

AMERICAN RADIO

FALL 1997

Be sure to check out
our website—
www.duncanradio.com
see last page



DUNCAN'S AMERICAN RADIO

AMERICAN RADIO

FALL 1997 REPORT

Arbitron Rating Period: 18 September-10 December 1997

Compiled and Edited by:

James H. Duncan, Jr. & Thom Moon

DUNCAN'S AMERICAN RADIO, L.L.C.

P.O. Box 8446

Cincinnati, OH 45208-0446

513.731-1800 (Office)

513.731-1835 (Fax)

317.844-0988 (Jim Duncan's line)

March, 1998

Volume XXII Number 4

ISSN 0738-8675



INTRODUCTION

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

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

Duncan's American Radio, L.L.C.
P.O. Box 8446
Cincinnati, OH 45208-0446
513.731-1800 (Duncan's American Radio general offices)
317.844-0988 (Jim Duncan's line)
E-mail: jduncan@duncanradio.com
tmoon@duncanradio.com

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED ©1998 BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

Subscribers may quote AMERICAN RADIO for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, we must be notified. We always give permission, but we like to make certain our work is properly quoted. The phrase "American Radio by Duncan's American Radio" must be cited.

This book may not be reproduced in whole or part by mimeograph or any other means without permission.

Printed in the United States of America.

Copyright ©1998 by Duncan's American Radio, L.L.C.

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

Release of the Arbitron market reports began on 9 January and ended on 6 February. Compilation of this edition was completed 20 February 1998. Mailing will begin on or before 9 March. Any corrections made by Arbitron to earlier published reports are included if they were received before 20 February 1998. Station sales through 5 February 1998 are included.

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

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

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton

Thom Moon

Jim Nolan

Margot Ayers

TABLE OF CONTENTS

Section 1: Station Trading Activities (pages 2-14)

Section 2: Definitions, Clarifications and Explanations (pages 15-18)

Section 3: Individual Market Reports -- for the following in alphabetical order:

Akron	Detroit	Louisville	Rockford
Albany-Schenectady-Troy	Duluth-Superior	Lubbock	Sacramento
Albuquerque	El Paso	Macon	Saginaw-Bay City
Allentown-Bethlehem	Erie	Madison	St. Louis
Altoona	Eugene	Manchester	Salisbury-Ocean City
Anchorage	Evansville	Mc-Allen Brownsville	Salt Lake City
Ann Arbor	Fargo-Moorhead	Melbourne-Titusville	San Antonio
Appleton-Oshkosh	Fayetteville, NC	Memphis	San Diego
Asheville	Flint	Miami-Ft. Lauderdale	San Francisco
Atlanta	Ft. Myers-Naples	Milwaukee-Racine	San Jose
Atlantic City-Cape May	Ft. Pierce	Minneapolis-St. Paul	Santa Rosa, CA
Augusta, GA	Ft. Wayne	Mobile	Sarasota-Bradenton
Austin	Fresno	Modesto	Savannah
Bakersfield	Gainesville-Ocala	Monmouth-Ocean	Seattle-Tacoma
Baltimore	Grand Rapids	Monterey-Salinas-	Shreveport
Baton Rouge	Green Bay	Santa Cruz	Sioux Falls
Binghamton	Greensboro-Winston Salem	Montgomery	South Bend
Birmingham	Greenville-New Bern	Nashville	Spokane
Bloomington, IL	Greenville-Spartanburg	Nassau-Suffolk	Springfield, MA
Boise	Harrisburg	New Haven	Springfield, MO
Boston	Hartford	New Orleans	Stockton
Bridgeport	Honolulu	New York	Syracuse
Buffalo-Niagara Falls	Houston-Galveston	Norfolk-VA. Beach	Tallahassee
Canton	Huntington-Ashland	Oklahoma City	Tampa-St. Petersburg
Cedar Rapids	Huntsville	Omaha	Terre Haute
Charleston, SC	Indianapolis	Orlando	Toledo
Charleston, WV	Jackson, MS	Oxnard-Ventura	Topeka
Charlotte	Jacksonville, FL	Pensacola	Tucson
Chattanooga	Johnson City-Kingsport-	Peoria	Tulsa
Chicago	Bristol	Philadelphia	Utica-Rome
Cincinnati	Johnstown	Phoenix	Visalia-Tulare-Hanford
Cleveland	Kalamazoo	Pittsburgh	Washington, DC
Colorado Springs	Kansas City	Portland, ME	Waterloo-Cedar Falls
Columbia, SC	Knoxville	Portland, OR	West Palm Beach
Columbus, GA	Lafayette, IN	Portsmouth-Dover-	Wheeling
Columbus, OH	Lafayette, LA	Rochester	Wichita
Corpus Christi	Lakeland	Providence	Wilkes Barre-Scranton
Dallas-Ft. Worth	Lancaster	Pueblo	Wilmington, DE
Davenport-Rock Island-	Lansing	Raleigh-Durham	Wilmington, NC
Moline	Las Vegas	Reno	Worcester
Dayton	Lexington-Fayette	Richmond	York
Daytona Beach	Lincoln	Riverside-San Bernardino	Youngstown
Denver-Boulder	Little Rock	Roanoke-Lynchburg	
Des Moines	Los Angeles	Rochester, NY	

STATION TRADING ACTIVITY

8 AUGUST 1997-5 FEBRUARY 1998

MULTIPLE-MARKET (GROUP) SALES

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
<i>9/97 SFX-HICKS, MUSE</i>			
WGNA-AF	Albany-Schenectady-Troy	\$36,000,000	
WPYX-F	Albany-Schenectady-Troy	30,000,000	
WTRY-AF	Albany-Schenectady-Troy	7,000,000	
WKKT-F	Charlotte	41,000,000	
WLYT-F	Charlotte	39,000,000	
WRFX-F	Charlotte	59,000,000	
KBFB-F	Dallas-Ft. Worth	51,000,000	
KTXQ-F	Dallas-Ft. Worth	59,000,000	
WHSL-F	Greensboro-Winston Salem	12,000,000	
WMAG-F	Greensboro-Winston Salem	28,000,000	
WMFR	Greensboro-Winston Salem	3,000,000	
WTCK	Greensboro-Winston Salem	2,000,000	
WESC-AF	Greenville-Spartanburg	25,000,000	
WGVL	Greenville-Spartanburg	<1,000,000	
WMYI-F	Greenville-Spartanburg	38,000,000	
WROQ-F	Greenville-Spartanburg	37,000,000	
WSSL-F	Greenville-Spartanburg	45,000,000	
WTPT-F	Greenville-Spartanburg	10,000,000	
WHCN-F	Hartford	21,000,000	
WKSS-F	Hartford	28,000,000	
WMRQ-F	Hartford	17,000,000	
WPOP	Hartford	4,000,000	
WWYZ-F	Hartford	36,000,000	
KKPN-F	Houston-Galveston	47,000,000	
KKRW-F	Houston-Galveston	58,000,000	
KODA-F	Houston-Galveston	138,000,000	
KQUE (1230)	Houston-Galveston	4,000,000	
WFBQ-F	Indianapolis	118,000,000	
WNDE	Indianapolis	3,000,000	
WRZX-F	Indianapolis	30,000,000	
WAPE-F	Jacksonville	30,000,000	
WBWL	Jacksonville	1,000,000	
WFYV-F	Jacksonville	36,000,000	
WIVY-F	Jacksonville	28,000,000	
WKQL-F	Jacksonville	23,000,000	
WOKV	Jacksonville	6,000,000	
WISN	Milwaukee-Racine	10,000,000	
WLTO-F	Milwaukee-Racine	19,000,000	
WRVV-F	Nashville	23,000,000	
WSIX-F	Nashville	98,000,000	
WPLR-F	New Haven	est. \$35,000,000-\$38,000,000	
WDVE-F	Pittsburgh	106,000,000	
WJJJ-F	Pittsburgh	18,000,000	
WTAE	Pittsburgh	12,000,000	
WVTY-F	Pittsburgh	21,000,000	
WXDX-F	Pittsburgh	24,000,000	
WHJJ	Providence	10,000,000	
WHJY-F	Providence	46,000,000	
WSNE-F	Providence	26,000,000	
WDCG-F	Raleigh-Durham	45,000,000	
WRDU-F	Raleigh-Durham	50,000,000	
WRSN-F	Raleigh-Durham	20,000,000	
WTRG-F	Raleigh-Durham	41,000,000	
WBZU-F	Richmond	11,000,000	
WKHK-F	Richmond	41,000,000	
WKLR-F	Richmond	14,000,000	
WMXB-F	Richmond	29,000,000	
WVGO-F	Richmond	14,000,000	
KPLN-F	San Diego	28,000,000	
KYXY-F	San Diego	83,000,000	
WHMP	Springfield, MA	3,000,000	
WHMP-F	Springfield, MA	8,000,000	
WPKX-F	Springfield, MA	21,000,000	
KCEE	Tucson	2,000,000	
KNST	Tucson	6,000,000	
KRQQ-F	Tucson	25,000,000	
KWFM-F	Tucson	<u>22,000,000</u>	
		est. \$2,065,000,000	
<i>9/97 SILVERADO-Z-SPANISH</i>			
KLOC/KTDO-F	Modesto		
KSQR (1240)	Sacramento		
KCVR/KMIX-F	Stockton	<u>1,200,000</u>	

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
WTGM/WLBW-F/WLVW-F/WQHQ-F	9/97 HVS-CUMULUS	\$9,200,000	
WHBT/WBZE-F/WHBX-F	Salisbury-Ocean City Tallahassee	<u>15,400,000</u>	
		\$24,600,000	Whittle

10/97 AMERICAN RADIO SYSTEMS-CBS

KAMX-F	Austin	\$13,000,000
KJCE	Austin	2,000,000
KKIK-F	Austin (Temple)	5,000,000
KKMJ-F	Austin	42,000,000
WBGR	Baltimore	4,000,000
WBMD	Baltimore	5,000,000
WOCT-F	Baltimore	34,000,000
WQSR-F	Baltimore	86,000,000
WWMX-F	Baltimore	91,000,000
WAAF-F	Boston	34,000,000
WBMX-F	Boston	75,000,000
WEEI	Boston	24,000,000
WEGQ-F	Boston	35,000,000
WNFT	Boston	6,000,000
WRKO	Boston	37,000,000
WBLK-F	Buffalo-Niagara Falls	17,000,000
WECK	Buffalo-Niagara Falls	2,000,000
WLCE-F	Buffalo-Niagara Falls	11,000,000
WJYE-F	Buffalo-Niagara Falls	28,000,000
WYRK-F	Buffalo-Niagara Falls	25,000,000
WGIV/WBAV-F	Charlotte	25,000,000
WFNZ	Charlotte	2,000,000
WNKS-F	Charlotte	20,000,000
WPEG-F	Charlotte	65,000,000
WSOC-F	Charlotte	80,000,000
WSSS-F	Charlotte	18,000,000
WGRR-F	Cincinnati	52,000,000
WKRQ-F	Cincinnati	56,000,000
WMMA-F	Cincinnati (Lebanon, OH)	4,000,000
KMJ	Fresno	39,000,000
KNAX-F	Fresno	8,000,000
KOQO-AF	Fresno	9,000,000
KRNC-F	Fresno	8,000,000
KSKS-F	Fresno	15,000,000
KVSR-F	Fresno	10,000,000
WRCH-F	Hartford	73,000,000
WTIC	Hartford	42,000,000
WTIC-F	Hartford	27,000,000
WZMX-F	Hartford	22,000,000
KLUC-F	Las Vegas	26,000,000
KMXB-F	Las Vegas	25,000,000
KMZQ-F	Las Vegas	31,000,000
KSFN (1140)/KXNT	Las Vegas	6,000,000
KXTE-F	Las Vegas	13,000,000
WBZZ-F	Pittsburgh	46,000,000
WDSY-F	Pittsburgh	52,000,000
WZPT-F	Pittsburgh	21,000,000
KBBT-F	Portland, OR	22,000,000
KINK-F	Portland, OR	34,000,000
KKJZ-F	Portland, OR	24,000,000
KUFO-F	Portland, OR	38,000,000
KUPL-AF	Portland, OR	43,000,000
KFRG-F/KXFG-F	Riverside-San Bernardino	80,000,000
WCMF-F	Rochester, NY	29,000,000
WPXY-F	Rochester, NY	24,000,000
WRMM-F	Rochester, NY	26,000,000
WZNE-F	Rochester, NY	8,000,000
KHTK/KQPT	Sacramento	6,000,000
KNCI-F	Sacramento	45,000,000
KRAK-F	Sacramento	20,000,000
KSFM-F	Sacramento	53,000,000
KYMX-F	Sacramento	27,000,000
KZZO-F	Sacramento	33,000,000
KEZK-F	St. Louis	58,000,000
KFNS	St. Louis	5,000,000
KLOU-F	St. Louis	32,000,000
KSD-F	St. Louis	22,000,000
KYKY-F	St. Louis	64,000,000
KBAY-F	San Jose	41,000,000
KEZR-F	San Jose	42,000,000
KUFX-F	San Jose	22,000,000
KMPS-F	Seattle-Tacoma	74,000,000
KRPM/KBKS-F	Seattle-Tacoma	27,000,000
KYCW-F	Seattle-Tacoma	33,000,000
KZOK-F	Seattle-Tacoma	\$63,000,000

Continued on next page

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
10/97 AMERICAN RADIO SYSTEMS-CBS (CONTINUED)			
WEAT-F	W. Palm Beach	\$34,000,000	
WIRK-F	W. Palm Beach	32,000,000	
WMBX-F	W. Palm Beach	13,000,000	
WPBZ-F	W. Palm Beach	15,000,000	
WTPX-F	W. Palm Beach	10,000,000	
WWTM	Worcester	<u>1,000,000</u>	
		\$2,472,000,000	
10/97 NATIONWIDE-JACDR			
WPOC-F	Baltimore	\$64,000,000	
WGAR-F	Cleveland	40,000,000	
WMJI-F	Cleveland	46,000,000	
WMMMS-F	Cleveland	26,000,000	
WCOL-F	Columbus, OH	37,000,000	
WFII	Columbus, OH	2,000,000	
WNCI-F	Columbus, OH	48,000,000	
KDMX-F	Dallas-Ft. Worth	45,000,000	
KEGL-F	Dallas-Ft. Worth	47,000,000	
KHMX-F	Houston-Galveston	80,000,000	
KTBZ-F	Houston-Galveston	40,000,000	
KSGS/KMJZ-F	Minneapolis-St. Paul	30,000,000	
KGLQ-F	Phoenix	29,000,000	
KZZP-F	Phoenix	32,000,000	
KMCG-F	San Diego	28,000,000	
KXGL-F	San Diego	<u>30,000,000</u>	
		\$620,000,000	Stevens
11/97 CITADEL-TALLEYRAND (WZWW-F)			
WGLU-F/WQKK-F	Johnstown, PA		
WBLF/WRSC/WIKN-F/WQWK-F	State College, PA		
12/97 BELL-RADIO ONE			
WCHB-AF	Detroit	\$34,000,000	
WJZZ (CP: 1210)	Saginaw-Bay City	<u>incl.</u>	
		\$34,000,000	
12/97 MAX-SINCLAIR BROADCAST GROUP			
WJMH-F	Greensboro-Winston Salem	\$15,400,000	
WMQX-F	Greensboro-Winston Salem	13,800,000	
WQMG-AF	Greensboro-Winston Salem	10,500,000	
WFOG-F	Norfolk	12,000,000	
WNVZ-F	Norfolk	8,900,000	
WPTE-F	Norfolk	10,800,000	
WWDE-F	Norfolk	<u>21,900,000</u>	
		\$94,500,000	
12/97 SUNGROUP-SUNBURST			
KEAN-AF	Abilene		
KKSS-F	Albuquerque		
KMJJ-F	Shreveport		
KYKX-F	Tyler-Longview, TX		
12/97 AMERICOM-CAPSTAR			
To Capstar: KEZL-F/KFSO-AF/KTHT-F Fresno			
To Americom: KCBN/KRNO-F/KWNZ-F Reno + \$21,000,000			MVP
1/98 DOUGLAS-MULTICULTURAL			
KWPA/KYPA	Los Angeles		
WNJR/WZRC	New York		
KEST	San Francisco		
KSJX	San Jose		
KXPA	Seattle-Tacoma		
KOBO	Yuba City		
		<u>\$54,000,000</u>	
1/98 COLONIAL-CUMULUS			
WUSY-F	Chattanooga	\$21,300,000	
WLWI-F	Montgomery	12,300,000	
WLZZ (850)	Montgomery	800,000	
WMSP (740)	Montgomery	400,000	
WMXS-F	Montgomery	<u>4,000,000</u>	
		\$38,750,000	Sailors

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
WFMD/WFRE-F WFIR/WPVR-F	1/98 GIBBONS-CAPSTAR		
	Frederick, MD	\$10,500,000	
	Roanoke-Lynchburg	<u>8,500,000</u> \$19,000,000	
	1/98 SINCLAIR BROADCAST GROUP-ENTERCOM		
KKRH-F	Portland, OR	\$26,300,000	
KKSN	Portland, OR	4,800,000	
KKSN-F	Portland, OR	44,400,000	
WBBF	Rochester, NY	1,200,000	
WBEE-F	Rochester, NY	30,900,000	
WKLX-F	Rochester, NY	15,900,000	
WQRV-F	Rochester, NY	<u>3,000,000</u> \$126,500,000	

MARKET-BY-MARKET LISTINGS

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
			ABILENE, TX		
11/97	KBCY-F/KCDD-F		Cumulus	\$1,812,000	Fischer
11/97	KHXS-F		Cumulus	\$335,000	
12/97	KEAN-AF	SunGroup	Sunburst		
			ALBANY-SCHENECTADY-TROY		
9/97	WGNA-AF	SFX	Hicks, Muse	\$36,000,000	
9/97	WPYX-F	SFX	Hicks, Muse	\$30,000,000	
9/97	WTRY-AF	SFX	Hicks, Muse	\$7,000,000	
			ALBUQUERQUE		
10/97	KARS/KKIM/KLVO-F/KYLZ-F	Guardian	American General	\$5,500,000	Kalil
12/97	KKSS-F	SunGroup	Sunburst		
			ALLEN TOWN-BETHLEHEM		
10/97	WKAP		Capstar	\$2,130,000	
12/97	WEEX/WODE-F	Patterson/Capstar	Clear Channel	13x 1997 Cash flow	
			ALTOONA		
10/97	WBRX-F/WBQX-F			\$397,911	
11/97	WKMC		Gary Simpson	WVFC McConnellsburg	
			AMARILLO, TX		
12/97	KARX-F		Cumulus	\$675,000	Fischer; S&P
12/97	KBZD-F (99.7)		Metropolitan (Acker)	\$400,000	
12/97	KPQZ-F		Mandujano y Asociados	\$790,000	
12/97	KQIZ-F		Cumulus	\$3,143,000	McCoy
12/97	KZRK-AF		Cumulus	\$1,000,000	Fischer
2/98	KPUR-AF		Cumulus	\$820,000	Fischer
			ANCHORAGE		
9/97	KKRO-F	T. Ingstad	Pioneer	\$1,350,000	
9/97	KASH (1080)	Capstar		\$135,000	
			ANN ARBOR		
11/97	WTKA/WAMX/wIQB-F/WQKL-F	Alan Beck	Cumulus	\$14,975,000	
			APPLE VALLEY, CA		
1/98	KIXW/KIXA-F/KZXY-F	Gammon	Regent	\$8,000,000	Star
			ATLANTA		
1/98	WGST-F	McClure	Jacor	\$30,000,000	
1/98	WERD (1160)			\$2,400,000	
1/98	WWWE (1100; Carrollton)		Forus	\$475,000	
			ATLANTIC CITY-CAPE MAY		
10/97	WCTC/WZXL-F	Allur	WAYV-F	\$7,100,000	Nat'l Bcst Finance
	WDOX-F		WAYV-F	<i>Cancelled</i>	
1/98	WDOX-F		WTTH-F	\$580,000	
1/98	WCZT-F		WCZT-F	\$470,000	
			AUGUSTA, GA		
9/97	WBBQ-AF	Weiss	Cumulus	\$10,200,000	
9/97	WZNY-F	Weiss	Cumulus	\$3,800,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
AUSTIN						
10/97	KAMX-F	American Radio Sys.		CBS	\$13,000,000	
10/97	KJCE	American Radio Sys.		CBS	\$2,000,000	
10/97	KKIK-F	American Radio Sys.		CBS	\$5,000,000	
10/97	KKMJ-F	American Radio Sys.		CBS	\$42,000,000	
12/97	KVET-AF/KASE-F			Capstar	\$90,250,000	
BALTIMORE						
10/97	WBGR	American Radio Sys.		CBS	\$4,000,000	
10/97	WBMD	American Radio Sys.		CBS	\$5,000,000	
10/97	WOCT-F	American Radio Sys.		CBS	\$34,000,000	
10/97	WQSR-F	American Radio Sys.		CBS	\$86,000,000	
10/97	WWMX-F	American Radio Sys.		CBS	\$91,000,000	
10/97	WPOC-F	Nationwide		Jacor	\$64,000,000	Stevens
BANGOR, ME						
11/97	WBZN-F/WQCB-F			Cumulus	\$6,400,000	
11/97	WTOS-F (Skowhegan)			Cumulus		
BEAUMONT-PORT ARTHUR						
11/97	KAYD-AF/KQHN/KQXY-F	Petracom		Cumulus	\$10,770,000	
BILLINGS, MT						
11/97	KMZK (ex-KMAY, 1240)			KURL	\$115,000	
BINGHAMTON						
8/97	WEBO/WGRG-F				\$176,000	
10/97	WENE/WMRV-F/WMXW-F	Enterprise		Majac	\$6,000,000	Blackburn
10/97	WKGB-F			Majac	\$675,000	Blackburn
BIRMINGHAM						
10/97	CP: 97.3, Homewood			Cox	\$5,500,000	
1/98	WYDE	American General		Hibernia (Craven/Thompson)	\$700,000	
BLACKSBURG-CHRISTIANSBURG, VA						
11/97	WNNI/WPSK-F/WVMJ-F			Bocephus		
11/97	WRAD/WBNK/WRIQ-F??			Bocephus		
1/98	WNNI	Bocephus		VA Tech Foundation	Donation	
BOISE						
8/97	KCID (1490)			American General	None	
9/97	KSRV-AF			American General	\$2,100,000	Fischer; Media Svcs
9/97	KIZN-F/KZMG-F	Pacific Northwest		Citadel	\$14,100,000	
9/97	KBOI/KKGL-F/KQFC-F	Pacific Northwest		Citadel	\$13,200,000	
97/10	KFXD			Jacor	\$1,300,000	
BOSTON						
8/97	WPZE (1260)	Salem		Hibernia (Craven/Thompson)	\$4,750,000	Serafin
8/97	WNRB (1510)	Communicom		One-on-One Sports	\$8,000,000	
10/97	WAAF-F	American Radio Sys.		CBS	\$34,000,000	
10/97	WBMX-F	American Radio Sys.		CBS	\$75,000,000	
10/97	WEEI	American Radio Sys.		CBS	\$24,000,000	
10/97	WEGQ-F	American Radio Sys.		CBS	\$35,000,000	
10/97	WNFT	American Radio Sys.		CBS	\$6,000,000	
10/97	WRKO	American Radio Sys.		CBS	\$37,000,000	
BRYAN-COLLEGE STATION, TX						
12/97	KKYS-F	SunGroup		Sunburst		
BUFFALO-NIAGARA FALLS						
10/97	WBLK-F	American Radio Sys.		CBS	\$17,000,000	
10/97	WECK	American Radio Sys.		CBS	\$2,000,000	
10/97	WLCE-F	American Radio Sys.		CBS	\$11,000,000	
10/97	WJYE-F	American Radio Sys.		CBS	\$29,000,000	
10/97	WYRK-F	American Radio Sys.		CBS	\$25,000,000	
BULLHEAD CITY, AZ						
1/98	KFLG-AF			Regent	\$3,550,000	Star
CEDAR RAPIDS						
8/97	KRNA-F	KRNA, Inc.		Capstar	\$3,100,000	
8/97	KXMX-F	KRNA, Inc.		Capstar	\$7,000,000	
CHARLESTON, SC						
8/97	WRFQ-F			Regent	\$1,350,000	
8/97	WSUY-F facility	Dudley		Regent	\$2,500,000	
8/97	WRFQ-F/WSUY-F facility	Regent		Jacor	\$3,850,000	
8/97	WEZL-F/WXLY-F	Jacor		Regent	Cancelled	
12/97	WXTG/WJZK-F	Southwind		Wicks	\$6,000,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
CHARLOTTE						
9/97	WKKT-F	SFX		Hicks, Muse	\$41,000,000	
9/97	WLYT-F	SFX		Hicks, Muse	\$39,000,000	
9/97	WRFX-F	SFX		Hicks, Muse	\$59,000,000	
10/97	WGIV/WBAV-F	American Radio Sys.		CBS	\$25,000,000	
10/97	WFNZ	American Radio Sys.		CBS	\$2,000,000	
10/97	WNKS-F	American Radio Sys.		CBS	\$20,000,000	
10/97	WPEG-F	American Radio Sys.		CBS	\$65,000,000	
10/97	WSOC-F	American Radio Sys.		CBS	\$80,000,000	
10/97	WSSS-F	American Radio Sys.		CBS	\$18,000,000	
CHARLOTTESVILLE, VA						
12/97	WCHV/WWWV-F	Eure		Merger with WINA/WKAV/WQMZ-F	\$6,200,000	
CHATTANOOGA						
1/98	WUSY-F	Colonial		Cumulus	\$21,300,000	Sailors
CHICAGO						
8/97	WEJM	Douglas		One-on-One Sports	\$10,000,000	
11/97	WSBC (1240)			Ch. 50 Chicago	\$5,500,000	
11/97	WCFJ (1470; Chicago Hts.)			Ch. 50 Chicago	\$425,000	
12/97	WJOL/WLLI-F/WJTW-F/ WKBM-F/WKOT-F (Joliet)	Barden		Pride (Jim Hooker)	\$3,800,000	
CHILLICOTHE, OH						
2/98	WBEX/WKKJ-F			Jacor	\$6,000,000	Jorgenson
CINCINNATI						
10/97	WGRR-F	American Radio Sys.		CBS	\$52,000,000	
10/97	WKRQ-F	American Radio Sys.		CBS	\$56,000,000	
10/97	WMMA-F (Lebanon, OH)	American Radio Sys.		CBS	\$4,000,000	
CLEVELAND						
8/97	WKNR	Cablevision		Jacor	\$8,400,000	
8/97	WJMO/WZJM-F (control)			Zapis	\$735,000	
10/97	WGAR-F	Nationwide		Jacor	\$40,000,000	Stevens
10/97	WMJI-F	Nationwide		Jacor	\$46,000,000	Stevens
10/97	WMMS-F	Nationwide		Jacor	\$26,000,000	Stevens
COLUMBIA, MO						
10/97	KATI-F	Brill		Zimmer	\$1,050,000	Media Svcs.
10/97	KLIK/KTXY-F	Brill		Zimmer	\$6,625,000	Media Svcs.
COLUMBUS, GA						
9/97	WPNX/WMLF/WAGH-F/WGSY-F/WVRK-F			Cumulus	\$14,500,000	Sailors
9/97	WKZJ-F			Davis	\$450,000	
COLUMBUS, OH						
10/97	WCOL-F	Nationwide		Jacor	\$37,000,000	Stevens
10/97	WFII	Nationwide		Jacor	\$2,000,000	Stevens
10/97	WNCI-F	Nationwide		Jacor	\$48,000,000	Stevens
1/98	WLOH (Lancaster, OH)	Jacor			\$100,000	
CORPUS CHRISTI						
8/97	KDAE/KLTG-F/KOUL-F/KRAD-F	York		Harpole	\$5,200,000	Fischer
12/97	KAHX-F			Pacific	\$450,000	Fischer
1/98	KXCC-F/KZTX-F			Pacific	\$1,780,000	
2/98	KUNO/KSAB-F	Tichenor		Capstar	\$2,980,000	Barger
DALLAS-Ft. WORTH						
9/97	KBFB-F	SFX		Hicks, Muse	\$51,000,000	
9/97	KTXQ-F	SFX		Hicks, Muse	\$59,000,000	
10/97	KDMX-F	Nationwide		Jacor	\$45,000,000	Stevens
10/97	KEGL-F	Nationwide		Jacor	\$47,000,000	Stevens
1/98	KDFT (540)			Freedom Network	\$1,915,000	Sailors
1/98	KZDL-F (interest)	El Dorado		Z-Spanish	\$1	
DAYTON						
8/97	WING/WGTZ-F (+ WING-F from Osborn)	Great Trails		Regent	Cancelled	
12/97	WING-F	Osborn		Great Trails	\$3,550,000	
12/97	WING-AF/WGTZ-F	Great Trails		Clear Channel	\$14,000,000	Hartstone; CEA
1/98	WIZE (Springfield, OH)			Jacor	\$525,000	
DENVER-BOULDER						
1/98	KBCO (1190)	Jacor		Univ. of Colo. Foundation	Donation	
DES MOINES						
2/98	KMXD-F			Jacor	\$3,000,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			DETROIT			
12/97 1/98	WCHB-AF (+ WJZZ Saginaw) WQBH (control)	Bell		Radio One	\$34,000,000	
			DUBUQUE, IA			
11/97 1/98 1/98 1/98	KIKR-F WDBQ/KLYV-F/KXGE-F/WJOD-F WGLR-AF WPVL-AF	Commun. Properties		Cumulus Cumulus Morgan Murphy Morgan Murphy	\$4,880,000 \$1,660,000	Jay Meyers
			DULUTH-SUPERIOR			
1/98	KDDS/KQDS-F	Fant		Curtis Squire	\$5,500,000	Kalil
			ELMIRA-CORNING, NY			
10/97	WGMF/WNGZ-F			SabreCom	\$250,000	
			ERIE			
8/97 12/97	WXTA-F WRKT-F/WRTS-F			Media One Media One	\$3,300,000 \$5,350,000	
			EVANSVILLE			
1/98	WYNG-F	Pinnacle		Connoisseur	\$6,000,000	Star
			FAIRBANKS, AK			
1/98	KUAB-F facility	Univ. of Alaska		Capstar	\$205,000	
			FAYETTEVILLE, NC			
12/97	WJSK-F			Cape Fear	\$700,000	Butch Guest
			FLINT			
10/97	WFNT/WCRZ-F/WWBN-F	Faircom		Regent		
			FORT MYERS-NAPLES			
8/97 10/97 10/97	WJBX-F WJST-F WSGL-F	Linn Linn Timm		Beasley Beasley Renda	\$6,000,000 \$5,000,000 \$3,650,000	
			FORT SMITH, AR			
11/97	KTCS-AF			Capstar	\$9,000,000	Barger
			FORT WALTON BEACH, FL			
10/97 10/97	WNAV-F WMXZ-F	Birch		Root Root	\$950,000 \$2,400,000	
			FREDERICK, MD			
1/98	WFMD/WFRE-F	Gibbons		Capstar	\$10,500,000	
			FRESNO			
10/97 10/97 10/97 10/97 10/97 10/97 12/97	KMJ KNAX-F KOQO-AF KRNC-F KSXS-F KVSR-F KEZL-F/KFSO-AF/KTHT-F	American Radio Sys. American Radio Sys. American Radio Sys. American Radio Sys. American Radio Sys. American Radio Sys. Americom		CBS CBS CBS CBS CBS CBS Capstar	\$39,000,000 \$8,000,000 \$9,000,000 \$8,000,000 \$15,000,000 \$10,000,000 \$21,000,000	Capstar's Reno stations + MVP
			GAINESVILLE-OCALA			
9/97 2/98	WPDF-F (interest) WRRX-F	Dix (WOGK-F)		\$675,000 Entercom	\$2,850,000	Clark
			GRAND JUNCTION, CO			
1/98	KBKL-F/KEKB-F/KMXY-F			Cumulus	\$5,000,000	
			GREENSBORO-WINSTON SALEM			
9/97 9/97 9/97 9/97 12/97 12/97 12/97	WHSL-F WMAG-F WMFR WTCK WJMH-F WMQX-F WQMG-AF	SFX SFX SFX SFX Max Max Max		Hicks, Muse Hicks, Muse Hicks, Muse Hicks, Muse Sinclair Broadcast Group Sinclair Broadcast Group Sinclair Broadcast Group	\$12,000,000 \$28,000,000 \$3,000,000 \$2,000,000 \$15,400,000 \$13,900,000 \$10,500,000	
			GREENVILLE-NEW BERN			
10/97 10/97	WLAS WJNC				\$17,127 \$300,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
GREENVILLE-SPARTANBURG						
9/97	WESC-AF	SFX		Hicks, Muse	\$26,000,000	
9/97	WVVL	SFX		Hicks, Muse	<1,000,000	
9/97	WMYI-F	SFX		Hicks, Muse	\$38,000,000	
9/97	WROQ-F	SFX		Hicks, Muse	\$37,000,000	
9/97	WSSL-F	SFX		Hicks, Muse	\$45,000,000	
9/97	WTPT-F	SFX		Hicks, Muse	\$10,000,000	
10/97	WSPA-AF			Sinclair Broadcast Group	\$5,150,000	
11/97	WFBC-F/WORD/WYRD	Keymarket		Sinclair Bcst. Gp.	\$1MM + \$7.4 MM assumption	
HAGERSTOWN-WAYNESBORO-CHAMBERSBURG, MD-PA						
1/98	WYII-F			Prettyman	\$1,050,000	Blackburn
HARRISONBURG, VA						
10/97	WEZI-F			VerStandig		
HARTFORD						
9/97	WHCN-F	SFX		Hicks, Muse	\$21,000,000	
9/97	WKSS-F	SFX		Hicks, Muse	\$28,000,000	
9/97	WMRQ-F	SFX		Hicks, Muse	\$17,000,000	
9/97	WPOP	SFX		Hicks, Muse	\$4,000,000	
9/97	WWYZ-F	SFX		Hicks, Muse	\$36,000,000	
10/97	WRCH-F	American Radio Sys.		CBS	\$73,000,000	
10/97	WTIC	American Radio Sys.		CBS	\$42,000,000	
10/97	WTIC-F	American Radio Sys.		CBS	\$27,000,000	
10/97	WZMX-F	American Radio Sys.		CBS	\$22,000,000	
11/97	WCCC-AF	Dresner		Marin	\$15,000,000	
HOUSTON-GALVESTON						
9/97	KKPN-F	SFX		Hicks, Muse	\$47,000,000	
9/97	KKRW-F	SFX		Hicks, Muse	\$58,000,000	
9/97	KODA-F	SFX		Hicks, Muse	\$138,000,000	
9/97	KQUE	SFX		Hicks, Muse	\$4,000,000	
10/97	KHMX-F	Nationwide		Jacor	\$80,000,000	Stevens
10/97	KTBZ-F	Nationwide		Jacor	\$40,000,000	Stevens
HUNTINGTON-ASHLAND						
1/98	WCMI/WRVC-F			Fifth Avenue		
INDIANAPOLIS						
9/97	WFBQ-F	SFX		Hicks, Muse	\$118,000,000	
9/97	WNDE	SFX		Hicks, Muse	\$3,000,000	
9/97	WRZX-F	SFX		Hicks, Muse	\$30,000,000	
ITHACA, NY						
1/98	WIII-F/WKRT	DynaCom		Pilot	\$1,675,000	Foreman
JACKSON, MS						
97/10	WOAD/WKXI-AF/WJMI-F	Capstar		Clear Channel	\$20,000,000	
10/97	WJXN-F (92.9; Utica)			Finn	\$800,000	
10/97	WVDF (720)			Willis		
JACKSONVILLE						
9/97	WAPE-F	SFX		Hicks, Muse	\$36,000,000	
9/97	WBWL	SFX		Hicks, Muse	\$1,000,000	
9/97	WFYV-F	SFX		Hicks, Muse	\$36,000,000	
9/97	WIVY-F	SFX		Hicks, Muse	\$28,000,000	
9/97	WKQL-F	SFX		Hicks, Muse	\$23,000,000	
9/97	WOKV	SFX		Hicks, Muse	\$6,000,000	
9/97	WOBS			Metropolitan (Acker)	\$252,250	
JEFFERSON CITY, MO						
1/98	KFAL/KKCA-F	Meyer		Zimmer	\$500,000	
JOHNSTOWN						
9/97	WZGO-AF	GHB		Forever	\$425,000	
9/97	WGLU-F/WQKK-F	Citadel		Talleyrand		
JOPLIN, MO						
1/98	KJML-F (interest)				\$1,000,000	
KNOXVILLE						
1/98	WDMF				\$92,500	
1/98	WQBB-AF			Journal Broadcast Group	\$7,000,000 (est.)	Kalii
LA CROSSE, WI						
1/98	WKLJ/WCOW-F			Midwest Family	\$3,500,000	Bcst. Asset Mgmt.
LAKE CHARLES, LA						
2/98	KAOK			Pittman	\$150,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
LAS VEGAS						
10/97	KLUC-F	American Radio Sys.		CBS	\$26,000,000	
10/97	KMXB-F	American Radio Sys.		CBS	\$25,000,000	
10/97	KMZQ-F	American Radio Sys.		CBS	\$31,000,000	
10/97	KSFN (1140)/KXNT (840)	American Radio Sys.		CBS	\$6,000,000	
10/97	KXTE-F	American Radio Sys.		CBS	\$13,000,000	
LAWTON, OK						
9/97	KLAW-F/KZCD-F			Capstar		
10/97	KVRW-F					
LEXINGTON-FAYETTE						
9/97	WXZZ-F	Regent		WVLC-AF	\$3,500,000	MVP
9/97	WLRO-F/WLTO-F	Regent		WVLC-AF	\$4,500,000	MVP
LINCOLN						
10/97	KFGE-F	Bott		Wamer	\$800,000	
LITTLE ROCK						
8/97	KLIH (1250)/KURB-F/KVLO-F	GHB		Citadel	\$12,000,000	
LONGVIEW, WA						
1/98	KBAM/KRQT-F			Entercom	\$1,000,000	Exline
LOS ANGELES						
1/98	KYPA/KWPA	Douglas		Multicultural		
LUFKIN-NACOGDOCHES, TX						
1/98	KSFA/KTBQ-F	George Wilkes		Capstar	\$700,000	
MACON						
9/97	WMKS-F			Magic	\$1,225,000	
MADISON						
9/97	WMJB-F	Seehafer			\$1,500,000	
MANCHESTER						
8/97	WQLL-F			Saga	\$3,300,000	
MANSFIELD, OH						
10/97	WMAN/WYHT-F	Faircom		Regent		
MARION-CARBONDALE, IL						
10/97	WUEZ-F			Zimmer	\$675,000	Media Svcs.
1/98	WFRX/WDDD-AF/WVZA-F/WQUL-F/WTAO-F	Commun. Svc.		Cumulus	\$13,500,000	Media Svcs.
MCAFFEN-BROWNSVILLE						
11/97	KVJY	Calendar			\$700,000	
MELBOURNE-TITUSVILLE-COCOA						
11/97	WRFB (860)			WGUL, Inc. (purchased to allow the upgrade of WGUL Dunedin)		
MEMPHIS						
1/98	WMPS (1380; Millington)				\$275,000	
MIAMI-Ft. LAUDERDALE						
1/98	WNMA (1210) WCMQ-EB (1700)	1-on-1 Sports		Radio Unica	\$9,000,000	
MILWAUKEE-RACINE						
8/97	WJZI-F	Shamrock		JOA		Shamrock & All-Pro have merged their operations
	WMCS/WLUM-F	All-Pro		JOA		
9/97	WISN	SFX		Hicks, Muse	\$10,000,000	
9/97	WLTQ-F	SFX		Hicks, Muse	\$19,000,000	
MINNEAPOLIS-ST. PAUL						
10/97	KSGS/KMJZ-F	Nationwide		Jacor	\$30,000,000	Stevens
MOBILE						
11/97	WHXT-F (interest)			Syncom	\$200,000	
MODESTO						
9/97	KLOC/KTDO-F	Silverado		Z-Spanish		
10/97	KOSO-F	Spacecom		Capstar	\$6,800,000	MVP
MONROE, LA						
8/97	KCTO-F/KMYF-F/KYEA-F			Bcstg. Partners/VS&A	\$5,100,000	Gordon Rice

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
MONTEREY-SALINAS-SANTA CRUZ					
9/97	KMBY-F		New Wave	\$1,850,000	
9/97	KHIP-F (CP)		New Wave	\$35,000	
MONTGOMERY					
1/98	WLWI-F	Colonial	Cumulus	\$12,300,000	Sailors
1/98	WLZZ (950)	Colonial	Cumulus	\$800,000	Sailors
1/98	WMSP (740)	Colonial	Cumulus	\$400,000	Sailors
1/98	WMXS-F	Colonial	Cumulus	\$4,000,000	Sailors
MYRTLE BEACH, SC					
11/97	WSYN-F			\$5,000,000	
11/97	WJXY-AF		Cumulus	\$2,300,000	Whittle
11/97	WDAI-F		Cumulus	\$3,000,000	
11/97	WYAV-AF		Cumulus	\$4,100,000	
NASHVILLE					
9/97	WRVW-F	SFX	Hicks, Muse	\$23,000,000	
9/97	WSIX-F	SFX	Hicks, Muse	\$98,000,000	
9/97	WLAC-AF/WJZC-F	Sinclair Bcst Gp	Hicks, Muse	\$35,000,000	
12/97	WLAC + WLAC-F format	Hicks, Muse	Dick	Cancelled 1/98	
NEW BEDFORD-FALL RIVER					
10/97	WPEP (1570; Taunton)		ADD	\$300,000	
1/98	WARA (1320; Attleboro)		ADD	\$320,000	
NEW ORLEANS					
10/97	WLTS-F/WTKL	Muniz	Sinclair Broadcast Group	\$29,000,000	
NEW YORK					
11/97	WNWK-F	Multicultural	Heftel	\$115,000,000 + WPAT	Rumbaut
12/97	WQCD-F	Tribune Co.	Emmis	TV's in Seattle & Grand Rapids	
1/98	WNJR/WZRC	Douglas	Multicultural		
NORFOLK-VIRGINIA BEACH					
12/97	WCKO (1110)	J4	Metropolitan (Acker)	\$262,500	Hepburn
12/97	WFOG-F	Max	Sinclair Broadcast Group	\$12,000,000	
12/97	WNVZ-F	Max	Sinclair Broadcast Group	\$9,900,000	
12/97	WPTE-F	Max	Sinclair Broadcast Group	\$10,900,000	
12/97	WWDE-F	Max	Sinclair Broadcast Group	\$21,900,000	
ODESSA-MIDLAND, TX					
1/98	KMND/KBAT-F/KGEE-F/KNFM-F/KODM-F	Vascocu	Cumulus	\$13,500,000 (stock)	Montcalm
OKLAHOMA CITY					
12/97	KNTL-F	Bott	Caribou	\$5,250,000	Kalii
OMAHA					
9/97	KBBX/KESY-F	BCR	Joumal Broadcast Group	\$5,475,000	Kalii; Wm. Rice
PALM SPRINGS, CA					
11/97	KEZN-F		American Radio Sys.	\$5,100,000	
11/97	KEZN-F	American Radio Sys.	CBS	\$5,100,000	
11/97	KNWZ/KSES-F		Morris	\$2,250,000	Media Svcs.
11/97	KCLB-AF		Morris	\$7,000,000	Media Svcs.
11/97	KCMJ-AF		Morris	\$4,500,000	Media Svcs.
11/97	KPSL		Morris	\$550,000	Media Svcs.
PANAMA CITY, FL					
12/97	WYOO-F		Styles	\$770,000	
PENSACOLA					
10/97	WNVY (1090)		WZNO		
1/98	WYCL-F	Clear Channel	Capstar		
PHOENIX					
9/97	KBUQ-F		New Century	\$6,800,000	
10/97	KGLQ-F	Nationwide	Jacor	\$29,000,000	Stevens
10/97	KZZP-F	Nationwide	Jacor	\$32,000,000	Stevens
PITTSBURGH					
8/97	WIXZ (1360)		Renda	\$1,250,000 (assumption)	
9/97	WDVE-F	SFX	Hicks, Muse	\$106,000,000	
9/97	WJJJ-F	SFX	Hicks, Muse	\$18,000,000	
9/97	WTAE	SFX	Hicks, Muse	\$12,000,000	
9/97	WVTY-F	SFX	Hicks, Muse	\$21,000,000	
9/97	WXDX-F	SFX	Hicks, Muse	\$24,000,000	
10/97	WBZZ-F	American Radio Sys.	CBS	\$46,000,000	
10/97	WDSY-F	American Radio Sys.	CBS	\$52,000,000	
10/97	WZPT-F	American Radio Sys.	CBS	\$21,000,000	
1/98	WPLW (1590)		WXVX (1510; Monroeville)	\$80,000	

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
PORTLAND, ME					
12/97	WPKM-F		Mariner	\$1,025,000	Media Svcs.
PORTLAND, OR					
9/97	KKEY			\$345,000	
10/97	KBBT-F	American Radio Sys.	CBS	\$22,000,000	
10/97	KINK-F	American Radio Sys.	CBS	\$34,000,000	
10/97	KKJZ-F	American Radio Sys.	CBS	\$24,000,000	
10/97	KUFO-F	American Radio Sys.	CBS	\$38,000,000	
10/97	KUPL-AF	American Radio Sys.	CBS	\$43,000,000	
1/98	KKRH-F	Sinclair Bcst Gp	Entercom	\$26,300,000	
1/98	KKSN	Sinclair Bcst Gp	Entercom	\$4,800,000	
1/98	KKSN-F	Sinclair Bcst Gp	Entercom	\$44,400,000	
PORTSMOUTH-DOVER					
11/97	WERZ-F/WQSO-F	American Radio Sys.	Capstar	\$5,500,000	MVP
12/97	WMYF/WZNN	American Radio Sys.	Capstar	\$500,000	MVP
POUGHKEEPSIE, NY					
10/97	WBWZ-F/WRWD-F	Mike Schwartz et al	Roberts	\$7,500,000	
PROVIDENCE					
9/97	WHJJ	SFX	Hicks, Muse	\$10,000,000	
9/97	WHJY-F	SFX	Hicks, Muse	\$46,000,000	
9/97	WSNE-F	SFX	Hicks, Muse	\$26,000,000	
PUEBLO					
10/97	KRMX		Metropolitan (Acker)	\$171,500	
RALEIGH-DURHAM					
9/97	WDCG-F	SFX	Hicks, Muse	\$45,000,000	
9/97	WRDU-F	SFX	Hicks, Muse	\$50,000,000	
9/97	WRSN-F	SFX	Hicks, Muse	\$20,000,000	
9/97	WTRG-F	SFX	Hicks, Muse	\$41,000,000	
RAPID CITY, SD					
11/97	KBHB/KRCS-F		Tom Ingstad	\$1,500,000	
1/98	KIMM	Tom Ingstad		\$150,000	
REDDING, CA					
10/97	KNRO/KNNN-F/KRRX-F/KRDG-F	Redwood	Regent	\$1 MM + 200,000 shares (\$1.2 MM total)	Miller
10/97	KEGR-F/KEWB-F/KNCQ-F		Capstar	\$6,175,000	MVP
RENO					
1/98	KRZQ-F/KTHX-F	Americom	Salt (Seidenstricker)	\$2,700,000	
1/98	KCBN/KRNO-F/KWNZ-F (+\$21 MM)	Capstar	Americom	Americom's Fresno prop.	
RICHMOND					
9/97	WBZU-F	SFX	Hicks, Muse	\$11,000,000	
9/97	WKHK-F	SFX	Hicks, Muse	\$41,000,000	
9/97	WKLR-F	SFX	Hicks, Muse	\$14,000,000	
9/97	WMXB-F	SFX	Hicks, Muse	\$29,000,000	
9/97	WVGO-F	SFX	Hicks, Muse	\$14,000,000	
9/97	WVGO-F	SFX/Hicks, Muse	WREJ/WSOJ-F	\$4,500,000	Media Svcs.
11/97	WZOD		Hibemia	\$800,000	Bergner
RIVERSIDE-SAN BERNARDINO					
10/97	KFRG-F/KXFG-F	American Radio Sys	CBS	\$80,000,000	
ROANOKE-LYNCHBURG					
12/97	WLNI-F		Gary Burns	\$700,000	Jorgenson
1/98	WFIR/WPVR-F	Gibbons	Capstar	\$8,500,000	
ROCHESTER, NY					
10/97	WCMF-F	American Radio Sys	CBS	\$29,000,000	
10/97	WPXY-F	American Radio Sys	CBS	\$24,000,000	
10/97	WRMM-F	American Radio Sys	CBS	\$26,000,000	
10/97	WZNE-F	American Radio Sys	CBS	\$8,000,000	
1/98	WBBF	Sinclair Bcst Gp	Entercom	\$1,200,000	
1/98	WBEE-F	Sinclair Bcst Gp	Entercom	\$30,900,000	
1/98	WKLX-F	Sinclair Bcst Gp	Entercom	\$15,900,000	
1/98	WQRV-F	Sinclair Bcst Gp	Entercom	\$3,000,000	
SACRAMENTO					
9/97	KSQR (1240)	Silverado	Z-Spanish		
10/97	KHTK/KQPT	American Radio Sys	CBS	\$6,000,000	
10/97	KNCI-F	American Radio Sys	CBS	\$45,000,000	
10/97	KRAK-F	American Radio Sys	CBS	\$20,000,000	
10/97	KSFM-F	American Radio Sys	CBS	\$53,000,000	
10/97	KYMX-F	American Radio Sys.	CBS	\$27,000,000	
10/97	KZZO-F	American Radio Sys	CBS	\$33,000,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			SAGINAW-BAY CITY			
1/98	WJZZ (CP: 1210)	Bell		Radio One	incl. w/WCHB-AF Detroit	
			St. LOUIS			
10/97	KEZK-F	American Radio Sys		CBS	\$58,000,000	
10/97	KFNS	American Radio Sys		CBS	\$5,000,000	
10/97	KLOU-F	American Radio Sys		CBS	\$32,000,000	
10/97	KSD-F	American Radio Sys		CBS	\$22,000,000	
10/97	KYKY-F	American Radio Sys		CBS	\$64,000,000	
10/97	KFNS	ARS/CBS			\$3,750,000	Sunbelt
12/97	WKBQ	Emmis			(Donation)	
			SALISBURY-OCEAN CITY			
9/97	WTGM (960)/WLBW-F/MLVW-F/WQHQ-F	HVS		Cumulus	\$9,200,000	Whittle
10/97	WJDY/WSBY-F	HVS		Cumulus	\$1,300,000	Wm. Schutz
10/97	WOCQ-F	Musicradio		Great Scott	\$2,780,000	
11/97	WTGM-EB (1670)/WRXS-F	HVS		GHB		
11/97	WDNO-F			Great Scott		
1/98	WOSC-F/WWFG-F	Capstar		Cumulus	\$7,500,000	
			SALT LAKE CITY			
8/97	KISN (570)	Trumper		Jacor		KBKK-F
8/97	KBKK-F	Jacor		Trumper		KISN
10/97	KRGQ (1550)				\$500,000	
1/98	KQMB-F			Simmons	\$3,400,000	Media Svcs.
1/98	KXRK-F			Simmons	\$10,400,000	
			SAN ANTONIO			
9/97	KENS (1160)	Scripps		Belo		
12/97	KONO-AF	Barger		Cox	\$23,000,000	
2/98	KRIO-F	Barger		Spanish Bcstg Sys		
			SAN DIEGO			
9/97	KPLN-F	SFX		Hicks, Muse	\$28,000,000	
9/97	KYXY-F	SFX		Hicks, Muse	\$83,000,000	
10/97	KMCG-F	Nationwide		Jacor	\$28,000,000	
10/97	KXGL-F	Nationwide		Jacor	\$30,000,000	
			SAN FRANCISCO			
11/97	KDIA	Gabbert		ABC/Disney	\$6,300,000	
12/97	KZSF-F	Z-Spanish		Radio One	\$16,000,000	
12/97	KZWC-F	Z-Spanish		Radio One	\$6,000,000	
1/98	KEST	Douglas		Multicultural		
			SAN JOSE			
10/97	KBAY-F	American Radio Sys		CBS	\$41,000,000	
10/97	KEZR-F	American Radio Sys		CBS	\$42,000,000	
10/97	KUFX-F	American Radio Sys		CBS	\$22,000,000	
10/97	KSJO-F	American Radio Sys		Jacor	\$30,000,000	
1/98	KSJX	Douglas		Multicultural		
			SANTA MARIA-LOMPOC			
11/97	KTME (1410)				\$800,000	
			SARASOTA-BRADENTON			
8/97	WWPR (1490)				\$265,000	
			SAVANNAH			
1/98	WBMQ/WIXV-F/WSGF-F			Cumulus		
1/98	WJCL-F	Lewis		Cumulus	\$7,250,000	
			SEATTLE-TACOMA			
10/97	KRPM/KBKS-F	American Radio Sys		CBS	\$27,000,000	
10/97	KMPS-F	American Radio Sys		CBS	\$74,000,000	
10/97	KYCW-F	American Radio Sys		CBS	\$63,000,000	
10/97	KZOK-F	American Radio Sys		CBS	\$63,000,000	
11/97	KKDZ (1250)			ABC/Disney	\$1,200,000	
11/97	KHHO (850; Tacoma)			Ackerley	\$2,500,000	
12/97	KJR-AF/KUBE-F (interest)	New Century		Ackerley		
12/97	KZTS (1360)					
1/98	KXPA	Douglas		Multicultural		
			SHREVEPORT			
12/97	KMJJ-F	SunGroup		Sunburst		
			SIoux FALLS			
9/97	KTWB-F			Midcontinent	\$2,750,000	
			SPOKANE			
9/97	KTSL-F	Salem		KCDA-F/KNJY-F	\$1,200,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
SPRINGFIELD, MA						
9/97	WHMP	SFX		Hicks, Muse	\$3,000,000	
9/97	WHMP-F	SFX		Hicks, Muse	\$8,000,000	
9/97	WPKX-F	SFX		Hicks, Muse	\$21,000,000	
STATE COLLEGE, PA						
11/97	WBLF/WRSC/WIKN-F/WQWK-F	Citadel		Talleyrand		
1/98	WMAJ/WBHV-F	Galli		Forever	\$2,900,000	Bergner
STOCKTON						
9/97	KCVR/KMIX-F	Silverado		Z-Spanish	\$1,200,000	
1/98	KWG	Silverado		KQOD-F	\$400,000	
TALLAHASSEE						
8/97	WANM (1070)	Timm			\$150,000	Media Svcs.
9/97	WHBT/WBZE-F/WHBX-F	HVS		Cumulus	\$15,400,000	Whittle
2/98	WAIB-F/WWFO-F			Mike Schwartz et al	\$3,750,000	Media Svcs.
TAMPA-ST. PETERSBURG						
10/97	WMTX (1040)	Clear Channel		Genesis	\$1,500,000	
TERRE HAUTE						
11/97	WWVR-F			WTHI-AF		
TEXARKANA, TX-AR						
12/97	KTFS/KTWN-F			Capstar	\$435,000	Barger; Tucker
1/98	KARQ-F			KLLI-F/KYGL-F	\$500,000	
TOLEDO						
10/97	WIMX-F	Cumulus			\$1,500,000	
TUCSON						
9/97	KCEE	SFX		Hicks, Muse	\$2,000,000	
9/97	KNST	SFX		Hicks, Muse	\$6,000,000	
9/97	KRQQ-F	SFX		Hicks, Muse	\$25,000,000	
9/97	KWFM-F	SFX		Hicks, Muse	\$22,000,000	
12/97	KTUC/KSJM-F			Slone	\$6,500,000	Kaili
TYLER-LONGVIEW, TX						
12/97	KYKX-F	SunGroup		Sunburst		
WASHINGTON, DC						
12/97	WYCB			Radio One	\$3,750,000	Blackburn
1/98	WTOP-F (94.3; Warrenton, VA)			Bonneville	\$2,600,000	Blackburn
WEST PALM BEACH						
10/97	WEAT-F	American Radio Sys		CBS	\$34,000,000	
10/97	WIRK-F	American Radio Sys		CBS	\$32,000,000	
10/97	WMBX-F	American Radio Sys		CBS	\$13,000,000	
10/97	WPBZ-F	American Radio Sys		CBS	\$15,000,000	
10/97	WTPX-F	American Radio Sys		CBS	\$10,000,000	
11/97	WEAT	American Radio Sys		Jim Hilliard	\$1,500,000	
1/98	WTPX-F	CBS		Jim Hilliard	\$12,500,000	
WILKES BARRE-SCRANTON						
8/97	WEMR-AF			Citadel	\$1,000,000	
10/97	WCDL/WDLS-F/WSGD-F			Citadel	\$6,000,000	
1/98	WGGI-F			Sinclair Broadcast Group	\$850,000	
WILMINGTON, NC						
8/97	WKXB-F/WFSM-F	Sea-Comm		JOA	(Merger)	
8/97	WGNI-F/WMNX-F	Cape Fear		JOA	(Merger)	
WORCESTER						
8/97	WNEB				\$225,000	
10/97	WWTM	American Radio Sys		CBS	\$1,000,000	
YAKIMA, WA						
12/97	KJOX			Tom Read	\$150,000	
YOUNGSTOWN-WARREN						
8/97	WNIO/WNCD-F			Jacor	\$3,400,000	
10/97	WRTK/WBBG-F	Connoisseur		GOCOM	\$7,025,000	
10/97	WPAQ/WICT-F/WWSY-F	Zapis		GOCOM	\$2,600,000	
YUBA CITY, CA						
1/98	KOBO	Douglas		Multicultural		

INDIVIDUAL MARKET REPORTS

Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages carefully. We have made numerous changes and additions to American Radio. Your understanding of the Individual Market Reports will be far greater if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We'll use Akron from Fall 1997 as an example, starting at the top left of the report:

Arbitron Rank:	67	Pop (12+):	572,900
MSA Rank:			77
MSA Pop:			683,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			15.9
Market TSL in Hours:			21.00

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (67 in this case) is Akron's ranking among the 269 Arbitron radio markets.

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

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

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the standard survey week, Monday-Sunday, 6 AM-12 Midnight. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 21.50 hours listening to radio over the broadcast week.

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

Stations:		31 / 7
Diaries	1,766 / 324:	1/53.8%
Sample Target:		1,760
% Below Line:		55.6
% Not Listed:		15.0
Pop per Station:		81,843

There are 31 stations listed in the Akron Arbitron market report. Of those 31, 7 are home to the Arbitron metro survey area – listed "above the line." Thus, 24 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

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

1,766 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

324:1 – an approximate "persons per diary" value: in the metro, the typical diary represents 324 persons 12+ (generally, the lower the number, the better)

53.8% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

Sample Target is the number of usable (in-tab) diaries Arbitron designates for the market – its goal for return. Over the past few years, Arbitron has raised its market sample targets by at least 15% (and, in some cases, by as much as 70%) in response to broadcasters' concerns over unstable results.

The "% Below Line" figure indicates the percentage of total radio listening accumulated by "below the line" stations. This figure, along with the next, "% Not Listed", indicates how much listening in the market is not available to the local commercial stations. This may affect CPM's as well as the effectiveness and salability of local radio. "% Not Listed" reflects listening to stations that did not qualify for listing: distant stations, marginal local stations and public/non-commercial stations.

However, the "% Below Line" figures does not include the listening to home to the market which were placed "below the line" for violating one of Arbitron's policies on "special station activities" (which include on-air mentions of the radio ratings, or any other acknowledgment that the market's radio listening is being surveyed). The audience estimates of such stations are still considered as home to the market, although, in accordance with Arbitron policy, we will note local stations that have been placed "below the line."

The Population per Station shows the number of persons 12+ per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

Next, we move to the top right column:

Last Year's Revenue: \$17,000,000
 Household Income: \$40,820
 Retail Dollars: \$6.6 Bil
 #1 Biller: WKDD-F \$4,300,000
 #1 Billing Portfolio:
 WAKR/WONE-F/WQMX-F \$7,900,000

The revenue estimates are based on figures found in the 1997 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Consumer Spendable Income per household. The estimate for Akron is \$40,820

Retail Dollars is the market's estimated Total Retail Sales – in this case, \$6.6 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1996.

The #1 Biller is that station we believe to be the leading biller in the market, along with its estimated 1995 gross revenue. It is extracted from the 1997 edition of Duncan's Radio Market Guide.

The next section is the trended 12+ information:

12+ Metro	Format	% Share	Sum 97	Spg 96	Win 96	Fall 96	4 Book Avg	12+ Metro Cume / Rating	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WQMX-F	C	71 / 7.8	8.2	7.5	6.9	6.9	7.6	900 / 15.7	15.5	17.6	113 / 1682	E WQMX-F

All the figures in this section are based upon the standard survey (broadcast) week (Mon-Sun, 6 AM-12 Mid). All audience figures are in hundreds (00); ratings and shares are always percentages.

First is the station's 12+ Broadcast Week ranking, based on its average quarter hour persons figure. Next to the station's calls is a format code. The legend is as follows:

- AC - Adult Contemporary (the new "Modern AC" is abbreviated "AC-NR"; a "Hot" AC is AC/CHR, or CHR/AC)
- AOR - Album Oriented Rock (may have suffixes: NR = New Rock; P = Progressive/Alternative; /CL = high % of Classic AOR)
- B - Black (audience is 75% or more Black) (may have suffixes: /AC = AC; /O = Oldies; /G = Gospel)
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL AOR - Classic Rock, Classic AOR
- CL - Classical
- CL HITS - Classic Hits (aka 70's Oldies)
- C - Country
- FS - Full Service
- E - Ethnic (Foreign Language)
- EZ - Easy Listening, Beautiful Music
- G - Gospel
- J - Jazz, New Adult Contemporary
- N - News
- O - Oldies
- REL - Religion, Christian, Christian music
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- SPRTS - Sports
- ST - Standards, Big Bands, Nostalgia
- T - Talk
- U - Urban (75% or more of audience is non-white)
- ? - Other, Unknown

These codes may be joined to best represent a station's individual format. The code that comes first is the one that represents the station's primary programming: FS/C is a Full Service station that also plays some Country music.

Within the numbers, reading from left to right, WQMX-FM has 7,100 listeners per average quarter hour in the metro. This gives it a 7.8 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WONE-FM has 90,000 cume listeners 12+, which give it a 15.7 cume rating. Historical cume ratings follow (prior survey and prior year).

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

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

The codes for revenue levels are:

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

Then there's a line by itself:

12 + FM Share (Metro): 84.15% (653 of 776) (Fall 96: 83.45%)

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

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

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

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

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

In the Fall and Spring American Radio only, we provide a summary of Format Performance, based on total broadcast week, metro 12+ average quarter-hour audience. The table includes every format in the market and the audience of every station which shows up in the Arbitron market report. Here's an example:

Country	AM	FM	Total	%	Fall 96
	0 (0)	119 (3)	119 (3)	15.3%	16.5%

In this market, there are no AM Country stations, but there are 3 FM Country stations which compiled a total 12+ metro AQH persons audience of 11,900. The total audience to Country among listed stations is also 11,900, or 15.3% of all listening to stations listed in the market report. Last year, 16.5% of all listening to listed stations was to Country stations.

Next is the Consolidation Report, which provides summed 12+ and 25-54 audience shares and the share of last year's revenue accountable to consolidated radio operations in the market. Here's an example:

Local	12+	25-54	Revenue
WAKR-AM, WONE-FM, WQMX-FM	16.3%	16.2%	46.5%

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 16.3% of the 12+ total week metro audience and 16.2% of the adults 25-54 total week metro audience, as well as 46.5% of last year's revenue in the market.

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

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

WAKR	1590	5 kw (DA-N)	Full Service	Westwd, ABC	\$37.00	Christal	WQMX
WKDD	96.5	50 kw @ 441	CHR/AC		\$71.00	Eastman	Barnstable

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WAKR, operates on 1590 with 5,000 watts fulltime, with a directional antenna at night. Abbreviations you may find accompanying AM stations' power information are:

Days	Daytime-only operation
DA, Days	Directional daytime-only operation
DA-N	Directional antenna at night only (non-directional days)
DA-1	Same directional pattern day and night
DA-2	Different directional patterns day and night
DA-D	Fulltime that's directional only during the day (very uncommon)

WAKR has a Talk and Information format we call Full Service.

Next comes the station's network affiliation if it has one:

ABC	ABC (includes former SMN)	Source	Westwood One Source
AP	Associated Press Radio	SRN	Salem Radio Network
AURN	American Urban Radio	Talknt, Tiknt	Westwood One Talknet Radio
BNN	Business News Network	TARN	Talk America Radio Network
CBS	CBS	UBN	United Broadcasting Network
CNN	Westwood One CNN+	UPI	United Press International Radio
JRN	Jones Radio Networks	USA	USA Radio
SBUSA	Sports Byline USA	Westwd, WW1	Westwood One
		1-on-1, 1/1	One-on-One Sports Radio

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

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

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

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

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

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

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

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

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Fall 1997 Arbitron.

We hope you find this edition of American Radio interesting and useful. Let us know what you think and any improvements you'd like to see.

FALL 1997
PRIMARY MARKETS

AKRON

Arbitron Rank: 67 Pop (12+): 572,900	Stations: 31 / 7	Last Year's Revenue: \$17,000,000
MSA Rank: 77	Diaries: 1,766/324:1/53.8%	Household Income: \$40,820
MSA Pop: 683,000	Sample Target: 1,760	Total Retail Sales: \$6.6 Bil.
DMA: Cleveland (#13)	% Below Line: 55.6	#1 Biller: WKDD-F \$4,300,000
Average Persons Rating: 15.9	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 81,843	WAKR/WONE-F/WQMX-F \$7,900,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WQMX-F	C	71 / 7.8	8.2	7.5	6.9	6.9	7.6	900 / 15.7	15.5	17.6	113 / 1682	D	WQMX-F
2	WDOK-F	SAC	54 / 5.9	4.8	5.8	6.0	6.1	5.6	770 / 13.4	14.9	14.7	70 / 1165		WDOK-F
	WNIR-F	T	54 / 5.9	6.0	4.9	5.5	6.3	5.6	676 / 11.8	10.4	11.1	64 / 834	D	WNIR-F
4	WKDD-F	CHR/AC	53 / 5.8	4.9	5.4	6.6	5.0	5.7	889 / 15.5	15.4	15.2	85 / 1531	F	WKDD-F
5	WONE-F	AOR	50 / 5.5	6.3	6.4	7.0	6.1	6.3	827 / 14.4	16.3	15.9	82 / 1541	E	WONE-F
6	WMJI-F	O	46 / 5.0	5.7	6.4	6.4	8.0	5.9	965 / 16.8	18.0	17.6	79 / 1482		WMJI-F
	WNCX-F	CL AOR	46 / 5.0	4.3	4.1	4.7	3.7	4.5	847 / 14.8	13.9	12.7	98 / 1487		WNCX-F
8	WZAK-F	B	38 / 3.9	3.9	3.6	3.1	3.2	3.6	604 / 8.8	9.2	8.7	45 / 749		WZAK-F
9	WMMS-F	AOR-NR	33 / 3.6	3.8	3.3	3.8	3.8	3.6	675 / 11.8	13.3	13.8	62 / 1164		WMMS-F
10	WQAL-F	AC/CHR	32 / 3.5	2.6	2.9	2.9	2.6	3.0	741 / 12.9	12.2	11.1	55 / 1281		WQAL-F
11	WGAR-F	C	31 / 3.4	4.7	3.3	4.1	5.3	3.9	583 / 10.2	10.1	12.9	58 / 1016		WGAR-F
12	WRMR	ST	30 / 3.3	3.5	3.8	4.0	3.4	3.6	315 / 5.5	6.2	5.1	44 / 552		WRMR
13	WKNR	SPRTS	28 / 3.1	2.6	3.8	2.6	2.5	3.0	596 / 10.4	12.7	9.9	37 / 906		WKNR
14	WENZ-F	AOR-NR	27 / 3.0	3.1	2.7	2.5	1.8	2.8	830 / 11.0	11.1	9.7	34 / 927		WENZ-F
	WAKR	T/FS	27 / 3.0	4.0	4.5	4.0	4.3	3.9	603 / 10.5	10.7	12.2	30 / 684	C	WAKR

12+ FM Share (Metro): 84.15 % (653 of 776) (Fall 96: 83.45 %)

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

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

Other Rated Stations Metro Share Cume Rating TSA AQH Cume

WHLO	REL	640	Akron	0.4	1.5	5	190
WTOU	B/AC	1350	Akron	1.0	2.8	11	195

Other Rated Stations--Outside Market Metro Share Cume Rating TSA AQH Cume

WCLV-F	CL	95.5	Cleveland	1.0	3.9	12	320
WHBC	FS	148.0	Canton	0.5	1.0	82	1016
WHBC-F	AC	94.1	Canton	1.0	4.4	74	1206
WHK-F	REL	98.1	Canton	0.3	2.1	7	281
WHOT-F	CHR	101.1	Youngstown	1.0	5.2	17	549
WMVX-F	AC/CHR	106.5	Cleveland	2.0	8.5	33	824
WNWV-F	J	107.3	Elyria	2.0	5.8	28	528
WOXK-F	C	105.1	Salem	1.9	5.9	66	972
WRQK-F	AOR	106.9	Canton	1.0	5.7	34	898
WTAM	N/T	110.0	Cleveland	2.2	7.5	45	873
WYFM-F	CL AOR	102.9	Sharon, PA	0.4	1.1	5	97
WZJM-F	CHR	92.3	Cleveland Heights	2.0	9.0	24	718
WZKL-F	O	92.5	Alliance	0.7	2.0	37	635

AKRON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	59 (3)	59 (3)	7.6 %	6.9 %	Local	16.3 %	16.2 %	46.5 %
AOR/Classic/NR	0 (0)	169 (6)	169 (6)	21.8 %	19.0 %	WAKR-AM, WONE-FM, WQMX-FM			
Black/Urban	9 (1)	36 (1)	45 (2)	5.8 %	5.2 %		16.3 %	16.2 %	46.5 %
CHR	0 (0)	80 (3)	80 (3)	10.3 %	8.8 %				
Classical	0 (0)	9 (1)	9 (1)	1.2 %	1.7 %				
Country	0 (0)	119 (3)	119 (3)	15.3 %	16.5 %				
Full Service	32 (2)	0 (0)	32 (2)	4.1 %	5.4 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	18 (1)	18 (1)	2.3 %	2.1 %				
News/Talk	20 (1)	54 (1)	74 (2)	9.5 %	9.7 %				
Oldies	0 (0)	52 (2)	52 (2)	6.7 %	9.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	3 (1)	7 (2)	0.9 %	1.0 %				
Soft AC/EZ	0 (0)	54 (1)	54 (1)	7.0 %	7.1 %				
Sports	28 (1)	0 (0)	28 (1)	3.6 %	2.9 %				
Standards	30 (1)	0 (0)	30 (1)	3.9 %	3.9 %				
Totals	123 (7)	653 (23)	776 (30)						

AM Stations

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwd, ABC	\$37.00	Christal	WQMX-F/WONE-F
WTOU	1350	5 kw (DA-1)	Black AC	ABC	\$<20.00	Eastman	Barnstable

FM Stations

WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	Eastman	Barnstable
WNIR	100.1	1.95 kw @ 390	Talk	CBS	\$51.00	Eastman	Kent
WONE	97.5	12 kw @ 890	AOR		\$71.00	Christal	WAKR/WQMX-F
WQMX	94.9	16.2 kw @ 878	Country		\$63.00	Christal	WAKR/WONE-F

Notes: Other ranked stations – See Cleveland . . . 9/97 WAKR reported dropped all music from its programming

Jim Duncan

Comments: Listening levels are down modestly (-5%) since last year . . . WONE-F is down to its lowest 12+ share level in two years . . . WAKR faded to its lowest share in many years

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 57 **Pop (12+):** 736,400
MSA Rank: 68
MSA Pop: 872,000
DMA: 52
Average Persons Rating: 16.1
Market TSL In Hours: 21.50

Stations: 34 / 30
Diaries: 2,025/364:1/52.6%
Sample Target: 2,030
% Below Line: 1.3
% Not Listed: 14.8
Pop per Station: 24,547

Last Year's Revenue: \$28,000,000
Household Income: \$46,196
Total Retail Sales: \$8.2 Bil.
#1 Biller: WGNA-AF \$4,800,000
#1 Billing Portfolio: Hicks, Muse (SFX) \$9,250,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WGNA-F	C	134 / 11.3	10.3	10.3	10.8	10.7	1361 / 18.5	20.4	20.3	220 / 2335	F	WGNA-F
2	WGY	FS	112 / 9.5	8.7	9.3	8.8	9.6	1638 / 20.9	20.3	21.2	143 / 2056	F	WGY
3	WFLY-F	CHR	103 / 8.7	9.2	9.3	9.5	9.2	1902 / 25.8	24.1	24.2	129 / 2496	E	WFLY-F
4	WYJB-F	SAC	90 / 7.8	8.5	7.8	10.3	10.0	1241 / 16.8	18.9	20.6	108 / 1594	D	WYJB-F
5	WQBK-FF	AOR-NR	89 / 7.5	7.8	7.1	6.9	5.4	1388 / 18.6	19.4	17.1	125 / 2053	D	WQBK-FF
6	WRVE-F	AC-NR	65 / 5.6	4.7	5.3	5.8	5.4	1074 / 14.8	14.5	15.0	97 / 1629	D	WRVE-F
7	WABY-AF	ST	82 / 6.2	6.6	6.0	5.9	7.2	790 / 10.7	11.7	12.0	77 / 946	A	WABY-AF
8	WPYX-F	AOR	61 / 4.3	5.9	7.0	7.2	7.7	1060 / 14.4	19.7	17.8	87 / 1630	E	WPYX-F
9	WKLI-FF	AC/CHR	40 / 3.4	2.7	3.2	2.1	2.3	841 / 11.4	10.7	10.6	53 / 1111	C	WKLI-FF
	WHRL-F	J	40 / 3.4	2.5	1.8	1.4	2.3	487 / 6.6	5.1	4.5	45 / 554	A	WHRL-F
	WTRY-F	O	40 / 3.4	3.0	3.1	1.9	1.0	791 / 10.7	9.7	5.4	47 / 938		WTRY-F
12	WXCR-F	CL AOR	28 / 2.4	2.5	2.1	2.0	1.4	781 / 10.3	6.7	6.5	41 / 998		WXCR-F
13	WXLE-F	AOR-P	23 / 1.9	2.5	1.2	0.8	1.6	600 / 8.1	5.9	5.2	26 / 700		WXLE-F
14	WROW	T	20 / 1.7	1.4	1.4	1.3	1.5	413 / 5.6	5.0	6.6	27 / 505		WROW
15	WTRY	O	16 / 1.4	1.3	1.3	1.7	1.7	381 / 4.9	5.5	6.1	17 / 396		WTRY
	WPTR-F	C	16 / 1.4	1.4	1.5	1.7	1.4	275 / 3.7	3.7	3.7	22 / 374		WPTR-F
17	WBKK-F	CL	14 / 1.2	0.9	0.5	0.8	0.6	198 / 2.7	1.7	2.3	19 / 282		WBKK-F

12+ FM Share (Metro): 81.57 % (823 of 1009) (Fall 96: 79.79 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCKM-F	O	98.5	Lake George 0.3 0.5 13 166
WCSS	T	1490	Amsterdam 0.5 1.3 6 101
WDCD-AF	REL	96.7	Clifton Park 0.7 1.8 9 156
WEQX-F	AOR-NR	102.7	Manchester, VT 0.9 4.9 28 675
WGNA	C	1460	Albany 0.3 1.1 6 127
WJKE-F	AC	101.3	Stillwater 0.4 2.6 6 233
WTMM	SPRTS	1300	Rensselaer 0.6 2.3 8 180
WZZM-F	C	93.5	Corinth 0.6 0.9 10 146

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBUG-F	C	101.1	Ft. Plain 0.3 1.1 5 155
WFAN	SPRTS	660	New York 0.5 1.7 10 222
WJIV-F	REL	101.9	Cherry Valley 0.4 1.3 6 111
WLFH	C	1230	Little Falls 0.1 0.2 6 84

ALBANY-SCHENECTADY-TROY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	110 (4)	110 (4)	10.9 %	10.2 %	Albany	19.4 %	19.8 %	23.4 %
AOR/Classic/NR	0 (0)	202 (6)	202 (6)	20.0 %	19.9 %	WFLY-FM, WPTR-FM, WROW-AM, WYJB-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Dame	18.4 %	19.2 %	23.6 %
CHR	0 (0)	103 (1)	103 (1)	10.2 %	10.5 %	WGY-AM, WHRL-FM, WRVE-FM			
Classical	0 (0)	14 (1)	14 (1)	1.4 %	0.7 %	Hicks, Muse	20.7 %	23.4 %	33.0 %
Country	4 (2)	160 (4)	164 (6)	16.3 %	15.0 %	WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WTRY-FM			
Full Service	112 (1)	0 (0)	112 (1)	11.1 %	11.0 %	Radio Enterprises/Arcara	10.5 %	11.7 %	11.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WQBJ-FM, WQBK-FM, WTMM-AM, WXCR-FM			
Jazz	0 (0)	40 (1)	40 (1)	4.0 %	2.6 %		69.0 %	74.1 %	91.4 %
News/Talk	26 (2)	0 (0)	26 (2)	2.6 %	4.1 %				
Oldies	16 (1)	44 (2)	60 (3)	5.9 %	3.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	11 (2)	13 (3)	1.3 %	2.1 %				
Soft AC/EZ	0 (0)	90 (1)	90 (1)	8.9 %	11.5 %				
Sports	13 (2)	0 (0)	13 (2)	1.3 %	0.0 %				
Standards	13 (1)	49 (1)	62 (2)	6.1 %	8.8 %				
Totals	186 (10)	823 (23)	1009 (33)						

AM Stations

Station	Power	Time	Format	Company	Price	Buyer	Seller
WABY	1400	1 kw	Standards	Westwd, CNN	\$17.00	Christal	Bendat
WGNA	1460	5 kw (DA-N)	See WGNA-F				
WGY	810	50 kw	Full Service	ABC	\$60.00	Katz	Dame
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI	\$20.00	Allied	Albany
WTMM	1300	5 kw (DA-2)	Sports	Westwd, ABC, CBS	\$20.00	D&R	Radio EnL/Arcara
WTRY	980	5 kw (DA-N)	Oldies		\$<20.00	Mc-Guild	Hicks, Muse

FM Stations

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

Notes: 7/97 WQBK (AM) changed from Talk to Sports as WTMM ("The Team") . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WGNA-AF for \$36,000,000; WTRY-AF for \$7,000,000; WPYX-F for \$30,000,000 . . . 11/97 WPTR-F changed from Classic Country to Country

Jim Duncan

Comments: Listening levels are steady . . . WABY-AF is at its lowest share in more than two years . . . WPYX-F had its fourth straight down book and its lowest share since the mid-1970's . . . WHRL-F is at its highest share in many years

ALBUQUERQUE

Arbitron Rank: 70 Pop (12+): 552,400	Stations: 30 / 29	Last Year's Revenue: \$30,800,000
MSA Rank: 79	Diaries: 1,776/311:1/49.4%	Household Income: \$39,273
MSA Pop: 677,000	Sample Target: 1,700	Total Retail Sales: \$7.1 Bil.
DMA: 48	% Below Line: 0.7	#1 Biller: KRST-F \$5,000,000
Average Persons Rating: 16.3	% Not Listed: 11.6	#1 Billing Portfolio: Citadel \$17,100,000
Market TSL In Hours: 21.50	Pop per Station: 19,048	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 KRST-F	C	104 / 11.6	11.1	10.3	10.5	10.1	10.9	1290 / 23.4	22.8	21.5	139 / 1772	G	KRST-F
2 KKOB	FS	78 / 8.5	8.2	8.5	10.1	9.2	8.8	1182 / 21.6	18.2	20.1	97 / 1591	F	KKOB
3 KKSS-F	CHR	52 / 5.8	5.6	8.1	5.8	7.7	6.3	912 / 16.6	19.0	18.1	81 / 1464	D	KKSS-F
4 KZRR-F	AOR	45 / 5.0	5.3	5.5	5.8	4.1	5.4	704 / 12.8	13.1	13.3	63 / 1001	D	KZRR-F
5 KHFM-F	CL	42 / 4.7	5.0	4.4	4.4	4.4	4.6	568 / 10.3	10.8	10.2	56 / 746	C	KHFM-F
6 KPEK-F	AOR-P	41 / 4.6	4.8	4.6	3.7	2.6	4.4	734 / 13.3	12.8	9.7	55 / 1014	B	KPEK-F
7 KYLZ-F	CHR/B	39 / 4.3	3.4	1.5	1.1	1.0	2.6	644 / 11.7	6.6	4.7	54 / 851	A	KYLZ-F
8 KZKL-F	O	36 / 3.9	5.0	4.2	3.9	4.7	4.2	633 / 11.6	13.2	13.3	36 / 645	C	KZKL-F
9 KTEG-F	AOR-NR	34 / 3.8	3.8	3.5	4.6	3.9	3.9	705 / 12.8	11.8	14.1	47 / 944	C	KTEG-F
10 KIOT-F	CL AOR	33 / 3.7	4.1	4.7	4.2	5.1	4.2	664 / 12.0	15.1	13.7	42 / 908	C	KIOT-F
12 KMGA-F	SAC	32 / 3.6	4.3	4.4	4.7	3.9	4.2	638 / 11.8	13.1	12.4	48 / 887	D	KMGA-F
11 KTBL-F	C	32 / 3.6	3.2	5.3	3.5	3.9	3.9	691 / 12.6	12.3	13.5	58 / 963	B	KTBL-F
13 KKOB-F	AC	30 / 3.3	4.1	4.7	5.2	4.7	4.3	839 / 15.2	16.7	16.3	39 / 1128	E	KKOB-F
14 KIVA	ST	28 / 3.1	3.0	3.5	4.7	4.8	3.6	366 / 6.6	6.8	8.2	29 / 384	A	KIVA
15 KLSK-F	CL AOR	26 / 2.9	3.1	2.7	2.4	3.0	2.8	562 / 10.2	10.9	11.0	40 / 855	B	KLSK-F
16 KRZN-F	J	23 / 2.6	2.2	1.7	3.9	2.8	2.6	336 / 6.1	4.9	7.3	33 / 458	A	KRZN-F
17 KABG-F	O	18 / 2.0	1.0	0.8	1.3	1.0	1.3	351 / 6.4	3.1	3.9	27 / 555	A	KABG-F
18 KLVO-F	SP	16 / 1.7	3.2	2.9	2.2	2.6	2.5	297 / 5.4	6.7	6.3	26 / 483	B	KLVO-F
16 KRZY-F	SP	12 / 1.3	1.1	1.1	1.2	2.1	1.2	149 / 2.7	3.7	4.9	21 / 257	A	KRZY-F
20 KNKT-F	REL	11 / 1.2	1.1	0.5	0.7	0.8	0.9	203 / 3.7	2.5	3.4	12 / 235	A	KNKT-F
21 KXKS	SP	10 / 1.1	0.3	0.7	0.9	1.1	0.7	92 / 1.7	2.3	2.2	11 / 98	A	KXKS

12+ FM Share (Metro): 80.86 % (642 of 794) (Fall 96: 78.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
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 KRST-F >
2 KYLZ-F >	2 KZRR-F	2 KZRR-F <	2 KKOB <	2 KKOB	2 KRST-F >	2 KKOB >>	2 KKOB >	2 KKSS-F <	2 KYLZ-F >	2 KKOB <
3 KTEG-F >>	3 KKSS-F	3 KPEK-F <	3 KPEK-F <	3 KPEK-F <	3 KHFM-F	3 KZRR-F	3 KPEK-F <	3 KKOB	3 KTEG-F	3 KKSS-F <
	KPEK-F	4 KKOB	4 KZRR-F	4 KZRR-F	4 KIVA <	4 KPEK-F <	4 KZRR-F	4 KZRR-F	4 KHFM-F <	4 KHFM-F <
	5 KTEG-F	5 KKSS-F <	5 KIOT-F <	KIOT-F	5 KZKL-F <	5 KKSS-F <	5 KMGA-F <	KPEK-F	5 KRST-F	5 KYLZ-F <
	6 KYLZ-F	6 KIOT-F <	6 KKOB-F	6 KZKL-F	6 KTBL-F	6 KHFM-F <	6 KHFM-F <	6 KHFM-F <	6 KKOB	6 KZRR-F
	KKOB-F	7 KKOB-F <	KMGA-F <	KMGA-F <	7 KMGA-F	7 KLSK-F <	7 KHFM-F	7 KYLZ-F <	7 KMGA-F	
	8 KLSK-F	8 KMGA-F <	8 KLSK-F	8 KKOB-F <	KIOT-F	8 KKOB-F	KZKL-F	8 KTBL-F	8 KZRR-F	
		9 KTEG-F <	KZKL-F <	9 KLSK-F		KZKL-F <	KIOT-F <	KTEG-F <	KPEK-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KRST-F	1 KRST-F >	1 KRST-F >	1 KRST-F >>	1 KRST-F >>	1 KZRR-F >>	1 KZRR-F >	1 KZRR-F	1 KZRR-F	1 KRST-F >	1 KKOB <
KYLZ-F >	2 KPEK-F <	2 KPEK-F	2 KPEK-F	2 KPEK-F	2 KYLZ-F >	2 KRST-F	2 KRST-F	KRST-F >	2 KKOB <	2 KRST-F >
3 KKSS-F >	3 KKSS-F	3 KKOB-F	3 KKSS-F	KZKL-F <	3 KRST-F	3 KTEG-F	3 KTEG-F	3 KKOB	3 KZRR-F	3 KKSS-F <
4 KPEK-F	4 KKOB-F <	4 KKSS-F >	KMGA-F <	4 KMGA-F <	KKSS-F	KLSK-F	KLSK-F	4 KIOT-F <	4 KIOT-F	4 KYLZ-F
5 KZRR-F	5 KYLZ-F	5 KTEG-F	5 KKOB-F <	5 KKOB <	KLSK-F	5 KKSS-F	5 KKOB	5 KLSK-F <	5 KLSK-F	
KKOB-F	6 KTEG-F	6 KMGA-F	6 KZKL-F	6 KKOB-F	KPEK-F	6 KKOB	6 KKSS-F	6 KTEG-F	6 KPEK-F <	
KTEG-F >	7 KZRR-F	KZRR-F >	7 KKOB	7 KKSS-F <	KTEG-F >	KPEK-F	KKOB-F	KPEK-F	7 KTEG-F	
	KMGA-F >		KYLZ-F	8 KTBL-F		8 KKOB-F	8 KPEK-F	8 KKSS-F	8 KHFM-F <	
				KIOT-F		KYLZ-F				

Other Rated Stations						Other Rated Stations--Outside Market									
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume				
KALY	SP	1240	Los Ranchos ...	0.8	1.6	7	98								
KARS	SP	860	Belén	0.6	1.4	5	78	KBOM-F	O	106.7	Los Alamos	0.7	3.2	16	375
KBFG-F	C	95.5	Santa Fe	0.8	3.6	17	362								
KEZF-F	SAC	101.3	Albuquerque	0.6	3.0	6	175								
KHTL	T	920	Albuquerque	0.9	3.1	8	184								
KNML	SPRTS	1050	Albuquerque	0.9	4.0	8	227								
KRZY	SP	1450	Albuquerque	0.7	1.5	7	89								
KZSS	T	610	Albuquerque	0.4	2.1	5	137								

ALBUQUERQUE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	30 (1)	30 (1)	3.8 %	7.1 %	American General	9.3 %	6.2 %	3.0 %
AOR/Classic/NR	0 (0)	179 (5)	179 (5)	22.5 %	21.9 %	KABG-FM, KARS-AM, KBFG-FM, KKIM-AM, KLVO-FM, KYLZ-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Citadel	37.1 %	37.6 %	55.5 %
CHR	0 (0)	91 (2)	91 (2)	11.5 %	9.5 %	KHFM-FM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM			
Classical	0 (0)	42 (1)	42 (1)	5.3 %	4.9 %	Simmons	10.2 %	9.5 %	13.5 %
Country	0 (0)	143 (3)	143 (3)	18.0 %	18.1 %	KDZZ-AM, KEZF-FM, KIVA-AM, KRZN-FM, KZKL-FM			
Full Service	76 (1)	0 (0)	76 (1)	9.6 %	10.2 %	Trumper	15.7 %	18.6 %	17.2 %
Hispanic	28 (4)	27 (2)	55 (6)	6.9 %	7.1 %	KHTZ-AM, KLSK-FM, KPEK-FM, KTEG-FM, KZRR-FM, KZSS-AM			
Jazz	0 (0)	23 (1)	23 (1)	2.9 %	3.1 %		73.3 %	71.9 %	89.2 %
News/Talk	12 (2)	0 (0)	12 (2)	1.5 %	1.0 %				
Oldies	0 (0)	59 (3)	59 (3)	7.4 %	5.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	11 (1)	11 (1)	1.4 %	1.2 %				
Soft AC/EZ	0 (0)	37 (2)	37 (2)	4.7 %	4.3 %				
Sports	8 (1)	0 (0)	8 (1)	1.0 %	0.6 %				
Standards	28 (1)	0 (0)	28 (1)	3.5 %	5.3 %				
Totals	152 (9)	642 (21)	794 (30)						

AM Stations

Station	Power	Frequency	Format	Westwd	Price	Company	Company	Company
KIVA	1310	5 kw/500 w (DA-N)	Standards	Westwd	\$<20.00	Allied	Simmons	Corrales
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel	
KXKS	1190	10 kw (Days)	Hispanic	CNN	\$ NA	Caballero		

FM Stations

Station	Power	Frequency	Format	Westwd	Price	Company	Company	Company
KABG	98.5	100 kw @ 1781	Oldies		\$ NA	Christal	American General	Los Alamos
KHFM	96.3	20 kw @ 4133	Classical		\$40.00	Allied	Citadel	
KIOT	102.5	50 kw @ 371	Classic AOR		\$ 30.00	Allied	Simmons	Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC		\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw @ 1875	CHR		\$44.00	D&R	Sunburst, pend.	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic AOR		\$23.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic		\$<20.00	—	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel	
KNKT	107.1	24.5 kw @ 705	Religion		\$ NA	—		Armijo
KPEK	100.3	22.5 kw @ 4107	Modern AC		\$29.00	Eastman	Trumper	
KRST	92.3	22 kw @ 4160	Country		\$97.00	Katz	Citadel	
KRZN	105.1	100 kw @ 1936	Jazz		\$<20.00	Allied	Simmons	Santa Fe
KRZY	105.9	100 kw @ 1936	Hispanic		\$ NA	—	EXCL	Santa Fe
KTBL	103.3	20.5 kw @ 4186	Classic Country		\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock		\$31.00	Banner	Trumper	
KYLZ	106.3	100 kw @ 860	CHR/Black		\$ NA	—	American General	Los Lunas
KZKL	101.7	3 kw @ 92	Oldies		\$40.00	Allied	Simmons	Rio Rancho
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$52.00	Eastman	Trumper	

Notes: 8/97 KDNR-F changed calls to KYLZ-F ("Wild 106"); remains Dance CHR (CHR/B) . . . 10/97 KARS/KKIM/KLVO-F/KYLZ-F sold by Guardian to American General (price NA) . . . 11/97 KZKL (1580) changed from simulcasting KZKL to Children's (Disney) as KDZZ . . . 12/97 KKSS-F sold by SunGroup to Sunburst for \$_____

Jim Duncan

Comments: Listening levels are down slightly . . . KYLZ-F has its fourth straight up book . . . KKOB-F has its lowest share since at least the 1970's . . . KHFM-F has become one of the great Classical music stations in the nation

ALLENTOWN-BETHLEHEM

Arbitron Rank: 66	Pop (12+): 601,100	Stations: 37 / 13	Last Year's Revenue: \$21,100,000
MSA Rank: 87		Diarles: 1,906/315:1/59.9%	Household Income: \$45,705
MSA Pop: 616,000		Sample Target: 1,790	Total Retail Sales: \$5.1 Bil.
DMA: Philadelphia DMA (#4)		% Below Line: 18.4	#1 Biller: WLEV-F \$4,400,000
Average Persons Rating: 16.6		% Not Listed: 13.4	#1 Billing Portfolio:
Market TSL In Hours: 22.25		Pop per Station: 46,238	Capstar \$10,400,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WAEB-F	CHR	131 / 13.1	13.4	13.6	12.6	11.6	13.2	1803 / 30.0	30.2	31.7	140 / 2090	F	WAEB-F
2	WCTO-F	C	114 / 11.4	8.9	8.9	8.1	10.6	9.3	1167 / 19.4	17.9	23.0	121 / 1357	D	WCTO-F
3	WODE-F	O	83 / 8.3	11.3	10.0	10.3	7.9	10.2	1447 / 24.1	25.8	20.4	115 / 1945	E	WODE-F
4	WLEV-F	AC	88 / 8.8	8.6	7.0	8.5	8.8	8.2	1043 / 17.4	17.0	18.3	98 / 1245	F	WLEV-F
5	WZZO-F	AOR	87 / 8.7	9.0	8.2	7.0	9.4	8.2	1222 / 20.3	19.1	20.9	99 / 1603	F	WZZO-F
6	WAEB	T	47 / 4.7	3.9	4.0	5.3	5.0	4.5	712 / 11.8	11.8	12.2	47 / 717	C	WAEB
7	WKAP	ST	44 / 4.4	3.8	5.2	3.7	4.1	4.3	378 / 6.3	7.6	6.8	46 / 388	A	WKAP
8	WYSP-F	T/CL AOR	25 / 2.5	2.7	1.7	1.7	1.5	2.1	505 / 8.4	6.2	7.6	35 / 672		WYSP-F
9	WEST	ST	23 / 2.3	1.4	1.9	1.7	2.5	1.8	219 / 3.6	3.6	4.8	23 / 219	A	WEST
10	WRNJ-F	C	20 / 2.0	2.3	2.6	2.6	1.9	2.4	275 / 4.6	6.5	6.4	28 / 415	A	WRNJ-F

12+ FM Share (Metro): 79.46 % (681 of 857) (Fall 96: 79.76 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEB-F >>	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F <	1 WODE-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WCTO-F <
2 WZZO-F	2 WZZO-F <	2 WCTO-F <	2 WCTO-F	2 WCTO-F	2 WCTO-F <	2 WCTO-F <	2 WLEV-F	2 WCTO-F	2 WCTO-F	2 WAEB-F >
3 WUSL-F	3 WCTO-F >>	3 WZZO-F >	3 WZZO-F	3 WODE-F <	3 WLEV-F	3 WODE-F	WCTO-F <	3 WZZO-F	3 WODE-F	3 WZZO-F
4 WIOQ-F >	4 WLEV-F >	4 WODE-F <	4 WODE-F	4 WZZO-F	4 WAEB-F	4 WZZO-F	4 WODE-F	4 WODE-F	4 WZZO-F	4 WODE-F <
		5 WLEV-F >>	5 WLEV-F >>	5 WLEV-F >>	5 WKAP	WLEV-F	5 WZZO-F >	5 WLEV-F >>	5 WLEV-F >>	5 WLEV-F >
					WAEB	6 WAEB <	6 WAEB <			
					7 WZZO-F >	7 WYSP-F >	7 WKAP >>			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 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	1 WODE-F
2 WCTO-F	2 WCTO-F >	2 WCTO-F >	2 WCTO-F	2 WCTO-F <	2 WYSP-F	2 WCTO-F >	2 WCTO-F >	2 WCTO-F >	2 WCTO-F >	2 WAEB-F
3 WZZO-F >	3 WLEV-F	3 WLEV-F >	3 WODE-F <	3 WODE-F	WAEB-F	3 WAEB-F	3 WLEV-F >	3 WAEB-F	3 WODE-F	3 WCTO-F >>
4 WIOQ-F >	WZZO-F >	4 WODE-F	4 WLEV-F >	4 WLEV-F >>	WCTO-F >>	4 WLEV-F	4 WAEB-F	4 WODE-F <	4 WAEB-F	
	5 WODE-F >	WZZO-F >>	5 WZZO-F >>	5 WZZO-F >		5 WYSP-F >>	5 WYSP-F	5 WLEV-F	5 WLEV-F >	
								6 WYSP-F >>		

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	9 (1)	108 (5)	117 (6)	13.7 %	13.5 %	Capstar	26.5 %	29.2 %	47.9 %
AOR/Classic/NR	0 (0)	112 (2)	112 (2)	13.1 %	11.8 %	WAEB-AM, WAEB-FM, WZZO-FM			
Black/Urban	0 (0)	11 (1)	11 (1)	1.3 %	0.8 %	Citadel	20.2 %	23.8 %	30.8 %
CHR	0 (0)	166 (6)	166 (6)	19.4 %	17.4 %	WCTO-FM, WLEV-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %		46.7 %	53.0 %	78.7 %
Country	9 (1)	144 (4)	153 (5)	17.9 %	7.1 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	9 (1)	9 (1)	1.1 %	1.3 %				
News/Talk	63 (4)	10 (2)	73 (6)	8.5 %	11.0 %				
Oldies	0 (0)	109 (2)	109 (2)	12.7 %	12.8 %				
Others/Unknown	9 (1)	0 (0)	9 (1)	1.1 %	1.4 %				
Religion/Gospel	0 (0)	12 (1)	12 (1)	1.4 %	2.3 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	9.8 %				
Sports	13 (2)	0 (0)	13 (2)	1.5 %	2.4 %				
Standards	73 (3)	0 (0)	73 (3)	8.5 %	7.3 %				
Totals	176 (12)	681 (24)	857 (36)						

ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WGPA	?	1100	Bethlehem	0.9	1.3	9	78	KYW	N	1060	Philadelphia	0.5	3.4	6	232
WLSH	ST	1410	Lansford	0.6	1.2	6	88	WABC	T	770	New York	0.6	2.2	18	277
WRNJ	AC	1510	Hackettstown, NJ	0.9	1.6	9	106	WBYN-F	REL	107.5	Boyertown	1.2	3.1	14	235
WYNS	C	1160	Lehighton	0.9	2.2	9	134	WFAN	SPRTS	660	New York	0.5	2.1	7	204
								WHCY-F	C	106.3	Blairstown, NJ	0.4	1.4	15	256
								WIOQ-F	CHR	102.1	Philadelphia	1.3	6.5	15	425
								WIP	SPRTS	610	Philadelphia	0.8	3.0	12	219
								WJJZ-F	J	106.1	Philadelphia	0.9	3.3	10	254
								WXW-F	T	101.5	Trenton	0.5	1.9	30	438
								WMGH-F	AC	105.5	Tamaqua	0.4	1.3	17	272
								WMGK-F	CL HITS	102.9	Philadelphia	1.6	6.3	23	531
								WMGS-F	AC	92.9	Wilkes Barre	0.5	1.0	11	164
								WNNJ-F	AC	103.7	Newton, NJ	0.5	2.1	18	333
								WOR	T	710	New York	0.5	1.5	12	254
								WPLJ-F	CHR-NR	95.5	New York	0.7	2.0	15	245
								WPLY-F	CHR-NR	100.3	Media, PA	0.5	2.1	5	130
								WPST-F	CHR	97.5	Trenton, NJ	0.6	4.3	14	513
								WSBG-F	CHR	93.5	Stroudsburg	0.4	2.4	22	513
								WUSL-F	B	98.9	Philadelphia	1.1	3.9	11	266
								WWDB-F	T	96.5	Philadelphia	0.5	2.1	9	179
								WXRK-F	T/NR	92.3	New York	0.7	1.9	11	306
								WXTU-F	C	92.5	Philadelphia	0.6	2.7	12	370
								WYXR-F	AC/CHR	104.5	Philadelphia	0.6	4.1	6	290

AM Stations

WAEB	790	3.8 kw/1.5 kw (DA-2)	Talk	CBS, Westwd	\$35.00	Katz	Capstar	
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild		Easton
WKAP	1470	5 kw (DA-N)	Standards	ABC	\$<20.00	Katz	Capstar	

FM Stations

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

Notes: WYSP-F -- See Philadelphia . . . 8/97 WLEV-F changed from AC to Country as WCTO-F ("Cat Country 96.1"); the WLEV-F format and calls moved to WFMZ-F (100.7) . . . 10/97 WKAP (1470) sold to Capstar for \$2,130,000 . . . 12/97 WEEX/WODE-F sold by Patterson (Capstar) to Clear Channel for, reportedly, 13 times 1997 cash flow

Jim Duncan

Comments: Citadel's rather daring move with WCTO-F and WLEV-F appears to be successful -- especially for WCTO; WLEV has not yet reached its previous 25-54 levels . . . Listening (APR) is down from its year-ago level . . . Because of WCTO-F, Country's listening share jumped from 7% to 18%

ALTOONA

Arbitron Rank: 239 **Pop (12+):** 109,500
MSA Rank: 261
MSA Pop: 132,000
DMA: 90 (w/Johnstown)
Average Persons Rating: 16.7
Market TSL in Hours: 22.25

Stations: 18 / 12
Diaries: 625/175:1/62.8%
Sample Target: 610
% Below Line: 4.9
% Not Listed: 12.0
Pop per Station: 9,125

Last Year's Revenue: \$5,200,000
Household Income: \$45,540
Total Retail Sales: \$1.42 Bil.
#1 Biller: WFGY-F \$2,700,000
#1 Billing Portfolio: Forever \$3,010,000

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WFGY-F	36 / 19.7	22.1		25.8		374 / 34.1	37.7		125 / 1520	D
2	WPRR-F	24 / 13.1	13.4		10.3		319 / 29.2	32.0		30 / 450	B
3	WMXV-F	19 / 10.4	9.9		11.5		216 / 19.7	22.8		23 / 263	
4	WBXQ-F	18 / 9.8	5.8		8.6		190 / 17.3	15.4		29 / 345	A
	WRTA	18 / 9.8	7.0		8.0		216 / 19.8	15.7		19 / 238	B
6	WALY-F	15 / 8.2	9.9		5.7		225 / 20.6	21.5		22 / 370	A
7	WFBG	11 / 6.0	7.0		5.7		194 / 17.7	14.1		12 / 236	A
8	WVAM	5 / 2.7	1.2		1.7		108 / 8.9	5.7		5 / 121	WVAM

12+ FM Share (Metro): 77.02 % (124 of 161) (Fall 96: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPRR-F >>	1 WPRR-F	1 WFGY-F	1 WFGY-F	1 WFGY-F >	1 WFGY-F >	1 WFGY-F >	1 WFGY-F >	1 WFGY-F >	1 WFGY-F <	1 WFGY-F >
2 WBXQ-F	2 WPRR-F <	2 WBXQ-F <	2 WBXQ-F	2 WRTA	2 WPRR-F	2 WMXV-F	2 WPRR-F	2 WPRR-F	2 WPRR-F >	2 WPRR-F
3 WFGY-F >	3 WBXQ-F <	3 WMXV-F	3 WMXV-F	3 WRTA	3 WPRR-F <	3 WRTA	3 WPRR-F	3 WMXV-F <	3 WRTA	3 WBXQ-F
4 WMXV-F >>	4 WMXV-F >	4 WPRR-F	4 WPRR-F <	4 WALY-F <	4 WALY-F <	4 WBXQ-F	4 WBXQ-F	4 WBXQ-F	4 WMXV-F	4 WALY-F
	5 WALY-F >>	5 WALY-F >>	5 WALY-F >>	5 WFBG	5 WBXQ-F <	5 WRTA	5 WRTA	5 WRTA	5 WBXQ-F >	5 WRTA
					6 WMXV-F	6 WALY-F	6 WALY-F	6 WALY-F >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPRR-F >>	1 WPRR-F >	1 WPRR-F	1 WPRR-F	1 WMXV-F <	1 WPRR-F >>	1 WBXQ-F >	1 WBXQ-F >>	1 WBXQ-F >	1 WBXQ-F	1 WFGY-F >
2 WMXV-F >>	2 WFGY-F	2 WFGY-F >	2 WMXV-F <	2 WFGY-F	2 WQKK-F	2 WFGY-F >	2 WFGY-F	2 WFGY-F	2 WFGY-F >	2 WPRR-F >
3 WMXV-F >	3 WBXQ-F	3 WFGY-F >>	3 WPRR-F >>	3 WPRR-F >>	3 WBXQ-F	3 WPRR-F	3 WMXV-F >>	3 WPRR-F	3 WALY-F >	3 WBXQ-F >
4 WBXQ-F >>	4 WMXV-F >>	4 WALY-F	4 WBXQ-F	4 WBXQ-F	4 WQKK-F	4 WQKK-F	4 WQKK-F	4 WALY-F >	4 WPRR-F	4 WPRR-F
				WALY-F >>	WALY-F >>	WMXV-F >>			WMXV-F	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	21 (4)	21 (4)	13.0 %	15.4 %
AOR/Classic/NR	0 (0)	27 (5)	27 (5)	16.8 %	13.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	24 (1)	24 (1)	14.9 %	12.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	5 (1)	37 (2)	42 (3)	26.1 %	32.1 %
Full Service	11 (1)	0 (0)	11 (1)	6.8 %	6.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	18 (1)	0 (0)	18 (1)	11.2 %	9.0 %
Oldies	0 (0)	15 (1)	15 (1)	9.3 %	6.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	1 (1)	0 (0)	1 (1)	0.6 %	0.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	2 (1)	0 (0)	2 (1)	1.2 %	3.2 %
Totals	37 (5)	124 (13)	161 (18)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBRX-F	C	94.7	Patton	0.5	3.6	3 94
WGMR-F	AOR-NR	101.1	Tyrone	1.1	5.2	16 485
WKMC	ST	1370	Roaring Spring	1.1	3.1	2 74
WTRN	EZ	1340	Tyrone	0.5	3.9	2 51

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDVE-F	AOR	102.5	Pittsburgh	0.5	3.3	9 189
WKYE-F	AC	95.5	Johnstown	0.5	2.1	37 457
WLAK-F	AC/CHR	103.5	Huntingdon	0.5	1.9	10 148
WQKK-F	AOR	99.1	Ebensburg	2.2	6.9	16 352
WQWK-F	AOR	97.1	State College	1.1	4.4	21 327

ALTOONA

Consolidation Report	12+	25-54	Revenue
Forever	44.3 %	46.4 %	57.9 %
WALY-FM, WFBC-AM, WFGY-FM, WMXV-FM			
	44.3 %	46.4 %	57.9 %

AM Stations

WFBC	1290	5 kw/1 kw (DA-N)	Standards/Full Svc	Westwd	\$11.00	Christal	Forever
WRTA	1240	1 kw	Talk	Talknt, ABC, BNN	\$16.00	—	
WVAM	1430	5 kw/1 kw (DA-N)	Country	WW1, CNN, CBS	\$12.00	Allied	Citadel

FM Stations

WALY	103.9	0.31 kw @ 984	Oldies	ABC, Westwd	\$16.00	Mc-Guild	Forever	Bellwood
WBXQ	94.3	0.35 kw @ 958	AOR	ABC	\$ NA	Banner		Cresson
WFGY	98.1	30 kw @ 941	Country	CBS	\$57.00	Christal	Forever	
WMXV	104.9	0.34 kw @ 1368	AC	CNN	\$17.00	Christal	Forever	Hollidaysburg
WPRR	100.1	16.5 kw @ 403	CHR		\$20.00	Allied	Citadel	

Notes: This is Altoona's first Fall Arbitron . . . 9/97 WHPA-F changed calls to WMXV-F; remains AC . . . 10/97 WBRX-F/WBXQ-F sold for \$397,911 (assumption of debt) . . . 11/97 WKMC traded to Gary Simpson (Allegheny Mountain) for WVFC McConnellsburg . . . 1/98 WVAM changed from Country to Sports

Jim Duncan

Comments: WFGY-F's share continues to decline

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

ANCHORAGE

Arbltron Rank: 170 Pop (12+): 197,000	Stations: 20 / 20	Last Year's Revenue: \$13,000,000
MSA Rank: 172	Diaries: 875/225:1/52.2%	Household Income: \$56,304
MSA Pop: 258,000	Sample Target: 860	Total Retail Sales: \$3.2 Bil.
DMA: 156	% Below Line: 0.0	#1 Biller: KASH-AF \$1,700,000
Average Persons Rating: 15.5	% Not Listed: 8.9	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 9,850	Capstar \$6,060,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KGOT-F	39 / 12.8	13.9	10.7	11.0	9.1	570 / 28.9	30.7	25.9	44 / 645	C	KGOT-F
2	KBFX-F	29 / 9.5	5.4	4.4	4.9	5.4	327 / 16.8	13.5	12.8	34 / 410	B	KBFX-F
3	KASH-AF	28 / 8.5	7.1	9.2	10.4	9.6	373 / 18.9	18.4	17.3	35 / 446	C	KASH-AF
4	KWHL-F	24 / 7.9	7.5	10.1	10.4	13.6	422 / 21.4	19.9	22.5	31 / 529	C	KWHL-F
5	KMXS-F	22 / 7.2	9.5	4.7	7.3	5.9	440 / 22.4	20.4	15.5	23 / 483	B	KMXS-F
6	KBRJ-F	19 / 6.2	6.8	7.0	5.2	7.6	329 / 16.7	17.4	15.4	29 / 415	B	KBRJ-F
	KENI	19 / 6.2	7.1	8.2	6.7	5.4	271 / 13.7	11.5	15.4	23 / 308	B	KENI
8	KYMG-F	16 / 5.2	5.4	6.3	5.8	2.8	292 / 14.8	12.8	16.1	17 / 332	C	KYMG-F
	KEAG-F	16 / 5.2	5.8	6.6	7.0	5.1	279 / 14.2	15.6	16.4	17 / 331	B	KEAG-F
10	KKRO-F	13 / 4.3	5.4	3.5	3.7	4.2	309 / 15.7	14.3	13.2	17 / 367	B	KKRO-F
11	KLEF-F	11 / 3.6	2.7	5.4	4.0	3.7	206 / 10.5	8.9	12.3	12 / 222	B	KLEF-F
12	KNIK-F	10 / 3.3	4.7	3.8	4.9	6.2	174 / 8.8	8.8	9.0	16 / 205	A	KNIK-F
13	KHAR	8 / 2.8	2.0	3.8	5.2	3.1	107 / 5.4	3.9	7.3	9 / 113	A	KHAR
	KQEZ-F	8 / 2.6					124 / 6.3			10 / 169		KQEZ-F
15	KFQD	7 / 2.3	2.0	1.9	3.1	4.0	175 / 8.9	8.9	7.4	9 / 217	B	KFQD

12+ FM Share (Metro): 83.81 % (233 of 278) (Fall 96: 80.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGOT-F >>	1 KGOT-F	1 KBFX-F	1 KBFX-F	1 KBFX-F <	1 KENI	1 KGOT-F <	1 KGOT-F	1 KGOT-F	1 KGOT-F >	1 KGOT-F >
2 KWHL-F >>	KBFX-F	2 KGOT-F	2 KASH-AF	2 KASH-AF	2 KASH-AF	2 KASH-AF <	KBFX-F	2 KBFX-F	2 KWHL-F	2 KASH-AF
	3 KWHL-F	3 KWHL-F	3 KGOT-F	3 KGOT-F	3 KEAG-F	3 KBFX-F <	3 KASH-AF	3 KWHL-F	3 KBFX-F <	3 KBFX-F
	4 KMXS-F	KASH-AF	4 KMXS-F <	4 KMXS-F <	4 KBFX-F	4 KWHL-F	4 KMXS-F	4 KASH-AF <	4 KASH-AF <	4 KWHL-F
	5 KASH-AF	5 KMXS-F	5 KWHL-F	5 KYMG-F	5 KGOT-F	5 KENI <	5 KEAG-F <	5 KMXS-F	5 KENI >	KMXS-F
	KBRJ-F >	6 KBRJ-F	KBRJ-F <	KBRJ-F	KBRJ-F	6 KMXS-F <	6 KBRJ-F	6 KBRJ-F	6 KMXS-F	6 KBRJ-F
		7 KYMG-F <	7 KYMG-F <	KEAG-F <	KLEF-F	7 KBRJ-F >	KENI <	7 KYMG-F <	KYMG-F	KYMG-F
		8 KKRO-F <	8 KKRO-F	8 KWHL-F <	KYMG-F	8 KEAG-F <	8 KWHL-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KGOT-F >>	1 KGOT-F >	1 KGOT-F >	1 KGOT-F >	1 KGOT-F	1 KGOT-F	1 KBFX-F	1 KBFX-F >	1 KBFX-F >	1 KBFX-F	1 KGOT-F >>
2 KWHL-F	2 KMXS-F >	2 KMXS-F	2 KMXS-F	2 KMXS-F	KWHL-F	2 KWHL-F >	2 KWHL-F	2 KWHL-F	2 KASH-AF	2 KENI
	KASH-AF	3 KBRJ-F	3 KYMG-F	3 KBRJ-F	KBRJ-F	3 KGOT-F	3 KASH-AF	3 KASH-AF >	3 KWHL-F >	3 KWHL-F
	KMXS-F	KYMG-F	KBRJ-F	4 KYMG-F	4 KYMG-F	4 KMXS-F >>	4 KASH-AF	4 KKRO-F	4 KGOT-F	4 KKRO-F
	KBFX-F	5 KASH-AF	5 KQEZ-F	5 KASH-AF	KEAG-F	5 KMXS-F	5 KGOT-F	5 KMXS-F	5 KMXS-F	KENI
	KBRJ-F >>	KBFX-F	KBFX-F >	KBFX-F	6 KASH-AF >	KBRJ-F	KMXS-F	KKRO-F	6 KMXS-F	6 KMXS-F
			7 KEAG-F >	7 KEAG-F >			KBRJ-F >		KYMG-F	KYMG-F
									KBRJ-F	KBRJ-F
									KEAG-F	KEAG-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KAXX	SPRTS	1020	Eagle River	0.7	2.7	3	67
KBYR	T	700	Anchorage	1.6	7.0	7	189
KMBQ-F	AC	99.7	Wasilla	0.7	1.5	5	80
KYAK	KIDS	650	Anchorage	0.3	2.8	1	54

ANCHORAGE

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	40 (3)	40 (3)	14.4 %	12.5 %
AOR/Classic/NR	0 (0)	53 (2)	53 (2)	19.1 %	16.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	39 (1)	39 (1)	14.0 %	12.1 %
Classical	0 (0)	11 (1)	11 (1)	4.0 %	6.0 %
Country	3 (1)	43 (2)	46 (3)	16.5 %	18.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	10 (1)	10 (1)	3.6 %	4.3 %
News/Talk	31 (3)	0 (0)	31 (3)	11.2 %	13.9 %
Oldies	0 (0)	29 (2)	29 (2)	10.4 %	11.4 %
Others/Unknown	1 (1)	0 (0)	1 (1)	0.4 %	0.7 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	8 (1)	8 (1)	2.9 %	0.0 %
Sports	2 (1)	0 (0)	2 (1)	0.7 %	0.0 %
Standards	8 (1)	0 (0)	8 (1)	2.9 %	4.3 %
Totals	45 (7)	233 (13)	278 (20)		

Consolidation Report	12+	25-54	Revenue
Capstar	41.9 %	40.1 %	46.6 %
KASH-FM, KBFX-FM, KENI-AM, KGOT-FM, KYAK-AM, KYMG-FM			
Pioneer, pend.	35.7 %	35.9 %	41.2 %
KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KKRO-FM, KMXS-FM, KWHL-FM			
	77.6 %	76.0 %	87.8 %

AM Stations

Station	Freq	Power	Format	Ownership	Company
KASH	1080	10 kw	See KASH-F		
KBYR	700	10 kw	Talk	CBS \$<20.00	IMN Northern TV
KENI	550	5 kw	News/Talk	ABC, Westwd, Tlkt \$25.00	D&R Capstar
KFQD	750	50 kw	Talk	ABC \$<20.00	Mc-Guild Pioneer
KHAR	590	5 kw	Standards	Westwd \$<20.00	Katz Pioneer

FM Stations

Station	Freq	Power	Format	Ownership	Company
KASH	107.5	100 kw @ -285	Country	ABC \$45.00	Allied Capstar
KBFX	100.5	25 kw @ 174	AOR/Classic AOR	\$28.00	Allied Capstar
KBRJ	104.1	55 kw @ 62	Country	\$28.00	Katz Pioneer
KEAG	97.3	100 kw @ 593	Oldies	\$23.00	Katz Pioneer
KGOT	101.3	26 kw @ -62	CHR	Westwd \$35.00	Christal Capstar
KKRO	102.1	25 kw @ -154	Classic Hits	\$27.00	Katz Pioneer, pend.
KLEF	98.1	25 kw @ 30	Classical	\$24.00	Allied
KMXS	103.1	27 kw @ -177	AC/CHR	\$27.00	Mc-Guild Pioneer
KNIK	105.3	51 kw @ 256	Jazz	CBS \$24.00	IMN Northern TV
KQEZ	92.1	10 kw @ 810	Soft AC	\$ NA ---	
KWHL	106.5	100 kw @ -85	AOR	\$41.00	Mc-Guild Pioneer
KYMG	98.9	100 kw @ 500	AC	AP \$25.00	Banner Capstar

Notes: 6/97 KFFR (1020) changed calls to KAXX . . . 6/97 KCYT-F (92.1) changed calls to KQEZ-F . . . 9/97 KKRO-F sold by Ingstad to Pioneer for \$1,350,000 . . . 10/97 KASH (1080) sold by Capstar for \$135,000

Jim Duncan

Comments: Listening to all radio (APR) is steady versus year ago levels . . . New station KQEZ-F is on the verge of becoming viable . . . KBFX-F has its highest share in more than two years . . . KEAG-F suffered its third consecutive down book

ANN ARBOR

Arbitron Rank: 146 **Pop (12+):** 252,700
MSA Rank: NA
MSA Pop: NA
DMA: Detroit (#9)
Average Persons Rating: 12.7
Market TSL in Hours: 16.75

Stations: 28 / 4
Diaries: 721/350:1/53.0%
Sample Target: 680
% Below Line: 65.2
% Not Listed: 22.8
Pop per Station: 63,175

Last Year's Revenue: NA
Household Income: \$53,612
Total Retail Sales: \$3.9 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WJR	26 / 8.1	9.5	11.6	11.8	8.2	608 / 24.1	25.2	22.3	43 / 865	WJR
2	WKQI-F	19 / 5.9	3.2	6.6	4.2	4.5	480 / 18.2	14.0	19.8	19 / 480	WKQI-F
3	WJLB-F	18 / 5.6	5.2	6.3	6.7	7.4	276 / 10.9	11.9	12.0	19 / 289	WJLB-F
4	WNIC-F	16 / 5.0	6.6	5.0	4.5	4.0	327 / 12.9	14.8	13.7	16 / 332	WNIC-F
5	WWWW-F	15 / 4.7	4.3	3.3	5.3	5.4	247 / 8.8	10.8	8.8	16 / 264	WWWW-F
6	WQKL-F	14 / 4.4	3.2	3.3	3.1	2.5	296 / 11.7	8.2	11.0	17 / 391	WQKL-F
7	WQRS-F	11 / 3.4	2.3	3.6	2.5	0.6	177 / 7.0	7.4	8.1	12 / 200	WQRS-F
	WQBF-F	11 / 3.4	2.9	2.2	3.9	3.7	275 / 10.9	11.9	10.6	14 / 343	WQBF-F
	WCSX-F	11 / 3.4	2.6	1.9	3.1	2.3	284 / 11.2	10.4	9.6	11 / 307	WCSX-F
10	WAAM	10 / 3.1	3.2	1.4	3.1	2.5	218 / 8.6	6.3	6.3	10 / 218	WAAM

12+ FM Share (Metro): 80.97 % (200 of 247) (Fall 96: 77.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJLB-F >>	1 WKQI-F	1 WKQI-F	1 WJR	1 WJR <	1 WJR >>	1 WJR >	1 WJR	1 WJR	1 WJLB-F >	1 WJR
2 WKQI-F >	2 WQBF-F	2 WJLB-F	WKQI-F <	2 WNIC-F	2 WWWW-F	2 WNIC-F	2 WNIC-F	2 WKQI-F	2 WKQI-F <	2 WJLB-F
3 WMMQ-F	3 WPLT-F	WNIC-F <	3 WCSX-F	WKQI-F	WQKL-F	WQKL-F	WQKL-F <	3 WWWW-F <	3 WJR	WKQI-F
WXRK-F >>	WNIC-F	4 WJR <	WNIC-F	4 WCSX-F	4 WNIC-F	4 WRIF-F <	4 WKQI-F <	4 WJLB-F	4 WQBF-F	4 WQRS-F
	5 WDRO-F	5 WCSX-F	5 WJLB-F	WQKL-F	WAAM	5 WOMC-F <	5 WWWW-F	5 WNIC-F	WNIC-F	5 WWWW-F <
	WJLB-F	WQBF-F	WQKL-F	6 WJLB-F	WQRS-F	6 WKQI-F	6 WQKL-F	6 WQKL-F		6 WAAM
	7 WRIF-F	7 WWWW-F	WMMV-F	WWWV-F		WJLB-F		WCSX-F <		WCSX-F
		WQKL-F		WMMV-F						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WKQI-F	1 WKQI-F	1 WPLT-F	1 WKQI-F	1 WKQI-F	1 WRIF-F >>	1 WRIF-F	1 WOMC-F	1 WCSX-F	1 WJR	1 WQKL-F
WNIC-F >	2 WNIC-F	WQBF-F	2 WNIC-F	2 WNIC-F		WQBF-F	WDFN	2 WJLB-F	WCSX-F	WJR >>
3 WPLT-F	WQBF-F	WKQI-F	3 WDRO-F	3 WQKL-F		WJLB-F	WNIC-F	WJR	3 WJLB-F	
WYCD-F	WPLT-F	4 WQBF-F	4 WQBF-F	WDRO-F		WKQI-F >	WMMV-F	4 WMMV-F	4 WMMV-F	
WWWW-F	5 WDRO-F	5 WNIC-F >>	WQKL-F	5 WJR			WQBF-F >>	5 WNIC-F	5 WOMC-F	
WJLB-F >>			WWWV-F	WWWV-F				WQBF-F	WNIC-F	
			WPLT-F					WRIF-F >		

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	35 (2)	35 (2)	14.2 %	15.5 %
AOR/Classic/NR	0 (0)	60 (8)	60 (8)	24.3 %	19.0 %
Black/Urban	0 (0)	35 (4)	35 (4)	14.2 %	12.0 %
CHR	0 (0)	9 (1)	9 (1)	3.6 %	2.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	4.6 %
Country	0 (0)	26 (3)	26 (3)	10.5 %	10.2 %
Full Service	26 (1)	0 (0)	26 (1)	10.5 %	14.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	8 (1)	8 (1)	3.2 %	3.5 %
News/Talk	18 (4)	0 (0)	18 (4)	7.3 %	4.9 %
Oldies	0 (0)	23 (2)	23 (2)	9.3 %	8.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	4 (1)	4 (1)	1.6 %	2.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	3 (1)	0 (0)	3 (1)	1.2 %	1.4 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Totals	47 (6)	200 (22)	247 (28)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WTKA	T	1050	Ann Arbor	0.9	4.1	3 109

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON	1.6	5.3	6 139
CIMX-F	AOR-NR	88.7	Windsor, ON	1.3	8.9	5 256
WCHB-F	B	105.9	Detroit	1.6	5.5	5 144
WDFN	SPRTS	1130	Detroit	0.9	3.7	4 103
WDRO-F	B/AC	93.1	Detroit	2.8	10.3	9 260
WTLF-F	C	100.7	Lansing	0.6	2.2	2 55
WKRK-F	AOR-NR	97.1	Detroit	1.9	7.0	6 195
WMMQ-F	CL AOR	94.9	E. Lansing	0.9	2.3	3 58
WMUZ-F	REL	103.5	Detroit	1.3	4.0	5 105
WMXD-F	B/AC	92.3	Detroit	0.9	3.8	3 96
WOMC-F	O	104.3	Detroit	2.8	8.9	12 276
WPLT-F	CHR-NR	96.3	Detroit	2.8	12.8	9 330
WRIF-F	AOR	101.1	Detroit	2.8	10.3	15 350
WMMV-F	J	98.7	Detroit	2.5	4.8	9 139
WWJ	N	950	Detroit	0.9	7.3	4 200
WXYT	T	1270	Detroit	0.6	2.3	2 70
WYCD-F	C	99.5	Detroit	2.8	10.1	12 280

ANN ARBOR

Consolidation Report	12+	25-54	Revenue
Cumulus, pend. WAMX-AM, WIQB-FM, WQKL-FM, WTKA-AM	18.1 %	19.9 %	%
	18.1 %	19.9 %	%

AM Stations

WAAM	1600	5 kw (DA-2)	Talk	Westwd, ABC, Talknt	\$22.00	Mich.	
WTKA	1050	10 kw/500 w (DA-2)	Talk	ABC, 1/1, SBUSA	\$16.00	Mich.	Cumulus, pend.

FM Stations

WIQB	102.9	49 kw @ 500	AOR	Westwd	\$61.00	Christal	Cumulus, pend.
WQKL	107.1	3 kw @ 289	Oldies		\$38.00	Mich.	Cumulus, pend.

Notes: Other ranked stations – See Detroit or Lansing . . . 11/97 WAMX/WTKA/WIQB-F/WQKL-F sold by Alan Beck to Cumulus for \$14,975,000

Jim Duncan

Comments: Listening levels have dropped rapidly – down 12% in the last year . . . WQKL-F is showing fairly steady growth

APPLETON-OSHKOSH

Arbltron Rank: 138 Pop (12+): 281,500	Stations: 26 / 15	Last Year's Revenue: \$12,000,000
MSA Rank: 144	Diaries: 759/371:1/61.7%	Household Income: \$48,880
MSA Pop: 342,000	Sample Target: 710	Total Retail Sales: \$3.9 Bil.
DMA: 71 (w/Green Bay)	% Below Line: 23.6	#1 Biller: WAPL-F \$2,900,000
Average Persons Rating: 16.2	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 18,767	Cumulus \$4,280,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	CHR	64 / 14.0	12.0	13.1	14.7	9.8	1022 / 36.3	33.1	35.2	184 / 2869	WIXX-F
2	WAPL-F	AOR	54 / 11.9	9.9	7.4	8.5	10.4	711 / 25.3	23.2	20.6	162 / 1792	D WAPL-F
3	WHBY	FS	43 / 9.4	7.6	6.6	5.5	9.3	643 / 22.8	19.1	17.9	46 / 752	C WHBY
4	WNAM	ST	32 / 7.0	5.3	5.5	4.9	6.9	373 / 13.3	11.9	12.7	47 / 611	B WNAM
	WNCY-F	C	32 / 7.0	8.4	7.2	7.7	7.2	427 / 15.2	17.1	17.1	77 / 1213	B WNCY-F
6	WOZZ-F	AOR/CL	26 / 5.7	8.6	6.3	6.2	4.1	565 / 20.1	21.6	17.5	53 / 1063	C WOZZ-F
7	WROE-F	SAC	24 / 5.3	5.9	5.3	6.0	6.1	427 / 15.2	16.1	12.7	34 / 568	C WROE-F
	WVBO-F	O	24 / 5.3	6.3	6.8	7.9	5.6	436 / 15.5	16.4	16.2	53 / 810	C WVBO-F
9	WUSW-F	C	23 / 5.0	4.2	6.1	6.4	8.9	370 / 13.1	13.8	15.3	26 / 478	C WUSW-F
10	WPKR-F	C	19 / 4.2	2.9	4.2	2.8	2.6	318 / 11.3	8.7	11.1	40 / 704	B WPKR-F
11	WKSZ-F	CHR	16 / 3.5	3.4	2.3	3.2		523 / 18.6	13.8	13.2	43 / 1109	WKSZ-F
12	WOSH	T	9 / 2.0	2.7	3.0	4.3	2.6	174 / 6.2	9.3	9.1	11 / 214	B WOSH

12+ FM Share (Metro): 73.59 % (301 of 409) (Fall 96: 73.88 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXX-F >	1 WIXX-F	1 WIXX-F <	1 WAPL-F	1 WAPL-F	1 WHBY	1 WIXX-F <	1 WAPL-F <	1 WIXX-F	1 WIXX-F >>	1 WIXX-F
2 WKSZ-F >	2 WAPL-F >>	2 WAPL-F >>	2 WIXX-F >	2 WIXX-F >	2 WNAM >	2 WAPL-F <	2 WIXX-F	2 WAPL-F >>	2 WKSZ-F	2 WHBY <
3 WAPL-F	3 WOZZ-F	3 WNCY-F <	3 WNCY-F	3 WNCY-F <	3 WHBY >	3 WHBY >	3 WHBY	3 WNCY-F <	3 WAPL-F	3 WNAM <
	WNCY-F >>	4 WROE-F	4 WOZZ-F	4 WOZZ-F	4 WVBO-F <	4 WNCY-F	4 WNCY-F <	4 WHBY	4 WROE-F <	4 WAPL-F
	5 WNCY-F	5 WROE-F	5 WROE-F	5 WHBY <	5 WAPL-F <	5 WNAM	5 WNAM	WNAM	5 WHBY	5 WOZZ-F <
		6 WVBO-F <	6 WVBO-F	6 WOZZ-F	6 WIXX-F <	6 WVBO-F <	6 WROE-F	6 WROE-F	6 WUSW-F	6 WUSW-F
		7 WHBY <	7 WHBY	7 WROE-F >	7 WPKR-F <	7 WOZZ-F	7 WOZZ-F <	7 WROE-F <	7 WNAM	7 WNCY-F
								8 WVBO-F <	8 WNCY-F	8 WVBO-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnt
1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F	1 WIXX-F >>	1 WIXX-F >	1 WAPL-F	1 WAPL-F >>	1 WAPL-F	1 WAPL-F >	1 WAPL-F >	1 WUSW-F >
2 WROE-F >	2 WAPL-F >	2 WAPL-F >>	2 WROE-F	2 WAPL-F	2 WIXX-F >>	2 WIXX-F >>	2 WIXX-F >>	2 WIXX-F >	2 WIXX-F	2 WNAM
3 WNCY-F	3 WROE-F	3 WROE-F	WAPL-F <	WVBO-F <	3 WOZZ-F >	3 WOZZ-F >	3 WOZZ-F	3 WOZZ-F	3 WNCY-F	WIXX-F
	WOZZ-F	4 WNCY-F	4 WNCY-F <	4 WROE-F	4 WUSW-F >>	4 WROE-F	4 WROE-F	4 WNCY-F >	WOZZ-F	4 WHBY
	WUSW-F	5 WOZZ-F	5 WVBO-F	5 WVBO-F	WNCY-F <	WNCY-F	WNCY-F >	5 WHBY >	5 WHBY	WOZZ-F
	WKSZ-F >>	WUSW-F	6 WOZZ-F	6 WHBY >				6 WVBO-F	6 WVBO-F	
		WVBO-F	7 WROE-F	7 WROE-F				7 WROE-F	7 WROE-F	
		WKSZ-F	WUSW-F	WUSW-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFIZ-F	AC	107.1	Fond du Lac	0.4	3.2	7 216	WDUZ	SPRTS	1400	Green Bay	0.7	2.5	19 367
WMBE	7	1530	Chilton	0.9	1.5	4 62	WEZR-F	J	107.5	Brillion	0.7	3.1	6 147
WOGB-F	O	103.1	Kaukauna	0.9	2.8	32 513	WGEE	T	1360	Green Bay	0.7	2.8	16 301
WPCK-F	C	104.9	Kaukauna	0.7	2.3	4 114	WFC-F	CHR	95.5	Wausau	0.7	2.3	9 171
WRJQ	ST	1570	Appleton	0.4	2.9	7 154	WISN	T	1130	Milwaukee	0.7	1.8	10 176
							WNFL	T	1440	Green Bay	0.4	1.5	28 525
							WQLH-F	CHR	98.5	Green Bay	0.4	5.4	22 580
							WRVM-F	REL	102.7	Suring	0.4	1.9	17 224
							WTMJ	FS	620	Milwaukee	1.5	5.9	28 512

APPLETON-OSHKOSH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	2 (1)	2 (1)	0.5 %	0.7 %	Cumulus	20.2 %	17.1 %	35.1 %
AOR/Classic/NR	0 (0)	80 (2)	80 (2)	19.6 %	16.2 %	WNAM-AM, WOGB-FM, WOSH-AM, WUSW-FM, WVBO-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Midwest Communications	32.0 %	35.7 %	23.4 %
CHR	0 (0)	85 (4)	85 (4)	20.8 %	19.4 %	WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Woodward	24.8 %	25.1 %	33.6 %
Country	0 (0)	77 (4)	77 (4)	18.8 %	20.6 %	WAPL-FM, WHBY-AM, WKSZ-FM			
Full Service	50 (2)	0 (0)	50 (2)	12.2 %	10.0 %		77.0 %	77.9 %	92.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	3 (1)	3 (1)	0.7 %	0.5 %				
News/Talk	17 (4)	0 (0)	17 (4)	4.2 %	6.0 %				
Oldies	0 (0)	28 (2)	28 (2)	6.8 %	10.2 %				
Others/Unknown	4 (1)	0 (0)	4 (1)	1.0 %	1.7 %				
Religion/Gospel	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %				
Soft AC/EZ	0 (0)	24 (1)	24 (1)	5.9 %	6.2 %				
Sports	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %				
Standards	34 (2)	0 (0)	34 (2)	8.3 %	8.5 %				
Totals	108 (10)	301 (16)	409 (26)						

AM Stations

Station	Power	Frequency	Format	Company	Price	Agency	Advertiser
WHBY	1150	5 kw (DA-2)	Full Service	CBS, SBUSA	\$30.00	Eastman	Woodward Kimberly
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	K&P	Cumulus Neenah-Menasha
WOSH	1490	1 kw	Talk	Westwd, Tiknt, ABC	\$<20.00	Mc-Guid	Cumulus

FM Stations

Station	Power	Frequency	Format	Company	Price	Agency	Advertiser
WAPL	105.7	100 kw @ 1174	AOR	ABC	\$64.00	Eastman	Woodward
WNCY	100.3	45 kw @ 489	Country		\$21.00	Christal	Midwest Commun.
WOGB	103.1	3.6 kw @ 879	Oldies	ABC	\$<20.00	K&P	Cumulus Kaukauna
WOZZ	93.5	50 kw @ 492	AOR/Classic AOR		\$29.00	Christal	Midwest Commun. New London
WPCK	104.9	1.35 kw @ 480	Country	Westwd	\$ NA	—	WPKR-F Kaukauna
WPKR	99.5	50 kw @ 420	Country	Westwd	\$<20.00	—	WPCK-F Omro
WROE	104.9	13 kw @ 459	Soft AC	AP	\$32.00	Banner	Midwest Commun.
WUSW	96.9	6 kw @ 326	Country	ABC	\$39.00	K&P	Cumulus
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$32.00	K&P	Cumulus Winnecone

Notes: Other ranked stations – See Green Bay

Jim Duncan

Comments: Listening levels are down about 5% from last year . . . WAPL-F has its highest share in three years . . . WHBY has its highest share in more than two years

ASHEVILLE

Arbitron Rank: 176 Pop (12+): 183,600	Stations: 20 / 10	Last Year's Revenue: \$6,900,000
MSA Rank: 192	Diaries: 627/293:1/51.6%	Household Income: \$35,156
MSA Pop: 214,000	Sample Target: 610	Total Retail Sales: \$2.6 Bil.
DMA: 35 (w/Greenvl-Spar.)	% Below Line: 24.1	#1 Biller: WKSF-F \$2,700,000
Average Persons Rating: 13.8	% Not Listed: 22.9	#1 Billing Portfolio:
Market TSL In Hours: 18.75	Pop per Station: 18,360	Capstar \$5,200,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WKSF-F	C	40 / 15.8	21.3		24.8	575 / 31.3	30.8		99 / 1275	D	WKSF-F
2	WWNC	C/FS	35 / 13.8	14.3		13.7	458 / 24.9	27.0		39 / 592	D	WWNC
3	WZRQ-F	AOR	24 / 9.5	6.1			286 / 15.6	11.3		31 / 406		WZRQ-F
4	WMI-F	AC	14 / 5.5	7.4		9.1	330 / 18.0	17.3		35 / 645		WMI-F
	WMIT-F	REL	14 / 5.5	3.3		2.1	217 / 11.8	8.1		42 / 589	B	WMIT-F
	WFBC-F	CHR	14 / 5.5	4.9		6.2	280 / 15.2	13.0		20 / 446		WFBC-F
7	WISE-AA	ST	12 / 4.7	5.3		5.4	190 / 10.4	7.1		19 / 282	A	WISE-AA
8	WTPT-F	AOR-NR	9 / 3.6	5.3		1.2	198 / 10.8	8.3		22 / 418		WTPT-F
9	WESC-F	C	7 / 2.8	2.0		2.9	106 / 5.8	7.2		15 / 244		WESC-F
10	WSPA-F	SAC	6 / 2.4	1.2		1.7	132 / 7.2	6.2		17 / 355		WSPA-F

12+ FM Share (Metro): 71.28 % (139 of 195) (Fall 96: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WFBC-F >>	1 WZRQ-F	1 WKSF-F <	1 WKSF-F	1 WKSF-F >	1 WWNC	1 WWNC	1 WKSF-F >	1 WKSF-F >	1 WKSF-F
2	WKSF-F >>	2 WKSF-F >	2 WZRQ-F >>	2 WZRQ-F >	2 WZRQ-F >	2 WKSF-F >>	2 WWNC <	2 WZRQ-F	2 WZRQ-F	2 WWNC >
		3 WFBC-F	3 WMYI-F <	3 WWNC	3 WWNC <	3 WMIT-F <	3 WMYI-F <	3 WZRQ-F >	3 WWNC >	3 WWNC >
		4 WTPT-F >	4 WWNC	4 WMYI-F >	4 WMYI-F	4 WISE-AA	4 WZRQ-F <	4 WISE-AA	4 WMYI-F	4 WFBC-F >
			5 WMIT-F	5 WMIT-F >	5 WZRQ-F	5 WMIT-F	5 WMIT-F <	5 WFBC-F	5 WMYI-F	5 WISE-AA
			6 WTPT-F	6 WSPA-F	6 WSPA-F	6 WMYI-F	6 WMYI-F	6 WTPT-F	6 WTPT-F	6 WMIT-F
			7 WMIT-F	7 WFBC-F	7 WTPT-F	7 WISE-AA	7 WFBC-F	7 WMIT-F	7 WMIT-F	7 WMYI-F >
				WESC-F				WISE-AA		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WKSF-F >>	1 WKSF-F	1 WZRQ-F	1 WKSF-F >>	1 WKSF-F >	1 WZRQ-F >>	1 WZRQ-F >>	1 WZRQ-F	1 WZRQ-F	1 WWNC >>
2	WFBC-F >>	2 WFBC-F	2 WTPT-F	2 WMYI-F	2 WMYI-F >	2 WKSF-F >	2 WKSF-F >>	2 WKSF-F >>	2 WKSF-F >>	2 WKSF-F
		3 WZRQ-F >	3 WMYI-F	3 WZRQ-F	3 WZRQ-F	3 WTPT-F	3 WTPT-F	3 WWNC	3 WWNC >	3 WZRQ-F >
		4 WTPT-F	4 WKSF-F >>	4 WFBC-F	4 WFBC-F	4 WMYI-F >>	4 WFBC-F >>	4 WFBC-F	4 WMIT-F	4 WMIT-F
			5 WMYI-F >>	5 WWNC	5 WSPA-F			5 WTPT-F	5 WESC-F	
				6 WSPA-F	6 WMIT-F					
				7 WISE-AA						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	14 (1)	14 (1)	7.2 %	11.2 %
AOR/Classic/NR	0 (0)	39 (5)	39 (5)	20.0 %	11.7 %
Black/Urban	0 (0)	2 (1)	2 (1)	1.0 %	1.0 %
CHR	0 (0)	14 (1)	14 (1)	7.2 %	7.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	47 (2)	47 (2)	24.1 %	35.7 %
Full Service	35 (1)	0 (0)	35 (1)	17.9 %	16.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	2 (2)	0 (0)	2 (2)	1.0 %	1.5 %
Oldies	0 (0)	3 (1)	3 (1)	1.5 %	1.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	7 (2)	14 (1)	21 (3)	10.8 %	4.1 %
Soft AC/EZ	0 (0)	6 (1)	6 (1)	3.1 %	2.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	12 (2)	0 (0)	12 (2)	6.2 %	7.1 %
Totals	56 (7)	139 (13)	195 (20)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WFGW	REL	1010	Black Mtn.	1.2	5.9	3	139
WHBK	REL	1460	Marshall	1.6	2.1	4	38
WTZY	T	880	Fairview	0.8	2.1	5	70

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WIMZ-F	AOR/CL	103.5	Knoxville, TN	0.8	2.3	2	57
WJMZ-F	B	107.3	Anderson, SC	0.8	2.3	3	71
WROQ-F	AOR	101.1	Anderson, SC	1.2	2.3	9	218
WWMG-F	O	96.1	Shelby, NC	1.2	2.9	5	142
WXRC-F	AOR	95.7	Hickory, NC	0.4	1.5	3	75

ASHEVILLE

Consolidation Report	12+	25-54	Revenue
Local - 1 WISE-AM, WTZQ-AM	4.7 %	2.9 %	%
Local - 2 WTZK-AM, WTZY-AM	0.8 %	0.7 %	%
	5.5 %	3.6 %	%

AM Stations

WISE	1310	5 kw/1 kw (DA-N)	Standards	ABC	\$12.00	--	
WTZQ	1600	5 kw/0.02: kw (DA-1)	See WISE				Hendersonville
WTZY	880	1.1 kw (DA, Days)	Talk	CBS	\$ NA	--	Fairview
WWNC	570	5 kw (DA-N)	Country/Full Svc.	ABC, Westwd	\$45.00	Mc-Guild Capstar	

FM Stations

WKSF	99.9	53 kw @ 2621	Country	ABC, Westwd	\$55.00	Mc-Guild Capstar	
WMIT	106.9	36 kw @ 3091	Religion	USA	\$16.00	--	Black Mountain
WZRQ	96.5	0.43 kw @ 1197	AOR		\$ NA	Christal	Biltmore Forest

Notes: Other ranked stations -- See Greenville-Spartanburg . . . 1/98 WZRQ-F signed off by FCC order; AOR WZLS-F returned to the air

Jim Duncan

Comments: WZRQ-F continued to gain strength despite all the controversy swirling about the station . . . WMIT-F has reached its highest shares in many years

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black {audience 75%+ Black}	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

ATLANTA

Arbitron Rank: 12	Pop (12+): 3,012,000	Stations: 23 / 22	Last Year's Revenue: \$192,200,000
MSA Rank: 9		Diarles: 3,854/782:1/49.1%	Household Income: \$47,295
MSA Pop: 3,560,000		Sample Target: 3,740	Total Retail Sales: \$38.0 Bil.
DMA: 10		% Below Line: 0.5	#1 Biller: WSB \$22,600,000
Average Persons Rating: 15.8		% Not Listed: 11.5	#1 Billing Portfolio: Jacor \$43,000,000
Market TSL In Hours: 20.75		Pop per Station: 136,909	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WVEE-F	B	459 / 9.7	9.7	10.7	9.8	10.4	10.0	5967 / 19.8	20.2	19.3	527 / 6863	K	WVEE-F
2	WSB	FS/T	442 / 8.3	8.9	8.3	9.0	10.2	8.9	6923 / 23.0	22.3	24.3	464 / 7476	K	WSB
3	WSTR-F	CHR	383 / 8.1	7.0	7.3	5.9	5.1	7.1	6278 / 20.8	19.4	16.9	432 / 7323	I	WSTR-F
4	WKHX-F	C	345 / 7.3	6.1	6.7	8.3	7.4	7.1	4808 / 16.0	16.4	17.2	386 / 5586	J	WKHX-F
5	WALR-AF	B/AC	295 / 6.2	6.2	5.9	6.2	6.5	6.1	3932 / 13.1	13.7	13.9	323 / 4380	H	WALR-AF
6	WSB-F	AC	268 / 5.7	5.5	5.1	4.3	4.7	5.1	5126 / 17.0	16.2	17.0	293 / 5774	I	WSB-F
7	WNNX-F	AOR-NR	263 / 5.5	5.1	4.8	5.0	5.0	5.1	4577 / 15.2	15.0	14.2	287 / 5245	I	WNNX-F
8	WPCH-F	SAC	240 / 5.1	5.9	4.9	5.6	6.2	5.4	4335 / 14.4	14.3	15.5	261 / 4789	J	WPCH-F
9	WHTA-F	B	235 / 5.0	5.1	5.2	4.9	5.0	5.0	3705 / 12.3	12.9	12.5	237 / 3766	B	WHTA-F
10	WKLS-F	AOR	213 / 4.5	4.7	4.8	4.5	4.9	4.6	3774 / 12.5	13.6	13.6	253 / 4638	I	WKLS-F
11	WFOX-F	O	201 / 4.2	4.0	4.3	4.2	3.9	4.2	4341 / 14.4	14.7	13.0	243 / 5416	I	WFOX-F
12	WZGC-F	CL AOR	187 / 3.9	4.0	4.3	4.2	3.4	4.1	3649 / 12.1	12.9	12.9	206 / 4106	H	WZGC-F
13	WYAY-F	C	162 / 3.4	4.0	3.6	3.4	4.2	3.6	2678 / 8.9	8.7	9.8	220 / 3744	G	WYAY-F
14	WJZF-F	J	125 / 2.6	3.2	2.8	2.3	2.6	2.7	2452 / 8.1	8.7	9.3	130 / 2606	F	WJZF-F
15	WAOK	G	98 / 2.1	2.0	2.3	1.5	1.5	2.0	1258 / 4.2	4.1	3.6	98 / 1258	O	WAOK
16	WGST-F	T/N	75 / 1.6	1.8	2.5	2.9	2.2	2.2	1419 / 4.7	6.3	5.8	80 / 1479	*	WGST-F
17	WGST	T/N	71 / 1.5	1.3	1.9	1.9	1.7	1.6	1665 / 5.5	5.6	6.4	73 / 1749	I	WGST

12+ FM Share (Metro): 82.75 % (3474 of 4198) (Fall 96: 81.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVEE-F <	1 WVEE-F	1 WVEE-F	1 WSTR-F <	1 WVEE-F	1 WSB >	1 WSB	1 WSB	1 WSB	1 WVEE-F >	1 WVEE-F >
2 WHTA-F	2 WSTR-F <	2 WSTR-F	2 WVEE-F	WSTR-F <	2 WKHX-F <	2 WSTR-F	2 WSB-F <	2 WSTR-F <	2 WHTA-F	2 WALR-AF <
3 WSTR-F >	3 WNNX-F	3 WALR-AF <	3 WALR-AF <	3 WSB <	3 WALR-AF	3 WVEE-F <	3 WSTR-F <	3 WVEE-F	3 WALR-AF <	3 WKHX-F <
4 WHTA-F	4 WNNX-F	4 WSB <	4 WALR-AF <	4 WPCH-F <	4 WKHX-F	4 WVEE-F <	4 WKHX-F	4 WKHX-F	4 WSTR-F	4 WSTR-F <
5 WKLS-F	WKHX-F <	5 WSB-F <	5 WSB-F <	5 WFOX-F <	5 WALR-AF <	5 WKHX-F	5 WNNX-F <	5 WNNX-F <	5 WNNX-F <	5 WHTA-F <
6 WKHX-F	6 WSB-F <	6 WKHX-F	6 WKHX-F	6 WSB-F	6 WNNX-F	6 WPCH-F	6 WHTA-F <	6 WSB <	6 WSB	6 WSB
7 WSB	7 WZGC-F	7 WFOX-F <	7 WZGC-F <	7 WFOX-F <	7 WPCH-F <	7 WNNX-F	7 WSB-F <	7 WKHX-F <	7 WKHX-F <	7 WNNX-F
	WKLS-F	8 WKLS-F <	8 WZGC-F <	8 WZGC-F <	8 WSB-F <	8 WALR-AF	8 WKLS-F <	8 WSB-F	8 WSB-F	
		9 WNNX-F	9 WPCH-F <	9 WPCH-F <		WKLS-F	9 WPCH-F <			

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAZX	SP	1550	Smyrna	0.3	0.5	16	153	WVFJ-F	REL	93.3	Manchester	0.5	1.6	42	657
WCNN	N/T	680	N. Atlanta	0.6	3.2	27	1014								
WGKA	CL	1190	Atlanta	0.5	1.1	26	322								
WQXI	SPRTS	790	Atlanta	0.9	2.8	42	864								

ATLANTA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	269 (1)	269 (1)	6.4 %	5.3 %	ABC/Disney	12.5 %	12.2 %	12.1 %
AOR/Classic/NR	0 (0)	663 (3)	663 (3)	15.8 %	15.0 %	WDWD-AM, WKHX-FM, WYAY-FM			
Black/Urban	3 (1)	986 (3)	989 (4)	23.6 %	24.8 %	CBS	15.7 %	15.6 %	16.8 %
CHR	0 (0)	383 (1)	383 (1)	9.1 %	5.8 %	WAOK-AM, WVEE-FM, WZGC-FM			
Classical	26 (1)	0 (0)	26 (1)	0.6 %	0.7 %	Cox	17.6 %	18.2 %	21.1 %
Country	0 (0)	507 (2)	507 (2)	12.1 %	13.8 %	WJZF-FM, WSB-AM, WSB-FM			
Full Service	442 (1)	0 (0)	442 (1)	10.5 %	11.5 %	Jacor, pend.	12.7 %	13.2 %	22.3 %
Hispanic	16 (1)	0 (0)	16 (1)	0.4 %	0.5 %	WGST-AM, WGST-FM, WKLS-FM, WPCH-FM			
Jazz	0 (0)	125 (1)	125 (1)	3.0 %	2.9 %		58.5 %	59.2 %	72.3 %
News/Talk	98 (2)	75 (1)	173 (3)	4.1 %	4.4 %				
Oldies	0 (0)	201 (1)	201 (1)	4.8 %	4.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	98 (1)	25 (1)	123 (2)	2.9 %	2.6 %				
Soft AC/EZ	0 (0)	240 (1)	240 (1)	5.7 %	7.0 %				
Sports	41 (1)	0 (0)	41 (1)	1.0 %	1.3 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	724 (8)	3474 (15)	4198 (23)						

AM Stations

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

FM Stations

Station	Power	Format	Consolidation Report
WALR	104.7 100 kw @ 983	Black AC	\$165.00 Christal Midwestern Athens
WFOX	97.1 100 kw @ 1570	Oldies	Westwd \$200.00 Century Chancellor Gainesville
WGST	105.7 50 kw @ 492	See WGST-AM	Katz Jacor, pend. Canton
WHTA	97.5 6.6 kw @ 636	Black	\$110.00 Allied Radio One Fayetteville
WJZF	104.1 60 kw @ 1218	Jazz	\$125.00 Christal Cox La Grange
WKHX	101.5 100 kw @ 984	Country	\$310.00 Katz ABC/Disney
WKLS	96.1 100 kw @ 984	AOR	Source \$220.00 Eastman Jacor
WNNX	99.7 100 kw @ 1032	AOR-New Rock	\$210.00 Allied Susquehanna
WPCH	94.9 100 kw @ 384	Soft AC	CBS \$274.00 Eastman Jacor
WSB	98.5 100 kw @ 1022	AC	\$250.00 Christal Cox
WSTR	94.1 100 kw @ 1022	CHR	\$220.00 CBS Jefferson-Pilot Smyrna
WVEE	103.3 100 kw @ 1022	Black	\$355.00 Infinity CBS
WYAY	106.7 99 kw @ 1401	Country	ABC \$145.00 Katz ABC/Disney Gainesville
WZGC	92.9 100 kw @ 914	Classic AOR	Westwd \$185.00 CBS CBS

Notes: * WGST-F billings included with WGST . . . 7/97 WKHX (AM) changed calls to WDWD; remains Children's (Disney) . . . 8/97 WCNN changed from Sports to News/Talk . . . 11/97 WHTA-F (107.5; Roswell) came on the air with a Black Oldies format; it forms a combo with WHTA-F . . . 1/98 WGST-F sold by McClure to Jacor for \$30,000,000

Jim Duncan

Comments: WSTR-F is Atlanta's big story with its best book in years - the station tied WVEE-F in 25-54 . . . WSB-F is showing a recovering trend over the last few books . . . Listening levels are fairly steady with a very slight downward bias

ATLANTIC CITY-CAPE MAY

Arbitron Rank: 136 Pop (12+): 283,700	Stations: 38 / 21	Last Year's Revenue: \$14,000,000
MSA Rank: 145	Diaries: 1,400/203:1/50.5%	Household Income: \$41,247
MSA Pop: 334,000	Sample Target: 1,260	Total Retail Sales: \$3.6 Bil
DMA: Philadelphia (#4)	% Below Line: 17.9	#1 Biller: WFPG-F \$2,100,000
Average Persons Rating: 16.4	% Not Listed: 9.4	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 13,510	WAYV-F, etc. \$3,700,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WTTH-FF	B	48 / 10.3	9.2	9.4	7.6	472 / 16.6	13.9	15.4	52 / 500	B	WTTH-FF
2	WAYV-F	AC/CHR	34 / 7.3	5.9	7.6	6.8	670 / 20.1	19.0	19.9	34 / 589	C	WAYV-F
3	WZXL-F	AOR	32 / 6.9	5.0	6.5	5.4	459 / 16.2	15.6	18.9	40 / 573	D	WZXL-F
4	WRDR-F	ST	28 / 6.0	6.3	5.4	8.4	305 / 10.8	11.9	9.8	43 / 442	B	WRDR-F
5	WFPG-F	AC	25 / 5.4	7.3	8.8	8.7	482 / 17.0	19.7	18.9	26 / 503	D	WFPG-F
6	WOND	T	22 / 4.7	4.8	3.8	3.5	267 / 9.4	10.2	9.7	22 / 267	B	WOND
7	WTKU-F	O	19 / 4.1	3.6	3.1	3.7	305 / 10.7	10.0	8.3	19 / 305	B	WTKU-F
8	WKOE-F	C	17 / 3.6	5.2	3.6	6.8	229 / 8.1	11.0	9.0	19 / 286	B	WKOE-F
	WMGM-F	CL HITS	17 / 3.6	3.6	3.4	3.7	343 / 12.1	11.9	12.4	17 / 349	C	WMGM-F
10	WMID	ST	14 / 3.0	3.6	2.5	4.1	150 / 5.3	6.5	6.2	15 / 157	A	WMID
	WFPG	T	14 / 3.0	2.9	3.1	1.4	180 / 6.3	7.4	7.7	14 / 180	A	WFPG
	WCMC	ST	14 / 3.0	2.3	2.0	3.1	117 / 4.1	2.8	3.7	14 / 117	A	WCMC
13	WMID-FF	AOR/CL	13 / 2.8	1.9	3.1	2.9	263 / 9.3	9.6	10.1	13 / 271	B	WMID-FF
14	WIP	SPRTS	12 / 2.6	1.5	1.8	1.0	177 / 6.2	4.9	4.7	13 / 198	B	WIP
15	WBSS-F	T	11 / 2.4	1.5	1.1	1.0	183 / 6.5	5.2	5.9	13 / 242	A	WBSS-F
	WUSL-F	B	11 / 2.4	2.3	1.3	0.6	180 / 6.3	6.3	4.7	23 / 322		WUSL-F

12+ FM Share (Metro): 79.86 % (337 of 422) (Fall 96: 83.17 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WTTH-FF	1 WZXL-F	1 WTTH-FF	1 WTTH-FF	1 WRDR-F	1 WTTH-FF <	1 WTTH-FF	1 WTTH-FF	1 WTTH-FF >	1 WTTH-FF >
2	WAYV-F >	WTTH-FF	2 WZXL-F <	2 WAYV-F <	2 WTTH-FF	2 WOND >	WAYV-F <	2 WAYV-F	2 WAYV-F	2 WAYV-F <
3	WIOQ-F	3 WAYV-F >>	3 WAYV-F >	3 WZXL-F >	3 WOND	3 WZXL-F	3 WZXL-F <	3 WRDR-F	3 WZXL-F	3 WZXL-F
	WUSL-F	4 WFPG-F	4 WFPG-F	4 WFPG-F	4 WTKU-F <	4 WAYV-F	4 WRDR-F	WZXL-F <	4 WTKU-F	4 WRDR-F
	WZXL-F	5 WUSL-F	5 WMGM-F	WMGM-F	5 WMGM-F <	5 WFPG-F <	5 WRDR-F	5 WFPG-F	5 WFPG-F	5 WFPG-F <
	WJSE-F	6 WMGM-F	6 WMID-FF	6 WTKU-F	6 WTKU-F	6 WFPG <	6 WMGM-F <	6 WTKU-F <	6 WRDR-F	6 WTKU-F
	WDOX-F	WMID-FF	WTKU-F	WTKU-F	7 WFPG-F	7 WFPG <	7 WFPG <	7 WKOE-F	WUSL-F	WUSL-F
								WOND		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WAYV-F	1 WTTH-FF	1 WTTH-FF	1 WTTH-FF >	1 WZXL-F >>	1 WZXL-F >	1 WZXL-F	1 WZXL-F >	1 WZXL-F	1 WTTH-FF >>
	WTTH-FF >>	2 WAYV-F >	2 WAYV-F >>	2 WAYV-F >	2 WAYV-F	2 WTTH-FF	2 WAYV-F	2 WAYV-F	2 WTTH-FF	2 WOND
3	WUSL-F	3 WZXL-F	3 WUSL-F	3 WFPG-F >	3 WFPG-F	WJSE-F	WTTH-FF >>	3 WAYV-F >>	3 WTTH-FF	WAYV-F >
	WZXL-F	WUSL-F	WBSS-F	4 WMGM-F	4 WTKU-F	WFPG-F	4 WMID-FF	4 WIP	4 WMID-FF	4 WMID-FF
	WFPG-F >>	WFPG-F	WZXL-F	5 WMGM-F	5 WMGM-F	WMID-FF >>	WIP	WMID-FF >	5 WIP	WIP
		6 WBSS-F	WFPG-F	6 WTKU-F	6 WZXL-F	WFPG-F	WFPG-F	6 WFPG-F	6 WFPG-F	6 WMGM-F
				WUSL-F				WMGM-F	7 WFPG-F	7 WFPG-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCZT-F	AC	94.3	Avalon 1.5 4.0 7 124
WDOX-F	AOR-P	93.1	Wildwood Crest 1.1 3.6 5 101
WFNN-F	AC	98.7	Villas 1.9 3.9 9 110
WGYM	SPRTS	1490	Pleasantville 0.4 2.4 2 68
WJSE-F	AOR-NR	102.7	Petersburg 1.9 7.8 9 227

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 0.6 3.4 5 173
WBEB-F	AC	101.1	Philadelphia 0.9 3.0 9 176
WDAS-F	B/AC	105.3	Philadelphia 0.6 2.1 9 110
WFAN	SPRTS	660	New York 0.4 1.2 2 33
WIOQ-F	CHR	102.1	Philadelphia 1.7 7.6 17 368
WKOX-F	T	101.5	Trenton 0.9 3.9 9 224
WMGK-F	CL HITS	102.9	Philadelphia 0.4 1.4 7 93
WMMR-F	AOR	93.3	Philadelphia 0.6 3.8 9 214
WUOL-F	O	98.1	Philadelphia 0.6 3.1 21 281
WPHT	T	1210	Philadelphia 0.4 1.5 2 47
WPLY-F	CHR-NR	100.3	Media, PA 0.6 3.9 11 224
WWDB-F	T	96.5	Philadelphia 1.5 3.3 14 215
WXTU-F	C	92.5	Philadelphia 1.7 4.1 16 247
WYSP-F	T/CL AOR	94.1	Philadelphia 1.3 4.8 18 355
WYXR-F	AC/CHR	104.5	Philadelphia 0.4 1.5 4 110

ATLANTIC CITY-CAPE MAY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	81 (6)	81 (6)	19.2 %	28.4 %	Green Group	12.8 %	14.1 %	17.1 %
AOR/Classic/NR	0 (0)	68 (7)	68 (7)	16.1 %	15.1 %	WGYM-AM, WMGM-FM, WOND-AM, WTKU-FM			
Black/Urban	0 (0)	61 (4)	61 (4)	14.5 %	12.1 %	Margate, pend.	11.2 %	13.8 %	6.1 %
CHR	0 (0)	11 (2)	11 (2)	2.6 %	2.3 %	WBNJ-FM, WDOX-FM, WTTH-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %	WAYV-F, pend.	17.2 %	18.4 %	26.4 %
Country	0 (0)	25 (2)	25 (2)	5.9 %	7.5 %	WAYV-FM, WCMC-AM, WZXL-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		41.2 %	46.3 %	49.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
News/Talk	41 (4)	22 (3)	63 (7)	14.9 %	14.8 %				
Oldies	0 (0)	41 (4)	41 (4)	9.7 %	5.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	16 (3)	0 (0)	16 (3)	3.8 %	2.0 %				
Standards	28 (2)	28 (1)	56 (3)	13.3 %	11.1 %				
Totals	85 (9)	337 (29)	422 (38)						

AM Stations

Station	Power	Time	Format	Company	Contract	Agency	Notes
WCMC	1230	1 kw	Standards	ABC	\$<20.00	D&R	WAYV-F, pend. Wildwood
WFPG	1450	1 kw	Talk	CBS, TARN, Talknt	\$<20.00	Eastman	Spring
WMID	1340	890 w	Standards	Westwd, ABC	\$<20.00	Direct	
WOND	1400	1 kw	Talk	ABC, CNN	\$<20.00	Mc-Guild	Green Pleasantville

FM Stations

Station	Freq	Power	Format	Company	Contract	Agency	Notes
WAYV	95.1	50 kw @ 33'	AC/CHR		\$40.00	Katz	
WBNJ	105.5	3 kw @ 295	See WTTH-F				Cape May C. H.
WBSS	97.3	50 kw @ 466	Talk (WKXW-101.5)		\$ NA	D&R Press	Millville
WFPG	96.9	50 kw @ 360	AC		\$52.00	Eastman	Spring
WKOE	106.3	3 kw @ 310	Country	ABC	\$21.00	Eastman	Ocean City
WMGM	103.7	50 kw @ 346	Classic Hits		\$25.00	Mc-Guild	Green
WMID	99.3	3.4 kw @ 289	AOR/Classic AOR	ABC	\$<20.00	Direct	Pleasantville
WRDR	104.9	10 kw @ 510	Standards	AP	\$21.00	—	New Jersey Egg Harbor
WSJL	102.3	3.2 kw @ 292	See WMID-F				Cape May
WTKU	98.3	3 kw @ 328	Oldies		\$21.00	Mc-Guild	Green Ocean City
WTTH	96.1	2.3 kw @ 371	Black	ABC	\$24.00	—	Margate
WZXL	100.7	38 kw @ 350	AOR		\$42.00	D&R	WAYV-F, pend. Wildwood

Notes: 10/97 WCTC/WZXL-F sold to WAYV-F (Gary Fisher) for \$7,100,000 (National Broadcast Finance) . . . 12/97 WMID-F (and simulcast WSJL-F) changed from AOR/Classic AOR to Jazz; WMID-F changed calls to WSAX-F . . . 1/98 WFNN-F sold to WCZT-F for \$_____ ; changed format from AC to Classic AOR as WWZK-F . . . 1/98 WDOX-F sold to Margate (WTTH-F) for \$580,000 . . . 1/98 WSJL-F changed calls to WJSX-F; remains simulcast of Jazz WSAX-F

Jim Duncan

Comments: WTTH-F has its highest share in over three years and is the first station in the market to be in double figures in several years . . . WFPG-F is falling rapidly and WZXL-F recovered from its weak Spring book

AUGUSTA, GA

Arbltron Rank: 109 Pop (12+): 373,300	Stations: 26 / 23	Last Year's Revenue: \$11,700,000
MSA Rank: 108	Diaries: 905/412:1/51.2%	Household Income: \$36,759
MSA Pop: 454,000	Sample Target: 850	Total Retail Sales: \$3.9 Bil.
DMA: 111	% Below Line: 1.4	#1 Biller: WBBQ-AF \$2,500,000
Average Persons Rating: 15.6	% Not Listed: 12.9	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 16,230	Cumulus (pend.) \$4,790,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WFXA-FF	B	74 / 12.7	13.2	12.5	13.5	12.0	983 / 28.3	23.7	22.2	84 / 1107	C	WFXA-FF
2	WKXC-F	C	54 / 9.3	10.1	10.0	10.8	12.5	730 / 19.8	18.7	21.7	67 / 995	D	WKXC-F
3	WBBQ-F	AC	51 / 8.7	6.0	6.9	8.4	9.9	806 / 21.6	20.0	20.9	61 / 995	D	WBBQ-F
4	WZNY-F	CHR	40 / 8.9	7.3	6.9	5.3	3.2	733 / 19.8	18.3	17.9	53 / 918	C	WZNY-F
5	WAKB-F	B/AC	29 / 5.0	6.2	5.9	5.3	4.1	464 / 12.4	13.6	12.5	37 / 585	A	WAKB-F
	WEKL-F	CL AOR	29 / 5.0	4.8	4.3	3.3	3.1	414 / 11.1	11.8	11.3	35 / 482	A	WEKL-F
7	WSLT-F	SAC	28 / 4.8	3.3	3.1	3.7	2.9	379 / 10.1	8.0	9.1	28 / 392	A	WSLT-F
8	WUUS-F	C	27 / 4.8	4.0	3.5	1.8	2.7	380 / 10.2	12.3	11.6	34 / 494		WUUS-F
9	WGOR-F	O	28 / 4.6	4.4	3.4	3.8	4.7	399 / 10.7	11.0	9.7	28 / 436	B	WGOR-F
10	WGAC	N/T	25 / 4.3	4.8	5.0	5.5	6.3	413 / 11.1	10.9	12.2	27 / 444	C	WGAC
11	WRXR-F	AOR-NR	24 / 4.1	4.6	3.9	4.6	5.0	423 / 11.3	10.7	10.1	28 / 528	B	WRXR-F
12	WTHB	B/G	22 / 3.8	3.5	4.0	3.8	2.0	202 / 5.4	5.2	3.9	22 / 205	A	WTHB
13	WIZ-F	B	15 / 2.8	2.0	1.9	0.4		328 / 8.8	7.2	6.2	25 / 434		WIZ-F
	WKZK	B/G	16 / 2.6	1.8	2.1	3.5	2.5	133 / 3.8	3.8	3.9	15 / 133	A	WKZK

12+ FM Share (Metro): 85.63 % (435 of 508) (Fall 96: 83.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXA-FF	1 WFXA-FF >	1 WFXA-FF	1 WKXC-F	1 WKXC-F	1 WKXC-F <	1 WFXA-FF <	1 WBBQ-F <	1 WFXA-FF	1 WFXA-FF >>	1 WFXA-FF >
2 WZNY-F >>	2 WZNY-F	2 WKXC-F <	2 WFXA-FF <	2 WFXA-FF <	2 WBBQ-F	2 WKXC-F	2 WFXA-FF <	2 WBBQ-F <	2 WZNY-F	2 WKXC-F <
3 WKXC-F	3 WKXC-F	3 WBBQ-F	3 WBBQ-F	3 WBBQ-F	3 WGOR-F	3 WBBQ-F >	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WZNY-F
4 WBBQ-F	4 WEKL-F <	4 WEKL-F	4 WEKL-F	4 WEKL-F	4 WFXA-FF	4 WEKL-F	4 WSLT-F <	4 WZNY-F	4 WAKB-F	4 WBBQ-F
	WEKL-F <	5 WZNY-F <	5 WAKB-F	5 WAKB-F	5 WAKB-F	5 WZNY-F <	5 WGOR-F	5 WAKB-F <	5 WBBQ-F >	5 WAKB-F <
6 WUUS-F <	6 WAKB-F	6 WSLT-F <	6 WSLT-F <	6 WSLT-F	6 WSLT-F <	6 WGAC <	6 WEKL-F	6 WSLT-F <	6 WRXR-F <	6 WKZK <
7 WAKB-F	7 WRXR-F	7 WRXR-F	7 WRXR-F	7 WGOR-F	7 WTHB	7 WAKB-F <	7 WZNY-F	7 WUUS-F	7 WUUS-F	7 WUUS-F <
	WRXR-F >		WGOR-F <	8 WUUS-F		8 WUUS-F	WGAC <	8 WRXR-F <		
							9 WTHB			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFXA-FF	1 WFXA-FF >	1 WFXA-FF	1 WFXA-FF	1 WBBQ-F	1 WFXA-FF >>	1 WFXA-FF >	1 WEKL-F	1 WFXA-FF	1 WKXC-F <	1 WFXA-FF >>
2 WZNY-F >	2 WZNY-F	2 WUUS-F	2 WBBQ-F	2 WKXC-F <	2 WBBQ-F	2 WRXR-F	2 WRXR-F	2 WEKL-F	2 WEKL-F	2 WKXC-F
3 WAKB-F	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WFXA-FF	3 WZNY-F	3 WKXC-F	3 WKXC-F	3 WKXC-F <	3 WRXR-F <	3 WBBQ-F <
4 WKXC-F >	4 WUUS-F	4 WBBQ-F	4 WAKB-F	4 WSLT-F	4 WEKL-F	4 WZNY-F	4 WFXA-FF	4 WRXR-F	4 WFXA-FF	4 WGAC <
5 WBBQ-F	WBBQ-F	5 WSLT-F	5 WZNY-F	5 WAKB-F >	WRXR-F >	5 WKXC-F	WZNY-F >	5 WBBQ-F	5 WGOR-F	
	WIZ-F >>	6 WAKB-F	6 WSLT-F	6 WUUS-F		WBBQ-F		6 WZNY-F	6 WZNY-F	
			WCHZ-F >	7 WUUS-F				7 WAKB-F	7 WBBQ-F	
				8 WEKL-F					8 WAKB-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAEG-F	J	92.3	Evans	0.7	3.1	4	124	WAAW-F	B/O	94.7	Williston, SC	0.5	2.2	5	102
WAJY-F	ST	102.7	New Ellenton, SC	1.9	4.2	14	185	WCOS-F	C	97.5	Columbia, SC	0.5	1.5	6	142
WCHZ-F	AOR-NR	95.1	Harlem	1.9	7.0	12	306	WVDM-F	B	101.3	Sumter, SC	0.3	1.4	9	125
WKIM	B/O	1230	Augusta	1.0	2.3	6	85								
WRDW	SPRTS	1480	Augusta	0.9	2.9	5	112								
WTHO-F	C	101.7	Thomson	0.7	2.4	7	146								

AUGUSTA, GA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	51 (1)	51 (1)	10.0 %	8.7 %	Beasley	12.6 %	13.2 %	17.5 %
AOR/Classic/NR	0 (0)	64 (3)	64 (3)	12.6 %	11.9 %	WAJY-FM, WCHZ-FM, WGAC-AM, WGOR-FM			
Black/Urban	6 (1)	123 (6)	129 (7)	25.4 %	26.2 %	Cumulus, pend.	22.4 %	26.2 %	40.9 %
CHR	0 (0)	40 (1)	40 (1)	7.9 %	8.1 %	WBBQ-AM, WBBQ-FM, WEKL-FM, WGUS-AM, WRXR-FM, WUUS-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Davis	17.7 %	15.3 %	17.2 %
Country	0 (0)	88 (4)	88 (4)	17.3 %	19.2 %	WAEJ-FM, WAKB-FM, WFXA-FM, WTHB-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	GHB	14.1 %	16.5 %	22.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKXC-FM, WSLT-FM			
Jazz	0 (0)	4 (1)	4 (1)	0.8 %	1.5 %		66.8 %	71.2 %	98.4 %
News/Talk	25 (1)	0 (0)	25 (1)	4.9 %	5.8 %				
Oldies	0 (0)	26 (1)	26 (1)	5.1 %	4.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	37 (2)	0 (0)	37 (2)	7.3 %	7.7 %				
Soft AC/EZ	0 (0)	28 (1)	28 (1)	5.5 %	3.6 %				
Sports	5 (1)	0 (0)	5 (1)	1.0 %	1.1 %				
Standards	0 (0)	11 (1)	11 (1)	2.2 %	2.3 %				
Totals	73 (5)	435 (19)	508 (24)						

AM Stations

WBBQ	1340	1 kw	See WBBQ-F					
WGAC	580	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$26.00	D&R	Beasley	
WKZK	1600	0.5 kw (Days)	Black Gospel	AURN	\$<20.00	Dora		N. Augusta, SC
WTHB	1550	0.5 kw/0.011 kw	Gospel/Black	ABC	\$<20.00	Christal	Davis	

FM Stations

WAEG	92.3	3 kw @ 328	Jazz		\$ NA	---	Beasley	Evans
WAEJ	100.9	6 kw @ 328	See WFXA-F					Waynesboro
WAJY	102.7	3 kw @ 328	Standards	Westwd, CBS	\$ NA	D&R	Beasley	New Ellenton, SC
WAKB	96.9	0.75 kw @ 1364	Black AC		\$<20.00	Christal	Davis	Wrens
WBBQ	104.3	100 kw @ 1000	AC	ABC	\$55.00	Eastman	Cumulus, pend.	
WCHZ	95.1	5.7 kw @ 538	Classic Hits	Westwd	\$ NA	D&R	Beasley	Harlem
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Katz	Cumulus	
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Davis	
WGOR	93.9	13 kw @ 456	Oldies	CNN, Westwd	\$<20.00	D&R	Beasley	Martinez
WIIZ	97.9	50 kw @ 433	Black		\$ NA	---	WBAW	Blackville
WKXC	99.5	23 kw @ 725	Country		\$53.00	Mc-Guild	GHB	Aiken, SC
WRXR	96.3	15 kw @ 889	AOR-New Rock		\$27.00	---	Cumulus	Aiken, SC
WSLT	98.3	2.8 kw @ 485	Soft AC		\$<20.00	Mc-Guild	GHB	Clearwater, SC
WUUS	107.7	50 kw @ 476	Country		\$<20.00	Katz	Cumulus	Martinez
WZNY	105.7	100 kw @ 1168	CHR	ABC	\$27.00	Eastman	Cumulus, pend.	

Notes: 9/97 These stations were sold to Cumulus: WBBQ-AF for \$10,200,000; WZNY-F for \$3,800,000

Jim Duncan

Comments: Listening levels are down by 8% compared to last year . . . WUUS-F is showing nice growth with its third consecutive 12+ increase

AUSTIN

Arbitron Rank: 50 Pop (12+): 876,700	Stations: 24 / 20	Last Year's Revenue: \$48,300,000
MSA Rank: 55	Diaries: 2,071/423:1/48.6%	Household Income: \$41,015
MSA Pop: 1,040,000	Sample Target: 2,030	Total Retail Sales: \$11.3 Bil.
DMA: 64	% Below Line: 2.2	#1 Biller: KASE-F \$11,700,000
Average Persons Rating: 15.0	% Not Listed: 19.3	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 43,835	Capstar, pend. \$16,400,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	KASE-F	C	131 / 9.9	10.2	11.1	12.2	12.8	10.9	1819 / 20.7	20.6	23.6	I KASE-F
	KHFI-F	CHR	131 / 9.9	9.8	8.8	9.5	9.8	9.5	2274 / 25.9	25.7	25.6	F KHFI-F
3	KVET-F	C	95 / 7.2	5.8	5.7	5.4	6.1	6.1	1376 / 15.7	14.2	15.1	D KVET-F
4	KLBJ-F	AOR	89 / 6.7	6.4	6.2	5.1	5.3	6.1	1571 / 17.9	15.2	14.5	F KLBJ-F
5	KKMJ-F	SAC	85 / 6.4	6.3	6.2	8.5	7.0	6.9	1360 / 15.5	15.2	16.4	F KKMJ-F
6	KAMX-F	AC-NR	69 / 5.2	5.2	4.8	3.8	3.7	4.8	1564 / 17.8	16.2	13.4	75 / 1722 C KAMX-F
7	KLBJ	N/T	64 / 4.9	4.6	4.7	4.8	5.0	4.7	1254 / 14.3	11.7	14.0	78 / 1361 G KLBJ
8	KROX-F	AOR-NR	55 / 4.2	4.6	3.4	4.2	2.2	4.1	1370 / 15.6	13.0	10.5	59 / 1431 C KROX-F
	KEYI-F	O	55 / 4.2	4.5	5.3	4.4	5.3	4.6	1174 / 13.4	13.7	16.5	66 / 1309 D KEYI-F
10	KPEZ-F	CL AOR	51 / 3.9	5.1	5.3	5.0	4.3	4.8	1354 / 15.4	14.1	14.3	57 / 1430 C KPEZ-F
11	KGSR-F	AOR-P	47 / 3.6	2.9	3.9	3.8	3.6	3.5	936 / 10.7	8.6	9.3	48 / 943 D KGSR-F
12	KAJZ-F	J	34 / 2.6	2.5	2.4	2.5	3.0	2.5	692 / 7.9	6.5	7.7	49 / 860 C KAJZ-F
13	KVET	T	24 / 1.8	1.4	2.2	2.1	2.4	1.9	641 / 7.3	6.6	7.7	24 / 647 C KVET
14	KJFK-F	T	23 / 1.7	1.9	1.3	1.1	2.7	1.5	420 / 4.8	4.3	8.5	38 / 606 C KJFK-F
15	KELG	SP	22 / 1.7	1.5	1.6	0.9	1.1	1.4	218 / 2.5	2.6	2.0	22 / 224 KELG
	KJCE	B/AC	22 / 1.7	1.6	2.0	1.5	1.4	1.7	286 / 3.3	3.9	2.5	23 / 293 A KJCE

12+ FM Share (Metro): 83.65 % (890 of 1064) (Fall 96: 83.52 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHFI-F >	1 KHFI-F	1 KHFI-F	1 KASE-F <	1 KASE-F	1 KHFI-F	1 KLBJ-F >	1 KLBJ-F >>	1 KLBJ-F	1 KLBJ-F <	1 KHFI-F >
2 KASE-F	2 KASE-F	2 KASE-F >	2 KHFI-F	2 KHFI-F <	2 KLBJ-F >	2 KHFI-F >	2 KHFI-F <	2 KHFI-F	2 KVET-F	2 KLBJ-F <
KKMJ-F <	3 KAMX-F	3 KAMX-F	3 KKMJ-F <	3 KKMJ-F	3 KROX-F >	3 KROX-F	3 KAMX-F	3 KVET-F <	3 KASE-F <	3 KKMJ-F <
4 KAMX-F	4 KAMX-F >	4 KAMX-F >	4 KAMX-F >	4 KAMX-F <	4 KASE-F >	4 KAMX-F	4 KROX-F <	4 KASE-F <	4 KPEZ-F <	4 KASE-F
5 KROX-F >	5 KLBJ-F	5 KLBJ-F	5 KLBJ-F <	5 KEYI-F <	5 KGSR-F	5 KASE-F	5 KPEZ-F	5 KPEZ-F	5 KLBJ <	5 KLBJ <
	6 KROX-F	6 KVET-F	6 KEYI-F <	6 KVET-F	KJFK-F	KPEZ-F	6 KVET-F	6 KROX-F	6 KHFI-F	6 KHFI-F
		7 KGSR-F >	7 KVET-F	7 KLBJ-F	7 KAMX-F	7 KJFK-F	7 KELG	7 KAMX-F <	7 KAMX-F	7 KAMX-F
			8 KGSR-F	8 KGSR-F >	8 KKMJ-F	8 KKMJ-F >	8 KKMJ-F	8 KKMJ-F	8 KKMJ-F	8 KKMJ-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KFIT	G	1060	Sunset Valley	0.4	0.7	5 62	KSAH	REL	720	Universal City	0.5	1.3	8 162
KFON	SPRTS	1490	Austin	0.5	2.3	6 202	KWTX-F	CHR	97.5	Waco	0.4	2.5	41 758
KIXL	REL	970	Del Valle	1.1	3.3	15 293	KXTN-F	SP	107.5	San Antonio	0.6	1.7	10 177
KKLB-F	SP	92.5	Elgin	0.9	3.6	12 317	WOAI	N/T	1200	San Antonio	0.8	3.2	16 437

AUSTIN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	69 (1)	69 (1)	6.5 %	4.4 %	Capstar, pend. KASE-FM, KVET-AM, KVET-FM	18.9 %	19.1 %	34.0 %
AOR/Classic/NR	0 (0)	242 (4)	242 (4)	22.7 %	23.5 %	CBS KAMX-FM, KJCE-AM, KKMJ-FM	13.3 %	14.1 %	13.0 %
Black/Urban	22 (1)	0 (0)	22 (1)	2.1 %	1.7 %	Clear Channel KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM	18.5 %	18.3 %	18.6 %
CHR	0 (0)	136 (2)	136 (2)	12.8 %	11.9 %	LBJ-S KAJZ-FM, KGSR-FM, KLBJ-AM, KLBJ-FM, KROX-FM	22.0 %	23.3 %	31.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local KELG-AM, KKLB-FM, KTXZ-AM	2.6 %	2.6 %	1.0 %
Country	0 (0)	226 (2)	226 (2)	21.2 %	22.6 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	22 (1)	20 (2)	42 (3)	3.9 %	5.2 %				
Jazz	0 (0)	34 (1)	34 (1)	3.2 %	3.7 %				
News/Talk	98 (3)	23 (1)	121 (4)	11.4 %	10.4 %				
Oldies	0 (0)	55 (1)	55 (1)	5.2 %	6.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	26 (3)	0 (0)	26 (3)	2.4 %	1.8 %				
Soft AC/EZ	0 (0)	85 (1)	85 (1)	8.0 %	8.5 %				
Sports	6 (1)	0 (0)	6 (1)	0.6 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	174 (9)	890 (15)	1064 (24)				75.3 %	77.4 %	98.1 %

AM Stations

Station	Power	Time	Format	Ownership	Company	Address
KELG	1440	0.5 kw (DA-2)	Hispanic	\$ NA	Caballero	KKLB-F Elgin
KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC	\$<20.00	Allied CBS Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	\$78.00	Eastman LBJ-S
KVET	1300	5 kw/1 kw (DA-2)	Talk	ABC, CBS	\$20.00	Katz Capstar, pend.

FM Stations

Station	Power	Time	Format	Ownership	Company	Address
KAJZ	93.3	100 kw @ 1949	Jazz	\$32.00	--	LBJ-S Killeen
KAMX	94.7	100 kw @ 1257	Modern AC	\$45.00	Eastman	CBS Luling
KASE	100.7	100 kw @ 1190	Country	\$190.00	Katz	Capstar, pend.
KEYI	103.5	100 kw @ 1257	Oldies	\$63.00	Cir Chnt	Clear Channel San Marcos
KGSR	107.1	39 kw @ 499	Progressive AOR	\$56.00	Mc-Guild	LBJ-S Bastrop
KHFI	96.7	100 kw @ 951	CHR	\$86.00	Cir Chnt	Clear Channel Georgetown
KJFK	98.9	18.5 kw @ 1814	Talk	Westwd	\$<20.00	D&R Shamrock Lampasas
KKMJ	95.5	100 kw @ 1001	Soft AC	\$102.00	Allied	CBS
KLBJ	93.7	97 kw @ 1050	AOR	\$95.00	Banner	LBJ-S
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Cir Chnt	Clear Channel
KROX	101.5	100 kw @ 981	AOR - New Rock	\$45.00	Mc-Guild	LBJ-S Giddings
KVET	98.1	100 kw @ 686	Country	ABC	\$50.00	Katz Capstar, pend.

Notes: 10/97 American Radio Systems sold these stations to CBS: KAMX-F for \$13,000,000; KJCE for \$2,000,000; KKIK-F for \$5,000,000; KKMJ-F for \$42,000,000 . . . 11/97 KNNC-F changed from simulcasting KROX-F to Classic Hits as KAHK-F ("The Hawk") . . . 12/97 KVET-AF/KASE-F sold to Capstar for \$90,250,000

Jim Duncan

Comments: Listening levels are declining at a moderate pace (off 3.3% from a year ago) . . . KHFI-F has moved into a first-place tie with venerable KASE-F, which has fallen out of double figures for the first time since at least the early 1970's; also, this is the first time since the mid-1980's KASE-F hasn't been the clear 12+ leader . . . KVET-F has risen to its highest share in more than three years . . . KKMJ-F seems to be establishing a new, lower base in the low sixes

BAKERSFIELD

Arbltron Rank: 84 Pop (12+): 432,300
 MSA Rank: 83
 MSA Pop: 633,000
 DMA: 132
 Average Persons Rating: 15.5
 Market TSL In Hours: 22.00

Stations: 24 / 24
 Diaries: 1,498/289:1/48.3%
 Sample Target: 1,420
 % Below Line: 4.0
 % Not Listed: 6.2
 Pop per Station: 30,521

Last Year's Revenue: \$16,000,000
 Household Income: \$35,095
 Total Retail Sales: \$4.1 Bil.
 #1 Biller: KUZZ-F \$3,500,000
 #1 Billing Portfolio:
 Buck Owens \$3,900,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KUZZ-AF	C	76 / 10.6	12.9	14.5	12.7	14.0	12.7	1005 / 23.2	28.2	25.1	80 / 1137	E	KUZZ-AF
2	KISV-F	CHR	63 / 8.8	5.5	4.3	3.7	4.6	5.6	866 / 20.0	12.6	13.7	71 / 992		KISV-F
3	KERN	N/T	44 / 6.1	6.6	5.1	5.7	6.4	5.9	526 / 12.2	11.3	14.1	44 / 559	D	KERN
4	KRAB-F	AOR	36 / 5.0	7.5	8.0	6.2	7.6	6.7	682 / 15.8	17.7	17.1	36 / 685	C	KRAB-F
5	KKXX-F	CHR	35 / 4.9	9.2	9.7	10.7	10.7	8.6	835 / 19.3	28.6	26.2	35 / 853	C	KKXX-F
6	KGFM-F	SAC	32 / 4.5	5.2	5.3	5.4	5.5	5.1	496 / 11.5	13.4	12.4	33 / 520	B	KGFM-F
7	KKBB-F	CL AOR	29 / 4.1	2.3	4.0	3.8	2.8	3.5	426 / 9.8	8.4	8.0	29 / 434	B	KKBB-F
	KIWI-F	SP	29 / 4.1	4.4	2.7	4.1	4.3	3.8	304 / 7.0	5.9	6.5	29 / 318	C	KIWI-F
9	KSMJ-F	J	28 / 3.9	2.4	4.3	5.4	1.8	4.0	337 / 7.8	7.9	4.9	29 / 346		KSMJ-F
10	KSUV-F	SP	27 / 3.8	2.1	3.4	4.1	2.8	3.3	262 / 6.1	7.5	6.4	27 / 265	B	KSUV-F
11	KLLY-F	AC	22 / 3.1	5.2	3.6	2.6	3.0	3.6	406 / 9.4	10.8	8.7	22 / 413	C	KLLY-F
12	KLYD-F	O	17 / 2.4	1.4	3.1	2.6	1.5	2.4	279 / 6.5	4.6	3.8	18 / 293		KLYD-F
13	KWAC	SP	16 / 2.2	1.5	1.6	1.5	1.3	1.7	179 / 4.1	3.3	3.2	16 / 182	B	KWAC
	KCNQ-F	C	16 / 2.2	1.8	1.3	1.5	2.7	1.7	118 / 2.7	2.5	4.2	16 / 118	A	KCNQ-F
15	KRME-F	SP	13 / 1.8	1.5	0.7	0.9	1.0	1.2	182 / 4.2	2.5	2.6	13 / 182		KRME-F
	KKDJ-F	O	13 / 1.8	0.8	0.4				260 / 6.0	1.7		18 / 313		KKDJ-F
17	KCHJ	SP	12 / 1.7	0.8	0.4	1.0	1.0	1.0	138 / 3.2	1.8	3.3	14 / 191		KCHJ
	KGEO	T	12 / 1.7	0.9	1.4	1.3	1.5	1.3	214 / 4.9	3.8	4.0	12 / 228		KGEO
	KCWR-F	C	12 / 1.7	1.5	1.0	1.6	1.8	1.4	220 / 5.1	4.7	5.5	12 / 229	A	KCWR-F

12+ FM Share (Metro): 76.80 % (470 of 612) (Fall 96: 80.69 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KISV-F >	1 KISV-F <	1 KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF >	1 KISV-F >	1 KRAB-F	1 KRAB-F >	1 KUZZ-AF	1 KUZZ-AF	1 KERN >
2 KUZZ-AF >>	2 KUZZ-AF	KGFM-F	2 KISV-F	2 KGFM-F	2 KRAB-F	2 KISV-F >	2 KKBB-F	2 KRAB-F	2 KRAB-F	2 KUZZ-AF <
3 KKXX-F	3 KGFM-F	3 KKXX-F	3 KGFM-F	3 KKXX-F	KUZZ-AF	3 KKBB-F	3 KISV-F	3 KISV-F <	3 KKBB-F	3 KISV-F
	KIWI-F >	4 KKXX-F	4 KKXX-F	4 KIWI-F <	4 KKXX-F >	4 KUZZ-AF	4 KLLY-F	4 KKBB-F	4 KERN	
	KIWI-F	5 KSUV-F	5 KIWI-F	5 KISV-F	5 KIWI-F	5 KSUV-F	5 KSUV-F	5 KERN	5 KERN	
	6 KLLY-F	KIWI-F	6 KSUV-F	6 KSUV-F	6 KLLY-F	6 KISV-F	6 KIWI-F	6 KIWI-F	6 KSUV-F	
	7 KCNQ-F	7 KISV-F	7 KCNQ-F	7 KCNQ-F	7 KSUV-F	7 KGEO	7 KGEO	7 KKXX-F	7 KSMJ-F	
	8 KSUV-F	KLLY-F	8 KLLY-F	8 KERN				8 KUZZ-AF	8 KSUV-F	
		9 KKBB-F	9 KLLY-F >	9 KKBB-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAFY	SP	970 Bakersfield	1.4 3.6 10 161
KBID	ST	1350 Bakersfield	1.5 3.1 11 138
KERI	REL	1180 Wasco	0.8 2.4 8 135
KHIS	REL	800 Bakersfield	0.4 1.1 3 46
KMYX-F	SP	103.9 Taft	1.0 2.7 7 121
KNZR	N/T	1560 Bakersfield	1.4 4.7 10 218
KVLI-F	ST	1140 Lake Isabella	0.7 1.6 5 67

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOS-F	CHR	94.9 Tulare	0.8 3.3 44 765
KFI	T	640 Los Angeles	0.6 1.5 9 148
KFRE	N/T	940 Fresno	0.4 0.7 8 127
KFSO-F	O	92.9 Visalia	0.6 1.1 25 435
KLOS-F	AOR	95.5 Los Angeles	0.6 1.5 16 233
KMJ	N/T	580 Fresno	0.4 1.3 32 351
KTPI-F	C	103.1 Tehachapi	0.6 1.2 18 179

BAKERSFIELD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	22 (1)	22 (1)	3.6 %	3.4 %	American General KBID-AM, KERN-AM, KISV-FM, KLYD-FM	18.8 %	14.6 %	20.0 %
AOR/Classic/NR	0 (0)	69 (3)	69 (3)	11.3 %	12.1 %	Buck Owens KCWR-FM, KUZZ-AF	12.3 %	11.9 %	24.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Buckley KKBB-FM, KLLY-FM, KNZR-AM	8.6 %	10.7 %	14.3 %
CHR	0 (0)	104 (3)	104 (3)	17.0 %	15.2 %	Local KCHJ-AM, KIWI-FM, KWAC-AM	8.0 %	7.8 %	8.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Mondosphere KKDJ-FM, KKXX-FM, KRAB-FM, KSMJ-FM	15.6 %	15.4 %	21.6 %
Country	8 (1)	100 (4)	108 (5)	17.6 %	23.8 %	Z-Spanish KRME-FM, KSUV-AM, KSUV-FM	5.6 %	7.2 %	5.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	38 (3)	76 (4)	114 (7)	18.6 %	13.1 %				
Jazz	0 (0)	28 (1)	28 (1)	4.6 %	0.5 %				
News/Talk	76 (6)	0 (0)	76 (6)	12.4 %	13.4 %				
Oldies	0 (0)	34 (3)	34 (3)	5.6 %	5.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	9 (2)	0 (0)	9 (2)	1.5 %	2.8 %				
Soft AC/EZ	0 (0)	32 (1)	32 (1)	5.2 %	6.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	11 (1)	5 (1)	16 (2)	2.6 %	4.0 %				
Totals	142 (13)	470 (21)	612 (34)				68.9 %	67.6 %	93.2 %

AM Stations

KCHJ	1010	5 kw/1 kw (DA-2)	Hispanic		\$ NA	Lotus	KWAC/KIWI-F	Delano
KERN	1410	1 kw	News/Talk	ABC, Talknl, Westwd	\$43.00	Christal	American General	
KGEO	1230	1 kw	Talk	BNN	\$<20.00	Christal	KGFM-F	
KUZZ	550	5 kw (DA-2)	See KUZZ-F					
KWAC	1490	1 kw	Hispanic		\$ NA	Lotus	KCHJ/KIWI-F	

FM Stations

KCNQ	102.5	0.13 kw @ 1230	Country	ABC	\$ NA	Gillis	KVLI-F	Kernville
KCWR	107.1	6 kw @ 164	Country		\$ NA	Katz	Buck Owens	
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal	KGEO	
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Christal	American General	
KIWI	92.1	6 kw @ 164	Hispanic		\$29.00	Lotus	KWAC/KCHJ	
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley	
KKDJ	98.5	50 kw @ 499	Oldies		\$ NA	Mc-Guild	Mondosphere	Delano
KKXX	105.3	35.4 kw @ 584	CHR	ABC, Westwd	\$35.00	Mc-Guild	Mondosphere	Delano
KLLY	95.3	12.5 kw @ 463	AC	AP	\$29.00	D&R	Buckley	Oildale
KLYO	104.3	6 kw 2 305	Oldies	CNN, Westwd	\$ NA	K&P	American General	Shafter
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Mc-Guild	Mondosphere	Greenacre
KRME	97.7	3 kw @ 328	Hispanic		\$ NA	Caballero	Z-Spanish	Shafter
KSMJ	96.5	50 kw @ 500	Jazz		\$ NA	Banner	Mondosphere	
KSUV	102.9	20.5 kw @ 364	Hispanic		\$21.00	Caballero	Z-Spanish	McFarland
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz	Buck Owens	

Notes: 9/97 KERN-F changed from Oldies to CHR; co-owned KLYD-F changed from Standards to Oldies . . . 10/97 KERN-F changed calls to KISV-F ("Kiss 94.1") . . . 12/97 KVLI (1140) changed from Oldies to Talk as KQAB . . . 12/97 KLYD-F changed its calls to KCOO ("Cool 104.3")

Jim Duncan

Comments: KUZZ-F falls to its lowest share in several years . . . KISV-F (previously KERN-F) shows fine growth as a CHR and has badly hurt KKXX-F . . . Listening levels show a downward trend

BALTIMORE

Arbltron Rank: 19 Pop (12+): 2,068,700
 MSA Rank: 18
 MSA Pop: 2,500,000
 DMA: 65
 Average Persons Rating: 17.1
 Market TSL In Hours: 22.50

Stations: 40 / 20
 Diaries: 3,516/588:1/55.0%
 Sample Target: 3,270
 % Below Line: 16.5
 % Not Listed: 13.0
 Pop per Station: 103,435

Last Year's Revenue: \$87,700,000
 Household Income: \$47,705
 Total Retail Sales: \$22.7 Bil.
 #1 Biller: WBAL \$13,400,000
 #1 Billing Portfolio: CBS \$44,520,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WERQ-F	346 / 9.8	9.2	10.0	8.0	7.7	9.2	3627 / 17.5	18.8	15.8	364 / 3947	G WERQ-F
2	WQSR-F	254 / 7.2	6.8	6.2	6.0	6.5	6.5	3329 / 16.1	16.3	14.6	274 / 3630	I WQSR-F
3	WBAL	249 / 7.0	9.4	7.5	8.5	7.3	8.1	3872 / 18.7	19.6	19.6	262 / 4230	I WBAL
4	WPOC-F	227 / 6.4	6.4	6.4	7.6	6.5	6.7	2750 / 13.3	15.4	16.5	248 / 3118	I WPOC-F
5	WWMX-F	177 / 5.0	5.5	5.9	6.6	6.1	5.7	3404 / 16.5	19.2	19.5	187 / 3666	I WWMX-F
6	WLIF-F	160 / 4.5	5.3	4.7	5.6	6.4	5.0	2694 / 13.0	12.5	14.7	169 / 2859	H WLIF-F
7	WIYY-F	154 / 4.3	3.9	4.1	4.0	3.1	4.1	2498 / 12.1	13.0	12.9	184 / 3079	G WIYY-F
8	WCAO	150 / 4.2	2.2	2.7	2.5	2.9	2.9	1440 / 7.0	5.3	6.0	163 / 1554	C WCAO
9	WXVY-F	144 / 4.1	3.8	3.3	3.5	3.8	3.7	2968 / 14.3	12.2	13.0	152 / 3214	G WXVY-F
10	WWIN-F	119 / 3.4	3.6	3.8	3.6	3.2	3.6	1749 / 8.5	8.9	8.1	119 / 1751	E WWIN-F
11	WOCT-F	100 / 2.8	3.4	3.7	2.6	3.1	3.1	2257 / 10.9	13.3	11.6	114 / 2581	G WOCT-F
12	WHFS-F	97 / 2.7	3.7	3.8	3.3	4.2	3.4	2467 / 11.9	13.9	15.0	108 / 2756	WHFS-F
13	WCBM	82 / 2.3	2.1	2.5	2.5	2.1	2.4	1240 / 6.0	6.0	5.5	84 / 1318	D WCBM
14	WRBS-F	68 / 1.9	1.5	1.6	1.9	1.9	1.7	1077 / 5.2	4.4	4.6	70 / 1132	WRBS-F
15	WJFK	65 / 1.8	1.6	1.8	1.6	1.8	1.7	1007 / 4.9	5.2	4.9	68 / 1067	WJFK
16	WPGC-F	58 / 1.6	1.4	1.6	1.6	1.4	1.6	1574 / 7.6	7.1	7.0	61 / 1699	WPGC-F
17	WHUR-F	48 / 1.4	1.6	1.2	1.4	1.4	1.4	851 / 4.1	4.3	4.6	52 / 906	WHUR-F
18	WGRX-F	44 / 1.2	1.5	1.0	1.3	1.4	1.3	878 / 4.2	5.0	5.0	56 / 1136	C WGRX-F
19	WWLG	43 / 1.2	1.0	0.8	0.6	0.9	0.9	600 / 2.9	1.8	2.1	44 / 617	WWLG
20	WKYS-F	41 / 1.2	0.7	0.6	0.7	0.8	0.8	1051 / 5.1	4.3	4.3	49 / 1165	WKYS-F

12+ FM Share (Metro): 76.79 % (2365 of 3080) (Fall 96: 76.58 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERQ-F >>	1 WERQ-F >	1 WERQ-F >	1 WERQ-F >	1 WQSR-F <	1 WQSR-F <	1 WQSR-F	1 WERQ-F <	1 WERQ-F >	1 WERQ-F >	1 WERQ-F >
2 WXVY-F >>	2 WIYY-F	2 WWMX-F <	2 WQSR-F <	2 WERQ-F	2 WBAL >	WERQ-F	2 WPOC-F <	2 WBAL <	2 WBAL >	2 WQSR-F <
3 WWMX-F <	3 WXVY-F	3 WQSR-F <	3 WWMX-F	3 WWMX-F	3 WPOC-F	3 WBAL	3 WQSR-F	3 WQSR-F	3 WQSR-F	3 WXVY-F
4 WPOC-F <	4 WIYY-F <	4 WPOC-F <	4 WPOC-F	4 WPOC-F	4 WLIF-F <	4 WPOC-F >	4 WBAL <	4 WPOC-F <	4 WPOC-F <	4 WWIN-F
5 WXVY-F <	5 WPOC-F	5 WIYY-F	5 WIYY-F	5 WLIF-F <	5 WCAO	5 WIYY-F <	5 WWMX-F <	5 WWMX-F	5 WWMX-F	5 WQSR-F <
6 WHFS-F >	6 WXVY-F <	6 WLIF-F <	6 WLIF-F <	6 WIYY-F	6 WWIN-F <	6 WWMX-F <	6 WLIF-F >	6 WLIF-F >	6 WLIF-F >	6 WCAO
	7 WLIF-F <	7 WBAL <	7 WBAL <	7 WWMX-F	7 WCAO <	7 WIYY-F	7 WIYY-F <	7 WIYY-F <	7 WHFS-F <	7 WWMX-F
	8 WWIN-F	8 WWIN-F	8 WWIN-F	8 WWIN-F	WERQ-F	8 WLIF-F	8 WLIF-F	8 WLIF-F	8 WLIF-F <	
										WOCT-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WERQ-F >	1 WERQ-F >>	1 WERQ-F >	1 WERQ-F >	1 WERQ-F	1 WERQ-F	1 WERQ-F <	1 WERQ-F	1 WIYY-F <	1 WQSR-F	1 WERQ-F <
2 WXVY-F >	2 WWMX-F	2 WWMX-F	2 WWMX-F	2 WQSR-F <	2 WIYY-F >	2 WIYY-F >	WIYY-F >	2 WERQ-F >	2 WIYY-F	2 WCAO <
3 WWMX-F <	3 WXVY-F	3 WPOC-F >	3 WQSR-F	3 WWMX-F	3 WHFS-F	3 WHFS-F	3 WHFS-F	3 WPOC-F <	3 WBAL <	3 WBAL
4 WHFS-F <	4 WPOC-F >	4 WXVY-F >	4 WPOC-F <	4 WLIF-F	4 WXVY-F	4 WPOC-F	4 WPOC-F	4 WQSR-F <	4 WERQ-F	4 WPOC-F
5 WPOC-F	5 WHFS-F <	5 WIYY-F	5 WLIF-F <	5 WPOC-F	WPOC-F	5 WOCT-F	5 WBAL	5 WBAL <	5 WPOC-F	5 WQSR-F
6 WIYY-F >	6 WIYY-F	6 WXVY-F	6 WXVY-F	6 WCAO	6 WOCT-F >	6 WXVY-F	6 WOCT-F <	6 WOCT-F <	6 WOCT-F <	6 WOCT-F <
		7 WWIN-F <	7 WWIN-F				7 WQSR-F <	7 WHFS-F	7 WWIN-F <	
		8 WCAO						8 WWMX-F	8 WJFK <	
									WJFK	

Consolidation Report	12+	25-54	Revenue
CBS WBGR-AM, WBMD-AM, WCAO-AM, WJFK-AM, WLIF-FM, WOCT-FM, WQSR-FM, WWMX-FM, WXVY-FM	30.1 %	33.5 %	50.8 %
Radio One WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM	15.2 %	14.4 %	12.3 %
	45.2 %	47.9 %	63.1 %

BALTIMORE

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations				Metro	Cume	TSA	
						Share	Rating	AQH	Cume				
AC	0 (0)	242 (3)	242 (3)	7.9 %	9.4 %	WBGR	B/G	860	Baltimore	0.5	1.4	16	295
AOR/Classic/NR	0 (0)	337 (5)	337 (5)	10.9 %	10.9 %	WOLB	B/T	1010	Baltimore	0.9	1.3	33	269
Black/Urban	33 (1)	612 (5)	645 (6)	20.9 %	20.6 %	WRNR-F	AOR-P	103.1	Grasonville	0.8	2.3	28	514
CHR	0 (0)	167 (3)	167 (3)	5.4 %	2.7 %	WWIN	B/G	1400	Baltimore	1.0	2.5	37	511
Classical	0 (0)	12 (1)	12 (1)	0.4 %	0.4 %								
Country	0 (0)	329 (5)	329 (5)	10.7 %	10.9 %	Other Rated Stations--Outside Market				Metro	Cume	TSA	
Full Service	18 (1)	0 (0)	18 (1)	0.6 %	0.0 %	WARW-F	CLAOR	94.7	Bethesda, MD	0.6	1.9	34	558
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WASH-F	AC	97.1	Washington	0.8	3.5	29	792
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WBIG-F	O	100.3	Washington	0.9	3.6	44	955
News/Talk	418 (4)	14 (1)	432 (5)	14.0 %	13.9 %	WFRE-F	C	99.9	Frederick, MD	0.5	1.2	54	802
Oldies	0 (0)	387 (3)	387 (3)	12.6 %	12.0 %	WGAY-F	SAC	99.5	Washington	1.0	3.0	43	750
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WGMS-F	CL	103.5	Washington	0.3	1.1	16	309
Religion/Gospel	203 (3)	68 (1)	271 (4)	8.8 %	8.0 %	WJFK-F	T/J	106.7	Manassas, VA	0.4	1.8	23	500
Soft AC/EZ	0 (0)	197 (2)	197 (2)	6.4 %	8.4 %	WMAL	FS/T	630	Washington	0.5	1.5	24	440
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WMZQ-F	C	98.7	Washington	0.7	3.0	34	793
Standards	43 (1)	0 (0)	43 (1)	1.4 %	2.2 %	WRQX-F	AC/CHR	107.3	Washington	1.1	5.4	43	1245
Totals	715 (10)	2365 (29)	3080 (39)			WTOP	N	1500	Washington	0.6	3.8	24	850
						WWDC-F	AOR	101.1	Washington	1.0	5.3	56	1379
						WWVZ-F	CHR	103.9	Frederick, MD	0.1	0.3	15	275
						WVZZ-F	CHR	104.1	Waldorf, MD	0.6	3.6	27	867
						WXYC-F	C	103.7	Havre de Grace	0.4	1.2	34	498

AM Stations

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

FM Stations

WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$125.00	Allied	Radio One
WGRX	100.7	15.8 kw @ 861	Country	ABC	\$44.00	Allied	Shamrock
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$115.00	D&R	Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC		\$177.00	—	CBS
WOCT	104.3	50 kw @ 420	Classic Hits		\$101.00	Christal	CBS
WPOC	93.1	16 kw @ 860	Country		\$210.00	Mc-Guild	Jacor, pend.
WQSR	105.7	50 kw @ 492	Oldies		\$215.00	Christal	CBS
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	—	
WWIN	95.9	3 kw @ 300	Black AC	Westwd	\$72.00	Allied	Radio One
WWMX	106.5	7.4 kw @ 1217	AC		\$205.00	Katz	CBS
WXYV	102.7	50 kw @ 437	Dance CHR	Westwd, Source	\$125.00	CBS	CBS

Notes: Other ranked stations -- See Washington, DC . . . 6/97 WXYV-F changed from Black to Dance CHR (CHR/Black) after the Spring survey . . . 10/97 American Radio Systems sold these stations to CBS: WBGR for \$4,000,000; WBMD for \$5,000,000; WOCT-F for \$34,000,000; WQSR-F for \$86,000,000; WWMX-F for \$91,000,000. This puts CBS 1 AM over the FCC market limits (and about 10 percentage points over the DoJ revenue guideline) . . . 10/97 Nationwide sold WPOC-F to Jacor for \$64,000,000 (Stevens)

Jim Duncan

Comments: Listening levels are down slightly . . . WERQ-F held onto its #1 position and maintained its high share level . . . WQSR-F had its third consecutive share gain and regained leadership in 25-54 . . . WPOC-F seems to be establishing a base at 6.4 (there for three consecutive books) . . . WWMX-F had its lowest share in two years . . . WLIF-F is at its lowest share level in many years . . . WCAO is up to its highest share in many years

BATON ROUGE

Arbitron Rank: 81 Pop (12+): 458,700	Stations: 25 / 18	Last Year's Revenue: \$20,600,000
MSA Rank: 90	Diaries: 1,678/273:1/50.9%	Household Income: \$40,422
MSA Pop: 572,000	Sample Target: 1,590	Total Retail Sales: \$5.8 Bil.
DMA: 98	% Below Line: 11.2	#1 Biller: WYNK-AF \$4,200,000
Average Persons Rating: 14.7	% Not Listed: 16.5	#1 Billing Portfolio: Capstar \$9,400,000
Market TSL In Hours: 19.50	Pop per Station: 25,483	

12+ Metro	Format	Fall 97		Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WYNK-AF	C	76 / 11.3	10.6	8.7	10.5	10.9	10.3	889 / 21.6	20.6	23.2	127 / 1883		WYNK-AF
2	WEMX-F	B	52 / 7.7	7.5	8.3	7.4	0.9	7.7	735 / 18.0	16.8	5.4	97 / 1250	A	WEMX-F
3	KRVE-F	AC	42 / 6.2	6.1	4.5	6.6	6.7	5.9	682 / 14.9	13.4	15.6	47 / 824	O	KRVE-F
4	WDGL-F	CL HITS	39 / 5.8	6.3	5.8	7.0	6.3	6.2	737 / 16.1	18.1	15.2	99 / 1623	E	WDGL-F
5	WJBO	N/T	38 / 5.6	5.5	5.6	6.2	6.2	5.7	704 / 15.4	15.8	14.1	43 / 798	D	WJBO
6	KQXL-F	B/AC	38 / 5.3	4.0	5.9	7.2	10.3	5.6	652 / 14.2	15.5	20.6	49 / 940	E	KQXL-F
7	WXOK	B	33 / 4.9	6.6	5.9	6.5	8.2	6.0	498 / 10.9	12.0	14.0	56 / 721	C	WXOK
8	WLSS-F	CHR	30 / 4.5	4.0	4.5	4.3	5.5	4.3	774 / 16.9	16.3	17.7	43 / 1288	C	WLSS-F
9	WXCT-F	C	29 / 4.3	5.4	4.5	3.9	5.6	4.5	495 / 10.8	10.8	12.0	47 / 916	C	WXCT-F
10	KTBT-F	B	28 / 4.2	5.2	4.7	0.8		3.7	527 / 11.5	12.4		72 / 1179		KTBT-F
	KHOM-F	CHR	28 / 4.2	4.7	3.2	4.7	5.5	4.2	730 / 15.9	14.0	17.0	68 / 1523		KHOM-F
12	WTGE-F	AOR-NR	22 / 3.3	2.7	1.1	1.2		2.1	440 / 9.6	3.1		25 / 503		WTGE-F
13	WCKW-F	CL AOR	21 / 3.1	3.2	5.0	3.4	4.6	3.7	594 / 13.0	12.8	12.7	61 / 1318		WCKW-F
14	WKJN-F	C	20 / 3.0	3.5	3.7	2.8	2.7	3.2	484 / 10.6	11.6	9.8	41 / 893	D	WKJN-F
15	WQCK-F	REL	13 / 1.9	1.6	2.3	1.6	1.3	1.9	231 / 5.0	6.0	4.4	18 / 366		WQCK-F
16	WNOC	G	10 / 1.5	2.0	2.3	2.4	2.2	2.0	196 / 4.3	4.4	4.4	14 / 219		WNOC

12+ FM Share (Metro): 81.35 % (458 of 563) (Fall 96: 75.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEMX-F	1 WEMX-F >	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF >	1 WYNK-AF >	1 WYNK-AF >>	1 WYNK-AF >	1 WYNK-AF <	1 WEMX-F >>	1 WYNK-AF <
2 KHOM-F >	2 WLSS-F <	2 WEMX-F <	2 WDGL-F	2 WDGL-F <	2 WJBO	2 KRVE-F <	2 KRVE-F <	2 WEMX-F <	2 KQXL-F <	2 WEMX-F
3 WTGE-F	3 WYNK-AF	3 WDGL-F	3 KRVE-F	3 KRVE-F	3 KRVE-F	3 WCKW-F	3 WJBO	3 WDGL-F <	3 KTBT-F	3 WXOK
	WDGL-F	4 KRVE-F	4 KQXL-F	4 KQXL-F <	4 WXOK	WEMX-F <	4 WDGL-F	4 KRVE-F	4 KHOM-F	4 KQXL-F
5 KTBT-F <	5 KQXL-F <	5 WXOK	5 WJBO	5 KQXL-F <	5 WXCT-F <	5 WXOK <	5 WLSS-F <	5 WYNK-F <	5 WJBO	5 WJBO
6 WXCT-F <	6 WLSS-F	WXCT-F	6 WXOK <	6 WDGL-F >	6 KQXL-F <	6 WEMX-F	6 KQXL-F	6 WTGE-F <	6 WDGL-F <	6 WDGL-F <
7 WTGE-F	7 KTBT-F	WJBO	7 WXCT-F <		7 WXOK	7 WLSS-F <	7 WJBO <	7 WDGL-F	7 KRVE-F <	7 KRVE-F <
	KRVE-F	WXCT-F	WEMX-F <		WJBO <	8 WXCT-F	8 KTBT-F <	8 WLSS-F		

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

Other Rated Stations

			Metro Share	Cume Rating	TSA AQH	Cume
KKAY-F	O	92.1	Donaldsonville	0.7	1.8	7 166
WIBR	SPRTS	1300	Baton Rouge	1.2	4.4	9 230
WPFC	REL	1550	Baton Rouge	1.0	2.3	11 153

Other Rated Stations—Outside Market

				Metro Share	Cume Rating	TSA AQH	Cume
WQUE-F	B	93.3	New Orleans	1.3	5.8	27 640	
WRNO-F	CL HITS	99.5	New Orleans	0.4	1.6	17 319	
WTKL-F	O	95.7	New Orleans	0.4	1.7	25 295	
WWL	N/T	870	New Orleans	1.2	3.4	27 544	
WYLD-F	B/AC	98.5	New Orleans	0.4	2.2	11 300	

BATON ROUGE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	42 (1)	42 (1)	7.5 %	8.5 %	Capstar	29.4 %	31.8 %	45.6 %
AOR/Classic/NR	0 (0)	43 (2)	43 (2)	7.6 %	5.3 %	KRVE-FM, WBIU-AM, WJBO-AM, WLSS-FM, WYNK-AM, WYNK-FM			
Black/Urban	33 (1)	128 (5)	161 (6)	28.6 %	25.1 %	Citywide	22.1 %	19.4 %	31.8 %
CHR	0 (0)	58 (2)	58 (2)	10.3 %	12.6 %	KQXL-FM, WEMX-FM, WBR-AM, WKJN-FM, WXOK-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Guaranty	13.4 %	14.8 %	19.9 %
Country	1 (1)	124 (3)	125 (4)	22.2 %	23.3 %	WDGL-FM, WTGE-FM, WXCT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		64.9 %	66.0 %	97.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	46 (2)	0 (0)	46 (2)	8.2 %	8.2 %				
Oldies	0 (0)	50 (4)	50 (4)	8.9 %	9.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	17 (2)	13 (1)	30 (3)	5.3 %	7.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	8 (1)	0 (0)	8 (1)	1.4 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	105 (7)	458 (18)	563 (25)						

AM Stations

Station	Power	Time	Format	Source	Revenue	Advertiser	City
WBR	1300	5 kw/1 kw (DA-N)	Sports		\$ NA	Eastman	Citywide
WJBO	1150	5 kw (DA-1)	News/Talk	CBS, Westwd, Source	\$43.00	Sentry	Capstar
WNDC	910	1 kw (DA-1)	Black Gospel		\$<20.00	—	
WXOK	1460	5 kw/1 kw (DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild	Citywide
WYNK	1380	5 kw/0.082 kw (DA-1)	See WYNK-F				

FM Stations

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

Notes: Other ranked stations – See New Orleans . . . 6/97 WGGZ-F changed calls to WTGE-F; remains New Rock . . . 8/97 WBIU (1210) changed from Religion to Sports . . . 1/98 WTGE-F changed from New Rock to Oldies . . . 1/98 WBIU changed calls to WSKR ("The Score")

Jim Duncan

Comments: Overall listening to radio is down slightly . . . KQXL-F appears to have steadied itself . . . Venerable WXOK has its lowest share in many years . . . WTGE-F is showing some growth with New Rock

BINGHAMTON

Arbltron Rank: 164 Pop (12+): 209,300	Stations: 16 / 13	Last Year's Revenue: \$8,300,000
MSA Rank: 171	Diaries: 773/271:1/53.9%	Household Income: \$38,713
MSA Pop: 256,000	Sample Target: 770	Total Retail Sales: \$2.1 Bil.
DMA: 151	% Below Line: 2.9	#1 Biller: WHWK-F \$2,200,000
Average Persons Rating: 14.8	% Not Listed: 18.8	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 16,100	Wicks \$4,595,000

12+ Metro	Format	Fall 97		Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										
1	WHWK-F	C	68 / 22.0	20.0	20.0	16.8	20.1	659 / 31.5	31.8	31.1	112 / 1142	D	WHWK-F
2	WMRV-F	CHR	45 / 14.6	10.8	10.1	10.8	9.7	671 / 32.0	28.5	28.1	74 / 1106	B	WMRV-F
3	WNBF	N/T	26 / 8.4	7.1	9.8	7.5	8.4	323 / 15.4	15.8	18.8	26 / 328	B	WNBF
4	WAAL-F	CL AOR	23 / 7.4	11.7	9.0	12.9	8.8	475 / 22.7	25.9	24.2	37 / 746	C	WAAL-F
5	WMXW-F	AC	20 / 6.5	7.7	7.2	9.9	10.1	353 / 16.9	18.5	20.3	23 / 412	C	WMXW-F
6	WYOS-F	O	16 / 5.2	5.2	10.4			252 / 12.1	16.1	19.8	16 / 272	A	WYOS-F
7	WGRG-AF	SAC	10 / 3.2	2.5	3.0	3.3	5.2	228 / 10.9	12.6	11.0	10 / 242	A	WGRG-AF
8	WKGB-F	AOR	9 / 2.9	5.5	3.3	6.0	5.2	165 / 7.9	11.6	10.2	11 / 179	B	WKGB-F
9	WENE	SPRTS	7 / 2.3	1.8	2.4	1.8	1.3	157 / 7.5	6.0	7.5	7 / 157	A	WENE
	WKOP	ST	7 / 2.3	2.5	2.7	3.3	2.3	116 / 5.5	6.2	5.7	7 / 120	A	WKOP
	WINR	ST	7 / 2.3	3.1	3.9	4.2	6.2	136 / 6.5	7.5	8.3	7 / 136	A	WINR

12+ FM Share (Metro): 80.88 % (203 of 251) (Fall 96: 77.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMRV-F >>	1 WMRV-F	1 WHWK-F >	1 WHWK-F >>	1 WHWK-F >>	1 WHWK-F >>	1 WHWK-F >	1 WHWK-F >>	1 WHWK-F >	1 WMRV-F	1 WHWK-F
2 WHWK-F >>	2 WHWK-F	2 WMRV-F	2 WMRV-F <	2 WMRV-F	2 WNBF >	2 WMRV-F	2 WMRV-F <	2 WMRV-F >>	2 WHWK-F >>	2 WMRV-F >
3 WAAL-F >>	3 WAAL-F >	3 WAAL-F >	3 WAAL-F >	3 WAAL-F	3 WMXW-F <	3 WNBF	3 WNBF	3 WAAL-F <	3 WNBF	3 WNBF
4 WKGB-F	4 WMXW-F	4 WMXW-F >	4 WMXW-F >	4 WYOS-F	4 WAAL-F <	4 WAAL-F <	4 WNBF	4 WNBF	4 WMXW-F	4 WMXW-F
5 WMXW-F >>	5 WKGB-F	5 WKGB-F	5 WYOS-F	5 WMRV-F	5 WMRV-F	5 WMXW-F	5 WMXW-F <	5 WMXW-F <	5 WAAL-F >	5 WAAL-F
	WYOS-F >	WYOS-F	6 WKGB-F	6 WAAL-F	6 WYOS-F <	6 WYOS-F >	6 WYOS-F >	6 WYOS-F >		6 WGRG-AF
				7 WGRG-AF	7 WENE >					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WMRV-F	1 WMRV-F >	1 WMRV-F >	1 WHWK-F >	1 WHWK-F >>	1 WMRV-F >>	1 WHWK-F	1 WHWK-F >	1 WHWK-F >	1 WHWK-F >	1 WHWK-F <
WHWK-F >>	2 WHWK-F	2 WAAL-F	2 WMRV-F >	2 WMRV-F	2 WHWK-F	2 WMRV-F	2 WAAL-F	2 WAAL-F <	2 WAAL-F >	2 WMRV-F >>
3 WAAL-F >>	3 WAAL-F >	WHWK-F	3 WAAL-F	3 WMXW-F	WAAL-F >>	3 WAAL-F >>	3 WMRV-F	3 WMRV-F >	3 WMRV-F	3 WNBF
	4 WMXW-F >>	4 WMXW-F >>	4 WMXW-F >>	4 WAAL-F		4 WKGB-F >>	4 WKGB-F >>	4 WKGB-F	4 WKGB-F	4 WMXW-F
				5 WYOS-F				5 WYOS-F	5 WYOS-F	
								6 WMXW-F	6 WNBF	
									WMXW-F	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	33 (3)	33 (3)	13.1 %	4.3 %
AOR/Classic/NR	0 (0)	34 (3)	34 (3)	13.5 %	15.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	45 (1)	45 (1)	17.9 %	12.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	75 (3)	75 (3)	29.9 %	24.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	26 (1)	0 (0)	26 (1)	10.4 %	11.9 %
Oldies	0 (0)	16 (1)	16 (1)	6.4 %	12.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	1 (1)	0 (0)	1 (1)	0.4 %	8.6 %
Sports	7 (1)	0 (0)	7 (1)	2.8 %	2.9 %
Standards	14 (2)	0 (0)	14 (2)	5.6 %	7.9 %
Totals	48 (5)	203 (11)	251 (16)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCDW-F	C	100.5	Conklin	1.3	4.7	5	127
Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WHI-F	CL AOR	99.9	Cortland	0.6	1.8	16	171
WQNY-F	C	103.7	Ithaca	1.0	2.2	8	126
WYXL-F	AC	97.3	Ithaca	1.3	3.3	8	186

