

# AMERICAN RADIO

Small Market Edition 1997



DUNCAN'S AMERICAN RADIO



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SPRING 1997 SMALL MARKET EDITION

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## INTRODUCTION

We are pleased to present the fourteenth edition of the **AMERICAN RADIO SMALL MARKET EDITION**. This book complements **AMERICAN RADIO** by providing expanded coverage of nearly 100 smaller U.S. radio markets.

Arbitron's Condensed reports differ greatly from their Standard market reports. Much of the data available in the standard report is not available in the condensed. However, we provide as much data as the condensed report provides. The data for each station is read from left to right across the page. The methodology is the same as in any **AMERICAN RADIO**

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

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We strongly urge you (especially new 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. However, if you have any questions, please feel free to call me or Thom Moon. We figure that our time and our call back to you are part of the subscription price. Also, we always enjoy talking about **AMERICAN RADIO**.

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

Any corrections made by Arbitron to earlier published reports are included if they were received before 26 September 1997.

Compilation of this edition was completed 26 September 1997. Mailing will begin on or before 10 October. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

One final note: **AMERICAN RADIO** is compiled wholly by computer, taking audience data from Arbitron's "r-sale" data tapes. Due to recent changes in Arbitron's method of rounding its audience estimates, there may be minor (and insignificant) differences between what is found in a given Arbitron market report and what is found in this volume. 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.

Thank you for your continued support of our efforts.

DUNCAN'S AMERICAN RADIO  
James H. Duncan, Jr.  
J.T. Anderton                      Thom Moon  
Jim Nolan                              Dave Allen

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| Abilene, TX                    | <i>Cancelled: Grand Forks, ND-MN</i>                      | Panama City, FL                               |
| Albany, GA                     | Grand Junction, CO  | Parkersburg-Marietta, WV-OH                   |
| Alexandria, LA                 | Great Falls, MT   | Poughkeepsie, NY                              |
| Amarillo, TX                   | Hagerstown-Chambersburg-<br>Waynesboro, MD-PA             | Rapid City, SD                                |
| Augusta-Waterville, ME         | Harrisonburg, VA  | Reading, PA                                   |
| Bangor, ME                     | Ithaca, NY  | Redding, CA                                   |
| Battle Creek, MI               | Jackson, TN   | Rochester, MN                                 |
| Beaumont-Port Arthur, TX       | Joplin, MO  | St. Cloud, MN                                 |
| Beckley, WV                    | Killeen-Temple, TX  | San Angelo, TX                                |
| Billings, MT                   |   | San Luis Obispo, CA                           |
|                                |   |   |
| Biloxi-Gulfport-Pascagoula, MS | La Crosse, WI   | Santa Barbara, CA                             |
| Bismarck, ND                   | Lake Charles, LA  | Santa Fe, NM                                  |
| Blacksburg-Christiansburg, VA  | Laredo, TX  | Santa Maria-Lompoc, CA                        |
| Bryan-College Station, TX      | Laurel-Hattiesburg, MS                                    | Sioux City, IA                                |
| Burlington, VT                 | Lawton, OK  | Springfield, IL                               |
| Cape Cod, MA                   | Lima, OH  | Stamford-Norwalk, CT                          |
| Casper, WY                     | Marion-Carbondale (Southern IL)                           | State College, PA                             |
| Champaign, IL                  | Medford-Ashland, OR                                       | Sussex, NJ                                    |
| Charlottesville, VA            | Merced, CA  | Texarkana, TX-AR                              |
| Cheyenne, WY                   | Meridian, MS  | Trenton, NJ                                   |
|                                |   |   |
| Chico, CA                      | Monroe, LA  | Tri Cities, WA (Richland-<br>Kennewick-Pasco) |
| Columbia, MO                   | Morgantown-Clarksburg-Fairmont                            | Tupelo, MS                                    |
| Danbury, CT                    | Morristown, NJ  | Tuscaloosa, AL                                |
| Danville, IL                   | Myrtle Beach, SC  | Tyler-Longview, TX                            |
| Dothan, AL                     | New Bedford-Fall River, MA                                | Waco, TX                                      |
| Dubuque, IA                    | New London, CT  | Waterbury, CT                                 |
| Eau Claire, WI                 | Newburgh-Middletown (Mid-<br>Hudson Valley)               | Watertown, NY                                 |
| Elmira-Corning, NY             | Northwest Michigan (Traverse<br>City-Petoskey-Charlevoix) | Wausau-Stevens Point, WI                      |
| Fayetteville (NW Arkansas)     |   | Wichita Falls, TX                             |
| Florence, SC                   |   |   |
|                                |   |   |
| Ft. Smith, AR                  | Odessa-Midland, TX  | Williamsport, PA                              |
| Ft. Walton Beach               | Owensboro, KY   | Winchester, VA                                |
| Frederick, MD                  | Palm Springs, CA  | Yakima, WA                                    |

## LEADING STATIONS IN ARBITRON CONDENSED MARKETS

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1	WJIZ-F	Albany, GA	30.3	Black	Peterson
2	KMON-F	Great Falls, MT	26.4	Country	
3	WZWW-F	State College, PA	26.0	AC	
4	WFRY-F	Watertown, NY	25.9	Country	Forever
5	KJMZ-F	Lawton, OK	25.8	Black	Perry
6	KEAN-F	Abilene, TX	24.9	Country	SunGroup
7	KCTR-F	Billings, MT	24.1	Country	Citadel
8	WOKK-F	Meridian, MS	23.7	Country	New South
9	WBKR-F	Owensboro, KY	23.5	Country	Brill
10	KYKZ-F	Lake Charles, LA	23.4	Country	Sunburst
11	WUSQ-F	Winchester, VA	23.3	Country	Capstar
12	WKKW-F	Morgantown-Clarksburg, WV	22.8	Country	
13	WJLS-F	Beckley, WV	22.4	Country	
14	WPAP-F	Panama City, FL	21.9	Country	Clear Channel
15	WSTO-F	Owensboro, KY	21.7	CHR	Brill
16	WAXX-F	Eau Claire, WI	21.6	Country	Nelson
17	KJBZ-F	Laredo, TX	21.3	Hispanic	
18	WYXL-F	Ithaca, NY	20.4	AC	
19	WWZD-F	Tupelo, MS	20.2	Country	
20	WSVA	Harrisonburg	20.0	Full Service	VerStandig
21	KIGN-F	Cheyenne	19.9	AC	Jacor
22	WTCM-F	Northwest Michigan	19.7	Country	Biederman
23	KGKL-F	San Angelo, TX	19.5	Country	
	WKSJ-F	Williamsport, PA	19.5	AC	Dame
25	WIMT-F	Lima, OH	18.9	Country	Jacor
26	KQLT-F	Casper, WY	18.8	Country	
27	WRFY-F	Reading, PA	18.6	CHR	Clear Channel
28	WACO-F	Waco, TX	18.5	Country	Capstar
	KWFS-F	Wichita Falls, TX	18.5	Country	Apex (Holberg)
30	KEKB-F	Grand Junction, CO	18.3	Country	
31.	WFRE-F	Frederick, MD	18.1	Country	
	WFKX-F	Jackson, TN	18.1	Black	

Source: Respective market Arbitrons, 12+ metro average persons shares, Mon-Sun, 6 AM-Midnight

It is interesting to note that neither WFRY-F Watertown, NY (#4) nor KJMZ-F Lawton, OK (#5) existed in their current forms a year ago, yet have skyrocketed to the top in their respective markets. In the case of KJMZ-F, not only did the station rise above its competition, but also, it appears to have sparked a jump in the 18-34 average persons rating (total usage of radio) in the market from 11.9 in 1996 to 16.2 this year. That's having a real impact on the market!

# INDIVIDUAL MARKET REPORTS

## Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages carefully. We have made numerous changes and additions to the **American Radio Small Market Edition**. 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 Abilene, TX from Spring 1997 as an example, starting at the top left of the report:

**Arbitron Rank: 223 Pop (12+): 122,100**  
**Market TSL in Hours: 21.50**  
**Average Persons Ratings: 16.1**

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (223 in this case) is Abilene's ranking among the 265 Arbitron radio markets.

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 (Mon-Sun, 6 AM-Midnight).

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 broadcast week. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

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

**Stations: 13 / 11**  
**Diaries 429 / 285:1/52.9%**  
**Sample Target: 370**

There were 13 stations listed in the Abilene Arbitron market report. Of those 12, 11 were home to the Arbitron metro survey area – listed "above the line." Thus, five stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Abilene 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.

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

285:1 – an approximate "persons per diary" value: in the metro, the average diary represents 285 persons 12+ (generally, the lower the number, the better)

52.9% – 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.

Next, we'll move to the top right column:

**% Below Line: 2.5**  
**% Not Listed: 19.3**  
**Total Retail Sales: \$1.33 Bil.**

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 stations 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."

Total Retail Sales is the estimate for the market – in this case, \$14.1 Billion. The data are based on *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 January, 1996.

The next section is the trended 12+ information:

12+ Metro	Format	Spring 1997 % Share	Fal 96	Spg 95	Fal 95	Spg 95	12+ Metro Cume /Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KEAN-F	C	49 / 24.9		24.6	40.6	542 / 44.4	26.8	25.4	69 / 780	KEAN-F

All the figures in this section are based upon the 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
AOR	-	Album Oriented Rock (may have suffixes: NR - New Rock; P - Progressive/Alternative; /CL - programs a high % of Classic AOR)
B	-	Black (audience is 75% or more Black)
CHR	-	Contemporary Hit Radio, Top 40, Contemporary
CL AOR	-	Classic Rock, Classic AOR
CL HITS	-	Classic Hits/70's Oldies
CL	-	Classical
C	-	Country
FS	-	Full Service
E	-	Ethnic (usually Foreign Language)
EZ	-	Easy Listening, Beautiful Music
G	-	Gospel
J	-	Jazz, New Adult Contemporary
N	-	News
O	-	50's/60's Oldies
REL	-	Religion, Christian, Christian music (Including Contemporary Christian)
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, KEAN-F has 49(00) listeners per average quarter hour in the metro. This gives it a 24.9 share of audience during the latest survey period. Historical shares follow.

Next is the metro cume (cumulative) audience, followed by the station's cume rating (cume audience expressed as a percentage of 12+ population). KEAN-F has 542(00) cume listeners 12+, which give it a 44.4 cume rating. The historical cume ratings accompany the current rate. Finally, we have added Total Survey Area (TSA) average quarter-hour (AQH) and cume persons. In some cases, a market may not have a TSA; if that's the case, the TSA columns will be blank.

Then, there's a line by itself:

12 + FM Share (Metro): 92.45% ( 147 of 159 ) (Spring 96: 87.50%)

These figures show how much of the market's listening goes to FM stations. They are calculated by adding up the Mon-Sun, 6 AM-12 Mid quarter-hour audience estimates for all 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 10 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:

18-34:	Adults 18-34, Mon-Sun, 6 AM-12 Mid
18-49:	Adults 18-49, 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
Men 25-54:	Men 25-54, Mon-Sun, 6 AM-12 Mid
Wom 25-54:	Women 25-54, 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

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. 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.

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

KBBA	1470	5 kw/1 kw (DA-N)	Spanish	Lotus		
KBCY	99.7	100 kw @ 744	Country	ABC	Eastman	KCDD-F Tye

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WIBC, operates on 1070 with 50,000 watts days and 10,000 watts nights, with separate directional patterns day and night. Abbreviations you may find accompanying AM stations' power information are:



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	Fulltimer that's directional only during the day (very uncommon)

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

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

Following network affiliation are the station's national sales representative firm (if any), the station's group ownership (if any) and its city of license if that town is somewhat removed from the population core of the metro.

The final section 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 be completed.

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

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

# ABILENE, TX

Arbitron Rank: 223 Pop (12+) 122,100  
 Market TSL in Hours: 21.50  
 Average Persons Rating: 16.1

Stations: 13 / 11  
 Diaries: 429/285:1/52.9%  
 Sample Target: 370

% Below Line: 2.5  
 % Not Listed: 19.3  
 Total Retail Sales: \$1.33 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 KEAN-F	C	49 / 24.9		24.6		40.6	542 / 44.4	42.6	46.4	69 / 780	KEAN-F
2 KCDD-F	CHR	30 / 15.2		12.0		8.9	381 / 29.6	24.2	23.4	48 / 561	KCDD-F
3 KEYJ-F	AOR	29 / 14.7		12.6		7.8	225 / 18.4	17.1	13.1	34 / 310	KEYJ-F
4 KORQ-F	AC	12 / 6.1		5.8		4.4	203 / 16.6	16.3	12.6	14 / 270	KORQ-F
5 KBCY-F	C	10 / 5.1		5.8		4.4	220 / 18.0	17.7	14.5	18 / 316	KBCY-F
6 KHXS-F	N/T	6 / 3.0		4.2		0.6	117 / 9.6	9.9	8.3	6 / 117	KHXS-F
KBBA	SP	6 / 3.0		4.2		0.6	43 / 3.5	2.6	3.0	6 / 43	KBBA

12+ FM Share (Metro): 92.45 % ( 147 of 159 ) ( Spring 96: 87.50 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KCDD-F <	1 KEAN-F	1 KEAN-F	1 KEAN-F >>	1 KEAN-F >>	1 KEYJ-F	1 KEAN-F >>	1 KEAN-F	1 KEAN-F >>	1 KEAN-F
2 KEYJ-F	2 KEYJ-F	2 KEYJ-F >>	2 KEYJ-F	2 KORQ-F >	2 KEAN-F >>	2 KCDD-F <	2 KEYJ-F	2 KEYJ-F	2 KCDD-F >
KEAN-F >>	3 KCDD-F >>	3 KCDD-F	3 KORQ-F >	3 KEYJ-F	3 KCDD-F >>	3 KEYJ-F >	3 KCDD-F >>	KCDD-F >>	3 KEYJ-F
	4 KORQ-F	4 KORQ-F >	4 KHXS-F	KCDD-F		4 KORQ-F	4 KORQ-F <	4 KORQ-F	4 KBCY-F
				KBBA >>		5 KBCY-F >	5 KHXS-F	5 KBCY-F	5 KKHR-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCWS-F C 102.7 Merkel	1.5	8.7	6 187
KKHR-F SP 98.1 Anson	2.0	6.0	5 88
KVRP-F C 95.5 Haskell	1.5	4.7	11 177
KYYD EZ 1340 Abilene	1.0	3.5	3 55

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KELI-F AC 98.7 San Angelo	0.5	4.4	3 69
WBAP FS/T 820 Ft. Worth	2.0	6.0	6 122

### AM Stations

KBBA	1470	5 kw/1 kw (DA-N)	Spanish	Lotus
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### FM Stations

KBCY	99.7	100 kw @ 744	Country	ABC	Eastman	KCDD-F	Tye
KCDD	103.7	98 kw @ 984	CHR		Katz	KBCY-F	Hamlin
KEAN	105.1	100 kw @ 810	Country	ABC	Mc-Guild	SunGroup	
KEYJ	107.9	100 kw @ 670	AOR		Christal	KORQ-F	
KHXS	106.3	4.3 kw @ 200	News/Talk	ABC, CNN, TARN	---		
KORQ	100.7	100 kw @ 1279	AC	Westwd, CNN, ABC	Banner	KEYJ-F	

Notes: 1/97 The KBBA calls and Tejano format moved from 1560 to the former KNTS at 1470

# ALBANY, GA

Arbitron Rank: 245 Pop (12+) 94,500  
 Market TSL in Hours: 19.75  
 Average Persons Rating: 14.0

Stations: 15 / 12  
 Diaries: 375/252:1/41.7%  
 Sample Target: 300

% Below Line: 3.8  
 % Not Listed: 7.6  
 Total Retail Sales: \$1.09 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume
1	WJIZ-F	B	40 / 30.3	29.0		32.4	344 / 36.4	40.6	40.6	74 / 763
2	WQVE-F	BJAC	15 / 11.4	5.8		5.4	184 / 19.5	18.8	17.1	19 / 263
3	WJAD-F	CL AOR	12 / 9.1	4.3		6.1	152 / 16.1	8.4	12.2	23 / 336
4	WJYZ	B/G	11 / 8.3	8.0		4.7	129 / 13.7	13.3	10.5	17 / 169
5	WKAK-F	C	10 / 7.6	8.7		14.9	184 / 19.4	20.6	24.9	16 / 279
6	WMGR-F	AC	7 / 5.3	6.5		4.1	161 / 17.0	17.1	10.9	40 / 786
	WGPC-AF	EZ	7 / 5.3	5.8		6.8	124 / 13.1	13.3	15.1	24 / 404
8	WOBB-F	C	6 / 4.5	5.1		4.7	131 / 13.9	14.4	10.6	59 / 834

12+ FM Share (Metro): 88.52 % ( 108 of 122 ) ( Spring 96: 84.75 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >	1 WJIZ-F >	1 WJIZ-F >>	1 WJIZ-F >>	1 WJIZ-F >>
2 WJAD-F	2 WJAD-F	2 WJAD-F	2 WJYZ	2 WJYZ >	2 WJAD-F >	2 WJAD-F	2 WJYZ	2 WQVE-F	2 WQVE-F >
WQVE-F	3 WJYZ	3 WJYZ	3 WQVE-F	3 WQVE-F	3 WQVE-F	3 WQVE-F	WQVE-F <	3 WKAK-F	3 WJYZ
4 WKAK-F	WQVE-F	4 WQVE-F	WGPC-AF	4 WMGR-F	4 WKAK-F >	4 WJYZ	4 WKAK-F <	4 WMGR-F	4 WMGR-F
WMGR-F	5 WKAK-F >	5 WKAK-F >	5 WKAK-F	WJAD-F	5 WJYZ >>	5 WKAK-F >	5 WJAD-F	WJAD-F	WGPC-AF
				WEGC-F				WGPC-AF	WKAK-F
				WKAK-F >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WALG T 1590 Albany	1.5	3.8	3 56
WEGC-F O 107.7 Sasser	3.0	6.2	6 86
WZIQ-F AC 106.5 Smithville	2.3	7.0	6 113

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDEC-F CHR/AC 94.7 Americus	1.5	5.7	5 159
WRXZ-F AOR 106.1 Sylvester	1.5	5.0	3 57
WVRK-F AOR 102.9 Columbus	0.8	2.4	8 136

### AM Stations

WALG 1590	5 kw/1 kw (DA-2)	Talk	ABC, Westwd, 1/1	Eastman	K-Country
WGPC 1450	1 kw	See WGPC-F			
WJYZ 960	5 kw/0.39 kw (DA-1)	Black Gospel	CBS, ABC, Westwd	Mc-Guild	Peterson

### FM Stations

WEGC 107.7	11.5 kw @ 312	Oldies	Westwd, JSN	---	K-Country	Sasser
WGPC 104.5	43 kw @ 141	Easy Listening	CBS	---		
WJAD 103.5	12.4 kw @ 462	Classic AOR	Westwd	---	K-Country	Leesburg
WJIZ 96.3	100 kw @ 470	Black	CBS	Mc-Guild	Peterson	
WKAK 101.7	3 kw @ 300	Country	ABC	Eastman	K-Country	
WMGR 97.3	100 kw @ 1000	AC	Westwd	Banner	Peterson	Bainbridge
WOBB 100.3	100 kw @ 1004	Country	Westwd	Regional	Peterson	Tifton
WQVE 105.5	6 kw @ 300	Black AC	ABC	Regional		Camilla

Notes: 5/97 WJYZ/WJIZ-F sold to Peterson for \$3,625,000 (Media Svcs)

# ALEXANDRIA, LA

Arbitron Rank: 200 Pop (12+) 148,300  
 Market TSL In Hours: 18.25  
 Average Persons Rating: 13.1

Stations: 21 / 13  
 Diaries: 589/252:1/44.4%  
 Sample Target: 550

% Below Line: 6.7  
 % Not Listed: 13.3  
 Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KBCE-F	B	29 / 14.9	13.1	14.9	19.9	312 / 21.1	20.9	21.0	42 / 477	KBCE-F
2	KRRV-F	C	28 / 14.4	18.1	19.6	19.6	464 / 31.3	36.6	30.3	47 / 668	KRRV-F
3	KQID-F	CHR	15 / 7.7	8.0	4.7	4.7	276 / 18.6	21.1	16.7	29 / 574	KQID-F
4	KKST-F	AC	13 / 6.7	3.8	6.4	6.4	228 / 15.4	16.3	16.0	24 / 402	KKST-F
	KZMZ-F	CL AOR	13 / 6.7	8.0	9.8	9.8	231 / 15.6	19.4	19.1	24 / 477	KZMZ-F
6	KLIL-F	O	11 / 5.6	5.5	4.7	4.7	125 / 8.4	9.5	10.0	12 / 148	KLIL-F
7	KEZP-F	O	10 / 5.1	5.9	3.4	3.4	161 / 10.9	13.4	7.7	13 / 220	KEZP-F
	KLAA-F	C	10 / 5.1	3.4	3.8	3.8	203 / 13.7	11.9	9.9	14 / 307	KLAA-F
9	KLBG	B/G	9 / 4.6	5.5	4.7	4.7	126 / 8.5	9.7	6.1	12 / 149	KLBG
10	KFAD-F	AC	6 / 3.1	3.4	2.6	2.6	102 / 6.9	10.1	9.4	6 / 102	KFAD-F
	KAPB-F	C	6 / 3.1	3.0	2.1	2.1	94 / 6.3	7.4	7.4	6 / 109	KAPB-F

12+ FM Share (Metro): 91.12 % ( 154 of 169 ) ( Spring 96: 90.04 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KBCE-F <	1 KBCE-F <	1 KRRV-F <	1 KRRV-F	1 KRRV-F	1 KRRV-F	1 KRRV-F	1 KRRV-F	1 KRRV-F <	1 KBCE-F >>
2 KRRV-F	2 KRRV-F >	2 KBCE-F >	2 KBCE-F	KBCE-F >>	2 KBCE-F	2 KBCE-F >	2 KBCE-F	2 KBCE-F >	2 KQID-F
3 KZMZ-F	3 KZMZ-F <	3 KZMZ-F	3 KLIL-F	3 KEZP-F	3 KZMZ-F >	3 KLIL-F	3 KZMZ-F	3 KQID-F	KRRV-F
4 KQID-F	4 KKST-F	4 KEZP-F	4 KEZP-F	KKST-F	4 KEZP-F	4 KQID-F <	4 KKST-F	4 KZMZ-F	4 KKST-F >
5 KKST-F >	KQID-F	KKST-F	5 KLBG	KLBG	KKST-F	5 KZMZ-F	5 KEZP-F	5 KEZP-F	5 KZMZ-F >
	6 KEZP-F	6 KQID-F	6 KKST-F	KLIL-F	6 KQID-F >	6 KEZP-F <	6 KQID-F	KKST-F <	
								7 KLAA-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KSYL	T	970 Alexandria	1.5 4.6 3 74
KWDF	REL	840 Ball	1.5 1.9 3 36

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAJN-F	REL	102.9 Crowley	1.5 1.9 4 54
KNEK-F	B/AC	104.7 Washington	0.5 2.6 2 63
KRRQ-F	B	95.5 Lafayette	1.0 2.7 6 95
KSMB-F	CHR	94.5 Lafayette	0.5 2.1 11 160
KTBT-F	B	93.7 New Iberia	1.0 2.9 2 49
WDGL-F	CL HITS	98.1 Baton Rouge	1.0 2.0 6 127
WLSS-F	CHR	102.5 Baton Rouge	0.5 1.8 1 27
WYNK-F	C	101.5 Baton Rouge	0.5 2.3 3 104

### AM Stations

KLBG	580	5 kw/1 kw (DA-N)	Black Gospel	Williams
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### FM Stations

KAPB	97.7	3 kw @ 328	Country	Westwd, CNN	---	Marksville
KBCE	102.3	21 kw @ 289	Black	AURN	D&R	Boyce
KEZP	104.3	25 kw @ 328	Oldies	Westwd	---	Bunkie
KFAD	93.9	6 kw @ 328	AC		---	
KKST	98.7	35 kw @ 1053	AC	ABC	Mc-Guild Champion	Oakdale
KLAA	103.5	50 kw @ 476	Country		Mc-Guild	Tioga
KLIL	92.1	6 kw @ 300	Oldies	Westwd	---	Moreauville
KQID	93.1	100 kw @ 1521	CHR/AC (Hot AC)		Mc-Guild KSYL	
KRRV	100.3	98 kw @ 1053	Country	ABC	Mc-Guild Champion	
KZMZ	96.9	100 kw @ 1450	Classic AOR		Katz Champion, pend.	

Notes: 1/97 KICR-F changed from Country to AC as KKST-F ("Star 98.7") . . . 2/97 KLAA-F changed from Soft AC to Country . . . 4/97 KDBS/KRRV-F sold to Champion (Don Kidwell) for \$1,900,000 (Sunbelt) . . . 4/97 KZMZ-F sold by Chaney to Champion for \$1,555,000 (Whitley) . . . 4/97 KZMZ-F changed from Classic AOR to AOR after the Spring survey

# AMARILLO, TX

Arbitron Rank: 189 Pop (12+) 168,900  
 Market TSL in Hours: 21.50  
 Average Persons Rating: 15.9

Stations: 17 / 17  
 Diaries: 603/280:1/52.7%  
 Sample Target: 560

% Below Line: 0.0  
 % Not Listed: 12.7  
 Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KGNC-F	C	32 / 11.9		15.4	12.7	415 / 24.6	27.9	22.6	52 / 745	KGNC-F
2	KQIZ-F	CHR	27 / 10.1		11.2	6.4	414 / 24.5	24.7	18.8	41 / 721	KQIZ-F
	KGNC	N/T	27 / 10.1		8.6	10.1	293 / 17.3	17.9	18.9	49 / 558	KGNC
4	KZRK-F	AOR-NR	25 / 9.3		8.6	4.1	293 / 17.3	15.5	13.0	28 / 348	KZRK-F
5	KBUY-F	C	23 / 8.6		6.4	7.9	262 / 15.5	14.8	18.8	31 / 423	KBUY-F
6	KPUR-F	O	19 / 7.1		3.7	6.4	252 / 14.9	13.0	15.2	19 / 275	KPUR-F
7	KARX-F	CL AOR	16 / 6.0		4.9	3.7	240 / 14.2	11.4	14.6	21 / 284	KARX-F
	KMML-F	C	16 / 6.0		9.0	9.4	310 / 18.3	20.7	24.3	22 / 434	KMML-F
9	KQAC-F	AC	12 / 4.5		2.6	3.7	217 / 12.8	9.2	10.2	15 / 324	KQAC-F
	KAEZ-F	SAC	12 / 4.5		4.5	2.6	169 / 10.0	9.7	9.1	13 / 192	KAEZ-F
11	KIXZ	ST	7 / 2.6		6.7	4.5	114 / 6.7	11.9	13.3	19 / 236	KIXZ
12	KQFX-F	SP	6 / 2.2		2.2	6.4	70 / 4.1	6.6	7.4	10 / 145	KQFX-F

12+ FM Share (Metro): 82.91 % ( 194 of 234 ) ( Spring 96: 79.83 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KZRK-F >	1 KGNC-F <	1 KGNC-F >	1 KGNC	1 KGNC-F >>	1 KBUY-F	1 KGNC-F	1 KGNC-F	1 KGNC	1 KQIZ-F
2 KGNC-F	2 KZRK-F	2 KBUY-F	2 KBUY-F	2 KQIZ-F	2 KZRK-F	2 KGNC	2 KBUY-F	2 KGNC-F	2 KZRK-F
	KQIZ-F	3 KQIZ-F <	3 KGNC-F	3 KPUR-F	3 KARX-F	3 KQIZ-F	3 KGNC	3 KQIZ-F <	3 KGNC-F
4 KARX-F	4 KARX-F <	KPUR-F	4 KPUR-F >	KMML-F	KGNC	4 KBUY-F	4 KZRK-F <	4 KZRK-F	KPUR-F >
5 KQAC-F	5 KPUR-F	KARX-F	5 KMML-F		5 KGNC-F	5 KMML-F	5 KQIZ-F	5 KARX-F	5 KARX-F
6 KMML-F >	KBUY-F	KMML-F <	KAEZ-F		6 KPUR-F	KZRK-F <	6 KPUR-F <	KBUY-F	6 KQAC-F
					KMML-F >	7 KARX-F	7 KMML-F	7 KPUR-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KATP-F	C	101.9 Amarillo	1.5 6.7 7 219
KBZD-F	AOR-P	99.7 Amarillo	0.7 2.6 2 49
KDJW	C	1360 Amarillo	0.7 2.3 2 57
KPUR	T	1440 Amarillo	1.5 4.1 4 75

### AM Stations

KGNC	710	10 kw (DA-2)	News/Talk	CBS	Katz	Stauffer
KIXZ	940	5 kw/1 kw (DA-2)	Standards	ABC	Banner	Champion

### FM Stations

KAEZ	105.7	6 kw @ 236	Soft AC		Banner	
KARX	95.7	100 kw @ 391	Classic AOR			Claude
KBUY	94.1	100 kw @ 1102	Country	Westwd, ABC	Mc-Guild	Champion
KGNC	97.9	100 kw @ 1285	Country		Katz	Stauffer
KMML	96.9	100 kw @ 1006	Country	ABC	Banner	Champion
KPUR	107.1	3 kw @ 300	Oldies	Westwd, CNN	Banner	Canyon
KQAC	98.7	100 kw @ 480	AC			Champion
KQFX	104.3	100 kw @ 574	Hispanic		Lotus	Borger
KQIZ	93.1	100 kw @ 700	CHR		Mc-Guild	
KZRK	107.9	100 kw @ 466	New Rock		Roslin	Canyon

Notes: 2/97 KBUY-F sold to Champion (Don Kidwell) for \$750,000 (Fischer; Whitley) . . . 4/97 KIXZ/KMML-F/KQAC-F sold to Champion for \$1,500,000 (Whitley) . . .  
 4/97 KTNZ (1010) sold to Gary Acker for \$90,000 (Fischer)

# AUGUSTA-WATERVILLE, ME

Arbitron Rank: 243 Pop (12+) 97,900  
 Market TSL In Hours: 19.25  
 Average Persons Rating: 14.3

Stations: 25 / 11  
 Diaries: 378/259:1/56.8%  
 Sample Target: 310

% Below Line: 30.8  
 % Not Listed: 16.4  
 Total Retail Sales: \$1.11 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Spq 96	Spq 95	12+ TSA AQH / Cume	
1	WMME-F	19 / 13.6		11.3		12.2	335 / 34.2	27.7	29.8	54 / 926	WMME-F
2	WABK-F	16 / 11.5		8.2		10.3	227 / 23.2	20.5	24.9	30 / 487	WABK-F
3	WEBB-F	14 / 10.0		15.7		10.3	191 / 19.5	25.7	17.0	27 / 317	WEBB-F
4	WKCG-F	12 / 8.6		8.8		9.6	162 / 16.5	16.6	14.8	15 / 268	WKCG-F
5	WBLM-F	11 / 7.9		5.0		3.8	211 / 21.6	16.0	21.0	43 / 693	WBLM-F
6	WHOM-F	7 / 5.0		3.1		2.6	105 / 10.7	13.0	7.7	22 / 362	WHOM-F
	WTOS-F	7 / 5.0		6.9		11.5	170 / 17.4	20.2	24.4	22 / 440	WTOS-F

12+ FM Share (Metro): 94.87 % ( 111 of 117 ) ( Spring 96: 94.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WMME-F >	1 WMME-F	1 WABK-F	1 WABK-F	1 WABK-F	1 WABK-F	1 WABK-F <	1 WMME-F <	1 WMME-F	1 WMME-F
2 WBLM-F	2 WEBB-F	2 WEBB-F	2 WKCG-F >	2 WEBB-F	2 WEBB-F	2 WMME-F <	2 WABK-F	2 WABK-F	2 WEBB-F
3 WEBB-F	3 WBLM-F	3 WMME-F >	3 WEBB-F	3 WMME-F >	WMME-F	3 WEBB-F <	3 WEBB-F	3 WEBB-F	WBLM-F >
4 WTOS-F >	WABK-F >	4 WBLM-F	4 WMME-F >	4 WKCG-F	4 WCLZ-F	4 WKCG-F >	4 WKCG-F	WBLM-F <	4 WKCG-F
	5 WTOS-F >	WKCG-F	5 WHOM-F	WHOM-F	WKCG-F	5 WBLM-F	5 WBLM-F	5 WKCG-F >	WCYI-FF
		WHOM-F >		WBLM-F >	WBLM-F	6 WHOM-F	WHOM-F >	6 WTOS-F	WTOS-F
					WHOM-F >				WABK-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCTB-F AC 93.5 Fairfield	1.4	4.9	8 114
WFAU ST 1280 Gardiner	2.1	5.7	4 85
WSKW-AF SPRTS 107.9 Skowhegan	1.4	5.8	4 138

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAVX-FF CL 106.9 Thomaston	0.7	3.5	9 223
WBCI-F REL 105.9 Bath	1.4	4.0	12 231
WCLZ-F AOR-P 98.9 Brunswick	2.9	6.2	20 185
WCYI-FF AOR-NR 93.9 Lewiston	3.6	12.8	26 430
WGAN FS/T 560 Portland	2.1	4.5	17 230
WJBQ-F CHR 97.9 Portland	0.7	4.4	9 262
WKZS-F AC 99.9 Auburn	2.1	7.3	13 228
WMCM-F C 103.3 Rockland	0.7	3.8	23 235
WPOR-F C 101.9 Portland	1.4	4.5	17 332
WQCB-F C 106.5 Bangor	2.9	7.2	25 377

### FM Stations

WABK 104.3 50 kw @ 371	Oldies	JSN	Eastman	WFAU/WKCG-F	Gardiner
WEBB 98.5 63 kw @ 460	Country		---	Pilot	Waterville
WKCG 101.3 50 kw @ 315	Country	JSN	Eastman	WFAU/WABK-F	
WMME 92.3 50 kw @ 500	CHR		Katz	Pilot	
WTOS 105.1 50 kw @ 2430	AOR	Westwd	Kettell	WSKW/WCTB-F	Skowhegan

Notes: Other ranked stations -- See Bangor in this edition or Portland, ME in the Spring 1997 American Radio

# BANGOR, ME

Arbitron Rank: 260 Pop (12+) 67,300	Stations: 15 / 11	% Below Line: 8.3
Market TSL in Hours: 19.00	Diaries: 418/161:1/57.7%	% Not Listed: 16.7
Average Persons Rating: 14.3	Sample Target: 400	Total Retail Sales: \$1.23 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WQCB-F	17 / 17.7	21.0	14.0		1.7	181 / 26.9	30.6	26.6	73 / 873	WQCB-F
2	WKIT-F	11 / 11.5	10.0	6.0		11.8	153 / 22.7	20.3	18.9	42 / 563	WKIT-F
3	WKSQ-F	7 / 7.3	7.0	7.0		7.8	154 / 22.8	22.6	18.2	15 / 483	WKSQ-F
	WWMJ-F	7 / 7.3	5.0	7.0		3.9	117 / 17.4	12.3	17.9	24 / 568	WWMJ-F
	WABI	7 / 7.3	7.0	9.0		0.8	70 / 10.4	13.5	13.8	11 / 130	WABI
6	WEZQ-F	8 / 6.3	7.0	6.0		7.8	110 / 16.4	16.5	14.6	14 / 337	WEZQ-F
7	WBFB-F	5 / 5.2	4.0	9.0		9.8	101 / 15.0	14.6	25.4	19 / 318	WBFB-F
	WTOS-F	5 / 5.2	6.0	4.0			76 / 11.3	14.8	13.7	26 / 380	WTOS-F
9	WVOM-F	4 / 4.2	3.0	3.0		1.0	64 / 9.5	6.0	7.1	8 / 140	WVOM-F

12+ FM Share (Metro): 88.75 % ( 71 of 80 ) ( Spring 96: 84.14 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKIT-F	1 WKIT-F	1 WKIT-F	1 WQCB-F >	1 WQCB-F	1 WKIT-F >	1 WQCB-F >	1 WQCB-F >	1 WQCB-F	1 WTOS-F
2 WQCB-F >>	2 WQCB-F >	2 WQCB-F >	2 WABI	WEZQ-F	2 WQCB-F	2 WKIT-F	2 WKIT-F >	2 WKIT-F >	2 WQCB-F >
3 WEZQ-F	3 WEZQ-F	3 WWMJ-F	3 WWMJ-F >	WKSQ-F >	3 WWMJ-F >	WWMJ-F	3 WKSQ-F	3 WEZQ-F	3 WBFB-F
WKSQ-F	WKSQ-F	4 WEZQ-F	4 WKSQ-F	4 WBFB-F	4 WEZQ-F	4 WABI <	4 WVOM-F	4 WTOS-F	WBZN-F
WVOM-F	WTOS-F >	WKSQ-F	WVOM-F	WBZN-F	WTOS-F >>	5 WKSQ-F	5 WWMJ-F		WEZQ-F
WTOS-F >		6 WBZN-F		WKIT-F		6 WEZQ-F >			WKIT-F
		WTOS-F >		WWMJ-F >>					WZON >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBZN-F	CL AOR	107.3	Old Town	3.1	12.0	13	248	WGUY-F	O	102.1	Dexter	2.1	4.7	13	213
WVOM-F	SAC	97.1	Bangor	3.1	12.5	4	138	WMME-F	CHR	92.3	Augusta	1.0	4.3	20	328
WZON	SPRTS	620	Bangor	2.1	8.2	3	77								

### AM Stations

WABI	910	5 kw (DA-N)	Standards	CNN	Eastman	WVOM-F
WZON	620	5 kw (DA-N)	Sports	CBS, 1-on-1	Christal	WKIT

### FM Stations

WBFB	104.7	10 kw @ 1099	Country		Christal	WKSQ-F	Belfast
WBZN	107.3	50 kw @ 436	Classic AOR		—		Old Town
WEZQ	92.9	20 kw @ 784	Soft AC	Westwd	D&R	WWMJ-F	
WKIT	100.3	16.5 kw @ 869	AOR		Christal	WZON	Brewer
WKSQ	94.5	11.5 kw @ 1027	AC		Christal	WBFB-F	Ellsworth
WQCB	106.5	98 kw @ 1079	Country	AP	Mc-Guild		Brewer
WTOS	105.1	50 kw @ 2430	AOR	Westwd	K&P		Skowhegan
WVOM	97.1	5 kw @ 1230	Soft AC		Eastman	WABI	
WWMJ	95.7	11.5 kw @ 1029	Oldies	ABC	D&R	WEZQ-F	Ellsworth

Notes: 4/97 WVOM-F changed calls to WBFB-F ("The Bear"); remains Country . . . 4/97 WVOM-F changed from Progressive AOR to Soft AC . . . 6/97 WBZN-F changed from Classic AOR to CHR as "Z-107.3" (at end of Spring survey) . . . 7/97 WABI/WVOM-F sold for \$950,000 (New England Media) . . . 4/97 WBZN-F sold for \$500,000

# BATTLE CREEK, MI

Arbitron Rank: 230 Pop (12+) 117,300  
 Market TSL In Hours: 21.75  
 Average Persons Rating: 16.3

Stations: 18 / 4  
 Diaries: 386/304:1/54.8%  
 Sample Target: 350

% Below Line: 55.9  
 % Not Listed: 17.3  
 Total Retail Sales: \$1.31 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WKFR-F	CHR	34 / 17.8	12.6	13.0	400 / 34.1	29.8	30.8	76 / 1197	WKFR-F	
2	WNWN-F	C	27 / 14.1	20.0	13.6	312 / 26.6	31.0	28.7	64 / 810	WNWN-F	
3	WBCK	FS	20 / 10.5	10.3	15.2	253 / 21.5	21.9	26.3	23 / 328	WBCK	
4	WWKN-F	O	15 / 7.9	0.6	3.3	213 / 18.1	5.6	9.6	16 / 254	WWKN-F	
5	WRKR-F	AOR	12 / 6.3	9.1	4.9	203 / 17.3	18.0	15.2	70 / 920	WRKR-F	
6	WBXX-F	AC	11 / 5.8	8.0	5.4	164 / 14.0	15.5	13.3	12 / 197	WBXX-F	
7	WJXQ-F	AOR	6 / 3.1	4.0	6.0	144 / 12.2	11.9	14.2	12 / 254	WJXQ-F	
	WXIK-F	C	6 / 3.1	2.9	3.8	72 / 6.2	14.1	13.6	9 / 163	WXIK-F	
9	WRCC	ST	5 / 2.6			80 / 6.8			5 / 83	WRCC	

12+ FM Share (Metro): 82.28 % ( 130 of 158 ) ( Spring 96: 84.11 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKFR-F >>	1 WKFR-F >	1 WKFR-F	1 WNWN-F <	1 WKFR-F	1 WRKR-F	1 WKFR-F	1 WKFR-F	1 WKFR-F	1 WKFR-F >>
2 WRKR-F	2 WNWN-F	2 WNWN-F <	2 WBCK >	2 WNWN-F	2 WKFR-F	2 WBCK >	2 WNWN-F	2 WNWN-F >	2 WBCK
WNWN-F >>	3 WRKR-F <	3 WRKR-F	3 WWKN-F	3 WBXX-F	3 WNWN-F	3 WNWN-F >	3 WBCK	3 WWKN-F	WWKN-F
4 WWKN-F	4 WWKN-F	4 WKFR-F	4 WKFR-F	4 WBCK	WWKN-F >	4 WRKR-F >	4 WWKN-F	4 WRKR-F	4 WNWN-F
5 WBXX-F	5 WBXX-F	5 WBXX-F >		WWKN-F	5 WJXQ-F	5 WBXX-F <	5 WRKR-F	5 WBXX-F <	5 WRKR-F
6 WBCK	6 WBCK >			6 WRKR-F >		WBXX-F >>	6 WBCK >		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WBCT-F	C	93.7	Grand Rapids	1.0	5.0	52 730
WFAT-F	AC	96.5	Portage	1.0	5.0	28 428
WFMK-F	AC	99.1	E. Lansing	0.5	4.2	1 67
WITL-F	C	100.7	Lansing	1.0	3.0	3 66
WJIM-F	O	97.5	Lansing	1.0	3.7	2 65
WJR	FS/T	760	Detroit	1.6	3.6	3 51
WMMQ-F	CL AOR	94.9	E. Lansing	2.1	7.9	5 134
WOOD-F	SAC	105.7	Grand Rapids	1.6	8.5	18 401
WQLR-F	AC	106.5	Kalamazoo	1.6	8.4	24 481

### AM Stations

WBCK	930	5 kw/1 kw (DA-2)	Full Service	Westwd, ABC, 1/1	Eastman	Capstar
WRCC	1400	1 kw	Standards	ABC	Eastman	Capstar

### FM Stations

WBXX	93.5	3 kw @ 265	AC		Eastman	Capstar
WWKN	104.9	6 kw @ 298	Oldies		Eastman	Capstar
						Marshall

Notes: Other ranked stations -- See Kalamazoo or Lansing . . . 1/97 WWKN changed calls to WRCC; remains Standards . . . 1/97 WRCC-F changed from Country to Oldies as WWKN-F . . . 4/97 WBCK/WRCC/WBXX-F/WWKN-F sold by Patterson to Capstar for \$4,500,000 (MVP)



# BEAUMONT-PORT ARTHUR, TX

Arbitron Rank: 128 Pop (12+) 304,900  
 Market TSL in Hours: 20.00  
 Average Persons Rating: 14.5

Stations: 27 / 13  
 Diaries: 728/419:1/46.5%  
 Sample Target: 620

% Below Line: 20.6  
 % Not Listed: 11.6  
 Total Retail Sales: \$3.5 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KAYD-AF	C	52 / 11.8	9.7	12.4	14.5	671 / 22.0	23.4	21.2	57 / 783	KAYD-AF
2	KYKR-F	C	43 / 9.8	11.8	10.0	8.8	622 / 20.4	23.4	23.8	49 / 740	KYKR-F
3	KQXY-F	CHR	39 / 8.8	8.0	7.7	8.1	616 / 20.2	19.1	21.7	45 / 839	KQXY-F
4	KKMY-F	AC	38 / 8.6	6.7	10.9	8.1	525 / 17.2	16.4	16.5	46 / 695	KKMY-F
5	KLVI	T	31 / 7.0	9.3	6.0	7.9	510 / 16.7	16.8	14.8	36 / 615	KLVI
	KTCX-F	B	31 / 7.0	6.2			370 / 12.1	9.0		31 / 372	KTCX-F
7	KALO	B	21 / 4.8	5.0	5.6	7.0	249 / 8.2	9.0	8.9	22 / 266	KALO
8	KIOC-F	AOR-NR	18 / 4.1	5.2	4.1	5.7	398 / 13.0	13.1	14.3	29 / 591	KIOC-F
9	KTFA-F	REL	17 / 3.9	3.7	3.8	2.0	228 / 7.5	9.4	7.0	21 / 306	KTFA-F
10	KBXX-F	CHR/B	16 / 3.6	5.2	5.3	4.4	272 / 8.9	11.5	10.4	17 / 295	KBXX-F
11	KZWA-F	B	11 / 2.5	2.8	5.1	2.9	214 / 7.0	9.4	0.0	35 / 479	KZWA-F
	KTRH	N	11 / 2.5	2.2	1.7	1.8	184 / 6.0	6.0	4.7	12 / 194	KTRH

12+ FM Share (Metro): 81.03 % ( 316 of 390 ) ( Spring 96: 82.76 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KQXY-F	1 KKMY-F <	1 KKMY-F <	1 KAYD-AF	1 KAYD-AF <	1 KKMY-F	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF <
2 KAYD-AF	2 KAYD-AF <	2 KAYD-AF >	2 KLVI <	2 KKMY-F	2 KAYD-AF	2 KYKR-F	2 KKMY-F	2 KQXY-F <	2 KQXY-F
3 KYKR-F <	3 KQXY-F >	3 KYKR-F <	3 KYKR-F <	3 KYKR-F	3 KLVI <	3 KLVI	3 KYKR-F	3 KKMY-F <	3 KTCX-F
4 KKMY-F	4 KYKR-F	4 KQXY-F	4 KKMY-F	4 KQXY-F	4 KYKR-F	4 KKMY-F	4 KLVI <	4 KYKR-F >	4 KYKR-F
5 KIOC-F >	5 KTCX-F	5 KTCX-F <	5 KALO <	5 KALO	5 KQXY-F	5 KQXY-F	5 KQXY-F >	5 KTCX-F	5 KKMY-F
	6 KTFA-F <	6 KTFA-F <	6 KTCX-F >	6 KTCX-F	6 KTCX-F	6 KTCX-F	6 KTCX-F	6 KLVI <	6 KZWA-F
				KTFA-F >>				7 KBXX-F	7 KBXX-F <
								8 KIOC-F >>	8 KIOC-F >>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KJUS	G	1380	Beaumont 0.7 3.0 3 92
KOGT	C	1600	Orange 0.7 1.9 4 72
KZZB	REL	990	Beaumont 0.7 2.6 3 80

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBIJ-F	AC	103.7	Lake Charles, LA 0.7 2.6 30 472
KHLA-F	AC	99.5	Lake Charles, LA 0.5 2.8 27 457
KHYS-F	CHRU	98.5	Port Arthur 2.0 7.6 9 253
KLDE-F	O	94.5	Houston 0.9 3.9 4 120
KLLO-F	AOR	101.1	Houston 1.1 2.6 7 106
KLTN-F	SP	93.3	Port Arthur 0.9 2.0 4 60
KMJQ-F	B/AC	102.1	Houston 0.9 3.3 4 109
KSHN-F	AC	99.9	Liberty, TX 1.6 3.1 7 101
KTBZ-F	AOR-NR	107.5	Lake Jackson, TX 1.4 3.2 6 126
KYKZ-F	C	96.1	Lake Charles, LA 2.0 7.2 70 903

### AM Stations

KALO	1250	5 kw/1 kw (DA-N)	Black	AURN, Westwd	Christal
KAYD	1450	1 kw	See KAYD-F		
KLVI	560	5 kw (DA-N)	Talk	ABC	Banner Capstar

### FM Stations

KAYD	97.5	100 kw @ 480	Country	Katz	KQXY
KIOC	106.1	100 kw @ 1059	AOR-New Rock	Eastman	
KKMY	104.5	100 kw @ 400	Adult Contemp	Westwd	Banner Capstar
KQXY	94.1	100 kw @ 600	CHR	Katz	
KTCX	102.5	50 kw @ 492	Black	ABC	
KTFA	92.5	50 kw @ 440	Religion		Groves
KYKR	95.1	100 kw @ 420	Country	Banner	Capstar

Notes: Other ranked stations -- See Houston . . . 4/97 KLVI/KIOC-F/KKMY-F/KYKR-F sold by Gulfstar to Capstar

# BECKLEY, WV

Arbitron Rank: 262 Pop (12+) 66,500  
 Market TSL In Hours: 19.50  
 Average Persons Rating: 14.1

Stations: 14 / 10  
 Diaries: 463/144:1/56.4%  
 Sample Target: 400

% Below Line: 8.5  
 % Not Listed: 11.7  
 Total Retail Sales: \$0.78 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WJLS-F	C	21 / 22.4	22.3	24.7	24.7	246 / 36.9	46.6	50.8	93 / 1153	WJLS-F
2	WTNJ-F	C	16 / 17.0	18.1	20.6	20.6	213 / 32.1	35.3	42.4	39 / 546	WTNJ-F
3	WCIR-F	CHR	13 / 13.9	16.0	14.4	14.4	232 / 34.9	31.7	40.2	22 / 504	WCIR-F
4	WJLS	G	7 / 7.5	7.4	11.3	11.3	99 / 15.0	18.9	19.2	8 / 171	WJLS
5	WMTD-F	AOR/CL	5 / 5.3	1.1			82 / 12.3	3.9		18 / 226	WMTD-F
6	WAXS-F	AC/CHR	4 / 4.3	5.3	4.1	4.1	93 / 14.0	13.4	15.1	8 / 227	WAXS-F
7	WKAZ-F	CL HITS	3 / 3.2	1.1			51 / 7.7	13.4		10 / 108	WKAZ-F
	WHAJ-F	CHR/AC	3 / 3.2	7.4	3.1	3.1	98 / 14.7	19.5	15.1	38 / 745	WHAJ-F

12+ FM Share (Metro): 84.34 % ( 70 of 83 ) ( Spring 96: 86.74 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WTNJ-F	1 WJLS-F <	1 WJLS-F	1 WJLS-F	1 WJLS-F	1 WTNJ-F	1 WJLS-F	1 WJLS-F >	1 WJLS-F	1 WJLS-F
WJLS-F	2 WTNJ-F	2 WTNJ-F	2 WTNJ-F	2 WTNJ-F	WJLS-F >	2 WTNJ-F >	2 WTNJ-F	2 WTNJ-F	WCIR-F >>
WCIR-F >>	3 WCIR-F >	3 WCIR-F >>	3 WJLS >	3 WCIR-F >>	3 WMTD-F	3 WCIR-F	3 WCIR-F >	WCIR-F >>	3 WTNJ-F
4 WMTD-F	4 WMTD-F >		4 WCIR-F >>	4 WIWS	WCIR-F >>	4 WJLS	4 WJLS		
WHAJ-F				WAXS-F >>					
WAXS-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WIWS O 1070 Beckley	2.1	2.7	3 39
WOAY REL 860 Oak Hill	2.1	3.6	4 73
WWNR T 620 Beckley	2.1	7.4	3 60

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKLC-F AOR 105.1 St. Albans	2.1	5.7	6 103
WQBE-F C 97.5 Charleston	1.1	5.2	8 118
WVSR-F CHR 102.7 Charleston	2.1	7.1	2 95

### AM Stations

WJLS	560	5 kw/0.5 kw (DA-N)	Gospel	Westwd	Savalli
WWNR	620	1 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	Katz

### FM Stations

WAXS	94.1	26.5 kw @ 649	AC/CHR	ABC	Roslin	WTNJ-F	Oak Hill
WCIR	103.7	5 kw @ 1485	CHR	Westwd	Katz	WIWS	
WHAJ	104.5	100 kw @ 1200	CHR/AC	Westwd, ABC	—	Adventure	Bluefield
WJLS	99.5	34 kw @ 1050	Country	Westwd	Savalli		
WMTD	102.3	0.37 kw @ 1268	AOR/Classic AOR	CBS	Katz		Hinton
WTNJ	105.9	50 kw @ 500	Country	ABC, Westwd	Roslin	WAXS-F	Mt. Hope

Notes: Other ranked stations -- See Charleston, WV in the Spring 1997 American Radio

# BILLINGS, MT

Arbitron Rank: 238 Pop (12+) 103,600	Stations: 13 / 13	% Below Line: 0.0
Market TSL in Hours: 20.50	Diaries: 489/212:1/61.7%	% Not Listed: 10.1
Average Persons Rating: 15.3	Sample Target: 440	Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KCTR-F	38 / 24.1	23.1	20.9	25.2	22.5	387 / 37.3	32.9	33.7	50 / 511	KCTR-F
2	KRKX-F	18 / 11.4	11.8	10.4	10.1	11.9	251 / 24.2	19.9	21.4	19 / 276	KRKX-F
3	KYYA-F	17 / 10.8	10.6	11.7	10.1	12.5	280 / 27.0	25.3	25.4	22 / 376	KYYA-F
	KKBR-F	17 / 10.8	11.2	13.5	13.2	11.9	238 / 23.0	20.9	26.4	20 / 296	KKBR-F
5	KBBB-F	10 / 6.3	6.2	1.8	4.4	3.1	180 / 17.3	14.5	10.4	11 / 207	KBBB-F
6	KMHK-F	8 / 5.1	2.5	4.3	3.8	10.6	157 / 15.2	12.8	14.5	11 / 209	KMHK-F
	KBLG	8 / 5.1	5.0	4.3	6.3	4.4	99 / 9.6	10.9	10.3	10 / 133	KBLG
8	KRSQ-F	6 / 3.8	2.5	4.3	1.9	2.5	101 / 9.7	4.3	7.4	10 / 160	KRSQ-F
	KIDX-F	6 / 3.8	5.6	7.4	4.4	5.0	160 / 15.5	16.0	19.9	7 / 181	KIDX-F
	KGHL	6 / 3.8	5.6	3.1	1.9	2.5	93 / 8.9	9.9	8.6	17 / 253	KGHL
11	KURL	5 / 3.2	3.7	3.1	2.5	0.6	83 / 8.0	6.6	7.3	9 / 146	KURL

12+ FM Share (Metro): 84.51 % ( 120 of 142 ) ( Spring 96: 84.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KCTR-F >	1 KCTR-F >	1 KCTR-F >	1 KCTR-F >	1 KCTR-F >>	1 KRKX-F	1 KCTR-F >>	1 KCTR-F >>	1 KCTR-F >>	1 KCTR-F
2 KRKX-F	2 KRKX-F >	2 KRKX-F	2 KKBR-F >	2 KKBR-F	2 KCTR-F >	2 KKBR-F	2 KRKX-F <	2 KYYA-F <	2 KYYA-F
3 KYYA-F >	3 KYYA-F	3 KKBR-F >	3 KRKX-F	3 KYYA-F	3 KKBR-F	3 KRKX-F	3 KKBR-F	3 KRKX-F <	3 KRKX-F >
4 KKBR-F	4 KKBR-F	4 KYYA-F	4 KYYA-F	KRKX-F	4 KMHK-F	4 KYYA-F >	4 KYYA-F >	4 KKBR-F	4 KKBR-F
KBBB-F	5 KBBB-F	5 KMHK-F	KBLG	5 KYYA-F	KBLG		5 KBLG	5 KBBB-F	5 KBLG

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KDWG	C	970 Billings	1.3 5.2 3 79
KMAY	AOR	1240 Billings	0.6 2.5 1 26

### AM Stations

KBLG	910	1 kw/0.064 kw	Talk	Westwd	---	Sunbrook
KDWG	970	5 kw (DA-N)	Country	ABC	Mc-Guild	Citadel
KGHL	790	5 kw (DA-N)	Classic Country	CBS	---	Am. Cities, pend.
KURL	730	4.4 kw/0.24 kw	Religion		---	

### FM Stations

KBBB	103.7	100 kw @ 480	AC		Mc-Guild	Citadel	
KCTR	102.9	100 kw @ 489	Country	ABC	Mc-Guild	Citadel	
KIDX	98.5	85 kw @ 370	Country		Christal	Am. Cities, pend.	
KKBR	97.1	28.15 kw @ 400	Oldies		Mc-Guild	Citadel	
KMHK	95.5	95.4 kw @ 984	Classic AOR		Mc-Guild	Citadel	Hardin
KRKX	94.1	100 kw @ 590	AOR		Allied	Sunbrook	
KRSQ	101.7	100 kw @ 420	Religion		---		Laurel
KYYA	93.3	100 kw @ 700	CHR	Westwd	Allied	Sunbrook	

Notes: 6/97 KGHL/KIDX-F (+ KCZP/KZMT-F Helena) sold by 1-on-1 Sports to American Cities (Bruce Buzil) for \$3,000,000

# BILOXI-GULFPORT-PASCAGOULA, MS

Arbitron Rank: 133	Pop (12+): 290,600	Stations: 22 / 12	% Below Line: 15.1
Market TSL in Hours: 21.50		Diaries: 453/642:1/45.5%	% Not Listed: 19.8
Average Persons Rating: 16.0		Sample Target: 440	Total Retail Sales: \$2.4 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WKNN-F	C	69 / 14.9		15.3	13.6	833 / 28.7	31.4	26.6	81 / 1017	WKNN-F
2	WZKX-F	C	52 / 11.2		9.3	4.4	574 / 19.8	17.8	11.9	78 / 855	WZKX-F
3	WJZD-F	B	35 / 7.5		3.0	4.9	331 / 11.4	6.3	9.1	35 / 340	WJZD-F
	WXRG-F	CL AOR	35 / 7.5		3.7	6.3	379 / 13.0	14.2	19.5	36 / 392	WXRG-F
5	WYOK-F	B	32 / 6.9		6.7		338 / 11.6	13.0		35 / 383	WYOK-F
6	WMJY-F	AC	28 / 6.0		7.1	4.1	378 / 13.0	14.4	15.1	30 / 440	WMJY-F
7	WCPR-F	AOR	21 / 4.5		6.9	2.5	227 / 11.1	13.6	8.4	24 / 370	WCPR-F
8	WGCM-F	O	16 / 3.4		3.7	3.8	297 / 10.2	12.2	9.8	20 / 328	WGCM-F
9	WOSM-F	REL	12 / 2.6		3.0	0.8	165 / 5.7	7.4	4.6	13 / 197	WOSM-F
	WXYK-F	CHR	12 / 2.6		3.7	6.3	306 / 10.5	14.2	19.5	13 / 310	WXYK-F
11	WVMI	N/T	10 / 2.2		3.4		163 / 5.6	5.7		11 / 179	WVMI

12+ FM Share (Metro): 93.28 % ( 347 of 372 ) ( Spring 96: 87.13 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKNN-F >	1 WKNN-F	1 WKNN-F >	1 WKNN-F	1 WZKX-F	1 WKNN-F >	1 WKNN-F >	1 WKNN-F >	1 WKNN-F	1 WKNN-F <
2 WMJY-F	2 WZKX-F <	2 WZKX-F	2 WZKX-F	2 WMJY-F	2 WXRG-F >>	2 WZKX-F	2 WZKX-F	2 WZKX-F >	2 WYOK-F <
3 WZKX-F	3 WXRG-F	3 WXRG-F	3 WJZD-F	3 WKNN-F <	3 WJZD-F	3 WJZD-F	3 WMJY-F	3 WXRG-F <	3 WZKX-F <
	WCPR-F <	4 WMJY-F	4 WJZD-F	4 WXRG-F	4 WJZD-F >	4 WXRG-F <	4 WXRG-F >	4 WYOK-F	4 WJZD-F >
5 WXRG-F	5 WJZD-F	5 WMJY-F >	5 WGCM-F	5 WGCM-F	5 WCPR-F	5 WMJY-F	5 WCPR-F	5 WMJY-F <	5 WXRG-F
6 WYOK-F >>	6 WCPR-F			6 WXRG-F		6 WYOK-F >	WJZD-F	6 WJZD-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WLRK-F	AC	96.7	Gulfport 1.3 6.5 6 188
WROA	EZ	1390	Gulfport 1.3 2.9 6 89

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KKND-F	AOR-P	104.1	Pt. Sulphur 0.4 2.0 3 79
WABB-F	CHR	97.5	Mobile 0.6 4.5 6 195
WBLX-F	B	92.9	Mobile 1.1 4.3 5 124
WKSJ-F	C	94.9	Mobile 1.7 2.3 10 81
WLTS-F	AC	105.3	Slidell, LA 0.4 2.1 3 87
WNOE-F	C	101.1	New Orleans 0.4 2.4 8 170
WQUE-F	B	93.3	New Orleans 0.9 3.2 5 124
WRNO-F	CL HITS	99.5	New Orleans 0.6 3.9 7 154
WWL	N/T	870	New Orleans 1.9 6.6 13 234

