROSEVILLE)
KSEG	,	96.9,	50 KW @ 500	,	Classic AOR	,	\$124.00	(Christal)	Citicasters
KSFM	,	102.5,	50 KW @ 500	,	CHR	ABC,	\$118.00	(MMR)	Secret
KSSJ	,	101.9,	25 KW @ 476	,	Religion	,	\$ 20.00	( --- )	(SHINGLE SPG)
KWOD	,	106.5,	50 KW @ 500	,	New Rock	CBS, ABC,	\$ 47.00	(D&R)	
KXOA	,	107.9,	50 KW @ 403	,	Oldies (70's)	,	\$110.00	(CBS)	Brown
KYMX	,	96.1,	50 KW @ 476	,	Soft AC	,	\$ 81.00	(Christal)	Tribune Co.
KZSA	,	92.1,	1.4 KW @ 472	,	Hispanic	,	\$ 24.00	( --- )	(PLACERVILLE)

Miscellaneous: KSAC sold for \$1,400,000 (Exline) . . . KSAC changes to KSQR and format from Sports to Hispanic (Oct) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 118/326,700  
 MSA Rank/Pop: 121/400,000  
 ADI # 57 (w/Flint)  
 Average Person Ratings: 17.3  
 Market TSL: 23.00 hours

Stations: 22/16  
 Diaries: 1002/326:1/50.2%  
 Sample Target: 945  
 % Below Line: 4.8  
 % Not Listed: 10.4

1993 Revenue: \$12,000,000  
 HH Inc.: \$31,495  
 Retail \$: 3.4 Bil  
 Pop per Station: 20,419  
 #1 Biller: WKQZ-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WSGW (N/T)	76/13.4	9.1	11.5	12.4	13.1	11.6		842/25.8	20.5	23.2	C	WSGW
2. WKQZ-F (C)	71/12.5	12.6	11.3	12.5	12.2	12.2		827/25.3	27.4	25.6	D	WKQZ-F
3. WHNN-F (O)	52/ 9.2	8.2	10.4	9.6	9.5	9.4		786/24.1	22.7	21.5	D	WHNN-F
4. WIOG-F (AC/CHR)	47/ 8.3	8.4	7.9	7.4	8.2	8.0		721/22.1	23.6	25.2	C	WIOG-F
5. WKQZ-F (AOR/CL)	46/ 8.1	8.1	4.9	6.1	7.7	6.8		585/17.9	16.1	16.5	C	WKQZ-F
6. WGER-F (SAC)	40/ 7.1	7.1	6.2	6.1	7.7	6.6		593/18.2	19.3	15.6	B	WGER-F
7. WIXC-F (C)	32/ 5.7	4.7	4.8	5.0	2.9	5.1		467/14.3	14.3	9.1	A	WIXC-F
8. WTCF-F (CHR)	27/ 4.8	5.2	4.4	4.1	5.2	4.6		567/17.4	18.7	16.2	A	WTCF-F
9. WTLZ-F (B)	23/ 4.1	4.7	5.1	5.4	5.4	4.8		301/ 9.2	9.5	11.4	B	WTLZ-F
10. WCEN-F (C)	17/ 3.0	4.2	4.0	3.3	1.6	3.6		297/ 9.1	11.9	8.1		WCEN-F
11. WSAM (ST)	15/ 2.7	3.9	2.6	3.1	2.0	3.1		270/ 8.3	9.3	5.5	A	WSAM
12. WKNX (ST)	14/ 2.5	2.5	3.5	3.7	2.0	3.1		186/ 5.7	4.3	5.2	A	WKNX
13. WBTZ-FF (AOR)	12/ 2.1	2.1	2.4	2.4	2.3	2.3		245/ 7.5	7.6	7.8		WBTZ-FF
14.												
15.												

12+ FM SHARE (METRO): 74.75% (379 of 507) (SUM 93: 76.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>>>1 WKQZ-F>	1 WKQZ-F<	1 WIOG-F	1 WKQZ-F<	1 WSGW >	1 WSGW >	1 WSGW <	1 WKQZ-F<	1 WKQZ-F	1 WSGW >	1 WSGW >
2	2 WKQZ-F<	2 WKQZ-F<	2 WHNN-F<	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WSGW	2 WTCF-F<	2 WKQZ-F	2 WKQZ-F
3	3 WIOG-F	3 WIOG-F<	3 WHNN-F<	3 WIOG-F	3 WHNN-F>	3 WHNN-F	3 WHNN-F<	3 WIOG-F	3 WKQZ-F	3
4	4 WIXC-F	4 WHNN-F>	4 WKQZ-F	4 WKQZ-F<	4 WGER-F	4 WKQZ-F<	4 WIOG-F	4 WHNN-F<	4 WSGW	4
5	5 WGER-F	5 WSGW <	5 WSGW	5 WSGW	5 WIOG-F	5 WIOG-F	5 WGER-F<	5 WKQZ-F	5 WHNN-F	5
6	6	6 WGER-F	6	6	6	6	6 WKQZ-F	6	6 WIXC-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXC-F	1 WIOG-F>	1 WIOG-F	1 WIOG-F>	1 WIOG-F>	1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F	1 WKQZ-F<	1 WKQZ-F<
2 WKQZ-F	2 WIXC-F	2 WGER-F	2 WHNN-F<	2 WHNN-F	2 WKQZ-F	2 WKQZ-F>	2 WCEN-F	2 WKQZ-F>	2 WKQZ-F
3 WIOG-F	WKQZ-F<	WKQZ-F	3 WKQZ-F<	3 WGER-F	WBTZ-FF	3 WBTZ-FF	WKQZ-F	3 WHNN-F<	3 WHNN-F<
4 WKQZ-F	4 WKQZ-F	WKQZ-F	4 WGER-F<	WKQZ-F	4 WIXC-F	4 WCEN-F	4 WIOG-F	4 WSGW >	4 WSGW >
5	5 WGER-F	5 WTLZ-F	5 WIXC-F	5 WSGW	5	WIXC-F	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WMAX	1440	BAY CITY	1.1/3.5	
WMPX	1490	MIDLAND	0.4/1.8	
WCFX-F	95.3	CLARE	0.4/1.6	
WCRZ-F	107.9	FLINT	0.5/2.7	
WFDL	910	FLINT	1.4/4.0	
WJR	760	DETROIT	1.2/6.2	
WOWE-F	98.9	VASSAR	0.9/2.4	
WWCK-F	105.5	FLINT	0.4/3.5	

SAGINAW-BAY CITY-MIDLAND

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS)	, Standards	AP, \$ 13.00 (Patt)	Bell
WMAX, 1440, 5 KW/2.5 KW (DA-2)	, News/Talk	, \$ 14.00 (Michigan)	
WSAM, 1400, 1 KW (DA-2)	, Standards	ABC, \$ 14.00 ( --- )	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, News/Talk	NBC, CBS, \$ 40.00 (Katz)	Fritz
WBZ-F, 100.9, 2.6 KW @ 500, AOR (Simulcast w/WUVE)		, \$ NA (Banner)	(PINCONNING)
WCEN-F, 94.5, 100 KW @ 981, Country	UNISTR, MBS	, \$ 20.00 (Patt)	(MT. PLEASANT)
WGER-F, 106.3, 2 KW @ 380, Soft AC	MBS	, \$ 29.00 (Katz)	
WHNN-F, 96.1, 100 KW @ 1020, Oldies	UNISTR	, \$ 60.00 (Eastman)	Liggett
WIOG-F, 102.5, 86 KW @ 800, AC/CHR	Source, ABC	, \$ 44.00 (Katz)	Fritz
WIXC-F, 97.3, 3 KW @ 328, Country		, \$ 21.00 (D & R)	Midwest Family (ESSEXVILLE)
WKCQ-F, 96.1, 50 KW @ 493, Country	ABC	, \$ 63.00 ( --- )	MacDonald
WKQZ-F, 93.3, 38 KW @ 554, AOR/Classic	UNISTR, ABC	, \$ 28.00 (Banner)	
WTCF-F, 100.5, 3 KW @ 328, CHR	CNN	, \$ 16.00 (K & P)	(CARROLLTON)
WTLZ-F, 107.1, 4.9 KW @ 397, BLACK	AURN	, \$ 22.00 (Roslin)	Taylor
WUVE-F, 104.5, 2.9 KW @ 413, AOR	UNISTR, ABC	, \$ 15.00 (Banner)	

Other Ranked Stations - See Flint and Detroit

Miscellaneous: WBZ-F (Pinconning) sold to WKQZ-F owner (D) for \$200,000 (E). . .

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

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\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

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ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,080,300

Stations: 28/28  
Diaries: 2778/749:1/55.6%  
Sample Target: 2550  
% Below Line: 0.0%  
% Not Listed: 7.5%

1993 Revenue: \$72,800,000  
HH Inc.: \$36,465  
Retail \$: 22.0 Bil  
Pop per Station: 74,296  
#1 Biller: KMOX \$18,800,000

MSA Rank/Pop: 16/2,555,000  
ADI # 18  
Average Person Ratings: 17.3  
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KMOX (T/FS)	538/14.9	14.7	16.5	13.0	17.2	14.8		6355/30.5	31.4	36.6	J	KMOX
2. WIL -F (C)	329/ 9.1	8.8	8.7	11.0	8.7	9.4		4086/19.6	18.8	18.7	H	WIL -F
3. KSHE-F (AOR)	284/ 7.9	6.7	6.5	7.8	7.0	7.2		3814/18.3	16.2	17.1	H	KSHE-F
4. KMJM-F (B)	280/ 7.8	7.6	7.4	6.9	7.2	7.4		2510/12.1	11.5	13.4	G	KMJM-F
5. KEZK-F (SAC)	235/ 6.5	6.9	7.0	6.8	8.1	6.8		3501/16.8	17.9	19.4	G	KEZK-F
6. KIHT-F (0-70's)	201/ 5.6	3.7	1.1	2.3	1.3	3.2		3190/15.3	11.1	4.9		KIHT-F
7. KYKY-F (AC)	187/ 5.2	5.3	6.4	5.1	4.6	5.5		3465/16.7	16.4	14.5	H	KYKY-F
8. KSD -F (CL AOR)	130/ 3.6	4.3	4.3	4.7	4.5	4.2		2728/13.1	14.0	16.3	G	KSD -F
9. WKXX-F (C)	130/ 3.6	4.3	3.3	3.0	2.2	3.6		2140/10.3	10.4	6.7	D	WKXX-F
10. WKBQ-F (CHR)	123/ 3.4	4.6	4.4	4.5	4.1	4.2		2908/14.0	14.3	15.7	D	WKBQ-F
11. WRTH (ST)	117/ 3.2	2.7	2.5	2.7	2.8	2.8		1261/ 6.1	5.8	5.9	C	WRTH
12. KLOU-F (O)	117/ 3.2	3.6	2.9	3.5	3.5	3.3		2395/11.5	12.9	13.7	E	KLOU-F
13. KPNT-F (AOR-NR)	91/ 2.5	2.9	2.1	2.3	3.1	2.5		1735/ 8.3	8.3	8.5	C	KPNT-F
14. KXOK-F (B/AC)	76/ 2.1	2.0	1.8	2.1	2.3	2.0		1167/ 5.6	5.1	6.6		KXOK-F
15. KFUF-F (CL)	67/ 1.9	2.2	2.8	2.4	3.2	2.3		1377/ 6.6	7.0	8.3	C	KFUF-F
16. KATZ (B)	54/ 1.5	1.2	1.4	2.2	1.2	1.6		795/ 3.8	3.7	3.1	B	KATZ
17. KNJZ-F (J)	50/ 1.4	1.2	0.9	0.7	0.8	1.1		968/ 4.7	4.0	3.8		KNJZ-F
18. WCBW-F (REL)	36/ 1.0	1.0	1.9	1.4	1.2	1.3		886/ 4.3	2.5	2.3		WCBW-F
19. WFXB-F (AOR-P)	47/ 1.3	1.9	1.8	1.4	1.2	1.6		992/ 4.8	5.1	5.5		WFXB-F
20. WIBV (T)	46/ 1.3	1.5	1.7	1.7	2.2	1.6		826/ 4.0	4.8	6.0		WIBV

12+ FM SHARE (METRO): 71.70% (2394 of 3339) (SUM 93: 68.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F>	1 KSHE-F	1 KSHE-F	1 KSHE-F<	1 KMOX <	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX	1 KMOX >>>
2 WKBQ-F	2 KMJM-F	2 KMJM-F<	2 KIHT-F<	2 KSHE-F	2 WIL -F	2 WIL -F>	2 WIL -F	2 WIL -F	2 KMJM-F>	2 KMJM-F
3 KSHE-F	3 KIHT-F	3 KIHT-F	3 KMOX	3 WIL -F<	3 KEZK-F>	3 KMJM-F	3 KEZK-F<	3 KSHE-F	3 KSHE-F	3 WIL -F>
4	4 WIL -F	4 WIL -F	4 WIL -F<	4 KIHT-F<	4 WRTH	4 KSHE-F	4 KSHE-F	4 KMJM-F	4 WIL -F	4 KEZK-F
5	5 KYKY-F	5 KMOX	5 KYKY-F<	5 KEZK-F	5 KLOU-F<	5 KYKY-F<	5 KMJM-F	KEZK-F	5 KEZK-F	KIHT-F
6	6 KPNT-F<	KYKY-F	6 KEZK-F<	6 KYKY-F<	6 KYKY-F	6 KEZK-F	6 KIHT-F	6 KIHT-F	KIHT-F	6 KSHE-F
7	7 WKBQ-F<	7 KEZK-F	7 KMJM-F	7 KMJM-F	7	7 KSD -F	7 KYKY-F	7 KYKY-F	7 WKBQ-F	7
8	8 KSD -F	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F	1 KMJM-F>	1 KIHT-F	1 KYKY-F<	1 KEZK-F<	1 KSHE-F	1 KSHE-F>>	1 KSHE-F	1 KSHE-F>	1 KSHE-F
2 KPNT-F	2 KIHT-F<	2 KMJM-F	2 KMJM-F	2 KYKY-F	2 KMJM-F	2 KMJM-F	2 KIHT-F	2 KIHT-F	2 KMOX
3 KSHE-F	3 KSHE-F<	KYKY-F	3 KEZK-F<	3 WIL -F<	3 WIL -F	3 KITH-F	3 KMJM-F	KMOX	3 KIHT-F
4 WKBQ-F	4 KYKY-F	4 KSHE-F	4 KIHT-F<	4 KIHT-F<	4 WKBQ-F	4 WIL -F	4 KSD -F	4 KMJM-F	4 WIL -F
5 KIHT-F	5 KEZK-F<	5 KEZK-F	5 WIL -F	5 KMOX	5 WKXX-F	5 KSD -F	5 KMOX	5 KSD -F	5 KSD -F
6 KYKY-F	6 WIL -F	6 WIL -F	6 KSHE-F	6 KMJM-F>	6 KPNT-F	6 WKBQ-F	6 WIL -F	WIL -F	6 KMJM-F
7	7 KPNT-F	7 WKXX-F	7 KMOX	7 KSHE-F	7 KSD -F	7	7	7	7
8	8	8	8	8 WKXX-F	8 KIHT-F	8	8	8	8

ST. LOUIS

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KFNS	590	WOOD RIVER, IL	1.1/3.2
KIRL	1460	ST. CHARLES	0.9/1.7
KSD	550	ST. LOUIS	0.7/3.9
KSIV	1320	CLAYTON	0.5/1.6
KSTL	690	ST. LOUIS	0.4/0.9
WESL	1490	EAST ST. LOUIS, IL	0.4/1.3
WEW	770	ST. LOUIS	1.0/1.7
WGNO	920	GRANITE CTY, IL	0.3/1.5

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, Black	ABC, SMN,	\$ 39.00 (K & P)	Noble
KFNS, 590,	1 KW (DA-2)	, Sports	,	\$ 27.00 (D & R)	Compass
KMOX, 1120,	50 KW	, Talk/Full Service	CBS,	\$ 284.00 (CBS)	CBS
KSD, 550,	5 KW (DA-N)	, SEE KSD-FM			Bott
KSIV, 1320,	5 KW/360 W	, Religion	,	\$ 20.00 (---)	
KXOK, 630,	5 KW (DA-2)	, Black	,	\$ 26.00 (MMR)	Crawford
WESL, 1490,	700 W/1 KW (DA-1),	Gospel	UNISTR, AURN,	\$ 22.00 (K & P)	
WEW, 770,	1 KW (DAYS)	, Standards	CNN,	\$ 27.00 (Roslin)	
WIBV, 1260,	5 KW (DA-2)	, Talk	TALKNT, MBS,	\$ 30.00 ( --- )	
WRTH, 1430,	5 KW (DA-2)	, Standards	UNISTR, ABC,	\$ 38.00 (Eastman)	Heritage

FM STATIONS

KNJZ, 100.3,	50 KW @ 489,	Jazz	ABC,	\$ 36.00 (K & P)	Noble
KEZK, 102.5,	100 KW @ 1027,	Soft AC	UNISTR,	\$ 126.00 (D & R)	Compass
KFUO, 99.1,	100 KW @ 1027,	Classical	NBC,	\$ 48.00 (CMBS)	Lutheran Synod
KLOU, 103.3,	100 KW @ 918,	Oldies	CBS,	\$ 88.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1027,	Black	,	\$ 127.00 (Mc-Guild)	Noble
KPNT, 105.7,	100 KW @ 1374,	New AOR	,	\$ 53.00 (Torbet)	River City (ST. GENEVIEVE)
KIHT, 96.3,	100 KW @ 551,	Oldies (70's)	,	\$ 50.00 (Banner)	Heritage
KSD, 93.7,	100 KW @ 859,	Classic AOR	,	\$ 135.00 (Mc-Guild)	EZ
KSHE, 94.7,	100 KW @ 1027,	AOR	,	\$ 187.00 (D & R)	Emmis
KXOK, 97.1,	100 KW @ 561,	Black/AC	UNISTR,	\$ 41.00 (MMR)	Frischling
KYKY, 98.1,	90 KW @ 1027,	AC	,	\$ 170.00 (Katz)	EZ
WCBW, 104.9,	8 KW @ 574,	Religion	,	\$ 22.00 ( --- )	Universal (COLUMBIA)
WFXB, 101.1,	44 KW @ 525,	Prog. AOR	,	\$ 40.00 (Torbet)	River City
WIL, 92.3,	100 KW @ 984,	Country	ABC,	\$ 170.00 (Eastman)	Heritage
WKBO, 104.1,	39 KW @ 551,	CHR	,	\$ 73.00 (MMR)	Zimmer (JERSEYVILLE, IL)
WKKX, 106.5,	90 KW @ 1027,	Country	,	\$ 69.00 (Banner)	Zimmer

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 79/496,900  
 MSA Rank/Pop: 127/612,000 (Monterey)  
 178/612,000 (Santa Cruz)  
 ADI # 113  
 Average Person Ratings: 16.5  
 Market TSL: 22.75 hours

Stations: 37/20  
 Diaries: 1303/381:1/44.3%  
 Sample Target: 1265  
 % Below Line: 32.7  
 % Not Listed: 12.7

1993 Revenue: \$12,400,000  
 HH Inc.: \$38,300  
 Retail \$: 4.8 Bil  
 Pop per Station: 24,845  
 #1 Biller: KTOM-AF \$2,150,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KGO (T)	72/ 8.8	8.4	7.9	7.3	6.5	8.1		835/16.8	16.7	14.8		KGO
2. KTOM-AF (C)	65/ 8.0	9.1	6.1	6.8	7.3	7.5		709/14.3	18.3	17.3	C	KTOM-AF
3. KWAV-F (AC)	54/ 6.6	6.8	7.3	5.7	4.2	6.6		822/16.5	14.1	14.3	B	KWAV-F
4. KDON-F (CHR)	45/ 5.5	6.3	5.1	7.1	4.4	6.0		793/16.0	19.1	17.2	B	KDON-F
5. KBOQ-F (CL)	38/ 4.6	3.2	4.2	---	---	4.0		473/ 9.5	7.5	---		KBOQ-F
6. KUFX-F (CL AOR)	37/ 4.5	4.6	3.2	4.2	3.3	4.1		540/10.9	10.8	13.2		KUFX-F
7. KBAY-F (SAC)	36/ 4.4	4.4	5.0	5.1	4.3	4.7		483/ 9.7	9.9	9.3		KBAY-F
8. KRQC-F (AOR)	31/ 3.7	3.0	3.2	2.8	2.7	3.2		483/ 9.7	9.4	7.1	A	KRQC-F
9. KCLF-AF (SP)	31/ 3.7	2.8	4.7	4.4	4.8	3.9		399/ 8.0	6.5	6.3	A	KCLF-AF
10. KYLZ-AF (B)	29/ 3.6	2.2	2.4	2.4	2.2	2.7		384/ 7.7	8.4	5.7		KYLZ-AF
11. KSCO (T)	29/ 3.6	1.7	1.0	2.3	2.3	2.2		336/ 6.8	5.3	5.7		KSCO
12. KTGE (SP)	28/ 3.4	3.2	2.8	3.9	3.8	3.3		269/ 5.4	6.8	6.3	A	KTGE
13. KOCN-F (AC)	27/ 3.3	3.1	2.9	3.5	2.2	3.2		449/ 9.0	8.3	6.6	A	KOCN-F
14. KRAY-F (SP)	22/ 2.7	2.2	2.9	2.7	3.3	2.6		366/ 7.4	6.1	6.5		KRAY-F
15. KCBS (N/T)	21/ 2.6	1.5	2.3	2.9	2.0	2.3		395/ 7.9	7.6	7.4		KCBS
16. KNBR (T/FS)	20/ 2.4	3.0	2.3	2.1	3.7	2.5		386/ 7.8	7.7	10.0		KNBR
17. KPIG-F (AOR-P)	19/ 2.3	2.6	2.3	2.4	3.6	2.4		285/ 5.7	5.5	7.3	B	KPIG-F
18. KMXZ-F (CHR)	16/ 2.0	2.5	4.5	2.8	4.8	3.0		390/ 7.8	9.6	10.4	B	KMXZ-F
19. KLFA-F (SP)	15/ 1.8	2.6	1.7	2.4	2.4	2.1		185/ 3.7	4.3	3.9		KLFA-F
20. KSJO-F (AOR)	14/ 1.7	0.5	0.8	0.5	0.5	0.9		252/ 5.1	3.8	2.3		KSJO-F
21. KVRG-F (SP)	12/ 1.5	0.6	1.3	1.4	2.9	1.2		116/ 2.3	3.7	8.8		KVRG-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 70.95% (508 of 716) (SUM 93: 68.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>	1 KDON-F	1 KWAV-F	1 KWAV-F	1 KTOM-AF<	1 KGO >	1 KGO	1 KGO	1 KTOM-AF<	1 KGO >	1 KGO >>>
2 KTOM-AF>	KRQC-F	2 KTOM-AF	2 KTOM-AF<	2 KWAV-F<	2 KTOM-AF<	2 KTOM-AF	2 KTOM-AF	2 KGO <	2 KDON-F	2
3 KMXZ-F	3 KWAV-F	3 KDON-F<	3 KGO	3 KGO	3 KBOQ-F	3 KWAV-F	3 KWAV-F<	3 KWAV-F	3 KYLZ-AF	3
KTGE-F	4 KCLF-AF	4 KUFX-F<	4 KUFX-F	4 KUFX-F	4 KBAY-F	4 KDON-F	4 KSCO	4 KUFX-F	4 KTOM-AF	4
KYLZ-AF	KRQC-F	5 KGO	5 KDON-F	5 KCLF-AF	5 KWAV-F	5 KCLF-AF	5 KBOQ-F	5 KBOQ-F<	5 KRQC-F	5
6	6	6	KCLF-AF	6	6 KSCO	6	KDON-F	6 KDON-F	KWAV-F	6
7	7	7	KRQC-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWAV-F	1 KWAV-F>	1 KWAV-F	1 KWAV-F>	1 KWAV-F	1 KDON-F	1 KRQC-F	1 KRQC-F	1 KUFX-F<	1 KGO
2 KDON-F	2 KDON-F	2 KTOM-AF	2 KTOM-AF	2 KTOM-AF>	2 KYLZ-AF	2 KDON-F	2 KCLF-AF	2 KGO	2 KUFX-F
3 KRQC-F	3 KRAY-F	KRAY-F	3 KDON-F	3 KGO	3 KMXZ-F	KYLZ-AF	3 KTOM-AF	3 KTOM-AF<	KTOM-AF
KLFA-F	KOCN-F	4 KUFX-F	4 KOCN-F	4 KOCN-F	4 KTOM-AF	4 KCLF-AF	KVRG-F	4 KDON-F<	4 KCLF-AF
KTGE-F	KRQC-F	KOCN-F	5 KTGE-F	5 KDON-F	KRAY-F	5 KTOM-AF	5	5 KRQC-F	KRQC-F
6	KTOM-AF	KCLF-AF	6	KTGE-F	6	6	6	6	6
7	KUFX-F	KDON-F	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

SALINAS-MONTEREY-SANTA CRUZ

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KCTV	980	SALINAS	0.5/2.4
KKMC	880	GONZALES	0.6/2.2
KNRY	1240	MONTEREY	0.4/1.6
KRKC-F	102.1	KING CITY	0.5/1.0
KMIX-F	98.3	TURLOCK	0.4/1.4

SEE SAN FRANCISCO OR SAN JOSE FOR MORE ABOUT THE FOLLOWING:

KFOG-F	0.5/1.6	KOIT-F	0.6/1.2
KFRC	0.5/2.2	KOME-F	1.1/4.2
KFRC-F	0.2/0.9	KSFO	0.4/1.4
KLOK	0.7/1.8		

RADIO STATIONS

KCTY	, 980,	1 KW/247W (DA-1),	Hispanic	CBS,	\$14.00	(Lotus)	
KIEZ	, 540,	10 KW/500 W	Hispanic	SMN,	\$13.00	( --- )	
KSCO	, 1080,	10 KW/5 KW (DA-2),	Talk	TALKNT, CNN,	\$17.00	( --- )	
KTGE	, 1570,	5 KW/500W (DA-1),	Hispanic		\$14.00	(Caballero)	
KTOM	, 1380,	5 KW (DA-2)	: See KTOM-FM				
KBOQ-F,	95.5,	1.7 KW @ 630	, Classical	, \$ NA	( --- )		
KDON-F,	102.5,	19 KW @ 2270	, CHR	, \$40.00	(Christal)	Henry	
KKLF-F,	104.3,	6 KW @ 328	, Hispanic	, \$16.00	( --- )		
KVAG-F,	107.1,	1.9 KW @ 604	, Hispanic	, \$28.00	(Banner)		
KMXZ-F,	93.5,	0.9 KW @ 1519	, CHR	UNISTR,	\$16.00	(Eastman)	(HOLLISTER)
KOCN-F,	104.9,	1.9 KW @ 600	, AC	UNISTR, MBS,	\$22.00	(Torbet)	
KPIG-F,	107.5,	2.9 KW @ 335	, Prog. AOR	, \$17.00	(Banner)		(FREEDOM)
KLFA-F,	93.9,	5.4 KW @ 702	, Hispanic	, \$15.00	(Caballero)		(KING CITY)
KRAY-F,	103.5,	1.2 KW @ 515	, Hispanic	CBS,	\$16.00	(Lotus)	
KROC-F,	92.7,	7 KW @ 620	, AOR	, \$18.00	( --- )	Henry	
KTOM-F,	100.7,	0.9 KW @ 2421	, Country	ABC,	\$50.00	(Katz)	Magic
KWAV-F,	96.9,	18 KW @ 2450	, AC	AP,	\$42.00	(D&R)	Buckley
KXDC-F,	101.7	0.8 KW @ 590	, Jazz	, \$20.00	( --- )		

Other Ranked Stations - See San Jose or San Francisco

Miscellaneous: KXDC-F sold to KMXZ-F owner (D) for \$800,000 (Exline). . . KIDD sold to Buckley for \$200,000 (Exline). . . CP/99.5 sold by Mt. Wilson to KSUR/KBRG-F owner (D) for \$925,000 (Stanfield). . .



SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,099,000  
 MSA Rank/Pop: 45/1,160,000  
 ADI # 41  
 Average Person Ratings: 14.5  
 Market TSL: 19.50 hours

Stations: 30/30  
 Diaries: 1866/589:1/53.4%  
 Sample Target: 1795  
 % Below Line: 0.0%  
 % Not Listed: 8.7%

1993 Revenue: \$33,300,000  
 HH Inc.: \$34,583  
 Retail \$: 8.7 Bil  
 Pop per Station: 36,633  
 #1 Biller: KKAT-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KSFI-F (SAC)	142/ 8.9	10.5	10.5	11.1	10.2	10.3		2626/23.9	23.9	23.7	G	KSFI-F
2. KKAT-F (C)	126/ 7.9	8.2	8.5	9.5	9.6	8.5		2168/19.7	17.7	21.5	G	KKAT-F
3. KSOP-AF (C)	123/ 7.7	9.2	9.3	10.5	9.6	9.2		1997/18.2	18.4	20.5	D	KSOP-AF
4. KXRK-F (AOR-NR)	100/ 6.3	5.7	3.7	3.3	3.2	4.8		1257/11.4	10.5	8.8		KXRK-F
5. KRSP-F (O)	94/ 5.9	4.7	2.8	2.1	3.6	3.9		1750/15.9	12.1	11.3		KRSP-F
6. KSL (FS/T)	84/ 5.3	5.9	6.2	6.7	5.3	6.0		1790/16.3	18.8	16.4	F	KSL
7. KBER-F (AOR)	80/ 5.0	4.0	6.1	5.1	4.6	5.1		1435/13.1	11.4	13.5	C	KBER-F
8. KALL (T/FS)	72/ 4.5	3.3	3.1	3.6	2.9	3.6		1014/ 9.2	7.0	7.7	C	KALL
9. KVRI-F (AC)	71/ 4.5	2.1	4.1	2.9	3.1	3.4		1240/11.3	9.6	8.8	C	KVRI-F
10. KLZX-F (CL AOR)	63/ 4.0	4.7	3.8	4.8	6.1	4.3		1478/13.4	14.5	15.7	E	KLZX-F
11. KODJ-F (O)	55/ 3.5	3.4	2.7	3.2	2.6	3.2		1150/10.5	9.1	10.3	C	KODJ-F
KISN-F (CHR/AC)	55/ 3.5	4.7	4.5	4.2	4.9	4.2		1459/13.3	14.6	15.2	D	KISN-F
13. KDYL (ST)	53/ 3.3	2.6	3.6	4.4	2.0	3.5		582/ 5.3	5.2	4.5		KDYL
14. KUTQ-F (CHR)	50/ 3.1	4.0	3.7	4.8	4.9	3.9		1459/13.3	14.8	15.4	C	KUTQ-F
15. KUJJ-F (C)	46/ 2.9	1.5	0.6	0.3	0.7	1.3		774/ 7.0	3.4	1.8		KUJJ-F
16. KZHT-F (CHR)	43/ 2.7	3.8	4.5	3.3	2.9	3.6		1047/ 9.5	10.4	9.1		KZHT-F
17. KBZN-F (J)	36/ 2.3	2.2	2.6	2.9	1.5	2.5		722/ 6.6	6.4	8.6		KBZN-F
18. KMXB-AF (AC)	32/ 2.0	1.3	1.9	1.5	2.1	1.7		648/ 5.9	5.0	6.6		KMXB-AF
19. KUMT-F (AOR-P)	23/ 1.4	0.8	1.6	1.6	2.1	1.4		407/ 3.7	3.0	5.4		KUMT-F
20. KSOS-F (O)	21/ 1.3	1.1	1.1	1.2	1.4	1.2		404/ 3.7	3.8	3.9		KSOS-F

12+ FM SHARE (METRO): 80.07% (1165 of 1455) (SUM 93: 81.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F	1 KXRK-F	1 KSFI-F<	1 KSFI-F	1 KSFI-F	1 KSFI-F	1 KSL	1 KSFI-F	1 KSFI-F	1 KXRK-F	1 KSFI-F
2 KZHT-F<	2 KKAT-F	2 KKAT-F<	2 KRSP-F<	2 KKAT-F<	2 KSL	2 KSFI-F	2 KKAT-F<	2 KKAT-F	2 KSFI-F	2 KSL
3 KBER-F	3 KRSP-F<	3 KRSP-F	3 KKAT-F	3 KRSP-F	3 KALL <	3 KSOP-AF	3 KSOP-AF	KSOP-AF	3 KBER-F	3 KLZX-F
4 KBER-F	4 KBER-F	4 KXRK-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KKAT-F	4 KALL	4 KRSP-F<	4 KKAT-F	4 KXRK-F
5	5 KSFI-F	5 KSOP-AF	5 KVRI-F	5 KVRI-F	5 KDYL	5 KALL	5 KRSP-F<	5 KXRK-F	5 KUTQ-F	5 KCNR
6	KSOP-AF	6 KVRI-F	6 KLZX-F<	6 KALL	6 KODJ-F	6 KLZX-F	6 KXRK-F	6 KBER-F	6 KSOP-AF<	6
7	7 KLZX-F	7 KBER-F	7 KALL	7 KLZX-F	7 KKAT-F	7 KXRK-F	7 KVRI-F	7	7 KRSP-F	7
8	8	8	8	KODJ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXRK-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSFI-F	1 KXRK-F	1 KXRK-F>	1 KRSP-F	1 KRSP-F<	1 KRSP-F
2 KKAT-F	2 KSFI-F	2 KSFI-F	2 KKAT-F	2 KKAT-F>	2 KBER-F	2 KBER-F<	2 KSOP-AF	2 KXRK-F	2 KSOP-AF<
3 KSFI-F	3 KXRK-F	3 KVRI-F	3 KVRI-F>	3 KVRI-F	3 KKAT-F	3 KRSP-F	3 KLZX-F	3 KSOP-AF	3 KALL <
4 KISN-F	4 KVRI-F<	4 KISN-F	4 KISN-F<	4 KSOP-AF	4 KISN-F	4 KSOP-AF	KXRK-F	4 KBER-F	4 KSFI-F
5 KSOP-AF	5 KISN-F	5 KSOP-AF	5 KSOP-AF<	5 KISN-F	5 KSOP-AF	5 KLZX-F	5 KBER-F	5 KLZX-F<	5 KKAT-F
6 KVRI-F	6 KSOP-AF	6	6 KRSP-F	6 KODJ-F	6 KRSP-F	6 KKAT-F	6 KKAT-F	6 KKAT-F	6 KLZX-F
7	7 KRSP-F	7	7	7 KRSP-F	7	7	7	7 KSFI-F	7

SALT LAKE CITY

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KCNR	1320	SALT LAKE CTY	0.9/2.5
KFAM	700	N. SALT LAKE CTY	0.8/2.0
KISN	570	N. SALT LAKE CTY	1.1/4.8
KLO	1430	OGDEN	0.6/0.8
KOVO	960	PROVO	0.6/0.9
KRGQ-F	107.9	ROY	0.7/2.4
KSVN	730	OGDEN	0.4/0.6
KTKK	630	SALT LAKE CTY	0.4/1.6

RADIO STATIONS

AM STATIONS

KALL	910	5 KW/1KW (DA-N)	Talk/Full Service	MBS	\$ 32.00	(Eastman)	Apollo
KDYL	1280	5 KW/500W (DA-N)	Standards	CNN	\$ 27.00	(CBS)	Simmons
KFAM	700	50 KW/1 KW	EZ		\$ 22.00	( --- )	
KISN	570	5 KW (DA-1)	Talk/Sports	AP	\$ 23.00	(Mc-Guild)	
KSL	1160	50 KW	Full Service	CBS, ABC	\$ 88.00	(CBS)	Bonneville
KTKK	630	1 KW/500 W (DA-2)	Talk	ABC, NBC	\$ 21.00	(K & P)	

FM STATIONS

KBER	101.1	25 KW @ 3739	AOR	ABC	\$ 42.00	(Torbet)	(OGDEN)
KBZN	97.9	26 KW @ 3739	Jazz		\$ 30.00	(Eastman)	(OGDEN)
KISN	97.1	30 KW @ 3651	CHR/AC		\$ 55.00	(Mc-Guild)	
KKAT	101.9	26 KW @ 3739	Country		\$120.00	(Katz)	Apollo (OGDEN)
KLZX	93.3	26 KW @ 3739	Classic AOR	ABC	\$ 67.00	(Christal)	Citadel
KMXB	107.5	45 KW @ 2850	AC		\$ 30.00	(Eastman)	Ragan Henry (OREM)
KODJ	94.1	40 KW @ 3060	Oldies	SMN, MBS	\$ 36.00	(Katz)	Apollo
KUJJ	106.5	8 KW @ 2709	Simulcast w/KRGQ-F		\$ NA	( --- )	(SPANISH FORK)
KRGQ	107.9	67 KW @ 2378	Country	MBS, USA, UNISTR	\$ 26.00	( --- )	(ROY)
KRSP	103.5	28 KW @ 3628	Oldies	CBS	\$ 34.00	(CBS)	Simmons
KSFI	100.3	26 KW @ 3739	Soft AC/EZ		\$ 74.00	(CBS)	Simmons
KSOP	104.3	25 KW @ 3638	Country		\$ 59.00	(MMR)	
KSOS	106.9	68 KW @ 2368	Oldies		\$ 22.00	( --- )	(BRIGHAM)
KUHT	105.7	7 KW @ 3660	Prog. AOR		\$ 29.00	(Eastman)	Ragan Henry (CENTERVILLE)
KUTQ	99.5	40 KW @ 2952	CHR	NBC, Source	\$ 32.00	(K & P)	(BOUNTIFUL)
KVRI	98.7	40 KW @ 2929	AC		\$ 35.00	(Christal)	John Price
KXRK	96.1	55 KW @ 2631	New AOR	UNISTR, ABC	\$ 31.00	(D & R)	(PROVO)
KZHT	94.9	48 KW @ 2798	CHR		\$ 30.00	(Torbet)	(PROVO)

Miscellaneous: KZHT-F (Provo) sold to KTKK/KUTQ-F owner (D) for \$1,100,000. . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,135,300  
 MSA Rank/Pop: 37/1,420,000  
 ADI # 36  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 31/29  
 Diaries: 2019/562:1/49.4%  
 Sample Target: 1900  
 % Below Line: 0.9  
 % Not Listed: 8.0

1993 Revenue: \$46,900,000  
 HH Inc.: \$29,154  
 Retail \$: 11.4 Bil  
 Pop per Station: 39,148  
 #1 Biller: KXTN-AF \$7,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KXTN-F (SP)	192/ 9.8	8.4	7.6	8.9	9.8	8.7		2030/17.9	18.0	18.2	G	KXTN-F
2. KTFM-F (CHR)	148/ 7.5	6.8	9.4	9.3	9.4	8.3		2433/21.4	21.7	25.3	E	KTFM-F
3. KISS-F (AOR)	144/ 7.3	6.7	6.6	6.3	7.2	6.7		2056/18.1	16.1	15.2	D	KISS-F
4. KQXT-F (SAC)	130/ 6.6	6.2	6.8	8.5	7.1	7.0		1682/14.8	13.9	15.0	F	KQXT-F
5. KCYY-F (C)	129/ 6.6	8.1	7.5	6.9	8.5	7.3		1970/17.4	18.7	20.6	G	KCYY-F
6. KAJA-F (C)	116/ 5.9	5.6	5.6	6.4	7.4	5.9		1860/16.4	15.8	18.8	E	KAJA-F
7. KSJL-F (U)	107/ 5.5	5.3	4.0	2.6	1.9	4.4		1259/11.1	10.4	5.1	B	KSJL-F
8. KTSA (T/N)	94/ 4.8	4.2	5.1	5.0	4.3	4.8		1113/ 9.8	10.8	11.5	D	KTSA
9. KZEP-F (CL AOR)	89/ 4.5	4.9	4.6	4.0	3.2	4.5		1580/13.9	13.0	11.5	E	KZEP-F
10. KSMG-F (O)	86/ 4.4	4.7	4.9	3.1	2.8	4.3		1466/12.9	13.6	10.0	D	KSMG-F
KONO-AF (O)	86/ 4.4	3.9	3.5	4.1	3.5	4.0		1604/14.1	11.7	10.8	C	KONO-AF
12. WOAI (N/T)	78/ 4.0	3.6	4.7	3.5	3.5	4.0		1334/11.8	12.4	12.1	G	WOAI
13. KKYX (C)	58/ 3.0	2.4	3.0	2.7	2.7	2.8		688/ 6.1	5.2	6.9	B	KKYX
14. KDIL-F (C)	47/ 2.4	3.5	3.4	3.0	3.4	3.1		1000/ 8.8	9.2	7.8	C	KDIL-F
15. KLUP (ST)	46/ 2.3	3.3	3.1	2.3	3.7	2.8		595/ 5.2	6.1	7.5	A	KLUP
16. KRIO-F (SP)	43/ 2.2	2.0	3.0	2.6	3.1	2.5		918/ 8.1	7.9	9.6	C	KRIC-F
17. KCOR (SP)	42/ 2.1	1.8	1.9	2.6	1.8	2.1		489/ 4.3	3.9	4.3	C	KCOR
18. KROM-F (SP)	41/ 2.1	1.8	2.2	2.3	1.6	2.1		643/ 5.7	6.0	4.4	A	KROM-F
19. KEDA (SP)	24/ 1.2	1.4	1.0	0.6	1.2	1.1		270/ 2.4	2.6	3.3		KEDA

12+ FM SHARE (METRO): 75.73% (1367 of 1805) (SUM 93: 72.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KISS-F>	1 KISS-F	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF>	1 KISS-F<	1 KXTN-F<	1 KXTN-AF	1 KTFM-F<	1 KXTN-F<
2 KSJL-F	2 KTFM-F	KXTN-AF>	2 KISS-F<	2 KQXT-F	2 KQXT-F<	2 KXTN-AF	2 KQXT-F<	2 KTFM-F	2 KXTN-AF<	2 KSJL-F
3 KISS-F	3 KXTN-AF	3 KQXT-F<	3 KQXT-F<	3 KISS-F<	3 KTSA <	3 KCYY-F	3 KTSA	3 KISS-F<	3 KSJL-F	3 KSMG-F
4	4 KZEP-F<	4 KTFM-F<	4 KZEP-F	4 KCYY-F	4 WOAI <	4 KQXT-F<	4 KCYY-F<	4 KQXT-F	4 KISS-F	4 KONO-F
5	5 KSJL-F<	5 KCYY-F	5 KCYY-F<	KZEP-F<	5 KAJA-F	5 KAJA-F	5 KISS-F<	5 KCYY-F	5 KCYY-F	KCYY-F
6	6 KQXT-F	KZEP-F	6 KSMG-F	6 KAJA-F<	KCYY-F	6 KTFM-F	6 KTFM-F	6 KAJA-F	6 KAJA-F<	6 KQXT-F
7	7 KCYY-F	7 KSMG-F<	7 KAJA-F	7 KSMG-F	7	7 WOAI	7 KAJA-F	7 KZEP-F	7 KQXT-F	KISS-F
8	8	8 KSJL-F	8	8	8	8	8	8	8	8
9	9	9 KAJA-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KTFM-F<	1 KCYY-F	1 KXTN-AF<	1 KQXT-F	1 KISS-F	1 KISS-F>>	1 KISS-F	1 KISS-F>	1 KISS-F
2 KXTN-AF	2 KQXT-F	KQXT-F	2 KQXT-F	2 KXTN-AF	2 KTFM-F	2 KSJL-F	2 KZEP-F	2 KZEP-F<	KXTN-AF
3 KISS-F	KXTN-AF<	3 KSMG-F	3 KCYY-F	3 KCYY-F	3 KSJL-F	KZEP-F	3 KXTN-AF	3 KXTN-AF>	3 KZEP-F>
4 KQXT-F	4 KCYY-F	KXTN-AF	4 KTFM-F	4 KAJA-F	4 KAJA-F	4 KXTN-AF	4 KSJL-F	4 KAJA-F	4 KAJA-F
5 KSJL-F	5 KISS-F	KXEP-F	5 KSMG-F	5 KSMG-F	5	5 KTFM-F	5 KQXT-F	KSJL-F<	KSMG-F
6 KCYY-F	6 KSMG-F<	6 KAJA-F	6 KSJL-F<	6 KSJL-F	6	6 KAJA-F	6 KAJA-F	6 KTFM-F	6 KONO-AF
7	7 KZEP-F	7 KTFM-F	7 KAJA-F	7 KTSA	7	7	7 KCYY-F	7 KSMG-F	7 KCYY-F
8	8	8	8	8	8	8	8	8	8

SAN ANTONIO

OTHER RATED STATIONS			METRO CUME TSA TSA
			SHARE/RTG/AQH/CUME
KCHG	810	SOMERSET	0.4/0.8
KCHL	1480	SAN ANTONIO	0.5/0.9
KDRY	1100	ALAMO HEIGHTS	0.3/1.7
KGNB	1420	NEW BRAUNFELS	0.6/1.3
KHBL	1250	SAN ANTONIO	0.4/0.8
KNBT-F	92.1	NEW BRAUNFELS	0.4/0.7
KSAH	720	UNIVERSAL CITY	0.5/1.6
KSLR	630	SAN ANTONIO	0.9/2.9
KTKR	760	SAN ANTONIO	0.5/1.9
KASE-F	100.7	AUSTIN	0.4/1.4
KEYI-F	103.5	AUSTIN	0.6/2.3

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, Hispanic	, \$ 43.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N),	Hispanic	, \$ 26.00 (Caballero)	
KENS, 1160,	10 KW/1 KW	, Talk/Variety	, \$ 21.00 ( --- )	KENS-TV
KKYX, 680,	50 KW/10 KW(DA-N),	Country	ABC, \$ 45.00 (Katz)	NewCity
KLUP, 930,	5 KW/1 KW (DA-N),	Standards	, \$ 29.00 (CBS)	Rusk
KONO, 860,	5 KW/1 KW (DA-N) --	See KONO-FM		
KSLR, 630,	5 KW	, Religion	USA, \$ 20.00 ( --- )	Salem
KTSA, 550,	5 KW (DA-N)	, Talk/News	TALKNT, ABC, \$ 54.00 (Banner)	
WOAI, 1200,	50 KW	, News/Talk	CBS, \$ 115.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	Country	, \$ 84.00 (Christal)	Clear Channel
KCY, 100.3,	100 KW @ 984,	Country	, \$ 146.00 (Katz)	NewCity
KDIL, 106.7,	100 KW @ 1017,	Country	, \$ 37.00 ( --- )	
KISS, 99.5,	100 KW @ 1112,	AOR	, \$ 59.00 (CBS)	Rusk
KONO, 101.1,	100 KW @ 649,	Oldies	UNISTR, NBC, \$ 41.00 (MMR)	Barger (FREDICKSBURG)
KQXT, 101.9,	100 KW @ 669,	Soft AC	, \$ 95.00 (Christal)	Clear Channel
KRIO, 94.1,	22 KW @ 695,	Hispanic	, \$ 33.00 ( --- )	Barger (FLORESVILLE)
KROM, 92.9,	100 KW @ 1017,	Hispanic	, \$ 36.00 (Katz)	Tichenor
KSJL, 96.1,	100 KW @ 597,	Urban	NBC, SMN, \$ 34.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1250,	Oldies	, \$ 58.00 (CBS)	Rusk
KTFM, 102.7,	100 KW @ 669,	CHR	, \$ 79.00 (Banner)	
KXTN, 107.5,	100 KW @ 1469,	Hispanic	, \$ 163.00 (Mc-Guild)	Tichenor
KZEP, 104.5,	100 KW @ 659,	Classic AOR	, \$ 73.00 (Christal)	Lotus

Miscellaneous: KZXS changes to KTKR and format to Talk (Sep). . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,213,500  
 MSA Rank/Pop: 14/2,680,000  
 ADI # 25  
 Average Person Ratings: 15.9  
 Market TSL: 21.25 hours

Stations: 37/31  
 Diaries: 2305/ 960:1/52.6%  
 Sample Target: 2210  
 % Below Line: 5.9  
 % Not Listed: 10.2