BINGHAMTON

Consolidation Report	12+	25-54	Revenue
Majac, pend. WENE-AM, WKGB-FM, WMRV-FM, WMXW-FM	26.3 %	25.9 %	35.2 %
Wicks WAAL-FM, WHWK-FM, WKOP-AM, WBNF-AM, WYOS-FM	45.3 %	44.7 %	55.4 %
	71.6 %	70.6 %	90.6 %

AM Stations

WEBO	1330	5 kw/0.05 kw	See WGRG-F					Owego
WENE	1430	5 kw (DA-N)	Sports	CBS, SBUSA, 1/1	\$<20.00	Christal	Majac, pend.	Endicott
WINR	680	1 kw/0.5 kw (DA-2)	Standards	CBS	\$<20.00	Roslin		
WKOP	1360	5 kw/500 w (DA-2)	Standards	ABC	\$<20.00	Eastman	Wicks	
WBNF	1290	5 kw (DA-N)	News/Talk	Westwd, Talknt	\$20.00	Katz	Wicks	

FM Stations

WAAL	99.1	7.1 kw @ 1089	Classic AOR	ABC	\$38.00	Eastman	Wicks	
WGRG	101.7	2 kw @ 558	Soft AC		\$<20.00	Christal	WEBO	Owego
WHWK	98.1	10 kw @ 960	Country		\$52.00	Katz	Wicks	
WKGB	102.7	1.3 kw @ 708	AOR	Source	\$<20.00	D&R	Majac, pend.	Susquehanna, PA
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$20.00	Allied	Majac, pend.	Endicott
WMXW	103.3	0.59 kw @ 1014	AC		\$38.00	Allied	Majac, pend.	Vestal
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Wicks	Chenango Bridge

Notes: 8/97 WEBO/WGRG-F sold for \$176,000 . . . 9/97 WEBO/WGRG-F changed from AC/CHR to Soft AC . . . 10/97 WENE/WMRV-F/WMXW-F sold by Enterprise to Majac for \$6,000,000 (Blackburn) . . . 10/97 WKGB-F sold to Majac for \$675,000 (Blackburn)

Jim Duncan

Comments: Listening levels are down 6% from Fall 1996 . . . WHWK-F has climbed to its highest share in more than three years . . . the same is true of WMRV-F . . . Most other FM's are trending downward

BIRMINGHAM

Arbitron Rank: 55	Pop (12+): 806,200	Stations: 24 / 21	Last Year's Revenue: \$35,700,000
MSA Rank: 65		Diaries: 1,460/552:1/50.8%	Household Income: \$37,911
MSA Pop: 887,000		Sample Target: 1,400	Total Retail Sales: \$9.1 Bil.
DMA: 51		% Below Line: 2.0	#1 Biller: WZZK-AF \$7,370,030
Average Persons Rating: 15.4		% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL In Hours: 20.50		Pop per Station: 38,390	Dick \$12,650,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WZZK-F	C	127 / 10.2	12.3	11.9	11.6	11.9	11.5	2030 / 25.2	25.8	25.1	176 / 2971	H	WZZK-F
2	WMJJ-F	AC	94 / 7.6	5.1	8.2	6.9	6.9	6.9	1279 / 15.9	16.2	15.2	105 / 1652	F	WMJJ-F
3	WZRR-F	AOR/CL	78 / 6.3	5.4	6.1	7.1	7.6	6.2	1214 / 15.1	15.6	14.7	130 / 1925	F	WZRR-F
4	WBHJ-F	B	77 / 6.2	8.3	8.5	7.7	7.4	7.7	1014 / 12.6	16.4	14.3	140 / 1715	A	WBHJ-F
5	WRAX-F	AOR-NR	75 / 6.0	3.5	4.5	3.9	3.3	4.5	1121 / 13.9	9.6	9.3	91 / 1349	B	WRAX-F
6	WERC	N/T	70 / 5.6	5.4	4.9	5.7	6.5	5.4	1052 / 13.1	10.9	13.8	75 / 1154	E	WERC
7	WBHK-F	B/AC	64 / 5.1	5.5	7.1	6.3	6.6	6.0	802 / 9.9	14.1	12.4	78 / 1074	B	WBHK-F
	WAGG	B/G	64 / 5.1	3.9	4.4	3.4	3.5	4.2	690 / 8.6	8.7	7.4	64 / 711	A	WAGG
9	WYSF-F	SAC	62 / 5.0	6.0	4.7	6.1	4.6	5.4	1117 / 13.9	14.3	14.3	94 / 1725	D	WYSF-F
	WODL-F	O	62 / 5.0	6.5	3.8	5.7	4.8	5.2	1312 / 16.3	12.6	15.0	104 / 2071	D	WODL-F
11	WENN-F	B	52 / 4.2	5.5	6.1	5.4	6.6	5.3	1044 / 13.0	14.8	16.1	80 / 1578	F	WENN-F
12	WDJC-F	REL	43 / 3.5	3.0	2.7	3.1	2.9	3.1	756 / 9.4	7.0	8.8	61 / 1238	C	WDJC-F
13	WJOX	SPRTS	42 / 3.4	2.0	1.7	2.2	3.1	2.3	730 / 9.1	4.7	6.3	52 / 940	B	WJOX
14	WZZK	ST	40 / 3.2	1.0	0.5	0.6	0.7	1.3	435 / 5.4	1.6	1.9	41 / 443		WZZK
15	WATV	B/O	29 / 2.3	2.5	2.9	3.1	3.1	2.7	388 / 4.8	6.3	5.8	33 / 409	B	WATV

12+ FM Share (Metro): 73.99 % (808 of 1092) (Fall 96: 77.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHJ-F >>	1 WRAX-F	1 WMJJ-F <	1 WMJJ-F <	1 WZZK-F <	1 WZZK-F >	1 WZZK-F >	1 WZZK-F	1 WZZK-F	1 WBHJ-F	1 WZZK-F <
2 WRAX-F <	2 WZRR-F <	2 WZRR-F <	2 WZRR-F <	2 WMJJ-F	2 WERC <	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F <	2 WENN-F	2 WAGG
3 WENN-F	3 WBHJ-F	3 WZZK-F <	3 WZZK-F <	3 WZRR-F	3 WMJJ-F <	3 WERC <	3 WZRR-F <	3 WBHJ-F <	3 WZZK-F <	3 WBHJ-F <
4 WZZK-F >>	4 WMJJ-F <	4 WRAX-F	4 WBHK-F <	4 WBHK-F <	4 WAGG <	4 WZRR-F	4 WERC	4 WRAX-F	4 WRAX-F	4 WRAX-F <
	5 WZZK-F	5 WBHJ-F <	5 WYSF-F	5 WYSF-F	5 WODL-F	5 WBHJ-F	5 WYSF-F	5 WZRR-F	5 WBHK-F <	5 WODL-F
	6 WYSF-F	6 WBHK-F	6 WRAX-F	6 WODL-F <	6 WBHK-F	WBHK-F	6 WRAX-F	6 WYSF-F <	6 WYSF-F	6 WMJJ-F
		WYSF-F	7 WODL-F	7 WRAX-F	7 WZZK <	WAGG <	7 WBHK-F <	7 WERC <	7 WERC <	7 WBHK-F <
					8 WERC	8 WODL-F <	8 WODL-F	8 WODL-F <	8 WZRR-F	8 WENN-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBHJ-F >	1 WMJJ-F >	1 WMJJ-F <	1 WMJJ-F	1 WZZK-F	1 WRAX-F >>	1 WRAX-F	1 WZRR-F	1 WZRR-F	1 WZRR-F >	1 WZZK-F
2 WMJJ-F	2 WBHJ-F	2 WYSF-F	2 WZZK-F >	2 WMJJ-F >	2 WBHJ-F >	2 WZRR-F	2 WRAX-F >	2 WRAX-F >	2 WMJJ-F	2 WENN-F <
3 WRAX-F	3 WZZK-F	3 WZZK-F <	3 WYSF-F <	3 WYSF-F <	3 WJOX	3 WBHJ-F >	3 WBHJ-F	3 WJOX	WZZK-F <	3 WBHJ-F >
4 WZZK-F	WYSF-F <	4 WZRR-F	4 WBHK-F	4 WBHK-F	WZRR-F	4 WJOX	4 WZZK-F	WBHJ-F <	4 WERC <	
WENN-F	5 WRAX-F <	5 WBHK-F	5 WBHJ-F	5 WZRR-F <		5 WZZK-F	5 WJOX	5 WMJJ-F <	5 WBHK-F	
6 WZRR-F	6 WZRR-F	WRAX-F	WZRR-F <	6 WAGG <		6 WENN-F		6 WERC	WJOX <	
	7 WBHK-F <		7 WRAX-F	7 WODL-F				WZZK-F	7 WRAX-F <	
									8 WODL-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAPI	N	1070	Birmingham	1.0	3.3	14	317	WQEN-F	AC/CHR	103.7	Gadsden	0.9	4.4	49	1133
WAYE	REL	1220	Birmingham	0.9	2.4	11	222	WTUG-F	B	92.9	Tuscaloosa	0.7	2.4	34	664
WFMH-F	C	101.1	Cullman	1.4	3.3	34	573	WZBQ-F	CHR	94.1	Carrollton	0.4	1.8	25	687
WJLD	B	1400	Fairfield	1.2	3.5	15	282								
WOWC-F	C	102.5	Jasper	1.8	9.9	56	1474								
WZJT-F	CHR/B	92.5	Dora	0.6	3.1	8	248								

BIRMINGHAM

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	105 (2)	105 (2)	9.6 %	8.2 %	Capstar	15.0 %	16.4 %	24.1 %
AOR/Classic/NR	0 (0)	153 (2)	153 (2)	14.0 %	12.1 %	WERC-AM, WMJJ-FM, WOWC-FM			
Black/Urban	44 (2)	202 (4)	246 (6)	22.5 %	28.9 %	Cox	34.8 %	32.6 %	32.2 %
CHR	0 (0)	13 (2)	13 (2)	1.2 %	0.0 %	WAGG-AM, WBHJ-FM, WBHK-FM, WODL-FM, WZZK-AM, WZZK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Dick	25.9 %	28.0 %	35.5 %
Country	0 (0)	168 (3)	168 (3)	15.4 %	19.9 %	WAPI-AM, WENN-FM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		75.8 %	77.0 %	91.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	83 (2)	0 (0)	83 (2)	7.6 %	8.9 %				
Oldies	0 (0)	62 (1)	62 (1)	5.7 %	5.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	75 (2)	43 (1)	118 (3)	10.8 %	7.1 %				
Soft AC/EZ	0 (0)	62 (1)	62 (1)	5.7 %	6.2 %				
Sports	42 (1)	0 (0)	42 (1)	3.8 %	3.5 %				
Standards	40 (1)	0 (0)	40 (1)	3.7 %	0.0 %				
Totals	284 (8)	808 (16)	1092 (24)						

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer
WAGG	1320	5 kw/0.11 kw	Black Gospel	AURN	\$24.00	D&R Cox
WATV	900	1 kw/0.165 kw	Black	ABC	\$22.00	Banner
WERC	960	5 kw (DA-N)	News/Talk	ABC, Westwd	\$59.00	Eastman Capstar
WJOX	690	50 kw/500 w (DA-N)	Sports		\$22.00	Christal Dick
WZZK	610	5 kw/1 kw (DA-N)	Standards		\$ NA	Katz Cox

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Location
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild Cox	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Mc-Guild Cox	Warrior
WDJC	93.7	100 kw @ 1007	Religion		\$29.00	Crawford Crawford	
WENN	105.9	1.4 kw @ 673	Black	AURN, ABC	\$94.00	Christal Dick	Trussville
WMJJ	96.5	100 kw @ 1026	AC		\$87.00	Eastman Capstar	
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz Cox	
WRAX	107.7	100 kw @ 1237	AOR-New Rock	Westwd	\$27.00	Christal Dick	
WYSF	94.5	100 kw @ 1214	Soft AC		\$ 56.00	Christal Dick	
WZRR	99.5	100 kw @ 870	AOR-Classic		\$90.00	Christal Dick	
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz Cox	

Notes: 8/97 WZZK (610) changed from simulcasting WZZK-F to Standards . . . 9/97 Cox purchased FM CP (97.3; Class A; Homewood) for \$5,500,000 . . . 9/97 WRAX-F sold by American General to Dick for \$_____ . . . 11/97 WENN-F & WRAX-F swapped facilities: WENN-F moved to Class A 105.9; WRAX-F moved to Class C 107.7 . . . 1/98 WZZK changed calls to WEZN

Jim Duncan

Comments: Listening levels are fairly steady . . . WZZK-F is down to its lowest share in more than four years . . . WMJJ-F recovered from a terrible Summer book . . . WRAX-F has become an important factor in the market (no doubt due in part to its new 100-kw facility) . . . Both of the Cox Black stations are down sharply; in fact, this was a bad book for all Black FM's

BLOOMINGTON

Arbitron Rank: 228	Pop (12+): 119,600	Stations: 21 / 4	Last Year's Revenue: \$6,400,000
MSA Rank: 250		Diaries: 874/137:1/56.9%	Household Income: \$45,920
MSA Pop: 142,000		Sample Target: 860	Total Retail Sales: \$1.46 Bil.
DMA: 117 (w/Peoria)		% Below Line: 24.6	#1 Biller: WJBC \$2,500,000
Average Persons Rating: 13.3		% Not Listed: 16.5	#1 Billing Portfolio:
Market TSL In Hours: 17.75		Pop per Station: 29,900	Bloomington \$5,350,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 WJBC	FS	32 / 20.2	17.9		17.8		401 / 33.5	33.5		37 / 445	D	WJBC
2 WBWN-F	C	27 / 17.0	19.0		18.9		320 / 26.7	27.7		35 / 472	C	WBWN-F
3 WBNQ-F	CHR	25 / 15.8	13.3		13.3		400 / 33.6	32.5		34 / 580	C	WBNQ-F
4 WIHN-F	AOR	9 / 5.7	8.1		9.4		195 / 16.3	18.9		11 / 235	B	WIHN-F
5 WPBG-F	O	7 / 4.4	4.0		1.7		150 / 12.6	12.5		20 / 292		WPBG-F
6 WWCT-F	AOR	6 / 3.8	4.0		5.0		149 / 12.5	13.5		11 / 266		WWCT-F
7 WLS	T	4 / 2.5	4.0		3.3		64 / 5.4	8.2		8 / 133		WLS
WGLO-F	CL AOR	4 / 2.5	1.7		1.1		123 / 10.3	8.2		5 / 167		WGLO-F

12+ FM Share (Metro): 68.18 % (90 of 132) (Fall 96: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBNQ-F >>	1 WBNQ-F >	1 WBNQ-F <	1 WBWN-F	1 WBWN-F >	1 WJBC >>	1 WJBC >>	1 WBWN-F	1 WBWN-F	1 WBNQ-F <	1 WJBC
2 WBWN-F >	2 WBWN-F >>	2 WBNQ-F >>	2 WBNQ-F >	2 WBNQ-F	2 WBWN-F >	2 WBWN-F <	2 WJBC <	WBNQ-F	2 WBWN-F >	2 WBWN-F
3 WIHN-F >	3 WIHN-F	3 WJBC >	3 WJBC >	WJBC >>	3 WBNQ-F	3 WBNQ-F >>	3 WBNQ-F >>	3 WBNQ-F >>	3 WIHN-F	3 WBNQ-F >>
4 WWCT-F >	WJBC	4 WWCT-F	4 WWCT-F	4 WWCT-F	4 WPBG-F >>			4 WIHN-F >	WJBC >>	4 WIHN-F
5 WJBC >	5 WWCT-F >	5 WPBG-F	WPBG-F >					5 WPBG-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBNQ-F >>	1 WBNQ-F >>	1 WBWN-F	1 WBNQ-F >	1 WBWN-F >	1 WBWN-F	1 WBWN-F	1 WBWN-F	1 WBWN-F >	1 WBWN-F >	1 WJBC >>
2 WBWN-F >>	2 WBWN-F >>	WBNQ-F >>	2 WBWN-F >>	2 WJBC	WIHN-F	2 WIHN-F	WWCT-F >	2 WIHN-F	2 WWCT-F	2 WBWN-F
3 WIHN-F >>	3 WSWT-F	3 WJBC >>	3 WJBC >>	WBNQ-F >>	WBNQ-F >>	3 WWCT-F	3 WIHN-F	WBNQ-F	WJBC	
	WJBC			4 WPBG-F >>		WBNQ-F >>	WBNQ-F >>	4 WWCT-F >	4 WIHN-F	
	WWCT-F								WPBG-F	
									WBNQ-F >	

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
AC	0 (0)	6 (4)	6 (4)	4.5 %	7.3 %	WBGE-F B 92.3 Peoria	1.3	2.0	2 29
AOR/Classic/NR	0 (0)	20 (4)	20 (4)	15.2 %	18.5 %	WEEK-F O 98.5 Eureka	0.6	3.0	4 83
Black/Urban	0 (0)	2 (1)	2 (1)	1.5 %	0.0 %	WGCV-F EZ 106.3 Gibson City	0.6	3.2	5 89
CHR	0 (0)	25 (1)	25 (1)	18.9 %	15.9 %	WGN FS/T 720 Chicago	1.3	5.0	5 114
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WHMS-F AC 97.5 Champaign	0.6	2.1	1 31
Country	0 (0)	28 (2)	28 (2)	21.2 %	23.2 %	WIXO-F AOR-NR 99.9 Bartonville	0.6	4.2	3 93
Full Service	34 (2)	0 (0)	34 (2)	25.8 %	23.2 %	WIXY-F C 100.3 Champaign	0.6	1.3	1 27
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJEZ-F AC 93.7 Pontiac	0.6	2.7	8 118
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WLRW-F AC/CHR 94.5 Champaign	0.6	3.9	2 59
News/Talk	5 (2)	0 (0)	5 (2)	3.8 %	5.3 %	WMAQ N 670 Chicago	0.6	4.4	4 96
Oldies	0 (0)	8 (2)	8 (2)	6.1 %	4.0 %	WPED REL 1020 Peoria	0.6	1.4	2 32
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WPOK ST 1080 Pontiac	1.3	2.0	7 80
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.8 %	0.0 %	WSWT-F AC 106.9 Peoria	1.9	6.5	5 133
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.8 %	1.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	2 (1)	0 (0)	2 (1)	1.5 %	1.3 %				
Totals	42 (6)	90 (15)	132 (21)						

BLOOMINGTON

Consolidation Report	12+	25-54	Revenue
Bloomington WBNQ-FM, WBWN-FM, WJBC-AM	53.0 %	48.2 %	83.6 %
	53.0 %	48.2 %	83.6 %

AM Stations

WJBC	1240	1 kw	Full Service	ABC	\$48.00	Mc-Guild	Bloomington
------	------	------	--------------	-----	---------	----------	-------------

FM Stations

WBNQ	101.5	50 kw @ 459	CHR		\$35.00	Mc-Guild	Bloomington	
WBWN	104.1	25 kw @ 328	Country		\$35.00	Mc-Guild	Bloomington	Leroy
WIHN	96.7	3.9 kw @ 410	AOR	ABC	\$20.00	D&R	Kelly	Normal

Notes: Other ranked stations – See Chicago or Peoria . . . This is Bloomington's first Fall Arbitron

Jim Duncan

Comments: Listening levels show about a 10% decline since the Spring survey (this is the market's first Fall book so no year-to-year comparison is possible)

***** FORMAT CODES *****

AC - Adult Contemporary	G - Gospel
AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
B - Black (audience 75%+ Black)	N - News
C - Country	O - Oldies
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
CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
E - Ethnic (usually Foreign Language)	T - Talk
EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

BOISE

Arbitron Rank: 126 Pop (12+): 311,500	Stations: 20 / 18	Last Year's Revenue: \$14,600,000
MSA Rank: 132	Diaries: 747/417:1/59.0%	Household Income: \$42,208
MSA Pop: 374,000	Sample Target: 690	Total Retail Sales: \$4.1 Bil.
DMA: 127	% Below Line: 2.0	#1 Billing: KQFC-F \$2,300,000
Average Persons Rating: 14.3	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 17,306	Citadel (pend.) \$6,830,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KQFC-F	C	42 / 9.4	7.4	8.8	10.9	8.4	562 / 18.0	17.1	15.4	61 / 847	D	KQFC-F
2	KZMG-F	CHR	40 / 8.9	9.2	10.5	9.0	8.4	783 / 25.1	23.8	23.8	56 / 1017	C	KZMG-F
3	KIZN-F	C	37 / 8.3	9.0	9.4	7.8	9.8	563 / 16.1	19.1	20.6	55 / 787	C	KIZN-F
4	KXLT-F	SAC	31 / 6.9	4.9	4.6	4.0	4.9	453 / 14.5	14.2	11.8	37 / 540	B	KXLT-F
5	KBOI	FS	27 / 6.0	5.9	5.0	6.4	6.0	484 / 15.5	14.3	16.1	34 / 651	C	KBOI
6	KIDO	N/T	26 / 5.8	8.0	9.7	9.0	8.1	399 / 12.8	15.0	15.3	31 / 506	C	KIDO
	KKGL-F	CL AOR	26 / 5.8	2.5	2.0	2.4	5.6	401 / 12.9	8.8	7.5	31 / 437	A	KKGL-F
8	KCIX-F	AC	24 / 5.4	6.2	6.8	5.5	4.4	476 / 15.3	17.1	16.7	27 / 553	C	KCIX-F
9	KARO-F	AOR	22 / 4.9	6.2	3.9	3.6	7.7	402 / 12.9	13.0	14.1	30 / 518	C	KARO-F
10	KLTB-F	O	20 / 4.5	5.7	4.2	5.0	4.2	433 / 13.9	14.7	14.3	30 / 579	B	KLTB-F
11	KQXR-F	AOR-NR	17 / 3.8	4.9	4.6	5.9	1.6	350 / 11.2	12.6	13.0	18 / 376	B	KQXR-F
12	KGEM	ST	16 / 3.6	2.5	5.3	4.3	4.2	316 / 10.1	7.5	9.2	17 / 352	A	KGEM
	KJOT-F	AOR	16 / 3.6	4.5	6.4	5.5	4.0	346 / 11.1	14.3	14.1	29 / 494	B	KJOT-F
14	KFXD-F	AOR-P	15 / 3.4	2.5	2.4	3.6	3.0	173 / 5.6	5.1	6.9	16 / 190	A	KFXD-F

12+ FM Share (Metro): 79.15 % (315 of 398) (Fall 96: 73.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZMG-F >>	1 KZMG-F	1 KQFC-F <	1 KQFC-F	1 KQFC-F	1 KXLT-F <	1 KQFC-F	1 KXLT-F	1 KZMG-F <	1 KZMG-F >	1 KZMG-F
2 KKGL-F	2 KIZN-F	2 KZMG-F	2 KZMG-F <	2 KXLT-F	2 KQFC-F <	2 KIZN-F	KQFC-F	2 KQFC-F	2 KIDO	2 KQFC-F <
3 KQFC-F	3 KARO-F	3 KIZN-F <	3 KIZN-F	3 KZMG-F <	3 KBOI	3 KZMG-F <	3 KIZN-F	3 KIZN-F	3 KQFC-F	3 KIZN-F
	KQFC-F	4 KXLT-F	KXLT-F	4 KIZN-F	KIDO	4 KBOI	KIDO	4 KCIX-F <	4 KIZN-F	4 KKGL-F
5 KQXR-F	5 KCIX-F	5 KKGL-F	5 KKGL-F <	5 KIZN-F	5 KXLT-F <	5 KBOI	5 KXLT-F	5 KXLT-F	5 KCIX-F	5 KXLT-F <
6 KKGL-F <	KARO-F	6 KCIX-F	6 KLTB-F	6 KGEM	6 KIDO <	6 KZMG-F	6 KKGL-F <	6 KKGL-F <	6 KKGL-F	6 KBOI
7 KCIX-F	KKGL-F	7 KARO-F <	KCIX-F	7 KCIX-F	7 KCIX-F	7 KCIX-F	KARO-F <	7 KBOI <	7 KXLT-F	
	8 KQXR-F	8 KLTB-F	KLTB-F	KBOI	KLTB-F	KARO-F	8 KLTB-F <	8 KARO-F	8 KARO-F	
	KLTB-F	KFXD-F	KFXD-F <	KBOI		9 KKGL-F	9 KLTB-F	9 KLTB-F	9 KJOT-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KZMG-F >	1 KIZN-F	1 KIZN-F >	1 KIZN-F <	1 KIZN-F	1 KARO-F >	1 KARO-F	1 KKGL-F	1 KARO-F <	1 KKGL-F <	1 KZMG-F <
2 KIZN-F	KZMG-F >	2 KZMG-F	2 KZMG-F <	KXLT-F	2 KJOT-F	2 KQXR-F	KARO-F	2 KKGL-F	2 KQFC-F	2 KIDO
KCIX-F >	3 KCIX-F	3 KCIX-F	3 KQFC-F <	KQFC-F	3 KQFC-F	3 KKGL-F	KZMG-F	KQFC-F	3 KFXD-F <	KQFC-F
4 KCID-F	4 KQFC-F	KLTB-F	4 KXLT-F <	4 KZMG-F	KQXR-F >	KZMG-F	KQXR-F >	4 KZMG-F <	4 KBOI	4 KLTB-F >
KWEI-F	5 KLTB-F >	KQFC-F >>	5 KCIX-F	KCIX-F	5 KKGL-F	5 KQFC-F	5 KIZN-F	5 KFXD-F	5 KZMG-F	
KQXR-F	6 KQXR-F >		6 KLTB-F	KLTB-F >>	KZMG-F >>	6 KJOT-F	KQFC-F >>	6 KBOI	KARO-F	
KQFC-F			7 KWEI-F	7 KBOI		7 KIZN-F >		KQXR-F	7 KXLT-F	
KFXD-F >>				KWEI-F				8 KJOT-F	8 KIDO	
								KKGL-F	KIZN-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCID-F	AC-NR	107.1	Caldwell	1.6	7.2	8	266
KFXD	T	580	Nampa	2.0	4.5	11	157
KTIK	SPRTS	1340	Nampa	1.1	4.1	6	136
KWEI-F	SP	99.5	Fruitland	2.0	1.7	9	52

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KJHY-F	SP	101.9	Emmet	0.4	1.4	2	44
KTPZ-F	C	99.1	Mountain Home	1.6	4.4	18	253

BOISE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	31 (2)	31 (2)	7.8 %	10.6 %	American General	12.6 %	8.8 %	11.2 %
AOR/Classic/NR	0 (0)	96 (5)	96 (5)	24.1 %	19.3 %	KCID-FM, KGEM-AM, KJOT-FM, KQXR-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Citadel, pend.	38.4 %	37.4 %	46.8 %
CHR	0 (0)	40 (1)	40 (1)	10.1 %	12.1 %	KBOI-AM, KIZN-FM, KKGL-FM, KQFC-FM, KZMG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	29.5 %	31.5 %	39.7 %
Country	0 (0)	86 (3)	86 (3)	21.6 %	20.9 %	KARO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KLTB-FM, KXLT-FM			
Full Service	27 (1)	0 (0)	27 (1)	6.8 %	5.8 %		80.5 %	77.7 %	97.7 %
Hispanic	0 (0)	11 (2)	11 (2)	2.8 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	35 (2)	0 (0)	35 (2)	8.8 %	12.3 %				
Oldies	0 (0)	20 (1)	20 (1)	5.0 %	4.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	31 (1)	31 (1)	7.8 %	5.3 %				
Sports	5 (1)	0 (0)	5 (1)	1.3 %	1.3 %				
Standards	16 (1)	0 (0)	16 (1)	4.0 %	6.0 %				
Totals	83 (5)	315 (15)	398 (20)						

AM Stations

KBOI	670	50 kw (DA-N)	Full Service	Westwd. ABC	\$30.00	Katz	Citadel, pend.	
KFXD	580	5 kw (DA-N)	Talk	CNN, Westwd	\$ NA	IMN	Jacor, pend.	Nampa
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	American Gen'l.	
KIDO	630	5 kw (DA-2)	News/Talk	Westwd	\$27.00	Christal	Jacor	

FM Stations

KARO	103.3	54 kw @ 2588	AOR		\$35.00	Christal	Jacor	Caldwell
KCID	107.1	49 kw @ 2654	Modern AC		\$ NA	Allied	American Gen'l.	Caldwell
KCIX	105.9	49 kw @ 2699	AC		\$35.00	Mc-Guild	Jacor	Garden City
KFXD	94.9	49 kw @ 2692	Progressive AOR		\$<20.00	IMN		Nampa
KIZN	92.3	44 kw @ 2499	Country		\$32.00	Banner	Citadel, pend.	
KJOT	105.1	53 kw @ 2588	AOR		\$25.00	Allied	American Gen'l.	
KKGL	96.9	44 kw @ 2519	Classic AOR		\$<20.00	Katz	Citadel, pend.	Nampa
KLTB	104.3	52 kw @ 2578	Oldies		\$25.00	Christal	Jacor	
KQFC	97.9	47 kw @ 2499	Country		\$51.00	Katz	Citadel, pend.	
KQXR	100.3	100 kw @ 708	New Rock		\$<20.00	Allied	American Gen'l.	Payette
KXLT	107.9	45 kw @ 2684	Soft AC		\$<20.00	Mc-Guild	Jacor	Eagle
KZMG	93.1	50 kw @ 2631	CHR		\$35.00	Banner	Citadel, pend.	New Plymouth

Notes: 7/97 KLCI-F changed calls to KKGL-F ("The Eagle"); remains Classic AOR . . . 8/97 KCID (1490; Caldwell) sold to American General for no consideration . . . 9/97 Pacific Northwest sold these stations to Citadel: KBOI/KKGL-F/KQFC-F for \$13,200,000; KIZN-F/KZMG-F for \$14,100,000 . . . 9/97 KSRV-AF (Ontario, OR, at the western edge of the Boise area) sold to American General for \$2,100,000 (Fischer; Media Svcs.) . . . 10/97 KFXD sold to Jacor for \$1,300,000

Jim Duncan

Comments: Listening levels are down by 5% compared to Fall 1996 and by 11% versus Spring 1997 . . . KXLT-F recorded its highest share ever and has compiled three consecutive gains . . . KIDO has its lowest share in many years . . . KKGL-F has its highest share in many years . . . KJOT-F has its lowest share in more than three years

BOSTON

Arbitron Rank: 10 Pop (12+): 3,290,700	Stations: 33 / 28	Last Year's Revenue: \$194,000,000
MSA Rank: 7	Diaries: 4,337/759:1/53.1%	Household Income: \$54,044
MSA Pop: 3,850,000	Sample Target: 4,100	Total Retail Sales: \$34.7 Bil.
DMA: 6	% Below Line: 1.9	#1 Biller: WBZ \$22,500,000
Average Persons Rating: 16.6	% Not Listed: 15.2	#1 Billing Portfolio: CBS \$123,800,000
Market TSL In Hours: 22.00	Pop per Station: 117,525	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fail 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fail 96	12+ TSA AQH / Cume	Revenue Level	
1	WBZ	N/T	516 / 9.4	8.4	7.7	8.1	8.1	8.4	8273 / 25.1	22.4	23.4	640 / 10886	K WBZ
2	WRKO	T	349 / 6.4	5.5	5.8	6.2	6.0	6.0	4405 / 13.4	11.9	11.4	427 / 5586	I WRKO
3	WJMN-F	CHR	341 / 6.2	6.1	6.3	5.8	6.7	6.1	5674 / 17.2	16.8	16.0	491 / 8753	I WJMN-F
4	WMJX-F	AC	326 / 6.0	5.7	5.4	5.7	5.3	5.7	5262 / 16.0	14.9	15.2	361 / 6166	J WMJX-F
5	WXKS-F	CHR/AC	321 / 5.9	6.6	6.2	6.0	5.7	6.2	6540 / 19.9	20.5	19.9	386 / 8559	J WXKS-F
6	WBCN-F	AOR	286 / 5.2	5.2	5.8	4.8	4.9	5.3	6279 / 19.1	17.3	17.4	406 / 8823	J WBCN-F
7	WODS-F	O	274 / 5.0	4.4	4.9	4.8	4.6	4.8	4858 / 14.8	15.2	14.3	356 / 6796	I WODS-F
8	WCRB-F	CL	216 / 4.0	4.0	4.4	5.1	4.9	4.4	3618 / 11.0	11.1	12.1	347 / 5610	F WCRB-F
9	WBMX-F	AC	198 / 3.6	3.8	4.2	3.9	3.8	3.9	4382 / 13.3	13.8	12.7	253 / 6054	I WBMX-F
10	WEEI	SPRTS	185 / 3.4	3.3	3.6	4.1	3.8	3.6	3205 / 9.7	11.0	10.3	229 / 4047	K WEEI
11	WZLX-F	CL AOR	181 / 3.3	3.1	3.4	3.5	3.9	3.3	3417 / 10.4	11.5	11.6	247 / 4949	J WZLX-F
12	WKLB-F	C	174 / 3.2	3.4	3.5	3.1	2.8	3.3	2262 / 6.9	7.3	5.8	241 / 3302	F WKLB-F
13	WAAF-F	AOR-NR	163 / 3.0	2.9	2.9	2.9	2.8	2.9	2587 / 7.9	8.8	8.5	342 / 5097	G WAAF-F
14	WROR-F	AC	158 / 2.9	3.8	3.2	3.0	3.0	3.2	2786 / 8.5	9.4	8.1	191 / 3607	D WROR-F
15	WEGQ-F	CL HITS	146 / 2.7	2.9	2.7	2.0	2.5	2.6	3279 / 10.0	10.1	8.0	194 / 4523	G WEGQ-F
16	WXKS	ST	134 / 2.5	2.4	1.7	2.4	1.8	2.2	1549 / 4.7	3.8	4.1	135 / 1571	B WXKS
17	WBOS-F	AOR-P	117 / 2.1	2.9	2.7	3.2	2.9	2.7	3464 / 10.5	10.6	11.1	166 / 4502	H WBOS-F
18	WSJZ-F	J	100 / 1.8	1.4	1.8	2.0	1.6	1.8	1660 / 5.0	5.1	5.8	134 / 2355	F WSJZ-F
19	WILD	B	98 / 1.8	1.4	1.1	1.2	1.1	1.4	764 / 2.3	2.1	2.3	104 / 821	C WILD
20	WFNX-F	AOR-NR	64 / 1.2	1.3	1.5	1.7	1.2	1.4	1675 / 5.1	5.4	5.0	70 / 1869	D WFNX-F

12+ FM Share (Metro): 69.84 % (3238 of 4636) (Fall 96: 71.69 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJMN-F <	1 WXKS-F	1 WXKS-F	1 WXKS-F <	1 WMJX-F <	1 WBCN-F	1 WBCN-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F	1 WBZ >>
2 WXKS-F	2 WMJX-F <	2 WBMX-F <	2 WMJX-F >	2 WXKS-F <	2 WAAF-F	2 WAAF-F	2 WAAF-F	2 WZLX-F	2 WZLX-F <	2 WRKO <
3 WMJX-F >>	3 WJMN-F	3 WMJX-F	3 WJMN-F <	3 WODS-F <	3 WJMN-F >	3 WJMN-F	3 WZLX-F <	3 WAAF-F	3 WBZ <	3 WMJX-F >>
4 WBCN-F	4 WBMX-F >	4 WJMN-F	4 WBMX-F	4 WBMX-F	4 WXKS-F >	4 WXKS-F	4 WJMN-F	4 WJMN-F <	4 WEEL	
5 WBMX-F	5 WBCN-F	5 WEGQ-F	5 WODS-F >	5 WJMN-F	5 WMJX-F <	5 WZLX-F	WEEL <	5 WEEL	5 WODS-F	
6 WKLB-F >	6 WEGQ-F	6 WBCN-F <	6 WEGQ-F <	6 WBZ <	6 WZLX-F <	6 WEEL <	6 WEGQ-F	6 WBZ <	6 WROR-F	
	7 WKLB-F	7 WODS-F	7 WBCN-F <	7 WEGQ-F <	7 WODS-F <	7 WEGQ-F	7 WXKS-F <	7 WXKS-F <	7 WEGQ-F	
		WODS-F <	8 WBOS-F <	8 WRKO		8 WBZ	8 WEGQ-F	8 WEGQ-F	WJMN-F <	

Other Rated Stations					Other Rated Stations--Outside Market					
			Metro Share	Cume Rating	TSA AQH Cume			Metro Share	Cume Rating	TSA AQH Cume
WCAP	T	980 Lowell	0.3	0.7	18 242	WBRU-F	AOR-NR	95.5 Providence, RI	0.3	1.3 92 2343
WESX	ST	1230 Salem	0.5	1.5	29 478	WGIR-F	AOR	101.1 Manchester, NH	0.3	1.6 102 2072
WEZE	REL	590 Boston	0.4	1.4	21 510	WHEB-F	AOR	100.3 Portsmouth, NH	0.3	1.2 70 1272
WPLM-F	J*	99.1 Plymouth	0.3	1.8	44 1051	WHJY-F	AOR	94.1 Providence, RI	0.4	1.3 177 2680
WRCA	E	1330 Waltham	0.4	0.8	20 251	WXLO-F	AC	104.5 Fitchburg, MA	0.6	2.6 136 2459
WROL	REL	950 Boston	0.5	1.8	29 650					
WXRV-F	AOR-NR	92.5 Haverhill	0.9	3.2	85 1704					

BOSTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	711 (4)	711 (4)	15.3 %	14.8 %	CBS	51.4 %	52.2 %	63.8 %
AOR/Classic/NR	0 (0)	936 (10)	936 (10)	20.2 %	20.7 %	WAAF-FM, WBCN-FM, WBMX-FM, WBZ-AM, WEEI-AM, WEGQ-FM, WNFT-AM, WODS-FM, WRKO-AM, WZLX-FM			
Black/Urban	98 (1)	0 (0)	98 (1)	2.1 %	1.3 %	Chancellor	14.6 %	10.9 %	14.5 %
CHR	0 (0)	662 (2)	662 (2)	14.3 %	14.5 %	WJMN-FM, WXKS-AM, WXKS-FM			
Classical	0 (0)	216 (1)	216 (1)	4.7 %	6.3 %	Greater Media	16.0 %	19.3 %	16.6 %
Country	0 (0)	174 (1)	174 (1)	3.8 %	4.2 %	WBOS-FM, WKLB-FM, WMJX-FM, WROR-FM, WSJZ-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	2 (1)	119 (2)	121 (3)	2.6 %	2.4 %		82.0 %	82.4 %	94.9 %
News/Talk	882 (3)	0 (0)	882 (3)	19.0 %	17.8 %				
Oldies	0 (0)	420 (2)	420 (2)	9.1 %	8.3 %				
Others/Unknown	20 (1)	0 (0)	20 (1)	0.4 %	0.0 %				
Religion/Gospel	48 (2)	0 (0)	48 (2)	1.0 %	0.9 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %				
Sports	185 (1)	0 (0)	185 (1)	4.0 %	4.4 %				
Standards	163 (2)	0 (0)	163 (2)	3.5 %	3.0 %				
Totals	1398 (11)	3238 (22)	4636 (33)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	City
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$327.00	Group W	CBS
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$215.00	Eastman	CBS
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P	
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman	CBS
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz	Chancellor Everett

FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	City
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	CBS Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	CBS	CBS
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal	CBS
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Allied	Greater Media Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied	Charles River Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	CBS Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock		\$60.00	Allied	Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	CBS
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild	Greater Media Frammingham
WSJZ	96.9	9 kw @ 1152	Jazz		\$150.00	Mc-Guild	Greater Media
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor Medford
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	CBS

Notes: * WPLM-F was cited by Arbitron for a "Special Station Activity" but was not placed "below the line" . . . 8/97 WKLB-F and WOAZ-F exchanged facilities: WKLB-F moved to 99.5; WOAZ-F moved to 96.9 and changed its calls to WSJZ-F . . . 8/97 WPZE (1260) changed from Religion to Children's (Disney) . . . 8/97 WNRB (1510) sold by Communicom to 1-on-1 Sports for \$8,000,000 . . . 10/97 American Radio Systems sold these stations to CBS: WRKO for \$37,000,000; WEEI for \$24,000,000; WNFT for \$6,000,000; WAAF-F for \$34,000,000; WBMX-F for \$75,000,000; WEGQ-F for \$35,000,000; the purchase put CBS 1 AM and 1 FM over the FCC's market limits (and about 24 percentage points over the DoJ's revenue guideline)

Jim Duncan

Comments: Listening levels are fairly steady . . . WBZ is above a nine share for the first time in several years . . . WBMX-F is at its lowest share in over two years . . . WAAF-F has reached the three-share level . . . WBOS-F is down to its lowest share in more than two years

BRIDGEPORT

Arbitron Rank: 114 Pop (12+): 364,600	Stations: 39 / 5	Last Year's Revenue: \$27,700,000
MSA Rank: 69 (Fairfield Co.)	Diaries: 1,283/284:1/48.4%	Household Income: \$52,928
MSA Pop: 832,000	Sample Target: 1,210	Total Retail Sales: \$11.0 Bil.
DMA: NY (#1)	% Below Line: 58.4	#1 Biller: WEBE-F \$6,900,000
Average Persons Rating: 16.7	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 72,920	Fairfield/ML combo \$9,600,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	Revenue Level		
1	WICC	FS	100 / 18.4	12.9	12.5	13.5	12.0	1111 / 30.5	27.8	26.9	D	WICC
2	WEZN-F	SAC	79 / 13.0	12.7	10.8	11.6	13.9	1025 / 28.1	30.6	26.2	G	WEZN-F
3	WEBE-F	AC	64 / 10.5	8.6	12.2	11.5	9.7	882 / 24.2	23.1	24.1	G	WEBE-F
4	WFAN	SPRTS	31 / 5.1	4.1	6.0	4.2	4.1	499 / 13.7	13.8	15.1		WFAN
5	WPLR-F	AOR	28 / 4.6	4.8	5.9	4.6	4.8	465 / 12.8	13.2	13.5		WPLR-F
6	WQHT-F	U/CHR	24 / 3.9	4.1	4.0	4.3	5.6	373 / 10.2	9.8	10.9		WQHT-F
7	WKCI-F	CHR	23 / 3.8	4.9	4.1	5.1	4.5	568 / 15.6	16.3	14.0		WKCI-F
8	WWYZ-F	C	21 / 3.4	3.8	2.5	3.7	2.0	266 / 7.3	7.6	6.1		WWYZ-F
9	WCBS	N	16 / 2.6	3.6	2.7	2.9	2.6	425 / 11.7	12.3	10.2		WCBS
10	WSKQ-F	SP	13 / 2.1	1.3	1.4	2.3	2.5	169 / 4.6	3.5	3.5		WSKQ-F
	WRKS-F	B/AC	13 / 2.1	1.8	2.1	1.5	2.6	209 / 5.7	4.6	6.0		WRKS-F
12	WMRQ-F	AOR-NR	10 / 1.8	1.3	1.0	0.9	1.0	206 / 5.7	6.4	5.2		WMRQ-F
13	WXRK-F	T/NR	9 / 1.5	1.5	1.1	1.1	0.1	181 / 5.0	4.6	3.9		WXRK-F
	WEFX-F	CL AOR	9 / 1.5	2.0	1.7	1.5	1.6	213 / 5.8	5.2	6.0		WEFX-F

12+ FM Share (Metro): 66.36 % (355 of 535) (Fall 96: 66.67 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F >	1 WEZN-F <	1 WEZN-F <	1 WEBE-F <	1 WEBE-F <	1 WICC >	1 WICC >>	1 WEZN-F	1 WEZN-F <	1 WEZN-F	1 WICC >
2 WEZN-F	2 WEBE-F	2 WEBE-F >	2 WEZN-F >	2 WEZN-F >	2 WEZN-F	2 WEZN-F	2 WEBE-F	2 WICC <	2 WEBE-F	2 WEZN-F >
3 WKCI-F	3 WPLR-F <	3 WPLR-F	3 WPLR-F	3 WICC	3 WEBE-F >	3 WEBE-F	3 WICC >>	3 WEBE-F >>	3 WQHT-F	3 WEBE-F >
WMRQ-F >	4 WQHT-F	4 WICC <	4 WICC	4 WPLR-F	4 WFAN >	4 WFAN	4 WPLR-F <	4 WPLR-F <	4 WICC >	4 WQHT-F
	5 WKCI-F >	5 WKCI-F	5 WFAN	5 WFAN >	5 WWYZ-F	5 WPLR-F >	5 WFAN <	5 WFAN	5 WFAN	5 WFAN
	6 WSKQ-F	6 WQHT-F	6 WKCI-F				6 WKCI-F	6 WQHT-F <	6 WWYZ-F	6 WKCI-F <
		7 WFAN					7 WWYZ-F >	7 WKCI-F	7 WKCI-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEZN-F >	1 WEBE-F <	1 WEBE-F >>	1 WEBE-F <	1 WEBE-F	1 WQHT-F	1 WPLR-F	1 WPLR-F >	1 WEZN-F <	1 WEZN-F	1 WICC >>
2 WQHT-F	2 WEZN-F >	2 WEZN-F >>	2 WEZN-F >>	2 WEZN-F >	2 WKCI-F >>	2 WQHT-F	2 WEZN-F >	2 WPLR-F <	2 WFAN	2 WEZN-F
3 WKCI-F >	3 WKCI-F	3 WQHT-F	3 WICC	3 WICC >	3 WSKQ-F	WEZN-F	3 WXRK-F	3 WEBE-F	WPLR-F	3 WEBE-F
4 WKSS-F	4 WQHT-F	WKCI-F	WKCI-F	4 WKCI-F	WEBE-F	4 WKCI-F	WSKQ-F	4 WFAN >	4 WEBE-F	4 WFAN
WSKQ-F	5 WPLR-F >	WPLR-F >	5 WQHT-F	5 WRKS-F	WMRQ-F >>	5 WEBE-F	WEBE-F	5 WICC	5 WICC >	5 WCBS
WEBE-F			WPLR-F	6 WPLR-F		6 WXRK-F	WFAN	6 WQHT-F	6 WWYZ-F	
WPLR-F >>						WSKQ-F		WKCI-F		

BRIDGEPORT

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	66 (2)	66 (2)	12.3 %	13.6 %
AOR/Classic/NR	0 (0)	63 (7)	63 (7)	11.8 %	11.7 %
Black/Urban	0 (0)	44 (3)	44 (3)	8.2 %	9.2 %
CHR	0 (0)	37 (4)	37 (4)	6.9 %	7.1 %
Classical	0 (0)	5 (1)	5 (1)	0.9 %	0.5 %
Country	0 (0)	21 (1)	21 (1)	3.9 %	2.8 %
Full Service	102 (2)	0 (0)	102 (2)	19.1 %	14.5 %
Hispanic	2 (1)	15 (2)	17 (3)	3.2 %	2.9 %
Jazz	0 (0)	8 (1)	8 (1)	1.5 %	1.2 %
News/Talk	29 (3)	0 (0)	29 (3)	5.4 %	9.3 %
Oldies	0 (0)	17 (4)	17 (4)	3.2 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (2)	0 (0)	6 (2)	1.1 %	1.2 %
Soft AC/EZ	0 (0)	79 (1)	79 (1)	14.8 %	12.1 %
Sports	31 (1)	0 (0)	31 (1)	5.8 %	6.6 %
Standards	10 (3)	0 (0)	10 (3)	1.9 %	1.9 %
Totals	180 (12)	355 (26)	535 (38)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WADS	ST	690	Ansonia	0.3	0.9	
WCUM	SP	1450	Bridgeport	0.3	1.8	
WFIF	REL	1500	Fairfield	0.7	1.2	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	0.8	3.3	
WAVZ	ST	1300	New Haven	0.3	1.4	
WBLL-F	AC/CHR	106.1	Patchogue, NY	0.3	2.7	
WCBS-F	O	101.1	New York	0.3	1.7	
WCCC-F	AOR	106.9	Hartford	0.3	1.0	
WDRC-F	O	102.9	Hartford	1.1	5.2	
WELI	FS	960	New Haven	0.3	1.4	
WHTZ-F	CHR	100.3	Newark, NJ	1.0	4.4	
WKHL-F	O	96.7	Stamford	0.8	4.9	
WKSS-F	CHR	95.7	Meriden	0.8	5.1	
WKTU-F	CHR/U	103.5	Lake Success, NY	1.1	6.2	
WMCA	REL	570	New York	0.3	1.1	
WNEW-F	CL AOR	102.7	New York	0.3	2.2	
WOR	T	710	New York	1.3	3.2	
WPAT-F	SP	93.1	Paterson, NJ	0.3	1.3	
WPLJ-F	CHR-NR	95.5	New York	0.5	3.3	
WQCD-F	J	101.9	New York	1.3	3.6	
WQEW	ST	1560	New York	1.0	2.4	
WQXR-F	CL	96.3	New York	0.8	1.5	
WRCN-F	AOR	103.9	Riverhead, NY	0.8	1.9	
WRKI-F	AOR	95.1	Brookfield	1.1	6.2	
WZMX-F	CL HITS	93.7	Hartford	0.5	2.1	

AM Stations

WICC	600	1 kw/0.5 kw (DA-2)	Full Service	\$50.00	Banner	Fairfield/ML
------	-----	--------------------	--------------	---------	--------	--------------

FM Stations

WEBE	107.9	50 kw @ 384	AC	\$110.00	Banner	Fairfield/ML	Westport
WEFX	95.9	3 kw @ 298	Classic AOR	\$58.00	Sentry	Capstar	Norwalk
WEZN	99.9	27.5 kw @ 669	Soft AC	\$117.00	Katz	Cox	

Notes: Other ranked stations – See New Haven, New York or Hartford . . . There is no Bridgeport TSA . . . There is no consolidation report as there are no duopolies in place

Jim Duncan

Comments: Listening levels are steady . . . This is the best book (and highest share) in many years for WICC . . . WEBE-F recovered from its weak Spring showing

BUFFALO-NIAGARA FALLS

A Arbitron Rank: 41 **Pop (12+):** 979,500
MSA Rank: 46
MSA Pop: 1,180,000
DMA: 39
Average Persons Rating: 17.0
Market TSL In Hours: 22.25

Stations: 26 / 22
Diaries: 2,560/383:1/58.8%
Sample Target: 2,420
% Below Line: 2.2
% Not Listed: 10.3
Pop per Station: 44,523

Last Year's Revenue: \$42,300,000
Household Income: \$39,700
Total Retail Sales: \$10.5 Bil.
#1 Biller: WBEN \$6,700,000
#1 Billing Portfolio:
 Sinclair Broadcast Group \$16,300,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WYRK-F	C	171 / 10.3	8.1	7.3	8.9	7.4	8.6	1820 / 18.6	15.2	16.9	186 / 2129	F	WYRK-F
2	WBEN	FS/T	170 / 10.2	8.7	7.4	9.5	11.4	9.0	2865 / 29.3	19.0	31.1	181 / 3139	G	WBEN
3	WJYE-F	SAC	138 / 8.3	7.8	8.3	8.4	7.8	8.2	1640 / 16.7	20.3	18.2	141 / 1771	F	WJYE-F
4	WGRF-F	AOR/CL	125 / 7.5	8.9	9.6	6.5	6.3	8.1	1734 / 17.7	17.4	15.8	143 / 2068	F	WGRF-F
5	WBLK-F	B	110 / 6.6	7.4	8.4	6.5	6.8	7.2	1407 / 14.4	14.2	11.8	118 / 1520	D	WBLK-F
6	WHTT-F	O	107 / 6.4	7.5	6.7	7.0	7.0	6.9	1883 / 19.2	19.4	20.4	124 / 2164	F	WHTT-F
7	WKSE-F	CHR	106 / 6.4	6.3	7.0	7.6	7.4	6.8	2175 / 22.2	22.7	23.5	121 / 2525	F	WKSE-F
8	WLCE-F	AC-NR	86 / 5.2	5.9	5.1	3.3	2.5	4.9	1866 / 19.0	19.6	8.1	111 / 2457	C	WLCE-F
	WGR	T	86 / 5.2	4.5	5.7	6.0	5.3	5.3	1629 / 16.6	17.5	18.5	94 / 1864	C	WGR
10	WMJQ-F	AC/CHR	81 / 4.9	4.6	5.8	7.0	5.8	5.6	1379 / 14.1	16.0	17.9	119 / 2104	E	WMJQ-F
11	WECK	ST	76 / 4.6	6.5	5.9	6.5	6.1	5.9	1039 / 10.6	10.9	11.5	78 / 1084	A	WECK
12	WEDG-F	AOR-NR	68 / 4.1	4.2	4.7	5.2	6.0	4.5	1361 / 13.9	15.7	17.7	79 / 1561	E	WEDG-F
13	WNUC-F	C	25 / 1.5	1.4	1.5	1.2	1.7	1.4	672 / 6.9	5.9	6.0	40 / 979	B	WNUC-F
14	WWWS	B/O	17 / 1.0	1.3	1.6	1.0	1.1	1.2	225 / 2.3	2.7	2.8	17 / 225		WWWS
15	WHTT	B/G	16 / 1.0	0.6		0.3			110 / 1.1			16 / 110		WHTT
	CILO-F	AOR	16 / 1.0				0.3		413 / 4.2		1.5	18 / 477		CILO-F

12+ FM Share (Metro): 72.82 % (1085 of 1490) (Fall 96: 69.89 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WKSE-F >	1 WKSE-F	1 WYRK-F	1 WJYE-F <	1 WYRK-F <	1 WBLK-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F >>	1 WGRF-F >	1 WBEN
2 WEDG-F <	2 WBLK-F <	2 WBLK-F	2 WKSE-F	2 WJYE-F	2 WEDG-F	2 WEDG-F	2 WEDG-F	2 WEDG-F	2 WYRK-F	2 WYRK-F <
3 WBLK-F	3 WLCE-F <	WKSE-F <	WYRK-F	3 WMJQ-F	WGRF-F <	3 WBLK-F	3 WYRK-F >	WYRK-F <	3 WBEN <	3 WBLK-F
4 WLCE-F	4 WYRK-F <	4 WLCE-F <	4 WMJQ-F	4 WHTT-F	4 WKSE-F	4 WKSE-F <	4 WLCE-F	4 WBLK-F	4 WHTT-F	4 WHTT-F
5 WJYE-F	5 WJYE-F <	5 WMJQ-F <	5 WBLK-F	5 WKSE-F	5 WLCE-F >	5 WYRK-F <	5 WBLK-F	5 WLCE-F <	5 WJYE-F	5 WJYE-F
	6 WMJQ-F <	6 WJYE-F <	WLCE-F	WLCE-F <	6 WLCE-F >	6 WGR	6 WBEN <	6 WEDG-F <	6 WEDG-F <	6 WEDG-F <
	7 WGRF-F >>	7 WGRF-F <	7 WBLK-F <			WKSE-F	7 WHTT-F	7 WLCE-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
CFNY-F	AOR-NR	102.1	Toronto, ON	0.6	3.4	11	391
CKEY-F	CHR	101.1	Ft. Erie, ON	0.5	3.4	9	353
WDCX-F	REL	99.5	Buffalo	0.8	3.3	17	369
WLVL	T	1340	Lockport	0.4	1.3	7	126
WUFO	B	1080	Amherst	0.7	1.8	12	172
WWKB	C	1520	Buffalo	0.8	3.0	16	376
WXRL	C	1300	Lancaster	0.4	2.1	8	220

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
CBL-F	CL	94.1	Toronto, ON	0.3	1.2	5	121
CHTZ-F	AOR	97.7	St. Catharines, ON	0.6	3.3	14	388
CHUM-F	AC	104.5	Toronto, ON	0.3	1.6	6	197

BUFFALO-NIAGARA FALLS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	172 (3)	172 (3)	11.5 %	6.5 %	CBS	35.0 %	34.7 %	30.4 %
AOR/Classic/NR	0 (0)	229 (5)	229 (5)	15.4 %	16.2 %	WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM			
Black/Urban	29 (2)	110 (1)	139 (3)	9.3 %	9.6 %	Mercury	19.0 %	24.6 %	27.2 %
CHR	0 (0)	114 (2)	114 (2)	7.7 %	9.0 %	WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM			
Classical	0 (0)	5 (1)	5 (1)	0.3 %	0.0 %	Sinclair Broadcast Group	28.5 %	24.9 %	38.5 %
Country	21 (2)	196 (2)	217 (4)	14.6 %	11.9 %	WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM			
Full Service	170 (1)	0 (0)	170 (1)	11.4 %	12.7 %		82.5 %	84.2 %	96.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.8 %				
News/Talk	93 (2)	0 (0)	93 (2)	6.2 %	6.6 %				
Oldies	0 (0)	107 (1)	107 (1)	7.2 %	8.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	16 (1)	14 (1)	30 (2)	2.0 %	1.2 %				
Soft AC/EZ	0 (0)	138 (1)	138 (1)	9.3 %	8.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	76 (1)	0 (0)	76 (1)	5.1 %	6.7 %				
Totals	405 (9)	1085 (17)	1490 (26)						

AM Stations

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

FM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency	Market
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Eastman	CBS Depew
WEDG	103.3	49 kw @ 340	AOR-New Rock		\$64.00	Interep	Mercury
WGRF	96.9	24 kw @ 712	AOR-Classic		\$79.00	Interep	Mercury
WHTT	104.1	50 kw @ 390	Oldies		\$85.00	Allied	Mercury
WJYE	96.1	47 kw @ 505	Soft AC		\$84.00	Christal	CBS
WKSE	98.5	46 kw @ 420	CHR		\$77.00	D&R	Sinclair Bcst Gp Niagara Falls
WLCE	92.9	91 kw @ 580	AC-New Rock	CBS	\$45.00	Christal	CBS
WMJQ	102.5	110 kw @ 1340	AC/CHR		\$70.00	D&R	Sinclair Bcst Gp
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	—	Wethersfield
WYRK	106.5	50 kw @ 466	Country		\$90.00	Christal	CBS

Notes: 10/97 American Radio Systems sold these stations to CBS: WBLK-F for \$17,000,000; WECK for \$2,000,000; WJYE-F for \$29,000,000; WLCE-F for \$11,000,000; WYRK-F for \$25,000,000 . . . 11/97 Sales rights for CKEY-F (101.1) acquired by Mercury; CKEY-F changed from Dance CHR to Progressive AOR

Jim Duncan

Comments: Listening levels are steady . . . WYRK-F has its highest share in two years . . . WHTT-F slipped to its lowest share in more than two years . . . WECK also had its lowest share in over two years . . . WEDG-F posted its sixth consecutive share decrease

CANTON

Arbitron Rank: 122 Pop (12+): 336,400	Stations: 32 / 9	Last Year's Revenue: \$9,900,000
MSA Rank: 122	Diaries: 1,059/318:1/50.3%	Household Income: \$38,654
MSA Pop: 407,000	Sample Target: 1,140	Total Retail Sales: \$4.4 Bil.
DMA: Cleveland (#13)	% Below Line: 45.9	#1 Blllr: WHBC \$2,400,000
Average Persons Rating: 15.9	% Not Listed: 12.3	#1 Billing Portfolio: WHBC-AF \$4,500,000
Market TSL In Hours: 21.00	Pop per Station: 37,378	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WHBC	FS	71 / 13.2	13.6	16.3	12.5	802 / 26.8	24.8	28.3	76 / 983	D	WHBC
2	WHBC-F	AC	62 / 11.6	10.4	12.0	8.5	884 / 28.3	24.8	25.0	77 / 1172	D	WHBC-F
	WQXX-F	C	62 / 11.6	9.0	13.1	11.3	756 / 22.5	18.9	21.7	110 / 1144	C	WQXX-F
4	WZKL-F	O	33 / 6.2	6.0	4.2	6.2	566 / 16.8	13.3	13.0	48 / 851	C	WZKL-F
5	WRQK-F	AOR	29 / 5.4	5.3	5.1	7.5	525 / 15.6	15.7	16.3	40 / 759	C	WRQK-F
6	WONE-F	AOR	24 / 4.5	4.8	6.2	4.3	457 / 13.6	16.1	15.0	33 / 723		WONE-F
7	WNCX-F	CL AOR	22 / 4.1	2.7	2.7	1.4	344 / 10.2	8.3	8.6	29 / 409		WNCX-F
8	WKDD-F	CHR/AC	19 / 3.5	2.7	3.2	3.2	355 / 10.5	9.6	10.9	27 / 565		WKDD-F
9	WQMX-F	C	15 / 2.8	5.3	4.4	3.4	360 / 10.7	12.1	11.8	38 / 721		WQMX-F
10	WNIR-F	T	10 / 1.9	2.2	1.6	3.4	148 / 4.4	4.3	4.7	12 / 187		WNIR-F

12+ FM Share (Metro): 74.89 % (352 of 470) (Fall 96: 75.30 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRQK-F	1 WHBC-F	1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC >	1 WHBC	1 WHBC-F >	1 WQXX-F	1 WQXX-F <	1 WHBC
2 WQXX-F >	2 WNCX-F <	2 WQXX-F	2 WQXX-F	2 WQXX-F	2 WQXX-F <	2 WHBC-F	2 WQXX-F <	2 WHBC-F <	2 WHBC	2 WQXX-F >
3 WHBC-F	3 WQXX-F <	3 WONE-F <	3 WONE-F <	3 WZKL-F	3 WHBC-F	3 WQXX-F >	3 WHBC	3 WHBC >	3 WHBC-F	3 WHBC-F
WHOT-F >>	4 WRQK-F	4 WRQK-F	4 WNCX-F <	4 WONE-F	4 WZKL-F >>	4 WZKL-F	4 WZKL-F >	4 WZKL-F	4 WRQK-F >	4 WRQK-F
	WONE-F	WNCX-F	5 WZKL-F	5 WHBC	5 WNCX-F	5 WNCX-F	5 WONE-F	5 WRQK-F	5 WONE-F	5 WZKL-F
	6 WKDD-F >>	6 WZKL-F	6 WHBC <	WNCX-F	6 WRQK-F <	6 WKOD-F <	6 WKOD-F <	6 WKOD-F <	6 WQMX-F	6 WONE-F >
		7 WKDD-F <	7 WKDD-F	7 WKDD-F	7 WONE-F <	7 WRQK-F <	7 WONE-F	7 WONE-F	7 WZKL-F	
		8 WHBC		8 WRQK-F		8 WNCX-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQXX-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WRQK-F >	1 WNCX-F	1 WNCX-F >	1 WHBC-F	1 WHBC-F <	1 WHBC >
2 WQAL-F	2 WQXX-F	2 WKDD-F	2 WQXX-F	2 WQXX-F	2 WHBC-F >>	2 WONE-F	2 WONE-F >>	WNCX-F	2 WNCX-F	2 WQXX-F
WHBC-F	3 WKDD-F >	3 WQXX-F >	3 WKDD-F	3 WZKL-F	3 WNCX-F	3 WRQK-F	3 WHBC-F	3 WHBC-F	3 WONE-F <	3 WHBC-F
WRQK-F	4 WQMX-F	4 WRQK-F >	4 WZKL-F >	4 WKDD-F	WONE-F	4 WHBC-F	WQXX-F	4 WQXX-F	4 WQXX-F	WRQK-F
WQMX-F	WRQK-F >	5 WONE-F	5 WQMX-F	5 WHBC	WQXX-F >>	5 WQXX-F >>	5 WKDD-F >	5 WRQK-F >	5 WZKL-F <	
WHOT-F		WQMX-F >>	WRQK-F	6 WINW				6 WHBC	6 WHBC >	
WKDD-F >>			7 WHBC	7 WRQK-F				WZKL-F >		
			WINW							
			WONE-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WDPN	ST	1310	Alliance	1.5	3.0	8 114	WAKR	FS	1590	Akron	0.4	2.0	2 66
WHK-F	REL	98.1	Canton	0.7	3.9	6 196	WDOX-F	SAC	102.1	Cleveland	0.9	5.4	9 235
WINW	B/G	1520	Canton	1.7	1.6	9 53	WENZ-F	AOR-NR	107.9	Cleveland	0.4	4.2	3 170
WNPQ-F	C	95.9	New Philadelphia	1.5	7.4	22 453	WGAR-F	C	99.5	Cleveland	0.9	3.0	6 139
							WHOT-F	CHR	101.1	Youngstown	1.7	8.2	15 427
							WKNR	SPRTS	1220	Cleveland	1.5	6.7	11 284
							WMJI-F	O	105.7	Cleveland	1.7	5.6	15 263
							WMMS-F	AOR	100.7	Cleveland	0.7	4.7	11 276
							WMVX-F	AC/CHR	106.5	Cleveland	0.9	2.8	8 176
							WNWV-F	J	107.3	Elyria	1.1	3.0	6 113
							WQAL-F	AC	104.1	Cleveland	1.1	6.7	11 271
							WQKT-F	C	104.5	Wooster	1.3	5.6	25 586
							WRMR	ST	850	Cleveland	0.4	1.6	8 155
							WSOM	ST	600	Salem	1.5	2.4	20 152
							WTAM	T	1100	Cleveland	1.5	4.9	15 330
							WTOU	B/AC	1350	Akron	0.4	1.0	2 33
							WZAK-F	B	93.1	Cleveland	1.1	5.5	7 216

CANTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	73 (3)	73 (3)	15.5 %	15.0 %	Connoisseur WQXX-FM, WRQK-FM	17.0 %	13.9 %	23.7 %
AOR/Classic/NR	0 (0)	81 (5)	81 (5)	17.2 %	15.0 %		17.0 %	13.9 %	23.7 %
Black/Urban	2 (1)	6 (1)	8 (2)	1.7 %	2.8 %				
CHR	0 (0)	28 (2)	28 (2)	6.0 %	4.5 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	97 (5)	97 (5)	20.6 %	23.3 %				
Full Service	73 (2)	0 (0)	73 (2)	15.5 %	18.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	6 (1)	6 (1)	1.3 %	0.4 %				
News/Talk	8 (1)	10 (1)	18 (2)	3.8 %	6.1 %				
Oldies	0 (0)	42 (2)	42 (2)	8.9 %	6.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	9 (1)	4 (1)	13 (2)	2.8 %	1.2 %				
Soft AC/EZ	0 (0)	5 (1)	5 (1)	1.1 %	2.8 %				
Sports	8 (1)	0 (0)	8 (1)	1.7 %	1.8 %				
Standards	18 (3)	0 (0)	18 (3)	3.8 %	1.8 %				
Totals	118 (9)	352 (22)	470 (31)						

AM Stations

WHBC	1480	5 kw (DA-2)	Full Service	ABC, CBS	\$50.00	Christal
------	------	-------------	--------------	----------	---------	----------

FM Stations

WHBC	94.1	45 kw @ 515	AC	ABC	\$53.00	Christal
WRQK	106.9	27.5 kw @ 341	AOR	ABC	\$33.00	Eastman Connoisseur
WZKL	92.5	50 kw @ 500	Oldies	ABC	\$40.00	Katz Alliance

Notes: 10/97 WCER (900) changed from Soft AC to Religion

Jim Duncan

Comments: Listening levels are down slightly

CEDAR RAPIDS

Arbitron Rank: 199 Pop (12+): 152,000	Stations: 17 / 11	Last Year's Revenue: \$11,800,000
MSA Rank: 211	Diaries: 906/168:1/56.8%	Household Income: \$45,886
MSA Pop: 182,000	Sample Target: 890	Total Retail Sales: \$2.2 Bil.
DMA: 87 (w/Waterloo, Dubuque)	% Below Line: 12.2	#1 Biller: WMT \$2,700,000
Average Persons Rating: 14.6	% Not Listed: 9.9	#1 Billing Portfolio: Jacor \$5,830,000
Market TSL In Hours: 19.50	Pop per Station: 13,818	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WMT	FS	31 / 14.0	9.9	14.6	14.9	389 / 26.3	19.7	23.5	87 / 1057	E	WMT
2	KHAK-F	C	29 / 13.1	15.1	16.9	16.2	381 / 25.1	30.6	28.8	63 / 940	D	KHAK-F
3	WMT-F	AC	28 / 12.6	8.2	8.4	10.5	423 / 27.8	23.0	22.1	53 / 838	C	WMT-F
4	KDAT-F	AC	25 / 11.3	10.8	10.2	10.5	337 / 22.2	22.8	21.8	39 / 584	B	KDAT-F
5	KKRQ-F	CL HITS	18 / 8.1	9.1	5.8	4.8	258 / 17.0	17.5	16.8	40 / 641	B	KKRQ-F
6	KRNA-F	AOR	15 / 6.8	6.5	7.1	8.7	270 / 17.8	17.0	20.3	43 / 787	C	KRNA-F
7	KFMW-F	AOR	13 / 5.9	5.2	4.0	5.7	258 / 16.8	13.8	16.2	30 / 680		KFMW-F
8	KXMX-F	C	10 / 4.6	8.6	6.7	5.7	179 / 11.8	19.0	15.3	19 / 361	A	KXMX-F
9	KCRG	T	8 / 3.6	3.0	3.1	3.1	246 / 16.2	12.0	13.5	11 / 380	A	KCRG
	KOKZ-F	O	8 / 3.6	3.5	3.1	3.1	182 / 12.0	11.4	12.8	21 / 385		KOKZ-F
11	KMRY	ST	7 / 3.2	4.3	4.0	3.9	113 / 7.4	8.2	8.6	10 / 154	A	KMRY

12+ FM Share (Metro): 75.50 % (151 of 200) (Fall 96: 73.47 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOAT-F	1 KFMW-F	1 KDAT-F	1 KDAT-F	1 WMT-F <	1 WMT	1 WMT	1 WMT-F	1 KHAK-F	1 KHAK-F	1 WMT
KFMW-F	2 KDAT-F	WMT-F	WMT-F	2 KHAK-F <	2 KHAK-F	2 KHAK-F	2 KDAT-F	2 KDAT-F <	2 WMT <	2 KHAK-F
WMT-F >>	WMT-F	3 KHAK-F <	3 KKRQ-F <	3 KDAT-F	3 WMT-F	WMT-F	3 WMT <	3 WMT-F	3 WMT-F	3 WMT-F
	4 KRNA-F	4 KKRQ-F	4 KHAK-F >	4 KKRQ-F >	4 KDAT-F	4 KDAT-F	4 KHAK-F	4 KRNA-F <	4 KDAT-F	4 KDAT-F
	5 KXMX-F	5 KRNA-F	5 KRNA-F	5 KRNA-F	5 KKRQ-F >	5 KKRQ-F >	5 KKRQ-F	5 KKRQ-F <	5 KFMW-F	5 KRNA-F
	KHAK-F	6 KFMW-F	6 WMT	6 WMT >	6 KMRY	6 KRNA-F <	6 KRNA-F	6 WMT	KRNA-F	KXMX-F
		7 WMT				7 KFMW-F	7 KFMW-F >	7 KFMW-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 KXMX-F	1 KDAT-F	1 KDAT-F	1 KDAT-F <	1 KDAT-F <	1 KFMW-F >>	1 KFMW-F >	1 KFMW-F	1 KFMW-F	1 KHAK-F	1 WMT
KDAT-F	2 WMT-F >	WMT-F >	2 WMT-F	2 WMT-F	2 KXMX-F	2 KRNA-F >	2 KRNA-F >	KRNA-F	KKRQ-F	KHAK-F >>
WMT-F >>	3 KXMX-F	3 KKRQ-F >	3 KHAK-F	3 KHAK-F	KRNA-F >>	3 KXMX-F	3 WMT	3 KKRQ-F	3 WMT	
	4 KHAK-F	4 KXMX-F	4 KKRQ-F >	4 KKRQ-F >>		KHAK-F	KDAT-F	4 KHAK-F	WMT-F	
	KKRQ-F	KHAK-F	5 KRNA-F	5 WMT		KKRQ-F >	KHAK-F	5 WMT	KRNA-F	
	KRNA-F	KRNA-F >>		KRNA-F >			KKRQ-F	WMT-F >	6 KFMW-F	
							WMT-F >		7 KDAT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KTOF	REL	1360 Cedar Rapids	0.5 2.3 1 43
KXIC	T	800 Iowa City	0.5 1.6 5 165

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOB-F	C	99.7 Muscatine	0.9 3.2 34 469
KOEL-F	C	92.3 Oelwein	0.9 5.2 27 387
KUUL-F	O	103.7 Davenport	0.5 1.6 7 180
WHO	FS/T	1040 Des Moines	0.5 2.1 13 227

CEDAR RAPIDS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	53 (2)	53 (2)	26.5 %	21.4 %	Capstar, pend. KDAT-FM, KHAK-FM, KRNA-FM, KTOF-AM, KXXM-FM	36.2 %	40.0 %	46.1 %
AOR/Classic/NR	0 (0)	28 (2)	28 (2)	14.0 %	19.4 %	Jacor KKRQ-FM, KXIC-AM, WMT-AM, WMT-FM	35.2 %	35.4 %	49.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	0 (0)	0 (0)	0.0 %	3.6 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	43 (4)	43 (4)	21.5 %	28.1 %		71.3 %	75.4 %	95.5 %
Full Service	32 (2)	0 (0)	32 (2)	16.0 %	17.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	9 (2)	0 (0)	9 (2)	4.5 %	3.4 %				
Oldies	0 (0)	27 (3)	27 (3)	13.5 %	1.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.5 %	1.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	7 (1)	0 (0)	7 (1)	3.5 %	4.3 %				
Totals	49 (6)	151 (11)	200 (17)						

AM Stations

KCRG	1600	5 kw (DA-N)	Talk	ABC	\$<20.00	K&P	
KMRY	1450	1 kw	Standards	ABC	\$<20.00	—	
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd, ABC	\$64.00	Katz	Jacor

FM Stations

KDAT	104.5	100 kw @ 550	AC		\$20.00	—	Capstar	
KHAK	98.1	100 kw @ 460	Country	ABC	\$61.00	Christal	Capstar	
KKRQ	100.7	100 kw @ 530	Classic Hits	ABC	\$21.00	Banner	Jacor	Iowa City
KRNA	94.1	100 kw @ 981	AOR		\$31.00	D&R	Capstar, pend.	Iowa City
KXXM	102.9	100 kw @ 390	Country		\$<20.00	D&R	Capstar, pend.	
WMT	96.5	100 kw @ 518	AC	CBS	\$42.00	Katz	Jacor	

Notes: Other ranked stations – See Waterloo-Cedar Falls . . . 8/97 These stations were sold to Capstar: KRNA-F for \$7,000,000; KXXM-F for \$3,100,000 . . . 2/98 KM

Jim Duncan

Comments: Listening levels are down slightly . . . WMT recovered from its weak Spring book . . . WMT-F turned in its highest share in many years and took the lead in 25-54 . . . KHAK-F is at its lowest 12+ share since 1991

CHARLESTON, SC

Arbitron Rank: 97 Pop (12+): 389,000
 MSA Rank: 98
 MSA Pop: 513,000
 DMA: 108
 Average Persons Rating: 16.8
 Market TSL In Hours: 22.25

Stations: 26 / 23
 Diaries: 1,068/364:1/52.7%
 Sample Target: 1,040
 % Below Line: 1.4
 % Not Listed: 15.6
 Pop per Station: 16,913

Last Year's Revenue: \$15,300,000
 Household Income: \$38,460
 Total Retail Sales: \$4.6 Bil.
 #1 Biller: WEZL-F \$2,800,000
 #1 Billing Portfolio: Wicks \$7,765,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WWWZ-F	76 / 11.7	11.5	11.9	10.9	11.5	11.5	901 / 23.2	20.7	23.0	89 / 1101	C WWWZ-F
2	WEZL-F	63 / 9.7	8.9	7.5	9.9	7.8	9.0	738 / 19.0	18.0	18.6	71 / 866	D WEZL-F
3	WSSX-F	45 / 6.9	5.7	7.2	5.0	5.7	6.2	867 / 22.3	19.9	17.9	52 / 1026	C WSSX-F
4	WSUY-F	39 / 6.0	3.9	4.7	4.6	4.6	4.8	399 / 10.2	11.7	9.2	39 / 418	C WSUY-F
5	WXLY-F	36 / 5.5	6.0	5.2	5.2	6.4	5.5	537 / 13.8	15.2	15.1	38 / 653	B WXLY-F
6	WAVF-F	33 / 5.1	6.4	4.2	5.7	6.4	5.3	618 / 15.9	13.9	16.3	36 / 723	D WAVF-F
7	WMGL-F	30 / 4.6	3.1	2.3	4.3	4.3	3.6	397 / 10.2	8.4	8.9	30 / 425	A WMGL-F
	WTMA	30 / 4.6	4.1	3.6	6.3	5.7	4.7	387 / 10.0	10.0	11.0	34 / 448	C WTMA
9	WBUB-F	28 / 4.3	5.7	5.2	5.0	6.0	5.0	456 / 11.7	13.7	14.9	54 / 696	C WBUB-F
10	WPAL	27 / 4.1	3.9	1.9	3.0	3.2	3.2	256 / 6.6	5.0	5.5	27 / 258	A WPAL
11	WRFQ-F	24 / 3.7	4.7	5.9	3.0	3.1	4.3	438 / 11.3	16.3	8.8	28 / 484	A WRFQ-F
12	WSSP-F	19 / 2.9	3.2	3.2	4.7	2.9	3.5	253 / 6.5	7.1	5.9	23 / 270	A WSSP-F
13	WPAL-F	18 / 2.8	2.2	3.0	2.5	2.0	2.6	319 / 8.2	9.7	8.6	30 / 534	A WPAL-F
14	WYBB-F	16 / 2.5	3.9	7.2	3.0	3.5	4.2	381 / 9.8	14.2	8.9	17 / 418	B WYBB-F
15	WTUA-F	12 / 1.8	1.2	1.3	1.3	1.7	1.4	130 / 3.3	2.6	2.0	20 / 218	A WTUA-F
15	WNST-F	12 / 1.8	2.8	2.6	1.7	1.4	2.2	315 / 8.1	8.8	6.9	12 / 325	WNST-F
17	WHBZ-F	11 / 1.7	2.0	1.3	2.3	1.1	1.8	200 / 5.2	4.4	3.5	15 / 318	WHBZ-F

12+ FM Share (Metro): 85.64 % (471 of 550) (Fall 96: 83.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWWZ-F >>	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WEZL-F <	1 WEZL-F >	1 WEZL-F >	1 WEZL-F >	1 WWWZ-F >	1 WWWZ-F >>	1 WWWZ-F >>
2 WSSX-F >	2 WAVF-F <	2 WSSX-F <	2 WSUY-F <	2 WWWZ-F >	2 WXLY-F >	2 WWWZ-F >	2 WSUY-F <	2 WEZL-F >	2 WSSX-F >	2 WEZL-F >
3 WAVF-F >>	3 WSSX-F <	3 WEZL-F <	3 WSSX-F <	3 WSUY-F <	3 WSUY-F <	3 WSSX-F <	3 WWWZ-F <	3 WSSX-F <	3 WAVF-F >	3 WSSX-F >
	4 WEZL-F >	4 WSUY-F >	4 WEZL-F >	4 WXLY-F <	4 WTMA <	4 WMGL-F >	4 WTMA >	4 WSUY-F <	4 WEZL-F <	4 WAVF-F <
	5 WRFQ-F >	5 WAVF-F <	5 WXLY-F >	5 WSSX-F >	5 WPAL <	5 WTMA <	5 WXLY-F <	5 WXLY-F <	5 WMGL-F >	5 WPAL >
	6 WSUY-F >	6 WXLY-F <	6 WRFQ-F <	6 WMGL-F <	6 WMGL-F >	6 WRFQ-F <	6 WSSX-F >	6 WAVF-F >	6 WPAL-F >	6 WBUB-F >
	7 WPAL-F >	7 WRFQ-F <	7 WMGL-F >	7 WRFQ-F >	7 WSSP-F >	7 WSUY-F <	7 WBUB-F <	7 WMGL-F <	7 WXLY-F >	7 WXLY-F >
		8 WMGL-F >	8 WAVF-F >	8 WAVF-F >	8 WBUB-F <	8 WXLY-F >	8 WPAL <	8 WBUB-F >	8 WTUA-F >	8 WMGL-F <
			9 WTMA >	9 WTMA >	9 WWWZ-F >	9 WAVF-F <	9 WSSP-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1 WWWZ-F >>	1 WWWZ-F >	1 WEZL-F >	1 WWWZ-F >	1 WEZL-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F >>
2 WSSX-F >	2 WEZL-F >	WWWZ-F >	2 WSUY-F >	WSUY-F >	2 WAVF-F >	2 WAVF-F >	2 WAVF-F >	2 WAVF-F >	2 WEZL-F >	2 WPAL >
3 WEZL-F >	3 WSSX-F >	3 WSUY-F >	3 WEZL-F >	3 WWWZ-F >	3 WEZL-F >	3 WSSX-F <	3 WRFQ-F >	3 WSSX-F <	3 WXLY-F >	3 WBUB-F >
4 WSUY-F >	4 WSUY-F >	WXLY-F >	4 WSSX-F >	4 WMGL-F <	4 WBUB-F >	4 WRFQ-F >	4 WSSX-F >	4 WRFQ-F >	4 WRFQ-F >	4 WEZL-F >
	5 WXLY-F >	5 WSSX-F >	5 WMGL-F >	5 WSSX-F >	5 WBUB-F >	5 WBUB-F >	5 WYBB-F >	5 WXLY-F <	5 WSSX-F <	5 WSSX-F <
	6 WRFQ-F >	6 WMGL-F >	6 WXLY-F >	6 WXLY-F >	6 WRFQ-F >	6 WRFQ-F >	6 WBUB-F >	6 WEZL-F >	6 WAVF-F >	6 WAVF-F >
		7 WRFQ-F >>	7 WRFQ-F >	7 WBUB-F >	7 WRFQ-F >	7 WRFQ-F >	7 WRFQ-F >	7 WYBB-F <	7 WMGL-F >	7 WMGL-F >
				8 WTMA >	8 WTMA >	8 WTMA >	8 WTMA >	8 WYBB-F <	8 WYBB-F <	8 WYBB-F <
									WSUY-F >	WSUY-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQIZ	REL	810	St. George 0.8 1.7 6 104
WQNT	T	1450	Charleston 0.6 2.5 4 98
WQSC	SPRTS	1340	Charleston 0.9 2.7 6 104
WTMZ	N	910	N. Charleston 0.3 2.0 2 76
WZJY	REL	1480	Mt. Pleasant 0.8 1.9 5 73

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLZ-F	C	92.5	Manning 0.5 2.1 17 359
WVDM-F	B	101.3	Sumter 0.3 1.8 34 509
WYAV-F	AOR/CL	104.1	Myrtle Beach 0.6 1.7 10 208

CHARLESTON, SC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	12 (1)	12 (1)	2.2 %	1.6 %	Jacor, pend. WEZL-FM, WLLC-FM, WRFQ-FM, WSSP-FM, WXLY-FM	21.8 %	23.3 %	27.1 %
AOR/Classic/NR	0 (0)	53 (3)	53 (3)	9.6 %	11.7 %				
Black/Urban	27 (1)	137 (6)	164 (7)	29.8 %	25.4 %	LM WNST-FM, WYBB-FM	4.3 %	5.1 %	3.5 %
CHR	0 (0)	45 (1)	45 (1)	8.2 %	6.4 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	94 (3)	94 (3)	17.1 %	16.1 %	Wicks WBUB-FM, WMGL-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-AM	38.4 %	38.4 %	50.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	5.2 %		64.5 %	66.8 %	81.4 %
News/Talk	36 (3)	0 (0)	36 (3)	6.5 %	7.4 %				
Oldies	0 (0)	60 (2)	60 (2)	10.9 %	10.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	10 (2)	12 (1)	22 (3)	4.0 %	6.4 %				
Soft AC/EZ	0 (0)	39 (1)	39 (1)	7.1 %	5.2 %				
Sports	6 (1)	0 (0)	6 (1)	1.1 %	0.7 %				
Standards	0 (0)	19 (1)	19 (1)	3.5 %	3.3 %				
Totals	79 (7)	471 (19)	550 (26)						

AM Stations

WPAL	730	1 kw/0.103 kw	Black	AURN	\$<20.00	Unirep	
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$36.00	Katz	Wicks

FM Stations

WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal	
WBUB	107.5	100 kw @ 984	Country		\$39.00	Allied	Wicks
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Banner	Jacor
WHBZ	99.7	100 kw @ 1210	See WWBZ				Port Royal
WLLC	100.5	18 kw @ 394	Modern AC		\$28.00	Banner	Jacor, pend.
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Wicks
WNST	105.3	13.5 kw @ 446	AC/CHR		\$ NA	—	LM
WPAL	100.9	25 kw @ 328	Black		\$ NA	Unirep	Walterboro
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Allied	Jacor, pend.
WSSP	94.3	3 kw @ 480	Standards	Westwd	\$<20.00	—	Jacor, pend.
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Katz	Wicks
WSUY	96.9	100 kw @ 1770	Soft AC		\$<20.00	Mc-Guild	Wicks
WTUA	106.1	3 kw @ 328	Black Gospel	AURN	\$ NA	—	St. Stephen
WWBZ	98.9	50 kw @ 492	Black		\$ NA	K&P	WHBZ
WWWZ	93.3	50 kw @ 492	Black	AURN	\$44.00	D&R	Wicks
WXLY	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM

Notes: 8/97 WSUY-F sold by Dudley to Regent for \$2,500,000 . . . 8/97 WRFQ-F sold to Regent for \$1,350,000 . . . 8/97 Regent sold WRFQ-F/WSUY-F to Jacor for \$3,850,000; also, Jacor's sale of WEZL-F/WXLY-F to Regent was cancelled . . . 12/97 WXTC (1390)/WJZK-F/WBUB-F sold to Wicks for \$6,000,000 (Stevens) . . . 12/97 The WSUY-F calls & format moved to the former WJZK-F (96.9) . . . 12/97 The former WSUY-F facility (100.5) emerged as Modern AC (AC-NR) WLLC-F ("Alice 100.5") . . . 12/97 WXTC (1390) changed from simulcasting WBUB-F to Black Gospel

Jim Duncan

Comments: Listening levels are up slightly from last year . . . WSUY-F has its highest share in over two years . . . WYBB-F is falling back rapidly from its strong Spring showing

CHARLESTON, WV

Arbitron Rank: 160 Pop (12+): 216,300	Stations: 18 / 14	Last Year's Revenue: \$10,300,000
MSA Rank: 173	Diaries: 707/306:1/52.1%	Household Income: \$36,623
MSA Pop: 257,000	Sample Target: 680	Total Retail Sales: \$2.9 Bil.
DMA: 57 (w/Huntington)	% Below Line: 5.0	#1 Biller: WQBE-AF \$3,600,000
Average Persons Rating: 13.9	% Not Listed: 9.6	#1 Billing Portfolio: Bristol \$3,700,000
Market TSL In Hours: 19.00	Pop per Station: 15,450	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WQBE-F	68 / 22.6	16.6	21.0	24.9	22.9	808 / 37.4	33.6	36.9	120 / 1619	E	WQBE-F
2	WVSR-F	44 / 14.6	14.4	12.7	12.3	10.5	650 / 30.1	29.3	27.8	59 / 970		WVSR-F
3	WCHS	27 / 9.0	5.6	8.3	7.0	7.3	437 / 20.2	12.7	17.6	33 / 542		WCHS
4	WKLC-F	28 / 8.6	10.0	9.5	7.3	6.7	357 / 16.5	22.0	20.0	51 / 836		WKLC-F
	WKWS-F	26 / 8.6	10.0	11.1	10.0	7.3	367 / 17.0	21.0	21.5	53 / 832		WKWS-F
6	WKAZ-F	19 / 6.3	5.0	4.1	5.3	7.0	263 / 11.7	11.7	14.0	39 / 526		WKAZ-F
7	WVAF-F	16 / 5.3	8.8	7.3	9.7	7.3	343 / 15.9	18.8	17.5	19 / 482		WVAF-F
8	WRVZ-F	7 / 2.3	5.6	4.1	2.3	1.6	92 / 4.3	10.0	11.3	7 / 92		WRVZ-F
9	WAMX-F	6 / 2.0	2.2				133 / 6.1	4.6		23 / 404		WAMX-F

12+ FM Share (Metro): 84.56 % (230 of 272) (Fall 96: 83.51 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVSR-F >>	1 WVSR-F <	1 WQBE-F	1 WQBE-F	1 WQBE-F	1 WQBE-F >>	1 WQBE-F >>	1 WQBE-F >>	1 WQBE-F >	1 WVSR-F >	1 WQBE-F >
	2 WQBE-F	2 WVSR-F <	2 WVSR-F	2 WVSR-F <	2 WCHS >	2 WVSR-F	2 WCHS	2 WVSR-F >	2 WQBE-F >	2 WVSR-F >
	3 WKLC-F	3 WKLC-F	WKLC-F	3 WKLC-F	3 WVSR-F <	3 WKLC-F <	WVSR-F	3 WKWS-F	3 WKLC-F	3 WKWS-F
	WKWS-F >>	4 WKWS-F	4 WKWS-F	4 WKWS-F	4 WKAZ-F	4 WCHS	4 WKLC-F <	4 WKLC-F <	4 WKWS-F	4 WKAZ-F
		5 WKAZ-F	5 WKAZ-F <	5 WKAZ-F	5 WKLC-F	5 WKWS-F >	5 WKWS-F	5 WCHS	5 WCHS	5 WCHS <
		6 WVAF-F <	6 WVAF-F <	6 WCHS	WKWS-F	6 WKAZ-F <	6 WKAZ-F <	6 WKAZ-F	6 WVAF-F	6 WKLC-F >
		7 WCHS >>	7 WCHS >>	WVAF-F >>	7 WVAF-F >>	7 WVAF-F >>	7 WVAF-F >>	7 WVAF-F >>		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQBE-F >>	1 WQBE-F	1 WQBE-F	1 WQBE-F	1 WQBE-F	1 WVSR-F >>	1 WVSR-F	1 WKLC-F >	1 WKLC-F >	1 WKLC-F	1 WQBE-F >>
2 WKWS-F	2 WVSR-F	WVSR-F	2 WVSR-F >	2 WVSR-F	2 WKLC-F >>	WKLC-F >	2 WQBE-F	2 WQBE-F	2 WQBE-F	2 WVSR-F >
WVSR-F >>	3 WKWS-F >	3 WKWS-F	3 WKWS-F	3 WKWS-F <	3 WQBE-F	WVSR-F	WVSR-F	WVSR-F	3 WCHS	3 WCHS
	4 WVAF-F	4 WVAF-F >>	4 WVAF-F	4 WVAF-F >	WKWS-F >>	4 WKWS-F >>	4 WCHS	4 WCHS	WKAZ-F	
	5 WKLC-F >	5 WKLC-F	5 WKLC-F	5 WKAZ-F	5 WAMX-F >>	5 WAMX-F >>	WKWS-F	WKWS-F	5 WVSR-F	
				6 WKLC-F >			6 WKAZ-F >>	6 WKAZ-F >>	WKWS-F >>	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	30 (4)	30 (4)	11.0 %	8.2 %
AOR/Classic/NR	0 (0)	32 (2)	32 (2)	11.8 %	11.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	44 (1)	44 (1)	16.2 %	14.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	94 (2)	94 (2)	34.6 %	40.9 %
Full Service	27 (1)	0 (0)	27 (1)	9.9 %	9.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (2)	0 (0)	8 (2)	2.9 %	3.2 %
Oldies	0 (0)	19 (1)	19 (1)	7.0 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	11 (3)	13 (4)	4.8 %	4.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	5 (1)	0 (0)	5 (1)	1.8 %	2.2 %
Totals	42 (5)	230 (13)	272 (18)		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WBES-F	AC	94.5 Dunbar	1.7	6.6	7 191
WCAW	ST	680 Charleston	1.7	3.7	6 110
WJYP-F	REL	100.9 S. Charleston	1.3	4.9	6 134
WQBE	T	950 Charleston	1.7	5.9	6 183
WSCW	REL	1410 S. Charleston	0.7	1.4	2 31
WSWW	T	1490 Charleston	1.0	1.6	3 36

Other Rated Stations—Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WEMM-F	REL	107.9 Huntington	0.7	4.0	15 345
WVKM-F	AC/CHR	106.7 Matewan	0.7	1.3	3 77
WZKM-F	G	93.3 Montgomery	1.7	3.0	9 112

CHARLESTON, WV

Consolidation Report	12+	25-54	Revenue
Bristol	40.5 %	33.7 %	44.0 %
WBES-FM, WQBE-AM, WQBE-FM, WWSR-FM			
West Virginia	31.9 %	36.7 %	%
WCAW-AM, WCHS-AM, WKAZ-FM, WKWS-FM, WSWW-AM, WVAF-FM			
	72.4 %	70.4 %	44.0 %

AM Stations

WCAW	680	10 kw/0.221 kw (DA-N)	Standards	CBS	\$<20.00	Mc-Guild	West Virginia
WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia
WQBE	950	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	Christal	Bristol

FM Stations

WKAZ	107.3	23.5 kw @ 676	Oldies	Westwd	\$<20.00	Mc-Guild	West Virginia	Miami
WKLC	105.1	3.6 kw @ 1663	AOR	Source, ABC	\$29.00	Eastman	LM	St. Albans
WKWS	96.1	45 kw @ 515	Country	ABC, CBS	\$27.00	Mc-Guild	West Virginia	
WQBE	97.5	50 kw @ 500	Country	ABC	\$75.00	Christal	Bristol	
WRVZ	98.7	3 kw @ 328	Modern AC		\$ NA	—		Pocatalico
WVAF	99.9	50 kw @ 430	AC	ABC	\$32.00	Mc-Guild	West Virginia	
WWSR	102.7	50 kw @ 403	CHR	Westwd	\$30.00	Christal	Bristol	

Notes: WAMX-F – See Huntington-Ashland . . . 9/97 WCZR changed from AOR to Talk/Sports as WSWW ("3W-S") . . . 9/97 WKAZ-F changed from Classic AOR to Oldies . . . 9/97 WRVZ-F LMA'd by West Virginia Radio . . . 10/97 WRVZ-F changed from Oldies to Modern AC (AC-NR) as "The Planet 98.7"

Jim Duncan

Comments: WQBE-F recovered from its terrible Spring book and is back into the twenties . . . Total listening to radio is down 4% compared to year-ago levels . . . WCHS has its highest share since Fall 1994 (football related?)

CHARLOTTE

Arbltron Rank: 36	Pop (12+): 1,135,400	Stations: 24 / 20	Last Year's Revenue: \$70,000,000
MSA Rank: 43		Diaries: 2,422/469:1/50.1%	Household Income: \$42,669
MSA Pop: 1,340,000		Sample Target: 2,230	Total Retail Sales: \$12.8 Bil.
DMA: 28		% Below Line: 3.9	#1 Biller: WRFX-F \$9,750,000
Average Persons Rating: 15.6		% Not Listed: 15.8	#1 Billing Portfolio: CBS \$26,200,000
Market TSL in Hours: 20.75		Pop per Station: 56,770	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WPEG-F	B	180 / 10.2	10.0	10.9	10.0	9.3	10.3	2183 / 19.2	17.9	16.9	264 / 3287	H	WPEG-F
2	WSOC-F	C	131 / 7.4	7.6	8.6	9.2	8.8	8.2	2016 / 17.8	17.9	19.2	228 / 3434	H	WSOC-F
3	WLYT-F	SAC	128 / 7.2	5.6	7.1	5.8	6.3	6.4	1831 / 16.1	15.3	16.1	184 / 2803	G	WLYT-F
4	WNKS-F	CHR	102 / 5.8	5.1	4.6	5.0	5.0	5.1	2108 / 18.6	15.1	17.9	151 / 3138	D	WNKS-F
5	WRFX-F	AOR	101 / 5.7	7.0	6.8	8.1	8.0	6.9	1707 / 15.0	18.0	19.3	160 / 2547	H	WRFX-F
6	WWMG-F	O	100 / 5.7	6.2	4.9	5.5	5.5	5.6	1469 / 12.9	13.2	13.9	151 / 2354	F	WWMG-F
7	WKKT-F	C	93 / 5.3	5.3	5.1	5.0	7.0	5.2	1683 / 14.8	14.1	15.6	136 / 2535	F	WKKT-F
	WBT	FS	93 / 5.3	5.0	5.7	5.1	5.5	5.3	1537 / 13.5	13.2	14.2	104 / 1820	H	WBT
9	WBAV-F	B/AC	88 / 5.0	5.6	4.3	4.7	4.3	4.9	1091 / 9.6	8.8	8.6	109 / 1387	C	WBAV-F
10	WSSS-F	CL HITS	73 / 4.1	4.6	4.2	4.7	4.1	4.4	1254 / 11.0	11.4	10.1	115 / 1922	E	WSSS-F
11	WEND-F	AOR-P	71 / 4.0	3.9	3.7	4.3	4.3	4.0	1199 / 10.6	10.7	11.3	112 / 1881	D	WEND-F
12	WLNK-F	AC-NR	69 / 3.9	4.1	3.9	4.1	3.4	4.0	1431 / 12.6	12.4	13.1	115 / 2263	E	WLNK-F
13	WCCJ-F	J	42 / 2.4	1.6	2.1	1.9	1.7	2.0	574 / 5.1	4.8	3.4	43 / 605	A	WCCJ-F
14	WXRC-F	AOR	39 / 2.2	2.0	1.6	0.8	1.5	1.6	868 / 7.6	5.9	4.3	52 / 1214		WXRC-F
15	WNMX-F	ST	35 / 2.0	2.0	2.4	2.6	2.8	2.2	511 / 4.6	4.9	4.8	39 / 628	A	WNMX-F

12+ FM Share (Metro): 89.72 % (1335 of 1488) (Fall 96: 90.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPEG-F >>	1 WPEG-F >	1 WPEG-F <	1 WRFX-F <	1 WLYT-F <	1 WSOC-F	1 WRFX-F	1 WLYT-F	1 WPEG-F	1 WPEG-F >	1 WPEG-F >
2 WNKS-F >	2 WNKS-F >	2 WRFX-F <	2 WLYT-F <	2 WRFX-F <	2 WLYT-F <	2 WPEG-F <	2 WSOC-F	2 WLYT-F	2 WNKS-F >	2 WSOC-F
3 WEND-F >	3 WEND-F >	3 WLYT-F <	3 WPEG-F <	3 WPEG-F <	3 WWMG-F <	3 WSOC-F	3 WBT	3 WSOC-F <	3 WBAV-F	3 WBAV-F <
	4 WLYT-F <	4 WSOC-F <	4 WSOC-F <	4 WSOC-F <	4 WBT	4 WLYT-F	4 WWMG-F	4 WNKS-F <	4 WLYT-F <	4 WLYT-F <
	5 WKKT-F <	5 WNKS-F <	5 WBAV-F	5 WBAV-F	5 WRFX-F	5 WLNK-F <	WPEG-F	5 WWMG-F <	5 WKKT-F	5 WNKS-F <
	6 WRFX-F <	6 WBAV-F <	6 WSSS-F <	WWMG-F	6 WBAV-F	6 WBAV-F <	6 WSSS-F <	6 WKKT-F	6 WEND-F <	6 WWMG-F <
	7 WSOC-F <	7 WKKT-F <	7 WLNK-F <	7 WSSS-F	7 WSSS-F <	7 WWMG-F <	7 WKKT-F <	7 WEND-F	7 WWMG-F	7 WKKT-F
	8 WBAV-F	8 WSSS-F	8 WKKT-F <	8 WKKT-F <	8 WKKT-F <	8 WBT	8 WRFX-F	8 WBT	8 WRFX-F <	
		9 WLNK-F <	9 WWMG-F <	9 WLNK-F	9 WPEG-F	WKKT-F <		WRFX-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPEG-F >	1 WPEG-F >	1 WPEG-F <	1 WLYT-F	1 WLYT-F	1 WPEG-F >>	1 WPEG-F >	1 WPEG-F	1 WRFX-F	1 WRFX-F >	1 WPEG-F >
2 WNKS-F >	2 WNKS-F >	2 WBAV-F	WPEG-F >	2 WBAV-F	2 WEND-F	2 WEND-F <	2 WRFX-F	2 WPEG-F >	2 WSOC-F <	2 WBAV-F <
3 WKKT-F	3 WLYT-F <	3 WLYT-F	3 WBAV-F	3 WPEG-F <	3 WNKS-F	3 WRFX-F	3 WEND-F	3 WSOC-F	3 WPEG-F <	3 WNKS-F
4 WEND-F	4 WBAV-F	WLNK-F	WNKS-F	4 WLNK-F <	4 WRFX-F	4 WNKS-F <	4 WXRC-F <	4 WSSS-F <	4 WSSS-F <	WKKT-F >
	5 WKKT-F	5 WNKS-F	5 WLNK-F	5 WWMG-F <	5 WXRC-F	5 WXRC-F	5 WLYT-F	5 WEND-F	5 WWMG-F	
	6 WLNK-F <	6 WKKT-F	WSOC-F <	6 WSOC-F <	6 WKKT-F	6 WKKT-F	6 WNKS-F	6 WNKS-F	6 WBT	
	7 WEND-F <	7 WEND-F	7 WKKT-F	7 WKKT-F		WSOC-F <	WSOC-F <	7 WKKT-F <	7 WKKT-F <	
	8 WSOC-F >			8 WNKS-F		8 WLYT-F	8 WNKS-F <	8 WBT	8 WBAV-F <	
								WLYT-F <	9 WLYT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WBT-F	FS	99.3	Chester, SC	0.8	3.2	18	488
WFNZ	SPRTS	610	Charlotte	1.0	3.1	19	383
WGIV	B/G	1600	Charlotte	1.0	2.3	18	258
WGSP	REL	1310	Charlotte	0.9	1.7	16	194
WLTC	REL	1370	Gastonia	0.5	1.0	10	136

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WFMX-F	C	105.7	Statesville	1.3	4.0	84	1517
WJMH-F	B	102.1	Reidsville	0.6	1.5	28	455
WMIT-F	REL	106.9	Black Mtn.	1.4	4.6	78	1388
WTPT-F	AOR-NR	93.3	Forest City	0.6	2.4	41	709

CHARLOTTE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	69 (1)	69 (1)	4.6 %	4.0 %	CBS	34.5 %	34.0 %	37.4 %
AOR/Classic/NR	0 (0)	222 (4)	222 (4)	14.9 %	17.4 %	WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM			
Black/Urban	0 (0)	279 (3)	279 (3)	18.8 %	17.2 %	Dalton	9.7 %	9.9 %	9.7 %
CHR	0 (0)	102 (1)	102 (1)	6.9 %	5.9 %	WEND-FM, WWMG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Hicks, Muse	18.2 %	21.4 %	32.3 %
Country	0 (0)	247 (3)	247 (3)	16.6 %	20.0 %	WKKT-FM, WLYT-FM, WRFX-FM			
Full Service	93 (1)	14 (1)	107 (2)	7.2 %	7.4 %	Jefferson-Pilot	10.0 %	10.3 %	18.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WBT-AM, WBT-FM, WLNK-FM			
Jazz	0 (0)	42 (1)	42 (1)	2.8 %	2.0 %		72.4 %	75.6 %	97.8 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Oldies	0 (0)	173 (2)	173 (2)	11.6 %	11.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	43 (3)	24 (1)	67 (4)	4.5 %	3.2 %				
Soft AC/EZ	0 (0)	128 (1)	128 (1)	8.6 %	7.4 %				
Sports	17 (1)	0 (0)	17 (1)	1.1 %	0.6 %				
Standards	0 (0)	35 (1)	35 (1)	2.4 %	3.6 %				
Totals	153 (5)	1335 (19)	1488 (24)						

AM Stations

Station	Power	Frequency	Format	Company	Parent	Other	Other
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	CBS	Jefferson-Pilot
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman	CBS
WGIV	1600	1 kw (DA-N)	Black Gospel	ABC	\$ NA	---	CBS

FM Stations

Station	Power	Frequency	Format	Company	Parent	Other	Other
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz	CBS
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied	Davis
WEND	106.5	65 kw @ 1046	Prog. AOR		\$53.00	Mc-Guild	Dalton
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R	Hicks, Muse
WLNK	107.9	100 kw @ 1694	AC-New Rock		\$80.00	Banner	Jefferson-Pilot
WLYT	102.9	31 kw @ 1535	Soft AC		\$100.00	D&R	Hicks, Muse
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Eastman	CBS
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin	GHB
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Katz	CBS
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman	Hicks, Muse
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R	CBS
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz	CBS
WWMG	96.1	100 kw @ 1745	Oldies	CBS, AP	\$90.00	Mc-Guild	Dalton
WXRC	95.7	100 kw @ 1020	AOR	ABC	\$ NA	---	Hickory

Notes: 8/97 WTDR-F changed calls to WKKT-F ("Cat Country"); remains Country . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WKKT-F for \$41,000,000; WLYT-F for \$39,000,000; WRFX-F for \$59,000,000 . . . 10/97 American Radio Systems sold these stations to CBS: WGIV/WBAV-F for \$25,000,000; WFNZ for \$2,000,000; WNKS-F for \$20,000,000; WPEG-F for \$65,000,000; WSOC-F for \$80,000,000; WSSS-F for \$18,000,000 . . . 10/97 WGIV changed from Black Oldies to Black Gospel (after the Summer survey) . . . 10/97 WXRC-F changed from Progressive AOR to AOR (after the Summer survey)

Jim Duncan

Comments: Listening levels have held steady . . . WLYT-F had its best share in two years . . . WSOC-F is at its lowest share level in more than three years; the same is true of WRFX-F

CHATTANOOGA

Arbitron Rank: 102 Pop (12+): 386,800	Stations: 24 / 23	Last Year's Revenue: \$17,700,000
MSA Rank: 112	Diaries: 1,491/259:1/50.4%	Household Income: \$35,475
MSA Pop: 448,000	Sample Target: 1,430	Total Retail Sales: \$4.8 Bil.
DMA: 82	% Below Line: 0.3	#1 Biller: WUSY-F \$5,425,000
Average Persons Rating: 14.9	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 16,817	Cumulus, pend. \$5,425,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WUSY-F	C	129 / 22.3	20.2	23.0	20.2	20.1	21.4	1343 / 34.7	33.6	33.8	223 / 2528	G WUSY-F
2	WDEF-F	SAC	49 / 8.5	8.0	7.7	9.6	6.5	8.4	758 / 18.6	18.1	17.8	60 / 1149	D WDEF-F
3	WJTT-F	B	45 / 7.8	7.0	5.4	7.5	6.4	6.9	426 / 11.0	9.3	9.9	46 / 467	C WJTT-F
4	WDOD-F	AOR-NR	38 / 6.6	6.0	6.1	3.1	3.2	5.4	683 / 17.7	14.4	13.0	57 / 1072	B WDOD-F
5	WSKZ-F	AOR/CL	35 / 6.1	6.2	7.0	8.8	7.7	7.0	630 / 16.3	19.3	18.8	88 / 1266	D WSKZ-F
6	WKXJ-F	CHR	30 / 5.2	4.7	4.9	4.9	4.7	4.9	518 / 13.4	13.4	13.3	40 / 730	A WKXJ-F
7	WGOW-F	T	25 / 4.3	3.4	4.1	4.2	3.7	4.0	393 / 10.2	8.5	8.0	30 / 463	A WGOW-F
8	WLMX-F	AC	22 / 3.8	4.1	3.4	3.8	4.8	3.8	396 / 10.2	9.5	11.6	24 / 426	C WLMX-F
9	WOGT-F	O	21 / 3.6	5.2	5.1	4.2	4.5	4.5	449 / 11.6	12.4	12.9	30 / 618	B WOGT-F
10	WDOD	ST	20 / 3.5	3.4	3.9	2.4	3.0	3.3	219 / 5.7	6.3	5.5	20 / 233	A WDOD
11	WNOO	B	18 / 3.1	3.3	3.1	2.8	2.8	3.1	144 / 3.7	3.9	3.5	27 / 179	A WNOO
12	WGOW	T	12 / 2.1	2.3	2.2	2.9	3.7	2.4	242 / 6.2	5.8	9.6	14 / 302	A WGOW
13	WMPZ-F	J	10 / 1.7	1.8	1.9	1.8	1.3	1.8	208 / 5.4	4.0	3.7	10 / 208	A WMPZ-F
14	WBDX-F	REL	9 / 1.6	2.3	1.9	1.8	2.5	1.9	218 / 5.6	4.6	5.9	11 / 297	A WBDX-F
15	WZST-F	C	7 / 1.2	2.6	2.7	4.6	4.7	2.8	200 / 5.2	11.9	14.0	8 / 247	B WZST-F
16	WSGC-F	AC-NR	6 / 1.0	1.0	0.9	0.7	0.8	0.9	112 / 2.9	2.8	3.1	6 / 137	A WSGC-F

12+ FM Share (Metro): 85.77 % (428 of 499) (Fall 96: 84.29 %)

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

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
WDEF	T	1370 Chattanooga	0.7	3.4	4	144
WEPG	O	910 S. Pittsburg	0.5	1.4	3	70
WFLI	REL	1070 Lookout Mountain	0.9	2.7	6	115
WQCH	C	1590 Lafayette, GA	0.5	0.8	3	31
WSDQ	C	1190 Dunlap	0.7	1.2	4	45
WWAM	G	820 Jasper	0.3	0.6	2	22

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WNNX-F	AOR-NR	99.7 Atlanta	0.3	1.3	21	312	

CHATTANOOGA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	28 (2)	28 (2)	5.6 %	5.8 %	Bahakel WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM	19.3 %	15.0 %	19.9 %
AOR/Classic/NR	0 (0)	75 (3)	75 (3)	15.0 %	9.1 %	Bloomington WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM	16.1 %	20.4 %	24.2 %
Black/Urban	18 (1)	45 (1)	63 (2)	12.6 %	12.5 %	Brewer WJTT-FM, WMPZ-FM	9.5 %	9.6 %	8.9 %
CHR	0 (0)	30 (2)	30 (2)	6.0 %	11.1 %	Wicks WCVT-AM, WLMX-FM, WZST-FM	5.0 %	6.3 %	11.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	7 (2)	136 (2)	143 (4)	28.7 %	29.4 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	10 (1)	10 (1)	2.0 %	0.0 %		49.9 %	51.3 %	64.2 %
News/Talk	16 (2)	25 (1)	41 (3)	8.2 %	9.9 %				
Oldies	3 (1)	21 (1)	24 (2)	4.8 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	7 (2)	9 (1)	16 (3)	3.2 %	5.4 %				
Soft AC/EZ	0 (0)	49 (1)	49 (1)	9.8 %	7.8 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	20 (1)	0 (0)	20 (1)	4.0 %	3.6 %				
Totals	71 (9)	428 (15)	499 (24)						

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Notes
WDOD	1310	5 kw (DA-N)	Standards	ABC	\$<20.00	Banner	Bahakel
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$25.00	Christal	Bloomington
WNOO	1260	5 kw/0.025 kw (DA-N)	Black AC	AURN	\$<20.00	Banner	

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Notes
WBDX	102.7	0.32 kw @ 1375	Cont. Christian	SRN	\$<20.00	—	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00	Eastman	Bahakel
WDOD	96.5	100 kw @ 1076	New Rock	Westwd	\$20.00	Banner	Bahakel
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00	Christal	Bloomington
WJTT	94.3	3 kw @ 300	Black		\$36.00	Mc-Guild	Brewer
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00	Roslin	S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00	Mc-Guild	Wicks
WMPZ	93.7	3 kw @ 328	Jazz	ABC	\$<20.00	Mc-Guild	Brewer
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00	Christal	Bloomington
WSGC	101.9	1.32 kw @ 659	Modern AC	ABC	\$ NA	—	Ringgold, GA
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00	Christal	Bloomington
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00	Katz	Cumulus, pend.
WZST	98.1	1 kw @ 794	Country		\$25.00	—	Wicks

Notes: WDOD-F was reclassified from Modern AC (AC-NR) to New Rock (AOR-NR) based on audience analysis and M Street database . . . 9/97 WSGC-F changed from CHR to Modern AC (AC-NR) as "U-102" (no call letter change so far) . . . 10/97 WZST-F changed from CHR to Country . . . 1/98 WUSY-F sold by Colonial to Cumulus for \$21,300,000

Jim Duncan

Comments: Listening levels are down 5% Fall-to-Fall

CHICAGO

Arbitron Rank: 3 Pop (12+): 6,995,500	Stations: 40 / 40	Last Year's Revenue: \$337,600,000
MSA Rank: 3	Diaries: 6,231/1123:1/48.6%	Household Income: \$55,280
MSA Pop: 8,680,000	Sample Target: 5,900	Total Retail Sales: \$82.1 Bl.
DMA: 3	% Below Line: 0.0	#1 Biller: WGN \$38,300,000
Average Persons Rating: 17	% Not Listed: 12.0	#1 Billing Portfolio: CBS \$113,500,000
Market TSL in Hours: 22.25	Pop per Station: 174,888	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WGCI-F	B	860 / 7.2	7.0	5.6	5.5	6.5	6.3	10235 / 14.6	12.2	13.4	889 / 10508	K	WGCI-F
2	WGN	FS/T	720 / 6.1	5.6	5.9	6.2	6.6	5.9	8670 / 12.4	12.7	15.4	822 / 10239	K	WGN
3	WNUA-F	J	574 / 4.8	4.3	3.9	3.5	3.5	4.1	7681 / 11.0	9.9	10.1	583 / 7945	I	WNUA-F
4	WBBM-F	CHR	551 / 4.6	5.0	4.5	4.8	4.7	4.7	11835 / 16.9	16.2	15.8	574 / 12327	I	WBBM-F
5	WLIT-F	SAC	534 / 4.5	4.5	4.8	5.1	4.2	4.7	8632 / 12.3	12.5	11.6	541 / 8736	J	WLIT-F
6	WLS	T	511 / 4.3	3.8	4.1	4.0	3.3	4.1	6042 / 8.6	8.3	7.6	584 / 7187	G	WLS
7	WVAZ-F	B/AC	505 / 4.3	4.7	4.2	4.5	3.9	4.4	6671 / 9.5	9.3	9.3	514 / 6840	J	WVAZ-F
8	WBBM	N	433 / 3.6	3.8	4.2	4.1	3.5	3.9	9468 / 13.5	14.0	14.4	466 / 10299	J	WBBM
9	WUSN-F	C	420 / 3.5	3.9	3.4	3.7	3.0	3.6	8638 / 9.5	8.9	8.5	448 / 7042	K	WUSN-F
10	WJMK-F	O	409 / 3.4	3.9	4.0	3.3	3.4	3.7	9215 / 13.2	12.7	12.6	429 / 9658	J	WJMK-F
11	WRCX-F	AOR	359 / 3.0	2.9	3.2	3.3	3.2	3.1	6811 / 9.7	10.0	11.1	391 / 7325	I	WRCX-F
12	WKQX-F	AOR-NR	340 / 2.9	3.4	3.3	2.8	3.1	3.1	9295 / 13.3	13.9	13.3	352 / 9695	I	WKQX-F
13	WXCD-F	CL AOR	328 / 2.8	3.3	1.5	1.2	1.4	2.2	7185 / 10.3	5.0	4.9	345 / 7480	E	WXCD-F
14	WTMX-F	AC	310 / 2.6	2.6	2.7	2.2	2.6	2.5	7500 / 10.7	10.7	10.7	317 / 7652	I	WTMX-F
15	WLEY-F	SP	299 / 2.5	1.7	1.0	1.9	1.3	1.8	3136 / 4.5	5.2	6.1	300 / 3149		WLEY-F
16	WCKG-F	CL AOR	277 / 2.3	2.3	2.8	2.6	2.6	2.5	5398 / 7.7	9.7	9.6	292 / 5629	H	WCKG-F
17	WNND-F	AC	276 / 2.3	2.1	2.0	2.2	2.6	2.2	6114 / 8.7	8.1	9.5	281 / 6286	H	WNND-F
18	WMAQ	N	273 / 2.3	2.2	1.8	2.2	2.7	2.1	8491 / 12.1	9.3	10.9	305 / 9571	J	WMAQ
19	WAIT	ST	270 / 2.3	2.2	2.2	2.6	2.6	2.3	2456 / 3.5	3.5	4.0	285 / 2618	D	WAIT
20	WSCR	SPRTS	233 / 2.0	1.9	1.6	2.9	2.5	2.1	3355 / 4.8	4.1	3.8	244 / 3632	H	WSCR
21	WXRT-F	AOR-P	227 / 1.9	2.5	2.9	2.9	2.8	2.6	4307 / 6.2	7.6	7.4	233 / 4484	I	WXRT-F
22	WOJO-F	SP	209 / 1.8	2.0	2.9	2.7	3.2	2.3	3280 / 4.7	6.0	5.4	211 / 3309	I	WOJO-F
23	WNIB-F	CL	202 / 1.7	1.4	1.7	1.6	1.6	1.6	3879 / 5.3	4.8	5.2	208 / 3790	E	WNIB-F
24	WGCI	B/O	199 / 1.7	1.2	1.4	1.2	1.1	1.4	2403 / 3.4	3.3	3.0	199 / 2403	*	WGCI
25	WLUP-F	AOR	181 / 1.5	1.8	2.0	2.1	2.1	1.9	5503 / 7.9	9.8	8.0	187 / 5674	J	WLUP-F
26	WFMT-F	CL	147 / 1.2	1.3	1.5	1.4	1.6	1.4	3040 / 4.3	4.3	4.7	149 / 3126	E	WFMT-F
27	WMVP	T	127 / 1.1	1.4	1.4	1.1	1.0	1.3	3313 / 4.7	7.5	4.0	140 / 3594	H	WMVP

12+ FM Share (Metro): 70.96 % (7413 of 10446) (Fall 96: 69.40 %)

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

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

CHICAGO

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	668 (4)	668 (4)	6.4 %	8.5 %
AOR/Classic/NR	0 (0)	1752 (7)	1752 (7)	16.8 %	13.7 %
Black/Urban	303 (2)	1365 (2)	1668 (4)	16.0 %	15.9 %
CHR	0 (0)	551 (1)	551 (1)	5.3 %	5.1 %
Classical	0 (0)	352 (3)	352 (3)	3.4 %	3.7 %
Country	0 (0)	485 (2)	485 (2)	4.6 %	4.2 %
Full Service	720 (1)	0 (0)	720 (1)	6.9 %	6.6 %
Hispanic	163 (3)	580 (4)	743 (7)	7.1 %	6.7 %
Jazz	0 (0)	574 (1)	574 (1)	5.5 %	4.4 %
News/Talk	1344 (4)	0 (0)	1344 (4)	12.9 %	12.9 %
Oldies	0 (0)	409 (1)	409 (1)	3.9 %	5.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	143 (2)	143 (2)	1.4 %	0.8 %
Soft AC/EZ	0 (0)	534 (1)	534 (1)	5.1 %	5.4 %
Sports	233 (1)	0 (0)	233 (1)	2.2 %	1.8 %
Standards	270 (1)	0 (0)	270 (1)	2.6 %	2.5 %
Totals	3033 (12)	7413 (28)	10446 (40)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCCQ-F	C	98.3	Crest Hill	0.5	1.5	79 1148
WIL-F	AOR	95.1	Kenosha, WI	0.3	1.4	58 1225
WIND	SP	560	Chicago	0.5	1.3	62 979
WLXX	SP	1200	Chicago	0.5	1.0	55 672
WNIZ-F	CL	96.9	Zion, IL	0.0	0.2	4 201
WRZA-FF	SP	99.9	Kankakee	0.6	1.5	77 1114
WTAQ	SP	1300	La Grange	0.4	1.4	51 985
WVON	B	1450	Cicero	0.9	1.0	104 664
WXLC-F	AC	102.3	Waukegan	0.3	1.8	38 1286
WYBA-F	B/G	106.3	Lansing	0.5	2.1	64 1457
WYCA-F	REL	92.3	Hammond, IN	0.7	1.7	79 1221
WZSR-F	AC	105.5	Woodstock	0.4	1.0	46 753

Consolidation Report	12+	25-54	Revenue
Bonneville	5.9 %	7.5 %	11.1 %
WVON-FM, WPNT-FM, WTMX-FM			
CBS	23.6 %	24.9 %	33.6 %
WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM, WXRT-FM			
Chancellor	22.1 %	23.9 %	26.6 %
WGCI-AM, WGCI-FM, WMVP-AM, WNUA-FM, WRCX-FM, WVAZ-FM			
Hefel	2.7 %	3.2 %	4.6 %
WIND-AM, WLXX-AM, WOJO-FM			
Totals	54.4 %	59.5 %	75.9 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	— WZSR-F Crystal Lake
WBBM	780	50 kw	News	CBS	\$250.00	Interep: CBS
WGCI	1390	5 kw (DA-2)	Black Oldies	AURN	—	Mc-Guild Chancellor
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman Tribune Co.
WLS	890	50 kw	Talk	ABC	\$130.00	Katz ABC/Disney
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$230.00	Group W CBS
WMVP	1000	50 kw (DA-2)	Talk	SBUSA, ABC	\$100.00	Christal Chancellor
WSCR	1160	50 kw/5 kw (DA-2)	Sports	—	\$125.00	CBS CBS

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00	CBS CBS	
WCKG	105.9	4.1 kw @ 1581	Classic AOR	Source	\$188.00	CBS CBS	Elmwood Park
WFMT	98.7	15.5 kw @ 1174	Classical	—	\$110.00	—	
WGCI	107.5	33 kw @ 603	Black	—	\$350.00	Mc-Guild Chancellor	
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd	\$325.00	Infinity CBS	
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock	Source	\$230.00	D&R Emmis	
WLEY	107.9	21 kw @ 761	Hispanic	—	—	Caballero SBS	Aurora
WLIT	93.9	4 kw @ 1581	Soft AC	—	\$325.00	Christal Chancellor	
WLUP	97.9	6 kw @ 1174	New Rock	—	\$340.00	Sentry Bonneville	
WNIB	97.1	8.4 kw @ 1190	Classical	—	\$125.00	Allied	
WNND	100.3	8.3 kw @ 1174	AC	—	\$178.00	Sentry Bonneville	
WNUA	95.5	8.3 kw @ 1174	Jazz	—	\$255.00	Eastman Chancellor	
WOJO	105.1	8.3 kw @ 1174	Hispanic	—	\$175.00	Katz Hisp. Hefel	Evanston
WRCX	103.5	4.1 kw @ 1575	AOR	—	\$225.00	Eastman Chancellor	
WTMX	101.9	4.2 kw @ 1558	AC	—	\$190.00	Sentry Bonneville	Skokie
WUSN	99.5	8.3 kw @ 1174	Country	Westwd	\$340.00	CBS CBS	
WVAZ	102.7	6 kw @ 1174	Black AC	UPI, ABC	\$280.00	Eastman Chancellor	Oak Park
WXCD	94.7	4.4 kw @ 1529	Classic AOR	ABC	\$150.00	Katz ABC/Disney	
WXRT	93.1	6.7 kw @ 1308	Progressive AOR	—	\$270.00	CBS CBS	

CHICAGO

Notes: * WGCI billings included with WGCI-F . . . 8/97 WEJM (950) sold by Douglas to 1-on-1 Sports for \$10,000,000 . . . 9/97 WEJM changed from Black to 1-on-1 Sports as WIDB . . . 10/97 WPNT-F changed from AC/CHR to AC as "Windy 100.3" . . . 11/97 WPNT-F changed calls to WNND-F . . . 11/97 WSBC (1240) sold to Newsweb Corp. (Ch. 50) for \$5,500,000 . . . 11/97 WCFJ (1470; Chicago Hts., IL) sold to Newsweb Corp. for \$425,000 . . . 1/98 WEMG-F (102.3; Crete, IL) returned to the air as Black Gospel WYAA-F . . . 2/98 WVVX-F (103.1; Highland Park) & WJDK-F (103.1; Morris-Joliet) changed to simulcast Black Oldies

Jim Duncan

Comments: Listening levels are down slightly . . . WNUA-F was the big winner with its highest 12+ share ever and one of the best showings ever for a major-market Smooth Jazz station . . . WLUP-F is disappearing – now down to a 1.5 . . . SBS's WLEY-F is showing good growth . . . WXRT-F has its lowest share in (probably) decades

CINCINNATI

Arbitron Rank: 25 Pop (12+): 1,579,400	Stations: 29 / 22	Last Year's Revenue: \$90,200,000
MSA Rank: 31	Diaries: 2,991/528:1/52.8%	Household Income: \$43,877
MSA Pop: 1,930,000	Sample Target: 2,860	Total Retail Sales: \$19.0 Bil.
DMA: 29	% Below Line: 4.5	#1 Biller: WLW \$19,500,000
Average Persons Rating: 15.1	% Not Listed: 12.9	#1 Billing Portfolio: Jacor \$43,900,000
Market TSL In Hours: 20.00	Pop per Station: 71,791	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WUBE-F	C	223 / 9.4	9.9	8.6	9.6	9.9	9.4	3440 / 21.8	18.6	20.8	240 / 3761	I WUBE-F
2 WLW	FS/T	205 / 8.6	9.5	9.5	10.3	9.3	9.5	3388 / 21.5	24.4	26.1	237 / 3846	J WLW
3 WEBN-F	AOR	191 / 8.0	7.9	7.9	8.9	9.4	8.2	3049 / 19.3	18.3	21.0	205 / 3298	H WEBN-F
4 WGRR-F	O	147 / 6.2	5.6	6.6	5.9	6.2	6.1	2309 / 14.6	15.4	14.4	158 / 2593	G WGRR-F
5 WKRQ-F	CHR	142 / 6.0	7.1	7.0	6.3	6.5	6.6	3353 / 21.2	23.4	21.1	150 / 3638	H WKRQ-F
6 WIZF-F	B	139 / 5.8	6.2	5.8	5.0	6.2	5.7	1910 / 12.1	12.1	11.3	139 / 1913	F WIZF-F
7 WRRM-F	SAC	134 / 5.6	5.7	5.7	6.0	4.6	5.8	2163 / 13.7	15.2	13.5	147 / 2318	G WRRM-F
8 WKRC	T	114 / 4.8	4.5	4.1	5.0	5.2	4.6	1821 / 10.3	11.4	12.7	119 / 1706	G WKRC
9 WOFX-F	CL AOR	110 / 4.6	5.3	4.2	3.8	4.2	4.5	2413 / 15.3	15.9	14.3	124 / 2751	D WOFX-F
10 WVMX-F	AC/CHR	101 / 4.2	4.3	3.6	3.8	3.5	4.0	1990 / 12.6	12.4	12.1	110 / 2188	F WVMX-F
11 WYGY-F	C	95 / 4.0	3.5	3.3	3.0	4.1	3.4	1842 / 11.7	10.5	12.8	106 / 1991	E WYGY-F
12 WSAI	ST	84 / 3.5	3.8	3.9	4.3	4.1	3.9	928 / 5.9	7.0	7.1	90 / 986	D WSAI
13 WVAE-F	J	78 / 3.3	3.3	3.4	3.9	3.9	3.5	1529 / 9.7	9.2	9.3	84 / 1615	E WVAE-F
14 WAQZ-F	AOR-NR	52 / 2.2	2.1	2.3	2.0	1.9	2.2	1521 / 9.6	9.6	8.0	52 / 1552	C WAQZ-F
15 WAKW-F	REL	49 / 2.1	1.2	2.1	1.6	1.4	1.7	871 / 5.5	6.0	4.8	51 / 924	WAKW-F

12+ FM Share (Metro): 76.79 % (1591 of 2072) (Fall 96: 76.23 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WVMX-F	1 WUBE-F	1 WUBE-F	1 WUBE-F	1 WUBE-F <	1 WEBN-F >>	1 WEBN-F >>	1 WEBN-F >>	1 WEBN-F >	1 WLW <	1 WUBE-F <
WUBE-F	2 WKRQ-F <	2 WKRQ-F	2 WKRQ-F <	2 WRRM-F	2 WIZF-F <	2 WOFX-F	2 WLW	2 WLW <	2 WEBN-F	2 WLW
3 WEBN-F	3 WVMX-F	3 WIZF-F <	3 WVMX-F <	3 WGRR-F	3 WOFX-F <	3 WUBE-F <	3 WUBE-F	3 WOFX-F <	3 WUBE-F	3 WIZF-F
WKRQ-F	4 WIZF-F	4 WVMX-F >	4 WRRM-F	4 WKRQ-F <	4 WKRQ-F >	4 WLW	WOFX-F >	4 WUBE-F >>	4 WOFX-F >	4 WEBN-F
5 WIZF-F	5 WEBN-F	5 WYGY-F <	5 WGRR-F	5 WVMX-F	5 WUBE-F	5 WIZF-F	5 WVMX-F	5 WIZF-F	5 WRRM-F >	
6 WAQZ-F	6 WYGY-F <	6 WEBN-F	WIZF-F	6 WIZF-F	6 WAQZ-F	6 WKRQ-F	6 WIZF-F	6 WGRR-F		
7 WYGY-F	7 WAQZ-F		7 WEBN-F	7 WYGY-F				WKRQ-F <		
			8 WYGY-F >					8 WYGY-F		

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WBOB	SPRTS	1160	Florence, KY	0.9	3.8	21	601	WGTZ-F	CHR	92.9	Eaton, OH	1.0	3.9	36	1027
WCIN	B	1480	Cincinnati	0.9	2.2	22	341	WHKO-F	C	99.1	Dayton	1.1	4.9	76	1424
WCVG	G	1320	Covington, KY	0.5	1.2	13	189	WVMX-F	AC	107.7	Dayton	0.4	1.1	15	330
WIOK-F	REL	107.5	Falmouth, KY	0.3	1.0	12	228	WPFB	ST	910	Middletown, OH	0.4	1.3	10	232
WMMA-F	O	97.3	Lebanon, OH	0.7	2.1	17	352	WPFB-F	C	105.9	Middletown, OH	0.8	3.7	22	643
WNLT-F	REL	104.3	Harrison, OH	0.4	1.5	9	243	WROU-F	B	92.1	W. Carrollton, OH	0.4	1.4	11	236
WNOP	J	740	Newport, KY	0.5	0.6	13	95	WTUE-F	AOR	104.7	Dayton	0.5	2.3	27	669

CINCINNATI

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	110 (2)	110 (2)	5.3 %	4.0 %	CBS	12.9 %	13.8 %	15.4 %
AOR/Classic/NR	0 (0)	365 (4)	365 (4)	17.6 %	18.5 %	WGRR-FM, WKRC-FM, WMMA-FM			
Black/Urban	22 (1)	149 (2)	171 (3)	8.3 %	8.1 %	Chancellor	16.1 %	18.3 %	15.2 %
CHR	0 (0)	165 (2)	165 (2)	8.0 %	8.3 %	WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	30.2 %	31.7 %	48.7 %
Country	0 (0)	361 (4)	361 (4)	17.4 %	18.9 %	WEBN-FM, WKRC-AM, WLW-AM, WOFX-FM, WVMX-FM			
Full Service	205 (1)	0 (0)	205 (1)	9.9 %	10.6 %	Local, SMA to Jacor	5.7 %	2.7 %	4.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WAQZ-FM, WCKY-AM, WSAI-AM			
Jazz	13 (1)	78 (1)	91 (2)	4.4 %	4.5 %	Susquehanna	8.9 %	11.1 %	10.1 %
News/Talk	114 (1)	0 (0)	114 (1)	5.5 %	6.0 %	WRRM-FM, WVAE-FM			
Oldies	0 (0)	163 (2)	163 (2)	7.9 %	7.5 %		73.8 %	77.6 %	94.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	13 (1)	66 (3)	79 (4)	3.8 %	2.7 %				
Soft AC/EZ	0 (0)	134 (1)	134 (1)	6.5 %	5.2 %				
Sports	21 (1)	0 (0)	21 (1)	1.0 %	0.7 %				
Standards	93 (2)	0 (0)	93 (2)	4.5 %	5.1 %				
Totals	481 (8)	1591 (21)	2072 (29)						

AM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency
WKRC	550	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$103.00	Eastman Jacor
WLW	700	50 kw	Full Service/Talk	ABC, AP	\$260.00	Eastman Jacor
WSAI	1530	50 kw (DA-N)	Standards	CBS, Westwd	\$55.00	Eastman

FM Stations

Station	Power	Frequency	Format	Owner	Advertiser	Agency	Location
WAKW	93.3	50 kw @ 495	Religion	\$ NA	—	Pillar of Fire	
WAQZ	107.1	2.8 kw @ 874	AOR-New Rock	\$ 35.00	K&P	WSAI	Milford
WEBN	102.7	16.5 kw @ 905	AOR	\$169.00	Eastman	Jacor	
WGRR	103.5	10 kw @ 1037	Oldies	\$130.00	Mc-Guild	CBS	Hamilton
WIZF	100.9	1.25 kw @ 508	Black	\$78.00	D&R	Blue Chip	Erlanger, KY
WKRC	101.9	16.2 kw @ 874	CHR	ABC	\$150.00	Katz	CBS
WOFX	92.5	15.8 kw @ 905	Classic AOR	\$80.00	Eastman	Jacor	
WRRM	98.5	18 kw @ 808	Soft AC	\$109.00	Allied	Susquehanna	
WUBE	105.1	14.5 kw @ 920	Country	\$180.00	Christal	Chancellor	
WVAE	94.9	10.5 kw @ 1056	Jazz	\$ 72.00	Katz	Susquehanna	Fairfield
WVMX	94.1	32 kw @ 600	AC/CHR	ABC	\$ 88.00	Allied	Jacor
WYGY	96.5	19.5 kw @ 810	Country	\$74.00	Christal	Chancellor	Hamilton

Notes: 9/97 WWNK-F changed from AC to Hot AC (AC/CHR) as WVMX-F ("Mix 94.1") immediately after the Summer survey's end . . . 10/97 American Radio Systems sold these stations to CBS: WGRR-F for \$52,000,000; WKRC-F for \$56,000,000; WMMA-F for \$4,000,000 . . . 11/97 WMMA-F changed from Oldies to Classic Hits as "Alex @ 97.3" . . . 12/97 WAZU (1360) changed calls to WCKY; remains CNN News/brokered Talk . . . 1/98 WUBE (1230) changed from Standards to Sports as "Bob 2" . . . 1/98 WCKY (1360) changed from CNN News/brokered Talk to Sports

Jim Duncan

Comments: Listening levels are down slightly . . . Losing the rights to the Bengals (to WUBE-F/WBOB) only had a modest ratings effect on WLW . . . WEBN-F seems to have found a base at an eight share

CLEVELAND

Arbitron Rank: 23 **Pop (12+):** 1,770,200
MSA Rank: 21
MSA Pop: 2,220,000
DMA: 13
Average Persons Rating: 16.8
Market TSL in Hours: 22.00

Stations: 26 / 22
Diaries: 3,163/560:1/56.5%
Sample Target: 3,080
% Below Line: 2.3
% Not Listed: 11.2
Pop per Station: 80,464

Last Year's Revenue: \$80,100,000
Household Income: \$42,542
Total Retail Sales: \$21.3 Bil.
#1 Biller: WMJI-FM \$9,425,000
#1 Billing Portfolio: Jacor \$37,460,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	WIn 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WZAK-F	B	295 / 9.9	8.7	8.0	8.2	9.0	8.7	2920 / 16.5	15.0	15.2	341 / 3749	H	WZAK-F
2	WMJI-F	O	240 / 8.0	8.0	8.7	8.8	7.8	8.4	3519 / 19.9	22.5	20.0	315 / 5099	H	WMJI-F
3	WGAR-F	C	225 / 7.5	9.1	8.3	7.5	8.7	8.1	2753 / 15.6	16.7	16.2	272 / 3739	H	WGAR-F
4	WNCX-F	CL AOR	207 / 6.9	6.7	5.6	6.2	6.4	6.4	3217 / 18.2	16.8	17.4	298 / 4749	H	WNCX-F
5	WDOK-F	SAC	206 / 6.9	5.7	6.8	6.5	5.7	6.5	2970 / 16.8	16.9	16.3	271 / 4033	H	WDOK-F
6	WZJM-F	CHR	179 / 6.0	5.2	5.0	5.6	4.4	5.5	3338 / 18.9	17.8	15.7	199 / 3970	D	WZJM-F
7	WRMR	ST	163 / 5.5	6.2	5.5	5.4	7.1	5.6	1807 / 10.2	9.7	10.4	207 / 3205	D	WRMR
8	WQAL-F	AC/CHR	148 / 5.0	6.2	5.6	5.8	4.8	5.6	3009 / 17.0	17.1	17.8	195 / 4224	G	WQAL-F
9	WKNR	SPRTS	135 / 4.5	4.7	5.0	2.7	4.2	4.2	2875 / 16.2	18.3	15.3	176 / 3823	D	WKNR
10	WMMS-F	AOR-NR	132 / 4.4	4.8	4.5	4.8	5.4	4.6	2402 / 13.6	13.9	16.8	184 / 3566	G	WMMS-F
11	WTAM	N/T	128 / 4.3	4.7	4.5	5.3	4.7	4.7	2372 / 13.4	11.3	12.5	174 / 3335	E	WTAM
12	WNWV-F	J	120 / 4.0	3.6	3.9	3.6	3.9	3.8	1794 / 10.1	10.1	9.4	145 / 2287	D	WNWV-F
13	WMVX-F	AC/CHR	99 / 3.3	4.3	4.1	4.4	3.7	4.0	2149 / 12.1	12.2	12.9	127 / 2933	H	WMVX-F
14	WCLV-F	CL	86 / 2.9	2.1	2.3	3.3	3.0	2.6	1437 / 8.1	6.1	7.9	96 / 1727	D	WCLV-F
15	WENZ-F	AOR-NR	60 / 2.0	1.7	2.1	1.6	2.3	1.9	1648 / 9.3	9.1	11.1	98 / 2652	D	WENZ-F
16	WJMO	B/O	52 / 1.7	1.7	1.8	1.6	2.1	1.7	849 / 4.8	4.8	4.5	52 / 855	B	WJMO
17	WABQ	B/G	30 / 1.0	1.2	1.7	1.7	1.1	1.4	333 / 1.9	2.5	1.7	30 / 339		WABQ

12+ FM Share (Metro): 78.52 % (2080 of 2649) (Fall 96: 76.71 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEOL	ST	930 Elyria	0.7 2.6 21 500
WERE	N/T	1300 Cleveland	0.6 2.9 18 536
WJTB	B	1040 N. Ridgeville	0.4 0.6 11 106
WMIH	REL	1260 Cleveland	0.4 1.6 12 307
WZLE-F	REL	104.9 Lorain	0.5 1.8 17 390

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKDD-F	CHR/AC	96.5 Akron	0.7 4.4 101 2217
WKKY-F	C	104.7 Geneva	0.3 1.0 29 420
WONE-F	AOR	97.5 Akron	0.6 3.9 103 2381
WOMX-F	C	94.9 Medina	0.7 3.2 130 2268

CLEVELAND

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	247 (2)	247 (2)	9.3 %	9.5 %	Clear Channel	9.5 %	12.0 %	12.8 %
AOR/Classic/NR	0 (0)	416 (4)	416 (4)	15.7 %	17.2 %	WENZ-FM, WERE-AM, WNCX-FM			
Black/Urban	63 (2)	295 (1)	358 (3)	13.5 %	12.5 %	Jacor	32.0 %	35.7 %	45.5 %
CHR	0 (0)	200 (2)	200 (2)	7.6 %	5.6 %	WGAR-FM, WKNR-AM, WMJI-FM, WMMS-FM, WMVX-FM, WTAM-AM			
Classical	0 (0)	86 (1)	86 (1)	3.2 %	3.4 %	Zapis	17.6 %	16.0 %	15.8 %
Country	0 (0)	255 (3)	255 (3)	9.6 %	11.0 %	WJMO-AM, WZAK-FM, WZJM-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		59.1 %	63.7 %	74.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	120 (1)	120 (1)	4.5 %	4.3 %				
News/Talk	146 (2)	0 (0)	146 (2)	5.5 %	5.7 %				
Oldies	0 (0)	240 (1)	240 (1)	9.1 %	8.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
Religion/Gospel	42 (2)	15 (1)	57 (3)	2.2 %	2.0 %				
Soft AC/EZ	0 (0)	206 (1)	206 (1)	7.8 %	6.4 %				
Sports	135 (1)	0 (0)	135 (1)	5.1 %	4.7 %				
Standards	183 (2)	0 (0)	183 (2)	6.9 %	8.5 %				
Totals	569 (9)	2080 (17)	2649 (26)						

AM Stations

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

FM Stations

Station	Frequency	Power	Format	Source	Revenue	Advertiser	Agency
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espnl	Media One
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$50.00	Clr Chnl	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Jacor
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Guild	Jacor
WMMS	100.7	32 kw @ 600	AOR-New Rock	Westwd, Source	\$120.00	Katz	Jacor
WMVX	106.5	11.5 kw @ 1037	AC/CHR	AP	\$145.00	Christal	Jacor
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$153.00	Clr Chnl	Clear Channel
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Allied	WEOL
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$115.00	Banner	Fairfield/ML
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Zapis
WZJM	92.3	40 kw @ 548	CHR	ABC	\$53.00	D&R	Zapis

Notes: 8/97 Controlling interest in WJMO/WZJM-F sold to Zapis for \$735,000 . . . 8/97 WKNR sold by Cablevision to Jacor for \$8,400,000 (Star) . . . 10/97 WLTF-F changed from AC to AC/CHR as WMVX-F ("Mix 106.5") . . . 10/97 Nationwide sold these stations to Jacor: WGAR-F for \$40,000,000; WMJI-F for \$46,000,000; WMMS-F for \$26,000,000 (Stevens)

Jim Duncan

Comments: Listening levels are fairly steady . . . WZAK-F leads 12+ for the first time since last Fall . . . WNCX-F has its highest share in more than two years while WMMS-F has its lowest share . . . WZJM-F is at its highest share in many years . . . WNWV-F is up to its highest share since Summer 96

COLORADO SPRINGS

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	49 (2)	49 (2)	9.9 %	5.0 %
AOR/Classic/NR	0 (0)	96 (2)	96 (2)	19.4 %	16.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	63 (2)	63 (2)	12.7 %	13.9 %
Classical	0 (0)	3 (1)	3 (1)	0.6 %	0.4 %
Country	0 (0)	94 (3)	94 (3)	19.0 %	18.6 %
Full Service	25 (2)	0 (0)	25 (2)	5.1 %	4.3 %
Hispanic	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Jazz	0 (0)	22 (1)	22 (1)	4.4 %	4.3 %
News/Talk	45 (3)	0 (0)	45 (3)	9.1 %	8.7 %
Oldies	0 (0)	28 (2)	28 (2)	5.7 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	20 (3)	20 (3)	4.0 %	5.2 %
Soft AC/EZ	0 (0)	26 (1)	26 (1)	5.3 %	12.5 %
Sports	7 (1)	0 (0)	7 (1)	1.4 %	0.0 %
Standards	15 (2)	0 (0)	15 (2)	3.0 %	3.9 %
Totals	94 (9)	401 (17)	495 (26)		

Consolidation Report	12+	25-54	Revenue
Citadel	23.1 %	22.7 %	33.1 %
Local	1.4 %	0.3 %	1.5 %
KCBR-AM, KCMN-AM			
Triathlon	16.7 %	16.8 %	24.2 %
KSPZ-FM, KTWK-AM, KFOR-AM, KVUU-FM			
Country	0 (0)	0 (0)	0 (0)
Full Service	25 (2)	0 (0)	25 (2)
Hispanic	2 (1)	0 (0)	2 (1)
Jazz	0 (0)	22 (1)	22 (1)
News/Talk	45 (3)	0 (0)	45 (3)
Oldies	0 (0)	28 (2)	28 (2)
Others/Unknown	0 (0)	0 (0)	0 (0)
Religion/Gospel	0 (0)	20 (3)	20 (3)
Soft AC/EZ	0 (0)	26 (1)	26 (1)
Sports	7 (1)	0 (0)	7 (1)
Standards	15 (2)	0 (0)	15 (2)

AM Stations

Station	Format	Power	Revenue	Notes
KCMN	Standards	1530 1 kw (Days)	\$20.00	CNN, Westwd
KRDO	Sports	1240 1 kw	\$12.00	ABC, 1-cn-1
KTWK	Standards	740 3.3 kw/1.5 kw (DA-2)	\$ NA	
KFOR	News/Talk	1300 5 kw/1 kw	\$30.00	ABC, CBS, CNN

FM Stations

Station	Format	Power	Revenue	Notes
KILC	AOR	94.3 83 kw @ 2110	\$32.00	Eastman
KKCS	Country	101.9 72 kw @ 2280	\$75.00	Katz
KKFM	AOR-Classic	98.1 71 kw @ 2290	\$56.00	Mc-Guild
KKLI	Soft AC	106.3 1.6 kw @ 2224	\$30.00	Mc-Guild
KKMG	CHR	98.9 70 kw @ 2300	\$40.00	Mc-Guild
KRDO	AC	95.1 96 kw @ 2010	\$21.00	D&R
KSKX	Jazz	105.5 0.4 kw @ 2228	\$ NA	D&R
KSPZ	Oldies	92.9 72 kw @ 2130	\$38.00	Katz
KVUU	AC	99.9 68 kw @ 2000	\$30.00	Katz

Notes: KOA - See Denver

Jim Duncan Comments: There's been a moderate decline in listening levels (-7% versus last year) . . . KFOR recovered from a string of weak books . . . KSPZ-F resumed its downturn after a strong Summer book

COLORADO SPRINGS

Arbitron Rank: 94 Pop (12+):	392,700	Stations:	26 / 17
MSA Rank:	104	Diaries:	1,361/289/1/54.1%
MSA Pop:	487,000	Sample Target:	1,360
DMA:	97 (w/Pueblo)	% Below Line:	15.5
Average Persons Rating:	14.7	% Not Listed:	14.5
Market TSL In Hours:	19.75	Pop per Station:	23,100
		Citadel \$5,400,000	

12+ Metro	Format	Fall 97	1/4 Share	Sum 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Sp9 97	Fall 96	12+ TSA Revenue
1 KKMGF	AOR/CL	58 / 10.9	10.9	10.3	10.2	11.3	10.4	937 / 23.9	25.6	89 / 14.18	1418 C
2 KKF-M	AOR	50 / 8.6	9.8	9.0	10.0	8.4	9.4	749 / 19.1	19.9	72 / 1048	D
3 KLO-F	C	46 / 7.9	8.1	8.2	8.4	8.2	8.2	643 / 16.4	17.0	56 / 781	C
5 KCCY-F	C	43 / 7.4	7.4	5.3	6.4	6.9	6.6	649 / 16.5	17.0	81 / 1122	B
6 KVOR	N/T	35 / 6.0	3.9	4.2	5.1	5.5	4.8	552 / 14.1	11.4	35 / 571	C
7 KVU-F	AC	29 / 5.0	5.3	5.1	5.4	5.2	4.4	692 / 17.6	16.0	39 / 912	C
8 KSPZ-F	O	26 / 4.5	6.2	4.8	4.9	5.2	5.1	502 / 12.8	15.5	31 / 598	C
10 KLA-F	SAC	26 / 4.5	4.2	6.4	4.3	6.0	4.8	384 / 9.8	13.1	32 / 492	C
10 KOA	T/F/S	23 / 4.0	5.3	4.8	3.3	3.7	4.3	464 / 11.8	11.9	39 / 764	KOA
11 KSKX-F	J	22 / 3.8	3.9	4.5	4.4	3.7	4.1	366 / 9.3	9.5	25 / 432	A
12 KRDO-F	AC	20 / 3.5	2.8	3.5	4.4	4.8	3.5	351 / 8.9	10.8	28 / 484	B

12+ FM Share (Metro): 81.01 % (401 of 495) (Fall 96: 81.97 %)

Teens	18-34	18-49	25-49	25-54	35+	Men 18-24	Men 18-34	Men 18-49	Men 25-34	Men 25-54	Men 18-49	Men 25-54	12+ Ov/nite
1 KKMGF >>	1 KLO-F <	1 KKF-M	1 KKF-M	1 KKF-M	1 KCS-F	1 KCS-F	1 KCS-F	1 KCF-M	1 KCF-M	1 KCF-M	1 KCF-M	1 KCF-M	1 KCF-M
2 KLO-F >>	2 KLO-F <	2 KCCY-F	2 KCCY-F	2 KCCY-F	2 KVOR	2 KVOR	2 KMG-F	2 KLO-F	2 KLO-F	2 KLO-F	2 KLO-F	2 KCCY-F	2 KVOR
3 KCF-M >	3 KCF-M >	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M	3 KCF-M
4 KVU-F >	4 KVU-F >	4 KVU-F	4 KLO-F	4 KLO-F	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M
4 KKL-F	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	5 KOA	5 KOA	5 KOA	5 KOA	5 KOA	5 KOA	5 KOA	5 KOA	5 KOA
4 KCF-M >>	4 KCF-M	4 KCF-M	4 KCF-M	4 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M	5 KCF-M
6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F	6 KLO-F
7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F
8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F

Other Rated Stations	Share Rating	Metro Cume	TSA
KBIO-F	REL	102.7	Manitou Springs
KCMN	ST	1530	Colorado Springs
KGFT-F	REL	100.7	Pueblo
KKCS	T	1460	Colorado Springs
KPRZ-F	REL	96.1	Fountain
KRDO	SPRTS	1240	Colorado Springs
KTWK	ST	740	Colorado Springs
KZFX-F	C	104.5	Pueblo
KVDF-F	CL	92.5	Greeley
KRMX	SP	690	Pueblo
KQKS-F	CHR	107.5	Lakewood
KHOW	T	630	Denver
KGHF	ST/F/S	1350	Pueblo
KDZ-F	O	107.9	Pueblo
Other Rated Stations--Outside Market	Share Rating	Metro Cume	TSA
1 KKMGF <	1 KCF-M	1 KCF-M	1 KCF-M
2 KLO-F >	2 KLO-F	2 KLO-F	2 KLO-F
3 KCCY-F >	3 KCCY-F	3 KCCY-F	3 KCCY-F
4 KCF-M >	4 KCF-M	4 KCF-M	4 KCF-M
5 KOA	5 KOA	5 KOA	5 KOA
6 KVOR	6 KVOR	6 KVOR	6 KVOR
7 KSPZ-F >	7 KSPZ-F	7 KSPZ-F	7 KSPZ-F
8 KRD-F	8 KRD-F	8 KRD-F	8 KRD-F

COLUMBIA, SC

Arbltron Rank: 90 Pop (12+): 412,700
 MSA Rank: 101
 MSA Pop: 500,000
 DMA: 89
 Average Persons Rating: 15.7
 Market TSL in Hours: 20.50

Stations: 20 / 19
 Diaries: 1,502/275:1/48.9%
 Sample Target: 1,450
 % Below Line: 0.5
 % Not Listed: 15.1
 Pop per Station: 21,721

Last Year's Revenue: \$21,800,000
 Household Income: \$39,991
 Total Retail Sales: \$4.6 Bil.
 #1 Biller: WWDM-F \$4,200,000
 #1 Billing Portfolio:
 Capstar \$9,425,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WWDM-F	B	104 / 16.1	13.3	16.6	17.8	18.2	15.9	946 / 22.9	24.3	25.5	168 / 1847	F	WWDM-F
2	WCOS-F	C	70 / 10.8	11.1	9.3	9.8	11.1	10.3	881 / 21.3	20.3	20.8	115 / 1571	E	WCOS-F
3	WNOK-F	CHR	86 / 10.2	9.1	8.2	7.3	8.2	8.7	1036 / 25.1	23.2	22.8	91 / 1529	D	WNOK-F
4	WTCB-F	AC	43 / 6.6	4.5	7.2	7.4	6.5	6.4	630 / 15.3	17.0	15.4	67 / 844	E	WTCB-F
5	WMFX-F	AOR/CL	42 / 6.5	7.0	7.7	6.3	6.1	6.9	638 / 15.5	16.3	14.2	55 / 792	C	WMFX-F
6	WSCQ-F	ST/EZ	37 / 5.7	5.3	5.0	6.0	5.2	5.5	451 / 10.9	10.1	11.2	42 / 486	B	WSCQ-F
7	WVOC	N/T	32 / 4.9	5.0	4.1	5.4	5.3	4.9	544 / 13.2	11.6	15.2	40 / 712	C	WVOC
8	WFMV-F	B/G	31 / 4.8	7.1	6.1	6.4	5.2	6.1	462 / 11.2	12.6	10.7	41 / 634	B	WFMV-F
9	WOMG-F	O	30 / 4.6	4.8	5.5	4.8	5.3	4.9	604 / 14.6	15.9	14.1	33 / 690	B	WOMG-F
10	WARQ-F	AOR-NR	26 / 4.0	4.1	6.3	5.3	5.0	4.9	571 / 13.8	15.2	14.2	27 / 603	B	WARQ-F
11	WCOS	SPRTS	14 / 2.2	0.9	1.0	1.0	1.2	1.3	236 / 5.7	4.0	3.8	17 / 282	A	WCOS
12	WLXC-F	B	11 / 1.7	2.9	1.9	1.0	1.2	1.9	235 / 5.7	4.9	4.7	12 / 272	A	WLXC-F
13	WHKZ-F	C	10 / 1.5	3.2	1.6	2.0	2.4	2.1	317 / 7.7	7.5	8.7	11 / 356	B	WHKZ-F
14	WOIC	B/O	9 / 1.4	2.3	1.9	2.2	1.8	1.9	156 / 3.8	3.7	4.9	13 / 204	A	WOIC
15	WISW	N	8 / 1.2	1.1	1.0	1.3	1.1	1.2	277 / 6.7	5.7	5.4	8 / 288	A	WISW

12+ FM Share (Metro): 87.61 % (481 of 549) (Fall 96: 87.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd					
1	WWDM-F >	1	WWDM-F >	1	WWDM-F >	1	WCOS-F >	1	WWDM-F >	1	WWDM-F >>	1	WWDM-F >		
2	WNOK-F >>	2	WNOK-F >	2	WNOK-F <	2	WCOS-F <	2	WNOK-F <	2	WCOS-F <	2	WNOK-F <	2	WCOS-F
3	WCOS-F >>	3	WMFX-F <	3	WMFX-F <	3	WNOK-F <	3	WWDM-F	3	WNOK-F	3	WCOS-F >>	3	WNOK-F
4	WARQ-F	4	WCOS-F <	4	WTCB-F <	4	WTCB-F	4	WMFX-F	4	WTCB-F	4	WARQ-F <	4	WFMV-F <
5	WCOS-F	5	WTCB-F >	5	WCOS-F >	5	WMFX-F >	5	WVOC	5	WSCQ-F <	5	WVOC	5	WMFX-F
6	WTCB-F	6	WOMG-F	6	WOMG-F	6	WOMG-F <	6	WOMG-F	6	WTCB-F >	6	WMFX-F <	6	WOMG-F
			WARQ-F	7	WFMV-F <	7	WVOC	7	WMFX-F <	7	WOMG-F <	7	WSCQ-F <	7	WARQ-F <
							WFMV-F >	8	WFMV-F <	8	WVOC	8	WOMG-F >	8	WFMV-F
											WFMV-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite									
1	WWDM-F	1	WWDM-F	1	WWDM-F >	1	WWDM-F >>	1	WWDM-F >	1	WWDM-F	1	WWDM-F						
2	WNOK-F >>	2	WNOK-F >>	2	WNOK-F >	2	WTCB-F <	2	WARQ-F	2	WMFX-F	2	WMFX-F	2	WCOS-F				
3	WCOS-F	3	WCOS-F	3	WMFX-F	3	WTCB-F	3	WNOK-F	3	WNOK-F	3	WNOK-F	3	WCOS-F <	3	WNOK-F >		
			WARQ-F >	4	WTCB-F	4	WCOS-F >	4	WNOK-F >	4	WMFX-F >	4	WARQ-F >	4	WARQ-F	4	WCOS-F	4	WNOK-F
5	WTCB-F	5	WMFX-F	5	WCOS-F	5	WOMG-F <	5	WOMG-F	5	WCOS-F >	5	WTCB-F	5	WVOC	5	WVOC	5	WTCB-F >
			WHKZ-F >>	6	WOMG-F	6	WFMV-F	6	WFMV-F	6	WCOS	6	WARQ-F	6	WARQ-F	6	WARQ-F	6	WARQ-F
							WFMV-F	7	WMFX-F >	7	WVOC	7	WVOC	7	WOMG-F	7	WOMG-F	7	WOMG-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDXZ-F	C	106.3	Philadelphia 0.6 1.6 5 101
WKWQ-F	B/G	93.1	Batesburg 0.6 1.6 6 143
WTGH	B/G	620	Cayce 0.8 2.5 5 116

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQKI-F	B	93.9	St Matthews 0.5 2.3 13 276

COLUMBIA, SC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	43 (1)	43 (1)	7.8 %	7.6 %	Bloomington	12.5 %	15.6 %	19.5 %
AOR/Classic/NR	0 (0)	68 (2)	68 (2)	12.4 %	12.9 %	WISW-AM, WOMG-FM, WTCB-FM			
Black/Urban	9 (1)	118 (3)	127 (4)	23.1 %	23.4 %	Capstar	35.4 %	29.2 %	42.4 %
CHR	0 (0)	66 (1)	66 (1)	12.0 %	9.6 %	WCOS-AM, WCOS-FM, WHKZ-FM, WNOK-FM, WSCQ-FM, WVOC-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Clear Channel	28.0 %	29.0 %	32.2 %
Country	0 (0)	84 (3)	84 (3)	15.3 %	15.8 %	WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		75.9 %	73.8 %	94.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	40 (2)	0 (0)	40 (2)	7.3 %	7.4 %				
Oldies	0 (0)	30 (1)	30 (1)	5.5 %	8.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	5 (1)	35 (2)	40 (3)	7.3 %	7.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	14 (1)	0 (0)	14 (1)	2.6 %	1.4 %				
Standards	0 (0)	37 (1)	37 (1)	6.7 %	6.0 %				
Totals	68 (5)	481 (14)	549 (19)						

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Station
WCOS	1400	1 kw	Sports	CNN	<20.00	Allied	Capstar
WISW	1320	5 kw/2.5 kw (DA-N)	News	AP	\$ NA	Christal	Bloomington
WOIC	1230	1 kw	Black Oldies	AURN, ABC	<20.00	Katz	Clear Channel
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	---	Capstar

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Station
WARQ	93.5	2.8 kw @ 443	New Rock		\$24.00	Clr Chnl	Clear Channel
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Mc-Guild	Capstar
WFMV	95.3	3 kw @ 328	Black Gospel	Westwd	\$21.00	D&R	S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country		\$25.00	Mc-Guild	Capstar
WLXC	98.5	6 kw @ 328	Black		\$ NA	K&P	Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic AOR		\$37.00	Clr Chnl	Clear Channel
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00	Mc-Guild	Capstar
WOMG	103.1	3 kw @ 300	Oldies		\$28.00	Christal	Bloomington
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	---	Capstar
WTCB	106.7	100 kw @ 787	AC		\$62.00	Christal	Bloomington
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Banner	Clear Channel

Notes:

Jim Duncan

Comments: WWDM-F finally breaks its string of down books . . . Listening levels are fairly steady . . . WNOK-F has its highest share in over two years . . . WTCB-F recovered from a weak Summer book

COLUMBUS, GA

Arbitron Rank: 168 Pop (12+): 203,900	Stations: 16 / 14	Last Year's Revenue: \$9,000,000
MSA Rank: 167	Diaries: 1,069/191:1/52.0%	Household Income: \$30,568
MSA Pop: 279,000	Sample Target: 900	Total Retail Sales: \$2.5 Bil.
DMA: 125	% Below Line: 3.2	#1 Biller: WFXE-F \$1,500,000
Average Persons Rating: 15.1	% Not Listed: 10.1	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 14,564	Cumulus (pend.) \$3,590,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WFXE-F	B	53 / 17.2	19.2	17.0	15.7	594 / 29.1	27.7	29.7	70 / 836	C	WFXE-F
2	WAGH-F	B/AC	38 / 11.7	9.9	6.8	10.6	424 / 20.8	19.9	18.8	42 / 536	C	WAGH-F
3	WVRK-F	AOR	35 / 11.4	8.3	9.6	10.6	400 / 19.8	16.6	17.0	67 / 853	C	WVRK-F
4	WKCN-F	C	31 / 10.1	9.6	8.0	10.0	359 / 17.8	17.8	18.7	51 / 649	C	WKCN-F
5	WGSY-F	AC	23 / 7.5	10.3	11.1	8.3	404 / 19.8	24.6	20.7	33 / 563	C	WGSY-F
6	WCGQ-F	AC/CHR	22 / 7.1	9.3	6.2	6.5	381 / 18.7	21.2	17.5	49 / 855	B	WCGQ-F
7	WOKS	B/O	14 / 4.5	4.3	5.6	5.9	210 / 10.3	8.9	11.9	14 / 231	A	WOKS
8	WRCG	T	11 / 3.8	7.0	5.3	4.4	184 / 9.0	10.7	12.0	14 / 269	B	WRCG
	WSTH-F	C	11 / 3.8	5.3	6.8	5.3	205 / 10.0	13.5	14.5	50 / 718	B	WSTH-F
	WEAM	B/G	11 / 3.8	2.7	4.6	5.3	133 / 6.5	4.4	7.1	11 / 140	A	WEAM

12+ FM Share (Metro): 83.39 % (231 of 277) (Fall 96: 80.69 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXE-F >>	1 WFXE-F	1 WFXE-F	1 WFXE-F	1 WFXE-F	1 WAGH-F <	1 WFXE-F <	1 WFXE-F	1 WFXE-F >	1 WFXE-F >>	1 WFXE-F >
2 WCGQ-F >>	2 WVRK-F >>	2 WVRK-F	WAGH-F <	WAGH-F	2 WKCN-F	2 WVRK-F <	2 WKCN-F	2 WVRK-F <	2 WAGH-F >	2 WAGH-F
	3 WCGQ-F	3 WAGH-F >	3 WVRK-F >	3 WVRK-F	3 WGSY-F	3 WAGH-F >	WVRK-F	3 WKCN-F <	3 WKCN-F <	3 WKCN-F
	WAGH-F	4 WKCN-F	4 WKCN-F	4 WKCN-F	4 WFXE-F	4 WKCN-F	4 WAGH-F	4 WAGH-F	4 WCGQ-F	WVRK-F
		WCGQ-F	5 WCGQ-F	5 WGSY-F <	5 WOKS	5 WGSY-F	5 WCGQ-F <	5 WCGQ-F <	5 WVRK-F	5 WOKS <
			6 WGSY-F >>	6 WCGQ-F >>		6 WCGQ-F >	6 WGSY-F >	6 WGSY-F >>	WZHT-F	6 WGSY-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFXE-F >>	1 WFXE-F >>	1 WFXE-F >	1 WFXE-F <	1 WAGH-F	1 WVRK-F	1 WVRK-F <	1 WVRK-F	1 WVRK-F	1 WVRK-F	1 WFXE-F >>
2 WKCN-F	2 WAGH-F	2 WAGH-F	2 WAGH-F >	2 WFXE-F	2 WFXE-F >>	2 WFXE-F >>	WFXE-F >>	2 WFXE-F >	2 WFXE-F	2 WAGH-F
WCGQ-F	3 WCGQ-F	3 WCGQ-F	3 WCGQ-F	3 WGSY-F	3 WCGQ-F	3 WKCN-F	3 WAGH-F	3 WAGH-F <	3 WAGH-F	3 WKCN-F
WVRK-F	WVRK-F	4 WVRK-F >	4 WGSY-F	4 WCGQ-F	4 WKCN-F >>	WCGQ-F	4 WKCN-F	4 WKCN-F	4 WKCN-F >	WVRK-F >
WAGH-F >>	5 WKCN-F		5 WKCN-F	5 WKCN-F		5 WAGH-F >	WCGQ-F	5 WCGQ-F >>	5 WCGQ-F	
			6 WVRK-F	6 WOKS			WZHT-F >>			
				WVRK-F >						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	45 (2)	45 (2)	16.2 %	19.3 %
AOR/Classic/NR	0 (0)	35 (1)	35 (1)	12.6 %	10.7 %
Black/Urban	14 (1)	100 (4)	114 (5)	41.2 %	35.9 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	42 (2)	42 (2)	15.2 %	16.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.7 %	1.4 %
News/Talk	11 (1)	0 (0)	11 (1)	4.0 %	5.9 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	17 (2)	7 (1)	24 (3)	8.7 %	9.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	1.4 %	1.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	46 (5)	231 (11)	277 (16)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WDAK	SPRTS	540	Columbus	1.3	4.4	5 136
WKZJ-F	B/AC	95.7	Greenville	1.0	3.2	9 118
WPNX	G	1460	Phenix City	1.9	4.5	7 119
WFJ-F	REL	93.3	Manchester	2.3	5.3	22 241

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WJZF-F	J	104.1	La Grange	0.6	1.5	5 146
WZHT-F	B	105.7	Troy, AL	2.6	7.3	29 444

COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue
Cumulus, pend. WAGH-FM, WGSY-FM, WMLF-AM, WPNX-AM, WVRK-FM	32.5 %	37.5 %	39.9 %
Davis WFXE-FM, WKZJ-FM, WOKS-AM	22.7 %	20.4 %	20.0 %
McClure WCGQ-FM, WKCN-FM, WRCG-AM	20.8 %	18.8 %	28.9 %
	76.0 %	76.7 %	88.8 %

AM Stations

WEAM	1580	2.3 kw/1 kw (DA-N)	Black Gospel	USA	\$<20.00	—	GHB
WOKS	1340	1 kw	Black Oldies	AURN	\$ NA	Katz	Davis
WRCG	1420	5 kw (DA-N)	Talk	CBS, ABC, Westwd	\$<20.00	Christal	McClure

FM Stations

WAGH	98.3	6 kw @ 328	Black AC	ABC	\$25.00	Allied	Cumulus, pend.	Ft. Mitchell, AL
WCGQ	107.3	100 kw @ 1010	AC/CHR	ABC	\$20.00	Christal	McClure	
WFXE	104.9	6 kw @ 289	Black	ABC	\$38.00	Katz	Davis	
WGSY	100.1	6 kw @ 328	AC		\$30.00	Allied	Cumulus, pend.	Phenix City, AL
WKCN	99.3	50 kw @ 492	Country		\$32.00	D&R	McClure	Lumpkin, GA
WSTH	106.1	85 kw @ 1047	Country	ABC, Westwd	\$26.00	Katz	WDAK	Alexander City, AL
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$35.00	Mc-Guild	Cumulus, pend.	

Notes: 9/97 WKZJ-F (95.7; Greenville, GA) sold to Davis for \$450,000 . . . 9/97 WPNX/WMLF (1270)/WAGH-F/WGSY-F/WVRK-F sold to Cumulus for \$14,500,000 (Sailors)

Jim Duncan

Comments: Listening levels are down slightly . . . WGSY-F has quickly slid to its lowest share in more than 2-1/2 years . . . WAGH-F and WVRK-F registered their highest shares in 2-1/2 years

COLUMBUS, OH

Arbitron Rank: 32 Pop (12+): 1,242,000	Stations: 30 / 29	Last Year's Revenue: \$63,500,000
MSA Rank: 38	Diaries: 2,559/485:1/53.4%	Household Income: \$44,677
MSA Pop: 1,460,000	Sample Target: 2,440	Total Retail Sales: \$18.1 Bil.
DMA: 34	% Below Line: 1.2	#1 Biller: WSNY-F \$9,400,000
Average Persons Rating: 14.5	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL in Hours: 19.25	Pop per Station: 42,828	Jacor (pending) \$39,250,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WNCI-F	CHR	170 / 9.4	10.1	8.8	9.5	9.0	9.5	3146 / 25.3	26.1	25.4	219 / 4206	H	WNCI-F
2	WCOL-F	C	150 / 8.3	8.9	10.0	9.7	8.0	9.2	2112 / 17.0	17.0	16.7	175 / 2504	H	WCOL-F
3	WSNY-F	AC	143 / 7.9	7.3	8.1	8.2	7.9	7.9	2304 / 18.5	20.0	18.2	154 / 2544	H	WSNY-F
4	WTVN	FS/T	129 / 7.1	6.6	6.9	7.3	7.9	7.0	2088 / 16.6	16.2	18.1	161 / 2681	H	WTVN
5	WBNS-F	O	106 / 5.9	5.5	5.2	4.4	5.3	5.2	2099 / 16.9	13.6	14.5	135 / 2643	F	WBNS-F
6	WBZX-F	AOR	96 / 5.3	5.4	5.3	4.3	5.4	5.1	1887 / 15.2	15.2	15.6	141 / 2518	G	WBZX-F
7	WLVO-F	AOR/CL	91 / 5.0	6.0	5.7	5.4	5.2	5.5	1534 / 12.4	13.7	13.6	116 / 1982	H	WLVO-F
8	WHOK-F	C	73 / 4.0	5.1	4.9	5.0	5.5	4.8	1333 / 10.7	11.2	10.8	120 / 2162	D	WHOK-F
9	WZAZ-F	AOR-P	65 / 3.6	3.8	3.6	3.1	1.8	3.5	1545 / 12.4	10.6	6.8	65 / 1560		WZAZ-F
	WJZA-F	B/AC	65 / 3.6	5.0	5.0	5.4	5.1	4.7	1085 / 8.7	9.9	9.8	67 / 1132	A	WJZA-F
11	WCKX-F	B	64 / 3.5	2.8	1.9	2.2	2.4	2.6	1076 / 8.7	6.9	7.1	66 / 1158	C	WCKX-F
12	WMNI	ST	49 / 2.7	2.8	3.2	2.6	1.1	2.8	700 / 5.6	6.2	2.7	49 / 719	A	WMNI
13	WBNS	SPRTS	44 / 2.4	1.7	1.7	1.5	2.7	1.8	1123 / 9.0	5.1	9.8	50 / 1273	C	WBNS
	WZJZ-F	J	44 / 2.4	1.9	1.6	1.5	1.4	1.9	687 / 5.5	4.1	4.2	48 / 777		WZJZ-F
15	WCLT-F	C	39 / 2.2	2.4	2.6	2.0	1.8	2.3	582 / 4.7	5.2	4.0	76 / 1072	B	WCLT-F
16	WWCD-F	AOR-NR	32 / 1.8	1.8	2.2	2.2	3.1	2.0	922 / 7.4	8.2	9.8	32 / 943	C	WWCD-F
17	WAZU-F	AOR-NR	31 / 1.7	1.4	1.7	1.3	1.0	1.5	563 / 4.5	4.1	4.2	49 / 719		WAZU-F
	WVVO	B/G	31 / 1.7	2.0	2.2	1.5	1.3	1.9	410 / 3.3	3.7	3.5	31 / 410	B	WVVO
19	WSMZ-F	B	25 / 1.4	1.0	1.2	1.1	1.0	1.2	355 / 2.9	2.9	2.8	29 / 427		WSMZ-F
20	WLW	FS/T	21 / 1.2	0.9	1.1	0.7	0.9	1.0	370 / 3.0	3.5	3.6	44 / 658		WLW

12+ FM Share (Metro): 79.00 % (1234 of 1562) (Fall 96: 80.22 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WNCI-F >>	1 WNCI-F	1 WSNY-F	1 WNCI-F	1 WSNY-F	1 WBZX-F >	1 WBZX-F >	1 WBZX-F	1 WBZX-F <	1 WLVO-F <	1 WTVN >
2 WCOL-F <	2 WSNY-F <	2 WNCI-F	2 WSNY-F	2 WNCI-F	2 WNCI-F	2 WLVO-F <	2 WLVO-F >	2 WLVO-F	2 WBNS-F <	2 WSNY-F <
3 WZAZ-F	3 WCOL-F >>	3 WCOL-F >	3 WCOL-F >>	3 WCOL-F >>	3 WZAZ-F	3 WNCI-F	3 WCOL-F <	3 WNCI-F <	3 WCOL-F <	3 WNCI-F
4 WBZX-F	4 WZAZ-F	4 WLVO-F >	4 WBNS-F	4 WBNS-F <	4 WCKX-F >	4 WZAZ-F <	4 WNCI-F <	4 WCOL-F	4 WTVN <	4 WCOL-F
5 WCKX-F	WBZX-F	5 WJZA-F	WLVO-F <	5 WHOK-F <	5 WAZU-F	5 WCKX-F <	5 WBNS	5 WBNS-F <	5 WBZX-F	
	6 WCKX-F <	6 WBZX-F	6 WHOK-F	6 WLVO-F	WLVO-F	6 WCOL-F	6 WJZA-F	6 WTVN <	6 WNCI-F	
			WJZA-F <			7 WAZU-F		7 WSNY-F	7 WSNY-F <	
						WJZA-F		8 WBNS <		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
WCLT	N/T	1430 Newark	0.4	0.9	7	116
WFII	T	1230 Columbus	0.8	2.4	14	310
WHTH	C	790 Heath	0.7	0.6	13	78
WLOH	ST	1320 Lancaster	0.6	1.1	10	138
WLVR-F	SAC	107.9 Delaware	0.6	1.5	11	210
WNKO-F	AC	101.7 Newark	0.8	1.2	16	179
WGIO-F	CHR	93.7 Mt. Vernon	0.8	2.4	29	635
WRFD	REL	880 Worthington	0.6	1.9	13	329

COLUMBUS, OH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	157 (2)	157 (2)	10.1 %	10.1 %	Blue Chip	7.1 %	5.8 %	2.2 %
AOR/Classic/NR	0 (0)	315 (5)	315 (5)	20.2 %	16.0 %	WCKX-FM, WJZA-FM			
Black/Urban	0 (0)	154 (3)	154 (3)	9.9 %	11.6 %	Jacor, pend.	39.9 %	39.9 %	61.8 %
CHR	0 (0)	185 (2)	185 (2)	11.8 %	11.0 %	WAZU-FM, WCOL-FM, WFII-AM, WHOK-FM, WHQK-FM, WLVQ-FM, WNCI-FM, WTVN-AM, WZAZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	2.4 %	3.1 %	0.6 %
Country	13 (1)	262 (4)	275 (5)	17.6 %	20.3 %	WSWZ-FM, WZJZ-FM			
Full Service	150 (2)	0 (0)	150 (2)	9.6 %	10.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		49.5 %	48.8 %	64.6 %
Jazz	0 (0)	44 (2)	44 (2)	2.8 %	1.8 %				
News/Talk	21 (2)	0 (0)	21 (2)	1.3 %	1.5 %				
Oldies	0 (0)	106 (1)	106 (1)	6.8 %	9.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	41 (2)	0 (0)	41 (2)	2.6 %	1.1 %				
Soft AC/EZ	0 (0)	11 (1)	11 (1)	0.7 %	3.5 %				
Sports	44 (1)	0 (0)	44 (1)	2.8 %	3.1 %				
Standards	59 (2)	0 (0)	59 (2)	3.8 %	0.0 %				
Totals	328 (10)	1234 (20)	1562 (30)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product
WBNS	1460	5 kw/1 kw (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch
WMNI	920	1 kw/500 w (DA-2)	Standards	Westwd	\$25.00	Sentry	WBZX-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC	\$149.00	Katz	Jacor
WVKO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	Westwd, AURN	\$31.00	Mc-Guild	Saga

FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product
WAZU	107.1	3 kw @ 328	AOR-New Rock		\$ NA	Katz	Jacor
WBNS	97.1	20.5 kw @ 780	Oldies	CBS	\$80.00	Christal	Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR		\$97.00	Sentry	WMNI
WCKX	106.3	6 kw @ 328	Black	AURN	\$36.00	D&R	Blue Chip
WCLT	100.3	50 kw @ 388	Country	Westwd	\$30.00	---	Newark
WCOL	92.3	21.9 kw @ 753	Country		\$140.00	Allied	Jacor, pend.
WHOK	95.5	21 kw @ 761	Country	AP, ABC	\$60.00	Christal	Jacor
WHQK	105.7	2.5 kw @ 512	See WHOK-F				Marysville
WJZA	107.5	1.9 kw @ 413	Black		\$ NA	---	Blue Chip
WLVQ	96.3	18 kw @ 753	AOR/Classic AOR		\$165.00	Katz	Jacor
WNCI	97.9	175 kw @ 560	CHR	AP	\$171.00	Mc-Guild	Jacor, pend.
WSMZ	103.1	1.6 kw @ 443	Black	ABC	\$ NA	---	Johnstown
WSNY	94.7	22.3 @ 753	AC		\$175.00	Mc-Guild	Saga
WSWZ	103.5	5.43 kw @ 328	See WZJZ-F				Lancaster
WWCD	101.1	6 kw @ 328	AOR-New Rock		\$39.00	Roslin	Grove City
WZAZ	98.9	0.58 kw @ 753	Prog. AOR		\$44.00	Katz	Jacor
WZJZ	104.3	3.4 kw @ 435	Jazz		\$ NA	---	WSWZ-F

Notes: 10/97 Nationwide sold these stations to Jacor: WCOL-F for \$37,000,000; WFII for \$2,000,000; WNCI-F for \$48,000,000 . . . 12/97 The WCKX-F calls & Black format moved to WJZA's 107.5 facility; WJZA's Black AC format moved to WCKX's 106.3 facility with the calls WMXG-F ("Mix 106.3") . . . 1/98 WHQK-F changed from simulcasting WHOK-F to Classic Hits as WKFX-F ("The Fox") . . . 1/98 WLOH (1320; Lancaster) sold by Jacor for \$100,000

Jim Duncan

Comments: Listening levels have declined very slightly in the last year . . . Most major stations have been fairly steady over that time period . . . WZJZ-F had its fourth consecutive share increase

CORPUS CHRISTI

Arbitron Rank: 127 Pop (12+): 309,000	Stations: 25 / 26	Last Year's Revenue: \$10,000,000
MSA Rank: 126	Diaries: 1,098/281:1/45.2%	Household Income: \$35,970
MSA Pop: 393,000	Sample Target: 1,050	Total Retail Sales: \$3.4 Bil.
DMA: 128	% Below Line: 0.0	#1 Biller: KRYS-AF \$1,800,000
Average Persons Rating: 16.1	% Not Listed: 13.2	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 11,885	Capstar \$3,620,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KZFM-F	CHR	59 / 11.8	11.3	13.0	11.4	9.1	890 / 28.8	26.7	25.0	76 / 1224	C	KZFM-F
2	KRYS-AF	C	47 / 9.4	10.5	8.7	10.7	11.6	710 / 23.0	21.7	23.6	65 / 988	C	KRYS-AF
3	KSAB-F	SP	36 / 7.2	8.5	10.8	9.3	7.1	599 / 18.4	19.1	22.0	53 / 926	C	KSAB-F
4	KOUL-F	C	28 / 5.6	6.0	5.7	9.9	9.3	539 / 17.5	15.6	18.3	42 / 760	C	KOUL-F
5	KUNO	SP	25 / 5.0	4.6	3.5	2.3	5.1	278 / 9.0	6.8	7.3	27 / 300	A	KUNO
6	KMXR-F	AC	24 / 4.8	6.0	4.9	7.0	5.7	411 / 13.3	13.6	13.1	33 / 546	B	KMXR-F
	KLHB-F	SP	24 / 4.8	2.2	2.8	1.3	1.2	331 / 10.7	6.6	6.3	27 / 391		KLHB-F
8	KNCN-F	AOR	23 / 4.6	6.6	4.3	6.1	4.9	518 / 16.8	17.6	14.2	31 / 701	B	KNCN-F
9	KRAD-F	AOR	19 / 3.8	4.4	3.5	3.0	3.9	397 / 12.9	11.9	11.5	19 / 429	A	KRAD-F
10	KLTG-F	O	18 / 3.6	5.0	6.1	4.9	5.1	341 / 11.0	11.4	14.4	27 / 477	B	KLTG-F
11	KKBA-F	SAC	17 / 3.4	5.0	4.9	2.1		380 / 12.3	12.6	11.9	19 / 428		KKBA-F
	KEYS	N/T	17 / 3.4	3.8	4.5	3.8	4.1	298 / 9.6	8.3	8.7	24 / 370	A	KEYS
13	KAHX-F	CHR	13 / 2.6	0.8				277 / 9.0	4.3		13 / 288		KAHX-F
14	KXCC-F	CL AOR	12 / 2.4	2.8	2.4	1.7	3.3	242 / 7.8	9.1	7.1	15 / 291		KXCC-F
15	KFTX-F	C	11 / 2.2	2.6	3.3	1.9	1.2	176 / 5.7	5.2	7.1	21 / 282	A	KFTX-F
16	KNDA-F	SP	10 / 2.0	1.2	1.2	0.6	3.5	171 / 5.5	4.3	4.2	12 / 237		KNDA-F

12+ FM Share (Metro): 81.99 % (355 of 433) (Fall 96: 85.88 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZFM-F >>	1 KZFM-F >	1 KZFM-F	1 KZFM-F <	1 KRYS-AF	1 KRYS-AF <	1 KZFM-F	1 KRYS-AF	1 KZFM-F	1 KZFM-F >	1 KZFM-F >
2 KAHX-F >	2 KRAD-F <	2 KRYS-AF >	2 KRYS-AF >	2 KZFM-F	2 KUNO <	2 KRYS-AF	2 KZFM-F	2 KRYS-AF >	2 KSAB-F	2 KSAB-F <
	3 KNCN-F	3 KSAB-F	3 KMXR-F	3 KSAB-F	3 KSAB-F	3 KSAB-F	3 KUNO <	3 KSAB-F <	3 KRYS-AF >	3 KRYS-AF >
	4 KSAB-F <	4 KMXR-F <	KSAB-F	4 KMXR-F	4 KZFM-F	4 KUNO	4 KMXR-F <	4 KOUL-F	4 KOUL-F	4 KNCN-F
	5 KOUL-F	5 KNCN-F <	5 KLTG-F	5 KLTG-F	KOUL-F	5 KOUL-F	5 KEYS	5 KLHB-F <	5 KNCN-F	5 KNCN-F
	KRYS-AF	6 KOUL-F	KNCN-F <	KOUL-F	KLTG-F <	6 KLHB-F	6 KMXR-F	6 KMXR-F	6 KAHX-F	6 KLHB-F
	7 KLHB-F	7 KLHB-F	7 KOUL-F	7 KLHB-F	7 KMXR-F <	7 KMXR-F <	7 KSAB-F <	7 KLTG-F <	KRAD-F	KRAD-F <
		KRAD-F <	8 KLHB-F <	KNCN-F	8 KLHB-F	8 KEYS <	8 KLHB-F <	8 KNCN-F		
		9 KLTG-F		KEYS <	9 KNCN-F <	9 KNCN-F	KRAD-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZFM-F >	1 KZFM-F >>	1 KZFM-F >	1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KNCN-F	1 KZFM-F	1 KRYS-AF	1 KZFM-F >
2 KOUL-F	2 KOUL-F	2 KMXR-F >	2 KRYS-AF	KRYS-AF	KRAD-F	2 KNCN-F	KZFM-F >	2 KNCN-F <	2 KZFM-F	2 KSAB-F
	KRYS-AF >	3 KMXR-F	3 KOUL-F <	3 KMXR-F	3 KNCN-F	3 KRAD-F >	3 KRAD-F	3 KRYS-AF	3 KNCN-F	3 KOUL-F
4 KLHB-F	KRYS-AF	4 KKBA-F	4 KSAB-F <	KSAB-F	KSAB-F >	4 KSAB-F	4 KSAB-F	4 KXCC-F	4 KXCC-F	4 KAHX-F
	KRAD-F >>	5 KRAD-F	KSAB-F	5 KOUL-F	5 KOUL-F	5 KLHB-F	5 KLHB-F	KRYS-AF	KRAD-F	5 KLTG-F
		6 KLHB-F	KRYS-AF >	6 KLHB-F	6 KKBA-F	KZTX-F >>	6 KRYS-AF	KLHB-F	KSAB-F	KSAB-F
		KSAB-F		7 KLTG-F	7 KLHB-F			7 KMXR-F		
			8 KKBA-F >	KLTG-F >>						

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
KBSO-F	SP	94.7 Corpus Christi	1.2 3.7 6 114
KCCT	SP	1150 Corpus Christi	1.6 3.8 8 123
KCTA	REL	1030 Corpus Christi	0.4 2.0 4 71
KDAE	ST	1590 Sinton	0.8 1.8 4 61
KGLF	SP	1510 Robstown	1.2 1.3 6 42
KINE	SP	1330 Kingsville	1.8 2.5 9 81
KMIQ-F	SP	105.1 Robstown	0.8 3.4 4 115
KSIX	EZ	1230 Corpus Christi	1.2 5.0 7 177
KZTX-F	AOR-NR	106.1 Refugio	1.2 3.9 6 120

CORPUS CHRISTI

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	24 (1)	24 (1)	5.5 %	5.6 %	Capstar, pend. KMXR-FM, KNCN-FM, KRYS-AF, KSAB-FM, KUNO-AM	31.0 %	33.6 %	50.7 %
AOR/Classic/NR	0 (0)	60 (4)	60 (4)	13.9 %	11.8 %	Davila KBSO-FM, KCCT-AM, KFLZ-FM	2.8 %	2.4 %	5.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Harpole, pend. KDAE-AM, KLTG-FM, KOUL-FM, KRAD-FM	13.8 %	15.6 %	24.5 %
CHR	0 (0)	72 (2)	72 (2)	16.6 %	15.1 %	Local KEYS-AM, KKBA-FM, KZFM-FM	17.4 %	14.9 %	17.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Pacific, pend. KXCC-FM, KZTX-FM	3.6 %	4.8 %	%
Country	1 (1)	84 (3)	85 (4)	19.6 %	20.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	48 (4)	80 (5)	128 (9)	29.6 %	25.9 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	17 (1)	0 (0)	17 (1)	3.9 %	5.2 %		68.6 %	71.3 %	98.1 %
Oldies	0 (0)	18 (1)	18 (1)	4.2 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.5 %	1.2 %				
Soft AC/EZ	6 (1)	17 (1)	23 (2)	5.3 %	6.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	4 (1)	0 (0)	4 (1)	0.9 %	1.2 %				
Totals	78 (9)	355 (17)	433 (26)						

AM Stations

KEYS	1440	1 kw (DA-N)	News/Talk	CNN, ABC, BNN	\$<20.00	Katz	KKBA-F/KZFM-F
KRYS	1360	1 kw	See KRYS-F				
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	

FM Stations

KAHX	107.3	25 kw @ 298	CHR		\$ NA	—	Ingleside
KFTX	97.5	97 kw @ 954	Country		\$15.00	D&R	Kingsville
KKBA	92.7	12.5 kw @ 868	Soft AC		\$ NA	Katz	KEYS/KZFM-F
KLHB	98.3	11 kw @ 321	Hispanic		\$ NA	—	Odem
KLTG	96.5	100 kw @ 955	Oldies		\$<20.00	Mc-Guild	Harpole, pend.
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	Capstar
KNKN	101.3	100 kw @ 361	AOR		\$24.00	D&R	Capstar
KNDA	102.9	50 kw @ 492	Hispanic	Westwd	\$ NA	Lotus	Alice
KOUL	103.7	100 kw @ 947	Country	AP	\$34.00	Mc-Guild	Harpole, pend.
KRAD	105.5	1.9 kw @ 354	AOR		\$<20.00	Mc-Guild	Harpole, pend.
KRYS	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	Capstar
KSAB	99.9	100 kw @ 955	Hispanic		\$25.00	Katz Hisp.	Robstown
KXCC	102.3	50 kw @ 371	Classic AOR	ABC	\$ NA	Allied	Pacific, pend.
KZFM	95.5	100 kw @ 994	CHR		\$31.00	Katz	KEYS/KKBA-F

Notes: 8/97 KDAE/KLTG-F/KOUL-F/KRAD-F sold by York to Harpole for \$5,200,000 (Fischer) . . . 12/97 KRYS changed from simulcasting KRYS-F to Children's (Disney) . . . 12/97 KAHX-F (107.3; Ingleside) sold for \$450,000 (Fischer) . . . 12/97 KAHX-F changed from CHR to Oldies as KCCG-F (after the Fall survey) . . . 1/98 KXCC-F (102.3; Rockport)/KZTX-F (106.1; Refugio) sold to Pacific for \$1,780,000 . . . 1/98 KLTG-F changed from Oldies to Classic Hits . . . 1/98 KXCC-F changed from Classic AOR to Dance CHR (CHR/U) using the handle "Jamz" . . . 1/98 KXCC-F temporarily left the air after KZFM-F sued it over KXCC's use of the term "Jamz" . . . 2/98 KUNO/KSAB-F sold by Tichenor to Capstar for \$2,960,000

Jim Duncan

Comments: Listening levels are steady . . . KLHB-F is showing strength

DALLAS-F.T. WORTH

Arbitron Rank: 6 **Pop (12+):** 3,726,100
MSA Rank: 11-Dallas 33-Ft. Worth
MSA Pop: 4,590,000
DMA: 8
Average Persons Rating: 16.3
Market TSL In Hours: 21.25

Stations: 36 / 36
Diaries: 4,200/887:1/48.1%
Sample Target: 4,120
% Below Line: 0.0
% Not Listed: 8.4
Pop per Station: 103,503

Last Year's Revenue: \$218,000,000
Household Income: \$46,261
Total Retail Sales: \$46.0 Bil.
#1 Biller: KVIL-F \$29,800,000
#1 Billing Portfolio: CBS \$83,900,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 KHKS-F	CHR	457 / 7.5	7.3	7.0	6.8	6.1	7.2	7393 / 19.8	20.3	18.4	489 / 8116	I KHKS-F
2 KKDA-F	B	436 / 7.2	6.8	7.1	6.7	6.2	6.9	4634 / 12.4	12.6	12.0	499 / 5342	I KKDA-F
3 KVIL-F	AC/FS	347 / 5.7	5.2	5.3	6.0	6.0	5.6	6650 / 17.8	14.4	16.9	354 / 6956	K KVIL-F
4 KSCS-F	C	332 / 5.5	5.7	5.7	5.8	4.9	5.7	5042 / 13.5	14.8	13.8	368 / 5906	J KSCS-F
5 WBAP	FS/T	294 / 4.9	4.1	4.3	4.4	4.9	4.4	4641 / 12.5	11.1	12.8	391 / 6125	J WBAP
6 KDMX-F	AC/CHR	237 / 3.9	4.4	4.1	3.5	3.7	4.0	4904 / 13.2	13.6	11.3	244 / 5125	H KDMX-F
7 KZPS-F	CL AOR	235 / 3.9	3.1	3.8	2.0	3.0	3.2	4219 / 11.3	10.7	10.3	271 / 4881	G KZPS-F
8 KRLD	N	228 / 3.8	4.0	3.6	4.3	4.0	3.9	4854 / 13.0	12.7	13.4	253 / 5504	I KRLD
9 KLUV-F	O	222 / 3.7	3.9	4.2	3.6	3.8	3.8	4543 / 12.2	12.1	13.0	249 / 5188	I KLUV-F
10 KYNG-F	C	217 / 3.6	3.8	3.3	3.4	3.8	3.5	3788 / 10.2	9.5	10.6	246 / 4195	I KYNG-F
11 KLTY-F	REL	193 / 3.2	3.0	2.7	3.2	2.5	3.0	2540 / 8.8	6.8	6.8	218 / 3031	F KLTY-F
12 WRR-F	CL	185 / 3.1	2.7	2.8	2.9	2.8	2.9	3003 / 8.1	7.3	8.0	192 / 3110	D WRR-F
13 KRBV-F	BIAC	175 / 2.9	2.7	2.8	2.5	3.6	2.7	2280 / 6.1	6.8	8.2	185 / 2488	H KRBV-F
14 KPXL-F	C	167 / 2.8	3.4	4.1	3.2	4.0	3.4	3404 / 9.1	9.7	10.0	185 / 3920	I KPXL-F
15 KDGE-F	AOR-NR	164 / 2.7	3.0	3.0	2.5	2.5	2.8	4351 / 11.7	11.7	11.0	212 / 5270	G KDGE-F
KTCK	SPRST	164 / 2.7	2.1	1.7	2.0	2.4	2.1	2109 / 5.7	4.5	5.9	165 / 2126	D KTCK
17 KEGL-F	AOR	163 / 2.7	3.3	3.8	4.3	4.0	3.5	3433 / 9.2	12.5	12.6	190 / 4050	H KEGL-F
18 KOAI-F	J	163 / 2.7	2.9	3.1	3.5	3.7	3.0	2787 / 7.5	8.4	8.5	173 / 2934	I KOAI-F
19 KBFB-F	SAC	160 / 2.6	2.4	1.7	2.3	2.1	2.3	2801 / 7.5	6.8	8.2	170 / 3050	H KBFB-F
20 KTXQ-F	AOR	147 / 2.4	2.3	2.9	2.8	2.7	2.6	3623 / 9.7	10.8	10.4	179 / 4217	G KTXQ-F
21 KLIF	T	119 / 2.0	1.9	1.4	2.2	2.4	1.9	2124 / 5.7	4.9	6.9	137 / 2449	H KLIF
22 KESS	SP	106 / 1.7	1.5	1.5	2.0	2.2	1.7	1355 / 3.6	3.3	3.4	107 / 1362	F KESS
23 KKZN-F	AOR-P	87 / 1.4	1.8	1.6	0.9		1.4	2133 / 5.7	5.2		87 / 2135	H KKZN-F
24 KAAM	ST	86 / 1.4	2.0	1.6	1.5	1.1	1.6	1390 / 3.7	3.2	2.7	104 / 1640	H KAAM
25 KHCK-F	SP	82 / 1.4	1.1	1.1	1.0	1.3	1.1	974 / 2.6	3.8	3.5	87 / 1075	H KHCK-F
26 KHVN	G	76 / 1.3	0.9	1.2	1.4	1.5	1.2	1019 / 2.7	2.8	2.9	80 / 1063	H KHVN
27 KZDL-F	SP	65 / 1.1	1.7	1.3	0.8	0.5	1.2	816 / 2.2	2.8	2.0	69 / 851	H KZDL-F
28 KRNBF	BIAC	58 / 1.0	1.1	1.1	1.6	1.2	1.2	1115 / 3.0	3.7	3.5	61 / 1214	H KRNBF

12+ FM Share (Metro): 77.60 % (4307 of 5550) (Fall 96: 75.78 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHKS-F <	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KKDA-F >	1 KKDA-F	1 KTCK	1 KZPS-F	1 KZPS-F <	1 KKDA-F >
2 KKDA-F >>	2 KKDA-F	2 KDMX-F <	2 KKDA-F <	KVIL-F	2 KHKS-F	2 KHKS-F <	2 KHKS-F <	2 KTCK <	2 KTCK	2 WBAP
3 KDMX-F	3 KDMX-F >	3 KKDA-F >	3 KVIL-F	3 KSCS-F	3 KEGL-F	3 KTCK <	3 KEGL-F <	3 KKDA-F <	3 WBAP	3 KRLD <
4 KYNG-F <	4 KSCS-F	4 KSCS-F >	4 KDMX-F <	4 KDMX-F <	4 KTXQ-F <	4 KEGL-F <	4 KHKS-F	4 KHKS-F	4 KHKS-F <	4 KVIL-F
5 KDGE-F <	5 KLTY-F <	5 KLTY-F <	5 KSCS-F	5 KDMX-F	5 KDGE-F <	5 KTXQ-F	5 KZPS-F <	5 KTXQ-F <	5 KSCS-F	5 KLIF <
6 KLTY-F	6 KYNG-F <	6 KLTY-F	6 KLTY-F	6 KLUV-F	6 KDMX-F	6 KZPS-F	6 KKDA-F	6 KSCS-F	6 KVIL-F <	
7 KVIL-F	7 KVIL-F	7 KLUV-F <	7 KLUV-F <	7 KLTY-F	7 KYNG-F	KDGE-F <	7 KDGE-F <	KEGL-F	7 KYNG-F <	
8 KDGE-F <	8 KBFB-F <	8 KBFB-F <	8 KBFB-F <			8 KDMX-F	8 KDMX-F <	WBAP <	8 KLIF <	

DALLAS-FT. WORTH

Format Performance	AM		FM		Total	%	Fall 96	Other Rated Stations				Metro	Cume	TSA	
	Share	Rating	Share	Rating				Share	Rating	AQH	Cume				
AC	0	(0)	237	(1)	237 (1)	4.3 %	4.1 %	KFJZ	SP	870	Ft. Worth	0.5	0.8	31	312
AOR/Classic/NR	0	(0)	796	(5)	796 (5)	14.3 %	15.8 %	KGGR	B/G	1040	Dallas	0.4	0.8	22	292
Black/Urban	57	(1)	669	(3)	726 (4)	13.1 %	13.2 %	KKDA	B/O	730	Grand Prairie	0.9	2.0	68	888
CHR	0	(0)	457	(1)	457 (1)	8.2 %	6.6 %	KMRT-AF	SP	1480	Dallas	0.5	2.4	40	986
Classical	0	(0)	185	(1)	185 (1)	3.3 %	3.1 %	KOOO	T	1190	Dallas	0.3	2.2	20	828
Country	0	(0)	716	(3)	716 (3)	12.9 %	13.9 %	KRVA	SP	1600	Cockrell Hill	0.4	1.3	23	488
Full Service	294	(1)	347	(1)	641 (2)	11.5 %	12.0 %	Consolidation Report				12+	25-54	Revenue	
Hispanic	178	(4)	162	(4)	340 (8)	6.1 %	7.0 %	CBS				24.0 %	25.3 %	38.5 %	
Jazz	0	(0)	163	(1)	163 (1)	2.9 %	4.0 %	KHVN-AM, KLUV-FM, KOAI-FM, KOOO-AM, KRBV-FM, KRLD-AM, KVIL-FM, KYNG-FM							
News/Talk	366	(3)	0	(0)	366 (3)	6.6 %	7.4 %	Chancellor				19.1 %	19.7 %	16.9 %	
Oldies	0	(0)	222	(1)	222 (1)	4.0 %	4.0 %	KBFB-FM, KDGE-FM, KHKS-FM, KTXQ-FM, KZPS-FM							
Others/Unknown	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %	Heftel				3.6 %	3.9 %	4.4 %	
Religion/Gospel	98	(2)	193	(1)	291 (3)	5.2 %	4.4 %	KESS-AM, KHCK-FM, KICI-FM, KMRT-AM							
Soft AC/EZ	0	(0)	160	(1)	160 (1)	2.9 %	0.0 %	Jacor, pend.				6.6 %	6.7 %	7.0 %	
Sports	164	(1)	0	(0)	164 (1)	3.0 %	2.6 %	KDMX-FM, KEGL-FM							
Standards	86	(1)	0	(0)	86 (1)	1.5 %	2.0 %	KKDA				9.1 %	6.7 %	5.4 %	
Totals	1243	(13)	4307	(23)	5550	(36)		Susquehanna				8.9 %	10.9 %	9.8 %	
								KKZN-FM, KLIF-AM, KPLX-FM, KTCK-AM							
												71.4 %	73.2 %	82.0 %	

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KAAM	620	5 kw/4.5 kw (DA-2)	Standards	\$ NA	—	Piano
KESS	1270	5 kw (DA-2)	Hispanic	\$65.00	Katz	Hisp. Heftel
KHVN	970	1 kw/0.27 kw	Black Gospel	\$32.00	ABC, Westwd	Mc-Guild CBS
KLIF	570	5 kw (DA-2)	Talk	\$148.00	Westwd, ABC	Mc-Guild Susquehanna
KRLD	1080	50 kw (DA-N)	News	\$175.00	CBS	CBS CBS
KTCK	1310	5 kw (DA-2)	Sports	\$60.00	1/1, WW1, ABC	Interep Susquehanna
WBAP	820	50 kw	Full Service/Talk	\$270.00	ABC	Katz ABC/Disney

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KBFB	97.9	100 kw @ 1611	Soft AC	\$114.00	D&R	Chancellor
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00	Sentry	Chancellor Gainesville
KOMX	102.9	100 kw @ 1348	AC/CHR	\$140.00	Allied	Jacor, pend.
KEGL	97.1	100 kw @ 1460	AOR	\$169.00	Christal	Jacor, pend.
KHCK	99.1	100 kw @ 1168	Hispanic	\$80.00	Caballero	Heftel Denton
KHKS	106.1	100 kw @ 1590	CHR	\$240.00	D&R	Chancellor Denton
KKDA	104.5	100 kw @ 1590	Black	\$200.00	AP	Christal
KKZN	93.3	50 kw @ 436	Prog. AOR	\$ NA	Eastman	Susquehanna Haltom City
KLTY	94.1	100 kw @ 1590	Cont. Christian	\$85.00	AP	K&P
KLUV	98.7	100 kw @ 1590	Oldies	\$221.00	Infinity	CBS
KOAI	107.5	28 kw @ 1591	Jazz	\$190.00	Infinity	CBS
KPLX	99.5	100 kw @ 1678	Country	\$200.00	AP	Mc-Guild Susquehanna
KRBV	100.3	100 kw @ 1440	Black AC/Oldies	\$177.00	ABC	Infinity CBS
KRNB	105.7	100 kw @ 1672	Black AC	\$ NA	Christal	KKDA Stephenville
KSCS	96.3	100 kw @ 1611	Country	\$300.00	Banner	ABC/Disney
KTXQ	102.1	100 kw @ 1447	AOR	\$130.00	CBS	Chancellor
KVIL	103.7	100 kw @ 1570	AC/Full Service	\$485.00	Interep	CBS Highland Park
KYNG	105.3	100 kw @ 1528	Country	\$260.00	Westwd	CBS Westinghouse
KZDF	106.9	3 kw @ 328	See KZDL-F			
KZDL	107.1	4.3 kw @ 396	Hispanic	\$ NA	El Dorado	Z-Spanish Terrell
KZPS	92.5	100 kw @ 1590	Classic AOR	\$115.00	Sentry	Chancellor
WRR	101.1	100 kw @ 1348	Classical	\$74.00	AP	Allied City of Dallas

DALLAS-FT. WORTH

Notes: 9/97 SFX sold these stations to Chancellor (Hicks, Muse): KBFB-F for \$51,000,000; KTXQ-F for \$59,000,000 . . . 10/97 KTLR-F changed calls to KZDL-F ("La Zeta") . . . 10/97 Nationwide sold these stations to Jacor: KDMX-F for \$45,000,000; KEGL-F for \$47,000,000 . . . 12/97 KRVA-F changed calls to KZDF-F ("La Zeta") . . . 12/97 KPAD (1540) changed to 1-on-1 Sports as KZMP . . . 1/97 KZDL-F sold to Z-Spanish for \$1

Jim Duncan

Comments: Listening levels are down slightly . . . KHKS-F had its fifth consecutive up book . . . KZPS-F is at its highest share in many years . . . WRR-F climbed above a three share . . . KPLX-F posted its lowest share in many years . . . KOAI-F recorded its fourth straight decrease . . . KBFB-F is showing steady growth with its Soft AC format . . . Listening to Hispanic stations has declined in the last year

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

DAVENPORT-ROCK ISLAND-MOLINE

Arbltron Rank: 132 Pop (12+): 293,300	Stations: 20 / 15	Last Year's Revenue: \$12,600,000
MSA Rank: 137	Diaries: 1,187/247:1/57.2%	Household Income: \$39,354
MSA Pop: 359,000	Sample Target: 1,120	Total Retail Sales: \$3.7 Bil
DMA: 88	% Below Line: 4.4	#1 Biller: WLLR-F \$3,000,000
Average Persons Rating: 15.3	% Not Listed: 15.6	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 19,553	Dudley/Scconnix \$8,960,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WLLR-F	C	60 / 13.3	11.8	12.4	14.5	16.1	742 / 25.3	24.5	22.7	94 / 1134	E	WLLR-F
2	KCQQ-F	CL HITS	45 / 10.0	11.6	10.6	11.6	11.4	702 / 23.9	23.8	24.4	64 / 903	D	KCQQ-F
	WHTS-F	CHR	45 / 10.0	8.3	7.4	6.3	7.8	808 / 27.5	23.2	24.0	98 / 1616	B	WHTS-F
4	KUUL-F	O	34 / 7.5	8.7	7.7	8.5	9.2	520 / 17.7	21.7	18.5	57 / 1057	C	KUUL-F
5	WOC	N/T	33 / 7.3	6.7	8.1	9.0	9.2	495 / 16.9	15.5	15.2	41 / 594	B	WOC
6	KMXG-F	AC	28 / 6.2	5.6	7.0	6.3	5.1	556 / 19.0	18.3	19.2	58 / 944	B	KMXG-F
7	WKBF	ST	26 / 5.8	6.0	7.2	0.2		287 / 9.8	8.9	9.5	31 / 339		WKBF
	WXLP-F	AOR	26 / 5.8	5.8	8.3	7.8	6.3	445 / 15.2	14.3	17.4	46 / 855	C	WXLP-F
9	KBOB-F	C	24 / 5.3	5.6	6.5	6.1	4.9	429 / 14.6	15.3	15.5	68 / 874	C	KBOB-F
10	KORB-F	AOR	19 / 4.2	5.4	4.5	4.4	6.2	405 / 13.8	14.0	13.6	21 / 554	B	KORB-F
11	KJOC	SPRYS	8 / 1.8	2.2	1.8	0.7	1.3	131 / 4.5	4.3	5.1	8 / 161		KJOC

12+ FM Share (Metro): 75.26 % (286 of 380) (Fall 96: 74.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTS-F >>	1 KCQQ-F <	1 WLLR-F <	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 KCQQ-F <	1 WLLR-F >	1 WLLR-F	1 WHTS-F <	1 WLLR-F
2 KORB-F >	2 WLLR-F	2 KCQQ-F	2 KCQQ-F	2 KCQQ-F	2 WOC <	2 WLLR-F	2 KCQQ-F	2 WHTS-F <	2 WLLR-F >	2 WHTS-F
	WHTS-F >	3 WHTS-F	3 WHTS-F	3 WHTS-F <	3 KUUL-F	3 WHTS-F	3 WOC	3 KCQQ-F	3 KCQQ-F	3 KUUL-F
	4 WXL-F	4 WXL-F	4 WXL-F	4 KUUL-F	4 WKBF	4 WOC	4 KUUL-F <	4 KUUL-F <	4 WXL-F <	4 KCQQ-F
	5 KMXG-F	5 KMXG-F <	KMXG-F	5 KMXG-F <	5 KCQQ-F	5 KUUL-F	5 WHTS-F <	5 WOC	5 WOC	5 WKBF
	6 KUUL-F	6 KUUL-F >	KUUL-F >	6 WXL-F	6 KMXG-F	6 KMXG-F	6 KMXG-F <	KMXG-F <	KORB-F	6 WOC <
				7 WOC	7 KBOB-F	KBOB-F	7 WKBF	7 WXL-F	7 KBOB-F <	7 WXL-F <
									8 KUUL-F	8 KUUL-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KCQQ-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 KCQQ-F	1 KCQQ-F	1 KCQQ-F	1 KCQQ-F	1 WLLR-F <	1 WLLR-F
	WLLR-F >	WHTS-F >	2 KMXG-F <	2 KMXG-F <	2 WXL-F	2 WHTS-F	2 WXL-F	2 WLLR-F	2 KCQQ-F >	2 WOC >
3 KMXG-F	3 KCQQ-F	3 KMXG-F	3 WHTS-F <	3 WHTS-F	WHTS-F >	WXL-F	WHTS-F	3 WXL-F	3 WXL-F	3 WHTS-F
	WHTS-F >>	4 KMXG-F >	4 KCQQ-F	4 KCQQ-F >	4 KCQQ-F	4 KORB-F >>	4 WLLR-F	4 WLLR-F >	4 WHTS-F	KUUL-F
		5 KBOB-F >	5 KBOB-F	5 KBOB-F	5 KUUL-F	5 KORB-F >	5 KORB-F >	5 KUUL-F	5 WHTS-F <	5 WHTS-F <
					6 KBOB-F >			6 KORB-F	6 WOC	6 WOC
								WOC >	7 KORB-F	7 KORB-F

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
WJRE-F	AC 93.9 Kewanee, IL	0.4	1.1	3	42
WKEI	T 1450 Kewanee, IL	0.9	2.0	5	82
WLLR	C 1230 Moline	1.3	3.2	7	96

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH	Cume
KRNA-F	AOR 94.1 Iowa City	0.7	2.3	12	203
WGN	FS/T 720 Chicago	1.6	3.7	10	228
WLS	T 890 Chicago	0.4	1.2	3	89
WMAQ	N 670 Chicago	0.4	2.0	4	189
WMT	FS 600 Cedar Rapids	1.3	4.5	27	362

DAVENPORT-ROCK ISLAND-MOLINE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	30 (2)	30 (2)	7.9 %	8.5 %	Connoisseur	17.1 %	18.6 %	28.2 %
AOR/Classic/NR	0 (0)	48 (3)	48 (3)	12.6 %	13.0 %	KBOB-FM, KJOC-AM, KORB-FM, WGEN-FM, WXLN-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Dudley/Scornix	61.4 %	61.5 %	71.1 %
CHR	0 (0)	45 (1)	45 (1)	11.8 %	8.5 %	KCQQ-FM, KMXG-FM, KUUL-FM, WHTS-FM, WKBF-AM, WLLR-AM, WLLR-FM, WOC-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		78.5 %	80.1 %	99.3 %
Country	6 (1)	84 (2)	90 (3)	23.7 %	22.3 %				
Full Service	13 (2)	0 (0)	13 (2)	3.4 %	3.8 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	41 (4)	0 (0)	41 (4)	10.8 %	10.3 %				
Oldies	0 (0)	79 (2)	79 (2)	20.8 %	23.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	8 (1)	0 (1)	8 (2)	2.1 %	2.1 %				
Standards	26 (1)	0 (0)	26 (1)	6.8 %	9.0 %				
Totals	94 (9)	286 (11)	380 (20)						

AM Stations

KJOC	1170	1 kw (DA-2)	Sports	CBS, ABC, 1/1	\$ NA	Allied	Connoisseur
WKBF	1270	5 kw (DA-N)	Standards	Westwd	\$ NA	Katz	Scornix
WOC	1420	5 kw (DA-2)	News/Talk	ABC, WW1, CNN	\$28.00	Christal	Scornix

FM Stations

KBOB	99.7	100 kw @ 895	Country		\$25.00	Allied	Connoisseur	Muscatine
KCQQ	106.5	60 kw @ 210	Classic Hits		\$50.00	Katz	Dudley	
KMXG	96.1	100 kw @ 981	AC	Westwd	\$25.00	Christal	Scornix	Clinton
KORB	93.5	3.3 kw @ 300	AOR	CNN	\$20.00	—	Connoisseur	Bettendorf
KUUL	103.7	100 kw @ 1191	Oldies	Westwd, CBS	\$39.00	Christal	Scornix	
WHTS	98.8	39 kw @ 900	CHR		\$ NA	Katz	Dudley	
WLLR	101.3	50 kw @ 500	Country		\$70.00	Katz	Scornix	
WXLN	96.9	50 kw @ 500	AOR	Westwd, Source	\$40.00	Allied	Connoisseur	

Notes: KCQQ-F reclassified as Classic Hits (from Classic AOR) based on station self-description and M Street Journal report

Jim Duncan

Comments: Listening levels are steady in the market . . . WHTS-F posted its best share in more than three years

DAYTON

Arbitron Rank: 54 Pop (12+): 819,900	Stations: 28 / 21	Last Year's Revenue: \$29,800,000
MSA Rank: 61	Diarles: 1,825/449:1/55.6%	Household Income: \$43,342
MSA Pop: 953,000	Sample Target: 1,770	Total Retail Sales: \$9.7 Bil.
DMA: 53	% Below Line: 7.5	#1 Biller: WTUE-F \$4,500,000
Average Persons Rating: 15.3	% Not Listed: 12.8	#1 Billing Portfolio: Jacor \$13,290,000
Market TSL In Hours: 20.50	Pop per Station: 39,043	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WHKO-F	170 / 13.6	13.2	12.8	11.3	12.1	12.7	2149 / 26.2	28.1	24.3	257 / 3544	E	WHKO-F	
2	WMMX-F	109 / 8.7	8.9	9.1	8.6	7.3	8.8	1568 / 19.1	19.1	17.2	124 / 1894	F	WMMX-F	
3	WROU-F	82 / 6.5	5.1	5.0	7.6	4.8	6.1	895 / 10.9	10.5	10.1	94 / 1054	D	WROU-F	
	WTUE-F	AOR	82 / 6.5	7.0	7.0	6.3	6.9	6.7	1154 / 14.1	15.3	14.5	104 / 1684	F	WTUE-F
5	WLQT-F	SAC	79 / 6.3	5.9	7.0	6.7	4.9	6.5	1206 / 14.7	14.9	12.2	96 / 1547	D	WLQT-F
6	WHIO	N/T	66 / 5.3	5.3	5.8	6.3	6.1	5.7	1028 / 12.5	13.7	15.8	71 / 1151	E	WHIO
7	WGTF-F	CHR	58 / 4.6	5.2	5.6	4.6	6.2	5.0	1494 / 18.2	18.7	17.6	92 / 2483	D	WGTF-F
8	WXEG-F	AOR-NR	58 / 4.5	3.3	3.9	3.5	3.8	3.8	1060 / 12.9	12.2	11.8	60 / 1264	C	WXEG-F
	WONE	ST	58 / 4.5	4.0	3.3	3.5	4.1	3.8	652 / 8.0	5.4	6.4	67 / 804	B	WONE
10	WING-F	CL AOR	49 / 3.9	4.3	4.7	4.2	5.0	4.3	1080 / 13.2	12.7	13.9	73 / 1496	C	WING-F
11	WLW	FS	42 / 3.3	4.5	4.2	3.8	4.1	4.0	824 / 10.1	11.8	10.0	118 / 1982		WLW
12	WBTT-F	CHR/B	40 / 3.2	3.3	3.4	4.2	4.9	3.5	879 / 10.7	10.3	12.0	43 / 1020	A	WBTT-F
13	WCLR-FF	O	38 / 3.0	4.0	4.0	2.9	2.4	3.5	704 / 8.6	9.9	8.3	69 / 1289	A	WCLR-FF
14	WDAO	B	32 / 2.8	1.8	1.2	1.7	2.2	1.8	287 / 3.5	2.8	2.9	32 / 287	A	WDAO
15	WPFB-F	C	22 / 1.8	1.8	1.5	1.3	1.8	1.6	361 / 4.4	4.7	5.8	39 / 803		WPFB-F
16	WLSN-F	J	19 / 1.5	0.7	1.1	0.9	1.3	1.0	327 / 4.0	3.6	3.4	28 / 517		WLSN-F
17	WFCJ-F	REL	15 / 1.2	1.7	2.1	1.6	1.8	1.6	350 / 4.3	5.9	5.0	25 / 572		WFCJ-F
18	WKSW-F	C	14 / 1.1	1.7	1.3	1.7	1.4	1.5	281 / 3.2	3.4	2.9	26 / 472	A	WKSW-F

12+ FM Share (Metro): 79.34 % (868 of 1094) (Fall 96: 76.88 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite							
1	WROU-F	1	WHKO-F <	1	WHKO-F	1	WTUE-F >>	1	WTUE-F >>	1	WTUE-F <	1	WHKO-F >				
2	WMMX-F	2	WMMX-F >	2	WMMX-F >	2	WXEG-F	2	WXEG-F	2	WHKO-F <	2	WHKO-F >	2	WMMX-F		
	WHKO-F	3	WROU-F	3	WLQT-F <	3	WLQT-F	3	WLQT-F >	3	WHKO-F	3	WING-F	3	WGTF-F <		
4	WBTT-F	4	WLQT-F	4	WROU-F <	4	WROU-F >	4	WROU-F	4	WING-F	4	WMMX-F	4	WMMX-F	4	WROU-F <
5	WLQT-F	5	WGTF-F <	5	WGTF-F >	5	WGTF-F	5	WGTF-F	5	WMMX-F	5	WHKO-F	5	WHKO-F	5	WXEG-F
	WXEG-F >	6	WXEG-F	6	WCLR-FF <	6	WBTT-F	6	WROU-F	6	WGTF-F	6	WROU-F	6	WLW <	6	WLW <
		7	WBTT-F		7	WHIO			7	WROU-F				7	WXEG-F <	7	WXEG-F <
														8	WHIO <		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBZI	C	1500	Xenia	0.4	0.8	5	67	WEBN-F	AOR	102.7	Cincinnati	0.5	1.9	64	1013
WING	N/T	1410	Dayton	0.9	4.9	12	491	WGRR-F	O	103.5	Hamilton	0.4	2.2	43	891
WIZE	ST	1340	Springfield	0.6	1.8	8	168	WKRC	T	550	Cincinnati	0.6	1.5	27	425
WRNB-F	B/AC	96.9	Troy	0.6	2.0	8	168	WVAE-F	J	94.9	Fairfield	0.8	3.5	22	588
								WYGY-F	C	96.5	Hamilton	0.5	2.4	58	980

DAYTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	109 (1)	109 (1)	10.0 %	8.1 %	Clear Channel, pend. WGTZ-FM, WING-AM, WING-FM	9.4 %	10.0 %	14.4 %
AOR/Classic/NR	0 (0)	193 (4)	193 (4)	17.6 %	13.2 %				
Black/Urban	32 (1)	90 (2)	122 (3)	11.2 %	8.3 %	Giddens WCLR-FM, WZLR-FM	3.0 %	3.6 %	1.2 %
CHR	0 (0)	98 (2)	98 (2)	9.0 %	12.9 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor, pend. WBTT-FM, WIZE-AM, WLQT-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM	34.3 %	33.6 %	44.5 %
Country	5 (1)	212 (4)	217 (5)	19.8 %	18.7 %				
Full Service	42 (1)	0 (0)	42 (1)	3.8 %	5.4 %	Local (semi-duop) WRNB-FM, WROU-FM	7.1 %	7.1 %	8.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	29 (2)	29 (2)	2.7 %	2.8 %	53.8 %	54.3 %	68.2 %	
News/Talk	84 (3)	0 (0)	84 (3)	7.7 %	8.7 %				
Oldies	0 (0)	43 (3)	43 (3)	3.9 %	8.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	15 (1)	15 (1)	1.4 %	2.1 %				
Soft AC/EZ	0 (0)	79 (1)	79 (1)	7.2 %	5.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	63 (2)	0 (0)	63 (2)	5.8 %	5.8 %				
Totals	226 (8)	868 (20)	1094 (28)						

AM Stations

WDAO	1210	1 kw (Days)	Black	AURN	\$20.00	---	
WHIO	1290	5 kw (DA-N)	News/Talk	AP, Westwd	\$63.00	D&R	Cox
WONE	980	5 kw (DA-N)	Standards	ABC	\$25.00	Eastman	Jacor

FM Stations

WBTT	94.5	6 kw @ 328	CHR/Black		\$<20.00	---	Jacor	Englewood
WCLR	95.7	50 kw @ 476	Oldies	Westwd	\$20.00	Regional	Giddens, pend.	Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00	---		Miamisburg
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00	Mc-Guild	Clear Channel, pend.	Eaton
WHKO	99.1	50 kw @ 1066	Country		\$83.00	D&R	Cox	
WING	102.9	50 kw @ 492	Classic AOR	ABC	\$36.00	Mc-Guild	Clear Channel, pend.	Springfield
WKSW	101.7	3.2 kw @ 407	Country		\$18.00	---		Urbana
WLQT	99.9	50 kw @ 500	Soft AC		\$54.00	Katz	Jacor	
WLSN	106.5	50 kw @ 479	Jazz	JRN	\$ NA	---		Greenville
WMMX	107.7	50 kw @ 420	AC		\$90.00	Eastman	Jacor	
WPFB	105.9	33.9 kw @ 593	Country	ABC	\$ NA	---	Braden	Middletown
WROU	92.1	0.89 kw @ 597	Black	ABC	\$50.00	Allied	WRNB-F/WLSN-F	W. Carrollton
WTUE	104.7	50 kw @ 500	AOR	ABC	\$78.00	Eastman	Jacor	
WXEG	103.9	1.15 kw @ 522	AOR-New Rock		\$34.00	Eastman	Jacor	Beavercreek
WZLR	95.3	6 kw @ 321	See WCLR-F				Giddens, pend.	Xenia