### AM Stations

WVMI	570	5 kw/11 kw (DA-2)	News/Talk	CNN	---
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### FM Stations

WCPR	97.9	50 kw @ 466	AOR	Westwd	Katz	Gulf Coast	Wiggins, MS
WGCM	102.3	25 kw @ 298	Oldies		Eastman	Dowdy	
WJZD	94.5	6 kw @ 321	Black	ABC	---		Long Beach, MS
WKNN	99.1	95 kw @ 984	Country	ABC	Mc-Guild	Capstar	Pascagoula
WMJY	93.7	100 kw @ 984	AC		Mc-Guild	Capstar	
WOSM	103.1	50 kw @ 460	Religion	AP, USA	---		Ocean Springs, MS
WXRG	105.9	25 kw @ 328	Classic AOR		Katz	Gulf Coast	Pascagoula
WXYK	107.1	2.8 kw @ 393	CHR	ABC	Katz	Gulf Coast	
WZKX	107.9	92 kw @ 1459	Country	Westwd, ABC	Eastman	Dowdy	Poptarville

Notes: Other ranked stations -- See Mobile in the Spring 1997 American Radio . . . 2/97 Gulf Coast (Mike Schwartz, Monte Lang, Aaron Daniels) bought WXBD/WXLS-F/WXRG-F/WXYK-F for \$2,000,000 and WCPR-F for \$1,650,000 (Bergner) . . . 2/97 WXYK-F calls & CHR format moved from 105.9 to 107.1; the WXRG-F calls & Classic AOR format moved from 96.7 to 105.9; the 96.7 became AC WLRK-F . . . 4/97 SFX sold these stations to Capstar: WKNN-F for \$11,200,000; WMJY-F for \$4,300,000

# BISMARCK, ND

Arbitron Rank: 258 Pop (12+) 73,500	Stations: 10 / 10	% Below Line: 0.0
Market TSL in Hours: 22.00	Diaries: 448/164:1/65.4%	% Not Listed: 8.2
Average Persons Rating: 16.6	Sample Target: 400	Total Retail Sales: \$1.04 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 KFYR	FS	20 / 16.4		21.8		16.9	283 / 38.5	35.5	37.5	55 / 741	KFYR
2 KBYZ-F	AOR	18 / 14.8		22.7		16.1	218 / 29.7	32.4	26.6	22 / 283	KBYZ-F
3 KYYY-F	CHR/AC	15 / 12.3		8.2		16.1	219 / 29.7	26.5	33.0	23 / 363	KYYY-F
4 KQDY-F	C	13 / 10.7		11.8		11.0	156 / 21.3	21.8	20.8	16 / 227	KQDY-F
KBMR	C	13 / 10.7		5.5		9.3	138 / 18.8	12.9	15.0	22 / 266	KBMR
6 KKCT-F	C	11 / 9.0		10.9		10.2	170 / 23.2	25.5	22.8	18 / 284	KKCT-F
7 KACL-F	O	9 / 7.4					107 / 14.5			14 / 158	KACL-F
8 KLXX	ST	5 / 4.1		3.6		1.7	88 / 11.9	9.1	10.3	6 / 110	KLXX
9 KSSS-F	SAC	4 / 3.3		6.4		5.9	93 / 12.7	18.6	16.0	8 / 132	KSSS-F
KNDR-F	REL	4 / 3.3		1.8		1.7	58 / 7.9	8.5	9.0	6 / 104	KNDR-F

12+ FM Share (Metro): 66.07 % ( 74 of 112 ) ( Spring 96: 66.01 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KBYZ-F	1 KBYZ-F	1 KYYY-F	1 KFYR >	1 KYYY-F	1 KBYZ-F >	1 KFYR >>	1 KFYR	1 KBYZ-F	1 KBYZ-F
2 KYYY-F	2 KYYY-F	KBYZ-F	2 KBMR >	2 KFYR	2 KFYR	2 KYYY-F <	2 KBYZ-F	2 KYYY-F	2 KYYY-F
3 KQDY-F	3 KQDY-F	3 KFYR	3 KACL-F	3 KKCT-F	3 KYYY-F	3 KBYZ-F	3 KYYY-F <	KQDY-F <	KKCT-F
4 KKCT-F >	4 KFYR	4 KQDY-F	4 KKCT-F	KQDY-F	KQDY-F	4 KQDY-F	4 KBMR	4 KFYR	KFYR
	5 KKCT-F	5 KKCT-F	KBYZ-F	5 KACL-F		5 KKCT-F >	5 KQDY-F	5 KKCT-F	
		KACL-F							

### AM Stations

KBMR	1130	50 kw (Days, DA)	Country	CBS	Mc-Guild	Anderson
KFYR	550	5 kw (DA-N)	Full Service	ABC	Katz	Meyer
KLXX	1270	1 kw/0.25 kw	Standards	Westwd	Christal	J. Ingstad
						Mandan

### FM Stations

KACL	98.7	100 kw @ 1092	Oldies		Christal	J. Ingstad
KBYZ	96.5	100 kw @ 1000	Classic AOR	Westwd	Christal	J. Ingstad
KKCT	97.5	100 kw @ 830	Country		Christal	J. Ingstad
KNDR	104.7	100 kw @ 853	Religion	USA	---	
KQDY	94.5	100 kw @ 1117	Country	Westwd	Mc-Guild	Anderson
KSSS	101.5	100 kw @ 987	Soft AC		---	Anderson
KYYY	92.9	100 kw @ 1180	CHR/AC	ABC	Katz	Meyer

Notes: 3/97 KACL-F (98.7) came on the air as Oldies ("Cool 98.7")

# BLACKSBURG-CHRISTIANSBURG, VA

Arbitron Rank: 207 Pop (12+) 137,300  
 Market TSL in Hours: 19.25  
 Average Persons Rating: 14.4

Stations: 23 / 10  
 Diaries: 566/243:1/55.0%  
 Sample Target: 540

% Below Line: 48.0  
 % Not Listed: 21.2  
 Total Retail Sales: \$1.43 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WPSK-F	C	29 / 14.7	17.9			396 / 28.9	30.5		31 / 466	WPSK-F
2	WXLK-F	CHR	28 / 14.1	14.7			497 / 36.2	34.7		31 / 581	WXLK-F
3	WSLQ-F	AC	21 / 10.6	10.0			348 / 25.3	23.1		31 / 399	WSLQ-F
4	WROV-F	AOR	17 / 8.6	8.9			312 / 22.7	24.1		17 / 323	WROV-F
	WPVR-F	CL AOR	17 / 8.6	11.1			242 / 17.7	24.3		19 / 273	WPVR-F
6	WRIQ-F	C	14 / 7.1	4.2			218 / 15.9	14.5		14 / 218	WRIQ-F

12+ FM Share (Metro): 90.38 % ( 141 of 156 ) ( Spring 96: 90.06 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WXLK-F	1 WXLK-F	1 WPSK-F	1 WPSK-F >	1 WPSK-F	1 WPSK-F	1 WPSK-F	WPSK-F	1 WXLK-F	1 WXLK-F >
2 WROV-F	2 WSLQ-F	2 WXLK-F	2 WSLQ-F <	2 WXLK-F	2 WSLQ-F >	2 WXLK-F	WSLQ-F <	2 WPSK-F <	2 WROV-F <
3 WSLQ-F	WPSK-F	WSLQ-F	3 WRIQ-F	3 WSLQ-F	3 WXLK-F	3 WSLQ-F <	WXLK-F <	3 WROV-F <	3 WPSK-F
	WPSK-F >	4 WROV-F <	4 WPVR-F	4 WPVR-F	WPVR-F	4 WRIQ-F <	WPVR-F >	4 WSLQ-F	4 WSLQ-F
5 WPVR-F >	5 WPVR-F >	5 WRIQ-F	5 WXLK-F >	5 WRIQ-F >>	5 WROV-F	5 WROV-F	WRIQ-F	5 WPVR-F >	5 WPVR-F
		6 WROV-F >>			WRIQ-F >>	6 WPVR-F >>	WROV-F >>	6 WRIQ-F >	WRIQ-F >>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBLB G 1340 Pulaski	1.5	3.4	3 46
WBNK-F AC 100.7 Christiansburg	1.5	5.8	3 79
WFNR T 710 Blacksburg	1.5	4.3	3 59
WGFC AC 1030 Floyd	0.5	1.1	1 15
WKEX C 1430 Blacksburg	1.0	1.6	2 21
WRAD ST 1460 Radford	2.0	4.2	4 58
WVMJ-F AC 105.3 Blacksburg	1.0	6.4	2 88

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKG-F C 103.3 Danville	0.5	1.8	1 27
WBRF-F C 98.1 Galax	1.5	5.4	6 119
WFIR FS 960 Roanoke	0.5	2.2	1 31
WJLM-F C 93.5 Salem	0.5	1.9	1 27
WJMH-F B 102.1 Reidsville, NC	0.5	2.5	1 35
WPCM-F C 101.1 Burlington, NC	0.5	1.4	1 19
WSLC C/FS 610 Roanoke	0.5	1.7	1 24
WTQR-F C 104.1 Winston Salem	0.5	1.8	2 45
WYYD-F C 107.9 Amherst	1.0	2.3	2 32

### FM Stations

WPSK	107.1	1.75 kw @ 1207	Country	ABC	---	WNNI/WVMJ-F
WRIQ	101.7	3 kw @ 64	Country		---	WRAD/WBNK, etc.

Notes: Other ranked stations -- See Roanoke-Lynchburg in the Spring 1997 American Radio . . . The market was not measured in Spring 1995

# BRYAN-COLLEGE STATION, TX

Arbitron Rank: 235 Pop (12+) 113,600  
 Market TSL in Hours: 18.00  
 Average Persons Rating: 13.6

Stations: 24 / 12  
 Diaries: 491/231:1/48.6%  
 Sample Target: 470

% Below Line: 14.3  
 % Not Listed: 13.0  
 Total Retail Sales: \$1.23 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KKYS-F	18 / 11.7	10.7	14.7		10.4	354 / 31.2	29.9	33.2	23 / 433	KKYS-F
	KORA-F	18 / 11.7	12.7	11.9		20.1	283 / 24.9	27.2	26.0	26 / 356	KORA-F
3	KAGG-F	14 / 9.1	5.3	7.0		9.7	259 / 22.8	22.5	21.9	20 / 359	KAGG-F
4	WTAW	10 / 6.5	5.3	4.9		4.5	164 / 14.5	10.5	8.5	12 / 188	WTAW
5	KBMA-F	9 / 5.8	6.7	6.3		3.2	83 / 7.3	9.9	10.4	13 / 120	KBMA-F
	KTAM	9 / 5.8	4.0	5.6		1.9	141 / 12.4	10.9	8.6	10 / 170	KTAM
7	KZTR-F	8 / 5.2	2.7			0.6	130 / 11.4	6.1		15 / 172	KZTR-F
	KTSR-F	8 / 5.2	8.7	9.8		5.2	230 / 20.2	21.9	22.9	10 / 240	KTSR-F
	KHRN-F	8 / 5.2	9.4	4.9		6.5	167 / 14.7	10.9	9.5	9 / 217	KHRN-F
	KHLR-F	8 / 5.2	4.7	4.9		5.2	232 / 20.4	17.7	18.1	8 / 237	KHLR-F
11	KTTX-F	6 / 3.9	4.7	5.6		5.2	193 / 17.0	16.6	22.5	15 / 300	KTTX-F

12+ FM Share (Metro): 84.33 % ( 113 of 134 ) ( Spring 96: 86.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KKYS-F	1 KKYS-F	1 KKYS-F	1 WTAW	1 KKYS-F >	1 WTAW	1 KORA-F <	1 KORA-F	1 KORA-F <	1 KHLR-F
KORA-F >	2 KORA-F	2 KORA-F	KAGG-F	2 KORA-F	2 KZTR-F	2 KKYS-F	2 WTAW	2 KKYS-F <	2 KBMA-F
3 KHLR-F	3 KAGG-F	3 WTAW	KTAM	3 KBMA-F >	KKYS-F	3 KAGG-F >	KKYS-F	3 KAGG-F >	KHRN-F
4 KAGG-F	4 KZTR-F	4 KZTR-F	4 KORA-F	4 WTAW	KORA-F	4 WTAW	4 KAGG-F	4 KTSR-F <	KKYS-F
KTSR-F >		5 KAGG-F	5 KKYS-F	KZTR-F	5 KAGG-F	5 KTAM	5 KTAM	5 KZTR-F	KORA-F
		KBMA-F	6 KZTR-F	KAGG-F	KTAM >	6 KTSR-F			
		KHRN-F >		KHRN-F					
				KMBV-F >>					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAGC REL 1510 Bryan	0.6	2.2	1 29
KMBV-F SAC 92.5 Navasota	1.9	4.7	5 104

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBXX-F CHR/B 97.9 Houston	1.9	6.4	9 144
KHMX-F AC/CHR 96.5 Houston	0.6	3.6	1 47
KLDE-F O 94.5 Houston	0.6	3.0	2 61
KLLO-F AOR 101.1 Houston	0.6	3.4	4 72
KODA-F SAC 99.1 Houston	1.3	2.2	2 42
KRBE-F CHR 104.1 Houston	0.6	3.1	1 61
KTRH N/T 740 Houston	0.6	2.3	2 50
KWTX-F CHR 97.5 Waco	1.9	9.2	5 140
WACO-F C 99.9 Waco	0.6	3.8	4 91

**AM Stations**

KTAM 1240 1 kw	Standards	ABC	---	KORA/KHLR
WTAW 1150 1 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	---	Capstar

**FM Stations**

KAGG 96.1 40 kw @ 538	Country	---	Capstar	Madisonville
KBMA 99.5 3 kw @ 328	Hispanic	Caballero		
KHLR 103.9 25 kw @ 695	CHR	---	KTAM/KORA	Cameron
KHRN 94.3 3 kw @ 300	Black	ABC, AURN	---	Hearne
KKYS 104.7 50 kw @ 285	CHR/AC	Mc-Guild	SunGroup	
KORA 98.3 0.9 kw @ 528	Country	ABC	---	KTAM/KHLR
KTSR 92.1 3 kw @ 275	AOR	---	Capstar	
KTTX 106.1 50 kw @ 492	Country	ABC	Mc-Guild	Brenham
KZTR 101.9 25 kw @ 328	AOR/Classic AOR	Westwd	---	Roy Henderson Franklin

Notes: 4/97 WTAW/KAGG-F/KTSR-F sold by Gulfstar to Capstar . . . 5/97 KTAM/KORA-F/KHLR-F sold to Dain Schulte for \$4,500,000 (Riley)

# BURLINGTON, VT

Arbitron Rank: 221 Pop (12+) 123,700  
 Market TSL in Hours: 19.75  
 Average Persons Rating: 14.6

Stations: 14 / 14  
 Diaries: 374/331:1/61.8%  
 Sample Target: 330

% Below Line: 0.0  
 % Not Listed: 16.0  
 Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume		
1	WOKO-F	C	32 / 17.6	6.5	14.4	20.9	17.0	340 / 27.5	14.5	22.1	97 / 1132	WOKO-F
2	WIZN-F	AOR	28 / 14.3	16.9	17.2	16.8	15.9	364 / 29.4	33.0	33.0	40 / 639	WIZN-F
3	WEZF-F	SAC	22 / 12.1	11.4	6.7	5.6	8.2	276 / 22.3	25.6	18.1	50 / 1030	WEZF-F
4	WXXX-F	CHR	18 / 8.8	10.4	9.6	6.6	10.4	383 / 31.0	24.1	26.4	49 / 880	WXXX-F
5	WCPV-F	CL AOR	12 / 6.8	8.2	6.7	3.1	4.9	197 / 15.9	24.0	21.1	15 / 316	WCPV-F
6	WNCS-F	AOR-P	10 / 5.5	2.2	3.3	2.6	2.7	123 / 10.0	7.7	12.3	25 / 356	WNCS-F
7	WBTZ-F	AOR-NR	9 / 5.0	2.7	1.0	0.5	1.1	223 / 18.0	11.8	5.4	35 / 623	WBTZ-F
8	WKDR	T	7 / 3.9	3.8	2.9	4.6	4.4	101 / 8.1	9.5	7.2	9 / 186	WKDR
9	WKOL-F	O	6 / 3.3	6.0	7.2	5.6	2.7	188 / 15.2	19.6	20.6	20 / 472	WKOL-F
10	WJOY	ST	4 / 2.2	2.7	6.2	7.1	4.4	82 / 6.7	5.8	8.1	6 / 126	WJOY

12+ FM Share (Metro): 90.79 % ( 138 of 152 ) ( Spring 96: 83.93 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIZN-F	1 WOKO-F	1 WIZN-F <	1 WOKO-F >	1 WOKO-F >	1 WIZN-F >	1 WOKO-F	1 WIZN-F <	1 WOKO-F <	1 WOKO-F
2 WOKO-F	WIZN-F	2 WOKO-F >	2 WIZN-F	2 WEZF-F	2 WOKO-F	2 WIZN-F >	2 WEZF-F	2 WIZN-F	2 WIZN-F
WEZF-F	3 WEZF-F >	3 WEZF-F	WEZF-F	3 WIZN-F	3 WCPV-F	3 WXXX-F	3 WOKO-F >	WEZF-F >	3 WEZF-F
4 WXXX-F	4 WXXX-F	4 WNCS-F	4 WNCS-F	4 WXXX-F	4 WNCS-F	4 WEZF-F	4 WNCS-F	4 WXXX-F >	4 WXXX-F
5 WCPV-F	5 WNCS-F	WCPV-F	5 WKDR >	5 WNCS-F >>	5 WEZF-F	5 WCPV-F	5 WXXX-F	5 WCPV-F	WCPV-F
	WCPV-F >	6 WXXX-F >>	6 WKOL-F	6 WKDR		6 WNCS-F >	6 WKDR	6 WKDR	WBTZ-F
							WCPV-F		WBTZ-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDEV-F ST 96.1 Warren	0.6	2.2	2 102
WGLY-F REL 103.3 Waterbury	0.6	3.6	8 145
WVMT FS 620 Burlington	1.7	6.2	4 111
WXPS-F AOR-NR 96.7 Vergennes	1.7	9.3	9 192

### AM Stations

WJOY	1230	1 kw	Standards	Westwd	D&R	Hall
WKDR	1390	5 kw (DA-N)	Talk	ABC, 1-on-1, Tiknt	---	
WVMT	620	5 kw (DA-2)	Full Service	ABC, CBS, Westwd	Mc-Guild	Goldman

### FM Stations

WBTZ	99.9	100 kw @ 984	New Rock	Allied		Plattsburgh
WCPV	101.3	1 kw @ 797	Classic AOR	Westwd	Katz	WXPS-F Essex, NY
WEZF	92.9	46 kw @ 2700	Soft AC		Banner	Capstar, pend.
WIZN	106.7	50 kw @ 374	AOR		Allied	Deer River Vergennes
WKOL	105.1	23.5 kw @ 338	Oldies		D&R	Hall Plattsburgh, NY
WOKO	98.9	100 kw @ 297	Country		D&R	Hall
WXXX	95.5	25 kw @ 236	CHR		Mc-Guild	Goldman S. Burlington

Notes: 4/97 WEZF-F sold by Knight Quality to Capstar for \$7,100,000 (MVP) . . . 7/97 WXPS-F changed from New Rock to Talk/Sports



## CAPE COD, MA

Arbitron Rank: 182 Pop (12+) 174,200  
 Market TSL in Hours: 23.50  
 Average Persons Rating: 17.3

Stations: 29 / 12  
 Diaries: 412/423:1/56.1%  
 Sample Target: 400

% Below Line: 17.9  
 % Not Listed: 11.6  
 Total Retail Sales: \$2.46 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume		
1	WQRC-F	SAC	33 / 10.9	14.2	11.7	14.0	16.1	495 / 28.4	27.6	24.2	33 / 510	WQRC-F
	WFCC-F	CL	33 / 10.9	5.7	5.8	6.7	6.8	266 / 15.3	14.4	16.9	36 / 291	WFCC-F
3	WXTK-F	T	26 / 8.6	6.9	8.9	4.6	4.8	277 / 15.9	14.6	15.7	26 / 302	WXTK-F
4	WCIB-F	AOR/CL	23 / 7.6	5.7	8.6	2.8	3.5	348 / 19.9	14.7	18.0	24 / 390	WCIB-F
5	WRZE-F	CHR	22 / 7.3	3.9	6.4	3.9	4.5	362 / 20.8	16.8	18.4	28 / 405	WRZE-F
6	WOCN-F	ST	17 / 5.6	11.8	9.8	8.1	3.2	215 / 12.3	22.5	17.1	17 / 221	WOCN-F
7	WCOD-F	AC	16 / 5.3	3.0	4.3	4.9	7.1	256 / 14.7	11.9	15.7	16 / 260	WCOD-F
8	WPXC-F	AOR	14 / 4.6	3.6	8.3	7.0	7.7	237 / 13.6	16.2	16.8	14 / 242	WPXC-F
9	WMVY-F	AOR	11 / 3.6	2.7	3.1	3.2	1.6	157 / 9.0	7.8	10.6	14 / 241	WMVY-F
10	WKPE-F	AOR	10 / 3.3	8.4	4.9	5.3	4.2	180 / 10.3	17.0	16.7	10 / 190	WKPE-F
	WCTK-F	C	10 / 3.3	3.0	1.5	3.5	2.9	153 / 8.8	9.7	4.9	11 / 164	WCTK-F

12+ FM Share (Metro): 94.01 % ( 251 of 267 ) ( Spring 96: 91.50 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WCIB-F <	1 WCIB-F	1 WCIB-F >	1 WFCC-F	1 WCOD-F >	1 WCIB-F	1 WQRC-F <	1 WQRC-F	1 WFCC-F	1 WFCC-F
2 WRZE-F >	2 WRZE-F >	2 WCOD-F <	2 WQRC-F >	2 WRZE-F	2 WPXC-F	2 WXTK-F	WFCC-F	WQRC-F <	2 WQRC-F
3 WPXC-F	3 WCOD-F	3 WRZE-F	3 WXTK-F	WCIB-F	3 WXTK-F	3 WRZE-F <	3 WXTK-F <	3 WXTK-F	3 WRZE-F
WXTK-F	WXTK-F	4 WQRC-F	4 WOCN-F	4 WFCC-F	4 WMVY-F	4 WFCC-F	4 WCIB-F	4 WCIB-F <	4 WCOD-F
5 WKPE-F	WPXC-F <	WXTK-F <	5 WCOD-F <	WQRC-F >	WQRC-F	5 WOCN-F	5 WRZE-F >	5 WRZE-F >	WXTK-F
WWKJ-F	6 WMVY-F	6 WMVY-F	6 WCIB-F	WRZE-F	WRZE-F	6 WCIB-F	6 WOCN-F		
	7 WQRC-F	WPXC-F >		WWKJ-F	WWKJ-F	WCOD-F >	WPXC-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WJCO-F ST	93.5	Hanwich Port	0.7	4.5
WWKJ-F CL AOR	101.1	Mashpee	2.0	4.7
			2	79
			7	96

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBCN-F AOR	104.1	Boston	0.7	3.0
WBMX-F AC	98.5	Boston	1.3	4.7
WBOS-F AOR-P	92.9	Brookline	1.0	2.5
WBRU-F AOR-P	95.5	Providence	0.7	2.4
WBZ N/T	1030	Boston	1.7	6.8
WCRB-F CL	102.5	Waltham	0.3	4.0
WEEI SPRTS	850	Boston	1.7	5.3
WFHN-F CHR	107.1	Fairhaven	1.0	3.9
WJMN-F CHR	94.5	Boston	1.0	5.9
WMJX-F AC	106.7	Boston	0.7	4.2
WODS-F O	103.3	Boston	0.3	2.5
WPLM-F J	99.1	Plymouth	0.7	4.6
WRKO T	680	Boston	2.0	6.8
WXKS-F CHR	107.9	Medford	0.7	2.9
WZLX-F CL AOR	100.7	Boston	1.0	4.0

### FM Stations

WCIB	101.9	50 kw @ 479	AOR/Classic	AOR	D&R	WPXC-F/WRZE-F	Falmouth
WCOD	106.1	50 kw @ 450	AC	AC	Banner	Boch	Hyannis
WFCC	107.5	50 kw @ 341	Classical	Classical	Allied	WCRB Boston	Chatham
WKPE	104.7	50 kw @ 504	AOR	AOR	Katz	Roth	Orleans
WMVY	92.7	3 kw @ 285	AOR	AOR	Banner	Commun. Prop.	Tisbury
WOCN	103.9	3 kw @ 315	Standards	Standards	CBS	Allied	S. Yarmouth
WPXC	102.9	3.1 kw @ 462	AOR	AOR	Mc-Guild	WCIB-F/WRZE-F	Hyannis
WQRC	99.9	50 kw @ 378	Soft AC	Soft AC	Banner	Sandab	Barnstable
WRZE	96.3	50 kw @ 394	CHR	CHR	Mc-Guild	WCIB-F/WPXC-F	Nantucket
WXTK	94.9	50 kw @ 395	Talk	Talk	Christal	Boch	W. Yarmouth

Notes: WCTK-F -- See Providence in the Spring 1997 American Radio

# CASPER, WY

Arbitron Rank: 265 Pop (12+) 52,200	Stations: 7 / 7	% Below Line: 0.0
Market TSL in Hours: 21.00	Diaries: 310/168:1/57.4%	% Not Listed: 15.0
Average Persons Rating: 15.3	Sample Target: 280	Total Retail Sales: \$0.61 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Spq 96	Spq 95	12+ TSA AQH / Cume	
1 KQLT-F	C	15 / 18.8		24.7		18.2	158 / 30.2	42.8	35.0	23 / 252	KQLT-F
2 KTWO	C/FS	14 / 17.5		13.6		13.0	141 / 27.0	24.3	22.9	22 / 243	KTWO
3 KTRS-F	AC	11 / 13.8		9.9		14.3	180 / 34.4	33.4	30.8	14 / 239	KTRS-F
4 KMGW-F	AC	9 / 11.3		7.4		1.3	124 / 23.7	22.2	12.5	11 / 165	KMGW-F
5 KASS-F	CL AOR	8 / 10.0		23.5		22.1	122 / 23.3	33.4	30.2	11 / 144	KASS-F
6 KVOC	O	7 / 8.8		8.6		7.8	125 / 23.9	14.6	21.7	8 / 151	KVOC
7 KYOD-F	C	4 / 5.0					64 / 12.2			4 / 64	KYOD-F

12+ FM Share (Metro): 69.12 % ( 47 of 68 ) ( Spring 96: 74.64 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KQLT-F	1 KQLT-F >>	1 KQLT-F >	1 KTWO >	1 KQLT-F	1 KQLT-F	1 KTWO >>	1 KQLT-F >	1 KQLT-F	1 KQLT-F
2 KTRS-F	2 KTRS-F	2 KTRS-F	2 KQLT-F	2 KMGW-F	KASS-F >	2 KQLT-F	2 KVOC	2 KASS-F <	2 KTRS-F >
3 KASS-F	KASS-F	KASS-F	3 KVOC	3 KTRS-F >>	3 KTWO	3 KTRS-F	KTWO	3 KTRS-F <	3 KTWO
4 KMGW-F	4 KMGW-F >	4 KMGW-F			KTRS-F >	4 KMGW-F	4 KMGW-F <	4 KTWO	KMGW-F
							5 KTRS-F	5 KMGW-F >>	KASS-F >

### AM Stations

KTWO	1030	50 kw (DA-N)	Country/Full Svc	CBS	Katz	Jacor
KVOC	1230	1 kw	Oldies	ABC	Eastman	

### FM Stations

KASS	106.9	100 kw @ 1824	Classic AOR	ABC	K&P	KQLT-F
KMGW	94.5	65 kw @ 1908	AC		---	Jacor
KQLT	103.7	59.3 kw @ 1909	Country	ABC	Mc-Guild	KASS-F
KTRS	95.5	100 kw @ 1920	AC	ABC, Westwd	Mc-Guild	KYOD-F
KYOD	104.7	0.185 kw @ 1774	Country	CNN, JSN	---	KTRS-F

Notes: 3/97 KVOC sold for \$105,000

# CHAMPAIGN, IL

Arbitron Rank: 212	Pop (12+): 135,200	Stations: 17 / 11	% Below Line: 8.9
Market TSL in Hours: 18.00		Diaries: 598/226:1/55.0%	% Not Listed: 20.6
Average Persons Rating: 13.3		Sample Target: 550	Total Retail Sales: \$1.47 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WIXY-F	C	28 / 15.5	15.3	13.3	13.3	345 / 25.5	26.3	25.9	52 / 696	WIXY-F
2	WLRW-F	CHR/AC	18 / 10.0	11.6	11.9	11.9	364 / 26.9	27.3	36.7	37 / 762	WLRW-F
	WDWS	T	18 / 10.0	9.0	8.1	8.1	250 / 18.5	17.8	17.0	20 / 306	WDWS
4	WHMS-F	AC	12 / 6.7	4.8	5.2	5.2	237 / 17.5	14.3	16.4	17 / 396	WHMS-F
5	WGKC-F	CL AOR	10 / 5.6	3.2	2.4	2.4	204 / 15.1	11.2	10.0	18 / 277	WGKC-F
6	WKIO-F	O	9 / 5.0	6.9	8.6	8.6	191 / 14.1	19.5	21.1	24 / 420	WKIO-F
	WQQB-F	CHR	9 / 5.0	3.7	2.4	2.4	192 / 14.2	12.3	9.7	10 / 231	WQQB-F
	WPGU-F	AOR-NR	9 / 5.0	7.4	8.1	8.1	227 / 16.8	20.9	22.4	11 / 294	WPGU-F
9	WLS	T	7 / 3.9	4.2	2.4	2.4	109 / 8.0	9.0	8.2	18 / 261	WLS
10	WBCP	B	6 / 3.3	3.2	5.2	5.2	58 / 4.3	3.9	5.8	6 / 58	WBCP
11	WZNF-F	AOR	5 / 2.8	3.7	2.9	2.9	101 / 7.5	11.4	9.2	8 / 158	WZNF-F

12+ FM Share (Metro): 76.92 % ( 110 of 143 ) ( Spring 96: 76.47 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIXY-F <	1 WIXY-F >	1 WIXY-F >	1 WDWS <	1 WIXY-F >>	1 WXY-F	1 WDWS <	1 WXY-F >	1 WIXY-F >	1 WIXY-F >
2 WLRW-F >	2 WLRW-F >	2 WLRW-F	2 WIXY-F >>	2 WHMS-F	2 WLRW-F	2 WIXY-F	2 WLRW-F >	2 WLRW-F >	2 WQQB-F
3 WQQB-F	3 WHMS-F	WHMS-F >	3 WHMS-F	3 WLRW-F	WGKC-F	3 WLRW-F >	3 WDWS	3 WHMS-F	WPGU-F
WPGU-F	4 WGKC-F	4 WDWS	4 WLRW-F	4 WDWS	4 WHMS-F	4 WHMS-F	4 WLS	4 WPGU-F <	WLRW-F
5 WHMS-F	5 WKIO-F	WGKC-F	WLS	WKIO-F >>	5 WDWS	5 WKIO-F	5 WGKC-F	5 WDWS <	5 WHMS-F
WGKC-F >	WQQB-F	WKIO-F >	WKIO-F		WKIO-F		WHMS-F	6 WKIO-F	WDWS
	WPGU-F				WPGU-F		WKIO-F	WGKC-F	
					WLS >			WQQB-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEBX-F AOR-P 93.5 Tuscola	1.7	3.8	3 57

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGCY-F EZ 106.3 Gibson City	1.7	2.3	5 54
WGN FS/T 720 Chicago	1.1	3.3	5 134
WIAI-F C 99.1 Danville	1.1	4.2	18 267
WPXN-F AC 104.9 Paxton	0.6	2.1	6 80
WSOY-F AC 102.9 Decatur	0.6	2.2	20 357

### AM Stations

WBCP	1580	0.25 kw (Days)	Black	ABC	---
WDWS	1400	1 kw	Talk	CBS, Westwd, AP	Christal WHMS-F

### FM Stations

WGKC	105.9	3 kw @ 328	Classic AOR	ABC	---	Commun. Svc.	Mahomet
WHMS	97.5	50 kw @ 358	AC	CBS	Christal	WDWS	
WIXY	100.3	13 kw @ 453	Country		Katz	Saga	
WKIO	92.5	11.5 kw @ 485	Oldies	Westwd, CNN	Interap	Tak	
WLRW	94.5	50 kw @ 390	CHR/AC		Katz	Saga	
WPGU	107.1	3 kw @ 235	New Rock	ABC	Katz	Daily Illini	
WQQB	96.1	3.8 kw @ 403	CHR		Banner	Commun. Svc.	Rantoul
WZNF	95.3	1.91 kw @ 413	AOR		Banner	Commun. Svc.	Rantoul

Notes: WLS - See Chicago in Spring 1997 American Radio . . . Since last year, WLRW-F has shifted from CHR to a Hot AC (CHR/AC) format and WHZT-F changed from AOR to Classic AOR as WGKC-F

# CHARLOTTESVILLE, VA

Arbitron Rank: 222 Pop (12+) 122,700  
 Market TSL in Hours: 17.75  
 Average Persons Rating: 13.0

Stations: 17 / 11  
 Diaries: 506/242:1/53.7%  
 Sample Target: 470

% Below Line: 7.5  
 % Not Listed: 30.6  
 Total Retail Sales: \$1.48 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WCYK-F	26 / 16.3		10.0		11.3	259 / 21.1	21.0	15.3	31 / 344	WCYK-F
2	WINA	13 / 8.1		8.2		11.3	215 / 17.5	15.7	18.9	14 / 230	WINA
	WWWV-F	13 / 8.1		10.6		12.7	273 / 22.2	23.3	23.1	18 / 349	WWWV-F
4	WQMZ-F	10 / 6.3		11.8		9.9	231 / 18.9	23.7	22.9	13 / 292	WQMZ-F
5	WUMX-F	9 / 5.6		10.0			165 / 13.4	10.6		14 / 204	WUMX-F
6	WUVA-F	7 / 4.4		1.2		1.4	105 / 8.6	8.2	11.3	9 / 150	WUVA-F
7	WKAV	6 / 3.8		2.9		2.1	76 / 6.2	5.4	5.5	6 / 83	WKAV
8	WVSY-F	5 / 3.1		2.4		0.7	99 / 8.1	6.8	7.1	7 / 137	WVSY-F
	WVAO-F	5 / 3.1		5.3		2.8	158 / 12.8	15.3	14.7	13 / 257	WVAO-F
10	WSVA	4 / 2.5		0.6			41 / 3.4	2.4		4 / 41	WSVA
	WCHV	4 / 2.5		0.6		7.0	73 / 6.0	2.7	11.3	4 / 79	WCHV

12+ FM Share (Metro): 75.68 % ( 84 of 111 ) ( Spring 96: 82.53 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WCYK-F	1 WCYK-F	1 WCYK-F >	1 WCYK-F	1 WCYK-F >	1 WCYK-F	1 WCYK-F >	1 WCYK-F >	1 WCYK-F >	1 WCYK-F >
2 WWWV-F >	2 WWWV-F >	2 WUMX-F	2 WINA >>	2 WUVA-F	2 WWWV-F	2 WINA	2 WINA	2 WQMZ-F	2 WQMZ-F >
3 WQMZ-F	3 WQMZ-F	WWWV-F	3 WKAV	WINA	3 WUMX-F	3 WWWV-F >	3 WUMX-F <	WWWV-F	3 WUVA-F
4 WUMX-F	WUMX-F	4 WINA	WUMX-F	WQMZ-F	4 WINA >	4 WQMZ-F	4 WWWV-F	4 WINA <	WWWV-F
5 WVSY-F	5 WUVA-F >	5 WUVA-F	5 WUVA-F	WUMX-F	5 WVAO-F	WUMX-F	5 WQMZ-F	5 WUMX-F <	5 WUMX-F <
WUVA-F >		WQMZ-F >	WWWV-F	6 WWWV-F >	WSVA	6 WUVA-F	6 WUVA-F	6 WUVA-F >	
					WQMZ-F >>				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WLSA-F C 105.5 Louisa	0.6	2.1	4 79

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBZU-F AOR-NR 106.5 Richmond	1.9	6.0	3 74
WJMA-F C 96.7 Orange	1.3	2.3	5 108
WKCY-F C 104.3 Harrisonburg	0.6	3.0	1 37
WVGO-F O 104.7 Crewe	1.3	4.6	3 81

### AM Stations

WCHV	1260	5 kw/2.5 kw (DA-2)	Black AC	CNN	Christal	Eure
WINA	1070	5 kw (DA-N)	Full Service	CBS, ABC	Market 4	WKAV/WQMZ-F
WKAV	1400	1 kw	Standards		---	WINA/WQMZ-F

### FM Stations

WCYK	99.7	3.25 kw @ 1693	Country	Mc-Guild	Clark	Staunton
WQMZ	95.1	6 kw @ 145	CHR/AC	Market 4	WINA/WKAV	
WUMX	107.5	0.3 kw @ 981	AC	Roslin		
WUVA	92.7	0.75 kw @ 902	Black AC	---		
WVAO	102.3	1.03 kw @ 564	Oldies	Mc-Guild	Clark	Crozet
WVSY	101.9	6 kw @ 223	AC	---		Ruckersville
WWWV	97.5	50 kw @ 450	AOR	Christal	Eure	

Notes: WSVA -- See Harrisonburg in this book ... 4/97 WUVA-F LMA'd to WINA/WKAV/WQMZ-F; changed format from AOR to Black AC

# CHEYENNE, WY

Arbitron Rank: 263 Pop (12+) 64,800  
 Market TSL In Hours: 25.25  
 Average Persons Rating: 18.5

Stations: 18 / 11  
 Diaries: 428/151:1/55.3%  
 Sample Target: 400

% Below Line: 13.3  
 % Not Listed: 14.2  
 Total Retail Sales: \$0.91 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 KIGN-F	AC	24 / 19.9		25.7			205 / 31.8	39.8		24 / 205	KIGN-F
2 KOLZ-F	C	20 / 16.6		10.5			182 / 28.1	19.3		20 / 182	KOLZ-F
3 KMUS-F	C	15 / 12.5		14.3		26.6	139 / 21.4	30.6	43.4	15 / 139	KMUS-F
4 KFBC	T	9 / 7.5		7.6		7.4	112 / 17.2	16.8	13.1	9 / 112	KFBC
5 KOA	T/FS	6 / 5.0		2.9		2.1	78 / 12.0	10.1	10.9	6 / 78	KOA
6 KLEN-F	AC	5 / 4.2		8.6		12.8	75 / 11.5	20.7	28.5	5 / 75	KLEN-F
7 KJL	ST	4 / 3.3					49 / 7.6			4 / 49	KJL

12+ FM Share (Metro): 77.67 % ( 80 of 103 ) ( Spring 96: 82.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KIGN-F >>	1 KIGN-F >>	1 KIGN-F	1 KIGN-F	1 KIGN-F	1 KIGN-F >	1 KIGN-F	1 KIGN-F >	1 KIGN-F	1 KIGN-F >>
2 KOLZ-F >>	2 KOLZ-F >	2 KOLZ-F >	2 KOLZ-F	2 KOLZ-F >	2 KOLZ-F >	2 KOLZ-F	2 KOLZ-F >	2 KOLZ-F >	2 KOLZ-F
3 KMUS-F >>	3 KMUS-F >>	3 KMUS-F >	KMUS-F	3 KMUS-F >	3 KFBC	3 KMUS-F >	3 KMUS-F	3 KMUS-F >	KMUS-F
		4 KFBC	4 KFBC >	4 KLEN-F >>	4 KMUS-F >	4 KFBC >>	4 KFBC >	4 KOA	4 KQKS-F
								5 KFBC	KOA >

**Other Rated Stations**

			Metro Share	Cume Rating	TSA AQH Cume
--	--	--	-------------	-------------	--------------

KCGY-F	C	95.1 Laramie	0.8	4.5	1 29
KIMX-F	AC/CHR	105.5 Laramie	0.8	6.2	1 40
KRAE	O	1480 Cheyenne	2.5	8.5	3 55
KRQU-F	AOR/CL	102.9 Laramie	2.5	6.9	3 45
KRRR-F	O	99.9 Cheyenne	1.7	6.3	2 41

**Other Rated Stations--Outside Market**

			Metro Share	Cume Rating	TSA AQH Cume
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KBPI-F	AOR-NR	106.7 Denver	0.8	7.4	1 48
KHOW	T	630 Denver	0.8	2.4	1 15
KQKS-F	CHR	107.5 Lakewood, CO	2.5	6.5	3 42
KRFX-F	CL AOR	103.5 Denver	0.8	3.9	1 25
KTCL-F	AOR-NR	93.3 Ft. Collins, CO	1.7	5.5	2 36
KXKL-F	O	105.1 Denver	1.7	6.3	2 41

**AM Stations**

KFBC	1240	1 kw	Talk	ABC, 1-on-1, SBUSA	Eastman
KJL	1370	1 kw/0.088 kw	Standards	CNN, Westwd	--

**FM Stations**

KIGN	97.9	100 kw @ 580	AC	Katz	Jacor
KLEN	106.3	3 kw @ -3	AC	--	Jacor
KMUS	101.9	50 kw @ 492	Country	Christal	Burns
KOLZ	100.7	100 kw @ 490	Country	Katz	Jacor

Notes: Other ranked stations -- See Denver . . . 12/96 KKAZ-F changed calls to KOLZ-F; remains Country . . . 4/97 Jacor bought the following stations: KGAB (650) for \$700,000; KIGN-F for \$2,600,000; KLEN-F for \$800,000; KOLZ-F for \$1,400,000 (McCoy)

# CHICO, CA

Arbitron Rank: 186 Pop (12+) 170,600  
 Market TSL in Hours: 20.25  
 Average Persons Rating: 14.3

Stations: 30 / 16  
 Diaries: 642/266:1/56.3%  
 Sample Target: 560

% Below Line: 19.7  
 % Not Listed: 14.3  
 Total Retail Sales: \$1.5 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KALF-F	23 / 9.4	8.9	9.0	6.8	6.1	295 / 17.3	15.9	15.0	45 / 572	KALF-F
2	KPAY-AA	21 / 8.6	8.5	10.3	10.4	11.1	275 / 16.1	17.3	15.5	28 / 389	KPAY-AA
3	KHSL-F	18 / 7.4	6.2	7.7	6.4	6.5	258 / 15.1	14.6	18.4	24 / 448	KHSL-F
4	KRQR-F	14 / 5.7	6.6	9.0	4.8	8.0	266 / 15.6	16.8	16.2	20 / 406	KRQR-F
	KFMF-F	14 / 5.7	5.8	6.8	6.0	6.5	257 / 15.1	16.9	17.7	16 / 347	KFMF-F
6	KMXI-F	12 / 4.9	7.8	3.8	6.8	4.6	206 / 12.1	15.8	12.0	14 / 248	KMXI-F
7	KPPL-F	11 / 4.5	6.6	4.3	3.6	4.6	169 / 9.9	13.0	12.7	19 / 300	KPPL-F
8	KCEZ-F	10 / 4.1	1.9	4.7	5.6	2.3	165 / 9.7	6.6	11.1	14 / 260	KCEZ-F
9	KZAP-F	9 / 3.7	4.3	4.3	1.6	1.5	143 / 8.4	8.3	10.3	12 / 212	KZAP-F
	KLRS-F	9 / 3.7	4.7	4.3	2.8	3.1	211 / 12.3	11.1	13.9	10 / 245	KLRS-F

12+ FM Share (Metro): 78.95 % ( 165 of 209 ) ( Spring 96: 75.63 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRQR-F	1 KALF-F	1 KALF-F >	1 KPAY-AA >	1 KALF-F >	1 KPPL-F	1 KALF-F <	1 KPAY-AA	1 KALF-F	1 KALF-F
2 KFMF-F	2 KFMF-F	2 KPPL-F	2 KALF-F	2 KMXI-F	KZAP-F	2 KPAY-AA <	2 KALF-F <	2 KHSL-F <	2 KLRS-F
KALF-F	3 KRQR-F	KFMF-F	3 KHSL-F	3 KFMF-F	3 KALF-F	3 KHSL-F <	3 KFMF-F	3 KPAY-AA	3 KHSL-F
4 KHSL-F	KHSL-F	4 KCEZ-F	4 KPPL-F	KHSL-F	KRQR-F	4 KRQR-F	KHSL-F	4 KFMF-F <	KPAY-AA
5 KZAP-F	5 KMXI-F <	KMXI-F	5 KCEZ-F	KLRS-F	5 KPAY-AA	5 KFMF-F <	5 KPPL-F <	5 KRQR-F <	5 KSFM-F
6 KLRS-F	6 KPPL-F	KZAP-F	KMXI-F	6 KCEZ-F	KCEZ-F	6 KMXI-F	6 KMXI-F	6 KPPL-F	KRQR-F
	KZAP-F	7 KHSL-F	KFBK		KFMF-F			7 KCEZ-F	
		KPAY-AA						KMXI-F	
		KRQR-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KKCY-F	C	103.1	Colusa 3.3 8.1 19 293
KMJE-F	AC	101.5	Gridley 0.8 3.3 8 244
KYIX-F	AC	104.9	S. Oroville 2.5 5.7 6 129
KZCO-F	SP	97.7	Oroville 1.6 2.0 7 56

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KCTC	ST	1320	Sacramento 1.2 2.6 12 115
KFBK	N/T	1530	Sacramento 3.3 7.3 30 335
KGO	T	810	San Francisco 2.1 4.9 9 166
KHYL-F	O	101.1	Auburn 0.4 2.2 6 151
KNBR	SPRST	680	San Francisco 1.6 3.8 5 84
KNCQ-F	C	97.3	Redding 0.8 3.1 6 158
KRAK-F	C	98.5	Sacramento 1.2 2.3 15 190
KSFM-F	CHR	102.5	Woodland 3.3 8.2 21 452
KSHA-F	SAC	104.3	Redding 0.8 1.7 4 91
KSTE	T	650	Rancho Cordova 1.2 4.3 6 166
KSXX-F	SP	99.9	Marysville 1.2 3.3 5 96
KWOD-F	AOR-NR	106.5	Sacramento 0.4 1.5 10 124
KXCL-F	AC	103.9	Yuba City 1.2 2.8 6 139
KYMX-F	SAC	96.1	Sacramento 0.8 1.8 2 83

### AM Stations

KNSN	1290	5 kw (DA-N)	See KPAY	McCoy
KPAY	1060	10 kw (DA-N)	Full Service/Talk	Westwd Katz McCoy

### FM Stations

KALF	95.7	7 kw @ 1265	Country	Christal	Regent, pend.	Red Bluff
KCEZ	100.7	50 kw @ 272	Classic Hits	Allied	KLRS/KRQR	Corning
KFMF	93.9	2 kw @ 1128	AOR	Christal	Regent, pend.	
KHSL	103.5	1.61 kw @ 1250	Country	Katz	McCoy	Paradise
KLRS	92.7	1.5 kw @ 643	AC	ABC	Allied	
KMXI	95.1	8.17 kw @ 1170	AC	Katz	McCoy	
KPPL	107.5	28 kw @ 633	AC	Christal	Regent, pend.	Colusa
KRQR	106.7	25 kw @ 207	Progressive AOR	Allied	KLRS/KCEZ	Orland
KZAP	96.7	1.5 kw @ 1289	Classic Rock	Baner		Paradise

Notes: 8/97 KPAY format and calls transferred to KNSN (1290); the 1060 facility will go silent to allow an upgrade of KTCT (1050) San Mateo/San Francisco

# COLUMBIA, MO

Arbitron Rank: 237	Pop (12+): 105,400	Stations: 15 / 13	% Below Line: 2.0
Market TSL in Hours: 18.50		Diaries: 445/237:1/54.3%	% Not Listed: 22.8
Average Persons Rating: 14.1		Sample Target: 440	Total Retail Sales: \$1.6 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fail 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	
1 KTXY-F	CHR	19 / 12.8	8.1	11.0		9.5	338 / 32.0	24.8	27.6	43 / 764	KTXY-F
2 KFRU	FS/T	16 / 10.7	14.4	11.0		9.5	226 / 21.5	28.0	24.6	17 / 254	KFRU
3 KCLR-F	C	15 / 10.1	13.8	12.8		16.2	277 / 26.3	28.7	27.1	82 / 987	KCLR-F
4 KLSC-F	CL AOR	12 / 8.1	6.3	1.7			170 / 16.1	15.1	4.0	23 / 334	KLSC-F
5 KCMQ-F	AOR-NR	11 / 7.4	8.1	11.6		6.8	250 / 23.7	20.2	27.1	21 / 499	KCMQ-F
6 KPLA-F	AC	10 / 6.7	5.0	7.0		6.8	219 / 20.8	15.5	17.4	21 / 363	KPLA-F
7 KOQL-F	O	6 / 4.0	3.1	5.2		4.7	144 / 13.6	11.2	14.7	15 / 245	KOQL-F
KFMZ-F	AOR-P	6 / 4.0	4.4	5.2		10.1	180 / 17.1	16.4	21.5	13 / 351	KFMZ-F
KBXR-F	AOR	6 / 4.0	5.0	6.4		4.7	146 / 13.8	12.5	18.1	8 / 201	KBXR-F

12+ FM Share (Metro): 84.35 % ( 97 of 115 ) ( Spring 96: 84.93 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KTXY-F >	1 KTXY-F >	1 KPLA-F	1 KFRU >	1 KPLA-F	1 KFRU	1 KCMQ-F	1 KFRU	1 KTXY-F	1 KTXY-F >>
2 KLSC-F	2 KLSC-F <	KFRU	2 KCLR-F >>	KCLR-F	2 KLSC-F >	2 KFRU <	2 KTXY-F	2 KLSC-F	2 KFRU
KCMQ-F	3 KPLA-F	KCLR-F	3 KTXY-F	3 KTXY-F >	3 KTXY-F	3 KCLR-F	3 KCLR-F <	KCLR-F	KCLR-F
4 KCLR-F	KCLR-F	4 KTXY-F	KPLA-F	4 KOQL-F	KPLA-F	4 KTXY-F >	4 KPLA-F	4 KFRU	4 KPLA-F
5 KPLA-F >	5 KCMQ-F	KLSC-F >	KOQL-F	KLSC-F	KCMQ-F	5 KPLA-F	KLSC-F >	5 KPLA-F	KLSC-F
	6 KFRU	6 KCMQ-F	KLSC-F >>	KFRU >	KCLR-F		KLSC-F >>	KFMZ-F	
					KBXR-F >			KBXR-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KATI-F	C	94.3	California	2.0	5.4	29	380
KMFC-F	REL	92.1	Centralia	1.3	4.2	6	125
KTGR	C	1580	Columbia	1.3	3.6	2	38
KWWR-F	C	95.7	Mexico	2.7	8.2	28	391

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KJMO-F	O	100.1	Jefferson City	1.3	5.5	11	278
KRES-F	C	104.7	Moberly	0.7	2.6	27	274

### AM Stations

KFRU	1400	1 kw	Full Service/Talk	ABC, Westwd, CBS	---	Germond/Baugher
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### FM Stations

KBXR	106.1	23 kw @ 722	AOR	CBS	---	Germond/Baugher	Ashland
KCLR	99.3	33.2 kw @ 591	Country		Banner	Zimmer	Boonville
KCMQ	96.7	18 kw @ 344	AOR-New Rock		Banner	Zimmer	
KFMZ	98.3	23.7 kw @ 712	AOR	ABC	Christal	Contemp. Media	
KLSC	93.9	6 kw @ 328	Classic AOR		---	Zimmer	Fayette
KOQL	102.3	2.2 kw @ 374	Oldies		---	Germond/Baugher	
KPLA	101.5	26.3 kw @ 692	AC		---	Germond/Baugher	
KTXY	106.9	100 kw @ 1250	CHR	ABC	Mc-Guild	Brill	Jefferson City
KWWR	95.7	100 kw @ 995	Country	Westwd	---		Mexico

Notes:

# DANBURY, CT

Arbitron Rank: 191 Pop (12+) 164,700  
 Market TSL in Hours: 19.75  
 Average Persons Rating: 15.0

Stations: 38 / 6  
 Diaries: 588/280:1/48.3%  
 Sample Target: 580

% Below Line: 58.7  
 % Not Listed: 13.0  
 Total Retail Sales: \$2.6 Bil

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume
1 WDAQ-F	AC	33 / 13.4	14.0	15.6	15.4	15.4	420 / 25.5	27.2	30.6	WDAQ-F
2 WEZN-F	SAC	19 / 7.7	5.9	7.2	8.4	5.4	316 / 19.2	18.5	22.1	WEZN-F
3 WLAD	FS	17 / 6.9	7.2	6.5	5.3	5.8	322 / 19.6	14.7	17.3	WLAD
4 WWYZ-F	C	15 / 6.1	3.0	4.7	3.5	5.4	154 / 9.3	8.4	10.2	WWYZ-F
5 WRKI-F	AOR	13 / 5.3	6.4	8.0	9.1	8.8	285 / 17.3	21.8	22.0	WRKI-F
6 WFAN	SPRTS	12 / 4.9	7.2	5.1	4.2	3.5	213 / 13.0	17.0	16.2	WFAN
WCBS	N	12 / 4.9	3.0	3.6	4.2	5.0	297 / 18.0	15.0	18.2	WCBS
8 WICC	FS	6 / 2.4	1.3	0.7	1.1	0.4	65 / 3.9	2.6	3.4	WICC
WEBE-F	AC	6 / 2.4	3.0	2.2	3.2	1.5	139 / 8.4	8.3	8.6	WEBE-F

12+ FM Share (Metro): 72.09 % ( 155 of 215 ) ( Spring 96: 73.59 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WDAQ-F >>	1 WDAQ-F >>	1 WDAQ-F >	1 WDAQ-F	1 WDAQ-F >>	1 WDAQ-F	1 WDAQ-F >	1 WDAQ-F >>	1 WDAQ-F >	1 WDAQ-F
2 WEZN-F	2 WEZN-F	2 WEZN-F	2 WLAD	2 WEZN-F >>	2 WFAN >	2 WLAD	2 WLAD <	2 WEZN-F	WEZN-F
WRKI-F	WRKI-F >	3 WRKI-F >	3 WEZN-F <	3 WRKI-F	3 WRKI-F	3 WFAN	3 WWYZ-F	3 WWYZ-F	3 WLAD
4 WQHT-F	4 WFAN	4 WWYZ-F	4 WWYZ-F	4 WLAD	WWYZ-F	4 WCBS	4 WEZN-F	4 WCBS	WFAN
	WWYZ-F	WFAN	5 WFAN	WEBE-F >		WEZN-F	5 WRKI-F >	WFAN	5 WQHT-F
			WCBS					6 WRKI-F <	WCBS

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAXB-F O 105.5 Patterson, NY	2.0	10.8	
WINE N/T 940 Brookfield	0.4	2.1	
WREF ST 850 Ridgefield	0.4	2.5	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC T 770 New York	2.0	6.5	
WCBS-F O 101.1 New York	0.8	3.3	
WDBZ-F AC-NR 105.1 New York	1.2	2.6	
WDRG-F O 102.9 Hartford	2.0	6.4	
WEFX-F CL HITS 95.9 Norwalk	2.0	3.6	
WHTZ-F CHR 100.3 Newark, NJ	1.2	5.0	
WHUD-F AC 100.7 Peekskill, NY	1.2	4.5	
WKCI-F CHR 101.3 New Haven	1.2	6.2	
WKHL-F O 96.7 Stamford	0.4	1.7	
WKSS-F CHR 95.7 Meriden	0.8	5.7	
WKTU-F CHR/U 103.5 Lk. Success, NY	1.2	4.4	
WMRQ-F AOR-NR 104.1 Waterbury	2.0	6.8	
WOR T 710 New York	2.0	5.9	
WPLJ-F CHR 95.5 New York	0.8	3.1	
WPLR-F AOR 99.1 New Haven	1.2	5.1	
WQCD-F J 101.9 New York	0.4	2.4	
WQHT-F U/CHR 97.1 New York	2.0	3.9	
WQXR-F CL 96.3 New York	2.0	3.4	
WRCH-F SAC 100.5 New Britain	0.8	2.7	
WRKS-F B/AC 98.7 New York	0.4	1.8	
WSKQ-F SP 97.9 New York	0.4	1.8	
WSPK-F CHR 104.7 Poughkeepsie, NY	0.4	2.4	
WTIC FS 1080 Hartford	0.4	1.8	
WTIC-F AC/CHR 96.5 Hartford	0.4	1.6	
WXRK-F T/NR 92.3 New York	1.6	6.2	
WZMX-F CL HITS 93.7 Hartford	1.2	3.2	

### AM Stations

WINE	940	1 kw (Days)	News/Talk	ABC	Sentry	Capstar	Brookfield
WLAD	800	1 kw/286 w	Full Service	Talknt, Westwd, BNN	D&R	WREF/WDAQ-F	
WREF	850	2.5 kw (Days)	Oldies	Westwd	--		Ridgefield

### FM Stations

WAXB	105.5	0.9 kw @ 610	Oldies	Westwd	Sentry	Capstar	Patterson, NY
WDAQ	98.3	1.3 kw @ 460	AC		D&R	WLAD/WREF	
WRKI	95.1	50 kw @ 469	AOR		Sentry	Capstar	Brookfield

Notes: Other ranked stations -- See Bridgeport, Hartford or New York in the Spring 1997 American Radio or Stamford in this book . . . There is no TSA for the market



# DANVILLE, IL

Arbitron Rank: 257 Pop (12+) 74,200	Stations: 18 / 7	% Below Line: 34.9
Market TSL in Hours: 19.00	Diaries: 339/219:1/59.3%	% Not Listed: 15.5
Average Persons Rating: 13.9	Sample Target: 290	Total Retail Sales: \$0.6 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WIAI-F	C	14 / 13.6	12.1	16.0		162 / 21.9	24.8	34.8	22 / 236	WIAI-F
2	WDNL-F	AC	13 / 12.6	13.8	12.3		212 / 28.6	28.6	31.4	15 / 266	WDNL-F
3	WIXY-F	C	9 / 8.7	12.1	7.5		138 / 18.6	24.1	20.8	12 / 196	WIXY-F
	WRHK-F	AOR	9 / 8.7	6.0	3.8		105 / 14.2	11.6	8.0	12 / 132	WRHK-F
5	WITY	ST	8 / 7.8	7.8	0.9		84 / 11.3	14.1	8.2	9 / 100	WITY
6	WKIO-F	O	6 / 5.8	6.0	4.7		102 / 13.8	16.1	12.4	7 / 125	WKIO-F
7	WLS	T	4 / 3.9	2.6			58 / 7.8	4.1		5 / 103	WLS
	WLRW-F	CHR/AC	4 / 3.9	4.3	5.7		125 / 16.8	14.5	18.5	6 / 160	WLRW-F
	WHPO-F	C	4 / 3.9	6.9	3.8		53 / 7.1	9.8	8.7	9 / 116	WHPO-F

12+ FM Share (Metro): 82.76 % ( 72 of 87 ) ( Spring 96: 80.90 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WRHK-F >	1 WDNL-F	1 WDNL-F	1 WIAI-F >	1 WDNL-F	1 WRHK-F >	1 WIAI-F	1 WDNL-F <	1 WDNL-F	1 WRHK-F
2 WDNL-F	2 WIAI-F	WRHK-F	2 WDNL-F	WIAI-F	2 WDNL-F	2 WDNL-F	2 WIAI-F	2 WRHK-F <	2 WDNL-F
WIAI-F	WRHK-F	3 WIAI-F	WIXY-F	3 WIXY-F >	3 WKIO-F	3 WIXY-F <	3 WXY-F	3 WIAI-F	3 WIAI-F >>
4 WLRW-F >	4 WIXY-F >	4 WIXY-F	WITY	4 WLRW-F	WIXY-F	4 WITY	4 WRHK-F	4 WLRW-F	4 WMGI-F
5 WIXY-F	5 WKIO-F	5 WKIO-F >	5 WKIO-F	WKIO-F >>	WIAI-F >	5 WHPO-F <	5 WITY	WITY	WLS
WZNF-F >>	6 WLRW-F >	6 WLRW-F >			6 WGKC-F >>	6 WLS >>	6 WKIO-F >>	6 WKIO-F	WKIO-F >
								WIXY-F >>	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WCDV-F	SAC	103.1	Covington, IN	1.0	3.5	3	54
WDAN	T	1490	Danville	1.9	8.2	2	64