1993 Revenue: \$86,600,000  
 HH Inc.: \$41,672  
 Retail \$: 21.3 Bil  
 Pop per Station: 71,403  
 #1 Biller: KSON AF \$10,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KSON-AF (C)	250/ 7.1	7.2	7.9	6.5	7.7	7.2		3537/16.0	15.3	16.5	I	KSON-AF
2. KSDO (N/T)	177/ 5.0	5.5	5.2	7.1	5.4	5.7		2507/11.3	12.0	11.8	G	KSDO
3. XHTZ-F (CHR)	174/ 4.9	5.6	5.8	4.6	6.1	5.2		2783/12.6	13.7	14.2	D	XHTZ-F
4. KYXY-F (AC)	157/ 4.5	3.8	5.0	4.6	4.7	4.5		3003/13.6	13.3	12.6	G	KYXY-F
5. XTRA-F (AOR-NR)	155/ 4.4	3.8	3.5	4.4	4.1	4.0		3262/14.7	13.0	12.4	H	XTRA-F
6. KKLQ-F (CHR)	151/ 4.3	6.0	6.8	6.4	6.1	5.9		3268/14.8	19.1	17.8	G	KKLQ-F
7. KIOZ-F (AOR)	144/ 4.1	3.2	3.2	2.9	2.5	3.4		2061/ 9.3	7.5	6.3	D	KIOZ-F
8. KGB -F (CL AOR)	142/ 4.0	3.3	4.3	4.4	4.4	4.0		2770/12.5	11.7	13.7	G	KGB -F
9. KIFM-F (J)	131/ 3.7	3.3	3.0	4.0	4.0	3.5		1960/ 8.9	9.6	10.6	F	KIFM-F
10. KBZS-F (O)	129/ 3.7	3.3	4.0	3.8	3.6	3.7		2613/11.8	10.8	10.6	D	KBZS-F
11. KFMB (FS)	125/ 3.5	3.8	2.9	3.6	4.4	3.5		2086/ 9.4	11.5	10.9	H	KFMB
12. KJQY-F (SAC)	117/ 3.3	4.6	5.4	4.5	3.7	4.5		1938/ 8.8	9.8	10.6	F	KJQY-F
13. XHRM-F (AOR-P)	110/ 3.1	3.0	2.9	2.8	2.7	3.0		2500/11.3	11.2	10.7	C	XHRM-F
14. KPOP (ST)	107/ 3.0	3.1	3.1	3.2	3.6	3.1		1348/ 6.1	6.0	6.8	C	KPOP
KFI (T)	107/ 3.0	3.3	2.7	2.9	3.1	3.0		1445/ 6.5	7.7	6.3		KFI
16. KCBQ-F (O)	96/ 2.7	2.2	2.4	2.0	1.2	2.3		1882/ 8.5	7.2	5.4	E	KCBQ-F
17. XHKY-F (SP)	93/ 2.6	2.4	0.9	0.9	1.6	1.7		1096/ 5.0	4.5	2.5		XHKY-F
18. KFSD-F (CL)	91/ 2.6	3.2	3.5	3.7	3.5	3.3		1569/ 7.1	7.4	8.5	D	KFSD-F
19. XTRA (SPRSTS)	85/ 2.4	1.9	2.4	2.3	1.5	2.3		1578/ 7.1	5.9	5.6	E	XTRA
20. KCLX-F (O-70's)	79/ 2.2	2.5	2.0	2.3	2.4	2.3		2064/ 9.3	8.6	7.3	D	KCLX-F
21. KFMB-F (AC/CHR)	65/ 1.8	1.9	1.7	2.3	2.6	1.9		2012/ 9.1	9.7	10.0	G	KFMB-F
22. XEMO (SP)	59/ 1.7	1.0	0.8	0.7	1.9	1.1		793/ 3.6	2.9	3.7		XEMO
23. KCEO (N)	48/ 1.4	1.1	0.6	1.0	0.8	1.0		894/ 4.0	4.0	3.2		KCEO
KNX (N)	48/ 1.4	1.3	1.4	1.2	1.0	1.3		1176/ 5.3	4.5	4.1		KNX
25. KOGO (T)	44/ 1.2	0.6	0.7	0.4	0.5	0.7		728/ 3.3	2.6	2.2		KOGO

12+ FM SHARE (METRO): 70.32% (2225 of 3164) (SUM 93: 69.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XHTZ-F>>	1 KIOZ-F	1 KSON-AF	1 KSON-AF	1 KSON-AF>	1 KSDO	1 KKLQ-F<	1 KSDO <	1 KSON-AF>	1 XHTZ-F>	1 KOGO
2	XTRA-F	2 XTRA-F	2 KIFM-F	2 KIFM-F	2 KSON-AF	2 KSON-AF<	2 KSON-AF>	2 XHTZ-F	2 KSON-AF	2 KSDO
3	3 KSON-AF	3 KGB -F<	3 KKLQ-F	3 KGB -F<	3 KFMB <	3 KSDO >	3 XTRA-F	3 KGB -F	3 KFMB	3 XHTX-F
4	4 KGB -F<	4 KIOZ-F	4 KYXY-F	4 KKLQ-F	4 KPOP	4 KFMB	4 KYXY-F	4 KYXY-F<	4 KYXY-F	4 KNX
5	5 XHRM-F	5 KKLQ-F<	5 KIOZ-F	5 KBZS-F	5 KIFM-F	5 KIOZ-F	5 KJQY-F<	5 XTRA-F	5 KGB -F	5 KJQY-F
6	XHTZ-F	6 KYXY-F	XHRM-F	KYXY-F	6 KFI	6 KYXY-F	6 KBZS-F<	KIOZ-F	6 XTRA-F	6 KSON-F
7	7 KKLQ-F	7 KIFM-F	XTRA-F	7 KJQY-F	7	XHTZ-F	7 KIFM-F	7 KBZS-F	7 KIOZ-F	7
8	8	8	KBZS-F	8	8	XTRA-F	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 XHTZ-F	1 KKLQ-F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KIOZ-F	1 KIOZ-F	1 KIOZ-F	1 KIOZ-F	1 KSON-AF
2 KKLQ-F	2 XHTZ-F<	2 KKLQ-F	2 KYXY-F<	2 KIFM-F	XTRA-F	2 XTRA-F	2 XTRA	2 XTRA-F<	2 XTRA
KYXY-F	3 KSON-AF	3 KJQY-F	3 KKLQ-F	3 KYXY-F	3 KGB -F	3 KGB -F	3 XTRA-F	3 KGB -F	3 KGB -F
4 XTRA-F	KYXY-F	XHRM-F	4 KIFM-F	4 KKLQ-F	4 XHTZ-F	4 KSON-AF	4 KGB -F	4 KSON-AF>	4 KIOZ-F
KCBQ-F	5 KCBQ-F	5 KYXY-F	5 XHTZ-F<	5 KJQY-F>	5 KSON-AF	5 XHRM-F	5 KSON-AF	5 XTRA	5 KSDO
6 KSON-AF	6 XHRM-F	6 XHTZ-F	6 KJQY-F	6 KBZS-F	6 XEMO	6 XTRA	6 XHRM-F	6 XHRM-F	6 XTRA-F<
XHRM-F	7 KJQY-F<	7 KCBQ-F	7 KCBQ-F	7 XHKY-F	XHRM-F	7 XHTZ-F	7 KCBQ-F	7 KCLX-F	7 KIFM-F
8 KFMB-F	8 XTRA-F	8	8 KBZS-F	8	8	8	8	8	8

SAN DIEGO

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OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KCBQ	1170	SAN DIEGO	1.2/3.3
KKOS-F	95.9	CARLSBAD	0.8/2.1
KOWF-F	92.1	ESCONDIDO	1.0/3.8
KPRZ	1210	SAN MARCOS	0.4/2.2
KSPA	1450	ESCONDIDO	1.0/2.2
KURS	1040	SAN DIEGO	0.9/2.4
XLTN-F	104.5	TIJUANA	1.2/3.6
KOST-F	103.5	LOS ANGELES	0.4/1.1
KPWR-F	105.9	LOS ANGELES	0.3/1.3
KWE-F	107.9	SAN CLEMENTE	0.3/1.7
XHMO-F	98.9	TIJUANA	0.4/1.2

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/5 KW (DA-2)	, SEE KCBQ-FM			
KCEO,	1000,	2.5 KW/250 W (DA-2)	, Business News	BRN, \$ 32.00	( --- )	
KFMB,	780,	5 KW (DA-N)	, Full Service	CBS, \$128.00	(Mc-Guild)	Midwest TV
KOGO,	600,	5 KW (DA-1)	, Talk	CNN, \$ NA	(Torbet)	KKLQ owner (D)
KPOP,	1360,	5 KW/1 KW	, Standards	UNISTR, NBC, \$ 43.00	(CBS)	Brown
KPRZ,	1210,	20 KW/5 KW (DA-2)	, Religion	, \$ 25.00	( --- )	Salem (SAN MARCOS)
KSDO,	1130,	10 KW (DA-2)	, News/Talk	ABC, \$127.00	(Group W)	Gannett
KURS,	1040,	350 W/40 W	, Hispanic	, \$ 30.00	(Caballero)	
XTRA,	690,	50 KW (DA-2)	, Sports	MBS, \$ 65.00	(MMR)	Noble (TIJUANA)

FM STATIONS

KBZS,	94.9,	22 KW @ 702	, Oldies	, \$ 70.00	(Banner)	Anaheim
KCBQ,	105.3,	29 KW @ 620	, Oldies	, \$ 75.00	(D&R)	Compass
KCLX,	102.9,	32 KW @ 561	, Oldies - 70's	ABC, \$ 60.00	(Group W)	Gannett
KFMB,	100.7,	30 KW @ 620	, AC/CHR	, \$100.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 640	, Classical	, \$ 82.00	(D&R)	Lotus
KGB,	101.5,	50 KW @ 500	, AOR/Classic	, \$142.00	(CBS)	Brown
KIFM,	98.1,	28 KW @ 640	, Jazz	, \$103.00	(CBS)	
KIOZ,	102.1,	10 KW @ 980	, AOR	, \$ 55.00	(Torbet)	KKLQ owner (OCEANSIDE)
KJOY,	103.7,	36 KW @ 581	, Soft AC	, \$110.00	(MMR)	SFX
KKLQ,	106.5,	50 KW @ 440	, CHR	AP, MBS, \$161.00	(Christal)	
KSON,	97.3,	50 KW @ 440	, Country	, \$240.00	(Banner)	Jefferson-Pilot
KYXY,	96.5,	41 KW @ 541	, AC	, \$131.00	(D&R)	SFX
XHKY,	99.3,	25 KW @ 328	, Hispanic	, \$ 38.00	(Katz Hisp.)	(TIJUANA)
XHRM,	92.5,	100 KW @ ?	, AOR-P	ABC, \$ 48.00	(Banner)	(TIJUANA)
XHTZ,	90.3,	100 KW @ 994	, CHR	, \$ 60.00	(Torbet)	(TIJUANA)
XLTN,	104.5,	60 KW @ 994	, Hispanic	, \$ 40.00	(Katz Hisp.)	(TIJUANA)
XTRA,	91.1,	100 KW @ 686	, New AOR	, \$160.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KCLX-F changes to Oldies-70's in September. . . KGMG changes to KKLQ and simulcasts with KKLQ-F (June). . .

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,304,600  
 MSA Rank/Pop: 27-(SF); 21-(OAKLAND):  
 5,020,000  
 ADI # 5  
 Average Person Ratings: 15.8  
 Market TSL: 21.25 hours

Stations: 53/51  
 Diaries: 5164/1027:1/51.3%  
 Sample Target: 3900  
 % Below Line: 0.9  
 % Not Listed: 13.3

1993 Revenue: \$174,000,000  
 HH Inc.: \$43,052  
 Retail \$: 43.8 Billion  
 Pop per Station: 104,012  
 #1 Biller: KGO \$25,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KGO (T/N)	621/ 7.4	7.8	7.8	7.4	7.8	7.6		9249/17.4	16.8	17.3	K	KGO
2. KNBR (FS/T)	401/ 4.8	5.4	4.2	4.6	6.6	4.8		6786/12.8	14.3	15.8	J	KNBR
3. KCBS (N)	393/ 4.7	5.0	5.6	5.7	5.1	5.3		8688/16.4	16.1	17.9	J	KCBS
4. KOIT-AF (SAC)	327/ 3.9	4.0	4.3	3.5	3.0	3.9		6294/11.9	12.5	8.8	H	KOIT-AF
5. KIOI-F (AC)	322/ 3.9	3.5	3.5	3.1	3.6	3.5		6010/11.3	10.9	10.7	I	KIOI-F
6. KMEL-F (CHR)	321/ 3.8	4.2	4.7	4.3	4.7	4.3		6104/11.5	12.9	12.3	I	KMEL-F
7. KDFC-AF (CL)	269/ 3.3	2.0	2.3	2.6	2.7	2.6		3980/ 7.5	6.5	7.7	E	KDFC-AF
8. KFRC-F (O)	260/ 3.1	2.5	1.7	2.0	1.7	2.3		4696/ 8.9	7.7	6.8	H	KFRC-F
KITS-F (AOR-NR)	260/ 3.1	2.6	2.6	2.9	2.7	2.8		5281/10.0	9.3	8.3	H	KITS-F
10. KABL (ST)	246/ 2.9	3.1	2.8	2.1	0.6	2.7		2805/ 5.3	5.2	1.9		KABL
11. KYLD-FF (U/CHR)	244/ 2.9	4.1	4.5	4.7	4.7	4.1		5524/10.4	13.3	---		KYLD-FF
12. KKSF-F (J)	235/ 2.8	2.9	3.2	3.2	2.4	3.0		3507/ 6.6	7.2	7.5	H	KKSF-F
13. KBLX-F (J)	232/ 2.8	3.2	3.5	2.8	2.7	3.1		3839/ 7.2	8.3	7.3	G	KBLX-F
14. KSAN-F (C)	203/ 2.4	2.4	3.4	3.1	4.0	2.8		3758/ 7.1	7.7	7.7	I	KSAN-F
15. KRQR-F (CL AOR)	198/ 2.4	2.4	2.0	2.6	2.7	2.4		4127/ 7.8	8.5	8.4	G	KRQR-F
16. KFOG-F (AOR-P)	176/ 2.1	2.2	2.0	2.3	2.2	2.2		3616/ 6.8	6.7	7.0	F	KFOG-F
17. KSJO-F (AOR)	169/ 2.0	2.2	2.1	2.4	1.9	2.2		2743/ 5.2	5.9	6.5		KSJO-F
18. KBAY-F (SAC)	163/ 1.9	2.3	2.3	2.0	1.4	2.1		2299/ 4.3	4.5	3.4		KBAY-F
KOME-F (AOR)	163/ 1.9	1.2	1.0	1.3	1.2	1.4		3656/ 6.9	4.5	4.7		KOME-F
20. KLOK (SP)	158/ 1.9	1.6	1.6	1.4	1.3	2.1		1506/ 2.8	2.8	2.3		KLOK
21. KABL-F (O)	150/ 1.8	1.6	1.4	1.7	1.6	1.6		3265/ 6.2	6.3	6.0		KABL-F
22. KYCY-F (C)	141/ 1.7	1.1	1.7	1.8	1.6	1.6		2399/ 4.5	3.5	6.1		KYCY-F
23. KFRC (O)	137/ 1.6	1.4	1.1	0.8	2.7	1.2		2907/ 5.5	5.7	7.9	H	KFRC
24. KSOL-F (U/AC)	128/ 1.5	1.1	1.0	0.9	0.8	1.1		3239/ 6.1	5.3	4.9		KSOL-F
25. KSFO (T)	101/ 1.2	1.0	1.0	1.0	1.3	1.1		2477/ 4.7	3.8	3.9		KSFO
26. KHQT-F (CHR)	81/ 1.0	1.2	1.4	1.6	1.1	1.3		1981/ 3.7	4.6	4.1		KHQT-F
27. KOFY (SP)	74/ 0.9	1.3	1.4	1.1	0.9	1.2		1043/ 2.0	2.6	2.7	C	KOFY
28. KUFX-F (CL AOR)	67/ 0.8	0.9	0.8	1.1	1.0	0.9		1879/ 3.5	3.9	4.5		KUFX-F
KDIA (B)	67/ 0.8	0.8	0.7	0.7	1.3	0.8		945/ 1.8	2.0	2.7		KDIA
30. KIQI (SP)	65/ 0.8	0.6	0.8	0.8	0.9	0.8		877/ 1.7	1.5	2.2		KIQI
KARA-F (O)	65/ 0.8	0.7	0.6	0.8	1.0	0.7		1342/ 2.5	2.3	2.5		KARA-F
KRTY-F (C)	65/ 0.8	1.0	1.1	1.0	1.0	1.0		1146/ 2.2	2.8	2.6		KRTY-F
33. KFAX (REL)	63/ 0.8	0.7	0.4	0.6	0.7	0.6		1125/ 2.1	1.6	2.0		KFAX

35. 12+ FM SHARE (METRO): 64.70% (4687 of 7244) (SUM 93: 63.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F	1 KITS-F<	1 KIOI-F	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO >>
2 KYLD-FF	2 KMEL-F	2 KGO	2 KIOI-F	2 KNBR	2 KCBS	2 KCBS	2 KNBR	2 KCBS	2 KMEL-F	2 KCBS >
3 KITS-F	3 KIOI-F<	3 KOIT-AF	3 KNBR	3 KIOI-F	3 KNBR	3 KNBR	3 KOIT-AF	3 KMEL-F<	3 KYLD-FF	3 KBLX-F<
4	4 KYLD-FF	4 KMEL-F	4 KOIT-AF	4 KOIT-AF	4 KABL	4 KIOI-F	4 KIOI-F	4 KNBR	4 KNBR	4 KNBR
5	5 KSJO-F	KNBR	5 KFRC-F	5 KKSF-F	5 KDFC-AF	5 KMEL-F	5 KDFC-AF	5 KFRC-F	5 KIOI-F	5 KIOI-F
6	6 KOIT-AF	6 KITS-F	6 KBLX-F	6 KFRC-F	6 KOIT-AF	KOIT-AF	KCBS	6 KOIT-AF	6 KITS-F	6 KSFO
7	7 KOME-F	7 KBLX-F	KKSF-F	7 KBLX-F	7 KFRC-F	7 KITS-F	KMEL-F	7 KITS-F	7 KOIT-AF	7 KMEL-F
8	KRQR-F	8 KFRC-F	8 KRQR-F	8 KCBS	8 KKSF-F	KBLX-F	8 KABL	KIOI-F	8 KCBS	8 KFRC-F
9	9 KLOK	9 KRQR-F	9 KFOG-F	9 KRQR-F	9 KIOI-F	9 KLOK	KFRC-F	9 KDFC-AF	9 KBLX-F	9
10	10 KNBR	10 KYLD-FF	10 KCBS	10 KFOG-F	10 KBLX-F	KFRC-F	10	10	10 KDFC-AF	10
		KFOG-F								
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KIOI-F	1 KIOI-F	1 KIOI-F>	1 KIOI-F		1 KMEL-F	1 KSJO-F<	1 KSJO-F	1 KNBR	1 KNBR
2 KIOI-F	2 KITS-F	2 KOIT-AF	2 KOIT-AF	2 KGO		2 KITS-F	2 KMEL-F<	2 KRQR-F	2 KGO	2 KGO >
3 KITS-F	3 KMEL-F	3 KITS-F	3 KNBR	KOIT-AF		3 KYLD-FF	3 KITS-F	3 KNBR	3 KSJO-F	3 KCBS
KYLD-FF	4 KOIT-AF	4 KABL-F	KBLX-F	4 KKSF-F		4 KOME-F	4 KYLD-FF	4 KITS-F	KRQR-F	KRQR-F
5 KOME-F	5 KYLD-FF	5 KLOK	5 KGO	5 KFRC-F		5 KSJO-F	5 KOME-F	5 KMEL-F	5 KITS-F	5 KOIT-AF
6 KSAN-F	6 KLOK	6 KFOG-F	6 KFRC-F	6 KBLX-F		6 KLOK	KRQR-F	KOIT-AF	6 KIOI-F	6 KSJO-F
7 KOIT-AF	KBLX-F	7 KBLX-F	KITS-F	7 KSAN-F		7 KIOI-F	KNBR	7 KIOI-F	KMEL-F	KIOI-F
KBLX-F	8 KSAN-F	KDFC-AF	8 KSAN-F	8 KFOG-F		8 KHQT-F	8 KLOK	KLOK	8 KCBS	KKSF-F
9	9 KABL-F	9	9 KKSF-F	9 KMEL-F		9	9 KIOI-F	9 KGO	KFRC-F	KFRC-F
10	10 KOME-F	10	10 KFOG	10 KCBS		10	10 KOIT-AF	10	10 KOIT-AF	10 KFOG-F
			KYLD-FF	KDFC-AF						

SAN FRANCISCO

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

KAZA	1290	GILROY	0.3/0.6
KBRG-F	104.9	FREMONT	0.6/1.3
KEAR-F	106.9	SAN FRANCISCO	0.4/1.3
KEZR-F	106.5	SAN JOSE	0.6/2.8
KJAZ-F	92.7	ALAMEDA	0.4/1.8
KKIQ-F	101.7	LIVERMORE	0.6/1.6
KKSJ	1370	SAN JOSE	0.6/1.1
KNEW	910	OAKLAND	0.8/2.2
KPIX-AF	95.7	SAN FRANCISCO	0.4/2.2
KRPQ-F	104.9	ROHNERT PARK	0.6/1.1
KSRO	1350	SANTA ROSA	0.4/0.8
KXFX-F	101.7	SANTA ROSA	0.5/0.9
KZST-F	100.1	SANTA ROSA	0.5/1.2
KZWC-F	92.1	WALNUT CREEK	0.4/0.7
KATM-F	103.3	MODESTO	0.5/1.1
KHOP-F	104.1	MODESTO	0.4/1.5

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, Standards	, \$ NA (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, News	CBS, \$ 304.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, Black	, \$ 35.00 (K & P)	
KEST, 1450, 1 KW	, Ethnic	, \$ 38.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, Religion	, \$ 41.00 (---)	Salem
KFRC, 610, 5 KW	: SEE KFRC-FM		
KGO, 810, 50 KW	, Talk/News	ABC, \$ 453.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, Hispanic	, \$ 44.00 (Caballero)	
KNBR, 680, 50 KW	, Talk/Full Service	ABC, \$ 320.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, Country	, \$ NA (Mc-Guild)	Shamrock
KOFY, 1050, 50 KW/10 KW (DA-2)	, Hispanic	, \$ 54.00 (Lotus)	
KSFO, 560, 5 KW (DA-N)	, Talk/Sports	CNN, MBS, \$ 78.00 (MMR)	Cap Cities/ABC

FM STATIONS

KABL, 98.1, 100 KW @ 941, Oldies		, \$ 95.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1289, Jazz/Urban		, \$ 172.00 (D & R)	Inner City
KBRG, 104.9, 3 KW @ 298, Hispanic		CRC, \$ 68.00 (Katz Hisp.)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050, Classical		, \$ 85.00 (CMBS)	Brown
KFOG, 104.5, 8 KW @ 1450, Prog. AOR		Source, \$ 142.00 (Eastman)	Susquehanna
KFRC, 99.7, 40 KW @ 1299, Oldies		UNISTR, MBS, \$ 163.00 (Katz)	Alliance
KIOI, 101.3, 125 KW @ 1161, AC/CHR		, \$ 242.00 (Banner)	Evergreen
KITS, 105.3, 15 KW @ 1200, New AOR		, \$ 171.00 (D & R)	Entercom
KJAZ, 92.7, 2 KW @ 400, Jazz		, \$ 40.00 (K & P)	(ALAMEDA)
KPIX, 95.7, 7 KW @ 1289, Talk		, \$ 83.00 (D & R)	Westinghouse
KKSF, 103.7, 8 KW @ 1469, Jazz		, \$ 180.00 (CBS)	Brown
KMEL, 106.1, 69 KW @ 1289, CHR/Urban		, \$ 248.00 (Christal)	Evergreen
KOIT, 96.5, 33 KW @ 1410, Soft AC		, \$ 201.00 (Katz)	Bonneville
KRQR, 97.3, 82 KW @ 1099, Classic AOR		CBS, \$ 144.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1210, Country		, \$ 269.00 (Mc-Guild)	Shamrock
KYLD, 107.7, 9 KW @ 1161, Urban/CHR		AP, \$ 132.00 (MMR)	
KSOL, 98.9, 6 KW @ 1355, AC/Urban		, \$ 73.00 (Katz)	KYLD owner
KYCY, 93.3, 50 KW @ 494, Country		UNISTR, \$ 90.00 (MMR)	Alliance

Other Ranked Stations - See San Jose

Miscellaneous: KSFO changed to a Talk format (Aug). . . KTID-F changes to KKHI-F and format from AC to CL (Sep). . .