Notes: WLW - See Cincinnati . . . 9/97 WPTW (1570; Piqua)/WCLR-F sold to Charles Giddens for \$1,750,000; WZLR-F sold to Giddens for \$3,750,000; according to the M Street Journal, Giddens will LMA the stations to Cox (WHIO/WHKO-F) . . . 12/97 Sale of WING-AF/WGTZ-F to Regent cancelled . . . 12/97 WING-AF/WGTZ-F sold to Clear Channel for \$14,300,000 . . . 2/98 WIZE (1340; Springfield) sold to Jacor for \$525,000 . . . 2/98 Reportedly, sale of WLSN-F (106.5; Greenville) to WROU-F has been cancelled

Jim Duncan

Comments: Listening levels are steady . . . WGTZ-F is down to its lowest levels in three years

DAYTONA BEACH

Arbitron Rank: 92	Pop (12+): 402,900	Stations: 26 / 9	Last Year's Revenue: NA
MSA Rank: NA		Diaries: 847/476:1/51.0%	Household Income: \$31,335
MSA Pop: NA		Sample Target: 850	Total Retail Sales: \$3.9 Bil.
DMA: Orlando (#22)		% Below Line: 54.8	#1 Biller: NA
Average Persons Rating: 15.0		% Not Listed: 15.7	#1 Billing Portfolio: NA
Market TSL In Hours: 21.00		Pop per Station: 44,767	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WMGF-F	SAC	48 / 7.9	7.9	7.7	9.2	601 / 14.9	17.3	17.1	72 / 997	WMGF-F
2	WGNE-F	C	47 / 7.8	7.3	8.6	8.9	707 / 17.5	18.5	16.6	47 / 727	WGNE-F
3	WOCL-F	O	46 / 7.6	8.2	7.8	5.5	781 / 19.4	18.5	16.6	83 / 1376	WOCL-F
4	WTKS-F	T	41 / 6.8	2.9	3.7	2.8	657 / 13.8	9.7	10.2	57 / 767	WTKS-F
5	WHOG-F	C	31 / 5.1	2.9	3.8	1.6	409 / 10.2	8.5	10.8	31 / 409	WHOG-F
6	WJHM-F	B	25 / 4.1	6.5	6.3	5.5	385 / 9.6	12.7	14.1	65 / 979	WJHM-F
	WWKA-F	C	25 / 4.1	6.5	4.1	5.0	437 / 10.8	10.6	9.5	58 / 946	WWKA-F
8	WCFB-F	B/AC	23 / 3.8	2.6	4.8	2.6	274 / 6.8	6.0	8.7	47 / 555	WCFB-F
9	WFKS-F	CHR	21 / 3.5	4.2	2.3	3.4	462 / 11.5	13.4	10.8	29 / 764	WFKS-F
10	WKRO-F	AOR-P	19 / 3.1	1.6	2.9	2.1	325 / 8.1	5.4	8.6	19 / 328	WKRO-F
	WOMX-F	AC/CHR	19 / 3.1	3.7	4.8	4.2	356 / 8.8	12.8	11.5	25 / 541	WOMX-F
12	WROD	ST	18 / 3.0	6.5	7.8	7.8	284 / 6.5	8.5	10.9	18 / 267	WROD
13	WHTQ-F	CL AOR	17 / 2.8	5.2	4.3	4.4	423 / 10.5	10.7	11.0	39 / 783	WHTQ-F
	WJRR-F	AOR-NR	17 / 2.8	3.1	2.5	3.2	337 / 8.4	8.9	12.1	30 / 579	WJRR-F
15	WSHE-F	AC/CHR	15 / 2.5	2.4	2.3	3.2	401 / 10.0	9.3	9.3	22 / 585	WSHE-F
	WXXL-F	CHR	15 / 2.5	3.1	2.0	1.9	325 / 8.1	10.3	9.3	46 / 849	WXXL-F
17	WDBO	T/FS	14 / 2.3	1.6	1.4	1.3	178 / 4.4	3.8	4.2	35 / 392	WDBO
18	WNDB	N/T	13 / 2.1	2.7	3.2	2.9	244 / 6.1	7.2	8.1	13 / 252	WNDB
19	WVYB-F	CHR	12 / 2.0	1.8	0.9	0.6	288 / 6.7	4.5	2.3	12 / 278	WVYB-F
20	WSBB	ST	11 / 1.8	3.1	3.2	5.5	166 / 4.1	7.0	7.3	11 / 166	WSBB

12+ FM Share (Metro): 85.52 % (437 of 511) (Fall 96: 79.55 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WXXL-F	1 WTKS-F >	1 WTKS-F	1 WTKS-F <	1 WOCL-F	1 WOCL-F <	1 WOCL-F <	1 WMGF-F	1 WTKS-F <	1 WTKS-F	1 WOCL-F
	WJHM-F	2 WGNE-F	2 WHOG-F <	2 WHOG-F	2 WTKS-F <	2 WMGF-F	2 WGNE-F	2 WGNE-F	2 WJHM-F	2 WGNE-F
3 WVYB-F	3 WKRO-F <	3 WOCL-F <	3 WOCL-F <	3 WMGF-F <	3 WMGF-F >	3 WTKS-F <	3 WOCL-F <	3 WMGF-F	3 WMGF-F <	3 WMGF-F <
4 WGNE-F >	4 WJHM-F <	4 WMGF-F <	4 WMGF-F <	4 WHOG-F	4 WHOG-F <	4 WGNE-F >	4 WTKS-F	4 WOCL-F	4 WCFB-F	4 WJHM-F
	5 WJRR-F <	5 WGNE-F	5 WGNE-F	5 WGNE-F	5 WWKA-F	5 WWKA-F <	5 WHOG-F >	5 WHOG-F	5 WGNE-F	5 WHOG-F
	6 WSHE-F	6 WOMX-F	6 WOMX-F	6 WOMX-F	WTKS-F	6 WCFB-F <	6 WWKA-F <	6 WWKA-F <	6 WFKS-F	6 WWKA-F <
	7 WHOG-F	7 WKRO-F	7 WFKS-F	7 WFKS-F <	7 WROD	7 WOMX-F <	7 WDBO	7 WJHM-F <	7 WVYB-F	7 WFKS-F
		WFKS-F	8 WHTQ-F	8 WCFB-F	WCFB-F >	8 WHTQ-F		8 WCFB-F <	WOCL-F	
			WWKA-F <			WHOG-F		9 WKRO-F <	WXXL-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WKRO-F	1 WKRO-F	1 WGNE-F	1 WMGF-F	1 WMGF-F	1 WTKS-F >	1 WTKS-F >	1 WTKS-F	1 WTKS-F >	1 WTKS-F	1 WCFB-F
	WJHM-F >	2 WGNE-F	2 WOCL-F <	2 WOCL-F >	2 WJHM-F	2 WJRR-F	2 WGNE-F	2 WHOG-F	2 WHOG-F	2 WGNE-F
3 WVYB-F	3 WJHM-F	3 WTKS-F	3 WOMX-F	3 WOMX-F	WVYB-F	3 WJHM-F	WSHE-F	3 WHTQ-F	3 WOCL-F	3 WOCL-F
	WGNE-F	4 WTKS-F	4 WHOG-F	4 WHOG-F <	4 WKRO-F	4 WGNE-F	4 WJRR-F >	4 WJRR-F	4 WHTQ-F	4 WJHM-F
	WOMX-F >>	5 WMGF-F	5 WCFB-F	5 WCFB-F	5 WJRR-F	5 WSHE-F	5 WHTQ-F	5 WGNE-F	5 WGNE-F <	5 WHOG-F
		6 WFKS-F	6 WSHE-F	6 WFKS-F	6 WKRO-F	6 WKRO-F		6 WKRO-F	6 WJRR-F	
		7 WSHE-F	7 WCFB-F	7 WHOG-F	7 WHOG-F	7 WHTQ-F		7 WHTQ-F	7 WSHE-F	
		8 WHOG-F	8 WFKS-F >	8 WKRO-F	8 WWKA-F	8 WHOG-F		8 WKRO-F	8 WMGF-F	
		WCFB-F		WTKS-F				WSHE-F	WFKS-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WPUL	B	1590	S. Daytona Beach	1.2 1.9 7 75

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WHOO	ST	990	Orlando	0.5 2.3 12 189
WLOQ-F	J	103.1	Winter Park	1.3 4.0 13 282
WMMO-F	AOR/AC	98.9	Orlando	1.3 4.0 19 300
WOKV	N/T	690	Jacksonville	0.5 1.2 5 75
WQTM	SPRIS	540	Pine Hills	0.8 1.8 6 103

DAYTONA BEACH

Format Performance	AM		FM		Total	%	Fall 96	Consolidation Report			
								12+	25-54	Revenue	
AC	0	(0)	34	(2)	34 (2)	6.7 %	8.0 %	Black Crow	12.3 %	12.9 %	%
AOR/Classic/NR	0	(0)	61	(4)	61 (4)	11.9 %	11.4 %	WHOG-FM, WKRO-FM, WNDB-AM, WVYB-FM			
Black/Urban	7	(1)	48	(2)	55 (3)	10.8 %	13.0 %		12.3 %	12.9 %	%
CHR	0	(0)	48	(3)	48 (3)	9.4 %	4.9 %				
Classical	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %				
Country	0	(0)	103	(3)	103 (3)	20.2 %	20.6 %				
Full Service	14	(1)	0	(0)	14 (1)	2.7 %	1.6 %				
Hispanic	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %				
Jazz	0	(0)	8	(1)	8 (1)	1.6 %	0.5 %				
News/Talk	16	(2)	41	(1)	57 (3)	11.2 %	7.8 %				
Oldies	0	(0)	46	(1)	46 (1)	9.0 %	8.8 %				
Others/Unknown	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0	(0)	48	(1)	48 (1)	9.4 %	8.7 %				
Sports	5	(1)	0	(0)	5 (1)	1.0 %	0.0 %				
Standards	32	(3)	0	(0)	32 (3)	6.3 %	14.7 %				
Totals	74	(8)	437	(18)	511 (26)						

AM Stations

Station	Freq	Power	Format	Ownership	Contract	Agency	Market
WNDB	1150	1 kw (DA-N)	News/Talk	CBS, ABC	\$24.00	Allied	Black Crow
WROD	1340	1 kw	Standards	ABC	\$25.00	—	
WSBB	1230	1 kw	Standards	Westwd	\$<20.00	—	New Smyrna Beach

FM Stations

Station	Freq	Power	Format	Ownership	Contract	Agency	Market
WFKS	99.9	100 kw @ 1200	CHR		\$33.00	Mc-Guild	Renda Palatka
WGNE	98.1	100 kw @ 475	Country		\$58.00	D&R	Capstar Titusville
WHOG	95.7	25 kw @ 328	Country	CBS	\$ NA	Allied	Black Crow Ormond by the Sea
WKRO	93.1	15 kw @ 425	Prog. AOR		\$<20.00	Allied	Black Crow Edgewater
WVYB	103.3	3 kw @ 315	CHR		\$ NA	Allied	Black Crow Holly Hill

Notes:

Jim Duncan

Comments: Listening levels are down sharply: off 9% versus Fall 1996 . . . WHOG-F has become the leading "local" station

DENVER-BOULDER

Arbitron Rank: 22 Pop (12+): 1,776,100	Stations: 29 / 29	Last Year's Revenue: \$115,200,000
MSA Rank: 26	Diaries: 2,914/610:1/51.5%	Household Income: \$46,330
MSA Pop: 2,300,000	Sample Target: 2,930	Total Retail Sales: \$24.0 Bil.
DMA: 18	% Below Line: 0.0	#1 Biller: KOA \$20,400,000
Average Persons Rating: 16.6	% Not Listed: 11.2	#1 Billing Portfolio: Jacor \$50,900,000
Market TSL in Hours: 21.75	Pop per Station: 61,245	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KYGO-F	C	273 / 9.3	7.8	7.9	10.5	10.0	8.9	3364 / 18.9	16.6	20.6	314 / 4173	I KYGO-F
2	KOA	T/FS	231 / 7.9	7.8	8.6	7.0	7.7	7.8	4191 / 23.6	22.5	22.2	324 / 5949	K KOA
3	KRFX-F	CL AOR	190 / 6.5	5.5	5.1	5.0	4.1	5.5	2656 / 15.0	14.3	12.3	222 / 3280	I KRFX-F
4	KOSI-F	SAC	182 / 6.2	6.6	6.9	6.3	5.8	6.5	2747 / 15.5	16.0	15.4	205 / 3185	H KOSI-F
5	KQKS-F	CHR	164 / 5.6	6.5	6.2	4.6	2.2	5.7	2187 / 12.3	13.8	10.9	187 / 2785	E KQKS-F
6	KBCO-F	AOR-P	152 / 5.2	5.0	4.5	4.2	4.5	4.7	2537 / 14.3	13.3	13.2	163 / 2869	G KBCO-F
7	KHOW	T	138 / 4.7	3.9	4.0	4.3	3.3	4.2	1874 / 10.6	9.8	8.7	162 / 2319	E KHOW
	KXKL-F	O	138 / 4.7	5.4	4.2	4.9	4.5	4.8	2550 / 14.4	14.8	13.9	163 / 3130	H KXKL-F
	KALC-F	AC/CHR	138 / 4.7	5.0	4.8	5.8	4.6	5.1	2886 / 16.3	16.5	14.9	162 / 3500	G KALC-F
10	KKHK-F	CL AOR	130 / 4.4	3.9	4.6	5.4	4.7	4.6	2562 / 14.4	12.7	12.1	148 / 2975	D KKHK-F
11	KHIH-F	J	122 / 4.1	3.9	3.8	3.5	5.0	3.8	1762 / 9.9	10.4	10.8	131 / 1938	E KHIH-F
12	KBPI-F	AOR-NR	103 / 3.5	3.5	4.3	3.7	3.6	3.8	1866 / 10.5	12.4	11.2	125 / 2345	G KBPI-F
13	KIMN-F	AC	99 / 3.4	3.5	2.7	2.5	2.4	3.0	1902 / 10.7	9.0	9.7	102 / 2023	F KIMN-F
14	KXPK-F	AOR-P	87 / 3.0	3.1	3.1	3.3	2.5	3.1	2088 / 11.8	12.1	11.3	101 / 2442	G KXPK-F
15	KEZW	ST	76 / 2.6	3.1	3.8	3.2	3.1	3.2	1022 / 5.8	6.6	6.1	76 / 1030	B KEZW
16	KVOD-F	CL	64 / 2.2	2.0	1.8	2.8	3.1	2.2	1035 / 5.8	5.3	6.6	78 / 1317	D KVOD-F
17	KCKK-F	C	57 / 1.9	1.5	2.0	1.7	2.9	1.8	1126 / 6.3	6.4	10.9	71 / 1473	KCKK-F
18	KTCL-F	AOR-NR	56 / 1.9	2.3	1.3	1.6	1.1	1.8	1095 / 6.2	6.2	4.6	69 / 1405	C KTCL-F
19	KKFN	SPRST	40 / 1.4	1.2	1.6	1.3	1.3	1.4	1131 / 6.4	7.7	5.4	51 / 1395	B KKFN
20	KTLK	T	39 / 1.3	1.0	1.1	0.9	0.8	1.1	990 / 5.8	5.2	5.0	47 / 1218	C KTLK

12+ FM Share (Metro): 75.70 % (1978 of 2613) (Fall 96: 73.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOKS-F >>	1 KYGO-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 KYGO-F <
2 KBPI-F >	2 KRFX-F <	2 KRFX-F	2 KRFX-F	2 KRFX-F	2 KYGO-F	2 KOA <	2 KOA <	2 KOA <	2 KBPI-F <	2 KOA
	3 KALC-F	3 KBCO-F	3 KBCO-F	3 KBCO-F	3 KHOW	3 KRFX-F <	3 KOSI-F <	3 KOSI-F <	3 KYGO-F <	3 KQKS-F
	4 KBCO-F	4 KOSI-F	4 KOA <	4 KOA <	4 KOSI-F	4 KHOW	4 KRFX-F	4 KRFX-F <	4 KOSI-F	4 KXKL-F
	KQKS-F <	5 KKHK-F	5 KOSI-F <	5 KOSI-F	5 KXKL-F <	5 KALC-F	5 KBCO-F <	5 KBCO-F	5 KOA <	5 KHIH-F <
	6 KBPI-F	KALC-F <	6 KKHK-F	6 KKHK-F <	6 KHIH-F <	6 KOSI-F <	6 KHOW	6 KQKS-F <	6 KRFX-F	6 KKHK-F <
		7 KOA	7 KXKL-F <	7 KXKL-F	7 KRFX-F	7 KQKS-F	7 KXKL-F	7 KKHK-F	7 KHIH-F <	7 KRFX-F
			8 KALC-F <	8 KHIH-F <		8 KBCO-F	8 KKHK-F <	KALC-F <		KBCO-F <
						KXKL-F				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KQKS-F	1 KYGO-F <	1 KOSI-F <	1 KYGO-F	1 KOSI-F <	1 KBPI-F	1 KRFX-F	1 KRFX-F >	1 KRFX-F >	1 KRFX-F	1 KHOW
2 KALC-F	2 KOSI-F <	2 KYGO-F	2 KOSI-F >	2 KYGO-F >	KYGO-F >	2 KYGO-F <	2 KBCO-F	2 KYGO-F <	2 KOA	2 KQKS-F
	KYGO-F >	3 KALC-F <	3 KBCO-F	3 KBCO-F <	3 KRFX-F	3 KBPI-F	3 KALC-F <	3 KOA	3 KYGO-F	3 KOA
4 KOSI-F >	4 KOKS-F >	4 KBCO-F <	4 KQKS-F <	4 KXKL-F <	4 KALC-F	4 KBCO-F <	4 KYGO-F	4 KBCO-F	4 KBCO-F	
5 KBPI-F	5 KBCO-F	5 KOKS-F <	5 KALC-F <	5 KHIH-F <	5 KQKS-F	5 KALC-F >	5 KBPI-F <	5 KKHK-F <	5 KKHK-F	
	KXPK-F	6 KXPK-F	6 KIMN-F <	6 KIMN-F	6 KKHK-F	6 KOSI-F	6 KOA	6 KALC-F <	6 KXKL-F <	
		7 KIMN-F	7 KKHK-F <	7 KHOW	KBCO-F	7 KOA <	7 KQKS-F <	7 KBPI-F	7 KALC-F	
			8 KXKL-F	KKHK-F			8 KTCL-F <	8 KXKL-F <		

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

KBNO	SP	1220	Denver	0.4	1.0	11	186
KCUV	SP	1150	Englewood	0.4	0.8	14	193
KDKO	B	1510	Littleton	0.4	1.4	11	253
KJMN-F	SP	92.1	Castle Rock	0.4	1.3	12	262
KMXA	SP	1090	Aurora	0.9	1.2	27	252
KNUS	T	710	Denver	0.4	2.1	13	426
KRKS-F	REL	990	Denver	0.4	2.0	15	422
KRRF	T	1280	Denver	0.4	2.2	13	403
KYGO	C	1600	Lakewood	0.9	3.4	28	636

DENVER-BOULDER

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	237 (2)	237 (2)	9.1 %	7.7 %	Chancellor	18.4 %	19.4 %	22.6 %
AOR/Classic/NR	0 (0)	718 (6)	718 (6)	27.5 %	23.4 %	KALC-FM, KIMN-FM, KRRF-AM, KVOD-FM, KXKL-FM, KXPX-FM			
Black/Urban	11 (1)	0 (0)	11 (1)	0.4 %	1.2 %	Jacor	33.2 %	35.0 %	44.2 %
CHR	0 (0)	164 (1)	164 (1)	6.3 %	7.0 %	KBCO-FM, KBPI-FM, KHIH-FM, KHOW-AM, KOA-AM, KRFX-FM, KTLK-AM			
Classical	0 (0)	64 (1)	64 (1)	2.4 %	3.5 %	Jefferson-Pilot	19.1 %	16.7 %	17.7 %
Country	27 (1)	330 (2)	357 (3)	13.7 %	13.7 %	KCKK-FM, KKFN-AM, KQKS-FM, KYGO-AM, KYGO-FM			
Full Service	231 (1)	0 (0)	231 (1)	8.8 %	8.8 %	Tribune Co.	13.2 %	13.0 %	10.6 %
Hispanic	49 (3)	11 (1)	60 (4)	2.3 %	3.0 %	KEZW-AM, KKHK-FM, KOSI-FM			
Jazz	0 (0)	122 (1)	122 (1)	4.7 %	5.7 %		84.0 %	84.1 %	95.1 %
News/Talk	201 (4)	0 (0)	201 (4)	7.7 %	5.5 %				
Oldies	0 (0)	138 (1)	138 (1)	5.3 %	7.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	12 (1)	12 (1)	0.5 %	1.0 %				
Soft AC/EZ	0 (0)	182 (1)	182 (1)	7.0 %	6.6 %				
Sports	40 (1)	0 (0)	40 (1)	1.5 %	1.5 %				
Standards	76 (1)	0 (0)	76 (1)	2.9 %	3.5 %				
Totals	635 (12)	1978 (17)	2613 (29)						

AM Stations

Station	Power	Time	Format	Source	Agency	Advertiser	City
KEZW	1430	5 kw (DA-N)	Standards	ABC	\$35.00	Banner	Aurora
KHOW	630	5 kw (DA-2)	Talk	Westwd, ABC, TARN	\$64.00	Allied	Jacor
KKFN	950	5 kw (DA-1)	Sports	AP, ABC, CBS	\$ NA	CBS	Jefferson-Pilot
KOA	850	50 kw	Talk/Full Service	ABC	\$288.00	Eastman	Jacor
KTLK	760	50 kw/1 kw (DA-2)	Talk	ABC	\$ 40.00	Eastman	Thomton

FM Stations

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

Notes: 12/97 KYGO (1600) began simulcasting KCKK-F . . . 12/97 KBCO (1190) donated by Jacor to the University of Colorado Foundation

Jim Duncan

Comments: Listening levels have increased slightly . . . KRFX-F has climbed back to its traditional levels with its fourth consecutive up book . . . KYGO-F recovered nicely from two weak performances in the Summer and Spring . . . KBCO-F recorded its highest share in more that three years . . . KHOW is at its highest share in many years

DES MOINES

Arbitron Rank: 88 Pop (12+): 419,700	Stations: 19 / 18	Last Year's Revenue: \$22,600,000
MSA Rank: 118	Diaries: 1,558/269:1/57.4%	Household Income: \$46,392
MSA Pop: 427,000	Sample Target: 1,520	Total Retail Sales: \$5.7 Bil.
DMA: 72	% Below Line: 0.7	#1 Biller: WHO \$7,200,000
Average Persons Rating: 14.5	% Not Listed: 13.3	#1 Billing Portfolio: Jacor \$9,100,000
Market TSL In Hours: 19.50	Pop per Station: 23,317	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WHO	FS	81 / 13.3	12.1	10.1	11.9	12.6	11.8	1155 / 27.5	26.0	24.5	155 / 2381	H WHO
2 KJY-F	C	56 / 9.2	8.4	8.7	10.2	12.1	9.1	809 / 19.3	18.9	20.7	88 / 1225	E KJY-F
3 KHKI-F	C	54 / 8.8	5.2	10.4	4.2	4.8	7.2	629 / 15.0	16.5	10.6	71 / 882	B KHKI-F
4 KSTZ-F	AC/CHR	50 / 8.2	8.9	7.2	7.3	5.9	7.9	969 / 23.1	23.7	20.3	94 / 1651	C KSTZ-F
5 KAZR-F	AOR	46 / 7.5	6.2	4.7	5.3	5.2	5.9	681 / 15.7	13.0	13.1	74 / 1078	B KAZR-F
6 KIOA-F	O	39 / 6.4	7.1	7.5	6.8	6.4	6.9	735 / 17.5	19.1	17.9	85 / 1448	D KIOA-F
7 KLTI-F	SAC	30 / 4.9	3.2	4.3	2.8	1.7	3.8	541 / 12.9	12.8	7.0	42 / 905	A KLTI-F
8 KGGO-F	AOR	30 / 4.9	7.5	4.8	7.0	7.1	6.1	600 / 14.3	14.8	18.0	49 / 1000	E KGGO-F
9 KRKQ-F	CLAOR	29 / 4.8	7.6	5.3	4.2	4.1	5.5	623 / 14.8	16.3	12.3	36 / 832	B KRKQ-F
10 KLYF-F	AC	24 / 3.9	5.7	6.3	8.2	6.6	6.0	488 / 11.6	15.2	16.0	43 / 808	C KLYF-F
11 KRNT	ST	21 / 3.4	3.7	4.7	4.9	6.2	4.2	326 / 7.8	10.2	10.2	32 / 434	A KRNT
12 KKDM-F	AOR-NR	19 / 3.1	5.5	5.1	6.0	5.4	4.9	532 / 12.7	15.4	16.5	24 / 678	C KKDM-F
13 KMXD-F	EZ	15 / 2.5	2.6	2.6	3.1	3.3	2.7	271 / 6.5	6.8	7.1	15 / 304	A KMXD-F

12+ FM Share (Metro): 77.50 % (410 of 529) (Fall 96: 73.53 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 KSTZ-F >	1 KSTZ-F >>	1 KSTZ-F >>	1 KSTZ-F >	1 KSTZ-F	1 KAZR-F >>	1 KAZR-F >>	1 KAZR-F	1 KAZR-F	1 WHO	1 WHO
2 KLTI-F	2 KHKI-F	2 KJY-F	2 KHKI-F <	2 KJY-F	2 KHKI-F >	2 KHKI-F >	2 KHKI-F >	2 WHO	2 KRKQ-F <	2 KHKI-F >
3 KHKI-F >	3 KLTI-F	3 KHKI-F >	3 KJY-F <	3 KHKI-F	3 KGGO-F	3 KGGO-F	3 KGGO-F	3 KRKQ-F	3 KHKI-F <	3 KLTI-F
4 KKDM-F	KJY-F	4 KLYF-F	4 KLTI-F	KIOA-F <	KRQ-F	4 WHO	4 WHO	4 KGGO-F	4 KGGO-F	4 KJY-F
KAZR-F	5 KLYF-F	5 KGGO-F	5 WHO	5 WHO <	5 KSTZ-F	KSTZ-F	KHKI-F	KHKI-F	KIOA-F	
KLYF-F >	6 KAZR-F	6 KLTI-F	KIOA-F <	6 KLTI-F <	6 WHO	KRQ-F	KRQ-F	6 KIOA-F	6 KJY-F <	
		7 KLYF-F >	7 KLYF-F >	7 KLYF-F >		KJY-F		7 KJY-F	7 KAZR-F	

Other Rated Stations					Other Rated Stations—Outside Market											
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume					
KCCQ-F	CHR	105.1	Ames	1.1	5.2	8	268		KWMT	C	540	FL Dodge	0.7	1.3	28	318
KJJC-F	SPRIS	106.9	Osceola	0.8	2.5	6	154									
KWKY	REL	1150	Des Moines	0.8	3.3	6	163									
KXTK	T	940	Des Moines	1.3	3.9	9	199									
KZZQ-F	REL	99.5	Winterset	1.0	2.6	6	111									

DES MOINES

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	74 (2)	74 (2)	14.0 %	14.1 %	Barnstable KJJY-FM, KKSO-AM, KRKQ-FM	15.8 %	19.2 %	16.5 %
AOR/Classic/NR	0 (0)	124 (4)	124 (4)	23.4 %	24.7 %	Capstar KDMI-AM, KGGO-FM, KHKI-FM	13.7 %	16.5 %	17.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Saga KAZR-FM, KIOA-FM, KLTJ-FM, KRNT-AM, KSTZ-FM, KXTK-AM	31.7 %	31.6 %	22.2 %
CHR	0 (0)	7 (1)	7 (1)	1.3 %	1.2 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	4 (1)	110 (2)	114 (3)	21.6 %	20.6 %				
Full Service	81 (1)	0 (0)	81 (1)	15.3 %	14.3 %		61.2 %	67.3 %	55.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	8 (1)	0 (0)	8 (1)	1.5 %	2.2 %				
Oldies	0 (0)	39 (1)	39 (1)	7.4 %	7.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	5 (1)	6 (1)	11 (2)	2.1 %	2.4 %				
Soft AC/EZ	0 (0)	45 (2)	45 (2)	8.5 %	5.7 %				
Sports	0 (0)	5 (1)	5 (1)	0.9 %	0.6 %				
Standards	21 (1)	0 (0)	21 (1)	4.0 %	7.1 %				
Totals	119 (5)	410 (14)	529 (19)						

AM Stations

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

FM Stations

KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga	Pella
KCCQ	105.1	25 kw @ 328	CHR		\$ NA	---	KASI	Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Capstar	
KHKI	97.3	115 kw @ 450	Country		\$<20.00	Eastman	Capstar	
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga	
KJJY	92.5	41 kw @ 541	Country		\$70.00	Mc-Guild	Barnstable	Ankeny
KKDM	107.5	23 kw @ 722	AOR-New Rock	Westwd	\$29.00	---		
KLTI	104.1	100 kw @ 1010	Soft AC		\$<20.00	Katz	Saga	Ames
KLYF	100.3	100 kw @ 1700	AC		\$47.00	Christal	Jacor	
KMXD	106.3	6 kw @ 328	Easy Listening		\$<20.00	---		Ankeny
KRKQ	98.3	50 kw @ 492	Classic AOR		\$<20.00	Mc-Guild	Barnstable	Boone
KSTZ	102.5	100 kw @ 1260	AC/CHR		\$46.00	Katz	Saga	

Notes: 11/97 KCCQ-F (107.1; Ames) moved from 107.1 to 105.1 with 25 kw @ 328 . . . 1/98 KLYF-F changed from AC to Modern AC . . . 2/98 KKSO (1390) changed from Children's to simulcast co-owned KJJY-F

Jim Duncan

Comments: Listening levels are fairly steady: up from a year ago; down from Spring . . . KHKI-F and KGGO-F have been very volatile in the last four books; in fact, as compared to Summer 1997, most stations showed dramatic changes – the most stable stations are WHO, KSTZ-F and KJJY-F . . . KRNT has had five consecutive share decreases and is at its lowest share in many years

DETROIT

Arbitron Rank: 7 Pop (12+): 3,692,300
MSA Rank: 6
MSA Pop: 4,870,000
DMA: 9
Average Persons Rating: 16.7
Market TSL in Hours: 22.00

Stations: 29 / 29
Diarles: 4,505/820:1/51.3%
Sample Target: 4,360
% Below Line: 0.0
% Not Listed: 10.8
Pop per Station: 127,321

Last Year's Revenue: \$180,000,000
Household Income: \$46,760
Total Retail Sales: \$43.9 Bil.
#1 Biller: WJR \$17,100,000
#1 Billing Portfolio: CBS \$61,000,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WJLB-F	B	486 / 7.9	7.9	8.1	7.9	9.1	7.9	6422 / 17.4	17.1	17.2	518 / 7024	J	WJLB-F
2	WNIC-F	AC	458 / 7.4	6.6	7.2	6.8	6.4	7.0	6103 / 16.5	17.0	15.5	479 / 6527	I	WNIC-F
3	WJR	FS/T	393 / 6.4	6.7	5.9	6.2	7.4	6.3	6937 / 18.8	19.8	19.8	525 / 9341	J	WJR
4	WOMC-F	O	337 / 5.5	5.9	5.8	5.9	6.1	5.8	5447 / 14.8	17.5	17.1	358 / 5900	J	WOMC-F
5	WWJ	N	323 / 5.2	4.9	5.3	5.6	5.4	5.3	6794 / 18.4	18.6	19.2	332 / 7212	J	WWJ
6	WKQI-F	AC/CHR	252 / 4.1	4.5	4.7	4.6	4.4	4.5	6019 / 16.3	17.3	16.7	277 / 6707	I	WKQI-F
7	WMXD-F	B/AC	242 / 3.9	3.9	4.3	3.7	3.8	4.0	3767 / 10.2	10.3	9.9	246 / 3896	H	WMXD-F
8	WRIF-F	AOR	236 / 3.8	4.5	4.2	4.7	4.5	4.3	4405 / 11.9	13.6	12.7	272 / 5213	I	WRIF-F
9	WXYT	T	222 / 3.6	2.6	3.1	3.3	3.2	3.1	3738 / 10.1	7.6	10.4	227 / 3870	H	WXYT
10	WVMV-F	J	215 / 3.5	3.5	3.2	3.3	4.0	3.4	3441 / 9.3	8.8	9.4	230 / 3689	E	WVMV-F
11	WYCD-F	C	213 / 3.5	3.3	3.5	3.7	3.7	3.5	3600 / 9.7	10.1	10.3	228 / 4011	I	WYCD-F
12	WWWWW-F	C	208 / 3.4	3.5	3.6	3.9	4.0	3.6	3675 / 10.0	10.2	11.0	233 / 4136	H	WWWWW-F
13	WDRQ-F	AC/CHR	199 / 3.2	3.4	3.8	3.0	2.7	3.4	4301 / 11.6	13.6	11.2	209 / 4657	H	WDRQ-F
14	WCHB-F	B	198 / 3.2	4.0	3.6	3.2	2.6	3.5	3636 / 9.8	10.2	9.3	206 / 3872	E	WCHB-F
15	WCSX-F	CL AOR	194 / 3.1	3.4	3.1	3.1	2.9	3.2	3522 / 9.5	10.3	10.1	213 / 3980	H	WCSX-F
16	WPLT-F	CHR-NR	186 / 3.0	3.5	2.5	2.5	2.1	2.9	4865 / 13.2	12.3	11.5	198 / 5350	G	WPLT-F
17	CKWW	ST	184 / 3.0	2.9	2.4	2.5	2.3	2.7	2073 / 5.6	5.1	5.1	190 / 2190	H	CKWW
18	WWBR-F	AOR	140 / 2.3	1.5	1.7	1.9	1.8	1.8	2523 / 8.8	6.4	5.5	145 / 2649	D	WWBR-F
19	WQRS-F	AOR-NR	119 / 1.9	2.4	2.9	2.9	2.6	2.5	2389 / 6.4	8.0	7.0	135 / 2651	D	WQRS-F
20	WDFN	SPRTS	112 / 1.8	1.4	1.3	1.3	1.5	1.5	1872 / 6.1	3.8	5.0	119 / 2090	C	WDFN
21	WMUZ-F	REL	94 / 1.5	1.0	1.0	0.9	0.9	1.1	1575 / 4.3	3.8	3.6	100 / 1719	H	WMUZ-F
	CIMX-F	AOR-NR	94 / 1.5	1.7	1.8	1.4	1.8	1.6	2776 / 7.5	8.2	8.3	109 / 3374	CIMX-F	CIMX-F
23	WKRK-F	AOR-NR	89 / 1.4	1.4	1.1	1.2	1.5	1.3	2590 / 7.0	6.8	7.6	104 / 3021	F	WKRK-F
24	WGPR-F	G	76 / 1.2	0.8	1.3	1.4	1.2	1.2	1512 / 4.1	4.4	4.0	77 / 1557	H	WGPR-F
25	CIDR-F	AOR-P	73 / 1.2	1.1	1.2	1.2	1.0	1.2	1958 / 5.3	5.7	4.1	82 / 2223	H	CIDR-F
26	WQBH	G	70 / 1.1	1.5	1.5	1.4	1.6	1.4	1016 / 2.8	2.8	3.4	70 / 1031	H	WQBH

12+ FM Share (Metro): 74.98 % (4129 of 5507) (Fall 96: 74.85 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WJLB-F >>	1 WJLB-F >	1 WJLB-F	1 WNIC-F <	1 WNIC-F	1 WJR	1 WJLB-F	1 WNIC-F >	1 WJLB-F <	1 WJLB-F >	1 WJLB-F
2	WCHB-F	2 WRIF-F <	2 WNIC-F >	2 WJLB-F >	2 WJLB-F	2 WNIC-F <	WWJ	2 WJR	2 WNIC-F	2 WCHB-F <	2 WJR
3	WKQI-F >	3 WNIC-F <	3 WRIF-F	3 WRIF-F <	3 WOMC-F	3 WWJ <	WNIC-F <	3 WJLB-F <	3 WJR <	3 WNIC-F	3 WNIC-F <
4	WKQI-F	4 WKQI-F <	4 WOMC-F <	4 WMXD-F <	4 WOMC-F >	4 WJR	4 WOMC-F <	4 WOMC-F	4 WMXD-F	4 WWJ	4 WWJ
	WPLT-F	5 WOMC-F <	5 WCSX-F <	5 WRIF-F <	5 WXYT <	WRIF-F	5 WXYT	5 WKQI-F <	5 WJR	5 WOMC-F	5 WOMC-F
6	WCHB-F <	6 WCSX-F <	6 WKQI-F	6 WCSX-F <	6 CKWW <	6 WOMC-F >	6 WWJ	6 WWJ	6 WOMC-F <	6 WKQI-F <	6 WKQI-F <
7	WDRQ-F	7 WMXD-F <	7 WMXD-F	7 WJR <	7 WMXD-F <	7 WMXD-F	7 WVMV-F <	7 WMXD-F	7 WKQI-F	7 WKQI-F	7 WWWV-F <
		8 WPLT-F <	8 WYCD-F <	8 WKQI-F <	8 WJLB-F <	WKQI-F	8 WKQI-F <	WXYT <			
		9 WYCD-F <			9 WVMV-F			9 WYCD-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WJLB-F >	1 WJLB-F	1 WNIC-F <	1 WNIC-F	1 WJLB-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F	1 WRIF-F	1 WJLB-F	
2	WNIC-F	2 WNIC-F <	2 WKQI-F <	2 WJLB-F >	2 WJLB-F >	2 WCHB-F <	2 WJLB-F	2 WWBR-F	2 WJLB-F <	2 WCSX-F <	2 WWJ
3	WCHB-F <	3 WKQI-F >	3 WNIC-F >	3 WKQI-F	3 WMXD-F <	3 WRIF-F >	3 WPLT-F <	3 WPLT-F <	3 WCSX-F	3 WOMC-F	3 WMXD-F
4	WPLT-F <	4 WPLT-F	4 WDRQ-F	4 WMXD-F	4 WOMC-F <	4 CIMX-F	4 WWBR-F	4 WDFN	4 WWBR-F	4 WWBR-F <	4 WVMV-F
5	WKQI-F	5 WDRQ-F	5 WPLT-F	5 WYCD-F	5 WKQI-F	5 WKQI-F	5 WCHB-F <	5 WJLB-F <	5 WOMC-F <	5 WJR <	
6	WYCD-F <	6 WYCD-F	6 WYCD-F	6 WOMC-F	6 WYCD-F	6 WPLT-F	6 WDFN <	6 WCSX-F	6 WDFN <	6 WJLB-F <	
7	WDRQ-F >	7 WCHB-F	7 WWWV-F	7 WDRQ-F	7 WDRQ-F <	7 WKRK-F <	7 WKRK-F <	7 WKRK-F	7 WJR	7 WDFN	
		8 WMXD-F	8 WPLT-F <	8 WVMV-F <	8 WDRQ-F	8 WCSX-F	8 WNIC-F	WPLT-F <	WXYT <		
				9 WWWV-F				9 WNIC-F	9 WWJ <		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
CKLW	N/T	800 Windsor, ON	0.3	2.0	25 921
WCHB	B/G	1200 Taylor	0.9	1.6	54 601
WSAQ-F	C	107.1 Port Huron	0.3	0.9	24 381

DETROIT

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	909 (3)	909 (3)	16.5 %	15.5 %	ABC/Disney WDRQ-FM, WJR-AM, WPLT-FM	12.6 %	11.3 %	17.5 %
AOR/Classic/NR	0 (0)	945 (7)	945 (7)	17.2 %	13.3 %	CBS	22.7 %	22.4 %	33.9 %
Black/Urban	0 (0)	926 (3)	926 (3)	16.8 %	17.2 %	WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM			
CHR	0 (0)	186 (1)	186 (1)	3.4 %	2.3 %	Chancellor	28.5 %	31.3 %	31.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	2.8 %	WDFN-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM			
Country	0 (0)	441 (3)	441 (3)	8.0 %	8.6 %	Greater Media	8.8 %	10.8 %	11.5 %
Full Service	393 (1)	0 (0)	393 (1)	7.1 %	8.2 %	WCSX-FM, WQRS-FM, WRIF-FM			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		72.6 %	75.8 %	94.3 %
Jazz	0 (0)	215 (1)	215 (1)	3.9 %	4.4 %				
News/Talk	565 (3)	0 (0)	565 (3)	10.3 %	10.1 %				
Oldies	0 (0)	337 (1)	337 (1)	6.1 %	8.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	124 (2)	170 (2)	294 (4)	5.3 %	4.9 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	112 (1)	0 (0)	112 (1)	2.0 %	1.7 %				
Standards	184 (1)	0 (0)	184 (1)	3.3 %	2.6 %				
Totals	1378 (8)	4129 (21)	5507 (29)						

AM Stations

Station	Power	Frequency	Format	Company	Address
CKWW	580	500 w (DA-1)	Standards	Westwd	\$50.00 D&R CHUM, Ltd. Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00 Katz Chancellor
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00 Katz ABC/Disney
WQBH	1400	1 kw	Gospel		\$23.00 Patt
WWJ	950	5 kw (DA-N)	News	CBS	\$210.00 CBS CBS
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$154.00 Infinity CBS

FM Stations

Station	Power	Frequency	Format	Company	Address
CIDR	93.9	100 kw @ 699	Progressive AOR		\$77.00 D&R CHUM, Ltd. Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00 D&R CHUM, Ltd. Windsor, ON
WCHB	105.9	20 kw @ 724	Black		\$80.00 Allied Radio One, pend.
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$150.00 Mc-Guild Greater Media Birmingham
WDRQ	93.1	26.5 kw @ 668	AC/CHR		\$130.00 Christal ABC/Disney
WGPR	107.5	50 kw @ 375	Gospel		\$43.00 —
WJLB	97.9	50 kw @ 490	Black		\$240.00 Sentry Chancellor
WKQI	95.5	100 kw @ 426	AC/CHR		\$184.00 Eastman Chancellor
WKRK	97.1	15 kw @ 890	AOR-New Rock		\$100.00 CBS CBS
WMUZ	103.5	50 kw @ 465	Religion		\$ NA Crawford Crawford
WMXD	92.3	22 kw @ 459	Black AC		\$140.00 Allied Chancellor
WNIC	100.3	32 kw @ 600	AC		\$215.00 Eastman Chancellor Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$221.00 Infinity CBS
WPLT	96.3	20 kw @ 786	CHR-New Rock	ABC	\$100.00 Katz ABC/Disney
WQRS	105.1	20 kw @ 784	AOR		\$90.00 Allied Greater Media
WRIF	101.1	27 kw @ 880	AOR		\$180.00 Mc-Guild Greater Media
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$90.00 Group W CBS
WWBR	102.7	50 kw @ 500	AOR	ABC, Westwd	\$55.00 D&R Syncom Mt. Clemens
WWWV	106.7	61 kw @ 510	Country	Westwd	\$160.00 Shamrock Chancellor
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source	\$190.00 Group W CBS

Notes: 10/97 WDOZ (1310) changed from simulcasting WNIC-F to Standards as WYUR . . . 11/97 WQRS-F changed from Classical to New Rock (AOR-NR) as 'The Edge' . . . 12/97 WCHB-AF sold by Bell to Radio One for \$34,000,000 (includes CP for WJZZ 1250 Saginaw-Bay City) . . . 12/97 WQRS-F changed calls to WXDG-F . . . 1/98 WQBH (Control) sold (price NA)

Jim Duncan

Comments: Listening levels are falling slightly . . . WNIC-F is at its highest share level in many years . . . It is very sad to see the Classical format disappear on WQRS . . . Not much else is happening in Detroit . . . It will be interesting to see if Radio One can apply their "magic touch" to the Detroit market on WCHB-AF; these people are good and they will impact the market

DULUTH-SUPERIOR

Arbitron Rank: 216 Pop (12+):	133,800	Stations:	18 / 15	Last Year's Revenue:	\$5,700,000
MSA Rank:	178	Diaries:	927/144:1/61.4%	Household Income:	\$36,075
MSA Pop:	239,000	Sample Target:	860	Total Retail Sales:	\$2.4 Bll.
DMA:	137	% Below Line:	1.9	#1 Billing:	KQDS-AF \$1,100,000
Average Persons Rating:	16.1	% Not Listed:	17.1	#1 Billing Portfolio:	
Market TSL In Hours:	21.50	Pop per Station:	8,920	Shockley	\$2,920,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KKCB-F	25 / 11.6	11.1	12.9	11.0		301 / 22.6	22.5	25.1	35 / 480	C	KKCB-F
2	KDAL	22 / 10.2	11.1	9.5	9.8		296 / 22.1	21.6	22.2	28 / 398	B	KDAL
3	KQDS-F	AOR/CL	20 / 9.3	8.5	8.1	11.8	218 / 16.3	19.2	17.2	31 / 359	C	KQDS-F
4	KDAL-F	AC	19 / 8.8	7.6	9.1	9.4	275 / 20.5	20.2	20.6	23 / 324	B	KDAL-F
5	KLDJ-F	O	18 / 8.4	6.7	7.6	4.5	267 / 20.0	17.2	18.4	27 / 337	A	KLDJ-F
6	WEBC	T	17 / 7.9	5.3	5.2	4.9	201 / 15.1	14.9	12.3	25 / 325	A	WEBC
7	WWAX-F	AC-NR	11 / 5.1	4.5	1.9		240 / 18.0	12.9	6.3	11 / 253		WWAX-F
	KRBR-F	AOR-NR	11 / 5.1	6.2	8.6	8.1	244 / 18.2	18.0	22.5	15 / 389	B	KRBR-F
9	KTCO-F	C	9 / 4.2	8.9	8.1	7.7	185 / 14.8	18.8	18.7	14 / 274	A	KTCO-F
10	KUSZ-F	CL AOR	6 / 2.8	1.8	0.5	0.8	115 / 8.6	4.7	3.4	7 / 172		KUSZ-F
11	KZIO-F	ST	5 / 2.3	2.7	0.5	0.8	78 / 5.9	5.9	1.5	9 / 121		KZIO-F
	WDSM	SPRTS	5 / 2.3	1.8	1.4	4.5	124 / 9.3	5.2	7.0	5 / 154	A	WDSM

12+ FM Share (Metro): 70.39 % (126 of 179) (Fall 96: 74.12 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWAX-F	1 KQDS-F >>	1 KQDS-F	1 KLDJ-F	1 KLDJ-F	1 KDAL	1 KDAL	1 KKCB-F	1 KKCB-F <	1 WEBC	1 KKCB-F
KRBR-F >>	2 KKCB-F	2 KLDJ-F	2 KQDS-F	2 KDAL-F	2 KKCB-F	2 KKCB-F	2 KQDS-F <	2 KQDS-F	2 KQDS-F	2 KQDS-F
	WWAX-F	3 KDAL-F	3 KDAL-F	KKCB-F	3 WEBC	3 WEBC	3 KLDJ-F <	3 KDAL-F	3 KKCB-F	3 KLDJ-F <
	KRBR-F >	KKCB-F >	KKCB-F >	KQDS-F >>	4 KLDJ-F <	4 KDAL-F	4 KDAL-F	4 KLDJ-F	KDAL	4 KDAL-F
	5 KDAL-F	5 WWAX-F	5 KUSZ-F	5 KUSZ-F	5 KDAL-F >	5 KLDJ-F <	5 KDAL >	5 WWAX-F	5 KRBR-F	5 KQDS-F
		6 KRBR-F	6 KTCO-F	KTCO-F	6 KQDS-F	6 KQDS-F >	6 WEBC >	6 WEBC	6 WWAX-F	6 WEBC
		KTCO-F						KRBR-F	7 KDAL-F	7 WWAX-F
								8 KDAL	KLDJ-F >	KRBR-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WWAX-F	1 KKCB-F	1 KKCB-F >	1 KDAL-F	1 KDAL-F	1 KQDS-F >	1 KQDS-F >>	1 KQDS-F >>	1 KQDS-F >	1 KQDS-F	1 WEBC >
KQDS-F >>	2 KDAL-F	2 KDAL-F	2 KKCB-F	2 KKCB-F	2 KKCB-F	2 KRBR-F	2 KUSZ-F	2 KLDJ-F >	2 KLDJ-F >	2 KDAL
3 KDAL-F	WWAX-F	KQDS-F >>	3 KLDJ-F	3 KLDJ-F >	KRBR-F >>	3 WWAX-F >	KLDJ-F	3 KKCB-F >	3 KKCB-F	3 KQDS-F
KKCB-F	KQDS-F		4 KQDS-F	4 KTCO-F		4 KUSZ-F	WWAX-F	4 KUSZ-F	4 KDAL-F	
KRBR-F	KRBR-F >		5 WWAX-F	5 KQDS-F >		KKCB-F	KRBR-F >>	KDAL-F	5 KUSZ-F	
KTCO-F >>			KTCO-F			KLDJ-F >>		KRBR-F	WEBC	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
KXTP	C	970 Superior	1.4	3.1	3	48
WNXR-F	SAC	107.3 Iron River	0.5	1.4	7	76
WWJC	REL	850 Duluth	1.4	1.7	4	61

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH	Cume
WKKQ	C	650 Nashwauk	0.5	1.5	19	196
WKLK	O	1230 Cloquet	0.9	2.1	5	63
WTBX-F	CHR	93.9 Hibbing	0.5	1.1	31	366

DULUTH-SUPERIOR

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	30 (2)	30 (2)	16.8 %	13.5 %	Brill	27.9 %	30.4 %	29.3 %
AOR/Classic/NR	0 (0)	37 (3)	37 (3)	20.7 %	20.6 %	KKCB-FM, KLDJ-FM, WEBC-AM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 1	7.4 %	4.4 %	%
CHR	0 (0)	1 (1)	1 (1)	0.6 %	0.0 %	KZIO-FM, WWAX-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2 (semi-duop)	2.8 %	5.2 %	%
Country	4 (2)	34 (2)	38 (4)	21.2 %	28.8 %	KUSZ-FM, WUSZ-FM			
Full Service	22 (1)	0 (0)	22 (1)	12.3 %	11.8 %	Shockley	32.0 %	27.8 %	51.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KDAL-AM, KDAL-FM, KRBR-FM, KTCO-FM, KXTP-AM, WDSM-AM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		70.1 %	67.8 %	80.5 %
News/Talk	17 (1)	0 (0)	17 (1)	9.5 %	8.2 %				
Oldies	2 (1)	18 (1)	20 (2)	11.2 %	11.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	1.7 %	0.6 %				
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.6 %	0.6 %				
Sports	5 (1)	0 (0)	5 (1)	2.8 %	0.0 %				
Standards	0 (0)	5 (1)	5 (1)	2.8 %	4.1 %				
Totals	53 (7)	126 (11)	179 (18)						

AM Stations

Station	Power	Frequency	Format	Ownership	Advertiser	Agency
KDAL	610	5 kw (DA-N)	Full Service	CBS	\$22.00	Katz Shockley
KXTP	970	1 kw/0.027 kw	Classic Country	ABC	<20.00	K&P Shockley
WDSM	710	10 kw/5 kw (DA-N)	Sports	Westwd, 1/1, SBUSA	<20.00	Allied Shockley
WEBC	560	5 kw (DA-2)	Talk	ABC, Talknl, WW1	<20.00	Christal Brill

FM Stations

Station	Power	Frequency	Format	Ownership	Advertiser	Agency
KDAL	95.7	100 kw @ 803	AC		\$22.00	Katz Shockley
KKCB	105.1	100 kw @ 789	Country	ABC, CBS, Westwd	\$30.00	Christal Brill
KLDJ	101.7	1.6 kw @ 446	Oldies		\$ NA	Christal Brill
KQDS	94.9	100 kw @ 730	AOR/Classic AOR		\$28.00	O'Mally Curtis Squire, pend.
KRBR	102.5	100 kw @ 600	New Rock		\$22.00	Katz Shockley
KTCO	98.9	100 kw @ 600	Country		<20.00	Allied Shockley
KUSZ	107.7	0.77 kw @ 912	Classic AOR		\$ NA	— WUSZ Proctor
KZIO	104.3	50 kw @ 397	Standards	JRN, ABC	\$ NA	— WWAX-F Two Rivers
WWAX	92.1	0.78 kw @ 905	Modern AC	ABC	\$ NA	— KZIO-F Hermantown

Notes: 1/98 KDDS (1490)/KQDS-F sold by Fant to Curtis Squire, Inc. for \$5,500,000

Jim Duncan

Comments: Listening levels are steady . . . WEBC has its fourth consecutive up book, to its highest share in many years . . . WWAX-F continues to grow . . . KTCO-F lost more than half of its Spring share

EL PASO

Arbitron Rank: 69 Pop (12+): 555,700	Stations: 30 / 26	Last Year's Revenue: \$17,000,000
MSA Rank: 76	Diaries: 1,107/502:1/48.3%	Household Income: \$29,366
MSA Pop: 708,000	Sample Target: 1,070	Total Retail Sales: \$5.5 Bil.
DMA: 99	% Below Line: 2.8	#1 Biller: KBNA-AF \$3,300,000
Average Persons Rating: 16.9	% Not Listed: 7.2	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 21,373	Clear Channel & New Wave \$3,700,000 ea.

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KPRR-F	CHR	146 / 15.5	13.8	15.6	15.4	14.8	15.1	1980 / 35.6	35.2	35.1	174 / 2373	D	KPRR-F
2	KBNA-AF	SP	127 / 13.5	13.5	14.7	17.9	14.5	14.9	1571 / 28.3	27.8	29.7	131 / 1689	E	KBNA-AF
3	KLAQ-F	AOR	105 / 11.2	14.2	9.1	9.1	9.5	10.9	1350 / 24.3	25.4	23.2	132 / 1811	D	KLAQ-F
4	KSII-F	AC	68 / 7.2	6.4	7.2	5.5	6.3	6.6	1208 / 21.7	21.5	19.9	96 / 1586	B	KSII-F
5	KTSM-F	SAC	67 / 7.1	6.9	7.0	7.2	8.6	7.1	1117 / 20.1	16.9	20.6	74 / 1242	C	KTSM-F
6	KHEY-F	C	62 / 6.6	4.3	6.4	5.4	6.7	5.7	752 / 13.5	13.7	16.1	70 / 937	C	KHEY-F
7	KOFX-F	O	58 / 6.2	4.8	5.8	6.4	6.1	5.8	941 / 16.9	16.2	16.8	63 / 1036	C	KOFX-F
8	KTSM	N/T	36 / 3.8	4.6	3.6	4.2	4.6	4.1	397 / 7.1	7.3	8.5	37 / 414	B	KTSM
9	XHH-F	SP	25 / 2.7	3.3	2.7	2.2	3.0	2.7	463 / 8.3	9.9	9.0	31 / 509		XHH-F
10	KROD	T	24 / 2.6	1.1	1.4	1.0	1.5	1.5	416 / 7.5	4.8	6.4	27 / 521	A	KROD
11	KSET-F	C	20 / 2.1	2.3	2.2	2.4	1.9	2.3	369 / 6.6	9.3	7.7	23 / 414	B	KSET-F
	KINT-F	SP	20 / 2.1	3.5	3.8	3.8	4.0	3.3	472 / 8.5	12.0	13.8	31 / 668	C	KINT-F
13	XEWR	SP	13 / 1.4	2.5	1.3	0.7	0.3	1.5	269 / 4.8	3.9	1.1	13 / 269		XEWR
14	XHIM-F	SP	12 / 1.3	0.4	0.9	0.8	0.7	0.9	167 / 3.0	3.5	4.0	13 / 196		XHIM-F
15	KSVE	SP	11 / 1.2	0.6	0.8	1.1	0.3	0.9	164 / 3.0	2.4	2.0	11 / 175		KSVE
16	XROK	SP	10 / 1.1	1.0	0.6		0.4		180 / 3.2	2.6	1.2	13 / 239		XROK
17	XEWG	SP	9 / 1.0	0.4	0.3	0.8	0.8	0.6	157 / 2.8	1.7	1.7	10 / 163		XEWG

12+ FM Share (Metro): 84.06 % (733 of 872) (Fall 96: 85.31 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAMA	SP	750	El Paso 0.4 2.4 6 227
KELP	REL	1590	El Paso 0.6 1.8 7 129
KHEY	SPRTS	690	El Paso 0.6 2.6 6 147
KROL-F	REL	99.5	Las Cruces, NM 0.4 2.3 6 252
KVIV	SP	1340	El Paso 0.5 0.9 5 55
XHEM-F	SP	103.5	Cd. Juarez, MX 0.5 2.6 5 142
XHGU-F	SP	105.9	Cd. Juarez, MX 0.5 2.9 5 184
XHNZ-F	SP	107.5	Cd. Juarez, MX 0.5 2.5 5 139
XHTO-F	SP	104.3	Cd. Juarez, MX 0.6 2.5 6 140

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KSNM-F	ST	98.7	Trth/Consequen 0.3 1.0 9 234
XEFV	SP	1000	Cd. Juarez, MX 0.4 1.7 5 112
XHPX-F	SP	1110	Cd. Juarez, MX 0.6 3.5 6 193

EL PASO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	68 (1)	68 (1)	7.8 %	6.8 %	Clear Channel KHEY-AM, KHEY-FM, KPRR-FM	22.7 %	16.1 %	21.8 %
AOR/Classic/NR	0 (0)	105 (1)	105 (1)	12.0 %	10.3 %	Heftel KAMA-AM, KBNA-AM, KBNA-FM	13.9 %	14.8 %	21.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local KOFX-FM, KSET-FM	8.3 %	11.1 %	13.6 %
CHR	0 (0)	146 (1)	146 (1)	16.7 %	16.1 %	New Wave KLAQ-FM, KROD-AM, KSII-FM	21.0 %	21.7 %	21.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	82 (2)	82 (2)	9.4 %	9.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	67 (8)	200 (9)	267 (17)	30.6 %	33.3 %		66.0 %	63.7 %	78.7 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	60 (2)	0 (0)	60 (2)	6.9 %	6.7 %				
Oldies	0 (0)	58 (1)	58 (1)	6.7 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	4 (1)	10 (2)	1.1 %	0.9 %				
Soft AC/EZ	0 (0)	67 (1)	67 (1)	7.7 %	9.4 %				
Sports	6 (1)	0 (0)	6 (1)	0.7 %	0.0 %				
Standards	0 (0)	3 (1)	3 (1)	0.3 %	0.0 %				
Totals	139 (12)	733 (18)	872 (30)						

AM Stations

KBNA	920	1 kw/0.5 kw (DA-N)	See KBNA-F						
KROD	600	5 kw (DA-N)	Talk	1-on-1, CBS	\$<20.00	Eastman	New Wave		
KSVE	1150	5 kw/0.38 kw	Hispanic		\$ NA	Caballero			
KTSM	1380	5 kw/500 w	News/Talk	Talknl, ABC, Westwd	\$25.00	Christal	Galloway		
XEWG	1240	1 kw	Hispanic		\$ NA	Lotus			Ciudad Juarez, MX
XROK	800	150 kw	Hispanic		\$ NA	Advtg. Bcstg.			Ciudad Juarez, MX

FM Stations

KBNA	97.5	100 kw @ 1088	Hispanic		\$64.00	Katz Hisp.	Heftel		
KHEY	96.3	100 kw @ 1388	Country	ABC	\$52.00	Clr Chnl	Clear Channel		
KINT	93.9	100 kw @ 1420	Hispanic		\$31.00	Caballero			
KLAQ	95.5	100 kw @ 1388	AOR		\$55.00	Eastman	New Wave		
KOFX	92.3	100 kw @ 1860	Oldies	Westwd	\$33.00	Katz	KSET-F		
KPRR	102.1	100 kw @ 1190	CHR		\$50.00	Clr Chnl	Clear Channel		
KSET	94.7	100 kw @ 1194	Country		\$26.00	Katz	KOFX-F		
KSII	93.1	100 kw @ 1420	AC		\$22.00	Eastman	New Wave		
KTSM	99.9	100 kw @ 1820	Soft AC		\$35.00	Christal	Galloway		
XHH	100.7	100 kw @ 249	Hispanic		\$22.00	Caballero			Ciudad Juarez, MX
XHIM	105.1	10 kw @ -66	Hispanic		\$ NA	Advtg. Bcstg.			Ciudad Juarez, MX

Notes: 11/97 KHEY changed from Country to Sports . . . Facilities of Mexican stations not verified; use with caution

Jim Duncan

Comments: Listening levels have slipped 4% below last year's

ERIE

Arbltron Rank: 155 Pop (12+): 231,100	Stations: 14 / 12	Last Year's Revenue: \$7,700,000
MSA Rank: 164	Diaries: 713/324:1/59.0%	Household Income: \$39,072
MSA Pop: 282,000	Sample Target: 680	Total Retail Sales: \$2.6 Bil.
DMA: 143	% Below Line: 2.0	#1 Biller: WXKC-F \$1,400,000
Average Persons Rating: 15	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 19,258	Media One (pend.) \$4,500,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WRKT-F	52 / 15.0	11.3	9.3	11.4	12.6	572 / 24.7	23.6	18.5	59 / 653	C	WRKT-F
2	WXTA-F	43 / 12.4	13.1	14.3	10.0	10.3	575 / 24.9	22.0	21.5	46 / 632	C	WXTA-F
	WRTS-F	43 / 12.4	14.0	8.1	8.4	8.9	688 / 29.8	33.2	24.6	70 / 1054	B	WRTS-F
4	WFGO-F	39 / 11.2	8.8	10.2	11.9	8.1	555 / 24.5	23.7	22.0	43 / 637	C	WFGO-F
5	WXKC-F	34 / 9.8	7.6	11.5	12.7	10.3	555 / 24.0	18.8	22.6	40 / 612	C	WXKC-F
6	WJET-F	26 / 7.5	10.0	10.5	10.8	10.6	569 / 24.6	31.1	30.3	29 / 660	C	WJET-F
7	WLKK	21 / 6.1	4.9	5.3	4.3	4.2	274 / 11.8	11.6	10.9	21 / 293	A	WLKK
8	WRIE	20 / 5.8	4.9	4.3	6.0	5.6	284 / 12.3	9.2	8.7	20 / 284	A	WRIE
9	WFLP	12 / 3.5	4.6	4.3	3.2	2.2	231 / 10.0	12.6	7.3	12 / 238	A	WFLP

12+ FM Share (Metro): 82.26 % (255 of 310) (Fall 96: 83.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRTS-F >>	1 WRKT-F >	1 WRKT-F >	1 WRKT-F >	1 WRKT-F	1 WFGO-F <	1 WRKT-F <	1 WRKT-F	1 WRKT-F	1 WRTS-F <	1 WRTS-F
2 WXTA-F	2 WRTS-F	2 WRTS-F	2 WFGO-F <	2 WFGO-F	2 WXTA-F	2 WRTS-F <	2 WXTA-F <	2 WXTA-F	2 WRKT-F	2 WXTA-F
WJET-F >	3 WJET-F >	3 WXKC-F <	3 WXKC-F	3 WXKC-F <	3 WXKC-F	3 WFGO-F <	3 WXKC-F <	3 WRTS-F <	3 WXTA-F	3 WRKT-F <
	4 WXKC-F	4 WFGO-F <	4 WXTA-F	4 WXTA-F	WRKT-F	4 WXTA-F	4 WFGO-F	4 WXKC-F	4 WFGO-F	4 WFGO-F
		5 WXTA-F	WRTS-F >	5 WRTS-F >	5 WLKK <	5 WXKC-F	5 WRTS-F	WFGO-F >	5 WJET-F <	5 WXKC-F <
		6 WJET-F >>	6 WJET-F >	6 WJET-F >	6 WRIE >	WJET-F <	6 WRIE	6 WJET-F	6 WXKC-F >>	6 WRIE
						7 WLKK	WLKK <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WRTS-F >	1 WRTS-F	1 WJET-F	1 WXKC-F	1 WXKC-F	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >>	1 WRTS-F
2 WXKC-F	2 WXKC-F	2 WXKC-F	WRTS-F >	2 WRTS-F	2 WRTS-F >>	2 WRTS-F >	2 WRTS-F	2 WXTA-F	2 WFGO-F	WRKT-F >
WJET-F >>	WJET-F >>	WRTS-F >	3 WJET-F	WFGO-F	3 WXTA-F >>	3 WJET-F	WJET-F >>	WRTS-F	3 WXTA-F >	3 WFGO-F
4 WRKT-F	4 WRKT-F	4 WXTA-F	WFGO-F	4 WXTA-F	4 WXTA-F	4 WXTA-F >>	WFGO-F >	4 WXKC-F	4 WXTA-F	4 WXTA-F
WFGO-F >>	5 WXTA-F	WRKT-F >>	5 WXTA-F	5 WJET-F				WRTS-F		

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	38 (2)	38 (2)	12.3 %	13.4 %
AOR/Classic/NR	0 (0)	55 (2)	55 (2)	17.7 %	10.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	69 (2)	69 (2)	22.3 %	21.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	49 (2)	49 (2)	15.8 %	19.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	35 (3)	0 (0)	35 (3)	11.3 %	11.9 %
Oldies	0 (0)	39 (1)	39 (1)	12.6 %	11.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	5 (1)	5 (1)	1.6 %	4.7 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	20 (1)	0 (0)	20 (1)	6.5 %	5.1 %
Totals	55 (4)	255 (10)	310 (14)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCTL-F	REL	106.3	Union City	1.4	4.0	19	175
WPSE	T	1450	Erie	0.6	3.1	2	71
WZPR-F	C	100.3	Meadville	1.7	5.3	42	644

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
CFPL-F	AOR	95.9	London, ON	0.9	3.5	3	80
WREO-F	AC	97.1	Ashtabula, OH	1.2	3.5	17	298

ERIE

Consolidation Report	12+	25-54	Revenue
Media One, pend. WRIE-AM, WRKT-FM, WRTS-FM, WXKC-FM, WXTA-FM	55.4 %	54.7 %	58.4 %
	55.4 %	54.7 %	58.4 %

AM Stations

WFLP	1330	5 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	—		
WLKK	1400	1 kw	Talk	Talknt, Westwd	\$<20.00	—		
WRIE	1260	5 kw (DA-2)	Standards	JRN	\$<20.00	Christal	Media One	

FM Stations

WFGO	94.7	1.1 kw @ 538	Oldies		\$26.00	Allied		
WJET	102.3	1.7 kw @ 613	CHR		\$31.00	Allied	Myron Jones	
WRKT	100.9	4.2 kw @ 797	AOR		\$31.00	Eastman	Media One, pend.	North East
WRTS	103.7	50 kw @ 500	CHR		\$21.00	Eastman	Media One, pend.	
WXKC	99.9	50 kw @ 492	AC		\$35.00	Christal	Media One	
WXTA	97.9	10 kw @ 505	Country	CNN	\$28.00	Mc-Guild	Media One	Edinboro

Notes: WXKC-F reclassified as AC from Country, based on station self-description and M Street database . . . 1/98 WRTS-F/WRKT-F sold to Media One for \$6,500,000. According to reports, after the close, WRTS-F/WRKT-F's current owner will assume an interest in Media One - Erie

Jim Duncan

Comments: Total listening to radio is up by 8% over last year's level . . . WRKT-F is showing good growth and has its highest share in more than three years . . . WJET-F fell to its lowest share in many years

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel	* *
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary	* *
* B - Black (audience 75%+ Black)	N - News	* *
* C - Country	O - Oldies	* *
* 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	* *
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia	* *
* E - Ethnic (usually Foreign Language)	T - Talk	* *
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)	* *
* FS - Full Service	? - Others or Unknown	* *

***** REVENUE LEVEL CODES *****

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

EUGENE-SPRINGFIELD

Arbitron Rank: 144 Pop (12+): 260,900	Stations: 16 / 14	Last Year's Revenue: \$10,700,000
MSA Rank: 158	Diaries: 1,013/258:1/57.6%	Household Income: \$34,935
MSA Pop: 308,000	Sample Target: 970	Total Retail Sales: \$3.3 Bil.
DMA: 119	% Below Line: 1.6	#1 Biller: NA
Average Persons Rating: 14.0	% Not Listed: 21.3	#1 Billing Portfolio: NA
Market TSL In Hours: 19.00	Pop per Station: 18,636	

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA		Revenue Level
		1/4	Share								AQH / Cume	Level	
1	KKNU-F	C	48 / 13.1	7.2	7.5	8.7	9.1	584 / 22.4	14.2	16.2	53 / 702	KKNU-F	
2	KDUK-F	CHR	29 / 7.9	8.1	6.3	4.3	6.5	597 / 22.9	20.6	16.7	72 / 1484	KDUK-F	
3	KUGN	N/T	28 / 7.7	4.0	6.0	4.1	5.9	530 / 20.3	11.4	18.9	31 / 665	KUGN	
4	KZEL-F	CL AOR	26 / 7.1	6.3	6.5	10.5	8.8	476 / 18.3	17.2	16.9	38 / 760	KZEL-F	
	KMGE-F	AC	26 / 7.1	8.9	9.8	9.0	9.3	534 / 20.5	20.4	22.0	33 / 661	KMGE-F	
6	KUGN-F	C	23 / 6.3	9.5	11.3	11.3	8.8	358 / 13.8	17.1	20.4	34 / 499	KUGN-F	
7	KPNW	FS	22 / 6.0	6.1	7.3	5.6	7.1	358 / 13.7	14.0	14.8	37 / 513	KPNW	
8	KNRQ-F	AOR-NR	21 / 5.7	6.3	6.0	5.6	4.2	378 / 14.4	17.3	14.9	33 / 562	KNRQ-F	
9	KEHK-F	CL HITS	20 / 5.5	5.2	3.8	2.8	4.2	374 / 14.3	11.6	9.8	21 / 408	KEHK-F	
10	KODZ-F	O	19 / 5.2	7.2	7.3	5.6	5.4	333 / 12.8	18.1	17.1	30 / 564	KODZ-F	
11	KKXO	ST	15 / 4.1	4.0	5.8	4.3	3.7	203 / 7.8	7.6	8.7	15 / 213	KKXO	

12+ FM Share (Metro): 76.74 % (221 of 288) (Fall 96: 74.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDUK-F >>	1 KDUK-F	1 KKNU-F	1 KKNU-F >	1 KKNU-F >	1 KKNU-F	1 KKNU-F >	1 KKNU-F >	1 KKNU-F >	1 KNRQ-F <	1 KKNU-F
2 KNRQ-F >>	KKNU-F >	2 KZEL-F	2 KZEL-F <	2 KZEL-F	2 KUGN	2 KUGN	2 KUGN	2 KDUK-F	2 KDUK-F >	2 KUGN <
3 KZEL-F >>	3 KNRQ-F	3 KMGE-F <	3 KMGE-F	KMGE-F	3 KMGE-F <	3 KPNW	KPNW <	3 KMGE-F <	3 KKNU-F	3 KOUK-F
	KZEL-F >	4 KOUK-F	4 KEHK-F	4 KEHK-F <	4 KPNW	KMGE-F <	4 KMGE-F	4 KZEL-F <	4 KZEL-F	4 KZEL-F <
	5 KEHK-F	5 KEHK-F <	5 KUGN-F <	5 KUGN <	5 KUGN-F	5 KZEL-F <	5 KZEL-F <	5 KEHK-F	5 KUGN-F	5 KODZ-F <
	6 KUGN-F	6 KNRQ-F	6 KNRQ-F	6 KUGN-F	6 KODZ-F	6 KDUK-F <	6 KEHK-F <	6 KEHK-F <	6 KPNW	6 KUGN-F
	KMGE-F >	7 KUGN-F <	KUGN <	KODZ-F	KKXO <	7 KUGN-F >	7 KUGN-F <	7 KUGN-F	7 KMGE-F	KMGE-F
		8 KUGN	8 KOUK-F		8 KZEL-F <	8 KODZ-F <	8 KDUK-F	8 KUGN <		8 KNRQ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KDUK-F >>	1 KDUK-F	1 KKNU-F >>	1 KKNU-F	1 KKNU-F	1 KNRQ-F	1 KZEL-F	1 KKNU-F	1 KZEL-F	1 KZEL-F <	1 KOUK-F
	2 KKNU-F >>	2 KMGE-F	2 KMGE-F	2 KMGE-F >>	2 KZEL-F >	2 KKNU-F	2 KZEL-F	2 KKNU-F	2 KKNU-F	2 KZEL-F
	3 KMGE-F	KNRQ-F >	3 KDUK-F >>	3 KODZ-F	3 KDUK-F >>	3 KOUK-F	3 KDUK-F >>	3 KEHK-F	3 KEHK-F	KKNU-F
	KNRQ-F	4 KZEL-F	4 KZEL-F	4 KZEL-F	KNRQ-F >>	4 KEHK-F	KNRQ-F	4 KUGN	4 KUGN	4 KUGN-F
	5 KEHK-F >	KDUK-F >>	KUGN-F	KUGN-F	5 KEHK-F	KNRQ-F >>	5 KUGN-F	5 KUGN-F	5 KUGN-F	
			KUGN	KUGN	6 KPNW	KOUK-F	KOUK-F	6 KNRQ-F	6 KNRQ-F	
			KEHK-F	KEHK-F	KUGN-F >>		7 KUGN	KODZ-F	KODZ-F	
			KODZ-F							

Other Rated Stations				Metro Cume Share	TSA Rating	TSA AQH Cume		Other Rated Stations—Outside Market				Metro Cume Share	TSA Rating	TSA AQH Cume	
KCST-F	ST	106.9	Florence	0.8	1.6	3	49	KHPE-F	REL	107.9	Albany	0.8	3.1	4	146
KKNX	T	840	Eugene	0.5	0.9	2	30	KUFO-F	AOR	101.1	Portland	0.8	1.4	9	172

EUGENE-SPRINGFIELD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	26 (1)	26 (1)	9.0 %	12.2 %	Bengal/McDonald KNRQ-AM, KNRQ-FM, KZEL-FM	18.5 %	19.2 %	%
AOR/Classic/NR	0 (1)	50 (3)	50 (4)	17.4 %	16.3 %	Citadel KEHK-FM, KUGN-AM, KUGN-FM	19.5 %	20.2 %	%
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local KEED-AM, KKNU-FM, KXOX-AM, KMGE-FM	24.3 %	23.7 %	%
CHR	0 (0)	29 (1)	29 (1)	10.1 %	7.8 %	McCoy KDUK-FM, KODZ-FM, KPNW-AM	19.1 %	16.1 %	%
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	71 (2)	71 (2)	24.7 %	23.4 %				
Full Service	22 (1)	0 (0)	22 (1)	7.6 %	9.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	28 (1)	0 (0)	28 (1)	9.7 %	8.8 %				
Oldies	2 (1)	39 (2)	41 (3)	14.2 %	13.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.0 %	0.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	15 (1)	3 (1)	18 (2)	6.3 %	8.8 %				
Totals	67 (5)	221 (11)	288 (16)				81.4 %	79.2 %	%

AM Stations

Station	Power	Time	Format	Network	Advertiser	Agency	Station
KXOX	1450	1 kw	Standards	Westwd	\$<20.00	Allied	KKNU-F/KMGE-F
KPNW	1120	50 kw (DA-1)	Full Service	ABC	\$21.00	Katz	McCoy
KUGN	590	5 kw/1 kw (DA-N)	News/Talk	CBS, CNN, Tiknt	\$20.00	Mc-Guild	Citadel

FM Stations

Station	Power	Time	Format	Network	Advertiser	Agency	Station
KDUK	104.7	63 kw @ 2325	CHR		\$21.00	Mc-Guild	McCoy Florence
KEHK	102.3	100 kw @ 918	Classic Hits		\$<20.00	Mc-Guild	Citadel Brownsville
KKNU	93.1	100 kw @ 984	Country		\$35.00	Allied	KXOX/KMGE-F
KMGE	94.5	100 kw @ 1299	AC		\$40.00	Allied	KXOX/KKNU-F
KNRQ	95.3	0.6 kw @ 1207	AOR-New Rock		\$28.00	Christal	Bengal/McDonald Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$25.00	Katz	McCoy
KUGN	97.9	100 kw @ 1010	Country	CBS	\$43.00	Mc-Guild	Citadel
KZEL	96.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal/McDonald

Notes: 6/97 KDUK (1280) donated by McCoy to Lane Co. School Dist. #4-J

Jim Duncan

Comments: Total listening to radio declined sharply this survey versus last year (down 10%) . . . KKNU-F had a huge book -- its highest share ever . . . But total Country listening was up only slightly, so someone had to suffer and it's KUGN-F, which slid to its lowest share since 1980

EVANSVILLE

Arbitron Rank: 152 Pop (12+): 240,900	Stations: 18 / 15	Last Year's Revenue: \$14,200,000
MSA Rank: 162	Diaries: 935/258:1/53.8%	Household Income: \$38,265
MSA Pop: 291,000	Sample Target: 980	Total Retail Sales: \$3.0 Bil.
DMA: 94	% Below Line: 3.2	#1 Biller: WIKY-F \$3,700,000
Average Persons Rating: 15.6	% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 16,060	Brill \$5,500,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WIKY-F	AC	64 / 17.1	18.4	20.8	22.0	18.4	752 / 31.2	32.2	36.3	81 / 1089	E	WIKY-F
2	WKDQ-F	C	44 / 11.7	10.3	14.4	13.7	16.8	570 / 23.7	23.3	25.2	83 / 1263	D	WKDQ-F
3	WSTO-F	CHR	41 / 10.9	14.5	13.1	12.6	8.1	661 / 27.5	30.0	29.1	110 / 1783	C	WSTO-F
4	WABX-F	CL AOR	29 / 7.7	8.1				342 / 14.2	12.9		36 / 470		WABX-F
5	WGBF-F	AOR	28 / 7.5	7.5	9.9	8.9	8.9	474 / 19.7	19.6	23.2	40 / 719	C	WGBF-F
6	WYNG-F	C	24 / 6.4	8.1	9.1	6.9	11.1	313 / 13.0	17.9	19.7	33 / 512	C	WYNG-F
7	WJPS-F	O	21 / 5.6	5.3	6.1	7.4	5.1	354 / 14.7	14.4	16.0	37 / 517	B	WJPS-F
8	WSON	ST	16 / 4.3	1.7	2.4	2.0	1.1	154 / 6.4	5.1	6.3	17 / 195	A	WSON
9	WTRI-F	CL HITS	14 / 3.7	4.5	3.2	2.3	1.9	240 / 10.0	10.7	9.5	43 / 636	A	WTRI-F
10	WEOA	B	11 / 2.9	0.6	0.8	0.3	0.5	105 / 4.4	2.1	1.6	11 / 106		WEOA
11	WBKR-F	C	9 / 2.4	3.4	3.5	4.0	6.0	207 / 8.6	9.3	12.6	90 / 1154	C	WBKR-F
	WGBF	T	9 / 2.4	0.8	1.3	1.4	1.1	172 / 7.2	4.4	4.5	11 / 232	A	WGBF
13	WDKS-F	AC/CHR	8 / 2.1	0.6	1.3	0.6		180 / 7.9	2.7	3.6	9 / 229		WDKS-F

12+ FM Share (Metro): 87.61 % (290 of 331) (Fall 96: 92.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSTO-F >>	1 WSTO-F	1 WIKY-F	1 WIKY-F	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F <	1 WIKY-F
2 WABX-F	2 WABX-F	2 WABX-F	2 WABX-F <	2 WKDQ-F <	2 WKDQ-F >	2 WGBF-F	2 WKDQ-F	2 WKDQ-F <	2 WSTO-F	2 WSTO-F <
WGBF-F >	WGBF-F >	WSTO-F <	3 WGBF-F <	3 WABX-F <	3 WJPS-F	3 WKDQ-F	3 WSTO-F <	3 WSTO-F <	3 WKDQ-F >	3 WKDQ-F >
4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WGBF-F	4 WYNG-F <	4 WSTO-F >	4 WABX-F	4 WABX-F	4 WABX-F	4 WYNG-F
WIKY-F >>	WIKY-F >>	WGBF-F >	5 WSTO-F	5 WSTO-F	5 WSON	5 WYNG-F <	5 WGBF-F	5 WGBF-F	5 WEOA	5 WABX-F
		6 WTRI-F <	6 WTRI-F <	6 WJPS-F	6 WTRI-F	6 WABX-F <	6 WJPS-F <	6 WJPS-F <	6 WGBF-F	6 WJPS-F <
		7 WJPS-F <	7 WJPS-F	7 WTRI-F <	WSTO-F <	7 WSON <	7 WYNG-F	7 WYNG-F		7 WGBF-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovnrte
1 WSTO-F >>	1 WSTO-F	1 WSTO-F	1 WIKY-F	1 WIKY-F >	1 WSTO-F	1 WGBF-F	1 WGBF-F	1 WGBF-F <	1 WGBF-F <	1 WIKY-F
2 WIKY-F >	2 WIKY-F	WIKY-F	2 WSTO-F	2 WKDQ-F	2 WKDQ-F	2 WABX-F >	2 WABX-F >>	2 WABX-F >	2 WABX-F <	2 WKDQ-F
3 WKDQ-F	3 WKDQ-F	3 WKDQ-F	3 WKDQ-F >	WSTO-F >	WGBF-F	3 WSTO-F >	3 WSTO-F	3 WKDQ-F	3 WIKY-F	WABX-F
WDKS-F >>	4 WABX-F >	WABX-F >	4 WABX-F	4 WJPS-F	WABX-F >>	4 WKDQ-F	4 WEOA	WIKY-F	4 WKDQ-F	
	5 WDKS-F	5 WYNG-F >	5 WJPS-F	WYNG-F		5 WEOA	WIKY-F >	5 WSTO-F	5 WTRI-F	
			WYNG-F	6 WABX-F >		WIKY-F >		6 WTRI-F >	6 WJPS-F	
									WSTO-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBNL-F	C	107.1	Boonville	1.3 2.2 5 59
WGAB	T	1180	Newburgh	0.8 1.1 3 50
WVHI	REL	1330	Evansville	0.5 1.7 2 53

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WRAY-F	C	98.1	Princeton	0.8 3.0 12 219

FAYETTEVILLE, NC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	65 (3)	65 (3)	14.4 %	13.1 %	Beasley WAZZ-AM, WFLB-FM, WKML-FM, WUKS-FM, WYRU-AM, WZFX-FM	48.0 %	48.6 %	62.4 %
AOR/Classic/NR	0 (0)	67 (3)	67 (3)	14.8 %	11.0 %		Cape Fear, pend. WFNC-AM, WJSK-FM, WQSM-FM	14.8 %	14.6 %
Black/Urban	0 (0)	102 (2)	102 (2)	22.6 %	24.8 %				
CHR	0 (0)	8 (1)	8 (1)	1.8 %	3.2 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (1)	79 (4)	79 (5)	17.5 %	19.1 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	28 (2)	0 (0)	28 (2)	6.2 %	5.9 %				
Oldies	0 (0)	47 (3)	47 (3)	10.4 %	10.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	28 (3)	28 (3)	56 (6)	12.4 %	12.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	56 (6)	396 (19)	452 (25)				62.8 %	63.2 %	88.0 %

AM Stations

WFMO	860	1 kw/0.012 kw	Gospel	\$<20.00	TN		Fairmont
WFNC	640	10 kw/1 kw (DA-N)	News/Talk	CBS \$22.00	Katz	Cape Fear	
WIDU	1600	5 kw/0.147 kw (DA-2)	Gospel/Black	CNN \$<20.00	D&R		

FM Stations

WFLB	96.5	100 kw @ 1043	Oldies	Westwd \$23.00	D&R	Beasley	Laurinburg
WKML	95.7	100 kw @ 1043	Country	ABC \$66.00	D&R	Beasley	Lumberton
WKQB	106.9	50 kw @ 492	Classic AOR	AP \$<20.00	—		Southern Pines
WQSM	98.1	100 kw @ 830	AC	\$45.00	Katz	Cape Fear	
WRCQ	103.5	48 kw @ 502	AOR	ABC \$31.00	—	Peterson	Dunn
WSTS	100.9	3 kw @ 298	Gospel	\$<20.00	TN		Fairmont
WUKS	107.7	6 kw @ 328	Black AC	ABC \$<20.00	D&R	Beasley	St. Pauls
WZFX	99.1	100 kw @ 981	Black	ABC \$54.00	D&R	Beasley	Whiteville

Notes: 8/97 WLRD-F changed from Black to Black AC as WUKS-F ("Kiss") . . . 12/97 WJSK-F (102.3; Lumberton) sold to Cape Fear for \$700,000 (Butch Guest)

Jim Duncan

Comments: Listening levels are steady . . . WZFX-F has its third consecutive gain . . . WKML-F recorded its lowest share in many years . . . WRCQ-F and WKQB-F are both trending upward

FLINT

Arbitron Rank: 116	Pop (12+): 356,300	Stations: 38 / 13	Last Year's Revenue: \$12,500,000
MSA Rank: 116		Diarles: 1,179/302:1/46.7%	Household Income: \$40,935
MSA Pop: 437,000		Sample Target: 1,260	Total Retail Sales: \$4.9 Bil.
DMA: 60 (w/Saginaw)		% Below Line: 37.5	#1 Biller: WCRZ-F \$4,700,000
Average Persons Rating: 15.7		% Not Listed: 10.4	#1 Billing Portfolio: Connoisseur \$6,200,000
Market TSL In Hours: 21.00		Pop per Station: 27,408	

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WDZZ-F	B	62 / 11.1	11.5	11.6	10.2	685 / 19.2	21.0	21.2	63 / 697	D	WDZZ-F
2	WWCK-F	CHR	58 / 10.4	9.5	8.0	8.1	931 / 26.1	22.9	21.9	69 / 1094	E	WWCK-F
3	WCRZ-F	AC	54 / 9.7	12.3	11.1	12.8	762 / 21.4	24.0	22.5	68 / 914	F	WCRZ-F
4	WKCO-F	C	39 / 7.0	9.7	10.6	7.9	655 / 18.4	18.4	23.1	68 / 1074		WKCO-F
5	WHNN-F	O	30 / 5.4	7.1	4.9	4.6	497 / 14.0	18.6	13.9	43 / 809		WHNN-F
6	WJR	FS	29 / 5.2	3.2	4.5	4.9	466 / 13.1	10.9	12.1	47 / 710		WJR
7	WFBE-F	C	23 / 4.1				347 / 9.7			26 / 409		WFBE-F
8	WOAP	ST	21 / 3.8	1.4	3.5	1.6	118 / 3.3	1.9	3.7	29 / 166		WOAP
9	WFDF	T	18 / 3.2	2.1	3.3	1.8	358 / 10.0	7.5	10.4	19 / 396	A	WFDF
	WIOG-F	AC	18 / 3.2	3.5	3.5	3.1	518 / 14.5	14.4	13.1	30 / 828		WIOG-F
11	WOWE-F	B	16 / 2.9	2.5	4.3	4.0	282 / 7.9	7.9	8.9	16 / 287	A	WOWE-F
12	WFLT	G	16 / 2.7	2.6	2.1	2.7	176 / 4.9	4.9	4.6	15 / 176		WFLT
13	WWBN-F	AOR	14 / 2.5	3.7	3.5	5.3	310 / 8.7	9.7	9.8	22 / 455	B	WWBN-F
14	WAHV-F	AC	12 / 2.1	1.4	2.1	2.7	214 / 6.0	5.0	6.0	16 / 283		WAHV-F
15	WFNT	T	9 / 1.6	1.8	1.9	2.4	117 / 3.3	4.2	4.3	9 / 140	A	WFNT
	WRIF-F	AOR	9 / 1.6	1.9	3.3	2.6	188 / 5.3	5.7	8.2	13 / 270		WRIF-F

12+ FM Share (Metro): 79.00 % (395 of 500) (Fall 96: 80.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWCK-F	1 WWCK-F <	1 WDZZ-F <	1 WCRZ-F <	1 WCRZ-F	1 WCRZ-F >	1 WDZZ-F	1 WCRZ-F	1 WWCK-F	1 WDZZ-F	1 WDZZ-F
2 WDZZ-F >>	2 WDZZ-F >>	2 WCRZ-F	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F <	2 WWCK-F	2 WWCK-F <	2 WCRZ-F	2 WWCK-F >	2 WWCK-F
3 WCRZ-F <	WWCK-F >	3 WWCK-F >	3 WWCK-F >	3 WWCK-F	3 WKCO-F <	3 WCRZ-F >	3 WDZZ-F	3 WDZZ-F	3 WCRZ-F <	3 WCRZ-F
4 WKCO-F	4 WKCO-F	4 WKCO-F	4 WKCO-F	4 WKCO-F <	4 WHNN-F	4 WKCO-F >	4 WKCO-F >	4 WKCO-F	4 WHNN-F	4 WKCO-F
5 WIOG-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WJR <	5 WJR <	5 WHNN-F	5 WHNN-F	5 WKCO-F <	5 WJR
6 WWBN-F	6 WIOG-F	6 WIOG-F	6 WJR <	6 WOAP	6 WFOF	6 WJR <	6 WJR	6 WJR	6 WOWE-F	6 WOAP <
		WJR	7 WIOG-F	7 WWCK-F	7 WHNN-F >	7 WFBE-F	7 WFBE-F	7 WFBE-F	7 WWBN-F >	7 WFBE-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WWCK-F >	1 WWCK-F <	1 WDZZ-F	1 WDZZ-F <	1 WCRZ-F	1 WDZZ-F	1 WWCK-F	1 WWCK-F	1 WWCK-F	1 WCRZ-F	1 WDZZ-F
2 WDZZ-F >	2 WDZZ-F >	2 WWCK-F >	2 WCRZ-F	2 WDZZ-F >	WWCK-F >>	2 WDZZ-F >	WJR	2 WDZZ-F	WWCK-F <	2 WWCK-F >>
3 WCRZ-F	3 WCRZ-F	3 WCRZ-F	3 WWCK-F >	3 WWCK-F <	3 WFBE-F	3 WRIF-F	3 WWBN-F	3 WCRZ-F	3 WJR <	3 WCRZ-F
WKCO-F >>	4 WKCO-F	4 WIOG-F	4 WKCO-F >	4 WKCO-F	WKRK-F	4 WJR	WDZZ-F	4 WWBN-F	4 WDZZ-F <	4 WDZZ-F <
5 WIOG-F	5 WFBE-F	5 WIOG-F	5 WIOG-F	5 WHNN-F	WRIF-F >>	WWBN-F >	WRIF-F	WHNN-F	5 WHNN-F	5 WHNN-F
6 WFBE-F >	WKCO-F >>	WFBE-F	WHNN-F				6 WCRZ-F	WJR	6 WKCO-F	6 WKCO-F
							WKCO-F >	7 WKCO-F	WWBN-F	WWBN-F
							WRIF-F	8 WRIF-F	WRIF-F	WRIF-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WTRX	SPRTS	1330	Flint	1.1	3.1	8	CIMX-F	AOR-NR	88.7	Windsor, ON	0.4	1.2	2	48
WWGZ-F	AOR	103.1	Lapeer	0.7	3.3	7	WCHB-F	B	105.9	Detroit	0.5	2.1	4	91
							WCSX-F	CL AOR	94.7	Birmingham	1.1	2.6	9	155
							WTL-F	C	100.7	Lansing	0.5	2.4	30	298
							WJLB-F	B	97.9	Detroit	0.5	1.9	4	77
							WKQZ-F	AOR	93.3	Midland	0.4	1.7	4	104
							WKRK-F	AOR-NR	97.1	Detroit	1.3	4.7	10	241
							WMJA-F	O	104.5	Saginaw	0.5	2.3	4	118
							WNIC-F	AC	100.3	Dearborn	0.7	1.4	7	97
							WOMC-F	O	104.3	Detroit	0.7	2.6	6	149
							WQRS-F	AOR-NR	105.1	Detroit	0.5	1.2	4	80
							WTCF-F	CHR	100.5	Carrollton	0.4	1.5	8	115
							WTLZ-F	B	107.1	Saginaw	1.3	6.4	7	229
							WVMV-F	J	98.7	Detroit	0.4	1.6	2	65
							WWJ	N	950	Detroit	0.7	4.4	11	253
							WWWV-F	C	106.7	Detroit	0.5	0.9	8	125
							WXYT	T	1270	Detroit	0.5	1.1	6	75
							WYCD-F	C	99.5	Detroit	0.4	1.5	7	126

EVANSVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	72 (2)	72 (2)	21.8 %	24.3 %	Brill	25.0 %	21.7 %	38.7 %
AOR/Classic/NR	0 (0)	57 (2)	57 (2)	17.2 %	11.0 %	WBKR-FM, WKDQ-FM, WSTO-FM			
Black/Urban	11 (1)	0 (0)	11 (1)	3.3 %	0.0 %	Connoisseur, pend.	20.0 %	23.5 %	19.7 %
CHR	0 (0)	41 (1)	41 (1)	12.4 %	14.5 %	WGBF-AM, WGBF-FM, WTRI-FM, WYNG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	South Central	33.3 %	37.1 %	32.9 %
Country	0 (1)	85 (5)	85 (6)	25.7 %	30.6 %	WABX-FM, WEOA-AM, WIKY-FM, WJPS-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		78.3 %	82.3 %	91.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	12 (2)	0 (0)	12 (2)	3.6 %	3.6 %				
Oldies	0 (0)	35 (2)	35 (2)	10.6 %	11.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.6 %	0.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %				
Standards	16 (1)	0 (0)	16 (1)	4.8 %	2.7 %				
Totals	41 (6)	290 (12)	331 (18)						

AM Stations

WEOA	1400	1 kw	Black	ABC	\$ NA	—	South Central
WGBF	1280	5 kw/1 kw	Talk	CNN, Westwd	\$<20.00	Allied	Connoisseur
WSON	860	0.38 kw/0.5 kw (DA-N)	Standards	ABC	\$<20.00	—	Henderson

FM Stations

WABX	107.5	2 kw @ 561	Classic Rock		\$ NA	Eastman	South Central	
WBKR	92.5	100 kw @ 1050	Country		\$ NA	Banner	Brill	Owensboro, KY
WDKS	106.1	6 kw @ 328	AC/CHR	Westwd, CBS, 1-on-1	\$<20.00	Allied		Newburgh
WGBF	103.1	3.2 kw @ 453	AOR	Westwd	\$40.00	Allied	Connoisseur	Henderson, KY
WIKY	104.1	39 kw @ 571	AC	Westwd	\$67.00	Katz	South Central	
WJPS	93.5	3 kw @ 328	Oldies	Westwd	\$22.00	Katz	South Central	Chandler
WKDQ	99.5	100 kw @ 985	Country	ABC	\$50.00	Christal	Brill	Henderson
WSTO	96.1	100 kw @ 1000	CHR	ABC	\$45.00	Katz	Brill	Owensboro
WTRI	94.9	50 kw @ 420	Classic Hits	Westwd	\$ NA	—	Connoisseur	Mt. Carmel, IL
WYNG	105.3	50 KW @ 390	Country	CBS	\$33.00	Eastman	Pinnacle	

Notes: 1/98 WYNG-F sold by Pinnacle to Connoisseur for \$6,000,000 (Star)

Jim Duncan

Comments: Listening levels are steady . . . WIKY-F has its lowest share since 1994 . . . WABX-F held most of its outstanding debut in the Spring . . . WSON jumped up over a four share

FARGO-MOORHEAD

Arbitron Rank: 208	Pop (12+): 139,200	Stations: 16 / 13	Last Year's Revenue: \$9,500,000
MSA Rank: 221		Diaries: 675/206:1/65.0%	Household Income: \$39,987
MSA Pop: 167,000		Sample Target: 610	Total Retail Sales: \$2.1 Bil.
DMA: 112		% Below Line: 1.2	#1 Biller: KFGO \$2,200,000
Average Persons Rating: 17.5		% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL In Hours: 22.75		Pop per Station: 10,708	Other Tail \$5,300,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KFGO	37 / 16.2	23.0	15.2	16.3		381 / 27.3	40.2	27.5	63 / 761	D	KFGO
2	KVOX-F	27 / 11.1	11.5	11.8	13.1		377 / 27.1	28.4	25.3	30 / 480	C	KVOX-F
3	KLTA-F	26 / 10.7	9.1	8.9	6.1		305 / 21.9	21.9	22.2	30 / 412	B	KLTA-F
4	WDAY-F	23 / 9.5	9.1	8.4	9.4		418 / 30.0	26.2	27.7	38 / 789	B	WDAY-F
5	KFGO-F	20 / 8.2	7.0	8.0	11.4		321 / 23.1	19.0	20.7	31 / 549	C	KFGO-F
	KPFX-F	20 / 8.2	5.3	7.2	5.7		258 / 18.5	16.5	16.6	46 / 446	B	KPFX-F
7	KQWB-F	18 / 7.4	6.2	7.6	9.4		272 / 19.5	17.7	20.9	27 / 451	B	KQWB-F
8	WDAY	15 / 6.2	7.0	8.0	10.2		304 / 21.8	20.7	23.2	39 / 637	B	WDAY
9	KQWB	8 / 3.3	3.7	3.0	0.4		118 / 8.5	7.0	2.2	10 / 139	A	KQWB
10	KFGX-F	6 / 2.5	3.7	5.5	3.3		198 / 14.2	13.3	17.7	19 / 436	A	KFGX-F
	KPHT-F	6 / 2.5	1.6	0.8	0.8		128 / 9.2	5.5	3.1	6 / 134		KPHT-F

12+ FM Share (Metro): 69.63 % (149 of 214) (Fall 96: 68.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDAY-F >>	1 KQWB-F <	1 KLTA-F	1 KLTA-F	1 KLTA-F	1 KFGO >	1 KFGO >	1 KFGO	1 KVOX-F	1 WDAY-F	1 KFGO
2 KQWB-F	2 WDAY-F <	2 KPFX-F <	2 KPFX-F <	2 KVOX-F	2 KLTA-F	2 KVOX-F	2 KLTA-F	2 KLTA-F <	2 KQWB-F	2 WDAY-F
KFGX-F >>	3 KPFX-F <	3 KVOX-F	3 KVOX-F	3 KPFX-F <	3 KVOX-F <	KLTA-F >	3 KVOX-F	3 WDAY-F	KVOX-F	3 KVOX-F <
	4 KVOX-F >	4 KQWB-F	4 KFGO	4 KFGO <	4 KFGO-F <	4 WDAY-F <	4 KPFX-F	KPFX-F <	4 KFGO	4 KFGO-F <
	5 KLTA-F >	WDAY-F	KFGO-F	5 KFGO-F >	5 WDAY >	5 KFGO-F <	5 KFGO-F	5 KFGO	5 WDAY	5 KQWB-F <
		6 KFGO-F	6 WDAY-F	6 WDAY-F		6 KPFX-F	6 WDAY-F <	6 KQWB-F	6 KPFX-F	6 WDAY <
								KFGO-F		7 KLTA-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WDAY-F >>	1 WDAY-F >>	1 WDAY-F	1 KLTA-F >>	1 KLTA-F >>	1 KQWB-F >>	1 KQWB-F >	1 KPFX-F >	1 KPFX-F <	1 KVOX-F <	1 KFGO
2 KVOX-F >>	2 KVOX-F	KVOX-F	2 WDAY-F >	2 KFGO-F	2 WDAY-F	2 KPFX-F	2 KQWB-F	2 KQWB-F	2 KFGO	WDAY
	KLTA-F >	KLTA-F >>	3 KVOX-F >	3 WDAY-F	KPFX-F >	3 KVOX-F >	KVOX-F	3 KVOX-F	KPFX-F	KVOX-F >
	4 KFGO-F	4 KFGO-F	4 KFGO-F	KVOX-F >	4 KVOX-F >>	4 WDAY-F	4 KFGO >	4 KFGO	4 KFGO-F	
	KPFX-F >	KPFX-F >>	KPFX-F	5 KFGO		5 KFGO >		5 KFGO-F	5 KLTA-F	
				KPFX-F						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	32 (2)	32 (2)	15.0 %	10.0 %
AOR/Classic/NR	0 (0)	39 (3)	39 (3)	18.2 %	17.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	23 (1)	23 (1)	10.7 %	15.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	48 (3)	48 (3)	22.4 %	23.8 %
Full Service	38 (2)	0 (0)	38 (2)	17.8 %	17.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	15 (1)	0 (0)	15 (1)	7.0 %	9.0 %
Oldies	0 (0)	7 (2)	7 (2)	3.3 %	2.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	1.9 %	0.0 %
Standards	8 (1)	0 (0)	8 (1)	3.7 %	3.3 %
Totals	65 (5)	149 (11)	214 (16)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCQV-F	0	96.7	Arthur Moorhead 0.4 4.1 1 64
KVOX	SPRTS	1280	1.6 4.3 5 84

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOT-F	C	104.1	Pelican Rapids, M 0.4 1.6 2 78
KZCR-F	CL AOR	103.3	Fergus Falls, MN 0.4 3.6 3 118
WCCO	FS	830	Minneapolis 0.4 2.0 3 87

FARGO-MOORHEAD

Consolidation Report	12+	25-54	Revenue
Jim Ingstad KPFX-FM, KQWB-AM, KQWB-FM	18.9 %	19.1 %	17.7 %
Otter Tail KFGO-AM, KFGO-FM, KFGX-FM, KPHT-FM, KVOX-AM, KVOX-FM	41.1 %	41.0 %	55.8 %
Tom Ingstad KLTA-FM, WDAY-FM	20.2 %	22.7 %	16.4 %
	80.2 %	82.8 %	89.9 %

AM Stations

KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$41.00	CBS	Otter Tail
KQWB	1550	10 kw/5 kw (DA-N)	Standards	Westwd	\$ NA	Christal	T. Ingstad
KVOX	1280	5 kw/1 kw (DA-2)	Sports	Westwd	\$<20.00	Katz	Otter Tail
WDAY	970	5 kw (DA-N)	Talk	ABC	\$23.00	Katz	

FM Stations

KFGO	101.9	93 kw @ 1001	Country		\$37.00	CBS	Otter Tail	
KFGX	95.1	100 kw @ 971	Modern AC		\$<20.00	Katz	Otter Tail	Detroit Lakes
KLTA	105.1	100 kw @ 649	AC		\$20.00	Christal	T. Ingstad	Breckenridge
KPFX	107.9	100 kw @ 656	Classic AOR		\$21.00	Christal	T. Ingstad	
KPHT	92.7	25 kw @ 328	Oldies	ABC	\$ NA	—	Otter Tail	Kindred
KQWB	98.7	100 kw @ 581	AOR	Westwd	\$22.00	Christal	J. Ingstad	
KVOX	99.9	100 kw @ 380	Country		\$24.00	Katz	Otter Tail	
WDAY	93.7	100 kw @ 1030	CHR		\$20.00	Katz	T. Ingstad	

Notes: 8/97 KPHT-F changed from AC to Oldies . . . 9/97 KVOX changed from Oldies to Sports . . . 10/97 KFGX-F changed from CHR-New Rock to Modern AC (AC-NR) as "The Zone"

Jim Duncan

Comments: Listening levels are steady . . . KFGO predictably fell off from its flood-influence high Spring book . . . Most other stations had up books as compared to Spring . . . WDAY posted its third consecutive loss

FAYETTEVILLE, NC

Arbitron Rank: 125 Pop (12+): 319,700	Stations: 25 / 16	Last Year's Revenue: \$12,600,000
MSA Rank: 160	Diaries: 1,150/278:1/48.0%	Household Income: \$39,435
MSA Pop: 301,000	Sample Target: 1,070	Total Retail Sales: \$3.0 Bil.
DMA: Raleigh (#30)	% Below Line: 15.0	#1 Biller: WKML-F \$3,400,000
Average Persons Rating: 15.5	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 19,981	Beasley \$7,360,000

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WZFX-F	B	82 / 16.6	16.2	14.1	12.8	18.8	958 / 30.0	29.8	27.3	183 / 2002	E	WZFX-F
2	WKML-F	C	66 / 11.3	14.0	13.9	14.7	16.1	782 / 24.5	23.9	26.6	98 / 1358	E	WKML-F
3	WQSM-F	AC	45 / 9.1	7.9	8.5	9.8	9.1	686 / 21.4	22.5	22.5	52 / 941	D	WQSM-F
4	WRCQ-F	AOR	35 / 7.1	4.8	5.8	5.7	4.7	532 / 16.7	14.3	14.2	45 / 675	C	WRCQ-F
5	WFLB-F	O	33 / 6.7	7.1	7.0	4.9	5.1	478 / 15.0	13.7	14.3	52 / 793	B	WFLB-F
6	WKQB-F	CL AOR	28 / 5.7	3.1	3.1	3.0	1.3	419 / 13.1	7.9	8.1	32 / 560	A	WKQB-F
7	WFNC	N/T	26 / 5.3	3.8	5.0	4.2	3.6	315 / 9.8	8.4	9.7	29 / 412	B	WFNC
8	WIDU	G/B	21 / 4.2	3.7	2.3	2.8	4.0	201 / 6.3	6.2	4.8	23 / 228		WIDU
9	WUKS-F	B/AC	20 / 4.0	9.0	7.0	6.6	6.6	376 / 11.7	19.8	16.7	25 / 554		WUKS-F
10	WSTS-F	G	13 / 2.6	2.1	3.1	3.8	1.5	182 / 5.7	4.9	6.6	24 / 317		WSTS-F

12+ FM Share (Metro): 87.61 % (396 of 452) (Fall 96: 87.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZFX-F >>	1 WZFX-F >	1 WZFX-F >	1 WZFX-F >	1 WZFX-F <	1 WKML-F	1 WZFX-F <	1 WZFX-F	1 WZFX-F	1 WZFX-F >>	1 WZFX-F >
2 WQSM-F >>	2 WRCQ-F	2 WQSM-F	2 WKML-F <	2 WKML-F	2 WFLB-F	2 WKML-F	2 WKML-F	2 WKML-F	2 WQSM-F	2 WKML-F >
3 WQSM-F	WKML-F <	3 WQSM-F >	3 WQSM-F	3 WFNC	3 WRCQ-F	3 WQSM-F	3 WQSM-F	3 WQSM-F >	WKML-F >	3 WQSM-F
4 WKQB-F <	4 WRCQ-F	4 WKQB-F	4 WFLB-F	4 WIDU	4 WQSM-F	4 WRCQ-F <	4 WFLB-F <	4 WFLB-F <	4 WKQB-F	4 WFLB-F
5 WKML-F >	5 WKQB-F >	5 WFLB-F	5 WKQB-F <	5 WQSM-F	5 WKQB-F <	5 WFLB-F	5 WRCQ-F <	5 WRCQ-F <	5 WRCQ-F <	5 WUKS-F <
	6 WUKS-F	WRCQ-F	6 WRCQ-F	WZFX-F >	6 WFNC	6 WFNC >	6 WKQB-F	6 WFLB-F	6 WIDU	
	WFLB-F >	7 WUKS-F >	7 WUKS-F		7 WFLB-F	7 WKQB-F	7 WFNC <	8 WUKS-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZFX-F >>	1 WZFX-F >>	1 WZFX-F >	1 WZFX-F >	1 WKML-F <	1 WZFX-F >>	1 WZFX-F	1 WRCQ-F	1 WZFX-F >	1 WZFX-F <	1 WZFX-F >>
2 WRCQ-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WZFX-F <	2 WRCQ-F >	2 WRCQ-F >	WZFX-F >	2 WRCQ-F	2 WKML-F <	2 WQSM-F
WKML-F >	WKML-F >	3 WKML-F >>	WKML-F >	3 WQSM-F >	3 WKQB-F	3 WKQB-F	3 WKQB-F	3 WKQB-F	3 WKQB-F <	3 WRCQ-F
4 WQSM-F	4 WRCQ-F >	4 WRCQ-F	4 WUKS-F	4 WFLB-F	4 WQSM-F >	4 WQSM-F >	WQSM-F >	4 WKML-F	4 WQSM-F <	4 WKML-F >
WUKS-F	5 WRAL-F	WUKS-F	5 WFLB-F	5 WUKS-F		5 WKML-F >	5 WKML-F >>	WQSM-F >	5 WRCQ-F <	
WRSN-F >>	WKQB-F	WRAL-F >	6 WRCQ-F	6 WIDU					6 WFLB-F >	
	WUKS-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAGR	C	1340	Lumberton 0.0 0.2 0 5
WCCG-F	CL HITS	104.5	Hope Mills 1.6 3.2 9 136
WFAI	T	1230	Fayetteville 0.4 1.6 2 50
WFMO	G	860	Fairmont 0.8 1.6 6 64
WJSK-F	C	102.3	Lumberton 0.4 1.8 2 58
WKKE	G	1080	St Pauls 0.6 1.3 4 68

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCLN-F	REL	107.3	Clinton 2.0 4.5 20 279
WDCG-F	CHR	105.1	Durham 1.6 8.0 21 467
WEGX-F	C	92.9	Dillon, SC 2.2 7.7 33 612
WQDR-F	C	94.7	Raleigh 2.0 7.7 32 610
WRAL-F	AC	101.5	Raleigh 2.4 11.6 18 566
WRDU-F	AOR	106.1	Wilson 0.8 2.7 7 164
WRSN-F	AC	93.9	Burlington 1.6 5.6 14 319
WTRG-F	O	100.7	Rocky Mount 1.2 3.2 20 279
WZZU-F	B/G	103.9	Fuquay-Varina 1.0 2.2 6 131

FLINT

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	88 (4)	88 (4)	17.6 %	19.3 %
AOR/Classic/NR	0 (0)	47 (8)	47 (8)	9.4 %	9.8 %
Black/Urban	0 (0)	91 (5)	91 (5)	18.2 %	20.4 %
CHR	0 (1)	60 (2)	60 (3)	12.0 %	9.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	70 (5)	70 (5)	14.0 %	13.9 %
Full Service	29 (1)	0 (0)	29 (1)	5.8 %	5.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.4 %
News/Talk	34 (4)	0 (0)	34 (4)	6.8 %	6.7 %
Oldies	0 (0)	37 (4)	37 (4)	7.4 %	7.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	15 (1)	0 (0)	15 (1)	3.0 %	2.9 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	6 (1)	0 (0)	6 (1)	1.2 %	0.8 %
Standards	21 (1)	0 (0)	21 (1)	4.2 %	3.9 %
Totals	105 (9)	395 (29)	500 (38)		

Consolidation Report	12+	25-54	Revenue
Connoisseur WAHV-FM, WDZZ-FM, WFDF-AM, WOAP-AM, WWCK-AM, WWCK-FM	30.6 %	24.9 %	49.6 %
Regent, pend. WCRZ-FM, WFNT-AM, WWBN-FM	13.8 %	16.4 %	46.4 %
	44.4 %	41.3 %	96.0 %

AM Stations

Station	Power	Time	Format	Company	Agency	Advertiser
WFDF	910	5 kw/1 kw (DA-2)	Talk	CBS, WW1, SBUSA	\$<20.00	Allied Connoisseur
WFLT	1420	500 w/142 w (DA-2)	Gospel	Westwd	\$<20.00	P/W
WFNT	1470	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz Regent, pend.
WOAP	1080	1 kw (Days)	Standards	\$ NA	Christal	Connoisseur Owasso

FM Stations

Station	Power	Time	Format	Company	Agency	Advertiser
WAHV	103.9	6 kw @ 256	AC	\$<20.00	Christal	Connoisseur Owosso
WCRZ	107.9	50 kw @ 331	AC	CBS \$98.00	Katz	Regent, pend.
WDZZ	92.7	3 kw @ 256	Black	ABC \$50.00	Allied	Connoisseur
WFBE	95.1	50 kw @ 243	Country	\$ NA	Eastman	Liggett
WOWE	98.9	3 kw @ 328	Black	ABC \$<20.00	--	Vassar
WWBN	101.7	3 kw @ 328	AOR	\$22.00	Katz	Regent, pend. Tuscola
WWCK	105.5	25 kw @ 328	CHR	Westwd \$60.00	Christal	Connoisseur

Notes: 10/95 WFBE-F changed from non-commercial Educational to commercial Country as "B-95.1" . . . 10/97 WFNT/WCRZ-F/WWBN-F sold by Faircom to Regent for \$_____ (merger)

Jim Duncan

Comments: WCRZ-F has fallen to its lowest share in years . . . New commercial station WFBE-F debuted with moderate success at a 4.1 . . . Listening levels were down slightly

FT. MYERS-NAPLES

Arbitron Rank: 75 Pop (12+): 516,200	Stations: 27 / 21	Last Year's Revenue: \$20,300,000
MSA Rank: 128-Ft. M; 208-Naples	Diaries: 1,634/316:1/45.6%	Household Income: \$38,921
MSA Pop: 576,000	Sample Target: 1,540	Total Retail Sales: \$7.0 Bil.
DMA: 84	% Below Line: 3.8	#1 Biller: WINK-F \$3,300,000
Average Persons Rating: 16.0	% Not Listed: 13.6	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 24,581	Beasley (pend.) \$6,480,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	EZ	100 / 12.1	13.6	11.5	13.1	907 / 17.6	19.7	20.4	101 / 960	C	WAVV-F
2	WXKB-F	CHR	88 / 10.7	7.4	9.6	10.3	1101 / 21.3	20.2	19.3	107 / 1389	C	WXKB-F
3	WINK-AA	N/T	53 / 6.4	5.4	5.1	5.2	640 / 12.4	11.9	9.3	53 / 652	C	WINK-AA
4	WRXK-F	AOR	51 / 6.2	5.9	5.2	3.7	768 / 14.9	14.8	12.1	58 / 927	D	WRXK-F
5	WCKT-F	C	48 / 5.8	5.8	5.4	7.9	725 / 14.1	14.8	14.0	52 / 774	D	WCKT-F
6	WINK-F	AC	45 / 5.5	5.7	7.5	8.3	735 / 14.2	14.6	15.4	64 / 1073	E	WINK-F
7	WOLZ-F	O	41 / 5.0	5.3	4.7	4.0	603 / 11.7	12.5	12.7	55 / 734	C	WOLZ-F
	WARO-F	CL AOR	41 / 5.0	2.8	4.4	4.7	579 / 11.2	9.8	11.5	47 / 652	C	WARO-F
9	WJBX-F	AC-NR	38 / 4.6	3.1	3.5	2.5	615 / 11.9	10.2	9.0	39 / 649	B	WJBX-F
10	WJST-F	ST	33 / 4.0	5.7	3.1	2.5	392 / 7.6	7.6	7.0	36 / 398	B	WJST-F
11	WWGR-F	C	28 / 3.4	5.7	7.1	5.6	434 / 8.4	11.3	14.4	38 / 614	C	WWGR-F
12	WPRW-F	CHR	21 / 2.5	2.8	3.4	2.8	403 / 7.8	7.8	7.6	21 / 403	B	WPRW-F
	WTLQ	T	21 / 2.5	1.5			285 / 5.5	3.7		23 / 320		WTLQ
14	WXR-F	SAC	19 / 2.3	1.6	1.9	2.3	376 / 7.3	5.1	5.9	31 / 532	B	WXR-F
15	WSGL-F	AC/CHR	17 / 2.1	2.0	1.6	1.6	304 / 5.9	6.5	6.2	17 / 304	A	WSGL-F

12+ FM Share (Metro): 86.26 % (615 of 713) (Fall 96: 88.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WXKB-F >>	1	WXKB-F >	1	WXKB-F	1	WAVV-F >	1	WAVV-F <	1	WAVV-F
2	WPRW-F >	2	WJBX-F <	2	WRXK-F <	2	WRXK-F >	2	WINK-AA >	2	WAVV-F >
3	WRXK-F	3	WARO-F <	3	WARO-F	3	WOLZ-F <	3	WXKB-F >	3	WCKT-F <
4	WCKT-F	4	WJBX-F	4	WCKT-F <	4	WINK-F <	4	WJST-F <	4	WCKT-F
5	WARO-F <	5	WCKT-F	5	WINK-F	5	WCKT-F	5	WINK-F <	5	WINK-F <
6	WINK-F	6	WINK-F	6	WJBX-F	6	WOLZ-F <	6	WOLZ-F <	6	WINK-AA <
		7	WOLZ-F	7	WOLZ-F	7	WJBX-F	7	WRXK-F	7	WPRW-F <
								8	WINK-AA <	8	WARO-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnrt	
1	WXKB-F >>	1	WXKB-F >>	1	WXKB-F >>	1	WJBX-F	1	WRXK-F >	1	WINK-AA
2	WJBX-F >	2	WJBX-F	2	WINK-F	2	WRXK-F	2	WARO-F	2	WARO-F >
3	WPRW-F	3	WCKT-F	3	WINK-F	3	WRXK-F	3	WARO-F	3	WCKT-F
	WCKT-F	4	WINK-F	4	WJBX-F >	4	WOLZ-F <	4	WJBX-F <	4	WCKT-F
	WOLZ-F	5	WRXK-F >	5	WARO-F <	5	WARO-F <	5	WCKT-F	5	WCKT-F
	WRXK-F			6	WOLZ-F	6	WJBX-F	6	WINK-F	6	WINK-F <
	WWGR-F >>			7	WRXK-F	7	WWGR-F	7	WOLZ-F	7	WINK-F
					8	WRXK-F >			8	WINK-AA <	

Other Rated Stations		Metro	Cume	TSA
		Share	Rating	AQH Cume
WAFZ	SP	1490	Immokalee	0.4 0.7 3 34
WDRR-F	J	98.5	Carlos Park	1.7 3.8 14 196
WGUF-F	J	98.9	Marco	0.8 2.3 7 118
WQNU-F	C	105.5	Naples Park	0.8 4.0 8 220
WWCN	T	770	N. Ft. Myers	0.7 2.8 6 156

Other Rated Stations--Outside Market				Metro	Cume	TSA
				Share	Rating	AQH Cume
WCVU-F	EZ	104.9	Solana	0.4 1.2 17 175		
WHPT-F	AOR-P	102.5	Sarasota	0.5 2.7 14 269		
WIKX-F	C	92.9	Punta Gorda	0.5 1.3 25 333		
WKII	ST	1070	Pt. Charlotte	1.7 4.2 43 443		
WLVE-F	J	93.9	Miami	0.4 0.9 3 45		
WYNF-F	AOR	107.0	Coral Cove	0.4 1.5 36 323		

FT. MYERS-NAPLES

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	100 (3)	100 (3)	14.0 %	14.5 %	Beasley, pend. WJBX-FM, WJST-FM, WRXK-FM, WWCN-AM, WXKB-FM	26.2 %	29.3 %	26.1 %
AOR/Classic/NR	0 (0)	99 (4)	99 (4)	13.9 %	11.4 %	Clear Channel WCKT-FM, WKII-AM, WOLZ-FM, WQNU-FM, WXRK-FM	15.6 %	17.6 %	23.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local (LMA by Meridian) WINK-AM, WINK-FM, WTLQ-AM	11.6 %	12.6 %	23.2 %
CHR	0 (0)	109 (2)	109 (2)	15.3 %	11.9 %	Meridian WARO-FM, WNOG-AM, WPRW-FM	10.4 %	12.1 %	12.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Renda WGUF-FM, WSGL-FM, WWGR-FM	6.3 %	8.3 %	6.5 %
Country	0 (0)	87 (4)	87 (4)	12.2 %	16.9 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	3 (1)	0 (0)	3 (1)	0.4 %	2.0 %				
Jazz	0 (0)	24 (3)	24 (3)	3.4 %	4.0 %				
News/Talk	81 (4)	0 (0)	81 (4)	11.4 %	11.9 %		70.3 %	79.9 %	92.0 %
Oldies	0 (0)	41 (1)	41 (1)	5.8 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	122 (3)	122 (3)	17.1 %	16.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	14 (1)	33 (1)	47 (2)	6.6 %	5.7 %				
Totals	98 (6)	615 (21)	713 (27)						

AM Stations

WINK	1240	1 kw	News/Talk	CBS, Westwd, Talknt	\$32.00	Mc-Guild	WTLQ/WINK-F	
WNOG	1270	5 kw/1.9 kw (DA-2)	See WINK				Meridian (Schwartzel)	Naples
WTLQ	1200	10 kw/1 kw (DA-2)	Talk	CNN	\$ NA	—	WINK-AF	Pine Island Center

FM Stations

WARO	94.5	100 kw @ 1014	Classic AOR		\$39.00	Mc-Guild	Meridian (Schwartzel)	
WAVV	101.1	100 kw @ 981	Easy Listening	AP	\$40.00	Christal		Marco
WCKT	107.1	25.5 kw @ 709	Country		\$62.00	Clr Chnl	Clear Channel	Lehigh Acres
WINK	96.9	100 kw @ 1322	AC		\$66.00	Mc-Guild	WINK/WTLQ	
WJBX	99.3	50 kw @ 285	Modern AC		\$29.00	Eastman	Beasley, pend.	Fl Myers Beach
WJST	106.3	6 kw @ 266	Standards	Westwd, JRN	\$18.00	Eastman	Beasley, pend.	Fl Myers Villa
WOLZ	95.3	79 kw @ 476	Oldies	Westwd	\$34.00	Clr Chnl	Clear Channel	
WPRW	93.5	3 kw @ 298	CHR		\$ NA	Mc-Guild	Meridian (Schwartzel)	
WRXK	96.1	100 kw @ 1119	AOR	ABC, Westwd	\$50.00	D&R	Beasley	Bonita Springs
WSGL	103.1	14 kw @ 440	AC/CHR		\$<20.00	Allied	Renda, pend.	
WWGR	101.9	100 kw @ 991	Country		\$32.00	Katz	Renda	
WXKB	103.9	100 kw @ 981	CHR	ABC	\$46.00	D&R	Beasley	Cape Coral
WXRK	100.1	100 kw @ 476	Soft AC	ABC	\$<20.00	Clr Chnl	Clear Channel	Pt. Charlotte

Notes: 8/97 WJBX-F sold by Linn to Beasley for \$6,000,000 . . . 10/97 WSGL-F sold by Timm to Renda for \$3,650,000 . . . 10/97 WJST-F sold by Linn to Beasley for \$5,000,000

Jim Duncan

Comments: Listening levels are steady . . . WRXK-F registered its third consecutive share gain . . . WINK-F is off for the fourth straight survey . . . WARO-F recovered from its very poor Spring book

FT. PIERCE

Arbitron Rank: 119 Pop (12+): 345,800
 MSA Rank: NA
 MSA Pop: NA
 DMA: W. Palm Beach (#45)
 Average Persons Rating: 17.9
 Market TSL in Hours: 23.75

Stations: 25 / 14
 Diaries: 858/403:1/54.5%
 Sample Target: 750
 % Below Line: 33.2
 % Not Listed: 19.5
 Pop per Station: 24,700

Last Year's Revenue: NA
 Household Income: \$35,651
 Total Retail Sales: \$3.6 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WOSN-F	ST	51 / 8.2	8.4	8.7		521 / 15.1	14.7	10.0	52 / 530	WOSN-F
2	WFLM-F	B	46 / 7.4	4.7	5.4	6.0 4.1	530 / 16.3	10.8	9.9	46 / 537	WFLM-F
3	WZZR-F	AOR	34 / 5.5	6.7	4.2	8.5 6.1	388 / 11.2	14.0	11.2	38 / 430	WZZR-F
4	WGYL-F	SAC	31 / 5.0	7.6	6.9	7.8 9.3	364 / 10.5	11.2	9.8	34 / 382	WGYL-F
5	WCLB-F	C	29 / 4.7	3.1	2.7	6.3 4.6	419 / 12.1	12.3	11.3	36 / 487	WCLB-F
6	WMBX-F	AC/CHR	28 / 4.5	4.2	5.1	4.6 3.5	555 / 16.0	15.5	8.1	29 / 572	WMBX-F
7	WPAW-F	C	26 / 4.2	2.7	2.5	1.6 2.2	280 / 8.1	5.7	5.5	28 / 320	WPAW-F
	WJBW-F	ST	26 / 4.2	3.5	2.7	2.5 5.0	277 / 8.0	7.9	4.5	26 / 282	WJBW-F
	WEAT-F	AC/SAC	26 / 4.2	3.5	2.5	2.8 3.3	368 / 10.6	9.5	5.7	32 / 443	WEAT-F
10	WIRK-F	C	25 / 4.0	3.5	2.0	2.3 3.7	232 / 6.7	8.1	7.0	26 / 271	WIRK-F
11	WQOL-F	O	24 / 3.9	6.4	4.5	5.1 4.3	403 / 11.7	13.9	10.8	27 / 450	WQOL-F
12	WKGR-F	CL AOR	20 / 3.2	4.2	7.1	6.9 5.9	413 / 11.9	10.8	14.6	23 / 460	WKGR-F
13	WPBZ-F	AOR-NR	19 / 3.1	4.9	4.5	5.3 3.3	351 / 10.2	11.4	12.3	21 / 367	WPBZ-F
	WJNX	N/T	19 / 3.1	2.2	2.4	2.8 3.2	208 / 6.0	5.8	5.2	19 / 208	WJNX
15	WAVV-F	C	16 / 2.6	2.5	4.5	5.5 8.0	307 / 8.9	8.5	9.9	16 / 319	WAVV-F
16	WBBE-F	AC/CHR	15 / 2.4	2.7	5.1	1.9 1.3	307 / 8.9	7.5	8.5	15 / 321	WBBE-F

12+ FM Share (Metro): 89.56 % (446 of 498) (Fall 96: 91.20 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WFLM-F >	1 WZZR-F	1 WZZR-F	1 WZZR-F	1 WOSN-F >	1 WCLB-F >	1 WZZR-F	1 WFLM-F	1 WFLM-F >	1 WFLM-F <
2	WMBX-F	2 WFLM-F	2 WFLM-F <	2 WEAT-F	2 WFLM-F	2 WGYL-F <	2 WOSN-F >	WOSN-F	2 WEAT-F <	2 WOSN-F >
3	WIRK-F	WMBX-F	3 WMBX-F	WFLM-F <	3 WEAT-F <	3 WJBW-F <	3 WFLM-F <	3 WGYL-F	3 WMBX-F <	3 WPBZ-F
	WPBZ-F >	4 WCLB-F	4 WEAT-F	4 WCLB-F	4 WFLM-F	4 WEAT-F	4 WFLM-F <	4 WPAW-F	WMBX-F <	4 WQOL-F
		WPBZ-F <	WCLB-F	5 WMBX-F <	5 WQOL-F	5 WIRK-F	5 WIRK-F <	5 WPAW-F <	5 WGYL-F <	5 WBBE-F
		6 WPAW-F	6 WKGR-F <	6 WKGR-F <	WMBX-F <	6 WQOL-F <	6 WQOL-F <	6 WMBX-F <	6 WEAT-F	6 WZZR-F
		7 WEAT-F	7 WPBZ-F	7 WQOL-F	7 WKGR-F	7 WZZR-F <	7 WGYL-F <	7 WJBW-F <	WPBZ-F	7 WCLB-F <
			WPAW-F	WPAW-F	WPAW-F		8 WMBX-F	8 WIRK-F <	WJBW-F <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WFLM-F	1 WFLM-F	1 WEAT-F	1 WFLM-F <	1 WEAT-F <	1 WPBZ-F	1 WZZR-F >	1 WZZR-F >	1 WZZR-F >	1 WFLM-F
	WPBZ-F	WMBX-F >	2 WFLM-F	2 WEAT-F	2 WFLM-F	2 WMBX-F >>	2 WPBZ-F	2 WPAW-F	2 WCLB-F <	2 WFLM-F <
	WMBX-F >	3 WEAT-F	WCLB-F	WMBX-F <	3 WQOL-F	3 WFLM-F	3 WCLB-F	3 WFLM-F <	3 WFLM-F <	3 WCLB-F <
4	WBBE-F	WAVV-F	WMBX-F	4 WQOL-F >	4 WMBX-F	WCLB-F	WPAW-F	WCLB-F	4 WMBX-F	4 WKGR-F
	WAVV-F >>	WCLB-F	5 WRMF-F	5 WBBE-F	5 WPAW-F	WKGR-F	WMBX-F	5 WJNX	WKGR-F <	5 WJNX
		6 WPBZ-F	WGYL-F	WPAW-F	6 WRMF-F	WZZR-F >>	6 WFLM-F	6 WEAT-F	6 WPBZ-F	WMBX-F
		WRMF-F	WAVV-F >		WGYL-F			WMBX-F	7 WJNX	7 WPAW-F
		WPAW-F			WCLB-F			WPBZ-F	WEAT-F	WEAT-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAXE	ST	1370	Vero Beach	1.1 3.3 7 112
WIRA	ST	1400	Ft. Pierce	0.6 1.9 4 67
WPSL	T	1590	Port St. Lucie	1.8 6.4 11 220
WSTU	AC	1450	Stuart	1.0 2.5 6 91
WTTB	T	1490	Vero Beach	0.3 1.8 2 61

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WAOA-F	CHR	107.1	Melbourne	1.3 3.5 8 121
WJNO	N/T	1040	Boynton Beach	0.5 1.8 4 67
WOLL-F	O	94.3	Riviera Beach	1.5 2.4 9 82
WRMF-F	AC	97.9	Palm Beach	2.1 5.9 13 217

FT. PIERCE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	6 (1)	56 (3)	62 (4)	12.4 %	10.4 %	Capstar WAVW-FM, WAXE-AM, WBBE-FM, WQOL-FM, WZZR-FM	15.5 %	19.4 %	%
AOR/Classic/NR	0 (0)	73 (3)	73 (3)	14.7 %	20.1 %				
Black/Urban	0 (0)	46 (1)	46 (1)	9.2 %	7.6 %		15.5 %	19.4 %	%
CHR	0 (0)	8 (1)	8 (1)	1.6 %	2.5 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	96 (4)	96 (4)	19.3 %	15.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	35 (4)	0 (0)	35 (4)	7.0 %	6.0 %				
Oldies	0 (0)	33 (2)	33 (2)	6.6 %	5.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	57 (2)	57 (2)	11.4 %	16.9 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	11 (2)	77 (2)	88 (4)	17.7 %	15.5 %				
Totals	52 (7)	446 (18)	498 (25)						

AM Stations

WJNX	1330	5 kw/1 kw (DA-2)	News/Talk	CNN, AP, ABC	Allied	Fairbanks
------	------	------------------	-----------	--------------	--------	-----------

FM Stations

WAVW	101.7	3.1 kw @ 466	Country	ABC	Roslin	Capstar	
WBBE	94.7	25 kw @ 295	AC/CHR		--	Capstar	Gifford
WFLM	104.7	25 kw @ 328	Black		K&P		White City
WGYL	107.1	50 kw @ 479	Soft AC		--		Vero Beach
WOSN	97.1	23 kw @ 348	Standards	Westwd	--	Centennial, pend.	
WPAW	99.7	26 kw @ 440	Country		--		Vero Beach
WQOL	103.7	50 kw @ 475	Oldies	CNN, Westwd	Katz	Capstar	Vero Beach
WZZR	92.7	50 kw @ 482	AOR		Eastman	Capstar	Stuart

Notes: Other ranked stations -- see West Palm Beach

Jim Duncan

Comments: Listening levels are up strongly over last year (+10%) . . . WFLM-F posted its highest share in three years

FT. WAYNE

Arbltron Rank: 101 Pop (12+): 387,300	Stations: 24 / 19	Last Year's Revenue: \$16,500,000
MSA Rank: 105	Diaries: 1,309/296:1/62.6%	Household Income: \$42,763
MSA Pop: 476,000	Sample Target: 1,210	Total Retail Sales: \$4.5 Bil
DMA: 103	% Below Line: 3.2	#1 Biller: WAJI-F \$2,700,000
Average Persons Rating: 15.2	% Not Listed: 12.0	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 20,384	Federated \$8,630,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WQHK-F	C	64 / 10.8	12.3	11.7	9.7	13.1	823 / 21.3	24.4	20.0	72 / 1040	D	WQHK-F
2	WAJI-F	AC	54 / 9.2	9.0	9.4	10.7	7.0	798 / 20.6	18.3	20.0	77 / 1157	D	WAJI-F
3	WMEE-F	AC/CHR	46 / 7.8	6.6	4.2	4.7	3.5	840 / 21.7	16.9	13.5	73 / 1419	C	WMEE-F
4	WFWI-F	CL AOR	41 / 6.9	7.0	7.6	8.5	4.1	728 / 18.8	16.9	18.2	43 / 770	C	WFWI-F
5	WOWO	FS	39 / 6.6	5.6	5.5	5.2	7.0	807 / 20.8	17.4	16.1	56 / 1110	C	WOWO
6	WBYP-F	AOR	37 / 6.3	5.1	5.8	6.9	8.7	606 / 15.7	12.7	14.7	104 / 1278	C	WBYP-F
7	WBTU-F	C	34 / 5.8	5.5	6.0	6.7	8.2	540 / 13.9	14.6	15.5	76 / 1350	C	WBTU-F
8	WLDE-F	O	32 / 5.4	5.3	5.5	6.4	4.9	583 / 15.0	17.0	15.4	42 / 722	B	WLDE-F
9	WEJE-F	AOR-NR	27 / 4.6	3.8	4.5	5.0	5.2	585 / 15.1	14.1	15.4	36 / 794	A	WEJE-F
10	WJFX-F	B	26 / 4.4	5.0	5.8	3.2	2.5	230 / 5.9	8.1	7.7	28 / 271	A	WJFX-F
11	WHWD	ST	24 / 4.1	4.8	3.7	4.7	0.5	315 / 8.1	6.4	7.9	25 / 351	A	WHWD
12	WSHI-F	ST	20 / 3.4	1.3	1.1	3.3	4.9	292 / 7.5	4.6	7.4	23 / 352		WSHI-F
13	WYSR-F	AC-NR	17 / 2.9	0.8				380 / 10.1	2.8		17 / 416		WYSR-F
14	WXKE-F	AOR/CL	16 / 2.7	3.7	4.4	2.8	3.2	278 / 7.2	8.1	9.3	17 / 308	B	WXKE-F
15	WGL-AF	T	12 / 2.0	4.5	5.3	4.3	4.7	280 / 7.5	10.7	8.2	18 / 371	B	WGL-AF

12+ FM Share (Metro): 84.59 % (439 of 519) (Fall 96: 82.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEJE-F >	1 WQHK-F	1 WQHK-F <	1 WAJI-F	1 WAJI-F	1 WOWO <	1 WFWI-F >	1 WQHK-F <	1 WQHK-F	1 WAJI-F <	1 WQHK-F >
2 WMEE-F	2 WBYP-F	2 WAJI-F	2 WFWI-F <	2 WQHK-F <	2 WQHK-F <	2 WQHK-F <	2 WAJI-F	2 WAJI-F	2 WJFX-F <	2 WMEE-F <
3 WJFX-F	3 WAJI-F	3 WFWI-F	3 WQHK-F	3 WFWI-F	3 WAJI-F	3 WAJI-F	3 WMEE-F <	3 WQHK-F <	3 WQHK-F	3 WLDE-F
WQHK-F >	WMEE-F	WMEE-F	4 WBYP-F	4 WMEE-F <	4 WFWI-F	4 WMEE-F	4 WOWO <	4 WBYP-F <	4 WMEE-F	WAJI-F
	5 WEJE-F <	5 WBYP-F >	WMEE-F >	5 WBYP-F	5 WHWD <	5 WOWO	5 WBYP-F	5 WBTU-F <	5 WEJE-F <	5 WBTU-F
	6 WFWI-F	6 WBTU-F <	6 WLDE-F	6 WLDE-F	6 WLDE-F	6 WBTU-F <	6 WBTU-F	6 WOWO	6 WBYP-F	6 WBYP-F <
		7 WLDE-F	WBTU-F	WBTU-F	WBTU-F	7 WBYP-F	7 WFWI-F <	7 WEJE-F <	7 WOWO	7 WEJE-F <
						8 WLDE-F	8 WLDE-F	8 WJFX-F <	8 WBTU-F	
								9 WLDE-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WEJE-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WAJI-F	1 WQHK-F	1 WBYP-F	1 WBYP-F	1 WFWI-F	1 WFWI-F >	1 WAJI-F
WMEE-F	WQHK-F	2 WQHK-F >	2 WQHK-F	2 WQHK-F	2 WMEE-F	WQHK-F	2 WFWI-F	2 WBYP-F	2 WBYP-F <	WMEE-F
WQHK-F	3 WMEE-F	3 WBYP-F	3 WMEE-F	3 WMEE-F >	3 WBYP-F	3 WFWI-F	3 WQHK-F	WQHK-F	3 WAJI-F <	WOWO
4 WJFX-F	4 WJFX-F	WMEE-F	4 WJFX-F	4 WLDE-F	WEJE-F >>	4 WMEE-F	WAJI-F >	4 WMEE-F <	4 WQHK-F	WQHK-F >
WAJI-F	5 WBYP-F	5 WJFX-F	5 WLDE-F	WJFX-F >		5 WEJE-F	5 WXKE-F	5 WAJI-F	5 WBTU-F	
	6 WBTU-F	6 WBTU-F >	6 WBYP-F	6 WBTU-F		WAJI-F	6 WBTU-F	6 WBTU-F	6 WOWO	
	WEJE-F		7 WBTU-F	WBYP-F			WMEE-F		WMEE-F	
	WLDE-F									
	WYSR-F >>									

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
WEXI-F	AC 102.9	Huntington	0.3	1.7	2 64
WFCV	REL 1090	Fl. Wayne	1.0	1.9	7 115
WLZQ-F	AC/CHR 101.1	S. Whitley	0.5	1.0	5 66

Other Rated Stations-Outside Market		Metro Share	Cume Rating	TSA AQH	Cume
WCJC-F	C 99.3	Van Buren	0.3	1.1	15 254
WFBQ-F	AOR 94.7	Indianapolis	0.5	1.0	20 321
WLW	FS/T 700	Cincinnati	0.3	1.0	4 136
WMDH-F	C 102.5	New Castle	0.3	1.0	13 204
WMRI-F	EZ 106.9	Marion	1.7	4.2	20 306

FT. WAYNE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	122 (5)	122 (5)	23.5 %	16.5 %	Federated	42.5 %	42.0 %	52.3 %
AOR/Classic/NR	0 (0)	124 (5)	124 (5)	23.9 %	27.8 %	WBYS-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM			
Black/Urban	0 (0)	26 (1)	26 (1)	5.0 %	6.8 %	Local - 1	9.5 %	6.7 %	6.1 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WEJE-FM, WGL-AM, WGL-FM, WIFF-AM, WYSR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2	3.0 %	4.4 %	4.8 %
Country	0 (0)	102 (4)	102 (4)	18.7 %	20.5 %	WEXI-FM, WXKE-FM			
Full Service	41 (2)	0 (0)	41 (2)	7.9 %	7.5 %	Sarkes Tarzian	14.6 %	18.3 %	21.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJFI-FM, WLDE-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		69.7 %	71.4 %	85.0 %
News/Talk	9 (1)	3 (1)	12 (2)	2.3 %	6.2 %				
Oldies	0 (0)	32 (1)	32 (1)	6.2 %	6.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	0 (0)	6 (1)	1.2 %	1.7 %				
Soft AC/EZ	0 (0)	10 (1)	10 (1)	1.9 %	2.3 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	24 (1)	20 (1)	44 (2)	8.5 %	4.3 %				
Totals	80 (5)	439 (19)	519 (24)						

AM Stations

WGL	1250	2.3 kw/1 kw (DA-2)	News/Talk	Westwd, CBS	\$<20.00	—		
WHWD	1380	5 kw (DA-2)	Standards	ABC	\$ NA	Christal	Federated	
WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$37.00	Katz	Federated	

FM Stations

WJFI	95.1	39 kw @ 679	AC		\$55.00	Katz	Sarkes Tarzian	
WBTU	93.3	50 kw @ 492	Country	CNN, Westwd	\$36.00	Eastman	McLravy	Kendalville
WBYS	98.9	50 kw @ 453	AOR		\$40.00	Eastman	Federated	Van Wert, OH
WEJE	96.3	6.7 kw @ 554	New Rock		\$<20.00	Mc-Guild	WGL	Churubusco
WFWI	92.3	2.7 kw @ 482	Classic AOR		\$33.00	Eastman	Federated	
WGL	102.3	3 kw @ 300	See WGL					Auburn
WJFX	107.9	2.5 kw @ 358	Black	ABC	\$<20.00	Allied		New Haven
WLDE	101.7	3 kw @ 328	Oldies		\$21.00	Katz	Sarkes Tarzian	
WMEE	97.3	26 kw @ 689	AC/CHR	ABC	\$30.00	Christal	Federated	
WQHK	105.1	13.5 kw @ 449	Country		\$50.00	Christal	Federated	Decatur
WSHI	106.3	1.95 kw @ 403	Standards	Westwd, CNN	\$ NA	—		Columbia City
WXKE	103.9	3 kw @ 328	AOR/Classic AOR		\$25.00	D&R	WEXI-F	
WYSR	94.1	6 kw @ 328	Modern AC	Westwd, CNN	\$ NA	Mc-Guild	WGL	Roanoke

Notes: 9/97 WEXI-F changed from simulcasting WXKE-F to AC

Jim Duncan

Comments: Total radio listening (APR) is down moderately (-6%) . . . WMEE-F continues to grow: it's up to its highest share since Spring 1994 . . . WBYS-F halted its recent downtrend . . . WYSR-F becomes viable with a 2.9

FRESNO

Arbitron Rank: 64	Pop (12+): 612,200	Stations: 29 / 27	Last Year's Revenue: \$27,500,000
MSA Rank: 67		Diaries: 1,736/353:1/50.3%	Household Income: \$32,725
MSA Pop: 888,000		Sample Target: 1,670	Total Retail Sales: \$6.4 Bil.
DMA: 56		% Below Line: 2.2	#1 Biller: KMJ \$5,700,000
Average Persons Rating: 15.6		% Not Listed: 13.5	#1 Billing Portfolio:
Market TSL in Hours: 20.75		Pop per Station: 22,674	CBS \$12,280,000

12+ Metro	Format	Fall 97		Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA		Revenue Level
		1/4	Share									AQH / Cume	Cume	
1	KMJ	N/T	97 / 10.2	8.9	8.6	11.6	13.3	9.8	1091 / 17.8	16.4	21.4	150 / 1752	G	KMJ
2	KBOS-F	CHR	85 / 8.9	8.4	8.5	8.2	8.9	8.5	1349 / 22.0	21.0	22.5	153 / 2480	D	KBOS-F
3	KJWL-F	ST	55 / 5.8	5.2	4.4	6.1	5.7	5.4	572 / 9.3	9.7	9.0	74 / 667	B	KJWL-F
4	KOQO-AF	SP	51 / 5.3	3.0	4.2	3.7	3.8	4.1	678 / 11.1	10.7	9.2	76 / 1040	C	KOQO-AF
5	KVSR-F	AC-NR	48 / 5.0	5.5	6.3	5.6	4.5	5.6	1009 / 16.5	16.3	11.8	75 / 1477	B	KVSR-F
6	KLBN-F	SP	44 / 4.6	3.9	6.0	5.2	5.3	4.9	587 / 9.6	11.4	10.9	47 / 643	C	KLBN-F
7	KFSO-F	O	42 / 4.4	5.5	3.7	3.9	4.9	4.4	735 / 12.0	11.7	14.0	85 / 1369	D	KFSO-F
	KRZR-F	AOR	42 / 4.4	4.5	4.8	5.2	3.5	4.7	646 / 10.6	10.9	10.8	63 / 1033	C	KRZR-F
9	KJFX-F	CL AOR	34 / 3.6	4.0	4.0	2.6	2.7	3.5	631 / 10.3	10.3	10.0	46 / 965	C	KJFX-F
	KRNC-F	SP	34 / 3.6	3.0	3.2	1.7	2.5	2.9	470 / 7.7	7.2	5.5	59 / 875	A	KRNC-F
	KSKS-F	C	34 / 3.6	6.6	4.6	4.9	4.0	4.9	654 / 10.7	11.9	11.6	83 / 1280	O	KSKS-F
12	KNAX-F	C	33 / 3.5	4.6	4.0	3.2	3.4	3.8	548 / 9.0	10.9	8.6	44 / 749	C	KNAX-F
13	KSO-F	AC	29 / 3.0	3.5	3.9	3.6	4.3	3.5	651 / 10.6	10.9	9.9	66 / 1241	F	KSO-F
14	KFRR-F	AOR-NR	25 / 2.6	3.1	2.6	2.9	2.8	2.8	507 / 8.3	10.1	10.4	60 / 1150	C	KFRR-F
15	KTHT-F	AC/CHR	24 / 2.5	3.4	4.0	4.5	3.0	3.6	589 / 9.6	11.9	12.6	41 / 805	C	KTHT-F
	KEZL-F	J	24 / 2.5	2.8	3.2	3.3	2.6	3.0	403 / 6.6	8.7	7.1	25 / 415	C	KEZL-F
17	KFIG	SP	18 / 1.9	0.7	1.9	2.7	1.7	1.8	271 / 4.4	3.8	5.3	19 / 332	F	KFIG
18	KSEQ-F	CHR	17 / 1.8	0.8	0.5				494 / 8.1	2.7		40 / 988	F	KSEQ-F
	KZFO-F	SP	17 / 1.8	1.6	1.8	1.1	0.8	1.6	254 / 4.1	4.5	2.8	19 / 305	F	KZFO-F
20	KFRE	N/T	14 / 1.5	1.1	1.1	1.2	0.9	1.2	235 / 3.8	2.6	3.4	21 / 432	F	KFRE

12+ FM Share (Metro): 78.64 % (648 of 824) (Fall 96: 75.08 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KBOS-F >	1 KBOS-F	1 KRNC-F	1 KBOS-F	1 KOQO-AF <	1 KBOS-F	1 KBOS-F	1 KJFX-F	1 KRZR-F <	1 KMJ <	1 KMJ
2 KVSR-F >	2 KRNC-F	2 KVSR-F	2 KVSR-F <	2 KSO-F	2 KRZR-F	2 KRZR-F <	2 KBOS-F	2 KLBN-F	2 KJFX-F <	2 KBOS-F >
3 KRNC-F >	KVSR-F >	KSKS-F	3 KOQO-AF	KFSO-F	3 KLBN-F	3 KLBN-F	KOQO-AF <	KJFX-F <	3 KRZR-F <	3 KFSO-F >
4 KLBN-F	4 KLBN-F	4 KBOS-F	4 KRNC-F <	4 KMJ <	KVSR-F	KOQO-AF	4 KRZR-F	4 KBOS-F	4 KLBN-F	
KFSO-F	5 KOQO-AF	5 KFSO-F	5 KFSO-F	5 KRNC-F	5 KOQO-AF	KJFX-F	KLBN-F	5 KMJ	5 KBOS-F	
KSEQ-F	KSKS-F	6 KOQO-AF	KSO-F	KVSR-F <	KFRR-F	6 KFRR-F	6 KZFO-F	KOQO-AF	KOQO-AF	
KOQO-AF >	7 KRZR-F	KRZR-F	7 KTHT-F <	7 KSKS-F	7 KJFX-F	KVSR-F	7 KFRR-F	7 KVSR-F	7 KFSO-F <	
			8 KSKS-F <		KRNC-F >	8 KRNC-F	8 KRNC-F	8 KFSO-F	8 KSKS-F <	
						KZFO-F >>	KVSR-F	KFRR-F	9 KVSR-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBIF	REL	900	Fresno	0.4	1.2	6 93	KJUG-F	C	106.7	Tulare	0.4	1.3	37 518
KCBL	SPRTS	1340	Fresno	0.8	2.7	8 195							
KGST	SP	1600	Fresno	1.0	3.4	14 290							
KMPH-F	N	107.5	Hanford	0.9	4.1	21 509							
KQEQ	B	1220	Fowler	1.2	2.7	11 178							
KXEX	SP	1550	Fresno	0.4	2.0	4 126							
KYNO	SPRTS	1300	Fresno	0.7	3.3	9 233							

FRESNO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	101 (3)	101 (3)	12.3 %	5.7 %	Capstar, pend.	26.5 %	27.6 %	37.0 %
AOR/Classic/NR	0 (0)	101 (3)	101 (3)	12.3 %	10.5 %	KBOS-FM, KCBL-AM, KEZL-FM, KFSD-FM, KRDU-AM, KRZR-FM, KSOF-FM, KTHT-FM			
Black/Urban	11 (1)	0 (0)	11 (1)	1.3 %	0.0 %	CBS	31.2 %	30.3 %	44.7 %
CHR	0 (0)	102 (2)	102 (2)	12.4 %	13.8 %	KMJ-AM, KNAX-FM, KOQO-AF, KRNC-FM, KSKS-FM, KVSR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Mondosphere	6.9 %	8.4 %	11.6 %
Country	0 (0)	71 (3)	71 (3)	8.6 %	8.6 %	KFRR-FM, KJFX-FM, KYNO-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		64.7 %	66.3 %	93.3 %
Hispanic	35 (4)	143 (4)	178 (8)	21.6 %	20.7 %				
Jazz	0 (0)	24 (1)	24 (1)	2.9 %	3.1 %				
News/Talk	111 (2)	9 (1)	120 (3)	14.6 %	18.9 %				
Oldies	0 (0)	42 (1)	42 (1)	5.1 %	5.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.5 %	1.5 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.2 %				
Sports	15 (2)	0 (0)	15 (2)	1.8 %	0.8 %				
Standards	0 (0)	55 (1)	55 (1)	6.7 %	6.6 %				
Totals	176 (10)	648 (19)	824 (29)						

AM Stations

Call	Power	Time	Format	Acq	Station	Owner	City
KFIG	1430	5 kw (DA-1)	Hispanic	\$<20.00	Lotus	Lieberman	
KFRE	940	50 kw (DA-2)	News/Talk	\$ NA	---	Pappas	
KMJ	580	5 kw	News/Talk	Westwd, TARN			
KOQO	790	5 kw/2.5 kw (DA-2)	See KOQO-F	Westwd, Talknt	\$102.00	Katz	CBS
							Clovis

FM Stations

Call	Freq	Power	Format	Acq	Station	Owner	City
KBOS	94.9	16.5 kw @ 847	CHR	ABC \$60.00	Eastman	Capstar	Tulare
KEZL	96.7	25 kw @ 328	Jazz	\$30.00	Mc-Guild	Capstar, pend.	Fowler
KFRR	104.1	17 kw @ 853	AOR-New Rock	\$28.00	D&R	Mondosphere	Woodlake
KFSD	92.9	17.5 kw @ 853	Oldies	\$55.00	Mc-Guild	Capstar, pend.	Visalia
KJFX	95.7	17.5 kw @ 850	Classic AOR	\$39.00	D&R	Mondosphere	
KJWL	99.3	5 kw @ 340	Standards	Westwd, CNN \$25.00	---		
KLBN	105.1	0.57 kw @ 1969	Hispanic	CBS \$24.00	Lotus	Lotus	Auberry
KNAX	97.9	2.1 kw @ 1988	Country	\$39.00	D&R	CBS	
KOQO	101.9	2.3 kw @ 1948	Hispanic	CNN \$35.00	Katz	Hisp.	CBS
KRNC	105.9	2.4 kw @ 1960	Hispanic	\$ NA	Katz	Hisp.	CBS
KRZR	103.7	50 kw @ 500	AOR	\$37.00	Eastman	Capstar	Hanford
KSKS	93.7	68 kw @ 1912	Country	\$53.00	Katz	CBS	
KSOF	98.9	19 kw @ 820	AC	ABC \$29.00	Eastman	Capstar	Dinuba
KTHT	102.7	50 kw @ 500	AC/CHR	ABC \$30.00	Mc-Guild	Capstar, pend.	
KVSR	101.1	10 kw @ 1076	AC-New Rock	\$21.00	Katz	CBS	
KZFD	92.1	25 kw @ 312	Hispanic	\$ NA	Caballero	Z-Spanish	Madera

Notes: 8/97 KKDJ-F changed calls to KRNC-F; remains Hispanic . . . 9/97 KDNO-F (98.5; Delano) changed calls to KKDJ; remains Hispanic . . . 10/97 American Radio Systems sold these stations to CBS: KMJ for \$39,000,000; KNAX-F for \$8,000,000; KOQO-AF for \$9,000,000; KRNC-F for \$8,000,000; KSKS-F for \$15,000,000; KVSR-F for \$10,000,000 . . . 10/97 KJOI-F changed from Soft AC to AC as KSOF-F . . . 11/97 KTAA-F (94.3; Kerman) sold for \$_____ ; changed from Hispanic to Dance CHR (CHR/U) . . . 12/97 KEZL-F/KFSD-F/KTHT-F (+ KFSD 1400; Visalia) sold by Americom to Capstar for \$21,000,000 + KCBN/KRNO-F/KNWZ-F Reno (MVP)

Jim Duncan

Comments: Listening levels are off by 8% in the last year . . . KMJ climbs back into double figures, but it's still down three share points from its year-ago level . . . KOQO-AF now is the leading Hispanic station in the market

GAINESVILLE-OCALA

Arbitron Rank: 105 Pop (12+): 380,500
 MSA Rank: 201 - Gnsvl.; 186 - Ocala
 MSA Pop: 432,000
 DMA: 167
 Average Persons Rating: 14.6
 Market TSL In Hours: 19.75

Stations: 34 / 21
 Diaries: 1,219/312:1/52.8%
 Sample Target: 1,120
 % Below Line: 17.6
 % Not Listed: 15.7
 Pop per Station: 18,119

Last Year's Revenue: \$11,300,000
 Household Income: \$28,902
 Total Retail Sales: \$4.2 Bil.
 #1 Biller: WKTK-F \$2,500,000
 #1 Billing Portfolio: Entercom (WKTK-F) \$2,500,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WOGK-F	C	56 / 10.1	10.9	13.4	12.6	635 / 16.7	19.3	18.9	88 / 1121	C	WOGK-F
2	WKTK-F	AC	39 / 7.0	8.1	9.0	8.4	583 / 15.3	18.4	20.1	68 / 1014	D	WKTK-F
3	WTRS-F	C	37 / 6.7	4.8	5.2	5.1	423 / 11.1	10.1	9.9	49 / 663		WTRS-F
	WRUF-F	AOR	37 / 6.7	6.3	5.9	7.5	766 / 20.1	18.2	17.6	57 / 1105	C	WRUF-F
5	WTMG-F	B/AC	31 / 5.6	6.7	4.2	4.7	446 / 11.7	9.6	7.8	34 / 537		WTMG-F
6	WNDD-FF	AOR	29 / 5.2	4.4	4.4	3.2	389 / 10.2	11.0	8.1	29 / 414		WNDD-FF
7	WMFQ-F	SAC	26 / 4.7	5.0	4.4	5.1	310 / 8.1	9.5	7.0	37 / 465		WMFQ-F
8	WJHM-F	B	23 / 4.1	3.5	4.5	3.7	384 / 10.1	8.8	8.6	34 / 588		WJHM-F
9	WYKS-F	CHR	21 / 3.8	3.5	4.2	2.1	433 / 11.4	12.5	12.0	30 / 507		WYKS-F
	WRUF	N/T	21 / 3.8	2.4	2.7	2.5	310 / 8.1	6.1	5.9	22 / 337	A	WRUF
11	WOCA	T	15 / 2.7	2.8	2.0	2.8	143 / 3.8	4.0	2.8	16 / 155		WOCA
12	WRZN	ST	13 / 2.3	3.1	1.7	4.9	196 / 5.2	4.5	3.9	39 / 456	B	WRZN
	WOCL-F	O	13 / 2.3	3.0	3.0	1.9	254 / 6.7	7.8	6.5	21 / 487		WOCL-F
14	WXXL-F	CHR	12 / 2.2	1.7	1.2	0.5	223 / 5.9	5.4	4.1	17 / 345		WXXL-F
15	WYGC-F	C	11 / 2.0	1.9	4.0	3.2	200 / 5.2	6.0	7.1	15 / 234		WYGC-F

12+ FM Share (Metro): 85.47 % (400 of 468) (Fall 96: 87.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WTMG-F	1 WNDD-FF	1 WOGK-F <	1 WOGK-F <	1 WOGK-F	1 WOGK-F	1 WOGK-F	1 WOGK-F	1 WTMG-F	1 WOGK-F
2	WJHM-F >	WRUF-F	2 WRUF-F <	2 WKTK-F	2 WKTK-F	2 WKTK-F	2 WKTK-F	2 WRUF-F <	WOGK-F <	2 WRUF-F <
3	WXXL-F	3 WOGK-F	3 WKTK-F	3 WRUF-F	3 WRUF-F	3 WKTK-F	3 WTRS-F <	3 WTRS-F <	3 WKTK-F	3 WJHM-F <
		WYKS-F <	4 WNDD-FF	4 WNDD-FF	4 WNDD-FF	4 WMFQ-F	4 WMFQ-F	4 WNDD-FF <	4 WTRS-F <	4 WTRS-F <
5	WTMG-F	5 WTMG-F	5 WTRS-F	5 WTRS-F	5 WTRS-F <	5 WRUF	5 WTMG-F	5 WRUF-F <	5 WTMG-F <	5 WKTK-F
		WKTK-F	6 WTRS-F	6 WTMG-F	6 WTMG-F >	WRUF-F	6 WRUF-F	6 WMFQ-F	6 WNDD-FF	6 WNDD-FF
7	WJHM-F >	WYKS-F	7 WJHM-F	7 WJHM-F	7 WJHM-F	7 WOCA <	7 WJHM-F	7 WRUF	7 WYKS-F <	7 WYKS-F
8	WTRS-F >	8 WJHM-F		WMFQ-F	8 WOCL-F	8 WNDD-FF <	8 WYKS-F	8 WMFQ-F	8 WXXL-F	8 WRUF <
				WRUF	WRZN	9 WRUF	9 WRZN	9 WJHM-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1	WNDD-FF	1 WTMG-F	1 WKTK-F	1 WKTK-F	1 WNDD-FF	1 WRUF-F	1 WKTK-F	1 WRUF-F	1 WRUF-F <	1 WOGK-F >>
2	WOGK-F	2 WTMG-F	WOGK-F	WOGK-F	WRUF-F	2 WNDD-FF	WRUF-F	2 WOGK-F	2 WOGK-F	2 WTMG-F
	WYKS-F	3 WOGK-F	3 WTMG-F <	3 WTMG-F	WYKS-F	3 WKTK-F	3 WNDD-FF	3 WKTK-F	3 WKTK-F	3 WJHM-F >
4	WTMG-F	4 WKTK-F	4 WNDD-FF	4 WNDD-FF	4 WTMG-F >	4 WOGK-F	WOGK-F	WNDD-FF >	4 WNDD-FF <	
	WKTK-F	5 WKTK-F	5 WRUF-F	5 WTRS-F	5 WJHM-F >>	WJHM-F	5 WTRS-F	5 WTRS-F	5 WTRS-F	
	WRUF-F	WRUF-F	6 WYKS-F <	6 WRUF-F		WYKS-F	WJHM-F >	6 WRUF	6 WRUF >	
7	WJHM-F	7 WJHM-F >	7 WTRS-F	7 WTRS-F	7 WMFQ-F	7 WTMG-F		WYKS-F		
		WJHM-F >	WJHM-F	WJHM-F						
			9 WMFQ-F >	9 WYKS-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGGG	T	1230	Gainesville 0.7 1.6 4 59
WLUS	ST	980	Gainesville 1.1 2.3 6 86
WMOP	SPRTS	900	Ocala 0.5 2.8 3 120
WNFQ-F	B	100.5	Newberry 1.1 3.7 8 191
WRRX-F	AOR/CL	97.7	Micanopy 1.4 5.4 13 223
WTMC	T	1290	Ocala 0.4 1.1 2 41
WWLO	T	1430	Gainesville 0.4 1.8 2 79
WYOC-F	O	104.9	High Springs 0.5 1.9 5 135

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	B/AC	94.5	Daytona Beach 1.3 3.0 14 190
WFKS-F	CHR	99.9	Palatka 1.4 7.4 13 471
WHTQ-F	CL AOR	96.5	Orlando 1.6 2.2 10 151
WJRR-F	AOR-NR	101.1	Cocoa Beach 0.5 2.1 11 116
WKQL-F	O	96.9	Jacksonville 0.4 0.8 13 150
WMGF-F	AC	107.7	ML Dora 1.1 4.7 10 265
WOKV	N/T	690	Jacksonville 0.4 1.4 4 85
WTKS-F	T	104.1	Cocoa Beach 1.4 2.9 10 162
WWKA-F	C	92.3	Orlando 0.5 1.9 6 152
WXTB-F	AOR	97.9	Clearwater 0.4 1.4 8 145

GAINESVILLE-OCALA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	45 (2)	45 (2)	9.6 %	12.5 %	Asterisk	13.4 %	11.5 %	20.0 %
AOR/Classic/NR	0 (0)	88 (7)	88 (7)	18.8 %	16.0 %	WMFQ-FM, WTRS-FM, WYGC-FM			
Black/Urban	0 (0)	67 (4)	67 (4)	14.3 %	12.8 %	Dix, pend.	15.3 %	16.6 %	16.8 %
CHR	0 (0)	41 (3)	41 (3)	8.8 %	8.3 %	WNDD-FM, WNDD-FM, WOGK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		28.7 %	28.1 %	36.8 %
Country	0 (0)	107 (4)	107 (4)	22.9 %	27.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	46 (6)	8 (1)	54 (7)	11.5 %	8.1 %				
Oldies	0 (0)	18 (3)	18 (3)	3.8 %	4.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	26 (1)	26 (1)	5.6 %	5.5 %				
Sports	3 (1)	0 (0)	3 (1)	0.6 %	1.6 %				
Standards	19 (2)	0 (0)	19 (2)	4.1 %	3.4 %				
Totals	68 (9)	400 (25)	468 (34)						

AM Stations

WLUS	980	5 kw/0.166 kw	Standards	ABC	\$ NA	—		Gainesville
WOCA	1370	5 kw/0.033 kw	Talk	ABC	\$<20.00	—		Ocala
WRUF	850	5 kw (DA-N)	News/Talk	CBS	\$<20.00	—	Univ. of Florida	Gainesville
WRZN	720	10 kw/250 w (DA-N)	Standards	ABC	\$<20.00	—		Hemando

FM Stations

WKTK	98.5	100 kw @ 981	AC		\$50.00	—	Entercom	Crystal River
WMFQ	92.9	50 kw @ 476	Soft AC	USA	\$20.00	—	Asterisk	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC	\$<20.00	Katz	Dix	Silver Springs
WNDD	92.5	3.2 kw @ 443	See WNDD-F					Alachua
WNFQ	100.5	11 kw @ 492	Black		\$ NA	Mc-Guild		Newberry
WOGK	93.7	100 kw @ 1348	Country		\$45.00	Katz	Dix	Ocala
WRRX	97.7	3.2 kw @ 305	AOR/Classic AOR	Westwd	\$<20.00	Christal		Micanopy
WRUF	103.7	100 kw @ 768	AOR	Source	\$33.00	—	Univ. of Florida	Gainesville
WTMG	101.3	3.5 kw @ 433	Black AC	ABC	\$<20.00	—		Williston
WTRS	102.3	50 kw @ 489	Country	ABC	\$29.00	—	Asterisk	Dunellon
WYGC	100.9	3 kw @ 298	Country		\$<20.00	Mc-Guild	Asterisk	Gainesville
WYKS	105.5	3 kw @ 466	CHR		\$<20.00	—		Gainesville

Notes: Other ranked stations – See Orlando . . . 9/97 Interest in WNDD-F sold to Dix for \$675,000 . . . 9/97 WWLO (1430) changed from Black/Gospel to Talk . . . 1/98 WRZN sold for \$650,000

Jim Duncan

Comments: Listening levels are down 10% as compared to a year ago

GRAND RAPIDS

Arbitron Rank: 65 Pop (12+): 610,600	Stations: 24 / 23	Last Year's Revenue: \$30,600,000
MSA Rank: 57	Diaries: 1,832/333/159.5%	Household Income: \$48,501
MSA Pop: 750,000	Sample Target: 1,740	Total Retail Sales: \$7.8 Bil.
DMA: 38 (w/Kalamazoo)	% Below Line: 2.0	#1 Biller: WBCT-F \$5,400,000
Average Persons Rating: 15.2	% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 26,548	Clear Channel \$11,780,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WLAV-F	92 / 9.8	9.8	11.6	8.3	7.5	9.9	1197 / 19.8	19.8	16.3	129 / 1739	E WLAV-F
2	WGRD-F	74 / 7.9	7.5	5.9	6.3	6.9	6.9	1273 / 20.9	16.8	19.1	134 / 2303	D WGRD-F
3	WBCT-F	73 / 7.8	7.9	7.0	8.3	6.5	7.8	983 / 16.1	15.7	15.3	185 / 2526	G WBCT-F
4	WSNX-F	66 / 7.1	7.4	7.2	6.0	5.4	6.9	1202 / 19.7	19.9	19.3	118 / 2013	C WSNX-F
5	WOOD-F	56 / 6.0	5.0	6.3	7.0	7.5	6.1	1037 / 17.0	17.6	19.5	100 / 1860	E WOOD-F
6	WLHT-F	52 / 5.6	5.4	5.4	6.4	5.6	5.7	782 / 12.8	13.6	13.6	65 / 1149	F WLHT-F
7	WOOD	51 / 5.5	7.3	7.3	6.8	7.9	6.7	884 / 14.5	15.2	18.5	64 / 1113	D WOOD
8	WCUZ-F	40 / 4.3	2.8	3.8	4.7	4.8	3.9	643 / 10.5	10.9	12.2	60 / 1039	C WCUZ-F
9	WODJ-F	35 / 3.8	4.2	4.0	4.3	4.2	4.1	896 / 11.4	13.0	12.9	54 / 1078	C WODJ-F
10	WFGR-F	30 / 3.2	2.5	1.7	2.9	2.8	2.6	568 / 9.3	6.6	7.7	44 / 635	A WFGR-F
	WQFN-F	30 / 3.2	3.8	2.2	1.8	1.5	2.8	493 / 8.1	6.0	4.0	36 / 525	A WQFN-F
11	WKLO-F	29 / 3.1	3.6	4.3	4.0	5.0	3.8	720 / 11.8	14.4	12.3	72 / 1510	D WKLO-F
	WMJH	29 / 3.1	3.3	3.2	2.3	2.0	3.0	254 / 4.2	4.1	2.7	48 / 305	A WMJH
12	WJQK-F	24 / 2.6	2.8	2.9	2.7	2.4	2.7	450 / 7.4	7.1	6.4	38 / 639	F WJQK-F
13	WVTI-F	22 / 2.4	2.7	3.2	2.8	1.7	2.8	655 / 10.7	10.3	8.3	30 / 935	A WVTI-F
14	WFUR-F	20 / 2.1	1.7	1.1	2.0	1.4	1.7	403 / 6.6	4.9	5.3	26 / 538	F WFUR-F
15	WMUS-F	19 / 2.0	2.2	2.1	1.9	2.8	2.0	270 / 4.4	6.7	6.8	76 / 966	F WMUS-F

12+ FM Share (Metro): 85.34 % (675 of 791) (Fall 96: 82.06 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WGHN-F	AC	92.1	Grand Haven	0.8 1.5 9 133
WHTC	T	1400	Holland	1.2 2.4 16 213
WKWM	B	1140	Kentwood	1.5 1.8 14 113
WMFN	SPRIS	640	Zeeland	0.8 2.7 8 198
WMRR-F	AOR	101.7	Muskegon Hls.	0.6 2.2 26 365
WTKG	T	1230	Grand Rapids	0.4 2.2 5 177

GRAND RAPIDS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (1)	81 (3)	81 (4)	10.2 %	10.6 %	Bloomington WBBL-AM, WKLQ-FM, WLAV-FM	13.0 %	17.9 %	20.9 %
AOR/Classic/NR	0 (0)	201 (4)	201 (4)	25.4 %	23.9 %	Capstar WGRD-FM, WLHT-FM, WQFN-FM, WRCV-AM	16.7 %	18.8 %	22.0 %
Black/Urban	14 (1)	0 (0)	14 (1)	1.8 %	2.5 %	Clear Channel WBCT-FM, WCUZ-FM, WOOD-AM, WOOD-FM, WTKG-AM, WVTI-FM	26.4 %	25.9 %	38.5 %
CHR	0 (0)	66 (1)	66 (1)	8.3 %	6.5 %	Goodrich WKWM-AM, WMRR-FM, WODJ-FM, WSNX-FM	13.0 %	13.2 %	12.1 %
Classical	0 (0)	30 (1)	30 (1)	3.8 %	3.4 %	Local WMFN-AM, WMJH-AM	3.9 %	1.3 %	0.5 %
Country	0 (0)	132 (3)	132 (3)	16.7 %	16.9 %				
Full Service	51 (1)	0 (0)	51 (1)	6.4 %	9.4 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.8 %				
News/Talk	15 (2)	0 (0)	15 (2)	1.9 %	1.8 %				
Oldies	0 (0)	35 (1)	35 (1)	4.4 %	5.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	44 (2)	44 (2)	5.6 %	4.5 %				
Soft AC/EZ	0 (0)	86 (2)	86 (2)	10.9 %	9.0 %				
Sports	7 (1)	0 (0)	7 (1)	0.9 %	1.7 %				
Standards	29 (1)	0 (0)	29 (1)	3.7 %	2.5 %				
Totals	116 (7)	675 (17)	791 (24)				73.0 %	77.1 %	94.0 %

AM Stations

Station	Power	Time	Format	Network	Revenue	Channel	Market
WMJH	810	3.5 kw (Days)	Standards	Westwd, CBS	\$ NA	—	Rockford
WOOD	1300	5 kw (DA-N)	Full Svc/Talk	Westwd	\$52.00	Cir Chnl	Clear Channel

FM Stations

Station	Freq	Power	Format	Network	Revenue	Channel	Market
WBCT	93.7	320 kw @ 780	Country		\$110.00	Cir Chnl	Clear Channel
WCUZ	101.3	50 kw @ 420	Country		\$40.00	Cir Chnl	Clear Channel
WFGR	98.7	2.8 kw @ 492	Classical		\$<20.00	Allied	
WFUR	102.9	50 kw @ 492	Religion		\$<20.00	—	Kuiper
WGRD	97.9	13 kw @ 590	AOR-New Rock		\$54.00	Eastman	Capstar
WJQK	99.3	4.7 kw @ 371	Religion	ABC	\$<20.00	Salem	Zeeland
WKLQ	94.5	50 kw @ 500	AOR	ABC	\$60.00	Banner	Bloomington Holland
WLAV	96.9	50 kw @ 489	Classic AOR	ABC	\$77.00	—	Bloomington
WLHT	95.7	40 kw @ 554	AC	ABC	\$87.00	Eastman	Capstar
WODJ	107.3	50 kw @ 492	Oldies		\$40.00	D&R	Goodrich Greenville
WOOD	105.7	265 kw @ 810	Soft AC		\$65.00	Cir Chnl	Clear Channel
WQFN	100.5	3 kw @ 328	Soft AC		\$ NA	—	Capstar Walker
WSNX	104.5	32 kw @ 620	CHR		\$38.00	D&R	Goodrich Muskegon
WVTI	96.1	50 kw @ 492	AC/CHR		\$<20.00	Cir Chnl	Clear Channel Holland

Notes: 10/97 WKLQ-F changed back to AOR from New Rock . . . 1/98 WVTI-F changed from AC/CHR to CHR

Jim Duncan

Comments: Listening levels are down a bit from last year

GREEN BAY

Arbltron Rank: 182 Pop (12+): 176,700	Stations: 26 / 10	Last Year's Revenue: \$11,000,000
MSA Rank: 190	Diaries: 698/253:1/60.6%	Household Income: \$47,223
MSA Pop: 214,000	Sample Target: 610	Total Retail Sales: \$2.5 Bil
DMA: 71 (w/Appleton)	% Below Line: 39.7	#1 Biller: WIXX-F \$4,000,000
Average Persons Rating: 17.0	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 17,670	Midwest Communications \$7,550,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WIXX-F	CHR	50 / 16.7	14.0	17.3	16.3	719 / 40.7	38.4	42.3	185 / 2863	F
2	WAPL-F	AOR	32 / 10.7	13.3	9.6	11.0	377 / 21.4	23.1	21.4	160 / 1773	
3	WNFL	T	19 / 6.3	3.9	8.3	4.7	358 / 20.3	11.8	26.7	28 / 524	B
4	WOZZ-F	AOR/CL	17 / 5.7	7.2	4.3	5.0	262 / 14.8	19.1	16.4	52 / 1052	
	WNCY-F	C	17 / 5.7	7.2	7.0	6.3	275 / 15.6	19.0	18.7	77 / 1204	
6	WQLH-F	CHR/AC	16 / 5.3	3.9	8.3	7.6	311 / 17.6	16.4	20.0	22 / 584	C
	WOGB-F	O	16 / 6.3	4.3	3.0	2.0	258 / 14.6	13.2	11.6	32 / 512	
8	WKSZ-F	CHR	15 / 6.0	4.7	3.6	3.7	327 / 18.6	21.2	16.2	43 / 1105	B
	WDUZ	SPRTS	15 / 6.0	5.0	4.3	4.7	245 / 13.8	15.5	12.9	19 / 366	B
10	WGEE	N/T	12 / 4.0	6.1	5.3	5.0	203 / 11.6	13.9	10.7	16 / 300	B
11	WLTM-F	SAC	11 / 3.7	5.0	3.3	6.3	183 / 10.3	14.6	12.1	25 / 365	C
12	WNAM	ST	10 / 3.3	3.9	1.7	3.7	146 / 8.3	8.4	3.8	47 / 609	
13	WJLW-F	C	9 / 3.0	1.8			107 / 6.1	6.0		15 / 191	

12+ FM Share (Metro): 77.70 % (209 of 269) (Fall 96: 76.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSZ-F >	1 WIXX-F	1 WIXX-F >	1 WIXX-F >	1 WIXX-F >	1 WIXX-F >	1 WIXX-F >	1 WIXX-F >	1 WIXX-F	1 WIXX-F	1 WIXX-F >
2 WIXX-F >>	2 WAPL-F >>	2 WAPL-F >	2 WAPL-F >	2 WAPL-F >	2 WNFL <	2 WAPL-F >	2 WAPL-F >	2 WAPL-F >>	2 WKSZ-F	2 WNFL
3 WQLH-F	3 WOZZ-F	3 WOZZ-F	3 WOZZ-F	3 WOZZ-F	3 WOGB-F <	3 WDUZ <	3 WNFL	3 WNCY-F <	3 WAPL-F	3 WOGB-F
WAPL-F >>	4 WKSZ-F	4 WQLH-F <	4 WQLH-F	WOGB-F	4 WAPL-F <	4 WNCY-F <	4 WDUZ <	4 WOZZ-F <	4 WNFL	4 WAPL-F
	5 WQLH-F	5 WOGB-F <	WOGB-F <	5 WQLH-F	5 WNCY-F	5 WOZZ-F	5 WOZZ-F	5 WKSZ-F <	5 WNCY-F	WNCY-F
	WDUZ	6 WDUZ	6 WDUZ	WDUZ	6 WGEE	WGEE <	WQLH-F	6 WQLH-F	6 WOZZ-F	6 WOZZ-F
		7 WNCY-F	7 WNCY-F	WNCY-F	WNAM <	7 WQLH-F <	7 WOGB-F	7 WOGB-F	7 WOGB-F	7 WKSZ-F
						8 WNFL <	8 WNAM			WGEE

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WIXX-F >>	1 WAPL-F >	1 WAPL-F	1 WAPL-F	1 WAPL-F >	1 WAPL-F	1 WIXX-F >
2 WKSZ-F	2 WAPL-F	2 WKSZ-F	2 WQLH-F	2 WOGB-F	2 WIXX-F >	2 WIXX-F >>	2 WIXX-F >	2 WIXX-F	2 WIXX-F >	2 WLTM-F
WAPL-F >>	3 WKSZ-F	WQLH-F	3 WAPL-F	3 WLTM-F	3 WKSZ-F	3 WOZZ-F	3 WDUZ	3 WOZZ-F <	3 WDUZ	3 WNCY-F
	WQLH-F	WAPL-F >	WLTM-F	WQLH-F	WOZZ-F	WDUZ	4 WOZZ-F	4 WDUZ	4 WOZZ-F	WGEE
	5 WOZZ-F	5 WOZZ-F	5 WOGB-F	WNCY-F	WNFL >>	5 WNFL	WNFL >>	5 WNFL	5 WNFL	
	WNCY-F	WNCY-F	WNCY-F	6 WAPL-F		6 WKSZ-F >		6 WOGB-F	6 WOGB-F	
	WLTM-F >	WLTM-F >>	WOZZ-F	WOZZ-F >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEZR-F	J	107.5	Brillion 0.7 3.3 6 147
WGBM-F	AC	94.7	Mishicot 0.3 2.5 2 83

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAUN-F	E	92.7	Kewaunee 2.3 2.8 25 174
WBDK-F	ST	96.7	Algoma 0.7 2.5 4 114
WCUB	C	980	Manitowoc 0.3 1.7 8 125
WHBY	FS	1150	Kimberley 0.3 1.4 46 751
WPCK-F	C	104.9	Kaukauna 0.3 2.6 4 109
WPKR-F	C	99.5	Omro 0.3 2.0 32 609
WROE-F	SAC	94.3	Neenah 1.3 3.2 34 560
WRVM-F	REL	102.7	Suring 0.3 1.3 17 233
WSFQ-F	O	96.3	Peshigo 0.3 1.7 17 265
WTMJ	FS	620	Milwaukee 0.7 4.2 27 493
WVBO-F	O	103.9	Winneconne 2.0 5.3 52 804

GREEN BAY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	1 (1)	1 (1)	0.4 %	11.3 %	Midwest Communications WGEE-AM, WIXX-FM, WLTM-FM, WNFL-AM	30.7 %	32.0 %	68.6 %
AOR/Classic/NR	0 (0)	49 (2)	49 (2)	18.2 %	15.8 %		30.7 %	32.0 %	68.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	81 (3)	81 (3)	30.1 %	23.7 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	1 (1)	28 (4)	29 (5)	10.8 %	8.3 %				
Full Service	3 (2)	0 (0)	3 (2)	1.1 %	6.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	2 (1)	2 (1)	0.7 %	0.0 %				
News/Talk	31 (2)	0 (0)	31 (2)	11.5 %	15.4 %				
Oldies	0 (0)	23 (3)	23 (3)	8.6 %	7.5 %				
Others/Unknown	0 (0)	7 (1)	7 (1)	2.6 %	3.4 %				
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.4 %	1.1 %				
Soft AC/EZ	0 (0)	15 (2)	15 (2)	5.6 %	5.6 %				
Sports	15 (1)	0 (0)	15 (1)	5.6 %	0.0 %				
Standards	10 (1)	2 (1)	12 (2)	4.5 %	1.9 %				
Totals	60 (7)	209 (19)	269 (26)						

AM Stations

WDUZ	1400	1 kw	Sports	ABC, Westwd, CBS	\$<20.00	Mc-Guild	WQLH-F
WGEE	1360	5 kw (DA-N)	News/Talk	ABC	\$20.00	Banner	Midwest Commun.
WNFL	1440	5 kw/500 w (DA-2)	Talk	CBS, ABC, Talknt	\$22.00	Christal	Midwest Commun.

FM Stations

WIXX	101.1	100 kw @ 1080	CHR		\$83.00	Banner	Midwest Commun.
WJLW	106.7	25 kw @ 328	Country		\$ NA	—	Allouez
WKSZ	95.9	25 kw @ 272	CHR		\$ NA	K&P	Woodward
WLTM	99.7	46 kw @ 512	Soft AC		\$45.00	Banner	Midwest Commun.
WQLH	98.5	100 kw @ 500	CHR/AC	ABC	\$37.00	Katz	WDUZ

Notes: Other ranked stations – See Appleton-Oshkosh . . . WDUZ reclassified from Full Service to Sports based on station self-description, M Street database classification and audience analysis . . . WQLH-F reclassified from AC to CHR/AC based on audience analysis and station self-description

Jim Duncan

Comments: Listening levels are steady . . . Packers football was not as good to WNFL this year as it was in 1996 . . . WIXX-F recovered from its relatively weak Spring book . . . WGEE has its lowest share in many years

GREENSBORO-WINSTON SALEM

Arbitron Rank: 40 Pop (12+): 987,700
 MSA Rank: 47
 MSA Pop: 1,150,000
 DMA: 47
 Average Persons Rating: 15.9
 Market TSL In Hours: 21.00

Stations: 34 / 23
 Diaries: 2,246/440:1/53.9%
 Sample Target: 2,250
 % Below Line: 7.6
 % Not Listed: 15.8
 Pop per Station: 42,943

Last Year's Revenue: \$34,500,000
 Household Income: \$38,477
 Total Retail Sales: \$11.9 Bil.
 #1 Biller: WTQR-F \$7,800,000
 #1 Billing Portfolio:
 Clear Channel \$12,400,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WTQR-F	C	163 / 10.4	9.5	10.7	12.0	10.6	2124 / 21.5	22.4	23.0	276 / 3831	H	WTQR-F
2	WJMH-F	B	134 / 8.5	9.3	8.2	7.9	6.6	1608 / 16.3	15.7	14.6	209 / 2552	D	WJMH-F
3	WMAG-F	AC	116 / 7.4	6.4	5.9	6.1	5.8	1492 / 15.1	14.7	15.0	156 / 2078	F	WMAG-F
4	WKRR-F	AOR/CL	108 / 6.9	4.9	5.5	5.9	5.0	1498 / 15.2	13.8	12.8	155 / 2128	E	WKRR-F
5	WQMG-F	B/AC	100 / 6.4	7.0	5.5	7.0	8.2	1279 / 13.0	11.3	12.9	140 / 1830	C	WQMG-F
6	WMQX-F	O	90 / 5.7	5.5	5.5	5.6	5.7	1481 / 15.0	16.0	14.2	140 / 2353	D	WMQX-F
7	WHSL-F	C	84 / 5.4	5.3	4.8	4.9	5.1	1201 / 12.2	12.7	13.1	115 / 1878	C	WHSL-F
8	WKSI-F	AC-NR	66 / 4.2	4.2	4.8	2.6	1.9	1520 / 15.4	15.0	8.0	99 / 2284	C	WKSI-F
9	WKZL-F	AC/CHR	62 / 3.9	4.9	6.2	4.9	5.4	1424 / 14.4	17.0	15.1	86 / 1942	F	WKZL-F
10	WPCM-F	C	60 / 3.8	2.9	2.9	2.2	2.5	841 / 8.5	7.3	7.3	88 / 1530	C	WPCM-F
11	WSJS	FS/T	57 / 3.6	4.0	3.1	4.7	4.7	969 / 9.8	9.2	11.5	58 / 1041	E	WSJS
12	WXRA-F	AOR	35 / 2.2	3.2	3.0	3.7	2.9	947 / 9.6	11.1	11.3	58 / 1375	C	WXRA-F
13	WQMG	B/G	34 / 2.2	0.9	1.6	1.8	2.3	260 / 2.6	2.0	2.3	35 / 272	A	WQMG

12+ FM Share (Metro): 87.82 % (1161 of 1322) (Fall 96: 83.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMH-F >>	1 WJMH-F >	1 WKRR-F <	1 WKRR-F	1 WTQR-F <	1 WTQR-F >	1 WTQR-F >	1 WTQR-F	1 WTQR-F	1 WJMH-F >>	1 WJMH-F <
2 WKSI-F >	2 WKRR-F	2 WTQR-F <	WTQR-F	2 WKRR-F	2 WMAG-F	2 WKRR-F <	2 WMAG-F	2 WJMH-F	2 WQMG-F	2 WTQR-F
3 WTQR-F	3 WJMH-F	3 WMAG-F	3 WMAG-F	3 WMAG-F <	3 WMQX-F	3 WMAG-F	3 WKRR-F	3 WMAG-F <	3 WMAG-F	3 WQMG-F
4 WKSI-F <	4 WMAG-F	4 WQMG-F	4 WQMG-F	4 WQMG-F <	4 WQMG-F	4 WJMH-F	4 WMQX-F <	4 WQMG-F	4 WTQR-F <	4 WMQX-F
5 WQMG-F <	5 WQMG-F	5 WMQX-F <	5 WMQX-F	5 WMQX-F <	5 WSJS	5 WKZL-F <	5 WHSL-F <	WMQX-F <	5 WKRR-F <	5 WMAG-F <
6 WHSL-F <	6 WHSL-F <	6 WHSL-F <	6 WHSL-F <	6 WHSL-F <	6 WKRR-F	6 WHSL-F <	6 WQMG-F	6 WKRR-F	6 WHSL-F	6 WKRR-F <
7 WMAG-F	7 WMQX-F <	7 WJMH-F	7 WJMH-F	7 WJMH-F	7 WPCM-F <	7 WSJS <	WJMH-F	7 WHSL-F <	7 WKSI-F	7 WPCM-F
	8 WKZL-F <	WKZL-F	WKZL-F	8 WHSL-F >	8 WQMG-F <	8 WSJS <	8 WKSI-F	8 WKSI-F	8 WMQX-F	8 WHSL-F <
	9 WKSI-F >	9 WKSI-F >			9 WMQX-F					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 WJMH-F >>	1 WJMH-F >	1 WQMG-F	1 WMAG-F	1 WMAG-F	1 WJMH-F >>	1 WKRR-F	1 WKRR-F >>	1 WKRR-F >	1 WKRR-F >	1 WJMH-F >
2 WKSI-F	2 WQMG-F	2 WMAG-F	2 WJMH-F <	2 WTQR-F <	2 WKRR-F	2 WJMH-F <	2 WTQR-F <	2 WTQR-F	2 WTQR-F	2 WQMG-F
3 WMAG-F	WMAG-F <	3 WJMH-F <	3 WTQR-F <	3 WQMG-F	3 WKSI-F	3 WTQR-F >	3 WJMH-F <	3 WJMH-F <	3 WMQX-F <	3 WKRR-F
WKZL-F >	4 WKSI-F	4 WTQR-F <	4 WQMG-F	4 WMQX-F	WHSL-F	4 WHSL-F <	4 WXRA-F	4 WQMG-F <	4 WQMG-F	4 WTQR-F >
5 WHSL-F	5 WTQR-F <	5 WHSL-F <	5 WMQX-F <	5 WHSL-F	WTQR-F >	5 WXRA-F <	5 WQMG-F	5 WHSL-F	5 WMAG-F <	
WTQR-F	6 WHSL-F	6 WKSI-F <	6 WHSL-F <	6 WJMH-F <	6 WKZL-F	6 WKSI-F	6 WHSL-F	WKZL-F	6 WKZL-F <	
WQMG-F	WKZL-F >	7 WKZL-F >	7 WKSI-F <	7 WKZL-F	7 WKZL-F	7 WKZL-F	WDCG-F	7 WKSI-F	7 WJMH-F <	
		8 WKZL-F >	8 WKSI-F					WMAG-F	8 WHSL-F	
								WMQX-F	WPCM-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAAA	B	980	Winston Salem 0.8 2.0 12 202
WBAG	ST	1150	Burlington 0.3 1.0 5 101
WIST-F	ST	98.3	Thomasville 0.7 2.5 11 252
WLXN	T	1440	Lexington 0.4 0.9 7 93
WMFR	T/FS	1230	High Point 0.9 2.0 14 198
WPET	REL	950	Greensboro 0.8 1.1 13 106
WPOL	REL	1340	Winston Salem 0.5 1.2 8 115
WTCK	SPRTS	1320	Greensboro 0.3 1.5 5 145
WTNC	REL	790	Thomasville 0.4 0.9 7 88
WWGL-F	REL	94.1	Lexington 0.8 3.3 23 527

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBRF-F	C	98.1	Galax, VA 0.5 1.6 33 431
WDCG-F	CHR	105.1	Durham 1.3 5.1 63 1370
WEND-F	AOR-NR	106.5	Salisbury 1.8 6.5 58 1107
WFMX-F	C	105.7	Statesville 1.3 4.8 76 1256
WLYT-F	SAC	102.9	Hickory 0.3 1.4 30 644
WNKS-F	CHR	95.1	Charlotte 0.4 2.4 25 693
WPEG-F	B	97.9	Concord 0.4 1.6 23 492
WQOK-F	B	97.5	S. Boston, VA 0.4 1.9 35 809
WRSN-F	AC	93.9	Burlington 0.3 1.0 24 569
WSOC-F	C	103.7	Charlotte 0.4 0.8 50 828
WSSS-F	CL HITS	104.7	Charlotte 0.4 1.6 28 498

GREENSBORO-WINSTON SALEM

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	249 (4)	249 (4)	18.8 %	7.4 %	Clear Channel WSJS-AM, WTQR-FM, WXRA-FM	16.2 %	14.9 %	35.9 %
AOR/Classic/NR	0 (0)	171 (3)	171 (3)	12.9 %	12.7 %	Dick WKRR-FM, WKZL-FM	10.8 %	14.2 %	20.9 %
Black/Urban	12 (1)	248 (4)	260 (5)	19.7 %	18.8 %	Hicks, Muse WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	14.0 %	14.1 %	18.3 %
CHR	0 (0)	26 (2)	26 (2)	2.0 %	8.8 %	Sinclair Bcst Gp, pend. WJMH-FM, WMQX-FM, WQMG-AM, WQMG-FM	22.8 %	22.3 %	18.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	342 (6)	342 (6)	25.9 %	26.8 %				
Full Service	71 (2)	0 (0)	71 (2)	5.4 %	7.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		63.8 %	65.5 %	93.7 %
News/Talk	6 (1)	0 (0)	6 (1)	0.5 %	1.9 %				
Oldies	0 (0)	97 (2)	97 (2)	7.3 %	7.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	62 (4)	12 (1)	74 (5)	5.6 %	7.7 %				
Soft AC/EZ	0 (0)	5 (1)	5 (1)	0.4 %	0.0 %				
Sports	5 (1)	0 (0)	5 (1)	0.4 %	0.0 %				
Standards	5 (1)	11 (1)	16 (2)	1.2 %	0.0 %				
Totals	161 (10)	1161 (24)	1322 (34)						

AM Stations

WMFR	1230	1 kw	Talk/Full Svc.	CBS, Westwd	\$24.00	D&R	Hicks, Muse	High Point
WQMG	1510	1 kw (Days)	Black Gospel		\$ NA	Christal	Sinclair Bcst Gp, pend.	
WSJS	600	5 kw (DA-2)	Full Svc/Talk	Westwd, Tlknt, ABC	\$60.00	Mc-Guild	Clear Channel	

FM Stations

WHSL	100.3	100 kw @ 1035	Country		\$35.00	Allied	Hicks, Muse	
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Sinclair Bcst Gp, pend.	Reidsville
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR		\$65.00	Katz	Dick	Asheboro
WKSI	98.7	100 kw @ 1035	Modern AC		\$40.00	Eastman	Bahakel	
WKZL	107.5	100 kw @ 994	AC/CHR		\$80.00	Katz	Dick	
WMAG	99.5	100 kw @ 1500	AC		\$78.00	D&R	Hicks, Muse	
WMQX	93.1	100 kw @ 1099	Oldies		\$50.00	D&R	Sinclair Bcst Gp, pend.	
WPCM	101.1	100 kw @ 1190	Country	Westwd	\$34.00	Mc-Guild	Curtis	Burlington
WQMG	97.1	100 kw @ 1234	Black AC		\$35.00	Christal	Sinclair Bcst Gp, pend.	
WTQR	104.1	100 kw @ 1420	Country		\$172.00	Clr Chnl	Clear Channel	
WXRA	94.5	100 kw @ 982	AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel	Eden

Notes: 10/97 WETR (830; Eden) returned to the air as All-News (AP) WXII . . . 10/97 SFX sold these stations to the Hicks, Muse interests: WHSL-F for \$12,000,000; WMAG-F for \$28,000,000; WMFR for \$3,000,000; WTCK for \$2,000,000 . . . 12/97 Max sold these stations to Sinclair Broadcast Group (Sinclair TV): WJMH-F for \$15,400,000; WMQX-F for \$13,900,000; WQMG-AF for \$10,500,000

Jim Duncan

Comments: Listening levels are steady . . . WTQR-F climbed back into double figures . . . WMAG-F achieved its highest share in more than two years; the same is true of WKRR-F . . . WKZL-F slipped to its lowest share in many years

GREENVILLE-NEW BERN

Arbitron Rank: 80 Pop (12+): 460,500	Stations: 43 / 29	Last Year's Revenue: \$17,300,000
MSA Rank: 281 - Greenville; 238 - Jksnvl	Diaries: 1,706/270:1/57.6%	Household Income: \$34,500
MSA Pop: 412,000	Sample Target: 1,530	Total Retail Sales: \$3.9 Bil.
DMA: 104	% Below Line: 11.9	#1 Biller: WRNS-AF \$3,850,000
Average Persons Rating: 15.3	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 15,879	Beasley \$6,800,000

12+ Metro	Format	Fall 97		Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WRNS-AF	C	114 / 18.2	16.5	16.7	17.7	17.9	16.8	1341 / 29.1	27.6	28.8	139 / 1752	E	WRNS-AF
2	WIKS-F	B	87 / 12.3	13.1	15.0	11.8	14.0	13.1	978 / 21.2	23.5	21.7	107 / 1365	D	WIKS-F
3	WSFL-F	AOR	61 / 8.6	7.0	8.3	5.9	6.2	7.5	805 / 17.5	15.1	14.0	92 / 1067	D	WSFL-F
4	WRHT-FF	CHR	37 / 5.2	4.8	5.0	6.3	5.1	5.3	705 / 15.3	13.7	15.5	54 / 983	C	WRHT-FF
5	WMGV-F	AC/CHR	31 / 4.4	3.3	3.6	3.5	3.7	3.7	559 / 12.1	9.5	9.3	33 / 670		WMGV-F
6	WXNR-F	AOR-NR	29 / 4.1	5.0	4.7	3.5	2.2	4.3	586 / 12.7	12.1	8.7	33 / 691		WXNR-F
7	WNCT-F	O	27 / 3.8	3.6	4.0	5.5	4.7	4.2	484 / 10.5	9.9	11.4	48 / 942	C	WNCT-F
8	WKOO-FF	O	24 / 3.4	3.3	3.1	3.7	3.7	3.4	374 / 8.1	9.0	8.5	27 / 490	C	WKOO-FF
9	WELS-F	B/G	20 / 2.8	2.1	1.7	2.2	1.5	2.2	280 / 5.8	3.9	3.6	23 / 357		WELS-F
10	WERO-F	CL HITS	19 / 2.7	4.0	3.7	5.0	4.6	3.8	398 / 8.6	11.2	10.6	26 / 730	C	WERO-F
11	WNBR-FF	C	13 / 1.8	1.3		0.6			180 / 3.9			16 / 204		WNBR-FF
12	WRSV-F	B	12 / 1.7	0.4					148 / 3.2			40 / 417		WRSV-F
13	WQSL-F	CHR	11 / 1.6	2.1	1.3	1.4	1.9	1.6	280 / 6.1	5.6	7.1	15 / 369		WQSL-F
	WRDU-F	AOR	11 / 1.6	2.1	1.7	1.0	1.0	1.6	211 / 4.6	4.6	3.6	40 / 722		WRDU-F
15	WXQR-F	AOR	10 / 1.4	1.3	1.3	1.3	0.9	1.3	220 / 4.8	5.2	3.9	11 / 279		WXQR-F
	WZXS-F	ST	10 / 1.4	0.7	0.5	1.3	1.9	1.0	129 / 2.8	1.8	2.4	12 / 151		WZXS-F

12+ FM Share (Metro): 93.15 % (585 of 628) (Fall 96: 92.49 %)

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

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

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WANG-F	C	105.1	Havelock	0.7	2.2	5	102	WDRP-F	REL	98.9	Windsor	0.4	0.9	8	140
WCZI-F	T	98.3	Washington	0.7	2.2	5	102	WEQR-FF	AC/CHR	95.5	Pinetops	0.4	2.1	29	415
WOLX	T	930	Washington	0.7	2.1	5	102	WFXK-F	B	104.3	Tarboro	0.9	3.9	25	487
WELS	G	1010	Kinston	0.9	1.9	6	86	WGTM	B/G	590	Wilson	0.4	1.5	14	164
WGHF	REL	1250	Farmville	0.4	0.8	3	38	WKTC-F	C	96.9	Goldboro	1.3	4.9	41	753
WGPM-F	AC	94.3	Farmville	0.4	2.0	4	113	WMNX-F	B	97.3	Wilmington	0.6	3.1	13	268
WJCV	REL	1290	Jacksonville	0.7	0.6	5	26	WQDR-F	C	94.7	Raleigh	0.4	2.5	36	440
WJNC	T	1240	Jacksonville	0.9	1.9	6	87	WRAL-F	AC/CHR	101.5	Raleigh	1.0	4.2	47	864
WMBL	ST	740	Morehead City	0.6	1.1	4	51	WTRG-F	O	100.7	Rocky Mount	1.3	4.7	44	788
WOOW	G	1340	Greenville	0.9	2.1	6	95	WZFX-F	B	99.1	Whiteville	0.6	2.5	27	424
WTKF-F	T	107.3	Atlantic	1.1	3.7	8	178								
WTOW	B/G	1320	Washington	0.7	0.9	5	44								

GREENVILLE-NEW BERN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	44 (5)	44 (5)	7.0 %	5.7 %	Beasley	33.2 %	36.2 %	39.3 %
AOR/Classic/NR	0 (0)	111 (4)	111 (4)	17.7 %	11.7 %	WKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM			
Black/Urban	0 (0)	113 (5)	113 (5)	18.0 %	20.9 %	Cumulus	3.0 %	2.1 %	4.1 %
CHR	0 (0)	48 (3)	48 (3)	7.6 %	8.2 %	WQSL-FM, WXQR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	5.2 %	4.6 %	8.7 %
Country	0 (1)	144 (6)	144 (7)	22.9 %	23.7 %	WCBZ-FM, WRHT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Pinnacle	23.7 %	27.2 %	34.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WANG-FM, WDLX-AM, WERO-FM, WKJA-FM, WKOO-FM, WRNS-AM, WRNS-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		65.1 %	70.1 %	86.8 %
News/Talk	11 (2)	13 (2)	24 (4)	3.8 %	3.7 %				
Oldies	0 (0)	79 (5)	79 (5)	12.6 %	17.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	28 (6)	23 (2)	51 (8)	8.1 %	4.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	4 (1)	10 (1)	14 (2)	2.2 %	3.7 %				
Totals	43 (10)	585 (33)	628 (43)						

AM Stations

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

FM Stations

Station	Freq	Power	Format	Notes	Advertiser	Agency	City
WANG	105.1	18.5 kw @ 384	Country		\$ NA	Katz	Havelock
WCBZ	103.7	100 kw @ 981	See WRHT-F				Williamston
WELS	102.9	3 kw @ 328	Black Gospel		ABC	\$ NA	Kinston
WERO	93.3	100 kw @ 1780	Classic Hits		Westwd	\$36.00	Washington
WKS	101.9	100 kw @ 983	Black		ABC, Westwd	\$55.00	New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F				Belhaven
WKOO	98.7	100 kw @ 978	Oldies		ABC	\$25.00	Jacksonville
WMGV	103.3	100 kw @ 593	AC/CHR		Westwd	\$<20.00	Newport
WNBR	94.1	11 kw @ 485	Classic Country		JRN	\$ NA	Oriental
WNCT	107.9	100 kw @ 1700	Oldies		ABC	\$30.00	Greenville
WQSL	92.3	23 kw @ 725	AC/CHR			\$19.00	Jacksonville
WRHT	96.3	100 kw @ 492	CHR			\$35.00	Morehead City
WRNS	95.1	100 kw @ 1500	Country		ABC	\$74.00	Kinston
WRSV	92.1	1.7 kw @ 380	Black		AURN	\$ NA	Rocky Mount
WSFL	106.5	100 kw @ 915	AOR		Westwd	\$47.00	New Bern
WTKF	107.3	7 kw @ 607	Talk		Westwd, Talknt	\$16.00	Atlantic
WXNR	99.5	16.5 kw @ 843	AOR-New Rock		Westwd	\$17.00	Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic			\$<20.00	Jacksonville
WZBR	97.7	3 kw @ 249	See WNBR-F				Kinston
WZXS	103.9	21.5 kw @ 328	Standards		ABC	\$ NA	Topsail Beach

Notes: WRDU-F – See Raleigh-Durham . . . 10/97 WLAS (910; Jacksonville) sold for \$17,127 . . . 1/98 WNCT (1070) changed from Country to Beach music

Jim Duncan

Comments: Listening levels are up slightly . . . WRNS-AM has its fifth straight down book and is at its lowest share in many years – but it still leads the market

GREENVILLE-SPARTANBURG

Arbltron Rank: 58 Pop (12+): 726,900
 MSA Rank: 64
 MSA Pop: 900,000
 DMA: 35 (w/Asheville)
 Average Persons Rating: 15.4
 Market TSL In Hours: 20.50

Stations: 29 / 21
 Diaries: 2,015/361:1/50.1%
 Sample Target: 1,910
 % Below Line: 6.3
 % Not Listed: 13.8
 Pop per Station: 34,614

Last Year's Revenue: \$28,000,000
 Household Income: \$36,755
 Total Retail Sales: \$8.9 Bil.
 #1 Biller: WSSL-AF \$5,700,000
 #1 Billing Portfolio: Hicks, Muse \$22,510,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WSSL-F	C	114 / 10.2	10.9	11.0	12.1	11.7	11.0	1649 / 22.7	22.8	23.3	227 / 2782	G	WSSL-F
2	WFBC-F	CHR	101 / 9.0	8.1	6.5	5.5	5.3	7.3	1548 / 21.3	18.4	16.4	146 / 2477	C	WFBC-F
	WJMZ-F	B	101 / 9.0	9.9	12.5	9.2	10.3	10.2	1194 / 16.4	16.2	16.6	169 / 1837	E	WJMZ-F
4	WROQ-F	AOR	90 / 8.0	8.2	8.8	8.4	7.2	8.4	1334 / 18.4	16.8	18.4	138 / 2108	F	WROQ-F
5	WESC-F	C	88 / 7.9	8.2	8.4	9.2	10.1	8.4	1191 / 16.4	17.6	19.9	146 / 2214	E	WESC-F
6	WSPA-F	SAC	81 / 7.2	6.6	4.9	8.0	6.9	6.7	1112 / 15.3	13.0	15.4	113 / 1759	D	WSPA-F
7	WMIY-F	AC	73 / 6.5	5.9	7.2	7.4	6.2	6.8	1264 / 17.4	18.5	18.0	121 / 2171	F	WMIY-F
8	WORD-AA	N/T	47 / 4.2	3.1	3.2	3.2	3.6	3.4	598 / 8.2	7.1	7.7	50 / 676	B	WORD-AA
	WTPT-F	AOR	47 / 4.2	5.1	5.1	4.5	6.1	4.7	877 / 12.1	12.4	12.6	83 / 1546	A	WTPT-F
10	WMUU-F	EZ/ST	30 / 2.7	2.8	2.5	2.3	2.9	2.6	387 / 5.3	5.9	6.0	53 / 721	A	WMUU-F
11	WOLI-FF	O	26 / 2.3	4.0	2.7	2.5	3.1	2.9	590 / 8.1	7.8	7.7	27 / 638	A	WOLI-FF
12	WRIX-F	C	19 / 1.7	1.0	1.3	1.3	1.2	1.3	188 / 2.6	2.6	2.5	19 / 226	A	WRIX-F
13	WPJM	B/G	18 / 1.6	2.0	1.1	1.9	0.9	1.6	204 / 2.8	2.6	2.4	18 / 217		WPJM
16	WPEK-F	T	16 / 1.4	1.3	1.4	1.1	0.6	1.3	364 / 5.0	3.9	3.4	31 / 559		WPEK-F
	WPEG-F	B	16 / 1.4	1.9	1.1	1.2	1.0	1.4	277 / 3.8	3.4	3.2	25 / 446		WPEG-F
18	WMIT-F	REL	15 / 1.3	0.5	1.1	0.8	0.6	0.9	231 / 3.2	2.7	2.2	57 / 859		WMIT-F
19	WSPA	FS	12 / 1.1	1.0	1.3	1.5	1.8	1.2	224 / 3.1	3.3	4.3	13 / 256	B	WSPA

12+ FM Share (Metro): 88.81 % (857 of 965) (Fall 96: 89.12 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFBC-F >	1 WFBC-F >	1 WFBC-F	1 WSSL-F <	1 WSSL-F	1 WTPT-F <	1 WROQ-F	1 WROQ-F >	1 WROQ-F >>	1 WROQ-F >	1 WJMZ-F >
2 WJMZ-F	2 WJMZ-F	2 WJMZ-F <	2 WFBC-F	WSPA-F	2 WFBC-F	2 WFBC-F	2 WFBC-F	2 WFBC-F	2 WJMZ-F <	2 WSSL-F <
3 WSSL-F	3 WSSL-F	3 WSSL-F	3 WJMZ-F <	3 WMIY-F <	3 WROQ-F	WTPT-F	3 WJMZ-F	WJMZ-F	3 WSSL-F	3 WESC-F >
4 WMIY-F >	4 WMIY-F	4 WSPA-F	4 WSPA-F	4 WJMZ-F	4 WJMZ-F >	4 WJMZ-F	4 WTPT-F	4 WTPT-F <	4 WESC-F <	
5 WTPT-F	5 WSPA-F	5 WESC-F	5 WMIY-F >	5 WESC-F	5 WSSL-F >	5 WSSL-F	5 WSSL-F	5 WSSL-F <	5 WMIY-F	
	WSPA-F	6 WESC-F	6 WMIY-F	6 WESC-F	WFBC-F >	6 WESC-F >	WESC-F >	6 WESC-F	6 WFBC-F <	
			WROQ-F >	7 WROQ-F >				7 WMIY-F	7 WORD-AA	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDAB	ST	1580	Travelers Rest 0.8 0.8 10 70
WESC	C	660	Greenville 0.5 1.6 13 212
WHYZ	B/AC	1070	Sans Souci 0.6 1.1 7 90
WRIX	REL	1020	Homeland Park 0.9 1.0 10 89

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAV-F	B/AC	101.9	Charlotte 0.4 1.8 7 212
WFOX-F	O	97.1	Gainesville, GA 0.9 2.6 17 371
WHLC-F	EZ	104.5	Highlands, NC 0.7 0.9 18 130
WKSF-F	C	99.9	Asheville 0.4 2.5 75 1266
WLNK-F	AC-NR	107.9	Charlotte 0.5 2.1 15 284
WWMG-F	O	96.1	Shelby, NC 0.7 2.5 14 383

GREENVILLE-SPARTANBURG

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	79 (2)	79 (2)	8.2 %	7.7 %	Hicks, Muse	46.3 %	51.1 %	80.4 %
AOR/Classic/NR	0 (0)	137 (2)	137 (2)	14.2 %	16.0 %	WESC-AM, WESC-FM, WJMZ-FM, WMYI-FM, WROQ-FM, WSSL-FM, WTPT-FM			
Black/Urban	7 (1)	121 (3)	128 (4)	13.3 %	14.9 %	Local (LMA to Sinclair BG)	2.3 %	2.9 %	1.4 %
CHR	0 (0)	101 (1)	101 (1)	10.5 %	6.8 %	WOLI-FM, WOLT-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair Broadcast Group, pend	21.4 %	20.1 %	15.8 %
Country	6 (1)	225 (4)	231 (5)	23.9 %	28.1 %	WFBC-FM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM			
Full Service	12 (1)	0 (0)	12 (1)	1.2 %	2.1 %		70.1 %	74.1 %	97.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	46 (2)	16 (1)	62 (3)	6.4 %	5.5 %				
Oldies	0 (0)	44 (4)	44 (4)	4.6 %	4.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	28 (2)	15 (1)	43 (3)	4.5 %	2.4 %				
Soft AC/EZ	0 (0)	89 (2)	89 (2)	9.2 %	8.5 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	9 (1)	30 (1)	39 (2)	4.0 %	3.3 %				
Totals	108 (8)	857 (21)	965 (29)						

AM Stations

Station	Power	Time	Format	Company	Station	Power	Time	Format	Company
WORD	910	3.6 kw/890 w (DA-2)	News/Talk	CBS	\$19.00	Allied	Sinclair BG, pend.		
WPJM	800	1 kw/0.44 kw	Black Gospel	ABC	\$ NA	Keystone		Greer	
WSPA	950	5 kw (DA-N)	Full Service	CBS	\$17.00	Allied	Sinclair BG, pend.		
WYRD	1330	5 kw (DA-N)	See WORD						

FM Stations

Station	Power	Time	Format	Company	Power	Time	Format	Company	Station	Power	Time	Format	Company
WESC	92.5	100 kw @ 2000	Country	ABC	\$77.00	Banner	Hicks, Muse						
WFBC	93.7	100 kw @ 1850	CHR	CBS	\$40.00	Katz	Sinclair BG, pend.						
WJMZ	107.3	100 kw @ 1010	Black	ABC	\$59.00	Katz	Hicks, Muse		Anderson				
WMJU	94.5	100 kw @ 1200	EZ/Standards	UPI	\$24.00	---							
WMYI	102.5	20 kw @ 1782	AC		\$97.00	Mc-Guild	Hicks, Muse		Hendersonville, NC				
WOLI	103.9	6 kw @ 328	Oldies	ABC	\$21.00	Allied			Easley				
WOLT	103.3	2.7 kw @ 495	See WOLI-F						Greer				
WPEK	98.1	100 kw @ 1004	Talk	CNN, Westwd	\$ NA	---			Seneca, SC				
WRIX	103.1	6 kw @ 328	Country	USA, Westwd	\$16.00	---			Honea Path				
WROQ	101.1	100 kw @ 986	AOR	ABC	\$100.00	Banner	Hicks, Muse		Anderson				
WSPA	98.9	100 kw @ 1910	Soft AC		\$44.00	Allied	Sinclair BG, pend.						
WSSL	100.5	100 kw @ 1240	Country	Westwd	\$109.00	Mc-Guild	Hicks, Muse		Gray Court				
WTPT	93.3	93 kw @ 2030	AOR	ABC	\$22.00	Banner	Hicks, Muse		Forest City, NC				

Notes: WPEG-F -- See Charlotte . . . WMIT -- See Asheville . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WGVL for <\$1,000,000; WESC-AF for \$26,000,000; WMYI-F for \$38,000,000; WROQ-F for \$37,000,000; WSSL-F for \$45,000,000; WTPT-F for \$10,000,000 . . . 11/97 WSPA-AF sold to Sinclair Broadcast Group for \$5,150,000 . . . 12/97 WORD/WYRD/WFBC-F + option to purchase WOLI-F/WOLT-F sold by Keymarket to Sinclair Broadcast Group for \$8,400,000 (\$1,000,000 cash + cancellation of \$7,400,000 debt)

Jim Duncan

Comments: Listening levels are steady . . . WFBC-F has its fourth consecutive up book and its highest share in more than two years . . . WESC-F was down for the fourth straight survey

HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 73	Pop (12+): 520,900	Stations: 31 / 20	Last Year's Revenue: \$21,700,000
MSA Rank: 85		Diaries: 1,687/309:1/55.0%	Household Income: \$45,749
MSA Pop: 617,000		Sample Target: 1,650	Total Retail Sales: \$6.2 Bil.
DMA: 44 (w/Lanc., York)		% Below Line: 20.1	#1 Biller: WNNK-F \$6,350,000
Average Persons Rating: 15.3		% Not Listed: 13.0	#1 Billing Portfolio: Dame \$8,400,000
Market TSL In Hours: 20.25		Pop per Station: 26,045	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WNNK-F	CHR	73 / 9.2	10.5	11.1	11.4	11.2	10.5	1253 / 24.0	24.8	26.7	91 / 1726	G	WNNK-F
2	WHP	FS	64 / 8.0	9.9	8.0	8.9	10.9	8.7	948 / 18.2	16.9	21.8	95 / 1536	D	WHP
3	WRVV-F	AC-AOR	57 / 7.1	6.7	7.8	7.7	6.8	7.3	900 / 17.3	18.1	16.5	112 / 1828	E	WRVV-F
4	WRBT-F	C	54 / 6.8	5.7	6.6	4.7	4.2	5.9	795 / 15.3	14.0	11.8	78 / 1199	B	WRBT-F
5	WRKZ-F	C	45 / 5.6	6.5	8.0	9.0	10.4	7.3	728 / 14.0	16.9	18.9	113 / 1864	E	WRKZ-F
	WTPA-F	AOR	45 / 5.6	5.6	4.8	5.6	6.3	5.4	724 / 13.9	12.6	15.8	87 / 1419	D	WTPA-F
	WQXA-F	AOR-NR	45 / 5.6	5.2	4.9	4.2	4.3	5.0	773 / 14.8	14.3	14.6	141 / 2142		WQXA-F
8	WWKL-F	O	43 / 5.4	5.7	5.6	4.8	4.5	5.4	697 / 13.4	14.7	13.6	70 / 1304	C	WWKL-F
9	WROZ-F	SAC	29 / 3.6	4.2	4.4	3.3	2.5	3.9	559 / 10.7	11.0	9.5	103 / 1736		WROZ-F
10	WHYL	ST	27 / 3.4	3.2	2.8	3.2	2.7	3.1	380 / 7.3	6.2	6.2	33 / 473	A	WHYL
11	WNCE-F	EZ/ST	21 / 2.6	3.3	2.1	2.6	3.3	2.7	352 / 6.8	5.5	7.0	33 / 617	A	WNCE-F
12	WTCY	B/AC	20 / 2.5	1.5	2.0	2.8	1.9	2.2	236 / 4.5	3.0	3.2	20 / 236	A	WTCY
13	WLBR	FS	19 / 2.4	1.8	1.7	2.6	2.1	2.1	279 / 5.4	4.1	5.7	19 / 302	A	WLBR
14	WEGK-F	CL AOR	18 / 2.3	2.0	2.1	2.9	2.0	2.3	426 / 8.2	7.2	7.2	71 / 1421		WEGK-F
15	WARM-F	SAC	17 / 2.1	1.6	1.6	1.2	2.3	1.6	233 / 4.5	5.2	6.8	117 / 1588		WARM-F
	WLAN-F	CHR	17 / 2.1	2.6	2.4	1.9	1.4	2.3	446 / 8.6	9.0	6.7	77 / 1735		WLAN-F
17	WHYL-F	C	15 / 1.9	3.3	2.3	2.0	2.6	2.4	276 / 5.3	5.9	6.7	18 / 327	B	WHYL-F
18	WCMB	T	12 / 1.5	1.5	1.2	1.3	1.3	1.4	221 / 4.2	3.1	4.4	16 / 264	A	WCMB
19	WDAC-F	REL	11 / 1.4	1.2	1.5	1.5	1.9	1.4	206 / 3.9	3.7	4.4	85 / 1032		WDAC-F
20	WKBO	ST	10 / 1.3	1.1	0.4	1.1	0.7	1.0	186 / 3.6	1.9	2.5	10 / 213	A	WKBO

12+ FM Share (Metro): 76.22 % (529 of 694) (Fall 96: 76.47 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovnrte
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 WRVV-F	1 WNNK-F >>
2 WRBT-F	2 WRBT-F	2 WRBT-F	2 WRVV-F <	2 WRBT-F	WQXA-F >>	2 WQXA-F >	2 WQXA-F	2 WRVV-F	2 WTPA-F	2 WRKZ-F <
	WRKZ-F	3 WRVV-F >	3 WRBT-F	3 WRVV-F	3 WNNK-F	3 WNNK-F	3 WRVV-F >	WQXA-F >	3 WQXA-F <	3 WTPA-F
	WLAN-F	4 WQXA-F	4 WWKL-F <	4 WWKL-F	4 WLAN-F >	WRVV-F >	4 WRKZ-F	4 WNNK-F <	4 WHP <	WHP
5 WTCY	5 WRKZ-F	WQXA-F	5 WROZ-F	5 WROZ-F	5 WRBT-F	WNNK-F	5 WRBT-F	5 WRBT-F	5 WRBT-F <	
	WRVV-F	6 WROZ-F	6 WRKZ-F	6 WRKZ-F	WEGK-F	WEGK-F	WHP	6 WWKL-F	6 WWKL-F	
	WQXA-F >	7 WTPA-F	7 WQXA-F	7 WTPA-F			7 WEGK-F <	7 WNNK-F <	7 WNNK-F <	
		WTCY	WRKZ-F	8 WTPA-F	8 WHP		8 WWKL-F	8 WEGK-F <	8 WEGK-F <	
				WQXA-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WADV	REL	940 Lebanon	0.4 1.4 8 200
WIOO	AC	1000 Carlisle	0.8 1.8 8 106
WQIC-F	CHR	100.1 Lebanon	0.9 2.2 7 134
WQLV-F	SAC	98.9 Millersburg	0.6 1.4 9 117
WWII	REL	720 Shiremanstown	0.5 1.8 5 135
WYGL-F	C	100.5 Elizabeth	0.4 1.1 11 233

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WIOV-F	C	105.1 Ephrata	0.6 2.2 64 1021
WQKX-F	CHR	94.1 Sunbury	0.6 2.3 14 338
WRFY-F	CHR	102.5 Reading	0.4 1.0 34 491
WWMD-F	EZ	104.7 Hagerstown, MD	0.4 1.3 18 325
WYCR-F	CHR	98.5 Hanover	1.0 6.6 48 1292

HARRISBURG-LEBANON-CARLISLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	6 (1)	57 (1)	63 (2)	9.1 %	13.0 %	Dame	30.1 %	33.7 %	38.7 %
AOR/Classic/NR	0 (0)	108 (3)	108 (3)	15.6 %	14.2 %	WCMB-AM, WHP-AM, WKBO-AM, WRBT-FM, WRVW-FM, WWKL-FM			
Black/Urban	20 (1)	0 (0)	20 (1)	2.9 %	2.1 %	Local	8.2 %	8.6 %	15.6 %
CHR	0 (0)	113 (6)	113 (6)	16.3 %	16.0 %	WNCE-FM, WTPA-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		38.3 %	42.3 %	54.3 %
Country	0 (0)	122 (5)	122 (5)	17.6 %	16.2 %				
Full Service	83 (2)	0 (0)	83 (2)	12.0 %	14.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	12 (1)	0 (0)	12 (1)	1.7 %	1.5 %				
Oldies	0 (0)	43 (1)	43 (1)	6.2 %	5.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	7 (2)	11 (1)	18 (3)	2.6 %	2.9 %				
Soft AC/EZ	0 (0)	54 (4)	54 (4)	7.8 %	6.8 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	37 (2)	21 (1)	58 (3)	8.4 %	7.6 %				
Totals	165 (9)	529 (22)	694 (31)						

AM Stations

WCMB	1460	5 kw (DA-N)	Talk	CBS, Westwd	\$<20.00	D&R	Dame	
WHP	580	5 kw (DA-N)	Full Service	CNN, ABC, Talknt	\$44.00	Katz	Dame	
WHYL	960	5 kw/22 w (DA-1)	Standards	Westwd	\$<20.00	—		Carlisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Dame	
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P		Lebanon
WTCY	1400	1 kw	Black AC	ABC	\$<20.00	Eastman	Capstar	

FM Stations

WHYL	102.3	3 kw @ 328	Country	CNN	\$<20.00	—		Carlisle
WNCE	92.1	3.3 kw @ 300	EZ LisL/Standards	ABC	\$15.00	Banner	WTPA-F	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP	\$129.00	Eastman	Capstar	
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Dame	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel	Hershey
WRVW	97.3	17 kw @ 840	AC-AOR		\$65.00	Katz	Dame	
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Sentry	WNCE-F	Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies		\$43.00	Christal	Dame	

Notes: Other ranked stations – See Lancaster or York . . . WRVW-F's AC-AOR format reclassified from AOR/Classic/NR in Format Performance to AC as a result of market visit . . . 1/98 WCMB changed from Talk to simulcasting Oldies WWKL-F as WWKL

Jim Duncan

Comments: Listening levels are down moderately (-5%) versus last year . . . WNNK-F fell out of double figures for the first time in many years . . . WRKZ-F had its fourth consecutive share decline and posted its lowest share since around 1980; the station has been hurt by "Bob" – WRBT-F

