

AMERICAN RADIO

Winter 1994 Supplement



James H. Duncan, Jr.

AMERICAN RADIO
WINTER 1994 SUPPLEMENT

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May 1994

Volume XVIII, Number 5

INTRODUCTION

I am pleased to present the seventh edition of American Radio - Winter 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 'Winter Supplement' is issued every May.

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.

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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

Arbitron Rank/Pop (12+): 68
 MSA Rank/Pop: 76/673,000
 Cleveland ADI
 Average Person Ratings: 16.5
 Market TSL: 21.50 hours

Stations: 26/6
 Diaries: 1425/393:1/61.0%
 Sample Target: 1185
 % Below Line: 55.3%
 % Not Listed: 12.4%

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WNIR-F (T)	67/ 7.2	---	6.0	6.3	7.5	6.8		734/13.1	---	13.2	D	WNIR-F
2. WKDD-F (CHR)	66/ 7.1	---	5.5	6.9	3.8	5.8		1049/18.7	---	13.3	E	WKDD-F
WDOK-F (SAC)	66/ 7.1	---	5.4	6.5	6.6	6.4		880/15.7	---	14.7		WDOK-F
4. WONE-F (AOR)	57/ 6.1	---	6.5	6.2	6.1	6.2		997/17.8	---	17.0	D	WONE-F
WMJI-F (O)	57/ 6.1	---	6.4	6.3	6.7	6.4		970/17.3	---	15.9		WMJI-F
6. WQMX-F (C)	52/ 5.6	---	4.1	3.7	2.4	4.0		620/11.1	---	7.1	D	WQMX-F
7. WGAR-F (C)	50/ 5.4	---	4.3	8.4	8.7	6.7		959/17.1	---	17.6		WGAR-F
8. WNCX-F (CL AOR)	41/ 4.4	---	3.9	3.3	3.8	3.9		791/14.1	---	11.9		WNCX-F
9. WAKR (FS)	40/ 4.3	---	5.7	5.0	5.2	5.1		793/14.1	---	15.5	D	WAKR
10. WZAK-F (B)	30/ 3.2	---	2.9	3.1	2.6	3.0		456/ 8.1	---	5.8		WZAK-F

12+ FM SHARE (METRO): 84.85% (689 of 812) (WIN 93: 81.45%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WSLR 1350 AKRON	1.8/4.6		
WHBC-F 94.1 CANTON	1.5/6.0		
WHOT-F 101.1 YOUNGSTOWN	0.4/2.8		
WQXK-F 105.1 SALEM	3.0/7.9		
WRQK-F 106.9 CANTON	0.8/5.2		
WZKL-F 92.5 ALLIANCE	0.3/1.3		

SEE CLEVELAND FOR MORE ABOUT THE FOLLOWING:

WCLV-F 1.0/ 3.6	WNWV-F 0.8/ 4.3
WENZ-F 2.8/ 8.9	WQAL-F 2.9/14.7
WKNR 1.8/ 6.7	WRMR 3.1/ 5.9
WLTF-F 2.9/11.4	WWWE 2.2/ 8.2
WMMS-F 3.9/12.6	WZJM-F 1.6/ 7.5

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			Barnstable
WNIR-F, 100.1, 3 KW @ 315	Talk	CBS, \$42.00	(K & P)	(KENT)
WONE-F, 97.5, 12 KW @ 889	AOR			WQMX duop
WQMX-F, 94.9, 16 KW @ 879	Country			(MEDINA)

Other Ranked Stations -- See Canton or Cleveland

Miscellaneous: Akron was not rated in Fall 1993 because of a sampling error. . . WAKR reclassified as Full Service. . .

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 57/739,900
 MSA Rank/Pop: 64/880,000
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 28/27
 Diaries: 1624/456:1/61.8%
 Sample Target: 1370
 % Below Line: 0.7
 % Not Listed: 17.1

1993 Revenue: \$21,600,000
 HH Inc.: \$36,686
 Retail \$: 7.3 Bil
 Pop per Station: 27,404
 #1 Biller: WGNA-AF \$4,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WGNA-AF (C)	142/11.6	13.6	10.4	12.4	10.6	12.0		1529/20.7	22.1	20.6	F	WGNA-AF
2. WFLY-F (CHR)	127/10.3	10.8	11.0	9.8	9.3	10.5		1915/25.9	25.7	25.2	D	WFLY-F
3. WGY (FS)	118/ 9.6	8.9	8.2	8.9	9.6	8.9		1788/24.2	21.4	23.8	D	WGY
4. WPYX-F (AOR)	85/ 6.9	6.8	7.3	6.7	5.7	6.9		1509/20.4	18.1	18.5	D	WPYX-F
5. WKLI-F (AC)	83/ 6.8	7.1	6.6	6.0	7.2	6.6		1377/18.6	16.7	17.9	D	WKLI-F
6. WYJB-F (SAC)	71/ 5.8	6.6	7.4	5.8	6.5	6.4		1012/13.7	13.9	14.8		WYJB-F
7. WRVE-F (O)	60/ 4.9	3.6	3.3	3.3	3.8	3.8		1047/14.2	13.6	14.6		WRVE-F
8. WQBK-F (CL/AOR)	50/ 4.1	4.1	4.4	5.0	3.4	4.4		930/12.6	14.2	14.4	C	WQBK-F
9. WZRQ-F (AOR)	41/ 3.3	2.2	4.2	3.3	2.6	3.3		644/ 8.7	6.9	8.6	A	WZRQ-F
WABY (ST)	41/ 3.3	2.2	2.0	1.9	2.3	2.4		386/ 5.2	4.5	5.8	A	WABY
11. WTRY-AF (O)	30/ 2.5	2.0	1.8	2.3	2.0	2.2		737/10.0	9.0	7.8	B	WTRY-AF
12. WQBK (T)	29/ 2.4	3.2	2.7	3.2	3.3	2.9		504/ 6.8	9.1	8.6	B	WQBK
13. WXLE-F (AOR/P)	23/ 1.9	1.7	2.3	2.1	1.8	2.0		449/ 6.1	5.9	4.8	A	WXLE-F
14. WPTR (T/N)	18/ 1.5	1.9	1.4	1.8	2.2	1.7		578/ 7.8	7.9	8.1	A	WPTR
15. WHRL-F (J)	17/ 1.4	0.7	1.2	1.5	1.0	1.2		201/ 2.7	2.7	3.3		WHRL-F
16. WEQX-F (AOR/NR)	15/ 1.2	1.9	1.4	3.0	2.1	1.9		374/ 5.1	4.7	5.9	A	WEQX-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.41% (788 of 1018) (WIN 93: 77.41%)

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 WGNA-AF	1 WGNA-AF>	1 WGY	1 WGY <	1 WGNA-AF	1 WGNA-AF	1 WFLY-F	1 WGY <
2	2 WPYX-F	2 WGNA-AF	2 WKLI-F	2 WKLI-F<	2 WGNA-AF>	2 WGNA-AF	2 WGY <	2 WFLY-F>	2 WGY <	2 WGNA-F>
3	3 WGNA-AF	3 WPYX-F	3 WFLY-F	3 WFLY-F	3 WYJB-F	3 WFLY-F<	3 WFLY-F	3 WPYX-F	3 WGNA-AF>	3 WFLY-F
4	4 WKLI-F	4 WKLI-F	4 WPYX-F	4 WPYX-F<	4 WRVE-F	4 WPYX-F	4 WKLI-F	4 WKLI-F<	4 WZRQ-F>	4 WKLI-F
5	5 WQBK-F	5 WQBK-F	5 WQBK-F	5 WGY	5 WABY	5 WQBK-F	5 WYJB-F<	5 WGY	5 WKLI-F	5 WPYX-F
6	WZRQ-F	WRVE-F	WGY	6 WYJB-F<	WKLI-F	6 WKLI-F	6 WPYX-F	6 WYJB-F	6 WRVE-F	6 WYJB-F
7	7	7	WRVE-F	7 WRVE-F<	7	WYJB-F	7	7	7	7
8	8	8	8	8 WQBK-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 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 WGNA-AF>
2 WKLI-F	2 WKLI-F	2 WKLI-F	2 WKLI-F	2 WFLY-F	2 WFLY-F	2 WZRQ-F	2 WGNA-AF<	2 WGNA-AF>	2 WPYX-F<
3 WGNA-AF	3 WGNA-AF<	3 WGNA-AF	3 WGNA-AF>	3 WGNA-AF	3 WZRQ-F	3 WGNA-AF	3 WGNA-AF	3 WFLY-F<	3 WQBK-F
4 WPYX-F	4 WPYX-F>	4 WPYX-F	4 WPYX-F	4 WYJB-F	4 WGNA-AF	4 WFLY-F<	4 WRZQ-F	4 WQBK-F	4 WGY
5	5	5 WQBK-F	5 WRVE-F	5 WGY	5	5 WQBK-F>	5 WRVE-F	5 WZRQ-F	5 WRVE-F
6	6	6 WYJB-F	WYJB-F	6 WPYX-F	6	6	6 WFLY-F	6 WRVE-F	6 WFLY-F
7	7	7	7	7 WRVE-F	7	7	7	7	7

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

WBUG-AF	101.1	FT. PLAIN	0.7/1.8
WCDA-F	96.3	VOORHEESVILLE	0.7/2.9
WCSS	1490	AMSTERDAM	0.2/1.0
WKOL-F	97.7	AMSTERDAM	0.4/2.1
WEMX-F	94.5	RAVENA	0.7/4.5
WSHQ-F	103.5	COBBLESKILL	0.9/2.3
WSSV-F	101.3	STILLWATER	0.8/2.5
WWCP-F	96.7	CLIFTON PARK	0.6/4.5
WJIV-F	101.9	CHERRY VALLEY	0.7/1.7

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 WROW-FM				
WTRY	,	980,	5 KW (DA-N)	,	See WTRY-FM				
WCDA-F,		96.3,	0.2 KW @ 1118	,	Country		\$16.00	(---)	(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	,	AOR		\$30.00	(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)	Griffin
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.)
WZRQ-F,		102.3,	4 KW @ 387	,	AOR	SMN,	\$17.00	(Eastman)	(BALSTON)

Miscellaneous: WGY-F changes to WRVE-F (Feb) and changes format from Oldies to AOR . . . WROW-F changes to WYJB-F (Dec) . . . WSHQ-F (Cobleskill) sold to owners of WQBK A/F (semi-D) for \$550,000 . . .

ALBUQUERQUE

Arbitron Rank/Pop (12+): 71/522,100
 MSA Rank/Pop: 79/645,000
 ADI # 51
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 31/28
 Diaries: 1361/384:1/55.6%
 Sample Target: 1150
 % Below Line: 2.0
 % Not Listed: 11.5

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KRST-F (C)	123/13.9	12.0	11.5	14.6	14.5	13.0		1440/27.6	28.9	28.3	E	KRST-F
2. KMOB (FS)	90/10.1	13.5	9.4	9.6	12.5	10.7		1266/24.2	28.5	25.2	D	KHOB
3. KKSS-F (CHR)	69/ 7.8	7.8	7.4	8.2	6.3	7.8		887/17.0	17.4	17.8	C	KKSS-F
4. KZRR-AF (AOR)	51/ 5.7	5.1	6.9	6.3	6.8	6.0		808/15.5	15.3	18.0	D	KZRR-AF
KZKL-F (O)	51/ 5.7	4.1	3.9	3.6	3.3	4.3		701/13.4	11.5	12.2	C	KZKL-F
6. KKOB-F (AC)	46/ 5.2	7.4	7.3	5.7	7.2	6.4		1006/19.3	23.4	20.2	D	KKOB-F
7. KMGA-F (SAC)	42/ 4.7	4.2	6.2	3.9	4.4	4.8		697/13.3	12.1	12.4	B	KMGA-E
8. KASY-F (C)	34/ 3.8	4.1	4.1	3.5	1.9	3.9		618/11.8	11.1	8.4	B	KASY-F
9. KLSK-F (CL/AOR)	33/ 3.7	5.6	4.0	4.4	4.5	4.4		630/12.1	13.7	16.7	B	KLSK-F
10. KHFM-F (CL)	25/ 2.8	3.7	4.8	4.4	3.7	3.9		431/ 8.3	8.6	9.7	B	KHFM-F
KIVA (ST)	25/ 2.8	2.6	2.7	3.0	2.7	2.8		256/ 4.9	5.6	4.5	A	KIVA
12. KKJY-F (SAC/J)	24/ 2.7	3.2	3.5	3.4	4.2	3.2		438/ 8.4	10.5	10.0	B	KKJY-F
13. KRQ-F (AOR)	22/ 2.5	4.3	4.8	4.1	4.5	3.9		429/ 8.2	9.8	11.4	B	KRQ-F
14. KXKS (SP)	21/ 2.4	0.9	1.1	3.0	1.5	1.9		203/ 3.9	2.0	3.0	A	KXKS
15. KIOT-FF (AOR/P)	20/ 2.3	0.7	0.8	0.7	---	1.1		244/ 4.7	2.7	----		KIOT-FF
16. KOLT-F (C)	16/ 1.8	2.2	2.5	2.5	2.7	2.3		453/ 5.7	9.0	10.4	B	KOLT-F
KALY (SP)	16/ 1.8	0.5	0.9	1.5	0.5	1.2		169/ 3.2	1.6	2.2		KALY
18. KAMX-F (AC)	15/ 1.7	2.2	2.3	1.7	2.7	2.0		428/ 8.2	7.7	8.6	A	KAMX-F
19. KQEO (T)	11/ 1.2	1.0	1.6	1.2	1.2	1.3		199/ 3.8	4.7	4.9	A	KQEO

12+ FM SHARE (METRO): 75.80% (595 of 785) (WIN 93: 77.40%)

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 KKSS-F>	1 KKOB
2	2 KKSS-F<	2 KZRR-AF	2 KZRR-AF<	2 KKOB	2 KRST-F>>	2 KKOB >	2 KRST-F	2 KRST-F>	2 KKSS-F	2 KRST-F>>
3	3 KZRR-AF	3 KZKL-F	3 KZKL-F<	KZKL-F	3 KZKL-F	3 KZRR-AF	3 KZRR-AF	3 KKOB	3 KRST-F	3
4	4 KKOB-F	4 KKOB	4 KKOB	4 KZRR-AF	4 KMGA-F	4 KKSS-F	4 KMGA-F<	4 KZKL-F<	4 KZKL-F	4
5	5 KASY-F	5 KKSS-F	5 KLSK-F<	5 KMGA-F	5 KIVA	5 KKOB-F	5 KZKL-F	5 KZRR-AF<	5 KZRR-AF	5
6	6 KZRR-AF	6 KKOB-F	6 KMGA-F	6 KLSK-F	6 KHFM-F	6 KZKL-F	6 KKSS-F	6 KMGA-F	6 KHFM-F	6
7	7 KLSK-F	7	7 KKOB-F	7 KKOB-F	7	7	7	7 KKOB-F	7 KKOB-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 KKSS-F	1 KRST-F>	1 KRST-F	1 KRST-F>>	1 KRST-F>>	1 KKSS-F	1 KZRR-AF>	1 KZRR-AF	1 KRST-F<	1 KRST-F
2 KRST-F	2 KKOB-F<	2 KKOB-F	2 KKOB-F	2 KMGA-F	2 KRST-F	2 KKSS-F	2 KRST-F	2 KZRR-AF	2 KKOB
3 KKOB-F	3 KKSS-F	3 KASY-F	3 KMGA-F	3 KKOB-F	KZRR-AF	3 KRST-F	3 JLSK-F	3 KKOB	KZRR-AF
4 KASY-F	4 KASY-F	KOYT-F	4 KKSS-F	KZKL-F	4 KKOB	4 KKOB	4 KKOB	4 KZKL-F<	4 KZKL-F
5 KXKS-F	5 KIOT-FF	5 KMGA-F	5 KASY-F	5 KKOB	5	KLSK-F	5 KBAC-F	5 KLSK-F	5 KLSK-F
KZRR-AF	6 KZRR-AF	6 KKSS-F	6 KZKL-F	6 KASY-F	6	6 KZRR-AF	6	6 KKSS-F	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA	TSA
KABQ	1350	ALBUQUERQUE	0.6/2.1	
KARS-AF	97.7	BELSEN	0.9/2.3	
KDEF	1150	ALBUQUERQUE	1.0/1.8	
KJBO	1050	LOS RANCHOS	0.8/2.5	
KRZY	1450	ALBUQUERQUE	01./0.6	
KTMN-F	98.5	LOS ALAMOS	0.3/2.7	
KBAC-F	98.1	LOS VEGAS	1.0/2.9	
KBOM-F	106.7	SANTA FE	0.7/3.0	
KNYN-F	95.5	SANTA FE	0.3/2.3	

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
KQEO, 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, AC	ABC, \$ 22.00 (Banner)	
KASY, 103.3, 23 KW @ 4185, Country	, \$ 26.00 (Christal)	
KBAC, 98.1, 100 KW @ 1036, Prog. AOR	, \$ 19.00 (---)	(LAS VEGAS)
KHFM, 96.3, 20 KW @ 4133, Classical	, \$ 29.00 (CMBS)	
KKJY, 100.3, 23 KW @ 4110, EZ/Soft AC	, \$ 23.00 (Torbet)	Dean
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)	KZRR duop (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)	

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/598,400

Stations: 38/15
Diaries: 1240/483:1/61.8%
Sample Target: 1210
% Below Line: 22.5%
% Not Listed: 8.8%

1993 Revenue: \$17,500,000
HH Inc.: \$35,969
Retail \$: 5.3 Bil
Pop per Station: 39,893
#1 Biller: WLEV-F \$4,000,000

MSA Rank/Pop: 83/618,000
Philadelphia ADI
Average Person Ratings: 17.9
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WAEB-F (CHR)	164/15.3	11.4	9.3	10.4	10.0	11.6		1969/32.9	31.3	25.6	D	WAEB-F
2. WLEV-F (AC)	117/10.9	11.8	11.9	11.2	13.1	11.5		1407/23.5	23.7	27.2	F	WLEV-F
3. WZZO-F (AOR)	95/ 8.9	11.9	11.9	10.9	8.8	10.9		1370/22.9	22.6	23.0	E	WZZO-F
4. WODE-F (O)	94/ 8.8	8.4	7.4	6.9	8.1	7.9		1332/22.3	21.6	21.5	E	WODE-F
5. WFMZ-F (EZ)	93/ 8.7	8.3	10.6	9.2	12.2	9.2		1079/18.0	16.9	22.1	C	WFMZ-F
6. WAEB (N/T)	79/ 7.4	4.3	6.1	5.0	4.9	5.7		1123/18.8	15.0	15.0	C	WAEB
7. WXTU-F (C)	39/ 3.6	3.1	2.7	2.4	1.7	3.0		500/ 8.4	7.0	6.9		WXTU-F
8. WYSP-F (CL AOR)	34/ 3.2	3.1	2.6	3.1	3.0	3.0		607/10.1	10.9	10.4		WYSP-F
9. WKAP (ST)	28/ 2.6	4.3	2.3	4.0	2.0	3.3		376/ 6.3	8.8	5.9	A	WKAP
10. WEST (ST)	20/ 1.9	2.9	2.5	2.1	2.5	2.4		253/ 4.2	5.6	4.3	A	WEST
11. WXXW (C)	19/ 1.8	2.2	2.6	2.6	3.1	2.3		274/ 4.6	6.0	5.7	B	WXXW
12.												
13.												
14.												
15.	12+ FM SHARE (METRO):	77.28%	(755 of 977)	(WIN 93:	76.87%)							

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

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

WGPA 1100	BETHLEHEM	0.3/1.7
WHCY-F 106.3	BLAIRSTOWN, NJ	0.4/1.6
WIP1 1230	EASTON	0.4/1.2
WLSH 1410	LANSFORD	0.4/1.4
WRNJ 1000	HACKETTSTOWN	0.4/1.8
WYNS 1160	LEHIGHTON	0.7/1.8
WABC 770	NEW YORK	1.7/3.4
WBYN-F 107.5	BOYERTOWN	0.8/2.5
WFAN 660	NEW YORK	0.5/1.4
WIOV-F 105.1	EPHRATA	0.9/2.0
WKRZ-F 98.5	WILKES-BARRE	0.3/1.9
WOR 710	NEW YORK	1.3/3.3
WPLJ-F 95.5	NEW YORK	0.5/1.3
WPST-F 97.5	TRENTON	0.4/1.9
WRFY-F 102.5	READING	0.6/2.8
WXRK-F 92.3	NEW YORK	0.7/1.3

SEE PHILADELPHIA FOR MORE ABOUT THE FOLLOWING STATIONS:

KYW 1.0/6.6	WMMR-F 0.8/4.9
WBEB-F 0.6/2.1	WOGL-F 0.3/1.8
WFLN-F 0.5/1.6	WUSL-F 0.3/2.3
WIOQ-F 0.8/4.3	WWDB-F 0.6/2.6
WIP 0.5/1.7	WYXR-F 0.4/3.1
WJJZ-F 0.7/1.6	

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)	Telemedia
WKAP, 1320, 5 KW/1 KW (DA-2), Standards	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)	Telemedia
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

***** 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

***** 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	

ATLANTA

Arbitron Rank/Pop (12+): 12/2,281,900
 MSA Rank/Pop: 9/3,260,000
 ADI # 10
 Average Person Ratings: 16.9
 Market TSL: 22.00 hours

Stations: 24/22
 Diaries: 3355/ 799:1/54.8%
 Sample Target: 2860
 % Below Line: 0.8
 % Not Listed: 10.8

1993 Revenue: \$120,000,000
 HH Inc.: \$37,649
 Retail \$: 27.5 Bil
 Pop per Station: 121,905
 #1 Biller: WVEE-F \$14,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WVEE-F (B)	583/12.9	13.5	13.2	13.3	11.1	13.2		5163/19.3	20.5	19.9	I	WVEE-F
2. WKHX-F (C)	416/ 9.2	8.9	7.4	9.6	9.0	8.8		4998/18.6	19.4	17.3	H	WKHX-F
3. WPCH-F (SAC)	313/ 6.9	7.1	8.1	8.0	6.9	7.5		4755/17.7	20.7	18.6	I	WPCH-F
4. WSB-F (AC)	290/ 6.4	6.2	5.6	6.5	5.8	6.2		5001/18.6	18.4	19.2	H	WSB-F
5. WSB (FS/T)	281/ 6.2	5.6	6.7	5.3	5.8	6.0		4512/16.8	17.6	17.3	I	WSB-F
6. WSTR-F (CHR)	258/ 5.7	7.2	6.3	6.2	5.9	6.4		4486/16.7	18.0	16.4	H	WSTR-F
7. WKLS-F (AOR)	241/ 5.3	4.8	5.0	4.6	5.0	4.9		3757/14.0	15.4	14.5	H	WKLS-F
8. WYAY-F (C)	230/ 5.1	4.9	3.9	4.1	5.4	4.5		3149/11.7	12.8	12.8	G	WYAY-F
9. WALR-F (B/AC)	217/ 4.8	5.0	5.3	5.9	6.1	5.3		3369/12.6	12.5	12.5	F	WALR-F
10. WNNX-F (AOR-NR)	197/ 4.3	4.0	4.9	4.1	4.0	4.1		3576/13.3	13.0	12.0	G	WNNX-F
11. WFOX-F (O)	170/ 3.8	3.8	4.8	4.1	4.5	4.1		3183/11.9	13.3	15.1	H	WFOX-F
12. WGST (N/T)	163/ 3.6	3.8	6.5	5.6	5.2	4.9		2754/10.3	11.3	13.5	I	WGST
13. WZGC-F (CL AOR)	158/ 3.5	3.5	3.4	4.8	4.6	3.8		3354/12.5	14.4	14.7	H	WZGC-F
14. WAOK (G)	124/ 2.7	2.4	3.1	1.9	3.4	2.5		1552/ 5.8	4.4	5.8	C	WAOK
15. WJZF-F (J)	113/ 2.5	1.0	0.9	1.1	1.3	1.4		1793/ 6.7	3.3	4.5		WJZF-F
16. WGST-F (N/T)	81/ 1.8	0.9	0.4	---	---	1.0		1502/ 5.6	3.7	---		WGST-F
17. WCNN (SPRTS)	51/ 1.1	0.9	0.7	0.6	1.1	0.8		1116/ 4.2	4.1	6.5	C	WCNN
18. WQXI (ST)	35/ 0.8	1.3	1.4	1.4	1.5	1.2		757/ 2.8	2.9	3.3	C	WQXI
19.												
20.												

12+ FM SHARE (METRO): 81.77% (3305 of 4042) (WIN 93: 79.19%)

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 WPCH-F<	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>
2 WSTR-F	2 WKLS-F<	2 WKHX-F	2 WKHX-F	2 WKHX-F	2 WSB <	2 WKHX-F	2 WPCH-F	2 WKHX-F	2 WKHX-F	2 WSB >
3 WNNX-F	3 WKHX-F	3 WSB -F<	3 WSB -F	3 WSB -F<	3 WKHX-F	3 WSB	WKHX-F	3 WSB -F	3 WALR-F<	3 WYAY-F<
4 WKHX-F	4 WSTR-F<	4 WKLS-F	4 WPCH-F<	4 WPCH-F	4 WSB -F	4 WPCH-F	4 WSB -F<	4 WPCH-F	4 WSTR-F	4 WPCH-F
5	5 WNNX-F	5 WSTR-F	5 WKLS-F	5 WALR-F<	5 WVEE-F	5 WSTR-F<	5 WSB	5 WSTR-F	5 WSB -F	5 WALR-F
6	6 WSB -F	6 WPCH-F	6 WALR-F	6 WKLS-F<	6 WFOX-F	6 WSB -F	6 WGST	6 WKLS-F	6 WNNX-F	6 WKHX-F
7	7 WZGC-F	7 WALR-F	7 WSTR-F	7 WSB <	7 WGST	7 WYAY-F	7 WKLS-F	7 WYAY-F	7 WKLS-F<	7 WFOX-F
8	8	8	8	8 WSTR-F	8 WALR-F	8	8	8	8 WYAY-F	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 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WKHX-F
2 WKHX-F	2 WSTR-F	2 WSTR-F	2 WSB -F	2 WSB -F<	2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F<	2 WVEE-F
3 WNNX-F	3 WSB -F	3 WSB -F	3 WKHX-F	3 WPCH-F<	3 WNNX-F	3 WKHX-F	3 WKHX-F	3 WKHX-F>	3 WKLS-F
4 WSTR-F	4 WKHX-F	4 WKHX-F	4 WPCH-F<	4 WKHX-F	4 WKHX-F	4 WNNX-F<	4 WZGC-F	4 WZGC-F	4 WSB
5 WSB -F	5 WNNX-F	5 WALR-F	5 WSTR-F	5 WALR-F<	5 WZGC-F	5 WZGC-F	5 WNNX-F	5 WSB	5 WGST <
6 WYAY-F	6 WALR-F	6 WPCH-F	6 WALR-F	6 WSTR-F	6 WSTR-F	6 WSTR-F	6 WSTR-F	6 WNNX-F<	6 WZGC-F
7 WKLS-F	7 WKLS-F	7 WNNX-F	7 WYAY-F	7 WYAY-F	7 WYAY-F	7	7 WSB -F	7 WSB -F	7 WSB -F
8	8	8 WKLS-F	8	8	8	8	8 WALR-F	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WAFS	920	ATLANTA	0.5/1.6	
WGKA	1190	ATLANTA	0.5/0.9	
WIGO	1340	ATLANTA	0.5/1.0	
WYZE	1480	ATLANTA	0.4/1.2	
WTSH-F	107.1	ROCKMART	0.5/1.1	
WVFJ-F	93.3	MANCHESTER	0.4/1.7	

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel		\$ 50.00	(Mc-Guild)	Summit
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)	Summit	
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: 15.1
 Market TSL: 20.25 hours

Stations: 24/21
 Diaries: 1507/504:1/50.9%
 Sample Target: 1370
 % Below Line: 1.9
 % Not Listed: 17.7

1993 Revenue: \$27,500,000
 HH Inc.: \$32,487
 Retail \$: 7.9 Bil
 Pop per Station: 36,143
 #1 Biller: KASE-F \$6,700,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KASE-F (C)	147/12.8	15.5	11.5	13.5	14.4	13.3		1997/26.3	28.6	30.2	G	KASE-F
2. KHFI-F (CHR)	126/11.0	9.1	9.5	9.9	7.5	9.9		1896/25.0	24.1	19.1	D	KHFI-F
3. KLBJ (N/T)	90/ 7.8	6.8	6.9	6.7	6.9	7.1		1393/18.4	17.7	16.1	D	KLBJ
4. KVET-F (C)	76/ 6.6	7.2	5.3	4.8	6.0	6.0		1150/15.2	17.7	16.0	D	KVET-F
5. KKMJ-F (SAC)	75/ 6.5	6.4	7.4	6.2	7.0	6.6		1144/15.1	14.8	17.6	E	KKMJ-F
6. KLBJ-F (AOR)	64/ 5.6	6.2	5.7	9.4	7.1	6.4		1181/15.6	15.7	19.1	D	KLBJ-F
7. KPEZ-F (CL/AOR)	48/ 4.2	4.5	5.8	5.4	3.5	5.0		1000/13.2	13.2	11.2	C	KPEZ-F
8. KUTZ-F (AOR)	42/ 3.7	2.5	4.5	1.7	3.2	3.1		689/ 9.1	7.1	7.7	B	KUTZ-F
9. KEYI-F (AC)	41/ 3.6	3.7	4.5	4.8	3.3	4.2		896/11.8	12.8	11.5	B	KEYI-F
10. KGSR-F (AOR/P)	40/ 3.5	3.5	4.2	3.7	4.5	3.7		694/ 9.1	8.6	10.8	C	KGSR-F
11. KFGI-F (O)	30/ 2.6	4.1	2.5	3.2	2.3	3.1		841/11.1	11.6	9.7	B	KFGI-F
12. KVET (C/FS)	22/ 1.9	1.5	1.3	1.1	0.7	1.5		469/ 6.2	5.0	3.3		KVET
13. KHHT-F (C)	21/ 1.8	2.0	1.5	2.4	1.8	1.9		555/ 7.3	8.6	8.2		KHHT-F
14. KNNC-F (AOR/NR)	20/ 1.7	2.1	2.1	1.8	1.7	1.9		485/ 6.4	7.5	6.3		KNNC-F
15. KJCE (?)	18/ 1.6	0.3	0.1	0.1	---	0.5		164/ 2.2	1.2	0.7		KJCE
16. KTXZ (SP)	15/ 1.3	0.7	0.9	1.2	1.2	1.0		180/ 2.4	2.2	1.9		KTXZ
17. KKLB-F (SP)	14/ 1.2	1.4	0.5	2.7	0.8	1.5		225/ 3.0	3.1	2.5		KKLB-F
18. KELG (SP)	14/ 1.2	1.0	---	0.6	1.3	0.7		170/ 3.2	1.4	1.4		KELG
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.70% (754 of 946) (WIN 93: 80.59%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KFON	1470	AUSTIN	0.5/1.5	
KIXL	970	DELVALLE	1.0/3.0	
KTAE	1260	TAYLOR	0.3/0.8	
KSAH	720	UNIVERSAL CITY	0.4/0.7	
KXTN-F	107.5	SAN ANTONIO	0.9/2.1	
WOAI	1200	SAN ANTONIO	0.6/3.1	

AUSTIN

RADIO STATIONS

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)	(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	,	Country	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: KFGI-F (Luling) sold to Amaturo for \$2,500,000 (D) . . .

BAKERSFIELD

Arbitron Rank/Pop (12+): 86/412,600

MSA Rank/Pop: 86/618,000

Average Person Ratings: 15.8

Market TSL: 21.25 hours

Stations: 29/24

Diaries: 1208/341:1/47.4%

Sample Target: 1080

% Below Line: 4.4%

% Not Listed: 15.0%

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level
1. KUZZ-F (C)	100/15.3	17.2	15.0	13.7	15.9	15.3		1197/29.1	30.9	30.1	KUZZ-F
2. KERN (N/T)	55/ 8.4	6.3	7.1	7.7	6.8	7.4		657/15.9	12.5	16.0	KERN
3. KKXX-F (CHR)	47/ 7.2	9.2	6.3	11.8	9.2	8.6		812/19.7	22.1	18.1	KKXX-F
4. KIWI-F (SP)	39/ 6.0	5.5	5.4	3.3	3.0	5.1		390/ 9.5	8.5	4.4	KIWI-F
5. KRAB-F (AOR)	34/ 5.2	6.2	7.4	5.9	6.9	6.2		575/14.0	14.2	16.7	KRAB-F
6. KLLY-F (AC)	32/ 4.9	4.1	4.1	3.6	3.9	4.2		569/13.8	11.3	10.7	KLLY-F
7. KGFM-F (SAC/EZ)	30/ 4.6	5.2	4.7	5.2	5.8	4.9		502/12.2	12.2	11.4	KGFM-F
8. KERN-F (O)	25/ 3.8	4.9	4.6	4.6	3.6	4.5		487/11.8	12.8	12.4	KERN-F
9. KSUV-F (SP)	21/ 3.2	3.3	4.0	3.8	4.8	3.6		294/ 7.1	4.3	7.0	KSUV-F
10. KWAC (SP)	18/ 2.8	1.7	2.8	3.0	---	2.6		242/ 5.9	4.1	---	KWAC
11. KCWR (C)	17/ 2.6	1.6	4.1	2.3	2.7	2.7		218/ 5.3	4.8	5.2	KCWR
12. KCNQ-F (C)	14/ 2.1	0.8	1.6	2.1	1.9	1.7		126/ 3.1	1.7	2.4	KCNQ-F
13. KCHT-F (CHR)	12/ 1.8	1.6	2.5	1.1	1.6	1.8		280/ 6.8	5.0	6.4	KCHT-F
14. KCHJ (SP)	11/ 1.7	0.6	0.4	---	---	0.9		151/ 3.7	1.7	---	KCHJ
15. KNZR (N)	10/ 1.5	1.4	1.6	2.4	2.9	1.7		230/ 5.6	6.2	7.1	KNZR

12+ FM SHARE (METRO): 73.87% (410 of 555) (WIN 93: 78.24%)

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 KKXX-F	2 KKXX-F<	2 KERN	2 KERN	2 KERN >	2 KERN >	2 KERN >>	2 KKXX-F	2 KKXX-F	2 KKXX-F
3 KRAB-F	3 KIWI-F	3 KERN	3 KLLY-F	3 KLLY-F	3 KGFM-F	3 KKXX-F	3 KLLY-F	3 KERN	3 KRAB-F	3 KCWR
4	4 KRAB-F>	4 KIWI-F	4 KIWI-F	4 KIWI-F	4 KLLY-F	4 KLLY-F	4 KIWI-F	4 KIWI-F	4 KIWI-F	4 KWAC
5	5 KERN	5 KLLY-F	5 KKXX-F	5 KKXX-F	5 KERN-F	5 KGFM-F	5 KGFM-F	5 KRAB-F	5	5

WOM 18-24	WOM 18-34	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 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 KERN
2 KKXX-F	2 KKXX-F>	2 KIWI-F	2 KKXX-F	2 KLLY-F>	2 KRAB-F	2 KRAB-F	2 KIWI-F	2 KERN	2 KUZZ-F>
3 KIWI-F	3 KIWI-F	KKXX-F	3 KLLY-F	3 KKXX-F	3 KKXX-F	3 KIWI-F	KRAB-F	3 KRAB-F	3 KIWI-F
4 KRAB-F	4 KLLY-F>	4 KLLY-F	4 KIWI-F	4 KGFM-F	4 KIWI-F	4 KKXX-F>	4 KKXX-F	4 KIWI-F	4 KRAB-F
5	5	5 KERN-F	5 KERN-F	5 KERN	5	5 KERN	5 KERN	5 KKXX-F	5 KLLY-F
6	6	6	KGFM-F	KERN-F KIWI-F	6	KSUV-F	6	6	6

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

KAFY	970	BAKERSFIELD	1.1/3.8
KBID	1350	BAKERSFIELD	0.6/2.6
KERI	1180	WASCO	1.1/2.9
KGEO	1230	BAKERSFIELD	1.1/2.6
KHIS-F	96.5	BAKERSFIELD	1.1/3.6
KKBB-F	97.7	SHAFTER	1.1/4.6
KMYX-F	103.9	TAFT	1.1/4.0
KTIE-F	107.1	BAKERSFIELD	1.2/7.3
KVLI-F	104.5	LAKE ISABELLA	1.1/2.2
KBOS-F	94.9	TULARE	1.5/3.9
KFI	640	LOS ANGELES	0.6/2.1
KLOS-F	95.5	LOS ANGELES	0.9/2.5
KMJ	580	FRESNO	0.8/2.0
KTPI-F	103.1	TEHACHAPI	0.6/2.1

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)	(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

Miscellaneous: KKBB-F sold to Caballero (owner of KXEM, KSUV-F) for \$525,000 (D) (Stevens) . . . KMYX-F changes to Hispanic. . .

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,036,100
 MSA Rank/Pop: 17/2,460,000
 ADI # 22
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 36/20
 Diaries: 2864/ 711:1/56.2%
 Sample Target: 2500
 % Below Line: 15.3
 % Not Listed: 11.7

1993 Revenue: \$63,500,000
 HH Inc.: \$37,655
 Retail \$: 18.9 Bil
 Pop per Station: 101,805
 #1 Biller: WBAL \$10,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WBAL (N/T)	309/ 8.5	8.6	10.6	7.8	7.7	8.9		4344/21.3	19.8	18.7	I	WBAL
2. WPOC-F (C)	280/ 7.7	9.9	8.9	8.9	8.2	8.9		3254/16.0	18.4	16.4	H	WPOC-F
3. WLIF-F (SAC)	252/ 6.9	4.2	5.7	5.6	7.2	5.6		3593/17.6	12.5	15.9	G	WLIF-F
4. WWMX-F (AC)	246/ 6.7	4.8	3.7	5.4	5.3	5.2		3658/18.0	14.1	15.8	H	WWMX-F
5. WQSR-F (O)	233/ 6.4	5.7	5.3	5.7	5.2	5.8		3207/15.8	14.6	12.2	H	WQSR-F
6. WXYV-F (B)	222/ 6.1	5.8	6.0	5.9	6.7	6.0		3020/14.8	16.0	15.4	G	WXYV-F
7. WERQ-F (B/CHR)	198/ 5.4	4.5	4.6	5.2	4.0	4.9		2756/13.5	14.0	13.9	D	WERQ-F
8. WIYY-F (AOR)	189/ 5.2	5.5	4.5	4.2	4.0	4.9		3066/15.1	16.1	14.7	G	WIYY-F
9. WWIN-F (B)	133/ 3.6	3.7	3.6	2.2	3.1	3.3		1551/ 7.6	8.0	7.6	D	WWIN-F
10. WSSF-F (SAC)	127/ 3.5	3.0	2.3	3.2	2.7	3.0		2170/10.7	10.7	10.9		WSSF-F
11. WHFS-F (AOR-P)	120/ 3.3	3.2	3.0	2.8	3.4	3.1		2051/10.1	10.8	8.1		WHFS-F
12. WCBM (T)	111/ 3.0	4.4	3.4	4.8	5.1	3.9		1345/ 6.6	8.5	9.7	D	WCBM
13. WGRX-F (CL.AOR)	97/ 2.7	2.6	2.4	2.6	2.2	2.6		1796/ 8.8	9.8	8.8	C	WGRX-F
14. WCAO (G)	81/ 2.2	2.5	2.3	1.8	2.6	2.2		989/ 4.9	5.1	5.2		WCAO
15. WPGC-F (CHR)	67/ 1.8	1.7	1.9	2.0	1.7	1.9		1432/ 7.0	7.4	7.2		WPGC-F
16. WJFK (T)	56/ 1.5	1.0	1.6	1.8	1.4	1.5		899/ 4.4	3.6	4.1		WJFK
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 77.96% (2515 of 3226) (WIN 93: 74.45%)

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 WWMX-F>	1 WWMX-F	1 WWMX-F	1 WBAL >	1 WBAL >	1 WLIF-F	1 WWNX-F<	1 WXYV-F<	1 WBAL >>
2 WXYV-F>	2 WWMX-F	2 WPOC-F<	2 WPOC-F	2 WQSR-F<	2 WLIF-F<	2 WPOC-F	2 WPOC-F<	2 WPOC-F	2 WERQ-F	2 WPOC-F
3 WIYY-F	3 WXYV-F	3 WXYV-F<	3 WQSR-F	3 WPOC-F	3 WPOC-F	3 WQSR-F	3 WWMX-F<	3 WBAL-F	3 WBAL	3 WQSR-F
4	4 WERQ-F	4 WIYY-F	4 WLIF-F<	4 WLIF-F	4 WLIF-F	4 WQSR-F>	4 WWMX-F	4 WBAL	4 WLIF-F	4 WIYY-F
5	5 WPOC-F	5 WQSR-F<	5 WXYV-F	5 WBAL <	5 WWMX-F	5 WLIF-F	5 WQSR-F>	5 WERQ-F	5 WLIF-F	5 WXYV-F
6	6 WHFS-F	6 WLIF-F	6 WBAL <	6 WXYV-F	6 WSSF-F	6 WXYV-F<	6 WXYV-F	6 WXYV-F	6 WWIN-F	6 WIYY-F
7	7 WGRX-F<	7 WERQ-F	7 WBAL	7 WIYY-F	7 WIYY-F	7 WIYY-F	7 WIYY-F	7 WIYY-F	7 WPOC-F	7
8	8 WWIN-F	8 WBAL	8 WWIN-F	8 WWIN-F	8	8	8	8 WQSR-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 WXYV-F	1 WWMX-F<	1 WWMX-F	1 WWMX-F>	1 WWMX-F	1 WIYY-F	1 WIYY-F>	1 WIYY-F	1 WIYY-F	1 WPOC-F<
2 WERQ-F	2 WXYV-F>	2 WXYV-F	2 WLIF-F<	2 WLIF-F	2 WERQ-F	2 WPOC-F<	2 WPOC-F	2 WPOC-F	2 WQSR-F
3 WWMX-F	3 WERQ-F<	3 WWIN-F	3 WXYV-F	3 WQSR-F	3 WXYV-F	3 WERQ-F	3 WWMX-F	3 WBAL <	3 WBAL
4 WIYY-F	4 WIYY-F	4 WLIF-F	4 WQSR-F<	4 WPOC-F<	4 WGRX-F	4 WHFS-F<	4 WHFS-F	4 WWMX-F	4 WIYY-F
5 WLIF-F	WLIF-F	5 WPOC-F	5 WPOC-F	5 WXYV-F>	5 WHFS-F	5 WGRX-F<	5 WGRX-F	5 WQSR-F	5 WWMX-F>
6 WPGC-F	6 WWIN-F	6 WIYY-F	6 WERQ-F	6 WWIN-F>	6 WWMX-F	6 WWMX-F	6 WERQ-F	6 WERQ-F<	6 WHFS-F<
7 WPOC-F	7 WPOC-F<	7 WERQ-F	7 WWIN-F	7 WBAL	7 WPGC-F	7 WXYV-F	7 WBAL	7 WGRX-F<	7 WGRX-F<
8 WWIN-F	8 WHFS-F	8 WHFS-F	8 WIYY-F	8	8	8	8	8 WHFS-F	8 WLIF-F<
9	9	9	9	9	9	9	9	9	9 WXYV-F

BALTIMORE

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

WBGR	860	BALTIMORE	0.8/2.1
WITH	1230	BALTIMORE	1.0/3.7
WRBS-F	95.1	BALTIMORE	1.3/3.4
WWIN	1400	BALTIMORE	0.6/2.8
WWLB	1360	BALTIMORE	0.6/1.7
WXCX-F	103.7	HAVRE DE GRACE	0.3/1.1
WXZL-F	103.1	GRASONVILLE	0.5/2.7
WWMD-F	104.7	HAGERSTOWN	0.3/1.0

See Washington for more information about the following:

WARW-F	0.5/2.0	WKYS-F	0.4/2.1
WASH-F	0.4/1.9	WMAL	0.3/1.6
WBIG-F	0.7/2.8	VMZQ-F	0.7/2.3
WGAY-F	0.3/1.5	WRQX-F	1.4/5.2
WHUR-F	1.0/3.6	WTOP	0.9/5.0
WJFK-F	0.5/1.4	WWDC-F	1.3/7.0

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)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	, Talk	ABC, NBC, \$ 47.00 (Katz)	
WITH, 1230, 1 KW	, Standards	MBS, \$ 35.00 (Roslin)	
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)	Sconnix	
WRBS, 95.1, 50 KW @ 500, Religion	, \$ 25.00 (---)		
WSSF, 104.3, 50 KW @ 420, Soft AC	, \$ 80.00 (Banner)	Capitol	
WWIN, 95.9, 3 KW @ 298, Black	UNISTR, \$ 70.00 (Torbet)	Radio One	
WWMX, 106.5, 7.4 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol	
WXYV, 102.7, 50 KW @ 400, Black	, \$ 142.00 (Mc-Guild)	Summit	

OTHER RANKED STATIONS -- See Washington

Miscellaneous: WITH sold to Guardian for \$850,000 . . .

BATON ROUGE

Arbitron Rank/Pop (12+): 82/441,100

Stations: 20/15
Diaries: 1319/334:1/50.5%
Sample Target: 1070
% Below Line: 9.4
% Not Listed: 12.5

1993 Revenue: \$16,500,000
HH Inc.: \$33,006
Retail \$: 4.6 Bil
Pop per Station: 29,407
#1 Biller: WYNK-AF \$3,700,000

MSA Rank/Pop: 91/549,000

ADI # 95

Average Person Ratings: 16.1

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WYNK-AF (C)	106/14.9	16.3	13.2	18.0	19.0	15.6		1224/27.7	30.6	29.1	E	WYNK-AF
2. KQXL-F (B)	84/11.8	11.6	11.9	12.0	11.6	11.8		903/20.5	21.8	20.3	C	KQXL-F
3. WXOK (B)	61/ 8.6	11.4	10.0	8.9	11.1	9.7		673/15.3	18.2	20.3	B	WXOK
4. WJBO (N/T)	52/ 7.3	5.7	7.4	5.9	5.3	6.6		703/15.9	15.3	14.3	C	WJBO
5. WFMF-F (CHR)	44/ 6.2	4.6	5.5	6.4	6.6	5.7		976/22.1	18.6	18.1	C	WFMF-F
6. WKJN-F (C)	43/ 6.1	6.0	5.5	5.7	5.3	5.8		768/17.4	17.8	13.5	D	WKJN-F
7. WTGE-F (AOR)	42/ 5.9	4.7	4.2	4.4	3.9	4.8		715/16.2	14.1	15.2	B	WTGE-F
8. KRVE-F (AC)	39/ 5.5	4.3	4.5	6.2	4.9	5.1		694/15.7	13.6	15.0	C	KRVE-F
9. WGGZ-F (O)	25/ 3.5	3.9	4.9	3.6	5.5	4.0		470/10.7	11.9	10.8	C	WGGZ-F
WCKW-F (CL/AOR)	25/ 3.5	2.7	2.5	4.3	4.0	3.3		480/10.9	11.0	13.1		WCKW-F
11. WQUE-F (B)	20/ 2.8	4.6	2.3	3.3	2.6	3.3		329/ 7.5	9.5	7.6	A	WQUE-F
12. WYCT-F (C)	18/ 2.5	2.3	1.9	0.9	---	1.9		425/ 9.6	8.4	---	A	WYCT-F
13. WNDC (G)	15/ 2.1	2.9	2.2	2.4	2.5	2.4		236/ 5.4	4.4	4.5	A	WNDC
14. WQCK-F (REL)	13/ 1.8	1.7	2.5	0.6	1.7	1.7		247/ 5.6	3.5	4.2		WQCK-F

12+ FM SHARE (METRO): 75.52% (469 of 621) (WIN 93: 75.21%)

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

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

WIBR	1300	BATON ROUGE	1.1/3.6
WLUX	1550	BATON ROUGE	0.4/1.3
KHOM-F	104.1	HOUMA	1.5/5.9
KTDY-F	99.9	LAFAYETTE	0.4/3.1
WWL	870	NEW ORLEANS	1.1/3.3

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	(---)	
WXOK	, 1460,	5 KW/1 KW (DA-3)	, Black	AURN, \$21.00	(Banner)	
KQXL-F,	106.5,	50 KW @ 298	, Black	AURN, ABC, \$36.00	(Banner)	(NEW ROADS)
KRVE-F,	96.1,	43 KW @ 449	, AC	, \$30.00	(K & P)	(BRUSLY)
WFMF-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)	KQXL duop (KENTWOOD)
WYNK-F,	101.5,	100 KW @ 1499	, Country	ABC, \$90.00	(Torbet)	Narragansett

Other Ranked Stations - See New Orleans

BIRMINGHAM

Arbitron Rank/Pop (12+): 54/775,300
 MSA Rank/Pop: 66/865,000
 ADI # 49
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 25/20
 Diaries: 1784/435:1/51.4%
 Sample Target: 1395
 % Below Line: 5.5
 % Not Listed: 11.0

1993 Revenue: \$27,000,000
 HH Inc.: \$30,698
 Retail \$: 6.8 Bil
 Pop per Station: 38,765
 #1 Biller: WZZK-AF \$6,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WZZK-AF (C)	233/18.7	18.6	17.8	17.7	18.4	18.2		2623/33.8	33.9	32.3	G	WZZK-AF
2. WENN-F (B)	132/10.6	10.4	10.9	11.1	10.9	10.8		1448/18.7	18.8	18.4	D	WENN-F
3. WMJJ-F (AC)	123/ 9.8	8.1	6.3	6.0	6.3	7.6		1591/20.5	19.0	16.9	E	WMJJ-F
4. WERC (N/T)	89/ 7.1	7.4	7.6	8.4	6.4	8.1		1102/14.2	15.7	14.2	C	WERC
5. WZRR-F (AOR/CL)	88/ 7.0	5.9	5.9	6.7	7.9	6.4		1181/15.2	18.4	16.4	E	WZRR-F
6. WATV (B)	63/ 5.0	4.3	3.4	4.1	5.3	4.2		672/ 8.7	12.5	11.0	A	WATV
7. WODL-F (O)	57/ 4.6	4.9	5.3	7.7	5.9	5.6		969/12.5	8.5	17.9	C	WODL-F
WAPI-F (CHR)	57/ 4.6	5.7	5.4	5.4	6.8	5.3		1140/14.7	17.6	18.9	D	WAPI-F
9. WAGG (G)	49/ 3.9	4.1	4.3	2.2	2.6	3.6		489/ 6.3	7.1	8.0	A	WAGG
10. WTUG-F (B)	37/ 3.0	2.5	3.4	3.9	2.8	3.2		621/ 8.0	7.0	6.8		WTUG-F
11. WDJC-F (REL)	35/ 2.8	2.9	2.4	2.2	3.0	2.6		692/ 8.9	8.5	9.6	B	WDJC-F
12. WAPI (ST)	31/ 2.5	2.3	3.5	2.6	4.0	2.7		592/ 7.6	17.6	18.9	B	WAPI
13. WJLD (B)	23/ 1.8	1.6	2.4	2.6	2.1	2.1		429/ 5.5	5.1	5.6	A	WJLD
WVBR-F (AOR)	23/ 1.8	1.8	---	---	---	---		385/ 5.0	5.8	---		WVBR-F
15. WJOX (SPRST)	15/ 1.2	1.7	1.9	1.2	1.1	1.5		380/ 4.9	7.8	4.8	B	WJOX

12+ FM SHARE (METRO): 73.85% (822 of 1113) (WIN 93: 73.68%)

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-F<
2 WEZK-AF>>	2 WZRR-F<	2 WMJJ-F<	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WMJJ-F	2 WMJJ-F	2 WENN-F<	2 WZZK-AF>>	2 WENN-F
3 WAPI-F	3 WENN-F	3 WENN-F<	3 WENN-F	3 WENN-F	3 WMJJ-F	3 WENN-F	3 WERC	3 WMJJ-F>	3 WTUG-F	3 WMJJ-F
4	4 WMJJ-F>	4 WZRR-F>	4 WZRR-F>	4 WZRR-F>	4 WATV	4 WERC	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WERC
5	5 WAPI-F	5 WODL-F	5 WODL-F	5 WODL-F	5 WENN-F	5 WATV	5 WENN-F	5 WERC	5 WAPI-F	5 WERC
6	6	6 WAPI-F	6	6 WERC	6	6 WZRR-F	6 WODL-F	6 WAPI-F	6 WERC	6 WMJJ-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 WENN-F	1 WMJJ-F<	1 WMJJ-F	1 WZZK-AF<	1 WZZK-AF	1 WZRR-F	1 WZRR-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>
2 WMJJ-F	2 WENN-F<	2 WZZK-AF	2 WMJJ-F	2 WMJJ-F>	2 WZZK-AF	2 WZZK-AF>	2 WZZK-AF	2 WZRR-F>	2 WZRR-F
WZZK-AF	3 WZZK-AF>	3 WENN-F	3 WENN-F>	3 WENN-F>>	3 WENN-F	3 WENN-F	3 WENN-F	3 WENN-F	3 WERC <
4 WAPI-F	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WATV	4 WAPI-F	4 WAPI-F	4 WERC	4 WERC	4 WENN-F
WZRR-F	5 WAPI-F	5 WODL-F	5 WAPI-F<	5 WODL-F	5 WATV	5 WAPI-F	5 WAPI-F	5 WMJJ-F	5 WMJJ-F
6	6	6 WDJC-F	6 WODL-F	6 WZRR-F	6	6	6 WMJJ-F	6 WODL-F	6 WODL-F

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

WAYE 1220	BIRMINGHAM	0.3/1.9
WKLD-AF 97.7	ONEONTA	0.6/1.2
WFFN-F 95.3	CORDOVA	0.8/1.0
WYDE 850	BERMINGHAM	0.6/3.2
WHMA-F 100.5	ANNISTAON	0.8/2.2
WQSB-F 105.1	ALBERTVILLE	0.3/1.6
WRSB-F 96.9	DECATUR	0.3/1.6
WZBQ-F 102.5	JASPER	1.0/4.8

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			
WAPI-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
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: WCEO sold to American General for \$75,000 . . . WCEO resold by American General to Crawford for \$145,000 (D) . . .
WAPI-F changes calls to WMXQ-F (May) . . .

***** 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	

BOSTON

Arbitron Rank/Pop (12+): 9/3,191,300
 MSA Rank/Pop: 7/3,770,000
 ADI # 6
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 38/33
 Diaries: 3033/1052:1/51.4%
 Sample Target: 2775
 % Below Line: 2.2
 % Not Listed: 13.5

1993 Revenue: \$124,300,000
 HH Inc.: \$44,207
 Retail \$: 33.0 Bil
 Pop per Station: 96,706
 #1 Biller: WBCN-F \$16,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WBZ (N)	462/ 8.3	7.9	7.3	6.1	7.3	7.4		7210/22.6	21.4	20.9	I	WBZ
2. WXKS-F (CHR)	377/ 6.8	6.5	7.7	8.3	7.8	7.3		6538/20.5	20.7	22.0	I	WXKS-F
3. WBCN-F (AOR)	292/ 5.3	4.7	4.8	5.2	5.0	5.0		4580/14.4	14.7	15.1	J	WBCN-F
4. WRKO (T)	264/ 4.7	5.7	6.0	6.1	4.8	5.6		3854/12.1	14.2	12.1	I	WRKO
5. WZLX-F (CL AOR)	263/ 4.7	4.4	3.5	3.7	3.8	4.1		4485/14.1	12.8	13.3	H	WZLX-F
6. WJMN-F (CHR)	260/ 4.7	5.3	5.8	4.0	4.0	5.0		4799/15.0	16.8	16.0	G	WJMN-F
7. WMJX-F (AC)	253/ 4.5	5.6	5.3	5.7	5.1	5.5		4455/14.0	16.0	15.1	I	WMJX-F
8. WBMX-F (AC)	230/ 4.1	4.3	4.6	4.0	3.8	4.3		4206/13.7	14.9	12.7	H	WBMX-F
9. WHDH (T)	226/ 4.1	3.9	3.6	4.4	4.1	4.0		3815/12.0	10.3	11.6	E	WHDH
10. WODS-F (O)	218/ 3.9	4.1	4.6	3.7	4.3	4.1		4011/12.6	13.2	13.0	H	WODS-F
11. WBOS-F (AOR-P)	216/ 3.9	3.7	3.6	3.3	3.1	3.6		3698/11.6	11.0	10.9	G	WBOS-F
12. WCRB-F (CL)	215/ 3.9	3.2	2.1	3.1	3.3	3.1		2944/ 9.2	8.8	8.8	E	WCRB-F
13. WSSH-F (SAC)	206/ 3.7	4.1	3.8	3.5	3.9	3.8		3172/ 9.9	10.6	10.2	H	WSSH-F
14. WEEI (SPRTS)	178/ 3.2	2.8	2.0	2.0	1.8	2.5		2992/ 9.4	8.6	7.7	G	WEEI
15. WCLB-F (C)	121/ 2.2	2.1	2.9	3.5	3.3	2.7		1909/ 6.0	5.8	9.0	G	WCLB-F
16. WFNX-F (AOR-NR)	120/ 2.2	2.1	1.7	1.7	2.3	1.9		1986/ 6.2	6.9	6.9	C	WFNX-F
17. WAAF-F (AOR)	119/ 2.1	1.3	1.9	2.0	2.2	1.8		2302/ 7.2	5.7	7.3	E	WAAF-F
18. WILD (B)	115/ 2.1	1.7	3.0	2.2	1.7	2.3		684/ 2.1	2.7	2.9	C	WILD
19. WBCS-F (C)	95/ 1.7	2.6	2.2	2.1	1.6	2.2		1683/ 5.3	5.8	5.9	E	WBCS-F
20. WGBY-F (AOR)	87/ 1.6	1.1	1.5	1.1	1.0	1.3		1658/ 5.2	5.8	5.4		WGBY-F
21. WXKS (ST)	83/ 1.5	1.7	1.7	1.7	2.8	1.7		1049/ 3.3	3.6	4.8	B	WXKS
22. WPLM-AF (SAC)	59/ 1.0	1.4	1.2	2.4	2.0	1.5		1186/ 3.7	5.1	5.5	B	WPLM-AF
23.												
24.												
25.												

12+ FM SHARE (METRO): 68.79% (3309 of 4810) (WIN 93: 70.52%)

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 WBCN-F	1 WBCN-F	1 WBZ >	1 WBZ >	1 WHDH <	1 WXKS-F	1 WBZ >	1 WBZ >>>
2 WXKS-F>>	2 WBCN-F	2 WBCN-F	2 WZLX-F<	2 WZLX-F<	2 WRKO	2 WXKS-F	2 WBCN-F<	2 WBZ	2 WBCN-F<	2 WRKO <
3 WZLX-F	3 WZLX-F	3 WZLX-F	3 WBMX-F<	3 WBMX-F	3 WCRB-F<	3 WRKO	3 WBZ <	3 WBCN-F	3 WXKS-F	3 WMJX-F
4	4 WJMN-F	4 WBMX-F<	4 WBOS-F<	4 WMJX-F<	4 WHDH	4 WBCN-F	4 WXKS-F<	4 WHDH	4 WJMN-F	4 WJMN-F
5	5 WBOS-F	5 WBOS-F	5 WXKS-F<	5 WODS-F	5 WSSH-F	5 WBMX-F	5 WZLX-F	5 WJMN-F<	5 WMJX-F	5 WHDH
6	6 WBMX-F	6 WMJX-F	6 WMJX-F	6 WBZ <	6 WMJX-F	6 WZLX-F	6 WZLX-F	6 WZLX-F	6 WAAF-F	6 WZLX-F
7	7 WFNX-F	7 WJMN-F	7 WODS-F	7 WBOS-F	7 WODS-F	7 WEEI	7 WBMX-F<	7 WRKO <	7 WZLX-F	7
8	8 WAAF-F<	8 WODS-F	8 WBZ	8 WXKS-F	8 WBMX-F	8 WJMN-F	8 WSSH-F	8 WMJX-F	8 WCRB-F	8
9	9 WMJX-F	9	9	9	9 WEEI	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 WBMX-F	1 WXKS-F	1 WBMX-F<	1 WXKS-F	1 WBCN-F>	1 WBCN-F	1 WBCN-F>	1 WBCN-F
2 WJMN-F	2 WBMX-F	2 WXKS-F	2 WBMX-F	2 WMJX-F	2 WZLX-F	2 WZLX-F	2 WZLX-F	2 WZLX-F>	2 WZLX-F
3 WZLX-F	3 WBOS-F<	3 WMJX-F	3 WMJX-F	3 WSSH-F	3 WJMN-F	3 WXKS-F	3 WBOS-F	3 WXKS-F	3 WEEI
4 WILD	4 WZLX-F<	4 WBOS-F	4 WBOS-F	4 WXKS-F	4 WAAF-F	4 WJMN-F	4 WEEI	4 WEEI	4 WBZ
5 WBCN-F	5 WMJX-F<	5 WZLX-F	5 WZLX-F	5 WODS-F	5 WZLX-F	5 WAAF-F	5 WXKS-F	5 WBOS-F<	5 WBOS-F<
6 WBMX-F	6 WJMN-F	6 WFNX-F	6 WJMN-F	6 WBOS-F	6 WCGY-F	6 WBOS-F	6 WFNX-F	6 WBZ	6 WODS-F
7 WBOS-F	7 WILD	7 WBCN-F	7 WODS-F	7 WBZ	7 WEEI	7 WAAF-F	7 WJMN-F	7 WJMN-F	7 WXKS-F
8	8	8 WILD	8 WSSH-F	8	8	8 WFNX-F	8 WJMN-F	8 WODS-F	8 WHDH
9	9	9	9	9	9	9	9	9	9

BOSTON

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

WBOQ-F	104.9	GLOUCESTER	0.3/1.4
WCAP	980	LOWELL	0.8/1.3
WCAV-F	97.7	BROCKTON	0.3/0.8
WESX	1230	SALEM	0.4/1.2
WEZE	1260	BOSTON	0.3/1.1
WJDA	1300	QUINCY	0.4/0.9
WJIB	740	CAMBRIDGE	0.4/1.4
WLLH	1400	LOWELL	0.3/0.8
WLYT-F	92.5	HAVERHILL	0.5/2.3
WROL	950	BOSTON	0.3/2.0
WGIR-F	101.1	MANCHESTER, NH	0.4/1.9
WHJY-F	94.1	PROVIDENCE	0.5/2.6
WOKQ-F	97.5	DOVER, NH	0.5/1.2
WPRO-F	92.3	PROVIDENCE	0.4/2.1
WXLO-F	104.5	FITCHBURG, MA	0.4/2.5

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, News	ABC, \$ 270.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, Sports	ABC, AP, \$ 130.00 (Katz)	Boston Celtics
WHDH, 850, 50 KW (DA-2)	, News/Talk	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

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, AOR		ABC, \$ 54.00 (K & P)	Curt Gowdy
WCLB, 105.7, 9 KW @ 1144, Country		, \$ 125.00 (Banner)	Fairbanks
WCRB, 102.5, 15 KW @ 918, Classical		, \$ 100.00 (CMBS)	
WFNX, 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: WEEI sold by Boston Celtics for \$4,000,000 (E) . . .

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/991,900
 MSA Rank/Pop: 44/1,190,000
 ADI # 38
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 24/21
 Diaries: 1714/579:1/59.7%
 Sample Target: 1635
 % Below Line: 4.0
 % Not Listed: 10.7

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WYRK-F (C)	191/11.0	9.7	9.7	11.5	9.8	10.5		1976/19.9	17.3	18.7	E	WYRK-F
2. WBEN (FS)	168/ 9.7	9.9	10.0	7.1	8.7	9.2		2088/21.1	23.5	22.7	D	WBEN
3. WJYE-F (SAC)	159/ 9.2	8.2	8.1	7.3	6.6	8.2		1923/19.4	20.8	18.0	E	WJYE-F
4. WGR (N/T)	133/ 7.7	7.3	7.2	7.0	9.3	7.3		2434/24.5	28.1	27.7	E	WGR
5. WHTT-F (O)	114/ 6.6	7.0	7.1	8.8	7.1	7.4		2115/21.3	19.6	19.1	F	WHTT-F
6. WKSE-F (CHR)	102/ 5.9	6.5	5.8	7.7	6.7	6.5		1933/19.5	21.5	20.5	D	WKSE-F
7. WUFX-F (AOR)	93/ 5.4	4.9	5.7	5.6	6.2	5.4		1465/14.8	15.4	15.6	C	WUFX-F
8. WBLK-F (B)	88/ 5.1	7.1	6.7	6.2	6.4	6.3		999/10.1	12.8	11.8	C	WBLK-F
9. WMJQ-F (AC/CHR)	83/ 4.8	5.2	5.0	4.7	5.3	4.9		1438/14.5	16.5	16.3	D	WMJQ-F
10. WGRF-F (AOR/CL)	82/ 4.7	5.8	6.5	5.8	5.7	5.7		1484/15.0	16.9	16.4	D	WGRF-F
11. WECK (ST)	66/ 3.8	4.2	3.6	5.0	5.2	4.2		803/ 8.1	8.9	9.3	A	WECK
12. WBUF-F (AC)	63/ 3.6	3.1	3.9	3.9	3.4	3.6		1085/10.9	12.1	11.9	C	WBUF-F
13. CFNY-F (AOR)	37/ 2.1	1.3	1.5	1.7	0.9	1.7		536/ 5.4	4.0	3.8		CFNY-F
14. WWKB (T)	30/ 1.7	2.0	2.2	1.6	1.0	1.9		512/ 5.2	7.1	5.0	B	WWKB
15. WNUC-F (C)	29/ 1.7	1.8	2.4	1.2	1.2	1.8		595/ 6.0	5.6	5.3	A	WNUC-F
16. WDCX-F (REL)	24/ 1.4	1.4	1.8	0.5	1.0	1.3		358/ 3.6	4.0	4.0		
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.74% (1095 of 1548) (WIN 93: 68.23%)

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 WYRK-F<	1 WJYE-F	1 WYRK-F<	1 WBEN	1 WBEN	1 WJYE-F	1 WYRK-F<	1 WGR	1 WBEN
2 WBLK-F	2 WGRF-F<	2 WJYE-F	WYRK-F	2 WJYE-F<	2 WYRK-F	2 WYRK-F	2 WYRK-F	2 WJYE-F	WKSE-F	2 WBLK-F
3 WUFX-F	3 WYRK-F<	3 WHTT-F	3 WHTT-F>	3 WHTT-F>	3 WJYE-F	3 WGR	3 WBEN >	3 WBEN >	3 WUFX-F	WYRK-F
4	4 WJYE-F	4 WUFX-F<	4 WGRF-F<	4 WGR	4 WGR	4 WJYE-F	4 WGR <	4 WHTT-F<	4 WBLK-F<	4 WGR
5	5 WKSE-F<	5 WGRF-F	5 WGR <	5 WGRF-F<	5 WHTT-F	5 WHTT-F>	5 WHTT-F	5 WUFX-F	5 WYRK-F	5 WHTT-F<
6	6 WBLK-F<	6 WMJQ-F	6 WMJQ-F	6 WMJQ-F	6 WECK	6 WKSE-F	6 WMJQ-F	6 WKSE-F	6 WJYE-F	6 WUFX-F
7	7 WMJQ-F	7 WGR	7	7 WBEN	7	7	7	7	7	7
8	8	WKSE-F	8	WBUF-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 WKSE-F	1 WJYE-F	1 WJYE-F	1 WJYE-F>	1 WJYE-F>	1 WUFX-F	1 WUFX-F>	1 WGRF-F	1 WUFX-F<	1 WYRK-F
2 WBLK-F	2 WBLK-F	2 WMJQ-F	2 WYRK-F	2 WYRK-F>	2 WYRK-F	2 WGRF-F>	2 WUFX-F	2 WGRF-F<	2 WHTT-F<
3 WJYE-F	3 WKSE-F	3 WBLK-F	3 WMJQ-F<	3 WHTT-F	WGRF-F	3 WYRK-F	3 WGR	3 WYRK-F	3 WGRF-F<
4 WUFX-F	4 WMJQ-F	4 WYRK-F	4 WHTT-F<	4 WMJQ-F	4 WKSE-F	4 WGR	4 WYRK-F	4 WGR <	4 WGR
5 WMJQ-F	5 WUFX-F	5 WKSE-F	5 WKSE-F	5 WBUF-F<	5 WMJQ-F	5 WHTT-F	5 WHTT-F	5 WHTT-F>	5 WUFX-F
6 WYRK-F	6 WGRF-F	6 WHTT-F	6 WBLK-F	6 WBLK-F	6	6 WKSE-F	6	6 WJYE-F	6 WBEN
7 WGRF-F	7 WHTT-F	7	7	7 WKSE-F	7	7	7	7	7 WJYE-F
8	8	8	8	8	8	8	8	8	8

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

WHLD	1270	NIAGARA FALLS	0.4/1.5
WHTT	1120	BUFFALO	0.3/1.4
WJL	1440	NIAGARA FALLS	0.3/0.9
WLVL	1340	LOCKPORT	0.7/2.0
WUFO	1080	AMHERST	0.7/1.7
WXRL	1300	LANCASTER	0.8/3.3
CKEY-F	101.1	FORT ERIE, ONT	0.5/0.8
CHTZ-F	97.7	ST. CATHERVINES, ONT	1.3/5.4

BUFFALO-NIAGARA FALLS

RADIO STATIONS

AM STATIONS

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)	EBE
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

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)	
WHTT,	104.1,	50 KW @ 390,	Oldies	, \$100.00	(MMR)	Pyramid
WJYE,	96.1,	50 KW @ 479,	Soft AC	UNISTR, \$ 75.00	(Mc-Guild)	EBE
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)	Clear Channel
WYRK,	106.5,	50 KW @ 390,	Country	, \$ 90.00	(Christal)	Amer. Radio Systems

Miscellaneous: WWWS, WUFX-F sold by Metroplex to Rich (D) for \$4,700,000 (Americom) . . . WECK, WJYE-F sold by EBE to American Radio Systems for \$9,800,000 (D) (Blackburn) . . .