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAZY-F	CHR	96.5	Lafayette, IN	1.0	5.2	5	113
WGKC-F	CL AOR	105.9	Mahomet	1.9	4.6	3	51
WGN	FS/T	720	Chicago	1.0	3.8	8	100
WHMS-F	AC	97.5	Champaign	2.9	10.3	5	91
WMGI-F	CHR	100.7	Terre Haute	2.9	8.5	6	128
WQQB-F	CHR	96.1	Rantoul	1.0	3.4	1	30
WZNF-F	AOR	95.3	Rantoul	1.9	6.5	2	48

### AM Stations

WITY	980	1 kw (DA-2)	Standards	ABC, Westwd	---
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### FM Stations

WDNL	102.1	50 kw @ 356	AC	Westwood	Mc-Guild	Neuhoff	
WHPO	100.9	3 kw @ 280	Country				Hoopston
WIAI	99.1	50 kw @ 500	Country	UPI, Westwd	D&R		
WRHK	94.9	6 kw @ 328	AOR	ABC	Mc-Guild	Neuhoff	

Notes: Other ranked stations -- See Champaign-Urbana or Chicago ... 5/97 WWDZ-F changed calls to WRHK-F ("The Hawk"); remains AOR

# DOTHAN, AL

Arbitron Rank: 178 Pop (12+) 179,800  
 Market TSL In Hours: 23.00  
 Average Persons Rating: 17.2

Stations: 18 / 13  
 Diaries: 458/394:1/53.6%  
 Sample Target: 420

% Below Line: 14.9  
 % Not Listed: 15.2  
 Total Retail Sales: \$1.88 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WTVY-F	C	48 / 15.5	13.4	13.7	15.9	503 / 28.0	25.5	29.9	69 / 971	WTVY-F
2	WDJR-F	C	39 / 12.6	13.1	10.7	11.5	435 / 24.2	20.0	19.1	69 / 788	WDJR-F
3	WOOF-F	AC	33 / 10.7	9.8	14.1	9.6	361 / 20.1	22.3	27.1	47 / 564	WOOF-F
4	WKMX-F	AC/CHR	29 / 9.4	8.4	11.1	14.8	520 / 28.9	24.2	30.1	38 / 753	WKMX-F
5	WZHT-F	B	25 / 8.1	5.8	8.1	4.4	272 / 15.1	11.7	15.9	49 / 462	WZHT-F
6	WJUN-F	B	16 / 5.2	7.3	8.1	7.0	187 / 10.4	13.7	12.9	23 / 296	WJUN-F
7	WESP-F	CL AOR	14 / 4.5	5.1	4.1	3.0	187 / 10.4	12.6	10.5	24 / 326	WESP-F
8	WRJM-F	SAC	10 / 3.2	5.4	3.3	5.6	153 / 8.5	10.9	9.3	18 / 279	WRJM-F

12+ FM Share (Metro): 98.85 % ( 259 of 262 ) ( Spring 96: 94.85 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WOOF-F	1 WOOF-F	1 WOOF-F <	1 WTVY-F >	1 WDJR-F <	1 WOOF-F	1 WTVY-F	1 WTVY-F <	1 WTVY-F <	1 WZHT-F
2 WDJR-F	2 WDJR-F	2 WTVY-F <	2 WDJR-F >	2 WOOF-F	WTVY-F <	2 WDJR-F >	2 WDJR-F <	2 WDJR-F <	2 WTVY-F <
WKMX-F	3 WKMX-F <	3 WDJR-F	3 WOOF-F <	3 WTVY-F >	3 WZHT-F	3 WOOF-F >	3 WOOF-F <	3 WKMX-F <	3 WDJR-F
4 WJUN-F	4 WZHT-F	4 WZHT-F	4 WZHT-F >	4 WKMX-F	4 WDJR-F	4 WKMX-F >	4 WKMX-F >	4 WOOF-F >	4 WJUN-F
5 WTVY-F	5 WTVY-F	5 WKMX-F		5 WZHT-F	WESP-F	5 WESP-F <	5 WESP-F	5 WZHT-F >	WKMX-F
	6 WESP-F	6 WESP-F		6 WJUN-F >	6 WKMX-F >>	6 WZHT-F >	6 WZHT-F >	6 WESP-F <	6 WOOF-F >
									7 WPFM-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAGF-F SAC	101.3	Dothan	1.9 4.9 8 142
WIZB-F REL	94.3	Abbeville	1.6 6.3 5 123
WOOF SPRTS	560	Dothan	1.0 3.6 3 65
WQLS-F O	103.9	Ozark	1.3 5.5 4 111
WXUS-F O	100.5	Ft. Rucker	1.9 4.5 6 81
WZTZ-F C	101.1	Elba	1.0 3.3 3 60

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBK-F C	93.1	Blakely, GA	1.6 4.2 9 110
WFSY-F AC	98.5	Panama City, FL	0.6 3.2 19 191
WPFM-F CHR	107.9	Panama City, FL	2.3 7.8 18 405
WTBB-F AOR	97.7	Bonifay, FL	2.3 10.7 33 463

### AM Stations

WOOF 560 5 kw/118 w Sports 1-on-1

### FM Stations

WDJR 96.9	100 kw @ 1027	Country	Mc-Guild	Holladay	Enterprise
WESP 102.5	10 kw @ 461	Oldies	---		
WJUN 92.1	2.55 kw @ 499	Black	AURN	WAGF-AF	Columbia
WKMX 106.7	100 kw @ 1068	AC/CHR	Westwd	Mc-Guild	Enterprise
WOOF 99.7	100 kw @ 984	AC		Christal	
WQLS 103.9	25 kw @ 292	Oldies	CNN	Katz	WTVY
WRJM 93.7	100 kw @ 853	Soft AC	USA	---	Geneva
WTVY 95.5	100 kw @ 1059	Country	ABC	Katz	WQLS-AF
WXUS 100.5	2.8 kw @ 476	Oldies	AP	---	Ft. Rucker

Notes: WZHT-F: See Montgomery in American Radio Spring 1997 Edition . . . 4/97 WGZS (700)/WIZB-F sold (price NA) . . . 5/97 WGZS/WIZB-F changed from AOR to Contemporary Christian

# DUBUQUE, IA

Arbitron Rank: 217 Pop (12+) 132,800	Stations: 29 / 13	% Below Line: 14.8
Market TSL in Hours: 24.00	Diaries: 546/243:1/59.9%	% Not Listed: 11.5
Average Persons Rating: 18.3	Sample Target: 540	Total Retail Sales: \$1.46 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA	
		1/4	Share								AQH	Cume
1 KATF-F	AC	29 / 11.9	11.1	12.0	9.8	367 / 27.6	27.9	28.3	39 / 507	KATF-F		
2 KLYV-F	CHR	26 / 10.7	11.5	9.0	8.7	349 / 26.3	30.0	27.5	31 / 471	KLYV-F		
3 WJOD-F	C	20 / 8.2	15.0	7.3	13.4	277 / 20.9	23.9	20.7	21 / 296	WJOD-F		
KIKR-F	C	20 / 8.2	4.7	5.6	7.5	225 / 17.0	16.0	16.8	21 / 245	KIKR-F		
KDTH	FS	20 / 8.2	9.0	10.3	7.9	294 / 22.1	25.0	19.5	22 / 316	KDTH		
6 WGLR-AF	C	18 / 7.4	4.7	3.8	8.3	122 / 9.2	9.8	6.6	21 / 142	WGLR-AF		
7 KGGY-F	CL AOR	13 / 5.3	6.0	4.7	7.5	176 / 13.3	15.8	13.1	13 / 190	KGGY-F		
8 KGRR-F	CL AOR	12 / 4.9	6.4	5.6	7.5	192 / 14.5	14.8	15.0	14 / 224	KGRR-F		
9 WDBQ	FS/T	7 / 2.9	2.6	2.6	2.8	147 / 11.1	9.9	8.0	7 / 164	WDBQ		

12+ FM Share (Metro): 80.47 % ( 173 of 215 ) ( Spring 96: 74.76 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KATF-F	1 KATF-F	1 KATF-F >>	1 KDTH	1 KATF-F >>	1 KGGY-F	1 KATF-F	1 KATF-F	1 KATF-F	1 KLYV-F
2 KLYV-F	2 KLYV-F	2 KGGY-F	2 WJOD-F	2 KIKR-F	2 KATF-F	KDTH	2 KIKR-F <	2 KLYV-F <	2 KATF-F >
3 KIKR-F	3 KIKR-F <	KIKR-F	KATF-F	3 WJOD-F	3 KGRR-F	3 KLYV-F <	3 KLYV-F	3 WJOD-F	3 KGGY-F
4 KGGY-F	4 KGGY-F <	KLYV-F	4 WGLR-AF	4 KLYV-F >	KLYV-F	4 WJOD-F	4 KDTH	4 KGGY-F <	4 WJOD-F
5 KFMW-F	5 WJOD-F	5 WJOD-F	5 KIKR-F		WGLR-AF	KIKR-F <	5 WGLR-AF	5 KIKR-F	5 WGLR-AF
WJOD-F	6 KGRR-F <				6 KIKR-F	6 WGLR-AF	WJOD-F	6 KDTH <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KDST-F	C	99.3	Dyersville	2.5	5.0	13	107
WPVL-F	O	107.1	Platteville, WI	1.2	3.8	5	81
WPVL	ST	1590	Platteville, WI	2.1	4.8	5	77

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFMW-F	AOR	107.9	Waterloo	2.5	5.6	13	167
KMXG-F	AC	96.1	Clinton	0.4	2.1	1	30
KOEL-F	C	92.3	Oelwein	1.2	3.4	15	191
KOKZ-F	O	105.7	Waterloo	0.4	2.4	7	110
KRNA-F	AOR	94.1	Iowa City	0.4	2.4	2	52
KUUL-F	O	103.7	Davenport	1.2	5.4	4	93
WBBM	N	780	Chicago	0.4	3.0	1	44
WEKZ-F	AC	93.7	Monroe	1.2	3.9	11	99
WGN	FS/T	720	Chicago	1.2	4.6	4	80
WIZM-F	CHR	93.3	La Crosse, WI	0.4	2.4	5	92
WMT	FS	600	Cedar Rapids	1.6	8.3	8	184
WOLX-F	O	94.9	Baraboo	0.4	2.0	3	96
WPRE-F	C	94.3	Prairie du Chien	1.6	3.8	17	131
WXXQ-F	C	98.5	Freeport, IL	0.8	2.1	3	55
WZEE-F	CHR	104.1	Madison, WI	0.8	3.4	7	124

### AM Stations

KDTH	1370	5 kw (DA-N)	Full Service	CBS	Eastman	Woodward
WDBQ	1490	1 kw	Full Service/Talk	ABC, Westwd	Banner	Commun. Prop.
WGLR	1280	0.5 kw/0.022 kw	See WGLR-F			Lancaster, WI
WPVL	1590	1 kw/0.5 kw (DA-N)	Standards	ABC	K&P	Platteville, WI

### FM Stations

KATF	92.9	100 kw @ 470	AC	ABC	Eastman	Woodward
KGGY	102.3	2.4 kw @ 410	Classic AOR	Westwd	K&P	Commun. Prop., pend.
KGRR	97.3	19 kw @ 380	Classic Hits			Epworth
KIKR	103.3	6.6 kw @ 643	Country		Katz	Asbury
KLYV	105.3	50 kw @ 330	CHR	Westwd	Banner	Commun. Prop.
WGLR	97.7	3.9 kw @ 235	Country	ABC		Lancaster, WI
WJOD	107.5	6 kw @ 328	Country	CNN, Westwd	D&R	Commun. Prop., pend. Galena, IL

Notes: 3/97 KGGY-F/WJOD-F sold to Communications Properties for \$2,500,000

# EAU CLAIRE, WI

Arbitron Rank: 229 Pop (12+) 117,900	Stations: 16 / 12	% Below Line: 3.5
Market TSL in Hours: 22.25	Diaries: 432/273:1/54.5%	% Not Listed: 13.6
Average Persons Rating: 16.9	Sample Target: 490	Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WAXX-F	C	43 / 21.6	20.8	18.1	22.1	432 / 38.6	34.2	36.0	119 / 1283	WAXX-F
2	WIAL-F	CHR/AC	23 / 11.6	8.4	10.3	7.7	409 / 34.7	26.7	30.4	35 / 610	WIAL-F
	WQRB-F	C	23 / 11.6	17.8	16.7	14.9	342 / 29.0	33.0	33.0	37 / 593	WQRB-F
4	WMEQ-F	AOR/CL	15 / 7.5	3.0	2.9	1.7	160 / 12.7	12.4	11.1	29 / 314	WMEQ-F
5	WECL-F	O	14 / 7.0	6.9	6.9	6.6	201 / 17.1	14.5	16.6	19 / 268	WECL-F
6	WBIZ-F	CHR	12 / 6.0	7.9	8.3	9.4	342 / 29.0	32.2	29.3	20 / 541	WBIZ-F
7	WISM-F	AOR	10 / 5.0	4.4	6.9	7.7	165 / 13.1	14.3	20.8	10 / 172	WISM-F
8	WEAQ	ST	8 / 4.0	4.9	4.4	5.0	82 / 7.0	7.9	9.7	8 / 92	WEAQ
9	WAYY	T	5 / 2.5	4.9	6.4	2.9	104 / 8.8	11.6	10.6	7 / 135	WAYY
10	WWIB-F	REL	4 / 2.0	1.0	4.9		77 / 6.6	5.8	7.6	7 / 164	WWIB-F
	WCFW-F	SAC	4 / 2.0	3.5	2.5	3.3	75 / 6.4	7.9	9.7	10 / 146	WCFW-F
	WBIZ	SPRTS	4 / 2.0	2.5	0.5	1.1	44 / 3.7	4.3	2.7	4 / 52	WBIZ

12+ FM Share (Metro): 87.79 % ( 151 of 172 ) ( Spring 96: 86.77 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIAL-F	1 WIAL-F	1 WAXX-F >	1 WAXX-F >>	1 WAXX-F <	1 WAXX-F	1 WAXX-F >>	1 WAXX-F >	1 WAXX-F >	1 WIAL-F <
WQRB-F >	WQRB-F	2 WQRB-F	2 WMEQ-F	2 WQRB-F	2 WMEQ-F	2 WQRB-F	2 WIAL-F	2 WQRB-F	2 WAXX-F >
3 WISM-F	3 WAXX-F	3 WIAL-F	3 WQRB-F	3 WIAL-F >>	3 WECL-F >	3 WIAL-F	WQRB-F	3 WIAL-F >	3 WQRB-F
4 WBIZ-F	4 WMEQ-F	WMEQ-F <	4 WIAL-F	4 WISM-F	4 WQRB-F >	4 WMEQ-F >	4 WMEQ-F	4 WMEQ-F	4 WBIZ-F >
5 WAXX-F	5 WECL-F	5 WECL-F >	WEAQ	5 WBIZ-F			5 WECL-F	5 WBIZ-F	5 WECL-F
WECL-F			WECL-F >	WECL-F >				WECL-F >	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDWB-F	CHR	101.3	Richfield, MN	0.5	2.7	2 106
WATQ-F	C	106.7	Chetek	1.0	2.4	2 28
WCCO	FS	830	Minneapolis	1.5	2.8	9 125
WMEQ	C	880	Menomonie	0.5	2.5	5 61

### AM Stations

WAYY	790	5 kw (DA-1)	Talk	ABC, Westwd	Katz	Nelson	
WEAQ	1150	5 kw (Days)	Standards	CNN, Westwd	Katz	Nelson	Chippewa Falls

### FM Stations

WAXX	104.5	100 kw @ 1830	Country	ABC	Katz	Nelson	
WBIZ	100.7	100 kw @ 740	CHR		Katz	WBIZ/WMEQ-AF	
WCFW	105.5	3 kw @ 300	SAC	AP	---		Chippewa Falls
WECL	92.9	3.3 kw @ 446	Oldies	Westwd	Katz	Nelson	Elk Mound
WIAL	94.1	85 kw @ 350	Hot AC (CHR/AC)		Katz	Nelson	
WISM	98.1	25 kw @ 279	AOR		---		Altoona
WMEQ	92.1	5.3 kw @ 465	AOR/Classic AOR	Westwd	Katz	WBIZ-AF/WMEQ	Menomonie
WQRB	95.1	7.8 kw @ 561	Country		---		Bloomer
WWIB	103.7	100 kw @ 1072	Religion		---		Hallie

Notes:

# ELMIRA-CORNING, NY

Arbitron Rank: 194 Pop (12+) 158,400  
 Market TSL in Hours: 19.25  
 Average Persons Rating: 14.0

Stations: 22 / 16  
 Diaries: 403/393:1/57.1%  
 Sample Target: 410

% Below Line: 7.2  
 % Not Listed: 29.3  
 Total Retail Sales: \$1.55 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WNKI-F	CHR/AC	23 / 10.3	12.0	9.3	11.5	384 / 24.2	31.4	24.8	40 / 646	WNKI-F
2	WLWY-F	CHR	18 / 8.1	9.8	9.7	10.1	287 / 18.1	22.2	20.8	23 / 389	WLWY-F
3	WENY-F	AC	15 / 6.7	4.0	4.0	6.5	213 / 13.4	10.9	10.3	15 / 213	WENY-F
	WKPQ-F	CHR	15 / 6.7	4.9	4.9	4.0	139 / 8.7	9.9	11.5	16 / 176	WKPQ-F
5	WPGI-F	C	13 / 5.8	5.8	6.1	6.8	237 / 14.9	12.4	12.3	17 / 280	WPGI-F
	WOKN-F	C	13 / 5.8	8.0	6.9	4.7	216 / 13.8	12.2	12.0	16 / 239	WOKN-F
7	WVIN-F	AC	9 / 4.0	3.6	3.2	4.3	135 / 8.5	9.0	8.5	9 / 135	WVIN-F
8	WGMM-F	O	8 / 3.6	3.6	2.8	5.4	164 / 10.4	12.6	9.9	16 / 240	WGMM-F
9	WCKR-F	C	7 / 3.1	4.4	7.3	4.0	121 / 7.6	7.7	8.6	7 / 144	WCKR-F
10	WNVE-F	AOR-NR	6 / 2.7	1.8	1.2		136 / 8.8	5.6	5.6	10 / 219	WNVE-F
	WPHD-F	CL AOR	6 / 2.7	2.7	1.2	0.7	80 / 5.0	6.9	4.7	6 / 98	WPHD-F

12+ FM Share (Metro): 91.08 % ( 143 of 157 ) ( Spring 96: 88.42 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WNKI-F >	1 WNKI-F	1 WNKI-F	1 WENY-F	1 WNKI-F >	1 WNKI-F	1 WNKI-F >	1 WNKI-F	1 WNKI-F	1 WKPQ-F
2 WLWY-F >	2 WLWY-F <	2 WENY-F	2 WKPQ-F	2 WENY-F	2 WENY-F	2 WLWY-F <	2 WENY-F	2 WLWY-F	2 WNKI-F
3 WKPQ-F	3 WKPQ-F <	3 WKPQ-F	WPGI-F	WLWY-F	3 WGMM-F	3 WENY-F <	3 WLWY-F	3 WENY-F	3 WLWY-F >
4 WVIN-F	4 WENY-F	WPGI-F	4 WOKN-F	WOKN-F	WKPQ-F	4 WOKN-F	4 WPGI-F <	WKPQ-F >	4 WPGI-F
WPHD-F	5 WOKN-F	5 WOKN-F	5 WGMM-F	WPGI-F	5 WVIN-F	WPGI-F	5 WKPQ-F	5 WPGI-F	WCKR-F
	WVIN-F	WLWY-F	WLWY-F	6 WKPQ-F	WPGI-F	WKPQ-F <	WOKN-F	WOKN-F	WENY-F
	WPGI-F	7 WGMM-F	WVIN-F >		WPHD-F	7 WVIN-F >			
					WLWY-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCBA-F AC	98.7	Coming	1.3 5.4 3 96
WCBA ST	1350	Coming	0.9 4.0 2 67
WELM SPRTS	1410	Elmira	1.3 4.1 3 75
WENY T	1230	Elmira	1.8 4.6 4 87
WWLZ T	820	Horseheads	0.9 3.9 4 97

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHGL-F C	100.3	Canton, PA	0.9 2.5 33 409
WKLX-F O	98.9	Rochester	0.9 2.4 3 92
WNGZ-F CL AOR	104.9	Montour Falls	0.9 3.4 2 58
WQNY-F C	103.7	Ithaca	0.4 3.7 2 68
WYLF ST	850	Penn Yan	1.3 2.3 7 53

### AM Stations

WENY	1230	1 kw	Talk	Westwd	Mc-Guild	Green
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### FM Stations

WCKR	92.1	1.26 kw @ 510	Country	USA	---	---	Homell
WENY	92.7	1.2 kw @ 716	AC	Westwd, JSN	Mc-Guild	Green	
WGMM	97.7	1.3 kw @ 482	Oldies	ABC	Roslin	WCBA-AF/WCLI	Big Flats
WKPQ	105.3	43 kw @ 530	CHR	ABC	---	---	Homell
WLWY	94.3	1.75 kw @ 497	CHR	CBS, Westwd	Allied	Pembrook	
WNKI	106.1	50 kw @ 492	CHR/AC	Westwd	---	SabreCom	Corning
WOKN	99.5	2.65 kw @ 489	Country		Allied	Pembrook	Southport
WPGI	100.9	3 kw @ 245	Country	ABC	Christal	SabreCom	Horseheads
WPHD	94.7	0.82 KW @ 895	Classic AOR		---	---	Tioga, PA
WVIN	98.3	2.75 kw @ 341	AC	CBS	Allied	Pembrook	Bath

Notes: WNVE-F - See Rochester, NY in the Spring 1997 American Radio . . . 2/97 WQIX changed from Talk/Country to Talk as WWLZ

# FAYETTEVILLE-NW ARKANSAS

Arbitron Rank: 155 Pop (12+) 217,600  
 Market TSL in Hours: 20.25  
 Average Persons Rating: 14.8

Stations: 15 / 15  
 Diaries: 642/339:1/58.3%  
 Sample Target: 590

% Below Line: 0.0  
 % Not Listed: 19.8  
 Total Retail Sales: \$2.5 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1 KKIX-F	C	54 / 16.7	19.7	18.4	23.0	20.8	565 / 26.0	32.1	28.7	86 / 904	KKIX-F
2 KMCK-F	CHR	41 / 12.7	8.7	14.2	9.7	9.0	571 / 26.2	24.4	26.8	51 / 755	KMCK-F
3 KEZA-F	AC	38 / 11.8	13.0	11.4	9.7	11.5	508 / 23.3	29.3	24.6	47 / 631	KEZA-F
4 KKEG-F	AOR/CL	28 / 8.7	7.0	6.6	11.0	8.0	421 / 19.4	15.0	17.8	29 / 473	KKEG-F
5 KFAY	N/T	16 / 5.0	3.3	3.5	2.3	3.8	191 / 8.8	6.5	7.2	17 / 209	KFAY
6 KDAB-F	G	15 / 4.6	2.7	2.2	3.3	0.7	157 / 7.2	6.0	5.7	19 / 245	KDAB-F
7 KBVA-F	ST	14 / 4.3	9.0	4.7	8.3	8.7	198 / 9.1	13.4	10.3	16 / 246	KBVA-F
8 KBRS-F	AOR-NR	12 / 3.7	2.7	2.5	3.3	4.9	283 / 13.0	9.4	6.5	12 / 324	KBRF-F
9 KKZQ-F	AOR	11 / 3.4	4.3	5.4	6.7	5.2	263 / 12.1	9.4	6.5	18 / 366	KKZQ-F
10 KFAY-F	C	10 / 3.1	1.3	1.9	1.7	1.0	169 / 7.8	5.7	3.7	16 / 288	KFAY-F

12+ FM Share (Metro): 91.89 % ( 238 of 259 ) ( Spring 96: 89.74 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KMCK-F	1 KMCK-F <	1 KKIX-F	1 KKIX-F >	1 KKIX-F <	1 KKIX-F	1 KKIX-F >>	1 KKIX-F	1 KKIX-F	1 KMCK-F
2 KKIX-F <	2 KKIX-F	2 KEZA-F >	2 KEZA-F >	2 KEZA-F	2 KKEG-F <	2 KEZA-F <	2 KEZA-F <	2 KMCK-F	2 KEZA-F <
3 KKEG-F	3 KEZA-F <	3 KKEG-F <	3 KBVA-F <	3 KMCK-F >>	3 KEZA-F >	3 KMCK-F	3 KMCK-F	3 KEZA-F	3 KKIX-F >
4 KEZA-F >	4 KKEG-F >>	4 KMCK-F >	4 KFAY	4 KKEG-F	4 KFAY >	4 KKEG-F >>	4 KFAY	4 KKEG-F >	4 KKEG-F >
5 KBRF-F	5 KKZQ-F	5 KFAY	5 KKEG-F	5 KDAB-F	5 KKZQ-F	5 KFAY	5 KKEG-F >	5 KDAB-F	5 KBRF-F
		6 KKZQ-F	KDAB-F <		6 KMCK-F				6 KFAY-F
					KFAY-F >				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAMO-F C	94.3	Rogers	1.5 7.4 7 195
KJEM-F ST	93.3	Seligman, MO	1.5 5.1 11 135
KOFC REL	1250	Fayetteville	0.6 2.0 2 43
KREB-F O	99.5	Huntsville	1.5 4.2 5 92
KURM N/T	790	Rogers	0.9 4.0 4 99

### AM Stations

KFAY	1030	10 kw/1 kw (DA-2)	Talk	AP, Westwd, ABC	Roslin	Demaree	Farrington
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### FM Stations

KBRS	104.9	2.75 kw @ 485	New Rock				Springdale
KBVA	106.5	37 kw @ 567	Standards		CNN	Hendren	Bella Vista
KDAB	94.9	21 kw @ 761	Gospel		USA		Prairie Grove
KEZA	107.9	100 kw @ 1259	AC			Banner	Capstar
KFAY	98.3	100 kw @ 617	Country		Westwd	Republic	Demaree
KKEG	92.1	7.6 kw @ 531	AOR/Classic AOR		AP	Roslin	Demaree
KKIX	103.9	100 kw @ 482	Country			Katz	Capstar
KKZQ	101.9	50 kw @ 492	AOR			Katz	Capstar
KMCK	105.7	100 kw @ 476	CHR		AP	Christal	Siloam Springs

Notes: 4/97 KEZA-F/KBVA-F/KBVA-F sold by Gulfstar to Capstar . . . 6/97 KKZQ-F changed from AOR to AC/CHR ("Mix 101.9") . . . 7/97 KJEM-F (93.3; Seligman, MO) sold to Gulfstar/Capstar for \$1,750,000

# FLORENCE, SC

Arbitron Rank: 197	Pop (12+): 154,600	Stations: 20 / 14	% Below Line: 14.0
Market TSL In Hours: 20.00		Diaries: 558/277:1/50.6%	% Not Listed: 19.1
Average Persons Rating: 14.9		Sample Target: 550	Total Retail Sales: \$1.75 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WYNN-F	B	24 / 10.5	14.9	9.8	13.1	361 / 22.7	24.1	20.6	27 / 457	WYNN-F
2	WYNN	G/B	22 / 9.6	14.0	16.3	10.0	217 / 14.0	19.1	21.1	24 / 256	WYNN
3	WJMX-F	CHR	17 / 7.4	8.3	6.9	6.4	296 / 19.1	20.9	18.5	28 / 474	WJMX-F
4	WWDM-F	B	16 / 7.0	7.0	7.8	6.8	282 / 18.2	18.7	18.9	26 / 441	WWDM-F
5	WCMG-F	B/AC	13 / 5.7	3.5	2.9	3.2	172 / 11.1	6.8	7.1	18 / 229	WCMG-F
	WEGX-F	C	13 / 5.7	5.7	8.6	8.0	170 / 11.0	12.9	15.5	35 / 409	WEGX-F
7	WDAR-F	C	11 / 4.8	3.9	4.5	6.0	185 / 11.9	11.7	10.8	15 / 239	WDAR-F
	WHLZ-F	C	11 / 4.8	8.3	8.6	8.0	211 / 13.7	17.3	18.9	13 / 285	WHLZ-F
9	WSQN-F	SAC	8 / 3.5	4.8	2.9	1.6	153 / 9.9	10.8	10.1	10 / 166	WSQN-F
	WWFN-F	O	8 / 3.5	1.3	1.6	0.4	131 / 8.5	5.8	4.7	8 / 151	WWFN-F
	WBZF-F	AOR-P	8 / 3.5	2.2	0.4	0.8	99 / 6.4	4.9	4.2	8 / 127	WBZF-F
	WMXT-F	AC	7 / 3.0	3.1	3.7	0.6	149 / 9.6	9.9	10.2	8 / 206	WMXT-F

12+ FM Share (Metro): 84.41 % ( 157 of 186 ) ( Spring 96: 78.03 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WYNN-F	1 WYNN-F >	1 WYNN-F >	1 WYNN >>	1 WYNN-F >	1 WYNN-F >	1 WYNN-F	1 WYNN <	1 WYNN-F	1 WYNN-F
2 WJMX-F >	2 WJMX-F	2 WYNN	2 WYNN-F	2 WWDM-F	2 WCMG-F	2 WYNN <	2 WYNN-F <	2 WWDM-F	2 WWDM-F
3 WWDM-F	3 WCMG-F	3 WWDM-F	3 WEGX-F	WYNN	WYNN	3 WJMX-F >	3 WJMX-F <	3 WJMX-F <	3 WCMG-F >
4 WCMG-F	WWDM-F	4 WCMG-F	WHLZ-F	4 WDAR-F	WJMX-F	4 WHLZ-F	4 WEGX-F	4 WYNN	4 WYNN
5 WDAR-F	5 WYNN	WDAR-F		WWFN-F	5 WYAV-F	5 WWDM-F	5 WJMX	5 WDAR-F <	5 WJMX-F
WEGX-F	6 WDAR-F	WJMX-F		WJMX-F	WWDM-F	WDAR-F	6 WDAR-F	6 WEGX-F	6 WJMX-F
7 WBZF-F >	7 WEGX-F	7 WEGX-F			WDAR-F		WHLZ-F	WHLZ-F <	WBZF-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHSC-F	O	98.5	Hartsville 2.2 5.7 5 106
WJMX	N/T	970	Florence 2.6 7.6 8 179
WOLS	ST/REL	1230	Florence 0.4 2.3 1 47

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKZQ-F	AOR	101.7	Myrtle Beach 0.4 2.4 3 115
WSTS-F	G	100.9	Fairmont, NC 0.4 1.5 5 74
WWXM-F	CHR	97.7	Georgetown 2.6 5.0 9 141
WYAV-F	AOR/CL	104.1	Conway 2.6 8.4 6 145
WZFX-F	B	99.1	Whiteville, NC 0.9 5.3 21 320

### AM Stations

WJMX	970	10 kw/3 kw (DA-N)	News/Talk	AP	Mc-Guild	Root
WYNN	540	0.25 kw/0.166 kw	Black/Gospel	AURN	Allied	

### FM Stations

WBZF	100.5	21.5 kw @ 354	Progressive AOR		Banner	WYMB/WHLZ-F	Marion
WCMG	94.3	1.21 kw @ 500	Black AC	ABC	---		Marion
WDAR	105.5	17 kw @ 400	Country		Root	---	Darlington
WEGX	92.9	100 kw @ 1800	Country	ABC	---	Root	Dillon
WHLZ	92.5	98.2 kw @ 1170	Country	AP	Mc-Guild	WYMB/WBZF	Manning
WHSC	98.5	20 kw @ 136	Oldies		---	GHB	Hartsville
WJMX	103.3	50 kw @ 492	CHR	AP	Mc-Guild	Root	Cheraw
WMXT	102.1	50 kw @ 492	AC	ABC	Regional		Pamplico
WSQN	102.9	2.9 kw @ 466	Soft AC		Mc-Guild	Root	Scranton
WWFN	100.1	3.3 kw @ 433	Oldies	ABC	Banner		Lake City
WYNN	106.3	6 kw @ 328	Black	AURN	Allied		

Notes: WWDM-F -- See Columbia in the Spring 1997 American Radio ... 3/97 WJMX-AF/WDAR-F/WSQN-F (+ WGTR-F/WWSK-F Myrtle Beach & WLJI-F Summerton) sold by Atlantic to Root for \$10,300,000 ... 7/97 WDSC/WEGX-F sold by Beasley to Root for \$3,500,000

# FT. SMITH, AR

Arbitron Rank: 170 Pop (12+) 193,600  
 Market TSL in Hours: 20.50  
 Average Persons Rating: 14.5

Stations: 20 / 17  
 Diaries: 527/367:1/56.3%  
 Sample Target: 440

% Below Line: 7.2  
 % Not Listed: 10.7  
 Total Retail Sales: \$1.94 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KTCS-F	C	50 / 17.8		18.4	19.8	617 / 31.9	35.4	32.4	68 / 996	KTCS-F
2	KMAG-F	C	39 / 13.9		14.3	16.3	527 / 27.2	31.3	32.7	59 / 876	KMAG-F
3	KISR-F	CHR	30 / 10.7		12.0	7.8	513 / 26.5	26.0	21.6	41 / 724	KISR-F
4	KOMS-F	C	25 / 8.9			1.6	181 / 8.3		3.5	30 / 240	KOMS-F
5	KEZA-F	AC	15 / 5.4		3.8	5.0	213 / 11.0	12.2	12.9	23 / 310	KEZA-F
6	KBBQ-F	O	14 / 5.0		5.3	6.2	209 / 10.8	12.2	11.7	21 / 329	KBBQ-F
7	KZBB-F	AOR	13 / 4.6		5.6	8.1	246 / 12.7	11.1	15.8	19 / 320	KZBB-F
8	KREU-F	CL HITS	11 / 3.9		5.3		243 / 12.5	13.9		16 / 264	KREU-F
9	KMXJ-F	CHR/AC	9 / 3.2		1.5	1.2	210 / 10.8	6.1	3.7	9 / 214	KMXJ-F

12+ FM Share (Metro): 93.60 % ( 234 of 250 ) ( Spring 96: 90.48 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KMAG-F	1 KTCS-F	1 KTCS-F	1 KTCS-F >	1 KMAG-F	1 KTCS-F <	1 KTCS-F >	1 KTCS-F	1 KTCS-F >	1 KISR-F >
2 KTCS-F	KMAG-F >	KMAG-F	2 KOMS-F	2 KTCS-F >>	2 KOMS-F	2 KMAG-F >	2 KMAG-F >	2 KMAG-F	2 KMAG-F
3 KZBB-F	3 KISR-F	3 KOMS-F >	KMAG-F >	3 KBBQ-F	3 KMAG-F	3 KISR-F	3 KOMS-F >	3 KISR-F	3 KTCS-F >
4 KISR-F	4 KOMS-F <	4 KEZA-F	4 KBBQ-F <	4 KISR-F	4 KEZA-F	4 KOMS-F >	4 KISR-F <	4 KOMS-F	4 KREU-F
5 KOMS-F	5 KEZA-F	KBBQ-F	5 KEZA-F	KOMS-F	KZBB-F		5 KWHN	5 KEZA-F <	KZBB-F
	6 KZBB-F	6 KISR-F	6 KISR-F		6 KBBQ-F			6 KREU-F	
	KBBQ-F		KFPW						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEZU-F AC	104.7	Booneville	2.9 9.1 8 191
KFPW ST	1230	Ft. Smith	2.9 4.1 8 100
KLSZ-F CL AOR	102.7	Van Buren	1.1 4.3 3 84
KOLX-F REL	94.5	Barling	0.7 4.5 4 125
KPRV-F C	92.5	Heavener, OK	1.1 1.8 3 35
KWHN T	1320	Ft. Smith	2.9 7.6 9 166
KZKZ-F REL	106.3	Greenwood	2.5 7.9 7 153

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDAB-F G	94.9	Prairie Grove	1.4 3.5 5 95
KMMY-F C	97.1	Muskogee, OK	0.4 1.9 3 77

### AM Stations

KFPW	1230	1 kw	Standards	Riley	KBBQ-F
KWHN	1320	5 kw (DA-N)	Talk	Westwd, Talknt	Capstar

### FM Stations

KBBQ	100.7	25 kw @ 699	Oldies	ABC	Riley	KFPW
KISR	93.7	100 kw @ 1250	CHR	ABC	---	KFSA
KMAG	99.1	100 kw @ 1968	Country		---	Capstar
KMXJ	95.9	30 kw @ 623	CHR/AC (Hot AC)		---	Sallisaw, OK
KOMS	107.3	100 kw @ 1810	Classic Country		---	KLSZ-F
KREU	92.3	0.74 kw @ 932	Classic Hits		---	Poteau, OK
KTCS	99.9	100 kw @ 1919	Country		Christal	Roland, OK
KZBB	97.9	100 kw @ 2300	AOR	ABC	Christal	Capstar, pend. Poteau, OK

Notes: KEZA-F -- See Fayetteville-NW Arkansas ... 4/97 KWHN/KMAG-F sold by Gulfstar to Capstar ... 6/97 KLSZ-F sold for \$700,000 ... 6/97 KZBB-F sold to Capstar for \$1,500,000



# FT. WALTON BEACH, FL

Arbitron Rank: 206 Pop (12+) 138,200  
 Market TSL in Hours: 18.25  
 Average Persons Rating: 13.7

Stations: 23 / 13  
 Diaries: 392/353:1/50.6%  
 Sample Target: 360

% Below Line: 20.0  
 % Not Listed: 15.9  
 Total Retail Sales: \$1.54 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WMXZ-F	CHR	27 / 14.3		11.3	8.0	405 / 29.3	20.8	20.0	28 / 438	WMXZ-F
2	WKSM-F	AOR	24 / 12.7		16.9	15.5	332 / 24.0	26.2	23.3	26 / 362	WKSM-F
3	WYBZ-F	C	16 / 8.5		8.0	9.5	242 / 17.5	15.1	18.6	16 / 250	WYBZ-F
4	WNCV-F	SAC	15 / 7.9		10.3	7.5	235 / 17.0	18.6	17.3	15 / 241	WNCV-F
5	WYCL-F	O	12 / 6.3		5.2	3.0	144 / 10.4	11.5	8.8	12 / 146	WYCL-F
6	WBLX-F	B	9 / 4.8		3.3	2.5	130 / 9.4	7.4	6.5	11 / 145	WBLX-F
7	WJSB-AF	C	8 / 4.2		2.8	1.5	89 / 6.4	3.3	3.4	8 / 95	WJSB-AF
	WMMK-F	C	8 / 4.2		3.3	7.0	153 / 11.1	9.9	15.3	8 / 167	WMMK-F
9	WFTW	T	6 / 3.2		3.3	4.0	72 / 5.2	5.1	5.9	7 / 88	WFTW
10	WWAV-F	AC	5 / 2.6		6.6	3.0	113 / 8.2	15.5	12.1	7 / 147	WWAV-F
	WXBM-F	C	5 / 2.6		4.2	4.0	141 / 10.2	9.9	8.4	5 / 141	WXBM-F
	WFAV	ST	5 / 2.6		1.9	3.5	71 / 5.1	4.1	7.0	5 / 75	WFAV

12+ FM Share (Metro): 91.82 % ( 146 of 159 ) ( Spring 96: 91.84 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WMXZ-F	1 WKSM-F <	1 WKSM-F	1 WKSM-F	1 WMXZ-F	1 WKSM-F >>	1 WKSM-F <	1 WMXZ-F <	1 WMXZ-F	1 WYBZ-F
2 WKSM-F >	2 WMXZ-F >	2 WMXZ-F	2 WNCV-F	2 WNCV-F >	2 WYCL-F	2 WMXZ-F >	2 WKSM-F >	2 WKSM-F	2 WMXZ-F
3 WYBZ-F	3 WYBZ-F	3 WYBZ-F <	WYCL-F	3 WKSM-F	WYBZ-F	3 WNCV-F <	3 WYBZ-F	3 WYBZ-F <	WBLX-F >
4 WNCV-F >>	4 WNCV-F >	4 WNCV-F	4 WYBZ-F	4 WYBZ-F	4 WMXZ-F >	4 WYBZ-F	4 WNCV-F <	4 WNCV-F	4 WKSM-F
	5 WYCL-F >	5 WYCL-F >>	5 WJSB-AF	5 WYCL-F >>		5 WMMK-F	5 WYCL-F	5 WBLX-F	WYCL-F >>
			WMMK-F >			WYCL-F	6 WFTW >	6 WYCL-F	
						7 WJSB-AF			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFSH	T	1340	Valparaiso 0.5 2.0 1 31
WSBZ-F	J	106.3	Miramar Beach 1.6 4.2 7 115
WWSF-F	O	98.1	Anadalousia, AL 2.1 8.7 5 129

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WILN-F	CHR	105.9	Panama City 1.6 7.5 3 107
WMEZ-F	SAC	94.1	Pensacola 0.5 3.8 1 52
WPAP-F	C	92.5	Panama City 0.5 3.1 3 60
WPFM-F	CHR	107.9	Panama City 1.1 4.4 3 91
WRJM-F	SAC	93.7	Geneva, AL 0.5 1.9 3 46
WTBB-F	AOR	97.7	Bonifay 1.1 3.2 4 65
WTKX-F	AOR	101.5	Pensacola 1.1 8.1 2 118

### AM Stations

WFAV	1400	1 kw	Standards	Westwd, CNN	---	
WFTW	1260	1 kw/0.131 kw	Talk		Mc-Guild	Holladay
WJSB	1050	3.1 kw/0.5 kw	See WAAZ-F			Crestview

### FM Stations

WAAZ	104.7	30 kw @ 276	Country	CBS	---	Crestview
WKSM	99.5	50 kw @ 492	AOR	Westwd	Mc-Guild	Holladay
WMMK	92.1	25 kw @ 223	Country		---	Destin
WMXZ	103.1	50 kw @ 482	CHR		---	DeFuniak Springs
WNCV	100.3	3 kw @ 295	Soft AC	USA	Mc-Guild	Holladay
WWAV	102.1	18 kw @ 384	AC		Banner	Santa Rosa
WYBZ	105.5	25 kw @ 305	Country		Mc-Guild	Holladay
						Mary Esther

Notes: Other ranked stations -- See Mobile or Pensacola in the Spring 1997 American Radio ... 4/97 WWSF-F (98.1; Andalousia, AL) sold by Patterson to Capstar for \$2,000,000

# FREDERICK, MD

Arbitron Rank: 198 Pop (12+) 150,600	Stations: 31 / 4	% Below Line: 54.3
Market TSL In Hours: 21.25	Diaries: 487/309:1/57.5%	% Not Listed: 16.0
Average Persons Rating: 16.1	Sample Target: 450	Total Retail Sales: \$1.64 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Spq 96	Spq 95	12+ TSA AQH / Cume
1 WFRE-F	C	44 / 18.1		21.3		23.3	493 / 32.7	40.8	33.4	WFRE-F
2 WFMD	T/FS	15 / 6.2		5.9		3.7	257 / 17.1	14.3	14.3	WFMD
WARX-F	O	15 / 6.2		2.8		4.6	194 / 12.9	11.0	9.1	WARX-F
4 WWDC-F	AOR/CL	13 / 5.3		7.1		4.6	249 / 16.5	15.9	15.2	WWDC-F
5 WAFY-F	AC	12 / 4.9		7.9		5.5	215 / 14.3	12.7	11.6	WAFY-F
6 WBIG-F	O	10 / 4.1		3.9		2.7	159 / 10.6	8.8	12.2	WBIG-F
7 WMZQ-F	C	9 / 3.7		3.9		2.3	118 / 7.7	10.0	6.6	WMZQ-F
8 WWVZ-F	CHR	8 / 3.3		3.1		2.7	203 / 13.5	7.5	8.2	WWVZ-F

12+ FM Share (Metro): 89.71 % ( 183 of 204 ) ( Spring 96: 87.89 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WFRE-F	1 WFRE-F >>	1 WFRE-F >>	1 WFRE-F >>	1 WFRE-F >	1 WFRE-F >	1 WFRE-F >>	1 WFRE-F >>	1 WFRE-F >>	1 WFRE-F >
2 WWDC-F	2 WWDC-F <	2 WWDC-F <	2 WFMD	2 WAFY-F >	2 WWDC-F	2 WFMD <	2 WWDC-F <	2 WWDC-F <	2 WWVZ-F
3 WIYY-F	3 WARX-F	3 WAFY-F	3 WARX-F <	3 WWDC-F	WMZQ-F	3 WARX-F >	3 WFMD <	3 WAFY-F <	3 WFMD
4 WWVZ-F	WAFY-F	4 WARX-F	4 WBIG-F <	4 WASH-F	4 WARW-F	4 WWDC-F <	4 WARX-F <	4 WARX-F	4 WWDC-F
WARX-F	5 WMZQ-F	WMZQ-F	5 WAFY-F	WARX-F	WARX-F	5 WAFY-F <	5 WAFY-F	5 WFMD	5 WHFS-F
						6 WMZQ-F			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WXTR C 820 Frederick	0.4	2.7	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WARW-F CL AOR 94.7 Bethesda	2.9	7.1	
WASH-F AC 97.1 Washington	2.1	4.9	
WAVA-F REL 105.1 Arlington, VA	0.8	4.6	
WBAL N/T 1090 Baltimore	0.4	2.9	
WERQ-F B/CHR 92.3 Baltimore	0.4	2.9	
WGAY-F SAC 99.5 Washington	2.1	5.6	
WGMS-F CL 103.5 Washington	1.2	2.1	
WGRX-F C 100.7 Westminster	1.6	4.9	
WHFS-F AOR-NR 99.1 Annapolis	1.2	9.5	
WHUR-F B/AC 96.3 Washington	2.9	4.1	
WIYY-F AOR 97.9 Baltimore	2.5	10.0	
WJFK-F T/J 106.7 Manassas, VA	1.6	4.6	
WKYS-F B 93.9 Washington	1.2	5.1	
WMAL FS/T 630 Washington	0.8	3.1	
WPOC-F C 93.1 Baltimore	0.4	2.7	
WRQX-F AC/CHR 107.3 Washington	2.1	6.4	
WTEM SPRTS 570 Bethesda	0.4	2.9	
WTOP N 1500 Washington	0.4	2.8	
WWMD-F EZ 104.7 Hagerstown	2.9	5.3	
WWMX-F AC/CHR 106.5 Baltimore	0.8	3.8	
WWZZ-F CHR 104.1 Waldorf	2.1	6.4	
WYCR-F CHR 98.5 Hanover, PA	0.8	4.0	

### AM Stations

WFMD 930 5 kw/2.5 kw (DA-2)	Talk/Full Service	CBS	---	WFRE-F
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### FM Stations

WAFY 103.1 1 kw @ 571	AC	---	Middletown
WFRE 99.9 9 kw @ 1110	Country	---	WFMD
WWVZ 103.9 0.42 kw @ 910	CHR	Sentry	Bonneville Braddock Heights

Notes: Other ranked stations -- See Hagerstown in this edition or Baltimore or Washington in the Spring 1997 American Radio ... There is no TSA for the market ...  
8/96 WXVR-F changed calls to WWVZ-F; remains CHR ... 8/96 WQSI changed calls to WXTR; remains Country

# GRAND JUNCTION, CO

Arbitron Rank: 249 Pop (12+) 89,700  
 Market TSL in Hours: 20.00  
 Average Persons Rating: 14.6

Stations: 13 / 11  
 Diaries: 496/181:1/56.3%  
 Sample Target: 400

% Below Line: 1.5  
 % Not Listed: 16.0  
 Total Retail Sales: \$1.03 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KEKB-F	C	24 / 18.3		19.9	26.2	292 / 32.6	38.1	39.3	27 / 330	KEKB-F
2	KMXY-F	CHR/AC	17 / 13.0		11.0		256 / 28.5	17.4		21 / 356	KMXY-F
3	KJYE-F	EZSAC	13 / 9.9		7.4	7.1	145 / 16.2	11.9	14.1	19 / 256	KJYE-F
4	KSTR-F	AOR	12 / 9.2		11.8	8.5	172 / 19.1	23.7	17.9	21 / 274	KSTR-F
	KNZZ	T	12 / 9.2		6.6	5.7	136 / 15.1	11.2	14.0	19 / 221	KNZZ
6	KQIX-F	CHR	10 / 7.6		5.1	10.6	197 / 22.0	16.0	26.9	12 / 248	KQIX-F
7	KKNN-F	C	9 / 6.9		8.8	7.8	112 / 12.5	20.9	17.6	15 / 165	KKNN-F
	KBKL-F	O	9 / 6.9		8.1	7.8	170 / 19.0	22.8	20.7	15 / 263	KBKL-F

12+ FM Share (Metro): 86.36 % ( 95 of 110 ) ( Spring 96: 85.59 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KMXY-F	1 KEBB-F >	1 KEBB-F >>	1 KEBB-F >	1 KEBB-F	1 KEBB-F >	1 KEBB-F >>	1 KEBB-F	1 KMXY-F	1 KMXY-F
KEKB-F	2 KSTR-F	2 KSTR-F	2 KNZZ	2 KMXY-F >>	2 KSTR-F >>	2 KMXY-F <	2 KNZZ <	KEKB-F	2 KEBB-F >
3 KSTR-F	KMXY-F	KMXY-F	KJYE-F >	3 KQIX-F	3 KNZZ	3 KNZZ	3 KJYE-F	3 KQIX-F	3 KNZZ
KQIX-F >	4 KQIX-F	4 KQIX-F	4 KSTR-F	KBKL-F >	KQIX-F	4 KJYE-F <	4 KMXY-F	4 KSTR-F	KQIX-F
5 KBKL-F >	5 KBKL-F	KBKL-F >	KKNN-F	KBKL-F	KBKL-F	5 KSTR-F	5 KBKL-F	5 KSTR-F	5 KSTR-F
			KBKL-F				6 KSTR-F <	6 KKNN-F	KKNN-F
								KBKL-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBZS T 620 Grand Junction	0.8	5.5	2 64
KQIL SPRTS 1340 Grand Junction	0.8	4.2	1 47

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KUBC ST 580 Montrose	0.8	2.1	3 104
KZKS-F C 105.3 Rifle	0.8	5.1	6 108

### AM Stations

KNZZ 1100 50 kw/10 kw (DA-N)	Talk	ABC	Eastman	KJYE-F
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### FM Stations

KBKL 107.9 100 kw @ 974	Oldies	Banner	KEKB/KMXY	
KEKB 99.9 79 kw @ 1380	Country	Banner	KBKL/KMXY	Fruita
KJYE 92.3 100 kw @ 1378	EZ List./Soft AC	Eastman	KNZZ	
KKNN 95.1 100 kw @ 969	Country	Christal	KEXO/KQIL/KQIX	Delta
KMXY 104.3 100 kw @ 1460	CHR/AC	Banner	KBKL/KEKB	
KQIX 93.1 100 kw @ -95	CHR	Christal	KEXO/KQIL/KKNN	
KSTR 96.1 91 kw @ 1100	AOR	Mc-Guild	KBZS	Montrose

Notes:

# GREAT FALLS, MT

Arbitron Rank: 261 Pop (12+) 66,700  
 Market TSL In Hours: 19.50  
 Average Persons Rating: 14.2

Stations: 8 / 8  
 Diaries: 294/227:1/56.9%  
 Sample Target: 280

% Below Line: 0.0  
 % Not Listed: 11.6  
 Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KMON-F	25 / 26.4		29.6		27.4	270 / 40.5	46.8	38.1	30 / 321	KMON-F
2	KAAC-F	17 / 17.9		15.7		16.0	219 / 32.8	32.7	35.9	19 / 262	KAAC-F
3	KMON	14 / 14.8		11.1		7.5	127 / 19.1	25.6	20.3	35 / 341	KMON
4	KQDI-F	10 / 10.6		12.0		16.0	134 / 20.1	23.2	30.3	14 / 165	KQDI-F
	KLFM-F	10 / 10.6		8.3		6.6	154 / 23.0	22.3	13.3	10 / 172	KLFM-F
6	KXGF	4 / 4.2		8.3		9.4	52 / 7.8	12.8	14.2	5 / 62	KXGF
7	KMSL	3 / 3.2		1.9		2.8	36 / 5.4	6.0	7.6	3 / 43	KMSL
8	KEIN	1 / 1.1		2.8		3.8	25 / 3.8	6.0	10.6	5 / 79	KEIN

12+ FM Share (Metro): 73.81 % ( 62 of 84 ) ( Spring 96: 73.20 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KMON-F >>	1 KMON-F >>	1 KMON-F >>	1 KMON-F <	1 KMON-F >>	1 KMON-F	1 KMON-F	1 KMON-F >>	1 KMON-F >>	1 KAAK-F >
2 KAAK-F	2 KAAK-F	2 KAAK-F	2 KMON >	2 KAAK-F >	2 KQDI-F >	2 KMON	2 KMON	2 KAAK-F	2 KMON-F >>
3 KQDI-F >>	3 KQDI-F >>	3 KQDI-F	3 KLFM-F >	3 KLFM-F >	3 KMON	3 KAAK-F >	3 KAAK-F <	3 KQDI-F	3 KLFM-F
		4 KLFM-F	4 KAAK-F	4 KQDI-F >>	KAAC-F	4 KQDI-F	4 KQDI-F <	KMON	4 KQDI-F >
		5 KMON >			5 KLFM-F >	KLFM-F >>	5 KLFM-F >>	5 KLFM-F >>	

### AM Stations

KEIN	1310	5 kw/1 kw	Classic Country	ABC	Banner
KMON	560	5 kw (DA-N)	Country/Full Svc.	ABC	Moore KLFM-F
KMSL	1450	1 kw	Talk	Westwd	Christal Sunbrook
KXGF	1400	1 kw	Standards		Mc-Guild Sunbrook

### FM Stations

KAAC	98.9	100 kw @ 482	AC/CHR		Mc-Guild Sunbrook
KLFM	92.9	100 kw @ 450	Oldies	JSN	Moore KMON-AF
KMON	94.5	36 kw @ 469	Country		Moore KMON/KLFM-F
KQDI	106.1	100 kw @ 371	AOR/Classic AOR	Westwd	Mc-Guild Sunbrook

Notes:

# HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

Arbitron Rank: 159 Pop (12+) 214,800  
 Market TSL in Hours: 19.75  
 Average Persons Rating: 14.4

Stations: 27 / 13  
 Diaries: 625/344:1/58.9%  
 Sample Target: 620

% Below Line: 19.7  
 % Not Listed: 18.8  
 Total Retail Sales: \$2.12 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume		
1	WAYZ-F	C	41 / 13.3	13.8	13.2	10.8	17.9	490 / 22.8	27.2	24.6	49 / 616	WAYZ-F
2	WIKZ-F	AC/CHR	30 / 9.7	9.9	8.2	8.2	7.4	469 / 21.8	22.7	20.4	36 / 596	WIKZ-F
3	WSRT-F	CL AOR	20 / 6.5	4.8	4.4	5.0	1.7	328 / 15.3	13.9	13.0	23 / 363	WSRT-F
	WWMD-F	EZ	20 / 6.5	6.6	5.0	6.7	4.1	230 / 10.7	9.8	8.7	23 / 295	WWMD-F
5	WQCM-F	AOR	14 / 4.5	3.6	6.2	6.1	6.1	305 / 14.2	9.4	15.0	21 / 386	WQCM-F
	WYII-F	C	14 / 4.5	2.7	3.8	3.2	5.2	174 / 8.1	7.3	7.7	15 / 210	WYII-F
	WFRE-F	C	14 / 4.5	5.4	7.1	7.3	8.0	324 / 15.1	14.3	15.8	26 / 562	WFRE-F
8	WARX-F	O	13 / 4.2	5.4	5.3	4.7	2.5	261 / 12.2	12.7	12.7	23 / 414	WARX-F
9	WJEJ	FS	10 / 3.2	2.4	2.1	3.2	3.9	112 / 5.2	5.1	4.0	10 / 112	WJEJ
	WWDC-F	AOR/CL	10 / 3.2	1.8	2.1	1.2	1.1	148 / 6.9	6.2	7.8	16 / 261	WWDC-F
11	WCHA	C	9 / 2.9	2.7	3.5	2.6	2.2	122 / 5.7	6.9	7.1	9 / 122	WCHA

12+ FM Share (Metro): 88.05 % ( 221 of 251 ) ( Spring 96: 86.69 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIKZ-F >	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F >	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F	1 WAYZ-F >	1 WAYZ-F	1 WIKZ-F >
2 WAYZ-F >	2 WIKZ-F	2 WIKZ-F	2 WWMD-F >	2 WIKZ-F >>	2 WSRT-F >	2 WIKZ-F >	2 WIKZ-F	2 WIKZ-F	2 WAYZ-F >
3 WSRT-F	3 WSRT-F >	3 WSRT-F >	3 WSRT-F	3 WARX-F	3 WIKZ-F >	3 WSRT-F <	3 WSRT-F	3 WWMD-F <	3 WSRT-F
	4 WQCM-F >	4 WARX-F	4 WYII-F	4 WQCM-F	4 WARX-F	4 WJEJ	4 WWMD-F	4 WSRT-F	4 WWDC-F
5 WQCM-F	5 WARX-F	5 WQCM-F	5 WARX-F <	5 WSRT-F	5 WQCM-F	5 WWMD-F <	5 WYII-F	5 WFRE-F	5 WQCM-F
6 WFRE-F	6 WFRE-F	6 WFRE-F	6 WIKZ-F <	6 WWMD-F	6 WWDC-F	6 WYII-F <	6 WQCM-F	6 WARX-F <	6 WWMD-F
7 WYCR-F	7 WWDC-F	7 WWMD-F				7 WARX-F		7 WQCM-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WARK T 1490 Hagerstown	1.3	5.0	5 112
WCHA-F C 94.3 Greencastle	1.9	4.2	8 149
WHAG T 1410 Halfway	1.6	3.8	5 81
WKMZ-F CL AOR 97.4 Martinsburg, WV	1.3	6.0	29 395

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBIG-F O 100.3 Washington	1.3	3.6	10 153
WFMD T/FS 930 Frederick, MD	0.6	1.8	2 55
WINCF AC/CHR 92.5 Winchester, VA	1.3	5.1	15 262
WYII-F AOR 97.9 Baltimore	1.3	4.0	5 107
WKYS-F B 93.9 Washington	0.6	3.1	9 143
WMZQ-F C 98.7 Washington	0.6	1.9	7 174
WPGC-F B/CHR 95.5 Morningside, MD	0.6	1.9	4 103
WQXA-F AOR-NR 105.7 York, PA	1.3	4.1	4 88
WUSQ-F C 102.5 Winchester, VA	0.6	1.7	23 293
WWVZ-F CHR 103.9 Braddock Hts., MD	1.9	6.1	12 203
WYCR-F CHR 98.5 Hanover, PA	1.6	5.9	5 127

### AM Stations

WCHA 800 1 kw/0.2 kw	Country	ABC	---	WIKZ-F/WCHA-F	Chambersburg
WJEJ 1240 1 kw	Full Service	CBS	---	WWMD-F	Hagerstown

### FM Stations

WARX 106.9 15.5 kw @ 853	Oldies	Westwd	---	WARK	Hagerstown
WAYZ 101.5 50 kw @ 230	Country	AP, Westwd	---	VerStandig	Waynesboro
WCHA 94.3 3.5 kw @ 430	Country	AP	---	WCHA/WIKZ-F	Greencastle
WIKZ 95.1 50 kw @ 449	AC/CHR		---	WCHA-AF	Chambersburg
WQCM 96.7 4.8 kw @ 165	AOR	ABC	Dome	WHAG (AM)	Halfway, MD
WSRT 92.1 3.3 kw @ 295	Classic AOR	Westwd	---	VerStandig	Mercersburg
WWMD 104.7 8.3 kw @ 1378	Easy Listening		---	WJEJ	Hagerstown
WYII 95.9 3 kw @ 300	Country	Westwd	---		Williamsport

Notes: WFRE-F -- See Frederick, MD in the American Radio Small Market edition; WWDC-F -- See Washington in the Spring 1997 American Radio ... 2/97 WKSL-F changed calls to WCHA-F; remains Country

# HARRISONBURG, VA

Arbitron Rank: 255 Pop (12+) 82,500  
 Market TSL in Hours: 17.75  
 Average Persons Rating: 13.3