HARTFORD

Arbitron Rank: 42	Pop (12+): 961,600	Stations: 27 / 16	Last Year's Revenue: \$51,200,000
MSA Rank: 48		Diaries: 2,328/413:1/48.9%	Household Income: \$53,115
MSA Pop: 1,110,000		Sample Target: 2,320	Total Retail Sales: \$10.7 Bil
DMA: 26 (w/New Haven)		% Below Line: 8.1	#1 Biller: WRCH-F \$8,000,000
Average Persons Rating: 15.7		% Not Listed: 17.3	#1 Billing Portfolio:
Market TSL In Hours: 20.75		Pop per Station: 60,100	CBS \$26,300,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WTIC	167 / 11.1	12.0	11.4	12.5	12.1	11.7	2367 / 24.6	23.6	25.0	225 / 3237	H	WTIC
2	WRCH-F	149 / 9.9	11.2	12.2	12.8	12.5	11.5	2053 / 21.4	22.3	23.0	224 / 3197	H	WRCH-F
3	WWYZ-F	120 / 8.0	8.5	7.5	8.0	7.4	8.0	1495 / 15.5	14.0	14.2	252 / 3040	G	WWYZ-F
4	WTIC-F	103 / 6.8	6.3	6.4	7.7	6.8	6.8	2189 / 22.8	23.1	22.4	165 / 3781	F	WTIC-F
5	WKSS-F	101 / 6.7	5.7	6.4	6.0	5.7	6.2	2106 / 21.9	21.5	18.7	208 / 4448	F	WKSS-F
6	WDRG-F	91 / 6.0	5.5	5.5	5.8	5.4	5.7	1651 / 17.2	15.7	15.6	187 / 3413	F	WDRG-F
7	WDRG	75 / 5.0	5.7	4.9	4.7	4.2	5.1	810 / 8.4	8.7	9.2	77 / 892	B	WDRG
8	WMRQ-F	72 / 4.8	5.2	3.9	4.8	6.2	4.7	1399 / 14.5	14.2	15.8	137 / 2872	D	WMRQ-F
9	WCCC-AF	62 / 4.1	3.5	3.1	2.6	3.0	3.3	1202 / 12.5	10.5	10.1	110 / 2177	D	WCCC-AF
10	WZMX-F	61 / 4.0	4.1	3.8	3.8	3.8	3.9	1343 / 14.0	13.0	13.4	117 / 2592	G	WZMX-F
11	WNEZ	52 / 3.4	2.5	1.8	0.4		2.0	651 / 6.8	4.4		55 / 701		WNEZ
12	WHCN-F	46 / 3.0	2.0	2.9	3.1	3.8	2.8	1134 / 11.8	10.9	11.0	79 / 1947	E	WHCN-F
13	WAQY-F	30 / 2.0	2.1	2.4	2.4	1.4	2.2	704 / 7.3	6.9	6.7	81 / 1658		WAQY-F
14	WFAN	23 / 1.5	1.5	1.1	1.1	1.6	1.3	554 / 5.8	4.8	5.5	91 / 1791		WFAN

12+ FM Share (Metro): 71.96 % (898 of 1248) (Fall 96: 73.45 %)

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

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

Other Rated Stations				Metro	Cume	TSA	
				Share	Rating	AQH	Cume
WLAT	SP	1230	Manchester	0.9	2.0	13	196
WPOP	SPRIS	1410	Hartford	0.4	2.1	7	240
WPRX	SP	1120	Bristol	0.5	0.7	9	84

Other Rated Stations--Outside Market				Metro	Cume	TSA	
				Share	Rating	AQH	Cume
WAAF-F	AOR-NR	107.3	Worcester, MA	0.4	1.2	51	807
WCBS	N	880	New York	0.4	2.2	39	1003
WEZN-F	SAC	99.9	Bridgeport	0.3	1.2	84	1384
WILL-F	CHR	98.3	Wilimantic	0.3	0.8	15	316
WKCI-F	CHR	101.3	Hamden	0.9	5.6	83	1969
WMAS-F	AC	104.7	Springfield, MA	0.7	2.9	82	1263
WPKX-F	C	97.9	Enfield	0.9	3.0	75	1181
WPLR-F	AOR	99.1	New Haven	0.8	4.6	76	1599

HARTFORD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	113 (2)	113 (2)	9.1 %	9.6 %	Buckley	11.0 %	9.2 %	10.5 %
AOR/Classic/NR	1 (1)	227 (6)	228 (7)	18.3 %	18.8 %	WDRC-AM, WDRC-FM, WSNB-AM			
Black/Urban	52 (1)	0 (0)	52 (1)	4.2 %	0.0 %	CBS	31.8 %	31.9 %	51.4 %
CHR	0 (0)	119 (3)	119 (3)	9.5 %	8.0 %	WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Hicks, Muse	22.9 %	22.8 %	33.4 %
Country	0 (0)	133 (2)	133 (2)	10.7 %	10.4 %	WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM			
Full Service	167 (1)	0 (0)	167 (1)	13.4 %	14.9 %	Mega	4.3 %	4.2 %	1.0 %
Hispanic	20 (2)	0 (0)	20 (2)	1.6 %	2.4 %	WLAT-AM, WNEZ-AM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		70.0 %	68.1 %	96.3 %
News/Talk	6 (1)	0 (0)	6 (1)	0.5 %	1.2 %				
Oldies	0 (0)	152 (2)	152 (2)	12.2 %	11.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	154 (2)	154 (2)	12.3 %	15.4 %				
Sports	29 (2)	0 (0)	29 (2)	2.3 %	2.0 %				
Standards	75 (1)	0 (0)	75 (1)	6.0 %	5.5 %				
Totals	350 (5)	898 (17)	1248 (26)						

AM Stations

Station	Power	Frequency	Format	Ownership	Notes
WCCC	1290	0.5 kw (Days)	See WCCC-F		
WDRC	1360	5 kw (DA-N)	Standards	Westwd	\$30.00 Mc-Guild Buckley
WNEZ	910	5 kw (DA-2)	Black	\$ NA	-- Mega New Britain
WTIC	1080	50 kw (DA-N)	Full Service	CBS	\$135.00 Group W CBS

FM Stations

Station	Power	Frequency	Format	Ownership	Notes
WCCC	106.9	23.2 kw @ 725	AOR	Westwd, ABC	\$44.00 Allied Marlin, pend.
WDRC	102.9	19.5 kw @ 810	Oldies	Westwd	\$94.00 Mc-Guild Buckley
WHCN	105.9	16 kw @ 867	Classic AOR	ABC	\$80.00 D&R Hicks, Muse
WKSS	95.7	16.5 kw @ 879	CHR	AP	\$92.00 Allied Hicks, Muse
WMRQ	104.1	18 kw @ 866	AOR-New Rock	CBS, ABC	\$66.00 D&R Hicks, Muse
WRCH	100.5	7.5 kw @ 1250	Soft AC		\$172.00 Katz CBS New Britain
WTIC	96.5	20 kw @ 810	AC/CHR		\$84.00 Group W CBS
WWYZ	92.5	17 kw @ 879	Country	Westwd	\$102.00 Banner Hicks, Muse Waterbury
WZMX	93.7	17 kw @ 850	Classic Hits		\$97.00 Katz CBS

Notes: Other ranked stations - See New York or Springfield, MA . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WHCN-F for \$21,000,000; WKSS-F for \$28,000,000; WMRQ-F for \$17,000,000; WPOP for \$4,000,000; WWYZ-F for \$36,000,000 . . . 10/97 American Radio Systems sold these stations to CBS: WRCH-F for \$73,000,000; WTIC for \$42,000,000; WTIC-F for \$27,000,000; WZMX-F for \$22,000,000 . . . 11/97 WCCC-AF sold to Marlin for \$15,000,000 (Blackburn)

Jim Duncan

Comments: Listening levels are fairly steady versus a year ago . . . WRCH-F had its third consecutive down book and has fallen out of double figures . . . WCCC-AF has its highest share in more than two years . . . WNEZ is doing nicely with its Black format

HONOLULU

Arbitron Rank: 59	Pop (12+): 724,000	Stations: 26 / 26	Last Year's Revenue: \$22,000,000
MSA Rank: 66		Diaries: 2,062/351:1/59.0%	Household Income: \$59,677
MSA Pop: 884,000		Sample Target: 1,960	Total Retail Sales: \$9.5 Bil.
DMA: 70		% Below Line: 0.0	#1 Biller: KSSK-F \$3,400,000
Average Persons Rating: 16.2		% Not Listed: 6.0	#1 Billing Portfolio:
Market TSL In Hours: 22.00		Pop per Station: 27,846	Capstar \$11,420,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KIKI-F	143 / 12.2	12.1	9.8	11.2	13.1	11.3	1847 / 25.5	24.8	26.8	145 / 1883	D	KIKI-F
2	KSSK-F	128 / 10.9	9.8	11.0	11.6	10.3	10.8	1621 / 22.4	24.7	26.8	130 / 1698	E	KSSK-F
3	KCCN-F	95 / 8.1	9.1	8.1	7.6	7.0	8.2	1515 / 20.9	17.5	17.6	96 / 1545	D	KCCN-F
4	KINE-F	90 / 7.7	8.1	7.5	4.8	6.1	7.0	1139 / 15.7	14.3	13.4	100 / 1233	B	KINE-F
5	KOMQ-AF	75 / 6.4	8.6	5.5	7.4	6.9	7.0	1536 / 21.2	21.4	23.8	89 / 1708	C	KOMQ-AF
6	KGMZ-F	69 / 5.9	5.3	5.5	3.2	0.5	5.0	1020 / 14.1	14.0	3.4	73 / 1129		KGMZ-F
7	KUMU-F	64 / 5.4	4.9	5.9	6.3	5.7	5.6	805 / 11.1	11.0	11.6	68 / 841	C	KUMU-F
8	KRTR-AF	62 / 5.3	5.9	7.2	9.4	8.1	7.0	1108 / 15.3	17.2	19.2	65 / 1165	C	KRTR-AF
9	KSSK	57 / 4.8	5.7	7.0	8.8	8.3	6.6	758 / 10.5	13.0	14.9	58 / 778	E	KSSK
10	KPOI-F	43 / 3.7	4.7	4.3	3.0	3.7	3.9	815 / 11.3	12.2	11.1	43 / 879	B	KPOI-F
11	KUCD-F	35 / 3.0	1.8	2.0	2.4	1.5	2.3	585 / 8.1	5.6	4.8	35 / 603	B	KUCD-F
12	KHVH	31 / 2.6	4.2	4.0	3.9	4.1	3.7	418 / 5.8	7.1	8.2	37 / 486	B	KHVH
13	KKLV-F	29 / 2.5	3.4	3.3	2.4	4.0	2.9	596 / 8.2	10.0	11.7	29 / 596	B	KKLV-F
14	KHUL-F	27 / 2.3	1.4	1.9	2.2	2.3	1.9	455 / 6.3	4.6	7.0	27 / 484	B	KHUL-F
	KGU	27 / 2.3	0.7	1.0	0.8	1.9	1.2	519 / 7.2	4.3	8.0	29 / 591	A	KGU
16	KXME-F	23 / 2.0						348 / 4.8			23 / 356		KXME-F
	KCCN	23 / 2.0	1.4	1.1	1.7	2.6	1.5	518 / 7.2	4.0	7.7	27 / 547	A	KCCN

12+ FM Share (Metro): 81.27 % (898 of 1105) (Fall 96: 74.30 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KIKI-F >	1 KIKI-F >	1 KIKI-F	1 KIKI-F <	1 KSSK-F	1 KIKI-F >	1 KIKI-F >	1 KIKI-F >	1 KIKI-F	1 KSSK-F	1 KSSK-F >
2 KOMQ-AF	2 KSSK-F	2 KSSK-F >	2 KSSK-F >	2 KIKI-F >	2 KCCN-F >	2 KCCN-F >	2 KCCN-F	2 KCCN-F	2 KIKI-F <	2 KIKI-F
3 KCCN-F >>	3 KOMQ-AF	3 KINE-F	3 KOMQ-AF	3 KGMZ-F <	3 KOMQ-AF	3 KPOI-F	3 KPOI-F	3 KSSK-F	3 KCCN-F <	3 KHVH
	KCCN-F >	KCCN-F	4 KCCN-F	4 KINE-F <	4 KUCD-F	4 KUCD-F	4 KKL-V-F <	4 KINE-F	4 KINE-F <	
	5 KRTR-AF	5 KHUL-F	5 KRTR-AF <	5 KRTR-AF	5 KPOI-F >	5 KOMQ-AF <	5 KRTR-AF	5 KRTR-AF <	5 KGMZ-F	
	KINE-F	KRTR-AF	6 KGMZ-F	6 KCCN-F <	6 KKL-V-F	6 KKL-V-F	6 KUCD-F	6 KGMZ-F <	6 KRTR-AF	
		KPOI-F	KINE-F >	7 KOMQ-AF	KSSK-F <	KSSK-F	7 KPOI-F <	7 KKL-V-F <	7 KKL-V-F <	
								8 KPOI-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KAIM-F	REL	95.5	Honolulu	1.3	3.6	19	304
KHNR	N	650	Honolulu	1.3	5.2	15	402
KLHT	REL	1040	Honolulu	0.6	2.0	7	145
KNDI	E	1270	Honolulu	0.9	2.0	12	150
KORL-F	AC	99.5	Honolulu	0.3	1.4	4	111
KUMU	ST	1500	Honolulu	1.8	4.0	22	305
KZOO	E	1210	Honolulu	0.9	1.2	11	90

HONOLULU

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	1 (1)	228 (4)	229 (5)	20.7 %	19.6 %	Capstar	45.4 %	49.0 %	51.9 %
AOR/Classic/NR	0 (0)	72 (2)	72 (2)	6.5 %	11.4 %	KHWH-AM, KIKI-AM, KIKI-FM, KKLV-FM, KSSK-AM, KSSK-FM, KUCD-FM			
Black/Urban	0 (0)	27 (1)	27 (1)	2.4 %	0.0 %	Caribou	12.4 %	12.9 %	12.2 %
CHR	3 (1)	238 (3)	241 (4)	21.8 %	21.0 %	KHUL-FM, KPOI-FM, KQMQ-AF			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Chagal	3.6 %	2.9 %	%
Country	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KGU-AM, KHNR-AM			
Full Service	57 (1)	0 (0)	57 (1)	5.2 %	8.7 %	KHWY, Inc.	17.8 %	17.3 %	17.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KCCN-AM, KCCN-FM, KINE-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %	New Planet	13.2 %	16.8 %	8.4 %
News/Talk	46 (2)	0 (0)	46 (2)	4.2 %	8.1 %	KGMZ-FM, KRTR-FM, KULA-AM, KXME-FM			
Oldies	0 (0)	69 (1)	69 (1)	6.2 %	0.0 %		92.3 %	98.9 %	89.6 %
Others/Unknown	45 (3)	185 (2)	230 (5)	20.8 %	18.9 %				
Religion/Gospel	7 (1)	15 (1)	22 (2)	2.0 %	2.5 %				
Soft AC/EZ	0 (0)	64 (1)	64 (1)	5.8 %	5.9 %				
Sports	27 (1)	0 (0)	27 (1)	2.4 %	0.0 %				
Standards	21 (1)	0 (0)	21 (1)	1.9 %	2.3 %				
Totals	207 (11)	898 (15)	1105 (26)						

AM Stations

KCCN	1420	5 kw	Ethnic (Hawaiian)	\$ NA	Banner	KHWY, Inc.		
KGU	760	10 kw	Sports	CBS, Westwd	<\$20.00	---	Chagal	
KHWH	830	10 kw	News/Talk	ABC	\$25.00	Christal	Capstar	
KQMQ	690	10 kw	See KQMQ-F					
KSSK	590	7.5 kw	Full Service		\$62.00	Eastman	Capstar	
KULA	1460	5 kw	See KRTR-F					
KUMU	1500	10 kw	Standards	Westwd	\$ NA	Katz		

FM Stations

KCCN	100.3	100 kw @ 1965	Ethnic-Cont. Haw'n	\$60.00	Banner	KHWY, Inc.		
KGMZ	107.9	100 kw @ 1965	Oldies	\$18.00	---	New Planet	Aiea	
KHUL	102.7	61 kw @ 1893	Urban Oldies	\$24.00	---	Caribou	Waipahu	
KIKI	93.9	100 kw @ -144	CHR	\$54.00	Christal	Capstar		
KINE	105.1	100 kw @ 1965	Ethnic-Cont. Haw'n	\$30.00	Banner	KHWY, Inc.		
KKLV	98.5	51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	---	Capstar	
KORL	99.5	100 kw @ 1965	AC	\$ NA	---			
KPOI	97.5	83 kw @ 46	New Rock	\$28.00	Katz	Caribou		
KQMQ	93.1	100 kw @ 1853	CHR	\$38.00	Allied	Caribou		
KRTR	96.3	75 kw @ 2140	AC	\$40.00	Mc-Guild	New Planet	Kailua	
KSSK	92.3	100 kw @ 1950	AC	\$72.00	Eastman	Capstar	Waipahu	
KUCD	101.9	100 kw @ 1965	Modern AC	\$25.00	---	Capstar	Pearl City	
KUMU	94.7	100 kw @ 78	EZ List./Soft AC	\$37.00	Katz			
KXME	104.3	75 kw @ 2116	CHR	\$ NA	Mc-Guild	New Planet	Kaneohe	

Notes: 9/97 KUCD-F changed from Jazz to Modern AC as "Star 101.9" . . . 10/97 KBLZ-F (104.3; Kaneohe) changed calls to KXME-F; debuted with a CHR format . . . 11/97 KIKI (990) changed from simulcasting KIKI-F to Radio One's Country format

Jim Duncan

Comments: Listening levels are steady . . . KSSK-AM continues its rapid decline . . . Oldies KGMZ-F continues to gather strength

HOUSTON-GALVESTON

Arbltrn Rank: 9 Pop (12+): 3,458,300
 MSA Rank: 8
 MSA Pop: 4,250,000
 DMA: 11
 Average Persons Rating: 17.1
 Market TSL In Hours: 22.50

Stations: 37 / 37
 Diaries: 4,186/826:1/47.2%
 Sample Target: 4,030
 % Below Line: 0.0
 % Not Listed: 13.7
 Pop per Station: 93,468

Last Year's Revenue: \$199,000,000
 Household Income: \$45,437
 Total Retail Sales: \$40.6 Bil.
 #1 Biller: KKBQ-AF \$18,130,000
 #1 Billing Portfolio:
 Chancellor/Hicks, Muse \$85,960,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KODA-F	SAC	420 / 7.1	7.3	7.1	6.7	5.8	7.1	6564 / 19.0	17.4	15.8	434 / 6839	J	KODA-F
2	KBXX-F	B/CHR	402 / 6.8	7.2	6.5	8.1	7.7	7.2	5865 / 17.0	15.3	17.0	448 / 6492	I	KBXX-F
3	KRBE-F	CHR	373 / 6.3	6.5	6.4	6.6	5.8	6.5	7831 / 22.1	22.5	19.2	396 / 8230	I	KRBE-F
4	KMJQ-F	B/AC	316 / 5.4	5.5	5.7	5.5	5.3	5.5	4151 / 12.0	11.4	11.3	327 / 4350	H	KMJQ-F
5	KILT-F	C	312 / 5.3	5.9	5.1	4.6	4.5	5.2	4416 / 12.8	14.1	12.5	329 / 4785	J	KILT-F
6	KKBQ-F	C	266 / 4.5	4.3	4.3	4.5	4.6	4.4	4056 / 11.7	13.6	13.0	285 / 4350	J	KKBQ-F
7	KLDE-F	O	264 / 4.5	3.9	4.2	4.4	3.9	4.2	4659 / 13.6	13.0	12.3	277 / 5015	I	KLDE-F
8	KLOL-F	AOR	242 / 4.1	3.9	3.2	3.3	3.6	3.6	4231 / 12.2	10.2	12.5	280 / 4804	I	KLOL-F
9	KTRH	N	229 / 3.9	3.8	4.5	4.0	4.6	4.0	4959 / 14.3	17.3	16.0	253 / 5446	I	KTRH
10	KKRW-F	CL AOR	211 / 3.6	2.9	2.4	3.1	3.4	3.0	3582 / 10.4	9.4	11.7	216 / 3759	H	KKRW-F
11	KTZ-F	AOR-NR	189 / 3.2	3.4	3.3	3.1	3.7	3.2	3589 / 10.4	10.5	12.1	200 / 3926	G	KTZ-F
12	KHMX-F	AC/CHR	185 / 3.1	3.9	4.3	5.4	5.9	4.2	4716 / 13.6	14.5	16.8	196 / 4988	I	KHMX-F
13	KPRC	T	180 / 3.0	2.4	2.8	2.8	3.8	2.8	2373 / 6.8	6.3	7.8	184 / 2503	G	KPRC
14	KQK-F	SP	154 / 2.6	2.2	2.4	2.7	2.5	2.5	2439 / 7.1	7.4	7.8	165 / 2624	F	KQK-F
	KKPN-F	AC-NR	154 / 2.6	3.0	3.0	4.7	5.2	3.3	4242 / 12.3	11.5	8.1	157 / 4381		KKPN-F
16	KIKK-F	C	148 / 2.5	2.3	2.3	3.4	3.1	2.6	2803 / 8.1	9.0	11.1	169 / 3166	H	KIKK-F
17	KHYS-FF	CHR/U	133 / 2.3	2.1	1.9	2.1	1.4	2.1	3259 / 9.4	8.4	5.3	146 / 3712	E	KHYS-FF
18	KLTN-FF	SP	123 / 2.1	2.0	2.7	3.0	3.2	2.4	1724 / 5.0	6.2	6.4	127 / 1785	G	KLTN-FF
19	KQUE	ST	108 / 1.8	1.8	1.9				1046 / 3.0	3.2		108 / 1048		KQUE
20	KILT	SPRFS	97 / 1.6	1.8	1.4	0.9	0.9	1.4	1997 / 5.8	5.4	4.1	105 / 2125	D	KILT
21	KXTJ-F	SP	82 / 1.4	2.0	1.6	1.2	1.0	1.5	1699 / 4.6	5.0	4.0	84 / 1635	D	KXTJ-F
22	KLAT	SP	72 / 1.2	1.1	1.7	1.6	1.0	1.4	982 / 2.8	4.1	2.9	72 / 987	D	KLAT
23	KOVE-F	SP	68 / 1.2	0.8	0.3	0.4	0.5	0.7	1038 / 3.0	1.9	1.8	68 / 1069		KOVE-F
24	KSEV	T	67 / 1.1	1.1	0.8	1.1	1.0	1.0	1578 / 4.6	3.8	4.5	69 / 1658	D	KSEV

12+ FM Share (Metro): 81.19 % (4139 of 5098) (Fall 96: 83.88 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KBXX-F	1 KRBE-F <	1 KODA-F <	1 KODA-F	1 KODA-F >	1 KBXX-F >	1 KBXX-F	1 KBXX-F <	1 KLOL-F	1 KLOL-F	1 KTRH
2 KRBE-F >	2 KBXX-F <	2 KRBE-F	2 KRBE-F	2 KILT-F	2 KTZ-F	2 KLOL-F	2 KLOL-F >	2 KBXX-F <	2 KKRW-F <	2 KRBE-F <
3 KODA-F >	3 KODA-F >	3 KBXX-F	3 KBXX-F <	KRBE-F <	3 KRBE-F <	3 KTZ-F	3 KTZ-F <	3 KMJQ-F	3 KMJQ-F	3 KBXX-F <
4 KHYS-FF	4 KILT-F	4 KILT-F <	4 KMJQ-F <	4 KMJQ-F <	4 KLOL-F <	4 KRBE-F <	4 KKRW-F	4 KKRW-F	4 KODA-F <	4 KMJQ-F
5 KMJQ-F	5 KKBQ-F	5 KKBQ-F	5 KILT-F	5 KKBQ-F <	5 KMJQ-F	5 KMJQ-F	5 KRBE-F <	5 KILT-F	5 KILT-F	
6 KILT-F	6 KHMX-F <	6 KHMX-F	6 KKBQ-F	6 KLOE-F	6 KHYS-FF	6 KILT-F	6 KMJQ-F <	6 KRBE-F <	6 KLOE-F	
	7 KMJQ-F >	7 KMJQ-F >	7 KHMX-F	7 KHMX-F	KILT-F	KLTN-FF <	7 KILT <	7 KKBQ-F	KTRH <	
			KLDE-F	8 KBXX-F		8 KKRW-F	8 KODA-F	KTZ-F <	8 KBXX-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCOH	B	1430 Houston	0.8 1.9 45 648
KEYH	SP	850 Houston	0.8 1.9 46 653
KILE	E	1560 Bellaire	0.4 0.5 21 164
KKBQ	C	790 Houston	0.2 0.8 12 296
KKHT-F	REL	106.9 Conroe	0.3 1.2 27 508
KRTS-F	CL	92.1 Seabrook	0.8 2.7 48 960
KVST-F	C	103.7 Willis	0.5 1.2 40 581
KWWJ	B/G	1360 Baytown	0.4 1.5 23 530
KXYZ	SP	1320 Houston	0.3 1.1 20 380
KYOK	G	1590 Houston	0.7 1.9 40 643

HOUSTON-GALVESTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	339 (2)	339 (2)	6.6 %	6.8 %	CBS	9.4 %	10.3 %	13.5 %
AOR/Classic/NR	0 (0)	642 (3)	642 (3)	12.6 %	12.4 %	KIKK-AM, KIKK-FM, KILT-AM, KILT-FM			
Black/Urban	45 (1)	718 (2)	763 (3)	15.0 %	16.0 %	Chancellor/Hicks, Muse	32.3 %	36.0 %	43.2 %
CHR	0 (0)	506 (3)	506 (3)	9.9 %	6.6 %	KKBQ-AM, KKBQ-FM, KKPn-FM, KKRW-FM, KLDE-FM, KLOL-FM, KODA-FM, KQUE-AM, KTRH-AM			
Classical	0 (0)	47 (1)	47 (1)	0.9 %	0.9 %	Clear Channel	16.5 %	13.7 %	16.3 %
Country	11 (1)	756 (4)	767 (5)	15.0 %	14.2 %	KBXX-FM, KJOJ-FM, KMJQ-FM, KPRC-AM, KSEV-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	El Dorado	4.8 %	4.1 %	3.7 %
Hispanic	138 (3)	427 (5)	565 (8)	11.1 %	11.0 %	KEYH-AM, KLVL-AM, KQK-FM, KXTJ-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %	Heftel	6.4 %	6.2 %	4.7 %
News/Talk	476 (3)	0 (0)	476 (3)	9.3 %	10.8 %	KLAT-AM, KLTN-FM, KLTO-FM, KLTP-FM, KOVE-FM, KRTX-AM			
Oldies	0 (0)	264 (1)	264 (1)	5.2 %	4.5 %	Jacor, pend.	6.3 %	6.6 %	9.6 %
Others/Unknown	21 (1)	0 (0)	21 (1)	0.4 %	0.0 %	KHMX-FM, KTBZ-FM			
Religion/Gospel	63 (2)	20 (1)	83 (3)	1.6 %	1.0 %				
Soft AC/EZ	0 (0)	420 (1)	420 (1)	8.2 %	6.7 %				
Sports	97 (1)	0 (0)	97 (1)	1.9 %	1.1 %				
Standards	108 (1)	0 (0)	108 (1)	2.1 %	5.9 %				
Totals	959 (13)	4139 (23)	5098 (36)				75.7 %	76.9 %	91.0 %

AM Stations

Station	Power	Time	Format	Revenue	Group	Owner	Notes
KILT	610	5 kw (DA-2)	Sports	\$ NA	Group W	CBS	
KLAT	1010	5 kw (DA-2)	Hispanic	\$66.00	Katz Hisp.	Heftel	
KPRC	950	5 kw (DA-N)	Talk	\$100.00	Katz	Clear Channel	ABC, WW1, Talknt
KQUE	1230	1 kw	Standards	\$ NA	Allied	Hicks, Muse	ABC
KSEV	700	15 kw/1 kw (DA-2)	Talk	\$50.00	Katz	Clear Channel	WW1, ABC, Talknt
KTRH	740	50 kw (DA-2)	News	\$265.00	Christal	Chancellor	CBS, Westwd

FM Stations

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

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: KQUE for \$4,000,000; KKPn-F for \$47,000,000; KKRW-F for \$58,000,000; KODA-F for \$138,000,000. The purchase puts Hicks, Muse 1 FM over FCC market limits (and slightly above the DoJ revenue guideline) . . . 10/97 Nationwide sold these stations to Jacor: KHMX-F for \$80,000,000; KTBZ-F for \$40,000,000 (Stevens) . . . 12/97 KRTX-F changed calls to KOVE-F ("K-Love") . . . 1/97 KXYZ sold by CBS to Blaya/Radio Unica for \$_____ ; changed to Radio Unica's Hispanic Talk format . . . 1/98 KKBQ changed from simulcast of KKBQ-F to Standards

Jim Duncan

Comments: Listening levels are steady . . . KHMX-F suffered its fourth consecutive down book and its lowest share in several years . . . KKPn-F is not showing any growth as yet

HUNTINGTON-ASHLAND

Arbitron Rank: 140 Pop (12+): 267,300	Stations: 25 / 18	Last Year's Revenue: \$8,000,000
MSA Rank: 150	Diaries: 1,031/259:1/50.9%	Household Income: \$30,258
MSA Pop: 318,000	Sample Target: 1,050	Total Retail Sales: \$2.8 Bil.
DMA: 57 (w/Charleston)	% Below Line: 12.0	#1 Biller: WTCR-AF \$3,200,000
Average Persons Rating: 12.5	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL In Hours: 17.00	Pop per Station: 14,850	Capstar \$6,150,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WTCR-F	C	62 / 18.6	17.3	17.7	20.7	871 / 32.8	32.6	33.7	89 / 1210	E	WTCR-F
2	WKEE-F	CHR/AC	51 / 15.3	18.1	14.8	13.8	864 / 32.3	34.2	30.3	72 / 1228	D	WKEE-F
3	WDGG-F	C	24 / 7.2	6.9	8.9	8.0	536 / 20.1	15.9	21.9	55 / 950	C	WDGG-F
4	WAMX-F	AOR	18 / 5.4	4.1	3.2	3.3	308 / 11.5	11.5	9.2	27 / 482		WAMX-F
5	WKEE	ST	15 / 4.5	4.7	5.4	4.7	172 / 6.4	7.6	9.9	15 / 199		WKEE
6	WRVC-F	O	14 / 4.2	5.8	5.4	4.1	200 / 7.5	11.2	13.0	15 / 253		WRVC-F
7	WKLC-F	AOR	13 / 3.9	4.7	5.1	5.0	310 / 11.8	11.8	10.9	29 / 621		WKLC-F
8	WEMM-F	REL	11 / 3.3	5.5	4.0	4.7	304 / 11.4	11.6	10.3	20 / 523	B	WEMM-F
9	WBVB-F	O	10 / 3.0	1.1	2.4	3.6	212 / 7.9	4.6	7.4	11 / 233	B	WBVB-F
	WRVC	T	10 / 3.0	1.6	2.4	1.4	173 / 6.5	3.6	6.0	10 / 192		WRVC
11	WPAY-F	C	9 / 2.7	1.6	1.6	2.2	180 / 6.0	5.5	5.7	51 / 683		WPAY-F
12	WFXN-F	AOR/CL	7 / 2.1	1.9	2.4	1.7	127 / 4.7	4.9	4.2	7 / 127		WFXN-F
13	WLGC-F	C	6 / 1.8	3.0	3.8	3.6	183 / 6.9	7.0	7.3	19 / 371		WLGC-F
14	WUGO-F	AC	5 / 1.5	1.4	0.8	1.7	124 / 4.6	3.7	2.8	5 / 131		WUGO-F
	WQBE-F	C	5 / 1.5	1.4	1.1	1.7	95 / 3.8	2.7	2.4	32 / 501		WQBE-F
	WGOH	C	5 / 1.5	2.2	1.1	0.6	74 / 2.8	2.6	2.6	5 / 76		WGOH

12+ FM Share (Metro): 85.71 % (246 of 287) (Fall 96: 85.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKEE-F >>	1 WKEE-F	1 WKEE-F <	1 WTCR-F <	1 WTCR-F	1 WTCR-F >>	1 WTCR-F	1 WTCR-F	1 WTCR-F <	1 WKEE-F	1 WTCR-F
2 WAMX-F >>	2 WTCR-F >	2 WTCR-F >>	2 WKEE-F >>	2 WKEE-F >	2 WKEE-F	2 WKEE-F >>	2 WKEE-F >	2 WKEE-F >>	2 WTCR-F >>	2 WKEE-F >
	3 WAMX-F	3 WDGG-F	3 WDGG-F	3 WDGG-F	3 WDGG-F <	3 WDGG-F <	3 WAMX-F	3 WAMX-F	3 WAMX-F	3 WDGG-F >
	4 WKLC-F	4 WAMX-F	4 WRVC-F	4 WRVC-F	4 WKEE	4 WKLC-F >	4 WKEE <	4 WDGG-F	4 WDGG-F >>	4 WEMM-F
	5 WDGG-F >>	5 WKLC-F	5 WKLC-F	5 WKLC-F	5 WRVC-F	5 WAMX-F	5 WRVC-F <	5 WRVC-F	5 WPAY-F	5 WAMX-F <
		WRVC-F	WAMX-F	WAMX-F	6 WEMM-F <	6 WKEE	6 WAMX-F	6 WKLC-F	6 WEMM-F	6 WKEE
				7 WPAY-F	7 WRVC	WRVC-F	7 WRVC	WKEE <	WKLC-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKEE-F >>	1 WKEE-F >>	1 WKEE-F >>	1 WKEE-F	1 WTCR-F	1 WKEE-F	1 WTCR-F	1 WTCR-F >>	1 WTCR-F	1 WTCR-F >	1 WTCR-F
2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F >>	2 WKEE-F >>	WAMX-F	2 WAMX-F	2 WKEE-F	2 WKEE-F	2 WKEE-F	2 WKEE-F >>
	3 WDGG-F >	3 WDGG-F	3 WDGG-F >	3 WDGG-F	3 WTCR-F >	3 WKEE-F	WAMX-F	3 WAMX-F	3 WDGG-F	3 WDGG-F
	4 WPAY-F	WAMX-F	4 WAMX-F	4 WRVC-F >>	4 WDGG-F	4 WKLC-F	WKLC-F >	4 WDGG-F	4 WRVC-F	
	WFXN-F	WKLC-F >>	WRVC-F	5 WPAY-F	WKLC-F >>	5 WDGG-F >>	5 WDGG-F	5 WKLC-F	5 WKLC-F	
	WKLC-F			WKLC-F			WNXT-F >>	6 WRVC-F >	WAMX-F >	
	WAMX-F >>			WAMX-F >				7 WRVC-F	7 WQBE-F	
								WPAY-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCMJ	G	1340	Ashland, KY	0.9	2.7	3	72	WLW	FS/T	700	Cincinnati	1.2	1.4	8	151
WIRO	SPRIS	1230	Ironton, OH	0.6	1.1	2	30	WNXT-F	AOR	99.3	Portsmouth, OH	0.9	1.5	6	141
WMGG-F	AC	101.5	Gallipolis, OH	0.6	1.5	8	195	WQHY-F	CHR	95.5	Prestonsburg, KY	0.6	2.0	6	169
WTCR	C	1420	Kenova, WV	0.6	2.4	2	74	WVSR-F	CHR	102.7	Charleston, WV	1.2	4.1	18	334
WZZW		1600	Milton, WV	0.0	0.4	0	17								

HUNTINGTON-ASHLAND

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	7 (2)	7 (2)	2.4 %	1.6 %	Capstar WAMX-FM, WBVB-FM, WFXN-FM, WIRO-AM, WKEE-AM, WKEE-FM, WTCR-AM, WTCR-FM, WZZW-AM	50.1 %	48.4 %	76.9 %
AOR/Classic/NR	0 (0)	41 (4)	41 (4)	14.3 %	13.1 %		Local WCMI-AM, WDGG-FM, WRVC-AM, WRVC-FM	15.3 %	17.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	57 (3)	57 (3)	19.9 %	18.1 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	7 (2)	108 (5)	113 (7)	39.4 %	44.7 %				
Full Service	4 (1)	0 (0)	4 (1)	1.4 %	0.0 %		65.4 %	65.8 %	93.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	10 (1)	0 (0)	10 (1)	3.5 %	2.8 %				
Oldies	0 (0)	24 (2)	24 (2)	8.4 %	6.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	11 (1)	14 (2)	4.9 %	5.9 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	2 (1)	0 (0)	2 (1)	0.7 %	0.6 %				
Standards	15 (1)	0 (0)	15 (1)	5.2 %	6.3 %				
Totals	41 (7)	246 (17)	287 (24)						

AM Stations

WGOH	1370	5 kw/0.021 kw	Country	CBS	\$ NA	Regional	WJGO-F	Grayson
WKEE	800	5 kw/185 w	Standards	Westwd, CNN	\$<20.00	D&R	Capstar	
WRVC	930	5 kw/1 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00	Banner	WRVC-F/WDGG-F	
WTCR	1420	5 kw/0.5 kw (DA-N)	Country	ABC	\$ NA	Katz	Capstar	Kenova, WV

FM Stations

WAMX	106.3	0.53 kw @ 1092	AOR	Westwd, ABC	\$<20.00	Katz	Capstar	Milton
WBVB	97.1	3 kw @ 472	Oldies	ABC	\$21.00	K&P	Capstar	Coal Grove, OH
WDGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC-AF	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	—	Mortenson	
WFXN	107.1	3 kw @ 125	AOR/Classic AOR	Westwd	\$<20.00	Katz	Capstar	Ironton, OH
WKEE	100.5	53 kw @ 561	CHR/JAC	ABC	\$50.00	D&R	Capstar	
WLGC	105.7	11.5 kw @ 479	Country		\$<20.00	D&R		Greenup, KY
WRVC	92.7	6 kw @ 253	Oldies		\$<20.00	—	WRVC/WDGG-F	Ashland
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	Capstar	
WJGO	102.3	4.8 kw @ 364	AC	CBS	\$ NA	Regional	WGOH	Grayson, KY

Notes: WKLC-F, WQBE-F – See Charleston, WV . . . 10/97 WBVB-F changed from Country to Oldies

Jim Duncan

Comments: Listening levels are down by more than 9% versus last year . . . WTCR-F returns to the number one position

HUNTSVILLE

Arbitron Rank: 113 Pop (12+): 365,100
MSA Rank: 147-Hunt.; 250-Dec.
MSA Pop: 433,000
DMA: 86 (w/Decatur)
Average Persons Rating: 16.2
Market TSL In Hours: 21.25

Stations: 22 / 18
Diaries: 946/386:1/57.4%
Sample Target: 920
% Below Line: 6.3
% Not Listed: 17.9
Pop per Station: 20,283

Last Year's Revenue: \$13,200,000
Household Income: \$43,616
Total Retail Sales: \$4.3 Bil.
#1 Biller: WDRM-AF \$5,600,000
#1 Billing Portfolio:
 Capstar \$7,200,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WDRM-F	C	126 / 21.3	19.8	21.6	19.3	15.8	20.5	1238 / 33.9	33.4	33.4	215 / 2338	G	WDRM-F
2	WZYP-F	CHR	57 / 9.8	12.5	11.7	14.2	13.5	12.0	947 / 25.9	28.6	29.2	105 / 1797	D	WZYP-F
3	WAHR-F	AC	49 / 6.3	8.1	8.3	8.2	12.7	8.2	726 / 19.9	18.9	21.3	56 / 901	C	WAHR-F
4	WTAK-F	CL AOR	42 / 7.1	6.6	8.1	5.5	7.3	6.8	611 / 16.7	16.2	15.7	66 / 841	C	WTAK-F
5	WRSA-F	SAC	39 / 6.6	8.3	6.3	7.5	6.2	7.2	540 / 14.8	12.6	14.5	66 / 766	B	WRSA-F
6	WVNN	T	24 / 4.1	4.3	3.2	3.8	3.7	3.8	284 / 7.8	8.1	7.3	28 / 395	B	WVNN
7	WLOR	B/G	23 / 3.9	2.5	2.2	2.7	1.7	2.8	151 / 4.1	2.6	2.9	23 / 158		WLOR
8	WKDF-F	AOR-NR	21 / 3.6	2.8	3.6	2.0	3.3	3.0	382 / 9.9	9.3	9.2	33 / 630		WKDF-F
9	WWXQ-FF	O	20 / 3.4	3.2	2.3	2.5	1.7	2.8	422 / 11.6	10.2	7.8	27 / 518	A	WWXQ-FF
10	WEUP	B	17 / 2.9	2.5	2.2	2.2	3.5	2.4	236 / 6.5	5.1	5.6	17 / 236	B	WEUP
11	WEUP-F	B	13 / 2.2	2.8	3.1	3.6	3.8	2.9	302 / 8.3	7.3	7.3	15 / 363	A	WEUP-F
12	WENN-F	B	12 / 2.0	3.6	4.0	4.7	1.9	3.6	226 / 6.2	10.4	5.6	16 / 353		WENN-F
13	WPZM-F	C	9 / 1.5	1.7	1.3	1.5	2.3	1.5	295 / 8.1	6.5	8.0	25 / 633	A	WPZM-F
14	WQLT-F	AC	7 / 1.2	1.9	0.9	1.3	1.9	1.3	141 / 3.9	5.3	6.5	39 / 553		WQLT-F
15	WDJL	B	6 / 1.0	1.3	1.8	1.3	0.4	1.3	52 / 1.4	4.0	1.9	6 / 52		WDJL
	WRJL-F	G	6 / 1.0	1.1	2.0	0.5	0.6	1.2	91 / 2.5	3.7	1.4	13 / 237		WRJL-F

12+ FM Share (Metro): 84.33 % (409 of 485) (Fall 96: 85.10 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WZYP-F	1 WDRM-F >	1 WDRM-F >>	1 WDRM-F >>	1 WDRM-F >>	1 WDRM-F >>	1 WDRM-F >>	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >>
	WDRM-F >	2 WZYP-F	2 WZYP-F <	2 WAHR-F	2 WAHR-F	2 WZYP-F	2 WAHR-F	2 WZYP-F	2 WZYP-F	2 WZYP-F <
3	WEUP-F	3 WTAK-F >	3 WTAK-F >	3 WTAK-F <	3 WZYP-F <	3 WRSA-F >	3 WTAK-F <	3 WZYP-F >	3 WAHR-F	3 WRSA-F <
		4 WKDF-F >	4 WAHR-F >	4 WAHR-F >	4 WTAK-F >	4 WZYP-F	4 WAHR-F	4 WRSA-F	4 WTAK-F	4 WRSA-F <
		5 WLOR	5 WKDF-F	5 WLOR <	5 WWXQ-FF <	5 WTAK-F	5 WRSA-F >	5 WRSA-F	5 WENN-F <	5 WAHR-F
		6 WENN-F	6 WWXQ-FF	6 WWXQ-FF	6 WLOR	6 WNN	6 WNN	6 WTAK-F >	6 WLOR <	6 WKDF-F <
		WAHR-F	WLOR	WVNN	WVNN >	7 WWXQ-FF	7 WEUP	7 WKDF-F <	7 WTAK-F	7 WLOR <
								8 WWXQ-FF	8 WWXQ-FF	8 WEUP-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1	WZYP-F >>	1 WDRM-F <	1 WDRM-F >	1 WDRM-F >	1 WDRM-F	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >>	1 WDRM-F >>
2	WDRM-F >>	2 WZYP-F >>	2 WZYP-F	2 WZYP-F >	2 WAHR-F	2 WTAK-F	2 WTAK-F >	2 WTAK-F >	2 WTAK-F	2 WZYP-F
3	WTAK-F	3 WLOR	3 WLOR	3 WAHR-F >	3 WZYP-F >	3 WKDF-F	3 WKDF-F	3 WZYP-F	3 WZYP-F >	3 WRSA-F
	WKDF-F >	4 WTAK-F	4 WAHR-F	4 WTAK-F	4 WTAK-F	4 WZYP-F >>	WZYP-F >	4 WKDF-F	4 WKDF-F <	4 WAHR-F <
	WENN-F >>	5 WAHR-F	5 WTAK-F >>	WLOR	WLOR	5 WNN	WNN	5 WNN	5 WNN	5 WNN >
				6 WWXQ-FF >	6 WWXQ-FF		6 WENN-F	6 WAHR-F	6 WWXQ-FF	6 WWXQ-FF
								7 WWXQ-FF	7 WKDF-F	7 WKDF-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WVNN-F	REL	95.1	Huntsville 0.7 4.7 6 190
WTKI	T	1450	Huntsville 0.3 2.0 2 74
WUMP	SPRTS	730	Athens 0.7 2.3 4 84

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMH-F	C	101.1	Cullman 0.3 1.3 14 255
WVNA-F	CLAOR	100.3	Tuscumbia 0.3 2.9 36 428

HUNTSVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (0)	56 (2)	56 (2)	11.5 %	19.0 %	Athens	15.9 %	21.6 %
AOR/Classic/NR	0 (0)	65 (3)	65 (3)	13.4 %	13.5 %	WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM		
Black/Urban	23 (2)	25 (2)	48 (4)	9.9 %	10.8 %	Capstar	31.8 %	54.5 %
CHR	0 (0)	57 (1)	57 (1)	11.8 %	15.8 %	WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM		
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		47.7 %	76.1 %
Country	0 (0)	137 (3)	137 (3)	28.2 %	22.1 %			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	26 (2)	0 (0)	26 (2)	5.4 %	5.2 %			
Oldies	0 (0)	20 (2)	20 (2)	4.1 %	0.0 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	23 (1)	10 (2)	33 (3)	6.8 %	5.2 %			
Soft AC/EZ	0 (0)	39 (1)	39 (1)	8.0 %	7.2 %			
Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.7 %			
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %			
Totals	76 (6)	409 (16)	485 (22)					

AM Stations

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

FM Stations

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

Notes: WENN-F – See Birmingham; WKDF-F – See Nashville . . . 10/97 WTAK-F changed from AOR to Classic AOR . . . 10/97 WWXQ-F/WXQW-F changed from Dance CHR to Oldies . . . 10/97 WDJL changed from Standards to Black . . . 11/97 WBHP (1230) & WHOS (800; Decatur) changed from simulcasting WDRM-F to CNN Headline News

Jim Duncan

Comments: Listening levels are up sharply (the greatest increase in the nation this sweep): +12% as compared to a year ago . . . WZYP-F fell out of double figures for the first time since Fall 1995

INDIANAPOLIS

Arbltron Rank: 37 Pop (12+): 1,133,200
 MSA Rank: 35
 MSA Pop: 1,500,000
 DMA: 25
 Average Persons Rating: 14.1
 Market TSL in Hours: 18.75

Stations: 26 / 23
 Diaries: 2,742/413:1/52.8%
 Sample Target: 2,810
 % Below Line: 1.9
 % Not Listed: 7.5
 Pop per Station: 49,270

Last Year's Revenue: \$65,600,000
 Household Income: \$45,665
 Total Retail Sales: \$16.1 Bli.
 #1 Biller: WFBQ-F \$14,600,000
 #1 Billing Portfolio: Emmis \$21,850,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WFMS-F	218 / 13.7	13.8	12.5	11.9	11.0	13.0	2614 / 23.1	23.3	22.5	278 / 3667	I	WFMS-F	
2	WFBQ-F	AOR/T	174 / 10.9	10.8	10.7	12.1	12.7	11.1	2872 / 25.3	26.2	26.8	308 / 5392	I	WFBQ-F
3	WIBC	FS/T	132 / 8.3	8.0	8.3	9.1	9.0	8.4	2135 / 18.8	18.3	22.2	153 / 2664	H	WIBC
4	WTPI-F	SAC	101 / 6.3	4.9	6.3	5.6	6.0	5.8	1367 / 12.1	13.6	11.6	115 / 1559	F	WTPI-F
5	WHHH-F	CHR/B	91 / 5.7	4.7	5.7	6.4	4.6	5.6	1561 / 13.8	14.4	12.0	94 / 1675	D	WHHH-F
6	WENS-F	AC	86 / 5.4	4.7	5.9	5.4	5.8	5.3	1863 / 16.4	17.4	16.9	104 / 2515	G	WENS-F
7	WZPL-F	CHR/AC	80 / 5.0	4.9	4.7	4.4	4.7	4.8	1962 / 17.3	17.3	18.1	111 / 2973	D	WZPL-F
	WGLD-F	O	80 / 5.0	6.4					1359 / 12.0			105 / 1889		WGLD-F
9	WTLC-F	B	75 / 4.7	4.9	5.6	5.1	5.1	5.1	1121 / 9.9	11.1	10.2	90 / 1359	E	WTLC-F
10	WNAP-F	CL HITS	72 / 4.5	4.9	5.1	4.2	4.7	4.7	1604 / 14.2	16.9	17.5	102 / 2720	E	WNAP-F
11	WRZX-F	AOR-NR	70 / 4.4	4.4	4.1	4.2	4.7	4.3	1325 / 11.7	11.9	12.3	126 / 2477	E	WRZX-F
12	WMYS	ST	44 / 2.8	4.2	3.3	4.0	3.4	3.6	613 / 5.4	6.0	6.2	46 / 663	A	WMYS
13	WGRL-F	C	40 / 2.5	2.3	5.7	5.6	6.2	4.0	850 / 7.5	13.6	14.0	46 / 1030	E	WGRL-F
14	WTTS-F	AOR-P	37 / 2.3	2.6	2.1	2.1	2.3	2.3	895 / 7.9	7.3	7.5	65 / 1504		WTTS-F
15	WGGR-F	B/AC	36 / 2.3	2.5	1.6	1.5	1.7	2.0	528 / 4.7	4.7	4.1	37 / 565	A	WGGR-F
16	WNDE	SPRTS	28 / 1.8	1.2	1.4	1.2	1.6	1.4	703 / 6.2	5.3	6.5	32 / 886	B	WNDE

12+ FM Share (Metro): 84.67 % (1248 of 1474) (Fall 96: 82.59 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHHH-F >>	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F <	1 WFMS-F	1 WFBQ-F >	1 WFMS-F >	1 WFMS-F >	1 WHHH-F	1 WFMS-F >
2 WZPL-F <	2 WFMS-F	2 WFMS-F >	2 WFMS-F >	2 WFMS-F >	2 WIBC	2 WFMS-F >	2 WIBC <	2 WFBQ-F <	2 WFMS-F >	2 WHHH-F <
3 WRZX-F	3 WRZX-F	3 WENS-F <	3 WENS-F	3 WENS-F	3 WTPI-F <	3 WIBC	3 WFBQ-F <	3 WIBC	3 WTLC-F	3 WIBC
4 WTLC-F >>	4 WZPL-F	4 WNAP-F	4 WNAP-F	4 WNAP-F <	4 WFBQ-F	4 WTPI-F	4 WTPI-F	4 WZPL-F <	4 WRZX-F <	4 WTLC-F <
	WHHH-F	5 WZPL-F <	5 WGLD-F <	5 WGLD-F <	5 WGLD-F	5 WENS-F	5 WENS-F <	5 WTPI-F <	5 WZPL-F <	5 WFBQ-F <
	6 WENS-F <	6 WGLD-F <	6 WTPI-F <	6 WTPI-F	6 WENS-F <	6 WZPL-F	6 WGLD-F	6 WGLD-F <	6 WIBC	6 WTPI-F
	7 WTLC-F	7 WTPI-F <	7 WZPL-F	7 WIBC <	7 WNAP-F <	WHHH-F <	7 WNAP-F	7 WHHH-F <		7 WGLD-F <
		8 WRZX-F <		8 WZPL-F	8 WMYS			8 WENS-F <		8 WRZX-F <
								9 WRZX-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHHH-F >	1 WFMS-F	1 WFMS-F	1 WFMS-F	1 WFMS-F	1 WFBQ-F >	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >>	1 WFBQ-F >	1 WFMS-F >
2 WTLC-F	2 WZPL-F <	2 WENS-F	2 WENS-F	2 WENS-F	2 WRZX-F	2 WRZX-F <	2 WFMS-F <	2 WFMS-F >	2 WFMS-F >	2 WIBC
3 WGRL-F	3 WENS-F	3 WFBQ-F	3 WZPL-F <	3 WTPI-F	3 WHHH-F	3 WFMS-F >	3 WRZX-F >>	3 WNAP-F	3 WNAP-F <	WHHH-F
	WRZX-F	WFBQ-F	WZPL-F	4 WTPI-F <	4 WFBQ-F	4 WHHH-F	4 WTLC-F <	WRZX-F	4 WIBC	4 WFBQ-F
	WFMS-F	5 WHHH-F	5 WNAP-F	5 WFBQ-F	WGLD-F <	5 WTLC-F <	5 WNDE	5 WIBC	5 WRZX-F <	5 WRZX-F <
	WZPL-F	6 WTLC-F	6 WGLD-F	6 WGLD-F	6 WZPL-F	6 WNAP-F <	WNAP-F	6 WTLC-F	6 WGLD-F	6 WTLC-F
7 WTPI-F	7 WRZX-F <	7 WXIR-F	7 WHHH-F	7 WNAP-F				WHHH-F <	7 WTLC-F	7 WZPL-F
			WTLC-F <							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBRI	REL	1500	Indianapolis 0.4 0.8 6 113
WCBK-F	C	102.3	Martinsville 0.5 1.2 8 162
WPZZ-F	REL	95.9	Franklin 0.4 1.1 7 121
WQFE-F	O	101.9	Brownsburg 0.8 3.4 13 421
WSYW-F	CL	107.1	Danville 1.0 2.1 20 324
WTLC	B/G/O	1310	Indianapolis 0.6 1.7 10 195
WXIR-F	REL	98.3	Plainfield 1.3 4.0 24 490

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKKG-F	C	101.5	Columbus 1.1 3.3 101 1330
WLW	FS/T	700	Cincinnati 0.4 0.7 26 382
WXXP-F	AC	97.9	Anderson 0.4 1.9 22 555

INDIANAPOLIS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	92 (2)	92 (2)	6.2 %	6.3 %	Emmis	23.5 %	24.0 %	33.3 %
AOR/Classic/NR	0 (0)	281 (3)	281 (3)	19.1 %	21.7 %	WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM			
Black/Urban	10 (1)	111 (2)	121 (3)	8.2 %	9.4 %	Hicks, Muse	17.1 %	19.5 %	28.7 %
CHR	0 (0)	171 (2)	171 (2)	11.6 %	10.2 %	WFBO-FM, WNDE-AM, WRZX-FM			
Classical	0 (0)	16 (1)	16 (1)	1.1 %	1.3 %	Local	8.0 %	5.6 %	3.8 %
Country	0 (0)	284 (4)	284 (4)	19.3 %	20.4 %	WGGR-FM, WHHH-FM, WIRE-FM			
Full Service	138 (2)	0 (0)	138 (2)	9.4 %	9.8 %	MyStar	14.1 %	11.8 %	11.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WMYS-AM, WTPI-FM, WZPL-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Susquehanna	21.2 %	21.8 %	21.2 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WFMS-FM, WGLD-FM, WGRL-FM			
Oldies	0 (0)	164 (3)	164 (3)	11.1 %	6.6 %		83.9 %	82.7 %	98.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	28 (2)	34 (3)	2.3 %	2.3 %				
Soft AC/EZ	0 (0)	101 (1)	101 (1)	6.9 %	6.6 %				
Sports	28 (1)	0 (0)	28 (1)	1.9 %	1.8 %				
Standards	44 (1)	0 (0)	44 (1)	3.0 %	3.8 %				
Totals	226 (6)	1248 (20)	1474 (26)						

AM Stations

Station	Freq	Power	Format	Owner	Revenue	Agency	Advertiser
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal	Emmis
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$20.00	Mc-Guild	Hicks, Muse
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$<20.00	Mc-Guild	Emmis

FM Stations

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

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WNDE for \$3,000,000; WFBO-F for \$118,000,000; WRZX-F for \$30,000,000 . . . 1/98 WXXP-F (97.9; Anderson) changed from AC to Religion as WGNR-F

Jim Duncan

Comments: Listening levels are down sharply versus last year (off 10%) . . . On 30 January, WNAP-F added Howard Stern in an attempt to directly compete with WFBO's Bob & Tom . . . WFMS-F seems to be establishing itself as the consistent 12+ leader . . . WGLD-F faded from its outstanding debut book . . . WIBC lost the rights to the Indianapolis Colts to WFBO-F . . . WTLC-F modifies its format to Black AC

JACKSON, MS

Arbltron Rank: 118 Pop (12+): 346,700	Stations: 25 / 24	Last Year's Revenue: \$15,200,000
MSA Rank: 120	Diaries: 1,027/338:1/51.6%	Household Income: \$38,344
MSA Pop: 421,000	Sample Target: 920	Total Retail Sales: \$4.3 Bil.
DMA: 91	% Below Line: 0.5	#1 Biller: WMSI-F \$4,400,000
Average Persons Rating: 16.1	% Not Listed: 20.2	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 14,446	Capstar \$9,050,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WJMI-F	B	91 / 16.3	14.9	16.6	16.4	13.9	16.0	954 / 27.5	31.8	24.5	175 / 2003	D
2	WKXI-F	B/AC	51 / 9.1	6.4	6.9	9.7	7.2	8.0	699 / 20.2	19.5	20.0	76 / 1136	B
	WMSI-F	C	51 / 9.1	10.5	14.0	9.7	10.8	10.8	752 / 21.7	25.6	22.0	94 / 1421	F
4	WYOY-F	CHR	33 / 5.9	7.2	4.4	5.8	3.3	5.8	574 / 16.5	14.6	11.4	36 / 786	A
5	WSTZ-F	AOR	28 / 5.0	5.8	5.6	4.9	4.3	5.3	504 / 14.5	14.4	13.1	53 / 892	D
6	WJJK-F	SAC	22 / 3.9	3.2	2.1	2.3	3.4	2.9	305 / 8.8	7.2	9.0	26 / 457	A
7	WJDX-F	AC/CHR	20 / 3.6	4.3	4.9	5.6	6.9	4.6	432 / 12.5	16.8	18.2	39 / 900	C
	WTYX-F	CL HITS	20 / 3.6	3.2	3.6	4.0	4.6	3.6	376 / 10.8	12.0	13.3	24 / 568	C
9	WJNT	N/T	17 / 3.0	4.5	2.5	3.8	4.0	3.5	258 / 7.5	6.5	8.3	21 / 330	B
	WOAD	B/G	17 / 3.0	3.2	4.8	3.1	2.2	3.5	325 / 9.4	11.8	9.3	17 / 332	A
11	WVIV-F	ST	16 / 2.9	3.4	3.8	4.3	3.8	3.6	210 / 6.1	7.5	6.2	21 / 270	A
	WKTF-F	C	16 / 2.9	2.3	2.5	2.0	2.7	2.4	400 / 11.5	7.5	9.2	29 / 675	C
13	WJXN-F	REL	9 / 1.6	0.6	1.2	0.9	1.4	1.1	104 / 3.0	2.6	3.2	15 / 235	W
14	WMGO	G	8 / 1.4	2.1	2.6	1.6	2.2	1.9	140 / 4.0	3.2	3.2	9 / 160	A
	WZRX	B/G	8 / 1.4	3.0	3.6	3.1	4.1	2.8	156 / 4.5	5.6	5.3	8 / 174	A
16	WJDS	SPRTS	7 / 1.3	0.8	0.5	0.7	1.2	0.8	172 / 5.0	3.3	4.3	8 / 258	W

12+ FM Share (Metro): 84.53 % (377 of 446) (Fall 96: 81.74 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMI-F >>	1 WJMI-F >	1 WJMI-F >	1 WKXI-F	1 WKXI-F	1 WMSI-F >	1 WJMI-F <	1 WJMI-F <	1 WJMI-F >	1 WJMI-F >>	1 WJMI-F >>
2 WYOY-F >>	2 WKXI-F >	2 WKXI-F >	2 WJMI-F	2 WJMI-F	2 WKXI-F >	2 WKXI-F <	2 WMSI-F	2 WMSI-F	2 WKXI-F >	2 WMSI-F <
3 WYOY-F <	3 WMSI-F	3 WMSI-F <	WMSI-F	WMSI-F	3 WVIV-F <	3 WMSI-F >	3 WKXI-F >	3 WKXI-F	3 WYOY-F >	3 WKXI-F <
4 WMSI-F <	4 WSTZ-F >	4 WSTZ-F >	4 WSTZ-F	4 WSTZ-F	4 WSTZ-F <	4 WSTZ-F	4 WJNT	4 WYOY-F >	4 WMSI-F	4 WYOY-F >
5 WSTZ-F	5 WYOY-F	5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WJJK-F	5 WYOY-F	WJJK-F	5 WSTZ-F >	5 WSTZ-F >	5 WOAD <
6 WJDX-F	WJJK-F <	6 WJJK-F	6 WJJK-F	6 WJJK-F	6 WJDX-F	6 WJDX-F	6 WSTZ-F <	6 WJJK-F	6 WJJK-F	6 WSTZ-F
	WJJK-F	7 WTYX-F <	7 WJDX-F	7 WJDX-F	7 WJMI-F	7 WJJK-F <	7 WYOY-F	7 WTYX-F <	7 WTYX-F <	
		8 WJDX-F >		8 WYOY-F <	WOAD <	8 WTYX-F <	8 WJNT	8 WKTF-F <		
				9 WJNT	9 WKTF-F <					

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

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
WBKJ-F	C	105.1	Kosciusko	0.7	4.4	23	479
WFMN-F	T	97.3	Flora	0.7	3.7	5	185
WHJT-F	REL	93.5	Clinton	0.5	3.5	3	139
WIIN	O	780	Ridgeland	0.7	1.0	4	39
WKXI	B/O	1400	Jackson	0.7	2.9	4	106
WRJH-F	REL	97.7	Brandon	0.5	2.0	4	82
WSLI	T	930	Jackson	0.7	3.9	5	165
WYJS-F	REL	105.9	Pickins	0.5	2.5	4	113

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH	Cume		
WLIN-F	SAC	101.1	Durant	0.5	1.1	7	106

JACKSON, MS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	20 (1)	20 (1)	4.5 %	8.5 %	Capstar WJDS-AM, WJDX-FM, WKTF-FM, WMSI-FM, WSTZ-FM, WZR-AM	21.9 %	25.6 %	59.5 %
AOR/Classic/NR	0 (0)	28 (1)	28 (1)	6.3 %	5.3 %	Clear Channel, pend. WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM	29.1 %	24.6 %	19.7 %
Black/Urban	4 (1)	142 (2)	146 (3)	32.7 %	26.8 %	New South WJIN-AM, WJKK-FM, WYOY-FM	10.5 %	9.4 %	5.9 %
CHR	0 (0)	33 (1)	33 (1)	7.4 %	4.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	71 (3)	71 (3)	15.9 %	21.9 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		61.5 %	59.6 %	85.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	21 (2)	4 (1)	25 (3)	5.6 %	5.5 %				
Oldies	4 (1)	20 (1)	24 (2)	5.4 %	5.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	33 (3)	18 (4)	51 (7)	11.4 %	16.1 %				
Soft AC/EZ	0 (0)	25 (2)	25 (2)	5.6 %	0.0 %				
Sports	7 (1)	0 (0)	7 (1)	1.6 %	1.5 %				
Standards	0 (0)	16 (1)	16 (1)	3.8 %	4.7 %				
Totals	69 (8)	377 (17)	446 (25)						

AM Stations

Station	Power	Frequency	Format	Ownership	Company	Notes
WJDS	620	5 kw/1 kw (DA-N)	Sports	ABC	Mc-Guild	Capstar
WJNT	1180	50 kw/0.5 kw (DA-N)	Talk	ABC, CBS, Westwd	—	Pearl
WMGO	1370	1 kw/0.028 kw	Gospel	Westwd	Bunchez	Canton
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	Banner	Clr Chnl, pend.
WZR	1590	5 kw/1 kw (DA-N)	Black Gospel		D&R	Capstar

FM Stations

Station	Power	Frequency	Format	Ownership	Company	Notes
WJDX	96.3	100 kw @ 1410	AC/CHR		Mc-Guild	Capstar
WJKK	98.7	100 kw @ 945	Soft AC	ABC	Interrep	New South Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	D&R	Clr Chnl, pend.
WJXN	92.9	0.9 kw @ 574	Black Gospel		—	Finn Utica
WKTF	95.5	100 kw @ 1059	Country	Westwd	Mc-Guild	Capstar
WKXI	107.5	100 kw @ 951	Black AC		Banner	Clr Chnl, pend. Magee
WMSI	102.9	100 kw @ 1801	Country	ABC	Mc-Guild	Capstar
WSTZ	106.7	100 kw @ 1063	AOR		D&R	Capstar Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		Christal	
WVIV	93.9	6 kw @ 282	Standards	ABC	—	Pearl
WYOY	101.7	50 kw @ 456	CHR		Interrep	New South Gluckstadt

Notes: 10/97 WWDF (720) sold to Willis (price NA) . . . 11/97 WOAD/WKXI-AF/WJMI-F sold by Capstar to Clear Channel for \$20,000,000

Jim Duncan

Comments: Listening levels are off by 6% from last year . . . WMSI-F again is falling – this book marks its lowest share in many years . . . WJDX-F had its fourth consecutive decrease

JACKSONVILLE

Arbltron Rank: 51 Pop (12+): 861,300	Stations: 25 / 23	Last Year's Revenue: \$36,500,000
MSA Rank: 58	Diaries: 2,057/419:1/45.4%	Household Income: \$39,492
MSA Pop: 1,000,000	Sample Target: 2,040	Total Retail Sales: \$9.7 Bil.
DMA: 55	% Below Line: 1.5	#1 Biller: WQIK-F \$5,800,000
Average Persons Rating: 15.5	% Not Listed: 17.1	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 37,448	Hicks, Muse \$15,940,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WFYV-F	125 / 9.4	8.7	8.6	7.9	8.0	8.6	1474 / 17.1	17.9	16.0	146 / 1790	G	WFYV-F
2	WAPE-F	103 / 7.7	7.8	8.1	8.2	6.8	8.0	1782 / 20.7	23.1	21.7	118 / 2098	F	WAPE-F
3	WQIK-F	96 / 7.2	9.2	8.6	9.3	8.5	8.6	1447 / 16.8	19.6	19.2	124 / 1738	G	WQIK-F
4	WKQL-F	85 / 6.4	6.0	6.2	5.3	6.4	6.0	1425 / 16.5	15.7	17.9	96 / 1579	D	WKQL-F
5	WSOL-F	81 / 6.1	4.9	6.0	5.7	4.3	5.7	1054 / 12.2	9.6	9.3	100 / 1281	D	WSOL-F
6	WEJZ-F	79 / 5.9	6.8	7.3	7.0	6.6	6.8	1332 / 15.5	16.2	16.4	101 / 1532	E	WEJZ-F
7	WROO-F	77 / 5.8	5.5	6.9	7.0	5.5	6.3	1101 / 12.8	15.5	14.3	85 / 1271	D	WROO-F
8	WJBT-F	70 / 5.3	5.7	6.4	5.8	6.8	5.8	1109 / 12.9	12.4	12.4	71 / 1161	C	WJBT-F
9	WOKV	N/T	52 / 3.9	4.2	3.5	4.0	5.9	840 / 9.7	9.5	12.0	56 / 890	C	WOKV
10	WPLA-F	AOR-NR	51 / 3.8	4.5	5.2	4.1	4.0	1050 / 12.2	12.7	9.9	57 / 1176	C	WPLA-F
11	WMXQ-F	AC	46 / 3.5	3.5	3.6	3.7	4.2	838 / 9.7	11.0	11.8	52 / 942	D	WMXQ-F
12	WFSJ-F	J	34 / 2.6	3.6	3.5	2.6	3.1	651 / 7.6	8.5	6.9	34 / 696	B	WFSJ-F
13	WZAZ	B/G	32 / 2.4	3.1	1.8	2.7	2.2	452 / 5.2	4.3	4.8	32 / 452	A	WZAZ
14	WWRR-F	CL HITS	31 / 2.3	2.7	2.5	2.3	3.0	672 / 7.8	8.9	8.5	43 / 824	A	WWRR-F
15	WBWL	SPRTS	23 / 1.7	1.1	0.7	0.7	0.8	509 / 5.9	2.4	3.4	23 / 528	A	WBWL

12+ FM Share (Metro): 84.98 % (939 of 1105) (Fall 96: 82.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WJBT-F >>	1 WFYV-F	1 WFYV-F	1 WFYV-F >	1 WFYV-F >	1 WKQL-F <	1 WFYV-F	1 WFYV-F	1 WFYV-F	1 WJBT-F	1 WFYV-F <
2	WAPE-F	2 WAPE-F >	2 WAPE-F	2 WAPE-F	2 WAPE-F <	2 WQIK-F	2 WQIK-F <	2 WQIK-F <	2 WAPE-F	2 WSOL-F <	2 WAPE-F <
3	WPLA-F >>	3 WSOL-F <	3 WSOL-F	3 WSOL-F	3 WKQL-F	3 WEJZ-F	3 WAPE-F	3 WOKV <	3 WQIK-F	3 WAPE-F	3 WQIK-F <
4	WJBT-F <	4 WQIK-F <	4 WQIK-F <	4 WQIK-F <	4 WQIK-F <	4 WFYV-F	4 WROO-F	4 WAPE-F <	4 WKQL-F	4 WEJZ-F <	4 WKQL-F <
5	WPLA-F	5 WROO-F <	5 WKQL-F <	5 WKQL-F <	5 WQIK-F <	5 WROO-F <	5 WKQL-F	5 WKQL-F	5 WKQL-F	5 WFYV-F	5 WSOL-F <
6	WROO-F	6 WEJZ-F	6 WEJZ-F	6 WEJZ-F	6 WEJZ-F <	6 WOKV <	6 WSOL-F <	6 WEJZ-F	6 WEJZ-F	6 WKQL-F	6 WJBT-F
7	WQIK-F	7 WKQL-F	7 WROO-F	7 WROO-F	7 WROO-F	7 WSOL-F	7 WEJZ-F >	7 WROO-F	7 WJBT-F	7 WPLA-F <	7 WEJZ-F
8	WJBT-F	8 WMXQ-F	8 WMXQ-F	8 WMXQ-F	8 WMXQ-F	8 WAPE-F	8 WJBT-F	8 WSOL-F	8 WROO-F	8 WROO-F <	8 WROO-F
9	WWRR-F	9 WWRR-F	9 WWRR-F	9 WWRR-F	9 WWRR-F	9 WWRR-F	9 WWRR-F	9 WWRR-F	9 WWRR-F	9 WQIK-F	9 WQIK-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit	
1	WAPE-F >	1 WAPE-F	1 WAPE-F >	1 WAPE-F	1 WFYV-F >	1 WFYV-F >>	1 WFYV-F >>	1 WFYV-F >>	1 WFYV-F >>	1 WAPE-F	
2	WJBT-F >	2 WJBT-F	2 WSOL-F >	2 WEJZ-F <	2 WEJZ-F >	2 WJBT-F	2 WPLA-F <	2 WSOL-F	2 WAPE-F <	2 WKQL-F	2 WSOL-F
3	WPLA-F	WSOL-F	3 WFYV-F	3 WSOL-F <	3 WSOL-F <	3 WPLA-F	3 WAPE-F	3 WPLA-F	3 WSOL-F	3 WSOL-F	3 WJBT-F <
4	WEJZ-F	4 WFYV-F	WROO-F	4 WQIK-F <	4 WQIK-F <	4 WAPE-F	4 WSOL-F <	4 WAPE-F >	4 WPLA-F <	4 WAPE-F <	4 WEJZ-F <
5	WFYV-F	5 WROO-F <	5 WQIK-F	5 WMXQ-F	5 WROO-F <	5 WROO-F >>	5 WJBT-F	5 WBWL	5 WKQL-F	5 WQIK-F <	5 WQIK-F <
6	WSOL-F	6 WQIK-F <	WJBT-F	WROO-F <	6 WKQL-F <	6 WROO-F >	6 WROO-F >	6 WWRR-F	6 WQIK-F	6 WOKV <	6 WOKV <
7	WEJZ-F	7 WEJZ-F	7 WFYV-F	7 WMXQ-F	7 WMXQ-F	7 WMXQ-F	7 WROO-F	7 WROO-F	7 WROO-F	7 WROO-F	7 WROO-F
8	WMXQ-F	8 WMXQ-F	8 WJBT-F <	8 WFYV-F	8 WFYV-F	8 WFYV-F	8 WJBT-F	8 WJBT-F	8 WJBT-F	8 WWRR-F	8 WWRR-F
9	WPLA-F >	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F	9 WKQL-F

Other Rated Stations				Metro	Cume	TSA	Other Rated Stations--Outside Market				Metro	Cume	TSA		
				Share	Rating	AQH					Share	Rating	AQH		
				Cume							Cume				
WCGL	REL	1360	Jacksonville	0.7	2.0	9	174	WFKS-F	CHR	99.9	Palatka	1.0	4.5	22	619
WJGR	T	1320	Jacksonville	0.7	1.8	9	174	WOGK-F	C	93.7	Ocala	0.5	1.3	15	249
WNZS	SPRTS	930	Jacksonville	1.3	4.9	19	454								
WROS	REL	1050	Jacksonville	0.5	1.0	6	85								
WSOS-F	AC/CHR	94.1	St. Augustine	1.0	1.6	13	149								
WSVE	REL	1280	Jacksonville	1.4	3.3	18	282								
WTLK-F	T	106.5	Ponte Verde	1.3	3.5	17	300								
WXQL-F	B/AC	105.7	Baldwin	0.8	3.6	12	333								

JACKSONVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	59 (2)	59 (2)	5.3 %	5.7 %	Clear Channel	14.8 %	14.8 %	16.8 %
AOR/Classic/NR	0 (0)	176 (2)	176 (2)	15.9 %	14.3 %	WFSJ-FM, WNZS-AM, WPLA-FM, WROO-FM, WTLK-FM, WZNZ-AM			
Black/Urban	0 (0)	162 (3)	162 (3)	14.7 %	14.5 %	Hicks, Muse	32.6 %	38.7 %	43.7 %
CHR	0 (0)	116 (2)	116 (2)	10.5 %	9.0 %	WAPE-FM, WBWL-AM, WFYV-FM, WKQL-FM, WMXQ-FM, WOKV-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	21.7 %	20.0 %	25.5 %
Country	0 (0)	180 (3)	180 (3)	16.3 %	17.0 %	WJBT-FM, WJGR-AM, WQIK-FM, WSOL-FM, WZAZ-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Renda	8.2 %	9.7 %	10.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WEJZ-FM, WWRR-FM			
Jazz	0 (0)	34 (1)	34 (1)	3.1 %	3.1 %		77.2 %	83.2 %	96.6 %
News/Talk	61 (2)	17 (1)	78 (3)	7.1 %	8.8 %				
Oldies	0 (0)	116 (2)	116 (2)	10.5 %	11.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	65 (4)	0 (0)	65 (4)	5.9 %	5.7 %				
Soft AC/EZ	0 (0)	79 (1)	79 (1)	7.1 %	7.8 %				
Sports	40 (2)	0 (0)	40 (2)	3.6 %	2.8 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	166 (8)	939 (17)	1105 (25)						

AM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Notes
WBWL	600	5 kw (DA-2)	Sports	SBUSA, Westwd	\$ NA	Mc-Guild	Hicks, Muse
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1	\$<20.00	Katz	Clear Channel
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS	\$53.00	Mc-Guild	Hicks, Muse
WSVE	1280	5 kw/0.133 kw	Black Gospel	AURN, Westwd	\$ NA	Republic	
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman	Jacor

FM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Notes
WAPE	95.1	100 kw @ 984	CHR		\$82.00	D&R	Hicks, Muse
WEJZ	96.1	100 kw @ 984	Soft AC		\$80.00	Katz	Renda
WFSJ	97.9	50 kw @ 482	Jazz		\$22.00	Clr Chnl	Clear Channel St. Augustine
WFYV	104.5	100 kw @ 1014	AOR		\$115.00	Christal	Hicks, Muse
WJBT	92.7	6 kw @ 300	Black		\$39.00	Roslin	Jacor Green Cove Springs
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Mc-Guild	Hicks, Muse
WMXQ	102.9	100 kw @ 1014	AC		\$56.00	Allied	Hicks, Muse
WPLA	93.3	50 kw @ 463	AOR-New Rock		\$40.00	Clr Chnl	Clear Channel Callahan
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman	Jacor
WROO	107.3	100 kw @ 705	Country		\$60.00	Clr Chnl	Clear Channel
WSOL	101.5	100 kw @ 1463	Black AC	ABC	\$48.00	Eastman	Jacor Brunswick, GA
WTLK	106.5	6 kw @ 328	Talk	Westwd	\$ NA	Katz	Clear Channel Ponte Verde
WWRR	100.7	36 kw @ 1463	Classic Hits		\$ NA	—	Renda

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WBWL for \$1,000,000; WOKV for \$6,000,000; WAPE-F for \$30,000,000; WFYV-F for \$36,000,000; WIVY-F for \$28,000,000; WKQL-F for \$23,000,000 . . . 10/97 WIVY-F changed calls to WMXQ-F ("Mix 103"); remains AC . . . 1/98 WOBS (1530) sold to Metropolitan (Gary Acker) for \$252,250 . . . 1/98 WTLK-F changed from Talk to Classic AOR as WBGB-F

Jim Duncan

Comments: The overall listening level is down by 4.3% versus Fall 1996 . . . WFYV-F is up to its highest share since Summer 1995 . . . WEJZ-F is at its lowest share in more than three years . . . WQIK-F had its worst book in many years

JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 93 Pop (12+): 396,400	Stations: 27 / 22	Last Year's Revenue: \$12,900,000
MSA Rank: 107	Diarles: 932/425:1/58.6%	Household Income: \$32,203
MSA Pop: 458,000	Sample Target: 860	Total Retail Sales: \$4.2 Bil.
DMA: 93	% Below Line: 4.9	#1 Biller: WXBQ-AF \$4,500,000
Average Persons Rating: 14.5	% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 18,018	Bristol \$5,100,000

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WXBQ-F	C	130 / 22.7	24.6	30.4	29.0	1539 / 38.8	42.4	47.7	171 / 2198	F	WXBQ-F
2	WQUT-F	AOR/CL	69 / 12.1	12.8	13.5	12.9	984 / 24.8	21.0	27.5	91 / 1266	D	WQUT-F
3	WAEZ-F	CHR	62 / 10.8	6.7	3.7	4.0	875 / 22.1	18.1	9.8	80 / 1119	A	WAEZ-F
4	WTFM-F	AC	44 / 7.7	9.2	9.5	9.3	831 / 21.0	21.5	26.0	56 / 1117	D	WTFM-F
5	WGOC	C	24 / 4.2	4.5	3.5	2.6	360 / 9.1	5.6	5.3	25 / 380	A	WGOC
6	WKOS-F	O	23 / 4.0	3.4	3.7	4.2	370 / 9.3	12.3	10.3	24 / 388	A	WKOS-F
7	WJCW	N/T	21 / 3.7	4.3	3.5	3.6	418 / 10.6	9.3	3.5	23 / 453	B	WJCW
8	WZAP	REL	16 / 2.8	0.7	0.9	1.6	159 / 4.0	2.0	3.8	16 / 167		WZAP
	WRZK-F	AOR	16 / 2.8	2.9			357 / 9.0	7.1		22 / 444		WRZK-F
	WKPT	ST/EZ	16 / 2.8	1.6	3.3	2.6	276 / 7.0	4.8	5.9	16 / 276	A	WKPT
11	WETB	G	14 / 2.4	1.1	1.4	2.0	162 / 3.8	2.4	3.3	14 / 152		WETB

12+ FM Share (Metro): 76.53 % (388 of 507) (Fall 96: 80.40 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEZ-F >>	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >>
2 WXBQ-F >	2 WAEZ-F	2 WQUT-F	2 WQUT-F >	2 WQUT-F >	2 WQUT-F	2 WQUT-F >	2 WQUT-F	2 WAEZ-F	2 WAEZ-F >	2 WAEZ-F
	3 WQUT-F >>	3 WAEZ-F	3 WTFM-F	3 WTFM-F >	3 WTFM-F	3 WAEZ-F <	3 WTFM-F <	3 WQUT-F	3 WQUT-F >>	3 WQUT-F >
	4 WTFM-F >>	4 WTFM-F >>	4 WAEZ-F >	4 WAEZ-F <	4 WGOC <	4 WTFM-F >	4 WAEZ-F >	4 WTFM-F >>	4 WTFM-F	4 WTFM-F <
			5 WKOS-F >	5 WKOS-F >	5 WKOS-F <	5 WGOC	5 WGOC	5 WRZK-F	5 WRZK-F >	5 WKOS-F
					6 WJCW	6 WKOS-F	6 WJCW <			6 WGOC
					7 WJCW >					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WAEZ-F	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >>	1 WXBQ-F >>	1 WAEZ-F >>	1 WQUT-F	1 WQUT-F >>	1 WQUT-F	1 WQUT-F	1 WXBQ-F
2 WXBQ-F >>	2 WAEZ-F >>	2 WAEZ-F	2 WAEZ-F <	2 WTFM-F >	2 WXBQ-F >	2 WXBQ-F	2 WXBQ-F >>	2 WXBQ-F >>	2 WXBQ-F >>	2 WAEZ-F >>
3 WRZK-F	3 WTFM-F >	3 WTFM-F >>	3 WTFM-F >>	3 WAEZ-F	3 WQUT-F >	3 WAEZ-F >>	3 WAEZ-F >>	3 WAEZ-F >>	3 WGOC	
	4 WQUT-F >>	4 WQUT-F >>	4 WQUT-F	4 WKOS-F	4 WRZK-F >>			4 WRZK-F	4 WTFM-F	
			5 WKOS-F	5 WQUT-F >>					5 WJCW	
									WKOS-F	
									WAEZ-F >	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	44 (1)	44 (1)	8.7 %	10.7 %
AOR/Classic/NR	0 (0)	92 (3)	92 (3)	18.1 %	16.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	67 (2)	67 (2)	13.2 %	3.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	42 (5)	152 (5)	194 (10)	38.3 %	45.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	27 (3)	0 (0)	27 (3)	5.3 %	5.7 %
Oldies	0 (0)	26 (2)	26 (2)	5.1 %	4.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	33 (3)	7 (1)	40 (4)	7.9 %	5.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	17 (2)	0 (0)	17 (2)	3.4 %	3.8 %
Totals	119 (13)	388 (14)	507 (27)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBEJ	C	1240	Elizabethton, TN 0.7 2.7 4 105
WEMB	C	1420	Erwin, TN 0.9 2.1 5 83
WGAT	C	1050	Gate City, TN 0.9 2.3 5 92
WIKQ-F	C	94.9	Greenville, TN 0.5 3.3 6 222
WKIN	T	1320	Kingsport 0.3 2.6 2 111
WKTP	ST/EZ	1590	Jonesborough, TN 0.2 0.8 1 31
WMCH	REL	1260	Church Hill, TN 0.5 1.6 7 73
WMEV-F	C	93.9	Marion, VA 1.4 5.4 47 482
WRGS	C	1370	Rogersville, TN 0.7 1.8 4 70
WXBQ	T	980	Bristol, VA 0.7 3.8 4 161
WXIS-F	CHR	103.9	Erwin 0.9 6.1 11 317

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAXM-F	C	93.5	Big Stone Gap, VA 0.3 1.7 21 238
WIMZ-F	AOR	103.5	Knoxville 1.2 5.1 28 523
WIVK-F	C	107.7	Knoxville 1.6 3.7 59 655
WMIT-F	REL	106.9	Black Mtn., NC 1.2 3.2 16 343
WMYU-F	O	102.1	Sevierville, TN 0.5 1.3 21 198

JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
Bloomington WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM	20.1 %	25.9 %	25.6 %
Bristol WAEZ-FM, WXBQ-AM, WXBQ-FM	34.2 %	32.6 %	39.5 %
Home News WKPT-AM, WKTP-AM, WOPI-AM, WTFM-FM	10.7 %	10.7 %	17.8 %
	65.0 %	69.2 %	82.9 %

AM Stations

WETB	790	5 kw/0.072 kw	Gospel		\$10.00	—		
WGOC	640	10 kw/0.81 kw (DA-N)	Country	Westwd	\$ NA	TN		Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz	Bloomington	
WKPT	1400	1 kw	Standards/EZ List	ABC	\$<20.00	Eastman	Home News	
WXBQ	980	5 kw/1 kw (DA-N)	Talk	ABC, Westwd	\$ NA	Christal	Bristol	
WZAP	690	10 kw (DA, Days)	Religion		\$ NA	Gates		

FM Stations

WAEZ	99.3	3.8 kw @ 794	CHR		\$<20.00	Christal	Bristol	Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz	Bloomington	
WQUT	101.5	100 kw @ 1499	AOR/Classic	Westwd, CNN	\$52.00	Katz	Bloomington	
WRZK	105.9	1.5 kw @ 1296	AOR	ABC	\$ NA	Eastman		Colonial Hts.
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman	Home News	
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal	Bristol	
WXIS	103.9	3 kw @ 328	CHR	ABC	\$ NA	—		Erwin

Notes:

Jim Duncan

Comments: Listening levels are steady . . . WXBQ-F continues to see its share erode, although it still comfortably leads the market . . . Bristol Broadcasting can take consolation in the performance of WAEZ-F, which achieved its highest share ever

JOHNSTOWN

Arbltron Rank: 168 Pop (12+): 201,800	Stations: 28 / 10	Last Year's Revenue: \$6,000,000
MSA Rank: 180	Diaries: 690/292:1/62.4%	Household Income: \$30,815
MSA Pop: 237,000	Sample Target: 680	Total Retail Sales: \$1.89 Bil.
DMA: 90 (w/Altoona)	% Below Line: 25.8	#1 Biller: WMTZ-F \$1,400,000
Average Persons Rating: 14.6	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 20,180	Talleyrand (pend.) \$1,760,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WMTZ-F	C	56 / 19.0	18.1	19.0	15.4	695 / 29.5	26.1	28.1	68 / 714	C
2	WKYE-F	AC	36 / 12.2	13.5	13.9	11.1	429 / 21.3	26.5	25.1	51 / 643	C
3	WGLU-F	CHR	28 / 9.5	8.3	8.5	9.1	428 / 21.2	21.7	21.8	32 / 542	C
4	WQKK-F	AOR/CL	15 / 5.1	6.4	7.0	6.3	291 / 14.4	17.2	16.9	18 / 386	B
5	WSRA-F	SAC	14 / 4.7	5.2	6.3	7.4	254 / 12.6	13.4	13.9	17 / 276	A
6	WFGY-F	C	13 / 4.4	3.1	4.8	4.6	212 / 10.5	10.2	10.7	34 / 510	
7	WDVE-F	AOR	12 / 4.1	4.3	5.7	5.1	184 / 9.1	11.0	11.7	19 / 304	
8	WJAC	ST/FS	10 / 3.4	4.6	3.6	5.1	185 / 9.2	9.7	8.2	10 / 205	A
9	WVSC	O	9 / 3.0	0.9	2.1	2.6	115 / 5.7	2.9	3.7	9 / 115	
10	WSGY-F	C	8 / 2.7	1.2	1.8	3.4	150 / 7.4	4.4	5.7	8 / 150	

12+ FM Share (Metro): 88.85 % (231 of 260) (Fall 96: 91.25 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGLU-F >>	1 WMTZ-F >>	1 WMTZ-F	1 WMTZ-F <	1 WMTZ-F	1 WMTZ-F <	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F >	1 WMTZ-F	1 WMTZ-F >>
2 WMTZ-F	2 WGLU-F >	2 WKYE-F >	2 WKYE-F >	2 WKYE-F >>	2 WKYE-F >>	2 WKYE-F >	2 WKYE-F >	2 WKYE-F >	2 WGLU-F >>	2 WGLU-F
WQKK-F >>	3 WQKK-F	3 WGLU-F >	3 WGLU-F	3 WGLU-F	3 WSRA-F	3 WGLU-F >	3 WGLU-F >	3 WGLU-F >	3 WKYE-F	3 WKYE-F >
4 WKYE-F >>	4 WQKK-F	4 WDVE-F	4 WDVE-F	4 WFGY-F	4 WSRA-F <	4 WQKK-F <	4 WQKK-F <	4 WQKK-F	4 WQKK-F	4 WSRA-F <
	WDVE-F >	5 WQKK-F	5 WQKK-F	5 WJAC	5 WQKK-F <	5 WFGY-F <	5 WDVE-F <	5 WDVE-F <	5 WQKK-F	5 WQKK-F
			WSRA-F		6 WDVE-F <	6 WSRA-F	6 WFGY-F <	6 WSRA-F	6 WSRA-F	WFGY-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WMTZ-F >>	1 WMTZ-F >>	1 WMTZ-F >>	1 WMTZ-F >	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F	1 WKYE-F	1 WMTZ-F	1 WMTZ-F >
2 WGLU-F >>	2 WGLU-F >>	2 WGLU-F >>	2 WKYE-F	2 WKYE-F >	WQKK-F >	2 WQKK-F	WPRR-F >	WMTZ-F	2 WKYE-F >	2 WSRA-F >
	3 WKYE-F	3 WKYE-F	3 WGLU-F >>	3 WGLU-F >>	3 WKYE-F	WGLU-F >		3 WDVE-F >	3 WDVE-F >	3 WGLU-F
	WQKK-F >	WQKK-F >>	4 WQKK-F	4 WQKK-F	WGLU-F >>	4 WKYE-F		4 WQKK-F >	4 WSRA-F	
			5 WFGY-F	WFGY-F		WPRR-F		5 WGLU-F >	5 WQKK-F	
						WDVE-F >			WGLU-F	
									WRRK-F	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	38 (2)	38 (2)	14.6 %	17.5 %
AOR/Classic/NR	0 (0)	38 (5)	38 (5)	14.6 %	16.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	37 (3)	37 (3)	14.2 %	11.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	87 (6)	87 (6)	33.5 %	31.0 %
Full Service	10 (1)	0 (0)	10 (1)	3.8 %	4.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (2)	0 (0)	5 (2)	1.9 %	2.4 %
Oldies	9 (1)	14 (3)	23 (4)	8.8 %	8.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	17 (2)	17 (2)	6.5 %	0.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	5 (1)	0 (0)	5 (1)	1.9 %	7.1 %
Totals	29 (5)	231 (21)	260 (26)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WNTJ	T	1490	Johnstown	1.0	3.1	4 70
WYSN	ST	1330	Somerses	1.7	4.0	5 81

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDKA	N/T	1020	Pittsburgh	0.7	2.6	13 123
WALY-F	O	103.9	Bellwood	1.4	3.3	5 87
WBXQ-F	AOR	94.3	Cresson	1.4	3.6	5 90
WBZZ-F	CHR	93.7	Pittsburgh	1.4	6.4	8 213
WDSY-F	C	107.9	Pittsburgh	0.7	2.3	4 107
WFJY-F	C	105.7	Portage	0.7	3.0	2 61
WFRB-F	C	105.3	Frostburg, MD	2.0	4.9	8 117
WLTJ-F	SAC	92.9	Pittsburgh	1.0	3.6	8 146
WPRR-F	CHR	100.1	Altoona	1.7	3.2	6 79
WRRK-F	CL AOR	96.9	Braddock	1.7	4.3	6 130
WWTY-F	AC-NR	96.1	Pittsburgh	0.7	1.9	2 64
WWSW-F	O	94.5	Pittsburgh	1.4	3.3	8 131
WXDX-F	AOR-NR	105.9	Pittsburgh	0.7	2.6	6 86
WZPT-F	CL HITS	100.7	New Kensington	2.0	5.7	12 136

JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
Forever	21.3 %	22.5 %	25.8 %
WJAC-AM, WKYE-FM, WSGY-FM, WVSC-AM			
Talleyrand, pend.	14.6 %	12.9 %	29.3 %
WGLU-FM, WQKK-FM			
	35.9 %	35.4 %	55.1 %

AM Stations

WJAC	850	10 kw (DA-1)	Standards/Full Svc	Westwd, ABC	\$<20.00	Mc-Guild	Forever	
WNTJ	1490	1 kw	News/Talk	CNN, Talknt, Westwd	\$<20.00	Katz	Dame	
WVSC	990	10 kw/0.1 kw (DA-2)	Oldies	ABC	\$<20.00	Regional	Forever	Somerset

FM Stations

WGLU	92.1	0.58 kw @ 1043	CHR	Source	\$25.00	Christal	Talleyrand, pend.	
WKYE	95.5	57 kw @ 1059	AC	Westwd	\$30.00	Mc-Guild	Forever	
WMTZ	96.5	50 kw @ 489	Country		\$34.00	Katz	Dame	
WQKK	99.1	50 kw @ 500	AOR/Classic		\$20.00	Mc-Guild	Talleyrand, pend.	Ebensburg
WSGY	97.7	3.5 kw @ 430	Country		\$<20.00	Regional	Forever	Scmerset
WSRA	101.7	0.72 kw @ 643	Soft AC	CNN, Westwd	\$<20.00	Commercial	WYSN	Central City

Notes: 9/97 WZGO-AF sold by GHB to Forever for \$425,000 . . . 10/97 WZGO-F changed from Oldies to simulcast WFGY-F Altoona as WFJY-F . . . 11/97 WGLU-F/WQKK-F sold by Citadel to Talleyrand (WZWW-F, State College) for \$_____

Jim Duncan

Comments: Listening levels dropped significantly (-10%) from last year . . . WSRA-F experiences its fourth straight 12+ share loss

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

KALAMAZOO

Arbitron Rank: 172 Pop (12+): 192,800	Stations: 26 / 12	Last Year's Revenue: \$9,000,000
MSA Rank: 110 (w/ Battle Creek)	Diaries: 1,020/189:1/52.4%	Household Income: \$42,890
MSA Pop: 232,000	Sample Target: 960	Total Retail Sales: \$2.6 Bil.
DMA: #38 (w/Grand Rapids)	% Below Line: 25.8	#1 Biller: WRKR-F \$1,800,000
Average Persons Rating: 13.8	% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL In Hours: 18.30	Pop per Station: 16,067	WKFR-F/WKMI/WRKR-F \$3,850,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WKFR-F	CHR	27 / 10.1	12.4	12.0	9.4	556 / 28.8	29.3	29.9	55 / 1084	C	WKFR-F
2	WBCT-F	C	26 / 9.7	11.3	9.1	11.2	312 / 16.2	21.1	16.5	66 / 859		WBCT-F
3	WRKR-F	AOR	25 / 9.4	11.3	9.8	9.0	426 / 22.1	19.8	23.4	47 / 762	C	WRKR-F
4	WFAT-F	AC	22 / 8.2	9.1	6.2	7.2	380 / 20.2	16.0	17.0	26 / 446	C	WFAT-F
5	WQLR-F	AC	21 / 7.9	7.3	6.6	8.0	328 / 17.1	16.3	18.2	29 / 538	C	WQLR-F
6	WKZO	N/T	17 / 6.4	3.6	5.5	4.3	338 / 17.5	12.0	16.4	24 / 497	B	WKZO
7	WGRD-F	AOR-NR	11 / 4.1	2.9	3.6	4.0	281 / 13.5	10.3	10.8	30 / 580		WGRD-F
8	WNWN	B/AC	9 / 3.4	5.1	4.4	1.1	71 / 3.7	4.1	3.2	9 / 71		WNWN
	WOOD-F	SAC	9 / 3.4	2.5	3.6	5.8	220 / 11.4	10.6	11.3	31 / 543		WOOD-F
10	WNWN-F	C	8 / 3.0	5.5	3.3	4.0	154 / 8.0	11.3	8.9	35 / 497	B	WNWN-F
11	WKMI	T	7 / 2.6	1.8	5.1	4.7	140 / 7.2	5.0	9.3	10 / 191	B	WKMI
	WQXC-F	O	7 / 2.6	2.9	3.6	4.0	198 / 10.3	8.1	10.6	10 / 300	A	WQXC-F
	WKLQ-F	AOR	7 / 2.6	2.2	2.2	1.8	204 / 10.6	7.3	8.9	27 / 493		WKLQ-F

12+ FM Share (Metro): 79.19 % (175 of 221) (Fall 96: 77.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F >>	1 WRKR-F <	1 WRKR-F	1 WRKR-F	1 WBCT-F	1 WBCT-F	1 WBCT-F	1 WFAT-F <	1 WKFR-F	1 WKFR-F	1 WKFR-F
2 WGRD-F >	2 WFAT-F <	2 WFAT-F <	WFAT-F	WRKR-F <	2 WQLR-F <	WKZO <	2 WBCT-F <	2 WRKR-F <	2 WRKR-F >	2 WBCT-F
3 WRKR-F	3 WKFR-F >	3 WBCT-F	3 WBCT-F	3 WQLR-F	3 WKZO >	3 WKFR-F	3 WRKR-F	3 WBCT-F	3 WBCT-F	3 WKZO <
WFAT-F >>	4 WBCT-F	WKFR-F	4 WKFR-F	WFAT-F	4 WRKR-F	WRKR-F	4 WQLR-F <	WFAT-F	4 WFAT-F	4 WRKR-F
	5 WKLO-F	5 WQLR-F >	WQLR-F >>	5 WKFR-F >>	5 WKFR-F	5 WQLR-F	5 WKFR-F >	5 WKFR-F >	WGRD-F	5 WQLR-F >
	WGRD-F >	6 WGRD-F	6 WNWN	6 WNWN	WFAT-F	6 WFAT-F	6 WKMI	6 WGRD-F	6 WKZO	6 WGRD-F
			WGRD-F	WOOD-F		7 WKLQ-F		7 WQLR-F		WFAT-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 WKFR-F >>	1 WKFR-F >	1 WKFR-F	1 WKFR-F	1 WQLR-F	1 WRKR-F	1 WRKR-F >	1 WRKR-F	1 WRKR-F >	1 WRKR-F	1 WKZO >
2 WFAT-F >>	2 WFAT-F	WFAT-F	2 WQLR-F	2 WBCT-F	2 WBCT-F >	2 WFAT-F >	2 WFAT-F >>	2 WFAT-F	2 WFAT-F	2 WBCT-F
	3 WBCT-F >	3 WBCT-F >	3 WBCT-F	3 WKFR-F	3 WKFR-F	3 WBCT-F	3 WGRD-F	3 WBCT-F >	3 WBCT-F >	WKFR-F
	4 WQLR-F	4 WQLR-F	WFAT-F >	WFAT-F >	WKLQ-F >>	WKLQ-F	WKLQ-F >>	4 WKFR-F >	4 WKFR-F	
	WGRD-F	WGRD-F	5 WRKR-F	5 WRKR-F		5 WKFR-F		5 WKLO-F	WQLR-F >	
	WRKR-F >	WRKR-F >>	6 WNWN	6 WNWN		WGRD-F >>		6 WQLR-F	6 WKZO	
								WGRD-F >	WQXC-F >	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WKPR	REL	1420	Kalamazoo	0.7	1.1	2	21
WQSN	SPRTS	1470	Kalamazoo	1.1	3.8	6	81
WZUU-F	CL AOR	92.3	Allegan	1.5	5.0	9	190

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBCK	T	930	Battle Creek	0.7	2.2	4	89
WFRN-F	REL	104.7	Elkhart, IN	0.7	0.9	5	97
WGN	FS/T	720	Chicago	0.4	0.8	3	59
WJXQ-F	AOR	106.1	Jackson	0.4	3.1	7	137
WLAV-F	CL AOR	96.9	Grand Rapids	0.4	2.3	15	199
WQXC	ST	980	Otsego	1.9	3.3	9	126
WSNX-F	CHR	104.5	Muskegon	0.4	2.0	6	184
WWTI-F	AC/CHR	96.1	Holland	0.4	2.8	7	204
WWKN-F	O	104.9	Marshall	0.4	1.9	8	119
WXIK-F	C	94.1	Jackson	0.4	2.3	4	105

KALAMAZOO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	44 (3)	44 (3)	19.9 %	15.7 %	Forum	6.0 %	5.3 %	1.9 %
AOR/Classic/NR	0 (0)	49 (6)	49 (6)	22.2 %	21.7 %	WQXC-AM, WQXC-FM, WZUU-FM			
Black/Urban	9 (1)	0 (0)	9 (1)	4.1 %	5.2 %	Local - 1	22.1 %	22.0 %	42.7 %
CHR	0 (0)	28 (2)	28 (2)	12.7 %	14.3 %	WKFR-FM, WKMI-AM, WRKR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local - 2	15.4 %	14.7 %	28.6 %
Country	0 (0)	35 (3)	35 (3)	15.8 %	16.1 %	WKZO-AM, WQLR-FM, WQSN-AM			
Full Service	1 (1)	0 (0)	1 (1)	0.5 %	0.0 %	Midwest Communications	14.6 %	16.7 %	24.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WFAT-FM, WNWN-AM, WNWN-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		58.1 %	58.7 %	97.3 %
News/Talk	26 (3)	0 (0)	26 (3)	11.8 %	13.0 %				
Oldies	0 (0)	8 (2)	8 (2)	3.6 %	4.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	2 (1)	4 (2)	1.8 %	3.0 %				
Soft AC/EZ	0 (0)	9 (1)	9 (1)	4.1 %	4.3 %				
Sports	3 (1)	0 (0)	3 (1)	1.4 %	0.0 %				
Standards	5 (1)	0 (0)	5 (1)	2.3 %	2.2 %				
Totals	46 (8)	175 (18)	221 (26)						

AM Stations

WKMI	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz	WKFR-FM/WRKR-F
WKZO	590	5 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Sentry	WQLR-FM/QSN
WNWN	1560	4.1 kw (Days, DA)	Black AC		\$<20.00	Christal	Midwest Comm.

FM Stations

WFAT	96.5	3.6 kw @ 259	AC	Westwd	\$32.00	Christal	Midwest Comm.	Portage
WKFR	103.3	50 kw @ 483	CHR	Westwd	\$37.00	Katz	WKMI/WRKR-F	Battle Creek
WNWN	98.5	50 kw @ 469	Country		\$24.00	Christal	Midwest Comm.	Coldwater
WQLR	106.5	33 kw @ 600	AC		\$40.00	Sentry	WKZO/WQSN	
WQXC	100.9	3 kw @ 299	Oldies	AP	\$<20.00	—	WQXC/WZUU-F	Otsego
WRKR	107.7	50 kw @ 500	AOR	ABC	\$41.00	Katz	WKMI/WKFR-F	Portage

Notes: Other ranked stations -- See Grand Rapids

Jim Duncan

Comments: Listening levels are down slightly . . . WKZO has its highest share since Fall 1994 . . . WNWN-F fell way back from the recovery it made in the Spring

KANSAS CITY

Arbitron Rank: 26 Pop (12+): 1,384,100	Stations: 27 / 27	Last Year's Revenue: \$65,000,000
MSA Rank: 29	Diaries: 2,727/508:1/53.2%	Household Income: \$45,022
MSA Pop: 1,690,000	Sample Target: 2,660	Total Retail Sales: \$18.0 Bil.
DMA: 32	% Below Line: 0.0	#1 Biller: KCFX-F \$9,400,000
Average Persons Rating: 15.8	% Not Listed: 8.6	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 51,263	Entercom \$21,020,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KPRS-F	219 / 10.0	8.6	8.0	7.9	8.4	8.6	2004 / 14.5	13.0	12.1	236 / 2277	F	KPRS-F
2	KFKF-F	147 / 6.7	6.1	7.0	7.3	7.6	6.8	2004 / 14.5	17.4	18.1	170 / 2350	G	KFKF-F
3	KMXV-F	143 / 6.5	8.2	8.3	6.5	5.2	7.4	2889 / 20.9	22.3	16.7	175 / 3825	E	KMXV-F
4	WDAF	138 / 6.3	6.5	6.6	7.5	7.3	6.7	1577 / 11.4	12.6	12.8	213 / 2515	G	WDAF
5	KCFX-F	130 / 6.0	6.3	6.1	5.4	7.2	5.9	3154 / 22.8	17.6	25.5	169 / 3928	H	KCFX-F
6	KBEQ-F	129 / 5.9	6.0	6.2	6.4	5.5	6.1	1907 / 13.8	15.3	13.4	165 / 2520	G	KBEQ-F
7	KMBZ	120 / 5.5	6.1	5.8	5.5	5.2	5.7	2004 / 14.5	16.1	13.9	128 / 2211	F	KMBZ
8	KLTH-F	116 / 5.3	3.7	4.2	4.2	4.3	4.4	1687 / 12.2	11.0	11.1	140 / 2110	D	KLTH-F
9	KCMO-F	111 / 5.1	6.5	6.3	5.7	5.0	5.9	1957 / 14.1	16.6	14.6	133 / 2580	E	KCMO-F
	KUDL-F	111 / 5.1	4.5	3.3	3.6	3.8	4.1	1799 / 13.0	12.3	11.4	123 / 2096	F	KUDL-F
10	KQRC-F	107 / 4.9	5.1	5.3	6.2	6.6	5.4	1736 / 12.5	13.8	14.1	149 / 2452	E	KQRC-F
11	KCIY-F	94 / 4.3	4.5	3.8	4.6	4.3	4.3	1398 / 10.1	10.5	9.8	98 / 1517	D	KCIY-F
12	KXTR-F	83 / 3.8	3.0	2.6	3.3	2.9	3.2	1089 / 7.9	7.5	9.0	102 / 1369	C	KXTR-F
13	KCMO	77 / 3.5	3.4	4.3	3.8	4.3	3.8	1429 / 10.3	10.9	11.4	94 / 1817	C	KCMO
14	KYYS-F	74 / 3.4	3.0	3.4	3.9	4.2	3.4	1972 / 14.2	10.6	11.6	104 / 2728	F	KYYS-F
15	KCCX-F	AOR-NR	32 / 1.5	1.6	2.1	2.3	1.9	991 / 7.2	9.8	9.7	50 / 1485	C	KCCX-F
16	KPRT	G	29 / 1.3	1.2	1.4	2.0	1.6	395 / 2.9	3.1	3.3	29 / 395	A	KPRT
17	KFEZ	ST	23 / 1.1	1.5	1.2	0.6	1.8	354 / 2.6	3.2	3.8	23 / 354	A	KFEZ
18	KCTE	SPRTS	21 / 1.0	1.0	0.8	0.6	1.2	255 / 1.8	1.9	1.6	23 / 298		KCTE

12+ FM Share (Metro): 77.39 % (1544 of 1995) (Fall 96: 74.96 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KPRS-F >	1 KPRS-F	1 KPRS-F <	1 KPRS-F >	1 KPRS-F	1 KPRS-F >	1 KPRS-F <	1 KCFX-F <	1 KCFX-F	1 KCFX-F	1 KPRS-F >
2 KBEQ-F	2 KMXV-F	2 KMXV-F >	2 KMXV-F	2 KFKF-F <	2 KMXV-F	2 KQRC-F	2 KQRC-F	2 KPRS-F <	2 KLTH-F <	2 KUDL-F <
3 KUDL-F	3 KBEQ-F	3 KBEQ-F	3 KFKF-F <	3 KMXV-F	KQRC-F	3 KCFX-F <	3 KLTH-F <	3 KLTH-F <	3 KMBZ <	3 KCMO
4 KMXV-F	4 KQRC-F <	KQRC-F <	4 KBEQ-F	4 KBEQ-F <	4 KLTH-F	4 KLTH-F	4 KPRS-F	4 KQRC-F <	4 KBEQ-F <	4 KFKF-F
KQRC-F	5 KUDL-F <	5 KYYS-F <	5 KUDL-F	5 KCMO-F	KCCX-F	5 KMXV-F	5 KBEQ-F	5 KBEQ-F <	5 KPRS-F <	
6 KFKF-F	6 KLTH-F	6 KCFX-F <	KUDL-F	6 KBEQ-F	6 KBEQ-F	6 KMXV-F <	6 KFKF-F <	6 KQRC-F <	6 KQRC-F <	
KYYS-F <	KFKF-F	7 KLTH-F <	7 KCFX-F <	KYYS-F >	7 KFKF-F <	7 KFKF-F	7 KMBZ <	7 KFKF-F	7 KFKF-F	
		8 KCMO-F	8 KLTH-F			8 KYYS-F	8 KMXV-F	8 KCMO-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCCV	REL	760	Overland Park, KS 0.4 1.3 14 243
KCCV-F	REL	92.3	Olathe, KS 0.5 2.3 13 354
KCHZ-F	CHR	95.7	Ottawa, KS 0.8 3.6 22 701
KCXL	T	1140	Liberty, MO 0.5 1.1 13 174
KLZR-F	AOR-NR	105.9	Lawrence, KS 0.7 3.2 43 1112
KPHN	N/T	1190	Kansas City 0.7 2.0 15 286
WHB-AF	C/FARM	810	Kansas City 0.5 3.1 43 773

KANSAS CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	185 (2)	185 (2)	9.3 %	4.1 %	CBS	22.5 %	24.4 %	30.3 %
AOR/Classic/NR	0 (0)	400 (5)	400 (5)	20.1 %	20.7 %	KBEQ-FM, KFKF-FM, KMXV-FM, KOWW-AM, KYYS-FM			
Black/Urban	0 (0)	219 (1)	219 (1)	11.0 %	9.1 %	Entercom	30.8 %	29.3 %	32.3 %
CHR	0 (0)	161 (2)	161 (2)	8.1 %	8.2 %	KCMO-AM, KCMO-FM, KLTH-FM, KMBZ-AM, KUDL-FM, WDAF-AM			
Classical	0 (0)	83 (1)	83 (1)	4.2 %	3.1 %	Local	1.8 %	0.8 %	2.4 %
Country	8 (1)	280 (3)	288 (4)	14.4 %	14.8 %	KFEZ-AM, KPHN-AM			
Full Service	138 (1)	0 (0)	138 (1)	6.9 %	8.0 %	Sinclair Broadcast Group	19.0 %	21.7 %	26.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KCAZ-AM, KCFX-FM, KCIY-FM, KQRC-FM, KXTR-FM			
Jazz	0 (0)	94 (1)	94 (1)	4.7 %	4.7 %		74.1 %	76.2 %	91.7 %
News/Talk	223 (4)	0 (0)	223 (4)	11.2 %	11.0 %				
Oldies	0 (0)	111 (1)	111 (1)	5.6 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	38 (2)	11 (1)	49 (3)	2.5 %	2.7 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.7 %				
Sports	21 (1)	0 (0)	21 (1)	1.1 %	1.3 %				
Standards	23 (1)	0 (0)	23 (1)	1.2 %	2.0 %				
Totals	451 (10)	1544 (17)	1995 (27)						

AM Stations

Station	Power	Time	Format	Network	Rate	Agency	Advertiser
KCMO	710	10kw/5 kw (DA-2)	Talk	CBS, WW1, ABC	\$40.00	D&R	Entercom
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00	Allied	Independence
KFEZ	1340	1 kw	Standards		\$20.00	---	KPHN
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom
KPRT	1590	1 kw/0.047 kw	Gospel	CNN, AURN	\$20.00	Eastman	
WDAF	610	5 kw	Country/Full Svc	ABC	\$89.00	Katz	Entercom

FM Stations

Station	Freq	Power	Time	Format	Network	Rate	Agency	Advertiser
KBEQ	104.3	100 kw @ 987		Country	ABC	\$104.00	Eastman	CBS
KCCX	107.3	100 kw @ 1184		AOR-New Rock		\$35.00	Allied	Lexington, MO
KCFX	101.1	97 kw @ 994		Classic AOR	Westwd	\$147.00	Christal	Sinclair Bcst Gp Harrisonville, MO
KCIY	106.5	100 kw @ 981		Jazz		\$57.00	Christal	Sinclair Bcst Gp Liberty
KCMO	94.9	100 kw @ 1057		Oldies		\$70.00	Sentry	Entercom
KFKF	94.1	100 kw @ 995		Country		\$140.00	Eastman	CBS
KLTH	99.7	100 kw @ 1010		Classic AOR		\$67.00	D&R	Entercom
KMXV	93.3	100 kw @ 1056		CHR		\$71.00	Allied	CBS
KMZU	100.7	100 kw @ 984		See WHB-F				Carrollton, MO
KPRS	103.3	100 kw @ 995		Black	AURN, ABC, WW1	\$79.00	Interep	
KQRC	98.9	100 kw @ 1057		AOR	ABC	\$77.00	Christal	Sinclair Bcst Gp Leavenworth, KS
KUDL	98.1	100 kw @ 995		AC	AP	\$70.00	Allied	Entercom
KXTR	96.5	100 kw @ 984		Classical		\$51.00	Christal	Sinclair Bcst Gp
KYYS	102.1	100 kw @ 1000		Modern AC		\$87.00	Katz	CBS

Notes: 9/97 KCMO (810) and WHB (710) swapped facilities . . . 10/97 KYYS-F changed from AOR to Modern AC (AC-NR) as "The Zone" . . . 10/97 KLTH-F changed from Soft AC to Classic AOR as "The New 99.7, KY", picking up the programming formerly on KYYS-F . . . 12/97 KYYS-F changed calls to KOZN-F . . . 12/97 KLTH-F changed calls to KYYS-F

Jim Duncan

Comments: Listening levels are fairly steady . . . KPRS-F climbed into double figures; this is the first time a Kansas City station has achieved that in more than three years . . . KQRC-F is down for the fourth consecutive book . . . KXTR-F recorded its highest share in more than three years

KNOXVILLE

Arbltron Rank: 68	Pop (12+): 561,900	Stations: 25 / 21	Last Year's Revenue: \$23,500,000
MSA Rank: 81		Diaries: 1,767/318:1/55.6%	Household Income: \$35,806
MSA Pop: 656,000		Sample Target: 1,690	Total Retail Sales: \$8.4 Bil.
DMA: 62		% Below Line: 2.0	#1 Biller: WIVK-F \$8,300,000
Average Persons Rating: 15.2		% Not Listed: 11.4	#1 Billing Portfolio:
Market TSL in Hours: 20.25		Pop per Station: 26,757	Dick \$10,200,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	WIn 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WIVK-F	C	187 / 21.8	22.4	24.2	20.1	19.8	22.1	2381 / 42.4	40.9	39.0	342 / 4106	H	WIVK-F
2	WJXB-F	AC	107 / 12.5	10.9	11.7	11.2	11.0	11.6	1231 / 21.8	22.2	20.9	158 / 2034	E	WJXB-F
3	WIMZ-F	AOR/CL	88 / 10.3	11.1	11.2	10.1	11.1	10.7	1174 / 20.9	22.2	21.9	169 / 2340	D	WIMZ-F
4	WWST-F	CHR	61 / 7.1	9.0	8.5	6.5	7.5	7.8	1203 / 21.4	21.9	19.6	67 / 1435	C	WWST-F
5	WMYU-F	O	50 / 5.8	6.6	7.3	6.9	10.0	6.7	1024 / 18.2	17.0	20.1	92 / 1762	C	WMYU-F
6	WNOX	N/T	41 / 4.8	3.8	3.5	5.5	5.5	4.4	821 / 11.1	9.2	13.4	52 / 725	C	WNOX
7	WQBB-F	ST	39 / 4.6	4.6	4.1	4.9	3.6	4.5	483 / 8.1	7.7	8.8	50 / 614	A	WQBB-F
8	WOKI-F	C	34 / 4.0	4.2	4.2	4.5	4.7	4.2	727 / 12.9	12.7	13.0	94 / 1857	D	WOKI-F
9	WJBZ-F	REL	25 / 2.9	2.8	2.5	3.7	3.1	3.0	483 / 8.2	6.0	7.4	38 / 647		WJBZ-F
10	WNOX-F	N/T	17 / 2.0	2.1	1.2	1.8	1.6	1.8	289 / 5.1	3.8	4.1	19 / 346	A	WNOX-F
11	WRJZ	REL	15 / 1.8	0.9	1.1	1.2	0.7	1.2	239 / 4.3	3.9	3.3	15 / 252		WRJZ
12	WNFZ-F	AOR-NR	14 / 1.6	2.1	1.7	1.9	2.4	1.8	331 / 5.9	6.2	7.1	14 / 355	A	WNFZ-F
13	WGAP-F	C	12 / 1.4	1.2	1.3	1.7	1.0	1.4	241 / 4.3	3.8	3.6	12 / 250		WGAP-F
	WJOL	N	12 / 1.4	0.9	0.5	1.0	0.8	0.9	210 / 3.7	1.4	3.4	12 / 210		WJOL
15	WKGN	B	10 / 1.2	1.5	1.2	1.4	1.4	1.3	169 / 3.0	1.9	2.9	10 / 176	A	WKGN

12+ FM Share (Metro): 86.81 % (658 of 758) (Fall 96: 87.94 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WWST-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 >>
2	WIVK-F >	2 WIVK-F	2 WJXB-F <	2 WJXB-F	2 WJXB-F >	2 WJXB-F <	2 WJXB-F >	2 WJXB-F	2 WIMZ-F	2 WJXB-F
3	WJXB-F	3 WIMZ-F >	3 WIMZ-F >>	3 WIMZ-F >	3 WMYU-F <	3 WIMZ-F >>	3 WIMZ-F >	3 WIMZ-F	WWST-F	3 WWST-F
4	WWST-F >	4 WWST-F	4 WMYU-F	4 WMYU-F	4 WQBB-F <	4 WMYU-F <	4 WMYU-F <	4 WWST-F	4 WJXB-F >	4 WIMZ-F
		5 WMYU-F >	WWST-F >	5 WWST-F	5 WNOX	5 WNOX	5 WNOX <	5 WMYU-F	5 WOKI-F	5 WMYU-F
					6 WIMZ-F	WWST-F	6 WWST-F <	6 WNOX	6 WMYU-F	6 WQBB-F
								7 WQBB-F	WQBB-F	WOKI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite
1	WIVK-F	1 WIVK-F <	1 WJXB-F <	1 WJXB-F <	1 WIMZ-F >>	1 WIMZ-F >>	1 WIMZ-F >>	1 WIVK-F <	1 WIVK-F	1 WIVK-F >
2	WJXB-F >	2 WJXB-F	2 WIVK-F	2 WIVK-F >>	2 WIVK-F	2 WIVK-F >	2 WIVK-F >	2 WIMZ-F >>	2 WIMZ-F >>	2 WJXB-F >
3	WWST-F	3 WIMZ-F	3 WIMZ-F >	3 WIMZ-F <	3 WIMZ-F	3 WWST-F	3 WJXB-F	3 WJXB-F	3 WJXB-F	3 WQBB-F <
4	WIMZ-F >	4 WWST-F >	4 WWST-F >>	4 WWST-F >	4 WWST-F	4 WNFZ-F	4 WJXB-F >	4 WWST-F >>	4 WWST-F <	4 WIMZ-F >
			5 WMYU-F	WIMZ-F	WJXB-F	5 WMYU-F		5 WMYU-F >	WIMZ-F	
			WOKI-F >>	WIMZ-F	WIMZ-F >			6 WWST-F	WWST-F	

Other Rated Stations		Metro	Cume	TSA
		Share	Rating	AQH Cume
WDLY-F	C	105.5	Gatlinburg	0.4 1.7 4 110
WGAP	C	1400	Maryville	0.6 2.2 5 123
WIMZ	SPRTS	1240	Knoxville	0.6 2.4 5 134
WQBB	N/T	1040	Powell	0.9 1.4 8 77
WXST-F	O	105.3	Loudon	0.5 2.4 9 167
WYSH	C	1380	Clinton	0.5 1.3 4 75

Other Rated Stations—Outside Market				Metro	Cume	TSA
				Share	Rating	AQH Cume
WDRZ-F	CHR	103.1	Etowah	0.8	2.2	25 327
WEZG-F	CHR	99.3	Jefferson City	0.5	0.8	6 122
WXVO-F	AOR	98.7	Oliver Springs	0.7	2.1	9 199

KNOXVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	107 (1)	107 (1)	14.1 %	12.5 %	Dick	30.7 %	30.2 %	44.8 %
AOR/Classic/NR	0 (0)	108 (3)	108 (3)	14.2 %	15.3 %	WIOI-AM, WVK-FM, WNOX-AM, WNOX-FM, WXVO-FM			
Black/Urban	10 (1)	0 (0)	10 (1)	1.3 %	3.4 %	Journal Broadcast Group, pend.	18.4 %	15.9 %	14.4 %
CHR	0 (0)	72 (3)	72 (3)	9.5 %	8.9 %	WMYU-FM, WQBB-AM, WQBB-FM, WWST-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	5.6 %	5.0 %	10.1 %
Country	9 (2)	236 (4)	245 (6)	32.3 %	30.3 %	WNFZ-FM, WOKI-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	South Central	23.4 %	29.2 %	28.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WIMZ-AM, WIMZ-FM, WJXB-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		78.1 %	80.3 %	97.6 %
News/Talk	61 (3)	17 (1)	78 (4)	10.3 %	7.6 %				
Oldies	0 (0)	54 (2)	54 (2)	7.1 %	12.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	15 (1)	25 (1)	40 (2)	5.3 %	4.7 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %				
Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.7 %				
Standards	0 (0)	39 (1)	39 (1)	5.1 %	4.1 %				
Totals	100 (8)	658 (16)	758 (24)						

AM Stations

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

FM Stations

Station	Power	Time	Format	AP	NA	Other	Notes
WGAP	95.7	3 kw @ 328	Country	AP, ABC	\$ NA	Regional	Maryville
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	Eastman	South Central
WIVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz	Dick
WJBZ	96.3	2.9 kw @ 479	Religion		<\$20.00	—	Seymour
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman	South Central
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Journal Bcst Gp
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Allied	WOKI
WNOX	99.1	6 kw @ 325	News/Talk		—	Dick	Loudon
WOKI	100.3	100 kw @ 2000	Country	ABC, CBS	\$44.00	Allied	WNFZ-F
WQBB	104.5	2.8 kw @ 486	Standards	CNN	<\$20.00	Roslin	Journal, pend.
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman	Journal Bcst Gp

Notes: WOKI-F is LMA'd by Dick's WIVK-F . . . 8/97 WIVK (990) changed its calls back to WNOX . . . 1/98 WQBB-AF sold to Journal Broadcast Group for (est.) \$7,000,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WMYU-F is showing continuing weakness . . . WOKI-F is at its lowest levels in more than three years

LAFAYETTE, IN

Arbitron Rank: 230 Pop (12+): 118,500	Stations: 15 / 11	Last Year's Revenue: \$5,700,000
MSA Rank: 215	Diaries: 1,000/118:1/56.3%	Household Income: \$40,006
MSA Pop: 171,000	Sample Target: 960	Total Retail Sales: \$1.62 Bil.
DMA: 196	% Below Line: 6.7	#1 Biller: NA
Average Persons Rating: 12.6	% Not Listed: 16.8	#1 Billing Portfolio: NA
Market TSL in Hours: 17.00	Pop per Station: 10,773	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WKOA-F	C	27 / 18.1	16.5	17.1	16.9	16.5	351 / 29.6	24.5	24.7	60 / 720	WKOA-F
2 WKHY-F	AOR	16 / 10.7	14.5	10.7	14.2	12.2	295 / 24.9	23.5	26.4	25 / 430	WKHY-F
3 WAZY-F	CHR	15 / 10.1	9.0	12.8	11.5	13.7	399 / 33.7	26.9	37.3	22 / 630	WAZY-F
4 WGBD-F	AOR-NR	14 / 9.4	11.0	5.7	2.7	4.3	311 / 26.2	23.5	16.4	17 / 416	WGBD-F
5 WGLM-F	AC	12 / 8.1	9.0	9.3	8.8	10.1	194 / 16.3	19.0	17.6	22 / 299	WGLM-F
WASK-F	O	12 / 8.1	4.1	6.4	5.4	5.8	168 / 14.2	12.4	15.7	13 / 204	WASK-F
7 WEZV-F	EZ	7 / 4.7	4.1	5.0	4.7	5.0	98 / 8.3	7.4	8.6	10 / 132	WEZV-F
8 WNJY-F	O	5 / 3.4	4.1	2.9	3.4	1.4	108 / 9.1	10.1	7.6	14 / 236	WNJY-F

12+ FM Share (Metro): 93.55 % (116 of 124) (Fall 96: 92.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGBD-F	1 WKHY-F <	1 WKOA-F	1 WKOA-F >	1 WKOA-F >	1 WKOA-F >	1 WKOA-F	1 WKOA-F >	1 WKOA-F >	1 WKOA-F	1 WAZY-F <
WAZY-F >>	2 WKOA-F <	2 WKHY-F	2 WKHY-F	2 WKHY-F	2 WASK-F >	2 WGBD-F >	2 WKHY-F	2 WKHY-F	2 WKHY-F	2 WKOA-F >
3 WGBD-F	3 WGBD-F	3 WGLM-F	3 WGLM-F	3 WGLM-F	3 WGLM-F	3 WKHY-F <	3 WGLM-F	3 WGLM-F	3 WGLM-F	3 WKHY-F
4 WAZY-F >>	WAZY-F	WASK-F	WASK-F	WASK-F	4 WEZV-F >	4 WASK-F	4 WASK-F	WAZY-F <	4 WGBD-F	WGBD-F
	5 WGLM-F	5 WAZY-F >	5 WAZY-F		5 WGLM-F <	5 WGLM-F <	5 WGBD-F	5 WGBD-F	5 WGLM-F	5 WASK-F
					6 WAZY-F	WAZY-F	6 WASK-F >	6 WASK-F >	6 WASK-F >	6 WGLM-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WKOA-F >>	1 WKHY-F	1 WKHY-F >	1 WKHY-F	1 WKHY-F	1 WKOA-F >	1 WKOA-F >>
WGBD-F	2 WAZY-F >	WAZY-F >	2 WAZY-F	2 WGLM-F	2 WKOA-F	2 WGBD-F >	2 WGBD-F >	2 WKOA-F	2 WKHY-F	2 WASK-F >
WAZY-F >>	3 WKHY-F	3 WKHY-F	3 WKHY-F	WAZY-F	WGBD-F >	3 WKOA-F >	3 WKOA-F >>	3 WGBD-F >	WASK-F	
	WGBD-F >	WGLM-F >>	4 WGLM-F	4 WKHY-F	4 WAZY-F >>	4 WAZY-F >		4 WAZY-F	4 WGLM-F	
			5 WGBD-F	WASK-F >>				WASK-F	WGBD-F	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	14 (2)	14 (2)	11.3 %	12.6 %
AOR/Classic/NR	0 (0)	36 (4)	36 (4)	29.0 %	27.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	15 (1)	15 (1)	12.1 %	15.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	27 (1)	27 (1)	21.8 %	20.2 %
Full Service	1 (1)	0 (0)	1 (1)	0.8 %	1.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	3 (1)	0 (0)	3 (1)	2.4 %	11.8 %
Oldies	3 (1)	17 (2)	20 (3)	16.1 %	3.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.8 %	1.7 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	5.6 %	5.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	8 (4)	116 (11)	124 (15)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WASK	O	1450	Lafayette	2.0	5.8	4	91
WCFY	REL	1410	Lafayette	0.7	2.4	1	28
WSHW-F	AC	99.7	Frankfort	1.3	7.6	4	148

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WFBQ-F	T/AOR	94.7	Indianapolis	2.7	9.2	13	286
WIBC	FS/T	1070	Indianapolis	0.7	2.7	3	79
WLS	T	890	Chicago	2.0	4.5	11	203
WRZX-F	AOR-NR	103.3	Indianapolis	1.3	5.0	4	127

LAFAYETTE, IN

Consolidation Report	12+	25-54	Revenue
Schurz WASK-AM, WASK-FM, WKOA-FM	28.2 %	32.1 %	%
University WAZY-FM, WGBD-FM	19.5 %	17.3 %	%
	47.7 %	49.4 %	%

AM Stations

WASK	1450	1 kw	Oldies	CBS	\$ NA	Banner	Schurz
------	------	------	--------	-----	-------	--------	--------

FM Stations

WASK	98.7	4.4 kw @ 384	Oldies	CBS	\$ NA	Christal	Schurz	Battleground
WAZY	96.5	50 kw @ 500	CHR	ABC	\$ NA	Christal	University	
WEZV	95.3	2.45 kw @ 518	Easy Listening	CNN	\$ NA	—	Bomar	Brookston
WGBD	95.7	3.1 kw @ 430	AOR-NR		\$ NA	Christal	University	Attica
WGLM	106.7	6 kw @ 328	AC	AP, CNN	\$ NA	—		W. Lafayette
WKHY	93.5	6 kw @ 246	AOR	AP	\$ NA	Katz	Airplay	
WKOA	105.3	50 kw @ 308	Country	ABC	\$ NA	Christal	Schurz	
WNJY	102.9	2.2 kw @ 420	Oldies	JRN, Westwd	\$ NA	—		Delphi

Notes: 9/97 WASK-AF changed from simulcast News/Talk to Oldies, partial simulcast

Jim Duncan

Comments: Listening levels are fairly steady but remain among the lowest in the nation

LAFAYETTE, LA

Arbitron Rank: 98 Pop (12+): 388,900	Stations: 36 / 24	Last Year's Revenue: \$12,500,000
MSA Rank: 132	Diarles: 1,374/283:1/50.9%	Household Income: \$28,525
MSA Pop: 370,000	Sample Target: 1,190	Total Retail Sales: \$3.5 Bil.
DMA: 121	% Below Line: 15.5	#1 Biller: KXKC-F \$2,200,000
Average Persons Rating: 18.3	% Not Listed: 8.0	#1 Billing Portfolio:
Market TSL In Hours: 24.25	Pop per Station: 16,204	Galloway \$4,190,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KXKC-F	C	73 / 10.3	11.3	7.9	10.0	11.0	867 / 22.3	22.9	20.9	79 / 1051	D	KXKC-F
2	KRRQ-F	B	63 / 8.9	7.3	7.3	3.9		887 / 17.7	16.2	16.1	72 / 809	A	KRRQ-F
3	KSMB-F	CHR	82 / 8.7	7.4	9.4	10.3	10.2	987 / 25.4	22.5	25.6	77 / 1299	D	KSMB-F
4	KMDL-F	C	54 / 7.6	7.1	7.3	6.9	6.9	888 / 17.2	19.0	16.8	62 / 796	C	KMDL-F
5	KTDY-F	AC	42 / 5.9	4.5	5.9	5.3	6.7	558 / 14.3	13.0	14.5	50 / 638	C	KTDY-F
6	KJCB	G/B	36 / 5.1	4.5	5.4	5.1	6.0	340 / 8.7	9.6	9.3	36 / 341	A	KJCB
7	KFTE-F	AOR-NR	29 / 4.1	5.4	4.3	4.3	3.1	458 / 11.8	14.2	10.8	30 / 486	B	KFTE-F
	WDGL-F	CL HTS	29 / 4.1	3.7	2.2	2.2	0.9	422 / 10.8	9.8	8.0	45 / 702		WDGL-F
9	WYNK-F	C	25 / 3.5	4.4	3.7	3.3	5.4	383 / 9.8	11.6	12.8	34 / 565		WYNK-F
	KNEK-F	B/AC	25 / 3.5	4.1	3.8	4.6	5.5	357 / 9.2	11.7	11.0	25 / 382	A	KNEK-F
11	KSIG-AF	ST	21 / 3.0	2.5	4.4	3.2	2.6	237 / 6.1	6.7	8.9	21 / 244		KSIG-AF
12	KROF-F	O	20 / 2.8	3.2	2.2	2.8	1.4	292 / 7.5	8.0	6.2	22 / 346		KROF-F
	KPEL-F	N/T	20 / 2.8	2.5	2.8	3.7	3.1	312 / 8.0	8.4	8.3	20 / 325	B	KPEL-F
	KTBT-F	B	20 / 2.8	3.6				374 / 9.6	9.1		37 / 594		KTBT-F
15	KFXZ-F	B/O	19 / 2.7	3.4	3.7	3.9	5.5	268 / 8.8	8.6	9.8	20 / 281	B	KFXZ-F
16	KBON-F	?	15 / 2.1	0.5				137 / 3.5	1.3		22 / 212		KBON-F
17	KROF	C	14 / 2.0	2.3	2.9	2.1	1.8	180 / 4.6	2.9	2.6	16 / 205		KROF
	KAJN-F	REL	14 / 2.0	2.1	1.9	3.1	3.1	213 / 5.5	5.5	5.2	27 / 393		KAJN-F

12+ FM Share (Metro): 88.51 % (578 of 653) (Fall 96: 86.62 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRRQ-F	1 KSMB-F	1 KXKC-F <	1 KXKC-F	1 KXKC-F	1 KXKC-F >	1 KXKC-F >	1 KXKC-F	1 KSMB-F <	1 KRRQ-F	1 KRRQ-F
2 KSMB-F >	2 KRRQ-F	2 KSMB-F	2 KMDL-F <	2 KMDL-F	2 KJCB <	2 KSMB-F <	2 KMDL-F <	2 KXKC-F <	2 KSMB-F	2 KJCB
3 KFTE-F >	3 KXKC-F <	3 KMDL-F <	3 KSMB-F	3 KSMB-F	3 KMDL-F	3 KMDL-F <	3 KSMB-F <	3 KRRQ-F	3 KXKC-F	3 KXKC-F <
4 KMDL-F	4 KRRQ-F	4 KTDY-F <	4 KTDY-F <	4 KTDY-F	4 KTDY-F	4 KRRQ-F	4 KTDY-F	4 KMDL-F	4 KTDY-F <	4 KSMB-F
5 KFTE-F <	5 KTDY-F	5 WDGL-F	5 WDGL-F	5 WDGL-F	5 WYNK-F	5 KJCB <	5 KRRQ-F	5 KTDY-F	5 KMDL-F	5 KMDL-F <
6 KTDY-F >	6 WDGL-F	6 KRRQ-F >	6 KRRQ-F	6 KRRQ-F	KSIG-AF	6 KTDY-F	6 WDGL-F	6 KFTE-F	6 KFTE-F <	6 KNEK-F
	7 KFTE-F >	7 KFTE-F <	7 KJCB	7 WDGL-F	7 WDGL-F	7 WDGL-F <	7 KPEL-F	WDGL-F	7 KTBT-F <	7 KTDY-F
		8 KNEK-F <	8 KROF-F	KROF-F	8 KFTE-F	WYNK-F			8 KJCB	8 KJCB
		9 WCKW-F							9 KNEK-F	9 KNEK-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSMB-F	1 KSMB-F	1 KSMB-F	1 KXKC-F <	1 KXKC-F	1 KRRQ-F >	1 KRRQ-F	1 KSMB-F	1 KXKC-F <	1 KXKC-F <	1 KXKC-F <
2 KRRQ-F >	2 KRRQ-F	2 KXKC-F	2 KSMB-F	2 KMDL-F	2 KSMB-F	KSMB-F	2 KMDL-F	2 WDGL-F <	2 KMDL-F >	2 KMDL-F >
3 KFTE-F >	3 KXKC-F	3 KMDL-F	3 KRRQ-F	3 KSMB-F <	3 KFTE-F	3 KMDL-F	3 KRRQ-F	3 KSMB-F <	3 KMDL-F	3 KSMB-F
4 KXKC-F	4 KMDL-F	4 KRRQ-F	4 KTDY-F	4 KTDY-F <	KMDL-F	4 KXKC-F	4 KXKC-F >	4 KRRQ-F	4 KSMB-F <	
KTDY-F >	KTDY-F	KTDY-F >	KMDL-F >	5 KJCB	5 KXKC-F >>	5 KFTE-F	5 WDGL-F	WDGL-F	5 KTDY-F	
6 KFTE-F >>			6 KNEK-F	6 KRRQ-F		6 KTDY-F	WCKW-F	6 KTDY-F	6 KRRQ-F	
			KFTE-F	7 KNEK-F		7 WDGL-F	KTDY-F	7 KFTE-F	7 WCKW-F	
						WCKW-F >	8 KFTE-F			

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
KANE	O 1240 New Iberia	0.8 2.5	6 96
KEUN	C 1490 Eunice	0.3 1.0	3 56
KJJB-F	O 105.5 Eunice	0.4 2.0	4 111
KPEL	N/T 1420 Lafayette	0.4 2.5	3 98
KQIS-F	AC 102.1 Basile	1.3 5.0	9 243
KSLO	C 1230 Opelousas	0.6 1.6	4 73
KVOL-AF	T 105.9 Opelousas	1.3 3.7	9 148

Other Rated Stations--Outside Market		Metro Cume Share Rating	TSA AQH Cume
KHOM-F	CHR 104.1 Houma	1.3 5.1	14 314
KJEF-F	C 92.9 Jennings	0.4 1.1	11 161
KRRV-F	C 100.3 Alexandria	0.3 1.2	15 267
KZMZ-F	CL AOR 96.9 Alexandria	0.3 2.1	12 219
WCKW-F	AOR 92.3 Laplace	1.8 6.2	16 310
WLSS-F	CHR 102.5 Baton Rouge	0.4 3.5	6 241
WWL	N/T 870 New Orleans	0.3 1.3	8 138
WXCT-F	C 100.7 Baton Rouge	0.3 3.2	8 230

LAFAYETTE, LA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	51 (2)	51 (2)	7.8 %	7.2 %	Citywide KFXZ-FM, KNEK-AM, KNEK-FM, KRRQ-FM	15.1 %	12.4 %	7.2 %
AOR/Classic/NR	0 (0)	44 (3)	44 (3)	6.7 %	7.5 %				
Black/Urban	0 (0)	127 (4)	127 (4)	19.4 %	21.0 %	Galloway KFTE-FM, KMDL-FM, KPEL-AM, KPEL-FM, KTDY-FM	20.8 %	23.5 %	33.5 %
CHR	0 (0)	74 (3)	74 (3)	11.3 %	11.9 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Powell KDYS-AM, KSMB-FM, KVOL-AM, KVOL-FM	10.0 %	9.4 %	20.6 %
Country	20 (3)	159 (6)	179 (9)	27.4 %	24.0 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		45.9 %	45.3 %	61.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	8 (3)	26 (2)	34 (5)	5.2 %	4.1 %				
Oldies	6 (1)	52 (3)	58 (4)	8.9 %	8.3 %				
Others/Unknown	0 (0)	15 (1)	15 (1)	2.3 %	0.8 %				
Religion/Gospel	36 (1)	14 (1)	50 (2)	7.7 %	8.3 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	5 (1)	16 (1)	21 (2)	3.2 %	4.8 %				
Totals	75 (9)	578 (26)	653 (35)						

AM Stations

KJCB	770	1 kw/0.5 kw (DA-N)	Gospel/Black	AURN	\$10.00	K&P		
KROF	960	1 kw (Days)	Country		<20.00	—	Abbeville	
KSIG	1450	1 kw	Standards	CNN, Westwd	<20.00	—	Crowley	
KVOL	1330	5 kw/1 kw (DA-N)	Talk	1-on-1, ABC, Westwd	<20.00	Allied	Powell	

FM Stations

KAJN	102.9	100 kw @ 1500	Religion/Gospel	USA, CNN	<20.00	—		Crowley
KBON	101.1	6 kw @ 328	Variety		\$ NA	—		Mamou
KFTE	96.5	22.5 kw @ 328	New Rock	AP	\$20.00	Banner	Galloway	Breau Bridge
KFXZ	106.3	2.6 kw @ 495	Black Oldies/Gospel	ABC	<20.00	Mc-Guild	Citywide	Maurice
KMDL	97.3	38 kw @ 561	Country	AP	\$22.00	Banner	Galloway	Kaplan
KNEK	104.7	25 kw @ 328	Black AC	ABC	\$21.00	Mc-Guild	Citywide	Washington
KPEL	107.7	100 kw @ 469	Talk	CBS, Westwd	<20.00	Christal	Galloway	Erath
KROF	105.1	25 kw @ 292	Oldies		<20.00	—		Abbeville
KRRQ	96.5	50 kw @ 443	Black	ABC	<20.00	—	Citywide	
KSIG	102.1	50 kw @ 492	See KSIG					Basile
KSMB	94.5	100 kw @ 1077	CHR	ABC, Source	\$50.00	Allied	Powell	
KTDY	99.9	100 kw @ 984	AC		\$42.00	Christal	Galloway	
KVOL	105.9	3.4 kw @ 433	See KVOL					Opelousas
KXKC	99.1	100 kw @ 984	Country		\$46.00	Katz		New Iberia

Notes: Other ranked stations – See Baton Rouge . . . 9/97 KVOL-F changed from Black AC to simulcasting Talk KVOL

Jim Duncan

Comments: Listening levels are up by about 4%

LAKELAND-WINTER HAVEN

Arbitron Rank: 100 Pop (12+):	387,700	Stations:	41 / 8	Last Year's Revenue:	NA
MSA Rank:	NA	Diaries:	846/458:1/45.5%	Household Income:	\$30,156
MSA Pop:	NA	Sample Target:	810	Total Retail Sales:	\$3.8 Bil
DMA:	Tampa (#15)	% Below Line:	63.9	#1 Biller:	NA
Average Persons Rating:	15.5	% Not Listed:	13.1	#1 Billing Portfolio:	NA
Market TSL In Hours:	21.00	Pop per Station:	48,462		

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WPCV-F	C	85 / 14.1	13.7	18.8	17.9	21.7	900 / 23.2	24.3	28.5	105 / 1109	WPCV-F
2	WFLZ-F	CHR	52 / 8.6	8.4	8.3	7.7	4.8	823 / 21.2	20.7	20.5	77 / 1020	WFLZ-F
3	WDUV-F	EZ/ST	50 / 8.3	7.1	7.5	5.4	2.0	491 / 12.7	11.3	12.6	66 / 646	WDUV-F
4	WWRM-F	SAC	27 / 4.5	4.6	4.0	3.3	6.7	397 / 10.2	11.2	10.4	28 / 415	WWRM-F
5	WJHM-F	B	20 / 3.3	3.1	3.8	2.6	2.0	306 / 7.9	6.1	6.5	20 / 306	WJHM-F
6	WSJT-F	J	18 / 3.0	2.4	2.7	2.9	2.9	244 / 6.3	6.5	7.2	19 / 271	WSJT-F
7	WXXL-F	CHR	16 / 2.7	1.6	2.0	2.0	2.2	420 / 10.8	8.6	10.5	16 / 420	WXXL-F
	WHTQ-F	CL AOR	16 / 2.7	3.3	2.8	2.1	2.0	254 / 6.5	6.8	6.0	16 / 254	WHTQ-F
9	WOCL-F	O	15 / 2.5	1.6	2.8	2.3	2.9	320 / 8.3	4.6	7.1	15 / 327	WOCL-F
	WONN	ST	15 / 2.5	2.7	3.2	3.3	3.4	198 / 5.1	5.0	6.4	15 / 198	WONN
11	WXTB-F	AOR	14 / 2.3	3.3	1.7	2.8	1.5	269 / 6.9	6.5	4.9	29 / 354	WXTB-F
	WHNR	B	14 / 2.3	2.6	4.2	2.3	1.7	187 / 4.8	4.1	5.4	14 / 187	WHNR
	WCOF-F	CL HITS	14 / 2.3	1.1	1.8	1.1	1.4	211 / 5.5	3.6	3.4	14 / 218	WCOF-F

12+ FM Share (Metro): 85.85 % (449 of 523) (Fall 96: 85.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >>	1 WFLZ-F >	1 WPCV-F	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F	1 WPCV-F >	1 WPCV-F >	1 WPCV-F <	1 WPCV-F >
2 WJHM-F	2 WPCV-F >	2 WFLZ-F >>	2 WFLZ-F >	2 WFLZ-F >>	2 WFLZ-F >>	2 WFLZ-F	2 WFLZ-F	2 WDUV-F >	2 WFLZ-F >	2 WDUV-F
3 WXXL-F	3 WHTQ-F	3 WWRM-F	3 WWRM-F <	3 WWRM-F	3 WWRM-F	3 WDUV-F >>	3 WWRM-F <	3 WDUV-F >	3 WDUV-F	3 WFLZ-F >>
WXTB-F >>	WXTB-F	4 WHTQ-F <	4 WHTQ-F	4 WSJT-F	4 WONN <	4 WWRM-F	4 WFLZ-F	4 WWRM-F	4 WJHM-F	4 WJHM-F <
	WHPT-F	5 WSJT-F	WSJT-F	5 WHTQ-F	5 WOCL-F <	5 WSJT-F	5 WSJT-F	5 WJHM-F	5 WXTB-F	5 WHNR
						6 WHNR <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrntr
1 WFLZ-F >>	1 WPCV-F	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >>	1 WXTB-F	1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F	1 WPCV-F	1 WPCV-F >>
2 WPCV-F >>	2 WFLZ-F >>	2 WWRM-F >	2 WFLZ-F >	2 WWRM-F >	WFLZ-F	2 WXTB-F	2 WHTQ-F >	2 WPCV-F >	2 WFLZ-F	2 WFLZ-F >
3 WHPT-F	3 WWRM-F	3 WMTX-F	3 WWRM-F	3 WAKS-F	3 WJHM-F >	3 WHTQ-F	3 WPCV-F	3 WHTQ-F	3 WHTQ-F	3 WDUV-F >
WJHM-F >>	WHPT-F	WHPT-F	4 WOMX-F	WSJT-F	4 WPCV-F	4 WPCV-F >	WXTB-F	4 WXTB-F	4 WSJT-F	4 WWRM-F >
	5 WMTX-F	WFLZ-F	WAKS-F	WFLZ-F	WTBT-F		WHPT-F	5 WSJT-F	5 WCOF-F	
		WTKS-F >	6 WHPT-F	WSJT-F	WMTX-F		WILV-F			
			WSJT-F		WQTM					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBAR	C	1460 Bartow	1.0 2.0 6 79
WLKF	T	1430 Lakeland	1.3 5.2 8 203
WWAB	B	1330 Lakeland	0.5 1.7 3 67
WWBF	O	1130 Bartow	0.7 2.6 4 102
WWRZ-F	SAC	98.3 Arcadia	0.5 2.6 9 192

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKS-F	AC/CHR	100.7 Tampa	2.0 5.6 18 252
WCFB-F	B/AC	94.5 Daylona Beach	0.8 2.8 5 112
WDBO	FS	580 Orlando	0.8 2.0 5 77
WFLA	T	970 Tampa	0.7 1.8 4 69
WFNS	B/O	910 Plant City	0.7 2.0 4 77
WHPT-F	AOR-P	102.5 Sarasota	2.2 6.4 14 257
WILV-F	SAC	101.5 St. Petersburg	1.2 3.4 10 156
WJRR-F	AOR-NR	101.1 Cocoa Beach	0.5 3.9 3 151
WMGF-F	SAC	107.7 Mt. Dora	0.5 2.8 3 116
WMMO-F	AC/AOR	98.9 Orlando	0.8 2.0 5 76
WMTX-F	AC	95.7 Clearwater	1.2 2.9 7 113
WOMX-F	AC/CHR	105.1 Orlando	2.2 7.3 15 288
WQTM	SPRST	540 Pine Hills	0.7 2.5 4 97
WQYK	T	1010 Seffner	0.3 2.5 2 106
WQYK-F	C	99.5 St. Petersburg	1.8 5.5 11 212
WRBQ-F	C	104.7 Tampa	0.8 4.1 5 159
WSHE-F	AC	100.3 Orlando	0.8 4.6 5 179
WSUN	ST	620 St. Petersburg	0.5 1.3 3 50
WTBT-F	CL AOR	105.5 New Port Richey	1.8 5.3 11 206
WTKS-F	T	104.1 Cocoa Beach	2.0 4.5 12 176
WWKA-F	C	92.3 Orlando	0.8 3.1 5 132
WYUU-F	O	92.5 Safety Harbor	0.3 1.5 2 58
WZTM	SPRST	820 Largo	0.3 1.6 2 60

LAKELAND-WINTER HAVEN

Format Performance	AM	FM	Total	%	Fail 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	37 (4)	37 (4)	7.1 %	3.6 %	Hall	18.4 %	18.2 %	%
AOR/Classic/NR	0 (0)	62 (6)	62 (6)	11.9 %	10.5 %	WLKF-FM, WONN-AM, WPCV-FM			
Black/Urban	21 (3)	25 (2)	46 (5)	8.8 %	10.1 %		18.4 %	18.2 %	%
CHR	0 (0)	68 (2)	68 (2)	13.0 %	13.1 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	6 (1)	106 (4)	112 (5)	21.4 %	28.5 %				
Full Service	5 (1)	0 (0)	5 (1)	1.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %				
Jazz	0 (0)	18 (1)	18 (1)	3.4 %	3.2 %				
News/Talk	14 (3)	12 (1)	26 (4)	5.0 %	2.8 %				
Oldies	4 (1)	31 (3)	35 (4)	6.7 %	6.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %				
Soft AC/EZ	0 (0)	40 (4)	40 (4)	7.6 %	6.3 %				
Sports	6 (2)	0 (0)	6 (2)	1.1 %	1.2 %				
Standards	18 (2)	50 (1)	68 (3)	13.0 %	12.6 %				
Totals	74 (13)	449 (28)	523 (41)						

AM Stations

Station	Frequency	Power	Format	Comments	Revenue	Other	Location
WHNR	1360	5 kw/2.5 kw (DA-2)	Black	Westwd, ABC, AURN	\$ NA	---	Cypress Gardens
WLKF	1430	5 kw/1 kw	Talk	ABC, Talknt	\$17.00	D&R	Hall
WONN	1230	1 kw	Standards	Westwd, CNN	\$20.00	D&R	Hall

FM Stations

Station	Frequency	Power	Format	Comments	Revenue	Other	Location
WPCV	97.5	100 kw @ 1016	Country	Westwd	\$88.00	D&R	Hall
WVRZ	98.3	50 kw @ 459	Soft AC		\$ NA	---	Arcadia

Notes: Other ranked stations -- See Tampa or Orlando

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel	* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News	* C - Country	O - Oldies
* 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	* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk	* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown		

***** REVENUE LEVEL CODES *****

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

LANCASTER

Arbitron Rank: 110 Pop (12+): 371,700	Stations: 37 / 6	Last Year's Revenue: \$9,300,000
MSA Rank: 110	Diaries: 875/425:1/66.1%	Household Income: \$46,449
MSA Pop: 452,000	Sample Target: 810	Total Retail Sales: \$4.2 Bil.
DMA: 44 (w/Harrisbg. & York)	% Below Line: 49.9	#1 Biller: WIOV-F \$3,400,000
Average Persons Rating: 16.0	% Not Listed: 14.3	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 61,950	Brill \$3,400,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WOAC-F	REL	57 / 8.6	7.4	6.6	7.6	8.5	660 / 15.1	16.4	11.6	71 / 791	D	WDAC-F
2	WROZ-F	SAC	60 / 8.4	8.5	8.7	8.8	9.5	662 / 17.8	20.9	19.1	79 / 1212	D	WROZ-F
3	WLAN-F	CHR	44 / 7.4	8.5	10.6	9.4	7.5	842 / 22.7	23.8	26.5	64 / 1396	O	WLAN-F
4	WIOV-F	C	42 / 7.0	8.6	9.0	8.6	9.1	666 / 17.9	17.9	19.3	50 / 833	E	WIOV-F
	WQXA-F	AOR-NR	42 / 7.0	7.8	5.4	5.4	2.8	601 / 16.2	17.7	15.2	92 / 1382		WQXA-F
6	WARM-F	AC	39 / 6.5	6.5	7.6	9.3	7.2	549 / 14.8	16.1	15.3	98 / 1308		WARM-F
7	WRKZ-F	C	27 / 4.5	5.3	4.2	3.9	7.2	499 / 13.4	13.0	12.2	78 / 1217		WRKZ-F
8	WEGK-F	CL AOR	26 / 4.4	3.9	4.7	4.2	4.7	462 / 12.4	9.6	13.0	53 / 988		WEGK-F
9	WRVV-F	AC/AOR	25 / 4.2	4.6	3.1	5.1	4.2	428 / 11.5	10.7	10.0	49 / 858		WRVV-F
10	WLAN	ST	16 / 2.7	2.1	1.6	1.5	1.5	266 / 6.9	5.2	3.2	17 / 272	A	WLAN
11	WHP	FS	16 / 2.5	2.8	3.5	3.4	2.8	308 / 8.3	4.8	7.6	32 / 646		WHP
12	WTPA-F	AOR	13 / 2.2	1.1	1.4	1.9	1.1	208 / 5.6	4.8	5.7	46 / 703		WTPA-F

12+ FM Share (Metro): 88.26 % (451 of 511) (Fall 96: 88.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WLAN-F >>	1 WQXA-F	1 WQXA-F	1 WQXA-F <	1 WROZ-F <	1 WDAC-F >	1 WQXA-F	1 WROZ-F	1 WDAC-F	1 WDAC-F >	1 WDAC-F >
2	WUSL-F	2 WLAN-F	2 WLAN-F <	2 WROZ-F	2 WARM-F	2 WROZ-F <	2 WDAC-F <	2 WARM-F	2 WLAN-F	2 WLAN-F	2 WRKZ-F <
	WQXA-F >	3 WROZ-F <	3 WROZ-F	3 WLAN-F	WQXA-F	3 WARM-F	3 WIOV-F <	3 WDAC-F <	WROZ-F	3 WQXA-F	3 WROZ-F
		4 WEGK-F	4 WIOV-F	WARM-F	4 WLAN-F <	4 WIOV-F	4 WROZ-F	4 WIOV-F <	4 WARM-F	4 WROZ-F	4 WIOV-F <
		5 WIOV-F	WARM-F	5 WIOV-F	5 WIOV-F <	5 WRKZ-F >	5 WLAN-F <	5 WLAN-F	WQXA-F <	5 WIOV-F	5 WLAN-F
		6 WRVV-F <	6 WEGK-F	WRVV-F <	6 WRVV-F	6 WLAN	6 WARM-F >	6 WQXA-F	6 WIOV-F	6 WRKZ-F <	6 WARM-F
		7 WTPA-F	WRVV-F	7 WEGK-F	7 WEGK-F	WLAN-F <	7 WEGK-F <	7 WEGK-F <	7 WEGK-F <	7 WARM-F	WQXA-F
		8 WRKZ-F	8 WDAC-F <	8 WDAC-F	8 WDAC-F	8 WRKZ-F	8 WRVV-F	8 WRVV-F	8 WRVV-F <	WEGK-F >	8 WRVV-F >
			WDAC-F	9 WRKZ-F <	9 WRKZ-F			9 WRKZ-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmite	
1	WLAN-F	1 WLAN-F	1 WLAN-F	1 WLAN-F	1 WARM-F <	1 WQXA-F >	1 WQXA-F >>	1 WQXA-F >	1 WQXA-F >>	1 WQXA-F >	1 WIOV-F >
2	WIOV-F	2 WROZ-F >	2 WROZ-F >	WROZ-F	2 WROZ-F	2 WLAN-F >	2 WEGK-F	2 WEGK-F >	2 WEGK-F	2 WRVV-F <	2 WDAC-F
	WROZ-F >>	3 WIOV-F	3 WARM-F	3 WARM-F	3 WLAN-F >	3 WEGK-F	3 WTPA-F	3 WRVV-F	3 WRVV-F	3 WEGK-F	WRKZ-F
4	WQXA-F >>	4 WARM-F	4 WIOV-F	4 WIOV-F >	4 WIOV-F <	WIOV-F	4 WRVV-F	4 WTPA-F >	4 WTPA-F	4 WIOV-F	4 WARM-F
		WQXA-F	WMGK-F	5 WDAC-F	5 WDAC-F >	WTPA-F >>	5 WLAN-F	5 WLAN-F	WIOV-F	5 WTPA-F	
		6 WDAC-F	WDAC-F	6 WRVV-F	6 WRVV-F	6 WIOV-F	WROZ-F	6 WLAN-F	WROZ-F	6 WLAN-F	
		7 WRVV-F	WQXA-F >	7 WRKZ-F	WRKZ-F	WROZ-F		7 WROZ-F	7 WRKZ-F	7 WLAN-F	
		WEGK-F			8 WEGK-F			WRKZ-F	WARM-F	WARM-F	
		WMGK-F >							WRKZ-F	WRKZ-F	

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGK-FM, WLPA-AM, WROZ-FM	13.5 %	15.1 %	%
	13.5 %	15.1 %	%

LANCASTER

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	42 (2)	42 (2)	8.2 %	10.1 %
AOR/Classic/NR	0 (0)	116 (7)	116 (7)	22.7 %	18.8 %
Black/Urban	0 (0)	5 (1)	5 (1)	1.0 %	0.4 %
CHR	0 (0)	63 (5)	63 (5)	12.3 %	17.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	74 (3)	74 (3)	14.5 %	16.5 %
Full Service	28 (3)	0 (0)	28 (3)	5.5 %	4.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (2)	3 (1)	8 (3)	1.6 %	1.2 %
Oldies	0 (0)	25 (4)	25 (4)	4.9 %	4.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	63 (3)	68 (4)	13.3 %	9.5 %
Soft AC/EZ	0 (0)	50 (1)	50 (1)	9.8 %	10.3 %
Sports	6 (2)	0 (0)	6 (2)	1.2 %	1.9 %
Standards	16 (1)	10 (1)	26 (2)	5.1 %	4.5 %
Totals	60 (9)	451 (28)	511 (37)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WLPA	SPRTS	1490	Lancaster	0.7	2.9	4 115

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia	0.5	3.5	5 171
WADV	REL	940	Lebanon	0.8	2.8	8 166
WBAL	N/T	1090	Baltimore	0.3	1.3	6 152
WBEB-F	AC	101.1	Philadelphia	0.5	1.3	3 61
WBYN-F	REL	107.5	Boyertown	0.7	1.2	4 60
WEEU	FS	850	Reading	0.3	1.2	2 62
WGCB-F	REL	96.1	Red Lion	0.3	1.2	5 111
WIOQ-F	CHR	102.1	Philadelphia	0.7	3.4	4 129
WIP	SPRTS	610	Philadelphia	0.3	1.4	3 62
WIYY-F	AOR	97.9	Baltimore	0.3	1.3	10 160
WMGK-F	CL HITS	102.9	Philadelphia	1.0	2.6	6 100
WMMR-F	AOR	93.3	Philadelphia	0.3	1.8	2 72
WNCE-F	EZ/ST	92.1	Palmyra	1.7	5.5	18 386
WNNK-F	CHR	104.1	Harrisburg	0.3	2.3	17 485
WOGL-F	O	98.1	Philadelphia	1.0	2.9	7 125
WQSR-F	O	105.7	Catonsville, MD	0.3	1.2	5 79
WRBT-F	C	94.9	Harrisburg	0.8	3.8	26 485
WRFY-F	CHR	102.5	Reading	1.2	4.4	9 211
WSBA	FS	910	York	1.8	4.3	32 607
WUSL-F	B	98.9	Philadelphia	0.8	3.5	5 144
WWDB-F	T	96.5	Philadelphia	0.5	1.9	4 87
WWKL-F	O	99.3	Harrisburg	1.8	6.3	30 598
WYCR-F	CHR	98.5	Hanover	1.0	7.5	35 850
WYSP-F	T/CL AOR	94.1	Philadelphia	1.0	3.2	6 129

AM Stations

WLAN	1390	5 kw/1 kw (DA-2)	Standards	Westwd	\$<20.00	Allied	Clear Channel
WLPA	1490	600 w	Sports	1-on-1, CNN	\$<20.00	D&R	Hall

FM Stations

WDAC	94.5	19 kw @ 810	Religion	USA	\$54.00	Dome	WDAC, Inc.
WIOV	105.1	25 kw @ 696	Country	ABC	\$75.00	Mc-Guild	Brill Ephrata
WLAN	96.9	50 kw @ 500	CHR	CBS	\$50.00	Allied	Clear Channel
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$66.00	D&R	Hall

Notes: Other ranked stations – See Harrisburg or York . . . No revenue percentages are available in the Consolidation Report due to overlap with Harrisburg and York

Jim Duncan

Comments: Listening levels are up slightly . . . What an incredible story! WDAC-F is #1 in 12+; this is the first time in my 24 years of watching the industry that a religious station has led a market . . . Congratulations to Paul Hollinger and his staff for a truly remarkable achievement

LANSING

Arbitron Rank: 111 Pop (12+): 369,700	Stations: 21 / 13	Last Year's Revenue: \$15,700,000
MSA Rank: 115	Diaries: 1,110/333:1/52.9%	Household Income: \$44,558
MSA Pop: 439,000	Sample Target: 990	Total Retail Sales: \$4.7 Bil.
DMA: 106	% Below Line: 5.4	#1 Biller: WITL-AF \$3,850,000
Average Persons Rating: 15.4	% Not Listed: 20.0	#1 Billing Portfolio: Liggett \$10,850,000
Market TSL In Hours: 20.50	Pop per Station: 28,438	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WITL-F	78 / 13.7	13.1	14.7	15.3	16.6	14.2	998 / 27.0	26.0	26.1	147 / 1988	E	WITL-F
2	WFMK-F	68 / 11.9	9.8	13.6	12.6	11.7	12.0	860 / 23.3	25.2	25.5	114 / 1493	E	WFMK-F
3	WJIM-F	51 / 8.9	8.0	6.3	7.8	6.1	7.8	840 / 22.7	17.4	19.3	65 / 1301	C	WJIM-F
4	WMMQ-F	47 / 8.2	9.3	7.2	2.2	4.3	6.7	657 / 17.8	19.1	12.8	66 / 1048	A	WMMQ-F
5	WHZZ-F	46 / 8.1	7.2	7.5	6.3	5.8	7.3	840 / 22.7	20.0	18.9	55 / 966	A	WHZZ-F
6	WJXQ-F	28 / 4.9	5.4	2.9	4.3	5.4	4.4	544 / 14.7	12.5	14.9	77 / 1172	D	WJXQ-F
7	WXIK-F	22 / 3.9	3.9	4.6	4.7	3.8	4.3	417 / 11.3	11.1	11.6	45 / 980	B	WXIK-F
8	WJIM	20 / 3.5	4.1	3.6	5.1	3.6	4.1	321 / 8.7	8.9	9.3	20 / 339	B	WJIM
9	WILS	19 / 3.3	4.1	3.8	4.7	4.0	4.0	251 / 8.8	6.6	7.5	21 / 288	A	WILS
	WWDX-F	19 / 3.3	3.9	2.7	2.5	2.3	3.1	503 / 13.8	11.3	11.5	25 / 677	A	WWDX-F
11	WQHH-F	18 / 3.2	3.0	3.6	4.5	4.7	3.6	309 / 8.3	10.1	7.9	21 / 327	A	WQHH-F
12	WJR	15 / 2.6	2.5	3.1	2.2	2.5	2.6	278 / 7.5	9.5	7.4	49 / 1032		WJR

12+ FM Share (Metro): 86.00 % (393 of 457) (Fall 96: 85.53 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WHZZ-F	1 WFMK-F	1 WFMK-F <	1 WFMK-F >	1 WFMK-F >	1 WHZZ-F >	1 WMMQ-F <	1 WJXQ-F	1 WMMQ-F >	1 WMMQ-F >	1 WITL-F
WFMK-F >	2 WITL-F <	2 WITL-F >	2 WITL-F	2 WITL-F	2 WWDX-F	2 WJXQ-F	WMMQ-F >>	2 WJXQ-F	2 WJXQ-F <	2 WJIM-F
3 WITL-F	3 WHZZ-F >	3 WHZZ-F	3 WHZZ-F	3 WJIM-F >	WMMQ-F	3 WHZZ-F	3 WFMK-F	3 WJIM-F	3 WJIM-F	3 WFMK-F <
4 WQHH-F >>	4 WMMQ-F	WMMQ-F >>	4 WJIM-F	4 WHZZ-F	4 WITL-F	4 WWDX-F	4 WHZZ-F	WFMK-F	4 WITL-F <	4 WMMQ-F >
	5 WQHH-F		5 WMMQ-F >	5 WMMQ-F	WJIM-F	5 WITL-F	WQHH-F	5 WHZZ-F	5 WFMK-F >	
	6 WXIK-F				WJXQ-F >>	WFMK-F		WITL-F >	6 WJIM	
						7 WJIM-F >				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WVFN	SPRTS	730	E. Lansing	1.2	3.3	7	146
WLXA	B/O	1180	Dimondale	0.5	1.1	3	42

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBCT-F	C	93.7	Grand Rapids	0.5	1.8	39	566
WIOG-F	AC/CHR	102.5	Bay City	0.4	2.1	10	296
WKFR-F	CHR	103.3	Battle Creek	0.5	1.9	31	630
WLAV-F	CL AOR	96.9	Grand Rapids	0.4	1.4	11	157
WODJ-F	O	107.3	Greenville	0.4	2.2	8	203
WOOD-F	SAC	105.7	Grand Rapids	0.4	2.1	12	277
WRIF-F	AOR	101.1	Detroit	0.4	1.0	20	354

LANSING

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	70 (2)	70 (2)	15.3 %	14.7 %	62nd Street	12.1 %	12.1 %	22.4 %
AOR/Classic/NR	0 (0)	98 (5)	98 (5)	21.4 %	22.4 %	WJXQ-FM, WWDX-FM, WXIK-FM			
Black/Urban	3 (1)	18 (1)	21 (2)	4.6 %	5.7 %	Liggett	47.4 %	53.1 %	69.1 %
CHR	0 (0)	49 (2)	49 (2)	10.7 %	7.5 %	WFMK-FM, WITL-AM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		59.5 %	65.2 %	91.5 %
Country	0 (0)	103 (3)	103 (3)	22.5 %	26.8 %				
Full Service	15 (1)	0 (0)	15 (1)	3.3 %	3.1 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	20 (1)	0 (0)	20 (1)	4.4 %	4.4 %				
Oldies	0 (0)	53 (2)	53 (2)	11.6 %	9.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	2 (1)	2 (1)	0.4 %	0.7 %				
Sports	7 (1)	0 (0)	7 (1)	1.5 %	0.9 %				
Standards	19 (1)	0 (0)	19 (1)	4.2 %	4.8 %				
Totals	64 (5)	393 (16)	457 (21)						

AM Stations

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

FM Stations

Station	Power	Time	Format	ABC	\$ NA	D&R	MacDonald	Other
WFMK	99.1	28 kw @ 600	AC		\$75.00	Eastman	Liggett	
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald	
WITL	100.7	26.5 kw @ 643	Country	ABC	\$84.00	Eastman	Liggett	
WJIM	97.5	45 kw @ 512	Oldies	ABC	\$41.00	Eastman	Liggett	
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	Katz	62nd St.	Jackson
WMMQ	94.9	49 kw @ 500	Classic AOR		\$28.00	Eastman	Liggett	
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Mich.	WXLA	DeWitt
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	Katz	62nd St.	St. Johns
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz	62nd St.	Jackson

Notes: WJR – See Detroit . . . 10/97 WVIC-F (92.7) reported off the air

Jim Duncan

Comments: Listening levels are steady versus a year ago . . . WMMQ-F held onto most of its recent growth . . . WJIM-F also has shown good growth in the last year . . . WHZZ-F is at record-high levels

LAS VEGAS

Arbltron Rank: 43	Pop (12+): 955,900	Stations: 22 / 22	Last Year's Revenue: \$44,700,000
MSA Rank: 45		Diaries: 2,098/456:1/52.0%	Household Income: \$41,615
MSA Pop: 1,260,000		Sample Target: 1,980	Total Retail Sales: \$13.3 Bil.
DMA: 66		% Below Line: 0.0	#1 Biller: KSNE-F \$5,000,000
Average Persons Rating: 15.7		% Not Listed: 13.0	#1 Billing Portfolio: Jacor \$12,580,000
Market TSL In Hours: 21.25		Pop per Station: 43,450	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KLUC-F	143 / 9.5	9.7	7.9	8.2	9.3	8.8	2254 / 23.6	20.1	22.0	145 / 2324	E	KLUC-F
2	KJUL-F	132 / 8.8	8.6	8.8	8.0	7.0	8.5	1382 / 14.5	14.0	13.9	140 / 1514	D	KJUL-F
3	KSNE-F	109 / 7.2	6.1	7.9	6.2	6.9	6.9	1464 / 15.3	18.0	16.2	109 / 1474	G	KSNE-F
4	KMXB-F	98 / 6.5	6.4	5.7	5.6	4.9	6.1	1673 / 17.5	16.9	15.2	98 / 1693	C	KMXB-F
5	KXTE-F	82 / 5.5	5.2	5.1	4.6	4.4	5.1	1234 / 12.9	14.5	11.7	93 / 1375	D	KXTE-F
6	KMZQ-F	77 / 5.1	6.1	5.3	6.1	5.7	5.7	1288 / 13.5	14.6	14.1	77 / 1288	F	KMZQ-F
7	KKLZ-F	71 / 4.7	5.0	5.5	5.0	4.2	5.1	1173 / 12.3	14.1	11.2	71 / 1192	E	KKLZ-F
	KWNR-F	71 / 4.7	6.3	6.0	5.7	5.5	5.7	1206 / 12.8	13.3	13.3	72 / 1232	F	KWNR-F
9	KXNT	64 / 4.3	3.0	4.5	2.9	1.6	3.7	829 / 8.7	7.6	5.0	64 / 855	A	KXNT
10	KLSQ	58 / 3.9	3.1	2.9	3.4	1.9	3.3	533 / 5.6	4.3	4.2	58 / 533	B	KLSQ
11	KBGO-F	56 / 3.7	3.6	3.5	3.1	4.1	3.5	999 / 10.5	10.2	11.4	63 / 1090	B	KBGO-F
13	KOMP-F	51 / 3.4	3.2	3.2	3.2	4.6	3.2	785 / 8.2	9.7	10.1	59 / 918	E	KOMP-F
12	KQOL-F	51 / 3.4	3.5	3.4	4.8	4.7	3.8	1127 / 11.8	9.6	12.6	56 / 1146	C	KQOL-F
14	KFMS-F	49 / 3.3	4.1	3.9	5.1	4.7	4.1	831 / 8.7	9.2	10.4	49 / 858	D	KFMS-F
15	KEDG-F	48 / 3.2	3.4	4.1	3.6	5.0	3.6	1089 / 11.4	13.4	14.3	52 / 1142	E	KEDG-F
16	KDWN	31 / 2.1	1.5	1.4	1.9	3.6	1.7	422 / 4.4	4.3	6.9	32 / 451	B	KDWN
17	KDOL	27 / 1.8	0.8	0.7	0.9	1.1	1.1	321 / 3.4	2.2	3.0	27 / 321	B	KDOL
18	KXPT-F	26 / 1.7	2.4	2.4	2.5	2.3	2.3	611 / 6.4	8.4	6.0	30 / 671	D	KXPT-F
19	KVBC-F	22 / 1.5	1.1	1.4	1.6	1.8	1.4	400 / 4.2	4.8	6.3	22 / 409	A	KVBC-F
20	KENO	17 / 1.1	0.7	0.9	0.9	0.9	0.9	419 / 4.4	3.3	3.5	18 / 434	A	KENO
	KNUU	17 / 1.1	1.1	1.5	1.1	1.3	1.2	360 / 3.8	4.9	4.0	17 / 360	A	KNUU

12+ FM Share (Metro): 82.96 % (1086 of 1309) (Fall 96: 86.27 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KLUC-F >>	1 KLUC-F >	1 KLUC-F	1 KLUC-F	1 KSNE-F	1 KXTE-F	1 KMXB-F <	1 KMXB-F >	1 KXTE-F <	1 KMXB-F	1 KLUC-F
2 KMXB-F	2 KMXB-F >	2 KMXB-F >	2 KSNE-F	2 KMZQ-F <	2 KLUC-F >	2 KLUC-F	2 KLUC-F	2 KLUC-F	2 KKLZ-F	2 KJUL-F <
3 KXTE-F	3 KXTE-F	3 KSNE-F	3 KMXB-F	3 KLUC-F <	3 KEDG-F	KXTE-F >	3 KXTE-F <	3 KMXB-F <	3 KLUC-F <	3 KXTE-F >
4 KEDG-F	4 KSNE-F	4 KXTE-F	4 KMZQ-F >	4 KMXB-F	4 KLSQ	4 KEDG-F <	4 KLSQ <	4 KKLZ-F <	4 KXTE-F <	
5 KWNR-F	5 KMZQ-F <	5 KKLZ-F	5 KWNR-F <	5 KWNR-F	5 KDOL	5 KLSQ	5 KEDG-F	5 KOMP-F	5 KOMP-F <	
6 KMZQ-F	6 KEDG-F <	KMZQ-F	6 KXTE-F <	6 KKLZ-F	6 KOMP-F	KOMP-F	6 KLSQ	6 KLSQ	6 KBGO-F	
KFMS-F	7 KLSQ <	7 KOMP-F	7 KKLZ-F	7 KQOL-F <	7 KKLZ-F <	7 KKLZ-F <	7 KEDG-F <	7 KEDG-F <	7 KLSQ	
KLSQ		KLSQ	8 KLSQ	8 KXTE-F		8 KMZQ-F >>	8 KBGO-F	8 KMZQ-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBAD	SPRTS	920	Las Vegas	0.6 1.7 9 166

LAS VEGAS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	175 (2)	175 (2)	13.4 %	12.1 %	CBS	30.9 %	31.4 %	26.7 %
AOR/Classic/NR	0 (0)	278 (5)	278 (5)	21.2 %	23.6 %	KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Centennial	12.2 %	6.7 %	9.6 %
CHR	0 (0)	143 (1)	143 (1)	10.9 %	10.6 %	KJUL-FM, KQOL-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	18.9 %	20.3 %	28.1 %
Country	0 (0)	120 (2)	120 (2)	9.2 %	11.8 %	KBGO-FM, KFMS-FM, KSNE-FM, KWNR-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Lotus	6.9 %	9.4 %	13.0 %
Hispanic	85 (2)	0 (0)	85 (2)	6.5 %	3.4 %	KBAD-AM, KENO-AM, KOMP-FM, KXPT-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		68.9 %	67.8 %	77.4 %
News/Talk	112 (3)	22 (1)	134 (4)	10.2 %	10.1 %				
Oldies	0 (0)	107 (2)	107 (2)	8.2 %	10.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	109 (1)	109 (1)	8.3 %	8.0 %				
Sports	26 (2)	0 (0)	26 (2)	2.0 %	1.1 %				
Standards	0 (0)	132 (1)	132 (1)	10.1 %	9.3 %				
Totals	223 (7)	1086 (15)	1309 (22)						

AM Stations

Station	Power	Time	Format	Contract	Agency	Advertiser
KDOL	1280	5 kw/0.048 kw	Hispanic	\$ NA	Lotus	Henderson
KDOWN	720	50 kw (DA-N)	Talk	AP \$ 23.00	Roslin	
KENO	1460	10 kw/0.625 kw (DA-2)	Sports	1-on-1, Westwd \$ NA	Lotus	
KLSQ	870	10 kw/1 kw (DA-2)	Hispanic	CRC \$ 25.00	Hefel	Laughlin
KNUU	970	5 kw/0.5 kw (DA-2)	News/Talk	CBS \$ <20.00		
KXNT	840	50 kw/25 kw (DA-2)	Talk	ABC \$ 27.00	Eastman	CBS

FM Stations

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

Notes: 9/97 KXNO (1140) changed from Travel Information to Sports as KSFN ("The Fan") . . . 10/97 American Radio Systems sold these stations to CBS: KLUC-F for \$26,000,000; KMXB-F for \$25,000,000; KMZQ-F for \$31,000,000; KSFN/KXNT for \$6,000,000; KXTE-F for \$13,000,000

Jim Duncan

Comments: Listening levels are fairly steady . . . KMXB-F had its fourth consecutive up book and its highest share in years . . . KXTE-F turned in its sixth straight share gain and is at its highest share in many years . . . KWNR-F is at its lowest share level in many years, as is KFMS-F -- Listening to Country stations is down by 22% in the last year

LEXINGTON-FAYETTE

Arbltron Rank: 108 Pop (12+): 374,000	Stations: 23 / 19	Last Year's Revenue: \$18,000,000
MSA Rank: 114	Diaries: 1,360/275:1/52.1%	Household Income: \$38,259
MSA Pop: 443,000	Sample Target: 1,180	Total Retail Sales: \$5.1 Bil.
DMA: 68	% Below Line: 3.2	#1 Biller: WVLK-F \$4,400,000
Average Persons Rating: 14.1	% Not Listed: 13.0	#1 Billing Portfolio: WVLK-AF et al \$8,760,000
Market TSL In Hours: 18.75	Pop per Station: 19,684	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WVLK-F	C 83 / 16.7	15.2	16.7	19.4	18.3	1138 / 30.4	29.8	35.1	165 / 2303	F	WVLK-F
2	WLKT-F	CHR 58 / 11.0	11.5	9.9	0.7		1038 / 27.7	24.2	24.5	99 / 1748	A	WLKT-F
3	WKQQ-F	AOR 51 / 9.6	7.8	6.9	11.1	13.3	808 / 21.8	18.7	21.1	98 / 1513	E	WKQQ-F
4	WVLK	FS 41 / 7.8	6.1	6.8	4.4	5.7	644 / 17.2	13.4	16.3	49 / 831	D	WVLK
5	WMXL-F	AC 40 / 7.6	7.6	7.5	7.8	7.9	819 / 21.9	19.5	19.4	58 / 1260	D	WMXL-F
6	WLRO-F	CL AOR 30 / 5.7	3.7	5.2	6.1	3.5	565 / 15.1	10.0	13.0	38 / 739	B	WLRO-F
7	WGKS-F	AC 28 / 5.3	5.7	3.1	5.0	6.2	564 / 15.1	15.1	12.7	35 / 715	B	WGKS-F
8	WWYC-F	C 23 / 4.4	4.6	6.3	7.4	7.5	521 / 13.9	13.5	15.1	38 / 877	C	WWYC-F
9	WTKT	B 17 / 3.2	3.7	2.4	3.7	0.7	238 / 8.4	6.1	5.6	17 / 247	A	WTKT
10	WLTO-F	O 18 / 3.0	2.2	3.3	2.4	1.1	289 / 7.7	7.3	9.5	16 / 320	A	WLTO-F
11	WXZZ-F	AOR-NR 15 / 2.8	6.7	5.6	8.0	5.3	471 / 12.6	16.7	18.5	18 / 550	C	WXZZ-F
12	WLAP	T 12 / 2.3	1.5	1.0	1.5	0.9	258 / 8.8	4.2	4.4	13 / 333	A	WLAP

12+ FM Share (Metro): 79.13 % (364 of 460) (Fall 96: 77.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLKT-F >>	1 WKQQ-F	1 WVLK-F <	1 WVLK-F >	1 WVLK-F >	1 WVLK-F	1 WVLK-F	1 WVLK-F >>	1 WVLK-F	1 WLKT-F >	1 WVLK-F <
2 WXZZ-F	2 WVLK-F	2 WKQQ-F	2 WKQQ-F <	2 WKQQ-F <	2 WVLK >>	2 WKQQ-F	2 WMDL-F <	2 WLKT-F	2 WVLK-F <	2 WLKT-F
WVLK-F >	WLKT-F	3 WLKT-F <	3 WMDL-F	3 WMDL-F	3 WGKS-F <	3 WVLK >	3 WKQQ-F <	3 WKQQ-F	3 WKQQ-F	3 WVLK >
4 WMDL-F >	4 WMDL-F	4 WLRO-F <	4 WLKT-F	4 WMDL-F	4 WMDL-F	4 WMDL-F	4 WLKT-F	4 WMDL-F	4 WGKS-F	4 WKQQ-F
5 WLRO-F	5 WLRO-F	5 WLKT-F	5 WLRO-F <	5 WLRO-F	5 WLRO-F	5 WLRO-F	5 WGKS-F <	5 WLRO-F	5 WMDL-F <	5 WMDL-F <
	6 WGKS-F	6 WGKS-F	6 WGKS-F >	6 WMYC-F	6 WLRO-F	6 WLRO-F	6 WVLK <	6 WGKS-F <	6 WLRO-F	6 WLRO-F <
		7 WMYC-F				7 WLRO-F	7 WLRO-F	7 WVLK		7 WMYC-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WLKT-F >>	1 WLKT-F	1 WLKT-F	1 WVLK-F <	1 WVLK-F >	1 WKQQ-F >>	1 WKQQ-F >>	1 WKQQ-F	1 WKQQ-F	1 WVLK-F	1 WLKT-F <
2 WVLK-F	2 WVLK-F	WVLK-F	2 WLKT-F >	2 WGKS-F	2 WLKT-F	2 WVLK-F >	2 WVLK-F >	2 WVLK-F >	2 WKQQ-F >	2 WVLK-F >
WKQQ-F	3 WMDL-F	3 WMDL-F	3 WMDL-F	3 WMDL-F <	3 WVLK-F	3 WLKT-F	3 WMDL-F	3 WLRO-F	3 WLRO-F	3 WVLK
4 WMDL-F >	WKQQ-F >	4 WGKS-F	4 WGKS-F	4 WLKT-F >	4 WXZZ-F	4 WMDL-F	4 WLKT-F >	WMDL-F >	WMDL-F	
	5 WGKS-F	WKQQ-F >	5 WKQQ-F	5 WLRO-F	WLRO-F >	5 WLRO-F	5 WLRO-F	5 WLKT-F >	5 WVLK	
	6 WMYC-F		6 WLRO-F	6 WKQQ-F		WXZZ-F >	WXZZ-F	6 WVLK	6 WLKT-F	
	WLRO-F >			WMYC-F				WXZZ-F	7 WLTO-F	

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
AC	2 (1)	68 (2)	70 (3)	15.2 %	12.5 %	WCBR REL 1110 Richmond	0.4	0.9	2 50
AOR/Classic/NR	0 (0)	101 (4)	101 (4)	22.0 %	20.3 %	WCGW REL 770 Nicholasville	0.6	1.7	6 119
Black/Urban	24 (2)	0 (0)	24 (2)	5.2 %	4.2 %	WEKY AC 1340 Richmond	0.4	1.4	2 56
CHR	0 (0)	58 (1)	58 (1)	12.6 %	11.3 %	WJMM-F REL 106.3 Versailles	1.3	4.7	9 207
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WLXG T 1300 Lexington	0.6	2.2	4 85
Country	0 (0)	106 (2)	106 (2)	23.0 %	26.6 %	WNVL B 1250 Nicholasville	1.3	2.2	7 87
Full Service	50 (3)	0 (0)	50 (3)	10.9 %	9.9 %	WVRB-F REL 105.9 Wilmore	0.9	3.3	6 143
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	15 (2)	0 (0)	15 (2)	3.3 %	4.0 %				
Oldies	0 (0)	19 (2)	19 (2)	4.1 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	5 (2)	12 (2)	17 (4)	3.7 %	5.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %				
Totals	96 (10)	364 (13)	460 (23)						

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHAS FS 840 Louisville	1.3	4.0	38 613
WJDJ-F CL HITS 93.9 Burnside	0.6	0.9	6 160
WLW FS/T 700 Cincinnati	0.4	1.5	5 130
WTFX-F AOR 100.5 Louisville	0.9	1.3	10 162

LEXINGTON-FAYETTE

Consolidation Report	12+	25-54	Revenue
Jacor WKQQ-FM, WLAP-AM, WLKT-FM, WMXL-FM, WTGT-AM, WWYC-FM	38.1 %	36.2 %	42.3 %
WVLK-AF WLRO-FM, WLTO-FM, WVLK-AM, WVLK-FM, WXZZ-FM	35.0 %	34.3 %	48.6 %
	73.1 %	70.5 %	90.9 %

AM Stations

Station	Freq	Power	Day	Format	Company	Owner	Location
WCGW	770	1 kw	(Days)	So. Gospel	USA	Mortenson	Nicholasville
WLAP	630	5 kw/1 kw	(DA-2)	Talk/Sports	CBS, ABC	Eastman	Jacor
WLXG	1300	2.5 kw/1 kw	(DA-N)	Talk	Westwd	Banner	LM
WTGT	1580	10 kw/45 w	(DA-2)	Black	ABC	Eastman	Jacor
WVLK	590	5 kw/1 kw	(DA-2)	Full Service	ABC, Talknt, Westwd	Katz	Georgetown

FM Stations

Station	Freq	Power	Day	Format	Company	Owner	Location
WGKS	96.9	50 kw	@ 492	AC		Banner	LM
WJMM	106.3	3 kw	@ 300	Religion	USA	Mortenson	Versailles
WKQQ	98.1	100 kw	@ 98.1	AOR		Mc-Guild	Jacor
WLKT	104.5	50 kw	@ 476	CHR		\$ NA	Eastman
WLRO	101.5	7.2 kw	@ 541	Classic AOR		\$20.00	Eastman
WLTO	102.5	2 kw	@ 400	Oldies		\$<20.00	Eastman
WMXL	94.5	100 kw	@ 640	AC		\$54.00	Eastman
WVLK	92.9	100 kw	@ 850	Country		\$90.00	Katz
WVRB	105.9	6 kw	@ 328	Religion		\$ NA	---
WWYC	100.1	32 kw	@ 492	Country		\$32.00	Eastman
WXZZ	103.3	1.8 kw	@ 607	AOR-New Rock		\$35.00	Mc-Guild

Notes: 8/97 WLAP changed from Sports to Talk/Sports . . . 9/97 Regent sold these stations to WVLK-AF: WXZZ-F for \$3,500,000; WLRO-F/WLTO-F for \$4,500,000 (MVP) . . . 1/98 WKQQ-F & WWYC-F swapped facilities: WKQQ-F moved to 100.1; WWYC-F moved to 98.1 and changed calls to WBUL-F

Jim Duncan

Comments: Listening levels are down more than 8% compared to last year . . . WLKT-F held onto its recent gains . . . WWYC-F has its fifth consecutive down book

LINCOLN

Arbitron Rank: 171 Pop (12+): 195,600	Stations: 25 / 12	Last Year's Revenue: \$11,000,000
MSA Rank: 184	Diaries: 879/223:1/60.1%	Household Income: \$47,677
MSA Pop: 234,000	Sample Target: 860	Total Retail Sales: \$2.6 Bil.
DMA: 101 (w/Central NE)	% Below Line: 19.3	#1 Biller: KZKX-F \$2,400,000
Average Persons Rating: 14.8	% Not Listed: 14.1	#1 Billing Portfolio: Triathlon \$4,950,000
Market TSL In Hours: 19.75	Pop per Station: 16,300	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KFOR	31 / 10.7	9.6	9.8	8.9	9.5	422 / 21.6	18.0	18.8	32 / 466	C	KFOR
2	KZKX-F	27 / 9.3	12.0	9.5	11.4	11.1	358 / 18.3	22.5	21.5	39 / 565	D	KZKX-F
3	KFRX-F	24 / 8.3	8.6	9.8	9.8	8.5	449 / 22.9	22.6	26.5	38 / 654	C	KFRX-F
4	KTGL-F	23 / 7.9	8.6	6.2	7.9	8.5	332 / 17.0	20.1	14.9	47 / 542	C	KTGL-F
5	KLIN	17 / 5.9	3.8	6.2	3.5	5.6	434 / 22.2	9.9	22.2	18 / 443	B	KLIN
6	KIBZ-F	15 / 5.2	7.2	4.2	4.8	4.2	242 / 12.4	14.2	9.9	16 / 272	B	KIBZ-F
	KKUL-F	15 / 5.2	4.1	4.6			222 / 11.4	10.9	9.8	16 / 246		KKUL-F
8	KFGE-F	14 / 4.8	3.4	3.9	4.4	3.6	230 / 11.7	10.1	12.8	37 / 494	B	KFGE-F
	KGDE-F	14 / 4.8	4.8	5.5	3.8	4.9	350 / 17.9	14.8	18.1	26 / 568		KGDE-F
10	KFAB	9 / 3.1	2.4	2.6	3.2	3.6	178 / 9.1	8.5	6.9	18 / 411		KFAB
	KEZG-F	9 / 3.1	3.8	4.9	7.0	7.2	158 / 8.1	10.8	11.1	10 / 212	B	KEZG-F
12	KKNB-F	8 / 2.8	1.7	2.9	2.2	2.0	257 / 13.2	9.5	12.7	16 / 355	A	KKNB-F
13	KOSJ-F	7 / 2.4	1.7	1.3	1.6	2.0	114 / 5.8	6.3	3.4	7 / 142		KOSJ-F
14	KLMS	6 / 2.1	3.1	3.9	5.1	3.6	94 / 4.8	7.3	9.1	7 / 113	A	KLMS

12+ FM Share (Metro): 72.29 % (180 of 249) (Fall 96: 72.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFRX-F >>	1 KFRX-F <	1 KTGL-F	1 KTGL-F	1 KTGL-F	1 KFOR >	1 KFOR >	1 KTGL-F <	1 KZKX-F	1 KFRX-F >	1 KFOR >
2 KGDE-F >	2 KZKX-F	2 KZKX-F <	2 KZKX-F	2 KZKX-F	2 KZKX-F <	2 KZKX-F	2 KZKX-F	KFRX-F	2 KZKX-F	2 KZKX-F
3 KZKX-F >>	KIBZ-F	3 KFRX-F	3 KFRX-F	3 KFOR	3 KLIN	KTGL-F	3 KFOR	3 KTGL-F <	3 KIBZ-F	KLIN >
	KGDE-F	4 KIBZ-F	KKUL-F	4 KKUL-F <	4 KKUL-F	4 KFRX-F >	KFRX-F <	4 KFOR	KKUL-F	4 KFRX-F <
	KTGL-F	5 KKUL-F <	5 KFOR	5 KFRX-F	KTGL-F >	5 KIBZ-F	5 KLIN	5 KIBZ-F	KGDE-F	5 KGDE-F <
6 KFGE-F	6 KFGE-F	KIBZ-F	6 KIBZ-F	6 KFRX-F	6 KFRX-F	6 KKUL-F	6 KKUL-F	6 KGDE-F <	6 KKNB-F	6 KFGE-F <
7 KKNB-F >	KGDE-F <	7 KEZG-F	KLIN	KFAB	7 KLIN <	7 KFGE-F	7 KFGE-F	7 KFGE-F	7 KFGE-F	7 KTGL-F
	8 KFOR	8 KLIN	KEZG-F >		8 KFGE-F <	KIBZ-F	KKUL-F			
	9 KEZG-F									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KFRX-F >	1 KFRX-F >	1 KZKX-F	1 KFRX-F <	1 KZKX-F	1 KFGE-F	1 KTGL-F	1 KTGL-F >	1 KTGL-F >	1 KTGL-F >	1 KFOR
2 KZKX-F	2 KZKX-F	KFRX-F	2 KZKX-F >	2 KFOR	KIBZ-F >	2 KIBZ-F >	2 KIBZ-F	2 KIBZ-F	2 KZKX-F	KFRX-F
KGDE-F >	KGDE-F	KKNB-F >	3 KKUL-F	3 KFRX-F	3 KFRX-F	3 KFGE-F	3 KZKX-F >	3 KZKX-F	KIBZ-F	KFAB
4 KFGE-F	4 KKNB-F	4 KKUL-F	4 KFOR	KKUL-F	KGDE-F	4 KZKX-F	4 KFGE-F	4 KFGE-F	4 KLIN	4 KIBZ-F >
KQKQ-F	5 KFGE-F	KTGL-F	KTGL-F	5 KTGL-F	KTGL-F >>	KGDE-F	KFOR	KFRX-F	5 KFOR	
KIBZ-F >>	KIBZ-F >	KEZG-F	KGDE-F	6 KEZG-F		6 KFRX-F	KKNB-F	6 KLIN	KKUL-F	
		KEFM-F	7 KFGE-F			KLMS	KGDE-F	KGDE-F	7 KFRX-F	
		KGDE-F >>	KEZG-F			KEZQ-F >	KLMS >>		KLMS	

Other Rated Stations				Metro Cume	TSA	Other Rated Stations—Outside Market				Metro Cume	TSA				
Station	Format	Share	Rating	Share	Rating	Station	Format	Share	Rating	Share	Rating				
KNET-F	AC/CHR	95.1	Lincoln	1.4	6.2	4	135	KEFM-F	AC	96.1	Omaha	1.7	6.6	9	207
								KESY-F	SAC	104.5	Omaha	0.3	1.3	2	59
								KEZO-F	AOR	92.3	Omaha	1.4	6.8	7	226
								KGOR-F	O	99.9	Omaha	1.0	6.0	9	213
								KKAR	N/T	129.0	Omaha	0.3	3.2	2	125
								KKCD-F	CL AOR	105.9	Omaha	0.3	1.5	4	80
								KOIL	ST	118.0	Bellevue	1.0	3.3	6	112
								KQKQ-F	CHR	98.5	Council Bluffs, IA	1.4	7.0	8	214
								WOW	C	59.0	Omaha	0.7	2.6	13	168
								WOW-F	C	94.1	Omaha	0.7	3.1	9	201

LINCOLN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	26 (4)	26 (4)	10.4 %	10.5 %	3 Eagles KFOR-AM, KFRX-FM, KLMS-AM, KNET-FM	22.5 %	19.6 %	33.2 %
AOR/Classic/NR	0 (0)	57 (5)	57 (5)	22.9 %	23.7 %	Triathlon KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	25.2 %	29.5 %	45.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Warner KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM	19.0 %	21.4 %	19.1 %
CHR	0 (0)	28 (2)	28 (2)	11.2 %	13.5 %		66.7 %	70.5 %	97.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	2 (1)	43 (3)	45 (4)	18.1 %	16.9 %				
Full Service	40 (2)	0 (0)	40 (2)	16.1 %	14.7 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	7 (1)	7 (1)	2.8 %	1.5 %				
News/Talk	18 (2)	0 (0)	18 (2)	7.2 %	7.9 %				
Oldies	0 (0)	18 (2)	18 (2)	7.2 %	6.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.4 %	0.0 %				
Sports	6 (1)	0 (0)	6 (1)	2.4 %	0.0 %				
Standards	3 (1)	0 (0)	3 (1)	1.2 %	4.5 %				
Totals	69 (7)	180 (18)	249 (25)						

AM Stations

KFOR	1240	1 kw	Full Service	ABC	\$36.00	Katz	3 Eagles
KLIN	1400	1 kw	Talk	CBS, CNN, ABC	\$<20.00	—	Warner
KLMS	1480	3.3 kw/1 kw (DA-2)	Sports	Westwd, ABC, 1-on-1	\$<20.00	Mc-Guild	3 Eagles

FM Stations

KEZG	107.3	100 kw @ 548	AC	Westwd, CBS	\$20.00	—	Warner	
KFGE	98.1	100 kw @ 981	Country		\$<20.00	—	Warner	Milford
KFRX	102.7	100 kw @ 430	CHR		\$32.00	Katz	3 Eagles	
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Katz	Triathlon	
KKNB	104.1	31 kw @ 613	AC-NR		\$<20.00	Katz	Triathlon	Crete
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	—	Warner	
KNET	95.1	50 kw @ 286	AOR/Classic	ABC	\$<20.00	Christal	3 Eagles	
KTGL	92.9	100 kw @ 810	Classic AOR		\$40.00	Katz	Triathlon	Beatrice
KZKX	96.9	100 kw @ 581	Country		\$53.00	Katz	Triathlon	Seward

Notes: Other ranked stations – See Omaha-Council Bluffs . . . 10/97 KFGE-F sold by Bott to Warner for \$800,000

Jim Duncan

Comments: Listening levels are down by 6% versus last year . . . KFOR is back in double figures for the first time in several years – the station was aided by Nebraska football

LITTLE ROCK

Arbitron Rank: 82 Pop (12+): 457,500	Stations: 25 / 23	Last Year's Revenue: \$18,500,000
MSA Rank: 93	Diaries: 1,546/296:1/53.1%	Household Income: \$40,651
MSA Pop: 550,000	Sample Target: 1,550	Total Retail Sales: \$6.0 Bil.
DMA: 58	% Below Line: 1.7	#1 Biller: KSSN-F \$3,500,000
Average Persons Rating: 13.9	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL In Hours: 18.75	Pop per Station: 19,891	Clear Channel \$8,920,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KSSN-F	C	78 / 12.3	12.4	9.6	12.9	11.7	1033 / 22.6	24.4	22.7	155 / 2195	E	KSSN-F
2	KMJX-F	AOR	65 / 10.2	9.8	11.2	7.4	10.6	877 / 19.2	19.1	19.2	111 / 1463	D	KMJX-F
3	KIPR-F	B	61 / 9.6	10.1	9.9	10.3	9.9	710 / 15.5	15.1	17.0	117 / 1268	D	KIPR-F
4	KURB-F	AC/CHR	43 / 6.8	7.8	7.7	7.4	7.9	911 / 19.9	21.1	19.4	64 / 1413	D	KURB-F
5	KKPT-F	CL AOR	32 / 5.0	5.6	5.5	3.8	5.6	681 / 14.9	14.2	14.1	61 / 1169	C	KKPT-F
6	KARN-AF	N/T	31 / 4.9	3.6	5.1	7.5	6.1	608 / 13.3	12.8	14.9	41 / 786	D	KARN-AF
7	KYFX-F	B/AC	27 / 4.2	4.1	5.0	3.8	5.0	432 / 9.4	9.3	10.3	28 / 441	A	KYFX-F
8	KVLO-F	SAC	25 / 3.9	3.5	3.5	4.1	3.6	430 / 9.4	10.7	9.8	33 / 617	B	KVLO-F
	KOLL-F	O	25 / 3.9	3.9	4.5	3.7	3.8	519 / 11.3	11.6	10.4	41 / 884	B	KOLL-F
10	KSYG-F	T	23 / 3.6	3.9	2.6	2.6	3.2	429 / 9.4	7.8	9.0	50 / 827	A	KSYG-F
11	KQAR-F	CHR	22 / 3.5	4.5	4.8	3.8	4.4	493 / 10.8	11.3	12.2	37 / 930		KQAR-F
12	KDDK-F	C	21 / 3.3	4.5	4.8	3.8	4.4	523 / 11.4	11.3	12.2	28 / 688	C	KDDK-F
13	KLAL-F	AC-NR	20 / 3.1	2.2	1.8	2.3	2.2	445 / 9.7	6.0	5.6	22 / 495		KLAL-F
14	KESR-F	CHR	16 / 2.5	3.9	3.5	4.3	3.5	530 / 11.6	12.8	10.2	16 / 547		KESR-F
	KGHT	REL	16 / 2.5	1.5	0.9	1.5	1.8	187 / 4.1	2.3	3.0	22 / 295		KGHT
16	KLIH	B/G	12 / 1.9	1.5	1.5	1.5	1.7	111 / 2.4	2.7	3.9	12 / 118		KLIH
17	KDRE-F	CHR	11 / 1.7	2.6	2.3	3.1	1.8	419 / 9.2	8.8	5.9	12 / 453	A	KDRE-F

12+ FM Share (Metro): 86.77 % (492 of 567) (Fall 96: 85.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIPR-F >>	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KMJX-F	1 KSSN-F >>	1 KSSN-F <	1 KSSN-F	1 KSSN-F <	1 KIPR-F >>	1 KSSN-F <
2 KESR-F	2 KIPR-F	2 KSSN-F <	2 KSSN-F	2 KSSN-F	2 KMJX-F	2 KMJX-F >	2 KMJX-F	2 KMJX-F	2 KSSN-F <	2 KIPR-F >
KDRE-F >	3 KURB-F >	3 KIPR-F	3 KIPR-F <	3 KURB-F	3 KARN-AF	3 KIPR-F	3 KURB-F	3 KIPR-F <	3 KMJX-F >	3 KMJX-F
	4 KSSN-F	4 KURB-F	4 KURB-F <	KIPR-F	4 KVLO-F <	4 KURB-F	4 KARN-AF	4 KURB-F >	4 KKPT-F	4 KKPT-F
	5 KQAR-F	5 KKPT-F	5 KKPT-F	5 KKPT-F	5 KOLL-F	5 KARN-AF	5 KIPR-F <	5 KSYG-F <	5 KQAR-F	5 KYFX-F
	6 KKPT-F	6 KYFX-F	6 KYFX-F	6 KYFX-F	KURB-F	6 KYFX-F <	6 KSYG-F <	6 KKPT-F	KESR-F	6 KARN-AF
	KDDK-F	7 KLAL-F	7 KLAL-F	7 KOLL-F	7 KIPR-F <	7 KSYG-F <	7 KKPT-F <	7 KLAL-F	7 KYFX-F <	KOLL-F <
		KOLL-F <	KOLL-F	8 KVLO-F <	8 KKPT-F <	8 KKPT-F <	8 KVLO-F	KVLO-F <	8 KQAR-F <	8 KQAR-F <
								9 KDDK-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 KIPR-F	1 KIPR-F <	1 KURB-F	1 KURB-F	1 KSSN-F <	1 KIPR-F	1 KMJX-F >>	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F >	1 KSSN-F >
2 KMJX-F	2 KURB-F >	KIPR-F >	KSSN-F	2 KURB-F	2 KMJX-F	2 KIPR-F >	2 KKPT-F	2 KSSN-F	2 KSSN-F	2 KIPR-F >
	KURB-F	3 KYFX-F	KIPR-F	3 KIPR-F	3 KSSN-F >	3 KQAR-F	KURB-F	3 KIPR-F <	3 KKPT-F	3 KARN-AF
4 KDDK-F	4 KYFX-F	4 KMJX-F	4 KMJX-F	4 KYFX-F <	4 KQAR-F >	KURB-F	4 KSYG-F	4 KKPT-F >	4 KIPR-F	
	KSSN-F >	KSSN-F >	5 KYFX-F	5 KMJX-F <	5 KKPT-F	5 KSYG-F	KIPR-F	5 KURB-F	5 KURB-F	
6 KQAR-F	6 KDDK-F	6 KKPT-F	6 KVLO-F	6 KVLO-F	KOLL-F	KSSN-F	6 KLAL-F	6 KOLL-F	KSYG-F	
	KYFX-F	7 KKPT-F	7 KKPT-F	7 KOLL-F	KURB-F	KKPT-F	KQAR-F	7 KSYG-F	7 KOLL-F	
		KDDK-F >	KLAL-F	8 KKPT-F	KLAZ-F		8 KDDK-F >	KARN-AF <		
			KDDK-F	KLAL-F	KDDK-F >>					

Other Rated Stations						Other Rated Stations--Outside Market										
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume					
KHUG-F	C	96.5	England	1.1	3.7	7	191		KLAZ-F	CHR	105.9	Hot Springs	1.3	6.0	30	856
KITA	G	1440	Little Rock	1.1	3.4	7	168		KVRE-F	ST	92.9	Hot Spgs. Village	0.5	0.9	11	143
KJBN	B/G	1050	Little Rock	1.1	1.2	7	55									
KLRG	B/G	1150	N. Little Rock	1.1	3.4	7	157									

LITTLE ROCK

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	63 (2)	63 (2)	11.1 %	8.7 %	Citadel	40.2 %	40.5 %	41.5 %
AOR/Classic/NR	0 (0)	97 (2)	97 (2)	17.1 %	19.9 %				
Black/Urban	0 (0)	88 (2)	88 (2)	15.5 %	16.9 %	Clear Channel	33.2 %	34.7 %	48.2 %
CHR	0 (0)	57 (4)	57 (4)	10.1 %	5.3 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Signal	8.6 %	10.8 %	7.3 %
Country	0 (0)	106 (3)	106 (3)	18.7 %	20.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		82.0 %	86.0 %	97.0 %
News/Talk	26 (1)	28 (2)	54 (3)	9.5 %	10.2 %				
Oldies	0 (0)	25 (1)	25 (1)	4.4 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	49 (5)	0 (0)	49 (5)	8.6 %	8.5 %				
Soft AC/EZ	0 (0)	25 (1)	25 (1)	4.4 %	4.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	3 (1)	3 (1)	0.5 %	1.8 %				
Totals	75 (6)	492 (18)	567 (24)						

AM Stations

Station	Freq	Power	Format	Company	Group	City
KARN	920	5 kw (DA-N)	News/Talk	CBS	\$40.00	Mc-Guild Citadel
KGHT	880	50 kw/0.22 kw (DA-N)	Gospel	ABC	\$ NA	— Sheridan
KLIH	1250	2 kw/1.2 kw (DA-2)	Black Gospel	AURN	\$ NA	Mc-Guild Citadel

FM Stations

Station	Freq	Power	Format	Company	Group	City
KARN	102.5	3 kw @ 328	See KARN			Cabot
KDDK	106.7	16 kw @ 866	Country	\$42.00	Katz	Clear Channel Jacksonville
KDRE	101.1	6 kw @ 328	CHR	\$<20.00	—	Flinn N. Little Rock
KESR	102.1	4.1 kw @ 387	CHR	\$<20.00	Banner	Citadel Sherwood
KIPR	92.3	100 kw @ 938	Black	ABC \$42.00	Banner	Citadel Pine Bluff
KKPT	94.1	100 kw @ 1602	Classic AOR	\$30.00	D&R	Signal
KLAL	107.7	50 kw @ 492	Modern AC	\$ NA	Mc-Guild	Citadel Wrightsville
KMJX	105.1	81 kw @ 1054	AOR	ABC \$52.00	Clr Chnl	Clear Channel Conway
KOLL	94.9	100 kw @ 1844	Oldies	Westwd \$30.00	Katz	Clear Channel Maumette
KQAR	100.3	44.2 kw @ 1369	CHR	\$ NA	Clr Chnl	Clear Channel Jacksonville
KSSN	95.7	100 kw @ 1664	Country	\$80.00	Katz	Clear Channel
KSYG	103.7	100 kw @ 1663	News/Talk	\$<20.00	Christal	Signal
KURB	98.5	100 kw @ 1285	AC/CHR	\$71.00	D&R	Citadel
KVLO	102.9	50 kw @ 492	Soft AC	\$<20.00	D&R	Citadel Sheridan
KYFX	99.5	3 kw @ 312	Black AC	CNN \$21.00	Eastman	

Notes: 10/97 The KDDK-F calls & format moved to the former KMVK-F (106.7); the 100.3 changed to CHR as KQAR-F ("Q-100") . . . 11/97 KYTN-F changed from Gospel to Modern AC as KLAL-F ("Alice") . . . 11/97 KEZQ (1250) changed from Standards to Black Gospel as KLIH . . . 12/97 KESR-F changed calls to KOKY-F . . . 1/98 KMZX-F (106.3) changed from simulcasting KDRE-F to Classic Country . . . 1/98 KOKY-F changed from CHR to Black AC

Jim Duncan

Comments: Listening levels are down by 5% in the last year . . . KSSN-F is solidly back in first place after recovering from its weak Spring book . . . KLAL-F becomes viable with a Modern AC format

LOS ANGELES

Arbitron Rank: 2 Pop (12+): 9,920,900	Stations: 46 / 44	Last Year's Revenue: \$529,000,000
MSA Rank: 2	Diaries: 7,141/1389:1/50.9%	Household Income: \$44,898
MSA Pop: 12,700,000	Sample Target: 6,840	Total Retail Sales: \$100.4 Bil.
DMA: 2	% Below Line: 1.2	#1 Biller: KRTH-F \$30,200,000
Average Persons Rating: 17.3	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL In Hours: 22.75	Pop per Station: 225,475	CBS \$168,100,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KLVE-F	SP	1056 / 6.1	6.0	6.6	6.0	6.9	6.2	11706 / 11.8	13.3	13.3	1170 / 13412	K	KLVE-F
2	KSCA-F	SP	847 / 4.9	4.5	4.4	3.5	1.1	4.3	8953 / 9.0	9.0	3.8	954 / 10189	F	KSCA-F
3	KKBT-F	B	765 / 4.5	4.0	4.5	5.5	4.9	4.6	11396 / 11.5	11.3	11.0	932 / 13970	K	KKBT-F
4	KPWR-F	U/CHR	721 / 4.2	4.6	4.3	4.6	4.6	4.4	14547 / 14.7	15.8	14.3	826 / 16871	K	KPWR-F
5	KRTH-F	O	698 / 4.0	4.0	3.9	3.3	3.7	3.8	13602 / 13.7	14.7	12.9	809 / 16537	K	KRTH-F
6	KFI	T	691 / 4.0	4.1	3.7	4.3	4.3	4.0	9892 / 10.0	9.7	10.8	1024 / 14441	K	KFI
7	KIIS-F	CHR	680 / 4.0	3.9	3.8	3.2	3.1	3.7	15853 / 16.0	15.6	14.6	779 / 18641	K	KIIS-F
8	KOST-F	AC	649 / 3.8	3.9	3.6	3.2	3.9	3.6	12119 / 12.2	12.2	12.8	757 / 14500	K	KOST-F
9	KTWV-F	J	586 / 3.4	3.6	3.4	3.8	3.6	3.6	8877 / 8.9	8.8	8.9	693 / 10438	K	KTWV-F
10	KABC	T	520 / 3.0	3.1	2.8	3.0	3.2	3.0	7505 / 7.6	8.0	8.2	558 / 8376	K	KABC
11	KROQ-F	AOR-NR	509 / 3.0	3.6	3.8	3.4	2.9	3.4	11154 / 11.2	11.5	10.5	587 / 13292	K	KROQ-F
12	KYSR-F	AC/CHR	484 / 2.8	2.5	2.8	2.1	2.3	2.6	10791 / 10.9	10.7	8.8	554 / 12308	K	KYSR-F
13	KZLA-F	C	459 / 2.7	2.5	2.5	2.1	2.9	2.4	6842 / 6.9	6.1	6.3	509 / 7808	I	KZLA-F
14	KBIG-F	AC	458 / 2.7	2.6	2.4	2.7	2.5	2.6	9412 / 9.5	9.8	9.9	533 / 11249	K	KBIG-F
15	KCBS-F	CL AOR	457 / 2.7	1.9	2.6	2.8	1.9	2.5	9678 / 9.8	8.6	7.8	596 / 12249	K	KCBS-F
16	KLOS-F	AOR	450 / 2.6	2.0	2.2	2.3	2.0	2.3	8652 / 8.7	7.8	8.1	609 / 11869	K	KLOS-F
17	KLSX-F	T	435 / 2.5	2.0	2.0	1.9	2.5	2.1	6704 / 6.8	6.0	6.8	529 / 8082	I	KLSX-F
18	KLAC	ST	388 / 2.3	2.6	2.2	2.4	2.2	2.4	5908 / 6.0	5.9	6.0	452 / 6968	E	KLAC
19	KLAX-F	SP	366 / 2.1	2.3	2.6	3.2	4.0	2.6	8207 / 8.3	7.6	8.9	391 / 6616	J	KLAX-F
20	KTNQ	SP	363 / 2.1	2.0	2.5	2.1	2.1	2.2	4428 / 4.5	4.6	4.0	395 / 4814	G	KTNQ
21	KFWB	N	353 / 2.1	1.8	2.0	2.1	1.9	2.0	9556 / 9.6	9.2	9.4	383 / 10499	K	KFWB
22	KNX	N	344 / 2.0	2.2	2.0	2.4	2.5	2.2	9411 / 9.5	9.0	10.1	450 / 12096	K	KNX
23	KBUE-F	SP	305 / 1.8	1.5	2.0	2.1	1.7	1.8	5370 / 5.4	5.8	5.0	306 / 5434	E	KBUE-F
24	KKGO-F	CL	300 / 1.7	1.5	1.5	1.6	2.1	1.6	5648 / 5.7	5.4	6.5	349 / 6439	H	KKGO-F
25	KIBB-F	B/AC	247 / 1.4	1.7	1.6	1.8	1.2	1.6	7171 / 7.2	7.2	5.0	279 / 8310	H	KIBB-F
26	KJLH-F	B	233 / 1.4	1.0	1.3	1.7	1.2	1.3	3720 / 3.7	3.6	3.8	236 / 3798	C	KJLH-F
27	KSSE-F	SP	211 / 1.2	1.4	0.8	0.4	0.5	1.0	3698 / 3.7	2.5	2.2	321 / 5279	C	KSSE-F
28	KACE-F	B/O	195 / 1.1	1.3	1.0	0.7	0.8	1.0	3143 / 3.2	2.3	2.4	229 / 3692	D	KACE-F
29	KLYY-F	AOR-NR	171 / 1.0	1.3	1.0	1.0	1.2	1.1	5717 / 5.8	5.3	6.3	204 / 6657	B	KLYY-F

12+ FM Share (Metro): 76.46 % (10984 of 14366) (Fall 96: 73.65 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPWR-F	1 KSCA-F	1 KLVE-F	1 KLVE-F	1 KLVE-F	1 KFI	1 KSCA-F <	1 KLVE-F	1 KLVE-F	1 KPWR-F	1 KLVE-F
2 KIS-F	KLVE-F	2 KSCA-F	2 KSCA-F >	2 KSCA-F	2 KLVE-F <	2 KLSX-F <	2 KFI	2 KKBT-F <	2 KKBT-F <	2 KSCA-F <
3 KKBT-F >	3 KKBT-F	3 KKBT-F	3 KOST-F	3 KRTH-F	3 KRTH-F <	3 KLVE-F	3 KSCA-F <	3 KPWR-F	3 KIIS-F <	3 KPWR-F <
4 KROQ-F	4 KPWR-F	4 KOST-F	KRTH-F <	4 KOST-F <	4 KABC <	4 KKBT-F	4 KRTH-F	4 KOST-F	4 KLVE-F	4 KIIS-F <
5 KROQ-F <	KPWR-F <	5 KKBT-F <	5 KTWV-F	5 KTWV-F	5 KTWV-F <	5 KFI	5 KOST-F <	KIIS-F <	5 KOST-F <	5 KKBT-F
6 KYSR-F <	6 KRTH-F <	6 KLOS-F <	6 KKBT-F <	6 KOST-F	KRTH-F	6 KTWV-F	6 KRTH-F	6 KRTH-F	6 KROQ-F	6 KRTH-F
7 KIIS-F	7 KIIS-F <	7 KTWV-F <	7 KLOS-F	KIIS-F <	7 KTWV-F <	7 KTNQ <	7 KTWV-F <	7 KTNQ <	7 KTNQ <	7 KTNQ <
8 KYSR-F	8 KYSR-F	8 KCBS-F <	KCBS-F <	8 KABC <	8 KBIG-F <	8 KFI <	8 KSCA-F <	8 KSCA-F <	8 KSCA-F <	8 KSCA-F <
9 KLSX-F <	KLOS-F <	9 KLSX-F <		9 KLOS-F <						

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

LOS ANGELES

Consolidation Report	12+	25-54	Revenue
ABC/Disney KABC-AM, KDIS-AM, KLOS-FM	7.4 %	7.9 %	11.3 %
CBS KCBS-FM, KFVB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWV-FM	20.5 %	22.3 %	31.8 %
Chancellor KBIG-FM, KIBB-FM, KKBT-FM, KLAC-AM, KYSR-FM	13.7 %	12.1 %	15.8 %
Cox KACE-FM, KFI-AM, KOST-FM, KRTO-FM	8.9 %	9.2 %	10.8 %
Heftel KLVE-FM, KSCA-FM, KTNQ-AM	13.1 %	16.2 %	6.8 %
Lieberman KBUA-FM, KBUE-FM, KIGJ-AM, KWIZ-FM	2.4 %	2.5 %	1.7 %
	66.1 %	70.2 %	78.2 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KACD-FF	U	103.1	Santa Monica	0.7	2.9	122	2930
KFSG-F	REL	96.3	Los Angeles	0.4	1.9	72	2074
KIEV	T	870	Glendale	0.5	1.6	95	1736
KIKF-F	C	94.3	Garden Grove	0.4	1.4	66	1425
KKHJ	SP	930	Los Angeles	0.7	2.4	123	2476
KKLA-F	REL	99.5	Glendale	0.4	1.8	84	2158
KRLA	O	1110	Pasadena	0.8	3.2	144	3533
KRRA	SP	900	W. Covina	0.3	1.0	52	1068
KWKW	SP	1330	Los Angeles	0.7	1.8	129	1823
KWVE-F	REL	107.9	San Clemente	0.5	1.9	111	2478
KXMG	SPRTS	1540	Los Angeles	0.4	0.9	69	871

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFRG-F	C	95.1	San Bernardino	0.4	1.7	392	5635
XTRA	SPRTS	690	Tijuana, MX	0.8	3.2	219	4856

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	1591 (3)	1591 (3)	11.1 %	10.1 %
AOR/Classic/NR	0 (0)	1587 (4)	1587 (4)	11.0 %	10.3 %
Black/Urban	0 (0)	1476 (6)	1476 (6)	10.3 %	15.1 %
CHR	0 (0)	680 (1)	680 (1)	4.7 %	3.9 %
Classical	0 (0)	300 (1)	300 (1)	2.1 %	2.4 %
Country	0 (0)	588 (3)	588 (3)	4.1 %	4.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	658 (4)	2826 (7)	3484 (11)	24.3 %	22.4 %
Jazz	0 (0)	586 (1)	586 (1)	4.1 %	4.0 %
News/Talk	1991 (5)	435 (1)	2426 (6)	16.9 %	17.1 %
Oldies	133 (1)	696 (1)	829 (2)	5.8 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	219 (3)	219 (3)	1.5 %	1.7 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	212 (2)	0 (0)	212 (2)	1.5 %	0.9 %
Standards	388 (1)	0 (0)	388 (1)	2.7 %	2.4 %
Totals	3382 (13)	10984 (31)	14366 (44)		

AM Stations

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

LOS ANGELES

FM Stations

KACE	103.9	1.65 kw @ 390	Black Oldies	\$ 80.00	Christal	Cox	Inglewood
KBIG	104.3	105 kw @ 2890	AC	\$400.00	Sentry	Chancellor	
KBUA	94.3	3 kw @ 85	See KBUE-F				San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic	\$85.00	—	Lieberman	Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS \$375.00	CBS	CBS	
KIBB	100.3	5.3 kw @ 3004	Black AC	Westwd \$190.00	Banner	Chancellor	
KIIS	102.7	8 kw @ 2960	CHR	\$490.00	Katz	Jacor	
KJLH	102.3	2.25 kw @ 338	Black	\$70.00	K&P		Compton
KKBT	92.3	43 kw @ 2910	Black	\$440.00	Allied	Chancellor	
KKGO	105.1	18 kw @ 2887	Classical	AP \$185.00	Allied	Mt. Wilson	
KLAX	97.9	50 kw @ 390	Hispanic	\$305.00	Caballero	SBS	
KLOS	95.5	63 kw @ 3130	AOR	ABC \$420.00	Katz	ABC/Disney	
KLSX	97.1	21 kw @ 3002	Talk	\$270.00	Allied	CBS	
KLVE	107.5	29.5 kw @ 2998	Hispanic	\$350.00	Katz Hisp.	Heftel	
KLYY	107.1	6 kw @ -44	New Rock	\$70.00	—	Big City	Arcadia
KOST	103.5	12.5 kw @ 3100	AC	\$400.00	Christal	Cox	
KPWR	105.9	25 kw @ 3035	Urban/CHR	\$400.00	D&R	Emmis	
KROQ	106.7	5.6 kw @ 1387	New Rock	\$475.00	Infinity	CBS	Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies	\$545.00	CBS	CBS	
KRTO	98.3	0.65 kw @ 971	See KACE-F			Cox	W. Covina
KSCA	101.9	4.8 kw @ 2831	Hispanic	\$190.00	Katz Hisp.	Heftel	Glendale
KSSE	97.5	72 kw @ 1827	Hispanic CHR	\$ NA	Caballero	EXCL	San Bernardino
KTWV	94.7	58 kw @ 2831	Jazz	\$415.00	Group W	CBS	
KYSR	98.7	75 kw @ 1180	AC/CHR	\$390.00	Banner	Chancellor	
KZLA	93.9	18.5 kw @ 3136	Country	\$260.00	Sentry	Bonneville	

Notes: 8/97 KTZN (710) changed from Talk to Children's (Disney) . . . 9/97 KXMG (1540) changed from Hispanic to 1-on-1 Sports; it later changed calls to KCTD . . . 12/97 KTZN changed calls to KDIS . . . 1/98 KGXL (1650; Costa Mesa) came on the air, simulcasting Showtunes KGIL (1260)

Jim Duncan

Comments: Listening levels are steady . . . Heftel has the #1 and #2 positions in 12+ . . . KPWR-F has fallen to its lowest share in more than two years . . . KIIS-F registered its highest share in more than two years and had its fourth consecutive up book . . . Overall FM share of listening has jumped 5 share points in the last two years . . . KSCA-F is on a string of four consecutive up books . . . KLAX-F had its fourth consecutive share decline

LOUISVILLE

Arbitron Rank: 52 Pop (12+): 856,600	Stations: 27 / 27	Last Year's Revenue: \$34,600,000
MSA Rank: 59	Diaries: 1,582/541:1/53.9%	Household Income: \$39,881
MSA Pop: 995,000	Sample Target: 1,520	Total Retail Sales: \$9.7 Bil.
DMA: 50	% Below Line: 0.0	#1 Biller: WHAS \$8,400,000
Average Persons Rating: 15.2	% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 31,726	Clear Channel \$20,100,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WAMZ-F	C	183 / 14.1	13.9	13.9	15.4	15.2	14.3	2319 / 27.1	26.6	28.1	235 / 3217	G	WAMZ-F
2	WHAS	FS	159 / 12.2	11.6	12.1	14.4	16.5	12.6	2063 / 24.1	26.5	30.3	201 / 2743	H	WHAS
3	WGZB-F	B	99 / 7.6	7.0	8.1	8.0	7.7	7.7	1165 / 13.6	13.4	13.5	104 / 1244	C	WGZB-F
4	WDJX-F	CHR	90 / 6.9	6.5	7.5	7.3	6.6	7.1	1781 / 20.8	20.3	18.4	123 / 2441	E	WDJX-F
5	WVEZ-F	SAC	88 / 6.8	6.4	6.0	5.4	3.8	6.1	1140 / 13.3	14.5	11.8	96 / 1290	E	WVEZ-F
6	WRKA-F	O	69 / 5.3	4.7	4.9	3.7	5.0	4.7	1118 / 13.1	12.6	13.6	73 / 1174	E	WRKA-F
7	WQMF-F	CL AOR	62 / 4.8	4.1	4.7	3.2	2.7	4.2	1098 / 12.8	12.6	11.8	86 / 1397	D	WQMF-F
8	WSFR-F	CL HITS	53 / 4.1	4.0	4.4	4.1	5.0	4.2	1115 / 13.0	11.7	13.0	66 / 1314	C	WSFR-F
9	WHKW-F	C	44 / 3.4	2.9	2.4	2.8	2.3	2.9	784 / 9.2	7.0	8.1	50 / 1019	A	WHKW-F
10	WLRS-F	AOR-P	42 / 3.2	4.4	2.3	2.1	1.7	3.0	868 / 10.1	7.8	7.6	47 / 1005	B	WLRS-F
11	WTFX-F	AOR	40 / 3.1	5.0	5.8	5.4	5.0	4.8	1005 / 11.7	15.2	14.1	68 / 1600	D	WTFX-F
12	WSJW-F	J	29 / 2.2	2.8	2.9	3.1	3.0	2.8	532 / 6.2	6.6	7.1	31 / 565	B	WSJW-F
13	WKJK	ST	26 / 2.0	1.9	0.4	1.2	0.9	1.4	331 / 3.9	1.6	3.0	40 / 461		WKJK
14	WMJM-F	B/A/C	25 / 1.9	2.3	2.4	1.4	1.6	2.0	401 / 4.7	4.6	3.5	25 / 409	A	WMJM-F
15	WLOU	B/G	24 / 1.8	1.6	0.9	0.8	0.6	1.3	281 / 3.3	2.6	2.6	24 / 289		WLOU
16	WWKY	T	17 / 1.3	1.8	1.3	1.8	1.5	1.6	421 / 4.9	5.1	5.7	20 / 456	A	WWKY
	WAVG	ST	17 / 1.3	2.0	3.3	3.4	3.8	2.5	295 / 3.4	7.0	9.0	17 / 297	B	WAVG
18	WLSY-F	B/O	16 / 1.2						286 / 3.3			16 / 295		WLSY-F
19	WRVI-F	CL HITS	15 / 1.2	0.9	1.2	1.3	0.8	1.1	348 / 4.1	4.7	3.9	17 / 380		WRVI-F