CHARLESTON, SC

Arbitron Rank/Pop (12+): 84/432,800
 MSA Rank/Pop: 93/540,000
 ADI # 105
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 23/21
 Diaries: 1493/290:1/58.8%
 Sample Target: 1035
 % Below Line: 1.4
 % Not Listed: 12.5

1993 Revenue: \$12,300,000
 HH Inc.: \$30,375
 Retail \$: 3.9 Bil
 Pop per Station: 20,610
 #1 Biller: WEZL-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WWWZ-F (B)	85/12.0	14.8	13.9	13.4	12.8	13.5		892/20.6	20.8	21.1	C	WWWZ-F
2. WEZL-F (C)	82/11.5	8.1	12.6	14.1	9.2	11.6		954/22.0	20.9	26.1	D	WEZL-F
3. WAVF-F (AOR)	66/ 9.3	7.6	7.3	6.5	4.9	7.7		858/19.8	18.7	15.6	C	WAVF-F
4. WBUB-F (C)	48/ 6.8	5.5	8.7	6.1	7.9	6.8		773/17.9	15.0	19.5	C	WBUB-F
5. WSSX-F (CHR)	43/ 6.0	5.1	4.7	3.9	4.7	4.9		709/16.4	15.8	15.5	C	WSSX-F
WTMA (N/T)	43/ 6.0	4.8	7.0	7.4	8.9	6.3		541/12.5	12.7	18.3	C	WTMA
7. WXLY-F (O)	33/ 4.6	3.5	5.3	4.6	4.1	4.5		534/12.3	12.8	13.1	B	WXLY-F
8. WXTA-F (AC)	30/ 4.2	6.0	4.3	4.8	6.4	4.8		515/11.9	12.2	14.0	B	WXTA-F
9. WYBB-F (CL AOR)	29/ 4.1	3.9	4.4	3.9	3.8	4.1		582/13.4	13.7	12.9	B	WYBB-F
10. WSUY-F (SAC)	21/ 3.0	3.9	5.0	4.4	4.9	4.1		379/ 8.8	10.1	10.4	B	WSUY-F
11. WMGL-F (B)	20/ 2.8	3.1	1.8	3.3	2.0	2.8		321/ 7.4	7.2	5.4	A	WMGL-F
12. WLOW-F (ST)	17/ 2.4	1.6	---	---	---	---		213/ 4.9	3.5	---	A	WLOW-F
13. WZJT (G)	16/ 2.3	2.9	1.3	1.2	1.3	1.9		177/ 4.1	5.0	2.9	A	WZJT
14. WQIZ (G)	15/ 2.1	2.2	1.9	2.1	3.2	2.1		100/ 2.3	2.6	2.7	A	WQIZ
WPAL (B)	15/ 2.1	5.5	2.5	4.8	3.8	3.7		287/ 6.6	9.4	10.5	A	WPAL
16. WTUA-F (G)	12/ 1.7	1.5	1.5	1.5	2.4	1.6		113/ 2.6	2.1	3.1		WTUA-F
WJUK-F (AOR)	12/ 1.7	1.3	1.9	2.3	1.1	1.8		311/ 7.2	5.8	5.5		WJUK-F
WSSP-F (ST)	12/ 1.7	2.3	2.2	2.1	1.6	2.1		198/ 4.6	6.1	6.9	A	WSSP-F
19.												
20.												

12+ FM SHARE (METRO): 83.60% (520 of 622) (WIN 93: 77.73%)

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

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

WMCJ	950	MONCK'S CORNER	0.4/0.8
WOKI	1340	CHARLESTON	0.4/1.6
WTMZ	910	N. CHARLESTON	1.0/2.3
WFXH-F	106.1	HILTON HEAD, SC	0.7/1.2
WVDM-F	101.3	SUMTER, SC	0.7/2.5

CHARLESTON, SC

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)	
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)
WEZL-F,		103.5,	100 KW @ 659	,	Country	MBS, \$60.00	(Banner)	Apollo
WJUK-F,		104.5,	50 KW @ 656	,	AOR		\$17.00	(---)
WMGL-F,		101.7,	7 KW @ 423	,	Black	ABC, \$19.00	(D & R)	WBUB, WQIZ Duop (MT. PLEASANT)
WNCK-F,		99.7,	100 KW @ 1210	,	EZ (?)		\$15.00	(---)
WSSX-F,		95.1,	100 KW @ 1000	,	CHR		\$26.00	(Katz)
WSUY-F,		100.5,	18 KW @ 394	,	Soft AC	UNISTR, \$23.00	(Katz)	WSSX, WTMA Duop
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)	(BOOSE CREEK)
WWWZ-F,		93.3,	50 KW @ 492	,	Black	AURN, \$34.00	(D & R)	(SUMMERVILLE)
WXLY-F,		102.5,	100 KW @ 1000	,	Oldies	SMN, UNISTR, \$23.00	(Banner)	Bloomington
WXC-F,		96.9,	100 KW @ 1768	,	AC		\$27.00	(Mc-Guild)
WYBB-F,		98.1,	50 KW @ 500	,	Classic AOR		\$21.00	(Eastman)
								EBE
								Martin
								(FOLLY BCH)

Miscellaneous: WTMA, WTMZ, WSUY-F, WSSX-F sold by Dudley to Wicks for \$5,750,000 (D) (Americom) . . .

CHARLOTTE

Arbitron Rank/Pop (12+): 38/1,034,800
 MSA Rank/Pop: 43/1,260,000
 ADI # 30
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 26/20
 Diaries: 1823/568:1/48.3%
 Sample Target: 1705
 % Below Line: 4.9
 % Not Listed: 15.1

1993 Revenue: \$40,700,000
 HH Inc.: \$33,681
 Retail \$: 10.1 Bil
 Pop per Station: 51,740
 #1 Biller: WSOC-F \$7,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WPEG-F (B)	186/11.4	9.7	11.0	10.7	12.3	10.7		1739/16.8	15.6	18.0	G	WPEG-F
2. WSOC-F (C)	181/11.1	10.9	11.5	10.3	13.5	11.0		2307/22.3	23.0	23.6	H	WSOC-F
3. WBT (FS)	125/ 7.7	9.5	7.2	8.8	8.1	8.3		1780/17.2	18.6	18.2	F	WBT
4. WRFX-F (AOR)	118/ 7.3	8.3	8.5	7.7	7.6	8.0		1914/18.5	19.1	18.9	G	WRFX-F
5. WTDR-F (C)	109/ 6.7	7.0	6.9	9.0	9.1	7.4		1674/16.2	16.7	17.9	E	WTDR-F
6. WBT -F (AC)	108/ 6.6	5.5	5.9	4.8	4.4	5.7		1599/15.5	17.3	14.6	E	WBT-F
WEZC-F (SAC)	108/ 6.6	4.3	4.7	5.8	5.3	5.4		1524/14.7	13.4	13.2	E	WEZC-F
8. WWMG-F (O)	81/ 5.0	4.5	5.3	5.1	3.3	5.0		1296/12.5	14.6	11.1	D	WWMG-F
9. WEDJ-F (CHR)	72/ 4.4	3.1	2.6	2.4	2.1	3.1		1307/11.7	10.9	7.8		WEDJ-F
10. WMXC-F (AC)	52/ 3.2	3.9	3.7	4.7	4.6	3.9		961/ 9.3	10.4	11.1	D	WMXC-F
11. WBAV-F (B/AC)	46/ 2.8	4.7	4.7	4.9	5.3	4.3		1016/ 9.8	13.8	17.0		WBAV-F
12. WXRC-F (AOR)	35/ 2.2	2.0	4.1	2.6	2.3	2.7		773/ 7.5	8.3	8.1	B	WXRC-F
13. WMIT-F (REL)	24/ 1.5	2.3	1.3	1.5	1.8	1.7		474/ 4.6	5.9	5.8		WMIT-F
14.												
15.												

12+ FM SHARE (METRO): 85.81% (1185 of 1381) (WIN 93: 86.43%)

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

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

WAQS	610	CHARLOTTE	0.4/2.4
WBAV	1600	CHARLOTTE	0.8/2.7
WGSP	1310	CHARLOTTE	0.6/1.5
WHVN	1240	CHARLOTTE	0.9/2.6
WIXE	1190	MONROE	0.4/0.7
WGR	1540	CHARLOTTE	0.8/0.7
WRDX-F	106.5	SALISBURY	0.6/3.1
WRHI	1340	ROCK HILL	0.5/1.5
WFMX-F	105.7	STATESVILLE	1.0/3.7
WKRR-F	92.3	ASHEBORO	0.8/3.4
WKSI-F	98.7	GREENSBORO	0.6/1.3
WMQX-F	93.1	WINTON-SALEM	0.5/0.9
WSPA-F	98.9	SPARTANBURG	0.6/1.6

CHARLOTTE

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, Full Service/Talk	CBS , \$ 90.00 (Banner)	Jefferson-Pilot
WBT -F, 107.9, 98 KW @ 1692, AC		, \$ 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)
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 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)
WWMG-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: WGIV and WCKZ-F changes to WBAV-F and format to Black AC (Jan) . . . WAQQ-F changes to WEDJ-F (Feb) . . .

CHATTANOOGA

Arbitron Rank/Pop (12+): 98/371,600
 MSA Rank/Pop: 109/435,000
 ADI # 85
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 20/19
 Diaries: 1377/270:1/53.7%
 Sample Target: 1095
 % Below Line: 0.3
 % Not Listed: 14.0

1993 Revenue: \$13,500,000
 HH Inc.: \$28,035
 Retail \$: 3.6 Bil
 Pop per Station: 19,558
 #1 Biller: WUSY-F \$4,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WUSY-F (C)	143/24.2	26.6	26.2	23.9	26.6	25.2		1542/41.5	40.5	41.2	F	WUSY-F
2. WDEF-F (SAC/EZ)	57/ 9.6	8.2	9.2	7.5	8.9	8.6		782/21.0	19.7	19.8	C	WDEF-F
3. WJTT-F (B)	54/ 9.1	10.3	10.5	10.4	8.5	10.1		481/12.9	12.9	12.7	C	WJTT-F
4. WSKZ-F (CL AOR)	41/ 6.9	5.2	6.1	7.2	8.9	6.4		714/19.2	17.2	18.9	C	WSKZ-F
5. WGOW (T)	31/ 5.2	5.9	4.6	6.1	5.0	5.5		404/10.9	12.1	9.6	B	WGOW
6. WLMX-F (AC)	30/ 5.1	4.7	6.1	5.2	4.3	5.3		486/13.1	12.5	13.9	C	WLMX-F
7. WOGT-F (O)	25/ 4.2	0.7	---	2.5	2.3	1.9		270/ 7.3	1.6	5.6		WOGT-F
8. WDOD-F (C)	23/ 3.9	4.4	3.9	5.8	4.0	4.5		572/15.4	12.9	14.3	B	WDOD-F
9. WFXS-F (AOR)	23/ 3.9	4.7	2.6	5.0	2.9	4.1		324/ 8.7	11.3	9.2	A	WFXS-F
10. WDOD (ST)	16/ 2.7	1.5	1.7	1.9	3.4	2.0		254/ 6.8	5.3	5.4	A	WDOD
11. WNOO (B/G)	15/ 2.5	2.2	3.6	1.9	3.8	2.6		155/ 4.2	3.7	6.5	A	WNOO
12. WKXJ-F (CHR)	12/ 2.0	1.3	1.7	0.9	2.3	1.5		262/ 7.1	5.0	3.6	A	WKXJ-F
13. WSGC-F (O)	11/ 1.9	3.7	3.1	2.2	1.4	2.7		228/ 6.1	9.3	7.4	A	WSGC-F
14. WBDX-F (AC/CHR)	10/ 1.7	1.5	2.2	1.7	1.4	1.8		334/ 9.0	6.8	6.9	A	WBDX-F
15. WDEF (EZ)	6/ 1.0	0.7	1.2	0.8	1.4	0.9		168/ 4.5	4.4	5.8		WDEF

12+ FM SHARE (METRO): 84.84% (431 of 508) (WIN 93: 81.36%)

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

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA CUME	TSA CUME
WEPG	910	S. PITTSBURG	0.3/1.1	
WFLI	1070	LOOKOUT MTN	0.5/3.6	
WMOC	1450	CHATTANOOGA	0.3/0.9	
WQCH	1590	LAFAYETTE, GA	0.3/1.0	
WDRZ-F	103.1	ETOWAH	0.3/2.2	

CHATTANOOGA

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, -- SEE WDEF-FM			
WDOD, 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.)
WGOW, 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	, EZ/Soft AC	CBS	, \$ 40.00 (MMR)	Park
WDOD-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)	Mak (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

Miscellaneous: An FM CP at Signal Mountain was sold to Wicks for \$440,000 (Sailors) . . .

CHICAGO

Arbitron Rank/Pop (12+): 3/8,805,900
 MSA Rank/Pop: 3/8,360,000
 ADI # 3
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 38/38
 Diaries: 4967/1370:1/52.1%
 Sample Target: 4515
 % Below Line: 0.0
 % Not Listed: 11.1

1993 Revenue: \$266,800,000
 HH Inc.: \$42,135
 Retail \$: 73.0 Bil
 Pop per Station: 179,103
 #1 Biller: WGN \$39,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WGCI-F (B)	871/ 7.1	7.3	8.5	6.9	7.4	7.5		9690/14.2	13.6	14.5	J	WGCI-F
2. WGN (FS)	758/ 6.2	7.7	6.4	6.7	6.5	6.8		8805/12.9	16.6	14.1	K	WGN
3. WBBM-F (CHR)	656/ 5.4	4.7	4.9	5.7	5.0	5.2		10898/16.0	16.6	16.8	I	WBBM-F
4. WLS-AF (T)	627/ 5.2	4.4	3.8	3.6	4.3	4.3		7175/10.5	10.0	9.7	H	WLS-AF
5. WUSN-F (C)	534/ 4.4	5.4	4.5	5.7	6.2	5.0		7950/11.7	12.8	13.9	K	WUSN-F
6. WBBM (N)	510/ 4.2	3.8	4.4	3.8	4.2	4.1		11487/16.9	15.0	16.1	J	WBBM
7. WLIT-F (SAC)	489/ 4.0	4.1	3.9	4.0	4.6	4.0		7590/11.2	12.1	11.8	I	WLIT-F
8. WLUP-F (T/AOR)	478/ 3.9	4.0	3.2	2.7	2.6	3.5		6930/10.2	10.5	10.6	J	WLUP-F
9. WKQX-F (AOR-NR)	427/ 3.5	3.4	3.3	2.8	2.8	3.3		8573/12.6	11.5	10.8	H	WKQX-F
10. WVAZ-F (B/AC)	397/ 3.3	3.5	3.4	3.3	3.2	3.4		5988/ 8.8	8.5	8.4	I	WVAZ-F
11. WNUA-F (J)	378/ 3.1	3.3	2.8	3.3	3.4	3.1		6462/ 9.5	9.0	7.4	I	WNUA-F
12. WJJD (ST)	349/ 2.9	2.5	3.0	3.3	3.5	2.9		4416/ 6.5	6.6	7.4	F	WJJD
13. WXRT-F (AOR-NR)	331/ 2.7	2.1	2.7	2.4	2.3	2.5		5206/ 7.6	7.2	7.0	H	WXRT-F
14. WJMK-F (O)	318/ 2.6	2.9	4.0	3.5	2.2	3.3		7574/11.1	11.9	10.6	I	WJMK-F
15. WMAQ (N/SPRTS)	312/ 2.6	3.1	2.4	2.9	2.7	2.8		7818/11.5	12.8	12.7	K	WMAQ
16. WPNT-F (AC)	304/ 2.5	2.5	1.9	2.4	2.6	2.3		6412/ 9.4	9.0	8.3	G	WPNT-F
17. WCKG-F (CL AOR)	302/ 2.5	2.9	2.8	3.0	2.4	2.8		6264/ 9.2	10.3	9.9	H	WCKG-F
18. WTMX-F (AC)	288/ 2.4	2.5	2.3	1.5	1.7	2.2		5909/ 8.7	8.3	6.7	G	WTMX-F
19. WWBZ-F (AOR)	282/ 2.3	3.0	3.0	2.8	3.3	2.8		6480/ 9.5	9.7	11.7	H	WWBZ-F
20. WSCR (SPRTS)	236/ 1.9	2.0	1.8	1.8	2.0	1.9		2170/ 3.2	4.2	3.7	E	WSCR
21. WOJO-F (SP)	227/ 1.9	2.2	2.7	1.8	1.7	2.2		2675/ 3.9	4.1	3.5	G	WOJO-F
22. WNIB-F (CL)	221/ 1.8	1.8	1.6	1.6	1.9	1.7		3543/ 5.2	5.2	5.2	E	WNIB-F
23. WYSY-F (AC)	210/ 1.7	0.9	0.9	0.7	0.8	1.1		3831/ 5.6	3.5	4.0	H	WYSY-F
24. WAIT (ST)	200/ 1.5	0.7	0.9	1.1	0.9	1.1		1490/ 2.2	2.0	1.6	H	WAIT
25. WGCI (B/O)	181/ 1.5	1.2	1.1	1.2	1.0	1.3		2489/ 3.7	4.1	3.1	H	WGCI
26. WIND (SP)	144/ 1.2	1.1	1.3	0.6	1.8	1.1		1564/ 2.3	2.2	3.1	G	WIND
27. WFMT-F (CL)	132/ 1.1	0.9	1.0	1.2	1.1	1.1		2947/ 4.3	4.5	3.9	E	WFMT-F
28. WMVP (SPRTS)	127/ 1.0	1.1	1.9	2.0	2.7	1.5		2574/ 3.8	5.1	7.3	H	WMVP
29. WJPC-F (B)	105/ 0.9	1.0	0.7	1.0	0.7	0.9		2000/ 2.9	3.1	2.8	H	WJPC-F
30.												

12+ FM SHARE (METRO): 67.87% (7362 of 10847) (WIN 93: 66.03%)

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

CHICAGO

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

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
WBUS-F 99.9	KANKAKEE	0.3/2.3	
WCCQ-F 98.3	CREST HILL	0.3/1.3	
WILL-F 95.1	KENOSHA, WI	0.4/1.7	
WJPC 950	CHICAGO	0.5/2.1	
WOPA 1200	CHICAGO	0.4/1.0	
WTAQ 1300	LA GRANGE	0.6/1.7	
WVON 1450	CHICAGO	0.5/1.2	
WYCA-F 92.3	HAMMOND, IN	0.7/1.6	

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	NBC, CNN, \$ 210.00 (Group W)	Westinghouse
WMVP, 1000, 50 KW (DA-2)	, Sports	, \$ 130.00 (MMR)	Evergreen
WSCR, 820, 5 KW (DAYS)	, Sports	, \$ 80.00 (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/Soft		, \$ 48.00 (---)	Johnson Publ. (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		, \$ 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
WWBZ, 103.5, 4.3 KW @ 1548, AOR		, \$ 168.00 (Eastman)	Evergreen
WXRT, 93.1, 7 KW @ 1309, AOR - New Rock		, \$ 195.00 (CBS)	Diamond
WYSY, 107.9, 23 KW @ 741, AC		, \$ 85.00 (---)	Cox (AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 25/1,528,500
 MSA Rank/Pop: 30/1,880,000
 ADI # 31
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 29/24
 Diaries: 2267/674:1/54.7%
 Sample Target: 1935
 % Below Line: 4.8
 % Not Listed: 12.0

1993 Revenue: \$64,400,000
 HH Inc.: \$32,844
 Retail \$: 15.0 Bil
 Pop per Station: 63,687
 #1 Biller: WLW A/A \$16,500,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WLW (FS/T)	282/11.4	9.7	11.1	11.8	10.0	11.0		4102/26.8	26.8	29.3	J	WLW
2. WUBE-AF (C)	254/10.3	10.5	9.2	10.1	11.1	10.0		3047/19.9	21.0	18.0	G	WUBE-AF
3. WGRR-F (O)	164/ 6.6	6.7	7.2	6.6	5.6	6.8		2599/17.0	16.9	16.9	G	WGRR-F
4. WIZF-F (B)	163/ 6.6	5.9	6.9	6.0	5.0	6.4		1595/10.4	10.3	11.5	D	WIZF-F
5. WEBN-F (AOR)	152/ 6.1	6.4	8.0	7.5	6.0	7.0		2681/17.5	18.3	18.3	G	WEBN-F
6. WKRQ-F (CHR)	149/ 6.0	6.9	6.3	6.6	5.9	6.5		3543/23.2	21.1	21.6	G	WKRQ-F
7. WRRM-F (AC)	129/ 5.2	4.1	4.9	4.4	4.7	4.7		1946/12.7	11.4	11.5	E	WRRM-F
8. WOFX-F (N/T)	126/ 5.1	5.0	6.5	5.3	5.2	5.5		1640/10.7	10.0	10.9	E	WOFX-F
9. WCKY-F (CL AOR)	105/ 4.2	5.8	6.0	6.7	5.3	5.7		2280/14.9	18.7	17.7	E	WCKY-F
10. WWNK-F (AC)	99/ 4.0	3.4	4.3	6.0	5.5	4.4		1898/12.4	11.3	16.0	F	WWNK-F
11. WYGY-F (C)	95/ 3.8	3.1	1.1	2.3	0.9	2.6		1687/11.0	8.2	5.2	B	WYGY-F
12. WLWA (T)	67/ 2.7	2.5	3.0	2.9	3.3	2.8		1243/ 8.1	10.4	10.0		WLWA
13. WIMJ-F (SAC)	45/ 1.8	3.6	2.9	3.1	3.9	2.9		984/ 6.4	9.7	10.8	E	WIMJ-F
14. WSAI (SPRST)	41/ 1.7	1.5	0.7	1.1	1.3	1.3		957/ 6.3	5.1	5.6	B	WSAI
15. WAKW-F (REL)	38/ 1.5	1.3	1.5	1.4	1.0	1.4		709/ 4.6	4.6	3.6		WAKW-F
16. WBND (ST)	37/ 1.5	1.1	1.3	1.7	3.6	1.4		417/ 2.7	2.0	4.3		WBND
17. WCIN (B)	35/ 1.4	1.8	1.8	1.1	1.7	1.5		465/ 3.0	2.9	3.7	A	WCIN
18. WAQZ-F (AOR-NR)	32/ 1.3	1.3	2.6	1.4	2.7	1.7		844/ 5.5	5.6	6.7		WAQZ-F
19.												
20.												

12+ FM SHARE (METRO): 70.57% (1542 of 2185) (WIN 93: 69.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F	1 WUBE-AF	1 WUBE-AF	1 WUBE-AF<	1 WUBE-AF<	1 WLW >	1 WLW >	1 WLW <	1 WLW	1 WIZF-F	1 WLW >
2 WIZF-F>>	2 WIZF-F<	2 WLW <	2 WLW	2 WLW	2 WUBE-AF	2 WUBE-AF>	2 WUBE-AF	2 WUBE-AF	2 WLW	2 WIZF-F
3	3 WEBN-F	3 WEBN-F<	3 WGRR-F	3 WGRR-F	3 WGRR-F	3 WEBN-F	3 WCKY	3 WKRQ-F<	3 WKRQ-F	3 WUBE-AF
4	4 WKRQ-F<	4 WGRR-F<	4 WEBN-F	4 WEBN-F	4 WCKY	4 WGRR-F	4 WGRR-F<	4 WGRN-F	4 WUBE-AF	4 WLWA
5	5 WOFX-F	5 WIZF-F	5 WRRM-F	5 WRRM-F	5 WRRM-F	5 WKRQ-F	5 WRRM-F	5 WEBN-F<	5 WOFX-F	5 WGRR-F
6	6 WLW <	6 WRRM-F<	6 WWNK-F<	6 WWNK-F	6	6 WIZF-F	6 WEBN-F	6 WIZF-F	6 WEBN-F	6 WEBN-F
7	7 WYGY-F	7 WOFX-F<	7 WOFX-F	7 WOFX-F	7	7 WCKY <	7 WWNK-F	7 WRRM-F	7 WGRN-F	7
8	8	8 WKRQ-F	8	8 WIZF-F	8	8 WRRM-F	8	8	8	8
9	9	9	9	9 WKRQ-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 WIZF-F	1 WUBE-AF	1 WUBE-AF	1 WUBE-AF>	1 WUBE-AF>	1 WIZF-F	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW >
2 WKRQ-F	2 WKRQ-F<	2 WWNK-F	2 WRRM-F	2 WRRM-F	2 WEBN-F	2 WIZF-F	2 WLW	2 WEBN-F>	2 WUBE-AF<
3 WUBE-AF	3 WIZF-F>	3 WKRQ-F	3 WKRQ-F<	3 WGRN-F	3 WOFX-F	3 WUBE-AF	3 WUBE-AF	3 WUBE-AF	3 WEBN-F
4 WOFX-F	4 WWNK-F	4 WRRM-F	4 WGRR-F<	4 WWNK-F	4 WKRQ-F	4 WLW <	4 WOFX-F	4 WOFX-F<	4 WGRR-F>
5 WYGY-F	5 WRRM-F	5 WIZF-F	5 WIZF-F<	5 WKRQ-F<	5 WUBE-AF	5 WOFX-F	5 WYGY-F	5 WGRN-F	5 WOFX-F
6 WRRM-F	6 WOFX-F<	6 WEBN-F	6 WWNK-F	6 WIZF-F<	6 WYGY-F	6 WYGY-F	6 WIZF-F	6 WIZF-F	6 WRRM-F
7 WEBN-F	7 WEBN-F	7 WOFX-F	7 WEBN-F	7 WLW	7	7 WKRQ-F	7	7	7 WYGY-F
8	8 WYGY-F	8 WYGY-F	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA CUME
WCVG	1320	COVINGTON, KY	0.3/0.8
WMOH	1450	HAMILTON	0.3/1.6
WNLT-F	104.3	HARRISON	0.4/1.3
WOXY-F	104.3	OXFORD	0.7/2.6
WTSJ	1050	CINCINNATI	0.4/1.4
WGTZ-F	92.9	DAYTON	0.7/2.9
WHKO-F	99.1	DAYTON	1.2/4.0
WPFB	910	MIDDLETOWN	1.2/3.0
WPFB-F	105.9	MIDDLETOWN	1.2/4.7
WTUE-F	104.7	DAYTON	0.6/3.1

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black		\$ 20.00	(---)	
WSAI,	1530,	50 KW (DA-N)	Standards	CBS, NBC,	\$ 54.00	(Mc-Guild)	Federated
WBND,	1160,	5 KW/1 KW (0A-2)	Standards	SMN,	\$ 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

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)
WIMJ,	92.5,	16 KW @ 909	Oldies - 70's	CBS,	\$ 59.00	(Mc-Guild)	Federated
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)	Great American
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)	American Media
WWNK,	94.1,	32 KW @ 600	AC		\$103.00	(MMR)	Secret
WYGY,	96.5,	20 KW @ 810	Country		\$ 35.00	(Christal)	American Media (HAMILTON)

Miscellaneous: 6 counties were added to the metro as of the Fall reports . . . WWNK-F sold by Secret to Great American for KBPI-F in Denver plus \$3,800,000 (D) (E) . . . WIMJ-F sold by Federated to Jacor for \$9,500,000 (D) . . . WCKY (1530) sold by Federated to owners of WSAI, WAQZ-F for \$1,000,000 (D) . . . WUBE A/F, WYGY-F sold by American Media to Chancellor for \$39,600,000 (E) (D) (Star) . . . WIMJ-F changes from Soft AC to 70's Oldies (April) . . . WLWA changes calls to WCKY . . . WSAI calls move to 1530 . . . The old WSAI (1360) now programs Children's Radio. . .

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,758,200
 MSA Rank/Pop: 20/1,820,000
 ADI # 12
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 25/21
 Diaries: 2518/698:1/60.9%
 Sample Target: 2085
 % Below Line: 2.4%
 % Not Listed: 8.9%

1993 Revenue: \$61,600,000
 HH Inc.: \$33,236
 Retail \$: 14.3 Bil
 Pop per Station: 83,724
 #1 Biller: WMJI-F \$7,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WGAR-F (C)	252/ 8.3	10.1	9.0	8.8	8.6	9.1		3154/17.9	18.9	17.7	G	WGAR-F
2. WDOK-F (SAC)	231/ 7.6	7.7	6.6	7.2	7.9	7.3		3113/17.7	16.8	18.1	G	WDOK-F
3. WMJI-F (O)	227/ 7.5	7.5	8.4	8.4	6.2	8.0		3406/19.4	19.4	17.3	H	WMJI-F
4. WMMS-F (AOR)	225/ 7.4	5.9	5.3	5.2	6.1	6.0		3146/17.9	21.2	18.0	H	WMMS-F
5. WNCX-F (CL AOR)	210/ 6.9	5.9	4.7	5.3	5.8	5.7		3081/17.5	17.4	16.0	F	WNCX-F
6. WZAK-F (B)	203/ 6.7	7.4	7.7	7.3	8.1	7.3		2406/13.7	13.5	14.2	G	WZAK-F
7. WRMR (ST)	197/ 6.5	6.1	6.5	6.0	7.5	6.3		1835/10.4	10.6	11.9	C	WRMR
8. WLTF-F (AC)	188/ 6.2	6.5	5.0	5.2	5.6	5.7		2793/15.9	17.4	15.9	G	WLTF-F
9. WQAL-F (AC)	173/ 5.7	5.4	5.2	5.4	5.1	5.4		3055/17.4	18.5	16.4	F	WQAL-F
10. WWWE (N/T)	145/ 4.8	4.3	4.4	5.3	5.6	4.7		2691/15.3	13.0	16.7	E	WWWE
11. WZJM-F (CHR)	131/ 4.3	4.3	5.2	4.7	4.5	4.6		2468/14.0	14.1	14.8		WZJM-F
12. WENZ-F (CHR/NR)	99/ 3.3	2.6	3.0	2.7	2.6	2.9		1550/ 8.8	8.1	8.2	B	WENZ-F
13. WNWV-F (J)	85/ 2.8	3.8	3.6	2.3	2.6	3.1		1297/ 7.4	10.0	7.1	C	WNWV-F
14. WCLV-F (CL)	73/ 2.4	3.0	2.0	2.7	2.6	2.5		1159/ 6.6	7.5	7.2	C	WCLV-F
15. WKNR (SPRTS)	69/ 2.3	2.2	3.6	3.8	2.1	3.0		1442/ 8.2	8.5	7.2	C	WKNR
16. WJMO (B/O)	51/ 1.7	2.1	2.9	1.7	2.5	2.1		900/ 5.1	5.5	5.0	B	WJMO
17. WABQ (G)	42/ 1.4	1.0	1.2	0.6	1.0	1.1		401/ 2.3	1.8	1.7		WABQ
18. WERE (T)	32/ 2.1	1.1	1.2	1.5	1.3	1.2		766/ 4.4	3.9	5.6	B	WERE
19. WHK (N)	29/ 1.0	1.0	1.7	1.6	1.5	1.3		815/ 4.6	5.9	6.0	B	WHK
20.												

12+ FM SHARE (METRO): 78.52% (2171 of 2765) (WIN 93: 74.79%)

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

OTHER RATED STATIONS

STATION	SHARE/RTG/AQH/CUME
WELW 1330	WILLOUGHBY 0.3/1.6
WEOL 930	ELYRIA 0.6/2.4
WKDD-F 96.5	AKRON 0.5/3.4
WKKY-F 104.9	GENEVA 0.6/0.9
WONE-F 97.5	AKRON 0.9/5.1
WQMX-F 94.9	MEDINA 0.4/2.3

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
WNXC, 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	UNISTR, \$ 89.00	(Banner)	Fairfield/ML
WZAK, 93.1, 28 KW @ 620	, Black	CBS, \$115.00	(D & R)	Zapis

Miscellaneous: WJMO-F changes to WZJM-F (Feb) . . .

***** F O R M A T C O 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

Stations: 19/16

1993 Revenue: \$11,600,000

MSA Rank/Pop: 108/444,000

Diaries: 1045/343:1/61.0%

HH Inc.: \$31,395

ADI # 98 (w/Pueblo)

Sample Target: 920

Retail \$: 3.7 Bil

Average Person Ratings: 16.1

% Below Line: 6.1

Pop per Station: 22,406

Market TSL: 22.00 hours

% Not Listed: 16.3

#1 Biller: KKCS-AF \$2,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KKCS-F (C)	61/10.6	13.0	17.2	17.4	17.7	14.6		836/23.3	21.9	29.2	D	KKCS-F
2. KSPZ-F (O)	54/ 9.4	7.1	7.2	6.2	5.2	7.5		663/18.5	17.9	15.9	C	KSPZ-F
KKMG-F (CHR)	54/ 9.4	8.5	9.8	9.3	9.8	9.3		692/19.3	18.5	19.6	B	KKMG-F
4. KKFM-F (AOR-CL.)	49/ 8.5	8.9	10.5	9.8	6.8	9.4		664/18.5	20.1	14.3	C	KKFM-F
5. KILO-F (AOR)	41/ 7.1	6.7	6.9	6.2	8.3	6.7		502/14.0	16.1	16.3	B	KILO-F
6. KCLI-F (SAC)	35/ 6.1	5.0	6.0	6.0	6.3	5.8		499/13.9	13.8	17.5	B	KCLI-F
7. KVOR (N/T)	33/ 5.7	7.5	5.5	6.5	6.5	6.3		436/12.2	15.0	14.5	B	KVOR
8. KVUU-F (AC)	29/ 5.0	7.3	3.8	3.8	6.2	5.0		555/15.5	18.5	17.0	B	KVUU-F
9. KRDO-F (EZ/SAC)	28/ 4.9	5.2	5.0	5.0	2.5	5.0		408/11.4	10.5	11.1	B	KRDO-F
10. KOA (N/T)	24/ 4.2	4.1	4.5	3.8	4.3	4.2		381/10.6	14.3	13.3		KOA
11. KIKX-AF (C)	21/ 3.6	2.3	3.4	5.5	4.3	3.7		355/ 9.9	NA	NA		KIKX-AF
12. KBIQ-F (REL)	15/ 2.6	3.2	2.2	0.7	3.0	2.2		206/ 5.7	7.3	6.2	A	KBIQ-F
13. KGFT-F (REL)	9/ 1.6	0.7	0.9	1.0	0.7	1.1		138/ 3.8	4.1	4.2		KGFT-F
14. KCMN (ST)	8/ 1.4	2.1	2.4	1.4	2.2	1.8		97/ 2.7	2.4	3.4	A	KCMN
15.												

12+ FM SHARE (METRO): 84.89% (410 of 483) (WIN 93: 82.41%)

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

OTHER RATED STATIONS	METRO SHARE/RTG	CUME	TSA	TSA/AQH/CUME
KHII-F	105.5	SECURITY	1.0/4.9	
KRDO	1240	COLO. SPRINGS	0.9/2.9	
KCCY-F	96.9	PUEBLO	1.2/3.5	
KVOD-F	99.5	DENVER	0.7/1.3	

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)	
KVOR, 1300, 5 KW/1 KW	, News/Talk	ABC, CBS , \$ 27.00 (Katz)	Pourtales
			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	, \$ 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: 16.9
 Market TSL: 22.25 hours

Stations: 17/16
 Diaries: 1189/329:1/58.0%
 Sample Target: 980
 % Below Line: 0.9
 % Not Listed: 13.5

1993 Revenue: \$15,400,000
 HH Inc.: \$32,729
 Retail \$: 4.1 Bil
 Pop per Station: 24,444
 #1 Biller: WWDM-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WWDM-F (B)	109/16.5	16.7	20.5	20.5	18.1	18.6		893/22.8	25.6	25.7	E	WWDM-F
2. WCOS-AF (C)	80/12.2	12.6	14.3	13.4	12.6	13.1		987/25.2	24.2	26.0	D	WCOS-AF
3. WNOK-F (CHR)	52/ 7.9	6.3	7.5	8.7	7.2	7.6		859/22.0	17.2	17.8	C	WNOK-F
4. WVOC (N/T)	47/ 7.1	7.0	6.0	7.7	6.3	7.0		588/15.0	17.1	14.6	C	WVOC
5. WMFX-F (AOR/CL.)	45/ 6.8	4.0	3.9	5.0	4.2	4.9		639/16.3	11.3	11.6	C	WMFX-F
8. WTCB-F (AC)	44/ 6.7	6.4	7.6	7.5	7.5	7.1		622/15.9	15.5	14.5	D	WTCB-F
7. WHKZ-F (C)	38/ 5.7	5.9	7.9	4.4	6.9	6.0		531/13.6	14.1	15.2	C	WHKZ-F
8. WSCQ-F (EZ/SAC)	34/ 5.1	8.1	4.4	3.7	5.4	5.3		438/11.2	12.9	12.4	A	WSCQ-F
9. WOMG-AF (O)	33/ 5.0	6.4	5.3	4.9	4.8	5.4		576/14.7	16.3	13.5	C	WOMG-AF
WFMV-F (G)	33/ 5.0	3.1	---	---	---	---		332/ 8.5	7.1	---	A	WFMV-F
11. WARQ-F (AOR)	23/ 3.5	4.2	5.1	4.1	5.1	4.2		408/10.4	11.1	12.7	B	WARQ-F
12. WOIC (B)	13/ 2.0	2.6	1.9	2.4	1.6	2.2		222/ 5.7	5.2	4.2	A	WOIC
13. WTGH (G)	11/ 1.7	1.9	3.2	3.4	3.6	2.6		185/ 4.7	7.0	8.1	A	WTGH
14.												
15.												

12+ FM SHARE (METRO): 87.06% (498 of 572) (WIN 93: 86.21%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WKWQ-F	93.1	BATESBURG	0.6/3.6	
WBBQ-F	104.3	AUGUSTA, GA	0.6/2.3	

COLUMBIA, SC

RADIO STATIONS

WOIC, 1230, 1 KW (DA-1)	, Black		, \$ 15.00 (Katz)	HMW
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)	
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)
WMFX-F, 102.3, 3 KW @ 321	, AOR/Classic		, \$ 31.00 (D & R)	(ST. ANDREWS)
WNOK-F, 104.7, 100 KW @ 1000	, CHR	ABC	, \$ 41.00 (Katz)	HMW
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)
WVDM-F, 101.3, 100 KW @ 1322	, Black	UNISTR	, \$ 70.00 (D & R)	Radio Equity (SUMTER)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,197,200
 MSA Rank/Pop: 38/1,420,000
 ADI # 34
 Average Person Ratings: 15.2
 Market TSL: 20.00 hours

Stations: 27/25
 Diaries: 1868/641:1/56.5%
 Sample Target: 1645
 % Below Line: 1.8
 % Not Listed: 13.4

1993 Revenue: \$50,300,000
 HH Inc.: \$34,830
 Retail \$: 12.4 Bil
 Pop per Station: 47,888
 #1 Biller: WSNY-F \$9,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WTVN (FS)	168/ 9.2	8.6	8.3	9.0	9.2	8.8		2436/20.3	16.7	16.9	H	WTVN
2. WSNY-F (AC)	158/ 8.7	8.7	7.9	7.8	8.4	8.3		2458/20.5	21.4	20.9	H	WSNY-F
3. WLWQ-F (AOR)	138/ 7.6	6.7	6.9	8.3	8.2	7.4		2040/17.0	16.1	17.2	G	WLWQ-F
4. WNCI-F (CHR)	135/ 7.4	5.8	7.6	8.8	8.5	7.4		2491/20.8	18.5	23.8	H	WNCI-F
5. WBZX-F (AOR)	106/ 5.8	5.7	5.2	5.7	6.0	5.6		1786/14.9	13.6	15.1	E	WBZX-F
6. WCKX-F (B)	104/ 5.7	2.8	3.5	3.2	2.7	3.8		1314/11.0	6.7	7.6	B	WCKX-F
7. WCOL-F (C)	90/ 4.9	4.0	2.9	4.6	4.3	4.1		1618/13.5	12.1	13.0	D	WCOL-F
8. WHOK-F (C)	88/ 4.8	7.0	5.9	5.2	6.3	5.7		1626/13.6	13.4	12.5	E	WHOK-F
9. WRVF-F (C)	78/ 4.3	7.0	5.1	5.0	5.5	5.4		1413/11.8	13.5	11.2	E	WRVF-F
10. WVKO (B)	72/ 3.9	3.2	2.5	3.4	3.0	3.3		797/ 6.7	6.6	6.0	B	WVKO
11. WBNS-F (O)	55/ 3.0	2.3	3.4	3.0	2.3	2.9		1478/12.3	10.8	10.4	C	WBNS-F
12. WAKS-FF (CHR)	53/ 2.9	4.9	3.5	3.8	3.9	3.8		1245/10.4	12.1	10.9	C	WAKS-FF
13. WWCN-F (AOR-NR)	47/ 2.6	2.2	2.7	2.3	2.1	2.5		773/ 6.5	7.5	6.8	C	WWCN-F
14. WCLT-F (C)	46/ 2.5	4.1	5.1	2.8	3.1	3.6		746/ 6.2	6.6	5.3	B	WCLT-F
15. WBNS (ST)	44/ 2.4	3.8	3.2	2.3	2.6	2.9		909/ 7.6	11.0	8.2	B	WBNS
16. WMNI (C)	35/ 1.9	1.9	1.9	1.6	1.3	1.8		407/ 3.4	3.5	2.8	A	WMNI
17. WCEZ-F (SAC)	31/ 1.7	1.3	1.2	1.7	1.2	1.5		525/ 4.4	4.3	4.0	A	WCEZ-F
18. WCOL (T)	29/ 1.6	3.1	3.2	2.1	2.1	2.5		621/ 5.2	6.1	5.2	A	WCOL
19. WLW (FS)	27/ 1.5	1.0	1.3	1.9	1.4	1.4		498/ 4.2	3.4	4.1		WLW
20. WRZR-F (AOR)	20/ 1.1	0.6	1.1	1.0	1.2	1.0		483/ 4.0	3.1	3.9		WRZR-F

12+ FM SHARE (METRO): 74.35% (1174 of 1579) (WIN 93: 76.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKX-F>	1 WLWQ-F>	1 WSNY-F<	1 WSNY-F	1 WSNY-F	1 WTVN >	1 WTVN >	1 WTVN	1 WSNY-F<	1 WCKX-F	1 WCOL-F
2 WAKS-FF	2 WBZX-F<	2 WLWQ-F	2 WLWQ-F	2 WLWQ-F<	2 WSNY-F>	2 WNCI-F<	2 WSNY-F	2 WLWQ-F	2 WSNY-F	2 WTVN
WBZX-F	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WTVN <	3 WHOK-F	3 WSNY-F	3 WLWQ-F<	3 WTVN <	3 WNCI-F<	3 WCOL
4 WNCI-F	WSNY-F	4 WBZX-F	4 WTVN >	4 WNCI-F>	WNCI-F	4 WLWQ-F>	4 WNCI-F	4 WBZX-F	4 WBZX-F	4 WRVF-F
5	5 WCKX-F<	5 WCOL-F	5 WBZX-F<	5 WHOK-F	5 WVKO	5 WBZX-F	5 WBZX-F	WNCI-F	5 WLWQ-F	5 WAKS-FF
6	6 WXOL-F	WTVN	6 WCOL-F<	6 WCOL-F<	6 WBNS	WHOK-F<	6 WHOK-F<	6 WCOL-F<	6 WCOL-F	6 WSNY-F
7	7	7 WCKX-F	7 WHOK-F<	7 WBZX-F<	WBNS-F	7 WCKX-F<	7 WRVF-F	7 WCKX-F	7	7
8	8	8	8 WRVF-F	8 WRVF-F	8	8 WCOL-F	WCOL-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 WNCI-F	1 WSNY-F	1 WSNY-F	1 WSNY-F>	1 WSNY-F>	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F	1 WLWQ-F>	1 WLWQ-F
2 WCKX-F	2 WNCI-F>	2 WNCI-F	2 WNCI-F>	2 WNCI-F>	2 WBZX-F	2 WBZX-F>	2 WBZX-F	2 WBZX-F	2 WTVN >
3 WSNY-F	3 WCKX-F	3 WLWQ-F	3 WCOL-F	3 WRVF-F<	3 WWCN-F	3 WWCN-F<	3 WTVN-F	3 WTVN	3 WBZX-F
4 WCOL-F	WCOL-F	WHOK-F	4 WRVF-F<	4 WTVN	4 WSNY-F	4 WCKX-F<	4 WCKX-F	4 WNCI-F	4 WNCI-F
5 WLWQ-F	WLWQ-F	5 WCOL-F	5 WLWQ-F	WCOL-F	5 WCOL-F	5 WNCI-F	5 WNCI-F	5 WSNY-F	5 WHOK-F<
6 WBZX-F	6 WBZX-F	6 WBZX-F	WCKX-F	WHOK-F	6 WNCI-F	6 WCOL-F	6 WHOK-F	WCOL-F<	6 WCKX-F
7	7	7 WCKX-F	7	7 WVKO	7	7 WTVN	7 WWCN-F	7 WCKX-F	7 WCOL-F
8	8	8	8	8	8	8	8	8	8 WSNY-F

OTHER RATED STATIONS

	METRO SHARE	CUME RTG	TSA/AQH	TSA/CUME
WCLT	1430	NEWARK	0.5/1.3	
WHTH	790	HEATH	0.4/0.5	
WNKO-F	101.7	NEWARK	0.5/1.3	
WRFD	880	WORTHINGTON	0.7/2.2	
WSWZ-F	103.5	LANCASTER	0.5/1.8	
WKKJ-F	93.3	CHILLICOTHE	0.3/0.9	

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
WWKO, 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)
WLVQ, 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	, AOR	SMN,	\$ 19.00	(D & R)	Ragan Henry (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)

Miscellaneous: WWHT-F changes calls to WAKS-F (Feb) . . . WAKS-F changes from CHR simulcast with WAHC-F to Oldies - 70's (April) . . . WCOL-F changed from Oldies to Country (Feb) . . .

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: 16.7
 Market TSL: 22.0 hours

Stations: 34/34
 Diaries: 3572/ 968:1/51.7%
 Sample Target: 3150
 % Below Line: 0.0
 % Not Listed: 8.2

1993 Revenue: \$160,600,000
 HH Inc.: \$37,574
 Retail \$: 43.0 Bil
 Pop per Station: 101,724
 #1 Biller: KVIL-AF \$20,900,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KSCS-F (C)	368/ 6.4	6.9	5.4	8.0	8.8	6.7		5948/17.2	18.1	20.0	J	KSCS-F
2. KVIL-AF (AC/FS)	344/ 5.9	5.4	4.5	4.9	5.0	5.2		5017/14.5	14.9	13.1	K	KVIL-AF
3. WBAP (FS/T)	296/ 5.1	5.5	5.9	6.3	4.8	5.7		4860/14.1	15.1	12.8	J	WBAP
4. KOAI-F (J)	285/ 4.9	3.5	3.7	3.9	2.9	4.0		4068/11.8	10.0	8.3	F	KOAI-F
5. KYNG-F (C)	278/ 4.8	5.1	5.3	3.1	4.5	4.6		4003/11.6	11.7	10.8	G	KYNG-F
6. KHKS-F (CHR)	274/ 4.7	5.9	4.4	4.1	3.4	4.8		5057/14.6	15.7	11.1	F	KHKS-F
7. KPLX-F (C)	273/ 4.7	4.6	4.6	5.3	5.4	4.8		4609/13.3	13.8	14.6	I	KPLX-F
8. KJMZ-F (B)	252/ 4.4	3.3	4.8	4.3	5.1	4.2		3953/11.4	10.5	13.4	G	KJMZ-F
9. KRLD (N)	229/ 4.0	3.0	3.4	3.9	4.3	3.6		4512/13.0	12.8	14.3	I	KRLD
10. KLUV-F (O)	220/ 3.8	3.3	4.0	3.9	4.1	3.8		4326/12.5	11.2	11.4	G	KLUV-F
11. KKDA-F (B)	202/ 3.5	3.4	4.5	3.9	4.8	3.8		3601/10.4	9.7	11.6	H	KKDA-F
12. KEGL-F (AOR)	201/ 3.5	3.3	2.7	2.6	2.7	3.0		3687/10.7	10.2	10.3	E	KEGL-F
13. KTXQ-F (AOR)	187/ 3.2	2.9	4.5	4.1	4.3	3.7		3540/10.2	10.4	11.8	H	KTXQ-F
14. KDMX-F (AC)	187/ 3.2	3.4	3.2	4.0	3.6	3.5		3507/10.1	10.1	10.3	H	KDMX-F
15. KDGE-F (AOR-NR)	180/ 3.1	2.9	2.8	2.2	1.9	2.8		3516/10.2	8.9	6.8	D	KDGE-F
16. KZPS-F (CL AOR)	169/ 2.9	3.3	3.8	3.8	3.2	3.5		3655/10.6	10.1	10.6	G	KZPS-F
17. KLTY-F (REL)	167/ 2.9	2.4	2.1	3.0	2.6	2.6		2605/ 7.5	7.3	6.0	D	KLTY-F
18. KLIF (T)	146/ 2.5	3.0	2.7	2.4	3.1	2.7		2521/ 7.3	7.4	7.9	H	KLIF
19. KHVN (G)	139/ 2.4	1.5	1.9	1.8	1.4	1.9		1472/ 4.3	3.4	3.4	B	KHVN
20. KSNN-F (C)	123/ 2.1	2.3	2.8	2.6	2.1	2.5		1962/ 5.7	6.8	5.9	D	KSNN-F
21. KRRW-F (O)	121/ 2.1	1.4	3.1	2.8	2.8	2.4		2653/ 7.7	5.9	7.8	F	KRRW-F
22. WRR-F (CL)	109/ 1.9	2.5	2.2	1.9	2.2	2.1		2502/ 7.2	7.4	6.7	C	WRR-F
23. KKDA (B/O)	106/ 1.8	2.4	2.2	2.2	1.5	2.2		1547/ 4.5	4.4	3.9		KKDA
24. KESS (SP)	98/ 1.7	2.6	1.5	0.9	1.5	1.7		1087/ 3.1	4.4	3.4	C	KESS
25. KDZR-F (AOR)	80/ 1.4	1.3	1.6	1.7	1.6	1.5		1812/ 5.2	4.6	4.5	B	KDZR-F
26. KTCK (T)	64/ 1.1	2.3	2.4	2.1	1.6	2.0		1285/ 3.7	4.8	3.7		KTCK
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 76.27% (4053 of 5314) (WIN 93: 76.48%)

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

DALLAS-FT. WORTH

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

KCLE	1120	CLEBURNE	0.3/0.5
KFJZ	870	FORT WORTH	0.5/1.0
KGBS	1190	DALLAS	0.6/2.4
KICI-AF	107.9	CORSICANA	0.8/2.1
KMRT	1480	DALLAS	0.7/1.4
KRVA	1600	PLANO	0.7/1.9

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)	Summit
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	\$175.00	(MMR)	Nationwide
KDZR	99.1	100 KW @ 1168	AOR	SMN, \$ 37.00	(Roslin)	(DENTON)
KEGL	97.1	100 KW @ 1460	AOR/CHR	\$ 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)	Summit
KKDA	104.5	98 KW @ 1591	Black	AP, \$180.00	(Christal)	
KLTY	94.1	100 KW @ 1591	Religion (CC)	AP, \$ 80.00	(K & P)	Heftel
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: KAAM changes to KTCK and format from Standards to Talk (Feb) . . . KDNT and KAND-F change calls to KICI A/F (Mar) . . .

DAYTON

Arbitron Rank/Pop (12+): 48/838,400
 MSA Rank/Pop: 56/975,000
 ADI # 53
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 26/22
 Diaries: 1597/525:1/63.0%
 Sample Target: 1430
 % Below Line: 6.8%
 % Not Listed: 14.2%

1993 Revenue: \$22,500,000
 HH Inc.: \$33,662
 Retail \$: 7.9 Bil
 Pop per Station: 38,109
 #1 Biller: WHKO-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WHKO-F (C)	185/13.7	13.1	11.7	10.5	12.7	12.3		2109/25.2	26.1	24.4	E	WHKO-F
2. WTUE-F (AOR)	113/ 8.4	7.0	7.8	7.1	7.3	7.6		1514/18.1	16.9	17.6	E	WTUE-F
3. WGTZ-F (CHR)	100/ 7.4	7.6	7.1	7.1	6.0	7.3		1678/20.0	20.6	18.6	D	WGTZ-F
4. WMMX-F (AC)	96/ 7.1	7.0	7.4	8.1	6.3	7.4		1278/15.2	14.6	12.5	E	WMMX-F
5. WROU-F (B)	88/ 6.5	7.3	7.1	8.8	6.7	7.4		916/10.9	10.5	10.9	C	WROU-F
6. WHIO (N/T)	84/ 6.2	6.6	6.4	5.7	7.1	6.2		1409/16.8	14.6	17.9	D	WHIO
7. WLQT-F (SAC)	63/ 4.7	5.9	5.7	5.2	4.8	5.4		1066/12.7	13.5	12.1	D	WLQT-F
8. WDAO (B)	53/ 3.9	2.1	1.1	2.1	1.5	2.3		335/ 4.0	3.5	2.7		WDAO
9. WLW (FS/T)	52/ 3.8	4.1	4.7	6.0	4.6	4.7		916/10.9	11.2	13.4		WLW
10. WYMJ-F (O)	39/ 2.9	4.2	3.0	4.8	4.5	3.7		770/ 9.2	10.0	10.3	C	WYMJ-F
12. WAZU-F (CL AOR)	39/ 2.9	2.4	3.7	3.3	5.1	3.1		874/10.4	9.4	11.8	B	WAZU-F
13. WZJX-F (AOR)	36/ 2.7	---	---	---	---	---		536/ 6.4	---	---		WZJX-F
14. WPFB-F (C)	35/ 2.6	2.9	2.8	3.6	3.2	3.0		664/ 7.9	8.0	8.6		WPFB-F
15. WONE (T)	26/ 1.9	2.3	2.8	2.6	4.1	2.4		456/ 5.4	6.3	6.8	B	WONE

12+ FM SHARE (METRO): 77.69% (902 of 1161) (WIN 93: 76.22%)

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 WHKO-F	1 WHKO-F	1 WHKO-F>	1 WHKO-F>	1 WHKO-F>	1 WHKO-F>	1 WHKO-F>	1 WHKO-F	1 WHKO-F>
2 WHKO-F<	2 WHKO-F	2 WTUE-F	2 WTUE-F	2 WTUE-F	2 WHIO >	2 WTUE-F	2 WMMX-F<	2 WGTZ-F<	2 WGTZ-F	2 WHIO
3 WROU-F	3 WGTZ-F<	3 WMMX-F	3 WMMX-F	3 WMMX-F>	3 WMMX-F	3 WHIO	3 WTUE-F	3 WTUE-F<	3 WROU-F	3 WTUE-F
4	4 WROU-F	4 WROU-F	4 WROU-F	4 WROU-F<	4 WDAO	4 WMMX-F<	4 WHIO	4 WMMX-F	4 WTUE-F	4 WLW
5	5 WMMX-F>	5 WGTZ-F	5 WLQT-F	5 WLQT-F	5 WLQT-F	5 WGTZ-F	5 WLQT-F	5 WROU-F	5 WHIO	5 WLQT-F
6	6 WZJX-F	6	6	6	6	6 WROU-F	6 WROU-F	6 WLQT-F	6 WMMX-F	6
7	7 WAZU-F	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 WGTZ-F	1 WHKO-F>	1 WHKO-F	1 WHKO-F>	1 WHKO-F>	1 WTUE-F	1 WTUE-F>>>	1 WTUE-F	1 WTUE-F>>	1 WTUE-F>
2 WHKO-F	2 WGTZ-F<	2 WMMX-F	2 WMMX-F>	2 WMMX-F>	2 WGTZ-F	2 WGTZ-F	2 WAZU-F	2 WHKO-F>	2 WHKO-F>
3 WROU-F	3 WMMX-F<	3 WTUE-F	3 WROU-F<	3 WROU-F	3 WROU-F	3 WROU-F	3 WHKO-F	3 WLW <	3 WLW
4 WMMX-F	4 WROU-F>	4 WROU-F	4 WGTZ-F>	4 WLQT-F	4 WZJX-F	4 WZJX-F	4 WMMX-F	4 WAZU-F	4 WMMX-F<
5 WLQT-F	5 WTUE-F	5 WGTZ-F	5 WLQT-F	5 WTUE-F<	5 WAZU-F	5 WHKO-F	5 WZJX-F	5 WMMX-F	5 WDAO
6	6 WLQT-F	6	6 WTUE-F	6 WGTZ-F	6	6	6 WLW	6 WROU-F	6 WAZU-F
7	7	7	7	7	7	7	7	7 WGTZ-F	7
8	8	8	8	8	8	8	8	8 WDAO	8

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WBLY	1600	SPRINGFIELD	0.4/1.0	
WCLR-FF	95.7	PIQUA	1.0/3.3	
WFCJ-F	93.7	MIAMISBURG	1.6/4.7	
WING	1410	DAYTON	0.7/4.8	
WIZE	1340	SPRINGFIELD	1.0/2.4	
WKSU-F	101.7	URBANA	1.6/2.9	
WPFB	910	MIDDLETOWN	1.2/2.5	
WTRJ-F	96.9	TROY	1.0/2.4	
WLSN-F	106.5	GREENVILLE	1.1/3.4	
WOFX-F	94.9	FAIRFIELD	1.2/3.8	
WYGY-F	96.5	HAMILTON	0.7/3.1	

DAYTON

RADIO STATIONS

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)
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	, Oldies	, \$ 36.00 (Torbet)	(BEAVERCREEK)
WZJX-F, 94.5, 6 KW @ 328	, Oldies	, \$ NA (---)	(ENGLEWOOD)

WLW - See Cincinnati

Miscellaneous: WYMJ-F changed from Oldies to Country (Apr) . . . WZJX-F (Englewood) sold to Regent for \$2,150,000 (D) (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

***** 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
 MSA Rank/Pop: 26/2,130,000
 ADI # 21
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 28/28
 Diaries: 2365/692:1/55.8%
 Sample Target: 2240
 % Below Line: 0.0
 % Not Listed: 11.9

1993 Revenue: \$80,400,000
 HH Inc.: 3538615
 Retail \$: 20.0 Bil
 Pop per Station: 58,446
 #1 Biller: KOA \$18,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KYGO-F (C)	279/ 9.9	9.7	10.6	11.0	11.2	10.3		3667/22.4	19.9	22.5	I	KYGO-F
2. KOA (N/T)	208/ 7.3	8.7	9.4	10.2	9.6	8.9		3592/21.9	25.5	23.6	J	KOA
3. KRFX-F (CL AOR)	207/ 7.3	7.4	6.3	6.5	6.2	6.9		2984/18.2	18.3	15.6	E	KRFX-F
4. KOSI-F (SAC)	196/ 6.9	7.3	7.1	5.4	6.9	6.7		3078/18.8	17.8	17.6	G	KOSI-F
5. KXKL-AF (O)	163/ 5.7	5.9	5.3	5.5	4.3	5.6		2975/18.2	18.5	15.9	G	KXKL-AF
6. KWMX-AF (CHR/AC)	156/ 5.5	3.9	3.3	3.7	2.7	4.1		2900/17.7	13.5	10.2	D	KWMX-AF
7. KQKS-F (CHR)	145/ 5.1	4.2	4.7	4.9	5.8	4.7		2394/14.6	14.1	13.6	D	KQKS-F
8. KBCO-AF (AOR-P)	142/ 5.0	5.1	5.2	5.1	6.6	5.1		2126/13.0	13.4	13.7	H	KBCO-AF
9. KBPI-F (AOR)	116/ 4.1	3.8	4.5	4.4	5.2	4.2		2204/13.5	11.6	13.9	F	KBPI-F
10. KHIH-F (J)	104/ 3.7	2.6	2.8	3.2	3.3	3.1		1736/10.6	7.5	11.4	E	KHIH-F
11. KMJI-F (AC)	103/ 3.6	4.3	3.1	3.5	3.6	3.6		1968/12.0	12.3	11.4	F	KMJI-F
12. KTCL-F (AOR-NR)	88/ 3.1	3.0	1.4	1.3	1.6	2.2		1199/ 7.3	7.1	5.1		KTCL-F
13. KVOD-F (CL)	84/ 3.0	2.5	2.8	1.7	2.7	2.5		1113/ 6.8	7.3	7.0	C	KVOD-F
14. KYGO (C)	79/ 2.8	1.9	2.1	2.9	2.0	2.4		968/ 5.9	5.3	5.0		KYGO
15. KEZW (ST)	75/ 2.7	2.4	2.0	2.4	2.7	2.4		876/ 5.4	4.4	4.8		KEZW
16. KZDG-F (AOR)	67/ 2.4	2.7	3.0	2.1	2.0	2.6		1382/ 8.4	7.5	5.0	C	KZDG-F
17. KAZY-F (AOR)	60/ 2.1	1.9	1.8	2.3	2.1	2.0		1493/ 9.1	7.6	9.4	C	KAZY-F
18. KHOW (SAC)	53/ 1.9	1.4	0.6	0.5	0.5	1.1		933/ 5.7	4.3	2.9		KHOW
19. KYBG-AF (SPRST)	48/ 1.7	2.0	1.6	2.3	1.9	1.9		957/ 5.8	6.8	5.2		KYBG-AF
20. KTLK (T)	38/ 1.3	1.6	1.5	2.2	1.5	1.7		845/ 5.2	4.1	5.3	B	KTLK
21. KNUS (N/T)	32/ 1.1	2.5	2.2	2.1	1.7	2.0		716/ 4.4	6.3	4.6		KNUS
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 76.21% (1900 of 2493) (WIN 93: 73.88%)

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

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

OTHER RATED STATIONS			
KCUV	1150	ENGLEWOOD	0.4/0.9
KDKO	1510	LITTLETON	0.7/1.6
KLZ	560	DENVER	0.7/1.2

DENVER

RADIO STATIONS

AM STATIONS

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

KAZY, 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	
KWMX, 107.5, 91 KW @ 1197, CHR/AC		ABC, \$ 77.00 (CBS)	Jefferson-Pilot	
KXKL, 105.1, 100 KW @ 1168, Oldies		, \$ 157.00 (Katz)	Shamrock	
KYGO, 98.5, 100 KW @ 718, Country		, \$ 240.00 (CBS)	Jefferson-Pilot	
KZDG, 92.5, 57 KW @ 1237, AOR		, \$ 48.00 (Torbet)	Premiere	(GREELEY)

Miscellaneous: KRZN changes to KTLK (Dec) . . . KBPI-F sold by Great American to Secret for WWNK-F in Cincinnati less \$3,800,000 (D) (E) . . . KMJI-F changes to Oldies - 70's (May) . . . KBPI-F changes to KALC-F and format from AOR to AC (May) . . .