SAN JOSE

Arbitron Rank/Pop (12+): 31/1,282,100  
 MSA Rank/Pop: 31/1,550,000  
 San Francisco ADI  
 Average Person Ratings: 14.7  
 Market TSL: 19.75 hours

Stations: 42/15  
 Diaries: 2027/633:1/49.3%  
 Sample Target: 2005  
 % Below Line: NA  
 % Not Listed: NA

1993 Revenue: \$30,900,000  
 HH Inc.: \$50,296  
 Retail \$: 13.8 Bil  
 Pop per Station: 85,473  
 #1 Biller: KSJO-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KBAY-F (EZ/SAC)	108/ 5.7	6.3	7.3	5.9	5.4	6.3		1462/11.4	12.6	9.5	E	KBAY-F
2. KOMA-F (AOR-P)	100/ 5.3	2.8	2.2	2.5	2.3	3.2		2050/16.0	10.4	9.7	F	KOME-F
3. KSJO-F (AOR)	98/ 5.2	5.4	5.6	5.7	4.9	5.5		1537/12.0	13.5	14.4	G	KSJO-F
4. KLOK (SP)	79/ 4.2	4.9	3.7	4.3	3.5	4.3		814/ 6.3	6.5	5.2	D	KLOK
5. KHQT-F (CHR)	73/ 3.9	4.1	5.3	5.5	4.1	4.7		1687/13.2	14.2	14.1	E	KHQT-F
6. KARA-F (O)	57/ 3.0	2.6	2.0	2.3	3.6	2.5		1137/ 8.9	7.6	8.2	E	KARA-F
KRTY-F (C)	57/ 3.0	3.9	3.5	3.9	3.9	3.6		982/ 7.7	9.2	9.1	D	KRTY-F
8. KEZR-F (AC/CHR)	52/ 2.8	3.3	3.3	3.2	3.8	3.2		1295/10.1	10.2	10.8	F	KEZR-F
9. KUFX-F (CL AOR)	43/ 2.3	2.4	2.8	3.7	2.2	2.8		1223/ 9.5	10.2	10.6	D	KUFX-F
10. KDFC-AF (CL)	33/ 1.8	1.9	1.9	2.2	1.4	2.0		762/ 5.9	6.3	5.6		KDFC-AF
11. KAZA (SP)	29/ 1.5	0.6	1.2	0.9	0.5	1.1		294/ 2.3	1.7	1.9		KAZA
12. KKSJ (ST)	26/ 1.4	0.8	---	---	---	1.1		389/ 3.0	1.5	---		KKSJ
13. KLIV (N)	8/ 0.4	0.6	0.5	0.8	0.9	0.6		354/ 2.8	3.0	3.6		KLIV
14. KSJX (E)	7/ 0.4	0.7	0.4	---	0.4	0.5		131/ 1.0	2.2	0.9		KSJX

NOTE: San Jose is a portion of the San Francisco metro. Only stations home to the San Jose metro are included in the rankers.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F<	1 KSJO-F<	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KBAY-F>>	1 KSJO-F	1 KBAY-F	1 KBAY-F	1 KHQT-F	1 KOME-F
2 KOME-F>	2 KOME-F	2 KOME-F	2 KLOK	2 KBAY-F	2 KARA-F	2 KBAY-F	2 KSJO-F<	2 KSJO-F	2 KOME-F	2 KSJO-F
3	3 KLOK	3 KLOK	3 KARA-F	3 KLOK	3 KDFC-AF	KOME-F<	3 KOME-F	3 KOME-F	3 KSJO-F	3 KLOK
4	4 KHQT-F	4 KHQT-F	KOME-F	4 KARA-F	4	4 KLOK	4 KHQT-F	4 KHQT-F	4 KBAY-F	4 KHQT-F
5	5 KEZR-F	5 KARA-F	5 KBAY-F<	5 KOME-F	5	5 KARA-F	5 KRTY-F	5 KLOK	5 KLOK	5
6	6	KEZR-F<	6 KUFX-F	6	6	6	KEZR-F	6	6	6
7	7	7 KBAY-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F	1 KLOK <	1 KLOK	1 KLOK	1 KBAY-F	1 KOME-F	1 KSJO-F<	1 KSJO-F	1 KSJO-F	1 KSJO-F>
2 KOME-F	2 KHQT-F	2 KRTY-F	2 KEZR-F<	2 KARA-F	2 KSJO-F	2 KOME-F>	2 KOME-F	2 KOME-F>	2 KOME-F<
3 KSJO-F	3 KEZR-F	3 KEZR-F	3 KBAY-F<	3 KLOK	3 KHQT-F	3 KLOK >	3 KLOK	3 KLOK	3 KLOK
4 KLOK	KOME-F	KHQT-F	4 KARA-F	4 KEZR-F	4 KLOK	4 KHQT-F	4 KAZA-F	4 KUFX-F	4 KUFX-F
5	5 KSJO-F	5 KOME-F	5 KHQT-F	5 KRTY-F	5 KEZR-F	5 KAZA-F	5 KHQT-F	5 KHQT-F	5 KBAY-F
6	6	KUFX-F	6	6	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KDON-F 102.5 SALINAS 0.7/2.9

SEE SAN FRANCISCO FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABL	1.1/ 2.6	KIOI-F	2.3/10.3	KRQR-F	0.7/ 3.8
KABL-F	0.7/ 3.5	KIQI	0.5/ 1.0	KSAN-F	1.7/ 5.2
KBLX-F	1.0/ 4.3	KITS-F	2.2/ 8.7	KSFO	0.8/ 3.4
KBRG-F	1.3/ 2.7	KKSF-F	2.6/ 6.3	KSOL-F	0.5/ 2.5
KCBS	4.6/15.7	KMEL-F	1.5/ 6.7	KYCY-F	1.2/ 3.1
KFAX	0.4/ 2.1	KNBR	5.1/13.1	KYLD-F	3.7/12.0
KFOG-F	0.8/ 3.4	KOFY	0.5/ 1.6		
KFRC	1.0/ 3.2	KOIT-AF	2.3/ 9.7		
KGO	9.3/18.5				

SAN JOSE

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	,	Hispanic	CRC,	\$ 29.00 (Caballero)		
KKSJ,	1370,	5 KW (DA-2)	,	Standards	UPI,	\$ NA (MMR)		
KLIV,	1590,	5 KW	,	News	CNN,	\$ NA (MMR)	Empire	
KLOK,	1170,	50 KW/5 KW (DA-2)	,	Hispanic	CRC,	\$ 70.00 (Katz Hisp.)		
KNTA,	1430,	1 KW/2.5 KW (D:-2)	,	Hispanic	,	\$ 36.00 (Lotus)		
KARA-F,	105.7,	50 KW @ 500	,	Oldies	,	\$ 80.00 (MMR)	Empire	
KBAY-F,	100.3,	15 KW @ 2578	,	Soft AC	,	\$ 85.00 (MMR)		
KEZR-F,	106.5,	50 KW @ 430	,	AC/CHR	,	\$100.00 (Christal)		
KHQT-F,	97.7,	1.7 KW @ 449	,	CHR	,	\$ 68.00 (D&R)	Anaheim	(LOS ALTOS)
KOME-F,	98.5,	13 KW @ 879	,	AOR-P	,	\$ 90.00 (Torbet)	Infinity	
KRTY-F,	95.3,	0.9 KW @ 859	,	Country	,	\$ 62.00 (MMR)	Empire	(LOS GATOS)
KSJO-F,	92.3,	50 KW @ 466	,	AOR	ABC,	\$121.00 (Mc-Guild)	Bay Com	
KUFX-F,	94.5,	1.2 KW @ 2535	,	Classic AOR	,	\$ 60.00 (D&R)		(GILROY)
KSRI-F,	99.1,	1.1 KW @ 2611	,	AC	,	\$ NA (Katz)	KYLD-F owner	(SANTA CRUZ)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* C - Country	O - Oldies (1955 to current)
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic	ST - Big Band, Nostalgia, Standards
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk
* G - Gospel	U - Urban (majority of audience is non-white)
	? - Others or Unknown

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,623,500

Stations: 29/29  
Diaries: 2873/ 913:1/54.0%

1993 Revenue: \$100,100,000  
HH Inc.: \$36,438

MSA Rank/Pop: 23 - Seattle  
81 - Tacoma 3,200,000  
ADI # 14

Sample Target: 2825  
% Below Line: 0.0  
% Not Listed: 9.8

Retail \$: 28.2 Bil  
Pop per Station: 90,466  
#1 Biller: KIRO-AF \$16,200,000

Average Person Ratings: 15.6  
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KMPS-AF (C)	325/ 7.9	8.6	7.3	8.9	7.8	8.2		4332/16.5	18.6	17.3	I	KMPS-AF
2. KVI (T)	278/ 6.8	6.4	4.6	5.4	6.1	5.8		2650/10.1	10.2	10.8	F	KVI
3. KIRO (N/T)	264/ 6.4	6.1	6.0	7.0	7.5	6.4		5028/19.2	19.4	22.2	J	KIRO
4. KISW-F (AOR)	216/ 5.3	4.7	3.9	4.1	2.7	4.5		2822/10.8	11.1	10.0	F	KISW-F
5. KUBE-F (CHR)	215/ 5.2	5.5	6.2	5.9	6.2	5.7		4003/15.3	15.4	16.6	G	KUBE-F
6. KNDD-F (AOR-NR)	213/ 5.2	4.1	3.6	3.6	3.7	4.1		3933/15.0	13.3	11.1	G	KNDD-F
7. KBSG-F (O)	212/ 5.2	6.5	6.5	6.4	5.8	6.2		4073/15.5	18.8	16.4	H	KBSG-F
8. KZOK-F (CL AOR)	186/ 4.5	3.4	3.5	4.3	4.4	3.9		3190/12.2	11.7	12.0	G	KZOK-F
9. KING-F (CL)	176/ 4.2	4.2	4.4	3.8	3.5	4.2		2287/ 8.7	4.2	6.4	E	KING-F
10. KJR -F (O-70's)	166/ 4.1	3.1	2.5	2.0	2.1	2.9		2871/10.9	8.9	7.3		KJR -F
11. KPLZ-F (CHR/AC)	164/ 4.0	4.1	4.4	2.6	3.1	3.8		3534/13.5	13.3	12.2	G	KPLZ-F
12. KRPM-F (C)	157/ 3.8	4.8	4.2	4.2	4.0	4.3		2691/10.3	11.3	10.0	F	KRPM-F
13. KIXI (ST)	147/ 3.6	3.9	4.3	3.9	5.7	3.9		2091/ 8.0	8.2	9.4	C	KIXI
14. KLSY-F (AC)	144/ 3.5	3.5	4.5	4.7	5.6	4.1		3003/11.4	10.7	14.7	C	KLSY-F
15. KOMO (FS)	132/ 3.2	3.8	4.2	4.3	3.3	3.9		2839/10.8	12.0	11.9	G	KOMO
16. KMTT-F (AOR-NR)	123/ 3.0	2.9	3.0	2.9	3.1	3.0		1829/ 7.0	7.4	7.5	E	KMTT-F
17. KEZX-F (J)	96/ 2.3	2.2	2.9	2.6	1.8	2.5		1198/ 4.6	4.0	5.0	C	KEZX-F
18. KJR (SPRTS)	82/ 2.0	2.2	2.6	1.6	1.9	2.1		1677/ 6.4	8.7	7.0	D	KJR
19. KRWM-F (SAC)	82/ 2.0	2.7	2.7	2.0	2.4	2.4		1557/ 5.9	6.5	7.8	D	KRWM-F
20. KING (N/T)	72/ 1.8	1.2	1.9	1.7	1.9	1.7		1529/ 5.8	4.2	6.4	C	KING
21. KCMS-F (REL)	71/ 1.7	1.4	1.3	1.4	1.4	1.5		1275/ 4.9	4.5	4.1		KCMS-F
22. KYCW-F (C)	67/ 1.6	2.7	2.6	3.0	3.2	2.5		1551/ 5.9	9.0	9.7		KYCWF-F
23. KIRO-F (T)	27/ 0.7	0.9	0.9	0.8	1.0	0.8		929/ 3.5	4.0	4.9		KIRO-F
24.												
25.												

12+ FM SHARE (METRO): 71.53% (2644 of 3696) (SUM 93: 68.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUBE-F>>	1 KISW-F	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KVI <	1 KIRO	1 KVI <	1 KMPS-AF	1 KIRO	1 KIRO
2 KNDD-F>>	2 KNDD-F	2 KISW-F	2 KZOK-F	2 KZOK-F	2 KIRO	2 KMPS-AF	2 KMPS-AF	2 KVI <	2 KNDD-F<	2 KMPS-F
3	3 KMPS-AF	3 KZOK-F<	3 KZOK-F	3 KZOK-F	3 KMPS-AF	3 KVI	3 KZOK-F	3 KZOK-F	3 KVI	3 KVI
4	4 KUBE-F<	4 KNDD-F	4 KISW-F	4 KJR -F<	4 KZOK-F	4 KISW-F	4 KISW-F	4 KIRO	4 KUBE-F	4 KNDD-F
5	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F	5 KZOK-F
6	6 KPLZ-F	6 KJR -F	6 KMTT-F<	6 KVI	6 KIXI	6 KUBE-F	6 KUBE-F	6 KISW-F	6 KING-F	6 KING-F
7	7 KJR -F	7 KPLZ-F	7 KVI	7 KIRO	7 KOMO	7 KZOK-F	7 KNDD-F	7 KUBE-F	7 KZOK-F	7 KZOK-F
8	8 KLSY-F	8 KUBE-F	8 KUBE-F	8 KMTT-F	8	8 KRPM-F	8 KZOK-F	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMPS-AF	1 KMPS-AF	1 KMPS-AF	1 KMPS-AF>	1 KMPS-AF>	1 KISW-F	1 KISW-F>	1 KISW-F	1 KISW-F	1 KZOK-F<
2 KNDD-F	2 KPLZ-F<	2 KJR -F	2 KPLZ-F	2 KZOK-F	2 KNDD-F	2 KNDD-F	2 KNDD-F	2 KZOK-F	2 KISW-F
3 KUBE-F	3 KNDD-F<	3 KPLZ-F	3 KLSY-F	3 KJR -F<	3 KUBE-F	3 KZOK-F>	3 KJR -F	3 KNDD-F	3 KVI
4 KPLZ-F	4 KUBE-F	4 KLSY-F	4 KZOK-F	4 KPLZ-F	4 KMPS-AF	4 KMPS-AF<	4 KMPS-AF	4 KMPS-AF	4 KIRO <
5 KLSY-F	5 KLSY-F	5 KPLZ-F	5 KJR -F	5 KLSY-F>	5 KRPM-F	5 KUBE-F	5 KUBE-F	5 KVI	5 KMPS-AF<
6 KISW-F	6 KJR -F	6 KUBE-F	6 KUBE-F	6 KRPM-F	6 KZOK-F	6 KJR -F	6 KMTT-F	6 KZOK-F	6 KZOK-F
7 KRPM-F	7 KISW-F	7 KLOK-F	7 KNDD-F	7 KCMS-F	7 KPLZ-F	7	7 KPLZ-F	7 KJR -F	7 KJR -F
8	8 KRPM-F	8	8	8	8	8	8	8 KIRO <	8 KMTT-F
9	9	9	9	9	9	9	9	9 KMTT-F	9

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KCIS	630	EDMONDS	0.6/1.6
KGNW	820	BURIEN	0.4/1.6
KRIZ-AA	1420	RENTON	0.5/1.1
KXXO-F	96.1	OLYMPIA	0.5/2.2

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, Religion		, \$ 26.00 (---)	
KCIS, 630, 5 KW/2.7 KW (DA-2)	, Religion		UPI, \$ 36.00 (---)	
KING, 1090, 50 KW (DA-2)	, Talk/News	ABC, CNN,	\$ 50.00 (MMR)	
KIRO, 710, 50 KW (DA-N)	, News/Talk		CBS, \$ 280.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, Standards		UNISTR, \$ 51.00 (Schubert)	Sandusky
KJR, 950, 5 KW (DA-N)	, Sports/Talk	TALKNT, NBC,	\$ 50.00 (CBS)	KUBE owner (D)
KOMO, 1000, 50 KW (DA-N)	, Full Service		ABC, \$ 100.00 (Katz)	Fisher
KVI, 570, 5 KW	, Talk		MBS, \$ 84.00 (Banner)	Fisher

FM STATIONS

KBSG, 97.3, 55 KW @ 2890,	Oldies		, \$ 175.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 718,	Religion		UPI, \$ 43.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1109,	Soft Jazz		ABC, \$ 50.00 (D & R)	Park
KING, 98.1, 58 KW @ 2342,	Classical		, \$ 88.00 (MMR)	
KIRO, 100.7, 100 KW @ 731,	Talk		CBS, \$ NA (Torbet)	Bonneville
KISW, 99.9, 100 KW @ 1148,	AOR		, \$ 86.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 58 KW @ 2342,	AC	AP, ABC,	\$ 140.00 (Christal)	Sandusky
KJR, 95.7, 100 KW @ 1181,	Oldies - 70's		, \$ 57.00 (CBS)	KUBE owner (D)
KMPS, 94.1, 98 KW @ 1168,	Country		AP, \$ 241.00 (Eastman)	EZ
KMTT, 103.7, 58 KW @ 2342,	Prog. AOR		ABC, \$ 71.00 (D & R)	Entercom
KNDD, 107.7, 100 KW @ 1194,	New AOR		, \$ 118.00 (Torbet)	Viacom
KPLZ, 101.5, 100 KW @ 1200,	CHR		, \$ 104.00 (Banner)	Fisher
KRPM, 106.1, 58 KW @ 2342,	Country		UNISTR, \$ 91.00 (Christal)	Heritage
KRWM, 106.9, 100 KW @ 820,	Soft AC		, \$ 60.00 (CBS)	Brown
KUBE, 93.3, 100 KW @ 1289,	CHR		, \$ 150.00 (MMR)	
KYCW, 96.5, 100 KW @ 1220,	Country		, \$ 87.00 (Katz)	Alliance
KZOK, 102.5, 100 KW @ 1171,	Classic AOR		, \$ 136.00 (Eastman)	EZ

Miscellaneous: KXRX-F changes to KYCW-F and format from AOR to Country (Aug) . . . KJR-F changes to Oldies - 70's. . .  
 KING sold to Bonneville (D) for \$900,000 (E). . .

SHREVEPORT

Arbitron Rank/Pop (12+): 125/303,700

Stations: 14/14  
Diaries: 988/307:1/48.3%  
Sample Target: 935  
% Below Line: 0.0  
% Not Listed: 12.1

1993 Revenue: \$9,900,000  
HH Inc.: \$27,817  
Retail \$: 3.1 Bil  
Pop per Station: 21,693  
#1 Biller: KRMD-AF \$2,600,000

MSA Rank/Pop: 125/378,000

ADI # 71

Average Person Ratings: 14.8

Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KRMD-F (C)	86/19.2	20.9	21.5	20.0	20.6	20.4		1042/34.3	34.5	33.4	D	KRMD-F
2. KMJJ-F (B)	70/15.6	19.5	15.6	17.7	18.3	17.1		716/23.6	26.6	25.4	B	KMJJ-F
3. KVKI-F (AC)	42/ 9.4	9.4	6.5	7.0	6.8	8.1		557/18.3	20.0	17.7	B	KVKI-F
4. KDKS-F (B)	34/ 7.6	8.1	5.3	5.8	6.8	6.7		550/18.1	16.7	13.3	A	KDKS-F
5. KEEL (FS/T)	24/ 5.4	6.6	7.7	6.6	7.6	6.6		381/12.5	13.9	14.7	B	KEEL
KWKH-F (C)	24/ 5.4	4.6	5.5	4.9	5.5	5.1		444/14.6	14.2	14.6	C	KWKH-F
7. KITT-F (AC)	23/ 5.1	5.0	5.3	4.9	4.9	5.1		436/14.4	15.1	11.9	C	KITT-F
8. KTUX-F (CHR)	19/ 4.2	3.1	3.2	3.3	3.6	3.4		333/11.0	11.1	10.5	B	KTUX-F
9. KTAL-F (ADR)	18/ 4.0	2.6	3.2	2.9	5.5	3.2		289/ 9.5	9.2	11.0	B	KTAL-F
10. KOKA (G)	17/ 3.8	5.5	7.5	6.4	6.0	5.8		283/ 9.3	9.5	11.3	A	KOKA
11. KLKL-F (O)	13/ 2.9	2.9	4.7	3.1	2.6	3.4		250/ 8.2	8.0	12.8	A	KLKL-F
12. KFLO (REL)	9/ 2.0	0.4	0.8	0.6	0.9	1.0		118/ 3.9	2.0	3.6		KFLO
KWKH (C)	9/ 2.0	1.8	2.6	6.4	2.6	3.2		199/ 6.6	6.2	7.8	B	KWKH
14. KWHN-F (?)	5/ 1.1	---	---	---	---	---		36/ 1.2	---	---		KWHN-F

12+ FM SHARE (METRO): 84.99% (334 of 393) (SUM 93: 80.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>	1 KMJJ-F	1 KRMD-F	1 KRMD-F>	1 KRMD-F>	1 KRMD-F>>	1 KRMD-F>	1 KRMD-F>	1 KRMD-F	1 KMJJ-F>>	1 KRMD-F
2 KRMD-F>	2 KRMD-F>	2 KMJJ-F>	2 KMJJ-F	2 KMJJ-F	2 KVKI-F<	2 KMJJ-F	2 KVKI-F<	2 KMJJ-F>	2 KRMD-F>>	2 KVKI-F
3 KDKS-F	3 KDKS-F<	3 KVKI-F	3 KVKI-F	3 KVKI-F	3 KMJJ-F	3 KVKI-F	3 KMJJ-F<	3 KVKI-F	3 KVKI-F	3 KMJJ-F
KITT-F	4 KVKI-F	4 KDKS-F	4 KDKS-F>	4 KDKS-F	4 KEEL	4 KDKS-F	4 KEEL	4 KDKS-F	4 KDKS-F	4
5	5 KTUX-F	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F	1 KMJJ-F<	1 KRMD-F	1 KRMD-F	1 KRMD-F>	1 KMJJ-F	1 KMJJ-F	1 KDKS-F	1 KMJJ-F<	1 KRMD-F
2 KRMD-F	2 KRMD-F>>	2 KMJJ-F	2 KMJJ-F	2 KMJJ-F<	2 KTUX-F	2 KTUX-F<	KMJJ-F	2 KRMD-F>	2 KMJJ-F
3 KVKI-F	3 KDKS-F	3 KDKS-F	3 KVKI-F>	3 KVKI-F>	3 KRMD-F	3 KRMD-F	KTAL-F	3 KDKS-F<	3 KVKI-F
4 KDKS-F	KVKI-F	4 KVKI-F	4 KDKS-F	4 KDKS-F	4	4	KTAL-F	4 KRMD-F	4 KTAL-F
5	5	5	5	5	5	5	KDKS-F	KTUX-F	KTUX-F
6	6	6	6	6	6	6	6 KVKI-F	KVKI-F	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

NONE

RADIO STATIONS

KEEL	, 710, 50 KW/10 KW(DA-2),	FS/Standards	UNISTR, ABC, \$21.00	(Katz)
KOKA	, 980, 5 KW/80 W (DA-1),	Gospel	NBC, AURN, \$19.00	(K & P)
KWKH	, 1130, 50 KW (DA-N)	SEE KWKH-FM		
KDKS-F,	103.7, 6 KW @ 328	Black	SMN, \$19.00	(K & P)
KITT-F,	93.7, 100 KW @ 1010	AC	ABC, \$31.00	(Katz)
KLKL-F,	92.1, 3.3 KW @ 298	Oldies	, \$22.00	(D & R)
KMJJ-F,	99.7, 50 KW @ 462	Black	AURN, \$27.00	(Mc-Guild)
KRMD-F,	101.1, 100 KW @ 1118	Country	, \$60.00	(Eastman)
KTAL-F,	98.1, 100 KW @ 1361	AOR	, \$24.00	(Banner)
KTUX-F,	98.9, 100 KW @ 718	CHR	, \$25.00	(Banner)
KVKI-F,	96.5, 100 KW @ 797	AC	, \$33.00	(Mc-Guild)
KWKH-F,	94.5, 100 KW @ 321	Country	MBS, \$45.00	(Christal)
				Great Empire
				(HAUGHTON)
				KVKI owner
				KDKS owner (DENTON)
				SunGroup
				AmCom
				(TEXARKANA)
				(CARTHAGE, TX)

SPOKANE

Arbitron Rank/Pop (12+): 95/378,800  
 MSA Rank/Pop: 126/384,000  
 ADI # 80  
 Average Person Ratings: 15.8  
 Market TSL: 21.50 hours

Stations: 18/18  
 Diaries: 1051/360:1/52.8%  
 Sample Target: 955  
 % Below Line: 0.0  
 % Not Listed: 9.8