12+ FM Share (Metro): 75.86 % (883 of 1164) (Fall 96: 71.65 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnlt
1	WGZB-F	1 WAMZ-F >	1 WAMZ-F	1 WAMZ-F >	1 WGZB-F <	1 WGZB-F <	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WGZB-F <
2	WDJX-F	2 WGZB-F <	2 WVEZ-F <	2 WVEZ-F	2 WDJX-F	2 WAMZ-F <	2 WGZB-F	2 WQMF-F	2 WQMF-F	2 WAMZ-F
3	WVEZ-F	3 WVEZ-F <	3 WGZB-F	3 WDJX-F	3 WRKA-F <	3 WLRS-F	3 WDJX-F	3 WQMF-F	3 WGZB-F <	3 WHAS >
4	WAMZ-F	4 WDJX-F >>	4 WDJX-F >>	WGZB-F >	4 WDJX-F <	WTFX-F	4 WTFX-F	WSFR-F <	4 WSFR-F <	4 WSFR-F
5	WHKW-F	5 WSFR-F	5 WSFR-F	5 WRKA-F	5 WHAS <	5 WHKW-F	5 WLRS-F	5 WDJX-F <	5 WHAS	5 WRKA-F <
		6 WTFX-F	6 WHAS	6 WGZB-F >	6 WQMF-F	6 WQMF-F	6 WTFX-F	6 WDJX-F <	6 WDJX-F <	6 WGZB-F
		WHKW-F	7 WSFR-F			WHKW-F <		7 WTFX-F	7 WTFX-F	
								8 WRKA-F <	WDJX-F <	

Other Rated Stations

			Metro Share	Cume Rating	TSA AQH Cume
--	--	--	----------------	----------------	-----------------

WCND	C	940	Shelbyville	0.2	0.1	3	6
WFIA	REL	900	Louisville	0.5	2.4	6	216
WLKY	N	970	Louisville	0.9	4.8	13	466
WLLV	G	1240	Louisville	0.4	1.6	5	148
WMPI-F	C	105.3	Scottsburg, IN	0.8	1.6	13	212
WTHQ-F	C	101.7	Shelbyville	0.4	1.1	8	161
WTMT	SPRTS	620	Louisville	0.9	2.6	17	276
WXLN-F	REL	105.1	Shepherdsville	0.9	2.4	15	225

LOUISVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	0 (0)	0 (0)	0.0 %	4.3 %	Blue Chip	9.5 %	8.7 %	5.0 %
AOR/Classic/NR	0 (0)	144 (3)	144 (3)	12.4 %	8.7 %	WGZB-FM, WMJM-FM			
Black/Urban	0 (0)	140 (3)	140 (3)	12.0 %	10.5 %	Clear Channel	37.5 %	36.0 %	57.3 %
CHR	0 (0)	90 (1)	90 (1)	7.7 %	7.3 %	WAMZ-FM, WHAS-AM, WKJK-AM, WQMF-FM, WTFX-FM, WWKY-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Cox	7.7 %	10.2 %	7.1 %
Country	3 (1)	243 (4)	246 (5)	21.1 %	22.3 %	WLSY-FM, WRKA-FM, WRVI-FM			
Full Service	159 (1)	0 (0)	159 (1)	13.7 %	18.5 %	Jacor	21.5 %	22.1 %	24.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WDJX-FM, WFIA-AM, WLRS-FM, WSFR-FM, WVEZ-FM			
Jazz	0 (0)	29 (1)	29 (1)	2.5 %	3.4 %		76.2 %	77.0 %	93.8 %
News/Talk	29 (2)	0 (0)	29 (2)	2.5 %	2.1 %				
Oldies	0 (0)	137 (3)	137 (3)	11.8 %	11.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	35 (3)	12 (1)	47 (4)	4.0 %	2.7 %				
Soft AC/EZ	0 (0)	88 (1)	88 (1)	7.6 %	4.3 %				
Sports	12 (1)	0 (0)	12 (1)	1.0 %	0.0 %				
Standards	43 (2)	0 (0)	43 (2)	3.7 %	4.2 %				
Totals	281 (10)	883 (17)	1164 (27)						

AM Stations

Station	Power	Format	Source	Advertiser	Agency	City
WAVG	1450	1 kw	Standards	ABC	\$20.00	Savalli Jeffersonville, IN
WHAS	840	50 kw	Full Service	ABC	\$132.00	Clr Chnl Clear Channel
WKJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd	\$ NA	Clr Chnl Clear Channel
WLOU	1350	2.2 kw/0.5 kw (DA-N)	Black Gospel	AURN	\$ NA	— Mortenson
WWKY	790	5 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$<20.00	Mc-Guild Clear Channel

FM Stations

Station	Freq	Power	Format	Source	Advertiser	Agency	City
WAMZ	97.5	100 kw @ 673	Country		\$155.00	Christal Clear Channel	
WDJX	99.7	24 kw @ 715	CHR		\$60.00	Eastman Jacor	
WGZB	96.5	3 kw @ 328	Black		\$45.00	Mc-Guild Blue Chip	Corydon, IN
WHKW	98.9	50 kw @ 492	Country		\$24.00	Clr Chnl Snowden	Salem, IN
WLRS	102.3	3 kw @ 285	Progressive AOR		\$30.00	Eastman Jacor	
WLSY	94.7	2.15 kw @ 387	Black Oldies		\$ NA	Christal Cox	New Albany, IN
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild Blue Chip	Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR		\$60.00	Katz Clear Channel	Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal Cox	
WRVI	105.9	3 kw @ 328	Classic Hits		\$ NA	Christal Cox	New Albany, IN
WSFR	107.7	31 kw @ 568	Classic Hits		\$31.00	Eastman Jacor	Corydon, IN
WSJW	103.9	1.35 kw @ 490	Jazz		\$25.00	Eastman	
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Mc-Guild Clear Channel	
WVEZ	106.9	24.5 kw @ 670	Soft AC		\$68.00	Eastman Jacor	

Notes: 8/97 WXVW (1450) picked up the WAVG calls abandoned by the 970; remains Standards . . . 9/97 The WRVI-F calls & Classic Hits format moved from 94.7 to 105.9; the 94.7 became Black Oldies as WLSY-F . . . 9/97 WKJK (1080) changed from Classic Country to Standards . . . 2/98 WCND (940; Shelbyville, KY) changed from simulcasting WTHQ-F to Jones Radio Networks' Standards

Jim Duncan

Comments: Listening levels are steady . . . WHAS is down 26% versus its year-ago level . . . WVEZ-F has its fourth consecutive gain and is at its highest share in more than three years . . . WRKA-F has its highest share since prior to 1994 . . . WTFX-F has faded to its lowest share in more than three years

LUBBOCK

Arbitron Rank: 173 Pop (12+): 192,100	Stations: 19 / 18	Last Year's Revenue: \$7,900,000
MSA Rank: 182	Diaries: 953/202:1/46.4%	Household Income: \$32,953
MSA Pop: 236,000	Sample Target: 860	Total Retail Sales: \$2.5 Bil.
DMA: 150	% Below Line: 0.3	#1 Biller: KLLL-AF \$2,600,000
Average Persons Rating: 16.3	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 10,672	Capstar \$4,150,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 KZII-F	CHR	54 / 17.2	17.8	16.0	12.9	13.5	634 / 33.0	37.1	33.9	77 / 925	C
2 KLLL-AF	C	60 / 15.9	16.9	17.8	18.7	20.1	623 / 32.4	29.8	31.2	85 / 966	D
3 KKCL-F	O	32 / 10.2	9.4	8.1	9.6	7.9	396 / 20.8	24.4	21.3	40 / 523	B
4 KFMX-F	AOR	28 / 8.9	5.9	10.6	11.3	12.9	349 / 18.1	18.2	21.5	34 / 507	C
5 KMMX-F	AC	17 / 5.4	4.4	4.4	3.2	2.3	277 / 14.4	12.5	12.6	20 / 352	A
6 KXTQ-F	SP	14 / 4.5	6.2	7.2	7.7	5.9	216 / 11.2	13.7	10.7	38 / 404	B
7 KRBL-F	C	12 / 3.8	2.2	1.9	1.3		148 / 7.7	6.5	4.2	15 / 174	
KCRM-F	CL AOR	12 / 3.8	5.6	3.4	4.5	5.0	232 / 12.1	17.8	14.8	16 / 311	B
9 KONE-F	C	9 / 2.9	1.9	4.1	3.5	4.0	228 / 11.9	10.1	13.3	21 / 362	A
KLZK-F	CL AOR	9 / 2.9	5.0				161 / 8.4	14.5		11 / 197	
KKAM	SPRTS	9 / 2.9	1.9	1.3	1.6	1.3	183 / 9.5	7.8	5.6	11 / 203	
12 KFYO	FS	8 / 2.5	2.2	2.5	2.6	3.0	162 / 8.4	8.2	9.8	13 / 238	B

12+ FM Share (Metro): 88.93 % (249 of 280) (Fall 96: 89.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZII-F >>	1 KZII-F >	1 KZII-F	1 KLLL-AF	1 KLLL-AF	1 KLLL-AF	1 KZII-F <	1 KKCL-F <	1 KZII-F	1 KZII-F >	1 KZII-F <
2 KLLL-AF <	2 KLLL-AF >	2 KZII-F	2 KZII-F	2 KKCL-F >	2 KKCL-F >	2 KLLL-AF >>	2 KLLL-AF <	2 KLLL-AF >	2 KLLL-AF	2 KLLL-AF >
3 KFMX-F >	3 KFMX-F <	3 KKCL-F >	3 KKCL-F >	3 KZII-F >	3 KKCL-F	3 KZII-F >	3 KZII-F >	3 KFMX-F	3 KFMX-F >	3 KFMX-F
4 KMMX-F >	4 KKCL-F >	4 KFMX-F	4 KFMX-F	4 KRBL-F	4 KFMX-F >	4 KFMX-F >	4 KFMX-F >	4 KKCL-F	4 KMMX-F	4 KKCL-F
5 KCRM-F	5 KMMX-F	5 KCRM-F	5 KCRM-F	5 KXTQ-F	5 KMMX-F	5 KMMX-F <	5 KMMX-F	5 KMMX-F	5 KXTQ-F	5 KXTQ-F
			6 KMMX-F	6 KKAM	6 KXTQ-F	6 KCRM-F <	6 KRBL-F	6 KRBL-F	6 KKCL-F >	6 KMMX-F
			KXTQ-F	KFMX-F			7 KCRM-F	7 KCRM-F		KKAM
							KXTQ-F <	KXTQ-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZII-F >>	1 KZII-F >>	1 KZII-F	1 KZII-F	1 KLLL-AF >	1 KZII-F	1 KFMX-F	1 KFMX-F >	1 KFMX-F <	1 KKCL-F >	1 KZII-F
2 KMMX-F >	2 KLLL-AF	2 KLLL-AF >>	2 KLLL-AF >>	2 KZII-F >	2 KZII-F >	2 KZII-F	2 KLLL-AF	2 KKCL-F	2 KFMX-F <	2 KLLL-AF
3 KLLL-AF	3 KMMX-F >	3 KCRM-F	3 KMMX-F >	3 KKCL-F	3 KLLL-AF >	3 KLLL-AF >	3 KCRM-F	3 KLLL-AF	3 KLLL-AF	3 KMMX-F
KFMX-F	4 KFMX-F	KMMX-F	4 KXTQ-F	4 KCRM-F >	4 KRBL-F	4 KKCL-F	KKCL-F	KZII-F >>	4 KZII-F	4 KKCL-F
	5 KXTQ-F	5 KFMX-F >>	KCRM-F	5 KMMX-F	KMMX-F	5 KCRM-F	KZII-F >>	5 KRBL-F	5 KCRM-F	
			KFMX-F	KXTQ-F	KLZK-F >>	KMMX-F		KMMX-F	6 KKAM	
			KKCL-F >>	KFMX-F		KLZK-F		KLZK-F	KRBL-F	
								KCRM-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBZO	SP	1460	Lubbock	1.6	2.1	5	43
KEJS-F	SP	106.5	Lubbock	2.2	6.1	13	189
KJAK-F	REL	92.7	Station	2.2	6.8	9	174
KRFE	ST	580	Lubbock	1.3	5.1	6	127
KXTQ	SP	950	Lubbock	0.6	0.9	2	22

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KGNC	FS	710	Amarillo	0.3	1.8	8	124

LUBBOCK

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	17 (1)	17 (1)	6.1 %	9.2 %	Capstar KCRM-FM, KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KZII-FM	45.5 %	46.4 %	48.8 %
AOR/Classic/NR	0 (0)	49 (3)	49 (3)	17.5 %	12.5 %		Pinnacle KLLL-AM, KLLL-FM, KMMX-FM, KONE-FM	24.2 %	26.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	54 (1)	54 (1)	19.3 %	18.7 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	2 (1)	69 (3)	71 (4)	25.4 %	27.8 %				
Full Service	9 (2)	0 (0)	9 (2)	3.2 %	3.3 %				
Hispanic	7 (2)	21 (2)	28 (4)	10.0 %	11.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Oldies	0 (0)	32 (1)	32 (1)	11.4 %	9.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	7 (1)	7 (1)	2.5 %	1.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	9 (1)	0 (0)	9 (1)	3.2 %	1.5 %				
Standards	4 (1)	0 (0)	4 (1)	1.4 %	4.4 %				
Totals	31 (7)	249 (12)	280 (19)				69.7 %	72.6 %	88.6 %

AM Stations

KBZO	1460	1 kw/0.243 kw	Hispanic	\$ NA	—		
KFYO	790	5 kw/1 kw (DA-2)	Full Service	CBS, UBN	\$<20.00	Allied	Capstar
KKAM	1340	1 kw	Sports	1-on-1, CBS	\$<20.00	Katz	Capstar
KLLL	1590	1 kw (DA-2)	See KLLL-F				
KRFE	580	0.5 kw/0.29 kw (DA-2)	Standards	ABC	\$<20.00	—	

FM Stations

KCRM	99.5	100 kw @ 817	Classic AOR	Westwd	\$<20.00	Century	Capstar	
KFMX	94.5	100 kw @ 817	AOR	ABC	\$29.00	Katz	Capstar	
KKCL	98.1	100 kw @ 436	Oldies	Westwd, ABC	\$22.00	Christal	Capstar	Lorenzo
KLLL	96.3	100 kw @ 817	Country	Westwd	\$53.00	Eastman	Pinnacle	
KLZK	104.3	50 kw @ 466	Classic AOR	CNN, CBS	\$ NA	Mc-Guild		Brownfield
KMMX	100.3	48 kw @ 882	AC		\$<20.00	D&R	Pinnacle	Tahoka
KONE	101.1	100 kw @ 751	Country		\$<20.00	D&R	Pinnacle	
KRBL	105.7	6 kw @ 328	Country	ABC	\$ NA	—		Idalou
KXTQ	93.7	100 kw @ 741	Hispanic		\$<20.00	Katz Hisp.		
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	Capstar	

Notes:

Jim Duncan

Comments: KLLL-AM has its fifth consecutive down book and its lowest share since about 1987 . . . KLLL-AM has been hurt by the slow-but-steady growth of KRBL-FM . . . Listening levels are down slightly

MACON

Arbltron Rank: 148 Pop (12+): 251,300	Stations: 25 / 21	Last Year's Revenue: \$10,700,000
MSA Rank: 155	Diaries: 945/266:1/46.9%	Household Income: \$34,366
MSA Pop: 318,000	Sample Target: 970	Total Retail Sales: \$3.4 Bil.
DMA: 123	% Below Line: 3.5	#1 Biller: WDEN-AF \$3,100,000
Average Persons Rating: 15.7	% Not Listed: 9.9	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 11,967	Magic \$7,660,000

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										
1	WIBB-F	B	63 / 16.0	16.1	17.2	12.3	12.6	646 / 25.7	28.0	25.3	90 / 1087	B	WIBB-F
2	WDEN-F	C	60 / 15.2	16.6	16.7	20.3	14.7	618 / 24.6	32.0	31.3	110 / 1310		WDEN-F
3	WPEZ-F	AC	48 / 12.2	8.3	10.1	11.1	10.5	530 / 21.1	18.5	20.1	65 / 796	C	WPEZ-F
4	WQBZ-F	AOR	40 / 10.1	9.3	6.6	6.8	5.7	434 / 17.3	16.7	15.2	56 / 755	B	WQBZ-F
5	WMGB-F	CHR	24 / 8.1	6.0	6.1	5.3	4.6	414 / 16.5	17.4	16.9	40 / 836	A	WMGB-F
6	WDDO	REL	22 / 5.6	4.0	4.0	5.8	8.0	221 / 8.8	7.3	7.6	23 / 234	A	WDDO
7	WAYS-F	O	18 / 4.6	6.3	5.8	4.4	6.4	344 / 13.7	15.6	16.5	44 / 777	C	WAYS-F
8	WMWR	N/T	15 / 3.8	3.5	4.3	3.4	4.6	251 / 10.0	10.1	10.3	27 / 443	B	WMWR
9	WPGA-F	B/AC	13 / 3.3	3.8	3.8	3.1	5.1	178 / 7.1	9.8	8.7	14 / 218	A	WPGA-F
10	WMKS-F	C	10 / 2.5	2.5	2.3	2.7	2.3	189 / 7.5	9.9	9.7	11 / 221	A	WMKS-F
11	WRBV-F	B/AC	8 / 2.0	2.5	3.3	4.1	2.6	155 / 6.2	8.7	7.1	11 / 183	A	WRBV-F

12+ FM Share (Metro): 87.92 % (313 of 356) (Fall 96: 86.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIBB-F >>	1 WIBB-F	1 WIBB-F	1 WPEZ-F <	1 WDEN-F	1 WDEN-F >	1 WDEN-F	1 WDEN-F	1 WDEN-F	1 WIBB-F >>	1 WIBB-F >
2 WMGB-F >>	2 WQBZ-F >	2 WPEZ-F <	2 WDEN-F <	2 WPEZ-F	2 WPEZ-F >	2 WQBZ-F <	2 WPEZ-F	2 WIBB-F	2 WMGB-F	2 WDEN-F
	3 WPEZ-F	3 WDEN-F <	3 WIBB-F	3 WIBB-F	3 WDDO <	3 WIBB-F	3 WQBZ-F	3 WPEZ-F	3 WPEZ-F	3 WPEZ-F
	4 WDEN-F	4 WQBZ-F >>	4 WQBZ-F >>	4 WQBZ-F >>	4 WIBB-F	WPEZ-F >>	4 WIBB-F >	4 WQBZ-F >	4 WPEZ-F >	4 WDDO
	5 WMGB-F >>	5 WMGB-F	5 WMGB-F	5 WAYS-F	5 WAYS-F <	5 WAYS-F <	5 WMWR <	5 WMGB-F	5 WQBZ-F	5 WMGB-F
			WPGA-F		6 WQBZ-F <		6 WDDO	6 WAYS-F <		WQBZ-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WIBB-F >>	1 WIBB-F >	1 WIBB-F	1 WIBB-F <	1 WPEZ-F <	1 WIBB-F	1 WQBZ-F	1 WQBZ-F	1 WQBZ-F >	1 WQBZ-F	1 WIBB-F
2 WPEZ-F	2 WPEZ-F	2 WPEZ-F >	2 WPEZ-F	2 WDEN-F	WQBZ-F >>	2 WIBB-F >>	2 WIBB-F >	2 WIBB-F <	2 WDEN-F	2 WPEZ-F
3 WMGB-F	3 WDEN-F	3 WDEN-F >	3 WDEN-F >	3 WIBB-F >>	3 WMGB-F	3 WPEZ-F	3 WPEZ-F >	3 WDEN-F	3 WIBB-F	3 WMGB-F
	WDEN-F	4 WQBZ-F	4 WMGB-F	4 WAYS-F	WDDO	4 WDEN-F >	4 WDEN-F >	4 WPEZ-F >	WPEZ-F >	WDEN-F >>
	WQBZ-F >>	5 WMGB-F >>	WQBZ-F >>	5 WMGB-F	WDEN-F >>	5 WMGB-F		5 WPGA-F	5 WPGA-F	
				WQBZ-F				6 WMWR	6 WMWR	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	48 (1)	48 (1)	13.5 %	11.2 %
AOR/Classic/NR	0 (0)	40 (1)	40 (1)	11.2 %	8.4 %
Black/Urban	0 (0)	94 (6)	94 (6)	26.4 %	29.1 %
CHR	0 (0)	24 (1)	24 (1)	6.7 %	6.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	70 (2)	70 (2)	19.7 %	21.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %
News/Talk	15 (1)	0 (0)	15 (1)	4.2 %	4.8 %
Oldies	2 (1)	20 (2)	22 (3)	6.2 %	7.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	26 (3)	16 (3)	42 (6)	11.8 %	9.8 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	1 (1)	1 (1)	0.3 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	43 (5)	313 (17)	356 (22)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WALJ-F	B/AC	107.1	Gordon	1.0	3.9	10 154
WFXM-F	B/G	100.1	Forsyth	1.5	4.2	10 161
WLCC-F	G	102.5	Warner Robins	1.0	2.6	11 104
WNML-AF	SPRTS	96.5	Gray	0.5	2.2	2 75
WPGA	O	980	Perry	0.5	1.9	2 58
WXKO	B/G	1150	Fort Valley	1.0	2.9	8 111

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WALR-F	B/AC	104.7	Athens	0.8	2.5	8 193
WFOX-F	O	97.1	Gainesville	0.5	1.7	5 146
WVFJ-F	REL	93.3	Manchester	1.5	3.8	11 246
WVKX-F	B	103.7	Irwinton	0.8	3.7	23 345

MACON

Consolidation Report	12+	25-54	Revenue
Local WALJ-FM, WBNM-AM, WFXM-FM, WXKO-AM	3.5 %	3.0 %	2.9 %
Magic, pend. WAYS-FM, WDDO-AM, WDEN-AF, WMGB-FM, WMKS-FM, WMWR-AM, WPEZ-FM	50.0 %	51.9 %	71.6 %
Taylor WIBB-FM, WLCG-AF, WNML-AF, WQBZ-FM, WRBV-FM	29.9 %	29.1 %	18.8 %
	83.4 %	84.0 %	93.3 %

AM Stations

WDDO	1240	1 kw	Religion	Westwd, AURN	\$<20.00	Mc-Guild	Magic
WDEN	1500	1 kw (Days)	See WDEN-F				
WMWR	940	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$<20.00	Katz	Magic

FM Stations

WALJ	107.1	2.25 kw @ 540	Black AC	SRN	\$ NA	—	WFXM-F	Gordon
WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$28.00	Katz	Magic	
WDEN	105.3	100 kw @ 659	Country	Westwd	\$77.00	Mc-Guild	Magic	
WFXM	100.1	3 kw @ 298	Black Gospel	AURN	\$19.00	Allied	WALJ-F	Forsyth
WIBB	97.9	10.5 kw @ 500	Black		\$21.00	D&R	Taylor	Fort Valley
WMGB	93.7	29.5 kw @ 646	CHR		\$<20.00	Mc-Guild	Magic	Jeffersonville
WMKS	92.3	3 kw @ 328	Country		\$<20.00	—	Magic, pend.	
WPEZ	107.9	100 kw @ 689	AC	Westwd, ABC	\$42.00	Mc-Guild	Magic	
WPGA	100.9	2.25 kw @ 354	Black	ABC	\$<20.00	Banner		Perry
WQBZ	106.3	50 kw @ 493	AOR	Westwd	\$24.00	D&R	Taylor	Fort Valley
WRBV	101.7	6 kw @ 328	Black AC		\$14.00	D&R	Taylor	Warner Robins

Notes: 9/97 WMKS-F sold to Magic for \$1,225,000 . . . 10/97 WRBG-F changed from Black Oldies to Black AC as WRBV-F ("V-102")

Jim Duncan

Comments: Listening levels held steady . . . WPEZ-F has its highest share in more than two years . . . WQBZ-F has its highest share in many years

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

MADISON

Arbitron Rank: 120 Pop (12+): 338,600	Stations: 20 / 16	Last Year's Revenue: \$20,400,000
MSA Rank: 124	Diaries: 1,342/252:1/62.1%	Household Income: \$51,597
MSA Pop: 404,000	Sample Target: 1,300	Total Retail Sales: \$5.1 Bil.
DMA: 83	% Below Line: 1.9	#1 Biller: WIBA-F \$3,100,000
Average Persons Rating: 15.4	% Not Listed: 19.8	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 21,162	Capstar \$9,600,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WZEE-F	CHR	59 / 11.4	10.3	11.1	12.3	10.6	11.3	1080 / 31.9	29.8	29.5	137 / 2259	D	WZEE-F
2	WIBA	FS/T	41 / 7.9	5.7	6.7	6.2	6.3	6.6	737 / 21.8	16.2	17.9	44 / 846	C	WIBA
3	WJJO-F	AOR	35 / 6.7	11.4	8.1	5.3	3.8	7.9	505 / 14.9	19.8	15.5	88 / 1227	C	WJJO-F
	WMGN-F	AC	35 / 6.7	5.9	6.5	7.4	7.6	6.6	612 / 18.1	14.7	18.2	54 / 848	D	WMGN-F
5	WOLX-F	O	30 / 5.8	6.7	6.7	5.1	6.5	6.1	671 / 19.8	18.2	20.7	67 / 1562	D	WOLX-F
	WWQM-F	C	30 / 5.8	6.1	8.5	7.8	6.1	7.1	520 / 15.4	16.4	11.9	36 / 747	D	WWQM-F
7	WIBA-F	AOR	26 / 5.0	6.3	7.3	8.4	6.1	6.8	596 / 17.6	18.4	19.6	52 / 1128	E	WIBA-F
8	WMAD-F	AOR-NR	25 / 4.8	4.8	5.4	4.7	6.7	4.9	586 / 17.3	18.9	19.1	28 / 715	B	WMAD-F
	WTSO	ST	25 / 4.8	3.6	2.6	2.9	2.1	3.5	324 / 9.6	7.5	10.4	31 / 440	C	WTSO
10	WMMM-F	AOR-P	23 / 4.4	4.6	4.4	3.9	3.0	4.3	372 / 11.0	10.9	10.2	27 / 460	B	WMMM-F
11	WTDY	T	21 / 4.0	2.7	4.6	3.3	4.2	3.7	388 / 11.5	9.4	12.0	26 / 442	B	WTDY
12	WHIT	SPRFS	20 / 3.8	1.9	1.8	3.1	2.5	2.7	154 / 4.6	3.1	3.7	27 / 194	A	WHIT
13	WMLI-F	SAC	14 / 2.7	2.3	2.0	1.9	2.3	2.2	372 / 11.0	8.7	9.6	18 / 572	A	WMLI-F
14	WYZM-F	C	10 / 1.9	3.0	3.4	2.9	3.2	2.8	276 / 8.1	10.4	8.5	15 / 365	B	WYZM-F

12+ FM Share (Metro): 71.22 % (297 of 417) (Fall 96: 74.58 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F >	1 WMGN-F <	1 WJJO-F	1 WJJO-F >	1 WJJO-F	1 WJJO-F >	1 WHIT <	1 WZEE-F
2 WJJO-F	2 WMGN-F	2 WMGN-F >	2 WMGN-F >	2 WZEE-F >	2 WMAD-F >	2 WMAD-F <	2 WHIT	2 WZEE-F <	2 WJJO-F	WTDY >
	WMAD-F	3 WJJO-F	3 WMMM-F	3 WMMM-F	3 WZEE-F >	3 WZEE-F <	3 WZEE-F	3 WHIT	3 WZEE-F <	
4 WWQM-F	4 WMMM-F	WIBA-F	4 WWQM-F	4 WOLX-F	4 WIBA-F >	4 WHIT >	4 WMAD-F	4 WIBA-F	4 WOLX-F	
	WMGN-F >	WIBA-F	5 WJJO-F	5 WWQM-F		5 WIBA-F	5 WBA	5 WMAD-F	WIBA	
6 WMLI-F	WWQM-F	WJJO-F >>	6 WMLI-F	6 WMLI-F			6 WMMM-F	6 WOLX-F <	WIBA-F	
	WMAD-F		WOLX-F	7 WIBA-F			WIBA-F	7 WMMM-F	7 WMMM-F	
			8 WIBA-F	8 WIBA				8 WIBA	8 WMAD-F	
				WJJO-F >						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WIBU	C	1240	Poynette	1.2	2.4	7	102	WGN	FS/T	720	Chicago	0.6	1.7	24	269
WSJY-F	SAC	107.3	Fl. Atkinson	1.3	5.8	35	499	WJVL-F	C	99.9	Janesville	0.6	2.0	63	662
								WLS	T	890	Chicago	0.4	0.7	7	111
								WTMJ	FS	620	Milwaukee	0.4	2.5	19	408

MADISON

Format Performance	AM	FM	Total	%	Fail 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (0)	35 (1)	35 (1)	8.4 %	9.6 %	Capstar	36.6 %	47.1 %
AOR/Classic/NR	0 (0)	109 (4)	109 (4)	26.1 %	25.4 %	WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSC-AM, WZEE-FM		
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Midwest Family	27.0 %	35.1 %
CHR	0 (0)	59 (1)	59 (1)	14.1 %	13.4 %	WHIT-AM, WJJO-FM, WMGN-FM, WTDY-AM, WWQM-FM		
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Woodward	12.1 %	17.2 %
Country	6 (1)	43 (3)	49 (4)	11.8 %	14.9 %	WMMM-FM, WOLX-FM, WYZM-FM		
Full Service	46 (3)	0 (0)	46 (3)	11.0 %	8.9 %	75.7 %	75.6 %	99.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	23 (2)	0 (0)	23 (2)	5.5 %	7.9 %			
Oldies	0 (0)	30 (1)	30 (1)	7.2 %	8.2 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Soft AC/EZ	0 (0)	21 (2)	21 (2)	5.0 %	6.2 %			
Sports	20 (1)	0 (0)	20 (1)	4.8 %	3.1 %			
Standards	25 (1)	0 (0)	25 (1)	6.0 %	2.4 %			
Totals	120 (8)	297 (12)	417 (20)					

AM Stations

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

FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product
WIBA	101.5	12 kw @ 1017	AOR		\$64.00	Katz	Capstar
WJJO	94.1	50 kw @ 492	AOR		\$31.00	D&R	Midwest Family Watertown
WMAD	92.1	1.8 kw @ 400	AOR-New Rock		\$ 24.00	Katz	Capstar Sun Prairie
WMGN	98.1	38 kw @ 581	AC		\$53.00	Mc-Guild	Midwest Family
WMLI	96.3	5 kw @ 672	Soft AC	Westwd	\$<20.00	Banner	Capstar Sauk City
WMMM	105.5	2 kw @ 573	Progressive AOR		\$<20.00	Mc-Guild	Woodward Verona
WOLX	94.9	37 kw @ 1299	Oldies		\$ 50.00	Mc-Guild	Woodward Baraboo
WWQM	106.3	4.5 kw @ 380	Country		\$52.00	Mc-Guild	Midwest Family Middleton
WYZM	105.1	6 kw @ 243	Country		\$<20.00	—	Woodward Waunakee
WZEE	104.1	9.4 kw @ 1118	CHR		\$53.00	Katz	Capstar

Notes: WJJO-F received a p. 13 notice for "Special Station Activity" for comments by the station's morning personalities about WJJO's performance in the ratings. The station was not placed "below the line" however . . . 9/97 WMJB-F (105.9; Evansville/Janesville) sold by Seehafer for \$1,500,000 . . . 11/97 WMJB-F changed from Classic AOR to Dance CHR (CHR/B) as WKPO-F ("Power 105.9")

Jim Duncan

Comments: Listening levels are down slightly . . . WIBA has its highest share in more than two years . . . WJJO-F fell way back from its big Summer book . . . WIBA-F has fallen to its lowest share in many years

MANCHESTER

Arbitron Rank: 194 Pop (12+): 161,200	Stations: 35 / 11	Last Year's Revenue: \$10,100,000
MSA Rank: 140	Diaries: 905/178:1/57.9%	Household Income: \$48,665
MSA Pop: 275,000 (w/Nashua)	Sample Target: 860	Total Retail Sales: \$3.5 Bil
DMA: Boston (#6)	% Below Line: 48.3	#1 Biller: WZID-F \$4,400,000
Average Persons Rating: 16.3	% Not Listed: 7.6	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 14,655	Capstar \$4,800,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 WZID-F	AC/SAC	47 / 17.9	21.8	20.5	17.0	19.7	522 / 32.4	38.6	39.6	92 / 1135	F	WZID-F
2 WGIR-F	AOR	24 / 9.2	9.8	10.1	12.5	7.4	380 / 23.6	24.9	26.9	57 / 1031	E	WGIR-F
3 WOKQ-F	C	19 / 7.2	5.1	6.5	7.6	9.9	271 / 16.8	13.5	17.1	53 / 663		WOKQ-F
4 WAAF-F	AOR-NR	14 / 5.3	4.0	4.3	4.9	3.5	198 / 12.3	11.4	14.2	43 / 505		WAAF-F
5 WFEA	ST	13 / 5.0	5.8	5.0	5.7	5.6	131 / 8.1	11.0	10.5	28 / 245	A	WFEA
6 WGIR	N/T	12 / 4.6	3.3	6.5	4.5	5.3	206 / 12.8	12.5	13.7	20 / 379	C	WGIR
7 WBCN-F	AOR	9 / 3.4	2.9	2.9	3.0	4.6	199 / 12.4	11.9	13.2	32 / 652		WBCN-F
WQLL-F	O	9 / 3.4	2.2	1.8			134 / 8.3	7.5	6.0	12 / 241		WQLL-F
WJMN-F	CHR	9 / 3.4	4.0	4.7	5.7	5.3	200 / 12.4	16.1	14.6	29 / 627		WJMN-F
10 WXR-V	AOR-NR	8 / 3.1	2.2	2.9	1.1	1.4	113 / 7.0	6.8	6.6	20 / 320		WXR-V

12+ FM Share (Metro): 81.40 % (197 of 242) (Fall 96: 80.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F	1 WZID-F <	1 WZID-F >	1 WZID-F >>	1 WZID-F >>	1 WZID-F >	1 WZID-F >>	1 WZID-F >>	1 WZID-F >	1 WZID-F >>	1 WZID-F >
2 WZID-F >	2 WGIR-F	2 WGIR-F >	2 WGIR-F >	2 WGIR-F	2 WOKQ-F	2 WGIR-F	2 WGIR-F >	2 WAAF-F	2 WGIR-F	2 WOKQ-F
3 WAAF-F >>	3 WAAF-F >>	3 WAAF-F <	3 WOKQ-F	3 WOKQ-F >	3 WFEA	3 WGIR	3 WOKQ-F >	WGIR-F	3 WJMN-F	3 WGIR-F >
		4 WOKQ-F	4 WQLL-F	4 WQLL-F	4 WGR <	WOKQ-F	4 WFEA <	4 WOKQ-F >	4 WOKQ-F	4 WFEA
		5 WQLL-F	5 WAAF-F	5 WAAF-F	5 WGIR-F >	5 WBCN-F	5 WAAF-F	5 WFEA <	5 WAAF-F	5 WJMN-F
		WBCN-F				6 WFEA	WGR	6 WRKO	WFEA >	WAAF-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WZID-F	1 WZID-F >	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WAAF-F	1 WAAF-F	1 WGR-F	1 WGR-F	1 WGR-F	1 WZID-F >
WGIR-F >>	2 WGIR-F >>	2 WGIR-F >>	2 WGIR-F >	2 WOKQ-F	2 WGIR-F >>	2 WGIR-F >	WAAF-F	2 WAAF-F	WZID-F >	2 WFEA >
3 WBCN-F	3 WJMN-F	3 WKLB-F	3 WOKQ-F >	WGIR-F >	3 WZID-F	3 WZID-F	3 WZID-F >	3 WZID-F >	3 WQLL-F	3 WGR
WJMN-F	WAAF-F	WBOS-F	4 WXR-V-F	4 WKLB-F	WBCN-F >>	WBCN-F >	4 WBCN-F	WAAF-F		WRKO >
WAAF-F	WKLB-F	WOKQ-F	WKLB-F	WXR-V-F			5 WXLO-F	5 WQLL-F		
WXLO-F	WOKQ-F						WQLL-F >>			
WXR-V-F >>	WBOS-F									
	WXR-V-F >>									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDER AC 1320 Derry	0.4	2.2	2 55
WJYY-F AC/CHR 105.5 Concord	1.5	4.6	14 278
WKBR EZ 1250 Manchester	0.4	1.1	2 26
WNNH-F O 99.1 Henniker	0.8	3.0	13 249
WRCI-F CL AOR 107.7 Hillsborough	0.8	3.1	7 199

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBMX-F AC 98.5 Boston	1.1	6.4	9 314
WBOS-F AOR-P 92.9 Brookline, MA	1.1	4.0	16 160
WBZ N/T 1030 Boston	2.7	9.8	20 469
WCRB-F CL 102.5 Waltham, MA	1.9	4.6	39 322
WEEI SPRTS 850 Boston	1.9	5.2	9 173
WEGQ-F CL HITS 93.7 Lawrence, MA	2.3	7.7	19 465
WHEB-F AOR 100.3 Portsmouth	0.8	3.5	4 195
WHOB-F CHR 106.3 Nashua	0.8	3.6	4 203
WHOM-F SAC 94.9 Mt. Washington	0.4	2.4	16 369
WKLB-F C 99.5 Lowell, MA	2.3	4.5	16 217
WMJX-F AC 106.7 Boston	0.4	2.6	6 117
WODS-F O 103.3 Boston	1.5	8.0	14 301
WRKO T 680 Boston	2.3	6.9	30 357
WROR-F AC 105.7 Framingham, MA	0.8	3.3	7 170
WSJZ-F J 96.9 Boston	1.1	4.0	7 198
WXKS-F CHR 107.9 Medford, MA	2.3	9.4	16 462
WXLO-F AC 104.5 Fitchburg, MA	1.5	7.5	9 245
WZLX-F CL AOR 100.7 Boston	0.8	4.0	9 282

MANCHESTER

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	1 (1)	61 (6)	62 (7)	25.6 %	28.5 %	Saga WFEA-AM, WQLL-FM, WZID-FM	26.3 %	27.7 %	46.5 %
AOR/Classic/NR	0 (0)	64 (9)	64 (9)	26.4 %	24.1 %				
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		26.3 %	27.7 %	46.5 %
CHR	0 (0)	17 (3)	17 (3)	7.0 %	8.3 %				
Classical	0 (0)	5 (1)	5 (1)	2.1 %	1.6 %				
Country	0 (0)	25 (2)	25 (2)	10.3 %	8.7 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	3 (1)	3 (1)	1.2 %	2.0 %				
News/Talk	25 (3)	0 (0)	25 (3)	10.3 %	11.9 %				
Oldies	0 (0)	21 (4)	21 (4)	8.7 %	5.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	1 (1)	1 (1)	2 (2)	0.8 %	2.0 %				
Sports	5 (1)	0 (0)	5 (1)	2.1 %	2.0 %				
Standards	13 (1)	0 (0)	13 (1)	5.4 %	5.5 %				
Totals	45 (7)	197 (27)	242 (34)						

AM Stations

WFEA	1370	5 kw (DA-2)	Standards	ABC, Tiknt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 kw/1 kw (DA-2)	News/Talk	ABC	\$28.00	Sentry	Capstar

FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR		\$80.00	Banner	Capstar
WQLL	96.5	0.68 kw @ 971	Oldies		\$ NA	Mc-Guild	Saga, pend. Bedford
WZID	95.7	14.5 kw @ 925	AC/Soft AC		\$94.00	Mc-Guild	Saga

Notes: Other ranked stations – See Boston or Portsmouth-Dover . . . 8/97 WQLL-F sold to Saga for \$3,300,000 . . . 10/97 WKBR changed from simulcast of WXRV-F to 1-on-1 Sports

Jim Duncan

Comments: Listening levels are down moderately, off 7% from last year . . . WGIR-F had its third straight off book . . . WQLL-F is beginning to have an impact

McALLEN-BROWNSVILLE

Arbitron Rank: 62 Pop (12+): 648,200	Stations: 27 / 20	Last Year's Revenue: \$16,000,000
MSA Rank: McAllen - 102; Bmsv. - 154	Diaries: 1,659/391:1/46.2%	Household Income: \$22,954
MSA Pop: 831,000	Sample Target: 1,640	Total Retail Sales: \$6.1 Bil.
DMA: 107	% Below Line: 6.1	#1 Biller: KIWW-F \$2,400,000
Average Persons Rating: 15.9	% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 32,410	HeTel \$4,800,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 KBFM-F	CHR	155 / 15.0	14.0	13.0	11.6	12.3	13.4	2228 / 34.4	31.9	29.9	161 / 2336	C KBFM-F
2 KGBT-AF	SP	133 / 12.9	14.7	14.4	16.7	15.7	14.7	1591 / 24.8	26.0	27.8	139 / 1698	C KGBT-AF
3 KKPS-F	SP	98 / 9.6	7.2	7.7	6.5	7.0	7.7	1649 / 25.4	25.1	21.3	101 / 1740	C KKPS-F
4 KVLY-F	AC	92 / 8.9	7.3	8.5	6.9	5.7	7.9	1278 / 19.7	17.7	15.7	94 / 1326	C KVLY-F
5 KTEX-F	C	84 / 8.1	7.2	6.3	5.8	7.4	6.9	1178 / 18.2	17.2	15.1	89 / 1225	C KTEX-F
6 KIWW-F	SP	78 / 7.6	10.1	9.1	9.7	8.5	9.1	1387 / 21.1	27.7	28.1	88 / 1603	D KIWW-F
7 KFRQ-F	AOR	48 / 4.7	4.2	5.6	6.7	5.3	5.3	988 / 14.9	15.1	14.3	52 / 1048	C KFRQ-F
8 KTJN-FF	SP	44 / 4.3	5.1	5.4	3.8	3.8	4.6	730 / 11.3	13.5	13.1	44 / 745	C KTJN-FF
9 XAAA-F	SP	28 / 2.7	2.7	3.2	3.7	4.0	3.1	452 / 7.0	7.8	10.1	29 / 490	XAAA-F
10 KURV	T	23 / 2.2	1.6	2.6	2.5	2.4	2.2	357 / 5.5	5.5	4.9	24 / 360	B KURV
11 KIRT	SP	22 / 2.1	1.4	1.7	1.7	2.4	1.7	279 / 4.3	3.6	4.9	23 / 289	A KIRT
12 KSOX-F	O	20 / 1.9	1.5	2.3	1.9	2.2	1.9	430 / 6.6	7.2	5.6	20 / 453	C KSOX-F
13 KVJY	ST	16 / 1.6	1.4	1.6	0.5	0.4	1.3	171 / 2.6	3.4	1.4	18 / 190	A KVJY
14 KRGE	REL	12 / 1.2	1.6	1.8	2.3	1.4	1.7	176 / 2.7	3.6	4.2	12 / 181	C KRGE
15 XVTH-F	SP	10 / 1.0	1.3	1.7	1.4	1.2	1.3	261 / 4.0	5.1	5.1	10 / 263	XVTH-F

12+ FM Share (Metro): 83.10 % (767 of 923) (Fall 96: 77.83 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBOR SP 1600 Brownsville	0.8	2.6	8 171
KESO-F AOR-P 92.7 S. Padre Island	0.8	2.1	8 139
KSOX SPRTS 1240 Raymondville	0.4	1.6	4 114
KUBR SP 1210 San Juan	0.8	1.9	10 134
KVPA-F CL AOR 101.1 Port Isabel	0.7	1.5	7 98

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
XEEW-F SP 97.7 Matamoros, MX	0.4	2.0	4 130
XEMS SP 1490 Matamoros, MX	0.5	1.5	5 100
XEO SP 970 Matamoros, MX	0.5	0.8	5 50
XMLS-F SP 91.3 Matamoros, MX	0.6	2.6	6 174
XRYS-F SP 90.1 Matamoros, MX	0.5	2.7	5 177

McALLEN-BROWNSVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	92 (1)	92 (1)	10.0 %	6.5 %	Calendar	23.1 %	16.2 %	20.3 %
AOR/Classic/NR	0 (0)	63 (3)	63 (3)	6.8 %	6.7 %	KBFM-FM, KTEX-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Heftel	20.5 %	25.5 %	30.0 %
CHR	0 (0)	155 (1)	155 (1)	16.8 %	14.1 %	KGBT-AM, KGBT-FM, KIWW-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	5.0 %	5.1 %	10.0 %
Country	0 (0)	84 (1)	84 (1)	9.1 %	8.5 %	KBOR-AM, KTJN-FM, KTJX-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sunburst	23.1 %	28.0 %	25.0 %
Hispanic	101 (6)	353 (10)	454 (16)	49.2 %	56.9 %	KFRQ-FM, KKPS-FM, KVLY-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		71.7 %	74.8 %	85.3 %
News/Talk	23 (1)	0 (0)	23 (1)	2.5 %	3.2 %				
Oldies	0 (0)	20 (1)	20 (1)	2.2 %	2.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	12 (1)	0 (0)	12 (1)	1.3 %	1.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	4 (1)	0 (0)	4 (1)	0.4 %	0.0 %				
Standards	16 (1)	0 (0)	16 (1)	1.7 %	0.0 %				
Totals	156 (10)	767 (17)	923 (27)						

AM Stations

KGBT	1530	50 kw/10 kw (DA-N)	Hispanic		\$38.00	Katz	Heftel	
KIRT	1580	1 kw/0.3 kw	Hispanic		\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion		\$<20.00	—		Weslaco
KURV	710	1 kw/900 w (DA-2)	Talk	CBS, SBUSA Westwd	\$<20.00	—		Edinburg
KVJY	840	5 kw/1 kw (DA-2)	Standards		ABC \$<20.00	Christal		Pharr

FM Stations

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

Notes: 11/97 KVJY sold by Calendar for \$700,000 (Palacios) . . . 12/97 KVJY changed from Standards to Hispanic Talk (Unica) after the Fall survey

Jim Duncan

Comments: Listening levels are steady . . . KBFM-F is at its highest share in about four years and is now the 12+ leader . . . KVLY-F continues to grow to record levels . . . KGBT-AM is at its lowest shares in many years; the same is true of KIWW-F

MELBOURNE-TITUSVILLE-COCOA

Arbltron Rank: 96	Pop (12+): 392,000	Stations: 31 / 9	Last Year's Revenue: NA
MSA Rank: NA		Diaries: 1,089/360:1/47.7%	Household Income: \$37,394
MSA Pop: NA		Sample Target: 1,140	Total Retail Sales: \$4.8 Bil.
DMA: Orlando (#22)		% Below Line: 52.2	#1 Biller: NA
Average Persons Rating: 14.3		% Not Listed: 11.8	#1 Billing Portfolio: NA
Market TSL In Hours: 19.25		Pop per Station: 43,556	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WMMB	ST/FS	61 / 8.1	6.0	8.8	9.3	9.8	423 / 10.8	12.2	11.5	51 / 423	WMMB
2	WWKA-F	C	43 / 7.7	6.3	7.3	7.0	8.2	683 / 17.4	16.1	16.5	95 / 1490	WWKA-F
3	WAOA-F	CHR	42 / 7.5	6.0	6.7	7.8	3.9	704 / 17.9	15.7	18.0	45 / 720	WAOA-F
4	WTKS-F	T	38 / 6.8	6.0	5.4	5.2	4.2	521 / 13.3	14.8	13.7	78 / 1095	WTKS-F
5	WLRQ-F	AC	35 / 6.2	4.2	5.7	4.7	5.5	528 / 13.6	12.1	12.2	35 / 545	WLRQ-F
6	WHTQ-F	AOR	32 / 5.7	5.0	7.0	5.4	5.7	494 / 12.6	11.7	14.8	61 / 1154	WHTQ-F
7	WBVD-F	CL AOR	29 / 5.2	3.1	2.8	2.0	3.1	339 / 8.7	6.4	6.3	29 / 339	WBVD-F
8	WJRR-F	AOR-NR	23 / 4.1	5.2	6.7	6.9	5.2	516 / 13.2	14.5	17.8	44 / 990	WJRR-F
	WOSN-F	ST	23 / 4.1	2.8	1.5			295 / 7.5	5.7	2.8	23 / 295	WOSN-F
	WOMX-F	AC/CHR	23 / 4.1	4.5	4.2	6.2	5.1	540 / 13.8	15.7	14.1	45 / 988	WOMX-F
11	WSHE-F	CHR/AC	19 / 3.4	2.9	2.1	2.9	3.4	385 / 9.8	10.8	8.6	41 / 920	WSHE-F
12	WHKR-F	C	18 / 3.2	5.0	4.7	3.8	4.9	382 / 9.7	11.8	10.5	19 / 430	WHKR-F
13	WJHM-F	B	17 / 3.0	4.2	3.9	2.6	2.6	344 / 8.8	9.6	8.7	54 / 881	WJHM-F
14	WMGF-F	SAC	13 / 2.3	2.6	1.8	3.3	3.4	252 / 6.4	7.4	5.5	76 / 992	WMGF-F
	WMEL	T	13 / 2.3	1.0	0.3	1.1	0.8	201 / 5.1	3.0	2.6	13 / 212	WMEL
16	WRFB	EZ	12 / 2.1	1.9	1.5	2.8	2.1	113 / 2.9	4.3	3.8	12 / 113	WRFB
	WOCL-F	O	12 / 2.1	2.3	2.3	2.6	2.4	270 / 6.9	9.0	7.3	75 / 1307	WOCL-F

12+ FM Share (Metro): 83.03 % (411 of 495) (Fall 96: 81.90 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAOA-F >>	1 WAOA-F	1 WTKS-F <	1 WHTQ-F	1 WTKS-F	1 WMMB-AA >	1 WMMB	1 WMMB	1 WAOA-F	1 WAOA-F >>	1 WMMB
2 WJRR-F	2 WTKS-F	2 WHTQ-F	WTKS-F	2 WHTQ-F <	2 WWKA-F	2 WTKS-F	2 WWKA-F <	2 WWKA-F	2 WJHM-F <	2 WWKA-F
WJHM-F >>	3 WJRR-F	WAOA-F <	3 WBVD-F <	3 WAOA-F <	3 WLRQ-F	3 WWKA-F	3 WTKS-F	WTKS-F	3 WBVD-F	3 WAOA-F <
	WBVD-F	4 WBVD-F	4 WAOA-F <	4 WBVD-F	4 WOSN-F >	4 WLRQ-F	4 WLRQ-F	4 WMMB	WWKA-F	4 WOSN-F
	5 WWKA-F	5 WLRQ-F <	5 WLRQ-F	WLRQ-F	5 WHTQ-F >	WHTQ-F <	5 WAOA-F	5 WBVD-F	5 WLRQ-F	WLRQ-F <
	6 WHTQ-F	6 WWKA-F	6 WWKA-F	6 WWKA-F	6 WTKS-F	6 WAOA-F >	WHTQ-F	6 WJRR-F	6 WJRR-F	6 WHTQ-F
	WOMX-F <	7 WOMX-F <	7 WSHE-F	7 WOMX-F	7 WBVD-F <	7 WBVD-F	WLRQ-F	WOMX-F	WOMX-F	
		8 WJRR-F	WOMX-F	8 WSHE-F	8 WOMX-F >	8 WMEL	8 WHTQ-F <	WTKS-F	WTKS-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrta
1 WAOA-F >>	1 WAOA-F >>	1 WAOA-F >	1 WAOA-F	1 WAOA-F	1 WJRR-F	1 WTKS-F	1 WTKS-F	1 WHTQ-F <	1 WHTQ-F	1 WBVD-F
2 WJRR-F	2 WBVD-F	2 WBVD-F	2 WLRQ-F	2 WLRQ-F	WWKA-F	2 WJRR-F	2 WHTQ-F >	2 WTKS-F	2 WTKS-F	2 WWKA-F
WOMX-F >>	WSHE-F	WSHE-F	3 WTKS-F	3 WWKA-F	3 WAOA-F	WHTQ-F	3 WJRR-F	3 WBVD-F	3 WBVD-F >	3 WMMB
	WOMX-F	4 WTKS-F	WSHE-F	WTKS-F	WJHM-F	4 WWKA-F	WBVD-F	4 WWKA-F <	4 WWKA-F	WAOA-F
	5 WTKS-F	WOMX-F	WOMX-F	5 WSHE-F	WTKS-F >	5 WBVD-F	WAOA-F	5 WAOA-F	5 WLRQ-F	
	6 WJRR-F	6 WBVD-F	WWKA-F	7 WBVD-F	WOMX-F <	WAOA-F	6 WHKR-F	WAOA-F	WAOA-F	
						WJHM-F >	WWKA-F >	7 WOMX-F	7 WOMX-F	
								8 WJRR-F	8 WJRR-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WWBC	REL	1510	Cocoa 0.4 1.3 2 53

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFB-F	U/AC	94.5	Daytona Beach 0.4 2.6 34 472
WDDB	FS/T	580	Orlando 0.5 1.9 38 459
WGNE-F	C	98.1	Titusville 1.6 6.8 56 950
WGYL-F	EZ	93.7	Vero Beach 0.5 2.2 3 87
WKRO-F	AOR-NR	93.1	Edgewater 0.7 2.2 21 390
WLOQ-F	J	103.1	Winter Park 0.5 1.3 16 319
WMMO-F	AC-AOR	98.9	Orlando 0.7 2.7 23 392
WPAW-F	C	99.7	Vero Beach 0.5 2.0 3 84
WPCV-F	C	97.5	Winter Haven 0.7 3.6 7 258
WQOL-F	O	103.7	Vero Beach 1.2 3.8 7 148
WQTM	SPRIS	540	Pine Hills 0.5 2.1 8 183
WXXL-F	CHR	106.7	Tavares 0.9 5.6 39 851

MELBOURNE-TITUSVILLE-COCOA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	58 (2)	58 (2)	11.7 %	8.0 %	Capstar	23.7 %	19.3 %	%
AOR/Classic/NR	0 (0)	92 (5)	92 (5)	18.6 %	17.0 %	WBVD-FM, WHKR-FM, WLRQ-FM, WMMB-AM, WMMV-AM			
Black/Urban	0 (0)	19 (2)	19 (2)	3.8 %	6.5 %		23.7 %	19.3 %	%
CHR	0 (0)	66 (3)	66 (3)	13.3 %	8.6 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	77 (5)	77 (5)	15.6 %	17.2 %				
Full Service	54 (2)	0 (0)	54 (2)	10.9 %	10.8 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.6 %				
News/Talk	13 (1)	38 (1)	51 (2)	10.3 %	10.6 %				
Oldies	0 (0)	19 (2)	19 (2)	3.8 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.4 %				
Soft AC/EZ	12 (1)	16 (2)	28 (3)	5.7 %	10.8 %				
Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.7 %				
Standards	0 (1)	23 (1)	23 (2)	4.6 %	1.7 %				
Totals	84 (7)	411 (24)	495 (31)						

AM Stations

WMEL	920	1 kw (DA-2)	Talk	CBS, Westwd, UPI	\$ NA	Savalli	
WMMB	1240	1 kw	StandardsFull Svc.	Westwd, ABC, Tiknt	\$ NA	Allied	Capstar
WRFB	860	1 kw/0.121 kw	Easy Listening		\$ NA	—	

FM Stations

WAOA	107.1	100 kw @ 600	CHR		\$ NA	Christal	
WBVD	95.1	6 kw @ 210	Classic AOR		\$ NA	Allied	Capstar
WHKR	102.7	50 kw @ 492	Country		\$ NA	Eastman	Capstar
WLRQ	99.3	50 kw @ 492	AC		\$ NA	Eastman	Capstar

Notes: Other ranked stations – See Orlando, Daytona Beach or Ft. Pierce . . . 7/97 WGGD-F changed from Oldies to Classic AOR as WBVD-F . . . 11/97 WRFB sold to WGUL, Inc. (Carl Marcocci) to allow upgrade of WGUL Dunedin

Jim Duncan

Comments: Total listening to radio is down sharply from last year (-9%)

MEMPHIS

Arbltron Rank: 45 Pop (12+): 945,700	Stations: 27 / 24	Last Year's Revenue: \$43,000,000
MSA Rank: 52	Diaries: 1,589/595:1/50.5%	Household Income: \$37,678
MSA Pop: 1,100,000	Sample Target: 1,490	Total Retail Sales: \$10.6 Bil.
DMA: 42	% Below Line: 1.1	#1 Biller: WRVR-F \$6,400,000
Average Persons Rating: 16.5	% Not Listed: 11.9	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 39,404	Clear Channel \$16,650,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WHRK-F	B	139 / 8.9	9.7	11.8	12.8	12.6	10.8	2108 / 22.3	23.8	24.4	195 / 2934	G WHRK-F
2 WRVR-F	AC	113 / 7.2	7.0	8.4	7.9	7.1	7.6	1622 / 17.1	17.3	17.2	128 / 1875	G WRVR-F
3 WMC-F	CHR/AC	110 / 7.0	6.0	6.0	7.8	8.2	6.7	1685 / 17.8	17.4	17.4	127 / 2139	F WMC-F
4 WDIA	B	104 / 8.7	6.9	8.8	5.7	6.9	7.0	1298 / 13.7	15.3	16.1	121 / 1506	D WDIA
5 KJMS-F	B	97 / 6.2	7.4	6.8	8.7	5.8	7.3	1509 / 18.0	18.3	17.3	107 / 1764	C KJMS-F
6 WLOK	G	90 / 6.8	6.3	5.9	6.6	4.4	6.1	1268 / 13.4	11.6	11.8	90 / 1266	C WLOK
7 WGKX-F	C	84 / 6.4	5.2	5.5	6.1	6.5	5.5	1302 / 13.8	14.8	17.2	114 / 1792	G WGKX-F
8 WEGR-F	AOR	78 / 6.0	6.4	5.1	5.8	5.0	5.6	1292 / 13.7	12.1	12.5	128 / 1906	G WEGR-F
9 KXHT-F	B	74 / 4.7	6.9	4.2	0.5	1.3	4.1	1309 / 13.8	9.2	2.4	77 / 1326	C KXHT-F
10 WSRR-F	CL HITS	74 / 4.7	5.2	3.8	2.8	3.7	4.1	1308 / 13.8	10.8	11.9	82 / 1606	D WSRR-F
11 WOGY-F	C	59 / 3.8	4.4	4.2	4.8	3.9	4.3	1014 / 10.7	12.6	11.1	63 / 1100	C WOGY-F
12 WREC	T	42 / 2.7	1.9	1.3	1.4	1.7	1.8	736 / 7.8	5.9	6.2	49 / 921	A WREC
13 WMC	N/T	40 / 2.6	2.3	3.1	3.2	4.0	2.8	770 / 8.1	9.2	8.7	47 / 851	D WMC
14 WMFS-F	AOR	39 / 2.5	1.8	2.4	2.0	1.7	2.2	602 / 8.4	6.9	5.7	40 / 650	B WMFS-F
15 WPLX	ST	38 / 2.4	2.4	2.7	2.3	1.4	2.5	190 / 2.0	3.2	1.5	38 / 192	C WPLX
16 WRXQ-F	AOR-NR	34 / 2.2	2.3	1.9	2.2	2.6	2.1	789 / 8.1	7.5	8.1	35 / 809	C WRXQ-F
17 WKSL-F	CHR	33 / 2.1						735 / 7.8			33 / 758	WKSL-F

12+ FM Share (Metro): 69.62 % (958 of 1376) (Fall 96: 68.75 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHRK-F	1 WHRK-F <	1 WMC-F <	1 WMC-F	1 WRVR-F <	1 WHRK-F	1 WHRK-F	1 WEGR-F	1 WHRK-F <	1 WEGR-F	1 KJMS-F >
2 WMC-F >	2 WMC-F	2 WHRK-F <	2 WHRK-F	2 WMC-F	2 KXHT-F >	2 WEGR-F	2 WHRK-F >	2 WEGR-F	2 KJMS-F	2 WHRK-F
3 KXHT-F	3 KJMS-F	3 KJMS-F	3 KJMS-F <	3 KJMS-F	3 WMFS-F	3 KXHT-F <	3 WSRR-F	3 KJMS-F <	WDIA	3 WEGR-F <
4 KJMS-F	4 WRVR-F <	4 WRVR-F >	4 WRVR-F	4 WLOK	4 WEGR-F	4 WMFS-F	KJMS-F <	4 WSRR-F <	WRVR-F	4 WLOK <
5 WLOK	5 WDIA <	5 WEGR-F	5 WLOK <	WDIA	WRXQ-F >	5 WRXQ-F	5 WMFS-F	5 WGKX-F <	WSRR-F <	
WKSL-F	6 KXHT-F <	6 WSRR-F	6 WSRR-F <	6 WHRK-F <	6 WGKX-F	6 WSRR-F	6 WHBQ	6 WRVR-F <	6 WHRK-F <	
	7 WSRR-F <	WDIA	7 WDIA <	7 WSRR-F	WMC-F	KJMS-F	7 WRXQ-F	7 WMC-F	7 WGKX-F	
			8 WOGY-F	WOGY-F		8 WGKX-F <		WDIA		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KWAM	B/G	990	Memphis	1.2	3.0	24 351	KFIN-F	C	107.9	Jonesboro, AR	0.4	0.9	46 610
WBBP	REL	1480	Memphis	0.8	2.9	13 271	KIYS-F	CHR	101.9	Jonasboro, AR	0.4	1.4	39 655
WCRV	REL	640	Collierville	1.5	5.1	27 609	WYNU-F	AC	92.3	Jackson	0.3	0.8	26 469
WHBO	SPRTS	560	Memphis	1.3	3.8	22 407							
WJCE	B/O	680	Memphis	1.3	4.1	24 422							
WKRA-F	B/O	92.7	Holly Springs, MS	0.4	1.1	9 154							
WMPS	REL	1380	Millington	0.4	1.3	7 124							

MEMPHIS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	118 (2)	118 (2)	8.6 %	8.5 %	Barnstable	10.1 %	11.4 %	19.3 %
AOR/Classic/NR	0 (0)	151 (3)	151 (3)	11.0 %	10.6 %	WGKX-FM, WSRR-FM			
Black/Urban	125 (2)	317 (4)	442 (6)	32.1 %	33.4 %	Clear Channel	32.9 %	34.1 %	38.5 %
CHR	0 (0)	149 (3)	149 (3)	10.8 %	9.4 %	KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Flinn	8.1 %	5.3 %	2.0 %
Country	0 (0)	149 (3)	149 (3)	10.8 %	12.8 %	KXHT-FM, WHBQ-AM, WKSL-FM, WOWW-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sinclair Broadcast Group	12.3 %	15.8 %	19.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJCE-AM, WOGY-FM, WRVR-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		63.4 %	66.6 %	79.6 %
News/Talk	82 (2)	0 (0)	82 (2)	6.0 %	7.2 %				
Oldies	0 (0)	74 (1)	74 (1)	5.4 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	153 (5)	0 (0)	153 (5)	11.1 %	10.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	20 (1)	0 (0)	20 (1)	1.5 %	1.4 %				
Standards	38 (1)	0 (0)	38 (1)	2.8 %	2.2 %				
Totals	418 (11)	958 (16)	1376 (27)						

AM Stations

Station	Freq	Power	Format	Company	Revenue	Notes
WDIA	1070	50 kw/5 kw (DA-2)	Black	ABC	\$48.00	Clr Chnl, Clear Channel
WLOK	1340	1 kw	Gospel		\$33.00	Unirep
WMC	790	5 kw (DA-N)	News/Talk	ABC	\$53.00	Mc-Guild, Raycom
WPLX	1170	1 kw (Days)	Standards	CNN, Westwd	\$19.00	—, Germantown
WREC	600	5 kw (DA-2)	Talk	CBS, AP, Westwd	\$<20.00	Clr Chnl, Clear Channel

FM Stations

Station	Freq	Power	Format	Company	Revenue	Notes
KJMS	101.1	100 kw @ 450	Black	CBS, ABC	\$45.00	Clr Chnl, Clear Channel
KXHT	107.1	3 kw @ 328	Black		\$17.00	Williams, Flinn, Marion, AR
WEGR	102.7	100 kw @ 900	AOR	Westwd, ABC	\$98.00	Clr Chnl, Clear Channel
WGKX	105.9	100 kw @ 984	Country		\$115.00	Katz, Barnstable
WHRK	97.1	100 kw @ 531	Black	Westwd	\$105.00	Clr Chnl, Clear Channel
WKSL	107.5	3 kw @ 328	CHR		\$ NA	—, Flinn, Germantown
WMC	99.7	300 kw @ 908	CHR/AC	Source	\$82.00	Mc-Guild, Raycom
WMFS	92.9	6 kw @ 328	AOR		\$21.00	—, Bartlett
WOGY	94.1	50 kw @ 472	Country	Westwd	\$40.00	Allied, Sinclair Bcst Gp, Germantown
WRVR	104.5	100 kw @ 750	AC		\$125.00	Allied, Sinclair Bcst Gp
WRXQ	95.7	6 kw @ 328	AOR-New Rock		\$24.00	Clr Chnl, Clear Channel, Olive Branch, MS
WSRR	98.1	100 kw @ 768	Classic Hits		\$54.00	Katz, Barnstable, Millington

Notes: 8/97 WJOI-F (107.5; Germantown) Changed to CHR ("Kiss 107.5") . . . 12/97 WJOI-F changed calls to WKSL-F . . . 1/98 WMPS (1380; Millington) sold for \$255,000

Jim Duncan

Comments: Listening levels are steady . . . WHRK-F dropped again, and is now at its lowest level since 1984 . . . CHR WKSL-F debuts with a 2.1 share

MIAMI-FT. LAUDERDALE

Arbltron Rank: 11 Pop (12+): 3,052,300
 MSA Rank: 24-Mia.; 39-Ft. L.
 MSA Pop: 3,510,000
 DMA: 16
 Average Persons Rating: 18.3
 Market TSL In Hours: 24.25

Stations: 37 / 34
 Diaries: 4,977/613:1/46.9%
 Sample Target: 4,710
 % Below Line: 2.5
 % Not Listed: 9.9
 Pop per Station: 89,774

Last Year's Revenue: \$174,500,000
 Household Income: \$34,743
 Total Retail Sales: \$40.5 Bil.
 #1 Biller: WAMR-F \$12,700,000
 #1 Billing Portfolio: Clear Channel \$48,140,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 WPOW-F	CHR/U	317 / 6.7	6.1	5.3	5.1	5.7	5.5	6618 / 18.4	18.3	18.5	346 / 6261	H	WPOW-F
2 WHQT-F	BIAC	284 / 5.1	5.2	5.2	4.8	4.8	5.1	3797 / 12.4	13.6	12.7	312 / 4372	H	WHQT-F
3 WLYF-F	SAC	283 / 5.1	5.0	4.8	4.8	4.4	4.9	3928 / 12.9	12.0	11.3	303 / 4316	H	WLYF-F
4 WEDR-F	B	275 / 4.9	5.3	4.9	5.4	5.5	5.1	4081 / 13.4	13.7	13.6	340 / 4901	I	WEDR-F
5 WAMR-F	SP	251 / 4.5	4.8	4.6	5.4	4.4	4.8	3074 / 10.1	10.1	10.2	260 / 3263	I	WAMR-F
6 WLVE-F	J	229 / 4.1	3.4	4.0	3.7	3.1	3.8	3163 / 10.4	10.3	9.4	254 / 3608	H	WLVE-F
7 WRMA-F	SP	218 / 3.9	3.7	4.0	3.7	4.5	3.8	2877 / 9.4	10.4	11.0	230 / 3109	H	WRMA-F
8 WKIS-F	C	213 / 3.8	3.8	4.2	3.8	3.1	3.9	2800 / 9.2	9.8	8.6	231 / 3222	H	WKIS-F
9 WFLC-F	AC	210 / 3.7	3.1	3.8	3.1	2.8	3.4	4163 / 13.6	13.1	10.8	230 / 4598	H	WFLC-F
10 WAQI	SP	185 / 3.5	4.4	4.3	3.9	3.9	4.0	1796 / 5.9	7.0	6.5	198 / 1845	G	WAQI
11 WHYI-F	CHR/AC	193 / 3.4	3.6	3.3	3.9	3.5	3.6	4389 / 14.4	12.8	12.9	210 / 4902	H	WHYI-F
12 WMXJ-F	O	191 / 3.4	3.6	3.1	3.1	3.5	3.3	3490 / 11.4	9.5	11.3	215 / 4036	H	WMXJ-F
13 WZTA-F	AOR	186 / 3.3	3.3	3.5	3.6	3.3	3.4	2881 / 9.4	9.5	9.1	209 / 3325	H	WZTA-F
14 WBGG-F	CL AOR	183 / 3.3	2.7	2.6	2.8	2.4	2.9	3098 / 10.1	10.0	8.5	211 / 3593	D	WBGG-F
15 WTMJ-F	CL	169 / 3.0	2.8	3.1	2.5	2.7	2.9	2575 / 8.4	8.4	7.8	197 / 3153	F	WTMJ-F
16 WQAM	SPRTS	158 / 2.8	2.4	1.4	1.6	1.8	2.1	2475 / 8.1	5.1	5.2	177 / 2877	G	WQAM
17 WXDJ-F	SP	156 / 2.8	3.6	3.3	3.1	4.4	3.2	2874 / 9.4	9.2	10.4	157 / 2905	H	WXDJ-F
18 WINZ	N/T	152 / 2.7	1.8	2.1	2.2	2.0	2.2	2775 / 8.1	7.8	8.4	159 / 3022	F	WINZ
19 WQBA	SP	137 / 2.4	2.5	2.0	2.7	2.5	2.4	1445 / 4.7	4.5	5.0	140 / 1481	E	WQBA
20 WCMQ-F	SP	134 / 2.4	2.2	2.2	3.1	2.8	2.5	1645 / 5.4	5.3	6.8	135 / 1672	F	WCMQ-F
21 WPLL-F	AC-NR	129 / 2.3	2.3	2.1	2.2	2.0	2.2	3221 / 10.6	9.2	8.8	141 / 3776	F	WPLL-F
22 WNMA	SPRTS	94 / 1.7						1004 / 3.3			94 / 1004		WNMA
23 WSUA	SP	89 / 1.6	1.4	1.5	1.4	1.7	1.5	848 / 2.8	2.6	2.7	89 / 848	B	WSUA
24 WIOD	N/T	81 / 1.4	1.4	2.2	2.4	3.3	1.9	1730 / 5.7	7.3	8.9	87 / 1921	H	WIOD
25 WJNA	ST	77 / 1.4	1.7	1.8	2.1	0.3	1.7	893 / 2.9	3.7	0.9	101 / 1348		WJNA
26 WRTO-F	SP	65 / 1.2	1.6	1.9	1.9	1.5	1.7	1735 / 5.7	7.5	6.9	70 / 1874	F	WRTO-F

12+ FM Share (Metro): 74.26 % (3748 of 5047) (Fall 96: 73.06 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPOW-F >>	1 WPOW-F	1 WHQT-F	1 WHQT-F	1 WHQT-F	1 WLYF-F <	1 WAMR-F <	1 WLYF-F	1 WPOW-F	1 WPOW-F >	1 WEDR-F <
2 WEDR-F >	2 WEDR-F	2 WEDR-F <	2 WEDR-F <	2 WAMR-F <	2 WAMR-F <	2 WBGG-F <	2 WHQT-F <	2 WLYF-F <	2 WEDR-F	2 WPOW-F
3 WZTA-F <	3 WHQT-F	3 WPOW-F	3 WBGG-F <	3 WLYF-F <	3 WLVE-F <	3 WHQT-F	3 WFLC-F <	3 WEDR-F <	3 WHQT-F <	3 WRMA-F <
4 WHYI-F >	4 WZTA-F	4 WBGG-F <	4 WLYF-F	4 WEDR-F	4 WAQI <	4 WLYF-F	4 WLVE-F <	4 WHQT-F <	4 WAQI	4 WHQT-F <
5 WHYI-F <	5 WZTA-F	5 WAMR-F <	5 WLVE-F <	5 WRMA-F <	5 WPOW-F	5 WRMA-F <	5 WFLC-F <	5 WFLC-F <	5 WLVE-F	5 WLVE-F
6 WBGG-F <	6 WFLC-F	6 WLVE-F	6 WBGG-F <	6 WEDR-F <	6 WMXJ-F <	6 WAQI	6 WEDR-F	6 WLVE-F <	6 WRMA-F <	6 WLYF-F <
7 WFLC-F <	7 WHYI-F <	7 WFLC-F <	7 WFLC-F <	7 WFLC-F <	7 WFLC-F <	7 WFLC-F	7 WMYI-F <	7 WMYI-F <	7 WLYF-F <	7 WAMR-F <
8 WPLL-F	8 WLYF-F <	8 WHYI-F	8 WKIS-F <	8 WKIS-F <	8 WLYF-F <	8 WKIS-F <	8 WKIS-F <	8 WKIS-F <	8 WKIS-F	8 WKIS-F

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WACC	SP	830	Hialeah	0.8 1.6 47 498
WAVS	E	1170	Davie	1.0 2.1 55 670
WAXY	T	790	S. Miami	0.6 1.8 33 628
WFBA	SP	990	Miami	0.5 1.0 26 307
WFTL	T	1490	Ft. Lauderdale	0.7 2.0 43 656
WJNO	N/T	1040	Boynton Beach	0.4 2.0 88 1617
WKAT	SP	1360	N. Miami	0.3 0.9 19 261
WMBM	G/B	1490	Miami Beach	0.8 1.8 45 563
WWFE	SP	670	Miami	0.5 1.5 29 483

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WEAT-F	SAC	104.3	W. Palm Beach	0.5 2.0 160 2238
WRMF-F	AC	97.9	Palm Beach	0.6 2.9 130 2215

MIAMI-FT. LAUDERDALE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	374 (3)	374 (3)	7.4 %	4.1 %	Beasley	12.3 %	11.4 %	13.4 %
AOR/Classic/NR	0 (0)	369 (2)	369 (2)	7.3 %	5.9 %	WKIS-FM, WPOW-FM, WOAM-AM			
Black/Urban	0 (0)	559 (2)	559 (2)	11.1 %	12.3 %	Clear Channel	21.2 %	24.7 %	27.6 %
CHR	0 (0)	510 (2)	510 (2)	10.1 %	10.2 %	WBGG-FM, WFTL-AM, WHYI-FM, WINZ-AM, WIOD-AM, WLVE-FM, WPLL-FM, WZTA-FM			
Classical	0 (0)	169 (1)	169 (1)	3.3 %	3.0 %	Cox	8.8 %	11.0 %	9.5 %
Country	0 (0)	213 (1)	213 (1)	4.2 %	3.5 %	WFLC-FM, WHQT-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	HefTel	11.6 %	9.3 %	15.1 %
Hispanic	541 (7)	824 (5)	1365 (12)	27.0 %	31.9 %	WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM			
Jazz	0 (0)	229 (1)	229 (1)	4.5 %	3.4 %	Jefferson-Pilot	9.1 %	9.0 %	9.9 %
News/Talk	330 (5)	0 (0)	330 (5)	6.5 %	8.2 %	WAXY-AM, WLYF-FM, WMXJ-FM			
Oldies	0 (0)	191 (1)	191 (1)	3.8 %	6.6 %	SBS	5.2 %	6.3 %	14.4 %
Others/Unknown	54 (1)	0 (0)	54 (1)	1.1 %	0.0 %	WCMQ-FM, WSKP-FM, WXDJ-FM			
Religion/Gospel	45 (1)	0 (0)	45 (1)	0.9 %	1.8 %				
Soft AC/EZ	0 (0)	310 (2)	310 (2)	6.1 %	5.4 %				
Sports	252 (2)	0 (0)	252 (2)	5.0 %	2.0 %				
Standards	77 (1)	0 (0)	77 (1)	1.5 %	0.3 %				
Totals	1299 (17)	3748 (20)	5047 (37)				68.2 %	71.7 %	89.9 %

AM Stations

Station	Power	Frequency	Format	Revenue	Owner	Advertiser	Notes
WAQI	710	50 kw (DA-2)	Hispanic	\$82.00	Katz Hisp.	HefTel	
WINZ	610	10 kw (DA-2)	News/Talk	ABC, CNN \$73.00	Eastman	Clear Channel	
WIOD	940	50 kw (DA-N)	News/Talk	Westwd \$156.00	Katz	Clear Channel	
WNMA	1210	25 kw/2.5 kw (DA-2)	Sports	1-on-1 \$ NA	Allied	1-on-1 Sports	Miami Springs
WQAM	560	5 kw/1 kw	Sports	Westwd \$80.00	D&R	Beasley	
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic	\$67.00	Katz Hisp.	HefTel	
WSUA	1260	5 kw (DA-2)	Hispanic	\$41.00	---	El Dorado	

FM Stations

Station	Power	Frequency	Format	Revenue	Owner	Advertiser	Notes
WAMR	107.5	96 kw @ 1005	Hispanic	\$190.00	Katz Hisp.	HefTel	
WBGG	105.9	100 kw @ 1024	Classic AOR	\$84.00	Clr Chnl	Clear Channel	
WCMQ	92.3	31 kw @ 618	Hispanic	\$69.00	SBS	SBS	Hialeah
WEDR	99.1	100 kw @ 919	Black	CBS \$185.00	Sentry	Chancellor	
WFLC	97.3	100 kw @ 1006	AC	\$177.00	Christal	Cox	
WHQT	105.1	100 kw @ 1006	Black AC	\$150.00	Christal	Cox	Coral Gables
WHYI	100.7	100 kw @ 1006	CHR/AC	\$176.00	Clr Chnl	Clear Channel	
WKIS	99.9	100 kw @ 984	Country	Westwd \$158.00	D&R	Beasley	Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz	\$148.00	Eastman	Clear Channel	
WLYF	101.5	100 kw @ 810	Soft AC	\$170.00	CBS	Jefferson-Pilot	
WMXJ	102.7	100 kw @ 1006	Oldies	\$168.00	CBS	Jefferson-Pilot	
WPLL	103.5	100 kw @ 1006	Modern AC	\$85.00	Eastman	Clear Channel	
WPOW	96.5	100 kw @ 1006	CHR/Urban	Source \$180.00	D&R	Beasley	
WRMA	106.7	100 kw @ 984	Hispanic AC	\$165.00	---	SBS	
WRTO	98.3	100 kw @ 1407	Hispanic	\$75.00	Katz Hisp.	HefTel	Goulds
WTMI	93.1	100 kw @ 1006	Classical	\$95.00	Allied	Tanger	
WXDJ	95.7	46 kw @ 531	Hispanic	\$135.00	---	SBS	Homestead
WZTA	94.9	100 kw @ 1006	AOR	\$163.00	Katz	Paxson	

Notes: WJNA -- See West Palm Beach ... 10/97 WCMQ (1210) changed from Hispanic News/Talk to One-on-One Sports; the Hispanic programming moved to the new WCMQ-EB (1700) ... 11/97 WFBA (990) came on the air with an Hispanic Oldies format ... 12/97 WINZ & WIOD swapped facilities ... 12/97 WCMQ (1210) changed calls to WNMA ... 2/98 WRTO-F changed from Hispanic Tropical to a Salsa/Merengue/Dance CHR mix as "La Nueva 99" ... 1/98 WNMA/WCMQ-EB (1700) sold by 1-on-1 Sports to Radio Unica for \$9,000,000; WNMA changed from Sports to Radio Unica's Hispanic News/Talk format

Jim Duncan

Comments: Listening levels are off slightly ... Listening to Hispanic stations is down 15% since last year ... 1-on-1's WNMA had a good debut book with a 1.7 ... WLVE-F is at its highest share in more than three years while WIOD fades

MILWAUKEE-RACINE

Arbitron Rank: 30 **Pop (12+):** 1,346,500
MSA Rank: 37
MSA Pop: 1,460,000
DMA: 31
Average Persons Rating: 16.3
Market TSL In Hours: 21.50

Stations: 30 / 28
Diaries: 2,736/492:1/56.5%
Sample Target: 2,670
% Below Line: 1.5
% Not Listed: 10.6
Pop per Station: 48,089

Last Year's Revenue: \$58,500,000
Household Income: \$48,059
Total Retail Sales: \$15.0 Bil.
#1 Bllier: WTMJ \$10,600,000
#1 Billing Portfolio: Journal Bcst. Group \$14,200,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WTMJ	FS	243 / 11.1	10.4	8.9	9.3	10.5	9.9	4038 / 30.0	24.2	29.5	292 / 4914	H	WTMJ
2	WLZR-F	AOR	150 / 6.8	5.9	7.0	6.9	6.8	6.7	2239 / 16.6	16.5	18.8	173 / 2708	F	WLZR-F
3	WMIL-F	C	146 / 6.6	8.2	7.7	7.6	8.0	7.5	2080 / 15.5	17.5	16.8	178 / 2544	G	WMIL-F
4	WKLH-F	CL AOR	136 / 6.2	7.1	6.9	6.8	6.7	6.7	2058 / 15.3	18.0	17.1	157 / 2380	H	WKLH-F
5	WOKY	ST	128 / 5.8	5.7	5.6	5.6	5.7	5.7	1612 / 12.0	10.7	11.0	137 / 1724	D	WOKY
6	WKKV-F	B	116 / 5.3	6.8	6.1	7.4	7.4	6.4	1902 / 14.1	13.4	14.2	121 / 2081	D	WKKV-F
7	WKTI-F	AC/CHR	115 / 5.2	5.6	6.0	5.6	5.5	5.6	2600 / 19.3	19.9	18.4	127 / 2928	H	WKTI-F
8	WMYX-F	AC	108 / 4.9	3.8	5.2	5.4	5.4	4.8	2319 / 17.2	17.3	15.7	132 / 2714	D	WMYX-F
9	WISN	T	95 / 4.3	4.2	5.0	5.7	5.3	4.8	1651 / 12.3	12.8	13.8	114 / 1955	D	WISN
10	WZTR-F	O	87 / 4.0	3.8	4.7	4.0	4.1	4.1	1589 / 11.8	15.3	14.6	108 / 2016	D	WZTR-F
11	WLTQ-F	SAC	81 / 3.7	3.5	4.1	3.9	3.1	3.8	1328 / 9.9	10.7	9.0	94 / 1486	D	WLTQ-F
13	WLUM-F	AOR-NR	72 / 3.3	3.3	3.2	3.8	3.7	3.4	1801 / 13.4	12.9	14.1	86 / 2214	D	WLUM-F
12	WPNT-F	AC-NR	72 / 3.3	1.7	1.2	0.8	0.5	1.7	1770 / 13.1	6.4	2.6	75 / 1843		WPNT-F
14	WAMG-F	AC/CHR	60 / 2.7	2.5	1.6	2.2	2.4	2.3	1027 / 7.6	7.2	8.1	63 / 1158	D	WAMG-F
15	WJZI-F	J	57 / 2.6	3.4	2.7	2.7	2.7	2.8	937 / 7.0	8.5	7.2	60 / 1005	C	WJZI-F
16	WFMR-F	CL	54 / 2.5	2.0	2.3	1.8	1.9	2.1	899 / 6.7	6.0	6.4	55 / 916	C	WFMR-F
17	WNOV	B/G	48 / 2.2	1.3	1.4	1.5	2.1	1.6	728 / 5.4	4.4	4.9	48 / 728		WNOV
18	WMCS	B/AC	38 / 1.7	1.7	1.9	1.8	1.9	1.8	648 / 4.8	4.4	4.9	38 / 648		WMCS
19	WEZY-F	EZ	28 / 1.3	1.1	1.9	1.6	1.5	1.5	406 / 3.0	3.7	3.3	32 / 460		WEZY-F
20	WAUK	SPRTS	23 / 1.0	0.6	0.5	0.7	0.9	0.7	264 / 2.0	1.9	1.3	23 / 276		WAUK

12+ FM Share (Metro): 67.29 % (1323 of 1966) (Fall 96: 68.64 %)

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

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBKV	FS/T	1470	West Bend	0.4 0.8 12 136
WBWI-F	C	92.5	West Bend	0.5 2.3 18 515
WEWP	O	1250	Milwaukee	0.4 1.8 10 264
WGLB	G	1560	Pt. Washington	0.5 0.9 12 127
WRJN	T	1400	Racine	0.6 1.9 15 265
WTKM	C	1540	Hartford	0.3 0.5 6 61
WTKM-F	C	104.9	Hartford	0.7 2.0 19 309

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WGN	FS/T	720	Chicago	0.9 2.6 31 549
WIL-F	AOR	95.1	Kenosha	0.6 1.7 34 500

MILWAUKEE-RACINE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	355 (4)	355 (4)	18.1 %	15.2 %	All-Pro/Shamrock JOA WJZI-FM, WLUM-FM, WMCS-AM	7.6 %	7.6 %	7.4 %
AOR/Classic/NR	0 (0)	371 (4)	371 (4)	18.9 %	19.6 %				
Black/Urban	38 (1)	116 (1)	154 (2)	7.8 %	10.2 %	Clear Channel WKKV-FM, WMIL-FM, WOKY-AM, WZTR-FM	21.7 %	17.8 %	23.6 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Saga WFMR-FM, WJYI-AM, WKLH-FM, WLZR-FM, WPNT-FM	18.8 %	22.6 %	21.5 %
Classical	0 (0)	54 (1)	54 (1)	2.7 %	2.1 %	Sinclair Broadcast Group WAMG-FM, WEMP-AM, WMYX-FM	8.0 %	10.2 %	8.4 %
Country	6 (1)	174 (3)	180 (4)	9.2 %	10.6 %				
Full Service	271 (3)	0 (0)	271 (3)	13.8 %	12.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	57 (1)	57 (1)	2.9 %	3.8 %		56.1 %	58.2 %	60.9 %
News/Talk	108 (2)	0 (0)	108 (2)	5.5 %	6.8 %				
Oldies	9 (1)	87 (1)	96 (2)	4.9 %	5.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	60 (2)	0 (0)	60 (2)	3.1 %	2.2 %				
Soft AC/EZ	0 (0)	109 (2)	109 (2)	5.5 %	5.0 %				
Sports	23 (1)	0 (0)	23 (1)	1.2 %	1.0 %				
Standards	128 (1)	0 (0)	128 (1)	6.5 %	6.3 %				
Totals	643 (12)	1323 (17)	1966 (29)						

AM Stations

Station	Power	Time	Format	ABC	NA	Walters	Other	City
WUWK	1510	10 kw (DA, Days)	Sports	ABC	\$ NA	Walters		Waukesha
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, Westwd	\$60.00	Katz	Hicks, Muse	
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Banner	All Pro	Greenfield
WNOV	860	250 w/5 w	Black/Gospel	AURN	\$22.00	---		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN	\$51.00	Clr Chnl	Clear Channel	
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	ABC, Talknt	\$139.00	Christal	Journal Bcst Gp	

FM Stations

Station	Power	Time	Format	ABC	NA	Walters	Other	City
WAMG	103.7	19.5 kw @ 840	AC/CHR	Westwd	\$52.00	Sentry	Sinclair Bcst Gp	Wauwatosa
WEZY	92.1	2.7 kw @ 492	Easy Listening		\$ NA	Christal	Bliss	Racine
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Mc-Guild	Saga	Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Clr Chnl	Clear Channel	Racine
WKLH	96.5	20 kw @ 807	Classic AOR		\$150.00	Mc-Guild	Saga	
WKTI	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Bcst Gp	
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC	\$66.00	Katz	Hicks, Muse	
WLUM	102.1	20 kw @ 761	AOR-New Rock	Source	\$60.00	Banner	All Pro	
WLZR	102.9	50 kw @ 436	AOR	ABC	\$80.00	Eastman	Saga	
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Clr Chnl	Clear Channel	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	Sentry	Sinclair Bcst Gp	
WPNT	106.9	6 kw @ 328	Modern AC		\$ NA	Mc-Guild	Saga	Brookfield
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clear Channel	

Notes: 8/97 Joint Operating Agreement set up by All-Pro (WMCS/WLUM-F) and Shamrock (WJZI-F) . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WISN for \$10,000,000; WLTQ-F for \$19,000,000 . . . 12/97 WXPT-F changed calls to WPNT-F; remains Modern AC

Jim Duncan

Comments: Listening levels are down very slightly . . . WTMJ has its highest share in more than three years . . . WMIL-F is at its lowest share level in many years . . . WPNT-F posted its fourth consecutive share gain and is at an all-time record-high share . . . Much credit goes to Saga for keeping WFMR-F Classical

MINNEAPOLIS-ST. PAUL

Arbitron Rank: 14 **Pop (12+):** 2,267,500
MSA Rank: 12
MSA Pop: 2,770,000
OMA: 14
Average Persons Rating: 16.7
Market TSL In Hours: 21.75

Stations: 26 / 25
Olarles: 3,574/634:1/58.7%
Sample Target: 3,440
% Below Line: 0.3
% Not Listed: 16.8
Pop per Station: 90,700

Last Year's Revenue: \$112,400,000
Household Income: \$53,125
Total Retail Sales: \$29.8 Bil.
#1 Biller: KQRS-AF \$20,200,000
#1 Billing Portfolio: Chancellor \$39,300,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WCCO	FS	464 / 12.3	11.6	11.5	13.0	12.3	12.1	6743 / 29.7	27.4	30.8	607 / 8924	J	WCCO
2	KQRS-F	CL AOR	422 / 11.2	10.5	10.4	11.3	11.9	10.8	6238 / 27.5	26.0	27.2	491 / 7215	J	KQRS-F
3	KEEY-F	C	304 / 8.0	7.5	6.9	6.4	5.6	7.2	4230 / 18.7	15.9	15.8	343 / 4878	G	KEEY-F
4	KDWB-F	CHR	296 / 7.8	8.1	6.9	6.4	7.5	7.3	5660 / 25.0	22.6	23.1	338 / 6473	H	KDWB-F
5	WLTE-F	SAC	238 / 6.3	6.5	6.7	6.8	6.1	6.6	3826 / 16.9	16.9	15.5	251 / 4086	H	WLTE-F
6	KSTP-F	AC	198 / 5.3	6.1	5.2	5.4	5.3	5.5	4918 / 21.7	20.2	20.5	217 / 5432	H	KSTP-F
7	KSTP	N/T	187 / 5.0	4.5	5.0	5.2	5.4	4.9	2519 / 11.1	10.7	11.6	206 / 2795	E	KSTP
8	KQQL-F	O	171 / 4.5	5.3	5.0	5.4	5.1	5.1	3617 / 16.0	16.9	15.9	213 / 4343	G	KQQL-F
9	KTCZ-F	AOR-P	152 / 4.0	4.5	4.4	3.6	3.8	4.1	2916 / 12.9	13.6	12.3	159 / 3150	G	KTCZ-F
10	WRQC-F	AOR	143 / 3.8	3.1	4.5	4.3	5.0	3.9	2505 / 11.0	14.4	14.7	163 / 3021		WRQC-F
11	KMJZ-F	J	109 / 2.9	2.9	3.1	2.4	2.4	2.8	2002 / 8.8	8.9	7.3	115 / 2133	D	KMJZ-F
12	KXXR-F	AOR	106 / 2.8	4.5	4.6	5.6	6.0	4.4	2259 / 10.0	16.0	17.7	135 / 2854		KXXR-F
13	KFAN	SPRTS	98 / 2.6	1.4	1.8	1.8	2.1	1.9	1888 / 8.3	6.0	6.9	103 / 1997	E	KFAN
14	KLBB-AA	ST	63 / 1.7	1.9	2.5	2.7	2.3	2.2	988 / 4.4	5.3	5.6	63 / 993	C	KLBB-AA
15	KZNR-F	AOR-P	50 / 1.3	1.4	1.9	1.6	1.4	1.6	1378 / 6.1	5.6	5.9	55 / 1543		KZNR-F

12+ FM Share (Metro): 72.30 % (2271 of 3141) (Fall 96: 72.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	KDWB-F >>	1 KQRS-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >>	1 KQRS-F	1 KQRS-F	1 WCCO <	1 KDWB-F	1 WCCO >
2	KXXR-F	2 KDWB-F	2 KEEY-F <	2 KEEY-F	2 KEEY-F	2 KQRS-F	2 WCCO >>	2 KEEY-F <	2 KDWB-F <	2 WCCO	2 KDWB-F <
	KEEY-F >	3 KEEY-F <	3 KDWB-F	3 KSTP-F <	3 WLTE-F <	3 WLTE-F	3 KEEY-F <	3 WLTE-F	3 KEEY-F <	3 KEEY-F <	3 KEEY-F
		4 KSTP-F	4 KSTP-F	4 WLTE-F	4 WCCO <	4 KEEY-F <	4 KDWB-F <	4 WCCO	4 KQRS-F <	4 KQRS-F	4 KQRS-F
		5 WRQC-F	5 WLTE-F	5 KTCZ-F <	5 KSTP-F	5 KSTP <	5 WRQC-F	5 KSTP	5 WLTE-F <	5 KSTP-F	5 KSTP-F
		6 KXXR-F	6 KTCZ-F <	6 WCCO <	6 KQQL-F	6 KQQL-F >	6 WLTE-F	6 KDWB-F <	6 KSTP	6 WLTE-F	6 WLTE-F
			7 WRQC-F <	7 KDWB-F	KTCZ-F <			7 KSTP-F <	7 KSTP-F	7 KQQL-F <	7 KQQL-F
			8 WCCO <		8 KDWB-F <			8 KTCZ-F <	8 KQQL-F <	8 KXXR-F	
								9 KQQL-F >	9 KTCZ-F <	9 KSTP	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	KDWB-F >>	1 KDWB-F	1 KSTP-F	1 KDWB-F <	1 WLTE-F <	1 KXXR-F	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >>
2	KEEY-F	2 KSTP-F <	2 KQRS-F	2 KQRS-F <	2 KQRS-F <	2 WRQC-F	2 WRQC-F	2 WRQC-F >	2 WRQC-F <	2 WCCO <	2 KQRS-F >
3	KQRS-F <	3 KQRS-F	3 KEEY-F <	3 KEEY-F <	3 KEEY-F	KQRS-F	3 KEEY-F	3 KEEY-F	3 KEEY-F	3 KEEY-F <	3 KDWB-F
4	KSTP-F >	4 KEEY-F >	4 KDWB-F	4 KSTP-F <	4 KSTP-F	KDWB-F	4 KXXR-F <	4 KSTP-F	4 KFAN	4 WRQC-F <	4 KQQL-F
5	WLTE-F	5 WLTE-F >	5 WLTE-F >	5 WLTE-F >	5 KDWB-F <	5 KEEY-F >>	5 KDWB-F	5 KFAN <	KTCZ-F	5 KSTP <	
6	KTCZ-F	6 KTCZ-F	6 KTCZ-F	6 KQQL-F	6 KQQL-F <		6 KFAN	6 KDWB-F <	6 WCCO	6 KTCZ-F <	6 KTCZ-F <
			7 KTCZ-F	7 WCCO			KSTP-F	7 KTCZ-F <		7 KFAN	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KTCJ	C	690	Minneapolis	0.5	0.5	17	142	KNXR-F	EZ	97.5	Rochester, MN	0.3	0.7	51	524
KZNF-F	AOR-P	105.7	Eden Prairie	0.7	2.9	27	667								
WEZU	ST	1220	Stillwater	0.7	1.6	26	367								
WIXK-AF	C	107.1	New Richmond	0.8	2.3	32	619								
WMNN	N	1330	Minneapolis	0.4	1.4	14	326								
WQPM-F	C	106.1	Princeton	0.4	1.3	15	364								

MINNEAPOLIS-ST. PAUL

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	199 (1)	199 (1)	6.3 %	6.2 %	ABC/Disney	24.4 %	31.1 %	26.5 %
AOR/Classic/NR	0 (0)	900 (7)	900 (7)	28.7 %	27.8 %	KDIZ-AM, KEGE-FM, KQRS-FM, KZNR-FM, KZNT-FM, KZNS-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %	Chancellor	23.2 %	24.8 %	35.0 %
CHR	0 (0)	296 (1)	296 (1)	9.4 %	8.8 %	KDWB-FM, KFAN-AM, KQQL-FM, KTCJ-AM, KTCZ-FM, WRQC-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	1.6 %	9.1 %	1.0 %
Country	19 (2)	346 (3)	365 (5)	11.6 %	14.0 %	KLBB-AM, WLOL-AM			
Full Service	464 (1)	0 (0)	464 (1)	14.8 %	14.6 %		49.2 %	65.0 %	62.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	109 (1)	109 (1)	3.5 %	2.8 %				
News/Talk	201 (2)	0 (0)	201 (2)	6.4 %	6.4 %				
Oldies	0 (0)	171 (1)	171 (1)	5.4 %	6.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	250 (2)	250 (2)	8.0 %	7.2 %				
Sports	98 (1)	0 (0)	98 (1)	3.1 %	2.4 %				
Standards	88 (3)	0 (0)	88 (3)	2.8 %	3.1 %				
Totals	870 (9)	2271 (16)	3141 (25)						

AM Stations

Station	Power	Frequency	Format	Ownership	Revenue	Management	Notes
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ABC	\$60.00	Christal	Chancellor
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	--	
KSTP	1500	50 kw (DA-N)	News/Talk	ABC	\$74.00	Christal	Hubbard
WCCO	830	50 kw	Full Service	CBS	\$275.00	CBS	CBS
WLOL	1470	5 kw (DA-2)	See KLBB				Brooklyn Park

FM Stations

Station	Power	Frequency	Format	Ownership	Revenue	Management	Notes
KDWB	101.3	100 kw @ 1035	CHR		\$158.00	Katz	Chancellor
KEEY	102.1	100 kw @ 1035	Country		\$150.00	Christal	Chancellor
KMJZ	104.1	100 kw @ 1070	Jazz	ABC	\$75.00	Eastman	Jacor, pend.
KQQL	107.9	100 kw @ 1090	Oldies		\$155.00	Katz	Chancellor
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC	\$340.00	Katz	ABC/Disney
KSTP	94.5	100 kw @ 1220	AC		\$160.00	Christal	Hubbard
KTCZ	97.1	100 kw @ 1035	Progressive AOR		\$145.00	Katz	Chancellor
KXXR	93.7	100 kw @ 1035	AOR	ABC	\$160.00	--	ABC/Disney
KZNR	105.1	2.6 kw @ 499	Progressive AOR	ABC	\$50.00	Katz	ABC/Disney Lakeville
KZNT	105.3	25 kw @ 299	See KZNR-F				Cambridge
KZNS	105.7	6 kw @ 239	See KZNR-F				Eden Prairie
WLTE	102.9	100 kw @ 1035	Soft AC		\$160.00	CBS	CBS
WRQC	100.3	100 @ 922	AOR		\$ NA	D&R	Chancellor

Notes: 11/97 KEGE-F changed calls to KXXR-F; KXXP-F/KXXR-F/KXXU-F changed calls to KZNR-F/KZNS-F/KZNT-F, respectively . . . 12/97 KTCJ changed calls to KXBR ("The Bear"); remains Classic Country

Jim Duncan

Comments: Listening levels have declined very slightly . . . KEEY-F turns in its fourth consecutive share gain and its highest share in more than three years (all a result of taking WBOB-F out of Country) . . . KXXR-F has its fifth consecutive decrease and is at its lowest overall share in many years

MOBILE

Arbitron Rank: 86	Pop (12+): 430,200	Stations: 25 / 18	Last Year's Revenue: \$14,300,000
MSA Rank: 97		Diaries: 1,069/402:1/50.3%	Household Income: \$34,919
MSA Pop: 527,000		Sample Target: 990	Total Retail Sales: \$5.0 Bil.
DMA: 61 (w/Pensacola)		% Below Line: 15.7	#1 Billing: WKSJ-AF \$3,400,000
Average Persons Rating: 15.6		% Not Listed: 11.8	#1 Billing Portfolio:
Market TSL In Hours: 20.75		Pop per Station: 23,900	Clear Channel \$6,520,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WYOK-F	B	58 / 8.7	10.6	6.4	8.2	10.5	8.5	781 / 17.7	15.8	19.1	75 / 1090	B	WYOK-F
2	WKSJ-F	C	57 / 8.5	10.3	9.6	8.5	8.9	9.2	833 / 19.4	18.7	20.9	71 / 1265	E	WKSJ-F
3	WABB-F	CHR	54 / 8.1	5.4	7.3	7.1	7.5	7.0	899 / 20.9	21.3	20.1	100 / 1809	C	WABB-F
4	WBLX-F	B	49 / 7.3	7.7	5.7	7.2	6.9	7.0	821 / 19.1	18.5	17.5	122 / 1706	E	WBLX-F
5	WGOK	B/G	48 / 6.9	3.6	6.7	4.8	5.1	5.5	424 / 9.9	8.8	6.9	47 / 444	A	WGOK
6	WDLT-F	B/AC	42 / 6.3	6.4	6.9	6.5	5.7	6.5	449 / 10.4	11.4	11.7	48 / 568	B	WDLT-F
7	WAVH-F	O	30 / 4.5	5.7	5.1	2.7	3.6	4.5	426 / 9.9	11.1	9.5	33 / 475	C	WAVH-F
8	WTKX-F	AOR	26 / 3.7	2.2	5.0	4.5	3.3	3.9	364 / 8.5	12.4	7.4	80 / 1123	B	WTKX-F
	WNTM	N/T	25 / 3.7	4.3	4.3	5.1	5.1	4.4	324 / 7.5	10.4	7.7	26 / 342	C	WNTM
10	WRKH-F	CL AOR	24 / 3.6	3.2	3.4	3.5	4.5	3.4	336 / 7.8	9.1	9.1	40 / 689	A	WRKH-F
11	WMEZ-F	SAC	23 / 3.4	2.5	2.3	2.3	1.8	2.6	372 / 8.8	7.9	5.2	66 / 920	C	WMEZ-F
	WZEW-F	AOR-P	23 / 3.4	1.7	1.3	0.4	0.5	1.7	308 / 7.2	5.2	3.4	23 / 311		WZEW-F
	WXBM-F	C	23 / 3.4	3.9	2.7	3.6	2.9	3.4	369 / 8.8	7.5	8.0	119 / 1480		WXBM-F
14	WMXC-F	AC	21 / 3.1	4.6	4.3	5.1	4.5	4.3	494 / 11.5	13.8	11.5	38 / 890	B	WMXC-F
15	WWRO-F	CL HITS	20 / 3.0	3.1	4.1	3.6	3.8	3.4	436 / 10.1	11.4	9.0	59 / 1071		WWRO-F
16	WDWG-F	C	18 / 2.7	3.6	2.9	2.9	3.5	3.0	448 / 10.4	7.8	10.7	28 / 752	C	WDWG-F

12+ FM Share (Metro): 83.93 % (496 of 591) (Fall 96: 83.33 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WYOK-F	1 WABB-F	1 WABB-F	1 WABB-F	1 WDLT-F	1 WABB-F	1 WTKX-F	1 WBLX-F	1 WRKH-F <	1 WRKH-F	1 WYOK-F >
2 WABB-F >>	2 WYOK-F	WBLX-F	2 WBLX-F	WKSJ-F	WTKX-F >	2 WABB-F <	2 WZEW-F	2 WBLX-F <	2 WAVH-F	2 WKSJ-F
3 WXB-F	3 WBLX-F	3 WGOK	3 WGOK <	WBLX-F <	3 WYOK-F >	3 WBLX-F	3 WTKX-F	3 WZEW-F <	WBLX-F	3 WAVH-F <
	4 WGOK	4 WDLT-F	4 WDLT-F <	4 WGOK <	4 WBLX-F >	4 WYOK-F	4 WNSP-F	4 WABB-F <	WZEW-F <	4 WGOK >
	5 WDLT-F	5 WYOK-F	5 WYOK-F	5 WABB-F	5 WNSP-F	5 WKSJ-F	WABB-F	5 WDLT-F	5 WDLT-F	
6 WTKX-F	WMC-F	WWRO-F	6 WKSJ-F <	6 WAVH-F	WKSJ-F >>	WZEW-F	WKSJ-F	WKSJ-F <	WKSJ-F >	
	7 WKSJ-F	WKSJ-F	7 WMC-F	7 WMEZ-F	7 WNSP-F	WRKH-F	7 WTKX-F	7 WTKX-F	7 WWRO-F	
	8 WXB-F		8 WXB-F	8 WWRO-F			8 WYOK-F	8 WNSP-F	8 WNSP-F	
	WTKX-F		WMEZ-F					WABB-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WABB	T	1480	0.6 2.8 4 129
WABF	ST	1220	1.6 2.1 11 89
WBHY	REL	840	0.9 1.0 6 47
WHXT-F	C	102.1	0.4 1.9 10 259
WMOB	REL	1360	0.4 1.7 3 75
WNSP-F	SPRTS	105.5	1.6 5.1 12 251

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WMJY-F	AC	93.7	Biloxi 0.4 3.7 14 338
WOSM-F	REL	103.1	Ocean Spgs., MS 0.4 1.8 14 228
WYCL-F	O	107.3	Pensacola 1.3 5.1 42 798

MOBILE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	24 (2)	24 (2)	4.1 %	5.8 %	Calendar	13.6 %	17.0 %	27.4 %
AOR/Classic/NR	0 (0)	72 (3)	72 (3)	12.2 %	9.4 %	WBLX-FM, WDLT-FM, WHOZ-AM			
Black/Urban	0 (0)	149 (3)	149 (3)	25.2 %	26.2 %	Clear Channel	21.6 %	22.4 %	45.6 %
CHR	0 (0)	54 (1)	54 (1)	9.1 %	8.5 %	WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNTM-AM, WRKH-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	7.9 %	12.9 %	7.5 %
Country	0 (0)	101 (4)	101 (4)	17.1 %	18.9 %	WAVH-FM, WZEW-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		43.1 %	52.3 %	80.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	29 (2)	0 (0)	29 (2)	4.9 %	7.5 %				
Oldies	0 (0)	59 (3)	59 (3)	10.0 %	11.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	55 (3)	3 (1)	58 (4)	9.8 %	7.0 %				
Soft AC/EZ	0 (0)	23 (1)	23 (1)	3.9 %	2.0 %				
Sports	0 (0)	11 (1)	11 (1)	1.9 %	1.0 %				
Standards	11 (1)	0 (0)	11 (1)	1.9 %	2.7 %				
Totals	95 (6)	496 (19)	591 (25)						

AM Stations

Station	Power	Day	Format	Company	Price	Notes
WABF	1220	1 kw (Days)	Standards	Westwd	\$ NA	— Fairhope
WGOK	900	1 kw/381 w (DA-2)	Black Gospel	AURN	\$20.00	Allied
WNTM	710	1 kw (DA-N)	News/Talk	CBS, Westwd	\$31.00	Sentry Clear Channel

FM Stations

Station	Power	Day	Format	Company	Price	Notes
WABB	97.5	100 kw @ 1552	CHR	ABC	\$36.00	Christal
WAVH	106.5	50 kw @ 449	Oldies	CBS, Westwd	\$35.00	Mc-Guild WZEW-F Daphne
WBLX	92.9	100 kw @ 1555	Black	Westwd, ABC	\$60.00	Katz Calendar
WDLT	98.3	40 kw @ 548	Black AC	ABC, AURN	\$25.00	Allied Calendar Chickasaw
WDWG	104.1	100 kw @ 1555	Country	ABC	\$29.00	Sentry Clear Channel Atmore, AL
WKSJ	94.9	100 kw @ 1555	Country	ABC	\$67.00	Sentry Clear Channel
WMXC	99.9	100 kw @ 1755	AC	CBS	\$<20.00	Clr Chnl Clear Channel
WRKH	96.1	100 kw @ 1342	Classic AOR	Westwd	\$<20.00	Clr Chnl Clear Channel
WYOK	104.9	33 kw @ 600	Black	AURN, Westwd, ABC	\$<20.00	Allied Moss Point, MS
WZEW	92.1	13.5 kw @ 450	AC-New Rock	ABC	\$ NA	Mc-Guild WAVH-F Fairhope

Notes: Other ranked stations – See Pensacola . . . WYOK-F is LMA'd by WGOK . . . 7/97 WGCX-F (92.1; Fairhope) sold to WAVH-F for \$_____ . . . 7/97 WGCX-F changed from AOR to Progressive AOR as WZEW-F . . . 11/97 Interest in WHXT-F (102.1; Citronelle) sold to Syncom for \$200,000 . . . 2/98 WHOZ (660) changed from Children's to simulcasting WDLT-F as WDLT

Jim Duncan

Comments: Listening levels are steady . . . WABB-F recovered from a weak Summer book

MODESTO

A Arbitron Rank: 121 Pop (12+): 337,300	Stations: 30 / 17	Last Year's Revenue: \$16,000,000
MSA Rank: 119	Diaries: 876/385:1/56.6%	Household Income: \$40,818
MSA Pop: 427,000	Sample Target: 730	Total Retail Sales: \$3.6 Bil.
DMA: Sacramento (#21)	% Below Line: 20.5	#1 Billing: KATM-F \$5,100,000
Average Persons Rating: 14.9	% Not Listed: 19.0	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 19,841	Citadel \$8,000,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KATM-F	C	73 / 14.6	17.3	15.5	16.2	15.6	838 / 24.8	28.2	27.9	154 / 1939	G	KATM-F
2	KJSN-F	AC	37 / 7.3	5.8	7.6	7.0	8.7	472 / 14.0	14.9	15.7	45 / 680	C	KJSN-F
3	KOSO-F	AC/CHR	33 / 6.5	3.2	3.5	5.2	3.6	587 / 17.4	11.6	12.8	74 / 1366	D	KOSO-F
4	KHOP-F	AOR/CL	29 / 5.8	6.3	4.8	7.4	3.8	430 / 12.7	15.2	14.2	62 / 1107	D	KHOP-F
5	KWNN-F	CHR	23 / 4.6	4.8	5.5	5.2	4.9	410 / 12.2	14.1	12.2	33 / 608	B	KWNN-F
	KMIX-F	SP	23 / 4.6	4.0	3.7	1.4	3.0	247 / 7.3	9.8	7.5	54 / 673	B	KMIX-F
	KHKK-F	CL AOR	23 / 4.6	4.2	5.9	3.6	5.3	484 / 14.4	12.6	13.8	73 / 1312	B	KHKK-F
8	KZMS-F	SP	21 / 4.2	4.4	2.6	1.6		207 / 6.1	8.6	5.5	38 / 459		KZMS-F
9	KFIV	T	20 / 4.0	2.4	3.7	4.0	3.2	206 / 6.1	4.9	5.9	26 / 332	A	KFIV
10	KHTN-F	CHR	18 / 3.4	2.2	3.1	2.6	1.7	363 / 10.8	9.4	9.9	46 / 872		KHTN-F
11	KABX-F	O	17 / 3.4	4.0	2.6	3.0	3.0	279 / 8.3	9.0	7.5	36 / 593		KABX-F
12	KRVR-F	J	13 / 2.6	2.6	1.5	1.6	1.1	182 / 6.4	5.2	5.2	23 / 425		KRVR-F
13	KTRB	SP	12 / 2.4	3.8	2.8	3.4	1.5	141 / 4.2	5.9	5.7	26 / 384		KTRB
14	KNBR	SPRTS	10 / 2.0	3.4	3.1	3.4	2.3	179 / 6.3	8.8	7.3	32 / 716		KNBR

12+ FM Share (Metro): 84.07 % (343 of 408) (Fall 96: 74.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTN-F >>	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >>	1 KATM-F >	1 KATM-F >>	1 KHTN-F	1 KATM-F >>
2 KATM-F	2 KOSO-F	2 KOSO-F <	2 KHOP-F	2 KJSN-F	2 KJSN-F	2 KZMS-F <	2 KJSN-F >	2 KJSN-F <	2 KHOP-F	2 KOSO-F
	KWNN-F	3 KZMS-F <	3 KHOP-F <	KJSN-F <	3 KHOP-F <	3 KFIV	3 KJSN-F	3 KFIV	3 KOSO-F >	3 KMIX-F <
4 KOSO-F >	4 KHOP-F <	4 KJSN-F	4 KOSO-F <	4 KOSO-F <	4 KABX-F	4 KHOP-F	4 KOSO-F <	4 KHKK-F	4 KATM-F	4 KHOP-F
	5 KWNN-F	5 KHKK-F <	5 KZMS-F	5 KZMS-F <	5 KHKK-F <	KOSO-F	5 KHKK-F <	KHOP-F	5 KWNN-F	5 KMIX-F
	KJSN-F	6 KZMS-F	6 KHKK-F	6 KHKK-F	6 KHOP-F	6 KFIV	6 KHOP-F	KWNN-F	6 KMIX-F >	KJSN-F
	7 KMIX-F	7 KWNN-F	7 KMIX-F >	7 KMIX-F >	7 KWNN-F	7 KWNN-F	7 KHTN-F			
		KMIX-F >				KABX-F <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KWNN-F	1 KATM-F	1 KJSN-F	1 KATM-F	1 KJSN-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KHOP-F <	1 KATM-F	1 KATM-F >
2 KOSO-F	2 KJSN-F	2 KATM-F	2 KJSN-F	KATM-F >>	KOSO-F	2 KOSO-F	KZMS-F	2 KATM-F >	2 KHOP-F >	2 KZMS-F
	KATM-F	3 KOSO-F	3 KZMS-F >	3 KOSO-F >	3 KOSO-F	3 KATM-F	3 KATM-F	3 KOSO-F <	3 KHKK-F	3 KOSO-F
4 KMIX-F >	4 KWNN-F	4 KOSO-F	4 KWNN-F	4 KZMS-F	4 KATM-F	4 KWNN-F	4 KOSO-F	4 KHKK-F	4 KZMS-F <	4 KJSN-F
5 KHOP-F	5 KZMS-F	5 KMIX-F >	KZMS-F	5 KTRB	KHTK	KATM-F >	KMIX-F	5 KZMS-F	5 KOSO-F	
	KHTN-F >>	KMIX-F >>	KMIX-F	KMIX-F	KHKK-F >>	6 KMIX-F	6 KWNN-F >>	6 KMIX-F	6 KMIX-F	
			7 KHKK-F			KHKK-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBUL	SPRTS	970	Modesto 0.8 2.6 5 164
KCBC	REL	770	Riverbank 0.6 2.0 8 147
KFRY-F	C	96.7	Manteca 0.4 2.4 4 126
KNTD-F	SP	95.9	Livingston 0.4 1.8 11 203
KTDO-F	SP	98.9	Columbia 1.8 3.6 12 179
KVIN	ST	1390	Turlock 0.4 1.6 9 110

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCBS	N/T	740	San Francisco 1.4 5.6 30 704
KCIV-F	REL	99.9	ML Bullion 1.0 2.8 10 202
KGO	T	810	San Francisco 0.4 1.6 15 318
KHTK	SPRTS	1140	Sacramento 1.0 2.9 20 327
KQOD-F	O	100.1	Stockton 0.6 2.4 42 720
KSKS-F	C	93.7	Fresno 0.4 1.9 8 192
KUBB-F	C	96.3	Mariposa 0.6 3.7 24 434
KWIN-F	CHR	97.7	Lodi 1.6 4.2 60 1055

MODESTO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	70 (2)	70 (2)	17.2 %	13.2 %	Capstar KFIV-AM, KFRY-FM, KJSN-FM, KOSO-FM	18.2 %	19.7 %	31.2 %
AOR/Classic/NR	0 (0)	51 (3)	51 (3)	12.5 %	15.1 %		Citadel KATM-FM, KBUL-AM, KDJK-FM, KHKK-FM, KHOP-FM	25.5 %	27.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			43.7 %	47.2 %
CHR	0 (0)	49 (3)	49 (3)	12.0 %	11.7 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	80 (4)	80 (4)	19.6 %	26.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	12 (1)	55 (4)	67 (5)	16.4 %	9.4 %				
Jazz	0 (0)	13 (1)	13 (1)	3.2 %	1.8 %				
News/Talk	29 (3)	0 (0)	29 (3)	7.1 %	14.3 %				
Oldies	0 (0)	20 (2)	20 (2)	4.9 %	3.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	5 (1)	8 (2)	2.0 %	1.3 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	19 (3)	0 (0)	19 (3)	4.7 %	3.6 %				
Standards	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %				
Totals	65 (9)	343 (20)	408 (29)						

AM Stations

KFIV	1360	4 kw/0.95 w (DA-2)	News/Talk	CNN, ABC	\$<20.00	Allied	Capstar
KTRB	860	50 kw/10 kw (DA-2)	Hispanic		\$<20.00	Caballero	Pappas

FM Stations

KATM	103.3	50 kw @ 500	Country	ABC	\$100.00	Mc-Guild	Citadel	
KDJK	103.9	0.071 kw @ 2047	See KHKK-F					Mariposa
KHKK	104.1	50 kw @ 500	Classic AOR		\$50.00	Mc-Guild	Citadel	
KHOP	95.1	29.5 kw @ 633	AOR/Classic AOR		\$50.00	Mc-Guild	Citadel	Oakdale
KHTN	104.7	50 kw @ 500	CHR		\$25.00	D&R	Buckley	Los Banos
KJSN	102.3	6 kw @ 298	AC		\$42.00	Allied	Capstar	
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$51.00	Katz	Capstar	Patterson
KTDO	98.9	6 kw @ 328	Hispanic		\$ NA	Lotus	Z-Spanish	Columbia
KWNN	98.3	2 kw @ 390	CHR		\$31.00	Katz	Silverado	Turlock
KZMS	97.1	1.45 kw @ 164	Hispanic		\$ NA	Caballero		Patterson

Notes: Other ranked stations – See Stockton, San Francisco, or in the Fall 1997 Small Market edition, Merced . . . 9/97 KLOC/KTDO-F sold by Silverado to Z-Spanish (price NA) . . . 10/97 KOSO-F sold by SpaceCom to Capstar for \$6,800,000 (MVP) . . . 10/97 KVFX-F changed from AOR/Classic AOR to Country as KFRY-F ("Froggy 96.7") . . . 11/97 KLOC changed from locally-originated Hispanic to a simulcast of Hispanic KCVR (Stockton)

Jim Duncan

Comments: Listening levels are up moderately versus a year ago . . . KATM-F still dominates the market, but is at its lowest 12+ share in several years . . . KOSO-F posts its highest share in more than two years . . . KMIX-F continues to grow with its Hispanic format

MONMOUTH-OCEAN

Arbitron Rank: 46 Pop (12+): 913,200	Stations: 46 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diarles: 1,495/611:1/54.1%	Household Income: \$52,861
MSA Pop: NA	Sample Target: 1,470	Total Retail Sales: \$10.0 Bil.
DMA: NY (#1)	% Below Line: 65.0	#1 Biller: NA
Average Persons Rating: 16.3	% Not Listed: 9.1	#1 Billing Portfolio: NA
Market TSL In Hours: 21.25	Pop per Station: 101,467	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	Revenue Level	
1	WKXW-F	T	84 / 5.7	3.8	5.8	5.4	3.7	1657 / 18.1	15.6	18.2	WKXW-F
2	WXRK-F	T/NR	83 / 5.6	4.4	4.8	6.0	4.9	1338 / 14.7	15.8	14.3	WXRK-F
3	WWZY-F	C	71 / 4.8	4.2	3.3	4.0	2.6	781 / 8.6	9.5	11.5	WWZY-F
4	WCBS-F	O	60 / 4.0	4.6	2.3	2.2	3.2	798 / 8.7	8.7	7.3	WCBS-F
5	WJLK-F	AC	58 / 3.9	3.7	3.7	4.4	4.9	912 / 10.0	9.5	12.4	WJLK-F
6	WLTW-F	SAC	57 / 3.8	4.3	2.1	2.9	2.4	965 / 10.6	8.8	7.5	WLTW-F
7	WOBM-F	AC	56 / 3.8	3.8	4.8	4.7	3.5	831 / 9.1	8.9	11.1	WOBM-F
8	WPLJ-F	CHR	54 / 3.6	4.6	4.4	4.9	5.4	1206 / 13.2	13.3	14.8	WPLJ-F
	WFAN	SPRTS	54 / 3.6	3.4	3.8	3.7	3.2	1063 / 11.6	8.5	12.3	WFAN
10	WOR	T	52 / 3.5	3.4	3.6	4.0	3.8	722 / 7.9	7.9	10.9	WOR
11	WABC	T	51 / 3.4	2.2	3.1	4.0	5.9	753 / 8.2	8.1	9.4	WABC
12	WCBS	N	50 / 3.4	3.0	4.2	4.1	3.3	987 / 10.8	11.5	13.6	WCBS
13	WRAT-F	AOR	46 / 3.1	3.9	2.5	5.4	3.7	754 / 8.3	10.5	6.7	WRAT-F
14	WHTZ-F	CHR	39 / 2.6	2.0	1.4	2.0	2.8	921 / 10.1	11.2	8.9	WHTZ-F
15	WKTU-F	CHR/U	38 / 2.6	3.0	3.9	6.0	3.9	892 / 9.8	12.2	12.5	WKTU-F
16	WRDR-F	ST	36 / 2.4	3.7	3.3	3.1	3.2	523 / 6.7	6.0	5.6	WRDR-F
17	WOBM	ST	35 / 2.4	2.3	3.8	2.1	2.7	408 / 4.5	6.1	5.7	WOBM
	WBBO-F	CHR	35 / 2.4	0.3	0.1	0.4	0.1	707 / 7.7	1.9	1.2	WBBO-F

12+ FM Share (Metro): 76.87 % (974 of 1267) (Fall 96: 77.59 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTZ-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F <	1 WKXW-F <	1 WXRK-F >>	1 WABC <	1 WKXW-F	1 WHTZ-F	1 WWZY-F
2 WBBO-F	2 WRAT-F <	2 WPLJ-F	2 WPLJ-F	2 WKXW-F <	2 WWZY-F	2 WKXW-F	2 WKXW-F <	2 WPLJ-F <	2 WKXW-F <	2 WKXW-F
3 WXRK-F	3 WPLJ-F	3 WJLK-F <	3 WKXW-F <	3 WPLJ-F <	3 WCBS-F <	3 WOR	3 WJLK-F <	3 WWZY-F	3 WWZY-F <	3 WLTW-F <
4 WQHT-F >>	4 WJLK-F	4 WKXW-F <	4 WJLK-F	4 WCBS-F <	4 WOR <	4 WOBM-F	4 WWZY-F <	4 WCBS-F <	4 WBBO-F	4 WOBM-F <
	5 WKTU-F	5 WRAT-F	5 WCBS-F <	5 WJLK-F	5 WCBS	5 WCBS	5 WLTW-F <	5 WFAN <	5 WLTW-F	5 WCBS <
	6 WHTG-F <	6 WCBS-F	6 WWZY-F <	6 WOBM-F <	6 WOBM-F	6 WWZY-F	6 WOBM-F <	6 WJLK-F <	6 WABC <	6 WFAN
	7 WKXW-F	7 WWZY-F	7 WOBM-F <	7 WWZY-F <	7 WABC <	7 WCBS-F	7 WCBS-F	7 WOR <	7 WFAN <	7 WCBS-F <
		8 WHTZ-F	8 WOBM-F <	8 WRAT-F <	8 WLTW-F	8 WLTW-F <	8 WFAN <	8 WLTW-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHT-F	1 WPLJ-F	1 WPLJ-F	1 WPLJ-F <	1 WPLJ-F	1 WXRK-F >	1 WXRK-F	1 WXRK-F	1 WXRK-F >	1 WXRK-F >	1 WABC
WBBO-F	2 WJLK-F >	2 WJLK-F >	2 WJLK-F	2 WJLK-F <	2 WRAT-F >	2 WRAT-F >>	2 WRAT-F >>	2 WRAT-F	2 WFAN <	2 WRAT-F
WXRK-F	3 WKTU-F	3 WKTU-F	3 WKXW-F <	3 WKXW-F	3 WRKS-F	3 WJLK-F	3 WFAN	3 WFAN	3 WCBS-F <	3 WLTW-F <
WRAT-F	4 WXRK-F	4 WNSR-F	4 WWZY-F	4 WWZY-F	4 WHTZ-F	4 WPLJ-F	4 WPLJ-F	4 WKXW-F	4 WRAT-F <	4 WKXW-F
WHTZ-F	5 WNSR-F	5 WKXW-F	5 WOBM-F	5 WOBM-F	5 WBBO-F	5 WFAN	5 WKTU-F	5 WPLJ-F <	5 WKXW-F	5 WOBM-F <
6 WJLK-F	6 WRAT-F	6 WRAT-F	6 WLTW-F	6 WLTW-F	6 WHTG-F	6 WHTG-F	6 WJLK-F	6 WNEW-F	6 WNEW-F	6 WNEW-F
WKTU-F >	7 WKXW-F	7 WHTG-F	7 WXRK-F	7 WCBS-F	7 WJLK-F	7 WRKS-F	7 WRKS-F	7 WCBS-F <	7 WPLJ-F	7 WPLJ-F
		8 WHTZ-F	8 WKTU-F <	8 WKTU-F <						
			9 WCBS-F							

MONMOUTH-OCEAN

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	183 (8)	183 (8)	14.4 %	15.6 %
AOR/Classic/NR	0 (0)	156 (6)	156 (6)	12.3 %	10.8 %
Black/Urban	0 (0)	50 (3)	50 (3)	3.9 %	10.5 %
CHR	0 (0)	184 (6)	184 (6)	14.5 %	8.7 %
Classical	0 (0)	29 (1)	29 (1)	2.3 %	1.5 %
Country	29 (1)	83 (2)	112 (3)	8.8 %	1.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Jazz	0 (0)	21 (1)	21 (1)	1.7 %	2.7 %
News/Talk	165 (5)	89 (2)	254 (7)	20.0 %	25.6 %
Oldies	0 (0)	76 (3)	76 (3)	6.0 %	7.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Religion/Gospel	0 (0)	10 (1)	10 (1)	0.8 %	0.4 %
Soft AC/EZ	0 (0)	57 (1)	57 (1)	4.5 %	2.3 %
Sports	54 (1)	0 (0)	54 (1)	4.3 %	4.2 %
Standards	45 (3)	36 (1)	81 (4)	6.4 %	8.5 %
Totals	293 (10)	974 (35)	1267 (45)		

Consolidation Report	12+	25-54	Revenue
Nassau	14.5 %	13.1 %	%
WADB-AM, WBBO-FM, WJLK-FM, WOBBM-AM, WOBBM-FM			
	14.5 %	13.1 %	%

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WADB	C	1310	Asbury Park	2.0	3.3	
WHTG-F	AOR	106.3	Eatontown	2.1	4.9	
WJRZ-F	AC/CHR	100.1	Manahawkin	1.5	7.3	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAWZ-F	REL	99.1	Zarephath	0.7	1.7	
WAXQ-F	AOR	104.3	New York	1.9	8.3	
WAYV-F	AC/CHR	95.1	Atlantic City	0.3	1.3	
WBRR	BIZ N	1130	New York	0.4	2.1	
WBLS-F	B	107.5	New York	0.7	2.6	
WFPG-F	AC	96.9	Atlantic City	0.3	1.4	
WHLI	ST	1100	Hempstead, NY	0.3	1.1	
WINS	N	1010	New York	0.4	2.7	
WIOQ-F	CHR	102.1	Philadelphia	0.7	4.2	
WMGK-F	CL HITS	102.9	Philadelphia	0.3	1.3	
WMGQ-F	AC	98.3	New Brunswick	0.6	1.1	
WMMR-F	AOR	93.3	Philadelphia	0.7	2.9	
WNEW-F	AOR	102.7	New York	2.1	9.5	
WNSR-F	AC	105.1	New York	1.5	5.5	
WOGL-F	O	98.1	Philadelphia	0.7	2.9	
WPST-F	CHR	97.5	Trenton	0.5	3.7	
WQCD-F	J	101.9	New York	1.4	5.3	
WQEW	ST	1560	New York	0.3	1.2	
WQHT-F	U/CHR	97.1	New York	1.5	5.0	
WQXR-F	CL	96.3	New York	2.0	4.8	
WRKS-F	B/AC	98.7	New York	1.2	3.8	
WWDB-F	T	96.5	Philadelphia	0.3	1.1	
WXTU-F	C	92.5	Philadelphia	0.8	2.5	
WYSP-F	T/CL AOR	94.1	Philadelphia	0.7	3.3	
WYXR-F	AC/CHR	104.5	Philadelphia	0.3	1.5	

AM Stations

WADB	1310	2.5 kw/1 kw (DA-2)	Standards	Westwd	Katz	Nassau	
WOBBM	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood

FM Stations

WBBO	98.5	6 kw @ 328	CHR		Katz	Nassau	Ocean Acres
WHTG	106.3	3.9 kw @ 233	AOR		Banner		Eatontown
WJLK	94.3	3 kw @ 328	AC	Westwd	Katz	Nassau	Asbury Park
WJRZ	100.1	1.6 kw @ 450	AC/CHR		Christal		Manahawkin
WOBBM	92.7	1.4 kw @ 485	AC		Katz	Nassau	Lakewood
WRAT	95.9	4 kw @ 240	AOR		Katz	New Jersey	Pt Pleasant
WWZY	107.1	2.3 kw @ 371	Country		-	Big City	Long Branch

Notes: Other ranked stations - See New York or Atlantic City (WKXW-F - See Trenton in the Fall 97 Small Market Edition) . . . There is no TSA for Monmouth-Ocean . . . 8/97 WQNJ-F changed calls to WBBO-F; remains CHR

Jim Duncan

Comments: Listening levels are down sharply . . . WBBO-F is up sharply with its new CHR format . . . WWZY-F continues to show good growth

MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 78	Pop (12+): 493,400	Stations: 38 / 23	Last Year's Revenue: \$14,000,000
MSA Rank: 136-Sal.-Mont; 177-Sta. Cruz		Diaries: 1,780/277:1/51.8%	Household Income: \$47,893
MSA Pop: 599,000		Sample Target: 1,650	Total Retail Sales: \$5.0 Bil.
DMA: 122		% Below Line: 25.9	#1 Biller: KTOM-AF \$1,900,000
Average Persons Rating: 16.2		% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 21.50		Pop per Station: 21,452	Clear Channel \$5,150,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KDON-F	CHR	67 / 8.4	7.9	7.1	7.6	7.3	7.8	1040 / 21.1	18.0	17.0	72 / 1154	C	KDON-F
2	KGO	T	60 / 7.5	6.4	6.4	6.7	5.4	6.8	795 / 16.1	14.3	15.0	63 / 858		KGO
3	KTOM-F	C	37 / 4.8	6.5	6.0	5.8	4.7	5.7	558 / 11.3	12.8	13.6	51 / 642	C	KTOM-F
4	KCDU-F	AC-NR	36 / 4.5	3.3	3.4	2.1	1.0	3.3	682 / 13.4	9.5	3.8	36 / 684		KCDU-F
5	KIDD	ST	34 / 4.3	3.3	3.7	4.4	3.3	3.9	320 / 8.5	5.9	5.7	35 / 333	A	KIDD
6	KWAV-F	AC	33 / 4.1	3.3	4.9	4.8	4.3	4.3	538 / 10.9	12.0	10.9	35 / 564	C	KWAV-F
7	KOCN-F	O	32 / 4.0	5.4	4.4	5.4	4.5	4.8	511 / 10.4	12.0	13.3	33 / 515	C	KOCN-F
8	KBOQ-F	CL	31 / 3.9	4.5	3.1	4.2	4.9	3.9	514 / 10.4	8.6	0.0	32 / 523	B	KBOQ-F
9	KLOK-F	SP	30 / 3.8	2.4	3.2	3.1	2.8	3.1	354 / 7.2	6.2	7.0	30 / 354	B	KLOK-F
	KZOL-FF	SP	30 / 3.8	3.5	3.2	3.4	4.3	3.5	371 / 7.5	6.5	6.6	38 / 457		KZOL-FF
11	KRQC-F	CL HITS	28 / 3.5	2.6	2.6	3.0	2.3	2.9	401 / 8.1	8.3	7.7	28 / 403	B	KRQC-F
12	KSCO	T	23 / 2.9	2.2	3.2	2.5	3.1	2.7	362 / 7.3	8.2	6.6	23 / 373	B	KSCO
13	KPIG-F	AOR-P	22 / 2.8	3.2	4.0	2.7	3.1	3.2	312 / 8.3	7.8	6.8	22 / 328	C	KPIG-F
	KTGE	SP	22 / 2.8	2.3	2.9	1.8	2.6	2.5	204 / 4.1	5.6	5.6	22 / 204	B^	KTGE
15	KBAY-F	SAC	21 / 2.6	2.9	2.4	3.3	2.9	2.8	401 / 8.1	7.9	7.4	22 / 451		KBAY-F
16	KXDC-F	J	20 / 2.5	1.8	2.9	2.5	2.6	2.4	287 / 5.4	6.6	6.2	20 / 267	A	KXDC-F
17	KRAY-F	SP	19 / 2.4	3.3	3.2	2.5	3.8	2.8	300 / 6.1	7.4	8.6	19 / 307	B^	KRAY-F

12+ FM Share (Metro): 71.68 % (496 of 692) (Fall 96: 72.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDON-F >>	1 KDON-F	1 KDON-F	1 KRQC-F <	1 KGO	1 KGO >	1 KGO	1 KGO	1 KDON-F >	1 KDON-F >	1 KDON-F >
	2 KCDU-F	2 KCDU-F	2 KTOM-F <	KROC-F	2 KIDD	2 KDON-F >	2 KWAV-F	2 KCDU-F <	2 KGO >	2 KGO
	3 KZOL-FF	3 KZOL-FF	3 KOCN-F <	KOCN-F	3 KBOQ-F <	3 KLOK-F <	3 KIDD	3 KTOM-F <	3 KZOL-FF	3 KCDU-F
	KRQC-F <	KRQC-F <	4 KDON-F <	KTOM-F	4 KOCN-F	4 KTOM-F	4 KDON-F <	4 KGO <	KCDU-F	KIDD
	5 KWAV-F <	5 KTOM-F <	5 KCDU-F <	5 KDON-F	5 KTOM-F	5 KRQC-F	5 KOCN-F	5 KWAV-F <	5 KBOQ-F >	5 KTOM-F <
	6 KLOK-F <	6 KOCN-F <	6 KTGE	KWAV-F <	6 KSCO <	6 KOCN-F	KTOM-F <	6 KOCN-F <	6 KLOK-F <	6 KZOL-FF
	7 KTOM-F <	7 KLOK-F	KWAV-F	7 KCDU-F <	7 KPIG-F	KWAV-F <	7 KSCO <	7 KIDD		KBOQ-F
		KWAV-F	KGO				8 KBOQ-F	8 KBOQ-F		
		9 KTGE	KLOK-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KDON-F >	1 KDON-F	1 KWAV-F	1 KDON-F	1 KWAV-F	1 KCDU-F	1 KSJO-F	1 KRQC-F	1 KRQC-F	1 KRQC-F	1 KGO >>
2 KZOL-FF	2 KCDU-F	2 KCDU-F	2 KCDU-F	2 KTOM-F <	KDON-F	KROC-F	2 KSJO-F	2 KDON-F	2 KOCN-F <	2 KTOM-F >
3 KCDU-F >	KWAV-F <	3 KDON-F	KWAV-F <	3 KDON-F <	3 KLOK-F	3 KDON-F	3 KTOM-F	KLOK-F	3 KGO	
4 KWAV-F	4 KZOL-FF >	4 KZOL-FF	4 KZOL-FF <	4 KBAY-F	KZOL-FF	4 KLOK-F	4 KRAY-F	KCDU-F	4 KPIG-F	
	5 KTOM-F	KTGE	5 KTOM-F	5 KGO	KSJO-F >>	KCDU-F	KTGE	KOCN-F <	KTOM-F	
		KLOK-F	6 KTGE	KCDU-F		6 KTOM-F	KOME-F	6 KSJO-F	6 KLOK-F	
		KRQC-F	KBAY-F	7 KZOL-FF		7 KOME-F	KLOK-F	7 KGO		
		KBAY-F >		KTGE		KZOL-FF	KDON-F	KPIG-F		
				KOCN-F		KTGE				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCTY	SP	98.0	Salinas 0.5 2.2 4 107
KISE-F	CHR	103.9	Seaside 0.8 2.9 6 148
KKMC	REL	88.0	Gonzales 0.5 2.1 4 112
KLFA-F	SP	93.9	King City 1.5 3.4 12 167
KLXM-F	SP	97.9	Salinas 0.6 1.8 5 90
KMBY-F	AOR	104.3	Gonzales 1.3 5.3 10 260
KTOM	SPRTS	138.0	Salinas 0.5 1.9 4 95
KVRG-AF	SP	107.1	Seaside 0.8 3.2 6 157

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAZA	SP	129.0	Gilroy 0.6 1.1 8 78
KCBS	N/T	74.0	San Francisco 1.5 7.4 14 423
KEZR-F	AC/CHR	106.5	San Jose 0.4 1.3 3 68
KLLC-F	AC-NR	97.3	San Francisco 0.4 1.4 3 67
KLOK	SP	117.0	San Jose 0.6 2.2 8 154
KNBR	SPRTS/FS	68.0	San Francisco 1.8 6.3 15 325
KOME-F	AOR	98.5	San Jose 2.0 4.9 16 246
KRTY-F	C	95.3	Los Gatos 0.5 1.7 4 83
KSFO	T	56.0	San Francisco 1.0 1.3 8 64
KSJO-F	AOR	92.3	San Jose 2.3 5.5 19 300
KUFX-F	CL AOR	94.5	Gilroy 1.1 5.8 11 327

MONTEREY-SALINAS-SANTA CRUZ

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	75 (4)	75 (4)	10.8 %	5.4 %	Clear Channel	30.4 %	32.0 %	36.8 %
AOR/Classic/NR	0 (0)	75 (5)	75 (5)	10.8 %	15.4 %	KDON-AM, KDON-FM, KOCN-FM, KRQC-FM, KTOM-AM, KTOM-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	EXCL	4.6 %	5.0 %	4.6 %
CHR	0 (0)	73 (2)	73 (2)	10.5 %	9.7 %	KLOK-FM, KVRG-AM, KVRG-FM			
Classical	0 (0)	31 (1)	31 (1)	4.5 %	5.6 %	Local	3.5 %	3.8 %	6.8 %
Country	0 (0)	41 (2)	41 (2)	5.9 %	6.9 %	KCTY-AM, KLXM-FM, KRAY-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	New Wave	11.1 %	11.7 %	14.4 %
Hispanic	37 (5)	100 (7)	137 (12)	19.8 %	22.8 %	KCDU-FM, KMBY-FM, KPIG-FM, KXDC-FM			
Jazz	0 (0)	20 (1)	20 (1)	2.9 %	2.9 %		49.5 %	52.5 %	62.6 %
News/Talk	103 (4)	0 (0)	103 (4)	14.9 %	13.0 %				
Oldies	0 (0)	60 (2)	60 (2)	8.7 %	7.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.6 %	0.6 %				
Soft AC/EZ	0 (0)	21 (1)	21 (1)	3.0 %	3.4 %				
Sports	18 (2)	0 (0)	18 (2)	2.6 %	2.8 %				
Standards	34 (1)	0 (0)	34 (1)	4.9 %	3.8 %				
Totals	196 (13)	496 (25)	692 (38)						

AM Stations

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

FM Stations

Station	Freq	Power	Format	Company	Other	Location
KBOQ	95.5	1.7 kw @ 630	Classical		\$30.00	Allied Carmel
KCDU	93.5	0.11 kw @ 2296	AC-New Rock		\$ NA	Allied New Wave Hollister
KDON	102.5	18.5 kw @ 2270	CHR		\$40.00	Cir Chnl Clear Channel
KLFA	93.9	5.4 kw @ 702	Hispanic		\$<20.00	Katz Hisp. KTGE King City
KLOK	99.5	30 kw @ 640	Hispanic		\$<20.00	Caballero EXCL Greenfield
KMBY	104.3	6 kw @ 328	AOR		\$<20.00	Mc-Guild New Wave, pend. Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd	\$31.00	Cir Chnl Clear Channel Pacific Grove
KPIG	107.5	2.85 kw @ 335	Prog. AOR		\$27.00	Allied New Wave Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic		\$<20.00	Lotus KCTY/KLXM-F
KRQC	92.7	6.9 kw @ 620	Classic Hits		\$21.00	Christal Clear Channel Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC	\$51.00	Katz Clear Channel
KWAV	96.9	18 kw @ 2450	AC	AP	\$47.00	D&R Buckley
KXDC	101.7	2.4 kw @ 528	Jazz		\$<20.00	Mc-Guild New Wave Carmel
KZOL	99.1	1.1 kw @ 2608	See KSOL-F San Francisco			Santa Cruz

Notes: * Total includes KCTY . . . ^ Total includes KLFA-F . . . Other ranked stations – See San Francisco or San Jose . . . 8/97 KIEZ (540) returned to the air with a Black format . . . 8/97 KTOM changed from simulcasting Country KTOM-F to All Sports . . . 9/97 KMBY-F (104.3) sold to New Wave for \$1,850,000 . . . 9/97 KHIP-F (CP) sold to New Wave for \$35,000 (Jorgenson)

Jim Duncan

Comments: Listening levels are fairly steady

MONTGOMERY

Arbitron Rank: 143 Pop (12+): 263,800	Stations: 20 / 14	Last Year's Revenue: \$12,200,000
MSA Rank: 148	Diaries: 987/267:1/50.9%	Household Income: \$36,234
MSA Pop: 322,000	Sample Target: 980	Total Retail Sales: \$3.2 Bil.
DMA: 113	% Below Line: 8.4	#1 Biller: WLWI-F \$3,600,000
Average Persons Rating: 16.8	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 18,843	Cumulus, pend. \$4,750,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WZHT-F	B	76 / 17.2	21.3	18.3	20.8	18.2	778 / 29.6	30.1	31.3	140 / 1455	D
2 WLWI-F	C	81 / 13.8	13.8	14.9	14.7	15.3	740 / 28.1	27.7	30.8	85 / 1175	E
3 WBAM-F	CHR	33 / 7.6	7.5	3.9	4.3	5.0	513 / 19.4	17.3	13.4	42 / 763	B
4 WMCZ-F	B/AC	27 / 8.1	7.0	6.6	6.5	7.5	383 / 13.7	16.9	16.9	28 / 383	C
5 WACV	T	24 / 6.4	2.9	5.4	4.1	3.9	258 / 9.8	7.5	9.3	25 / 294	B
6 WAFX-F	AOR	24 / 5.4	6.3	6.1	6.8	6.2	383 / 13.8	15.2	12.8	36 / 555	C
7 WRWO-F	AC	21 / 4.8	3.4	3.4	3.1	3.6	349 / 13.2	11.1	11.7	21 / 358	B
8 WMHS-F	B	19 / 4.3					282 / 9.9			49 / 598	
9 WJCC-F	C	18 / 4.1	4.1	3.9	3.9	5.0	292 / 11.1	12.0	13.0	34 / 593	C
10 WMXS-F	AC	18 / 4.1	5.7	10.0	10.9	6.8	409 / 15.5	17.0	23.2	29 / 751	C
11 WXVI	B	12 / 2.7	4.5	4.6	5.3	4.8	157 / 6.0	7.1	8.1	12 / 167	A
12 WAPZ	G	10 / 2.3	1.6	3.9	2.4	3.9	80 / 3.0	3.3	4.5	10 / 82	A
13 WNZZ	ST	10 / 2.3	2.0	0.7		0.5	146 / 5.5	4.6	2.2	10 / 146	

12+ FM Share (Metro): 82.25 % (315 of 383) (Fall 96: 78.59 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZHT-F >>	1 WZHT-F >>	1 WZHT-F >	1 WLWI-F <	1 WLWI-F <	1 WLWI-F >	1 WLWI-F	1 WLWI-F	1 WZHT-F	1 WZHT-F >>	1 WZHT-F >
2 WBAM-F >>	2 WBAM-F <	2 WLWI-F	2 WZHT-F >	2 WZHT-F >	2 WZHT-F >	2 WZHT-F >	2 WZHT-F	2 WLWI-F >	2 WMCZ-F <	2 WLWI-F >>
	3 WLWI-F	3 WBAM-F <	3 WMCZ-F <	3 WMCZ-F	3 WACV >	3 WMCZ-F	3 WACV	3 WBAM-F >	3 WLWI-F	3 WBAM-F
	4 WMCZ-F	4 WMCZ-F	4 WAFX-F <	4 WAFX-F <	4 WRWO-F <	4 WAFX-F <	4 WBAM-F	4 WMCZ-F	4 WBAM-F >	4 WMCZ-F <
	5 WAFX-F	5 WAFX-F	5 WBAM-F	5 WBAM-F	5 WBAM-F	5 WBAM-F	5 WRWO-F	5 WAFX-F <	5 WXVI <	5 WMHS-F
	6 WMHS-F	6 WRWO-F	6 WRWO-F	6 WRWO-F	6 WMCZ-F	6 WACV <	6 WMXS-F <	6 WRWO-F <	6 WACV	6 WJCC-F
		7 WMHS-F	7 WACV <	7 WACV <	7 WMXS-F <	7 WMXS-F	7 WAFX-F <	7 WACV		
						8 WRWO-F	8 WJCC-F <	8 WMXS-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WZHT-F >	1 WZHT-F >>	1 WLWI-F	1 WZHT-F	1 WLWI-F	1 WZHT-F >>	1 WZHT-F >	1 WZHT-F	1 WZHT-F >	1 WLWI-F	1 WZHT-F >>
2 WBAM-F >>	2 WLWI-F	2 WZHT-F	2 WLWI-F >	2 WZHT-F >	2 WBAM-F	2 WAFX-F	2 WAFX-F >	2 WAFX-F	2 WZHT-F	2 WLWI-F >
	3 WBAM-F	3 WMCZ-F >>	3 WMCZ-F <	3 WMCZ-F	3 WMCZ-F	3 WBAM-F	3 WBAM-F	3 WLWI-F <	3 WAFX-F	3 WMCZ-F
	4 WMCZ-F >	4 WRWO-F	4 WBAM-F <	4 WRWO-F	4 WAFX-F >>	4 WMCZ-F	4 WLWI-F	4 WBAM-F	4 WBAM-F	
	5 WRWO-F	5 WMXS-F	5 WRWO-F >	5 WJCC-F	5 WJCC-F	5 WLWI-F >	5 WMCZ-F	5 WMCZ-F >	5 WACV	
	6 WMXS-F	6 WMHS-F >	6 WMXS-F	6 WMHS-F	6 WACV	6 WACV >>	6 WACV	6 WACV	6 WMCZ-F >	
	7 WMHS-F >>		7 WMHS-F	7 WBAM-F	7 WBAM-F >>		7 WRWO-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMGY	REL	800	Montgomery 1.4 3.0 6 102
WMSP	SPRTS	740	Montgomery 1.4 4.6 7 144

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WACQ-F	O	99.9	Tallassee 1.4 5.0 8 197
WBHJ-F	B	95.7	Tuscaloosa 0.7 2.5 5 169
WSFU-F	REL	94.1	Union Springs 0.5 2.2 3 69
WTGZ-F	AOR-NR	95.9	Tuskegee 0.9 2.9 7 190
WZZK-F	C	104.7	Birmingham 0.7 2.0 22 260

MONTGOMERY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	39 (2)	39 (2)	10.2 %	11.5 %	Capstar WMCZ-FM, WMHS-FM, WZHT-FM	23.3 %	21.9 %	26.2 %
AOR/Classic/NR	0 (0)	28 (2)	28 (2)	7.3 %	11.0 %	Cumulus, pend. WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM	21.6 %	22.3 %	38.9 %
Black/Urban	12 (1)	125 (4)	137 (5)	35.8 %	34.1 %	McDonald WHHY-AM, WJCC-FM, WAFX-FM	9.5 %	11.7 %	15.6 %
CHR	0 (0)	33 (1)	33 (1)	8.6 %	0.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	82 (3)	82 (3)	21.4 %	26.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		54.4 %	55.9 %	80.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	24 (1)	0 (0)	24 (1)	6.3 %	7.0 %				
Oldies	0 (0)	6 (1)	6 (1)	1.6 %	1.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	16 (2)	2 (1)	18 (3)	4.7 %	5.9 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	6 (1)	0 (0)	6 (1)	1.6 %	2.3 %				
Standards	10 (1)	0 (0)	10 (1)	2.6 %	0.0 %				
Totals	68 (6)	315 (14)	383 (20)						

AM Stations

WACV	1170	10 kw/1 kw (DA-2)	Talk	CBS, Talknt	\$<20.00	Banner	WRWO-F	
WAPZ	1250	5 kw/0.080 kw	Gospel	AURN	\$<20.00	—		Wetumpka
WMSP	740	10 kw/0.173 kw (DA-2)	Sports	Westwd, 1/1	\$<20.00	Katz	Cumulus, pend.	
WNZZ	950	1 kw/44 w	Standards	CNN	\$ NA	Katz	Cumulus, pend.	
WXVI	1600	5 kw/1 kw (DA-2)	Black	ABC, AURN	\$<20.00	Williams		

FM Stations

WBAM	98.9	9.9 kw @ 1096	CHR		\$21.00	Christal		
WJCC	101.9	100 kw @ 1096	Country		\$23.00	Eastman	McDonald	
WLWI	92.3	100 kw @ 1096	Country		\$78.00	Katz	Cumulus, pend.	
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$21.00	Mc-Guild	Capstar	Millbrook
WMHS	104.3	13.5 kw @ 1830	Black		\$ NA	Mc-Guild	Capstar	Luverne
WMXS	103.3	100 kw @ 1096	AC		\$27.00	Katz	Cumulus, pend.	
WRWO	96.1	0.9 kw @ 820	Oldies		\$20.00	Christal	WACV	
WAFX	95.1	50 kw @ 492	AOR		\$25.00	Eastman	McDonald	Prattville
WZHT	105.7	100 kw @ 1800	Black	ABC	\$49.00	Mc-Guild	Capstar	Troy

Notes: 1/98 Colonial sold these stations to Cumulus as part of a \$38,750,000 group sale: WLWI-F for \$12,300,000; WLZZ for \$800,000; WMSP for \$400,000; WMXS-F for \$4,000,000

Jim Duncan

Comments: WZHT-F has its lowest share in three years . . . WMXS-F continues its steep decline . . . Listening levels are up slightly

NASHVILLE

Arbitron Rank: 44 Pop (12+): 951,300	Stations: 28 / 28	Last Year's Revenue: \$52,800,000
MSA Rank: 49	Diaries: 1,490/638:1/52.2%	Household Income: \$44,921
MSA Pop: 1,140,000	Sample Target: 1,430	Total Retail Sales: \$12.5 Bil.
DMA: 33	% Below Line: 0.0	#1 Bllier: WSIX-F \$12,200,000
Average Persons Rating: 15.9	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 33,975	Hicks, Muse \$21,500,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WSIX-F	C	208 / 13.7	12.5	13.8	15.6	11.9	13.9	2462 / 25.9	26.3	26.6	292 / 3439	I	WSIX-F
2	WQOK-F	B	133 / 8.8	10.1	7.2	8.4	6.4	8.6	1289 / 13.5	14.4	12.1	144 / 1446	D	WQOK-F
3	WSM-F	C	118 / 7.8	7.1	6.1	9.2	9.7	7.5	1729 / 18.2	17.3	19.9	186 / 2754	H	WSM-F
4	WRMX-F	O	90 / 5.9	5.6	4.3	4.5	4.2	5.1	1412 / 14.8	13.8	13.2	133 / 2026	D	WRMX-F
	WKDF-F	AOR-NR	90 / 5.9	6.7	5.0	4.8	4.7	5.6	1665 / 16.5	15.1	15.4	154 / 2642	E	WKDF-F
6	WGFX-F	CL AOR	87 / 5.7	8.0	7.6	4.6	6.3	6.5	1695 / 16.8	18.4	16.6	142 / 2375	F	WGFX-F
7	WRVW-F	CHR	77 / 5.1	6.0	7.6	4.9	6.4	5.9	1798 / 18.9	20.0	18.2	120 / 2815	D	WRVW-F
8	WJXA-F	SAC	65 / 4.3	3.7	4.6	4.6	5.7	4.3	1187 / 12.5	11.9	13.8	78 / 1443	E	WJXA-F
9	WJZC-F	J	61 / 4.0	2.3	3.9	3.9	2.9	3.5	850 / 8.9	8.8	6.9	77 / 1187		WJZC-F
10	WSM	C/F/S	80 / 4.0	4.1	2.8	3.7	4.4	3.6	974 / 10.2	7.9	9.0	81 / 1430	D	WSM
11	WLAC	T	53 / 3.5	3.1	3.8	3.9	3.3	3.6	978 / 10.3	10.0	9.0	60 / 1088	D	WLAC
	WWTN-F	T	53 / 3.5	3.8	3.7	4.2	4.5	3.8	1050 / 11.0	11.1	11.0	90 / 1630	C	WWTN-F
13	WLAC-F	AC	52 / 3.4	2.8	4.0	3.7	3.8	3.5	1119 / 11.8	11.1	13.7	70 / 1635	F	WLAC-F
14	WRLT-FF	AOR-P	30 / 2.0	1.4	1.3	1.8	1.3	1.6	582 / 6.1	5.1	5.6	30 / 605		WRLT-FF
15	WZPC-F	C	29 / 1.9	1.0	1.0	0.8	1.0	1.2	593 / 6.2	4.9	3.9	44 / 943		WZPC-F
16	WQZQ-F	CHR/B	27 / 1.8	2.3	2.7	2.0	0.8	2.2	806 / 8.5	8.9	3.3	65 / 1564		WQZQ-F
17	WMDB	B	23 / 1.5	1.1	0.8	0.4	1.2	1.0	260 / 2.7	1.5	2.0	23 / 260		WMDB
18	WVOL	B/O	22 / 1.5	1.6	1.7	2.0	0.9	1.7	318 / 3.3	3.6	3.0	22 / 318		WVOL

12+ FM Share (Metro): 85.29 % (1136 of 1332) (Fall 96: 85.90 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >>	1 WSIX-F	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >>	1 WSIX-F >	1 WSIX-F >	1 WQOK-F >>	1 WQOK-F <
2 WRVW-F	2 WKDF-F <	2 WQOK-F <	2 WGFX-F <	2 WGFX-F	2 WSM-F	2 WSM-F	2 WSM-F	2 WQOK-F	2 WKDF-F	2 WSM-F <
3 WKDF-F	3 WQOK-F >	3 WGFX-F <	3 WQOK-F <	WSM-F <	3 WRMX-F	3 WQOK-F <	3 WQOK-F	3 WSM-F	3 WSIX-F <	3 WSIX-F >
4 WRVW-F <	4 WKDF-F <	4 WSM-F	4 WQOK-F <	4 WSM	4 WGFX-F	WRMX-F <	4 WKDF-F <	4 WRVW-F <	4 WRVW-F <	4 WRMX-F <
5 WGFX-F	5 WSM-F	5 WRMX-F	5 WRMX-F >	5 WGFX-F <	5 WRMX-F <	5 WLAC	5 WGFX-F	5 WGFX-F	5 WKDF-F	5 WKDF-F
6 WSM-F	6 WRMX-F <	6 WRVW-F	6 WRVW-F <	6 WJZC-F <	6 WKDF-F	6 WGFX-F <	WRMX-F <	6 WSM-F <	6 WSM-F <	6 WSM <
7 WWTN-F <	7 WRVW-F	7 WKDF-F <	7 WJXA-F <	7 WJXA-F <	7 WRVW-F	7 WKDF-F <	7 WWTN-F <	7 WRMX-F	7 WRVW-F <	7 WRVW-F <
		8 WJXA-F	8 WJZC-F <	8 WQOK-F <	8 WJXA-F	8 WJXA-F	8 WJXA-F	8 WRVW-F	8 WRVW-F <	8 WGFX-F
						WSM				

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

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

WAMB	ST	1160	Donelson	0.7	2.2	11	226
WANT-F	C	98.9	Lebanon	0.5	1.6	9	179
WBOZ-F	G	104.9	Woodbury	0.1	1.0	3	107
WCOR	C	900	Lebanon	0.0	0.1	0	13
WDBL	C	1590	Springfield	0.4	0.9	6	82
WENO	REL	760	Nashville	0.5	0.8	8	81
WGNS	T	1450	Murfreesboro	0.5	1.5	8	147
WKDA	T	1240	Nashville	0.5	1.5	7	144
WVRY-F	G	105.1	Waverly	0.4	1.2	17	292

NASHVILLE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	52 (1)	52 (1)	3.9 %	4.5 %	Cromwell	3.7 %	3.3 %	1.0 %
AOR/Classic/NR	0 (0)	207 (4)	207 (4)	15.5 %	17.3 %	WQZQ-FM, WZPC-FM			
Black/Urban	45 (2)	133 (1)	178 (3)	13.4 %	9.9 %	Dick	11.6 %	12.5 %	15.7 %
CHR	0 (0)	104 (2)	104 (2)	7.8 %	8.4 %	WGFY-FM, WKDF-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Gaylord	15.3 %	13.6 %	21.4 %
Country	6 (2)	363 (4)	369 (6)	27.7 %	27.1 %	WSM-AM, WSM-FM, WWTN-FM			
Full Service	60 (1)	0 (0)	60 (1)	4.5 %	5.2 %	Hicks, Muse	29.7 %	31.3 %	40.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJZC-FM, WLAC-AM, WLAC-FM, WRVW-FM, WSIX-FM			
Jazz	0 (0)	61 (1)	61 (1)	4.6 %	3.4 %	Local	0.1 %	0.2 %	%
News/Talk	68 (3)	53 (1)	121 (4)	9.1 %	9.1 %	WDBL-FM, WRLG-FM, WYYB-FM			
Oldies	0 (0)	90 (1)	90 (1)	6.8 %	4.9 %	South Central	10.2 %	12.2 %	12.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJXA-FM, WRMX-FM			
Religion/Gospel	7 (1)	8 (2)	15 (3)	1.1 %	1.8 %				
Soft AC/EZ	0 (0)	65 (1)	65 (1)	4.9 %	6.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	10 (1)	0 (0)	10 (1)	0.8 %	2.0 %				
Totals	196 (10)	1136 (18)	1332 (28)				70.6 %	73.1 %	91.5 %

AM Stations

Station	Power	Time	Format	Source	Deal	Buyer	Notes
WLAC	1510	50 kw (DA-N)	Talk/Relig	CBS	\$45.00	Banner	Hicks, Muse
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	—	
WSM	650	50 kw	Country/Full Svc.	Westwd	\$48.00	Christal	Gaylord
WVOL	1470	5 kw/1 kw (DA-2)	Black Oldies	ABC	\$ NA	Allied	Dickey

FM Stations

Station	Power	Time	Format	Source	Deal	Buyer	Notes
WGFY	104.5	49 kw @ 1312	Classic AOR	Source	\$84.00	Katz	Dick
WJXA	92.9	100 kw @ 1053	Soft AC		\$79.00	Eastman	South Central
WJZC	101.1	47 kw @ 1289	Jazz	JRN	\$47.00	Banner	Hicks, Muse
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$83.00	Katz	Dick
WLAC	105.9	100 kw @ 1233	AC		\$80.00	Banner	Hicks, Muse
WQOK	92.1	3 kw @ 463	Black		\$62.00	Allied	Dickey
WQZQ	102.5	100 kw @ 856	Dance CHR	ABC	\$ NA	Regional	Cromwell
WRLG	94.1	3.9 kw @ 236	See WRLT-F				Hendersonville
WRLT	100.1	0.2 kw @ 1181	Prog. AOR		\$31.00	Roslin	Dickson
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Mc-Guild	Hicks, Muse
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	Hicks, Muse
WSM	95.5	100 kw @ 1286	Country		\$160.00	Christal	Gaylord
WWTN	99.7	100 kw @ 1296	Talk	Westwd	\$33.00	Christal	Gaylord
WZPC	102.9	100 kw @ 820	Country		\$ NA	—	Cromwell

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WSIX-F for \$98,000,000; WRVW-F for \$23,000,000 . . . 9/97 WLAC-AF/WJZC-F sold by Sinclair Broadcast Group to SFX/Hicks, Muse for \$35,000,000 . . . 9/97 WRLG-F/WYYB-F changed from New Rock to simulcasting WRLT-F . . . 12/97 As of 2/98, WGFY-F & WLAC-F will trade facilities. Also, WLAC (AM) will be sold by SFX to Dick . . . 1/98 WYYB-F (93.7; Dickson) changed from simulcasting WRLT-F to an "Americana" format as "The Phoenix"; WDBL-F will simulcast WYYB from 12N to 7 pm . . . 1/98 Deal for WLAC and WLAC-F's format between SFX & Dick was cancelled . . . 2/98 WLAC-F changed from AC to Classic AOR

Jim Duncan

Comments: Listening levels are steady . . . WJZC-F has its highest share since it began programming Smooth Jazz

NASSAU-SUFFOLK (Long Island)

Arbitron Rank: 16 Pop (12+): 2,262,800	Stations: 44 / 15	Last Year's Revenue: \$38,000,000
MSA Rank: 14	Diaries: 3,541/639:1/53.6%	Household Income: \$71,266
MSA Pop: 2,660,000	Sample Target: 3,270	Total Retail Sales: \$30.1 Bil.
DMA: New York (#1)	% Below Line: NA	#1 Biller: WALK-AF \$13,000,000
Average Persons Rating: 17.3	% Not Listed: NA	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 150,853	Chancellor, pend. \$24,000,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WALK-F	207 / 5.3	5.8	6.2	6.1	6.1	5.8	2884 / 12.7	13.5	13.4	I	WALK-F
2	WBLI-F	196 / 5.0	3.7	4.4	3.9	3.3	4.3	3055 / 13.5	12.3	10.4	G	WBLI-F
3	WBAB-FF	137 / 3.5	3.3	2.6	2.9	2.9	3.1	2365 / 10.5	9.4	9.3	G	WBAB-FF
4	WHLI	111 / 2.8	2.8	3.0	3.8	3.7	3.1	781 / 3.5	4.6	3.6	C	WHLI
5	WBZO-F	109 / 2.8	2.3	3.2	2.9	3.2	2.8	1839 / 8.1	9.0	8.2	E	WBZO-F
6	WKJY-F	94 / 2.4	3.1	2.3	2.7	2.4	2.6	1441 / 6.4	6.3	6.3	G	WKJY-F
7	WLIR-FF	51 / 1.3	1.7	1.7	1.1	1.1	1.5	1730 / 7.6	7.5	5.0		WLIR-FF
8	WMJC-F	48 / 1.2	1.9	1.6	1.5	1.9	1.5	971 / 4.3	4.5	5.2		WMJC-F
9	WLUX	35 / 0.9	1.0	1.0	1.1	1.2	1.0	506 / 2.2	2.2	2.4	A	WLUX
10	WRCN-F	31 / 0.8	0.7	1.2	0.9	0.8	0.9	563 / 2.5	2.5	2.4	C	WRCN-F
11	WBAZ-F	16 / 0.4		0.4	0.3			244 / 1.1	1.3			WBAZ-F
12	WEHM-F	13 / 0.3						148 / 0.7				WEHM-F
13	WLNG-F	12 / 0.3	0.3			0.3		241 / 1.1		1.0		WLNG-F

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLI-F >>	1 WBLI-F >	1 WBLI-F	1 WBLI-F <	1 WALK-F	1 WALK-F >	1 WALK-F	1 WALK-F <	1 WBLI-F <	1 WBLI-F >	1 WALK-F
2 WLIR-FF >>	2 WBAB-FF >	2 WALK-F <	2 WALK-F <	2 WBLI-F <	2 WHLI	2 WBLI-F	2 WBLI-F >	2 WALK-F	2 WBAB-FF <	2 WBLI-F
	3 WALK-F >	3 WBAB-FF >	3 WBAB-FF >	3 WBAB-FF	3 WBZO-F	3 WBAB-FF >	3 WBAB-FF	3 WBAB-FF	3 WALK-F >	3 WHLI
	4 WLIR-FF	4 WBZO-F <	4 WBZO-F	4 WBZO-F >	4 WBLI-F	4 WKJY-F	4 WBZO-F	4 WBZO-F >	4 WBZO-F	4 WBZO-F
	WKJY-F	5 WKJY-F	5 WKJY-F	5 WKJY-F >		5 WBZO-F	WKJY-F	5 WKJY-F <	5 WKJY-F	5 WBAB-FF
						WHLI	6 WHLI	6 WHLI		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBLI-F >>	1 WBLI-F >	1 WBLI-F <	1 WBLI-F	1 WALK-F	1 WBLI-F >>	1 WBAB-FF <	1 WBAB-FF >	1 WBAB-FF	1 WBAB-FF >	1 WKJY-F
2 WKJY-F	2 WALK-F >	2 WALK-F >	2 WALK-F >	2 WBLI-F >	2 WALK-F	2 WBLI-F >>	2 WBLI-F >>	2 WBLI-F	2 WBLI-F	2 WALK-F
3 WALK-F	3 WBAB-FF	3 WBAB-FF	3 WKJY-F	3 WBZO-F	3 WBAB-FF	3 WRCN-F	3 WLIR-FF	3 WALK-F	WALK-F <	3 WBZO-F
4 WBAB-FF	4 WKJY-F >	4 WLIR-FF >	WBAB-FF	4 WBAB-FF	4 WLIR-FF	4 WLIR-FF <		4 WBZO-F >	4 WBZO-F >	4 WBAB-FF
	5 WLIR-FF		5 WBZO-F >	WKJY-F >	5 WRCN-F	5 WALK-F			5 WKJY-F	

NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue	Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
Barnstable	22.2 %	17.7 %	29.3 %	WABC T 770 New York	2.9	7.2	
WBZO-FM, WGSM-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM				WAXQ-F CL AOR 104.3 New York	1.8	7.0	
Chancellor, pend.	18.0 %	19.9 %	63.2 %	WBLS-F B/AC 107.5 New York	1.3	4.8	
WALK-AM, WALK-FM, WBAB-FM, WBLI-FM, WGBB-AM, WHFM-FM				WCBS N 880 New York	4.2	15.3	
Jarad	1.3 %	1.6 %	7.4 %	WCBS-F O 101.1 New York	4.4	12.1	
WDRE-FM, WLIR-FM				WEZN-F SAC 99.9 Bridgeport, CT	0.7	4.7	
				WFAN SPRTS 660 New York	3.9	12.5	
	41.5 %	39.2 %	99.9 %	WFME-F REL 94.7 Newark, NJ	0.7	0.9	
				WHTZ-F CHR 100.3 Newark, NJ	4.9	19.4	
				WINS N 1010 New York	2.5	13.0	
				WKTU-F CHR/U 103.5 Lake Success	3.6	14.7	
				WLIB B/T 1190 New York	0.4	0.5	
				WLTW-F SAC 106.7 New York	4.3	11.0	
				WNEW-F CL AOR 102.7 New York	2.0	7.0	
				WNSR-F AC 105.1 New York	1.2	6.1	
				WOR T 710 New York	3.3	7.8	
				WPAT-F SP 93.1 Paterson, NJ	0.9	2.2	
				WPLJ-F CHR 95.5 New York	2.9	11.7	
				WPLR-F AOR 99.1 New Haven, CT	0.4	1.4	
				WQCD-F J 101.9 New York	2.3	7.1	
				WQEW ST 1560 New York	1.1	3.2	
				WQHT-F U/CHR 97.1 New York	3.3	10.0	
				WQXR-F CL 96.3 New York	1.9	5.0	
				WRKS-F B/AC 98.7 New York	1.7	5.1	
				WSKQ-F SP 97.9 New York	1.2	2.6	
				WWXY-FF C 107.1 Briarcliff Manor	0.6	1.5	
				WWYZ-F C 92.5 Waterbury, CT	0.3	0.6	
				WXRK-F T/NR 92.3 New York	5.3	15.0	

AM Stations

WHLI	1100	10 kw (Days, DA)	Standards		\$35.00	D&R	Barnstable	Hempstead
WLUX	540	250 w/204 w	Standards	ABC	\$ NA	—		Islip

FM Stations

WALK	97.5	39 kw @ 554	AC		\$228.00	Katz	Chancellor	Patchogue
WBAB	102.3	3 kw @ 268	AOR	ABC	\$115.00	Mc-Guild	Chancellor, pend.	Babylon
WBAZ	101.7	5.5 kw @ 341	Soft AC	Westwd, CNN	\$ NA	Eastman		Southold
WBLI	106.1	48.5 kw @ 499	AC/CHR		\$110.00	Mc-Guild	Chancellor, pend.	Patchogue
WBZO	103.1	3 kw @ 285	Oldies		\$57.00	D&R	Barnstable	Bay Shore
WDRE	98.5	6 kw @ 282	See WLIR-F					Westhampton
WEHM	96.7	4.3 kw @ 383	Progressive AOR	USA	\$ NA	—		East Hampton
WHFM	95.3	5 kw @ 400	See WBAB-F					Southampton
WKJY	98.3	3 kw @ 328	AC		\$110.00	Interap	Barnstable	Hempstead
WLIR	92.1	1 kw @ 521	Modern AC		\$60.00	Roslin	Jarad	Garden City
WLNG	92.1	5.3 kw @ 350	Oldies	Westwd	\$ NA	—		Sag Harbor
WMJC	94.3	3 kw @ 300	Country		\$ NA	Katz	Barnstable	Smithtown
WRCN	103.9	1.52 kw @ 466	AOR		\$46.00	Mc-Guild	Barnstable	Riverhead

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here . . . There is no TSA for the market . . . 10/97 WGSM (740) changed from a simulcast of WMJC-F to Children's (Disney)

Jim Duncan

Comments: Listening levels are steady . . . WBLI-F jumped to its highest share in many years . . . WBAB-F has its highest share in more than two years

NEW HAVEN

Arbitron Rank: 95 **Pop (12+):** 392,500
MSA Rank: 95
MSA Pop: 524,000 (w/Waterbury)
DMA: 25 (w/Hartford)
Average Persons Rating: 16.0
Market TSL In Hours: 21.00

Stations: 32 / 7
Diaries: 1,155/340:1/43.5%
Sample Target: 1,210
% Below Line: 55.1
% Not Listed: 15.8
Pop per Station: 56,071

Last Year's Revenue: \$15,000,000
Household Income: \$52,508
Total Retail Sales: \$5.2 Bil.
#1 Biller: WPLR-F \$7,150,000
#1 Billing Portfolio: Hicks, Muse \$7,150,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WKCI-F	CHR	43 / 6.9	7.3	5.1	8.4	5.8	784 / 20.0	21.3	18.5	81 / 1642	F	WKCI-F
2	WEZN-F	SAC	40 / 6.4	5.8	4.7	5.4	6.1	617 / 16.7	14.1	12.5	134 / 1958		WEZN-F
3	WELI	FS	34 / 5.4	5.8	5.8	6.3	5.4	676 / 14.7	13.8	14.5	37 / 663	C	WELI
	WWYZ-F	C	34 / 5.4	5.8	6.8	3.8	7.2	457 / 11.7	10.8	11.0	104 / 1212		WWYZ-F
	WPLR-F	AOR	34 / 5.4	7.8	7.3	8.7	6.7	618 / 15.7	16.3	15.8	75 / 1343	H	WPLR-F
6	WYBC-F	B/U	33 / 5.3	5.4	6.1	4.6	4.4	468 / 11.9	10.3	11.3	36 / 525	B	WYBC-F
7	WDRC-F	O	31 / 4.9	5.1	5.4	4.7	4.4	549 / 14.0	13.8	13.0	63 / 1146		WDRC-F
8	WKSS-F	CHR	27 / 4.3	4.6	4.0	3.3	3.1	664 / 16.9	15.6	15.9	72 / 1425		WKSS-F
	WEBE-F	AC	27 / 4.3	3.5	5.1	3.3	4.1	472 / 12.0	10.9	10.7	94 / 1435		WEBE-F
10	WFAN	SPRTS	26 / 4.0	4.0	5.6	3.6	4.6	444 / 11.3	11.2	15.0	67 / 1157		WFAN
11	WMRQ-F	AOR-NR	20 / 3.2	2.6	3.5	4.6	3.1	488 / 12.4	10.9	11.5	42 / 958		WMRQ-F
12	WCBS	N	18 / 2.9	2.6	3.0	2.5	3.0	398 / 10.1	7.6	10.2	40 / 985		WCBS
13	WQHT-F	U/CHR	17 / 2.7	3.0	1.7	1.6	2.5	310 / 7.9	6.2	6.8	43 / 730		WQHT-F
14	WZMX-F	CL HITS	16 / 2.6	2.6	1.6	3.0	3.3	370 / 9.4	10.3	7.4	35 / 773		WZMX-F
15	WRCH-F	SAC	15 / 2.4	2.0	1.6	2.2	3.1	268 / 6.8	5.1	5.4	44 / 622		WRCH-F
	WNHC	B	15 / 2.4	2.0	2.8	3.6	2.8	226 / 5.7	5.3	5.7	16 / 234	B	WNHC
16	WAVZ	ST	14 / 2.2	3.3	4.4	3.3	1.5	239 / 6.1	5.4	6.7	17 / 301	A	WAVZ

12+ FM Share (Metro): 70.83 % (374 of 528) (Fall 96: 67.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >	1 WKCI-F >	1 WKCI-F	1 WKCI-F <	1 WKCI-F <	1 WELI <	1 WYBC-F <	1 WKCI-F <	1 WKCI-F	1 WKSS-F <	1 WEZN-F
2 WQHT-F	2 WKSS-F <	2 WPLR-F	2 WPLR-F	2 WPLR-F <	2 WEZN-F	2 WKCI-F <	2 WELI <	2 WPLR-F <	2 WQHT-F <	2 WDRC-F <
WMRQ-F >	3 WYBC-F <	3 WYBC-F <	3 WEZN-F <	3 WEZN-F	3 WDRQ-F	3 WELI <	3 WEZN-F	3 WEZN-F <	3 WMRQ-F	3 WKCI-F <
	4 WPLR-F	4 WEZN-F	4 WEBE-F <	4 WEBE-F <	4 WWYZ-F <	4 WEZN-F <	4 WWYZ-F <	4 WWYZ-F	4 WDRC-F <	4 WKSS-F
	5 WEZN-F	5 WEBE-F <	5 WYBC-F	5 WDRC-F <	5 WEBE-F	5 WFAN <	5 WPLR-F	5 WEBE-F	5 WKCI-F <	5 WWYZ-F
	WWYZ-F	6 WWYZ-F <	6 WWYZ-F	6 WYBC-F	6 WPLR-F	6 WPLR-F <	6 WEBE-F	6 WFAN <	6 WEZN-F	6 WPLR-F
	WMRQ-F	7 WKSS-F	7 WFAN <	7 WYBC-F	7 WYBC-F	7 WWYZ-F >	7 WYBC-F <	7 WDRC-F <	7 WYBC-F	7 WYBC-F
			8 WZMX-F <	8 WFAN	8 WKCI-F <		8 WDRC-F >	8 WYBC-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKCI-F >	1 WKCI-F	1 WYBC-F	1 WKCI-F	1 WKCI-F	1 WKSS-F >	1 WKCI-F	1 WKCI-F	1 WPLR-F >	1 WPLR-F	1 WELI
2 WKSS-F	2 WYBC-F >	2 WKCI-F >	2 WYBC-F	2 WYBC-F <	2 WQHT-F	WPLR-F	WEZN-F	2 WFAN <	2 WFAN	WWYZ-F
3 WYBC-F	3 WKSS-F >	3 WEZN-F	3 WEBE-F	3 WEBE-F	3 WPLR-F	3 WKSS-F	3 WCCC-F	3 WKCI-F <	3 WEZN-F <	3 WDRC-F
4 WQHT-F >	4 WEZN-F	WWYZ-F	4 WEZN-F <	4 WEZN-F	WMRQ-F >	4 WFAN	WHCN-F	4 WEZN-F	4 WDRC-F	
5 WTIC-F	WWYZ-F	5 WKSS-F	5 WPLR-F	5 WWYZ-F	5 WKCI-F	WMRQ-F	WPLR-F	5 WWYZ-F	5 WKCI-F	
WMRQ-F >>	WMRQ-F	WMRQ-F	WKSS-F	6 WPLR-F	WWYZ-F	WEZN-F	WFAN	WZMX-F	6 WWYZ-F <	
		WEBE-F	WWYZ-F	WDRC-F	WCCC-F >>	WCCC-F	WZMX-F			
		WPLR-F >	8 WDRC-F	8 WRCH-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WQUN	ST	1220	Hamden 1.6 3.7 12 183

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York 0.6 2.4 13 273
WBLS-F	B	107.5	New York 0.3 1.3 3 109
WCCC-F	AOR	106.9	Hartford 1.4 4.4 17 332
WFIF	REL	1500	Fairfield 0.5 0.9 7 79
WHCN-F	AOR	105.9	Hartford 1.9 5.5 25 491
WICC	FS	600	Bridgeport 1.1 4.1 108 1288
WOR	T	710	New York 1.3 2.5 21 272
WQCD-F	J	101.9	New York 0.5 1.4 11 191
WQEW	ST	1560	New York 0.8 2.0 12 186
WRKS-F	B/AC	98.7	New York 0.3 1.3 14 262
WSKQ-F	SP	97.9	New York 0.5 0.9 16 195
WTIC	FS	1080	Hartford 1.8 5.3 37 538
WTIC-F	CHR	96.5	Hartford 1.0 6.1 15 529

NEW HAVEN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	27 (1)	27 (1)	5.1 %	6.8 %	Clear Channel WAVZ-AM, WELI-AM, WKCI-FM	14.5 %	11.7 %	40.0 %
AOR/Classic/NR	0 (0)	75 (4)	75 (4)	14.2 %	15.6 %		14.5 %	11.7 %	40.0 %
Black/Urban	15 (1)	54 (4)	69 (5)	13.1 %	12.5 %				
CHR	0 (0)	76 (3)	76 (3)	14.4 %	11.7 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	34 (1)	34 (1)	6.4 %	8.0 %				
Full Service	52 (3)	0 (0)	52 (3)	9.8 %	9.2 %				
Hispanic	0 (0)	3 (1)	3 (1)	0.6 %	0.0 %				
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.4 %				
News/Talk	30 (3)	0 (0)	30 (3)	5.7 %	6.6 %				
Oldies	0 (0)	47 (2)	47 (2)	8.9 %	8.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.8 %				
Soft AC/EZ	0 (0)	55 (2)	55 (2)	10.4 %	7.4 %				
Sports	25 (1)	0 (0)	25 (1)	4.7 %	6.6 %				
Standards	29 (3)	0 (0)	29 (3)	5.5 %	6.4 %				
Totals	154 (12)	374 (19)	528 (31)						

AM Stations

WAVZ	1300	1 kw (DA-N)	Standards	Westwd	\$<20.00	Mc-Guild	Clear Channel
WELI	960	5 kw (DA-N)	Full Service	ABC, CBS, Westwd	\$44.00	Mc-Guild	Clear Channel
WNHC	1340	1 kw	Black	ABC	\$21.00	D&R	

FM Stations

WKCI	101.3	10 kw @ 1069	CHR		\$90.00	Mc-Guild	Clear Channel
WPLR	99.1	14 kw @ 951	AOR		\$155.00	D&R	Hicks, Muse
WYBC	94.3	1.7 kw @ 325	Black/Urban	ABC	\$35.00	D&R	

Notes: Other ranked stations -- See Hartford, Bridgeport or New York . . . 9/97 SFX sold WPLR-F to the Hicks, Muse interests for \$35,000,000-\$38,000,000 (est.)

Jim Duncan

Comments: Listening levels are up sharply (+9%) versus a year ago . . . WPLR-F had a very weak book and is at its lowest 12+ share in many years

NEW ORLEANS

Arbitron Rank: 39 Pop (12+): 1,026,200
 MSA Rank: 41
 MSA Pop: 1,320,000
 DMA: 41
 Average Persons Rating: 16.6
 Market TSL in Hours: 22.00

Stations: 26 / 24
 Diaries: 2,955/347:1/49.2%
 Sample Target: 2,810
 % Below Line: 0.7
 % Not Listed: 11.4
 Pop per Station: 42,758

Last Year's Revenue: \$46,500,000
 Household Income: \$35,025
 Total Retail Sales: \$13.0 Bil.
 #1 Biller: WWL/WSMB \$9,500,000
 #1 Billing Portfolio:
 Sinclair Bcst Gp (pend.) \$25,850,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WQUE-F	B	217 / 12.7	13.4	13.2	13.0	12.1	13.1	2329 / 22.7	23.2	23.6	266 / 3111	G	WQUE-F
2	WYLD-F	B/AC	154 / 8.0	10.0	7.7	8.7	9.4	8.9	1882 / 18.3	17.2	19.7	169 / 2244	E	WYLD-F
3	WNOE-F	C	145 / 8.5	6.0	7.7	7.5	7.3	7.4	1741 / 17.0	17.5	16.8	168 / 2235	G	WNOE-F
4	WWL	N/T	142 / 8.3	7.2	8.5	8.6	9.8	8.2	2277 / 22.2	18.5	22.2	188 / 3104	H	WWL
5	WLMG-F	SAC	93 / 5.4	5.2	5.1	5.1	5.5	5.2	1378 / 13.4	13.6	14.9	108 / 1713	F	WLMG-F
6	WTKL-F	O	87 / 5.1	5.3	4.1	6.0	4.9	5.1	1199 / 11.7	11.2	11.3	123 / 1632	E	WTKL-F
7	KKND-F	AOR-P	82 / 4.8	3.4	3.8	3.8	2.3	4.0	1295 / 12.6	11.3	7.6	101 / 1641	B	KKND-F
8	WRNO-F	CL HITS	70 / 4.1	4.4	3.6	3.4	4.2	3.9	1356 / 13.2	11.9	13.0	103 / 1977	F	WRNO-F
9	WLTS-F	AC	68 / 4.0	4.4	5.2	3.7	4.2	4.3	994 / 9.7	11.6	11.7	83 / 1230	D	WLTS-F
10	KHOM-F	CHR	66 / 3.9	4.2	4.2	5.3	4.1	4.4	1466 / 14.3	14.2	16.0	138 / 2739	C	KHOM-F
11	WEZB-F	AC/CHR	65 / 3.8	4.7	4.0	2.9	3.3	3.9	1610 / 15.7	14.8	14.9	81 / 1948	C	WEZB-F
12	WYLO	B/G	56 / 3.3	4.0	3.4	4.1	3.8	3.7	751 / 7.3	8.2	7.9	69 / 933	*	WYLO
13	WCKW-F	CL AOR	52 / 3.0	3.5	2.7	2.9	3.7	3.0	1030 / 10.0	10.1	11.8	119 / 2043	C	WCKW-F
	WBYU	ST	52 / 3.0	2.1	2.6	2.7	2.2	2.6	623 / 6.1	4.6	4.3	54 / 665	B	WBYU
15	KMEZ-F	B/AC	42 / 2.5	3.7	4.8	3.4	5.0	3.6	846 / 8.2	9.9	11.9	42 / 850	A	KMEZ-F
16	WBOK	G	33 / 1.9	2.2	2.5	1.7	1.7	2.1	385 / 3.8	4.7	4.5	34 / 396	A	WBOK
17	WSMB	T	17 / 1.0	0.8	0.6	0.7	0.9	0.8	457 / 4.4	3.7	3.1	18 / 478		WSMB

12+ FM Share (Metro): 78.06 % (1181 of 1513) (Fall 96: 77.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQUE-F >>	1 WQUE-F >	1 WQUE-F <	1 WYLD-F >	1 WYLD-F	1 WWL	1 WQUE-F	1 WWL <	1 WQUE-F	1 WQUE-F >>	1 WQUE-F >
2 KHOM-F >	2 WYLD-F	2 WYLD-F >	2 WQUE-F	2 WNOE-F <	2 WNOE-F	2 WYLD-F <	2 WNOE-F <	2 WNOE-F <	2 WYLD-F >	2 WWL
3 KKND-F	3 WNOE-F	3 WNOE-F	3 WNOE-F	3 WQUE-F <	3 WYLD-F <	3 WNOE-F <	3 WQUE-F <	3 WYLD-F	3 KHOM-F	3 WYLD-F <
4 WEZB-F	4 KKND-F <	4 WRNO-F <	4 WWL <	4 WTKL-F	4 WWL	4 WWL	4 WYLD-F	4 WWL	4 WNOE-F <	4 WNOE-F >>
5 WNOE-F	5 WRNO-F <	5 WLMG-F <	5 WLMG-F	5 WLMG-F	5 KKND-F	5 WLMG-F	5 WLMG-F	5 WLMG-F <	5 WLMG-F <	5 KKND-F >
	WRNO-F	6 WWL	6 WTKL-F <	6 WTKL-F <	6 WTKL-F <	6 WTKL-F <	6 WTKL-F <	6 WTKL-F <	6 WTKL-F <	6 WTKL-F <
	7 WLTS-F <	7 WLTS-F <	7 WRNO-F	7 WRNO-F	7 WLMG-F	7 WLMG-F	7 WLTS-F	7 WLTS-F	7 WLTS-F	7 WLTS-F
	8 WWL	8 KKND-F <	8 WLTS-F	8 WLTS-F	8 WCKW-F	8 WRNO-F	8 WRNO-F	8 WRNO-F	8 WRNO-F	8 WRNO-F
	WEZB-F									

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

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGSO	N	990	New Orleans 0.5 2.3 8 234
WODT	B	1280	New Orleans 0.5 1.3 8 135
WTIX	T	690	New Orleans 0.9 2.3 19 272
WTIX-F	O	94.3	Gafiano 0.5 1.9 12 319
WYLA-FF	C	104.7	Folsom 0.4 1.3 7 180
WZRH-F	C	106.1	Picayune 0.8 3.0 16 428

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KLRZ-F	CL AOR	100.3	Larose 0.4 1.3 8 209
WLSS-F	CHR	102.5	Baton Rouge 0.4 2.1 24 755

NEW ORLEANS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	133 (2)	133 (2)	8.8 %	8.4 %	Clear Channel KHOM-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	37.9 %	35.8 %	37.6 %
AOR/Classic/NR	0 (0)	140 (3)	140 (3)	9.3 %	8.2 %		Sinclair Broadcast Group KMEZ-FM, WBYU-AM, WEZB-FM, WLMG-FM, WLTS-FM, WRNO-FM, WSMB-AM, WTKL-FM, WWL-AM	28.9 %	32.6 %
Black/Urban	8 (1)	413 (3)	421 (4)	27.8 %	29.6 %				
CHR	0 (0)	72 (2)	72 (2)	4.8 %	5.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	165 (4)	165 (4)	10.9 %	8.6 %		66.8 %	68.4 %	93.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	183 (4)	0 (0)	183 (4)	12.1 %	13.7 %				
Oldies	0 (0)	165 (3)	165 (3)	10.9 %	10.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	89 (2)	0 (0)	89 (2)	5.9 %	6.2 %				
Soft AC/EZ	0 (0)	93 (1)	93 (1)	6.1 %	6.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %				
Standards	52 (1)	0 (0)	52 (1)	3.4 %	2.4 %				
Totals	332 (8)	1181 (18)	1513 (26)						

AM Stations

Station	Power	Format	Ownership	Revenue	Notes	Parent
WBOK	1230 1 kw	Gospel	Westwd, AURN	\$23.00	—	Willis
WBYU	1450 1 kw	Standards	ABC	\$30.00	—	Sinclair Bcst Gp
WSMB	1350 5 kw (DA-N)	Talk	CBS	\$21.00	Allied	Sinclair Bcst Gp
WWL	870 50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied	Sinclair Bcst Gp
WYLD	940 10 kw/0.5 kw (DA-2)	Gospel	ABC, AURN	\$19.00	Clr Chnl	Clear Channel

FM Stations

Station	Freq	Power	Format	Ownership	Revenue	Notes	Parent
KHOM	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Clr Chnl	Clear Channel
KKND	106.7	100 kw @ 983	Prog. AOR		\$30.00	Clr Chnl	Clear Channel
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied	Sinclair Bcst Gp
WCKW	92.3	100 kw @ 1946	Classic AOR		\$44.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR	ABC, CBS	\$65.00	Katz	Sinclair Bcst Gp
WLMG	101.9	100 kw @ 984	Soft AC		\$85.00	Allied	Sinclair Bcst Gp
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	Mc-Guild	Muniz
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl	Clear Channel
WQUE	93.3	100 kw @ 984	Black		\$112.00	Clr Chnl	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	Source	\$87.00	—	Sinclair Bcst Gp
WTKL	95.7	100 kw @ 984	Oldies	ABC	\$62.00	Mc-Guild	Muniz
WYLD	98.5	100 kw @ 902	Black AC	ABC, USA	\$85.00	D&R	Clear Channel

Notes: *WYLD revenue included with WYLD-F . . . WODT reclassified from Sports to Black based on market visit (station in all Blues) . . . 10/97 Muniz sold WLTS-F/ WTKL-F to Sinclair Broadcast Group for \$29,000,000; the purchase puts Sinclair 1 FM station over the FCC's market limit (and about 16% percentage points over the DoJ revenue guideline) . . . 12/97 WYLA-F/WYLK-F changed from Country to Jones' Radio Networks' Classic Country . . . 1/98 WZRH-F changed calls to WKSY-F ("Kiss Country") . . . 2/98 KHOM-F changed calls to KUMX-F ("Mix 104.1"); remains CHR

Jim Duncan

Comments: Total radio listening is fairly steady . . . KKND-F is showing growth

NEW YORK

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	1132 (6)	1132 (6)	5.2 %	5.3 %
AOR/Classic/NR	0 (0)	1123 (7)	1123 (7)	5.1 %	4.9 %
Black/Urban	434 (2)	3317 (3)	3751 (5)	17.1 %	15.9 %
CHR	0 (0)	2947 (3)	2947 (3)	13.4 %	13.5 %
Classical	0 (0)	637 (1)	637 (1)	2.9 %	3.4 %
Country	0 (0)	222 (3)	222 (3)	1.0 %	0.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	532 (1)	2346 (2)	2878 (3)	13.1 %	10.9 %
Jazz	0 (0)	726 (1)	726 (1)	3.3 %	3.8 %
News/Talk	3349 (5)	193 (1)	3542 (6)	16.2 %	20.1 %
Oldies	0 (0)	1323 (2)	1323 (2)	6.0 %	5.8 %
Others/Unknown	0 (0)	193 (1)	193 (1)	0.9 %	0.6 %
Religion/Gospel	172 (2)	228 (1)	400 (3)	1.8 %	1.6 %
Soft AC/EZ	0 (0)	1626 (1)	1626 (1)	7.4 %	7.1 %
Sports	729 (1)	0 (0)	729 (1)	3.3 %	3.4 %
Standards	690 (2)	0 (0)	690 (2)	3.1 %	3.4 %
Totals	5906 (13)	16013 (32)	21919 (45)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WALK-F	AC	97.5	Patchogue	0.9	2.4	235 3609
WBAB-F	AOR	102.3	Babylon	0.5	1.8	141 2645
WBBR	N	1130	New York	0.5	2.4	128 3635
WBLI-F	AC/CHR	106.1	Patchogue	0.8	2.3	206 3449
WBZO-F	O	103.1	Bay Shore	0.4	1.4	114 2061
WDHA-F	AOR	105.5	Dover, NJ	0.3	1.2	101 1962
WFME-F	REL	94.7	Newark	0.9	1.9	235 2862
WHLI	ST	1100	Hempstead	0.5	0.7	135 999
WHUD-F	AC	100.7	Peekskill, NY	0.4	1.2	186 2556
WKJY-F	AC	98.3	Hempstead	0.4	1.3	106 1794
WLJR-FF	AOR-NR	92.7	Garden City	0.3	2.2	88 3239
WMCA	REL	570	New York	0.4	1.2	98 1808
WMGQ-F	AC	98.3	New Brunswick, N	0.3	0.9	94 1355
WNWK-F	E	105.9	Newark	0.7	2.4	193 3475
WWDJ	REL	970	Hackensack	0.3	0.8	79 1103
WWRL	B/O	1600	New York	0.4	1.2	106 1768
WWXY-FF	C	107.1	Briarcliff Manor	0.5	1.4	135 2086
WWZY-F	C	107.1	Long Branch, NJ	0.3	0.8	129 1481

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WKXW-F	T	101.5	Trenton, NJ	0.7	2.8	294 5725

Consolidation Report	12+	25-54	Revenue
CBS	19.4 %	21.0 %	38.2 %
WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM			
Chancellor	17.6 %	19.4 %	19.7 %
WAXQ-FM, WHTZ-FM, WKTU-FM, WLTW-FM, WNSR-FM			
EmmIs	13.1 %	12.8 %	14.0 %
WQCD-FM, WQHT-FM, WRKS-FM			
SBS	8.9 %	10.7 %	6.1 %
WPAT-FM, WSKQ-FM			
	59.0 %	63.9 %	78.0 %

AM Stations

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

NEW YORK

Arbitron Rank: 1 Pop (12+): 14,236,500	Stations: 46 / 45	Last Year's Revenue: \$475,000,000
MSA Rank: 1	Diaries: 12,265/1161:1/51.2%	Household Income: \$54,204
MSA Pop: 15,700,000	Sample Target: 8,450	Total Retail Sales: \$123.5 Bil.
DMA: 1	% Below Line: 0.7	#1 Biller: WFAN \$45,000,000
Average Persons Rating: 18.4	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL In Hours: 24.25	Pop per Station: 316,367	CBS \$181,300,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	WIn 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WLTW-F	1626 / 6.2	6.4	6.0	5.7	5.9	6.1	21761 / 15.3	14.6	14.1	1677 / 22473	K	WLTW-F
2	WQHT-F	1551 / 5.9	6.2	6.1	6.1	5.7	6.1	20117 / 14.1	14.0	12.8	1629 / 21614	K	WQHT-F
3	WSKQ-F	1472 / 5.6	5.1	4.3	4.4	4.3	4.9	13558 / 9.5	8.7	8.2	1500 / 13994	K	WSKQ-F
4	WCBS-F	1209 / 4.6	4.7	4.7	4.4	4.5	4.6	17054 / 12.0	12.2	12.3	1260 / 18034	K	WCBS-F
5	WKTU-F	1196 / 4.6	4.7	4.7	4.8	6.2	4.7	20454 / 14.4	15.4	17.2	1230 / 21452	K	WKTU-F
6	WRKS-F	1161 / 4.4	4.6	4.1	4.3	4.3	4.4	15742 / 11.1	11.3	11.5	1197 / 16464	K	WRKS-F
7	WXRK-F	1083 / 4.1	3.5	3.8	3.6	3.6	3.8	16439 / 11.5	11.9	11.0	1172 / 18019	K	WXRK-F
8	WHTZ-F	1027 / 3.9	4.3	3.5	3.1	2.5	3.7	21485 / 15.1	14.7	11.6	1063 / 22347	J	WHTZ-F
9	WPAT-F	874 / 3.3	2.8	3.2	3.4	2.9	3.2	9634 / 6.8	6.7	6.2	881 / 9793	G	WPAT-F
10	WCBS	844 / 3.2	3.2	3.1	3.4	3.0	3.2	17881 / 12.5	12.2	12.3	950 / 20532	K	WCBS
11	WABC	803 / 3.1	3.2	2.7	3.1	2.9	3.0	11137 / 7.8	8.3	8.8	920 / 12950	K	WABC
12	WINS	792 / 3.0	3.6	3.5	3.7	3.4	3.5	20937 / 14.7	14.7	14.9	797 / 21238	K	WINS
13	WOR	791 / 3.0	3.2	3.6	3.4	3.4	3.3	10822 / 7.6	7.6	8.8	888 / 12138	J	WOR
14	WFAN	SPRTS	729 / 2.8	2.9	2.5	2.5	2.9	13313 / 9.4	8.6	9.4	897 / 16507	K	WFAN
15	WQCD-F	J	726 / 2.8	3.2	3.4	3.1	3.3	11844 / 8.3	8.9	9.1	753 / 12494	J	WQCD-F
16	WPLJ-F	CHR	724 / 2.8	2.8	2.6	2.6	3.0	14402 / 10.1	10.4	11.3	781 / 15726	K	WPLJ-F
17	WQXR-F	CL	637 / 2.4	2.2	2.9	3.0	3.0	8983 / 6.3	6.5	6.8	670 / 9473	H	WQXR-F
18	WBLS-F	B/AC	605 / 2.3	2.5	2.7	2.9	3.0	12088 / 8.5	8.4	8.5	615 / 12446	I	WBLS-F
19	WQEW	ST	559 / 2.1	1.8	2.1	1.8	1.9	8109 / 4.3	4.3	4.6	581 / 6470	E	WQEW
20	WADO	SP	532 / 2.0	1.8	1.9	2.0	1.9	4791 / 3.4	3.3	3.5	533 / 4798	G	WADO
21	WNEW-F	CL AOR	436 / 1.7	1.8	1.6	1.8	1.2	9541 / 6.7	6.5	5.3	472 / 10475	J	WNEW-F
22	WNSR-F	AC	390 / 1.5	1.6	1.5	1.5	1.5	9686 / 6.8	6.8	8.1	397 / 9965	J	WNSR-F
23	WAXQ-F	CL AOR	373 / 1.4	1.9	2.0	2.1	2.3	8686 / 6.1	7.2	7.7	399 / 9263	H	WAXQ-F
24	WLIB	B/T	328 / 1.3	1.5	0.9	1.0	1.0	2876 / 2.0	2.5	1.8	329 / 2909	E	WLIB

12+ FM Share (Metro): 73.06 % (16013 of 21919) (Fall 96: 73.92 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WQHT-F	1 WQHT-F <	1 WKTU-F	1 WLTW-F <	1 WLTW-F	1 WQHT-F >	1 WQHT-F <	1 WXRK-F >	1 WXRK-F	1 WXRK-F	1 WABC <
2 WHTZ-F	2 WKTU-F	2 WQHT-F	2 WSKQ-F <	2 WSKQ-F	2 WXRK-F	2 WXRK-F >	2 WQHT-F <	2 WQHT-F	2 WSKQ-F <	2 WCBS
3 WKTU-F >	3 WHTZ-F	3 WSKQ-F <	3 WKTU-F	3 WRKS-F <	3 WHTZ-F	3 WKTU-F <	3 WSKQ-F <	3 WSKQ-F	3 WCBS-F <	WRKS-F
4 WSKQ-F	4 WSKQ-F <	4 WLTW-F <	4 WQHT-F <	4 WKTU-F	4 WKTU-F	4 WSKQ-F	4 WKTU-F	4 WKTU-F <	4 WFAN <	4 WQHT-F <
5 WLTW-F >	5 WLTW-F	5 WPLJ-F	5 WRKS-F	5 WCBS-F	5 WSKQ-F	5 WHTZ-F <	5 WPLJ-F <	5 WFAN <	5 WLTW-F	5 WLTW-F
6 WRKS-F	6 WPLJ-F <	6 WHTZ-F <	6 WHTZ-F	6 WPAT-F <	6 WRKS-F >	6 WRKS-F	6 WFAN <	6 WRKS-F <	6 WRKS-F <	
7 WBLS-F	7 WRKS-F	7 WPAT-F <	7 WPLJ-F <	7 WPLJ-F		7 WPLJ-F <	7 WRKS-F <	7 WLTW-F <	7 WKTU-F <	
	8 WPAT-F <	8 WRKS-F <	8 WPAT-F <			8 WLTW-F <	8 WLTW-F	8 WCBS-F		
	9 WXRK-F <	9 WXRK-F	9 WCBS-F			9 WFAN				

NEW YORK

FM Stations

Station	Freq	Power	Format	Source	Revenue	Owner	Address
WAXQ	104.3	7.8 kw @ 1223	Classic AOR		\$170.00	Katz	Chancellor
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC	\$260.00	Mc-Guild	Inner City
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	\$560.00	CBS	CBS
WHTZ	100.3	6 kw @ 1362	CHR		\$314.00	—	Chancellor Newark, NJ
WKTU	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	\$400.00	Eastman	Chancellor Lake Success, NY
WLTW	106.7	6 kw @ 1362	Soft AC		\$580.00	Katz	Chancellor
WNEW	102.7	7.8 kw @ 1223	Classic AOR	Westwd	\$305.00	Group W	CBS
WNSR	105.1	6 kw @ 1362	AC		\$320.00	Sentry	Chancellor
WPAT	93.1	5.4 kw @ 1420	Hispanic CHR		\$125.00	Caballero	SBS Paterson, NJ
WPLJ	95.5	6.7 kw @ 1335	CHR	ABC	\$435.00	Katz	ABC/Disney
WQCD	101.9	6 kw @ 1362	Jazz		\$358.00	Christal	Emmis
WQHT	97.1	6.7 kw @ 1339	Urban/CHR		\$390.00	Allied	Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd	\$190.00	Allied	New York Times
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd	\$475.00	D&R	Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic		\$340.00	Caballero	SBS
WXRK	92.3	6 kw @ 1362	Talk/New Rock	ABC	\$540.00	Infinity	CBS

Notes: 9/97 WDBZ-F changed calls back to WNSR-F; remains Modern AC (AC-NR) . . . 9/97 WXLX changed from Hispanic to 1-on-1 Sports as WJWR (after the Summer survey) . . . 10/97 WNSR-F changed to AC . . . 11/97 WNWK-F sold by Way to Hefel for \$115,000,000 + WPAT (930) . . . 12/97 WQCD-F, which Emmis has been operating, sold by Tribune to Emmis in exchange for UHF TV stations in Seattle and Grand Rapids . . . 1/98 WNSR-F changed from AC to AC/CHR as WBIX-F ("Big 105.1")

Jim Duncan

Comments: Listening levels are steady . . . WSKQ-F is up sharply to the #3 position in 12+ . . . WINS is down to a 3 share -- its lowest level in many years . . . WQCD-F has its lowest share in more than two years . . . WBLS-F has its fifth consecutive down book and its lowest share in many years . . . WAXQ-F suffered its fourth straight share loss . . . WXRK-F climbed above the 4-share mark for the first time in years

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel	* *
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary	* *
* B - Black (audience 75%+ Black)	N - News	* *
* C - Country	O - Oldies	* *
* 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	* *
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia	* *
* E - Ethnic (usually Foreign Language)	T - Talk	* *
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)	* *
* FS - Full Service	? - Others or Unknown	* *

***** REVENUE LEVEL CODES *****

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

NORFOLK-VIRGINIA BEACH

Arbitron Rank: 34 **Pop (12+):** 1,217,100
MSA Rank: 32
MSA Pop: 1,570,000
DMA: 40
Average Persons Rating: 14.9
Market TSL In Hours: 19.75

Stations: 25 / 25
Diaries: 1,773/686:1/56.6%
Sample Target: 1,670
% Below Line: 0.0
% Not Listed: 13.2
Pop per Station: 48,684

Last Year's Revenue: \$42,500,000
Household Income: \$40,280
Total Retail Sales: \$14.4 Bil.
#1 Biller: WOWI-F \$5,200,000
#1 Billing Portfolio:
 Sinclair Bcst. Grp., pend. \$15,468,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WOWI-F	B	225 / 12.4	11.9	11.5	10.4	12.5	11.6	2612 / 21.5	22.2	23.5	247 / 2980	G	WOWI-F
2	WJCD-F	J/U	112 / 6.2	4.6	5.2	4.6	5.8	5.1	1489 / 12.1	9.8	11.6	120 / 1592	E	WJCD-F
3	WGH-F	C	110 / 6.1	7.3	6.4	9.2	5.8	7.2	1531 / 12.6	15.7	14.1	126 / 1819	E	WGH-F
4	WCMS-AF	C	105 / 5.8	6.9	6.1	6.1	6.0	6.2	1675 / 12.9	13.4	14.3	119 / 1885	E	WCMS-AF
5	WNOR-AF	AOR	98 / 5.4	6.6	6.8	5.8	4.9	6.2	1476 / 12.1	14.4	12.1	106 / 1615	F	WNOR-AF
6	WFOG-F	SAC	96 / 5.3	3.9	5.6	4.8	5.6	4.9	1400 / 11.5	13.0	12.4	105 / 1573	D	WFOG-F
7	WWDE-F	AC	91 / 5.0	5.8	5.2	4.8	4.5	5.2	1709 / 14.0	14.2	13.2	93 / 1823	F	WWDE-F
8	WNVZ-F	CHR	90 / 5.0	5.3	4.4	4.4	5.3	4.8	1800 / 14.8	16.0	18.1	100 / 2068	D	WNVZ-F
9	WPTE-F	AC/CHR	84 / 4.6	5.1	4.7	3.5	4.7	4.5	1727 / 14.2	13.0	12.8	90 / 1830	C	WPTE-F
10	WAFX-F	CL AOR	76 / 4.1	4.0	3.5	3.9	3.5	3.9	1280 / 10.3	10.2	9.6	98 / 1591	D	WAFX-F
11	WVCL-F	O	69 / 3.8	4.1	3.9	5.0	3.8	4.2	1266 / 10.4	12.2	10.3	79 / 1501	C	WVCL-F
12	WNIS	N/T	68 / 3.8	2.9	3.0	3.8	3.5	3.4	1058 / 8.7	7.0	8.5	75 / 1155	D	WNIS
13	WXEZ-F	SAC	62 / 3.4	3.3	3.5	2.9	4.0	3.3	778 / 6.4	6.6	7.3	99 / 1032	C	WXEZ-F
14	WSVY-F	B	61 / 3.4	3.1	3.5	3.5	3.1	3.4	1254 / 10.3	7.6	7.5	67 / 1364	B	WSVY-F
15	WPCE	G	55 / 3.0	2.1	1.1	2.5	2.2	2.2	596 / 4.9	3.5	5.2	56 / 599	A	WPCE

12+ FM Share (Metro): 85.51 % (1345 of 1573) (Fall 96: 86.99 %)

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

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

Other Rated Stations			Metro Cume Share Rating	TSA AQH Cume
WGH	SPRTS	1310	Newport News	1.2 3.5 22 451
WGPL	B/G	1350	Portsmouth	2.3 4.1 43 535
WKOC-F	AOR-P	93.7	Elizabeth City, NC	1.7 7.5 38 1098
WPMH	REL	1010	Portsmouth	0.4 1.7 7 212
WROX-F	AOR-NR	96.1	Cape Charles	2.3 10.3 44 1363
WTAR	T	850	Norfolk	1.0 5.4 20 714
WTJZ	REL	1270	Newport News	0.8 2.4 18 316

NORFOLK-VIRGINIA BEACH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	175 (2)	175 (2)	11.1 %	10.8 %	Clear Channel WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM	22.0 %	22.4 %	21.1 %
AOR/Classic/NR	1 (1)	243 (4)	244 (5)	15.5 %	15.7 %	Saga WAFX-FM, WNOR-AF	9.5 %	11.2 %	17.6 %
Black/Urban	0 (0)	286 (3)	286 (3)	18.2 %	17.5 %	Sinclair Bcst. Grp., pend. WFOG-FM, WGH-AM, WGH-FM, WNVZ-FM, WPTE-FM, WVCL-FM, WWDE-FM	31.0 %	33.3 %	36.4 %
CHR	0 (0)	90 (1)	90 (1)	5.7 %	7.8 %	Sinclair Communications WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM	8.7 %	8.3 %	14.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Willis WGPL-AM, WPCE-AM	5.3 %	4.4 %	%
Country	2 (1)	212 (2)	214 (3)	13.6 %	13.2 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	112 (1)	112 (1)	7.1 %	6.5 %				
News/Talk	86 (2)	0 (0)	86 (2)	5.5 %	6.4 %		76.4 %	79.6 %	89.2 %
Oldies	0 (0)	69 (1)	69 (1)	4.4 %	5.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	118 (4)	0 (0)	118 (4)	7.5 %	4.7 %				
Soft AC/EZ	0 (0)	158 (2)	158 (2)	10.0 %	10.8 %				
Sports	21 (1)	0 (0)	21 (1)	1.3 %	1.6 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	228 (9)	1345 (16)	1573 (25)						

AM Stations

Station	Power	Frequency	Format	Ownership	Company	Notes
WCMS	1050	5 kw/0.36 kw	See WCMS-F			
WGH	1310	5 kw (DA-N)	Sports	AURN, Westwd	\$24.00 Eastman	Sinclair Bcst Gp
WGPL	1350	5 kw (DA-2)	Black Gospel	Westwd, SBUSA	\$ NA Allied	Willis
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, SBUSA	\$27.00 Allied	Sinclair Commun.
WNOR	1230	1 kw	See WNOR-F			
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00 Mc-Guild	Willis
WTAR	850	50 kw/25 kw (DA-2)	Talk	CBS, Westwd	\$53.00 Allied	Sinclair Commun.