DES MOINES

Arbitron Rank/Pop (12+): 113/339,900

Stations: 15/15
Diaries: 1057/322:1/62.2%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 9.1

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

MSA Rank/Pop: 118/412,000
ADI # 70
Average Person Ratings: 14.8
Market TSL: 19.75 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WHO (FS)	81/16.1	13.9	14.9	13.0	18.1	14.5		1064/31.3	29.8	32.2	E	WHO
2. KJJY-F (C)	79/15.7	15.9	20.7	20.1	19.3	18.1		1026/30.2	27.5	33.0	E	KJJY-F
3. KGGO-F (AOR)	70/13.9	14.0	11.8	13.9	13.6	13.4		918/27.0	25.3	25.9	D	KGGO-F
4. KSTZ-F (CHR/AC)	39/ 7.7	10.4	8.3	9.8	8.3	9.1		776/22.8	25.5	25.5	C	KSTZ-F
5. K10A-AF (O)	36/ 7.2	6.5	7.9	4.9	6.5	6.6		669/19.7	20.4	14.4	B	K10A-AF
6. KLYF-F (AC)	35/ 6.9	9.1	6.8	8.1	7.6	7.7		574/16.9	18.7	18.9	C	KLYF-F
7. KRNT (ST)	31/ 6.2	3.9	3.7	5.1	4.8	4.7		345/10.2	9.5	11.2	A	KRNT
8. KFMG-F (AOR-P)	19/ 3.8	7.4	5.0	5.2	5.3	5.4		269/ 7.9	12.9	10.7	B	KFMG-F
9. KMXD-F (EZ/SAC)	19/ 3.8	2.6	2.7	2.4	1.9	2.9		255/ 7.5	5.9	4.8	A	KMXD-F
10. KRUU-F (C)	17/ 3.4	1.3	0.4	---	---	1.7		269/ 7.9	5.2	---	A	KRUU-F
11. KHKI-F (C)	13/ 2.6	---	---	---	---	---		269/ 7.9	---	---		KHKI-F
12. KEZT-F (SAC)	10/ 2.0	1.1	1.9	3.3	1.8	2.1		270/ 7.9	8.2	8.0	A	KEZT-F
13. KDLS (C)	5/ 1.0	0.4	1.2	---	---	0.9		42/ 1.2	1.1	---		KDLS
14. KWKY (REL)	4/ 0.8	1.3	1.2	1.4	1.1	1.2		124/ 3.6	4.0	4.1	A	KWKY

12+ FM SHARE (METRO): 71.62% (328 of 458) (WIN 93: 71.65%)

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

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

NONE

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)
KFMG-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 @ 1493, Country	\$ 77.00 (McGuild)	Fuller-Jeffrey (ANKENY)
KLYF-F, 100.3, 100 KW @ 1659, 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

DETROIT

Arbitron Rank/Pop (12+): 6/3,643,100

Stations: 32/32
Diaries: 3606/1010:1/52.7%
Sample Target: 3330
% Below Line: 0.0%
% Not Listed: 8.6%

1993 Revenue: \$135,400,000
HH Inc.: \$37,523
Retail \$: 40.0 Bil
Pop per Station: 113,847
#1 Biller: WJR \$18,200,000

MSA Rank/Pop: 5/4,810,000

ADI # 9

Average Person Ratings: 17.6

Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WJR (FS)	502/ 7.8	9.3	8.6	9.3	7.4	8.8		7091/19.5	20.8	19.0	J	WJR
2. WJLB-F (B)	405/ 6.3	6.8	6.4	6.3	6.3	6.5		5238/14.4	16.3	15.1	H	WJLB-F
3. WWJ (N)	374/ 5.8	4.5	4.6	4.3	5.9	4.8		6613/18.2	18.7	19.6	I	WWJ
4. WYCD-F (C)	331/ 5.2	4.1	2.9	1.2	1.0	3.4		4862/13.3	10.3	5.9	D	WYCD-F
5. WXYT (T)	325/ 5.1	4.9	5.1	4.3	5.2	4.9		3878/10.6	10.6	10.8	H	WXYT
6. WHYT-F (CHR)	321/ 5.0	5.5	5.1	5.7	5.1	5.3		5760/15.8	18.0	17.1	G	WHYT-F
7. WWWW-AF (C)	310/ 4.8	5.2	6.5	8.2	6.7	6.2		5038/13.8	14.4	16.0	I	WWWW-AF
8. WKQI-F (AC)	302/ 4.7	4.2	4.4	4.4	4.0	4.4		5522/15.2	15.3	14.7	I	WKQI-F
9. WMXD-F (B/AC)	271/ 4.2	5.2	4.9	4.7	4.0	4.8		3919/10.8	11.5	9.8	E	WMXD-F
10. WCSX-F (CL AOR)	266/ 4.1	3.7	3.9	4.5	3.0	4.1		4501/12.4	12.2	11.9	G	WCSX-F
11. WJOI-F (SAC/EZ)	264/ 4.1	3.2	4.0	4.3	4.4	3.9		4010/11.0	9.9	11.5	G	WJOI-F
12. WNIC-F (AC)	260/ 4.0	3.9	3.4	3.8	3.5	3.8		4648/12.8	12.2	11.1	H	WNIC-F
13. WLTI-F (SAC)	245/ 3.8	4.3	2.8	4.0	4.6	3.7		4118/11.3	12.4	13.3	G	WLTI-F
14. WOMC-F (O)	223/ 3.5	3.2	3.5	4.1	3.5	3.6		4354/12.0	11.5	12.9	I	WOMC-F
15. WRIF-F (AOR)	200/ 3.1	3.2	2.3	3.2	2.9	3.0		4403/12.1	11.1	11.7	F	WRIF-F
16. WJZZ-F (J)	192/ 3.0	3.8	4.1	3.2	3.2	3.5		3266/ 9.0	9.7	8.5	F	WJZZ-F
17. WDZR-F (AOR)	139/ 2.2	1.8	2.7	2.2	3.0	2.2		2741/ 7.5	5.8	8.1	C	WDZR-F
18. CIMX-F (AOR-NR)	138/ 2.1	2.1	1.6	1.9	1.8	1.9		2663/ 7.3	6.6	5.9		CIMX-F
19. WLLZ-F (AOR)	131/ 2.0	2.2	2.2	1.8	2.8	2.1		3832/10.5	11.0	10.6	G	WLLZ-F
20. WQRS-F (CL)	130/ 2.0	2.8	2.4	1.8	2.4	2.3		1952/ 5.4	6.4	5.8	E	WQRS-F
21. CKWW (ST)	117/ 1.8	2.3	1.6	1.9	0.4	1.9		1338/ 3.7	4.0	0.9		CKWW
22. CKLW-F (O)	80/ 1.2	0.9	1.4	1.2	0.7	1.2		1684/ 4.6	3.8	3.8		CKLW-F
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.77% (4332 of 5872) (WIN 93: 71.07%)

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 WJLB-F	1 WYCD-F	1 WJR >	1 WJR >	1 WXYT	1 WJLB-F	1 WJLB-F<	1 WJR
2 WJLB-F>	2 WHYT-F	2 WCSX-F<	2 WCSX-F<	2 WJLB-F<	2 WWJ	2 WWJ >	2 WJR	2 WJR <	2 WHYT-F>	2 WWJ >
3 WYCD-F	WRIF-F	3 WYCD-F<	3 WYCD-F	3 WCSX-F	3 WXYT	3 WKQI-F	3 WWWW-AF<	3 WHYT-F	3 WYCD-F	3 WJZZ-F
4	4 WCSX-F	4 WKQI-F	4 WKQI-F<	4 WNIC-F	4 WJOI-F	4 WJLB-F	4 WJOI-F	4 WYCD-F	4 WMXD-F<	4 WJLB-F<
5	5 WYCD-F<	5 WNIC-F	5 WNIC-F	5 WKQI-F<	5 WWWW-AF	5 WYCD-F	5 WYCD-F	5 WWJ	5 WJR	5 WMXD-F
6	6 WKQI-F	6 WMXD-F	6 WWWW-AF<	6 WWWW-AF<	6 WLTI-F	6 WNIC-F<	6 WJLB-F<	6 WXYT <	6 WNIC-F	6 WXYT
7	7 WDZR-F	7 WRIF-F<	7 WMXD-F<	7 WJR	7 WMXD-F	7 WCSX-F	7 WYCD-F<	7 WWWW-AF	7 WWWW-AF	7 WYCD-F
8	8	8 WWWW-AF	8 WLTI-F	8 WLTI-F<	8 WYCD-F	8	8 WKQI-F	8 WJOI-F	8	8 WNIC-F
9	9	9 WHYT-F	9	9 WMXD-F	9	9	9	9 WKQI-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 WHYT-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WRIF-F	1 WRIF-F	1 WCSX-F	1 WCSX-F	1 WCSX-F
2 WJLB-F	2 WHYT-F	2 WNIC-F	2 WKQI-F<	2 WMXD-F	2 WDZR-F	2 WJLB-F	2 WRIF-F	2 WRIF-F<	2 WJR <
3 WKQI-F	3 WKQI-F	3 WKQI-F	3 WMXD-F	3 WNIC-F<	3 WHYT-F	3 WCSX-F	3 WJLB-F	3 WYCD-F<	3 WYCD-F
4 CIMX-F	4 WMXD-F	4 WMXD-F	4 WNIC-F	4 WLTI-F	4 WJLB-F	4 WDZR-F	4 WYCD-F	4 WJLB-F	4 WXYT
5 WMXD-F	5 WNIC-F<	5 WHYT-F	5 WYCD-F	5 WKQI-F	5 CIMX-F	5 WLLZ-F	5 WLLZ-F	5 WXYT	5 WWJ
6 WDZR-F	6 WYCD-F	6 WCSX-F	6 WLTI-F	6 WWWW-AF	6 WLLZ-F	6 WYCD-F	6 WDZR-F	6 WKQI-F	6 WJLB-F
7 WYCD-F	7 WCSX-F	7 WJZZ-F	7 WHYT-F	7 WYCD-F	7 WYCD-F	7 WHYT-F	7 WXYT	7 WJR <	7 WWWW-AF
8	8 CIMX-F	8 WLTI-F	8 WWWW-AF	8	8 WCSX-F	8	8 WKQI-F	8 WWJ <	8 WKQI-F<
9	9	9	9	9	9 WKQI-F	9	9 WWJ	9 WLLZ-F	9 WRIF-F
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	0.6/1.9
WGPR-F	107.5	DETROIT	0.9/3.4
WHND	560	MONROE	0.5/0.9
WMKM	1440	INKSTER	0.3/1.1
WMTG	1310	DEARBORN	0.5/1.5
WMUZ-F	103.5	DETROIT	0.9/3.4
WPHM	1380	PORT HURON	0.3/0.7
WQBH	1400	DETROIT	0.9/2.5
WSAQ-F	107.1	PORT HURON	0.5/0.8

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
WWWW, 1130, 50 KW/10 KW(DA-2),	SEE WWWW-FM		
WXYT, 1270, 5 KW (DA-N)	, Talk	CNN, MBS, \$ 150.00 (D & R)	Fritz
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
WJOL, 97.1, 12 KW @ 889,	Soft AC/EZ	, \$ 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
WLTJ, 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)	Fritz
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
WWWW, 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: WXYT sold by Fritz to Infinity for \$23,000,000 (Stevens) . . . WMXZ-F sold by Fritz to Secret for \$13,000,000 (D) . . .

EL PASO

Arbitron Rank/Pop (12+): 77/505,100
 MSA Rank/Pop: 80/644,000
 ADI # 100
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 26/18
 Diaries: 1135/445:1/56.5%
 Sample Target: 1070
 % Below Line: 4.9
 % Not Listed: 9.0

1993 Revenue: \$14,300,000
 HH Inc.: \$25,969
 Retail \$: 4.4 Bil
 Pop per Station: 28,061
 #1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 BOOK Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Level	
1. KPRR-F (CHR)	113/12.8	12.5	10.6	13.4	8.5	12.3		1546/30.6	28.3	24.1	C	KPRR-F
2. KLAQ-F (AOR)	106/12.0	11.0	12.5	13.2	13.0	12.2		1334/26.4	27.9	26.4	D	KLAQ-F
3. KBNA-AF (SP)	103/11.7	14.7	11.9	10.9	10.4	12.3		1115/22.1	25.4	21.1	C	KBNA-AF
4. KTSM-F6 (SAC)	78/ 8.9	7.7	6.3	7.2	7.3	7.5		1178/23.3	19.9	18.8	B	KTSM-F
5. KHEY-F (C)	73/ 8.3	9.0	9.8	11.6	13.6	9.7		976/19.3	22.5	27.1	E	KHEY-F
6. KSET-F (C)	47/ 5.3	3.9	4.1	2.9	4.6	4.1		688/13.6	12.7	14.7	B	KSET-F
7. KAMZ-F (CL AOR)	43/ 4.9	4.0	4.0	4.3	5.0	4.3		843/16.7	16.0	15.7	B	KAMZ-F
8. KSVE-F (SP)	35/ 4.0	5.7	5.6	3.7	2.9	4.8		559/11.1	13.7	10.6		KSVE-F
9. KTSM (N/T)	30/ 3.4	3.0	6.1	5.9	5.1	4.6		479/ 9.5	6.8	10.7	B	KTSM
10. KOFX-F (O)	28/ 3.2	5.7	3.1	4.4	4.1	4.1		586/11.6	13.9	16.0	B	KOFX-F
11. XHH-F (SP)	26/ 3.0	1.9	2.7	2.4	2.9	2.5		453/ 9.0	6.3	6.4	A	XHH-F
12. KAMA (SP)	20/ 2.3	2.9	3.5	2.1	2.4	2.7		332/ 6.6	7.8	5.6	C	KAMA
13. KROD (T)	17/ 1.9	1.6	2.0	2.4	1.6	2.0		294/ 5.8	5.8	8.1	A	KROD
14. XEWG (SP)	14/ 1.6	---	---	---	---	---		133/ 2.6	---	---		XEWG
15. KVIV (SP)	9/ 1.0	1.5	1.3	1.0	1.8	1.2		76/ 1.5	3.0	2.3	A	KVIV

12+ FM SHARE (METRO): 82.52% (661 of 801) (WIN 93: 82.58%)

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 KLAQ-F>	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF<	1 KLAQ-F<	1 KLAQ-F	1 KPRR-F>>	1 KPRR-F
2 KLAQ-F>	2 KPRR-F<	2 KBNA-AF<	2 KTSM-F<	2 KTSM-F<	2 KTSM-F<	2 KPRR-F<	2 KBNA-AF<	KPRR-F	2 KLAQ-F	2 KTSM-F
3	3 KBNA-AF	3 KPRR-F	3 KLAQ-F	3 KLAQ-F	3 KLAQ-F	3 KLAQ-F	3 KPRR-F	3 KTSM-F	3 KTSM-F	KHEY-F
4	KHEY-F	4 KTSM-F<	4 KPRR-F	4 KHEY-F	4 KHEY-F	4 KHEY-F	KTSM-F	4 KBNA-AF<	4 KBNA-AF	KBNA-F
5	5 KTSM-F	5 KHEY-F	5 KHEY-F	KPRR-F	KPRR-F	5 KAMZ-F<	5 KHEY-F	5 KHEY-F	5 KHEY-F	5 KLAQ-F
6	6	6	6 KAMZ-F	6 KAMZ-F	6 KAMZ-F	6 KTSM-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 KLAQ-F	1 KBNA-AF<	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>
2 KPRR-F	2 KPRR-F<	2 KTSM-F	2 KTSM-F<	2 KTSM-F>	2 KPRR-F	2 KPRR-F<	2 KBNA-AF	2 KPRR-F	2 KBNA-AF
3 KHEY-F	3 KHEY-F	3 KPRR-F	3 KPRR-F	3 KPRR-F	3 KHEY-F	3 KHEY-F	3 KHEY-F	KAMZ-F	3 KAMZ-F
4 KSET-F	4 KLAQ-F	4 KHEY-F	4 KHEY-F>	4 KHEY-F	4 KAMZ-F	4 KBNA-AF	4 KAMZ-F	4 KHEY-F<	4 KHEY-F
5 KBNA-AF	5 KTSM-F	5 KOFX-F	5 KLAQ-F	5 KSVE-F	5 KBNA-AF	5 KAMZ-F	5 KPRR-F	5 KBNA-AF	KTSM-F
6	6 KSET-F	KSVE-F	6 KSET-F	6	6 KOFX-F	6	6	6	6 KPRR-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KELP 1590	EL PASO	0.9/3.5	
KHEY 690	EL PASO	0.9/3.6	
XEF 1420	JUAREZ	0.7/1.5	
XEFV 1000	JUAREZ	0.7/2.4	
XEJ 970	JUAREZ	0.3/2.2	
XHEM-F 103.5	JUAREZ	0.7/3.6	
XHIM-F 105.1	JUAREZ	0.6/2.7	
XHNZ-F 107.5	JUAREZ	0.5/1.9	
XHRX-F 98.3	JUAREZ	1.0/4.5	
XHTO-F 104.3	JUAREZ	0.5/1.9	

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
KSVE-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)	
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)

Miscellaneous: KINT-F changes to KSVE-F and format from AC to Hispanic (March) . . . KAMZ-F reclassified as Classic AOR . . .

FRESNO

Arbitron Rank/Pop (12+): 66/580,000
 MSA Rank/Pop: 68/753,000
 ADI # 56
 Average Person Ratings: 16.5
 Market TSL: 22.25 hours

Stations: 27/25
 Diaries: 1377/421:1/52.3%
 Sample Target: 1275
 % Below Line: 0.6
 % Not Listed: 14.0

1993 Revenue: \$22,700,000
 HH Inc.: \$28,600
 Retail \$: 4.9 Bill
 Pop per Station: 23,200
 #1 Biller: KMJ \$5,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KMJ (N/T)	125/13.1	15.2	11.4	12.5	15.0	13.1		1253/21.6	24.9	25.9	G	KMJ
2. KBOS-F (CHR)	96/10.0	10.6	7.3	6.3	4.2	8.6		1239/21.4	20.9	14.8	C	KBOS-F
3. KRZR-F (AOR)	73/ 7.6	4.3	4.7	5.1	4.6	5.4		787/13.6	12.3	10.0	B	KRZR-F
4. KSKS-F (C)	63/ 6.6	7.8	6.1	6.9	7.0	6.9		957/16.5	18.9	14.4	D	KSKS-F
5. KNAX-F (C)	53/ 5.5	5.4	7.3	7.0	7.8	6.3		746/12.9	14.1	15.7	E	KNAX-F
6. KFSO-F (O)	44/ 4.6	3.6	6.9	3.7	4.6	4.7		728/12.6	12.6	13.5	D	KFSO-F
7. KJFX-F (CL AOR)	41/ 4.3	3.7	4.3	6.1	3.1	4.6		624/10.8	10.8	10.7	C	KJFX-F
8. KTHT-F (CHR)	33/ 3.5	5.1	4.2	4.5	4.7	4.3		693/11.9	12.2	12.8	B	KTHT-F
9. KJOI-F (SAC)	30/ 3.1	2.9	3.5	3.6	3.5	3.3		536/ 9.2	8.9	9.6	B	KJOI-F
10. KOQO-AF (SP)	29/ 3.0	2.3	5.5	5.9	4.5	4.2		515/ 8.9	6.7	12.1	B	KOQO-AF
KSLK-F (SAC/EZ)	29/ 3.0	2.1	1.6	2.0	1.7	2.2		320/ 5.5	3.8	3.2	A	KSLK-F
12. KFRE (C)	27/ 2.8	3.0	4.5	2.3	3.2	3.2		362/ 6.2	6.5	6.3		KFRE
13. KEZL-F (J)	26/ 2.7	4.3	2.7	2.3	1.5	3.0		294/ 5.1	6.6	4.2	B	KEZL-F
14. KKDJ-F (AOR/P)	25/ 2.6	2.8	2.5	2.4	2.7	2.6		433/ 7.5	8.4	7.0	B	KKDJ-F
15. KSNY-F (AC)	23/ 2.4	2.6	1.9	1.9	1.8	2.2		611/10.5	8.2	5.5	A	KSNY-F
16. KGST (SP)	20/ 2.1	2.0	2.8	2.6	2.6	2.4		357/ 6.2	4.3	5.8	C	KGST
17. KXMX-F (SP)	16/ 1.7	0.7	2.3	3.2	3.1	2.0		242/ 4.4	2.7	6.9		KXMX-F
18. KMPH-F (N)	13/ 1.4	1.3	0.6	0.9	0.5	1.1		331/ 5.7	4.1	2.2		KMPH-F
KTAA-F (SP)	13/ 1.4	1.0	2.0	1.4	1.3	1.5		233/ 4.0	2.1	2.7		KTAA-F
20. KFCL-F (CL)	10/ 1.0	1.2	0.8	1.2	1.9	1.1		171/ 2.9	3.5	2.2		KFCL-F

12+ FM SHARE (METRO): 75.18% (618 of 822) (WIN 93: 68.99%)

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

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

KEYQ	980	FRESNO	0.7/2.6
KSEQ-F	97.1	VISALIA	0.3/2.1
KXEX	1550	FRESNO	0.8/2.6
KYNO	1300	FRESNO	0.9/4.1
KCIV-F	99.9	MT. BULLION	0.3/1.8
KNBR	680	SAN FRANCISCO	0.3/1.5

FRESNO

RADIO STATIONS

AM STATIONS

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	,	(Lotus)	Lotus
KMJ, 580,	5 KW	,	News/Talk	TALKNT, NBC, \$90.00	(Katz)	Henry
KXEX, 1550,	5 KW/2.5 KW (DA-2)	,	Hispanic	,	(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	,	(Mc-Guild)	Americom	(FOWLER)
KFCL, 104.1,	17 KW @ 853	,	Classical	,	(CMBS)		(WOODLAKE)
KFSO, 92.9,	19 KW @ 820	,	Oldies	,	(Mc-Guild)	Americom	(VISALIA)
KJFX, 95.7,	50 KW @ 321	,	Classic AOR	,	(CBS)	Brown	
KJOI, 98.9,	19 KW @ 820	,	Soft AC	,	(MMR)		(DINUBA)
KKDJ, 105.9,	2.4 KW @ 1958	,	AOR - Prog.	,	(D&R)		
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	,	(Christal)	Wheel-Pitts	(HANFORD)
KSKS, 93.7,	68 KW @ 1909	,	Country	,	(Katz)	Henry	
KSLK, 105.1,	0.6 KW @ 1903	,	EZ/Soft AC	,	(K & P)		(AUBERRY)
KSXY, 101.1,	4.7 KW @ 1076	,	AC	,	(Torbet)		
KTAA, 94.3,	3 KW @ 328	,	Hispanic	,	(---)		(KERMAN)
KTHT, 102.7,	50 KW @ 500	,	CHR	,	(Christal)		
KXMX, 92.1,	25 KW @ 1050	,	Hispanic	,	(Katz Hisp)		(MADERA)

Miscellaneous: KRZR-F (Hanford) sold by New Tex to Wheeling-Pittsburgh for \$1,200,000 (E) . . .
 KTHT-F sold by SpaceCom to Wheeling-Pittsburgh for \$1,600,000 (D) (Stevens) . . .
 KDJK-F sold to Photosphere for \$2,500,000 . . .

GRAND RAPIDS

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

Stations: 19/17

1993 Revenue: \$24,700,000

MSA Rank/Pop: 55/722,000

Diaries: 1356/426:1/61.0%

HH Inc.: \$35,546

ADI # 37 (w/Kalamazoo)

Sample Target: 1330

Retail \$: 6.2 Bil

Average Person Ratings: 15.8

% Below Line: 6.3

Pop per Station: 33,953

Market TSL: 20.75 hours

% Not Listed: 15.9

#1 Biller: WLHT-F \$4,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WOOD-F (SAC)	84/ 9.2	6.1	7.0	7.5	8.1	7.5		1227/21.3	16.4	17.6	D	WOOD-F
2. WBCT-F (C)	81/ 8.9	10.5	7.8	7.6	5.6	8.7		1083/18.8	18.4	14.1	E	WBCT-F
3. WKLQ-F (AOR)	76/ 8.3	6.8	8.6	9.5	8.3	8.3		1132/19.6	17.8	19.7	E	WKLQ-F
4. WOOD (FS/T)	68/ 7.5	7.9	7.6	6.0	9.1	7.3		934/16.2	18.2	21.0	D	WOOD
5. WLHT-F (AC)	57/ 6.3	7.5	7.7	10.0	8.0	7.9		790/13.7	15.8	16.8	F	WLHT-F
WLAV-F (CL AOR)	57/ 6.3	4.7	4.5	4.7	4.1	5.1		882/15.3	14.2	12.4	C	WLAV-F
7. WGRD-F (CHR)	52/ 5.7	5.5	4.6	6.4	5.4	5.6		930/16.1	16.6	19.5	C	WGRD-F
8. WCUZ-F (C)	48/ 5.3	6.2	7.9	7.3	7.0	6.7		787/13.6	16.6	16.4	E	WCUZ-F
9. WODJ-F (O)	43/ 4.7	5.2	4.0	4.7	5.3	4.7		827/14.3	18.1	14.1	D	WODJ-F
10. WKEZ-F (EZ)	38/ 4.2	3.4	2.7	2.4	3.2	3.2		395/ 6.8	6.1	7.8	B	WKEZ-F
11. WSNX-F (CHR)	31/ 3.4	4.8	4.1	4.2	3.5	4.1		875/15.2	14.8	13.0		WSNX-F
12. WMUS-F (C)	26/ 2.9	2.6	3.8	3.4	3.7	3.2		417/ 7.2	6.9	8.9		WMUS-F
13. WFGR-F (CL)	24/ 2.6	2.2	2.3	2.2	2.0	2.3		371/ 6.4	6.6	6.5	A	WFGR-F
14. WKWM (B)	23/ 2.5	1.5	0.5	1.6	1.9	1.5		148/ 2.6	1.6	1.8	A	WKWM
15. WFUR-F (REL)	21/ 2.3	1.1	1.4	1.2	0.9	1.5		495/ 8.6	5.8	5.0		WFUR-F
11. WJQK-F (REL)	14/ 1.5	2.4	1.6	1.8	1.5	1.8		240/ 4.2	6.2	5.6		WJQK-F
12. WCUZ (C)	11/ 1.2	1.0	2.1	1.7	2.1	1.5		258/ 4.5	4.6	5.3		WCUZ
13.												
14.												
15.												

12+ FM SHARE (METRO): 85.79% (658 of 767) (WIN 93: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSNX-F>	1 WKLQ-F	1 WKLQ-F<	1 WBCT-F	1 WBCT-F<	1 WOOD	1 WKLQ-F	1 WOOD <	1 WOOD-F	1 WKLQ-F<	1 WKLQ-F
2 WBCT-F>	2 WLAV-F	2 WBCT-F<	WKLQ-F<	2 WOOD-F<	2 WOOD-F	2 WOOD-F	2 WOOD-F	2 WBCT-F<	2 WBCT-F	2 WLAV-F
3 WKLQ-F>	3 WBCT-F<	3 WOOD-F	3 WOOD-F	3 WLHT-F<	3 WKEZ-F<	3 WBCT-F	3 WBCT-F<	3 WKLQ-F	3 WLAV-F<	3 WLHT-F
4 WGRD-F	4 WOOD-F	4 WLAV-F	4 WLHT-F<	4 WKLQ-F	4 WBCT-F	4 WOOD <	4 WLHT-F	4 WLHT-F<	4 WGRD-F>	4 WODJ-F
5	5 WGRD-F	5 WLHT-F<	5 WLAV-F	5 WLAV-F	5 WODJ-F<	5 WCUZ-F	5 WKLQ-F	5 WLAV-F	5 WOOD-F<	5 WCUZ-F
6	6	6 WGRD-F	6 WGRD-F	6 WODJ-F<	6 WLHT-F	6 WLHT-F	6	6	6 WSNX-F	6
7	7	7	7	7 WOOD <	7	7	7	7	7	7
8	8	8	8	8 WGRD-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 WOOD-F	1 WOOD-F	1 WKWK	1 WOOD-F<	1 WLHT-F	1 WKLQ-F	1 WKLQ-F>	1 WKLQ-F	1 WKLQ-F	1 WKLQ-F
2 WBCT-F	2 WBCT-F	2 WOOD-F	2 WBCT-F	WOOD-F	2 WLAV-F	2 WLAV-F>>	2 WLAV-F	2 WLAV-F>	2 WLAV-F
3 WGRD-F	3 WGRD-F	3 WGRD-F	3 WLHT-F	3 WBCT-F	3 WGRD-F	3 WBCT-F	3 WCUZ-F	3 WBCT-F	3 WOOD
4 WLHT-F	4 WLHT-F	4 WLHT-F	4 WGRD-F>	4 WGRD-F>	WBCT-F	4 WCUZ-F	4 WOOD	WOOD	4 WBCT-F
WKLQ-F	5 WKWM	WBCT-F	5 WODJ-F	5 WODJ-F	5 WOOD-F	WGRD-F	WBCT-F	5 WOOD-F<	5 WODJ-F
6	6	6	6	6 WKWM	6	6	6	6 WODJ-F	6 WOOD-F
7	7	7	7	7	7	7	7	7	7 WCUZ-F<
8	8	8	8	8	8	8	8	8	8 WLHT-F

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

WGHN-F	92.1	GRAND HAVEN	0.7/1.5
WHCT	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)	
WLAV	,	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)	Radio Assoc.
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)	(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-F changes to Classic AOR (Feb) . . . WBCT-F sold by Radio Associates to WOOD A/F owners for \$10,200,000 (E) (D) (Starr; Serafin) . . . WKEZ-F sold by Mike Walton to Federated for \$3,750,000 (D) (Blackburn) . . .

GREENSBORO-WINSTON SALEM

Arbitron Rank/Pop (12+): 43/925,600
 MSA Rank/Pop: 47/970,000
 ADI # 48
 Average Person Ratings: 16.6
 Market TSL: 20.50 hours

Stations: 31/22
 Diaries: 1683/550:1/56.4%
 Sample Target: 1520
 % Below Line: 7.7
 % Not Listed: 14.3

1993 Revenue: \$25,600,000
 HH Inc.: \$31,062
 Retail \$: 7.9 Bil
 Pop per Station: 42,073
 #1 Biller: WTQR-F \$6,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WTQR-F (C)	194/13.5	16.2	19.1	16.4	18.1	16.3		2409/26.0	29.7	32.0	G	WTQR-F
2. WKRR-F (AOR)	103/ 7.1	9.1	8.9	8.6	8.4	8.4		1513/16.3	17.5	19.0	E	WKRR-F
3. WJMH-F (B)	99/ 6.9	7.4	5.9	6.4	7.6	6.7		1508/16.3	16.1	17.4	C	WJMH-F
4. WSJS (FS/T)	96/ 6.7	5.2	5.4	4.9	7.2	5.6		1296/14.0	11.9	15.2	D	WSJS
5. WMAG-F (AC)	82/ 5.7	4.0	2.8	5.3	4.6	4.5		1157/12.5	10.3	10.8	D	WMAG-F
6. WKZL-F (AC)	77/ 5.3	6.5	5.7	6.4	4.6	6.0		1379/14.9	14.1	14.5	C	WKZL-F
WQMG-F (B)	77/ 5.3	5.1	5.9	5.2	3.8	5.4		1223/13.2	12.3	11.2	C	WQMG-F
8. WPCM-F (C)	66/ 4.6	5.0	2.4	2.4	2.4	3.6		913/ 9.9	9.9	7.7		WPCM-F
9. WNEU-F (C)	52/ 3.6	3.9	3.2	3.5	2.3	3.6		1056/11.4	11.2	6.8	B	WNEU-F
WWWB-F (SAC)	52/ 3.6	4.8	4.6	4.0	4.8	4.3		871/ 9.4	9.6	10.8	D	WWWB-F
11. WMOX-AF (O)	51/ 3.6	2.8	5.6	3.1	3.2	3.8		993/10.7	11.2	10.1	C	WMOX-AF
12. WKSI-F (CHR)	44/ 3.1	2.4	3.8	2.8	3.1	3.0		827/ 8.9	9.4	11.2	C	WKSI-F
13. WHPE-F (REL)	42/ 2.9	2.1	0.8	2.2	1.9	2.0		605/ 6.5	4.5	5.3		WHPE-F
14. WFMX-F (C)	40/ 2.8	1.4	2.2	2.8	3.2	2.3			6.1	8.3		WFMX-F
15. WMFR (ST)	21/ 1.5	2.4	1.7	1.7	1.4	1.8		252/ 2.7	4.0	3.0	B	WMFR
16. WWGL-F (REL)	18/ 1.2	1.4	2.5	1.7	1.5	1.7		477/ 5.2	3.1	5.0		WWGL-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 86.88% (1073 of 1235) (WIN 93: 83.33%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAAA 980 WINSTON SALEM	1.2/2.4		
WFAZ-F 98.3 THOMASVILLE	0.4/1.1		
WKEW 1400 GREENSBORO	0.4/2.4		
WLXN 1440 LEXINGTON	0.3/0.8		
WQMG 1510 GREENSBORO	0.8/1.7		
WTNC 790 THOMASVILLE	0.3/0.7		
WDCG-F 105.1 DURHAM	0.7/3.2		
WMXC-F 104.7 CHARLOTTE	0.5/1.9		
WQOK-F 97.5 S. BOSTON	0.8/1.9		
WRAL-F 101.5 RALEIGH	0.4/1.4		
WRDX-F 106.5 SALISBURY	0.7/2.1		
WRFX-F 99.7 KANNAPOLIS	0.4/1.7		
WROV-F 96.3 MARTINSVILLE, VA	0.6/1.7		
WZZU-F 93.9 BURLINGTON	0.8/3.2		

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	, \$ 95.00	(Katz)	Dick	(ASHEBORO)
WKSI-F,	98.7,	100 KW @ 718	, CHR	, \$ 30.00	(Eastman)	Bahakel	
WKSL-F,	107.5,	100 KW @ 994	, AC	, \$ 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	
WNEU-F,	94.5,	100 KW @ 981	, Country	UNISTR, \$ 33.00	(Christal)	HMW	(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)		

Miscellaneous: WGLD, WWWB-F sold by Franklin to HMW for \$3,500,000 (Star) . . .

***** 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, NC

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

Stations: 31/21
Diaries: 1053/429:1/55.5%
Sample Target: 1035
% Below Line: 11.6
% Not Listed: 14.0

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: 15.3
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level
1. WRNS-F (C)	140/20.2	21.4	20.8	22.0	23.6	21.1		1530/33.9	33.1	36.0	WRNS-F
2. WIKS-F (B)	121/17.5	15.1	17.1	16.4	16.4	16.5		1204/26.7	24.1	27.2	WIKS-F
3. WSFL-F (AOR)	50/ 7.2	6.5	4.3	4.2	4.2	5.6		643/14.2	15.0	10.0	WSFL-F
4. WRHT-F (CHR)	29/ 4.2	3.0	4.3	3.0	3.5	3.6		537/11.9	9.6	7.2	WRHT-F
WDLX-F (CHR/AC)	29/ 4.2	3.3	3.9	5.2	6.7	4.2		582/12.9	14.0	17.2	WDLX-F
6. WKO0-F (O)	27/ 3.9	3.8	4.0	3.7	5.0	3.9		409/ 9.1	7.8	9.8	WROO-F
7. WTND-F (C)	26/ 3.8	2.6	1.7	1.4	1.4	2.4		419/ 9.3	8.4	6.2	WTND-F
8. WRDU-F (AOR)	19/ 2.7	3.2	3.0	2.7	1.8	2.9		375/ 8.3	8.6	5.9	WRDU-F
9. WNCT-F (EZ/SAC)	15/ 2.2	4.3	6.8	4.5	3.1	4.5		292/ 6.5	8.8	9.2	WNCT-F
10. WTRG-F (O)	13/ 1.9	2.7	2.2	2.8	3.2	2.4		318/ 7.0	7.9	6.5	WTRG-F
WFXX-F (B)	13/ 1.9	0.5	1.1	2.2	---	1.4		216/ 4.8	3.1	---	WFXX-F
12. WKTC-F (C)	11/ 1.6	1.4	0.8	0.8	2.2	1.2		236/ 5.2	5.2	5.1	WKTC-F
WOOW (B/G)	11/ 1.6	0.7	1.1	0.4	0.6	1.1		89/ 2.0	1.2	2.8	WOOW
14. WELS (C/G)	10/ 1.4	1.1	1.1	0.7	0.8	1.1		150/ 3.3	2.8	2.6	WELS
WXQR-F (AOR)	10/ 1.4	1.2	1.8	2.2	2.1	1.9		189/ 4.2	5.2	4.9	WXQR-F
16. WKQT-F (AC)	9/ 1.3	2.3	1.5	1.6	1.1	1.7		274/ 6.1	6.5	6.2	WKQT-F
17.											
18.											
19.											
20.											

12+ FM SHARE (METRO): 92.44% (550 of 595) (WIN 93: 90.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-F<	1 WRNS-F	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WIKS-F>>	1 WRNS-F>
2 WRHT-F	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>>	2 WRNS-F>>	2 WIKS-F>>
3 WRNS-F	3 WSFL-F>	3 WSFL-F>	3 WSFL-F>	3 WSFL-F>	3	3 WSFL-F>>	3 WSFL-F	3 WSFL-F	3 WRHT-F	3
4	4 WRHT-F	4	4 WDLX-F	4 WDLX-F	4	4 WDLX-F<	4 WDLX-F<	4 WDLX-F	4	4
5	5 WRDU-F	5	5 WKO0-F	5 WKO0-F	5	5 WRHT-F	5 WKO0-F	5 WKO0-F	5	5
6	6 WDLX-F	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 WIKS-F	1 WIKS-F<	1 WRNS-F	1 WRNS-F	1 WRNS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F
2 WRNS-F	2 WRNS-F>>	2 WIKS-F	2 WIKS-F>>	2 WIKS-F>	2 WSFL-F	2 WIKS-F<	2 WSFL-F	2 WIKS-F	2 WIKS-F<
3 WRHT-F	3 WDLX-F	3 WDLX-F	3 WDLX-F	3 WDLX-F>	3 WTND-F	3 WSFL-F>>	3 WIKS-F	3 WSFL-F>>	3 WSFL-F>>
4	4 WRHT-F	4 WSFL-F	4 WRHT-F	4 WKO0-F	4 WRNS-F	4 WRDU-F	4 WRDU-F	4 WTND-F	4
5	5 WSFL-F	WRHT-F	5 WSFL-F	5 WSFL-F	5 WRDU-F	5 WTND-F	5 WXQR-F	5 WKO0-F	5
				WNCT-F				WRDU-F	

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

WCBZ-F	103.7	WILLIAMSTON	1.0/3.5
WGH	1250	FARMVILLE	0.7/1.3
WJNC	1240	JACKSONVILLE	0.4/1.9
WLOJ	1490	NEW BERN	0.4/1.3
WNBR-F	94.1	ORIENTAL	0.6/3.4
WNCT	1070	GREENVILLE	0.4/1.1
WNOS	1450	NEW BERN	0.7/1.2
WRQR-F	94.3	FARMVILLE	0.6/2.5
WTKF-F	107.3	ATLANTIC	0.6/2.4
WGNI-F	102.7	WILMINGTON	0.4/1.1
WGTM	590	WILSON	0.7/2.1
WQDR-F	94.7	RELEIGH	0.4/2.6
WRAL-F	101.5	RELEIGH	0.4/2.7
WZFX-F	99.1	WHITEVILLE	0.7/3.2
WZXS-F	103.9	TOPSAIL	0.7/2.0

GREENVILLE, 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)
WTND-F, 99.5, 17 KW @ 843,	Country	UNISTR, \$	NA (D & R)	(GRIFTON)
WXQR-F, 105.5, 3 KW @ 298,	AOR	ABC, \$	NA (TN)	(JACKSON.)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 61/681,800

Stations: 27/21

1993 Revenue: \$22,400,000

MSA Rank/Pop: 67/860,000

Diaries: 1481/460:1/57.6%

HH Inc.: \$29,881

ADI # 35 (w/Asheville)

Sample Target: 1290

Retail \$: 7.0 Bil

Average Person Ratings: 15.7

% Below Line: 3.4

Pop per Station: 32,467

Market TSL: 20.75 hours

% Not Listed: 13.9

#1 Biller: WSSL-AF \$4,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WSSL-F (C)	194/18.1	16.5	19.2	18.4	16.2	18.1	2170/31.8	32.6	29.6	F	F	WSSL-F
2. WESC-F (C)	133/12.4	10.3	11.0	12.3	12.2	11.5	1603/23.5	25.2	25.0	E	E	WESC-F
3. WMYI-F (AC)	98/ 9.1	9.3	8.7	9.9	10.1	9.3	1615/23.7	19.9	23.0	F	F	WMYI-F
4. WROQ-F (AOR)	77/ 7.2	12.5	7.0	8.0	7.5	8.7	1135/16.6	23.4	15.2	D	D	WROQ-F
5. WSPA-F (SAC)	70/ 6.5	7.2	5.6	4.8	7.8	6.0	998/14.6	13.6	15.3	C	C	WSPA-F
6. WJMZ-F (B/CHR)	67/ 6.3	4.4	1.2	1.1	1.8	3.3	790/11.6	9.3	6.9	A	A	WJMZ-F
7. WFBC-F (O)	47/ 4.4	4.8	4.4	4.1	4.4	4.4	1084/15.9	15.6	12.7	D	D	WFBC-F
8. WMUU-F (EZ)	38/ 3.5	2.7	2.4	2.9	3.1	2.9	492/ 7.2	6.3	6.0	A	A	WMUU-F
9. WFBC (N/T)	31/ 2.9	1.7	3.3	4.1	3.4	3.0	434/ 6.4	4.4	5.7	B	B	WFBC
WLWZ-FF (B)	31/ 2.9	3.1	7.4	6.2	5.7	4.9	639/ 9.4	9.8	9.2	C	C	WLWZ-FF
11. WBBO-F (CHR)	28/ 2.6	2.6	3.6	3.3	3.3	3.0	679/10.0	10.0	11.5	B	B	WBBO-F
12. WSPA (FS)	17/ 1.6	1.3	1.9	1.9	1.2	1.7	345/ 5.1	3.6	4.2	A	A	WSPA
13.												
14.												
15.												

12+ FM SHARE (METRO): 89.06% (822 of 923) (WIN 93: 88.99%)

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

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

WRIX-F	103.1	HONEA PATH	0.4/1.8
WASC	1530	SPARTANBURG	0.6/0.9
WCKI	1300	GREER	0.7/1.0
WESC	660	GREENVILLE	0.5/1.9
WORD	910	SPARTANBURG	0.8/2.2
WPJM	800	GREER	1.1/2.3
WRIX	1020	HOMELAND PARK	1.2/1.1
WBAV-F	101.9	GASTONIA	0.7/2.5
WBFM-F	98.1	SENECA, SC	0.7/2.0
WBT-F	107.9	CHARLOTTE	0.4/1.9
WEDJ-F	95.1	CHARLOTTE	0.5/1.6
WKSF-F	99.9	ASHEVILLE	0.7/4.7
WMIT-F	106.9	BLACK MOUNTAIN	0.5/2.4

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)	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)	AmCom	(FOREST CITY)	
WESC-F,	92.5,	100 KW @ 2001	Country	ABC, \$ 88.00	(Banner)			
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)	
WMUU-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	ADR	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)	

HARRISBURG

Arbitron Rank/Pop (12+): 74/510,900
 MSA Rank/Pop: 87/607,000
 ADI #44 (w/York & Lancaster)
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 32/19
 Diaries: 1281/399:1/67.6%
 Sample Target: 1120
 % Below Line: 11.6
 % Not Listed: 11.0

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

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WNNK-F (CHR)	131/14.6	13.8	13.6	12.2	11.9	13.6		1721/33.7	28.7	27.8	F	WNNK-F
2. WHP (FS)	90/10.0	9.3	7.4	9.8	8.6	9.1		1088/21.3	20.9	18.5	C	WHP
3. WRVV-F (AC/AOR)	75/ 8.4	6.9	8.6	8.5	7.6	8.1		959/18.8	19.0	18.0	D	WRVV-F
4. WRKZ-F (C)	68/ 7.6	10.4	7.7	7.1	10.7	8.2		918/15.0	17.8	16.8	E	WRKZ-F
WTPA-F (AOR)	68/ 7.6	7.7	9.0	8.1	8.5	8.1		901/17.6	17.3	16.2	D	WTPA-F
6. WWKL-F (O)	52/ 5.8	6.5	6.4	5.5	5.1	6.1		749/14.7	15.9	12.7	D	WWKL-F
7. WHYL (ST)	42/ 4.7	3.2	5.0	5.5	3.2	4.6		468/ 9.2	7.6	7.9	A	WHYL
8. WHYL-F (C)	32/ 3.6	2.4	3.0	2.8	3.6	3.0		360/ 7.0	5.8	7.6	B	WHYL-F
9. WROZ-F (SAC)	23/ 3.1	4.1	3.8	3.8	3.8	3.7		547/10.7	10.6	10.0		WROZ-F
10. WLBR (FS)	24/ 2.7	2.6	2.9	3.1	2.3	2.8		361/ 7.1	7.3	7.0	A	WLBR
11. WTCY (B)	23/ 2.6	0.8	0.8	0.1	---	1.1		220/ 4.3	1.6	1.1		WTCY
12. WIMX-F (AC)	21/ 2.3	1.8	3.6	2.7	4.2	2.6		431/ 3.4	7.2	12.0	B	WIMX-F
13. WHTF-F (AOR)	16/ 1.8	2.0	2.1	2.1	1.8	2.0		404/ 7.9	6.8	6.8		WHTF-F
14. WQLV-F (EZ)	14/ 1.6	0.8	1.8	2.0	0.5	1.6		150/ 2.9	1.7	1.7		WQLV-F
15.												

12+ FM SHARE (METRO): 74.44% (594 of 798) (WIN 93: 80.14%)

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 WNNK-F>	1 WHP	1 WNNK-F	1 WHP <	1 WNNK-F>	1 WNNK-F>	1 WHP >
2 2 WNNK-F>	2 WTPA-F<	2 WRVV-F<	2 WRVV-F<	2 WRVV-F	2 WNNK-F	2 WHP >	2 WNNK-F	2 WRVV-F<	2 WTPA-F>	2 WNNK-F<
3 3 WRVV-F>	3 WRVV-F>	3 WTPA-F<	3 WTPA-F	3 WWKL-F	3 WWKL-F<	3 WTPA-F<	3 WRVV-F	3 WTPA-F	3 WHP	3 WLBR
4 4 WRKZ-F	4 WWKL-F<	4 WWKL-F	4 WRKZ-F	4 WRKZ-F	4 WRVV-F	4 WRVV-F	4 WRKZ-F	4 WRVV-F	4 WRVV-F	4 WRKZ-F
5 5 WTCY	5 WRKZ-F	5 WHP	5 WRKZ-F<	5 WHYL-F	5 WRKZ-F	5 WTPA-F	5 WWKL-F	5 WTCY	5 WTCY	5 WRVV-F
6 6	6 WHP	6 WRKZ-F	6 WHP	6 WRVV-F	6 WWKL-F	6 WHYL-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 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 WRVV-F	2 WRVV-F>	2 WRVV-F	2 WRVV-F>>	2 WRVV-F	2 WNNK-F	2 WNNK-F	2 WRVV-F	2 WNNK-F	2 WRVV-F<
3 WRKZ-F	3 WTPA-F	3 WTPA-F	3 WWKL-F	3 WWKL-F	3 WHTF-F	3 WRVV-F	3 WHP	3 WRVV-F<	3 WNNK-F
4 WTCY	4 WRKZ-F	4 WTCY	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WNNK-F	4 WHP >	4 WHP
5 WTPA-F	5 WRKZ-F	5 WRKZ-F	5 WTPA-F	5 WTPA-F	WRVV-F	WHP	5 WRKZ-F	5 WRKZ-F	5 WWKL-F
6 6	6	6	6	6 WROZ-F	6	6	6	6 WWKL-F	6 WRKZ-F
7 7	7	7	7	7 WTCY	7	7	7	7	7

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

WADV	940	LEBANON	0.3/1.2
WCMB	1460	HARRISBURG	1.4/4.7
WCTX-F	92.1	PALMYRA	1.2/3.5
WKBO	1230	HARRISBURG	0.3/2.5
WYGL-F	100.5	ELIZABETH	0.9/3.7
WQIC-F	100.1	LEBANON	1.1/2.9
WWII	720	SHIRMANSTOWN	0.7/2.8

SEE YORK OR LANCASTER FOR MORE ABOUT THE FOLLOWING STATIONS:

WARM-F	0.9/3.5	WIOV-F	0.3/2.6
WDAC-F	1.1/2.8	WLAN-F	0.8/4.5
WGRX-F	0.4/2.1	WQKX-F	0.3/2.3
WGTY-F	0.6/2.3	WQXA-F	0.9/4.4
WIKZ-F	0.4/1.3	WRFY-F	0.3/1.4
		WYCR-F	0.6/4.7

HARRISBURG

RADIO STATIONS

WCMB	, 1460,	5 KW (DA-N)	, Talk	CBS, IBN,	\$ 16.00	(Mc-Guild)	
WCTY	, 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	, Oldies	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: 17.4
 Market TSL: 22.75 hours

Stations: 28/16
 Diaries: 1740/556:1/56.1%
 Sample Target: 1565
 % Below Line: 16.2
 % Not Listed: 15.8

1993 Revenue: \$37,900,000
 HH Inc.: \$45,367
 Retail \$: 10.3 Bil
 Pop per Station: 60,513
 #1 Biller: WTIC \$6,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WTIC (FS)	230/13.6	12.3	11.8	12.5	14.7	12.6		2940/30.4	26.1	32.0	G	WTIC
2. WRCH-F (SAC)	138/ 8.2	8.6	8.2	7.0	8.8	8.0		1864/19.3	18.4	18.4	F	WRCH-F
3. WKSS-F (CHR)	126/ 7.5	6.4	6.2	6.2	5.1	6.6		2226/23.0	20.8	18.0	D	WKSS-F
4. WTIC-F (CHR)	113/ 6.7	5.1	7.6	5.9	6.1	6.3		2192/22.6	22.1	22.2	E	WTIC-F
5. WWYZ-F (C)	96/ 5.7	7.2	7.8	7.5	6.0	7.1		1394/14.4	16.7	15.8	F	WWYZ-F
6. WHCN-F (AOR)	89/ 5.3	5.5	4.9	6.4	4.2	5.5		1338/13.8	15.7	15.0	F	WHCN-F
7. WDRC-F (O)	80/ 4.7	5.2	4.7	4.7	5.0	4.8		1415/14.6	15.3	16.3	E	WDRC-F
8. WCCC-F (AOR)	78/ 4.6	5.9	5.2	4.6	5.1	5.1		1533/14.8	15.6	15.4	E	WCCC-F
9. WZMX-F (AC)	76/ 4.5	4.9	4.9	4.7	5.3	4.8		1405/14.5	17.3	16.3	E	WZMX-F
10. WDRC (ST)	73/ 4.3	4.0	3.1	3.3	4.2	3.7		755/ 7.8	8.4	9.9	B	WDRC
11. WYSR-F (AC)	49/ 2.9	3.9	3.7	3.3	3.1	3.5		934/ 9.6	11.2	11.4	C	WYSR-F
12. WPOP (N/T)	41/ 2.4	3.0	2.4	3.3	2.7	2.8		743/ 7.7	7.9	8.9	C	WPOP
13.												
14.												
15.												

12+ FM SHARE (METRO): 69.13% (981 of 1419) (WIN 93: 67.37%)

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

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

WKND 1480	WINDSOR	0.7/ 0.9
WLAT 1230	MANCHESTER	0.9/ 1.5
WMMW 1470	MERIDEN	0.8/ 2.1
WNEZ 910	NEW BRITAIN	0.3/ 2.0
WRYM 840	NEW BRITAIN	0.5/ 0.8
WAAF-F 107.3	WORCESTER	0.7/ 1.8
WAQY-F 102.1	SPRINGFIELD	2.1/10.3
WFAN 660	NEW YORK	2.1/ 6.3
WHYN-F 93.1	SPRINGFIELD	0.5/ 2.3
WKCI-F 101.3	NEW HAVEN	1.0/ 5.6
WMAS-F 94.7	SPRINGFIELD	0.4/ 2.1
WNNZ 640	WESTFIELD	0.3/ 0.9
WPKX-F 97.9	ENFIELD	0.9/ 3.3
WPLR-F 99.1	NEW HAVEN	1.5/ 7.8
WSPK-F 104.7	POUGH KEEPSIE	0.4/ 1.5
WZBG-F 97.3	LITCHFIELD	0.5/ 0.7

HARTFORD

RADIO STATIONS

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)	Griffin	
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)	Beck-Ross	
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, AC			, \$ 50.00 (D&R)	Griffin	
WZMX-F, 93.7, 21 KW @ 781, AC			, \$ 82.00 (Katz)	Amer. Radio Systems	

Miscellaneous: WHCN-F sold by Beck-Ross to Liberty for \$ _____ (Americom) . . .

***** 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	

HONOLULU

Arbitron Rank/Pop (12+): 59/727,800
 MSA Rank/Pop: 65/879,000
 NO ADI
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 26/26
 Diaries: 1331/547:1/52.7%
 Sample Target: 1325
 % Below Line: 0.0
 % Not Listed: 6.6

1993 Revenue: \$20,200,000
 HH Inc.: \$44,154
 Retail \$: 9.5 Bil
 Pop per Station: 27,992
 #1 Biller: KSSK \$3,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KSSK-F (AC)	152/12.9	13.1	13.3	10.8	14.7	12.5		1327/26.5	26.5	29.9	E	KSSK-F
2. KSSK (FS)	106/ 9.0	8.5	8.3	10.3	9.7	9.0		1247/17.1	16.4	18.3	E	KSSK
3. KUMV-AF (EZ)	102/ 8.6	7.0	9.3	8.2	9.2	8.3		1363/18.7	15.4	14.3	C	KUMV-AF
4. KIKI-F (CHR)	96/ 8.1	9.1	8.2	8.7	8.4	8.5		1532/21.0	21.5	22.1	D	KIKI-F
5. KCCN-F (E)	79/ 6.7	10.1	6.8	6.4	6.2	7.5		1093/15.0	20.7	14.9	C	KCCN-F
6. KQMQ-AF (CHR)	78/ 6.6	7.1	7.0	8.2	8.9	7.2		1523/20.9	21.9	22.9	C	KQMQ-AF
7. KRTR-F (AC)	76/ 6.4	6.2	6.3	7.5	4.8	6.6		1124/15.4	16.3	16.2	C	KRTR-F
8. KPOI-F (AOR/NR)	62/ 5.3	3.0	5.2	3.2	3.5	4.2		831/11.9	10.2	10.1	B	KPOI-F
9. KINE-F (E)	59/ 5.0	4.4	3.6	5.1	4.5	4.5		790/10.9	10.9	11.2		KINE-F
10. KGMZ-F (AC)	34/ 2.9	1.8	1.8	---	---	2.2		545/ 7.5	6.0	---	A	KGMZ-F
11. KDEO-F (AOR)	31/ 2.6	3.7	4.8	3.4	2.2	3.6		618/ 8.5	8.5	7.8	A	KDEO-F
12. KHNR (N/T)	30/ 2.5	1.4	0.9	0.7	0.9	1.4		625/ 8.6	5.8	4.1	A	KHNR
KHVH (N/T)	30/ 2.5	3.0	1.7	2.1	2.1	2.3		542/ 7.4	8.2	6.1		KHVH
14. KCCN (E)	29/ 2.5	3.0	2.2	1.7	2.2	2.4		665/ 9.1	9.0	5.0		KCCN
15. KGU (T)	24/ 2.0	2.4	4.4	5.3	4.2	3.5		607/ 8.3	8.5	10.7	C	KGU
KKLV-F (CL/AOR)	24/ 2.0	0.9	0.5	0.7	0.7	1.0		292/ 4.0	2.9	3.8		KKLV-F
17. KZOO (E)	22/ 1.9	1.3	1.6	1.1	0.9	1.5		143/ 2.0	3.0	2.5		KZOO
18. KIKI (O)	14/ 1.2	1.7	1.0	1.0	1.1	1.2		386/ 5.3	6.5	5.3	A	KIKI
KLHT (E)	14/ 1.2	0.6	0.4	0.7	0.4	0.7		154/ 2.1	2.3	2.7		KLHT
20. KDEO (C)	13/ 1.1	1.5	2.0	1.2	1.4	1.5		253/ 3.5	3.6	2.9	A	KDEO

12+ FM SHARE (METRO): 71.41% (787 of 1102) (WIN 93: 66.84%)

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KAIM-F	95.5 HONOLULU	1.0/3.2	
KISA	1540 HONOLULU	0.3/1.2	
KNDI	1270 HONOLULU	0.6/1.2	
KWAI	1080 HONOLULU	0.3/0.9	

HONOLULU

RADIO STATIONS

KCCN	,	1420,	5 KW	,	Ethnic	,	\$ NA	(Banner)	
KDEO	,	940,	10 KW	,	Country		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)
KGMZ-F,		107.9,	100 KW @ 1965	,	AC		\$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)	
KQMQ-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: KIKI and KHVH swap frequencies in March . . . KIKI goes to 990 and KHVH goes to 830 . . .
 KHHH-F changes calls to KKLV-F in March and format from News/Talk to Classic AOR . . .
 KSSK A/F sold by NewTex to Wheeling-Pittsburgh for \$8,300,000 (E) . . . FM CP sold by
 NewTex to Wheeling-Pittsburgh for \$875,000 (E) . . .

HOUSTON

Arbitron Rank/Pop (12+): 10/3,184,200

Stations: 36/36

1993 Revenue: \$143,300,000

MSA Rank/Pop: 8/3,980,000

Diaries: 3055/1042:1/47.0%

HH Inc.: \$36,812

ADI # 11

Sample Target: 2725

Retail \$: 32.6 Bil

Average Person Ratings: 17.1

% Below Line: 0.0

Pop per Station: 88,450

Market TSL: 22.50 hours

% Not Listed: 12.7

#1 Biller: KILT-AF \$16,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KILT-F (C)	391/ 7.2	6.3	7.1	7.7	7.4	7.1		5809/18.2	18.7	18.6	J	KILT-F
2. KIKK-F (C)	297/ 5.5	4.7	6.0	6.2	5.7	5.6		4942/15.5	15.5	18.0	I	KIKK-F
3. KODA-F (SAC)	292/ 5.4	5.4	4.9	4.1	3.6	5.0		4410/13.8	14.0	9.6	H	KODA-F
4. KMJQ-F (B)	290/ 5.3	4.6	4.6	4.5	4.6	4.8		4540/14.3	14.2	14.7	I	KMJQ-F
5. KBXX-F (CHR)	284/ 5.2	4.7	4.6	5.3	5.0	5.0		4744/14.9	13.7	13.7	G	KBXX-F
6. KQUE-F (ST)	267/ 4.9	5.3	4.8	4.0	3.7	4.8		2834/ 8.9	9.0	8.1	E	KQUE-F
7. KKBQ-AF (C)	261/ 4.8	5.6	4.5	4.6	4.8	4.9		4362/13.7	12.0	13.0	F	KKBQ-AF
KTRH (N)	261/ 4.8	4.6	4.1	4.6	4.3	4.5		5443/17.1	17.4	14.5	I	KTRH
9. KHM-F (AC)	240/ 4.4	4.5	5.2	4.5	4.9	4.7		4191/13.2	14.8	13.7	I	KHM-F
10. KPRC (T)	239/ 4.4	4.3	3.7	3.4	1.9	4.0		3434/10.8	11.2	7.1	H	KPRC
11. KRBE-AF (CHR)	233/ 4.3	4.9	5.2	3.8	4.2	4.6		4696/14.7	15.1	14.7	G	KRBE-AF
12. KLLOL-F (AOR)	209/ 3.8	3.2	3.8	4.7	5.0	3.9		3891/12.2	11.6	14.3	H	KLLOL-F
13. KHYS-F (B)	207/ 3.8	3.9	3.3	2.8	4.1	3.5		2999/ 9.4	8.6	8.5	SEE KMJQ	KHYS-F
14. KLDE-F (O)	168/ 3.1	4.2	3.8	3.4	3.5	3.6		3916/12.3	12.4	11.8	H	KLDE-F
15. KKRW-F (O)	154/ 2.8	1.9	2.7	2.7	2.4	2.5		3405/10.7	8.3	7.8	G	KKRW-F
16. KZFX-F (CL AOR)	141/ 2.6	3.2	2.9	3.3	3.6	3.0		2960/ 9.3	10.3	10.4	G	KZFX-F
17. KKZR-F (AOR)	122/ 2.2	1.8	1.8	2.2	2.1	2.0		1826/ 5.7	5.4	6.7	C	KKZR-F
18. KLTN-F (SP)	121/ 2.2	1.4	1.7	1.4	0.9	1.7		1622/ 5.1	3.6	2.7	C	KLTN-F
19. KSEV (T)	73/ 1.3	1.5	2.3	2.6	2.8	1.9		1560/ 4.9	5.6	6.2	C	KSEV
20. KQQK-F (SP)	70/ 1.3	2.0	2.0	2.4	2.5	1.9		1638/ 5.1	5.5	6.5	E	KQQK-F
21. KXTJ-F (SP)	60/ 1.1	1.0	0.7	---	---	0.9		1284/ 4.0	2.7	---		KXTJ-F
22. KXYZ (SP)	56/ 1.0	0.7	1.3	1.2	1.0	1.1		707/ 2.2	2.7	2.8		KXYZ
23. KLAT (SP)	49/ 0.9	1.0	1.7	1.6	2.4	1.3		970/ 3.0	2.6	4.5	E	KLAT
24. KRIS-FF (CL)	44/ 0.8	0.9	1.1	1.0	0.7	1.0		1075/ 3.4	3.0	3.0	B	KRIS-FF
25. KCOH (B)	41/ 0.8	1.5	0.7	0.9	1.2	1.0		666/ 2.1	2.8	2.1		KCOH

12+ FM SHARE (METRO): 81.20% (3853 of 4745) (WIN 93: 77.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KLLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KQUE-F	1 KILT-F	1 KPRC	1 KILT-F	1 KMJQ-F	1 KMJQ-F
2 KMJQ-F	2 KMJQ-F	2 KODA-F	2 KODA-F	2 KODA-F	2 KILT-F	2 KTRH	2 KILT-F	2 KMJQ-F	2 KBXX-F	2 KTRH
3 KRBE-F	3 KRBE-AF	3 KHM-F	3 KHM-F	3 KIKK-F	3 KTRH	3 KIKK-F	3 KODA-F	3 KODA-F	3 KTRH	3 KILT-F
4	4 KBXX-F	4 KKBQ-AF	4 KKBQ-AF	4 KHM-F	4 KPRC	4 KLLOL-F	4 KIKK-F	4 KIKK-F	4 KHYS-F	4 KQUE-F
5	5 KHM-F	5 KMJQ-F	5 KIKK-F	5 KKBQ-AF	5 KODA-F	5 KKBQ-AF	5 KQUE-F	5 KRBE-AF	5 KRBE-AF	5 KKBQ-F
6	6 KILT-F	6 KIKK-F	6 KHYS-F	6 KHYS-F	6 KIKK-F	6 KODA-F	6 KHM-F	6 KRBE-AF	6 KILT-F	6 KIKK-F
7	7 KKBQ-AF	7 KLLOL-F	7 KLLOL-F	7 KLLOL-F	7 KHYS-F	7 KQUE-F	7 KKBQ-AF	7 KHM-F	7 KODA-F	7 KBXX-F
8	8 KIKK-F	8 KBXX-F	8 KMJQ-F	8 KLDE-F	8 KKBQ-AF	8 KMJQ-F	8	8 KKBQ-AF	8	8
9	9 KKZR-F	9	9 KBXX-F	9 KTRH	9 KLDE-F	9 KBXX-F	9	9	9	9
10	10	10	10 KLDE-F	10 KMJQ-F	10	10 KHM-F	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-AF	1 KHM-F	1 KHM-F	1 KODA-F	1 KODA-F	1 KMJQ-F	1 KLLOL-F	1 KLLOL-F	1 KLLOL-F	1 KILT-F
2 KHM-F	2 KRBE-AF	2 KILT-F	2 KHM-F	2 KILT-F	2 KKZR-F	2 KKZR-F	2 KKZR-F	2 KILT-F	2 KLLOL-F
3 KMJQ-F	3 KBXX-F	3 KBXX-F	3 KKBQ-AF	3 KHM-F	3 KLLOL-F	3 KMJQ-F	3 KRBE-AF	3 KMJQ-F	3 KPRC
4 KBXX-F	4 KMJQ-F	4 KILT-F	4 KILT-F	4 KKBQ-AF	4 KBXX-F	4 KBXX-F	4 KMJQ-F	4 KKZR-F	4 KTRH
5 KKBQ-AF	5 KILT-F	5 KRBE-AF	5 KIKK-F	5 KIKK-F	5 KIKK-F	5 KRBE-F	5 KHM-F	5 KZFX-F	5 KODA-F
6 KIKK-F	6 KKBQ-AF	6 KODA-F	6 KBXX-F	6 KHYS-F	6 KRBE-AF	6 KILT-F	6 KBXX-F	6 KIKK-F	6 KIKK-F
7 KODA-F	7 KODA-F	7 KKBQ-AF	7 KHYS-F	7 KBXX-F	7 KLTN-F	7 KIKK-F	7 KKRW-F	7 KPRC	7 KZFX-F
8	8 KIKK-F	8 KIKK-F	8 KMJQ-F	8 KLDE-F	8 KKBQ-AF	8 KKBQ-AF	8 KILT-F	8 KBXX-F	8 KHM-F
9	9	9 KKRW-F	9 KRBE-AF	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

HOUSTON

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

KEYH	850	HOUSTON	0.6/1.8/
KIKK	650	PASADENA	0.3/0.7/
KLVL	1480	PASADENA	0.3/1.1/
KMPQ-AF	104.9	ROSENBERG	0.4/0.9/
KWWJ	1360	BAYTOWN	0.4/1.4/
KYOK	1590	HOUSTON	0.5/1.7/
KILT	610	HOUSTON	0.7/2-2/

RADIO STATIONS

AM STATIONS

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)	Cook Inlet
KHMX, 96.5, 97 KW @ 1919, AC		, \$ 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
KKZR, 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)	(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: KBXX-F sold by Cook Inlet to Clear Channel for \$21,000,000 (D) . . .

HUNTSVILLE

Arbitron Rank/Pop (12+): 108/352,900
 MSA Rank/Pop: 149/360,000
 ADI # 81 (w/Decatur)
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 20/17
 Diaries: 1019/346:1/57.6%
 Sample Target: 920
 % Below Line: 9.0
 % Not Listed: 15.8

1993 Revenue: \$10,800,000
 HH Inc.: \$35,581
 Retail \$: 3.2 Bil
 Pop per Station: 20,759
 #1 Biller: WDRM-F \$4,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WDRM-AF (C)	125/22.2	22.4	23.0	22.5	22.2	22.5		1399/39.6	37.1	37.9	F	WDRM-AF
2. WZYP-F (CHR)	62/11.0	9.1	9.9	10.2	9.3	10.1		901/25.5	26.3	27.5	C	WZYP-F
3. WRSA-F (SAC)	52/ 9.2	10.2	9.6	6.7	9.5	8.9		602/17.1	17.8	16.5	B	WRSA-F
4. WAHR-F (AC)	47/ 8.3	8.3	7.8	7.1	8.5	7.9		658/18.6	18.5	19.1	C	WAHR-F
5. WTAK-F (AOR)	31/ 5.5	4.1	3.3	1.1	---	3.5		467/13.2	10.3	----	B	WTAK-F
6. WENN-F (B)	25/ 4.4	3.8	4.0	3.8	3.9	4.0		349/ 9.9	10.0	9.3		WENN-F
7. WVNN (T)	23/ 4.1	3.1	3.1	3.3	3.7	3.4		360/10.2	8.7	7.7	A	WVNN
WKDF-F (AOR)	23/ 4.1	3.4	3.8	4.7	3.7	4.0		329/ 9.3	7.7	8.2		WKDF-F
9. WEUP-AF (B)	22/ 3.9	4.1	3.1	4.9	3.0	4.0		322/ 9.1	8.8	7.7		WEUP-AF
10. WHVK-F (C)	21/ 3.7	3.1	2.1	2.9	3.2	3.0		377/10.7	8.5	9.7	B	WHVK-F
11. WAZK-F (AOR)	11/ 2.0	2.8	3.3	2.7	5.3	2.7		287/ 8.1	7.3	12.1	A	WAZK-F
12. WNDA-F (REL)	10/ 1.8	1.4	0.5	2.2	1.8	1.5		207/ 5.9	4.8	5.4	A	WNDA-F
13. WQLT-F (AC/O)	8/ 1.4	2.6	1.4	1.1	1.4	1.6		217/ 6.1	7.8	7.5	C	WQLT-F
14. WLOR (G)	6/ 1.1	1.5	2.8	0.5	---	1.5		60/ 1.7	2.0	---	A	WLOR

12+ FM SHARE (METRO): 88.21% (419 of 475) (WIN 93: 82.08%)

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 WZYP-F	1 WDRM-F>>
2 WDRM-AF>	2 WZYP-F>	2 WZYP-F	2 WAHR-F	2 WAHR-F	2 WRSA-F>	2 WZYP-F<	2 WAHR-F	2 WZYP-F	2 WDRM-AF>	2 WRSA-F
3	3 WTAK-F	3 WAHR-F	3 WZYP-F	3 WAHR-F>	3 WAHR-F>	3 WAHR-F	3 WRSA-F	3 WRSA-F	3 WENN-F<	3 WZYP-F
4	4 WKDF-F	4 WTAK-F>	4 WTAK-F	4 WRSA-F	4 WVNN	4 WRSA-F	4 WZYP-F	4 WAHR-F	4 WRSA-F	4 WENN-F
5	5 WAHR-F	5	5	5 WTAK-F	5	5	5 WVNN	5 WTAK-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 WZYP-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>	1 WZYP-F	1 WDRM-AF	1 WDRM-AF	1 WDRM-AF>	1 WDRM-AF>>
2 WDRM-AF	2 WZYP-F	2 WZYP-F	2 WAHR-F<	2 WAHR-F>	2 WDRM-AF	2 WTAK-F<	2 WTAK-F	2 WTAK-F	2 WTAK-F>
3 WAHR-F	3 WAHR-F>>	3 WAHR-F	3 WZYP-F>	3 WZYP-F>	3 WTAK-F	3 WZYP-F	3 WKDF-F	3 WAHR-F	3 WAHR-F
4 WHVK-F	4	4	4	4 WRSA-F>	4 WKDF-F	4 WKDF-F>	4 WZYP-F	4 WKDF-F	4 WRSA-F
5 WLOR-F	5	5	5	5	5 WENN-F	5	5 WAZK-F	5 WAHR-F	5 WZYP-F
									WVNN

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

WAVD 1400	DECATUR	0.4/1.4
WKAC 1080	ATHENS	0.4/1.1
WTKI 1450	HUNTSVILLE	0.4/2.9
WXKI-F 103.1	MOULTON	0.5/1.6

RADIO STATIONS

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 (---)
WTAK, 1000, 10 KW (DAYS)	AOR	, \$ 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 (TULLAHOOMA, TN)
WNDA-F, 95.1, 50 KW @ 112, Religion		, \$ 12.00 (---)
WQLT-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: 16.3
 Market TSL: 21.50 hours

Stations: 25/23
 Diaries: 2247/477:1/58.8%
 Sample Target: 2145
 % Below Line: 0.7
 % Not Listed: 7.8

1993 Revenue: \$49,300,000
 HH Inc.: \$34,965
 Retail \$: 12.0 Bil
 Pop per Station: 46,552
 #1 Biller: WFBQ-F \$11,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WFMS-F (C)	250/14.4	14.9	15.1	16.2	15.8	15.2		2599/24.3	25.5	27.8	H	WFMS-F
2. WFBQ-F (AOR)	215/12.3	11.2	11.0	12.0	12.9	11.6		2904/27.1	26.2	27.2	I	WFBQ-F
3. WIBC (T)	172/ 9.9	10.7	10.4	11.0	11.5	10.5		2327/21.7	23.3	20.8	G	WIBC
4. WENS-F (AC)	138/ 7.9	6.4	7.2	8.0	6.1	7.4		2176/20.3	19.7	16.4	G	WENS-F
5. WTPI-F (SAC)	123/ 7.1	7.4	7.1	5.8	6.6	6.9		1574/14.7	15.3	13.6	E	WTPI-F
6. WZPL-F (CHR)	112/ 6.4	6.1	6.2	5.2	7.1	6.0		2145/20.0	18.1	20.4	E	WZPL-F
7. WTLC-F (B)	95/ 5.5	5.9	5.7	4.2	4.9	5.3		1209/11.3	11.9	11.4	D	WTLC-F
8. WKLR-F (O)	77/ 4.4	5.2	5.1	6.2	4.5	5.2		1520/14.2	15.6	13.8	E	WKLR-F
9. WRZX-F (AOR)	72/ 4.1	3.8	3.2	4.9	4.4	4.0		1139/10.6	8.3	10.4	C	WRZX-F
10. WHHH-F (U/CHR)	69/ 4.0	4.3	5.8	6.1	5.1	5.1		1238/11.6	11.6	13.0	C	WHHH-F
11. WGRL-F (C)	67/ 3.8	3.2	2.9	---	---	3.3		1040/ 9.7	8.2	---	B	WGRL-F
12. WTLC (B/G)	33/ 1.9	2.2	1.8	1.2	0.9	1.8		402/ 3.8	4.0	2.9	A	WTLC
13. WTTS-F (AOR-P)	31/ 1.8	1.7	1.5	1.5	1.4	1.6		692/ 6.5	5.5	5.8		WTTS-F
14. WXTZ-F (EZ)	27/ 1.6	1.0	0.9	1.1	---	1.2		321/ 3.0	2.5	---		WXTZ-F
WNDE (T)	27/ 1.6	1.4	0.9	1.4	3.4	1.3		774/ 7.2	7.4	10.8	B	WNDE

12+ FM SHARE (METRO): 83.81% (1346 of 1606) (WIN 93: 81.41%)

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 WZPL-F	1 WFMS-F
2 WHHH-F	2 WFMS-F<	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WIBC >	2 WFMS-F	2 WIBC <	2 WFBQ-F	2 WENS-F	2 WIBC >
3 WRZX-F	3 WENS-F	3 WENS-F>	3 WENS-F	3 WENS-F	3 WTPI-F	3 WIBC >	3 WFBQ-F	3 WENS-F	3 WFMS-F<	3 WTLC-F
4	4 WRZX-F	4 WTPI-F	4 WTPI-F	4 WTPI-F	4 WFBQ-F	4 WENS-F	4 WIBC <	4 WFBQ-F	4 WTLC-F	4 WENS-F
5	5 WZPL-F	5 WTLC-F	5 WTLC-F<	5 WIBC	5 WENS-F	5 WTPI-F	5 WTPI-F>	5 WTPI-F<	5 WRZX-F	5 WKLR-F
6	6 WHHH-F<	WZPL-F	6 WKLR-F<	6 WKLR-F	6 WKLR-F	6 WTLC-F	6	6 WZPL-F	6 WIBC <	6
7	7 WTLC-F	7	7 WIBC	7 WTLC-F	7 WTLC-F	WZPL-F	7	7	7 WFBQ-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 WENS-F	1 WENS-F	1 WFBQ-F	1 WENS-F<	1 WFMS-F	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F>
2 WFBQ-F	WFBQ-F>	2 WENS-F	2 WFMS-F<	2 WENS-F	2 WRZX-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WFMS-F>
WZPL-F	3 WFMS-F	3 WFMS-F	3 WFBQ-F>	3 WFBQ-F	3 WFMS-F	WRZX-F>	3 WRZX-F	3 WIBC	3 WIBC >
4 WFMS-F	4 WZPL-F>	4 WTPI-F	4 WTPI-F	WTPI-F	4 WHHH-F	4 WZPL-F	4 WENS-F	4 WENS-F	4 WENS-F
5 WRZX-F	5 WHHH-F	5 WTLC-F	5 WZPL-F	5 WKLR-F<	5 WZPL-F	WENS-F	WIBC	WRZX-F	WTPI-F
6 WHHH-F	6 WTLC-F	WHHH-F	6 WTLC-F	6 WTLC-F<	6 WGRL-F	6 WGRL-F	6 WTLC-F	6 WTLC-F<	6 WKLR-F
7 WGRL-F	WTPI-F	7 WZPL-F	7 WKLR-F	7 WZPL-F	7 WTLC-F	WTLC-F	WTPI-F	7 WTPI-F	7 WTLC-F
WTLC-F	8	8 WGRL-F	8	8	WENS-F	8	WZPL-F	8	8

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

WCBK-F	102.3	MARTINSVILLE	0.3/1.7
WCKN	1430	INDIANAPOLIS	0.8/2.4
WNTS	1590	BEECH GROVE	0.7/1.1
WPZZ-F	95.9	FRANKLIN	0.4/1.3
WQFE-F	101.9	BROWNSBURG	1.3/3.0
WSYW	810	INDIANAPOLIS	0.1/0.4
WSYW-F	107.1	DANVILLE	0.5/2.2
WXIR-F	98.3	PLAINFIELD	0.8/2.8
WKKG-F	101.5	COLUMBUS	0.3/2.2
WQME-F	98.7	ANDERSON	0.3/0.9

INDIANAPOLIS

RADIO STATIONS

AM STATIONS

WCKN, 1400, 5 KW (DA-N)	, Talk	ABC, \$ 17.00 (D & R)	
WIBC, 1070, 50 KW/10 KW (DA-2)	, Talk	TALKNT, NBC, \$ 124.00 (Christal)	Sconnix
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	
WFBC-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 (---)		
WKLR-F, 93.1, 13 KW @ 1023, Oldies		, \$ 74.00 (Christal)	Sconnix	
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	

Miscellaneous: WZPL-F sold by Booth to owners of WTPI-F for \$10,800,000 (D) . . . WIBC, WKLR-F sold by Sconnix to Emmis for \$26,000,000 (Americom) . . . WCKN sold by Secret to owners of WTPI-F, WZPL-F for \$575,000 (D) . . .