Stations: 15 / 12  
 Diaries: 402/205:1/55.0%  
 Sample Target: 400

% Below Line: 5.5  
 % Not Listed: 16.4  
 Total Retail Sales: \$1.06 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WSVA	22 / 20.0		21.5		17.1	300 / 36.4	33.5	31.6	40 / 497	WSVA
2	WKCY-F	14 / 12.7		16.9		10.9	219 / 26.5	26.8	24.2	49 / 555	WKCY-F
3	WQPO-F	11 / 10.0		12.3		12.4	240 / 29.1	32.6	31.7	24 / 494	WQPO-F
	WBOP-F	AOR		6.9		14.0	203 / 24.6	17.7	15.2	27 / 340	WBOP-F
5	WACL-F	CL HITS		7.7		10.1	150 / 18.2	18.8	20.8	18 / 255	WACL-F
6	WAMM-F	C		5.4		5.4	138 / 16.8	16.0	5.6	8 / 189	WAMM-F
7	WLTK-F	REL		3.1		2.3	69 / 8.3	6.7	3.9	17 / 209	WLTK-F

12+ FM Share (Metro): 69.57 % ( 64 of 92 ) ( Spring 96: 68.38 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WBOP-F	1 WKCY-F	1 WSVA	1 WSVA >>	1 WKCY-F	1 WSVA	1 WSVA >>	1 WSVA >	1 WKCY-F	1 WBOP-F
2 WQPO-F	2 WBOP-F	2 WKCY-F	2 WKCY-F >	WSVA	WBOP-F >	2 WKCY-F <	2 WKCY-F	2 WQPO-F	2 WKCY-F
3 WKCY-F	WQPO-F	3 WQPO-F	3 WACL-F	3 WQPO-F	3 WACL-F	3 WQPO-F	3 WQPO-F <	3 WSVA	WACL-F >
4 WAMM-F	4 WSVA	WACL-F	4 WQPO-F	4 WLTK-F	WKCY-F >	4 WBOP-F >	4 WBOP-F	4 WBOP-F	4 WSVA
	5 WACL-F >	WBOP-F >	5 WSIG-F	WACL-F	5 WQPO-F >>		5 WACL-F <	5 WACL-F >	WQPO-F >>
			WBTX	WAMM-F >>			6 WAMM-F >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBTX REL 1470 Broadway	2.7	4.3	5 83
WEZI-F SAC 103.3 New Market	1.8	7.6	4 75
WHBG O 1360 Harrisonburg	0.9	4.7	1 63
WKCY ST 1300 Harrisonburg	1.8	8.0	3 87
WTON-F SAC 94.3 Staunton	0.9	2.8	19 151

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WSIG-F C 96.9 Mt Jackson	2.7	4.0	7 96
WSVO-F O 93.1 Staunton	2.7	6.1	6 122

### AM Stations

WSVA	550	5 kw/1 kw (DA-N)	Full Service	ABC, Westwd	--	VerStandig
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### FM Stations

WACL	98.5	0.9 kw @ 1607	Classic Hits	--	--	Elkton
WAMM	105.1	6 kw @ 328	Country	--	VerStandig	Bridgewater
WBOP	106.3	7.4 kw @ 574	AOR	ABC, Westwd	--	Churchville
WKCY	104.3	50 kw @ 410	Country	--	--	--
WLTK	96.1	2.6 kw @ 1010	Religion	SRN, USA	--	WBTX Broadway
WQPO	100.7	50 kw @ 492	CHR/AC	Westwd	--	VerStandig

Notes: 3/97 WPKZ-F changed from Country to Classic Hits as WACL-F . . . 3/97 WAMM-F changed from CHR to Country

# ITHACA, NY

Arbitron Rank: 254 Pop (12+) 83,200	Stations: 13 / 7	% Below Line: 10.2
Market TSL in Hours: 17.25	Diaries: 382/218:1/56.0%	% Not Listed: 39.8
Average Persons Rating: 13.0	Sample Target: 40	Total Retail Sales: \$0.73 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 WYXL-F	AC	22 / 20.4		25.4		20.0	312 / 37.5	32.1	35.4	31 / 470	WYXL-F
2 WQNY-F	C	10 / 9.3		8.5		8.3	131 / 15.8	21.3	27.1	16 / 212	WQNY-F
3 WHCU	FS	8 / 7.4		7.6		8.3	111 / 13.3	18.0	19.3	9 / 137	WHCU
4 WIII-F	CL AOR	7 / 6.5		0.8		1.7	153 / 18.4	5.9	7.9	20 / 266	WIII-F
5 WVBR-F	AOR	4 / 3.7		2.5		2.5	137 / 16.5	13.5	14.3	4 / 163	WVBR-F
6 WNVE-F	AOR-P	3 / 2.8		2.5		1.7	73 / 8.8	8.3	5.6	9 / 236	WNVE-F
WNKI-F	CHR/AC	3 / 2.8				1.7	65 / 7.8	8.3	4 / 96		WNKI-F

12+ FM Share (Metro): 86.15 % ( 56 of 65 ) ( Spring 96: 83.33 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WYXL-F >	1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F >	1 WYXL-F >>	1 WYXL-F >>	1 WYXL-F >
2 WIII-F	2 WQNY-F	2 WQNY-F >	2 WHCU	2 WQNY-F	2 WVBR-F	2 WHCU >	2 WQNY-F	2 WIII-F	2 WQNY-F >
3 WQNY-F >	3 WIII-F >	3 WIII-F	3 WQNY-F >>	3 WIII-F >>	WPCX-F	3 WQNY-F >	3 WIII-F >	3 WQNY-F >	3 WNVE-F
4 WNKI-F	4 WVBR-F	4 WHCU >		WIII-F >>	WIII-F >>	4 WIII-F >	4 WHCU	4 WNVE-F	WNKI-F
WVBR-F								WHCU >	5 WHCU >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WPCX-F AC 106.9 Auburn	1.9	7.9	5 131
WTKO SPRTS 1470 Ithaca	0.9	5.2	1 43

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAL-F CL AOR 99.1 Binghamton	0.9	2.6	8 131
WHWK-F C 98.1 Binghamton	0.9	3.2	28 358
WNTQ-F CHR 93.1 Syracuse	1.9	5.0	13 213
WNYR-F AC 98.5 Geneva	0.9	3.2	9 107

### AM Stations

WHCU 870 5 kw/0.5 kw (DA-N) Full Service	CBS	Christal	WTKO/WYXL-F/WQNY-F
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### FM Stations

WIII 99.9 24 kw @ 770 Classic AOR	Roslin	DynaCom	Cortland
WQNY 103.7 12 kw @ 889 Country	ABC	Christal	WHCU/WTKO/WYXL-F
WVBR 93.5 3 kw @ 250 AOR	Westwd	---	
WYXL 97.3 26 kw @ 879 AC	Westwd	Christal	WHCU/WTKO/WQNY-F

Notes: WNVE-F -- See Rochester, NY in the Spring 1997 American Radio; WNKI-F -- See Elmira-Coming in this book ... 11/96 WPCX-F (106.9; Auburn) changed from Country to AC ... 7/97 WPCX-F changed from AC to Smooth Jazz

# JACKSON, TN

Arbitron Rank: 259 Pop (12+) 70,400	Stations: 16 / 9	% Below Line: 16.2
Market TSL in Hours: 21.25	Diaries: 443/159:1/52.0%	% Not Listed: 13.5
Average Persons Rating: 15.8	Sample Target: 400	Total Retail Sales: \$0.9 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA		
		1/4	Share								AQH	Cume	
1	WFKX-F	B	20 / 18.1		18.0		15.0	195 / 27.6	25.5	26.3	27 / 342		WFKX-F
2	WTNV-F	C	14 / 12.7		15.3		16.0	171 / 24.3	25.6	28.5	41 / 561		WTNV-F
3	WYNU-F	CL HITS	10 / 9.0		13.5		12.0	157 / 22.3	19.0	20.7	32 / 434		WYNU-F
	WOJG-F	B/G	10 / 9.0		6.3		6.0	97 / 13.8	11.5	10.3	18 / 189		WOJG-F
5	WWGM-F	G	7 / 6.3		0.4		4.0	64 / 9.1	5.5	6.6	18 / 243		WWGM-F
	WZDQ-F	AC/CHR	7 / 6.3		4.5		2.0	97 / 13.8	13.0	13.0	9 / 184		WZDQ-F
7	WNWS-F	N/T	6 / 5.4		3.6		3.0	95 / 13.5	8.5	8.8	8 / 158		WNWS-F
	WMXX-F	O	6 / 5.4		4.5		3.0	98 / 13.9	14.6	10.3	18 / 295		WMXX-F
9	WTJS	N/T	4 / 3.6		4.5		3.0	57 / 8.0	11.5	10.1	6 / 108		WTJS
	WWYN-F	C	4 / 3.6		4.5		5.0	55 / 7.9	10.7	13.6	25 / 292		WWYN-F

12+ FM Share (Metro): 95.83 % ( 92 of 96 ) ( Spring 96: 94.62 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WFKX-F >	1 WFKX-F >	1 WFKX-F >	1 WTNV-F	1 WFKX-F >	1 WYNU-F	1 WTNV-F <	1 WTNV-F	1 WFKX-F	1 WFKX-F >>
2 WYNU-F	2 WYNU-F >	2 WYNU-F	2 WOJG-F	2 WOJG-F	WFKX-F	2 WFKX-F	2 WFKX-F	2 WYNU-F <	2 WOJG-F
3 WTNV-F >	3 WTNV-F	3 WTNV-F	WWGM-F	WTNV-F	3 WMXX-F	3 WNWS-F	3 WYNU-F <	3 WTNV-F >	3 WYNU-F
4 WZDQ-F	4 WZDQ-F	4 WOJG-F	WFKX-F	4 WYNU-F	4 WNWS-F	4 WWGM-F	4 WMXX-F <	4 WOJG-F	4 WTNV-F >
WOJG-F >>	WOJG-F	5 WMXX-F	5 WMXX-F >	5 WZDQ-F	WTNV-F	5 WOJG-F	5 WZDQ-F <	5 WZDQ-F	5 WZDQ-F
		WZDQ-F			WZDQ-F >	6 WYNU-F	6 WWGM-F	6 WMXX-F	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WASL-F	AC	100.1	Dyersburg	0.9	5.6	4	126
WEGR-F	AOR	102.7	Memphis	0.9	2.8	13	117
WHRK-F	B	97.1	Memphis	2.7	10.9	11	189
WLSZ-F	CHR/AC	105.3	Humboldt	0.9	5.3	4	118
WMC-F	CHR/AC	99.7	Memphis	0.9	5.4	11	179
WTBG-F	C	95.3	Brownsville	0.9	2.6	4	76

### AM Stations

WTJS	1390	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd	Katz	Capstar
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### FM Stations

WFKX	95.7	6 kw @ 314	Black		---	WZDQ-F	Henderson
WMXX	103.1	50 kw @ 298	Oldies		---		
WNWS	101.5	2.2 kw @ 380	News/Talk		---	WTBG-F	
WOJG	94.7	3 kw @ 328	Black Gospel			Dora-Clayton	Bolivar
WTNV	104.1	100 kw @ 680	Country	ABC	Katz	Capstar	
WWGM	93.1	14.2 kw @ 443	So. Gospel	USA	---		Alamo
WWYN	106.9	100 kw @ 892	Country		---		McKenzie
WYNU	92.3	100 kw @ 990	Classic Hits	Westwd	Katz	Capstar	Milan
WZDQ	102.3	6 kw @ 300	AC/CHR	CNN	Regional	WFKX-F	Humboldt

Notes: WYNU-F reclassified from AOR to Classic Hits



# JOPLIN, MO

Arbitron Rank: 224	Pop (12+): 121,500	Stations: 16 / 15	% Below Line: 0.5
Market TSL In Hours: 21.00		Diaries: 346/351:1/56.9%	% Not Listed: 22.0
Average Persons Rating: 15.7		Sample Target: 330	Total Retail Sales: \$1.59 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1 KIXQ-F	C	30 / 15.7	8.7	12.3		15.4	295 / 24.3	19.8	25.4	49 / 651	KIXQ-F
2 KSYN-F	CHR	28 / 14.7	15.0	12.3		13.2	353 / 29.1	33.3	29.8	59 / 823	KSYN-F
3 KXDG-F	AOR	20 / 10.5	12.7	14.2		4.9	195 / 16.0	16.7	22.7	26 / 268	KXDG-F
4 KMXL-F	SAC	10 / 5.2	5.2	7.1		6.6	142 / 11.7	9.7	11.0	16 / 299	KMXL-F
KMOQ-F	O	10 / 5.2	5.2	5.2		6.6	164 / 13.5	11.3	12.3	17 / 266	KMOQ-F
6 KWAS	ST	9 / 4.7	6.9	3.3		3.3	91 / 7.5	8.9	4.9	10 / 106	KWAS
7 KJMK-F	AC	8 / 4.2	8.7	10.8		9.9	162 / 13.3	17.1	20.5	15 / 330	KJMK-F
KKOW-F	C	8 / 4.2	3.5	4.7		3.3	132 / 10.9	8.1	12.6	28 / 548	KKOW-F
9 KQYX	N/T	6 / 3.1		0.9		3.8	79 / 6.5		3.0	7 / 94	KQYX

12+ FM Share (Metro): 83.22 % ( 124 of 149 ) ( Spring 96: 87.01 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KSYN-F >	1 KSYN-F <	1 KIXQ-F	1 KIXQ-F >>	1 KIXQ-F	1 KXDG-F >	1 KIXQ-F >	1 KIXQ-F >	1 KSYN-F	1 KSYN-F >>
2 KXDG-F >	2 KXDG-F	2 KXDG-F <	2 KXDG-F	2 KSYN-F >	2 KIXQ-F	2 KSYN-F	2 KXDG-F	2 KIXQ-F >	2 KIXQ-F
3 KIXQ-F	3 KIXQ-F >>	3 KSYN-F >	3 KMOQ-F	3 KMXL-F	3 KSYN-F >>	3 KXDG-F >	3 KSYN-F >	3 KXDG-F >	3 KJMK-F
4 KMXL-F	4 KMOQ-F	4 KMXL-F	KWAS >	KMOQ-F	4 KMXL-F	4 KMXL-F	4 KMXL-F	4 KJMK-F <	4 KMOQ-F
KKOW-F	5 KJMK-F	5 KMOQ-F	5 KMXL-F	5 KJMK-F	KKOW-F	KMOQ-F	KQYX	5 KMXL-F	5 KXDG-F
	KKOW-F	6 KJMK-F	KQYX	6 KXDG-F >		6 KBTN	6 KKOW-F <	6 KKOW-F	6 KWAS
			KSYN-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBTN-F	C	99.7 Neohso	1.6 3.7 4 68
KBTN	C	1420 Neohso	1.6 3.4 4 47
KDMO	C	1490 Carthage	1.6 4.2 4 79
KKOW	C	860 Pittsburg, KS	2.1 4.9 19 208
KOCD-F	C	105.3 Columbus, KS	2.1 4.6 8 140
KWXD-F	O	103.5 Asbury	1.0 2.6 14 210

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KKZQ-F	AOR	101.9 Lowell, AR	0.5 3.0 3 75

### AM Stations

KKOW	860	10 kw/5 kw (DA-N)	Country	CBS	Mc-Guild	Pittsburg, KS
KQYX	1560	10 kw (Days, DA)	News/Talk	ABC, CNN	Katz	WMBH/KMOQ-F
KWAS	1230	1 kw	Standards	ABC	Katz	KOCD-F

### FM Stations

KIXQ	102.5	100 kw @ 410	Country	Banner	Zimmer	
KJMK	93.9	50 kw @ 500	AC	ABC	Banner	Zimmer
KKOW	96.9	100 kw @ 390	Country	CBS	Mc-Guild	Pittsburg, KS
KMOQ	107.1	6 kw @ 300	Oldies	ABC	Katz	WMBH/KQYX
KMXL	95.1	50 kw @ 472	Soft AC	ABC	Unirep	KDMO
KSYN	106.5	100 kw @ 430	CHR	Banner	Zimmer	
KXDG	97.9	3.4 kw @ 443	AOR	Banner	Zimmer	Webb City

Notes: 1/97 The KIXQ-F calls and Country format moved to 102.5 (ex-KJKT-F); the former KIXQ-F at 93.9 became AC KJMK-F . . . 4/97 KOCD-F changed from Classic AOR to Country . . . 4/97 KIXQ-F/KJMK-F/KSYN-F/KXDG-F sold by Hendren to Zimmer for \$10,800,000 . . . 5/97 KMOQ-F sold to KQYX/WMBH for \$425,000

# KILLEEN-TEMPLE, TX

Arbitron Rank: 143	Pop (12+): 260,100	Stations: 23 / 9	% Below Line: 32.0
Market TSL in Hours: 19.50		Diaries: 646/403:1/50.7%	% Not Listed: 11.7
Average Persons Rating: 14.4		Sample Target: 620	Total Retail Sales: \$1.94 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fail 96	Spg 96	Fail 95	Spg 95	12+ Metro Cume / Rtg	Fail 96	Spg 96	12+ TSA AQH / Cume	
1	KIIZ-F	62 / 16.5	15.4	18.9		23.2	586 / 22.5	20.7	24.4	67 / 643	KIIZ-F
2	KYUL-F	38 / 10.1	3.3	2.4		2.5	463 / 17.8	12.3	8.9	40 / 510	KYUL-F
3	KWTF-F	35 / 9.3	7.1	10.9		7.8	654 / 25.2	23.2	23.6	38 / 767	KWTF-F
4	KLFX-F	25 / 6.7	4.8	6.1		2.8	380 / 14.6	9.0	11.0	28 / 406	KLFX-F
5	KOOV-F	24 / 6.4	8.8	6.1		5.3	312 / 12.0	15.0	14.0	26 / 355	KOOV-F
6	WACO-F	23 / 6.1	11.6	5.9		9.4	394 / 15.1	18.4	17.2	35 / 558	WACO-F
7	KKIK-F	20 / 5.3	5.6	5.6		6.3	314 / 12.1	13.4	12.3	22 / 365	KKIK-F
8	KOOC-F	17 / 4.5	6.6	9.3		7.5	303 / 11.6	14.6	14.9	19 / 354	KOOC-F
9	KNNC-F	AOR-NR	12 / 3.2	1.5	0.8	0.9	189 / 7.3	4.8	3.7	13 / 216	KNNC-F
10	KJFK-F	T	11 / 2.9	3.5	3.2	3.4	199 / 7.6	10.3	9.9	13 / 259	KJFK-F
	KTEM	T	11 / 2.9	2.5	3.2	1.6	107 / 4.1	7.5	5.2	14 / 142	KTEM
	KLTD-F	REL	11 / 2.9	1.3	1.6		165 / 6.3	5.2	4.7	11 / 165	KLTD-F

12+ FM Share (Metro): 94.56 % ( 313 of 331 ) ( Spring 96: 94.70 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KIIZ-F	1 KIIZ-F >	1 KIIZ-F	1 KYUL-F >	1 KIIZ-F >	1 KYUL-F <	1 KIIZ-F >	1 KIIZ-F	1 KIIZ-F	1 KIIZ-F >>
2 KWTF-F	2 KWTF-F	2 KYUL-F >	2 KIIZ-F <	2 KYUL-F >	2 KIIZ-F	2 KWTF-F <	2 KYUL-F	2 KYUL-F	2 KWTF-F <
3 KLFX-F >	3 KLFX-F	3 KWTF-F	3 KOOV-F >	3 KWTF-F	3 KLFX-F	3 KYUL-F	3 KWTF-F <	3 KWTF-F >	3 KYUL-F
4 WACO-F	KYUL-F >	4 KLFX-F	4 WACO-F	KOOV-F	4 KWTF-F >	4 KJFK-F <	4 KOOV-F <	4 WACO-F <	4 KLFX-F
KNNC-F	5 KKIK-F <	5 KOOV-F <	KTEM <	5 KKIK-F	5 WACO-F	5 KOOV-F	5 KLFX-F <	5 KLFX-F <	5 WACO-F
6 WACO-F	6 WACO-F	7 WACO-F <	6 KKIK-F	6 WACO-F	6 KJFK-F	6 KLFX-F	6 WACO-F <	6 KOOV-F	6 KKIK-F
		7 KKIK-F	KOOC-F >	KOOC-F	KOOV-F		7 KTEM		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KRYL-F	C	98.3	Gatesville 0.8 1.5 3 39

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAJZ-F	J	93.3	Killeen 2.1 7.0 13 231
KBRQ-F	CLAOR	102.5	Hillsboro 0.5 1.7 5 62
KCKR-F	C	95.5	Waco 2.7 6.7 12 220
KEYI-F	O	103.5	San Marcos 0.5 2.0 4 123
KHFI-F	CHR	96.7	Georgetown 0.5 4.3 6 217
KHLR-F	CHR	103.9	Cameron 0.5 2.6 2 73
KLBJ-F	AOR	93.7	Austin 1.6 3.9 9 168
KLBJ	N/T	590	Austin 0.5 1.6 10 137
WBAP	FS/T	820	Ft. Worth 1.3 4.4 11 187

### AM Stations

KTEM	1400	1 kw	Talk	CBS	---
------	------	------	------	-----	-----

### FM Stations

KIIZ	92.3	3 kw @ 259	Black	ABC	Banner	Capstar
KKIK	104.3	34 kw @ 597	Country		---	Amer. Radio Sys.
KLFX	107.3	1.65 kw @ 581	AOR		Christal	Nolanville
KLTD	101.7	16.6 kw @ 410	Cont. Christ.	USA	---	
KOOC	106.3	11.5 kw @ 490	AC	ABC	Allied	Belton
KOOV	103.1	6.3 kw @ 66	Country	ABC	Allied	Copperas Cove
KYUL	105.5	7.8 kw @ 587	Oldies		Banner	Chaney
						Harker Heights

Notes: Other ranked stations -- See Waco, or in the Spring 1997 American Radio, Austin . . . 4/97 KNRV-F changed from CHR to Oldies as KYUL-F ("Kool 105.5") . . . 4/97 KIIZ-F/KLFX-F sold by Gulfstar to Capstar . . . 5/97 KKIK-F sold by Chaney to American Radio Systems for \$3,650,000 (Whitley)

# LA CROSSE, WI

Arbitron Rank: 251	Pop (12+): 85,100	Stations: 18 / 14	% Below Line: 3.6
Market TSL In Hours: 21.50		Diaries: 452/188:1/61.3%	% Not Listed: 12.3
Average Persons Rating: 16.2		Sample Target: 410	Total Retail Sales: \$1.28 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fail 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WIZM-F	CHR	21 / 15.2	12.8	16.1	20.9	335 / 39.4	40.2	47.6	54 / 845	WIZM-F
2	WQCC-F	C	15 / 10.9	9.6	8.9	13.7	190 / 22.3	20.6	20.8	16 / 240	WQCC-F
3	WKBH-F	AOR	14 / 10.1	10.4	8.1	4.3	158 / 18.6	15.6	18.3	17 / 290	WKBH-F
4	KQEG-F	O	11 / 8.0	8.8	7.3	5.0	173 / 20.3	22.8	18.9	17 / 318	KQEG-F
5	WLFN	ST	10 / 7.2	6.4	3.2	4.3	109 / 12.8	10.1	8.3	11 / 123	WLFN
6	WIZM	N/T	9 / 6.5	5.6	7.3	7.2	129 / 15.2	12.6	17.2	16 / 187	WIZM
	WTRV-F	C	9 / 6.5	3.2	7.3	4.3	128 / 15.0	10.7	14.2	12 / 207	WTRV-F
8	WKTY	SPRTS	7 / 5.1	6.4	9.7	4.3	110 / 12.9	23.6	19.5	13 / 201	WKTY
9	WLXR-F	AC	6 / 4.3	6.4	4.0	2.2	94 / 11.1	13.8	15.4	7 / 114	WLXR-F
10	WCOW-F	C	5 / 3.6	6.4	5.6	7.2	128 / 15.0	16.5	14.8	29 / 444	WCOW-F

12+ FM Share (Metro): 77.69 % ( 94 of 121 ) ( Spring 96: 75.00 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIZM-F >	1 WIZM-F	1 WKBH-F	1 WLFN	1 WIZM-F	1 WKBH-F >>	1 WIZM-F >	1 WIZM-F	1 WIZM-F	1 WIZM-F >
2 WQCC-F	2 WKBH-F >	2 WIZM-F	2 KQEG-F	2 KQEG-F	2 WIZM-F	2 WQCC-F	2 WQCC-F <	2 WQCC-F <	2 WKBH-F >
3 WKBH-F	3 WQCC-F	3 KQEG-F	3 WKBH-F	3 WQCC-F	KQEG-F	3 WKBH-F <	3 WKBH-F >	3 WKBH-F	3 WKTY
4 WTRV-F >	4 KQEG-F	WQCC-F >	WQCC-F	4 WLXR-F	WQCC-F	4 KQEG-F	4 KQEG-F	4 KQEG-F	WQCC-F
	5 WTRV-F	5 WTRV-F	5 WIZM	WKBH-F >	5 WKTY	5 WLFN <	WLFN	5 WTRV-F	5 WTRV-F
	6 WLXR-F >>	WLXR-F			WTRV-F >	6 WKTY <	6 WIZM <	6 WLFN	KQEG-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KHTW-F	CHR	94.7	Caledonia, MN	2.2	7.2	3	98	KHME-F	SAC	101.1	Winona, MN	1.4	3.7	4	127
KQYB-F	C	98.3	Spring Grove, MN	1.4	6.0	44	404	KNXR-F	EZ/ST	97.5	Rochester, MN	0.7	2.8	10	107
WFBZ-F	AOR-NR	105.5	Trempeleau	2.2	8.8	9	172	KROC-F	CHR	106.9	Rochester, MN	0.7	3.1	7	179
WKBH	SPRTS	1570	Holmen	0.7	5.2	1	60	WAXX-F	C	104.5	Eau Claire	0.7	3.9	22	277

### AM Stations

WIZM	1410	5 kw (DA-2)	News/Talk	ABC, Westwd, Tiknt	Christal	Midwest Family
WKTY	580	5 kw/1 kw (DA-2)	Sports	ABC, 1-on-1, SBUSA	Katz	Midwest Family
WLFN	1490	1 kw	Standards	CNN, Westwd	Roslin	Comm. Prop.

### FM Stations

KQEG	102.7	3.1 kw @ 863	Oldies	ABC	Allied	La Crescent, MN
WCOW	97.1	100 kw @ 587	Country	ABC	O'Mally	Sparta
WIZM	93.3	100 kw @ 1000	CHR	ABC	Christal	Midwest Family
WKBH	100.1	1.8 kw @ 426	AOR	CBS, ABC	Christal	WKBH/WFBZ-F
WLXR	104.9	3.4 kw @ 440	AC	Westwd, CNN	Allied	Comm. Prop.
WQCC	106.3	18 kw @ 389	Country		O'Mally	Comm. Prop.
WTRV	95.7	50 kw @ 492	Country	Westwd	Katz	Midwest Family

Notes: 1/97 The WKBH-F calls and AOR format moved from 105.5 to 100.1; the 105.5 became New Rock WFBZ-F . . . 4/97 KSOB-F (94.7; Caledonia, MN) changed from Soft AC to CHR as KHTW-F

# LAKE CHARLES, LA

Arbitron Rank: 203 Pop (12+) 142,000	Stations: 16 / 9	% Below Line: 11.6
Market TSL in Hours: 19.00	Diaries: 495/287:1/38.7%	% Not Listed: 15.2
Average Persons Rating: 13.9	Sample Target: 540	Total Retail Sales: \$1.64 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
		1/4	Share									
1 KYKZ-F	C	46	23.4		23.9		31.7	517 / 38.4	38.3	45.5	86 / 1000	KYKZ-F
2 KZWA-F	B	25	12.7		12.9		11.3	275 / 19.4	18.8	19.0	27 / 318	KZWA-F
3 KBIU-F	AC/CHR	23	11.7		9.0		6.3	330 / 23.2	22.4	20.9	31 / 485	KBIU-F
4 KHLA-F	AC	17	8.6		10.0		12.2	301 / 21.2	24.6	25.9	26 / 443	KHLA-F
5 KKGB-F	AOR	16	8.1		9.5		6.8	258 / 18.2	13.9	14.8	20 / 341	KKGB-F
6 KXZZ	B/AC	8	4.1		5.0		2.3	153 / 10.8	10.6	8.7	9 / 171	KXZZ
7 KIOC-F	AOR-NR	5	2.5		3.0		0.9	91 / 7.1	9.5	6.0	9 / 214	KIOC-F
KAOK	T	5	2.5		2.5		2.3	101 / 6.4	8.4	8.5	5 / 97	KAOK

12+ FM Share (Metro): 87.43 % ( 146 of 167 ) ( Spring 96: 84.53 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KZWA-F	1 KYKZ-F	1 KYKZ-F	1 KYKZ-F >>	1 KYKZ-F	1 KYKZ-F >	1 KYKZ-F >>	1 KYKZ-F >	1 KYKZ-F >	1 KZWA-F
2 KKGB-F	2 KBIU-F	2 KBIU-F	2 KBIU-F	2 KBIU-F	2 KBIU-F	2 KBIU-F >	2 KBIU-F	2 KZWA-F	2 KYKZ-F >
3 KYKZ-F	3 KZWA-F <	3 KHLA-F <	3 KHLA-F	KHLA-F >>	KKGB-F >>	3 KKGB-F <	3 KHLA-F	3 KBIU-F	3 KBIU-F >
4 KBIU-F >	4 KKGB-F	4 KKGB-F	4 KZWA-F	4 KZWA-F	4 KHLA-F	4 KHLA-F	4 KZWA-F	4 KKGB-F <	
	KHLA-F >>	5 KZWA-F >>	5 KKGB-F	5 KKGB-F	KZWA-F >>	5 KZWA-F >	5 KKGB-F	5 KHLA-F >>	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEZM O 1310 Sulphur	1.5	3.1	3 44
KLCL SPRTS 1470 Lake Charles	0.5	2.8	3 50

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAJN-F REL 102.9 Crowley	2.0	6.6	9 154
KKMY-F AC 104.5 Orange, TX	0.5	3.0	7 153
KLVI T 560 Beaumont, TX	2.0	2.9	7 131
KQXY-F CHR 94.1 Beaumont, TX	2.0	8.7	7 243
KSMB-F CHR 94.5 Lafayette	1.0	4.9	15 204
KTFA-F REL 92.5 Groves, TX	1.5	4.9	4 77

### AM Stations

KAOK 1400 1 kw	Talk	ABC, Talknt	---
KXZZ 1580 1 kw (DA-N)	Black AC	ABC, AURN	Katz Sunburst

### FM Stations

KBIU 103.7 100 kw @ 469	CHR/AC	ABC, CNN	Banner Sunburst
KHLA 99.5 100 kw @ 987	AC	ABC, Westwd	Eastman Radio South
KKGB 101.3 25 kw @ 289	AOR	AP, CNN	Christal Sunburst, pend. Sulphur
KYKZ 96.1 100 kw @ 1411	Country	ABC	Banner Sunburst
KZWA 105.3 50 kw @ 492	Black	AURN	---

Notes: KIOC-F -- See Beaumont-Port Arthur . . . 4/97 KKGB-F sold to Sunburst for \$2,075,000

# LAREDO, TX

Arbitron Rank: 211 Pop (12+) 135,400  
 Market TSL in Hours: 22.50  
 Average Persons Rating: 17.0

Stations: 17 / 8  
 Diarles: 622/218:1/40.3%  
 Sample Target: 540

% Below Line: 15.5  
 % Not Listed: 14.3  
 Total Retail Sales: \$1.95 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KJBZ-F	49 / 21.3		25.8		26.5	641 / 47.4	49.1	51.5	52 / 677	KJBZ-F
2	KRRG-F	36 / 15.6		13.7		15.0	564 / 41.6	37.0	38.3	38 / 603	KRRG-F
3	KBDR-F	25 / 10.9		11.6		7.5	340 / 25.1	23.5	18.3	26 / 357	KBDR-F
4	KOYE-F	22 / 9.5		6.4		11.0	294 / 21.7	20.1	26.4	25 / 337	KOYE-F
5	KZTQ-F	10 / 4.3		7.7		10.5	210 / 15.5	21.3	29.0	11 / 226	KZTQ-F
	KDOS	10 / 4.3		4.7		2.5	106 / 7.8	10.0	5.4	10 / 107	KDOS
7	XNLO-F	9 / 3.9		3.9		4.0	117 / 8.6	9.4	7.0	9 / 117	XNLO-F
8	XNLO-F	7 / 3.0		2.4		1.4	141 / 10.4	8.5	2.2	7 / 142	XNLO-F
	XTLN-F	7 / 3.0		3.4		2.0	167 / 12.3	9.5	6.9	7 / 168	XTLN-F

12+ FM Share (Metro): 88.83 % ( 175 of 197 ) ( Spring 96: 90.15 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KJBZ-F	1 KJBZ-F >	1 KJBZ-F >	1 KJBZ-F >>	1 KJBZ-F	1 KJBZ-F	1 KJBZ-F	1 KJBZ-F >>	1 KJBZ-F	1 KRRG-F >
2 KRRG-F <	2 KBDR-F <	2 KBDR-F	2 KOYE-F	2 KOYE-F >	2 KBDR-F >>	2 KRRG-F <	2 KBDR-F <	2 KRRG-F	2 KJBZ-F >
3 KBDR-F >	3 KRRG-F	3 KOYE-F	3 KDOS	3 KBDR-F	3 KOYE-F	3 XNLO-F <	3 KRRG-F	3 KBDR-F >	3 KOYE-F
4 KOYE-F >>	4 KOYE-F >>	4 KRRG-F >	KBDR-F	KRRG-F >	KRRG-F >>	4 KBDR-F <	4 KOYE-F >>	4 KOYE-F >>	4 KBDR-F >>
		5 KZTQ-F >	5 KZTQ-F	5 KZTQ-F		5 KOYE-F >			
						6 KDOS			
						7 KZTQ-F >			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLAR SP 1300 Laredo	1.7	3.1	4 42
KVOZ SP 890 Laredo	2.2	2.6	5 35

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBRA-F C 95.9 Freer	0.4	3.6	1 49
KCTA REL 1030 Corpus Christi	0.9	1.4	2 22
KNCN-F AOR 101.3 Corpus Christi	0.4	3.3	2 54
XEAS SP 1410 Nuevo Laredo, MX	0.4	2.3	1 31
XHMW-F SP 102.3 Nuevo Laredo, MX	1.7	10.6	4 145
XHNK-F SP 99.3 Nuevo Laredo, MX	1.7	6.2	4 85

### AM Stations

KDOS	1490	1 kw	Hispanic	CNN	Caballero	KZTQ-F
KVOZ	890	10 kw/1 kw (DA-N)	Hispanic Relig.			

### FM Stations

KBDR	100.5	42 kw @ 535	Classic Rock			Mirando City
KJBZ	92.7	3 kw @ 291	Hispanic	ABC	Katz Hisp.	KRRG-F
KOYE	94.9	100 kw @ 1000	Country		Roslin	Harpole
KRRG	98.1	100 kw @ 773	CHR		Katz	KJBZ-F
KZTQ	106.1	6 kw @ 213	Hispanic	CNN	Caballero	KDOS
XNLO	97.1	10 kw @ 197	Hispanic			XTLN-F
XNOE	91.3	12.3 kw @ 207	Hispanic			
XTLN	94.1	10 kw @ 197	Hispanic			XNLO-F

Notes: Facilities of Mexican stations are not verified -- use with caution . . . KOYE-F owns KINL-F 92.7 in Eagle Pass

# LAUREL-HATTIESBURG, MS

Arbitron Rank: 204 Pop (12+) 139,600  
 Market TSL in Hours: 20.50  
 Average Persons Rating: 14.3

Stations: 12 / 10  
 Diaries: 382/365:1/41.8%  
 Sample Target: 370

% Below Line: 6.0  
 % Not Listed: 13.6  
 Total Retail Sales: \$1.31 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WJKX-F	B/AC	32 / 16.1		10.8		274 / 19.7	6.1		44 / 403	WJKX-F
	WBBN-F	C	32 / 16.1		18.8	15.3	372 / 26.7	29.3	30.6	52 / 647	WBBN-F
3	WNSL-F	CHR	23 / 11.6		10.2	15.3	426 / 30.5	26.3	31.4	33 / 646	WNSL-F
4	WXRR-F	AOR/CL	21 / 10.6		8.1	9.8	301 / 21.5	17.9	20.3	38 / 471	WXRR-F
5	WJMG-F	B	15 / 7.6		10.2	7.2	162 / 11.6	14.3	14.2	15 / 178	WJMG-F
	WHER-F	O	15 / 7.6		3.8	5.5	180 / 12.9	13.0	15.0	26 / 323	WHER-F
7	WZKX-F	C	11 / 5.5		5.9	3.4	200 / 14.3	12.3	14.2	20 / 395	WZKX-F
8	WMFM-F	SAC	8 / 4.0		3.2	3.8	121 / 8.7	9.2	10.0	9 / 144	WMFM-F
9	WEEZ-F	REL	6 / 3.0		3.2	4.7	104 / 7.5	8.5	8.7	14 / 235	WEEZ-F

12+ FM Share (Metro): 97.66 % ( 167 of 171 ) ( Spring 96: 98.00 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WXRR-F <	1 WJKX-F <	1 WJKX-F <	1 WJKX-F	1 WJKX-F >	1 WXRR-F	1 WBBN-F <	1 WBBN-F >	1 WJKX-F <	1 WJKX-F >
2 WNSL-F	2 WBBN-F	2 WBBN-F	2 WBBN-F >	2 WBBN-F >	2 WBBN-F	2 WJKX-F >	2 WNSL-F <	2 WBBN-F	2 WBBN-F <
WBBN-F <	3 WXRR-F	3 WXRR-F >	3 WHER-F >	3 WNSL-F	3 WHER-F >	3 WNSL-F	3 WXRR-F	3 WNSL-F	3 WNSL-F >
4 WJKX-F >>	4 WNSL-F >	4 WHER-F	4 WXRR-F	4 WXRR-F	4 WNSL-F	4 WHER-F	4 WJKX-F <	4 WXRR-F	4 WXRR-F >
	5 WHER-F >	5 WNSL-F >	WJMG-F	WJMG-F	WJKX-F	5 WXRR-F >	5 WHER-F >	5 WJMG-F	
				WHER-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKNZ-F	CL AOR	107.1	Collins 1.5 6.3 4 112
WORV	REL	1580	Hattiesburg 2.0 3.9 4 55

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKNN-F	C	99.1	Pascagoula 0.5 3.6 9 136

### FM Stations

WBBN	95.9	31 kw @ 623	Country	ABC	---	Taylorville
WEEZ	99.3	50 kw @ 492	Religion	Westwd	Roslin	WAML Heidelberg
WHER	103.7	100 kw @ 994	Oldies	Westwd, JSN	K&P	Gulf Central
WJKX	102.5	50 kw @ 377	Black AC	ABC	K&P	Ellisville
WJMG	92.1	3 kw @ 300	Black	AURN	Dora	WORV
WMFM	106.3	1.8 kw @ 400	Soft AC	CNN, Westwd	---	Petal
WNSL	100.3	100 kw @ 1066	CHR		Katz	WQIS
WXRR	104.5	100 kw @ 479	AOR/Classic AOR		---	

Notes: WZKX-F -- See Biloxi-Gulfport

# LAWTON, OK

Arbitron Rank: 248 Pop (12+) 92,200  
 Market TSL in Hours: 19.00  
 Average Persons Rating: 13.9

Stations: 13 / 8  
 Diaries: 341/270:1/48.4%  
 Sample Target: 320

% Below Line: 6.3  
 % Not Listed: 14.8  
 Total Retail Sales: \$0.85 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 KJMZ-F	B	33 / 25.8		8.7		4.7	270 / 29.3	17.1	16.4	36 / 317	KJMZ-F
2 KLAW-F	C	20 / 15.6		20.9		17.8	294 / 31.9	33.6	31.6	31 / 455	KLAW-F
3 KMGZ-F	CHR	15 / 11.7		17.4		23.3	250 / 27.1	40.3	41.8	16 / 298	KMGZ-F
4 KZCD-F	AOR/CL	14 / 10.9		9.6		1.6	128 / 13.9	21.8	8.9	16 / 169	KZCD-F
5 KVRW-F	O	7 / 5.5		6.1		10.9	131 / 14.2	17.6	20.5	9 / 210	KVRW-F
6 KSWO	N/T	5 / 3.9				6.2	66 / 7.1		13.3	5 / 66	KSWO
7 KBZQ-F	SAC	4 / 3.1		4.3		1.6	94 / 10.2	9.7	10.2	4 / 105	KBZQ-F

12+ FM Share (Metro): 92.66 % ( 101 of 109 ) ( Spring 96: 92.55 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KJMZ-F >>	1 KJMZ-F >>	1 KJMZ-F >>	1 KLAW-F <	1 KJMZ-F >	1 KJMZ-F >>	1 KJMZ-F >	1 KJMZ-F >	1 KJMZ-F >	1 KJMZ-F >>
2 KZCD-F	2 KZCD-F <	2 KLAW-F	2 KJMZ-F >>	2 KLAW-F	2 KZCD-F >	2 KLAW-F >	2 KLAW-F <	2 KLAW-F	2 KMGZ-F
3 KMGZ-F >	3 KLAW-F <	3 KMGZ-F	3 KVRW-F >	3 KMGZ-F >>	3 KLAW-F	3 KZCD-F <	3 KZCD-F	3 KZCD-F <	3 KLAW-F
4 KLAW-F >>	4 KMGZ-F >>	4 KZCD-F	4 KSWO	4 KVRW-F >>	4 KMGZ-F >	4 KMGZ-F >>	4 KMGZ-F >	4 KMGZ-F >>	
		5 KVRW-F >>					5 KSWO >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KKRX ST 1050 Lawton	2.3	4.4	3 44

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KATT-F AOR 100.5 Oklahoma City	0.8	4.8	4 121
KLUR-F C 99.9 Wichita Falls	0.8	5.8	3 108
KNIN-F CHR 92.9 Wichita Falls	2.3	6.3	5 147
KWFS-F C 103.3 Wichita Falls	0.8	3.0	2 49
KYYI-F C 104.7 Burkburnett, TX	1.6	7.1	6 149

### AM Stations

KSWO 1380 1 kw (DA-2)	News/Talk	UPI	Roslin	Drewry
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### FM Stations

KBZQ 99.5 16 kw @ 338	Soft AC			
KJMZ 98.1 100 kw @ 202	Black	ABC		KKRX
KLAW 101.5 100 kw @ 590	Country	ABC	Katz	KZCD-F
KMGZ 95.3 6 kw @ 302	CHR	Westwd		
KVRW 107.3 50 kw @ 492	Oldies		K&P	
KZCD 94.1 18 kw @ 525	AOR/Classic AOR			KLAW-F

Notes: 10/96 KIRQ-F changed from AC to Black as KJMZ-F

# LIMA, OH

Arbitron Rank: 220 Pop (12+) 126,200	Stations: 19 / 10	% Below Line: 20.0
Market TSL in Hours: 20.50	Diaries: 533/237:1/60.7%	% Not Listed: 16.3
Average Persons Rating: 15.5	Sample Target: 510	Total Retail Sales: \$1.67 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WIMT-F	C	37 / 18.9		17.7	21.2	410 / 32.5	32.0	30.4	98 / 1010	WIMT-F
2	WZOQ-F	CHR	24 / 12.2		13.5	14.8	344 / 27.3	32.4	31.9	30 / 495	WZOQ-F
3	WIMA	FS/T	21 / 10.7		8.9	6.3	199 / 15.8	19.5	15.6	26 / 271	WIMA
4	WBYP-F	AOR	16 / 8.2		9.9	4.8	249 / 19.7	19.6	13.3	45 / 598	WBYP-F
5	WBUK-F	O	14 / 7.1		7.3	9.0	206 / 16.3	15.5	19.9	22 / 331	WBUK-F
6	WLJM-F	B/AC	10 / 5.1		5.7	6.9	129 / 10.2	13.4	15.3	10 / 133	WLJM-F
7	WYRX-F	AOR	7 / 3.6		3.6	6.3	161 / 12.7	8.9	14.3	8 / 188	WYRX-F
8	WCLR-F	O	6 / 3.1		2.1	1.6	99 / 7.9	6.5	5.2	22 / 316	WCLR-F

12+ FM Share (Metro): 81.10 % ( 133 of 164 ) ( Spring 96: 80.36 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIMT-F	1 WIMT-F	1 WIMT-F >	1 WIMT-F	1 WIMT-F >	1 WIMT-F	1 WIMT-F	1 WIMT-F >	1 WIMT-F >	1 WIMT-F
WBYP-F <	2 WZOQ-F	2 WBYP-F <	2 WIMA >>	2 WZOQ-F	2 WBYP-F >	2 WIMA <	2 WIMA	2 WZOQ-F >	2 WZOQ-F >
3 WZOQ-F >>	3 WBYP-F	3 WZOQ-F >	3 WBUK-F	3 WBUK-F >	3 WBUK-F	3 WZOQ-F >	3 WZOQ-F	3 WBYP-F	3 WLJM-F >
4 WLJM-F	4 WBUK-F >	4 WBUK-F >	4 WZOQ-F >>	4 WLJM-F	4 WZOQ-F	4 WBYP-F	4 WBYP-F	4 WBUK-F	4 WBYP-F >
5 WBUK-F	5 WLJM-F	5 WLJM-F		5 WYRX-F	5 WIMA	5 WBUK-F >	5 WBUK-F >	5 WIMA <	
WYRX-F >	6 WYRX-F	WYRX-F >		WBYP-F >>	WYRX-F				
					WLW >				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WCIT	T	94.0	Lima	2.0	5.1	4 68
WCSM-F	AC	96.7	Celina	1.0	2.6	8 166
WDOH-F	C	107.1	Delphos	2.6	4.9	6 115
WKKI-F	AC	94.3	Celina	0.5	2.5	3 70

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAJI-F	AC	95.1	Ft. Wayne	0.5	2.0	5 118
WHKO-F	C	99.1	Dayton	1.0	3.5	21 308
WJR	FS/T	760	Detroit	0.5	2.5	3 65
WKXA-F	AC	100.5	Findlay	1.0	4.4	6 148
WLSN-F	J	106.5	Greenville	1.0	2.0	4 65
WLW	FS/T	700	Cincinnati	2.6	6.3	14 242
WQTL-F	CL HITS	106.3	Ottawa	2.0	5.8	10 149

### AM Stations

WIMA	1150	1 kw (DA-N)	Full Service/Talk	ABC	Katz	Jacor
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### FM Stations

WBUK	107.5	3 kw @ 328	Oldies	---	Jacor	Ft. Shawnee
WIMT	102.1	11 kw @ 1060	Country	ABC	Katz	Jacor
WLJM	104.9	3 kw @ 220	AC	Westwd	Roslin	Forever
WYRX	93.1	3 kw @ 328	AOR	ABC	Mc-Guild	Forever
WZOQ	92.1	3 kw @ 328	CHR	ABC	Mc-Guild	Forever Wapakoneta

Notes: Other ranked stations -- See Dayton or Ft. Wayne in the Spring 1997 American Radio . . . 2/97 WIMA/WIMT-F/WBUK-F/FM CP in St. Marys sold to Jacor for \$7,200,000 . . . 4/97 WCIT/WLJM-F sold to Forever for \$620,000 . . . 6/97 WCIT changed from Talk to simulcast of Urban WLJM-F as WLJM . . . 7/97 WLJM-F changed from Urban to ABC's AC format as WAJC-F



# MARION-CARBONDALE (Southern IL)

Arbitron Rank: 205 Pop (12+) 139,400  
 Market TSL in Hours: 19.25  
 Average Persons Rating: 14.6

Stations: 19 / 13  
 Diaries: 406/343:1/55.5%  
 Sample Target: 380

% Below Line: 10.2  
 % Not Listed: 11.8  
 Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	
1	WDDD-F	C	37 / 18.1	16.3	14.0	18.7	389 / 27.9	28.1	30.6	46 / 577	WDDD-F
2	WOOZ-F	C	32 / 15.7	13.7	13.1	13.1	327 / 23.5	22.0	25.5	52 / 545	WOOZ-F
3	WTAO-F	AOR	21 / 10.3	6.9	8.4	13.6	289 / 20.7	19.8	23.5	28 / 366	WTAO-F
4	WCIL-F	CHR	18 / 8.8	8.4	10.3	6.5	311 / 22.3	24.7	26.6	24 / 462	WCIL-F
5	WVZA-F	CHR/AC	10 / 4.9	4.7	5.6	3.7	223 / 16.0	14.8	18.9	13 / 320	WVZA-F
6	WXLT-F	SAC	9 / 4.4	1.6	4.2	0.5	153 / 11.0	5.9	8.2	9 / 158	WXLT-F
7	KGMO-F	CL HITS	8 / 3.9	4.2	4.7	7.0	209 / 15.0	13.2	14.6	15 / 350	KGMO-F
	WUEZ-F	EZ	8 / 3.9	5.3	5.6	2.8	143 / 10.3	9.1	8.9	12 / 204	WUEZ-F
9	KEZS-F	C	7 / 3.4	1.6	5.1	2.8	84 / 6.0	6.5	8.9	12 / 169	KEZS-F
10	WQUL-F	O	5 / 2.5	2.1	0.5	0.5	101 / 7.2	5.0	2.7	6 / 129	WQUL-F
	WQRL-F	O	5 / 2.5	3.7	1.9	0.9	119 / 8.5	7.8	5.5	12 / 218	WQRL-F
	WINI	T	5 / 2.5	1.6	2.3	1.4	71 / 5.1	3.7	5.1	5 / 71	WINI

12+ FM Share (Metro): 92.22 % ( 166 of 180 ) ( Spring 96: 90.27 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WTAO-F	1 WOOZ-F	1 WOOZ-F >	1 WDDD-F >	1 WOOZ-F	1 WOOZ-F >	1 WDDD-F <	1 WDDD-F	1 WDDD-F	1 WTAO-F >
2 WOOZ-F	2 WTAO-F <	2 WDDD-F	2 WOOZ-F >>	2 WDDD-F >>	2 WTAO-F >	2 WOOZ-F >>	2 WOOZ-F >	2 WOOZ-F <	2 WCIL-F
WCIL-F	3 WDDD-F	3 WTAO-F	3 WUEZ-F >	3 WCIL-F	3 WDDD-F	3 WTAO-F	3 WTAO-F	3 WTAO-F	3 WDDD-F
4 WDDD-F	4 WCIL-F >	4 WXLT-F	4 WINI	4 WTAO-F	4 KGMO-F	4 KGMO-F <	4 WCIL-F	4 WCIL-F >>	4 WOOZ-F >
5 WVZA-F	5 WVZA-F	5 WCIL-F	WQRL-F	WXLT-F >	WXLT-F	5 WINI	5 WXLT-F >	5 WVZA-F <	5 WVZA-F
		KGMO-F >	WTAO-F		6 WCIL-F >>	WCIL-F		6 KGMO-F	
								WUEZ-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFRX	ST	1300	W. Frankfort 1.5 3.3 3 48
WJPF	T	1340	Herrin 2.0 5.2 5 88
WXAN-F	REL	103.9	Ava 1.0 4.0 4 82

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KMOX	T/FS	1120	St. Louis 1.0 2.9 6 101
KPNT-F	AOR-NR	105.7	Ste. Genevieve 1.0 2.9 4 97
WBVN-F	REL	104.5	Carrier Mills 0.5 2.2 4 86
WRAJ-F	AC/CHR	96.5	Anna 0.5 3.8 4 88

### AM Stations

WINI	1420	0.42 kw (DA-N)	Talk	UBN, TARN	--	Murphysboro
WJPF	1340	1 kw	Talk	ABC, Westwd	--	Herrin

### FM Stations

KEZS	102.9	100 kw @ 948	Country	ABC, Westwd	Banner	Zimmer	Cape Girardeau
KGMO	100.7	100 kw @ 989	Classic Hits	Westwd	Eastman	Withers	Cape Girardeau
WBVN	104.5	3 kw @ 328	Religion		--		Carrier Mills
WCIL	101.5	50 kw @ 350	CHR	ABC, CNN	--	Zimmer	Carbondale
WDDD	107.3	50 kw @ 492	Country		--	Commun. Svc.	Marion
WOOZ	99.9	50 kw @ 650	Country	Westwd	Banner	Zimmer	Harrisburg
WQRL	106.3	12.5 kw @ 459	Oldies	Westwd	--	Dana Withers	Benton
WQUL	97.7	3.5 kw @ 433	Oldies	ABC	--	Commun. Svc.	W. Frankfort
WTAO	105.1	25 kw @ 328	AOR	Westwd	Christal	Commun. Svc.	Murphysboro
WUEZ	103.5	6 kw @ 328	Easy Listening		--		Christopher
WVZA	92.7	3.3 kw @ 430	CHR/AC	ABC	--	Commun. Svc.	Herrin

Notes: 3/97 WJPF/WXLT-F sold to Zimmer for \$1,250,000 (Media Svcs.) . . . 4/97 WDDD (810) changed from Country to Sports; WFRX changed from Sports to Standards (JSN)

# MEDFORD-ASHLAND, OR

Arbitron Rank: 202 Pop (12+) 143,100  
 Market TSL in Hours: 18.50  
 Average Persons Rating: 13.6

Stations: 17 / 15  
 Diaries: 527/272:1/53.7%  
 Sample Target: 490

% Below Line: 5.6  
 % Not Listed: 19.1  
 Total Retail Sales: \$1.9 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KRWQ-F	27 / 13.9		17.1		18.8	322 / 22.5	26.7	31.3	35 / 413	KRWQ-F
2	KTMT-F	17 / 8.7		5.9		10.2	317 / 22.2	17.1	21.1	31 / 552	KTMT-F
	KMED	17 / 8.7		9.1		6.6	165 / 11.5	13.0	13.4	17 / 189	KMED
4	KZZE-F	14 / 7.2		5.9		1.5	201 / 14.1	11.7	5.9	14 / 201	KZZE-F
5	KBOY-F	12 / 6.2		10.2		12.7	197 / 13.7	16.5	19.4	17 / 257	KBOY-F
6	KCMX-F	10 / 5.1		8.6		4.6	188 / 13.2	15.3	11.6	14 / 216	KCMX-F
7	KCNA-F	9 / 4.6		4.3		4.1	162 / 11.3	10.4	12.6	14 / 284	KCNA-F
	KKJJ-F	9 / 4.6					158 / 11.0			9 / 166	KKJJ-F
	KAKT-F	9 / 4.6		7.0		3.0	200 / 14.0	10.0	11.7	10 / 229	KAKT-F
10	KLDR-F	8 / 4.1		1.1			95 / 6.6	3.5		33 / 393	KLDR-F
11	KCMX	7 / 3.6		4.8		7.1	125 / 8.8	7.6	11.8	9 / 140	KCMX

12+ FM Share (Metro): 80.89 % ( 127 of 157 ) ( Spring 96: 78.57 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KZZE-F	1 KZZE-F <	1 KRWQ-F	1 KRWQ-F	1 KRWQ-F >>	1 KZZE-F	1 KRWQ-F >	1 KRWQ-F >	1 KRWQ-F >	1 KTMT-F
2 KBOY-F	2 KRWQ-F <	2 KZZE-F	2 KMED >	2 KCMX-F	2 KBOY-F >	2 KMED	2 KMED	2 KTMT-F <	2 KRWQ-F
KTMT-F	3 KBOY-F	3 KBOY-F	3 KCMX-F	KAKT-F	3 KRWQ-F	3 KTMT-F <	3 KZZE-F <	3 KZZE-F	3 KAKT-F
4 KRWQ-F	4 KTMT-F >	4 KCMX-F	4 KCNA-F	4 KBOY-F	KCMX-F	4 KCMX <	4 KTMT-F <	KMED	KLDR-F
5 KAKT-F >>	5 KCMX-F	5 KTMT-F	5 KCMX	KZZE-F	5 KTMT-F	5 KBOY-F <	5 KBOY-F	5 KBOY-F >	5 KZZE-F
	KAKT-F	KKJJ-F	6 KKJJ-F	KTMT-F	KCNA-F	6 KCMX-F	6 KCMX-F <		
		KCNA-F		KCNA-F	KKJJ-F >	KKJJ-F	7 KCNA-F		
				KKJJ-F >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KOPE-F	T	103.5 Medford	2.1 5.4 6 115
KROG-F	AC	96.9 Grants Pass	3.1 8.0 12 207
KRRM-F	C	94.7 Rogue River	1.0 2.5 4 85
KRTA	SP	610 Medford	1.0 1.9 2 28
KTMT	SPRTS	880 Phoenix	0.5 2.2 1 31

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAJO	ST	1270 Grants Pass	1.5 2.1 22 197

### AM Stations

KCMX	580	1 kw (DA-N)	Full Service	ABC	Mc-Guild	Citadel
KMED	1440	5 kw/1 kw	Standards/Easy List.	CBS	Mc-Guild	KRWQ-F

### FM Stations

KAKT	105.1	51.7 kw @ 544	Country		Mc-Guild	Citadel	Phoenix
KBOY	95.7	60 kw @ 981	AOR	USA	Allied	Citadel	
KCMX	101.9	32 kw @ 1426	Soft AC	ABC	Mc-Guild	Citadel	
KCNA	102.7	100 kw @ 1976	Oldies		Tacher	KROG/KRTA	Cave Junction
KKJJ	107.5	5.3 kw @ 1420	AC		Allied		
KRWQ	100.3	30 kw @ 982	Country	AP	Mc-Guild	KMED	Gold Hill
KTMT	93.7	31 kw @ 3264	CHR	ABC	Eastman	Citadel	
KZZE	106.3	0.9 kw @ 1591	AOR		Allied		Eagle Point

Notes: 1/97 KTMT changed from Talk to All Sports

# MERCED, CA

Arbitron Rank: 188 Pop (12+) 169,600	Stations: 39 / 12	% Below Line: 41.3
Market TSL In Hours: 21.00	Diaries: 603/281:1/47.6%	% Not Listed: 14.0
Average Persons Rating: 15.2	Sample Target: 580	Total Retail Sales: \$1.15 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume
1 KHTN-F	CHR	31 / 12.1	12.7	12.3	13.5	8.9	430 / 25.4	26.7	25.3	KHTN-F
2 KUBB-F	C	18 / 7.0	7.5	8.5	10.2	8.2	250 / 14.8	15.4	17.9	KUBB-F
KABX-F	O	18 / 7.0	4.0	6.5	5.7	6.6	265 / 15.6	12.8	16.2	KABX-F
4 KHOP-F	AOR	14 / 5.5	6.7	5.8	3.3	8.2	216 / 12.7	12.3	12.3	KHOP-F
KSKS-F	C	14 / 5.5	3.6	3.1	4.9	6.6	196 / 11.6	9.8	9.0	KSKS-F
6 KYOS	T	13 / 5.1	1.2	3.5	1.6	4.3	153 / 9.0	4.3	8.1	KYOS
7 KMJ	N/T	12 / 4.7	5.2	5.0	5.7	3.9	150 / 8.9	5.6	8.6	KMJ
8 KATM-F	C	11 / 4.3	7.1	3.8	6.1	3.1	177 / 10.4	10.5	9.0	KATM-F
9 KHKK-FF	CL HITS	9 / 3.5	0.8	1.2	3.2	3.5	131 / 7.7	3.2	12.3	KHKK-FF
10 KVRQ-F	CL AOR	8 / 3.1	2.0	4.2	0.4		130 / 7.7	7.3	8.7	KVRQ-F

12+ FM Share (Metro): 81.00 % ( 179 of 221 ) ( Spring 96: 82.38 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KHTN-F >	1 KHTN-F >	1 KABX-F <	1 KUBB-F	1 KUBB-F	1 KABX-F	1 KHTN-F >	1 KABX-F <	1 KHTN-F >	1 KHTN-F >>
2 KHOP-F >	2 KUBB-F	2 KHTN-F	KABX-F <	2 KHTN-F	2 KHKK-FF	2 KABX-F	2 KHTN-F	2 KABX-F	2 KHOP-F
3 KUBB-F	KSKS-F	KUBB-F	3 KMJ	3 KSKS-F	3 KYOS	3 KUBB-F <	KUBB-F	3 KUBB-F	KYOS
KSKS-F	KABX-F <	4 KSKS-F	4 KYOS	4 KABX-F	KHOP-F	4 KHOP-F <	4 KSKS-F <	4 KHOP-F	4 KMJ
KATM-F	5 KHOP-F	5 KHOP-F	5 KSKS-F	5 KATM-F	5 KUBB-F	5 KMJ	5 KYOS <	KSKS-F	5 KABX-F
6 KVRQ-F		6 KVRQ-F	6 KHTN-F	6 KOSO-F	KSKS-F	6 KSKS-F <	6 KATM-F <	6 KATM-F	
KABX-F		KHKK-FF	KLBS	KOQO-AF	KHTN-F	7 KYOS	7 KHOP-F	KHKK-FF	
				KHOP-F	KVRQ-F		KMJ		
				KVRQ-F >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCIV-F REL 99.9 Mt. Bullion	1.6	5.1	
KFIE-F SP 107.7 Merced	0.8	1.7	
KIBG-F AC 106.3 Merced	1.6	6.1	
KLBS E 1330 Los Banos	2.3	1.8	
KLOQ-F SP 98.7 Winton	1.9	4.7	
KQLB-F C 106.9 Los Banos	2.3	3.9	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAAT-F SAC 103.1 Fresno	1.6	2.3	
KBAY-F SAC 100.3 San Jose	0.8	2.4	
KBOS-F CHR 94.9 Tulare	0.4	2.8	
KCBS N/T 740 San Francisco	1.2	3.2	
KGO T 810 San Francisco	0.4	1.7	
KJFX-F CLAOR 95.7 Fresno	0.4	3.3	
KJSN-F AC 102.3 Modesto	0.8	2.8	
KKDJ-F SP 105.9 Fresno	0.4	2.9	
KLBN-F SP 105.1 Auberry	0.8	2.6	
KMIX-F SP 100.9 Tracy	0.8	3.0	
KNAX-F C 97.9 Fresno	0.4	1.9	
KNBR SPRTS 680 San Francisco	1.9	5.2	
KNTD-F SP 95.9 Livingston	1.2	4.6	
KOQO-F SP 101.9 Fresno	2.3	5.9	
KOSO-F AC/CHR 93.1 Patterson	2.7	6.9	
KTRB SP 860 Modesto	0.8	2.0	
KWNN-F CHR 98.3 Turlock	0.8	4.5	
KZFO-F SP 92.1 Madera	0.4	3.0	
KZMS-F SP 97.1 Patterson	0.4	1.7	