1993 Revenue: \$12,000,000  
 HH Inc.: \$28,834  
 Retail \$: 3.6 Bil  
 Pop per Station: 21,044  
 #1 Biller: KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KDRK-F (C)	66/11.0	8.9	12.1	9.4	13.9	10.4		825/11.8	20.6	23.0	C	KDRK-F
2. KKZX-F (AOR/CL)	59/ 9.8	10.8	8.6	8.1	6.3	9.3		712/18.8	19.9	14.5	D	KKZX-F
3. KISC-F (AC)	48/ 8.0	8.0	7.1	7.6	8.2	7.7		659/17.4	19.6	20.0	C	KISC-F
4. KZZU-F (CHR)	43/ 7.2	9.2	9.6	11.3	10.0	9.3		666/17.6	23.0	21.7	C	KZZU-F
5. KEYF-AF (O)	42/ 7.0	8.0	7.8	6.5	9.3	7.3		670/17.7	20.8	17.8	C	KEYF-AF
6. KEZE-F (AOR)	39/ 6.5	6.2	6.9	7.4	5.8	6.8		516/13.6	13.8	11.5	C	KEZE-F
KXLY (N/T)	39/ 6.5	3.4	3.4	5.4	5.3	4.7		571/15.1	9.8	14.7	B	KXLY
8. KAQQ (ST)	34/ 5.7	4.4	4.2	4.7	5.6	4.8		303/ 8.0	8.0	8.9	A	KAQQ
9. KGA (C)	33/ 5.5	3.1	3.4	3.2	2.8	3.8		384/10.1	6.4	8.2	A	KGA
10. KXLY-F (SAC)	32/ 5.3	5.1	5.2	4.5	4.2	5.1		434/11.5	13.8	13.2	B	KXLY-F
11. KNFR-F (C)	29/ 4.8	3.6	5.7	5.1	3.9	5.0		482/12.7	13.1	11.6	A	KNFR-F
12. KJRB (T)	17/ 2.8	3.8	5.5	3.9	4.7	4.0		246/ 6.5	7.6	10.5	B	KJRB
13. KCDA-F (C)	16/ 2.7	4.6	3.0	2.9	2.8	3.3		271/ 7.2	8.0	6.4	B	KCDA-F
14. KKCH-F (C)	15/ 2.5	3.1	2.2	1.7	0.7	2.4		329/ 8.7	9.1	2.7	A	KKCH-F
15. KNJY-F (SAC)	13/ 2.2	1.5	1.3	2.7	1.6	1.9		231/ 6.1	4.2	3.3	A	KNJY-F
KTSL-F (REL)	13/ 2.2	1.5	1.3	2.7	1.6	1.9		192/ 5.1	4.4	4.2	A	KTSL-F

12+ FM SHARE (METRO): 76.67% (414 of 540) (SUM 93: 76.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KKZX-F	1 KKZX-F<	1 KKZX-F<	1 KKZX-F<	1 KXLY <	1 KDRK-F<	1 KKZX-F<	1 KDRK-F<	1 KISC-F<	1 KXLY-F
2 KDRK-F	2 KEZE-F	2 KDRK-F>	2 KDRK-F<	2 KDRK-F	2 KEYF-AF	2 KKZX-F<	2 KDRK-F	2 KKZX-F	2 KZZU-F	2 KDRK-F>
3	KDRK-F>	3 KEZE-F<	3 KEYF-AF	3 KISC-F	KAQQ <	3 KXLY	3 KGA <	3 KISC-F<	3 KDRK-F	3 KAQQ
4	4 KISC-F	4 KISC-F	4 KEZE-F	4 KEYF-AF	4 KDRK-F<	4 KZZU-F<	4 KISC-F	4 KEYF-AF	4 KKZX-F	4
5	KZZU-F	5 KEYF-AF<	KISC-F	5 KEZE-F	5 KGA	5 KEYF-AF	5 KEYF-AF	5 KEZE-F	KEYF-AF	5
6	6	6 KZZU-F	6 KZZU-F	6	6 KISC-F<	6	6	KZZU-F	6	6
7	7	7	7	7	7 KXLY-F	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDRK-F	1 KDRK-F>	1 KDRK-F	1 KDRK-F	1 KISC-F	1 KKZX-F	1 KKZX-F	1 KKZX-F	1 KKZX-F>	1 KKZX-F>
KISC-F	2 KZZU-F	2 KZZU-F	2 KISC-F>	2 KDRK-F>	2 KEZE-F	2 KEZE-F>	2 KEZE-F	2 KEZE-F<	2 KDRK-F<
3 KZZU-F	KISC-F	3 KEZE-F	3 KZZU-F	3 KZZU-F	3 KDRK-F	3 KDRK-F>	3 KDRK-F	3 KDRK-F	3 KEYF-AF
4	4 KKZX-F	KKZX-F	4 KKZX-F	4 KKZX-F	KNFR-F	4	4 KISC-F	4 KEYF-AF>	4 KEZE-F<
5	5 KEZE-F	5	5 KEYF-AF	5 KKZX-F	5	5	5	5	5 KGA
6	6	6	6 KEZE-F	KEYF-AF	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KSVY	1550	OPPORTUNITY	0.3/1.2	

SPOKANE

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RADIO STATIONS

KAQQ	,	590,	5 KW	,	Standards	UNISTR, CNN, \$15.00	(MMR)	Silverado
KGA	,	1510,	50 KW (DA-N)	,	Country	ABC, \$17.00	(Eastman)	Citadel
KJRB	,	790,	5 KW (DA-N)	,	Talk	UNISTR, NBC, \$16.00	(Katz)	Citadel
KXLY	,	920,	5 KW	,	News/Talk	CBS, MBS, \$24.00	(Torbet)	Morgan Murphy
KCDA-F,		103.1,	2.4 KW @ 1886	,	Country	SMN, \$16.00	(MMR)	(COEUR D'ALENE)
KDRK-F,		93.7,	56 KW @ 2378	,	Country	, \$51.00	(Eastman)	Citadel
KEYF-F,		101.1,	100 KW @ 843	,	Oldies	, \$30.00	(Mc-Guild)	Pourtales (CHENEY)
KEZE-F,		105.7,	100 KW @ 1909	,	AOR	, \$33.00	(Katz)	Citadel
KISC-F,		98.1,	94 KW @ 2030	,	AC	, \$42.00	(MMR)	Silverado
KKCH-F,		94.5,	100 KW @ 1883	,	Country	NBC, \$15.00	(Eastman)	(HAYDON)
KKZX-F,		98.9,	100 KW @ 1614	,	Classic AOR	, \$26.00	( --- )	Pourtales
KNFR-F,		96.1,	56 KW @ 2378	,	Country	UNISTR, \$22.00	(MMR)	Silverado (OPPORTUNITY)
KNJY-F,		103.9,	5.5 KW @ 298	,	EZ/Soft AC	, \$15.00	(MMR)	
KTSL-F,		101.9,	12 KW @ 476	,	Religion	AP, \$14.00	( --- )	(MEDICAL LAKE)
KXLY-F,		99.9,	37 KW @ 2998	,	Soft AC/EZ	, \$25.00	(Torbet)	Morgan Murphy
KZZU-F,		92.9,	85 KW @ 2079	,	CHR	, \$32.00	(Christal)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 76/506,000  
 MSA Rank/Pop: 85/606,000  
 ADI # 97  
 Average Person Ratings: 16.4  
 Market TSL: 21.75 hours

Stations: 28/14  
 Diaries: 1364/371:1/55.9%  
 Sample Target: 1275  
 % Below Line: 23.1  
 % Not Listed: 16.1

1993 Revenue: \$12,000,000  
 HH Inc.: \$35,351  
 Retail \$: 4.4 Bil  
 Pop per Station: 36,143  
 #1 Biller: WAQY-AF \$2,900,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WPKX-F (C)	106/12.8	9.7	9.9	12.3	10.5	11.2		946/18.7	19.0	18.6	D	WPKX-F
2. WAQY-F (CL AOR)	84/10.1	10.2	8.5	8.7	11.7	9.4		1208/23.9	24.3	27.2	D	WAQY-F
3. WMAS-F (AC)	77/ 9.3	7.8	7.7	6.2	8.7	7.8		954/18.9	17.5	17.4	C	WMAS-F
4. WHYN-F (AC)	63/ 7.6	9.1	8.0	7.3	9.1	8.0		950/18.8	19.2	21.7	D	WHYN-F
5. WHYN (FS)	51/ 6.1	8.7	10.0	6.3	8.3	7.8		788/15.6	19.0	18.1	C	WHYN
6. WTIC-F (CHR)	47/ 5.7	5.3	6.8	6.4	5.4	6.1		1042/20.6	20.0	18.3		WTIC-F
7. WMAS (ST)	44/ 5.3	3.7	4.3	6.1	4.7	4.9		452/ 8.9	6.3	8.1	B	WMAS
8. WAAF-F (AOR)	30/ 3.6	5.4	2.4	4.4	3.0	4.0		561/11.1	10.8	10.2		WAAF-F
9. WNNZ (N/T)	25/ 3.0	3.7	3.2	2.7	1.9	3.2		422/ 8.3	7.9	5.7	B	WNNZ
10. WRCH-F (SAC)	24/ 2.9	2.9	3.1	4.4	3.4	3.3		502/ 9.9	9.0	8.1		WRCH-F
11. WDRC-F (O)	21/ 2.5	2.2	2.1	2.1	2.0	2.2		421/ 8.3	8.2	7.0		WDRC-F
12. WRNX-F (AOR-P)	17/ 2.0	1.3	2.7	2.0	1.1	2.0		276/ 5.5	3.7	3.0		WRNX-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.73% (541 of 696) (SUM 93: 76.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WPKX-F<	1 WPKX-F>	1 WPKX-F	1 WPKS-F	1 WPKX-F>	1 WTIC-F<	1 WPKX-F
2 WAAF-F>	2 WPKX-F	2 WPKX-F<	2 WPKX-F	2 WAQY-F	2 WHYN-F<	2 WAQY-F	2 WAQY-F	2 WAQY-F	2 WMAS-F	2 WHYN
3 WHMP-F	3 WMAS-F	3 WMAS-F	3 WMAS-F	3 WMAS-F	3 WHYN	3 WMAS-F	3 WMAS-F	3 WMAS-F	3 WPKX-F	3 WMAS-F
4 WAQY-AF	4 WTIC-F	4 WHYN-F	4 WHYN-F>	4 WHYN-F>	4 WMAS-F	4 WHYN-F	4 WHYN-F	4 WHYN-F>	4 WAQY-F	4 WAQY-F
5	5 WAAF-F	5 WTIC-F	5	5 WHYN	5 WMAS-F	5 WHYN	5 WHYN	5 WTIC-F<	5 WHYN	5
6	6	6	6	6	6	6	6	6 WMAS	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WMAS-F	1 WMAS-F	1 WMAS-F>	1 WMAS-F	1 WAAF-F	1 WAQY-F>	1 WAQY-F	1 WAQY-F>	1 WAQY-F
2 WAQY-F	2 WPKX-F	2 WPKX-F	2 WPKX-F	2 WPKX-F	2 WCCC-F	2 WPKX-F	2 WPKX-F	2 WPKX-F>	2 WPKX-F>>
3 WMAS-F	3 WTIC-F	3 WHYN-F	3 WHYN-F<	3 WHYN-F	3 WAQY-F	3 WAAF-F>	3 WHYN-F	3 WMAS-F	3 WHYN-F
4 WAAF-F	4 WAQY-F>	4 WAQY-F	4 WTIC-F	4 WAQY-F	4 WMAS-F	4 WCCC-F	4 WAAF-F	4 WAAF-F	4 WHYN
5 WKSS-F	5 WHYN-F	5 WTIC-F	5 WAQY-F	5 WTIC-F	5 WPKX-F	5 WMAS-F	5	5 WHYN-F	5 WMAS-F
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WACE	730	CHICOPEE	0.5/2.5	
WARE	1250	WARE	0.5/2.2	
WHMP	1400	NORTHAMPTON	0.7/3.1	
WHMP-F	99.3	NORTHAMPTON	1.6/7.4	
WSPR	1270	SPRINGFIELD	0.5/1.6	
WTTT	1430	AMHERST	0.7/2.2	
WBZ	1030	BOSTON	0.4/1.8	
WFAN	660	NEW YORK	0.5/1.4	
WSRS-F	96.1	WORCESTER	0.5/3.3	

SEE HARTFORD FOR MORE ABOUT THE FOLLOWING:

WCCC-F	1.9/ 7.8	WVY2-F	0.7/ 3.7
WHCN-F	1.1/ 4.5	WYSR-F	0.4/ 2.9
WKSS-F	1.9/10.1	WZMX-F	0.6/ 2.5
WTIC	0.5/ 2.8		



SPRINGFIELD, MA

RADIO STATIONS

WHMP, 1400, 1 KW	, Full Service/EZ	NBC, \$ 14.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN, 560, 5 KW/1 KW (DA-2)	, Full Service	ABC, \$ 35.00 (Mc-Guild)	Radio Equity
WMAS, 1450, 1 KW	, Standards	MBS, SMN, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/15 KW (DA-2)	, Talk/News	CBS, ABC, \$ 19.00 ( --- )	
WAQY-F, 102.1, 17 KW @ 780,	AOR/Classic	, \$ 70.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 321,	CHR	, \$ 17.00 (D & R)	Multimarket (NORTHAMPTON)
WHYN-F, 93.1, 9 KW @ 1000,	AC	, \$ 54.00 (Mc-Guild)	Radio Equity
WMAS-F, 94.7, 50 KW @ 194,	AC	, \$ 42.00 (Banner)	Lappin
WPKX-F, 97.9, 2.2 KW @ 528,	Country	, \$ 51.00 (D & R)	Multimarket (ENFIELD)
WRNX-F, 100.9, 6 KW @ -105,	Prog. AOR	CNN, \$ 20.00 (Torbet)	(AMHERST)

Other Ranked Stations -- See Boston or Hartford

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* C - Country	O - Oldies (1955 to current)	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian	*
* CL - Classical	SAC - Soft Adult Contemporary	*
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish	*
* E - Ethnic	ST - Big Band, Nostalgia, Standards	*
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk	*
* G - Gospel	U - Urban (majority of audience is non-white)	*
	? - Others or Unknown	*

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

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

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SYRACUSE

Arbitron Rank/Pop (12+): 69/550,300  
 MSA Rank/Pop: 71/751,000  
 ADI # 68  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 21/16  
 Diaries: 1376/400:1/53.5%  
 Sample Target: 1330  
 % Below Line: 5.0  
 % Not Listed: 18.3

1993 Revenue: \$17,600,000  
 HH Inc.: \$33,677  
 Retail \$: 5.6 Bil  
 Pop per Station: 34,394  
 #1 Biller: WYYY-F \$4,400,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WYYY-F (AC)	103/11.7	10.0	10.1	9.9	10.3	10.4		1504/27.3	27.9	26.1	F	WYYY-F
2. WSYR (FS)	99/11.2	12.6	13.3	11.9	10.6	12.3		1371/24.9	26.2	24.4	E	WSYR
3. WNTQ-F (CHR)	93/10.6	11.4	10.2	9.0	10.9	10.3		1557/28.3	28.6	29.8	D	WNTQ-F
4. WAQX-F (ADR)	86/ 9.8	11.0	12.0	10.8	10.9	10.9		1416/25.7	27.4	24.9	D	WAQX-F
5. WSEN-F (O)	60/ 6.8	5.0	5.0	4.3	4.5	5.3		888/16.1	16.0	15.4	C	WSEN-F
6. WBBS-F (C)	57/ 6.5	6.1	6.3	6.5	7.2	6.4		833/15.1	15.2	13.2	C	WBBS-F
7. WFBL (ST)	42/ 4.8	7.2	3.9	3.5	7.1	4.9		430/ 7.8	10.4	12.4	A	WFBL
8. WKRL-F (ADR)	32/ 3.6	4.0	4.0	2.7	3.7	3.6		504/ 9.2	10.2	10.5	B	WKRL-F
9. WHEN-F (C)	29/ 3.3	3.2	3.9	3.7	3.0	3.5		467/ 8.5	9.0	7.6	B	WHEN-F
10. WTKW-F (CL AOR)	24/ 2.7	1.6	1.9	1.6	1.9	2.0		530/ 9.6	8.3	3.9	A	WTKW-F
11. WFRG-F (C)	23/ 2.6	0.7	1.4	0.6	0.6	1.3		304/ 5.5	3.1	3.0		WFRG-F
12. WHEN (FS)	22/ 2.5	2.8	2.9	3.0	2.8	2.8		516/ 9.4	10.0	8.4		WHEN
13.												
14.												
15.												

12+ FM SHARE (METRO): 75.28% (542 of 720) (SUM 93: 72.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WAQX-F	1 WYYY-F<	1 WYYY-F	1 WYYY-F>	1 WSYR >	1 WSYR	1 WYYY-F	1 WYYY-F	1 WNTQ-F	1 WSYR
2 WAQX-F	2 WNTQ-F	2 WAQX-F<	2 WAQX-F	2 WAQX-F<	2 WYYY-F	2 WYYY-F	2 WAQX-F	2 WAQX-F	2 WAQX-F	2 WYYY-F>
3	3 WYYY-F>	3 WNTQ-F>	3 WNTQ-F<	3 WSEN-F<	3 WSEN-F	3 WNTQ-F	3 WNTQ-F<	3 WSYR <	3 WSYR	3 WKRL-F
4	4 WBBS-F	4 WSEN-F	4 WSEN-F	4 WNTQ-F>	4 WFBL	4 WAQX-F>	4 WSYR >	4 WNTQ-F	4 WYYY-F	4 WAQX-F
5	WKRL-F	5 WBBS-F	5 WBBS-F	5 WBBS-F<	5 WBBS-F	5 WSEN-F	5 WSEN-F<	5 WSEN-F<	5	WBBS-F
6	6	6	6 WSYR	6 WSYR	6	6	6 WBBS-F	6 WBBS-F<	6	6
7	7	7	7	7	7	7	7	7 WFBL	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F	1 WNTQ-F<	1 WYYY-F	1 WYYY-F	1 WYYY-F>	1 WAQX-F	1 WAQX-F>>	1 WAQX-F	1 WAQX-F>	1 WAQX-F>
2 WYYY-F	2 WYYY-F>	WNTQ-F	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F	2 WNTQ-F<	2 WKRL-F	2 WYYY-F	2 WYYY-F<
3 WAQX-F	3 WAQX-F>	3 WAQX-F	3 WAQX-F	3 WSEN-F>	3 WBBS-F	3 WKRL-F	3 WYYY-F	3 WNTQ-F	3 WSEN-F>
4 WKRL-F	4	4	4 WSEN-F	4 WSYR <	4 WKRL-F	4 WBBS-F	4 WBBS-F	4 WBBS-F<	4 WBBS-F
5	5	5	5 WBBS-F	5 WAQX-F	4 WTKW-F	WYYY-F	5	5 WSEN-F	5 WSYR
6	6	6	6	WBBS-F	WOUR-F	6	6	6	6 WNTQ-F
7	7	7	7	7	7	7	7	7	7 WKRL-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDCW	1390	SYRACUSE	0.5/1.2
WNDR	1260	SYRACUSE	0.6/2.2
WOLF	1490	SYRACUSE	0.7/2.9
WPCX-F	106.9	AUBURN	0.3/2.3
WSCP-F	101.7	PULASKI	1.2/2.3
WLZW-F	98.7	UTICA	0.5/2.3
WOUR-F	96.9	UTICA	1.0/5.2
WRCK-F	107.3	UTICA	0.5/2.4
WRQI-F	95.1	S. BRISTOL	0.5/2.1

SYRACUSE  
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RADIO STATIONS  
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WFBL, 1050, 2.5 KW/19 W	, Standards	UNISTR, CNN, \$ NA ( --- )	Crawford
WHEN, 620, 5 KW/1 KW (DA-N)	, Full Service	ABC, CBS, \$ 20.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, Country	ABC, UNISTR, \$ 16.00 (Mc-Guild)	Osborn
WOLF, 1490, 1 KW	, Black	AURN, \$ 15.00 ( --- )	
WSYR, 570, 5 KW (DA-2)	, Full Service	NBC, MBS, \$ 70.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC, \$ 71.00 (Banner)	Pilot (MANLIUS)
WBBS-F, 104.7, 50 KW @ 493, Country		, \$ 47.00 (Katz)	NewCity (FULTON)
WHEN-F, 107.9, 50 KW @ 500, Country		ABC, CBS, \$ 28.00 (MMR)	Park
WKRL-F, 100.9, 6 KW @ 164, AOR		ABC, \$ 23.00 (Eastman)	Radio Corporation
WMHR-F, 102.9, 20 KW @ 781, Religion		, \$ NA ( --- )	
WNTQ-F, 93.1, 97 KW @ 659, CHR		, \$ 65.00 (Mc-Guild)	Osborn
WPCX-F, 106.9, 14 KW @ 469, Country		SMN, \$ 19.00 (Market 4)	Great Scott (AUBURN)
WSCP-F, 101.7, 2.5 KW @ 364, Country (?)		UNISTR, \$ 17.00 ( --- )	(PULASKI)
WSEN-F, 92.1, 25 KW @ 298, Oldies		CBS, UNISTR, \$ 34.00 (D & R)	Buckley (BALDWINS.)
WTKW-F, 99.5, 2.9 KW @ 338, Classic AOR		AP, \$ 21.00 ( --- )	Radio Corp. (BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649, AC		, \$ 92.00 (Katz)	NewCity

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,869,400  
 MSA Rank/Pop: 22/2,180,000  
 ADI # 16  
 Average Person Ratings: 17.0  
 Market TSL: 22.75 hours

Stations: 27/23  
 Diaries: 2137/875:1/50.9%  
 Sample Target: 2085  
 % Below Line: 5.9  
 % Not Listed: 12.6