FM Stations

Station	Power	Frequency	Format	Ownership	Company	Notes
WAFX	106.9	100 kw @ 984	Classic AOR		\$61.00 CBS	Saga
WCMS	100.5	50 kw @ 500	Country	ABC	\$82.00 D&R	
WFOG	92.9	50 kw @ 484	Soft AC		\$58.00 Banner	Sinclair BG, pend. Suffolk
WGH	97.3	74 kw @ 400	Country		\$83.00 Eastman	Sinclair Bcst Gp
WJCD	105.3	50 kw @ 500	Jazz/Urban		\$62.00 D&R	Clear Channel
WKOC	93.7	100 kw @ 935	Prog. AOR		\$45.00 Katz	Sinclair Commun. Elizabeth City, NC
WNOR	98.7	46 kw @ 520	AOR		\$98.00 Mc-Guild	Saga
WNVZ	104.5	50 kw @ 479	CHR		\$49.00 Christal	Sinclair BG, pend.
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00 Mc-Guild	Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR		\$43.00 Banner	Sinclair BG, pend.
WROX	96.1	23 kw @ 722	New Rock		\$43.00 Allied	Sinclair Commun. Cape Charles
WSVV	92.1	3.7 kw @ 420	See WSVY-F			Moyock, NC
WSVY	107.7	5.2 kw @ 351	Black	AURN, ABC, Westwd	\$33.00 Mc-Guild	Clear Channel Windsor
WVCL	95.7	40 kw @ 880	Oldies		\$54.00 Katz	Sinclair Bcst Gp
WWDE	101.3	50 kw @ 500	AC		\$92.00 Christal	Sinclair BG, pend.
WXEZ	94.1	40 kw @ 531	Soft AC		\$29.00 —	Eure Yorktown

Notes: 7/97 WTAR & WNIS exchanged facilities: WTAR moved to 850; WNIS, 790 . . . 8/97 WFOG (1600) changed from simulcasting WFOG-F to Bloomberg Business News as WVBV . . . 11/97 WXRE (1490) changed from Contemporary Christian to Standards as WBYM . . . 12/97 Max sold these stations to Sinclair Broadcast Group: WFOG-F for \$12,000,000; WNVZ-F for \$9,900,000; WPTE-F for \$10,900,000; WWDE-F for \$21,900,000; this puts Sinclair 1 FM over the FCC's market limit, but the firm says it will divest 2 FM's in the market . . . 12/97 WCKO (1110) sold by J4 to Metropolitan Radio (Gary Acker) for \$262,500 (Hepburn)

Jim Duncan

Comments: Listening levels are down moderately (-6%) . . . WJCD-F has its best 12+ share in two years

OKLAHOMA CITY

Arbitron Rank: 53	Pop (12+): 849,900	Stations: 22 / 21	Last Year's Revenue: \$35,100,000
MSA Rank: 54		Diaries: 1,426/596:1/51.3%	Household Income: \$36,505
MSA Pop: 1,030,000		Sample Target: 1,440	Total Retail Sales: \$9.9 Bil.
DMA: 43		% Below Line: 0.4	#1 Biller: KXXY-F \$6,100,000
Average Persons Rating: 15.1		% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 40,471	Clear Channel \$16,600,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KXXY-F	C	143 / 11.1	13.6	12.7	15.0	13.9	13.1	2002 / 23.6	23.3	24.8	183 / 2728	G	KXXY-F
2	KJYO-F	CHR	133 / 10.3	10.2	9.2	9.4	7.2	9.8	2105 / 24.8	26.1	22.3	167 / 2605	E	KJYO-F
3	KTST-F	C	109 / 8.5	8.1	6.8	7.1	6.9	7.6	1511 / 17.8	16.5	16.7	138 / 2078	C	KTST-F
4	KOMA-F	O	102 / 7.9	8.4	7.8	9.7	6.8	8.5	1529 / 18.0	15.2	16.1	128 / 2002	E	KOMA-F
5	KATT-F	AOR	93 / 7.2	6.5	8.4	6.2	5.7	7.1	1343 / 15.8	16.4	15.4	129 / 1995	E	KATT-F
	KRXO-F	CL AOR	93 / 7.2	5.0	4.8	6.0	6.1	5.8	1420 / 16.7	15.4	15.3	112 / 1747	E	KRXO-F
7	KMGL-F	AC	92 / 7.1	6.2	7.8	5.9	7.6	6.8	1361 / 16.0	17.2	16.2	107 / 1784	E	KMGL-F
8	KTOK	N/T	72 / 5.6	6.9	7.1	5.9	6.4	6.4	1157 / 13.6	16.0	13.9	82 / 1371	E	KTOK
9	KYIS-F	AC-NR	64 / 5.0	4.1	4.7	3.0	3.0	4.2	1179 / 13.9	14.4	12.8	78 / 1579	C	KYIS-F
10	KVSP	B	49 / 3.8	4.4	5.2	5.3	5.4	4.7	564 / 6.6	8.0	6.5	52 / 607	B	KVSP
11	KQSR-F	SAC	47 / 3.7	4.0	4.0	4.7	6.4	4.1	937 / 11.0	12.9	13.0	56 / 1203		KQSR-F
12	KTNT-F	J	35 / 2.7	3.2	3.4	3.2	3.6	3.1	551 / 6.5	8.2	7.6	35 / 559	C	KTNT-F
13	KOMA	O	26 / 2.0	2.2	2.1	1.6	1.5	2.0	703 / 8.3	4.6	6.3	31 / 860	*	KOMA
14	WWLS	SPRTS	24 / 1.9	1.4	1.3	1.7	1.9	1.6	384 / 4.5	4.6	5.4	30 / 537		WWLS
15	KEBC	?	18 / 1.4	1.1	1.0	0.6	1.2	1.0	338 / 4.0	2.7	3.5	18 / 366		KEBC

12+ FM Share (Metro): 81.27 % (924 of 1137) (Fall 96: 76.61 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJYO-F >>	1 KJYO-F <	1 KJYO-F <	1 KR XO-F	1 KXXY-F <	1 KXXY-F <	1 KXXY-F	1 KXXY-F	1 KXXY-F <	1 KJYO-F >	1 KJYO-F
2 KQSR-F	2 KATT-F >	2 KR XO-F <	2 KJYO-F	2 KR XO-F <	2 KOMA-F >	2 KJYO-F <	2 KMGL-F <	2 KJYO-F	2 KXXY-F	2 KXXY-F
KVSP	3 KYIS-F <	3 KTST-F <	3 KTST-F <	3 KTST-F <	3 KTOK <	3 KTST-F <	3 KTST-F <	3 KTST-F	3 KATT-F	3 KOMA-F <
KATT-F	4 KMGL-F	4 KXXY-F <	4 KXXY-F	4 KOMA-F <	4 KTST-F	4 KOMA-F <	4 KOMA-F	4 KR XO-F	4 KTST-F <	4 KR XO-F
	KRXO-F <	5 KATT-F <	5 KMGL-F	5 KJYO-F	5 KR XO-F <	5 KATT-F	KJYO-F <	5 KOMA-F <	5 KMGL-F <	5 KTST-F
	6 KXXY-F	6 KMGL-F	6 KATT-F <	6 KMGL-F	6 KMGL-F >	6 KTOK <	6 KTOK <	6 KATT-F <	6 KVSP <	6 KATT-F
	KTST-F >	7 KYIS-F <	7 KOMA-F <	7 KATT-F	7 KMGL-F <	7 KR XO-F	7 KR XO-F	7 KMGL-F	7 KOMA-F	7 KVSP
		8 KOMA-F >	8 KYIS-F >	8 KYIS-F >		8 KR XO-F >	8 KATT-F	8 KYIS-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KJYO-F >	1 KJYO-F	1 KJYO-F	1 KJYO-F <	1 KMGL-F <	1 KATT-F >>	1 KATT-F >	1 KATT-F <	1 KATT-F	1 KR XO-F	1 KJYO-F
2 KMGL-F	2 KMGL-F >	KYIS-F <	2 KMGL-F	2 KJYO-F	2 KYIS-F	2 KJYO-F	2 KJYO-F	2 KR XO-F	2 KXXY-F	2 KOMA-F
3 KXXY-F	3 KYIS-F <	3 KMGL-F	3 KTST-F	KXXY-F <	KTST-F	3 KR XO-F	3 KR XO-F	3 KXXY-F	3 KATT-F <	3 KXXY-F
4 KTST-F >	4 KXXY-F	4 KR XO-F	4 KXXY-F	4 KTST-F	KJYO-F	4 KYIS-F	4 KYIS-F	4 KTST-F	4 KOMA-F <	4 KTST-F >
5 KATT-F	KTST-F	5 KXXY-F	5 KYIS-F	5 KOMA-F	5 KXXY-F	5 KXXY-F	5 KXXY-F	5 KJYO-F	5 KTST-F	5 KTST-F
	6 KR XO-F	KTST-F >	KRXO-F	KRXO-F <	KYIS-F	KTST-F >	6 KTST-F	6 KOMA-F	6 KJYO-F >	6 KJYO-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KIRC-F	C	105.9	Seminole	0.4	0.8	9	122	KRMG	FS	740	Tulsa	0.4	1.5	17	342
KNTL-F	REL	104.9	Bethany	0.6	2.1	9	203								
KQCV	REL	800	Oklahoma City	0.5	2.6	8	271								
KTLV	REL	1220	Midwest City	0.4	1.3	5	106								
WKY	REL	930	Oklahoma City	0.6	3.7	9	402								

OKLAHOMA CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	156 (2)	156 (2)	13.7 %	12.2 %	Caribou, pend. KATT-FM, KNTL-FM, KTNT-FM, KYIS-FM	15.5 %	16.3 %	16.5 %
AOR/Classic/NR	0 (0)	186 (2)	186 (2)	16.4 %	19.1 %	Clear Channel KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM	40.6 %	38.0 %	47.2 %
Black/Urban	49 (1)	0 (0)	49 (1)	4.3 %	6.2 %	Diamond KOMA-AM, KOMA-FM, KRXO-FM	17.1 %	20.5 %	20.7 %
CHR	0 (0)	133 (1)	133 (1)	11.7 %	8.3 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	257 (3)	257 (3)	22.6 %	23.9 %				
Full Service	5 (1)	0 (0)	5 (1)	0.4 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	35 (1)	35 (1)	3.1 %	4.1 %				
News/Talk	72 (1)	0 (0)	72 (1)	6.3 %	10.1 %				
Oldies	26 (1)	102 (1)	128 (2)	11.3 %	9.5 %				
Others/Unknown	18 (1)	0 (0)	18 (1)	1.6 %	0.0 %				
Religion/Gospel	19 (3)	8 (1)	27 (4)	2.4 %	3.1 %				
Soft AC/EZ	0 (0)	47 (1)	47 (1)	4.1 %	0.0 %				
Sports	24 (1)	0 (0)	24 (1)	2.1 %	3.5 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	213 (9)	924 (12)	1137 (21)				73.2 %	74.8 %	84.4 %

AM Stations

Station	Power	Time	Format	Source	Revenue	Agency	Notes
KEBC	1340	1 kw	Sports/Hisp/Black		\$ NA	Banner	Clear Channel
KOMA	1520	50 kw (OA-N)	Oldies	CBS	\$ NA	—	Diamond
KTOK	1000	5 kw (DA-2)	News/Talk	ABC	\$67.00	Christal	Clear Channel
KVSP	1140	1 kw (Days)	Black	AURN	\$25.00	—	
WWLS	640	1 kw (DA-N)	Sports	CBS, Westwd	\$21.00	—	Moore

FM Stations

Station	Power	Time	Format	Source	Revenue	Agency	Notes
KATT	100.5	100 kw @ 1191	AOR		\$71.00	Banner	Caribou
KJYO	102.7	100 kw @ 985	CHR		\$66.00	Christal	Clear Channel
KMGL	104.1	100 kw @ 1362	AC		\$79.00	Eastman	Renda
KOMA	92.5	100 kw @ 984	Oldies	CBS	\$74.00	—	Diamond
KQSR	94.7	100 kw @ 1389	Soft AC		\$ NA	Clr Chnl	Clear Channel
KRXO	107.7	100 kw @ 990	Classic AOR		\$82.00	—	Diamond
KTNT	97.7	6 kw @ 315	Jazz		\$37.00	—	Caribou Edmond
KTST	101.9	100 kw @ 1389	Country		\$40.00	Banner	Clear Channel
KXXY	96.1	100 kw @ 1171	Country		\$125.00	Banner	Clear Channel
KYIS	98.9	100 kw @ 1100	AC-NR	AP	\$32.00	D&R	Caribou

Notes: *KOMA revenue included with KOMA-F ... 10/97 KNOR (1400; Norman) sold for \$300,000 ... 11/97 KNRX-F changed from New Rock to Soft AC as KQSR-F (during the survey) ... 12/97 KNTL-F (104.9; Bethany) sold by Bott to Caribou for \$5,250,000 (Kafili) ... 12/97 KNTL-F changed from Religion to simulcasting KTNT-F ... 1/98 KNTL-F changed from simulcasting KTNT-F to Sports ... 1/98 KEBC changed from broadcasting Sports during the day to simulcasting KXXY-F; it continues with Hispanic & Black programming at night

Jim Duncan

Comments: Listening levels are fairly steady ... KTST-F turns in its best share performance ever ... KRXO-F recovered from very weak Spring and Summer books ... KTOK has its lowest share in more than three years ... KVSP, which has been a nice AM story, experienced its fifth consecutive down book

OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72	Pop (12+): 537,700	Stations: 20 / 20	Last Year's Revenue: \$30,800,000
MSA Rank: 78		Diaries: 1,162/463:1/56.2%	Household Income: \$49,667
MSA Pop: 679,000		Sample Target: 1,130	Total Retail Sales: \$7.7 Bil.
DMA: 75		% Below Line: 0.0	#1 Biller: WOW-AF \$4,300,000
Average Persons Rating: 15.3		% Not Listed: 12.8	#1 Billing Portfolio: Triathlon \$10,750,000
Market TSL In Hours: 20.00		Pop per Station: 26,885	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	KEZO-F	74 / 8.0	8.4	8.2	8.6	8.2	8.5	1056 / 19.8	19.1	16.5	108 / 1598	E KEZO-F
2	KXKT-F	66 / 8.0	8.6	7.9	10.2	9.3	8.7	985 / 18.0	17.0	21.3	83 / 1288	D KXKT-F
3	KEFM-F	60 / 7.3	5.8	6.1	6.1	6.6	6.3	884 / 16.4	17.0	17.0	75 / 1270	D KEFM-F
	KFAB	FS/T	60 / 7.3	6.9	7.9	6.5	7.8	983 / 18.3	17.3	20.3	96 / 1680	F KFAB
5	KKCD-F	58 / 7.0	6.9	8.1	5.7	4.8	6.9	834 / 15.5	16.5	11.4	65 / 970	C KKCD-F
	KQKQ-F	CHR	58 / 7.0	7.4	6.4	7.4	8.0	1271 / 23.6	22.8	21.3	88 / 1881	D KQKQ-F
7	KGOR-F	O	46 / 5.6	7.9	8.0	6.5	6.5	948 / 17.8	20.8	17.9	61 / 1331	E KGOR-F
8	WOW-F	C	45 / 5.5	6.4	6.4	6.8	7.0	707 / 13.2	12.6	15.7	77 / 1136	F WOW-F
9	KKAR	N/T	41 / 5.0	4.3	4.0	2.9	6.6	917 / 17.0	10.7	19.1	47 / 1122	C KKAR
10	KESY-F	SAC	38 / 4.6	4.4	4.5	4.2	4.0	600 / 11.2	10.6	7.3	44 / 725	C KESY-F
11	KGDE-F	AOR-NR	35 / 4.2	3.8	4.2	4.6	3.8	800 / 14.9	13.9	13.6	73 / 1589	C KGDE-F
12	WOW	C	33 / 4.0	2.4	2.5	4.3	2.6	432 / 8.0	6.2	6.4	72 / 870	* WOW
13	KTNP-F	AC/CHR	29 / 3.5	2.8	2.6	2.5	4.4	699 / 13.0	10.2	11.3	31 / 768	B KTNP-F
14	KOSJ-F	J	18 / 2.2	2.1	3.0	4.0	1.6	303 / 5.6	6.6	4.2	26 / 464	A KOSJ-F
	KOSR	SPRTS	18 / 2.2	1.3	1.8	0.8	1.9	212 / 3.9	3.2	4.2	18 / 231	KOSR
16	KOIL	ST	16 / 1.9	4.0	3.2	3.1	3.3	328 / 6.1	7.6	9.4	28 / 535	A KOIL
17	KOTD-F	ST	12 / 1.5	1.2	1.2	1.4	1.3	179 / 3.3	3.4	3.6	12 / 209	A KOTD-F

12+ FM Share (Metro): 74.97 % (539 of 719) (Fall 96: 71.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKQ-F >>	1 KEZO-F >	1 KEZO-F	1 KEZO-F <	1 KEZO-F <	1 KFAB	1 KEZO-F >	1 KEFM-F	1 KXKT-F	1 KQKQ-F	1 KFAB
2 KGDE-F >	2 KXKT-F	2 KKCD-F <	2 KKCD-F	2 KKCD-F <	2 KKCD-F <	2 KFAB <	2 KEZO-F <	2 KEZO-F <	2 KEZO-F	2 KQKQ-F <
3 KXKT-F	3 KQKQ-F <	3 KXKT-F	3 KXKT-F <	3 KEFM-F	3 KEFM-F <	3 KXKT-F <	3 KKCD-F <	3 KQKQ-F	KGDE-F	3 KKAR <
4 KTNP-F <	4 KEFM-F	4 KEFM-F >	4 KXKT-F	4 KXKT-F	4 WOW-F <	4 KKCD-F <	4 KXKT-F	KEFM-F <	4 KXKT-F	4 KXKT-F
5 KGDE-F	5 KQKQ-F	5 KGOR-F	5 KGOR-F	5 KGOR-F	5 KKAR <	5 KEFM-F	5 KKAR <	5 KKCD-F	5 KKCD-F <	5 KEZO-F
6 KEFM-F <	6 KGOR-F	6 KQKQ-F	6 WOW-F <	6 KGOR-F <	6 KGOR-F <	6 KQKQ-F <	6 KGOR-F	6 KGOR-F <	6 KEFM-F	6 KKCD-F <
7 KKCD-F >	7 KTNP-F	7 WOW-F	7 KQKQ-F <	7 WOW	7 WOW-F	7 WOW-F	KFAB	7 KFAB	KESY-F <	7 KGOR-F
			8 KFAB	8 KXKT-F	8 WOW	8 WOW-F <	8 WOW-F <	8 WOW-F <	8 KFAB	KGDE-F <
						KESY-F	9 KQKQ-F <		KGOR-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KXKT-F	1 KXKT-F >	1 KXKT-F <	1 KEFM-F <	1 KEFM-F >	1 KEZO-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F	1 KEZO-F <	1 WOW >
KQKQ-F >	2 KEFM-F	2 KEFM-F >	2 KXKT-F	2 KXKT-F	2 KGDE-F >>	2 KGDE-F	2 KOSR	2 KKCD-F >	2 KKCD-F >	2 KFAB
3 KGDE-F	KQKQ-F <	3 KTNP-F	3 KQKQ-F >	3 KQKQ-F	3 KTNP-F	3 KXKT-F	3 KKCD-F	3 KXKT-F	3 KXKT-F	3 KQKQ-F <
4 KTNP-F	4 KTNP-F >	KEZO-F	4 KKCD-F	KGOR-F	KQKQ-F >	KOSR	KXKT-F	4 KGDE-F	4 KKAR <	4 WOW-F <
	5 KESY-F	5 KQKQ-F	KESY-F	5 KKCD-F	5 KXKT-F >>	5 KTNP-F	5 KTNP-F	5 KGOR-F <	5 KGOR-F	
	KEZO-F	KESY-F	KGOR-F <	KESY-F <		KQKQ-F <	KQKQ-F	6 KKAR	6 KEFM-F	
	7 KKCD-F	7 KTNP-F	7 KEZO-F	7 KEZO-F	7 KKCD-F >	KGDE-F >	KOSR	KOSR	KOSR	
			KEZO-F	WOW-F						

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
KBBX	B/O 1420 Omaha	0.4 0.9	3 51
KCRO	REL 660 Omaha	0.7 1.6	9 124
KOTD	ST 1000 Plattsmouth	0.4 0.9	10 118

OMAHA-COUNCIL BLUFFS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	89 (2)	89 (2)	12.4 %	12.0 %	Journal Broadcast Group KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSJ-FM, KOSR-AM	25.4 %	32.2 %	23.9 %
AOR/Classic/NR	0 (0)	167 (3)	167 (3)	23.2 %	18.2 %		Local KGDE-FM, KKAR-AM, KOIL-AM, KQKQ-FM	18.1 %	11.8 %
Black/Urban	3 (1)	0 (0)	3 (1)	0.4 %	2.9 %	Triathlon KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM		24.4 %	24.4 %
CHR	0 (0)	58 (1)	58 (1)	8.1 %	8.7 %		67.9 %	68.4 %	76.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	33 (1)	111 (2)	144 (3)	20.0 %	20.6 %				
Full Service	60 (1)	0 (0)	60 (1)	8.3 %	8.5 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	18 (1)	18 (1)	2.5 %	1.8 %				
News/Talk	41 (1)	0 (0)	41 (1)	5.7 %	7.9 %				
Oldies	0 (0)	46 (1)	46 (1)	6.4 %	7.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	0 (0)	6 (1)	0.8 %	0.4 %				
Soft AC/EZ	0 (0)	38 (1)	38 (1)	5.3 %	4.4 %				
Sports	18 (1)	0 (0)	18 (1)	2.5 %	2.0 %				
Standards	19 (2)	12 (1)	31 (3)	4.3 %	5.5 %				
Totals	180 (8)	539 (12)	719 (20)						

AM Stations

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

FM Stations

Station	Power	Frequency	Format	Network	Revenue	Advertiser	Market
KEFM	96.1	100 kw @1411	AC		\$57.00	Mc-Guild	
KESY	104.5	100 kw @ 1086	Soft AC	ABC	\$40.00	D&R	Journal Bcst Gp
KEZO	92.3	100 kw @ 1212	AOR		\$70.00	Allied	Journal Bcst Gp
KGDE	101.9	100 kw @ 1132	AOR-New Rock		\$30.00	Sentry	KKAR/KQKQ
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	Triathlon
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Bcst Gp
KOSJ	97.7	100 kw @ 981	Jazz		\$31.00	Eastman	Journal Bcst Gp
KOTD	106.9	6 kw @ 328	Standards	ABC	\$ NA	—	Plattsouth
KQKQ	98.5	100 kw @ 1175	CHR		\$64.00	Sentry	KKAR/KOIL
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Triathlon
KXKT	103.7	100 kw @ 1014	Country		\$63.00	Katz	Triathlon
WOW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Great Empire

Notes: *WOW revenue included with WOW-F . . . 9/97 KBBX/KESY-F sold by BCR to Journal Broadcast Group for \$5,475,000 (Kalit; Wm. Rice) . . . 1/98 The KESY-F calls & format moved to the 97.7 (formerly KOSJ-F); the 104.5 changed to AC/CHR as "Star 104.5"; it has requested the calls KSRZ-F

Jim Duncan

Comments: Listening levels are steady as compared to year-ago figures . . . KEZO-F registered its highest share since Winter 1995

ORLANDO

Arbitron Rank: 38 Pop (12+): 1,071,700	Stations: 27 / 23	Last Year's Revenue: \$70,700,000
MSA Rank: 40	Diaries: 2,209/485:1/47.3%	Household Income: \$41,926
MSA Pop: 1,450,000	Sample Target: 2,150	Total Retail Sales: \$16.1 Bil.
DMA: 22 w/Daytona, Melbourne	% Below Line: 2.5	#1 Biller: WWKA-F \$8,000,000
Average Persons Rating: 16.2	% Not Listed: 12.1	#1 Billing Portfolio: Chancellor \$24,400,000
Market TSL In Hours: 21.50	Pop per Station: 46,596	

12+ Metro	Format	Fall 97		Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	WWKA-F	C	148 / 8.5	8.8	8.1	10.0	10.2	8.9	1800 / 16.8	16.1	18.8	249 / 3444	H	WWKA-F
2	WTKS-F	T	133 / 7.7	5.8	6.4	5.3	5.8	6.3	1722 / 16.1	15.7	14.7	232 / 3059	G	WTKS-F
3	WJHM-F	B	115 / 6.6	7.5	8.2	6.9	6.9	7.3	1695 / 15.8	17.9	16.8	189 / 2906	F	WJHM-F
4	WDBO	FS	114 / 6.6	5.4	5.1	6.5	7.6	5.9	1572 / 14.7	13.0	15.5	158 / 2108	F	WDBO
5	WOCL-F	O	112 / 6.4	5.2	4.4	5.1	5.4	5.3	1650 / 15.4	14.8	15.6	208 / 3355	G	WOCL-F
6	WXXL-F	CHR	106 / 6.1	6.9	6.9	7.7	7.5	6.9	2140 / 20.0	22.3	20.5	161 / 3418	G	WXXL-F
7	WOMX-F	AC	87 / 5.0	5.1	7.2	5.8	5.3	5.8	1842 / 17.2	19.7	17.2	146 / 3135	H	WOMX-F
8	WLOQ-F	J	83 / 4.8	3.8	3.9	4.2	4.0	4.2	1148 / 10.7	9.3	9.5	100 / 1500	E	WLOQ-F
9	WMGF-F	SAC	79 / 4.5	6.9	5.5	6.7	6.8	5.9	1590 / 14.8	14.8	15.4	161 / 2756	G	WMGF-F
10	WCFB-F	B/A	75 / 4.3	3.3	3.6	3.5	4.9	3.7	931 / 8.7	8.0	10.1	116 / 1537	D	WCFB-F
	WJRR-F	AOR	75 / 4.3	3.9	4.1	4.2	4.3	4.1	1319 / 12.3	12.4	12.9	123 / 2479	F	WJRR-F
12	WHTQ-F	CL AOR	66 / 3.8	4.0	4.4	3.5	3.5	3.9	1049 / 9.8	11.7	10.3	144 / 2494	E	WHTQ-F
	WMMO-F	AC-AOR	66 / 3.8	4.8	4.1	3.9	3.3	4.1	1222 / 11.4	10.5	9.8	94 / 1698	F	WMMO-F
14	WSHE-F	CHR/AC	58 / 3.3	4.5	4.2	3.1	3.0	3.8	1444 / 13.5	14.8	12.0	104 / 2555	D	WSHE-F
15	WHOO	ST	52 / 3.0	3.1	4.3	3.2	2.6	3.4	688 / 6.4	6.7	6.1	64 / 905	A	WHOO

12+ FM Share (Metro): 83.22 % (1270 of 1526) (Fall 96: 82.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >>	1 WTKS-F >	1 WTKS-F	1 WTKS-F	1 WWKA-F	1 WWKA-F <	1 WTKS-F <	1 WDBO <	1 WTKS-F	1 WJHM-F >	1 WWKA-F <
2 WOXL-F >>	2 WOXL-F <	2 WWKA-F	2 WWKA-F <	WTKS-F	2 WDBO <	2 WWKA-F	2 WWKA-F	2 WWKA-F	2 WOXL-F	2 WJHM-F
3 WJRR-F >	3 WJHM-F <	3 WJHM-F	3 WOMX-F	3 WOMX-F <	3 WOCL-F	3 WDBO <	3 WTKS-F	3 WJHM-F <	3 WTKS-F <	3 WOXL-F <
	4 WJRR-F	WOXL-F	4 WOCL-F	4 WOCL-F	4 WLOQ-F	4 WOCL-F	4 WOCL-F	4 WOXL-F	4 WJRR-F	4 WOCL-F
	5 WOMX-F	WOMX-F	5 WMMO-F <	5 WLOQ-F <	5 WMGF-F	5 WOMX-F	5 WLOQ-F <	5 WOCL-F	5 WWKA-F	5 WDBO <
	6 WSHE-F	6 WOCL-F	6 WOXL-F <	6 WMMO-F <	6 WHOO	WJHM-F <	6 WMMO-F	6 WOMX-F <	WDBO <	6 WCFB-F <
	7 WWKA-F <	WJRR-F <	7 WHTQ-F <	7 WOXL-F <	WCFB-F <	7 WOXL-F	WMGF-F <	7 WJRR-F	7 WOCL-F	7 WMGF-F
		8 WHTQ-F <	8 WLOQ-F <	8 WTKS-F	8 WTKS-F	8 WHTQ-F <	8 WOXL-F	8 WLOQ-F <	8 WCFB-F <	8 WTKS-F
		9 WMMO-F <	9 WJHM-F <	9 WHTQ-F <		9 WLOQ-F <	WOMX-F <	9 WMGF-F <	9 WOMX-F <	WLOQ-F <

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

Other Rated Stations		Metro Cume		TSA			
		Share	Rating	AQH	Cume		
WOKB	E	1600	Winter Garden	0.6	1.8	12	210
WONQ	SP	1030	Oviedo	0.5	1.5	9	195
WPRD	SP	1440	Winter Park	0.3	0.7	6	78
WQTM	SPRTS	540	Pine Hills	1.8	5.8	44	905
WRLZ	SP	1270	Eatonville	0.5	1.0	11	121
WRMQ	SP	1140	Orlando	0.5	0.9	10	100
WTLN-F	REL	95.3	Apopka	1.3	4.4	25	528
WWNZ	N	740	Orlando	0.9	5.2	19	751

Other Rated Stations--Outside Market				Metro Cume		TSA	
				Share	Rating	AQH	Cume
WDUV-F	EZ/ST	103.5	Bradenton	0.5	0.8	77	779
WGNE-F	C	98.1	Titusville	0.5	3.2	65	1353
WKRO-F	AOR-NR	93.1	Edgewater	0.5	3.6	32	792
WPCV-F	C	97.5	Winter Haven	1.0	3.7	109	1557

ORLANDO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	87 (1)	87 (1)	5.7 %	5.9 %	Chancellor	24.1 %	24.1 %	34.5 %
AOR/Classic/NR	0 (0)	216 (4)	216 (4)	14.2 %	13.1 %	WJHM-FM, WOCL-FM, WOMX-FM, WXXL-FM			
Black/Urban	0 (0)	190 (2)	190 (2)	12.5 %	13.1 %	Clear Channel	22.4 %	24.2 %	27.1 %
CHR	0 (0)	164 (2)	164 (2)	10.7 %	11.7 %	WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWN2-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Cox	30.0 %	29.5 %	31.5 %
Country	0 (0)	174 (3)	174 (3)	11.4 %	13.0 %	WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WWKA-FM, WZKD-AM			
Full Service	114 (1)	0 (0)	114 (1)	7.5 %	8.4 %		76.5 %	77.8 %	93.1 %
Hispanic	33 (4)	0 (0)	33 (4)	2.2 %	2.7 %				
Jazz	0 (0)	83 (1)	83 (1)	5.4 %	4.5 %				
News/Talk	15 (1)	133 (1)	148 (2)	9.7 %	7.3 %				
Oldies	0 (0)	112 (1)	112 (1)	7.3 %	6.0 %				
Others/Unknown	11 (1)	0 (0)	11 (1)	0.7 %	1.0 %				
Religion/Gospel	0 (0)	23 (1)	23 (1)	1.5 %	1.2 %				
Soft AC/EZ	0 (0)	79 (1)	79 (1)	5.2 %	7.6 %				
Sports	31 (1)	0 (0)	31 (1)	2.0 %	1.5 %				
Standards	52 (1)	9 (1)	61 (2)	4.0 %	2.9 %				
Totals	256 (9)	1270 (18)	1526 (27)						

AM Stations

Station	Power	Frequency	Format	Company	Agency	Advertiser	Product	Location
WDBO	580	5 kw (DA-N)	Full Service	ABC, Westwd	\$79.00	Katz	Cox	
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00	Eastman	Cox	
WQTM	540	50 kw (DA-2)	Sports	1-on-1, CBS	\$20.00	Banner	Clear Channel	Pine Hills
WWN2	740	50 kw (DA-2)	News	CBS	\$23.00	--	Clear Channel	

FM Stations

Station	Power	Frequency	Format	Company	Agency	Advertiser	Product	Location
WCFB	94.5	100 kw @ 1470	Black AC		\$53.00	Katz	Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR		\$64.00	Eastman	Cox	
WJHM	101.9	28 kw @ 1585	Black		\$95.00	Sentry	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR		\$90.00	Allied	Clear Channel	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz		\$64.00	Eastman		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC		\$132.00	Clr Chnl	Clear Channel	Mt. Dora
WMMO	98.9	38 kw @ 440	AC-AOR		\$81.00	Eastman	Cox	
WOCL	105.9	100 kw @ 1585	Oldies		\$144.00	Christal	Chancellor	Deland
WOMX	105.1	100 kw @ 1598	AC		\$155.00	Eastman	Chancellor	
WSHE	100.3	100 kw @ 1188	CHR/AC	ABC	\$54.00	Allied	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	AP, Westwd	\$105.00	Mc-Guild	Clear Channel	Cocoa Beach
WWKA	92.3	100 kw @ 1341	Country		\$160.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR		\$110.00	Sentry	Chancellor	Leesburg

Notes:

Jim Duncan

Comments: Listening levels are steady versus year-ago figures . . . WTKS-F had a huge book -- its best in many years -- and tied WWKA-F for leadership in 25-54 . . . WOCL-F had its highest 12+ share in more than three years . . . WMGF-F is at its lowest share point in many years

OXNARD-VENTURA

Arbitron Rank: 107 Pop (12+): 374,100	Stations: 44 / 15	Last Year's Revenue: \$9,300,000
MSA Rank: 75	Diarles: 1,135/330:1/49.0%	Household Income: \$46,744
MSA Pop: 733,000 (w/Sta. Barbara)	Sample Target: 1,120	Total Retail Sales: \$6.2 Bil.
DMA: LA (#2)	% Below Line: 44.0	#1 Biller: KHAY-F \$2,200,000
Average Persons Rating: 15.9	% Not Listed: 8.7	#1 Billing Portfolio: Bengal/McDonald \$4,800,000
Market TSL In Hours: 21.25	Pop per Station: 24,940	

12+ Metro	Format	Fall 97		Spq 97	Fall 96	Spq 96	Fall 95	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA		Revenue Level
		1/4	Share									AQH	Cume	
1	KXLM-F SP	37 / 6.2	7.0	5.5	6.9	6.2	6.4	470 / 12.6	12.7	11.4	43 / 543	C	KXLM-F	
	KHAY-F C	37 / 6.2	6.2	7.2	6.1	8.2	6.4	434 / 11.6	13.1	12.5	60 / 835	D	KHAY-F	
3	KCAQ-F CHR	34 / 5.7	4.8	5.0	4.0	6.1	4.9	642 / 17.2	15.0	15.5	49 / 1031	C	KCAQ-F	
4	KBBY-F AC	28 / 4.7	5.3	4.8	7.2	4.6	5.5	469 / 12.5	11.7	12.3	29 / 532	C	KBBY-F	
5	KRTH-F O	27 / 4.5	3.4	4.8	4.0	5.3	4.2	614 / 16.4	12.9	15.8	43 / 1083		KRTH-F	
6	KKZZ ST	26 / 4.4	4.3	3.2	4.5	4.8	4.1	300 / 8.0	8.0	6.4	29 / 359		KKZZ	
7	KXBS-F SP	24 / 4.0	2.1	1.2	1.0	1.1	2.1	307 / 8.2	4.2	5.1	25 / 335		KXBS-F	
8	KNX N	20 / 3.4	2.9	3.1	3.2	3.1	3.1	417 / 11.2	10.8	11.4	41 / 953		KNX	
	KFI T	20 / 3.4	3.4	4.8	2.5	3.8	3.5	309 / 8.3	8.6	12.3	40 / 621		KFI	
	KPWR-F U/CHR	20 / 3.4	2.9	3.8	4.2	4.9	3.6	433 / 11.6	10.3	10.8	26 / 702		KPWR-F	
	KOCP-F CL AOR	20 / 3.4	2.6	1.7	1.3	1.5	2.3	314 / 8.4	6.3	5.4	26 / 495		KOCP-F	
12	KMLA-F SP	19 / 3.2	2.2	2.4				219 / 5.8	5.9	3.9	19 / 246		KMLA-F	
13	KLVE-F SP	18 / 3.0	3.2	4.4	4.0	2.6	3.7	284 / 7.6	7.0	7.8	25 / 430		KLVE-F	
14	KVYY-F AOR-P	15 / 2.5	2.7	3.1	1.5		2.5	360 / 9.8	10.0	10.4	15 / 370		KVYY-F	
15	KVEN N/T	14 / 2.4	3.8	2.6	2.7	3.1	2.9	249 / 6.7	8.6	7.1	15 / 314	B	KVEN	
	KLOS-F AOR	14 / 2.4	2.6	2.9	3.7	4.6	2.9	332 / 8.9	10.3	11.4	32 / 774		KLOS-F	
	KCBS-F CL AOR	14 / 2.4	1.9	1.7	1.5	1.8	1.9	297 / 7.9	7.2	7.1	24 / 567		KCBS-F	
18	KRUZ-F AC	12 / 2.0	1.9	1.2	2.0	0.0	1.8	272 / 7.3	6.7	5.2	45 / 935		KRUZ-F	

12+ FM Share (Metro): 78.64 % (427 of 543) (Fall 96: 77.69 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCAQ-F >>	1 KCAQ-F	1 KXLM-F	1 KXLM-F	1 KHAY-F	1 KHAY-F <	1 KXLM-F	1 KHAY-F	1 KHAY-F <	1 KCAQ-F >	1 KXLM-F
2 KPWR-F >	KXLM-F >	2 KHAY-F <	KHAY-F	2 KXLM-F <	2 KKZZ	2 KHAY-F <	2 KBBY-F	2 KCAQ-F	2 KPWR-F	2 KHAY-F <
3 KXLM-F	3 KPWR-F	3 KCAQ-F <	3 KXBS-F	3 KXBS-F	3 KRTH-F <	3 KCAQ-F	KXLM-F	3 KXLM-F	3 KHAY-F >	3 KCAQ-F <
	KBBY-F	4 KRTH-F <	KOCP-F <	KRTH-F	4 KNX <	4 KVEN <	4 KFI <	4 KBBY-F <	4 KXBS-F	4 KMLA-F
	KXBS-F	5 KBBY-F <	5 KBBY-F	5 KBBY-F	5 KFI <	5 KBBY-F	5 KRTH-F	5 KRTH-F	KRTH-F <	KXBS-F
	6 KHAY-F	6 KOCP-F	KRTH-F	KOCP-F	6 KXLM-F <	6 KNX <	6 KKZZ <	6 KKZZ <	6 KBBY-F	6 KKZZ <
		KXBS-F	7 KCAQ-F	7 KCAQ-F <	7 KBBY-F	7 KKZZ	7 KXBS-F <	7 KOCP-F	KNX	7 KRTH-F
						KLOS-F <	8 KCAQ-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KRUZ-F	1 KHAY-F	1 KXBS-F	1 KHAY-F	1 KHAY-F	1 KCAQ-F	1 KCAQ-F <	1 KCAQ-F	1 KXLM-F <	1 KOCP-F <	1 KCAQ-F
	KCAQ-F >	KHAY-F	2 KBBY-F <	2 KXBS-F	KVYY-F	2 KXLM-F >	KXLM-F	2 KOCP-F <	2 KXLM-F <	KNX
3 KKBT-F	KBBY-F	KBBY-F >	3 KXBS-F	KRTH-F <	KPWR-F >	3 KPWR-F	3 KLSX-F	3 KCAQ-F >	3 KHAY-F	KKZZ
	KLVE-F	4 KXLM-F >	KXLM-F	4 KBBY-F	4 KXLM-F >	4 KSCA-F	4 KXBS-F	4 KRTH-F <	4 KLVE-F	KHAY-F
	KXLM-F	5 KCAQ-F	5 KPWR-F	KRTH-F	5 KXLM-F >>	KVYY-F	KSCA-F		KCBS-F	
	KPWR-F	6 KPWR-F	KCAQ-F >	6 KCAQ-F		6 KLVE-F	KOCP-F		KLOS-F	
	KVYY-F >>		7 KVYY-F			KLSX-F	KLVE-F		KCAQ-F	

OXNARD-VENTURA

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	57 (6)	57 (6)	10.5 %	8.3 %
AOR/Classic/NR	0 (0)	76 (6)	76 (6)	14.0 %	14.8 %
Black/Urban	0 (0)	37 (3)	37 (3)	6.8 %	8.3 %
CHR	0 (0)	41 (3)	41 (3)	7.6 %	6.3 %
Classical	0 (0)	5 (2)	5 (2)	0.9 %	1.3 %
Country	0 (0)	42 (3)	42 (3)	7.7 %	9.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	20 (3)	109 (5)	129 (8)	23.8 %	19.0 %
Jazz	0 (0)	13 (2)	13 (2)	2.4 %	3.5 %
News/Talk	61 (5)	11 (1)	72 (6)	13.3 %	14.4 %
Oldies	0 (0)	27 (1)	27 (1)	5.0 %	5.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	9 (1)	9 (1)	1.7 %	2.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	3.1 %
Sports	5 (1)	0 (0)	5 (1)	0.9 %	0.6 %
Standards	30 (2)	0 (0)	30 (2)	5.5 %	3.7 %
Totals	116 (11)	427 (33)	543 (44)		

Consolidation Report	12+	25-54	Revenue
Bengal/McDonald KBBY-FM, KHAY-FM, KVEN-AM	13.3 %	13.6 %	51.6 %
Gold Coast KCAQ-FM, KKZZ-AM, KOCP-FM, KTND-FM, KTRO-AM	14.5 %	11.1 %	%
	27.8 %	24.7 %	51.6 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KDAR-F	REL	98.3	Oxnard	1.5	5.2	10	261
KOXR	SP	910	Oxnard	1.8	2.9	11	110
KTND-F	C	105.5	Ojai	0.5	2.1	3	93
KTRO	T	1520	Pt. Hueneme	0.5	2.4	4	112
KXSP	SP	1590	Ventura	0.3	1.7	3	86

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KABC	T	790	Los Angeles	0.7	2.6	16	352
KBIG-F	AC	104.3	Los Angeles	1.7	6.4	30	572
KDB-F	CL	93.7	Santa Barbara	0.3	1.6	19	303
KHTY-F	CHR	97.5	Santa Barbara	0.8	4.9	19	606
KIBB-F	B/AC	100.3	Los Angeles	1.0	4.5	9	275
KIIS-F	CHR	102.7	Los Angeles	0.3	2.2	9	335
KKBT-F	B	92.3	Los Angeles	1.8	7.4	15	443
KKGO-F	CL	105.1	Los Angeles	0.5	1.4	13	132
KLAC	ST	570	Los Angeles	0.7	1.3	9	228
KLSX-F	T	97.1	Los Angeles	1.8	4.9	30	417
KMGQ-F	J	106.3	Goleta	0.3	1.4	20	252
KOST-F	AC	103.5	Los Angeles	0.3	1.9	16	334
KROQ-F	AOR-NR	106.7	Pasadena	0.8	3.0	15	401
KSBL-F	AC	101.7	Carpinteria	0.5	1.3	26	390
KSCA-F	SP	101.9	Glendale	1.8	3.3	17	207
KTNQ	SP	1020	Los Angeles	1.2	2.7	8	123
KTWV-F	J	94.7	Los Angeles	1.8	5.6	26	355
KTYD-F	AOR	99.9	Santa Barbara	1.3	3.9	23	491
KYSR-F	AC/CHR	98.7	Los Angeles	0.3	3.3	27	505
KZLA-F	C	93.9	Los Angeles	0.3	1.6	10	229
XTRA	SPRTS	690	Tijuana, MX	0.8	2.8	9	201

AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	—	Gold Coast	Sta. Paula
KOXR	910	5 kw/1 kw (DA-2)	Hispanic		\$<20.00	Caballero		
KVEN	1450	1 kw	News/Talk	ABC, Talknt, AP	\$25.00	—	Bengal/McDonald	

FM Stations

KBBY	95.1	12.5 kw @ 876	AC	Westwd	\$40.00	D&R	Bengal/McDonald	
KCAQ	104.7	2.85 kw @ 1581	CHR		\$38.00	Katz	Gold Coast	
KDAR	98.3	0.82 kw @ 886	Religion	SRN	\$ NA	—	Salem	
KHAY	100.7	39 kw @ 1204	Country		\$54.00	—	Bengal/McDonald	
KMLA	103.7	0.48 kw @ 807	Hispanic		\$ NA	Katz Hisp.		El Rio
KOCP	95.9	0.98 kw @ 1555	Classic AOR	Westwd	\$ NA	—	Gold Coast	Camamilo
KVYY	107.1	0.8 kw @ 872	Progressive AOR		\$ NA	—	Odyssey	
KXBS	96.7	0.087 kw @ 1500	Hispanic		\$ NA	—		Santa Paula
KXLM	102.9	5.5 kw @ 112	Hispanic		\$40.00	—		

Notes: Other ranked stations -- See Los Angeles or, in the Fall 1997 American Radio Small Market edition, Santa Barbara . . . 2/98 KTND-F (105.5; Ojai) changed from Country to Soft AC as KKBE-F

Jim Duncan

Comments: Listening levels are steady . . . Listening to Hispanic stations is up 25% since a year ago; KXBS-F is the primary beneficiary

PENSACOLA

Arbitron Rank: 123	Pop (12+): 331,300	Stations: 19 / 9	Last Year's Revenue: \$9,400,000
MSA Rank: 127		Diaries: 1,096/302:1/47.8%	Household Income: \$33,976
MSA Pop: 384,000		Sample Target: 1,070	Total Retail Sales: \$3.5 Bil.
DMA: 63 (w/Mobile)		% Below Line: 29.9	#1 Biller: WXBM-F \$3,600,000
Average Persons Rating: 15.2		% Not Listed: 13.3	#1 Billing Portfolio: Capstar \$5,100,000
Market TSL In Hours: 20.50		Pop per Station: 36,811	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WXBM-F	C 82 / 16.3	14.2	18.0	16.1	10.5	890 / 26.9	24.5	29.3	125 / 1452	E	WXBM-F
2	WBLX-F	B 51 / 10.1	9.8	11.3	12.1	10.3	560 / 16.9	17.4	17.0	84 / 991		WBLX-F
3	WTKX-F	AOR 50 / 9.9	8.5	5.4	6.5	5.3	620 / 18.7	16.5	14.6	70 / 935	B	WTKX-F
4	WMEZ-F	SAC 42 / 8.4	7.4	7.3	6.9	8.4	528 / 15.9	16.7	13.3	54 / 763	C	WMEZ-F
5	WWRO-F	CL AOR 35 / 7.0	3.7	6.1	6.5	7.8	506 / 15.3	12.8	14.6	44 / 726	C	WWRO-F
6	WABB-F	CHR 33 / 6.6	7.9	7.1	5.4	5.5	626 / 18.9	19.7	18.5	56 / 1019		WABB-F
7	WCOA	FS/T 31 / 6.2	7.6	7.3	8.1	10.7	349 / 10.5	13.1	13.7	31 / 369	B	WCOA
8	WYCL-F	O 29 / 5.8	8.9	5.0	4.7	5.0	464 / 14.0	17.8	14.1	46 / 828	B	WYCL-F
9	WZNS-F	CHR 16 / 3.2					309 / 9.3			34 / 544		WZNS-F
10	WRKH-F	CL AOR 14 / 2.8	1.5	1.7	2.0	0.4	263 / 7.9	4.9	6.4	25 / 399		WRKH-F
	WRNE	B/G 11 / 2.2	4.6	2.9	3.1	2.1	128 / 3.9	4.3	5.3	11 / 128	A	WRNE

12+ FM Share (Metro): 88.99 % (388 of 436) (Fall 96: 84.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLX-F >>	1 WTKX-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F >	1 WXBM-F >	1 WXBM-F >>	1 WXBM-F	1 WXBM-F	1 WBLX-F >	1 WXBM-F
2 WTKX-F >	2 WBLX-F <	2 WTKX-F	2 WTKX-F <	2 WTKX-F <	2 WMEZ-F	2 WTKX-F <	2 WMEZ-F	2 WTKX-F <	2 WTKX-F <	2 WBLX-F
3 WABB-F >	3 WXBM-F <	3 WBLX-F <	3 WWRO-F >	3 WMEZ-F	3 WCOA <	3 WMEZ-F <	3 WTKX-F	3 WBLX-F >	3 WXBM-F	3 WTKX-F
	4 WABB-F	4 WWRO-F	4 WBLX-F	WWRO-F	4 WYCL-F	4 WCOA <	4 WWRO-F <	4 WMEZ-F	4 WABB-F >	4 WABB-F >
	5 WWRO-F >	5 WABB-F	WMEZ-F	5 WBLX-F <	5 WWRO-F	5 WWRO-F <	5 WBLX-F <	WWRO-F <	5 WMEZ-F	5 WMEZ-F <
	6 WMEZ-F	6 WYCL-F <	6 WYCL-F	6 WYCL-F	6 WBLX-F	6 WBLX-F	6 WCOA	6 WABB-F	6 WYCL-F	6 WWRO-F <
		7 WABB-F >	7 WABB-F	7 WABB-F	7 WYCL-F	7 WYCL-F	7 WCOA	7 WCOA	7 WCOA	7 WYCL-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WBLX-F >>	1 WBLX-F	1 WXBM-F >	1 WXBM-F	1 WXBM-F	1 WTKX-F >	1 WTKX-F >>	1 WTKX-F >	1 WTKX-F >	1 WTKX-F	1 WXBM-F <
2 WABB-F	2 WXBM-F	2 WBLX-F	2 WBLX-F >	2 WMEZ-F >	2 WABB-F	2 WWRO-F >	2 WWRO-F >	2 WWRO-F	2 WXBM-F	2 WBLX-F >
3 WTKX-F	3 WABB-F	WMEZ-F	3 WMEZ-F	3 WBLX-F	3 WBLX-F	3 WABB-F	3 WXBM-F	3 WXBM-F >	3 WWRO-F >	3 WTKX-F >>
4 WXBM-F >>	4 WMEZ-F	4 WABB-F	4 WABB-F	4 WWRO-F <	4 WWRO-F >	WXBM-F	4 WZNS-F >	4 WABB-F <	4 WYCL-F	
	WTKX-F >>	5 WTKX-F	5 WWRO-F	5 WYCL-F	5 WBLX-F	5 WABB-F	5 WBLX-F	5 WBLX-F	WCOA	
			WTKX-F	6 WABB-F >			WRKH-F	6 WRKH-F	6 WMEZ-F	
								WYCL-F	7 WABB-F	
									WRKH-F	

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
AC	0 (0)	10 (1)	10 (1)	2.3 %	2.0 %	WBSR O 1450 Pensacola	0.4	1.8	2 60
AOR/Classic/NR	0 (0)	102 (4)	102 (4)	23.4 %	16.9 %	WSWL N 790 Pensacola	0.8	3.9	4 130
Black/Urban	0 (0)	54 (2)	54 (2)	12.4 %	14.5 %				
CHR	0 (0)	49 (2)	49 (2)	11.2 %	12.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	96 (3)	96 (3)	22.0 %	24.3 %				
Full Service	31 (1)	0 (0)	31 (1)	7.1 %	8.6 %	WDWG-F C 104.1 Atmore, AL	1.4	6.2	17 466
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKSJ-F C 94.9 Mobile	1.4	6.2	25 573
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKSM-F AOR 99.5 Ft. Walton Beach	0.6	3.4	22 394
News/Talk	4 (1)	0 (0)	4 (1)	0.9 %	1.7 %	WMXC-F AC 99.9 Mobile	2.0	7.0	17 442
Oldies	2 (1)	35 (2)	37 (3)	8.5 %	7.6 %	WWSF-F O 98.1 Andalusia, AL	1.2	6.6	14 387
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WYOK-F B 104.9 Moss Point, MS	0.6	1.6	14 242
Religion/Gospel	11 (1)	0 (0)	11 (1)	2.5 %	3.4 %				
Soft AC/EZ	0 (0)	42 (1)	42 (1)	9.6 %	8.6 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	48 (4)	388 (15)	436 (19)						

PENSACOLA

Consolidation Report	12+	25-54	Revenue
Capstar WMEZ-FM, WWSF-FM, WXBM-FM	25.9 %	28.1 %	54.3 %
Clear Channel WTKX-FM, WYCL-FM	15.7 %	16.7 %	14.5 %
	41.6 %	44.8 %	68.8 %

AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$22.00	Katz	WWRO-F	
WRNE	980	2.5 kw/1 kw (DA-2)	Black Oldies	ABC, AURN	\$<20.00	Roslin		Gulf Breeze

FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd	\$38.00	Katz	Capstar	
WTKX	101.5	100 kw @ 1328	AOR		\$22.00	D&R	Clear Channel	
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$40.00	Katz	WCOA	
WXBM	102.7	100 kw @ 1328	Country	ABC	\$82.00	Katz	Capstar	Milton
WYCL	107.3	100 kw @ 1407	Oldies		\$21.00	Mc-Guild	Clear Channel	

Notes: WZNS-F -- See Ft. Walton Beach in the Fall 1997 American Radio Small Market edition . . . 10/97 WNVY (1090) purchased by WZNO (1230); changed to Black Gospel

Jim Duncan

Comments: Listening levels are steady compared to Fall 1996 . . . WTKX-F continues to grow to record levels . . . WWRO-F recovers from its poor Spring book . . . WYCL-F falls back to average levels

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

PEORIA

Arbitron Rank: 134 **Pop (12+):** 287,200
MSA Rank: 143
MSA Pop: 345,000
DMA: 109 (w/Bloomington)
Average Persons Rating: 14.6
Market TSL In Hours: 19.50

Stations: 22 / 16
Diaries: 775/371:1/60.2%
Sample Target: 770
% Below Line: 6.7
% Not Listed: 14.1
Pop per Station: 17,950

Last Year's Revenue: \$12,500,000
Household Income: \$42,517
Total Retail Sales: \$3.6 Bil.
#1 Biller: WWCT-F \$2,300,000
#1 Billing Portfolio: Midwest TV \$2,800,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WXCL-F	C	48 / 11.0	12.3	16.3	16.3	13.5	614 / 21.4	21.6	25.0	52 / 699	D	WXCL-F
2	WPBG-F	O	44 / 10.5	10.8	5.1	6.9	7.0	629 / 21.9	21.2	15.9	69 / 989	C	WPBG-F
3	WSWT-F	SAC	42 / 10.0	6.8	9.6	10.1	9.9	521 / 18.2	14.9	17.9	52 / 707	C	WSWT-F
4	WGLO-F	CL AOR	28 / 6.7	4.5	5.4	5.5	6.8	587 / 20.4	15.6	14.7	39 / 867	B	WGLO-F
5	WOAM	ST	27 / 6.5	6.3	6.3	6.9	4.8	247 / 8.6	8.3	8.2	27 / 250	A	WOAM
6	WWCT-F	AOR	26 / 6.2	10.3	11.4	12.9	9.9	522 / 18.2	21.6	23.1	46 / 924	D	WWCT-F
7	WFYR-F	C	25 / 6.0	5.0	2.7	1.9	1.4	385 / 13.4	12.1	10.2	35 / 537	A	WFYR-F
8	WIXO-F	AOR-NR	24 / 5.7	6.3				488 / 16.3	10.6		28 / 604		WIXO-F
9	WMBD	FS	15 / 3.6	7.5	6.0	5.7	5.8	295 / 10.3	16.2	15.0	17 / 336	C	WMBD
	WTAZ-F	T	15 / 3.6	2.8	5.6	3.4	3.9	245 / 8.6	7.2	11.2	20 / 297	A	WTAZ-F
	WBGE-F	B	15 / 3.6	1.8	4.9	3.8	4.6	177 / 6.2	4.1	6.0	17 / 210	A	WBGE-F

12+ FM Share (Metro): 81.62 % (293 of 359) (Fall 96: 79.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXO-F >>	1 WGLO-F	1 WPBG-F	1 WPBG-F	1 WPBG-F	1 WPBG-F	1 WGLO-F <	1 WXCL-F <	1 WXCL-F	1 WIXO-F >	1 WPBG-F
2 WBNQ-F	2 WFYR-F	2 WGLO-F <	2 WSWT-F <	2 WSWT-F	2 WSWT-F <	2 WSWT-F <	2 WSWT-F	2 WPBG-F	2 WXCL-F	2 WXCL-F
WWCT-F >	WXCL-F	3 WSWT-F	3 WGLO-F	3 WGLO-F	3 WXCL-F	3 WPBG-F	WPBG-F >	3 WSWT-F	3 WSWT-F	3 WOAM <
4 WWCT-F	WXCL-F <	4 WWCT-F	4 WXCL-F	4 WXCL-F	4 WOAM >	WXCL-F >	4 WFYR-F <	4 WFYR-F <	4 WPBG-F	4 WSWT-F
5 WIXO-F <	5 WWCT-F <	5 WXCL-F <	WWCT-F	5 WMBD <	5 WOAM	5 WOAM <	5 WGLO-F	5 WGLO-F	5 WGLO-F	5 WIXO-F <
6 WSWT-F	6 WFYR-F >	6 WFYR-F >	6 WFYR-F >	6 WTAZ-F	6 WTAZ-F	6 WMBD <	6 WWCT-F <	6 WWCT-F	6 WWCT-F >	6 WFYR-F
WBGE-F >	7 WBGE-F					7 WWCT-F <	7 WTAZ-F	7 WIXO-F <		7 WWCT-F
						8 WFYR-F		8 WOAM >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFYR-F	1 WFYR-F	1 WSWT-F >	1 WSWT-F	1 WSWT-F >	1 WWCT-F	1 WGLO-F	1 WGLO-F >	1 WGLO-F	1 WPBG-F	1 WSWT-F
2 WXCL-F >	2 WSWT-F	2 WFYR-F	2 WFYR-F <	2 WPBG-F >	2 WGLO-F	2 WWCT-F >	2 WWCT-F >	2 WWCT-F >	2 WGLO-F	2 WXCL-F
3 WIXO-F >	WXCL-F	3 WPBG-F	3 WPBG-F	3 WFYR-F	WXCL-F	3 WXCL-F	3 WXCL-F	3 WPBG-F	3 WWCT-F >	3 WGLO-F
4 WBGE-F >>	4 WBGE-F	4 WGLO-F	WXCL-F >	WXCL-F	WIXO-F >>	4 WIXO-F >	WBGE-F >	4 WXCL-F	4 WTAZ-F	4 WIXO-F >
	5 WGLO-F	WXCL-F >	5 WBGE-F	5 WGLO-F		5 WFYR-F		5 WFYR-F	5 WXCL-F	
			WGLO-F >	6 WBGE-F >				6 WTAZ-F	6 WSWT-F	
								7 WIXO-F	7 WFYR-F	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	0 (0)	0 (0)	0.0 %	5.8 %
AOR/Classic/NR	0 (0)	83 (4)	83 (4)	23.1 %	18.9 %
Black/Urban	0 (0)	15 (1)	15 (1)	4.2 %	5.5 %
CHR	0 (0)	11 (1)	11 (1)	3.1 %	4.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	74 (3)	74 (3)	20.6 %	22.9 %
Full Service	29 (4)	0 (0)	29 (4)	8.1 %	9.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.6 %	0.0 %
News/Talk	4 (1)	15 (1)	19 (2)	5.3 %	8.3 %
Oldies	0 (0)	51 (2)	51 (2)	14.2 %	4.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (2)	0 (0)	6 (2)	1.7 %	2.0 %
Soft AC/EZ	0 (0)	42 (1)	42 (1)	11.7 %	10.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	27 (1)	0 (0)	27 (1)	7.5 %	7.1 %
Totals	66 (8)	293 (14)	359 (22)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WEEK-F	O	98.5	Eureka	1.7	6.3	9 248
WFXX-F	CL AOR	94.3	Chillicothe	1.2	6.4	6 206
WIRL	FS	1290	Peoria	1.4	6.0	7 198
WPEO	REL	1020	Peoria	1.0	1.6	14 97
WWEL	REL	1140	Pekin	0.5	1.3	4 45

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBNQ-F	CHR	101.5	Bloomington	2.6	8.8	45 856
WBWN-F	C	104.1	Leroy	0.7	2.4	36 523
WGN	FS/T	720	Chicago	1.2	3.4	13 267
WJBC	FS	1230	Bloomington	0.7	1.4	39 472
WJPL-F	J	96.5	Farmington	0.5	1.1	2 33
WLS	T	890	Chicago	1.0	2.9	14 267

PEORIA

Consolidation Report	12+	25-54	Revenue
Cromwell WFYR-FM, WGLO-FM, WIXO-FM, WVLE-AM	18.9 %	19.7 %	9.4 %
Kelly WKZW-FM, WOAM-AM, WXCL-FM	17.5 %	9.8 %	22.3 %
	36.4 %	29.5 %	31.7 %

AM Stations

WIRL	1290	5 kw (DA-2)	Full Service	ABC, Westwd	\$<20.00	Christal	Commun. Svc.
WMBD	1470	5 kw (DA-2)	Full Service	CBS	\$37.00	Katz	Midwest TV
WOAM	1350	1 kw (DA-2)	Standards	ABC	\$<20.00	Mc-Guild	Kelly

FM Stations

WBGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	K&P	
WEEK	98.5	6 kw @ 328	Oldies	CNN	\$ NA	—	Eureka
WFXF	94.3	6 kw @ 300	Classic AOR		\$ NA	Mc-Guild	Kelly Chillicothe
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	—	Cromwell Eimwood
WGLO	95.5	7 kw @ 620	Classic AOR		\$22.00	D&R	Cromwell Pekin
WIXO	99.9	1.5 kw @ 584	New Rock		\$ NA	—	Cromwell Bartonville
WPBG	93.3	41 kw @ 551	Oldies		\$26.00	Katz	Midwest TV
WSNT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	Commun. Svc.
WTAZ	102.3	6 kw @ 298	Talk	CBS, Talknt, WW1	\$<20.00	K&P	Morton
WWCT	105.7	33 kw @ 591	AOR		\$52.00	Christal	
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Mc-Guild	Kelly Pekin

Notes: 8/97 WKZW-F changed from CHR to Classic AOR as WFXF-F ("94.3 The Fox") . . . 11/97 WJPL-F (96.5; Farmington) came on the air with a Jazz format

Jim Duncan

Comments: WPBG-F held onto its big Spring share . . . WWCT-F had its third straight down book, to its lowest share in many years . . . WWCT-F has been hurt by the new WIXO-F

PHILADELPHIA

Arbitron Rank: 5	Pop (12+): 4,073,100	Stations: 32 / 24	Last Year's Revenue: \$204,300,000
MSA Rank: 4		Diaries: 4,734/860:1/50.7%	Household Income: \$50,137
MSA Pop: 4,950,000		Sample Target: 4,630	Total Retail Sales: \$45.9 Bil.
DMA: 4		% Below Line: 4.7	#1 Biller: KYW \$26,600,000
Average Persons Rating: 17.8		% Not Listed: 15.0	#1 Billing Portfolio:
Market TSL In Hours: 23.25		Pop per Station: 169,712	CBS \$77,100,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KYW	N	489 / 6.8	6.3	6.3	7.1	7.3	6.6	11786 / 28.9	28.1	30.7	522 / 12945	K	KYW
2	WYSP-F	T/C/L AOR	454 / 6.3	5.3	6.3	5.5	4.8	5.8	7909 / 19.4	17.2	17.4	615 / 10947	K	WYSP-F
3	WBEB-F	AC	430 / 5.9	5.7	6.0	6.2	5.7	6.0	6247 / 15.3	15.1	15.0	475 / 7376	I	WBEB-F
4	WDAS-F	B/AC	399 / 5.5	5.5	4.9	5.4	5.1	5.3	4389 / 10.8	9.7	9.9	454 / 5267	I	WDAS-F
5	WOGL-F	O	365 / 5.0	5.4	5.5	4.5	5.0	5.1	6421 / 15.8	15.7	15.0	468 / 8417	I	WOGL-F
6	WUSL-F	B	341 / 4.7	4.6	5.0	6.2	6.4	5.1	5467 / 13.4	13.6	14.5	468 / 7677	I	WUSL-F
7	WMGK-F	CL HITS	339 / 4.7	4.5	4.4	4.1	4.7	4.4	5696 / 14.0	14.5	12.7	413 / 7415	H	WMGK-F
8	WWDB-F	T	332 / 4.6	4.7	5.0	5.3	4.9	4.9	4322 / 10.6	12.1	11.7	418 / 5664	H	WWDB-F
9	WJZZ-F	J	306 / 4.2	4.2	3.9	4.1	4.3	4.1	4258 / 10.5	10.1	10.7	375 / 5569	G	WJZZ-F
10	WXTU-F	C	271 / 3.7	4.2	4.0	4.4	3.9	4.1	3877 / 9.5	9.3	9.6	365 / 5577	I	WXTU-F
11	WIP	SPRTS	270 / 3.7	3.7	3.4	3.7	3.6	3.6	4627 / 11.4	11.8	11.1	324 / 5650	I	WIP
12	WPEN	ST	260 / 3.6	4.7	4.0	5.0	4.5	4.3	3151 / 7.7	7.8	7.6	270 / 3364	F	WPEN
13	WPHI-F	B	254 / 3.5	4.2	3.9	2.7	1.9	3.6	4262 / 10.5	11.1	8.4	281 / 4858	D	WPHI-F
14	WIOQ-F	CHR	235 / 3.2	4.1	3.6	4.5	4.8	3.9	5525 / 13.6	14.6	17.5	323 / 7900	G	WIOQ-F
15	WMMR-F	AOR	228 / 3.2	3.9	4.5	3.5	3.7	3.8	4996 / 12.3	13.7	12.6	280 / 6658	I	WMMR-F
16	WYXR-F	AC/CHR	217 / 3.0	3.6	3.5	2.6	3.5	3.2	4885 / 12.0	13.0	13.0	265 / 6338	H	WYXR-F
17	WPLY-F	CHR-NR	188 / 2.6	3.3	2.7	2.8	2.6	2.8	4919 / 12.1	12.2	13.0	231 / 6154	G	WPLY-F
18	WXXM-F	AC/CHR	118 / 1.6	2.4	2.6	3.2	3.2	2.5	3053 / 7.5	7.5	8.5	137 / 3621	I	WXXM-F
19	WDAS	G/B	89 / 1.2	1.0	1.2	1.1	0.8	1.1	1024 / 2.5	2.9	2.6	91 / 1071	C	WDAS
20	WPST-F	CHR	83 / 1.1	1.5	1.2	1.4	1.4	1.3	2843 / 7.0	7.2	7.3	135 / 4259	I	WPST-F
21	WHAT	B/T	69 / 1.0	0.9	1.6	1.0	1.4	1.1	950 / 2.3	2.6	2.3	70 / 962	B	WHAT

12+ FM Share (Metro): 78.03 % (4797 of 6148) (Fall 96: 76.54 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WUSL-F <	1 WDAS-F <	1 WDAS-F	1 WBEB-F	1 WBEB-F <	1 WYSP-F >	1 WYSP-F >>	1 WYSP-F >>	1 WYSP-F >	1 WYSP-F >	1 KYW <
2 WPHI-F	2 WBEB-F <	2 WBEB-F	2 WDAS-F >	2 WDAS-F >	2 WUSL-F <	2 WUSL-F	2 WMGK-F <	2 WMGK-F <	2 WIP <	2 WWDB-F >
3 WBEB-F	3 WYXR-F <	WYXR-F	3 WYXR-F <	3 WOGL-F <	3 WPHI-F	3 WMGK-F <	3 WIP	3 WIP	3 WMGK-F	3 WPHI-F <
	WIOQ-F <	4 WUSL-F <	4 WMGK-F <	4 WMGK-F	4 WJZZ-F <	4 WIOQ-F	4 WIP <	WMMR-F	4 WMMR-F	4 WUSL-F <
5 WMGK-F <	5 WMGK-F <	5 WJZZ-F <	5 WUSL-F <	5 WYXR-F <	5 WPLY-F	5 WMMR-F <	5 WUSL-F	5 WUSL-F <	5 WOGL-F	5 WDAS-F
6 WYSP-F <	6 WIOQ-F <	6 WIOQ-F	6 WJZZ-F <	6 WMGK-F	6 WMGK-F <	6 WPHI-F <	6 WPLY-F	6 WDAS-F	6 KYW <	
7 WYXR-F <	7 WPHI-F <	WUSL-F	7 WIOQ-F <	7 KYW	7 WIP	7 WIOQ-F <	7 WDAS-F <	7 WJZZ-F <	7 WDAS-F	
8 WPLY-F	8 WYSP-F	8 WYSP-F	8 WOGL-F <	8 WXTU-F <	8 WDAS-F	8 WPLY-F		8 WOGL-F	WJZZ-F	
	9 WPLY-F		9 WYSP-F							

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WFIL	REL	560	Philadelphia	0.3	1.6	28 709	WBYN-F	REL	107.5	Boyerstown	0.3	1.1	49 852
WPHT	T	1210	Philadelphia	0.7	3.9	59 1896	WJBR-F	AC	99.5	Wilmington, DE	0.4	2.1	103 1968
WURD	REL	900	Philadelphia	0.6	1.1	46 488	WXKW-F	O	101.5	Trenton, NJ	0.9	3.4	178 3337
WWJZ	ST	640	Mt. Holly, NJ	0.4	1.2	36 586	WLEV-F	AC	100.7	Allentown	0.6	1.5	163 2169
							WOR	T	710	New York	0.3	0.8	81 1081
							WRDR-F	ST	104.9	Egg Harbor, NJ	0.8	2.2	140 1941
							WRFY-F	CHR	102.5	Reading	0.3	1.2	118 1950

PHILADELPHIA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	834 (5)	834 (5)	13.6 %	12.2 %	Beasley WTEL-AM, WWDB-FM, WXTU-FM	14.0 %	11.5 %	10.4 %
AOR/Classic/NR	0 (0)	682 (2)	682 (2)	11.1 %	13.0 %	CBS KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM	28.8 %	31.7 %	37.7 %
Black/Urban	69 (1)	994 (3)	1063 (4)	17.3 %	15.7 %	Chancellor WDAS-AM, WDAS-FM, WIOQ-FM, WJJZ-FM, WUSL-FM, WYXR-FM	21.8 %	24.4 %	24.5 %
CHR	0 (0)	528 (4)	528 (4)	8.6 %	8.2 %	Greater Media WMGK-FM, WMMR-FM, WPEN-AM, WXXM-FM	13.1 %	13.1 %	15.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	3.9 %		77.7 %	80.7 %	88.0 %
Country	0 (0)	271 (1)	271 (1)	4.4 %	4.7 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	306 (1)	306 (1)	5.0 %	5.2 %				
News/Talk	563 (3)	332 (1)	895 (4)	14.6 %	15.4 %				
Oldies	0 (0)	772 (3)	772 (3)	12.6 %	7.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	158 (3)	23 (1)	181 (4)	2.9 %	3.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %				
Sports	270 (1)	0 (0)	270 (1)	4.4 %	4.4 %				
Standards	291 (2)	55 (1)	346 (3)	5.6 %	6.4 %				
Totals	1351 (10)	4797 (22)	6148 (32)						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC	\$420.00	Group W CBS
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN	\$50.00	Eastman Chancellor
WHAT	1340	1 kw	Black Talk		\$ NA	—
WIP	610	5 kw (DA-1)	Sports	Westwd	\$170.00	Interep CBS
WPEN	950	5 kw (DA-N)	Standards	Westwd	\$95.00	Mc-Guild Greater Media
WPHT	1210	50 kw	Talk	CBS	\$75.00	CBS CBS

FM Stations

Station	Frequency	Power	Format	Advertiser	Agency	Product
WBEB	101.1	14 kw @ 940	AC		\$211.00	Mc-Guild
WDAS	105.3	16.5 kw @ 873	Black AC	ABC	\$253.00	Eastman Chancellor
WIOQ	102.1	27 kw @ 670	CHR		\$171.00	Banner Chancellor
WJJZ	106.1	22.5 kw @ 740	Jazz		\$120.00	Christal Chancellor
WMGK	102.9	8.5 kw @ 1180	Classic Hits		\$180.00	Allied Greater Media
WMMR	93.3	18 kw @ 827	AOR		\$250.00	Mc-Guild Greater Media
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS	\$254.00	CBS CBS
WPHI	103.9	0.34 kw @ 1000	Black		\$75.00	Mc-Guild Radio One
WPLY	100.3	35 kw @ 600	CHR-New Rock		\$165.00	Allied
WUSL	98.9	18 kw @ 830	Black		\$210.00	Katz Chancellor
WWDB	96.5	17 kw @ 865	Talk	ABC	\$175.00	D&R Beasley
WXTU	92.5	15.5 kw @ 900	Country		\$195.00	D&R Beasley
WXXM	95.7	50 kw @ 500	AC/CHR		\$ NA	Allied Greater Media
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd	\$390.00	Interep CBS
WYXR	104.5	16.5 kw @ 873	AC/CHR		\$185.00	Katz Chancellor

Notes: WPST-F – See Trenton in the Fall 1997 American Radio Small Market Edition . . . 9/97 WFLN-F, after 50 years in the format, dropped Classical for AC/CHR as WXXM-F ("Max 95.7")

Jim Duncan

Comments: Listening levels are steady . . . WUSL-F steadies after recent declines which were caused largely by WPHI-F . . . WXTU-F falls to its lowest share in several years; the same is true of WMMR-F . . . It is so sad to see WFLN-F disappear

PHOENIX

Arbitron Rank: 17 Pop (12+): 2,226,400	Stations: 33 / 32	Last Year's Revenue: \$106,300,000
MSA Rank: 16	Diaries: 3,177/701:1/52.4%	Household Income: \$38,029
MSA Pop: 2,700,000	Sample Target: 3,030	Total Retail Sales: \$27.0 Bil.
DMA: 17	% Below Line: 0.6	#1 Biller: KCWW/KNIX-F \$12,100,000
Average Persons Rating: 16.4	% Not Listed: 15.5	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 69,575	Chancellor \$28,500,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KNIX-F	236 / 6.5	5.9	7.0	6.8	5.7	6.6	3455 / 15.5	14.9	16.2	265 / 4006	I	KNIX-F
2	KTAR	234 / 6.4	5.6	5.5	6.3	7.1	6.0	3935 / 17.7	16.6	19.9	240 / 4144	I	KTAR
3	KOY	193 / 5.3	5.0	5.1	5.0	5.9	5.1	2336 / 10.5	9.9	10.7	211 / 2484	D	KOY
4	KMLE-F	189 / 5.2	5.9	6.0	6.3	6.1	5.8	3030 / 13.6	15.6	16.2	216 / 3470	I	KMLE-F
5	KFYI	188 / 5.2	5.0	5.5	5.4	5.4	5.3	2320 / 10.4	9.9	10.4	201 / 2492	G	KFYI
6	KOOL-F	186 / 5.1	5.4	6.0	4.8	5.4	5.3	3226 / 14.5	16.2	14.7	200 / 3511	G	KOOL-F
7	KUPD-F	180 / 4.9	4.2	4.7	5.1	4.6	4.7	2244 / 10.1	10.0	12.0	190 / 2414	H	KUPD-F
8	KESZ-F	178 / 4.9	4.2	3.8	4.2	4.2	4.3	2743 / 12.3	10.6	11.0	182 / 2894	G	KESZ-F
9	KZZP-F	172 / 4.7	4.4	4.5	3.4	3.6	4.3	3528 / 15.8	14.8	13.9	181 / 3746	F	KZZP-F
10	KKFR-F	155 / 4.3	5.9	4.9	4.7	5.6	4.9	2762 / 12.4	14.5	16.0	172 / 3107	G	KKFR-F
11	KYOT-F	130 / 3.6	3.9	3.1	3.3	3.2	3.5	2010 / 9.0	9.0	8.8	140 / 2248	E	KYOT-F
12	KEDJ-F	128 / 3.5	3.4	3.6	4.0	3.3	3.6	2639 / 11.9	12.7	12.0	141 / 2830	E	KEDJ-F
13	KZON-F	111 / 3.0	3.8	3.7	3.0	3.2	3.4	2291 / 10.3	10.9	10.2	117 / 2390	F	KZON-F
14	KKLT-F	110 / 3.0	2.6	2.9	2.8	3.0	2.8	1982 / 8.9	8.5	9.1	123 / 2139	G	KKLT-F
15	KDKB-F	95 / 2.6	3.8	3.1	3.5	3.6	3.3	1914 / 8.6	9.0	10.0	102 / 2075	G	KDKB-F
16	KSLX-AF	92 / 2.5	2.7	3.2	2.6	3.3	2.8	1914 / 8.6	9.5	10.1	97 / 2090	G	KSLX-AF
18	KPTY-F	87 / 2.4	3.2	2.6	2.9	1.3	2.8	1765 / 7.9	8.3	5.9	104 / 2008	B	KPTY-F
17	KGLQ-F	87 / 2.4	2.1	1.7	1.9	2.5	2.0	1989 / 8.9	6.5	8.8	95 / 2126	E	KGLQ-F
19	KWCY-F	82 / 2.2	1.4	1.9	1.3	1.5	1.7	1554 / 7.0	5.2	5.1	89 / 1707		KWCY-F
20	KVVA-F	42 / 1.2	0.7	1.4	1.3	0.6	1.2	722 / 3.2	3.4	1.8	47 / 750		KVVA-F

12+ FM Share (Metro): 75.97 % (2340 of 3080) (Fall 96: 72.88 %)

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

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KZZP-F >	1 KZZP-F	1 KZZP-F <	1 KNIX-F <	1 KNIX-F	1 KUPD-F >	1 KUPD-F >	1 KUPD-F >	1 KUPD-F >	1 KUPD-F	1 KFYI <
2 KKFR-F <	2 KZON-F	2 KZON-F <	2 KMLE-F	2 KESZ-F <	2 KKFR-F <	2 KEDJ-F >	2 KEDJ-F	2 KEDJ-F <	2 KNIX-F	2 KTAR >
3 KUPD-F	3 KUPD-F	3 KESZ-F <	KESZ-F <	3 KMLE-F	3 KEDJ-F >	3 KZZP-F <	3 KOKB-F <	3 KNIX-F <	3 KOOL-F <	3 KNIX-F
4 KKLT-F	4 KNIX-F <	4 KZZP-F <	4 KNIX-F	4 KOOL-F	4 KZZP-F <	4 KKFR-F <	4 KNIX-F <	4 KDKB-F <	4 KTAR <	4 KKFR-F
KEDJ-F <	5 KKFR-F <	5 KUPD-F	5 KOOL-F	5 KYOT-F <	5 KPTY-F <	5 KZON-F	5 KZZP-F <	5 KMLE-F <	5 KOKB-F	
6 KMLE-F <	6 KKLT-F <	KMLE-F	6 KKLT-F	6 KZZP-F <	6 KZON-F <	KOKB-F	6 KMLE-F <	6 KZZP-F <	KFYI <	
7 KZON-F	7 KMLE-F	KKLT-F	7 KZON-F <	7 KKLT-F	7 KMLE-F	KMLE-F <	7 KZON-F	7 KOOL-F <	7 KESZ-F <	
KNIX-F	KESZ-F	8 KKFR-F >	8 KKFR-F			8 KNIX-F >		8 KZON-F <	8 KMLE-F <	
			9 KYOT-F <						9 KSLX-AF <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBUQ-F	B/AC	105.9	Paradise Valley 0.9 3.0 34 690
KFNN	T	1510	Mesa 0.4 1.2 17 288
KGME	SPRTS	1360	Glendale 0.9 2.6 37 600
KMJK-F	B	106.9	Buckeye 0.5 1.8 18 396
KMVP	SPRTS	860	Phoenix 0.5 2.5 17 559
KMYL-AF	ST	1190	Tolleson 0.4 1.9 17 484
KPHX	SP	1480	Phoenix 0.6 1.6 21 362
KSUN	SP	1400	Phoenix 0.4 1.6 13 350
KXAM	T	1310	Mesa 0.4 1.3 14 294

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAHM-F	EZ	102.1	Prescott 0.6 1.5 54 699

PHOENIX

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	178 (1)	178 (1)	5.8 %	4.8 %	Chancellor	22.2 %	21.5 %	26.6 %
AOR/Classic/NR	1 (1)	605 (6)	606 (7)	19.7 %	20.4 %	KISO-AM, KMLE-FM, KOOL-FM, KOY-AM, KYOT-FM, KZON-FM			
Black/Urban	0 (0)	52 (2)	52 (2)	1.7 %	0.9 %	Jacor, pend.	7.1 %	7.9 %	7.3 %
CHR	0 (0)	414 (3)	414 (3)	13.4 %	11.9 %	KGLQ-FM, KZZP-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	OwensMAC (JOA)	13.6 %	16.4 %	17.1 %
Country	0 (0)	507 (3)	507 (3)	16.5 %	16.1 %	KCWW-AM, KESZ-FM, KNIX-FM, KWCY-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Pulitzer	9.9 %	8.4 %	15.2 %
Hispanic	34 (2)	42 (1)	76 (3)	2.5 %	3.5 %	KKLT-FM, KMVP-AM, KTAR-AM			
Jazz	0 (0)	130 (1)	130 (1)	4.2 %	5.3 %	Sandusky	10.0 %	12.8 %	18.7 %
News/Talk	452 (4)	0 (0)	452 (4)	14.7 %	15.4 %	KDKB-FM, KSLX-AF, KUKQ-AM, KUPD-FM			
Oldies	0 (0)	273 (2)	273 (2)	8.9 %	9.0 %		62.8 %	67.0 %	84.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	133 (2)	133 (2)	4.3 %	4.2 %				
Sports	51 (2)	0 (0)	51 (2)	1.7 %	1.2 %				
Standards	202 (2)	6 (1)	208 (3)	6.8 %	7.1 %				
Totals	740 (11)	2340 (22)	3080 (33)						

AM Stations

KFYI	910	5 kw (DA-N)	Talk	CBS, Westwd	\$88.00	D&R	Broadcast Group	
KOY	550	5 kw/1 kw	Standards	Westwd, CNN	\$55.00	Sentry	Chancellor	
KSLX	1440	1 kw (Days)	See KSLX-F					Scottsdale
KTAR	620	5 kw (DA-N)	News/Talk	ABC	\$174.00	Christal	Pulitzer	

FM Stations

KDKB	93.3	100 kw @ 1540	AOR		\$141.00	Eastman	Sandusky	
KEDJ	106.3	23 kw @ 725	AOR-New Rock		\$84.00	Allied	New Century	Sun City
KESZ	99.9	100 kw @ 1702	AC	AP	\$101.00	CBS	OwensMAC	
KGLQ	96.9	100 kw @ 1560	Classic Hits		\$77.00	Mc-Guild	Jacor, pend.	
KHOT	100.3	90 kw @ 2047	See KEDJ-F					Globe
KKFR	92.3	100 kw @ 1647	CHR/Urban		\$100.00	D&R	Broadcast Group	
KKLT	98.7	100 kw @ 1788	Soft AC		\$114.00	Christal	Pulitzer	
KMLE	107.9	100 kw @ 1736	Country		\$214.00	Sentry	Chancellor	
KNIX	102.5	100 kw @ 1620	Country		\$214.00	Katz	OwensMAC	
KOOL	94.5	100 kw @ 1655	Oldies		\$145.00	Christal	Chancellor	
KPTY	103.9	1.4 kw @ 1345	CHR/Urban		\$ NA	Roslin	New Planet	Gilbert
KSLX	100.7	100 kw @ 1840	Classic AOR		\$110.00	Eastman	Sandusky	
KUPD	97.9	100 kw @ 1620	AOR		\$160.00	Eastman	Sandusky	Tempe
KVVA	107.1	25 kw @ 312	Hispanic		\$ NA	Lotus	Z-Spanish	Apache Junction
KWCY	103.5	62 kw @ 2428	Country		\$35.00	Katz	OwensMAC	Glendale
KYOT	96.5	100 kw @ 1570	Jazz		\$80.00	Sentry	Chancellor	
KZON	101.5	100 kw @ 1740	Prog. AOR	ABC	\$70.00	Sentry	Chancellor	
KZZP	104.7	100 kw @ 1550	CHR/AC		\$85.00	Mc-Guild	Jacor, pend.	

Notes: 7/97 KRIM-F (104.3; Payson) ceased simulcasting KPTY-F & changed to Progressive AOR . . . 8/97 KOAZ-F changed from Jazz to Country as KWCY-F ("Wild Country") . . . 9/97 KBUQ-F sold to New Century for \$6,800,000 . . . 9/97 KHTC-F changed calls to KGLQ-F ("Eagle 96.9"); remains Classic Hits . . . 10/97 KBUQ-F changed from Country to Black AC as "Hot 105.9" . . . 10/97 Nationwide sold these stations to Jacor. KGLQ-F for \$29,000,000; KZZP-F for \$32,000,000 (Stevens) . . . 2/98 KRIM-F (104.3; Payson) changed from AOR to Oldies; KRIM-F will be simulcast on KBZR-F (106.5; Arizona City) . . . 2/98 KHOT-F changed calls to KDDJ-F; remains simulcast of KEDJ-F . . . 2/98 KBUQ-F (105.9) changed calls to KHOT-F; remains Black AC

Jim Duncan

Comments: Listening levels are down slightly . . . At least for the moment, KNIX-F has put some distance between itself and KMLE-F . . . KOOL-F is fading from its strong Spring book . . . KKFR-F has its lowest share in many years . . . KESZ-F is up to its highest share in more than two years

PITTSBURGH

Arbitron Rank: 20 Pop (12+): 2,014,200
 MSA Rank: 19
 MSA Pop: 2,390,000
 DMA: 19
 Average Persons Rating: 16.2
 Market TSL In Hours: 21.75

Stations: 30 / 28
 Diaries: 3,401/592:1/61.5%
 Sample Target: 3,300
 % Below Line: 0.9
 % Not Listed: 12.1
 Pop per Station: 71,936

Last Year's Revenue: \$76,600,000
 Household Income: \$39,726
 Total Retail Sales: \$22.0 Bil
 #1 Biller: KDKA \$12,200,000
 #1 Billing Portfolio:
 Hicks, Muse \$25,650,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KDKA	N/T	405 / 12.4	11.9	13.7	12.2	12.3	12.5	4842 / 24.0	24.9	25.4	457 / 5604	I	KDKA
2	WDVE-F	AOR	300 / 9.2	9.0	8.8	9.0	9.4	9.0	3748 / 18.6	19.6	19.9	389 / 4908	I	WDVE-F
3	WDSY-F	C	241 / 7.4	8.1	8.3	7.3	7.7	7.8	2920 / 14.5	15.3	16.5	284 / 3395	G	WDSY-F
4	WBZZ-F	CHR	212 / 6.5	6.5	7.2	6.3	6.2	6.6	4407 / 21.9	21.3	20.8	245 / 5227	H	WBZZ-F
5	WWSW-AF	O	178 / 5.4	6.3	5.9	5.3	6.2	5.7	3274 / 16.3	16.2	18.3	213 / 3846	H	WWSW-AF
6	WJAS	ST	170 / 5.2	5.0	4.3	4.5	5.6	4.7	1814 / 9.0	8.0	10.0	171 / 1839	C	WJAS
7	WXDX-F	AOR-NR	162 / 5.0	4.8	5.0	5.3	5.0	5.0	3144 / 15.8	15.0	13.3	187 / 3586	C	WXDX-F
8	WSHH-F	SAC	151 / 4.8	4.1	4.4	5.4	4.8	4.6	2294 / 11.4	12.2	12.9	157 / 2499	E	WSHH-F
9	WLTJ-F	SAC	129 / 3.9	3.6	3.7	4.3	3.7	3.9	2310 / 11.5	10.7	10.7	151 / 2768	D	WLTJ-F
10	WJJJ-F	J	114 / 3.5	3.3	3.7	3.8	3.8	3.6	1848 / 8.2	9.1	10.4	117 / 1731	B	WJJJ-F
11	WZPT-F	CL HITS	113 / 3.5	3.1	3.2	2.5	2.6	3.1	2451 / 12.2	11.7	10.4	137 / 2799	D	WZPT-F
12	WAMO-F	B	112 / 3.4	4.0	3.1	3.4	3.1	3.5	1719 / 8.5	7.6	6.7	137 / 2053	D	WAMO-F
13	WTAE	SPRTS	111 / 3.4	3.6	3.5	3.8	4.4	3.6	2460 / 12.2	10.6	14.4	113 / 2501	G	WTAE
14	WVTY-F	AC-NR	105 / 3.2	3.5	3.1	3.3	4.1	3.3	3061 / 15.2	12.2	14.7	110 / 3269	G	WVTY-F
15	WRRK-F	CL AOR	80 / 2.4	2.8	3.1	2.6	2.8	2.7	1741 / 8.6	11.8	11.6	97 / 2197	C	WRRK-F
16	WORD-F	REL	49 / 1.5	0.8	1.2	1.0	1.4	1.1	799 / 4.0	4.4	3.7	56 / 948	WORD-F	
17	WASP-F	C	48 / 1.5	1.0	1.5	1.0	1.1	1.2	817 / 3.1	3.0	2.6	54 / 722	WASP-F	
18	KQV	N	40 / 1.2	1.1	1.0	1.1	1.0	1.1	995 / 4.9	4.1	4.9	41 / 1008	C	KQV

12+ FM Share (Metro): 71.76 % (2063 of 2875) (Fall 96: 70.80 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBZZ-F >>	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 KDKA >>	1 KDKA >	1 KDKA	1 WDVE-F <	1 KDKA >	1 KDKA >
2 WAMO-F	2 WXDX-F <	2 WBZZ-F	2 WDSY-F <	2 WDSY-F	2 WJAS <	2 WDVE-F >	2 WDVE-F	2 KDKA	2 WDVE-F	2 WDSY-F
WXDX-F >>	3 WBZZ-F >	3 WDSY-F <	3 WBZZ-F	3 WWSW-AF <	3 WDSY-F <	3 WDSY-F <	3 WDSY-F	3 WDSY-F	3 WBZZ-F <	3 WDVE-F
4 WDSY-F >	4 WXDX-F	4 WWSW-AF <	4 WBZZ-F	4 WWSW-AF	4 WWSW-AF	4 WBZZ-F	4 WJAS <	4 WBZZ-F	4 WDSY-F	WBZZ-F <
5 WZPT-F <	5 WZPT-F <	5 WXDX-F <	5 KDKA <	5 WDVE-F <	5 WXDX-F <	5 WBZZ-F <	5 WJAS <	WSHH-F <	5 WWSW-AF <	
6 WVTY-F <	6 WWSW-AF	6 WZPT-F <	6 WXDX-F <	6 WSHH-F <	6 WWSW-AF	6 WWSW-AF	6 WWSW-AF	6 WWSW-AF	6 WXDX-F <	6 WJAS
7 WAMO-F	7 WLTJ-F <	7 WSHH-F <	7 WSHH-F <	7 WSHH-F <	7 WRRK-F <	7 WSHH-F <	7 WXDX-F	7 WAMO-F >	7 WDX-F	
	8 WVTY-F	8 WLTJ-F <			8 WSHH-F	8 WSHH-F	8 WLTJ-F			
		WSHH-F	9 KDKA <							

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

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
WAMO	B/IAC	860	Pittsburgh	0.2	1.0	7 218
WBUT	AC	1050	Butler	0.3	0.9	11 197
WBVP	T	1230	Beaver Falls	0.4	1.0	13 216
WESA-F	CHR	98.3	Charleroi	0.5	2.2	18 493
WIXZ	SPRTS	1360	McKeesport	0.4	2.4	14 480
WJPA-F	O	95.3	Washington	0.7	1.1	24 237
WLSW-F	AC	103.9	Scottsdale	0.4	1.0	13 194
WMBS	FS	590	Uniontown	0.9	1.4	29 300

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH	Cume
WQXK-F	C	105.1	Salem, OH	0.4	1.4	98 1223
WRKY-F	C	103.5	Steubenville, OH	0.5	1.8	80 1098

PITTSBURGH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	11 (1)	118 (2)	129 (3)	4.5 %	5.0 %	CBS	29.8 %	25.6 %	36.6 %
AOR/Classic/NR	0 (0)	542 (3)	542 (3)	18.9 %	19.5 %	KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM			
Black/Urban	7 (1)	112 (1)	119 (2)	4.1 %	3.8 %	Frischling	6.3 %	8.5 %	5.8 %
CHR	0 (0)	229 (2)	229 (2)	8.0 %	7.6 %	WLTJ-FM, WRRK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Hicks, Muse	29.7 %	37.2 %	43.5 %
Country	0 (0)	317 (4)	317 (4)	11.0 %	10.9 %	WDVE-FM, WJJJ-FM, WTAE-AM, WVTY-FM, WWSW-AF, WXDX-FM			
Full Service	28 (1)	0 (0)	28 (1)	1.0 %	0.4 %	Renda, pend.	10.2 %	6.5 %	6.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WIXZ-AM, WJAS-AM, WSHH-FM			
Jazz	0 (0)	114 (1)	114 (1)	4.0 %	4.3 %		76.0 %	77.8 %	92.6 %
News/Talk	457 (3)	0 (0)	457 (3)	15.9 %	20.1 %				
Oldies	14 (2)	302 (3)	316 (5)	11.0 %	10.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	49 (1)	49 (1)	1.7 %	1.6 %				
Soft AC/EZ	0 (0)	280 (2)	280 (2)	9.7 %	9.6 %				
Sports	125 (2)	0 (0)	125 (2)	4.3 %	0.5 %				
Standards	170 (1)	0 (0)	170 (1)	5.9 %	6.3 %				
Totals	812 (11)	2063 (19)	2875 (30)						

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Comments
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	Group W CBS
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$35.00	—
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied Renda
WTAE	1250	5 kw (DA-N)	Sports	ABC, Westwd	\$88.00	Katz Hicks, Muse
WWSW	970	5 kw (DA-2)	See WWSW-F			

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Comments
WAMO	106.7	47 kw @ 518	Black	AURN	\$ 70.00	D&R Sheridan Beaver Falls
WASP	94.9	0.2 kw @ 1240	Country		<\$20.00	Dome Oliver
WBZZ	93.7	41 kw @ 547	CHR		\$155.00	Eastman CBS
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman CBS
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal Hicks, Muse
WJJJ	104.7	19 kw @ 794	Jazz		\$45.00	D&R Hicks, Muse
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P Frischling
WORD	101.5	48 kw @ 505	Religion		\$38.00	Salem Salem
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Allied Frischling Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz Renda
WVTY	96.1	44 kw @ 522	AC		\$110.00	Katz Hicks, Muse
WWSW	94.5	50 kw @ 810	Oldies	ABC	\$160.00	Sentry Chancellor
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$ 50.00	Christal Hicks, Muse
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Eastman CBS New Kensington

Notes: 8/97 WIXZ sold to Renda for \$1,250,000 (assumption of liabilities) . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WDVE-F for \$106,000,000; WJJJ-F for \$18,000,000; WTAE for \$12,000,000; WVTY-F for \$21,000,000; WXDX-F for \$24,000,000 . . . 10/97 American Radio Systems sold these stations to CBS: WBZZ-F for \$46,000,000; WDSY-F for \$52,000,000; WZPT-F for \$21,000,000 . . . 11/97 WVTY-F changed from AC to Modern AC (AC-NR) as "The River" . . . 11/97 WPLW (1590; Carnegie) sold to WXVX (1510; Monroeville) for \$80,000 . . . 12/97 WTAE changed from Talk to Sports (just before end of survey period)

Jim Duncan

Comments: Listening levels are down about 6% from last year . . . Although its 12+ shares have been fairly stable, WDSY-F has lost 12% of its cume since Fall 1996 . . . WAMO-F's cume is up 27% versus last year

PORTLAND, ME

Arbitron Rank: 162 Pop (12+): 214,300	Stations: 27 / 19	Last Year's Revenue: \$15,200,000
MSA Rank: 175	Diaries: 909/236:1/54.5%	Household Income: \$43,626
MSA Pop: 253,000	Sample Target: 870	Total Retail Sales: \$3.2 Bil.
DMA: 79	% Below Line: 5.8	#1 Biller: WBLM-F \$3,100,000
Average Persons Rating: 14.4	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 11,279	Saga \$7,750,000

12+ Metro	Format	Fail 97 1/4 Share	Spg 97	Fail 96	Spg 96	Fail 95	12+ Metro Cume / Rtg	Spg 97	Fail 96	12+ TSA AQH / Cume	Revenue Level	
1	WBLM-F	CL AOR	33 / 10.7	9.8	9.6	10.4	486 / 22.7	21.7	20.6	109 / 1615	E	WBLM-F
2	WPOR-F	C	28 / 9.1	9.5	12.0	11.9	404 / 18.9	22.6	21.7	69 / 1033	E	WPOR-F
3	WJBQ-F	CHR	26 / 8.4	6.7	3.3	2.9	483 / 22.8	19.3	11.2	61 / 1082	B	WJBQ-F
	WMGX-F	AC	26 / 8.4	7.3	9.9	10.7	461 / 21.5	21.6	22.7	41 / 789	D	WMGX-F
5	WCYY-FF	AOR-NR	24 / 7.8	7.0	5.1	9.9	372 / 17.4	18.1	14.5	62 / 922	B	WCYY-FF
6	WGAN	FS/T	20 / 6.5	8.3	6.0	7.0	348 / 16.3	16.7	16.4	30 / 530	C	WGAN
7	WYNZ-F	O	18 / 6.2	5.1	5.7	5.2	346 / 16.1	14.8	15.8	31 / 573	B	WYNZ-F
8	WHOM-F	SAC	14 / 4.5	6.3	2.7	5.2	269 / 12.1	14.8	13.3	55 / 1107	D	WHOM-F
9	WLAM	ST	10 / 3.2	2.2	2.7	4.9	119 / 5.8	7.8	8.1	18 / 216	A	WLAM
	WTHT-F	C	10 / 3.2	4.8	3.6	2.6	194 / 9.0	9.2	10.2	50 / 751	B	WTHT-F
11	WCLZ-F	AOR-P	8 / 2.6	3.5	4.8	3.5	181 / 8.4	7.3	10.6	20 / 354	B	WCLZ-F
12	WKZS-F	AC	7 / 2.3	3.2	2.7	2.0	209 / 9.7	10.0	13.1	34 / 600	A	WKZS-F
	WZAN	T	7 / 2.3	3.2	3.6	1.7	166 / 7.3	8.0	9.3	11 / 216	A	WZAN
14	WRED-F	CHR	6 / 1.9	1.9	2.7	1.7	179 / 8.3	9.2	9.9	16 / 363	A	WRED-F
	WLAM-F	ST	6 / 1.9	1.6	0.9	0.3	119 / 5.8	3.3	4.2	10 / 201	*	WLAM-F
16	WPKM-F	CL	5 / 1.6	1.0	2.7	1.5	117 / 5.5	3.2	4.7	6 / 147	A	WPKM-F

12+ FM Share (Metro): 83.96 % (225 of 268) (Fall 96: 82.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBQ-F >>	1 WBLM-F <	1 WBLM-F	1 WMGX-F <	1 WMGX-F <	1 WPOR-F	1 WPOR-F <	1 WBLM-F	1 WJBQ-F	1 WBLM-F	1 WBLM-F <
2 WCYY-FF >>	2 WCYY-FF >	2 WMGX-F	2 WBLM-F >	2 WBLM-F	WGAN	2 WMGX-F	2 WMGX-F	WBLM-F <	2 WJBQ-F	2 WJBQ-F <
3 WBLM-F >>	3 WJBQ-F	3 WCYY-FF	3 WJBQ-F	3 WPOR-F	3 WMGX-F	3 WBLM-F <	3 WPOR-F	3 WCYY-FF <	3 WCYY-FF	3 WPOR-F <
	WMGX-F	4 WJBQ-F	4 WPOR-F	4 WJBQ-F	4 WYNZ-F	4 WGAN	4 WCYY-FF	4 WMGX-F	4 WGAN	4 WCYY-FF >
	5 WPOR-F >	5 WPOR-F	5 WCYY-FF	5 WCYY-FF	5 WBLM-F	5 WJBQ-F	5 WJBQ-F <	5 WPOR-F >	WPOR-F <	5 WMGX-F <
	6 WHOM-F	6 WHOM-F	WHOM-F	WHOM-F	6 WLAM	6 WCYY-FF <	6 WGAN	6 WGAN	6 WHOM-F >	6 WYNZ-F <
		7 WTHT-F	7 WYNZ-F	7 WYNZ-F	7 WHOM-F	7 WYNZ-F	7 WYNZ-F	7 WHOM-F <	7 WMGX-F	7 WGAN
		WYNZ-F	WGAN	8 WTHT-F	8 WJBQ-F	8 WZAN >	8 WHOM-F	8 WYNZ-F		WHOM-F >
			WCLZ-F							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WJBQ-F >	1 WBLM-F	1 WBLM-F	1 WJBQ-F	1 WMGX-F	1 WCYY-FF	1 WCYY-FF	1 WCYY-FF >	1 WBLM-F	1 WBLM-F <	1 WPOR-F >
2 WBLM-F	2 WJBQ-F	2 WJBQ-F	WMGX-F	2 WJBQ-F	2 WBLM-F >>	2 WBLM-F >	2 WBLM-F	2 WCYY-FF	2 WMGX-F >	2 WGAN
WRED-F >>	3 WMGX-F >	3 WMGX-F >>	3 WBLM-F >	3 WBLM-F	3 WTOS-F >>	3 WPOR-F	3 WPOR-F	3 WMGX-F >	3 WCYY-FF	3 WJBQ-F
	4 WCYY-FF	4 WTHT-F	4 WPOR-F	WPOR-F		4 WMGX-F	WMGX-F	4 WPOR-F	4 WPOR-F	4 WMGX-F
	WRED-F	WPOR-F >>	5 WHOM-F	5 WHOM-F		5 WHOM-F	5 WHOM-F >	5 WHOM-F	5 WYNZ-F	WBLM-F
	6 WTHT-F		6 WYNZ-F	6 WYNZ-F		6 WJBQ-F >		6 WCLZ-F	WCLZ-F	WPKM-F
	WPOR-F		WRED-F	7 WTHT-F				WJBQ-F	WGAN	
	WKZS-F >>		WTHT-F						WHOM-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJAE SPRTS 1440 Westbrook	1.3	4.5	5 111

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABK-F O 104.3 Gardiner	0.6	2.3	33 491
WBQQ-F CL 99.3 Kennebunk	1.0	3.4	13 209
WBZ NT 1030 Boston	0.6	2.9	18 275
WMME-F CHR 92.3 Augusta	0.6	3.2	33 670
WQEZ-F EZ 104.7 Kennebunkport	0.6	1.2	4 54
WTOS-F AOR 105.1 Skowhegan	1.3	3.3	33 494
WXGL-F CL HITS 95.5 Topsham	1.0	4.2	5 137

PORTLAND, ME

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	33 (2)	33 (2)	12.3 %	14.9 %	Fuller-Jeffrey	31.4 %	31.1 %	32.7 %
AOR/Classic/NR	0 (0)	69 (5)	69 (5)	25.7 %	24.1 %	WBLM-FM, WCYI-FM, WCYY-FM, WHOM-FM, WJAE-FM, WJBQ-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Lerner	10.6 %	8.4 %	6.5 %
CHR	0 (0)	34 (3)	34 (3)	12.7 %	7.1 %	WKZS-FM, WLAM-AM, WLAM-FM, WTHT-FM, WZOU-AM			
Classical	0 (0)	8 (2)	8 (2)	3.0 %	4.6 %	Saga	31.5 %	35.0 %	50.7 %
Country	0 (0)	38 (2)	38 (2)	14.2 %	18.8 %	WGAN-AM, WMGX-FM, WPOR-AM, WPOR-FM, WYNZ-FM, WZAN-AM			
Full Service	20 (1)	0 (0)	20 (1)	7.5 %	7.1 %		73.5 %	74.5 %	89.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	9 (2)	0 (0)	9 (2)	3.4 %	5.7 %				
Oldies	0 (0)	21 (3)	21 (3)	7.8 %	8.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %				
Soft AC/EZ	0 (0)	16 (2)	16 (2)	6.0 %	3.2 %				
Sports	4 (1)	0 (0)	4 (1)	1.5 %	0.7 %				
Standards	10 (1)	6 (1)	16 (2)	6.0 %	4.3 %				
Totals	43 (5)	225 (20)	268 (25)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Market
WGAN	560	5 kw (DA-2)	Talk/Full Svc	CBS, Talknt	\$27.00	Katz	Saga
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Lerner
WPOR	1490	1 kw	See WPOR-F				Gorham
WZAN	970	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz	Saga

FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Market
WBLM	102.9	100 kw @ 1460	Classic AOR		\$66.00	Katz	Fuller-Jeffrey
WCLZ	98.9	48 kw @ 400	Progressive AOR		\$<20.00	Christal	Brunswick
WCYI	93.9	27.5 kw @ 640	See WCYY-F				Lewiston
WCYY	94.3	11.5 kw @ 482	AOR-NR		\$22.00	Katz	Fuller-Jeffrey
WHOM	94.9	50 kw @ 3743	Soft AC		\$50.00	Christal	Fuller-Jeffrey
WJBQ	97.9	16 kw @ 889	CHR		\$26.00	D&R	Fuller-Jeffrey
WKZS	99.9	50 kw @ 493	AC		\$<20.00	D&R	Lerner
WLAM	106.7	0.81 kw @ 623	See WLAM				Auburn
WMGX	93.1	50 kw @ 443	AC		\$54.00	Mc-Guild	Saga
WPKM	106.3	3 kw @ 300	Classical		\$17.00	Allied	Mariner, pend.
WPOR	101.9	50 kw @ 500	Country	ABC, Westwd	\$64.00	Mc-Guild	Saga
WRED	95.9	3 kw @ 300	CHR		\$<20.00	Roslin	Saco
WTHT	107.5	35 kw @ 610	Country	Westwd	\$20.00	Allied	Lerner
WYNZ	100.9	25 kw @ 328	Oldies	Westwd	\$<20.00	Katz	Saga

Notes: *WLAM-F revenue included with WLAM . . . WBLM-F reclassified from AOR to Classic AOR based on station self-description and audience analysis . . . 12/97
 WPKM-F sold to Mariner for \$1,025,000 (Media Services) . . . 2/98 WPKM-F changed calls to WBQW-F ("W-Bach")

Jim Duncan

Comments: Listening levels are down by 9% versus last year . . . WPOR-F continues to weaken and has its lowest share since the early 1970's . . . WJBQ-F posted its highest share in many years

PORTLAND, OR

Arbitron Rank: 24 Pop (12+): 1,674,400	Stations: 25 / 25	Last Year's Revenue: \$86,100,000
MSA Rank: 27	Diaries: 2,748/609:1/55.6%	Household Income: \$43,680
MSA Pop: 1,770,000	Sample Target: 2,690	Total Retail Sales: \$18.0 Bil.
DMA: 24	% Below Line: 0.0	#1 Biller: KKCW-F \$9,200,000
Average Persons Rating: 15.0	% Not Listed: 16.9	#1 Billing Portfolio: Jacor \$22,400,000
Market TSL In Hours: 20.00	Pop per Station: 66,976	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KKRZ-F	CHR	241 / 9.6	9.5	9.3	7.9	7.8	9.1	3895 / 23.3	21.9	19.7	263 / 4367	G	KKRZ-F
2	KUPL-F	C	181 / 6.4	5.5	5.9	5.5	5.5	5.8	2266 / 13.6	14.6	14.5	196 / 2710	H	KUPL-F
3	KKSN-F	O	159 / 6.3	5.6	5.4	4.6	4.9	5.5	2785 / 16.6	15.0	15.0	171 / 3165	G	KKSN-F
4	KEX	FS	143 / 5.7	4.4	4.8	6.9	6.1	5.4	2524 / 16.1	13.4	13.7	151 / 2767	G	KEX
5	KWJJ-F	C	133 / 5.3	5.1	5.3	6.5	6.7	5.5	2124 / 12.7	13.8	15.3	145 / 2413	H	KWJJ-F
6	KKCW-F	AC	128 / 5.1	6.7	6.1	7.3	6.3	6.3	2068 / 12.4	13.1	13.4	144 / 2236	H	KKCW-F
7	KGON-F	CL AOR	120 / 4.8	5.2	5.2	4.0	4.9	4.8	2412 / 14.4	14.7	13.8	139 / 2815	G	KGON-F
8	KUFO-F	AOR	107 / 4.3	4.7	4.4	4.2	5.1	4.4	1921 / 11.5	11.4	12.4	130 / 2289	G	KUFO-F
9	KEWS	N/T	104 / 4.1	2.6	2.5	2.4	1.9	2.9	1561 / 9.3	5.3	5.4	115 / 1774	C	KEWS
10	KXL	N/T	98 / 3.9	5.5	5.4	6.4	7.4	5.3	1938 / 11.6	12.4	16.2	106 / 2151	G	KXL
11	KINK-F	AOR-P	86 / 3.4	3.4	3.5	3.5	3.8	3.5	1534 / 9.2	9.0	9.6	92 / 1691	G	KINK-F
12	KKRH-F	CL HITS	81 / 3.2	3.1	3.3	2.6	3.3	3.1	1644 / 9.8	9.8	11.1	108 / 2139	E	KKRH-F
13	KKSN	ST	80 / 3.2	2.6	2.9	3.0	3.1	2.9	1046 / 6.2	6.4	7.2	84 / 1115	C	KKSN
14	KNRK-F	AOR-NR	74 / 2.9	3.1	2.9	2.9	2.8	2.9	1786 / 10.7	10.3	10.6	79 / 1895	E	KNRK-F
15	KKJZ-F	J	72 / 2.9	4.5	3.4	3.7	3.1	3.6	1323 / 7.9	7.9	8.0	81 / 1534	E	KKJZ-F
16	KBBT-F	AC-NR	58 / 2.3	3.0	3.6	3.3	3.3	3.1	1718 / 10.3	11.5	9.7	64 / 1851	A	KBBT-F
17	KXL-F	AC	57 / 2.3	2.4	2.3	2.4	2.3	2.3	1387 / 8.3	8.2	7.2	62 / 1495	D	KXL-F
18	KFXX	SPRIS	48 / 1.8	1.9	0.8	1.3	0.9	1.5	892 / 6.3	3.8	3.8	49 / 991	C	KFXX
19	KPDQ-F	REL	38 / 1.5	1.4	1.1	1.9	1.4	1.5	598 / 3.8	4.1	4.4	44 / 787		KPDQ-F
20	KOTK	T	35 / 1.4	1.0	1.1	1.5	1.3	1.2	580 / 3.6	3.5	4.2	35 / 617		KOTK

12+ FM Share (Metro): 72.49 % (1515 of 2090) (Fall 96: 72.79 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRZ-F >>	1 KKRZ-F >	1 KKRZ-F >	1 KKRZ-F <	1 KKS-F <	1 KEX <	1 KKRZ-F	1 KEWS <	1 KKRZ-F	1 KKRZ-F >	1 KKRZ-F >
2 KNRK-F	2 KUFO-F	2 KUPL-F <	2 KGON-F <	2 KUPL-F <	2 KKS-F	2 KEX <	2 KKRZ-F <	2 KKS-F	2 KEX >	2 KKS-F
3 KUFO-F >	3 KUPL-F <	3 KGON-F <	3 KKS-F <	3 KKCW-F <	3 KUPL-F	3 KGON-F	3 KUPL-F <	KUPL-F	3 KWJJ-F	3 KUPL-F
4 KGON-F	4 KKS-F	4 KUPL-F	4 KKRZ-F <	4 KEWS	4 KUPL-F <	4 KKS-F	4 KWJJ-F <	4 KNRK-F	4 KWJJ-F	4 KWJJ-F
5 KNRK-F	5 KUFO-F <	5 KKCW-F	5 KGON-F	5 KKRZ-F <	5 KKCW-F <	5 KKRZ-F <	5 KKCW-F	5 KUFO-F <	5 KEX	5 KEX
6 KWJJ-F	6 KKCW-F <	6 KINK-F <	6 KINK-F <	6 KXL <	6 KKS-F	6 KKS-F	6 KKCW-F	6 KUFO-F <	6 KKS-F	6 KKS-F
7 KWJJ-F	7 KWJJ-F	7 KWJJ-F	7 KWJJ-F	7 KWJJ-F	7 KWJJ-F	7 KXL	7 KGON-F <	7 KGON-F <	7 KUPL-F <	7 KXL <
8 KUFO-F <	8 KUFO-F <	8 KKS-F	8 KKS-F	8 KKS-F	8 KKS-F	8 KKS-F	8 KKRH-F <	8 KEX	8 KEX	8 KUFO-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKRZ-F >>	1 KKRZ-F >	1 KUPL-F <	1 KKRZ-F >	1 KKCW-F <	1 KKRZ-F >	1 KUFO-F	1 KUFO-F >	1 KGON-F <	1 KGON-F	1 KEX >
2 KWJJ-F	2 KUPL-F >	2 KKRZ-F >	2 KUPL-F <	2 KKRZ-F <	2 KUFO-F	2 KKRZ-F	2 KGON-F >	2 KUFO-F <	2 KKS-F <	2 KKRZ-F >
KXL-F	3 KXL-F	3 KKCW-F	3 KKCW-F	3 KUPL-F <	3 KNRK-F	3 KGON-F	3 KKRZ-F	3 KKRZ-F	3 KUFO-F	3 KKCW-F <
4 KNRK-F	4 KKCW-F	4 KGON-F	4 KKS-F <	4 KKS-F	4 KGON-F	4 KNRK-F >	4 KFXX <	4 KKS-F <	4 KUPL-F <	4 KXL
5 KUPL-F	5 KNRK-F	5 KXL-F	5 KWJJ-F	5 KWJJ-F	5 KKRH-F	5 KUPL-F	5 KNRK-F <	5 KKRH-F <	5 KKRH-F	5 KKRH-F
6 KWJJ-F	6 KBBT-F	6 KNRK-F	6 KINK-F	6 KINK-F	6 KUPL-F	6 KKRH-F	6 KUPL-F	6 KUPL-F	6 KEX <	6 KEX <
KBBT-F <	7 KBBT-F	7 KGON-F	7 KGON-F	7 KGON-F	7 KFXX <	7 KKRH-F <	7 KKRH-F <	7 KFXX <	7 KINK-F	7 KINK-F
8 KGON-F	8 KGON-F	8 KXL-F	8 KXL-F	8 KXL-F	8 KXRH-F	8 KWJJ-F	8 KWJJ-F	8 KWJJ-F	8 KKRZ-F <	8 KKRZ-F <

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
KBMS	B	1480	Vancouver, WA	0.6	1.1	14	182
KKEY	T	1150	Portland	0.6	1.3	14	221
KPDQ	REL	800	Portland	0.2	1.0	4	178
KUPL	C	970	Portland	0.9	2.4	24	418
KWIP	SP	880	Dallas, OR	0.6	0.6	15	137

PORTLAND, OR

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	243 (3)	243 (3)	11.6 %	10.1 %	CBS	20.2 %	23.6 %	26.6 %
AOR/Classic/NR	0 (0)	387 (4)	387 (4)	18.5 %	27.4 %	KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM			
Black/Urban	14 (1)	0 (0)	14 (1)	0.7 %	0.6 %	Entercom, pend.	22.2 %	23.9 %	26.2 %
CHR	0 (0)	241 (1)	241 (1)	11.5 %	9.2 %	KFXX-AM, KGON-FM, KKRH-FM, KKSJ-AM, KKSJ-FM, KNRK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	24.5 %	20.8 %	27.2 %
Country	23 (1)	294 (2)	317 (3)	15.2 %	16.0 %	KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM			
Full Service	143 (1)	0 (0)	143 (1)	6.8 %	7.2 %		66.9 %	68.3 %	80.0 %
Hispanic	14 (1)	0 (0)	14 (1)	0.7 %	0.8 %				
Jazz	0 (0)	72 (1)	72 (1)	3.4 %	3.7 %				
News/Talk	251 (4)	0 (0)	251 (4)	12.0 %	12.1 %				
Oldies	0 (0)	240 (2)	240 (2)	11.5 %	5.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	4 (1)	38 (1)	42 (2)	2.0 %	2.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	46 (1)	0 (0)	46 (1)	2.2 %	1.1 %				
Standards	80 (1)	0 (0)	80 (1)	3.8 %	3.7 %				
Totals	575 (11)	1515 (14)	2090 (25)						

AM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Location
KEWS	620	5 kw (DA-N)	News/Talk	ABC, AP	\$27.00	Katz	Jacor
KEX	1190	50 kw (DA-N)	Full Service	ABC	\$110.00	Katz	Jacor
KFXX	1520	50 kw/15 kw (DA-2)	Sports	ABC, CBS, Westwd	\$35.00	D&R	Entercom Oregon City
KKSJ	910	5 kw (DA-2)	Standards	Westwd	\$34.00	Christal	Sinclair Bcst Gp Vancouver, WA
KOTK	1080	50 kw/10 kw (DA-2)	Talk	CNN, Westwd	\$ NA	Sentry	Fisher
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	\$101.00	Mc-Guild	Alexander

FM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Location
KBBT	107.5	6.3 kw @ 1332	AC-New Rock		\$50.00	Katz	CBS Banks
KGON	92.3	100 kw @ 1268	Classic AOR		\$140.00	CBS	Entercom
KINK	101.9	100 kw @ 1674	Progressive AOR		\$117.00	Allied	CBS
KKCW	103.3	100 kw @ 1674	AC		\$148.00	Katz	Jacor Beaverton
KKJZ	106.7	100 kw @ 880	Jazz		\$75.00	Katz	CBS Lake Oswego
KKRH	105.1	100 kw @ 1840	Classic Hits		\$77.00	Christal	Sinclair Bcst Gp Salem
KKRZ	100.3	100 kw @ 1434	CHR		\$120.00	Katz	Jacor
KKSJ	97.1	100 kw @ 1268	Oldies	Westwd	\$118.00	Christal	Sinclair Bcst Gp
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$68.00	CBS	Entercom Camas, WA
KPDQ	93.7	100 kw @ 1268	Religion		\$23.00	Salem	Salem
KUFO	101.1	100 kw @ 1640	AOR		\$110.00	Katz	CBS
KUPL	98.7	37 kw @ 1443	Country	AP	\$155.00	Katz	CBS
KWJJ	99.5	52 kw @ 1268	Country		\$155.00	Banner	Fisher
KXL	95.5	100 kw @ 990	Progressive AOR		\$60.00	Mc-Guild	Alexander

Notes: KOTK revenue included with KWJJ-F . . . 8/97 KOTK changed from Talk to News/Talk as KEWS; some key shows such as Dr. Laura & Rush moved from KEX to KEWS . . . 9/97 KKEY sold for \$345,000 . . . 9/97 KUPL-F moved from 98.5 to 98.7 as a Class C1 to reduce interference with/from KOIN-TV, ch. 6 . . . 9/97 KWJJ changed from Country to Talk as KOTK (after the Summer survey) . . . 10/97 American Radio Systems sold these stations to CBS: KBBT-F for \$22,000,000; KINK-F for \$34,000,000; KKJZ-F for \$24,000,000; KUFO-F for \$38,000,000; KUPL-AM for \$43,000,000 . . . 1/98 KXL-F changed from AC to Progressive AOR . . . 1/98 Sinclair Broadcast Group sold these stations to Entercom: KKRH-F for \$26,300,000; KKSJ for \$4,800,000; KKSJ-F for \$44,400,000 . . . 2/98 FM CP (Class C2; 105.9; Vancouver, WA) sold to Jacor for \$20,600,000

Jim Duncan

Comments: Listening levels are steady . . . KKRZ-F has its eighth consecutive share increase and its highest share in many years . . . KKSJ-F jumped to its highest share in more than two years and leads among 25-54's . . . KEWS (620; the old KOTK) moved over a four share with its fourth consecutive up book . . . KXL is down sharply from last year . . . KKJZ-F fell sharply and has its lowest share in more than two years

PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank: 117 Pop (12+): 354,500	Stations: 42 / 11	Last Year's Revenue: \$11,600,000
MSA Rank: 131	Diaries: 996/356:1/61.7%	Household Income: \$52,566
MSA Pop: 373,000	Sample Target: 790	Total Retail Sales: \$4.5 Bil.
DMA: Boston (#6)	% Below Line: 50.2	#1 Biller: WOKQ-F \$3,800,000
Average Persons Rating: 16.1	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 32,227	Capstar, pend. \$6,520,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WOKQ-F	51 / 8.9	11.8	10.9	11.9	12.4	10.9	742 / 20.9	22.8	18.9	86 / 1150	E
2	WHEB-F	49 / 8.6	10.0	8.4	8.1	10.7	8.8	683 / 19.3	20.9	21.0	53 / 824	E
3	WERZ-F	36 / 6.1	4.3	3.6	4.7	4.7	4.7	696 / 16.8	14.9	14.5	36 / 641	C
4	WBCN-F	26 / 4.6	3.4	2.7	3.1	4.4	3.4	415 / 11.7	10.5	10.1	34 / 543	WBCN-F
5	WZID-F	23 / 4.0	4.3	4.4	4.0	2.5	4.2	368 / 10.3	11.3	10.1	36 / 632	WZID-F
	WRKO	23 / 4.0	3.0	2.7	1.7	3.7	2.9	314 / 8.9	7.9	7.3	24 / 358	WRKO
7	WTSN	22 / 3.8	4.1	4.0	5.0	3.2	4.2	346 / 9.8	8.9	9.5	22 / 361	A
8	WXBB-FF	20 / 3.6	3.6	3.1	2.8	1.7	3.2	366 / 10.3	11.7	9.0	20 / 370	WXBB-FF
9	WBZ	19 / 3.3	2.7	3.5	4.5	3.4	3.5	428 / 12.1	10.3	12.4	27 / 563	WBZ
10	WHOM-F	18 / 3.1	2.9	2.4	2.2	2.4	2.7	388 / 10.9	8.0	8.0	34 / 828	WHOM-F
11	WGIR-F	18 / 2.8	3.0	3.6	3.3	2.0	3.2	338 / 9.5	7.9	10.3	34 / 609	WGIR-F
12	WODS-F	16 / 2.6	2.5	2.4	2.4	2.5	2.5	292 / 8.2	9.0	7.4	15 / 307	WODS-F
13	WAAF-F	13 / 2.3	0.5	1.6	2.2	1.5	1.7	224 / 6.3	3.3	4.5	23 / 313	WAAF-F
14	WBYY-F	12 / 2.1	2.5	1.3	1.0	1.0	1.7	189 / 5.3	4.0	3.3	14 / 235	WBYY-F
	WQSO-F	12 / 2.1	1.4	1.6	1.0	1.3	1.5	267 / 7.2	5.6	6.2	14 / 293	WQSO-F
	WXKS-F	12 / 2.1	2.9	2.6	2.2	2.0	2.5	408 / 11.6	11.0	10.0	14 / 451	WXKS-F
	WXRV-F	12 / 2.1	2.9	3.3	1.7	2.5	2.5	229 / 6.6	7.4	8.0	23 / 328	WXRV-F
	WKLB-F	12 / 2.1	0.9	0.5	1.0	0.3	1.1	168 / 4.7	2.0	1.7	12 / 193	WKLB-F

12+ FM Share (Metro): 81.93 % (417 of 509) (Fall 96: 82.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERZ-F	1 WHEB-F	1 WHEB-F >	1 WHEB-F >	1 WHEB-F	1 WOKQ-F >	1 WHEB-F <	1 WHEB-F	1 WOKQ-F	1 WERZ-F	1 WOKQ-F >
WXKS-F	2 WERZ-F <	2 WERZ-F	2 WOKQ-F <	2 WOKQ-F >	2 WHEB-F <	2 WOKQ-F	2 WOKQ-F	2 WHEB-F	2 WOKQ-F <	2 WHEB-F
3 WJMN-F	3 WBCN-F	WOKQ-F	3 WERZ-F	3 WERZ-F	3 WTSN <	3 WBCN-F <	3 WERZ-F	3 WERZ-F >	3 WHEB-F	3 WERZ-F
WAAF-F >	4 WOKQ-F >>	4 WBCN-F	4 WZID-F	4 WZID-F	4 WRKO	4 WTSN <	4 WRKO <	4 WZID-F <	4 WBZ	4 WRKO <
	5 WAAF-F	5 WZID-F	5 WXBB-FF <	5 WXBB-FF <	5 WBZ	5 WERZ-F	5 WZID-F <	5 WRKO	5 WAAF-F <	5 WBCN-F <
	WJMN-F	WXBB-FF	6 WBCN-F	6 WBCN-F	6 WHOM-F <	6 WZID-F	6 WXBB-FF <	6 WBCN-F	6 WJMN-F	6 WBZ <
							7 WBCN-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WERZ-F	1 WERZ-F >	1 WERZ-F >	1 WERZ-F	1 WERZ-F	1 WBCN-F	1 WHEB-F <	1 WHEB-F	1 WHEB-F >	1 WHEB-F >	1 WBZ >>
2 WHEB-F	2 WHEB-F >	2 WHEB-F	2 WHEB-F	2 WZID-F <	2 WHEB-F	2 WBCN-F	2 WOKQ-F	2 WBCN-F	2 WOKQ-F >	2 WERZ-F
WOKQ-F >	3 WOKQ-F	3 WZID-F >	3 WZID-F	3 WOKQ-F <	3 WCYY-F	3 WOKQ-F >	3 WBCN-F >	3 WOKQ-F >	3 WBCN-F >	WOKQ-F >
4 WAAF-F	4 WZID-F	WOKQ-F	4 WHEB-F >	4 WOKQ-F	4 WAAF-F	4 WXRV-F	4 WGIR-F	4 WGIR-F	4 WODS-F	
WJMN-F >>	5 WJMN-F	5 WXBB-FF >	5 WXBB-FF	5 WAAF-F	5 WGIR-F				WGIR-F	
				WJMN-F	WCYY-F					

PORTSMOUTH-DOVER-ROCHESTER

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	51 (7)	51 (7)	10.0 %	13.2 %
AOR/Classic/NR	0 (0)	157 (11)	157 (11)	30.8 %	27.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	60 (4)	60 (4)	11.8 %	11.8 %
Classical	0 (0)	12 (3)	12 (3)	2.4 %	3.5 %
Country	0 (0)	63 (2)	63 (2)	12.4 %	13.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	1.9 %
News/Talk	70 (4)	0 (0)	70 (4)	13.8 %	12.2 %
Oldies	0 (0)	41 (4)	41 (4)	8.1 %	7.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	30 (2)	30 (2)	5.9 %	4.1 %
Sports	7 (1)	0 (0)	7 (1)	1.4 %	1.4 %
Standards	15 (3)	0 (0)	15 (3)	2.9 %	4.7 %
Totals	92 (8)	417 (34)	509 (42)		

Consolidation Report	12+	25-54	Revenue
Capstar, pend. WCQL-AM, WERZ-FM, WHEB-FM, WMYF-AM, WQSO-FM, WXHT-FM, WZNN-AM	20.3 %	22.3 %	56.2 %
Fuller-Jeffrey WOKQ-FM, WXBB-FM, WXBP-FM	12.4 %	13.5 %	35.8 %
	32.7 %	35.8 %	92.0 %

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WMYF	ST	1540	Exeter	1.4	1.9	8 68
WXHT-F	AC	95.3	York Ctr., ME	1.2	6.5	8 254
WZNN	ST	930	Rochester	0.9	2.7	6 125

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBLM-F	AOR	102.9	Portland, ME	0.9	5.6	19 458
WBMX-F	AC	98.5	Boston	0.7	4.2	5 168
WBOQ-F	CL	104.9	Gloucester, MA	0.3	2.0	3 73
WBOS-F	AOR-P	92.9	Brookline, MA	0.9	3.7	5 134
WBQQ-F	CL	99.3	Kennebunk	0.7	1.1	12 144
WCRB-F	CL	102.5	Boston	1.0	4.1	7 154
WCYY-F	AOR-NR	94.3	Biddeford, ME	1.4	3.6	20 304
WEEI	SPRTS	850	Boston	1.2	5.0	9 191
WEGQ-F	CL HITS	93.7	Lawrence, MA	1.7	6.7	11 245
WFEA	ST	1370	Manchester	0.3	1.0	5 61
WGIR	N/T	610	Manchester	1.0	2.1	9 128
WJBQ-F	CHR	97.9	Portland	0.3	1.6	19 316
WJMN-F	CHR	94.5	Boston	1.9	8.8	13 395
WJYY-F	AC/CHR	105.5	Concord	0.7	1.2	16 270
WMJX-F	AC	106.7	Boston	1.0	4.0	7 180
WQLL-F	O	96.5	Oxford	0.7	1.5	5 87
WROR-F	AC	105.7	Frammingham, MA	0.7	3.1	4 111
WSJZ-F	J	96.9	Boston	0.5	2.7	4 108
WXLO-F	AC	104.5	Fitchburg, MA	0.5	2.9	3 138
WZLX-F	CL AOR	100.7	Boston	0.5	3.0	8 130

AM Stations

WTSN	1270	5 kw (DA-2)	Talk	ABC, Talknl, Westwd	\$20.00	—	WBYY-F
------	------	-------------	------	---------------------	---------	---	--------

FM Stations

WBYY	98.7	6 kw @ 315	Soft AC	\$ NA	—	WTSN	Somersworth
WERZ	107.1	5.2 kw @ 351	CHR	\$40.00	Mc-Guild	Capstar, pend.	Exeter
WHEB	100.3	50 kw @ 459	AOR	\$42.00	Sentry	Capstar	
WOKQ	97.5	50 kw @ 492	Country	\$66.00	Mc-Guild	Fuller-Jeffrey	
WQSO	96.7	3 kw @ 328	Oldies	\$ NA	Mc-Guild	Capstar, pend.	Rochester
WXBB	105.3	2.2 kw @ 371	Classic AOR	\$12.00	Mc-Guild	Fuller-Jeffrey	Kittery
WXBP	102.1	3 kw @ 328	See WXBB-F				Hampton
WXHT	95.3	1.35 kw @ 682	AC	\$18.00	Sentry	Capstar	York Ctr., ME

Notes: 9/97 WSRI-F changed from AC to Oldies as WQSO-F . . . 11/97 WERZ-F/WQSO-F sold by American Radio Systems to Capstar for \$5,500,000 (MVP) . . . 12/97 WMYF/WZNN sold by American Radio Systems to Capstar for \$500,000 (MVP)

Jim Duncan

Comments: Listening levels are steady . . . WERZ-F recorded its highest share in many years . . . WOKQ-F fell out of double figures for the first time since 1989

PROVIDENCE

Arbitron Rank: 31	Pop (12+): 1,264,000	Stations: 42 / 23	Last Year's Revenue: \$37,900,000
MSA Rank: 63		Diaries: 1,808/699:1/50.7%	Household Income: \$42,376
MSA Pop: 903,000		Sample Target: 1,760	Total Retail Sales: \$6.8 Bil.
DMA: 46		% Below Line: 18.5	#1 Biller: WHJY-F \$6,000,000
Average Persons Rating: 16.7		% Not Listed: 10.4	#1 Billing Portfolio:
Market TSL In Hours: 22.00		Pop per Station: 54,957	Citadel \$12,100,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WWLI-F	SAC	166 / 7.9	7.5	7.6	8.8	8.1	7.9	2342 / 18.5	17.7	17.5	183 / 2640	F	WWLI-F
2	WHJY-F	AOR	153 / 7.3	7.7	6.1	6.9	8.1	7.0	2114 / 16.7	17.6	20.5	168 / 2418	G	WHJY-F
3	WWBB-F	O	128 / 6.1	6.5	7.1	6.2	6.0	6.5	2053 / 16.2	18.7	15.8	138 / 2280	E	WWBB-F
4	WCTK-F	C	127 / 6.0	4.5	3.8	5.3	4.3	4.9	1658 / 12.3	9.7	10.6	137 / 1795	C	WCTK-F
5	WPRO	T	112 / 5.3	5.4	4.2	4.2	4.4	4.8	1774 / 14.0	13.9	12.5	114 / 1816	D	WPRO
	WPRO-F	CHR	112 / 5.3	5.6	7.8	5.7	6.5	6.1	2399 / 18.0	22.3	21.9	117 / 2637	F	WPRO-F
7	WSNE-F	AC	97 / 4.6	5.1	5.5	5.1	6.0	5.1	1794 / 14.2	15.4	17.1	108 / 2120	E	WSNE-F
8	WWKX-FF	CHR	87 / 4.1	3.7	3.6	4.9	4.1	4.1	1698 / 13.4	12.3	11.2	89 / 1766	C	WWKX-FF
	WHJJ	N/T	87 / 4.1	3.1	3.4	3.3	4.6	3.5	1126 / 8.9	8.1	9.5	87 / 1133	D	WHJJ
10	WWRX-F	CL AOR	81 / 3.8	3.4	3.8	3.7	3.5	3.7	1886 / 14.9	13.1	14.3	126 / 2677	E	WWRX-F
11	WBRU-F	AOR-NR	71 / 3.4	3.0	2.8	3.6	2.6	3.2	1827 / 14.5	13.5	12.1	82 / 2110	C	WBRU-F
12	WFHN-F	CHR	63 / 3.0	1.7	1.9	1.0	1.1	1.9	755 / 6.0	5.6	4.4	69 / 909		WFHN-F
13	WLKW	ST	61 / 2.9	0.5	0.4	0.4	0.3	1.0	889 / 7.0	1.8	1.5	64 / 918		WLKW
14	WCRB-F	CL	52 / 2.5	2.2	1.9	1.2	1.6	1.9	919 / 7.3	5.1	5.4	68 / 1197		WCRB-F
15	WXEX-F	AOR-NR	46 / 2.2	2.1	1.7	2.1	2.3	2.0	1033 / 8.2	9.3	9.4	61 / 1268		WXEX-F

12+ FM Share (Metro): 78.23 % (1477 of 1888) (Fall 96: 76.75 %)

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

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

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WARV	REL	1590	Warwick	0.6 1.9 13 275
WBSM	T	1420	New Bedford, MA	1.2 2.2 25 294
WHKK-F	CL HITS	100.3	Middletown	1.0 4.6 23 591
WHTB	T	1400	New Bedford	0.5 0.7 10 82
WJFD-F	E	97.3	New Bedford, MA	0.3 0.8 8 155
WNRJ	T	1380	Woonsocket	0.4 1.3 8 165
WPMZ	SP	1110	E. Providence	0.7 1.1 15 136
WSAR	T	1480	Fall River, MA	0.4 1.4 8 191

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAAF-F	AOR-NR	107.3	Worcester, MA	1.6 4.6 65 1003		
WBCN-F	AOR	104.1	Boston	1.5 5.8 66 1632		
WBMX-F	AC	98.5	Boston	1.1 4.8 45 1072		
WBOS-F	AOR-P	92.9	Brookline, MA	0.7 3.3 30 950		
WBZ	N/T	1030	Boston	1.9 6.0 93 1677		
WCIB-F	CL AOR	101.9	Falmouth, MA	0.9 2.4 42 618		
WEEI	SPRTS	850	Boston	0.9 2.4 42 705		
WJMN-F	CHR	94.5	Boston	2.0 9.6 77 1936		
WMJX-F	AC	106.7	Boston	0.6 2.1 50 955		
WNLC-F	ST	98.7	E. Lyme, CT	0.3 0.9 27 311		
WODS-F	O	103.3	Boston	1.1 4.8 59 1259		
WPLM-F	J	99.1	Plymouth, MA	0.9 3.0 29 626		
WRKO	T	680	Boston	0.6 1.7 47 773		
WROR-F	AC	105.7	Frammingham, MA	0.5 1.8 34 704		
WSJZ-F	J	96.9	Boston	0.4 1.1 12 229		
WXKS-F	CHR	107.9	Medford	0.4 2.7 36 1044		
WZLX-F	CL AOR	100.7	Boston	0.5 3.1 37 853		

PROVIDENCE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	144 (4)	144 (4)	7.6 %	9.7 %	Back Bay WAKX-FM, WLKW-AM, WWKX-FM	7.0 %	2.8 %	4.6 %
AOR/Classical/NR	0 (0)	461 (9)	461 (9)	24.4 %	26.2 %	Citadel WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM, WXEX-FM	21.7 %	21.2 %	35.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Clear Channel WWBB-FM, WWRX-FM	9.9 %	13.1 %	18.5 %
CHR	0 (0)	313 (6)	313 (6)	16.6 %	14.8 %	Hicks, Muse WHJJ-AM, WHJY-FM, WSNE-FM	16.0 %	17.7 %	31.4 %
Classical	0 (0)	52 (1)	52 (1)	2.8 %	1.8 %				
Country	0 (0)	127 (1)	127 (1)	6.7 %	6.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	15 (1)	0 (0)	15 (1)	0.8 %	0.0 %				
Jazz	0 (0)	27 (2)	27 (2)	1.4 %	0.8 %		54.7 %	54.8 %	90.1 %
News/Talk	303 (8)	0 (0)	303 (8)	16.0 %	15.7 %				
Oldies	0 (0)	173 (3)	173 (3)	9.2 %	8.2 %				
Others/Unknown	0 (0)	7 (1)	7 (1)	0.4 %	0.5 %				
Religion/Gospel	13 (1)	0 (0)	13 (1)	0.7 %	0.6 %				
Soft AC/EZ	0 (0)	166 (1)	166 (1)	8.8 %	8.9 %				
Sports	19 (1)	0 (0)	19 (1)	1.0 %	1.2 %				
Standards	61 (1)	7 (1)	68 (2)	3.6 %	5.3 %				
Totals	411 (12)	1477 (29)	1888 (41)						

AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00	Katz	Hicks, Muse
WLKW	550	1 kw/0.5 kw (DA-N)	Standards			Christal	Back Bay
WPRO	630	5 kw (DA-N)	Talk	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel

FM Stations

WAKX	102.7	1.95 kw @ 226	See WWKX-F				Narragansett Pier
WBRU	95.5	20 kw @ 440	New Rock		\$45.00	--	
WCTK	98.1	47 kw @ 510	Country		\$50.00	D&R	Hall New Bedford
WFHN	107.1	2.4 kw @ 348	CHR		\$ NA	Mc-Guild	Spring Fairhaven, MA
WHJY	94.1	50 kw @ 440	AOR		\$114.00	D&R	Hicks, Muse
WHKK	100.3	3.9 kw @ 236	Classic Hits		\$ NA	Katz	Citadel Middletown
WPRO	92.3	39 kw @ 551	CHR		\$80.00	Mc-Guild	Citadel
WSNE	93.3	29.8 kw @ 619	AC		\$75.00	D&R	Hicks, Muse Taunton
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Clr Chnl	Clear Channel
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$45.00	Christal	Back Bay Woonsocket
WWLI	105.1	50 kw @ 500	Soft AC		\$85.00	Allied	Citadel
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$65.00	Clr Chnl	Clear Channel Westerly
WXEX	99.7	2.3 kw @ 535	New Rock		\$44.00	Katz	Citadel Wakefield

Notes: WCRB-F -- See Boston ... 9/97 SFX sold these stations to the Hicks, Muse interests: WHJJ for \$10,000,000; WHJY-F for \$46,000,000; WSNE-F for \$26,000,000 ... 10/97 WLKW (790) changed from Standards to Sports as WSKO ("The Score"); the WLKW format & calls moved to the 550 (ex-WPNW) ... 10/97 WDFG-F changed to Classic Hits as "The Hawk" ... 11/97 WDFG-F changed calls to WHKK-F ... 12/97 WDFG-F changed calls to WXEX-F ("99.7 X") ... 1/98 WHIM (1450) changed from Classic Country to Disney's Children's format

Jim Duncan

Comments: Listening levels are steady ... Country WCYK-F has risen to its highest levels in many years ... WPRO-F is in a downward trend after peaking in the Spring book

PUEBLO

Arbitron Rank: 238 Pop (12+): 109,600	Stations: 21 / 8	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 649/169:1/50.2%	Household Income: \$38,871
MSA Pop: NA	Sample Target: 610	Total Retail Sales: \$1.2 Bil
DMA: Colorado Springs (#97)	% Below Line: 44.9	#1 Biller: NA
Average Persons Rating: 14.4	% Not Listed: 12.0	#1 Billing Portfolio: NA
Market TSL In Hours: 19.75	Pop per Station: 13,700	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 KCCY-F	C	21 / 13.3	18.8		17.3		271 / 24.8	33.6		83 / 1131	KCCY-F
KKMG-F	CHR	21 / 13.3	12.7		10.3		324 / 28.6	27.3		90 / 1412	KKMG-F
3 KDZA-F	O	18 / 10.1	7.2		8.7		254 / 23.2	19.2		20 / 369	KDZA-F
4 KKFM-F	AOR/CL	15 / 9.5	6.1		7.0		162 / 14.8	14.5		72 / 1044	KKFM-F
5 KCSJ	T	9 / 5.7	5.0		7.0		143 / 13.0	14.2		12 / 211	KCSJ
KGHF	ST/FS	9 / 5.7	5.5		6.5		110 / 10.0	10.7		13 / 175	KGHF
7 KILO-F	AOR	7 / 4.4	3.3		4.3		162 / 13.9	11.3		55 / 774	KILO-F
8 KNKN-F	SP	5 / 3.2	4.4		1.6		86 / 7.8	10.2		6 / 112	KNKN-F
KVUU-F	AC	5 / 3.2	3.3		0.3		126 / 11.5	12.1		37 / 921	KVUU-F
KOA	T/FS	5 / 3.2	2.2		3.8		96 / 8.7	6.3		40 / 794	KOA
11 KKLI-F	AC	4 / 2.5	1.7		2.7		67 / 6.1	6.1		32 / 493	KKLI-F
KRMX	SP	4 / 2.5	1.7		2.2		45 / 4.1	4.3		8 / 101	KRMX

12+ FM Share (Metro): 79.14 % (110 of 139) (Fall 96: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKMG-F >>	1 KKMG-F >>	1 KKFM-F	1 KKFM-F	1 KCCY-F	1 KCCY-F <	1 KCCY-F >	1 KCCY-F <	1 KKMG-F	1 KKMG-F >>	1 KCCY-F <
2 KCCY-F >>	2 KILO-F	KKMG-F <	2 KCCY-F	KKFM-F	2 KOZA-F	2 KKMG-F	2 KKMG-F <	2 KCCY-F	2 KOZA-F	2 KKMG-F
	KCCY-F	3 KCCY-F >	3 KKMG-F	3 KOZA-F	3 KKFM-F	3 KCSJ <	3 KOZA-F	3 KKFM-F <	KKFM-F	3 KKFM-F
	4 KKFM-F >>	4 KOZA-F	4 KOZA-F >	KKMG-F >>	4 KGHF	4 KOZA-F <	4 KKFM-F	4 KOZA-F >	4 KCCY-F	4 KOZA-F >
		5 KILO-F >	5 KILO-F >	5 KILO-F	KCSJ >	5 KKFM-F >	5 KGHF	5 KGHF <	5 KNKN-F	5 KGHF
		6 KVUU-F		6 KCSJ	6 KOA	6 KGHF <	6 KCSJ >	6 KILO-F	6 KCSJ	6 KNKN-F
				KNKN-F		7 KILO-F			KILO-F	7 KCSJ

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKMG-F >>	1 KKMG-F >>	1 KKMG-F >>	1 KKMG-F >	1 KCCY-F	1 KILO-F	1 KILO-F	1 KILO-F	1 KKFM-F	1 KKFM-F	1 KCSJ
2 KCCY-F >>	2 KCCY-F >	2 KILO-F	2 KCCY-F	KKMG-F	KKMG-F >>	KKMG-F	KKMG-F	2 KCCY-F >	2 KCCY-F >	2 KOZA-F
3 KILO-F	3 KILO-F >>	KDZA-F	3 KKFM-F	3 KKFM-F	3 KKFM-F >	3 KKFM-F >	3 KKFM-F >	3 KOZA-F	3 KOZA-F	3 KKMG-F
	KVUU-F >>	KNKN-F	4 KOZA-F	KDZA-F >>	4 KCCY-F >>	4 KCCY-F >>	4 KCCY-F >>	4 KOZA-F	4 KKMG-F	KCCY-F >>
		KKFM-F	5 KVUU-F >	5 KNKN-F				KILO-F >>	5 KOA	
		KVUU-F	KCCY-F >>	KCSJ					KILO-F >	
				KVUU-F >>						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	9 (2)	9 (2)	6.5 %	11.0 %
AOR/Classic/NR	0 (0)	22 (2)	22 (2)	15.8 %	15.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	21 (1)	21 (1)	15.1 %	11.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	26 (3)	26 (3)	18.7 %	21.5 %
Full Service	14 (2)	0 (0)	14 (2)	10.1 %	11.7 %
Hispanic	4 (1)	5 (1)	9 (2)	6.5 %	4.3 %
Jazz	0 (0)	3 (1)	3 (1)	2.2 %	0.0 %
News/Talk	11 (3)	0 (0)	11 (3)	7.9 %	8.0 %
Oldies	0 (0)	18 (2)	18 (2)	12.9 %	11.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (2)	3 (2)	2.2 %	1.8 %
Soft AC/EZ	0 (0)	3 (1)	3 (1)	2.2 %	3.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	29 (6)	110 (15)	139 (21)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KKPC	N/T	1230	Pueblo 0.6 2.1 1 28
KYZX-F	C	104.5	Pueblo 1.9 3.9 9 137

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBIQ-F	REL	102.7	Manitou Springs 1.3 2.8 10 209
KGFT-F	REL	100.7	Pueblo 0.6 2.6 13 276
KHOW	T	630	Denver 0.6 2.2 9 147
KKCS-F	C	101.9	Colorado Springs 1.3 4.0 57 796
KRDO-F	SAC	95.1	Colorado Springs 1.9 4.8 28 484
KSKX-F	J	105.5	Security 1.9 3.9 25 434
KSPZ-F	O	92.9	Colorado Springs 1.3 5.5 30 597

PUEBLO

Consolidation Report	12+	25-54	Revenue
Acker, pend. KFEL-AM, KNKN-FM, KRMX-AM	5.7 %	5.5 %	%
Local KCSJ-AM, KGHF-AM, KYZX-FM	13.3 %	7.7 %	%
McCoy KCCY-FM, KDZA-FM	23.4 %	25.5 %	%
	42.4 %	38.7 %	%

AM Stations

KCSJ	590	1 kw (DA-2)	Talk	CBS, Westwd	\$ NA	—	KGHF/KYZX-F
KGHF	1350	5 kw/1 kw (DA-N)	Standards/Full Svc.	Westwd, AP, ABC	\$ NA	Allied	KCSJ/KYZX-F
KRMX	690	0.25 kw/0.024 kw	Hispanic		\$ NA	—	Acker, pend.

FM Stations

KCCY	96.9	72 kw @ 2280	Country	ABC	\$ NA	Mc-Guild	McCoy
KDZA	107.9	100 kw @ 240	Oldies	Westwd	\$ NA	Eastman	McCoy
KNKN	107.1	3 kw @ 312	Hispanic		\$ NA	—	Acker
KYZX	104.5	50 kw @ 345	Country	ABC	\$ NA	Allied	KGHF/KCSJ

Notes: This is Pueblo's first Fall Arbitron . . . Other ranked stations – See Colorado Springs or Denver . . . 10/97 KRMX sold to Acker for \$171,500

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

RALEIGH-DURHAM

Arbitron Rank: 48 Pop (12+): 896,300	Stations: 28 / 21	Last Year's Revenue: \$50,000,000
MSA Rank: 56	Diaries: 2,065/434:1/56.0%	Household Income: \$45,067
MSA Pop: 1,030,000	Sample Target: 2,060	Total Retail Sales: \$11.3 Bil.
DMA: 30	% Below Line: 7.2	#1 Biller: WRAL-F \$7,300,000
Average Persons Rating: 15.0	% Not Listed: 23.9	#1 Billing Portfolio: Hicks, Muse \$20,000,000
Market TSL in Hours: 19.75	Pop per Station: 42,681	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WQOK-F	124 / 9.2	7.6	9.4	9.3	8.5	8.9	1576 / 17.6	18.3	16.0	207 / 2585	F	WQOK-F
2	WDCG-F	98 / 7.3	8.4	7.8	8.6	8.0	8.0	2125 / 23.7	23.5	23.3	149 / 3122	G	WDCG-F
3	WRAL-F	88 / 6.6	6.3	6.3	7.4	7.2	6.6	2043 / 22.8	20.3	22.7	159 / 3566	H	WRAL-F
4	WPTF	75 / 5.6	6.6	6.3	6.3	6.1	6.2	1193 / 13.3	14.2	13.2	96 / 1559	F	WPTF
5	WQDR-F	74 / 5.5	4.8	5.7	6.0	6.2	5.5	1175 / 13.1	13.7	15.2	160 / 2463	F	WQDR-F
6	WRDU-F	71 / 5.3	6.0	7.1	6.9	5.8	6.3	1456 / 16.2	18.1	16.2	136 / 2375	G	WRDU-F
7	WKIX-F	70 / 5.2	5.5	5.3	5.6	5.8	5.4	1159 / 12.9	14.1	14.7	119 / 2017	E	WKIX-F
8	WTRG-F	67 / 5.0	5.3	6.3	5.5	5.2	5.5	1392 / 15.5	16.8	17.6	136 / 2401	G	WTRG-F
9	WFXC-FF	65 / 4.8	7.1	4.7	5.7	6.1	5.6	973 / 10.9	9.8	12.2	114 / 1641	E	WFXC-FF
10	WRSN-F	58 / 4.3	4.4	4.2	3.8	3.2	4.2	1290 / 14.4	13.4	11.7	86 / 1987	D	WRSN-F
11	WZZU-F	41 / 3.1	1.8	2.2	2.5	2.5	2.4	689 / 7.7	9.9	7.4	52 / 909	C	WZZU-F
12	WJMH-F	32 / 2.4	2.5	2.9	1.8	1.8	2.4	555 / 6.2	7.2	6.4	51 / 860		WJMH-F
13	WPCM-F	16 / 1.2	1.3	1.3	0.9	1.9	1.2	353 / 3.9	4.7	4.9	60 / 1006		WPCM-F
14	WKTC-F	16 / 1.2	1.1	1.2	1.1	1.1	1.2	296 / 3.3	3.7	4.5	51 / 1015		WKTC-F
15	WSRC	15 / 1.1	0.7	0.9	0.8	1.3	0.9	196 / 2.2	1.8	1.8	16 / 223		WSRC

12+ FM Share (Metro): 85.70 % (875 of 1021) (Fall 96: 83.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >	1 WQOK-F <	1 WQOK-F <	1 WQOK-F	1 WQOK-F	1 WPTF	1 WDCG-F	1 WPTF	1 WQOK-F	1 WQOK-F >>	1 WQOK-F >>
2 WJMH-F >>	2 WDCG-F >	2 WDCG-F	2 WDCG-F <	2 WRDU-F	2 WTRG-F <	2 WRAL-F <	2 WRAL-F	2 WDCG-F	2 WFXC-FF	2 WKIX-F <
	3 WRDU-F	3 WRAL-F <	3 WRDU-F <	WDCG-F <	3 WQDR-F <	3 WRDU-F <	WDCG-F <	3 WRAL-F	3 WDCG-F	3 WDCG-F <
	4 WRAL-F	4 WRDU-F	4 WRAL-F	4 WRAL-F <	4 WRAL-F <	4 WQOK-F	4 WQOK-F	4 WQDR-F	4 WJMH-F	4 WRAL-F
	5 WKIX-F	5 WKIX-F <	5 WFXC-FF <	5 WFXC-FF	5 WFXC-FF	5 WPTF <	5 WQDR-F <	WTRG-F <	5 WRAL-F <	WQDR-F <
	6 WQDR-F <	6 WQDR-F <	6 WQDR-F	6 WTRG-F	6 WKIX-F <	6 WQDR-F	6 WTRG-F <	6 WRDU-F <	6 WPTF	6 WFXC-FF <
	7 WRSN-F <	7 WFXC-FF <	WKIX-F <	7 WQDR-F	7 WQOK-F	7 WKIX-F <	7 WKIX-F <	7 WKIX-F	WQDR-F	7 WPTF <
	8 WZZU-F <	8 WRSN-F	8 WRSN-F <	WKIX-F	WRSN-F	8 WFXC-FF <	8 WRDU-F	8 WFXC-FF <	WRSN-F <	8 WTRG-F
		9 WTRG-F <	9 WTRG-F	9 WRSN-F		9 WTRG-F	WRSN-F	9 WRSN-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQOK-F	1 WQOK-F <	1 WDCG-F <	1 WQOK-F	1 WRAL-F <	1 WDCG-F	1 WRDU-F	1 WRDU-F >	1 WRDU-F	1 WRDU-F	1 WPTF
2 WDCG-F >	2 WDCG-F >	2 WQOK-F >	2 WDCG-F	2 WQOK-F <	2 WQOK-F	2 WDCG-F <	2 WQOK-F <	2 WQOK-F <	2 WQOK-F	WQOK-F <
3 WRAL-F >>	3 WRAL-F >	3 WRAL-F	3 WRAL-F >	3 WDCG-F <	3 WRDU-F	3 WQOK-F >	3 WDCG-F >	3 WDCG-F	3 WDCG-F <	3 WFXC-FF >
4 WKIX-F	4 WKIX-F <	4 WRSN-F	4 WKIX-F	4 WKIX-F	4 WKIX-F	4 WQDR-F	4 WQDR-F >	4 WQDR-F	4 WQDR-F <	4 WQDR-F <
5 WRSN-F	5 WRSN-F	5 WFXC-FF	WRSN-F	WRSN-F <	5 WZZU-F	5 WKIX-F <	5 WFXC-FF	5 WKIX-F <	5 WFXC-FF	5 WFXC-FF
	6 WFXC-FF <	WKIX-F	6 WFXC-FF	6 WFXC-FF	6 WQDR-F	6 WZZU-F <	WKIX-F	6 WRAL-F <	WTRG-F	
	7 WRDU-F	7 WRDU-F	7 WZZU-F	7 WTRG-F <	WRAL-F	7 WRAL-F <	WRAL-F	7 WTRG-F <	7 WRAL-F	7 WPTF <
			8 WQDR-F		WJMH-F >	8 WJMH-F	WZZU-F	8 WFXC-FF	8 WPTF	WKIX-F <
			WTRG-F >							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAUG	B/G	750	New Hope	0.7 1.4 9 126
WDNC	N/T	620	Durham	0.8 3.3 12 324
WDUR	B/G	1490	Durham	0.8 1.2 11 122
WHLQ-AF	C	102.5	Louisburg	0.9 1.2 13 132
WMPM	C	1270	Smithfield	0.7 0.8 12 99
WRBZ	T	850	Raleigh	0.7 2.7 11 295

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WHSI-F	C	100.3	High Point	0.4 1.3 16 350
WKRR-F	AOR/CL	92.3	Asheboro	0.7 2.6 41 533
WQMG-F	B/A/C	97.1	Greensboro	0.8 2.7 34 581
WRCQ-F	AOR	103.5	Dunn	1.0 4.2 57 1083
WZFX-F	B	99.1	Whiteville	0.5 3.1 120 1648

RALEIGH-DURHAM

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	146 (2)	146 (2)	14.3 %	13.7 %	Clear Channel	18.0 %	19.8 %	19.4 %
AOR/Classic/NR	0 (0)	95 (3)	95 (3)	9.3 %	8.6 %	WDUR-AM, WFXC-FM, WFXK-FM, WQOK-FM, WZZU-FM			
Black/Urban	0 (0)	239 (6)	239 (6)	23.4 %	24.5 %	Curtis	17.5 %	16.3 %	25.2 %
CHR	0 (0)	98 (1)	98 (1)	9.6 %	10.1 %	WCHL-AM, WKIX-FM, WKTC-FM, WPTF-AM, WQDR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Hicks, Muse	21.9 %	25.7 %	40.0 %
Country	16 (2)	189 (6)	205 (8)	20.1 %	20.8 %	WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM			
Full Service	75 (1)	0 (0)	75 (1)	7.3 %	7.6 %		57.4 %	61.8 %	84.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	20 (2)	0 (0)	20 (2)	2.0 %	2.1 %				
Oldies	0 (0)	67 (1)	67 (1)	6.6 %	9.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	35 (3)	41 (1)	76 (4)	7.4 %	2.2 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	146 (8)	875 (20)	1021 (28)						

AM Stations

WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS	\$76.00	Mc-Guild	Curtis
WSRC	1410	5 kw/0.29 kw	Black Gospel	AURN	\$ NA	Savalli	Willis

FM Stations

WDCG	105.1	100 kw @ 1040	CHR	ABC	\$125.00	Allied	Hicks, Muse
WFXC	107.1	2.6 kw @ 500	Black AC	ABC	\$64.00	Eastman	Clear Channel
WFXK	104.3	100 kw @ 981	See WFXC-F				Tarboro
WKIX	96.1	100 kw @ 985	Country	Westwd	\$62.00	Mc-Guild	Curtis
WKTC	96.9	100 kw @ 984	Country		\$26.00	D&R	Curtis
WQDR	94.7	100 kw @ 1680	Country	Westwd	\$83.00	Mc-Guild	Curtis
WQDK	97.5	100 kw @ 981	Black	ABC	\$75.00	D&R	Clear Channel
WRAL	101.5	100 kw @ 1821	AC/CHR		\$150.00	Katz	Capitol
WRDU	106.1	100 kw @ 1350	AOR	Source	\$101.00	Allied	Hicks, Muse
WRSN	93.9	100 kw @ 1270	AC		\$55.00	Allied	Hicks, Muse
WTRG	100.7	100 kw @ 1968	Oldies	ABC	\$100.00	Allied	Hicks, Muse
WZZU	103.9	7.9 kw @ 577	Black Gospel		\$ NA	Eastman	Clear Channel

Notes: Other ranked stations – See Greensboro-Winston Salem . . . 8/97 WDNC ended its LMA by WRAL; began LMA by Curtis; changed from Sports to News/Talk/ Sports . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WDCG-F for \$45,000,000; WRDU-F for \$50,000,000; WRSN-F for \$20,000,000; WTRG-F for \$41,000,000 . . . 9/97 WZZU-F changed from Classic Hits to Black Gospel . . . 1/98 The WKIX-F calls & format moved to WKTC-F; the 96.1 changed to AOR as WBBB-F ("96 Rock")

Jim Duncan

Comments: Listening levels have risen slightly . . . WRDU-F fell back from its strong Spring performance

RENO

Arbitron Rank: 130 Pop (12+): 302,100	Stations: 22 / 21	Last Year's Revenue: \$14,000,000
MSA Rank: 161	Diaries: 735/411:1/50.5%	Household Income: \$46,564
MSA Pop: 303,000	Sample Target: 690	Total Retail Sales: \$3.8 Bil.
DMA: 120	% Below Line: 0.8	#1 Biller: KBUL-F \$2,400,000
Average Persons Rating: 16.6	% Not Listed: 11.4	#1 Billing Portfolio: Citadel \$4,900,000
Market TSL In Hours: 22.25	Pop per Station: 14,386	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KKOH	N/T	60 / 12.0	11.1	10.3	9.1	572 / 18.9	19.7	17.6	86 / 924	C	KKOH
2	KBUL-F	C	48 / 9.6	11.3	8.2	14.1	671 / 22.2	22.3	21.7	69 / 1022	D	KBUL-F
3	KNEV-F	AC	31 / 6.2	4.7	5.8	8.4	491 / 16.2	17.0	15.1	41 / 666	B	KNEV-F
4	KDOT-F	AOR	29 / 5.8	3.0	4.3	5.9	431 / 14.3	9.9	12.5	53 / 705	B	KDOT-F
5	KRNO-F	AC	28 / 5.6	4.5	7.9	5.9	393 / 13.0	9.7	13.2	42 / 545	C	KRNO-F
6	KLCA-F	AC-NR	26 / 5.2	4.3	2.6	1.7	481 / 15.9	16.6	5.9	27 / 523	A	KLCA-F
7	KOZZ-F	CL AOR	24 / 4.8	6.2	5.2	5.9	385 / 12.7	12.5	12.9	36 / 653	C	KOZZ-F
	KCBN	ST	24 / 4.8	4.1	3.0	3.6	214 / 7.1	7.4	6.8	26 / 246		KCBN
	KRZQ-F	AOR-NR	24 / 4.8	4.7	5.6	3.4	449 / 14.8	14.9	16.9	40 / 692	B	KRZQ-F
10	KWNZ-F	CHR	21 / 4.2	5.3	9.5	6.1	480 / 15.9	15.6	17.7	40 / 742	C	KWNZ-F
11	KODS-F	O	20 / 4.0	6.4	5.4	4.2	438 / 14.5	13.6	14.9	29 / 619	C	KODS-F
12	KTHX-F	AOR-P	18 / 3.6	3.8	5.6	3.2	221 / 7.3	8.1	9.0	33 / 378	B	KTHX-F
13	KSRN-F	ST/EZ	17 / 3.4	4.1	4.7	3.0	195 / 6.4	6.9	6.4	17 / 230		KSRN-F
14	KNHK-F	CL HITS	15 / 3.0	6.8			301 / 10.0	15.6		27 / 474		KNHK-F
15	KPLY	SPRTS	14 / 2.8	1.9	3.4	3.4	182 / 6.0	5.9	8.1	15 / 215		KPLY
16	KRNV-F	N/T	13 / 2.6	3.0	2.4	2.1	225 / 7.5	9.3	7.4	14 / 244		KRNV-F

12+ FM Share (Metro): 72.52 % (322 of 444) (Fall 96: 77.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNZ-F >>	1 KDOT-F >	1 KBUL-F	1 KBUL-F	1 KBUL-F <	1 KKOH >	1 KKOH >	1 KKOH	1 KBUL-F	1 KKOH >	1 KBUL-F <
2 KRZQ-F	2 KRZQ-F	2 KNEV-F <	2 KNEV-F <	2 KKOH	2 KBUL-F	2 KBUL-F	2 KBUL-F >	2 KKOH	2 KNEV-F	2 KKOH
KLCA-F >	KBUL-F <	3 KDOT-F	3 KKOH <	3 KNEV-F	3 KCBN	3 KRZQ-F	3 KRNO-F <	3 KNEV-F <	3 KRNO-F	3 KNEV-F <
4 KLCA-F	4 KLCA-F <	4 KOZZ-F	4 KOZZ-F	4 KNEV-F	4 KDOT-F	4 KOZZ-F <	4 KLCA-F	4 KBUL-F <	4 KCBN	4 KCBN
5 KNEV-F <	5 KOZZ-F	5 KLCA-F <	5 KRNO-F	5 KNEV-F <	5 KNEV-F <	5 KDOT-F <	5 KRNO-F <	5 KWNZ-F	5 KDOT-F	5 KDOT-F
6 KOZZ-F	KKOH <	6 KDOT-F	6 KDOT-F	6 KODS-F <	6 KOZZ-F	6 KCBN <	6 KDOT-F	6 KDOT-F	6 KDOT-F	6 KDOT-F
7 KRNO-F	7 KRZQ-F	7 KRNO-F	7 KRNO-F	7 KSRN-F <	7 KRNO-F	7 KRNO-F	7 KLCA-F	7 KWNZ-F	7 KLCA-F	7 KODS-F <
	8 KRNO-F	8 KTHX-F	8 KTHX-F	8 KTHX-F	8 KTHX-F		8 KNEV-F	8 KOZZ-F	8 KSRN-F	8 KSRN-F <
				9 KODS-F				9 KTHX-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 KDOT-F	1 KDOT-F <	1 KBUL-F	1 KBUL-F >	1 KBUL-F >	1 KDOT-F	1 KDOT-F	1 KDOT-F	1 KOZZ-F	1 KKOH	1 KKOH >>
KRZQ-F >	2 KBUL-F >	2 KDOT-F	2 KNEV-F <	2 KRNO-F	KRZQ-F	2 KOZZ-F	2 KOZZ-F >	2 KDOT-F	2 KOZZ-F >	2 KSRN-F
3 KLCA-F	3 KRZQ-F	3 KRNO-F	3 KRNO-F	3 KNEV-F	3 KLCA-F >	3 KRZQ-F	3 KRNO-F	3 KLCA-F	3 KKOH	3 KBUL-F <
KNEV-F	KLCA-F	4 KLCA-F	4 KDOT-F	4 KKOH >	4 KOZZ-F	4 KLCA-F	KNEV-F	KLCA-F <	4 KDOT-F	4 KRNO-F
KBUL-F >	5 KRNO-F	5 KNEV-F	5 KLCA-F	5 KODS-F	KWNZ-F	5 KNEV-F	KRZQ-F	5 KNEV-F <	5 KNEV-F <	5 KNEV-F <
	KNEV-F >	6 KWNZ-F	6 KKOH	KDOT-F	KNEV-F	6 KDOT-F	6 KDOT-F	6 KRZQ-F <	6 KRZQ-F <	6 KRZQ-F <
	7 KWNZ-F	7 KNHK-F	7 KRZQ-F	7 KTHX-F	7 KTHX-F	7 KTHX-F	7 KTHX-F	7 KBUL-F	7 KBUL-F	7 KBUL-F
	8 KNHK-F	8 KRZQ-F >	8 KODS-F	8 KODS-F	8 KODS-F	8 KODS-F	8 KODS-F	8 KODS-F	8 KODS-F	8 KODS-F
			9 KNHK-F	9 KNHK-F		9 KXEQ				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
KHIT	C	630	Reno	0.8	1.9	5	96				
KHWG-F	C	107.7	Kings Beach, CA	0.8	2.9	4	108				
KPTL	O	1300	Carson City	0.6	2.0	3	59				
KQLO	SP	920	Reno	1.6	3.8	9	115				
KXEQ	SP	1340	Reno	1.8	2.9	9	88				
				KZZF-F	AOR-P	102.9	S. Lk. Tahoe, CA	0.8	4.9	5	208

RENO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	85 (3)	85 (3)	19.1 %	8.9 %	Americom, pend. KCBN-AM, KLCA-FM, KODS-FM, KPLY-AM, KRNO-FM, KWNZ-FM	26.6 %	24.0 %	29.6 %
AOR/Classic/NR	0 (0)	99 (5)	99 (5)	22.3 %	25.4 %	Citadel KBUL-FM, KKOH-AM, KNEV-FM, KZSR-FM	27.8 %	27.7 %	35.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Lotus KDOT-FM, KHIT-AM, KOZZ-FM, KPTT-AM	11.4 %	12.8 %	20.4 %
CHR	0 (0)	21 (1)	21 (1)	4.7 %	10.6 %	Salt, pend. KRZQ-FM, KTHX-FM	8.4 %	8.6 %	7.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	4 (1)	52 (2)	56 (3)	12.6 %	13.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	17 (2)	0 (0)	17 (2)	3.8 %	2.4 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	60 (1)	13 (1)	73 (2)	16.4 %	14.3 %				
Oldies	3 (1)	35 (2)	38 (3)	8.6 %	6.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	14 (1)	0 (0)	14 (1)	3.2 %	3.9 %				
Standards	24 (1)	17 (1)	41 (2)	9.2 %	8.7 %				
Totals	122 (7)	322 (15)	444 (22)				74.2 %	73.1 %	92.6 %

AM Stations

Station	Time	Power	Format	Ownership	Notes
KCBN	1230	820 w	Standards	Westwd	\$<20.00 Allied Americom, pend.
KKOH	780	50 kw (DA-N)	News/Talk	ABC	\$36.00 Mc-Guild Citadel
KPLY	1270	5 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$<20.00 Eastman Americom Sparks

FM Stations

Station	Freq	Power	Format	Ownership	Notes
KBUL	98.1	76 kw @ 2273	Country	\$53.00 Mc-Guild Citadel	Carson
KDOT	104.5	25 kw @ 2929	AOR	\$<20.00 Christal Lotus	
KLCA	100.9	6 kw @ 203	Modern AC	\$<20.00 Allied Americom	Sparks
KNEV	95.5	60 kw @ 2270	AC	Westwd \$24.00 Mc-Guild Citadel	
KNHK	92.9	45 kw @ 2654	Classic Hits	\$ NA —	Citadel
KODS	103.7	6.3 kw @ 2985	Oldies	\$33.00 Allied Americom	Camelion Bay, CA
KOZZ	105.7	75 kw @ 2178	Classic AOR	Source \$45.00 D&R Lotus	
KRNO	106.9	37 kw @ 2988	AC	\$29.00 Allied Americom, pend.	
KRNV	101.7	11 kw @ 492	News/Talk	AP, CNN \$<20.00 Katz	
KRZQ	96.5	4 kw @ 2965	AOR-New Rock	\$<20.00 Allied Salt, pend.	Tahoe City
KSRN	92.1	4.1 kw @ 390	Standards/EZ	CNN \$20.00 —	Sparks
KTHX	100.1	0.76 kw @ 2955	Progressive AOR	\$<20.00 Allied Salt, pend.	Incline Village
KWNZ	97.3	87 kw @ 2112	CHR	ABC \$32.00 D&R Americom, pend.	Carson City

Notes: 1/98 KLCA-F 100.9 & KRZQ-F 96.5 swapped facilities . . . 1/98 KRZQ-F/KTHX-F were sold by Americom to Salt (Scott Seidenstricker) for \$2,700,000 . . . 1/98 KCBN/KRNO-F/KWNZ-F (+ \$21,000,000) swapped by Capstar to Americom for Americom's Fresno stations (KEZL-F/KFSO-AF/KTHT-F)

Jim Duncan

Comments: Listening levels are up slightly . . . KKOH has its third consecutive up book and its highest share in three years . . . KNHK-F fell off sharply from its debut book . . . KLCA-F shows steady increases

RICHMOND

Arbitron Rank: 56 Pop (12+): 787,200	Stations: 25 / 24	Last Year's Revenue: \$37,800,000
MSA Rank: 62	Diaries: 2,102/375:1/53.9%	Household Income: \$43,898
MSA Pop: 940,000	Sample Target: 1,980	Total Retail Sales: \$10.0 Bil.
DMA: 54	% Below Line: 0.4	#1 Biller: WKHK-F \$6,100,000
Average Persons Rating: 15.9	% Not Listed: 11.2	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 32,800	Clear Channel \$16,400,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WKHK-F	129 / 10.3	10.8	12.9	10.4	11.2	11.1	1519 / 19.3	22.7	20.8	149 / 1824	G WKHK-F
2	WCDX-F	123 / 9.8	11.0	10.7	9.9	10.6	10.4	1391 / 17.7	18.9	17.8	137 / 1607	F WCDX-F
3	WTVR-F	118 / 9.4	9.7	8.0	9.7	8.4	9.2	1661 / 21.1	18.4	18.1	131 / 1866	F WTVR-F
4	WRVA	104 / 8.3	7.6	7.6	9.4	8.7	8.2	1484 / 18.8	18.6	18.8	112 / 1657	F WRVA
5	WPLZ-F	80 / 6.4	5.0	4.7	4.8	6.3	5.2	1080 / 13.7	12.7	13.4	86 / 1216	C WPLZ-F
6	WRVQ-F	75 / 6.0	6.7	5.7	6.2	5.3	6.1	1628 / 19.4	20.2	18.4	91 / 1861	E WRVQ-F
7	WSMJ-F	58 / 4.6	4.2	3.8	5.3	5.8	4.5	869 / 10.9	10.8	12.2	58 / 867	B WSMJ-F
8	WBZU-F	55 / 4.4	3.1	3.3	3.8	4.5	3.6	929 / 11.8	11.3	12.7	66 / 1234	C WBZU-F
9	WMXB-F	50 / 4.0	5.4	6.2	6.0	5.0	5.4	1274 / 16.2	17.8	13.0	65 / 1590	E WMXB-F
10	WRXL-F	49 / 3.9	4.3	4.9	5.2	4.3	4.6	928 / 11.8	12.6	12.7	59 / 1186	E WRXL-F
11	WKLR-F	45 / 3.6	2.9	3.2	2.7	2.6	3.1	886 / 11.2	10.1	9.6	51 / 1063	C WKLR-F
12	WSOJ-F	43 / 3.4	3.5	2.8	2.7	2.2	3.1	660 / 8.4	6.6	5.5	47 / 703	A WSOJ-F
13	WVGO-F	41 / 3.3	3.2	3.7	2.9	2.8	3.3	782 / 9.9	10.1	8.8	51 / 1004	C WVGO-F
14	WREJ	26 / 2.1	0.8	0.9	0.8	1.6	1.2	266 / 3.4	2.1	2.4	27 / 288	A WREJ
15	WRNL	23 / 1.8	1.3	1.2	1.0	1.3	1.3	503 / 6.4	4.1	4.9	23 / 529	WRNL
16	WTVR	18 / 1.4	1.9	1.9	1.8	1.9	1.8	304 / 3.9	3.5	4.2	18 / 304	A WTVR
	WXGI	18 / 1.4	1.5	1.3	2.4	1.7	1.7	269 / 3.4	2.8	3.8	20 / 299	WXGI
18	WGCV	14 / 1.1	1.2	1.6	0.7	0.9	1.2	142 / 1.8	2.6	1.9	14 / 157	WGCV

12+ FM Share (Metro): 78.80 % (877 of 1113) (Fall 96: 79.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCDX-F >>	1 WCDX-F >	1 WCDX-F	1 WTVR-F <	1 WTVR-F <	1 WRVA	1 WRVA	1 WTVR-F	1 WKHK-F	1 WCDX-F >	1 WCDX-F <
2 WRVQ-F	2 WRVQ-F <	2 WTVR-F <	2 WKHK-F <	2 WKHK-F	2 WKHK-F <	2 WKHK-F	2 WKHK-F <	2 WTVR-F	2 WKHK-F <	2 WKHK-F
3 WBZU-F	3 WKHK-F	3 WKHK-F	3 WCDX-F	3 WCDX-F	3 WTVR-F >	3 WCDX-F <	3 WRVA	3 WCDX-F >	3 WRVA	3 WPLZ-F
4 WPLZ-F >	WBZU-F	4 WPLZ-F <	4 WPLZ-F <	4 WPLZ-F <	4 WSMJ-F <	4 WTVR-F >	4 WCDX-F >	4 WPLZ-F <	WPLZ-F	4 WTVR-F
	5 WTVR-F	5 WRVQ-F	5 WRVQ-F	5 WSMJ-F <	5 WPLZ-F	5 WRVQ-F	5 WRVQ-F	5 WRVQ-F	5 WRVQ-F	5 WRVA
	6 WRXL-F <	6 WRXL-F <	6 WKLR-F	6 WRVQ-F <	6 WCDX-F <	6 WPLZ-F <	6 WSMJ-F <	6 WRVA	6 WTVR-F <	6 WSMJ-F <
	7 WPLZ-F	7 WMXB-F	WSMJ-F <	7 WKLR-F	7 WVGO-F	7 WKLR-F	7 WPLZ-F	7 WBZU-F <	7 WBZU-F	7 WRVQ-F
		WBZU-F <	8 WMXB-F	8 WMXB-F		WMXB-F	8 WMXB-F <	8 WSMJ-F	8 WSMJ-F	
		9 WKLR-F <	WRXL-F <	WRXL-F <				WRXL-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 WCOX-F	1 WCDX-F <	1 WRVQ-F <	1 WTVR-F	1 WTVR-F >	1 WCDX-F >>	1 WCDX-F	1 WBZU-F	1 WCDX-F	1 WKHK-F	1 WCDX-F
2 WRVQ-F >	2 WRVQ-F	2 WCDX-F	2 WCDX-F	2 WKHK-F <	2 WBZU-F	2 WBZU-F <	WRXL-F <	2 WKHK-F <	2 WKLR-F <	2 WRVA >
3 WTVR-F	3 WTVR-F	3 WTVR-F	3 WRVQ-F <	3 WCDX-F	3 WRXL-F	3 WRXL-F	3 WCDX-F	3 WRXL-F	3 WRXL-F <	3 WKHK-F
4 WKHK-F	4 WKHK-F	4 WKHK-F	4 WKHK-F	4 WRVQ-F	WPLZ-F	4 WKHK-F	4 WKHK-F	4 WKLR-F <	4 WCDX-F	4 WRVQ-F
5 WPLZ-F	5 WPLZ-F	WPLZ-F >	5 WPLZ-F <	5 WPLZ-F	5 WKHK-F >	5 WKLR-F	WKLR-F >	5 WPLZ-F	5 WPLZ-F	WPLZ-F
	WBZU-F	6 WMXB-F <	6 WMXB-F	6 WSMJ-F		6 WPLZ-F	6 WMXB-F	WBZU-F >	6 WTVR-F <	6 WTVR-F <
	WMXB-F >>	7 WBZU-F >	7 WSMJ-F	7 WMXB-F <				7 WTVR-F <	7 WRVA	
				8 WSOJ-F				8 WVGO-F <	WSMJ-F <	
									9 WBZU-F <	

Other Rated Stations				Metro Cume Share	Rating	TSA AQH	Cume
WCLM	B/O	1450	Highland Springs	0.8	2.1	10	162
WDYL-F	REL	105.7	Chester	0.5	2.1	7	176
WFTH	B/G	1590	Richmond	0.6	2.0	9	182
WLEE	T	1320	Richmond	0.4	1.4	5	109
WVNZ	N	990	Richmond	0.5	2.1	6	165
WZOD	O	1290	Colonial Heights	0.3	0.9	4	67

Other Rated Stations--Outside Market				Metro Cume Share	Rating	TSA AQH	Cume
WXEZ-F	SAC	94.1	Yorktown	0.4	1.0	21	215

RICHMOND

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	50 (1)	50 (1)	4.5 %	5.7 %	Clear Channel	30.8 %	28.4 %	42.8 %
AOR/Classic/NR	0 (0)	104 (2)	104 (2)	9.3 %	10.4 %	WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM			
Black/Urban	10 (1)	246 (3)	256 (4)	23.0 %	22.3 %	Hicks, Muse	22.3 %	24.0 %	34.2 %
CHR	0 (0)	75 (1)	75 (1)	6.7 %	4.1 %	WBZU-FM, WKHK-FM, WKLR-FM, WMXB-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local, pend.	8.8 %	10.7 %	3.6 %
Country	18 (1)	129 (1)	147 (2)	13.2 %	16.8 %	WREJ-AM, WSOJ-FM, WVGO-FM			
Full Service	104 (1)	0 (0)	104 (1)	9.3 %	9.5 %	Sinclair Communications	21.9 %	22.1 %	18.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM			
Jazz	0 (0)	58 (1)	58 (1)	5.2 %	6.6 %		83.8 %	85.2 %	99.2 %
News/Talk	11 (2)	0 (0)	11 (2)	1.0 %	0.6 %				
Oldies	4 (1)	86 (2)	90 (3)	8.1 %	6.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	48 (3)	6 (1)	54 (4)	4.9 %	4.3 %				
Soft AC/EZ	0 (0)	123 (2)	123 (2)	11.1 %	9.5 %				
Sports	23 (1)	0 (0)	23 (1)	2.1 %	1.5 %				
Standards	18 (1)	0 (0)	18 (1)	1.6 %	2.6 %				
Totals	236 (11)	877 (14)	1113 (25)						

AM Stations

Station	Power	Time	Format	Revenue	Company	Notes
WGCV	1240	1 kw	Black Gospel	\$ NA	Mc-Guild	Sinclair Commun. Petersburg
WREJ	1540	10 kw (Days, DA)	Religion	\$<20.00	—	WSOJ-FWVGO-F
WRNL	910	5 kw/1.5 kw (DA-N)	Sports	Westwd, CBS, 1/1 \$21.00	Clr Chnl	Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	CBS, ABC \$80.00	Mc-Guild	Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	ABC \$<20.00	Katz	Clear Channel
WXGI	950	5 kw/0.057 kw	Country	Westwd \$<20.00	—	

FM Stations

Station	Freq	Power	Format	Revenue	Company	Notes
WBZU	106.5	7.6 kw @ 1234	AOR-New Rock	\$39.00	Banner	Hicks, Muse
WCDX	92.1	4.5 kw @ 771	Black	\$95.00	Allied	Sinclair Commun. Mechanicsville
WKHK	95.3	17.5 kw @ 394	Country	\$125.00	Banner	Hicks, Muse Colonial Heights
WKLR	96.5	50 kw @ 492	Classic Hits	\$45.00	Mc-Guild	Hicks, Muse Williamsburg
WMXB	103.7	20 kw @ 840	AC	AP \$81.00	Mc-Guild	Hicks, Muse
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, ABC \$46.00	Allied	Sinclair Commun. Petersburg
WRVQ	94.5	200 kw @ 350	CHR	ABC \$75.00	Katz	Clear Channel
WRXL	102.1	20 kw @ 791	AOR	\$73.00	Clr Chnl	Clear Channel
WSMJ	101.1	2 kw @ 404	Jazz	\$ NA	Allied	Sinclair Commun.
WSOJ	100.3	4.7 kw @ 371	Black	ABC, AURN \$22.00	—	WREJ/WVGO-F Petersburg
WTVR	98.1	50 kw @ 840	Soft AC	\$85.00	Katz	Clear Channel
WVGO	104.7	100 kw @ 981	Oldies	\$35.00	Banner	WREJ/WSOJ, pend. Crewe

Notes: 9/97 SFX sold these stations to the Hicks, Muse interests: WBZU-F for \$11,000,000; WKHK-F for \$41,000,000; WKLR-F for \$14,000,000; WMXB-F for \$29,000,000; WVGO-F for \$15,000,000 . . . 9/97 SFX/Hicks, Muse sold WVGO-F to WREJ/WSOJ-F for \$4,500,000 (Media Svcs.) . . . 11/97 WZOD (1290; Colonial Heights) sold to Hibemia for \$860,000 (Bergner)

Jim Duncan

Comments: Listening levels are slightly higher . . . WSMJ-F is showing strength since its weak Spring book . . . WMXB-F posted its lowest share in more than three years; the same is true of WRXL-F

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 29 Pop (12+): 1,357,000	Stations: 50 / 16	Last Year's Revenue: \$26,400,000
MSA Rank: 10	Diaries: 2,581/526:1/50.6%	Household Income: \$37,498
MSA Pop: 3,070,000	Sample Target: 2,420	Total Retail Sales: \$22.2 Bil.
DMA: Los Angeles (#2)	% Below Line: 52.4	#1 Biller: KFRG-F \$6,800,000
Average Persons Rating: 17	% Not Listed: 10.7	#1 Billing Portfolio: Anaheim \$7,000,000
Market TSL in Hours: 22.75	Pop per Station: 84,812	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KFRG-F	C	260 / 11.3	10.5	10.0	9.2	9.8	10.2	2779 / 20.5	19.1	20.4	324 / 3884	G	KFRG-F
2	KGFI-F	CHR/U	162 / 7.0	6.1	6.1	6.4	5.8	6.4	2579 / 19.0	19.5	20.1	214 / 3760	G	KGFI-F
3	KFI	T	142 / 6.1	6.4	7.5	7.7	8.6	6.9	1825 / 13.4	14.9	16.9	242 / 3072		KFI
4	KOLA-F	O	96 / 4.2	4.9	4.4	4.1	4.7	4.4	1771 / 13.1	13.5	14.3	140 / 2607	E	KOLA-F
5	KKBT-F	B	90 / 3.9	5.0	5.2	4.9	4.0	4.7	1154 / 8.5	10.2	10.0	137 / 1783		KKBT-F
6	KCXX-F	AOR-P	74 / 3.2	2.4	1.8	1.6	1.0	2.3	1167 / 8.5	7.1	5.3	114 / 1718	C	KCXX-F
	KSCA-F	SP	74 / 3.2	2.3	2.0	1.6	0.7	2.3	821 / 6.1	4.2	1.8	88 / 987		KSCA-F
8	KOST-F	AC	70 / 3.0	2.1	3.1	3.6	3.5	3.0	1302 / 9.6	10.5	11.5	88 / 1925		KOST-F
9	KCAL-F	AOR	87 / 2.9	3.8	2.9	3.4	1.9	3.3	964 / 7.1	8.3	6.7	106 / 1533	F	KCAL-F
10	KLOS-F	AOR	66 / 2.9	2.9	2.5	3.1	3.2	2.8	1121 / 8.3	9.6	11.1	108 / 2103		KLOS-F
11	KWRP-F	EZ	64 / 2.8	3.5	2.6	3.8	2.5	3.2	562 / 4.1	3.8	4.6	67 / 607		KWRP-F
12	KSSE-F	SP	63 / 2.7	2.0	2.4	3.8	3.1	2.7	954 / 7.0	6.1	7.4	89 / 1319		KSSE-F
13	KCBS-F	CL AOR	56 / 2.4	2.9	2.6	2.7	2.0	2.7	1197 / 8.8	8.6	8.5	113 / 1895		KCBS-F
14	KIIS-F	CHR	55 / 2.4	2.1	2.8	2.9	2.6	2.6	1459 / 10.8	10.9	11.7	87 / 2337		KIIS-F
15	KLVE-F	SP	53 / 2.3	2.1	2.3	1.6	2.3	2.1	759 / 5.6	5.2	5.5	76 / 1061		KLVE-F
16	KTWW-F	J	49 / 2.1	1.9	2.6	2.8	3.3	2.4	701 / 5.2	7.1	7.1	79 / 1155		KTWW-F
17	KNX	N	43 / 1.9	1.8	2.0	1.9	1.5	1.9	1007 / 7.4	7.4	7.2	49 / 1354		KNX
18	KROQ-F	AOR-NR	38 / 1.6	2.4	2.1	1.7	2.3	2.0	884 / 6.5	7.2	7.5	63 / 1712		KROQ-F
19	KLAC	ST	37 / 1.6	1.8	1.1	0.9	1.0	1.3	507 / 3.7	2.7	2.9	51 / 699		KLAC
20	KBIG-F	AC	33 / 1.4	2.0	2.2	3.5	2.1	2.3	768 / 5.7	7.7	7.2	43 / 1172		KBIG-F
	KPWR-F	U/CHR	33 / 1.4	1.6	2.4	2.5	2.3	2.0	801 / 5.9	8.1	8.1	76 / 1476		KPWR-F
	KCAL-AA	SP	33 / 1.4	0.8	0.7	0.8	0.8	0.9	385 / 2.8	2.1	2.0	33 / 385		KCAL-AA
	KLSX-F	T	33 / 1.4	1.8	1.0	1.2	0.8	1.3	598 / 4.4	2.9	2.7	61 / 911		KLSX-F
24	KRTH-F	O	32 / 1.4	2.4	2.2	2.3	2.0	2.1	897 / 6.6	7.9	8.8	55 / 1591		KRTH-F

12+ FM Share (Metro): 82.01 % (1691 of 2062) (Fall 96: 78.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGFI-F >>	1 KGFI-F	1 KFRG-F	1 KFRG-F >	1 KFRG-F >>	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KGFI-F	1 KFRG-F >
2 KIS-F <	2 KFRG-F <	2 KGFI-F >	2 KGFI-F	2 KGFI-F	2 KFI >	2 KFI	2 KFI	2 KGFI-F >	2 KFRG-F	2 KGFI-F >
3 KKBT-F <	3 KKBT-F	3 KKBT-F <	3 KLOS-F	3 KOLA-F <	3 KOLA-F <	3 KGFI-F >	3 KGFI-F	3 KOLA-F	3 KKBT-F >	3 KKBT-F <
4 KCXX-F	4 KCXX-F <	4 KSCA-F <	KSCA-F <	4 KFI <	4 KWRP-F >	4 KSCA-F <	4 KOLA-F >	KFI <	4 KCXX-F	4 KCXX-F
5 KFRG-F	5 KSSE-F <	5 KCAL-F	5 KFI <	5 KLOS-F <		5 KLOS-F	5 KOST-F <	5 KKBT-F	5 KSSE-F <	KFI <
	6 KSCA-F	KOLA-F <	6 KCAL-F <	6 KSCA-F <		6 KOLA-F <	6 KSCA-F	6 KCXX-F	6 KOST-F <	6 KOLA-F <
		KCAL-F	7 KOLA-F	7 KCAL-F		7 KKBT-F <	KCAL-F <	7 KOST-F	7 KFI	
		KCXX-F	8 KOST-F <	KOST-F <		8 KLSX-F		KCAL-F		
		KOST-F <		9 KCBS-F						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KGFI-F	1 KGFI-F	1 KFRG-F	1 KFRG-F	1 KFRG-F >>	1 KGFI-F	1 KGFI-F	1 KGFI-F <	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >
2 KKBT-F >>	2 KKBT-F <	2 KGFI-F	2 KGFI-F	2 KGFI-F	2 KKBT-F	2 KCXX-F <	2 KFRG-F	2 KLOS-F	2 KLOS-F	2 KNX
3 KFRG-F	3 KFRG-F >	3 KKBT-F	3 KKBT-F	3 KOST-F	3 KCXX-F	3 KFRG-F	KCAL-F	KGFI-F	3 KCAL-F <	3 KOLA-F <
4 KCXX-F	4 KSCA-F	4 KSCA-F	4 KOST-F <	KOLA-F <	4 KROQ-F	4 KCAL-F <	KCXX-F	4 KCXX-F	4 KGFI-F	4 KGFI-F
5 KIS-F	5 KOST-F <	5 KSSE-F	5 KOLA-F <	5 KKBT-F <	5 KFRG-F	5 KSSE-F <	5 KLOS-F	KCAL-F <	KFI <	KFI
	KSCA-F	KOST-F >	6 KSCA-F	6 KFI	KSSE-F	6 KKBT-F	6 KSSE-F	6 KSCA-F	6 KOLA-F <	
7 KROQ-F	7 KCXX-F	7 KLVE-F	7 KFI <	7 KSCA-F <	KPWR-F	KLOS-F	7 KLSX-F <	7 KFI	7 KSCA-F	
			8 KSSE-F <	8 KCBS-F	8 KSCA-F >	8 KSCA-F			KCXX-F	

RIVERSIDE-SAN BERNARDINO

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	139 (5)	139 (5)	6.7 %	7.7 %
AOR/Classic/NR	0 (0)	319 (6)	319 (6)	15.5 %	14.0 %
Black/Urban	0 (0)	151 (5)	151 (5)	7.3 %	7.9 %
CHR	0 (0)	217 (2)	217 (2)	10.5 %	9.9 %
Classical	0 (0)	30 (1)	30 (1)	1.5 %	1.1 %
Country	9 (1)	289 (3)	298 (4)	14.5 %	14.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	70 (4)	230 (6)	300 (10)	14.5 %	10.8 %
Jazz	0 (0)	49 (1)	49 (1)	2.4 %	3.8 %
News/Talk	214 (4)	33 (1)	247 (5)	12.0 %	15.1 %
Oldies	0 (0)	128 (2)	128 (2)	6.2 %	8.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	11 (1)	16 (2)	27 (3)	1.3 %	1.9 %
Soft AC/EZ	0 (0)	90 (3)	90 (3)	4.4 %	2.8 %
Sports	18 (1)	0 (0)	18 (1)	0.9 %	1.1 %
Standards	49 (2)	0 (0)	49 (2)	2.4 %	1.2 %
Totals	371 (13)	1691 (37)	2062 (50)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KATY-F	AC	101.3	Idyllwild	0.3	1.0	8 152
KCKC	C	1350	San Bernardino	0.4	1.4	10 203
KDIF	SP	1440	Riverside	0.6	1.4	14 192
KELT-F	SAC	92.7	Riverside	1.1	2.8	29 429
KMRZ	ST	1290	San Bernardino	0.5	1.9	13 271
KXRS-F	SP	105.7	Hemet	0.4	0.7	9 99
KXSB-F	SP	101.7	Big Bear Lake	0.6	1.9	16 295

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KABC	T	790	Los Angeles	0.7	2.5	20 475
KEZY-F	AC/CHR	95.9	Anaheim	0.3	0.5	8 71
KFWB	N	980	Los Angeles	0.6	3.2	27 818
KIBB-F	B/AC	100.3	Los Angeles	0.6	3.3	22 791
KKGO-F	CL	105.1	Los Angeles	1.3	3.3	34 615
KKLA-AF	REL	1240	Riverside	0.6	2.1	18 377
KLAX-F	SP	97.9	Long Beach	0.7	1.7	17 281
KLYY-F	AOR-NR	107.1	Arcadia	0.8	3.3	24 767
KPLM-F	C	106.1	Palm Springs	0.4	0.7	15 195
KRTO-FF	B/O	98.3	W. Covina	0.6	1.8	34 556
KTNQ	SP	1020	Los Angeles	1.0	1.9	24 256
KWVE-F	REL	107.9	San Clemente	0.6	1.8	19 335
KYSR-F	AC/CHR	98.7	Los Angeles	0.9	4.0	43 926
KZLA-F	C	93.9	Los Angeles	0.9	3.0	40 734
XTRA	SPRTS	690	Tijuana, MX	0.8	2.4	32 688

Consolidation Report	12+	25-54	Revenue
Anaheim	7.1 %	8.6 %	26.5 %
KCAL-FM, KOLA-FM			
CBS	13.1 %	14.6 %	25.8 %
KFRG-FM, KXFG-FM			
EXCL	4.1 %	4.2 %	%
KCAL-AM, KSSE-FM, KSZZ-AM			
Lazer	1.0 %	1.3 %	1.5 %
KXRS-FM, KXSB-FM			
	25.3 %	28.7 %	53.8 %

AM Stations

KCAL	1410	5 kw/4 kw (DA-N)	Hispanic	\$33.00	Caballero	EXCL	Redlands
KCKC	1350	5 kw/0.6 kw (DA-2)	Classic Country	CNN	\$ NA	Mc-Guild	All-Pro
KDIF	1440	1 kw	Hispanic	\$ NA	Katz	Hisp.	
KMRZ	1290	5 kw (DA-2)	Standards	\$ NA	Mc-Guild	Chancellor	
KSZZ	590	1 kw (DA-2)	See KCAL		Caballero	EXCL	

FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$81.00	Banner	Anaheim	Redlands
KCXX	103.9	0.19 kw @ 1751	Progressive AOR	\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	6 kw @ 328	Soft AC	\$ NA	—	Amaturo	
KFRG	95.1	50 kw @ 490	Country	\$175.00	Allied	CBS	
KGGI	99.1	2.5 kw @ 1844	CHR/Urban	\$102.00	Sentry	Chancellor	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$85.00	Banner	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Easy Listening	USA, Westwd	\$35.00	—	San Jacinto
KXRS	105.7	0.17 kw @ 1023	Hispanic	\$ NA		Lazer	Hemet
KXSB	101.7	0.27 kw @ 1414	See KXRS-F	UPI	\$ NA	Lotus	Lazer

Notes: Other ranked stations – See Los Angeles . . . 10/97 American Radio Systems sold KFRG-F/KXFG-F to Westinghouse (CBS) for \$80,000,000

Jim Duncan

Comments: Listening levels are steady . . . KFRG-F is on its third consecutive up book – what a powerhouse this station is! . . . KGGI-F has its highest 12+ share in more than two year years . . . KCXX-F is showing great growth with its highest share ever . . . Below-the-line listening is decreasing: more listening is going to local stations versus Los Angeles signals . . . FM share has risen rather sharply over the last two years, so it appears that much of the decline in below-the-line listening is the result of less listening to Los Angeles AM stations

ROANOKE-LYNCHBURG

Arbltron Rank: 104 Pop (12+): 383,900	Stations: 26 / 24	Last Year's Revenue: \$15,900,000
MSA Rank: 184-Roan.; 194-Lynchbg.	Diarles: 938/409:1/59.3%	Household Income: \$38,132
MSA Pop: 437,000	Sample Target: 850	Total Retail Sales: \$5.5 Bil.
DMA: 67	% Below Line: 2.1	#1 Biller: WYYD-F \$4,100,000
Average Persons Rating: 15.9	% Not Listed: 16.3	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 15,996	Capstar (pend.) \$10,140,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WYYD-F	C	74 / 12.2	12.4	11.8	14.1	16.1	764 / 19.9	21.8	24.2	100 / 1296	F	WYYD-F
2	WROV-F	AOR	53 / 8.7	5.4	8.5	6.5	5.7	737 / 19.2	17.1	18.3	108 / 1493	C	WROV-F
3	WJJS-FF	B	51 / 8.4	8.5	11.3	10.9	8.1	711 / 18.5	19.3	18.5	57 / 855	C	WJJS-FF
4	WSLQ-F	AC	44 / 7.2	8.3	7.1	7.5	6.5	592 / 15.4	16.7	15.4	103 / 1441	D	WSLQ-F
5	WXLK-FF	CHR	43 / 7.1	8.5	7.6	8.7	8.1	784 / 20.4	22.4	21.5	86 / 1731	D	WXLK-FF
6	WLLL	B/G	34 / 5.6	2.6	3.1			173 / 4.6	2.7	3.1	36 / 184		WLLL
7	WPVR-F	CL AOR	29 / 4.8	4.9	5.3	5.3	6.8	501 / 13.0	12.2	14.4	58 / 1037	C	WPVR-F
8	WFIR	FS	27 / 4.4	3.4	3.5	4.9	5.9	388 / 10.1	7.8	8.8	29 / 437	B	WFIR
	WJLM-F	C	27 / 4.4	5.1	4.4	4.1	5.1	347 / 9.0	11.6	9.3	31 / 422	B	WJLM-F
10	WRDJ-F	O	23 / 3.8	3.6	1.6	2.6	2.4	310 / 8.1	7.8	5.7	24 / 363	B	WRDJ-F
11	WLQE-AF	ST	20 / 3.3	2.9	2.8	3.6	2.7	241 / 6.3	7.4	6.2	24 / 310		WLQE-AF
12	WLDJ-F	O	16 / 2.6	2.6	3.3	1.8	1.7	258 / 6.7	7.9	6.7	19 / 324	*	WLDJ-F
	WSLC	C/FS	16 / 2.6	5.2	3.5	3.1	5.1	237 / 6.2	7.5	7.1	24 / 343	A	WSLC

12+ FM Share (Metro): 80.94 % (412 of 509) (Fall 96: 84.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJJS-FF >>	1 WROV-F	1 WROV-F	1 WYYD-F <	1 WYYD-F	1 WYYD-F >	1 WYYD-F	1 WYYD-F >	1 WYYD-F >	1 WJJS-FF >	1 WYYD-F
2 WXLK-FF >>	WJJS-FF	2 WYYD-F	2 WROV-F	2 WSLQ-F <	2 WLLL <	2 WROV-F >	2 WROV-F <	2 WJJS-FF	2 WROV-F	2 WJJS-FF <
	3 WXLK-FF	3 WJJS-FF <	3 WSLQ-F	3 WROV-F	3 WSLQ-F	3 WSLQ-F <	3 WFIR <	3 WXLK-FF <	3 WSLQ-F	3 WLLL <
	4 WYYD-F	4 WSLQ-F <	4 WXLK-FF <	4 WJJS-FF	4 WFIR <	4 WJJS-FF <	4 WSLQ-F <	4 WROV-F <	4 WYYD-F	4 WXLK-FF
	5 WPVR-F	5 WXLK-FF	5 WJJS-FF	WXLK-FF	5 WROV-F	5 WXLK-FF	5 WXLK-FF <	5 WSLQ-F <	WXLK-FF	WROV-F
	6 WSLQ-F	6 WPVR-F	6 WPVR-F	6 WPVR-F <	6 WLQE-AF <	6 WJLM-F <	6 WJJS-FF <	6 WPVR-F <	6 WPVR-F >	6 WSLQ-F >
		7 WJLM-F	7 WJLM-F	7 WJLM-F	7 WRDJ-F <	7 WFIR <	7 WRDJ-F <	7 WLLL <	7 WLLL <	7 WPVR-F <
				8 WRDJ-F		8 WLLL	8 WPVR-F	8 WJLM-F <		
							9 WJLM-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WJJS-FF	1 WJJS-FF	1 WXLK-FF	1 WYYD-F <	1 WYYD-F	1 WROV-F >	1 WROV-F >	1 WROV-F	1 WROV-F >	1 WROV-F	1 WSLQ-F <
2 WXLK-FF >	WXLK-FF >	2 WJJS-FF	2 WXLK-FF <	2 WSLQ-F	2 WJJS-FF >>	2 WJJS-FF >	2 WPVR-F	2 WPVR-F	2 WYYD-F	2 WJJS-FF <
3 WROV-F	3 WSLQ-F	3 WYYD-F	3 WJJS-FF	3 WXLK-FF	3 WYYD-F	3 WPVR-F	3 WJJS-FF	WYYD-F	3 WPVR-F	3 WYYD-F >
4 WSLQ-F	4 WYYD-F	WSLQ-F >	WSLQ-F >	4 WJJS-FF	WXLK-FF >	4 WYYD-F >	4 WYYD-F >	4 WJJS-FF	4 WSLQ-F	4 WSLQ-F
	WYYD-F	5 WROV-F >	5 WJLM-F	5 WROV-F	5 WJLM-F	5 WXLK-FF	5 WJLM-F >	5 WSLQ-F	5 WJJS-FF <	
	WPVR-F >		6 WJLM-F	6 WJLM-F	6 WROV-F >	WJLM-F >		6 WXLK-FF	6 WJLM-F	
				7 WRDJ-F				7 WJLM-F	WRDJ-F	
								8 WJLM-F	8 WJLM-F	
								9 WJLM-F	9 WJLM-F	
								10 WJLM-F	10 WJLM-F	
								11 WJLM-F	11 WJLM-F	
								12 WJLM-F	12 WJLM-F	
								13 WJLM-F	13 WJLM-F	
								14 WJLM-F	14 WJLM-F	
								15 WJLM-F	15 WJLM-F	
								16 WJLM-F	16 WJLM-F	
								17 WJLM-F	17 WJLM-F	
								18 WJLM-F	18 WJLM-F	
								19 WJLM-F	19 WJLM-F	
								20 WJLM-F	20 WJLM-F	
								21 WJLM-F	21 WJLM-F	
								22 WJLM-F	22 WJLM-F	
								23 WJLM-F	23 WJLM-F	
								24 WJLM-F	24 WJLM-F	
								25 WJLM-F	25 WJLM-F	
								26 WJLM-F	26 WJLM-F	
								27 WJLM-F	27 WJLM-F	
								28 WJLM-F	28 WJLM-F	
								29 WJLM-F	29 WJLM-F	
								30 WJLM-F	30 WJLM-F	
								31 WJLM-F	31 WJLM-F	
								32 WJLM-F	32 WJLM-F	
								33 WJLM-F	33 WJLM-F	
								34 WJLM-F	34 WJLM-F	
								35 WJLM-F	35 WJLM-F	
								36 WJLM-F	36 WJLM-F	
								37 WJLM-F	37 WJLM-F	
								38 WJLM-F	38 WJLM-F	
								39 WJLM-F	39 WJLM-F	
								40 WJLM-F	40 WJLM-F	
								41 WJLM-F	41 WJLM-F	
								42 WJLM-F	42 WJLM-F	
								43 WJLM-F	43 WJLM-F	
								44 WJLM-F	44 WJLM-F	
								45 WJLM-F	45 WJLM-F	
								46 WJLM-F	46 WJLM-F	
								47 WJLM-F	47 WJLM-F	
								48 WJLM-F	48 WJLM-F	
								49 WJLM-F	49 WJLM-F	
								50 WJLM-F	50 WJLM-F	
								51 WJLM-F	51 WJLM-F	
								52 WJLM-F	52 WJLM-F	
								53 WJLM-F	53 WJLM-F	
								54 WJLM-F	54 WJLM-F	
								55 WJLM-F	55 WJLM-F	
								56 WJLM-F	56 WJLM-F	
								57 WJLM-F	57 WJLM-F	
								58 WJLM-F	58 WJLM-F	
								59 WJLM-F	59 WJLM-F	
								60 WJLM-F	60 WJLM-F	
								61 WJLM-F	61 WJLM-F	
								62 WJLM-F	62 WJLM-F	
								63 WJLM-F	63 WJLM-F	
								64 WJLM-F	64 WJLM-F	
								65 WJLM-F	65 WJLM-F	
								66 WJLM-F	66 WJLM-F	
								67 WJLM-F	67 WJLM-F	
								68 WJLM-F	68 WJLM-F	
								69 WJLM-F	69 WJLM-F	
								70 WJLM-F	70 WJLM-F	
								71 WJLM-F	71 WJLM-F	
								72 WJLM-F	72 WJLM-F	
								73 WJLM-F	73 WJLM-F	
								74 WJLM-F	74 WJLM-F	
								75 WJLM-F	75 WJLM-F	
								76 WJLM-F	76 WJLM-F	
								77 WJLM-F	77 WJLM-F	
								78 WJLM-F	78 WJLM-F	
								79 WJLM-F	79 WJLM-F	
								80 WJLM-F	80 WJLM-F	
								81 WJLM-F	81 WJLM-F	
								82 WJLM-F	82 WJLM-F	
								83 WJLM-F	83 WJLM-F	
								84 WJLM-F	84 WJLM-F	
								85 WJLM-F	85 WJLM-F	
								86 WJLM-F	86 WJLM-F	
								87 WJLM-F	87 WJLM-F	
								88 WJLM-F	88 WJLM-F	
								89 WJLM-F	89 WJLM-F	
								90 WJLM-F	90 WJLM-F	
								91 WJLM-F	91 WJLM-F	
								92 WJLM-F	92 WJLM-F	
								93 WJLM-F	93 WJLM-F	
								94 WJLM-F	94 WJLM-F	
								95 WJLM-F	95 WJLM-F	
								96 WJLM-F	96 WJLM-F	
								97 WJLM-F	97 WJLM-F	
								98 WJLM-F	98 WJLM-F	
								99 WJLM-F	99 WJLM-F	
								100 WJLM-F	100 WJLM-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WBLT	FS	1350	Bedford	0.7 1.2 4 45
WJJS	B/O	1320	Lynchburg	0.7 1.7 4 64
WKDE-F	C	105.5	Altavista	0.5 1.6 5 110
WLNI-F	T	105.9	Lynchburg	1.3 2.5 9 103
WRVX-F	AC	97.9	Lynchburg	1.3 3.3 8 130
WTOY	B	1480	Salem	0.8 1.9 5 77
WTTX-F	REL	107.1	Appomattox	0.5 1.1 3 70
WZZI-F	C	101.5	Vinton	0.8 1.0 5 48

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WJMH-F	B	102.1	Reidsville, NC	1.3 4.4 24 445
WQOK-F	B	97.5	S. Boston, VA	0.8 2.0 19 328

ROANOKE-LYNCHBURG

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	52 (2)	52 (2)	10.2 %	8.5 %	Capstar, pend.	45.4 %	49.1 %	63.8 %
AOR/Classic/NR	0 (0)	82 (2)	82 (2)	16.1 %	10.3 %	WFIR-AM, WJJS-AM, WJJS-FM, WJXX-FM, WLDJ-FM, WPVR-FM, WRDJ-FM, WROV-AM, WROV-FM, WYYD-FM			
Black/Urban	9 (2)	64 (4)	73 (6)	14.3 %	17.7 %	Mel Wheeler	21.2 %	26.6 %	32.1 %
CHR	0 (0)	43 (2)	43 (2)	8.4 %	9.1 %	WJLM-FM, WLYK-FM, WSLC-AM, WSLQ-FM, WXLK-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	109 (4)	109 (4)	21.4 %	21.2 %		66.6 %	75.7 %	95.9 %
Full Service	46 (3)	0 (0)	46 (3)	9.0 %	8.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	0 (0)	8 (1)	8 (1)	1.6 %	6.3 %				
Oldies	0 (0)	38 (2)	38 (2)	7.5 %	13.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	34 (1)	3 (1)	37 (2)	7.3 %	1.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	8 (1)	13 (1)	21 (2)	4.1 %	3.6 %				
Totals	97 (7)	412 (19)	509 (26)						

AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Notes
WFIR	960	5 kw (DA-N)	Full Service	CBS, Talknt	\$19.00	Banner	Capstar, pend. Roanoke
WLL	930	5 kw (Days)	Black Gospel	ABC, BNN	\$ NA	Allied	Lynchburg
WLVA	590	5 kw/1 kw (DA-2)	See WLQE-F				Lynchburg
WSLC	610	5 kw/1 kw (DA-2)	Country/Full Svc.	Westwd	\$15.00	Katz	Mel Wheeler

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Notes
WJJS	106.1	5.8 kw @ 92	Black		\$35.00	Eastman	Capstar Vinton
WJXX	101.7	3.4 kw @ 289	See WJJS-F				Lynchburg
WJLM	93.5	5.8 kw @ 98	Country	Westwd, ABC	\$<20.00	—	Capstar Salem
WLDJ	102.7	22 kw @ 745	See WRDJ-F				Appamattox
WLNI	105.9	6 kw @ 266	Talk	Westwd	\$ NA	—	Burns Lynchburg
WLQE	106.9	0.29 kw @ 1276	Standards	Westwd	\$ NA	—	Bedford
WLYK	100.1	20 kw @ 328	See WXLK-F				Lynchburg
WPVR	94.9	100 kw @ 1980	Classic AOR		\$40.00	Banner	Capstar, pend.
WRDJ	105.3	3 kw @ 75	Oldies		\$<20.00	Eastman	Capstar Roanoke
WROV	96.3	14 kw @ 2076	AOR	ABC	\$47.00	Christal	Capstar Martinsville
WSLQ	99.1	200 kw @ 1990	AC		\$42.00	Katz	Mel Wheeler
WXLK	92.3	93 kw @ 2050	CHR	CNN	\$54.00	Mc-Guild	Mel Wheeler
WYYD	107.9	20.5 kw @ 1768	Country	ABC	\$84.00	Mc-Guild	Capstar Amherst

Notes: * WRDJ-F revenue included with WLDJ-F . . . 9/97 WGOL-F changed from Classic Hits to AC as WRVX-F ("The River 97.9") . . . 9/97 WLQE (880) changed from Standards to CNN Headline News as WVLR . . . 9/97 WLVA changed from Talk to simulcasting Standards WLQE-F (LMA'd by WLQE-F) . . . 12/97 WLNI-F sold to Gary Burns for \$700,000 (Jorgenson) . . . 1/98 WFIR/WPVR-F sold to Capstar for \$8,500,000

Jim Duncan

Comments: Listening levels are steady . . . WLL reaches record high levels with a Black Gospel format

ROCHESTER, NY

Arbitron Rank: 47	Pop (12+): 898,400	Stations: 26 / 21	Last Year's Revenue: \$32,100,000
MSA Rank: 50		Diaries: 2,241/401:1/57.7%	Household Income: \$45,479
MSA Pop: 1,090,000		Sample Target: 2,200	Total Retail Sales: \$9.8 Bil.
DMA: 73		% Below Line: 2.8	#1 Biller: WCMF-F \$5,600,000
Average Persons Rating: 15.7		% Not Listed: 14.6	#1 Billing Portfolio: CBS \$13,200,000
Market TSL In Hours: 20.75		Pop per Station: 42,781	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WHAM	FS	168 / 11.9	11.0	10.7	10.2	11.8	11.0	2376 / 26.5	22.6	26.3	183 / 2571	F WHAM
2 WBEE-F	C	162 / 11.5	10.5	12.0	9.7	10.6	10.9	1839 / 20.5	21.4	20.4	174 / 1991	F WBEE-F
3 WRMM-F	SAC	107 / 7.6	6.8	7.4	8.4	7.9	7.5	1784 / 19.9	20.6	21.3	112 / 1912	E WRMM-F
4 WPXY-F	CHR	93 / 6.6	8.9	7.9	8.2	7.9	7.9	2133 / 23.7	23.3	23.6	97 / 2271	E WPXY-F
5 WNVE-F	AOR-NR	92 / 6.5	5.5	5.1	5.2	5.5	5.6	1603 / 17.8	17.2	17.2	119 / 2000	C WNVE-F
WCMF-F	AOR	92 / 6.5	5.8	6.5	7.0	6.0	6.5	1442 / 16.1	17.6	18.7	101 / 1568	G WCMF-F
7 WZNE-F	AC-NR	67 / 4.8	4.7	3.2				1439 / 16.0	11.6		68 / 1453	WZNE-F
8 WKLX-F	O	66 / 4.8	4.3	4.2	5.5	5.0	4.7	1338 / 14.9	15.6	16.8	70 / 1542	D WKLX-F
9 WDKX-F	B	64 / 4.5	5.7	5.0	5.8	5.0	5.3	776 / 8.6	8.3	9.3	64 / 776	C WDKX-F
10 WVOR-F	AC	63 / 4.5	4.9	4.5	5.5	6.0	4.8	1191 / 13.3	13.8	15.1	67 / 1304	D WVOR-F
11 WBBF	ST	47 / 3.3	3.0	3.1	2.4	2.8	3.0	579 / 6.4	6.7	5.7	47 / 579	A WBBF
12 WMAX-FF	AOR-P	42 / 3.0	2.5	2.3	3.2	2.8	2.7	819 / 9.1	7.9	7.8	43 / 846	C WMAX-FF
13 WQRV-F	CL AOR	33 / 2.3	1.9	2.9	3.1	2.3	2.6	774 / 8.6	10.4	10.3	37 / 847	A WQRV-F
14 WHTK	T	17 / 1.2	1.1	0.8	0.9	1.0	1.0	466 / 5.2	2.9	4.3	17 / 470	A WHTK
15 WJZR-F	J	16 / 1.1	0.9	0.9	1.1	1.1	1.0	327 / 3.6	3.1	3.1	15 / 327	A WJZR-F

12+ FM Share (Metro): 80.28 % (965 of 1202) (Fall 96: 78.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPXY-F	1 WNVE-F	1 WBEE-F <	1 WBEE-F <	1 WBEE-F	1 WHAM	1 WHAM	1 WBEE-F <	1 WBEE-F	1 WPXY-F <	1 WBEE-F <
2 WNVE-F	2 WZNE-F <	2 WCMF-F <	2 WCMF-F	2 WRMM-F <	2 WBEE-F >	2 WBEE-F	2 WHAM	2 WHAM	2 WNVE-F	2 WHAM >
3 WDKX-F <	3 WPXY-F <	3 WNVE-F <	3 WRMM-F <	3 WHAM <	3 WRMM-F >	3 WCMF-F	3 WRMM-F	3 WPXY-F	3 WDKX-F	3 WRMM-F <
4 WZNE-F >>	4 WCMF-F	4 WPXY-F <	4 WHAM	4 WCMF-F	4 WKLX-F	4 WNVE-F	4 WCMF-F	4 WRMM-F	4 WHAM <	4 WRMM-F <
5 WBEE-F	5 WRMM-F	5 WPXY-F	5 WPXY-F	5 WPXY-F <	5 WCMF-F <	5 WRMM-F	5 WVOR-F <	5 WNVE-F	5 WBEE-F	5 WDKX-F <
6 WDKX-F >	6 WHAM <	6 WNVE-F	6 WKLX-F <	6 WVOR-F	6 WPXY-F	6 WNVE-F <	6 WZNE-F	6 WRMM-F	6 WRMM-F	6 WNVE-F
7 WRMM-F <	7 WZNE-F	7 WVOR-F <	7 WVOR-F	7 WVOR-F	7 WBBF >	7 WVOR-F	7 WZNE-F	7 WKLX-F <	7 WZNE-F	
	8 WDKX-F <	8 WZNE-F <	8 WNVE-F <	8 WNVE-F <			8 WPXY-F <	8 WCMF-F		
	9 WVOR-F	9 WKLX-F	9 WKLX-F	9 WZNE-F			9 WKLX-F	9 WDKX-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WPXY-F	1 WPXY-F	1 WBEE-F	1 WBEE-F	1 WBEE-F	1 WNVE-F >>	1 WNVE-F >	1 WNVE-F	1 WCMF-F	1 WCMF-F	1 WHAM >
2 WDKX-F	2 WBEE-F	WPXY-F	WRMM-F <	WRMM-F >	2 WCMF-F >	2 WCMF-F >	2 WCMF-F	2 WNVE-F >	2 WHAM	2 WBEE-F <
3 WZNE-F	WZNE-F	3 WZNE-F	3 WPXY-F	3 WVOR-F <	3 WDKX-F	3 WZNE-F	3 WZNE-F >	3 WHAM <	3 WBEE-F	3 WRMM-F <
4 WNVE-F	4 WDKX-F	4 WRMM-F	4 WVOR-F	4 WPXY-F	4 WZNE-F	4 WPXY-F	4 WBEE-F	4 WBEE-F	4 WNVE-F >	4 WPXY-F <
5 WBEE-F	WRMM-F	5 WMAX-FF	5 WDKX-F	5 WKLX-F <	5 WPXY-F	5 WBEE-F	WHAM	5 WZNE-F	5 WZNE-F	5 WDKX-F
WRMM-F >	6 WNVE-F <	WVOR-F	WZNE-F	6 WHAM >	6 WBEE-F >>	6 WDKX-F	WPXY-F	6 WPXY-F	WRMM-F <	
	7 WVOR-F <	7 WDKX-F	7 WHAM	7 WHAM					7 WKLX-F	
			WKLX-F	WKLX-F					WMAX-FF	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WBTA	O	1490	Batavia	0.4	1.2	5	122	CFMX-F	CL	103.1	Coburg, ON	0.6	1.9	9	177
WDCZ-F	REL	102.7	Webster	0.4	1.4	6	129	WBLK-F	B	93.7	Depew	0.4	0.6	5	54
WDNY-F	AC	93.9	Dansville	0.4	0.8	8	108	WLCE-F	AC-NR	92.9	Buffalo	0.6	1.9	13	331
WRCD-F	J	107.3	Honeoye Falls	0.6	2.7	11	279	WMJQ-F	AC	102.5	Buffalo	0.7	2.2	17	387
WZXF-F	REL	99.7	Palmyra	0.9	2.2	12	229	WNUC-F	C	107.7	Wethersfield	0.5	2.3	13	354

ROCHESTER, NY

Format Performance	AM		FM		Total	%	Fall 96	Consolidation Report			
								12+	25-54	Revenue	
AC	0	(0)	154	(5)	154 (5)	12.8 %	8.4 %	CBS	25.5 %	29.2 %	41.1 %
AOR/Classic/NR	0	(0)	258	(5)	258 (5)	21.5 %	14.0 %	WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM			
Black/Urban	0	(0)	69	(2)	69 (2)	5.7 %	6.1 %	Entercom, pend.	21.7 %	21.9 %	22.6 %
CHR	0	(0)	93	(1)	93 (1)	7.7 %	10.0 %	WBBF-AM, WBEE-FM, WKLX-FM, WQRV-FM			
Classical	0	(0)	9	(1)	9 (1)	0.7 %	0.6 %	Jacor	27.7 %	26.1 %	30.8 %
Country	0	(0)	169	(2)	169 (2)	14.1 %	20.0 %	WHAM-AM, WHTK-AM, WMAX-FM, WNVE-FM, WRCD-FM, WVOR-FM			
Full Service	168	(1)	0	(0)	168 (1)	14.0 %	14.2 %		74.9 %	77.2 %	94.5 %
Hispanic	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %				
Jazz	0	(0)	23	(2)	23 (2)	1.9 %	2.1 %				
News/Talk	17	(1)	0	(0)	17 (1)	1.4 %	1.2 %				
Oldies	5	(1)	65	(1)	70 (2)	5.8 %	6.1 %				
Others/Unknown	0	(0)	0	(0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0	(0)	18	(2)	18 (2)	1.5 %	2.2 %				
Soft AC/EZ	0	(0)	107	(1)	107 (1)	8.9 %	9.6 %				
Sports	0	(0)	0	(0)	0 (0)	0.0 %	0.8 %				
Standards	47	(1)	0	(0)	47 (1)	3.9 %	4.7 %				
Totals	237	(4)	965	(22)	1202 (26)						

AM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Notes
WBBF	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Entercom, pend.
WHAM	1180	50 kw	Full Service	CBS, Talknt, ABC	\$79.00	Mc-Guild	Jacor
WHTK	1260	5 kw (DA-N)	Talk	CNN	\$ NA	—	Jacor

FM Stations

Station	Power	Frequency	Format	Company	Revenue	Owner	Notes
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Entercom, pend.
WCMF	96.5	50 kw @ 450	AOR		\$109.00	Christal	CBS
WDXK	103.9	0.6 kw @ 540	Black		\$34.00	Allied	
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	—	
WKLX	98.9	37 kw @ 564	Oldies		\$52.00	Katz	Entercom, pend.
WMAX	106.7	3.5 kw @ 266	Progressive AOR		\$28.00	Allied	Jacor Irondequoit
WMHX	102.3	3.4 kw @ 282	See WMAX-F				Canandaigua
WNVE	95.1	9.5 kw @ 994	New Rock		\$45.00	D&R	Jacor S. Bristol
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS
WQRV	93.3	4 kw @ 390	Classic AOR	Westwd	\$<20.00	Katz	Entercom, pend. Avon
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied	CBS
WVOR	100.5	50 kw @ 480	AC		\$46.00	Mc-Guild	Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	—	CBS Brighton

Notes: 8/97 WYSL (Avon) changed from 1030, 0.5 kw (DA, Days) to 1040, 2.5 kw/0.5 kw (DA-2) . . . 10/97 American Radio Systems sold these stations to CBS: WCMF-F for \$29,000,000; WRMM-F for \$26,000,000; WPXY-F for \$24,000,000; WZNE-F for \$8,000,000 . . . 1/98 Sinclair Broadcast Group sold these stations to Entercom: WBBF for \$1,200,000; WBEE-F for \$30,900,000; WKLX-F for \$15,900,000; WQRV-F for \$3,000,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WHAM has its highest share since Fall 1994 . . . WPXY-F is at its lowest share in more than three years . . . WNVE-F is building nicely from its low base in the Spring . . . WZNE-F continues to grow

ROCKFORD

Arbitron Rank: 147	Pop (12+): 251,500	Stations: 21 / 9	Last Year's Revenue: \$9,200,000
MSA Rank: 139		Diaries: 716/351:1/59.2%	Household Income: \$41,421
MSA Pop: 354,000		Sample Target: 680	Total Retail Sales: \$3.1 Bil.
DMA: 136		% Below Line: 17.9	#1 Biller: WXRX-F \$2,300,000
Average Persons Rating: 13.8		% Not Listed: 16.7	#1 Billing Portfolio: Connoisseur \$4,400,000
Market TSL In Hours: 18.50		Pop per Station: 27,944	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WZOK-F	CHR	45 / 13.0	14.5	13.6	13.8	14.6	781 / 31.1	35.4	35.7	79 / 1518	D
2	WXRX-F	AOR	41 / 11.8	14.5	13.2	18.0	14.6	591 / 23.5	25.1	23.9	60 / 908	D
	WXXQ-F	C	41 / 11.8	8.2	10.0	5.9	7.9	499 / 19.9	17.9	17.7	69 / 1004	B
4	WRWC-F	AC	32 / 9.2	9.2	12.7	8.3	6.7	518 / 20.6	23.0	21.1	38 / 690	B
5	WKMQ-F	O	29 / 8.4	9.7	6.2	7.4	7.7	498 / 19.8	20.5	16.1	39 / 688	C
6	WROK	FS	18 / 5.2	5.1	5.5	5.7	6.7	423 / 16.8	15.3	17.3	20 / 479	C
7	WNTA	ST/T	12 / 3.5	4.6	4.1	4.3	4.4	197 / 7.8	8.2	10.9	12 / 203	A
8	WGN	FS/T	10 / 2.9	3.6	3.6	5.0	5.1	181 / 7.2	8.9	10.1	38 / 498	WGN

12+ FM Share (Metro): 81.23 % (225 of 277) (Fall 96: 78.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZOK-F >>	1 WXRX-F	1 WXRX-F >	1 WXRX-F >	1 WXRX-F	1 WKMQ-F	1 WZOK-F <	1 WXRX-F	1 WXRX-F	1 WZOK-F	1 WZOK-F
2 WXXQ-F >>	2 WZOK-F	2 WZOK-F <	2 WXXQ-F <	2 WXXQ-F <	2 WXXQ-F <	2 WXXQ-F <	2 WXXQ-F <	2 WZOK-F <	2 WRWC-F >	2 WXXQ-F
	3 WXXQ-F >	3 WXXQ-F	3 WRWC-F <	3 WKMQ-F <	3 WRWC-F	3 WXRX-F	3 WRWC-F	3 WXXQ-F	3 WXXQ-F	3 WXRX-F
	4 WRWC-F >>	4 WRWC-F	4 WKMQ-F	4 WRWC-F	4 WROK	4 WROK <	4 WZOK-F <	4 WKMQ-F	4 WXRX-F	4 WKMQ-F
		5 WKMQ-F >>	5 WZOK-F >>	5 WZOK-F >>	WXRX-F	5 WKMQ-F <	5 WKMQ-F >>	5 WRWC-F >>	5 WKMQ-F	5 WRWC-F >
						6 WRWC-F			6 WGN	6 WROK >
						7 WNTA >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 WXXQ-F	1 WXXQ-F	1 WRWC-F	1 WXXQ-F	1 WRWC-F	1 WXRX-F	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WXRX-F >>	1 WZOK-F >>
WZOK-F >>	2 WZOK-F	WXXQ-F	2 WZOK-F	WXXQ-F	WZOK-F >>	2 WZOK-F >>	2 WZOK-F >	2 WZOK-F	2 WXXQ-F <	2 WGN
	3 WRWC-F >	3 WXRX-F	WRWC-F	WKMQ-F	3 WJJO-F >>	3 WXXQ-F	3 WRWC-F	3 WXXQ-F	3 WKMQ-F	WROK
	4 WXRX-F >>	WZOK-F >>	4 WKMQ-F	4 WZOK-F		4 WJJO-F	WXXQ-F >>	4 WRWC-F	4 WRWC-F	WRWC-F
			5 WXRX-F >>	5 WXRX-F >>		WRWC-F >		WKMQ-F >>	5 WZOK-F >>	WXRX-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	32 (1)	32 (1)	11.6 %	15.1 %
AOR/Classic/NR	0 (0)	45 (2)	45 (2)	16.2 %	17.4 %
Black/Urban	0 (0)	3 (1)	3 (1)	1.1 %	0.6 %
CHR	0 (0)	53 (3)	53 (3)	19.1 %	17.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	50 (3)	50 (3)	18.1 %	16.0 %
Full Service	28 (2)	0 (0)	28 (2)	10.1 %	10.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	14 (3)	0 (0)	14 (3)	5.1 %	6.6 %
Oldies	0 (0)	29 (1)	29 (1)	10.5 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	6 (1)	6 (1)	2.2 %	2.0 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	2.5 %	2.0 %
Sports	2 (1)	0 (0)	2 (1)	0.7 %	2.3 %
Standards	8 (1)	0 (0)	8 (1)	2.9 %	0.0 %
Totals	52 (7)	225 (13)	277 (20)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WLUV-F	C	96.7	Loves Park	0.9	2.9	5	86
WQFL-F	REL	100.9	Rockford	1.7	6.2	7	174

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAIT	ST	850	Crystal Lake	2.3	1.8	13	114
WBBM	N	780	Chicago	1.7	4.8	13	310
WDEK-F	CHR	92.5	De Kalb	1.4	7.7	21	573
WGCI-F	B	107.5	Chicago	0.9	1.5	5	78
WJJO-F	CL AOR	94.1	Watertown, WI	1.2	3.3	13	272
WJVL-F	C	99.9	Janesville, WI	1.7	7.0	49	595
WLS	T	890	Chicago	1.2	4.5	16	289
WMAQ	N	670	Chicago	1.2	6.4	9	276
WSCR	SPRTS	1160	Chicago	0.6	1.8	4	93
WSJY-F	SAC	107.3	Ft. Atkinson, WI	2.0	6.3	27	365
WZEE-F	CHR	104.1	Madison, WI	0.9	3.7	21	421

ROCKFORD

Consolidation Report	12+	25-54	Revenue
Airplay WKMQ-FM, WNTA-AM, WXRX-FM	23.7 %	28.9 %	41.3 %
Connoisseur WROK-AM, WXXQ-FM, WZOK-FM	30.0 %	23.7 %	47.8 %
	53.7 %	52.6 %	89.1 %

AM Stations

WNTA	1330	1 kw/91 w (DA-1)	Standards/Talk	ABC	\$<20.00	Katz	Airplay
WROK	1440	5 kw/270 w (DA-D)	Full Service	ABC	\$26.00	Allied	Connoisseur

FM Stations

WKMQ	95.3	1.25 kw @ 512	Oldies		\$30.00	Katz	Airplay	Winnebago
WRWC	103.1	1.2 kw @ 525	AC	Westwd	\$24.00	K&P	Salter	Rockton
WXRX	104.9	4 kw @ 400	AOR		\$50.00	Katz	Airplay	Belvidere
WXXQ	98.5	50 kw @ 400	Country		\$31.00	Allied	Connoisseur	Freeport
WZOK	97.5	50 kw @ 430	CHR		\$45.00	Allied	Connoisseur	

Notes:

Jim Duncan

Comments: A sharp decline in listening level: down 17% versus the year-ago rate . . . WXXQ-F recorded its highest share in more than three years

***** FORMAT CODES *****

*									*
*	AC	-	Adult Contemporary	G	-	Gospel			*
*	AOR	-	Album Oriented Rock	J	-	Jazz and New Adult Contemporary			*
*	B	-	Black (audience 75%+ Black)	N	-	News			*
*	C	-	Country	O	-	Oldies			*
*	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			*
*	CL HITS	-	Classic Hits/70's Oldies	ST	-	Standards, Big Band, Nostalgia			*
*	E	-	Ethnic (usually Foreign Language)	T	-	Talk			*
*	EZ	-	Easy Listening, Beautiful Music	U	-	Urban (majority of audience is non-white)			*
*	FS	-	Full Service	?	-	Others or Unknown			*
*									*

***** REVENUE LEVEL CODES *****

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

SACRAMENTO

Arbitron Rank: 27 Pop (12+): 1,381,700
 MSA Rank: 34
 MSA Pop: 1,670,000
 DMA: 21 (w/Stockton, Modesto)
 Average Persons Rating: 15.2
 Market TSL In Hours: 20.25

Stations: 37 / 26
 Diaries: 2,679/516:1/53.1%
 Sample Target: 2,520
 % Below Line: 5.2
 % Not Listed: 15.8
 Pop per Station: 53,142

Last Year's Revenue: \$71,400,000
 Household Income: \$42,902
 Total Retail Sales: \$14.5 Bil.
 #1 Biller: KFBK \$10,600,000
 #1 Billing Portfolio:
 Chancellor \$25,500,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KFBK	N/T	202 / 9.8	9.8	10.5	10.5	11.1	10.1	2831 / 20.5	21.4	21.6	258 / 3637	I	KFBK
2	KFSM-F	CHR	178 / 8.5	7.5	8.0	8.9	7.9	8.2	2624 / 19.0	18.8	18.9	235 / 4002	H	KFSM-F
3	KZZO-F	AC-NR	151 / 7.2	7.1	8.2	7.1	4.7	7.4	2939 / 21.3	20.8	13.5	180 / 3738	E	KZZO-F
4	KNCI-F	C	106 / 5.1	6.3	5.2	4.5	5.4	5.3	1489 / 10.8	11.8	12.1	130 / 2012	F	KNCI-F
5	KWOD-F	AOR-NR	89 / 4.2	3.3	3.8	4.3	3.1	3.9	1830 / 13.2	12.2	11.6	130 / 2654	E	KWOD-F
	KHYL-F	O	89 / 4.2	4.5	4.1	4.6	3.8	4.4	1730 / 12.5	14.0	14.9	133 / 2446	G	KHYL-F
7	KXOA-F	CL HITS	87 / 4.2	4.5	3.0	3.5	3.7	3.8	1884 / 12.0	11.2	11.1	115 / 2155	G	KXOA-F
8	KRXQ-F	AOR	86 / 4.1	4.5	4.8	4.1	5.6	4.4	1410 / 10.2	13.0	12.8	93 / 1635	E	KRXQ-F
9	KGBY-F	AC	84 / 4.0	4.6	3.8	4.2	5.3	4.2	1678 / 12.1	13.7	13.2	97 / 2051	H	KGBY-F
10	KCTC	ST	79 / 3.8	3.6	3.4	3.2	4.1	3.5	1070 / 7.7	8.0	7.5	102 / 1342	B	KCTC
11	KYMX-F	SAC	74 / 3.5	4.0	5.0	4.6	4.5	4.3	1498 / 10.8	13.4	13.0	84 / 1803	E	KYMX-F
12	KSEG-F	CL AOR	68 / 3.2	3.4	3.0	4.2	3.3	3.5	1470 / 10.6	10.1	10.7	98 / 1984	F	KSEG-F
13	KRAK-F	C	64 / 3.1	4.0	4.5	3.4	3.2	3.7	1241 / 9.0	11.1	9.1	100 / 1782	F	KRAK-F
14	KHTK	SPRTS	63 / 3.0	2.5	2.4	2.6	2.6	2.6	1035 / 7.5	6.4	6.3	85 / 1379	C	KHTK
15	KSSJ-F	J	57 / 2.7	3.0	2.8	2.6	2.8	2.8	971 / 7.0	7.0	7.0	72 / 1290	C	KSSJ-F
16	KSTE	T	48 / 2.3	2.9	2.9	2.5	3.0	2.6	1019 / 7.4	8.5	7.2	70 / 1460	D	KSTE
17	KNBR	SPRTS	25 / 1.2	1.6	1.2	0.9	1.1	1.2	682 / 4.9	4.0	3.3	71 / 1568		KNBR
	KGO	T	25 / 1.2	1.1	0.9	0.7	0.8	1.0	579 / 4.2	3.0	3.1	77 / 1432		KGO
19	KQBR-F	B/AC	20 / 1.0	1.4	1.6	1.7	1.4	1.4	354 / 2.8	2.9	3.2	22 / 431		KQBR-F
	KZSA-F	SP	20 / 1.0	0.9	0.4	0.8	1.0	0.8	224 / 1.6	1.6	1.6	20 / 224		KZSA-F