### FM Stations

KABX	97.5	50 kw @ 490	Oldies	ABC	Christal	KIBG	
KHTN	104.7	50 kw @ 469	CHR		D&R	Buckley	Los Banos
KIBG	106.3	2.95 kw @ 476	AC	Westwd	Christal	KABX	
KLOQ	98.7	6 kw @ 246	Hispanic		Caballero	KTFN	Winton
KUBB	96.3	1.95 kw @ 2112	Country	Westwd	D&R	Buckley	Mariposa
KVRQ	92.5	6 kw @ 328	Classic Rock		---	Clarke	Atwater

Notes: Other ranked stations -- See Fresno, Modesto or Stockton

# MERIDIAN, MS

Arbitron Rank: 264 Pop (12+) 61,900  
 Market TSL in Hours: 19.25  
 Average Persons Rating: 14.4

Stations: 13 / 10  
 Diaries: 403/154:1/47.8%  
 Sample Target: 400

% Below Line: 4.5  
 % Not Listed: 9.0  
 Total Retail Sales: \$0.75 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WOKK-F	C	21 / 23.7	20.0	16.7	218 / 35.3	34.7	32.3	53 / 540	WOKK-F	
2	WZKS-F	B/AC	10 / 11.3	6.3		132 / 21.4	6.9		18 / 263	WZKS-F	
	WJDQ-F	CHR/AC	10 / 11.3	9.5	12.5	148 / 23.8	20.0	27.7	21 / 365	WJDQ-F	
4	WMOX	T	8 / 9.0	10.5	10.4	100 / 16.2	17.6	19.7	9 / 136	WMOX	
	WALT	B	8 / 9.0	14.7	16.7	122 / 19.6	23.7	24.8	9 / 147	WALT	
6	WNBN	B/G	7 / 7.9	6.3	7.3	47 / 7.6	10.3	8.6	7 / 53	WNBN	
7	WSLY-F	B	6 / 6.8	3.2	3.1	109 / 17.7	13.2	9.0	21 / 310	WSLY-F	
8	WTUX-F	CL AOR	4 / 4.5	5.3	9.4	74 / 12.0	15.5	19.4	8 / 110	WTUX-F	

12+ FM Share (Metro): 70.37 % ( 57 of 81 ) ( Spring 96: 62.20 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WOKK-F >	1 WOKK-F	1 WOKK-F	1 WOKK-F >>	1 WZKS-F	1 WOKK-F	1 WOKK-F	1 WOKK-F >>	1 WOKK-F >>	1 WZKS-F >
2 WZKS-F	2 WZKS-F	2 WZKS-F	2 WMOX	WOKK-F	2 WZKS-F	2 WMOX >>	2 WJDQ-F >	2 WJDQ-F	2 WSLY-F
WJDQ-F	3 WJDQ-F >	3 WJDQ-F >	3 WNBN	3 WJDQ-F	WTUX-F >	3 WJDQ-F <	3 WMOX <	3 WZKS-F	WALT
4 WSLY-F	4 WTUX-F	4 WNBN	4 WZKS-F	4 WNBN >	4 WMOX	4 WZKS-F <	4 WZKS-F >	4 WALT >	4 WOKK-F
WALT >	WSLY-F	5 WTUX-F	WJDQ-F >>	5 WSLY-F	WJDQ-F >>	5 WALT	5 WSLY-F	5 WSLY-F	5 WJDQ-F >>
	WALT	WMOX		WALT >>		6 WNBN	6 WNBN >	6 WNBN >	
		WALT >							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFFX ST 1450 Meridian	1.1	3.1	1 19
WZRWF CL AOR 95.1 Marion	2.3	6.8	6 99

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKXI-F B/AC 107.5 Magee	1.1	4.4	4 118
WMYQ-F C 97.9 Newton	2.3	3.9	4 54
WNSL-F CHR 100.3 Laurel	1.1	3.6	4 115

### AM Stations

WALT	910	5 kw/1 kw	Black	ABC	Mc-Guild	New South
WMOX	1010	10 kw/1 kw (DA-2)	Talk	UPI, UBN	Dora	
WNBN	1290	1 kw/0.091 kw	Black/Gospel	AURN	---	

### FM Stations

WJDQ	101.3	99 kw @ 581	CHR	CBS, Westwd	Eastman	Radio South
WOKK	97.1	100 kw @ 600	Country	ABC	Mc-Guild	New South
WSLY	104.9	50 kw @ 492	Black		---	York
WTUX	102.1	0.85 kw @ 528	Classic AOR		Mc-guild	Holladay
WZKS	104.1	16 kw @ 535	Black AC	ABC	Eastman	Radio South
						Union

Notes: 10/96 WMGP (1450) changed to Standards as WFFX

# MONROE, LA

**Arbitron Rank:** 227 **Pop (12+)** 118,700 **Stations:** 15 / 13 **% Below Line:** 2.1  
**Market TSL in Hours:** 21.75 **Diaries:** 415/286:1/44.4% **% Not Listed:** 25.7  
**Average Persons Rating:** 16.1 **Sample Target:** 350 **Total Retail Sales:** \$1.56 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	
1	KRVV-F	B	30 / 15.7	12.2	16.2	9.8	296 / 25.0	21.3	25.5	66 / 777	KRVV-F
2	KJLO-F	C	27 / 14.1	11.6	16.8	17.9	295 / 24.8	28.8	33.8	78 / 910	KJLO-F
3	KNOE-F	CHR	16 / 8.4	6.9	7.5	7.5	256 / 21.6	19.8	22.5	26 / 532	KNOE-F
	KLIP-F	CL HITS	16 / 8.4	4.6	4.0	10.4	174 / 14.6	14.3	12.0	20 / 304	KLIP-F
5	KMLB	T	8 / 4.2	2.3	2.9	4.6	135 / 11.4	7.9	8.1	10 / 146	KMLB
	KLMB-F	B/AC	8 / 4.2	4.6			130 / 11.0	9.1		23 / 223	KLMB-F
7	KXKZ-F	C	7 / 3.7	5.2	2.3	2.3	144 / 12.1	16.1	12.2	37 / 546	KXKZ-F
	KMYF-F	C	7 / 3.7	4.6	9.8	3.5	176 / 14.9	18.3	21.4	34 / 512	KMYF-F
	KHLL-F	CHR	7 / 3.7	3.5	1.7	1.7	102 / 8.6	9.1	4.4	11 / 192	KHLL-F

12+ FM Share (Metro): 90.14 % ( 128 of 142 ) ( Spring 96: 86.27 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRVV-F	1 KRVV-F	1 KJLO-F	1 KJLO-F >	1 KRVV-F	1 KLIP-F >	1 KJLO-F >	1 KJLO-F >	1 KRVV-F	1 KRVV-F >>
2 KJLO-F	KJLO-F	2 KRVV-F	2 KLIP-F	2 KJLO-F	2 KJLO-F >	2 KRVV-F	2 KRVV-F	2 KJLO-F	2 KXKZ-F
3 KLIP-F	3 KLIP-F	KLIP-F >	3 KRVV-F	3 KLMB-F >	3 KNOE-F	3 KNOE-F	3 KLIP-F	3 KLIP-F <	3 KLIP-F <
4 KNOE-F >>	4 KNOE-F >>	4 KNOE-F	4 KNOE-F	4 KHLL-F	4 KRVV-F	4 KLIP-F	4 KNOE-F <	4 KNOE-F >>	4 KNOE-F >>
		5 KLMB-F >	KMLB		KMLB >	5 KMYF-F <	5 KMLB >		
			KLMB-F						

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
KCTO-F	CLAOR	103.1	Columbia	2.1	7.3	5	110	KQID-F	CHR	93.1	Alexandria	1.0	5.3	8	191
KLIC	REL	1230	Monroe	1.0	2.4	2	33	KWLT-F	O	102.7	N. Crossett, AR	1.0	2.7	13	182
KNOE	C	540	Monroe	2.1	5.6	5	76								
KWJM-F	AC	92.7	Famerville	1.0	5.3	7	135								

### AM Stations

KMLB	1440	5 kw/1 kw	Talk	ABC	Mc-Guild	New South
KNOE	540	5 kw/1 kw (DA-2)	Classic Country	ABC, AP	Roslin	

### FM Stations

KJLO	104.1	100 kw @ 1017	Country	ABC	Mc-Guild	New South
KLIP	105.3	50 kw @ 433	Classic Hits		Mc-Guild	
KLMB	97.3	3 kw @ 328	Black AC			Bastrop
KMYF	106.1	100 kw @ 1017	Country	ABC	Banner	BP/VS&A, pend.
KNOE	101.9	97 kw @ 1670	CHR	ABC	Roslin	
KRVV	100.1	50 kw @ 492	Black	ABC	Mc-Guild	Holladay
KXKZ	107.5	97.7 kw @ 1066	Country	AP, Westwd		Ruston
KYEA	98.3	50 kw @ 492	Black	ABC, AURN	D&R	BP/VS&A, pend. W. Monroe

Notes: KYEA-F was delisted by Arbitron for engaging in "Rating Distortion." Arbitron says it has "... evidence that KYEA-FM obtained, falsified and returned Monroe, LA Arbitron radio rating diaries during the Spring 1997 survey." KYEA-F's licensee, Phoenix Broadcasting, denies the allegation, and says that by failing to notify KYEA, Arbitron denied it "... the right to investigate ..." 7/97 KCTO-F/KMYF-F/KYEA-F sold to Broadcasting Partners/Veronis Suhler & Assoc. for \$5,100,000 (Gordon Rice)

# MORGANTOWN-CLARKSBURG-FAIRMONT, WV

Arbitron Rank: 179 Pop (12+) 178,000  
 Market TSL In Hours: 18.50  
 Average Persons Rating: 13.3

Stations: 22 / 18  
 Diaries: 496/359:1/56.5%  
 Sample Target: 430

% Below Line: 3.8  
 % Not Listed: 17.3  
 Total Retail Sales: \$1.82 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WKKW-F	C	54 / 22.8	12.2	16.6	585 / 32.9	24.7	30.2	93 / 1128	WKKW-F	
2	WVAQ-F	CHR	28 / 11.0	14.1	13.5	437 / 24.5	32.5	32.4	42 / 739	WVAQ-F	
3	WAJR	C	18 / 7.6	7.8	6.9	184 / 10.3	13.5	16.7	19 / 220	WAJR	
4	WCLG-F	AOR	17 / 7.2	8.1	8.3	255 / 14.3	16.8	21.0	22 / 369	WCLG-F	
5	WTUS-F	C	12 / 5.1	7.0	4.5	210 / 11.8	14.6	9.9	13 / 229	WTUS-F	
	WFBY-F	CL AOR	12 / 5.1			242 / 13.6			35 / 604	WFBY-F	
7	WBRB-FF	C	9 / 3.8	3.7	3.8	231 / 13.0	6.5	8.8	34 / 748	WBRB-FF	
8	WDCI-F	SAC	8 / 3.4	3.7	3.8	148 / 8.3	8.9	8.5	10 / 208	WDCI-F	
9	WMQC-FF	AC	7 / 3.0	2.6	2.8	154 / 8.7	7.9	8.4	7 / 184	WMQC-FF	
10	WOBG-F	O	6 / 2.5	3.7	3.5	148 / 8.3	12.8	10.6	8 / 205	WOBG-F	
	WVHF-F	AC/CHR	6 / 2.5	2.6	1.0	115 / 6.4	4.6	7.9	7 / 164	WVHF-F	

12+ FM Share (Metro): 86.22 % ( 169 of 196 ) ( Spring 96: 77.39 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F >	1 WKKW-F >	1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F >>	1 WKKW-F >	1 WKKW-F >>
2 WCLG-F	2 WVAQ-F	2 WVAQ-F >	2 WAJR >	2 WVAQ-F >	2 WVAQ-F	2 WAJR <	2 WVAQ-F	2 WVAQ-F >	2 WVAQ-F >
3 WVAQ-F	3 WCLG-F	3 WTUS-F	3 WVAQ-F >	3 WTUS-F >	3 WFBY-F	3 WVAQ-F >	3 WAJR	3 WAJR <	3 WCLG-F >
4 WFBY-F >>	4 WFBY-F	4 WCLG-F	4 WTUS-F	4 WBRB-FF	4 WAJR	4 WCLG-F <	4 WCLG-F	4 WCLG-F >	4 WDCI-F
	5 WTUS-F >	5 WFBY-F	5 WBRB-FF	WCLG-F	WTUS-F	5 WFBY-F	5 WTUS-F	5 WFBY-F	5 WOBG-F
		6 WAJR		WDCI-F	WCLG-F >	6 WTUS-F >	6 WFBY-F	WTUS-F	WBRB-FF >
				WMQC-FF >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCLG	O	1300	Morgantown 1.3 4.6 3 86
WHAR	T	1340	Morgantown 0.8 4.4 2 78
WMMN	N	920	Fairmont 0.8 3.2 2 70
WOBG	O	1400	Clarksburg 0.8 2.7 2 50
WRLF-F	AOR	94.3	Fairmont 1.3 6.1 3 122

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WANB-F	C	103.1	Waynesburg, PA 0.8 2.3 8 157
WDVE-F	AOR	102.5	Pittsburgh 0.8 1.9 11 153
WSSN-F	CHR	102.3	Weston 1.7 4.5 14 278
WWSW-F	O	94.5	Pittsburgh 0.4 2.3 8 155

### AM Stations

WAJR	1440	5 kw/0.5 kw (DA-2)	Country	ABC, Westwd	Mc-Guild	WV Radio
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### FM Stations

WBRB	101.3	50 kw @ 492	Country	ABC	Dome	WVUC-F	Buckhannon
WCLG	100.1	6 kw @ 300	AOR	Source, ABC	Keystone		
WDCI	104.1	1.2 kw @ 518	Soft AC	JSN	---		Bridgeport
WFBY	106.5	50 kw @ 500	Classic AOR	Westwd	Mc-Guild	WV Radio	
WKKW	97.9	29 kw @ 640	Country	ABC	---	WMMN/WRLF-F	
WMQC	100.9	3 kw @ 198	AC	CNN	Savalli	WPDX-AF	Westover
WOBG	105.7	1.2 kw @ 581	Oldies	ABC	Com'l. Media		Salem
WPDX	104.9	6 kw @ 321	See WMQC-F			WMQC-F	
WTUS	102.7	3.21 @ 452	Country		---		Mannington
WVAQ	101.9	50 kw @ 500	CHR	ABC	Mc-Guild	WV Radio	
WVHF	92.7	0.62 kw @ 669	AC/CHR	ABC	Roslin	WHAR	
WVUC	93.1	2.6 kw @ 497	See WBRB-F			WBRB-F	Barrackville

Notes: In late 1996, the WKKW-F calls and format moved from 106.5 to 97.9; the 106.5 became Classic AOR WFBY-F

# MORRISTOWN, NJ

Arbitron Rank: 101 Pop (12+) 383,000  
 Market TSL In Hours: 21.50  
 Average Persons Rating: 16.3

Stations: 28 / 2  
 Diaries: 633/605:1/58.2%  
 Sample Target: 620

% Below Line: 82.1  
 % Not Listed: 7.7  
 Total Retail Sales: \$4.9 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume
1	WCBS-F	O	63 / 10.1	7.1	8.4	713 / 18.6	18.6	17.3	WCBS-F	
2	WLTW-F	SAC	53 / 8.5	8.3	4.1	727 / 19.0	19.5	12.0	WLTW-F	
3	WPLJ-F	CHR	52 / 8.3	9.6	8.4	930 / 24.3	22.0	24.7	WPLJ-F	
4	WXRK-F	T/NR	39 / 6.2	4.9	7.1	786 / 20.5	17.1	19.2	WXRK-F	
5	WDHA-F	AOR	34 / 5.4	4.3	5.6	571 / 14.9	13.6	14.4	WDHA-F	
6	WAXQ-F	CL AOR	32 / 5.1	1.6	4.3	689 / 18.0	9.6	11.6	WAXQ-F	
7	WMTR	ST/FS	30 / 4.8	5.2	4.4	299 / 7.8	8.0	8.2	WMTR	
8	WHTZ-F	CHR	29 / 4.6	4.3	5.1	713 / 18.6	20.5	23.4	WHTZ-F	
9	WQXR-F	CL	26 / 4.2	2.6	2.0	333 / 8.7	6.1	4.4	WQXR-F	
	WKTU-F	CHR/U	26 / 4.2	4.5	5.6	472 / 12.3	15.6	9.4	WKTU-F	

12+ FM Share (Metro): 78.16 % ( 451 of 577 ) ( Spring 96: 72.10 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WPLJ-F	1 WPLJ-F	1 WCBS-F <	1 WCBS-F	1 WLTW-F <	1 WCBS-F	1 WXRK-F >	1 WCBS-F	1 WPLJ-F	1 WHTZ-F <
2 WXRK-F	2 WXRK-F <	2 WPLJ-F	2 WLTW-F	2 WPLJ-F	2 WPLJ-F	2 WPLJ-F <	2 WLTW-F	2 WLTW-F <	2 WQXR-F
3 WDHA-F >	3 WLTW-F <	3 WLTW-F	3 WMTR	3 WCBS-F >	WXRK-F <	3 WCBS-F	3 WPLJ-F	3 WCBS-F >	3 WLTW-F
4 WAXQ-F <	4 WCBS-F <	4 WDHA-F <	4 WQXR-F <	4 WKTU-F	4 WDHA-F	4 WLTW-F	4 WABC <	4 WDHA-F <	4 WPLJ-F
5 WHTZ-F <	5 WDHA-F <	5 WAXQ-F <	5 WOR <	5 WAXQ-F	5 WAXQ-F >	5 WMTR	5 WDHA-F <	5 WAXQ-F <	5 WAXQ-F <
	6 WAXQ-F	6 WXRK-F	6 WABC <	6 WDHA-F	6 WLTW-F <	6 WDHA-F <	6 WMTR <	6 WOR <	6 WXRK-F <
		7 WPLJ-F		7 WFAN		7 WAXQ-F		7 WABC <	7 WCBS-F <

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	3.8	9.9	
WAWZ-F	REL	99.1	Zarephath	1.0	3.3	
WBBR	BIZ N	1130	New York	0.6	2.8	
WCBS	N	880	New York	2.2	12.0	
WDBZ-F	AC-NR	105.1	New York	1.4	9.8	
WFAN	SPRTS	660	New York	2.7	11.2	
WHCY-F	C	106.3	Blairstown	0.5	2.2	
WINS	N	1010	New York	0.8	8.0	
WKXW-F	T	101.5	Trenton	1.8	8.8	
WNEW-F	AOR	102.7	New York	3.0	11.9	
WNNJ-F	AC	103.7	Sussex	0.5	1.6	
WOR	T	710	New York	3.7	10.0	
WPAT-F	SP	93.1	Paterson	1.4	3.5	
WQCD-F	J	101.9	New York	2.6	6.9	
WQEW	ST	1560	New York	1.4	2.0	
WQHT-F	U/CHR	97.1	New York	1.0	3.5	
WRKS-F	U/CHR	98.7	New York	0.3	2.4	
WWXY-F	C	107.1	Briarcliff Manor	2.1	5.4	

### AM Stations

WMTR 1250 5 kw (DA-2) Full Svc/Standards AP, Westwd Katz WDHA-F

### FM Stations

WDHA 105.5 1 kw @ 565 AOR Katz WMTR Dover

Notes: Other ranked stations -- See New York . . . There is no TSA for the market

# MYRTLE BEACH, SC

Arbitron Rank: 185 Pop (12+) 171,100  
 Market TSL In Hours: 23.25  
 Average Persons Rating: 16.9

Stations: 25 / 17  
 Diaries: 609/281:1/50.0%  
 Sample Target: 570

% Below Line: 14.2  
 % Not Listed: 8.7  
 Total Retail Sales: \$2.77 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA		
		1/4	Share								AQH / Cume	Cume	
1	WWXM-F	CHR	29 / 10.0	9.3	10.7		7.5	389 / 21.5	20.7	22.6	33 / 480	480	WWXM-F
2	WJYR-F	EZ	27 / 9.3	7.8	8.7		8.4	243 / 14.2	15.0	14.3	30 / 308	308	WJYR-F
	WDAI-F	B	27 / 9.3	6.7	9.4		9.1	291 / 17.0	16.1	16.8	29 / 323	323	WDAI-F
4	WGTR-F	C	20 / 6.9	5.2	3.3		5.3	256 / 15.0	12.1	11.1	20 / 274	274	WGTR-F
5	WSYN-F	O	19 / 6.6	7.0	9.0		6.6	270 / 15.8	17.9	17.6	19 / 285	285	WSYN-F
6	WNMB-F	AC	15 / 5.2	4.5	3.7		3.1	180 / 10.5	8.9	9.4	15 / 180	180	WNMB-F
7	WRNN-F	T	13 / 4.5	5.2	3.3		6.3	173 / 10.1	9.6	9.0	13 / 173	173	WRNN-F
	WYAV-F	AOR/CL	13 / 4.5	8.5	5.4		6.6	254 / 14.8	18.7	17.6	19 / 328	328	WYAV-F
	WYAK-F	C	13 / 4.5	4.5	4.7		4.4	188 / 11.0	12.8	12.6	13 / 199	199	WYAK-F
10	WKZQ-F	AOR	11 / 3.8	3.7	3.7		6.6	185 / 10.8	9.4	11.3	13 / 272	272	WKZQ-F
	WEGX-F	C	11 / 3.8	2.2	2.0		2.5	198 / 11.6	8.2	7.8	27 / 361	361	WEGX-F
	WWSK-F	AOR-NR	11 / 3.8	5.2	4.0			203 / 11.9	9.6	8.5	13 / 269	269	WWSK-F

12+ FM Share (Metro): 95.45 % ( 252 of 264 ) ( Spring 96: 95.55 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WWXM-F	1 WDAI-F	1 WDAI-F	1 WJYR-F >	1 WDAI-F	1 WSYN-F	1 WJYR-F <	1 WJYR-F	1 WWXM-F	1 WDAI-F >
2 WDAI-F	2 WWXM-F >	2 WJYR-F <	2 WSYN-F	2 WJYR-F	WJYR-F	2 WWXM-F	2 WWXM-F	2 WDAI-F	2 WWXM-F
3 WNMB-F	3 WNMB-F <	3 WSYN-F <	3 WGTR-F	WWXM-F	WDAI-F	3 WDAI-F <	3 WDAI-F <	3 WSYN-F	3 WGTR-F
4 WYAV-F	4 WSYN-F	4 WWXM-F <	WDAI-F	4 WSYN-F	4 WGTR-F	4 WYAV-F <	4 WSYN-F	WJYR-F <	4 WWXZ-F
WWSK-F	WGTR-F	5 WGTR-F	5 WRNN-F	WGTR-F >	WKZQ-F	5 WGTR-F	5 WNMB-F	5 WGTR-F	WTUA-F
6 WKZQ-F	WYAV-F <	6 WNMB-F	WYAK-F	5 WNMB-F	WYAV-F	6 WYAK-F <	WGTR-F <	6 WNMB-F	6 WKZQ-F
7 WGTR-F	7 WJYR-F <	7 WYAV-F	7 WLMC	7 WYAK-F	7 WNMB-F	7 WSYN-F	7 WRNN-F >	7 WRNN-F	
		WYAK-F		WYAK-F	WWXM-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJXY-F C	93.9	Conway	1.4 8.1 5 168
WJXY ST	1050	Conway	1.0 3.5 3 60
WLMC B	1470	Georgetown	3.1 3.4 9 59
WMYB-F AC	99.5	Socastee	2.4 5.9 7 121
WVCO-F C	94.9	Loris	0.7 2.3 5 54

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLZ-F C	92.5	Manning	0.7 3.5 6 120
WJZK-F J	96.9	Charleston	0.3 2.1 1 41
WMNX-F B	97.3	Wilmington, NC	0.7 4.4 5 147
WSTS-F REL	100.9	Fairmont, NC	1.4 3.2 11 137
WTUA-F REL	106.1	St. Stephen	3.1 3.6 16 173
WWWZ-F B	93.3	Summerville	3.1 8.0 14 214
WZFX-F B	99.1	Whiteville, NC	1.0 4.5 11 198

### FM Stations

Station	Power	Frequency	Format	Network	Notes
WDAI	98.5	6 kw @ 328	Black	CBS	Allied WSYN-F Pawleys Island
WEGX	92.9	100 kw @ 1800	Country	ABC	--- Root, pend. Dillon
WGTR	107.9	36 kw @ 571	Country		Mc-Guild Root Bucksport
WJYR	92.1	50 kw @ 295	Easy Listening	Westwd	Banner
WKZQ	101.7	37.3 kw @ 558	AOR/Classic AOR		--- WJYR-F
WNMB	105.9	17 kw @ 361	AC		--- N. Myrtle Beach
WRNN	94.5	3.5 kw @ 426	Talk	CBS, CNN, ABC	Katz Murrells Inlet
WSYN	106.5	50 kw @ 492	Oldies		Allied WDAI-F Georgetown
WWSK	107.1	50 kw @ 492	AOR-New Rock		Mc-Guild Root Mullins
WWXM	97.7	100 kw @ 492	CHR		--- Root, pend. Georgetown
WYAK	103.1	12.5 kw @ 328	Country	Westwd	D&R Pinnacle Surfside Beach
WYAV	104.1	100 kw @ 981	Classic AOR	Westwd	Katz Pinnacle Conway

Notes: 3/97 WGTR-F/WWSK-F (+ WJMX-AF/WDAR-F/WSQN-F Florence & WLJI-F Summerton) sold by Atlantic to Root for \$10,300,000 . . . 4/97 WKZQ-AF sold to WJYR-F for \$4,500,000 . . . 4/97 WMYB-F changed from Classic Hits to AC . . . 6/97 WWXM-F sold to Root for \$7,000,000 (Stan Raymond) . . . 7/97 WDCS/WEGX-F sold by Beasley to Root for \$3,500,000



# NEW BEDFORD-FALL RIVER, MA

Arbitron Rank: 83 Pop (12+) 430,700	Stations: 40 / 9	% Below Line: 65.7
Market TSL in Hours: 22.75	Diaries: 617/698:1/53.9%	% Not Listed: 10.4
Average Persons Rating: 17.2	Sample Target: 440	Total Retail Sales: \$4.8 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro	Fall 96	Spg 96	12+ TSA
		1/4	Share					Cume / Rtg.			AQH / Cume
1 WWLI-F	SAC	50 / 6.8	5.0	6.4	7.8	7.1	610 / 14.2	13.9	15.9		WWLI-F
2 WHJY-F	AOR	48 / 6.5	7.4	8.0	6.1	8.4	756 / 17.5	21.4	15.7		WHJY-F
3 WSNE-F	AC	47 / 6.4	5.2	4.8	5.8	3.3	579 / 13.5	16.8	14.7		WSNE-F
4 WFHN-F	CHR	39 / 5.3	2.9	4.9	3.9	5.1	580 / 13.5	10.1	11.6		WFHN-F
WPRO-F	CHR	39 / 5.3	5.2	4.3	7.2	6.9	747 / 17.3	19.3	17.6		WPRO-F
6 WWBB-F	O	37 / 5.0	5.2	4.2	4.3	4.4	631 / 14.6	11.3	13.1		WWBB-F
7 WLKW	ST	32 / 4.3	4.7	3.6	3.7	2.9	333 / 7.7	7.3	5.2		WLKW
8 WCTK-F	C	24 / 3.2	3.6	6.0	5.0	4.8	427 / 9.9	10.4	10.0		WCTK-F
9 WBSM	T	23 / 3.1	4.3	2.4	1.8	3.3	224 / 5.2	6.2	5.0		WBSM
WBRU-F	AOR-NR	23 / 3.1	2.1	1.5	1.6	2.2	596 / 13.8	10.1	7.6		WBRU-F

12+ FM Share (Metro): 77.49 % ( 513 of 662 ) ( Spring 96: 80.52 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WHJY-F	1 WHJY-F <	1 WHJY-F <	1 WWLI-F <	1 WSNE-F <	1 WHJY-F >>	1 WSNE-F <	1 WWLI-F	1 WSNE-F	1 WWBB-F
2 WPRO-F <	2 WSNE-F	2 WSNE-F	2 WLKW <	2 WWLI-F	2 WWBB-F	2 WHJY-F	2 WSNE-F <	2 WWLI-F	2 WWLI-F
3 WSNE-F <	3 WWLI-F <	3 WWLI-F	3 WWBB-F	3 WPRO-F	WSNE-F	3 WPRO-F	3 WHJY-F	3 WHJY-F	3 WBZ
4 WFHN-F >	4 WPRO-F <	4 WWBB-F <	4 WSNE-F	WFHN-F >	4 WWLI-F >	4 WWLI-F <	4 WPRO-F	4 WFHN-F <	4 WFHN-F <
5 WBRU-F	5 WFHN-F	5 WPRO-F <	5 WBSM <	5 WBOS-F	WWBB-F	5 WSAR <	5 WWBB-F <	5 WWBB-F	5 WHJY-F
	6 WWBB-F	6 WFHN-F	6 WSAR			6 WFHN-F <	6 WLKW <	6 WPRO-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WARA T 1320 Attleboro	0.7	1.4	
WHTB E 1400 Fall River	0.5	2.6	
WJFD-F E 97.3 New Bedford	1.1	3.1	
WNBH C 1340 New Bedford	0.9	2.4	
WSAR T 1480 Fall River	2.7	7.0	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAAF-F AOR-NR 107.3 Worcester	1.6	5.8	
WBCN-F AOR 104.1 Boston	1.4	7.1	
WBMX-F AC 98.5 Boston	1.1	4.8	
WBOS-F AOR-P 92.9 Brookline	1.8	4.5	
WBZ N/T 1030 Boston	2.4	8.8	
WCIB-F CLAOR 101.9 Falmouth	1.5	3.3	
WCRB-F CL 102.5 Waltham	1.6	4.0	
WDGE-F AOR-NR 99.7 Wakefield, RI	1.5	7.6	
WEEI SPRTS 850 Boston	1.2	4.5	
WEGQ-F CL HITS 93.7 Lawrence	0.8	2.9	
WHJJ N/T 920 Providence	1.2	3.1	
WJMN-F CHR 94.5 Boston	1.9	11.6	
WKLB-F C 96.9 Boston	1.1	2.9	
WMJX-F AC 106.7 Boston	0.5	2.6	
WODS-F O 103.3 Boston	1.9	7.6	
WPLM-F J 99.1 Plymouth	0.5	3.7	
WPRO T 630 Providence	1.9	8.0	
WQRC-F SAC 99.9 Barnstable	1.1	2.4	
WRKO T 680 Boston	1.1	2.9	
WROR-F AC 105.7 Framingham	1.4	4.2	
WWKX-F CHR 106.3 Woonsocket, RI	2.7	10.5	
WWRX-F CL AOR 103.7 Westerly, RI	2.8	9.4	
WXKS-F CHR 107.9 Medford	0.5	4.5	
WZLX-F CL AOR 100.7 Boston	1.1	3.2	

### AM Stations

WBSM 1420 5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	Mc-Guild	Spring
WNBH 1340 1 kw	Classic Country	ABC, Westwd, TARN	D&R	Hall
WSAR 1480 5 kw (DA-1)	Talk	ABC	Banner	

### FM Stations

WCTK 98.1 47 kw @ 510	Country	D&R	Hall	
WFHN 107.1 2.4 kw @ 348	CHR	Mc-Guild	Spring	Fairhaven
WJFD 97.3 50 kw @ 500	Portugese	Roslin		

Notes: Other ranked stations -- See Providence or Boston . . . The market has no TSA

# NEW LONDON, CT

<b>Arbitron Rank:</b> 163	<b>Pop (12+):</b> 209,900	<b>Stations:</b> 24 / 10	<b>% Below Line:</b> 29.7
<b>Market TSL in Hours:</b> 18.75		<b>Diaries:</b> 512/410:1/50.6%	<b>% Not Listed:</b> 16.6
<b>Average Persons Rating:</b> 13.8		<b>Sample Target:</b> 440	<b>Total Retail Sales:</b> \$2.3 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WCTY-F	49 / 18.9	15.0	12.7		10.6	476 / 22.7	22.9	26.5	63 / 663	WCTY-F
2	WQGN-F	36 / 12.4	8.7	9.4		8.7	612 / 29.2	27.1	26.9	39 / 658	WQGN-F
3	WWRX-F	20 / 8.9	6.0	4.2		8.1	389 / 17.6	17.1	17.2	36 / 732	WWRX-F
4	WTYD-F	16 / 5.5	6.3	7.5		9.0	291 / 13.9	16.0	16.7	19 / 361	WTYD-F
5	WWYZ-F	10 / 3.5		1.0		1.8	66 / 3.2		3.8	11 / 94	WWYZ-F
	WVVE-F	10 / 3.5	8.4	4.2		5.0	218 / 10.4	15.5	13.3	12 / 307	WVVE-F
	WNLC	10 / 3.5	3.0	2.9			133 / 6.3	6.5	5.3	10 / 141	WNLC
8	WKCD-F	9 / 3.1	3.0	1.6			121 / 5.7	8.5	4.7	10 / 143	WKCD-F
	WFAN	9 / 3.1	2.4	2.3		1.9	219 / 10.5	10.7	8.0	12 / 276	WFAN
10	WBMW-F	8 / 2.8	4.8	5.8		4.7	235 / 11.2	11.0	15.4	8 / 261	WBMW-F
	WXZR-F	8 / 2.8	5.4	5.8		5.0	209 / 10.0	12.0	15.0	9 / 249	WXZR-F

12+ FM Share (Metro): 85.54 % ( 207 of 242 ) ( Spring 96: 78.28 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WCTY-F	1 WCTY-F	1 WCTY-F >	1 WCTY-F >>	1 WQGN-F	1 WCTY-F >	1 WCTY-F	1 WCTY-F >	1 WCTY-F	1 WQGN-F >
WQGN-F >>	2 WQGN-F	2 WQGN-F	2 WTYD-F <	2 WCTY-F >	2 WWRX-F >	2 WQGN-F	2 WQGN-F >	2 WQGN-F >>	2 WCTY-F >
3 WWRX-F >	3 WWRX-F >	3 WWRX-F >	3 WWRX-F	3 WTYD-F	3 WQGN-F	3 WWRX-F >	3 WTYD-F <	3 WWRX-F	3 WWRX-F
4 WDGE-F	4 WTYD-F	4 WTYD-F	4 WNLC	4 WWYZ-F	4 WFAN	4 WFAN	4 WWRX-F >	4 WTYD-F <	4 WKSS-F >
WKSS-F	5 WFAN	5 WFAN	5 WQGN-F		5 WTYD-F	5 WTYD-F	5 WVVE-F	5 WFAN	
WFAN	6 WVVE-F	WWYZ-F	6 WWYZ-F		WXZR-F >			6 WDGE-F	
WXZR-F	WXZR-F								

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WICH	FS	1310	Norwich	2.1	4.9	7	113
WSUB	T	980	Groton	1.4	3.2	4	68

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCBS	N	880	New York	0.7	5.4	5	173
WCCC-F	AOR	106.9	Hartford	1.0	3.2	7	130
WDGE-F	AOR-P	99.7	Wakefield, RI	2.4	9.5	13	381
WDRC-F	O	102.9	Hartford	2.4	6.0	10	185
WHCN-F	CL AOR	105.9	Hartford	1.0	5.1	4	151
WILF-F	CHR	98.3	Wilimantic	1.0	5.5	9	225
WKSS-F	CHR	95.7	Hartford	2.4	9.1	7	238
WRCH-F	SAC	100.5	New Britain	0.7	2.5	4	108
WTIC-F	AC/CHR	96.5	Hartford	1.4	5.2	9	163
WTIC	FS	1080	Hartford	1.4	5.0	6	151
WZMX-F	CL HITS	93.7	Hartford	1.7	4.0	7	120

### AM Stations

WICH	1310	5 kw (DA-2)	Full Service	D&R	Hall	Norwich
WNLC	1510	10 kw/5 kw (DA-2)	Standards	CNN, Westwd	D&R	Hall

### FM Stations

WBMW	106.5	6 kw @ 298	AC	---	---	Ledyard
WCTY	97.7	1.9 kw @ 410	Country	ABC	D&R	Hall
WKCD	107.7	1.85 kw @ 399	Jazz	---	---	Pawcatuck
WQGN	105.5	3 kw @ 275	CHR	---	Eastman	Spring
WTYD	100.9	3 kw @ 328	Soft AC	---	D&R	Hall
WVVE	102.3	3 kw @ 328	Oldies	AP	Mc-Guild	---
WXZR	98.7	5.5 kw @ 279	Prog. AOR	---	Roslin	Hall
						Stonington
						E. Lyme

Notes: Other ranked stations -- See Hartford, Providence or New York in the Spring 1997 American Radio . . . 3/97 WXZR-F sold to Hall for \$2,000,000

# NEWBURGH-MIDDLETOWN, NY (Mid-Hudson Valley)

Arbitron Rank: 141 Pop (12+) 262,100	Stations: 32 / 5	% Below Line: 70.2
Market TSL in Hours: 21.00	Diaries: 468/560:1/50.5%	% Not Listed: 11.4
Average Persons Rating: 16.0	Sample Target: 440	Total Retail Sales: \$3.0 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA	
		1/4	Share								AQH / Cume	AQH / Cume
1	WSPK-F	CHR	43 / 10.2		9.3		10.5	642 / 24.5	27.8	26.3	43 / 645	WSPK-F
2	WPDH-F	AOR/CL	42 / 10.0		6.9		6.2	568 / 21.7	22.2	18.1	45 / 608	WPDH-F
3	WRRV-F	AOR-NR	39 / 9.3		5.1		4.0	477 / 18.2	15.4	15.4	39 / 477	WRRV-F
4	WHUD-F	SAC	38 / 9.0		11.0		13.8	560 / 21.4	23.1	22.3	39 / 576	WHUD-F
5	WZAD-FF	O	28 / 6.7		3.4		1.5	392 / 14.9	10.3	9.1	29 / 395	WZAD-FF
6	WFAN	SPRTS	13 / 3.1		2.1		2.6	232 / 8.9	8.4	10.2	15 / 277	WFAN
	WTHN-F	C	13 / 3.1		1.9		1.8	203 / 7.8	6.3	4.3	13 / 203	WTHN-F
8	WRWD-F	C	12 / 2.9		3.4		5.7	177 / 6.7	10.4	9.7	12 / 177	WRWD-F

12+ FM Share (Metro): 87.10 % ( 324 of 372 ) ( Spring 96: 80.00 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WRRV-F <	1 WPDH-F	1 WPDH-F	1 WHUD-F	1 WHUD-F	1 WPDH-F >	1 WHUD-F	1 WPDH-F	1 WRRV-F	1 WSPK-F
2 WSPK-F	2 WSPK-F <	2 WHUD-F <	2 WPDH-F <	2 WSPK-F	2 WRRV-F	2 WSPK-F >	2 WZAD-FF <	2 WPDH-F <	2 WRRV-F
WPDH-F >	3 WRRV-F	3 WRRV-F	3 WZAD-FF	3 WPDH-F	3 WZAD-FF >	3 WRRV-F <	3 WRRV-F	3 WHUD-F <	3 WHUD-F <
4 WHUD-F	4 WHUD-F	WSPK-F	4 WSPK-F	WRRV-F	4 WHUD-F	4 WPDH-F <	WSPK-F	4 WSPK-F >	4 WPDH-F >>
5 WKTU-F	5 WZAD-FF >	5 WZAD-FF >	5 WRRV-F	5 WZAD-FF	WSPK-F	5 WZAD-FF	5 WHUD-F >	5 WZAD-FF >	
					WFAN >	6 WALL			

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WALL	T	1340	Middletown	2.4	5.4	10	142
WGNY-F	AC	103.1	Newburgh	2.4	9.0	10	241
WTSX-F	AC/CHR	96.7	Port Jervis	1.2	3.4	8	157

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WABC	T	770	New York	2.1	8.1	13	251
WAXQ-F	CL AOR	104.3	New York	1.0	3.0	4	91
WBWZ-F	AC	93.3	New Paltz	0.5	3.3	3	94
WCBS	N	880	New York	2.4	6.7	12	203
WCBS-F	O	101.1	New York	2.6	7.6	14	222
WDBZ-F	AC-NR	105.1	New York	1.2	2.4	5	62
WHTZ-F	CHR	100.3	Newark, NJ	1.2	7.5	6	227
WKTU-F	CHR/U	103.5	Lake Success	2.1	6.0	13	182
WLTW-F	SAC	106.7	New York	0.7	5.3	3	143
WNEW-F	AOR	102.7	New York	0.7	2.7	3	78
WNNJ-F	AC	103.7	Sussex, NJ	1.4	2.8	15	160
WOR	T	710	New York	1.4	3.0	7	89
WPLJ-F	CHR	95.5	New York	2.6	8.3	13	250
WQCD-F	J	101.9	New York	1.2	2.8	6	92
WQHT-F	U/CHR	97.1	New York	1.0	4.3	5	125
WQXR-F	CL	96.3	New York	1.4	2.7	6	70
WRKS-F	B/AC	98.7	New York	1.4	6.1	6	168
WRNQ-F	SAC	92.1	Poughkeepsie	0.7	2.6	3	67
WWXY-F	C	107.1	Briarcliff Manor	1.0	2.2	4	58
WXRK-F	T/NR	92.3	New York	1.7	8.3	9	249

### AM Stations

WALL	1340	1 kw	Talk	BNN, Westwd, ABC	Katz	Rob Dyson
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### FM Stations

WGNY	103.1	3.5 kw @ 275	AC	Westwd, ABC	---	Sunrise
WRRV	92.7	3 kw @ 318	New Rock	ABC	Banner	Rob Dyson
WTHN	99.3	0.116 kw @ 1620	Country	Westwd	Straus	Straus Ellenville
WZAD	97.3	0.6 kw @ 722	Oldies (WCZX-F)	ABC	Roslin	Rob Dyson Wurtsboro

Notes: Other ranked stations -- See Poughkeepsie, or in the Spring 1997 American Radio, New York . . . WZAD-F simulcasts WCZX-F Hyde Park/Poughkeepsie

# NORTHWEST MICHIGAN (Traverse City-Petoskey-Charlevoix)

Arbitron Rank: 195 Pop (12+) 157,900	Stations: 22 / 21	% Below Line: 0.8
Market TSL in Hours: 22.00	Diaries: 587/269:1/62.4%	% Not Listed: 13.9
Average Persons Rating: 16.4	Sample Target: 540	Total Retail Sales: \$2.2 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
		1/4	Share									
1	WTCM-F	C	51 / 19.7	15.0	19.2		18.2	499 / 31.6	28.4	31.9	95 / 979	WTCM-F
2	WKLT-FF	AOR	28 / 10.8	12.5	10.5		15.6	375 / 23.7	23.5	20.6	47 / 631	WKLT-FF
3	WKPK-F	CHR	20 / 7.7	4.5	6.2		5.9	352 / 22.3	15.2	19.0	36 / 592	WKPK-F
4	WKHQ-F	CHR	19 / 7.3	7.7	5.8		4.8	337 / 21.3	21.8	20.9	27 / 566	WKHQ-F
5	WTCM	T	17 / 6.6	4.0	6.2		4.1	209 / 13.3	9.0	15.1	20 / 254	WTCM
6	WMKC-F	C	15 / 5.8	6.5	5.8		7.1	166 / 10.5	14.3	13.5	28 / 326	WMKC-F
7	WLDR-F	SAC	14 / 5.4	5.7	4.3		4.1	158 / 10.0	11.9	13.8	14 / 186	WLDR-F
8	WLXT-F	SAC	12 / 4.6	4.9	3.6		4.8	173 / 11.0	11.3	11.9	22 / 360	WLXT-F
10	WCCW-F	O	11 / 4.2	5.3	5.4		5.9	184 / 11.7	15.6	12.6	13 / 279	WCCW-F
11	WGFM-FF	CL AOR	9 / 3.5	5.3	5.0		4.1	190 / 12.0	12.3	9.6	30 / 403	WGFM-FF
	WJZJ-F	J	9 / 3.5					60 / 3.8			10 / 65	WJZJ-F
13	WCCW-AA	ST	6 / 2.3	2.0	3.6		0.7	52 / 3.3	2.8	3.8	8 / 97	WCCW-AA

12+ FM Share (Metro): 88.79 % ( 198 of 223 ) ( Spring 96: 86.70 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WTCM-F	1 WTCM-F >	1 WTCM-F >>	1 WTCM-F >>	1 WTCM-F >	1 WTCM-F >	1 WTCM-F >>	1 WTCM-F >>	1 WTCM-F >	1 WTCM-F
2 WKLT-FF >	2 WKLT-FF >>	2 WKLT-FF >	2 WTCM	2 WKHQ-F >	2 WKLT-FF >	2 WKHQ-F	2 WKLT-FF <	2 WKLT-FF	2 WKLT-FF
3 WKPK-F	3 WKHQ-F	3 WKHQ-F	3 WMKC-F	3 WKLT-FF	3 WTCM >	3 WKLT-FF	3 WTCM >	3 WKPK-F <	3 WKPK-F >>
4 WGFM-FF	4 WKPK-F	4 WLDR-F	4 WKHQ-F	4 WKPK-F	4 WCCW-F	4 WTCM	4 WKHQ-F	4 WKHQ-F	4 WMKC-F
5 WKHQ-F	5 WTCM	5 WKPK-F	5 WKLT-FF	5 WLDR-F	5 WGFM-FF	5 WKPK-F <	5 WLDR-F	5 WLDR-F	5 WKHQ-F
6 WTCM	6 WGFM-FF	6 WTCM	6 WLDR-F	6 WLXT-F	6 WJZJ-F	6 WMKC-F	6 WLXT-F <	6 WTCM	6 WLDR-F
7 WLXT-F	7 WLXT-F	7 WGFM-FF				7 WKPK-F	7 WLXT-F		
	WLDR-F								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAIR-FF	O	92.5 Atlanta	1.9 8.1 21 326
WBCM-F	C	93.5 Boyne City	0.8 3.5 3 85
WBNZ-F	AC/CHR	99.3 Frankfort	0.8 2.0 2 40
WMBN	ST	1340 Petoskey	1.2 3.5 3 65

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WUPS-F	AC	98.5 Houghton Lake	0.8 3.7 14 303

### AM Stations

WCCW	1310	5 kw (Days)	Standards	ABC	---	Biederman
WKJF	1370	5 kw/1 kw (DA-N)	See WCCW			Cadillac
WTCM	580	15 kw/0.8 kw (DA-2)	Talk	ABC, Westwd, Talknt	Katz	Biederman

### FM Stations

WAIR	92.5	100 kw @ 869	Oldies	ABC	Banner	WKLT	Atlanta
WCCW	107.5	50 kw @ 492	Oldies	ABC	---	Biederman	Traverse City
WGFM	105.1	100 kw @ 617	Classic Rock	Westwd	Allied		Cheboygan
WGFM	98.1	4.9 kw @ 741	See WGFM-F				Glen Arbor
WIAR	94.3	14.88 kw @ 426	See WAIR-F				Leland
WJZJ	95.5	23 kw @ 695	Jazz		Allied		Glen Arbor
WKHQ	105.9	100 kw @ 899	CHR	ABC	Mc-Guild	MacDonald	Charlevoix
WKLT	97.5	31.6 kw @ 617	AOR	ABC	Banner	WAIR	Kalkaska
WKLZ	98.9	52 kw @ 1187	See WKLT-F				Petosky
WKPK	106.7	100 kw @ 580	CHR	Westwd	Christal		Gaylord
WLDR	101.9	100 kw @ 630	Soft AC	Westwd, CNN	Patt		Traverse City
WLXT	96.3	100 kw @ 981	Soft AC		Mc-Guild	MacDonald	Petoskey
WMKC	102.9	100 kw @ 1037	Country	Westwd	Patt		St. Ignace
WTCM	103.5	100 kw @ 990	Country	ABC	Katz	Biederman	Traverse City

Notes:

# ODESSA-MIDLAND, TX

Arbitron Rank: 173 Pop (12+) 186,800  
 Market TSL in Hours: 23.00  
 Average Persons Rating: 16.3

Stations: 18 / 18  
 Diaries: 645/290:1/46.4%  
 Sample Target: 620

% Below Line: 0.0  
 % Not Listed: 7.9  
 Total Retail Sales: \$2.19 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	
1	KCHX-F	CHR	39 / 12.8	10.4	7.3	8.6	450 / 24.1	22.4	17.1	52 / 605	KCHX-F
2	KNFM-F	C	33 / 10.8	9.7	10.1	11.7	358 / 19.1	22.9	19.9	51 / 604	KNFM-F
3	KGEE-F	C	24 / 7.9	12.8	10.8	10.2	320 / 17.1	27.0	24.7	40 / 554	KGEE-F
4	KODM-F	AC	19 / 6.2	8.1	11.1	8.9	334 / 17.9	17.6	16.9	25 / 425	KODM-F
	KBAT-F	AOR	19 / 6.2	5.0	7.6	5.7	278 / 14.9	10.6	14.0	24 / 347	KBAT-F
6	KQLM-F	SP	18 / 5.9	3.4	0.9		138 / 7.4	6.4	4.6	25 / 193	KQLM-F
	KMRK-F	SP	18 / 5.9	8.7	4.4	6.0	201 / 10.8	14.6	9.6	30 / 354	KMRK-F
8	KMND	ST/T	17 / 5.8	5.4	4.1	5.7	132 / 7.1	6.2	8.2	18 / 140	KMND
	KQIP-F	O	17 / 5.8	5.7	6.0	5.1	224 / 12.0	14.9	13.7	22 / 274	KQIP-F
10	KCDQ-F	AOR	18 / 5.3	3.0	3.2	5.7	180 / 9.8	7.0	9.2	23 / 265	KCDQ-F
	KQRX-F	AOR-NR	15 / 4.9	4.0	3.8	2.5	181 / 9.7	9.7	11.3	20 / 228	KQRX-F

12+ FM Share (Metro): 95.44 % ( 251 of 263 ) ( Spring 96: 83.73 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KCHX-F	1 KNFM-F	1 KNFM-F <	1 KMND	1 KCHX-F	1 KNFM-F	1 KNFM-F	1 KNFM-F <	1 KCHX-F	1 KCHX-F >>
2 KQLM-F	KCHX-F >	2 KCHX-F >	KGEE-F	2 KODM-F	2 KCDQ-F >	KCHX-F >	2 KCHX-F <	2 KNFM-F	2 KNFM-F
KNFM-F	3 KQLM-F <	3 KODM-F	KNFM-F	3 KNFM-F	3 KGEE-F	3 KMRK-F <	3 KMND	3 KGEE-F	3 KQRX-F
4 KQRX-F	4 KODM-F	KMRK-F	4 KODM-F	4 KMRK-F	KBAT-F	4 KGEE-F <	4 KGEE-F <	4 KQIP-F	4 KMRK-F
KBAT-F >	KBAT-F <	KBAT-F	5 KCHX-F	KBAT-F	KCHX-F	5 KQLM-F <	5 KODM-F	KODM-F <	KBAT-F
		KGEE-F <	KQIP-F	KGEE-F	KMRK-F	6 KQIP-F	6 KCDQ-F	6 KQLM-F	
		7 KCDQ-F <	KMRK-F <	7 KQIP-F >	KQRX-F	KODM-F <	KBAT-F <	KBAT-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCRS-F	C	103.3	Midland	2.0	4.2	8	141
KCRS	N	550	Midland	0.7	4.5	2	95
KIOL-F	SAC	104.7	Lamesa	2.6	8.5	15	268
KJBC	C	1150	Midland	1.3	2.2	4	43
KKKK-F	REL	99.1	Odessa	3.6	7.0	13	148
KOZA	SP	1230	Odessa	2.0	3.0	6	56
KXXL-F	SP	101.3	Crane	2.6	4.3	9	110

### AM Stations

Station	Power	Time	Format	Advertiser
KMND	1510	2.4 kw	Standards/Talk	ABC
KOZA	1230	1 kw	Hispanic	Katz

### FM Stations

Station	Power	Time	Format	Advertiser
KBAT	93.3	100 kw @ 500	AOR	Eastman
KCDQ	102.1	100 kw @ 977	AOR	ABC
KCHX	106.7	100 kw @ 679	CHR	Westwd
KCRS	103.3	100 kw @ 920	Country	Westwd
KGEE	99.9	98.4 kw @ 574	Country	ABC
KMRK	96.1	50 kw @ 492	Hispanic	Katz
KNFM	92.3	100 kw @ 984	Country	ABC
KODM	97.9	100 kw @ 361	AC	D&R
KQIP	96.9	100 kw @ 500	Oldies	ABC
KQLM	107.9	100 kw @ 846	Hispanic	---
KQRX	95.1	10.35 kw @ 505	AOR-New Rock	---
KXXL	101.3	100 kw @ 433	Hispanic	---

Notes: 3/97 Tommy Vascocu (New Frontier Commun.) bought KBAT-F for \$1,025,000 and KQIP-F for \$475,000

# OWENSBORO, KY

Arbitron Rank: 256 Pop (12+) 75,000  
 Market TSL in Hours: 20.25  
 Average Persons Rating: 14.8

Stations: 12 / 6  
 Diaries: 282/266:1/54.2%  
 Sample Target: 280

% Below Line: 37.9  
 % Not Listed: 11.7  
 Total Retail Sales: \$0.91 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WBKR-F	C	26 / 23.5	31.8		37.1	328 / 43.8	49.8	52.5	112 / 1426	WBKR-F
2	WSTO-F	CHR	24 / 21.7	15.5		11.2	302 / 40.2	36.6	30.8	144 / 2115	WSTO-F
3	WBIO-F	C	10 / 9.0	8.2		6.9	116 / 15.5	12.1	17.1	17 / 176	WBIO-F
4	WVJS	ST	7 / 6.3	3.6		1.7	110 / 14.6	16.4	21.0	9 / 135	WVJS
5	WKDQ-F	C	6 / 5.4	6.4		5.2	107 / 14.2	14.8	17.0	69 / 1234	WKDQ-F
	WIKY-F	AC	6 / 5.4	6.4			97 / 12.9	14.1		86 / 1178	WIKY-F
7	WQXQ-F	AC/CHR	5 / 4.5	4.5		2.6	83 / 11.1	11.4	11.7	10 / 292	WQXQ-F
	WKTG-F	CL AOR	5 / 4.5	2.7		3.4	100 / 13.3	8.3	12.1	15 / 356	WKTG-F
9	WGBF-F	AOR	3 / 2.7	4.5		3.4	69 / 9.1	7.9	7.2	38 / 699	WGBF-F
	WOMI	NT	3 / 2.7	2.7		1.7	55 / 7.3	6.0	7.4	3 / 61	WOMI

12+ FM Share (Metro): 89.80 % ( 88 of 98 ) ( Spring 96: 93.00 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WSTO-F	1 WBKR-F <	1 WBKR-F	1 WBKR-F >>	1 WBKR-F	1 WBKR-F >	1 WBKR-F	1 WBKR-F <	1 WBKR-F	1 WSTO-F <
2 WBKR-F >>	2 WSTO-F >>	2 WSTO-F >>	2 WBIO-F	2 WSTO-F >>	2 WSTO-F >	2 WSTO-F >>	2 WSTO-F >>	2 WSTO-F >>	2 WBKR-F >>
3 WQXQ-F	3 WQXQ-F	3 WQXQ-F	3 WSTO-F	3 WQXQ-F >	3 WKDQ-F	3 WBIO-F >	3 WBIO-F >	3 WBIO-F	3 WIKY-F
WBIO-F >>	WKTG-F	4 WKDQ-F	WVJS >	4 WKDQ-F	WKTG-F >	4 WVJS	4 WQXQ-F	4 WKDQ-F	4 WKDQ-F
		WIKY-F	5 WIKY-F	WIKY-F >>		5 WIKY-F	WVJS >	WIKY-F	WBIO-F
		WKTG-F					WQXQ-F	WQXQ-F	
							WVJS	WVJS	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WJPS-F	O	93.5	Chandler, IN	1.8	5.8	28	508
WXCM-F	AOR-NR	97.1	Hawesville, KY	0.9	4.8	10	113

### AM Stations

WOMI	1490	0.83 kw	News/Talk	Westwd, BNN	Banner	Brill
WVJS	1420	5 kw/1 kw (DA-2)	Standards	ABC	Banner	Brill

### FM Stations

WBIO	94.7	3 kw @ 328	Classic Country	ABC	---	Cromwell	Philpot
WBKR	92.5	91.4 kw @ 1049	Country		Banner	Brill	
WKTG	93.9	50 kw @ 328	Classic Rock	Westwd	---		Madisonville, KY
WQXQ	101.9	100 kw @ 669	AC/CHR	ABC	---		Central City, KY

Notes: Other ranked stations -- See Evansville in the Spring 1997 American Radio

# PALM SPRINGS, CA

Arbitron Rank: 150 Pop (12+) 242,300  
 Market TSL in Hours: 23.00  
 Average Persons Rating: 17.3

Stations: 19 / 18  
 Diaries: 703/345:1/54.3%  
 Sample Target: 620

% Below Line: 1.0  
 % Not Listed: 13.8  
 Total Retail Sales: \$2.85 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume
1 KPSI-F	CHR	58 / 13.8	14.6	14.7	15.0	12.7	765 / 31.6	37.5	33.2	KPSI-F
2 KWXY-AF	EZ	45 / 10.7	13.7	12.7	11.7	8.7	340 / 14.0	15.6	16.4	KWXY-AF
3 KLOB-F	SP	39 / 9.3	7.7	6.7	5.3	5.7	358 / 14.8	16.3	15.0	KLOB-F
4 KPLM-F	C	30 / 7.2	6.7	7.2	6.4	9.0	283 / 11.7	13.9	14.7	KPLM-F
5 KUNA-F	SP	28 / 6.7	6.0	6.2	4.8	2.2	287 / 11.9	11.2	10.4	KUNA-F
6 KDES-F	O	25 / 6.0	7.2	7.7	5.9	8.0	444 / 18.3	20.5	22.7	KDES-F
7 KEZN-F	SAC	20 / 4.8	9.8	6.7	5.9	6.5	272 / 11.2	17.8	18.8	KEZN-F
8 KCLB-F	AOR	19 / 4.5	5.3	4.5	6.1	5.0	251 / 10.4	13.3	14.6	KCLB-F
9 KCMJ-F	CL AOR	15 / 3.6	4.6	4.2	3.1	4.5	248 / 10.2	14.3	14.6	KCMJ-F
KJJZ-F	J	15 / 3.6	1.4	2.0	4.3	2.7	221 / 9.1	8.2	8.9	KJJZ-F