1993 Revenue: \$64,000,000  
 HH Inc.: \$27,110  
 Retail \$: 19.6 Bil  
 Pop per Station: 81,278  
 #1 Biller: WQYK-AF \$12,400,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WQYK-F (C)	286/ 9.0	9.3	9.7	10.5	10.2	9.6		3523/18.8	18.6	19.7	I	WQYK-F
2. WFLA (N/T)	230/ 7.2	6.4	5.5	6.5	6.3	6.4		2485/13.3	13.7	13.8	F	WFLA
3. WXTB-F (AOR)	219/ 6.9	7.5	7.6	7.4	6.3	7.4		2692/14.4	14.0	13.4	F	WXTB-F
4. WRBQ-F (CHR)	202/ 6.4	6.1	7.1	6.8	4.9	6.6		2936/15.7	13.8	14.4	D	WRBQ-F
5. WWRM-F (SAC)	198/ 6.2	5.9	5.8	5.3	6.0	5.8		2740/14.7	16.5	15.5	G	WWRM-F
6. WGUL-AF (ST)	191/ 6.0	5.7	5.8	6.2	6.5	5.9		1812/ 9.7	9.6	9.8	C	WGUL-AF
7. WFLZ-F (CHR)	174/ 5.5	6.3	6.0	6.1	6.7	6.0		3019/16.1	17.5	16.6	F	WFLZ-F
8. WMTX-F (AC)	171/ 5.4	5.8	5.9	5.7	6.7	5.7		2694/14.4	15.1	14.3	H	WMTX-F
9. WUSA-F (AC)	153/ 4.8	4.2	5.3	5.7	5.6	5.0		2179/11.7	12.0	13.6	G	WUSA-F
WDUV-F (EZ)	153/ 4.8	4.7	4.7	4.5	6.2	4.7		1779/ 9.5	8.8	10.2	E	WDUV-F
11. WCOF-F (O-70's)	141/ 4.4	5.3	5.8	4.7	1.0	5.1		2129/11.4	14.2	4.1	F	WCOF-F
12. WHPT-F (AOR-P)	136/ 4.3	4.9	4.0	3.9	3.8	4.3		2114/11.3	11.3	10.6	F	WHPT-F
13. WSUN (T)	103/ 3.2	2.9	2.0	1.4	1.6	2.4		1092/ 5.8	6.2	3.8	C	WSUN
14. WYUU-F (O)	101/ 3.2	3.9	4.5	3.0	3.4	3.7		1834/ 9.8	11.4	10.8	E	WYUU-F
15. WRBQ (B)	68/ 2.1	1.7	1.5	2.6	1.8	2.0		629/ 3.4	3.4	3.5		WRBQ
16. WTMP (B)	54/ 1.7	1.6	1.4	1.0	0.7	1.4		557/ 3.0	3.0	2.8		WTMP
17. WLWU-F (ST)	46/ 1.4	1.2	1.5	1.6	1.4	1.4		443/ 2.4	2.9	3.4		WLWU-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.09% (2143 of 2780) (SUM 93: 79.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WXTB-F>	1 WXTB-F	1 WQYK-F<	1 WQYK-F	1 WFLA <	1 WQYK-F	1 WFLA	1 WQYK-F	1 WFLZ-F	1 WFLA >
2 WXTB-F>	2 WFLZ-F	2 WQYK-F	2 WRBQ-F<	2 WRBQ-F	2 WQYK-F<	2 WFLA	2 WQYK-F	2 WXTB-F	2 WXTB-F	2 WXTB-F<
3 WRBQ-F	3 WMTX-F<	3 WHPT-F	3 WHPT-F	3 WMTX-AF<	3 WGUL-AF	3 WGUL-AF<	3 WRBQ-F	3 WRBQ-F	3 WQYK-F	3 WWRM-F
4	4 WQYK-F	WRBQ-F<	WCOF-F<	4 WHPT-F	4 WDUV-F<	4 WXTB-F	WWRM-F<	4 WWRM-F	4 WFLA <	WQYK-F<
5	5 WHPT-F	5 WMTX-F<	5 WXTB-F<	5 WCOF-F<	5 WWRM-F	5 WWRM-F	5 WGUL-AF	5 WFLA	5 WRBQ-F	5 WRBQ-F
6	6 WCOF-F	6 WCOF-F	6 WMTX-F	6 WWRM-F<	6 WRBQ-F	6 WMTX-F	WXTB-F	6 WMTX-F	6 WWRM-F	WMTX-F<
7	7 WRBQ-F	7 WFLZ-F	7 WUSA-F	7 WXTB-F<	7	7 WRBQ-F	7 WMTX-F	WFLZ-F	7 WMTX-F	7 WGUL-F
8	WUSA-F	8	8	8 WUSA-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXTB-F	1 WMTX-F	1 WMTX-F	1 WMTX-F	1 WMTX-F<	1 WXTB-F	1 WXTB-F>>	1 WXTB-F	1 WXTB-F	1 WXTB-F<
2 WFLZ-F	2 WFLZ-F<	2 WFLZ-F	2 WUSA-F<	2 WQYK-F	2 WFLZ-F	2 WHPT-F<	2 WHPT-F	2 WQYK-F<	2 WHPT-F<
3 WMTX-F	3 WXTB-F	3 WQYK-F	3 WRBQ-F<	3 WWRM-F<	3 WQYK-F	3 WQYK-F<	3 WCOF-F	3 WHPT-F	3 WQYK-F<
WUSA-F	4 WUSA-F	4 WWRM-F	4 WQYK-F	4 WRBQ-F<	4 WHPT-F	4 WFLZ-F<	4 WQYK-F	4 WCOF-F	4 WCOF-F<
5 WQYK-F	5 WQYK-F	5 WUSA-F	WWRM-F	5 WUSA-F>	5 WMTX-F	5 WCOF-F	5 WFLA	5 WSUN-F<	5 WFLA <
6	6 WWRM-F	WXTB-F	6 WFLZ-F<	6 WCOF-F<	6	6 WRBQ-F	WRBQ-F	6 WFLA	6 WSUN-F<
7	7 WHPT-F	7 WHPT-F	7 WXTB-F	7 WHPT-F	7	7	7 WSUN-F	WFLZ-F	7 WRBQ-F
8	8	8	8	8	8	8	8	WRBQ-F	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDAE	1250	TAMPA	0.4/1.4
WFNS	910	PLANT CITY	0.8/2.6
WHNZ	570	PINELLAS PARK	0.5/3.0
WQYK	1010	SEFFNER	0.8/3.7
WRXB	1590	ST. PETE BEACH	0.8/1.6
WYTA	820	LARGO	0.5/1.6
WISP-F	98.7	HOLMES BEACH	0.3/1.0
WOCL-F	105.9	DE LAND	0.4/0.6
WPCV-F	97.5	WINTER HAVEN	0.3/1.8

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-2)	, Country Oldies	ABC, \$ NA (Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, Talk	ABC, \$ 92.00 (Eastman)	Jacor
WFNS, 910, 5 KW (DA-2)	, Sports	AP, CBS, \$ 33.00 ( --- )	
WGUL, 860, 2 KW/1.5KW (DA-2), ??		UNISTR, \$ NA (K & P)	
WNNZ, 570, 5 KW (DA-2)	, Talk	CBS, CNN, \$ 38.00 (Banner)	Paxson
WMTX, 1040, 5 KW (DAYS)	, SEE WMTX-F		
WQYK, 1010, 50 KW/5 KW (DA-2)	, SEE WQYK-F		
WRBQ, 1380, 5 KW (DA-2)	, Black	SMN, \$ NA (Christal)	Clear Channel
WSUN, 620, 10 KW (DA-N)	, Talk	, \$ 35.00 (D & R)	Cox
WTMP, 1150, 5 KW/2.5 KW(DA-2), Black		AURN, UNISTR, \$ 32.00 (Roslin)	

FM STATIONS

WCOF, 107.3, 100 KW @ 620, Oldies (70's)		, \$ 74.00 (D & R)	Cox
WFLZ, 93.3, 100 KW @ 1358, CHR		ABC, \$ 84.00 (Eastman)	Jacor
WGUL, 105.5, 6 KW @ 285, Standards		UNISTR, \$ 40.00 (K & P)	Marcocci (NEW PORT RICHEY)
WLUV, 106.3, 3.3 KW @ 298, Standards		AP, \$ 30.00 (---)	(HOLIDAY)
WMTX, 95.7, 100 KW @ 607, AC		, \$ 168.00 (MMR)	Clear Channel
WQYK, 99.5, 100 KW @ 551, Country		, \$ 243.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 561, Country		ABC, \$ 77.00 (Christal)	Clear Channel
WUSA, 100.7, 100 KW @ 600, AC		, \$ 157.00 (Mc-Guild)	Gannett
WWRM, 94.9, 100 KW @ 1289, Soft AC		, \$ 161.00 (D & R)	Cox
WXTB, 97.9, 100 KW @ 600, AOR		ABC, \$ 100.00 (Banner)	Great American
WYUU, 92.5, 50 KW @ 400, Oldies		, \$ 81.00 (D & R)	Entercom
WHPT, 102.5, 100 KW @ 1666, Prog. AOR		, \$ 94.00 (Banner)	Paxson (SARASOTA)
WDUV, 103.3, 100 KW @ 581, EZ		MBS, \$ 80.00 (Christal)	(BRADENTON)

Miscellaneous: WISP-F (Holmes) sold to Entercom (D) for \$3,000,000. . . WNZE (Larger, 820) sold to Paxson (D) for \$1,080,000. . .

TOLEDO

Arbitron Rank/Pop (12+): 74/510,900  
 MSA Rank/Pop: 82/624,000  
 ADI # 64  
 Average Person Ratings: 15.3  
 Market TSL: 20.50 hours

Stations: 24/17  
 Diaries: 1549/330:1/50.6%  
 Sample Target: 1460  
 % Below Line: 9.6  
 % Not Listed: 15.1

1993 Revenue: \$16,200,000  
 MH Inc.: \$31,209  
 Retail \$: 5.1 Bil  
 Pop per Station: 30,052  
 #1 Biller: WKKO-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WKKO-F (C)	95/12.2	11.5	10.9	10.0	12.0	11.2		1101/21.6	23.1	22.0	E	WKKO-F
2. WVKS-F (CHR)	84/10.8	11.1	10.5	10.9	12.3	10.8		1507/29.5	28.8	29.2	D	WVKS-F
3. WIOT-F (ADR)	77/ 9.9	8.0	8.5	8.3	9.5	8.7		1047/20.5	20.6	21.7	D	WIOT-F
4. WSPD (FS)	59/ 7.6	7.0	8.5	7.8	7.2	7.7		750/14.7	15.0	14.9	C	WSPD
5. WLQR-F (SAC)	54/ 6.9	7.6	6.5	5.7	7.3	6.7		782/15.3	16.9	15.7	C	WLQR-F
6. WWM-F (AC)	46/ 5.9	7.0	7.6	8.5	7.6	7.3		791/15.5	15.2	19.3	D	WWM-F
7. WKKR-F (CL ADR)	42/ 5.4	6.0	5.5	4.0	6.2	5.2		799/15.6	15.5	17.1	B	WKKR-F
8. WRQN-F (O)	35/ 4.5	4.1	4.4	6.0	3.8	4.8		699/13.7	12.4	14.8	C	WRQN-F
9. WJR (FS)	31/ 4.0	4.5	3.4	3.7	4.1	3.9		523/10.2	11.9	10.6		WJR
10. WCWA (ST)	23/ 2.9	2.1	2.5	2.1	0.9	2.4		320/ 6.3	6.4	4.2	A	WCWA
11. WWM (N)	17/ 2.2	2.9	2.7	2.6	3.1	2.6		229/ 4.5	5.7	6.2	A	WWM
12. WYHK-F (C)	14/ 1.8	1.7	1.3	2.8	1.1	1.9		261/ 5.1	6.2	3.3		WYHK-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 76.59% (507 of 662) (SUM 93: 76.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVKS-F>>>1	WIOT-F<	1 WIOT-F<	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WKKO-F<	1 WKKO-F<	1 WIOT-F<	1 WSPD <
2 WIOT-F	2 WVKS-F>	2 WVKS-F<	2 WIOT-F<	2 WIOT-F<	2 WSPD >	2 WVKS-F>	2 WSPD <	2 WIOT-F<	2 WVKS-F	2 WKKO-F
3	3 WKKO-F	3 WKKO-F>	3 WVKS-F	3 WVKS-F	3 WLQR-F	3 WSPD	3 WVKS-F	3 WVKS-F>	3 WKKO-F	3 WJR
4	4 WKKR-F	4 WLQR-F<	4 WLQR-F<	4 WWM-F	4 WJR <	4 WIOT-F<	4 WLQR-F	4 WWM-F	4 WVKS-F	4 WYHK-F
5	5 WLQR-F	5 WKKR-F	5 WWM-F	5 WLQR-F	5 WWM-F<	5 WLQR-F	5 WLQR-F	5 WWM-F<	5 WSPD	5 WIOT-F
6	6	6 WWM-F	WKKR-F	6 WKKR-F	6 WRQN-F	6	6	6 WKKR-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKKR-F	1 WVKS-F>	1 WVKS-F	1 WVKS-F	1 WKKO-F	1 WIOT-F	1 WIOT-F>>	1 WIOT-F	1 WIOT-F>	1 WIOT-F
2 WVKS-F	2 WKKO-F	2 WKKO-F	2 WKKO-F	WVKS-F	2 WVKS-F	2 WVKS-F<	2 WKKR-F	2 WKKO-F	2 WKKO-F<
3 WIOT-F	3 WLQR-F	3 WLQR-F	3 WLQR-F	3 WWM-F	3 CIMX-F	3 WKKR-F	3 WKKO-F	3 WKKR-F	3 WKKR-F>
WLQR-F	4 WIOT-F	WWM-F	WWM-F	4 WLQR-F>	4 WKKO-F	4 WKKO-F	4 WVKS-F	4 WVKS-F>	4 WLQR-F
WKKO-F	5 WWM-F	5 WIOT-F	5 WIOT-F	5 WRQN-F	5 WKKR-F	5	5 WSPD	5	5 WRQN-F
6	6	6	6 WRQN-F	6	6	6	WWM-F	6	6 WSPD

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
WHMQ-F	107.7	N. BALTIMORE	0.6/1.1	
WJZE-F	97.3	OAK HARBOR	0.6/2.1	
WMTR-F	96.1	ARCHBOLD	0.6/2.0	
WTOG	1560	TOLEDO	1.0/3.4	
WTWR-F	98.3	MONROE	1.5/7.4	
WVOI	1520	TOLEDO	0.8/1.9	
WDFM-F	98.1	DEFIANCE	0.8/1.0	
WJLB-F	97.9	DETROIT	0.6/2.7	
WKXA-F	100.5	FINDLAY	0.5/1.1	
WLZZ-F	104.5	MONTPELIER	0.6/1.5	
CIMX-F	88.7	WINDSOR, ONT	1.7/5.1	
CKWW	580	WINDSOR, ONT	1.4/2.3	

TOLEDO  
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RADIO STATIONS  
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WCWA	,	1230,	1 KW	,	Standards	MBS, CBS, \$13.00	(Eastman)	Enterprise
WSPD	,	1370,	5 KW (DA-N)	,	Full Service	NBC, \$36.00	(Christal)	
WTOD	,	1560,	5 KW (DAYS, DA)	,	Country	ABC, \$ NA	(Katz)	Fritz
WVOI	,	1520,	1 KW (DA-2)	,	Black	UNISTR, AURN, \$17.00	(Regional)	
WWWM	,	1470,	1 KW (DA-2)	,	News	SMN, \$14.00	(Banner)	Midwestern
WHMQ-F,		107.7,	3 KW @ 328	,	Country		( --- )	(N. BALTIMORE)
WIOT-F,		104.7,	50 KW @ 541	,	AOR	Source, \$63.00	(Eastman)	Enterprise
WJZE-F,		97.3,	1.2 KW @ 531	,	Jazz	ABC, \$ NA	(K & P)	(OAK HARBOR)
WLQR-F,		101.5,	19 KW @ 810	,	Soft AC		\$40.00	(Christal)
WKKO-F,		99.9,	50 KW @ 500	,	Country	ABC, \$67.00	(Katz)	Fritz
WRQN-F,		93.5,	4.1 KW @ 397	,	Oldies	UNISTR, \$32.00	(Katz)	Fritz (BOWLING GREEN)
WTWR-F,		98.3,	1.4 KW @ 466	,	AC	AP, \$16.00	(Patt)	(MONROE, MI)
WVKS-F,		92.5,	50 KW @ 479	,	CHR		\$54.00	(Mc-Guild)
WWWM-F,		105.5,	2.7 KW @ 344	,	AC		\$51.00	(Banner)
WXKR-F,		94.5,	30 KW @ 630	,	Classic AOR	ABC, \$20.00	(MMR)	Midwestern (SYLVANIA)
WYHK-F,		95.7,	1.8 KW @ 433	,	Country		\$17.00	(Katz) (GIBSONBURG)

Other Ranked Stations - See Detroit

Miscellaneous: WSPD, WLQR-F sold to Ellis for \$6,300,000 (Hepburn). . .

TUCSON

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Arbitron Rank/Pop (12+): 65/591,400

Stations: 26/23  
Diaries: 1264/468:1/51.8%  
Sample Target: 1185  
% Below Line: 3.8  
% Not Listed: 11.6

1993 Revenue: \$19,300,000  
HH Inc.: \$25,418  
Retail \$: 5.6 Bil  
Pop per Station: 25,713  
#1 Biller: KCUB/KIIM-F \$4,800,000

MSA Rank/Pop: 74/715,000

ADI # 79

Average Person Ratings: 16.5

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KIIM-F (C)	131/13.4	14.4	17.7	19.1	20.1	16.2		1553/26.3	24.8	32.8	F	KIIM-F
2. KKLD-F (AC)	101/10.3	10.7	10.7	9.2	10.6	10.2		1309/22.1	20.8	21.7	D	KKLD-F
3. KLPX-F (AOR)	90/ 9.2	10.5	10.5	8.0	8.0	9.6		1181/20.0	19.6	19.9	D	KLPX-F
4. KRQQ-F (CHR)	75/ 7.7	7.8	6.4	6.7	6.0	7.2		1297/21.9	23.0	23.3	D	KRQQ-F
5. KNST (N/T)	67/ 6.9	6.2	6.9	8.2	6.5	7.1		848/14.3	14.4	14.2	D	KNST
6. KKHG-F (AOR)	55/ 5.6	2.8	---	---	---	---		823/13.9	7.2	---		KKHG-F
7. KWFM-F (O)	52/ 5.3	5.8	5.7	7.0	7.9	6.0		940/15.9	20.0	21.4	D	KWFM-F
8. KCEE (ST)	43/ 4.4	2.3	0.8	0.2	0.1	1.9		488/ 8.3	5.2	1.9		KCEE
9. KOHT-F (SP)	35/ 3.6	2.2	1.0	2.5	2.2	2.3		371/ 6.3	4.7	6.0		KOHT-F
10. KCUB-AF (C)	32/ 3.3	2.2	3.6	2.9	1.7	3.0		418/ 7.1	5.4	4.5		KCUB-AF
11. KZLZ-F (SP)	30/ 3.1	3.4	2.3	1.1	0.5	2.5		262/ 4.4	4.5	1.7		KZLZ-F
12. KJYK (CHR)	27/ 2.8	2.5	2.8	3.0	3.2	2.8		473/ 8.0	7.3	8.8		KJYK
13. KGVY (ST)	26/ 2.7	3.3	5.1	6.0	3.7	4.3		217/ 3.7	4.3	6.3		KGVI
14. KSAZ (?)	19/ 1.9	0.5	0.8	---	---	1.1		186/ 3.1	1.8	---		KSAZ
15. KTZR (SP)	12/ 1.2	1.7	1.5	2.1	1.4	1.6		223/ 2.8	3.9	4.1		KTZR
KEKO-F (AOR-P)	12/ 1.2	1.4	1.6	1.7	1.7	1.5		317/ 5.4	5.5	6.5		KEKO-F

12+ FM SHARE (METRO): 70.02% (605 of 864) (SUM 93: 69.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F<	1 KLPX-F	1 KIIM-F<	1 KIIM-F<	1 KIIM-F<	1 KIIM-F	1 KIIM-F>	1 KIIM-F<	1 KIIM-F	1 KRQQ-F	1 KIIM-F
2 KJYK >>	2 KIIM-F	2 KLPX-F<	2 KKLD-F<	2 KKLD-F	2 KNST	2 KLPX-F<	2 KKLD-F<	2 KKLD-F	2 KIIM-F	2 KLPX-F
3 KIIM-F	3 KKLD-F	3 KKLD-F>	3 KLPX-F	3 KLPX-F>	3 KKLD-F	3 KKLD-F>	3 KNST	3 KLPX-F	3 KLPX-F	3 KRQQ-F
4	4 KRQQ-F	4 KRQQ-F<	4 KKHG-F>	4 KNST	4 KCEE <	4 KRQQ-F	4 KLPX-F>	4 KRQQ-F	4 KKLD-F	4 KNST
5	5 KKHG-F	5 KKHG-F	5 KWFM-F	5 KWFM-F	5 KWFM-F	5 KKHG-F	5 KRQQ-F<	5 KKHG-F	5 KOHT-F	5 KCUB
6	6	6	6 KNST	6 KRQQ-F	6	6 KWFM-F	6 KKHG-F	6	6	6
7	7	7	7 KRQQ-F	7	7					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLD-F	1 KKLD-F<	1 KKLD-F	1 KKLD-F	1 KKLD-F<	1 KRQQ-F	1 KLPX-F>>	1 KLPX-F	1 KLPX-F>	1 KLPX-F<
2 KIIM-F	2 KIIM-F>	2 KIIM-F	2 KIIM-F>	2 KIIM-F>	2 KIIM-F	2 KIIM-F	2 KIIM-F	2 KIIM-F	2 KIIM-F
3 KRQQ-F	3 KLPX-F<	3 KKHG-F	3 KLPX-F	3 KLPX-F	3 KRQQ-F	3 KRQQ-F	3 KKHG-F	3 KKHG-F	3 KKHG-F<
4 KLPX-F	4 KRQQ-F>	4 KLPX-F	4 KRQQ-F>	4 KRQQ-F	4	4 KKHG-F	4	4 KNST <	4 KNST
5	5 KKHG-F	5 KRQQ-F	5 KWFM-F	5 KWFM-F<	5	5 KKLD-F	5	5 KRQQ-F	5 KKLD-F
6	6	6	6 KKHG-F	6 KKHG-F	6	6	6	6	6 KWFM-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KCDI-F	97.5	ORO VALLEY	0.9/3.5
KGMS-F	97.1	GREEN VALLEY	0.3/1.6
KQTL	1210	SAHUARITO	0.6/2.5
KTKT	990	TUCSON	0.4/3.5
KTUC	1400	TUCSON	0.9/3.5
KVOI	690	TUCSON	1.1/1.8
KXEW	1600	TUCSON	0.8/4.0
KUPD-F	97.9	PHOENIX	0.3/2.4
KZRZ-F	100.3	GLOBE	0.4/1.4



TUCSON

RADIO STATIONS

AM STATIONS

KCEE, 940, 5 KW/1 KW (DA-2), Standards	UNISTR, \$ 15.00 ( --- )	Prism	
KCUB, 1290, 1 KW, Country	SMN, \$ NA (Katz)		
KGTV, 1080, 1 KW (DAYS), Standards	AP, \$ 20.00 (K & P)		(GREEN VALLEY)
KJYK, 1490, 1 KW (DA-1), CHR	, \$ 15.00 (MMR)	Apogee	
KNST, 790, 5 KW/500 W (DA-2), News/Talk	ABC, MBS, \$ 42.00 (Banner)	Prism	
KQTL, 1210, 10 KW/1 KW (DA-2), Hispanic	, \$ 17.00 (Caballero)		(SAHURRITO)
KTKT, 990, 10 KW/1 KW (DA-N), Sports/Talk	SEN, \$ 14.00 (Christal)	Lotus	
KTUC, 1400, 1 KW, Talk	CBS, NBC, \$ 19.00 (Roslin)		
KTZR, 1450, 1 KW, Hispanic	, \$ 14.00 (SBS)		
KXEW, 1600, 1 KW (DA-2), Hispanic	CRC, \$ 16.00 (Lotus)		

FM STATIONS

KEKO, 92.1, 50 KW @ 493, Prog. AOR	, \$ 16.00 (Christal)	Lotus	(GREEN VALLEY)
KIIM, 99.5, 93 KW @ 2037, Country	, \$ 97.00 (Katz)		
KKHG, 104.1, 3 KW @ 24, AOR	, \$ 16.00 (MMR)		
KKLD, 94.9, 100 KW @ 1952, AC	ABC, \$ 47.00 (MMR)	Apogee	
KLPX, 96.1, 100 KW @ 1952, AOR	, \$ 53.00 (Christal)	Lotus	
KOHT, 98.3, 3 KW @ 203, Hispanic	CRC, CBS, \$ 17.00 (Lotus)		(MARANA)
KCDI, 97.5, 3 KW @ -115, Classic AOR	SMN, \$ 16.00 ( --- )		(ORO VALLEY)
KRQQ, 93.7, 91 KW @ 2030, CHR	, \$ 52.00 (Banner)	Prism	
KWFM, 92.9, 90 KW @ 2037, Oldies	CBS, \$ 57.00 (Banner)	Prism	
KZLZ, 105.3, 50 KW @ 492, Hispanic	, \$ NA (Katz Hisp)		(KEARNY)

Miscellaneous: KCRZ-F sold to KCUB/KIIM-F owner (D) for \$3,500,000 (Kalil). . .