***** 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

***** 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	

JACKSON

Arbitron Rank/Pop (12+): 116/331,600
 MSA Rank/Pop: 119/410,000
 ADI # 87
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 20/18
 Diaries: 1023/324:1/52.5%
 Sample Target: 920
 % Below Line: 0.7
 % Not Listed: 19.0

1993 Revenue: \$12,300,000
 HH Inc.: \$30,857
 Retail \$: 3.3 Bil
 Pop per Station: 18,422
 #1 Biller: WMSI-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WMSI-F (C)	91/16.8	17.2	14.4	16.2	16.0	16.2		1030/31.1	30.9	29.7	E	WMSI-F
2. WJDX-F (AC/CHR)	61/11.2	6.7	6.9	7.9	7.0	8.2		692/20.9	19.7	19.1	C	WJDX-F
3. WJMI-F (B)	55/10.1	11.9	12.0	11.4	8.2	11.4		711/21.4	22.9	20.7	C	WJMI-F
4. WSTZ-F (AOR)	45/ 8.3	8.1	7.6	6.1	8.2	7.5		509/15.3	16.3	14.7	C	WSTZ-F
5. WKXI-F (B)	44/ 8.1	10.0	8.1	10.3	11.5	9.1		698/21.0	21.1	24.6	C	WKXI-F
6. WOAD (G/B)	43/ 7.9	7.6	7.3	6.3	4.9	7.3		479/14.4	14.6	11.5		WOAD
7. WKTF-F (C)	17/ 3.1	2.6	2.7	2.6	2.9	2.8		321/ 9.7	9.0	11.6		WKTF-F
WLIN-F (SAC)	17/ 3.1	4.1	2.5	2.8	3.3	3.1		295/ 8.9	11.2	7.5		WLIN-F
9. WTYX-F (O)	14/ 2.6	4.3	4.7	5.2	3.9	4.2		363/10.9	12.6	13.5	C	WTYX-F
10. WMGO (B)	11/ 2.0	---	2.2	1.7	2.9	1.5		87/ 2.6	---	4.5		WMGO
WJNT (T)	11/ 2.0	2.2	3.6	2.4	3.1	2.6		201/ 6.1	7.1	8.6		WJNT

12+ FM SHARE (METRO): 82.04% (361 of 440) (WIN 93: 82.16%)

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

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

WBKJ-F	105.1	KOSCIUSKO	0.4/1.8
WHJJ-F	93.5	CLINTON	0.7/3.8
WIIN-F	98.7	VICKSBURG	0.7/6.7
WJXN-F	92.9	UTICA	0.6/2.2
WKXI	1300	JACKSON	0.7/4.6
WZRX	1590	JACKSON	0.7/2.4
WJNS-F	92.1	YAZOO CTY	0.4/1.0
WQST-F	92.5	FOREST	0.4/1.6

RADIO STATIONS

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)	Holt
WZRX	, 1590,	5 KW/1 KW	Black Oldies	, \$13.00	(D & R)	Lewis
WHJT-F,	93.5,	3 KW @ 298	Religion	, \$12.00	(---)	(CLINTON)
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

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/817,600
 MSA Rank/Pop: 58/973,000
 ADI # 54
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 20/19
 Diaries: 1554/526:1/53.2%
 Sample Target: 1380
 % Below Line: 0.9
 % Not Listed: 19.1

1993 Revenue: \$26,800,000
 HH Inc.: \$30,486
 Retail \$: 9.1 Bill
 Pop per Station: 43,032
 #1 Biller: WQIK-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WQIK-F (C)	157/12.4	10.7	11.2	11.6	13.1	11.5		1854/22.7	21.0	24.1	G	WQIK-F
2. WFYV-F (AOR)	103/ 8.1	7.9	6.8	7.6	5.8	7.6		1322/16.2	16.8	14.9	E	WFYV-F
3. WROO-F (C)	97/ 7.7	6.6	6.9	7.9	7.3	7.3		1410/17.2	17.0	17.7	D	WROO-F
WEJZ-F (SAC)	97/ 7.7	6.8	7.0	8.5	7.8	7.5		1464/17.9	16.5	15.9	E	WEJZ-F
5. WAPE-F (CHR)	91/ 7.2	8.1	7.4	7.7	6.6	7.6		1847/22.6	22.8	20.1	E	WAPE-F
6. WHJX-F (B)	90/ 7.1	8.0	10.6	7.8	4.7	8.4		1183/14.5	15.0	11.5	C	WHJX-F
7. WOKV (N/T)	69/ 5.5	6.8	5.0	5.0	6.6	5.6		1016/12.4	13.3	13.0	C	WOKV
8. WIVY-F (AC)	62/ 4.9	4.3	4.5	4.7	5.4	4.6		1170/14.3	13.5	15.3	D	WIVY-F
9. WKQL-F (O)	61/ 4.8	5.9	5.7	4.2	6.3	5.2		984/12.0	13.9	16.1	C	WKQL-F
10. WAIA-F (CL AOR)	45/ 3.6	3.8	2.9	3.1	2.8	3.4		973/11.9	12.5	10.0	B	WAIA-F
11. WSVE (G)	33/ 2.6	1.7	3.0	1.2	3.1	2.1		324/ 4.0	3.2	4.9	A	WSVE
12. WJBT-F (B)	26/ 2.1	2.5	2.4	3.5	2.5	2.6		604/ 7.4	8.5	8.2	A	WJBT-F
13. WNZS (N/T)	16/ 1.3	1.6	1.0	0.5	0.6	1.1		293/ 3.6	4.7	1.7	A	WNZS
WSTF-F (O)	17/ 1.3	0.7	1.5	1.2	0.9	1.2		334/ 4.1	3.1	3.6		WSTF-F
15. WCGL (G)	15/ 1.2	2.0	1.8	1.5	1.3	1.6		290/ 3.5	3.8	2.7	A	WCGL
16. WZAZ (B)	14/ 1.1	1.2	2.4	1.3	1.2	1.5		275/ 3.4	3.7	3.8	A	WZAZ
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 83.86% (857 of 1022) (WIN 93: 82.15%)

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

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

WFOY	1240	ST. AUGUSTINE	0.5/1.2
WQIK	1320	JACKSONVILLE	0.5/2.4
WROS	1050	JACKSONVILLE	0.5/1.4
WFKS-F	99.9	PALATKA	0.9/2.9

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)	
WATA-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)	Taylor
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
 MSA Rank/Pop: 28/1,650,000
 ADI # 28
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 26/24
 Diaries: 2112/634:1/54.9%
 Sample Target: 2030
 % Below Line: 0.7
 % Not Listed: 8.2

1993 Revenue: \$43,600,000
 HH Inc.: \$36,743
 Retail #: 15.0 Bil
 Pop per Station: 55,750
 #1 Biller: KFKF-F \$7,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WDAF (C/FS)	244/10.7	8.3	10.5	11.2	12.0	10.2		2730/20.4	17.2	19.6	F	WDAF
2. KPRS-F (B)	200/ 8.8	7.8	8.3	9.0	7.6	8.5		1621/12.1	13.6	12.0	D	KPRS-F
3. KFKF-F (C)	192/ 8.4	8.1	8.7	11.0	11.1	9.1		2794/20.9	16.7	23.0	H	KFKF-F
4. KLTH-F (SAC)	152/ 6.7	7.4	4.8	4.7	6.0	5.9		2188/16.4	17.4	11.5	D	KLTH-F
5. KCFX-F (CL AOR)	121/ 5.3	7.3	5.1	4.1	3.9	5.5		2415/18.0	23.7	13.0	G	KCFX-F
6. KMBZ (N/T)	120/ 5.3	4.9	4.4	4.1	5.5	4.7		1970/14.7	15.1	15.4	E	KMBZ
7. KYYS-F (AOR)	118/ 5.2	4.4	5.4	3.8	5.1	4.7		1755/13.1	14.1	14.4	F	KYYS-F
8. KBEQ-F (C)	116/ 5.1	6.4	4.4	5.4	4.2	5.3		2102/15.7	16.1	15.2	C	KBEQ-F
9. KUDL-F (AC)	112/ 4.9	4.5	4.2	3.9	3.9	4.4		2034/15.2	17.1	12.7	D	KUDL-F
10. KQRC-F (AOR)	108/ 4.7	4.5	6.5	6.4	5.6	5.5		1713/12.8	12.9	13.7	D	KQRC-F
11. KCMO-F (O)	97/ 4.2	4.6	4.8	3.8	4.2	4.4		1720/12.9	13.3	12.1	D	KCMO-F
12. KCMO (T/N)	79/ 3.5	4.0	4.3	3.5	3.6	3.8		1433/10.7	11.6	12.5	D	KCMO
13. KISF-F (CHR)	78/ 3.4	2.8	4.3	3.9	2.1	3.6		1603/12.0	12.2	7.5	C	KISF-F
14. KXTR-F (CL)	73/ 3.2	3.4	2.2	2.3	2.5	2.8		1096/ 8.2	7.9	6.7	B	KXTR-F
14. KMXV-F (AC)	73/ 3.2	2.5	3.4	3.7	4.4	3.2		1329/ 9.9	10.6	9.7	D	KMXV-F
16. KPRT (G)	41/ 1.8	1.3	1.4	2.2	1.5	1.7		478/ 3.6	2.8	2.7	A	KPRT
16. KKCF-F (C)	41/ 1.8	2.1	1.4	1.4	1.8	1.7		974/ 7.3	7.4	6.8	C	KKCF-F
18. KCCV (REL)	29/ 1.3	1.2	0.6	1.3	0.9	1.1		332/ 2.5	2.5	1.7		KCCV
19. KNHN (N)	23/ 1.0	1.5	0.6	0.9	0.9	1.0		540/ 4.0	4.9	3.9	A	KNHN
20. KFEZ (ST)	22/ 1.0	1.6	2.2	1.8	3.4	1.7		494/ 3.7	4.3	4.8	A	KFEZ

12+ FM SHARE (METRO): 71.24% (1494 of 2097) (WIN 93: 67.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSIF-F<	1 KYYS-F<	1 KPRS-F<	1 KFKF-F<	1 KFKF-F	1 WDAF >	1 WDAF >	1 KMBZ <	1 WDAF <	1 KPRS-F>>	1 WDAF >
2 KPRS-F>>	2 KQRC-F<	2 KFKF-F<	2 KPRS-F<	2 KPRS-F	2 KFKF-F	2 KFKF-F>	2 WDAF	2 KPRS-F<	2 KQRC-F	2 KPRS-F<
3 KQRC-F	3 KPRS-F	3 KCFX-F<	3 KCFX-F<	3 WDAF <	3 KLTH-F	3 KPRS-F	3 KLTH-F<	3 KFKF-F	3 KISF-F	3 KFKF-F
4 KBEQ-F	4 KFKF-F	4 KYYS-F	4 KYYS-F	4 KLTH-F	4 KMBZ	4 KLTH-F<	4 KFKF-F	4 KLTH-F	4 KUDL-F	4 KLTH-F<
5	5 KCFX-F	5 KLTH-F<	5 KLTH-F	5 KCFX-F<	5 KPRS-F	5 KYYS-F	5 KPRS-F	5 KYYS-F<	5 KFKF-F	5 KCFX-F
6	6 KBEQ-F<	6 KBEQ-F<	6 WDAF	6 KYYS-F	6 KCMO	6 KBEQ-F	6 KBEQ-F	6 KCFX-F	6 KYYS-F	6 KMBZ-F
7	7 KUDL-F	7 KQRC-F<	7 KUDL-F	7 KUDL-F	7	7	7	7	7	7
8	8	8 KUDL-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 KPRS-F	1 KPRS-F<	1 KPRS-F	1 KPRS-F<	1 KFKF-F	1 KQRC-F	1 KQRC-F	1 KYYS-F	1 KYYS-F<	1 KFKF-F<
2 KBEQ-F	2 KFKF-F<	2 KFKF-F	2 KFKF-F>	2 KLTH-F	2 KCFX-F	2 KYYS-F>	2 KQRC-F	2 KQRC-F<	2 KYYS-F<
3 KFKF-F	3 KUDL-F	3 KUDL-F	3 KUDL-F	KPRS-F	3 KYYS-F	3 KCFX-F	3 KPRS-F	3 KCFX-F	3 KCFX-F
4 KUDL-F	4 KBEQ-F	4 KYYS-F	4 KLTH-F	4 KUDL-F	4 KLTH-F	4 KPRS-F	4 KMBZ-F	4 KPRS-F<	KMBZ
5 KISF-F	5 KYYS-F	KBEQ-F	5 KBEQ-F	WDAF	5 KPRS-F	5 KFKF-F	5 KCFX-F	5 KFKF-F	5 KPRS-F<
6 KYYS-F	6 KCFX-F	6 KLTH-F	6 KCFX-F	6 KMXV-F	6 KISF-F	KMBZ	6 KFKF-F	6 KMBZ	6 WDAF
7	KMXV-F	7	KMXV-F<	7 KCFX-F<	7	7	7	7	7 KCMO-F
8	8	8	8 WDAF	8 KBEQ-F	8	8	8	8	8
9	9	9	9	9 KCMO-F	9	9	9	9	9

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

KBEA	1480	MISSION, KS	0.6/1.6
KJLA	1510	INDEPENDENCE, MO	0.7/1.2
WHB-AF	710	KANSAS CITY	0.5/2.3
KFEQ	680	ST. JOSEPH, MO	0.4/1.4
KLZR-F	105.9	LAWRENCE, KS	0.4/2.3

KANSAS CITY

RADIO STATIONS

AM STATIONS

KCCV, 760, 6 KW (DAYS)	, Religion				
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS, MBS, \$ 47.00	(Mc-Guild)		Bott
KFEZ, 1190, 5 KW/250 W (DA-N)	, Standards	AP, \$ 18.00	(---		Bonneville
KJLA, 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)	, Oldies	AP, \$ NA	(MMR)		Apollo

FM STATIONS

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				Bonneville
KKFB, 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

Miscellaneous: KJLA changes from Standards to Sports (May) . . . KMXV-F changes from AC to CHR (March) . . .

***** 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	

KNOXVILLE

Arbitron Rank/Pop (12+): 78/517,300

Stations: 19/19
Diaries: 1342/386:1/56.6%
Sample Target: 1290
% Below Line: 0.0
% Not Listed: 14.3

1993 Revenue: \$16,900,000
HH Inc.: \$29,074
Retail \$: 5.9 Bil
Pop per Station: 27,253
#1 Biller: WIVK-AF \$6,200,000

MSA Rank/Pop: 88/609,000
ADI # 62
Average Person Ratings: 16.1
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WIVK-F (C)	183/21.9	25.8	26.9	32.7	31.9	26.8		2074/40.1	47.9	49.6	G	WIVK-F
2. WEZK-F (SAC)	82/ 9.8	11.7	9.2	9.5	8.8	10.1		1179/22.8	24.2	20.9	D	WEZK-F
3. WIMZ-F (AOR)	79/ 9.1	9.3	9.2	9.0	7.1	9.2		1070/20.7	19.9	16.3	C	WIMZ-F
4. WOKI-F (C)	74/ 8.9	8.1	8.4	7.3	7.9	8.2		947/18.3	18.5	22.1	C	WOKI-F
5. WMYU-F (AC)	61/ 7.3	6.7	9.1	7.3	8.1	7.6		1106/21.4	19.4	22.3	E	WMYU-F
6. WIVK (N/T)	48/ 5.7	4.5	4.9	4.9	4.9	5.0		644/12.4	10.8	12.8	B	WIVK
7. WQBB-AF (ST)	46/ 5.5	5.5	4.2	5.1	5.3	5.1		502/ 9.7	10.1	9.6	A	WQBB-AF
8. WWZZ-F (CHR)	43/ 5.1	5.4	5.2	6.6	4.5	5.6		701/13.5	15.1	12.5	B	WWZZ-F
9. WKGN (B)	19/ 2.3	3.0	2.0	0.5	2.2	2.0		138/ 2.7	4.2	1.8	A	WKGN
WJBZ-F (REL)	19/ 2.3	1.2	1.2	2.1	3.1	1.7		354/ 6.8	4.5	6.1		WJBZ-F
11. WUTK (T)	12/ 1.4	0.5	0.7	---	0.8	0.7		195/ 3.8	2.7	2.9		WUTK
12. WRJZ (G)	11/ 1.3	1.2	1.3	0.8	0.5	1.2		201/ 3.9	4.0	3.2		WRJZ
13. WKNF-F (?)	10/ 1.2	---	---	---	---	---		117/ 2.3	---	---		WKNF-F
14.												
15.												

12+ FM SHARE (METRO): 86.03% (616 of 716) (WIN 93: 86.11%)

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

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

WDLY-F	105.5	GATLINBURG	0.7/2.5
WGAP	1400	MARYVILLE	0.7/2.5
WGAP-F	95.7	MARYVILLE	1.0/3.7
WNOX-F	99.1	LOUDON	0.8/3.1
WXST-F	105.3	LOUDON	0.6/3.5

RADIO STATIONS

WIVK	, 990, 10 KW (DA-1)	, News/Talk	ABC, BRN, \$ 30.00	(Katz)	Dick
WKGN	, 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)	
WWZZ-F,	93.1, 2.4 KW @ 512	, CHR	, \$ 20.00	(D & R)	Jacor (KARNS)

Miscellaneous: WWZZ-F (Karns) sold to Jacor for \$1,800,000 (D) (Americom) . . . WKNF-F changes to CHR (Apr) . . .

LANSING

Arbitron Rank/Pop (12+): 103/363,800
 MSA Rank/Pop: 106/443,000
 ADI # 104
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 20/15
 Diaries: 1050/346:1/59.2%
 Sample Target: 990
 % Below Line: 7.1
 % Not Listed: 19.3

1993 Revenue: \$13,100,000
 HH Inc.: \$35,986
 Retail \$: 3.8 Bil
 Pop per Station: 24,253
 #1 Biller: WITL-AF \$3,500,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WITL-AF (C)	92/15.8	16.6	17.5	15.6	18.8	16.4		1106/30.4	29.1	28.3	E	WITL-AF
2. WJXQ-F (AOR)	56/ 9.6	6.9	8.0	8.1	9.2	8.2		727/20.0	17.2	20.5	C	WJXQ-F
3. WVIC-F (CHR)	41/ 7.1	9.0	8.0	11.5	12.5	8.9		833/22.9	14.9	8.0	C	WVIC-F
4. WFMK-F (AC)	37/ 6.4	7.1	7.4	9.7	7.2	7.7		655/18.0	17.9	18.4	D	WFMK-F
5. WJIM-F (SAC)	36/ 6.2	5.5	6.9	6.0	6.7	6.2		509/14.0	16.5	16.6	B	WJIM-F
6. WQHH-F (B)	32/ 5.5	5.2	6.1	4.9	4.3	5.4		452/12.4	14.9	8.0	A	WQHH-F
WIBM-F (O)	32/ 5.5	5.0	6.3	3.1	3.9	5.0		654/18.0	14.1	12.3	C	WIBM-F
8. WJR (FS)	29/ 5.0	5.0	3.4	3.7	5.7	4.3		404/11.1	12.8	12.9		WJR
9. WILS-F (C)	27/ 4.6	3.1	3.6	4.5	4.3	4.0		421/11.6	10.7	10.4	B	WILS-F
10. WJIM (T)	26/ 4.5	4.0	1.9	4.0	2.2	3.6		398/10.9	9.8	9.0	A	WJIM
11. WWDX-F (AOR-NR)	19/ 3.3	3.1	4.1	2.9	1.0	3.4		388/10.7	9.5	4.5	A	WWDX-F
12. WMMQ-F (CL AOR)	15/ 2.6	3.6	2.9	4.9	3.1	3.5		395/10.9	11.8	12.1	A	WMMQ-F
13. WILS (?)	9/ 1.5	0.5	---	---	0.2	---		118/ 3.2	1.2	1.7		WILS
14.												
15.												

12+ FM SHARE (METRO): 84.65% (397 of 469) (WIN 93: 88.75%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WVFN 730 E. LANSING			0.5/3.3	
WXLA 1180 DIMONDALE			0.5/0.7	
WBCT-F 93.7 GRAND RAPIDS			0.7/2.6	
WCEN-F 94.5 MT. PLEASANT			0.3/1.2	
WIOG-F 102.5 BAY CITY			0.5/2.6	
WODJ-F 107.3 GREENVILLE			0.5/3.9	

RADIO STATIONS

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
WWDX-F, 92.1, 4 KW @ 400	New Rock	\$19.00	(---)	(ST. JOHNS)

WJR - See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 58/731,300

Stations: 24/24
Diaries: 1492/490:1/45.5%
Sample Target: 1510
% Below Line: 0.0
% Not Listed: 12.2

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

MSA Rank/Pop: 54/875,000
ADI # 77
Average Person Ratings: 15.9
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KWNR-F (C)	108/ 9.3	6.8	9.2	6.5	6.8	8.0		1168/16.0	14.1	14.0	D	KWNR-F
2. KJUL-F (ST/EZ)	96/ 8.3	8.3	7.8	6.0	6.5	7.6		860/11.8	12.1	9.8	B	KJUL-F
3. KLUC-F (CHR)	91/ 7.8	9.6	8.6	8.4	8.8	8.6		1531/20.9	21.9	19.1	D	KLUC-F
4. KMZQ-F (AC)	86/ 7.4	6.9	4.6	6.8	4.6	6.4		1172/16.0	15.8	15.0	D	KMZQ-F
5. KOMP-F (AOR)	72/ 6.2	4.8	3.5	5.0	5.0	4.9		805/11.0	10.3	11.7	D	KOMP-F
6. KFMS-AF (C)	68/ 5.9	6.2	7.5	8.1	7.1	6.9		847/11.6	14.1	14.7	E	KFMS-AF
7. KRLV-F (SAC)	65/ 5.6	5.3	4.5	5.0	6.3	5.1		1054/14.4	12.7	12.2	C	KRLV-F
8. KXTZ-F (SAC)	60/ 5.2	3.5	4.1	5.8	4.8	4.7		779/10.7	9.1	11.2	C	KXTZ-F
9. KKLZ-F (CL/AOR)	48/ 4.1	3.2	4.0	4.8	4.8	4.0		764/10.4	10.5	12.7	D	KKLZ-F
10. KEDG-F (AOR/NR)	47/ 4.1	6.1	5.6	3.5	2.7	4.8		760/10.4	15.1	8.2	C	KEDG-F
11. KFBI-F (AOR/CL)	45/ 3.9	4.2	2.9	5.0	4.6	4.0		857/11.7	9.9	13.3	C	KFBI-F
12. KEYV-F (C)	43/ 3.7	4.2	2.1	1.8	1.2	3.0		581/ 7.9	9.1	6.3	A	KEYV-F
13. KDWN (T)	40/ 3.4	4.7	4.0	5.1	3.6	4.3		533/ 7.3	8.2	9.2	B	KDWN
14. KORK (ST)	25/ 2.2	1.7	3.5	1.6	2.2	2.3		324/ 4.4	3.6	5.1	B	KORK
15. KXPT-F (AC/AOR)	24/ 2.1	1.7	3.4	1.9	2.1	2.3		457/ 6.2	6.3	8.5	C	KXPT-F
16. KRRI-F (O)	23/ 2.0	2.2	3.6	3.7	3.2	2.9		408/ 5.6	6.7	8.2	B	KRRI-F
17. KDOL (SP)	22/ 1.9	1.0	1.5	1.6	2.7	1.5		217/ 3.0	1.5	3.8	A	KDOL
18. KNUU (T/N)	18/ 1.6	1.3	1.5	2.0	1.8	1.6		451/ 6.2	5.7	6.1	A	KNUU
19.												
20.												

12+ FM SHARE (METRO): 86.15% (877 OF 1018) (WIN 93: 82.88%)

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 KWNR-F	1 KJUL-F<	1 KWNR-F	1 KLUC-F>	1 KDWN <	
2	2 KLUC-F<	KMZQ-F<	2 KMZQ-F<	2 KMZQ-F	2 KWNR-F>	2 KFBI-F	2 KWNR-F	2 KLUC-F<	2 KRLV-F<	2 KWNR-F<
3	3 KMZQ-F	3 KOMP-F	3 KOMP-F	3 KOMP-F<	3 KFMS-AF	3 KLUC-F<	3 KMZQ-F	3 KJUL-F<	3 KOMP-F<	3 KLUC-F
4	4 KEDG-F	4 KLUC-F	4 KRLV-F	4 KRLV-F	4 KMZQ-F	4 KMZQ-F<	4 KOMP-F	4 KMZQ-F	4 KRLV-F	4 KRLV-F
5	5 KWNR-F	KRLV-F	5 KLLZ-F	5 KFMS-AF<	KXTZ-F<	5 KJUL-F	5 KFMS-AF	5 KOMP-F	KXTZ-F<	KFMS-F
6	6 KKLZ-F	6 KKLZ-F	KFBI-F	6 KFBI-F	6 KRLV-F	6 KFMS-AF	6 KXTZ-F	6 KFMS-AF	6 KWNR-F	KMZQ-F
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 KLUC-F	1 KLUC-F<	1 KWNR-F	1 KMZQ-F	1 KMZQ-F<	1 KLUC-F	1 KOMP-F>	1 KOMP-F	1 KOMP-F>	1 KOMP-F
2 KMZQ-F	2 KMZQ-F<	2 KMZQ-F	2 KRLV-F	2 KWNR-F<	KOMP-F	2 KEDG-F<	2 KEDG-F	2 KFBI-F<	2 KWNR-F
3 KXTZ-F	3 KWNR-F	3 KRLV-F	KWNR-F<	3 KRLV-F>	3 KEDG-F	3 KKLZ-F<	KFBI-F	3 KKLZ-F	3 KFBI-F
KEDG-F	4 KRLV-F	4 KLUC-F	4 KLUC-F>	4 KFMS-AF	KKLZ-F	4 KFBI-F	4 KKLZ-F	KWNR-F	4 KKLZ-F
5 KWNR-F	5 KOMP-F	KOMP-F	5 KEYV-F	5 KEYV-F	5 KMZQ-F	5 KLUC-F	5 KMZQ-F	5 KEDG-F	5 KMZQ-F
KEYV-F	6 KEDG-F	6	6 KFMS-AF	6 KLUC-F	6	KMZQ-F	6	6 KMZQ-F	6 KEDG-F
7	KEYV-F	7	7	7	7	7	7	7	7

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

KENO	1460	LAS VEGAS	0.3/1.8
KLAV	1230	LAS VEGAS	1.0/2.5
KOWA	870	LAUGHLIN	0.5/1.7
KRBO-F	105.1	LAS VEGAS	0.3/1.9
KVEG	840	N. LAS VEGAS	0.9/2.7

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)	
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)	
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	(---)	
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	, EZ/Soft AC	,	\$34.00	(D & R)	Parker (HENDERSON)

Miscellaneous: KMTW, KKLZ-F 50% sold to Pourtales for \$2,020,000 . . .

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/440,000

Stations: 21/20
Diaries: 1182/372:1/57.2%
Sample Target: 1050
% Below Line: 0.8
% Not Listed: 10.5

1993 Revenue: \$15,100,000
HH Inc.: \$31,626
Retail \$: 4.5 Bil
Pop per Station: 22,000
#1 Biller: KSSN-F \$4,200,000

MSA Rank/Pop: 94/535,000
ADI # 58
Average Person Ratings: 14.5
Market TSL: 19.25 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KSSN-F (C)	127/19.9	14.6	17.4	17.2	18.4	17.3		1600/36.4	34.3	36.5	F	KSSN-F
2. KIPR-F (B)	63/ 9.9	9.8	11.0	11.8	8.9	10.6		702/16.0	15.6	17.4	C	KIPR-F
3. KARN (N/T)	59/ 9.2	7.7	9.2	7.5	10.8	8.4		726/16.5	18.2	19.6	C	KARN
4. KDDK-F (C)	46/ 7.2	7.8	7.4	10.5	8.2	8.2		847/19.3	20.0	21.6	C	KDDK-F
5. KURB-F (AC)	45/ 7.1	6.8	6.9	6.6	7.1	6.9		805/18.3	18.9	19.4	C	KURB-F
6. KMJX-F (AOR)	38/ 6.0	6.6	7.3	6.6	9.8	6.6		642/14.6	15.3	15.8	D	KMJX-F
7. KOLL-F (O)	32/ 5.0	5.6	4.4	4.2	3.5	4.8		570/13.0	15.6	13.3	B	KOLL-F
8. KMKV-F (C)	23/ 3.6	1.5	1.0	1.4	1.2	1.9		385/ 8.8	7.0	2.7	A	KMKV-F
9. KHLT-F (AC)	22/ 3.4	4.8	4.5	4.8	4.5	4.4		470/10.7	12.6	13.2	B	KHLT-F
10. KKYK-F (AOR/CHR)	20/ 3.1	5.0	4.4	3.9	5.1	4.1		467/10.6	13.4	14.4	B	KKYK-F
11. KEZQ-F (SAC)	18/ 2.8	3.8	2.6	3.9	3.5	3.3		295/ 6.7	9.6	8.3	B	KEZQ-F
12. KYTN-F (REL)	14/ 2.2	0.8	--	1.3	0.6	1.1		233/ 5.3	5.2	2.7		KYTN-F
13. KAAY (REL)	10/ 1.6	1.1	0.4	1.3	0.4	1.1		133/ 3.0	3.2	2.1		KAAY
14.												
15.												

12+ FM SHARE (METRO): 82.66% (472 of 571) (WIN 93: 82.03%)

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

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

KBIS	1010	Little Rock	1.3/4.2
KGHT	880	Sheridan	0.8/2.4
KITA	1440	Little Rock	1.3/4.1
KLPQ-F	102.5	Cabot	0.9/4.7
KLRG	1150	N. Little Rock	1.4/4.3
KMZX-F	106.3	Lonoke	0.9/3.7
KYFX-F	99.5	Little Rock	1.1/3.7
KLAZ-F	105.9	Hot Springs	0.8/2.2

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
KBIS, 1010, 10 KW/5 KW (DA-N)	, News/Business	BRN, NBC , \$ 16.00 (Christal)	Signal
KGHT, 880, 50 KW/1 KW (DA-N)	, Country	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)
KHLT-F, 94.1,	100 KW @ 771, AC	, \$ 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	, \$ 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

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: 23.00 hours

Stations: 48/46
 Diaries: 6503/1493:1/51.1%
 Sample Target: 5570
 % Below Line: 1.1
 % Not Listed: 10.3

1993 Revenue: \$418,700,000
 HH Inc.: \$36,869
 Retail \$: 97.4 Bil
 Pop per Station: 210,998
 #1 Biller: KABC \$29,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KLAX-F (SP)	959/ 5.6	7.0	6.6	5.7	7.2	6.2		10259/10.6	11.5	10.4	J	KLAX-F
2. KPWR-F (CHR/U)	809/ 4.7	4.8	4.9	5.0	5.0	4.9		15888/16.4	15.3	16.9	J	KPWR-F
3. KOST-F (AC)	797/ 4.7	4.4	4.7	5.1	5.5	4.7		15327/15.8	15.3	16.9	K	KOST-F
4. KFI (T)	771/ 4.5	4.3	4.1	4.5	4.3	4.4		10790/11.1	10.7	10.1	J	KFI
5. KABC (T)	655/ 3.8	3.0	3.5	3.7	3.9	3.5		8443/ 8.7	8.3	8.9	K	KABC
6. KROQ-F (AOR-NR)	651/ 3.8	4.2	3.9	4.3	3.9	4.1		11084/11.4	12.4	10.7	J	KROQ-F
7. KIIS-AF (CHR)	639/ 3.7	4.2	3.9	4.0	4.4	4.0		15714/16.2	16.4	17.1	K	KIIS-AF
8. KRTH-F (O)	595/ 3.5	3.4	3.3	3.9	3.7	3.5		12183/12.6	12.2	12.7	K	KRTH-F
9. KBIG-F (AC)	583/ 3.4	3.2	3.2	3.2	3.5	3.3		10609/10.9	9.0	11.5	K	KBIG-F
10. KKBT-F (B)	569/ 3.3	3.4	3.3	3.1	3.4	3.3		8781/ 9.0	8.7	7.9	J	KKBT-F
11. KCBS-F (O)	553/ 3.2	2.8	1.6	1.7	1.7	2.3		9618/ 9.9	9.4	7.0	H	KCBS-F
12. KLVE-F (SP)	540/ 3.2	2.5	2.9	3.5	2.4	3.0		7022/ 7.2	6.3	5.9		KLVE-F
13. KFVB (N)	504/ 3.0	2.7	2.6	3.2	2.9	2.9		12960/13.4	12.9	14.9	K	KFVB
14. KLSX-F (CL AOR)	501/ 2.9	3.5	3.2	3.6	3.8	3.3		10258/10.6	11.3	12.1	K	KLSX-F
15. KTNQ (SP)	488/ 2.9	2.9	2.5	2.1	2.2	2.6		5072/ 5.2	5.2	4.5	K	KTNQ
16. KLOS-F (AOR)	464/ 2.7	2.8	3.6	3.9	3.8	3.3		9646/ 9.9	10.3	10.8	K	KLOS-F
17. KNX (N)	442/ 2.6	2.6	2.3	2.2	2.7	2.4		10974/11.3	11.4	11.3	K	KNX
18. KYSR-F (SAC)	433/ 2.5	2.3	3.1	3.0	3.0	2.7		9159/ 9.4	8.6	10.3	I	KYSR-F
19. KZLA-F (C)	391/ 2.3	2.5	2.1	2.2	2.1	2.3		5468/ 5.6	5.9	6.2	I	KZLA-F
20. KKHJ (SP)	346/ 2.0	1.7	1.5	1.6	1.4	1.7		5147/ 5.3	4.3	4.0	E	KKHJ
21. KKG0-F (CL)	321/ 1.9	2.1	1.9	1.4	1.7	1.8		5883/ 6.1	6.4	6.1	G	KKGO-F
22. KXEZ-F (SAC/EZ)	307/ 1.8	2.2	1.4	1.0	1.4	1.6		5999/ 6.2	7.4	6.4	H	KXEZ-F
23. KTWW-F (J)	306/ 1.8	1.9	2.5	2.2	2.3	2.1		5895/ 6.1	6.5	7.7	I	KTWW-F
24. KXED (SP)	232/ 1.4	1.4	1.1	1.1	0.8	1.3		2269/ 2.3	2.6	1.8		KXED
25. KMQA-F (SP)	198/ 1.2	1.1	---	---	---	---		2765/ 2.8	2.2	---		KMQA-F
26. KRLA (O)	192/ 1.1	0.8	1.0	0.9	0.5	1.0		3591/ 3.7	2.9	2.2	C	KRLA
27. KWKW (SP)	186/ 1.1	1.3	1.4	1.5	1.1	1.3		3076/ 3.2	3.5	3.4	G	KWKW
28. KJLH-F (B)	178/ 1.0	0.8	0.7	0.7	1.0	0.8		3696/ 3.8	3.4	3.6	D	KJLH-F
29. KLAC (ST)	175/ 1.0	0.7	0.7	0.6	0.8	0.8		2726/ 2.8	2.5	2.8		KLAC
30. KLIT-F (SAC)	160/ 0.9	1.0	1.2	0.9	1.2	1.0		3977/ 4.1	3.5	4.2	F	KLIT-F
31. KJQI-AA (ST)	140/ 0.9	1.2	1.1	1.0	0.5	1.1		1817/ 1.9	3.0	0.9	C	KJQI-AA
32. KNAC-F (AOR)	143/ 0.8	0.7	0.7	0.9	0.6	0.8		2415/ 2.5	2.8	2.6		KNAC-F
33.												
34.												
35.												

12+ FM SHARE (METRO): 70.02% (10701 of 15282) (WIN 93: 73.76%)

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 KABC <	1 KLSX-F	1 KFI >	1 KPWR-F<	1 KPWR-F	1 KABC >>
2 KROQ-F	2 KPWR-F	2 KOST-F	2 KOST-F	2 KOST-F	2 KFI >	2 KABC	2 KLAX-F	2 KLAX-F<	2 KOST-F	2 KFVB
3 KLAX-F	KROQ-F	3 KCBS-F<	3 KCBS-F	3 KCBS-F	3 KFVB	3 KLAX-F	3 KOST-F	3 KOST-F	3 KROQ-F	3 KFI
4 KIIS-F	4 KIIS-AF	4 KROQ-F<	4 KRTH-F<	4 KRTH-F<	4 KRTH-F	4 KIIS-AF<	4 KBIG-F	4 KROQ-F	4 KLAX-F	4 KNX
5 KKBT-F	KKBT-F	5 KIIS-AF<	5 KLSX-F	5 KFI	5 KOST-F	5 KLOS-F	5 KCBS-F<	5 KBIG-F<	5 KKBT-F>	5 KOST-F
6	6 KOST-F	6 KPWR-F<	KFI	6 KLSX-F<	6 KNX	6 KFI	6 KABC	6 KCBS-F<	6 KLVE-F>	6 KLAX-F
7	7 KCBS-F	7 KLSX-F	7 KLOS-F	7 KBIG-F	7 KLAX-F	KFVB	KRTH-F	7 KRTH-F<	7 KRTH-F	7 KKBT-F
8	KLVE-F	8 KLVE-F	8 KBIG-F	8 KLOS-F	8 KBIG-F	8 KLVE-F<	8 KTNQ	8 KII-AF<	KIIS-AF	8 KLSX-F
9	9 KBIG-F	9 KRTH-F	KIIS-AF	9 KIIS-AF	9 KKG0-F	9 KPWR-F<	9 KROQ-F	9 KKBT-F<	9 KABC	9
10	10 KLSX-F<	KKBT-F	10 KLVE-F	10 KLVE-F	10 KZLA-F	10 KOST-F<	KROQ-F	10 KFI	10 KFI	10
11	11 KLOS-F	11	11	11	11	11 KNX	11	KABC	KTNQ	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 KLAX-F	1 KLAX-F	1 KOST-F<	1 KOST-F		1 KPWR-F	1 KLAX-F	1 KLAX-F	1 KLAX-F	1 KCBS-F<
2 KROQ-F	2 KOST-F	2 KBIG-F	2 KLAX-F	2 KLAX-F		2 KLAX-F	2 KPWR-F<	2 KCBS-F	2 KCBS-F	2 KLAX-F
3 KLAX-F	3 KBIG-F<	3 KOST-F	3 KBIG-F	3 KBIG-F		3 KROQ-F	3 KROQ-F	3 KROQ-F	3 KLSX-F	3 KLSX-F
4 KIIS-AF	4 KIIS-AF<	4 KKBT-F	4 KIIS-AF	4 KRTH-F		4 KKBT-F	4 KLSX-F<	4 KLSX-F	4 KROQ-F	4 KFI
5 KOST-F	5 KKBT-F	5 KLVE-F	5 KLVE-F	5 KFI		5 KLSX-F	5 KCBS-F	5 KLOS-F	5 KPWR-F	KRTH-F<
6 KBIG-F	6 KROQ-F<	6 KIIS-AF	6 KKBT-F	6 KLVE-F		6 KLVE-F	6 KKBT-F	6 KPWR-F	6 KLSX-F	6 KLOS-F
7 KKBT-F	7 KPWR-F	7 KCBS-F	7 KRTH-F<	KIIS-AF		7 KKBT-F	7 KLOS-F	7 KIIS-AF	7 KOST-F	7 KOST-F
8 KLVE-F	8 KLVE-F	8 KLOS-F	8 KPWR-F<	8 KTNQ		8 KOST-F	KIIS-AF	8 KOST-F	8 KFI	8 KROQ-F
9 KYSR	9 KYSR-F	9 KFI	9 KROQ-F	KYSR-F		9 KNAC-F	9 KLVE-F	KTNQ	KRTH-F	9 KTNQ
10 KLOS-F	10 KLOS-F	10 KYSR-F	KYSR-F	KKBT-F		10 KLOS-F	KOST-F	10 KLVE-F	KIIS-AF	10 KABC

LOS ANGELES

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

KACE-F	103.9	INGLEWOOD	0.6/2.9
KAJZ-FF	103.1	SANTA MARIA	0.5/1.8
KEZY-F	95.9	ANAHEIM	0.5/2.0
KFSG-F	96.3	LOS ANGELES	0.3/1.4
KGFJ	1230	LOS ANGELES	0.3/1.5
KGRB	900	WEST COVINA	0.7/1.4
KIEV	870	GLENDALE	0.3/1.3
KIKF-F	94.3	GARDEN GROVE	0.4/1.7
KKLA-F	99.5	LOS ANGELES	0.5/2.2
KMAX-F	107.1	ARCADIA	0.4/1.1
KMPC	710	LOS ANGELES	0.5/2.8
KGGI-F	99.1	RIVERSIDE	0.4/2.5
XTRA	690	TIJUANA	0.7/2.1

RADIO STATIONS

AM STATIONS

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.)	United
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.)	Liberman
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

KACE, 103.9, 1.7 KW @ 371, Black AC	UNISTR, AP, \$ 80.00 (K & P)	All Pro
KAJZ, 103.1, 3 KW @ 266, Jazz	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
KLIT, 101.9, 2.5 KW @ 2831, Soft AC	, \$ 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, SOFT AC	, \$ 290.00 (Torbet)	Viacom
KZLA, 93.9, 19 KW @ 3136, Country	, \$ 340.00 (Eastman)	Shamrock

Miscellaneous: KMPC changes from Sports to Talk . . .

LOUISVILLE

Arbitron Rank/Pop (12+): 52/810,900
 MSA Rank/Pop: 57/969,000
 ADI # 47
 Average Person Ratings: 15.3
 Market TSL: 20.00 hours

Stations: 20/20
 Diaries: 1625/499:1/55.8%
 Sample Target: 1520
 % Below Line: 0.0
 % Not Listed: 10.2

1993 Revenue: \$30,300,000
 HH Inc.: \$31,670
 Retail \$: 8.2 Bil
 Pop per Station: 40,545
 #1 Biller: WAMZ-F \$7,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WHAS (FS)	222/17.9	11.9	14.5	13.2	15.8	14.4		2890/35.6	29.4	34.6	G	WHAS
2. WAMZ-F (C)	207/16.7	19.1	17.3	18.0	17.1	17.8		2453/30.3	31.4	30.4	H	WAMZ-F
3. WDJX-F (CHR)	107/ 8.6	7.0	7.6	9.9	8.2	8.3		1726/21.3	20.7	23.1	D	WDJX-F
4. WGZB-F (B)	74/ 6.0	6.0	7.4	6.9	5.5	6.6		876/10.8	11.1	11.4	C	WGZB-F
5. WQMF-F (CL AOR)	65/ 5.3	5.5	5.8	8.8	12.2	6.4		1317/16.2	17.5	22.5	E	WQMF-F
6. WTFX-F (AOR)	61/ 4.9	5.5	5.2	----	----	5.2		1063/13.1	13.3	---	A	WTFX-F
7. WVEZ-F (SAC)	60/ 4.9	5.8	5.0	5.5	5.8	5.3		1042/12.8	13.0	14.9	D	WVEZ-F
8. WAVG (ST)	53/ 4.3	4.8	3.9	3.4	3.4	4.1		758/ 9.3	9.5	10.3	B	WAVG
9. WLRS-F (AC)	52/ 4.2	3.1	3.7	4.2	5.0	3.8		990/12.2	10.1	15.3	C	WLRS-F
10. WRKA-F (O)	51/ 4.1	5.1	5.6	5.9	4.9	5.2		1003/12.4	14.6	16.1	D	WRKA-F
11. WHKW-F (C)	30/ 2.4	3.2	3.0	3.1	1.8	2.9		697/ 8.6	10.0	6.7	B	WHKW-F
12. WLLV (G)	22/ 1.8	0.5	1.1	0.9	1.3	1.1		248/ 3.1	2.0	2.3		WLLV
13. WLOU (B/G)	21/ 1.7	0.8	1.7	1.7	1.7	1.5		374/ 4.6	3.2	4.8		WLOU
14. WLSY-F (B/AC)	19/ 1.5	2.7	1.7	1.7	---	1.9		340/ 4.2	4.4	---	A	WLSY-F
WKJK-F (?)	19/ 1.5	---	---	---	---	---		361/ 4.5	---	---		WKJK-F
16. WWKY (T)	17/ 1.4	2.5	1.9	3.0	4.2	2.2		378/ 4.7	5.8	9.1	A	WWKY
17. WQNF-F (AOR)	12/ 1.0	0.8	---	---	---	---		340/ 4.2	3.9	---		WQNF-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 68.50% (761 of 1111) (WIN 93: 68.22%)

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 WHAS >	1 WHAS >	1 WHAS <	1 WAMZ-F	1 WHAS	1 WHAS
2 WGZB-F>	2 WDJX-F<	2 WHAS	2 WHAS >	2 WHAS >>	2 WAMZ-F>>	2 WAMZ-F>	2 WAMZ-F>>	2 WHAS >	2 WAMZ-F<	2 WAMZ-F
3 WTFX-F<	3 WQMF-F	3 WDJX-F	3 WQMF-F<	3 WDJX-F<	3 WAVG	3 WDJX-F>	3 WDJX-F	3 WDJX-F	3 WDJX-F	3 WGZB-F
4 WAMZ-F	4 WTFX-F	4 WQMF-F	4 WDJX-F	4 WQMF-F	4 WRKA-F<	4 WGZB-F	4 WVEZ-F	4 WVEZ-F<	4 WGZB-F	4 WQMF-F
5	5 WGZB-F	5 WTFX-F<	5 WRKA-F<	5 WRKA-F<	5 WVEZ-F	5 WQMF-F	5 WLRS-F<	5 WQMF-F	5 WTFX-F	5 WWKY
6	6 WHAS	6 WGZB-F	6 WVEZ-F	6 WVEZ-F	6	6	6 WQMF-F	6 WGZB-F<	6	6
7	7	7	7 WLRS-F	7 WLRS-F	7	7	7	7 WTFX-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 WAMZ-F	1 WAMZ-F	1 WAMF-F	1 WAMZ-F>	1 WAMZ-F>>	1 WDJX-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F<	1 WHAS
2 WDJX-F	2 WDJX-F>	2 WDJX-F	2 WDJX-F	2 WHAS	2 WAMZ-F	2 WQMF-F	2 WQMF-F	2 WHAS >	2 WAMZ-F>
3 WTFX-F	3 WGZB-F	3 WLRS-F	3 WHAS <	3 WDJX-F	3 WTFX-F	3 WTFX-F	3 WHAS	3 WQMF-F	3 WQMF-F
4 WHKW-F	4 WQMF-F<	4 WGZB-F	4 WVEZ-F	4 WVEZ-F	4 WGZB-F	4 WDJX-F	4 WTFX-F	4 WTFX-F	4 WTFX-F
5	5 WLRS-F	5 WQMF-F	5 WGZB-F	5 WLRS-F	5 WQMF-F	5 WHAS	5 WDJX-F	5 WDJX-F	5 WRKA-F
6	6 WVEZ-F	6	6 WLRS-F	6 WRKA-F	6	6	6	6	6 WDJX-F
7	7	7	7	7 WGZB-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WTHQ-F	101.3	SHELBYVILLE	0.4/1.2	
WFIA	900	LOUISVILLE	0.4/2.0	
WTMT	620	LOUISVILLE	0.8/2.4	

LOUISVILLE

RADIO STATIONS

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			
WDJX-F,		99.7	24 KW @ 715	,	CHR	AP, \$ 51.00	(Eastman)	Regent
WGZB-F,		96.5,	3 KW @ 295	,	Black			
WHKW-F,		103.9,	1.4 KW @ 489	,	Country			(CORYDON)
WLRS-F,		102.3,	3 KW @ 285	,	AC	UNISTR, \$ 40.00	(Torbet)	Beck-Ross
WLSY-F,		101.7,	1.9 KW @ 413	,	Black AC			(JEFFERSON.)
WQMF-F,		95.7,	34 KW @ 580	,	Classic AOR			
WQNF-F,		105.9,	3 KW @ 328	,	AOR			
WRKA-F,		103.1,	6 KW @ 312	,	Oldies			WQMF owner
WTFX-F,		100.5,	38 KW @ 567	,	AOR			Franklin
WVEZ-F,		106.9,	25 KW @ 669	,	Soft AC			Prism
WKJK-F,		98.9,	50 KW @ 361	,	AC	SMN, ABC, \$ NA	(Christal)	Snowden/Clear Ch. (SALEM, IN)

Miscellaneous: WDJX A/F sold by American Radio Systems to Regent for \$5,500,000 (Blackburn) . . . WLRS-F sold by Beck-Ross to Liberty for \$ _____ (Americom) . . .

MADISON

Arbitron Rank/Pop (12+): 121/321,500
 MSA Rank/Pop: 124/384,000
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 18/16
 Diaries: 948/339:1/68.1%
 Sample Target: 875
 % Below Line: 1.4
 % Not Listed: 19.8

1993 Revenue: \$16,400,000
 HH Inc.: \$37,799
 Retail \$: 3.8 Bil
 Pop per Station: 20,094
 #1 Biller: WIBA-F \$3,400,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WZEE-F (CHR)	61/12.2	9.2	10.3	12.7	11.3	11.1		1016/31.6	25.3	31.1	C	WZEE-F
2. WWQM-F (C)	47/ 9.4	8.9	12.5	7.6	10.3	9.6		636/19.8	18.5	20.7	D	WWQM-F
3. WIBA-F (AOR)	43/ 8.6	9.6	8.4	10.6	10.9	9.3		706/22.0	23.1	26.1	E	WIBA-F
4. WMGN-F (AC)	35/ 7.0	6.3	4.7	6.8	6.2	6.2		494/15.4	15.0	15.7	C	WMGN-F
5. WIBA (FS)	31/ 6.2	5.0	5.6	8.3	5.4	6.3		507/18.8	14.9	16.9	C	WIBA
6. WOLX-F (O)	30/ 6.0	5.7	9.9	8.7	7.7	7.6		690/21.5	19.7	21.7	D	WOLX-F
7. WJJO-F (AOR/AC)	26/ 5.2	5.0	6.0	5.1	3.8	5.3		531/16.5	16.4	12.7	B	WJJO-F
8. WTDY (N/T)	23/ 4.6	6.5	5.0	4.9	5.6	5.3		351/10.9	13.0	12.6	B	WTDY
9. WMAD-F (AOR)	22/ 4.4	5.0	4.5	---	---	4.6		441/13.7	14.2	---	A	WMAD-F
10. WYZM-F (C)	19/ 3.8	3.3	1.9	1.5	2.4	2.6		294/ 9.1	7.4	5.9	A	WYZM-F
11. WTSO (C/FS)	16/ 3.2	5.0	3.2	3.0	3.6	3.6		432/13.4	21.0	11.9	B	WTSO
12. WSJY-F (EZ/SAC)	15/ 3.0	2.8	2.4	2.7	1.6	2.7		219/ 6.8	6.4	4.8	A	WSJY-F
13. WMLI-F (SAC)	13/ 2.6	2.8	3.6	5.7	4.0	3.7		351/10.9	11.4	12.9	B	WMLI-F
14. WMMM-F (AOR)	8/ 1.6	2.4	1.7	1.9	2.2	1.9		258/ 8.0	5.6	6.1	A	WMMM-F

12+ FM SHARE (METRO): 80.34% (323 of 402) (WIN 93: 78.87%)

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

OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
WIBU 1240 Poyette	0.8/2.8
WMAD 1190 Sun Prarie	0.4/1.2
WEKZ-F 93.7 Monroe	0.8/1.2
WGN 720 Chicago	0.6/2.6

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
WMLI-F,	96.3,	5 KW @ 672	, Soft AC	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

MCALLEN-BROWNSVILLE

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

Stations: 27/20
Diaries: 1350/400:1/49.0%
Sample Target: 1250
% Below Line: 5.0
% Not Listed: 10.9

1993 Revenue: \$13,200,000
HH Inc.: \$20,380
Retail \$: 4.1 Bil
Pop per Station: 27,010
#1 Biller: KTEX-F \$2,300,000

MSA Rank/Pop: 76/700,000
ADI # 114
Average Person Ratings: 16.9
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KBFM-F (CHR)	115/12.6	12.9	11.0	11.9	11.9	12.1		1742/32.2	32.6	31.1	C	KBFM-F
2. KIWW-F (SP)	113/12.4	13.5	10.6	9.7	6.4	11.6		1575/29.2	33.3	21.3	C	KIWW-F
3. KGBT (SP)	85/ 9.3	9.0	8.6	9.6	11.6	9.1		956/17.7	19.1	16.5	C	KGBT
4. KTEX-F (C)	82/ 9.0	10.5	11.9	12.7	15.1	11.0		1157/21.4	25.2	32.6	D	KTEX-F
5. KVLV-F (O)	73/ 8.0	8.3	8.6	6.7	6.6	7.9		1077/19.9	21.9	16.4	C	KVLV-F
6. KKPS-F (SP)	47/ 5.1	5.9	6.7	3.8	3.6	5.4		884/16.4	15.1	12.9	A	KKPS-F
7. KFRQ-F (C)	46/ 5.0	5.4	8.4	6.6	8.6	6.4		917/17.0	17.2	24.9	C	KFRQ-F
8. KTJN-FF (SP)	45/ 5.0	6.0	5.0	5.9	5.9	5.5			17.4	16.6	B	KTJN-FF
9. KQXX-F (SP)	34/ 3.7	3.0	3.5	3.9	5.1	3.5		550/10.2	6.7	10.3	B	KQXX-F
10. KBOR (SP)	26/ 2.8	0.7	1.6	1.7	2.5	1.7		341/ 6.3	3.4	5.2		KBOR
KURV (T)	26/ 2.8	3.7	3.1	2.3	1.7	3.0		303/ 5.6	8.3	7.3	B	KURV
12. KSOX-AF (C)	20/ 2.2	2.5	--	0.9	0.5	1.4		358/ 7.1	8.1	4.6	A	KSOX-AF
13. KRGE (REL)	18/ 2.0	0.9	1.8	1.6	2.4	1.6		157/ 2.9	2.3	3.2		KRGE
14. KVJY (EZ)	16/ 1.8	2.1	1.7	2.0	1.1	1.9		222/ 4.1	4.5	3.4	A	KVJY
15. XVTH-F (SP)	15/ 1.6	1.5	1.0	1.4	1.3	1.4		364/ 6.7	5.7	3.0		XVTH-F

12+ FM SHARE (METRO): 76.66% (624 of 814) (WIN 93: 74.73%)

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 KIWW-F	1 KIWW-F	1 KIWW-F>	1 KGBT	1 KGBT <	1 KIWW-F>	1 KBFM-F<	1 KBFM-F>	1 KVLV-F
2 KIWW-F	KIWW-F>	2 KBFM-F	2 KVLV-F<	2 KGBT	2 KIWW-F<	2 KBFM-F<	2 KTEX-F	2 KIWW-F<	2 KIWW-F	2 KGBT
3 KTJN-FF	3 KVLV-F	3 KVLV-F	3 KGBT	KVLV-F	3 KTEX-F>	3 KIWW-F	3 KVLV-F	3 KGBT	3 KTEX-F<	3 KBFM-F
4	4 KTEX-F	4 KTEX-F<	4 KBFM-F	4 KBFM-F	4 KVLV-F	4 KVLV-F<	4 KBFM-F	4 KTEX-F	4 KVLV-F	4 KIWW-F
5	5 KKPS-F	5 KGBT	5 KTEX-F	KTEX-F	5 KBFM-F	5 KTEX-F	5 KGBT	5 KVLV-F	5 KQXX-F<	5
6	6	6	6	6	6 KVJY	6	6	6	6 KKPS-F	6
7	7	7	7	7	7	7	7	7	KTJN-FF	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 KIWW-F	1 KIWW-F<	1 KIWW-F	1 KBFM-F	1 KIWW-F<	1 KIWW-F	1 KIWW-F	1 KIWW-F>
2 KIWW-F	2 KIWW-F	2 KVLV-F	2 KBFM-F<	2 KGBT <	2 KIWW-F	2 KBFM-F>	2 KBFM-F	2 KBFM-F<	2 KTEX-F<
3 KFRQ-F	3 KVLV-F>	3 KBFM-F	3 KVLV-F	3 KVLV-F	3 KTEX-F	3 KTEX-F	KVLV-F	3 KTEX-F	3 KVLV-F
4	KVLV-F	4 KTEX-F	4 KGBT	4 KBFM-F	4 KKPS-F	4 KVLV-F	4 KGBT-F	4 KVLV-F	4 KGBT
5 KTEX-F	KTJN-FF	KBOR	5 KTEX-F	5 KTEX-F	5 KVLV-F	5 KKPS-F	KTEX-F	5 KGBT	5 KBFM-F
6	6	KTEX-F	6	6	6	6	6	6 KKPS-F	6

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

KIRT	1580	Mission	0.7/3.6
KJAV-F	104.9	Alamo	0.7/1.3
KVPA-F	101.1	Port Island	0.8/1.9
KZSP-F	95.7	S. Padre Is.	0.3/1.6
XERT	1170	Raynosa	0.9/1.2
XAAA-F	93.1	Raynosa	0.5/1.7
XEEW-F	97.7	Matamoros	0.3/1.7
XEMS	1490	Matamoros	0.3/1.9
XHNA-F	105.9	Matamoros	0.4/1.4
XRYS-F	90.1	Raynosa	0.9/4.7
XVTH-F	107.1	Matamoros	1.6/6.7

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/F/S - 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: 16.8
 Market TSL: 22.50 hours

Stations: 24/22
 Diaries: 1634/560:1/51.6%
 Sample Target: 1485
 % Below Line: 0.9
 % Not Listed: 8.9

1993 Revenue: \$31,100,000
 HH Inc.: \$31,379
 Retail \$: 8.0 Bil
 Pop per Station: 41,605
 #1 Biller: WGKX-F \$7,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WHRK-F (B)	194/12.6	12.7	11.6	11.3	10.0	12.1		2118/23.1	23.4	23.5	E	WHRK-F
2. WGKX-F (C)	129/ 8.4	9.8	9.4	9.5	11.6	9.3		1900/20.8	21.9	25.9	H	WGKX-F
3. WEGR-F (AOR)	114/ 7.4	9.1	8.9	8.8	7.2	8.6		1366/14.9	18.0	16.6	F	WEGR-F
4. WMC-F (CHR/AC)	113/ 7.3	6.6	7.4	8.5	7.4	7.5		1635/17.9	17.7	20.1	E	WMC-F
5. WRVR-F (AC)	106/ 6.9	6.8	6.2	6.6	7.7	6.6		1513/16.5	16.4	17.4	E	WRVR-F
6. WDIA (B)	106/ 6.9	9.4	8.4	9.5	9.7	8.6		1466/16.0	17.2	19.9	D	WDIA
7. WMC (N/T)	105/ 6.8	5.6	6.4	4.7	5.1	5.9		1353/14.8	13.4	12.3	D	WMC
8. KJMS-F (B)	100/ 6.5	8.5	7.9	7.4	8.4	7.6		1697/18.5	18.9	19.9	D	KJMS-F
9. WOGY-F (C)	76/ 4.9	4.9	4.1	5.4	2.6	4.8		1142/12.5	11.9	7.2	B	WOGY-F
10. WLOK (G)	75/ 4.9	4.3	5.9	4.9	5.2	5.0		974/10.6	11.2	11.7	D	WLOK
11. WYKL-F (O)	55/ 3.6	2.5	3.0	2.5	3.8	2.9		1086/11.9	10.4	11.8	D	WYKL-F
12. WRXQ-F (AOR)	33/ 2.1	-	-	-	-	-		466/ 5.1	-	-	-	WRXQ-F
13. KFTH-F (G/B)	32/ 2.1	2.6	1.5	2.2	2.6	2.1		596/ 6.5	8.7	10.8	-	KFTH-F
14. WJCE (B/O)	28/ 1.8	0.5	0.2	0.2	0.4	0.7		386/ 4.2	1.8	1.5	-	WJCE
15. WPLX (ST)	26/ 1.7	1.1	0.8	2.0	1.1	1.4		189/ 2.1	1.6	1.1	-	WPLX
16. WCRV (REL)	25/ 1.6	1.7	1.4	1.4	2.2	1.5		500/ 5.5	5.6	5.5	-	WCRV
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 69.40% (975 of 1405) (WIN 93: 68.43%)

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 WMC <	1 WHRK-F	1 WMC	1 WHRK-F>	1 WHRK-F>>	1 WHRK-F>>
2 KJMS-F>	2 WEGR-F	2 WEGR-F	2 WRVR-F<	2 WRVR-F	2 WGKX-F	2 WEGR-F	2 WRVR-F<	2 WGKX-F	2 KJMS-F>	2 KJMS-F
3	3 WMC -F	3 WMC -F	3 WEGR-F<	3 WEGR-F<	3 WRVR-F<	3 WGKX-F	3 WGKX-F	3 WMC -F	3 WEGR-F	3 WEGR-F
4	4 KJMS-F	4 WRVR-F<	4 WMC -F	4 WMC -F	4 WDIA	4 WMC -F<	4 WMC -F	4 WEGR-F<	4 WMC -F<	4 WRVR-F
5	5 WGKX-F	5 WGKX-F	5 WGKX-F<	5 WGKX-F	5 WLOK	5 WRVR-F	5 WHRK-F	5 WRVR-F	5 WOGY-F	5 WDIA
6	6 WOGY-F	6 KJMS-F	6 WDIA	6 WDIA	6	6 WDIA	6 WEGR-F	6 KJMS-F	6 WGKX-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 WHRK-F	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WEGR-F	1 WEGR-F<	1 WEGR-F	1 WEGR-F<	1 WHRK-F<
2 WMC -F	2 WMC -F	2 WMC -F	2 WMC -F<	2 WHRK-F	2 WHRK-F	2 WHRK-F>	2 WHRK-F	2 WHRK-F>	2 WEGR-F
3 KJMS-F	3 KJMS-F	3 WEGR-F	3 WRVR-F	3 WMC -F<	3 WOGY-F	3 WGKX-F	3 WMC -F	3 WGKX-F	3 WGKX-F
4 WGKX-F	4 WEGR-F>	4 KJMS-F	4 KJMS-F	4 WDIA	4 WGKX-F	4 WMC -F<	4 WGKX-F	4 WMC -F	4 WMC
5 WEGR-F	5 WGKX-F	5 WDIA	5 WDIA	5 WGKX-F	5 KJMS-F	5 KJMS-F	5 KJMS-F	5 KJMS-F	WMC -F<
6	6 WRVR-F	WRVR-F	6 WEGR-F	6 WEGR-F	6	6 WOGY-F	6	6	6 WRVR-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KWAM	990	MEMPHIS	0.8/2.7	
WBBP	1480	MEMPHIS	1.3/4.3	
WHBQ	560	MEMPHIS	0.5/2.6	
WKRA-F	92.7	HOLLY SPGS	0.6/1.6	
WMPS	1380	MILLINGTON	0.6/1.9	
WREC	600	MEMPHIS	1.0/5.7	
KFIN-F	107.9	JONESBORO, AR	0.6/1.6	
KIYS-F	101.9	JONESBORO, AR	0.3/1.2	

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)		
WPLX, 1170, 1 KW (DAYS), Standards	CNN, UNISTR, \$ 19.00 (---)		(GERMANTOWN)
WREC, 600, 5 KW (DA-N), Standards	CBS, AP, \$ 30.00 (McGuild)	Radio Equity	
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)		
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	, \$ 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: 25.00 hours

Stations: 37/33
 Diaries: 3805/742:1/45.3%
 Sample Target: 3605
 % Below Line: 2.2
 % Not Listed: 8.9

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WEDR-F (B)	367/ 6.9	7.1	6.6	7.9	6.4	7.1		4532/16.0	14.8	14.5	H	WEDR-F
2. WLYF-F (EZ/SAC)	336/ 6.3	6.2	5.4	5.9	5.3	6.0		4034/14.3	14.5	12.0	G	WLYF-F
3. WPOW-F (CHR)	311/ 5.9	5.3	4.7	5.1	5.3	5.3		4748/16.8	16.5	16.8	H	WPOW-F
4. WRTO-F (SP)	264/ 5.0	4.9	4.7	4.0	4.2	4.7		2321/ 8.2	8.8	8.6	E	WRTO-F
5. WHQT-F (B/CHR)	251/ 4.7	5.6	3.9	4.6	4.7	4.7		3622/12.8	15.0	14.3	G	WHQT-F
6. WXDJ-F (SP)	249/ 4.7	4.8	4.4	3.9	5.1	4.5		2659/ 9.4	9.5	9.8	G	WXDJ-F
7. WHYI-F (AC/CHR)	237/ 4.5	5.0	4.1	4.4	2.8	4.5		4124/14.6	16.4	13.5	H	WHYI-F
8. WAQI (SP)	226/ 4.3	4.9	5.4	4.8	3.9	4.9		1788/ 6.3	7.0	7.7	E	WAQI
9. WFLC-F (AC)	219/ 4.1	4.2	3.9	4.1	3.2	4.1		3669/13.0	14.7	11.4	H	WFLC-F
10. WKIS-F (C)	204/ 3.8	4.5	3.8	3.1	3.4	3.8		2704/ 9.6	11.0	9.0	G	WKIS-F
11. WTMI-F (CL)	165/ 3.1	2.6	3.1	2.1	2.9	2.7		2293/ 8.1	7.1	7.7	E	WTMI-F
12. WIOD (N/T)	161/ 3.0	3.8	3.0	3.3	4.5	3.3		2171/ 7.7	11.0	10.4	I	WIOD
13. WMXJ-F (O)	157/ 3.0	2.6	2.8	2.3	2.6	2.7		2691/ 9.5	9.4	9.6	G	WMXJ-F
14. WLVE-F (J)	156/ 2.9	2.7	2.7	2.7	3.5	2.8		2180/ 7.7	8.4	8.5	G	WLVE-F
15. WSHE-F (AOR)	155/ 2.9	3.5	3.0	3.9	3.6	3.3		2666/ 9.4	10.7	10.2	F	WSHE-F
16. WZTA-F (CL/AOR)	148/ 2.8	2.8	2.6	2.6	2.6	2.7		2942/10.4	10.2	9.1	G	WZTA-F
17. WCMQ-F (SP)	110/ 2.1	1.9	2.1	2.0	1.3	2.0		1560/ 5.5	5.1	5.4	F	WCMQ-F
18. WQBA-F (SP)	99/ 1.9	1.4	1.3	1.8	2.4	1.6		1566/ 5.5	4.5	6.6	G	WQBA-F
19. WQAM (SPRTS)	97/ 1.8	1.5	1.7	1.9	2.0	1.7		1639/ 5.8	6.3	5.1	C	WQAM
WTPX-F (AC)	97/ 1.8	2.0	2.9	2.9	2.7	2.4		1953/ 6.9	6.4	8.2	F	WTPX-F
21. WINZ (N/T)	93/ 1.8	2.2	2.1	2.3	2.9	2.1		2220/ 7.9	7.4	8.9	E	WINZ
22. WQBA (SP)	92/ 1.7	1.4	1.9	2.8	3.4	2.0		1247/ 4.4	3.9	5.9	G	WQBA
23. WAXY-F (O)	89/ 1.7	1.4	1.6	1.2	1.6	1.5		1993/ 7.1	6.1	5.5	C	WAXY-F
24. WCMQ (SP)	86/ 1.6	1.6	3.0	2.0	1.0	2.1		960/ 3.4	3.1	2.7	G	WCMQ
25. WFTL (T)	63/ 1.2	1.1	1.5	1.0	0.8	1.2		885/ 3.1	2.3	2.2	G	WFTL
26. WWFE (SP)	58/ 1.1	1.0	0.8	1.2	1.0	1.0		745/ 2.6	2.2	3.0	G	WWFE
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 76.17% (3679 of 4830) (WIN 93: 71.95%)

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

MIAMI-FT. LAUDERDALE

OTHER RATED STATIONS			METRO CUME	TSA	TSA
			SHARE/RTG/AQH/CUME		
WAVS	1170	DAVIE	0.7/2.2		
WNAK	1360	N. MIAMI	0.6/1.1		
WMRZ	790	S. MIAMI	0.7/2.9		
WRBD	1470	POMPANO BEACH	0.7/1.6		
WRFM	830	HIALEAH	0.3/0.8		
WSUA	1260	MIAMI	0.9/1.7		
WWNN	980	POMPANO BEACH	0.3/1.7		
WEAT	850	WEST PALM BEACH	0.5/1.2		
WEAT-F	104.3	WEST PALM BEACH	0.7/2.9		
WJNO	1230	WEST PALM BEACH	0.5/1.7		
WRMF-F	97.9	WEST PALM BEACH	0.5/2.6		

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
WWFE,	670,	50 KW/1 KW (DA-2)	,	Hispanic	UPI, \$ 44.00	(---)	WRHC owner

FM STATIONS

WAXY,	105.9,	100 KW @ 1023	,	Oldies	, \$ 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
WRTO,	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	,	AC	, \$106.00	(D&R)	Tak
WXDJ,	95.7,	100 KW @ 980	,	Hispanic	, \$129.00	(---)	
WZTA,	94.9,	100 KW @ 1007	,	Classic AOR	, \$125.00	(Katz)	Paxson

Miscellaneous: WTPX-F sold by Tak to EZ for \$17,000,000 (E) . . .