12+ FM Share (Metro): 81.16 % ( 293 of 361 ) ( Spring 96: 86.40 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KPSI-F >	1 KPSI-F >	1 KPSI-F	1 KWXY-AF >>	1 KPSI-F	1 KPLM-F	1 KPSI-F	1 KWXY-AF <	1 KPSI-F >	1 KPSI-F >>
2 KUNA-F	2 KLOB-F	2 KLOB-F	2 KPLM-F <	2 KLOB-F <	2 KUNA-F <	2 KWXY-AF	2 KPSI-F	2 KWXY-AF <	2 KLOB-F
KLOB-F >	3 KUNA-F	3 KPLM-F <	3 KDES-F	3 KEZN-F >	3 KLOB-F <	3 KLOB-F	3 KLOB-F	3 KLOB-F	3 KPLM-F
4 KCLB-F	4 KPLM-F <	4 KUNA-F	KLOB-F	4 KUNA-F	4 KCLB-F <	4 KPLM-F <	4 KPLM-F <	4 KUNA-F <	KWXY-AF
5 KPLM-F	5 KCLB-F	5 KEZN-F <	5 KPSI-F	5 KPLM-F	5 KPSI-F	5 KUNA-F <	5 KUNA-F	5 KPLM-F	5 KUNA-F <
6 KEZN-F	6 KEZN-F	6 KCLB-F	6 KJJZ-F <	KJJZ-F	6 KDES-F	6 KCLB-F	6 KDES-F <	6 KDES-F	6 KDES-F
		KDES-F		KCLB					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCLB SP 970 Coachella	3.1	5.4	
KCMJ ST 1140 Palm Springs	1.7	3.2	
KNWZ N/T 1270 Thousand Palms	2.6	8.5	
KPSI T 1450 Palm Springs	3.1	6.7	
KPSL T 1010 Thousand Palms	1.0	4.2	
KSES-F AC/CHR 106.9 Yucca Valley	0.7	6.0	
KUNA SP 1400 Indio	2.6	3.3	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFI T 640 Los Angeles	1.0	4.7	

### AM Stations

KWXY	1340	1 kw	See KWXY-F	Cathedral City
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### FM Stations

Station	Power	Time	Format	Notes	Location
KCLB	93.7	26.5 kw @ 640	AOR		Coachella
KCMJ	92.7	3 kw @ 300	Classic AOR		Indio
KDES	104.7	42 kw @ 540	Oldies		
KEZN	103.1	1.9 kw @ 590	Soft AC	Westwd	Palm Desert
KJJZ	102.3	0.66 kw @ 587	Jazz		Indio
KLOB	94.7	1.8 kw @ 607	Hispanic		Thousand Palms
KPLM	106.1	50 kw @ 392	Country	AP	
KPSI	100.5	25 kw @ 174	CHR		
KUNA	96.7	0.65 kw @ 577	Hispanic	CNN	La Quinta
KWXY	98.5	50 kw @ 500	Easy Listening		Cathedral City

Notes: There is no TSA for the market, 3/97 KUNA-AF sold to St. Joseph (MO) News-Press & Gazette for \$1,825,000 (Exline)

# PANAMA CITY, FL

Arbitron Rank: 226 Pop (12+) 119,500  
 Market TSL in Hours: 20.75  
 Average Persons Rating: 15.6

Stations: 15 / 14  
 Diaries: 324/369:1/47.1%  
 Sample Target: 330

% Below Line: 1.1  
 % Not Listed: 9.1  
 Total Retail Sales: \$1.59 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 WPAP-F	C	41 / 21.9		10.1		15.0	409 / 34.2	26.8	25.2	66 / 766	WPAP-F
2 WFSY-F	AC	19 / 10.2		6.4		9.8	254 / 21.3	18.6	18.6	39 / 409	WFSY-F
3 WILN-F	CHR	17 / 9.1		14.4		12.1	334 / 28.0	31.2	22.9	22 / 457	WILN-F
4 WAKT-F	C	16 / 8.6		9.6		4.6	202 / 16.9	21.3	13.4	17 / 234	WAKT-F
5 WRBA-F	CL AOR	14 / 7.5		10.6		6.9	194 / 16.2	15.8	13.4	17 / 235	WRBA-F
6 WYOO-F	N/T	10 / 5.3		4.8		3.5	140 / 11.8	10.5	10.2	10 / 152	WYOO-F
	WEBZ-F	10 / 5.3		10.6		9.2	134 / 11.2	17.1	14.0	14 / 182	WEBZ-F
8 WPFM-F	CHR	9 / 4.8		3.7		1.7	185 / 15.5	15.4	6.1	20 / 405	WPFM-F
9 WPBH-F	O	8 / 4.3		2.7		2.9	138 / 11.5	10.7	11.9	13 / 209	WPBH-F
10 WDRK-F	AOR	7 / 3.7		10.6		8.1	101 / 8.5	18.1	15.2	8 / 149	WDRK-F

12+ FM Share (Metro): 97.06 % ( 165 of 170 ) ( Spring 96: 97.06 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WPAP-F	1 WPAP-F >>	1 WPAP-F >>	1 WPAP-F >	1 WPAP-F >	1 WPAP-F >	1 WPAP-F >	1 WPAP-F >>	1 WPAP-F >>	1 WPAP-F >>
2 WAKT-F	2 WRBA-F <	2 WFSY-F <	2 WFSY-F >	2 WFSY-F >>	2 WRBA-F >	2 WFSY-F <	2 WFSY-F	2 WFSY-F	2 WPFM-F
3 WILN-F	3 WFSY-F <	3 WRBA-F >	3 WEBZ-F >	3 WRBA-F	3 WYOO-F	3 WILN-F	3 WYOO-F	3 WILN-F	3 WILN-F >
4 WRBA-F	4 WILN-F	4 WAKT-F	4 WYOO-F	WILN-F	WFSY-F	4 WRBA-F <	WRBA-F	4 WPFM-F	4 WFSY-F
WDRK-F	WAKT-F >	5 WILN-F	WRBA-F	WAKT-F	5 WAKT-F	5 WAKT-F >	5 WAKT-F	5 WAKT-F <	5 WAKT-F <
6 WPFM-F	6 WPBH-F	6 WYOO-F	WAKT-F				6 WEBZ-F <	6 WYOO-F	6 WDRK-F
		WPBH-F					7 WILN-F	WRBA-F <	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDIZ	ST	590	Panama City	2.1	5.0	5	67
WLTC	N/T	1430	Panama City	0.5	4.9	1	63
WPCF-F	REL	100.1	Panama City	3.2	7.6	7	117
WTBB-F	AOR	97.7	Bonifay	3.2	8.9	23	308

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDRK-F	C	96.9	Enterprise, AL	1.1	3.2	27	304

### FM Stations

Station	Freq	Power	Location	Format	Notes
WAKT	105.1	50 kw @ 377		Country	Westwd
WDRK	103.5	100 kw @ 423		AOR	Christal Root
WEBZ	93.5	14.5 kw @ 669		Standards	— Root
WFSY	98.5	100 kw @ 1056		AC	Mc-Guild Port St. Joe
WILN	105.9	50 kw @ 394		CHR	Westwd
WPAP	92.5	100 kw @ 1338		Country	Mc-Guild Clear Channel
WPBH	94.5	100 kw @ 991		Oldies	Banner Empire
WPFM	107.9	100 kw @ 781		CHR	Mc-Guild Clear Channel
WRBA	95.9	50 kw @ 492		Classic AOR	Westwd
WYOO	101.1	5.2 kw @ 236		News/Talk	Katz Root
					Christal Root
					— Styles
					Springfield
					Springfield

Notes: Late 1996 The WEBZ-F calls and Standards format moved from 99.3 to 93.5; the 99.3 became AC WSHF-F . . . 2/97 WAKT-F/WRBA-F sold to Root for \$3,400,000 (Boyle) . . . 4/97 WDRK-F/WPFM-F sold to Root for \$2,750,000 (Don Clark) . . . 5/97 WYOO-F sold to Styles for \$770,000 . . . 6/97 Paxson sold these stations to Clear Channel: WDIZ for \$500,000; WFSY-F for \$2,500,000; WPAP-F for \$5,900,000; WPBH-F for \$1,100,000; WSHF-F for \$1,500,000



# PARKERSBURG-MARIETTA, WV-OH

Arbitron Rank: 218 Pop (12+) 128,100  
 Market TSL In Hours: 19.75  
 Average Persons Rating: 14.4

Stations: 13 / 12  
 Diaries: 527/243:1/59.1%  
 Sample Target: 520

% Below Line: 0.5  
 % Not Listed: 9.2  
 Total Retail Sales: \$1.46 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WNUS-F	C	30 / 16.3	18.4	14.1	14.1	361 / 28.2	28.7	25.3	40 / 460	WNUS-F
2	WXIL-F	CHR	29 / 15.7	20.1	17.9	17.9	414 / 32.3	38.4	39.4	40 / 680	WXIL-F
3	WRZZ-F	AOR/CL	22 / 11.9	6.7	4.3	4.3	241 / 18.8	16.7	13.5	24 / 340	WRZZ-F
4	WXKX-F	C	20 / 10.9	11.7	17.4	17.4	318 / 24.8	26.5	35.0	40 / 562	WXKX-F
5	WDMX-F	O	19 / 10.3	8.9	8.7	8.7	268 / 20.9	23.9	22.9	23 / 345	WDMX-F
6	WADC	ST	12 / 6.5	2.8	7.1	7.1	126 / 9.8	6.6	12.4	14 / 161	WADC
7	WURN-F	SAC	9 / 4.9	4.5	5.4	5.4	168 / 13.1	13.9	12.7	13 / 246	WURN-F
8	WHCM-F	C	8 / 4.3	3.4	3.8	3.8	152 / 11.8	12.0	9.7	28 / 419	WHCM-F
9	WLTP	T	5 / 2.7	2.8	1.1	1.1	52 / 4.1	5.0	4.5	5 / 62	WLTP
	WKYG	T	5 / 2.7	3.4	2.7	2.7	96 / 7.5	8.8	7.7	5 / 101	WKYG

12+ FM Share (Metro): 82.63 % ( 138 of 167 ) ( Spring 96: 85.99 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WXIL-F	1 WXIL-F	1 WXIL-F	1 WNUS-F	1 WXIL-F	1 WRZZ-F	1 WRZZ-F <	1 WNUS-F	1 WXIL-F <	1 WXIL-F <
WRZZ-F	WRZZ-F <	2 WNUS-F <	2 WDMX-F <	WNUS-F >	2 WXIL-F	2 WNUS-F	2 WXIL-F <	2 WNUS-F	2 WNUS-F
3 WNUS-F >>	3 WNUS-F	3 WRZZ-F	3 WXKX-F	3 WDMX-F	WDMX-F >	3 WXIL-F	3 WXKX-F <	3 WDMX-F <	3 WRZZ-F
4 WXKX-F	4 WDMX-F >	WDMX-F >	WXIL-F <	4 WXKX-F	4 WNUS-F >	4 WXKX-F	4 WRZZ-F <	4 WXKX-F <	4 WXKX-F >
			5 WADC	WURN-F		WDMX-F >	5 WDMX-F	5 WRZZ-F >	
			6 WRZZ-F >	WRZZ-F >>					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMOA AC 1490 Marietta	1.6	4.5	3 58
WYLI CHR 910 Marietta	2.2	6.1	4 91

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFBY-F CLAOR 106.5 Clarksburg	0.5	1.7	5 75

### AM Stations

WADC	1050	5 kw/0.144 kw	Standards	CBS, Westwd	Regional	WHCM-F
WKYG	1230	1 kw	Talk	ABC, Tiknt, Westwd	Mc-Guild	Burbach
WLTP	1450	1 kw	Talk	SBUSA, TARN, USA	Regional	WDMX-F/WNUS-F

### FM Stations

WDMX	100.1	1.65 kw @ 438	Oldies	ABC	K&P	WLTP/WNUS-F	Vienna, WV
WHCM	99.1	11.4 kw @ 485	Country	Westwd, CBS	Regional	WADC	
WNUS	107.1	4.7 kw @ 351	Country		Regional	WLTP/WDMX-F	Belpre, OH
WRZZ	106.1	3 kw @ 469	AOR/Classic AOR	Westwd	Regional		Elizabeth, WV
WURN	102.1	11 kw @ 492	Soft AC	Westwd	Regional		Marietta
WXIL	95.1	50 kw @ 500	CHR		Katz	Burbach	
WXKX	103.1	0.73 kw @ 556	Country	ABC	Mc-Guild	Burbach	

Notes:

# POUGHKEEPSIE, NY

Arbitron Rank: 160 Pop (12+) 213,300  
 Market TSL in Hours: 22.50  
 Average Persons Rating: 17.3

Stations: 31 / 16  
 Diaries: 481/443:1/55.9%  
 Sample Target: 440

% Below Line: 21.7  
 % Not Listed: 19.8  
 Total Retail Sales: \$2.19 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1 WPDH-F	AOR/CL	39 / 10.6		12.0		15.8	535 / 25.1	27.6	30.1	109 / 1493	WPDH-F
2 WRWD-F	C	35 / 9.5		9.9		4.1	354 / 16.6	15.2	10.8	70 / 835	WRWD-F
3 WSPK-F	CHR	29 / 7.9		6.5		10.6	542 / 25.4	21.2	26.7	90 / 1524	WSPK-F
4 WCZX-F	O	21 / 5.7		5.5		7.3	407 / 19.1	13.4	17.3	45 / 900	WCZX-F
5 WEOK	ST	17 / 4.6		3.7		4.4	189 / 8.9	8.8	8.6	17 / 189	WEOK
6 WRNQ-F	SAC	16 / 4.3		4.4		6.0	318 / 14.9	13.6	13.8	24 / 499	WRNQ-F
7 WBPM-F	CHR	14 / 3.8		1.6		1.3	174 / 8.2	9.7	9.7	35 / 508	WBPM-F
WBWZ-F	AC	14 / 3.8		2.9		3.6	297 / 13.9	9.0	11.4	18 / 442	WBWZ-F
9 WHUD-F	SAC	12 / 3.3		4.7		6.0	267 / 12.5	14.6	12.8	51 / 884	WHUD-F
10 WDST-F	AOR-NR	11 / 3.0		2.1		2.1	170 / 8.0	8.5	7.2	17 / 282	WDST-F

12+ FM Share (Metro): 82.31 % ( 242 of 294 ) ( Spring 96: 83.96 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WPDH-F	1 WPDH-F >	1 WPDH-F >	1 WRWD-F >	1 WRWD-F >	1 WPDH-F >>	1 WPDH-F	1 WPDH-F >	1 WPDH-F <	1 WSPK-F
2 WSPK-F >	2 WSPK-F	2 WRWD-F >	2 WPDH-F	2 WPDH-F	2 WRWD-F >	2 WRWD-F	2 WRWD-F >	2 WRWD-F >	2 WRWD-F <
3 WBWZ-F	3 WRWD-F	3 WCZX-F	3 WCZX-F	3 WBWZ-F	WCZX-F	3 WSPK-F	3 WSPK-F >	3 WSPK-F	3 WPDH-F
WDST-F	4 WCZX-F	4 WBWZ-F	WEOK	4 WCZX-F	4 WDST-F >	4 WEOK <	4 WCZX-F <	4 WCZX-F	4 WBPM-F
5 WRWD-F	5 WBWZ-F	WSPK-F	5 WRNQ-F	WSPK-F		5 WCZX-F	5 WABC <	5 WRNQ-F	5 WDST-F
6 WBPM-F	6 WBPM-F	6 WHUD-F	6 WHUD-F	WHUD-F		6 WBWZ-F	6 WRNQ-F <	WBPM-F <	6 WCZX-F
	WDST-F			7 WRNQ-F >					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBNR T 1260 Beacon	0.8	3.0	5 94
WDSP-F AOR-NR 96.9 Arlington	1.1	5.8	5 154
WHVW C 950 Hyde Park	0.8	2.1	3 44
WKIP T 1450 Poughkeepsie	0.8	4.1	3 93
WKZE-F AOR-P 98.1 Salisbury, CT	0.5	2.2	2 48
WPDA-F AOR 106.1 Jeffersonville	0.0	0.6	0 21
WTND-F C 96.1 Poughkeepsie	1.4	2.9	7 105

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC T 770 New York	2.7	6.3	27 511
WAXB-F O 105.5 Patterson	2.2	4.9	8 104
WAXQ-F CLAOR 104.3 New York	0.5	2.3	5 127
WCBS N 880 New York	1.6	8.0	34 500
WFAN SPRTS 660 New York	1.9	7.0	25 478
WGNA-F C 107.7 Albany	0.5	2.4	4 86
WKTU-F CHR/U 103.5 Lake Success	0.5	3.4	11 254
WLTW-F SAC 106.7 New York	0.8	1.8	6 200
WNEW-F CL AOR 102.7 New York	0.8	2.5	7 146
WOR T 710 New York	0.8	3.1	9 144
WPLJ-F CHR 95.5 New York	0.5	3.0	15 339
WRKI-F AOR 95.1 Brookfield, CT	2.7	5.8	10 135
WRRV-F AOR-NR 92.7 Middletown, NY	2.2	6.8	56 802
WXRK-F T/NR 92.3 New York	0.5	2.7	10 306

### AM Stations

WEOK 1390 5 kw/0.106 kw (DA-2) Standards CNN, Westwd Katz Dyson

### FM Stations

WBPM 94.3 1.11 kw @ 554	CHR	---	Dyson	Kingston
WBWZ 93.3 0.35 kw @ 948	AC	---	Mike Schwartz	New Paltz
WCZX 97.7 0.3 kw @ 1030	Oldies	Katz	Dyson	Hyde Park
WDST 100.1 3 kw @ 306	New Rock			Woodstock
WPDH 101.5 4.4 kw @ 1540	Classic AOR	ABC	Katz Dyson	
WRNQ 92.1 2.15 kw @ 384	Soft AC	Westwd	Christal WKIP	
WRWD 107.3 0.33 kw @ 968	Country		---	Mike Schwartz Highland
WSPK 104.7 7.4 kw @ 1250	CHR	ABC	Christal Albany	

Notes: 5/97 These stations were sold to Dyson: WKNY for \$630,000; WDSP-F for \$1,370,000 (Blackburn) . . . 7/97 WBNR/WSPK-F sold to Albany Bcstg. For \$14,000,000 (Blackburn)

# RAPID CITY, SD

Arbitron Rank: 250 Pop (12+) 87,000	Stations: 14 / 13	% Below Line: 0.7
Market TSL In Hours: 20.50	Diaries: 312/279:1/61.3%	% Not Listed: 8.2
Average Persons Rating: 15.4	Sample Target: 290	Total Retail Sales: \$1.34 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Spq 96	Spq 95	12+ TSA		
		1/4 Share	Share								AQH / Cume	Cume	
1 KOUT-F	C	21	15.6		13.9		18.2	224 / 25.8	27.7	29.8	24	285	KOUT-F
2 KFXS-F	AOR/CL	14	10.4		13.1		13.1	214 / 24.6	26.0	23.4	16	249	KFXS-F
3 KRCS-F	CHR	12	8.9		1.5			190 / 21.8	3.8		21	312	KRCS-F
	KKMK-F	12	8.9		13.1		17.5	189 / 21.7	28.9	25.7	15	227	KKMK-F
	KIQK-F	12	8.9		3.6		12.4	153 / 17.5	14.0	22.0	22	243	KIQK-F
6 KOTA	T	11	8.2		7.3		10.2	178 / 20.4	17.1	21.4	12	211	KOTA
7 KSQY-F	AOR	9	6.7		8.0		4.4	166 / 19.0	20.8	12.6	16	301	KSQY-F
	KKLS	9	6.7		2.9		1.5	128 / 14.7	10.7	8.1	13	173	KKLS
9 KBHB	C	7	5.2		6.6		0.7	79 / 9.0	7.5	3.7	17	182	KBHB
10 KDDX-F	AOR	5	3.7		5.1		3.6	78 / 8.9	11.2	8.5	13	174	KDDX-F

12+ FM Share (Metro): 71.54 % ( 88 of 123 ) ( Spring 96: 69.05 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KOUT-F	1 KOUT-F >	1 KOUT-F >	1 KOUT-F	1 KOUT-F >	1 KOUT-F	1 KOUT-F >	1 KOUT-F >	1 KOUT-F	1 KKMK-F
2 KFXS-F	2 KFXS-F	2 KFXS-F	2 KOTA >	2 KIQK-F	KFXS-F >>	2 KFXS-F	2 KOTA	2 KKMK-F >	2 KRCS-F
3 KSQY-F	3 KKMK-F	3 KIQK-F	3 KKLS	3 KKMK-F >	3 KSQY-F	3 KIQK-F <	3 KFXS-F <	3 KIQK-F	KOUT-F
	4 KIQK-F	4 KKMK-F	KIQK-F	4 KKLS	4 KDDX-F >	4 KRCS-F <	4 KIQK-F	KFXS-F <	KFXS-F >
5 KRCS-F	5 KSQY-F	5 KSQY-F	KBHB >	5 KFXS-F >		5 KOTA <	5 KKMK-F <	5 KRCS-F	5 KOTA
	6 KKLS >					6 KSQY-F <		KKLS >	KIQK-F

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KIMM	C	1150 Rapid City	3.0	6.8	5 89
KSLT-F	REL	107.3 Spearfish	1.5	4.1	3 58
KTOQ	ST	1340 Rapid City	3.0	9.2	5 106

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KZZI-F	AC	95.9 Belle Fourche		0.7	3.3	6 128

### AM Stations

Station	Power	Time	Format	City	Advertiser
KBHB	810	25 kw (Days)	Classic Country	Westwd	K&P Chris Dahl Sturgis
KKLS	920	5 kw/0.111 kw (DA-2)	Oldies	ABC	Mc-Guild Tom Ingstad
KOTA	1380	5 kw (DA-N)	Talk	CBS, Westwd	Katz Duhamel

### FM Stations

Station	Power	Time	Format	City	Advertiser
KDDX	101.1	85 kw @ 1817	AOR		Katz Duhamel Spearfish
KFXS	100.3	100 kw @ 450	AOR/Classic AOR	ABC	Mc-Guild Tom Ingstad
KIQK	104.1	100 kw @ 538	Country		K&P KTOQ
KKMK	93.9	100 kw @ 756	AC	CNN	Mc-Guild Tom Ingstad
KOUT	98.7	100 kw @ 446	Country		Mc-Guild Tom Ingstad
KRCS	93.1	100 kw @ 1060	CHR	Westwd	Mc-Guild Chris Dahl Sturgis
KSQY	95.1	100 kw @ 1707	AOR	Westwd	Roslin Deadwood

Notes:

# READING, PA

Arbitron Rank: 130 Pop (12+) 295,400  
 Market TSL in Hours: 24.25  
 Average Persons Rating: 17.6

Stations: 32 / 5  
 Diaries: 466/634:1/63.3%  
 Sample Target: 440

% Below Line: 58.7  
 % Not Listed: 9.6  
 Total Retail Sales: \$3.2 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume
1	WRFY-F	CHR	97 / 18.6	20.4	16.9	18.8	1054 / 35.7	39.6	32.5	WRFY-F
2	WIOV-F	C	43 / 8.2	6.5	7.9	10.0	496 / 16.8	15.5	16.5	WIOV-F
3	WEEU	FS	41 / 7.9	10.5	9.8	8.0	574 / 19.4	21.2	18.8	WEEU
4	WFMZ-F	SAC	30 / 5.8	4.2	5.7	4.3	360 / 12.2	7.2	9.7	WFMZ-F
5	WYSP-F	T/CL AOR	26 / 5.0	4.6	3.1	4.9	387 / 13.1	12.6	11.3	WYSP-F
6	WBEB-F	AC	23 / 4.4	3.2	2.9	0.4	249 / 8.4	8.4	7.2	WBEB-F
	WUSL-F	B	23 / 4.4	1.6	1.7	1.6	223 / 7.5	3.4	5.0	WUSL-F
8	WOGL-F	O	21 / 4.0	2.2	3.4	3.7	292 / 9.9	8.7	10.3	WOGL-F
9	WWDB-F	T	16 / 3.1	4.2	3.6	1.8	193 / 6.5	8.5	7.0	WWDB-F
10	WYXR-F	AC/CHR	15 / 2.9	1.6	3.6	2.0	323 / 10.9	10.4	11.1	WYXR-F
11	WRAW	ST	14 / 2.7	6.3	3.8	6.7	187 / 6.3	10.6	10.5	WRAW

12+ FM Share (Metro): 83.86 % ( 395 of 471 ) ( Spring 96: 80.79 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WRFY-F >	1 WRFY-F >>	1 WRFY-F >>	1 WRFY-F >	1 WRFY-F >>	1 WRFY-F >>	1 WRFY-F >>	1 WRFY-F >	1 WRFY-F >>	1 WRFY-F
2 WUSL-F	2 WIOV-F	2 WIOV-F >	2 WEEU	2 WFMZ-F <	2 WIOV-F	2 WEEU <	2 WIOV-F >	2 WIOV-F >	2 WUSL-F >
3 WYSP-F	3 WYSP-F	3 WOGL-F	3 WIOV-F >	3 WIOV-F	3 WYSP-F >	3 WYSP-F	3 WIOV-F	3 WFMZ-F	3 WWDB-F
4 WIOV-F	4 WUSL-F	WYSP-F <	4 WFMZ-F	4 WOGL-F	4 WOGL-F	WIOV-F >>	4 WFMZ-F	WBEB-F <	WOGL-F <
5 WFMZ-F	5 WFMZ-F	5 WFMZ-F >	5 WOGL-F <	5 WYXR-F	5 WMGK-F	5 WBEB-F	5 WBEB-F	5 WRAW	
6 WYXR-F >	6 WOGL-F >	6 WBEB-F		6 WUSL-F	6 WUSL-F		6 WOGL-F	6 WWDB-F	WUSL-F <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBYN-F	REL	107.5	Boyetown 1.9 5.1
WIOV	N/T	1240	Reading 0.6 3.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 1.3 8.3
WAEB	T	790	Allentown 0.6 2.6
WAEB-F	CHR	104.1	Allentown 1.0 5.5
WDAC-F	REL	94.5	Lancaster 1.0 2.8
WFLN-F	CL	95.7	Philadelphia 1.5 4.3
WIOQ-F	CHR	102.1	Philadelphia 1.0 6.7
WIP	SPRTS	610	Philadelphia 1.5 4.9
WJZ-F	J	106.1	Philadelphia 1.0 4.2
WLAN-F	CHR	96.9	Lancaster 1.5 7.4
WMGK-F	CL HITS	102.9	Philadelphia 1.9 6.5
WMMR-F	AOR	93.3	Philadelphia 1.2 5.5
WODE-F	O	99.9	Easton 1.9 5.7
WPLY-F	CHR-NR	100.3	Media 0.6 3.2
WQXA-F	AOR-NR	105.7	York 0.8 4.4
WRKZ-F	C	106.7	Hershey 0.6 3.7
WROZ-F	SAC	101.3	Lancaster 0.4 1.9
WRVV-F	AC/AOR	97.3	Harrisburg 1.7 7.8
WXTU-F	C	92.5	Philadelphia 1.2 6.9
WZZO-F	AOR	95.1	Bethlehem 0.4 2.2

### AM Stations

WEEU	850	1 kw (DA-N)	Full Service	ABC	Mc-Guild
WIOV	1240	1 kw	News/Talk	ABC, CNN	Banner Brill
WRAW	1340	1 kw	Standards	ABC	Katz Clear Channel

### FM Stations

WBYN	107.5	39.9 kw @ 611	Religion	---	WDAC	Boyetown
WRFY	102.5	19 kw @ 807	CHR	Allied	Clear Channel	

Notes: Other ranked stations -- See Allentown or Philadelphia ... There is no TSA for the market

# REDDING, CA

Arbitron Rank: 210 Pop (12+) 135,700  
 Market TSL in Hours: 22.00  
 Average Persons Rating: 15.8

Stations: 10 / 9  
 Diaries: 353/384: 1/50.4%  
 Sample Target: 350

% Below Line: 5.6  
 % Not Listed: 18.1  
 Total Retail Sales: \$1.43 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume
1 KRRX-F	AOR	35 / 16.3	8.0	5.9	8.4	5.9	325 / 23.9	17.7	15.7	45 / 472
2 KNCQ-F	C	24 / 11.2	14.5	13.4	13.4	11.8	258 / 19.0	24.3	22.6	33 / 402
3 KQMS	FS/T	23 / 10.7	17.3	12.3	11.9	13.7	302 / 22.3	29.8	21.8	23 / 312
4 KRDG-F	O	19 / 8.8	10.3	6.4			201 / 14.8	16.5	10.1	20 / 218
5 KSHA-F	SAC	16 / 7.4	6.1	7.5	8.9	11.8	199 / 14.6	17.2	16.9	18 / 280
6 KNNN-F	AC	14 / 6.5	2.8	7.0	6.9	5.9	183 / 13.5	12.6	15.8	15 / 215
KEWB-F	C	14 / 6.5	7.0	9.1	9.4	8.8	203 / 15.0	15.8	16.6	20 / 300
8 KRQR-F	AOR-P	12 / 5.6	5.1	8.0	2.5	3.4	222 / 16.3	12.6	12.8	19 / 332
9 KNRO	T	11 / 5.1	2.3	1.6	2.5	2.0	124 / 9.1	7.7	5.1	12 / 148
10 KEGR-F	CL AOR	8 / 3.7	6.1	9.1	9.4	9.8	199 / 14.7	14.7	21.1	10 / 267

12+ FM Share (Metro): 80.68 % ( 142 of 176 ) ( Spring 96: 83.22 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRRX-F >>	1 KRRX-F >>	1 KRRX-F >>	1 KQMS	1 KSHA-F	1 KRRX-F >>	1 KQMS	1 KRRX-F	1 KRRX-F >	1 KRRX-F >
2 KRQR-F	2 KNCQ-F	2 KRDG-F	2 KNCQ-F	2 KRRX-F	2 KRDG-F	2 KRRX-F <	2 KQMS	2 KRDG-F	2 KRQR-F <
KSHA-F	3 KSHA-F <	3 KNCQ-F	3 KRDG-F	3 KRDG-F	KNCQ-F	3 KNCQ-F >	3 KRDG-F	3 KNCQ-F	3 KSHA-F
4 KNNN-F	4 KNNN-F <	4 KNNN-F	4 KRRX-F	4 KNCQ-F >	4 KNRO	4 KRDG-F <	4 KNNN-F	4 KNNN-F	4 KEWB-F
	5 KEWB-F	5 KSHA-F	5 KNRO		KNNN-F	5 KNRO	KNCQ-F <	5 KSHA-F	5 KNCQ-F
		6 KQMS	KEWB-F		KEWB-F		6 KSHA-F	KQMS	
		KEWB-F						KEWB-F <	

### AM Stations

KNRO	600	1 kw (DA-1)	Talk	Westwd, 1-on-1, SRN	Allied	Redwood
KQMS	1400	1 kw	Talk	ABC	Christal	Regent, pend.

### FM Stations

KEGR	102.7	5.5 kw @ 1414	Classic AOR	D&R	KNCQ/KEWB	Red Bluff
KEWB	94.7	4.2 kw @ 1565	Country	D&R	KNCQ/KEGR	Anderson
KNCQ	97.3	28 kw @ 3569	Country	D&R	KEGR/KEWB	
KRDG	105.3	9.9 kw @ 1056	Oldies	Eastman	Redwood	Shingletown
KRRX	106.1	100 kw @ 1968	AOR	—	Redwood	Burney
KSHA	104.3	100 kw @ 1580	SAC	Christal	Regent, pend.	

Notes: KRQR-F -- See Chico ... 3/97 KLXR-F returned to the air, simulcasting Talk KNRO ... 3/97 KARZ-F changed from AC to AOR ... 5/97 KARZ-F changed calls to KRRX-F ... 6/97 KQMS/KSHA-F sold by Park Lane to Regent (price NA)

# ROCHESTER, MN

Arbitron Rank: 247 Pop (12+) 92,700  
 Market TSL In Hours: 20.00  
 Average Persons Rating: 15.1

Stations: 16 / 9  
 Diaries: 409/227:1/61.9%  
 Sample Target: 410

% Below Line: 10.7  
 % Not Listed: 15.0  
 Total Retail Sales: \$1.4 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KWWK-F	20 / 14.2		10.5		6.4	222 / 23.9	20.5	22.4	26 / 339	KWWK-F
	KRCH-F	20 / 14.2		13.5		16.3	270 / 29.1	30.5	29.3	31 / 474	KRCH-F
3	KROC-F	15 / 10.7		14.3		13.5	310 / 33.5	34.6	29.7	41 / 834	KROC-F
4	KROC	14 / 10.0		8.3		6.4	200 / 21.5	20.2	18.3	20 / 254	KROC
5	KYBA-F	11 / 7.8		6.8		9.2	173 / 18.7	19.0	24.9	21 / 303	KYBA-F
6	KMFX-F	10 / 7.1		8.3		8.5	189 / 20.4	20.4	19.0	15 / 290	KMFX-F
	KNXR-F	10 / 7.1		11.3		9.9	132 / 14.2	17.4	15.0	25 / 343	KNXR-F
8	WCCO	6 / 4.3		0.8		2.8	76 / 8.3	4.5	6.6	22 / 303	WCCO
9	KOLM	3 / 2.1		3.0			66 / 7.1	4.8		6 / 133	KOLM

12+ FM Share (Metro): 74.61 % ( 473 of 634 ) ( Spring 96: 85.32 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRCH-F >>	1 KRCH-F >	1 KRCH-F >	1 KWWK-F	1 KYBA-F	1 KRCH-F >>	1 KWWK-F	1 KRCH-F	1 KRCH-F	1 KROC-F <
2 KYBA-F	2 KWWK-F <	2 KWWK-F <	2 KROC	2 KWWK-F >	2 KWWK-F	KROC	2 KWWK-F >	2 KWWK-F	2 KRCH-F
KROC-F	3 KYBA-F	3 KYBA-F >	3 KNXR-F >	3 KMFX-F	3 KROC	3 KRCH-F	3 KROC <	3 KROC-F	3 KWWK-F
KMFX-F	4 KROC-F	4 KROC-F	4 KRCH-F	KROC-F	4 KROC-F	4 KROC-F	4 KYBA-F <	4 KMFX-F <	4 KMFX-F
5 KWWK-F >>	5 KMFX-F >	5 KMFX-F	5 KYBA-F	KRCH-F >>	KYBA-F >	5 KNXR-F	5 KNXR-F	5 KYBA-F	5 KYBA-F
		KROC >>				KYBA-F >	6 KROC-F	6 KNXR-F	6 KROC

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KWEB SPRTS 1270 Rochester	0.7	6.4	2 69

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAUS-F C 99.9 Austin	0.7	4.7	21 334
KDWB-F CHR 101.3 Richfield	1.4	7.1	8 178
KEEY-F C 102.1 Minneapolis	0.7	3.4	12 165
KEGE-F AOR-NR 93.7 Minneapolis	1.4	5.2	8 211
KQRS-F CLAOR 92.5 Golden Valley	1.4	5.4	7 209
WBOB-F AOR 100.3 Minneapolis	0.7	3.3	2 88

### AM Stations

KOLM 1520 10 kw (Days)	Oldies	Westwd	Mc-Guild	KWWK-F
KROC 1340 1 kw	Full Service/Talk	ABC, Westwd, Tlknt	Allied	So. Minnesota

### FM Stations

KMFX 102.5 9.4 kw @ 528	Country		D&R	R. Ingstad	Lake City
KNXR 97.5 100 kw @ 1236	EZ List./Standards	ABC	Mc-Guild		
KRCH 101.7 39.1 kw @ 554	AOR/Classic AOR		D&R	R. Ingstad	
KROC 106.9 100 kw @ 1110	CHR	ABC	Allied	So. Minnesota	
KWWK 96.5 35.2 kw @ 581	Country	Westwd	Mc-Guild	KOLM	
KYBA 105.3 50 kw @ 492	Soft AC	ABC	---	So. Minnesota	Stewartville

Notes:

# ST. CLOUD, MN

Arbitron Rank: 214 Pop (12+) 134,500  
 Market TSL in Hours: 22.75  
 Average Persons Rating: 17.4

Stations: 27 / 13  
 Diaries: 589/228:1/65.4%  
 Sample Target: 550

% Below Line: 24.0  
 % Not Listed: 8.6  
 Total Retail Sales: \$2.1 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WWJO-F	C	30 / 12.9	12.0	15.5	16.0	446 / 33.2	29.5	29.2	62 / 921	WWJO-F
2	KZPK-F	C	23 / 9.9	10.4	6.0		295 / 22.0	22.0	16.7	38 / 445	KZPK-F
3	KCLD-F	CHR	20 / 8.6	8.0	9.9	10.3	396 / 29.5	29.3	31.4	46 / 828	KCLD-F
4	WJON	FS/T	16 / 6.9	6.8	5.2	6.2	218 / 16.2	17.5	15.1	16 / 218	WJON
5	KASM	C/FS	15 / 6.4	7.2	3.9	7.4	103 / 7.6	9.3	8.3	19 / 168	KASM
6	WHMH-F	AOR	14 / 6.0	3.2	6.0	4.5	214 / 15.9	12.0	12.6	17 / 294	WHMH-F
7	KLZZ-F	AOR	11 / 4.7	4.8	3.9	6.2	198 / 14.7	13.1	14.0	11 / 198	KLZZ-F
	WCCO	FS	11 / 4.7	6.8	6.9	5.3	176 / 13.1	16.6	17.2	48 / 683	WCCO
9	KQQL-F	O	8 / 3.4	2.4	3.4	3.3	173 / 12.9	10.1	14.0	19 / 365	KQQL-F
10	KQRS-F	CL AOR	7 / 3.0	3.6	4.7	2.9	216 / 16.1	14.4	14.0	16 / 349	KQRS-F
	KMXK-F	O	7 / 3.0	2.0	3.9	3.3	136 / 10.1	7.7	10.7	9 / 246	KMXK-F

12+ FM Share (Metro): 76.06 % ( 162 of 213 ) ( Spring 96: 77.61 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KZPK-F	1 WWJO-F	1 WWJO-F <	1 WWJO-F	1 WWJO-F	1 WWJO-F	1 WJON <	1 WWJO-F	1 WWJO-F	1 KCLD-F <
WHMH-F	KZPK-F	2 KZPK-F >	2 WJON <	KZPK-F >	2 KZPK-F	2 WWJO-F	2 KZPK-F >	2 KZPK-F	2 WWJO-F
3 KCLD-F	3 KCLD-F <	3 KLZZ-F	3 KASM	3 KCLD-F >	WHMH-F	3 KZPK-F	3 KCLD-F	3 KCLD-F <	WHMH-F >
4 WWJO-F	4 WHMH-F	4 WHMH-F	4 KZPK-F	4 KQQL-F	4 KLZZ-F >	4 KCLD-F <	4 WHMH-F <	4 WHMH-F	4 KQQL-F
5 KLZZ-F	5 KLZZ-F >	5 KCLD-F	WCCO >	KMXK-F	5 KQRS-F	5 WCCO	5 KLZZ-F <	5 KASM >	KZPK-F
KEGE-F				WJON >		6 KQRS-F >	6 WJON		KEGE-F
									KASM

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KDDG-F	C	105.5 Albany	1.3 4.8 4 79
KKJM-F	AC/CHR	92.9 St. Joseph	2.1 5.6 7 108
KKSR-F	AC	96.7 Sartell	2.6 8.1 6 118
KNSI	T	1450 St. Cloud	1.3 3.1 3 41
KXSS	ST	1390 Waite Park	1.7 3.3 5 61

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDWB-F	CHR	101.3 Richfield	1.3 7.1 8 215
KEEY-F	C	102.1 Minneapolis	1.3 3.8 14 203
KEGE-F	AOR-NR	93.7 Minneapolis	2.6 11.9 9 216
KIKV-F	C	100.7 Alexandria	1.3 4.8 32 350
KQIC-F	CHR	102.5 Willmar	0.4 2.7 6 216
KSTP-F	AC	94.5 St. Paul	0.4 5.3 4 158
KSTP	N/T	1500 St. Paul	0.9 1.9 4 95
KTCZ-F	AOR-P	97.1 Minneapolis	0.4 2.7 7 109
WBOB-F	C	100.3 Minneapolis	2.6 8.5 9 198
WLTE-F	SAC	102.9 Minneapolis	1.3 4.8 7 120
WQPM-F	C	106.1 Princeton	0.4 2.7 4 73

### AM Stations

KASM	1150	2.1 kw (Days)	Country/Full Svc.	---	StarCom	Albany
WJON	1240	1 kw	Full Service/Talk	ABC, Westwd, CBS	---	KMXK/WWJO

### FM Stations

KCLD	104.7	100 kw @ 1000	CHR	O'Mally	Leighton	
KLZZ	103.7	6 kw @ 328	AOR	---	StarCom	Waite Park
KMXK	94.9	50 kw @ 492	Oldies	ABC	---	WJON/WWJO
KZPK	98.9	47.3 kw @ 499	Country	Westwd	O'Mally	Linder
WHMH	101.7	38 kw @ 422	AOR	O'Mally	WVAL	Sauk Rapids
WWJO	98.1	100 kw @ 1000	Country	ABC	---	WJON/KMXK

Notes: Other ranked stations -- See Minneapolis-St. Paul in the Spring 1997 American Radio . . . 2/97 KASM-F changed from Oldies to Radio One's Country format as KDDG-F

# SAN ANGELO, TX

Arbitron Rank: 252 Pop (12+) 84,100	Stations: 9 / 9	% Below Line: 0.0
Market TSL in Hours: 22.75	Diaries: 446/189:1/49.1%	% Not Listed: 10.1
Average Persons Rating: 16.4	Sample Target: 410	Total Retail Sales: \$0.88 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KGKL-F	27 / 19.5		14.7		24.5	295 / 35.1	33.5	39.5	34 / 390	KGKL-F
2	KIXY-F	24 / 17.4		18.6		18.0	312 / 37.1	33.0	35.8	26 / 350	KIXY-F
3	KELI-F	17 / 12.3		10.9		14.4	222 / 26.4	22.0	29.1	21 / 258	KELI-F
4	KWFR-F	15 / 10.9		14.7			174 / 20.7	21.1		19 / 219	KWFR-F
5	KDCD-F	12 / 8.7		9.3		11.5	140 / 16.7	18.9	20.9	14 / 183	KDCD-F
6	KYZZ-F	11 / 8.0		4.7			119 / 14.1	6.7		11 / 121	KYZZ-F
7	KGKL	7 / 5.1		5.4		2.2	96 / 11.5	9.2	9.6	9 / 127	KGKL
8	KSJT-F	6 / 4.3		6.2		9.4	74 / 8.8	8.6	15.0	9 / 101	KSJT-F
9	KKSA	5 / 3.6		4.7		7.2	72 / 8.6	8.4	11.1	6 / 89	KKSA

12+ FM Share (Metro): 90.32 % ( 112 of 124 ) ( Spring 96: 88.70 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KIXY-F	1 KGKL-F >	1 KGKL-F >	1 KGKL-F >	1 KGKL-F	1 KGKL-F	1 KGKL-F	1 KGKL-F	1 KGKL-F	1 KIXY-F >>
KGKL-F	2 KIXY-F	2 KELI-F	2 KELI-F	2 KELI-F >	2 KWFR-F >	2 KIXY-F	2 KELI-F	2 KIXY-F >	2 KYZZ-F
3 KWFR-F	KELI-F <	3 KWFR-F	3 KIXY-F	3 KDCD-F	3 KELI-F	3 KELI-F	3 KWFR-F	3 KWFR-F <	KWFR-F
4 KDCD-F	4 KWFR-F >	4 KIXY-F	4 KWFR-F	4 KIXY-F >>	4 KYZZ-F	4 KWFR-F	KIXY-F >	4 KELI-F	KGKL-F
5 KELI-F >		5 KDCD-F			KIXY-F >>			5 KDCD-F	KELI-F

### AM Stations

KGKL	960	5 kw/1 kw (DA-N)	Classic Country	ABC	Katz
KKSA	1260	1 kw/0.071 kw	Talk	CNN, Westwd	Allied KIXY-F/KWFR-F

### FM Stations

KDCD	92.9	100 kw @ 729	Country		---
KELI	98.7	92.6 kw @ 1290	AC	CNN	Banner
KGKL	97.5	100 kw @ 64	Country	ABC	Katz
KIXY	94.7	100 kw @ 357	CHR		Allied KKSA/KWFR-F
KSJT	107.5	100 kw @ 606	Hispanic		Lotus
KWFR	101.9	100 kw @ 807	AOR/Classic AOR		Allied KKSA/KIXY-F
KYZZ	100.1	6 kw @ 328	Hispanic		---

Notes:



# SAN LUIS OBISPO, CA

Arbitron Rank: 168 Pop (12+) 198,300	Stations: 28 / 19	% Below Line: 12.1
Market TSL in Hours: 20.75	Diaries: 626/317:1/51.9%	% Not Listed: 17.9
Average Persons Rating: 15.5	Sample Target: 620	Total Retail Sales: \$1.65 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume		
1	KZOZ-F	CL AOR	26 / 8.5	8.2	9.4	8.5	7.3	357 / 18.0	18.6	13.6	30 / 434	KZOZ-F
2	KKJG-F	C	25 / 8.1	6.1	4.7	6.1	8.6	379 / 19.1	11.4	12.4	27 / 435	KKJG-F
3	KSLY-F	CHR	24 / 7.8	7.8	9.4	8.5	7.3	443 / 22.3	24.3	25.2	31 / 572	KSLY-F
4	KSTT-F	AC	20 / 6.5	7.8	6.8	8.5	6.7	377 / 19.0	17.9	18.1	28 / 586	KSTT-F
5	KDDB-F	C	15 / 4.9	4.8	4.7	5.1	7.0	284 / 14.3	11.6	10.4	17 / 332	KDDB-F
	KIQO-F	O	15 / 4.9	5.4	6.1	4.8	6.4	300 / 15.2	16.5	16.5	18 / 371	KIQO-F
7	KVEC	N/T	12 / 3.9	2.0	5.0	3.4	2.2	210 / 10.8	8.4	11.2	13 / 218	KVEC
8	KRUZ-F	AC	11 / 3.6	1.4	1.4	1.4	2.6	188 / 9.5	7.0	5.3	24 / 500	KRUZ-F
9	KGLW	T	10 / 3.3	3.4	1.8	2.0	2.2	101 / 5.1	7.0	3.8	10 / 105	KGLW
	KKJL	ST	10 / 3.3	2.4	3.2	2.0		117 / 5.9	4.8	6.4	11 / 131	KKJL
11	KWWV-F	J	9 / 2.9	1.4	1.1	0.7	0.3	129 / 6.5	4.2	3.9	10 / 157	KWWV-F

12+ FM Share (Metro): 78.57 % ( 198 of 252 ) ( Spring 96: 71.68 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KSLY-F <	1 KZOZ-F	1 KZOZ-F	1 KKJG-F	1 KSTT-F	1 KZOZ-F >	1 KSLY-F >	1 KKJG-F	1 KZOZ-F	1 KZOZ-F
2 KZOZ-F >	2 KKJG-F <	2 KKJG-F	2 KZOZ-F	KKJG-F	2 KKJG-F	2 KKJG-F	2 KZOZ-F	2 KKJG-F <	2 KSLY-F >
3 KSTT-F	3 KSLY-F	3 KSTT-F <	3 KVEC <	3 KSLY-F	3 KIQO-F	3 KZOZ-F <	3 KGLW	3 KSTT-F	3 KRUZ-F <
4 KKJG-F	4 KSTT-F >	4 KSLY-F	4 KDDB-F	4 KDDB-F	4 KDDB-F	4 KDDB-F <	KSLY-F <	4 KSLY-F >	4 KSTT-F
5 KRUZ-F >	5 KDDB-F	5 KIQO-F <	KIQO-F	KIQO-F	5 KSTT-F	5 KVEC	5 KSTT-F <	5 KDDB-F	5 KXFM-F
	KRUZ-F	6 KDDB-F	KKJL	KZOZ-F	KGLW	KSTT-F	6 KIQO-F <	6 KIQO-F	6 KKJG-F
	KIQO-F >			7 KWWV-F		7 KIQO-F	7 KDDB-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBAI	ST	1150	Morro Bay	2.3 4.4 7 90
KIXT-F	C	107.3	Grover Beach	2.0 3.5 7 126
KKAL	SPRTS	1280	Arroyo Grande	1.0 1.7 4 71
KNCR-F	SAC	103.1	Paso Robles	2.6 5.7 8 122
KOTR-F	AOR-P	94.9	Cambria	2.3 6.9 8 163
KPRL	T	1230	Paso Robles	2.3 4.9 7 102
KWBR-F	AOR	95.3	Pismo Beach	1.0 4.2 4 108
KWEZ-F	SAC	106.1	Sta. Margarita	1.6 4.6 7 126
KWQH-F	REL	97.1	San Luis Obispo	1.0 2.6 3 52

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KBAY-F	SAC	100.3	San Jose	0.3 1.9 1 38
KGDP	REL	660	Orcutt	0.3 2.2 9 149
KHTY-F	CHR	97.5	Sta. Barbara	1.6 5.9 15 282
KIDI-F	SP	105.5	Guadalupe	1.3 2.4 15 198
KMJ	N/T	580	Fresno	0.3 2.3 1 65
KSNL-F	C	102.5	Santa Maria	1.6 3.1 17 326
KUHL	T	1440	Santa Maria	1.0 3.2 21 324
KXFM-F	O	99.1	Santa Maria	2.0 6.3 22 482

### AM Stations

KGLW	1340	1 kw	Talk	ABC, Talknt	---
KKJL	1400	1 kw	Standards	Westwd	Katz
KPRL	1230	1 kw	Talk	ABC, CBS, Westwd	D&R
KVEC	920	1 kw/0.5 kw	News/Talk	ABC, CNN	---
					Paso Robles

### FM Stations

KDDB	92.5	4.4 kw @ 1535	Country	Source	D&R	Paso Robles
KIQO	104.5	5.6 kw @ 1410	Oldies	ABC	---	Atascadero
KKJG	98.1	3.6 kw @ 1624	Country		D&R	Amer. Gen'l.
KOTR	94.9	25 kw @ 370	Progressive AOR		---	Cambria
KSLY	96.1	5.6 kw @ 1410	CHR		Mc-Guild	Mondosphere
KSTT	101.3	3.4 kw @ 1686	AC		Mc-Guild	Mondosphere
KWEZ	106.1	0.95 kw @ 1463	Soft AC	Westwd	---	Sta. Margarita
KZOZ	93.3	29.5 kw @ 1470	AOR/Classic AOR	Source	Christal	Amer. Gen'l.

Notes: 4/97 KKJG-F sold to American General for \$1,500,000 . . . 6/97 KIXT-F sold to Mondosphere for \$900,000

# SANTA BARBARA, CA

Arbitron Rank: 184	Pop (12+): 173,900	Stations: 26 / 13	% Below Line: 19.9
Market TSL in Hours: 18.75		Diaries: 594/293:1/46.7%	% Not Listed: 15.7
Average Persons Rating: 13.9		Sample Target: 580	Total Retail Sales: \$1.7 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	
1	KSBL-F	23 / 9.5	6.8	10.2	5.1	7.8	274 / 15.7	15.1	18.7	28 / 346	KSBL-F
2	KRUZ-F	18 / 7.4	6.4	3.8	8.7	5.2	324 / 18.7	16.4	15.5	42 / 875	KRUZ-F
3	KDB-F	17 / 7.0	6.0	6.0	5.1	3.7	196 / 11.3	14.2	12.2	24 / 300	KDB-F
4	KZBN	16 / 6.6	4.9	6.4	7.1	5.2	173 / 10.0	10.3	9.8	16 / 198	KZBN
5	KTMS	N/T	13 / 5.4	8.3	6.4	6.7	225 / 13.0	12.8	15.2	17 / 349	KTMS
6	KHTY-F	AOR-NR	12 / 5.0	5.6	6.4	5.6	274 / 15.8	17.5	21.3	26 / 617	KHTY-F
	KCAQ-F	CHR	12 / 5.0	3.4	4.5	2.4	179 / 10.3	10.2	11.5	42 / 769	KCAQ-F
	KTYD-F	AOR	12 / 5.0	6.0	4.9	6.3	321 / 18.4	20.1	19.3	20 / 554	KTYD-F
9	KSPE-F	SP	10 / 4.1	3.0	1.1	0.8	155 / 8.9	6.6	2.8	20 / 252	KSPE-F
10	KJEE-F	AOR-NR	9 / 3.7	3.4	2.3	2.8	259 / 14.9	13.0	11.7	10 / 290	KJEE-F
11	KHAY-F	C	7 / 2.9	3.4	1.9	1.6	105 / 6.0	6.2	8.2	43 / 590	KHAY-F
	KIST	O	7 / 2.9	2.3	2.6	3.2	114 / 6.6	5.5	5.4	8 / 140	KIST
	KBKO	SP	7 / 2.9	4.9	3.0	1.2	132 / 7.6	7.1	5.8	9 / 178	KBKO

12+ FM Share (Metro): 70.10 % ( 143 of 204 ) ( Spring 96: 65.16 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KRUZ-F <	1 KSBL-F >	1 KSBL-F >	1 KZBN <	1 KSBL-F >>	1 KTYD-F	1 KSBL-F	1 KSBL-F >	1 KSBL-F <	1 KCAQ-F
2 KSBL-F	2 KRUZ-F	2 KRUZ-F	2 KDB-F	2 KRUZ-F	KRUZ-F	2 KTMS <	2 KDB-F	2 KDB-F	2 KRUZ-F
3 KHTY-F >	3 KTYD-F	3 KTYD-F	3 KSBL-F	3 KTYD-F	KSBL-F >	3 KRUZ-F <	3 KZBN	3 KRUZ-F	3 KHTY-F
4 KTYD-F	4 KHTY-F	4 KSPE-F	4 KTMS >	KSPE-F	4 KSPE-F	4 KZBN	KTMS <	4 KZBN	KJEE-F >
KJEE-F	5 KSPE-F	5 KIST	5 KIST	KMGQ-F	KIST	5 KSPE-F	5 KRUZ-F	KHTY-F	5 KMGQ-F
	KJEE-F	KHAY-F	KRUZ-F	KBKO		KDB-F <	6 KTYD-F	6 KCAQ-F	
		KBKO	KTYD-F	KHAY-F >		7 KTYD-F	7 KHTY-F >	KTYD-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KMGQ-F AC/CHR 106.3 Goleta	2.5	8.6	8 185
KQSB T 990 Santa Barbara	2.5	7.3	8 170

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFI T 640 Los Angeles	2.1	5.3	25 456
KKBT-F B 92.3 Los Angeles	0.8	3.6	18 357
KLOS-F AOR 95.5 Los Angeles	1.7	6.1	19 487
KLVE-F SP 107.5 Los Angeles	1.7	4.1	23 350
KNX N 1070 Los Angeles	1.2	6.2	24 575
KOCP-F CL AOR 95.9 Camarillo	1.7	6.0	19 348
KPWR-F CHR/U 105.9 Los Angeles	0.8	4.2	20 463
KRTH-F O 101.1 Los Angeles	0.4	4.0	22 558
KVEN FS 1450 Ventura	0.4	1.5	23 355
KXSP SP 1590 Ventura	0.8	2.0	10 154
XTRA SPRTS 690 San Diego	0.4	2.6	5 104

### AM Stations

KBKO 1490 1 kw	Hispanic	Caballero	KSPE-F
KIST 1340 0.675 kw	Oldies	ABC	Eastman Jacor, pend.
KTMS 1250 2.5 kw/1 kw (DA-1)	News/Talk	ABC, CBS, CNN	Mc-Guild Engles
KZBN 1290 0.5 kw/0.12 kw	Standards	Westwd	Katz

### FM Stations

KDB 93.7 12.5 kw @ 870	Classical	Allied	
KHTY 97.5 17.5 kw @ 2919	New Rock	ABC	Eastman Engles
KJEE 92.9 0.82 kw @ 686	AC-New Rock		Banner Montecito
KMGQ 106.3 0.36 kw @ 827	AC/CHR		Eastman Engles Goleta
KRUZ 103.3 105 kw @ 2980	AC		Mc-Guild Grafman
KSBL 101.7 0.31 kw @ 810	AC	Westwd	Katz Jacor Carpinteria
KSPE 94.5 0.88 kw @ 2954	Hispanic		Caballero KBKO Ellwood
KTYD 99.9 34 kw @ 1279	AOR		Katz Jacor

Notes: Other ranked stations -- See Oxnard-Ventura in the Spring 1997 American Radio . . . 8/97 KIST sold by Engles to Jacor for \$850,000

# SANTA FE, NM

Arbitron Rank: 233 Pop (12+) 114,700  
 Market TSL in Hours: 21.50  
 Average Persons Rating: 16.1

Stations: 26 / 9  
 Diaries: 434/264:1/47.5%  
 Sample Target: 420

% Below Line: 61.6  
 % Not Listed: 16.8  
 Total Retail Sales: \$1.65 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KKSS-F	CHR	14 / 7.6	8.0	6.5	227 / 19.8	16.0	17.8	106 / 1521	KKSS-F	
2	KHFM-F	CL	13 / 7.0	7.4	5.9	189 / 16.4	15.4	16.7	55 / 820	KHFM-F	
3	KLSK-F	CL AOR	12 / 6.5	3.7	4.8	194 / 17.0	12.4	11.7	43 / 883	KLSK-F	
4	KBOM-F	O	10 / 5.4	3.7	4.3	183 / 16.0	12.0	15.4	23 / 490	KBOM-F	
5	KKOB	FS	9 / 4.9	4.3	5.9	140 / 12.2	11.7	13.2	95 / 1201	KKOB	
	KIOT-F	CL AOR	9 / 4.9	4.3	3.8	152 / 13.3	13.8	10.3	55 / 1041	KIOT-F	
7	KRST-F	C	8 / 4.3	4.8	2.2	116 / 10.1	9.4	10.8	120 / 1545	KRST-F	
	KKOB-F	AC	8 / 4.3	3.2	1.1	151 / 13.2	12.8	14.8	57 / 1195	KKOB-F	
9	KPEK-F	AOR-P	7 / 3.8	1.6	2.7	143 / 12.4	8.8	8.8	50 / 874	KPEK-F	
10	KTBL-F	C	6 / 3.2	1.6	2.2	72 / 6.3	5.7	9.3	66 / 921	KTBL-F	

12+ FM Share (Metro): 87.01 % ( 134 of 154 ) ( Spring 96: 82.47 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KKSS-F	1 KLSK-F	1 KLSK-F	1 KHFM-F >	1 KIOT-F	1 KLSK-F >	1 KLSK-F >	1 KKOB	1 KKSS-F	1 KKSS-F >>
KLSK-F >	2 KIOT-F	2 KIOT-F	2 KKOB	KTBL-F	2 KKOB-F	2 KHFM-F <	KHFM-F	2 KHFM-F	2 KTEG-F
3 KZRR-F	3 KKSS-F	3 KBAC-F	3 KBOM-F	KSFQ-F	KBAC-F	3 KKSS-F	KLSK-F	3 KBOM-F <	3 KKOB-F
KPEK-F	4 KPEK-F	KBOM-F	4 KSFQ-F	KHFM-F	KIOT-F	4 KBOM-F <	4 KBOM-F	4 KRST-F	KHFM-F
		KSFQ-F	KIOT-F	KRST-F		5 KRST-F <	KIOT-F <	KLSK-F	KZRR-F
		KHFM-F		KLSK-F		6 KIOT-F <	6 KKSS-F <		
		KKOB-F							
		KKOB							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KABG-F O	98.5	Los Alamos	2.7 8.3 13 266
KBAC-F AOR-P	98.1	Las Vegas	3.2 9.3 8 153
KDCE SP	95.0	Espanola	1.1 3.7 19 199
KNYN-F C	95.5	Santa Fe	1.1 3.7 12 292
KSFQ-F CL HITS	101.1	White Rock	3.2 11.1 7 159
KSWV SP	810	Santa Fe	2.2 4.9 5 78
KTRC ST	1400	Santa Fe	1.6 3.3 4 54
KVSF T	1260	Santa Fe	1.1 4.1 2 51

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDNR-F CHR/B	106.3	Los Lunas	0.5 3.0 17 469
KLVO-F SP	97.7	Los Lunas	0.5 3.7 27 459
KMGA-F SAC	99.5	Albuquerque	2.7 9.9 46 857
KRZN-F J	105.1	Santa Fe	2.7 6.5 20 365
KRZY-F SP	105.9	Santa Fe	1.1 6.0 16 303
KTAO-F AOR-P	101.5	Taos	1.1 2.1 14 159
KTEG-F AOR-NR	107.9	Albuquerque	3.2 11.1 40 852
KZRR-F AOR	94.1	Albuquerque	3.2 12.9 68 952

### AM Stations

KDCE	950	4.2 kw/0.080 kw	Hispanic	CNN	Lotus	Espanola
KSWV	810	5 kw (Days)	Hispanic			
KTRC	1400	1 kw	Standards	Westwd	Withers	
KVSF	1260	5 kw/1 kw	Talk	ABC	Withers	

### FM Stations

KABG	98.5	100 kw @ 1906	Oldies	Christal	Amer. Gen'l.	Los Alamos
KBAC	98.1	96.65 kw @ 1038	Progressive AOR	---	Roberts	Las Vegas
KBOM	106.7	15.5 kw @ 1948	Oldies	Westwd	Roslin	Los Alamos
KNYN	95.5	19 kw @ 1791	Country	ABC	---	Amer. Gen'l.
KSFQ	101.1	3 kw @ 52	Classic Hits	Westwd	---	KRSN
						White Rock