TULSA

Arbitron Rank/Pop (12+): 63/633,300  
 MSA Rank/Pop: 72/738,000  
 ADI # 59  
 Average Person Ratings: 15.7  
 Market TSL: 21.25 hours

Stations: 20/19  
 Diaries: 1239/511:1/48.6%  
 Sample Target: 1290  
 % Below Line: 0.8  
 % Not Listed: 12.4

1993 Revenue: \$23,100,000  
 HH Inc.: \$27,891  
 Retail \$: 5.4 Bil  
 Pop per Station: 33,332  
 #1 Biller: KWEN-F \$4,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KWEN-F (C)	121/12.1	13.4	14.1	12.7	14.7	13.1		1510/23.8	26.3	28.6	F	KWEN-F
2. KRMG (FS)	93/ 9.3	11.5	10.3	10.0	10.0	10.3		1241/19.6	23.4	22.0	E	KRMG
3. KMOD-F (AOR)	78/ 7.8	7.8	7.8	8.2	5.8	7.9		852/13.5	15.1	15.3	D	KMOD-F
4. KBEZ-F (SAC)	71/ 7.1	8.0	7.1	7.0	9.5	7.3		947/15.0	17.0	17.8	C	KBEZ-F
5. KVOO (C)	60/ 6.0	4.0	4.6	5.3	4.5	5.0		559/ 8.8	7.5	9.7	E	KVOO
6. KQLL-F (O)	57/ 5.7	3.5	4.0	4.8	4.3	4.5		942/14.9	13.2	14.3	C	KQLL-F
KHTT-F (CHR)	57/ 5.7	7.1	6.4	5.0	5.0	6.1		969/15.3	18.4	15.4	C	KHTT-F
8. KMYZ-F (CHR)	55/ 5.5	5.3	5.5	6.5	6.7	5.7		865/13.7	17.1	19.9	D	KMYZ-F
9. KVOO-F (C)	46/ 4.6	5.4	4.1	5.1	4.9	4.8		665/10.5	26.3	28.6		KVOO-F
10. KCKI-F (C)	45/ 4.5	3.7	3.5	2.1	3.2	3.5		651/10.3	8.5	10.0	B	KCKI-F
11. KRAV-F (AC)	41/ 4.1	5.5	4.5	5.2	5.2	4.8		671/10.6	13.5	13.7	C	KRAV-F
12. KTOW-F (B)	34/ 3.4	1.9	3.2	2.0	1.8	2.6		361/ 5.7	4.5	3.4	A	KTOW-F
13. KCMA-F (CL)	26/ 2.6	2.1	2.2	2.4	2.0	2.3		326/ 5.1	6.1	6.3	B	KCMA-F
14. KXOJ-F (REL)	25/ 2.5	1.1	1.9	1.4	1.5	1.7		431/ 6.8	5.3	5.2		KXOJ-F
15. KTHK-F (CL ADR)	22/ 2.2	2.0	2.5	1.8	3.0	2.1		472/ 7.5	7.8	9.8	B	KTHK-F
16. KTFX-F (C)	18/ 1.8	1.9	2.5	3.2	3.0	2.4		538/ 8.5	7.4	9.9	B	KTFX-F
KGTO (ST)	18/ 1.8	1.9	2.9	3.9	2.6	2.6		224/ 3.5	4.2	5.2	A	KGTO
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.46% (704 of 886) (SUM 93: 79.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTT-F>	1 KMOD-F	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KRMG	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KHTT-F<	1 KVOO
2 KMYZ-F	2 KWEN-F	2 KMOD-F>	2 KMOD-F	2 KWEN-F	2 KWEN-F	2 KRMG >	2 KRMG	2 KRMG	2 KWEN-F<	2 KWEN-F
3 KCKI-F<	3 KMYZ-F	3 KQLL-F<	3 KQLL-F<	3 KBEZ-F	3 KVOO	3 KMOD-F<	3 KMOD-F	3 KMOD-F	3 KCKI-F	3 KRMG
4 KWEN-F	4 KHTT-F	4 KBEZ-F	4 KBEZ-F<	4 KRMG <	4 KBEZ-F	4 KVOO	4 KBEZ-F	4 KBEZ-F	4 KMYZ-F	4 KVOO-F
5	5 KTOW-F<	5 KMYZ-F	5 KRMG	5 KQLL-F>	5 KQLL-F	5 KBEZ-F	5 KHTT-F<	5 KHTT-F<	5 KBEZ-F	5 KHTT-F
6	6 KRAV-F	KRMG	6 KRAV-F	6	6	6	6 KQLL-F	6 KMYZ-F	KRMG	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHTT-F	1 KWEN-F>	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KMYZ-F	1 KMOD-F>>	1 KMOD-F	1 KMOD-F>	1 KMOD-F
2 KRAV-F	2 KHTT-F	2 KMOD-F	2 KBEZ-F>	2 KBEZ-F>	2 KMOD-F	2 KMYZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F<
3 KTOW-F	KMOD-F	3 KVOO-F	3 KRAV-F	3 KMOD-F	3 KWEN-F	3 KWEN-F>	3 KRMG	3 KRMG <	3 KRMG
KWEN-F	4 KRAV-F	4 KBEZ-F	4 KMOD-F	4 KQLL-F<	4 KHTT-F	4 KHTT-F	4 KMYZ-F	4 KQLL-F	4 KQLL-F>
5 KCKI-F	KVOO-F	5 KCKI-F	5 KCKI-F	5 KRAV-F	5 KMOD-F	5 KRMG	5 KHTT-F	5 KMYZ-F	5
6	KBEZ-F	KMYZ-F	6	6	6 KCKI-F	KTOW-F	6	6	6
7	7	KHTT-F	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG	CUME	TSA	TSA
		RTG/AQH	CUME	
KCFO	970	TULSA	0.7/3.3	
KQLL	1430	TULSA	0.4/1.4	
KITO-F	96.1	VINITA	0.8/0.9	

TULSA

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RADIO STATIONS

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KCFO, 970, 2.5 KW/1 KW (DA-2), Religion	, \$ 13.00 (---)	Salem	
KGTO, 1050, 1 KW (DAYS), Standards	CNN, \$ 16.00 (Torbet)		
KRMG, 740, 50 KW/25 KW (DA-2), FS	TALKNT, ABC, \$ 61.00 (Katz)	NewCity	
KVOO, 1170, 50 KW (DA-N), Country	ABC, \$ NA (D & R)	Great Empire	
KBEZ-F, 92.9, 100 KW @ 1319, Soft AC/EZ	, \$ 44.00 (Eastman)	Renda	
KCKI-F, 99.5, 100 KW @ 981, Country	, \$ 20.00 (---)	Great Empire	(HENRYETTA)
KCMA-F, 92.1, 27 KW @ 656, Classical	, \$ 21.00 (CMBS)		(BROKEN ARROW)
KHTT-F, 106.9, 100 KW @ 1010, CHR	, \$ 31.00 (Eastman)	Renda	
KMOD-F, 97.5, 96 KW @ 1328, AOR	, \$ 65.00 (Christal)	Clear Channel	
KMYZ-F, 104.5, 70 KW @ 1128, CHR	ABC, \$ 52.00 (Banner)	Shamrock-Lynette	(PRYOR)
KQLL-F, 106.1, 100 KW @ 1322, Oldies	MBS, ABC, \$ 32.00 (Banner)	Federated	(OWASSO)
KRAV-F, 96.5, 100 KW @ 1328, AC	UNISTR, \$ 36.00 (Torbet)		
KTFX-F, 103.3, 100 KW @ 1279, Country	, \$ 23.00 (---)		
KTHK-F, 94.1, 18 KW @ 817, Classic AOR	, \$ 21.00 (Banner)		(OKMULGEE)
KTOW-F, 102.3, 1.7 KW @ 436, Black	, \$ 18.00 (---)		(SAND SPRINGS)
KVOO-F, 98.5, 100 KW @ 1227, Country	ABC, \$ 76.00 (D & R)	Great Empire	
KWEN-F, 95.5, 96 KW @ 1328, Country	, \$ 97.00 (Katz)	NewCity	
KXOJ-F, 100.9, 2 KW @ 361, Religion	, \$ 14.00 (Keystone)		(SAPULPA)

WASHINGTON

Arbitron Rank/Pop (12+): 8/3,451,000  
 MSA Rank/Pop: 5/4,450,000  
 ADI # 7  
 Average Person Ratings: 16.5  
 Market TSL: 21.50 hours

Stations: 34/30  
 Diaries: 3313/1042:1/50.9%  
 Sample Target: 3085  
 % Below Line: 2.8  
 % Not Listed: 10.2

1993 Revenue: \$164,100,000  
 HH Inc.: \$48,100  
 Retail \$: 38.9 Bil  
 Pop per Station: 115,033  
 #1 Biller: WMZQ-AF \$15,800,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WPGC-F (U/CHR)	501/ 8.8	9.8	9.1	10.1	10.7	9.5		6796/19.7	20.5	21.4	I	WPGC-F
2. WMZQ-AF (C)	329/ 5.8	5.2	6.2	5.9	6.6	5.8		5023/14.6	13.3	14.5	J	WMZQ-AF
3. WRQX-F (CHR/AC)	294/ 5.2	5.1	4.3	5.1	4.1	4.9		4653/13.5	14.5	12.3	I	WRQX-F
4. WHUR-F (B)	269/ 4.7	4.5	4.7	4.5	3.9	4.6		4560/13.2	12.6	11.6	F	WHUR-F
5. WMMJ-F (B/AC)	262/ 4.6	4.9	3.7	4.1	4.0	4.3		3280/ 9.5	8.8	8.4	G	WMMJ-F
6. WASH-F (AC)	249/ 4.4	3.4	3.7	2.4	3.1	3.5		4469/12.9	10.4	10.0	H	WASH-F
7. WJFK-F (CL AOR/T)	242/ 4.3	4.6	4.4	4.5	3.5	4.5		3599/10.4	10.7	9.1	I	WJFK-F
8. WMAL (T/FS)	234/ 4.1	4.6	4.8	4.8	4.0	4.6		3699/10.7	11.8	11.2	H	WMAL
9. WHFS-F (AOR-P)	231/ 4.1	3.3	3.7	3.7	2.7	3.7		4568/13.2	10.9	9.1	F	WHFS-F
10. WKYS-F (B)	225/ 4.0	4.1	4.0	4.4	4.9	4.1		4635/13.4	13.2	13.8	I	WKYS-F
11. WWDC-F (AOR)	214/ 3.8	3.5	2.6	3.1	3.3	3.3		4629/13.4	12.8	12.5	H	WWDC-F
12. WGAY-F (SAC)	209/ 3.7	3.8	5.2	4.4	3.7	4.3		3624/10.5	11.2	11.6	H	WGAY-F
13. WGMS-F (CL)	197/ 3.5	3.1	4.0	3.1	2.3	3.4		2861/ 8.3	8.8	6.7	G	WGMS-F
14. WBIG-F (O)	197/ 3.5	3.6	2.7	4.2	3.7	3.5		3636/10.5	11.2	10.6	C	WBIG-F
15. WTOP (N)	171/ 3.0	3.7	3.4	2.5	2.8	3.1		4472/13.0	14.8	15.1	I	WTOP
16. WARW-F (O-70's)	125/ 2.2	2.5	2.0	2.2	2.0	2.2		3364/ 9.7	8.6	8.7	G	WARW-F
17. WWRC (T)	106/ 1.9	1.2	1.3	1.1	1.1	1.4		1616/ 4.7	4.3	4.4		WWRC
18. WCXR-F (CL AOR)	98/ 1.7	1.6	1.9	1.9	2.5	1.8		2857/ 8.3	9.0	8.9	H	WCXR-F
19. WXTR-F (O)	85/ 1.5	1.3	2.0	2.2	2.5	1.8		2542/ 7.4	7.1	10.4	H	WXTR-F
20. WYGB (G)	81/ 1.4	1.2	1.1	1.4	1.7	1.3		968/ 2.8	2.6	2.4		WYGB
21. WFRE-F (C)	69/ 1.2	0.8	1.0	0.5	0.9	0.9		770/ 2.2	2.3	2.3		WFRE-F
22. WAVA-F (REL)	68/ 1.2	1.1	1.2	0.9	1.0	1.1		1092/ 3.2	3.6	3.3		WAVA-F
23. WOL (B/T)	63/ 1.1	1.9	2.5	1.0	2.0	1.6		764/ 2.2	2.7	3.5	D	WOL
24. WWDC (ST)	58/ 1.0	1.1	0.8	1.6	1.3	1.1		727/ 2.1	2.4	2.2		WWDC
WIYY-F (AOR)	58/ 1.0	1.0	0.9	1.3	0.8	1.1		1492/ 4.3	4.3	4.0		WIYY-F
26. WTEM (SPRSTS)	43/ 0.8	0.8	1.2	1.0	1.0	1.0		1315/ 3.8	4.1	4.0		WTEM
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 84.25% (4305 of 5110) (SUM 93: 80.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F>	1 WRQX-F<	1 WRQX-F<	1 WMZQ-AF<	1 WPGC-F	1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WHUR-F
2	2 WHFS-F	2 WRQX-F	2 WPGC-F	2 WPGC-F<	2 WMAL	2 WRQX-F	2 WRQX-F	2 WJFK-F<	2 WMMJ-F<	2 WPGC-F
3	3 WWDC-F<	3 WHFS-F	3 WMMJ-F<	3 WMZQ-AF	3 WMMJ-F	3 WMZQ-AF<	3 WMZQ-AF	3 WMZQ-AF	3 WHUR-F>	3 WMAL <
4	4 WRQX-F	4 WJFK-F	4 WMZQ-AF<	4 WMMJ-F	4 WGMS-F	4 WJFK-F	4 WASH-F<	4 WRQX-F	4 WHFS-F	4 WMMJ-F
5	5 WKYS-F<	5 WMZQ-AF<	5 WJFK-F	5 WHUR-F	5 WTOP <	5 WMAL	5 WHFS-F<	5 WASH-F	5 WASH-F	5 WMZQ-F
6	6 WASH-F	6 WASH-F	6 WHUR-F	6 WJFK-F	6 WBIG-F<	6 WTOP	6 WWDC-F	6 WMMJ-F	6 WKYS-F	6 WKYS-F
7	7 WHUR-F	7 WHUR-F	7 WASH-F	7 WASH-F	7 WHUR-F	7 WKYS-F	7 WGAY-F	7 WWDC-F	7 WMZQ-AF	7
8	8 WMZQ-AF<	8 WMMJ-F	8 WHFS-F	8 WHFS-F	8 WGAY-F	8 WMMJ-F	8 WBIG-F	8 WASH-F	8	8
9	9 WJFK-F	9 WWDC-F	9	9 WBIG-F	9	9 WASH-F	9 WHUR-F	9 WGAY-F	9	9
10	10	10	10	10	10	10	10	10	10	10
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WPGC-F>	1 WRQX-F	1 WPGC-F<	1 WRQX-F		1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WJFK-F
2 WHFS-F	2 WRQX-F<	2 WHFS-F	2 WRQX-F	2 WMZQ-AF		2 WWDC-F	2 WWDC-F	2 WWDC-F	2 WJFK-F<	2 WPGC-F
3 WASH-F	3 WHFS-F	3 WPGC-F	3 WASH-F	3 WASH-F<		3 WRQX-F	3 WHFS-F	3 WHFS-F	3 WWDC-F	3 WWDC-F
4 WKYS-F	4 WASH-F	4 WKYS-F	4 WMZQ-AF<	4 WMMJ-F		4 WHFS-F	4 WJFK-F	4 WJFK-F	4 WHFS-F	4 WMMJ-F<
5 WHUR-F	5 WKYS-F	5 WMMJ-F	5 WHUR-F	5 WHUR-F<		5 WJFK-F	5 WRQX-F	5 WHUR-F	5 WHUR-F<	5 WHUR-F
6 WWDC-F	6 WHUR-F<	6 WASH-F	6 WHUR-F	6 WPGC-F		6 WHFS-F	6 WHUR-F	6 WMZQ-AF	6 WRQX-F	6 WHFS-F<
7	7 WMZQ-AF	7 WHUR-F	7 WHFS-F<	7 WBIG-F<		7 WIYY-F	7 WMZQ-AF	7 WASH-F	7 WMZQ-AF	7 WMZQ-AF
8	8	8 WMMJ-F	8 WKYS-F	8 WGAY-F		8 WHUR-F	8 WKYS-F	8 WMMJ-F	8 WMMJ-F	8 WRQX-F
9	9	9	9	9 WKYS-F		9	9	9 WRQX-F	9	9

WASHINGTON

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/AQH/CUME

WILC	900	LAUREL	0.4/1.2
WJFK	1300	BALTIMORE	0.1/0.2
WMDO	1540	WHEATON	0.3/1.1
WRCY-F	107.7	WARRENTOWN	0.5/2.5
WFLS-F	93.3	FREDERICKSBURG	0.6/1.8
WRBS-F	95.1	BALTIMORE	0.4/0.9
WMMD-F	104.7	HAGERSTOWN	0.8/1.2

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	, Business News	, \$ 38.00	(Group W)	Viacom
WFAX,	1220,	5 KW/500 W	, Religion	, \$ 25.00	( --- )	
WMAL,	630,	5 KW (DA-2)	, Full Service/Talk	ABC, \$160.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, Hispanic	, \$ 36.00	(Katz Hisp.)	
WOL,	1450,	1 KW	, Black Talk	UNISTR, AURN, \$ 64.00	(Mc-Guild)	Almic
WTEM,	570,	5 KW/1 KW (DA-2)	, Sports	CBS, \$ 80.00	(Katz)	Colfax
WTOP,	1500,	50 KW (DA-2)	, News	CBS, AP, \$175.00	(CBS)	Evergreen
WWDC,	1260,	5 KW (DA-2)	, Standards	UNISTR, \$ 50.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, Talk	NBC, \$ 50.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	, Gospel	AURN, \$ 40.00	( --- )	

FM STATIONS

WARW,	94.7,	23 KW @ 741	, Oldies (70's)	, \$138.00	(CBS)	CBS
WASH,	97.1,	26 KW @ 686	, AC	, \$175.00	(MMR)	Evergreen
WAVA,	105.1,	50 KW @ 500	, Religion	UNISTR, \$ 70.00	( --- )	Salem
WBIG,	100.3,	36 KW @ 574	, Oldies	ABC, \$140.00	(Eastman)	Colfax
WCXR,	105.9,	28 KW @ 649	, Classic AOR	, \$168.00	(Group W)	Viacom
WGAY,	99.5,	21 KW @ 771	, Soft AC	, \$173.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 508	, Classical	MBS, \$165.00	(Katz)	Colfax
WHFS,	99.1,	50 KW @ 459	, Prog. AOR	AP, \$ 94.00	(Banner)	Liberty (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669	, Black/AC	, \$105.00	(D&R)	Howard Univ.
WJFK,	106.7,	22 KW @ 745	, CL. AOR/Talk	Source, ABC, \$215.00	(Torbet)	Infinity
WKYS,	93.9,	24 KW @ 705	, Black	, \$210.00	(D&R)	Albimar
WMMJ,	102.3,	3 KW @ 479	, Black AC	ABC, MBS, \$145.00	(Mc-Guild)	Almic
WMZQ,	98.7,	50 KW @ 489	, Country	, \$305.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	, CHR/Urban	, \$280.00	(Banner)	Infinity
WRQX,	107.3,	36 KW @ 590	, AC/CHR	ABC, \$203.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	23 KW @ 761	, AOR	UNISTR, \$174.00	(Christal)	
WXTR,	104.1,	22 KW @ 764	, Oldies	, \$163.00	(Mc-Guild)	Liberty (WALDORF)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/829,300  
 MSA Rank/Pop: 59/957,000  
 ADI # 46  
 Average Person Ratings: 16.3  
 Market TSL: 21.75 hours

Stations: 36/19  
 Diaries: 1607/516:1/51.5%  
 Sample Target: 1440  
 % Below Line: 25.5  
 % Not Listed: 13.9

1993 Revenue: \$28,500,000  
 HH Inc.: \$33,414  
 Retail \$: 10.9 Bil  
 Pop per Station: 43,647  
 #1 Biller: WRMF-F \$7,900,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WRMF-F (AC)	123/ 9.1	8.5	8.8	7.7	8.4	8.5		1465/17.7	19.6	20.6	H	WRMF-F
2. WIRK-F (C)	122/ 9.0	7.3	7.9	9.2	7.0	8.4		1337/16.1	13.4	16.2	F	WIRK-F
3. WEAT-F (SAC)	120/ 8.9	6.7	7.2	7.4	8.2	7.6		1624/19.6	17.3	18.9	G	WEAT-F
4. WRLX-F (EZ)	109/ 8.1	7.5	7.3	6.1	6.0	7.3		1178/14.2	13.6	12.4	C	WRLX-F
5. WJNO (N/T)	74/ 5.5	5.0	5.6	6.3	5.8	5.6		904/10.9	12.0	12.3	G	WJNO
6. WKGR-F (CL AOR)	57/ 4.2	4.7	5.6	5.0	5.3	4.9		1179/14.2	13.7	15.2	G	WKGR-F
7. WOLL-F (O)	46/ 3.4	3.4	2.5	4.3	3.3	3.4		713/ 8.6	9.8	10.8	C	WOLL-F
WQVV-F (CHR)	46/ 3.4	4.0	4.5	4.1	4.2	4.0		1097/13.2	14.2	13.1	D	WQVV-F
9. WEDR-F (B)	34/ 2.5	3.4	2.6	3.0	2.0	2.9		659/ 7.9	7.2	6.6		WEDR-F
10. WLYF-F (SAC)	32/ 2.4	2.8	1.7	2.6	1.8	2.4		535/ 6.5	6.4	5.9		WLYF-F
11. WBZT (T)	31/ 2.3	2.0	2.5	2.3	2.3	2.3		500/ 6.0	4.6	6.0	A	WBZT
12. WZZR-F (AOR)	30/ 2.2	2.1	3.4	1.5	2.4	2.3		534/ 6.4	6.0	7.2		WZZR-F
13. WDBF (ST)	26/ 1.9	2.5	1.7	1.9	2.6	2.0		420/ 5.1	5.3	4.2	A	WDBF
14.												
15.												

12+ FM SHARE (METRO): 80.45% (938 of 1166) (SUM 93: 77.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQVV-F>	1 WIRK-F	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRLX-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WIRK-F	1 WJNO
2 WEDR-F	2 WRMF-F>	2 WIRK-F>	2 WIRK-F	2 WIRK-F	2 WEAT-F	2 WJNO <	2 WEAT-F	2 WEAT-F	2 WRLX-F	2 WIRK-F>
3 WHQT-F	3 WKGR-F	3 WKGR-F<	3 WKGR-F<	3 WEAT-F	3 WRMF-F	3 WIRK-F	3 WIRK-F<	3 WIRK-F	3 WEAT-F>	3 WEDR-F
4 WEAT-F	4 WEAT-F	4 WEAT-F	4 WEAT-F	4 WKGR-F	4 WIRK-F<	4 WEAT-F	4 WRLX-F>	4 WRLX-F>	4 WQVV-F<	4 WBZT
5	5 WQVV-F<	5 WOLL-F	5 WOLL-F	5 WOLL-F	5 WJNO	5 WRLX-F	5 WBZT-F	5 WJNO	5 WKGR-F	5 WRLX-F
6	6 WEDR-F	6	6	6	6	6	6 WJNO	6 WKGR-F	6 WRMF-F	6
7	7	7	7	7	7	7	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54

1 WIRK-F	1 WRMF-F<	1 WRMF-F	1 WRMF-F>	1 WRMF-F>		1 WIRK-F	1 WIRK-F	1 WKGR-F	1 WIRK-F	1 WRMF-F<
2 WRMF-F	2 WIRK-F>	2 WIRK-F	2 WIRK-F	2 WEAT-F<		2 WEDR-F	2 WKGR-F>	2 WIRK-F	2 WKGR-F	2 WKGR-F
3 WQVV-F	3 WEAT-F	3 WEAT-F	3 WEAT-F>	3 WIRK-F>		3 WQVV-F	3 WRMF-F	3 WRMF-F	3 WRMF-F>	3 WIRK-F>
WEDR-F	4 WQVV-F	4 WKGR-F	4 WOLL-F	4 WOLL-F		4 WKGR-F	4 WSHE-F	4 WSHE-F	4	4 WEAT-F
5	5 WEDR-F	5	5 WKGR-F	5 WKGR-F		5 WZZR-F	WZZR-F	5 WZZR-F	5	5 WOLL-F
6	6 WKGR-F	6	6	6		6	6	6 WZTA-F	6	6
7	7	7	7	7		7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAFC	590	CLEWSTON	0.6/0.8
WEAT	850	WEST PALM BCH	0.4/2.2
WJBW-F	99.5	JUPITER	0.4/1.9
WLVI	640	ROYAL PALM	0.4/0.9
WOKC-F	103.1	INDIANTOWN	0.7/0.7
WPBR	1340	PALM BEACH	0.4/1.6
WPOM	1600	RIVIERA BEACH	0.9/3.2
WSWN	900	BELLE GLADE	0.5/1.6
WYFX	1040	BOYNTON BEACH	0.7/3.3

SEE MIAMI FOR MORE ABOUT THE FOLLOWING:

WFLC-F	1.0/4.5	WKIS-F	1.3/5.8	WQAM	1.2/2.7
WHQT-F	1.8/4.7	WLVE-F	1.5/4.1	WQBA-F	0.8/2.0
WHY1-F	1.3/6.6	WMXJ-F	1.0/4.2	WSHE-F	1.8/6.5
WINZ	0.9/4.2	WPOW-F	1.2/6.8	WTMI-F	1.8/5.0
WIOD	1.2/3.3			WZTA-F	1.7/7.0

WEST PALM BEACH

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RADIO STATIONS

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WBZT, 1290, 5 KW (DA-N)	, Talk	ABC, SUN, \$ 20.00 (D&R)	Amer. Radio Systems
WDBF, 1420, 5 KW/500 W (DA-2)	, Standards	CBS, \$ 16.00 ( --- )	
WEAT, 850, 5 KW/1 KW (DA-2)	, EZ	, \$ 18.00 (MMR)	Taylor
WJNO, 1230, 1 KW	, News/Talk	CBS, AP, \$ 72.00 ( --- )	Fairbanks
WPOM, 1600, 5 KW/2.5 W (DA-2)	, Gospel	, \$ 17.00 (Roslin)	
WYFX, 1040, 25 KW/1 KW (DA-2)	, Black/Oldies	AURN, \$ 21.00 (K & P)	
WEAT-F, 104.3, 100 KW @ 1273,	Soft AC	, \$ 85.00 (MMR)	Taylor
WIRK-F, 107.9, 100 KW @ 341,	Country	ABC, \$ 103.00 (D&R)	Amer. Radio Systems
WKGR-F, 98.7, 100 KW @ 1381,	Classic AOR	UPI, \$ 74.00 (Christal)	Amaturo (FORT PIERCE)
WOLL-F, 94.3, 6 KW @ 328,	Oldies	, \$ 40.00 (Katz)	Lappin
WOVV-F, 95.5, 100 KW @ 981,	CHR	Source, \$ 62.00 (Mc-Guild)	Ardman (FORT PIERCE)
WRLX-F, 92.1, 7 KW @ 500,	EZ	, \$ 35.00 (Banner)	Fairbanks
WRMF-F, 97.9, 100 KW @ 1348,	AC	, \$ 176.00 ( --- )	Fairbanks