12+ FM Share (Metro): 71.54 % (1262 of 1764) (Fall 96: 67.81 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFSM-F >>	1 KZZO-F	1 KZZO-F	1 KZZO-F >	1 KZZO-F	1 KFBK >>	1 KFBK >	1 KFBK >	1 KFSM-F <	1 KFSM-F >>	1 KFSM-F >
2 KWOD-F >	2 KFSM-F >	2 KFSM-F <	2 KFBK	2 KFBK	2 KCTC <	2 KZZO-F <	2 KZZO-F <	2 KZZO-F <	2 KZZO-F <	2 KZZO-F >
3 KZZO-F >	3 KRXQ-F <	3 KNCI-F <	KXOA-F	3 KXOA-F	3 KHYL-F <	3 KFSM-F	3 KFBK >	3 KFSM-F	3 KWOD-F <	3 KFBK <
	4 KNCI-F	4 KXOA-F <	4 KNCI-F <	KNCI-F <	4 KSSJ-F	4 KNCI-F <	4 KNCI-F <	4 KNCI-F	4 KRXQ-F	4 KWOD-F <
	KWOD-F	5 KRXQ-F	5 KSEG-F <	5 KHYL-F <	KXOA-F	5 KGBY-F	5 KHYL-F <	5 KWOD-F <	5 KFBK	5 KHYL-F <
	6 KGBY-F	KGBY-F <	6 KFSM-F <	6 KSEG-F	6 KNCI-F	6 KXOA-F <	6 KXOA-F <	6 KXOA-F <	6 KNCI-F	6 KNCI-F <
	7 KSEG-F <	7 KFBK <	7 KGBY-F <	KFSM-F <	KYMX-F <	7 KHYL-F <	7 KCTC <	7 KHYL-F	7 KCTC	7 KCTC
	8 KXOA-F >	8 KSEG-F <	8 KRXQ-F <	8 KGBY-F <	8 KRAK-F	8 KRXQ-F	8 KGBY-F	KRXQ-F		KRXQ-F
		9 KWOD-F <	9 KHYL-F <	9 KRXQ-F <	KZZO-F <			KGBY-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmt
1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KFSM-F >	1 KZZO-F <	1 KZZO-F	1 KZZO-F	1 KFBK <	1 KFBK
KFSM-F >	2 KFSM-F	2 KFSM-F <	2 KFSM-F	2 KGBY-F	2 KRXQ-F	2 KFSM-F	2 KRXQ-F	2 KSEG-F <	2 KHTK	2 KFSM-F
3 KNCI-F <	3 KNCI-F <	3 KGBY-F	3 KGBY-F <	3 KNCI-F <	KWOD-F >	KRXQ-F >	3 KSEG-F	3 KRXQ-F	KZZO-F <	3 KZZO-F >
4 KWOD-F	4 KGBY-F	4 KNCI-F	4 KNCI-F	4 KHYL-F <	4 KZZO-F	4 KWOD-F <	4 KHTK	KXOA-F	4 KSEG-F <	
5 KGBY-F	5 KWOD-F >	5 KXOA-F <	5 KHYL-F <	5 KFSM-F	5 KGBY-F	5 KSEG-F	5 KNCI-F	KFSM-F <	5 KXOA-F	
	6 KXOA-F	6 KWOD-F	6 KWOD-F	6 KFBK	6 KNCI-F	6 KNCI-F	KFSM-F	6 KHTK <	6 KRXQ-F <	
	7 KRXQ-F	7 KSEG-F	KXOA-F	KYMX-F	7 KHTK <	7 KXOA-F	7 KFBK	7 KFBK	7 KNCI-F	
	KYMX-F	8 KRXQ-F	KYMX-F	8 KXOA-F		KWOD-F	8 KNCI-F	8 KNCI-F	8 KHYL-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBMB-F	CHR	103.5	Sacramento 0.9 2.2 18 308
KFIA	REL	710	Carmichael 0.6 2.2 18 443
KQPT	O	1470	Sacramento 0.8 2.6 19 396
KRLT-F	CL AOR	93.9	S. Lake Tahoe 0.4 1.1 12 219
KSQR	SP	1240	Sacramento 0.3 1.0 7 141
KSXX-F	SP	99.9	Marysville 0.9 1.4 24 362
KZAC-F	SP	97.9	Esparto 0.5 1.0 13 185

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KATM-F	C	103.3	Modesto 0.4 1.0 96 1363
KHKK-F	CL HITS	104.1	Modesto 0.4 1.4 58 1137
KOIT-F	SAC	96.5	San Francisco 0.4 1.2 22 390
KQOD-F	O	100.1	Stockton 0.4 1.3 57 888
KSFO	T	560	San Francisco 0.8 1.9 35 549
KTRB	SP	860	Modesto 0.4 0.7 26 356

SACRAMENTO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	235 (2)	235 (2)	13.3 %	11.7 %	CBS	31.2 %	30.6 %	35.1 %
AOR/Classic/NR	0 (0)	252 (4)	252 (4)	14.3 %	14.9 %	KHTK-AM, KNCI-FM, KQPT-AM, KRAK-FM, KSFM-FM, KYMX-FM, KZZO-FM			
Black/Urban	0 (0)	20 (1)	20 (1)	1.1 %	1.7 %	Chancellor	20.1 %	19.1 %	35.7 %
CHR	0 (0)	196 (2)	196 (2)	11.1 %	9.3 %	KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Entercom	15.3 %	15.9 %	20.0 %
Country	0 (0)	178 (3)	178 (3)	10.1 %	10.1 %	KBYA-FM, KCTC-AM, KRXQ-FM, KSEG-FM, KXOA-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	EXCL	3.6 %	4.2 %	4.9 %
Hispanic	15 (3)	49 (3)	64 (6)	3.6 %	3.5 %	KMYC-AM, KRCX-AM, KSSJ-FM, KSXX-FM			
Jazz	0 (0)	57 (1)	57 (1)	3.2 %	3.2 %		70.2 %	69.8 %	95.7 %
News/Talk	291 (4)	0 (0)	291 (4)	16.5 %	22.1 %				
Oldies	17 (1)	193 (4)	210 (5)	11.9 %	10.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	12 (1)	0 (0)	12 (1)	0.7 %	0.0 %				
Soft AC/EZ	0 (0)	82 (2)	82 (2)	4.6 %	5.3 %				
Sports	88 (2)	0 (0)	88 (2)	5.0 %	2.1 %				
Standards	79 (1)	0 (0)	79 (1)	4.5 %	4.8 %				
Totals	502 (12)	1262 (22)	1764 (34)						

AM Stations

Station	Power	Frequency	Format	Ownership	Contract	Advertiser	Agency	Notes
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	Allied	Entercom	
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor	
KHTK	1140	50 kw (DA-2)	Sports	CBS, 1-on-1	\$30.00	Katz	CBS	
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Westwd, Talknt	\$40.00	Sentry	Chancellor	Rancho Cordova

FM Stations

Station	Power	Frequency	Format	Ownership	Contract	Advertiser	Agency	Notes
KBMB	103.5	3 kw @ 295	CHR	ABC	\$ NA	Allied		
KGBY	92.5	50 kw @ 450	AC		\$145.00	Sentry	Chancellor	
KHYL	101.1	36.3 kw @ 577	Oldies		\$106.00	Sentry	Chancellor	Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	CBS	
KQBR	104.3	2.95 kw @ 463	Black AC	CBS, Westwd	\$ NA	—		Davis
KRAK	98.5	50 kw @ 495	Country		\$92.00	Katz	CBS	
KRXQ	93.7	25 kw @ 328	AOR		\$85.00	D&R	Entercom	Roseville
KSEG	96.9	50 kw @ 500	Classic AOR		\$99.00	D&R	Entercom	
KSFM	102.5	50 kw @ 500	CHR	ABC	\$147.00	Allied	CBS	Woodland
KSSJ	101.9	4.1 kw @ 827	Jazz		\$45.00	Eastman	See notes	Shingle Springs
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R		
KXOA	107.9	50 kw @ 404	Classic Hits		\$100.00	D&R	Entercom	
KYMX	96.1	50 kw @ 476	Soft AC		\$76.00	Allied	CBS	
KZSA	92.1	1.4 kw @ 472	Hispanic		\$ NA	Caballero	Z-Spanish	Placerville
KZZO	100.5	115 kw @ 328	AC-NR		\$80.00	Eastman	CBS	

Notes: 9/97 KSQR (1240) sold by Silverado to Z-Spanish (price NA) . . . 10/97 American Radio Systems sold these stations to CBS: KHTK/KQPT for \$6,000,000; KNCI-F for \$45,000,000; KRAK-F for \$20,000,000; KSFM-F for \$53,000,000; KYMX-F for \$27,000,000; KZZO-F for \$33,000,000 . . . 11/97 KQBR-F changed from Jazz to Black AC . . . 12/97 KRXQ-F will shift from Class B1 93.7 to Class B 98.5 while KRAK-F will change from 98.5 to 93.7, probably in February, 1998 . . . 12/97 KSXX-F changed calls to KRCX-F; remains Hispanic . . . 1/98 Entercom purchased the Jazz format & calls of KSSJ-F and shifted them from 101.9 to its new facility on 94.7; the 101.9 became Hispanic under new owner EXCL as KRRE-F

Jim Duncan

Comments: Listening levels are steady . . . KZZO-F seems to have found a base at a seven share . . . KYMX-F fell sharply from its strong Spring share; the same is true of KRAK-F . . . KHTK is up to a three share, its highest level . . . KSTE slumped to its lowest share in many years . . . There's been a 25% drop in listening to News/Talk station since last year; AC and CHR stations have been the primary beneficiaries

SAGINAW-BAY CITY

Arbltron Rank: 124 Pop (12+): 330,800	Stations: 27 / 17	Last Year's Revenue: \$15,200,000
MSA Rank: 123	Diaries: 1,085/305:1/59.9%	Household Income: \$39,754
MSA Pop: 402,000	Sample Target: 950	Total Retail Sales: \$4.3 Bil.
DMA: 60 (w/Flint)	% Below Line: 8.5	#1 Biller: WKCQ-F \$3,000,000
Average Persons Rating: 16.0	% Not Listed: 13.0	#1 Billing Portfolio: McLravy \$7,400,000
Market TSL In Hours: 21.00	Pop per Station: 19,459	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WKCQ-F	C	62 / 11.7	10.2	11.3	12.3	13.3	11.4	820 / 24.8	26.8	25.6	133 / 1950	E	WKCQ-F
2	WKQZ-F	AOR	44 / 8.3	8.8	9.2	8.0	7.1	8.6	616 / 18.6	18.6	18.8	86 / 1270	C	WKQZ-F
	WHNN-F	O	44 / 8.3	8.6	7.2	7.5	8.5	7.9	692 / 20.9	17.3	21.4	106 / 1889	D	WHNN-F
4	WTCF-F	CHR	41 / 7.7	6.8	5.8	5.4	4.6	6.4	704 / 21.3	18.7	19.5	50 / 848	B	WTCF-F
5	WSGW	FS/T	39 / 7.4	8.2	8.6	9.4	10.4	8.4	529 / 16.0	16.8	18.6	64 / 696	D	WSGW
6	WIOG-F	AC/CHR	34 / 6.4	9.3	8.3	7.9	6.2	8.0	634 / 19.2	21.3	17.4	80 / 1882	D	WIOG-F
7	WTLZ-F	B	32 / 6.0	6.0	6.1	7.5	5.4	6.4	374 / 11.3	11.0	10.5	40 / 622	B	WTLZ-F
8	WGER-F	SAC	29 / 5.5	5.8	5.6	5.0	5.0	5.5	421 / 12.7	12.7	14.6	36 / 552	C	WGER-F
9	WCEN-F	C	23 / 4.3	4.6	5.2	4.6	3.9	4.7	339 / 10.3	11.5	11.4	73 / 980		WCEN-F
10	WSAM	ST	20 / 3.8	5.1	4.3	3.3	5.2	4.1	310 / 9.4	9.4	10.3	28 / 363	A	WSAM
11	WMJA-FF	O	16 / 3.0	1.8	3.6	4.2	3.4	3.2	284 / 8.6	12.3	7.8	27 / 480	A	WMJA-FF
12	WIXC-F	C	10 / 1.9	1.5	2.3	1.7	2.1	1.8	182 / 5.5	8.9	8.9	11 / 220	A	WIXC-F
	WMAX	SPRTS	10 / 1.9	1.5	0.7	1.0	0.8	1.3	222 / 6.7	2.4	3.5	11 / 265	A	WMAX

12+ FM Share (Metro): 81.09 % (373 of 460) (Fall 96: 74.94 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WTCF-F >>	1 WKQZ-F >	1 WKQZ-F	1 WKQZ-F	1 WKCQ-F	1 WKCQ-F	1 WKCQ-F <	1 WKCQ-F >	1 WKCQ-F	1 WTLZ-F >	1 WKCQ-F
2 WKQZ-F	2 WTCF-F	2 WKQZ-F >	2 WKQZ-F	2 WKQZ-F	2 WSGW	2 WSGW	2 WKQZ-F <	2 WTCF-F <	2 WTCF-F	2 WTLZ-F
3 WTLZ-F >	3 WKCQ-F	3 WHNN-F <	3 WHNN-F	3 WKQZ-F	3 WHNN-F >	3 WKQZ-F	3 WSGW <	3 WKQZ-F <	3 WKQZ-F >	3 WTCF-F
4 WTLZ-F	4 WTCF-F	4 WIOG-F	4 WIOG-F	4 WIOG-F	4 WGER-F <	4 WHNN-F	4 WIOG-F <	4 WHNN-F >	4 WKQZ-F	4 WHNN-F
5 WIOG-F	5 WIOG-F	5 WTLZ-F	5 WTLZ-F	5 WTLZ-F	5 WIOG-F <	5 WTCF-F <	5 WHNN-F <	5 WIOG-F	5 WHNN-F >	5 WKQZ-F <
6 WCEN-F	6 WTLZ-F	6 WTCF-F	6 WTCF-F	6 WGER-F <	6 WSAM >	6 WIOG-F <	6 WGER-F >	6 WSGW <	6 WGER-F <	6 WSGW <
7 WHNN-F	7 WGER-F	7 WGER-F <	7 WGER-F	7 WTCF-F	7 WTCF-F	7 WGER-F	7 WTCF-F	7 WTLZ-F <	7 WSGW	7 WIOG-F <
	8 WMJA-FF <	8 WMJA-FF	8 WMJA-FF	8 WMJA-FF	8 WMJA-FF	8 WTLZ-F	8 WCEN-F	8 WGER-F <	8 WGER-F <	8 WSAM
				WSGW				9 WCEN-F		WCEN-F >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmitte
1 WTCF-F	1 WTLZ-F	1 WTLZ-F	1 WIOG-F <	1 WIOG-F <	1 WKQZ-F >	1 WKQZ-F >	1 WKQZ-F >	1 WKQZ-F >	1 WKQZ-F	1 WTLZ-F
2 WKQZ-F	2 WKQZ-F	2 WKQZ-F >	2 WTLZ-F <	2 WKQZ-F	2 WTCF-F	2 WKQZ-F	2 WKQZ-F	2 WKQZ-F	2 WHNN-F	2 WKQZ-F
3 WGER-F	3 WTCF-F	3 WTCF-F	3 WTCF-F <	3 WTLZ-F <	3 WKQZ-F	3 WTCF-F	3 WTCF-F	3 WHNN-F >	3 WKQZ-F >	3 WHNN-F
4 WIOG-F	4 WIOG-F	4 WKQZ-F	4 WKQZ-F	4 WGER-F	4 WCEN-F >	4 WCEN-F	4 WHNN-F	4 WMJA-FF	4 WMJA-FF	4 WSGW
5 WTLZ-F	5 WKQZ-F	5 WIOG-F >>	5 WGER-F	5 WHNN-F	5 WMMQ-F	5 WHNN-F >	5 WCEN-F	5 WTCF-F <	5 WSGW	
6 WKCQ-F >	6 WGER-F >		6 WHNN-F	6 WTCF-F	6 WTLZ-F >>		6 WMJA-FF >	6 WCEN-F	6 WIOG-F	
			7 WKQZ-F >>	7 WKQZ-F >				7 WIOG-F	7 WMAX	
									WTCF-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKNX	ST	1250	Frankenmuth 1.3 3.0 10 125
WMPX-AF	ST	1490	Midland 0.8 2.3 13 216

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFX-F	CHR	95.3	Clare 0.6 1.5 32 383
WCRZ-F	AC	107.9	Flint 0.4 1.7 70 992
WDZZ-F	B	92.7	Flint 0.6 2.7 65 788
WGDN-F	C	103.1	Gladwin 0.4 1.2 12 165
WJR	FS	760	Detroit 1.7 4.6 68 1060
WMMQ-F	CL AOR	94.9	E. Lansing 0.9 1.5 23 348
WOWE-F	B	98.9	Vassar 1.7 4.5 25 447
WUPS-F	AC	98.5	Houghton Lake 0.4 1.0 12 236
WWBN-F	AOR	101.5	Tuscola 1.3 4.2 30 638
WWCK-F	CHR	105.5	Flint 0.6 3.3 72 1211

SAGINAW-BAY CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	38 (3)	38 (3)	8.3 %	8.4 %	McLravy	30.6 %	33.9 %	48.0 %
AOR/Classic/NR	0 (0)	56 (3)	56 (3)	12.2 %	10.8 %	WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM			
Black/Urban	0 (0)	44 (3)	44 (3)	9.6 %	7.7 %		30.6 %	33.9 %	48.0 %
CHR	0 (0)	47 (3)	47 (3)	10.2 %	6.5 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	97 (4)	97 (4)	21.1 %	22.6 %				
Full Service	48 (2)	0 (0)	48 (2)	10.4 %	13.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Oldies	0 (0)	60 (3)	60 (3)	13.0 %	12.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	29 (1)	29 (1)	6.3 %	5.9 %				
Sports	10 (1)	0 (0)	10 (1)	2.2 %	0.9 %				
Standards	29 (3)	2 (1)	31 (4)	6.7 %	11.5 %				
Totals	87 (6)	373 (21)	460 (27)						

AM Stations

Station	Freq	Power	Format	Service	Rate	Personnel	Location
WKNX	1250	1 kw (Days)	Standards	USA, AP	\$<20.00	Patt	Frankenmuth
WMAX	1440	5 kw/2.5 kw (DA-2)	Sports	1-on-1, CBS	\$14.00	Patt	
WMPX	1490	1 kw	Standards	ABC	\$ NA	Patt	Midland
WSAM	1400	1 kw	Standards	Westwd, CNN, ABC	\$<20.00	—	MacDonald
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Katz	McLravy

FM Stations

Station	Freq	Power	Format	Service	Rate	Personnel	Location
WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal	Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz, McLravy	
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$60.00	Eastman, Liggelt	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Katz, McLravy	
WIXC	97.3	3 kw @ 328	Country		\$<20.00	—	Midwest Family, Essexville
WKQC	98.1	50 kw @ 493	Country	ABC	\$66.00	—	MacDonald
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Banner, McLravy	Midland
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner, McLravy	
WMJK	100.9	2.6 kw @ 500	See WMJA-F				Pinconning
WMRX	97.7	2.03 kw @ 400	See WMPX				Beaverton
WTCF	100.5	3 kw @ 328	CHR	Source	\$21.00	Mc-Guild	Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin, Steve Taylor	

Notes: 1/98 WJZZ (CP: 1210) sold by Bell to Radio One as part of \$34,000,000 sale of WCHB-AF Detroit

Jim Duncan

Comments: Listening levels are steady . . . WSGW has its fourth consecutive down book . . . WTCF-F has its fourth straight up book and probably its highest share ever

ST. LOUIS

Arbltron Rank: 18 Pop (12+): 2,095,800
 MSA Rank: 17
 MSA Pop: 2,570,000
 DMA: 20
 Average Persons Rating: 17.1
 Market TSL in Hours: 22.25

Stations: 28 / 28
 Diaries: 3,519/596:1/57.1%
 Sample Target: 3,340
 % Below Line: 0.0
 % Not Listed: 11.6
 Pop per Station: 74,850

Last Year's Revenue: \$94,800,000
 Household Income: \$45,083
 Total Retail Sales: \$25.7 Bil.
 #1 Biller: KMOX \$20,500,000
 #1 Billing Portfolio: CBS \$46,900,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KMOX	T/FS	400 / 11.2	12.0	11.8	11.8	13.0	11.7	5405 / 25.8	29.1	31.6	431 / 5927	K	KMOX
2	WIL-F	C	303 / 8.5	8.4	7.8	8.6	6.9	8.3	3850 / 18.4	16.7	17.8	354 / 4483	H	WIL-F
3	KMJM-F	B	244 / 6.8	7.3	7.2	7.1	8.2	7.1	2426 / 11.6	12.3	12.8	257 / 2687	G	KMJM-F
4	KEZK-F	SAC	196 / 5.5	6.0	6.1	6.9	6.7	6.1	3192 / 15.2	16.4	16.6	212 / 3467	H	KEZK-F
5	WKXX-F	C	178 / 5.0	5.3	4.3	4.5	3.6	4.8	2734 / 13.0	13.2	10.3	211 / 3222	E	WKXX-F
6	KYKY-F	AC	171 / 4.8	5.3	4.9	4.9	5.3	5.0	3053 / 14.6	15.6	15.7	183 / 3321	H	KYKY-F
7	KPNT-F	AOR-NR	166 / 4.6	4.6	5.4	4.7	5.0	4.8	2891 / 13.8	15.3	14.4	204 / 3480	F	KPNT-F
8	KSHE-F	AOR	165 / 4.6	4.5	4.4	4.0	4.9	4.4	2806 / 13.4	13.9	12.7	191 / 3323	H	KSHE-F
9	KLOU-F	O	133 / 3.7	4.6	4.9	4.3	4.6	4.4	3012 / 14.4	16.3	14.9	152 / 3327	F	KLOU-F
10	WALC-F	AC-NR	131 / 3.7	4.1	4.2	4.0	4.2	4.0	3493 / 16.7	19.3	15.6	141 / 3773	E	WALC-F
11	KTRS	T	121 / 3.4	2.9	2.3	2.4	2.0	2.7	1980 / 9.4	7.1	7.8	127 / 2132	D	KTRS
12	KIHT-F	CL HITS	112 / 3.1	2.5	2.6	2.6	3.0	2.7	2359 / 11.3	9.7	10.2	129 / 2684	E	KIHT-F
13	KFUO-F	CL	111 / 3.1	2.6	2.7	2.8	2.8	2.8	1763 / 8.4	7.8	8.8	116 / 1850	C	KFUO-F
14	WVRV-F	AOR-P	107 / 3.0	3.2	3.9	4.0	3.6	3.5	2412 / 11.5	13.1	11.2	108 / 2499	D	WVRV-F
15	KSD-F	CL AOR	106 / 3.0	2.8	3.0	3.2	2.9	3.0	2451 / 11.7	12.7	12.0	107 / 2581	F	KSD-F
16	KXOK-F	B/A/C	81 / 2.3	2.4	2.4	2.6	2.7	2.4	1382 / 6.5	6.8	7.9	84 / 1408	C	KXOK-F
17	KMJM	B/G	76 / 2.1	1.9	1.0	0.5	0.5	1.4	935 / 4.5	2.2	1.7	76 / 935	C	KMJM
18	WRTH	ST	74 / 2.1	2.5	3.4	2.6	2.3	2.7	1080 / 5.1	6.5	5.3	76 / 1085	C	WRTH
19	KATZ-F	B	66 / 1.8	1.9	2.3	1.9	1.3	2.0	1205 / 5.8	6.5	4.4	66 / 1229	B	KATZ-F
20	KSLZ-F	CHR	66 / 1.8						1284 / 6.1			75 / 1413		KSLZ-F
20	KFNS	SPRTS	43 / 1.2	1.1	0.8	1.2	1.0	1.1	852 / 4.1	3.5	3.6	43 / 876	C	KFNS
21	WEW	ST	38 / 1.1	1.1	1.0	1.2	1.1	1.1	488 / 2.2	2.4	2.5	44 / 539		WEW

12+ FM Share (Metro): 73.88 % (2336 of 3162) (Fall 96: 73.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd			
1	KMJM-F >>	1	WIL-F <	1	WIL-F <	1	KMOX >	1	KMOX	1	KMOX <	1	KMOX
2	KPNT-F	2	KPNT-F	2	KMJM-F	2	KSHE-F <	2	KMOX	2	WIL-F	2	WIL-F
3	WALC-F	3	KSHE-F	3	KSHE-F <	3	KYKY-F <	3	KEZK-F	3	WALC-F	3	WALC-F
4	WIL-F	4	WKXX-F <	4	KMOX <	4	KEZK-F <	4	KTRS	4	KMJM-F	4	KYKY-F
5	WKXX-F	5	KYKY-F	5	WKXX-F <	5	KSHE-F <	5	KMOX	5	WIL-F	5	WIL-F
6	KYKY-F	6	KPNT-F <	6	KMJM-F <	6	WKXX-F	6	KFUO-F	6	KEZK-F	6	KEZK-F
7	WVRV-F	7	KMOX <	7	KEZK-F	7	KMJM-F	7	WKXX-F <	7	KYKY-F	7	WALC-F
8		8	KEZK-F	8	KIHT-F <	8	KLOU-F <	8	KYKY-F	8	WALC-F	8	WALC-F
9				9	WVRV-F <								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite					
1	KMJM-F	1	KYKY-F	1	KYKY-F <	1	KMJM-F	1	KSHE-F <	1	KSHE-F >	1	KSHE-F <	1	KMOX >>
2	KPNT-F	2	KYKY-F	2	KMJM-F <	2	WIL-F <	2	KEZK-F <	2	KPNT-F >	2	KMOX	2	KMJM-F
3	WKXX-F	3	WKXX-F	3	WVRV-F	3	KMJM-F	3	WIL-F	3	KSHE-F >	3	WIL-F	3	WIL-F
4	KYKY-F	4	WVRV-F	4	WKXX-F <	4	KEZK-F <	4	WKXX-F <	4	WIL-F >	4	KMJM-F	4	WIL-F
5	KEZK-F <	5	WIL-F	5	WIL-F	5	WKXX-F	5	KMJM-F <	5	WALC-F	5	KIHT-F	5	KMOX
6	WIL-F	6	WALC-F	6	WALC-F	6	WVRV-F <	6	KLOU-F	6	WIL-F	6	WKXX-F <	6	KSD-F <
7	WALC-F	7	KEZK-F	7	WALC-F	7	WALC-F <	7	WVRV-F <	7	WALC-F	7	WALC-F	7	KIHT-F <
8	WVRV-F	8	KPNT-F	8	KIHT-F	8	KLOU-F								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume			
KIRL	J	1460	St. Charles	0.3	0.7	11	136
KLPW	T	1220	Union	0.3	0.6	11	121
WESL	B/G	1490	E. St. Louis	0.4	1.2	16	260
WGNU	T	920	Granite City, IL	0.4	1.2	13	247
WIBV	T	1260	Belleville, IL	0.6	2.5	23	537

ST. LOUIS

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	302 (2)	302 (2)	9.6 %	5.8 %	CBS	28.2 %	29.2 %	49.5 %
AOR/Classic/NR	0 (0)	544 (4)	544 (4)	17.2 %	18.1 %	KEZK-FM, KLOU-FM, KMOX-AM, KSD-FM, KYKY-FM			
Black/Urban	0 (0)	391 (3)	391 (3)	12.4 %	14.3 %	Emmis	13.3 %	15.9 %	14.3 %
CHR	0 (0)	66 (1)	66 (1)	2.1 %	0.0 %	KSHE-FM, WALC-FM, WKXX-FM			
Classical	0 (0)	111 (1)	111 (1)	3.5 %	3.1 %	Jacor	12.5 %	11.2 %	7.9 %
Country	0 (1)	481 (2)	481 (3)	15.2 %	12.2 %	KATZ-FM, KMJM-AM, KMJM-FM, KSLZ-FM			
Full Service	400 (1)	0 (0)	400 (1)	12.7 %	14.2 %	Sinclair TV	21.3 %	21.2 %	19.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KIHT-FM, KPNT-FM, WIL-FM, WRTH-AM, WVRV-FM			
Jazz	11 (1)	0 (0)	11 (1)	0.3 %	0.6 %	WIBV	4.0 %	3.1 %	4.4 %
News/Talk	168 (4)	0 (0)	168 (4)	5.3 %	4.7 %	KTRS-AM, WIBV-AM			
Oldies	0 (0)	245 (2)	245 (2)	7.7 %	8.3 %		79.3 %	80.6 %	95.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	92 (2)	0 (0)	92 (2)	2.9 %	1.8 %				
Soft AC/EZ	0 (0)	196 (1)	196 (1)	6.2 %	7.4 %				
Sports	43 (1)	0 (0)	43 (1)	1.4 %	1.1 %				
Standards	112 (2)	0 (0)	112 (2)	3.5 %	3.7 %				
Totals	826 (12)	2336 (16)	3162 (28)						

AM Stations

Station	Power	Time	Format	Value	Agency	Agency	Location
KFNS	590	1 kw (DA-2)	Sports	\$40.00	D&R		Wood River, IL
KMJM	1600	5 kw (DA-N)	Black Gospel	AURN \$ NA	Eastman	Jacor	
KMOX	1120	50 kw	Talk/Full Svc.	CBS, CNN \$300.00	CBS	CBS	
KTRS	550	5 kw (DA-N)	Talk	ABC \$32.00	Mc-Guild	WIBV	
WEW	770	1 kw (Days)	Standards	CNN \$27.00	Roslin	Acker	
WRTH	1430	5 kw (DA-2)	Standards	Westwd \$36.00	Christal	Sinclair TV	

FM Stations

Station	Power	Time	Format	Value	Agency	Agency	Location
KATZ	100.3	50 kw @ 492	Black	\$36.00	Eastman	Jacor	Alton, IL
KEZK	102.5	100 kw @ 1026	Soft AC	\$165.00	Sentry	CBS	
KFUO	99.1	100 kw @ 1026	Classical	Westwd \$56.00	Allied		
KIHT	96.3	80 kw @ 1026	Classic Hits	\$73.00	Christal	Sinclair TV	
KLOU	103.3	100 kw @ 920	Oldies	CBS \$81.00	CBS	CBS	
KMJM	104.9	7.8 kw @ 575	Black	\$150.00	Eastman	Jacor	Columbia, IL
KPNT	105.7	100 kw @ 1375	AOR-New Rock	\$88.00	Allied	Sinclair TV	Ste. Genevieve
KSD	93.7	100 kw @ 860	Classic AOR	\$104.00	Katz	CBS	
KSHE	94.7	100 kw @ 1026	AOR	\$160.00	D&R	Emmis	Crestwood
KSLZ	107.7	100 kw @ 1026	CHR	\$ NA	Eastman	Jacor	
KXOK	97.1	100 kw @ 560	Black AC	ABC \$50.00	Allied	Frischling	Florissant
KYKY	98.1	90 kw @ 1026	AC	\$180.00	Katz	CBS	
WALC	104.1	39 kw @ 550	Modern AC	\$71.00	D&R	Emmis	Jersayville, IL
WIL	92.3	100 kw @ 984	Country	ABC \$160.00	Christal	Sinclair TV	
WKXX	106.5	90 kw @ 1026	Country	\$65.00	D&R	Emmis	Granite City, IL
WVRV	101.1	44 kw @ 525	Progressive AOR	\$60.00	Mc-Guild	Sinclair TV	E. St. Louis, IL

Notes: 9/97 WCBW-F changed from Contemporary Christian to simulcasting KMJM-F . . . 10/97 American Radio Systems sold these stations to CBS: KEZK-F for \$58,000,000; KFNS for \$5,000,000; KLOU-F for \$32,000,000; KSD-F for \$22,000,000; KYKY-F for \$64,000,000 . . . 10/97 KFNS sold by American Radio Systems/CBS for \$3,750,000 (Sunbelt) . . . 10/97 The KMJM-F calls & format moved to 104.9; 107.7 changed to CHR as KSLZ-F ("Z-107.7") . . . 12/97 WKBQ donated by Emmis for no cash consideration

Jim Duncan

Comments: Listening levels held steady . . . KMOX has fallen to its lowest share in at least three years . . . KEZK-F also fell to its lowest share in that time period . . . KTRS is showing good growth as it takes on KMOX . . . Black Gospel KMJM-AM is developing into a viable property . . . New CHR KSLZ-F debuted with a 1.8

SALISBURY-OCEAN CITY

Arbltron Rank: 153 Pop (12+): 236,100	Stations: 32 / 25	Last Year's Revenue: \$11,000,000
MSA Rank: NA	Diaries: 959/246:1/52.5%	Household Income: \$34,087
MSA Pop: NA	Sample Target: 900	Total Retail Sales: \$3.2 Bil.
DMA: None	% Below Line: 6.4	#1 Biller: NA
Average Persons Rating: 15.1	% Not Listed: 16.0	#1 Billing Portfolio: NA
Market TSL in Hours: 20.25	Pop per Station: 9,444	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WWFG-F	34 / 9.5	10.9	7.8	11.0	9.0	450 / 18.1	22.5	19.4	39 / 541	WWFG-F
2	WOCQ-F	30 / 8.4	6.8	8.4	7.9	7.4	418 / 17.7	16.9	20.0	32 / 450	WOCQ-F
3	WQHQ-F	29 / 8.1	9.4	8.6	8.1	7.9	405 / 17.2	18.0	20.6	30 / 464	WQHQ-F
4	WICO-FF	23 / 6.4	5.2	6.2	6.3	8.2	376 / 15.9	14.5	9.5	26 / 414	WICO-FF
5	WLVV-FF	22 / 6.2	5.5	6.2	6.3	4.7	327 / 13.9	14.9	13.3	25 / 370	WLVV-FF
6	WZBH-F	21 / 5.9	5.5	6.8	4.7	8.2	358 / 15.2	14.9	15.7	33 / 508	WZBH-F
7	WGMD-F	16 / 4.5	2.9	3.2	5.2	3.0	255 / 10.8	6.2	8.3	16 / 275	WGMD-F
	WRKE-F	16 / 4.5	5.2	3.8	3.1	4.1	244 / 10.3	10.8	11.4	16 / 244	WRKE-F
	WOLC-F	16 / 4.5	2.9	3.5	3.9	1.9	181 / 7.7	6.8	5.9	16 / 193	WOLC-F
10	WOSC-F	13 / 3.6	4.4	3.5	4.7	3.0	292 / 12.3	13.4	13.8	13 / 353	WOSC-F
11	WAFL-F	9 / 2.5	2.3	3.2	1.6		110 / 4.7	6.8	4.4	19 / 349	WAFL-F
13	WLFX-F	8 / 2.2	3.6	2.7	2.9	1.9	155 / 6.6	9.4	7.3	9 / 171	WLFX-F
12	WSBY-F	8 / 2.2	1.3	0.8	1.0	1.6	80 / 3.4	7.4	4.8	8 / 80	WSBY-F

12+ FM Share (Metro): 93.33 % (280 of 300) (Fall 96: 93.77 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOCQ-F >>	1 WOCQ-F	1 WWFG-F <	1 WWFG-F <	1 WQHQ-F	1 WWFG-F	1 WWFG-F	1 WWFG-F <	1 WWFG-F <	1 WOCQ-F >>	1 WWFG-F <
2 WOSC-F	WZBH-F >	2 WOCQ-F	2 WQHQ-F	2 WWFG-F	2 WQHQ-F	2 WQHQ-F <	2 WQHQ-F	2 WOCQ-F <	2 WOSC-F <	2 WOCQ-F >
	WRKE-F	3 WRKE-F	3 WQHQ-F	3 WICO-FF	3 WOCQ-F <	3 WICO-FF	3 WICO-FF	3 WQHQ-F	3 WQHQ-F <	3 WQHQ-F <
	WZBH-F >>	4 WQHQ-F	WZBH-F	WOCQ-F <	4 WICO-FF	WLVV-FF	4 WICO-FF	WLVV-FF	4 WWFG-F	4 WRKE-F
		WOSC-F	5 WICQ-FF	5 WZBH-F <	WLVV-FF <	5 WGMD-F	5 WZBH-F	5 WICO-FF <	WRKE-F	WZBH-F <
		WWFG-F	WLVV-FF <	6 WLVV-FF >	6 WZBH-F >	6 WOLC-F <	6 WGMD-F	6 WZBH-F <	6 WZBH-F	6 WLVV-FF
			7 WRKE-F				7 WOCQ-F <	7 WLFX-F		WOLC-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WQHQ-F	1 WOCQ-F	1 WQHQ-F	1 WQHQ-F	1 WQHQ-F	1 WZBH-F	1 WZBH-F	1 WZBH-F >	1 WZBH-F	1 WQHQ-F	1 WZBH-F
	WOCQ-F	2 WQHQ-F	2 WWFG-F	2 WWFG-F	2 WRKE-F	2 WOCQ-F	2 WOCQ-F	2 WOCQ-F <	WZBH-F	2 WOCQ-F >
	WOSC-F >>	WAFL-F	WWFG-F	3 WOCQ-F	3 WICO-FF	WOCQ-F >>	WRKE-F >	WRKE-F	3 WWFG-F	WWFG-F
		WWFG-F	WOCQ-F	4 WICO-FF >	4 WOCQ-F	4 WOSC-F	4 WQHQ-F >	4 WLVV-FF	4 WLVV-FF	4 WLVV-FF
		5 WICQ-FF	WAFL-F >	5 WAFL-F	5 WLVV-FF	5 WLFX-F		WRKE-F	WOCQ-F	WOCQ-F
		WOSC-F		WZBH-F		WWFG-F		6 WQHQ-F	6 WICQ-FF	6 WICQ-FF
		WZBH-F >							WRKE-F	WRKE-F

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WBEG-F	C	96.9	Crisfield, MD	0.6	2.2	4	99	WCBM	T	680	Baltimore	0.6	1.5	4	91
WICO	T	1320	Salisbury	1.4	2.6	6	70	WCMC	ST	1230	Wildwood, NJ	1.1	1.6	4	38
WJDY	B	1470	Salisbury	0.8	2.0	3	47	WDSD-F	C	92.9	Smyrna, DE	0.8	2.3	42	504
WJNE-F	AC-NR	95.3	Lauret, DE	1.4	3.8	5	96	WRDX-F	AOR	94.7	Dover, DE	1.1	3.8	16	264
WJYN-F	AC-NR	103.5	Bethany Beach, D	1.4	4.7	5	112	WTDK-F	O	107.1	Federalburg, MD	0.6	2.3	5	123
WKHW-F	AC	106.5	Pocomoke City	0.6	1.4	2	38	WXPZ-F	REL	101.3	Milford, DE	1.7	2.9	7	124
WSSR	T	900	Georgetown, DE	0.8	3.6	3	92	WZXL-F	AOR	100.7	Wildwood, NJ	0.6	1.5	2	69
WSUX-F	SAC	98.3	Seaford, DE	0.8	3.2	3	75								
WTGM-AF	SPRTS	960	Salisbury	1.1	4.7	4	116								

SALISBURY-OCEAN CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	50 (5)	50 (5)	16.7 %	15.7 %	Cumulus, pend.	30.4 %	32.2 %	%
AOR/Classic/NR	0 (0)	49 (6)	49 (6)	16.3 %	18.4 %	WJDY-AM, WLBW-FM, WLWV-FM, WOSC-FM, WQHQ-FM, WSBY-FM, WWFG-FM			
Black/Urban	3 (1)	46 (2)	49 (3)	16.3 %	15.7 %	Delmarva	12.5 %	13.5 %	%
CHR	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %	WAFL-FM, WICO-AM, WICO-FM, WLFX-FM, WXJN-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Great Scott, pend.	17.9 %	18.2 %	%
Country	0 (0)	62 (5)	62 (5)	20.7 %	21.3 %	WJNE-FM, WJYN-FM, WOCQ-FM, WSSR-AM, WZBH-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		60.9 %	63.9 %	%
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	10 (3)	16 (1)	26 (4)	8.7 %	5.6 %				
Oldies	0 (0)	24 (3)	24 (3)	8.0 %	11.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	22 (2)	22 (2)	7.3 %	8.2 %				
Soft AC/EZ	0 (0)	11 (2)	11 (2)	3.7 %	0.0 %				
Sports	3 (1)	0 (0)	3 (1)	1.0 %	0.7 %				
Standards	4 (1)	0 (0)	4 (1)	1.3 %	2.3 %				
Totals	20 (6)	280 (26)	300 (32)						

AM Stations

WICO	1320	1 kw/36 w	Talk	ABC, CNN	---	Delmarva	
WSSR	900	10 kw/1 kw	Talk	ABC	---	Great Scott	Georgetown, DE

FM Stations

WAFL	97.7	3 kw @ 328	AC/CHR		K&P	Delmarva	Milford, DE
WGMD	92.7	3 kw @ 300	Talk	ABC, AP	---		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		---	Delmarva	
WLBW	92.1	6 kw @ 308	See WLWV-F			Cumulus, pend.	Fenwick Island, DE
WLFX	97.1	4.6 kw @ 375	Classic Rock		K&P	Delmarva	Ocean Pines
WLWV	105.5	2.1 kw @ 390	Oldies		Banner	Cumulus, pend.	
WOCQ	103.9	3 kw @ 328	Urban/CHR	ABC, Westwd	Allied	Great Scott, pend.	Berlin
WOLC	102.5	50 kw @ 500	Religion	USA	---		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		---	Cumulus, pend.	Bethany Beach, DE
WQHQ	104.7	33 kw @ 610	AC	Westwd	Banner	Cumulus, pend.	
WRKE	101.7	3 kw @ 300	Black	Westwd	Banner		Ocean View
WSBY	98.9	6 kw @ 328	Soft AC		---	Cumulus, pend.	
WWFG	99.9	50 kw @ 315	Country	ABC	Mc-Guild	Cumulus, pend.	
WXJN	105.9	6 kw @ 341	See WICO-F				Lewes, DE
WZBH	93.5	11 kw @ 485	AOR		---	Great Scott	Georgetown, DE

Notes: 9/97 WLBW-F/WLWV-F/WQHQ-F sold by HVS to Cumulus for \$9,200,000 (Whittle) . . . 9/97 WSSR changed from Standards to Talk . . . 10/97 WOCQ-F sold to Great Scott for \$2,780,000 . . . 10/97 WJDY/WSBY-F sold to Cumulus for \$1,300,000 (Wm. Schutz) . . . 11/97 WZSK-F (103.5; Bethany Beach, DE) changed from CHR to Modern AC as WJYN-F ("Jane") . . . 11/97 WDNO-F (95.3; Laurel, DE) sold to Great Scott; began simulcasting WJYN-F . . . 11/97 WTGM/WTGM-EB (CP: 1670)/WRXS-F sold to GHB for \$_____ . . . 12/97 WDNO-F changed calls to WJNE-F ("Jane") . . . 1/98 WOSC-F/WWFG-F sold by Capstar to Cumulus for \$7,500,000

Jim Duncan
Comments:

SALT LAKE CITY

Arbitron Rank: 35 **Pop (12+):** 1,205,500
MSA Rank: 44
MSA Pop: 1,550,000
DMA: 36
Average Persons Rating: 14.2
Market TSL In Hours: 18.75

Stations: 30 / 30
Diaries: 2,518/479:1/53.7%
Sample Target: 2,350
% Below Line: 0.0
% Not Listed: 9.5
Pop per Station: 40,183

Last Year's Revenue: \$57,800,000
Household Income: \$44,583
Total Retail Sales: \$13.1 Bil.
#1 Biller: KSFI-F \$7,400,000
#1 Billing Portfolio: Jacor \$14,050,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KSFI-F	131 / 7.6	8.8	8.2	9.3	9.4	8.5	2455 / 20.4	21.9	22.1	149 / 2851	H	KSFI-F
2	KSL	125 / 7.3	5.0	6.5	6.6	6.6	6.3	2628 / 21.8	19.6	21.8	143 / 3172	H	KSL
3	KBER-F	92 / 5.4	3.8	3.2	4.3	3.8	4.2	1561 / 12.9	9.8	11.2	96 / 1715	D	KBER-F
4	KZHT-F	91 / 5.3	5.4	4.4	4.0	4.4	4.8	2036 / 16.9	14.4	11.5	97 / 2145	C	KZHT-F
5	KODJ-F	87 / 5.1	4.5	4.6	5.6	4.8	4.9	1743 / 14.5	13.0	16.1	94 / 1912	E	KODJ-F
6	KALL	80 / 4.7	3.2	3.2	3.7	4.1	3.7	1399 / 11.6	7.7	9.8	85 / 1507	D	KALL
7	KSOP-AF	78 / 4.6	5.7	3.8	5.5	4.6	4.9	1387 / 11.5	11.4	12.3	96 / 1681	F	KSOP-AF
8	KUBL-F	77 / 4.5	4.2	5.2	4.4	5.2	4.6	1518 / 12.6	11.9	11.8	79 / 1611	E	KUBL-F
9	KXRK-F	76 / 4.4	4.8	4.8	3.8	4.7	4.5	1714 / 14.2	12.4	11.9	79 / 1783	D	KXRK-F
10	KRSP-F	74 / 4.3	4.7	4.6	5.0	4.5	4.7	1723 / 14.3	13.1	14.1	85 / 1976	F	KRSP-F
	KBEE-F	74 / 4.3	3.9	5.0	4.2	4.3	4.4	1752 / 14.5	16.1	15.4	77 / 1914	E	KBEE-F
12	KISN-F	68 / 4.0	5.5	6.1	5.3	4.7	5.2	1779 / 14.8	19.2	16.0	87 / 2172	E	KISN-F
13	KENZ-F	67 / 3.9	5.0	4.1	4.3	3.2	4.3	1562 / 13.0	12.9	11.1	71 / 1646	B	KENZ-F
14	KKAT-F	65 / 3.8	4.0	3.7	4.8	4.2	4.1	1484 / 12.3	11.7	13.8	82 / 1692	F	KKAT-F
15	KDYL-AA	64 / 3.7	4.2	4.1	4.0	3.8	4.0	797 / 6.6	8.0	7.0	65 / 844	B	KDYL-AA
16	KBZN-F	44 / 2.6	2.9	1.5	2.3	2.6	2.3	742 / 6.2	5.8	6.5	46 / 834	C	KBZN-F
	KFNZ	44 / 2.6	1.4	2.7	2.0	1.2	2.2	889 / 7.4	12.2	5.3	44 / 915	A	KFNZ
18	KURR-F	41 / 2.4	2.8	1.7	1.7	2.2	2.1	812 / 6.7	4.9	7.7	49 / 945	C	KURR-F
19	KQMB-F	38 / 2.2	2.7	2.2	2.6	2.4	2.4	1320 / 10.9	8.4	8.4	40 / 1382	A	KQMB-F
20	KUMT-F	35 / 2.0	3.1	3.4	2.0	1.5	2.6	952 / 7.9	9.8	5.5	38 / 1036	C	KUMT-F

12+ FM Share (Metro): 76.65 % (1188 of 1550) (Fall 96: 77.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZHT-F >>	1 KBER-F	1 KSFI-F	1 KSFI-F >	1 KSFI-F >	1 KSL	1 KSL	1 KSFI-F	1 KSFI-F	1 KZHT-F >	1 KSL >
2 KXRK-F	2 KENZ-F <	2 KBER-F	2 KODJ-F >	2 KODJ-F	2 KSFI-F	2 KSFI-F >	2 KALL	2 KSL	2 KSL <	2 KSFI-F
3 KBER-F >	3 KBEE-F <	3 KODJ-F	3 KRSP-F <	3 KSL	3 KODJ-F	3 KALL <	3 KBER-F <	3 KZHT-F <	3 KBER-F <	3 KZHT-F
	4 KXRK-F <	KRSP-F	4 KSL <	4 KRSP-F <	4 KDYL-AA <	4 KBER-F	4 KODJ-F	4 KXRK-F	4 KXRK-F	4 KODJ-F <
	5 KSFI-F	KBEE-F <	5 KUBL-F <	5 KUBL-F <	5 KALL >	KZHT-F <	5 KBEE-F <	KBEE-F <	5 KSFI-F <	5 KSOP-AF <
	6 KKAT-F	6 KENZ-F <	6 KBEE-F <	6 KBEE-F <	6 KSOP-AF	6 KISN-F	6 KSL	6 KBEE-F <	6 KENZ-F <	6 KUBL-F <
	7 KSOP-AF	7 KUBL-F <	7 KKAT-F <	7 KSOP-AF	KRSP-F <	KODJ-F <	KSOP-AF <	7 KODJ-F	7 KUBL-F	7 KBER-F <
	8 KZHT-F <	8 KKAT-F <	8 KSOP-AF <	8 KKAT-F <	8 KUBL-F	8 KSOP-AF <	8 KRSP-F <	KUBL-F <	8 KBEE-F	8 KXRK-F
	9 KISN-F	9 KSL <	9 KENZ-F <	9 KALL <		9 KENZ-F	9 KENZ-F			KDYL-AA <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KENZ-F	1 KBEE-F	1 KBEE-F	1 KSFI-F >	1 KSFI-F >	1 KBER-F >>	1 KBER-F >	1 KBER-F	1 KBER-F	1 KRSP-F	1 KSL
2 KISN-F	2 KSFI-F	2 KSFI-F	2 KBEE-F	2 KODJ-F <	2 KXRK-F >	2 KXRK-F	KENZ-F	2 KRSP-F	2 KSL <	2 KZHT-F <
	KBEE-F	3 KENZ-F <	3 KKAT-F <	3 KISN-F	3 KBEE-F	3 KURR-F	3 KENZ-F	3 KSL	3 KODJ-F	3 KALL
4 KXRK-F	4 KKAT-F <	4 KSOP-AF	4 KODJ-F	4 KUBL-F <	KZHT-F	4 KURR-F <	KFNZ	KXRK-F	4 KBER-F <	KSFI-F
	KSFI-F	5 KISN-F	5 KISN-F	KUBL-F <	5 KISN-F <	5 KRSP-F	5 KSL <	KFNZ <	5 KSFI-F <	
6 KKAT-F	6 KSOP-AF	KENZ-F	6 KKAT-F <	6 KSL <	6 KSOP-AF	6 KKAT-F	6 KURR-F	6 KENZ-F <	6 KFNZ	
	KZHT-F	7 KZHT-F	7 KUBL-F	7 KENZ-F <	7 KSOP-AF <	KSFI-F <	KKAT-F	7 KODJ-F	7 KENZ-F <	
	KXRK-F <		8 KSOP-AF	8 KKAT-F			KSFI-F	KSFI-F	8 KUBL-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBKK-F	C	106.5	Spanish Fork 1.1 3.1 25 454
KFAM	EZ	700	N. Salt Lake City 0.9 2.0 16 265
KLO	ST	1430	Ogden 0.7 2.0 14 259
KLZX-F	CL AOR	106.9	Brigham City 1.1 3.2 22 464
KRKR-AF	ST	107.9	Roy 1.2 3.3 21 492
KSRR	SAC	1400	Provo 0.4 1.6 7 199
KTKK	T	630	Sandy 0.5 1.3 8 155

SALT LAKE CITY

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	112 (2)	112 (2)	7.2 %	7.4 %	Citadel	20.7 %	22.3 %	17.0 %
AOR/Classic/NR	0 (0)	386 (7)	386 (7)	24.9 %	24.5 %	KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KFNZ-AM, KUBL-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	22.4 %	21.2 %	24.3 %
CHR	0 (0)	159 (2)	159 (2)	10.3 %	10.1 %	KALL-AM, KFAM-AM, KISN-AM, KKAT-FM, KODJ-FM, KURR-FM, KZHT-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Simmons	17.5 %	18.3 %	23.1 %
Country	5 (1)	234 (4)	239 (5)	15.4 %	16.7 %	KDYL-AM, KQMB-FM, KRSP-FM, KSFI-FM			
Full Service	125 (1)	0 (0)	125 (1)	8.1 %	7.3 %	Trumper	7.1 %	7.8 %	9.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KBKK-FM, KISN-FM, KUMT-FM			
Jazz	0 (0)	44 (1)	44 (1)	2.8 %	2.8 %		67.7 %	69.6 %	74.0 %
News/Talk	88 (2)	0 (0)	88 (2)	5.7 %	5.2 %				
Oldies	0 (0)	122 (2)	122 (2)	7.9 %	5.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	23 (2)	131 (1)	154 (3)	9.9 %	11.3 %				
Sports	44 (1)	0 (0)	44 (1)	2.8 %	2.9 %				
Standards	77 (4)	0 (0)	77 (4)	5.0 %	5.2 %				
Totals	362 (11)	1188 (19)	1550 (30)						

AM Stations

KALL	910	5 kw/1 kw (DA-2)	Talk	Westwd, ABC	\$49.00	Eastman	Jacor	
KDYL	1280	10 kw/0.6 kw (DA-2)	Standards	CNN, Westwd, ABC	\$27.00	Allied	Simmons	
KFNZ	1320	5 kw (DA-1)	Sports	ABC, Westwd	\$ NA	Mc-Guild	Citadel	
KOVO	960	5 kw/1 kw (DA-N)	See KDYL					Provo
KSL	1160	50 kw	Full Service	CBS	\$121.00	Sentry	Bonneville	
KSOP	1370	5 kw/0.5 kw (DA-N)	See KSOP-F					S. Salt Lake City

FM Stations

KBEE	98.7	40 kw @ 2933	AC		\$60.00	Mc-Guild	Citadel	
KBER	101.1	26.3 kw @ 3740	AOR	ABC	\$51.00	Mc-Guild	Citadel	Ogden
KBZN	97.9	26.3 kw @ 3740	Jazz		\$35.00	Eastman	KLO	Ogden
KENZ	107.5	45 kw @ 2850	AOR-New Rock		\$30.00	Allied	Citadel	Orem
KISN	97.1	30 kw @ 3652	CHR/AC		\$71.00	Christal	Trumper	
KKAT	101.9	26.3 kw @ 3740	Country		\$86.00	Katz	Jacor	Ogden
KODJ	94.1	40 kw @ 3063	Oldies	ABC, Westwd	\$65.00	Katz	Jacor	
KQMB	102.7	47 kw @ 2699	AC	Westwd	\$<20.00	Allied	Simmons	Midvale
KRSP	103.5	27.5 kw @ 3630	Classic AOR		\$95.00	Allied	Simmons	
KSFI	100.3	26.3 kw @ 3740	Soft AC		\$155.00	Allied	Simmons	
KSOP	104.3	25.1 kw @ 3640	Country		\$78.00	Allied		
KUBL	93.3	26.3 kw @ 3740	Country	ABC	\$60.00	Mc-Guild	Citadel	
KUMT	105.7	7.3 kw @ 3661	Classic Hits		\$40.00	Christal	Trumper	Centerville
KURR	99.5	40 kw @ 2953	AOR		\$36.00	Eastman	Jacor	Bountiful
KXRK	96.1	55 kw @ 2630	AOR-New Rock		\$50.00	D&R		Provo
KZHT	94.9	48 kw @ 2799	CHR		\$34.00	Allied	Jacor	Provo

Notes: 8/97 Trumper traded KISN (570) to Jacor for KBKK-F . . . 10/97 KRGQ (1550) sold for \$500,000 . . . 12/97 KRKR-F changed calls to KSNU-F ("Sunny 107.9") . . . 12/97 KLZX-F (106.9; Brigham City) changed from Classic AOR to AOR as KRKR-F . . . 1/98 KISN changed from simulcasting KSNU-F to News/Talk as KNRS . . . 1/98 KBKK-F changed from Country to Soft AC as KOSY-F ("Cozy 106.5")

Jim Duncan

Comments: Listening levels are steady . . . KSFI-F is at its lowest share level in many years but still leads the market . . . KSL has risen to its highest share in more than three years . . . KBER-F also is at its highest share in more than three years . . . KISN-F is at its lowest share in many years

SAN ANTONIO

Arbitron Rank: 33 Pop (12+): 1,221,800	Stations: 33 / 29	Last Year's Revenue: \$62,000,000
MSA Rank: 36	Diaries: 2,593/471:1/47.9%	Household Income: \$35,697
MSA Pop: 1,510,000	Sample Target: 2,490	Total Retail Sales: \$13.7 Bil.
DMA: 37	% Below Line: 2.9	#1 Biller: KXTN-F \$8,600,000
Average Persons Rating: 16.9	% Not Listed: 9.3	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 42,131	Cox, pend. \$21,290,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KTFM-F	CHR	217 / 10.5	9.6	9.9	11.3	10.2	10.3	3087 / 25.3	25.3	24.1	249 / 3529	G	KTFM-F
2	KZEP-F	CL AOR	144 / 7.0	6.5	7.4	4.3	4.5	6.3	1984 / 16.2	14.9	12.7	159 / 2256	E	KZEP-F
3	KXTN-F	SP	127 / 6.2	6.1	6.1	6.5	7.6	6.2	1847 / 15.1	14.6	16.9	167 / 2374	H	KXTN-F
4	KSMG-F	AC	126 / 6.1	4.7	5.5	5.7	5.2	5.5	2062 / 16.9	16.1	15.5	137 / 2347	F	KSMG-F
5	KAJA-F	C	121 / 5.9	5.1	6.0	5.6	5.9	5.6	1808 / 14.8	17.7	16.6	156 / 2334	F	KAJA-F
6	KCYY-F	C	115 / 5.6	5.7	6.1	5.2	6.7	5.6	1769 / 14.5	16.1	17.3	135 / 2198	G	KCYY-F
7	KROM-F	SP	109 / 5.3	4.0	4.9	3.6	3.7	4.4	1156 / 9.5	8.7	6.8	123 / 1300	C	KROM-F
8	KISS-F	AOR	101 / 4.9	6.3	5.2	6.3	7.0	5.7	1848 / 15.1	16.6	17.5	117 / 2249	G	KISS-F
9	KONO-AF	O	91 / 4.4	5.9	5.4	5.4	5.0	5.3	1843 / 15.1	14.9	13.5	115 / 2257	D	KONO-AF
	KTSA	T	91 / 4.4	6.4	4.1	4.7	4.3	4.9	1087 / 8.9	9.9	8.8	128 / 1546	E	KTSA
11	KQXT-F	SAC	82 / 4.0	4.1	4.1	5.2	4.7	4.3	1333 / 10.9	11.6	13.1	90 / 1506	E	KQXT-F
12	KSJL-F	U	74 / 3.6	3.3	3.4	4.0	4.2	3.6	1053 / 8.6	8.2	9.5	77 / 1151	C	KSJL-F
	WOAI	N/T	74 / 3.6	3.5	3.4	4.1	3.7	3.6	1350 / 11.0	11.2	11.6	106 / 1954	G	WOAI
14	KCOR	SP	58 / 2.8	3.5	3.1	2.4	2.4	2.9	690 / 5.6	4.6	5.0	59 / 701	C	KCOR
15	KLUP	ST	52 / 2.5	2.4	2.6	1.9	2.4	2.4	715 / 5.9	5.7	5.2	56 / 827	B	KLUP
16	KCJZ-F	J	51 / 2.5	3.0	2.5	2.8	2.8	2.7	967 / 7.9	7.0	8.1	55 / 1035	C	KCJZ-F
17	KKYX	C	43 / 2.1	2.1	2.3	2.1	2.1	2.1	563 / 4.6	4.9	4.7	62 / 885	B	KKYX
18	KAMX-F	AC	29 / 1.4	2.2	1.3	1.6	0.7	1.6	759 / 6.2	5.7	4.1	44 / 1110		KAMX-F
19	KSAH	SP	23 / 1.1	1.1	0.8	1.3	1.7	1.1	236 / 1.9	2.4	3.3	24 / 255	A	KSAH
20	KRIO-F	SP	21 / 1.0	1.3	1.6	1.7	1.6	1.4	686 / 5.6	7.8	5.8	23 / 733	C	KRIO-F

12+ FM Share (Metro): 76.24 % (1425 of 1869) (Fall 96: 76.99 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTFM-F >>	1 KTFM-F >	1 KTFM-F <	1 KZEP-F >	1 KZEP-F	1 KTSA <	1 KTFM-F	1 KTFM-F <	1 KTFM-F	1 KTFM-F >>	1 KTFM-F >
2 KISS-F <	2 KISS-F <	2 KZEP-F	2 KSMG-F	2 KSMG-F <	2 KONO-AF <	2 KZEP-F <	2 KZEP-F	2 KZEP-F	2 KZEP-F <	2 KXTN-F
3 KSJL-F >>	3 KZEP-F <	3 KSMG-F	KTFM-F	3 KTFM-F <	3 KXTN-F <	3 KSMG-F <	3 KSMG-F	3 KSMG-F <	3 KISS-F	3 KROM-F <
	4 KSMG-F	4 KXTN-F <	4 KXTN-F <	4 KAJA-F <	4 KZEP-F <	4 KXTN-F <	4 KXTN-F <	4 KAJA-F <	4 KAJA-F <	4 KAJA-F <
	5 KROM-F <	5 KAJA-F <	5 KAJA-F <	5 KXTN-F <	5 KCYY-F <	5 KAJA-F	5 KCYY-F	5 KCYY-F	5 KCYY-F <	5 KZEP-F <
	6 KAJA-F <	6 KISS-F	6 KCYY-F <	6 KCYY-F	6 WOAI <	6 KCYY-F	KAJA-F	6 KXTN-F	6 KROM-F	6 KCYY-F <
	7 KXTN-F	KROM-F <	7 KROM-F	7 KROM-F <	7 KAJA-F	KISS-F <	7 KXTN-F	7 KISS-F	7 KSMG-F <	7 KSMG-F <
		8 KCYY-F >	8 KQXT-F	8 KONO-AF	8 KQXT-F	8 KROM-F <	8 KROM-F <	8 KROM-F	8 KROM-F	8 KISS-F <
			KONO-AF	9 KOXT-F		9 WOAI <	9 KQXT-F <	9 KONO-AF <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KTFM-F >>	1 KTFM-F >	1 KTFM-F	1 KTFM-F	1 KSMG-F <	1 KISS-F >	1 KISS-F	1 KZEP-F >	1 KZEP-F >	1 KZEP-F >>	1 KTFM-F >
2 KSMG-F <	2 KSMG-F	2 KSMG-F	2 KSMG-F	2 KTFM-F <	2 KTFM-F >>	2 KZEP-F	2 KSMG-F	2 KISS-F <	2 KSMG-F <	2 KZEP-F <
3 KROM-F	3 KXTN-F <	3 KZEP-F <	3 KCYY-F <	3 KCYY-F	3 KAJA-F	KTFM-F >	3 KISS-F <	3 KTFM-F >	3 KAJA-F <	3 KTSA <
4 KXTN-F	4 KAJA-F	4 KAJA-F	4 KXTN-F <	4 KXTN-F <	4 KZEP-F >	4 KSMG-F	4 KROM-F	4 KAJA-F	4 KTFM-F <	4 KAJA-F
5 KCYY-F	KCYY-F	KCYY-F	5 KAJA-F	5 KAJA-F	5 KROM-F	KTFM-F >	5 KXTN-F <	5 KSMG-F	5 KXTN-F <	
6 KISS-F	KROM-F <	6 KXTN-F	KROM-F	6 KZEP-F <	6 KAJA-F	6 KAJA-F	6 KXTN-F <	6 KXTN-F <	6 KONO-AF	
	7 KZEP-F	7 KROM-F	7 KZEP-F	7 KROM-F	7 KXTN-F	7 KXTN-F	7 KAJA-F >	7 KROM-F	KROM-F <	
			8 KQXT-F	8 KONO-AF <				8 KCYY-F <	8 KISS-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KBUC-F	C	98.3	Pleasanton	0.3	1.4	8	223	KASE-F	C	100.7	Austin	0.3	1.3	35	540
KCHL	B/G	1480	San Antonio	0.6	0.6	12	73	KEYI-F	O	103.5	San Marcos	0.6	2.2	34	554
KDRY	REL	1110	Alamo Heights	0.5	1.1	10	142	KROX-F	AOR-NR	101.5	Giddings	0.5	2.7	21	534
KEDA	SP	1540	San Antonio	0.8	1.8	16	233								
KENS	N	1160	San Antonio	0.4	1.5	15	230								
KGNB	T	1420	New Braunfels	0.3	1.2	7	158								
KSLR	REL	630	San Antonio	0.5	2.1	13	308								
KTKR	SPRTS	760	San Antonio	0.6	1.8	16	280								
KWED	C	1580	Seguin	0.3	1.1	8	153								

SAN ANTONIO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	155 (2)	155 (2)	8.3 %	6.5 %	Clear Channel	14.1 %	14.6 %	22.3 %
AOR/Classic/NR	0 (0)	256 (3)	256 (3)	13.7 %	13.2 %	KAJA-FM, KQXT-FM, KTKR-AM, WOAI-AM			
Black/Urban	0 (0)	74 (1)	74 (1)	4.0 %	4.6 %	Cox, pend.	28.1 %	28.8 %	34.3 %
CHR	0 (0)	217 (1)	217 (1)	11.6 %	11.2 %	KCJZ-FM, KCYY-FM, KISS-FM, KKYX-AM, KLUP-AM, KONO-AF, KSMG-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Heftel	9.0 %	9.2 %	18.8 %
Country	50 (2)	250 (4)	300 (6)	16.1 %	17.6 %	KCOR-AM, KPOZ-AM, KROM-FM, KXTN-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		51.2 %	52.6 %	75.4 %
Hispanic	97 (3)	257 (3)	354 (6)	18.9 %	19.6 %				
Jazz	0 (0)	51 (1)	51 (1)	2.7 %	3.1 %				
News/Talk	180 (4)	0 (0)	180 (4)	9.6 %	8.8 %				
Oldies	21 (1)	83 (2)	104 (3)	5.6 %	6.0 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	32 (3)	0 (0)	32 (3)	1.7 %	1.2 %				
Soft AC/EZ	0 (0)	82 (1)	82 (1)	4.4 %	5.1 %				
Sports	12 (1)	0 (0)	12 (1)	0.6 %	0.6 %				
Standards	52 (1)	0 (0)	52 (1)	2.8 %	2.6 %				
Totals	444 (15)	1425 (18)	1869 (33)						

AM Stations

Station	Power	Frequency	Format	Company	Notes
KCOR	1350	5 kw (DA-N)	Hispanic	Heftel	
KKYX	680	50 kw/10 kw (DA-N)	Country	Westwd	
KLUP	930	5 kw/1 kw (DA-N)	Standards	CBS	
KONO	860	5 kw/0.9 kw (DA-N)	See KONO-F		
KSAH	720	10 kw/1 kw (DA-2)	Hispanic	\$ NA	Caballero Universal City
KTSA	550	5 kw (DA-N)	Talk	ABC, Westwd	Christal KTFM-F
WOAI	1200	50 kw	News/Talk	CBS, ABC	\$87.00 Clr Chnl Clear Channel

FM Stations

Station	Power	Frequency	Format	Company	Notes
KAJA	97.3	100 kw @ 984	Country	\$85.00	Clr Chnl Clear Channel
KCJZ	106.7	100 kw @ 1016	Jazz	\$45.00	Katz Cox Terrell Hills
KCYY	100.3	100 kw @ 984	Country	\$131.00	Katz Cox
KISS	99.5	100 kw @ 1111	AOR	\$110.00	CBS Cox
KONO	101.1	100 kw @ 1368	Oldies	\$54.00	Allied Cox, pend. Helotes
KQXT	101.9	100 kw @ 672	Soft AC	\$87.00	Clr Chnl Clear Channel
KRIO	94.1	22 kw @ 696	Hispanic	\$34.00	— Barger Floresville
KROM	92.9	100 kw @ 1016	Hispanic	\$39.00	Katz Hisp. Heftel
KSJL	96.1	100 kw @ 597	Urban	ABC	\$35.00 Clr Chnl Inner City
KSMG	105.3	100 kw @ 1250	AC	\$83.00	CBS Cox Seguin
KTFM	102.7	100 kw @ 672	CHR	\$105.00	Christal KTSA
KXTN	107.5	100 kw @ 1470	Hispanic	\$156.00	Katz Hisp. Heftel
KZEP	104.5	100 kw @ 660	Classic AOR	\$71.00	D&R Lotus

Notes: KAMX-F – See Austin . . . 9/97 KENS (1160) sold by Scripps to Belo (price NA) . . . 12/97 KONO-AF sold by Barger to Cox for \$23,000,000; Cox also acquired an option to purchase Barger's KRIO-F (price NA) . . . 2/98 KCHG (810; Somerset) sold for \$750,000

Jim Duncan

Comments: Listening is steady as compared to year-ago levels . . . KZEP's recent growth is no fluke: it is confirmed by three consecutive strong books . . . KISS-F continued to decline, falling to its lowest share in many years

SAN DIEGO

Arbltron Rank: 15 Pop (12+): 2,267,300	Stations: 42 / 34	Last Year's Revenue: \$116,400,000
MSA Rank: 13	Diaries: 3,571/635:1/52.4%	Household Income: \$43,167
MSA Pop: 2,740,000	Sample Target: 3,270	Total Retail Sales: \$24.3 Bil.
DMA: 27	% Below Line: 6.4	#1 Biller: KSON-AF \$11,200,000
Average Persons Rating: 15.2	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 66,685	Jacor, pend. \$55,400,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KSON-AF	C	228 / 6.6	5.7	7.8	4.3	6.2	6.1	3012 / 13.3	15.2	12.1	I	KSON-AF
2	KFMB-F	AC/CHR	180 / 5.2	6.5	5.3	4.1	4.0	5.3	3917 / 17.3	17.4	12.2	F	KFMB-F
3	KYXY-F	AC	175 / 5.1	6.1	5.5	6.4	7.0	5.8	2955 / 13.0	15.3	16.1	I	KYXY-F
4	KOGO	T	170 / 4.9	3.9	3.0	1.1	1.9	3.2	2109 / 9.3	6.1	4.3	C	KOGO
5	KGB-F	CL AOR	157 / 4.5	3.8	3.6	2.8	2.7	3.7	2731 / 12.0	10.9	8.6	G	KGB-F
6	XHTZ-F	CHR/U	148 / 4.3	4.6	5.1	5.2	5.6	4.8	3065 / 13.5	14.1	15.7	G	XHTZ-F
7	KHTS-F	CHR/U	140 / 4.1	4.0	3.9	3.6	3.3	3.9	3176 / 14.0	13.8	10.7	C	KHTS-F
8	KIFM-F	J	132 / 3.8	3.5	2.9	4.3	4.4	3.6	2021 / 8.9	8.6	9.8	G	KIFM-F
9	KFMB	FS/T	123 / 3.8	5.5	5.3	4.2	4.6	4.6	2405 / 10.8	14.9	13.5	H	KFMB
10	KBZT-F	O	121 / 3.5	3.5	3.9	3.8	4.1	3.7	2309 / 10.2	12.3	13.0	G	KBZT-F
11	KIOZ-F	AOR	120 / 3.5	3.6	3.6	3.5	2.7	3.5	2201 / 9.7	9.6	8.4	G	KIOZ-F
12	KMCG-F	B/A/C	113 / 3.3	3.5	3.5	1.6	0.8	3.0	1774 / 7.8	9.1	3.3		KMCG-F
13	KPOP	ST	108 / 3.1	2.6	2.6	3.2	2.5	2.9	1084 / 4.8	5.3	5.8	C	KPOP
14	XTRA	SPRTS	100 / 2.9	2.3	1.7	2.2	2.4	2.3	2163 / 9.5	5.1	9.4	H	XTRA
15	XTRA-F	AOR-NR	79 / 2.3	2.7	3.1	3.5	2.9	2.9	2337 / 10.3	12.9	11.1	G	XTRA-F
16	KFI	T	76 / 2.2	2.5	1.9	2.5	2.3	2.3	1418 / 8.2	5.3	6.7		KFI
17	KKLQ-F	CHR/AC	66 / 1.9	1.6	1.9	3.5	3.6	2.2	2011 / 8.9	10.1	12.3	H	KKLQ-F
18	KPLN-F	CL HITS	63 / 1.8	1.9	1.9	2.4	2.8	2.0	1541 / 6.8	6.8	8.1	E	KPLN-F
19	KJQY-F	SAC	57 / 1.7	1.5	1.5	1.7	2.3	1.6	1196 / 5.3	5.0	7.2	D	KJQY-F
20	KXST-F	AOR-P	55 / 1.8	1.7	1.0	1.1	1.1	1.3	955 / 4.2	3.6	4.1	C	KXST-F
	KXGL-F	O	55 / 1.8	2.0	2.1	2.5	4.2	2.0	1372 / 6.1	6.6	8.9		KXGL-F
22	XHRM-F	AOR-P	53 / 1.5	1.6	2.1	2.0	1.6	1.8	1583 / 7.0	9.7	7.5	E	XHRM-F
23	KFSD-F	CL	49 / 1.4	1.7	2.1	2.0	1.0	1.8	872 / 3.8	4.8	2.6		KFSD-F
24	XTIM-F	SP	46 / 1.3	1.0	1.2	1.3	1.1	1.2	764 / 3.4	2.8	2.2		XTIM-F
25	XHKY-F	SP	44 / 1.3	1.3	1.8	1.5	1.1	1.5	970 / 4.3	4.3	3.6	C	XHKY-F
	XLTN-F	SP	44 / 1.3	1.2	0.8	1.2	1.3	1.1	756 / 3.3	3.1	3.1		XLTN-F
27	XEMO	SP	39 / 1.1	0.8	1.1	0.7	0.9	0.9	568 / 2.6	2.9	2.9		XEMO

12+ FM Share (Metro): 71.94 % (2202 of 3061) (Fall 96: 73.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTS-F	1 XHTZ-F <	1 KSON-AF	1 KGB-F	1 KSON-AF	1 KOGO	1 KFMB-F	1 KOGO <	1 KSON-AF	1 KHTS-F <	1 KSON-AF
2 XHTZ-F >>	2 KFMB-F <	KFMB-F <	2 KSON-AF <	2 KGB-F <	2 KSON-AF	2 KGB-F <	2 KSON-AF	2 KYXY-F	2 XHTZ-F	2 XHTZ-F <
3 KFMB-F	3 KIOZ-F <	3 KGB-F	3 KFMB-F <	3 KFMB-F	3 KFMB <	3 KSON-AF	3 KYXY-F	KFMB-F	3 KYXY-F <	3 KYXY-F <
4 XTRA-F	4 KSON-AF	4 KYXY-F	4 KYXY-F	KYXY-F	4 KIFM-F <	4 KFMB <	4 KGB-F <	4 XHTZ-F <	4 KSON-AF <	4 KHTS-F
5 KHTS-F <	5 KIOZ-F <	5 KIOZ-F <	5 KIOZ-F	5 KIFM-F <	5 KYXY-F <	5 KIOZ-F <	5 KFMB-F <	5 KHTS-F <	5 KOGO <	5 KFMB-F <
6 KGB-F <	6 XHTZ-F	KIFM-F <	6 KMCG-F <	6 KPOP <	6 KOGO <	6 KIFM-F <	6 KIFM-F <	6 XTRA-F	6 XTRA-F	6 KIFM-F
7 KYXY-F	7 KMCG-F <	7 KMCG-F <	7 KIOZ-F <	7 KBZT-F	7 KYXY-F	7 KPOP <	7 KGB-F	7 KMCG-F <	7 KMCG-F <	7 KBZT-F <
8 XTRA-F	8 KHTS-F <	8 XTRA	8 XTRA	8 KBZT-F <	8 KGB-F	8 KBZT-F	8 KBZT-F	8 KIFM-F	8 KIFM-F	8 XTRA <
				9 XTRA			KMCG-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHTS-F <	1 KFMB-F <	1 KSON-AF <	1 KYXY-F <	1 KYXY-F <	1 XHTZ-F <	1 KIOZ-F	1 KIOZ-F	1 KGB-F	1 KGB-F	1 KOGO
2 KFMB-F	2 KSON-AF <	2 KFMB-F	2 KFMB-F <	2 KSON-AF	2 KIOZ-F <	2 XHTZ-F <	2 KGB-F	2 KIOZ-F	2 XTRA	2 KSON-AF
3 KYXY-F	3 KYXY-F	3 KYXY-F >	3 KSON-AF >	3 KFMB-F >	3 KHTS-F	3 KGB-F >	3 XHTZ-F >	3 XTRA <	3 KSON-AF	3 KNX <
XHTZ-F	4 KHTS-F <	4 KMCG-F <	4 KMCG-F	4 KIFM-F	4 KFMB-F	4 KHTS-F <	4 XTRA	4 KSON-AF <	KIOZ-F	4 KYXY-F <
5 KSON-AF	5 XHTZ-F	5 XHTZ-F	5 KHTS-F <	KMCG-F	XTRA-F	5 KSON-AF <	5 KSON-AF	5 XHTZ-F <	5 KFMB-F <	5 KFMB
6 KKLQ-F	6 KMCG-F <	6 KHTS-F	6 KIFM-F	6 KBZT-F <	6 KSON-AF <	6 XTRA-F	6 KFMB-F <	6 KFMB-F	6 KIFM-F <	6 KIFM-F <
7 XTRA-F >	7 KKLQ-F	7 XHTZ-F	7 XHTZ-F	7 KFMB	7 KGB-F	KFMB-F	7 KHTS-F	7 KBZT-F <	7 KBZT-F <	7 KBZT-F <
			8 KGB-F <			8 XTRA	XTRA-F	8 KOGO <		

SAN DIEGO

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	355 (2)	355 (2)	11.6 %	13.4 %
AOR/Classic/NR	0 (0)	464 (5)	464 (5)	15.2 %	14.5 %
Black/Urban	0 (0)	133 (2)	133 (2)	4.3 %	0.5 %
CHR	0 (0)	354 (3)	354 (3)	11.6 %	13.9 %
Classical	38 (2)	49 (1)	87 (3)	2.8 %	4.6 %
Country	8 (1)	220 (1)	228 (2)	7.4 %	8.9 %
Full Service	123 (1)	0 (0)	123 (1)	4.0 %	5.1 %
Hispanic	100 (4)	173 (5)	273 (9)	8.9 %	7.9 %
Jazz	0 (0)	132 (1)	132 (1)	4.3 %	4.8 %
News/Talk	320 (4)	0 (0)	320 (4)	10.5 %	11.3 %
Oldies	0 (0)	239 (3)	239 (3)	7.8 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	25 (1)	14 (1)	39 (2)	1.3 %	1.1 %
Soft AC/EZ	0 (0)	69 (2)	69 (2)	2.3 %	0.0 %
Sports	100 (1)	0 (0)	100 (1)	3.3 %	2.7 %
Standards	145 (2)	0 (0)	145 (2)	4.7 %	4.2 %
Totals	859 (16)	2202 (26)	3061 (42)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KPRZ	REL	1210	San Marcos	0.7	2.5	
KSDO	N/T	1130	San Diego	1.0	4.4	
KSPA	ST	1450	Escondido	1.1	2.1	
KURS	SP	1040	San Diego	0.5	1.3	
XBAC	CL	540	Tijuana, MX	1.1	2.6	
XPRS	SP	1090	Rosarito Bch., MX	0.7	1.5	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KKBT-F	B	92.3	Los Angeles	0.6	2.2	
KLVE-F	SP	107.5	Los Angeles	0.4	1.0	
KNX	N	1070	Los Angeles	1.1	3.7	
KSSE-F	SP	97.5	San Bernardino	0.7	1.5	
KWVE-F	REL	107.9	San Clemente	0.4	1.4	
XHMO-F	SAC	98.9	Tijuana, MX	0.3	0.8	
XKAM	SP	950	Tijuana, MX	0.6	1.0	

Consolidation Report	12+	25-54	Revenue
Astor KCEO-AM, KFSD-FM, KSPA-AM	2.5 %	1.0 %	%
Hicks, Muse, pend. KPLN-FM, KYXY-FM	6.9 %	8.6 %	11.4 %
Jacor, pend. KGB-FM, KHTS-FM, KIOZ-FM, KJQY-FM, KKLQ-FM, KMCG-FM, KOGO-AM, KPOP-AM, KSDO-AM, KXGL-FM, XTRA-AM, XTRA-FM	34.8 %	33.8 %	45.2 %
Jefferson-Pilot KBZT-FM, KIFM-FM, KSON-AM, KSON-FM	13.9 %	16.4 %	19.7 %
	58.1 %	59.8 %	76.3 %

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	Talk	CNN, ABC, WW1	Katz	Jacor
KPOP	1360	5 kw/1 kw	Standards	Westwd	Katz	Jacor
KSDO	1130	10 kw (DA-2)	News/Talk	ABC	Eastman	Jacor
KSON	1240	1 kw	See KSON-F			
XEMO	860	5 kw	Hispanic	\$ NA	Caballero	Tijuana
XTRA	690	80 kw/50 kw (DA-2)	Sports	CBS	Eastman	Jacor

SAN DIEGO

FM Stations

KBZT	94.9	22 kw @ 702	Oldies		\$130.00	Banner	Jefferson-Pilot	
KFMB	100.7	30 kw @ 620	AC/CHR		\$94.00	Mc-Guild	Midwest TV	
KFSD	92.1	0.17 kw @ 1024	Classical	Westwd	\$ NA	---	Astor	Escondido
KGB	101.5	50 kw @ 500	Classic AOR		\$110.00	Eastman	Jacor	
KHTS	93.3	1.8 kw @ 1886	CHR		\$ NA	Eastman	Jacor	El Cajon
KIFM	98.1	28 kw @ 640	Jazz		\$120.00	CBS	Jefferson-Pilot	
KIOZ	105.3	29 kw @ 620	AOR		\$107.00	Eastman	Jacor	
KJQY	102.9	32 kw @ 617	Soft AC		\$ 55.00	Eastman	Jacor	
KKLQ	106.5	50 kw @ 440	CHR/AC		\$195.00	Eastman	Jacor	
KMCG	95.7	29 kw @ 640	Black AC		\$40.00	Mc-Guild	Jacor, pend.	Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits		\$60.00	D&R	Hicks, Muse, pend.	
KSON	97.3	50 kw @ 440	Country		\$230.00	Banner	Jefferson-Pilot	
KXGL	94.1	100 kw @ 540	Oldies		\$ NA	Mc-Guild	Jacor, pend.	
KXST	102.1	14.5 kw @ 817	Progressive AOR		\$77.00	Katz	Compass	Oceanside
KYXY	96.5	41 kw @ 540	AC		\$214.00	D&R	Hicks, Muse, pend.	
XHKY	99.3	25 kw @ 328	Hispanic		\$50.00	Katz Hisp.		Tijuana
XHRM	92.5	50 kw @ 650	Progressive AOR	CNN, Westwd	\$65.00	Century		Tijuana
XHTZ	90.3	93 kw @ 840	CHR		\$125.00	Eastman		Tijuana
XLTN	104.5	57 kw @ 721	Hispanic		\$ NA	Katz Hisp.		Tijuana
XTIM	91.7	25 kw @ 460	Hispanic		\$ NA	---		Tijuana
XTRA	91.1	100 kw @ 791	New Rock		\$130.00	Eastman	Jacor	Tijuana

Notes: KFI - See Los Angeles . . . There is no TSA for the market . . . 9/97 SFX sold these stations to the Hicks, Muse interests: KPLN-F for \$28,000,000; KYXY-F for \$83,000,000 . . . 10/97 KKBH-F changed calls to KJQY-F ("K-JOY"); remains Soft AC . . . 10/97 Nationwide sold these stations to Jacor: KMCG-F for \$28,000,000; KXGL-F for \$30,000,000; the purchase puts Jacor 2 FMs over the FCC market limit . . . A note within the market report stated Jacor was the target of a group called ERASE, which encouraged diary keepers not to report listening to Jacor's stations

Jim Duncan

Comments: A slight decline in listening levels continues . . . KYXY-F resumed its downtrend, posting its lowest 12+ share in many years . . . KOGO continues to grow, reaching its highest share yet; it is now the market's highest-rated AM station . . . KHTS-F has its ninth consecutive up book, the longest string in the country and one of the longest I can remember

SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,510,100	Stations: 48 / 46	Last Year's Revenue: \$229,700,000
MSA Rank: 28-SF; 20-Oakland	Diarles: 7,545/730:1/53.0%	Household Income: \$55,679
MSA Pop: 5,140,000	Sample Target: 5,100	Total Retail Sales: \$47.1 Bil.
DMA: 5	% Below Line: 0.7	#1 Biller: KGO \$29,100,000
Average Persons Rating: 15.1	% Not Listed: 16.3	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 119,785	Chancellor \$57,500,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KGO	T	546 / 6.6	6.8	6.5	7.0	6.9	6.7	8962 / 16.3	14.8	17.8	662 / 10745	K KGO
2	KBBS	N/T	398 / 4.8	4.0	4.3	4.5	4.6	4.4	8904 / 16.2	14.8	16.5	447 / 10205	K KBBS
3	KYLD-F	U/CHR	347 / 4.2	4.3	4.2	4.8	4.3	4.4	6570 / 11.9	12.0	12.3	359 / 6936	H KYLD-F
4	KNBR	SPRTS/FS	342 / 4.1	4.5	4.3	3.1	3.5	4.0	6342 / 11.5	10.7	9.9	417 / 8083	K KNBR
5	KOIT-AF	SAC	317 / 3.8	3.8	4.0	3.7	4.0	3.8	6135 / 11.1	11.4	11.7	327 / 6408	I KOIT-AF
6	KMEL-F	CHR/U	279 / 3.4	3.7	3.9	4.1	4.3	3.8	5522 / 10.0	11.8	12.2	288 / 5913	I KMEL-F
7	KFRC-AF	O	274 / 3.3	4.3	3.8	3.5	4.2	3.7	6348 / 9.7	10.3	10.9	291 / 5770	I KFRC-AF
8	KKSF-F	J	271 / 3.3	3.3	3.6	3.7	3.3	3.5	3852 / 7.0	8.0	8.3	274 / 3920	I KKSF-F
9	KABL	ST	268 / 3.2	3.0	2.5	2.1	1.8	2.7	3171 / 5.8	4.9	4.2	269 / 3216	D KABL
10	KISQ-F	B/AC	249 / 3.0	1.8	2.7	2.4	2.2	2.5	4416 / 8.0	8.6	8.1	254 / 4606	K KISQ-F
11	KIOI-F	AC/CHR	243 / 2.9	3.3	3.2	3.3	3.3	3.2	5180 / 9.4	10.2	10.0	249 / 5322	J KIOI-F
12	KBLX-F	J/U	242 / 2.9	2.7	3.0	3.2	3.3	3.0	3708 / 6.7	7.0	7.4	245 / 3788	H KBLX-F
13	KFOG-FF	AOR-P	239 / 2.9	2.9	3.0	3.1	3.3	3.0	4685 / 8.5	8.6	9.8	247 / 4888	I KFOG-FF
14	KDFC-F	CL	231 / 2.8	2.7	2.5	2.6	2.8	2.6	4073 / 7.4	6.6	7.5	249 / 4301	G KDFC-F
15	KZQZ-F	CHR	221 / 2.7	1.9	0.7	1.0	1.1	1.6	6806 / 10.5	2.7	4.8	223 / 5910	K ZQZ-F
16	KSFO	T	218 / 2.6	3.2	2.6	2.2	2.4	2.7	2701 / 4.9	4.9	5.1	249 / 3154	C KSFO
17	KLLC-F	AC-NR	211 / 2.6	2.7	2.8	2.7	2.1	2.7	6414 / 9.8	10.0	7.6	218 / 5592	F KLLC-F
18	KSOL-FF	SP	193 / 2.3	1.9	1.5	1.5	2.4	1.8	2330 / 4.2	3.3	4.2	232 / 2809	E KSOL-FF
19	KOME-F	AOR-NR	180 / 1.9	2.1	2.0	2.0	2.0	2.0	3549 / 6.4	6.5	6.7	178 / 3847	KOME-F
20	KITS-F	AOR-NR	149 / 1.8	1.9	2.1	1.8	2.4	1.9	4076 / 7.4	8.2	8.3	154 / 4214	H KITS-F
21	KSJO-F	AOR	133 / 1.8	1.5	1.9	2.0	2.4	1.8	2766 / 5.0	5.4	5.9	156 / 3146	KSJO-F
22	KYCY-F	C	126 / 1.6	1.5	1.3	1.2	1.2	1.4	2316 / 4.2	3.7	4.1	129 / 2426	G KYCY-F
23	KNEW	C	115 / 1.4	1.9	1.0	1.1	1.0	1.3	1687 / 2.8	2.5	2.6	122 / 1654	KNEW
24	KLOK	SP	113 / 1.4	1.2	1.5	1.3	1.1	1.3	1334 / 2.4	2.5	2.4	125 / 1549	KLOK
25	KBAY-F	SAC	102 / 1.2	1.7	1.3	1.4	1.6	1.4	2121 / 3.8	4.3	4.5	128 / 2670	KBAY-F
26	KUFX-F	CL AOR	102 / 1.2	1.2	1.4	0.7	1.0	1.1	2228 / 4.0	3.7	3.4	118 / 2620	KUFX-F
27	KSAN-F	CL HITS	93 / 1.1	1.0	1.9	1.8	1.6	1.5	2113 / 3.8	5.3	5.5	95 / 2159	G KSAN-F
28	KARA-F	O	88 / 1.1	1.0	0.7	0.7	0.8	0.9	1489 / 2.7	2.0	2.4	90 / 1579	KARA-F

12+ FM Share (Metro): 66.33 % (4612 of 6953) (Fall 96: 69.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLD-F >>	1 KYLD-F <	1 KISQ-F <	1 KFOG-FF <	1 KGO <	1 KGO	1 KCBS	1 KGO >	1 KGO	1 KGO <	1 KGO >
2 KZQZ-F	2 KMEL-F	2 KFOG-FF <	2 KISQ-F <	2 KFOG-FF <	2 KCBS	KGO >	2 KNBR	KCBS <	2 KYLD-F	2 KYLD-F
3 KMEL-F >>	3 KLLC-F	3 KMEL-F <	3 KGO <	3 KKSF-F <	3 KNBR <	3 KYLD-F	3 KOIT-AF <	3 KOIT-AF <	3 KMEL-F >	3 KCBS <
4 KSOL-FF <	4 KOIT-AF <	4 KBLX-F <	4 KNBR <	4 KABL	4 KNBR	4 KNBR	4 KABL <	4 KYLD-F	4 KNBR <	4 KOIT-AF <
5 KZQZ-F	5 KBLX-F	5 KOIT-AF <	5 KISQ-F <	5 KKSF-F <	5 KOME-F	5 KOME-F	5 KKSF-F <	5 KMEL-F	5 KBLX-F	5 KFRC-AF
6 KOME-F <	KGO	6 KNBR	KOIT-AF <	6 KFRC-AF <	KOIT-AF <	6 KFRC-AF <	6 KFRC-AF <	6 KNBR <	KZQZ-F	6 KKSF-F <
7 KOIT-AF <	KYLD-F <	KKSF-F	7 KBLX-F <	7 KOIT-AF	7 KFRC-AF <	7 KFRC-AF <	7 KCBS	7 KFRC-AF <	KOIT-AF <	7 KBLX-F
8 KITS-F	8 KIOI-F	KIOI-F <	8 KCBS	8 KDFC-F <	8 KABL <	KFOG-FF <	8 KSFO <	8 KCBS <	8 KCBS <	8 KMEL-F <
			KFRC-AF <	9 KSFO	9 KISQ-F <			9 KKSF-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KYLD-F	1 KYLD-F <	1 KLLC-F	1 KIOI-F <	1 KIOI-F <	1 KYLD-F	1 KMEL-F <	1 KLLC-F <	1 KNBR	1 KNBR	1 KGO >
2 KMEL-F <	2 KMEL-F	2 KISQ-F	2 KOIT-AF <	2 KGO <	2 KMEL-F >	2 KYLD-F	2 KMEL-F	2 KFOG-FF	2 KFOG-FF	2 KCBS >>
3 KZQZ-F >>	3 KZQZ-F <	KBLX-F	3 KISQ-F	3 KOIT-AF <	3 KSOL-FF	3 KLLC-F	3 KSJO-F <	3 KMEL-F <	3 KGO <	3 KYLD-F
4 KOIT-AF	4 KLLC-F <	KIOI-F	4 KBLX-F <	4 KISQ-F <	4 KZQZ-F	4 KSJO-F <	4 KFOG-FF	4 KYLD-F <	4 KCBS <	4 KSFO <
5 KSOL-FF	5 KSOL-FF <	5 KMEL-FF	5 KMEL-F <	5 KBLX-F <	5 KOME-F	5 KOME-F	5 KYLD-F <	5 KGO	5 KKSF-F	5 KBLX-F
6 KLLC-F <	6 KISQ-F	KFOG-FF	6 KGO <	6 KKSF-F <	6 KSJO-F	KSOL-FF	6 KITS-F	KISQ-F <	6 KFRC-AF <	
7 KOME-F <	KIOI-F <	7 KOIT-AF <	7 KLLC-F <	7 KFRC-AF <	7 KISQ-F <	7 KITS-F <	KOME-F	7 KCBS	7 KBLX-F <	
8 KYCY-F	8 KOIT-AF <	8 KMEL-F <	8 KFOG-FF	8 KFOG-FF	8 KFOG-FF <	8 KNBR <	KSJO-F <	8 KISQ-F <		
	9 KBLX-F	9 KGO <	KYLD-F <							

SAN FRANCISCO

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	595 (5)	595 (5)	8.6 %	8.8 %
AOR/Classic/NR	0 (0)	815 (7)	815 (7)	11.7 %	13.9 %
Black/Urban	59 (1)	598 (2)	655 (3)	9.4 %	6.0 %
CHR	0 (0)	529 (3)	529 (3)	7.6 %	5.6 %
Classical	9 (1)	276 (2)	285 (3)	4.1 %	4.0 %
Country	115 (1)	214 (3)	329 (4)	4.7 %	6.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	170 (2)	286 (4)	456 (6)	6.6 %	6.9 %
Jazz	0 (0)	513 (2)	513 (2)	7.4 %	7.8 %
News/Talk	1195 (4)	0 (0)	1195 (4)	17.2 %	17.9 %
Oldies	64 (1)	391 (3)	455 (4)	6.5 %	8.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	57 (1)	0 (0)	57 (1)	0.8 %	0.7 %
Soft AC/EZ	22 (1)	397 (2)	419 (3)	6.0 %	6.6 %
Sports	382 (2)	0 (0)	382 (2)	5.5 %	4.1 %
Standards	268 (1)	0 (0)	268 (1)	3.9 %	3.2 %
Totals	2341 (15)	4612 (33)	6953 (48)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KBRG-F	SP	104.9	Fremont	0.7	1.6	56 922
KDIA	B/O	1310	Oakland	0.7	1.8	59 1017
KEZR-F	AC/CHR	106.5	San Jose	0.9	3.4	77 1964
KFAX	REL	1100	San Francisco	0.7	2.0	58 1141
KFGY-F	C	92.9	Healdsburg	0.3	1.0	28 581
KIQI	SP	1010	San Francisco	0.7	1.3	57 715
KKHI-AF	CL	100.7	San Rafael	0.7	1.9	54 1069
KKIQ-F	AC	101.7	Livermore	0.3	1.2	39 823
KRTY-F	C	95.3	Los Gatos	0.7	2.2	64 1289
KTCT	SPRTS	1050	San Mateo	0.5	2.2	42 1304
KXFX-F	AOR	101.7	San Jose	0.4	1.1	35 638
KZSF-F	SP	92.7	Alameda	0.5	1.1	40 623
KZST-F	AC	100.1	Santa Rosa	0.5	1.2	38 683

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KSFM-F	CHR	102.5	Woodland	0.3	1.4	208 3460
KSTE	T	650	Rancho Cordova	0.4	1.3	80 1774

Consolidation Report	12+	25-54	Revenue
ABC/Disney KDIA-AM, KGO-AM, KSFO-AM	9.9 %	7.2 %	14.2 %
Bonneville KDFC-FM, KOIT-AF, KZQZ-FM	9.3 %	8.0 %	10.4 %
CBS KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KOME-FM, KYCY-AM, KYCY-FM	15.8 %	16.9 %	24.2 %
Chancellor KABL-AM, KIOI-FM, KISQ-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLD-FM	21.4 %	18.2 %	25.0 %
Heftel KSOL-FM, KZOL-FM	2.3 %	2.4 %	1.6 %
Susquehanna KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM	8.6 %	10.7 %	18.6 %
	67.3 %	63.4 %	94.0 %

AM Stations

Station	Power	Daypart	Format	Westwd	Rate	Agency	Advertiser	Market
KABL	960	5 kw (DA-1)	Standards		\$70.00	Century	Chancellor	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS	\$355.00	CBS	CBS	
KFRC	610	5 kw	See KFRC-F					
KGO	810	50 kw (DA-1)	Talk	ABC	\$440.00	Banner	ABC/Disney	
KLOK	1170	50 kw/5 kw (DA-2)	Spanish		\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC	\$335.00	Eastman	Susquehanna	
KNEW	910	5 kw (DA-N)	Country		\$50.00	Century	Chancellor	
KOIT	1260	5 kw/1 kw	See KOIT-F					
KSFO	560	5 kw (DA-N)	Talk	ABC	\$55.00	Banner	ABC/Disney	

SAN FRANCISCO

FM Stations

Station	Freq	Power	Time	Format	Price	Buyer	City
KBLX	102.9	6.6 kw @ 1290		Jazz/Urban	\$168.00	D&R	Berkeley
KDFC	102.1	33 kw @ 1047		Classical	\$105.00	Katz	Bonneville
KFFG	97.7	1.6 kw @ 449		See KFOG-F			Los Altos
KFOG	104.5	7.9 kw @ 1450		Progressive AOR	\$240.00	Eastman	Susquehanna
KFRC	99.7	40 kw @ 1299		Oldies	\$285.00	Group W	CBS
KIOI	101.3	125 kw @ 1162		AC/CHR	\$300.00	Christal	Chancellor
KISQ	98.1	100 kw @ 960		Black AC	\$95.00	Eastman	Chancellor
KITS	105.3	15 kw @ 1200		AOR-New Rock	\$205.00	D&R	CBS
KKSF	103.7	7.8 kw @ 1470		Jazz	\$234.00	Mc-Guild	Chancellor
KLLC	97.3	82 kw @ 1014		Modern AC	\$105.00	CBS	CBS
KMEL	106.1	69 kw @ 1290		CHR/Urban	\$263.00	Christal	Chancellor
KOIT	96.5	33 kw @ 1410		Soft AC	\$275.00	Katz	Bonneville
KSAN	107.7	8.9 kw @ 1161		Classic Hits	\$145.00	Mc-Guild	Susquehanna
KSOL	98.9	6 kw @ 1355		Hispanic	\$67.00	Allied	Heffel
KYCY	93.3	50 kw @ 492		Country	\$105.00	Westwd	Infinity
KYLD	94.9	30 kw @ 1210		Urban/CHR	\$163.00	AP	Katz
KZOL	99.1	1.1 kw @ 2608		See KSOL-F			San Mateo
KZQZ	95.7	6.9 kw @ 1290		CHR	\$100.00	Sentry	Bonneville

Notes: Other ranked stations - See San Jose . . . 9/97 KBBG-F changed calls to KISQ-F; remains Black AC . . . 11/97 KDIA (1310; Oakland) sold by Jim Gabbert to ABC/Disney for \$6,300,000 (Kalil) . . . 12/97 Z-Spanish sold these stations to Radio One: KZSF-F (92.7; Alameda) for \$16,000,000; KZWC-F (92.1; Walnut Creek) for \$6,000,000 . . . 1/98 KEST sold by Douglas to Multicultural (Liu) as part of \$54,000,000 group sale . . . 1/98 KDIA changed from Black Oldies to Disney Children's as KMKY ("K-Mickey")

Jim Duncan

Comments: Listening levels are steady . . . KMEL-F had its fourth consecutive down book and its lowest share in some time as it continues to be hurt by Bonneville's KZQZ-F . . . KZQZ-F is the market's fastest-growing station . . . KABL enjoyed its fourth straight gain and its highest share in more than two years . . . KISQ-F showed good growth

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

SAN JOSE

Arbitron Rank: 28 Pop (12+): 1,365,700	Stations: 44 / 13	Last Year's Revenue: \$38,700,000
MSA Rank: 30	Diaries: 2,697/506:1/52.1%	Household Income: \$66,078
MSA Pop: 1,620,000	Sample Target: 2,620	Total Retail Sales: \$15.9 Bil.
DMA: San Francisco (#5)	% Below Line: NA	#1 Biller: KSJO-F \$7,250,000
Average Persons Rating: 14.6	% Not Listed: NA	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 105,054	CBS \$18,350,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KOME-F	90 / 4.5	4.4	4.4	4.2	4.6	4.4	1950 / 14.3	14.1	14.7	163 / 3407	G	KOME-F
2	KBAY-F	77 / 3.9	5.4	4.4	4.1	4.9	4.4	1376 / 10.1	10.9	10.8	115 / 2227	F	KBAY-F
3	KUFX-F	70 / 3.5	3.4	4.5	2.1	2.6	3.4	1342 / 9.8	9.7	8.9	104 / 2198	D	KUFX-F
4	KEZR-F	AC/CHR	68 / 3.4	4.6	5.3	4.9	3.8	1633 / 12.0	15.4	13.1	76 / 1889	G	KEZR-F
5	KARA-F	AC	66 / 3.3	3.7	2.5	2.5	2.9	1180 / 8.5	6.5	7.1	79 / 1414	D	KARA-F
6	KSJO-F	AOR	58 / 2.9	2.9	4.1	3.6	4.8	1284 / 9.4	10.6	11.3	126 / 2396	H	KSJO-F
7	KRTY-F	C	58 / 2.8	4.7	2.8	3.7	2.9	1081 / 7.8	7.4	7.9	64 / 1270	F	KRTY-F
8	KLOK	SP	50 / 2.5	3.2	4.4	2.5	2.9	879 / 5.0	6.3	5.3	101 / 1293	F	KLOK
9	KAZA	SP	15 / 0.8	0.7	0.9	0.4	0.7	142 / 1.0	1.5	2.4	24 / 243	A	KAZA
10	KLIV	N	14 / 0.7	0.6	0.5	0.7	0.5	410 / 3.0	2.4	2.5	16 / 473	A	KLIV
11	KSJX	E	10 / 0.5	0.5	0.7	0.5	0.9	183 / 1.3	1.4	1.8	10 / 195		KSJX
12	KVVN	E	8 / 0.4			0.4		120 / 0.9			8 / 131		KVVN
13	KZSJ	SP	7 / 0.4		0.4			142 / 1.0	0.7		12 / 239		KZSJ

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOME-F >	1 KOME-F >	1 KOME-F	1 KUFX-F <	1 KUFX-F <	1 KBAY-F	1 KOME-F >	1 KARA-F	1 KBAY-F	1 KOME-F	1 KBAY-F <
2 KSJO-F >	2 KSJO-F <	2 KUFX-F <	2 KOME-F <	2 KOME-F <	2 KARA-F <	2 KBAY-F	2 KBAY-F <	2 KEZR-F	2 KLOK	2 KRTY-F
3 KEZR-F	3 KEZR-F	3 KEZR-F	3 KEZR-F	3 KEZR-F <	3 KUFX-F	3 KSJO-F <	3 KUFX-F	KUFX-F <	3 KSJO-F	KUFX-F <
4 KLOK	4 KSJO-F <	4 KSJO-F <	4 KARA-F	4 KARA-F	4 KRTY-F	4 KUFX-F <	KEZR-F <	4 KARA-F	4 KBAY-F	4 KOME-F <
5 KUFX-F	5 KARA-F	5 KARA-F	5 KARA-F <	KBAY-F	5 KEZR-F	5 KEZR-F	5 KOME-F	5 KOME-F	5 KOME-F	5 KEZR-F <
6 KRTY-F	6 KRTY-F <	6 KBAY-F <	6 KSJO-F		KARA-F <	6 KRTY-F	KRTY-F			
					7 KLOK					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmite
1 KOME-F	1 KEZR-F	1 KEZR-F	1 KEZR-F <	1 KBAY-F <	1 KOME-F >>	1 KOME-F >	1 KSJO-F	1 KOME-F	1 KOME-F	1 KRTY-F
2 KARA-F	KOME-F >	2 KLOK	2 KARA-F	2 KARA-F <	2 KUFX-F	2 KSJO-F >	KOME-F >>	2 KSJO-F <	KUFX-F <	2 KOME-F <
KEZR-F	3 KLOK	KOME-F	3 KBAY-F	3 KEZR-F >	KSJO-F	3 KEZR-F <	3 KEZR-F	3 KUFX-F >	3 KSJO-F >	3 KSJO-F
4 KUFX-F >	KBAY-F <	4 KBAY-F	4 KUFX-F	4 KUFX-F	KEZR-F	4 KLOK	KLOK >	4 KEZR-F	4 KRTY-F	KLOK >
	5 KARA-F <		KOME-F >	5 KOME-F	5 KLOK	5 KUFX-F	5 KRTY-F	5 KLOK <	5 KLOK <	
	6 KRTY-F			KRTY-F	6 KBAY-F		KUFX-F	6 KRTY-F	6 KLOK	
	KUFX-F									

SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
CBS	15.3 %	16.9 %	47.1 %	KABL	ST	960 Oakland	2.4	3.7	155 1463
KBAY-FM, KEZR-FM, KOME-FM, KUFX-FM				KBLX-F	J/J	102.9 Berkeley	1.5	4.1	156 2353
Empire	6.8 %	7.3 %	21.6 %	KBRG-F	SP	104.9 Fremont	0.9	2.7	50 775
KARA-FM, KLIV-AM, KRTY-FM				KCBS	N/T	740 San Francisco	3.8	14.1	195 4620
	22.1 %	24.2 %	68.7 %	KDFC-F	CL	102.1 San Francisco	2.3	6.1	137 2133
				KDON-F	CHR	102.5 Salinas	0.7	3.1	87 1691
				KFAX	REL	1100 San Francisco	0.9	2.5	42 804
				KFOG-FF	AOR-P	104.5 San Francisco	2.7	7.4	120 2524
				KFRC-AF	O	99.7 San Francisco	2.3	7.4	135 2804
				KGO	T	810 San Francisco	7.5	17.9	334 5627
				KIOI-F	AC/CHR	101.3 San Francisco	2.2	8.6	155 3191
				KIQI	SP	1010 San Francisco	0.7	1.1	30 427
				KISQ-F	B/AC	98.1 San Francisco	2.1	5.7	136 2328
				KITS-F	AOR-NR	105.3 San Francisco	1.3	6.1	63 1912
				KKSF-F	J	103.7 San Francisco	2.2	6.0	143 2134
				KLLC-F	AC-NR	97.3 San Francisco	1.9	7.8	82 2283
				KMEL-F	CHR/U	106.1 San Francisco	1.8	7.7	169 3319
				KNBR	SPRTS	680 San Francisco	4.7	12.4	210 3756
				KNEW	C	910 San Francisco	0.7	1.5	41 629
				KOIT-AF	SAC	96.5 San Francisco	2.5	9.5	159 3307
				KSAN-F	C	107.7 San Mateo	0.6	2.4	36 949
				KSFO	T	560 San Francisco	3.3	4.7	132 1435
				KSOL-FF	SP	99.1 Santa Cruz	2.4	5.0	166 1999
				KTCT	SPRTS	1050 San Mateo	0.4	1.3	24 692
				KYCY-F	C	93.3 San Francisco	0.7	2.9	54 1126
				KYLD-F	U/CHR	94.9 San Francisco	5.0	12.2	231 4124
				KZQZ-F	CHR	95.7 San Francisco	2.6	10.7	132 3338

AM Stations

KAZA	1290	5 kw/88 w (DA-2)	Hispanic	\$ NA	Katz	Hisp.		Gilroy
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Empire	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic	\$74.00	Caballero	EXCL		
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic	\$ NA	—	Multicultural, pend.		
KVVN	1430	1 kw (DA-1)	Ethnic	CBS	\$ NA	D&R	Inner City	Santa Clara
KZSJ	1120	5 kw/0.15 kw	Hispanic	\$ NA	Lotus			San Martin

FM Stations

KARA	105.7	50 kw @ 500	AC	\$78.00	Allied	Empire		Santa Clara
KBAY	100.3	14.5 kw @ 2580	Soft AC	UPI, AP	\$100.00	Allied	CBS	
KEZR	106.5	50 kw @ 430	AC/CHR	\$107.00	Christal	CBS		
KOME	98.5	12.5 kw @ 880	AOR-New Rock	\$115.00	Infinity	CBS		
KRTY	95.3	0.9 kw @ 860	Country	\$89.00	Allied	Empire		Los Gatos
KSJO	92.3	50 kw @ 466	AOR	\$145.00	Mc-Guild	Jacor		
KUFX	94.5	34 kw @ 587	Classic AOR	ABC	\$55.00	Mc-Guild	CBS	Gilroy

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankings . . . 10/97 American Radio Systems sold these stations to CBS: KBAY-F for \$41,000,000; KEZR-F for \$42,000,000; KUFX-F for \$22,000,000 . . . 10/97 KSJO-F sold by American Radio Systems to Jacor for \$30,000,000 . . . 10/97 KNTA (1430) changed from Hispanic to brokered Ethnic as KVVN . . . 1/98 KBAY-F calls & format moved from 100.3 to 94.5 (ex-KUFX-F); the KUFX-F format & calls moved from 94.5 to 104.9 (ex-KBRG-F); KBRG-F moved from 104.9 to 100.3 . . . 1/97 KKSJ sold by Douglas to Z-Spanish for \$_____; changed from brokered Asian to Hispanic

Jim Duncan

Comments: Listening levels remain fairly steady . . . KOME-F finds itself in the #1 position (12+) for the first time in several years . . . KEZR-F is in a sharp decline since its big Spring book

SANTA ROSA

Arbitron Rank: 115 Pop (12+): 364,400	Stations: 43 / 14	Last Year's Revenue: \$9,000,000
MSA Rank: 117	Diaries: 1,000/364:1/55.5%	Household Income: \$46,401
MSA Pop: 436,000	Sample Target: 930	Total Retail Sales: \$4.2 Bil.
DMA: San Fran. (#5)	% Below Line: 50.7	#1 Biller: KZST-F \$2,800,000
Average Persons Rating: 15.5	% Not Listed: 10.8	#1 Billing Portfolio: Amaturio \$3,630,000
Market TSL In Hours: 20.50	Pop per Station: 26,029	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 KGO	T	46 / 8.2	7.2	9.3	7.4	5.9	662 / 18.2	16.4	17.9			KGO
2 KZST-F	AC	38 / 6.8	6.8	7.2	7.9	10.1	642 / 17.6	16.4	15.8		D	KZST-F
3 KABL	ST	32 / 5.7	4.4	4.3	3.0	5.1	378 / 10.4	8.8	8.7			KABL
4 KXFX-F	AOR	27 / 4.8	4.2	7.9	6.3	5.3	530 / 14.5	13.3	17.7		C	KXFX-F
5 KFGY-F	C	24 / 4.3	3.8	3.3	3.2	2.0	413 / 11.3	10.8	8.6		B	KFGY-F
6 KCBS	N/T	23 / 4.1	4.0	3.4	3.7	5.3	571 / 15.7	14.3	14.0			KCBS
7 KRPQ-F	C	22 / 3.9	4.4	5.0	9.5	6.4	367 / 10.1	9.9	12.8		C	KRPQ-F
8 KJZY-F	J	21 / 3.7	3.7	2.9	2.6	0.7	325 / 8.9	8.6	8.2			KJZY-F
9 KMHX-F	AC-NR	20 / 3.6					425 / 11.7					KMHX-F
	SPRTS	20 / 3.6	3.8	2.9	4.0	4.0	416 / 11.4	9.9	9.7			KNBR
11 KLLC-F	AC-NR	19 / 3.4	1.9	1.7	1.9	2.6	392 / 10.8	9.2	7.0			KLLC-F
12 KDFC-F	CL	18 / 3.2	2.8	2.6	1.8	1.1	242 / 6.7	6.4	4.4			KDFC-F
13 KSRO	N/T	14 / 2.5	2.4	3.6	3.0	3.7	265 / 7.3	7.0	9.7		B	KSRO
14 KNEW	C	13 / 2.3	1.0	1.9	1.6	0.4	205 / 5.6	4.1	4.4			KNEW
15 KSFO	T	12 / 2.1	3.3	2.4	1.2	1.8	166 / 4.6	4.9	5.8			KSFO
	KMGG-F	O	12 / 2.1	3.7	4.8	3.3	400 / 11.0	14.4	12.9		B	KMGG-F
17 KFRC-AF	O	11 / 2.0	2.1	2.2	2.0	1.6	219 / 6.0	4.5	6.5			KFRC-AF
	KGRP-F	CL HITS	11 / 2.0	2.6	0.9	0.5	235 / 8.5	5.1	3.4			KGRP-F
	KRSH-F	AOR-P	11 / 2.0	2.3	2.1	3.2	197 / 5.4	7.6	5.1		B	KRSH-F

12+ FM Share (Metro): 63.35 % (318 of 502) (Fall 96: 63.25 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMHX-F	1 KXFX-F	1 KZST-F	1 KZST-F	1 KZST-F	1 KGO	1 KGO <	1 KGO	1 KGO	1 KGO <	1 KGO
2 KYLO-F	2 KLLC-F <	2 KXFX-F	2 KGO	2 KGO	2 KABL	2 KZST-F >	2 KZST-F	2 KABL <	2 KZST-F	2 KABL
3 KMEL-F	3 KZST-F	3 KGO	3 KXFX-F	3 KXFX-F	3 KZST-F	3 KCBS >	KABL	3 KZST-F	3 KLLC-F <	3 KXFX-F
	KFGY-F	KMHX-F	4 KFGY-F	4 KLLC-F	4 KLLC-F <	4 KXFX-F <	4 KXFX-F	4 KXFX-F	4 KXFX-F	4 KXFX-F
			5 KRPQ-F	5 KRPQ-F	5 KJZY-F <	5 KCBS <	5 KRPQ-F <	5 KJZY-F <	5 KFGY-F	KXFX-F
			KFGY-F >	6 KMHX-F <	KJZY-F	6 KNBR	6 KABL <	6 KRPQ-F	KJZY-F <	6 KFGY-F
				7 KRPQ-F	KMHX-F	KRPQ-F	7 KDFC-F	7 KNBR	KFGY-F	7 KRPQ-F <
					KNBR	KRPQ-F	8 KSRO	KMHX-F	8 KDFC-F <	8 KNBR <
						8 KSRO	KSRO <	9 KCBS <	9 KCBS <	9 KCBS <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmt
1 KFGY-F >>	1 KZST-F	1 KZST-F	1 KZST-F >>	1 KZST-F >	1 KXFX-F >>	1 KXFX-F >>	1 KXFX-F >	1 KXFX-F >>	1 KXFX-F	1 KSRO <
2 KYLO-F	2 KFGY-F	2 KLLC-F	2 KGO <	2 KGO >	2 KSJO-F	2 KLLC-F	2 KLLC-F	2 KGO	2 KGO	2 KGO >
	KZQZ-F	3 KLLC-F	KGO	3 KFGY-F >	3 KJZY-F	KMHX-F >>	KMHX-F	KRPQ-F	KNBR	3 KCBS >
	KZST-F >	KMHX-F	4 KCBS	4 KRPQ-F	KRPQ-F	KRPQ-F	KSFO	4 KMHX-F	4 KLLC-F	4 KXFX-F
		5 KRPQ-F	KMHX-F >	KLLC-F	KLLC-F	KSJO-F	5 KMHX-F	KLLC-F	5 KJZY-F	
		KGO	6 KXFX-F	6 KMHX-F	6 KFGY-F	6 KSFO >	KSJO-F	6 KRPQ-F	KRSH-F	
			KRPQ-F	KXFX-F	KCBS			KRSH-F	KSJO-F	
			KRRS							

Consolidation Report	12+	25-54	Revenue
Amaturio KFGY-FM, KMGG-FM, KSRO-AM, KXFX-FM	13.7 %	13.4 %	40.3 %
KRPQ KMHX-FM, KRPQ-FM	7.5 %	7.4 %	17.8 %
KRSH KGRP-FM, KRSH-FM	4.0 %	6.2 %	5.6 %
KZST KJZY-FM, KZST-FM	10.5 %	12.9 %	32.2 %
	35.7 %	39.9 %	95.9 %

SANTA ROSA

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	81 (4)	81 (4)	16.1 %	10.8 %
AOR/Classic/NR	0 (0)	64 (6)	64 (6)	12.7 %	18.4 %
Black/Urban	0 (0)	20 (3)	20 (3)	4.0 %	1.5 %
CHR	0 (0)	18 (2)	18 (2)	3.6 %	3.7 %
Classical	2 (1)	20 (2)	22 (3)	4.4 %	3.7 %
Country	13 (1)	50 (3)	63 (4)	12.5 %	13.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	9 (3)	5 (1)	14 (4)	2.8 %	3.9 %
Jazz	0 (0)	25 (2)	25 (2)	5.0 %	4.1 %
News/Talk	97 (5)	0 (0)	97 (5)	19.3 %	21.7 %
Oldies	5 (1)	33 (4)	38 (5)	7.6 %	9.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Soft AC/EZ	0 (0)	2 (1)	2 (1)	0.4 %	1.2 %
Sports	24 (2)	0 (0)	24 (2)	4.8 %	3.3 %
Standards	32 (1)	0 (0)	32 (1)	6.4 %	4.8 %
Totals	184 (15)	318 (28)	502 (43)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KHBG-F	CL AOR	95.9	Healdsburg	1.4	4.9	
KMXN	SP	1150	Santa Rosa	0.5	2.1	
KRRS	SP	1460	Santa Rosa	1.1	3.1	

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBXL-F	B/AC	102.9	Berkeley	1.1	1.7	
KFAX	REL	1100	San Francisco	0.4	1.0	
KFOG-F	AOR-P	104.5	San Francisco	0.5	3.0	
KIOI-F	AC	101.3	San Francisco	0.7	2.4	
KISQ-F	B/AC	98.1	San Francisco	0.7	2.7	
KITS-F	AOR-NR	105.3	San Francisco	1.2	7.1	
KKHI-AF	CL	100.7	San Rafael	0.5	2.0	
KKSF-F	J	103.7	San Francisco	0.7	2.0	
KMEL-F	CHR	106.1	San Francisco	1.8	7.0	
KOIT-F	SAC	96.5	San Francisco	0.4	1.9	
KSAN-F	CL HITS	107.7	San Mateo	0.7	1.4	
KSJO-F	AOR	92.3	San Jose	1.4	4.1	
KSOL-F	SP	98.9	San Francisco	0.9	1.2	
KSTE	T	650	Rancho Cordova	0.4	1.7	
KTCT	SPRTS	1050	San Mateo	0.7	2.8	
KYCY-F	C	93.3	San Francisco	0.7	1.8	
KYLD-F	B	94.9	San Francisco	1.8	6.2	
KZQZ-F	CHR	95.7	San Francisco	1.4	5.0	

AM Stations

KSRO	1350	5 kw (DA-N)	News/Talk	Westwd, CNN	\$21.00	Eastman	Amaturo
------	------	-------------	-----------	-------------	---------	---------	---------

FM Stations

KFGY	92.9	2.3 kw @ 1948	Country		\$<20.00	Eastman	Amaturo	Healdsburg
KGRP	100.9	0.063 kw @ 2945	Classic Hits		\$ NA	---	KRSH-F	Calistoga
KJZY	93.7	1.1 kw @ 780	Jazz		\$<20.00	Mc-Guild	KZST-F	Sebastapol
KMGG	97.7	2.05 kw @ 1122	Oldies	Westwd	\$24.00	Katz	Amaturo	Monte Rio
KMHX	104.1	0.25 kw @ 1106	Modern AC		\$ NA	---	KRPQ-F	Windsor
KRPQ	104.9	340 w @ 915	Country		\$39.00	Christal	KMHX-F	Rohnert Park
KRSH	98.7	340 w @ 1378	Progressive AOR		\$<20.00	---	KGRP-F	Middletown
KXFX	101.7	2.2 kw @ 1089	AOR		\$34.00	Eastman	Amaturo	
KZST	100.1	6 kw @ 239	AC	Westwd	\$65.00	Mc-Guild	KJZY-F	

Notes: Other ranked stations – See San Francisco . . . There is no TSA for the market

Jim Duncan

Comments: Listening levels are showing a slight decline . . . KMHX-F debuted with a 3.6 share

SARASOTA-BRADENTON

Arbitron Rank: 79 Pop (12+): 489,700	Stations: 24 / 24	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 934/524:1/58.0%	Household Income: \$37,013
MSA Pop: NA	Sample Target: 880	Total Retail Sales: \$5.5 Bil
DMA: Tampa (#15)	% Below Line: 0.0	#1 Biller: NA
Average Persons Rating: 15.4	% Not Listed: 6.2	#1 Billing Portfolio: NA
Market TSL In Hours: 21.00	Pop per Station: 30,521	

12+ Metro	Format	Fail 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WDUV-F	EZ/ST	109 / 14.4	15.6	18.5	14.5	1177 / 24.0	26.3	26.7	136 / 1563	WDUV-F
2	WFLZ-F	CHR	54 / 7.2	8.0	6.4	5.8	793 / 16.2	18.2	16.0	89 / 1144	WFLZ-F
3	WFLA	T	46 / 6.1	4.1	3.8	5.0	555 / 11.3	9.6	10.5	46 / 563	WFLA
4	WWRM-F	SAC	36 / 4.8	3.8	5.2	3.9	544 / 11.1	10.1	10.1	38 / 618	WWRM-F
5	WHPT-F	AOR-P	34 / 4.5	4.8	4.5	4.4	591 / 12.1	14.6	11.3	43 / 721	WHPT-F
	WSRZ-F	O	34 / 4.5	3.9	5.1	4.6	599 / 12.2	8.6	10.0	38 / 618	WSRZ-F
7	WCTQ-F	C	31 / 4.1	4.2	4.2	4.0	457 / 9.3	11.2	8.5	33 / 532	WCTQ-F
	WSJT-F	J	31 / 4.1	3.4	2.2	2.2	411 / 8.4	8.3	5.0	34 / 482	WSJT-F
9	WYNF-F	AOR/CL	29 / 3.8	4.2	7.0	5.8	440 / 9.0	8.7	11.7	55 / 663	WYNF-F
10	WKII	ST	20 / 2.7	2.2	3.3	1.4	179 / 3.7	3.2	4.1	50 / 420	WKII
11	WXTB-F	AOR	19 / 2.5	3.3	1.9	1.9	259 / 5.3	7.3	5.3	35 / 376	WXTB-F
	WRBQ-F	C	19 / 2.5	4.2	4.2	5.6	347 / 7.1	7.4	7.7	19 / 347	WRBQ-F
13	WMTX-F	AC	16 / 2.0	0.8	1.3	2.1	389 / 7.9	4.9	4.2	17 / 400	WMTX-F
14	WISP-F	SAC	11 / 1.5	2.0	2.4	1.7	232 / 4.7	6.1	5.2	11 / 232	WISP-F
	WAKS-F	AC/CHR	11 / 1.5	1.5	0.6	0.3	225 / 4.6	4.1	2.2	18 / 261	WAKS-F
	WINK-F	AC	11 / 1.5	1.4	1.8	1.9	194 / 4.0	5.7	5.6	33 / 552	WINK-F

12+ FM Share (Metro): 81.35 % (506 of 622) (Fall 96: 83.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F	1 WWRM-F <	1 WSRZ-F <	1 WDUV-F >>	1 WDUV-F	1 WDUV-F >	1 WDUV-F >>	1 WDUV-F	1 WDUV-F >>
2 WXXB-F >	2 WYNF-F	2 WHPT-F <	2 WHPT-F <	2 WWRM-F <	2 WFLA >	2 WFLZ-F	2 WFLA	2 WFLZ-F	2 WFLZ-F >	2 WFLZ-F >
	3 WHPT-F	3 WYNF-F <	3 WSJT-F <	3 WHPT-F <	3 WWRM-F <	3 WFLA >	3 WWRM-F <	3 WHPT-F <	3 WFLA	3 WSRZ-F <
	4 WXTB-F	4 WWRM-F	4 WSRZ-F <	4 WSJT-F	4 WSJT-F	4 WCTQ-F <	4 WHPT-F <	4 WWRM-F <	4 WYNF-F	4 WCTQ-F
	5 WSRZ-F	5 WSJT-F <	5 WFLZ-F	5 WFLZ-F	5 WSRZ-F <	5 WHPT-F <	5 WSJT-F <	5 WSJT-F	5 WWRM-F	5 WFLA
	6 WMTX-F	6 WSRZ-F	6 WYNF-F	6 WYNF-F <	6 WCTQ-F	6 WSRZ-F <	6 WSRZ-F <	6 WSRZ-F <	6 WSRZ-F	6 WSRZ-F
				7 WFLA <			7 WCTQ-F <	7 WFLA <		7 WFLA <
								8 WYNF-F		8 WYNF-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WFLZ-F >>	1 WFLZ-F >	1 WHPT-F	1 WFLZ-F	1 WSRZ-F	1 WYNF-F	1 WYNF-F	1 WYNF-F	1 WYNF-F	1 WFLA	1 WDUV-F >>
2 WHPT-F	2 WHPT-F >	2 WFLZ-F >	2 WWRM-F <	2 WWRM-F <	2 WFLZ-F	2 WXTB-F	2 WXTB-F	2 WXTB-F <	2 WSJT-F <	2 WFLA
	3 WYNF-F >>	3 WYNF-F	3 WHPT-F	3 WFLZ-F <	3 WXTB-F >>	3 WFLZ-F >	3 WSRZ-F	3 WFLZ-F <	3 WHPT-F	3 WFLZ-F >>
	4 WCTQ-F	4 WSRZ-F	4 WSRZ-F	4 WHPT-F	4 WXTB-F >>	4 WHPT-F	4 WHPT-F	4 WHPT-F	4 WWRM-F <	4 WXTB-F >>
		WSRZ-F	5 WSJT-F	5 WSJT-F	5 WSRZ-F	5 WSRZ-F	5 WSRZ-F	5 WFLA	5 WSRZ-F	5 WSRZ-F
			6 WCTQ-F	6 WDUV-F	6 WXTB-F >>	6 WXTB-F >>	6 WXTB-F >>	6 WSJT-F <	6 WYNF-F	6 WYNF-F
			WYNF-F	WYNF-F					WXTB-F	WXTB-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAMR	T	1320	Venice	0.7 3.0 7 174
WENG	T	1530	Englewood	0.4 1.7 3 89
WKXY	T	930	Sarasota	0.9 3.5 7 181
WQSA	SPRTS	1220	Sarasota	0.4 1.4 3 69

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCOF-F	CL HITS	107.3	St. Petersburg	1.2 4.6 9 254
WCVU-F	EZ	104.9	Solana	0.4 1.1 18 171
WGUL	ST	86.0	Dunedin	1.1 2.3 8 114
WHNZ	N	57.0	Pinellas Park	0.4 2.9 3 143
WIKX-F	C	92.9	Punta Gorda	1.2 2.2 31 359
WILV-F	SAC	101.5	St. Petersburg	1.1 3.5 14 285
WQYK-F	C	99.5	Tampa	0.7 3.3 5 163
WRBQ	B	138.0	St. Petersburg	0.8 1.5 6 72
WRXK-F	AOR	96.1	Bonita Springs	0.8 1.4 11 195
WSUN	ST	62.0	St. Petersburg	0.9 1.8 7 105
WTBT-F	CL AOR	105.5	New Port Richey	0.9 1.5 7 72
WXKB-F	CHR	103.9	Cape Coral	0.8 3.4 19 366
WXXM-F	SAC	100.1	Pt. Charlotte	0.5 1.6 19 247
WYUU-F	O	92.5	Safety Harbor	0.7 3.3 5 171
WZTM	SPRTS	82.0	Largo	1.1 3.1 8 179

SARASOTA-BRADENTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	37 (3)	37 (3)	5.9 %	4.4 %	Jacor	13.1 %	17.6 %	%
AOR/Classic/NR	0 (0)	95 (5)	95 (5)	15.3 %	16.5 %	WAMR-AM, WCTQ-FM, WSPB-AM, WSRZ-FM, WYNF-FM			
Black/Urban	6 (1)	0 (0)	6 (1)	1.0 %	0.9 %		13.1 %	17.6 %	%
CHR	0 (0)	60 (2)	60 (2)	9.6 %	7.6 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	64 (4)	64 (4)	10.3 %	12.8 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	31 (1)	31 (1)	5.0 %	2.6 %				
News/Talk	64 (5)	0 (0)	64 (5)	10.3 %	8.2 %				
Oldies	0 (0)	48 (3)	48 (3)	7.7 %	8.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	62 (5)	62 (5)	10.0 %	9.1 %				
Sports	11 (2)	0 (0)	11 (2)	1.8 %	0.9 %				
Standards	35 (3)	109 (2)	144 (5)	23.2 %	28.0 %				
Totals	116 (11)	506 (25)	622 (36)						

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
WCTQ	92.1	25 kw @ 328	Country	Westwd	\$34.00	Eastman	Jacor
WISP	98.7	3 kw @ 328	Soft AC	CNN	\$ NA	Katz	Entercom
WSRZ	106.3	3.6 kw @ 259	Oldies		\$47.00	Eastman	Jacor
WYNF	107.9	46 kw @ 515	AOR/Classic AOR		\$40.00	Eastman	Jacor

Notes: Other ranked stations -- See Tampa or Ft. Myers . . . 8/97 WWPR (1490) sold for \$265,000

SAVANNAH

Arbitron Rank: 154 Pop (12+): 233,300
 MSA Rank: 165
 MSA Pop: 285,000
 DMA: 100
 Average Persons Rating: 14.7
 Market TSL In Hours: 19.50

Stations: 22 / 18
 Diaries: 1,011/231:1/48.0%
 Sample Target: 900
 % Below Line: 7.3
 % Not Listed: 11.1
 Pop per Station: 12,961

Last Year's Revenue: \$13,400,000
 Household Income: \$37,757
 Total Retail Sales: \$2.8 Bil.
 #1 Biller: WCHY-F \$1,925,000
 #1 Billing Portfolio:
 Capstar \$6,100,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WEAS-F	B	43 / 12.6	11.5	9.0	7.5	644 / 23.3	23.7	20.4	80 / 1151	C	WEAS-F
2	WSOK	B/G	35 / 10.2	10.1	7.6	10.7	334 / 14.3	14.5	12.5	42 / 350	B	WSOK
3	WAEV-F	AC	33 / 9.6	9.3	9.0	10.1	639 / 23.1	22.3	20.1	59 / 982	C	WAEV-F
4	WJCL-F	C	31 / 9.1	9.6	8.4	6.7	448 / 19.2	20.0	21.9	63 / 789	C	WJCL-F
5	WLVH-F	B/AC	25 / 7.3	8.5	10.8	11.7	404 / 17.3	19.2	19.3	37 / 702	C	WLVH-F
6	WYKZ-F	SAC	18 / 5.3	4.0	2.3	2.7	281 / 11.2	9.0	8.6	40 / 665	A	WYKZ-F
7	WCHY-F	C	17 / 5.0	5.1	7.3	8.3	365 / 16.2	14.0	16.7	48 / 753	C	WCHY-F
8	WLOW-F	ST	14 / 4.1	3.7	3.5	4.3	188 / 8.0	6.5	7.3	43 / 370	A	WLOW-F
9	WGCO-FF	O	13 / 3.8	5.1	3.8	3.5	249 / 10.7	12.2	12.0	32 / 571	B	WGCO-FF
	WBMQ	T	13 / 3.8	2.4	3.2	3.7	209 / 9.0	7.2	7.8	28 / 355	A	WBMQ
11	WSGF-F	B	12 / 3.6	3.2	2.9	4.8	273 / 11.7	8.9	8.1	18 / 478	A	WSGF-F
12	WZAT-F	AOR-NR	11 / 3.2	4.0	6.1	4.3	249 / 10.7	12.8	16.1	19 / 557	B	WZAT-F
13	WIXV-F	AOR	9 / 2.6	2.4	3.8	4.0	232 / 9.9	10.0	11.2	28 / 705	C	WIXV-F
14	WRHQ-F	AC	8 / 2.3	2.9	2.9	2.9	169 / 7.3	5.7	7.9	8 / 201	A	WRHQ-F
15	WFXH-F	CL AOR	7 / 2.0	1.3	1.7	1.6	158 / 6.8	5.1	6.4	21 / 265		WFXH-F

12+ FM Share (Metro): 82.89 % (252 of 304) (Fall 96: 86.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEAS-F >>	1 WEAS-F >	1 WEAS-F	1 WAEV-F <	1 WEAS-F <	1 WSOK >	1 WSOK	1 WJCL-F	1 WEAS-F	1 WEAS-F >	1 WEAS-F
2 WAEV-F >	2 WAEV-F >	2 WAEV-F	2 WLVH-F	2 WAEV-F <	2 WJCL-F	2 WAEV-F <	2 WAEV-F <	2 WAEV-F	2 WAEV-F	2 WSOK >
3 WSGF-F >	3 WJCL-F	3 WLVH-F <	WEAS-F	3 WLVH-F <	3 WLVH-F <	3 WJCL-F <	3 WEAS-F <	3 WJCL-F <	3 WLVH-F	3 WAEV-F
	4 WLVH-F	4 WJCL-F	4 WJCL-F	4 WJCL-F	4 WLOW-F <	4 WEAS-F <	4 WSOK <	4 WSOK	WYKZ-F <	4 WLVH-F
	5 WSGF-F	5 WSOK	5 WSOK	5 WSOK	5 WAEV-F	5 WLVH-F >	5 WBMQ	5 WLVH-F	5 WJCL-F	WJCL-F
	6 WSOK	6 WYKZ-F	6 WYKZ-F	6 WYKZ-F	WYKZ-F	6 WZAT-F	6 WLVH-F	6 WCHY-F <	WSOK <	6 WYKZ-F <
	WZAT-F	7 WCHY-F	7 WCHY-F	7 WCHY-F	7 WBMQ	WCHY-F	7 WGCO-FF	7 WYKZ-F	7 WSGF-F >	7 WCHY-F <
		8 WZAT-F	8 WGCO-FF	WGCO-FF >	WCHY-F <	8 WLOW-F <	WCHY-F <	8 WSGF-F <	8 WBMQ	8 WLOW-F
							9 WYKZ-F <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEAS-F >	1 WEAS-F >	1 WEAS-F	1 WEAS-F <	1 WAEV-F <	1 WEAS-F >>	1 WEAS-F >	1 WAEV-F	1 WEAS-F	1 WLVH-F	1 WJCL-F
2 WAEV-F	2 WAEV-F >	2 WAEV-F >	2 WAEV-F >	2 WEAS-F	2 WSOK	2 WAEV-F	2 WLVH-F	2 WLVH-F	2 WEAS-F	WEAS-F
3 WJCL-F >	3 WJCL-F >	3 WLVH-F	3 WJCL-F <	3 WSOK	WSGF-F	WZAT-F	WEAS-F	3 WAEV-F	WJCL-F	3 WSOK
4 WJY-F	4 WLVH-F	WJCL-F >>	4 WSOK	4 WLVH-F	WZAT-F >>	4 WIXV-F	WIXV-F	4 WJCL-F	4 WAEV-F	4 WAEV-F
	WSGF-F >>	5 WSOK	5 WLVH-F	WJCL-F		5 WLVH-F	WJCL-F	5 WIXV-F	WBMQ	WLVH-F
		WSGF-F	6 WYKZ-F >	6 WYKZ-F >		WFXH-F	WZAT-F >	WZAT-F	6 WCHY-F	
		WYKZ-F >>				WJCL-F		7 WSOK	WGCO-FF	
						WSOK		WCHY-F	WIXV-F	
						WSGF-F >		WFXH-F	WYKZ-F	
									WZAT-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume				
WEAS	SPRTS	900	Savannah	1.2	4.2	5	156
WJY-F	SAC	106.9	Bluffton, SC	1.2	4.0	13	291

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume				
WHBZ-F	B	99.7	Pt. Royal, SC	1.2	2.9	10	189
WSIX-F	B	92.3	Hinesville, GA	0.9	4.6	19	364

SAVANNAH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	41 (2)	41 (2)	13.5 %	14.6 %	Adventure	11.1 %	10.4 %	10.5 %
AOR/Classic/NR	0 (0)	27 (3)	27 (3)	8.9 %	13.6 %	WFXH-FM, WGCO-FM, WGZO-FM, WJY-FM, WLOW-FM			
Black/Urban	0 (0)	87 (5)	87 (5)	28.6 %	27.1 %	Capstar	37.4 %	39.6 %	45.2 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	1.4 %	WAEV-FM, WCHY-AM, WCHY-FM, WLVH-FM, WSOK-AM, WYKZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Cumulus, pend.	19.0 %	19.2 %	25.1 %
Country	0 (0)	48 (2)	48 (2)	15.8 %	18.3 %	WBMQ-AM, WIXV-FM, WJCL-FM, WSGF-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		67.5 %	69.2 %	80.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	13 (1)	0 (0)	13 (1)	4.3 %	3.7 %				
Oldies	0 (0)	13 (2)	13 (2)	4.3 %	4.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	35 (1)	0 (0)	35 (1)	11.5 %	8.8 %				
Soft AC/EZ	0 (0)	22 (2)	22 (2)	7.2 %	3.4 %				
Sports	4 (1)	0 (0)	4 (1)	1.3 %	0.7 %				
Standards	0 (0)	14 (1)	14 (1)	4.6 %	4.1 %				
Totals	52 (3)	252 (17)	304 (20)						

AM Stations

WBMQ	630	5 kw (DA-N)	Talk	CBS	\$<20.00	Katz	Cumulus, pend.
WSOK	1230	1 kw	Black Gospel	AURN, Westwd	\$17.00	Banner	Capstar

FM Stations

WAEV	97.3	100 kw @ 991	AC	Westwd	\$38.00	Katz	Capstar	
WCHY	94.1	100 kw @ 1320	Country	ABC	\$40.00	Eastman	Capstar	
WEAS	93.1	100 kw @ 981	Black	ABC, Source, Westwd	\$25.00	D&R	Esserman	
WFXH	106.1	10.5 kw @ 794	Classic AOR	Source	\$<20.00	---	Adventure	Hilton Head
WGCO	98.3	100 kw @ 981	Oldies		\$20.00	Eastman	Adventure	Midway
WGZO	92.1	3 kw @ 289	See WGCO-F					Parris Island, SC
WIXV	95.5	100 kw @ 856	AOR		\$30.00	Katz	Cumulus, pend.	
WJCL	96.5	100 kw @ 1161	Country	Westwd	\$35.00	D&R	Cumulus, pend.	
WLOW	107.9	41 kw @ 538	Standards	Westwd	\$<20.00	K&P	Adventure	Bluffton, SC
WLVH	101.1	50 kw @ 476	Black AC	Westwd	\$29.00	Katz	Capstar	Hardeeville, SC
WRHQ	105.3	11 kw @ 485	AC		\$<20.00	K&P		Richmond Hill
WSGF	103.9	6 kw @ 328	Black		\$<20.00	---	Cumulus, pend.	Springfield
WYKZ	98.7	100 kw @ 710	Soft AC	ABC	\$ NA	Eastman	Capstar	Beaufort, SC
WZAT	102.1	100 kw @ 1322	CHR/New Rock	ABC	\$20.00	K&P		

Notes: 1/98 WBMQ/WIXV-F/WSGF-F sold by Point to Cumulus for \$_____ . . . 1/98 WJCL-F sold by Lewis to Cumulus for \$7,250,000

Jim Duncan

Comments: Listening levels are steady . . . WEAS-F has its third up book in a row and its highest share in more than two years . . . WLVH-F fell sharply to its lowest share in several years

SEATTLE-TACOMA

Arbitron Rank: 13 Pop (12+): 2,786,100
 MSA Rank: 22-Seattle; 80-Tacoma
 MSA Pop: 3,340,000
 DMA: 12
 Average Persons Rating: 15.4
 Market TSL In Hours: 20.25

Stations: 31 / 30
 Diaries: 3,730/747:1/55.0%
 Sample Target: 3,690
 % Below Line: 0.3
 % Not Listed: 12.4
 Pop per Station: 92,870

Last Year's Revenue: \$132,500,000
 Household Income: \$50,136
 Total Retail Sales: \$33.5 Bil.
 #1 Biller: KIRO \$19,100,000
 #1 Billing Portfolio: Entercom \$53,590,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 KIRO	N/T	308 / 7.2	9.6	8.3	6.7	6.9	7.9	6050 / 21.7	23.3	19.4	333 / 6604	J	KIRO
2 KUBE-F	CHR	270 / 6.3	6.9	7.1	6.1	5.7	6.6	4708 / 16.9	17.8	17.0	290 / 5079	H	KUBE-F
3 KVI	T	201 / 4.7	4.6	4.6	4.3	5.6	4.5	2300 / 8.3	8.3	9.7	218 / 2572	G	KVI
KMPS-F	C	201 / 4.7	4.7	5.2	4.4	5.7	4.8	3033 / 10.9	12.5	13.3	229 / 3490	H	KMPS-F
5 KBSG-AF	O	198 / 4.6	5.0	5.6	5.3	5.2	5.1	3873 / 13.9	17.0	16.9	220 / 4338	I	KBSG-AF
6 KNDD-F	AOR-NR	179 / 4.2	4.2	4.3	4.6	3.7	4.3	3734 / 13.4	13.3	11.9	190 / 4005	G	KNDD-F
7 KIXI	ST	171 / 4.0	3.7	4.6	3.9	4.7	4.0	2225 / 8.0	8.4	9.1	195 / 2419	D	KIXI
8 KOMO	T	166 / 3.9	3.4	2.9	2.7	3.6	3.2	3843 / 13.8	10.6	13.7	176 / 4096	F	KOMO
9 KISW-F	AOR	165 / 3.8	3.2	3.8	4.7	3.8	3.9	2465 / 8.8	9.8	8.3	179 / 2705	G	KISW-F
10 KPLZ-F	CHR/AC	164 / 3.8	4.2	3.8	3.7	3.6	3.9	3601 / 12.9	13.3	12.0	167 / 3784	G	KPLZ-F
11 KBKS-AF	CHR	166 / 3.8	3.3	2.5	2.8	2.6	3.0	3641 / 13.1	8.9	9.3	166 / 3955	D	KBKS-AF
12 KING-F	CL	162 / 3.5	3.4	4.3	4.5	4.7	3.9	2839 / 10.2	9.5	11.1	170 / 3016	E	KING-F
13 KWJZ-F	J	149 / 3.5	3.2	2.6	3.0	2.4	3.1	2455 / 8.8	7.2	6.6	149 / 2475	E	KWJZ-F
14 KLSY-F	AC	147 / 3.4	4.0	3.0	3.9	3.6	3.6	3059 / 11.0	9.8	11.1	152 / 3199	G	KLSY-F
15 KZOK-F	CL AOR	145 / 3.4	3.4	3.7	4.0	3.8	3.6	2783 / 10.0	11.2	10.3	161 / 2983	H	KZOK-F
16 KMTT-F	AOR-P	131 / 3.1	3.1	2.9	3.8	3.3	3.2	2427 / 8.7	8.9	8.2	140 / 2570	G	KMTT-F
17 KJR	SPRTS	124 / 2.9	2.2	2.5	2.5	2.0	2.5	2259 / 8.1	10.0	6.4	127 / 2325	D	KJR
18 KYCW-F	C	122 / 2.8	2.6	3.3	3.9	3.5	3.2	1614 / 5.8	7.6	8.6	133 / 1788	G	KYCWF-F
19 KIRO-F	T	121 / 2.8	2.3	2.0	2.3	2.5	2.4	2114 / 7.8	6.8	6.4	127 / 2236	C	KIRO-F
20 KJR-F	CL HITS	112 / 2.6	2.9	3.3	3.6	3.4	3.1	2735 / 9.8	11.2	11.0	122 / 3035	G	KJR-F
21 KRWM-F	SAC	110 / 2.6	2.6	2.6	2.8	2.9	2.6	1943 / 7.0	7.3	7.2	111 / 2009	E	KRWM-F
22 KCMS-F	REL	73 / 1.7	1.7	1.9	1.5	1.8	1.7	1456 / 5.2	4.8	5.1	76 / 1567	F	KCMS-F
23 KNWX	N	66 / 1.5	1.3	1.0	1.3	1.0	1.3	1949 / 7.0	5.0	5.3	70 / 2077	B	KNWX

12+ FM Share (Metro): 70.27 % (2640 of 3757) (Fall 96: 71.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KUBE-F >>	1 KUBE-F	1 KUBE-F <	1 KIRO <	1 KIRO	1 KIRO >	1 KIRO	1 KVI	1 KUBE-F <	1 KUBE-F >	1 KIRO
2 KBKS-AF <	2 KPLZ-F	2 KISW-F <	2 KISW-F <	2 KMPS-F <	2 KVI <	2 KUBE-F	2 KIRO <	2 KIRO	2 KIRO	2 KUBE-F
3 KNDD-F >>	KISW-F <	3 KPLZ-F <	3 KMPS-F <	3 KBSG-AF	3 KXI <	3 KMPS-F	3 KIXI	3 KBSG-AF <	3 KNDD-F	3 KOMO
	4 KNDD-F >	4 KIRO	4 KZOK-F <	KISW-F <	4 KBSG-AF <	KVI	4 KBSG-AF <	4 KNDD-F	4 KBKS-AF <	4 KBSG-AF <
	5 KZOK-F	KMPS-F <	5 KPLZ-F <	5 KZOK-F <	5 KOMO	5 KISW-F	5 KMPS-F <	KMPS-F <	5 KOMO <	5 KMPS-F <
	KBKS-AF	6 KZOK-F <	6 KMTT-F <	6 KPLZ-F <	6 KMPS-F <	KOMO <	6 KISW-F <	6 KVI <	6 KING-F	6 KWJZ-F <
		7 KNDD-F <	7 KUBE-F <	7 KMTT-F <	7 KING-F <	7 KBSG-AF	7 KUBE-F	7 KBKS-AF <	KPLZ-F <	7 KNDD-F <
		8 KMTT-F <	8 KBSG-AF <	8 KWJZ-F <	8 KWJZ-F >	KPLZ-F		8 KPLZ-F <	8 KLSY-F	8 KING-F
		9 KLSY-F <		9 KUBE-F				9 KIRO-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrrte
1 KUBE-F >	1 KPLZ-F	1 KPLZ-F >	1 KUBE-F <	1 KMPS-F <	1 KNDD-F >	1 KISW-F	1 KISW-F >	1 KISW-F	1 KIRO <	1 KOMO >
2 KBKS-AF	2 KUBE-F >	2 KUBE-F <	2 KPLZ-F <	2 KPLZ-F	2 KUBE-F <	2 KNDD-F	2 KZOK-F	2 KIRO <	2 KISW-F	2 KIRO <
3 KLSY-F	3 KBKS-AF	3 KMPS-F <	3 KMPS-F <	3 KLSY-F	3 KISW-F >>	3 KUBE-F	3 KUBE-F <	3 KZOK-F	3 KZOK-F <	3 KUBE-F
	KNDD-F <	4 KNDD-F <	4 KBKS-AF	4 KLSY-F	4 KUBE-F <	4 KPLZ-F	4 KZOK-F <	4 KJR	4 KJR <	4 KJR
5 KPLZ-F >>	5 KMPS-F <	5 KNDD-F <	5 KBKS-AF	5 KBSG-AF <	5 KZOK-F	5 KPLZ-F	KPLZ-F <	5 KNDD-F <	5 KBSG-AF <	
	6 KLSY-F	6 KIRO-F <	6 KRWM-F	6 KWJZ-F <	KYCWF	6 KJR	6 KNDD-F	6 KMTT-F <	6 KMTT-F	
	7 KYCW-F	7 KYCW-F	KNDD-F <	7 KIRO <	KLSY-F	7 KYCW-F	7 KIRO	7 KUBE-F <	7 KMPS-F <	
			8 KMTT-F <	8 KRWM-F				8 KPLZ-F <		
			9 KWJZ-F <	KBKS-AF <						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCIS	REL	630 Edmonds	0.6 1.9 25 554
KGNW	REL	820 Burien	0.7 1.8 34 561
KGY	AC	1240 Olympia	0.3 1.0 14 272
KKBY-F	C	104.9 Eatonville	0.5 1.2 24 356
KXXO-F	AC	96.1 Olympia	0.4 1.3 37 570

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KWPZ-F	REL	106.5 Lynden	0.3 1.4 25 613

SEATTLE-TACOMA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	14 (1)	165 (2)	179 (3)	4.8 %	4.7 %	Ackerley, pend. KJR-AM, KJR-FM, KUBE-FM	11.8 %	11.4 %	11.7 %
AOR/Classic/NR	0 (0)	620 (4)	620 (4)	16.5 %	16.5 %	CBS KBKS-FM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM	14.5 %	16.5 %	19.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %	Entercom KBSG-AF, KIRO-AM, KIRO-FM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM	27.2 %	28.6 %	40.4 %
CHR	5 (1)	585 (3)	590 (4)	15.7 %	10.5 %	Fisher KOMO-AM, KPLZ-FM, KVI-AM	12.4 %	10.5 %	13.3 %
Classical	0 (0)	152 (1)	152 (1)	4.0 %	5.4 %	Sandusky KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM	13.5 %	11.9 %	11.5 %
Country	0 (0)	346 (3)	346 (3)	9.2 %	11.3 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	149 (1)	149 (1)	4.0 %	2.8 %				
News/Talk	741 (4)	121 (1)	862 (5)	22.9 %	18.1 %		79.5 %	78.9 %	96.8 %
Oldies	6 (1)	304 (2)	310 (3)	8.3 %	9.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	56 (2)	88 (2)	144 (4)	3.8 %	3.1 %				
Soft AC/EZ	0 (0)	110 (1)	110 (1)	2.9 %	3.2 %				
Sports	124 (1)	0 (0)	124 (1)	3.3 %	2.3 %				
Standards	171 (1)	0 (0)	171 (1)	4.6 %	5.3 %				
Totals	1117 (11)	2640 (20)	3757 (31)						

AM Stations

Station	Freq	Power	Time	Format	Company	Revenue	Notes
KBSG	1210	27.5 kw	10 kw (DA-2)	See KBSG-F			
KIRO	710	50 kw	(DA-N)	News/Talk	CBS, AP	\$291.00	Sentry Entercom
KIXI	880	50 kw	10 kw (DA-2)	Standards	Westwd	\$50.00	Christal Sandusky
KJR	950	50 kw	(DA-N)	Sports	ABC	\$54.00	— Ackerley, pend.
KNWX	770	50 kw	5 kw (DA-2)	News	AP	\$25.00	Sentry Entercom
KOMO	1000	50 kw	(DA-N)	Talk	ABC	\$85.00	Sentry Fisher
KRPM	1090	50 kw	(DA-2)	See KBKS-F			
KVI	570	5 kw		Talk	ABC	\$117.00	Sentry Fisher

FM Stations

Station	Freq	Power	Time	Format	Company	Revenue	Notes
KBKS	106.1	58 kw	@ 2343	CHR/AC	AP	\$58.00	Eastman CBS Tacoma
KBSG	97.3	55 kw	@ 2393	Oldies		\$225.00	D&R Entercom Tacoma
KCMS	105.3	115 kw	@ 722	Religion	UPI	\$44.00	Radio Spot Edmonds
KING	98.1	58 kw	@ 2343	Classical		\$95.00	Sentry
KIRO	100.7	100 kw	@ 736	Talk	CBS, AP	\$ NA	Sentry Entercom
KISW	99.9	100 kw	@ 1148	AOR		\$138.00	Mc-Guild Entercom
KJR	95.7	100 kw	@ 1180	Classic Hits		\$110.00	Allied Ackerley, pend.
KLSY	92.5	58 kw	@ 2343	AC	AP	\$145.00	Christal Sandusky Bellevue
KMPS	94.1	58 kw	@ 2343	Country	AP	\$185.00	Eastman CBS
KMTT	103.7	58 kw	@ 2343	Prog. AOR		\$125.00	D&R Entercom Tacoma
KNDD	107.7	100 kw	@ 1194	AOR-New Rock		\$140.00	Katz Entercom
KPLZ	101.5	100 kw	@ 1200	CHR/AC		\$120.00	Sentry Fisher
KRWM	106.9	100 kw	@ 819	Soft AC		\$71.00	Christal Sandusky Bremerton
KUBE	93.3	100 kw	@ 1290	CHR		\$145.00	Allied Ackerley, pend.
KWJZ	98.9	100 kw	@ 1110	Jazz	ABC	\$65.00	Christal Sandusky
KYCW	96.5	100 kw	@ 1223	Country		\$105.00	Eastman CBS
KZOK	102.5	100 kw	@ 1194	Classic AOR		\$180.00	Eastman CBS

Notes: KBKS-AF reclassified from AC/CHR to CHR based on audience analysis & station self-description . . . 10/97 American Radio Systems sold these stations to CBS: KRPM/KBKS-F for \$27,000,000; KMPS-F for \$74,000,000; KYCW-F for \$33,000,000; KZOK-F for \$63,000,000 . . . 11/97 KKDZ (1250) sold to ABC/Disney for \$1,200,000 . . . 11/97 KHHO (850; Tacoma) sold to Ackerley for \$2,500,000 . . . 12/97 KHHO began simulcasting KJR (AM) . . . 1/97 Ackerley Communications exercised its option to assume New Century's interest in KJR-AF/KUBE-F

Jim Duncan

Comments: Listening levels are erratic but slightly higher . . . KBKS-F is showing moderate growth . . . Listening to Country stations has fallen by 19% in the last year . . . KWJZ-F is up to its highest share in more than three years

SHREVEPORT

Arbitron Rank: 129 Pop (12+): 306,400	Stations: 16 / 15	Last Year's Revenue: \$11,000,000
MSA Rank: 129	Diaries: 1,019/301:1/46.7%	Household Income: \$33,683
MSA Pop: 383,000	Sample Target: 940	Total Retail Sales: \$3.9 Bil.
DMA: 76	% Below Line: 0.4	#1 Biller: KRMD-AF \$3,200,000
Average Persons Rating: 14.9	% Not Listed: 9.6	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 20,427	KVKI-F, etc. \$4,350,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4 Book Avg	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KMJJ-F	B	78 / 17.1	16.9	15.9	13.6	17.0	15.9	805 / 26.3	24.4	23.3	93 / 1002	C	KMJJ-F
2	KRMD-F	C	62 / 13.6	15.2	12.4	11.5	13.9	13.2	794 / 25.9	26.4	25.9	100 / 1334	E	KRMD-F
3	KVXI-F	AC	38 / 8.3	8.5	10.3	10.3	8.9	9.4	616 / 20.1	21.3	19.4	60 / 900	C	KVXI-F
4	KRUF-F	CHR	36 / 7.9	7.9	7.6	10.7	7.9	8.5	618 / 20.2	19.9	18.2	76 / 1293	B	KRUF-F
5	KDKS-F	B	34 / 7.5	8.5	9.1	8.9	7.3	8.5	569 / 18.6	19.5	15.4	38 / 644	B	KDKS-F
6	KITT-F	C	31 / 6.8	5.5	4.1	6.6	7.3	5.7	434 / 14.2	12.1	16.2	37 / 695	B	KITT-F
	KOKA	G/B	31 / 6.8	4.9	6.4	6.4	7.5	6.1	268 / 8.7	9.8	11.1	32 / 298	A	KOKA
8	KEEL	T	30 / 6.6	5.9	5.8	6.8	5.6	6.3	350 / 11.4	12.3	10.7	39 / 484	B	KEEL
9	KTUX-F	AOR-NR	19 / 4.2	4.3	3.5	2.9	2.5	3.7	288 / 9.4	7.8	7.7	34 / 448	A	KTUX-F
10	KTAL-F	AOR	18 / 3.9	3.7	3.3	3.5	5.2	3.6	342 / 11.2	10.2	11.1	31 / 675	B	KTAL-F
11	KLKL-F	O	12 / 2.6	3.7	5.2	3.3	3.1	3.7	292 / 9.5	11.8	9.5	15 / 353	A	KLKL-F
12	KWKH	N/T	10 / 2.2	2.6	2.7	3.1	2.9	2.6	264 / 8.6	9.4	9.4	12 / 339	A	KWKH

12+ FM Share (Metro): 80.10 % (330 of 412) (Fall 96: 80.82 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJJ-F	1 KMJJ-F >>	1 KMJJ-F >	1 KMJJ-F	1 KMJJ-F <	1 KRMD-F >	1 KRMD-F >	1 KRMD-F	1 KMJJ-F	1 KMJJ-F >>	1 KMJJ-F >>
2 KRUF-F >>	2 KRUF-F >	2 KRMD-F	2 KRMD-F	2 KRMD-F >	2 KMJJ-F <	2 KMJJ-F	2 KEEL <	2 KRMD-F >	2 KRUF-F >	2 KRMD-F
3 KDKS-F <	3 KDKS-F <	3 KVXI-F	3 KVXI-F	3 KVXI-F	3 KVXI-F <	3 KVXI-F <	3 KMJJ-F	3 KRUF-F <	3 KDKS-F	3 KDKS-F
4 KTUX-F	4 KDKS-F <	4 KOKS-F	4 KOKS-F	4 KDKS-F	4 KEEL <	4 KDKS-F <	4 KVXI-F >	4 KVXI-F	4 KOKA <	4 KRUF-F
	5 KRMD-F	5 KRUF-F <	5 KITT-F	5 KITT-F	5 KOKA	5 KOKA <	5 KITT-F	5 KDKS-F	5 KRMD-F	5 KOKA
6 KVXI-F	6 KITT-F	6 KTAL-F <	6 KEEL	6 KITT-F	6 KITT-F	6 KITT-F	6 KOKA	6 KITT-F	6 KITT-F <	6 KITT-F <
				7 KDKS-F >	7 KDKS-F >	7 KDKS-F >	7 KDKS-F >			7 KVXI-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMJJ-F >	1 KMJJ-F >	1 KMJJ-F	1 KMJJ-F >	1 KRMD-F <	1 KMJJ-F >>	1 KMJJ-F >>	1 KMJJ-F >>	1 KMJJ-F >	1 KMJJ-F	1 KMJJ-F >
2 KRUF-F >	2 KRUF-F	2 KDKS-F	2 KVXI-F	2 KMJJ-F	2 KRUF-F	2 KTUX-F	2 KTAL-F	2 KRMD-F	2 KRMD-F	2 KOKA >
3 KDKS-F >	3 KDKS-F	3 KVXI-F	3 KRMD-F	3 KVXI-F	3 KTUX-F >>	3 KRUF-F	KRMD-F	3 KEEL <	3 KEEL	3 KRMD-F >
4 KVXI-F	4 KVXI-F	KRUF-F	4 KDKS-F	4 KDKS-F <	4 KOKA >>	4 KTAL-F	4 KTUX-F	4 KTAL-F <	4 KVXI-F	
KRMD-F >>	5 KRMD-F	5 KITT-F	5 KRUF-F <	5 KITT-F		KRMD-F >	KEEL	5 KVXI-F	KTAL-F	
		KOKA	6 KITT-F	6 KOKA				KRUF-F	KDKS-F >	

Format Performance	AM	FM	Total	%	Fall 96
AC	6 (1)	38 (1)	44 (2)	10.7 %	9.8 %
AOR/Classic/NR	0 (0)	37 (2)	37 (2)	9.0 %	8.4 %
Black/Urban	0 (0)	112 (2)	112 (2)	27.2 %	26.7 %
CHR	0 (0)	36 (1)	36 (1)	8.7 %	8.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	95 (3)	95 (3)	23.1 %	23.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	40 (2)	0 (0)	40 (2)	9.7 %	9.4 %
Oldies	0 (0)	12 (1)	12 (1)	2.9 %	3.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Religion/Gospel	33 (2)	0 (0)	33 (2)	8.0 %	9.4 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	82 (6)	330 (10)	412 (16)		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KASO	AC	1240	Minden 1.3 1.9 6 62
KFLO	REL	1300	Shreveport 0.4 1.7 2 57
KRMD	SPRTS	1340	Shreveport 0.7 2.3 4 75

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KXKZ-F	C	107.5	Ruston 0.4 2.4 8 179

SHREVEPORT

Consolidation Report	12+	25-54	Revenue
Local - 1	31.8 %	32.3 %	39.5 %
KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM			
Local - 2	17.3 %	17.7 %	11.7 %
KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM			
	49.1 %	50.0 %	51.2 %

AM Stations

KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARN	\$24.00	Katz	KVKI-F
KOKA	980	5 kw/0.08 kw	Gospel/Black	AURN, Westwd	\$20.00	K&P	KDKS-F
KWKH	1130	50 kw (DA-N)	News/Talk	Westwd	\$ NA	Katz	KVKI-F

FM Stations

KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	K&P	Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00	Katz	KVKI-F
KLKL	92.1	6 kw @ 325	Oldies	ABC	\$<20.00	K&P	KDKS-F Benton
KMJJ	99.7	50 kw @ 462	Black	Westwd, ABC	\$36.00	Mc-Guild	Sunburst, pend.
KRMD	101.1	100 kw @ 1118	Country		\$68.00	Eastman	Capstar
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	Katz	KVKI-F
KTAL	98.1	100 kw @ 1361	AOR		\$25.00	Banner	Texarkana
KTUX	98.9	100 kw @ 718	AOR-New Rock		\$<20.00	Banner	Carthage, TX
KVKI	96.5	100 kw @ 797	AC		\$46.00	K&P	

Notes: 12/97 KRMD changed from simulcasting KRMD-F to 1-on-1 Sports (during survey period) . . . 12/97 KMJJ-F sold by SunGroup to Sunburst for \$_____

Jim Duncan

Comments: Listening levels are down 4.5% versus last year . . . KMJJ-f has its highest share in two years . . . KITT-F is showing a strong uptrend

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel	* *
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary	* *
* B - Black (audience 75%+ Black)	N - News	* *
* C - Country	O - Oldies	* *
* 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	* *
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia	* *
* E - Ethnic (usually Foreign Language)	T - Talk	* *
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)	* *
* FS - Full Service	? - Others or Unknown	* *

***** REVENUE LEVEL CODES *****

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

SIOUX FALLS

Arbitron Rank: 211 Pop (12+): 137,600	Stations: 21 / 13	Last Year's Revenue: \$7,600,000
MSA Rank: 230	Diaries: 714/193:1/63.3%	Household Income: \$46,140
MSA Pop: 158,000	Sample Target: 610	Total Retail Sales: \$2.3 Bil.
DMA: 105	% Below Line: 6.9	#1 Biller: KRRO-F \$1,100,000
Average Persons Rating: 16.9	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL In Hours: 22.75	Pop per Station: 10,585	So. Minnesota (pend.) \$4,180,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KMXC-F	35 / 15.1	12.6	10.2	9.5		408 / 29.7	30.9	24.9	38 / 571	B	KMXC-F
2	KELO-F	25 / 10.8	10.4	8.0	5.9		253 / 18.4	20.0	19.6	36 / 467	B	KELO-F
3	KRRO-F	23 / 9.9	10.4	10.7	12.2		285 / 20.7	25.2	20.3	29 / 382	B	KRRO-F
4	KELO	17 / 7.3	5.9	8.9	6.3		178 / 12.8	14.1	14.4	19 / 234	C	KELO
5	KTWB-F	15 / 6.6	10.8	11.5	12.6		178 / 12.9	19.4	20.6	25 / 338	C	KTWB-F
	KYBB-F	16 / 6.5	6.8	4.4	6.3		232 / 16.8	19.5	11.6	21 / 328	A	KYBB-F
7	KXRB	14 / 6.0	6.3	3.1	6.3		105 / 7.6	9.3	7.1	23 / 214	B	KXRB
8	KIKN-F	13 / 5.8	6.3	4.9	4.5		193 / 14.0	15.0	15.9	35 / 573	B	KIKN-F
9	KWSN	10 / 4.3	1.8	2.2	3.6		154 / 11.2	7.3	7.5	11 / 181	A	KWSN
10	KSOO	8 / 3.4	4.1	5.3	6.3		180 / 11.8	10.3	13.7	10 / 222	A	KSOO
	KKLS-F	8 / 3.4	3.2	5.8	4.1		193 / 14.0	10.7	13.4	17 / 326	B	KKLS-F

12+ FM Share (Metro): 72.46 % (150 of 207) (Fall 96: 73.96 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMXC-F >>	1 KMXC-F	1 KMXC-F	1 KMXC-F <	1 KELO-F	1 KELO-F	1 KMXC-F	1 KELO-F	1 KMXC-F >	1 KMXC-F >>	1 KMXC-F >
2 KRRO-F >>	2 KRRO-F >	2 KRRO-F	2 KELO-F	KMXC-F	KELO	2 KELO	KMXC-F	2 KRRO-F <	2 KRRO-F >	2 KELO-F
	3 KELO-F	3 KELO-F	3 KRRO-F <	3 KRRO-F	3 KXRB	3 KELO-F <	3 KRRO-F >	3 KELO-F >	3 KELO-F	3 KXRB
	4 KTWB-F	4 KYBB-F	4 KYBB-F	KYBB-F	4 KMXC-F	4 KRRO-F	4 KWSN	4 KTWB-F	4 KTWB-F	4 KTWB-F <
	KYBB-F >	5 KTWB-F	5 KELO	5 KELO	5 KIKN-F	5 KYBB-F	KYBB-F <	5 KIKN-F <	KIKN-F	5 KELO
		6 KELO	6 KTWB-F	6 KTWB-F	KWSN	6 KTWB-F	6 KELO <	6 KELO	6 WNAX	6 KIKN-F
					KTWB-F	7 KSOO <	7 KTWB-F	KYBB-F	KYBB-F	7 KRRO-F
						8 KIKN-F <				8 KYBB-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KMXC-F >>	1 KMXC-F >	1 KMXC-F	1 KMXC-F	1 KELO-F	1 KRRO-F	1 KRRO-F	1 KRRO-F >	1 KRRO-F	1 KRRO-F <	1 KMXC-F
2 KELO-F >>	2 KELO-F >	2 KELO-F >>	2 KELO-F >>	KMXC-F >	2 KMXC-F >>	2 KMXC-F >	2 KMXC-F	2 KMXC-F >	2 KYBB-F	2 KRRO-F >
	3 KIKN-F	3 KRRO-F	3 KTWB-F	3 KELO >	3 KTWB-F	3 KTWB-F	KYBB-F	3 KYBB-F	3 KELO-F	3 WNAX
	KRRO-F >	KELO >>	KIKN-F	4 KTWB-F	4 KTWB-F	4 KELO-F	4 KELO-F	4 KELO-F	KMXC-F >	4 KELO-F >
	5 KTWB-F		KRRO-F	KIKN-F	5 KELO-F >>	5 KELO-F >>	5 KTWB-F	5 KTWB-F	5 KTWB-F	5 KTWB-F
	KELO		KELO	KRRO-F			6 KELO	6 KELO	6 KELO	6 KELO
	KYBB-F >>		KELO	KYBB-F >>						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
AOR/Classic/NR	0 (0)	38 (2)	38 (2)	18.4 %	13.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	39 (4)	39 (4)	18.8 %	15.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	14 (1)	34 (3)	48 (4)	23.2 %	25.5 %
Full Service	23 (2)	0 (0)	23 (2)	11.1 %	12.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	18 (2)	0 (0)	18 (2)	8.7 %	8.9 %
Oldies	0 (0)	13 (3)	13 (3)	6.3 %	13.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	26 (2)	26 (2)	12.6 %	9.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	2 (1)	0 (0)	2 (1)	1.0 %	1.6 %
Totals	57 (6)	150 (14)	207 (20)		

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
KLQL-F	C	101.1	Luveme, MN	2.6	7.0	20	297
KQAD	ST	800	Luveme, MN	0.9	2.6	7	124

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume		
KGLH-F	CHR	95.1	Sioux City, IA	0.9	3.9	12	199
KISD-F	O	98.7	Pipestone, MN	1.7	3.7	15	217
KKCK-F	CHR	99.7	Marshall, MN	0.4	4.8	11	289
KSOU-AF	SAC	93.9	Sioux Center, IA	0.4	1.1	13	133
KVHT-F	CHR	106.3	Vermillion, SD	0.4	2.7	6	190
WNAX	C/FS	570	Yankton, SD	2.6	5.5	27	405
WNAX-F	O	104.1	Yankton, SD	0.4	1.9	7	162

SIOUX FALLS

Consolidation Report	12+	25-54	Revenue
Midcontinent, pend. KELO-AM, KELO-FM, KRRO-FM, KTWB-FM, KWSN-AM	38.8 %	43.4 %	54.6 %
So. Minnesota KIKN-FM, KKLS-FM, KMXC-FM, KSOO-AM, KXRB-AM, KYBB-FM	40.0 %	39.0 %	41.8 %
	78.8 %	82.4 %	96.4 %

AM Stations

Call	Freq	Power	Service	Net	Rate	Agency	Market
KELO	1320	5 kw (DA-N)	Full Service	AP	\$26.00	Banner	Midcontinent
KSOO	1140	10 kw/5 kw (DA-N)	Talk	ABC, Westwd, SBSUS	\$<20.00	Christal	So. Minnesota
KWSN	1230	0.81 kw	Talk	CBS, Westwd	\$<20.00	Katz	Midcontinent
KXRB	1000	10 kw (Days, DA)	Country	Westwd, CNN	\$<20.00	Christal	So. Minnesota

FM Stations

Call	Freq	Power	Service	Net	Rate	Agency	Market
KELO	92.5	100 kw @ 1850	Soft AC	AP	\$21.00	Banner	Midcontinent
KIKN	100.5	100 kw @ 942	Country		\$<20.00	Mc-Guild	So. Minnesota Salem
KKLS	104.7	100 kw @ 705	Oldies	Westwd	\$<20.00	Mc-Guild	So. Minnesota
KLQL	101.1	100 kw @ 531	Country	ABC	\$<20.00	Katz	3 Eagles Luverne, MN
KMXC	97.3	60 kw @ 220	AC/CHR	ABC	\$20.00	Christal	So. Minnesota
KRRO	103.7	50 kw @ 187	AOR	Westwd	\$30.00	Katz	Midcontinent
KTWB	101.9	34 kw @ 577	Country		\$27.00	Banner	Midcontinent, pend.
KYBB	102.7	50 kw @ 200	Classic AOR		\$<20.00	Christal	So. Minnesota Canton

Notes: 9/97 KTWB-F sold to Midcontinent for \$2,750,000 . . . 12/97 KKLS-F changed from Oldies to CHR ("Hot 104.7") after the Fall survey

Jim Duncan

Comments: Listening levels are up slightly . . . KMXC-F has its highest share ever and, I believe, the highest share in the market since 1988 . . . KTWB-F is in a sharp decline to its lowest share in many years

SOUTH BEND

Arbltron Rank: 158 Pop (12+): 217,200	Stations: 18 / 15	Last Year's Revenue: \$12,500,000
MSA Rank: 169	Diaries: 686/317:1/48.9%	Household Income: \$38,447
MSA Pop: 261,000	Sample Target: 680	Total Retail Sales: \$2.8 Bil.
DMA: 85 (w/Elkhart)	% Below Line: 2.2	#1 Bllier: NA
Average Persons Rating: 14.4	% Not Listed: 13.5	#1 Billing Portfolio: NA
Market TSL In Hours: 19.25	Pop per Station: 14,480	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WBYT-F	C	45 / 14.4	14.8	11.4	13.1	7.9	542 / 25.0	24.7	21.3	134 / 1587	WBYT-F
2	WRBR-F	AOR	34 / 10.9	8.9	9.3	9.7	5.2	505 / 23.2	22.1	20.5	55 / 1034	WRBR-F
	WNSN-F	AC	34 / 10.9	9.5	12.0	10.6	12.2	463 / 21.3	20.6	23.0	98 / 1166	WNSN-F
4	WAOR-F	AOR	25 / 8.0	5.0	5.4	6.0	10.7	358 / 16.5	13.5	15.8	36 / 628	WAOR-F
	WSBT	FS	26 / 8.0	8.0	6.0	4.9	5.8	413 / 19.0	18.1	16.5	42 / 659	WSBT
6	WHLY	ST	22 / 7.1	6.5	7.5	5.4	5.5	246 / 11.3	10.8	9.5	23 / 285	WHLY
7	WNDU-F	CHR	17 / 5.5	9.2	9.3	9.4	12.8	511 / 23.6	26.1	28.4	75 / 1361	WNDU-F
8	WUBU-F	B	16 / 4.8	5.9	4.5	3.7	2.7	181 / 8.3	9.2	7.7	19 / 234	WUBU-F
	WZOC-F	O	15 / 4.8	5.9	5.7	5.4	2.7	259 / 11.9	14.7	14.4	45 / 785	WZOC-F
10	WFRN-F	REL	12 / 3.9	2.4	2.1	3.1	3.0	176 / 8.1	7.5	6.3	52 / 667	WFRN-F
11	WZOW-F	CL AOR	9 / 2.9	3.0	3.0	1.1	3.7	122 / 5.8	6.2	8.4	26 / 380	WZOW-F

12+ FM Share (Metro): 78.89 % (213 of 270) (Fall 96: 81.85 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNDU-F >>	1 WRBR-F >>	1 WRBR-F	1 WNSN-F	1 WBYT-F <	1 WBYT-F	1 WRBR-F	1 WNSN-F	1 WBYT-F	1 WBYT-F <	1 WBYT-F >
2 WBYT-F >	2 WBYT-F <	2 WBYT-F <	WBYT-F <	2 WNSN-F	2 WNSN-F <	2 WBYT-F	WBYT-F >	2 WAOR-F	2 WRBR-F >	2 WRBR-F <
3 WRBR-F	3 WAOR-F	3 WNSN-F	3 WRBR-F	3 WRBR-F	3 WHLY	3 WNSN-F <	3 WSBT	3 WNSN-F	3 WAOR-F	3 WHLY <
WUBU-F >>	4 WNSN-F	4 WAOR-F >	4 WAOR-F >	4 WAOR-F >	WSBT >	4 WSBT >>	4 WAOR-F <	4 WRBR-F <	4 WNDU-F	4 WAOR-F <
	5 WUBU-F	5 WUBU-F	5 WZOC-F	5 WZOC-F	5 WAOR-F <	5 WAOR-F >	5 WHLY	5 WUBU-F	5 WUBU-F	5 WNDU-F
	6 WNDU-F >>	6 WZOC-F	WUBU-F	6 WUBU-F	6 WZOC-F <	6 WZOC-F	6 WRBR-F	WHLY	6 WHLY	6 WNSN-F
		WNDU-F	7 WZOW-F	7 WFRN-F		7 WNDU-F <	7 WSBT	WNSN-F	7 WFRN-F	
							WNDU-F	WNSN-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WRBR-F >>	1 WRBR-F >	1 WRBR-F	1 WNSN-F	1 WNSN-F >	1 WRBR-F	1 WRBR-F >>	1 WRBR-F >>	1 WRBR-F	1 WRBR-F	1 WBYT-F >>
2 WBYT-F >>	2 WBYT-F	WNSN-F	2 WBYT-F	2 WBYT-F >	2 WAOR-F >	2 WAOR-F	2 WBYT-F	2 WAOR-F	2 WBYT-F <	2 WRBR-F
3 WNSN-F	3 WNSN-F >	3 WBYT-F >	3 WRBR-F >	3 WZOC-F >	3 WUBU-F >	3 WBYT-F	WAOR-F >	3 WBYT-F >	3 WAOR-F >	WSBT
WNDU-F >>	4 WNDU-F	4 WAOR-F	4 WZOC-F	4 WRBR-F	4 WUBU-F >	4 WNSN-F	4 WNSN-F	4 WNSN-F	4 WNSN-F >	
	5 WAOR-F	WZOW-F	WNDU-F >	WNDU-F		WUBU-F >	5 WUBU-F	5 WSBT	5 WSBT	
	WZOC-F >	WZOC-F	6 WUBU-F	6 WUBU-F	WAOR-F			6 WUBU-F	6 WUBU-F	
		WNDU-F >>		WAOR-F	WFRN-F			WZOW-F	WZOW-F	

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	34 (1)	34 (1)	12.6 %	14.2 %
AOR/Classic/NR	0 (0)	68 (3)	68 (3)	25.2 %	21.0 %
Black/Urban	0 (0)	18 (2)	18 (2)	6.7 %	6.0 %
CHR	0 (0)	17 (1)	17 (1)	6.3 %	11.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	45 (1)	45 (1)	16.7 %	18.5 %
Full Service	28 (2)	0 (0)	28 (2)	10.4 %	8.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	4 (2)	0 (0)	4 (2)	1.5 %	0.0 %
Oldies	3 (1)	15 (1)	18 (2)	6.7 %	7.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	16 (3)	16 (3)	5.9 %	4.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	22 (1)	0 (0)	22 (1)	8.1 %	8.9 %
Totals	57 (6)	213 (12)	270 (18)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WGTC-FF	REL	102.3	New Carlisle	1.3	3.7	12	265
WNDU	CL HITS	1490	South Bend	1.0	6.0	3	142
WSMK-F	B	99.1	Buchanan, MI	1.0	4.3	8	255

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WGN	FS/T	720	Chicago	1.0	2.7	29	357
WLS	T	890	Chicago	0.6	2.0	49	388
WMAQ	N	670	Chicago	0.6	1.7	6	186

SOUTH BEND

Consolidation Report	12+	25-54	Revenue
Federated	39.8 %	41.1 %	%
WAOR-FM, WBYT-FM, WNDU-AM, WNDU-FM, WNIL-AM, WRBR-FM			
	39.8 %	41.1 %	%

AM Stations

WHLY	1580	1 kw/500 w (DA-N)	Standards	ABC	—	
WSBT	960	5 kw (DA-2)	Full Service	CBS	Katz	Schurz

FM Stations

WAOR	95.3	3.3 kw @ 298	AOR		Eastman	Federated, pend.	Niles
WBYT	100.7	15 kw @ 910	Country		Christal	Federated	Elkhart
WFRN	104.7	50 kw @ 488	Cont. Christ.	USA	—		Elkhart
WNDU	92.9	12.5 kw @ 879	CHR		Mc-Guild	Federated	
WNSN	101.5	13 kw @ 970	AC	Westwd	Katz	Schurz	
WRBR	103.9	3 kw @ 328	AOR		Christal	Federated	
WUBU	106.3	3 kw @ 292	Black	ABC	Banner		
WZOC	94.3	11.5 kw @ 492	Oldies		Katz		Plymouth
WZOW	97.7	2.9 kw @ 482	Classic Rock	ABC	—		Goshen

Notes: 1/98 WNIL (1290)/WAOR-F sold to Pathfinder (Federated) for \$2,000,000

Jim Duncan

Comments: A sharp decline in radio listenership in the last year (-7%) . . . WNDU-F dived to its lowest share since at least the early 1970's . . . Conversely, co-owned WRBR-F has its highest share in many years

SPOKANE

Arbitron Rank: 87 Pop (12+): 423,600	Stations: 22 / 22	Last Year's Revenue: \$14,800,000
MSA Rank: 121	Diaries: 1,293/328:1/57.2%	Household Income: \$36,870
MSA Pop: 413,000	Sample Target: 1,190	Total Retail Sales: \$4.2 Bil.
DMA: 74	% Below Line: 0.0	#1 Biller: KDRK-F \$2,700,000
Average Persons Rating: 15.2	% Not Listed: 9.1	#1 Billing Portfolio: Triathlon \$6,630,000
Market TSL In Hours: 20.50	Pop per Station: 19,255	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KKZX-F	AOR/CL	76 / 11.8	9.0	9.6	7.4	8.7	9.4	811 / 18.1	18.8	17.6	92 / 1101	D	KKZX-F
2	KDRK-F	C	53 / 8.2	9.1	6.7	8.3	9.0	8.1	785 / 18.5	18.5	20.1	83 / 1236	D	KDRK-F
3	KZZU-F	CHR	51 / 7.9	7.6	7.7	7.6	6.5	7.7	992 / 23.4	20.3	19.2	64 / 1299	C	KZZU-F
4	KNFR-F	C	43 / 6.7	5.6	8.4	4.7	5.4	6.3	554 / 13.1	15.8	11.8	50 / 755	B	KNFR-F
5	KXLY-F	SAC	37 / 5.7	5.7	6.0	7.6	5.0	6.3	618 / 14.6	13.6	13.0	53 / 867	C	KXLY-F
6	KAQQ	ST	36 / 5.6	5.0	5.4	7.4	4.8	5.8	411 / 9.7	7.8	9.4	40 / 569		KAQQ
7	KAEP-F	AOR-NR	36 / 5.4	6.8	6.5	5.3	5.4	6.0	587 / 13.4	15.5	11.8	52 / 807	C	KAEP-F
8	KISC-F	AC	34 / 5.3	6.5	6.9	8.0	7.4	6.7	539 / 12.7	15.7	14.9	41 / 730	C	KISC-F
9	KCDA-F	C	32 / 5.0	3.4	4.7	4.3	3.5	4.3	354 / 8.4	7.6	7.1	39 / 435	A	KCDA-F
	KGA	N/T	32 / 5.0	5.6	3.4	6.1	5.1	5.0	369 / 8.7	9.2	11.3	37 / 493	B	KGA
11	KXLY	N/T	31 / 4.8	6.4	4.5	5.3	6.2	5.3	608 / 14.3	14.6	16.1	36 / 751	B	KXLY
12	KEYF-AF	O	27 / 4.2	5.3	6.0	4.4	5.9	5.0	581 / 13.7	17.5	15.0	39 / 776	C	KEYF-AF
13	KHTQ-F	CHR	26 / 4.0	3.7	2.2	3.0	3.6	3.2	563 / 13.3	9.0	8.7	40 / 735	A	KHTQ-F
14	KNJY-F	AOR-NR	24 / 3.7	3.4	3.9	3.8	4.8	3.7	319 / 7.5	9.9	8.5	26 / 394	A	KNJY-F
15	KTSL-F	REL	18 / 2.8	0.9	2.2	1.2	2.0	1.8	227 / 5.4	4.5	6.0	18 / 227	A	KTSL-F
16	KTRW	SPRTS	10 / 1.5	1.2	1.3	1.5	1.2	1.4	238 / 5.6	4.7	5.7	13 / 304		KTRW
17	KKPL	ST	7 / 1.1	0.6					118 / 2.8			8 / 123		KKPL

12+ FM Share (Metro): 79.01 % (463 of 586) (Fall 96: 77.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >	1 KKZX-F	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >	1 KZZU-F	1 KZZU-F <
2 KHTQ-F	2 KZZU-F <	2 KDRK-F	2 KDRK-F	2 KDRK-F	2 KAQQ	2 KZZU-F <	2 KDRK-F <	2 KDRK-F	2 KKZX-F <	2 KKZX-F <
	3 KAEP-F	3 KZZU-F <	3 KZZU-F <	3 KZZU-F <	3 KDRK-F	3 KDRK-F	3 KGA <	3 KZZU-F	3 KNJY-F <	3 KDRK-F
	KDRK-F	4 KAEP-F <	4 KISC-F	4 KISC-F <	KGA <	4 KNFR-F	4 KAQQ <	4 KNFR-F	4 KDRK-F <	4 KNFR-F
	5 KNJY-F >	5 KISC-F	KAEP-F	5 KXLY-F <	5 KXLY	5 KXLY <	5 KISC-F <	5 KAEP-F <	5 KAEP-F	5 KCDA-F
	6 KISC-F	6 KXLY-F <	6 KXLY-F <	6 KAEP-F <	6 KNFR-F <	6 KISC-F <	6 KNFR-F	6 KXLY-F <	6 KXLY-F	6 KXLY-F <
	KNFR-F <	7 KHTQ-F	7 KNFR-F <	7 KEYF-AF	7 KXLY-F <	7 KAQQ	KXLY-F	7 KXLY <	7 KHTQ-F	7 KAQQ <
		KNFR-F <	8 KHTQ-F	KNFR-F	8 KCDA-F	8 KCDA-F	8 KAEP-F <	8 KISC-F <	KGA <	8 KXLY
		9 KNJY-F				9 KZZU-F				9 KNJY-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKZX-F	1 KZZU-F	1 KZZU-F	1 KZZU-F <	1 KZZU-F	1 KKZX-F	1 KKZX-F >>	1 KKZX-F >>	1 KKZX-F >>	1 KKZX-F >>	1 KGA <
	KZZU-F	2 KDRK-F <	2 KDRK-F	KISC-F <	2 KNJY-F	2 KNJY-F >	2 KNJY-F >	2 KDRK-F	2 KDRK-F >	2 KXLY
3 KISC-F	3 KAEP-F	3 KAEP-F	3 KKZX-F <	3 KXLY-F <	3 KZZU-F	3 KAEP-F	3 KAEP-F	3 KAEP-F <	3 KAEP-F	3 KDRK-F
	KDRK-F	4 KKZX-F	4 KDRK-F	4 KDRK-F <	KAEP-F	4 KDRK-F	KDRK-F >	4 KNJY-F >	4 KNJY-F	4 KKZX-F
5 KAEP-F >	KISC-F	KXLY-F	5 KXLY-F	5 KNFR-F	5 KDRK-F >>	5 KZZU-F	5 KZZU-F	5 KZZU-F	KXLY	
	6 KNFR-F	KNFR-F	6 KHTQ-F	KNFR-F	7 KEYF-AF	6 KTSL-F	KTRW	6 KXLY	6 KEYF-AF	
		KHTQ-F	KAEP-F	7 KEYF-AF	KHTQ-F <		KTSL-F >>		KGA	
			KNFR-F >	KHTQ-F <						

Other Rated Stations			Metro Cume Share Rating	TSA AQH Cume
KEZE-F	CL AOR	96.9	Spokane	0.6 2.8 4 127
KJRB	T	790	Spokane	0.5 1.9 3 92
KSPO-F	REL	106.5	Dishman	0.8 1.9 6 100
KVNI	SAC	1080	Coeur d'Alene	0.5 1.3 3 74

SPOKANE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	34 (1)	34 (1)	5.8 %	8.3 %	Citadel	19.1 %	19.9 %	29.4 %
AOR/Classic/NR	0 (0)	139 (4)	139 (4)	23.7 %	22.8 %	KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	12.1 %	10.4 %	4.0 %
CHR	0 (0)	77 (2)	77 (2)	13.1 %	11.4 %	KCDA-FM, KEZE-FM, KNJY-FM, KTSL-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Morgan Murphy	33.4 %	31.8 %	21.9 %
Country	0 (0)	128 (3)	128 (3)	21.8 %	20.2 %	KHTQ-FM, KKPL-AM, KTRW-AM, KVNI-AM, KXLY-AM, KXLY-FM, KZZU-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Triathlon	33.6 %	35.4 %	44.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KAQQ-AM, KEYF-AM, KISC-FM, KKZX-FM, KNFR-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		98.1 %	97.5 %	99.4 %
News/Talk	66 (3)	0 (0)	66 (3)	11.3 %	14.8 %				
Oldies	1 (1)	25 (1)	26 (2)	4.4 %	6.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	23 (2)	23 (2)	3.9 %	2.7 %				
Soft AC/EZ	3 (1)	37 (1)	40 (2)	6.8 %	6.3 %				
Sports	10 (1)	0 (0)	10 (1)	1.7 %	1.4 %				
Standards	43 (2)	0 (0)	43 (2)	7.3 %	5.4 %				
Totals	123 (8)	463 (14)	586 (22)						

AM Stations

Station	Power	Time	Format	Comments	Advertiser
KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00 Allied Triathlon
KEYF	1050	5 kw/0.355 kw	See KEYF-F		Dishman
KGA	1510	50 kw (DA-N)	News/Talk	Westwd	\$20.00 Mc-Guild Citadel
KJRB	790	5 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00 Mc-Guild Citadel
KKPL	630	0.53 kw/0.053 kw	Standards	ABC	\$ NA --- Morgan Murphy Opportunity
KTRW	970	5 kw/1 kw (DA-N)	Sports	1-on-1, CBS, Westwd	\$ NA Eastman Morgan Murphy
KXLY	920	5 kw	News/Talk	CBS, ABC	\$22.00 Eastman Morgan Murphy

FM Stations

Station	Freq	Power	Time	Format	Comments	Advertiser
KAEP	105.7	100 kw @ 1910		AOR-New Rock	\$28.00 Mc-Guild Citadel	
KCDA	103.1	2.4 kw @ 1885		Country	ABC \$<20.00 Allied KNJY-F	Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380		Country	\$57.00 Mc-Guild Citadel	
KEYF	101.1	100 kw @ 1965		Oldies	\$38.00 Mc-Guild Triathlon	Cheney
KEZE	96.9	9.8 kw @ 531		AOR/Classic	ABC \$ NA Eastman KNJY-F	
KHTQ	94.5	100 kw @ 1883		CHR	ABC \$<20.00 Moore Morgan Murphy	Hayden, ID
KISC	98.1	94 kw @ 2031		AC	\$44.00 Allied Triathlon	
KKZX	98.9	100 kw @ 1614		AOR/Classic AOR	\$41.00 Mc-Guild Triathlon	
KNFR	96.1	56 kw @ 2380		Country	\$22.00 Allied Triathlon	Opportunity
KNJY	103.9	5.5 kw @ 303		AOR-New Rock	ABC \$<20.00 Eastman	
KTSL	101.9	12 kw @ 495		Religion	SRN \$ NA Salem KCDA-F	Medical Lake
KXLY	99.9	37 kw @ 3000		Soft AC	\$23.00 Allied Morgan Murphy	
KZZU	92.9	85 kw @ 2080		CHR	\$32.00 Christal Morgan Murphy	

Notes: 9/97 KTSL-F sold by Salem to KCDA-F/KNJY-F for \$1,200,000

Jim Duncan

Comments: Listening levels are down slightly . . . KKZX-F is at its highest share ever

SPRINGFIELD, MA

Arbitron Rank: 77 Pop (12+): 494,900	Stations: 31 / 14	Last Year's Revenue: \$16,800,000
MSA Rank: 89	Diaries: 1,703/291:1/53.3%	Household Income: \$39,770
MSA Pop: 595,000	Sample Target: 1,670	Total Retail Sales: \$4.5 Bil.
DMA: 65	% Below Line: 29.8	#1 Biller: WAQY-F \$3,600,000
Average Persons Rating: 15.5	% Not Listed: 17.8	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 35,350	Clear Channel \$4,300,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WMAS-F	71 / 9.3	9.2	9.4	7.1	8.6	8.8	971 / 19.6	20.9	19.2	72 / 988	D	
2	WPKX-F	62 / 8.1	10.0	7.2	9.4	9.8	8.7	887 / 17.9	15.7	17.4	65 / 928	E	
3	WHYN-F	55 / 7.2	6.4	5.8	7.0	7.2	6.6	891 / 18.0	14.1	15.3	57 / 966	D	
4	WAQY-F	48 / 6.3	6.9	9.2	7.3	7.9	7.4	877 / 17.7	21.7	20.2	53 / 974	E	
5	WHYN	37 / 4.8	5.6	6.0	7.0	7.0	5.9	642 / 13.0	14.1	15.3	39 / 656	C	
6	WTIC-F	32 / 4.2	5.1	4.1	4.4	4.7	4.4	763 / 15.4	17.3	17.1	33 / 795	WTIC-F	
7	WKSS-F	31 / 4.0	4.8	3.4	3.0	2.4	3.8	702 / 14.2	14.1	10.9	31 / 713	WKSS-F	
8	WMAS	29 / 3.8	4.7	4.8	4.2	4.3	4.4	357 / 7.2	7.5	7.1	29 / 357	B	
	WAAF-F	AOR-NR	29 / 3.8	3.7	3.9	3.9	2.7	3.8	504 / 10.2	9.7	8.2	39 / 568	WAAF-F
10	WNNZ	T/N	28 / 3.7	3.2	3.0	3.5	3.1	3.3	453 / 9.2	8.2	8.5	28 / 467	B
11	WDRG-F	O	24 / 3.1	3.2	3.3	2.5	3.7	3.0	474 / 9.6	9.5	9.8	24 / 479	WDRG-F
12	WRCH-F	SAC	21 / 2.7	2.8	2.9	2.7	2.2	2.8	378 / 7.6	7.5	7.9	22 / 383	WRCH-F
	WHMP-F	AOR-NR	21 / 2.7	2.7	3.3	2.6	2.3	2.8	482 / 9.7	10.4	9.8	23 / 552	C
14	WCCC-F	AOR	20 / 2.6	2.7	3.0	2.3	1.5	2.7	431 / 8.7	9.5	8.0	22 / 490	WCCC-F
15	WRNX-F	AOR-P	19 / 2.5	1.7	2.4	2.2	1.7	2.2	308 / 6.2	6.5	5.8	20 / 327	B

12+ FM Share (Metro): 77.30 % (487 of 630) (Fall 96: 75.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>	1 WMAS-F	1 WMAS-F	1 WMAS-F <	1 WMAS-F	1 WPKX-F <	1 WHYN-F <	1 WMAS-F >	1 WMAS-F <	1 WMAS-F	1 WPKX-F >
2 WMRQ-F	2 WAAF-F <	2 WAQY-F	2 WAQY-F	2 WAQY-F <	2 WHYN-F	2 WMAS-F	2 WHYN-F <	2 WPKX-F	2 WPKX-F <	2 WMAS-F <
3 WHMP-F	3 WAQY-F <	3 WHYN-F <	3 WHYN-F	3 WHYN-F <	3 WMAS-F	3 WAQY-F	3 WPKX-F <	3 WHYN-F	3 WKSS-F	3 WHYN-F
	4 WPKX-F <	4 WPKX-F	4 WPKX-F >	4 WPKX-F >	4 WHYN	4 WPKX-F	4 WHYN <	4 WAQY-F	4 WAQY-F	4 WKSS-F
	5 WTIC-F	5 WTIC-F	5 WTIC-F	5 WTIC-F <	5 WMAS	5 WCCC-F <	5 WAQY-F >	5 WAAF-F <	5 WTIC-F	5 WAQY-F
	6 WKSS-F	6 WAAF-F >	6 WRNX-F	6 WDRG-F	6 WAQY-F <	6 WHYN	6 WMAS <	6 WNNZ	6 WAAF-F	
	7 WHMP-F <		7 WDRG-F	7 WRNX-F	7 WNNZ	7 WTIC-F <	7 WTIC-F	7 WKSS-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKSS-F	1 WMAS-F >	1 WMAS-F	1 WMAS-F >	1 WMAS-F	1 WAAF-F >>	1 WAAF-F	1 WAQY-F	1 WAQY-F >	1 WAQY-F >	1 WMAS-F
	2 WPKX-F >	2 WPKX-F >	2 WHYN-F	2 WHYN-F	2 WMRQ-F	2 WAQY-F	2 WMAS-F	2 WAAF-F	2 WPKX-F	2 WPKX-F
3 WAAF-F	3 WTIC-F	3 WTIC-F	3 WPKX-F <	3 WPKX-F >	3 WCCC-F	3 WMAS-F	3 WAAF-F >	3 WPKX-F	3 WMAS-F <	3 WHYN
	4 WPKX-F >	4 WKSS-F	4 WHYN-F	4 WTIC-F	4 WTIC-F	4 WAQY-F	4 WCCC-F	4 WTIC-F	4 WCCC-F	4 WDRG-F
	5 WHYN-F	5 WAQY-F >	5 WAQY-F <	5 WAQY-F	5 WKSS-F >	5 WTIC-F	5 WCCC-F	5 WMAS-F	5 WHYN-F	5 WRCH-F
	6 WAQY-F >		6 WKSS-F >	6 WRNX-F		6 WMRQ-F	6 WPKX-F	6 WDRG-F	6 WCCC-F	
	7 WHMP-F					7 WPKX-F	7 WHMP-F	7 WHYN-F	7 WAAF-F	
	8 WAAF-F >					8 WHMP-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WACM	SP	1490	W. Springfield 0.5 1.3 4 64
WARE	ST	1250	Ware 0.5 1.4 4 72
WHMP	T	1400	Northampton 1.3 3.2 11 181
WSPR	SP	1270	Springfield 1.7 2.6 13 139

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBZ	N/T	1030	Boston 0.5 1.8 6 137
WFAN	SPRTS	660	New York 0.8 1.4 6 75
WHCN-F	AOR	105.9	Hartford 0.7 3.6 5 180
WMRQ-F	AOR-NR	104.1	Waterbury, CT 2.0 7.6 15 385
WPVQ-F	C	93.9	Turners Falls 0.5 1.5 8 154
WRSI-F	AOR-P	95.3	Greenfield 0.4 1.7 5 126
WSRS-F	AC	96.1	Worcester 0.9 4.0 7 226
WTIC	FS	1080	Hartford 1.0 2.9 8 156
WVYZ-F	C	92.5	Waterbury, CT 1.0 4.1 8 207
WZMX-F	CL HITS	93.7	Hartford 1.6 5.7 12 290

SPRINGFIELD, MA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	133 (3)	133 (3)	21.1 %	20.3 %	Hicks, Muse WHMP-AM, WHMP-FM, WPKX-FM	12.1 %	11.2 %	18.4 %
AOR/Classic/NR	0 (0)	160 (8)	160 (8)	25.4 %	22.9 %		12.1 %	11.2 %	18.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	63 (2)	63 (2)	10.0 %	8.7 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	74 (3)	74 (3)	11.7 %	14.5 %				
Full Service	8 (1)	0 (0)	8 (1)	1.3 %	0.9 %				
Hispanic	17 (2)	0 (0)	17 (2)	2.7 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	79 (4)	0 (0)	79 (4)	12.5 %	15.2 %				
Oldies	0 (0)	36 (2)	36 (2)	5.7 %	6.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Soft AC/EZ	0 (0)	21 (1)	21 (1)	3.3 %	2.7 %				
Sports	6 (1)	0 (0)	6 (1)	1.0 %	0.6 %				
Standards	33 (2)	0 (0)	33 (2)	5.2 %	5.3 %				
Totals	143 (10)	487 (19)	630 (29)						

AM Stations

WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN	\$39.00	Banner	Clear Channel
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz	

FM Stations

WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga
WHMP	99.3	6 kw @ 325	New Rock		\$30.00	D&R	Hicks, Muse Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clr Chnl	Clear Channel
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild	Lappin
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	Hicks, Muse Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	—	Amherst

Notes: Other ranked stations – see Hartford or Boston . . . 9/97 SFX sold these stations to the Hicks, Muse interests: WHMP for \$3,000,000; WHMP-F for \$8,000,000; WPKX-F for \$21,000,000

Jim Duncan

Comments: Listening levels are steady to down very slightly . . . WHYN-F has recovered from its weak Spring book . . . WAQY-F fell to its lowest share since Winter 1995 . . . WHYN is down to its lowest share in more than three years . . . WNNZ turned in its best share since Winter 1995

SPRINGFIELD, MO

Arbitron Rank: 145 Pop (12+):	253,700	Stations:	16 / 16	Last Year's Revenue:	\$15,400,000
MSA Rank:	159	Diaries:	694/366:1/56.9%	Household Income:	\$35,662
MSA Pop:	309,000	Sample Target:	680	Total Retail Sales:	\$4.4 Bil.
DMA:	77	% Below Line:	0.0	#1 Biller:	KTTS-AF \$4,500,000
Average Persons Rating:	14.8	% Not Listed:	17.1	#1 Billing Portfolio:	
Market TSL In Hours:	19.75	Pop per Station:	15,856	Sunburst	\$6,100,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KTTS-F	46 / 12.3	12.8	14.1	18.8		700 / 27.6	26.8	30.1	92 / 1302	F	KTTS-F
2	KGBX-F	38 / 10.1	8.0	11.5	13.5		653 / 21.8	21.3	21.4	49 / 792	D	KGBX-F
3	KHTO-F	27 / 7.2	6.1	5.2	6.9		606 / 19.9	17.6	14.9	40 / 701	B	KHTO-F
4	KGMV-F	24 / 6.4	9.0	12.0	8.6		431 / 17.0	17.1	23.2	36 / 699	C	KGMV-F
5	KXUS-F	AOR/CL 23 / 6.1	6.4	5.2	5.3		362 / 14.3	12.4	11.1	37 / 684	C	KXUS-F
6	KOSP-F	O 22 / 6.9	5.9	3.1	6.9		390 / 15.4	15.2	13.2	44 / 738	B	KOSP-F
7	KLTO-F	C 21 / 6.6	4.5	1.0	1.5		276 / 10.9	9.2	5.5	24 / 386		KLTO-F
	KTXR-F	SAC 21 / 6.6	4.3	5.8	4.3		322 / 12.7	11.2	13.2	42 / 634	C	KTXR-F
	KTOZ-F	AOR-NR 21 / 5.6	5.1	3.7	2.0		365 / 14.4	14.1	13.2	32 / 586	B	KTOZ-F
10	KTTS	FS/C 18 / 4.8	6.1	5.0	4.8		193 / 7.6	8.0	6.9	20 / 237	*	KTTS
11	KWTO	T 13 / 3.6	4.0	4.7	4.3		223 / 8.8	8.7	11.3	28 / 433	B	KWTO

12+ FM Share (Metro): 89.39 % (278 of 311) (Fall 96: 85.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTO-F >>	1 KTOZ-F	1 KGBX-F	1 KGBX-F >	1 KGBX-F >	1 KTTS-F >	1 KTTS-F >	1 KGBX-F	1 KTTS-F <	1 KHTO-F >	1 KTTS-F >
2 KTOZ-F	KXUS-F <	2 KXUS-F	2 KTTS-F <	2 KTTS-F <	2 KGBX-F	2 KGBX-F >	2 KTTS-F	2 KGBX-F	2 KGBX-F	2 KGBX-F <
3 KGMV-F >>	3 KGBX-F <	3 KOSP-F	3 KOSP-F	3 KOSP-F	3 KTXR-F	3 KTTS <	3 KOSP-F	3 KHTO-F	KTTS-F	3 KHTO-F
	4 KGMV-F	KTTS-F <	KXUS-F	4 KXUS-F <	4 KTTS <	4 KGMV-F	4 KTXR-F <	4 KXUS-F <	4 KTOZ-F <	4 KXUS-F <
	KHTO-F	5 KGMV-F	5 KGMV-F <	5 KGMV-F	5 KOSP-F >	5 KOSP-F	5 KXUS-F <	5 KTOZ-F	5 KXUS-F <	5 KGMV-F
	6 KLTO-F >	KLTO-F <	6 KLTO-F	6 KLTO-F	6 KWTO	KTXR-F <	6 KLTO-F <	6 KGMV-F <	6 KGMV-F >	6 KTTS <
	7 KADI-F	7 KTOZ-F	7 KHTO-F	7 KHTO-F	7 KLTO-F	7 KHTO-F <	7 KGMV-F <	7 KOSP-F	7 KLTO-F	7 KLTO-F
		KHTO-F >		KWTO	KXUS-F	8 KLTO-F	8 KWTO	KLTO-F <		KTOZ-F <
						KXUS-F		9 KTXR-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KGBX-F	1 KGBX-F	1 KGBX-F	1 KGBX-F >	1 KGBX-F >	1 KTOZ-F	1 KXUS-F	1 KXUS-F >>	1 KXUS-F >	1 KXUS-F	1 KTTS-F >>
KHTO-F	2 KGMV-F	KGMV-F	2 KOSP-F	2 KOSP-F	2 KXUS-F	2 KTOZ-F >	2 KLTO-F	2 KTTS-F	2 KGBX-F	2 KGBX-F
KTOZ-F >	KHTO-F	3 KHTO-F >	KGMV-F	3 KGMV-F	3 KHTO-F >	3 KLTO-F	KGMV-F	3 KLTO-F	KTTS-F	3 KTTS
4 KOSP-F	4 KTOZ-F >	4 KTOZ-F	KHTO-F	4 KTTS-F	4 KLTO-F	KGMV-F	KTTS-F	KGBX-F	4 KWTO	
KGMV-F	5 KLTO-F	KADI-F >	5 KTTS-F	5 KHTO-F >	KGBX-F >>	5 KHTO-F	KTOZ-F >>	KTOZ-F	5 KLTO-F	
KLTO-F	KADI-F	6 KLTO-F	6 KLTO-F	6 KKLH-F	6 KGBX-F	6 KWTO-F	6 KWTO-F	KWTO-F	6 KWTO-F	
KXUS-F >>		KTTS-F	7 KTOZ-F	KLTO-F	KTTS-F >	7 KGMV-F	7 KGMV-F	7 KOSP-F	7 KOSP-F	
		KKLH-F >>				KOSP-F	8 KGMV-F	8 KGMV-F		
						KWTO				

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
KADI-F	REL	99.5	Republic	2.4	6.0 10 220
KGMV	ST	1400	Springfield	0.5	2.2 2 55
KKLH-F	CL HITS	104.7	Marshfield	2.9	9.5 18 397
KQMO-F	AC/CHR	104.1	Ash Grove	1.3	5.8 6 161
KWTO-F	CL AOR	98.7	Springfield	2.7	8.4 20 367

SPRINGFIELD, MO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	43 (2)	43 (2)	13.8 %	14.3 %	Great Empire KLTQ-FM, KTTS-AM, KTTS-FM	22.7 %	16.6 %	30.5 %
AOR/Classic/NR	0 (0)	54 (3)	54 (3)	17.4 %	14.3 %	Local KHTO-FM, KQMO-FM	8.5 %	6.4 %	4.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Meyer KTXR-FM, KWTO-AM, KWTO-FM	11.8 %	12.2 %	14.3 %
CHR	0 (0)	27 (1)	27 (1)	8.7 %	6.0 %	Midwest Family KKLH-FM, KOSP-FM	8.8 %	12.7 %	7.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Sunburst KXUS-FM, KGBX-FM, KGMV-AM, KGMV-FM, KTOZ-FM	22.6 %	24.9 %	39.6 %
Country	18 (1)	91 (3)	109 (4)	35.0 %	37.5 %		74.5 %	72.8 %	96.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	13 (1)	0 (0)	13 (1)	4.2 %	5.4 %				
Oldies	0 (0)	33 (2)	33 (2)	10.6 %	8.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	9 (1)	9 (1)	2.9 %	3.9 %				
Soft AC/EZ	0 (0)	21 (1)	21 (1)	6.8 %	6.5 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	2 (1)	0 (0)	2 (1)	0.6 %	3.6 %				
Totals	33 (3)	278 (13)	311 (16)						

AM Stations

KTTS	1260	5 kw (DA-N)	Country/Full Svc.	ABC	\$ NA	Allied	Great Empire
KWTO	560	5 kw/4 kw (DA-2)	Talk	ABC, Westwtd, CBS	\$<20.00	Mc-Guild	Meyer

FM Stations

KADI	99.5	6 kw @ 328	Religion	SRN	\$<20.00	—	Republic
KGBX	105.9	38 kw @ 558	AC		\$51.00	Katz	Nixa
KGMV	100.5	33 kw @ 600	Country		\$45.00	Katz	Aurora
KHTO	106.7	25 kw @ 328	CHR		\$<20.00	Banner	Mt. Vernon
KKLH	104.7	35.3 kw @ 581	Classic Hits	AP	\$<20.00	—	Midwest Family
KLTQ	96.5	50 kw @ 492	Country		\$<20.00	—	Great Empire
KOSP	105.1	50 kw @ 492	Oldies		\$22.00	—	Midwest Family
KTOZ	95.5	50 kw @ 492	AOR-New Rock		\$10.00	Banner	Sunburst
KTTS	94.7	100 kw @ 1102	Country	ABC	\$75.00	Allied	Great Empire
KTXR	101.3	100 kw @ 1181	Soft AC	Westwtd	\$22.00	Mc-Guild	Meyer
KWTO	98.7	100 kw @ 551	Classic AOR	ABC	\$<20.00	Mc-Guild	Meyer
KXUS	97.3	100 kw @ 581	AOR		\$25.00	Roslin	Sunburst

Notes: * KTTS revenue included with KTTS-F ... 1/98 KLFJ (1550) changed from Religion to Talk

Jim Duncan

Comments: KTTS-F has its fifth straight down book and its lowest share since 1980 ... the other major Country station, KGMV-F, also is falling dramatically ... Listening levels are fairly steady

STOCKTON

Arbltron Rank: 83 Pop (12+): 433,600	Stations: 42 / 9	Last Year's Revenue: \$8,700,000
MSA Rank: 94	Diaries: 879/493:1/48.1%	Household Income: \$39,735
MSA Pop: 542,000	Sample Target: 860	Total Retail Sales: \$3.9 Bil.
DMA: Sacramento (#17)	% Below Line: 56.6	#1 Biller: KWIN-F NA
Average Persons Rating: 14.7	% Not Listed: 18.8	#1 Billing Portfolio: NA
Market TSL In Hours: 19.75	Pop per Station: 48,178	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	KATM-F	69 / 10.8	11.8	11.3	11.9	11.2	828 / 19.1	21.5	22.4	72 / 889	KATM-F
2	KWIN-F	46 / 7.2	8.6	8.3	8.0	6.6	859 / 19.8	20.6	21.7	52 / 904	KWIN-F
3	KQOD-AF	40 / 6.3	6.3	6.0	4.4	6.8	658 / 15.2	17.1	15.2	41 / 680	KQOD-AF
4	KHKK-FF	33 / 5.2	4.8	6.5	5.9	6.6	616 / 14.2	12.9	15.9	35 / 682	KHKK-FF
5	KOSO-F	32 / 5.0	4.2	4.2	4.1	5.6	588 / 13.6	9.7	12.2	32 / 613	KOSO-F
6	KMIX-F	30 / 4.7	3.3	4.2	1.8	1.2	377 / 8.7	6.4	5.1	30 / 377	KMIX-F
7	KCBS	16 / 2.6	1.8	2.4	2.9	2.1	343 / 7.9	6.8	8.5	18 / 374	KCBS
8	KHTK	14 / 2.2	1.4	1.9	0.8	0.5	197 / 4.6	3.1	3.9	15 / 213	KHTK
9	KTRB	13 / 2.0	1.1	4.6	2.9	2.1	202 / 4.6	2.5	3.5	13 / 203	KTRB
	KWOD-F	13 / 2.0	1.8	1.3	1.2	1.5	198 / 4.6	5.3	5.1	15 / 230	KWOD-F

12+ FM Share (Metro): 75.29 % (390 of 518) (Fall 96: 70.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWIN-F >>	1 KWIN-F	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F	1 KATM-F >	1 KATM-F	1 KATM-F
2 KMIX-F	2 KATM-F	2 KWIN-F	2 KHKK-FF	2 KHKK-FF <	2 KQOD-AF	2 KWIN-F	2 KQOD-AF	2 KQOD-AF <	2 KWIN-F >	2 KWIN-F
	3 KOSO-F	3 KHKK-FF <	3 KQOD-AF	3 KQOD-AF >	3 KHKK-FF >	3 KHKK-FF <	3 KWIN-F	3 KWIN-F <	3 KOSO-F	3 KMIX-F
	4 KMIX-F <	4 KQOD-AF <	4 KOSO-F	4 KOSO-F	4 KCBS	4 KOSO-F <	4 KHKK-FF	4 KHKK-FF	4 KMIX-F	4 KQOD-AF <
	5 KQOD-AF <	5 KOSO-F >	5 KWIN-F	5 KMIX-F		5 KQOD-AF <	5 KOSO-F	5 KOSO-F	5 KQOD-AF	5 KHKK-FF
	6 KHKK-FF	6 KMIX-F >	KMIX-F	KWIN-F		6 KMIX-F <	6 KMIX-F			KOSO-F <
		KWOD-F								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KWIN-F >	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KWIN-F >>	1 KWIN-F >	1 KATM-F	1 KWIN-F	1 KATM-F	1 KOSO-F >
2 KOSO-F >	2 KWIN-F	2 KHKK-FF	2 KQOD-AF	2 KQOD-AF >	2 KOSO-F	2 KATM-F	2 KWOD-F	2 KATM-F	2 KHKK-FF >	2 KATM-F
3 KATM-F	3 KOSO-F >	KQOD-AF	3 KOSO-F	3 KHKK-FF	3 KQOD-AF >	3 KWOD-F	3 KMIX-F	3 KHKK-FF >	3 KHTK	3 KMIX-F
4 KMIX-F >	4 KMIX-F	4 KWIN-F	KWIN-F	4 KOSO-F		4 KMIX-F	4 KHOP-F	4 KHTK	4 KMIX-F	4 KWIN-F
	KQOD-AF	KOSO-F	5 KHKK-FF >	5 KWIN-F		5 KHOP-F	KHTK	KHOP-F	KHOP-F	
	6 KHKK-FF							KOSO-F <	KOSO-F	

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

KCVR	SP	1570	Lodi	1.6	3.9	10	169
KJAX	T	1280	Stockton	0.8	2.0	5	88
KJOY-F	SAC	99.3	Stockton	1.6	4.2	10	184
KSTN	B	1420	Stockton	0.8	2.9	5	128
KSTN-F	SP	107.3	Stockton	1.6	4.7	10	206

Other Rated Stations--Outside Market Metro Cume TSA
Share Rating AQH Cume

KCBC	REL	770	Riverdale	0.8	1.7	5	78
KCTC	ST	1320	Sacramento	1.3	1.7	9	92
KFBK	N/T	1530	Sacramento	1.4	4.1	10	191
KFOG-FF	AOR-P	104.5	San Francisco	0.5	1.5	3	67
KFRG-AF	O	99.7	San Francisco	1.1	2.7	7	119
KGO	T	810	San Francisco	1.7	5.3	12	238
KHOP-F	AOR/CL	95.1	Oakdale	2.4	7.7	15	362
KHYL-F	O	101.1	Auburn	1.4	2.3	10	116
KJSN-F	AC	102.3	Modesto	0.6	2.8	4	121
KKIQ-F	AC	101.7	Livermore	1.6	3.3	10	144
KNBR	SPR/FS	680	San Francisco	1.9	8.6	16	416
KNCI-F	C	105.1	Sacramento	0.8	3.2	6	151
KRAK-F	C	98.5	Sacramento	1.7	3.8	11	180
KRVR-F	J	105.5	Copperopolis	1.3	3.7	8	176
KSEG-F	CLAOR	96.9	Sacramento	0.6	1.7	4	85
KSFM-F	CHR	102.5	Woodland	1.1	6.3	9	300
KSFO	T	560	San Francisco	1.7	2.5	11	114
KSSJ-F	J	101.9	Shingle Springs	0.5	2.6	3	122
KSTE	T	650	Rancho Cordova	0.6	3.2	5	150
KWNN-F	CHR	98.3	Turlock	0.5	2.2	7	125
KYLD-F	B	94.9	San Francisco	1.1	3.8	7	164
KZMS-F	SP	97.1	Patterson	1.9	4.6	12	201
KZZO-F	AC-NR	100.5	Sacramento	0.8	4.6	6	242

STOCKTON

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	51 (4)	51 (4)	9.8 %	6.7 %
AOR/Classic/NR	0 (0)	54 (6)	54 (6)	10.4 %	17.2 %
Black/Urban	5 (1)	7 (1)	12 (2)	2.3 %	1.5 %
CHR	0 (0)	69 (4)	69 (4)	13.3 %	13.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	85 (3)	85 (3)	16.4 %	15.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	25 (3)	52 (3)	77 (6)	14.9 %	13.0 %
Jazz	0 (0)	11 (2)	11 (2)	2.1 %	1.4 %
News/Talk	56 (6)	0 (0)	56 (6)	10.8 %	12.7 %
Oldies	3 (1)	51 (3)	54 (4)	10.4 %	9.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	0 (0)	5 (1)	1.0 %	0.7 %
Soft AC/EZ	0 (0)	10 (1)	10 (1)	1.9 %	1.9 %
Sports	26 (2)	0 (0)	26 (2)	5.0 %	3.9 %
Standards	8 (1)	0 (0)	8 (1)	1.5 %	2.2 %
Totals	128 (15)	390 (27)	518 (42)		

AM Stations

KCVR	1570	5 kw/0.5 kw (DA-2)	Hispanic	\$20.00	Lotus	Z-Spanish, pend.	Lodi
KSTN	1420	5 kw/1 kw (DA-2)	Black	ABC	\$ NA	—	
KWG	1230	1 kw	Hispanic	\$ NA	Katz	KQOD-F	

FM Stations

KJOY	99.3	2.35 kw @ 330	AC	\$ NA	Christal		
KMIX	100.9	6 kw @ 328	Hispanic		Katz	Z-Spanish	Tracy
KQOD	100.1	6 kw @ 285	Oldies	\$33.00	Eastman	KWG	
KSTN	107.3	8.1 kw @ 1610	Hispanic	ABC	\$ NA	—	
KWIN	97.7	3 kw @ 300	CHR	\$38.00	Allied	Silverado	Lodi

Notes: Other ranked stations – See Modesto, Sacramento or San Francisco . . . 9/97 KCVR/KMIX-F sold by Silverado to Z-Spanish for \$1,200,000 . . . 11/97 KWG changed from Hispanic to simulcast of KQOD-F . . . 1/98 KWG sold by Silverado to KQOD-F for \$400,000

Jim Duncan

Comments: Listening is down sharply (off 9% compared to last year)

SYRACUSE

Arbltron Rank: 71 Pop (12+): 544,100	Stations: 32 / 22	Last Year's Revenue: \$23,000,000
MSA Rank: 73	Diaries: 1,780/306:1/57.4%	Household Income: \$42,014
MSA Pop: 748,000	Sample Target: 1,740	Total Retail Sales: \$6.3 Bil.
DMA: 69	% Below Line: 6.2	#1 Biller: WYYY-F \$4,500,000
Average Persons Rating: 15.5	% Not Listed: 15.4	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 24,732	Cox \$11,150,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WBBS-F	C	82 / 9.7	9.7	11.6	10.8	9.1	10.5	961 / 17.7	18.3	17.7	111 / 1329	D	WBBS-F
2	WSYR	FS	65 / 7.7	7.6	8.4	9.1	9.5	8.2	1060 / 19.6	19.5	23.7	80 / 1357	E	WSYR
3	WAQX-F	AOR	63 / 7.5	7.1	5.8	5.2	6.6	6.4	1075 / 19.8	18.9	18.6	74 / 1312	E	WAQX-F
4	WYYY-F	AC	62 / 7.4	6.6	6.6	6.9	7.1	6.9	929 / 17.1	18.1	20.0	71 / 1162	F	WYYY-F
	WNTQ-F	CHR	62 / 7.4	8.7	8.0	9.2	10.2	8.3	1294 / 23.8	27.0	28.4	82 / 1703	E	WNTQ-F
6	WSEN-F	O	54 / 6.4	6.4	6.2	6.7	7.3	6.4	778 / 14.3	18.1	17.8	67 / 963	C	WSEN-F
7	WKRL-FF	AOR	46 / 5.5	5.2	3.9	4.2	3.6	4.7	609 / 11.2	12.4	10.5	46 / 626	B	WKRL-FF
8	WWHT-F	CHR	41 / 4.9	6.6	5.2	4.8	3.4	5.4	1020 / 18.7	16.7	12.5	56 / 1352	A	WWHT-F
9	WLTI-F	SAC	39 / 4.6	3.5	3.9	4.6	4.2	4.2	632 / 11.6	9.9	11.3	41 / 673		WLTI-F
10	WTKW-FF	CL AOR	35 / 4.2	5.0	5.1	4.4	4.4	4.7	607 / 11.2	11.1	10.8	36 / 647	C	WTKW-FF
11	WFBL	ST	22 / 2.6	2.6	3.3	2.9	3.4	2.9	305 / 5.6	6.9	7.7	24 / 376	A	WFBL
12	WRDS-F	B/AC	21 / 2.5	2.6	4.3	3.3	3.0	3.2	250 / 4.6	6.4	4.6	23 / 333	A	WRDS-F
13	WHEN	SPRTS	20 / 2.4	1.6	1.2	1.5	2.7	1.7	447 / 8.2	6.1	8.8	24 / 561	A	WHEN
14	WTLA-AA	ST	19 / 2.3	2.4	1.9	2.0	2.0	2.1	270 / 5.0	4.8	5.1	19 / 283	A	WTLA-AA