Notes: Other ranked stations - See Albuquerque in the Spring 1997 American Radio . . . 4/97 FM CP (107.5; Los Alamos) sold to Withers for \$35,000

# SANTA MARIA-LOMPOC, CA

Arbitron Rank: 196	Pop (12+): 157,000	Stations: 28 / 10	% Below Line: 33.5
Market TSL in Hours: 20.75		Diaries: 420/374:1/49.8%	% Not Listed: 20.8
Average Persons Rating: 15.6		Sample Target: 410	Total Retail Sales: \$1.51 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume
1	KUHL	N/T	18 / 7.4				262 / 16.7			KUHL
2	KBOX-F	AC	17 / 6.9				229 / 14.6			KBOX-F
3	KXFM-F	O	16 / 6.5				358 / 22.8			KXFM-F
4	KRUZ-F	AC	14 / 5.7				314 / 20.0			KRUZ-F
5	KRQK-F	SP	13 / 5.3				159 / 10.1			KRQK-F
6	KSNI-F	C	12 / 4.9				267 / 17.0			KSNI-F
7	KHTY-F	AOR-P	10 / 4.1				166 / 10.6			KHTY-F
	KSMA	N/T	10 / 4.1				199 / 12.7			KSMA
	KIDI-F	SP	10 / 4.1				146 / 9.3			KIDI-F
10	KSPE-F	SP	9 / 3.7				78 / 4.9			KSPE-F

12+ FM Share (Metro): 72.16 % ( 140 of 194 ) ( Spring 96: NA )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KBOX-F	1 KBOX-F	1 KBOX-F <	1 KUHL >	1 KRUZ-F	1 KSPE-F	1 KUHL >	1 KUHL	1 KBOX-F <	1 KXFM-F
2 KRUZ-F	2 KRUZ-F	2 KRUZ-F	2 KSMA	2 KBOX-F >	KHTY-F	2 KBOX-F <	2 KBOX-F	2 KRUZ-F <	2 KHTY-F
3 KRQK-F	KRQK-F	3 KHTY-F	KXFM-F	3 KRQK-F	KBOX-F	3 KRQK-F	3 KRUZ-F	3 KIDI-F	KRQK-F
4 KIDI-F	4 KXFM-F	KSPE-F	4 KGDP	KXFM-F	4 KRQK-F	KXFM-F	4 KSNI-F	4 KHTY-F	KUHL
KSLY-F	5 KIDI-F	KXFM-F	KSNI-F		KUHL		5 KXFM-F	KSNI-F	KRUZ-F
KHTY-F	KHTY-F				KXFM-F			KXFM-F	
	KSNI-F								

Other Rated Stations					Other Rated Stations--Outside Market						
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume
KGDP	REL	660 Orcutt	3.3	6.8		Kddb-F	C	92.5 Paso Robles	0.4	3.0	
KSBQ	SP	1480 Santa Maria	0.8	3.5		KFI	T	640 Los Angeles	0.8	3.8	
KTAP	SP	1600 Santa Maria	2.5	5.6		KIBB-F	B/AC	100.3 Los Angeles	2.0	3.0	
						KIQO-F	O	104.5 Atascadero	1.6	4.5	
						KIXT-F	C	107.3 Grover Beach	0.4	3.6	
						KKAL	SPRTS	1280 Arroyo Grande	0.8	2.4	
						KKJG-F	C	98.1 San Luis Obispo	0.4	3.6	
						KNX	N	1070 Los Angeles	1.2	4.1	
						KOST-F	AC	103.5 Los Angeles	1.2	3.0	
						KSLY-F	CHR	96.1 San Luis Obispo	2.9	8.3	
						KSTT-F	AC	ac Los Osos	3.3	13.2	
						KTMS	T	1250 Santa Barbara	1.2	5.9	
						KTYD-F	AOR	99.9 Santa Barbara	1.2	3.7	
						KWEZ-F	SAC	106.1 Sta. Margarita	0.8	2.1	
						KZOZ-F	AOR/CL	93.3 Santa Maria	1.6	5.0	

### AM Stations

KSMA	1240	1 kw	News/Talk	CBS, BNN, Westwd	Allied	KSNI-F
KUHL	1440	5 kw/1 kw (DA-2)	News/Talk	ABC	--	

### FM Stations

KBOX	104.1	5.7 kw @ 682	AC	Westwd	--	
KIDI	105.5	3 kw @ 262	Hispanic		Katz	KTAP
KRQK	100.3	3.65 kw @ 863	Hispanic		Lotus	KSBQ
KSNI	102.5	13.6 kw @ 866	Country		Allied	KSMA
KXFM	99.1	2.3 kw @ 1906	Oldies	Westwd	Mc-Guild	Mondosphere

Notes: Other ranked stations -- See Santa Barbara . . . This is Santa Maria's first Arbitron . . . There is no TSA for the market

# SIOUX CITY, IA

Arbitron Rank: 244 Pop (12+) 97,700	Stations: 13 / 10	% Below Line: 2.6
Market TSL in Hours: 20.75	Diaries: 425/230:1/49.6%	% Not Listed: 10.6
Average Persons Rating: 15.5	Sample Target: 450	Total Retail Sales: \$1.23 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KSUX-F	27 / 17.9		13.9		20.7	271 / 27.8	23.9	31.9	47 / 451	KSUX-F
2	KGLI-F	24 / 15.9		19.0		18.0	329 / 33.7	35.3	33.5	56 / 743	KGLI-F
3	KSEZ-F	18 / 11.9		12.7		8.0	233 / 23.9	24.8	20.1	35 / 449	KSEZ-F
4	KSCJ	15 / 9.9		9.5		13.3	177 / 18.1	21.4	20.6	19 / 304	KSCJ
5	WNAX-F	12 / 7.9		11.4		10.0	188 / 19.3	22.6	22.0	32 / 453	WNAX-F
6	KOLK-F	11 / 7.3		5.7			114 / 11.7	12.7		22 / 309	KOLK-F
7	KSFT-F	8 / 5.3					87 / 8.9			10 / 119	KSFT-F
8	KKMA-F	7 / 4.6		7.6		5.3	148 / 15.1	18.4	16.8	18 / 337	KKMA-F
9	KWSL	5 / 3.3		3.8		1.3	119 / 12.2	8.5	4.8	7 / 169	KWSL
10	KMNS	4 / 2.6		2.5		5.3	63 / 6.5	8.6	9.4	7 / 119	KMNS

12+ FM Share (Metro): 80.45 % ( 107 of 133 ) ( Spring 96: 80.00 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KGLI-F	1 KSUX-F	1 KSUX-F >	1 KSUX-F	1 KSUX-F >	1 KSEZ-F	1 KSUX-F	1 KSUX-F >	1 KGLI-F <	1 KGLI-F
2 KSUX-F	2 KGLI-F	2 KGLI-F <	2 KSCJ	2 KGLI-F >	2 KSUX-F >	2 KSCJ	2 KGLI-F <	2 KSUX-F >	2 KSEZ-F
KSEZ-F >>	3 KSEZ-F >	3 KSEZ-F >	3 WNAX-F	3 KSFT-F	3 KGLI-F	3 KGLI-F	3 KSEZ-F	3 KSEZ-F	3 KSUX-F >
	4 WNAX-F	4 WNAX-F	4 KGLI-F	4 WNAX-F	4 WNAX-F	4 KSEZ-F >	KSCJ >	4 KOLK-F	4 WNAX-F >
				KOLK-F	5 KKMA-F	5 KKMA-F <	5 KSFT-F	5 WNAX-F	
						6 WNAX-F	KOLK-F		

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KFAB	FS/T	1110	Omaha	0.7	3.5	3	103
WNAX	C/FARM	570	Yankton, SD	1.3	3.5	14	216
WOW	C	590	Omaha	0.7	3.8	6	97

### AM Stations

KMNS	620	1 kw (DA-2)	Country	ABC	Christal	Chesterman
KSCJ	1360	5 kw (DA-N)	Talk	Westwd, 1/1, CBS	Allied	Peroyea
KWSL	1470	5 kw (DA-2)	Standards	CNN, Westwd	Roslin	Chesterman

### FM Stations

KGLI	95.5	100 kw @ 984	CHR		Roslin	Chesterman
KKMA	99.5	100 kw @ 1000	Classic Hits	Westwd, AP	Roslin	Le Mars, IA
KOLK	102.3	100 kw @ 643	Country		---	Onawa, IA
KSEZ	97.9	100 kw @ 643	AOR	Westwd, Source, ABC	Christal	Chesterman
KSFT	107.1	1.55 kw @ 328	Soft AC	Westwd	---	Chesterman
KSUX	105.7	50 kw @ 462	Country		Allied	Peroyea
WNAX	104.1	100 kw @ 981	Oldies	Westwd	Banner	Saga
						Winnebago, NE
						Yankton, SD

Notes:

# SPRINGFIELD, IL

Arbitron Rank: 192 Pop (12+) 164,300  
 Market TSL In Hours: 22.00  
 Average Persons Rating: 16.3

Stations: 15 / 12  
 Diaries: 595/276:1/54.6%  
 Sample Target: 580

% Below Line: 2.6  
 % Not Listed: 14.6  
 Total Retail Sales: \$1.77 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg	Fall 96	Spq 96	12+ TSA AQH / Cume	
1 WDBR-F	CHR	36 / 13.4	12.4	12.1		10.2	465 / 28.3	27.9	25.4	60 / 768	WDBR-F
2 WQLZ-F	AOR	28 / 10.4	14.3	9.9		10.6	340 / 20.7	24.2	18.9	65 / 672	WQLZ-F
3 WNNS-F	AC	27 / 10.1	10.0	9.9		9.9	398 / 24.2	18.8	23.1	46 / 615	WNNS-F
4 WFMB-F	C	24 / 8.9	11.6	12.1		1.5	325 / 19.8	20.4	21.1	52 / 811	WFMB-F
5 WTAX	FS/T	23 / 8.6	7.6	8.6		8.0	266 / 16.2	16.6	17.4	27 / 312	WTAX
	WQQL-F	O	23 / 8.6	6.8		9.9	342 / 20.8	18.4	18.3	37 / 569	WQQL-F
7 WYXY-F	C	18 / 6.7	5.2	3.9		1.1	221 / 13.4	10.9	7.4	32 / 501	WYXY-F
8 WYMG-F	AOR/CL	15 / 5.6	6.4	5.6		6.6	276 / 16.8	19.2	17.6	41 / 530	WYMG-F
	WMAY	T	15 / 5.6	4.4		5.5	219 / 13.3	12.7	15.0	19 / 269	WMAY

12+ FM Share (Metro): 78.60 % ( 180 of 229 ) ( Spring 96: 77.27 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WDBR-F	1 WDBR-F	1 WQQL-F	1 WTAX	1 WNNS-F	1 WQLZ-F	1 WNNS-F <	1 WDBR-F <	1 WDBR-F	1 WDBR-F >
2 WQLZ-F >	2 WQLZ-F	WNNS-F <	WQQL-F	2 WDBR-F	2 WQQL-F	2 WDBR-F <	2 WQQL-F	2 WQLZ-F <	2 WQLZ-F
3 WNNS-F	3 WNNS-F <	3 WDBR-F	3 WNNS-F	3 WQQL-F >	3 WYMG-F	3 WTAX	3 WQLZ-F	3 WNNS-F	3 WNNS-F
4 WYMG-F	4 WQQL-F	4 WQLZ-F	4 WFMB-F	4 WFMB-F	4 WYXY-F	4 WMAY <	WNNS-F <	4 WQQL-F	4 WYXY-F
5 WYXY-F	5 WYMG-F <	5 WYXY-F <	5 WMAY	5 WYXY-F	5 WNNS-F	5 WQLZ-F	5 WTAX <	5 WFMB-F <	5 WTAX
WFMB-F >>	6 WYXY-F <	6 WYMG-F	6 WDBR-F	WQLZ-F	WDBR-F	6 WQQL-F	6 WFMB-F	6 WYXY-F	WFMB-F
		WFMB-F >>				WFMB-F	7 WYXY-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCVS-F	CL AOR	96.7	Virden 1.9 6.2 5 115
WFMB	SPRTS	1450	Springfield 1.9 5.1 5 97
WLUJ-F	REL	97.7	Petersburg 1.1 4.0 5 114

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KMOX	T/FS	1120	St. Louis 1.9 4.3 19 289
WGN	FS/T	720	Chicago 0.4 2.5 4 106
WSOY-F	AC	102.9	Decatur 0.4 2.3 13 288

### AM Stations

WMAY	970	1 kw/0.5 kw (DA-2)	Talk	CNN, ABC	Eastman	Midwest Family
WTAX	1240	1 kw	Full Service/Talk	CBS, ABC, Westwd	Christal	Saga

### FM Stations

WDBR	103.7	20 kw @ 768	CHR	Christal	Saga	
WFMB	104.5	43 kw @ 430	Country	ABC	Mc-Guild	Capstar
WNNS	98.7	50 kw @ 500	AC	Eastman	Midwest Family	
WQLZ	92.7	11.5 kw @ 482	AOR	Eastman	Midwest Family	Taylorville
WQQL	101.9	50 kw @ 300	Oldies	Katz	Saga	
WYMG	100.5	40 kw @ 492	AOR/Classic AOR	Katz	Saga	Jacksonville
WYXY	93.9	15 kw @ 430	Country	Christal	Saga	Lincoln

Notes: 4/97 Patterson sold these stations to Capstar: WFMB-AF for \$8,700,000; WCVS-F for \$1,700,000 (MVP)

# STAMFORD-NORWALK, CT

Arbitron Rank: 77 Pop (12+) 288,600	Stations: 37 / 6	% Below Line: 70.5
Market TSL in Hours: 21.75	Diaries: 620/465:1/51.4%	% Not Listed: 10.5
Average Persons Rating: 16.6	Sample Target: 620	Total Retail Sales: \$4.9 Bil

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WCBS	N	33 / 8.9	6.1	7.3	6.4	8.0	687 / 23.8	19.3	23.3	WCBS
2	WEBE-F	AC	32 / 8.7	6.1	6.3	5.6	5.7	480 / 16.8	15.7	15.4	WEBE-F
3	WFAN	SPRTS	24 / 5.0	6.9	4.4	4.2	4.6	454 / 15.7	18.1	15.0	WFAN
4	WKHL-F	O	23 / 4.8	4.5	3.1	5.3	6.6	392 / 13.8	11.7	12.0	WKHL-F
5	WHTZ-F	CHR	20 / 4.2	3.7	3.6	6.4	5.7	501 / 17.4	14.1	15.5	WHTZ-F
6	WRKS-F	B/AC	19 / 4.0	3.2	4.6	2.4	1.8	231 / 8.0	6.9	8.2	WRKS-F
7	WKTU-F	CHR/U	18 / 3.8	3.2	2.5	1.6	2.3	392 / 13.8	9.8	9.6	WKTU-F
	WEZN-F	SAC	18 / 3.8	4.8	4.2	3.8	5.2	411 / 14.2	12.8	14.2	WEZN-F
9	WABC	T	17 / 3.8	2.8	2.9	4.0	5.0	253 / 8.8	9.5	9.4	WABC
10	WQHT-F	U/CHR	16 / 3.3	3.2	3.6	3.3	2.1	284 / 9.8	7.4	8.9	WQHT-F
	WXRK-F	T/NR	16 / 3.3	2.6	2.3	2.4	2.1	391 / 13.8	10.7	9.6	WXRK-F
12	WQXR-F	CL	15 / 3.1	2.4	3.8	4.7	3.6	236 / 8.2	9.8	7.6	WQXR-F
13	WSTC	T	13 / 2.7	2.4	3.6	3.8	4.8	211 / 7.3	5.4	8.6	WSTC
	WQCD-F	J	13 / 2.7	3.0	2.7	2.2	2.3	213 / 7.4	7.5	7.2	WQCD-F
	WEFX-F	CL HITS	13 / 2.7	3.0	4.2	3.3	3.2	389 / 12.8	9.7	13.2	WEFX-F

12+ FM Share (Metro): 72.43 % ( 310 of 428 ) ( Spring 96: 65.56 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WEBE-F	1 WEBE-F >	1 WEBE-F >	1 WCBS >	1 WEBE-F >	1 WFAN	1 WCBS	1 WEBE-F <	1 WEBE-F	1 WHTZ-F <
WKTU-F	2 WKHL-F	2 WKHL-F <	2 WFAN <	2 WKHL-F	2 WCBS	2 WFAN	2 WKHL-F	2 WKHL-F	2 WEZN-F
3 WHTZ-F	3 WKTU-F	3 WFAN <	3 WEBE-F	3 WRKS-F	3 WEBE-F	3 WEBE-F <	3 WCBS	WHTZ-F <	WABC
WRKS-F	WXRK-F	4 WCBS	4 WABC <	4 WEZN-F	WXRK-F	4 WXRK-F	4 WRKS-F	4 WCBS	4 WQHT-F <
WXRK-F	5 WRKS-F	5 WXRK-F <	5 WKHL-F <	WQCD-F	5 WKHL-F	5 WSTC >	WABC >	5 WKTU-F <	5 WCBS
WQHT-F	WFAN	6 WRKS-F			6 WCBS-F				
	WCBS <				WEFX-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGCH	SAC	1490	Greenwich 1.5 3.1
WNLK	T	1350	Norwalk 0.6 3.2

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAXQ-F	CLAOR	104.3	New York 0.6 5.2
WBLI-F	AC/CHR	106.1	Patchogue, NY 0.6 3.8
WBLS-F	B	107.5	New York 1.7 5.1
WCBS-F	O	101.1	New York 2.1 6.3
WDBZ-F	AC-NR	105.1	New York 1.5 7.0
WICC	FS	600	Bridgeport 0.8 3.2
WINS	N	1010	New York 0.6 6.7
WLIR-F	AC-NR	92.7	Garden City, NY 0.8 4.8
WLTW-F	SAC	106.7	New York 1.9 7.9
WMJC-F	C	94.3	Smithtown, NY 2.5 4.0
WNEW-F	AOR	102.7	New York 2.1 8.3
WOR	T	710	New York 1.5 5.5
WPAT-F	SP	93.1	Paterson, NJ 1.9 6.0
WPLJ-F	CHR	95.5	New York 2.3 12.9
WQEW	ST	1560	New York 1.5 4.4
WRKI-F	AOR	95.1	Brookfield 0.6 1.9
WSKQ-F	SP	97.9	New York 2.3 3.8
WWXY-F	C	107.1	Briarcliff Manor, N 1.5 3.3

### AM Stations

WSTC	1400	1 kw	Talk	ABC, Westwd	Sentry	Capstar	Stamford
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### FM Stations

WEBE	107.9	50 kw @ 384	AC	Banner	Fairfield/ML	Westport
WEFX	95.9	3 kw @ 298	Classic Hits	Sentry	Capstar	Norwalk
WKHL	96.7	3 kw @ 328	Oldies	Sentry	Capstar	Stamford

Notes: Other ranked stations – See Bridgeport or New York in the Spring 1997 American Radio . . . There is no TSA for the market . . . 2/97 WEFX-F shifted from Classic AOR to Classic Hits

# STATE COLLEGE, PA

Arbitron Rank: 234	Pop (12+): 114,300	Stations: 11 / 8	% Below Line: 21.7
Market TSL in Hours: 19.50		Diaries: 339/337:1/59.7%	% Not Listed: 22.3
Average Persons Rating: 14.5		Sample Target: 320	Total Retail Sales: \$1.01 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WZWW-F	AC	43 / 26.0	14.2		23.2	433 / 37.8	26.5	35.9	53 / 481	WZWW-F
2	WFGY-FF	C	28 / 16.9	15.4		12.8	322 / 28.1	24.0	27.1	61 / 782	WFGY-FF
3	WQWK-F	AOR	18 / 10.9	11.2		11.0	274 / 23.9	27.2	25.6	20 / 326	WQWK-F
4	WBHV-F	CHR	16 / 9.7	13.0		12.8	364 / 31.9	28.3	30.1	16 / 378	WBHV-F
5	WRSC-AA	FS	10 / 6.0	7.1		2.4	181 / 15.8	20.2	17.3	12 / 219	WRSC-AA
6	WGMR-F	AOR-NR	7 / 4.2	5.3		9.1	224 / 19.6	14.8	15.9	12 / 343	WGMR-F

12+ FM Share (Metro): 89.92 % ( 116 of 129 ) ( Spring 96: 87.69 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WZWW-F <	1 WZWW-F >	1 WZWW-F >>	1 WZWW-F >>	1 WZWW-F >>	1 WZWW-F >>	1 WZWW-F >	1 WZWW-F >>	1 WZWW-F >	1 WZWW-F >
2 WQWK-F	2 WFGY-FF <	2 WFGY-FF >	2 WFGY-FF >>	2 WFGY-FF >>	2 WFGY-FF	2 WFGY-FF >	2 WFGY-FF	2 WFGY-FF >	2 WFGY-FF >
3 WFGY-FF <	3 WQWK-F	3 WBHV-F	3 WRSC-AA >	3 WBHV-F >>	WQWK-F	3 WQWK-F <	3 WQWK-F	3 WQWK-F <	3 WQWK-F
4 WBHV-F >	4 WBHV-F >>	4 WQWK-F >		4 WRSC-AA	4 WRSC-AA	4 WRSC-AA >	4 WBHV-F >	4 WBHV-F >>	4 WBHV-F >
5 WGMR-F >				WBHV-F >>	WBHV-F >>				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WIKN-F	CHR/AC	107.9	Pt. Matilda	1.2	9.3	2	106
WMAJ	T	1450	State College	1.8	6.5	4	98
WUBZ-F	AOR-NR	105.9	Phillipsburg	0.6	2.6	9	69

### AM Stations

WBLF	970	1 kw/0.074 kw	See WRSC				Bellefonte
WMAJ	1450	1 kw	Talk		CBS, SRN, Talknt	---	Burbach
WRSC	1390	2 kw/1 kw (DA-N)	Full Service		ABC, Westwd	Dome	Citadel

### FM Stations

WBHV	103.1	3 kw @ -55	CHR			Katz	Burbach
WFGI	94.5	0.813 kw @ 630	Simul. WFGY-F				Forever
WGMR	101.1	8.5 kw @ 1170	New Rock		Westwd	Dome	Allegheny
WIKN	107.9	3 kw @ 328	CHR/AC		Westwd	---	Citadel
WQWK	97.1	2 kw @ 403	AOR			Mc-Guild	Citadel
WZWW	95.3	0.794 kw @ 636	AC		Westwd, CNN	Allied	Bellefonte

Notes: WFGY-F - See Altoona in the Spring 1997 American Radio . . . 4/97 WBLF/WRSC/WIKN-F/WQWK-F sold by Tele-Media to Citadel for \$6,400,000



# SUSSEX, NJ

Arbitron Rank: 232 Pop (12+) 115,300  
 Market TSL in Hours: 23.00  
 Average Persons Rating: 17.3

Stations: 26 / 3  
 Diaries: 374/308:1/52.7%  
 Sample Target: 350

% Below Line: 55.5  
 % Not Listed: 15.0  
 Total Retail Sales: \$1.02 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WSUS-F	AC	29 / 14.5				423 / 36.7			30 / 438	WSUS-F
2	WNNJ-F	AC	26 / 13.0				354 / 30.7			34 / 440	WNNJ-F
3	WABC	T	17 / 8.5				194 / 16.9			21 / 234	WABC
4	WAXQ-F	CL AOR	9 / 4.5				101 / 8.8			9 / 114	WAXQ-F
	WXRK-F	T/NR	9 / 4.5				180 / 15.6			11 / 211	WXRK-F
	WHCY-F	C	9 / 4.5				157 / 13.6			11 / 180	WHCY-F
7	WPLJ-F	CHR	8 / 4.0				209 / 18.2			10 / 241	WPLJ-F
8	WHTZ-F	CHR	7 / 3.5				143 / 12.4			8 / 173	WHTZ-F
	WLTW-F	SAC	7 / 3.5				94 / 8.1			7 / 98	WLTW-F
10	WCBS-F	O	6 / 3.0				79 / 6.8			9 / 101	WCBS-F

12+ FM Share (Metro): 81.76 % ( 139 of 170 ) ( Spring 96: NA )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WNNJ-F >>	1 WNNJ-F	1 WSUS-F <	1 WSUS-F >	1 WNNJ-F	1 WSUS-F	1 WSUS-F >	1 WNNJ-F <	1 WNNJ-F <	1 WNNJ-F
2 WXRK-F	2 WSUS-F >	2 WNNJ-F >>	2 WABC	WSUS-F >>	2 WNNJ-F	2 WXRK-F <	2 WSUS-F	2 WSUS-F	2 WHTZ-F
3 WSUS-F	3 WAXQ-F	3 WAXQ-F	3 WNNJ-F >>	3 WPLJ-F	3 WAXQ-F	3 WNNJ-F >	3 WSUS-F >	3 WABC	WABC
4 WAXQ-F	4 WXRK-F	4 WXRK-F	4 WHCY-F	WLTW-F >>	4 WXRK-F >	4 WABC	4 WAXQ-F >	4 WOR	WHCY-F
	5 WPLJ-F	5 WPLJ-F				5 WPLJ-F		5 WPLJ-F	5 WSUS-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WNNJ ST 1360 Newton	2.0	4.3	4 50

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAWZ-F REL 99.1 Zarephath	1.0	3.7	2 43
WCBS N 101.1 New York	1.0	4.3	3 78
WDHA-F AOR 105.5 Dover	2.5	7.1	6 84
WFAN SPRTS 660 New York	1.5	6.6	5 122
WKRZ-F CHR 98.5 Wilkes Barre	0.5	2.6	1 36
WKTU-F CHR/U 103.5 Lake Success	1.5	3.6	7 66
WKXW-F T 101.5 Trenton	1.0	3.3	2 38
WNEW-F AOR 102.7 New York	2.5	6.9	5 87
WODE-F O 99.9 Easton, PA	1.0	5.0	3 68
WOR T 710 New York	2.5	4.7	6 65
WPDH-F CL AOR 101.5 Poughkeepsie	0.5	4.5	5 92
WQCD-F J 101.9 New York	1.0	3.7	3 62
WQHT-F U/CHR 97.1 New York	1.0	3.1	3 50
WRRV-F AOR-NR 92.7 Middletown, NY	2.0	5.2	4 60

### AM Stations

WNNJ	1360	1 kw/0.023 kw	Standards	Westwd	--	Nassau	Newton
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### FM Stations

WNNJ	103.7	2.3 kw @ 892	AC	--	Nassau	Newton
WSUS	102.3	0.59 kw @ 745	AC	Westwd	Nassau	Franklin

Notes: Other ranked stations -- See New York in the Spring 1997 American Radio . . . This is the market's first survey . . . 6/97 WNNJ-F changed from AC to Classic Hits (after the Spring survey)

# TEXARKANA, TX-AR

Arbitron Rank: 241	Pop (12+): 102,800	Stations: 18 / 14	% Below Line: 13.0
Market TSL In Hours: 18.75		Diaries: 348/295:1/47.9%	% Not Listed: 10.1
Average Persons Rating: 13.5		Sample Target: 310	Total Retail Sales: \$1.26 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume
1	KKYR-F	C	24 / 17.2	29.4	25.1	318 / 31.0	46.0	45.3	36 / 560	KKYR-F
2	KTOY-F	B	18 / 12.9	7.4	10.8	147 / 14.3	15.5	20.2	19 / 166	KTOY-F
3	KEWL-F	O	11 / 7.9	6.1		189 / 18.4	12.4		15 / 272	KEWL-F
	KZRB-F	B	11 / 7.9	4.3	3.6	164 / 16.0	10.4	9.2	20 / 253	KZRB-F
5	KRUF-F	CHR	9 / 6.5			160 / 15.6			17 / 309	KRUF-F
6	KTWN-F	AC/CHR	8 / 5.7	4.3	9.0	137 / 13.3	10.4	24.4	10 / 187	KTWN-F
7	KYGL-F	CL AOR	7 / 5.0	6.5	5.4	127 / 12.4	13.4	10.6	11 / 207	KYGL-F
	KOWS-F	C	7 / 5.0	4.3	2.4	90 / 8.8	5.1	5.3	9 / 114	KOWS-F
9	KLLI-F	C	6 / 4.3	9.8	10.2	107 / 10.4	19.2	20.5	10 / 227	KLLI-F
	KPYN-F	G	6 / 4.3	3.7		90 / 8.8	6.0		14 / 241	KPYN-F

12+ FM Share (Metro): 96.00 % ( 120 of 125 ) ( Spring 96: 97.82 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KKYR-F >	1 KTOY-F	1 KTOY-F	1 KKYR-F	1 KKYR-F	1 KTOY-F	1 KKYR-F >	1 KKYR-F >>	1 KKYR-F <	1 KTOY-F >
2 KTOY-F	2 KKYR-F >	2 KKYR-F	2 KTOY-F	2 KTOY-F >	2 KEWL-F	2 KTOY-F >	2 KTOY-F	2 KTOY-F	2 KRUF-F
3 KTWN-F	3 KEWL-F	3 KEWL-F >	3 KEWL-F	3 KEWL-F >	3 KYGL-F	3 KEWL-F >>	3 KEWL-F <	3 KEWL-F	3 KKYR-F
4 KRUF-F	4 KYGL-F	4 KYGL-F	4 KZRB-F >	4 KZRB-F	4 KTAL-F	4 KLLI-F	4 KTWN-F	4 KRUF-F	4 KZRB-F >
KOWS-F	KOWS-F	KOWS-F		KOWS-F >	KKYR-F	KPYN-F	5 KYGL-F	KZRB-F	5 KLLI-F
KLLI-F >	6 KTAL-F	6 KZRB-F			KOWS-F	KTWN-F	6 KPYN-F	6 KYGL-F <	
	KZRB-F				KTWN-F >				
	KTWN-F								

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KCMC	SPRTS	740 Texarkana, TX	0.7	3.2	1 38
KHSP	REL	1400 Texarkana, TX	1.4	3.0	2 38
KTFS	T	940 Texarkana, TX	1.4	3.3	3 40
KXAR-F	B	101.7 Hope, AR	2.9	10.7	11 192

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
KITT-F	C	93.7 Shreveport	0.7	4.1	2 74
KTAL-F	AOR	98.1 Shreveport	3.6	9.3	9 167
KTUX-F	AOR-NR	98.9 Carthage, TX	2.2	4.8	5 98

### FM Stations

KEWL	95.1	25 kw @ 325	Oldies	USA	D&R		New Boston, TX
KKYR	102.5	100 kw @ 459	Country		Banner	Capstar	
KLLI	95.9	11.3 kw @ 485	Country		Mc-Guild	Capstar	Hooks
KOWS	103.9	5.1 kw @ 355	Classic Country		—	KHSP	Ashdown, AR
KPYN	100.1	50 kw @ 492	So. Gospel		Riley		Atlanta, TX
KTOY	104.7	3 kw @ 328	Black	ABC	K&P		
KTWN	107.1	2.9 kw @ 479	AC/CHR	ABC	—	KTFS	
KYGL	106.3	50 kw @ 492	Classic AOR		Mc-Guild	Capstar	
KZRB	103.5	50 kw @ 492	Black		—		New Boston, TX

Notes: KRUF-F -- See Shreveport in the Spring 1997 American Radio . . . 4/97 KKYR-AF/KLLI-F/KYGL-F sold by Gulfstar to Capstar

# TRENTON, NJ

Arbitron Rank: 137 Pop (12+) 279,700  
 Market TSL in Hours: 22.00  
 Average Persons Rating: 16.6

Stations: 36 / 6  
 Diaries: 653/428:1/49.4%  
 Sample Target: 620

% Below Line: 59.1  
 % Not Listed: 12.5  
 Total Retail Sales: \$3.0 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WPST-F	48 / 10.4	8.1	8.3	8.8	12.0	705 / 25.2	25.1	25.4	118 / 2515	WPST-F
2	WBUD	33 / 7.1	5.2	4.8	7.0	5.1	295 / 10.5	9.3	9.4	35 / 323	WBUD
3	WKXW-F	27 / 5.8	8.5	9.2	5.6	4.9	519 / 18.6	25.1	27.3	86 / 1879	WKXW-F
4	WJZZ-F	23 / 5.0	4.3	4.4	2.1	3.0	266 / 9.5	11.4	11.7	66 / 1096	WJZZ-F
	WUSL-F	23 / 5.0	4.3	3.9	5.6	4.1	346 / 12.4	11.1	11.1	60 / 1040	WUSL-F
6	WXTU-F	22 / 4.7	2.9	3.7	4.4	3.2	274 / 9.8	8.4	7.2	109 / 1345	WXTU-F
7	WOGL-F	17 / 3.7	3.4	4.1	3.5	2.8	316 / 11.3	10.3	12.5	100 / 1868	WOGL-F
8	WMMR-F	16 / 3.5	2.7	2.6	2.8	2.4	287 / 10.3	10.3	10.3	112 / 1744	WMMR-F
9	WDAS-F	15 / 3.2	5.2	3.5	2.6	4.3	224 / 8.0	8.7	7.6	44 / 612	WDAS-F
10	WYXR-F	14 / 3.0	3.8	3.1	4.0	6.4	321 / 11.5	13.4	14.6	62 / 1653	WYXR-F
	WYSP-F	14 / 3.0	3.8	5.0	3.5	4.3	301 / 10.8	11.2	14.0	147 / 2177	WYSP-F

12+ FM Share (Metro): 80.54 % ( 327 of 406 ) ( Spring 96: 81.04 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WPST-F >>	1 WPST-F >>	1 WPST-F	1 WBUD >	1 WPST-F	1 WPST-F >	1 WPST-F	1 WPST-F	1 WPST-F >	1 WPST-F
2 WUSL-F >	2 WUSL-F	2 WJZZ-F	2 WXTU-F <	WJZZ-F >	2 WKXW-F	2 WBUD	2 WBUD >	2 WKXW-F	2 WKXW-F
3 WPHI-F	WJZZ-F <	3 WKXW-F	3 WKXW-F	3 WKXW-F	3 WYSP-F	3 WKXW-F	3 WJZZ-F	3 WBUD	3 WUSL-F <
4 WYSP-F	4 WKXW-F <	4 WMMR-F <	4 WJZZ-F	4 WDAS-F	WMMR-F	4 WYSP-F <	4 WKXW-F	4 WJZZ-F <	4 WPHI-F
WIOQ-F	5 WMMR-F	5 WDAS-F	5 WOGL-F	5 WXTU-F	WOGL-F	5 WXTU-F <	5 WOGL-F <	5 WUSL-F <	5 WJZZ-F
WYXR-F	6 WYSP-F	WOGL-F	6 WPST-F	WJZZ-F	WJZZ-F	6 WUSL-F	6 WMMR-F <	6 WOGL-F <	WIOQ-F
	WYXR-F						7 WXTU-F <	7 WXTU-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCHR-F REL 94.5 Trenton	1.7	3.4	15 280
WHWH ST 1350 Princeton	2.2	4.5	13 145
WIMG B 1300 Trenton	1.3	4.2	9 179

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WABC T 770 New York	0.9	3.9	24 562
WAWZ-F REL 99.1 Zarephath	1.1	3.0	22 360
WBEB-F AC 101.1 Philadelphia	1.1	2.7	89 1443
WCBS N 880 New York	0.9	4.3	14 514
WFAN SPRTS 660 New York	1.5	6.0	30 649
WFLN-F CL 95.7 Philadelphia	0.6	1.8	33 647
WFMZ-F SAC 100.7 Allentown	0.6	2.2	32 310
WIOQ-F CHR 102.1 Philadelphia	2.8	10.9	73 1794
WLTW-F SAC 106.7 New York	0.6	2.8	26 428
WMGK-F CL HITS 102.9 Philadelphia	2.2	9.4	101 1852
WMGQ-F AC 98.3 New Brunswick	1.3	3.3	27 468
WNEW-F AOR 102.7 New York	0.4	2.0	32 548
WOR T 710 New York	1.9	4.9	60 800
WPAT-F SP 93.1 Paterson	1.3	1.9	10 103
WPHI-F B 103.9 Jenkintown, PA	2.8	8.6	47 951
WPLJ-F CHR 95.5 New York	0.6	4.8	28 711
WQHT-F CHR/U 97.1 New York	1.1	4.4	24 438
WQXR-F CL 96.3 New York	0.9	2.1	8 231
WRDR-F ST 104.9 Egg Harbor City	1.1	2.3	21 325
WWDB-F T 96.5 Philadelphia	1.9	4.7	88 1196
WWJZ ST 640 Mt. Holly	1.3	2.8	12 195
WXRK-F T/NR 92.3 New York	1.1	4.0	42 669

### AM Stations

WBUD 1260 5 kw/2.5 kw (DA-2)	Standards	Mc-Guild Press
WHWH 1350 5 kw (DA-2)	Standards	ABC Katz Nassau Princeton
WIMG 1300 5 kw/1 kw (DA-2)	Black	Westwd Williams

### FM Stations

WCHR 94.5 50 kw @ 492	Religion	— Nassau
WKXW 101.5 19 kw @ 804	Talk	Mc-Guild Press
WPST 97.5 50 kw @ 430	CHR	Katz Nassau

Notes: Other ranked stations -- See Philadelphia . . . 3/97 WHWH changed from Soft AC to Standards

# TRI-CITIES, WA (Richland-Kennewick-Pasco)

Arbitron Rank: 201 Pop (12+) 146,000  
 Market TSL In Hours: 19.75  
 Average Persons Rating: 14.9

Stations: 21 / 11  
 Diaries: 563/259:1/59.1%  
 Sample Target: 520

% Below Line: 15.7  
 % Not Listed: 16.6  
 Total Retail Sales: \$1.56 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1 KEGX-F	CL AOR	19 / 8.8	7.1	10.3		7.0	226 / 15.5	18.6	17.7	42 / 497	KEGX-F
KORD-F	C	19 / 8.8	8.8	17.0		18.1	289 / 19.8	18.2	21.7	34 / 454	KORD-F
3 KEYW-F	AC/CHR	18 / 8.3	10.1	5.4		3.3	327 / 22.4	22.8	17.1	20 / 352	KEYW-F
4 KXRX-F	AOR	15 / 6.9	7.1	6.3		7.0	218 / 14.9	17.2	17.6	42 / 541	KXRX-F
5 KIOK-F	C	14 / 6.5	8.8	10.3		8.4	229 / 15.7	14.3	20.2	28 / 400	KIOK-F
KONA-F	SAC	14 / 6.5	8.8	6.7		6.5	250 / 17.1	18.3	16.5	28 / 417	KONA-F
7 KALE	ST	13 / 6.0	3.1	1.8		0.5	95 / 6.5	5.6	4.2	14 / 152	KALE
8 KZHR-F	SP	11 / 5.1	5.7	4.0		6.5	89 / 6.1	5.5	6.0	18 / 153	KZHR-F
9 KONA	FS	10 / 4.6	6.2	7.6		6.5	185 / 12.7	19.8	16.5	18 / 359	KONA
10 KNLT-F	O	9 / 4.2	4.8	6.3		3.7	150 / 10.3	13.3	14.2	18 / 278	KNLT-F
KTCR	T	9 / 4.2	4.4	2.7		5.1	108 / 7.4	9.9	7.0	11 / 138	KTCR
12 KLKY-F	CHR	7 / 3.2		0.4		0.5	131 / 9.0		2.1	22 / 300	KLKY-F
KFLD	SPRFS	7 / 3.2	2.2	5.4		3.3	148 / 10.1	8.2	10.7	11 / 200	KFLD

12+ FM Share (Metro): 78.45 % ( 142 of 181 ) ( Spring 96: 80.30 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KXRX-F >	1 KEGX-F	1 KEGX-F	1 KEGX-F	1 KONA-F	1 KEGX-F	1 KORD-F	1 KEGX-F	1 KEYW-F <	1 KEYW-F
2 KZHR-F	2 KXRX-F <	2 KXRX-F <	KORD-F	2 KEYW-F	2 KXRX-F	2 KEYW-F <	2 KORD-F <	2 KXRX-F	2 KFLD
KEYW-F	3 KEYW-F	3 KONA-F <	KALE	KIOK-F	3 KZHR-F	3 KXRX-F <	3 KEYW-F <	KEGX-F	KORD-F
4 KEGX-F	KIOK-F	4 KIOK-F	4 KONA-F	4 KEGX-F	4 KORD-F	4 KEGX-F <	4 KIOK-F	KORD-F <	4 KZHR-F
KIOK-F	5 KZHR-F	KORD-F	5 KONA	KORD-F	5 KONA-F	5 KONA	KALE	5 KIOK-F >	5 KEGX-F
6 KORD-F >	KONA-F	6 KZHR-F	6 KTCR	6 KXRX-F	KTCR	6 KONA-F <	6 KTCR	6 KONA-F	KIOK-F
	7 KORD-F >	KEYW-F >	KIOK-F	7 KZHR-F		7 KIOK-F <	7 KONA-F	KALE	KLKY-F
				KNLT-F >		8 KZHR-F	KXRX-F <		KONA-F
									KALE

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KATS-F AOR 94.5 Yakima	0.9	1.9	3 61
KFFM-F CHR 107.3 Yakima	0.5	1.8	4 98
KTWY-F REL 93.3 Walla Walla	2.3	5.7	12 160
KUJ-F CHR 99.1 Walla Walla	1.4	5.4	13 173
KWHT-F C 103.5 Pendleton, OR	0.5	2.7	15 171
KXDD-F C 104.1 Yakima	0.5	1.9	1 50
KZLN-F CHR 97.5 Othello	0.5	1.8	2 68
KZXR-F AC/CHR 101.7 Prosser	0.9	2.5	3 53

### AM Stations

KALE	960	5 kw/1 kw (DA-N)	Standards	CBS	D&R	Triathlon
KFLD	870	10 kw/0.25 kw	Sports	USA	Mc-Guild	Citadel
KONA	610	5 kw (DA-2)	Full Service	ABC	Allied	
KTCR	1340	1 kw	Talk	CBS, Westwd, Talknt	Christal	Triathlon

### FM Stations

KEGX	106.5	100 kw @ 1053	Classic AOR	Westwd	Christal	Triathlon
KEYW	98.3	3 kw @ 195	AC/CHR		Mc-Guild	Citadel
KIOK	94.9	100 kw @ 1250	Country		D&R	Triathlon
KLKY	97.9	20 kw @ 1289	CHR		Tacher	Citadel, pend. Milton-Freewater
KNLT	95.7	100 kw @ 427	Oldies		Christal	Triathlon Walla Walla
KONA	105.3	100 kw @ 1138	Soft AC	ABC	Allied	
KORD	102.7	100 kw @ 1100	Country		Mc-Guild	Citadel
KXRX	97.1	50 kw @ 1338	AOR		Mc-Guild	Citadel
KZHR	92.5	54 kw @ 1243	Hispanic		---	Dayton

Notes: 6/97 KLKY-F sold to Citadel for \$620,000 . . . 6/97 KLKY-F changed from CHR to Classic Rock as "The Hawk" . . . 6/97 KUJ-F (99.1; Walla Walla) changed from Classic Country to CHR as "Power 99"

# TUPELO, MS

**Arbitron Rank:** 174 **Pop (12+)** 182,400 **Stations:** 21 / 14 **% Below Line:** 6.0  
**Market TSL in Hours:** 23.25 **Diaries:** 466/391:1/50.2% **% Not Listed:** 10.6  
**Average Persons Rating:** 16.6 **Sample Target:** 430 **Total Retail Sales:** \$1.8 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WWZD-F	61 / 20.2	13.3	17.0		17.2	482 / 26.4	27.1	32.4	72 / 605	WWZD-F
2	WWKZ-F	51 / 16.9	11.1	12.7		16.5	614 / 33.7	23.5	27.5	75 / 959	WWKZ-F
3	WESE-F	30 / 9.9	8.4	9.8		9.4	292 / 16.0	14.9	13.0	30 / 292	WESE-F
4	WSYE-F	20 / 6.6	6.1	7.5		8.7	380 / 20.8	19.2	20.0	52 / 886	WSYE-F
5	WWMS-F	19 / 6.3	8.8	14.4		10.7	299 / 16.4	19.1	23.9	40 / 664	WWMS-F
6	WFTA-F	14 / 4.6	3.1	4.9		4.5	245 / 13.4	10.2	14.9	16 / 332	WFTA-F
	WSMS-F	14 / 4.6	4.2	0.7			189 / 10.4	8.3	3.8	21 / 278	WSMS-F
8	WBIP-F	11 / 3.6	4.2	3.6		2.3	160 / 8.8	7.6	9.0	15 / 232	WBIP-F
9	WZLQ-F	9 / 3.0	3.4	3.3		2.6	178 / 9.7	11.1	10.1	27 / 309	WZLQ-F
10	WSEL-F	8 / 2.6	6.9	2.3			131 / 7.2	9.9	5.7	9 / 158	WSEL-F
11	WWZQ-F	7 / 2.3	2.3			1.0	102 / 5.6	6.6		13 / 171	WWZQ-F
12	WACR-F	6 / 2.0	1.1	2.3		0.6	99 / 5.4	4.2	5.3	21 / 334	WACR-F

12+ FM Share (Metro): 98.89 % ( 267 of 270 ) ( Spring 96: 96.59 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WWZD-F	1 WWZD-F	1 WWZD-F <	1 WWZD-F >	1 WWZD-F	1 WWZD-F <	1 WWZD-F	1 WWZD-F <	1 WWZD-F	1 WESE-F
2 WWKZ-F >>	2 WWKZ-F >>	2 WWKZ-F >>	2 WWKZ-F >	WWKZ-F >	2 WWKZ-F >>	2 WWKZ-F >>	2 WWKZ-F >>	2 WWKZ-F	2 WWZD-F
3 WESE-F	3 WESE-F	3 WSYE-F <	3 WWMS-F	3 WESE-F	3 WSMS-F	3 WESE-F	3 WSYE-F	3 WESE-F >	3 WWKZ-F >>
WSYE-F	WSYE-F >	4 WESE-F <	4 WSYE-F <	4 WSYE-F	4 WSYE-F	4 WSYE-F <	4 WWMS-F <	4 WSYE-F	4 WSMS-F
5 WSMS-F >	5 WSMS-F	5 WWMS-F	5 WESE-F	5 WFTA-F	WBIP-F	5 WWMS-F <	5 WFTA-F <	5 WWMS-F <	WSYE-F
				WWMS-F >		6 WBIP-F	6 WSMS-F	6 WSMS-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCPC	REL	940	Houston 1.0 3.7 4 104
WMXU-F	AOR	106.1	Starkville 1.7 4.0 27 312

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFOA-F	REL	107.9	Ackerman 0.7 3.1 19 268
WFXO-F	AC	104.9	Iuka 0.3 2.5 7 166
WKOR-F	C	94.9	Columbus 0.7 2.3 20 255
WMBC-F	C	103.1	Columbus 0.7 2.6 11 250
WQLT-F	AC	107.3	Florence, AL 0.7 2.6 17 275
WZBQ-F	CHR	94.1	Carrollton, AL 1.0 4.7 23 433

### FM Stations

Station	Power	Frequency	Format	Market	Other	Other	Other
WBIP	99.3	6 kw @ 300	Gospel	USA	Mid-South		Booneville
WESE	92.5	5.4 kw @ 328	Black	ABC	--	WWZD-F	Baldwyn
WFTA	101.9	50 kw @ 480	AC	ABC	Keystone	Sisk	Fulton
WSEL	96.7	3 kw @ 298	Gospel		--		Pontotoc
WSMS	99.9	47 kw @ 505	AOR	ABC	--	WMXU-F	Artesia
WSYE	93.3	100 kw @ 1804	AC		Mc-Guild	New South	Houston
WWKZ	103.5	100 kw @ 1004	CHR	Westwd, ABC	K&P	Barnstable	New Albany
WWMS	97.5	100 kw @ 980	Country	Westwd	--	WZLQ-F	Oxford
WWZD	106.7	28.1 kw @ 656	Country	Westwd, ABC	--	WESE-F	New Albany
WZLQ	98.5	100 kw @ 981	Country	ABC	--	WWMS-F	

Notes: 3/97 WWKZ-F sold by Pearce to Barnstable for \$6,300,000 (Stevens); the station has a CP to change to a Class C1 (100 kw @ 679) on 103.7, licensed to Como, MS, which will make it a Memphis move-in

# TUSCALOOSA, AL

Arbitron Rank: 213 Pop (12+) 134,800  
 Market TSL In Hours: 19.75  
 Average Persons Rating: 14.7

Stations: 22 / 11  
 Diaries: 337/400:1/44.7%  
 Sample Target: 360

% Below Line: 28.7  
 % Not Listed: 14.1  
 Total Retail Sales: \$1.45 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WBHJ-F	B	23 / 11.6		3.2	2.7	262 / 19.5	8.1	13.3	61 / 629	WBHJ-F
2	WTXT-F	C	21 / 10.6		16.4	15.9	306 / 22.7	27.9	31.3	30 / 456	WTXT-F
3	WRTR-F	CL AOR	15 / 7.6		2.6	5.9	257 / 19.1	8.6	12.8	17 / 324	WRTR-F
4	WTUG-F	B	14 / 7.1		14.8	10.5	221 / 16.4	20.6	22.1	19 / 390	WTUG-F
	WWPG	B/G	14 / 7.1		5.8	3.6	99 / 7.3	6.9	6.0	14 / 107	WWPG
6	WLXY-F	CL HITS	12 / 6.1		6.9	6.8	286 / 21.2	17.4	17.8	13 / 333	WLXY-F
	WZBQ-F	CHR	12 / 6.1		10.1	3.6	256 / 19.0	19.2	9.6	21 / 407	WZBQ-F
8	WTSK	B/G	11 / 5.6		5.8	6.8	127 / 9.4	8.6	11.5	11 / 135	WTSK
9	WTID-F	CHR/AC	6 / 3.0		1.6	4.1	161 / 11.9	8.8	14.5	11 / 206	WTID-F
	WYSF-F	SAC	6 / 3.0		1.1	1.8	144 / 10.7	9.1	6.9	8 / 204	WYSF-F
	WOWC-F	C	6 / 3.0		3.2	1.8	168 / 12.4	12.4	8.5	13 / 275	WOWC-F

12+ FM Share (Metro): 82.35 % ( 140 of 170 ) ( Spring 96: 83.13 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WZBQ-F	1 WRTR-F <	1 WTXT-F <	1 WTXT-F	1 WTUG-F	1 WWPG	1 WZBQ-F <	1 WTXT-F	1 WBHJ-F >	1 WBHJ-F >>
2 WBHJ-F	2 WBHJ-F	2 WWPG	2 WWPG	WTXT-F	2 WRTR-F	2 WTXT-F	2 WRTR-F	2 WTXT-F	2 WTUG-F
3 WRTR-F	WTUG-F <	3 WRTR-F	3 WTSK >	3 WTSK	3 WLXY-F	WWPG >	3 WBHJ-F	3 WRTR-F	3 WRTR-F
4 WLXY-F	4 WTXT-F <	4 WTUG-F	4 WRTR-F	4 WBHJ-F	WTXT-F >	4 WTSK <	4 WLXY-F	WTUG-F	4 WTXT-F
	WTUG-F	5 WLXY-F	WTUG-F		5 WNPT-F >	5 WTUG-F	WWPG >	5 WLXY-F	5 WDJC-F
6 WTXT-F	WZBQ-F	6 WBHJ-F	6 WLXY-F >			WBHJ-F		6 WZBQ-F	
	7 WWPG >								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WACT	G	1420	Tuscaloosa 2.0 6.7 6 124
WQZZ-F	B	104.3	Eutaw 1.5 3.6 5 86
WSPZ	SPRTS	1150	Tuscaloosa 0.5 4.2 1 57

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDJC-F	REL	93.7	Birmingham 2.5 8.3 6 148
WENN-F	B	107.7	Birmingham 0.5 3.2 1 70
WMJJ-F	AC	96.5	Birmingham 1.0 5.7 6 156
WNPT-F	B/AC	102.9	Linden 1.5 3.2 26 316
WODL-F	O	106.9	Birmingham 1.5 5.4 7 138
WZRR-F	AOR/CL	99.5	Birmingham 1.5 7.6 6 198
WZZK-F	C	104.7	Birmingham 2.5 7.3 13 243

### AM Stations

WTSK	790	5 kw/0.036 kw	Black Gospel	ABC	Eastman	Air South
WWPG	1280	5 kw/0.5 kw (DA-N)	Black Gospel	ABC	--	WQZZ-F

### FM Stations

WLXY	100.7	11.6 kw @ 485	Classic Hits		Christal	Northport
WRTR	105.5	6 kw @ 298	Classic AOR		Katz	Capstar
WTID	101.7	23.4 kw @ 727	CHR/AC (Hot AC)	ABC	Allied	Air South
WTUG	92.9	100 kw @ 981	Black	AURN	Eastman	Air South
WTXT	98.1	88.9 kw @ 905	Country	Westwd, ABC	Christal	Capstar
WZBQ	94.1	99 kw @ 1007	CHR		Christal	WSPZ
						Carrollton

Notes: Other ranked stations - See Birmingham in the Spring 1997 American Radio . . . 7/96 WFFX-F changed from AC to Black as WBHJ-F . . . 3/97 WQLW-F changed calls to WQZZ-F; remains Black . . . 3/97 WACT-F changed from Country to Classic AOR as WRTR-F . . . 4/97 WTXT-F sold by Athens to Capstar . . . 6/97 WZBQ-F sold to Capstar for \$3,200,000 (Stan Raymond)

# TYLER-LONGVIEW, TX

Arbitron Rank: 144 Pop (12+) 257,500  
 Market TSL in Hours: 20.50  
 Average Persons Rating: 15.0

Stations: 24 / 15  
 Diaries: 605/426:1/40.5%  
 Sample Target: 620

% Below Line: 10.3  
 % Not Listed: 16.5  
 Total Retail Sales: \$3.3 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KNUE-F	51 / 13.2	12.3	11.9	19.2		578 / 22.5	21.8	22.7	105 / 1360	KNUE-F
2	KISX-F	45 / 11.6	13.1	10.6		9.7	660 / 25.6	25.1	26.7	74 / 1110	KISX-F
3	KOOI-F	30 / 7.8	6.8	7.0		5.9	423 / 16.4	14.3	14.3	65 / 768	KOOI-F
4	KYKX-F	28 / 7.2	6.3	9.3		6.4	308 / 12.0	13.8	12.4	54 / 731	KYKX-F
5	KZEY	25 / 6.5	3.6	5.7		6.1	268 / 10.4	7.3	10.8	25 / 288	KZEY
6	KDOK-F	22 / 5.7	3.6	6.7		4.1	276 / 10.7	7.1	11.0	40 / 387	KDOK-F
7	KKTX-F	20 / 5.2	3.3	3.1		3.1	295 / 11.5	8.4	9.3	30 / 380	KKTX-F
8	KTYL-F	14 / 3.6	4.9	4.7		6.1	311 / 12.1	15.5	15.8	23 / 532	KTYL-F
9	KTBB	12 / 3.1	3.6	4.4		2.0	222 / 8.6	10.0	10.7	15 / 310	KTBB
10	KKUS-F	10 / 2.6	1.9	2.6		1.8	160 / 6.2	6.7	5.7	24 / 421	KKUS-F
12	KFRO-F	10 / 2.6	1.9	3.6		2.0	134 / 5.2	7.4	6.7	19 / 328	KFRO-F
13	KEES-AA	8 / 2.1	3.0	3.0		3.3	143 / 5.6	6.8	4.8	10 / 199	KEES-AA

12+ FM Share (Metro): 82.97 % ( 268 of 323 ) ( Spring 96: 83.69 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KISX-F >	1 KNUE-F <	1 KNUE-F	1 KNUE-F >	1 KNUE-F >	1 KNUE-F	1 KNUE-F	1 KNUE-F	1 KNUE-F	1 KISX-F
2 KNUE-F	2 KISX-F >	2 KISX-F	2 KOOI-F <	2 KISX-F	2 KKTX-F	2 KISX-F	2 KISX-F <	2 KISX-F >	2 KNUE-F >>
3 KZEY >	3 KZEY <	3 KYKX-F <	3 KDOK-F	3 KOOI-F >	KYKX-F <	3 KOOI-F	3 KYKX-F <	3 KOOI-F <	3 KKTX-F
4 KKTX-F	4 KYKX-F	4 KZEY <	KYKX-F >	4 KTYL-F	4 KISX-F	4 KYKX-F	4 KOOI-F	4 KYKX-F	4 KOOI-F
KYKX-F	5 KKTX-F	5 KDOI-F <	5 KISX-F	KZEY	5 KZEY >	5 KDOK-F <	5 KZEY	5 KKTX-F <	5 KYKX-F
6 KOOI-F	6 KOOI-F	6 KKTX-F	KZEY	6 KFRO-F	6 KTBB	6 KZEY	6 KDOK-F >	6 KDOK-F	
		7 KTYL-F		KYKX-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFRO	N/T	1370	Longview 1.6 3.9 8 161
KWRW-F	O	97.7	Rusk 0.5 1.9 2 49

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KKDA-F	B	104.5	Dallas 0.8 5.0 18 342
KMJJ-F	B	99.7	Shreveport 0.8 4.5 11 293
KRLD	N/T	1080	Dallas 0.5 2.4 10 264
KRUF-F	CHR	94.5	Shreveport 1.8 5.5 26 637
KTBB-F	AC	107.7	Nacogdoches 0.8 2.0 14 258
KTUX-F	AOR-NR	98.9	Carthage 1.8 2.3 20 291
KYKS-F	T	105.1	Lufkin 1.0 1.9 25 316
WBAP	T/FS	820	Ft. Worth 0.5 1.9 24 288

### AM Stations

KEES	1430	5 kw/1 kw (DA-N)	Talk	ABC, Westwd	K&P	KYZS	Gladewater
KTBB	600	5 kw/2.5 kw (DA-2)	News/Talk	ABC	D&R	Capstar	
KYZS	1490	1 kw	See KEES				Tyler
KZEY	690	1 kw/90 w (DA-1)	Black	AURN	K&P		

### FM Stations

KDOK	92.1	9.6 kw @ 443	Standards	ABC	---		
KISX	107.3	50 kw @ 479	CHR	Westwd	Banner	Capstar	Whitehouse
KKTX	96.1	31.7 kw @ 620	Classic AOR	ABC	---	Capstar	Kilgore
KNUE	101.5	100 kw @ 1074	Country		Banner	Capstar	
KOOI	106.5	100 kw @ 1468	Soft AC	ABC	Eastman		Jacksonville
KTYL	93.1	100 kw @ 459	AC		D&R	Capstar	
KYKX	105.7	100 kw @ 1005	Country	ABC	Mc-Guild	SunGroup	
KZEY	103.9	3 kw @ 300	Black		K&P		Marshall

Notes: 4/97 KKTX-AF/KISX-F/KNUE-F/KTYL-F sold by Gulfstar to Capstar

# WACO, TX

<b>Arbitron Rank:</b> 190	<b>Pop (12+):</b> 166,200	<b>Stations:</b> 27 / 11	<b>% Below Line:</b> 26.0
<b>Market TSL in Hours:</b> 19.25		<b>Diaries:</b> 592/281:1/49.1%	<b>% Not Listed:</b> 10.8
<b>Average Persons Rating:</b> 14.0		<b>Sample Target:</b> 580	<b>Total Retail Sales:</b> \$1.87 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WACO-F	43 / 18.5	16.6	15.8		18.1	443 / 26.7	28.4	30.9	91 / 1227	WACO-F
2	KWTX-F	29 / 12.5	12.2	10.4		14.4	545 / 32.8	27.3	24.1	75 / 1505	KWTX-F
3	KCKR-F	24 / 10.3	10.5	12.9		10.3	364 / 21.9	19.8	26.3	52 / 750	KCKR-F
4	KBRQ-F	21 / 9.1	7.8	7.9		7.8	251 / 15.1	13.1	15.2	25 / 338	KBRQ-F
5	KKDA-F	18 / 7.8	9.2	11.6		9.5	226 / 13.6	11.4	14.5	22 / 342	KKDA-F
6	WBAP	9 / 3.9	5.7	7.1		4.5	168 / 10.1	9.9	11.1	38 / 551	WBAP
7	KBCT-F	8 / 3.4	2.2				126 / 7.6	4.3		8 / 132	KBCT-F
8	KRZI	5 / 2.2	1.3	2.1		3.7	73 / 4.4	3.8	5.2	5 / 73	KRZI
	KWOW-F	5 / 2.2	2.6	4.1		3.3	137 / 8.2	8.2	9.8	7 / 192	KWOW-F
	KICI-F	5 / 2.2	1.7	2.5		1.6	72 / 4.3	4.2	4.5	5 / 79	KICI-F

12+ FM Share (Metro): 86.47 % ( 179 of 207 ) ( Spring 96: 81.11 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WACO-F	1 WACO-F	1 WACO-F >	1 WACO-F >>	1 WACO-F	1 WACO-F	1 WACO-F >	1 WACO-F >>	1 WACO-F >	1 KWTX-F
2 KWTX-F >	2 KWTX-F	2 KBRQ-F >	2 KCKR-F <	2 KWTX-F	2 KBRQ-F >>	2 KWTX-F	2 KBRQ-F	2 KWTX-F <	2 KKDA-F <
3 KBRQ-F	3 KBRQ-F <	3 KCKR-F	3 KBRQ-F	3 KCKR-F	3 KKDA-F	3 KCKR-F <	KWTX-F	3 KBRQ-F	3 WACO-F <
	KCKR-F	4 KCKR-F >>	KWTX-F	4 WBAP	4 KBRQ-F	4 KKDA-F	4 KCKR-F >	KCKR-F >	4 KCKR-F <
		5 KKDA-F >>	5 KKDA-F >	5 KKDA-F	5 KBCT-F	5 KBRQ-F	5 KBCT-F <	5 KKDA-F >	5 KBRQ-F >>
				KKDA-F >>	5 KWTX-F >	6 WBAP >	6 KKDA-F <		
							7 WBAP		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KBWW	REL	1010	Marlin	0.9	2.1	2	53
KEYR-F	AC	92.9	Marlin	1.3	5.4	3	98
KKTK	SPRTS	1460	Waco	1.3	5.3	3	100
KWTX	T	1230	Waco	1.7	7.3	7	176

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KAJZ-F	J	93.3	Killeen	1.3	3.4	13	263
KBFB-F	SAC	97.9	Dallas	0.0	1.6	2	100
KHKS-F	CHR	106.1	Denton	1.7	6.3	6	151
KHLR-F	CHR	103.9	Cameron	1.3	3.7	5	131
KKDA	B/O	104.5	Dallas	0.4	2.4	1	42
KLIF	T	570	Dallas	0.9	2.3	7	111
KLTD-F	REL	101.7	Temple	0.9	2.8	13	211
KLTY-F	REL	94.1	Fl. Worth	0.9	2.9	9	127
KLUV-F	O	98.7	Dallas	0.9	3.9	16	152
KPLX-F	C	99.5	Fl. Worth	0.4	2.9	1	70
KRLD	N/T	1080	Dallas	0.9	2.6	4	150
KSCS-F	C	96.3	Fl. Worth	0.9	2.4	9	171
KZPS-F	CLAOR	92.5	Dallas	1.7	6.8	14	229

### AM Stations

KKTK	1460	1 kw (DA-N)	Sports	ABC, CBS, 1/1	Sentry	Capstar
KWTX	1230	1 kw	Talk	CBS	Katz	Capstar

### FM Stations

KBCT	94.5	3.2 kw @ 453	Jazz	---		
KBRQ	102.5	100 kw @ 450	Classic AOR	Eastman	Capstar	Hillsboro
KCKR	95.5	100 kw @ 1069	Country	Banner	Capstar	
KWOW	103.3	8.4 kw @ 574	Oldies	Roslin		Clifton
KWTX	97.5	100 kw @ 890	CHR	Katz	Capstar	
WACO	99.9	100 kw @ 1650	Country	ABC	Mc-Guild	Capstar

Notes: Other ranked stations -- See Dallas-Ft. Worth . . . 4/97 KTK/KWTX-AF/KBRQ-F/KCKR-F/WACO-F sold by Gulfstar to Capstar



# WATERBURY, CT

Arbitron Rank: 175 Pop (12+)	182,100	Stations:	24 / 3	% Below Line:	64.2
Market TSL In Hours:	23.25	Diaries:	471/387:1/53.5%	% Not Listed:	16.9
Average Persons Rating:	17.6	Sample Target:	440	Total Retail Sales:	\$1.63 Bil.