MILWAUKEE

Arbitron Rank/Pop (12+): 28/1,342,000

Stations: 30/27

1993 Revenue: \$46,300,000

MSA Rank/Pop: 35/1,470,000

Diaries: 2221/604:1/57.7%

HH Inc.: \$37,485

ADI # 29

Sample Target: 2045

Retail \$: 12.8 Bil

Average Person Ratings: 17.1

% Below Line: 1.7

Pop per Station: 49,704

Market TSL: 22.25 hours

% Not Listed: 10.1

#1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WMIL-F (C)	216/ 9.4	10.8	7.7	8.2	8.5	9.0		2340/17.4	20.4	17.8	F	WMIL-F
2. WTMJ (FS)	183/ 8.0	8.2	8.5	9.4	7.1	8.5		3022/22.5	26.5	20.2	H	WTMJ
3. WKTI-F (AC/CHR)	156/ 6.8	5.3	5.5	5.2	5.9	5.7		2839/21.2	19.9	19.1	G	WKTI-F
4. WISN (T)	154/ 6.7	5.1	7.1	6.4	6.6	6.3		2104/15.7	12.6	14.9	D	WISN
5. WKLH-F (CL AOR)	150/ 6.6	7.0	6.6	7.5	5.9	6.9		2487/18.5	18.4	15.3	G	WKLH-F
6. WLZR-F (AOR)	142/ 6.2	5.9	5.8	5.3	5.3	5.8		2108/15.7	14.9	15.0	E	WLZR-F
7. WLUM-F (CHR/U)	130/ 5.7	5.3	7.5	7.6	6.6	6.5		2390/17.8	17.1	20.0	E	WLUM-F
8. WOKY (ST/FS)	103/ 4.5	4.7	6.1	5.7	5.9	5.3		1270/ 9.5	11.0	12.5	D	WOKY
9. WZTR-F (O)	90/ 3.9	4.6	4.4	3.7	4.2	4.2		1771/13.2	14.4	14.1	C	WZTR-F
WKKV-F (B)	90/ 3.9	2.8	3.7	4.1	5.1	3.6		1446/10.8	8.9	11.0	C	WKKV-F
11. WMYX-F (AC)	87/ 3.8	4.6	4.1	4.3	4.1	4.2		1646/12.3	13.7	12.6	E	WMYX-F
12. WEZW-F (SAC)	83/ 3.6	3.7	4.1	4.6	4.9	4.0		1356/10.1	11.0	12.8	C	WEZW-F
13. WLTQ-F (AC)	80/ 3.5	2.6	3.2	4.0	3.7	3.3		1339/10.0	9.7	11.3	D	WLTQ-F
14. WQFM-F (AOR)	73/ 3.2	4.0	3.1	2.8	3.7	3.3		1697/12.6	14.0	14.3	C	WQFM-F
15. WFMR-F (CL)	69/ 3.0	3.1	2.5	2.0	1.6	2.7		1071/ 8.0	7.0	5.8	B	WFMR-F
16. WNOV (G/B)	43/ 1.9	1.1	2.2	1.8	1.9	1.8		549/ 4.1	3.7	4.0		WNOV
17. WMCS (B)	40/ 1.7	2.0	1.4	2.0	1.6	1.8		422/ 3.1	5.4	4.5		WMCS
18.												
19.												
20.												

12+ FM SHARE (METRO): 70.26% (1446 of 2059) (WIN 93: 69.66%)

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

MILWAUKEE

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

WAIK	1510	WAUKESHA	0.3/1.0
WBKV	1470	WEST BEND	0.3/0.9
WBWI-F	92.5	WEST BEND	0.7/2.7
WEMP	1250	MILWAUKEE	0.6/3.1
WHKQ-F	92.1	RACINE	0.7/2.2
WRJN	1400	RACINE	0.9/2.4
WTKM	1540	HARTFORD	0.3/0.5
WTKM-F	104.9	HARTFORD	1.0/2.2
WYLO	540	JACKSON	0.3/1.6
WZXA-F	104.7	STURTEVANT	0.4/0.9
WBBM	780	CHICAGO	0.4/2.1
WGN	720	CHICAGO	0.6/2.8
WILL-F	95.1	KENOSHA	0.7/2.5

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
WKTJ, 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: 22/22
 Diaries: 2644/ 802:1/63.5%
 Sample Target: 2470
 % Below Line: 0
 % Not Listed: 17.2

1993 Revenue: \$87,500,000
 HH Inc.: \$39,282
 Retail \$: 23.5 Bil
 Pop per Station: 96,386
 #1 Biller: WCCO \$23,700,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WCCO (FS)	452/12.7	13.4	15.2	15.9	16.1	14.3		6695/31.6	31.3	35.0	K	WCCO
2. KQRS-AF (AOR)	434/12.2	9.7	10.0	9.8	8.0	10.4		5788/27.3	25.6	23.6	I	KQRS-AF
3. KDWB-F (CHR)	257/ 7.2	6.9	7.3	6.8	6.9	7.1		4435/20.9	20.5	20.3	G	KDWB-F
4. WLTE-F (SAC)	254/ 7.1	7.2	6.7	7.2	7.3	7.1		4049/19.1	20.3	20.1	H	WLTE-F
5. KSTP-F (AC)	244/ 6.9	6.8	7.1	6.2	6.3	6.8		4622/21.8	20.8	19.9	H	KSTP-F
6. KEYE-F (C)	206/ 5.8	6.7	6.9	9.2	9.2	7.2		3408/16.1	19.7	20.8	I	KEYE-F
7. WBOB-F (C)	194/ 5.4	4.3	3.9	1.5	---	3.8		2896/13.7	12.8	----	B	WBOB-F
8. KSTP (T)	169/ 4.7	5.4	4.3	5.2	4.7	6.1		2537/12.0	13.6	14.2	E	KSTP
9. KQQL-F (O)	162/ 4.5	6.2	4.5	4.6	5.3	5.0		3319/15.7	17.3	16.3	G	KQQL-F
10. KEGE-F (AOR/NR)	151/ 4.2	3.6	5.6	5.8	5.5	4.8		2892/13.6	11.2	12.7		KEGE-F
11. KTCZ-AF (AOR-P)	149/ 4.2	4.4	6.0	5.8	5.7	5.1		2303/10.9	13.0	14.6	F	KTCZ-AF
12. KLBB (ST)	67/ 1.9	1.9	1.6	2.1	2.7	1.9		1025/ 4.8	4.5	6.6	B	KLBB
13. KJJO-AF (C)	62/ 1.8	1.9	2.6	2.8	4.0	2.3		1674/ 7.9	9.1	11.6	C	KJJO-AF
14. KFAN (SPRTS)	56/ 1.6	2.3	1.3	0.9	1.4	1.5		1241/ 6.3	9.9	6.2	C	KFAN
15.												

12+ FM SHARE (METRO): 72.59% (2140 of 2948) (WIN 93: 68.23%)

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 WCCO	1 KQRS-AF>	1 KQRS-AF<	1 KDWB-F	1 WCCO >>
2 WBOB-F	2 KDWB-F	2 KSTP-F<	2 WLTE-F	2 WLTE-F<	2 WLTE-F	2 KQRS-AF>>>	2 WLTE-F<	2 WCCO	2 KQRS-AF	2 KQRS-F>
3	3 KEGE-F<	3 WLTE-F	3 KSTP-F	3 WCCO	3 KSTP	3 KSTP-F<	3 KSPT <	3 WLTE-F<	3 WCCO	3 KEYE-F
4	4 KSTP-F	4 KDWB-F	4 WCCO	4 KSTP-F	4 KSTP-F	4 KDWB-F	4 WCCO	4 KDWB-F	4 WBOB-F	4 KSTP
5	5 WBOB-F	5 WBOB-F<	5 KTCZ-AF<	5 KEYE-F<	5 KQRS-AF	5 KEYE-F	5 KSTP-F	5 KSTP-F	5 WLTE-F	5 WLTE-F
6	6 KEYE-F<	6 WCCO	6 KEYE-F<	6 KTCZ-AF<	6 KEYE-F	6 WLTE-F	6 KEYE-F	6 KEYE-F	6 KEYE-F<	6 KSTP-F<
7	7 WLTE-F<	KEYE-F	7 KQQL-F	7 KQQL-F	KQQL-F	7 WBOB-F	7	WBOB-F	7 KEGE-F<	7 WBOB-F
8	8 KTCZ-AF	8	8	8	8	8	8	8	8 KSTP-F	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 WLTE-F	1 WLTE-F	1 WLTE-F>	1 KQRS-AF	1 KQRS-AF>>>	1 KQRS-AF	1 KQRS-AF>>>	1 KQRS-AF>>
2 KQRS-AF	2 KDWB-F<	2 KQRS-AF	2 KSTP-F<	2 KSTP-F	2 WBOB-F	2 KEGE-F	2 KTCZ-AF	2 WBOB-F<	2 WCCO
3 KEGE-F	3 KSTP-F	3 KSTP-F	3 KQRS-AF	3 WCCO	3 KEGE-F	3 KDWB-F<	3 KEGE-F	3 KEGE-F	3 KTCZ-AF<
4 KSTP-F	4 WLTE-F	4 KEYE-F	4 KDWB-F	4 KEYE-F<	4 KDWB-F	4 WBOB-F	4 KSTP-F	4 KSTP-F	4 KSTP <
5 WBOB-F	5 KEYE-F<	5 KDWB-F	5 KEYE-F	5 KQRS-AF	5 KEYE-F	5 KTCZ-AF<	5 KDWB-F	5 KTCZ-AF	5 KSTP-F<
6	6 WBOB-F<	6	6 WCCO	6 KQQL-F	6	6 KSTP-F<	6 KEYE-F	6 WCCO	6 KQQL-F<
7	7 KEGE-F	7	7 WBOB-F	7 KDWB-F	7	7 KEYE-F	7	7	7 KEYE-F
8	8	8	8 KQQL-F	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 PRARIE	0.9/2.2
WDGY	630	ST. PAUL	0.8/3.2
WIMN	1220	STILLWATER	0.4/0.8
WIXK-AF	107.1	NEW RICHMOND, WI	0.5/1.0

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, New Rock	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)	American Media
WBOB, 100.3, 100 KW @ 922, Country	, \$ 60.00 (D & R)	Colfax
WLTE, 102.9, 100 KW @ 1033, Soft AC	, \$ 198.00 (CBS)	CBS

Miscellaneous: KRXX-F changes calls to KEGE-F (March) and format to AOR-New Rock . . . KTCJ, KTCZ-F sold by American Media to Chancellor for \$15,000,000 (E) (Star) . . .

MOBILE

Arbitron Rank/Pop (12+): 90/405,300
 MSA Rank/Pop: 99/497,000
 ADI # 63 (w/Pensacola)
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 20/16
 Diaries: 1045/338:1/51.0%
 Sample Target: 990
 % Below Line: 13.4
 % Not Listed: 11.5

1993 Revenue: \$11,700,000
 HH Inc.: \$26,898
 Retail \$: 3.7 Bil
 Pop per Station: 25,331
 #1 Biller: WKSJ-AF \$3,500,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WKSJ-F (C)	111/15.8	10.4	13.4	16.0	13.6	13.9		1236/30.5	28.6	28.7	E	WKSJ-F
2. WBLX-F (B)	69/ 9.8	10.9	13.1	14.3	10.9	12.0		749/18.5	21.5	19.2	D	WBLX-F
3. WKRG (N/T)	57/ 8.1	7.5	7.3	4.5	5.6	6.9		564/13.9	14.5	10.4	C	WKRG
4. WGCX-F (AOR)	54/ 7.7	4.6	8.0	4.5	7.7	6.2		595/14.7	13.3	15.5	B	WGCX-F
5. WABB-F (CHR)	46/ 6.6	6.3	7.4	8.1	6.5	7.1		784/19.3	17.6	18.2	C	WABB-F
6. WJLQ-F (B)	39/ 5.6	5.4	7.3	5.7	9.4	6.0		508/12.5	13.1	15.2		WJLQ-F
WKRQ-F (AC)	39/ 5.6	5.1	4.9	6.6	5.4	5.6		643/15.9	14.9	14.4	B	WKRQ-F
8. WXB-F (C)	35/ 5.0	4.7	3.9	3.1	3.8	4.2		399/ 9.8	11.3	9.0		WXB-F
9. WGOK (B)	32/ 4.6	5.7	3.8	5.7	4.7	5.0		359/ 8.9	10.9	10.2	A	WGOK
10. WZEW-F (AOR-P)	31/ 4.4	3.4	3.9	4.0	3.3	3.9		383/ 9.4	9.4	8.5	B	WZEW-F
11. WAVH-F (O)	29/ 4.1	5.8	5.8	4.2	3.5	5.0		495/12.2	15.3	12.6	C	WAVH-F
12. WDLT-F (B/AC)	22/ 3.1	0.9	0.4	1.2	1.8	1.4		299/ 7.4	4.6	6.8		WDLT-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 81.48% (506 of 621) (WIN 93: 80.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>	1 WGCX-F	1 WKSJ-F>	1 WKSJ-F>	1 WKSJ-F>	1 WKSJ-F>	1 WKSJ-F>	1 WKSJ-F>	1 WKSJ-F>	1 WBLX-F>	1 WBLX-F
2 WABB-F>	2 WBLX-F>	2 WGCX-F<	2 WBLX-F<	2 WBLX-F	2 WKRG-F>	2 WKRG	2 WKRG >	2 WBLX-F	2 WGCX-F	2 WKRG <
3	3 WABB-F	3 WBLX-F>	3 WGCX-F	3 WGCX-F	3 WKRG	3 WBLX-F<	3 WGCX-F	3 WGCX-F	3 WKSJ-F<	3 WGCX-F
4	WKSJ-F>	4 WABB-F	4 WZEW-F<	4 WKRG-F<	4 WAVH-F	4 WGCX-F	4 WKRG-F	4 WABB-F	4 WABB-F<	4 WKSJ-F
5	5	5 WZEW-F	5 WKRG-F	5 WJLQ-F<	5	5 WABB-F<	5 WBLX-F	5 WKRG	5 WJLQ-F	5
6	6	6	6	6 WZEW-F<	6	6 WKRG-F	6 WAVH-F	6	6	6
7	7	7	7	7 WAVH-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 WABB-F	1 WBLX-F>	1 WBLX-F	1 WKSJ-F>	1 WKSJ-F>>	1 WGCX-F	1 WGCX-F>	1 WGCX-F	1 WGCX-F	1 WKSJ-F<
2 WBLX-F	2 WABB-F<	2 WKSJ-F	2 WBLX-F	2 WBLX-F	WABB-F	2 WBLX-F<	2 WBLX-F	2 WKSJ-F>	2 WGCX-F>
WGCX-F	3 WGCX-F	3 WKRG-F	3 WABB-F	3 WKRG-F	3 WKSJ-F	3 WKSJ-F<	3 WKSJ-F	3 WBLX-F	3 WBLX-F<
4 WJLQ-F	WKSJ-F	WZEW-F	4 WGCX-F	4 WJLQ-F<	4 WBLX-F	4 WABB-F>	4 WXB-F	4 WZEW-F	4 WKRG-F
5 WZEW-F	5 WZEW-F	5 WXB-F	WKRG-F	5 WAVH-F	5 WXB-F	5	WABB-F	5 WABB-F	5 WZEW-F
WKSJ-F	WJLQ-F	WJLQ-F	WJLQ-F	6	6	6	6	6	6
7	7 WKRG-F	7	7	7	7	7	7	7	7

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

WABB	1480	MOBILE	0.4/2.2
WABF	1220	FAIRHOPE	1.6/2.0
WBHY	840	MOBILE	0.9/1.4
WFMI-F	106.5	BAY MINETTA	0.4/2.6
WLTV	1410	MOBILA	0.9/2.4
WZBA-F	104.9	MOSS POINT	1.1/5.7
WMEZ-F	94.1	PENOACOLA	1.3/5.2
WOWW-F	107.3	PENOACOLA	1.6/5.7

MOBILE

RADIO STATIONS

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)	
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)
WGCX-F,	104.1,	100 KW @ 1555	, AOR	UNISTR, ABC,	\$32.00	(Eastman)	(ATMORE)
WKRK-F,	99.9,	100 KW @ 1755	, AC	MBS,	\$30.00	(Katz)	
WKSJ-F,	94.9,	100 KW @ 410	, Country	ABC,	\$75.00	(Banner)	Pourtales
WZEW-F,	92.1,	14 KW @ 449	, Prog. AOR	CNN,	\$20.00	(Torbet)	

OTHER RANKED STATIONS - See Pensacola

Miscellaneous: WLPR (Prichard) sold to owners of WBHY A/F for \$180,000 (D) . . . WCOA, WWRO-F, WKRK A/F sold for \$4,460,000 (D) . . .

NASHVILLE

Arbitron Rank/Pop (12+): 46/864,000
 MSA Rank/Pop: 51/1,040,000
 ADI # 33
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 22/21
 Diaries: 1618/534:1/53.4%
 Sample Target: 1430
 % Below Line: 2.0
 % Not Listed: 12.6

1993 Revenue: \$37,200,000
 HH Inc.: \$34,418
 Retail \$: 10.0 Bil
 Pop per Station: 41,143
 #1 Biller: WSIX-F \$6,400,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WSIX-F (C)	200/14.7	18.4	13.9	15.6	14.4	15.7		2422/28.0	31.4	26.8	G	WSIX-F
2. WSM -F (C)	190/14.0	11.3	12.7	13.0	11.4	12.8		2755/26.1	27.0	23.1	G	WSM -F
3. WQQK-F (B)	112/ 8.2	7.3	8.9	7.3	7.2	7.9		1194/13.8	12.9	13.3	D	WQQK-F
4. WYHY-F (CHR)	108/ 7.9	5.4	5.7	5.2	6.1	6.1		1770/20.5	17.0	19.7	E	WYHY-F
5. WKDF-F (AOR)	82/ 6.0	5.8	6.8	8.1	6.9	6.7		1367/15.8	13.5	18.8	F	WKDF-F
6. WLAC-F (AC)	75/ 5.5	5.9	6.1	5.5	5.5	5.8		1399/16.2	17.0	15.5	D	WLAC-F
7. WZEZ-F (SAC)	67/ 4.9	5.3	4.7	4.4	5.9	4.8		1079/12.5	12.7	13.2	D	WZEZ-F
8. WLAC (T)	60/ 4.4	3.6	3.9	3.5	5.0	3.9		876/10.1	10.0	13.4	D	WLAC
WGFX-F (CL/AOR)	60/ 4.4	3.8	3.6	4.6	4.4	4.1		1127/13.0	12.9	13.7	C	WGFX-F
10. WRMX-F (O)	46/ 3.4	2.8	4.7	4.7	3.1	3.9		805/ 9.3	11.0	9.6	C	WRMX-F
11. WSM (C/FS)	41/ 3.0	3.3	2.4	3.1	3.6	3.0		807/ 9.3	8.8	9.1	C	WSM
12. WRLT-F (AOR-NR)	31/ 2.3	3.5	3.2	1.8	2.3	2.7		435/ 5.0	5.7	5.3	C	WRLT-F
13. WBVR-F (C)	27/ 2.0	2.0	1.3	1.7	1.5	1.8		476/ 5.5	6.9	5.9		WBVR-F
14. WVOL (B/G)	22/ 1.6	2.7	2.4	1.7	2.6	2.1		454/ 5.3	5.7	5.4		WVOL
15. WWTN-F (T)	21/ 1.5	1.8	1.2	0.9	1.6	1.4		449/ 5.2	6.1	6.8		WWTN-F
16. WAMB-AF (ST)	19/ 1.3	0.7	1.4	1.2	1.9	1.2		339/ 3.9	3.0	4.2		WAMB-AF
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 86.30% (1027 of 1190) (WIN 93: 81.27%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAKM	950	FRANKLIN	0.6/0.6	
WENO	760	NASHVILLE	0.7/1.1	
WMDB	880	NASHVILLE	0.4/1.9	
WYQC-F	102.9	SHELBYVILLE	0.4/2.6	

NASHVILLE

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, Classic AOR	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)	Fairmont
WQQK, 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
WBVR, 101.1, 47 KW @ 1289, Country	ABC, \$ 47.00 (---)	Keymarket (RUSSELLVILLE, KY)

Miscellaneous: WYHY-F sold by Legacy to SFX for \$4,000,000 (D) . . . WZEZ-F changes to WJXA-F (May) . . .

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,249,400
 MSA Rank/Pop: 13/2,670,000
 New York ADI
 Average Person Ratings: 17.7
 Market TSL: 23.00 hours

Stations: 42/17
 Diaries: 2648/849:1/56.2%
 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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WALK-AF (AC)	260/ 6.6	5.1	5.7	5.7	5.8	5.8		3250/14.4	12.9	13.7	H	WALK-AF
2. WBAB-F (AOR)	165/ 4.1	5.1	5.4	4.8	4.3	4.9		3051/13.6	14.0	13.5	G	WBAB-F
3. WKJY-F (AC)	148/ 3.7	3.9	2.8	2.6	2.7	3.3		1808/ 8.0	8.8	6.5	E	WKJY-F
4. WBLI-F (CHR/AC)	140/ 3.5	3.9	4.7	4.1	4.3	4.1		2540/11.3	11.1	12.6	G	WBLI-F
5. WYNY-F (C)	123/ 3.1	2.9	2.5	3.1	2.7	2.9		1772/ 7.9	8.1	7.1		WYNY-F
6. WHLI (ST)	115/ 2.9	4.0	2.6	2.7	3.0	3.1		725/ 3.2	4.1	3.6	B	WHLI
7. WGSM (ST)	72/ 1.8	2.0	1.5	1.6	2.7	1.7		736/ 3.3	3.1	3.5	B	WGSM
8. WDRE-F (AOR/NR)	67/ 1.7	2.1	2.1	1.6	1.7	1.9		1377/ 6.1	6.1	5.1	D	WDRE-F
9. WMJC-F (SAC)	64/ 1.6	2.2	1.9	2.0	2.5	1.9		1082/ 4.8	5.4	5.9	C	WMJC-F
10. WBZO-F (O)	62/ 1.6	1.4	1.6	0.8	---	1.4		949/ 4.2	4.7	---		WBZO-F
11. WRCN-F (AOR)	36/ 0.9	1.2	0.7	0.9	1.2	0.9		710/ 3.2	3.7	3.9	C	WRCN-F
12. WBAZ-F (SAC)	23/ 0.6	0.3	---	---	1.3	---		329/ 1.5	1.0	1.3		WBAZ-F
13. WLNG-AF (O)	20/ 0.6	---	0.4	0.6	0.3	0.4		338/ 1.5	---	1.4		WLNG-AF
14. WGBB (T)	18/ 0.5	---	---	---	---	---		497/ 2.2	---	---		WGBB
15. WLIM (ST)	13/ 0.3	---	---	---	---	---		169/ 0.8	---	---		WLIM

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 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>>	1 WALK-AF>	1 WALK-AF>	1 WBAB-F>	1 WALK-F>
2 WDRE-F	2 WALK-AF	2 WBAB-F	2 WBAB-F	2 WBAB-F	2 WHLI	2 WKJY-F<	2 WKJY-F	2 WBAB-F	2 WALK-AF	2 WBZO-F
3	3 WBLI-F	3 WBLI-F<	3 WKJY-F	3 WBLI-F<	3 WKJY-F	3 WBAB-F<	3 WBAB-F	3 WKJY-F	3 WYNY-F	3 WBLI-F
4	4 WDRE-F<	4 WKJY-F>	4 WBLI-F	4 WKJY-F	WYNY-F	4 WBLI-F	4 WBLI-F	4 WYNY-F	4 WKJY-F	4 WYNY-F
5	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WBLI-F	5 WYNY-F	5 WYNY-F	WBLI-F	WBLI-F	5 WBAB-F
6	6	6	6	6	6	6	6	6	WDRE-F	6 WKJY-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 WBLI-F	1 WALK-AF	1 WALK-AF	1 WALK-AF>	1 WALK-AF>		1 WBAB-F	1 WBAB-F>>	1 WBAB-F	1 WBAB-F	1 WALK-AF
2 WKJY-F	2 WBAB-F<	2 WBAB-F	2 WBLI-F<	2 WBLI-F<		2 WDRE-F	2 WDRE-F	2 WALK-AF	2 WALK-AF>	2 WBAB-F>
3 WBAB-F	3 WBLI-F	3 WBLI-F	3 WKJY-F	3 WKJY-F		3 WRCN-F	3 WRCN-F<	3 WDRE-F	3 WDRE-F<	3 WKJY-F<
4 WALK-AF	4 WKJY-F>	4 WKJY-F	4 WBAB-F	4 WBAB-F<		4	4 WALK-AF	4 WKJY-F	4 WKJY-F	4 WYNY-F
5	5	5	5	5 WYNY-F		5	5 WBLI-F	5	WBLI-F	5 WBLI-F
6	6	6	6	6		6	6	6	6	6

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

SEE NEW YORK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

WABC	4.4/10.0	WINS	2.8/13.2	WPLJ-F	3.4/12.8
WAXQ-F	2.1/ 6.6	WLTW-F	3.2/ 9.5	WQCD-F	2.1/ 6.2
WBLS	1.2/ 4.7	WMXV-F	2.2/ 7.8	WQEW	0.8/ 1.8
WCBS	4.2/17.3	WNEW-F	2.1/ 8.3	WQHT-F	2.8/ 9.8
WCBS-F	4.5/12.8	WOR	3.5/ 8.7	WQXR-F	1.5/ 4.9
WFAN	3.5/12.6	WPAT	0.2/ 0.9	WRKS-F	1.3/ 5.8
WHTZ-F	4.4/17.1	WPAT-F	1.4/ 5.2	WSKQ-F	0.9/ 1.9
				WXRK-F	4.3/13.6

WEZN-F 1.0/ 4.8 (SEE BRIDGEPORT)
 WPLR-F 0.8/ 2.6 (SEE NEW HAVEN)

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)	American Media
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	, CHR	, \$160.00 (Katz)	Liberty (P)
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	, Soft AC	, \$ 47.00 (MMR)	Gary Starr
WRCN-F,	103.9,	1.5 KW @ 466	, AOR	, \$ 36.00 (Mc-Guild)	

Other Stations - See New York

Miscellaneous: WBLI-F sold by Beck Ross to Liberty for \$ _____ (Americom) . . . WALK A/F sold by American Media to Chancellor for \$44,600,000 (Star) . . .

***** 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		*

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/1,024,400
 MSA Rank/Pop: 41/1,310,000
 ADI # 40
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 24/22
 Diaries: 1991/515:1/47.9%
 Sample Target: 1900
 % Below Line: 0.7
 % Not Listed: 10.3

1993 Revenue: \$34,400,000
 HH Inc.: \$29,798
 Retail \$: 11.2 Bil
 Pop per Station: 46,564
 #1 Biller: WWL \$8,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WQUE-F (B)	201/11.5	12.2	12.2	10.3	9.2	11.6		2291/22.4	24.6	22.9	E	WQUE-F
2. WWL (N/T)	144/ 8.2	10.1	9.5	10.6	10.7	9.6		2033/19.8	21.2	22.2	H	WWL
3. WNOE-F (C)	143/ 8.2	9.2	8.9	10.3	7.6	9.2		1689/10.2	18.7	16.7	F	WNOE-F
4. WYLD-F (B/AC)	133/ 7.6	9.1	8.7	9.1	8.2	8.6		1827/17.8	20.0	20.6	D	WYLD-F
5. WEZB-F (CHR)	120/ 6.9	6.7	6.4	7.1	6.0	6.8		2444/23.9	20.4	20.9	E	WEZB-F
6. WLMG-F (SAC)	112/ 6.4	7.3	5.0	6.7	6.8	6.4		1568/15.3	16.1	15.4	F	WLMG-F
7. WLTS-F (AC)	97/ 5.5	4.4	4.8	4.3	4.2	4.8		1416/13.8	13.0	13.6	D	WLTS-F
8. KMEZ-F (B/AC)	91/ 5.2	4.5	3.9	5.7	6.8	4.8		1276/12.5	12.3	13.9	C	KMEZ-F
9. WBYU (ST)	64/ 3.7	3.5	3.0	2.4	2.7	3.2		7303/ 7.1	6.0	5.2	B	WBYU
10. WRNO-F (AOR/CL)	61/ 3.5	2.9	4.2	3.3	3.3	3.5		1150/11.2	10.3	11.1	C	WRNO-F
WYLD (G)	61/ 3.5	3.4	2.8	2.2	2.4	3.0		733/ 7.2	7.6	5.5		WYLD
12. WTKL-F (O)	58/ 3.3	3.3	3.3	1.7	2.2	2.9		852/ 8.3	8.1	9.1	C	WTKL-F
13. WCKW-F (CL AOR)	49/ 2.8	2.6	2.8	2.5	4.2	2.7		839/ 8.2	8.0	11.6	C	WCKW-F
14. KHOM-F (O)	45/ 2.6	1.4	1.7	1.9	1.8	1.9		761/ 7.4	6.2	7.6	B	KHOM-F
WBOK (G)	45/ 2.6	2.8	3.9	3.0	3.2	3.1		537/ 5.2	6.8	6.5	B	WBOK
16. WZRH-F (AOR-NR)	31/ 1.8	1.4	1.7	1.6	2.0	1.6		559/ 5.5	5.1	5.0	A	WZRH-F
17. WSMB (T)	29/ 1.7	1.0	1.0	1.3	1.5	1.3		487/ 4.8	3.5	3.7	A	WSMB
18. KGTR-F (C)	24/ 1.4	1.0	2.2	2.4	2.6	1.8		427/ 4.2	4.6	10.0	B	KGTR-F
19. WTIK (ST)	23/ 1.3	0.8	1.3	0.6	0.5	1.0		373/ 3.6	2.9	1.9		WTIK

12+ FM SHARE (METRO): 75.13% (1178 of 1568) (WIN 93: 72.66%)

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 WYLD-F	1 WYLD-F	1 WWL >	1 WWL <	1 WWL >	1 WQUE-F>	1 WQUE-F>	1 WYLD-F
2 WEZB-F>>	2 WYLD-F	2 WYLD-F	2 WNOE-F<	2 WNOE-F	2 WNOE-F	2 WEZB-F<	2 WNOE-F<	2 WWL	2 WYLD-F>	2 WQUE-F
3	3 WEZB-F<	3 WNOE-F	3 WQUE-F<	3 WWL <	3 WLMG-F	3 WQUE-F	3 WLMG-F	3 WNOE-F	3 WEZB-F	3 WWL
4	4 WNOE-F	4 WLTS-F<	4 WLTS-F	4 WQUE-F<	4 WBYU	4 WNOE-F	4 WQUE-F<	4 WLMG-F	4 KMEZ-F	WBOK
5	5 WLTS-F	5 WEZB-F	5 KMEZ-F	5 WLTS-F<	5 WYLD-F<	5 WLMG-F	5 WLTS-F	WYLD-F	5 WNOE-F	5 KMEZ-F
6	6 WLMG-F	6 WLMG-F	WWL <	6 WLMG-F<	6 WLTS-F	6 WYLD-F<	6 WYLD-F	6 WEZB-F	6	6 WTKL-F
7	7	7 KMEZ-F	7 WLMG-F	7 KMEZ-F	7 KMEZ-F	7 WLTS-F	7	7 WLTS-F	7	7 WSMB
8	8	8	8 WEZB-F	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 WYLD-F	1 WYLD-F<	1 WYLD-F		1 WQUE-F	1 WQUE-F>	1 WQUE-F	1 WQUE-F	1 WWL >
2 WYLD-F	2 WYLD-F>	2 WQUE-F	2 WQUE-F	2 WLMG-F<		2 WEZB-F	2 WEZB-F	2 WRNO-F	2 WWL	2 WYLD-F<
3 WLTS-F	3 WLTS-F<	3 WLMG-F	3 WLTS-F	3 WNOE-F<		3 WYLD-F	3 WCKW-F	3 WWL	3 WYLD-F	3 WNOE-F
4 WEZB-F	4 WNOE-F	WNOE-F	4 WLMG-F	4 WLTS-F		4 WNOE-F	WYLD-F<	WCKW-F	4 WEZB-F<	4 WQUE-F
5 WNOE-F	5 WEZB-F	5 KMEZ-F	WNOE-F	5 KMEZ-F<		5 WCKW-F	5 WRNO-F<	5 WYLD-F	5 WCKW-F<	5 WCKW-F
6 WLMG-F	WLMG-F	WLTS-F	6 KMEZ-F	6 WQUE-F>		WZRH-F	6 WNOE-F	6 WNOE-F	6 WNOE-F	6 WRNO-F<
7 KMEZ-F	7 KMEZ-F	7 WEZB-F	7 WEZB-F	7 WEZB-F		7	WWL	7 WEZB-F	7 WRNO-F	7 WTKL-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WADU 830	NORCO	0.5/1.1	
WQUE 1280	NEW ORLEANS	0.5/2.8	
WSHO 800	NEW ORLEANS	0.4/1.5	
WFMF-F 102.5	BATON ROUGE	0.3/1.9	
WKJN-F 103.3	HAMMOND	0.4/1.7	

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)

NEW YORK

Arbitron Rank/Pop (12+): 1/14,033,500

Stations: 46/44

1993 Revenue: \$351,500,000

MSA Rank/Pop: 1/15,500,000

Diaries: 9149/1534:1/53.2%

HH Inc.: \$41,700

ADI # 1

Sample Target: 6465

Retail \$:110.2 Bil

Average Person Ratings: 18.9

% Below Line: 1.0

Pop per Station: 318,970

Market TSL: 24.50 hours

% Not Listed: 10.9

#1 Biller: WFAN \$35,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WLTW-F (SAC)	1246/ 4.7	4.8	4.3	5.2	5.3	4.8		19633/14.0	13.0	13.9	K	WLTW-F
2. WCBS-F (O)	1205/ 4.6	4.5	3.9	4.8	4.8	4.5		17352/12.4	12.1	12.8	K	WCBS-F
3. WINS (N)	1142/ 4.3	3.9	3.4	3.4	4.0	3.8		24646/17.6	16.2	17.2	K	WINS
4. WRKS-F (B)	1136/ 4.3	5.8	5.7	5.8	5.8	5.4		18541/13.2	14.4	14.8	J	WRKS-F
5. WABC (T)	1111/ 4.2	4.6	4.5	4.8	3.8	4.5		12712/ 9.1	10.2	9.1	I	WABC
6. WBLS-F (B/AC)	1101/ 4.2	4.0	4.1	4.7	4.4	4.3		15935/11.4	11.9	11.7	I	WBLS-F
7. WQHT-F (CHR/U)	1073/ 4.1	3.8	3.6	3.6	3.7	3.8		18196/13.0	12.9	12.6	I	WQHT-F
8. WHTZ-F (CHR)	1060/ 4.0	4.5	4.7	3.8	3.8	4.3		21717/15.5	16.4	15.3	I	WHTZ-F
9. WXRK-F (CL/AOR)	1047/ 4.0	3.6	4.1	4.1	3.8	4.0		16709/11.9	12.8	12.5	K	WXRK-F
10. WCBS (N)	961/ 3.6	2.9	3.6	3.0	3.7	3.3		20250/14.4	12.9	14.2	K	WCBS
11. WMXV-F (AC)	955/ 3.6	2.8	2.8	3.4	3.2	3.2		15941/11.4	9.6	10.8	J	WMXV-F
12. WQCD-F (J)	951/ 3.6	3.6	3.0	2.8	2.9	3.3		13804/ 9.8	8.6	7.5	I	WQCD-F
13. WPLJ-F (CHR)	909/ 3.4	3.9	4.0	4.0	3.7	3.8		17972/12.8	13.7	14.3	I	WPLJ-F
14. WOR (T)	826/ 3.1	3.6	3.9	3.5	4.0	3.5		10847/ 7.7	9.4	9.1	J	WOR
15. WSKQ-F (SP)	817/ 3.1	3.0	2.3	2.1	2.2	2.6		8117/ 5.8	5.0	4.8	H	WSKQ-F
16. WFAN (SPRST)	719/ 2.7	3.1	3.1	2.8	2.3	2.9		12379/ 8.8	10.5	7.9	K	WFAN
17. WPAT-F (EZ/SAC)	699/ 2.6	3.3	3.3	2.7	3.0	3.0		10723/ 7.6	8.5	8.2	H	WPAT-F
18. WQXR-F (CL)	595/ 2.2	1.8	1.1	1.5	1.4	1.7		8362/ 6.0	5.3	4.5	G	WQXR-F
19. WNEW-F (AOR)	573/ 2.2	3.0	3.0	2.8	3.5	2.8		11181/ 8.0	9.4	10.4	J	WNEW-F
20. WYNY-F (C)	566/ 2.1	2.3	2.3	2.1	2.4	2.7		8598/ 6.1	6.2	7.1	I	WYNY-F
21. WADO (SP)	451/ 1.7	1.4	2.0	1.6	1.7	1.7		4804/ 3.4	2.7	3.5	F	WADO
22. WQEW (ST)	424/ 1.6	1.6	1.7	1.5	1.4	1.6		4512/ 3.2	3.1	2.9		WQEW
23. WAXQ-F (AOR)	421/ 1.6	1.5	1.5	1.2	1.4	1.5		7586/ 5.4	5.6	5.0		WAXQ-F
24. WLIB (B/T)	352/ 1.3	1.0	1.1	1.4	1.9	1.2		3257/ 2.3	2.0	2.9		WLIB
25. WSKQ (SP)	294/ 1.1	0.6	0.7	1.0	0.9	0.9		2891/ 2.1	1.0	1.8		WSKQ
26. WALK-F (AC)	267/ 1.0	0.8	1.0	0.9	0.9	0.9		3639/ 2.6	2.3	2.5		WALK-F
27. WKDM (SP)	217/ 0.8	0.6	1.0	0.6	0.8	0.8		2013/ 1.4	1.4	1.8		WKDM
28. WHUD-F (EZ)	190/ 0.7	0.5	0.3	0.8	0.6	0.6		2085/ 1.5	1.3	1.3		WHUD-F
29. WNWK-F (V/E)	179/ 0.7	0.6	0.9	0.5	0.5	0.7		3077/ 2.2	2.0	2.0		WNWK-F
30.												

12+ FM SHARE (METRO): 68.73% (16215 of 23592) (WIN 93: 69.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F	1 WRKS-F	1 WXRK-F	1 WXRK-F	1 WCBS-F	1 WABC	1 WXRK-F	1 WABC	1 WABC	1 WQHT-F	1 WOR
2 WHTZ-F	2 WQHT-F	2 WBLS-F	2 WCBS-F	2 WLTW-F	2 WCBS-F	2 WINS	2 WCBS-F	2 WLTW-F	2 WHTZ-F	2 WCBS
3 WRKS-F	3 WXRK-F	3 WLTW-F	3 WLTW-F	3 WXRK-F	WINS	3 WCBS	3 WLTW-F	3 WCBS-F	3 WRKS-F	3 WBLS-F
4	4 WPLJ-F	WRKS-F	4 WQCD-F	4 WQCD-F	4 WCBS	4 WOR	4 WMXV-F	4 WRKS-F	4 WBLS-F	4 WINS
5	5 WHTZ-F	5 WPLJ-F	5 WBLS-F	5 WBLS-F	5 WLTW-F	5 WFAN	5 WQCD-F	5 WQHT-F	5 WQCD-F	5 WABC
6	6 WBLS-F	6 WMXV-F	6 WPLJ-F	6 WMXV-F	6 WOR	6 WCBS-F	6 WPLJ-F	6 WQCD-F	6 WLTW-F	6 WLTW-F
7	7 WMXV-F	7 WCBS-F	7 WMXV-F	7 WPLJ-F	7 WQCD-F	7 WRKS-F	7 WBLS-F	7 WHTZ-F	7 WSKQ-F	7 WMXV-F
8	8 WLTW-F	8 WQCD-F	8 WSKQ-F	8 WSKQ-F	8 WPAT-F	8 WHTZ-F	8 WXRK-F	8 WPLJ-F	8 WMXV-F	8 WRKS-F
9	9 WSKQ-F	9 WHTZ-F	9 WRKS-F	9 WRKS-F	9 WQXR-F	9 WLTW-F	9 WPAT-F	9 WMXV-F	9 WCBS-F	9 WQCD-F
10	10 WAXQ-F	10 WQHT-F	10 WNEW-F	10 WINS	10 WFAN	10 WPLJ-F	10 WRKS-F	10 WBLS-F	10 WOR	10 WFAN
11	11	11 WSKQ-F	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 WQHT-F	1 WMXV-F	1 WPLJ-F	1 WMXV-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F
2 WHTZ-F	2 WRKS-F	2 WMXV-F	2 WLTW-F	2 WCBS-F	WAXQ-F	2 WRKS-F	2 WRKS-F	2 WBLS-F	2 WCBS-F
3 WRKS-F	3 WPLJ-F	3 WLTW-F	3 WPLJ-F	3 WMXV-F	3 WRKS-F	3 WQHT-F	3 WPLJ-F	3 WCBS-F	3 WQCD-F
4 WMXV-F	4 WQHT-F	4 WRKS-F	4 WRKS-F	4 WPLJ-F	4 WXRK-F	4 WAXQ-F	4 WCBS	4 WFAN	4 WFAN
5 WPLJ-F	5 WHTZ-F	5 WBLS-F	5 WBLS-F	5 WQCD-F	5 WHTZ-F	5 WBLS-F	5 WQCD-F	5 WQCD-F	5 WBLS-F
6 WLTW-F	6 WLTW-F	6 WSKQ-F	6 WCBS-F	6 WBLS-F	6 WBLS-F	6 WHTZ-F	6 WNEW-F	6 WNEW-F	6 WNEW-F
7 WBLS-F	7 WBLS-F	7 WXRK-F	7 WHTZ-F	7 WRKS-F	7 WPLJ-F	7 WPLJ-F	7 WSKQ-F	7 WRKS-F	7 WLTW-F
8 WXRK-F	8 WSKQ-F	8 WQHT-F	8 WQHT-F	8 WSKQ-F	8 WSKQ-F	8 WSKQ-F	8 WQHT-F	8 WPLJ-F	8 WABC
9 WSKQ-F	9 WXRK-F	9 WHTZ-F	9 WQCD-F	9 WINS	9 WFAN	9 WNEW-F	9 WAXQ-F	9 WSKQ-F	9 WSKQ-F
10 WAXQ-F	10	10 WQCD-F	10 WSKQ-F	10 WXRK-F	10 WMXV-F	10 WQCD-F	10 WFAN	10 WQHT-F	10 WPLJ-F
11	11	11	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	0.6/2.5
WBBR	1130	NEW YORK	0.3/1.6
WBLI-F	106.1	PATCHOGUE	0.6/1.9
WCTC	1450	NEW BRUNSWICK, NJ	0.5/1.7
WDHA-F	105.5	DOVER, NJ	0.3/1.2
WEVD	1050	NEW YORK	0.3/1.6
WFAS-F	103.9	WHITE PLAINS	0.4/1.1
WFME-F	94.7	NEW YORK	0.6/1.4
WGSM	740	HUNTINGTON	0.3/0.6
WHLI	1100	HEMPSTEAD	0.6/0.7
WKJY-F	98.3	HEMPSTEAD	0.6/1.7
WPAT	930	PATERSON, NJ	0.4/1.6
WWRL	1600	NEW YORK	0.6/1.6
WWRV	1330	NEW YORK	0.3/0.5
WEZN-F	99.9	BRIDGEPORT	0.3/1.5
WKXW-F	101.5	TRENTON	0.6/2.5

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)	
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,	5.0 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	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)	Summit
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

Miscellaneous: WKDM sold by United for \$6,900,000 (Schutz; Star) . . . WWDJ sold by Communicom to Salem for \$ _____ . . .

NORFOLK

Arbitron Rank/Pop (12+): 33/1,198,300
 MSA Rank/Pop: 32/1,530,000
 ADI # 39
 Average Person Ratings: 16.0
 Market TSL: 20.75 hours

Stations: 30/28
 Diaries: 1813/661:1/55.9%
 Sample Target: 1670
 % Below Line: 0.8
 % Not Listed: 11.0

1993 Revenue: \$35,400,000
 HH Inc.: \$32,775
 Retail \$: 12.5 Bil
 Pop per Station: 42,796
 #1 Biller: WNOR-F \$4,500,000

12+ METRO	1/4/SHAPE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WOWI-F (B)	194/10.1	9.5	10.4	9.5	11.2	9.9		2480/20.7	19.6	20.4	F	WOWI-F
2. WCMS-AF (C)	138/ 7.2	8.0	6.7	7.0	8.3	7.2		1677/14.0	15.5	16.1	D	WCMS-AF
3. WGH-F (C)	133/ 6.9	7.9	6.8	4.3	7.8	6.5		1680/14.0	15.4	15.1	E	WGH-F
4. WNOR-F (AOR)	127/ 6.6	6.7	6.4	7.5	7.3	6.8		1837/15.3	16.0	17.3	F	WNOR-F
5. WNVZ-F (CHR)	104/ 5.4	4.3	5.3	4.9	3.6	5.0		2056/17.2	16.2	13.3	C	WNVZ-F
6. WFOG-F (SAC)	100/ 5.2	6.0	6.3	7.4	7.6	6.2		1477/12.3	14.9	13.9	D	WFOG-F
7. WWDE-F (AC)	98/ 5.1	5.8	5.3	5.4	3.5	5.4		1659/13.8	13.9	12.0	E	WWDE-F
8. WNIS (N/T)	94/ 4.9	4.1	3.8	4.2	4.8	4.2		1215/10.1	9.9	10.6	D	WNIS
9. WAFX-F (CL/AOR)	85/ 4.4	2.6	3.0	4.4	3.7	3.6		1315/11.0	10.0	12.8	C	WAFX-F
10. WKOC-F (AOR/P)	73/ 3.8	4.7	4.7	3.2	4.6	4.1		1042/ 8.7	9.8	10.4	C	WKOC-F
11. WLTY-F (O)	71/ 3.7	3.0	3.4	3.9	3.3	3.5		1060/ 8.8	9.8	9.3	C	WLTY-F
12. WMXN-F (AC)	58/ 3.0	2.6	3.6	4.5	3.0	3.4		1154/ 9.6	10.4	10.9	C	WMXN-F
13. WROX-F (AOR/NR)	56/ 2.9	1.6	2.6	2.2	3.1	2.3		877/ 7.3	4.4	6.7	F	WROX-F
14. WMYK-F (B)	50/ 2.6	3.6	3.4	4.6	3.0	3.6		1073/ 9.0	12.3	9.8	F	WMYK-F
WSVY-F (B)	50/ 2.6	1.5	1.6	1.8	1.6	1.9		748/ 6.2	4.9	3.5	F	WSVY-F
16. WJQI-F (SAC)	47/ 2.5	4.8	3.9	3.9	2.6	3.8		908/ 7.6	11.7	7.0	C	WJQI-F
17. WTAR (T)	46/ 2.4	3.2	2.7	1.8	1.4	2.5		1042/ 8.7	8.5	6.8	B	WTAR
18. WPCE (G)	44/ 2.3	2.0	2.0	2.5	2.0	2.2		680/ 5.7	4.8	4.3	F	WPCE
19. WSVY (G/B)	30/ 1.6	1.8	1.9	1.1	2.3	1.6		437/ 3.6	3.0	4.1	F	WSVY
WXEZ-F (EZ/SAC)	30/ 1.6	1.6	1.4	1.5	1.0	1.5		483/ 4.0	4.0	2.7	F	WXEZ-F

12+ FM SHARE (METRO): 83.29% (1421 of 1706) (WIN 93: 85.99%)

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 WOWI-F<	1 WGH -F<	1 WCMS-AF	1 WOWI-F<	1 WNIS	1 WOWI-F	1 WOWI-F>	1 WOWI-F>
2 WNVZ-F>>	2 WNOR-AF>	2 WNOR-AF	2 WGH -F	2 WOWI-F	2 WFOG-F	2 WCMS-AF	2 WCMS-AF<	2 WNOR-F<	2 WNVZ-F<	2 WFOG-F
3	3 WGH -F	3 WGH -F	3 WAFX-F<	3 WWDE-F	3 WNIS	3 WNOR-F	3 WNOR-F	3 WGH -F	3 WGH -F	3 WWDE-F
4	4 WNVZ-F	4 WAFX-F<	4 WNOR-AF	4 WAFX-F	4 WLTY-F	4 WGH -F<	4 WNVZ-F	4 WNVZ-F	4 WWDE-F<	4 WAFX-F<
5	5 WAFX-F	5 WWDE-F	5 WNOR-AF	5 WGH -F	5 WWDE-F	5 WGH -F	5 WGH -F	5 WCMS-AF	5 WSVY-F<	5 WNIS
6	6 WKOC-F	6 WKOC-F	6 WKOC-F	6 WCMS-AF<	6 WOWI-F<	6 WFOG-F	6 WFOG-F	6 WAFX-F	6 WCMS-AF	6 WSVY-F
7	7 WWDE-F	7 WNVZ-F	7 WCMS-AF	7 WKOC-F	7 WWDE-F	7 WNVZ-F	7 WWDE-F	7 WWDE-F	7 WNOR-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 WOWI-F	1 WOWI-F>	1 WNOR-AF	1 WOWI-F	1 WWDE-F<	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF<
2 WNVZ-F	2 WWDE-F	2 WOWI-F	2 WGH -F<	2 WGH -F	2 WOWI-F	2 WOWI-F>	2 WOWI-F	2 WOWI-F>	2 WGH -F
3 WMYK-F	3 WGH -F<	3 WAFX-F	3 WWDE-F	3 WOWI-F	3 WROX-F	3 WGH -F	3 WKOC-F	3 WGH -F	3 WCMS-AF<
4 WMXN-F	4 WNVZ-F	4 WKOC-F	4 WAFX-F	4 WAFX-F	4 WGH -F	4 WROX-F	4 WGH -F	4 WCMS-AF	4 WOWI-F
5 WNOR-AF	5 WAFX-F	5 WGH -F	5 WKOC-F	5 WKOC-F	5 WMXN-F	5 WNVZ-F	5 WNVZ-F	5 WROX-F	5 WNIS
6	6 WNOR-F<	6	6 WNVZ-F	6	6	6 WAFX-F<	6	6 WAFX-F<	6 WAFX-F
7	7 WKOC-F	7	7 WNOR-AF	7	7	7 WKOC-F	7	7 WNIS	7 WKOC-F
8	8	8	8	8	8	8	8	8	8

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

WGH	1310	NEWPORT NEWS	0.7/2.7
WKGM	940	SMITHFIELD	0.5/1.3
WMBG	740	WILLIAMSBURG	0.3/0.6
WOJY	1490	HAMPTON	0.3/0.5
WPMH	1010	PORTSMOUTH	0.3/1.4
WTJZ	1270	NEWPORT NEWS	0.8/2.8
WXGM-F	99.1	GLOUCESTER	0.3/0.9
WDCK-F	96.5	WILLIAMSBURG	0.4/1.7
WRVA	1140	RICHMOND	0.4/0.9

NORFOLK

RADIO STATIONS

AM STATIONS

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

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	Soft 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)
WWDE , 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

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

Stations: 20/19
Diaries: 1570/517:1/56.6%
Sample Target: 1440
% Below Line: 0.4
% Not Listed: 10.2

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: 15.5
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KXXY-F (C)	177/14.1	15.5	15.4	16.4	19.5	15.4		2196/27.1	27.7	32.1	G	KXXY-AF
2. KJYO-F (CHR)	111/ 8.8	7.9	9.1	8.0	11.5	8.5		1999/24.6	20.8	26.1	D	KJYO-F
3. KTOK (N/T)	105/ 8.4	8.9	9.4	7.8	7.8	8.6		1489/18.4	18.6	17.7	D	KTOK
4. KR XO-F (CL AOR)	92/ 7.3	7.1	8.3	6.9	6.1	7.4		1341/16.5	15.6	15.6	D	KR XO-F
5. KATT-F (AOR)	87/ 6.9	6.7	7.7	7.4	6.6	7.2		1374/16.9	15.3	15.5	D	KATT-F
6. KEBC-F (C)	85/ 6.8	10.2	10.5	8.5	10.8	9.0		1554/19.2	21.5	24.7	D	KEBC-F
7. KMGL-F (AC)	73/ 5.8	4.9	5.3	6.5	6.2	5.6		1142/14.1	12.0	13.7	D	KMGL-F
8. KVSP (B)	69/ 5.5	4.5	6.1	5.8	0.9	5.5		569/ 7.0	7.8	1.6	B	KVSP
9. KYIS-F (CHR/AC)	56/ 4.5	4.5	3.1	4.6	3.9	4.2		1203/14.8	13.4	14.7	B	KYIS-F
KOMA-F (O)	56/ 4.5	3.9	2.6	2.2	2.4	3.3		925/11.4	9.2	8.6	C	KOMA-F
11. KTST-F (C)	49/ 3.9	3.7	2.7	3.4	5.3	3.7		932/11.5	10.0	11.8		KTST-F
12. WKY (EZ)	44/ 3.5	3.6	3.4	4.4	3.6	3.7		642/ 7.9	7.1	8.6	B	WKY
13. KNTL-F (REL)	32/ 2.5	2.9	2.2	3.1	2.4	2.7		515/ 6.3	7.2	6.1		KNTL-F
14. KTNT-F (J)	30/ 2.4	1.7	1.4	2.8	1.3	2.1		466/ 5.7	5.1	4.2	B	KTNT-F
15. WWLS (SPRTS)	21/ 1.7	1.5	1.1	0.4	1.0	1.2		417/ 5.1	5.0	3.1		WWLS
16. KOMA (O)	17/ 1.4	1.5	1.2	1.2	0.9	1.3		450/ 5.5	6.2	5.1		KOMA
17. KQCV (REL)	13/ 1.0	0.9	1.1	1.1	1.3	1.1		299/ 3.7	2.3	3.5		KQCV
18.												
19.												
20.												

12+ FM SHARE (METRO): 74.80% (843 of 1127) (WIN 93: 81.53%)

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

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

KTLV	1220	MIDWEST CITY	0.4/1.4
KRMG	740	TULSA	0.4/1.4

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)	, EZ	, \$ 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
KRXO	, 107.7,	99 KW @ 991	, Classic AOR	, \$ 60.00	(---)	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)	

OMAHA

Arbitron Rank/Pop (12+): 72/518,000

Stations: 17/17

1993 Revenue: \$23,700,000

MSA Rank/Pop: 77/662,000

Diaries: 1253/413:1/65.1%

HH Inc.: \$35,980

ADI # 73

Sample Target: 1130

Retail \$: 6.0 Bil

Average Person Ratings: 16.8

% Below Line: 0.0

Pop per Station: 30,471

Market TSL: 22.00 hours

% Not Listed: 10.1

#1 Biller: WOW -AF \$5,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KQKQ-F (CHR)	102/11.7	11.1	11.3	11.8	11.7	11.5		1515/29.2	30.4	28.9	E	KQKQ-F
2. KFAB (FS)	90/10.4	11.6	10.5	10.0	11.4	10.6		1251/24.2	34.9	28.1	F	KFAB
3. WOW -F (C)	83/ 9.6	9.5	9.0	10.8	10.7	9.7		926/17.9	17.4	20.6	D	WOW -F
4. KEFM-F (AC)	67/ 7.7	7.8	6.6	7.8	7.1	7.5		1090/21.0	21.7	20.1	G	KEFM-F
5. KEZO-F (AOR)	58/ 6.7	6.8	9.4	10.2	9.9	8.3		883/17.0	17.4	21.1	E	KEZO-F
6. KESY-AF (SAC)	58/ 6.7	7.4	6.8	7.8	6.4	7.2		808/15.6	15.9	16.3	C	KESY-AF
7. KGOR-F (O)	57/ 6.6	7.5	6.5	8.3	6.9	7.2		1010/19.5	18.4	18.2	D	KGOR-F
8. KXKT-F (C)	49/ 5.6	5.1	5.3	3.6	1.6	4.9		646/12.5	10.8	7.9	B	KXKT-F
9. KKAR (N/T)	45/ 5.2	4.3	4.2	3.4	4.8	4.3		643/12.4	13.5	14.4	C	KKAR
10. KOIL (ST)	37/ 4.3	3.0	---	---	---	---		433/ 8.4	7.7	---		KOIL
11. KKCD-F (CL AOR)	36/ 4.1	4.0	2.5	2.8	2.8	3.4		649/12.5	12.3	10.5	B	KKCD-F
12. WOW (C)	31/ 3.6	3.5	4.7	4.6	4.4	4.1		422/ 8.1	9.6	9.8		WOW
13. KRRK-F (AOR)	29/ 3.3	3.3	5.3	3.0	3.1	3.7		464/ 9.0	11.1	9.9	B	KRRK-F
14. KYNN-F (C)	28/ 3.2	2.0	1.9	1.2	2.3	2.1		420/ 8.1	6.2	6.9		KYNN-F

12+ FM SHARE (METRO): 73.62% (575 of 781) (WIN 93: 72.86%)

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

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

KEZO 1490 OMAHA 0.1/1.1
KOTD-F 106.9 PLATTSMOUTH 1.2/2.5

RADIO STATIONS

KFAB, 1110, 50 KW (DA-2) , Full Service NBC, \$ 71.00 (Christal) Henry
 KKAR, 1290, 5 KW (DA-N) , Standards CNN, MBS, \$ 25.00 (Katz)
 KOIL, 1180, 5 KW/1 KW , News/Talk 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

ORLANDO

Arbitron Rank/Pop (12+): 41/988,800
 MSA Rank/Pop: 39/1,370,000
 ADI # 23
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 27/24
 Diaries: 1711/578:1/54.3%
 Sample Target: 1450
 % Below Line: 3.4
 % Not Listed: 9.1

1993 Revenue: \$49,500,000
 HH Inc.: \$31,267
 Retail \$: 13.6 Bil
 Pop per Station: 41,200
 #1 Biller: WKKA-F \$7,400,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WJHM-F (B)	147/ 9.0	9.4	9.9	10.0	8.3	9.6		1659/16.8	17.0	17.2	E	WJHM-F
2. WKKA-F (C)	143/ 8.7	7.5	9.3	8.6	9.7	8.5		1636/16.5	17.0	17.5	H	WKKA-F
3. WMGF-F (SAC)	136/ 8.3	6.8	6.3	7.1	5.6	7.1		1785/18.1	17.1	14.0	E	WMGF-F
4. WDBO (FS)	134/ 8.2	8.0	9.4	8.0	7.9	8.4		1747/17.7	15.5	17.8	E	WDBO
5. WXXL-F (CHR)	115/ 7.0	7.4	6.7	7.0	6.4	7.0		1904/19.3	19.8	15.2	E	WXXL-F
6. WOMX-AF (AC)	114/ 7.0	7.0	6.8	7.4	6.1	7.1		1976/20.0	20.1	17.9	F	WOMX-AF
7. WJRR-F (AOR)	91/ 5.6	6.1	5.0	4.3	3.2	5.3		1564/15.8	17.5	10.5	G	WJRR-F
8. WOCL-F (O)	85/ 5.2	6.1	5.9	5.3	5.1	5.6		1521/15.4	15.8	12.2	C	WOCL-F
9. WDIZ-F (AOR)	81/ 4.9	4.4	4.2	5.4	6.7	4.7		1361/13.8	15.0	15.3	F	WDIZ-F
10. WTKS-F (T)	57/ 3.5	2.4	2.1	2.8	3.6	2.7		844/ 8.5	9.8	9.0	C	WTKS-F
WHTQ-F (CL AOR)	57/ 3.5	3.1	2.5	3.5	3.6	3.2		1124/11.4	13.8	11.0	D	WHTQ-F
12. WMMO-F (AOR/AC)	53/ 3.2	3.7	5.0	5.9	5.6	4.5		1050/10.6	11.3	12.7	E	WMMO-F
13. WCFB-F (C)	50/ 3.1	2.5	2.9	3.9	4.4	3.1		982/ 9.9	8.3	9.6	C	WCFB-F
14. WLOQ-F (J)	48/ 2.9	4.6	5.3	4.0	5.8	4.2		834/ 8.4	11.7	9.5	C	WLOQ-F
15. WPCV-F (C)	34/ 2.1	1.0	1.2	0.8	1.1	1.3		598/ 6.0	3.5	4.1		WPCV-F
16. WTLN-F (REL)	29/ 1.8	2.5	2.1	1.4	1.4	2.0		482/ 4.9	5.4	5.1		WTLN-F
17. WHOO (?)	23/ 1.4	1.3	0.3	0.6	0.5	0.9		261/ 2.6	2.6	1.2		WHOO
18.												
19.												
20.												

12+ FM SHARE (METRO): 84.50% (1259 of 1490) (WIN 93: 87.26%)

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

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

WAJL 1190	PINECASTLE	0.3/0.7
WGTO 540	PINE HILLS	0.7/3.1
WHBS 1270	EATONVILLE	0.5/1.5
WOKB 1600	WINTER GARDEN	0.5/1.6
WONQ 1030	OVIDO	1.0/2.5
WRMQ 1140	ORLANDO	0.5/0.7
WWNZ 740	ORLANDO	0.7/3.9
WEZY-F 94.1	LAKELAND	1.0/2.4
WGNE-F 98.1	TITUSVILLE	0.4/2.7

ORLANDO

RADIO STATIONS

WDBO	,	580,	5 KW (DA-N)	,	Full Service	ABC,	\$ 76.00	(Katz)	NewCity
WHOO	,	990,	50 KW/5 KW (DA-2)	,	Various	,	\$ 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)	Am. Media (DE LAND)
WOMX-F	,	105.1,	100 KW @ 1309	,	AC	,	\$105.00	(Mc-Guild)	Nationwide
WTKS-F	,	104.1,	100 KW @ 1597	,	News/Talk	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: WOMX AM sold by Nationwide to NewCity for \$500,000 (D) . . . WOCL-F sold by American Media to Chancellor for \$32,200,000 (D) (Star) . . .