12+ FM Share (Metro): 79.94 % (570 of 713) (Fall 96: 76.80 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WWHT-F >>	1 WAQX-F	1 WAQX-F <	1 WBBS-F <	1 WBBS-F	1 WSYR	1 WAQX-F >	1 WBBS-F <	1 WBBS-F	1 WWHT-F	1 WBBS-F
2	WNTQ-F >	2 WKRL-FF	2 WBBS-F <	2 WAQX-F <	2 WAQX-F <	2 WBBS-F	2 WBBS-F <	2 WSYR <	2 WNTQ-F <	2 WKRL-FF <	2 WSYR
3	WKRL-FF >	3 WBBS-F	3 WYYY-F <	3 WYYY-F <	3 WYYY-F	3 WSEN-F	3 WNTQ-F <	3 WYYY-F	3 WYYY-F	3 WBBS-F	3 WWHT-F <
4	WNTQ-F <	4 WNTQ-F	4 WNTQ-F <	4 WNTQ-F <	4 WSEN-F <	4 WYYY-F	4 WSYR <	4 WSEN-F <	4 WKRL-FF <	4 WNTQ-F	4 WSEN-F <
5	WYYY-F	5 WKRL-FF <	5 WSEN-F	5 WNTQ-F >	5 WLTI-F	5 WYYY-F	5 WYYY-F	5 WAQX-F <	5 WSEN-F	5 WAQX-F	5 WNTQ-F <
6	WWHT-F >	6 WSEN-F	6 WTKW-FF	6 WTKW-FF	6 WTKW-FF	6 WNTQ-F	6 WSEN-F	6 WNTQ-F	6 WLTI-F <	6 WSYR	6 WYYY-F <
		7 WTKW-FF	7 WSYR	7 WSYR <	7 WFBL <	7 WTKW-FF	7 WLTI-F <	7 WSYR	7 WSEN-F <	7 WKRL-FF	7 WKRL-FF
		8 WWHT-F <		8 WLTI-F	8 WAQX-F	8 WKRL-FF	8 WKRL-FF	8 WWHT-F <	8 WYYY-F <	8 WAQX-F	8 WLTI-F
					WTKW-FF <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite	
1	WNTQ-F	1 WNTQ-F <	1 WYYY-F	1 WYYY-F	1 WYYY-F	1 WKRL-FF >>	1 WAQX-F	1 WAQX-F >>	1 WAQX-F >	1 WAQX-F	1 WSYR
2	WWHT-F >	2 WYYY-F	WNTQ-F >	2 WNTQ-F	2 WBBS-F <	2 WAQX-F	2 WKRL-FF >	2 WBBS-F >	2 WKRL-FF	2 WBBS-F	2 WYYY-F <
3	WYYY-F	3 WBBS-F	3 WBBS-F >	3 WBBS-F >	3 WNTQ-F	3 WWHT-F >	3 WBBS-F >	3 WKRL-FF >	3 WBBS-F	3 WSEN-F	3 WAQX-F
		4 WWHT-F >	4 WTKW-FF	4 WSEN-F	4 WSEN-F	4 WNTQ-F >>	4 WWHT-F	4 WHEN	4 WSEN-F <	4 WTKW-FF	
5	WAQX-F	5 WAQX-F	5 WLTI-F	5 WLTI-F	5 WLTI-F	5 WNTQ-F	5 WTKW-FF	5 WNTQ-F <	5 WSYR	5 WNTQ-F	
		6 WKRL-FF	6 WKRL-FF	6 WWHT-F	6 WTKW-FF	6 WTKW-FF	6 WTKW-FF	6 WTKW-FF	6 WTKW-FF	6 WTKW-FF	
7	WRDS-F >		7 WWHT-F	7 WSYR <	7 WSYR <	7 WYYY-F	7 WSYR	7 WSYR	7 WKRL-FF	7 WKRL-FF	
						WHEN		WYYY-F	8 WHEN <		

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WNSS	N	1260	Syracuse	1.3	4.6	11	273	WFRG-F	C	104.3	Utica	1.8	4.0	46	501
WOLF	T	1490	Syracuse	0.6	1.3	5	99	WHCD-F	J	106.9	Auburn	0.7	2.6	20	271
WSCP-AF	C	101.7	Pulaski	1.7	1.7	17	136	WKLL-F	AOR	94.9	Frankfort	0.4	1.3	12	192
								WLZW-F	AC	98.7	Utica	0.4	1.5	14	231
								WNVE-F	AOR-NR	95.1	S. Bristol	0.7	3.5	41	656
								WODZ-F	O	96.1	Rome	0.4	1.0	7	151
								WOUR-F	AOR	96.9	Utica	0.9	3.5	18	327
								WRCK-F	AOR/CL	107.3	Utica	0.5	1.0	10	164
								WSKS-F	CHR	102.5	Rome	0.5	2.4	10	277

SYRACUSE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	65 (2)	65 (2)	9.1 %	9.2 %	Cox	32.1 %	32.9 %	48.5 %
AOR/Classic/NR	0 (0)	165 (9)	165 (9)	23.1 %	20.5 %	WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM			
Black/Urban	0 (0)	21 (1)	21 (1)	2.9 %	3.5 %	Pilot	20.8 %	24.8 %	32.6 %
CHR	0 (0)	107 (3)	107 (3)	15.0 %	16.7 %	WAQX-FM, WLTI-FM, WNSS-AM, WNTQ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Radio Corp.	11.9 %	10.9 %	8.3 %
Country	1 (1)	110 (3)	111 (4)	15.6 %	12.9 %	WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM			
Full Service	65 (1)	0 (0)	65 (1)	9.1 %	11.1 %		64.8 %	68.6 %	89.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	6 (1)	6 (1)	0.8 %	0.0 %				
News/Talk	16 (2)	0 (0)	16 (2)	2.2 %	2.2 %				
Oldies	0 (0)	57 (2)	57 (2)	8.0 %	9.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %				
Soft AC/EZ	0 (0)	39 (1)	39 (1)	5.5 %	4.9 %				
Sports	20 (1)	0 (0)	20 (1)	2.8 %	3.1 %				
Standards	41 (3)	0 (0)	41 (3)	5.8 %	6.2 %				
Totals	143 (8)	570 (22)	713 (30)						

AM Stations

WFBL	1050	2.5 kw/19 w (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley	Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-on-1, Westwd	\$22.00	Eastman	Cox	
WSGO	1440	1 kw/0.045 kw	See WTLA					Oswego
WSYR	570	5 kw (DA-2)	Full Service	Westwd, AP	\$66.00	Katz	Cox	
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.	N Syracuse

FM Stations

WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	Banner	Pilot	Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	Katz	Cox	Fulton
WKRH	106.5	5 kw @ 328	See WKRL-F					Minetto
WKRL	100.9	6 kw @ 165	AOR	ABC	\$25.00	Allied	Radio Corp.	N Syracuse
WLTI	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	D&R	Pilot	
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	Banner	Pilot	
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Allied		Phoenix
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 kw @ 417	See WTKW-F					Cswego
WTKW	99.5	6 kw @ 328	Classic AOR	ABC, AP	\$30.00	Allied	Radio Corp.	Bridgeport
WWHT	107.9	50 kw @ 500	CHR	ABC	\$<20.00	Eastman	Cox	
WYYY	94.5	100 kw @ 650	AC		\$93.00	Katz	Cox	

Notes: 8/96 WPCX-F (106.9; Auburn) changed from Country to Jazz as WHCD-F

Jim Duncan

Comments: Total radio usage (APR) is steady . . . WAQX-F has its highest 12+ share since Summer 1995 . . . WNTQ-F is at its lowest levels in more than three years . . . WKRL-F has its highest share in more than three years

TALLAHASSEE

Arbitron Rank: 165 Pop (12+): 207,900	Stations: 16 / 14	Last Year's Revenue: \$9,600,000
MSA Rank: 168	Diaries: 762/273:1/53.1%	Household Income: \$37,766
MSA Pop: 265,000	Sample Target: 610	Total Retail Sales: \$2.6 Bil.
DMA: 116	% Below Line: 2.3	#1 Biller: WTNT \$1,900,000
Average Persons Rating: 14.4	% Not Listed: 23.7	#1 Billing Portfolio: Clear Channel \$3,780,000
Market TSL In Hours: 19.75	Pop per Station: 14,850	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WHBX-F	41 / 13.7	14.6	15.5	16.1		476 / 22.9	20.6	20.5	56 / 715	B	WHBX-F
2	WBZE-F	29 / 9.7	9.9	7.6	8.5		386 / 18.6	22.8	19.5	46 / 665	C	WBZE-F
3	WAIB-F	21 / 7.0	6.4	6.1	4.7		302 / 14.6	15.7	14.2	27 / 384	B	WAIB-F
4	WJZT-F	19 / 6.3	6.7	2.9	2.2		239 / 11.6	12.6	8.5	25 / 332	A	WJZT-F
	WWFO-F	19 / 6.3	4.8	5.4	6.0		251 / 12.1	13.8	14.7	22 / 358	B	WWFO-F
	WTNT-F	19 / 6.3	5.4	8.7	8.2		342 / 16.6	15.1	19.4	63 / 863	C	WTNT-F
7	WXSR-F	17 / 5.7	5.7	6.5	6.3		359 / 17.3	17.5	16.3	28 / 551	B	WXSR-F
8	WWLD-F	14 / 4.7	8.6	4.3	5.4		341 / 16.4	24.8	18.7	15 / 363	A	WWLD-F
	WGLF-F	14 / 4.7	5.7	5.8	5.4		281 / 13.6	16.2	16.7	20 / 472	B	WGLF-F
10	WSNI-F	13 / 4.3	3.8	5.4	5.0		274 / 13.2	13.7	17.4	30 / 518	B	WSNI-F

12+ FM Share (Metro): 96.94 % (222 of 229) (Fall 96: 92.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWLD-F	1 WBZE-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WHBX-F >	1 WHBX-F >	1 WBZE-F	1 WHBX-F	1 WHBX-F >	1 WHBX-F >>
2 WXS-F	WHBX-F	2 WBZE-F >	2 WBZE-F	2 WBZE-F >	2 WJZT-F <	2 WBZE-F >	WHBX-F	2 WBZE-F	2 WXS-F <	2 WBZE-F
WHBX-F >>	3 WXS-F	3 WWFO-F <	3 WJZT-F	3 WWFO-F <	3 WBZE-F	3 WAIB-F <	3 WJZT-F <	3 WAIB-F	3 WWLD-F >	3 WWLD-F
	4 WWLD-F	4 WJZT-F <	WWFO-F	4 WJZT-F	WWFO-F <	4 WTNT-F <	4 WAIB-F	4 WJZT-F <	4 WJZT-F	WTNT-F <
	WAIB-F	5 WAIB-F <	5 WGLF-F	5 WGLF-F	5 WAIB-F	5 WWFO-F	5 WWFO-F	5 WTNT-F <	WWFO-F	5 WSNI-F <
	6 WTNT-F	6 WXS-F <	6 WAIB-F	6 WTNT-F	WTNT-F	6 WXS-F <	6 WTNT-F	6 WWFO-F <	6 WWFO-F	6 WXS-F
	WGLF-F	7 WGLF-F	7 WSNI-F	WAIB-F	7 WSNI-F >	7 WGLF-F <	7 WXS-F	7 WXS-F	WAIB-F	WGLF-F <
	8 WJZT-F	8 WTNT-F	WTNT-F	8 WSNI-F		8 WJZT-F	8 WGLF-F	8 WWLD-F <	WSNI-F	8 WXS-F
	WWFO-F	9 WWLD-F	WXS-F	9 WXS-F			WSNI-F		WTNT-F	
	WFLV-F									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHBX-F >	1 WHBX-F	1 WBZE-F	1 WHBX-F	1 WBZE-F	1 WHBX-F >	1 WBZE-F	1 WBZE-F	1 WHBX-F >	1 WHBX-F	1 WHBX-F >>
2 WXS-F	2 WBZE-F >	2 WHBX-F	2 WBZE-F >	WHBX-F >>	2 WXS-F >	2 WXS-F	2 WGLF-F	2 WGLF-F	2 WGLF-F	2 WBZE-F >
	WBZE-F	3 WXS-F	3 WAIB-F	3 WJZT-F	3 WBZE-F	WHBX-F	3 WXS-F	WWFO-F	WWFO-F	3 WSNI-F
	WAIB-F >	4 WWLD-F	4 WWLD-F	4 WJZT-F	WWFO-F	4 WGLF-F	WWLD-F >	4 WJZT-F	4 WJZT-F	4 WXS-F
5 WWLD-F	WAIB-F	WTNT-F >>	WXS-F	5 WAIB-F	WAIB-F >>	5 WWLD-F	5 WNLS	WBZE-F	5 WBZE-F	
	WFLV-F >>		WWFO-F	6 WXS-F		WAIB-F	WTNT-F	6 WXS-F	6 WAIB-F	
			WWLD-F	WWLD-F		7 WNLS	WAIB-F >>	7 WAIB-F	WSNI-F	
				WTNT-F		WJZT-F		8 WSNI-F	WTNT-F	
						WTNT-F		WTNT-F	9 WXS-F	
						WWFO-F >				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAKU-F	AC	94.1	Crawfordville 0.7 1.5 2 34
WFLV-F	AC/CHR	104.9	Havana 2.3 11.4 8 310
WNLS	SPRTS	1270	Tallahassee 1.3 4.7 4 102
WTAL	T	1450	Tallahassee 1.0 2.0 3 42

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGWD-F	C	93.3	Grana 1.0 4.0 7 144
WTAL-F	T	105.7	Monticello 1.3 2.2 4 46

TALLAHASSEE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	38 (3)	38 (3)	16.6 %	11.7 %	Clear Channel	23.9 %	24.3 %	39.4 %
AOR/Classic/NR	0 (0)	50 (3)	50 (3)	21.8 %	22.0 %	WJZT-FM, WNLS-AM, WSNI-FM, WTNT-FM, WXHR-FM			
Black/Urban	0 (0)	41 (1)	41 (1)	17.9 %	19.3 %	Cumulus, pend.	23.4 %	24.4 %	21.9 %
CHR	0 (0)	14 (1)	14 (1)	6.1 %	5.4 %	WBZE-FM, WHBT-AM, WHBX-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	13.3 %	14.0 %	13.2 %
Country	0 (0)	43 (3)	43 (3)	18.8 %	19.7 %	WAIB-FM, WWFO-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		60.6 %	62.7 %	74.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	19 (1)	19 (1)	8.3 %	3.6 %				
News/Talk	3 (1)	4 (1)	7 (2)	3.1 %	4.5 %				
Oldies	0 (0)	13 (1)	13 (1)	5.7 %	6.7 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.5 %				
Sports	4 (1)	0 (0)	4 (1)	1.7 %	1.8 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	7 (2)	222 (14)	229 (16)						

AM Stations

WNLS	1270	5 kw (DA-N)	Sports	Westwd, 1-on-1	\$ NA	Christal	Clear Channel
WTAL	1450	1 kw	Talk	CBS, Westwd, UBN	\$ NA	Roslin	

FM Stations

WAIB	103.1	50 kw @ 295	Country		\$<20.00	K&P	WWFO-F
WBZE	98.9	100 kw @ 390	AC	Westwd	\$30.00	Katz	Cumulus, pend.
WFLV	104.9	47 kw @ 505	Soft AC	CNN	\$20.00	—	Havana
WGLF	104.1	100 kw @ 1394	AOR		\$23.00	Allied	Timm
WHBX	96.1	37 kw @ 479	Black AC	ABC, Westwd	\$21.00	Katz	Cumulus, pend.
WJZT	100.7	11.5 kw @ 489	Jazz		\$<20.00	Christal	Clear Channel
WSNI	107.1	61 kw @ 823	Oldies		\$22.00	Christal	Clear Channel
WTNT	94.9	100 kw @ 840	Country	ABC	\$45.00	Christal	Clear Channel
WWFO	99.9	50 kw @ 492	Classic AOR		\$<20.00	Allied	WAIB-F
WWLD	106.1	6 kw @ 328	CHR		\$<20.00	Katz	Lafayette
WXHR	101.5	50 kw @ 476	New Rock	Source, Westwd	\$<20.00	Christal	Clear Channel

Notes: 8/97 WANM (1070) sold by Timm for \$150,000 (Media Svcs.) . . . 9/97 WHBT/WBZE-F/WHBX-F sold by HVS to Cumulus for \$15,400,000 (Whittle) . . . 10/97 WANM changed from News to Contemporary Christian as WFRF

Jim Duncan

Comments: Listening levels are up slightly as compared to a year ago . . . WHBX-F has its third straight down book but still leads the market by a comfortable margin . . . WJZT-F maintains its lofty (for a Jazz station) levels . . . WWLD-F fell way off from its Spring levels

TAMPA-ST. PETERSBURG

Arbitron Rank: 21	Pop (12+): 1,947,600	Stations: 29 / 28	Last Year's Revenue: \$91,000,000
MSA Rank: 23		Diaries: 3,160/616:1/52.4%	Household Income: \$34,064
MSA Pop: 2,220,000		Sample Target: 3,080	Total Retail Sales: \$24.0 Bil.
DMA: 15		% Below Line: 0.4	#1 Biller: WQYK-AF \$12,100,000
Average Persons Rating: 16.6		% Not Listed: 10.5	#1 Billing Portfolio: Jacor \$30,850,000
Market TSL In Hours: 22.50		Pop per Station: 69,557	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WFLZ-F	301 / 9.3	10.4	9.5	9.5	7.9	9.7	4499 / 23.1	23.0	21.8	441 / 6481	H WFLZ-F
2	WQYK-F	268 / 8.3	7.2	6.8	8.2	7.9	7.6	3449 / 17.7	14.9	17.3	284 / 3848	1 WQYK-F
3	WDUV-F	229 / 7.1	8.7	6.7	8.1	6.6	7.7	2287 / 11.7	11.7	12.2	416 / 4367	D WDUV-F
4	WWRM-F	210 / 6.5	4.6	6.1	5.6	5.6	5.7	2890 / 14.8	15.1	12.9	276 / 3925	G WWRM-F
5	WFLA	205 / 6.3	7.1	6.4	5.8	6.9	6.4	2405 / 12.3	13.1	12.1	255 / 3037	G WFLA
6	WTBT-F	179 / 5.5	2.9	2.9	2.2	1.8	3.4	1979 / 10.2	5.9	5.3	202 / 2310	C WTBT-F
7	WXTB-F	146 / 4.5	4.9	5.3	4.8	5.2	4.9	2002 / 10.3	11.4	10.8	202 / 2723	H WXTB-F
8	WRBQ-F	142 / 4.4	4.9	4.8	5.0	5.3	4.8	1961 / 10.1	11.4	13.1	167 / 2483	G WRBQ-F
9	WMTX-F	137 / 4.2	4.5	3.3	3.7	4.0	3.9	2601 / 13.4	11.2	11.2	160 / 3120	H WMTX-F
10	WGUL-AF	130 / 4.0	3.5	3.8	5.0	4.7	4.1	1265 / 6.5	6.0	6.4	142 / 1459	C WGUL-AF
11	WSJT-F	127 / 3.9	4.1	3.5	3.3	4.0	3.7	1803 / 9.3	8.9	9.3	180 / 2549	E WSJT-F
12	WAKS-F	113 / 3.5	3.6	4.4	4.2	4.5	3.9	1913 / 9.8	10.7	11.7	143 / 2411	G WAKS-F
13	WYUU-F	110 / 3.4	4.5	4.4	3.6	4.8	4.0	1830 / 9.4	11.6	12.0	117 / 2065	F WYUU-F
14	WCOF-F	109 / 3.4	3.8	4.4	4.0	4.4	3.9	1906 / 9.8	10.9	11.0	132 / 2372	E WCOF-F
15	WHPT-F	66 / 2.0	3.0	3.9	3.6	2.8	3.1	1602 / 8.2	10.4	8.7	122 / 2578	H WHPT-F
16	WRBQ	60 / 1.9	1.6	1.4	1.8	2.0	1.7	850 / 4.4	3.7	4.2	67 / 965	B WRBQ
17	WLUV-F	55 / 1.7	1.2	1.7	2.1	2.0	1.7	622 / 3.2	3.4	3.8	55 / 630	B WLUV-F
18	WTMP	54 / 1.7	1.4	1.5	1.5	1.5	1.5	821 / 4.2	3.9	3.5	55 / 851	B WTMP
19	WZTM	41 / 1.3	1.1	0.8	0.9	1.5	1.0	783 / 4.0	2.9	4.3	52 / 1022	B WZTM
20	WILV-F	40 / 1.2	0.8					868 / 4.5			60 / 1286	WILV-F
21	WSUN	38 / 1.2	1.2	0.8	1.1	1.4	1.1	562 / 2.9	2.5	4.8	49 / 716	C WSUN

12+ FM Share (Metro): 79.32 % (2302 of 2902) (Fall 96: 77.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >>	1 WFLZ-F >	1 WFLZ-F	1 WTBT-F <	1 WTBT-F <	1 WDUV-F	1 WFLZ-F >	1 WDUV-F <	1 WFLZ-F <	1 WFLZ-F >	1 WQYK-F <
2 WTMP	2 WXTB-F	2 WTBT-F	2 WFLZ-F	2 WFLZ-F <	2 WQYK-F <	2 WQYK-F	2 WWRM-F <	2 WQYK-F	2 WQYK-F <	2 WFLZ-F
3 WMTX-F	3 WMTX-F <	3 WWRM-F <	3 WWRM-F <	3 WWRM-F <	3 WFLA	WFLA	3 WQYK-F	3 WWRM-F <	3 WFLA >	3 WDUV-F >
4 WXTB-F >	4 WTBT-F	4 WXTB-F <	4 WQYK-F	4 WQYK-F >	4 WWRM-F	4 WDUV-F	4 WFLA <	4 WDUV-F <	4 WWRM-F <	4 WTBT-F
	5 WQYK-F	5 WQYK-F	5 WXTB-F <	5 WCOF-F	5 WGUL-AF	WWRM-F	5 WFLZ-F <	5 WTBT-F <	5 WXTB-F <	5 WWRM-F <
	6 WWRM-F	6 WMTX-F	6 WMTX-F <	6 WSJT-F <	6 WTBT-F	6 WXTB-F <	6 WTBT-F	6 WFLA	6 WTBT-F <	6 WFLA <
	7 WRBQ-F	7 WRBQ-F <	7 WCOF-F	7 WXTB-F	WSJT-F <	7 WTBT-F <	7 WRBQ-F <	7 WMTX-F <	7 WMTX-F <	7 WSJT-F <
		8 WCOF-F	8 WSJT-F	WRBQ-F <		8 WRBQ-F	8 WXTB-F <	8 WSJT-F		8 WGUL-AF <
		WAKS-F	WRBQ-F <	9 WMTX-F <				WXTB-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F >	1 WFLZ-F	1 WWRM-F <	1 WFLZ-F	1 WXTB-F <	1 WTBT-F <	1 WTBT-F <	1 WTBT-F >	1 WFLA
2 WMTX-F	2 WMTX-F >	2 WMTX-F >	2 WWRM-F >	2 WFLZ-F	2 WXTB-F >>	2 WFLZ-F	2 WXTB-F	2 WXTB-F <	2 WQYK-F <	2 WFLZ-F
3 WRBQ-F	3 WQYK-F <	3 WXTB-F	3 WMTX-F <	3 WQYK-F	3 WMTX-F	3 WTBT-F >	3 WFLZ-F <	3 WFLZ-F >	3 WXTB-F >	3 WQYK-F
4 WWRM-F	4 WWRM-F <	WWRM-F	4 WQYK-F <	4 WTBT-F <	4 WRBQ-F	4 WQYK-F	4 WQYK-F >	4 WQYK-F	4 WFLZ-F	
	WQYK-F	5 WAKS-F <	WAKS-F	5 WAKS-F <	5 WWRM-F	5 WMTX-F	5 WMTX-F <	5 WMTX-F <	5 WWRM-F <	
6 WAKS-F	6 WXTB-F	WQYK-F <	6 WTBT-F	6 WRBQ-F <	6 WWRM-F	6 WCOF-F	6 WWRM-F <	6 WWRM-F <	6 WFLA <	
7 WXTB-F	7 WTBT-F	7 WTBT-F	WRBQ-F	7 WMTX-F	WRBQ-F	7 WWRM-F <	7 WCOF-F	7 WCOF-F	7 WCOF-F <	
	WRBQ-F			WCOF-F					8 WSJT-F	
				9 WSJT-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WBDN	SP	760	Brandon	0.5	1.1	17	242	WJHM-F	B	101.9	Daytona Beach	0.4	1.0	33	501
WDAE	SPRIS	1250	Tampa	0.7	2.5	26	534								
WFNS	B/O	910	Plant City	0.4	0.9	16	248								
WHNZ	N/T	570	Pinellas Park	0.7	3.5	27	830								
WQYK	T	1010	Seffner	0.8	3.3	28	766								
WRXB	B	1590	St. Pete. Beach	0.9	1.7	31	367								

TAMPA-ST. PETERSBURG

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	250 (2)	250 (2)	8.6 %	9.5 %	Clear Channel WHNZ-AM, WHPT-FM, WILV-FM, WMTX-FM, WRBQ-AM, WRBQ-FM, WSJT-FM, WZTM-AM	19.6 %	24.4 %	32.0 %
AOR/Classic/NR	0 (0)	391 (3)	391 (3)	13.5 %	11.1 %		Cox WCOF-FM, WFNS-AM, WSUN-AM, WWRM-FM	11.5 %	14.3 %
Black/Urban	155 (4)	13 (1)	168 (5)	5.8 %	4.4 %	Jacor WAKS-FM, WDAE-AM, WDUV-FM, WFLA-AM, WFLZ-FM, WTBT-FM, WXTB-FM		36.9 %	35.6 %
CHR	0 (0)	301 (1)	301 (1)	10.4 %	8.9 %		68.0 %	74.3 %	77.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	0 (0)	410 (2)	410 (2)	14.1 %	15.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	15 (1)	0 (0)	15 (1)	0.5 %	0.7 %				
Jazz	0 (0)	127 (1)	127 (1)	4.4 %	4.5 %				
News/Talk	255 (3)	0 (0)	255 (3)	8.8 %	10.1 %				
Oldies	0 (0)	219 (2)	219 (2)	7.5 %	10.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	250 (2)	250 (2)	8.6 %	6.3 %				
Sports	64 (2)	0 (0)	64 (2)	2.2 %	2.0 %				
Standards	111 (2)	341 (3)	452 (5)	15.6 %	16.5 %				
Totals	600 (12)	2302 (17)	2902 (29)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Product
WFLA	970	5 kw (DA-2)	Talk	ABC	\$109.00	Eastman Jacor
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI	\$47.00	Allied Dunedin
WRBQ	1380	5 kw (DA-N)	Black	ABC	\$30.00	Clr Chnl Clear Channel
WSUN	620	10 kw (DA-N)	Standards		\$43.00	Christal Cox
WTMP	1150	5 kw/2.5 kw(DA-2)	Black	AURN, Westwd	\$29.00	Roslin

FM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Product
WAKS	100.7	100 kw @ 1358		AC/CHR	\$115.00	Eastman Jacor	
WCOF	107.3	100 kw @ 620		Classic Hits	\$75.00	Christal Cox	
WDUV	103.3	100 kw @ 1358		EZ List./Standards	Westwd \$70.00	Eastman Jacor	Bradenton
WFLZ	93.3	100 kw @ 1358		CHR	ABC \$165.00	Eastman Jacor	
WGUL	96.1	4.1 kw @ 394		See WGUL			Dade City
WHPT	102.5	100 kw @ 1663		Prog. AOR	\$140.00	Banner Clear Channel	Sarasota
WILV	101.5	100 kw @ 1358		Soft AC	\$ NA	Clr Chnl Clear Channel	
WLUV	106.3	3.3 kw @ 300		Standards	Westwd \$30.00	—	Holiday
WMTX	95.7	100 kw @ 606		Modern AC	\$195.00	Allied Clear Channel	
WQYK	99.5	100 kw @ 550		Country	\$215.00	Katz Westinghouse	
WRBQ	104.7	100 kw @ 555		Country	ABC \$118.00	Clr Chnl Clear Channel	
WSJT	94.1	100 kw @ 1493		Jazz	\$79.00	Katz Clear Channel	Lakeland
WTBT	105.5	46 kw @ 1345		Classic AOR	ABC \$50.00	Eastman Jacor	New Port Richey
WWRM	94.9	100 kw @ 1290		Soft AC	\$110.00	Christal Cox	
WXTB	97.9	100 kw @ 1345		AOR	ABC \$148.00	Eastman Jacor	
WYUU	92.5	50 kw @ 488		Oldies	\$85.00	D&R Entercom	Safety Harbor

Notes: 10/97 WMTX (AM) changed from Sports to Christian Talk as WWBA . . . 10/97 WTBT-F upgraded from 6 kw @ 255' to 46 kw @ 1345'

Jim Duncan

Comments: Listening levels are steady . . . WTBT-F climbs to record-high levels and, remarkably, is number one in 25-54 . . . WHPT-F fell to its lowest share since the late 1980's

TERRE HAUTE

Arbitron Rank: 186 Pop (12+): 173,100	Stations: 23 / 17	Last Year's Revenue: \$5,200,000
MSA Rank: 235	Diaries: 661/262:1/53.5%	Household Income: \$33,745
MSA Pop: 151,000	Sample Target: 610	Total Retail Sales: \$2.7 Bil.
DMA: 142	% Below Line: 4.5	#1 Biller: WTHI-F \$2,200,000
Average Persons Rating: 15.5	% Not Listed: 16.0	#1 Billing Portfolio: WTHI-AF \$2,300,000
Market TSL In Hours: 20.75	Pop per Station: 10,182	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WTHI-F	C	58 / 21.7	23.8	27.5	32.5		683 / 39.4	42.8	45.4	82 / 1208	D WTHI-F
2 WMGI-F	CHR	31 / 11.8	12.9	11.7	17.0		489 / 27.1	29.5	25.1	46 / 775	C WMGI-F
WZZQ-F	AOR	31 / 11.8	14.5	10.9	9.8		393 / 22.7	23.2	22.7	40 / 651	B WZZQ-F
4 WSDM-F	O	20 / 7.5	5.2	5.3	6.5		286 / 15.4	14.0	12.8	24 / 348	A WSDM-F
5 WLEZ-F	EZ	18 / 6.7	5.2	5.7	3.3		208 / 12.0	9.8	12.0	23 / 282	A WLEZ-F
6 WCBH-F	AC/CHR	11 / 4.1	3.6	4.9	1.8		217 / 12.8	11.1	13.5	29 / 557	WCBH-F
7 WWVR-F	REL	8 / 3.0	1.2	0.4	1.4		82 / 4.7	2.9	1.9	8 / 82	WWVR-F
8 WTHI	T	7 / 2.6	2.8	3.4	2.9		187 / 9.7	8.9	10.2	9 / 192	A WTHI
9 WTHC-F	C	6 / 2.2	1.6	1.9			95 / 5.5	5.1	2.7	7 / 112	WTHC-F
WACF-F	C	6 / 2.2	2.8	7.2	4.0		199 / 11.5	9.1	10.0	8 / 290	WACF-F
11 WBOW	T	5 / 1.9	2.0	1.9	3.3		109 / 6.3	6.1	6.0	5 / 114	WBOW

12+ FM Share (Metro): 92.44 % (208 of 225) (Fall 96: 92.31 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMGI-F >>	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F >	1 WTHI-F >>	1 WTHI-F >>	1 WTHI-F >>	1 WTHI-F >	1 WMGI-F	1 WTHI-F >
2 WZZQ-F >	WTHI-F <	2 WZZQ-F	2 WZZQ-F	2 WZZQ-F	2 WSDM-F	2 WMGI-F >	2 WZZQ-F	2 WMGI-F	WZZQ-F	2 WMGI-F <
3 WTHI-F >>	3 WMGI-F >>	3 WMGI-F	3 WSDM-F	3 WSDM-F	WLEZ-F	3 WZZQ-F	3 WSDM-F <	WZZQ-F >	WTHI-F >>	3 WZZQ-F >
	4 WCBH-F >	4 WSDM-F >	4 WMGI-F >	4 WMGI-F >	4 WZZQ-F	4 WSDM-F	4 WMGI-F <	4 WSDM-F <	4 WCBH-F >	4 WSDM-F <
		5 WCBH-F >>	5 WCBH-F >>	6 WLEZ-F >	6 WWVR-F	5 WTHI	5 WLEZ-F >	5 WLEZ-F >		5 WLEZ-F
						6 WLEZ-F		6 WCBH-F >		6 WCBH-F >
						7 WWVR-F >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WMGI-F >>	1 WTHI-F	1 WTHI-F >>	1 WTHI-F >	1 WTHI-F >>	1 WZZQ-F >>	1 WZZQ-F >>	1 WZZQ-F >>	1 WZZQ-F	1 WZZQ-F	1 WTHI-F
2 WZZQ-F	2 WMGI-F >	2 WMGI-F	2 WMGI-F >	2 WSDM-F	2 WTHI-F	2 WMGI-F	2 WMGI-F >	2 WTHI-F >	2 WTHI-F >	2 WZZQ-F >
WTHI-F >>	3 WZZQ-F >	3 WZZQ-F >	3 WSDM-F	3 WMGI-F >	3 WMGI-F >>	3 WTHI-F >>	3 WTHI-F >>	3 WMGI-F	3 WSDM-F	3 WMGI-F >>
	4 WCBH-F >	4 WSDM-F	4 WZZQ-F	4 WLEZ-F	4 WTHI >>	4 WBOW	4 WSDM-F >	4 WMGI-F >	4 WMGI-F >	
		WCBH-F	5 WCBH-F	WZZQ-F		WTHI	5 WCBH-F >	5 WCBH-F >	5 WCBH-F	
		WTHC-F >>		6 WCBH-F		WACF-F >>				
				WTHC-F >>						

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	14 (3)	14 (3)	6.2 %	7.7 %
AOR/Classic/NR	0 (0)	32 (2)	32 (2)	14.2 %	13.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	31 (1)	31 (1)	13.8 %	13.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	73 (5)	73 (5)	32.4 %	41.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	14 (3)	0 (0)	14 (3)	6.2 %	6.8 %
Oldies	3 (1)	25 (3)	28 (4)	12.4 %	6.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	8 (1)	8 (1)	3.6 %	0.4 %
Soft AC/EZ	0 (0)	18 (1)	18 (1)	8.0 %	6.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	7 (2)	7 (2)	3.1 %	4.3 %
Totals	17 (4)	208 (18)	225 (22)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WAXI-F	ST	104.9	Rockville, IN	1.5	4.4	7	104
WMMC-F	AC	105.9	Marshall, IL	0.4	2.1	1	36
WNDI-F	C	95.3	Sullivan, IN	0.4	1.6	1	27
WPRS	O	144.0	Paris, IL	1.1	3.7	3	67
WQTY-F	ST	93.3	Linton, IN	1.1	2.1	16	140

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDNL-F	AC	102.1	Danville, IL	0.7	1.3	4	60
WFBC-F	AOR	94.7	Indianapolis	0.4	2.1	7	188
WFMS-F	C	95.5	Indianapolis	0.7	2.1	10	163
WKIO-F	O	92.5	Urbana, IL	0.4	2.0	2	67
WLS	T	89.0	Chicago	0.7	2.0	4	61
WUZR-F	O	105.7	Bicknell, IN	1.5	1.5	15	124

TERRE HAUTE

Consolidation Report	12+	25-54	Revenue
Contemporary Media WBOW-AM, WZZQ-AM, WZZQ-FM	15.3 %	15.9 %	16.9 %
Hulman, pend. WTHI-AM, WTHI-FM, WWVR-FM	24.3 %	24.3 %	44.2 %
	39.6 %	40.2 %	61.1 %

AM Stations

WBOW	640	250 w (DA-N)	Talk	CBS, TARN	\$ NA	Allied	Contemporary
WTHI	1480	5 kw/1 kw (DA-2)	Talk	ABC	\$ NA	Katz	Hulman

FM Stations

WACF	98.5	50 kw @ 500	Country	Westwd	\$ NA	—	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	Westwd, ABC	\$ NA	Regional	Rockville
WCBH	104.3	14.1 kw @ 446	AC/CHR	Westwd, Source, CNN	\$ NA	McNaughton	Casey, IL
WLEZ	102.7	28 kw @ 659	EZ Listening	CNN	\$ NA	Bomar	
WMGI	100.7	50 kw @ 500	CHR		\$ NA	Unirep	
WSDM	97.7	3 kw @ 300	Oldies	ABC	\$ NA	Roslin	Brazil
WTHC	95.9	4.1 kw @ 397	Country		\$ NA	—	Seelyville, IN
WTHI	99.9	50 kw @ 490	Country	ABC	\$ NA	Katz	
WWVR	105.5	3.3 kw @ 875	Religion	USA	\$ NA	—	Hulman, pend. W. Terre Haute
WZZQ	107.5	27.5 kw @ 670	AOR	Westwd, ABC	\$ NA	Christal	Contemporary

Notes: 7/97 WSDM (1130) changed from Talk to Talk & Gospel . . . 11/97 WWVR-F (105.5) sold to WTHI-AF for \$ _____

Jim Duncan

Comments: Listening levels are stable . . . WTHI-F continues to decline (it's down 10.8 shares in two years)

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

TOLEDO

Arbitron Rank: 76 Pop (12+): 501,900	Stations: 26 / 19	Last Year's Revenue: \$21,100,000
MSA Rank: 86	Diaries: 1,929/260:1/51.5%	Household Income: \$40,355
MSA Pop: 614,000	Sample Target: 1,910	Total Retail Sales: \$6.6 Bil.
DMA: 65	% Below Line: 7.2	#1 Billing: WKKO-AF \$4,700,000
Average Persons Rating: 16.1	% Not Listed: 12.0	#1 Billing Portfolio: Jacor \$10,180,000
Market TSL In Hours: 21.25	Pop per Station: 26,416	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WKKO-F	C	105 / 13.0	13.9	13.7	15.8	13.9	14.1	1194 / 23.8	23.9	23.7	154 / 1758	F	WKKO-F
2	WVKS-F	CHR	82 / 10.2	8.9	9.1	9.5	9.2	9.4	1442 / 28.7	25.7	24.9	119 / 2292	E	WVKS-F
3	WRVF-F	AC	61 / 7.6	7.4	6.3	7.8	8.6	7.3	946 / 18.8	16.4	18.8	104 / 1468	D	WRVF-F
4	WWWM-F	AC	57 / 7.1	8.0	6.3	6.4	6.3	6.9	808 / 16.1	15.7	16.3	64 / 977	D	WWWM-F
5	WIOT-F	AOR	55 / 6.8	7.8	7.2	5.4	7.5	6.8	956 / 19.0	18.2	18.4	114 / 1818	D	WIOT-F
6	WSPD	FS	53 / 6.6	6.0	6.2	6.4	7.2	6.3	796 / 15.9	13.8	16.4	70 / 1088	C	WSPD
7	WRQN-F	O	50 / 6.2	5.8	5.4	5.1	4.6	5.6	879 / 17.5	14.3	14.2	75 / 1335	C	WRQN-F
8	WBUZ-F	AOR	40 / 5.0	3.6	3.8	3.9	4.6	4.1	643 / 12.8	13.3	15.7	52 / 840	B	WBUZ-F
9	WJUC-F	B	34 / 4.2	2.0	3.1	0.4		2.4	395 / 7.9	4.9		39 / 456		WJUC-F
10	WCWA	ST	25 / 3.1	2.6	3.2	2.6	2.6	2.9	421 / 8.4	7.5	7.0	27 / 491	A	WCWA
11	WJR	FS	23 / 2.9	2.7	2.7	3.0	2.4	2.8	469 / 9.3	8.7	9.4	77 / 1296		WJR
12	WJZE-F	CL AOR	22 / 2.7	3.2	3.3	3.6	3.5	3.2	430 / 8.6	9.2	7.5	32 / 534	A	WJZE-F
13	WTWR-F	CHR	14 / 1.7	1.2	1.5	1.2	0.8	1.4	446 / 8.9	6.9	6.3	26 / 648		WTWR-F
14	WXKR-F	AOR-NR	13 / 1.6	1.2	1.3	1.5	1.0	1.4	376 / 7.5	7.4	5.7	25 / 635	B	WXKR-F
	WIMX-F	B/AC	13 / 1.6	2.0	2.6	3.0	3.6	2.3	229 / 4.6	5.9	7.6	13 / 269	B	WIMX-F

12+ FM Share (Metro): 82.20 % (582 of 708) (Fall 96: 81.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVKS-F >>	1 WVKS-F	1 WVKS-F <	1 WKKO-F <	1 WKKO-F	1 WKKO-F >	1 WKKO-F <	1 WKKO-F >	1 WKKO-F	1 WVKS-F	1 WKKO-F >
2 WJUC-F >>	2 WIOT-F <	2 WKKO-F	2 WVKS-F	2 WVKS-F <	2 WSPD	2 WVKS-F >	2 WRVF-F	2 WVKS-F	2 WKKO-F	2 WVKS-F
3 WKKO-F <	3 WIOT-F <	3 WIOT-F	3 WIOT-F <	3 WIOT-F	3 WRVF-F <	3 WBUZ-F <	3 WVKS-F	3 WRVF-F <	3 WJUC-F <	3 WRQN-F <
4 WBUZ-F	4 WWWM-F	4 WWWM-F	4 WWWM-F	4 WWWM-F	4 WRQN-F	4 WSPD	4 WWWM-F <	4 WIOT-F <	4 WIOT-F <	4 WWWM-F
5 WWWM-F >	5 WRVF-F <	5 WRVF-F	5 WRVF-F	5 WRVF-F <	5 WWWM-F	5 WWWM-F <	5 WIOT-F	5 WWWM-F	5 WWWM-F <	5 WRVF-F <
6 WJUC-F	6 WBUZ-F	6 WRQN-F	6 WRQN-F	6 WRQN-F	6 WVKS-F <	6 WRVF-F <	WSPD	6 WRQN-F	6 WRVF-F	6 WIOT-F <
	WRVF-F >	7 WRQN-F	7 WBUZ-F >	7 WBUZ-F	7 WCWA	7 WIOT-F <	7 WRQN-F >	7 WJUC-F	7 WSPD	7 WSPD
						8 WRQN-F >		8 WRQN-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WVKS-F >>	1 WVKS-F >>	1 WVKS-F >	1 WVKS-F >	1 WKKO-F <	1 WBUZ-F	1 WIOT-F <	1 WIOT-F	1 WIOT-F	1 WIOT-F	1 WSPD
2 WWWM-F	2 WKKO-F <	2 WKKO-F	2 WKKO-F <	2 WRVF-F	2 WIOT-F	2 WBUZ-F	2 WBUZ-F	2 WKKO-F <	2 WKKO-F	2 WKKO-F
WKKO-F	3 WWWM-F	WWWM-F	3 WRVF-F <	WVKS-F	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WBUZ-F	3 WBUZ-F <	3 WVKS-F <
4 WRVF-F	4 WRVF-F >	4 WRVF-F	4 WWWM-F >	4 WWWM-F >	WKKO-F	4 WVKS-F	4 WWWM-F >	4 WVKS-F	4 WRQN-F <	4 WIOT-F
WJUC-F >>	5 WIOT-F	5 WIOT-F >	5 WRQN-F >	5 WRQN-F >	5 WJUC-F >	5 WWWM-F >	5 WVKS-F >	5 WWWM-F	5 WWWM-F	WJR
	WJUC-F				6 WXKR-F >	6 WJUC-F		6 WJZE-F	6 WVKS-F	
								WRQN-F <	7 WJZE-F	
								WSPD	WSPD	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WHMQ-F	C	107.7	N. Baltimore	0.6 1.6 29 357
WLQR	B/O	1470	Toledo	0.9 3.2 7 198
WMTR-F	CL AOR	96.1	Archbold	0.6 2.3 6 166
WTOD	C	1560	Toledo	0.7 2.9 9 194
WVOI	B/G	1520	Toledo	0.4 1.5 3 77

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
CIMX-F	AOR-NR	88.7	Windsor, ON	1.1 5.2 18 481
CKLW	N/T	800	Windsor, ON	0.4 1.5 8 215
CKWW	ST	580	Windsor, ON	0.7 2.2 10 162
WJLB-F	B	97.9	Detroit	1.0 3.7 12 245
WQTE-F	C	95.3	Adrian, MI	0.6 1.7 17 292
WRIF-F	AOR	101.1	Detroit	0.5 2.6 29 408

TOLEDO

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	118 (2)	118 (2)	16.7 %	17.9 %	Cumulus	29.5 %	31.4 %	43.3 %
AOR/Classic/NR	0 (0)	148 (7)	148 (7)	20.9 %	21.6 %	WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WWWM-FM, WXKR-FM			
Black/Urban	7 (1)	55 (3)	62 (4)	8.8 %	7.6 %	Jacor	34.3 %	31.7 %	48.2 %
CHR	0 (0)	96 (2)	96 (2)	13.6 %	11.9 %	WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		63.8 %	63.1 %	91.5 %
Country	6 (1)	115 (3)	121 (4)	17.1 %	18.4 %				
Full Service	76 (2)	0 (0)	76 (2)	10.7 %	11.6 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	3 (1)	0 (0)	3 (1)	0.4 %	0.0 %				
Oldies	0 (0)	50 (1)	50 (1)	7.1 %	5.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.8 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	31 (2)	0 (0)	31 (2)	4.4 %	4.0 %				
Totals	126 (8)	582 (18)	708 (26)						

AM Stations

WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Black Oldies	ABC	\$<20.00	D&R	Cumulus
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild	Jacor

FM Stations

WBUZ	106.5	3 kw @ 328	AOR		\$20.00	Allied		Delta
WIMX	95.7	3.5 kw @ 433	Black AC		\$20.00	Katz		Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source	\$61.00	Eastman	Jacor	
WJUC	107.3	3 kw @ 328	Black		\$ NA	---		Swanton
WJZE	97.3	1.6 kw @ 407	Classic AOR		\$ NA	Allied		Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC	\$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC	\$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC		\$54.00	Mc-Guild	Jacor	
WTWR	98.3	1.4 kw @ 466	CHR	AP	\$ NA	Patt		Monroe
WVKS	92.5	50 kw @ 480	CHR		\$67.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC		\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	New Rock	ABC	\$29.00	Banner	Cumulus	Port Clinton

Notes: WJR -- See Detroit . . . 8/97 WXKR-F changed from Progressive AOR to New Rock . . . 10/97 WIMX-F sold by Cumulus for \$1,500,000 . . . 2/98 WLQR changed from Black Oldies to Sports . . . 2/98 WXKR-F changed from New Rock to Classic AOR

Jim Duncan

Comments: Listening levels have risen slightly . . . WVKS-F has climbed back into double figures . . . WRQN-F recorded its fourth consecutive up book and its highest share in many years

TOPEKA

Arbitron Rank: 180 Pop (12+): 180,100	Stations: 27 / 11	Last Year's Revenue: \$7,000,000
MSA Rank: 219	Diaries: 691/261:1/56.2%	Household Income: \$38,506
MSA Pop: 167,000	Sample Target: 610	Total Retail Sales: \$1.79 Bil.
DMA: 140	% Below Line: 24.0	#1 Biller: KMAJ-F \$1,500,000
Average Persons Rating: 16.2	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 16,373	KMAJ-AF/KDVV-F/KTOP \$2,740,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WIBW-F	C 55 / 18.9	14.9	21.1	13.7		579 / 32.1	24.9	29.0	94 / 1141	C
2	KMAJ-F	AC 36 / 12.4	11.2	13.1	11.8		425 / 23.6	19.8	22.2	57 / 721	C
3	KTPK-F	C 22 / 7.6	8.1	8.7	11.0		357 / 19.8	19.6	19.8	30 / 560	C
4	KLZR-F	AOR-NR 19 / 6.5	5.1	2.7	3.8		322 / 17.9	11.8	11.0	31 / 683	C
5	WIBW	FS/T 17 / 5.8	7.1	4.7	6.1		267 / 14.8	14.5	15.6	31 / 487	C
6	KDVV-F	CL AOR 13 / 4.5	8.5	5.7	9.1		281 / 14.5	17.9	12.7	25 / 580	B
7	KTOP	ST 12 / 4.1	2.7	2.7	2.7		140 / 7.7	6.8	5.1	12 / 140	A
	KQTP-F	O 12 / 4.1	4.7	4.0	6.1		228 / 12.6	12.0	11.6	13 / 292	B
9	KWIC-F	AC/CHR 9 / 3.1	4.7	3.4	3.4		168 / 9.3	10.2	6.4	10 / 182	A
	KMAJ	T 9 / 3.1	2.7	2.7	1.1		144 / 8.0	6.7	8.2	9 / 159	A

12+ FM Share (Metro): 81.92 % (213 of 260) (Fall 96: 84.25 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLZR-F >>	1 WIBW-F >	1 WIBW-F >	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 WIBW-F <	1 WIBW-F >	1 WIBW-F >	1 WIBW-F >	1 WIBW-F >
2 WIBW-F >	2 KMAJ-F	2 KMAJ-F >>	2 KMAJ-F >>	2 KMAJ-F >>	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KLZR-F >>	2 KLZR-F
3 KMXV-F >>	3 KLZR-F >	3 KDVV-F <	3 KDVV-F <	3 KDVV-F	3 KTPK-F	3 WIBW <	3 KTPK-F	3 KTPK-F	3 KTPK-F	3 KMAJ-F
4 KDVV-F >	4 KLZR-F	4 KTPK-F	4 KTPK-F	4 WIBW	4 KTPK-F >	4 KMAJ	4 KLZR-F	4 KLZR-F	KMAJ-F >	WIBW
5 KWIC-F	KTPK-F	5 KQTP-F	5 KQTP-F	5 KTOP	5 KLZR-F	KTOP	5 KDVV-F	5 KDVV-F		5 KTPK-F >
	KQRC-F	6 KQTP-F	6 KWIC-F	6 KLZR-F	6 KQTP-F >	6 KQTP-F <	6 KDVV-F <	6 KTOP		6 KDVV-F
	KTPK-F	7 KQRC-F	KLZR-F	KQRC-F	7 KDVV-F	7 KDVV-F	7 KLZR-F	7 KQTP-F <		6 KQTP-F
		KWIC-F	KQRC-F >	KWIC-F	KMAJ	KQTP-F	8 KWIC-F			KTOP

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmte
1 WIBW-F >	1 WIBW-F >>	1 WIBW-F >>	1 WIBW-F	1 WIBW-F	1 KLZR-F >>	1 KLZR-F	1 KDVV-F	1 WIBW-F >	1 WIBW-F	1 WIBW-F >
2 KBEQ-F	2 KMAJ-F >	2 KMAJ-F	2 KMAJ-F >>	2 KMAJ-F >>	2 WIBW-F >>	2 WIBW-F	KMAJ-F	2 KMAJ-F	2 KMAJ-F >	2 KLZR-F >>
	KPRS-F >>	3 KLZR-F	3 KTPK-F	3 KTPK-F	3 KYYS-F	3 KMAJ-F	WIBW-F >	3 KDVV-F	3 KDVV-F >	3 WIBW
		KWIC-F	KWIC-F >	4 KWIC-F	4 KWIC-F	4 KDVV-F >>	4 KLZR-F >	4 KLZR-F	4 KMAJ	KMAJ-F >>
		KTPK-F >	5 KQRC-F	5 KQTP-F	5 KQTP-F	KQTP-F >>	5 KMAJ	5 KTPK-F	KQRC-F	
			KLZR-F >>	KLZR-F			KMKF-F	KMKF-F	KQTP-F	
				KDVV-F			KQRC-F >>	KQRC-F >>	7 KQRC-F	KTPK-F

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	49 (4)	49 (4)	18.8 %	19.7 %
AOR/Classic/NR	0 (0)	47 (6)	47 (6)	18.1 %	15.7 %
Black/Urban	0 (0)	7 (1)	7 (1)	2.7 %	2.8 %
CHR	0 (0)	6 (1)	6 (1)	2.3 %	2.0 %
Classical	0 (0)	3 (1)	3 (1)	1.2 %	0.8 %
Country	0 (0)	81 (4)	81 (4)	31.2 %	36.6 %
Full Service	22 (2)	0 (0)	22 (2)	8.5 %	7.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.8 %	0.8 %
News/Talk	13 (3)	0 (0)	13 (3)	5.0 %	5.1 %
Oldies	0 (0)	17 (2)	17 (2)	6.5 %	5.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.4 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	12 (1)	0 (0)	12 (1)	4.6 %	3.1 %
Totals	47 (6)	213 (21)	260 (27)		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCVT-F	REL	92.5	Silver Lake	0.3	1.3	1 38
KMKF-F	AOR	101.5	Manhattan	1.4	5.1	23 439

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KBEQ-F	C	104.3	Kansas City	1.0	2.4	14 206
KCFX-F	CLAOR	101.1	Harrisonville, MO	0.7	4.9	13 306
KCIY-F	J	106.5	Liberty, MO	0.7	1.7	2 44
KCMO	T	710	Kansas City	0.7	4.1	5 130
KCMO-F	O	94.9	Kansas City	1.7	5.1	10 253
KLTH-F	CL AOR	99.7	Kansas City	0.3	2.4	6 188
KMBZ	N/T	980	Kansas City	0.7	2.2	5 98
KMXV-F	CHR	93.3	Kansas City	2.1	9.7	18 453
KPRS-F	B	103.3	Kansas City	2.4	5.1	12 167
KQRC-F	AOR	98.9	Leavenworth	2.8	6.8	21 386
KUDL-F	AC	98.1	Kansas City, KS	0.3	3.0	7 171
KXBZ-F	C	104.7	Manhattan	0.3	1.5	7 172
KXTR-F	CL	96.5	Kansas City	1.0	3.7	10 165
KYYS-F	AC-NR	102.1	Kansas City	1.0	6.8	9 392
WDAF	C/F/S	610	Kansas City	1.7	5.9	28 356

TOPEKA

Consolidation Report	12+	25-54	Revenue
Klebe KQTP-FM, KWIC-FM	7.2 %	8.9 %	12.4 %
Local KDVV-FM, KMAJ-AM, KMAJ-FM, KTOP-AM	24.1 %	26.6 %	39.1 %
	31.3 %	35.5 %	51.5 %

AM Stations

KMAJ	1440	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	\$<20.00	Allied	
KTOP	1490	1 kw	Standards	Westwd	\$<20.00	Banner	KMAJ-AF
WIBW	580	5 kw (DA-N)	Full Svc./Talk	CBS, UBN	\$24.00	Katz	Morris

FM Stations

KDVV	100.3	100 kw @ 260	Classic AOR	Westwd	\$22.00	Banner	KMAJ-AF
KLZR	105.9	100 kw @ 594	New Rock	AP	\$<20.00	—	Lawrence
KMAJ	10.7	100 kw @ 1214	AC	Westwd	\$38.00	Allied	
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$<20.00	—	Klebe St. Marys
KTPK	106.9	100 kw @ 1210	Country	ABC	\$29.00	Allied	
KWIC	99.3	6 kw @ 292	AC/CHR	JRN	\$<20.00	—	Klebe
WIBW	97.3	100 kw @ 1220	Country	ABC, JRN	\$30.00	Katz	Morris

Notes:

Jim Duncan

Comments: Listening levels are fairly steady . . . KTPK-F has its fourth consecutive down book and its lowest share since the early 1970's

TUCSON

Arbitron Rank: 61	Pop (12+): 653,500	Stations: 26 / 22	Last Year's Revenue: \$27,300,000
MSA Rank: 71		Diaries: 1,248/524:1/59.6%	Household Income: \$31,323
MSA Pop: 785,000		Sample Target: 1,190	Total Retail Sales: \$7.3 Bil.
DMA: 80		% Below Line: 2.6	#1 Biller: KIIM-F \$5,100,000
Average Persons Rating: 15.7		% Not Listed: 13.5	#1 Billing Portfolio: Slone (pending) \$7,450,000
Market TSL in Hours: 21.00		Pop per Station: 29,705	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	KIIM-F	C	146 / 14.2	12.0	13.5	11.4	14.4	12.8	1692 / 25.9	25.5	24.3	176 / 2026	G	KIIM-F
2	KRQQ-F	CHR	91 / 8.9	9.4	9.5	7.6	8.5	8.8	1617 / 24.7	26.2	23.5	103 / 1905	D	KRQQ-F
3	KMXZ-F	AC	86 / 8.4	8.8	9.3	9.0	9.4	8.9	1294 / 19.8	21.3	20.7	91 / 1415	F	KMXZ-F
4	KLPX-F	AOR	73 / 7.1	6.9	6.9	6.3	7.5	6.8	1063 / 16.3	16.8	18.0	76 / 1144	D	KLPX-F
5	KNST	N/T	54 / 5.3	5.8	6.1	5.7	7.8	5.7	851 / 13.0	11.7	14.2	62 / 974	D	KNST
6	KHYT-F	CL HITS	53 / 5.2	5.2	4.1	5.7	4.6	5.0	903 / 13.8	14.1	11.3	54 / 949	C	KHYT-F
7	KSJM-F	CHRU	50 / 4.9	3.7	2.3	1.7	1.2	3.1	816 / 12.5	7.5	4.6	51 / 848	A	KSJM-F
8	KWFM-F	O	45 / 4.4	4.9	5.7	4.9	4.7	5.0	879 / 13.5	15.1	15.0	50 / 1004	D	KWFM-F
9	KFMA-F	AOR-NR	41 / 4.0	4.0	5.6	4.3	3.5	4.5	753 / 11.5	11.9	10.9	41 / 753	A	KFMA-F
10	KCEE	ST	36 / 3.5	4.2	2.8	5.8	3.0	4.1	500 / 7.7	7.2	6.7	40 / 529	A	KCEE
11	KKHG-F	AC-NR	34 / 3.3	3.6	3.7	4.6	4.5	3.8	767 / 11.7	11.1	12.7	34 / 777	C	KKHG-F
12	KGTV	ST	25 / 2.4	1.6	1.6	1.7	2.0	1.8	236 / 3.6	2.4	3.3	25 / 236	A	KGTV
13	KOHT-F	CHRU	23 / 2.2	3.8	3.7	6.0	5.1	3.9	618 / 9.5	10.4	11.8	24 / 646	C	KOHT-F
14	KCUB	C	20 / 1.9	1.9	1.0	0.8	1.7	1.4	237 / 3.6	3.1	4.5	20 / 237	A	KCUB
15	KXEW	SP	17 / 1.7	1.9	1.1	1.1	1.0	1.4	256 / 3.9	3.3	3.0	17 / 256	*	KXEW
16	KTUC	T	16 / 1.6	1.0	0.9	1.4	1.4	1.2	372 / 5.7	3.8	5.9	17 / 396		KTUC
17	KZLZ-F	SP	13 / 1.3	2.3	2.5	1.7	0.8	1.9	207 / 3.2	4.3	3.1	13 / 223	C	KZLZ-F
	KSAZ	ST	13 / 1.3	0.7	1.9	1.0	0.9	1.2	185 / 2.8	4.0	3.0	28 / 314		KSAZ
19	KFFN	SPRTS	11 / 1.1	1.0	0.6	0.7	0.6	0.8	188 / 2.9	2.0	2.5	11 / 195		KFFN

12+ FM Share (Metro): 75.90 % (674 of 888) (Fall 96: 74.89 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRQQ-F	1 KRQQ-F <	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F	1 KIIM-F >
2 KFMA-F	2 KIIM-F <	2 KLPX-F <	2 KLPX-F <	2 KMXZ-F <	2 KMXZ-F <	2 KRQQ-F	2 KMXZ-F	2 KMXZ-F	2 KFMA-F <	2 KRQQ-F >
3 KSJM-F >	3 KLPX-F >	3 KRQQ-F <	3 KMXZ-F	3 KLPX-F	3 KNST	3 KMXZ-F	3 KNST <	3 KRQQ-F <	3 KRQQ-F	3 KLPX-F
4 KIIM-F	4 KMXZ-F <	4 KMXZ-F	4 KRQQ-F	4 KRQQ-F	4 KWFM-F <	4 KLPX-F	4 KLPX-F <	4 KLPX-F	4 KSJM-F <	KMXZ-F
	5 KSJM-F	5 KHYT-F	5 KHYT-F >	5 KHYT-F >	5 KCEE	5 KHYT-F <	5 KRQQ-F	5 KSJM-F	5 KLPX-F	5 KWFM-F <
	6 KFMA-F	6 KSJM-F	6 KKHG-F	6 KWFM-F <	6 KHYT-F	6 KNST	6 KHYT-F	6 KHYT-F	6 KMXZ-F >	6 KSJM-F <
		KHYT-F >		7 KKHG-F	KLPX-F <	7 KSJM-F <	7 KWFM-F	7 KFMA-F		7 KHYT-F <
				8 KNST	8 KRQQ-F <	8 KWFM-F		KNST <		8 KCEE

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KSJM-F	1 KRQQ-F >	1 KRQQ-F	1 KIIM-F <	1 KIIM-F	1 KRQQ-F	1 KLPX-F	1 KLPX-F <	1 KIIM-F	1 KIIM-F >	1 KIIM-F
2 KRQQ-F >>	2 KMXZ-F <	2 KMXZ-F <	2 KMXZ-F <	2 KMXZ-F	2 KLPX-F	2 KIIM-F >	2 KIIM-F >	2 KLPX-F >	2 KLPX-F	2 KRQQ-F
3 KFMA-F	3 KIIM-F	3 KIIM-F	3 KRQQ-F >	3 KRQQ-F >	3 KIIM-F	3 KRQQ-F	3 KHYT-F	3 KHYT-F	3 KHYT-F >	KLPX-F
	KIIM-F	4 KSJM-F	4 KLPX-F	4 KLPX-F	4 KLPX-F	4 KHYT-F	4 KRQQ-F	4 KRQQ-F	4 KKHG-F <	4 KFMA-F <
		5 KLPX-F	5 KHYT-F >	5 KSJM-F	5 KHYT-F	5 KFMA-F	5 KKHG-F	5 KKHG-F	5 KRQQ-F	
				6 KHYT-F	6 KWFM-F	6 KHYT-F	6 KMXZ-F	6 KMXZ-F	6 KMXZ-F <	
				KSJM-F	KKHG-F		KMXZ-F	7 KFMA-F <	7 KNST <	
								8 KWFM-F >		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KGMS-F	REL	97.1	Green Valley	0.6	2.8	7	208	KHOT-FF	AOR-NR	100.3	Globe	0.9	2.3	14	252
KQTL	SP	1210	Sahuarita	0.8	1.6	8	103	KYOT-F	J	95.5	Phoenix	0.4	1.8	7	187
KTKT	N	990	Tucson	0.6	4.1	6	292								
KTZR	SP	1450	Tucson	0.8	2.3	8	167								

TUCSON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	120 (2)	120 (2)	13.5 %	10.7 %	Hicks, Muse	22.1 %	19.0 %	26.0 %
AOR/Classic/NR	0 (0)	123 (4)	123 (4)	13.9 %	17.7 %	KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Journal Broadcast Group	12.8 %	16.8 %	22.7 %
CHR	0 (0)	164 (3)	164 (3)	18.5 %	17.6 %	KFFN-AM, KKHG-FM, KMXZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	4.7 %	5.1 %	6.4 %
Country	20 (1)	146 (1)	166 (2)	18.7 %	18.7 %	KOHT-FM, KTZR-AM, KXEW-AM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Lotus	11.7 %	13.8 %	11.0 %
Hispanic	33 (3)	13 (1)	46 (4)	5.2 %	6.9 %	KFMA-FM, KLPX-FM, KTKT-AM			
Jazz	0 (0)	4 (1)	4 (1)	0.5 %	0.6 %	Slone, pend.	27.8 %	29.8 %	27.3 %
News/Talk	76 (3)	0 (0)	76 (3)	8.6 %	0.0 %	KCUB-AM, KHYT-FM, KIIM-FM, KSJM-FM, KTUC-AM			
Oldies	0 (0)	98 (2)	98 (2)	11.0 %	10.6 %		79.1 %	84.5 %	93.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	6 (1)	6 (1)	0.7 %	1.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	11 (1)	0 (0)	11 (1)	1.2 %	0.7 %				
Standards	74 (3)	0 (0)	74 (3)	8.3 %	6.7 %				
Totals	214 (11)	674 (15)	888 (26)						

AM Stations

Station	Power	Time	Format	Comments	Revenue	Station	Power	Time	Format	Comments	Revenue
KCEE	940	1 kw/250 w (DA-2)	Standards	Westwd	\$20.00	D&R			Hicks, Muse		
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz			Slone		
KFFN	1490	1 kw	Sports	1-on-1, ABC, SBUSA	\$ NA	Eastman			Journal Bcst Gp		
KGVI	1080	1 kw (Days)	Standards	AP	\$20.00	—			Green Valley		
KNST	790	5 kw/500 w (DA-1)	News/Talk	ABC, Westwd	\$46.00	Banner			Hicks, Muse		
KSAZ	580	5 kw/0.32 kw (DA-N)	Standards	ABC	\$ NA	—			Marana		
KTUC	1400	0.757 kw	Talk	CBS, Westwd, Talknt	\$<20.00	—			Slone, pend.		
KXEW	1600	1 kw (DA-N)	Hispanic	CRC	\$<20.00	Lotus			KTZR/KOHT-F		

FM Stations

Station	Freq	Power	Time	Format	Comments	Revenue	Station	Freq	Power	Time	Format	Comments	Revenue
KFMA	92.1	50 kw @ 492		AOR-New Rock	\$23.00	Christal	Lotus				Green Valley		
KHYT	107.5	15 kw @ 3527		Classic Hits	\$44.00	Katz	Slone						
KIIM	99.5	93 kw @ 2036		Country	\$105.00	Katz	Slone						
KKHG	104.1	3 kw @ 102		AOR/Classic	\$45.00	Eastman	Journal Bcst Gp						
KLPX	96.1	100 kw @ 1952		AOR	\$56.00	Christal	Lotus						
KMXZ	94.9	100 kw @ 1952		AC	\$85.00	Eastman	Journal Bcst Gp						
KOHT	98.3	3 kw @ 202		Bilingual Dance CHR	\$30.00	Lotus	KTZR/KXEW				Marana		
KRQQ	93.7	94 kw @ 2032		CHR	\$57.00	Banner	Hicks, Muse						
KSJM	97.5	3 kw @ 328		Dance CHR	\$ NA	Banner	Slone, pend.						
KWFM	92.9	93 kw @ 2036		Oldies	\$51.00	D&R	Hicks, Muse						

Notes: *KXEW revenue included with KOHT-F . . . KOHT-F & KSJM-F reclassified from Hispanic to Dance CHR (CHR/U) based on audience analysis, station self-description (KSJM-F) and M Street database classification (both) . . . 9/97 SFX sold these stations to the Hicks, Muse interests: KCEE for \$2,000,000; KNST for \$6,000,000; KRQQ-F for \$25,000,000; KWFM-F for \$22,000,000 . . . 11/97 KKHG-F changed from AOR/Classic AOR to Modern AC; after the Fall survey period, it changed calls to KZPT-F ("The Point") . . . 12/97 KTUC/KSJM-F sold to Slone for \$6,500,000 + liabilities (Katil) . . . 1/98 KSJM-F changed from Dance CHR to simulcasting KTUC. The station will adopt a new format after its sale to Slone is completed . . . 2/98 KSJM-F changed calls to KOAZ-F

Jim Duncan

Comments: Listening levels are steady . . . KNST has fallen to its lowest share in two years . . . KSJM-F has its seventh consecutive up book and is now an important factor in the market . . . KHYT-F has recovered from its weak Spring book . . . KOHT-F continues to decline sharply

TULSA

Arbitron Rank: 60 Pop (12+): 655,400	Stations: 21 / 20	Last Year's Revenue: \$32,100,000
MSA Rank: 73	Diaries: 1,336/491:1/52.8%	Household Income: \$37,148
MSA Pop: 754,000	Sample Target: 1,290	Total Retail Sales: \$7.5 Bil.
DMA: 59	% Below Line: 0.4	#1 Biller: KWEN-F \$5,100,000
Average Persons Rating: 15.8	% Not Listed: 9.1	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 32,770	Cox \$12,750,000

12+ Metro	Format	Fall 97		Sum 97	Spq 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA		Revenue Level
		1/4 Share	Share									AQH	Cume	
1	KWEN-F	C	104 / 10.0	10.5	10.7	11.9	9.0	10.8	1408 / 21.5	23.1	22.4	143 / 2123	G	KWEN-F
2	KMOD-F	AOR	87 / 8.4	8.3	7.5	7.9	8.4	8.0	983 / 15.0	15.0	16.0	123 / 1446	E	KMOD-F
3	KRMG	FS	81 / 7.8	9.4	8.4	8.3	10.5	8.5	1261 / 19.1	19.7	20.6	102 / 1516	F	KRMG
4	KHTT-F	CHR	80 / 7.7	6.7	7.1	7.0	8.5	7.1	1432 / 21.9	21.3	20.1	138 / 2247	C	KHTT-F
5	KJSR-F	CL HITS	73 / 7.0	6.5	6.6	5.0	5.7	6.3	1052 / 16.0	18.2	17.3	102 / 1714	D	KJSR-F
6	KMYZ-F	AOR-NR	66 / 6.4	6.5	6.6	5.3	5.9	6.2	1083 / 16.5	15.8	15.0	92 / 1457	D	KMYZ-F
7	KQLL-F	O	62 / 6.0	4.5	4.5	3.7	3.9	4.7	1046 / 16.0	12.2	12.4	86 / 1588	C	KQLL-F
8	KBEZ-F	SAC	64 / 5.2	6.0	5.3	6.3	4.6	5.7	977 / 14.9	14.1	13.9	80 / 1387	E	KBEZ-F
9	KVOO	C	47 / 4.5	4.5	3.1	4.4	4.0	4.1	527 / 8.0	7.2	8.1	64 / 804	*	KVOO
10	KXOJ-F	REL	46 / 4.4	4.6	4.4	3.1	3.1	4.1	567 / 8.5	10.4	7.5	53 / 630		KXOJ-F
11	KVOO-F	C	43 / 4.2	4.0	4.3	4.6	5.0	4.3	640 / 9.8	9.0	11.2	62 / 988	E	KVOO-F
12	KRAV-F	AC	42 / 4.1	4.0	5.0	4.6	3.4	4.4	981 / 14.7	14.3	12.1	67 / 1358	C	KRAV-F
13	KJMM-F	B	30 / 2.9	2.3	4.8	4.5	2.7	3.6	479 / 7.3	7.5	5.6	45 / 660	B	KJMM-F
14	KGTO	ST	28 / 2.7	2.5	2.5	3.1	2.9	2.7	264 / 4.0	2.9	3.9	28 / 271	A	KGTO
15	KOAS-F	J	27 / 2.6	2.5	2.8	2.4	2.5	2.6	469 / 7.1	7.4	6.8	32 / 535	C	KOAS-F
16	KCKI-F	C	25 / 2.4	3.3	2.8	2.6	3.4	2.8	633 / 9.7	8.9	11.2	44 / 988	C	KCKI-F
17	KCFM-F	CL	23 / 2.2	1.9	2.1	1.4	2.2	1.9	431 / 6.6	5.5	6.5	28 / 606	A	KCFM-F

12+ FM Share (Metro): 81.32 % (766 of 942) (Fall 96: 77.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KRMG <	1 KRMG	1 KWEN-F <	1 KWEN-F	1 KHTT-F	1 KWEN-F
2 KMYZ-F >>	2 KHTT-F <	2 KWEN-F	2 KJSR-F	2 KWEN-F	2 KWEN-F	2 KMOD-F <	2 KMOD-F	2 KMOD-F	2 KMYZ-F	2 KHTT-F
	3 KMOD-F <	KJSR-F	3 KWEN-F	KJSR-F	3 KMOD-F	3 KWEN-F >	3 KJSR-F <	KHTT-F <	3 KWEN-F	3 KMYZ-F <
	4 KWEN-F	4 KHTT-F	4 KHTT-F	4 KQLL-F	KQLL-F <	4 KHTT-F <	4 KBEZ-F <	4 KMYZ-F <	4 KJSR-F	4 KJSR-F <
	5 KRAV-F <	5 KMYZ-F <	5 KBEZ-F <	5 KHTT-F <	5 KJSR-F <	5 KJSR-F <	5 KJSR-F <	5 KRMG	5 KRMG	5 KRMG <
	6 KJSR-F <	6 KXOJ-F <	6 KRAV-F <	6 KRMG <	6 KVOO	6 KVOO	6 KHTT-F	6 KQLL-F	6 KQLL-F	6 KMOD-F
	7 KXOJ-F	7 KRAV-F <	7 KXOJ-F	7 KBEZ-F	7 KBEZ-F	7 KMYZ-F <	KQLL-F	7 KRMG	7 KBEZ-F <	KQLL-F
		8 KQLL-F <	KQLL-F	8 KXOJ-F		8 KBEZ-F <	8 KRAV-F <	8 KBEZ-F <	8 KMOD-F	8 KVOO <
		9 KBEZ-F	9 KRMG	KRAV-F		9 KQLL-F	9 KRAV-F <	9 KRAV-F <	9 KRAV-F <	9 KXOJ-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KHTT-F >	1 KHTT-F	1 KHTT-F	1 KWEN-F <	1 KWEN-F >	1 KMYZ-F >>	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F >
2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KHTT-F	2 KBEZ-F	2 KMOD-F	2 KMOD-F >	2 KMYZ-F	2 KJSR-F >	2 KJSR-F >	2 KRMG <
3 KMYZ-F	3 KXOJ-F	3 KRAV-F	3 KXOJ-F	KHTT-F <	3 KWEN-F	3 KWEN-F	3 KJSR-F	3 KMYZ-F <	3 KWEN-F	3 KMYZ-F
	KXOJ-F	KRAV-F	4 KMOD-F	4 KBEZ-F <	4 KXOJ-F <	4 KJSR-F	KHTT-F	4 KWEN-F >	4 KQLL-F	4 KHTT-F
	KCKI-F >>	5 KMYZ-F	KBEZ-F	5 KMOD-F	5 KMOD-F	5 KHTT-F	KHTT-F	KRAV-F	5 KHTT-F	5 KRMG
		6 KXOJ-F	KRAV-F <	6 KRAV-F	KJMM-F	6 KRAV-F	6 KWEN-F	KQLL-F	6 KHTT-F	6 KHTT-F
		7 KBEZ-F	7 KJSR-F	KQLL-F <			7 KVOO-F			7 KMYZ-F
			KJSR-F	8 KQLL-F	8 KRMG					
					KJSR-F					

Other Rated Stations				Metro Cume Share	TSA Rating	AQH	Cume	Other Rated Stations--Outside Market				Metro Cume Share	TSA Rating	AQH	Cume
KAKC	SPRTS	1300	Tulsa	0.4	2.3	4	150	KITO-F	C	96.1	Vinita	0.4	0.8	23	205
KCFO	REL	970	Tulsa	0.8	2.2	8	166								
KQLL	SPRTS	1430	Tulsa	0.8	3.2	8	228								

TULSA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	42 (1)	42 (1)	4.5 %	3.8 %	Clear Channel	20.0 %	26.6 %	21.8 %
AOR/Classic/NR	0 (0)	153 (2)	153 (2)	16.2 %	15.9 %	KAKC-AM, KMOD-FM, KOAS-FM, KQLL-AM, KQLL-FM, KQSY-FM			
Black/Urban	0 (0)	30 (1)	30 (1)	3.2 %	3.0 %	Cox	31.6 %	31.8 %	39.7 %
CHR	0 (0)	80 (1)	80 (1)	8.5 %	9.5 %	KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KWEN-FM			
Classical	0 (0)	23 (1)	23 (1)	2.4 %	2.4 %	Great Empire	11.1 %	8.2 %	14.3 %
Country	47 (1)	176 (4)	223 (5)	23.7 %	24.4 %	KCKI-FM, KVOO-AM, KVOO-FM			
Full Service	81 (1)	0 (0)	81 (1)	8.6 %	11.8 %	Renda	12.9 %	12.7 %	14.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KBEZ-FM, KHHT-FM			
Jazz	0 (0)	27 (1)	27 (1)	2.9 %	2.8 %	Shamrock	8.6 %	5.4 %	8.7 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KCFM-FM, KMYZ-FM			
Oldies	0 (0)	135 (2)	135 (2)	14.3 %	10.7 %		84.2 %	84.7 %	99.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	8 (1)	46 (1)	54 (2)	5.7 %	5.4 %				
Soft AC/EZ	0 (0)	54 (1)	54 (1)	5.7 %	5.2 %				
Sports	12 (2)	0 (0)	12 (2)	1.3 %	1.8 %				
Standards	28 (1)	0 (0)	28 (1)	3.0 %	3.2 %				
Totals	176 (6)	766 (15)	942 (21)						

AM Stations

KGTO	1050	1 kw/0.022 kw	Standards	CNN, Westwd	\$<20.00	Allied	Cox
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$72.00	Katz	Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Great Empire

FM Stations

KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda	
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock	Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Great Empire	Henryetta
KHHT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda	Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Unirep		Bixby
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox	
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Christal	Clear Channel	
KMYZ	104.5	70 kw @ 1130	AOR-New Rock		\$53.00	Allied	Shamrock	Pryor
KOAS	92.1	27 kw @ 656	Jazz		\$35.00	—	Clear Channel	Broken Arrow
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Banner	Clear Channel	Owasso
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox	
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Great Empire	
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox	
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem		Sapulpa

Notes: *KVOO's revenue is included with KVOO-F

Jim Duncan

Comments: Listening levels are up about 5% compared to Fall 1996 . . . KQLL-F has its highest share in more than three years . . . KRMG is at its lowest share level since Spring 1995

UTICA-ROME

Arbitron Rank: 149 Pop (12+): 248,200	Stations: 32 / 20	Last Year's Revenue: \$8,300,000
MSA Rank: 153	Diaries: 810/306:1/61.7%	Household Income: \$35,694
MSA Pop: 313,000	Sample Target: 730	Total Retail Sales: \$2.5 Bil.
DMA: 166	% Below Line: 10.7	#1 Biller: WLZW-F \$1,600,000
Average Persons Rating: 16.2	% Not Listed: 12.7	#1 Billing Portfolio: Forever \$4,350,000
Market TSL In Hours: 21.50	Pop per Station: 12,410	

12+ Metro	Format	Fall 97 1/4 Share	Spq 97	Fall 96	Spq 96	Fall 95	12+ Metro Cume / Rtg	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WFRG-F	C	58 / 14.4	15.9	11.6	14.3	618 / 20.9	26.9	22.4	82 / 751	C	WFRG-F
2	WLZW-F	AC/SAC	62 / 12.9	13.1	13.6	15.4	648 / 26.1	24.5	25.6	55 / 746	C	WLZW-F
3	WOUR-F	AOR	33 / 8.2	5.7	8.2	7.2	448 / 18.0	16.9	18.2	42 / 597	C	WOUR-F
4	WSKS-F	CHR	27 / 6.7	6.4	7.2	7.5	500 / 20.2	20.2	18.4	31 / 594	B	WSKS-F
5	WKLL-F	AOR	24 / 6.0	6.2	6.2	5.7	386 / 15.5	15.9	15.8	29 / 472	B	WKLL-F
6	WRCK-F	AOR/CL	22 / 5.6	4.0	2.7	3.7	416 / 16.8	14.9	10.5	30 / 497	B	WRCK-F
7	WIBX	T/N	20 / 5.0	8.1	7.7	6.4	385 / 15.5	17.5	15.7	20 / 392	B	WIBX
8	WTLB	ST	13 / 3.2	2.6	3.7	2.9	173 / 7.0	5.9	6.6	15 / 194		WTLB
	WRFM-F	SAC	13 / 3.2	1.9	2.2	2.4	226 / 9.1	7.4	6.8	16 / 267		WRFM-F
	WODZ-F	O	13 / 3.2	3.8	3.2	4.4	282 / 11.4	12.2	12.3	16 / 329	A	WODZ-F
11	WOWB-FF	CHR	9 / 2.2	2.1	2.2	2.4	203 / 8.2	7.9	6.6	9 / 211		WOWB-FF
12	WUTQ-AA	ST	8 / 2.0	1.0	1.0	2.0	121 / 4.9	2.8	4.0	8 / 125	A	WUTQ-AA

12+ FM Share (Metro): 83.48 % (293 of 351) (Fall 96: 78.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKLL-F	1 WLZW-F <	1 WLZW-F	1 WLZW-F <	1 WLZW-F	1 WFRG-F	1 WFRG-F	1 WFRG-F	1 WLZW-F	1 WLZW-F <	1 WFRG-F
2 WSKS-F >	2 WOUR-F	2 WFRG-F	2 WFRG-F	2 WFRG-F >	2 WLZW-F >	2 WLZW-F >>	2 WLZW-F >	WFRG-F	2 WKLL-F	2 WLZW-F >
3 WWHT-F >	3 WKLL-F	3 WOUR-F	3 WOUR-F	3 WOUR-F	3 WIBX	3 WIBX <	3 WOUR-F >	3 WOUR-F >	3 WOUR-F	3 WOUR-F <
	4 WFRG-F <	4 WRCK-F <	4 WRCK-F >	4 WRCK-F	4 WOUR-F <	4 WSKS-F <	4 WSKS-F <	4 WSKS-F <	4 WSKS-F <	4 WSKS-F
	5 WSKS-F	5 WKLL-F	5 WSKS-F <	5 WSKS-F >	5 WRFM-F	5 WOUR-F <	5 WRCK-F <	5 WKLL-F	5 WFRG-F <	5 WKLL-F <
		WRCK-F >>	WSKS-F >>	6 WKLL-F	6 WKLL-F <	6 WTLB	6 WRCK-F	6 WKLL-F	6 WRCK-F >	6 WIBX >
					7 WODZ-F >	7 WSKS-F	7 WKLL-F	7 WIBX		7 WIBX
							WTLB			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrmte
1 WLZW-F	1 WLZW-F >>	1 WLZW-F >>	1 WLZW-F >>	1 WLZW-F >>	1 WKLL-F	1 WOUR-F	1 WOUR-F >	1 WOUR-F	1 WFRG-F	1 WIBX >
2 WSKS-F >	2 WSKS-F >	2 WFRG-F	2 WSKS-F <	2 WFRG-F	2 WOUR-F >>	2 WKLL-F	2 WRCK-F	WFRG-F >	2 WOUR-F >	2 WFRG-F
3 WOWB-FF >	3 WOWB-FF	WSKS-F	3 WFRG-F >	3 WSKS-F >	3 WFRG-F	3 WRCK-F	3 WKLL-F	3 WRCK-F	3 WRCK-F	WLZW-F >
4 WKLL-F	WFRG-F	WRCK-F >	4 WOUR-F	4 WODZ-F	WRCK-F	4 WFRG-F >>	WFRG-F >>	4 WKLL-F <	4 WLZW-F	4 WSKS-F
	5 WKLL-F	5 WKLL-F	5 WODZ-F	5 WOUR-F	WYYY-F	5 WSKS-F	5 WSKS-F >	5 WLZW-F >	5 WKLL-F >	
	WOUR-F >>	6 WOUR-F	WRCK-F	WRCK-F >	WLZW-F >>	6 WLZW-F	6 WLZW-F	6 WSKS-F	6 WSKS-F	
		WRCK-F >	WKLL-F			WAQX-F				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBUG-F	C	101.1	Ft. Plain	0.5	2.8	2	76	WAQX-F	AOR	95.7	Manlius	1.5	4.7	10	196
WLFH	C	1230	Little Falls	1.0	3.0	4	76	WBBS-F	C	104.7	Fulton	0.5	2.7	10	155
WRUN	SPRTS	1150	Utica	0.5	1.7	2	42	WGY	FS	810	Schenectady	0.5	2.0	11	158
WVVC-F	G	100.7	Utica	0.7	2.3	4	62	WMCR-F	AC	106.3	Oneida	0.5	1.6	2	68
WXUR-F	O	92.7	Herkimer	1.2	6.1	5	150	WNSS	N	1260	Syracuse	0.5	1.5	3	49
								WNTQ-F	CHR	93.1	Syracuse	1.5	5.3	13	281
								WQBJ-F	AOR-NR	103.5	Cobleskill	1.0	5.3	7	196
								WRDS-F	B/AC	102.1	Phoenix	0.5	1.4	3	45
								WSYR	FS	570	Syracuse	1.7	4.3	17	235
								WWHT-F	CHR	107.9	Syracuse	1.5	4.7	9	220
								WYYY-F	AC	94.5	Syracuse	1.0	2.5	7	136

UTICA-ROME

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (1)	58 (3)	58 (4)	16.5 %	19.4 %	Dame	29.5 %	31.8 %	26.0 %
AOR/Classic/NR	0 (0)	89 (5)	89 (5)	25.4 %	22.0 %	WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTQ-AM			
Black/Urban	0 (0)	2 (1)	2 (1)	0.6 %	0.0 %	Forever	35.5 %	41.3 %	52.4 %
CHR	0 (0)	48 (5)	48 (5)	13.7 %	11.3 %	WFRG-FM, WIBX-AM, WLZW-FM, WODZ-AM, WODZ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Radio Corp.	14.7 %	14.9 %	15.1 %
Country	4 (1)	62 (3)	66 (4)	18.8 %	17.5 %	WKLL-FM, WRCK-FM, WTLB-AM			
Full Service	9 (2)	0 (0)	9 (2)	2.6 %	2.5 %		79.7 %	88.0 %	93.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	22 (2)	0 (0)	22 (2)	6.3 %	9.6 %				
Oldies	0 (0)	18 (2)	18 (2)	5.1 %	5.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	3 (1)	3 (1)	0.9 %	2.5 %				
Soft AC/EZ	0 (0)	13 (1)	13 (1)	3.7 %	2.5 %				
Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.6 %				
Standards	21 (3)	0 (0)	21 (3)	6.0 %	6.5 %				
Totals	58 (10)	293 (21)	351 (31)						

AM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Station
WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	\$21.00	Katz	Forever
WRNY	1350	0.5 kw/0.057 kw	See WUTQ				Rome
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	\$<20.00	Allied	Radio Corp.
WUTQ	1550	1 kw/0.003 kw	Standards	CNN, Westwd	\$<20.00	Christal	Dame

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency	Station
WFRG	104.3	100 kw @ 495	Country		\$37.00	Katz	Forever
WKLL	94.9	34 kw @ 567	AOR		\$<20.00	Allied	Radio Corp.
WLZW	98.7	25 kw @ 659	AC/Soft AC	CBS, Westwd	\$39.00	Katz	Forever
WODZ	97.9	7.4 kw @ 604	Oldies	ABC	\$20.00	Katz	Forever
WOUR	96.9	19.5 kw @ 790	AOR		\$28.00	—	Dame
WOWB	105.5	2.3 kw @ 528	CHR		\$<20.00	Roslin	Little Falls
WOWZ	97.9	1.5 kw @ 670	See WOWB-F				Whitesboro
WRCK	107.3	50 kw @ 500	AOR/Classic AOR	ABC	\$21.00	Allied	Radio Corp.
WRFM	93.5	6 kw @ 240	Soft AC	ABC	\$<20.00	Christal	Dame
WSKS	102.5	27 kw @ 650	CHR	CNN	\$<20.00	Christal	Dame

Notes:

Jim Duncan

Comments: Listening levels are up slightly over last year

VISALIA-TULARE-HANFORD

Arbitron Rank: 106 Pop (12+): 374,900	Stations: 35 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,166/322:1/48.4%	Household Income: \$31,941
MSA Pop: NA	Sample Target: 1,170	Total Retail Sales: \$2.7 Bil.
DMA: Fresno (#56)	% Below Line: 61.1	#1 Biller: NA
Average Persons Rating: 15.4	% Not Listed: 19.3	#1 Billing Portfolio: NA
Market TSL In Hours: 21.00	Pop per Station: 41,656	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	KBOS-F	CHR	67 / 9.8	10.6	13.1	11.0	942 / 25.1	22.4	26.5		KBOS-F
2	KMJ	N/T	38 / 6.6	6.4	9.0	8.1	384 / 10.3	10.7	11.6		KMJ
3	KFSO-F	O	36 / 6.0	6.1	5.5	5.7	523 / 13.9	16.2	15.3		KFSO-F
4	KJUG-F	C	33 / 5.7	7.3	7.6	6.4	409 / 10.9	12.7	13.4		KJUG-F
5	KSO-F	SAC	32 / 5.5	5.4	4.6	6.0	506 / 13.5	12.3	10.5		KSO-F
	KFRR-F	AOR-NR	32 / 5.5	3.8	4.6	4.8	522 / 13.9	11.2	12.6		KFRR-F
7	KSKS-F	C	29 / 5.0	4.3	5.3	5.0	402 / 10.7	10.0	10.4		KSKS-F
8	KSEQ-F	CHR	21 / 3.6	2.4	2.3	2.9	451 / 12.0	7.3	8.2		KSEQ-F
9	KIOO-F	CL AOR	19 / 3.3	3.5	2.1	2.9	291 / 7.8	7.9	6.3		KIOO-F
10	KOQO-AF	SP	18 / 3.1	4.3	3.0	3.8	247 / 6.6	9.6	8.3		KOQO-AF
11	KRNC-F	SP	13 / 2.2	1.9	0.9	0.9	189 / 5.0	4.3	3.2		KRNC-F
	KJUG	C	13 / 2.2	1.4	0.7	0.5	189 / 4.6	3.5	2.5		KJUG
	KMPH-F	N/T	13 / 2.2	1.4	1.8	1.7	250 / 6.7	6.0	6.8		KMPH-F
	KRZR-F	AOR	13 / 2.2	3.0	2.6	3.6	259 / 6.9	6.4	8.5		KRZR-F
15	KISV-F	CHR	12 / 2.1			0.5	201 / 5.4				KISV-F
	KVSR-F	AC-NR	12 / 2.1	2.3	1.6	0.3	237 / 6.3	6.2	3.7		KVSR-F
17	KOJJ-F	SP	10 / 1.7	1.6	2.3	1.0	182 / 4.9	6.0	4.6		KOJJ-F

12+ FM Share (Metro): 82.23 % (384 of 467) (Fall 96: 81.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBOS-F >>	1 KBOS-F >	1 KBOS-F >	1 KSKS-F	1 KFSO-F	1 KMJ	1 KBOS-F <	1 KMJ	1 KBOS-F >	1 KBOS-F >>	1 KBOS-F >
2 KOQO-AF	2 KFRR-F >	2 KFRR-F	2 KFSO-F <	2 KJUG-F	2 KFSO-F >	2 KMJ	2 KBOS-F <	2 KSO-F <	2 KSKS-F <	2 KJUG-F
KFRR-F	3 KJUG-F	3 KSKS-F	3 KBOS-F	3 KSKS-F	3 KSO-F <	3 KFRR-F <	3 KSO-F	3 KFSO-F <	3 KFRR-F >	3 KFSO-F <
KSEQ-F >	4 KSEQ-F	4 KJUG-F	KJUG-F <	4 KSO-F <	4 KSKS-F <	4 KFSO-F <	KFSO-F	4 KFRR-F <	4 KJUG-F <	4 KSKS-F <
	5 KSO-F	KSO-F <	5 KSO-F <	5 KMJ	5 KJUG-F >	5 KJUG-F	5 KJUG-F	5 KMJ	5 KFSO-F	5 KFRR-F
	6 KIOO-F	KFSO-F	6 KFRR-F	6 KFRR-F	6 KMPH-F <	6 KSO-F <	6 KSKS-F	6 KJUG-F <	6 KSEQ-F <	6 KSEQ-F
	KSKS-F	7 KIOO-F <	7 KMJ	7 KFRR-F	7 KBOS-F	7 KSKS-F	7 KFRR-F	7 KSKS-F	7 KSO-F <	7 KSO-F
	KRZR-F		8 KIOO-F	8 KIOO-F >	KJUG	8 KOQO-AF	8 KIOO-F	8 KSEQ-F <	KMJ <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovnrte
1 KBOS-F >>	1 KBOS-F >	1 KJUG-F	1 KBOS-F >	1 KJUG-F	1 KBOS-F >>	1 KBOS-F	1 KFRR-F	1 KBOS-F <	1 KFSO-F	1 KJUG-F <
2 KSEQ-F	2 KSEQ-F	2 KFRR-F	2 KSO-F	2 KBOS-F	2 KFRR-F >	2 KFRR-F >	2 KIOO-F	2 KFRR-F	KMJ <	2 KBOS-F <
3 KSKS-F	KJUG-F	KBOS-F	KJUG-F <	KSO-F	3 KISV-F	3 KIOO-F	KBOS-F	3 KIOO-F	3 KIOO-F	3 KMJ
KFRR-F >	4 KFRR-F	4 KSO-F	4 KSKS-F	4 KFSO-F <	4 KRZR-F >	4 KRZR-F >	4 KJUG-F	KSKS-F	4 KSKS-F	4 KSKS-F
	5 KISV-F	5 KSEQ-F	5 KSEQ-F	5 KSKS-F >	5 KOJJ-F	5 KJUG-F	KVSR-F	5 KMJ	5 KFRR-F	
	KVSR-F	6 KSKS-F	KRNC-F >	KFRR-F	6 KFRR-F	KSEQ-F	6 KISV-F	6 KSKS-F	KFSO-F	6 KJUG-F
	KSO-F			7 KFSO-F >	7 KRNC-F	KIOO-F >>	KVSR-F	KRZR-F	7 KRZR-F	7 KSO-F
							KSKS-F	KMJ >		KMPH-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
KCRZ-F	O	104.9	Tipton	1.0	2.8	KCHJ	SP	1010	Delano	0.9	2.2
KGEN-F	SP	94.5	Hanford	0.3	2.2	KERI	REL	1180	Wasco	0.3	0.8
KSLK-F	J	96.1	Visalia	0.7	2.8	KFRE	N/T	940	Fresno	1.0	3.3
KTIP	T	1450	Porterville	0.7	3.1	KIGS	SP	620	Hanford	1.2	1.4
						KJFX-F	AOR	95.7	Fresno	1.4	5.1
						KKDJ-F	SP	98.5	Delano	1.0	1.7
						KLBN-F	SP	105.1	Aubery	0.3	1.0
						KNAX-F	C	97.9	Fresno	0.3	2.6
						KNBR	SPRTS	680	San Francisco	0.3	1.6
						KRDU	REL	1130	Dinuba	0.7	1.4
						KTHT-F	AC/CHR	102.7	Fresno	0.5	2.3
						KUZZ-AF	C	107.9	Bakersfield	0.7	3.7

VISALIA-TULARE-HANFORD

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	15 (2)	15 (2)	3.2 %	2.8 %	Buckley KIOO-FM, KSEQ-FM	6.9 %	6.8 %	%
AOR/Classic/NR	0 (0)	72 (4)	72 (4)	15.4 %	15.2 %		6.9 %	6.8 %	%
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	90 (3)	90 (3)	19.3 %	17.2 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	14 (2)	67 (4)	81 (6)	17.3 %	19.6 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	13 (3)	50 (6)	63 (9)	13.5 %	10.7 %				
Jazz	0 (0)	4 (1)	4 (1)	0.9 %	0.4 %				
News/Talk	48 (3)	13 (1)	61 (4)	13.1 %	16.1 %				
Oldies	0 (0)	41 (2)	41 (2)	8.8 %	7.4 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %				
Religion/Gospel	6 (2)	0 (0)	6 (2)	1.3 %	1.1 %				
Soft AC/EZ	0 (0)	32 (1)	32 (1)	6.9 %	8.3 %				
Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals	83 (11)	384 (24)	467 (35)						

AM Stations

KJUG	1270	5 kw/1 kw (DA-N)	Country	ABC	\$ NA	Western
------	------	------------------	---------	-----	-------	---------

FM Stations

KIOO	99.7	24 kw @ 689	AOR	Westwd	\$ NA	D&R	Buckley	Porterville
KJUG	106.7	1.2 kw @ 2550	Country		\$ NA	Western		
KOJJ	100.5	3.1 kw @ 466	Hispanic	Westwd	\$ NA	Interep		E. Porterville
KSEQ	97.1	17 kw @ 777	CHR		\$ NA	D&R	Buckley	
KSLK	96.1	4.74 kw @ 360	Jazz		\$ NA	Roslin		

Notes: Other ranked stations – See Fresno . . . There is no TSA for the market . . . KCRZ-F is LMA'd to KJUG-AF . . . 8/97 KSEQ-F changed from AC to CHR as "Q-97" . . . 12/97 KTHX (1400; Visalia) sold by Americom to Capstar for \$_____

Jim Duncan
Comments:

WASHINGTON, DC

Arbltron Rank: 8 Pop (12+): 3,559,500	Stations: 35 / 31	Last Year's Revenue: \$195,600,000
MSA Rank: 5	Diarles: 4,583/777:1/51.8%	Household Income: \$64,369
MSA Pop: 4,590,000	Sample Target: 4,030	Total Retail Sales: \$47.3 Bil.
DMA: 7	% Below Line: 2.1	#1 Biller: WPGC-F \$19,500,000
Average Persons Rating: 16.5	% Not Listed: 15.5	#1 Billing Portfolio: CBS \$52,300,000
Market TSL In Hours: 21.50	Pop per Station: 114,823	

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WKYS-F	B	369 / 6.3	5.9	5.9	5.1	4.8	5.8	5250 / 14.7	14.8	13.6	401 / 6120	G WKYS-F
2 WPGC-F	B/CHR	328 / 5.6	6.3	5.8	6.5	6.1	6.0	5996 / 18.8	17.1	16.8	369 / 7092	J WPGC-F
3 WHUR-F	B/AC	307 / 5.2	5.7	5.8	5.6	5.6	5.6	4838 / 13.0	12.9	13.4	334 / 5060	G WHUR-F
4 WMZQ-F	C	300 / 5.1	5.0	5.0	4.5	6.0	4.9	4221 / 11.9	11.4	13.6	360 / 5296	J WMZQ-F
5 WJFK-F	T/J	267 / 4.5	3.6	2.8	3.4	3.6	3.6	4240 / 11.9	7.9	11.0	313 / 4937	J WJFK-F
6 WRQX-F	AC/CHR	252 / 4.3	3.9	3.7	3.9	3.6	3.9	5168 / 14.5	13.1	13.0	292 / 6218	I WRQX-F
7 WASH-F	AC	247 / 4.2	3.9	4.6	3.8	4.9	4.1	4498 / 12.6	12.4	12.7	273 / 5187	I WASH-F
8 WBIG-F	O	238 / 4.1	4.4	4.7	4.5	3.7	4.4	4531 / 12.7	13.1	12.3	284 / 5485	H WBIG-F
9 WMAL	FS/T	238 / 4.1	4.2	3.6	4.9	4.7	4.2	3663 / 10.3	9.9	10.1	275 / 4193	I WMAL
10 WGMS-F	CL	238 / 4.0	3.0	4.1	4.0	3.7	3.8	3501 / 9.8	9.2	8.9	252 / 3797	H WGMS-F
11 WMMJ-F	B/AC	238 / 4.0	3.9	4.1	4.2	4.2	4.1	3013 / 8.5	10.0	8.7	239 / 3110	H WMMJ-F
12 WWDC-F	AOR	235 / 4.0	3.2	3.5	3.0	3.5	3.4	4948 / 13.9	13.5	13.3	292 / 6251	H WWDC-F
13 WGAY-F	SAC	219 / 3.7	4.2	3.9	4.5	2.9	4.1	4430 / 12.4	12.4	9.6	256 / 5115	F WGAY-F
14 WWZZ-F	CHR	205 / 3.5	3.8	4.4	4.5	3.8	4.0	5402 / 15.2	15.2	14.9	260 / 6723	C WWZZ-F
15 WJZW-F	J	198 / 3.4	3.6	3.4	3.8	3.1	3.5	3301 / 9.3	9.1	8.9	227 / 3690	H WJZW-F
16 WTOP	N	171 / 2.9	3.0	2.9	2.9	3.4	2.9	4211 / 11.8	13.8	13.2	192 / 4890	I WTOP
17 WARW-F	CL AOR	152 / 2.6	2.6	2.4	2.0	2.1	2.4	3536 / 9.9	9.4	7.7	198 / 4497	G WARW-F
18 WHFS-F	AOR-NR	135 / 2.3	2.4	2.6	2.3	3.1	2.4	4099 / 11.5	11.8	11.9	187 / 5468	I WHFS-F
19 WOL	B/T	68 / 1.2	1.2	1.0	1.1	1.0	1.1	522 / 1.5	1.6	1.8	68 / 527	D WOL
20 WTEM	SPRTS	65 / 1.1	1.0	1.0	1.1	1.0	1.0	1629 / 4.6	4.9	4.5	72 / 1846	E WTEM

12+ FM Share (Metro): 85.06 % (4218 of 4959) (Fall 96: 82.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKYS-F	1 WKYS-F	1 WKYS-F	1 WHUR-F <	1 WHUR-F	1 WMZQ-F <	1 WJFK-F	1 WKYS-F <	1 WKYS-F <	1 WKYS-F	1 WHUR-F <
2 WPGC-F >	2 WPGC-F	2 WPGC-F	2 WJFK-F	2 WJFK-F <	2 WMAL <	2 WKYS-F <	2 WMZQ-F <	2 WPGC-F	2 WPGC-F >	2 WKYS-F <
3 WWZZ-F >	3 WJFK-F	WJFK-F <	3 WASH-F <	3 WMZQ-F <	3 WBIG-F <	WHUR-F	3 WMAL <	3 WJFK-F <	3 WHUR-F	3 WPGC-F <
4 WWDC-F	4 WHUR-F <	4 WHUR-F <	4 WRQX-F	4 WRQX-F <	4 WHUR-F	4 WMAL <	4 WJFK-F <	4 WMZQ-F <	4 WMMJ-F <	4 WMZQ-F <
	5 WWZZ-F <	5 WRQX-F <	WMZQ-F	5 WASH-F	WGMS-F <	5 WPGC-F <	5 WRQX-F <	5 WWDC-F <	5 WASH-F <	5 WMMJ-F
	6 WRQX-F	6 WMZQ-F <	6 WMMJ-F <	WBIG-F <	6 WGAY-F <	6 WMZQ-F <	6 WGMS-F	6 WWZZ-F	6 WWDC-F <	6 WGMS-F <
	7 WHUR-F	7 WASH-F <	7 WKYS-F <	7 WMMJ-F	7 WMMJ-F <	7 WRQX-F <	WASH-F <	WRQX-F	7 WWZZ-F <	7 WWZZ-F
	8 WASH-F	8 WWDC-F	8 WBIG-F	8 WPGC-F <	8 WASH-F <	8 WBIG-F <	8 WGMS-F	8 WMZQ-F	8 WMZQ-F	
	WHFS-F	9 WMMJ-F <	WPGC-F <	9 WKYS-F <	9 WTOP <		WBIG-F <	WBIG-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WKYS-F	1 WKYS-F	1 WKYS-F	1 WASH-F <	1 WHUR-F <	1 WKYS-F >	1 WKYS-F <	1 WJFK-F >	1 WJFK-F	1 WJFK-F >	1 WHUR-F
2 WPGC-F	2 WPGC-F	2 WASH-F <	2 WHUR-F	2 WASH-F	2 WPGC-F <	2 WJFK-F	2 WPGC-F <	2 WKYS-F	2 WBIG-F <	2 WKYS-F
3 WWZZ-F >	3 WRQX-F	3 WRQX-F <	3 WRQX-F	3 WRQX-F <	3 WWDC-F	3 WPGC-F	3 WKYS-F	3 WWDC-F <	3 WMZQ-F	3 WPGC-F <
4 WRQX-F >	4 WWZZ-F <	4 WPGC-F <	WKYS-F	4 WMMJ-F <	4 WJFK-F >	4 WWDC-F >	4 WWDC-F	4 WPGC-F	WHUR-F <	4 WMMJ-F
5 WHFS-F	5 WASH-F <	5 WMMJ-F <	5 WPGC-F <	5 WMZQ-F	5 WWZZ-F >	5 WWZZ-F	5 WHUR-F <	5 WARW-F <	5 WARW-F <	
	WHUR-F <	6 WHUR-F	6 WHUR-F	6 WMZQ-F <	6 WBIG-F	6 WHFS-F	6 WHFS-F <	6 WMZQ-F <	6 WWDC-F <	
	7 WMZQ-F <	7 WWDC-F	7 WWDC-F	7 WMMJ-F	7 WGAY-F <	7 WARW-F <	7 WWZZ-F	7 WHUR-F <	7 WPGC-F	
	8 WASH-F <	8 WMMJ-F <	8 WJFK-F <	8 WWZZ-F	8 WKYS-F <	8 WRQX-F <	WARW-F <	8 WBIG-F	WRQX-F <	
	9 WWDC-F	9 WMZQ-F	9 WMZQ-F				9 WRQX-F >	WRQX-F	9 WKYS-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WACA	SP	1540	Wheaton, MD 0.4 0.9 23 328
WAFY-F	AC	103.1	Middletown, MD 0.3 0.9 21 341
WAVA-F	REL	105.1	Arlington, VA 0.9 3.6 71 1744
WFRE-F	C	99.9	Frederick, MD 0.6 2.0 90 1472
WPGC	B/G	1580	Morningside, MD 0.7 2.1 44 775
WTOP-F	N	94.3	Warrenton, VA 0.4 2.2 28 936
WUPP-F	C	107.7	Warrenton, VA 0.3 1.8 36 922
WWDC	ST	1260	Washington 0.5 1.4 31 517
WWRC	T	980	Washington 0.9 3.5 61 1417
WWVZ-F	CHR	103.9	Frederick, MD 0.2 1.0 29 583
WYCB	B/G	1340	Washington 0.9 2.2 50 774

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFLS-F	C	93.3	Fredericksburg 0.7 2.1 81 1275
WINC-F	CHR/AC	92.5	Winchester, VA 0.3 1.9 76 1606
WYYY-F	AOR	97.9	Baltimore 0.5 2.7 103 2146
WXYV-F	CHR/B	102.7	Baltimore 0.6 4.0 79 2384

WASHINGTON, DC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	518 (3)	518 (3)	10.4 %	10.6 %	ABC/Disney	11.8 %	12.1 %	18.0 %
AOR/Classic/NR	0 (0)	552 (4)	552 (4)	11.1 %	11.0 %	WJZW-FM, WMAL-AM, WRQX-FM			
Black/Urban	68 (1)	1240 (4)	1308 (5)	26.4 %	25.8 %	Bonnevillie	10.6 %	8.0 %	11.2 %
CHR	0 (0)	273 (4)	273 (4)	5.5 %	4.8 %	WGMS-FM, WTOP-AM, WWWZ-FM, WWZZ-FM			
Classical	0 (0)	236 (1)	236 (1)	4.8 %	4.4 %	CBS	15.7 %	16.3 %	27.1 %
Country	0 (0)	400 (4)	400 (4)	8.1 %	9.6 %	WARW-FM, WHFS-FM, WJFK-FM, WPGC-AM, WPGC-FM			
Full Service	238 (1)	0 (0)	238 (1)	4.8 %	5.9 %	Chancellor	19.1 %	21.4 %	25.0 %
Hispanic	22 (1)	0 (0)	22 (1)	0.4 %	1.4 %	WASH-FM, WBIG-FM, WGAY-FM, WMZQ-FM, WTEM-AM, WWRC-AM			
Jazz	0 (0)	198 (1)	198 (1)	4.0 %	3.7 %	Radio One, pend.	12.4 %	10.9 %	8.8 %
News/Talk	224 (2)	290 (2)	514 (4)	10.4 %	9.4 %	WKYS-FM, WMMJ-FM, WOL-AM, WYCB-AM			
Oldies	0 (0)	238 (1)	238 (1)	4.8 %	4.4 %		69.6 %	68.7 %	90.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	93 (2)	54 (1)	147 (3)	3.0 %	3.1 %				
Soft AC/EZ	0 (0)	219 (1)	219 (1)	4.4 %	3.8 %				
Sports	65 (1)	0 (0)	65 (1)	1.3 %	1.1 %				
Standards	31 (1)	0 (0)	31 (1)	0.6 %	1.1 %				
Totals	741 (9)	4218 (26)	4959 (35)						

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Location
WMAL	630	5 kw (DA-2)	Full Svc/Talk	ABC	\$180.00	Katz	ABC/Disney
WOL	1450	1 kw	Black Talk	ABC	\$55.00	Allied	Radio One
WTEM	570	5 kw/1 kw (DA-2)	Sports	CBS, 1-on-1	\$65.00	Eastman	Chancellor Bethesda
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00	Katz	Bonneville

FM Stations

Station	Frequency	Power	Format	Company	Advertiser	Agency	Location
WARW	94.7	21 kw @ 771	Classic AOR		\$114.00	CBS	CBS Bethesda, MD
WASH	97.1	26 kw @ 686	AC		\$220.00	Banner	Chancellor
WBIG	100.3	36 kw @ 574	Oldies		\$184.00	Eastman	Chancellor
WGAY	99.5	22 kw @ 751	Soft AC		\$105.00	Interep	Chancellor
WGMS	103.5	44 kw @ 518	Classical	Westwd	\$195.00	Eastman	Bonneville
WHFS	99.1	50 kw @ 460	AOR - New Rock	AP	\$180.00	Allied	CBS Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC	\$140.00	D&R	Howard Univ.
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd	\$315.00	Infinity	CBS Manassas, VA
WJZW	105.9	28 kw @ 648	Jazz		\$183.00	Christal	ABC/Disney Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black		\$140.00	Mc-Guild	Radio One
WMMJ	102.3	2.9 kw @ 480	Black AC		\$155.00	Mc-Guild	Radio One Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country		\$320.00	Christal	Chancellor
WPGC	95.5	50 kw @ 500	Black/CHR		\$340.00	Infinity	CBS Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC	\$280.00	Katz	ABC/Disney
WWDC	101.1	22.5 kw @ 760	AOR		\$185.00	Christal	
WWZZ	104.1	22 kw @ 764	CHR		\$135.00	Sentry	Bonneville Waldorf, MD

Notes: 9/97 WTOP began simulcasting on WINX-F (94.3; Warrenton, VA); WINX-F changed calls to WTOP-F . . . 9/97 WZHF (1390) changed to Motivational as WVPA . . . 9/97 WRCY-F (107.7; Warrenton, VA) changed calls to WUPP-F; remains Country . . . 10/97 WKDL (1050; Silver Spring, MD) & WKDV (1460; Manassas, VA) sold to Mega; price NA . . . 12/97 WYCB (1340) sold to Radio One for \$3,750,000 (Blackburn)

Jim Duncan

Comments: Listening levels are fairly steady . . . Once again, Black stations hold down the top three positions in 12+ . . . WJFK-F has bounced back quickly and strongly from its Spring book lows . . . WWZZ-F had its third straight down book . . . WWDC-F has its highest share in over two years

WATERLOO-CEDAR FALLS

Arbitron Rank: 227 Pop (12+): 120,400	Stations: 20 / 10	Last Year's Revenue: \$5,600,000
MSA Rank: 272	Diaries: 825/193:1/60.6%	Household Income: \$39,292
MSA Pop: 122,000	Sample Target: 610	Total Retail Sales: \$1.47 Bil.
DMA: 87 (w/Cedar Rapids & Dubuque)	% Below Line: 14.5	#1 Biller: KKCV-F \$1,300,000
Average Persons Rating: 14.3	% Not Listed: 14.5	#1 Billing Portfolio: Connoisseur \$2,750,000
Market TSL In Hours: 19.00	Pop per Station: 12,040	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KKCV-F	C	28 / 16.3	16.3	14.4	13.7	338 / 28.1	30.2	29.6	36 / 484	C	KKCV-F
2	KOEL-F	C	21 / 12.2	8.4	9.6	12.7	277 / 23.0	19.5	22.5	55 / 719	C	KOEL-F
3	KOKZ-F	O	20 / 11.7	12.9	10.8	10.2	277 / 23.0	19.5	22.5	37 / 538	B	KOKZ-F
4	KFMW-F	AOR	16 / 9.3	12.4	9.0	12.7	270 / 22.4	27.0	26.2	42 / 790	C	KFMW-F
5	KCVM-F	CHR/AC	11 / 6.4				200 / 18.8			11 / 200		KCVM-F
6	KCRR-F	AOR/CL	10 / 5.8	7.9	7.2	7.6	207 / 17.2	15.6	16.6	11 / 264	A	KCRR-F
7	KWLO	ST	8 / 4.7	5.1	7.8	6.6	128 / 10.4	9.5	17.2	9 / 146	B	KWLO
8	KDAT-F	AC	6 / 3.5	2.3	1.8	1.5	105 / 8.7	10.0	6.3	20 / 318		KDAT-F
9	WHO	FS	5 / 2.9	2.8	3.0	3.6	104 / 8.8	6.8	7.9	23 / 482		WHO
	WMT	FS	5 / 2.9	3.9	3.6	3.1	101 / 8.4	7.6	8.0	31 / 467		WMT
	KXEL	T	5 / 2.9	1.7	3.6	5.1	85 / 7.1	7.1	8.5	10 / 144	A	KXEL

12+ FM Share (Metro): 81.63 % (120 of 147) (Fall 96: 73.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFMW-F >	1 KKCV-F	1 KKCV-F	1 KOKZ-F	1 KOKZ-F	1 KOEL-F	1 KKCV-F	1 KKCV-F	1 KKCV-F	1 KKCV-F <	1 KKCV-F
2 KCVM-F	2 KFMW-F >>	2 KOKZ-F	2 KKCV-F >	2 KKCV-F >	2 KOKZ-F	2 KOEL-F	2 KOKZ-F	2 KOKZ-F <	2 KFMW-F	2 KOEL-F >
KKCV-F >>	3 KCRR-F	3 KFMW-F >	3 KCRR-F	3 KOEL-F	3 KKCV-F >	3 KOKZ-F	3 KOEL-F >	3 KOEL-F	3 KOKZ-F >	3 KFMW-F
	4 KDAT-F	4 KCRR-F	KFMW-F	4 KCRR-F	4 KWLO >	4 KFMW-F	4 KFMW-F >	4 KCRR-F <	4 WMT	KOKZ-F >
	KCVM-F	KOEL-F	KOEL-F >	KFMW-F		5 KCVM-F	5 KCRR-F	5 KFMW-F	KCRR-F	5 KWLO
	KOKZ-F	6 KCVM-F >	6 KCVM-F >	6 KCVM-F >		6 KCRR-F	6 KCVM-F	6 KCVM-F >	KCVM-F	KCVM-F
						7 KWLO	7 KWLO	7 KDAT-F	KOEL-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 KKCV-F >>	1 KKCV-F >>	1 KKCV-F	1 KKCV-F >	1 KOKZ-F	1 KFMW-F	1 KFMW-F	1 KKCV-F	1 KKCV-F	1 KOKZ-F	1 KKCV-F >
2 KDAT-F	2 KCVM-F >	KOKZ-F >>	2 KCVM-F	2 KKCV-F >	2 KKCV-F	2 KKCV-F >>	2 KFMW-F >	2 KFMW-F	2 KKCV-F >	2 WMT
KCVM-F >>	3 KDAT-F		KOKZ-F >	3 KCVM-F	3 KCRR-F >>	3 KCRR-F >	3 KOKZ-F >>	3 KOKZ-F >	3 KFMW-F >	KFMW-F >
	KCRR-F		4 KDAT-F	KOEL-F		4 KOEL-F		4 KCRR-F >	4 KCRR-F	
	KFMW-F		KCRR-F	5 KCRR-F >		KOKZ-F >>		5 KOEL-F >>	KOEL-F >>	
	KOKZ-F >>		KOEL-F	6 KDAT-F >>						

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
AC	0 (0)	9 (3)	9 (3)	6.1 %	6.5 %	KCNZ T 1250 Cedar Falls	0.6	3.3	1 40
AOR/Classic/NR	0 (0)	28 (3)	28 (3)	19.0 %	21.6 %	KWAY-F AC 99.3 Waverly	1.2	4.5	3 90
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
CHR	0 (0)	12 (2)	12 (2)	8.2 %	0.0 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	1 (1)	51 (4)	52 (5)	35.4 %	29.5 %				
Full Service	10 (2)	0 (0)	10 (2)	6.8 %	17.3 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	8 (3)	0 (0)	8 (3)	5.4 %	0.7 %				
Oldies	0 (0)	20 (1)	20 (1)	13.6 %	2.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	8 (1)	0 (0)	8 (1)	5.4 %	4.3 %				
Totals	27 (7)	120 (13)	147 (20)						

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KHAK-F C 98.1 Cedar Rapids	0.6	2.8	22 343
KIAI-F C 93.9 Mason City	0.6	1.9	10 125
KOEL T 950 Oelwein	1.2	3.1	19 225
KRNA-F AOR 94.1 Iowa City	1.2	5.1	20 423
KROC-F CHR 106.9 Rochester, MN	0.6	1.5	7 97
KWMT C 540 Ft. Dodge	0.6	1.8	4 77
WMT-F AC 96.1 Cedar Rapids	0.6	3.6	21 340

WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
Bahakel KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM	28.6 %	32.3 %	48.0 %
Connoisseur KCRR-MF, KKCVC-FM, KOEL-AM, KOEL-FM	29.7 %	25.8 %	49.1 %
	58.3 %	58.1 %	97.1 %

AM Stations

KWLO	1330	5 kw (DA-2)	Standards	Westwd	\$<20.00	Katz	Bahakel
KXEL	1540	50 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Bahakel

FM Stations

KCRR	97.7	16 kw @ 407	AOR/Classic AOR		\$ NA	Christal	Connoisseur	Grundy Center
KCVM	96.1	3 kw @ 312	CHR/AC		\$ NA	—	KCNZ (1250)	Hudson
KFMW	107.9	100 kw @ 1804	AOR	Westwd	\$30.00	Katz	Bahakel	
KKCV	98.5	15 kw @ 423	Country		\$30.00	—	Connoisseur	Cedar Falls
KOEL	92.3	100 kw @ 991	Country		\$34.00	Banner	Connoisseur	Oelwein
KOKZ	105.7	100 kw @ 1322	Oldies		\$20.00	Katz	Bahakel	
KWAY	99.3	3 kw @ 180	AC	CNN	\$<20.00	Pates		Waverly

Notes: WHO – See Des Moines; KDAT-F, WMT – See Cedar Rapids

Jim Duncan

Comments: Listening levels are up slightly . . . new station KCVM-F debuts with a 6.4

***** FORMAT CODES *****

* AC - Adult Contemporary	G - Gospel
* AOR - Album Oriented Rock	J - Jazz and New Adult Contemporary
* B - Black (audience 75%+ Black)	N - News
* C - Country	O - Oldies
* 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
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	? - Others or Unknown

***** REVENUE LEVEL CODES *****

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

WEST PALM BEACH

Arbitron Rank: 49 Pop (12+): 879,600	Stations: 38 / 17	Last Year's Revenue: \$35,200,000
MSA Rank: 60	Diaries: 2,171/405:1/53.0%	Household Income: \$44,542
MSA Pop: 999,000	Sample Target: 2,130	Total Retail Sales: \$12.4 Bil.
DMA: 45	% Below Line: 33.3	#1 Biller: WRMF-F \$7,000,000
Average Persons Rating: 16.4	% Not Listed: 12.9	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 51,741	Fairbanks \$14,300,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WEAT-F	132 / 9.2	8.0	7.8	8.5	8.3	8.4	1621 / 18.4	16.6	19.0	185 / 2438	G	WEAT-F
2	WIRK-F	98 / 6.8	7.0	5.7	7.0	7.1	6.6	1129 / 12.8	11.8	14.8	134 / 1637	G	WIRK-F
3	WRMF-F	94 / 6.5	6.5	6.9	5.8	7.4	6.4	1307 / 14.9	14.5	14.9	140 / 2255	H	WRMF-F
4	WJBW-F	81 / 5.6	4.9	4.7	3.6	3.7	4.7	871 / 9.9	8.8	7.9	107 / 1153	B	WJBW-F
5	WEDR-F	64 / 4.4	2.6	3.7	2.7	2.5	3.4	811 / 9.2	9.0	7.5	155 / 2253		WEDR-F
6	WJNO	63 / 4.4	3.9	4.0	3.9	4.2	4.0	1012 / 11.5	9.6	9.7	89 / 1613	E	WJNO
7	WPBZ-F	55 / 3.8	4.1	4.4	4.3	5.4	4.2	997 / 11.3	12.3	12.6	81 / 1557	D	WPBZ-F
8	WBZT	47 / 3.3	2.9	3.5	3.2	3.3	3.2	659 / 7.5	7.3	7.4	53 / 782	C	WBZT
9	WMBX-F	41 / 2.8	3.0	3.2	1.1		2.5	1013 / 11.5	10.1		74 / 1590		WMBX-F
10	WKGR-F	37 / 2.6	3.5	3.2	4.4	4.2	3.4	767 / 8.7	8.6	11.4	65 / 1390	E	WKGR-F
11	WRLX-F	34 / 2.4	3.5	3.9	6.7	9.0	4.1	775 / 8.8	11.9	13.5	38 / 899	D	WRLX-F
12	WZZR-F	31 / 2.2	1.3	1.2	1.8	1.0	1.6	413 / 4.7	3.8	3.9	63 / 760		WZZR-F
13	WPOW-F	29 / 2.0	2.8	2.9	2.3	2.7	2.5	641 / 7.3	10.7	8.9	133 / 2476		WPOW-F
	WOLL-F	29 / 2.0	3.1	2.3	2.3	1.9	2.4	598 / 6.8	7.1	7.5	39 / 693	C	WOLL-F
15	WTMI-F	28 / 1.9	2.4	2.0	1.8	1.5	2.0	578 / 6.6	6.2	5.2	104 / 1669		WTMI-F
	WHQT-F	28 / 1.9	1.8	2.0	2.5	1.0	2.1	575 / 6.5	5.4	4.8	127 / 2022		WHQT-F
17	WCLB-F	27 / 1.9	1.4	2.0	1.7	2.0	1.7	663 / 7.5	7.6	7.9	58 / 1158	C	WCLB-F
	WBGG-F	27 / 1.9	1.5	2.0	1.1	1.7	1.6	491 / 5.6	6.1	6.8	145 / 2433		WBGG-F

12+ FM Share (Metro): 80.94 % (1015 of 1254) (Fall 96: 80.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPBZ-F	1 WEAT-F	1 WEAT-F	1 WRMF-F <	1 WEAT-F <	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F <	1 WIRK-F <
2 WEDR-F >	WEDR-F <	2 WRMF-F	2 WEAT-F	2 WRMF-F	2 WJBW-F	2 WRMF-F	2 WRMF-F	2 WIRK-F <	2 WIRK-F <	2 WJBW-F <
3 WPOW-F >	3 WPBZ-F	3 WIRK-F <	3 WIRK-F	3 WIRK-F >	3 WIRK-F <	3 WIRK-F	3 WIRK-F <	3 WRMF-F	3 WEDR-F <	3 WEAT-F <
	4 WRMF-F	4 WEDR-F	4 WEDR-F	4 WEDR-F	4 WRMF-F	4 WJNO	4 WJBW-F	4 WJBW-F	4 WPBZ-F	4 WEDR-F
	5 WIRK-F <	5 WPBZ-F <	5 WKGR-F	5 WKGR-F	5 WJNO	5 WCLB-F	5 WBZT	5 WPBZ-F	5 WPOW-F <	5 WRMF-F
	6 WMBX-F	6 WKGR-F <	6 WMBX-F <	6 WMBX-F <	6 WBZT >	6 WBGG-F <	6 WJNO <	6 WJNO	6 WJNO <	6 WPBZ-F
	7 WPOW-F <	7 WMBX-F	7 WZZR-F <	7 WZZR-F <		7 WJBW-F <	7 WZZR-F	7 WEDR-F <	7 WJBW-F <	7 WMBX-F
	8 WKGR-F	8 WZZR-F	8 WPBZ-F			8 WEDR-F	8 WEDR-F	8 WMBX-F	8 WMBX-F	WJNO

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WEAT-F >>	1 WEAT-F <	1 WRMF-F >	1 WEAT-F	1 WEAT-F	1 WPBZ-F >	1 WPBZ-F <	1 WEDR-F <	1 WRMF-F <	1 WRMF-F	1 WJNO
2 WPBZ-F	2 WRMF-F >	2 WIRK-F	2 WRMF-F	2 WRMF-F	2 WEDR-F	2 WEDR-F >	2 WPBZ-F	2 WPBZ-F	2 WEAT-F	WIRK-F
	WEDR-F	3 WIRK-F	3 WEAT-F	3 WIRK-F >	3 WIRK-F >>	3 WEAT-F <	3 WEAT-F	WEDR-F <	3 WKGR-F	3 WEAT-F
	WPOW-F	WEDR-F	4 WEDR-F	4 WEDR-F <	4 WEDR-F	4 WPOW-F	4 WKGR-F	4 WEAT-F <	4 WEDR-F <	4 WBZT <
	5 WRMF-F	5 WMBX-F <	5 WMBX-F	5 WMBX-F >	WMBX-F	WMBX-F	5 WZTA-F	5 WKGR-F <	5 WZZR-F	5 WEDR-F
	6 WMBX-F	6 WPBZ-F	6 WBGG-F			6 WIRK-F	6 WMBX-F	6 WZZR-F	WIRK-F	
	WIRK-F >	7 WPOW-F	WPBZ-F			WZTA-F	WRMF-F	7 WIRK-F	7 WPBZ-F	
		8 WBGG-F					8 WZZR-F			

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WDBF	ST	1420	Delray Beach	1.4 3.8 21 352
WEAT	N	850	W. Palm Beach	1.2 6.1 20 615
WJNA	ST	1230	W. Palm Beach	1.7 5.2 99 1325
WPOM	B	1600	Riviera Beach	1.5 3.3 23 297
WSBR	T	740	Boca Raton	0.3 1.8 16 388
WSWN	B	900	Belle Glade	0.8 1.5 16 173

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WAMR-F	SP	107.5	Miami	0.6 2.1 22 480
WFLC-F	AC	97.3	Miami	1.3 4.7 115 2353
WHYI-F	CHR/AC	100.7	Ft. Lauderdale	1.2 5.8 110 2485
WINZ	N	940	Miami	0.5 2.6 85 1740
WIOD	N/T	610	Miami	0.4 2.1 42 1067
WKIS-F	C	99.9	Boca Raton	1.2 4.6 150 2223
WLVE-F	J	93.9	Miami Beach	1.7 5.0 145 1968
WLYF-F	SAC	101.5	Miami	1.3 4.3 159 2388
WMXJ-F	O	102.7	Pompano Beach	1.5 6.0 130 2591
WPLL-F	AOR-P	103.5	Ft. Lauderdale	0.8 6.3 87 2270
WQAM	SPRTS	560	Miami	1.2 4.2 104 1685
WRMA-F	SP	106.7	Ft. Lauderdale	0.8 2.6 35 625
WRTO-F	SP	98.3	Coulds	0.3 1.6 13 402
WZTA-F	AOR	94.9	Miami Beach	1.6 5.0 141 2141

WEST PALM BEACH

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	154 (3)	154 (3)	12.3 %	8.5 %	CBS	22.6 %	23.8 %	37.2 %
AOR/Classic/NR	0 (0)	185 (6)	185 (6)	14.8 %	16.8 %	WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM			
Black/Urban	33 (2)	92 (2)	125 (4)	10.0 %	6.7 %	Clear Channel	7.9 %	9.7 %	17.6 %
CHR	0 (0)	46 (2)	46 (2)	3.7 %	4.4 %	WBZT-AM, WKGR-FM, WOLL-FM			
Classical	0 (0)	28 (1)	28 (1)	2.2 %	1.0 %	Fairbanks	16.9 %	16.5 %	40.6 %
Country	0 (0)	142 (3)	142 (3)	11.3 %	11.7 %	WCLB-FM, WJNA-AM, WJNO-AM, WRLX-FM, WRMF-FM			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		47.4 %	50.0 %	95.4 %
Hispanic	0 (0)	26 (3)	26 (3)	2.1 %	1.9 %				
Jazz	0 (0)	25 (1)	25 (1)	2.0 %	2.5 %				
News/Talk	145 (6)	0 (0)	145 (6)	11.6 %	13.2 %				
Oldies	0 (0)	51 (2)	51 (2)	4.1 %	4.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	0 (0)	185 (3)	185 (3)	14.8 %	20.5 %				
Sports	17 (1)	0 (0)	17 (1)	1.4 %	1.4 %				
Standards	44 (2)	81 (1)	125 (3)	10.0 %	6.6 %				
Totals	239 (11)	1015 (27)	1254 (38)						

AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$34.00	Katz	Clear Channel	
WJNO	1040	10 kw/1 kw (DA-2)	News/Talk	CNN	\$73.00	Allied	Fairbanks	Boynton Beach

FM Stations

WCLB	95.5	100 kw @ 982	Country	Westwd, ABC	\$39.00	Mc-Guild	Fairbanks	Fl. Pierce
WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00	Katz	CBS	
WIRK	107.9	100 kw @ 340	Country	ABC	\$115.00	Katz	CBS	
WJBW	99.5	6 kw @ 308	Standards		\$25.00	Roslin	Panamedia	Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR	UPI	\$75.00	Clr Chnl	Clear Channel	Fl. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Katz	CBS	Jensen Beach
WOLL	94.3	13 kw @ 453	Oldies		\$38.00	Allied	Clear Channel	Riviera Beach
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00	Christal	CBS	Indiantown
WRLX	92.1	7 kw @ 499	Soft AC		\$48.00	Allied	Fairbanks	
WRMF	97.9	100 kw @ 1350	AC		\$135.00	Allied	Fairbanks	

Notes: 9/97 The WJNO calls and News/Talk format moved from 1230 to 1040; the WJNA calls and Standards format moved from 1040 to 1230 . . . 10/97 American Radio Systems sold these stations to CBS: WEAT-F for \$34,000,000; WIRK-F for \$32,000,000; WMBX-F for \$13,000,000; WMBX-F for \$13,000,000; WPBZ-F for \$15,000,000; WTPX-F for \$10,000,000 . . . 11/97 WEAT (850) sold to Jim Hilliard for \$1,500,000 . . . 12/97 WEAT changed calls to WDJJ . . . 1/98 WTPX-F sold by ARS/CBS to Jim Hilliard for \$12,500,000 . . . 2/98 WTPX-F came on the air with a Standards format

Jim Duncan

Comments: Total listening to radio is off slightly . . . WRLX-F suffered its fourth straight down book and is at its lowest share ever . . . Listening to Black/Urban stations is up to 10%, yet there is no local Black FM station

WHEELING

Arbitron Rank: 218 Pop (12+): 132,100	Stations: 19 / 12	Last Year's Revenue: \$6,400,000
MSA Rank: 228	Diaries: 641/206:1/53.0%	Household Income: \$33,540
MSA Pop: 156,000	Sample Target: 640	Total Retail Sales: \$1.4 Bil.
DMA: 141 (w/Steubenville)	% Below Line: 10.8	#1 Biller: NA
Average Persons Rating: 13.4	% Not Listed: 9.6	#1 Billing Portfolio:
Market TSL In Hours: 17.75	Pop per Station: 11,008	Capstar \$4,500,000

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1	WOVK-F	C	33 / 18.7	15.7	23.8		447 / 33.8	31.4		49 / 710	WOVK-F
2	WOMP-F	CHR	23 / 13.0	12.5	10.6		381 / 27.3	27.7		43 / 746	WOMP-F
3	WKWK-F	AC	18 / 9.1	9.9	10.1		280 / 19.7	21.5		33 / 435	WKWK-F
4	WEGW-F	AOR/CL	16 / 8.6	9.9	8.1		259 / 19.8	20.0		24 / 463	WEGW-F
5	WBBD	ST	11 / 6.2	5.7	3.5		148 / 11.2	9.6		13 / 172	WBBD
	WWVA	C/F5	11 / 6.2	6.8	6.6		214 / 16.2	14.2		19 / 416	WWVA
7	WRKY-F	C	9 / 5.1	4.2	4.0		186 / 14.1	10.6		72 / 769	WRKY-F
	WEEL-F	O	9 / 5.1	7.3	4.0		200 / 16.1	17.1		11 / 297	WEEL-F
9	WZNW-F	AC/CHR	8 / 4.5	4.2	5.1		203 / 16.3	11.8		12 / 296	WZNW-F
	WOMP	T	8 / 4.5	7.8	7.6		183 / 13.9	13.1		9 / 238	WOMP

12+ FM Share (Metro): 79.38 % (127 of 160) (Fall 96: NA)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOMP-F >>	1 WOVK-F >	1 WOVK-F	1 WOVK-F	1 WOVK-F >	1 WOVK-F >	1 WOVK-F >	1 WOVK-F >	1 WOVK-F	1 WOMP-F	1 WOVK-F
2 WRKY-F >>	2 WOMP-F	2 WOMP-F	2 WOMP-F	2 WKWK-F	2 WKWK-F <	2 WOMP-F	2 WOMP-F	2 WOMP-F >	2 WOVK-F	2 WOMP-F >
	3 WEGW-F	3 WEGW-F >	3 WEGW-F <	WOMP-F <	3 WWVA	3 WWVA <	3 WKWK-F	3 WEGW-F	3 WKWK-F >	3 WEGW-F
	4 WZNF-F	4 WKWK-F	4 WKWK-F >	4 WEGW-F >	4 WBBD	4 WKWK-F	WBBD	4 WKWK-F	4 WEGW-F >	WKWK-F <
		5 WZNF-F	5 WEEL-F	5 WEEL-F	5 WOMP-F	5 WEGW-F >	5 WEGW-F	5 WBBD <	5 WRKY-F	5 WWVA
			WZNF-F	WZNF-F	6 WEEL-F	6 WEEL-F <	6 WEEL-F <	6 WRKY-F		6 WRKY-F
					WOMP	7 WOMP	7 WOMP	WZNF-F		WOMP

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WOMP-F >>	1 WOMP-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F >>	1 WOVK-F >	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F
2 WOVK-F	2 WOVK-F >	WOMP-F >>	WOMP-F	WKWK-F	2 WEGW-F >>	2 WEGW-F >	WEGW-F	2 WEGW-F >	2 WEGW-F >>	WKWK-F
WBNV-F	3 WKWK-F >	3 WKWK-F >>	3 WKWK-F >	3 WOMP-F >>	3 WZNF-F	3 WZNF-F	WZNF-F >	3 WOMP-F	3 WOVE-F	WOMP-F
WRKY-F	4 WRKY-F		4 WEEL-F	4 WEEL-F	WOMP-F >	4 WOVE-F >>	4 WZNF-F	4 WZNF-F	4 WZNF-F	WZNF-F
WEGW-F	WEGW-F			5 WEGW-F >				5 WOVE-F	WOMP-F	
WZNF-F >>	WZNF-F >>								6 WKWK-F	

Format Performance	AM	FM	Total	%	Fall 96	Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
AC	0 (0)	24 (2)	24 (2)	15.0 %	11.4 %	WBNV-F SAC 93.5 Barnesville, OH	1.7	2.5	7	151
AOR/Classic/NR	0 (0)	21 (3)	21 (3)	13.1 %	17.0 %	WMJT T 1370 Moundsville	1.1	1.8	2	24
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WRKP-F REL 96.5 Moundsville	1.1	2.7	3	43
CHR	0 (0)	23 (1)	23 (1)	14.4 %	11.9 %					
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Country	0 (0)	42 (2)	42 (2)	26.3 %	32.4 %					
Full Service	11 (1)	0 (0)	11 (1)	6.9 %	7.4 %					
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
News/Talk	11 (3)	0 (0)	11 (3)	6.9 %	9.1 %					
Oldies	0 (0)	12 (4)	12 (4)	7.5 %	6.3 %					
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Religion/Gospel	0 (0)	2 (1)	2 (1)	1.3 %	0.6 %					
Soft AC/EZ	0 (0)	3 (1)	3 (1)	1.9 %	0.0 %					
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Standards	11 (1)	0 (0)	11 (1)	6.9 %	4.0 %					
Totals	33 (5)	127 (14)	160 (19)							

Other Rated Stations - Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KDKA N/T 1020 Pittsburgh	0.6	3.3	6	170
WCDK-F O 106.3 Cadiz, OH	0.6	2.0	2	103
WDVE-F AOR 102.5 Pittsburgh	2.8	5.7	19	240
WWSW-F O 94.5 Pittsburgh	0.6	2.0	8	170
WXDX-F AOR-NR 105.9 Pittsburgh	0.6	2.2	5	137
WZKL-F O 92.5 Alliance, OH	0.6	1.4	5	91

WHEELING

Consolidation Report	12+	25-54	Revenue
Associated	22.6 %	21.3 %	%
WOMP-AM, WOMP-FM, WRKY-FM			
Capstar	53.2 %	54.2 %	69.0 %
WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WWVA-AM, WZNW-FM			
	75.8 %	75.5 %	69.0 %

AM Stations

Station	Power	Frequency	Format	Network	Revenue	Service	Company
WBBD	1400	1 kw	Standards	ABC	\$ NA	Mc-Guild	Capstar
WOMP	1290	1 kw/0.033 kw	Talk	ABC, CBS, Westwd	\$<20.00	Regional	Associated
WWVA	1170	50 kw (DA-N)	Country/Full Svc	Westwd, ABC	\$24.00	Sentry	Capstar

FM Stations

Station	Power	Frequency	Format	Network	Revenue	Service	Company	Market
WEEL	95.7	1.7 kw @ 627	Oldies	ABC	\$<20.00	—	Adventure	Shadyside
WEGW	107.5	10.5 kw @ 883	AOR/Classic AOR		\$17.00	Christal	Capstar	
WKWK	97.3	50 kw @ 420	AC	Westwd, ABC	\$23.00	Christal	Capstar	
WOMP	100.5	48 kw @ 500	CHR		\$25.00	Regional	Associated	Bellaire
WOVK	98.7	50 kw @ 390	Country		\$35.00	Sentry	Capstar	
WRKY	103.5	15.9 kw @ 880	Country		\$ NA	Regional	Associated	Steubenville, OH
WZNW	105.5	13.5 kw @ 312	AC/CHR		\$<20.00	Century	Capstar	Bethelam

Notes: This is Wheeling's first Fall Arbitron . . . 9/97 WRIR-F changed from Classic AOR to Hot AC (AC/CHR) as WZNW-F ("The Zone") . . . 10/97 WCDK-F (106.3; Cadiz/Steubenville) changed from Country to Oldies

WICHITA

Arbitron Rank: 89 **Pop (12+):** 414,200
MSA Rank: 103
MSA Pop: 478,000
DMA: 63
Average Persons Rating: 15.2
Market TSL In Hours: 20.25

Stations: 20 / 20
Diaries: 1,014/408:1/54.8%
Sample Target: 1,010
% Below Line: 0.0
% Not Listed: 11.3
Pop per Station: 20,710

Last Year's Revenue: \$19,600,000
Household Income: \$42,308
Total Retail Sales: \$5.1 Bil.
#1 Billing: KFDDI-AF \$5,300,000
#1 Billing Portfolio: Great Empire \$6,800,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	KZSN-F C	53 / 8.4	11.4	9.6	7.5	9.8	9.2	766 / 18.3	18.7	19.1	75 / 1068	D	KZSN-F
	KRZZ-F AOR/CL	53 / 8.4	5.2	6.9	6.7	5.8	6.8	696 / 16.8	17.4	15.2	65 / 834	C	KRZZ-F
3	KKRD-F CHR	51 / 8.1	8.1	8.9	7.2	7.3	8.1	958 / 23.1	21.8	21.8	61 / 1201	C	KKRD-F
4	KFDI-F C	43 / 6.9	11.1	9.1	11.0	8.1	9.5	736 / 17.8	10.8	10.3	69 / 1057	G	KFDI-F
	KRBB-F AC	43 / 6.9	5.1	7.0	7.5	7.8	6.6	647 / 15.6	13.7	13.7	50 / 768	C	KRBB-F
6	KOEZ-F SAC	41 / 6.5	3.8	3.2	4.6	3.8	4.5	407 / 9.8	7.6	9.0	50 / 501	B	KOEZ-F
7	KICT-F AOR	39 / 6.2	4.1	3.8	5.8	6.6	5.0	612 / 14.8	12.5	15.2	46 / 791	C	KICT-F
8	KEYN-F O	38 / 6.1	6.1	7.5	5.6	5.7	6.3	651 / 15.7	14.5	15.6	47 / 769	C	KEYN-F
9	KDGS-F B	29 / 4.6	7.5	5.3	4.6	4.4	5.5	481 / 11.8	10.8	9.7	33 / 553	B	KDGS-F
10	KLLS-F CL HITS	24 / 3.8	4.1	4.5	4.6	5.2	4.3	438 / 10.6	11.8	13.1	27 / 502	B	KLLS-F
11	KWSJ-F J	23 / 3.7	2.8	3.4	4.7	3.2	3.6	383 / 9.2	8.6	9.0	24 / 417	B	KWSJ-F
	KFH T	23 / 3.7	2.9	2.9	2.0	4.3	2.9	393 / 9.5	7.4	9.7	29 / 508	B	KFH
13	KNSS N/T	22 / 3.6	3.5	3.4	2.9	4.4	3.3	398 / 9.6	10.1	12.8	23 / 425	C	KNSS
14	KFDI C/F5	21 / 3.3	3.8	5.9	3.8	4.0	4.2	319 / 7.7	10.8	10.3	36 / 546	*	KFDI
15	KTLI-F REL	19 / 3.0	2.9	3.5	4.1	2.6	3.4	250 / 8.0	8.1	7.4	21 / 305	A	KTLI-F
16	KYQQ-F C	14 / 2.2	2.8	3.7	2.6	1.8	2.8	328 / 7.9	8.8	8.2	19 / 430	A	KYQQ-F

12+ FM Share (Metro): 85.82 % (478 of 557) (Fall 96: 82.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KICT-F <	1 KRZZ-F	1 KRZZ-F	1 KRZZ-F	1 KRZZ-F <	1 KOEZ-F <	1 KFDI-F	1 KRZZ-F	1 KZSN-F	1 KKRD-F	1 KZSN-F <
2 KKRD-F >	2 KKRD-F	2 KZSN-F <	2 KZSN-F	2 KZSN-F	2 KFDI-F	2 KZSN-F <	2 KZSN-F <	2 KKRD-F <	2 KICT-F >	2 KOEZ-F <
3 KDGS-F >>	3 KICT-F <	3 KKRD-F	3 KKRD-F	3 KRBB-F	3 KEYN-F <	3 KRZZ-F <	3 KRBB-F	3 KRZZ-F	3 KRZZ-F	3 KKRD-F
	4 KZSN-F >	4 KICT-F	KRBB-F	4 KKRD-F <	4 KZSN-F <	4 KKRD-F <	4 KFDI-F	4 KRBB-F <	4 KOEZ-F	KFDI-F
	5 KRBB-F	KRBB-F	5 KEYN-F	5 KEYN-F	5 KRBB-F	5 KRBB-F	KOEZ-F <	5 KICT-F	KZSN-F	KRZZ-F <
	KDGS-F >	6 KEYN-F <	6 KLLS-F <	6 KLLS-F	6 KWSJ-F	6 KEYN-F <	6 KEYN-F <	6 KOEZ-F <	6 KRBB-F	6 KICT-F
		7 KDGS-F <	7 KICT-F	7 KFDI-F <	KFDI	7 KICT-F <	7 KNSS <	7 KEYN-F	7 KWSJ-F <	7 KEYN-F
		8 KLLS-F	8 KFDI-F	8 KICT-F	KRZZ-F <	8 KOEZ-F	8 KKRD-F	8 KFDI-F	8 KDGS-F	8 KDGS-F
			KDGS-F				9 KLLS-F	KDGS-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 KKRD-F >	1 KKRD-F <	1 KRBB-F	1 KZSN-F	1 KRBB-F	1 KRZZ-F >	1 KRZZ-F >	1 KRZZ-F >	1 KRZZ-F >>	1 KRZZ-F >>	1 KKRD-F
2 KZSN-F	2 KZSN-F	2 KZSN-F	2 KKRD-F <	KZSN-F	2 KICT-F	2 KICT-F	2 KICT-F	2 KKRD-F	2 KZSN-F	2 KFDI-F <
3 KICT-F	3 KRBB-F	3 KKRD-F	3 KRBB-F	3 KEYN-F	3 KKRD-F >>	3 KKRD-F >	3 KZSN-F	KICT-F <	3 KLLS-F	3 KICT-F
4 KDGS-F >	4 KDGS-F	4 KTLI-F	4 KEYN-F <	4 KKRD-F	4 KDGS-F	4 KZSN-F	4 KKRD-F >	4 KZSN-F	KKRD-F <	
5 KTLI-F >>	5 KICT-F	5 KDGS-F	5 KDGS-F	5 KDGS-F	KFH >	5 KDGS-F	5 KRBB-F	5 KFH	5 KFH	
	KTLI-F	6 KLLS-F	6 KTLI-F	KTLI-F	6 KLLS-F	KDGS-F	KLLS-F	KICT-F <		
		KRZZ-F	7 KICT-F	7 KFDI-F	KLLS-F	KLLS-F	7 KEYN-F	7 KFDI-F <		
				KLLS-F	KFOI-F >>			8 KRBB-F		
				KRZZ-F				KNSS		

Other Rated Stations			Metro Cume Share Rating	TSA AQH Cume
KANR-F	N	92.7 Belle Plaine	0.5 2.1	3 113
KAYY-F	AC/CHR	98.7 Clearwater	0.8 4.1	6 201
KMYR	ST	1410 Wichita	1.3 1.4	8 58
KQAM	SPRTS	1480 Wichita	0.8 4.4	5 189

WICHITA

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	48 (2)	48 (2)	8.6 %	8.8 %	Capstar	20.0 %	22.2 %	21.7 %
AOR/Classic/NR	0 (0)	92 (2)	92 (2)	16.5 %	14.0 %	KKRD-FM, KNSS-AM, KRZZ-FM			
Black/Urban	0 (0)	29 (1)	29 (1)	5.2 %	5.0 %	Great Empire	22.4 %	20.1 %	34.3 %
CHR	0 (0)	51 (1)	51 (1)	9.2 %	8.3 %	KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KYQQ-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	5.4 %	5.0 %	4.0 %
Country	0 (0)	110 (3)	110 (3)	19.7 %	24.1 %	KAYY-FM, KDGS-FM			
Full Service	21 (1)	0 (0)	21 (1)	3.8 %	4.5 %	Triathlon	23.5 %	28.8 %	26.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KFH-AM, KOAM-AM, KRBB-FM, KWSJ-FM, KZSN-FM			
Jazz	0 (0)	23 (1)	23 (1)	4.1 %	3.6 %		71.3 %	76.1 %	86.8 %
News/Talk	45 (2)	3 (1)	48 (3)	8.6 %	12.2 %				
Oldies	0 (0)	62 (2)	62 (2)	11.1 %	12.2 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	19 (1)	19 (1)	3.4 %	2.9 %				
Soft AC/EZ	0 (0)	41 (1)	41 (1)	7.4 %	4.3 %				
Sports	5 (1)	0 (0)	5 (1)	0.9 %	0.0 %				
Standards	8 (1)	0 (0)	8 (1)	1.4 %	0.0 %				
Totals	79 (5)	478 (15)	557 (20)						

AM Stations

Station	Freq	Power	Time	Format	Network	Revenue	Advertiser	Agency
KFDI	1070	10 kw/1 kw (DA-N)		Country/Full Svc.	ABC	\$45.00	Allied	Great Empire
KFH	1330	5 kw (DA-N)		Talk	CBS, Westwd, ABC	\$<20.00	Katz	Triathlon
KNSS	1240	1 kw		News/Talk	Westwd, CNN, CBS	\$27.00	D&R	Capstar

FM Stations

Station	Freq	Power	Time	Format	Network	Revenue	Advertiser	Agency	
KDGS	93.9	25 kw @ 328		Black		\$ NA	---	KAYY-F	Andover
KEYN	103.7	100 kw @ 860		Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Triathlon	
KFDI	101.3	100 kw @ 1140		Country	ABC	\$58.00	Allied	Great Empire	
KICT	95.1	100 kw @ 897		AOR	ABC	\$38.00	Allied	Great Empire	
KKRD	107.3	100 kw @ 860		CHR		\$45.00	D&R	Capstar	
KLLS	104.5	46 kw @ 515		Classic Hits	Westwd	\$<20.00	---	Great Empire	Augusta
KOEZ	92.3	100 kw @ 640		Soft AC	Westwd	\$24.00	---		Newton
KRBB	97.9	100 kw @ 993		AC		\$42.00	Christal	Triathlon	
KRZZ	96.3	50 kw @ 492		AOR/Classic Rock		\$40.00	D&R	Capstar	Derby
KTLI	99.1	100 kw @ 515		Cont. Christian	USA	\$<20.00	Salem		El Dorado
KWSJ	105.3	100 kw @ 993		Jazz		\$ NA	Katz	Triathlon	Hayesville
KYQQ	106.5	100 kw @ 1280		Country	ABC	\$20.00	---	Great Empire	Arkansas City
KZSN	102.1	100 kw @ 1032		Country		\$60.00	Katz	Triathlon	Hutchinson

Notes: *KFDI's revenue is included with KFDI-F . . . 10/97 The KOAM calls & format moved to 1480 (formerly KZSN); the 1410 changed to Standards as KMYR (under new ownership)

Jim Duncan

Comments: Listening levels are down slightly . . . KRZZ-F jumped into a first-place tie as it records its highest share in many years . . . KFDI-F, on the other hand, has its lowest share in many, many years

WILKES BARRE-SCRANTON

Arbitron Rank: 63 **Pop (12+):** 635,800
MSA Rank: 82
MSA Pop: 630,000
DMA: 49
Average Persons Rating: 16.3
Market TSL In Hours: 21.75

Stations: 44 / 34
Diaries: 1,327/479:1/54.3%
Sample Target: 1,270
% Below Line: 7.8
% Not Listed: 13.1
Pop per Station: 18,700

Last Year's Revenue: \$22,200,000
Household Income: \$35,244
Total Retail Sales: \$5.6 Bil.
#1 Biller: WKRZ-F \$5,000,000
#1 Billing Portfolio:
 Sinclair Bcst. Grp. \$8,730,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spq 97	Wln 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spq 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WKRZ-FF	CHR	134 / 12.9	13.1	11.8	11.7	12.4	2053 / 32.3	32.7	28.0	158 / 2497	G	WKRZ-FF
2	WMGS-F	AC	102 / 9.8	7.4	7.1	6.5	9.3	1218 / 19.2	16.1	18.4	113 / 1388	D	WMGS-F
3	WGGY-F	C	89 / 8.6	8.7	10.4	10.7	9.3	1095 / 17.2	19.1	21.1	111 / 1439	D	WGGY-F
4	WEZX-F	AOR/CL	59 / 5.7	5.6	5.9	5.1	6.4	889 / 14.0	13.7	13.2	63 / 963	C	WEZX-F
5	WBHT-F	CHR	49 / 4.7	4.2	3.7	4.3	3.6	1081 / 16.7	15.7	13.1	54 / 1145	B	WBHT-F
	WILK	T	49 / 4.7	3.7	3.2	4.4	4.4	627 / 9.9	8.4	9.6	49 / 645	B	WILK
7	WZMT-FF	AOR	45 / 4.3	5.6	5.4	4.2	4.5	838 / 13.2	12.7	12.0	58 / 1146	B	WZMT-FF
8	WEJL-AA	ST/FS	39 / 3.8	3.5	3.8	4.7	3.2	594 / 9.3	8.6	7.7	40 / 625	A	WEJL-AA
	WNAK	ST/FS	39 / 3.8	3.0	3.4	4.4	3.4	300 / 4.7	5.2	4.8	40 / 315	B	WNAK
10	WSGD-FF	O	34 / 3.3	3.2	1.8	2.5	4.0	525 / 8.3	5.9	7.0	44 / 665	B	WSGD-FF
11	WARM	FS	29 / 2.8	2.9	3.4	3.9	3.5	615 / 9.7	9.7	11.5	33 / 717	C	WARM
12	WQFM-F	O	25 / 2.4	2.4	2.3	1.5	1.4	482 / 7.3	6.6	4.2	25 / 467	A	WQFM-F
13	WWSH-FF	SAC	21 / 2.0	2.3	3.0	2.0	1.9	487 / 7.7	8.4	7.0	23 / 538		WWSH-FF
14	WODE-F	O	19 / 1.8	1.8	1.8	1.0	1.5	298 / 4.7	4.6	3.7	33 / 540		WODE-F
	WSBG-F	CHR	19 / 1.8	2.4	1.8	1.4	1.4	387 / 5.8	5.9	4.9	19 / 383	A	WSBG-F

12+ FM Share (Metro): 77.89 % (701 of 900) (Fall 96: 78.54 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHT-F	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WMGS-F	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF
2 WKRZ-FF >>	2 WZMT-FF	2 WMGS-F >	2 WMGS-F >	2 WMGS-F >	2 WKRZ-FF	2 WMGS-F	2 WMGS-F	2 WMGS-F	2 WMGS-F <	2 WGGY-F <
	3 WGGY-F	3 WEZX-F <	3 WGGY-F	3 WGGY-F	3 WGGY-F	3 WGGY-F	3 WGGY-F	3 WGGY-F >	3 WBHT-F <	3 WMGS-F
	4 WMGS-F	4 WGGY-F <	4 WEZX-F	4 WEZX-F	4 WILK	4 WZMT-FF	4 WILK >	4 WEZX-F	4 WGGY-F <	4 WEZX-F
	5 WEZX-F	5 WZMT-FF >	5 WZMT-FF	5 WZMT-FF	5 WNAK <	5 WEZX-F <	5 WEZX-F	5 WBHT-F	5 WEZX-F >	5 WBHT-F <
	6 WBHT-F >>	6 WBHT-F	6 WSGD-FF	6 WSGD-FF	6 WEJL-AA	6 WILK <	6 WBHT-F <	6 WZMT-FF <	6 WZMT-FF	6 WNAK <
		7 WSGD-FF	7 WBHT-F	7 WBHT-F <	7 WEJL-AA	7 WEJL-AA	7 WSGD-FF	7 WNAK <	7 WARM	7 WEJL-AA
		8 WILK	8 WILK	8 WILK	8 WARM	8 WZMT-FF	8 WSGD-FF	8 WSGD-FF	8 WSGD-FF	8 WSGD-FF
			9 WQFM-F	9 WQFM-F	9 WBHT-F <	9 WILK <	9 WILK <	9 WILK <	9 WILK	9 WILK

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovmit
1 WKRZ-FF	1 WKRZ-FF >>	1 WKRZ-FF	1 WKRZ-FF	1 WMGS-F	1 WZMT-FF >>	1 WZMT-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF >
2 WMGS-F	2 WGGY-F <	2 WGGY-F >	2 WMGS-F >	WKRZ-FF >	2 WEZX-F	2 WKRZ-FF >>	2 WZMT-FF	2 WZMT-FF <	2 WMGS-F	2 WGGY-F <
3 WBHT-F	3 WMGS-F	3 WMGS-F	3 WGGY-F >	3 WGGY-F >	3 WKRZ-FF	3 WEZX-F	3 WGGY-F >>	3 WEZX-F <	3 WEZX-F <	3 WMGS-F <
4 WEZX-F	4 WEZX-F	WEZX-F	4 WEZX-F <	4 WEZX-F <	4 WBHT-F	WGGY-F	4 WMGS-F >	4 WMGS-F >	4 WGGY-F	4 WGGY-F
5 WGGY-F	5 WBHT-F >	5 WZMT-FF	5 WBHT-F >	5 WSGD-FF	5 WMGS-F	5 WMGS-F	5 WGGY-F >	5 WGGY-F >	5 WZMT-FF	5 WZMT-FF
	WSBG-F	WBHT-F	6 WZMT-FF	6 WBHT-F >	6 WBHT-F	6 WBHT-F	6 WBHT-F <	6 WBHT-F <	6 WQFM-F	6 WQFM-F
		WRNJ-F >>	WSGD-FF	WSGD-FF			7 WSGD-FF	7 WSGD-FF	7 WSGD-FF	7 WSGD-FF
							WQFM-F <	WQFM-F <	WILK	WILK

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAZL	T	1490	Hazleton	0.6 1.2 6 85
WEMR-F	AC	107.7	Tunkhannock	0.4 1.3 7 200
WGBI	T	910	Scranton	0.4 2.1 4 133
WHCY-F	C	106.3	Blairstown, NJ	0.7 1.9 10 169
WHLM-F	AC/CHR	106.5	Bloomsburg	1.2 4.7 28 574
WICK	EZ	1400	Scranton	0.8 4.0 8 252
WJMW	ST	550	Bloomsburg	0.4 0.9 4 70
WKAB-F	O	103.5	Berwick	1.3 3.5 15 241
WKXP-F	C	95.9	Benton	0.5 1.5 6 110
WVPO	ST	840	Stroudsburg	1.4 0.9 14 60
WWDL-F	SAC	104.9	Scranton	0.7 2.5 9 175
WYCK	EZ	1340	Wilkes Barre	0.1 0.6 1 40

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	0.6 1.8 8 150
WAEB-F	CHR	104.1	Allentown	0.5 2.4 19 325
WCTO-F	C	96.1	Easton	0.5 1.7 14 255
WILQ-F	C	105.1	Williamsport	1.3 2.2 33 327
WKSB-F	AC	102.7	Williamsport	0.4 1.5 40 523
WLEV-F	AC	100.7	Allentown	0.6 1.1 12 188
WNNJ-F	AC	103.7	Newton, NJ	0.6 2.0 10 181
WRNJ-F	C	107.1	Belvidere, NJ	0.9 2.4 9 158
WZZO-F	AOR	95.1	Allentown	0.8 3.0 18 359

WILKES BARRE-SCRANTON

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report			
						12+	25-54	Revenue	
AC	0 (0)	130 (5)	130 (5)	14.4 %	13.6 %	Citadel	21.0 %	25.5 %	23.3 %
AOR/Classic/NR	0 (0)	112 (4)	112 (4)	12.4 %	14.0 %	WARM-AM, WAZL-AM, WCDL-AM, WDLS-FM, WEMR-AM, WEMR-FM, WMGS-FM, WSGD-FM, WZMT-FM			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Local	1.5 %	0.9 %	%
CHR	0 (0)	211 (6)	211 (6)	23.4 %	20.7 %	WICK-AM, WWDL-FM, WYCK-AM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Shamrock	11.9 %	11.3 %	9.9 %
Country	0 (0)	140 (7)	140 (7)	15.6 %	17.0 %	WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM			
Full Service	107 (5)	0 (0)	107 (5)	11.9 %	8.2 %	Sinclair Bcst Group, pend.	28.6 %	29.4 %	39.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WGBI-AM, WGGY-FM, WILK-AM, WILP-AM, WKRF-FM, WKRF-FM, WKXP-FM, WWFH-FM, WWSH-FM			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		63.1 %	67.1 %	72.5 %
News/Talk	65 (6)	0 (0)	65 (6)	7.2 %	8.9 %				
Oldies	0 (0)	80 (4)	80 (4)	8.9 %	8.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Soft AC/EZ	9 (2)	28 (3)	37 (5)	4.1 %	5.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	18 (2)	0 (0)	18 (2)	2.0 %	3.8 %				
Totals	199 (15)	701 (29)	900 (44)						

AM Stations

Station	Power	Frequency	Service	Comments	Advertiser	Agency	Location
WARM	590	5 kw (DA-2)	Full Service	Westwd, Talknt	\$30.00	Eastman	Citadel
WBAX	1240	1 kw	See WEJL				Wilkes Barre
WEJL	630	0.5 kw/32 w	Standards/Full Svc.	ABC, Westwd	\$<20.00	Christal	Shamrock
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00	Katz	Sinclair Bcst Gp
WNAK	730	1 kw/0.012 kw	Standards/Full Svc.	Westwd	\$24.00	K&P	Nanticoke

FM Stations

Station	Power	Frequency	Service	Comments	Advertiser	Agency	Location
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman	Mountaintop
WDLS	93.7	1.5 kw @ 697	See WSGD-F				Dallas
WEZX	106.9	1.45 kw @ 617	AOR/Classic	ABC, Westwd	\$44.00	Christal	Shamrock
WGGY	101.3	7 kw @ 1110	Country		\$59.00	Katz	Sinclair Bcst Gp
WKQV	95.7	0.3 kw @ 1010	See WZMT-F				Olyphant
WKRF	107.9	5.7 kw @ 335	See WKRF-F				Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$100.00	Katz	Sinclair Bcst Gp
WMGS	92.9	5.3 kw @ 1383	AC		\$60.00	Eastman	Citadel
WQFM	92.1	0.76 kw @ 663	Oldies		\$<20.00	Eastman	Shamrock
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Nassau
WWFH	103.1	1.4 kw @ 679	See WWSH-F				Sinclair Bcst Gp
WWSH	102.3	3 kw @ 72	Soft AC	JRN	\$<20.00	—	Sinclair Bcst Gp
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Citadel
							Hazleton

Notes: WODE-F – See Allentown . . . 8/97 WEMR-AF sold to Citadel for \$1,000,000 . . . 9/97 WEMR-F changed from Classic Hits to simulcasting WBHT-F . . . 10/97 WKQV-F changed from simulcasting WARM to simulcasting WZMT-F . . . 10/97 WCDL/WDLS-F/WSGD-F sold to Citadel for \$6,000,000 . . . 11/97 WKXP-F changed from Country to simulcasting WGGY-F . . . 12/97 WKXP-F changed calls to WGGI-F . . . 1/98 WKQV (1550) changed from simulcasting WARM to Sports . . . 2/98 WGGI-F (95.9; Benton) sold to Sinclair Broadcast Group for \$850,000

Jim Duncan

Comments: Listening levels are steady with the year-ago figures . . . WKRZ-F is such a steady, reliable performer; it is a superb radio station . . . WARM continues to decline – now to below a three share

WILMINGTON, DE

Arbitron Rank: 74 Pop (12+): 516,400	Stations: 33 / 9	Last Year's Revenue: \$15,200,000
MSA Rank: 92	Diaries: 1,315/393:1/47.7%	Household Income: \$51,204
MSA Pop: 552,000	Sample Target: 1,330	Total Retail Sales: \$5.6 Bil.
DMA: Philadelphia (#4)	% Below Line: 50.0	#1 Biller: WJBR-F \$5,800,000
Average Persons Rating: 15.2	% Not Listed: 11.8	#1 Billing Portfolio: Delmarva \$6,800,000
Market TSL In Hours: 20.00	Pop per Station: 57,378	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level		
1	WSTW-F	CHR/AC	75 / 9.5	7.3	10.7	7.9	8.8	1126 / 21.8	21.7	23.9	79 / 1218	F	WSTW-F
2	WJBR-F	AC	65 / 8.3	10.7	9.8	11.0	10.6	929 / 18.0	21.4	22.2	69 / 1010	G	WJBR-F
3	WUSL-F	B	56 / 7.1	5.7	6.3	6.5	6.7	803 / 15.6	12.8	13.6	60 / 867		WUSL-F
4	WYSP-F	T/CL AOR	42 / 5.3	6.6	5.2	4.8	4.4	883 / 16.7	18.2	16.2	43 / 901		WYSP-F
5	WRDX-F	AOR	35 / 4.5	5.1	4.5	4.2	4.2	542 / 10.5	12.1	11.4	43 / 691		WRDX-F
6	WJBR	ST	28 / 3.6	1.9	2.6	2.7	2.4	341 / 8.8	5.3	5.0	28 / 352	A	WJBR
	WXCY-F	C	28 / 3.6	3.0	3.5	3.2	1.9	338 / 6.5	7.1	6.0	28 / 338		WXCY-F
8	WILM	N/T	27 / 3.4	3.7	3.1	2.8	4.1	487 / 9.0	10.1	9.5	27 / 467	D	WILM
	WOGL-F	O	27 / 3.4	3.5	3.7	4.6	2.6	570 / 11.0	10.0	10.2	31 / 616		WOGL-F
10	WJZ-F	J	25 / 3.2	3.3	2.1	2.2	2.5	443 / 8.8	6.7	7.6	25 / 455		WJZ-F
11	WXTU-F	C	24 / 3.1	2.9	2.2	2.8	4.0	440 / 8.5	8.6	8.0	24 / 446		WXTU-F
	WDEL	FS	24 / 3.1	3.3	2.9	3.1	3.6	505 / 9.8	9.8	10.5	25 / 530	D	WDEL

12+ FM Share (Metro): 84.70 % (587 of 693) (Fall 96: 84.61 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WUSL-F >>	1 WUSL-F >	1 WSTW-F >	1 WSTW-F >	1 WJBR-F <	1 WUSL-F >	1 WYSP-F <	1 WSTW-F	1 WSTW-F	1 WUSL-F >>	1 WUSL-F
2 WPLY-F	2 WSTW-F >	2 WUSL-F <	2 WYSP-F <	2 WJBR-F	2 WYSP-F >	2 WSTW-F	2 WJBR-F >	2 WUSL-F <	2 WJBR-F	2 WJBR-F <
3 WIOQ-F	3 WYSP-F <	3 WYSP-F	3 WJBR-F	3 WYSP-F	3 WILM	3 WJBR-F >	3 WRDX-F <	3 WJBR-F <	3 WSTW-F	3 WSTW-F >
4 WPHI-F	4 WRDX-F >	4 WJBR-F <	4 WRDX-F	4 WRDX-F	4 WJBR <	4 WILM <	4 WJBR <	4 WRDX-F	4 WRDX-F	4 WRDX-F
5 WSTW-F >	5 WPLY-F <	5 WRDX-F >	5 WDAS-F <	5 WOGL-F <	5 WOGL-F <	5 WUSL-F >	5 WUSL-F	5 WJZ-F <	5 WJZ-F	5 WDAS-F <
	6 WIOQ-F	6 WDAS-F <	6 WUSL-F	6 WUSL-F	6 WDEL <	6 WJBR <	6 WXCY-F	6 WXCY-F <	6 WIOQ-F	6 WYSP-F
		7 WXCX-F		WDAS-F <	7 WWDB-F	7 WRDX-F		7 WPLY-F <		
				8 WXCX-F <	WJZ-F	WDEL <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WUSL-F >>	1 WUSL-F >	1 WSTW-F	1 WSTW-F	1 WJBR-F <	1 WUSL-F >	1 WYSP-F	1 WRDX-F >	1 WSTW-F	1 WSTW-F <	1 WUSL-F >
2 WIOQ-F	2 WSTW-F >	2 WUSL-F	2 WJBR-F	2 WSTW-F >>	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F <	2 WJBR-F <
3 WSTW-F	3 WIOQ-F	3 WYSP-F	3 WUSL-F >	3 WXCX-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WRDX-F >	3 WRDX-F >>	3 WWDB-F <
4 WXTU-F	4 WYSP-F	4 WDAS-F	4 WXCX-F	4 WDAS-F <	4 WUSL-F >>	4 WUSL-F >	4 WUSL-F >	4 WUSL-F >	4 WMGK-F	4 WSTW-F
5 WPLY-F	5 WJBR-F	5 WJBR-F	5 WDAS-F <	5 WUSL-F	5 WYSP-F >>	5 WYSP-F >	5 WMGK-F	5 WMGK-F	5 WMGK-F	5 WJBR-F
6 WPLY-F	6 WYSP-F	6 WYSP-F	6 WYSP-F <	6 WOGL-F	6 WYSP-F <	6 WYSP-F <	6 WYSP-F <	6 WYSP-F <	6 WYSP-F <	6 WYSP-F <
7 WXTU-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F	7 WIOQ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WDSB-F	C	92.9	Smyrna	1.9 6.7 44 681
WJKS-F	CHR/B	101.7	Canton, NJ	0.4 1.6 7 133

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KYW	N	1060	Philadelphia	0.6 3.6 7 239
WBEB-F	AC	101.1	Philadelphia	1.7 6.6 13 339
WDAS-F	B/AC	105.3	Philadelphia	3.1 7.8 27 418
WERQ-F	B/CHR	92.3	Baltimore	0.4 2.3 7 202
WIOQ-F	CHR	102.1	Philadelphia	2.4 10.6 20 576
WIP	SPRTS	610	Philadelphia	1.8 6.0 14 311
WYYY-F	AOR	97.9	Baltimore	1.5 3.8 14 215
WMGK-F	CL HITS	102.9	Philadelphia	2.3 9.2 18 486
WMMR-F	AOR	93.3	Philadelphia	1.9 10.1 15 542
WNAP	REL	1110	Norristown, PA	0.4 0.9 3 48
WOCT-F	CL HITS	104.3	Baltimore	0.9 2.7 9 204
WPEN	ST/FS	950	Philadelphia	0.6 1.9 5 109
WPHI-F	B	103.9	Jenkinlown, PA	1.4 5.8 11 297
WPLY-F	CHR-NR	100.3	Media, PA	2.8 12.8 23 735
WQSR-F	O	105.7	Catonsville, MD	1.0 3.6 14 229
WRDR-F	ST	104.9	Egg Harbor, NJ	0.4 1.6 4 91
WWDB-F	T	96.5	Philadelphia	2.9 7.4 30 419
WXXM-F	AC/CHR	95.7	Philadelphia	0.8 3.7 6 197
WYXR-F	AC/CHR	104.5	Philadelphia	1.0 5.4 8 298

WILMINGTON, DE

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	92 (4)	92 (4)	13.3 %	13.8 %	Capstar WSDS-FM, WJBR-AM, WJBR-FM, WRDX-FM	18.3 %	18.0 %	39.5 %
AOR/Classic/NR	0 (0)	104 (4)	104 (4)	15.0 %	5.0 %		Delmarva WDEL-AM, WSTW-FM, WXCX-FM	16.2 %	17.8 %
Black/Urban	0 (0)	94 (4)	94 (4)	13.6 %	12.7 %				
CHR	0 (0)	119 (4)	119 (4)	17.2 %	18.1 %				
Classical	0 (0)	0 (0)	0 (0)	0.0 %	2.2 %		34.5 %	35.8 %	84.2 %
Country	0 (0)	67 (3)	67 (3)	9.7 %	11.9 %				
Full Service	29 (2)	0 (0)	29 (2)	4.2 %	4.9 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	25 (1)	25 (1)	3.6 %	2.3 %				
News/Talk	32 (2)	23 (1)	55 (3)	7.9 %	13.8 %				
Oldies	0 (0)	60 (4)	60 (4)	8.7 %	9.3 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.4 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Sports	14 (1)	0 (0)	14 (1)	2.0 %	1.8 %				
Standards	28 (1)	3 (1)	31 (2)	4.5 %	3.6 %				
Totals	106 (7)	587 (26)	693 (33)						

AM Stations

WDEL	1150	5 kw (DA-2)	Full Service	CNN	\$37.00	Eastman	Delmarva
WILM	1450	1 kw	News/Talk	CBS, Westwd	\$39.00	Savalli	
WJBR	1290	2.5 kw/0.032 kw	Standards	AP, Westwd	\$<20.00	Katz	Capstar

FM Stations

WSDS	92.9	1.7 kw @ 377	Country		\$ NA	Katz	Capstar	Smyrna
WJBR	99.5	50 kw @ 500	AC	AP, Westwd	\$122.00	Katz	Capstar	
WJKS	101.7	3 kw @ 300	CHR/Black		\$ NA	Mc-Guild		Cantbn, NJ
WRDX	94.7	50 kw @ 360	AOR	Westwd	\$45.00	Allied	Capstar	Dover
WSTW	93.7	50 kw @ 491	CHR/AC		\$101.00	Eastman	Delmarva	
WXCX	103.7	50 kw @ 341	Country	Westwd	\$ NA	Eastman	Delmarva	Havra de Grace, MD

Notes: Other ranked stations – See Philadelphia or Baltimore . . . 10/97 WNNN-F (101.7; Canton, NJ) changed from Religion to Dance CHR (CHR/B) as WJKS-F ("Kiss FM") . . . 10/97 The WSDS-F calls & format moved from 94.7 to 92.9 (ex-WYHH); the 94.7 became AOR WRDX-F

Jim Duncan

Comments: Listening levels are down sharply (-9.5% in the last year) . . . WSTW-F recovered from its weak Spring book . . . It is WJBR-F's turn to take a fall and they did -- to their lowest share in over three years . . . WJBR had its highest share in many years

WILMINGTON, NC

Arbitron Rank: 178 Pop (12+): 182,800	Stations: 26 / 13	Last Year's Revenue: \$7,000,000
MSA Rank: 198	Diaries: 701/261:1/55.5%	Household Income: \$34,967
MSA Pop: 208,000	Sample Target: 610	Total Retail Sales: \$2.6 Bil.
DMA: 155	% Below Line: 22.8	#1 Biller: WGNI-F \$1,800,000
Average Persons Rating: 13.8	% Not Listed: 15.5	#1 Billing Portfolio: Cape Fear/Sea-Comm \$4,750,000
Market TSL in Hours: 18.50	Pop per Station: 14,062	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WRQR-F	AOR	22 / 8.7	6.7	5.4	3.5	297 / 16.2	16.4	15.4	24 / 346	A	WRQR-F
2	WMNX-F	B	21 / 8.3	13.0	10.9	11.7	357 / 19.5	19.0	19.6	31 / 507	C	WMNX-F
3	WGNI-F	AC	19 / 7.5	11.1	14.5	12.1	394 / 21.6	22.4	24.0	32 / 515	C	WGNI-F
4	WKOO-F	O	17 / 6.8	4.0	5.4	4.7	274 / 15.0	12.6	11.2	23 / 388	B	WKOO-F
	WSFM-F	AOR	17 / 6.8	6.3	6.2	7.4	269 / 14.7	15.4	17.0	20 / 320	C	WSFM-F
6	WWQQ-F	C	16 / 6.4	6.3	8.7	7.8	277 / 15.1	13.4	21.4	17 / 322	C	WWQQ-F
7	WAAV	T	12 / 4.8	4.3	4.0	5.9	179 / 9.8	8.7	8.8	13 / 202	A	WAAV
8	WKXB-F	C	11 / 4.4	6.7	4.3	5.5	214 / 11.7	12.6	11.4	14 / 303	B	WKXB-F
9	WLTT-F	SAC	10 / 4.0	2.0	2.2	2.3	136 / 7.4	4.4	4.8	11 / 160		WLTT-F
10	WXQR-F	AOR	8 / 3.2	4.7	3.6	4.3	162 / 8.9	12.0	10.7	10 / 228	A	WXQR-F
	WZFX-F	B	8 / 3.2	2.8	2.9	3.5	193 / 10.6	8.4	9.1	35 / 434		WZFX-F
	WAAV-F	B/AC	8 / 3.2	1.6	0.4	0.8	119 / 6.5	5.6	2.5	8 / 132		WAAV-F
13	WCCA-F	O	7 / 2.8	1.2	1.8	1.6	131 / 7.1	5.1	3.1	7 / 163		WCCA-F
14	WLGX-F	B/O	6 / 2.4	2.0			53 / 2.9	3.5		6 / 53		WLGX-F
	WZXS-F	ST	6 / 2.4	1.6	1.1	2.0	88 / 4.8	5.3	2.8	9 / 132		WZXS-F
16	WMFD	T	5 / 2.0	0.8	2.9	1.6	83 / 4.5	3.1	3.9	5 / 87		WMFD
	WQSL-F	CHR	5 / 2.0	2.0	2.9	2.3	147 / 8.0	8.1	7.9	9 / 230		WQSL-F

12+ FM Share (Metro): 91.08 % (194 of 213) (Fall 96: 91.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMNX-F	1 WRQR-F	1 WRQR-F	1 WRQR-F	1 WRQR-F	1 WKOO-F <	1 WRQR-F >	1 WRQR-F	1 WMNX-F <	1 WMNX-F <	1 WMNX-F
WSFM-F >	2 WSFM-F	2 WGNI-F <	2 WGNI-F <	2 WGNI-F <	2 WAAV	2 WGNI-F <	2 WKOO-F	2 WSFM-F <	2 WRQR-F	2 WSFM-F <
3 WZFX-F	3 WMNX-F >	3 WSFM-F	3 WKOO-F <	3 WKOO-F <	3 WKOO-F <	3 WWQQ-F <	3 WAAV	3 WGNI-F <	3 WSFM-F	3 WKOO-F <
WGNI-F >>	4 WGNI-F >	4 WMNX-F	4 WMNX-F	4 WMNX-F	4 WGNI-F	4 WMNX-F	4 WGNI-F	4 WKOO-F <	4 WKOO-F	4 WGNI-F
	5 WKOO-F	5 WKOO-F	5 WWQQ-F	5 WWQQ-F >	5 WMNX-F	5 WKOO-F	5 WMNX-F	5 WRQR-F <	5 WZFX-F	5 WWQQ-F
	WXQR-F	6 WWQQ-F	6 WXQR-F	6 WXQR-F	WRQR-F	WSFM-F <	WWQQ-F	6 WWQQ-F >	WGNI-F	WRQR-F
	WWQQ-F	7 WXQR-F	WSFM-F	WSFM-F	WLTT-F	7 WAAV <	7 WSFM-F <	7 WKXB-F >	7 WAAV	7 WZFX-F
			8 WLTT-F	8 WLTT-F	8 WKXB-F	8 WKXB-F	8 WLTT-F	8 WLTT-F <	WCCA-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WSFM-F >	1 WMNX-F >	1 WMNX-F	1 WGNI-F	1 WGNI-F	1 WSFM-F >	1 WRQR-F >	1 WRQR-F >>	1 WRQR-F >	1 WRQR-F >	1 WGNI-F
2 WAAV-F	2 WSFM-F	2 WGNI-F >>	WMNX-F >	WMNX-F >	2 WQSL-F >>	2 WSFM-F >>	2 WSFM-F >	2 WKOO-F	2 WKOO-F >	2 WWIL
WMNX-F >>	WGNI-F >	3 WWQQ-F	3 WSFM-F	3 WWQQ-F	3 WKXB-F	3 WWQQ-F	3 WSFM-F >	3 WXQR-F	3 WXQR-F	WSFM-F
	4 WRQR-F >	WKXB-F	4 WLTT-F	WLTT-F	WRQR-F	WXQR-F	4 WXQR-F	WWQQ-F	WWQQ-F	WAAV
		WKOO-F	WRQR-F	WKOO-F	WZXS-F >>	WKOO-F	WKOO-F	WMNX-F >>		
		WRQR-F	6 WWQQ-F	6 WKXB-F					WLGX-F	
		WSFM-F >>	WKXB-F	WRQR-F					WGNI-F	
			WKOO-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WWIL G 1490 Wilmington	0.8	1.7	2	30

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WEGX-F C 92.9 Dillon, SC	0.4	2.1	3	100
WJYR-F EZ 92.1 Myrtle Beach, SC	1.2	3.4	3	62
WKML-F C 95.7 Lumberton, NC	0.4	1.7	17	188
WSTS-F REL 100.9 Fairmont, NC	0.8	2.3	9	128
WVCO-F J 94.9 Loris, SC	0.4	1.7	1	31
WWSK-F AOR-NR 107.1 Mullins, SC	0.4	1.7	3	49
WXXM-F CHR 97.7 Georgetown, SC	0.8	2.0	4	72
WYAV-F CL AOR 104.1 Myrtle Beach, SC	0.8	1.6	6	69

WILMINGTON, NC

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report	12+	25-54	Revenue
AC	0 (0)	19 (1)	19 (1)	8.9 %	17.2 %	Cape Fear/Sea-Comm	27.0 %	26.9 %	66.0 %
AOR/Classic/NR	0 (0)	50 (5)	50 (5)	23.5 %	19.4 %	WGNI-FM, WKXB-FM, WMNX-FM, WFSM-FM			
Black/Urban	0 (0)	43 (4)	43 (4)	20.2 %	16.4 %	Cumulus	14.8 %	15.2 %	20.1 %
CHR	0 (0)	7 (2)	7 (2)	3.3 %	4.7 %	WAAV-FM, WQSL-FM, WWQQ-FM, WXQR-FM			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		41.8 %	42.1 %	86.1 %
Country	0 (0)	29 (4)	29 (4)	13.6 %	17.2 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	1 (1)	1 (1)	0.5 %	0.0 %				
News/Talk	17 (2)	0 (0)	17 (2)	8.0 %	9.9 %				
Oldies	0 (0)	24 (2)	24 (2)	11.3 %	8.6 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	2 (1)	2 (1)	4 (2)	1.9 %	0.4 %				
Soft AC/EZ	0 (0)	13 (2)	13 (2)	6.1 %	4.7 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Standards	0 (0)	6 (1)	6 (1)	2.8 %	1.3 %				
Totals	19 (3)	194 (23)	213 (26)						

AM Stations

Station	Power	Frequency	Format	Westwd	Cost	Owner	Location
WAAV	980	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz	Leland
WMFD	630	1 kw (DA-2)	Talk	CBS	\$ NA	—	WAHHWRQR-F

FM Stations

Station	Power	Frequency	Format	Westwd	Cost	Owner	Location
WAAV	94.1	5 kw @ 148	Black AC	Westwd		Cumulus	Leland
WCCA	106.3	6 kw @ 305	Oldies			—	Shalotte
WGNI	102.7	100 kw @ 981	AC		\$42.00	Katz	Cape Fear/SeaComm
WKXB	99.9	100 kw @ 518	Country	Westwd	\$<20.00	Christal	Cape Fear/SeaComm
WLGX	106.7	5.6 kw @ 341	Black		\$ NA	K&P	Carolina Beach
WLTT	103.7	25 kw @ 328	Soft AC		\$ NA	—	Shalotte
WMNX	97.3	100 kw @ 561	Black		\$34.00	Banner	Cape Fear/SeaComm
WRQR	104.5	4.5 kw @ 377	AOR		\$<20.00	Allied	WAHHWMFD
WFSM	107.5	32 kw @ 594	AOR		\$28.00	Mc-Guild	Cape Fear/SeaComm
WWQQ	101.3	40 kw @ 545	Country	ABC	\$27.00	Banner	Cumulus

Notes: Other ranked stations – See Greenville-New Bern or, in the Fall 1997 American Radio Small Market Edition, Myrtle Beach, SC . . . 8/97 Sea-Comm (WKXB-F/ WFSM-F) and Cape Fear (WGNI-F/WMNX-F) merged their Wilmington stations . . . 10/97 WAAV-F changed from Talk to Black AC

Jim Duncan

Comments: Listening levels are down by 12% as compared to year-ago rates . . . WRQR-F leads the market for the first time with its fourth consecutive up book . . . for the first time, there is no station in double figures as both WMNX-F and WGNI-F have sharp decreases

WORCESTER

Arbitron Rank: 112 Pop (12+): 367,200	Stations: 34 / 9	Last Year's Revenue: \$12,700,000
MSA Rank: 74	Diaries: 1,167/3151:53.4%	Household Income: \$45,992
MSA Pop: 435,000 (County)	Sample Target: 1,150	Total Retail Sales: \$4.8 Bil
DMA: Boston (#6)	% Below Line: 52.0	#1 Biller: WSRF-F \$4,400,000
Average Persons Rating: 16.2	% Not Listed: 10.8	#1 Billing Portfolio: Capstar \$6,500,000
Market TSL In Hours: 21.25	Pop per Station: 40,800	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level
1 WSRF-F	SAC	82 / 13.8	11.1	11.0	15.7	11.1	12.9	1080 / 29.4	26.7	26.0	108 / 1423	F WSRF-F
2 WTAG	FS/T	54 / 9.1	7.9	7.7	9.5	8.7	8.5	689 / 18.8	18.9	18.7	55 / 749	D WTAG
3 WXLO-F	AC	47 / 7.9	8.0	9.6	8.9	9.7	8.6	676 / 18.4	20.5	19.4	94 / 1245	E WXLO-F
4 WAAF-F	AOR-NR	46 / 7.7	8.9	6.0	5.9	8.0	7.1	626 / 17.0	19.0	17.4	105 / 1355	WAAF-F
5 WJMN-F	CHR	37 / 6.2	5.0	6.0	5.6	5.1	5.7	572 / 15.6	13.3	15.9	68 / 937	WJMN-F
6 WCRB-F	CL	27 / 4.5	3.7	4.2	3.4	3.1	4.0	414 / 11.3	9.2	10.9	38 / 635	WCRB-F
7 WZLX-F	CL AOR	25 / 4.2	5.9	4.5	3.6	4.7	4.6	349 / 9.5	12.3	12.0	43 / 716	WZLX-F
8 WQVR-F	C	19 / 3.2	3.3	2.8	1.4	1.5	2.7	252 / 6.9	6.8	4.5	30 / 405	C WQVR-F
9 WODS-F	O	18 / 3.0	3.5	4.2	3.3	2.8	3.5	327 / 8.9	11.1	11.8	30 / 748	WODS-F
WKLB-F	C	18 / 3.0	4.2	2.9	3.9	4.4	3.5	231 / 6.3	9.6	7.6	39 / 550	WKLB-F

12+ FM Share (Metro): 81.89 % (434 of 530) (Fall 96: 77.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >	1 WAAF-F <	1 WSRF-F	1 WSRF-F	1 WSRF-F >	1 WSRF-F	1 WSRF-F	1 WSRF-F >	1 WSRF-F	1 WJMN-F <	1 WSRF-F
2 WAAF-F >>	2 WXLO-F <	2 WXLO-F	2 WXLO-F >	2 WXLO-F >>	2 WTAG >>	2 WTAG >	2 WXLO-F	2 WAAF-F	2 WAAF-F	2 WJMN-F <
3 WXS-F >>	3 WSRF-F	3 WAAF-F >	3 WZLX-F <	3 WAAF-F	3 WCRB-F <	3 WXLO-F	3 WTAG	3 WTAG <	3 WSRF-F >	3 WTAG <
4 WJMN-F	4 WJMN-F	4 WAAF-F	4 WZLX-F	4 WXLO-F	4 WZLX-F	4 WAAF-F >	4 WAAF-F <	4 WJMN-F <	4 WCRB-F <	4 WXLO-F
5 WZLX-F >	WZLX-F >	5 WJMN-F	5 WJMN-F <	5 WQVR-F	5 WBCN-F	5 WZLX-F	5 WZLX-F	5 WXLO-F >	5 WTAG	5 WAAF-F
6 WBMX-F	6 WBMX-F <	6 WBCN-F	6 WODS-F	6 WKLB-F	6 WCRB-F	6 WCRB-F	6 WCRB-F	6 WCRB-F	6 WCRB-F	6 WCRB-F
7 WBCN-F	WBCN-F	WBMX-F	WBMX-F	7 WBZ	WJMN-F <	WJMN-F <	WJMN-F <	WJMN-F <	WJMN-F <	7 WKLB-F <
			WTAG	WODS-F	WODS-F	8 WZLX-F <				8 WZLX-F <

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WSRF-F	1 WXLO-F	1 WXLO-F >	1 WSRF-F	1 WSRF-F >	1 WAAF-F >>	1 WAAF-F >	1 WAAF-F	1 WAAF-F	1 WSRF-F	1 WSRF-F >
WJMN-F >	2 WSRF-F	2 WSRF-F >	2 WXLO-F >>	2 WXLO-F >>	2 WZLX-F >	2 WZLX-F >	WZLX-F >	2 WZLX-F	2 WAAF-F	2 WTAG
3 WXLO-F >	3 WJMN-F >	3 WJMN-F >	3 WJMN-F >	3 WBMX-F	3 WSRF-F	3 WJMN-F	3 WSRF-F	3 WSRF-F	WZLX-F	3 WAAF-F >
4 WXS-F	4 WXS-F	4 WBMX-F	4 WBMX-F	4 WODS-F	4 WSRF-F	4 WSRF-F	4 WSRF-F	4 WXLO-F	4 WXLO-F	4 WBZ
WAAF-F >>	5 WAAF-F	WXS-F >>	WXS-F	WJMN-F	5 WBMX-F >>	5 WBCN-F	WJMN-F	5 WBCN-F	5 WBCN-F	5 WBCN-F
	WBMX-F >>		6 WAAF-F	6 WXS-F	6 WBCN-F	WXLO-F >	6 WBCN-F	6 WJMN-F >	6 WJMN-F	6 WJMN-F
				WTAG	WAQY-F >>		7 WCRB-F >		7 WTAG	7 WTAG

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNEB REL 1230 Worcester	0.7	1.2	4 43
WORC T 1310 Worcester	0.3	1.9	2 68
WVNE REL 760 Leicester	0.7	1.7	8 138
WWTM SPRTS 1440 Worcester	0.8	3.0	5 110
WXXW-F O 98.9 Webster	0.5	1.5	6 86

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAQY-F CL AOR 102.1 Springfield	0.5	1.9	8 118
WBCN-F AOR 104.1 Boston	2.7	11.0	31 725
WBMX-F AC 98.5 Boston	2.9	10.6	21 585
WBOS-F AOR-P 92.9 Brookline	1.7	6.4	14 340
WBRU-F AOR-NR 95.5 Providence	0.8	3.0	5 143
WBZ N/T 1030 Boston	2.4	10.9	33 845
WEEI SPRTS 850 Boston	0.5	2.2	4 113
WEGQ-F CL HITS 93.7 Lawrence	1.2	4.9	14 406
WESO AC 970 Southbridge	0.7	2.0	7 148
WHJY-F AOR 94.1 Providence	0.8	2.3	11 169
WMJX-F AC 106.7 Boston	0.7	4.3	8 360
WRKO T 680 Boston	1.0	3.4	12 237
WROR-F AC 105.7 Boston	1.9	5.3	15 323
WSJZ-F J 96.9 Boston	1.7	4.8	16 263
WSNE-F AC 93.3 Taunton	0.3	1.5	2 79
WWBB-F O 101.5 Providence	0.5	2.6	5 181
WWKX-F CHR/B 106.3 Woonsocket, RI	0.3	1.6	5 122
WXS-F CHR 107.9 Medford	2.5	11.8	23 757
WXR-F AOR-NR 92.5 Haverhill	0.3	1.7	3 98

WORCESTER

Format Performance	AM	FM	Total	%	Fall 96
AC	4 (1)	81 (5)	85 (6)	16.0 %	18.9 %
AOR/Classic/NR	0 (0)	112 (8)	112 (8)	21.1 %	18.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	54 (3)	54 (3)	10.2 %	9.7 %
Classical	0 (0)	27 (1)	27 (1)	5.1 %	4.7 %
Country	0 (0)	37 (2)	37 (2)	7.0 %	6.8 %
Full Service	54 (1)	0 (0)	54 (1)	10.2 %	8.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	10 (1)	10 (1)	1.9 %	1.0 %
News/Talk	22 (3)	0 (0)	22 (3)	4.2 %	10.1 %
Oldies	0 (0)	31 (4)	31 (4)	5.8 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.8 %	0.9 %
Soft AC/EZ	4 (1)	82 (1)	86 (2)	16.2 %	12.3 %
Sports	8 (2)	0 (0)	8 (2)	1.5 %	1.7 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	96 (9)	434 (25)	530 (34)		

AM Stations

WTAG	580	5 kw (DA-2)	Full Service/Talk	CBS	\$48.00	Banner	Capstar
------	-----	-------------	-------------------	-----	---------	--------	---------

FM Stations

WQVR	100.1	2.1 kw @ 397	Country	Westwd	\$32.00	Allied	Southbridge
WSRS	96.1	16.5 kw @ 863	Soft AC		\$94.00	Sentry	Capstar
WXLO	104.5	37 kw @ 564	AC	AP	\$86.00	Mc-Guild	Deer River Fitchburg

Notes: Other ranked stations – See Boston . . . There is no Consolidation Report (no duopolies in place) . . . 8/97 WNEB sold for \$225,000 . . . 10/97 WWTM sold by American Radio Systems to CBS for \$1,000,000 . . . 11/97 WNEB changed from EZ Listening to Contemporary Christian

Jim Duncan

Comments: Listening levels are down sharply (-8% versus last year)

YORK

Arbitron Rank: 103 Pop (12+): 384,100	Stations: 39 / 11	Last Year's Revenue: \$15,100,000
MSA Rank: 134	Diaries: 1,303/295:1/58.4%	Household Income: \$42,800
MSA Pop: 445,000	Sample Target: 1,380	Total Retail Sales: \$4.0 Bil.
DMA: 44 (w/Harris., Lanc.)	% Below Line: 44.2	#1 Biller: WARM-F \$5,100,000
Average Persons Rating: 16	% Not Listed: 9.6	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 34,918	Susquehanna \$7,700,000

12+ Metro	Format	Fall 97 1/4 Share	Sum 97	Spg 97	Win 97	Fall 96	4-Book Avg	12+ Metro Cume / Rtg.	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1 WARM-F	AC	60 / 9.7	9.8	10.3	10.0	12.6	9.9	806 / 21.0	18.6	23.8	117 / 1588	F WARM-F	
2 WGTY-F	C	63 / 8.8	7.8	8.4	10.4	10.7	8.8	672 / 17.5	18.8	18.8	56 / 802	D WGTY-F	
3 WQXA-F	AOR	51 / 8.3	5.7	7.0	5.8	4.6	6.7	730 / 19.0	16.9	13.3	138 / 2104	C WQXA-F	
4 WYCR-F	CHR	33 / 5.4	6.9	6.0	6.3	4.9	6.1	668 / 17.4	20.3	18.2	48 / 1292	C WYCR-F	
	WRKZ-F	C	33 / 5.4	6.7	5.7	5.4	6.4	5.8	509 / 13.3	14.1	16.0	104 / 1736	WRKZ-F
6 WTPA-F	AOR	27 / 4.4	3.6	4.8	3.5	4.6	4.1	436 / 11.3	9.2	10.1	85 / 1367	WTPA-F	
7 WEGK-F	CL AOR	28 / 4.2	3.9	3.2	5.3	3.2	4.2	608 / 13.2	11.0	10.7	70 / 1395	B WEGK-F	
8 WROZ-F	SAC	24 / 3.9	5.5	4.8	4.8	4.1	4.7	476 / 12.4	13.4	12.0	103 / 1697	WROZ-F	
9 WSBA	FS	21 / 3.4	3.9	5.6	4.6	5.1	4.4	465 / 12.1	15.4	14.9	33 / 654	D WSBA	
10 WRVV-F	AC/CHR	20 / 3.2	3.3	3.5	3.8	2.4	3.5	340 / 8.9	9.4	7.6	102 / 1668	WRVV-F	
11 WWKL-F	O	16 / 2.4	2.4	2.7	2.5	2.9	2.5	314 / 8.2	7.9	8.0	69 / 1246	WWKL-F	
	WWMD-F	EZ	15 / 2.4	2.3	2.2	3.1	2.7	246 / 6.4	6.4	5.1	18 / 325	WWMD-F	
	WQXA	ST	15 / 2.4	1.5	1.3	1.5	1.7	130 / 3.4	3.4	4.2	15 / 130	WQXA	
	WLAN-F	CHR	15 / 2.4	1.6	1.4	1.6	1.4	421 / 11.0	8.1	6.6	76 / 1709	WLAN-F	

12+ FM Share (Metro): 85.46 % (476 of 557) (Fall 96: 82.47 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYCR-F >>	1 WQXA-F >	1 WQXA-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WQXA-F <	1 WARM-F >	1 WGTY-F <	1 WYCR-F	1 WGTY-F <
2 WQXA-F >	2 WTPA-F	2 WARM-F	2 WQXA-F <	2 WGTY-F <	2 WGTY-F >	2 WARM-F <	2 WGTY-F	2 WARM-F	2 WQXA-F	2 WARM-F <
	3 WARM-F <	3 WGTY-F	3 WGTY-F	3 WQXA-F >	3 WRKZ-F	3 WGTY-F >	3 WQXA-F	3 WQXA-F	3 WGTY-F >	3 WQXA-F
	4 WYCR-F	4 WTPA-F <	4 WTPA-F <	4 WRKZ-F	4 WSBA	4 WRKZ-F <	4 WRKZ-F <	4 WYCR-F	4 WROZ-F <	4 WYCR-F
	5 WGTY-F <	5 WEGK-F	5 WEGK-F <	5 WTPA-F <	5 WQXA-F <	5 WSBA	5 WEGK-F <	5 WTPA-F	5 WEGK-F	5 WRKZ-F
	6 WEGK-F	6 WYCR-F	6 WRVV-F	6 WEGK-F	6 WWMD-F	6 WYCR-F <	6 WTPA-F	6 WRKZ-F <	WRKZ-F <	6 WROZ-F <
	7 WYFF-F	7 WRVV-F <	7 WRKZ-F <	7 WRVV-F <	WEGK-F	7 WTPA-F <	7 WRVV-F	7 WEGK-F	7 WTPA-F	7 WTPA-F
		8 WRKZ-F	8 WYCR-F	8 WROZ-F	WROZ-F <			8 WROZ-F	WARM-F >	
			WROZ-F >					WRVV-F <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrite
1 WYCR-F >>	1 WYCR-F	1 WQXA-F	1 WARM-F >	1 WARM-F >	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F >	1 WQXA-F >	1 WQXA-F	1 WGTY-F >
2 WNNK-F	WARM-F	WARM-F	2 WGTY-F >	2 WGTY-F >	2 WRBT-F	2 WTPA-F >	2 WTPA-F >	2 WTPA-F	2 WARM-F	2 WRKZ-F
	WARM-F >	3 WQXA-F	3 WQXA-F	3 WROZ-F <	WEGK-F	3 WYFF-F	3 WARM-F	3 WEGK-F <	3 WGTY-F <	3 WARM-F
4 WEGK-F	4 WGTY-F	4 WYCR-F	WYCR-F	4 WQXA-F	WTPA-F >	4 WRBT-F	WYFF-F	4 WGTY-F	4 WTPA-F <	
	WQXA-F	WTPA-F	WRVV-F	5 WRKZ-F	5 WRKZ-F	5 WGTY-F	WEGK-F	5 WGTY-F	WARM-F >	5 WEGK-F
	WLAN-F	6 WNNK-F	WTPA-F	WROZ-F	WRVV-F	WYCR-F	WGTY-F	6 WYCR-F	6 WRKZ-F	6 WRKZ-F
	WROZ-F >>	WEGK-F		7 WRVV-F	7 WWKL-F	WLAN-F	WARM-F	WRVV-F	7 WRVV-F >	
		WROZ-F		8 WEGK-F	8 WYCR-F	WYFF-F >>				

YORK

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	83 (3)	83 (3)	14.9 %	18.4 %
AOR/Classic/NR	0 (0)	118 (6)	118 (6)	21.2 %	15.9 %
Black/Urban	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
CHR	0 (0)	63 (4)	63 (4)	11.3 %	9.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	9 (1)	132 (8)	141 (9)	25.3 %	25.8 %
Full Service	35 (2)	0 (0)	35 (2)	6.3 %	9.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (3)	0 (0)	9 (3)	1.6 %	2.3 %
Oldies	0 (0)	22 (3)	22 (3)	3.9 %	3.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	15 (2)	15 (2)	2.7 %	2.5 %
Soft AC/EZ	0 (0)	41 (3)	41 (3)	7.4 %	8.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	28 (3)	0 (0)	28 (3)	5.0 %	4.7 %
Totals	81 (9)	476 (30)	557 (39)		

Consolidation Report	12+	25-54	Revenue
Citadel WQXA-AM, WQXA-FM, WRKZ-FM	16.1 %	15.9 %	%
Hall (semi-duop) WEGK-FM, WROZ-FM	8.1 %	10.0 %	%
	24.2 %	25.9 %	%

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WGCB-F	REL	96.1	Red Lion	0.6	2.2	6 164
WGET	T	1320	Gettysburg	0.3	1.8	2 69
WHVR	ST	1280	Hanover	1.6	5.1	10 203
WOYK	C	1350	York	1.5	4.1	9 169

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBAL	N/T	1090	Baltimore	0.8	3.4	7 201
WCMB	T	1460	Harrisburg	0.3	0.8	16 264
WDAC-F	REL	94.5	Lancaster	1.8	4.7	79 945
WERQ-F	B/CHR	92.3	Baltimore	0.3	1.9	3 88
WFRE-F	C	99.9	Frederick, MD	0.6	3.3	5 148
WGRX-F	C	100.7	Westminster, MD	1.6	5.7	11 244
WHFS-F	AOR-NR	99.1	Annapolis, MD	0.3	1.0	3 44
WHP	FS	580	Harrisburg	2.3	7.0	93 1524
WHYL	ST	960	Carlisle	0.5	1.5	33 465
WHYL-F	C	102.3	Carlisle	0.5	1.3	18 327
WIOV-F	C	105.1	Ephrata	0.6	2.5	50 876
WYYY-F	AOR	97.9	Baltimore	1.6	4.8	12 235
WLIF-F	SAC	101.9	Baltimore	0.3	1.4	2 55
WNNK-F	CHR	104.1	Harrisburg	2.1	7.6	87 1630
WOCT-F	CL HITS	104.3	Baltimore	0.6	2.9	5 142
WPOC-F	C	93.1	Baltimore	1.8	3.6	11 151
WQSR-F	O	105.7	Baltimore	0.5	1.0	5 95
WRBT-F	C	94.9	Harrisburg	2.3	5.4	72 1144
WWDC-F	AOR	101.1	Washington, DC	0.3	0.9	2 33
WWMX-F	AC	106.5	Baltimore	0.5	1.3	3 52
WXYV-F	CHR/B	102.7	Baltimore	0.3	1.4	3 62

AM Stations

WQXA	1250	1 kw/0.033 kw	Standards	CBS	\$ NA	Mc-Guild	Citadel
WSBA	910	5 kw/1 kw (DA-2)	Full Service		\$52.00	Eastman	Susquehanna

FM Stations

WARM	103.3	6.4 kw @ 1305	AC	\$105.00	Eastman	Susquehanna		
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source	\$28.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Eastman	WGET	Gettysburg
WQXA	105.7	25 kw @ 705	AOR		\$27.00	Mc-Guild	Citadel	
WYCR	98.5	10.5 kw @ 928	CHR		\$40.00	Allied	WHVR	Hanover

Notes: Other ranked stations – See Harrisburg, Lancaster, or, in the Fall 1997 American Radio Small Market edition, Hagerstown . . . No revenue shares are available in the Consolidation Report due to overlap with Harrisburg and Lancaster . . . 10/97 WQXA-F shifted from New Rock to AOR . . . 1/98 WQXA changed from Standards to simulcasting WRKZ-F . . . 2/98 WGCB-F (96.1; Red Lion) changed from Religion to simulcasting WIOV-F

Jim Duncan

Comments: Listening levels are down about 4% versus last year . . . WARM-F recorded its lowest 12+ share in two years . . . WGTY-F has managed to slow its recent downtrend . . . WQXA-F jumped to its highest share in many, many years

YOUNGSTOWN-WARREN

Arbitron Rank: 91 Pop (12+): 405,600	Stations: 28 / 19	Last Year's Revenue: \$16,100,000
MSA Rank: 88	Diaries: 1,386/293/1/57.7%	Household Income: \$35,614
MSA Pop: 490,000	Sample Target: 1,320	Total Retail Sales: \$4.9 Bil.
DMA: 95	% Below Line: 8.3	#1 Biller: WQXK-F \$3,000,000
Average Persons Rating: 17.8	% Not Listed: 10.8	#1 Billing Portfolio: Jacor \$5,950,000
Market TSL in Hours: 23.50	Pop per Station: 21,347	

12+ Metro	Format	Fall 97 1/4 Share	Spg 97	Fall 96	Spg 96	Fall 95	12+ Metro Cume / Rtg	Spg 97	Fall 96	12+ TSA AQH / Cume	Revenue Level	
1	WQXK-F	85 / 11.8	14.4	14.5	11.7	12.8	1003 / 24.7	27.3	28.5	164 / 1823	E	WQXK-F
2	WKBN	73 / 10.1	9.3	10.2	11.6	10.5	731 / 18.0	17.7	19.6	95 / 1007	D	WKBN
3	WHOT-F	64 / 8.9	11.4	10.2	10.7	10.9	1143 / 28.2	29.7	28.3	92 / 1781	D	WHOT-F
4	WYFM-F	69 / 8.2	7.6	6.7	5.8	4.6	777 / 19.2	17.8	16.2	98 / 1264	C	WYFM-F
5	WBBG-F	65 / 7.6	6.8	7.0	7.3	7.6	744 / 18.3	17.6	20.3	73 / 1125	D	WBBG-F
6	WNCD-F	47 / 6.5	5.7	5.4	6.4	6.3	665 / 16.1	16.7	14.0	52 / 739	C	WNCD-F
7	WKBN-F	44 / 6.1	7.7	7.5	7.5	7.7	667 / 16.9	16.6	19.0	65 / 1056	C	WKBN-F
8	WNIO	34 / 4.7	2.6	5.1	3.0	3.4	189 / 4.7	3.8	4.4	34 / 189		WNIO
9	WRBP-F	29 / 4.0	4.7	4.7	5.5	5.7	318 / 7.8	8.5	9.2	34 / 360	B	WRBP-F
10	WWSY-F	20 / 2.8	2.3	2.2	0.8	1.2	229 / 5.6	4.4	5.4	25 / 366		WWSY-F
11	WICT-F	16 / 2.2	1.1	1.5	1.6	1.6	237 / 5.8	4.5	5.2	34 / 513		WICT-F
12	WSOM	14 / 1.9	2.6	1.5	2.7	2.8	204 / 5.0	5.9	5.8	25 / 298		WSOM
13	WENZ-F	14 / 1.9	2.1	1.9	1.8	2.0	267 / 6.6	6.8	6.6	18 / 341		WENZ-F
14	WAMO-F	13 / 1.8	4.0	2.6	1.1		234 / 5.8	8.3	7.7	29 / 446		WAMO-F
15	WRTK	11 / 1.5	1.1	1.1	1.8	0.9	261 / 6.4	6.5	5.0	12 / 295		WRTK

12+ FM Share (Metro): 74.57 % (481 of 645) (Fall 96: 75.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>	1 WNCD-F	1 WYFM-F	1 WYFM-F	1 WYFM-F <	1 WKBN	1 WKBN	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WQXK-F >
2 WAMO-F	2 WHOT-F <	2 WQXK-F <	2 WQXK-F <	2 WQXK-F <	2 WQXK-F	2 WQXK-F	2 WKBN <	2 WKBN <	2 WHOT-F	2 WHOT-F <
3 WQXK-F	3 WQXK-F	3 WNCD-F <	3 WNCD-F <	3 WBBG-F	3 WBBG-F <	3 WHOT-F	3 WYFM-F	3 WHOT-F	3 WKBN-F <	3 WKBN <
WNCD-F	4 WYFM-F >	4 WHOT-F	4 WHOT-F	4 WNCD-F <	4 WYFM-F	4 WBBG-F	4 WHOT-F <	4 WYFM-F <	4 WKBN	4 WBBG-F
5 WKBN-F	5 WBBG-F	5 WBBG-F	5 WBBG-F	5 WHOT-F	5 WNIO <	WYFM-F <	5 WBBG-F <	5 WBBG-F	WYFM-F <	WYFM-F
	6 WKBN-F	6 WKBN-F >	6 WKBN-F >	6 WKBN-F >	6 WKBN-F	6 WNCD-F	6 WKBN-F <	6 WKBN-F	6 WBBG-F <	6 WNCD-F <
					7 WHOT-F >	7 WKBN-F	7 WNCD-F >	7 WNCD-F	7 WNCD-F >>	7 WNIO
								8 WRBP-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	12+ Ovrnite
1 WHOT-F	1 WQXK-F	1 WQXK-F	1 WHOT-F <	1 WQXK-F <	1 WNCD-F	1 WNCD-F >>	1 WNCD-F >>	1 WNCD-F <	1 WYFM-F	1 WKBN
2 WRBP-F	WHOT-F	2 WHOT-F	2 WQXK-F	2 WBBG-F <	2 WHOT-F >>	2 WHOT-F	2 WYFM-F	2 WYFM-F >	2 WNCD-F	2 WQXK-F
WQXK-F >	3 WKBN-F	WKBN-F >	3 WKBN-F	3 WHOT-F	3 WRBP-F	WYFM-F <	3 WQXK-F >	3 WQXK-F	3 WQXK-F	3 WBBG-F
4 WBBG-F	4 WYFM-F >	4 WYFM-F >	WYFM-F <	4 WKBN-F	WICT-F	4 WQXK-F >>	4 WHOT-F >	4 WHOT-F	4 WBBG-F >	4 WYFM-F >
WENZ-F	5 WENZ-F	5 WBBG-F	5 WBBG-F	5 WYFM-F >	WQXK-F	5 WBBG-F	5 WBBW	5 WBBG-F >	5 WHOT-F >	5 WHOT-F >
WYFM-F >>		6 WRBP-F >	6 WRBP-F >	6 WRBP-F	WENZ-F >>	WRBP-F	WBBG-F >	6 WKBN	6 WKBN	6 WKBN
								WKNB-F		

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WBBW	SPRTS	1240	Youngstown	1.0	4.0	7	169	WDVE-F	AOR	102.5	Pittsburgh	0.6	1.6	29	365
WGFT	T	1500	Youngstown	1.2	1.7	9	71	WMJ-F	O	105.7	Cleveland	1.0	2.6	7	112
WKTX	ST	830	Cortland	1.0	1.8	9	96	WMMS-F	AOR-NR	100.7	Cleveland	0.4	2.3	4	124
WLLF-F	J	96.7	Mercer, PA	0.7	1.2	12	161	WNCX-F	CL AOR	98.5	Cleveland	0.8	3.0	6	131
WPIC	ST	790	Sharon, PA	0.4	3.1	18	350	WNIR-F	T	100.1	Kent, OH	1.0	1.7	9	93
WRRO	T	1440	Warren	0.4	2.9	3	116	WTAM	T	1100	Cleveland	0.4	2.0	4	123
								WZKL-F	O	92.5	Alliance, OH	0.4	2.4	8	181

YOUNGSTOWN-WARREN

Format Performance	AM	FM	Total	%	Fall 96	Consolidation Report		
						12+	25-54	Revenue
AC	0 (0)	0 (0)	0 (0)	0.0 %	7.5 %	Connoisseur	31.8 %	34.8 %
AOR/Classic/NR	0 (0)	133 (6)	133 (6)	20.6 %	9.4 %	WBBW-AM, WHOT-FM, WQXK-FM, WSOM-AM, WYFM-FM		
Black/Urban	0 (0)	42 (2)	42 (2)	6.5 %	8.1 %	GOCOM, pend.	14.1 %	14.3 %
CHR	0 (0)	64 (1)	64 (1)	9.9 %	11.4 %	WBBG-FM, WICT-FM, WPAO-AM, WRTK-AM, WWSY-FM		
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Jacor	22.7 %	37.0 %
Country	0 (0)	101 (2)	101 (2)	15.7 %	17.8 %	WKBN-AM, WKBN-FM, WNCD-FM, WNIO-AM		
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		68.6 %	86.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		74.0 %	
Jazz	0 (0)	5 (1)	5 (1)	0.8 %	0.0 %			
News/Talk	99 (5)	7 (1)	106 (6)	16.4 %	16.3 %			
Oldies	0 (0)	65 (3)	65 (3)	10.1 %	8.7 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %			
Soft AC/EZ	0 (0)	64 (2)	64 (2)	9.9 %	10.8 %			
Sports	7 (1)	0 (0)	7 (1)	1.1 %	0.0 %			
Standards	58 (4)	0 (0)	58 (4)	9.0 %	8.4 %			
Totals	164 (10)	481 (18)	645 (28)					

AM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	Product
WKBN	570	5 kw	(DA-N)	News/Talk	CBS, ABC	\$50.00	Katz	Jacor
WNIO	1540	500 w	(Days)	Standards	ABC	\$<20.00	Eastman	Jacor
WRTK	1390	9.5 kw/5 kw	(DA-N)	Talk	Westwd	\$<20.00	Christal	GOCOM, pend.
WSOM	600	1 kw	(Days, DA)	Standards	Westwd	\$<20.00	Banner	Connoisseur

FM Stations

Station	Freq	Power	Time	Format	Owner	Advertiser	Agency	Product
WBBG	93.3	50 kw @ 279		Oldies		\$49.00	Christal	GOCOM, pend.
WHOT	101.1	25 kw @ 695		CHR		\$55.00	Christal	Connoisseur
WICT	95.1	19 kw @ 804		Country		\$<20.00	D&R	GOCOM, pend.
WKBN	98.9	4.5 kw @ 1371		Soft AC	ABC, CBS	\$42.00	Katz	Jacor
WNCD	106.1	3 kw @ 328		AOR		\$35.00	Eastman	Jacor
WQXK	105.1	88 kw @ 430		Country		\$70.00	Banner	Connoisseur
WRBP	101.9	3 kw @ 328		Black	ABC	\$<20.00	Eastman	Hubbard
WWSY	95.9	3 kw @ 328		Easy Listening		\$<20.00	D&R	GOCOM, pend.
WYFM	102.9	44 kw @ 459		Classic AOR	ABC	\$30.00	Eastman	Connoisseur

Notes: Other ranked stations – See Cleveland or Pittsburgh . . . 8/97 WNIO/WNCD-F sold to Jacor for \$3,400,000 (Blackburn) . . . 10/97 WRTK/WBBG-F sold by Connoisseur to GOCOM for \$7,025,000 . . . 10/97 WICT-F/WPAO (1470)/WWSY-F sold by Zapis to GOCOM for \$2,600,000

Jim Duncan

Comments: Listening levels are steady versus a year ago . . . WYFM-F has had five consecutive up books and is at its highest share in many years

RADIO PUBLICATIONS FROM DUNCAN'S AMERICAN RADIO



DUNCAN'S RADIO MARKET GUIDE

\$335.00

This is our flagship publication. Since 1984, **DUNCAN'S RADIO MARKET GUIDE** has been the standard reference for radio station buyers, sellers, lenders and brokers. **DUNCAN'S RADIO MARKET GUIDE** examines the economic conditions of nearly 190 radio markets. Here's just some of the information you'll find in it:

- Market radio revenue histories and projections covering a ten-year period (five years back; five years forward).
- Radio revenue projections calculated on three separate bases for greater reliability: historical (past performance), population growth (revenue per capita) and retail sales growth.
- Revenue estimates for more than 1,600 individual radio stations, plus viable operating entities (standalones, combos, duopolies and super-duopolies).
- Revenue estimates for competing media – television, newspaper, outdoor and cable TV.
- Radio station sales for each market during the past five years.
- Jim Duncan's comments about each market, as well as a 10-point mathematical grading of each market – a Duncan's **exclusive**.
- Population and retail sales histories and projections.
- Revenue-per-share point and revenue-per-AQH figures for each market.

And much, **much** more. Published every March – 400+ pages.

AMERICAN RADIO

Since 1976, **AMERICAN RADIO** has been the radio industry's most complete and timely source book for radio ratings and programming information. Published quarterly (plus an annual "Small Market" edition), **AMERICAN RADIO** is published within a month after issuance of the Arbitron market reports. Each report includes more than 30 ratings tables for each market, and after the Spring edition, our National Rankings report details nationwide format and station performances (it's free to anyone who receives the Spring report, but also is available separately). **AMERICAN RADIO** is considered the "bible" of the radio industry and is required reading for everyone involved with radio.

Issue	Release Date	# of Markets	Price
Spring Report	September	170	\$97.00
National Rankings Summary (if ordered alone)	October	170	25.00
Spring Small Market Report	October	97	55.00
Summer Report	November	94	55.00
Fall Report	March	170	97.00
Fall Small Market Report	March	97	55.00
Winter Report	June	94	55.00

DUNCAN'S RADIO COMMENTS

\$100.00

This is our latest addition – a publication that reads more like a radio journal than a newsletter. Jim Duncan offers his expert perspectives about events and trends in the radio industry, as well as in-depth analysis of issues. It is opinionated and well researched. **DUNCAN'S RADIO COMMENTS** gives Jim the chance to offer you interpretations and elaborations on the data we use in our other publications. We guarantee you will find it informative, interesting and useful. Six or more issues per year.

(**DUNCAN'S RADIO MARKET GUIDE** subscribers receive **COMMENTS** at no charge.)

DUNCAN'S RADIO GROUP DIRECTORY

\$150.00

DUNCAN'S RADIO GROUP DIRECTORY is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 are included – more than 200 groups in all. **DUNCAN'S RADIO GROUP DIRECTORY** includes for each group: ratings performance; station purchase price and date of purchase; station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; boards of directors; key suppliers; company histories and far more. Published yearly in August.

Turn the page for more publications and an order form

MORE RADIO PUBLICATIONS FROM DUNCAN'S AMERICAN RADIO



AUDIENCE-TO-REVENUE CONVERSION/FORMAT PERFORMANCE ANALYSIS \$95.00

This annual report provides two important analyses. First, it examines the relationship between a station's audience share and its share of revenue (Conversion ratio, sometimes called "power" ratio). Over 1200 stations are listed, with all the following given for each:

- Call letters, market and format
- Revenue rank, 12+ and 25-54
- Revenue and revenue share
- Conversion (or "power") ratio

Additionally, national means are provided for formats by market size

The second part of this book analyzes the audiences of more than 1500 stations, with the following provided for each:

- Time Spent Listening
- % Male, % Female
- Turnover Ratio
- % Exclusive Cume
- % 12-24, % 25-54, % 55+
- Highest cume-sharing station
- % of listening at home

Finally, this report offers a comprehensive analysis of the concentration of both audience and revenue shares for all Arbitrated markets (262). Published every April.

THE FACILITIES OF AMERICAN RADIO - FM STATIONS, TOP 100 MARKETS \$335.00

A brand-new, total update of J.T. Anderton's 1989 classic "FM Map Book." City-grade and 1-millivolt contour maps for more than 1300 stations are provided, including over 250 new stations and 500 facility changes since the first edition. It also offers complete listings of station power, antenna height above average terrain, tower coordinates and height above ground, and our exclusive description of transmitter locations by address or physical siting, all gathered during exhaustive research of FCC technical files. It features new, custom-designed base maps for easy readability. **The original and only publication of its kind;** a must-have for station buyers, lenders and brokers; rep, network and group executives and radio consultants.

ORDER FORM

Complete this form and mail or fax to:

DUNCAN'S AMERICAN RADIO
 P.O. Box 8446
 Cincinnati, OH 45208-0446
 Phone: 513.731-1800
 Fax: 513.731-1835

or, visit our website:

<http://www.duncanradio.com>

Name _____

Title _____

Stn./Co. _____

Address _____

City _____

State _____ Postal Code _____

Phone # (_____) _____

E-mail address _____

	PRICE	QUAN.	TOTAL
DUNCAN'S RADIO MARKET GUIDE	\$335.00	_____	_____
AMERICAN RADIO			
Spring Report	\$97.00	_____	_____
Small Market Reports (Fall & Spring), ea.	\$55.00	_____	_____
National Rankings (if ordered alone)	\$25.00	_____	_____
Summer Report	\$55.00	_____	_____
Fall Report	\$97.00	_____	_____
Winter Report	\$55.00	_____	_____
DUNCAN'S RADIO COMMENTS (6+ issues)	\$100.00	_____	_____
AUDIENCE-TO-REVENUE CONVERSION/ FORMAT PERFORMANCE ANALYSIS	\$95.00	_____	_____
DUNCAN'S RADIO GROUP DIRECTORY	\$150.00	_____	_____
THE FACILITIES OF AMERICAN RADIO	\$335.00	_____	_____

_____ Check enclosed

TOTAL ORDER AMOUNT:

\$ _____

_____ Charge my credit card (\$5.00 Handling fee will be added):

_____ VISA _____ MasterCard Card # _____

Exp. Date: _____

Have a question?

Want more information about
DUNCAN'S AMERICAN RADIO?

Find us on the World-Wide Web at
<http://www.duncanradio.com>

The Duncan's American Radio website on the World-Wide Web is the place to find out about the products and the people that make us the leader in radio audience, market and revenue analysis. In the website, you can:

- Meet our staff - Get to know the people who provide the best perspective on the state of the radio industry
- Peruse our on-line catalog - We have detailed information about the complete range of publications and services from Duncan's American Radio. You'll even see typical pages from each of our books with explanations, to help you determine which of them will help you most.
- Check out special offers - We parallel our mailings on our website. Right now, find out how you can save up to 18% by subscribing to the Duncan's American Radio publications.
- Purchase products right over the web - Choose our on-line order form, or print out the form and fax or mail it to us for speedy delivery.
- Review the information in our "Website Bonus" section. Currently, you'll find our landmark study of radio usage from the Spring 1997 Arbitron survey period, that includes top stations by share, average persons and cume, both overall and by format, FM's share of listening, listening by format and the "superpowers" of radio: the signals that cover the most land - and the most people. Then, post your comments on the "Radio Soapbox" section.
- E-mail us - Let us know what you think about our publications, our website or the state of radio. You can e-mail any or all of us right through the site.
- Look at our links - We've set up links to some of radio's most informative sites. And a few that are just for fun.

We're excited about our website and invite you to check it out. And come back to visit on a regular basis. We promise to keep it updated with news about Duncan's American Radio and the radio industry.

The Duncan's American Radio website: <http://www.duncanradio.com>. It may just be one of radio's latest hits.