12+ Metro	Format	Spring 97		Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume
		1/4	Share								
1	WWYZ-F	C	29 / 9.1		14.8		9.2	316 / 17.3	24.9	18.5	WWYZ-F
2	WRCH-F	SAC	26 / 8.1		2.9		2.9	227 / 12.5	9.3	7.5	WRCH-F
3	WATR	FS	23 / 7.2		6.4		9.8	285 / 15.6	12.9	16.2	WATR
4	WKSS-F	CHR	22 / 6.9		10.6		7.3	453 / 24.9	28.9	22.0	WKSS-F
5	WEZN-F	SAC	21 / 6.6		4.2		5.1	262 / 14.4	12.4	15.2	WEZN-F
6	WDRG-F	O	17 / 5.3		4.8		7.3	287 / 15.8	14.0	17.5	WDRG-F
	WPLR-F	AOR	17 / 5.3		3.2		3.8	222 / 12.2	10.0	13.5	WPLR-F
8	WKCI-F	CHR	15 / 4.7		4.2		5.7	316 / 17.4	15.4	18.9	WKCI-F
9	WTIC	FS	14 / 4.4		6.4		5.1	199 / 10.9	11.7	14.3	WTIC
10	WMRQ-F	AOR-NR	12 / 3.8		5.5		3.2	275 / 15.1	16.4	11.2	WMRQ-F
	WZMX-F	CL HITS	12 / 3.8		5.5		5.1	229 / 12.8	15.2	15.6	WZMX-F
12	WWCO	ST	9 / 2.8		1.6		1.3	137 / 7.5	5.6	6.2	WWCO

12+ FM Share (Metro): 74.80 % ( 190 of 254 ) ( Spring 96: 78.68 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKSS-F	1 WWYZ-F <	1 WWYZ-F	1 WRCH-F	1 WRCH-F >	1 WWYZ-F	1 WATR >	1 WRCH-F	1 WWYZ-F <	1 WWYZ-F <
2 WKCI-F	2 WEZN-F <	2 WEZN-F	WATR <	2 WWYZ-F	WPLR-F	2 WEZN-F	2 WWYZ-F	2 WRCH-F	2 WRCH-F <
WMRQ-F	3 WPLR-F	WRCH-F	3 WWYZ-F >	3 WEZN-F	3 WEZN-F	WKSS-F <	3 WPLR-F	3 WKSS-F	3 WKSS-F <
4 WPLR-F	WKSS-F <	4 WDRG-F <	4 WEZN-F	4 WDRG-F	4 WDRG-F	4 WWYZ-F	WDRG-F	4 WKCI-F	4 WMRQ-F
5 WWYZ-F	5 WDRG-F	5 WPLR-F	5 WDRG-F <	WKSS-F >	WFAN	5 WZMX-F <	WEZN-F <	WEZN-F	5 WEZN-F
6 WRKI-F	WRCH-F <	6 WKSS-F <	6 WTIC	6 WKCI-F	WZMX-F >	6 WRCH-F <	6 WATR	6 WMRQ-F	6 WKCI-F
WEZN-F	7 WKCI-F <	7 WZMX-F						7 WPLR-F	
	8 WMRQ-F								

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WABC	T	770	New York	0.6	3.0	
WCBS	N	880	New York	1.3	5.7	
WCCC-F	AOR	106.9	Hartford	1.6	6.8	
WEBS-F	AC	107.9	Westport	0.6	5.0	
WFAN	SPRTS	660	New York	2.2	6.1	
WHCN-F	CL AOR	105.9	Hartford	2.2	11.4	
WICC	FS	600	Bridgeport	0.3	2.8	
WNTY	AC	990	Southington	1.3	2.0	
WQHT-F	U/CHR	97.1	New York	1.3	3.2	
WRKI-F	AOR	95.1	Brookfield	1.9	7.8	
WTIC-F	AC/CHR	1080	Hartford	1.6	9.3	
WZBG-F	SAC	97.3	Litchfield	0.6	2.2	

### AM Stations

WATR	1320	5 kw/1 kw (DA-2)	Full Service	CBS, TARN	Banner	
WWCO	1240	1 kw	Standards	Westwd	---	Buckley

### FM Stations

WWYZ	92.5	17 kw @ 879	Country	Westwd	Banner	SFX
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Notes: Other ranked stations -- See Hartford or New Haven in the Spring 1997 American Radio ... There is no TSA for the market ... 10/96 WWYZ-F sold by WATR to SFX for \$25,250,000 (Media Svcs.) ... 4/97 WWCO sold to Buckley for \$500,000 (New England)

# WATERTOWN, NY

<b>Arbitron Rank:</b> 246	<b>Pop (12+):</b> 93,900	<b>Stations:</b> 14 / 9	<b>% Below Line:</b> 8.9
<b>Market TSL in Hours:</b> 21.75		<b>Diaries:</b> 323/291:1/61.4%	<b>% Not Listed:</b> 16.3
<b>Average Persons Rating:</b> 15.7		<b>Sample Target:</b> 280	<b>Total Retail Sales:</b> \$0.99 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WFRY-F	C	38 / 25.9				446 / 47.5			53 / 683	WFRY-F
2	WTOJ-F	AC	21 / 14.3	11.6	10.1		288 / 30.7	25.9	21.7	26 / 365	WTOJ-F
3	WCIZ-F	AOR	17 / 11.6	14.4	13.3		260 / 27.7	21.0	33.4	28 / 333	WCIZ-F
4	WTNY	FS	10 / 6.8	7.5	8.2		143 / 15.3	17.6	19.6	10 / 143	WTNY
5	WLKC-F	C	8 / 5.5	13.7	10.1		141 / 15.0	26.5	24.9	9 / 167	WLKC-F
6	WCIZ	O	5 / 3.4				53 / 5.6			6 / 63	WCIZ
	WBDR-F	CHR	5 / 3.4				61 / 6.5			7 / 81	WBDR-F

12+ FM Share (Metro): 86.18 % ( 106 of 123 ) ( Spring 96: 87.07 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WFRY-F	1 WFRY-F >	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F	1 WFRY-F >	1 WFRY-F >>	1 WFRY-F >>	1 WFRY-F >>
2 WCIZ-F	2 WTOJ-F	2 WTOJ-F	2 WTOJ-F	2 WTOJ-F	2 WTOJ-F	2 WTOJ-F	2 WTOJ-F	2 WCIZ-F <	2 WTOJ-F >>
3 WTOJ-F >>	3 WCIZ-F >>	3 WCIZ-F >	3 WTNY >	3 WTNY >>	WCIZ-F >>	3 WTNY	3 WCIZ-F >>	3 WTOJ-F >>	3 WCIZ-F >
4 CHXL-F	4 WLKC-F >	4 WLKC-F	4 WCIZ-F	4 WLKC-F	4 WLKC-F >>	4 WCIZ-F >	4 WTNY	4 WWLF-F	4 WWLF-F
		5 WTNY >	5 WLKC-F	WCIZ-F >>	5 CHXL-F >>	5 WLKC-F >>	5 WLKC-F	WLKC-F	
			WCIZ >>				WCIZ >		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WATN	T	1240	Watertown	1.4	5.6	2	59
WWLF-F	CL AOR	106.7	Copenhagen	2.7	9.0	10	160

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
CFLY-F	AC	98.3	Kingston, ON	0.7	2.4	1	48
CFMK-F	C	96.3	Kingston, ON	2.0	6.2	3	58
CHXL-F	CL AOR	103.7	Brockville, ON	2.7	5.3	9	224
WBBS-F	C	104.7	Fulton	1.4	5.3	2	50
WWHT-F	CHR	107.9	Syracuse	2.0	4.1	3	45

### AM Stations

WCIZ	1410	5 kw/1 kw (DA-N)	Oldies	K&P	Forever
WTNY	790	1 kw (DA-N)	Full Svc/Stds/Talk	Allied	Forever

### FM Stations

WBDR	102.7	3 kw @ 328	CHR	Roslin	Cape Vincent		
WCIZ	93.5	4 kw @ 328	AOR	Westwd	Katz	Forever	
WFRY	97.5	100 kw @ 285	Country	ABC	Katz	Forever	
WLKC	100.7	6 kw @ 328	Country	Westwd, CNN	Roslin	Clancy-Mance	Henderson
WTOJ	103.1	0.87 kw @ 594	AC	CNN, Westwd	Roslin	Clancy-Mance	Carthage

Notes: 12/96 WWLF-F changed from AOR-NR to ABC's Classic AOR format . . . 12/96 WNCQ changed from Classic Country to Oldies as WCIZ . . . 1/97 The WCIZ-F calls and AOR format moved from 97.5 to the former WTNY-F at 93.5; the 97.5 became Country WFRY-F ("Froggy 98") . . . 4/97 WKGG-F changed to CHR as WBDR-F ("The Border")

# WAUSAU-STEVENSON POINT, WI

Arbitron Rank: 158 Pop (12+) 215,400  
 Market TSL in Hours: 22.50  
 Average Persons Rating: 16.9

Stations: 22 / 18  
 Diaries: 631/341:1/66.0%  
 Sample Target: 620

% Below Line: 8.2  
 % Not Listed: 10.4  
 Total Retail Sales: \$2.7 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WDEZ-F	C	59 / 16.2	13.1	16.1	14.4	664 / 30.8	29.3	31.1	100 / 1229	WDEZ-F
2	WIFC-F	CHR	58 / 15.9	12.5	12.4	8.7	797 / 37.0	32.7	32.6	96 / 1401	WIFC-F
3	WYTE-F	C	27 / 7.4	11.9	13.7	10.2	377 / 17.5	21.8	24.2	31 / 464	WYTE-F
4	WGLX-F	AOR/CL	24 / 6.6	5.2	5.2	4.7	320 / 14.8	14.1	15.4	37 / 462	WGLX-F
5	WAXX-F	C	23 / 6.3	4.6	4.4	5.5	269 / 12.5	9.9	11.2	55 / 629	WAXX-F
6	WOFM-F	O	18 / 4.9	4.6	4.1	5.2	249 / 11.5	11.2	13.6	28 / 499	WOFM-F
7	WLJY-F	SAC	14 / 3.8	5.2	4.4	5.5	222 / 10.3	11.2	13.7	28 / 405	WLJY-F
8	WMZK-F	AOR	12 / 3.3	2.3	1.8	2.1	180 / 8.4	9.0	7.8	23 / 356	WMZK-F
	WKQH-F	CL AOR	12 / 3.3	2.3	1.0	2.4	187 / 8.7	6.6	4.2	14 / 230	WKQH-F
10	WSAU	FS	11 / 3.0	3.2	1.6	3.7	146 / 6.8	9.7	8.1	11 / 182	WSAU
	WIZD-F	O	11 / 3.0	4.4	3.4	2.9	212 / 9.9	9.9	9.7	13 / 280	WIZD-F
	WFHR	T	11 / 3.0	1.4	1.3	1.3	118 / 5.5	5.5	5.6	11 / 118	WFHR

12+ FM Share (Metro): 86.81 % ( 283 of 326 ) ( Spring 96: 88.41 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIFC-F >>	1 WIFC-F	1 WDEZ-F	1 WDEZ-F >>	1 WDEZ-F >	1 WGLX-F	1 WDEZ-F	1 WDEZ-F	1 WIFC-F	1 WIFC-F >>
2 WGLX-F	2 WDEZ-F >	2 WIFC-F	2 WYTE-F	2 WIFC-F	WDEZ-F	2 WIFC-F >	2 WIFC-F >	2 WDEZ-F >	2 WDEZ-F
3 WDEZ-F >	3 WGLX-F	3 WYTE-F	3 WOFM-F	3 WYTE-F >>	3 WOFM-F	3 WYTE-F >	3 WYTE-F	3 WAXX-F	3 WGLX-F
4 WMZK-F	4 WYTE-F >	4 WGLX-F	WAXX-F	4 WAXX-F	WIFC-F	4 WGLX-F <	4 WGLX-F <	4 WGLX-F <	4 WYTE-F
5 WAXX-F	5 WAXX-F	5 WOFM-F	5 WIFC-F <	WYCO-F	5 WYTE-F	5 WDLB	5 WAXX-F <	5 WYTE-F	5 WOFM-F
WYTE-F	WKQH-F	6 WAXX-F	6 WLJY-F	WKQH-F	WKQH-F	WSAU <	6 WOFM-F >	6 WOFM-F >	WKQH-F
		7 WKQH-F		7 WAXX-F		7 WAXX-F <			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDLB	O	1450	Marshfield 2.2 5.4 9 147
WOSQ-F	C	92.3	Spencer 0.5 2.4 4 78
WRIG	ST	1390	Schofield 1.1 3.3 4 72
WSPT-F	AC	97.9	Stevens Point 2.2 11.1 9 302
WSPT	T	1010	Stevens Point 1.4 3.8 5 87
WXCO	T	1230	Wausau 1.1 3.0 5 73
WYCO-F	AC	107.9	Wausau 2.2 9.3 16 392

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAPL-F	AOR	105.7	Appleton 0.5 2.4 2 93
WCCN-F	CL AOR	107.5	Neillsville 0.8 2.2 6 129
WHDG-F	C	97.5	Rhineland 0.5 1.8 30 330

### AM Stations

WFHR	1320	5 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	--	WGLX-F	Wisconsin Rapids
WSAU	550	5 kw (DA-N)	Full Service	ABC, BNN, 1-on-1	Christal	Midwest Comm.	
WSPT	1010	1 kw/10 w	Talk	Westwd, ABC, CNN	Katz		Stevens Point

### FM Stations

WDEZ	101.9	100 kw @ 1076	Country		Christal	Midwest Comm.	
WGLX	103.3	100 kw @ 331	AOR/Classic		--	WFHR	Wisconsin Rapids
WIFC	95.5	98 kw @ 1150	CHR	ABC	Christal	Midwest Comm.	
WIZD	99.9	6 kw @ 328	Oldies	ABC	--		Rudolph
WKQH	104.9	3 kw @ 328	Classic AOR		Katz	WSPT-AF	Stevens Point
WLJY	106.5	100 kw @ 800	Soft AC		--	Goetz	Marshfield
WMZK	104.1	13 kw @ 446	AOR	Westwd	D&R	Roberts	Merrill
WOFM	94.7	50 kw @ 492	Oldies		Christal	Midwest Commun.	Mosinee
WYCO	107.9	100 kw @ 1000	AC	CBS	Unirep	Seehafer	
WYTE	96.7	50 kw @ 492	Country		Mc-Guild		Whiting

Notes: WAXX-F -- See Eau Claire

# WICHITA FALLS, TX

Arbitron Rank: 237 Pop (12+) 108,600  
 Market TSL in Hours: 20.00  
 Average Persons Rating: 14.5

Stations: 10 / 7  
 Diaries: 324/335:1/49.7%  
 Sample Target: 330

% Below Line: 9.0  
 % Not Listed: 17.8  
 Total Retail Sales: \$1.2 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KWFS-F	29 / 18.5		17.4		19.7	316 / 29.1	25.8	29.8	38 / 458	KWFS-F
2	KLUR-F	25 / 16.0		20.5		17.7	341 / 31.4	33.8	34.8	39 / 626	KLUR-F
3	KNIN-F	24 / 15.3		14.9		15.0	388 / 35.8	31.4	33.0	34 / 633	KNIN-F
4	KTLT-F	15 / 9.6		13.7		14.3	249 / 23.0	25.4	28.0	15 / 256	KTLT-F
5	KQXC-F	12 / 7.7		4.3		6.1	186 / 17.1	12.5	13.8	12 / 189	KQXC-F
6	KVRW-F	7 / 4.5		1.2			117 / 10.8	4.8		17 / 326	KVRW-F
	KYYI-F	7 / 4.5		3.1		4.8	163 / 15.0	11.3	15.6	16 / 381	KYYI-F
8	WBAP	5 / 3.2		2.5		2.0	92 / 8.5	6.6	8.2	17 / 303	WBAP

12+ FM Share (Metro): 93.80 % ( 121 of 129 ) ( Spring 96: 89.05 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KNIN-F	1 KWFS-F <	1 KWFS-F >	1 KLUR-F	1 KWFS-F >	1 KWFS-F	1 KWFS-F <	1 KWFS-F	1 KWFS-F <	1 KNIN-F >
2 KWFS-F >	2 KNIN-F >	2 KTLT-F	2 KWFS-F >	2 KTLT-F	2 KNIN-F	2 KLUR-F >	2 KNIN-F	2 KNIN-F	2 KTLT-F
3 KQXC-F >	3 KQXC-F <	KNIN-F	3 KTLT-F >	3 KLUR-F	KLUR-F	3 KTLT-F	3 KLUR-F >	3 KLUR-F	3 KWFS-F
	4 KTLT-F	KLUR-F	4 KVRW-F	4 KYYI-F	4 KQXC-F	4 KNIN-F >>	4 KQXC-F	4 KQXC-F	4 KQXC-F
		5 KQXC-F >	5 KYYI-F	KNIN-F	5 KTLT-F >>		5 KTLT-F	5 KTLT-F >	5 KLUR-F >>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KWFT REL 990 Wichita Falls	1.9	3.1	

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDGE-F AOR-NR 94.5 Gainesville, TX	1.3	5.6	

### AM Stations

KWFT 990 10 kw/1 kw (DA-2)	Cont. Christian	SRN	Banner
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### FM Stations

KLUR 99.9 100 kw @ 820	Country	ABC	Katz	Cumulus, pend.
KNIN 92.9 100 kw @ 918	CHR	Westwd, Source	Banner	Apex, pend.
KQXC 102.5 4.5 kw @ 314	AOR	ABC	Katz	Cumulus, pend.
KTLT 106.3 2.4 kw @ 423	AC	Westwd	Mc-Guild	Apex, pend.
KWFS 103.3 100 kw @ 449	Country		Christal	Apex, pend.
KYYI 104.7 100 kw @ 1015	Country	Westwd	Katz	Cumulus, pend. Burkumett

Notes: 5/97 KLUR-F/KQXC-F/KYYI-F sold to Cumulus (Bill Bungeroth) for \$7,000,000 . . . 6/97 KWFS-F sold by American General to Apex (Bruce Holberg) for \$1,400,000 (Whitley) . . . 6/97 KNIN-F sold to Apex for \$2,000,000 (Patrick) . . . 6/97 KTLT-F sold to Apex for \$1,400,000 (Patrick)

# WILLIAMSPORT, PA

Arbitron Rank: 242 Pop (12+) 100,100  
 Market TSL In Hours: 21.25  
 Average Persons Rating: 15.4

Stations: 16 / 15  
 Diaries: 336/298:1/60.3%  
 Sample Target: 320

% Below Line: 0.6  
 % Not Listed: 11.7  
 Total Retail Sales: \$1.15 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WKSJ-F	AC	30 / 19.5		21.1	16.2	311 / 31.1	37.3	38.0	68 / 772	WKSJ-F
2	WILQ-F	C	27 / 17.5		22.4	21.7	372 / 37.2	33.4	39.6	70 / 779	WILQ-F
3	WHTO-F	CHR	15 / 9.7		11.2	12.6	241 / 24.1	28.7	31.9	19 / 303	WHTO-F
4	WMYL-F	ST	13 / 8.4		3.7		105 / 10.5	8.1		19 / 161	WMYL-F
	WZXR-F	AOR	13 / 8.4		12.4	10.6	159 / 15.9	22.6	24.8	18 / 224	WZXR-F
6	WLYC-AF	SAC	10 / 6.5		3.7	3.0	98 / 9.8	9.1	10.3	11 / 128	WLYC-AF
	WRAK	T	10 / 6.5		3.1	4.0	115 / 11.5	9.0	10.2	12 / 174	WRAK
8	WVRT-F	CHR/AC	6 / 3.9		3.1	2.5	89 / 8.9	8.7	9.0	9 / 156	WVRT-F

12+ FM Share (Metro): 89.71 % ( 122 of 136 ) ( Spring 96: 95.03 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKSJ-F	1 WKSJ-F >	1 WKSJ-F >>	1 WKSJ-F <	1 WKSJ-F	1 WKSJ-F >>	1 WKSJ-F <	1 WKSJ-F >	1 WKSJ-F	1 WILQ-F <
2 WILQ-F	2 WILQ-F	2 WILQ-F >	2 WILQ-F >	2 WILQ-F >	2 WZXR-F	2 WILQ-F >>	2 WILQ-F >	2 WILQ-F >	2 WHTO-F
3 WHTO-F	3 WZXR-F <	3 WZXR-F	3 WMYL-F >	3 WHTO-F >>	3 WILQ-F	3 WMYL-F <	3 WHTO-F <	3 WZXR-F	3 WKSJ-F
4 WLYC-AF	4 WHTO-F	4 WHTO-F	4 WRAK	4 WVRT-F	4 WLYC-AF >	4 WHTO-F	4 WZXR-F	4 WHTO-F	4 WLYC-F >
WZXR-F >	5 WLYC-AF	5 WLYC-AF	5 WZXR-F			5 WRAK	5 WMYL-F	5 WLYC-AF <	5 WZXR-F
						6 WRAK	6 WMYL-F	6 WMYL-F	WRAK
								WRAK <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJSA-F REL 96.3 Jersey Shore	1.3	4.0	7 72
WQBR-F C 99.9 Avis	1.9	7.9	13 204
WWPA T 1340 Williamsport	1.3	3.1	2 33
WZRZ-F O 98.7 Mill Hall	1.9	3.5	3 43

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLM-F AC/CHR 106.5 Bloomsburg	0.6	4.0	26 479

### AM Stations

WLYC 1050 1 kw/0.035 kw	See WLYC-F	SabreCom
WRAK 1400 1 kw	Talk	ABC Katz Dame

### FM Stations

WHTO 93.3 1.7 kw @ 1220	CHR	ABC	Christal	SabreCom	Muncy
WILQ 105.1 9.2 kw @ 1135	Country	ABC	Roslin	SabreCom	
WKSJ 102.7 53 kw @ 1270	AC	Westwd	Katz	Dame	
WLYC 107.9 0.18 kw @ 1292	Soft AC	Westwd	—		
WMYL 95.5 3.9 kw @ 239	Standards	ABC	Katz	Forever	Salladasburg
WVRT 97.7 6 kw @ 298	AC/CHR		Mc-Guild	Forever	Jersey Shore
WZXR 99.3 0.405 kw @ 1237	AOR		Christal	SabreCom	S. Williamsport

Notes: 9/96 WRAK-F changed from Talk to Standards as WMYL-F . . . 3/97 WCXR-F (Lewisburg; simulcasts WZXR-F) moved from 96.3 to 103.7; WJSA-F moved from 93.5 to 96.3 . . . 4/97 WLYC/WILQ-F sold to SabreCom for \$1,925,000 . . . 6/97 WWPA/WVRT-F sold by Winston to Forever

# WINCHESTER, VA

Arbitron Rank: 219 Pop (12+) 127,400  
 Market TSL in Hours: 21.75  
 Average Persons Rating: 16.2

Stations: 25 / 10  
 Diaries: 517/246:1/55.1%  
 Sample Target: 510

% Below Line: 28.1  
 % Not Listed: 19.9  
 Total Retail Sales: \$1.41 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	WUSQ-F	48 / 23.3		23.3			489 / 38.4	39.4		79 / 810	WUSQ-F
2	WINC-F	18 / 8.7		12.1			340 / 26.7	31.6		50 / 646	WINC-F
3	WAZR-F	12 / 5.8		1.9			117 / 9.2	5.1		14 / 158	WAZR-F
4	WMZQ-F	11 / 5.3		2.9			145 / 11.4	10.5		19 / 358	WMZQ-F
5	WWDC-F	9 / 4.4		3.9			155 / 12.2	12.7		14 / 308	WWDC-F
6	WFTR-F	8 / 3.9		4.4			103 / 8.1	8.0		9 / 122	WFTR-F
7	WARW-F	7 / 3.4		1.9			75 / 5.9	5.4		12 / 145	WARW-F
	WFQX-F	7 / 3.4		5.3			159 / 12.5	13.2		7 / 170	WFQX-F
9	WKMZ-F	6 / 2.9		1.5			98 / 7.7	7.2		31 / 395	WKMZ-F

12+ FM Share (Metro): 95.76 % ( 158 of 165 ) ( Spring 96: 94.54 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>
2 WINC-F	2 WINC-F >	2 WINC-F >	2 WAZR-F <	2 WINC-F >	2 WARW-F	2 WINC-F >	2 WAZR-F <	2 WINC-F >>	2 WINC-F
3 WWDC-F	3 WMZQ-F	3 WMZQ-F	3 WINC-F	3 WMZQ-F	3 WKMZ-F	3 WAZR-F	3 WINC-F <	3 WAZR-F	3 WWDC-F
4 WFQX-F	4 WWDC-F	4 WARW-F	4 WMZQ-F >>	4 WFTR-F	4 WINC-F	WMZQ-F	4 WMZQ-F >	WWDC-F	4 WFQX-F
WARW-F	5 WARW-F	5 WKMZ-F >			WWDC-F	5 WFTR-F		WMZQ-F <	5 WARW-F
	WFQX-F				WMZQ-F			6 WJFK-F	
					WJFK-F >				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WAPP-FF	O	105.5	Berryville	2.4	6.8	5	97	WARX-F	O	106.9	Hagerstown, MD	0.5	2.3	10	174
WINC	N/T	1400	Winchester	1.5	4.2	6	78	WBG-F	O	100.3	Washington	1.9	8.0	16	209
WNTW	T	610	Winchester	1.0	3.2	2	40	WFRE-F	C	99.9	Frederick, MD	0.5	3.5	11	265
WSIG-F	C	96.9	Mt. Jackson	1.9	4.3	4	72	WGMS-F	CL	103.5	Washington	0.5	2.0	1	32
								WJFK-F	T/J	106.7	Manassas, VA	2.4	5.5	7	123
								WJZW-F	J	105.9	Woodbridge, VA	0.5	2.6	4	88
								WKYS-F	B	93.9	Washington	1.9	4.9	19	207
								WQPO-F	CHR/AC	100.7	Harrisonburg	1.0	2.0	3	90
								WSVA	FS	550	Harrisonburg	1.0	2.3	2	34
								WWMD-F	EZ	104.7	Hagerstown, MD	0.5	1.8	4	68
								WWZZ-F	CHR	104.1	Waldorf, MD	1.5	5.6	4	115

### AM Stations

WINC	1400	1 kw	News/Talk	AP	---	Lewis
WNTW	610	0.5 kw (DA-2)	Talk	ABC, 1/1, SRN	---	Capstar

### FM Stations

WAZR	93.7	9.8 kw @ -13	Standards	ABC	Savalli	Woodstock
WFQX	99.3	3 kw @ 297	CHR	---	Capstar	Front Royal
WFTR	95.3	4 kw @ 300	Country	USA, ABC	---	Straus
WINC	92.5	22 kw @ 1400	AC/CHR	Westwd	---	Lewis
WKMZ	97.5	12.5 kw @ 1008	Classic Hits	CNN	K&P	Martinsburg, WV
WUSQ	102.5	31.6 kw @ 630	Country	ABC	---	Capstar

Notes: Other ranked stations -- See Washington, DC in the Spring 1997 American Radio . . . This market was not measured in Spring 1995 . . . 1/97 Benchmark sold these stations to Capstar: WNTW for \$700,000; WFQX-F for \$1,800,000; WUSQ-F for \$7,200,000 . . . 4/97 WAPP-F/WBPP-F sold to Lewis (WINC-AF, WSIG-F) for \$850,000 (Media Svcs)

# YAKIMA, WA

Arbitron Rank: 187 Pop (12+) 170,500  
 Market TSL in Hours: 21.75  
 Average Persons Rating: 16.3

Stations: 19 / 16  
 Diaries: 596/286:1/50.7%  
 Sample Target: 550

% Below Line: 1.4  
 % Not Listed: 19.1  
 Total Retail Sales: \$1.62 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KXDD-F	C	40 / 14.4	14.9	15.5	22.8	419 / 24.6	26.3	29.8	42 / 454	KXDD-F
2	KIT	T/FS	32 / 11.5	10.7	9.6	5.3	388 / 22.8	23.8	20.6	32 / 391	KIT
3	KFFM-F	CHR	30 / 10.8	14.2	12.9	12.6	424 / 24.9	30.6	26.4	31 / 439	KFFM-F
4	KATS-F	AOR	25 / 9.0	11.0	11.4	10.6	330 / 19.3	21.4	21.0	32 / 381	KATS-F
5	KZTA-FF	SP	16 / 5.8	6.4	9.2	5.7	186 / 10.9	10.7	10.9	16 / 186	KZTA-FF
6	KHHK-F	CL HITS	14 / 5.0	1.4	0.7		233 / 13.6	6.2	3.5	15 / 240	KHHK-F
	KMWX	O	14 / 5.0	5.3	3.0	0.8	160 / 9.4	12.7	7.9	14 / 162	KMWX
8	KRSE-F	SAC	13 / 4.7	5.7	7.0	5.3	189 / 11.1	12.2	15.1	13 / 189	KRSE-F
	KXXS-F	C	13 / 4.7	5.3	4.8	6.9	168 / 9.9	13.4	8.5	13 / 168	KXXS-F

12+ FM Share (Metro): 69.33 % ( 156 of 225 ) ( Spring 96: 77.38 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KATS-F	1 KXDD-F	1 KXDD-F >	1 KXDD-F <	1 KXDD-F >	1 KXDD-F	1 KIT	1 KXDD-F	1 KXDD-F	1 KFFM-F >
2 KXDD-F	2 KATS-F	2 KATS-F	2 KIT >>	2 KRSE-F	KATS-F	2 KXDD-F	2 KIT	2 KFFM-F	2 KXDD-F
KFFM-F	3 KFFM-F <	3 KIT <	3 KMWX	3 KATS-F	3 KIT	3 KFFM-F	3 KATS-F	3 KIT <	3 KIT
4 KZTA-FF >	4 KZTA-FF <	4 KHHK-F <	4 KATS-F	4 KZTA-FF	4 KHHK-F >	KATS-F >	4 KRSE-F <	4 KATS-F >	4 KZTA-FF
5 KZTB-F	5 KHHK-F <	5 KZTA-FF	KRSE-F	5 KFFM-F	5 KZTA-FF	5 KZTA-FF <	5 KFFM-F <	5 KMWX <	5 KATS-F >
	6 KIT	6 KMWX	6 KXXS-F	KMWX	KMWX >	6 KMWX	6 KMWX	6 KRSE-F <	6 KRSE-F <
	7 KRSE-F	KRSE-F	KHHK-F	KXXS-F		7 KXXS-F	7 KXXS-F	7 KHHK-F <	7 KHHK-F <
		8 KFFM-F					KHHK-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KBBO REL 1390 Yakima	1.4	4.1	5	82
KCHT CL HITS 980 Selah	2.2	5.8	6	109
KJOX C 930 Yakima	1.1	1.9	3	33
KREW ST 1210 Sunnyside	0.7	2.7	2	47
KYXE SP 1020 Selah	2.5	5.3	7	91
KZXR-F AC/CHR 101.7 Prosser	0.7	3.6	2	63

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KONA-F SAC 105.3 Kennewick	0.7	2.6	2	45
KONA T 610 Kennewick	0.4	2.4	1	46
KZHR-F SP 92.5 Dayton	0.4	2.6	1	43

### AM Stations

KIT	1280	5 kw/1 kw	Talk/Full Svc.	CBS, ABC, Westwd	Mc-Guild	T. Ingstad
KMWX	1460	5 kw/3.7 kw (DA-N)	Oldies	Westwd	Mc-Guild	T. Ingstad

### FM Stations

KATS	94.5	100 kw @ 909	AOR		Mc-Guild	T. Ingstad	
KFFM	107.3	100 kw @ 1500	CHR		Mc-Guild	T. Ingstad	
KHHK	99.7	7.6 kw @ 584	Classic Hits		Tacher	KCHT/KXDD	
KRSE	105.7	100 kw @ 584	Soft AC	USA	Allied	KBBO	
KXDD	104.1	61 kw @ 781	Country	ABC	Tacher	KCHT/KHHK-F	
KXXS	92.9	17 kw @ 843	Country	ABC	Mc-Guild	T. Ingstad	Toppenish
KZTA	96.9	5.8 kw @ 36	Spanish		Caballero	KYXE	Naches
KZTB	96.7	5.8 kw @ -1	See KZTA-F				Sunnyside

Notes: KHHK-F, KJOX & KYXE, and KZTB-F all LMA'd by KCHT/KXDD-F/KZTA-F . . . 6/97 KREW-AF sold for \$200,000





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- Turnover Ratio
- % Exclusive Cume
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# WAUSAU-STEVENSON POINT, WI

Arbitron Rank: 158 Pop (12+) 215,400  
 Market TSL In Hours: 22.50  
 Average Persons Rating: 16.9

Stations: 22 / 18  
 Diaries: 631/341:1/66.0%  
 Sample Target: 620

% Below Line: 8.2  
 % Not Listed: 10.4  
 Total Retail Sales: \$2.7 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	WDEZ-F	59 / 16.2	13.1	16.1		14.4	664 / 30.8	29.3	31.1	100 / 1229	WDEZ-F
2	WIFC-F	58 / 15.9	12.5	12.4		8.7	797 / 37.0	32.7	32.6	96 / 1401	WIFC-F
3	WYTE-F	27 / 7.4	11.9	13.7		10.2	377 / 17.5	21.8	24.2	31 / 464	WYTE-F
4	WGLX-F	24 / 6.6	5.2	5.2		4.7	320 / 14.8	14.1	15.4	37 / 462	WGLX-F
5	WAXX-F	23 / 6.3	4.6	4.4		5.5	269 / 12.5	9.9	11.2	55 / 629	WAXX-F
6	WOFM-F	18 / 4.9	4.6	4.1		5.2	249 / 11.5	11.2	13.6	28 / 499	WOFM-F
7	WLJY-F	14 / 3.8	5.2	4.4		5.5	222 / 10.3	11.2	13.7	28 / 405	WLJY-F
8	WMZK-F	12 / 3.3	2.3	1.8		2.1	180 / 8.4	9.0	7.8	23 / 356	WMZK-F
	WKQH-F	12 / 3.3	2.3	1.0		2.4	187 / 8.7	6.6	4.2	14 / 230	WKQH-F
10	WSAU	11 / 3.0	3.2	1.6		3.7	146 / 6.8	9.7	8.1	11 / 182	WSAU
	WIZD-F	11 / 3.0	4.4	3.4		2.9	212 / 9.9	9.9	9.7	13 / 280	WIZD-F
	WFHR	11 / 3.0	1.4	1.3		1.3	118 / 5.5	5.5	5.6	11 / 118	WFHR

12+ FM Share (Metro): 86.81 % ( 283 of 326 ) ( Spring 96: 88.41 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WIFC-F >>	1 WIFC-F	1 WDEZ-F	1 WDEZ-F >>	1 WDEZ-F >	1 WGLX-F	1 WDEZ-F	1 WDEZ-F	1 WIFC-F	1 WIFC-F >>
2 WGLX-F	2 WDEZ-F >	2 WIFC-F	2 WYTE-F	2 WIFC-F	WDEZ-F	2 WIFC-F >	2 WIFC-F >	2 WDEZ-F >	2 WDEZ-F
3 WDEZ-F >	3 WGLX-F	3 WYTE-F	3 WOFM-F	3 WYTE-F >>	3 WOFM-F	3 WYTE-F >	3 WYTE-F	3 WAXX-F	3 WGLX-F
4 WMZK-F	4 WYTE-F >	4 WGLX-F	WAXX-F	4 WAXX-F	WIFC-F	4 WGLX-F <	4 WGLX-F <	4 WGLX-F <	4 WYTE-F
5 WAXX-F	5 WAXX-F	5 WOFM-F	5 WIFC-F <	WYCO-F	5 WYTE-F	5 WDLB	5 WAXX-F <	5 WYTE-F	5 WOFM-F
WYTE-F	WKQH-F	6 WAXX-F	6 WLJY-F		WKQH-F	WSAU <	6 WOFM-F >	6 WOFM-F >	WKQH-F
		7 WKQH-F			7 WAXX-F	7 WAXX-F <			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDLB	O	1450	Marshfield 2.2 5.4 9 147
WOSQ-F	C	92.3	Spencer 0.5 2.4 4 78
WRIG	ST	1390	Schofield 1.1 3.3 4 72
WSPT-F	AC	97.9	Stevens Point 2.2 11.1 9 302
WSPT	T	1010	Stevens Point 1.4 3.8 5 87
WXCO	T	1230	Wausau 1.1 3.0 5 73
WYCO-F	AC	107.9	Wausau 2.2 9.3 16 392

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAPL-F	AOR	105.7	Appleton 0.5 2.4 2 93
WCCN-F	CL AOR	107.5	Neillsville 0.8 2.2 6 129
WHDG-F	C	97.5	Rhineland 0.5 1.8 30 330

### AM Stations

WFHR	1320	5 kw/0.5 kw (DA-N)	Talk	CBS, Westwd	---	WGLX-F	Wisconsin Rapids
WSAU	550	5 kw (DA-N)	Full Service	ABC, BNN, 1-on-1	Christal	Midwest Comm.	
WSPT	1010	1 kw/10 w	Talk	Westwd, ABC, CNN	Katz		Stevens Point

### FM Stations

WDEZ	101.9	100 kw @ 1076	Country		Christal	Midwest Comm.	
WGLX	103.3	100 kw @ 331	AOR/Classic		---	WFHR	Wisconsin Rapids
WIFC	95.5	98 kw @ 1150	CHR	ABC	Christal	Midwest Comm.	
WIZD	99.9	6 kw @ 328	Oldies	ABC	---		Rudolph
WKQH	104.9	3 kw @ 328	Classic AOR		Katz	WSPT-AF	Stevens Point
WLJY	106.5	100 kw @ 800	Soft AC		---	Goetz	Marshfield
WMZK	104.1	13 kw @ 446	AOR	Westwd	D&R	Roberts	Merrill
WOFM	94.7	50 kw @ 492	Oldies		Christal	Midwest Commun.	Mosinee
WYCO	107.9	100 kw @ 1000	AC	CBS	Unirep	Seehafer	
WYTE	96.7	50 kw @ 492	Country		Mc-Guild		Whiting

Notes: WAXX-F -- See Eau Claire

# WICHITA FALLS, TX

Arbitron Rank: 237	Pop (12+): 108,600	Stations: 10 / 7	% Below Line: 9.0
Market TSL In Hours: 20.00		Diaries: 324/335: 1/49.7%	% Not Listed: 17.8
Average Persons Rating: 14.5		Sample Target: 330	Total Retail Sales: \$1.2 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Spg 96	Spg 95	12+ TSA AQH / Cume	
1	KWFS-F	29 / 18.5		17.4		19.7	316 / 29.1	25.8	29.8	38 / 458	KWFS-F
2	KLUR-F	25 / 16.0		20.5		17.7	341 / 31.4	33.8	34.8	39 / 626	KLUR-F
3	KNIN-F	24 / 15.3		14.9		15.0	388 / 35.8	31.4	33.0	34 / 633	KNIN-F
4	KTLT-F	15 / 9.6		13.7		14.3	249 / 23.0	25.4	28.0	15 / 256	KTLT-F
5	KQXC-F	12 / 7.7		4.3		6.1	186 / 17.1	12.5	13.8	12 / 189	KQXC-F
6	KVRW-F	7 / 4.5		1.2			117 / 10.8	4.8		17 / 326	KVRW-F
	KYYI-F	7 / 4.5		3.1		4.8	163 / 15.0	11.3	15.6	16 / 381	KYYI-F
8	WBAP	5 / 3.2		2.5		2.0	92 / 8.5	6.6	8.2	17 / 303	WBAP

12+ FM Share (Metro): 93.80 % ( 121 of 129 ) ( Spring 96: 89.05 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KNIN-F	1 KWFS-F <	1 KWFS-F >	1 KLUR-F	1 KWFS-F >	1 KWFS-F	1 KWFS-F <	1 KWFS-F	1 KWFS-F <	1 KNIN-F >
2 KWFS-F >	2 KNIN-F >	2 KTLT-F	2 KWFS-F >	2 KTLT-F	2 KNIN-F	2 KLUR-F >	2 KNIN-F	2 KNIN-F	2 KTLT-F
3 KQXC-F >	3 KQXC-F <	KNIN-F	3 KTLT-F >	3 KLUR-F	KLUR-F	3 KTLT-F	3 KLUR-F >	3 KLUR-F	3 KWFS-F
	4 KTLT-F	KLUR-F	4 KVRW-F	4 KYYI-F	4 KQXC-F	4 KNIN-F >>	4 KQXC-F	4 KQXC-F	4 KQXC-F
		5 KQXC-F >	5 KYYI-F	KNIN-F	5 KTLT-F >>		5 KTLT-F	5 KTLT-F >	5 KLUR-F >>

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KWFT REL 990 Wichita Falls	1.9	3.1		KDGE-F AOR-NR 94.5 Gainesville, TX	1.3	5.6	

### AM Stations

KWFT 990 10 kw/1 kw (DA-2)	Cont. Christian	SRN	Banner
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### FM Stations

KLUR 99.9 100 kw @ 820	Country	ABC	Katz	Cumulus, pend.
KNIN 92.9 100 kw @ 918	CHR	Westwd, Source	Banner	Apex, pend.
KQXC 102.5 4.5 kw @ 314	AOR	ABC	Katz	Cumulus, pend.
KTLT 106.3 2.4 kw @ 423	AC	Westwd	Mc-Guild	Apex, pend.
KWFS 103.3 100 kw @ 449	Country		Christal	Apex, pend.
KYYI 104.7 100 kw @ 1015	Country	Westwd	Katz	Cumulus, pend. Burkburnett

Notes: 5/97 KLUR-F/KQXC-F/KYYI-F sold to Cumulus (Bill Bungeroth) for \$7,000,000 . . . 6/97 KWFS-F sold by American General to Apex (Bruce Holberg) for \$1,400,000 (Whitley) . . . 6/97 KNIN-F sold to Apex for \$2,000,000 (Patrick) . . . 6/97 KTLT-F sold to Apex for \$1,400,000 (Patrick)

# WILLIAMSPORT, PA

Arbitron Rank: 242 Pop (12+) 100,100  
 Market TSL in Hours: 21.25  
 Average Persons Rating: 15.4

Stations: 16 / 15  
 Diaries: 336/298:1/60.3%  
 Sample Target: 320

% Below Line: 0.6  
 % Not Listed: 11.7  
 Total Retail Sales: \$1.15 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Spq 96	Spq 95	12+ TSA AQH / Cume	
1	WKSJ-F	AC	30 / 19.5		21.1	16.2	311 / 31.1	37.3	38.0	68 / 772	WKSJ-F
2	WILQ-F	C	27 / 17.5		22.4	21.7	372 / 37.2	33.4	39.6	70 / 779	WILQ-F
3	WHTO-F	CHR	15 / 9.7		11.2	12.6	241 / 24.1	28.7	31.9	19 / 303	WHTO-F
4	WMYL-F	ST	13 / 8.4		3.7		105 / 10.5	8.1		19 / 161	WMYL-F
	WZXR-F	AOR	13 / 8.4		12.4	10.6	159 / 15.9	22.6	24.8	18 / 224	WZXR-F
6	WLYC-AF	SAC	10 / 6.5		3.7	3.0	98 / 9.8	9.1	10.3	11 / 128	WLYC-AF
	WRAK	T	10 / 6.5		3.1	4.0	115 / 11.5	9.0	10.2	12 / 174	WRAK
8	WVRT-F	CHR/AC	6 / 3.9		3.1	2.5	89 / 8.9	8.7	9.0	9 / 156	WVRT-F

12+ FM Share (Metro): 89.71 % ( 122 of 136 ) ( Spring 96: 95.03 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WKSJ-F	1 WKSJ-F >	1 WKSJ-F >>	1 WKSJ-F <	1 WKSJ-F	1 WKSJ-F >>	1 WKSJ-F <	1 WKSJ-F >	1 WKSJ-F	1 WILQ-F <
2 WILQ-F	2 WILQ-F	2 WILQ-F >	2 WILQ-F >	2 WILQ-F >	2 WZXR-F	2 WILQ-F >>	2 WILQ-F >	2 WILQ-F >	2 WHTO-F
3 WHTO-F	3 WZXR-F <	3 WZXR-F	3 WMYL-F >	3 WHTO-F >>	3 WILQ-F	3 WMYL-F <	3 WHTO-F <	3 WZXR-F	3 WKSJ-F
4 WLYC-AF	4 WHTO-F	4 WHTO-F	4 WRAK	4 WVRT-F	4 WLYC-AF >	4 WHTO-F	4 WZXR-F	4 WHTO-F	4 WLYC-F >
WZXR-F >	5 WLYC-AF	5 WLYC-AF	5 WZXR-F			5 WRAK	5 WMYL-F	5 WLYC-AF <	5 WZXR-F
						6 WRAK	6 WMYL-F	6 WMYL-F	WRAK <

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJSA-F REL 96.3 Jersey Shore	1.3	4.0	7 72
WQBR-F C 99.9 Avis	1.9	7.9	13 204
WWPA T 1340 Williamsport	1.3	3.1	2 33
WZRZ-F O 98.7 Mill Hill	1.9	3.5	3 43

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLM-F AC/CHR 106.5 Bloomsburg	0.6	4.0	26 479

### AM Stations

WLYC 1050 1 kw/0.035 kw	See WLYC-F	SabreCom
WRAK 1400 1 kw	Talk	ABC Katz Dame

### FM Stations

WHTO 93.3 1.7 kw @ 1220	CHR	ABC	Christal	SabreCom	Muncy
WILQ 105.1 9.2 kw @ 1135	Country	ABC	Roslin	SabreCom	
WKSJ 102.7 53 kw @ 1270	AC	Westwd	Katz	Dame	
WLYC 107.9 0.18 kw @ 1292	Soft AC	Westwd	---		
WMYL 95.5 3.9 kw @ 239	Standards	ABC	Katz	Forever	Salladasburg
WVRT 97.7 6 kw @ 298	AC/CHR		Mc-Guild	Forever	Jersey Shore
WZXR 99.3 0.405 kw @ 1237	AOR		Christal	SabreCom	S. Williamsport

Notes: 9/96 WRAK-F changed from Talk to Standards as WMYL-F . . . 3/97 WZXR-F (Lewisburg; simulcasts WZXR-F) moved from 96.3 to 103.7; WJSA-F moved from 93.5 to 96.3 . . . 4/97 WLYC/WILQ-F sold to SabreCom for \$1,925,000 . . . 6/97 WWPA/WVRT-F sold by Winston to Forever

# WINCHESTER, VA

**Arbitron Rank:** 219 **Pop (12+)** 127,400 **Stations:** 25 / 10 **% Below Line:** 28.1  
**Market TSL in Hours:** 21.75 **Diaries:** 517/246:1/55.1% **% Not Listed:** 19.9  
**Average Persons Rating:** 16.2 **Sample Target:** 510 **Total Retail Sales:** \$1.41 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spq 96	Fall 95	Spq 95	12+ Metro Cume / Rtg.	Spq 96	Spq 95	12+ TSA AQH / Cume	
1 WUSQ-F	C	48 / 23.3		23.3			489 / 38.4	39.4		79 / 810	WUSQ-F
2 WINC-F	AC/CHR	18 / 8.7		12.1			340 / 26.7	31.6		50 / 646	WINC-F
3 WAZR-F	ST	12 / 5.8		1.9			117 / 9.2	5.1		14 / 158	WAZR-F
4 WMZQ-F	C	11 / 5.3		2.9			145 / 11.4	10.5		19 / 358	WMZQ-F
5 WWDC-F	AOR	9 / 4.4		3.9			155 / 12.2	12.7		14 / 308	WWDC-F
6 WFTR-F	C	8 / 3.9		4.4			103 / 8.1	8.0		9 / 122	WFTR-F
7 WARW-F	CL AOR	7 / 3.4		1.9			75 / 5.9	5.4		12 / 145	WARW-F
WFQX-F	CHR	7 / 3.4		5.3			159 / 12.5	13.2		7 / 170	WFQX-F
9 WKMZ-F	CL HITS	6 / 2.9		1.5			98 / 7.7	7.2		31 / 395	WKMZ-F

12+ FM Share (Metro): 95.76 % ( 158 of 165 ) ( Spring 96: 94.54 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>	1 WUSQ-F >>
2 WINC-F	2 WINC-F >	2 WINC-F >	2 WAZR-F <	2 WINC-F >	2 WARW-F	2 WINC-F >	2 WAZR-F <	2 WINC-F >>	2 WINC-F
3 WWDC-F	3 WMZQ-F	3 WMZQ-F	3 WINC-F	3 WMZQ-F	3 WKMZ-F	3 WAZR-F	3 WINC-F <	3 WAZR-F	3 WWDC-F
4 WFQX-F	4 WWDC-F	4 WARW-F	4 WMZQ-F >>	4 WFTR-F	4 WINC-F	WMZQ-F	4 WMZQ-F >	WWDC-F	4 WFQX-F
WARW-F	5 WARW-F	5 WKMZ-F >			WWDC-F	5 WFTR-F		WMZQ-F <	5 WARW-F
	WFQX-F				WMZQ-F			6 WJFK-F	
					WJFK-F >				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAPP-FF	O	105.5	Berryville 2.4 6.8 5 97	WARX-F	O	106.9	Hagerstown, MD 0.5 2.3 10 174
WINC	N/T	1400	Winchester 1.5 4.2 6 78	WBIG-F	O	100.3	Washington 1.9 8.0 16 209
WNTW	T	610	Winchester 1.0 3.2 2 40	WFRE-F	C	99.9	Frederick, MD 0.5 3.5 11 265
WSIG-F	C	96.9	Mt. Jackson 1.9 4.3 4 72	WGMS-F	CL	103.5	Washington 0.5 2.0 1 32
				WJFK-F	T/J	106.7	Manassas, VA 2.4 5.5 7 123
				WJZW-F	J	105.9	Woodbridge, VA 0.5 2.6 4 88
				WKYS-F	B	93.9	Washington 1.9 4.9 19 207
				WQPO-F	CHR/AC	100.7	Harrisonburg 1.0 2.0 3 90
				WSVA	FS	550	Harrisonburg 1.0 2.3 2 34
				WWMD-F	EZ	104.7	Hagerstown, MD 0.5 1.8 4 68
				WWZZ-F	CHR	104.1	Waldorf, MD 1.5 5.6 4 115

### AM Stations

WINC	1400	1 kw	News/Talk	AP	---	Lewis
WNTW	610	0.5 kw (DA-2)	Talk	ABC, 1/1, SRN	---	Capstar

### FM Stations

WAZR	93.7	9.8 kw @ -13	Standards	ABC	Savalli	Woodstock
WFQX	99.3	3 kw @ 297	CHR		---	Capstar
WFTR	95.3	4 kw @ 300	Country	USA, ABC	---	Straus
WINC	92.5	22 kw @ 1400	AC/CHR	Westwd	---	Lewis
WKMZ	97.5	12.5 kw @ 1008	Classic Hits	CNN	K&P	Martinsburg, WV
WUSQ	102.5	31.6 kw @ 630	Country	ABC	---	Capstar

Notes: Other ranked stations -- See Washington, DC in the Spring 1997 American Radio . . . This market was not measured in Spring 1995 . . . 1/97 Benchmark sold these stations to Capstar: WNTW for \$700,000; WFQX-F for \$1,800,000; WUSQ-F for \$7,200,000 . . . 4/97 WAPP-F/WBPP-F sold to Lewis (WINC-AF, WSIG-F) for \$850,000 (Media Svcs)

# YAKIMA, WA

Arbitron Rank: 187 Pop (12+) 170,500  
 Market TSL in Hours: 21.75  
 Average Persons Rating: 16.3

Stations: 19 / 16  
 Diaries: 596/286:1/50.7%  
 Sample Target: 550

% Below Line: 1.4  
 % Not Listed: 19.1  
 Total Retail Sales: \$1.62 Bil.

12+ Metro	Format	Spring 97 1/4 Share	Fall 96	Spg 96	Fall 95	Spg 95	12+ Metro Cume / Rtg.	Fall 96	Spg 96	12+ TSA AQH / Cume	
1	KXDD-F	C	40 / 14.4	14.9	15.5	22.8	419 / 24.6	26.3	29.8	42 / 454	KXDD-F
2	KIT	T/FS	32 / 11.5	10.7	9.6	5.3	388 / 22.8	23.8	20.6	32 / 391	KIT
3	KFFM-F	CHR	30 / 10.8	14.2	12.9	12.6	424 / 24.9	30.6	26.4	31 / 439	KFFM-F
4	KATS-F	AOR	25 / 9.0	11.0	11.4	10.6	330 / 19.3	21.4	21.0	32 / 381	KATS-F
5	KZTA-FF	SP	16 / 5.8	6.4	9.2	5.7	186 / 10.9	10.7	10.9	16 / 186	KZTA-FF
6	KHHK-F	CL HITS	14 / 5.0	1.4	0.7		233 / 13.6	6.2	3.5	15 / 240	KHHK-F
	KMWX	O	14 / 5.0	5.3	3.0	0.8	160 / 9.4	12.7	7.9	14 / 162	KMWX
8	KRSE-F	SAC	13 / 4.7	5.7	7.0	5.3	189 / 11.1	12.2	15.1	13 / 189	KRSE-F
	KXXS-F	C	13 / 4.7	5.3	4.8	6.9	168 / 9.9	13.4	8.5	13 / 168	KXXS-F

12+ FM Share (Metro): 69.33 % ( 156 of 225 ) ( Spring 96: 77.38 % )

18-34	18-49	25-54	35+	Wom 25-54	Men 25-54	12+ AMD	12+ Mid	12+ PMD	12+ Eve
1 KATS-F	1 KXDD-F	1 KXDD-F >	1 KXDD-F <	1 KXDD-F >	1 KXDD-F	1 KIT	1 KXDD-F	1 KXDD-F	1 KFFM-F >
2 KXDD-F	2 KATS-F	2 KATS-F	2 KIT >>	2 KRSE-F	KATS-F	2 KXDD-F	2 KIT	2 KFFM-F	2 KXDD-F
KFFM-F	3 KFFM-F <	3 KIT <	3 KMWX	3 KATS-F	3 KIT	3 KFFM-F	3 KATS-F	3 KIT <	3 KIT
4 KZTA-FF >	4 KZTA-FF <	4 KHHK-F <	4 KATS-F	4 KZTA-FF	4 KHHK-F >	KATS-F >	4 KRSE-F <	4 KATS-F >	4 KZTA-FF
5 KZTB-F	5 KHHK-F <	5 KZTA-FF	KRSE-F	5 KFFM-F	5 KZTA-FF	5 KZTA-FF <	5 KFFM-F <	5 KMWX <	5 KATS-F >
	6 KIT	6 KMWX	6 KXXS-F	KMWX	KMWX >	6 KMWX	6 KMWX	6 KRSE-F <	
	7 KRSE-F	KRSE-F	KHHK-F	KXXS-F		7 KXXS-F	7 KXXS-F	7 KHHK-F <	
	8 KFFM-F	8 KFFM-F					KHHK-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBBO REL 1390 Yakima	1.4	4.1	5 82
KCHT CL HITS 980 Selah	2.2	5.8	6 109
KJOX C 930 Yakima	1.1	1.9	3 33
KREW ST 1210 Sunnyside	0.7	2.7	2 47
KYXE SP 1020 Selah	2.5	5.3	7 91
KZXR-F AC/CHR 101.7 Prosser	0.7	3.6	2 63

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KONA-F SAC 105.3 Kennewick	0.7	2.6	2 45
KONA T 610 Kennewick	0.4	2.4	1 46
KZHR-F SP 92.5 Dayton	0.4	2.6	1 43

### AM Stations

KIT	1280	5 kw/1 kw	Talk/Full Svc.	CBS, ABC, Westwd	Mc-Guild	T. Ingstad
KMWX	1460	5 kw/3.7 kw (DA-N)	Oldies	Westwd	Mc-Guild	T. Ingstad

### FM Stations

KATS	94.5	100 kw @ 909	AOR		Mc-Guild	T. Ingstad	
KFFM	107.3	100 kw @ 1500	CHR		Mc-Guild	T. Ingstad	
KHHK	99.7	7.6 kw @ 584	Classic Hits		Tacher	KCHT/KXDD	
KRSE	105.7	100 kw @ 584	Soft AC	USA	Allied	KBBO	
KXDD	104.1	61 kw @ 781	Country	ABC	Tacher	KCHT/KHHK-F	
KXXS	92.9	17 kw @ 843	Country	ABC	Mc-Guild	T. Ingstad	Toppenish
KZTA	96.9	5.8 kw @ 36	Spanish		Caballero	KYXE	Naches
KZTB	96.7	5.8 kw @ -1	See KZTA-F				Sunnyside

Notes: KHHK-F, KJOX & KYXE, and KZTB-F all LMA'd by KCHT/KXDD-F/KZTA-F . . . 6/97 KREW-AF sold for \$200,000





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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

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