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,101,700
 MSA Rank/Pop: 4/5,010,000
 ADI # 4
 Average Person Ratings: 18.8
 Market TSL: 24.50 hours

Stations: 30/25
 Diaries: 3603/1138:1/49.2%
 Sample Target: 3540
 % Below Line: 3.5
 % Not Listed: 11.6

1993 Revenue: \$148,900,000
 HH Inc.: \$40,712
 Retail \$: 41.4 Bil
 Pop per Station: 164,068
 #1 Biller: KYW \$20,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KYW (N)	773/10.0	6.9	7.0	7.1	8.1	7.8		17604/42.9	28.6	33.6	K	KYW
2. WMMR-F (AOR)	437/ 5.7	6.0	6.7	6.6	4.1	6.3		7177/17.5	17.5	14.6	I	WMMR-F
3. WWDB-F (T)	431/ 5.6	5.4	5.7	5.0	7.0	5.4		5119/12.5	12.8	13.2	G	WWDB-F
4. WPEN (ST/FS)	428/ 5.5	5.2	4.1	4.4	4.8	4.8		3683/ 9.0	9.6	9.1	G	WPEN
5. WOGL-F (O)	410/ 5.3	5.1	4.2	4.4	4.7	4.8		6364/15.5	15.3	14.5	I	WOGL-F
6. WYSP-F (CL AOR)	409/ 5.3	5.6	5.8	5.8	6.0	5.6		7133/17.4	20.4	19.9	J	WYSP-F
7. WUSL-F (B)	360/ 4.7	5.0	4.7	4.7	4.4	4.8		5071/12.4	13.4	11.6	H	WUSL-F
8. WBEB-F (SAC)	349/ 4.5	3.3	3.1	4.0	4.3	3.7		5957/14.5	11.6	12.7	G	WBEB-F
9. WIOQ-F (CHR)	332/ 4.3	5.2	6.0	5.7	6.8	5.3		5893/14.4	16.7	17.4	H	WIOQ-F
10. WDAS-F (B/AC)	326/ 4.2	4.0	4.7	3.6	3.2	4.1		4081/ 9.9	9.6	8.4	F	WDAS-F
11. WXTU-F (C)	312/ 4.0	4.4	4.7	5.1	4.0	4.6		4451/11.3	11.4	10.5	H	WXTU-F
12. WIP (SPRTS)	279/ 3.6	4.6	3.3	2.8	3.5	3.6		4465/10.9	12.4	9.7	H	WIP
13. WYXR-F (AC)	272/ 3.5	4.1	4.5	5.0	5.6	4.3		5329/13.0	15.0	17.6	H	WYXR-F
14. WMGK-F (AC)	262/ 3.4	3.3	3.5	4.1	3.8	3.6		4552/11.1	11.4	10.7	H	WMGK-F
15. WFLN-F (CL)	252/ 3.3	2.7	2.4	2.4	2.7	2.7		2987/ 7.3	9.0	7.2	F	WFLN-F
16. WJJZ-F (J)	198/ 2.6	3.0	2.8	2.8	4.5	2.8		3279/ 8.0	8.7	16.6	G	WJJZ-F
WPLY-F (CHR)	198/ 2.6	2.3	2.7	2.6	1.6	2.6		4421/10.8	9.6	6.3	E	WPLY-F
18. WIBF-F (AOR-NR)	188/ 2.4	2.6	3.1	2.0	1.9	2.5		3829/ 9.3	7.7	5.6	C	WIBF-F
19. WPST-F (CHR)	108/ 1.4	1.2	1.1	1.0	0.9	1.2		2786/ 6.8	5.8	5.1		WPST-F
20. WDAS (G/B)	89/ 1.2	1.3	0.8	1.3	0.7	1.2		1275/ 3.1	2.9	2.7		WDAS
21. WHAT (B/T)	82/ 1.1	0.8	0.8	1.4	1.2	1.1		1062/ 2.6	2.2	2.5		WHAT
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.33% (5006 of 6827) (WIN 93: 75.69%)

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

PHILADELPHIA

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WCOJ	1420	COATESVILLE	0.4/1.5	
WGMP	1210	PHILADELPHIA	0.6/2.5	
WNAP	1110	NORRISTOWN	0.3/0.6	
WPGR	1540	PHILADELPHIA	0.6/0.8	
WZZD	990	PHILADELPHIA	0.3/1.1	

WFMZ-F	100.7	ALLENTOWN	0.5/1.5
WJGR-F	99.5	WILMINGTON	0.4/2.1
WKXW-F	101.5	TRENTON	0.9/3.4
WRDR-F	104.9	EGG HARBOR, NJ	0.3/0.6

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 (P)
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	, Soft AC/EZ	, \$ 144.00 (Mc-Guild)	
WOAS, 105.3, 17 KW @ 872	, Black/AC	, \$ 134.00 (Mc-Guild)	Beasley (P)
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	, AC	, \$ 159.00 (MMR)	Greater Media
WMRR, 93.3, 18 KW @ 827	, AOR	UNISTR, \$ 250.00 (Group W)	Westinghouse
WOGL, 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)	Tak
WWDB, 96.5, 17 KW @ 866	, Talk	ABC, \$ 140.00 (Banner)	Panache
WXTU, 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	, \$ 190.00 (Katz)	Pyramid

WAAF -- SEE WORCESTER

Miscellaneous: WOGL changes to WGMP and from Oldies to Sports (March) . . . WDAS A/F sold by Unity to Beasley for \$26,000,000 (D) (Americom) . . . WZZD sold by Communicom to Salem for \$ _____ (D) . . . WUSL-F sold by Tak to EZ for \$33,000,000 (E) (D) . . .

PHOENIX

Arbitron Rank/Pop (12+): 21/1,880,800
 MSA Rank/Pop: 18/2,430,000
 ADI # 20
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 29/28
 Diaries: 2457/ 765:1/52.6%
 Sample Target: 2315
 % Below Line: 0.5
 % Not Listed: 13.6

1993 Revenue: \$73,400,000
 HH Inc.: \$30,821
 Retail \$: 22.1 Bil
 Pop per Station: 67,143
 #1 Biller: KNIX-AF \$11,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KNIX-F (C)	319/10.1	9.1	7.5	10.5	9.7	9.3		3892/20.7	21.7	22.6	I	KNIX-F
2. KMLE-F (C)	235/ 7.4	7.5	6.8	6.7	6.5	7.1		3208/17.1	16.8	17.3	G	KMLE-F
3. KTAR (N/T)	202/ 6.4	7.5	6.3	9.3	8.5	7.4		3701/19.7	21.2	24.7	H	KTAR
4. KUPD-F (AOR)	197/ 6.2	5.3	4.9	4.7	4.7	5.3		2575/13.7	14.2	12.7	G	KUPD-F
5. KKFR-F (CHR)	186/ 5.9	6.7	4.5	4.8	5.0	5.5		3060/16.3	13.7	12.5	D	KKFR-F
6. KFYI (T)	179/ 5.7	5.2	6.9	6.0	6.0	6.0		2162/11.5	11.8	11.7	E	KFYI
7. KOY (ST/FS)	176/ 5.6	6.1	5.4	4.8	6.1	5.5		2064/11.0	11.9	11.3	C	KOY
8. KDKB-F (AOR)	155/ 4.9	4.9	4.4	2.6	4.5	4.2		2514/13.4	12.5	12.7	F	KDKB-F
9. KVRV-F (AS)	134/ 4.2	4.3	4.1	3.7	2.9	4.1		2576/13.7	13.0	11.8	E	KVRV-F
10. KESZ-F (AC)	127/ 4.0	3.5	4.3	3.6	4.0	3.9		2030/10.8	8.6	10.8	E	KESZ-F
11. KKLT-F (SAC)	119/ 3.8	4.6	5.4	4.7	4.8	4.6		2051/10.9	11.2	13.9	F	KKLT-F
12. KPSN-F (O)	96/ 3.0	2.5	3.0	4.4	3.8	3.2		1533/ 8.2	7.9	10.2	E	KPSN-F
13. KOOL-F (O)	92/ 2.9	2.8	2.9	2.4	3.1	2.8		1977/10.5	10.0	10.8	E	KOOL-F
14. KZON-F (AOR-P)	71/ 2.2	3.4	3.0	3.3	2.5	3.0		1112/ 5.9	7.4	6.3	D	KZON-F
KEDJ-F (AOR-NR)	71/ 2.2	2.9	2.4	2.1	1.5	2.4		1082/ 5.8	7.9	4.0	B	KEDJ-F
16. KSLX-F (CL AOR)	69/ 2.2	2.4	3.6	2.8	3.0	2.8		1803/ 9.6	8.7	11.0	F	KSLX-F
17. KYOT-F (J)	46/ 1.5	0.9	2.9	2.3	1.9	1.9		1122/ 6.0	4.5	11.4	D	KYOT-F
18. KZRX-F (AOR)	44/ 1.4	1.5	1.5	1.6	1.7	1.5		728/ 3.9	4.2	4.6	B	KZRX-F
19. KOOL (O)	28/ 0.9	1.6	1.4	0.8	1.0	1.2		540/ 2.9	4.6	3.6		KOOL

12+ FM SHARE (METRO): 74.15% (2025 of 2731) (WIN 93: 69.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F>>>1 KUPD-F>	1 KMLE-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KKFR-F	1 KTAR
2 KMLE-F	2 KMLE-F	KNIX-F<	2 KMLE-F	2 KMLE-F	2 KTAR <	2 KTAR <	2 KFYI	2 KMLE-F	2 KTAR	2 KNIX-F
3	3 KDKB-F<	3 KUPD-F	3 KUPD-F<	3 KUPD-F	3 KOY	3 KMLE-F	3 KMLE-F	3 KKFR-F<	3 KUPD-F<	3 KUPD-F
4	4 KNIX-F	4 KDKB-F>	4 KDKB-F	4 KDKB-F	4 KFYI >	4 KUPD-F	4 KOY	4 KUPD-F	4 KNIX-F>	KFYI
5	5 KVRV-F	5 KESZ-F	5 KESZ-F	5 KESZ-F<	5 KMLE-F	5 KOY <	5 KUPD-F<	5 KDKB-F<	5 KMLE-F	5 KKFR-F
6	6 KKFR-F	KKFR-F	6 KVRV-F	6 KTAR	6 KKLT-F	6 KDKB-F	6 KDKB-F	6 KTAR <	6 KFYI	6 KOY
7	7	7	7 KPSN-F	7 KFYI	7 KESZ-F	KKFR-F<	7 KTAR	7 KFYI	7	7
8	8	8	8	8	8	8 KESZ-F	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 KMLE-F	1 KMLE-F	1 KMLE-F	1 KMLE-F<	1 KNIX-F>	1 KUPD-F	1 KUPD-F>>	1 KUPD-F	1 KUPD-F>	1 KUPD-F
2 KVRV-F	2 KVRV-F	2 KVRV-F	2 KNIX-F>	2 KMLE-F<	2 KMLE-F	2 KDKB-F<	2 KDKB-F	2 KDKB-F	2 KNIX-F
3 KUPD-F	3 KUPD-F	3 KESZ-F	3 KESZ-F<	3 KESZ-F>	3 KKFR-F	3 KNIX-F	3 KNIX-F	3 KNIX-F<	KDKB-F
4 KKFR-F	4 KDKB-F	4 KDKB-F	4 KVRV-F	4 KKLT-F	4 KZRX-F	4 KMLE-F	4 KKFR-F	4 KMLE-F>	4 KFYI <
5 KDKB-F	5 KNIX-F	5 KNIX-F	5 KUPD-F	5 KVRV-F	5 KNIX-F	5 KKFR-F	5 KMLE-F	5 KFYI	5 KTAR
6 KNIX-F	6 KKFR-F	KUPD-F	6 KKFR-F	6 KPSN-F	6 KKFR-F	6 KZRX-F	KZON-F	KTAR	6 KMLE-F
7 KEDJ-F	7 KESZ-F	7 KKFR-F	KDKB-F	7 KDKB-F	7 KDKB-F	7 KEDJ-F	7 KFYI	7 KKFR-F	7 KZON-F
8 KOOL-F	8	8	8	KTAR	8 KVRV-F	8	KEDJ-F	8	8
9	9	9	9	9	9	9	9	9	9

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

KCWW	1580	TEMPE	0.4/1.0
KMEO-F	93.7	WICKENBURG	0.3/0.6
KMJK-F	106.9	BUCKEYE	0.7/2.4
KNNS	1360	GLENDALE	0.8/2.8
KRDS-F	105.3	WICKENBURG	0.5/1.5
KUKQ	1060	TEMPE	0.6/2.1
KVVA	860	PHOENIX	0.8/1.3
KXAM	1310	MESA	0.7/1.5
KYOT	1230	PHOENIX	0.6/1.7
KAHM-F	102.1	PRESCOTT	0.5/1.0

PHOENIX

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)	
KVVA	, 860,	1 KW (DA-N)	, Hispanic		\$ 25.00	(Lotus)	
KYOT	, 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
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
KUPD	, 97.9,	100 KW @ 1620	, AOR		\$147.00	(Banner)	
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: KUKQ, KUPD-F sold by Bob Fish to Sandusky for \$20,000,000 (D) (Kalil) . . . KYOT-F changes from AOR to Jazz (Mar) . . .

***** 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	

PITTSBURGH

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

Stations: 31/30

1993 Revenue: \$59,100,000

MSA Rank/Pop: 19/2,380,000

Diaries: 2300/ 880:1/61.3%

HH Inc.: \$30,623

ADI # 17

Sample Target: 2235

Retail \$: 18.9 Bil

Average Person Ratings: 17.2

% Below Line: 0.4

Pop per Station: 67,460

Market TSL: 22.50 hours

% Not Listed: 12.3

#1 Biller: KDKA \$10,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KDKA (N/T)	500/14.4	12.9	13.7	15.0	14.7	14.0		6410/31.7	28.1	33.1	I	KDKA
2. WDVE-F (AOR)	308/ 8.9	9.2	11.2	9.9	8.8	9.8		3899/19.3	20.6	20.7	H	WDVE-F
3. WBZZ-F (CHR)	269/ 7.7	5.9	6.2	7.2	6.0	6.8		4492/22.2	17.2	20.5	F	WBZZ-F
4. WWSW-AF (O)	199/ 5.7	8.0	6.6	7.0	7.7	6.8		3570/17.6	20.2	22.0	G	WWSW-AF
5. WSHH-F (SAC)	190/ 5.5	5.6	5.1	5.4	6.0	5.4		2461/12.2	13.6	15.2	E	WSHH-F
6. WAMO-F (B)	174/ 5.0	4.1	6.0	5.8	5.6	5.2		2023/10.0	9.7	11.3	D	WAMO-F
7. WVTY-F (AC)	171/ 4.9	4.4	5.5	5.4	4.2	5.1		2904/14.3	14.7	14.0	F	WVTY-F
8. WDSY-F (C)	165/ 4.7	5.3	5.0	5.7	6.7	5.2		2464/12.2	13.4	16.0	F	WDSY-F
9. WTAE (T/N)	161/ 4.6	5.4	5.0	3.7	4.9	4.7		2714/13.4	14.0	13.5	F	WTAE
10. WJAS (ST)	156/ 4.5	4.2	4.4	4.4	4.4	4.4		1791/ 8.8	8.8	8.5	B	WJAS
11. WLTJ-F (SAC)	134/ 3.9	5.7	3.8	4.4	4.1	4.5		2337/11.1	13.5	11.9	D	WLTJ-F
12. WRRK-F (CL AOR)	108/ 3.1	2.7	2.8	2.3	3.4	2.7		1996/ 9.9	10.4	12.3	D	WRRK-F
13. WXRBF-F (C)	83/ 2.4	2.8	2.3	1.6	1.0	2.3		1355/ 6.7	7.0	3.0	B	WXRBF-F
14. WQKB-F (C)	65/ 1.9	2.5	2.2	1.9	2.2	2.1		1473/ 7.3	7.5	7.8	C	WQKB-F
15. KQV (N)	52/ 1.5	1.6	1.5	1.1	1.6	1.4		1252/ 6.2	6.0	6.9	C	KQV
16. WWKS-F (AOR)	51/ 1.5	1.0	0.8	0.8	1.3	1.0		1095/ 5.4	4.0	4.5		WWKS-F
17.												
18.												
19.												
20.	12+ FM SHARE (METRO):	66.25%	(2020 of 3049)	(WIN 93: 65.84%)								

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

OTHER RATED STATIONS
SHARE/RTG/AQH/CUME

WASP-F	94.9	OLIVER	0.6/1.1
WBVP	1230	BEAVER FALLS	0.6/1.9
WCVI	1340	CONNELLSVILLE	0.3/0.6
WEDO	810	MCKEESPORT	0.3/1.2
WEEP	1080	PITTSBURGH	0.3/1.2
WESA-F	98.3	CHARLEROI	0.5/1.7
WGBN	1150	NEW KENNINGTON	0.4/0.6
WHJB	620	GREENSBURG	0.5/2.1
WISR	680	BUTLER	0.4/0.9
WJPA-A/F	95.3	WASHINGTON	0.9/2.2
WMBS	590	UNIONTOWN	1.4/4.7
WORD-F	101.5	PITTSBURGH	1.4/4.7
WQXK-F	105.1	SALEM, OH	0.4/1.4

PITTSBURGH

RADIO STATIONS

AM STATIONS

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)	
WBMS, 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

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	, Country	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	
WXRB, 104.7, 50 KW @ 500	, Country	, \$ 43.00	(D&R)	Entercom	
WAMO, 105.9, 72 KW @ 430	, Black	AURN, \$ 54.00	(D&R)	Sheridan	

PORTLAND, OR

Arbitron Rank/Pop (12+): 26/1,511,600
 MSA Rank/Pop: 29/1,640,000
 ADI # 26
 Average Person Ratings: 15.4
 Market TSL: 20.50 hours

Stations: 28/27
 Diaries: 2364/639:1/60.5%
 Sample Target: 2055
 % Below Line: 0.4
 % Not Listed: 13.0

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

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KWJJ-AF (C)	202/ 8.6	6.7	8.8	6.4	6.4	7.6		2968/19.6	17.2	15.6	D	KWJJ-AF
2. KXL (N/T)	184/ 7.9	8.5	7.2	8.2	8.0	8.0		2586/17.1	17.9	18.1	G	KXL
3. KUPL-AF (C)	179/ 7.7	7.6	9.0	9.6	7.8	8.5		2915/19.3	17.5	18.1	H	KUPL-AF
4. KKRZ-F (CHR)	177/ 7.6	7.6	7.5	6.6	8.3	7.3		3002/19.9	20.0	20.5	F	KKRZ-F
5. KINK-AF (AOR/P)	150/ 6.5	5.6	5.0	5.7	6.1	5.7		2064/13.7	13.8	14.1	G	KINK-AF
6. KEX (FS)	144/ 6.2	7.7	4.4	5.6	7.9	6.0		2477/16.4	19.0	21.2	G	KEX
7. KUFO-F (AOR)	140/ 6.0	6.2	9.0	6.9	5.6	7.0		2147/14.2	14.5	14.5	F	KUFO-F
8. KKSJ-F (O)	132/ 5.7	4.1	5.2	4.3	4.3	4.8		2306/15.3	13.1	15.3	F	KKSJ-F
9. KKCW-F (AC)	130/ 5.6	6.1	6.4	6.8	5.5	6.2		2040/13.5	15.0	15.1	G	KKCW-F
10. KGON-F (CL/AOR)	107/ 4.6	5.4	5.2	4.8	4.4	5.0		2153/14.2	15.0	14.9	D	KGON-F
11. KXYQ-F (AC)	90/ 3.9	4.6	2.9	4.1	3.8	3.9		1710/11.3	13.2	12.4	C	KXYQ-F
12. KKSJ (ST)	86/ 3.7	2.3	2.9	3.2	5.1	3.0		1050/ 6.9	7.3	7.7	C	KKSJ
13. KXL-F (SAC)	64/ 2.7	2.6	3.5	3.2	3.0	3.0		1243/ 8.2	8.9	9.6	D	KXL-F
14. KKJZ-F (J)	35/ 1.5	1.4	1.7	0.9	0.7	1.4		653/ 4.3	4.3	4.4		KKJZ-F
KBBT (AOR/NR)	35/ 1.5	1.3	1.3	1.2	0.7	1.3		602/ 4.0	3.5	2.6		KBBT
16. KPDQ-F (REL)	27/ 1.2	1.8	1.0	1.2	1.7	1.3		576/ 3.8	4.7	4.7		KPDQ-F
17. KMUZ-F (EZ)	26/ 1.1	1.5	0.9	0.9	0.7	1.1		424/ 2.8	3.4	2.0		KMUZ-F
18. KFXX (SPRST)	25/ 1.1	1.4	1.1	1.1	1.1	1.2		504/ 3.3	4.1	3.0	B	KFXX
19.												
20.												

12+ FM SHARE (METRO): 70.82% (1437 of 2029) (WIN 93: 68.22%)

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

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

KBMS	1480	VANCOUVER, WA	0.9/2.0
KDBX-F	107.5	BANKS	0.8/1.7
KKEY	1150	PORTLAND	0.3/1.2
KPDQ	800	PORTLAND	0.3/1.8
KWIP	880	DALLAS	1.0/1.0
KYKN	1430	KEIZER	0.4/1.3
KRKT-F	99.9	ALBANY	0.4/0.8

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, New AOR	, \$ 30.00 (Eastman)	Henry
KEX, 1190, 50 KW (DA-1)	, Full Service	ABC, \$ 136.00 (Katz)	Great American
KFXX, 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

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)	Great American
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,	Soft AC	, \$ 65.00 (Mc-Guild)	Alexander
KXYQ, 105.1, 100 KW @ 1840,	AC	ABC, \$ 38.00 (Torbet)	Van Halen (SALEM)

Miscellaneous: KKBK-F changes to KKJZ-F and format to Jazz (Mar) . . .

PROVIDENCE

Arbitron Rank/Pop (12+): 32/1,278,400
 MSA Rank/Pop: 60/922,000
 ADI # 43
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 41/23
 Diaries: 1993/641:1/57.7%
 Sample Target: 1760
 % Below Line: 16.9%
 % Not Listed: 10.4%

1993 Revenue: \$26,900,000
 HH Inc.: \$33,353
 Retail \$: 6.9 Bil
 Pop per Station: 55,583
 #1 Biller: WHJY-F \$4,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WPRO-F (CHR)	210/ 9.7	8.7	7.9	7.7	9.3	8.5		3339/26.1	25.6	28.2	E	WPRO-F
2. WHJY-F (AOR)	174/ 8.0	8.6	8.0	7.8	6.7	8.1		2556/20.0	20.7	17.1	F	WHJY-F
3. WWLI-F (SAC)	157/ 7.2	7.6	8.0	7.5	8.8	7.6		2185/17.1	17.2	20.6	E	WWLI-F
4. WWBB-F (O)	130/ 6.0	6.0	4.9	5.1	4.8	5.5		1950/15.3	15.9	13.1	E	WWBB-F
5. WHJJ (N/T)	112/ 5.2	4.8	5.6	5.2	4.6	5.2		1425/11.1	10.2	10.2	D	WHJJ
6. WWRX-F (CL AOR)	103/ 4.7	4.8	4.5	4.1	3.5	4.5		1848/14.5	16.0	12.4		WWRX-F
7. WPRO (T)	102/ 4.7	4.4	5.7	5.3	5.5	5.0		1888/14.8	13.2	16.6	D	WPRO
8. WSNE-F (AC)	94/ 4.3	5.4	4.9	5.3	5.7	5.0		1721/13.5	15.6	16.9	F	WSNE-F
9. WWKX-F (CHR)	88/ 4.1	4.6	3.5	3.5	3.9	3.9		1533/12.0	13.7	12.4		WWKX-F
10. WCTK-F (C)	85/ 3.9	4.0	3.3	5.0	3.7	4.1		1215/ 9.5	9.7	10.0		WCTK-F
11. WBRU-F (AOR-NR)	71/ 3.3	4.0	3.7	2.6	2.1	3.4		1312/10.3	11.9	8.6		WBRU-F
12. WLKW (EZ/ST)	45/ 2.1	3.0	2.9	2.1	2.3	2.5		717/ 5.6	7.4	7.5		WLKW
13. WFHN-F (CHR)	44/ 2.0	1.8	1.6	2.6	2.2	2.0		622/ 4.9	4.4	5.0		WFHN-F
14.												
15.												

12+ FM SHARE (METRO): 75.58% (1470 of 1945) (WIN 93: 74.94%)

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 WPRO-F<	1 WPRO-F	1 WPRO-F<	1 WHJJ <	1 WPRO-F>	1 WPRO-F<	1 WPRO-F<	1 WHJY-F	1 WPRO-F<
2 WPRO-F>	2 WPRO-F>	2 WHJY-F>	WHJY-F	2 WHJY-F	2 WWLI-F<	2 WHJY-F	2 WWLI-F	2 WHJY-F	2 WPRO-F<	2 WBZ
3 WJMN-F	3 WWRX-F	3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WWBB-F	3 WPRO	3 WHJY-F	3 WHJJ <	3 WWKX-F	3 WHJJ
4	4 WWLI-F<	4 WWRX-F<	4 WWBB-F	4 WWBB-F	4 WPRO	WWLI-F	4 WWBB-F	4 WWLI-F	4 WBRU-F	4 WWLI-F
5	5 WBRU-F	5 WWBB-F	5 WWRX-F	5 WWRX-F	5 WPRO-F	5 WHJJ <	5 WHJJ <	5 WWBB-F	5 WWBB-F	5 WSAR
6	6 WWKX-F	6 WSNE-F	6 WSNE-F	6 WSNE-F	6 WCTK-F	6 WWRX-F	6 WPRO <	6 WWKX-F	6 WWLI-F	6 WWRX-F
7	7	7 WBRU-F	7	7	7	7 WWBB-F<	7 WSNE-F	WWRX-F	WWRX-F	7
8	8	8	8	8	8	8 WSNE-F	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 WPRO-F	1 WPRO-F>>	1 WPRO-F	1 WPRO-F>	1 WPRO-F	1 WHJY-F	1 WHJY-F>>	1 WHJY-F	1 WHJY-F>	1 WHJY-F>
2 WWKX-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WWLI-F	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F
3 WWLI-F	3 WHJY-F	3 WSNE-F	3 WSNE-F	3 WSNE-F	3 WPRO-F	3 WPRO-F>	3 WPRO-F	3 WPRO-F	3 WWBB-F
WHJY-F	4 WSNE-F	WHJY-F	4 WWBB-F	4 WWBB-F>	WWKS-F	4 WBRU-F	4 WBRU-F	4 WWBB-F	4 WPRO-F
5 WBRU-F	5 WWKX-F	5 WWRX-F	5 WHJY-F>	5 WCTK-F	5 WBRU-F	5 WWKX-F>	5 WZLX-F	5 WBRU-F	5 WWLI-F
6 WSNE-F	6 WBRU-F	6 WBRU-F	6 WWKX-F<	6 WHJY-F	6	6 WWBB-F	WBCN-F	WWLI-F	6 WPRO
7 WFHN-F	7	WCTK-F	7 WBRU-F	7	7	7	WWBB-F	7	7 WBRU-F

PROVIDENCE

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

WADK	1540	NEWPORT	0.7/1.0
WARV	1590	WARWICK	0.4/1.0
WBSM	1420	NEW BEDFORD	1.1/2.4
WHIM	1110	E. PROVIDENCE	0.9/2.6
WJFD-F	97.3	NEW BEDFORD	0.5/0.9
WNBH	1340	NEW BEDFORD	0.6/1.5
WNRI	1380	WOONSOCKET	1.1/1.9
WOTB-F	100.3	MIDDLETOWN	1.2/3.3
WRCP	1290	PROVIDENCE	0.5/0.9
WSAR	1480	FALL RIVER	0.7/2.4
WFAN	660	NEW YORK	0.4/1.7

SEE BOSTON FOR MORE ABOUT THE FOLLOWING STATIONS:

WAAF-F	1.2/ 4.4	WCLB-F	0.5/ 1.6	WODS-F	1.3/ 4.1
WBCN-F	1.1/ 4.0	WCRB-F	1.5/ 3.2	WPLM-F	0.7/ 3.8
WBOS-F	0.6/ 2.5	WEEI	0.8/ 1.6	WRKO	0.5/ 0.9
WBMX-F	1.2/ 4.0	WHDH	0.7/ 2.1	WXKS-F	0.4/ 4.0
WBOS-F	1.1/ 3.3	WJMN-F	1.6/ 7.2	WZLX-F	1.0/ 3.6
WBZ	1.7/ 6.3	WMJX-F	0.5/ 1.9		

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)	Griffin
WLKW, 790, 5 KW (DA-2) , EZ/Standards	, \$ 21.00 (Torbet)	Telemidia
WPRO, 630, 5 KW (DA-N) , Talk/News	ABC , \$ 51.00 (Mc-Guild)	Telemidia
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)	Griffin
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)	Telemidia
WSNE-F, 93.3, 30 KW @ 620, AC	, \$ 83.00 (Eastman)	Liberty (TAUNTON, MA)
WWBB-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)	Telemidia
WWRX-F, 103.7, 50 KW @ 500, Classic AOR	CNN , \$ 40.00 (D & R)	(WESTERLY)

Other Ranked Stations - See Boston or New Bedford

Miscellaneous: WSNE-F sold by Beck Ross to Liberty for \$ _____ (Americom) . . .

RALEIGH

Arbitron Rank/Pop (12+): 53/786,000
 MSA Rank/Pop: 61/922,000
 ADI # 32
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 26/21
 Diaries: 1567/502:1/58.1%
 Sample Target: 1395
 % Below Line: 6.9
 % Not Listed: 18.8

1993 Revenue: \$30,600,000
 HH Inc.: \$35,493
 Retail \$: 8.2 Bil
 Pop per Station: 37,429
 #1 Biller: WRDU-F \$4,750,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WQOK-F (B)	116/ 9.5	7.0	9.4	10.7	10.2	9.2		1226/15.6	14.6	17.4	E	WQOK-F
2. WQDR-F (C)	114/ 9.3	11.6	10.6	6.2	7.1	9.4		1361/17.3	23.3	18.1	E	WQDR-F
3. WPTF (FS)	100/ 8.2	7.5	8.5	7.0	9.3	7.8		1357/17.3	18.9	17.0	E	WPTF
WDCG-F (CHR)	100/ 8.2	6.5	6.5	6.9	7.3	7.0		1537/19.6	20.5	20.9	D	WDCG-F
5. WRAL-F (AC)	97/ 7.6	7.3	7.9	8.9	8.2	7.9		1541/19.6	19.2	21.2	F	WRAL-F
6. WTRG-F (O)	71/ 5.8	7.2	6.1	5.5	5.0	6.2		1149/14.6	16.8	12.3	D	WTRG-F
7. WRDU-F (AOR)	53/ 4.8	5.4	6.9	8.0	6.8	6.3		1139/14.5	15.3	17.3	F	WRDU-F
8. WPCM-F (C)	45/ 3.7	3.0	3.2	1.1	4.0	2.8		571/ 7.3	9.5	9.7	C	WPCM-F
9. WZZU-F (CL/AOR)	42/ 3.4	2.6	3.7	3.6	3.5	3.3		1047/13.3	14.3	12.8	C	WZZU-F
10. WFXC-F (B)	36/ 3.1	3.4	5.7	4.7	3.9	4.2		665/ 8.5	7.9	9.1	C	WFXC-F
11. WKIX-F (C)	30/ 2.5	2.8	3.1	2.4	2.9	2.7		675/ 8.6	11.5	10.5	A	WKIX-F
12. WLE (G)	29/ 2.4	2.2	2.4	3.5	2.5	2.6		257/ 3.3	4.6	4.0	A	WLE
13. WNND-F (J)	26/ 2.1	2.0	1.3	3.1	2.7	2.1		502/ 6.4	7.3	7.5	C	WNND-F
14. WDNC (ST)	22/ 1.8	1.3	1.1	0.9	0.8	1.3		502/ 6.2	4.7	5.8		WDNC
15. WJMH-F (B)	20/ 1.6	1.2	1.2	1.0	1.2	1.3		467/ 5.9	4.6	5.3		WJMH-F
16. WYLT (EZ/ST)	12/ 1.0	3.2	1.4	1.7	1.8	1.8		299/ 3.8	4.7	4.4	C	WYLT
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 80.22% (795 of 991) (WIN 93: 77.47%)

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

RALEIGH

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCHL	1360	CHAPEL HILL	0.8/3.3
WCLY	1550	RALEIGH	0.8/1.5
WKTC-F	96.9	GOLDSBORO	1.4/4.2
WSRC	1410	DURHAM	0.8/2.3
WHLQ-AF	102.5	LOUISBURG	0.7/1.3
WKRR-F	92.3	ASHBORO	0.4/2.5
WNCT-F	107.9	GREENVILLE	0.4/1.0
WQMG-F	97.1	GREENSBORO	0.7/2.8

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)	
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)	(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)	
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)

RICHMOND

Arbitron Rank/Pop (12+): 56/752,800
 MSA Rank/Pop: 63/904,000
 ADI # 60
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 24/22
 Diaries: 1359/554:1/53.9%
 Sample Target: 1335
 % Below Line: 0.9
 % Not Listed: 9.5

1993 Revenue: \$31,400,000
 HH Inc.: \$35,164
 Retail \$: 8.4 Bil
 Pop per Station: 34,218
 #1 Biller: WKHK-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WCDX-F (B)	148/11.3	13.0	11.0	10.9	10.9	11.6		1426/18.9	19.0	18.4	E	WCDX-F
2. WRVA (FS)	146/11.2	12.1	13.0	10.4	9.2	11.7		1799/23.9	24.1	19.6	F	WRVA
3. WKHK-F (C)	144/11.0	9.8	9.1	10.8	13.8	10.2		1565/20.8	20.2	22.1	G	WKHK-F
4. WPLZ-F (B)	106/ 8.1	7.7	7.4	7.8	6.0	7.8		1210/16.1	16.2	14.4	C	WPLZ-F
5. WRVQ-F (CHR)	92/ 7.0	7.5	6.1	8.3	6.7	7.2		1432/19.0	22.6	20.6	E	WRVQ-F
WTVR-F (EZ/SAC)	92/ 7.0	6.1	5.3	6.9	7.0	6.3		1315/17.5	14.4	14.4	C	WTVR-F
7. WRXL-F (AOR)	86/ 6.6	6.4	7.2	7.1	6.1	6.8		1364/18.1	16.4	17.4	E	WRXL-F
8. WMBB-F (AC)	84/ 6.4	5.8	8.2	7.5	6.8	7.0		1280/17.0	18.6	17.3	F	WMBB-F
9. WVGO-F (AOR-P)	53/ 4.1	4.8	5.1	4.1	6.1	4.5		793/10.5	12.7	10.8	D	WVGO-F
10. WDCK-F (O)	50/ 3.8	3.0	4.6	4.2	3.1	3.9		892/11.8	11.6	11.8	D	WDCK-F
11. WFTH (G)	33/ 2.5	1.1	1.6	0.7	1.3	1.5		290/ 3.9	2.4	2.2		WFTH
12. WKIK-F (C)	27/ 2.1	2.4	2.5	1.9	0.8	2.2		540/ 7.2	7.4	4.6	B	WKIK-F
13. WTVR (ST)	26/ 2.0	2.2	2.3	1.6	0.9	2.0		321/ 4.3	3.9	3.2	A	WTVR
14. WREJ (REL)	23/ 1.8	1.1	1.1	1.2	0.6	1.3		211/ 2.8	1.8	1.2		WREJ
15. WLEE (T/N)	15/ 1.1	1.2	0.8	1.6	2.5	1.2		236/ 3.1	3.1	4.8	A	WLEE

12+ FM SHARE (METRO): 76.41% (904 of 1183) (WIN 93. 79:44%)

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

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

WDYL-F	92.1	CHESTER	0.4/3.0
WGCV	1240	PETERSBURG	0.5/1.2
WGGM	820	CHESTER	0.4/1.2
WRVH	910	RICHMOND	0.8/4.1
WSTK	1290	COLONIAL HEIGHTS	0.6/1.2
WSVV-F	100.3	PETERSBURG	0.4/1.3
WXGI	950	RICHMOND	0.5/2.6
WAFX-F	106.9	SUFFOLK	0.5/2.8
WXEZ-F	94.1	YORKTOWN	0.5/0.8

RICHMOND

RADIO STATIONS

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
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: 22.25 hours

Stations: 41/12
 Diaries: 1693/7851:1/49.2%
 Sample Target: 1635
 % Below Line: 53.9
 % Not Listed: 12.5

1993 Revenue: \$19,600,000
 HH Inc.: \$35,202
 Retail \$: 19.6 Bil
 Pop per Station: 110,808
 #1 Biller: KFRG-F \$7,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KFI (T)	156/ 7.0	7.4	7.6	8.2	6.8	7.6		1982/14.9	15.8	13.8		KFI
2. KFRG-F (C)	146/ 6.5	8.3	8.1	9.1	9.1	8.0		2224/16.7	17.4	20.5	H	KFRG-F
3. KGGI-F (CHR)	144/ 6.4	6.8	6.6	7.9	6.7	6.9		2505/18.8	20.1	19.8	F	KGGI-F
4. KOLA-F (O)	117/ 5.2	3.5	4.1	3.7	2.3	4.1		1681/12.6	11.8	7.2	B	KOLA-F
5. KCBS-F (O)	113/ 5.1	3.4	1.8	1.5	1.6	3.0		1376/10.3	9.9	6.1		KCBS-F
6. KOST-F (AC)	91/ 4.1	3.6	4.1	5.4	4.9	4.3		1607/12.1	11.7	15.6		KOST-F
7. KLOS-F (AOR)	89/ 4.0	4.2	4.6	3.7	4.5	4.1		1436/10.8	12.2	12.4		KLOS-F
8. KCAL-F (AOR)	85/ 3.8	4.4	4.5	3.8	3.1	4.1		1363/10.3	11.0	10.1	E	KCAL-F
KIIS-F (CHR)	85/ 3.8	4.5	4.4	3.4	4.0	4.0		1585/11.9	13.9	14.5		KIIS-F
10. KROQ-F (AOR-MR)	76/ 3.4	3.6	2.3	2.5	2.2	3.0		1140/ 8.6	8.6	7.0		KROQ-F
11. KRTH-F (O)	68/ 3.0	2.8	2.6	2.0	2.8	2.6		1388/10.4	10.0	9.8		KRTH-F
12. KHTX-F (O)	61/ 2.7	4.1	4.2	3.2	2.1	3.6		1108/ 8.3	8.6	7.1	C	KHTX-F
13. KBIG-F (AC)	53/ 2.4	1.6	2.1	2.1	2.4	2.1		936/ 7.0	6.0	7.5		KBIG-F
KNX (N)	53/ 2.4	1.6	1.4	2.1	1.6	1.9		1106/ 8.3	8.9	6.6		KNX
15. KWRP-F (EZ/SAC)	49/ 2.2	2.9	3.0	2.8	1.9	2.7		399/ 3.0	4.4	3.1	B	KWRP-F
16. KKBT-F (B)	47/ 2.1	2.2	1.6	1.9	2.6	2.0		836/ 6.3	6.2	4.0		KKBT-F
17. KTWV-F (J)	39/ 1.7	1.9	1.5	1.4	1.6	1.6		559/ 4.2	5.4	4.8		KTWV-F
18. KLVE-F (SP)	38/ 1.7	1.4	1.4	1.5	1.4	1.5		523/ 3.9	3.5	3.6		KLVE-F
KCAL (SP)	38/ 1.7	1.3	1.4	1.8	1.6	1.6		538/ 4.0	2.5	3.6		KCAL

12+ FM SHARE (METRO): 78.12% (1528 of 1956) (WIN 93: 77.30%)

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 KCBS-F<	1 KCBS-F	1 KCBS-F<	1 KFI	1 KFI	1 KFI >	1 KGGI-F<	1 KGGI-F>	1 KNX >
2 KIIS-F>	2 KCAL-F<	2 KOLA-F	2 KFRG-F	2 KFRG-F	2 KFRG-F>	2 KLOS-F	2 KCBS-F	2 KFRG-F	2 KOLA-F	2 KFI
3	3 KCBS-F<	3 KFRG-F<	3 KOLA-F<	3 KOLA-F	3 KOLA-F	3 KFRG-F	3 KFRG-F<	3 KFI <	KIIS-F	3 KFRG-F
4	4 KROQ-F	4 KGGI-F	4 KFI	KFI	4 KCBS-F	4 KGGI-F	4 KOLA-F	4 KCBS-F	4 KOST-F	4 KCAL-F<
5	5 KLOS-F	5 KCAL-F	5 KCAL-F	5 KCAL-F	5 KWRP-F	5 KIIS-F	5 KGGI-F	5 KOLA-F	5 KFI	5 KOST-F
6	6 KOLA-F	KLOS-F	6	6	KOST-F	6 KOLA-F	6	6	6	6
7	7	7	7	7	KNX	KCBS-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 KGGI-F	1 KGGI-F>	1 KFRG-F	1 KGGI-F	1 KFRG-F	1 KROQ-F	1 KCBS-F	1 KCBS-F	1 KCBS-F	1 KCBS-F>
2 KIIS-F	2 KIIS-F	2 KCAL-F	2 KFRG-F<	2 KOST-F	2 KGGI-F	KLOS-F	2 KLOS-F	2 KLOS-F<	2 KFI
KROQ-F	KOST-F	3 KOST-F	3 KOST-F	3 KOLA-F	KOLA-F	KROQ-F	KCAL-F	3 KOLA-F	KLOS-F
4 KKBT-F	4 KCAL-F	4 KCBS-F	4 KOLA-F	4 KGGI-F	4 KKBT-F	4 KCLA-F	4 KFI	4 KCAL-F<	4 KFRG-F
5	KFRG-F	5 KGGI-F	5 KCBS-F	5 KCBS-F	5 KLOS-F	5 KGGI-F	5 KROQ-F	5 KFI	5 KCAL-F
6	6 KOLA-F	KOLA-F	KIIS-F	6	6	6 KOLA-F	6 KLSX-F	6	6 KOLA-F
7	KCBS-F	7	7	7	7	7	7	7	7

RIVERSIDE-SAN BERNARDINO

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
KAEV-F 103.9	LAKE ARROWHEAD	0.8/3.4	
KDIF 1440	RIVERSIDE	1.4/3.2	
KHTX 590	SAN BERNARDINO	1.3/3.1	
KLFE 1240	SAN BERNARDINO	0.7/1.1	
KOOJ-F 92.7	RIVERSIDE	0.9/2.6	
KDES-F 104.7	PALM SPRINGS	0.3/0.7	
KNSE 1510	ONTARIO	0.4/1.2	
XTRA 690	TIJUANA	0.5/1.7	
KWXY-F 98.5	CATHEDRAL CITY	0.7/1.7	

SEE LOS ANGELES FOR MORE ABOUT THE FOLLOWING STATIONS:

KABC	0.6/ 2.7	KLSX-F	1.6/ 5.5
KFWB	0.8/ 4.6	KOJY	0.4/ 1.2
KKGO-F	1.0/ 3.0	KPWR-F	1.3/ 6.2
KLAC	0.7/ 2.1	KRLA	0.4/ 1.5
KLAX-F	1.6/ 3.0	KTNQ	0.9/ 1.5
KLIT-F	0.4/ 1.9	KXEZ-F	1.2/ 3.5
		KZLA-F	0.5/ 2.6

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 (0A-2), Standards	UNISTR, \$ 25.00 (Eastman)	Henry
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)	American Media
KHTX-F, 97.5, 72 KW @ 1571, Oldies	, \$ 51.00 (Eastman)	Henry
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 <u>W</u> @ 1502, EZ/Soft AC	USA, \$ 25.00 (K & P)	(SAN JACINTO)

Other Ranked Stations -- See Los Angeles

Miscellaneous: KRSD changes to KHTX (Feb) . . . KMEN, KGGI-F sold by American Media to Chancellor for \$32,200,000 (Star) . . .

ROCHESTER

Arbitron Rank/Pop (12+): 45/888,100
 MSA Rank/Pop: 48/1,070,000
 ADI # 69
 Average Person Ratings: 16.1
 Market TSL: 21.00 hours

Stations: 22/19
 Diaries: 1620/548:1/62.6%
 Sample Target: 1485
 % Below Line: 1.7
 % Not Listed: 16.7

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WBEE-F (C)	202/14.1	13.4	12.0	12.1	12.6	12.9		1988/22.4	22.1	22.3	E	WBEE-F
2. WCMF-F (AOR)	166/11.6	10.9	12.9	16.0	12.5	12.9		2317/26.1	25.3	27.6	G	WCMF-F
WHAM (FS)	166/11.6	12.8	13.0	13.1	15.1	12.6		2407/27.1	25.5	29.5	E	WHAM
4. WPXY-F (CHR)	120/ 8.4	9.0	8.8	8.6	8.5	8.7		2109/23.7	25.9	22.5	D	WPXY-F
5. WRMM-F (SAC)	99/ 6.9	6.6	6.6	7.5	6.6	6.9		1625/18.3	17.4	18.2	D	WRMM-F
6. WVOR-F (AC)	95/ 6.6	5.9	6.6	6.2	7.2	6.3		1556/17.5	17.5	17.3	D	WVOR-F
7. WDKX-F (B)	69/ 4.8	5.6	5.6	5.9	5.2	5.5		820/ 9.2	10.2	10.2	B	WDKX-F
8. WKLX-F (O)	66/ 4.6	4.2	6.0	5.2	5.7	5.0		1227/13.8	15.0	15.0	C	WKLX-F
9. WBBF (ST)	45/ 3.1	4.7	4.4	3.1	3.5	3.8		632/ 7.1	8.1	7.3	A	WBBF
10. WMAX-F (AOR-P)	40/ 2.8	2.7	2.3	2.1	2.7	2.5		804/ 9.1	7.6	7.2	B	WMAX-F
11. WRQI-F (CL AOR)	27/ 1.9	3.3	2.3	2.8	2.6	2.6		794/ 8.9	9.2	11.0	B	WRQI-F
12. WJZR-F (J)	20/ 1.4	1.4	0.8	0.6	0.4	1.1		298/ 3.4	3.7	0.8	A	WJZR-F
13. WHTK (T)	13/ 0.9	---	0.5	0.1	---	0.4		377/ 4.2	---	0.6		WHTK
WEZO-F (EZ/SAC)	13/ 0.9	0.5	---	---	---	---		211/ 2.4	1.7	---		WEZO-F

12+ FM SHARE (METRO): 78.89% (942 of 1194) (WIN 93: 75.04%)

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	2 WBEE-F<	2 WBEE-F>	2 WBEE-F>	2 WCMF-F>	2 WBEE-F>	2 WHAM <	2 WCMF-F	2 WHAM	2 WBEE-F	2 WBEE-F
3	3 WPXY-F	3 WPXY-F	3 WRMM-F<	3 WVOR-F<	3 WRMM-F<	3 WBEE-F>	3 WHAM >	3 WCMF-F	3 WHAM	3 WPXY-F
4	4	4 WRMM-F<	4 WVOR-F	4 WRMM-F<	4 WVOR-F	4 WVOR-F	4 WRMM-F<	4 WPXY-F	4 WRMM-F	4 WRMM-F<
5	5	5 WVOR-F	5 WHAM <	5 WHAM	5 WCMF-F<	5 WPXY-F	5 WVOR-F<	5 WRMM-F<	5	5 WKLX-F
6	6	6 WDKX-F<	6 WPXY-F	6 WKLX-F	6 WKLX-F	6 WRMM-F	6 WPXY-F	6 WVOR-F	6	6 WCMF-F
7	7	7 WKLX-F	WKLX-F	7	7	7	7	7	7	7
8	8	8 WHAM	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 WBEE-F	1 WBEE-F	1 WBEE-F	1 WBEE-F	1 WCMF-F	1 WCMF-F>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F	2 WPXY-F	2 WCMF-F	2 WVOR-F<	2 WVOR-F<	2 WPXY-F	2 WBEE-F<	2 WBEE-F	2 WBEE-F>	2 WBEE-F>
3 WBEE-F	3 WCMF-F>	3 WPXY-F	3 WRMM-F	3 WRMM-F>	3 WRMM-F	3 WPXY-F>	3 WHAM	3 WPXY-F<	3 WHAM >
4 WDKX-F	4 WDKX-F	4 WRMM-F	WPXY-F<	4 WCMF-F	4 WRQI-F	4 WRQI-F	WPXY-F	4 WHAM	4 WKLX-F
5	WVOR-F<	5 WVOR-F	5 WCMF-F	5 WHAM	WBEE-F	5 WHAM	5 WRQI-F	5 WKLX-F	WRMM-F
6	6 WRMM-F	6 WDKX-F	6 WDKX-F	WKLX-F	6	6	6	6 WMAX-F	6 WMAX-F
7	7	7	7	WPXY-F	7	7	7	WRMM-F	7

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

WBTA 1490	BATAVIA	0.8/1.8
WCMF 990	ROCHESTER	0.1/1.0
WWWG 1460	ROCHESTER	0.3/1.3
WYSL 1030	AVON	0.6/1.2
WNUC-F 107.7	WEATHERSFIELD	0.5/2.4
WYLF-F 850	PENN YAN	0.8/1.4
WYRK-F 106.5	BUFFALO	0.5/1.1

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
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.
WDX-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-AM sold by Pyramid to Lincoln for \$500,000 (D) . . . WPXY-AM changes to WHTK and format from CHR to Talk (Nov) . . .

***** 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	

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,340,100
 MSA Rank/Pop: 33/1,640,000
 ADI # 19
 Average Person Ratings: 15.9
 Market TSL: 21.50 hours

Stations: 32/25
 Diaries: 1857/722:1/51.6%
 Sample Target: 1705
 % Below Line: 4.8
 % Not Listed: 14.3

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KFBK (N/T)	283/13.3	12.6	11.8	12.9	13.5	12.7		3327/24.8	24.4	26.1	I	KFBK
2. KSFM-F (CHR)	154/ 7.2	7.7	9.4	9.6	6.5	8.5		2018/15.1	16.3	16.7	G	KSFM-F
3. KGBY-F (AC)	141/ 6.6	4.4	5.7	5.2	6.2	5.5		2110/15.7	14.6	14.8	G	KGBY-F
4. KNCI-F (C)	127/ 6.0	7.6	6.3	6.0	5.7	6.5		1971/14.7	18.0	15.3	D	KNCI-F
5. KSEG-F (CL/AOR)	113/ 5.3	4.6	5.6	6.0	5.2	5.4		1841/13.7	12.8	15.5	G	KSEG-F
6. KVMX-F (AC)	106/ 5.0	4.7	4.2	5.6	5.7	4.9		1772/13.2	12.8	13.6	E	KVMX-F
7. KHYL-F (O)	104/ 4.9	5.4	4.5	3.3	3.3	4.5		2158/16.1	16.7	14.0	E	KHYL-F
8. KRAK-F (C)	99/ 4.6	4.3	3.8	4.2	4.1	4.2		1486/11.1	12.9	13.6	H	KRAK-F
9. KWOD-F (AOR/NR)	95/ 4.5	3.3	3.6	2.5	2.3	3.5		1433/10.7	9.1	7.8	C	KWOD-F
10. KRXQ-F (AOR)	86/ 4.0	4.4	5.3	5.2	5.9	4.7		1369/10.2	11.8	14.3	F	KRXQ-F
11. KCTC (EZ/ST)	76/ 3.6	2.8	2.6	2.1	2.5	2.8		982/ 7.3	6.4	6.6	B	KCTC
12. KXOA-F (O/AC)	67/ 3.1	3.9	4.0	3.2	4.4	3.6		1397/10.4	13.2	12.9	G	KXOA-F
13. KSTE (T)	44/ 2.1	2.2	1.6	1.0	0.3	1.7		801/ 6.0	6.7	2.3	B	KSTE
14. KQPT-F (AOR/P)	38/ 1.8	2.6	2.9	2.7	4.1	2.5		822/ 6.1	5.4	8.3	C	KQPT-F
15. KZSA-F (SP)	36/ 1.7	1.5	0.3	0.8	0.7	1.1		354/ 2.6	1.3	1.7		KZSA-F
KGO (T)	36/ 1.7	1.6	1.3	1.5	1.5	1.5		519/ 3.9	6.0	3.7		KGO
17. KHTK (T)	32/ 1.5	1.8	2.3	2.6	2.5	2.1		467/ 3.5	4.7	5.8		KHTK
KSSJ-F (--)	32/ 1.5	0.5	0.4	0.7	0.7	0.8		518/ 3.9	1.9	2.8		KSSJ-F
19.												
20.												

12+ FM SHARE (METRO): 68:45% (1252 of 1829) (WIN 93: 67.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F >>	1 KSFM-F	1 KFBK <	1 KFBK	1 KFBK >	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KFBK <	1 KSFM-F >	1 KFBK >>
2 KWOD-F	2 KWOD-F <	2 KGBY-F	2 KGBY-F	2 KGBY-F	2 KNCI-F	2 KGBY-F >	2 KGBY-F	2 KSFM-F	2 KFBK	2 KSTE
3	3 KGBY-F <	3 KSEG-F <	3 KSEG-F	3 KSEG-F	KCTC <	3 KNCI-F	3 KNCI-F	3 KGBY-F	3 KWOD-F	3 KCTC
4	4 KRXQ-F <	4 KSFM-F	4 KHYL-F <	4 KHYL-F <	4 KYMC-F <	4 KSEG-F <	4 KVMX-F	4 KNCI-F <	4 KGBY-F	KGBY-F <
5	5 KSEG-F	5 KHYL-F	5 KNCI-F	5 KNCI-F	5 KHYL-F	5 KSFM-F	5 KHYL-F <	5 KSEG-F	5 KNCI-F	5 KGO <
6	6 KNCI-F	KNCI-F	6 KSFM-F <	6 KVMX-F	6 KGBY-F	6 KRAK-F <	6 KRAK-F	6 KWOD-F <	6 KSEG-F	6 KSEG-F
7	7 KXOA-F	7 KWOD-F <	7 KXOA-F	7 KRAK-F	7 KRAK-F	7 KHYL-F	7 KSEG-F <	7 KHYL-F	7 KSTE	KNCI-F
8	8	8 KRXQ-F	8	8	8	8	8 KSFM-F	8	KVMX-F	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 KSFM-F	1 KSFM-F	1 KGBY-F	1 KGBY-F >	1 KGBY-F <	1 KRXQ-F	1 KRXQ-F	1 KSEG-F	1 KFBK	1 KFBK >
2 KGBY-F	2 KGBY-F >	2 KSFM-F	2 KSFM-F >	2 KFBK	2 KSFM-F	2 KSEG-F	2 KRXQ-F	2 KSEG-F	2 KSEG-F >
3 KWOD-F	3 KWOD-F	3 KWOD-F	3 KFBK <	3 KVMX-F	3 KWOD-F	3 KWOD-F	3 KWOD-F	3 KRXQ-F	3 KHYL-F
4 KXOA-F	4 KNCI-F	KRAK-F	4 KXOA-F <	4 KHYL-F <	4 KSEG-F	4 KSFM-F	4 KFBK	4 KHYL-F <	4 KNCI-F
5	5 KXOA-F	5	5 KVMX-F	5 KNCI-F <	5 KGBY-F	5 KFBK	5 KSFM-F	5 KWOD-F <	5 KGBY-F
6	6 KVMX-F	6	KNCI-F	6 KXOA-F	6	6 KGBY-F	6 KGBY-F	6 KGBY-F	KRXQ-F
7	KSEG-F	7	7 KHYL-F	7 KRAK-F <	7	7	7	KNCI-F	7 KRAK-F <
8	8	8	8	8 KSFM-F	8	8	8	8 KSFM-F	8 KWOD-F
9	9	9	9	9	9	9	9	9	9

SACRAMENTO

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

KFIA	710	CARMICHAEL	0.6/2.3
KRCX	1110	ROSEVILLE	0.7/1.8
KRLT-F	93.9	S. LAKE TAHOE	0.5/1.0
KSAC	93.9	SACRAMENTO	0.7/3.3
KSMJ	1380	SACRAMENTO	0.7/2.6
KXOA	1470	SACRAMENTO	0.6/2.8
KATM-F	103.3	MODESTO	0.4/1.0
KCBS	740	SAN FRANCISCO	0.5/2.7
KHOP-F	104.1	MODESTO	0.4/1.6
KITS-F	105.3	SAN FRANCISCO	0.4/1.5
KMEL-F	106.1	SAN FRANCISCO	0.3/2.0
KNBR	680	SAN FRANCISCO	1.1/3.5

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/50 W (DA-2)	Hispanic	CNN, CBS, \$ 37.00	(Caballero)	Fuller-Jeffrey
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)	American Media (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)	Great American (ROSEVILLE)
KSEG	96.9	50 KW @ 500	Classic AOR	\$124.00	(Christal)	Great American
KSFM	102.5	50 KW @ 500	CHR	ABC, \$118.00	(MMR)	Secret
KWOD	106.5	50 KW @ 500	New Rock	CBS, ABC, \$ 47.00	(D&R)	
KXOA	107.9	50 KW @ 403	Oldies (70's)/AC	\$110.00	(CBS)	Brown
KYMX	96.1	50 KW @ 476	AC	\$ 81.00	(Christal)	Tribune Co.
KZSA	92.1	1.4 KW @ 472	Hispanic	\$ 24.00	(---)	(PLACERVILLE)

Miscellaneous: KRAK-AM changes to KHTK and format from Country to Talk (Feb) . . . KFIA-F changes to KSSJ-F (Oct) . . .
 KRAK-F (105.1) changes to KNCI-F and the former KNCI-F (98.5) changes to KRAK-F (March) . . . KAHI-AM (Auburn)
 sold by American Media for \$250,000 . . . KHYL-F sold by American Media to Chancellor for \$13,600,000 (D)
 (Star) . . . KMYC, KRFD-F (Marysville) sold by Art Hogan to Embarcadero for \$1,500,000 (MVP) . . . KRCX (Roseville)
 sold by Fuller-Jeffrey to Embarcadero for \$3,000,000 (D) (MVP) . . . KXOA-F changes to 70's Oldies (Apr) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 118/326,700
 MSA Rank/Pop: 121/400,000
 ADI # 57 (w/Flint)
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 20/15
 Diaries: 978/334:1/57.9%
 Sample Target: 945
 % Below Line: 6.9
 % Not Listed: 12.2

1993 Revenue: \$12,000,000
 HH Inc.: \$31,495
 Retail \$: 3.4 Bil
 Pop per Station: 21,780
 #1 Biller: WKQC-F \$2,500,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WSGW (T)	63/11.5	12.4	13.1	11.9	10.8	12.2		724/22.2	22.6	20.9	C	WSGW
2. WKQC-F (C)	62/11.3	12.5	12.2	11.7	15.2	11.9		849/26.0	26.7	24.9	D	WKQC-F
3. WHNN-F (O)	57/10.4	9.6	9.5	8.3	10.5	9.5		763/23.4	22.6	24.7	D	WHNN-F
4. WIOG-F (CHR/AC)	43/ 7.9	7.4	8.2	9.6	6.1	8.3		754/23.1	21.5	22.5	C	WIOG-F
5. WGER-F (SAC)	34/ 6.2	6.1	7.7	4.5	6.1	6.1		520/15.9	15.1	15.1	B	WGER-F
6. WTLZ-F (B)	28/ 5.1	5.4	5.4	7.1	3.8	5.8		284/ 8.7	9.3	9.4	B	WTLZ-F
7. WKQZ-F (AOR)	27/ 4.9	6.1	7.7	6.9	7.0	6.4		484/14.8	15.1	18.1	C	WKQZ-F
8. WIXC-F (C)	26/ 4.8	5.0	2.9	4.3	4.9	4.3		364/11.1	14.4	11.3	A	WIXC-F
9. WTCF-F (CHR)	24/ 4.4	4.1	5.2	6.5	4.2	5.1		501/15.3	14.5	14.0	A	WTCF-F
10. WCEN-F (C)	22/ 4.0	3.3	1.6	3.8	3.2	3.2		262/ 8.0	9.9	6.3		WCEN-F
11. WKNX (ST)	19/ 3.5	3.7	2.0	2.8	4.3	3.0		172/ 5.3	4.8	6.0	A	WKNX
12. WJR (FS)	16/ 2.9	1.7	1.1	1.4	2.0	1.8		253/ 7.7	7.0	6.9		WJR
13. WSAM (ST)	14/ 2.6	3.1	2.0	2.1	2.2	2.5		245/ 7.5	7.9	7.5	A	WSAM
WFDF (ST)	14/ 2.6	1.1	1.4	1.5	0.9	1.7		179/ 5.5	4.5	4.7		WFDF
15. WUVE-FF (AOR)	13/ 2.4	2.4	2.3	3.1	4.0	2.6		249/ 7.6	7.1	7.1	A	WUVE-FF
16. WMAX (T)	10/ 1.8	2.2	0.7	0.5	---	1.3		173/ 5.3	6.1	---	A	WMAX
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 71.66% (344 of 480) (WIN 93: 76.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTCF-F>>	1 WKQC-F	1 WHNN-F<	1 WHNN-F	1 WHNN-F	1 WSGW	1 WSGW >	1 WKQC-F	1 WKQC-F<	1 WHNN-F<	1 WKQC-F
2 WTLZ-F	2 WKQZ-F<	2 WKQC-F>	2 WKQC-F	2 WKQC-F	2 WGER-F	2 WKQC-F	2 WHNN-F<	2 WSGW <	2 WTLZ-F	2 WSGW >
3 WIOG-F	3 WIOG-F	3 WIOG-F	3 WIOG-F	3 WIOG-F	3 WKQC-F>	3 WHNN-F<	3 WSGW	3 WHNN-F>	3 WTCF-F	3 WIOG-F
4	4 WTLZ-F	4 WGER-F	4 WGER-F	4 WGER-F	4 WIOG-F	4 WIOG-F>	4 WIOG-F	4 WGER-F	4 WKQC-F	4 WTLZ-F
5	5 WGER-F	5 WKQZ-F	5 WIXC-F	5 WSGW	5 WKNX	5 WKQZ-F	5 WGER-F	5 WIOG-F	5 WIOG-F	5 WHNN-F
6	6	6 WIXC-F	WKQZ-F	6	WGER-F	6	6	6	6 WKQZ-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 WGER-F	1 WTLZ-F<	1 WIOG-F	1 WHNN-F<	1 WIOG-F<	1 WUVE-FF	1 WKQC-F<	1 WKQC-F	1 WHNN-F	1 WHNN-F
WTLZ-F	2 WIOG-F<	2 WTLZ-F	2 WIOG-F<	2 WHNN-F	2 WKQC-F	2 WKQZ-F>	2 WKQZ-F	WKQC-F>	2 WKQC-F>
3 WKQC-F	3 WGER-F	3 WHNN-F	3 WKQC-F	3 WKQC-F	WKQZ-F	3 WUVE-FF	3 WCEN-F	3 WKQZ-F>	3 WSGW <
4 WCEN-F	4 WHNN-F	4 WGER-F	4 WGER-F	4 WGER-F	4 WMAX	4 WIOG-F	WGER-F	4 WSGW	4 WKQZ-F
WTCF-F	WKQC-F	5 WKQC-F	5 WTLZ-F	5 WTLZ-F	WIOG-F	5 WUVE-F	WIOG-F	5 WIXC-F	5 WIXC-F
6	6	6	6	6	6	WMAX	WIXC-F	6 WIOG-F	6 WGER-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS

	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WDZZ-F	92.7	FLINT	0.4/1.9
WOWE-F	98.9	VASSAR	0.7/2.2
WUPS-F	98.5	HOUGHTON LAKE	0.4/2.5

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
WBTZ-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,	CHR/AC	Source, ABC, \$ 44.00 (Katz)	Fritz
WIXC-F, 97.3,	3 KW @ 328,	Country	, \$ 21.00 (D & R)	(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: WSGW, WIOG-F sold by Booth to Fritz for \$5,000,000 (E) . . .

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,080,300
 MSA Rank/Pop: 16/2,555,000
 ADI # 18
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 31/31
 Diaries: 2862/727:1/60.3%
 Sample Target: 2550
 % Below Line: 0.0%
 % Not Listed: 7.6%

1993 Revenue: \$72,800,000
 HH Inc.: \$36,465
 Retail \$: 22.0 Bil
 Pop per Station: 67,106
 #1 Biller: KMOX \$18,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KMOX (T/FS)	579/16.5	13.0	17.2	16.4	17.3	15.8		6830/32.8	30.9	34.9	J	KMOX
2. WIL -F (C)	306/ 8.7	11.0	8.7	8.4	10.3	9.2		4038/19.4	19.8	20.0	H	WIL -F
3. KMJM-F (B)	258/ 7.4	6.9	7.2	7.1	6.0	7.2		2394/11.5	12.5	11.0	G	KMJM-F
4. KEZK-F (SAC)	246/ 7.0	6.8	8.1	6.4	5.7	7.1		3878/18.6	16.9	16.9	G	KEZK-F
5. KSHE-F (AOR)	227/ 6.5	7.8	7.0	7.9	8.6	7.3		3253/15.6	17.9	17.1	H	KSHE-F
6. KYKY-F (AC)	224/ 6.4	5.1	4.6	5.9	5.3	5.5		3614/17.4	15.0	15.1	H	KYKY-F
7. WKBQ-F (CHR)	154/ 4.4	4.5	4.1	4.9	5.4	4.5		3020/14.5	15.9	16.5	D	WKBQ-F
8. KSD -F (CL AOR)	152/ 4.3	4.7	4.5	4.4	5.4	4.5		3095/14.9	14.8	15.6	G	KSD -F
9. WKXX-F (C)	116/ 3.3	3.0	2.2	2.4	3.3	2.7		2126/10.2	7.5	9.0	D	WKXX-F
10. KLOU-F (O)	103/ 2.9	3.5	3.5	4.4	3.5	3.6		2184/10.5	11.1	13.6	E	KLOU-F
11. KFUF-F (CL)	97/ 2.8	2.4	3.2	2.7	1.9	2.8		1700/ 8.2	7.6	6.3	C	KFUF-F
12. WRTH (ST)	86/ 2.5	2.7	2.8	3.2	2.3	2.8		1079/ 5.2	6.2	5.7	C	WRTH
13. KXOK-AF (B)	83/ 2.3	2.8	2.9	2.6	1.3	2.7		1348/ 6.5	6.3	6.4	B	KXOK-AF
14. KPNT-F (AOR-MR)	75/ 2.1	2.3	3.1	3.0	2.0	2.6		1467/ 7.1	8.7	6.1	C	KPNT-F
15. WEW (ST)	67/ 1.9	1.4	1.2	0.9	1.5	1.4		602/ 2.9	3.0	3.0		WEW
16. WFXB-F (AOR-P)	62/ 1.8	1.4	1.2	1.0	1.2	1.4		1153/ 5.5	5.0	4.2		WFXB-F
17. WIBV (T)	58/ 1.7	1.7	2.2	2.0	1.5	1.9		1099/ 5.3	5.6	5.4		WIBV
18. KATZ (B)	48/ 1.4	2.2	1.2	1.8	1.6	1.7		700/ 3.4	4.0	3.6	B	KATZ
19. KRJY-F (O)	39/ 1.1	2.3	1.3	1.4	1.7	1.5		973/ 4.7	7.6	5.4	C	KRJY-F
20. WCBW-F (REL)	35/ 1.0	1.2	1.0	1.1	1.3	1.1		708/ 3.4	3.4	3.5		WCBW-F

12+ FM SHARE (METRO): 67.76% (2191 of 3233) (WIN 93: 68.04%)

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 WIL -F<	1 WIL -F<	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX	1 KMOX >>
2 WKBQ-F>>	2 KMJM-F	2 KYKY-F	2 KYKY-F<	2 KMOX	2 WIL -F>	2 WIL -F	2 WIL -F	2 WIL -F	2 KMJM-F>>	2 WIL -F
3 KSHE-F	3 KYKY-F>	3 KMJM-F	3 KMOX <	3 KEZK-F	3 KEZK-F>	3 KYKY-F	3 KEZK-F	3 KSHE-F<	3 KSHE-F<	3 KMJM-F
4	4 KEZK-F<	4 KEZK-F<	4 KEZK-F	4 KYKY-F	4 KYKY-F	4 KMJM-F	4 KYKY-F	4 KMJM-F	4 KEZK-F	4 KSHE-F
5	5 KSD -F<	5 WIL -F	5 KSHE-F	5 KSHE-F	5 KFUF-F<	5 KEZK-F	5 KSHE-F	5 KEZK-F	5 WIL -F	5 KEZK-F
6	6 WIL -F	6 KMOX	6 KSD -F	6 KSD -F	6 KLOU-F	6 KSHE-F	6 KMJM-F	6 KYKY-F>	6 WKBQ-F	6 KSD -F
7	7 WKBQ-F	7 KSD -F>	7 KMJM-F	7 KMJM-F	7	7 KSD -F	7 WIBV	7 KSD -F	7	7 KYKY-F
8	8	8 WKBQ-F	8	8	8	8	8	8	8	8 KFUF-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 KMJM-F	1 KMJM-F<	1 KYKY-F	1 KYKY-F	1 KEZK-F<	1 KSHE-F	1 KSHE-F>	1 KSHE-F	1 KSHE-F>	1 KMOX <
2 KYKY-F	2 KYKY-F>	2 KMJM-F	2 KEZK-F	2 KYKY-F<	2 KMJM-F	2 KMJM-F	2 KSD -F	2 KSD -F	2 KSHE-F<
3 WKBQ-AF	3 KEZK-F	3 KEZK-F	3 KMJM-F	3 WIL -F	3 WKBQ-AF	3 KSD -F>	3 KMJM-F	3 KMOX <	3 WIL -F<
4 KSHE-F	4 KSHE-F<	4 WIL -F	4 WIL -F	4 KMOX	4 KYKY-F	4 KYKY-F	WIL -F	4 WIL -F	4 KSD -F>
5 KEZK-F	5 WIL -F	5 KSHE-F	5 KMOX	5 KMJM-F>	5 WKXX-F	5 WKBQ-F<	5 KYKY-F	5 KMJM-F	5 KEZK-F
6 KPNT-F	6 WKBQ-F	6 KSD -F	6 KSHE-F	6 KLOU-F	6 KSD -F	6 WIL -F	6 KMOX	6 KYKY-F	6 KYKY-F
7 WIL -F	7 KSD -F	7 WKXX-F	7 WKBQ-F	7 WKXX-F	7	7 WKXX-F	7	7 KEZK-F	7 KMJM-F

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

KATZ-F	100.3	ALTON, IL	0.9/3.3
KFNS	590	WOOD RIVER, IL	0.5/1.9
KIRL	1460	ST. CHARLES	0.7/1.8
KLPW	1220	UNION	0.3/0.6
KSD	550	ST. LOUIS	0.7/4.4
KSIV	1320	CLAYTON	0.7/1.9
KWRE	730	WARRENTON	0.5/0.7
KXEN	1010	FESTUS	0.4/0.8
WESL	1490	EAST ST. LOUIS	0.7/1.9
WGNU	920	GRANITE CITY, IL	0.9/1.9

ST. LOUIS

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			
KSIV, 1320,	5 KW/360 W	, Religion	,	\$ 20.00 (---)	Bott
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)
KRJY, 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
WKBQ, 104.1,	39 KW @ 551,	CHR	,	\$ 73.00 (MMR)	Zimmer (JERSEYVILLE, IL)
WKKX, 106.5,	90 KW @ 1027,	Country	,	\$ 69.00 (Banner)	Zimmer

Miscellaneous: KSTL sold to Crawford for \$525,000 (D) (Force) . . . KATZ-F changes to KNJZ-F and format from Black to Jazz (May) . . . KRJY-F changed to 70's Oldies (Mar) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 79/496,900 Stations: 34/20 1993 Revenue: \$12,400,000
 MSA Rank/Pop: 127/612,000 (Monterey) Diaries: 1239/401:1/52.7% HH Inc.: \$38,300
 178/612,000 (Santa Cruz) Sample Target: 1115 Retail \$: 4.8 Bil
 ADI # 113 % Below Line: 27.2 Pop per Station: 24,845
 Average Person Ratings: 15.7 % Not Listed: 18.2 #1 Biller: KTOM-AF \$2,150,000
 Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KGO (T)	62/ 7.9	7.3	6.5	6.6	5.7	7.1		807/16.2	14.1	16.4		KGO
2. K WAV-F (AC)	57/ 7.3	5.7	4.2	6.4	6.2	5.9		673/13.5	13.9	14.4	B	K WAV-F
3. KTOM-AF (C)	48/ 6.1	6.8	7.3	7.6	10.2	7.0		671/13.5	14.8	21.3	C	KTOM-AF
4. K DON-F (CHR)	40/ 5.1	7.1	4.4	6.4	8.2	5.8		824/16.6	18.6	21.5	B	K DON-F
5. K BAY-F (SAC)	39/ 5.0	5.1	4.3	3.7	1.8	4.5		357/ 7.2	10.0	6.5		K BAY-F
6. K KLF-F (SP)	37/ 4.7	3.5	3.2	2.0	---	3.4		447/ 9.0	7.0	----	A	K KLF-F
7. K MXZ-F (CHR)	35/ 4.5	2.8	4.8	3.6	2.4	3.9		554/11.1	9.3	7.0	B	K MXZ-F
8. K BOQ-F (CL)	33/ 4.2	---	---	---	---	---		477/ 9.6	---	----		K BOQ-F
9. K RQC-F (AOR)	25/ 3.2	2.8	2.7	4.4	3.5	3.3		443/ 8.9	6.7	10.2	A	K RQC-F
K UFX-F (CL AOR)	25/ 3.2	4.2	3.3	4.1	3.8	3.7		581/11.7	9.4	12.3		K UFX-F
11. K SRI-FF (AC)	24/ 3.0	2.8	2.8	0.8	0.9	2.4		512/10.3	8.7	5.9		K SRI-FF
12. K OCN-F (AC)	23/ 2.9	3.5	2.2	3.3	2.3	3.0		327/ 6.6	8.7	7.3	A	K OCN-F
K RAY-F (SP)	23/ 2.9	2.7	3.3	2.2	3.0	2.8		347/ 7.0	6.8	6.4	C	K RAY-F
14. K TGE (SP)	22/ 2.8	3.9	3.8	3.6	2.9	3.5		314/ 6.3	5.7	6.4	C	K TGE
15. K NBR (FS)	18/ 2.3	2.1	3.7	3.1	1.9	2.8		370/ 7.4	6.9	5.8		K NBR
K CBS (N/T)	18/ 2.3	2.9	2.0	2.0	3.2	2.3		478/ 9.6	10.9	8.8		K CBS
K PIG-F (AOR-P)	18/ 2.3	2.4	3.6	2.1	2.3	2.6		270/ 5.4	5.9	5.5	B	K PIG-F
18. K LFA-F (SP)	13/ 1.7	2.4	2.4	1.3	2.2	2.0		205/ 4.1	4.6	3.5		K LFA-F
19. K CTY (SP)	12/ 1.5	0.6	2.1	1.4	2.2	1.4		199/ 4.0	2.5	5.9		K CTY
20. K XDC-F (J)	11/ 1.4	2.7	3.0	3.6	2.0	2.7		234/ 4.7	5.8	5.1	A	K XDC-F
21. K MBY-F (AOR)	10/ 1.3	1.4	2.9	3.8	4.2	2.4		356/ 7.2	6.0	10.6		K MBY-F
22.												
23.												
24.												
25.												