Other Ranked Stations - See Miami

WICHITA

Arbitron Rank/Pop (12+): 88/410,500  
 MSA Rank/Pop: 101/481,000  
 ADI # 61  
 Average Person Ratings: 14.8  
 Market TSL: 19.75 hours

Stations: 19/19  
 Diaries: 1112/369:1/55.7%  
 Sample Target: 1005  
 % Below Line: 0.0  
 % Not Listed: 11.2

1993 Revenue: \$17,300,000  
 HH Inc.: \$34,742  
 Retail \$: 4.3 Bil  
 Pop per Station: 21,605  
 #1 Biller: KFDI-AF \$5,600,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. KZSN-F (C)	65/10.7	12.0	10.2	12.5	11.1	11.4		832/20.3	22.3	24.3	D	KZSN-F
2. KKRD-F (CHR)	61/10.0	9.4	12.3	11.3	10.4	10.8		960/23.4	26.5	23.6	C	KKRD-F
3. KFDI-F (C)	52/ 8.6	10.2	12.0	11.9	9.1	10.7		814/19.8	19.9	20.6	G	KFDI-F
4. KRBB-F (AC)	42/ 6.9	6.6	4.9	6.3	6.4	6.2		575/14.0	14.4	16.3	C	KRBB-F
5. KICT-F (AOR)	40/ 6.6	7.3	7.4	7.5	7.1	7.2		552/13.4	14.0	15.0	C	KICT-F
6. KRZZ-F (CL AOR)	37/ 6.1	7.6	5.9	4.4	6.8	6.0		618/15.1	13.0	16.1	C	KRZZ-F
7. KFDI (C/FS)	34/ 5.6	5.5	6.6	5.7	6.4	5.9		482/11.7	10.5	12.9		KFDI
8. KDLE-F (B)	31/ 5.1	0.9	---	---	---	---		284/ 6.9	3.7	---		KDLE-F
KEYN-F (O)	31/ 5.1	7.0	5.9	5.0	5.3	5.8		518/12.6	15.5	13.7	B	KEYN-F
10. KOEZ-F (SAC)	26/ 4.3	5.5	3.3	3.5	5.3	4.2		364/ 8.9	10.7	10.9	A	KOEZ-F
11. KTIL-F (REL)	25/ 4.1	2.1	2.5	1.8	2.6	2.6		325/ 7.9	4.3	6.8	A	KTIL-F
12. KNSS (N/T)	24/ 4.0	4.3	4.8	6.9	4.5	5.0		427/10.4	11.5	12.2	C	KNSS
13. KXLK-F (AC)	22/ 3.6	4.9	6.1	3.6	5.4	4.6		420/10.2	11.1	12.7	B	KXLK-F
KYQQ-F (C)	22/ 3.6	3.0	3.0	3.9	3.1	3.4		437/10.6	10.9	9.8	A	KYQQ-F
15. KFH (T)	8/ 1.3	1.6	1.8	1.8	1.0	1.6		208/ 5.1	6.1	5.2	A	KFH

12+ FM SHARE (METRO): 84.23% (454 of 539) (SUM 93: 82.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F>>	1 KICT-F<	1 KZSN-F	1 KZSN-F>	1 KZSN-F>	1 KFDI-F	1 KZSN-F<	1 KZSN-F>	1 KZSN-F	1 KKRD-F	1 KFDI-F
2 KDLE-F>>	2 KKRD-F<	2 KKRD-F<	2 KRBB-F	2 KRBB-F	2 KZSN-F	2 KFDI-F	2 KFDI-F	2 KKRD-F	2 KDLE-F	2 KOEZ-F
3	3 KZSN-F	3 KICT-F<	3 KRZZ-F	3 KRZZ-F<	3 KFDI	3 KKRD-F<	3 KKRD-F<	3 KICT-F	3 KRZZ-F	3 KRBB-F
4	4 KRZZ-F>	4 KRZZ-F<	4 KKRD-F<	4 KEYN-F<	4 KOEZ-F	4 KFDI	4 KRBB-F	4 KRBB-F	4 KZSN-F	KICT-F
5	5 KRBB-F	5 KRBB-F	5 KEYN-F	5 KFDI-F<	KRBB-F	5 KICT-F	5 KICT-F	KRZZ-F<	5	5 KRZZ-F
6	KDLE-F	6	6 KFDI-F	6 KKRD-F	6 KEYN-F	KRBB-F	6	6 KFDI-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F	1 KKRD-F<	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KICT-F	1 KICT-F>	1 KICT-F	1 KICT-F	1 KZSN-F<
2 KDLE-F	2 KZSN-F>	2 KKRD-F	2 KKRD-F<	2 KRBB-F>	2 KKRD-F	2 KRZZ-F>	2 KRZZ-F	2 KRZZ-F	2 KRZZ-F<
KZSN-F	3 KRBB-F	3 KRBB-F	3 KRBB-F>	3 KKRD-F	KRZZ-F	3 KZSN-F	3 KZSN-F	3 KZSN-F>	3 KFDI-F
4	4 KTIL-F	4	4	4 KEYN-F	4 KDLE-F	4 KKRD-F	4 KDLE-F	4 KFDI-F	4 KICT-F<
5	5 KRZZ-F	5	5	5 KTIL-F	5	5 KDLE-F	KFDI-F	5 KKRD-F	5 KEYN-F
6	6	6	6	6	6	6	KKRD-F	KEYN-F	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KJRG 950 NEWTON			0.5/1.3	
KQAM 1410 WICHITA			1.0/3.5	
KSGL 900 WICHITA			0.8/3.2	
KZSN 1480 WICHITA			0.8/2.2	



WICHITA

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), Country/FS	ABC, \$ 55.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), Talk	CBS, AP, \$ 16.00 (Banner)	Pourtales
KNSS, 1240, 1 KW, News/Talk	NBC, CNN, \$ 31.00 (D & R)	Prism
KQAM, 1410, 5 KW/1 KW (DA-2), Standards	SMN, \$ 14.00 (Eastman)	Pourtales
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM		
KDLE-F, 93.9, 25 KW @ 328, Black	, \$ NA ( --- )	(ANDOVER)
KEYN-F, 103.7, 100 KW @ 859, Oldies	, \$ 24.00 (Eastman)	Pourtales
KFDI-F, 101.3, 100 KW @ 1138, Country	ABC, \$ 85.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 898, AOR	ABC, \$ 27.00 (Mc-Guild)	Great Empire
KKRD-F, 107.3, 100 KW @ 859, CHR	, \$ 39.00 (D & R)	Prism
KLLS-F, 104.5, 46 KW @ 512, Country (?)	MBS, \$ 17.00 ( --- )	(AUGUSTA)
KOEZ-F, 92.3, 100 KW @ 640, EZ/Soft AC	UNISTR, \$ 23.00 ( --- )	(NEWTON)
KRBB-F, 97.9, 100 KW @ 987, AC	, \$ 42.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 493, Classic AOR	, \$ 37.00 (D & R)	Prism (DERBY)
KTLL-F, 99.1, 100 KW @ 617, Religion	USA, \$ 16.00 ( --- )	(EL DORARDO)
KXLK-F, 105.3, 100 KW @ 987, AC	AP, \$ 28.00 (Banner)	Pourtales (HAYSVILLE)
KYQQ-F, 106.5, 100 KW @ 1115, Country	, \$ 15.00 ( --- )	Lesso (ARKANSAS CITY)
KZSN-F, 102.1, 100 KW @ 1033, Country	SMN, \$ 65.00 (Katz)	So. Skies (HUTCHINSON)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* C - Country	O - Oldies (1955 to current)	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian	*
* CL - Classical	SAC - Soft Adult Contemporary	*
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish	*
* E - Ethnic	ST - Big Band, Nostalgia, Standards	*
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk	*
* G - Gospel	U - Urban (majority of audience is non-white)	*
*	? - Others or Unknown	*
*		*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/634,700  
 MSA Rank/Pop: 78/639,000  
 ADI # 50  
 Average Person Ratings: 17.8  
 Market TSL: 24.00 hours

Stations: 37/29  
 Diaries: 1334/476:1/59.1%  
 Sample Target: 1265  
 % Below Line: 6.5  
 % Not Listed: 16.9

1993 Revenue: \$17,800,000  
 HH Inc.: \$28,087  
 Retail \$: 5.4 Bil  
 Pop per Station: 21,886  
 #1 Biller: WKRZ-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WKRZ-F (CHR)	140/12.4	11.9	13.9	12.6	14.9	12.7		1993/31.4	32.6	31.1	G	WKRZ-F
2. WGGY-F (C)	99/ 8.8	10.0	8.3	7.2	8.0	8.6		1095/17.3	20.0	16.9	B	WGGY-F
3. WMGS-F (AC)	92/ 8.1	9.5	8.5	6.6	8.0	8.2		1157/18.2	19.5	15.7	C	WMGS-F
4. WEZX-F (AOR)	77/ 6.8	6.3	6.1	7.4	6.2	6.7		1022/16.1	13.6	12.6	D	WEZX-F
5. WZMT-F (AOR)	73/ 6.5	4.6	3.1	1.4	2.2	3.9		756/11.9	9.8	5.2		WZMT-F
6. WARM (FS)	53/ 4.7	4.9	4.5	3.9	4.3	4.5		743/11.7	11.5	12.4	C	WARM
7. WILK-AA (T)	46/ 4.1	4.0	4.6	4.3	2.4	4.3		626/ 9.9	10.9	7.3	B	WILK-AA
8. WNAK (ST/FS)	39/ 3.4	2.7	3.2	5.4	4.4	3.7		352/ 5.5	4.8	7.2	B	WNAK
9. WBHT-F (CHR)	32/ 2.8	3.0	2.4	3.3	1.9	2.9		656/10.3	11.4	6.6	A	WBHT-F
10. WDLS-F (C)	30/ 2.7	2.8	3.1	3.0	3.3	2.9		496/ 7.8	6.4	7.0	B	WDLS-F
11. WEJL (ST)	24/ 2.1	3.3	2.5	3.6	2.8	2.9		362/ 5.7	7.3	6.2	A	WEJL
12. WWSH-F (SAC)	19/ 1.7	1.5	0.8	1.3	1.5	1.3		440/ 6.9	8.8	7.4		WWSH-F
13. WSGD-F (D)	18/ 1.6	2.1	1.4	2.2	2.4	1.8		300/ 4.7	5.3	5.9	B	WSGD-F
14. WHLM-F (AC)	16/ 1.4	1.6	1.2	1.8	2.0	1.5		312/ 4.9	4.0	4.3		WHLM-F
15.												

12+ FM SHARE (METRO): 76.60% (720 of 940) (SUM 93: 76.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F<	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F<	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F	1 WMGS-F
2 WBHT-F>	2 WEZX-F	2 WEZX-F<	2 WGGY-F	2 WGGY-F<	2 WGGY-F	2 WMGS-F<	2 WMGS-F	2 WGGY-F	2 WGGY-F<	2 WARM-F
3 WGGY-F	WZMT-F>	3 WGGY-F<	3 WEZX-F	3 WMGS-F	3 WMGS-F	3 WGGY-F<	3 WGGY-F	3 WEZX-F	3 WEZX-F<	3 WGGY-F
4 WMGS-F	4 WMGS-F	4 WZMT-F	WMGS-F	4 WEZX-F<	4 WARM	4 WARM <	4 WILK-AA	4 WMGS-F	4 WMGS-F	4 WZMT-F
5	5 WGGY-F	5 WMGS-F	5 WZMT-F	5 WZMT-F	5	5 WEZX-F	5 WZMT-F	5	5 WZMT-F	WKRZ-F
6	6	6	6	6	6	6	6 WEZX-F	6	6 WARM	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F	1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F	1 WZMT-F	1 WZMT-F	1 WZMT-F	1 WZMT-F<	1 WKRZ-F
2 WEZX-F	2 WEZX-F<	2 WMGS-F	2 WMGS-F<	2 WMGS-F	2 WEZX-F	2 WEZX-F>	2 WEZX-F	2 WEZX-F	2 WZMT-F
3 WGGY-F	3 WMGS-F	3 WEZX-F	3 WGGY-F	3 WGGY-F>	3 WKRZ-F	3 WKRZ-F>	3 WGGY-F	WKRZ-F	WGGY-F<
4 WBHT-F	4 WGGY-F	4	4 WEZX-F>	4 WEZX-F	4	4 WGGY-F	WKRZ-F	4 WGGY-F>	4 WEZX-F>
5	5 WZMT-F	5	5 WZMT-F	5 WZMT-F	5	5 WMGS-F	5	5 WMGS-F	5 WMGS-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAZL	1490	HAZELTON	0.4/1.2
WBAX	1240	WILKES-BARRE	1.1/3.1
WCDL	1440	CARBONDALE	0.4/0.9
WCNR	930	BLOOMSBURG	0.4/1.5
WICK	1400	SCRANTON	1.1/3.3
WKAB-F	103.5	BERWICK	0.9/2.3
WMXH	750	OLYPHANT	0.4/0.9
WPMR-F	107.9	TOBYHANNA	0.4/2.4
WQEQ-F	103.1	FREELAND	0.9/3.1
WSBG-F	93.5	STROUDSBURG	0.7/3.5
WTZR-F	92.1	NANTICOKE	1.1/3.9
WVPO	840	STROUDSBURG	0.6/1.1
WVWL-F	104.9	SCRANTON	1.1/2.5
WYMK-F	107.7	TONKHAMNOCK	0.4/2.2
WABC	770	NEW YORK	0.8/2.2
WFMZ-F	100.7	ALLENTOWN	0.7/2.6
WHCY-F	106.3	BLAIRSTOWN, NJ	1.0/2.7
WILQ-F	105.1	WILLIAMSPORT	0.7/1.8
WLEV-F	96.1	EASTON	0.7/2.2
WODE-F	99.9	EASTON	0.8/3.2
WSP1-F	99.7	MT. CARMEL	0.5/1.6
WZZO-F	95.1	BETHLEHEM	1.2/3.9

WILKES BARRE-SCRANTON

RADIO STATIONS

WARM	,	590,	5 KW (DA-2)	,	Full Service	CBS, NBC,	\$ 34.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	,	Standards	SMN,	\$ 14.00	(Roslin)	
WEJL	,	630,	500 W/32 W	,	Standards/FS	UNISTR, ABC,	\$ 20.00	(Christal)	Shamrock-Lynett
WILK	,	980,	5 KW/1 KW (DA-2)	,	Talk/News	CNN, ABC,	\$ 22.00	(Katz)	Keymarket
WICK	,	1400,	1 KW	,	EZ	ABC,	\$ 13.00	(Roslin)	
WNAK	,	730,	1 KW (DAYS)	,	Standards/FS	NBC,	\$ 23.00	(K & P)	
WBHT-F,		97.1,	0.25 KW @ 1102	,	CHR	,	\$ 22.00	(Mc-Guild)	(MOUNTAIN TOP)
WDLS-F,		93.7,	0.75 KW @ 679	,	Country	CBS,	\$ 21.00	(D&R)	(DALLAS)
WEZX-F,		106.9,	0.8 KW @ 1266	,	AOR	ABC,	\$ 47.00	(Christal)	Shamrock-Lynett
WGGY-F,		101.3,	7 KW @ 1109	,	Country	,	\$ 25.00	(Katz)	Keymarket
WHLM-F,		106.5,	36 KW @ 577	,	AC	UNISTR,	\$ 17.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	8.7 KW @ 1171	,	CHR	,	\$100.00	( --- )	Keymarket
WMGS-F,		92.9,	5.3 KW @ 1384	,	AC	,	\$ 42.00	(Mc-Guild)	Susquehanna
WQEQ-F,		103.1,	1.5 KW @ 679	,	AC	USA,	\$ 15.00	( --- )	(FREELAND)
WSBG-F,		93.5,	3 KW @ 781	,	CHR	AP,	\$ 14.00	(Market 4)	Nassau (STROUDSBERG)
WSGD-F,		94.3,	1.1 KW @ 771	,	Oldies	,	\$ 20.00	(Eastman)	(CARBONDALE)
WWSH-F,		102.3,	3 KW @ 72	,	Soft AC	,	\$ 13.00	( --- )	(PITTSBURGH)
WWDL-F,		104.9,	0.27 KW @ 1092	,	Soft AC	ABC,	\$ 12.00	(Roslin)	
WZMT-F,		97.9,	20 KW @ 728	,	AOR	UNISTR,	\$ 17.00	(K & P)	(HAZLETON)
WTZR-F,		92.1,	0.28 KW @ 1056	,	Oldies	,	\$ 18.00	(Roslin)	Shamrock-Lynett (NANTICOKE)

Miscellaneous: WSKS-F changes to WWSH-F and format from CHR to SAC (Sep). . . WYOS changes to WTZR-F (August). . .  
 WBAX, WYOS-F sold to Shamrock (D) for \$ \_\_\_\_\_ . . .

YORK

Arbitron Rank/Pop (12+): 102/364,500  
 MSA Rank/Pop: 136/435,000  
 ADI #44 (w/Harrisburg & Lancaster)  
 Average Person Ratings: 16.7  
 Market TSL: 22.50 hours

Stations: 32/9  
 Diaries: 1102/331:1/62.9%  
 Sample Target: 1055  
 % Below Line: 41.8  
 % Not Listed: 15.1

1993 Revenue: \$12,800,000  
 HH Inc.: \$37,533  
 Retail \$: 3.5 Bil  
 Pop per Station: 40,500  
 #1 Biller: WARM-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 94	WIN 94	FAL 93	SUM 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 93	SUM 93	Revenue Level	
1. WGTY-F (C)	67/11.0	11.6	8.9	9.3	10.4	10.2		677/18.6	18.8	19.9	D	WGTY-F
2. WARM-F (AC)	60/ 9.8	11.6	13.4	10.7	9.9	11.4		804/22.1	22.7	23.6	F	WARM-F
3. WYCR-F (CHR)	39/ 6.4	6.9	5.6	6.6	6.4	6.4		745/20.4	21.7	22.6	C	WYCR-F
WRKZ-F (C)	39/ 6.4	6.3	6.7	7.4	7.2	6.7		504/13.8	14.1	16.9		WRKZ-F
5. WROZ-F (SAC)	32/ 5.2	4.8	5.3	5.0	6.6	5.1		535/14.7	14.6	16.0		WROZ-F
6. WSBA (FS)	31/ 5.1	5.0	7.9	4.3	7.6	5.6		497/13.6	15.2	17.5	D	WSBA
7. WHTF-F (AOR)	29/ 4.8	4.5	3.4	4.2	4.8	4.2		341/ 9.4	10.7	11.1	C	WHTF-F
8. WRVV-F (AC/AOR)	24/ 3.9	3.9	2.7	2.9	3.6	3.4		361/ 9.9	9.0	8.9		WRVV-F
9. WTPA-F (AOR)	21/ 3.4	3.4	3.5	5.4	2.8	3.9		347/ 9.5	11.4	8.3		WTPA-F
10. WQXA-F (AC/CHR)	18/ 3.0	1.4	2.7	1.8	2.1	2.2		376/10.3	7.2	10.4		WQXA-F
11. WHP (FS)	17/ 2.8	2.3	1.5	2.7	2.1	2.3		189/ 5.2	5.9	6.5		WHP
12. WGRX-F (CL AOR)	16/ 2.6	3.2	1.7	3.7	2.7	2.8		368/10.1	8.9	10.8		WGRX-F
WWKL-F (O)	16/ 2.6	2.9	2.1	1.6	3.4	2.3		268/ 7.4	9.0	9.7		WWKL-F
14. WHVR (ST)	12/ 2.0	1.3	2.0	2.4	2.4	1.9		154/ 4.2	4.7	6.1		WHVR

12+ FM SHARE (METRO): 83.59% (433 of 518) (SUM 93: 83.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F	1 WARM-F	1 WARM-F	1 WARM-F<	1 WGTY-F<	1 WGTY-F	1 WARM-F	1 WGTY-F	1 WYCR-F	1 WGTY-F
2	2 WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WGTY-F>>	2 WARM-F>	2 WARM-F	WGTY-F>	2 WARM-F>	2 WGTY-F<	2 WQXA-F
3	WHTF-F	3 WHTF-F<	3 WRVV-F<	3 WRKZ-F<	3 WRKZ-F	3 WSBA	3 WYCR-F	3 WROZ-F<	3 WARM-F	3 WRKZ-F
4	4 WTPA-F	4 WYCR-F	4 WROZ-F	4 WROZ-F	4 WSBA	4 WRKZ-F	WRKZ-F	4 WYCR-F	4 WHTF-F	WYCR-F
5	5 WARM-F	5 WROZ-F	5 WHTF-F	WRVV-F	5	5 WYCR-F<	5 WROZ-F	WRKZ-F	WROZ-F	5
6	WRVV-F	6	6	6	6	6 WHTF-F	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F	1 WYCR-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WHTF-F	1 WHTF-F>	1 WGTY-F	1 WHTF-F	1 WGTY-F<
2 WQXA-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F>	2 WYCR-F	2 WYCR-F	2 WHTF-F	2 WARM-F	2 WARM-F>
3	3 WARM-F	3 WYCR-F	3 WROZ-F	3 WROZ-F>	3	3 WGTY-F	3 WRVV-F	WGTY-F	3 WHTF-F
4	4 WQXA-F	4 WRVV-F	4 WYCR-F>	4 WYCR-F	4	4 WTPA-F	4 WTPA-F	4 WRVV-F	4 WRVV-F
5	WROZ-F	5	5	WRKZ-F	5	5 WRVV-F	5	5 WRKZ-F	5 WRKZ-F
6	6	6	6	6	6	6	6	6 WTPA-F	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WOYK 1350 YORK 0.8/4.3  
 WQXA 1250 YORK 0.3/1.7

WWMD-F 104.7 HAGERSTOWN 2.0/5.1

SEE LANCASTER OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:

WCMB 0.3/1.3 WHYL-F 0.3/1.2  
 WIMX-F 0.3/1.7 WIOV-F 0.7/3.0  
 WCTX-F 0.7/2.1 WLAN-F 0.8/5.7  
 WDAC-F 1.5/4.0 WNNK-F 0.8/5.7  
 WHYL 1.3/3.5

SEE BALTIMORE FOR MORE ABOUT THE FOLLOWING:

WBAL 1.3/3.6 WPOC-F 1.6/4.1  
 WIYY-F 1.1/3.4 WQSR-F 0.3/1.0  
 WLIF-F 0.8/2.0 WMMX-F 0.8/3.1

YORK  
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RADIO STATIONS  
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WGET, 1320, 1 KW/500 W (DA-2), Full Service TALKNT, MBS , \$ 15.00 (Banner)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), Standards NBC , \$ 13.00 (D & R)	
WOYK, 1350, 5 KW/1 KW (DA-1) , Country Oldies MBS , \$ 12.00 (Mc-Guild)	
WSBA, 910, 5 KW/1 KW (DA-2) , Full Service , \$ 49.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6.4 KW @ 1305, AC , \$ 90.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 850, Country MBS , \$ 54.00 (Banner)	(GETTYSBURG)
WHTF-F, 92.7, 1.4 KW @ 699, AOR Source , \$ 30.00 (Mc-Guild)	(STARVIEW)
WQXA-F, 105.7, 25 KW @ 705, AC/CHR , \$ 22.00 (D & R)	
WYCR-F, 98.5, 11 KW @ 928, CHR , \$ 32.00 (D & R)	

Other Ranked Stations -- See Harrisburg, Lancaster, Baltimore and Hagerstown

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock, NR - New Rock, P - Progressive	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* C - Country	O - Oldies (1955 to current)	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian	*
* CL - Classical	SAC - Soft Adult Contemporary	*
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish	*
* E - Ethnic	ST - Big Band, Nostalgia, Standards	*
* EZ - EZ Listening, Beautiful Music, Some Very Soft AC	T - Talk	*
* G - Gospel	U - Urban (majority of audience is non-white)	*
*	? - Others or Unknown	*
*		*

\*\*\*\*\* R E V E N U E L E V E L C O D E S \*\*\*\*\*

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



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- Audience share

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The second part of this book breaks down the audiences of over 1500 stations. For each station the following is provided:

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