12+ FM SHARE (METRO): 74.38% (476 of 640) (WIN 93: 67.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 K DON-F	1 K WAV-F>	1 K WAV-F>	1 K WAV-F>	1 K WAV-F>	1 KGO >	1 KGO >	1 K WAV-F	1 KTOM-AF	1 KGO	1 KGO >>
2 K MXZ-F>>	2 K KLF-F<	2 KTOM-AF	2 KTOM-AF	2 KGO	2 K BAY-F<	2 K WAV-F<	2 KTOM-AF<	2 KGO <	2 K MXZ-F	2
3	3 K MXZ-F	K KLF-F	KGO	3 KTOM-AF>	3 KTOM-AF	3 KTOM-AF>	3 KGO	3 K WAV-F	3 K DON-F	3
4	4 K DON-F	4 KGO	4 K OCN-F	4 K KLF-F	4 K BOQ-F<	4 K DON-F	4 K BAY-F	4 K MXZ-F<	4 K RAY-F<	4
5	5 K BOQ-F	5 K UFX-F	5 K KLF-F	K OCN-F	5 K WAV-F	5 K BAY-F	5 K KLF-F	5 K DON-F	5 K WAV-F	5
6	6 KTGE	6	6 K UFX-F	6 K UFX-F	6	6 KTGE	6	6 K KLF-F	6	6
7	KTOM-AF	7	7 K PIG-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 K DON-F	1 K WAV-F	1 K WAV-F	1 K WAV-F>	1 K WAV-F>	1 K MXZ-F	1 K WAV-F>	1 K WAV-F	1 K WAV-F>	1 K WAV-F
2 K KLF-F	2 K KLF-F	2 K OCN-F	2 K OCN-F<	2 K OCN-F	2 K DON-F	2 K MXZ-F	2 K BOQ-F	2 KGO	2 KGO
KTOM-AF	KTOM-AF	KTOM-AF	3 KTOM-AF	3 K BAY-F	3 K KLF-F	3 K BOQ-F	KTGE	K UFX-F	3 KTOM-AF
4 K MXZ-F	4 K DON-F	K KLF-F	4 K KLF-F	4 KTOM-AF	4 K SRI-FF	4 K DON-F	4 K PIG-F	4 K BOQ-F	4 K UFX-F
K WAV-F	5 K RAY-F	5	5 K BAY-F	5 KGO	5 K BOQ-F	5 K KLF-F	5 K LFA-F	5 K KLF-F	5 K PIG-F
K RAY-F	K MXZ-F	6	6	6 K KLF-F	K WAV-F	KTGE	K MXZ-F	6	6 K BOQ-F
7	7	7	7	7	7	7	K BOQ-F	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS

	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KKMC 880	GONZALIS	0.4/2.1		
KLUE-F 106.3	SOLEDAD	0.5/1.4		
KSCO 1080	SANTA CRUZ	1.0/4.1		
KSUR-F 99.5	GREENFIELD	0.6/2.2		

SEE SAN FRANCISCO OR SAN JOSE FOR MORE ABOUT THE FOLLOWING:

KAZA 0.5/1.2	KKHI-F 1.3/1.4
KFRC-AF 0.6/1.3	KLOK 1.3/2.9
KITS-F 0.4/1.5	KSJO-F 0.8/3.7

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	CBS,	\$14.00	(Lotus)	
KIEZ	,	540,	10 KW/500 W	Standards	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	(---)
KMBY-F,		107.1,	1.9 KW @ 604	,	AOR	,	\$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)
KRQC-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: KVOQ-F picks up KBOQ-F calls and uses classical format (Feb) . . . KMBY A/F was silent as of May . . .

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,099,000
 MSA Rank/Pop: 45/1,160,000
 ADI # 41
 Average Person Ratings: 15.2
 Market TSL: 20.25 hours

Stations: 28/28
 Diaries: 1853/593:1/61.9%
 Sample Target: 1590
 % Below Line: 0.0%
 % Not Listed: 8.9%

1993 Revenue: \$33,300,000
 HH Inc.: \$34,583
 Retail \$: 8.7 Bil
 Pop per Station: 39,250
 #1 Biller: KKAT-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KSFI-F (SAC/EZ)	176/10.5	11.2	10.2	9.8	12.7	10.4		2767/25.2	26.6	26.7	E	KSFI-F
2. KSOP-AF (C)	155/ 9.3	10.5	9.6	8.3	7.3	9.4		2208/20.1	21.8	17.9	D	KSOP-AF
3. KKAT-F (C)	142/ 8.5	9.5	9.6	11.9	9.0	9.9		2330/21.2	21.6	21.0	G	KKAT-F
4. KSL (FS)	103/ 6.2	6.7	5.3	5.5	7.0	5.9		1999/18.2	23.2	20.0	F	KSL
5. KBER-F (AOR)	102/ 6.1	5.1	4.6	6.6	4.9	5.6		1555/14.1	13.4	15.2	C	KBER-F
6. KISN-F (CHR/AC)	76/ 4.5	4.2	4.9	5.7	5.1	4.8		1631/14.8	14.0	16.2	D	KISN-F
KZHT-F (CHR)	76/ 4.5	3.3	2.9	2.6	2.2	3.3		1473/13.4	12.1	8.8		KZHT-F
8. KVRI-F (AC)	69/ 4.1	2.9	3.1	2.6	3.3	3.2		1225/11.1	9.9	10.6	C	KVRI-F
9. KLZX-AF (CL AOR)	67/ 4.0	4.8	6.1	5.8	5.5	5.2		1287/11.7	14.2	13.6	E	KLZX-AF
10. KUTQ-F (CHR)	62/ 3.7	4.8	4.9	4.9	5.2	4.6		1751/15.9	16.3	16.4	C	KUTQ-F
KXRK-F (AOR-NR)	62/ 3.7	3.3	3.2	4.2	3.8	3.6		1038/ 9.4	9.1	7.8		KXRK-F
12. KDYL (ST)	61/ 3.6	4.4	2.0	2.8	2.9	3.2		690/ 6.3	8.2	5.0		KDYL
13. KALL (FS/T)	52/ 3.1	3.6	2.9	3.0	3.1	3.2		863/ 7.9	8.9	9.7	C	KALL
14. KRSP-F (O)	46/ 2.8	2.1	3.6	2.0	2.1	2.6		1026/ 9.3	9.8	9.3		KRSP-F
15. KODJ-F (O)	45/ 2.7	3.2	2.6	3.5	2.6	3.0		1159/10.5	10.3	8.7	C	KODJ-F
16. KBZN-F (J)	43/ 2.6	2.9	1.5	1.5	2.9	2.1		685/ 6.2	8.0	5.6		KBZN-F
17. KMXB-F (AC)	31/ 1.9	1.5	2.1	2.3	1.8	2.0		701/ 6.4	4.9	5.9		KMXB-F
18. KISN (T/SPRTS)	30/ 1.8	1.4	0.5	1.0	1.3	1.2		779/ 7.1	5.5	7.6		KISN
19. KFAM (EZ)	27/ 1.6	1.8	1.1	1.0	1.2	1.4		324/ 2.9	3.7	2.8		KFAM
20. KUMT-F (AOR-P)	26/ 1.6	1.6	2.1	1.0	1.8	1.6		423/ 3.8	4.8	4.4		KUMT-F

12+ FM SHARE (METRO): 78.92% (1202 of 1523) (WIN 93: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZHT-F	1 KSOP-AF	1 KSOP-AF<	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KSFI-F<	1 KSFI-F	1 KSFI-F	1 KSFI-F>	1 KKAT-F
2 KUTQ-F>	2 KBER-F<	2 KSFI-F	2 KSOP-AF	2 KSOP-AF<	2 KSL	2 KSOP-AF<	2 KSOP-AF	2 KSOP-AF	2 KZHT-F	2 KSL
3 KBER-F	3 KKAT-F>	3 KKAT-F>	3 KKAT-F>	3 KKAT-F>	3 KSOP-AF<	3 KSL	3 KKAT-F>	3 KKAT-F	3 KUTQ-F<	3 KSOP-F
4	4 KSFI-F<	4 KBER-F	4 KISN-F	4 KISN-F<	4 KDYL <	4 KKAT-F>	4 KBER-F	4 KBER-F	4 KBER-F<	4 KTKK
5	5 KXRK-F	5 KISN-F	5 KVRI-F	5 KSL	5 KKAT-F	5 KISN-F	5 KALL	5 KZHT-F<	5 KKAT-F<	5 KBER-F
6	6 KVRI-F	KVRI-F	6 KLZX-AF	6 KVRI-F	6	KBER-F	6 KVRI-F<	6 KSL	6 KSOP-F	6 KSFI-F
7	KISN-F<	7 KLZX-AF	7	7	7	7	7 KSL	7	7	7 KALL
8	8 KLZX-AF	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 KBER-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSFI-F	1 KBER-F	1 KSOP-AF	1 KSOP-AF	1 KSOP-AF>	1 KSOP-AF
2 KSOP-AF	2 KSFI-F	2 KSFI-F	2 KKAT-F	2 KKAT-F	2 KSOP-AF	2 KBER-F>	2 KKAT-F	2 KBER-F<	2 KSFI-F
3 KKAT-F	3 KSOP-AF	3 KISN-F	3 KSOP-AF	3 KSOP-AF	3 KXRK-F	3 KKAT-F	3 KXRK-F	3 KKAT-F	3 KKAT-F
KSFI-F	4 KVRI-F	4 KSOP-AF	4 KVRI-F	4 KVRI-F	KZHT-F	4 KXRK-F	4 KLZX-AF	KSFI-F	4 KSL
KVRI-F	5 KISN-F	5 KVRI-F	5 KISN-F	5 KISN-F	5 KLZX-AF	5 KLZX-AF	KBER-F	5 KLZX-AF	5 KLZX-AF
6	6	6	6 KBER-F	6	6	6	6 KSFI-F	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

KANN	1120	ROY	1.0/1.7
KCNR	1320	SALT LAKE CITY	0.6/3.0
KLO	1430	OGDEN	0.4/1.4
KSOS-F	106.9	BRIGHAM	1.1/3.9
KTKK	630	SALT LAKE CITY	0.6/2.2
KUJJ-F	106.5	SPANISH FORK	0.6/1.2

SALT LAKE CITY

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)
KUMT, 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: KQQL-F changes to KUJJ-F (March) . . . KRSP-F changed from AOR to Oldies (Feb) . . .

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,135,300
 MSA Rank/Pop: 37/1,420,000
 ADI # 36
 Average Person Ratings: 18.4
 Market TSL: 24.00 hours

Stations: 31/30
 Diaries: 1781/637:1/52.9%
 Sample Target: 1680
 % Below Line: 0.3
 % Not Listed: 7.5

1993 Revenue: \$46,900,000
 HH Inc.: \$29,154
 Retail \$: 11.4 Bil
 Pop per Station: 37,843
 #1 Biller: KXTN-AF \$7,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KTFM-F (CHR)	196/ 9.4	9.3	9.4	8.6	8.8	9.2		2822/24.9	22.5	23.1	E	KTFM-F
2. KXTN-AF (SP)	162/ 7.8	9.0	9.9	10.6	9.3	9.3		1900/16.7	18.7	17.4	G	KXTN-AF
3. KCYY-F (C)	156/ 7.5	6.9	8.5	8.4	9.9	7.8		2152/19.0	20.2	22.2	G	KCYY-F
4. KQXT-F (SAC)	141/ 6.8	8.5	7.1	7.3	6.7	7.4		1818/16.0	19.2	14.9	F	KQKT-F
5. KISS-F (AOR)	138/ 6.6	6.3	7.2	6.3	5.8	6.6		1979/17.4	15.7	13.6	D	KISS-F
6. KAJA-F (C)	116/ 5.6	6.4	7.4	6.5	6.1	6.5		1868/10.5	17.6	18.0	E	KAJA-F
7. KTSA (T)	107/ 5.1	5.0	4.3	3.6	4.6	4.5		1364/12.0	11.2	12.1	D	KTSA
8. KSMG-F (O)	102/ 4.9	3.1	2.8	2.5	3.0	3.3		1322/11.6	10.3	10.8	D	KSMG-F
9. WOAI (N/T)	98/ 4.7	3.5	3.5	4.0	4.7	3.9		1783/15.7	11.7	16.1	G	WOAI
10. KZEP-F (CL/AOR)	97/ 4.6	4.0	3.2	4.6	4.2	4.1		1645/14.5	12.9	13.0	E	KZEP-F
11. KSJL-F (U/CHR)	83/ 4.0	2.6	1.9	2.7	1.9	2.8		923/ 8.1	5.4	3.7	B	KSJL-F
12. KONO-AF (O)	74/ 3.5	4.1	3.5	4.0	3.1	3.8		1323/11.7	11.8	9.2	C	KONO-AF
13. KDIL-F (C)	71/ 3.4	3.0	3.4	2.0	2.4	3.0		1042/ 9.2	7.9	8.0	C	KDIL-F
14. KLUP (ST)	64/ 3.1	2.3	3.7	2.8	2.2	3.0		750/ 6.6	4.9	5.1	A	KLUP
15. KRIO-F (SP)	63/ 3.0	2.6	3.1	2.5	2.3	2.8		1053/ 9.3	7.7	8.0	C	KRIO-F
16. KKYX (C)	62/ 3.0	2.7	2.7	2.9	5.4	2.8		795/ 7.0	5.4	8.5	B	KKYX
17. KROM-F (SP)	46/ 2.2	2.3	1.6	1.2	2.6	1.8		582/ 5.1	4.1	10.1	A	KROM-F
18. KCOR (SP)	39/ 1.9	2.6	1.8	2.6	2.9	2.2		530/ 4.7	4.3	6.7	C	KCOR
19.												
20.												

12+ FM SHARE (METRO): 73.98% (1427 of 1929) (WIN 93: 70.47%)

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 KXTN-AF	1 KQXT-F<	1 KQXT-F<	1 KTSA <	1 KTFM-F<	1 KTSA	1 KTFM-F	1 KTFM-F>	1 KISS-F
2	2 KTFM-F	KISS-F	2 KXTN-AF	2 KXTN-AF	2 KQXT-F<	2 KCYY-F<	2 KQXT-F<	2 KCYY-F	2 KXTN-AF<	2 KXTN-F
3	3 KXTN-AF	3 KQXT-F<	3 KSMG-F	3 KCYY-F	3 KCYY-F	3 KIIS-F<	3 KCYY-F	3 KQXT-F<	3 KISS-F>	3 KCYY-F
4	4 KZEP-F<	4 KCYY-F<	4 KCYY-F<	4 KSMG-F	KXTN-AF<	4 KXTN-AF	4 KXTN-AF	4 KXTN-AF	4 KSJL-F	4 KTFM-F
5	5 KCYY-F	5 KTFM-F	5 KZEP-F	5 KZEP-F	5 WOAI	5 KAJA-F	5 KSMG-F<	5 KISS-F	5 KQXT-F	5 KQXT-F
6	6 KQXT-F	6 KSMG-F	6 KISS-F	6 KAJA-F	6 KSMG-F<	6 KONO-F<	6 KTFM-F	6 KAJA-F	6 KAJA-F	6 KTSA
7	7 KAJA-F	KZEP-F	7 KAJA-F	7 KISS-F	7 KAJA-F	7 WOAI	7 KAJA-F	7 KZEP-F	7 KZEP-F	7 KSMG-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 KTFM-F	1 KTFM-F<	1 KQXT-F	1 KQXT-F<	1 KQXT-F	1 KISS-F	1 KIIS-F>	1 KISS-F	1 KISS-F>	1 KXTN-AF
2 KCYY-F	2 KCYY-F<	2 KCYY-F	2 KCYY-F	2 KCYY-F	2 KTFM-F	2 KTFM-F<	2 KZEP-F	2 KXTN-AF<	2 KZEP-F<
3 KISS-F	3 KQXT-F	3 KXTN-AF	3 KXTN-AF<	3 KSMG-F	3 KZEP-F	3 KZEP-F	3 KXTN-AF	3 KZEP-F	3 KISS-F
KXTN-AF	4 KXTN-AF	4 KZEP-F	4 KTFM-F<	KXTN-AF	KAJA-F	4 KXTN-AF>	4 KTFM-F	4 KTFM-F	4 KSMG-F<
5 KDIL-F	5 KISS-F	KSMG-F	5 KSMG-F	5 KAJA-F	5 KCYY-F	5 KAJA-F	5 KAJA-F	5 KSMG-F	5 KQXT-F
6	6 KSMG-F	6	6 KAJA-F	6 KTFM-F	6 KDIL-F	6 KDIL-F	6 KDIL-F	6 KCYY-F	6 KAJA-F
7	KZEP-F	7	7 KZEP-F	7 KONO-AF<	7	7 KCYY-F	7	7 KQXT-F	7 WOAI
8	8	8	8	8 KZEP-F	8	8	8	8	8

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

KCHG	810	SOMERSET	0.3/0.8
KDRY	1100	ALAMO HEIGHTS	0.4/1.4
KEDA	1540	SAN ANTONIO	1.0/1.8
KENS	1160	SAN ANTONIO	0.4/2.1
KGNB	1420	NEW BRAUNFELS	0.3/1.4
KHBL	1250	SAN ANTONIO	0.5/1.8
KSAH	720	UNIVERSAL CITY	0.8/2.4
KSLR	630	SAN ANTONIO	0.5/2.3
KWED	1580	SEQUIN	0.3/0.7
KZXS	760	SAN ANTONIO	0.6/2.2
KEYI-F	103.5	AUSTIN	0.3/1.9

SAN ANTONIO

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 (---)	Crawford
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
KCYX, 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: KZEP-AM changes to KHBL (March) . . . KSLR sold by Communicom to Salem for \$ _____ . . .

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,213,500
 MSA Rank/Pop: 14/2,680,000
 ADI # 25
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 36/30
 Diaries: 2369/ 934:1/52.0%
 Sample Target: 2210
 % Below Line: 5.8
 % Not Listed: 11.2

1993 Revenue: \$86,600,000
 HH Inc.: \$41,672
 Retail \$: 21.3 Bil
 Pop per Station: 73,783
 #1 Biller: KSON AF \$10,100,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KSON-AF (O)	277/ 7.9	6.5	7.7	7.7	7.9	7.5		3500/15.8	15.3	14.9	I	KSON-AF
2. KKLQ-F (CHR)	236/ 6.8	6.4	6.1	5.7	3.3	6.3		4056/18.3	20.6	13.8	G	KKLQ-F
3. XHTZ-F (CHR)	201/ 5.8	4.6	6.1	4.0	4.4	5.1		3267/14.8	14.6	14.3	D	XHTZ-F
4. KJQY-F (SAC)	187/ 5.4	4.5	3.7	4.2	4.6	4.5		2721/12.3	12.3	10.9	F	KJQY-F
5. KSDO (N/T)	181/ 5.2	7.1	5.4	6.1	6.7	6.0		2297/10.4	13.9	14.5	G	KSDO
6. KYXY-F (AC)	173/ 5.0	4.6	4.7	4.2	4.0	4.6		3070/13.9	14.0	11.5	G	KYXY-F
7. KGB-F (CL)	149/ 4.3	4.4	4.4	4.1	4.6	4.3		2627/11.9	13.2	13.2	G	KGB-F
8. KBZS-F (O)	138/ 4.0	3.8	3.6	3.4	4.1	3.7		2734/12.4	11.6	11.7	D	KBZS-F
9. KFSD-F (CL)	123/ 3.5	3.7	3.5	2.7	3.5	3.4		1937/ 8.8	10.0	9.8	D	KFSD-F
10. XTRA-F (AOR-NR)	121/ 3.5	4.4	4.1	4.6	4.0	4.2		2529/11.4	13.6	13.3	H	XTRA-F
11. KPOP (ST)	108/ 3.1	3.2	3.6	3.7	3.6	3.4		1477/ 6.7	6.8	6.4	C	KPOP
12. KIOZ-F (AOR)	111/ 3.2	2.9	2.5	3.2	2.2	3.0		1449/ 6.5	6.6	6.3	D	KIOZ-F
13. KIFM-F (J)	103/ 3.0	4.0	4.0	3.3	3.7	3.6		1868/ 8.4	9.5	9.3	F	KIFM-F
14. XHRM-F (AOR)	102/ 2.9	2.8	2.7	3.0	3.3	2.9		2078/ 9.4	11.4	9.8	C	XHRM-F
15. XFMB (FS)	100/ 2.9	3.6	4.4	5.1	4.0	4.0		2211/10.0	11.2	10.7	H	KFMB
16. KFI (T)	96/ 2.7	2.9	3.1	2.7	3.1	2.9		1577/ 7.1	7.0	8.2		KFI
17. KCBQ-F (O)	83/ 2.4	2.0	1.2	1.6	1.4	1.8		1607/ 7.3	8.0	5.9	E	KCBQ-F
XTRA-F (SPRTS)	83/ 2.4	2.3	1.5	1.7	1.9	2.0		1435/ 6.5	7.6	6.6	E	XTRA
19. KCLX-F (CL AOR)	71/ 2.0	2.3	2.4	2.8	2.5	2.4		1901/ 8.6	8.6	8.2	D	KCLX-F
20. KFMB-F (AC)	61/ 1.7	2.3	2.6	3.6	4.8	2.6		1917/ 8.7	10.2	14.8	G	KFMB-F
21. KNX (N)	50/ 1.4	1.2	1.0	1.0	1.4	1.2		1052/ 4.8	5.0	6.5		KNX
22. KCBQ (O)	45/ 1.3	0.4	1.4	1.3	1.0	1.1		801/ 3.6	2.3	2.9		KCBQ
23.												
24.												
25.												

12+ FM SHARE (METRO): 73.15% (2267 of 3099) (WIN 93: 69.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 XHTZ-F>>	1 KKLQ-F	1 KKLQ-F	1 KKLQ-F	1 KSON-AF	1 KSON-AF	1 KKLQ-F	1 KSON-AF<	1 KSON-AF	1 XHTZ-F>	1 KSDO <
2 KKLQ-F	2 XHTZ-F<	2 KSON-AF	KSON-AF	2 KKLQ-F	2 KSDO	2 KSON-AF	2 KSDO <	2 XHTZ-F<	2 KYXY-F	2 KNX
3 KSON-F	3 KGB -F	3 KGB -F	3 KGB -F	3 KJQY-F	3 KJQY-F	3 KSDO	3 KJQY-F	3 KKLQ-F	3 KSON-AF	3 KYXY-F<
4	4 XTRA-F	4 KJQY-F	4 KJQY-F<	4 KGB -F<	4 KPOP <	4 KGB -F	4 KKLQ-F	4 KJQY-F	4 KKLQ-F	4 KSON-F<
5	5 KIOZ-F<	KYXY-F	5 KYXY-F	5 KYXY-F	5 KFSD-F	5 KYXY-F	5 KYXY-F	5 KYXY-F	5 XHRM-F	5 KKLQ-F
6	6 KSON-AF	6 XHTZ-F	6 KBZS-F	6 KBZS-F	6 KYXY-F<	KJQY-F<	6 KGB -F	6 KGB -F	6 XTRA-F	6 XHTZ-F
7	7 KYXY-F	7 KBZS-F<	7 KIFM-F	7 KIFM-F	7 KFMB	7 KFMB	KBZS-F	7 XTRA-F	7 KIOZ-F	KFI
8	8	8 XTRA-F	8	8	8 KBZS-F	8	8	8	KSDO	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 KKLQ-F	1 KKLQ-F>	1 KKLQ-F	1 KKLQ-F>	1 KKLQ-F	1 XHTZ-F	1 KGB -F	1 KGB -F	1 KGB -F	1 KSON-AF
2 XHTZ-F	2 XHTZ-F	2 KJQY-F	2 KJQY-F	2 KJQY-F<	2 KIOZ-F	2 KIOZ-F	2 XTRA-F	KSON-AF	2 KGB -F>
3 KYXY-F	3 KJQY-F	3 KSON-AF	3 KYXY-F	3 KSON-AF	3 KKLQ-F	3 XTRA-F	3 XTRA	3 KKLQ-F<	3 XTRA <
XHRM-F	4 KSON-AF	XHTZ-F	4 KSON-AF	4 KYXY-F	4 XTRA-F	4 XHTZ-F<	4 KIOZ-F	4 KIOZ-F	4 KSDO
5 KJQY-F	XHRM-F	5 KCBQ-F	5 XHTZ-F	5 KBZS-F>	5 XHRM-F	5 KKLQ-F	5 KCLX-F	5 XTRA-F	5 KYXY-F<
6 XTRA-F	6 KYXY-F	6 XHRM-F	6 KBZS-F	6 KIFM-F	6 KSON-AF	6 KSON-AF	KSON-AF	6 XTRA	6 KJQY-F
7 KSON-AF	7 XTRA-F	7 KYXY-F	7 XHRM-F	XHTZ-F	KGB -F	7 XHRM-F<	7 KKLQ-F	7 KYXY-F	KBZS-F
8 KIOZ-F	8	KGB -F	8	8	8 KCLX-F	8 KCLX-F	KXXY-F	XHTZ-F	8 KKLQ-F

SAN DIEGO

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

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/AQH/CUME
KCEO	1000	VISTA	0.6/2.6
KOGO	600	SAN DIEGO	0.7/2.2
KOWF-F	92.1	ESCONDIDO	1.0/3.7
KPRZ	1210	SAN MARCOS	0.6/1.9
KSPA	1450	ESCONDIDO	0.8/1.6
KURS	1040	SAN DIEGO	0.6/1.3
XEMO	860	TIJUANA	0.8/2.0
XHKY-F	99.3	TIJUANA	0.9/1.9
XLTN-F	104.5	TIJUANA	1.0/3.0
KOST-F	103.5	LOS ANGELES	0.4/1.0
KWVE-F	107.9	SAN CLEMENTE	0.5/2.2
XHQF-F	98.9	TIJUANA	0.3/0.8
XPRS	1090	TIJUANA	0.4/0.8

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	
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	, Classic AOR	ABC, \$ 60.00	(Group W)	Gannett	
KFMB, 100.7, 30 KW @ 620	, AC	, \$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)	
KJQY, 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 (pending)	
XHKY, 99.3, 25 KW @ 328	, Hispanic	, \$ 38.00	(Katz Hisp.)		(TIJUANA)
XHRM, 92.5, 100 KW @ ?	, AOR	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: KKLQ-AM changes to KOGO (Jan) . . . KOGO changes to Talk . . . KYXY-F sold to SFX for \$15,000,000 (E) . . .

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: 15.7
 Market TSL: 20.75 hours

Stations: 51/50
 Diaries: 5461/9712:1/53.6%
 Sample Target: 3900
 % Below Line: 0.3
 % Not Listed: 11.6

1993 Revenue: \$174,000,000
 HH Inc.: \$43,052
 Retail \$: 43.8 Billion
 Pop per Station: 106,092
 #1 Biller: KGO \$25,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KGO (T/N)	651/ 7.8	7.4	7.8	7.6	8.5	7.7		9531/18.0	18.5	19.5	K	KGO
2. KCBS (N)	465/ 5.6	5.7	5.1	4.4	4.7	5.2		9718/18.3	17.5	17.6	J	KCBS
3. KMEL-F (CHR)	394/ 4.7	4.3	4.7	4.4	5.3	4.5		6501/12.3	12.7	13.9	I	KMEL-F
4. KOIT-AF (SAC)	357/ 4.3	3.5	3.0	3.4	3.6	3.6		5930/11.2	9.2	10.0	H	KOIT-AF
5. KSOL-F (U/CHR)	347/ 4.2	4.3	4.3	3.9	3.6	4.2		7044/13.3	13.1	11.7	F	KSOL-F
KNBR (T/FS)	347/ 4.2	4.6	6.6	6.1	4.5	5.4		5899/11.1	12.8	11.5	J	KNBR
7. KBLX-AF (J/U)	305/ 3.7	2.9	3.0	3.3	4.0	3.2		4555/ 8.6	8.2	8.3	G	KBLX-AF
8. KIOI-F (AC)	289/ 3.5	3.1	3.6	3.7	3.5	3.5		5798/10.9	11.1	10.5	I	KIOI-F
9. KSAN-F (C)	281/ 3.4	3.1	4.0	3.5	3.2	3.5		4070/ 7.7	8.2	8.1	I	KSAN-F
10. KKSF-F (J)	270/ 3.2	3.2	2.4	3.0	2.2	3.0		4087/ 7.7	8.1	6.9	H	KKSF-F
11. KABL (ST)	236/ 2.8	2.1	0.6	0.4	0.3	1.5		2840/ 5.4	4.5	1.4		KABL
KFRC-AF (O)	236/ 2.8	2.8	4.4	5.9	6.3	4.0		5173/ 9.8	---	---	H	KFRC-AF
13. KITS-F (AOR-NR)	216/ 2.6	2.9	2.7	2.7	2.4	2.7		4174/ 7.9	7.7	7.2	H	KITS-F
14. KDFC-AF (CL)	195/ 2.3	2.6	2.7	2.1	2.6	2.4		3687/ 7.0	7.3	7.2	E	KDFC-AF
15. KBAY-F (EZ/SAC)	187/ 2.3	2.0	1.4	2.1	2.0	2.0		2471/ 4.7	3.9	4.1		KBAY-F
16. KKHI-AF (CL)	173/ 2.1	2.8	2.2	1.5	1.5	2.2		3342/ 6.3	6.4	6.0	E	KKHI-AF
17. KSJO-F (AOR)	172/ 2.1	2.4	1.9	2.2	1.4	2.2		2836/ 5.3	5.8	5.2		KSJO-F
18. KFOG-F (AOR-P)	166/ 2.0	2.3	2.2	2.4	2.1	2.2		3486/ 6.6	6.8	6.5	F	KFOG-F
KRQR-F (CL AOR)	166/ 2.0	2.6	2.7	2.8	2.1	2.5		4224/ 8.0	7.8	6.8	G	KRQR-F
20. KYA-F (C)	140/ 1.7	1.8	1.6	1.2	1.0	1.6		3377/ 6.4	6.8	4.6	D	KYA -F
21. KLOK (SP)	131/ 1.6	1.4	1.3	1.5	1.7	1.5		1423/ 2.7	2.2	2.8		KLOK
22. KOFY (SP)	116/ 1.4	1.1	0.9	1.3	1.1	1.2		1299/ 2.4	1.9	2.4	C	KOFY
23. KABL-F (O)	113/ 1.4	1.7	1.6	1.8	1.9	1.6		3015/ 5.7	7.3	7.1	F	KABL-F
KHQT-F (CHR)	113/ 1.4	1.6	1.1	1.4	1.4	1.4		2591/ 4.9	4.6	4.4		KHQT-F
25. KSRF-F (AC)	110/ 1.3	1.3	1.2	0.9	0.4	1.2		2937/ 5.5	5.3	2.3	C	KSRF-F
26. KJAZ-F (J)	97/ 1.2	0.9	0.8	0.9	1.5	1.0		1526/ 2.9	2.9	2.3	C	KJAZ-F
27.												
28.												
29.												
30.												

12+ FM SHARE (METRO): 66.87% (4915 of 7349) (WIN 93: 65.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSOL-F<	1 KMEL-F	1 KMEL-F	1 KGO <	1 KGO	1 KGO >	1 KGO <	1 KGO >	1 KGO >	1 KGO	1 KGO >
2 KMEL-F>>	2 KSOL-F>	2 KBLX-AF<	2 KBLX-AF<	2 KOIT-AF	2 KCBS >	2 KCBS >	2 KNBR	2 KMEL-F	2 KSOL-F	2 KCBS >>
3	3 KIOI-F	3 KGO	3 KOIT-AF	3 KBLX-AF<	3 KNBR	3 KNBR	3 KOIT-AF	3 KCBS	KMEL-F>	3 KSOL-F
4	4 KITS-F	KIOI-F	4 KKSF-F	4 KCBS	4 KOIT-AF	4 KMEL-F	4 KCBS	4 KSOL-F<	4 KBLX-AF	4 KOIT-F<
5	5 KSJO-F	KOIT-AF	5 KKSF-F	5 KKSF-F	5 KABL	5 KIOI-F<	5 KSAN-F<	5 KOIT-AF	5 KIOI-F	5 KMEL-F
6	6 KOIT-AF	6 KSOL-F	6 KCBS	KNBR <	6 KKSF-F<	6 KOIT-AF	6 KIOI-F<	6 KKSF-F	6 KKSF-F<	KABL
7	7 KBLX-AF	7 KKSF-F	7 KNBR-F	7 KIOI-F	7 KBLX-AF	7 KSOL-F<	7 KBLX-AF	7 KSAN-F	7 KNBR <	7 KNBR
8	8 KSAN-F<	8 KCBS <	8 KFRC-AF	8 KFRC-AF	8 KDFC-AF	8 KBLX-AF	8 KABL-F	KBLX-AF<	8 KOIT-AF<	8 KIOI-F
9	9 KRQR-F	9 KNBR	9 KMEL-F	9 KSAN-F	KFRC-AF	KSAN-F	KKSF-F	9 KIOI-F	9 KCBS <	9
10	10	KITS-F	10 KSAN-F	10 KMEL-F	10 KBAY-F	10	10 KFRC-AF	10 KFRC-AF	10 KITS-F	10
			KFOG-F		KSAN-F		KMEL-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 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF>	1 KMEL-F	1 KMEL-F	1 KSJO-F	1 KNBR	1 KGO
2 KSOL-F	2 KSOL-F	2 KBLX-AF	2 KBLX-AF	2 KBLX-AF	2 KSOL-F	2 KSJO-F	2 KIOI-F	2 KMEL-F	KNBR >
3 KITS-F	3 KOIT-AF<	3 KIOI-F	KIOI-F	3 KGO <	3 KSJO-F	3 KSOL-F>	3 KMEL-F	3 KGO	3 KCBS >
4 KIOI-F	4 KIOI-F	4 KMEL-F	4 KMEL-F	4 KIOI-F	4 KITS-F	4 KIOI-F	4 KNBR	4 KSJO-F	4 KKSF-F>
5 KHQT-F	KITS-F	5 KSOL-F	5 KSOL-F	5 KSAN-F	5 KLOK	KITS-F	5 KGO	5 KCBS	5 KBLX-AF
6 KSRF-F	6 KBLX-AF	6 KSAN-F	6 KSAN-F<	6 KKSF-F	6 KSAN-F	KRQR-F	6 KRQR-F	6 KKSF-F	6 KOIT-AF
7 KOIT-AF	7 KSAN-F	7 KKSF-F	7 KITS-F<	7 KCBS	7 KRQR-F	7 KNBR	7 KXFX-F	7 KRQR-F	KSJO-F
8 KSAN-F	8 KSRF-F	8 KFOG-F	8 KGO	8 KFRC-AF	8 KHQT-F	8 KGO	8	KSOL-F	KIOI-F<
9	9	9	KKSF-F	9 KMEL-F	KOME-F	9 KKSF-F	9	9 KBLX-AF	9 KFOG-F
10	10	10	10 KFRC-AF	10 KSOL-F	10	10 KBLX-AF	10	10 KIOI-F	10 KFRC-AF
									KRQR-F

SAN FRANCISCO

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

KARA-F	105.7	SANTA CLARA	0.6/2.3
KBRG-F	104.9	FREEMONT	0.8/1.9
KDIA	1310	OAKLAND	0.7/1.9
KEAR-F	106.9	SAN FRANCISCO	0.4/1.5
KEZR-F	106.5	SAN JOSE	1.0/3.1
KFAX	1100	SAN FRANCISCO	0.4/2.0
KIQI	1010	SAN FRANCISCO	0.8/1.8
KKIQ-F	101.7	LIVERMORE	0.4/1.1
KLCQ-F	92.9	HEALDSBURG	0.4/1.0
KNEW	910	OAKLAND	0.9/2.1
KOME-F	98.5	SAN JOSE	1.0/4.2
KRPQ-F	104.9	ROHNERT PARK	0.4/1.0
KRTY-F	95.3	LOS GATOS	1.1/2.6
KSFO	560	SAN FRANCISCO	1.0/4.2
KUFX-F	94.5	GILROY	0.8/3.6
KUIC-F	95.3	VACAVILLE	0.4/1.0
KXFX-F	101.7	SANTA ROSA	0.9/1.4
KZST-F	100.1	SANTA ROSA	0.7/1.4
KATM-F	103.3	MODESTO	0.3/1.1

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)	

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			, \$ 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)
KKHI, 95.7, 7 KW @ 1289, Classical			, \$ 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
KYA, 93.3, 50 KW @ 494, Country		UNISTR	, \$ 90.00 (MMR)	

Other Ranked Stations - See San Jose

Miscellaneous: KSRY-F, KSRI-F sold by Viacom to KSOL owners for \$16,000,000 (D) (MVP) . . .
KSOL-F changes to KYLD-F (May) . . . KSRY-F changes to KSOL-F and format
from AC to Urban/AC (May) . . . KABL-F changed from AC to Oldies (Feb) . . .
KYA-F changed from Oldies to Country (March) . . .

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,282,100
 MSA Rank/Pop: 31/1,550,000
 San Francisco ADI
 Average Person Ratings: 15.2
 Market TSL: 20.25 hours

Stations: 43/14
 Diaries: 2246/571:1/54.1%
 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: 91,579
 #1 Biller: KSJO-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KBAY-F (SAC/EZ)	143/ 7.3	5.9	5.4	6.9	6.2	6.4		1674/13.1	10.4	11.3	E	KBAY-F
2. KSJO-F (AOR)	109/ 5.6	5.7	4.9	4.4	4.2	5.2		1789/14.0	14.7	13.9	G	KSJO-F
3. KHQT-F (CHR)	104/ 5.3	5.5	4.1	5.0	5.1	5.0		2239/17.5	14.5	14.1	E	KHQT-F
4. KLOK (SP)	72/ 3.7	4.3	3.5	3.4	4.1	3.7		681/ 5.3	5.7	4.3	D	KLOK
5. KRTY-F (C)	68/ 3.5	3.9	3.9	3.9	3.6	3.8		1088/ 8.5	9.2	8.8	D	KRTY-F
6. KEZR-F (AC)	64/ 3.3	3.2	3.8	3.6	4.3	3.5		1283/10.0	10.2	13.3	F	KEZR-F
7. KUFX-F (CL/AOR)	54/ 2.8	3.7	2.2	3.3	3.4	3.0		1250/ 9.7	12.3	13.0	D	KUFX-F
8. KOME-F (AOR)	43/ 2.2	2.5	2.3	2.1	3.8	2.3		1294/10.1	9.4	10.6	F	KOME-F
9. KARA-F (AC)	39/ 2.0	2.3	3.6	2.3	3.1	2.6		957/ 7.5	8.0	9.4	E	KARA-F
10. KDFC-AF (CL)	36/ 1.9	2.2	1.4	1.7	2.5	1.8		701/ 5.5	5.8	7.0		KDFC-AF
11. KAZA (SP)	23/ 1.2	0.9	0.5	0.6	---	0.8		207/ 1.6	2.1	----		KAZA
12. KLIV (N)	10/ 0.5	0.8	0.9	0.8	0.9	0.8		402/ 3.1	2.9	3.3		KLIV
13. KSJX (E)	8/ 0.4	---	0.4	0.5	---	0.3		112/ 0.9	----	----		KSJX
14.												
15.												

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 KBAY-F	1 KBAY-F>>	1 KBAY-F<	1 KBAY-F>	1 KBAY-F	1 KHQT-F	1 KHQT-F>
2	2 KHQT-F>	2 KHQT-F	2 KBAY-F	2 KSJO-F	2 KRTY-F	2 KSJO-F<	2 KSJO-F	2 KHQT-F<	2 KSJO-F	2 KBAY-F
3	3 KLOK >	3 KLOK	3 KEZR-F<	3 KEZR-F<	3 KUFX-F	3 KLOK <	3 KHQT-F	3 KSJO-F>	3 KBAY-F	3 KRTY-F
4	4 KEZR-F	KBAY-F	4 KUFX-F	4 KUFX-F	KDFC-AF<	4 KHQT-F	4 KEZR-F	4 KRTY-F	4 KLOK-F	4 KSJO-F
5	5 KOME-F	5 KEZR-F	5 KLOK	5 KRTY-F	5 KEZR-F<	KOME-F	5 KRTY-F	5 KEZR-F	5 KEZR-F	5 KLOK
6	6 KRTY-F	6 KUFX-F	KRTY-F	6 KLOK	6 KLOK	6 KRTY-F	6 KLOK	6 KLOK	6 KRTY-F<	6
7	KUFX-F	7	7	7	7	7	7	7	7 KUFX-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 KHQT-F	1 KHQT-F>	1 KEZR-F	1 KBAY-F<	1 KBAY-F>	1 KSJO-F	1 KSJO-F>>	1 KSJO-F	1 KSJO-F>>>	1 KSJO-F>
2 KSJO-F	2 KEZR-F	2 KHQT-F	2 KEZR-F	2 KEZR-F	2 KHQT-F	2 KLOK <	2 KLOK	2 KLOK	2 KUFX-F
3 KEZR-F	3 KSJO-F	3 KRTY-F	3 KHQT-F	3 KRTY-F	3 KLOK	3 KHQT-F>	KOME-F	3 KUFX-F	3 KBAY-F
KLOK	4 KRTY-F	4 KSJO-F	4 KRTY-F	4 KHQT-F	4	4 KOME-F	4 KEZR-F	4 KOME-F	4 KLOK
5	5 KLOK	5 KHQT-F	5 KLOK	5 KUFX-F	5	5 KUFX-F	KHQT-F	5 KHQT-F	5 KOME-F
6	6	KUFX-F	6	6 KARA-F	6	6	6	6	6 KRTY-F
				KLOK					

OTHER RATED STATIONS	METRO SHARE/RTG	TSA AQH/CUME
KDON-F 102.5	SALINAS	0.4/ 3.2

See San Francisco for more information about the following:

KABL	1.3/ 2.6	KITS-F	3.0/ 8.1	KSOL-F	3.0/11.2
KABL-F	0.7/ 3.3	KKHI-F	1.4/ 4.1	KSRI-F	1.2/ 4.6
KBLX-AF	1.5/ 4.5	KKSF-F	2.0/ 6.0	KSRY-F	0.7/ 2.7
KBRG-F	1.5/ 3.1	KMEL-F	1.8/ 8.5	KYA-F	1.8/ 6.1
KCBS	4.4/15.4	KNBR	4.3/10.9		
KFAX	0.4/ 2.0	KNEW	0.5/ 1.1		
KFOG-F	1.2/ 3.6	KOFY	0.5/ 1.5		
KFRC	0.5/ 3.1	KOIT-AF	3.4/ 9.6		
KFRC-F	1.9/ 5.7	KRQR-F	0.6/ 4.0		
KGO	7.7/17.8	KSAN-F	1.3/ 5.9		
KIOI-F	2.3/ 9.4	KSFO	0.6/ 2.5		

SAN JOSE

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS, DA)	,	Hispanic	CRC,	\$ 29.00 (Caballero)	
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 (DA-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	,	\$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	,	\$ 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)	Viacom (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: 29/28
Diaries: 2697/ 973:1/56.2%

1993 Revenue: \$100,100,000
HH Inc.: \$36,438

MSA Rank/Pop: 23 - Seattle
81 - Tacoma 3,200,000
ADI # 14

Sample Target: 2500
% Below Line: 0.3
% Not Listed: 10.0

Retail \$: 28.2 Bil
Pop per Station: 93,696
#1 Biller: KIRO-AF \$16,200,000

Average Person Ratings: 15.3
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KMPS-AF (C)	292/ 7.3	8.9	7.8	8.4	7.6	8.1		4258/16.2	16.7	16.8	I	KMPS-AF
2. KBSG-AF (O)	269/ 6.7	6.6	5.9	6.0	5.6	6.3		4491/16.9	17.2	17.6	H	KBSG-AF
3. KUBE-F (CHR)	249/ 6.7	5.9	6.2	6.1	5.4	6.1		3721/14.2	15.9	15.6	G	KUBE-F
4. KIRO (N)	242/ 6.0	7.0	7.5	7.7	7.7	7.1		4746/18.1	22.7	21.0	J	KIRO
5. KVI (T)	185/ 4.6	5.4	6.1	4.5	4.1	5.2		2276/ 8.7	10.5	8.2	F	KVI
6. KLSY-F (AC)	182/ 4.5	4.7	5.6	5.1	4.5	5.0		2990/11.4	11.8	11.7	G	KLSY-F
7. KING-F (CL)	178/ 4.4	3.8	3.5	2.9	3.8	3.7		2755/10.5	11.7	9.5	E	KING-F
KPLZ-F (CHR)	178/ 4.4	2.6	3.1	3.1	3.1	3.3		3375/12.9	11.1	12.9	G	KPLZ-F
9. KIXI (ST)	174/ 4.3	3.9	5.7	4.3	2.5	4.6		2108/ 8.0	8.5	6.5	C	KIXI
10. KRPM-F (C)	171/ 4.2	4.2	4.0	3.7	4.8	4.0		2960/11.3	10.6	12.1	F	KRPM-F
11. KOMO (FS)	170/ 4.2	4.3	3.3	4.9	5.0	4.2		3061/11.7	15.1	15.1	G	KOMO
12. KISW-F (AOR)	156/ 3.9	4.1	2.7	3.6	4.7	3.6		2677/10.2	10.4	11.1	F	KISW-F
13. KNDD-F (AOR-NR)	143/ 3.6	3.6	3.7	3.5	3.4	3.6		2760/10.5	11.2	9.0	G	KNDD-F
14. KZOK-F (CL AOR)	141/ 3.5	4.3	4.4	4.0	3.5	4.1		3080/11.7	12.2	12.1	G	KZOK-F
15. KMTT-F (AOR-P)	121/ 3.0	3.0	3.1	2.5	2.8	2.9		2211/ 8.4	7.6	7.2	E	KMTT-F
16. KEZX-F (EZ)	116/ 2.9	2.6	1.8	2.6	2.4	2.5		1390/ 5.3	5.0	5.3	C	KEZX-F
17. KRWM-F (SAC)	107/ 2.7	2.0	2.4	2.4	1.7	2.4		1693/ 6.5	6.2	4.6	D	KRWM-F
18. KXRX-F (AOR)	106/ 2.6	3.0	3.2	2.5	3.3	2.8		2266/ 8.6	9.4	10.8	F	KXRX-F
KJR (SPRTS)	106/ 2.6	1.6	1.9	2.9	2.1	2.3		2416/ 9.2	7.5	8.2	D	KJR
20. KLTX-F (SAC)	99/ 2.5	2.0	2.1	2.3	3.0	2.2		1976/ 7.5	6.8	7.4	D	KLTX-F
21. KING (T/N)	75/ 1.9	1.7	1.9	1.9	3.0	1.9		1352/ 5.2	5.3	7.6	C	KING
22. KCMS-F (REL)	52/ 1.3	1.4	1.4	2.0	1.2	1.5		969/ 3.7	4.3	3.5		KCMS-F
23. KIRO-F (T)	36/ 0.9	0.8	1.0	0.9	1.4	0.9		1021/ 3.9	4.1	6.6		KIRO-F
24.												
25.												

12+ FM SHARE (METRO): 72.20% (2615 of 3622) (WIN 93: 69.10%)

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 KBSG-AF<	1 KBSG-AF	1 KBSG-AF>	1 KIRO	1 KIRO >	1 KMPS-AF	1 KMPS-AF	1 KUBE-F>	1 KIRO
2 KPLZ-F>	2 KMPS-AF	2 KMPS-AF>	2 KMPS-AF>	2 KMPS-AF>	2 KBSG-AF	2 KMPS-AF<	2 KBSG-AF	2 KBSG-AF	2 KLSY-F<	2 KBSG-F
3 KNDD-F	KNDD-F	3 KLSY-F<	3 KLSY-F	3 KLSY-F	3 KMPS-AF<	3 KBSG-AF	3 KVI	3 KUBE-F	3 KJR	3 KMPS-F
4	4 KUBE-F	4 KUBE-F	4 KMTT-AF<	4 KMTT-AF	4 KIXI-F	4 KOMO <	4 KIXI	4 KPLZ-F<	4 KBSG-AF<	4 KVI
5	5 KPLZ-F	5 KPLZ-F<	5 KZOK-AF	5 KZOK-AF<	5 KING-F<	5 KUBE-F	5 KIRO	5 KIRO	5 KPLZ-F<	5 KOMO
6	6 KLSY-F<	6 KISW-F	6 KPLZ-F<	6 KVI	6 KOMO	6 KVI	6 KING-F<	6 KING-F	6 KMPS-AF	6 KLSY-F
7	7 KZOK-AF	7 KZOK-AF	7 KUBE-F	7 KPLZ-F<	7 KVI	7 KLSY-F<	7 KLSY-F<	7 KIXI <	7 KNDD-F	7
8	8 KXRX-F	8	8 KVI <	8 KUBE-F	8	8 KISW-F<	8 KUBE-F	8 KLSY-F	8	8
9	9	9	9 KISW-F	9	9	9 KRPM-F	9	9 KRPM-F	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 KPLZ-F<	1 KLSY-F	1 KMPS-AF	1 KBSG-AF	1 KISW-F	1 KISW-F>	1 KISW-F	1 KBSG-AF<	1 KBSG-AF>
KNDD-F	2 KMPS-AF	2 KPLZ-F	2 KBSG-AF<	2 KMPS-AF	2 KNDD-F	2 KNDD-F<	2 KZOK-AF	2 KISW-F	2 KMPS-AF
3 KUBE-F	3 KLSY-F<	3 KRPM-F	3 KLSY-F	3 KLSY-F	3 KUBE-F	3 KUBE-F	3 KXRX-F	3 KMPS-AF<	3 KZOK-AF
4 KPLZ-F	4 KNDD-F	4 KUBE-F	4 KPLZ-F	4 KPLZ-F	4 KXRX-F	KZOK-AF	4 KUBE-F	4 KZOK-AF	4 KVI
5 KLSY-F	5 KUBE-F	5 KZOK-AF	5 KUBE-F	5 KRWM-F	5 KZOK-AF	5 KXRX-F	5 KMPS-AF	5 KUBE-F<	5 KISW-F<
6	6 KRPM-F	6	6 KRPM-F	6 KRPM-F	6	6 KMPS-AF	6 KNDD-F	6 KXRX-F	6 KMTT-AF
7	7 KLTX-F	7	7 KNDD-F	7 KOMO <	7	7 KBSG-AF	7	7 KMTT-AF<	7 KJR <
8	8	8	8 KRWM-F	8 KUBE-F	8	8	8	8 KJR	8 KIRO

OTHER RATED STATIONS		METRO CUME	TSA TSA
		SHARE/RTG/AQH/CUME	
KCIS	630	EDMONDS	0.4/1.3
KGNW	820	BURIEN	0.4/1.5
KXXO-F	96.1	OLYMPIA	0.7/2.1
KISM-F	92.9	BELLINGHAM	0.3/0.6

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)	Ackerly
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,	EZ	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)	
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)	
KXRX, 96.5, 100 KW @ 1220,	AOR		, \$ 87.00 (Katz)	Alliance (P)
KZOK, 102.5, 100 KW @ 1171,	Classic AOR		, \$ 136.00 (Eastman)	Chrysler Capital

Miscellaneous: KXRX-F sold by Shamrock to Alliance for \$11,700,000 (Star) . . . KUBE-F, KJR and KLTX formed a new entity; KUBE-F was sold by Cook Inlet for \$17,400,000 and KJR, KLTX-F was sold by Ackerly for \$12,500,000 (D) . . . KZOK-F sold by Chrysler Capital to EZ for \$19,750,000 (D) (Stevens) . . . KLTX-F changes to KJR-F. . .

SHREVEPORT

Arbitron Rank/Pop (12+): 125/303,700

Stations: 15/15

1993 Revenue: \$9,900,000

MSA Rank/Pop: 125/378,000

Diaries: 1067/285:1/51.2%

HH Inc.: \$27,817

ADI # 71

Sample Target: 935

Retail \$: 3.1 Bil

Average Person Ratings: 16.2

% Below Line: 0.0

Pop per Station: 20,247

Market TSL: 21.25 hours

% Not Listed: 9.7

#1 Biller: KRMD-AF \$2,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KRMD-AF (C)	106/21.5	20.0	20.6	21.8	22.7	21.0		1035/34.1	33.3	36.2	D	KRMD-AF
2. KMJJ-F (B)	77/15.6	17.7	18.3	16.3	22.7	17.0		781/25.7	26.1	27.3	B	KMJJ-F
3. KEEL (FS/ST)	38/ 7.7	6.6	7.6	5.7	4.3	6.9		449/14.8	15.9	10.9	B	KEEL
4. KOKA (G)	37/ 7.5	6.4	6.0	5.4	7.0	6.3		340/11.2	12.6	11.3	A	KOKA
5. KVKI-F (AC)	32/ 6.5	7.0	6.8	6.7	7.8	6.8		559/18.4	17.4	18.1	B	KVKI-F
6. KWKH-F (C)	27/ 5.5	4.9	5.5	6.5	4.8	5.6		446/14.7	12.8	13.7	C	KWKH-F
7. KDKS-F (B)	26/ 5.3	5.8	6.8	5.7	1.0	5.9		366/12.1	14.7	3.1	A	KDKS-F
KITT-F (AC)	26/ 5.3	4.9	4.9	3.4	5.0	4.6		470/15.5	15.2	11.3	C	KITT-F
9. KLKL-F (O)	23/ 4.7	3.1	2.6	1.9	3.9	3.1		331/10.9	8.9	9.2	A	KLKL-F
10. KTAL-F (AOR)	16/ 3.2	2.9	5.5	5.4	4.1	4.3		305/10.0	11.0	10.9	B	KTAL-F
KTUX-F (CHR)	16/ 3.2	3.3	3.6	4.6	2.7	3.7		294/ 9.7	12.9	11.0	B	KTUX-F
12. KWKH (C)	13/ 2.6	6.4	2.6	4.2	3.3	4.0		281/ 9.3	10.4	8.2	B	KWKH
13.												
14.												
15.												

12+ FM SHARE (METRO): 77.75% (346 of 445) (WIN 93: 82.58%)

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-AF>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>	1 KRMD-AF>	1 KMJJ-F>	1 KMJJ-F
2 KRMD-AF>>	2 KRMD-AF>>	2 KMJJ-F>>	2 KMJJ-F>	2 KMJJ-F	2 KOKA	2 KMJJ-F	2 KEEL >	2 KMJJ-F>>	2 KRMD-AF>>	2 KRMD-F
3	3 KITT-F	3 KITT-F	3 KITT-F	3 KEEL	KEEL	3 KEEL >	3 KMJJ-F	3 KEEL	3 KOKA	3 KVKI-F
4	4 KTAL-F	4 KDKS-F	KDKS-F	KDKS-F	4 KWKH-F	4 KWKH-F	4 KVKI-F	4 KVKI-F	4 KDKS-F	4 KOKA
5	5 KTUX-F	5 KVKI-F	5 KEEL-F	5 KITT-F	5 KVKI-F	5 KVKI-F	5 KWKH-F<	5	5	5 KDKS-F
6	KEEL	6	KLKL-F	KLKL-F	6	6	6 KITT-F	6	6	6
7	7	7	KVKI-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 KMJJ-F	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KMJJ-F	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>>
2 KRMD-AF	KRMD-AF>>	2 KMJJ-F	2 KMJJ-F>>	2 KMJJ-F	2 KRMD-AF	2 KRMD-AF>>	2 KEEL	2 KMJJ-F>>	2 KEEL
3 KDKS-F	3 KITT-F	3 KITT-F	3 KVKI-F	3 KVKI-F<	KITT-F	3 KEEL	3 KMJJ-F	3 KEEL	KMJJ-F
KVKI-F	4 KVKI-F	4 KVKI-F	4 KDKS-F	4 KDKS-F	4 KTAL-F	4 KTAL-F	4 KTAL-F	4 KITT-F	4 KLKL-F>
5	5 KDKS-F	5	5 KITT-F	5 KITT-F	5 KTUX-F	5 KITT-F	5 KTUX-F	5 KTUX-F	5 KITT-F
6	6	6	KOKA	6 KOKA	6	6	6	6	6

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

KASO	1240	MINDEN	0.8/1.4
KFLO	1300	SHREVEPORT	0.8/2.2

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: 15.7
 Market TSL: 21.25 hours

Stations: 22/22
 Diaries: 1041/364:1/60.4%
 Sample Target: 955
 % Below Line: 0.0
 % Not Listed: 10.4

1993 Revenue: \$12,000,000
 HH Inc.: \$28,834
 Retail \$: 3.6 Bil
 Pop per Station: 17,218
 #1 Biller: KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KDRK-F (C)	72/12.1	9.4	13.9	11.3	11.0	11.7		851/22.5	19.5	23.7	D	KDRK-F
2. KZZU-F (CHR)	57/ 9.6	11.3	10.0	8.9	8.8	10.0		848/22.4	23.6	23.2	C	KZZU-F
3. KKZX-F (CL AOR)	51/ 8.6	8.1	6.3	6.4	3.5	7.4		615/16.2	17.4	11.9	C	KKZX-F
4. KEYF-AF (O)	46/ 7.8	6.5	9.3	8.0	8.7	7.9		663/17.5	17.3	20.6	C	KEYF-AF
5. KISC-F (AC)	42/ 7.1	7.6	8.2	11.5	10.4	8.6		669/17.7	19.0	21.8	C	KISC-F
6. KEZE-F (AOR)	41/ 6.9	7.4	5.8	7.7	6.5	7.0		508/13.4	13.9	15.7	C	KEZE-F
7. KNFR-F (SAC)	34/ 5.7	5.1	3.9	3.8	2.7	4.6		507/13.4	10.7	10.1	A	KNFR-F
8. KJRB (T)	33/ 5.5	3.9	4.7	4.0	3.0	4.5		364/ 9.6	8.5	9.5	B	KJRB
9. KXLY-F (SAC)	31/ 5.2	4.5	4.2	5.7	5.8	4.9		426/11.2	11.9	14.5	B	KXLY-F
10. KAQQ (ST)	25/ 4.2	4.7	5.6	4.5	4.9	4.8		282/ 7.4	9.0	7.6	A	KAQQ
11. KGA (C)	20/ 3.4	3.2	2.8	3.7	4.1	3.3		349/ 9.2	9.6	10.3	A	KGA
KXLY (N/T)	20/ 3.4	5.4	5.3	5.6	7.1	4.9		447/11.8	14.9	15.4	B	KXLY
13. KCDA-F (C)	18/ 3.0	2.9	2.8	2.1	3.0	2.7		219/ 5.8	6.5	6.2	A	KCDA-F
14. KKCH-F (C)	13/ 2.2	1.7	0.7	1.7	1.6	1.6		262/ 6.9	4.9	3.3	A	KKCH-F
15. KNJY-F (EZ)	9/ 1.5	1.9	1.1	0.3	---	1.2		96/ 2.5	5.5	----	A	KNJY-F
16. KTSL-F (REL)	8/ 1.3	2.7	1.6	1.4	1.9	1.8		108/ 2.9	3.9	4.4	A	KTSL-F
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.99% (421 of 533) (WIN 93: 73.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>>1 KEZE-F	1 KDRK-F<	1 KKZX-F<	1 KDRK-F<	1 KDRK-F	1 KDRK-F	1 KDRK-F<	1 KDRK-F	1 KDRK-F>	1 KZZU-F>	1 KDRK-F
2 KEZE-F	2 KDRK-F<	2 KKZX-F	2 KDRK-F	2 KKZX-F	KEYF-AF>	2 KZZU-F<	2 KJRB <	2 KKZX-F<	2 KDRK-F	2 KZZU-F
3 KDRK-F	3 KZZU-F	3 KZZU-F	3 KEYF-AF	3 KEYF-AF	3 KXLY-F	3 KKZX-F>	3 KKZX-F	3 KEYF-AF<	3 KEZE-F	3 KISC-F
4	4 KKZX-F	KISC-F<	KISC-F>	4 KISC-F>	4 KAQQ-F	4 KEYF-AF<	4 KEYF-AF	4 KZZU-F	4 KISC-F	4 KKZX-F
5	5 KISC-F	5 KEZE-F<	5 KEZE-F	5 KEZE-F<	KJRB	5 KISC-F	5 KEZE-F<	5 KEZE-F	KXLY-F	5 KXLY-F
6	6	6 KEYF-AF	6 KZZU-F	6 KXLY-F<	6 KKZX-F	6	6 KISC-F<	6 KISC-F	6	6
7	7	7	7 KXLY-F	7 KZZU-F	7	7	7 KXLY-F<	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 KZZU-F	1 KZZU-F	1 KISC-F	1 KDRK-F	1 KDRK-F	1 KEZE-F	1 KEZE-F>	1 KKZX-F	1 KKZX-F>	1 KKZX-F>
2 KDRK-F	2 KDRK-F	2 KDRK-F	2 KZZU-F<	2 KISC-F	2 KDRK-F	2 KKZX-F	KEZE-F	2 KEZE-F<	2 KDRK-F<
3 KEZE-F	3 KISC-F	3 KZZU-F	3 KISC-F	3 KEYF-AF	3 KZZU-F	3 KDRK-F>	3 KDRK-F	3 KDRK-F	3 KEYF-AF<
4 KKZY-F	4 KEZE-F>	4 KEZE-F	4 KEYF-AF	4 KNFR-F	4 KKCH-F	4 KZZU-F	4 KISC-F	4 KEYF-AF<	4 KEZE-F
5	5 KKZX-F	5	5 KNFR-F	KZZU-F	KNFR-F	5 KISC-F	5 KJRB	5 KJRB	5 KJRB
6	KNFR-F	6	6 KKZX-F	6 KXLY-F	6	6 KJRB	6	6 KISC-F	6 KISC-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KSVY	1550	SPOKANE	0.5/1.7
KTRW	970	SPOKANE	0.7/2.8
KUDY	1280	SPOKANE	0.7/1.5
KVNI	1080	COEUR D' ALENE ID	0.3/2.3

SPOKANE

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	, Soft AC	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: 16.6
 Market TSL: 22.00 hours

Stations: 29/14
 Diaries: 1352/374:1/58.8%
 Sample Target: 1130
 % Below Line: 25.3
 % Not Listed: 14.7

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WHYN (FS)	84/10.6	6.3	8.3	8.4	9.0	8.3		1017/20.1	16.5	20.2	C	WHYN
2. WPKX-F (C)	83/ 9.9	12.3	10.5	9.9	10.3	10.7		916/18.1	20.6	16.6	D	WPKX-F
3. WAQY-F (AOR)	71/ 8.5	8.7	11.7	9.8	8.6	9.7		1186/23.4	23.4	24.0	D	WAQY-F
4. WHVN-F (AC)	67/ 8.0	7.3	9.1	7.5	9.0	8.0		1053/20.8	19.1	20.9	D	WHVN-F
5. WMAS-F (AC)	65/ 7.7	6.2	8.7	7.8	8.6	7.6		931/18.9	16.3	20.0	C	WMAS-F
6. WTIC-F (CHR)	57/ 6.8	6.4	5.4	6.6	5.8	6.3		1227/24.2	19.1	18.9		WTIC-F
7. WMAS (ST)	36/ 4.3	6.1	4.7	4.7	7.2	5.0		376/ 7.4	8.0	9.2	B	WMAS
8. WNNZ (T/N)	27/ 3.2	2.7	1.9	2.2	2.7	2.5		440/ 8.7	8.2	7.3	B	WNNZ
9. WRCH-F (SAC)	26/ 3.1	4.4	3.4	3.5	3.6	3.6		400/ 7.9	9.5	9.4		WRCH-F
10. WCCC-F (AOR)	25/ 3.0	2.9	2.4	3.6	2.6	3.0		463/ 9.2	10.6	9.9		WCCC-F
11. WRNX-F (AOR-P)	23/ 2.7	2.0	1.1	0.5	0.5	1.6		252/ 5.6	4.1	2.4		WRNX-F
12. WHMP (FS/EZ)	20/ 2.4	1.1	1.4	1.9	2.1	1.7		270/ 5.3	3.5	5.6		WHMP
13.												
14.												
15.												

12+ FM SHARE (METRO): 71.09% (509 of 716) (WIN 93: 70.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WHYN >	1 WHYN >	1 WHYN	1 WPKX-F	1 WTIC-F>	1 WHYN
2 WAQY-F>	2 WPKX-F	2 WPKX-F	2 WPKX-F<	WPKX-F	2 WHYN-F<	2 WAQY-F<	2 WPKX-F<	2 WAQY-F<	2 WPKX-F>	2 WAQY-F
3	3 WTIC-F	3 WHYN-F	3 WHYN-F	3 WHYN-F	3 WPKX-F	3 WPKX-F	3 WHYN-F<	3 WHYN	3 WMAS-F	WTIC
4	4 WMAS-F>	WMAS-F	4 WMAS-F	4 WMAS-F	4 WMAS	4 WHYN-F	4 WAQY-F<	4 WHYN-F	4 WAQY-F	4 WMAS-F
5	5 WCCC-F<	5 WTIC-F	5 WHYN	5 WHYN	5 WMAS-F	5 WMAS-F	5 WMAS-F	5 WMAS-F	5 WHYN-F	5
6	6 WHYN-F	6	6	6	6	6	6	WTIC-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 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 WMAS-F	2 WPKX-F<	WPKX-F	2 WPKX-F<	2 WHYN-F<		2 WAQY-F	2 WCCC-F	2 WCCC-F	2 WPKX-F>	2 WPKX-F
3 WPKX-F	3 WTIC-F	3 WAQY-F	3 WHYN-F<	3 WPKX-F>		3 WTIC-F	3 WPKX-F	3 WPKX-F	3 WCCC-F	3 WHYN <
4 WHYN-F	4 WAQY-F	4 WTIC-F	4 WTIC-F	4 WAQY-F		4	4 WAAF-F	4 WTIC-F	4 WHYN-F	4 WHYN-F
5 WAQY-F	5 WHYN-F	5 WHYN-F	5 WAQY-F	5 WTIC-F		5	5 WTIC-F	5 WHYN-F	5 WHYN	5 WCCC-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	0.8/	2.9	
WARE 1250	WARE	0.5/	1.7	
WHMP-F 99.3	NORTHAMPTON	1.0/	6.9	
WSPR 1270	SPRINGFIELD	0.6/	1.6	
WTTT 1430	AMHERST	0.5/	2.1	
WAAF-F 107.3	WORCESTER	2.4/	8.6	
WBZ 1030	BOSTON	0.4/	1.6	
WDRC-F 102.9	HARTFORD	2.1/	7.7	
WHCN-F 105.9	HARTFORD	0.6/	4.2	
WKSS-F 95.7	HARTFORD	1.7/	10.3	
WRSI-F 95.3	GREENFIELD	0.4/	1.6	
WRSR-F 96.1	WORCESTER	0.7/	3.1	
WTIC 1080	HARTFORD	1.7/	4.9	
WVNE 760	LEICEISTER	0.4/	0.8	
WWVZ-F 92.5	WATERBURY	0.7/	2.8	
WYSR-F 104.1	WATERBURY	0.7/	3.7	
WZMX-F 93.7	HARTFORD	0.7/	3.9	

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

***** 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	

SYRACUSE

Arbitron Rank/Pop (12+): 69/550,300
 MSA Rank/Pop: 71/751,000
 ADI # 68
 Average Person Ratings: 17.9
 Market TSL: 22.50 hours

Stations: 24/19
 Diaries: 1377/400:1/58.7%
 Sample Target: 1330
 % Below Line: 4.0
 % Not Listed: 16.0

1993 Revenue: \$17,600,000
 HH Inc.: \$33,677
 Retail \$: 5.6 Bil
 Pop per Station: 28,963
 #1 Biller: WYYY-F \$4,400,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WSYR (FS)	131/13.3	11.9	10.6	10.5	11.8	11.6		1459/26.5	24.1	24.7	E	WSYR
2. WAQX-F (AOR)	118/12.0	10.8	10.9	12.1	11.6	11.5		1453/26.4	24.5	25.9	D	WAQX-F
3. WNTQ-F (CHR)	100/10.2	9.0	10.9	11.6	10.4	10.4		1477/28.8	26.4	26.2	D	WNTQ-F
4. WYYY-F (AC)	99/10.1	9.9	10.3	10.5	8.2	10.2		1348/24.5	24.9	24.1	F	WYYY-F
5. WBBS-F (C)	62/ 6.3	6.5	7.2	4.2	3.4	6.1		676/12.3	14.1	14.7	C	WBBS-F
6. WSEN-F (O)	49/ 5.0	4.3	4.5	3.7	3.2	4.4		768/14.0	14.1	11.7	C	WSEN-F
7. WKRL-FF (AOR)	47/ 4.8	3.3	4.1	3.2	3.9	3.9		430/ 7.8	7.3	9.5	B	WKRL-FF
8. WFBL (ST)	38/ 3.9	3.5	7.1	4.4	2.9	4.7		363/ 6.6	6.5	6.8	A	WFBL
WHEN-F (C)	38/ 3.9	3.7	3.0	2.7	5.9	3.3		592/10.8	7.9	11.3	B	WHEN-F
10. WHEN (FS)	29/ 2.9	3.0	2.8	2.3	1.8	2.8		597/10.8	11.2	9.4		WHEN
11. WTKW-F (CL AOR)	19/ 1.9	1.6	1.9	3.1	3.7	2.1		368/ 6.7	5.0	8.1	A	WTKW-F
12. WSCP-F (?)	18/ 1.6	2.4	0.7	2.0	1.7	1.7		132/ 2.4	2.5	2.5		WSCP-F
13.												
14.												
15.												

12+ FM SHARE (METRO): 73.88% (611 of 827) (WIN 93: 75.43%)

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 WAQX-F	1 WAQX-F<	1 WYYY-F<	1 WSYR >>	1 WSYR >	1 WSYR <	1 WAQX-F	1 WAQX-F<	1 WSYR >>
2 WAQX-F	2 WNTQ-F<	2 WYYY-F	2 WYYY-F	2 WAQX-F	2 WYYY-F	2 WYYY-F<	2 WYYY-F	2 WSYR	2 WNTQ-F<	2 WAQX-F
3	3 WYYY-F	3 WNTQ-F>	3 WNTQ-F>	3 WNTQ-F	3 WFBL	3 WAQX-F	3 WNTQ-F	3 WNTQ-F<	3 WSYR >	3 WKRL-F
4	4 WKRL-FF>	4 WBBS-F	4 WSYR	4 WSYR	4 WSEN-F	4 WNTQ-F>>	4 WNTQ-F>	4 WYYY-F>	4 WKRL-FF<	4 WNTQ-F
5	5 WBBS-F	5 WKRL-FF	5 WBBS-F<	5 WSEN-F	5 WBBS-F	5	5 WSEN-F	5 WBBS-F	5 WBBS-F	5 WBBS-F
6	6	6 WSYR	6 WSEN-F	6 WBBS-F	6	6	6 WKRL-FF	6 WKRL-FF	6 WYYY-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 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 WAQX-F	2 WYYY-F	2 WNTQ-F	2 WNTQ-F>	2 WNT-F>	2 WKRL-FF	2 WKRL-FF>>	2 WKRL-FF	2 WKRL-FF	2 WSYR
3 WYYY-F	3 WAQX-F>>	3 WAQX-F	3 WAQX-F>	3 WAQX-F	3 WBBS-F	3 WNTQ-F	3 WNTQ-F	3 WYYY-F	3 WYYY-F
4 WBBS-F	4 WBBS-F	4 WSEN-F	4 WBBS-F	4 WSEN-F	4 WNTQ-F	4 WYYY-F	4 WYYY-F	4 WBBS-F	4 WBBS-F
5	5	5 WBBS-F	5 WSEN-F	5 WSYR	5 WYYY-F	5 WBBS-F	5 WSYR	5 WKRL-FF	5 WKRL-FF
6	6	6	6 WSYR	6 WBBS-F	6	6	6 WTKW-F	6	6
7	7	7	7	7	7	7	7	7	7 WSEN-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WGES-F 105.5	OSWEGO	0.6/2.1	
WMCR-F 106.3	ONEIDA	0.5/1.1	
WNDR 1260	SYRACUSE	0.8/2.9	
WOLF 1490	SYRACUSE	1.0/3.0	
WPCX-F 106.9	AUBURN	1.0/3.6	
WZOS-F 96.7	OSWEGO	0.3/0.7	
WFRG-F 104.3	UTICA	1.4/4.3	
WLZW-F 98.7	UTICA	0.7/3.3	
WOUR-F 96.9	UTICA	0.7/4.3	
WRCK-F 107.3	UTICA	0.7/2.4	
WRQI-F 95.1	S. BRISTOL	0.4/2.5	

SYRACUSE

RADIO STATIONS

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)	WTKW owner
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 (---)	(BRIDGEPORT)
WYYY-F, 94.5, 100 KW @ 649, AC		, \$ 92.00 (Katz)	NewCity

Miscellaneous: WTKW-F (Bridgeport) sold to owners of WKRL A/F for \$100,000 (D) . . .

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,869,400
 MSA Rank/Pop: 22/2,180,000
 ADI # 16
 Average Person Ratings: 17.1
 Market TSL: 23.00 hours

Stations: 25/23
 Diaries: 2477/755:1/56.5%
 Sample Target: 2085
 % Below Line: 5.0
 % Not Listed: 12.7

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WQYK-F (C)	308/ 9.7	10.5	10.2	11.3	14.5	10.4		3693/19.8	21.4	23.7	I	WQYK-F
2. WXTB-F (AOR)	243/ 7.6	7.4	6.3	5.5	5.5	6.7		2492/13.3	12.8	11.3	F	WXTB-F
3. WRBQ-F (C)	228/ 7.1	6.8	4.9	4.5	3.8	5.8		2910/15.6	17.9	14.7	D	WRBQ-F
4. WMTX-AF (AC)	193/ 6.1	5.8	6.8	6.7	6.8	6.4		2737/14.6	15.4	14.5	H	WMTX-AF
5. WFLZ-F (CHR)	190/ 6.0	6.1	6.7	7.6	6.3	6.6		3030/16.2	16.8	16.6	F	WFLZ-F
6. WGUL-AF (ST)	186/ 5.8	6.2	6.5	5.3	6.1	6.0		1661/ 8.9	9.2	9.9	C	WGUL-AF
7. WWRM-F (SAC)	184/ 5.8	5.3	6.0	7.9	6.6	6.3		2607/13.9	12.5	15.8	G	WWRM-F
WCOF-F (O)	184/ 5.8	4.7	1.0	---	---	3.8		2844/15.2	14.8	---	F	WCOF-F
9. WFLA (N/T)	176/ 5.5	6.5	6.3	7.7	6.1	6.5		2334/12.5	13.1	13.5	F	WFLA
10. WUSA-F (AC)	169/ 5.3	5.7	5.6	5.1	5.6	5.4		2185/11.7	13.2	13.8	G	WUSA-F
11. WDUV-F (EZ)	150/ 4.7	4.5	6.2	5.1	5.8	5.1		1762/ 9.4	10.8	11.5	E	WDUV-F
12. WYUU-F (O)	143/ 4.5	3.0	3.4	4.1	3.5	3.8		2033/10.9	9.6	10.6	E	WYUU-F
13. WHPT-F (AOR-P)	128/ 4.0	3.9	3.8	3.2	3.3	3.7		1888/10.1	9.7	9.3	F	WHPT-F
14. WSUN (T)	64/ 2.0	1.4	1.6	1.7	1.6	1.7		1034/ 5.5	4.3	4.2	C	WSUN
15. WRBQ (B)	48/ 1.5	2.6	1.8	1.6	1.7	1.9		653/ 3.5	4.7	4.0		WRBQ
16. WLWU-F (ST)	47/ 1.5	1.6	1.4	1.6	1.4	1.5		614/ 3.3	3.3	3.4		WLWU-F
17. WTMP (B)	46/ 1.4	1.0	0.7	0.7	0.9	1.0		492/ 2.6	2.8	2.3		WTMP
18. WFNS (SPRTS)	24/ 0.8	0.7	0.9	0.5	0.7	0.7		530/ 2.8	3.0	3.0		WFNS
19. WQYK (C)	23/ 0.7	0.4	0.7	0.9	0.8	0.7		459/ 2.5	2.4	2.2		WQYK
20. WHNZ (N/T)	16/ 0.5	0.6	0.9	0.8	0.9	0.7		492/ 2.6	3.0	4.1		WHNZ

12+ FM SHARE (METRO): 82.26% (2291 of 2785) (WIN 93: 82.38%)

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 WCOF-F<	1 WQYK-F	1 WQYK-F	1 WQYK-F>	1 WQYK-F>	1 WQYK-F>	1 WFLZ-F	1 WFLA
2 WXTB-F	2 WRBQ-F	2 WCOF-F<	2 WQYK-F	2 WCOF-F	2 WGUL-AF	2 WXTB-F<	2 WRBQ-F<	2 WRBQ-F	2 WXTB-F	2 WXTB-F<
3 WRBQ-F>	3 WFLZ-F<	3 WMTX-AF	3 WMTX-AF	3 WMTX-AF	3 WFLA	3 WMTX-AF	3 WXTB-F	3 WXTB-F	3 WRBQ-F	3 WQYK-F
4	4 WMTX-AF	WQYK-F<	4 WXTB-F<	4 WYUU-F<	4 WWRM-F	4 WFLA	WWRM-F	4 WMTX-AF<	4 WQYK-F>	4 WFLZ-F
5	5 WCOF-F	5 WRBQ-F	5 WHPT-F<	5 WTBQ-F<	5 WDUV-F	5 WUSA-F<	WFLA <	5 WFLZ-F	5 WDUV-F	5 WWRM-F<
6	6 WQYK-F	6 WHPT-F<	6 WRBQ-F	6 WXTB-F	6 WUSA-F	6 WRBQ-F	6 WMTX-AF<	6 WCOF-F	6	6 WMTX-F
7	7 WHPT-F	7 WFLZ-F	7 WYUU-F	7 WHPT-F<	7 WYUU-F	7 WWRM-F	7 WCOF-F	7 WWRM-F<	7	7 WRBQ-F
8	8	8 WUSA-F<	8 WUSA-F	8 WUSA-F	8	8	WCOF-F<	8 WFLA	8	8 WGUL-F
9	9	9 WYUU-F	9	9	9	9	9 WGUL-AF	9 WUSA-F	9	9
10	10	10	10	10	10	10	10 WFLZ-F	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 WFLZ-F	1 WMTX-AF<	1 WMTX-AF	1 WMTX-AF	1 WQYK-F<	1 WXTB-F	1 WXTB-F>>	1 WXTB-F	1 WXTB-F>	1 WCOF-F<
2 WRBQ-F	2 WRBQ-F<	2 WQYK-F	2 WQYK-F	2 WMTX-AF	2 WFLZ-F	2 WRBQ-F	2 WCOF-F	2 WCOF-F	2 WXTB-F<
3 WXTB-F	3 WFLZ-F	3 WCOF-F	3 WRBQ-F	3 WUSA-F<	3 WRBQ-F	3 WFLZ-F<	3 WHPT-F	3 WRBQ-F<	3 WQYK-F
WMTX-AF	4 WQYK-F	4 WRBQ-F	4 WUSA-F	4 WYUU-F	4 WMTX-AF	4 WCOF-F	4 WRBQ-F	4 WHPT-F<	4 WHPT-F
5 WUSA-F	5 WCOF-F	5 WHPT-F	5 WCOF-F<	5 WCOF-F	5	5	5 WQYK-F	5 WQYK-F	5 WRBQ-F
6	6 WUSA-F	6	6 WYUU-F	6 WWRM-F<	6	6 WMTX-AF<	6	6 WMTX-AF<	6 WYUU-F
7	7 WXTB-F	7	7 WFLZ-F	7 WRBQ-F	7	7 WQYK-F	7	7 WFLZ-F	7 WMTX-AF<
8	8 WHPT-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WDAE	1250	TAMPA	0.3/1.1	
WRXB	1590	ST. PETE BEACH	0.4/1.3	
WPCV-F	97.5	WINTER HAVEN	0.3/1.5	

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: Jacor's deal to acquire WGUL-AM was canceled. . . WDAE changes to Country Oldies (Apr) . . .

TOLEDO

Arbitron Rank/Pop (12+): 74/510,900
 MSA Rank/Pop: 82/624,000
 ADI # 64
 Average Person Ratings: 15.0
 Market TSL: 20.00 hours

Stations: 24/17
 Diaries: 1558/328:1/57.1%
 Sample Target: 1460
 % Below Line: 9.2
 % Not Listed: 15.4

1993 Revenue: \$16,200,000
 HH Inc.: \$31,209
 Retail \$: 5.1 Bil
 Pop per Station: 30,053
 #1 Biller: WKKO-AF \$3,200,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WKKO-F (C)	84/10.9	10.0	12.0	10.1	11.0	10.8		1139/22.3	21.6	21.5	E	WKKO-F
2. WVKS-F (CHR)	81/10.5	10.9	12.3	11.0	7.9	11.2		1381/27.0	24.3	26.3	D	WVKS-F
3. WSPD (FS)	65/ 8.5	7.8	7.2	7.1	8.6	7.7		954/18.7	18.6	18.6	C	WSPD
WIOT-F (AOR)	65/ 8.5	8.3	9.5	9.0	10.4	8.8		1086/21.3	21.0	24.1	D	WIOT-F
5. WWM-F (AC)	58/ 7.6	8.5	7.6	7.3	7.3	7.8		928/18.2	18.7	19.2	D	WWM-F
6. WLQR-F (SAC)	50/ 6.5	5.7	7.3	6.5	7.2	6.5		785/15.4	14.3	15.0	C	WLQR-F
7. WXKR-F (CL AOR)	42/ 5.5	4.0	6.2	7.5	6.2	5.8		706/13.8	13.3	15.1	B	WXKR-F
8. WRQN-F (O)	34/ 4.4	6.0	3.8	5.5	5.4	4.9		689/13.5	15.5	15.0	C	WRQN-F
9. WJR (FS)	26/ 3.4	3.7	4.1	5.3	4.5	4.1		538/10.5	13.1	12.0		WJR
10. WWM (N)	21/ 2.7	2.6	3.1	3.5	2.5	3.0		296/ 5.8	5.2	6.2	A	WWM
11. WCWA (ST)	19/ 2.5	2.1	0.9	---	0.6	1.4		293/ 5.7	6.8	4.3	A	WCWA
12. WJLB-F (B)	14/ 1.8	1.2	1.4	1.6	1.2	1.5		239/ 4.7	4.1	2.9		WJLB-F
13. WTWR-F (AC)	12/ 1.6	2.1	2.1	1.5	1.8	1.8		387/ 7.6	9.4	9.1		WTWR-F
14. WVOI (B)	11/ 1.4	1.1	2.3	0.7	2.5	1.4		128/ 2.5	3.1	6.7		WVOI

12+ FM SHARE (METRO): 74.76% (486 of 650) (WIN 93: 71.75%)

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 WVKS-F<	1 WKKO-F<	1 WKKO-F	1 WKKO-F<	1 WKKO-F<	1 WSPD <	1 WKKO-F<	1 WIOT-F	1 WRQN-F
2 WTWR-F	2 WVKS-F>	2 WIOT-F<	2 WWM-F<	2 WWM-F	2 WSPD >	2 WVKS-F	2 WKKO-F	2 WVKS-F<	2 WVKS-F	2 WKKO-F
WIOT-F	3 WWM-F	3 WKKO-F<	3 WVKS-F	3 WVKS-F	3 WLQR-F	3 WSPD >	3 WVKS-F	3 WIOT-F	3 WWM-F	3 WSPD
4	4 WKKO-F<	4 WWM-F	4 WIOT-F	4 WIOT-F	4 WWM-F	4 WIOT-F	4 WLQR-F	4 WWM-F	4 WKKO-F	4 WVKS-F
5	5 WXKR-F	5 WXKR-F	5 WXKR-F	5 WXKR-F	5 WRQN-F	5 WWM-F	5 WWM-F<	5 WLQR-F	5 WSPD	5 WJR
6	6	6	6 WLQR-F	6 WLQR-F	6	6	6 WIOT-F	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 WIOT-F	1 WVKS-F	1 WIOT-F	1 WKKO-F	1 WKKO-F>	1 WIOT-F	1 WIOT-F	1 WVKS-F	1 WIOT-F	1 WXKR-F<
2 WVKS-F	2 WIOT-F	2 WVKS-F	2 WVKS-F	2 WVKS-F<	2 WVKS-F	2 WVKS-F	2 WKKO-F	2 WXKR-F	2 WIOT-F<
3 WXKR-F	3 WKKO-F	3 WWM-F	3 WWM-F	3 WWM-F	3 WWM-F	3 WXKR-F	3 WWM-F	3 WVKS-F	3 WWM-F<
4 WKKO-F	4 WWM-F>	4 WXKR-F	4 WIOT-F	4 WLQR-F	4 WKKO-F	4 WWM-F	4 WIOT-F	4 WWM-F<	4 WKKO-F
5	5 WLQR-F	5 WSPD	5 WLQR-F	5 WRQN-F	5 WJLB-F	5 WKKO-F	5 WLQR-F	5 WKKO-F	5 WVKS-F
6	6 WXKR-F	6	6	6 WIOT-F	6	6	6	6 WSPD	6 WSPD

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WHMQ-F	107.7	N. BALTIMORE	0.7/1.4
WJZE-F	97.3	OAK HARBOR	1.0/2.8
WMTR-F	96.1	ARCHBOLD	0.9/2.4
WTOD	1560	TOLEDO	0.9/2.7
WYHK-F	95.7	GIBSONVILLE	1.3/6.1
WHYT-F	96.3	DETROIT	0.4/2.5
WRIF-F	101.1	DETROIT	0.5/2.1
CIMX-F	88.7	WINDSOR	1.2/3.3
CKLW	800	WINDSOR	0.5/1.8
CKWW	580	WINDSOR	1.4/3.5

TOLEDO

RADIO STATIONS

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	, \$15.00	(---)	(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)	ABS (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)	Noble
WWWM-F,	105.5,	2.7 KW @ 344	, AC	, \$51.00	(Banner)	Midwestern (SYLVANIA)
WXKR-F,	94.5,	30 KW @ 630	, Classic AOR	ABC, \$20.00	(MMR)	(PORT CLINTON)
WYHK-F,	95.7,	1.8 KW @ 433	, Country	, \$17.00	(Katz)	(GIBSONBURG)

Other Ranked Stations - See Detroit

Miscellaneous: WCWA, WIOT-F sold by Reams to Enterprise for \$7,000,000 (Blackburn) . . . WTOD, WKKO-F sold by Booth to Fritz for \$4,000,000 (E) . . .

TUCSON

Arbitron Rank/Pop (12+): 65/591,400
 MSA Rank/Pop: 74/715,000
 ADI # 79
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 26/22
 Diaries: 1333/444:1/58.7%
 Sample Target: 1185
 % Below Line: 4.6
 % Not Listed: 14.3

1993 Revenue: \$19,300,000
 HH Inc.: \$25,418
 Retail \$: 5.6 Bil
 Pop per Station: 26,882
 #1 Biller: KCUB/KIIM-F \$4,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KIIM-F (C)	176/17.7	19.1	20.1	19.2	17.9	19.0		1855/31.4	32.5	33.8	F	KIIM-F
2. KKLD-F (AC)	107/10.7	9.2	10.6	8.1	8.0	9.7		1321/22.3	20.1	17.2	D	KKLD-F
3. KLPX-F (AOR)	105/10.5	8.0	8.0	9.3	7.8	9.0		1293/21.9	20.4	18.7	D	KLPX-F
4. KNST (N/T)	69/ 6.9	8.2	6.5	5.7	6.0	6.8		955/16.1	17.3	16.9	D	KNST
5. KRQQ-F (CHR)	64/ 6.4	6.7	7.0	7.4	7.9	6.9		1304/22.0	20.0	26.7	D	KRQQ-F
6. KWFM-F (O)	57/ 5.7	7.0	7.9	6.3	7.6	6.7		1143/19.3	19.7	20.5	D	KWFM-F
7. KGVY (ST)	51/ 5.1	6.0	3.7	5.5	6.4	5.1		386/ 6.5	6.0	6.2		KGVY
8. KCUB-AF (C)	36/ 3.6	2.9	1.7	2.4	0.9	2.7		535/ 9.0	8.5	4.3		KCUB-AF
9. KJYK (CHR)	28/ 2.8	3.0	3.2	2.7	1.4	2.9		451/ 7.6	6.5	5.8		KJYK
10. KZLZ-F (SP)	23/ 2.3	1.1	0.5	---	---	1.0		199/ 3.4	2.2	----		KZLZ-F
11. KQTL (SP)	16/ 1.6	1.2	2.0	1.5	1.6	1.6		182/ 3.1	2.9	3.0		KQTL
KEKO-F (AOR-P)	16/ 1.6	1.7	1.7	1.7	2.7	1.7		363/ 6.1	7.2	9.0		KEKO-F
13. KTZR (SP)	15/ 1.5	2.1	1.4	1.8	2.8	1.7		215/ 3.6	3.1	4.5		KTZR
14. KXEW-F (SP)	14/ 1.4	1.7	1.4	2.7	2.3	1.8		202/ 3.4	3.9	4.1		KXEW
15. KOHT-F (SP)	10/ 1.0	2.5	2.2	2.4	2.4	2.0		293/ 5.0	5.6	5.8		KOHT-F

12+ FM SHARE (METRO): 68.62% (586 of 854) (WIN 93: 67.52%)

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 KLPX-F	1 KIIM-F>>
2 KJYK >>	2 KIIM-F>>	2 KLPX-F	2 KKLD-F<	2 KKLD-F>	2 KKLD-F<	2 KLPX-F<	2 KKLD-F<	2 KKLD-F<	2 KIIM-F	2 KKLD-F<
3 KIIM-F	3 KKLD-F	3 KKLD-F>	3 KLPX-F>	3 KLPX-F>	3 KNST	3 KKLD-F>	3 KNST <	3 KLPX-F>	3 KRQQ-F	3 KWFM-F
4 KLPX-F	4 KRQQ-F>	4 KRQQ-F<	4 KWFM-F>	4 KWFM-F	4 KGVY	4 KRQQ-F	4 KLPX-F>	4 KRQQ-F	4 KKLD-F	4 KLPX-F
5	5	5 KWFM-F	5 KRQQ-F	5 KNST	5 KWFM-F	5 KNST	5 KWFM-F	5 KWFM-F<	5 KJYK	5
6	6	6	KNST	6 KRQQ-F	6 KCUB-AF	6	6 KRQQ-F	6 KNST	6 KWFM-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 KIIM-F	1 KIIM-F>	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KLPX-F	1 KLPX-F>>	1 KLPX-F	1 KLPX-F<	1 KIIM-F>
2 KLPX-F	2 KKLD-F<	2 KKLD-F	2 KKLD-F>	2 KKLD-F>	2 KRQQ-F	2 KIIM-F>>	2 KIIM-F	2 KIIM-F>>	2 KLPX-F>
3 KRQQ-F	3 KLPX-F	3 KLPX-F	3 KLPX-F	3 KWFM-F	KIIM-F	3 KRQQ-F	3 KNST	3 KKLD-F	3 KNST <
4 KKLD-F	4 KRQQ-F>	4 KRQQ-F	KRQQ-F	4 KRQQ-F	4 KKLD-F	4 KKLD-F	4 KKLD-F	4 KNST-F	4 KKLD-F<
5 KZLZ-F	5	5 KZLZ-F	5 KWFM-F	5 KLPX-F	5	5 KNST	KRQQ-F	KWFM-F	5 KWFM-F
6	6	6 KTZR	6	6	6	6	6	6 KRQQ-F	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCDI-F	97.5	ORO VALLEY	0.6/2.5	
KCEE	940	TUCSON	0.8/3.1	
KGMS-F	97.1	GREEN VALLEY	0.4/1.3	
KSAZ	580	TUCSON	0.8/1.4	
KTKT	990	TUCSON	0.5/3.5	
KTUC	1400	TUCSON	0.9/4.8	
KVOI	690	TUCSON	0.4/1.4	
KOY	550	PHOENIX	0.7/2.3	
KUPD-F	97.9	PHOENIX	0.7/2.6	
KZRX-F	100.3	GLOBE	0.9/2.3	

TUCSON

RADIO STATIONS

AM STATIONS

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)		
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: KRKN-F changes to KCDI-F (Feb) . . . KWFM-AM changes back to KCEE (Feb) . . . KJYK, KKLD-F sold to Apogee for \$5,300,000 (Kali) . . .

TULSA

Arbitron Rank/Pop (12+): 63/633,300
 MSA Rank/Pop: 72/738,000
 ADI # 59
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 21/20
 Diaries: 1386/457:1/56.1%
 Sample Target: 1290
 % Below Line: 0.4
 % Not Listed: 10.7

1993 Revenue: \$23,100,000
 HH Inc.: \$27,891
 Retail \$: 5.4 Bil
 Pop per Station: 31,665
 #1 Biller: KWEN-F \$4,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KWEN-F (C)	144/14.1	12.7	14.7	16.2	16.2	14.4		1902/30.0	25.5	29.5	F	KWEN-F
2. KRMG (FS)	105/10.3	10.0	10.0	12.9	12.0	10.8		1427/22.5	21.1	24.6	E	KRMG
3. KMOD-F (AOR)	80/ 7.8	8.2	5.8	6.9	7.1	7.2		1133/17.9	20.5	17.9	D	KMOD-F
4. KBEZ-F (SAC)	73/ 7.1	7.0	9.5	6.4	8.7	7.5		1000/15.8	15.9	18.2	C	KBEZ-F
5. KHTT-F (CHR)	65/ 6.4	5.0	5.0	3.5	3.5	5.0		899/14.2	14.2	12.1	C	KHTT-F
6. KMYZ-F (CHR)	56/ 5.5	6.5	6.7	6.0	5.8	6.2		1106/17.5	19.6	18.9	D	KMYZ-F
7. KVOO (C)	47/ 4.6	5.3	4.5	5.3	5.2	4.9		551/ 8.7	9.2	9.9	E	KVOO
8. KRAV-F (AC)	46/ 4.5	5.2	5.2	4.5	5.7	4.9		797/12.6	11.3	14.0	C	KRAV-F
9. KVOO-F (C)	42/ 4.1	5.1	4.9	4.3	3.5	4.6		746/11.8	11.4	9.9		KVOO-F
10. KQLL-F (O)	41/ 4.0	4.8	4.3	4.3	2.8	4.4		822/13.0	14.2	10.5	C	KQLL-F
11. KCKI-F (C)	36/ 3.5	2.1	3.2	3.0	1.0	3.0		676/10.7	8.1	5.2	B	KCKI-F
12. KTOW-F (B)	33/ 3.2	2.0	1.8	2.5	3.6	2.4		337/ 5.3	5.2	6.8	A	KTOW-F
13. KGTO (ST)	30/ 2.9	3.9	2.6	2.3	1.5	2.9		246/ 3.9	4.8	3.1	A	KGTO
14. KTFX-F (C)	26/ 2.6	3.2	3.0	2.7	3.3	2.9		523/ 8.3	9.2	10.1	B	KTFX-F
KTHK-F (CL/AOR)	26/ 2.6	1.8	3.0	3.7	2.9	2.8		554/ 8.7	7.7	10.4	B	KTHK-F
16. KCMA-F (CL)	22/ 2.2	2.4	2.0	2.0	2.1	2.2		396/ 6.3	5.4	6.3	B	KCMA-F
17. KXOJ-F (REL)	20/ 2.0	1.4	1.5	1.2	1.6	1.5		329/ 5.2	4.2	4.5		KXOJ-F
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.32% (725 of 914) (WIN 93: 76.89%)

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 KWEN-F	1 KRMG
2 KWEN-F<	2 KWEN-F	2 KMOD-F	2 KMOD-F	2 KMOD-F<	2 KWEN-F>	2 KRMG >	2 KRMG >	2 KRMG	2 KHTT-F	KWEN-F>
3 KMYZ-F	3 KHTT-F<	3 KRMG	3 KRMG	3 KRMG	3 KBEZ-F	3 KMOD-F>	3 KBEZ-F<	3 KBEZ-F	3 KMYZ-F	3 KVOO
KTOW-F	4 KMYZ-F>	4 KHTT-F	4 KBEZ-F	4 KBEZ-F	4 KVOO >	4 KBEZ-F	4 KMOD-F>	4 KMOD-F	4 KCKI-F	4 KVOO-F
5	5 KRAV-F	KMYZ-F	5 KQLL-F<	5 KQLL-F	5	5 KMYZ-F	5 KRAV-F	5 KHTT-F	5 KRMG	5 KTOW-F
6	6 KCKI-F	6 KBEZ-F	6 KMYZ-F	6 KRAV-F<	6	6 KVOO	6 KVOO	6 KRAV-F	6 KTOW-F	6
7	7	7	7 KRAV-F	7 KMYZ-F	7	KVOO-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 KHTT-F	1 KWEN-F	1 KWEN-F	1 KWEN-F>>	1 KWEN-F>	1 KHTT-F	1 KMOD-F>	1 KMOD-F	1 KMOD-F	1 KMOD-F<
2 KWEN-F	2 KHTT-F	2 KRAV-F	2 KBEZ-F<	2 KBEZ-F>	2 KMOD-F	2 KMYZ-F<	2 KWEN-F	2 KWEN-F>	2 KWEN-F
3 KRAV-F	3 KRAV-F	3 KHTT-F	3 KRAV-F<	3 KRAV-F<	3 KMYZ-F	3 KWEN-F	3 KMYZ-F	3 KRMG	3 KRMG-F>
KCKI-F	4 KMYZ-F	4 KMYZ-F	4 KHTT-F>	4 KRMG >	4 KWEN-F	4 KHTT-F	4 KRMG-F	4 KMYZ-F	4 KQLL-F
5 KMYZ-F	5 KMOD-F	5 KMOD-F	5 KRMG	5 KHTT-F	5 KCKI-F	5 KRMG	5 KXOJ-F	5 KHTT-F<	5 KMYZ-F
6	6 KCKI-F	6	6 KMYZ-F	KMOD-F	6	6 KCKI-F	KCKI-F	6 KQLL-F	6
7	7	7	7 KMOD-F	KMYZ-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KCFO 970 TULSA	0.7/2.5		
KHJM-F 100.3 TAFT	1.1/1.7		
KRXO-F 107.7 OKLAHOMA CITY	0.4/1.8		

TULSA

RADIO STATIONS

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 (---)	Swanson	(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

Stations: 35/30

1993 Revenue: \$164,100,000

MSA Rank/Pop: 5/4,450,000

Diaries: 3519/ 981:1/55.7%

HH Inc.: \$48,100

ADI # 7

Sample Target: 3085

Retail \$: 38.9 Bil

Average Person Ratings: 17.0

% Below Line: 2.6

Pop per Station: 115,033

Market TSL: 22.25 hours

% Not Listed: 14.0

#1 Biller: WMZQ-AF \$15,800,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WPGC-F (CHR/U)	535/ 9.1	10.1	10.7	9.4	8.6	9.8		7109/20.6	19.7	20.6	I	WPGC-F
2. WMZQ-AF (C)	367/ 6.2	5.9	6.6	7.2	6.7	6.5		5123/14.8	13.6	14.6	J	WMZQ-AF
3. WGAY-F (SAL/EZ)	307/ 5.2	4.4	3.7	4.7	4.3	4.5		4304/12.5	11.7	10.6	H	WGAY-F
4. WMAL (FS/T)	280/ 4.8	4.8	4.0	4.0	5.3	4.4		4444/12.9	12.0	11.8	H	WMAL
5. WHUR-F (B/AC)	277/ 4.7	4.5	3.9	3.6	3.4	4.2		4211/12.2	13.2	12.8	F	WHUR-F
6. WJFK-F (T/CLAOR)	258/ 4.4	4.5	3.5	4.2	4.0	4.2		3514/10.2	10.6	10.1	I	WJFK-F
7. WRQX-F (AC/CHR)	252/ 4.3	5.1	4.1	5.0	5.3	4.6		4950/14.3	14.5	14.7	I	WRQX-F
8. WGMS-F (CL)	236/ 4.0	3.1	2.3	3.2	3.3	3.2		2924/ 8.5	8.1	8.1	G	WGMS-F
9. WKYS-F (B)	235/ 4.0	4.4	4.9	4.7	4.1	4.5		4659/13.5	12.6	12.9	I	WKYS-F
10. WASH-F (AC)	217/ 3.7	2.4	3.1	2.7	2.8	3.0		3814/11.1	11.0	9.6	H	WASH-F
11. WHFS-F (AOR-P)	216/ 3.7	3.7	2.7	2.6	2.9	3.2		3501/10.1	9.0	9.1	F	WHFS-F
12. WMMJ-F (B/AC)	215/ 3.7	4.1	4.0	4.2	3.5	4.0		3204/ 9.3	7.5	7.6	G	WMMJ-F
13. WTOP (N)	202/ 3.4	2.5	3.8	3.5	3.2	3.3		5069/14.7	12.5	13.1	I	WTOP
14. WBIG-F (O)	160/ 2.7	4.2	3.7	2.4	3.0	3.3		3360/ 9.7	11.0	7.3	C	WBIG-F
15. WWDC-F (AOR)	151/ 2.6	3.1	3.3	3.9	3.4	3.2		3630/10.5	11.9	13.1	H	WWDC-F
16. WOL (B/T)	147/ 2.5	1.0	2.0	1.2	1.5	1.7		1046/ 3.0	2.3	3.3	D	WOL
17. WXTR-F (O)	119/ 2.0	2.2	2.5	3.4	3.2	2.5		2854/ 8.3	8.5	9.4	H	WXTR-F
18. WARW-F (O)	118/ 2.0	2.2	2.0	2.2	2.8	2.1		3191/ 9.2	8.1	9.6	G	WARW-F
19. WCXR-F (CL AOR)	112/ 1.9	1.9	2.5	2.6	2.1	2.2		2921/ 8.5	8.4	8.5	H	WCXR-F
20. WWRC (T)	79/ 1.3	1.1	1.1	1.6	1.9	1.3		1521/ 4.4	4.3	5.2		WWRC
21. WAVA-F (REL)	68/ 1.2	0.9	1.0	0.9	1.0	1.0		1144/ 3.3	3.5	3.4		WAVA-F
WTEM (SPRST)	68/ 1.2	1.0	1.0	0.7	1.0	1.0		1645/ 4.8	5.8	4.1	H	WTEM
23. WYCB (G)	65/ 1.1	1.4	1.7	1.8	1.9	1.5		1051/ 3.0	2.6	3.5		WYCB
24.												
25.												

12+ FM SHARE (METRO): 80.96% (4096 of 5059) (WIN 93: 79.42%)

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 WPGC-F<	1 WMZQ-AF	1 WMZQ-AF<	1 WPGC-F>	1 WPGC-F	1 WPGC-F>	1 WPGC-F>	1 WPGC-F
2	2 WJFK-F	2 WJFK-F	2 WJFK-F<	2 WPGC-F	2 WGAY-F	2 WMAL	2 WMZQ-AF<	2 WMZQ-AF	2 WHUR-F>	2 WHUR-F<
3	3 WHFS-F	3 WHUR-F	3 WHUR-F	3 WHUR-F<	3 WHUR-F<	3 WMAL	3 WMZQ-AF	3 WGAY-F<	3 WJFK-F	3 WHFS-F
4	4 WRQX-F	4 WMZQ-AF	4 WMZQ-AF<	4 WJFK-F	4 WGMS-F	4 WTOP <	4 WMAL	4 WGAY-F	4 WMZQ-AF<	4 WMZQ-F
5	5 WKYS-F<	5 WRQX-F	5 WRQX-F	5 WGAY-F	5 WMMJ-F	5 WRQX-F<	5 WJFK-F	5 WRQX-F<	5 WGAY-F<	5 WMMJ-F
6	6 WHUR-F	6 WHFS-F	6 WGAY-F<	6 WRQX-F	6 WTOP	6 WJFK-F	6 WGMS-F<	6 WGMS-F	6 WASH-F	6 WKYS-F
7	7 WMZQ-AF	7 WKYS-F	7 WMMJ-F	7 WMMJ-F	7 WHUR-F	7 WGAY-F	7 WRQX-F<	7 WHFS-F	7 WKYS-F<	7 WGAY-F
8	8 WASH-F	8	8	8	8	8 WKYS-F	8 WKYS-F	8 WHUR-F	8 WMMJ-F	8
9	9	9	9	9	9	9	9	9 WKYS-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 WPGC-F	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WPGC-F>	1 WJFK-F	1 WPGC-F<	1 WJFK-F
2 WKYS-F	2 WRQX-F<	2 WHUR-F	2 WRQX-F	2 WGAY-F	2 WHFS-F	2 WJFK-F	2 WPGC-F	2 WJFK-F	2 WMZQ-AF>
3 WHFS-F	3 WKYS-F	3 WRQX-F	3 WHUR-F	3 WHUR-F	3 WJFK-F	3 WHFS-F>	3 WHFS-F	3 WMZQ-AF	3 WHUR-F<
4 WRQX-F	4 WHUR-F	4 WKYS-F	4 WKYS-F<	4 WRQX-F<	4 WIYY-F	4 WMZQ-AF	4 WMZQ-AF	4 WHFS-F	4 WPGC-F
5 WASH-F	5 WHFS-F	5 WMZQ-AF	5 WGAY-F<	5 WMZQ-AF	5 WASH-F	5 WHUR-F	5 WHUR-F	5 WHUR-F	5 WMMJ-F
6 WWDC-F	6 WASH-F	6 WGAY-F	6 WASH-F<	6 WKYS-F<	6 WKYS-F	6 WWDC-F	6 WWDC-F	6 WMMJ-F	6 WMAL
7 WHUR-F	7 WMZQ-AF	7 WASH-F	7 WMZQ-AF	7 WASH-F	7 WMZQ-AF	7 WKYS-F	7 WRQX-F	7 WMDC-F	7 WHFS-F
8	8	8 WJFK-F	8	8	8	8 WRQX-F	8 WCXR-F	8	8
9	9	9 WHFS-F	9	9	9	9 WASH-F	9	9	9

WASHINGTON

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

WAFY-F	103.1	MIDDLETOWN, MD	0.4/0.6
WFRE-F	99.9	FREDERICK	1.0/2.3
WILC	900	LAUREL	0.6/1.2
WMDO	1540	WHEATON	0.6/1.1
WRCV-F	107.7	WARRENTON, VA	0.4/1.6
WWDC	1260	WASHINGTON	0.8/2.0
WBQB-F	101.5	FREDERICKSBURG, VA	0.3/1.2
WFLS-F	93.3	FREDERICKSBURG, VA	0.6/2.1
WINC-F	92.5	WINCHESTER, VA	0.5/2.1
WIYY-F	97.9	BALTIMORE	0.9/3.5
WRBS-F	95.1	BALTIMORE	0.3/0.8

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: 16.7
 Market TSL: 22.00 hours

Stations: 37/17
 Diaries: 1856/447:1/59.9%
 Sample Target: 1440
 % Below Line: 29.8
 % Not Listed: 10.9

1993 Revenue: \$28,500,000
 HH Inc.: \$33,414
 Retail \$: 10.9 Bil
 Pop per Station: 48,782
 #1 Biller: WRMF-F \$7,900,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WRMF-F (AC)	122/ 8.8	7.7	8.4	12.9	9.0	9.5		1494/18.0	16.3	17.9	H	WRMF-F
2. WIRK-F (C)	109/ 7.9	9.2	7.0	7.7	6.2	8.0		1380/16.6	15.7	11.9	F	WIRK-F
3. WRLX-F (E2)	101/ 7.3	6.1	6.0	7.0	6.2	6.6		1075/13.0	11.7	11.7	C	WRLX-F
4. WEAT-F (SAC)	99/ 7.2	7.4	8.2	6.9	7.8	7.4		1514/18.3	16.9	17.4	G	WEAT-F
5. WJNO (N/T)	77/ 5.6	6.3	5.8	5.6	7.7	5.8		1121/13.5	13.5	13.8	G	WJNO
WKGR-F (CL AOR)	77/ 5.6	5.0	5.3	5.2	5.0	5.3		1142/13.8	12.7	13.0	G	WKGR-F
7. WOJV-F (CHR)	62/ 4.5	4.1	4.2	2.7	3.9	3.9		1196/14.4	12.2	12.2	D	WOJV-F
8. WZZR-F (AOR)	47/ 3.4	1.5	2.4	1.8	2.4	2.3		546/ 6.6	5.1	5.5		WZZR-F
9. WEDR-F (B)	36/ 2.6	3.0	2.0	2.5	3.4	2.5		543/ 6.5	7.0	8.2		WEDR-F
10. WOLL-F (O)	35/ 2.5	4.3	3.3	3.1	2.5	3.3		707/ 8.5	10.8	8.5	C	WOLL-F
11. WBZT (N/T)	35/ 2.5	2.3	2.3	1.8	1.8	2.2		588/ 7.1	6.1	4.7	A	WBZT
12. WHQT-F (B)	27/ 2.0	1.9	1.5	1.5	1.7	1.7		489/ 5.9	5.3	6.5		WHQT-F
13. WZTA-F (CL AOR)	27/ 2.0	1.6	2.3	0.9	1.4	1.7		604/ 7.3	7.3	5.4		WZTA-F
14. WSHE-F (AOR)	26/ 1.9	1.2	2.3	1.4	2.4	1.7		694/ 8.4	6.6	7.4		WSHE-F
15. WMXJ-F (O)	25/ 1.8	1.9	1.4	1.2	0.7	1.6		451/ 5.4	5.1	2.7		WMXJ-F
16. WDBF (ST)	23/ 1.7	1.9	2.6	2.3	1.2	2.1		318/ 3.8	3.6	3.9	A	WDBF
17.												
18.												
19.												
20.												

12+ FM SHARE (METRO): 79.69% (981 of 1231) (WIN 93: 75.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOJV-F>>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRLX-F	1 WRMF-F<	1 WRMF-F	1 WRMF-F	1 WOJV-F<	1 WJNO
2 WEDR-F>	2 WIRK-F	2 WKGR-F<	2 WKGR-F<	2 WIRK-F<	2 WEAT-F	2 WJNO	2 WRLX-F<	2 WIRK-F<	2 WEAT-F	2 WRLX-F
3 WPOW-F	3 WKGR-F<	3 WIRK-F>	3 WIRK-F>	3 WKGR-F	3 WRMF-F<	3 WEAT-F	3 WIRK-F<	3 WRLX-F	3 WIRK-F	3 WBZT-F
4	4 WZZR-F	4 WEAT-F	4 WEAT-F	4 WEAT-F	4 WJNO	WIRK-F	4 WEAT-F	4 WEAT-F	4 WRLX-F<	4 WIRK-F
5	5 WOJV-F>	5 WZZR-F	5 WZZR-F	5 WZZR-F>	5 WIRK-F	5 WRLX-F	5 WKGR-F	5 WKGR-F	5 WEDR-F	5 WRMF-F
6	6	6 WOJV-F	6	6 WOJV-F	6	6 WKGR-F<	6 WJNO <	6 WOJV-F	6 WKGR-F	6 WKGR-F
7	7	7	7	7	7	7 WOJV-F	7 WBZT	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 WOJV-F	1 WRMF-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>		1 WKGR-F	1 WZZR-F	1 WZZR-F	1 WKGR-F	1 WKGR-F
WRMF-F	2 WIRK-F	2 WIRK-F	2 WEAT-F	2 WEAT-F		WOJV-F	2 WKGR-F<	2 WIRK-F	2 WRMF-F<	2 WRMF-F<
3 WPOW-F	3 WOJV-F	3 WKGR-F	3 WIRK-F	3 WIRK-F>		WSHE-F	3 WIRK-F	3 WKGR-F	3 WIRK-F<	3 WIRK-F
WEDR-F	4 WKGR-F	4 WEAT-F	4 WKGR-F	4 WKGR-F		4 WZZR-F	4 WOJV-F	4 WRMF-F	4 WZZR-F>	4 WZZR-F>
WIRK-F	5 WEAT-F	5 WOJV-F	5 WOJV-F	5 WOJV-F		5 WZTA-F	5 WRMF-F	5 WOJV-F	5 WOJV-F<	5
6	6	6	6	6		WKIS-F	6 WSHE-F	6	6 WZTA-F	6
7	7	7	7	7		WLYF-F	7	7	7	7
						WIRK-F				

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

WEAT	850	W. PALM BEACH	1.2/3.4
WPBR	1340	PALM BEACH	0.7/2.5
WPOM	1600	RIVIERA BEACH	1.3/2.9
WSBR	740	BOCA RATON	0.6/3.1
WSWN	900	BELLE GLADE	0.6/1.6
WTRU-F	99.5	JUPITER	0.4/1.4
WYFX	1040	BOYNTON BEACH	1.1/3.2
WHLG-F	102.3	STUART	0.7/0.7

SEE MIAMI FOR MORE ABOUT THE FOLLOWING STATIONS:

WAXY-F	1.0/3.6	WKIS-F	1.7/7.1	WQBA-F	0.4/1.2
WFLC-F	1.4/4.7	WLVE-F	1.3/4.8	WTMI-F	1.5/4.7
WHYI-F	1.3/5.9	WLYF-F	1.7/5.3	WTPX-F	0.5/2.1
WINZ	0.7/3.2	WPOW-F	1.7/8.0		
WIOD	1.4/3.9	WQAM	0.9/3.1		

WEST PALM BEACH

RADIO STATIONS

WBZT, 1290, 5 KW (DA-N)	, Talk	ABC, SUN, \$ 20.00 (D&R)	Price	
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)	Price	
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	
WQV-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)		
WRMF-F, 97.9, 100 KW @ 1348,	AC	, \$ 176.00 (---)	Fairbanks	

Other Ranked Stations - See Miami

Miscellaneous: WRLX-F sold to Fairbanks for \$5,500,000 (D) (Hepburn) . . .

WICHITA

Arbitron Rank/Pop (12+): 88/410,500
 MSA Rank/Pop: 101/481,000
 ADI # 61
 Average Person Ratings: 14.9
 Market TSL: 20.25 hours

Stations: 18/18
 Diaries: 1083/379:1/61.6%
 Sample Target: 1005
 % Below Line: 0.0
 % Not Listed: 11.3

1993 Revenue: \$17,300,000
 HH Inc.: \$34,742
 Retail \$: 4.3 Bil
 Pop per Station: 22,806
 #1 Biller: KFDI-AF \$5,600,000

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. KKRD-F (CHR)	75/12.3	11.3	10.4	8.8	12.2	10.7		1047/25.5	25.4	25.5	C	KKRD-F
2. KFDI-F (C)	73/12.0	11.9	9.1	11.8	13.7	11.2		919/22.4	22.0	26.4	G	KFDI-F
3. KZSN-AF (C)	64/10.5	13.1	12.3	14.7	13.9	12.7		898/21.9	27.3	25.1	D	KZSN-AF
4. KICT-F (AOR)	45/ 7.4	7.5	7.1	8.3	5.6	7.6		574/14.0	14.8	13.4	C	KICT-F
5. KFDI (C/FS)	40/ 6.6	5.7	6.4	5.9	6.3	6.2		438/10.7	11.6	12.0		KFDI
6. KXLK-F (AC)	37/ 6.1	3.6	5.4	4.9	2.1	5.0		576/14.0	10.8	9.4	B	KXLK-F
7. KRZZ-F (CL/AOR)	36/ 5.9	4.4	6.8	5.9	5.4	5.8		555/13.5	13.4	12.9	C	KRZZ-F
KEYN-F (O)	36/ 5.9	5.0	5.3	3.7	3.9	5.0		656/16.0	13.3	9.9	B	KEYN-F
9. KRBB-F (AC)	30/ 4.9	6.3	6.4	9.1	9.0	6.7		586/14.3	16.1	17.6	C	KRBB-F
10. KNSS (N/T)	29/ 4.8	6.9	4.5	4.8	6.6	5.3		491/12.0	14.3	12.0	C	KNSS
11. KOEZ-F (EZ/SAC)	20/ 3.3	3.5	5.3	4.8	3.3	4.2		349/ 8.5	8.5	8.2	A	KOEZ-F
12. KYQQ-F (C)	18/ 3.0	3.9	3.1	1.9	1.6	3.0		320/ 7.8	10.6	6.6	A	KYQQ-F
13. KTLI-F (REL)	15/ 2.5	1.8	2.6	3.0	2.5	2.5		267/ 6.5	5.8	5.0	A	KTLI-F
14. KFHM (T)	11/ 1.8	1.8	1.0	1.9	1.3	1.6		282/ 6.9	6.1	5.4	A	KFH
15. KQAM (ST)	6/ 1.0	0.6	1.0	1.1	2.5	0.9		170/ 4.1	6.0	5.3		KQAM

12+ FM SHARE (METRO): 83.18% (450 of 541) (WIN 93: 79.46%)

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-AF<	1 KKRD-F	1 KZSN-AF<	1 KFDI-F>	1 KFDI-F>	1 KFDI-F	1 KKRD-F<	1 KKRD-F>	1 KFDI-F>>
2 KZSN-AF	2 KZSN-AF<	2 KKRD-F	2 KZSN-AF	2 KFDI-F<	2 KFDI	2 KKRD-F	2 KZSN-AF<	2 KZSN-AF<	2 KZSN-AF>	2 KRZZ-F
KICT-F	3 KKRD-F	3 KFHM	3 KXLK-F	3 KKRD-F<	3 KZSN-AF<	3 KZSN-AF<	3 KKRD-F	3 KFDI-F>	3 KFDI-F	3 KNSS
4	4 KRZZ-F<	4 KRZZ-F	4 KFDI-F<	4 KEYN-F	4 KEYN-F	4 KFDI	4 KICT-F<	4 KICT-F	4 KICT-F	4 KFDI
5	5 KXLK-F	5 KXLK-F	5 KRZZ-F	5 KXLK-F<	5 KNSS	5 KICT-F	5 KNSS	5 KEYN-F	5	5
6	6 KFDI-F	6 KFDI-F	6 KEYN-F	6 KRZZ-F	6	6	6 KXLK-F<	6 KRZZ-F	6	6
7	7	7	7 KRBB-F	7 KRBB-F	7	7	7	7 KXLK-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 KKRD-F	1 KKRD-F	1 KXLK-F	1 KKRD-F	1 KKRD-F<	1 KICT-F	1 KICT-F>	1 KRZZ-F	1 KICT-F<	1 KRZZ-F<
2 KZSN-AF	2 KXLK-F<	2 KKRD-F	2 KZSN-AF<	2 KXLK-F	2 KZSN-AF	2 KRZZ-F<	2 KICT-F	2 KZSN-AF<	2 KZSN-AF<
3 KYQQ-F	3 KZSN-AF>	3 KZSN-AF	3 KXLK-F	3 KFDI-F<	3 KYQQ-F	3 KZSN-AF>	3 KZSN-AF	3 KRZZ-F	3 KEYN-F
KICT-F	4 KICT-F	4 KFDI-F	4 KFDI-F	4 KZSN-AF	4 KKRD-F	4 KKRD-F	4 KKRD-F	4 KKRD-F	4 KFDI-F
5 KXLK-F	5 KFDI-F	5 KRZZ-F	5 KRBB-F	5 KEYN-F	5 KRZZ-F	5 KFDI-F	5 KFDI-F	5 KFDI-F	5 KICT-F
KRZZ-F	6	6	6	6 KRBB-F	6	6	6 KXLK-F	6	6 KKRD-F
KRBB-F	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KLLS-F 104.5	AUGUSTA	0.5/2.5		
KSGL 900	WICHITA	0.5/2.0		

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 (P)
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)	Feuer/Robinson
KZSN, 1480, 5 KW/1 KW (DA-2), SEE KZSN-FM		
KEYN-F, 103.7, 100 KW @ 859, Oldies	, \$ 24.00 (Eastman)	Feuer/Robinson
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)
KTLI-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 (P) (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)

Miscellaneous: KFHD, KXLK-F sold by Midcontinent to Pourtales for \$2,250,000 (D) (CEA/Star) . . . KYQQ-F (Arkansas City) sold to Lesso for \$515,000 . . .

***** 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	

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/634,700
 MSA Rank/Pop: 78/639,000
 ADI # 50
 Average Person Ratings: 16.9
 Market TSL: 22.75 hours

Stations: 38/29
 Diaries: 1452/437:1/62.8%
 Sample Target: 1265
 % Below Line: 8.6
 % Not Listed: 14.5

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	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WKRZ-F (CHR)	149/13.9	12.6	14.9	13.4	13.3	13.7		2055/32.4	31.3	34.3	G	WKRZ-F
2. WMGS-F (AC)	91/ 8.5	6.6	8.0	5.7	4.3	7.2		1113/17.4	14.4	11.3	C	WMGS-F
3. WGGY-F (C)	89/ 8.3	7.2	8.0	6.3	3.6	7.5		1023/16.1	16.9	9.3	B	WGGY-F
4. WEZX-F (AOR)	65/ 6.1	7.4	6.2	8.7	7.5	7.1		852/13.4	14.3	15.2	D	WEZX-F
5. WILK-AA (T)	49/ 4.6	4.3	2.4	4.2	2.7	3.9		652/10.3	11.9	7.1	B	WILK-AA
6. WARM (FS)	48/ 4.5	3.9	4.3	4.6	4.7	4.3		907/14.3	13.3	13.0	C	WARM
7. WNAK (ST/FS)	34/ 3.2	5.4	4.4	2.7	5.2	3.9		438/ 6.9	8.9	7.7	B	WNAK
8. WDLS-F (C)	33/ 3.1	3.0	3.3	3.1	5.8	3.1		456/ 7.2	7.3	12.5	B	WDLS-F
WZMT-F (AOR)	33/ 3.1	1.4	2.2	1.6	2.3	2.1		400/ 6.3	5.1	6.8		WZMT-F
10. WEJL (ST/FS)	27/ 2.5	3.6	2.8	3.3	3.7	3.1		434/ 6.8	8.1	7.3	A	WEJL
11. WBHT-F (CHR)	26/ 2.4	3.3	1.9	2.0	1.0	2.4		573/ 9.0	10.5	3.1	A	WBHT-F
WSBG-F (CHR)	26/ 2.4	1.8	1.7	2.1	1.9	1.8		400/ 6.3	4.9	4.1		WSBG-F
13. WBAX (ST)	17/ 1.6	0.8	1.5	2.2	3.0	1.5		236/ 3.7	2.5	4.8		WBAX
14. WSGD-F (O)	15/ 1.4	2.2	2.4	2.4	1.6	2.1		289/ 4.6	5.5	4.3	B	WSGD-F
WYOS-F (O)	15/ 1.4	1.9	1.7	1.4	1.3	1.6		320/ 5.0	6.0	3.4		WYOS-F

12+ FM SHARE (METRO): 74.64% (683 of 915) (WIN 93: 70.08%)

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 WGGY-F<	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>
2 WBHT-F	2 WEZX-F>	2 WMGS-F<	2 WMGS-F	2 WMGS-F	2 WMGS-F<	2 WMGS-F	2 WMGS-F	2 WGGY-F	2 WEZX-F>	2 WEZX-F
3 WGGY-F	3 WMGS-F	3 WEZX-F	3 WGGY-F<	3 WGGY-F	3 WKRZ-F	3 WARM	3 WILK-AA<	3 WMGS-F<	3 WGGY-F	3 WARM
4	4 WGGY-F	4 WGGY-F>	4 WEZX-F>	4 WEZX-F>	4 WARM <	4 WGGY-F	4 WGGY-F>	4 WEZX-F>	4 WMGS-F	4 WSGD-F
5	5 WZMT-F	5 WZMT-F	5	5	5 WILK-AA	5 WEZX-F	5 WEZX-F	5 WILK-AA	5 WZMT-F	5 WMGS-F
6	6	6	6	6	6 WNAK	6	6	6	6	6 WDLS-F
7	7	7	7	7	7	7	7	7	7	7 WZMT-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 WKRZ-F	1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F	1 WKRZ-F	1 WEZX-F	1 WEZX-F	1 WEZX-F<	1 WEZX-F
2 WEZX-F	2 WMGS-F>	2 WMGS-F	2 WMGS-F>	2 WMGS-F>	2 WEZX-F	2 WKRZ-F>	2 WKRZ-F	2 WKRZ-F>	2 WKRZ-F
WZMT-F	3 WEZX-F	3 WGGY-F	3 WGGY-F>	3 WGGY-F>>	3 WZMT-F	3 WGGY-F	3 WGGY-F	3 WGGY-F	3 WGGY-F
4 WBHT-F	4 WBHT-F	4 WEZX-F	4 WEZX-F	4	4 WGGY-F	4 WZMT-F>	4 WZMT-F	4 WMGS-F	4 WMGS-F>
5 WMGS-F	5 WZMT-F	5 WDLS-F	5 WZMT-F	5	5	5 WMGS-F	5 WMGS-F	5 WZMT-F	5

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

WARD 1550	PITTSTON	1.1/2.7
WCDL 1440	CARBONDALE	0.8/1.5
WHLM-F 106.5	BLOOMSBURG	1.2/3.6
WICK-AA 1400	SCRANTON	0.6/2.5
WKAB-F 103.5	BERWICK	0.4/1.2
WKQV-F 95.7	OLYPHANT	0.6/1.6
WMMH 750	OLYPHANT	0.7/0.8
WPMR-F 107.9	TOBYHANNA	0.4/1.4
WQEQ-F 103.1	FREELAND	1.2/3.3
WSKS-F 102.3	PITTSTON	0.8/6.2
WVPO 840	STROUDSBERG	0.7/1.5
WWDL-F 104.9	SCRANTON	1.3/2.8
WABC 770	NEW YORK	1.3/1.6
WAEB-F 104.1	ALLENTOWN	0.6/2.3
WFNZ-F 100.7	ALLENTOWN	1.1/1.8
WHCY-F 106.3	BLAIRSTOWN, NJ	1.5/2.0
WILQ-F 105.1	WILLIAMSPORT	1.2/2.0
WISL-F 95.3	SHAMOKIN	0.5/0.9
WLEV-F 96.1	EASTON	0.5/1.9
WODE-F 99.9	EASTON	0.8/3.3
WZZO-F 95.1	BETHLEHEM	1.1/3.5

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 (P) (STROUDSBERG)
WSGD-F,	94.3,	1.1 KW @ 771	, Oldies	,	\$ 20.00	(Eastman)	(CARBONDALE)
WSKS-F,	102.3,	3 KW @ 72	, CHR	,	\$ 13.00	(---)	(PITSTON)
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)
WYOS-F,	92.1,	0.28 KW @ 1056	, Oldies	,	\$ 18.00	(Roslin)	(NANTICOKE)

Miscellaneous: WWSH-F changes to WZMT-F and format from SAC to AOR (Feb) . . . WVPO, WSBG-F (Stroudsberg) sold to Nassau for \$2,200,000 (Blackburn) . . .

YORK

Arbitron Rank/Pop (12+): 102/364,500

Stations: 35/11
Diaries: 1163/313:1/70.9%
Sample Target: 1055
% Below Line: 40.6
% Not Listed: 12.4

1993 Revenue: \$12,800,000
HH Inc.: \$37,533
Retail \$: 3.5 Bil
Pop per Station: 33,137
#1 Biller: WARM-F \$4,200,000

MSA Rank/Pop: 136/435,000
ADI #44 (w/Harrisburg & Lancaster)
Average Person Ratings: 18.0
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 93	SUM 93	SPG 93	WIN 93	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 93	WIN 93	Revenue Level	
1. WARM-F (AC)	88/13.4	10.7	9.9	10.4	11.1	11.1		913/25.0	22.7	23.3	F	WARM-F
2. WGTY-F (C)	58/ 8.9	9.3	10.4	10.6	11.0	9.8		642/17.6	18.9	21.3	D	WGTY-F
3. WSBA (FS)	52/ 7.9	4.3	7.5	4.1	7.5	6.0		816/22.4	14.5	15.4	D	WSBA
4. WRKZ-F (C)	44/ 6.7	7.4	7.2	8.1	6.6	7.4		608/16.7	13.6	15.9		WRKZ-F
5. WYCR-F (CHR)	37/ 5.6	6.6	6.4	7.8	6.4	6.6		789/21.6	20.9	20.9	C	WYCR-F
6. WROZ-F (SAC)	35/ 5.3	5.0	6.6	6.0	4.9	5.7		499/13.7	13.2	13.5		WROZ-F
7. WTPA-F (AOR)	23/ 3.5	5.4	2.8	2.9	3.4	3.7		362/ 9.9	10.7	10.5		WTPA-F
8. WHTF-F (AOR)	22/ 3.4	4.2	4.8	4.1	3.1	4.1		373/10.2	11.8	11.0	C	WHTF-F
9. WRVV-F (AOR/AC)	18/ 2.7	2.9	3.6	2.6	3.6	3.0		317/ 8.7	10.0	8.2		WRVV-F
WNNK-F (CHR)	18/ 2.7	2.2	1.8	2.1	2.3	2.2		323/ 8.9	6.3	8.0		WNNK-F
WQXA-F (AC/CHR)	18/ 2.7	1.8	2.1	2.0	1.6	2.2		387/10.6	8.4	7.9		WQXA-F
12. WWMD-F (SAC)	17/ 2.6	4.2	2.1	3.1	3.1	3.0		202/ 5.5	9.0	6.5		WWMD-F
13. WWKL-F (O)	14/ 2.1	1.6	3.4	2.4	1.5	2.4		238/ 6.5	6.7	6.5		WWKL-F
14. WHVR (ST)	13/ 2.0	2.4	2.4	1.5	1.1	2.1		188/ 5.2	3.3	4.4		WHVR

12+ FM SHARE (METRO): 81.71% (469 of 574) (WIN 93: 82.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>>	1 WARM-F>	1 WARM-F<	1 WSBA <	1 WARM-F>	1 WARM-F>	1 WYCR-F>	1 WARM-F
2	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WGTY-F	2 WSBA	2 WARM-F>	2 WGTY-F<	2 WGTY-F<	2 WARM-F>	2 WGTY-F>>
3	3 WYCR-F<	3 WRKZ-F<	3 WSBA	3 WROZ-F	3 WGTY-F	3 WGTY-F>	3 WSBA <	3 WRKZ-F	3 WGTY-F	3
4	4 WHTF-F	4 WROZ-F	4 WROZ-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WYCR-F<	4 WROZ-F	4
5	5 WRKZ-F	5 WYCR-F	5 WRKZ-F	WSBA	5 WROZ-F	5 WYCR-F	5 WROZ-F	5 WSBA	5 WRKZ-F	5
6	WTPA-F	6 WSBA	6	6 WTPA-F	6	6	6	6 WROZ-F	6 WHTF-F	6
7	7	WTPA-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 WARM-F	1 WARM-F>>	1 WARM-F	1 WARM-F>>	1 WARM-F>>	1 WARM-F	1 WARM-F	1 WTPA-F	1 WARM-F>	1 WARM-F>
2 WYCR-F	2 WGTY-F>	2 WGTY-F	2 WGTY-F<	2 WGTY-F	2 WHTF-F	2 WHTF-F<	2 WARM-F	2 WGTY-F	2 WGTY-F
3 WNNK-F	3 WYCR-F	3 WRKZ-F	3 WROZ-F	3 WRKZ-F	3 WYCR-F	3 WTPA-F	WHTF-F	WHTF-F	WSBA
WRKZ-F	WRKZ-F	4 WYCR-F	4 WRKZ-F	4 WROZ-F	4 WRKZ-F	4 WYCR-F	4 WSBA	WTPA-F	4 WTPA-F
WROZ-F	5 WNNK-F	5	5 WYCR-F	5	WNNK-F	5 WGTY-F	5	5 WSBA	5 WHTF-F
WGTY-F	WROZ-F	6	6	6	WGTY-F	6 WRKZ-F	6	6 WRVV-F	WRVV-F

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

WGCB-F	96.1	RED LION	0.3/2.2
WGET	1320	GETTYSBURG	1.1/4.9
WOYK	1350	YORK	1.1/4.0
WQXA	1250	YORK	0.6/1.2
WBAL	1090	BALTIMORE	1.2/3.9
WCTX-F	92.1	PALMYRA	0.8/1.0
WFRE-F	99.9	FREDERICK	0.3/2.4
WGRX-F	100.7	WESTMINSTER	1.7/9.1
WHFS-F	99.1	ANNAPOLIS	0.8/1.1
WIYY-F	97.9	BALTIMORE	0.9/3.3
WLIF-F	101.9	BALTIMORE	0.3/1.2
WPOC-F	93.1	BALTIMORE	0.9/3.9
WWMX-F	106.5	BALTIMORE	0.3/1.4
WXVY-F	102.7	BALTIMORE	0.8/1.2

SEE HARRISBURG OR LANCASTER FOR MORE INFORMATION ABOUT THE FOLLOWING:

WDAC-F	1.8/3.5	WIMX-F	0.5/2.4
WHP	1.5/6.0	WIOV-F	1.5/4.1
WHYL	0.6/1.4	WLAN-F	0.6/5.7
WHYL-F	0.3/1.2		

YORK

RADIO STATIONS

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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

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